STIRISTA'S 2024

Political Voter Profile Report

How Data On Voters' Consumption Habits Will Help Predict Voting Behavior And Stop Wasted Ad Spend

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Introduction

We recently partnered with Ascend2 to conduct a survey gauging political sentiments and consumer habits ahead of the 2024 election. We interviewed over 2000 participants varying in age, gender, level of education, income, political views, and shopping habits to verify our hunch that you can learn a lot more about how a consumer will vote beyond just what they say in a poll.

Not only did we want to see if assumed biases were true – *do Democrats shop at Whole Foods more often than their Republican peers? – Do Republicans only get their news from Fox News?* – but we wanted to see if supplementing with such data can provide a political marketer with a more accurate, defined target audience. This is particularly useful when targeting swing voters, whose persuadability may matter much more to a political campaign than their party-loyal peers.

Purchasing Habits Predict Voter Behavior?

According to the survey, it's a resounding yes. Supplementing with data around consumption can give you a more accurate and defined audience–and investing in digital channels can give you a leg up in the future–especially when it comes to reaching swing voters. Which means we think that with our data, you can target undecided or independent voters that are leaning one way or the other.

Why Does it Matter?

Well, it's 2024–the year political spending will surpass all the years before it. Candidates are shoveling money into targeting battleground states, reaching voters on newer channels, and using complex data to try to sway opinions. Political spending is reported to reach an all-time high of $11 billion this year.

This means political marketers will have to go all-in, so every dollar counts. It is time we supplement our political campaigns not only with data around viewing and media habits but also by individual's purchasing behavior as well. Where someone shops, what car they drive, where they get their coffee and more, can indicate how someone might vote.
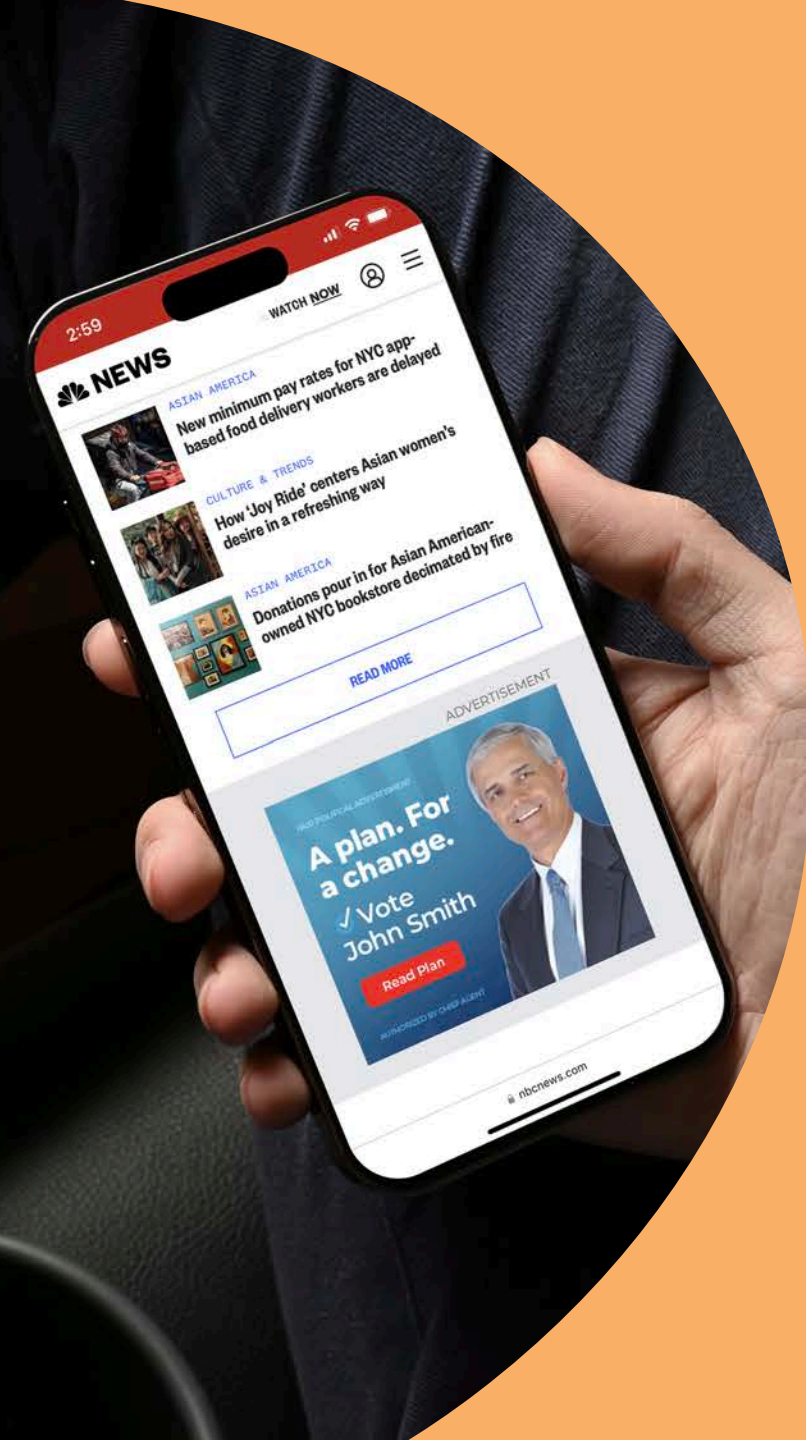
With Stirista

Your Political Marketing Strategy Can Reach the Right Voters

The pages ahead will detail what this extremely valuable survey told us, including the best ways to think about targeting the highly coveted independent and undecided voters, as well as, avoiding wasted ad spend by not serving ads to early voters who have already made their decisions. We hope you find it helpful and insightful, and if you have any questions at all about the results or would just like to discuss them, we're here to help.

The Survey

Polls help politicians decide who and where to target–but political marketers can't rely solely on polls. Even the polls themselves struggle with accuracy when they don't supplement with demographic data. Yet demographic, cultural, and income data isn't enough, either.

Someone's political leanings don't just affect where they get their news–they affect so much more. Brands know this already–lifestyle and beliefs-based marketing is something many companies already engage in. Political marketers can use this data, too.

The most powerful political campaigns make use of it all. We launched a survey to show you just that–where voters are getting their news, what brands they follow, and how those are predictors of how they'll vote and how you can target them.

We partnered with Ascend2 to survey **over 2000** individuals, 18 years of age and older, of all gender, income, and education levels–living in urban, suburban, and rural areas across the United States, generally reflecting the makeup of the U.S. population. Once our sample set was determined, we questioned participants on what platform they prefer to get their:

News **News Network** **Shopping and Dining Habits** **Vehicle Preferences** **Political Views** **Influencer Impact**
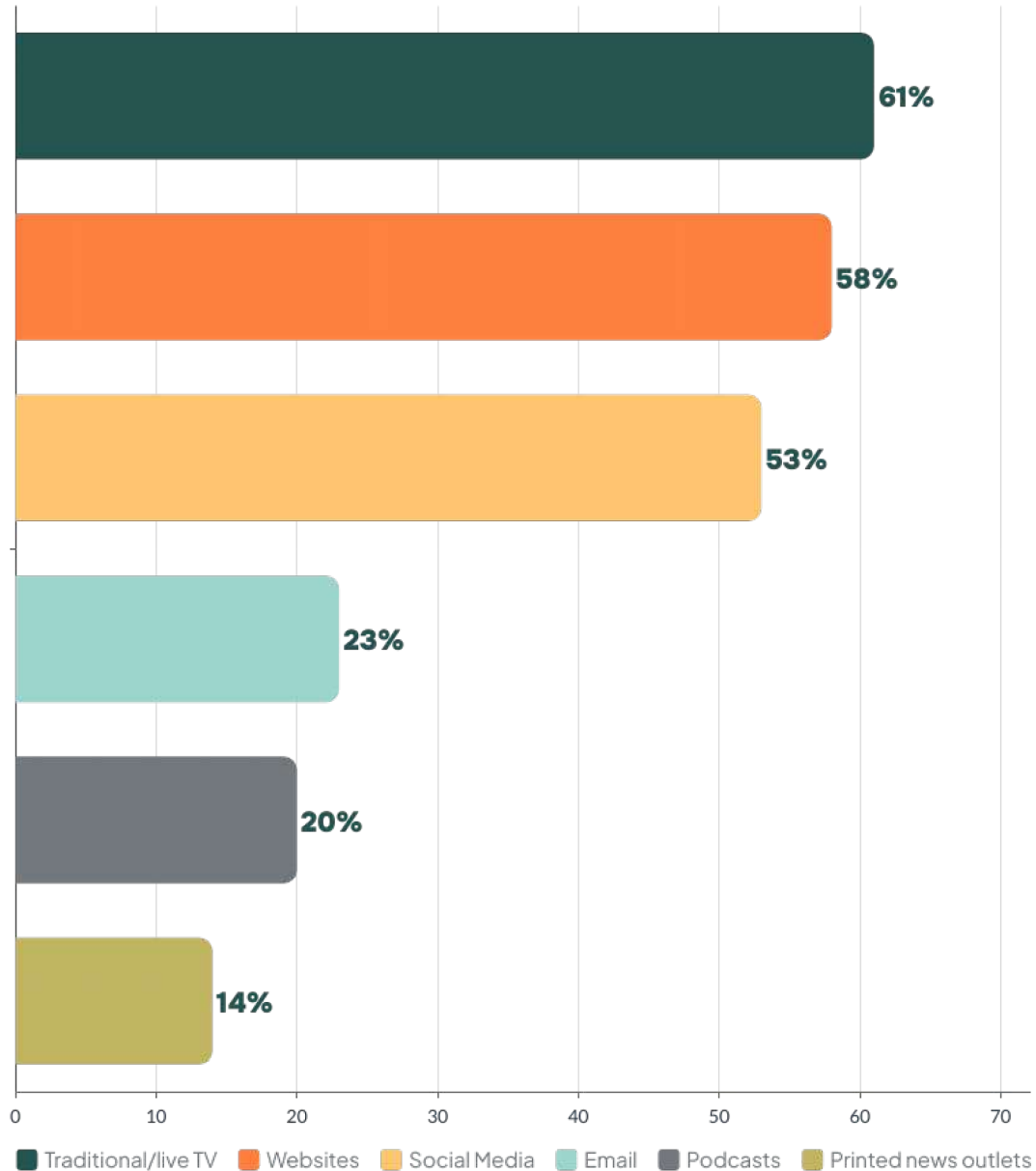
Going in, we hoped to show the power of data strategy in targeting voters–that is, including consumer profiles layered on top of one's political views when targeting a potential voter. And we hoped to highlight the ability to predict voters by purchase behaviors.

Let's see how we did?

News Consumption

News Consumption

61% — Traditional/live TV
58% — Websites
53% — Social Media
23% — Email
20% — Podcasts
14% — Printed news outlets

Legend: ■ Traditional/live TV ■ Websites ■ Social Media ■ Email ■ Podcasts ■ Printed news outlets

Question

On which of the following channels do you most often consume news information?

Conclusion

Political marketers should know this already–most political spending is spent on one channel: **TV**. Among those we surveyed, we found that the most commonly used channel to consume the news is traditional or live TV. **61%** of consumers listed it as the channel they use most often, followed by websites at **58%** and social media at **53%**.

News Consumption

The Big Three

01

Among the big three

TV, **websites**, and **social media**–consumption varies between political parties, gender, and generation.

02

Swing voters

are more spread out in their use of these top channels compared to Dems and Repubs–consuming political content on TV (55%), websites (54%), and social media (56%) at nearly equal rates.
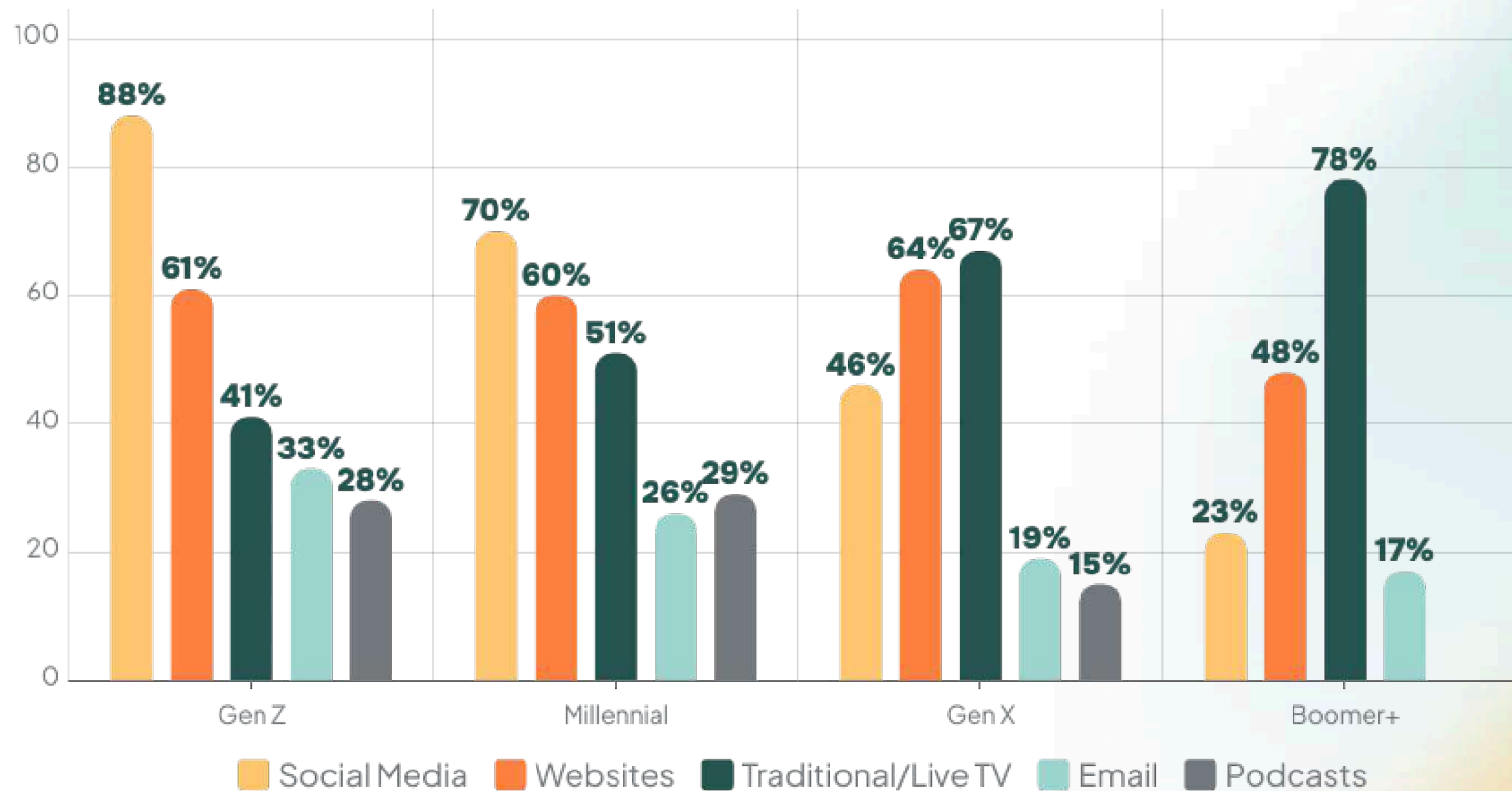
03

A vast majority

of younger consumers, however, are getting their news from social media–outpacing the other channels by double-digit percentages.

News Consumption
By Generation

Chart: News Consumption by Generation

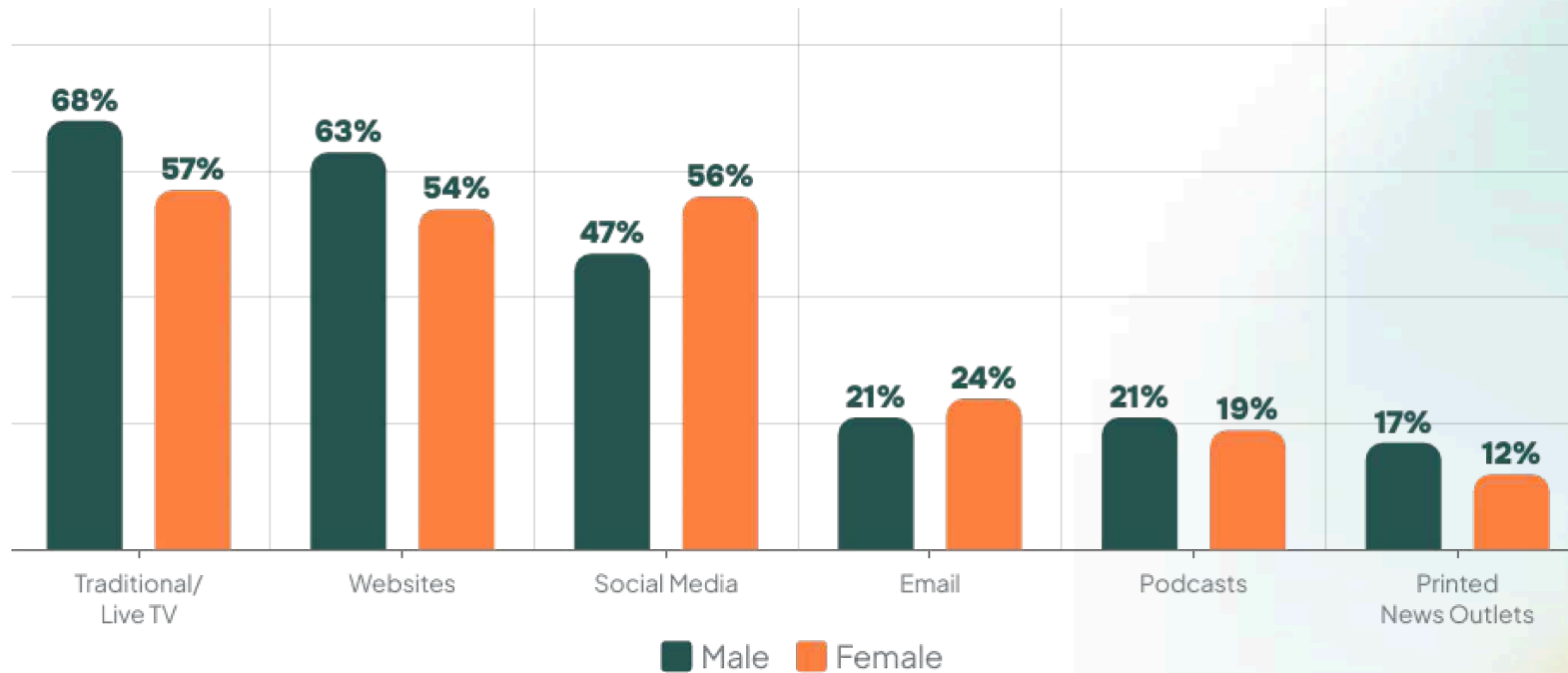|	Social Media	Websites	Traditional/Live TV	Email	Podcasts
Gen Z	88%	61%	41%	33%	28%
Millennial	70%	60%	51%	26%	29%
Gen X	46%	64%	67%	19%	15%
Boomer+	23%	48%	78%	17%	

Conclusion

The use of channels for news consumption varies significantly by generation.

Gen Z is nearly **4x more likely** than Baby Boomers to be using social media to consume their news, and **nearly 2x more likely** than Gen X. Gen X has the highest rates of using websites to consume the news, while Millennials have the highest rates of using email and podcasts.

Compared to Gen X and Boomers, whose most-watched channel is TV, Gen Z and Millennials both prefer **social media** to any other channel.

News Consumption
By Gender

Chart data (Male / Female):
- Traditional/Live TV: 68% / 57%
- Websites: 63% / 54%
- Social Media: 47% / 56%
- Email: 21% / 24%
- Podcasts: 21% / 19%
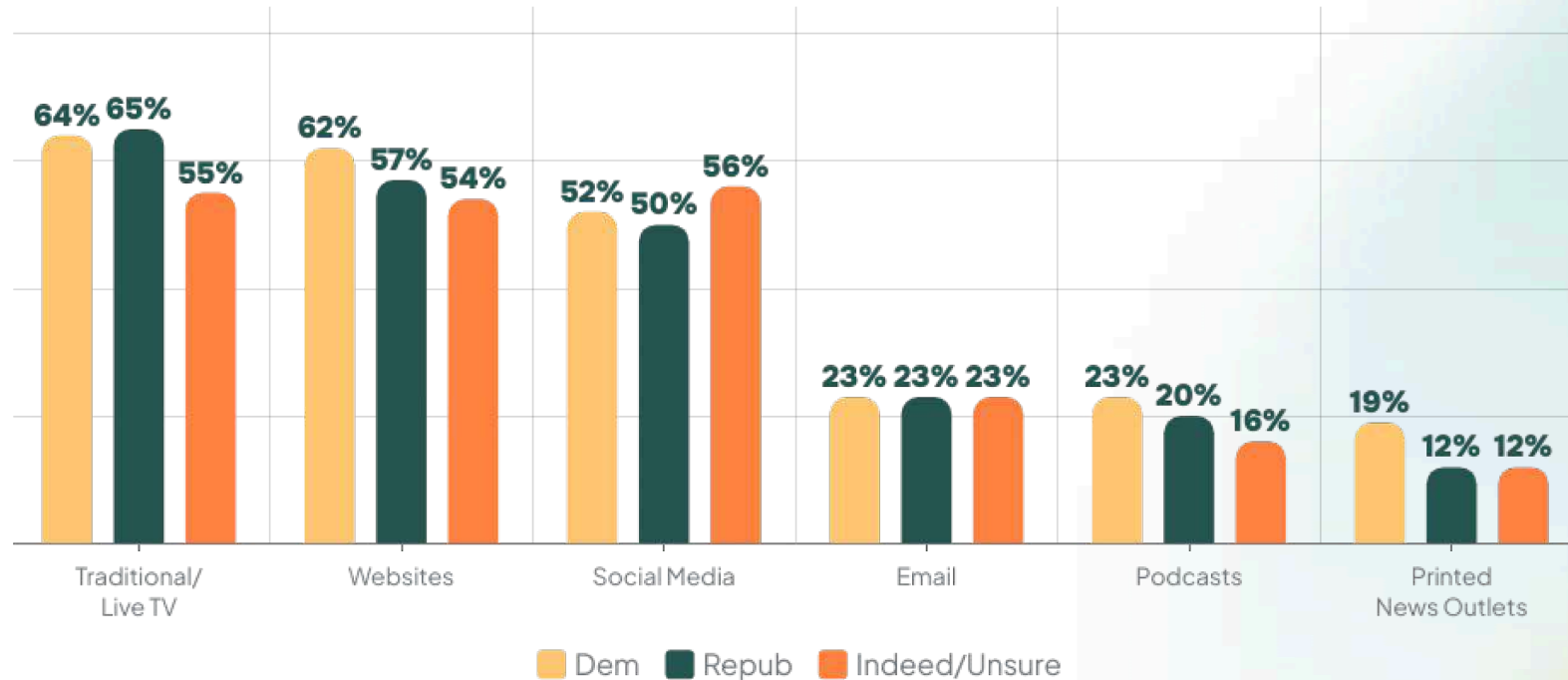- Printed News Outlets: 17% / 12%

Legend: Male | Female

Question

What channels are most often consumed, by gender?

Conclusion

While males and females have the same ranking of frequency of use of channels, men are more likely than women to be consuming news on TV and websites, while women are using social media more than men for news consumption.

News Consumption
By Party

Chart: News consumption channels by party (Dem, Repub, Indeed/Unsure)

Channel	Dem	Repub	Indeed/Unsure
Traditional/Live TV	64%	65%	55%
Websites	62%	57%	54%
Social Media	52%	50%	56%
Email	23%	23%	23%
Podcasts	23%	20%	16%
Printed News Outlets	19%	12%	12%

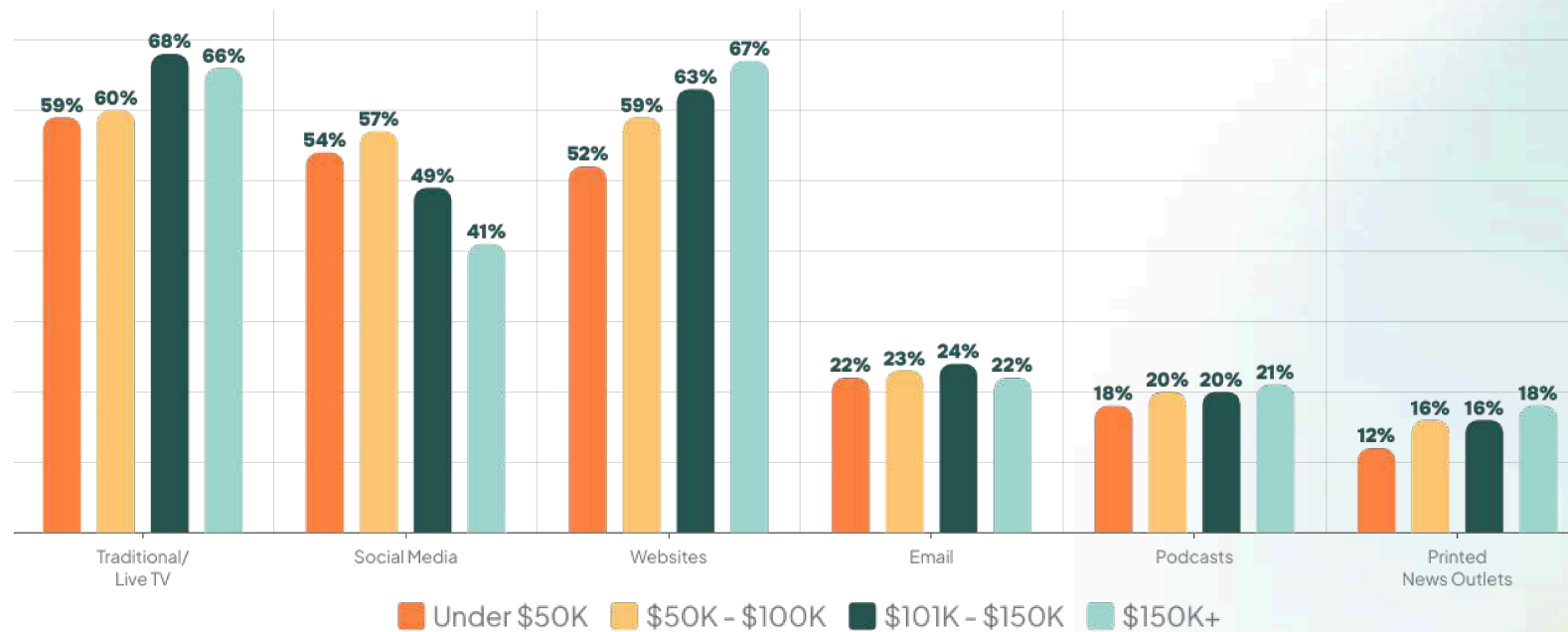Legend: Dem, Repub, Indeed/Unsure

Question

What channels are most often consumed, by party?

Conclusion

Swing voters (Independents or unsure of how they will vote in the 2024 election) watch less TV for their news consumption than Democrats and Republicans, and are more inclined to be using social media.

News Consumption

By Household Income

Traditional/Live TV: 59% 60% 68% 66%
Social Media: 54% 57% 49% 41%
Websites: 52% 59% 63% 67%
Email: 22% 23% 24% 22%
Podcasts: 18% 20% 20% 21%
Printed News Outlets: 12% 16% 16% 18%

Legend: Under $50K | $50K - $100K | $101K - $150K | $150K+

Question

What channels are most often consumed, by household income?

Conclusion

Higher income households are significantly less likely to consume news on social media and more likely to use websites, live TV, and printed news media than lower-income households.

What Do People Watch?

What Do People Watch?

Chart data (percentages):
- Fox — 35%
- ABC — 35%
- NBC — 35%
- CNN — 32%
- CBS — 31%
- MSNBC — 13%
- NPR — 11%
- NEWSMAX — 6%
- NewsNation — 5%
- Other — 20%

Legend: Fox, ABC, NBC, CNN, CBS, MSNBC, NPR, NEWSMAX, NewsNation, Other
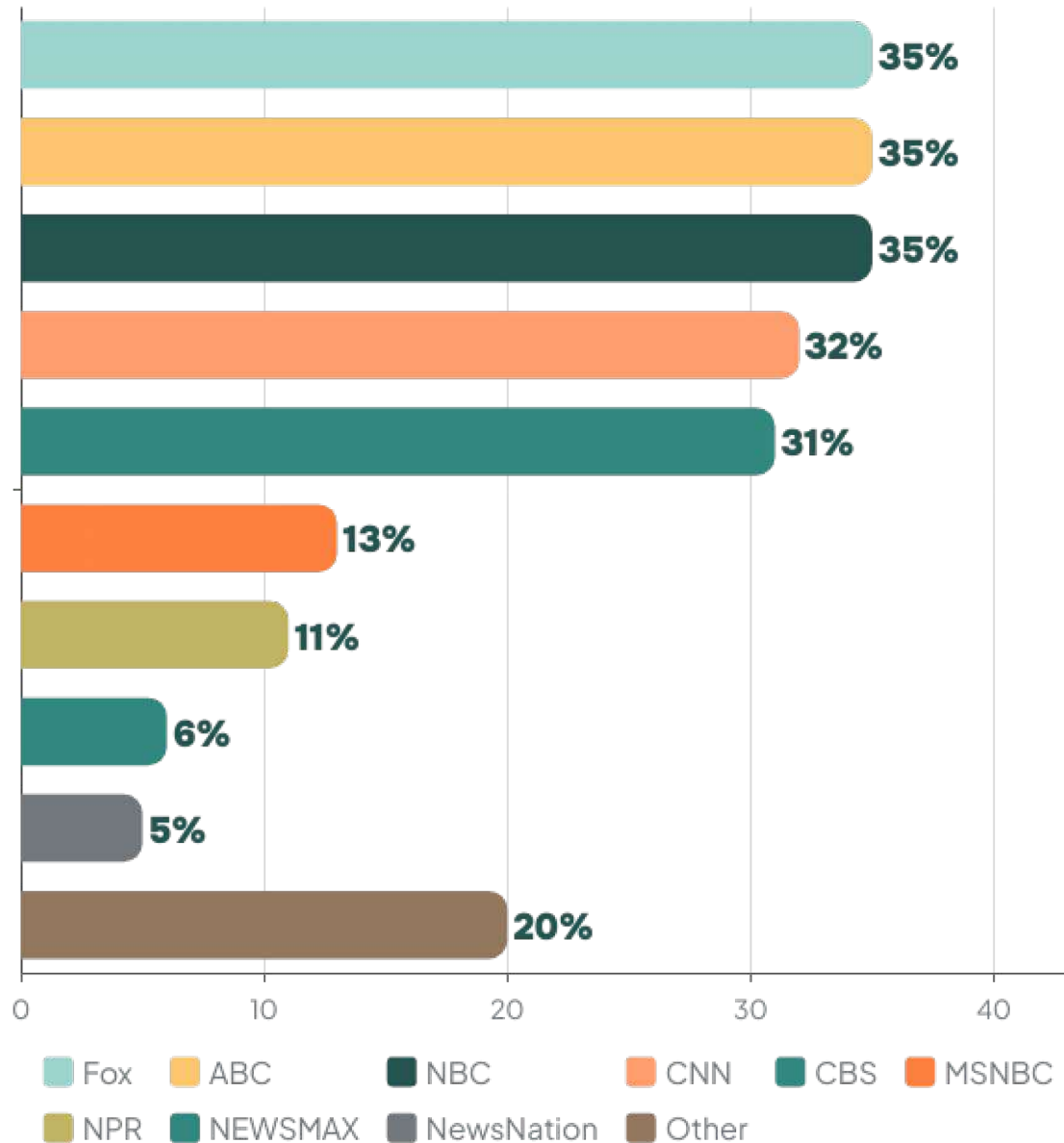
Conclusion

Not surprisingly, **Fox**, **ABC**, and **NBC** are the most frequently relied-on news networks according to all consumers surveyed, closely followed by CNN and CBS. Each of these is relied on heavily by about one-third of consumers.

Key Findings

A staggering portion of Gen Z conservatives (70%) report that they rely on Fox for news. This is significantly more than any other generation of conservatives AND significantly more than their Gen Z liberal peers who rely on CNN.

Are conservatives more predictable when it comes to news consumption? When segmented by things like annual household income, conservative preferences remain similar across segments while we see significant variations in liberal and independent households.

What Do People Watch?

By Political Party

**Conservative** ■ **Liberal** ■ **Neither** ■
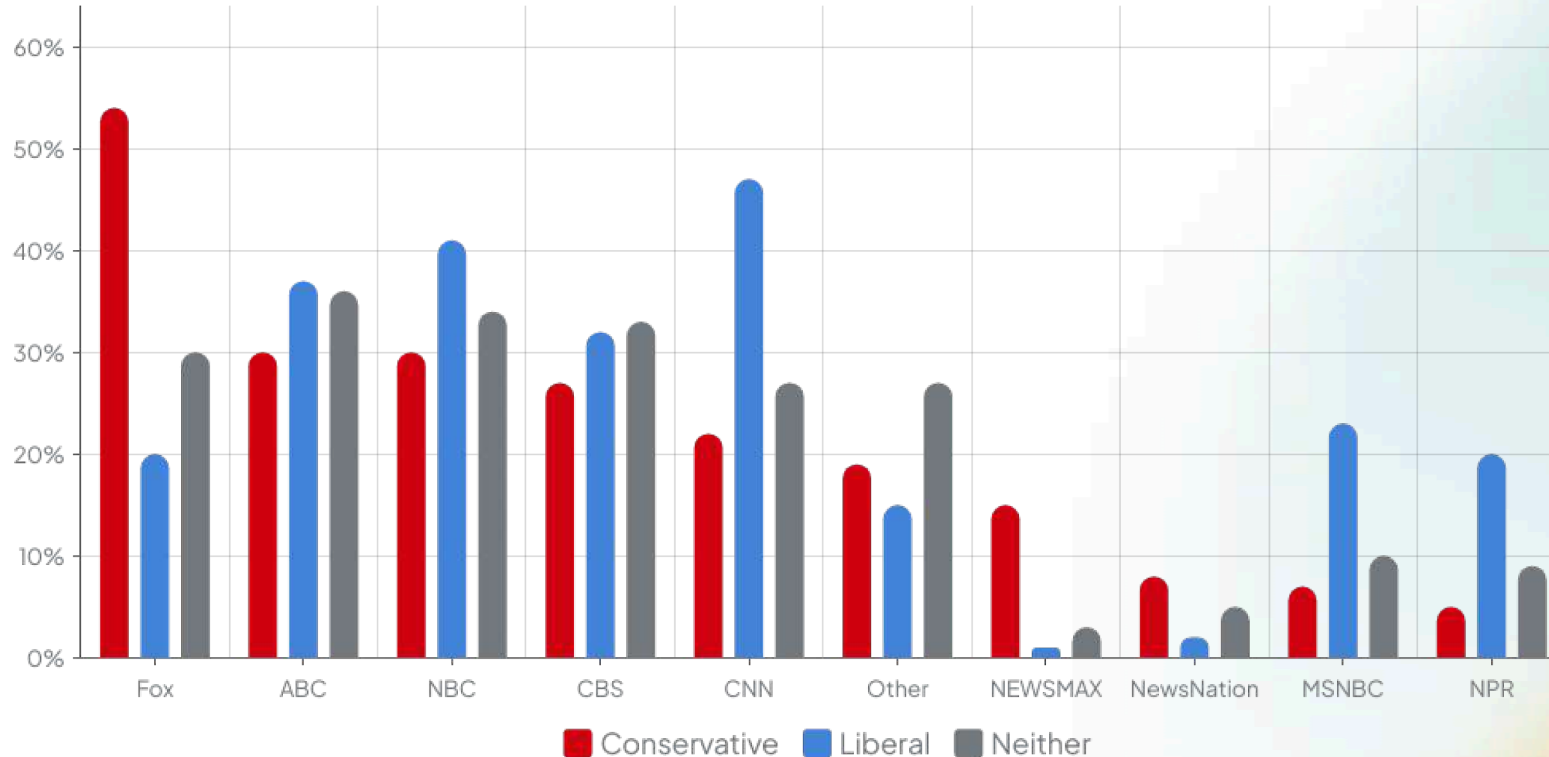
Question

What networks are most relied on, by political party?

Conclusion

Fox is (not surprisingly) favored heavily by conservatives (at 54%), while CNN (again, no surprise) is favored more by liberals (at 47%). Liberals also lean heavily on NBC for their news (41%). Interestingly, those who don't identify as a conservative or a liberal (potentially swing voters) have a relatively even spread of news networks that they rely on.

What Do People Watch?
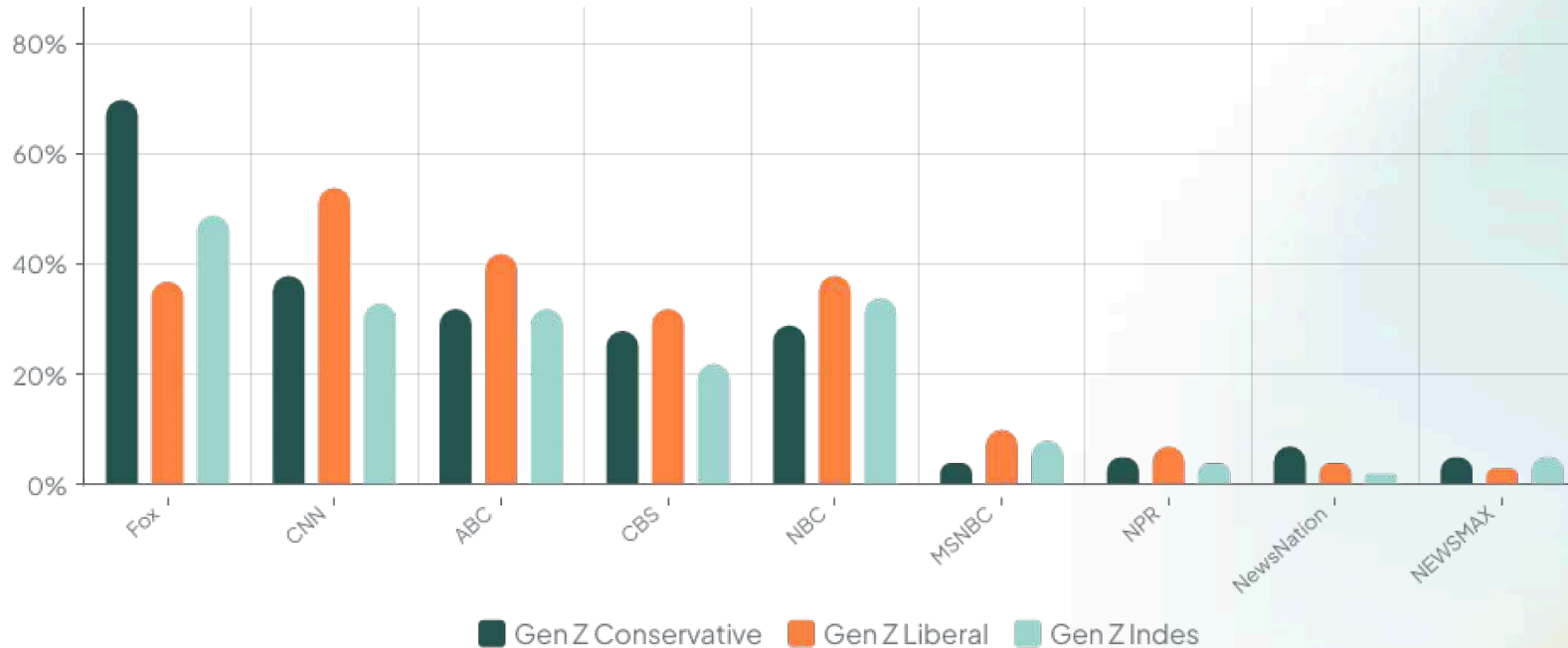## By Generation
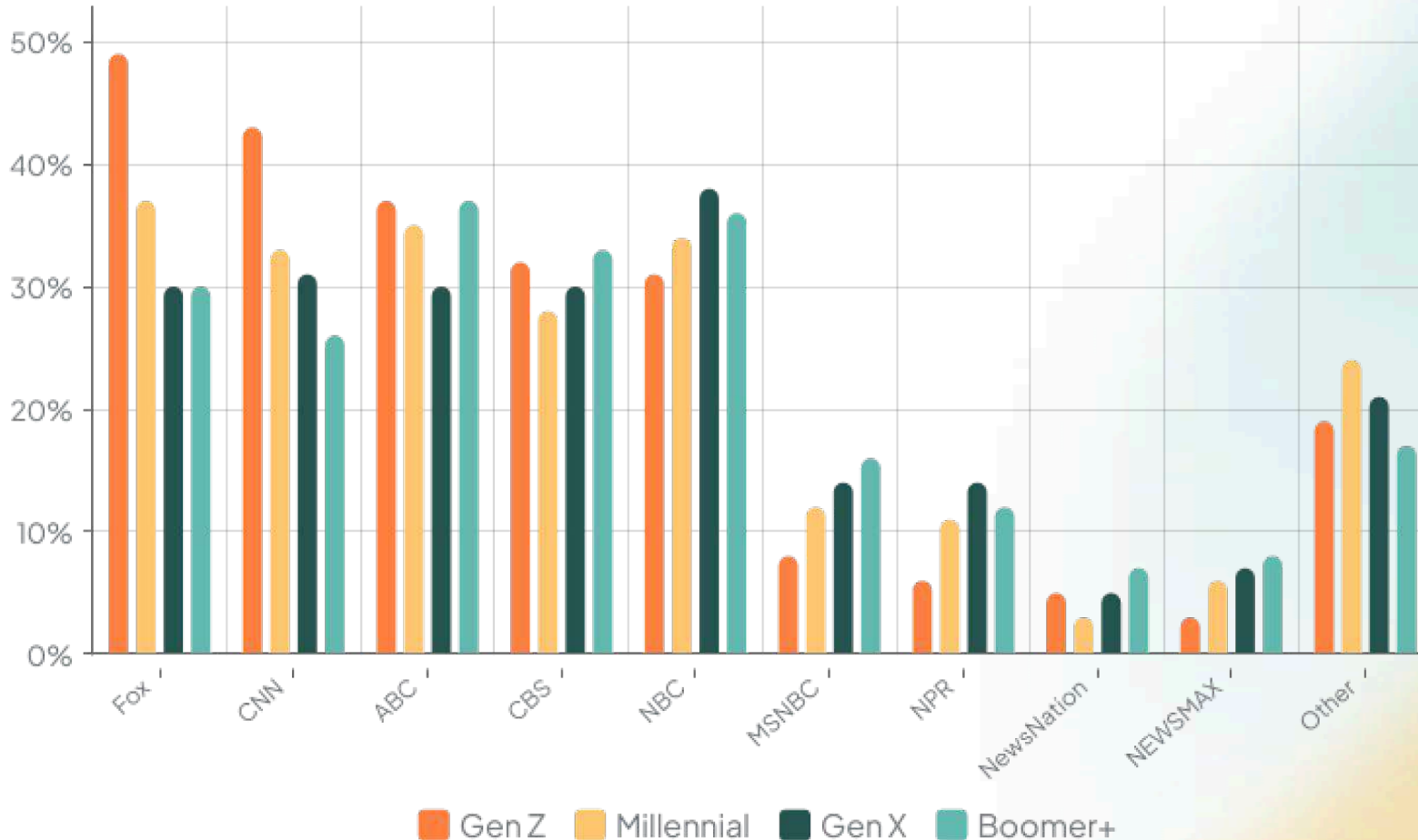
Question

What networks most relied on, by generation?

Conclusion

Boomers rely on ABC and NBC as their top news sources. Gen X has a strong affinity for NBC. Millennials and Gen Z are similar in that Fox news is the most relied-on news channel.

Legend: Gen Z, Millennial, Gen X, Boomer+

Categories: Fox, CNN, ABC, CBS, NBC, MSNBC, NPR, NewsNation, NEWSMAX, Other

What Do People Watch?

By Generation Among Gen Political Parties

Legend: Gen Z Conservative · Gen Z Liberal · Gen Z Indes

X-axis: Fox, CNN, ABC, CBS, NBC, MSNBC, NPR, NewsNation, NEWSMAX
Y-axis: 0%, 20%, 40%, 60%, 80%

Conclusion

Even though **45%** of the Gen Z cohort identify as Liberal and just 23% identify as Conservative, **50%** of Gen Z relies on Fox for their news. Maybe this is because **70%** of Gen Z conservatives rely on Fox, while just 54% of Gen Z Liberals rely on CNN.

Conservatives tend to behave similarly (watch the same news station) regardless of other variations apart from the generation you see above. They are significantly more likely to be tuning in by a wide margin to their preferred channel (Fox) compared to other segments. In liberal and independent households we see a number of variations in news station preference when comparing those with lower-income households vs higher-income households.

Shopping Habits
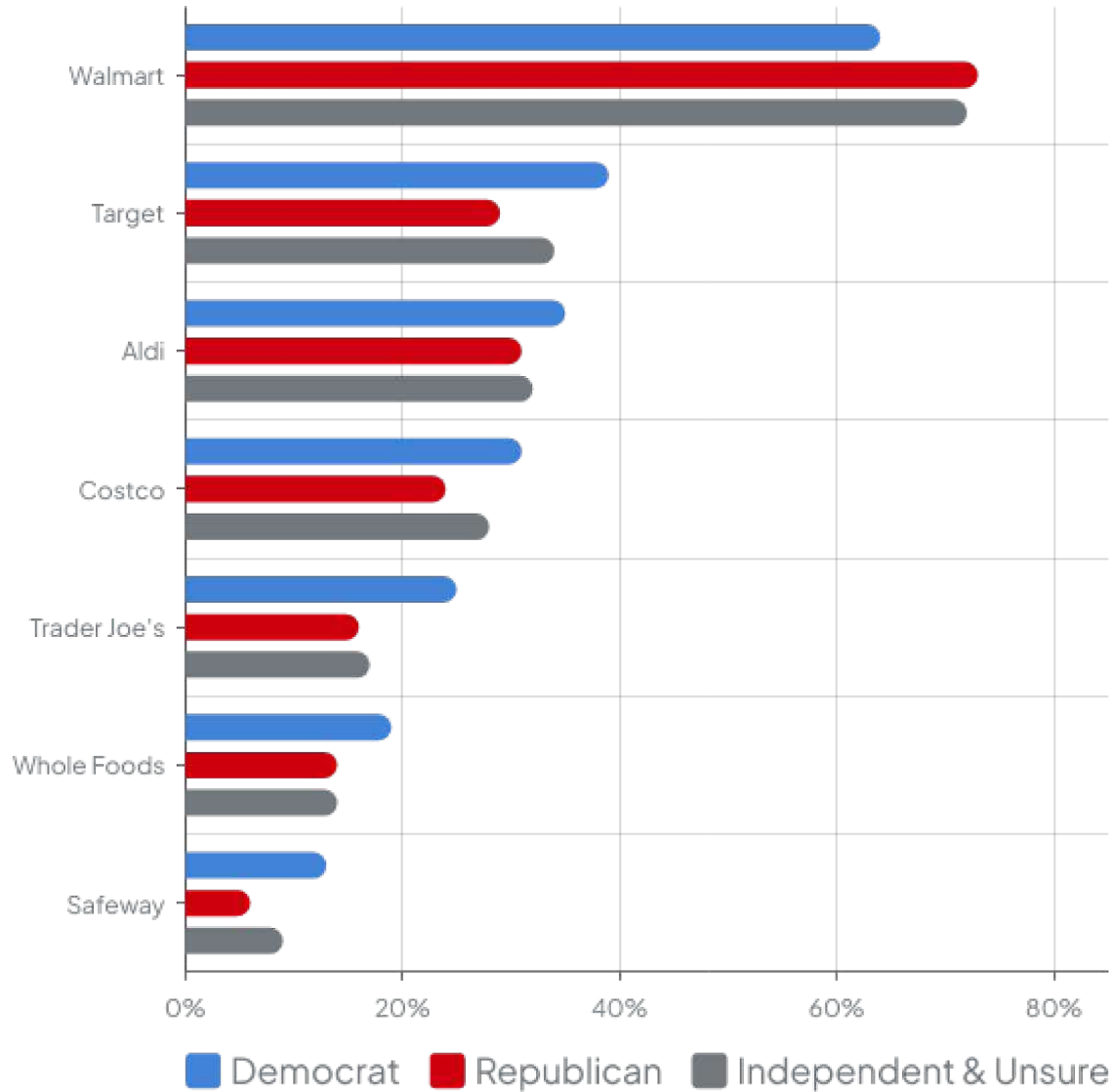
Question

What are grocery shopping preferences, by party?

Conclusion

Democrats are the least likely to be shopping at Walmart out of the three political categories, though Walmart is still their most commonly shopped store, followed by Target, Aldi, and Costco.

Democrats are the most likely to be shopping at Trader Joe's with 25% reporting regularly shopping for groceries there compared to 16% of Republicans and 17% of independents. Democrats are actually the most likely to be shopping at all of the listed grocery stores with Walmart being the only exception.
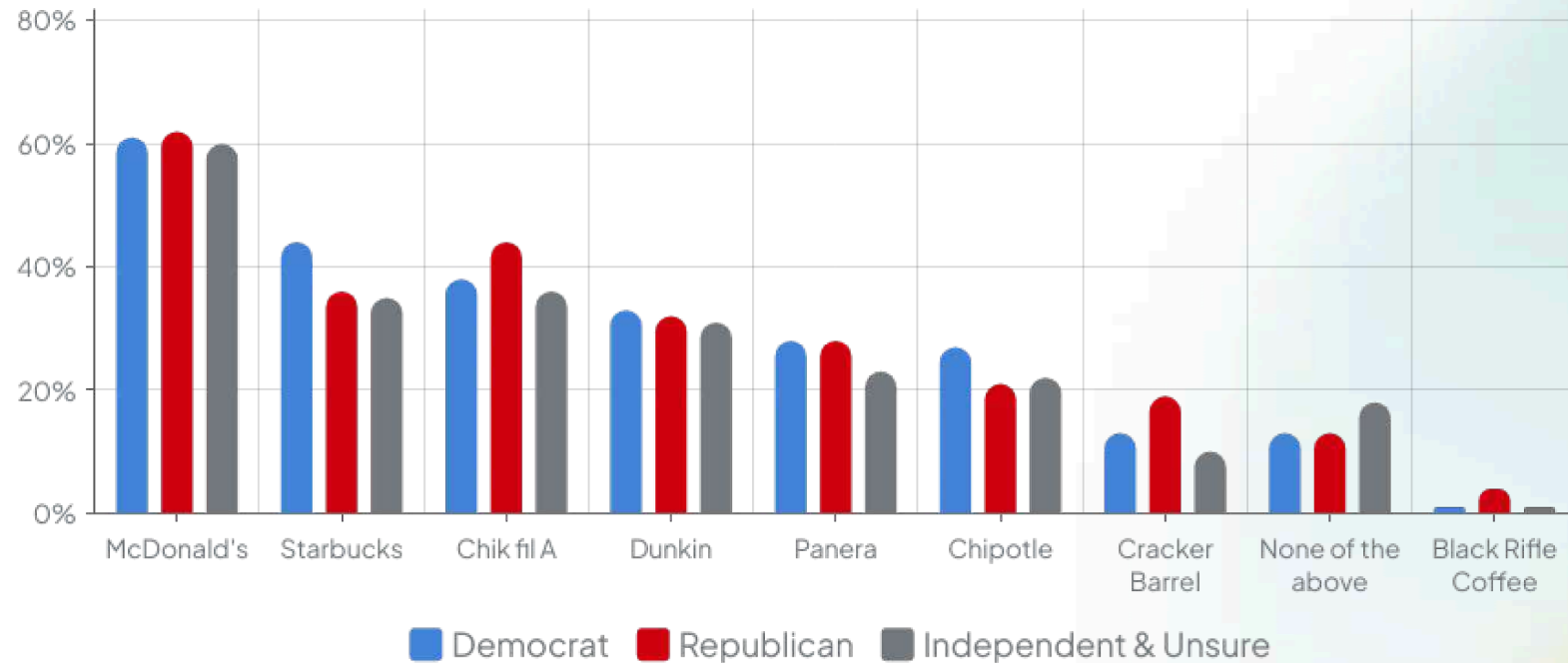
Republicans are the most likely to shop at Walmart and the least likely to shop at Target of the three cohorts.

Shopping Habits
Coffee/Dining

Legend: ■ Democrat ■ Republican ■ Independent & Unsure

Conclusion

Democrats, Republicans, Independents, and unsure voters are visiting McDonalds, Dunkin, and Panera at very similar frequencies.

Democrats are most likely to be frequenting Starbucks and Chipotle... more than any other cohort.
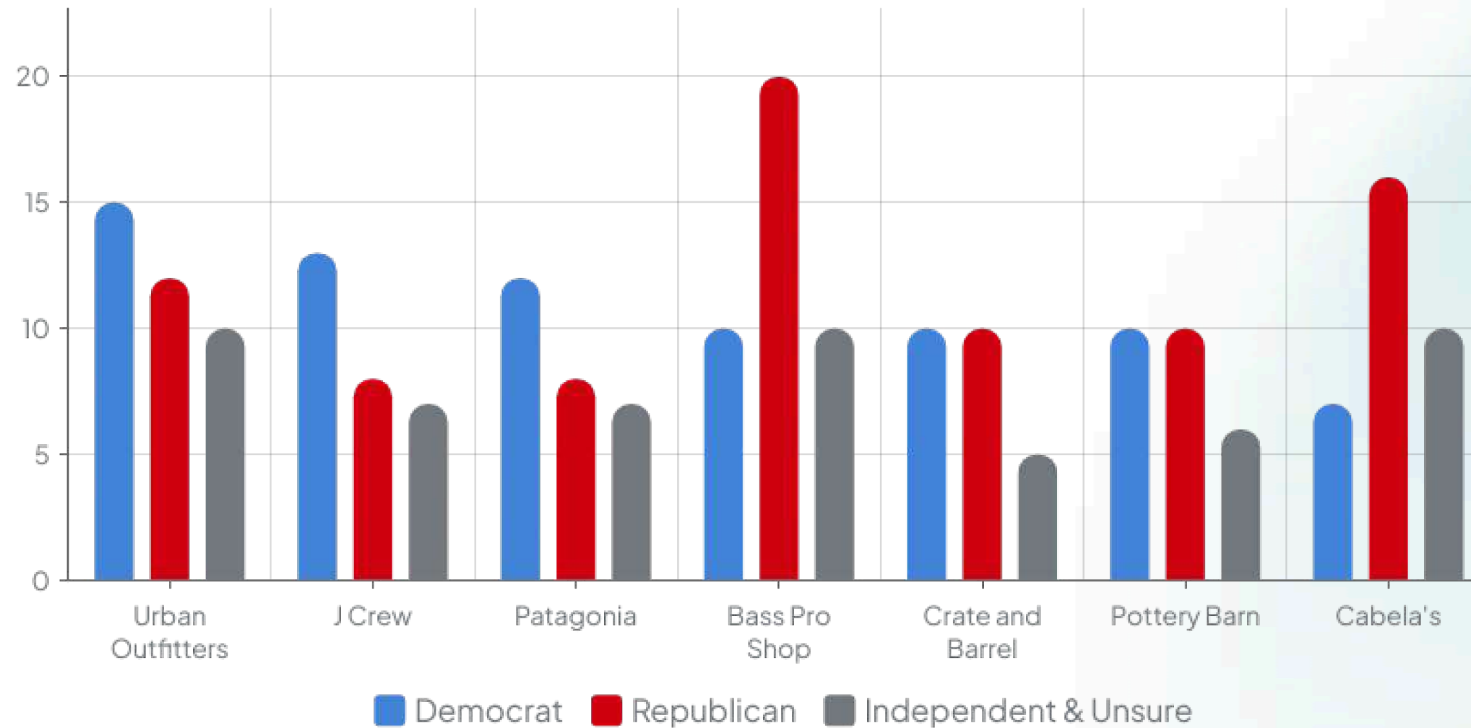
Republicans are more likely to be visiting Chick-fil-A, Black Rifle Coffee, and Cracker Barrel than other cohorts. Independents are most likely to report visiting none of the listed establishments (18%).

Shopping Habits
Clothing/Home goods/Outdoor Shopping

Conclusion

Democrats are significantly more likely to frequent Urban Outfitters, J. Crew, and Patagonia than other cohorts.
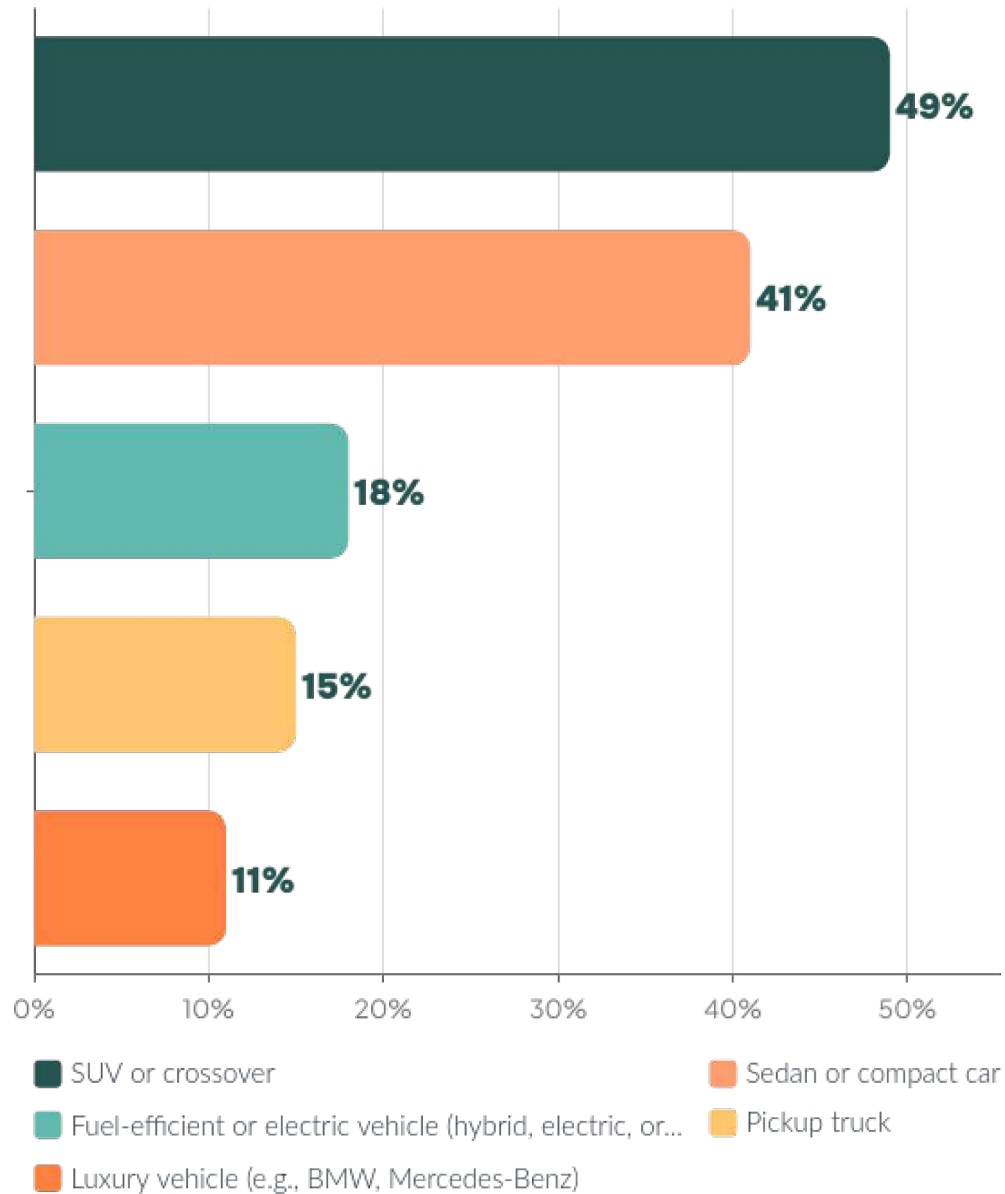
20% of Republicans frequent Bass Pro Shops, this is a significantly greater preference in comparison to both other brands shopped at as well as other cohorts shopping at these brands.

Independents spread their shopping out over brands but nearly three-quarters of this group say that they don't frequent any of the brands listed. They are significantly less likely than Democrats and Republicans to shop at Crate and Barrel and Pottery Barn (the only two home goods stores listed)... this could be because this is a younger cohort that may not own homes yet, or have the disposable income to furnish from these brands.

Vehicle Preferences

Vehicle Preferences

49%

41%

18%

15%

11%

0%   10%   20%   30%   40%   50%

- SUV or crossover
- Fuel-efficient or electric vehicle (hybrid, electric, or...
- Luxury vehicle (e.g., BMW, Mercedes-Benz)
- Sedan or compact car
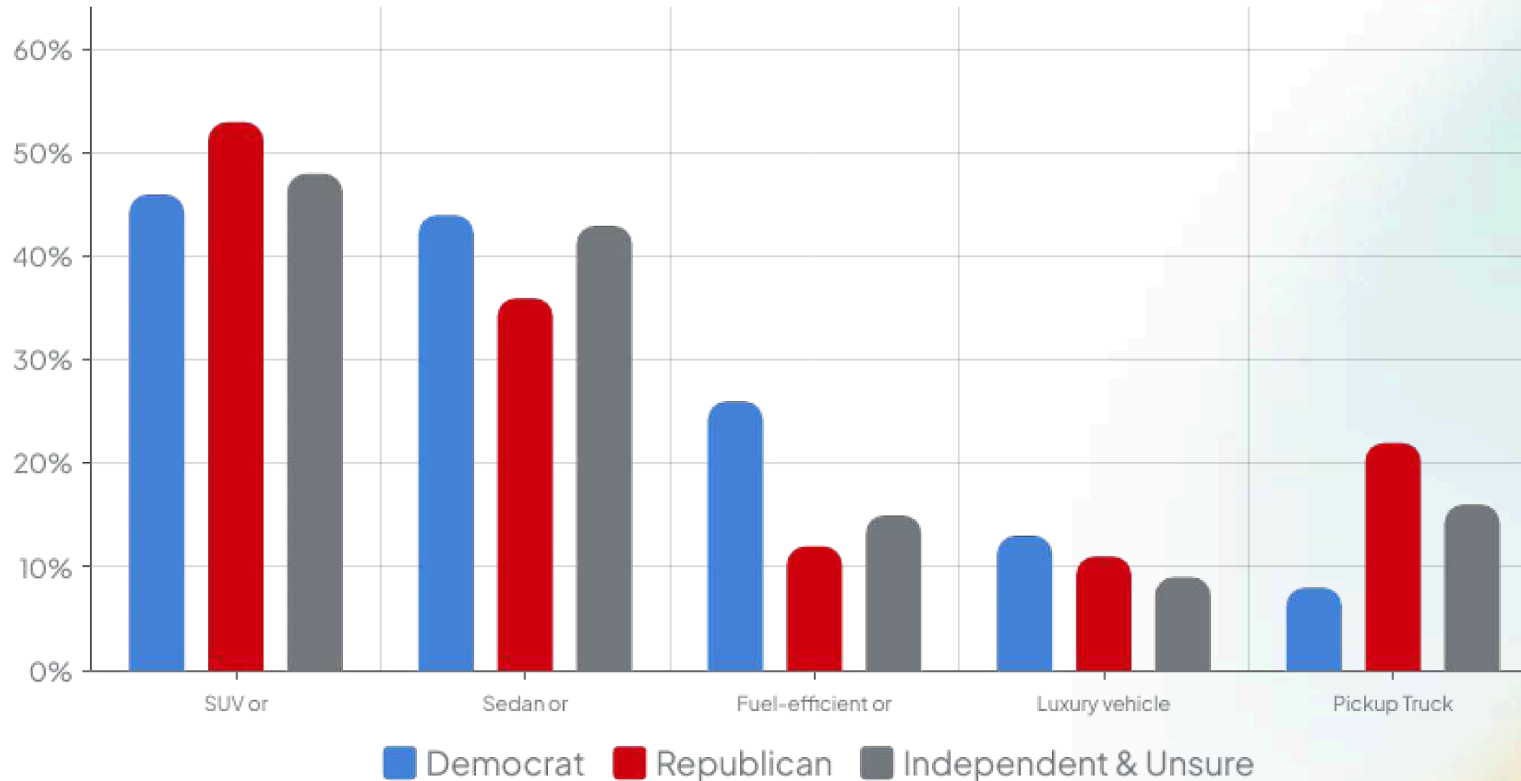- Pickup truck

Question

Which of the following best describes your vehicle preferences?

Conclusion

Overall, SUVs are the most popular vehicle preferred by consumers surveyed. Sedans or compact cars are second on this list. These are the top two preferences by a wide margin.

23

Vehicle Preferences
By Political Party

Conclusion

Republicans prefer pickup trucks significantly more than democrats and independents (they are nearly 3x more likely than democrats to prefer pickup trucks). Republicans are most likely to prefer SUVs or crossovers compared to democrats and independents by smaller margins.

Democrats are the most likely cohort to prefer fuel efficient vehicles. Over 2x more likely than republicans. They are also more likely than other cohorts to prefer luxury vehicles.

Independents are distributed somewhat evenly between SUVs and sedans, and between fuel efficient vehicles and pickup trucks.

Vehicle Preferences
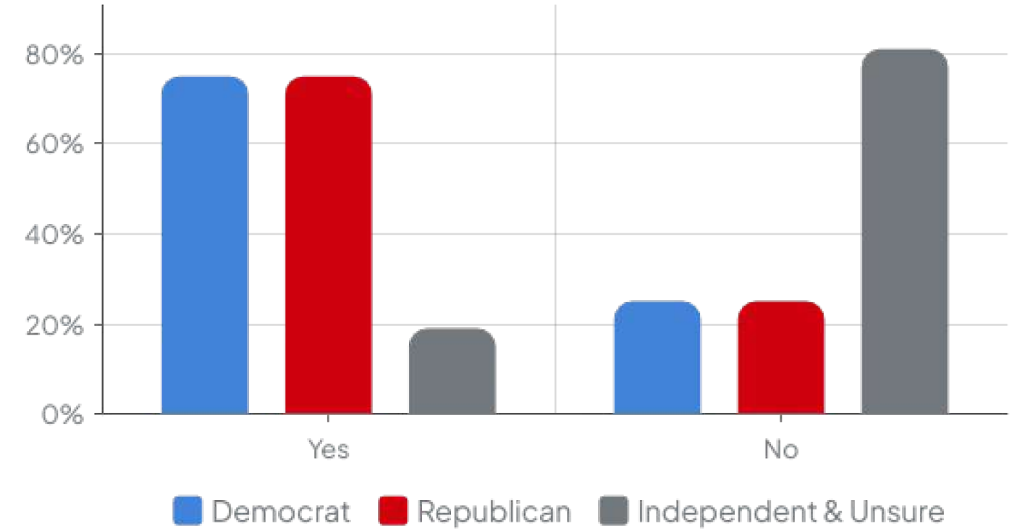
Voting Behaviors
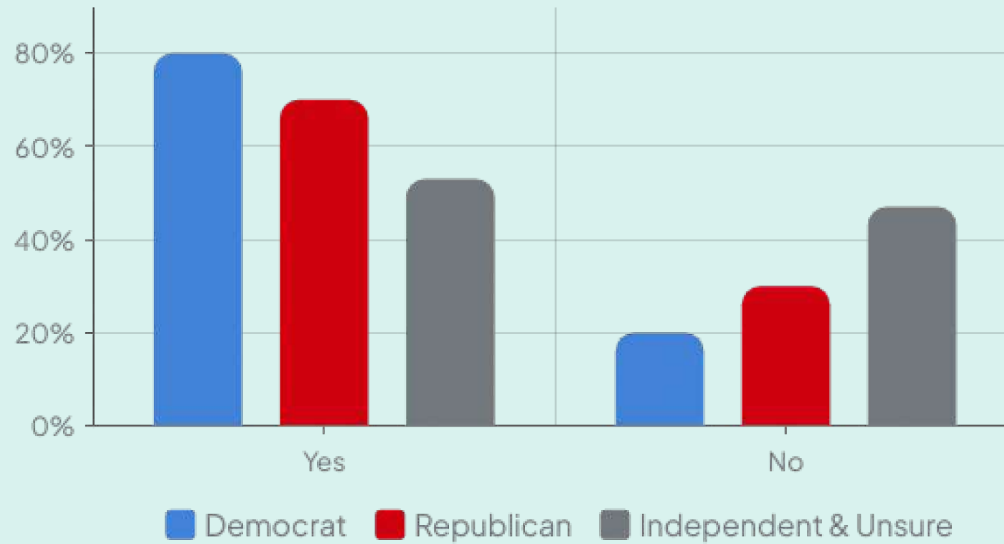
Question

Do you plan to vote early for the 2024 election, either by mail or in person?

Conclusion

Democrats are the earliest voters by a wide margin with 80% who report that they will be voting early in the upcoming election. Independents and swing voters are the least likely to be voting early (53%).


Question

Do you know who you will vote for in the 2024 election?

Conclusion

Democrats and Republicans are equally as certain about who they will be voting for in the 2024 election. 75% of each group report that they know who they will be voting for. Conversely, less than one in five independents/swing voters knew who they will be voting for at the time of this survey.

Now What To Do With All Of This?

Using all of this data that Stirista has already, in relation to the behaviors we surveyed our respondents about, we have created **voting profiles** for each segment. After all, the political marketer with the most accurate data gets an edge, right?

Republican Profile

Independent Swing Profile
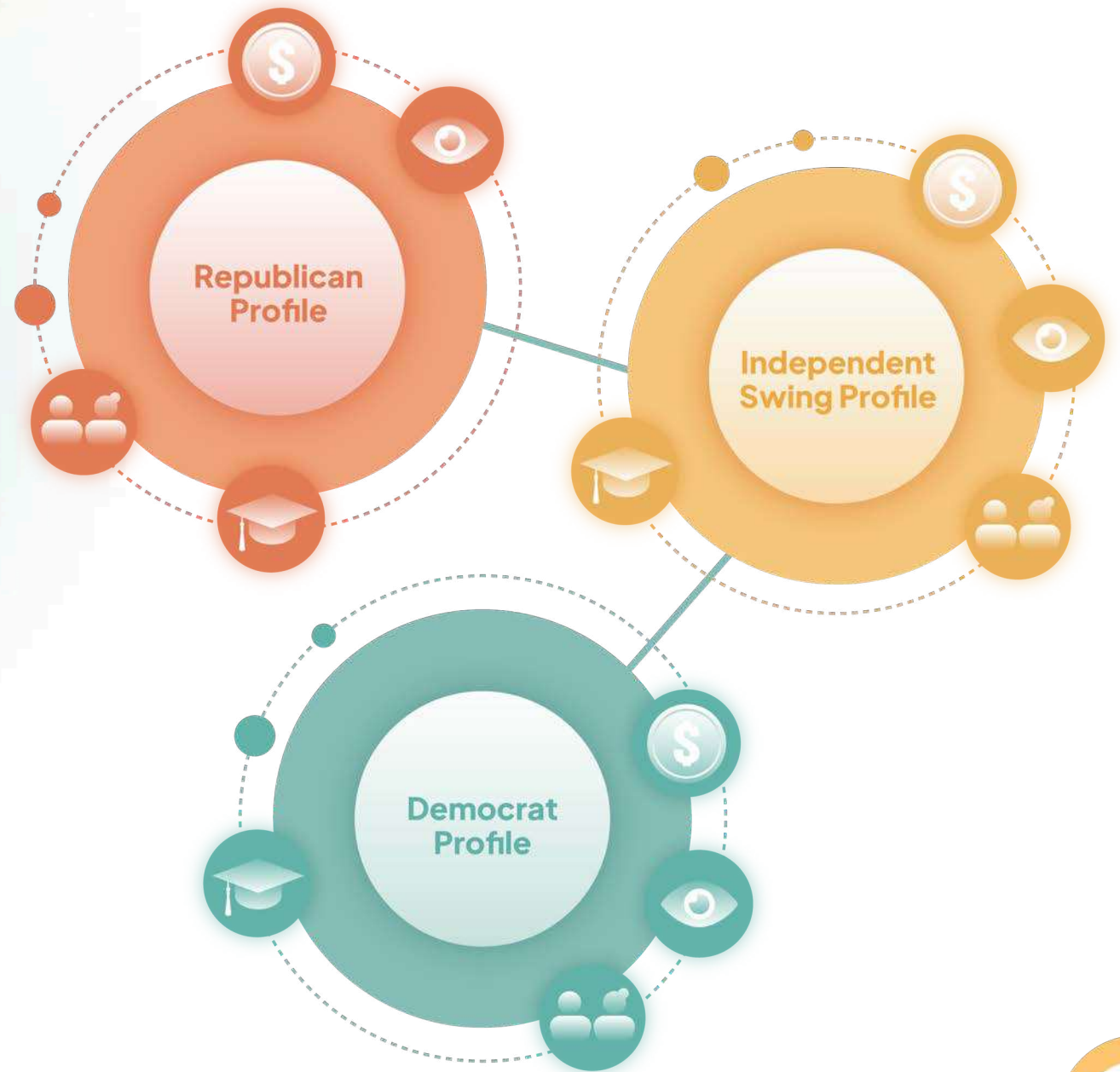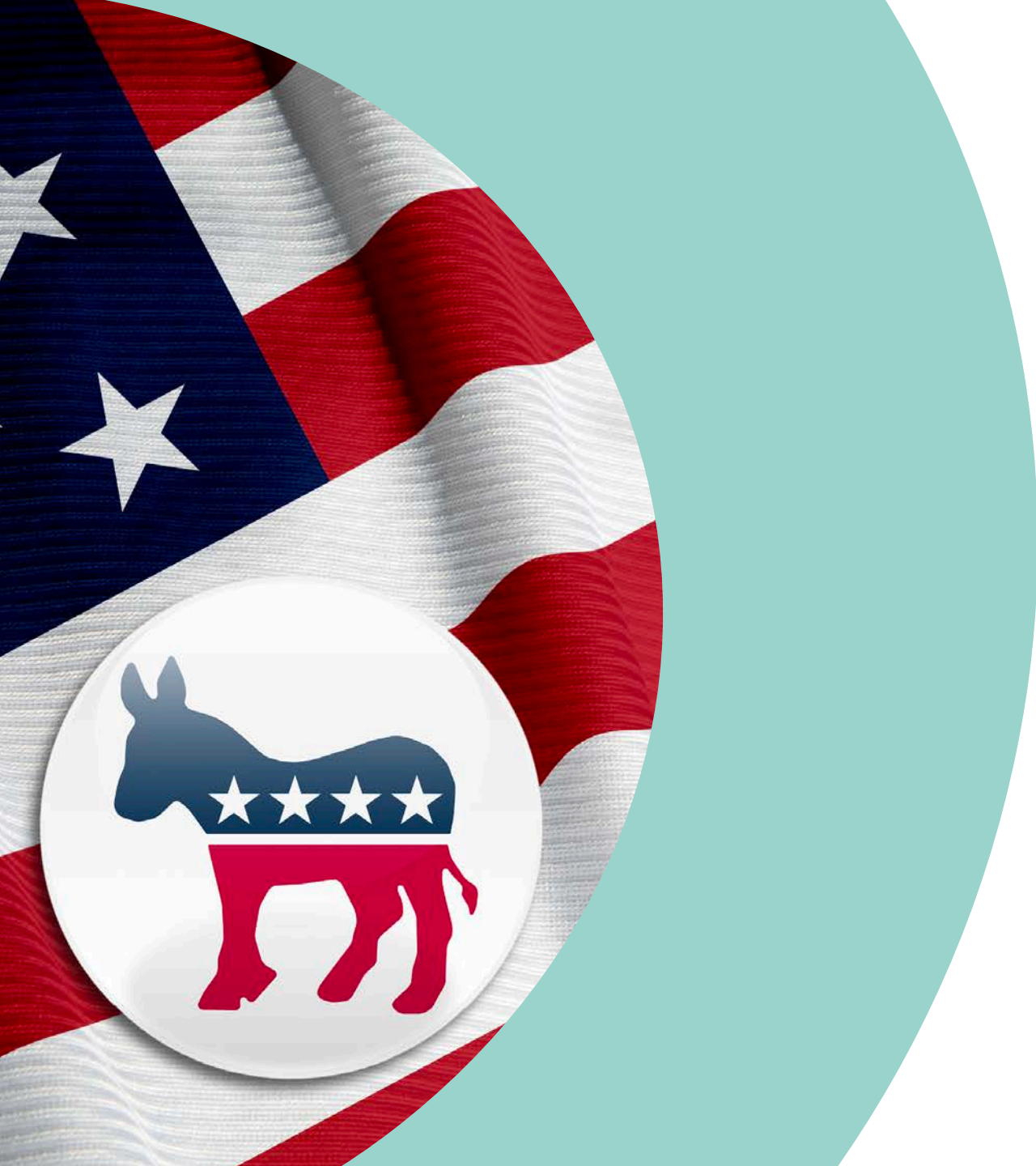
Democrat Profile

Democrat Profile

- Democrats tend to spread their **shopping** and **media** preferences out over a number of different brands–suggesting less brand loyalty.

- Democrats have a greater tendency to agree that media/celebrities/influencers impact their shopping preferences/habits as well as their voting decisions… and that they make purchase decisions based on perceived alignment with political views

- Interestingly, Republicans are actually more likely than Democrats to shop small/local.

Consumers Who Report That They Would be Voting Democrat In The Fall

42%

are millennial and Gen Z

61%

are women, 38% are men, and 1% non-binary

52%

hold a bachelor's degree or higher. The most educated cohort out of the three groups.

47%

are most likely to be consuming their news via CNN, NBC (43%) and ABC (39%).

30%

of this group is most likely to be living in urban areas, with another 53% living in suburban areas. Only 13% live in rural areas.

72%

of Democrats identify as liberal, another 20% identify with neither conservative or liberal (independent). Just 8% say they identify as conservative.

27%

are in households with annual incomes above $100K/year (this is about the same as Republicans. Independents represent more lower income households)

Shopping

Democrats Are Most Likely

to admit that their purchase decisions align with their political views with 72% saying that their purchase and media decisions align with their political views either somewhat or to a great extent. Compare this to 62% of Republicans and just 50% of Independents with the same sentiment.

Over Three-Quarters

(76%) of Democrats feel that purchasing from organizations that actively support causes that they support is important.
This is significantly higher than the other cohorts, with 55% of Republicans saying this is important and 58% of Independents.

Democrats Are Slightly LESS Likely

than Republicans to be purchasing products from small, local businesses. (44% say they somewhat or very frequently shop at local businesses compared to 46% of Republicans)

Impact of Influencers

Democrats Feel The Strongest

that celebrities and influencers DO have an impact on their purchasing decisions. (29% say that influencers have some or significant impact on their purchase decisions compared to 22% or Republicans and 22% of Independents/Swing voters)

Democrats Are Also More Likely

to say that celebrities and influencers DO have an impact on their voting decisions. (23% say that influencers have some or significant impact on their voting decisions vs 15% of both Republican and Independent cohorts).

Democrats Engage With

Jon Stewart (17%), Rachel Maddow (13%), and Bill Maher (11%) are the most common media personalities. But 63% of Democrats reported that they don't consume or engage with content from any of the media personalities listed. This is a larger portion than Republicans who say they don't engage with any of the listed personalities (55%).

Republican Profile

- Overall, Republicans report being less impacted by politics and activism when making purchase and media decisions, compared to Democrats.

- The vast majority of Republicans say that influencers and celebrities have little to no impact on their purchase decisions (78%) and voting decision (85%) … yet Republicans are heavily invested in one specific news channel (Fox News) and more likely than any other cohort to be engaging with content from the media personalities listed, and 62% of Republicans say that their purchase decisions align with their political views.

- Republican preferences are strong when it comes to shopping habits/brand loyalty. We see a strong affinity for particular brands over others.

Consumers Who Report That They Would be Voting **Republican** In The Fall

62%
are Gen X and Boomers, the oldest out of the three cohorts.

57%
are women, 43% are men, the most male dominated cohort.

28%
of group is the most likely cohort to be living in rural areas, and the least likely to be living in urban areas (19%).

40%
hold a bachelor's degree or higher.

78%
of Republicans identify as conservative, only 7% identify as liberal.

57%
of Republicans rely on Fox for their news and the next most common news channel for this group is ABC at just 30%).

28%
are in households with annual incomes above $100K/year (this is about the same as Democrats. Independents represent more lower income households)

Shopping

Republicans Are Making Purchases

from small, local businesses the most frequently of all three cohorts. (46%)

Over Half Of Republicans

(55%) feel that purchasing from organizations that actively support causes that they support is important. This is significantly lower than Democrats (76%) and about the same as independents (58%).

Republicans Say

That 62% of their purchase and media decisions align with their political views either somewhat or to a great extent. Compare this to 72% of Republicans and just 50% of Independents with the same sentiment.

Impact of Influencers

Republicans Feel

that only 22% of celebrities and influencers have an impact on their purchasing decisions, leaving 78% saying that influencers have little to no impact on their purchase decisions (the highest of any cohort).

Even Fewer Republicans

(15%) say that celebrities and influencers have an impact on their voting decisions.

Republicans Engage With

Tucker Carlson (25%), Candace Owens (17%), Laura Ingraham (12%) and Bill O'Reilly (10%) are the most common media personalities. 55% of Democrats reported that they don't consume or engage with content from any of the media personalities listed, compared to 63% of democrats and 79% of independents

Independent/ Swing Profile

- Our survey showed us that many aspects of the Independent or swing voter profile align closely with Republican opinions. But only 22% identify as conservative (21% identify as liberal and another 57% don't identify with either).

Consumers Who Report That They Would be Voting Independent or are Unsure In The Fall

- Independents/swing voters are the youngest group of any cohort with 49% landing in the millennial or Gen Z generations.

- About half of this group is living in suburban areas with the other half split evenly between urban and rural areas.

- This group has a very even spread of reliance across major news outlets. NBC (36%), ABC (34%), CBS (33%), and Fox (31%) top their list.

21% are in households with annual incomes above $100K/year. Independents represent lower income households than republicans and democrats, With 43% from households bringing in less than $50k/year.

62% are women, 38% are men

36% hold a bachelor's degree or higher. This is slightly lower than Republicans and significantly lower than Democrats.

22% identify as conservative, 21% identify as liberal and another 57% don't identify with either.

Shopping

This Group is The Least Likely

to be making purchases from small, local businesses the most frequently of all three cohorts (40%). Nearly one in five (18%) say they rarely or never do.

Independents Are More Likely

than Republicans to feel that purchasing from organizations that actively support causes that they support is important (58% vs 55%) This is significantly lower than Democrats (76%).

Half of Independents/Swing Voters

say that their purchase and media decisions align with their political views either somewhat or to a great extent. This is the lowest of the three cohorts.

Impact of Influencers

Independents Feel

23% of celebrities and influencers have an impact on their purchasing decisions.

Even Fewer Independents

(15%) say that celebrities and influencers have an impact on their voting decisions.

Significantly Fewer Independents/Swing

voters are engaging with content from media personalities. Overall, 8 in 10 independents report not engaging with any of the personalities listed. Their top four are mostly aligned with conservative views, however: Candace Owens (7%), Bill Maher (6%), Jon Stewart (6%) and Tucker Carlson (5%).

What All This Means For A Political Campaign

When it comes to political marketing, both parties will typically tap data companies to create a database of voter profiles, with millions of data points and modeling capabilities to predict how consumers will stand on certain issues and their feelings on candidates.

Polls themselves can't see the total picture, but when you watch where people spend their money, get their news, what celebrities they follow, etc., you can start to predict how they'll vote. This is especially important when it comes to swing voters. **Consider the following profiles:**

01

Sofia, age 30

from the Southeast, likes Chipotle, watches CNN and shops at Whole Foods. Based on what we know, we assume Sofia will likely be persuaded by Democratic talking points and candidates. This makes her a good individual to target if you're campaigning on behalf of a Democratic candidate–or alternatively, a good individual to adjust your creative or strategy for if you're campaigning for a Republican candidate.

02

Brian, age 40

Watches NBC, loves Chick-fil-A and Bass Pro Shops. Based on our data, we assume Brian will likely vote Republican or be persuaded in that direction–so he'll be best reached by ads featuring Republican candidates. Or again–adjusting strategy and talking points might be helpful if you choose to target Brian on behalf of a Democratic candidate.

03

Andre, age 50

big Jon Stewart fan, lives in a rural area, loves McDonalds and Black Rifle Coffee. Based on this data, we do not have enough information to target Andre. Our suggestion? Withhold investing dollars in targeting Andre, since we're not sure how persuadable he is on candidates from either party. Or–alternatively–adjust your strategy for reaching Andre. The same ads that could reach Sofia may not work on middle-ground Andre–so consider different creative and talking points.

Combining your poll data with audience characteristics and behaviors surrounding consumption and viewing habits can give you a better understanding of who your audience is, making it more accurate and defined.

Also, just simply knowing who is likely to vote early, or who has already voted, will save political advertisers valuable ad spend dollars during crunch time.

At Stirista, we have extensive data compilation capabilities, combining our social and political graphs with our consumer data and audience targeting abilities. With this data, we can help you determine which voters to target, as well as their potential levels of persuadability.

Poll Data

Behavioral

Audience Characteristics

Contact Us To Set Up Your Winning Political Campaign

stirista.com | info@stirista.com | 210-293-0029

stirista

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