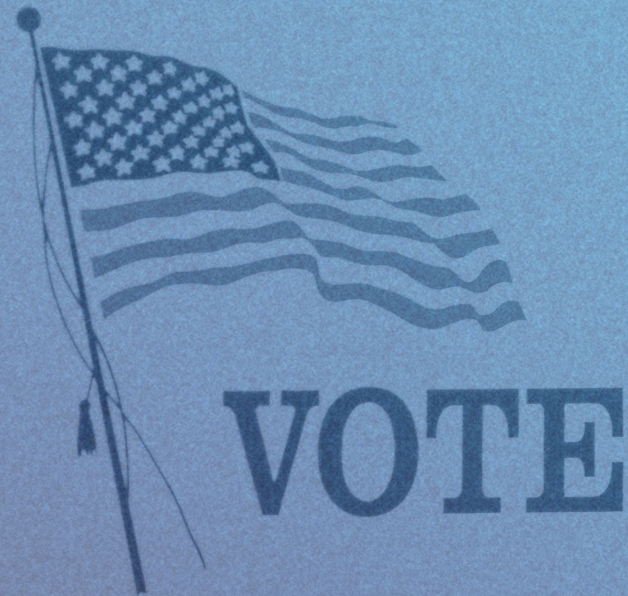


The 2024 Election: A First Look

January 18, 2024



The 2024 Election: A First Look

At-A-Glance:

- 65% of respondents worry about the outcome of the election on the economy.
- 44% are worried about social unrest leading up to the election.
- 56% of Gen Z/Millennials will use social media as their primary source of election news.



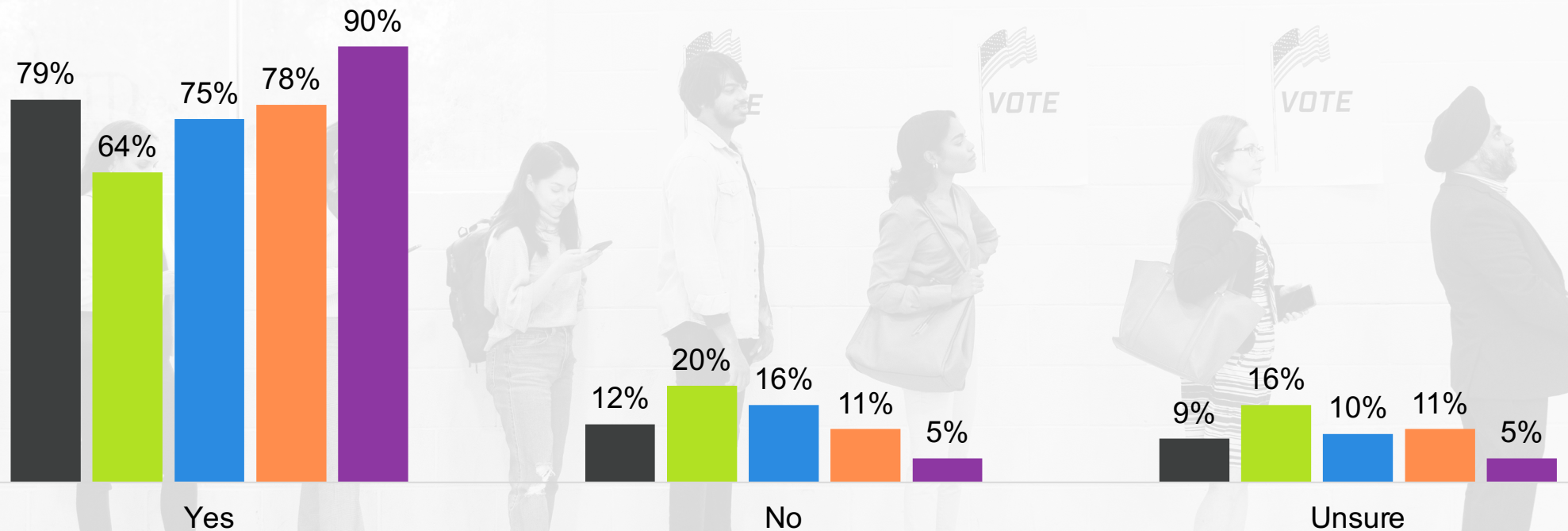
The Outlook:

Because of worry about the election, 74% of respondents say they plan to be more conservative with their spending this year. Brands and retailers need to be prepared to face reluctant consumers who will be reacting to a combination of political and economic news over the next few months, especially during the lead-up to Super Tuesday (March 5th), when 16 states will hold presidential primaries.

Only 79% of respondents plan to vote in the upcoming election. 90% of Boomers plan to vote while only 64% of Gen Z plan to do so.

Plan to vote in the 2024 election

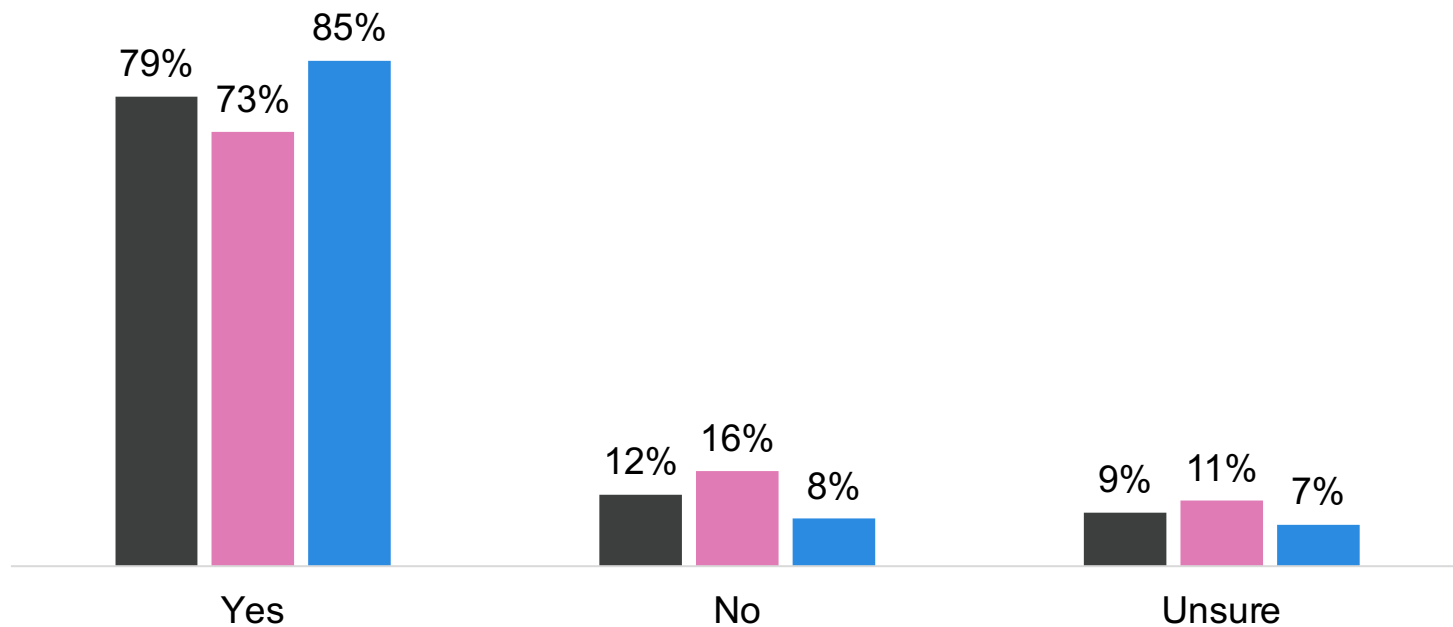
■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Men (85%) are significantly more likely to plan on voting than women (73%).

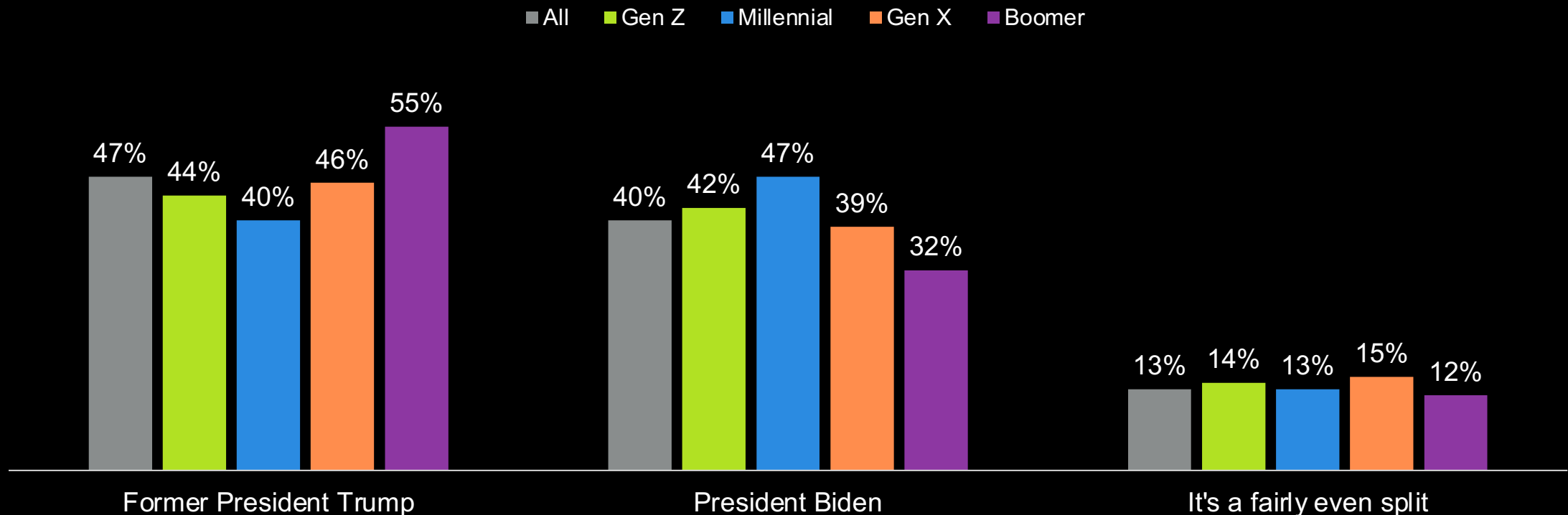
Plan to vote in the 2024 election

■ All ■ Female ■ Male



When asked who their family and friends would prefer to see as the next president, former President Trump (47%) has a substantial advantage over President Biden (40%).

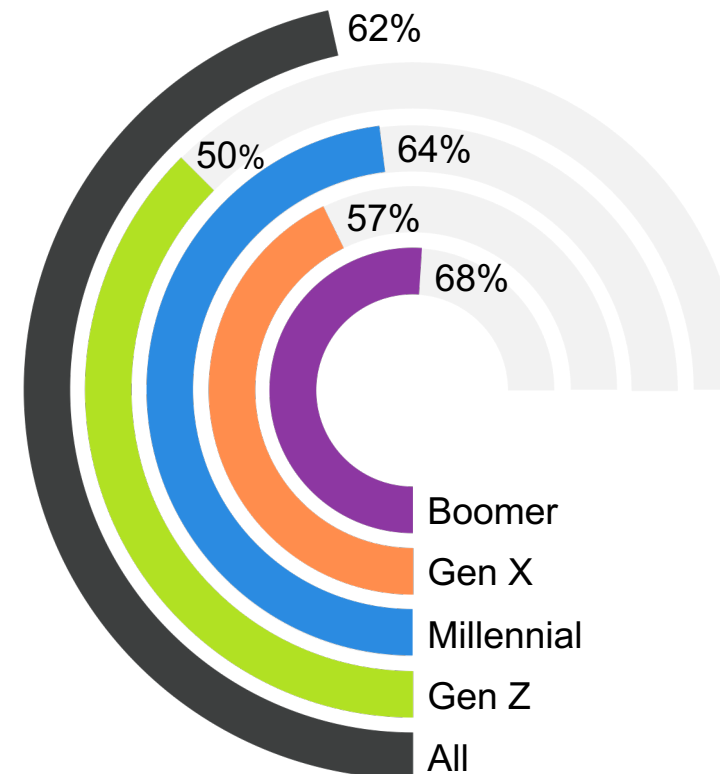
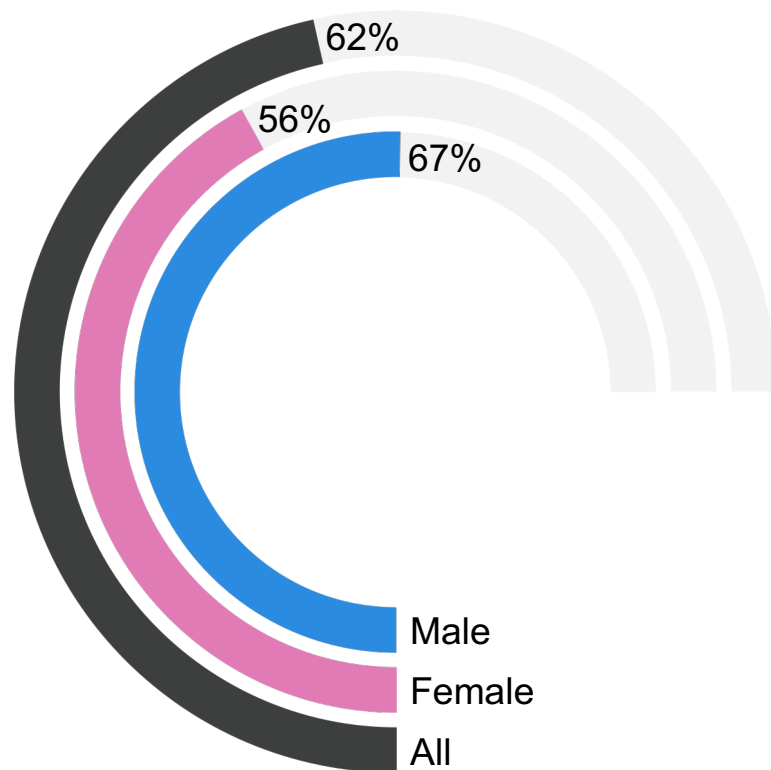
Who family and friends would like to see as the next president



62% report that they'll follow the news closely or very closely leading up to the election this year. Men (67%) are significantly more engaged than women (56%).

Not surprisingly, Gen Z (50%) is the least engaged.

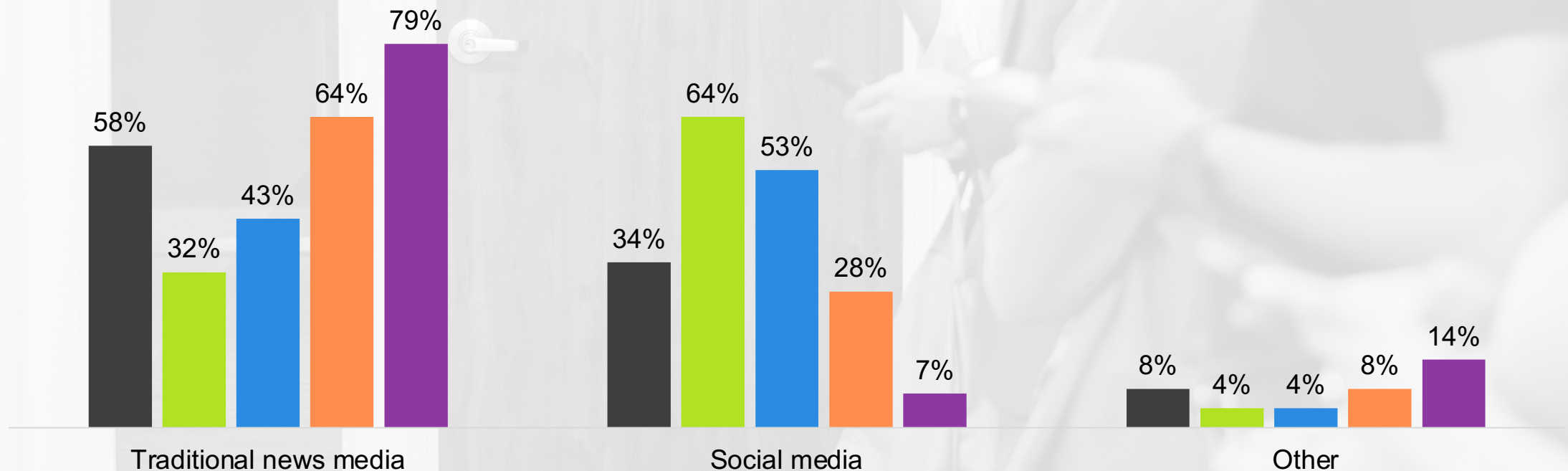
Will closely follow the news leading up to 2024 election



More than one-third of respondents (34%) report social media will be their primary source of election news. Not surprisingly, the dependence on social media is substantially larger among younger generations.

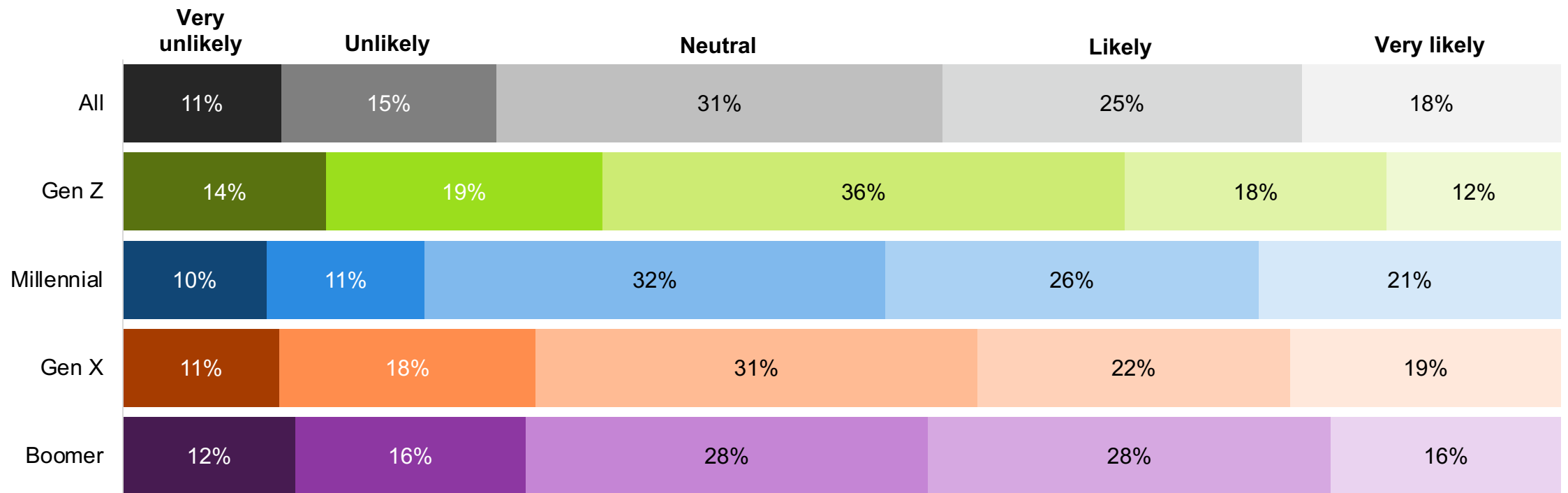
Primary source of 2024 elections news

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



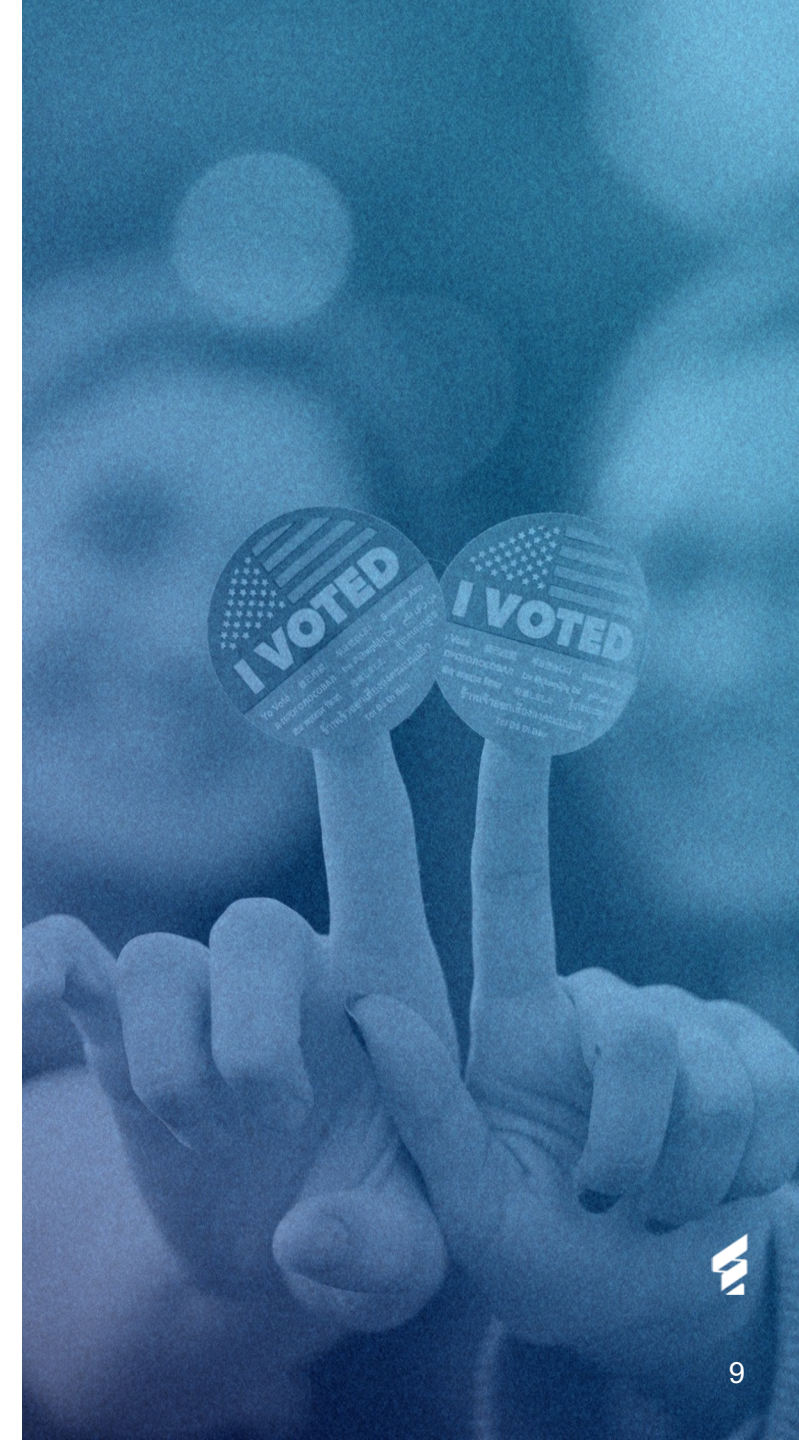
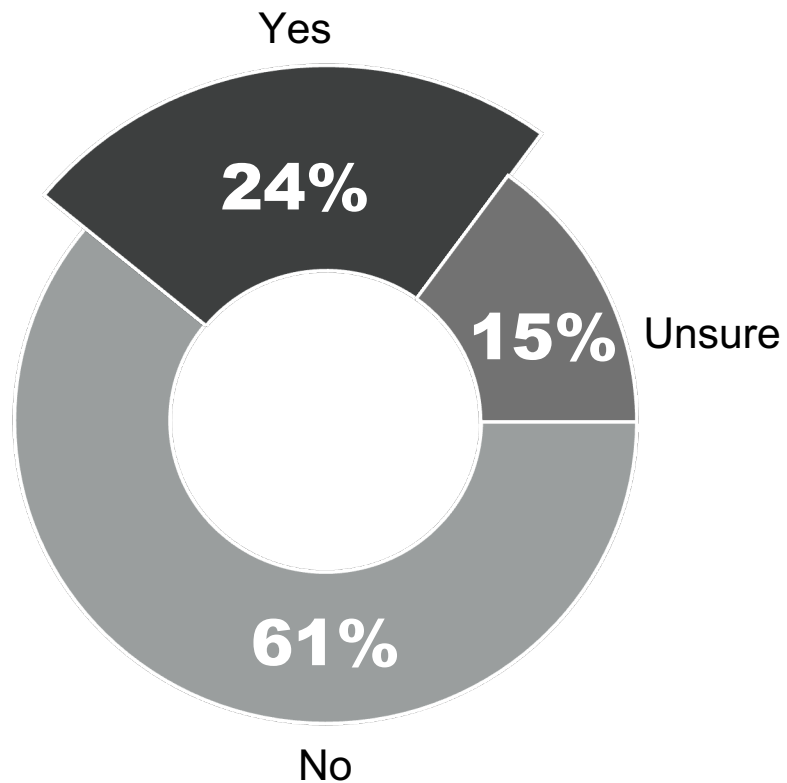
People are significantly more likely to share their political opinions (43%) than keep them to themselves (26%).

Likelihood to express political opinions



Nearly one in four people (24%) expect their political opinions to put a strain on their personal relationships.

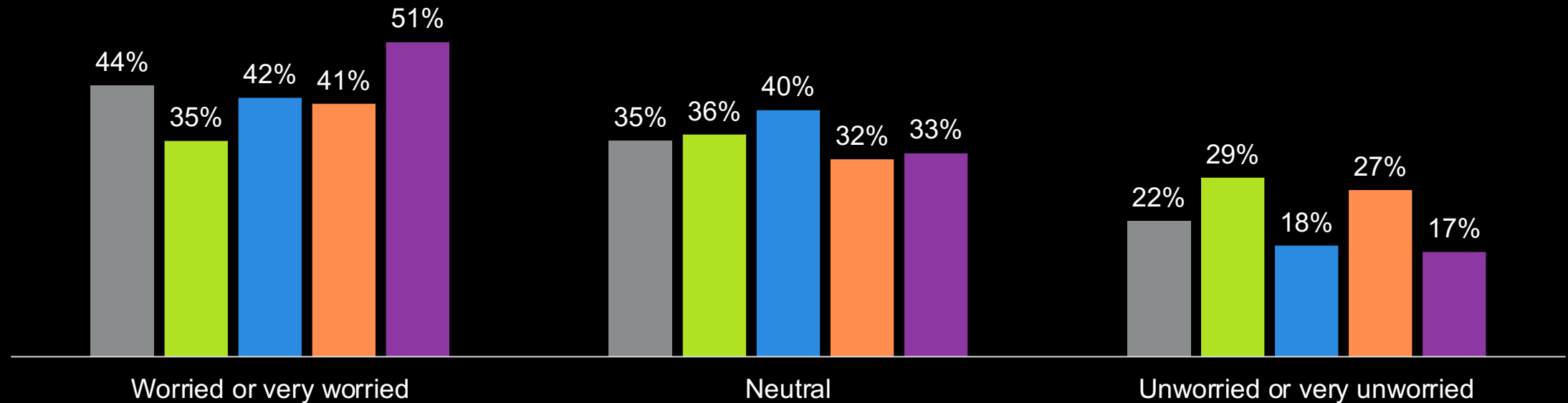
Expect political opinions to put a strain on their relationships



44% of all respondents and a majority of Boomers (51%) are worried or very worried about social unrest leading up to the election.

Worry about social unrest leading up to the election

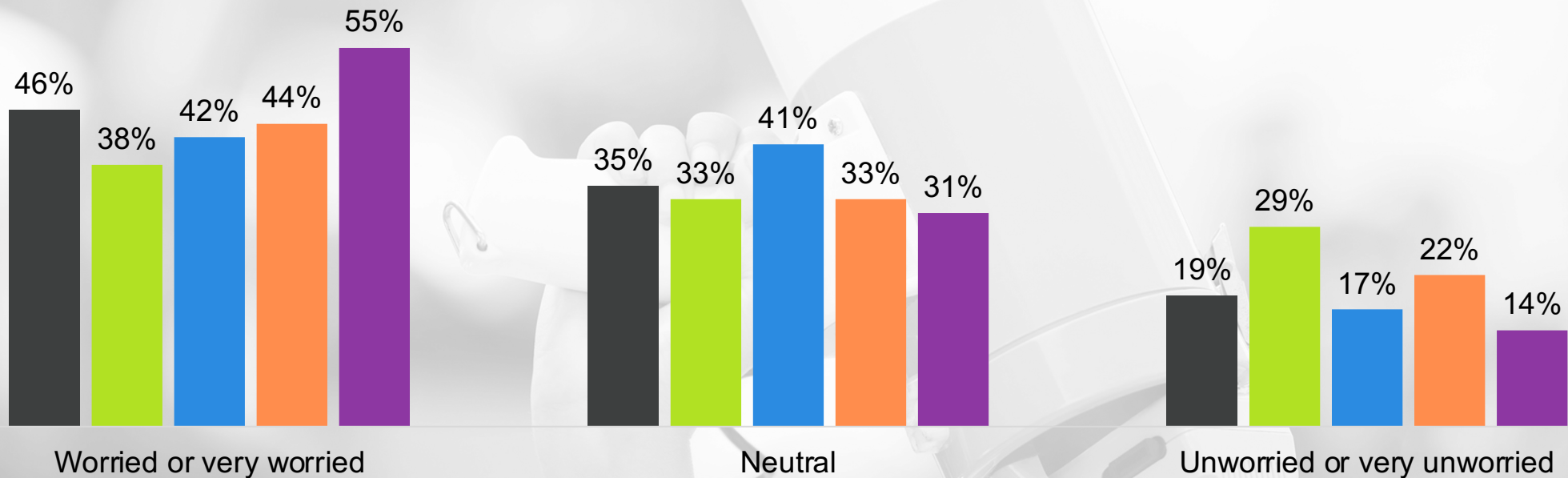
■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Concern about social unrest after the election is very similar to the concern about the situation leading into the election.

Worry about social unrest after the election

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer

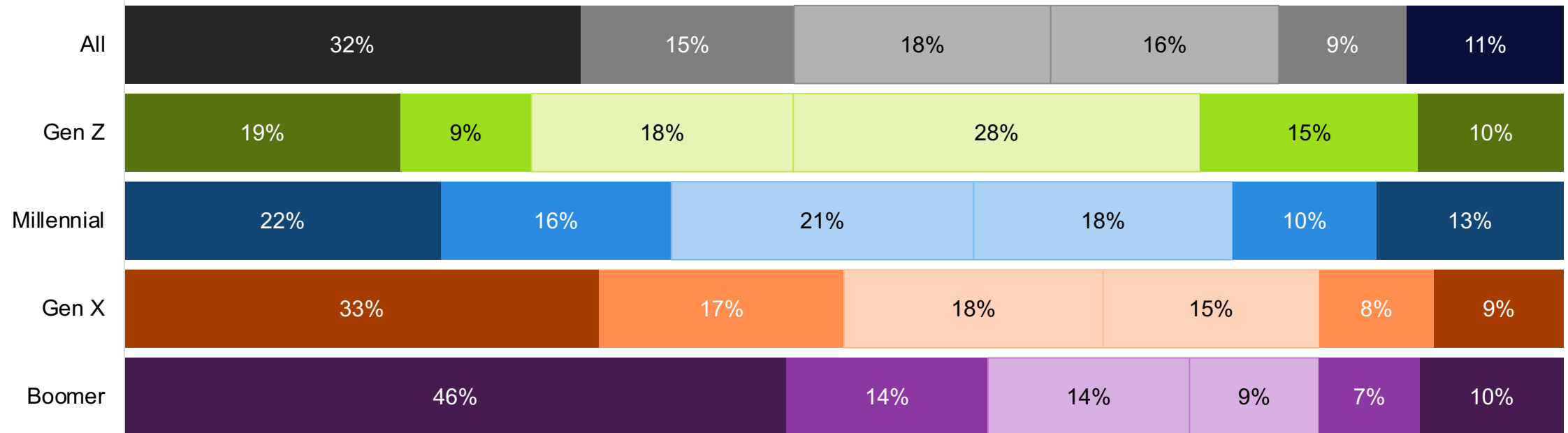


Interestingly, more than one-third (36%) of respondents and a majority of Gen Z have some heart for those who express a desire to leave the country if they don't like the outcome of the election.

Opinion on those discussing leaving the country (6-point scale)

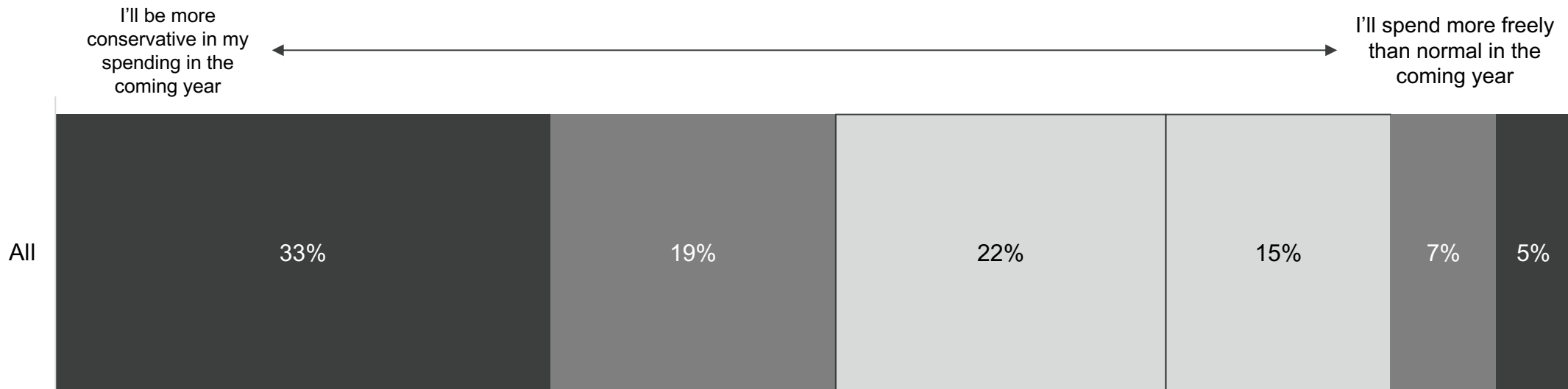
I think that people who talk about leaving this country if they don't like the outcome of the election are foolish

People talking about leaving the country if they don't like the election outcome might have the right idea

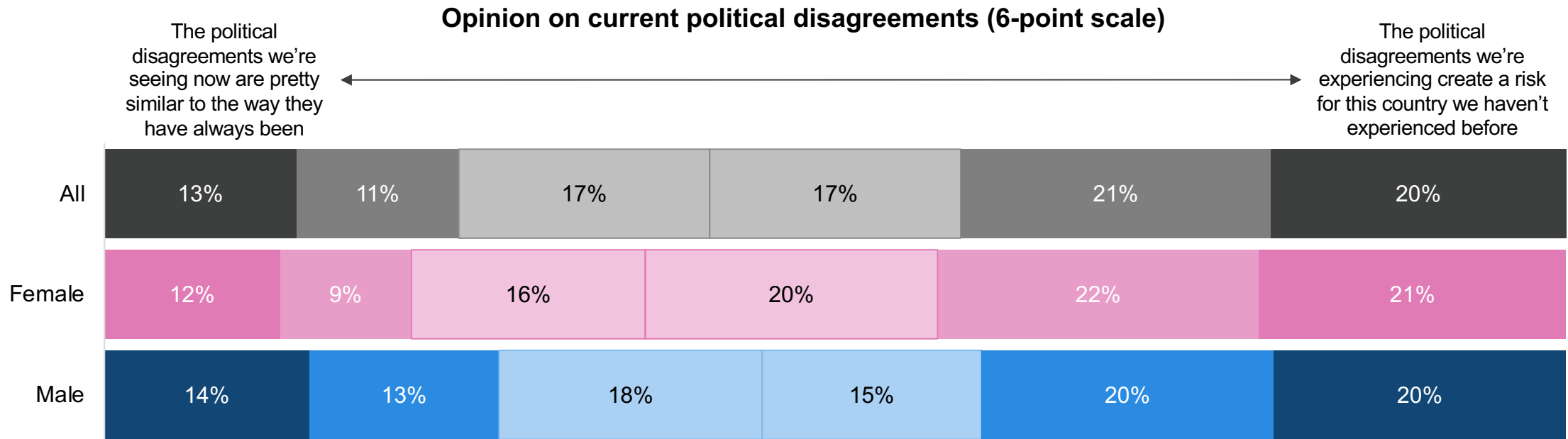


Nearly three-quarters (74%) of respondents report that they plan to be more conservative with their spending in the coming year.

Approach to spending in 2024 (6-point scale)

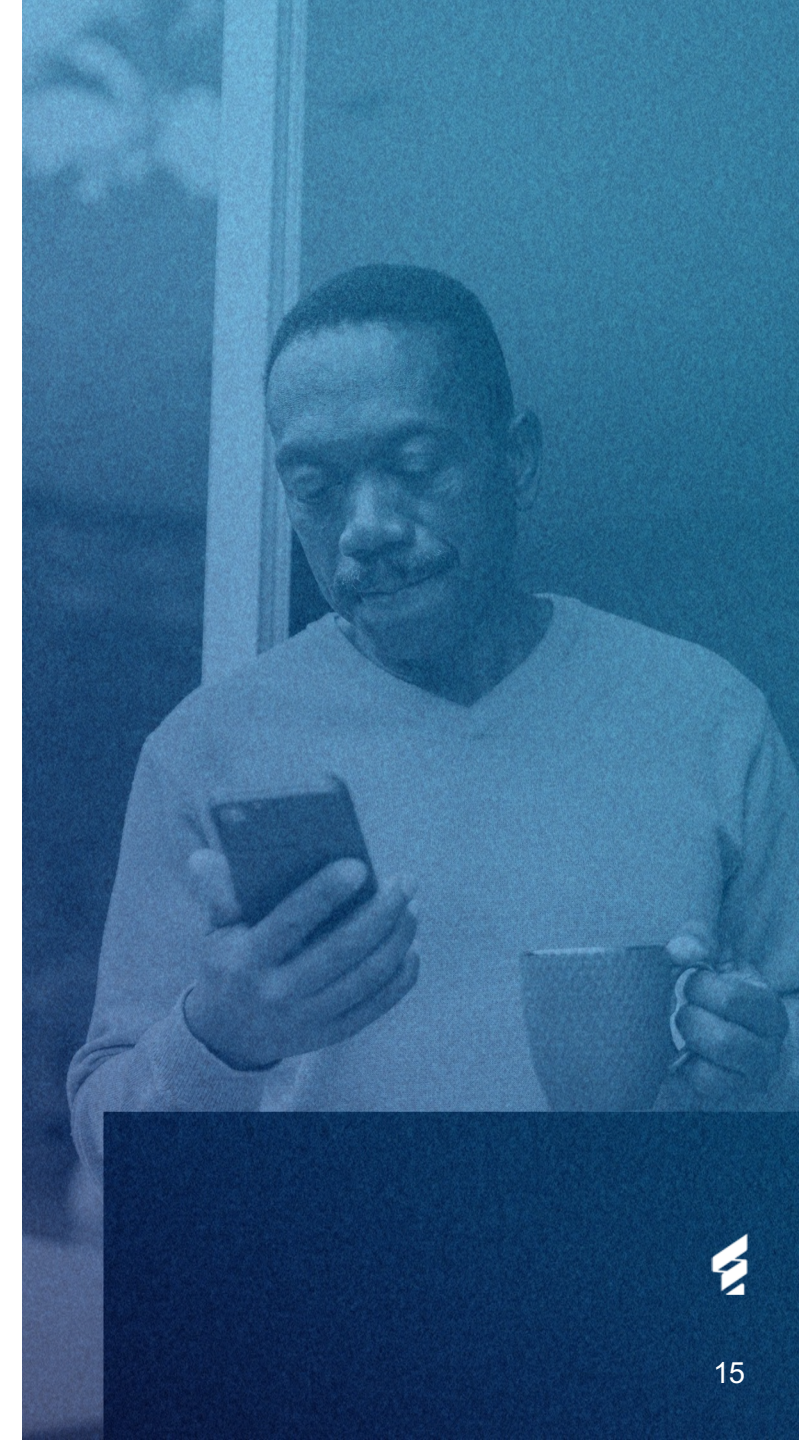
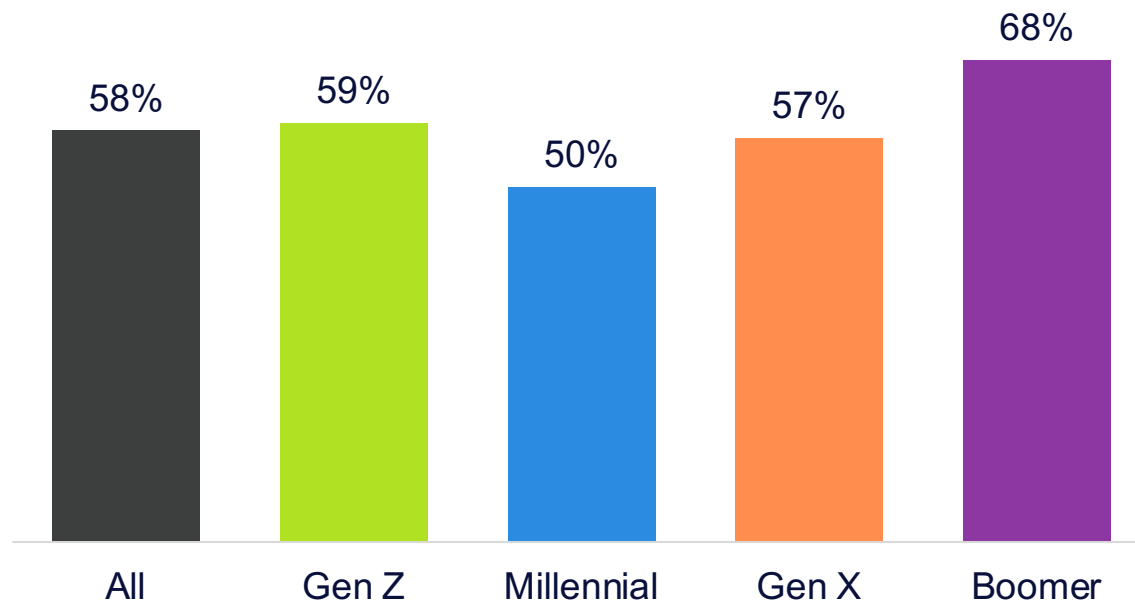


58% of respondents report that the current political disagreements are unlike any the nation has experienced previously. Women are slightly more likely than men to express this sentiment.



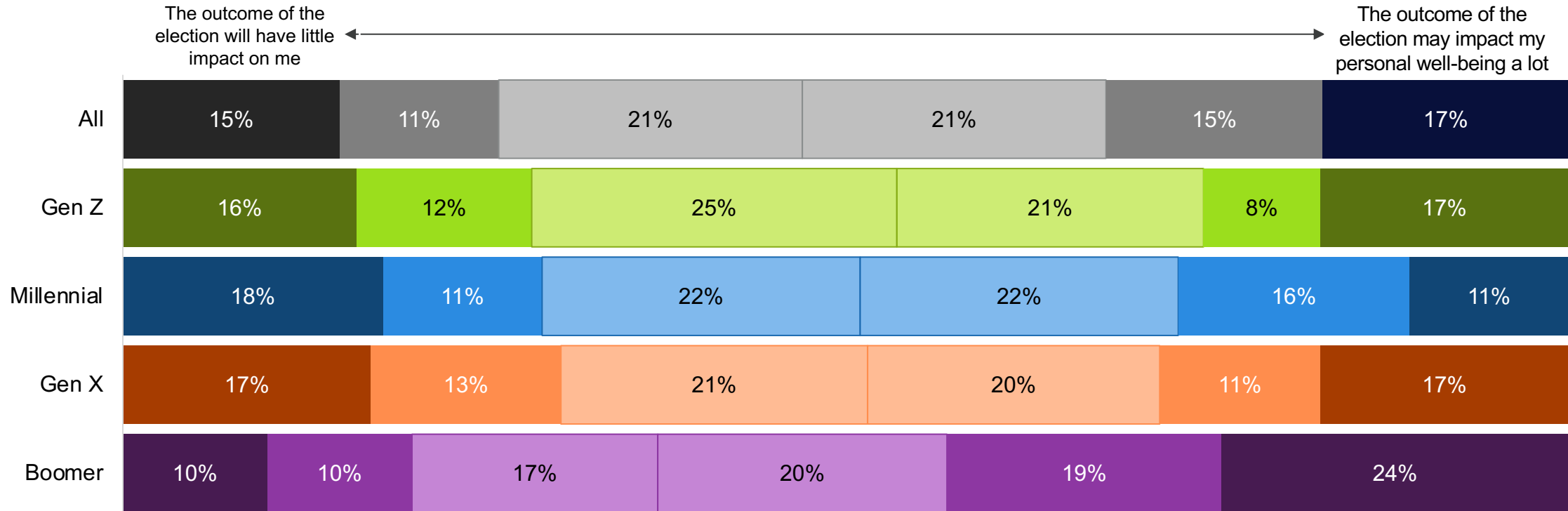
It's interesting that Boomers, most of whom experienced at least a portion of the turmoil of the 1960s and early 70s, are the most likely to say the current environment is unique.

Opinion on current political disagreements:
"The political disagreements we're experiencing
create a risk for this country we haven't
experienced before"



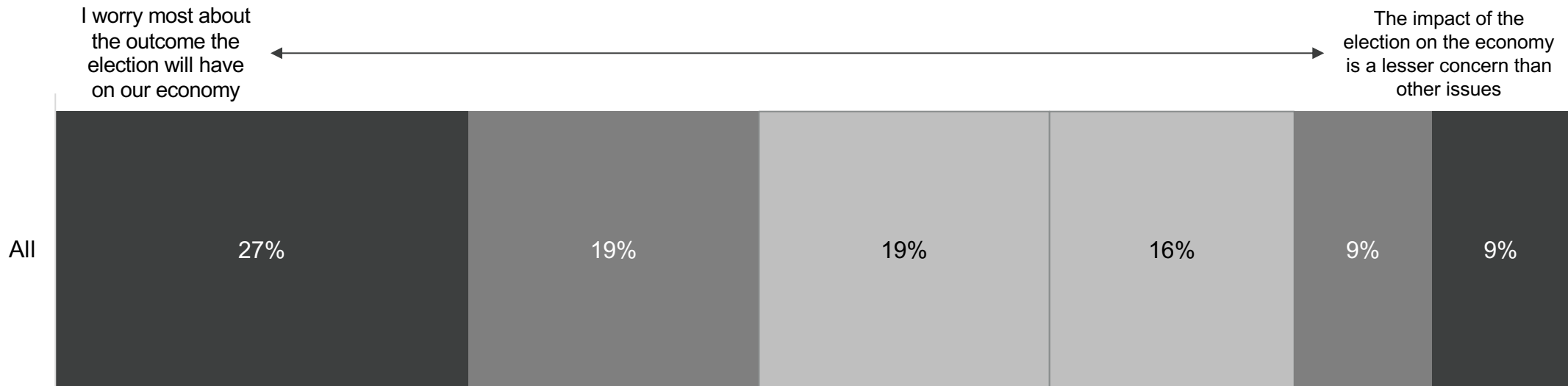
More than half (53%) of the sample and nearly two-thirds of Boomers (63%) feel the outcome of the election will have some impact on their well-being.

Personal impact of the election (6-point scale)



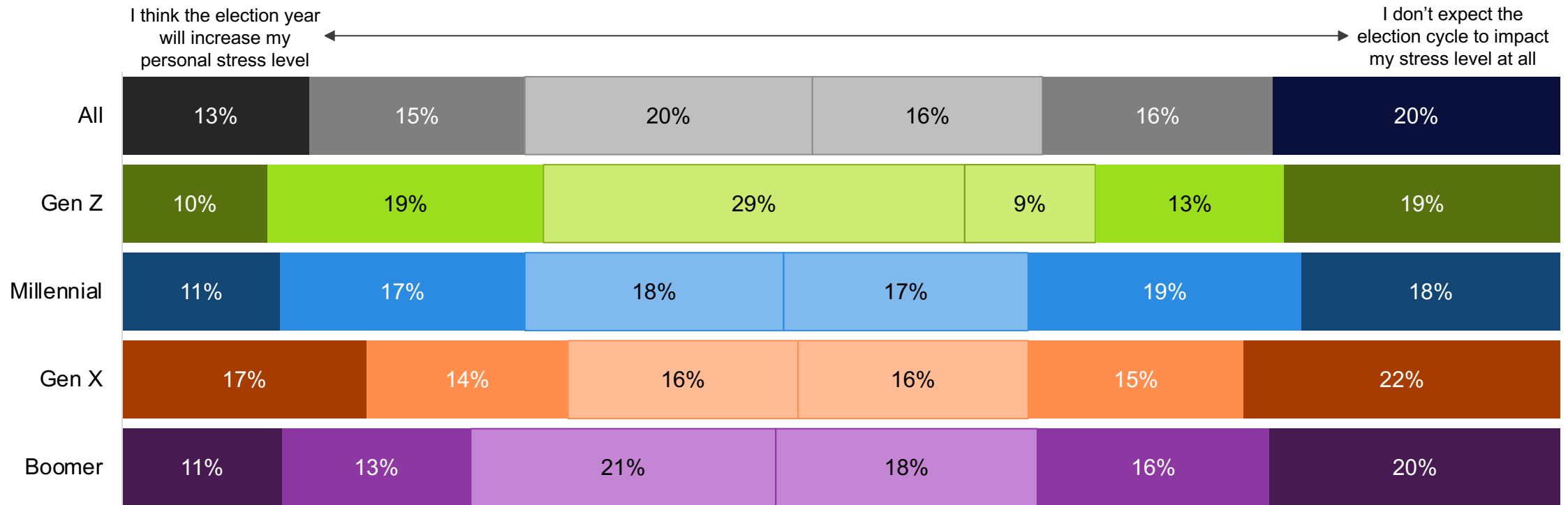
Nearly two-thirds (65%) of respondents are more concerned about the impact the election will have on the economy than on other issues.

Impact of election on the economy (6-point scale)



Nearly half of the respondents (48%) and 59% of Gen Z feel the election will increase their stress levels.

Stress from election (6-point scale)



Title

N = 872
MOE ± 3.32%
Panel: General Population
Collected: 11/20/23-11/23/23



Gen Z
11%



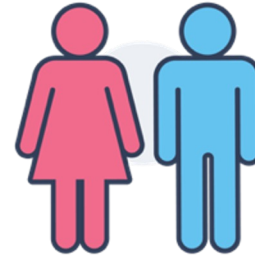
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

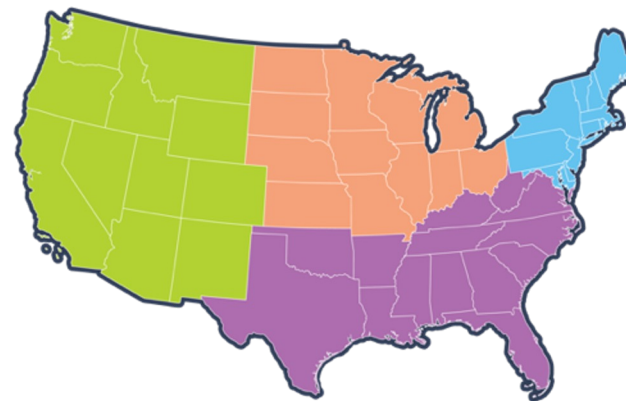
Male
49%



Urban
38%

Suburban
37%

Rural
25%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

Jenni Becker SVP, Business Development
jenni.becker@salesfactory.com

The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt symbol integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like line graphs and bar charts, all in a lighter blue tone.

SALES FACTORY
Consumer **Pulse**