



Election Results Unlikely to Impact Hiring or Business Growth

Workforce Plans Steady
Awaiting Market Improvement

HRO Today Flash Reports are a series of ongoing research initiatives that address today's topics of interest in the HR community. *HRO Today* Flash Reports are focused briefs that can be used to support business decisions and discussions among industry practitioners and thought leaders.

Introduction

Election results can significantly influence organizations' hiring strategies, largely due to shifts in policy and economic conditions that follow changes in government leadership. Election outcomes often determine government priorities in areas like healthcare, energy, immigration, and taxes. Election seasons often bring economic uncertainty, which can affect consumer confidence and investment. Businesses may adopt cautious hiring approaches, slowing expansions or freezing new positions.

But what is the U.S. Presidential election's impact on the views of senior HR executives? Are plans previously put on hold now being implemented? What are the perceptions of HR executives on their ability to meet TA needs or their organizations' business objectives? Finally, in a particularly contentious election, does one's own political views impact one's perception of confidence in their own ability to execute workforce planning and their organization's ability to meet business needs?



Methodology

We surveyed 101 subscribers of *HRO Today* magazine and *HRO Today* newsletters between November 11 and November 22, 2024. Study respondents were at the manager level or above within their Human Resources departments. Respondents were screened to ensure they were knowledgeable about their organization's 2025 workforce planning.

HIGHLIGHTS

One-half (50%) anticipate results of the U.S. Presidential election will have little to no impact on their organization's plans to grow their business.

- While party affiliation made some difference in the perception of the impact of the election on business growth, the differences were not great, with those who perceived that their side won being more negative (some perceptions were based on local, gubernatorial as well as national elections). Those with a positive growth outlook totaled 21% of those who perceived victory versus 33% who felt their candidate lost.

Nearly two-thirds (62%) of respondents indicated the election results would lead to little or no change in the size of their organization's workforce over the next 12 months.

- However, more than twice as many anticipate an increase versus a decrease, 26% versus 12%, respectively. This suggests a potential slight increase overall.
- Republicans are more than twice as likely as Democrats to anticipate an increase, 39% versus 18%, respectively. Conversely, Democrats are more likely than Republicans to expect a decrease, 18% versus 0%, respectively.

The election outcome will not significantly change TA plans for the next 12 months. Over one-half (57%) will continue with TA plans already in progress, while nearly one-quarter (24%) will begin to implement the plans made prior to the election.

Workforce acquisition plans were not put on hold pending the outcome of the election for over three-quarters (77%) of respondent organizations.

Growing the workforce is a priority for nearly 8-in-10 (79%) respondents. Among those considering it a priority, over one-third (37%) consider it a high or essential priority.



For most (51%), there was no change in TA professionals' confidence in their organization's ability to meet business needs because of the election.

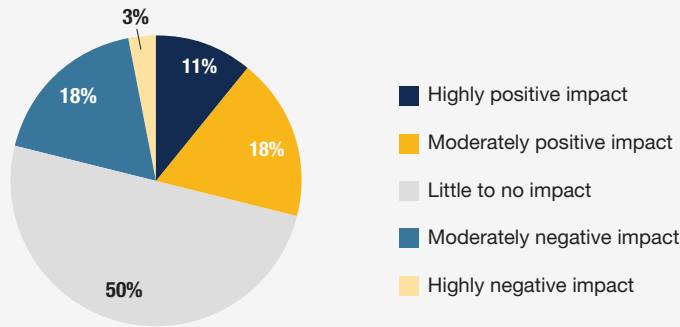
Just over one-half (54%) felt no change in confidence in delivering TA plans as a result of the election.

DETAILED FINDINGS




TA Professionals Plan to Stay the Course

Study participants were asked to gauge the impact of the U.S. Presidential election outcome on their organizations’ plans to grow their business over the next 12 months. One-half (50%) indicated the results will have little to no impact on plans, with only slightly more indicating a positive impact (net 29%) versus a negative one (net 21%).

How much of an impact did the election outcome have on your plans to grow your business over the next 12 months?



Going forward in this report, study participant responses are segmented by respondents who most identify with the Democrat, Republican political parties, or consider themselves independent. This perception of affiliation was specific to that individual manager and may not have been the same affiliation perception by other executives. It is displayed to show the impact or lack thereof that the most recent election has had on business planning or operations in the short term.

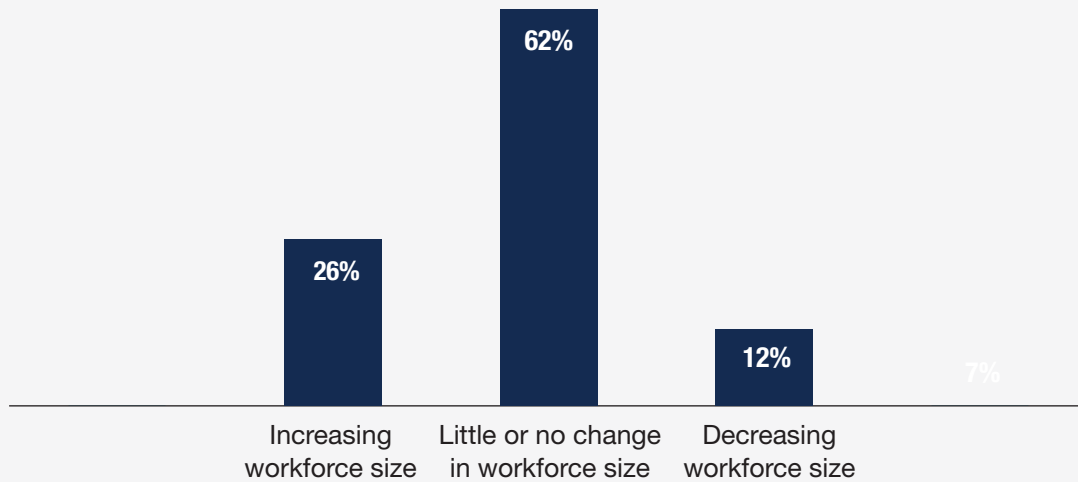
	Democrat 	Republican 	Independent 
Positive Impact (net)	21%	50%	29%
Negative Impact (net)	33%	0%	29%

Republicans were significantly more likely to feel the election would have a positive impact on their organization’s plans to grow their business, 50% versus 21% of Democrats. Conversely, one-third (33%) of Democrats thought the outcome would be negative, versus 0% of Republicans.




Election Results Will Not Change Workforce Plans for Most

Nearly two-thirds (62%) of respondents felt the election results would lead to little or no change in the size of their organization’s workforce over the next 12 months. However, more than twice as many anticipate an increase versus a decrease, 26% versus 12%, respectively. This suggests a potential slight increase overall.

How will election results change your workforce plans over the next 12 months?



The majority do not anticipate a change in workforce size regardless of political preference.

	Democrat 	Republican 	Independent 
Increasing workforce size	18%	39%	29%
Little or no change in the size of our workforce	64%	61%	52%
Decreasing workforce size	18%	0%	19%

Organizations Will Continue Pace with Plans in Progress

The election outcome will not significantly change TA plans for the next 12 months. Over one-half (57%) will continue with TA plans already in progress, while nearly one-quarter (24%) will begin to implement the plans made prior to the election.

Which statement below best describes your approach to implementing your talent acquisition plans for the next 12 months?

We are changing our plans because of the election

7%

We are continuing pace with the plans we had in progress

57%

We will begin to implement the plans we had prior to the election

24%

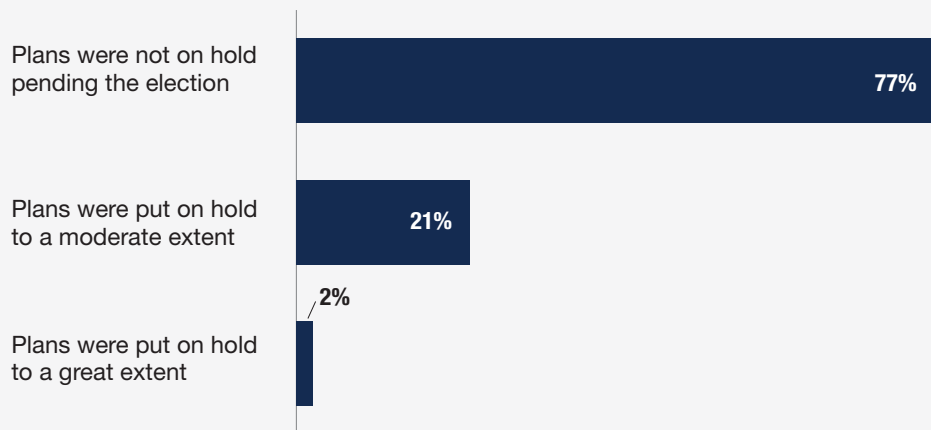
We will approach our TA plans with a cautious wait and see attitude

12%




Organizations Were Not Putting Workforce Acquisition Plans on Hold Pending Election Results

Over three-quarters (77%) of respondents indicated that their organization did not put plans on hold pending the outcome of the election.

To what extent did your organization put workforce acquisition plans on hold waiting for the election outcome?



While most respondents identifying their political affiliation agree that their organization did not put plans on hold pending the election, nearly nine-in-ten (87%) Republicans did not put plans on hold, significantly higher than Democrats or Independents, both at 67%.

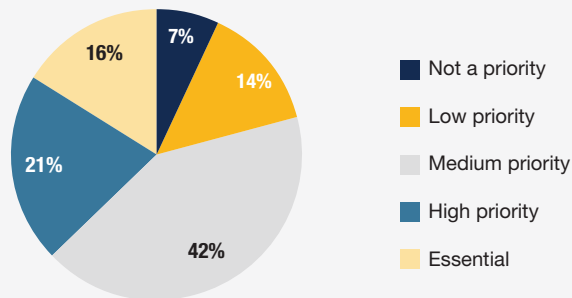
	Democrat 	Republican 	Independent 
Plans were put on hold to a great extent	0%	4%	5%
Plans were put on hold to a moderate extent	33%	9%	29%
Plans were not on hold pending the election	67%	87%	67%

Growing the Workforce a Priority in 2025

Overall, growing the workforce is a priority for nearly 8-in-10 (79%) respondents, and a high or essential priority for 37% of respondents.

As the nature of work continues to evolve, many jobs are becoming increasingly automated or obsolete. At the same time, new jobs are emerging that require different skills and competencies. To remain competitive in this changing landscape, organizations will need to invest in upskilling and reskilling their employees to prepare them for the jobs of the future. Further, continued economic growth and recovery coupled with organizational commitment to DEI initiatives will drive growth in the workforce.¹

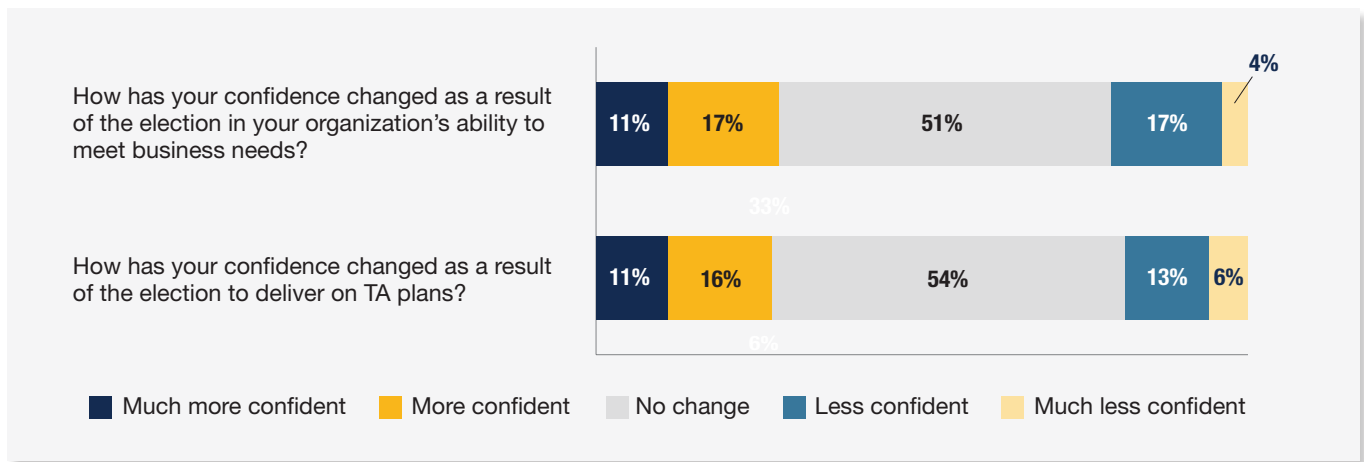
How much of a priority is growing the workforce in 2025?



Confidence in Ability to Meet Goals Remains Largely Unchanged

Two questions ascertaining a potential change in confidence because of the election were submitted to study participants. The first addressed the ability to deliver on TA plans, while the second was concerned with the organizational ability to meet business needs.

Similar conclusions were gleaned from each question. Just over one-half of respondents indicated there was no change in confidence, with slightly more noting increased confidence over less confidence.



However, there was a strong impact on confidence by political affiliation.

Respondents who most identify with the Democratic party were significantly more likely to feel less confident about delivering TA plans than those who identified as Republican, 36% versus 0%. Conversely, Republicans were overwhelmingly more confident than Democrats, 74% versus 0%.

How has your confidence changed as a result of the election to deliver on TA plans?	Democrat	Republican	Independent
More Confident (net)	0%	74%	24%
Less Confident (net)	36%	0%	24%

This difference in responses did NOT translate to the overall likeliness of changes in hiring patterns, and any expectation that the election would have an immediate impact is contradicted by these results.

CONCLUSION

As a whole, there were no major swings in confidence, changing of TA plans, or change in belief in an organization's ability to deliver on business objectives following the U.S. Presidential election. However, senior HR executives are not immune to letting their own political persuasions influence their views on their departments or organizations overall.

Those identifying most closely with the Republican party were far more optimistic across most areas explored than those identifying with Democratic party.

For businesses, staying informed about political developments and preparing adaptable hiring plans is crucial during election years to mitigate risks and capitalize on opportunities in changing environments. ■



NOTES

1. Kopolas, Caitlin. "The Future of HR: 6 Trends for 2025," *Lift HCM*, August 13th, 2024. <https://lifthcm.com/article/hr-trends-2025>



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