
Navigating U.S. Voter Concerns & Electoral Priorities

April 25, 2024

Navigating U.S. Voter Concerns & Electoral Priorities

At-A-Glance:

- Even for those who didn't cite it as their primary concern, a substantial 73% view future inflation as an important issue, indicating widespread mindfulness about economic stability.
- A robust 91% of respondents claim they are registered to vote, with 89% expressing their intent to vote. While these figures are higher than national voting statistics, it underscores the strong desire to participate in this year's election and a potential to see a number higher than the 70% turnout in 2020.
- 89% of Boomers feel the Presidency is the most important office, while just 61% of Gen Z share that opinion. Gen Z is significantly more likely to consider the state and local offices to be of utmost importance.



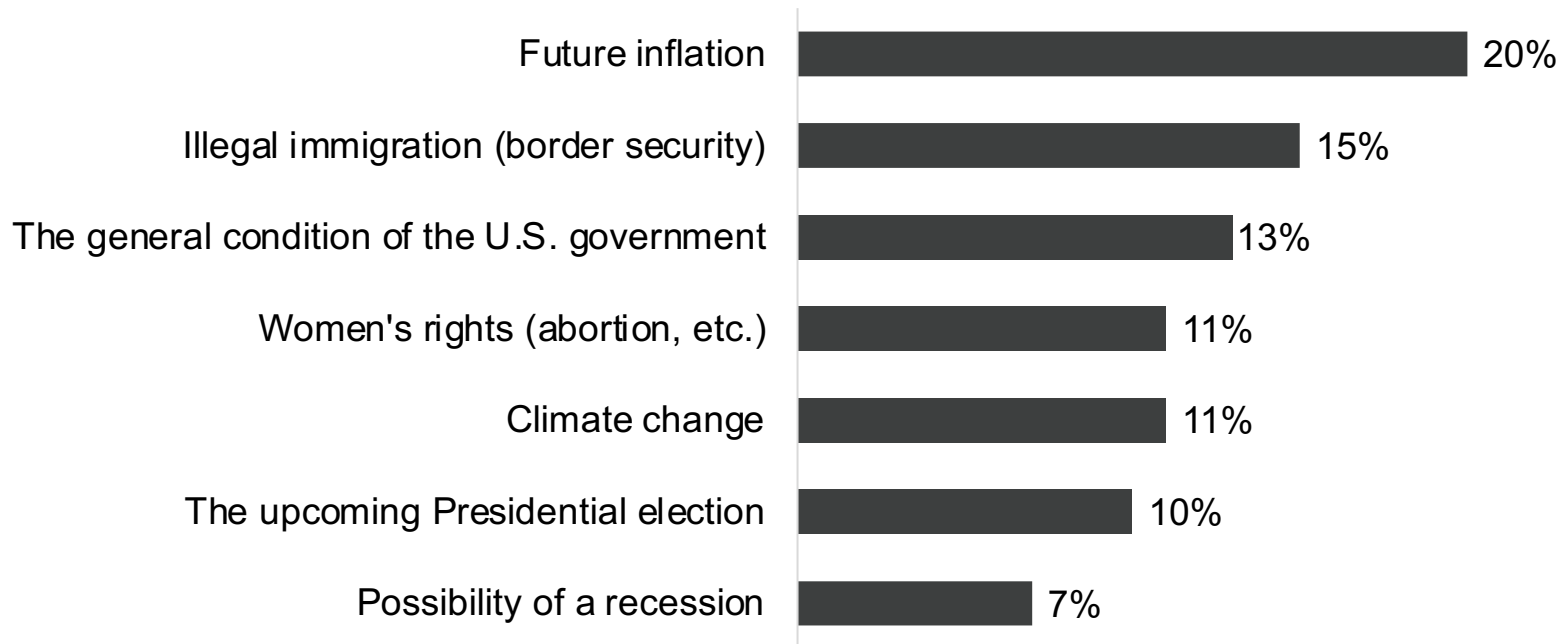
The Outlook:

This study illuminates many issues that are top of mind for U.S. voters as they approach the polls. As these topics are likely to influence voter decisions, they also hold the potential to impact consumer behavior and spending. Engaging with these insights is paramount for brands to stay agile while anticipating changes in consumers' varying mindsets.



Of the issues the U.S. is currently facing, only 10% said the upcoming Presidential election is the most important. The principal issues according to the sample are future inflation (20%), illegal immigration (15%), and the general condition of the federal government (13%).

Most important issues in the U.S.*



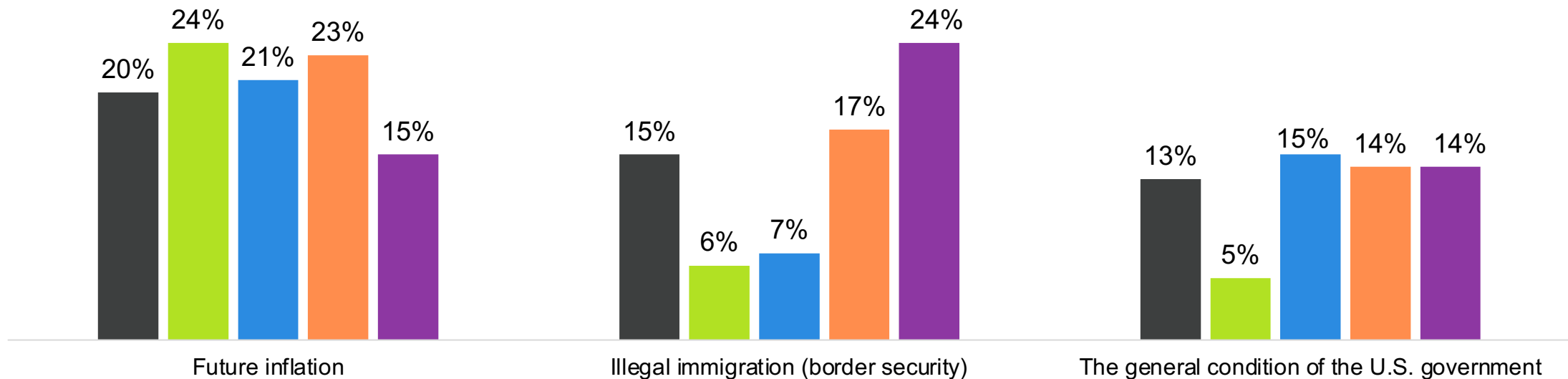
*Israel/Hamas war, war in Ukraine, environmental issues, LGBTQ+ rights, and minority rights were all identified as the most important issues facing the nation by 3% or fewer respondents.



Among the most frequently cited concerns, there was significant generational bias. Most notably, other generations were nearly three times more likely than Gen Z to note the condition of the federal government. Boomers were four times as likely to be concerned about illegal immigration than Gen Z.

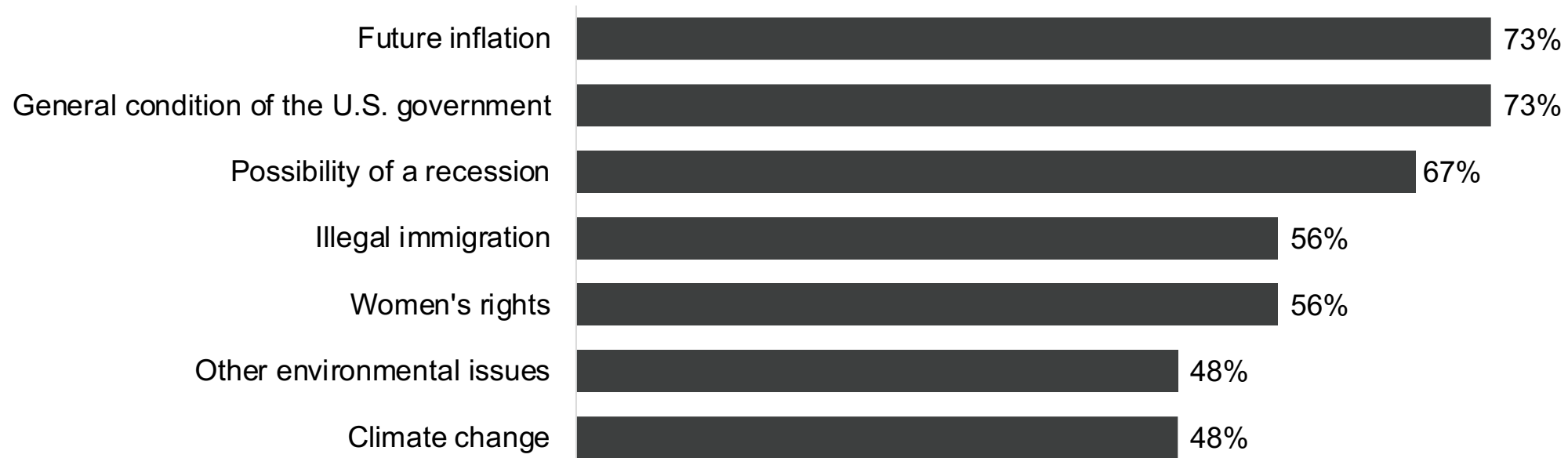
Most important issues in the U.S.

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



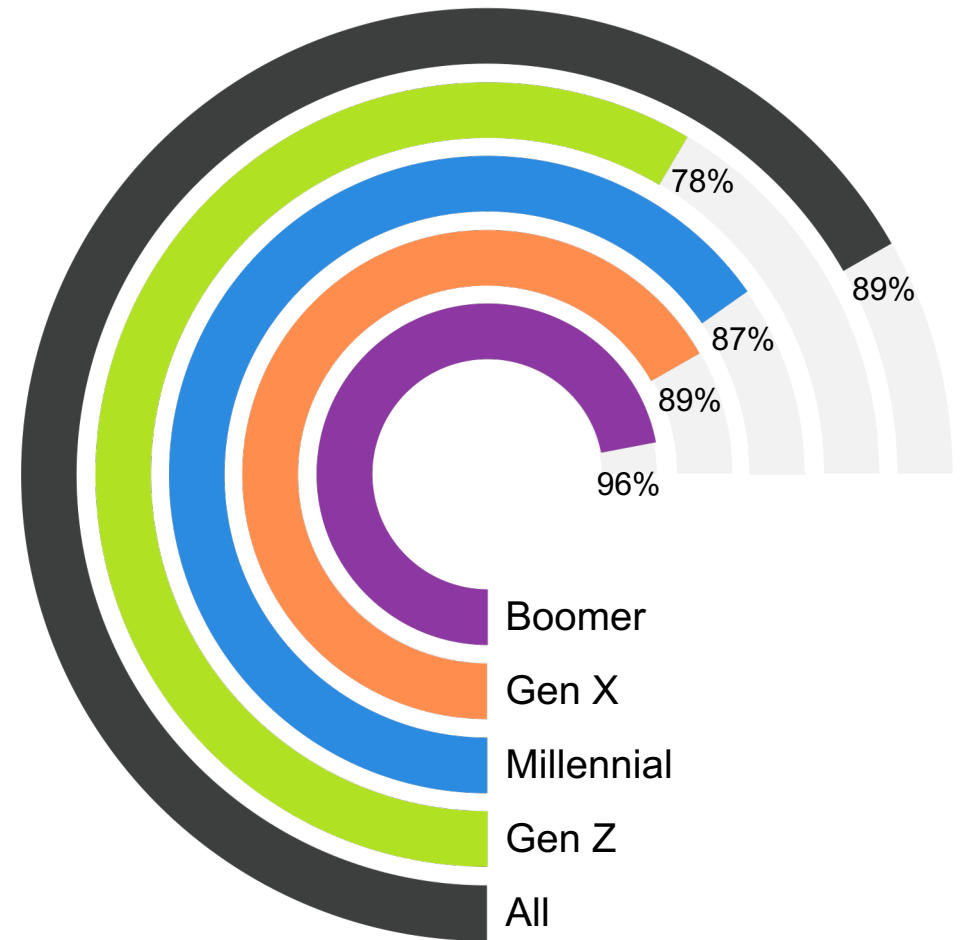
Of the issues that people did not say was their greatest concern, 73% felt the condition of the government and future inflation are very or extremely important. While 67% cited the possibility of recession as such. 56% feel women's rights and illegal immigration are very or extremely important. All other concern areas were deemed very or extremely important by less than half the respondents.

**Other issues in the U.S.:
“Very important” or “Extremely important”**



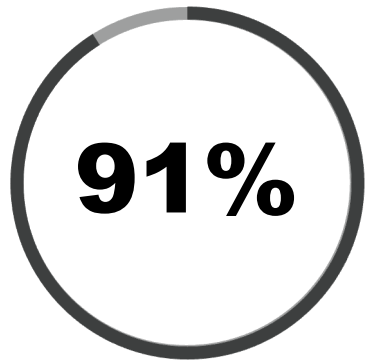
Nearly 9 in 10 people expressed an intention to vote in the 2024 election.

Plan to vote in the 2024 election



A similar number of respondents (91%) report they are registered to vote.

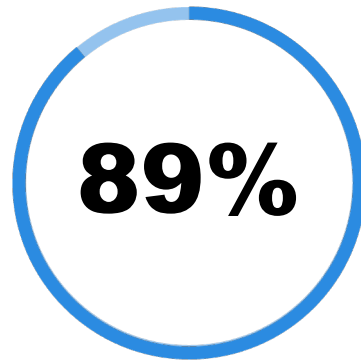
Registered to vote



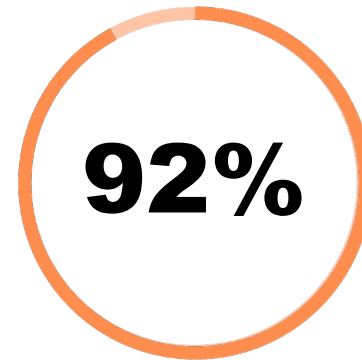
All



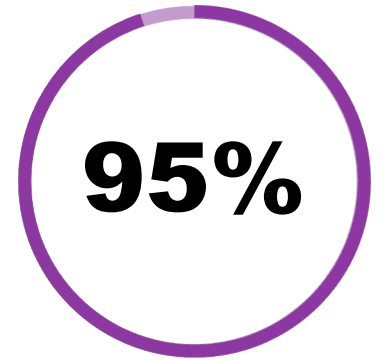
Gen Z



Millennial



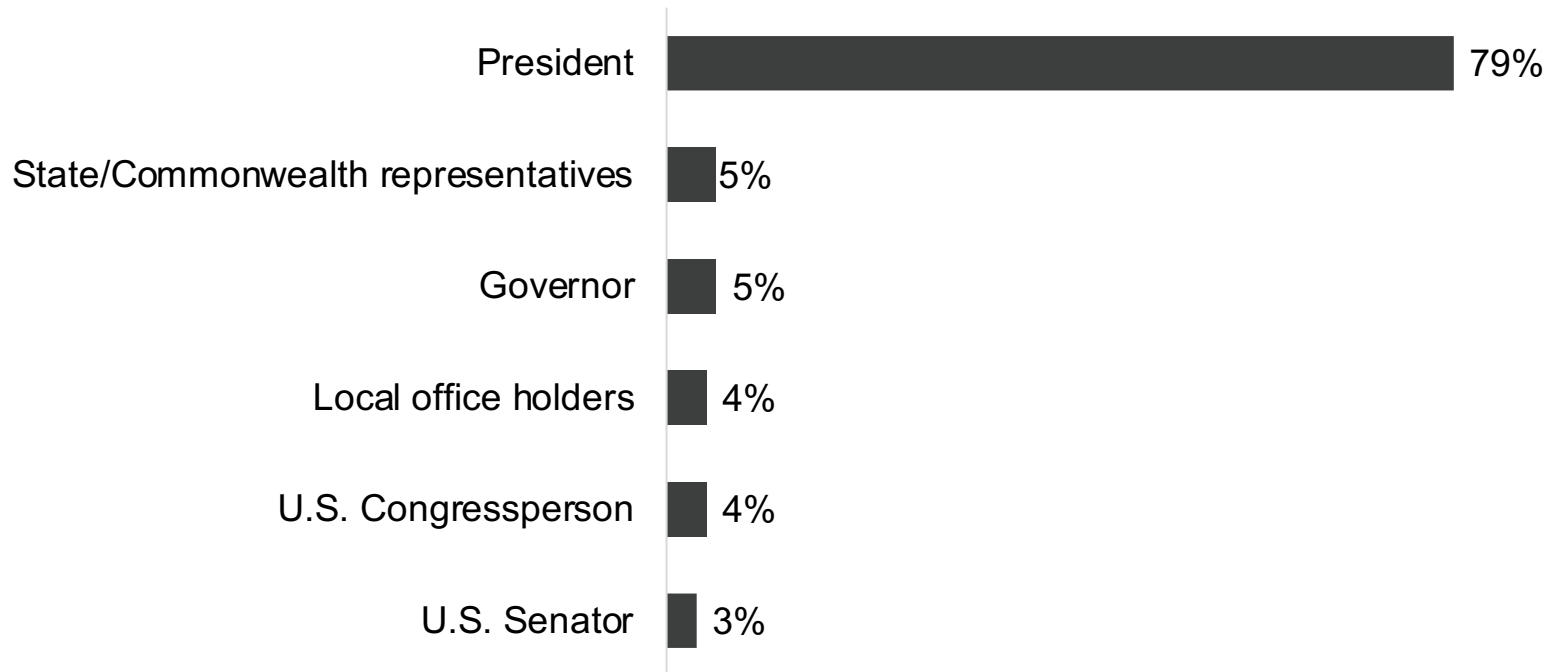
Gen X



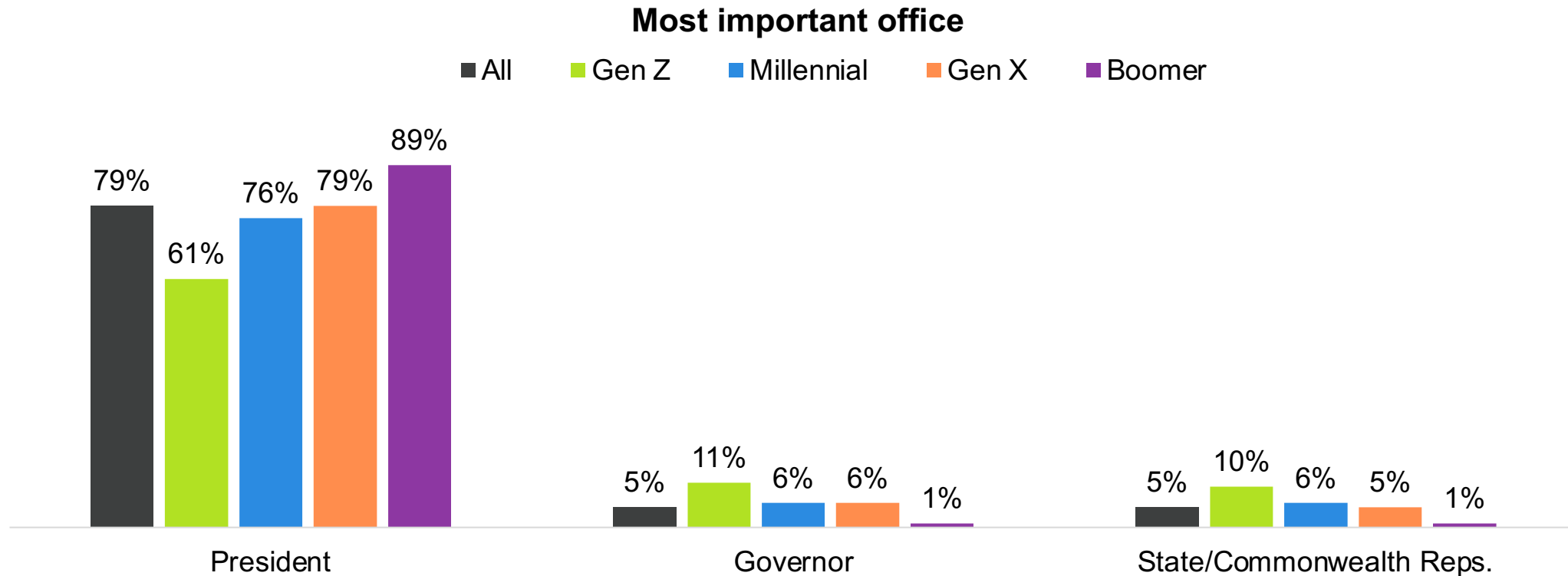
Boomer

There is a clear consensus (79%) that the most important office people will be voting for is the presidency.

Most important office

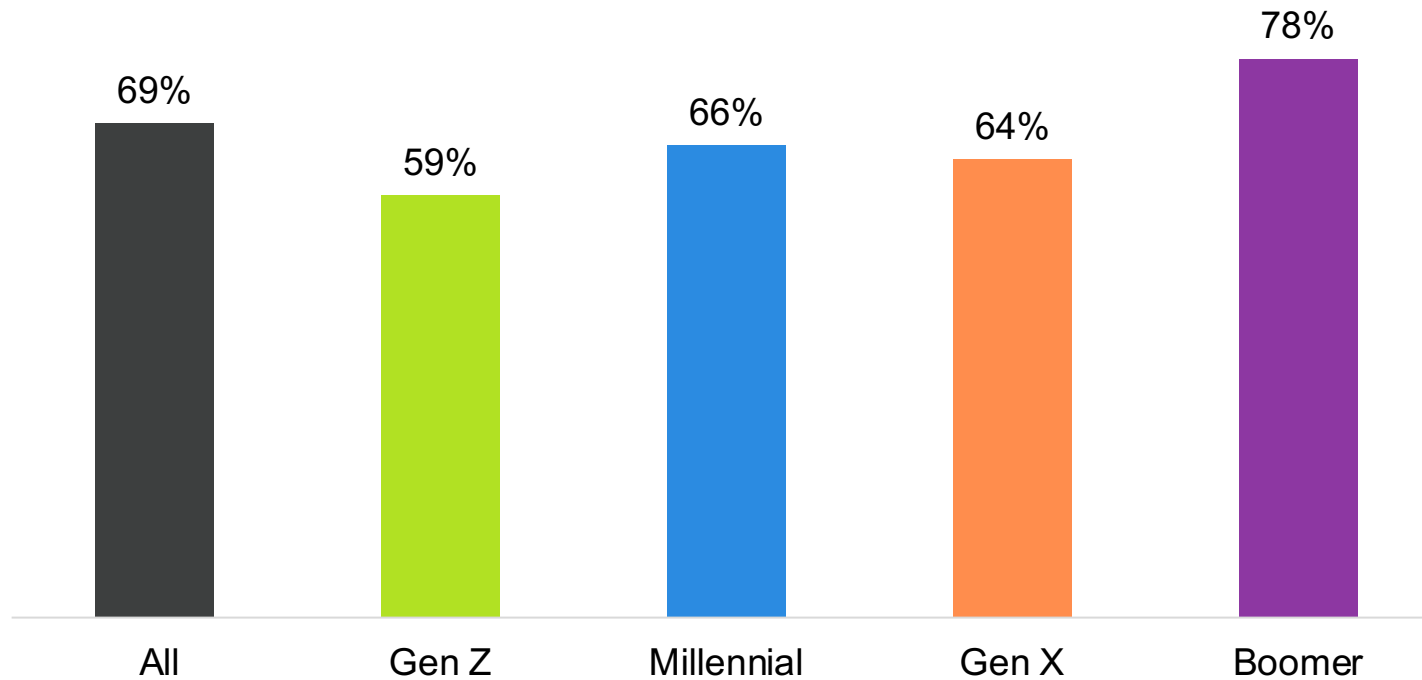


There is, however, a significant disparity by generation. While 89% of Boomers feel the Presidency is the most important office, only 61% of Gen Z share that opinion. Gen Z is much more likely to be concerned about what is happening at the state level.



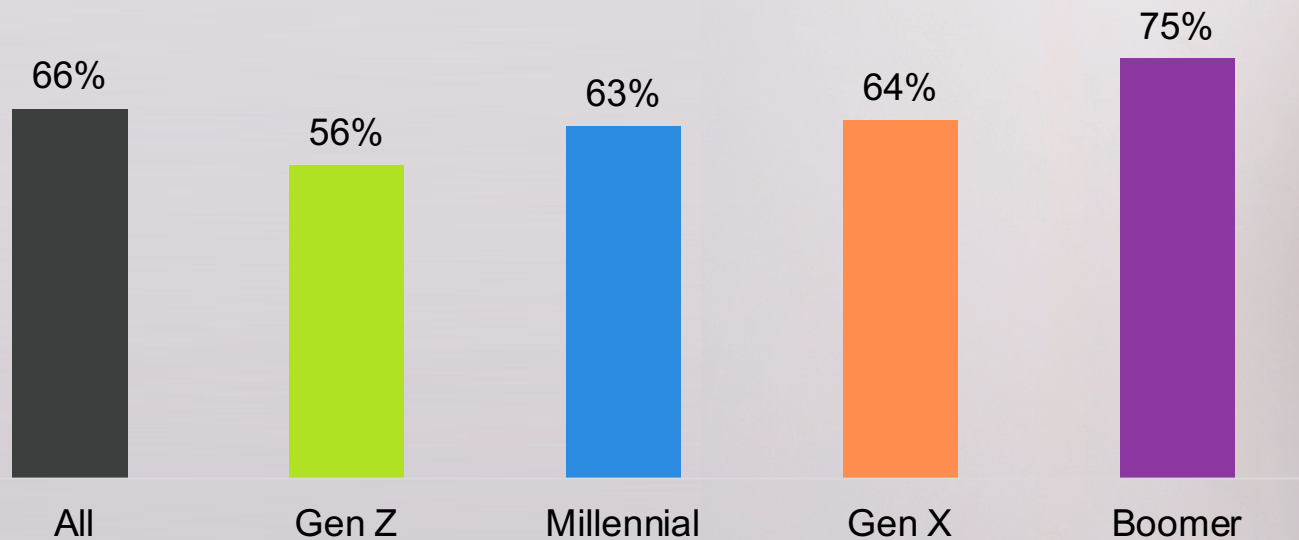
69% of respondents agree that their vote for U.S. Senators is very or extremely important.

Importance of Senator office:
“Very important” or “Extremely important”



66% of the sample feel that their vote for their Congressperson is of major importance. As was the case with their opinion on the importance of the Senatorial vote, there is a significant disparity between Gen Z (56%) and Boomers (75%) with the other two generations landing in the middle.

Importance of Congressperson office:
“Very important” or “Extremely important”



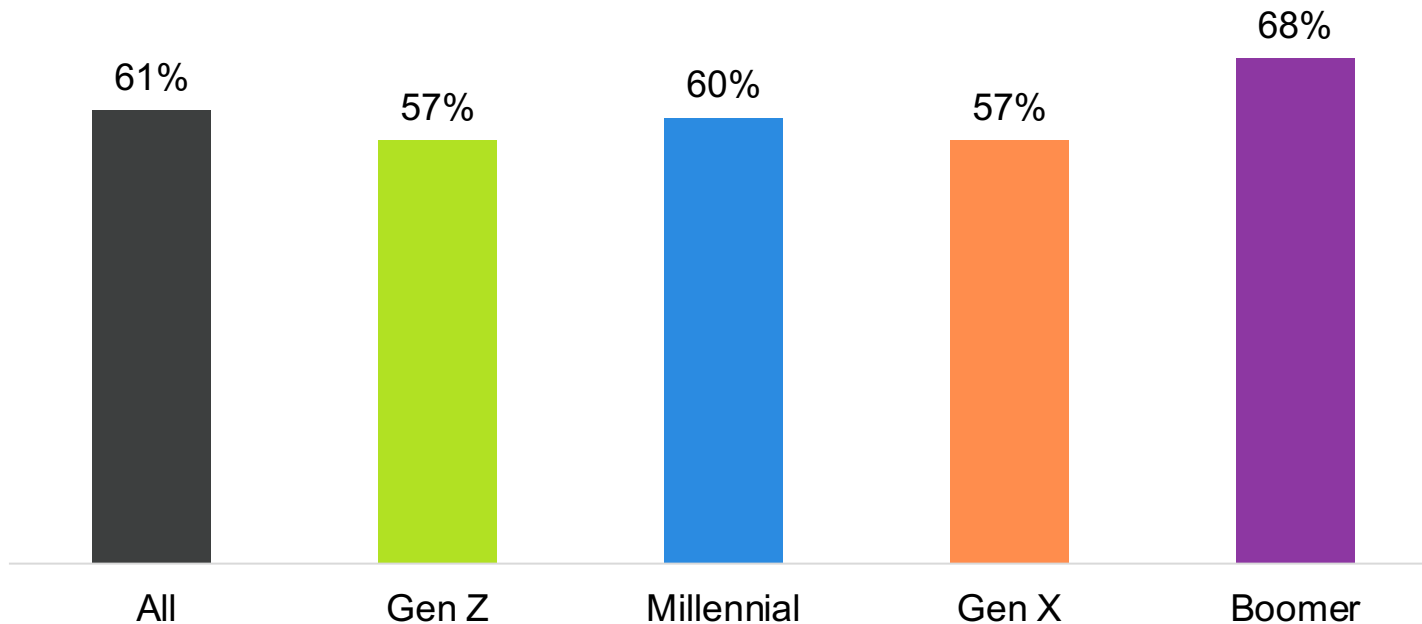
Overall, the office of Governor (72%) is seen as the most important non-Presidential vote, but the margin between Gen Z (61%) and Boomers (83%) is even greater than it is with other offices.

Importance of Governor office: “Very important” or “Extremely important”



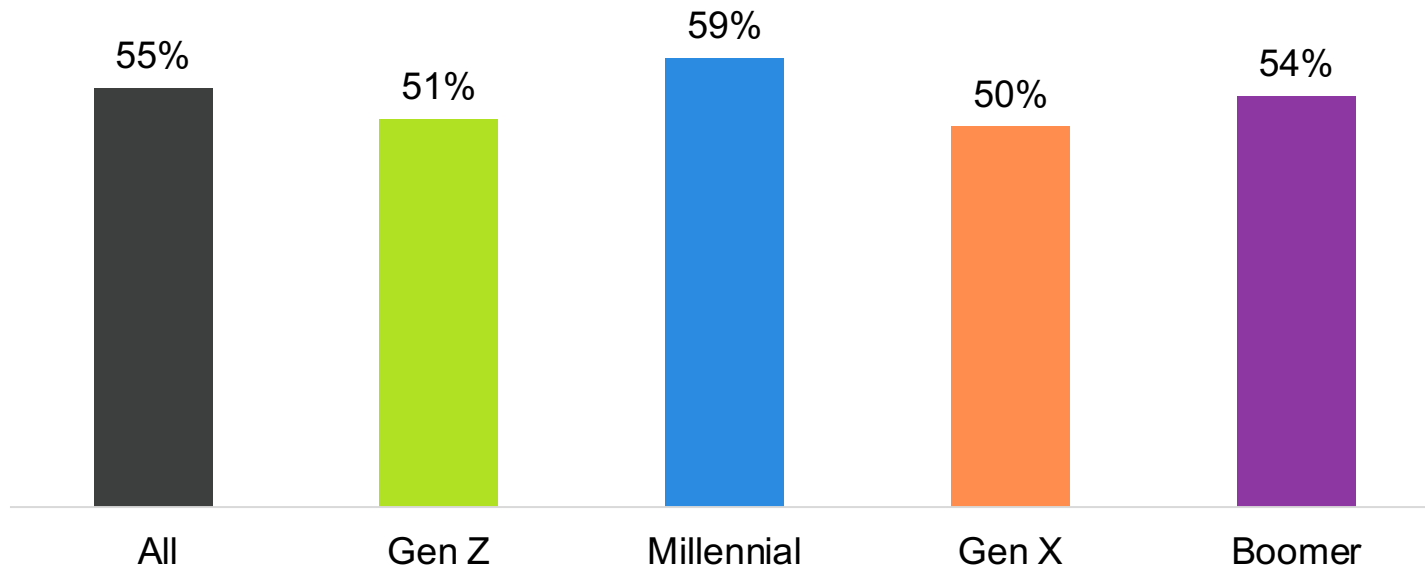
The generational disparity is nowhere near as significant at the state representative level. 61% feel their representatives in the state legislature are very or extremely important.

Importance of State/Commonwealth representative office:
“Very important” or “Extremely important”

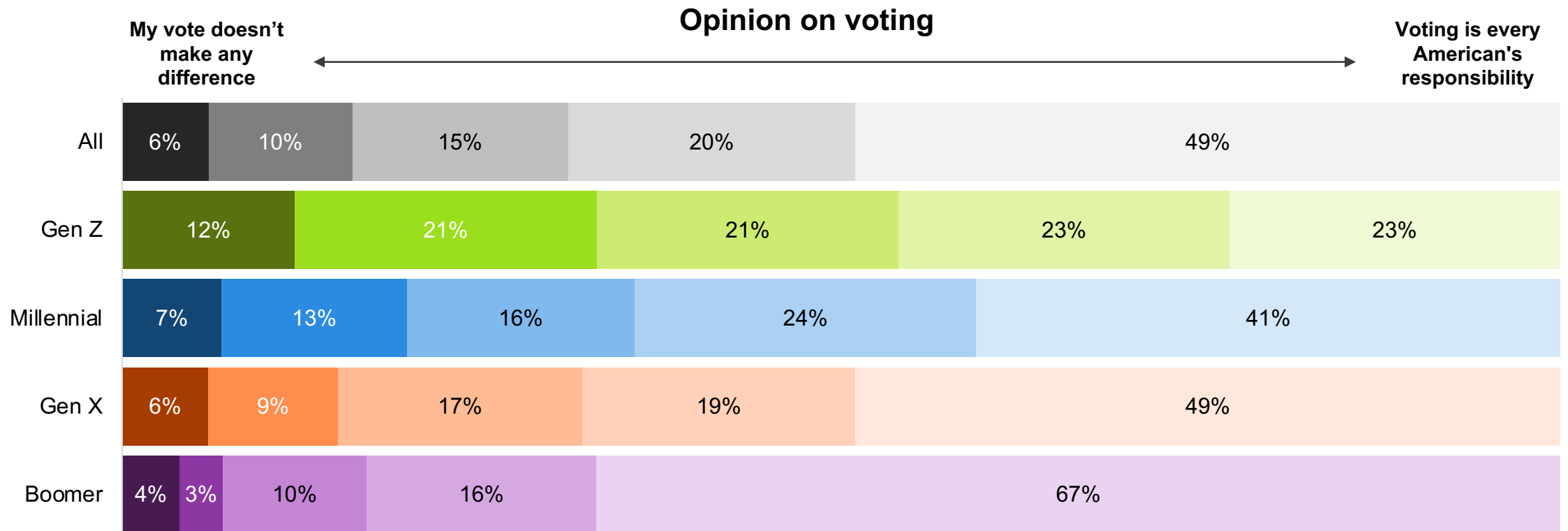


Local office holders (55%) are viewed as the least critical by all generations.

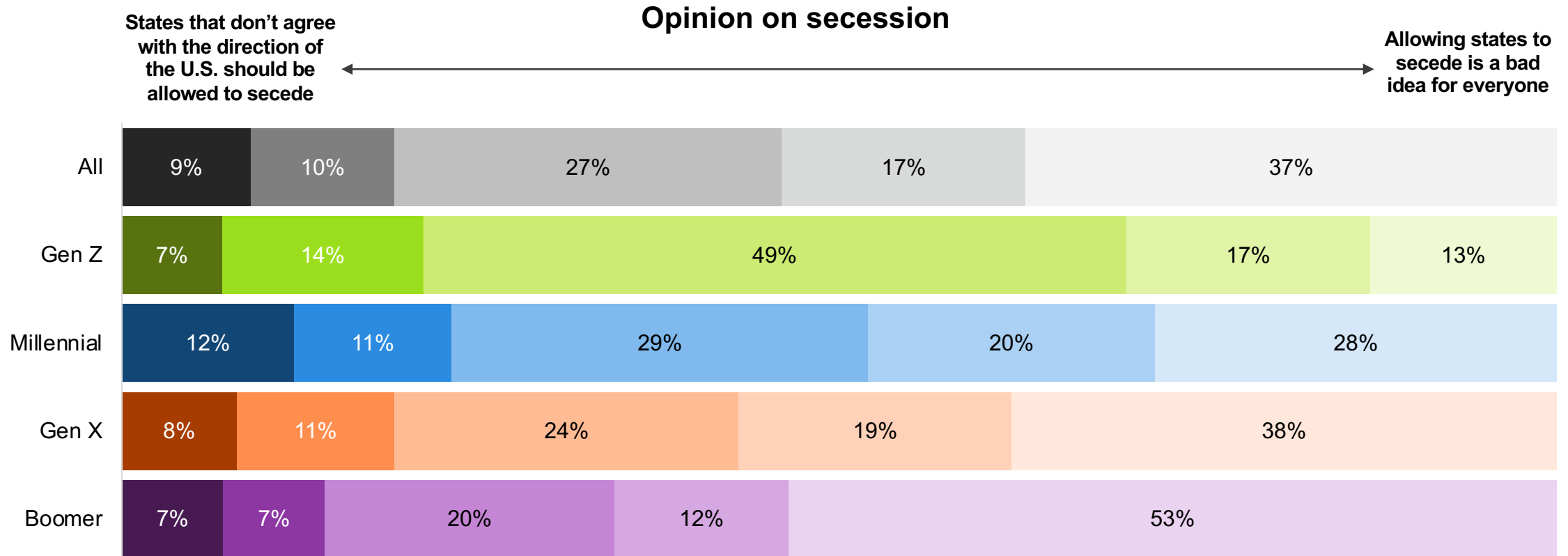
Importance of local office holders:
“Very important” or “Extremely important”



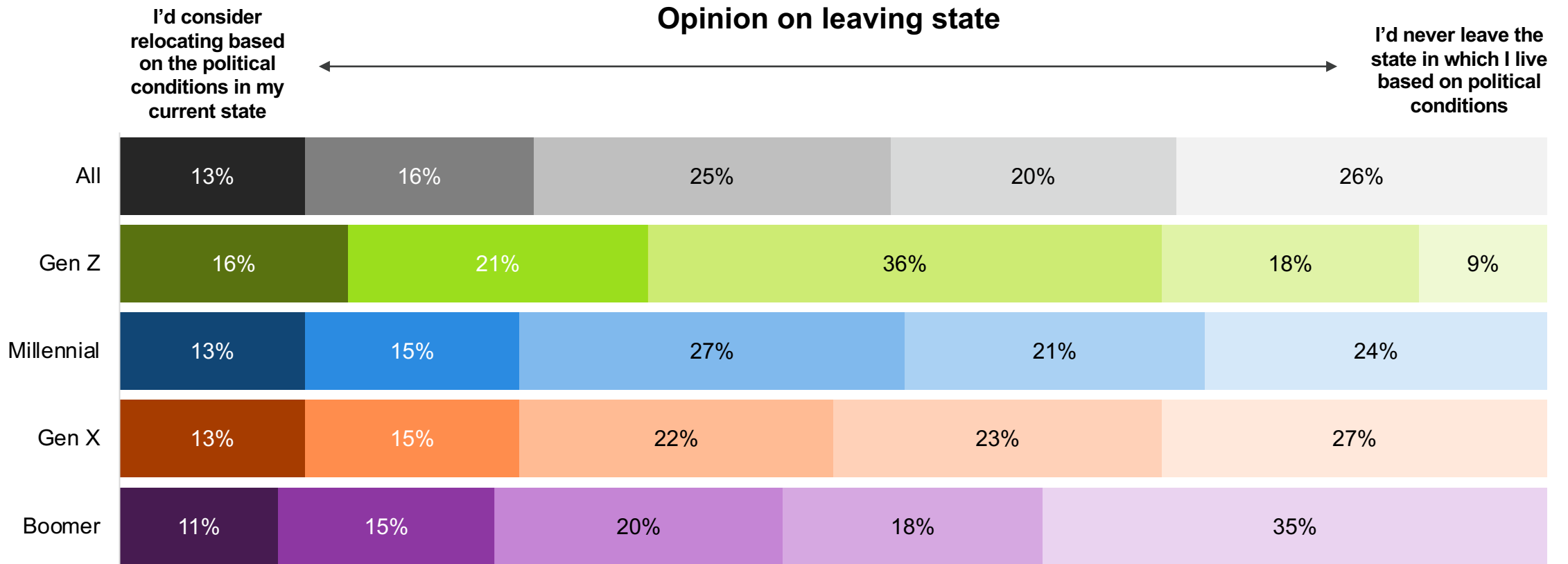
On a bi-polar scale, respondents were asked which of two opposing statements best described their opinion. 69% of respondents agreed or completely agreed that voting is an American's responsibility while only 16% agreed or completely agreed that their vote doesn't make any difference. Feeling that voting was a responsibility grew from a low of 46% for Gen Z to a high of 83% for Boomers.



On a similar bi-polar scale, respondents were asked about states seceding. 54% agreed that it was a bad idea for everyone. However, Boomers (65%) were more than twice as likely as Gen Z (30%) to feel this way.



When asked about their opinion on living in their current state, nearly half (46%) said they would never consider leaving based on the political environment while 29% agreed that they would consider relocating.



Navigating U.S. Voter Concerns & Electoral Priorities

N = 940
MOE ± 3.2%
Panel: General Population
Collected: 4/12/24-4/13/24



Gen Z
11%



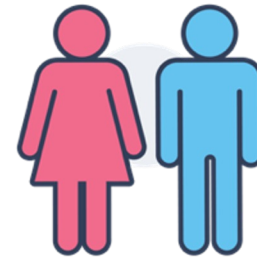
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

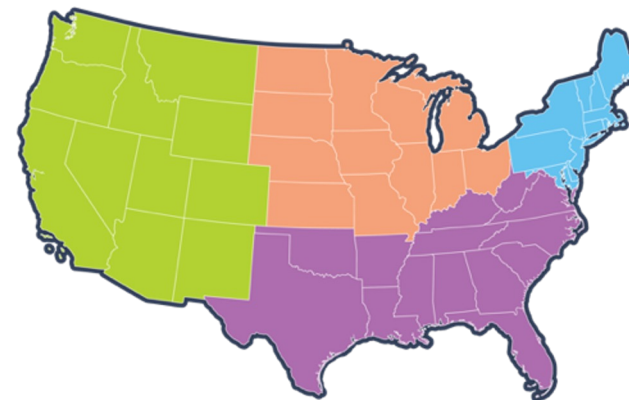
Male
49%



Urban
32%

Suburban
51%

Rural
18%



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**