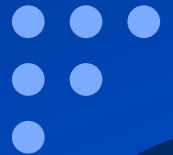
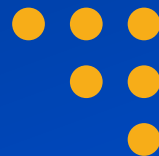
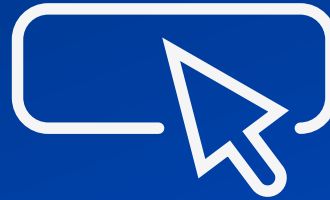


A Marketer's Guide to the Gen Z Voter

How election advertising and news will impact Gen Z



As we enter 2024, more than half of Gen Z has entered adulthood... and voting age. Representing one-fifth of the US population, Gen Z is the fastest-growing voting population and also the most racially diverse.

This year's presidential election promises to bring divisive and worrying topics to the forefront of their lives. From economic woes to international conflicts to abortion rights, Gen Z is coming of age during a politically turbulent time. They will be thrust into the center of the political conversation, needing to learn and cultivate their own points of view amidst a lot of noise.

Understanding how this generation responds to the news cycle and candidates' ads this election season will provide invaluable insights into their collective psyche. This gives brand marketers a unique opportunity to observe and adapt their strategies to ever-evolving societal sentiments.

Political advertising has immense power. Via large-scale omnichannel campaigns, candidates attempt to sell themselves and their ideas to voters. Whether through speeches, debates, social media, news placements, or advertisements, messages are carefully crafted to appeal to the emotions, values, and concerns of the electorate. Marketers who keenly analyze these messages and discern important themes will be better positioned to understand their customers' priorities and values.

Our recent Consumer Trends Report analyzed how people feel about the general direction of the world in 2024; here we dive deeper into Gen Z's outlook on the upcoming presidential election and what lessons brands should take away.

METHODOLOGY

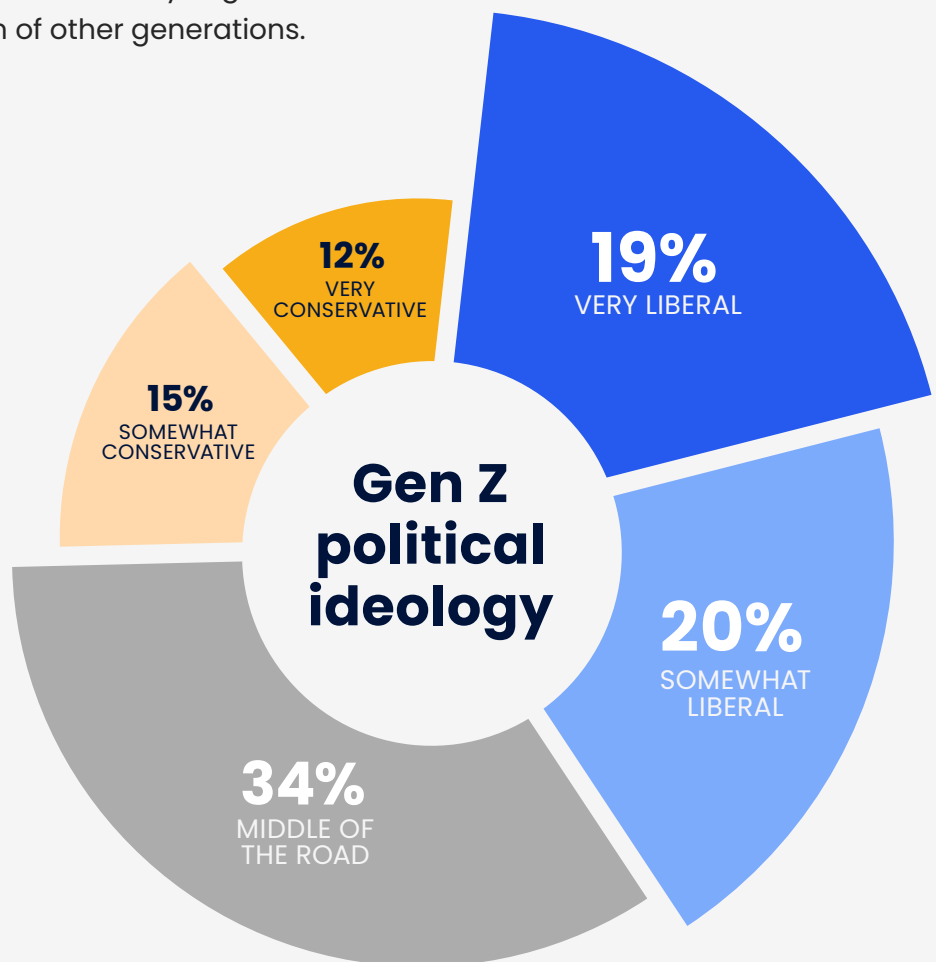
Brand experience platform DISQO surveyed over 16,000 US adults 18 and older between November 11 - 13, 2023. DISQO's Audience comprises more than 2M people who have opted in to share their opinions and experiences. The survey results were weighted by age, gender, and household income. The Gen Z sample, representing 17% of the 18+ respondents, was 686.

Who is Gen Z and what matters to them?

Understanding the intricacies of Gen Z priorities will prove pivotal for candidates in the upcoming 2024 election. This generation emerges as the least inclined to exercise their voting rights, with only 62% expressing intentions to cast their ballots, in contrast to 74% of the broader population. That leaves 18% of Gen Z who are uncertain and an additional 6% firmly declaring their intention to abstain from voting altogether.

GEN Z LEANS LIBERAL

The ideological landscape of Gen Z skews liberal. In fact, they are the most liberal and least conservative generation. Still, one-third of the generation identifies as “moderate” — which is more closely aligned with the ideological disposition of other generations.



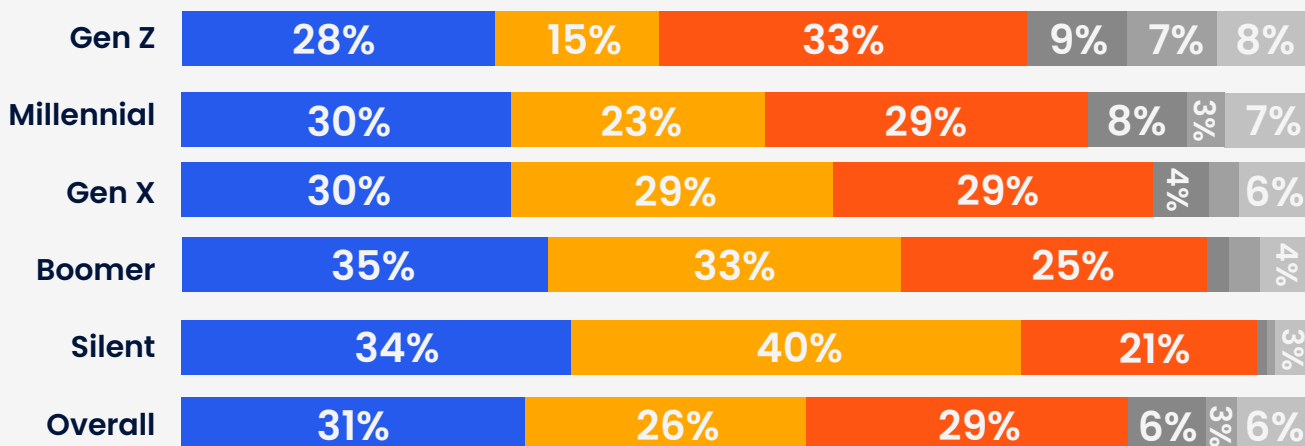
Gen Z registered voters

When looking more closely at voter registration status, Gen Z still leans toward the Democratic side of the political spectrum. However, they are also the most likely to say they're registered as an independent or with another party. And nine percent are unsure if or what party they're registered with. For both Republicans and Democrats, Gen Z represents an opportunity to tap into new voter pools - if they can resonate with and motivate them. Getting Gen Z to the ballot boxes will be as much about issues alignment as it is about voting education.



Political party affiliations

- Yes, Democrat
- Yes, Republican
- Yes, other/no affiliation
- Not sure
- No, but plan to before 2024 election
- No, and don't plan to register



Getting Gen Z to the polls is about both issues alignment and voting education.



Advertising to Gen Z

Social media's role in political campaigns has gained steam over the past few election cycles. In 2024, a strategic and well-executed social media plan is critical, especially to tap into the power of Gen Z. Not only do they get most of their news and information from social media, but it is also their most trusted source by far. This is a marked difference from other generations, showing that social media's reach and resonance will only continue to grow as more Gen Zers reach voting age.

GEN Z WILL INCREASE SOCIAL MEDIA'S POWER

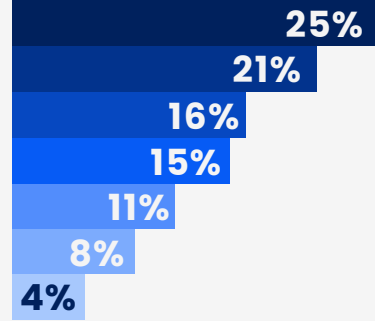
The below chart reveals the downward pull that Millennials and Gen Z have on the perceived trustworthiness of television advertising, the favorite medium of older generations. It also shows their upward pull on social media's perceived trustworthiness. Newspapers essentially retain trust levels across all generations, with a consistent 21% of Gen Z, Millennials, Gen X, and Boomers saying they trust it.

Most trusted mediums for political ads

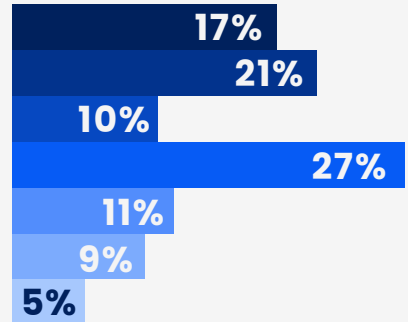
- Broadcast TV
- Newspaper (including online)
- Cable / streaming
- Social Media
- Podcasts
- Radio
- OOH



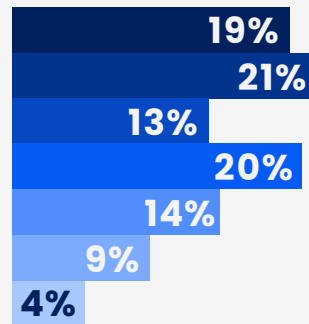
Overall



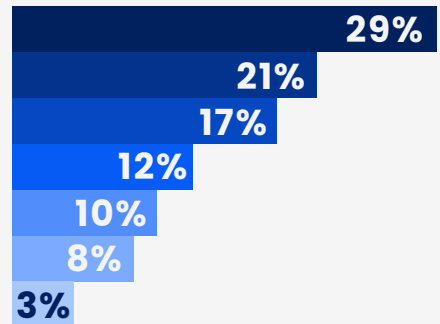
Gen Z



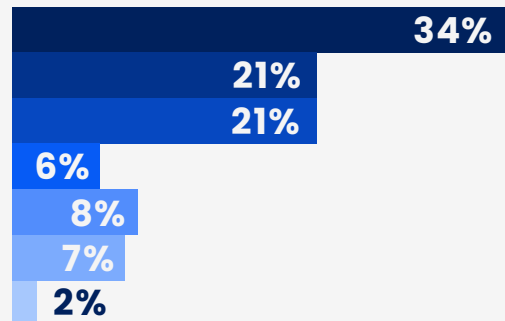
Millennial



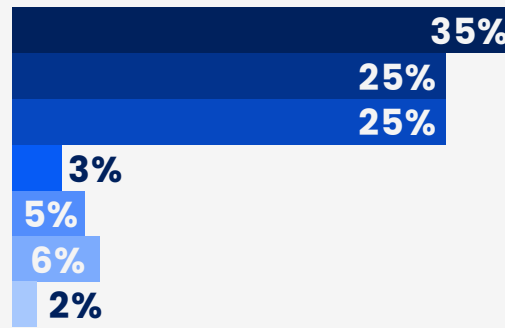
Gen X



Boomer



Silent

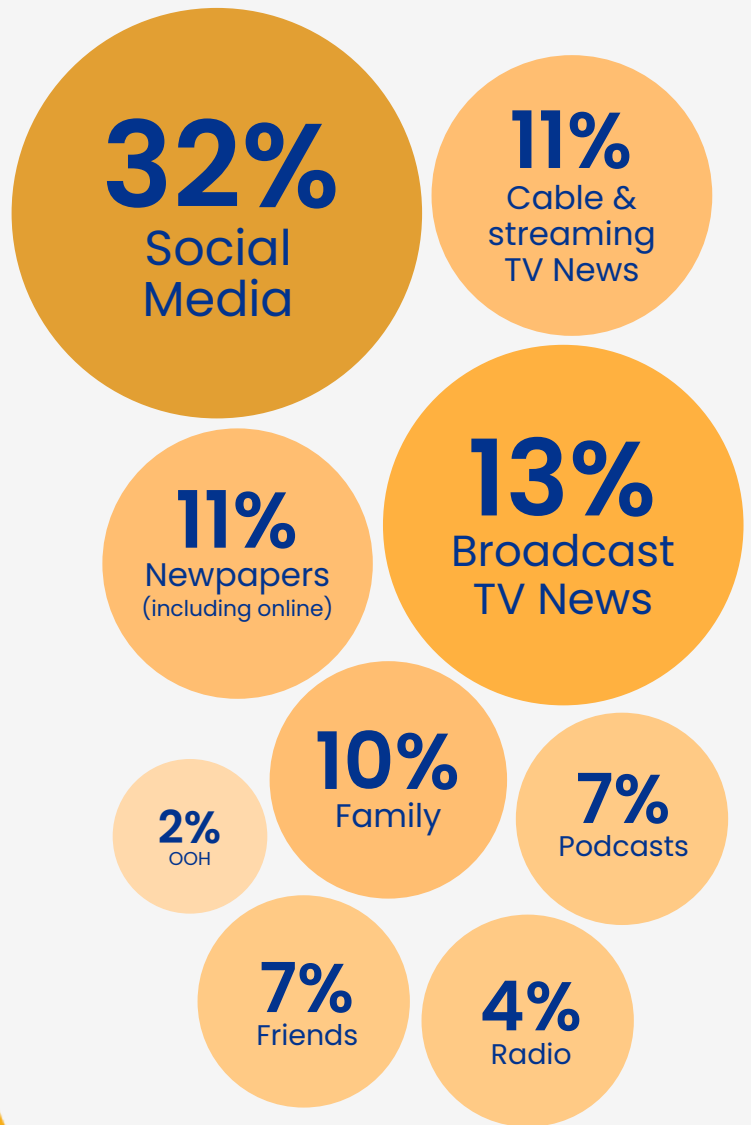


Advertising to Gen Z

CROSS-PLATFORM CAMPAIGNS CAN INCREASE REACH AND RESONANCE WITH GEN Z

While traditional forms of media may not hold as much power as social media, they still represent an opportunity to reach the Gen Z voter. Candidates should ensure that their messages across media and platforms are consistent and connected. Successful 2024 candidates can still tap into the reach of other media, but they should do so with an eye toward driving voters back to their social media profiles, thus leveraging the medium's inherent trustworthiness.

Gen Z information sources for the presidential election

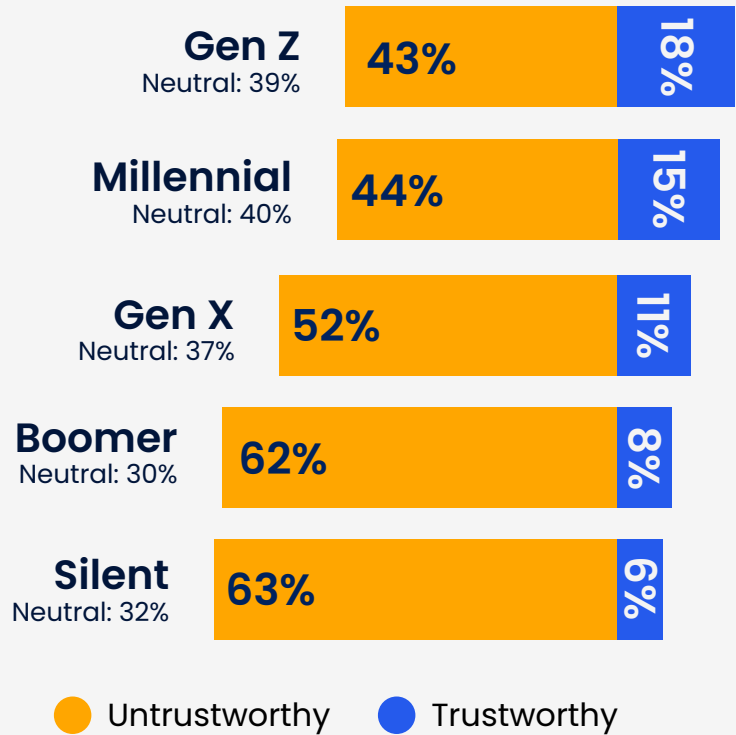


Advertising to Gen Z

GEN Z IS SKEPTICAL OF POLITICAL ADS... BUT NOT AS MUCH

Political advertising's reputation is lacking across the general population with 50% saying they think political ads are untrustworthy and only 13% saying they are trustworthy. However, when looking at generational differences, Gen Z is the least skeptical. Whether this points to naive optimism or emerging critical thinking skills remains to be seen. In either case, how successful 2024 candidates use advertising to persuade Gen Z voters will provide valuable case studies for marketers.

Opinions about political ads

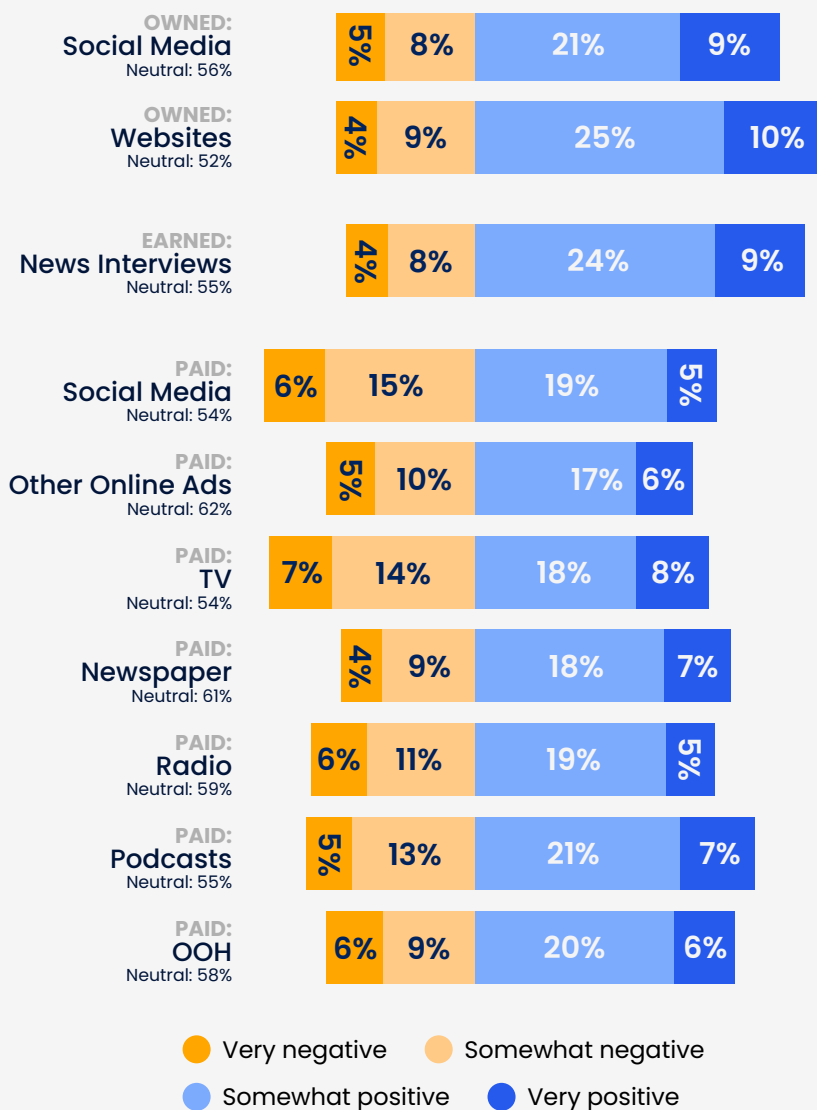


Advertising to Gen Z

ORGANIC CONTENT WILL BE CRITICAL FOR 2024 CAMPAIGN SUCCESS

Candidates' online presences on their own websites and social media will be key to winning Gen Z trust (and all voters for that matter). Just as important will be their ability to win positive news coverage of their campaigns and platforms. For the most part, Gen Z's feelings about owned, earned, and paid channels align with the general population. However, Gen Z was more likely to feel positive about social media advertising and online advertising. They were also more likely to feel positive about owned online content and more likely to feel neutral about earned news coverage.

How Gen Z feels about messages by medium



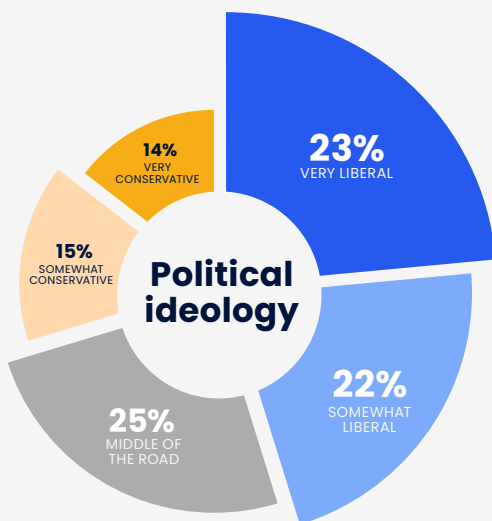
Resonating with voters

PROFILE: GEN ZERS WHO PLAN TO VOTE

As a generation coming of age following a global pandemic and during record inflation, Gen Z voters are focused on domestic issues like the economy, abortion and women’s health, and healthcare. They are still concerned about foreign policy, but it’s a distant 20 points below their top concern.

To get their information, Gen Z voters rely more on news than non-voters and those who are unsure. This demonstrates a need for campaigns to ensure they are part of the news cycle in a productive way. It’s important to note that social media retains its top ranking in this group and that friends don’t show up in their top five at all. In fact, only 7% of those who plan to vote said friends were a primary source of information.

When it comes to resolving international conflicts, Gen Zers who plan to vote are much more likely to accept monetary and military approaches, but most still expect the US to use diplomacy – or stay out altogether.



62% of Gen Zers plan to vote

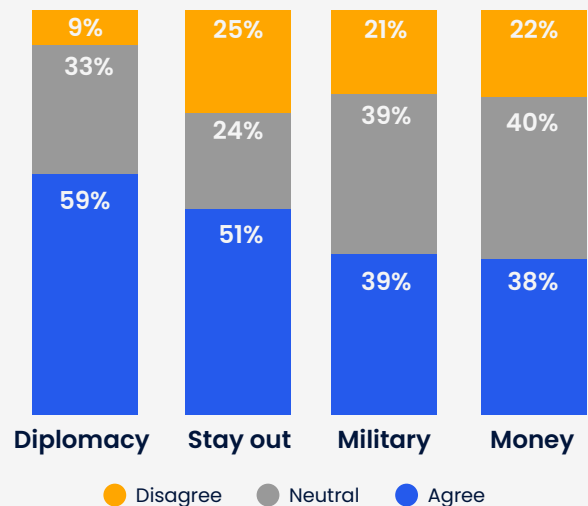
Top five issues

1. Inflation & the economy _____ 42%
2. Abortion & women’s issues _____ 36%
3. Healthcare _____ 24%
4. Foreign policy _____ 22%
5. Climate & environmental issues _____ 21%

Top five information sources

1. Social media _____ 34%
2. Broadcast TV news _____ 14%
3. Cable & streaming TV news _____ 14%
4. Newspaper (including online) _____ 12%
5. Family _____ 10%

America’s role in resolving international conflicts



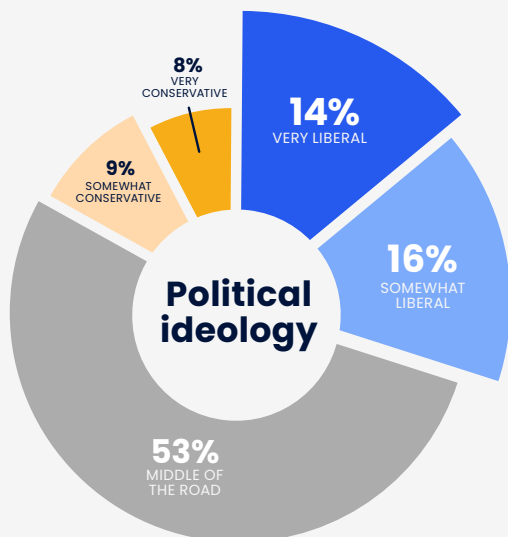
Winning over the unconvinced

PROFILE: GEN ZERS UNSURE ABOUT VOTING

Gen Zers unsure about voting in 2024 are focused on inflation and the economy as their primary concern, but not as much as those who do plan to vote. Interestingly, climate rises into the top five for this segment. Domestic issues like healthcare, abortion & women’s health, jobs, education, and the federal budget are also on their top-five list.

This group is also much more likely to identify as “middle of the road,” but still swings more liberal than conservative. Their friends serve as a top source of information, second only to social media – a stark contrast to those who plan to vote. News still plays an important role for the unsure group.

Another noted difference from those who plan to vote is a higher likelihood to say that the US should stay out of international conflicts (66%). Only 20% said that money should be used, and just 30% said military intervention was appropriate.



18%

of Gen Zers are unsure about their voting plans

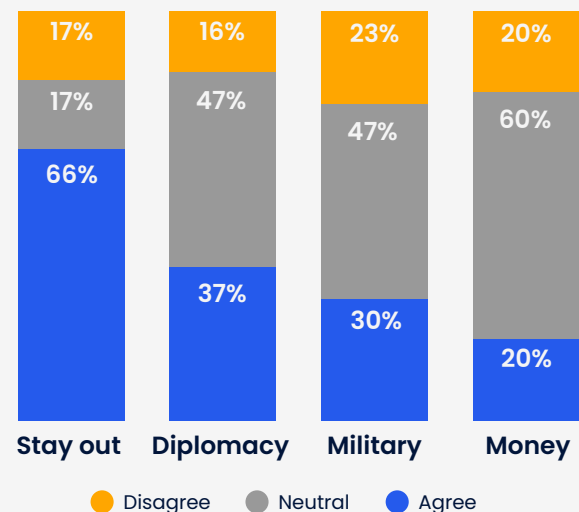
Top five issues

1. Inflation & the economy _____ 37%
2. Healthcare _____ 33%
3. Abortion & women’s issues _____ 23%
3. Jobs _____ 23%
4. Education _____ 17%
4. Climate & environmental issues _____ 17%
5. Taxes & federal budget _____ 15%

Top five information sources

1. Social media _____ 38%
2. Friends _____ 14%
3. Broadcast TV news _____ 12%
4. Family _____ 10%
4. Newspaper (including online) _____ 10%
5. Cable & streaming TV news _____ 6%

America’s role in resolving international conflicts



Moving bystanders to voters

PROFILE: GEN ZERS WHO DON'T PLAN TO VOTE

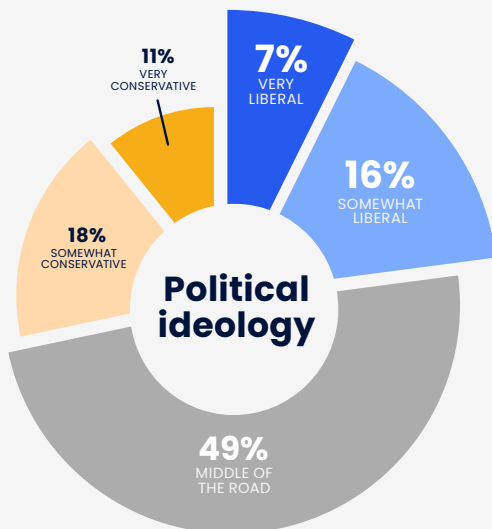
Swaying the non-voter is no easy task. That said, they represent an opportunity for candidates to tap into a new voter pool – if they can resonate with them.

This is especially true for conservative candidates. Unlike the other two segments, non-voters are more likely to identify to the right of the political spectrum.

Like their unsure counterparts, non-voters are more focused on domestic issues like the economy, healthcare, education, jobs, and the federal budget. Abortion and women's health is at the bottom of the top five, but it's still a significant concern for this group.

Family and friends move up the list of information sources for the non-voter, coming in just after social media. News sources from cable, streaming, and newspapers are also in their top five.

Non-voters are more closely aligned with those who are unsure about their voting plans when it comes to resolving international conflict. Sixty-six percent said the U.S. should stay out of international conflicts.



16%

of Gen Zers are not planning to vote

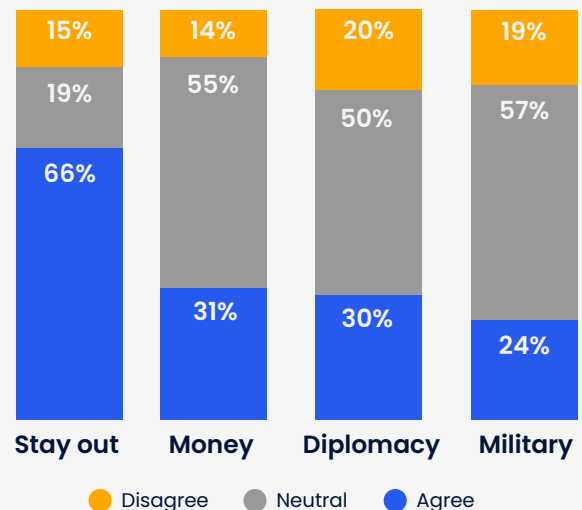
Top five issues

1. Inflation & the economy _____ 38%
2. Healthcare _____ 30%
3. Education _____ 24%
3. Jobs _____ 24%
4. Taxes & federal budget _____ 17%
5. Abortion & women's issues _____ 15%

Top five information sources

1. Social media _____ 26%
2. Family _____ 14%
3. Friends _____ 12%
4. Cable & streaming TV news _____ 11%
5. Newspaper (including online) _____ 9%

America's role in resolving international conflicts



Takeaways

SOCIAL MEDIA IS KING

In today's political landscape, social media emerges as a kingmaker for political outreach. Gen Z's reliance on the medium for news and information, coupled with their trust, makes it a critical channel for candidates and brands alike. As more of Gen Z comes to age, social media's relevance will continue to grow and eventually outpace other forms of media. To win their votes and their dollars in 2024, marketers must curate a strategic and authentic social media presence, aligning their messages across channels.

MAKE IT EASY FOR GEN Z TO SHARE ABOUT YOU

Friends, family, and social media play pivotal roles in Gen Z's information consumption, more so for those who are unsure of voting or who say they don't plan to vote this year. Marketers aiming to resonate with Gen Z should prioritize strategies that facilitate easy sharing of information about their brands or candidates. Creating content that sparks conversation and resonates within social circles – online and offline – can help marketers to leverage the influence of friends and family in the decision-making process. Moreover, shareable content that encourages discussions while aligning with the values and concerns of this generation ensures that brands or candidates can organically become part of the social discourse, increasing their visibility and relevance within this influential demographic.

CONNECT THE DOTS ACROSS YOUR CHANNELS

As Gen Z straddles social media and traditional media for information, the importance of a coherent and consistent omnichannel advertising campaign cannot be overstated. While social media holds sway as their most trusted news source, traditional media remains influential. It's imperative for brands and political campaigns to bridge the gap between these platforms, ensuring a seamless and connected narrative. Consistency in messaging across various channels not only bolsters credibility but also reinforces the brand or candidate's identity in the eyes of Gen Z. With trust and authenticity paramount, a synchronized and cohesive messaging strategy across channels ensures a more impactful and lasting impression.

DISQO's products

A brand experience platform for every customer, every touchpoint, and every outcome



AUDIENCE ACCESS

Want to know more about your target audiences? Need to learn about their preferred content, products, and brand activations? Use our proprietary audience of over 2M U.S. consumers to quickly field questions about their attitudes and experiences. Target general audiences of representative U.S. consumers, or specific audiences with unique behavioral profiles powered by our digital metering capabilities.



BRAND & OUTCOMES LIFT

DISQO provides holistic, cross-media ad measurement. Our Brand Lift product enables cross-platform measurement of attitudinal lift on KPIs like awareness, consideration, and favorability. Our Outcomes Lift product uniquely adds measurement of post-exposure digital behaviors across platforms. Combined, these products give brands, agencies, and publishers a complete picture of full-funnel advertising effectiveness, and enable powerful conclusions about campaign performance across audiences and channels, and against competitors.



CUSTOMER FEEDBACK

DISQO allows marketers, researchers and product developers to rapidly test and evaluate product concepts, features, messaging, and creatives with a highly targeted audience. This includes social media users, online shoppers, video game players, vehicle intenders, and more. With a repository of metered digital behaviors (2.2B digital data points per month), we can create unique cohorts on search, site visitation, and e-commerce behaviors. This enables users to gather realistic feedback before going to market, saving time and resources. Our ready-to-use templates and dashboarding tools enable teams to quickly evaluate results.



Test & measure your Gen Z campaign with DISQO!

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