ZURICH

Countdown to the 2024 US Election

A Visual Guide



The US presidential election is a significant event that can impact investment markets worldwide, given that the US market constitutes approximately two-thirds of the global market.

The policies and leadership direction set by the incoming administration can influence economic growth, regulatory environments, and international trade relations, thereby affecting market performance. However, it's important to remember that markets are influenced by a myriad of broader economic factors beyond just one political event. Factors such as global economic trends, technological advancements, and geopolitical developments also play a vital role in shaping market dynamics. Therefore, while it's important to stay informed about the election, it's equally important not to overreact to short-term market fluctuations driven by political events.

For personalised advice and a comprehensive strategy that considers all these factors, we recommend speaking to your Financial Broker.

5 Nov 2024

US election date

The Democratic nominee, current Vice President, **Kamala Harris** will face Republican nominee and former president, **Donald Trump.**

20 Jan 2025

US inauguration date

Either Trump or Harris will be officially sworn in as President of the United States on Inauguration Day.

Popular Vote

Roughly **244 million Americans** will be eligible to vote in 2024. The 2020 election saw record turnout of 66.6% of eligible voters. If we see turnout that high again, more than 162 million ballots will be cast in November.

Source: Bipartisan Policy Centre, 2024.



244m
Americans eligible to vote in 2024

Electoral College Vote

In the US, President and Vice President are not elected directly by citizens, they are chosen through the **Electoral College** process. There are currently 538 electors in all. A candidate needs the vote of at least 270 to win the presidential election. It is possible to win the Electoral College Vote but lose the Popular Vote. This happened in 2000 and 2016.

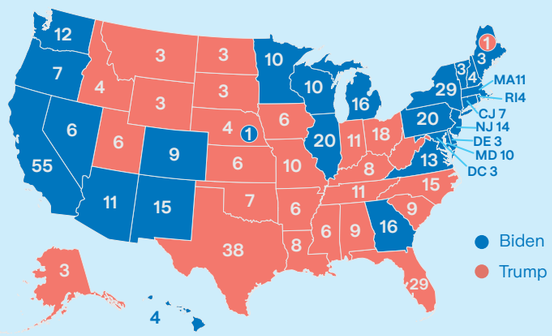
Most states consistently vote for the same party each election, there are 93 votes which remain uncertain, known as swing states.

Harris	Uncertain	Trump
226	93	219

Source: Washington Post, September 2024.

2020 US Election results highlighted a deeply divided electorate

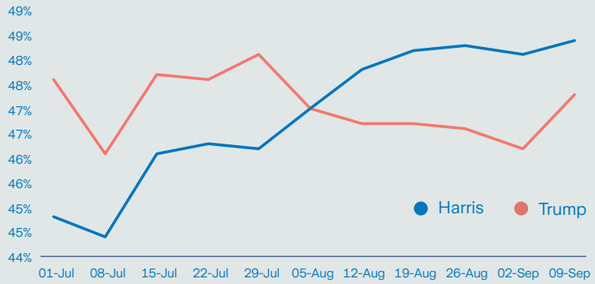
Numbers indicate electoral votes cast by each state.
In 2020, Joe Biden won election to become the 46th President of the United States, defeating Donald Trump, the first President to lose a re-election bid since George H.W. Bush in 1992.



Source: FEC | Election and voting information, 2024.

Election Polls reveal shifting voter preferences

Polls continue to show the US presidential candidates separated by the thinnest of margins with Election Day soon approaching. **Democratic Vice President Kamala Harris narrowly leads Republican Donald Trump** in the race to win an election that is simply too close to call – with the potential for further ups and downs as 5 November approaches.



Source: Reuters, September 2024.

Republicans hold a slim majority in the House of Representatives with 220 seats

All **435 seats** in the House are up for election every 2 years, and it takes 218 seats to hold the majority.

Majority control of the House has not switched parties in a presidential election year since 1952.

Heading into the 2024 election, Republicans hold a slim majority of 220 - 212 in the House of Representatives, with 3 seats currently vacant.

Democrats	Vacant	Republicans
212	3	220

Source: House Press Gallery, October 2024.

The Democratic Party currently holds the majority in the Senate

In the 2024 election, there are 34 Senate seats up for grabs. 23 are currently held by Democrats, including the 3 Independents who caucus with them, and 11 are held by Republicans. This puts Democrats on the defensive in more states.

Democrats	Independents	Republicans
20 seats	3 seats	11 seats

Source: senate.gov, October 2024.

Fed policy rate adjustments show minimal variation between election years and non election years

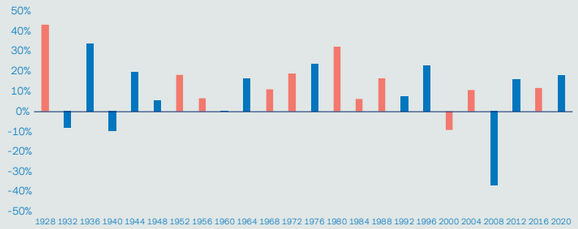
On average, **the Fed adjusts its policy rate about 2.7 times in presidential election years and 2.9 times in non-election years.**

The Federal Open Market Committee (FOMC) tends to maintain its charted course through the election, regardless of tightening (2004), cutting (2008), or remaining on hold (1996, 2012, 2020). This suggests that election cycles may not significantly influence the Fed's monetary policy decisions, indicating a focus on broader economic factors rather than political events.

Non-election year	Election year
2.9	2.7

Source: JP Morgan, 2024.

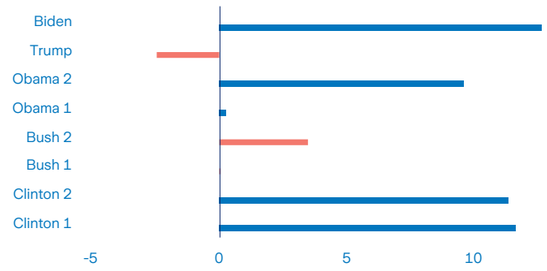
S&P 500 returns in election years



20 of the 24 election years since the S&P 500 Index began **provided positive performance.**

Source: Morgan Stanley, 2024.

Total jobs added by President party (in millions)



The US added about 16 million jobs during Biden's first 43 months in office, compared to a 2.7 million contraction during Trump's presidency, according to total nonfarm payrolls.

The unemployment rate rose 1.7 percentage points from 4.7% to 6.4% under Trump, declining 2.2 percentage points under Biden to the August reading of 4.2%.

However, it is often the case that the policies of the previous administration influence the current one.

Source: Forbes, 2024.

Trust in the *expertise* of Zurich



As one of the largest pension providers in Ireland, as well as an active investor, Zurich are well positioned to provide market context, insight, and information. This helps to inform our key stakeholders, customers, and policyholders and provide input into the investment and pension decision making process for their staff, business, and personal financial affairs. Through the lens of our top down active investment process, we continue to have a strong emphasis on the economic cycle and the path of monetary policy.

For more *information* on Zurich's Savings, Investments and Funds

Talk to your **Financial Broker** or **Advisor**

Call our Financial Planning Team on **0818 202 102**

Email us at **customerservices@zurich.com**

Visit our website at **zurich.ie**

Warning: The value of your investment may go down as well as up.
Warning: This product may be affected by changes in currency exchange rates.
Warning: If you invest in this product you may lose some or all of the money you invest.
Warning: Past performance is not a reliable guide to future performance.

Zurich Life Assurance plc
Zurich House, Frascati Road, Blackrock, Co. Dublin, A94 X9Y3, Ireland.
Telephone: 01 283 1301 Fax: 01 283 1578 Website: www.zurich.ie

Zurich Life Assurance plc is regulated by the Central Bank of Ireland.

Intended for distribution within the Republic of Ireland.

GR: 9001 Print Ref: ZL ISA 9001 0924

ZURICH®