



Fall 2024

Fortune/Deloitte CEO Pulse survey

The Chief Executive Program

Survey methodology


141 CEOs representing more than 20 industries participated in this Fortune/Deloitte CEO Pulse Survey. 87% of respondents are from organizations based in the United States, and the remainder are from organizations based outside of the United States.

Fielded November 11th-19th, 2024, the survey consisted of 3 questions that explored market outlook, business opportunities and risks following the recent US Elections, and investments plans. The following pages present key findings.

Surveyed CEOs include Fortune 500 CEOs, Global 500 CEOs, and select public and private CEOs in the global Fortune community.

This Fall 2024 survey is the 14th edition of the Fortune/Deloitte CEO survey series. Information on previous surveys is available [here](#).





“ We are seeing renewed optimism among CEOs who are not merely navigating complexities but also are embracing them as catalysts for innovation and growth. CEOs are increasing investments in AI and generative technologies, with advancements in AI agents and industry specific use cases helping drive practical, transformative applications. The resilience and forward-thinking leadership demonstrated by CEOs will help them prepare for and take advantage of the challenges and opportunities ahead. ”

— Jason Girzadas, CEO, Deloitte US

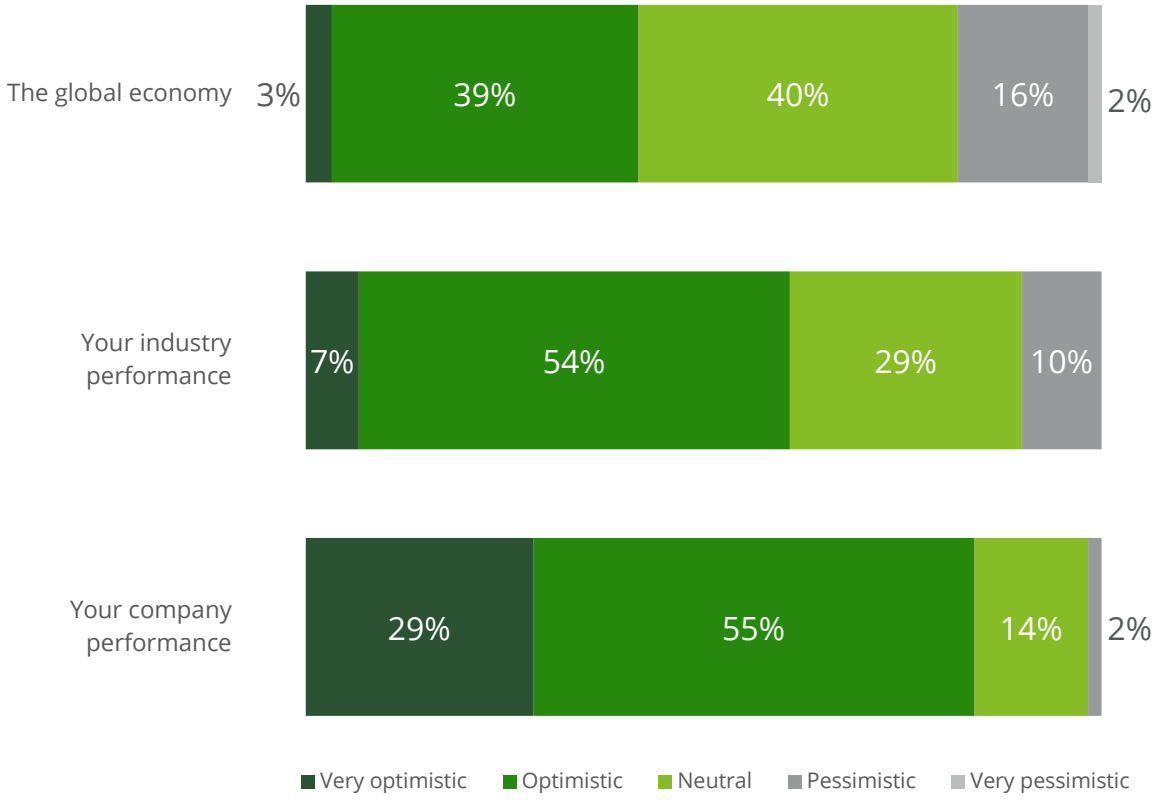
CEOs report high levels of optimism for the upcoming year

CEOs report a significant rise in optimism for their companies, industries and the global economy over the next 12 months, a marked increase from the Summer 2024 survey.

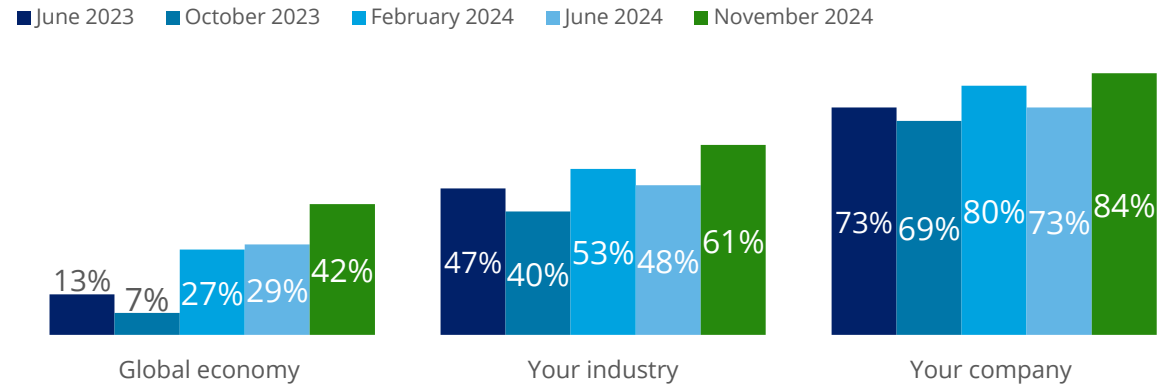


What is your personal outlook toward the following areas over the next 12 months?

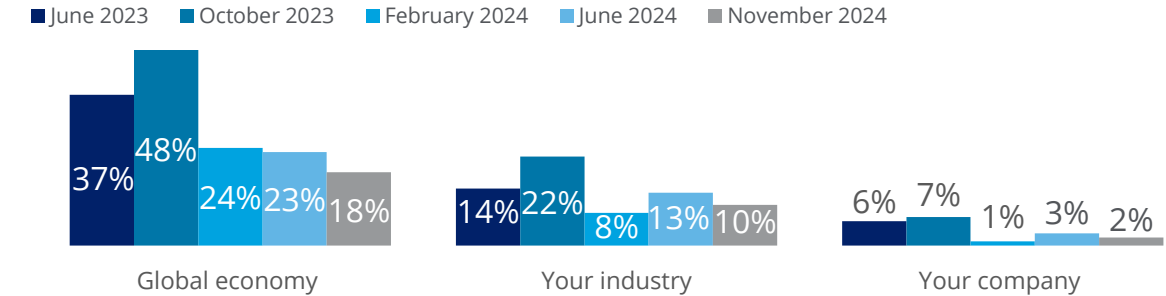
November 2024 responses



Comparison to past surveys—Optimistic/Very optimistic



Comparison to past surveys – Pessimistic/Very pessimistic

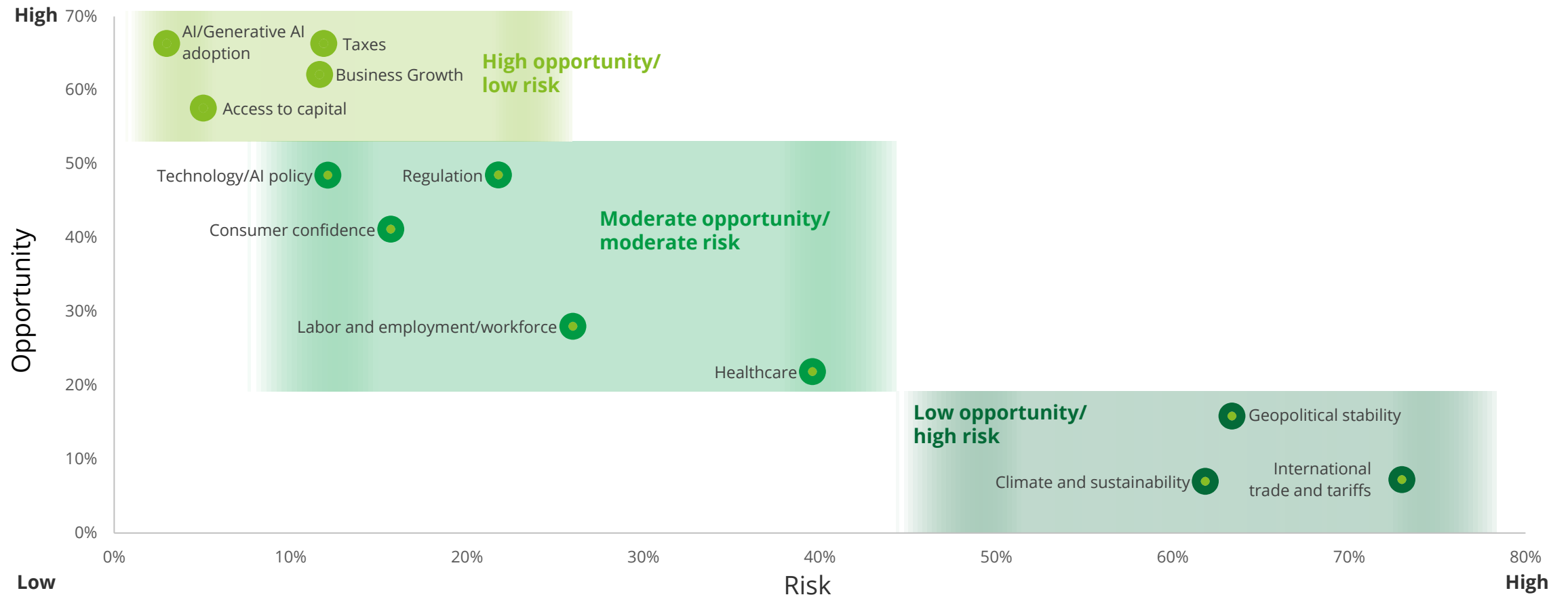


Note: Due to rounding, percentages may not always appear to add up to 100%.

After the 2024 US elections, CEOs see myriad opportunities for growth

As the president-elect's objectives become clearer, CEOs foresee significant opportunities related to taxes, business growth, access to capital, and AI, with only moderate risk. Conversely, international trade and tariffs and climate sustainability are top risks.

 As a result of the 2024 US elections, how do you perceive the following areas as opportunities or risks for your business over the next 12 months?



Most CEOs plan to invest in business growth, AI, and transformation

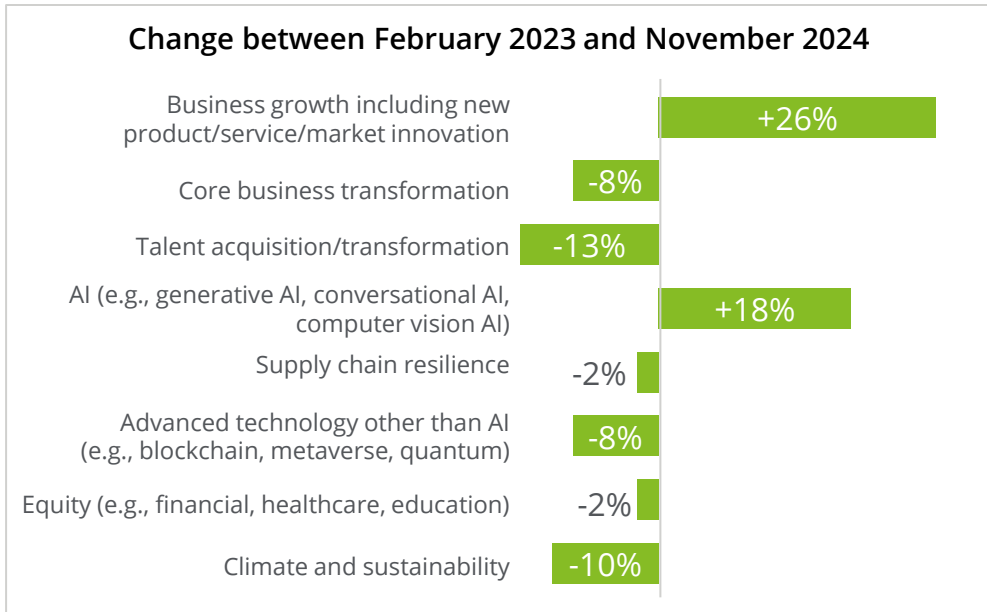
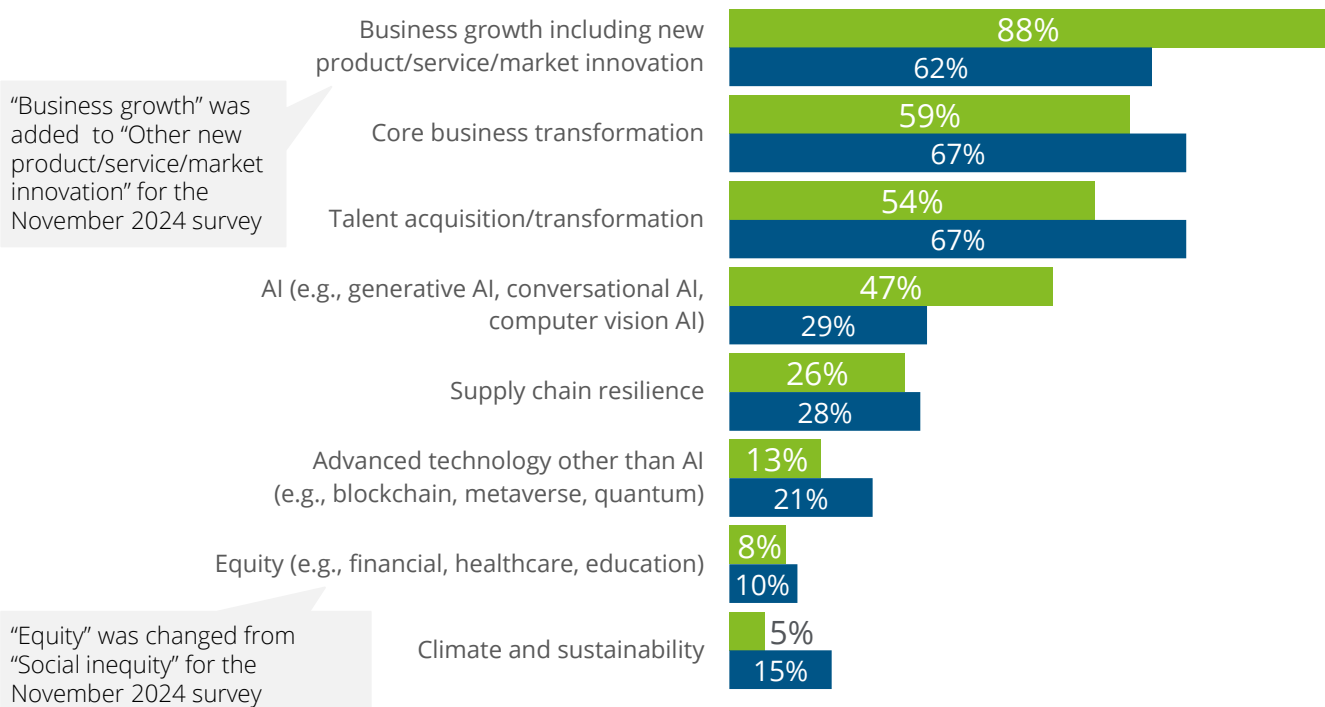
CEOs say they will continue to increase their investment in Artificial and Generative AI, and also intend to put resources toward business growth and innovation.



How will your organization prioritize investments in the following areas over the next year?
(Rank the responses in order with 1 being the highest priority, and 8 being the lowest)

Percent of CEOs choosing each area as one of their top three priority investment areas (i.e., ranked 1st, 2nd, or 3rd)

■ November 2024 ■ February 2023



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