

US Elections

Reputation Leaders
November 2023

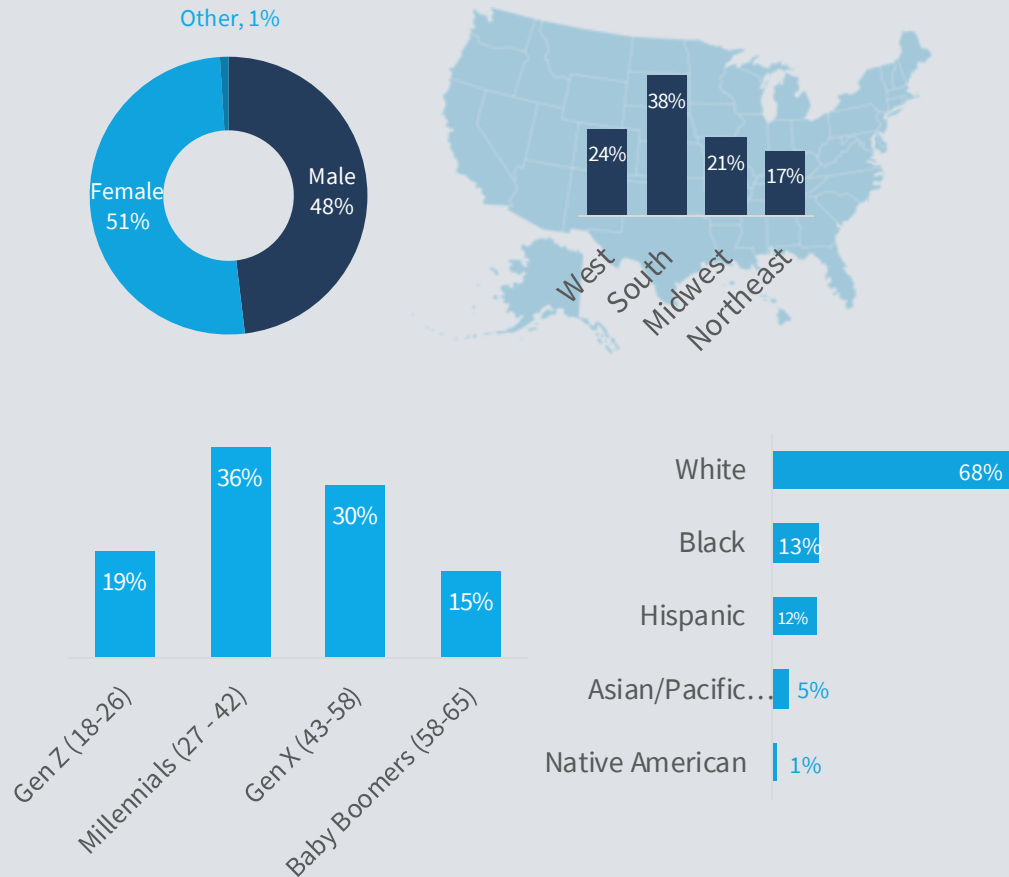


Methodology

Reputation Leaders conducted a **5-minute** online survey in November 2023 among **a total of 1,007 American adults** aged 18 and over.

The data was **weighted to match the national demographics of the US by gender, age, and region.**

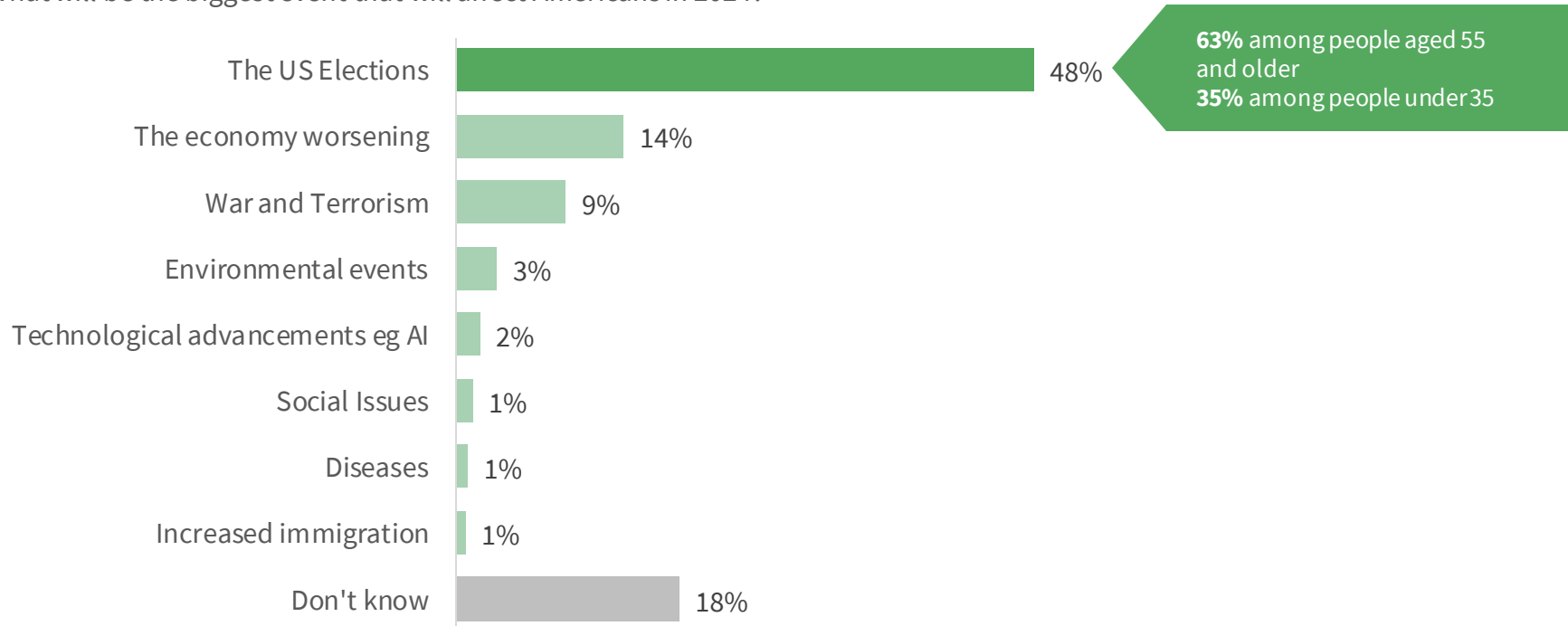
The margin of error for the total sample of 1,000 is +/- 3.1% at the 95% level of confidence.



Nearly half of Americans believe the 2024 presidential elections (48%) will be the biggest event that will affect Americans in 2024

More than all the other issues combined

What will be the biggest event that will affect Americans in 2024?

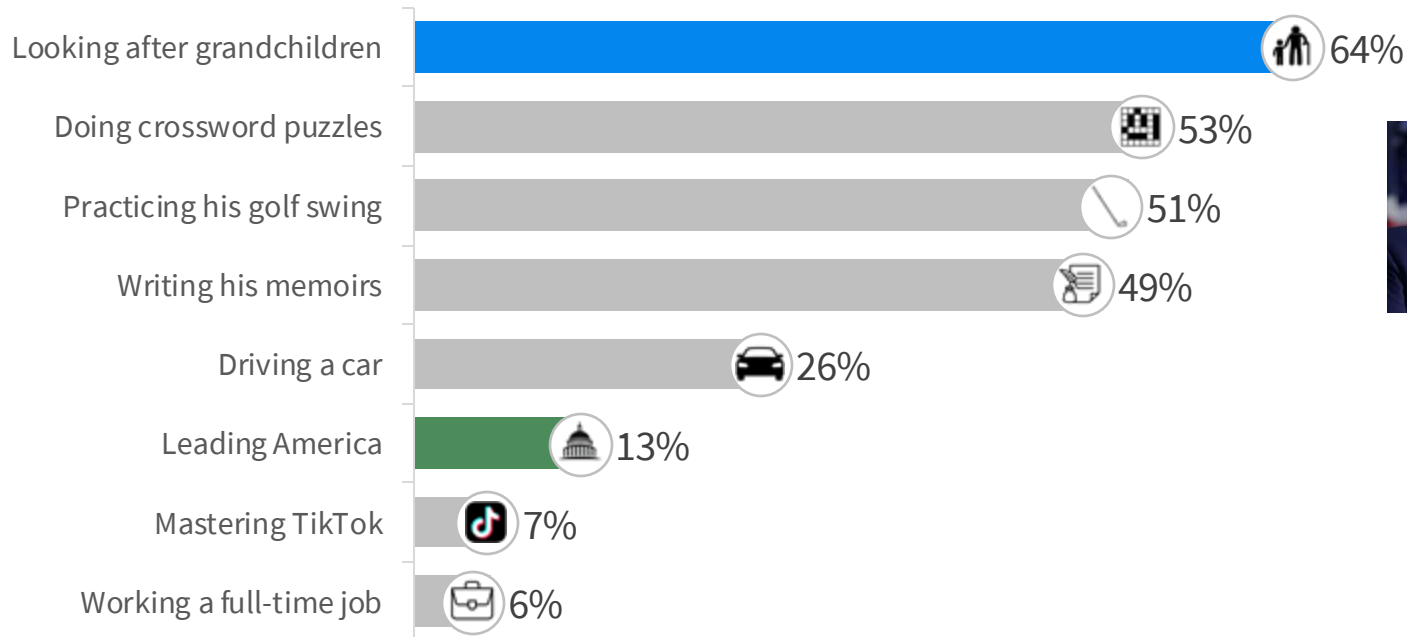


Only 6% of young Americans under 35 believe a 75-year-old man should be leading America

1 in 8 Americans overall believe he should be leading America

Two-thirds (64%) believe he should be looking after grandchildren instead

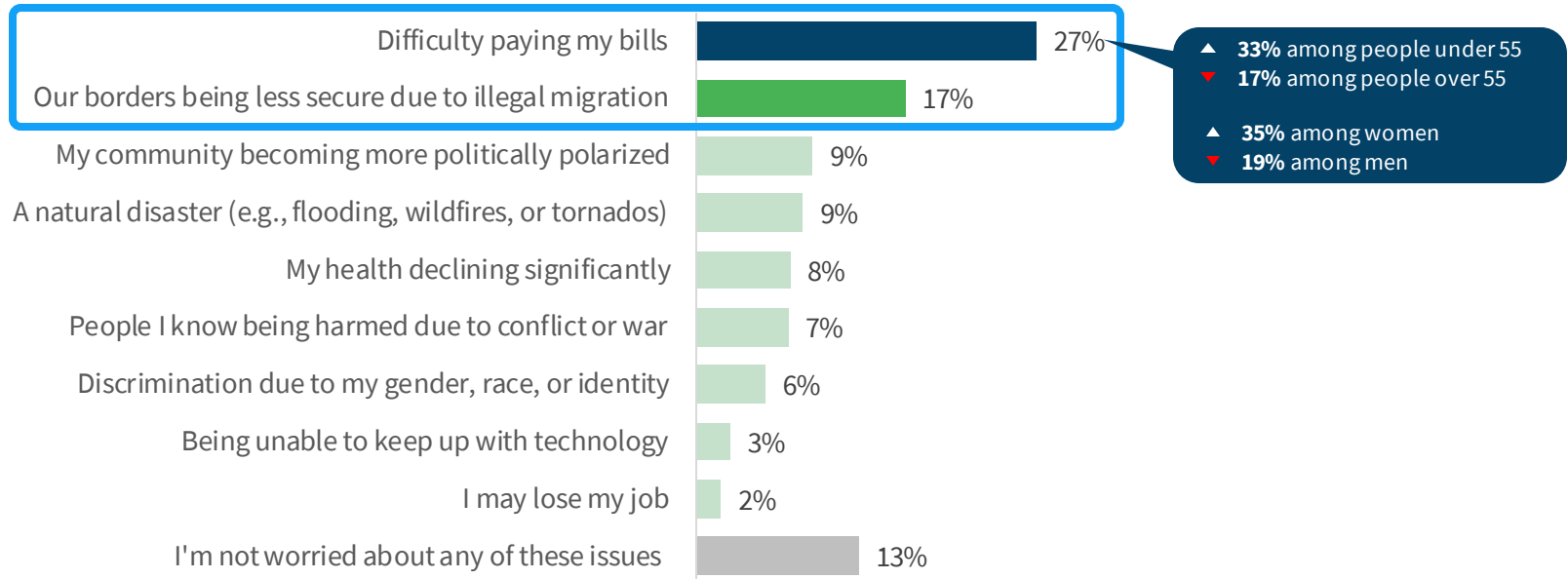
What should a 75-year-old man be doing with his time?



Americans are most worried about paying their bills in 2024 (27%), more than politics, national disasters or their jobs

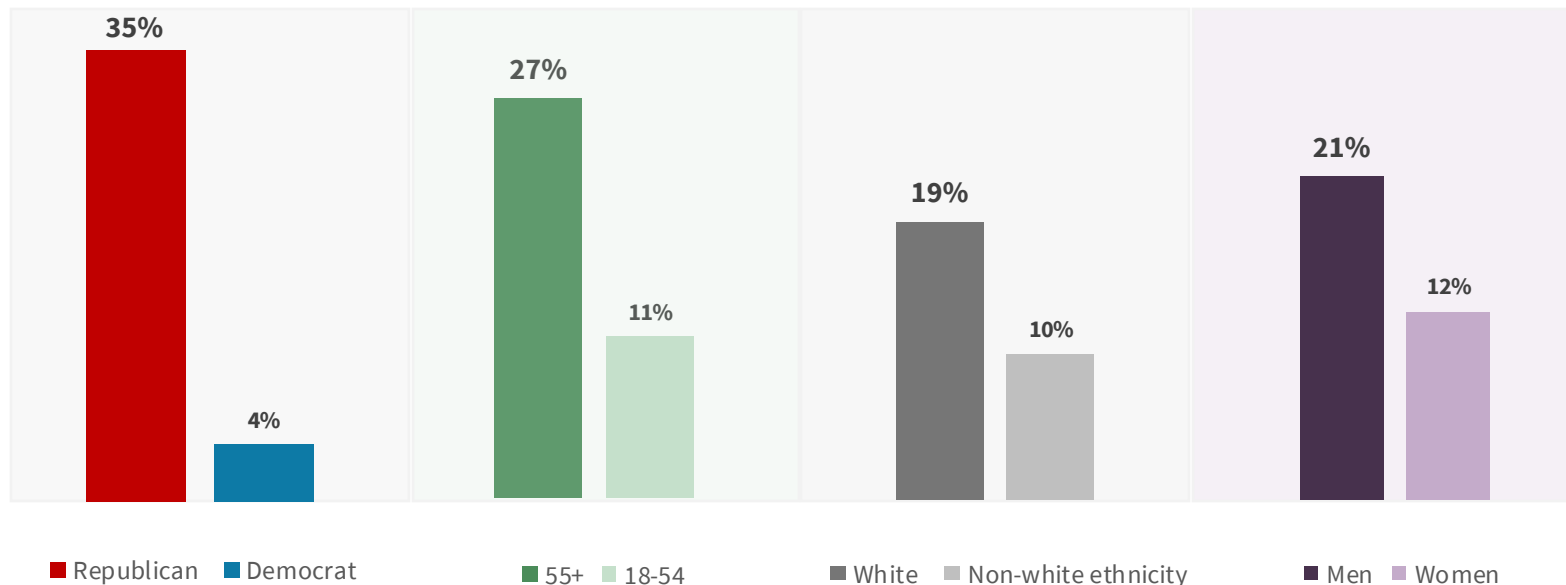
Women (35%) and working age adults (33%) are twice as worried about bills than their counterparts

Which of these potential issues are you most worried will impact you in 2024?



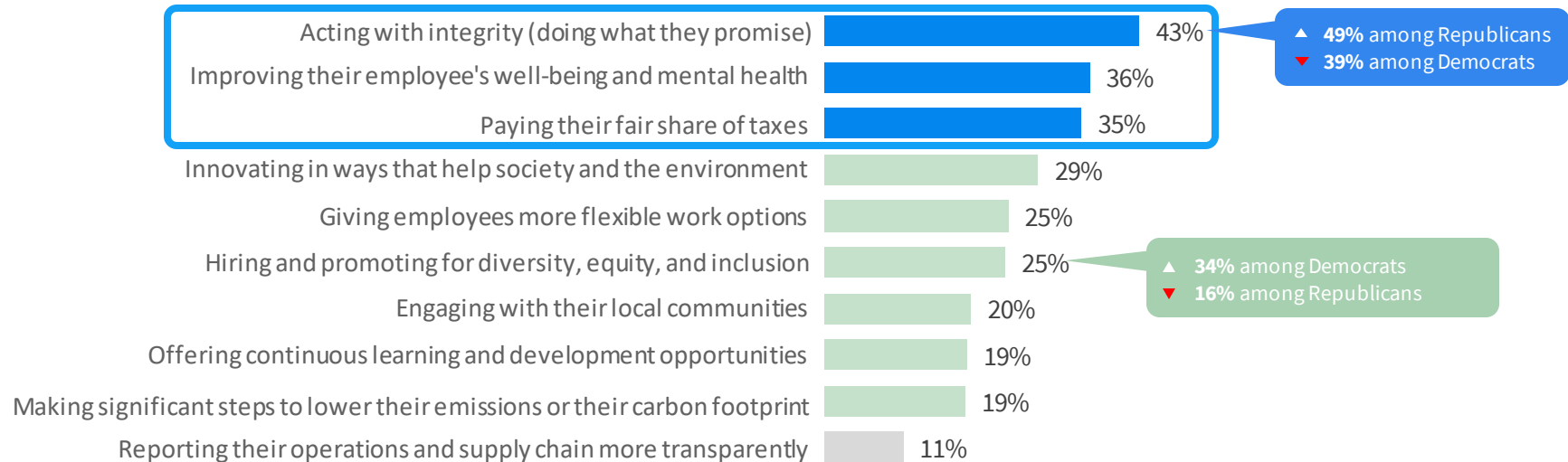
1 in 3 Republicans (35%) worry about illegal migration;
 Nine times more than Democrats (4%).
 Older generations (27%) are twice as worried about illegal migration

A. Our borders being less secure due to illegal migration



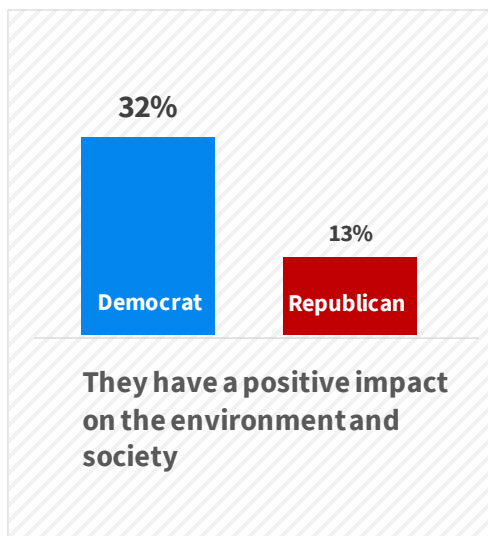
Consumers expect action from organizations in 2024: 43% said “do what you promise”, 36% said “look after your people”, 35% said “pay fair taxes”

What social actions should US organizations be doing more of in 2024?

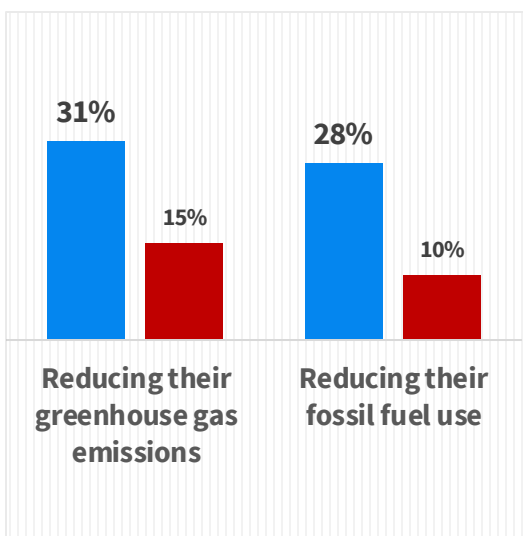


Democrats care more about the environment. 1 in 3 democrats expect organizations to be more environmentally sustainable. Only 1 in 8 Republicans consider this important

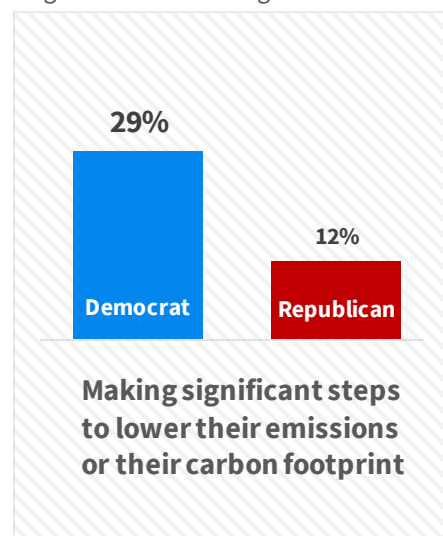
Which of these has the **most positive impact** on the image you have of an organization?



Which sustainability actions would encourage you to buy products made by a US company?



What **social actions** should US organizations be doing more of in 2024?



— Democrat — Republican