

Understanding political attitudes by generation in 2024

Discover how key opinion leaders* and average Americans aged 18-64 are feeling ahead of the upcoming election. Explore insights on key topics including top concerns, trusted information sources, and media influence, and see how this varies by generation.

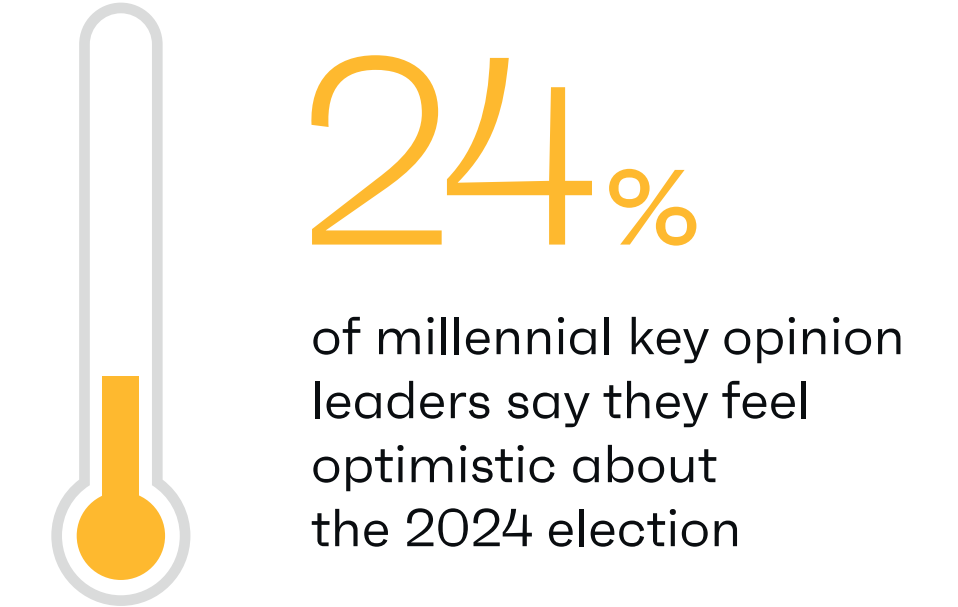
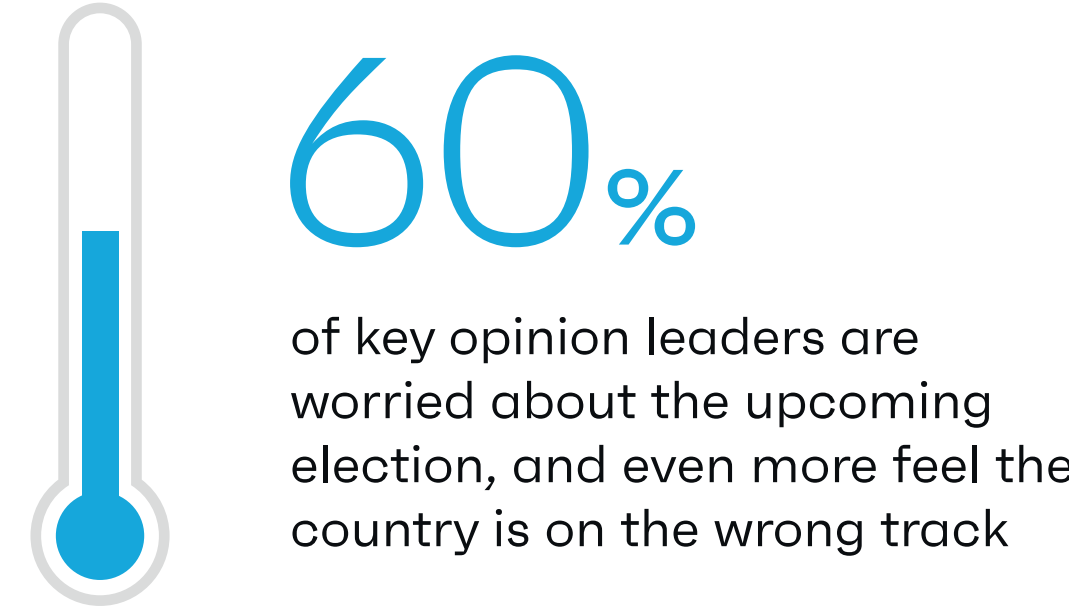
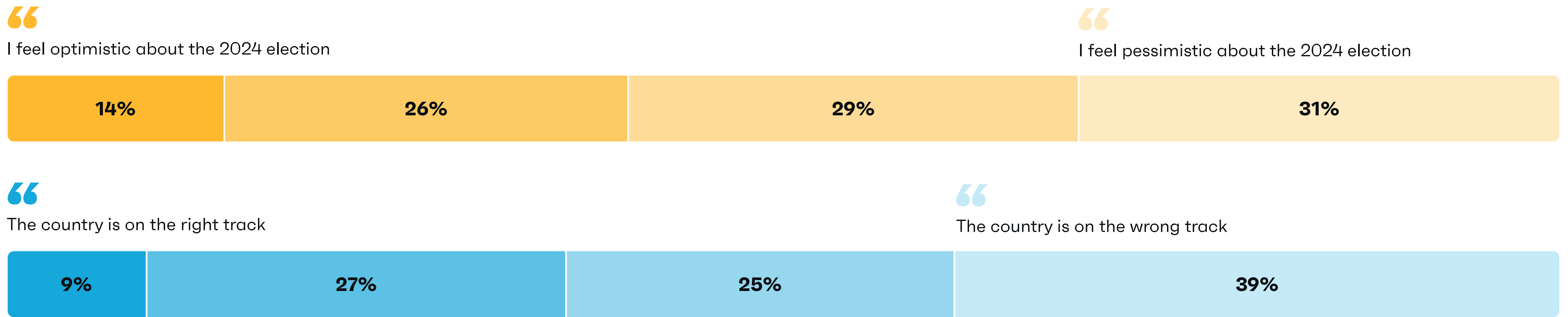


Taking a temperature check

Older consumers are feeling pessimistic about the upcoming election, and the overall state of the country, but there's optimism among millennials.

How do key opinion leaders feel about the upcoming election and the country overall?

% of key opinion leaders who say



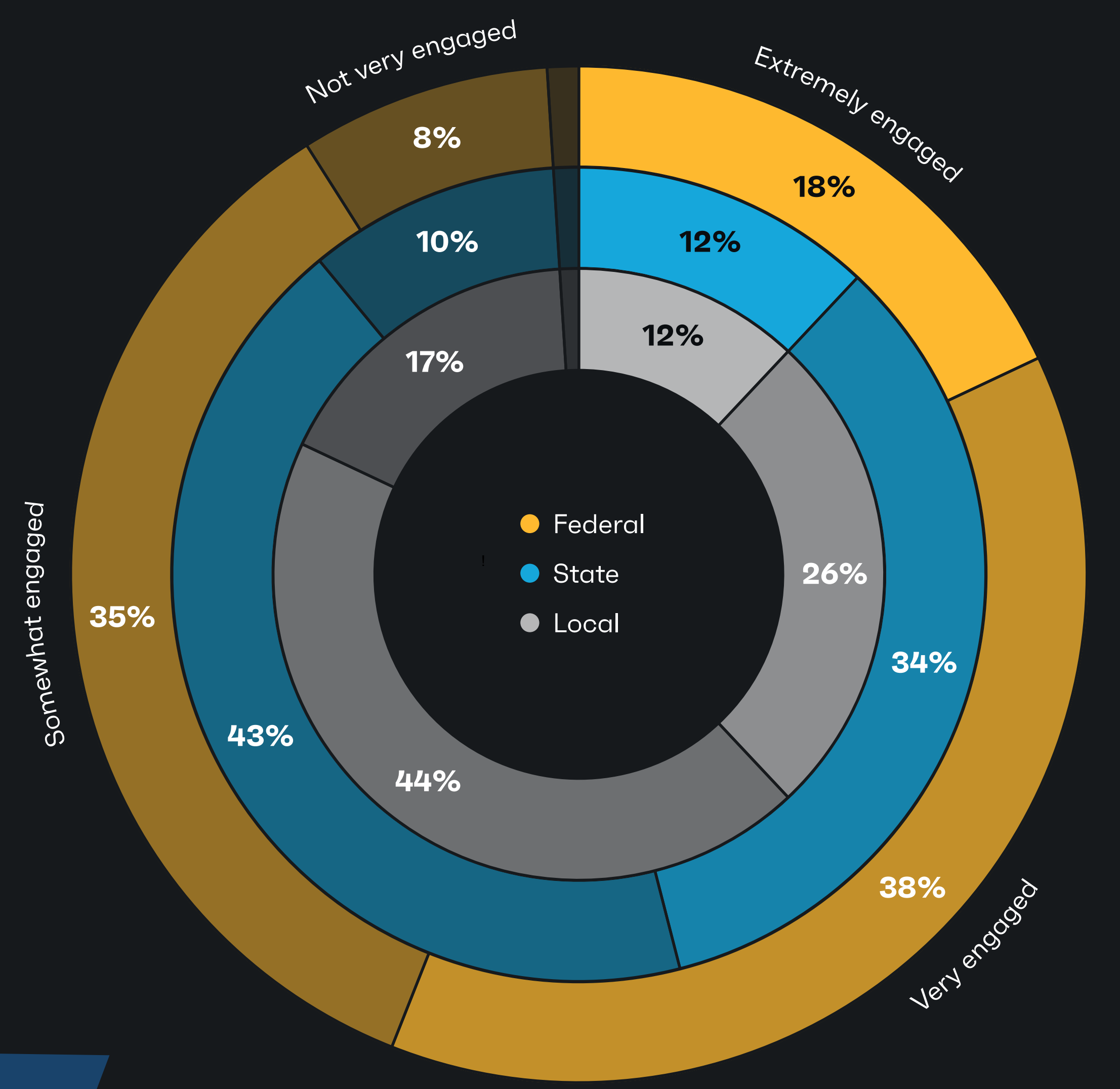
Local vs. national nuances

Key opinion leaders are invested in how the country is run at the highest level; they're much less engaged with local politics than at a federal level.



How engaged are key opinion leaders with politics and political issues at the federal, state and local levels?

% of key opinion leaders who are engaged with politics at the following levels

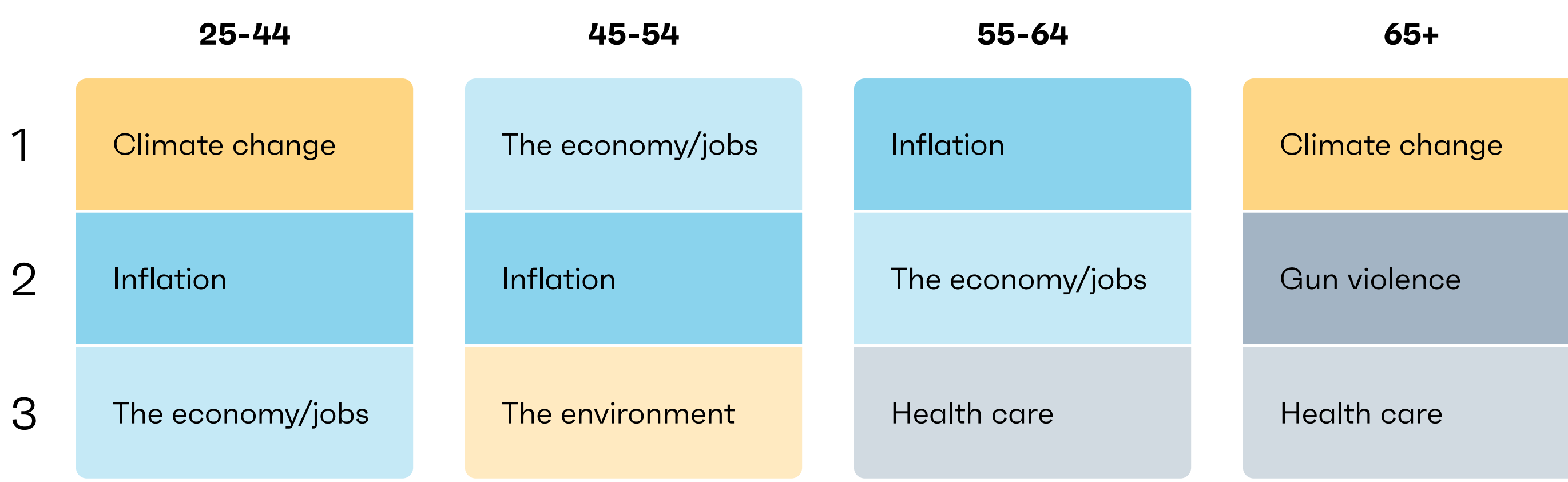


Zeroing in on the top issues by generation

Climate change and financial wellbeing are among the top concerns across all age groups. Health care stands out as a key concern for older audiences. Recent social issues have a more significant impact on the political views of Gen Z, compared to baby boomers.

What issues are key opinion leaders interested or concerned about?

% of key opinion leaders who say they're interested in or concerned about the following



Looking at an audience of Americans aged 18-64, 66% of Gen Z say recent US social issues have had a **moderate or dramatic impact** on their political views.



For the same audience, 36% of baby boomers say recent US social issues have had a **small or no impact** on their views.

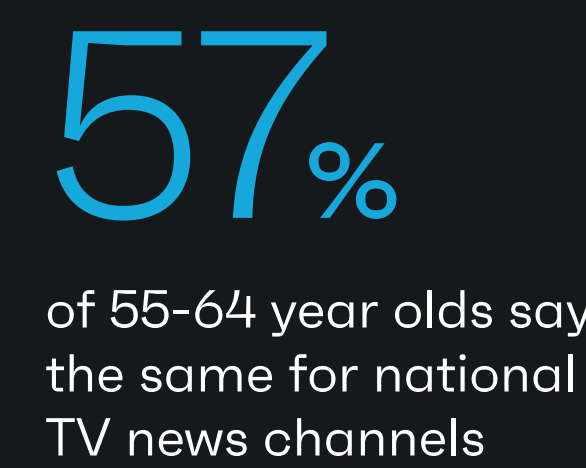
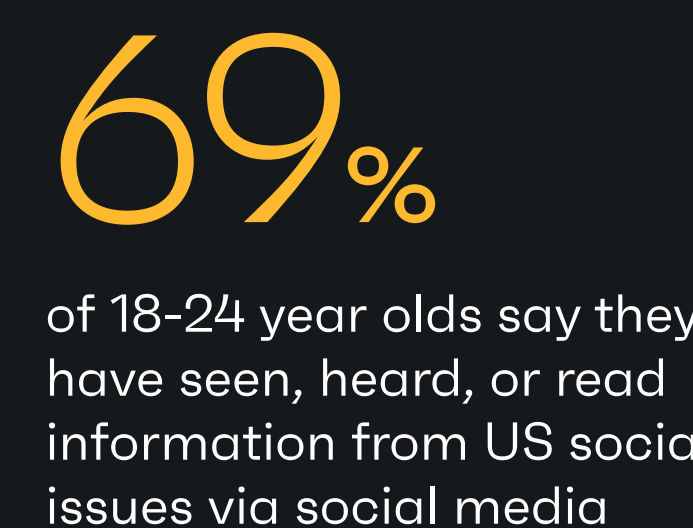
Uncovering the top news sources for political information

There's a strong age divide when it comes to where the average American sources their information on US social issues. Social media is the go-to for many, particularly younger audiences, while TV news (both local and national) is a key source for older Americans. Among key opinion leaders, just 19% say they use social media to get information about politics or social topics important to them, while 64% rely on major news networks.

Where do Americans see, hear, or read information on US social issues?

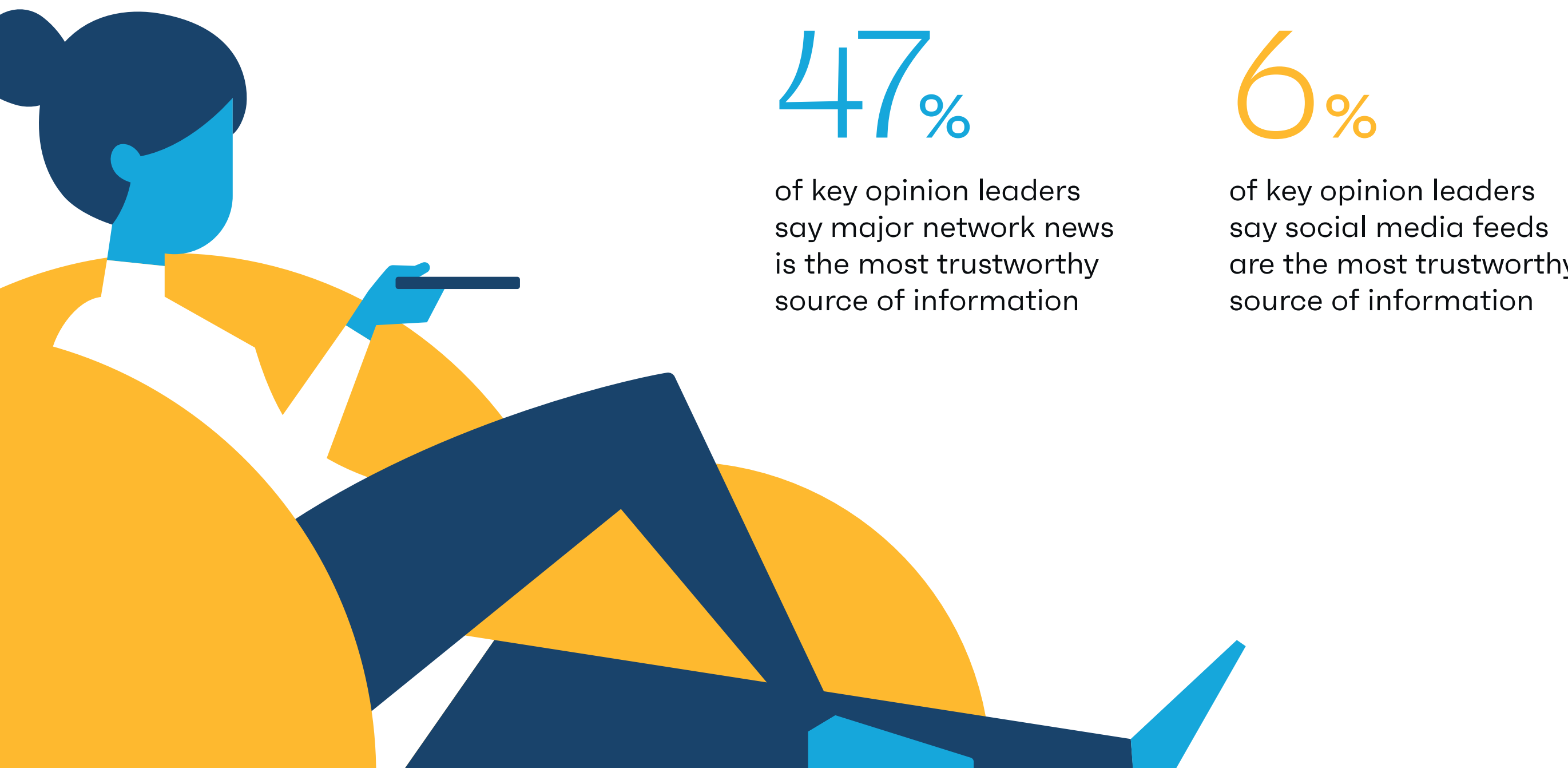
According to GWI Zeitgeist data on US internet users aged 18-64

	18-24	25-34	35-44	45-54	55-64
Social media	69%	60%	51%	39%	27%
Family/friends	43%	37%	34%	33%	33%
News websites	32%	38%	42%	44%	38%
TV news (national)	31%	36%	41%	54%	57%
TV news (local)	29%	39%	42%	51%	56%



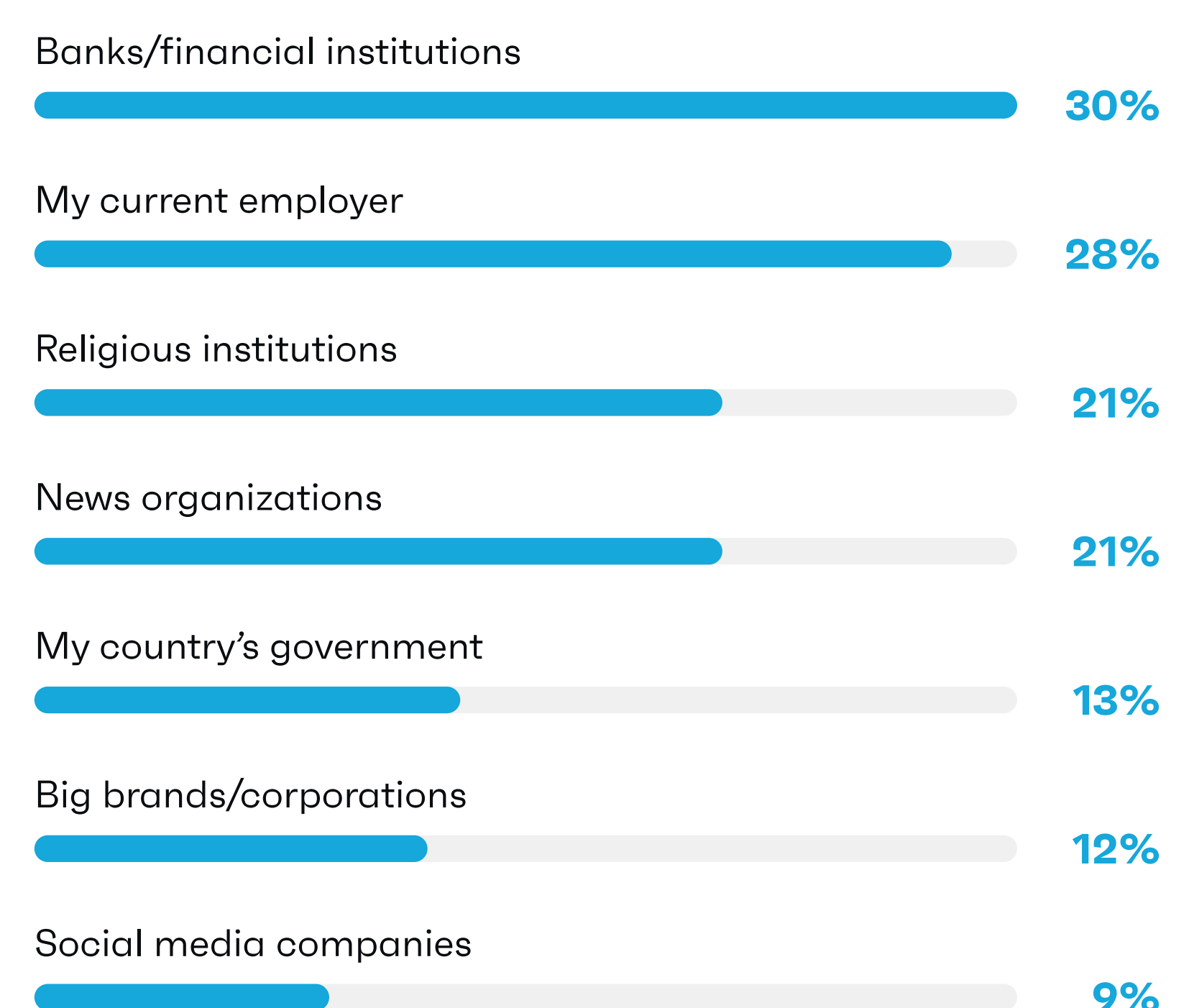
Tracking trust and influence of the media

Trust in institutions is low across the board. For the average American, banks/financial institutions are considered the most trustworthy (30% say they trust them), followed by their current employer. 21% of Americans say they trust news organizations, while just 13% say they trust the US government, down 2% from the previous year.



What does trust look like among the average American?

% of Americans who say they trust the following



Methodology

All figures in this infographic come from either Basis Technologies' **GWI Custom** study on key opinion leaders in the US, or from **GWI Zeitgeist** data on US internet users aged 18-64.

*Key opinion leaders are defined as internet users who are senior/executive management, OR work in media, journalism or publishing, OR are aged 35+ wealthy urban dwellers interested in news/current affairs or politics/social issues. The average American is defined as US internet users aged 18-64.