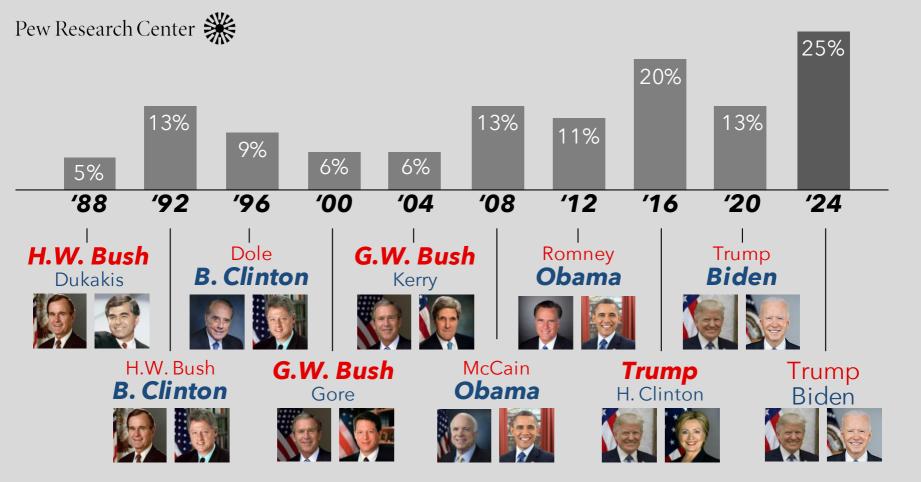
Capital Markets Strategy Essential in Cights for the C-Suite Chart of the Day





According to a recent Pew Research survey, more Americans view both major party candidates <u>unfavorably</u> now than in any of the past 10 US elections. In fact, over the last three Presidential election cycles - 2016, 2020, and 2024 - each of the candidates from both parties have had favorability ratings below 50%, which is the first time this has happened over the last 50 years. Biden-Trump is also the first "repeat" Presidential election since 1956.

% of surveyed US adults who hold unfavorable views of both presidential candidates



Source: (1) Pew Research Center. Survey of 8,638 U.S. adults, conducted May 13-19, 2024. Survey conducted through the Center's American Trends Panel (ATP) using national, random sampling of residential addresses.

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