

Survey Insights: Tailoring Vota Pa Ken for the 2024 Election Cycle
A Data-Driven Analysis of Audience Preferences and Engagement

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Introduction

In preparation for the upcoming election in Aruba, it was essential to gather comprehensive insights into the target audience of **Vota Pa Ken**, a video podcasting show focused on political interviews. The goal of this survey was twofold: to better understand the **interests and preferences** of the show's viewers and to explore how media consumption, particularly through **Vota Pa Ken**, can influence **voter decision-making**.

To achieve this, a survey was conducted from **October 4 to 10, 2024**, targeting the show's followers across various social media platforms. The survey aimed to capture the opinions and behaviors of a **representative sample** of Vota Pa Ken's audience, with a particular focus on understanding their media consumption habits, preferred content formats, and the key political issues that resonate with them. The data collected from this survey will be used to **tailor the program** to align with viewer interests and enhance its role in influencing the political discourse during the 2024 election cycle.

All survey graphs can be found at the end of the report.

Vota Pa Ken Social Media Demographics

The social media presence of **Vota Pa Ken** has an estimated following of around **6,000**, comprising **35% male** and **65% female**. Notably, about **60%** of these followers fall within the **25 to 44 age group**, which provides an essential snapshot of the program's core demographic.

Survey Response Analysis

Sample Size

The survey received **633 responses**, representing approximately **10.55%** of the estimated **6,000 followers** across various social media platforms and having a **95%** confidence level with a **3.7%** margin of error.

The survey was distributed through the platforms used to interact with the audience to maximize reach and ensure the responses reflect the opinions of the viewers. The survey was distributed on Facebook and Instagram and targeted ads were used to promote the survey. Direct messaging through WhatsApp was also used to target key viewers to participate in the survey.

Survey Respondent Demographics

When analyzing the responses from the survey, which had **633 participants**, several key trends emerged that correlate closely with the general follower base.

Age Distribution

The largest proportion of respondents, **39%**, were between the ages of **28 and 45**, closely mirroring the age distribution of the broader follower base (60% between 25 and 44). This suggests that the survey successfully captured feedback from the core age group. Additionally, **28%** of respondents were aged between **44 and 59**, expanding the insights to older age brackets while remaining relevant to the target audience.

Gender Representation

In terms of gender, **64% of respondents were female**, which aligns closely with the overall female-majority audience (**65% female followers**). This indicates that the survey results are representative of the follower base's gender composition, with women forming a significant part of the engaged audience.

Employment and Education Levels

A notable **74% of respondents** reported being employed full-time, reflecting a high level of economic activity within the audience. This could suggest a key insight: politically engaged followers may have a vested interest in policies affecting the labor market and employment conditions.

Moreover, an overwhelming **74%** of respondents had achieved an educational level above high school, indicating that the audience is predominantly well-educated which could suggest an interest in in-depth content, however that is not necessarily the case according to this survey.

Media consumption preference

An overwhelming **96.5%** of respondents reported using **Facebook daily**, a statistic that aligns well with global trends. This is especially relevant given that approximately **63%** of Facebook users worldwide are aged between **25 and 54**, a key demographic for consuming social media content¹.

Despite this high level of daily Facebook usage, high education level and age there is a clear preference among respondents for **short-form media** when it comes to political content. A significant **67%** indicated that they prefer **short videos**, while **62%** favored **short, direct posts** for staying informed. Interestingly, only **26%** of respondents expressed a preference for longer content, such as video podcasts. This suggests that while the

¹ (Dixon 2024)

audience is highly engaged on social media, they prefer concise, easily digestible content over longer, more in-depth formats. These findings highlight the importance of tailoring the political content of Vota Pa Ken to the preferences of the audience represented by the respondents.

Topics of interest

A majority of respondents (**70%**) identified **housing and affordable living** as the most important topic they want to learn more about. This was closely followed by **69%** of respondents who expressed interest in **healthcare and public health**, **68%** in **education reform**, and **66%** in **economic policies**. These priorities are understandable given the demographic composition of the respondents, most of whom are employed full-time and fall within an age range that typically faces pressures related to housing, healthcare, and education. The similarity in importance across these four key issues reflects the practical concerns of a working, middle-aged population, who are likely balancing the costs of living, healthcare access, and education for themselves and their families.

These findings suggest that political content addressing these specific topics would resonate strongly with the audience.

Interaction preferences

A strong majority of respondents (**67%**) expressed a desire to see more politicians participate in **Q&A sessions**, while **64%** indicated that they would like politicians to **respond directly** to their questions. Additionally, **63%** of respondents emphasized the importance of politicians actively encouraging **public feedback and dialogue**. These results highlight a clear desire for more interactive engagement between politicians and the public, suggesting that the audience is not just interested in passively consuming content but wants to be actively involved in the political discourse.

Interestingly, while only **48%** of respondents expressed a preference for **video podcasts**, this figure still points to a notable interest in having politicians participate in such formats. Even though long-form video content may not be the top choice for many respondents, there is clearly a demand for politicians to engage in **video podcasts**, indicating that this medium could become more effective with the right approach and interactivity.

These insights underline the importance of incorporating interactive elements in Vota Pa Ken to foster greater audience engagement.

Host Preferences

When asked about the qualities they value in a host discussing political topics, **81%** of respondents indicated that **knowledge of political issues** was a top priority, and **80%** emphasized the need for the host to be **well-prepared and thoroughly researched**.

Additionally, **74%** stated that being **respectful and open-minded** was crucial for a host engaging in political discussions.

Interestingly, only **22%** of respondents considered being **humorous and entertaining** a key quality in a host, signaling a preference for substance over entertainment in political discourse. However, over half of the respondents expressed the importance of a host who can **simplify complex topics (58%)** and someone who is **relatable and down-to-earth (57%)**.

These insights suggest that respondents are looking for a host who combines depth of knowledge with clarity and relatability, favoring a balanced approach that respects both the complexity of political issues and the audience's need for clear, approachable communication.

When asked about hosting styles the results closely aligned with the qualities respondents looked in a hosts. **55%** of respondents indicated that they prefer a hosting style that is **thought-provoking and reflective**, **48%** indicated that they prefer a **formal and structured** hosting style and **46%** indicated that they prefer a **casual and conversational** hosting style. **29.2%** indicated that they prefer an **energetic and fast-paced hosting style**.

These results may indicate that viewers are interested in a show that is may be in between a strictly formal and structure style or a casual and conversational hosting style, but may prefer an in between these styles that is thought-provoking and reflective.

Production Preferences

When respondents were asked about their preferred production setting for a show focused on the upcoming **2024 elections**, preferences were somewhat evenly split across three choices. **29%** favored a **cozy, casual environment** (e.g., a living room setup), **27%** preferred a **traditional studio setup**, and **24%** expressed interest in an **outdoor setting**. This variety suggests a range of tastes, with no single dominant preference for the show's visual style.

However, respondents were clearer about what production elements they find most important for a political show like **Vota Pa Ken**. The majority (**76%**) emphasized the need for **high-quality audio and video**, which is essential for maintaining viewer engagement and ensuring professionalism. Additionally, **55%** highlighted the importance of **live audience interaction capabilities** (e.g., Q&As, polls, live chats), reflecting a strong desire for interactive features that allow viewers to engage with both the host and political guests. Furthermore, having a **comfortable and professional seating arrangement (51%)** was also seen as important.

These insights reinforce the idea that while the audience appreciates some degree of **structure** and **high production value**, they are not necessarily looking for an overly formal or rigid setting. Instead, they seem to prefer an environment that feels **accessible yet**

polished, with a strong focus on **interaction** and **engagement** to create a more dynamic viewing experience.

This feedback can help guide the direction of production for **Vota Pa Ken**, focusing on a mix of professional standards and viewer engagement tools to create a dynamic, informative, and accessible political show.

Retrospective Feedback on Vota Pa Ken During the 2021 Election Cycle

When respondents were asked about their viewing habits during the **2021 election cycle**, a notable **45%** reported that they had watched at least **a few episodes** of **Vota Pa Ken**, while an impressive **30%** indicated that they had seen **all episodes**. Only **24%** of respondents stated that they **did not watch** the program at all during the last election cycle.

These results highlight a strong commitment from the audience, with **75%** of respondents having watched some or all of the previous season's content. This level of engagement demonstrates the significant impact **Vota Pa Ken** had during the last election cycle. Moreover, the **24%** of non-viewers represent a valuable opportunity, as their interest in shaping this year's production indicates a growing curiosity about the program's role in the upcoming election.

When asked if they could recall anything that particularly stood out about the **production of Vota Pa Ken in 2021**, most respondents highlighted the **relevance of the topics (57%)** as a key factor. Additionally, **43%** appreciated the **diversity of guests**, and **29%** noted the **overall production quality** as a standout feature. These insights suggest that **content relevance** and **guest variety** are crucial elements in maintaining viewer engagement, while the production quality also contributes to the program's perceived professionalism.

This retrospective feedback suggests that **Vota Pa Ken** has built a loyal viewer base while also having the potential to attract a broader audience by refining its format and addressing viewer preferences for the 2024 election cycle.

Vota Pa Ken's Influence on Voter Decision in 2021

When respondents were asked whether **Vota Pa Ken** influenced their voting decisions during the **2021 election cycle**, the results were telling. While **29%** indicated that they watched the program **solely for entertainment**, a substantial **71%** reported that **Vota Pa Ken** played a role in shaping their voter choices in some way.

29% said that the show helped them decide which **candidate they did not like**, indicating that negative performances had a tangible impact on viewers' decision-making. **25%** mentioned that the program **reassured them** about a candidate they were already considering, reinforcing their initial choice. **17%** revealed that the show helped them

discover a candidate, demonstrating the platform's ability to introduce lesser-known politicians to potential voters.

These results highlight **Vota Pa Ken's dual role**: it not only provides voters with an opportunity to reflect on their choices, but also gives candidates a platform to connect with and appeal to new audiences. At the same time, a poor performance can have adverse consequences for a candidate, as the program's visibility means that negative impressions can lead voters to **dismiss certain candidates** altogether.

This feedback reinforces the importance of candidates being well-prepared and aware of how they present themselves on platforms like **Vota Pa Ken**, which has proven to be a crucial player in shaping voter decisions during election cycles.

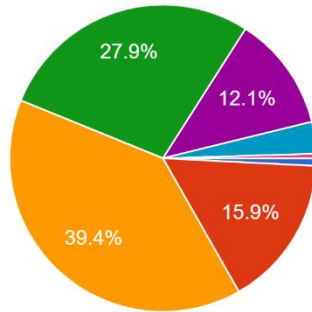
References

Dixon, Stacy Jo. 2024. *Distribution of Facebook users worldwide as of April 2024, by age and gender*. 22 May. <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>.

Survey graphs and results

Kico ta bo edad? / What is your age?

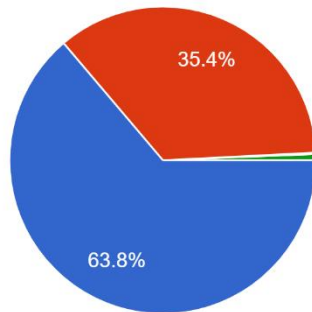
627 responses



- < 18
- 18 - 27 (Gen Z)
- 28 - 43 (Millenials)
- 44 - 59 (Gen X)
- 60 - 69 (Baby Boomers)
- 70 - 78 (The Silent Generation)
- > 79

Kico ta bo genero? / What is your gender?

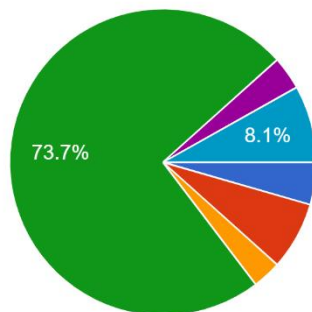
627 responses



- Female / Muhe
- Male / Homber
- No binario / Non binary
- Prefera pa no contesta / Prefer not to say

Estado di empleo / Employment status

628 responses



- Estudiante / Student
- Estudiante y traha / Student and employed
- Traha part-time / Employed part-time
- Traha full-time / Employed full-time
- No ta traha / unemployed
- Pensionado / Retired

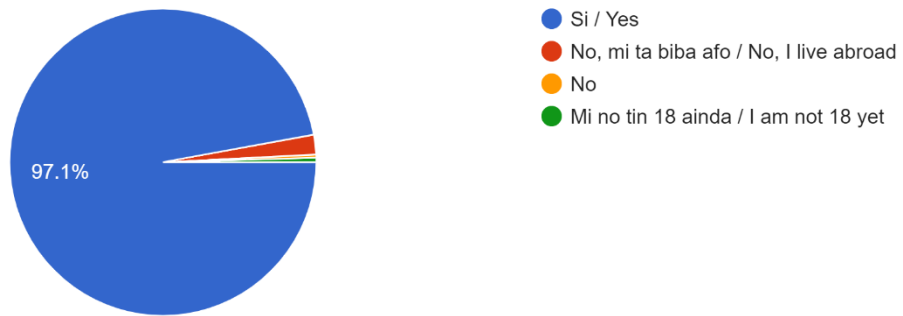
Educacion completa di mas halto / Highest level of education completed

627 responses



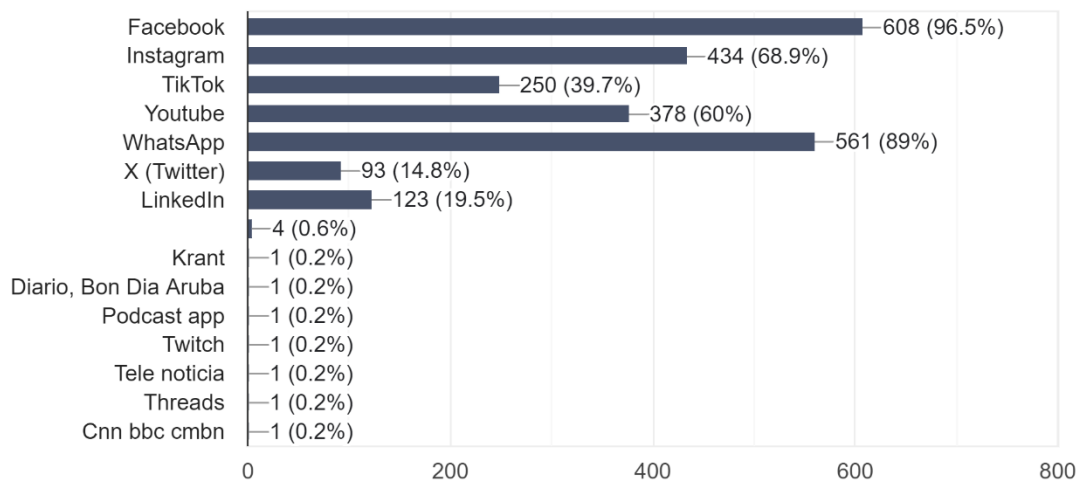
Bo por vota e eleccion binidero 2024? / Are you eligible to vote this election cycle of 2024?

627 responses



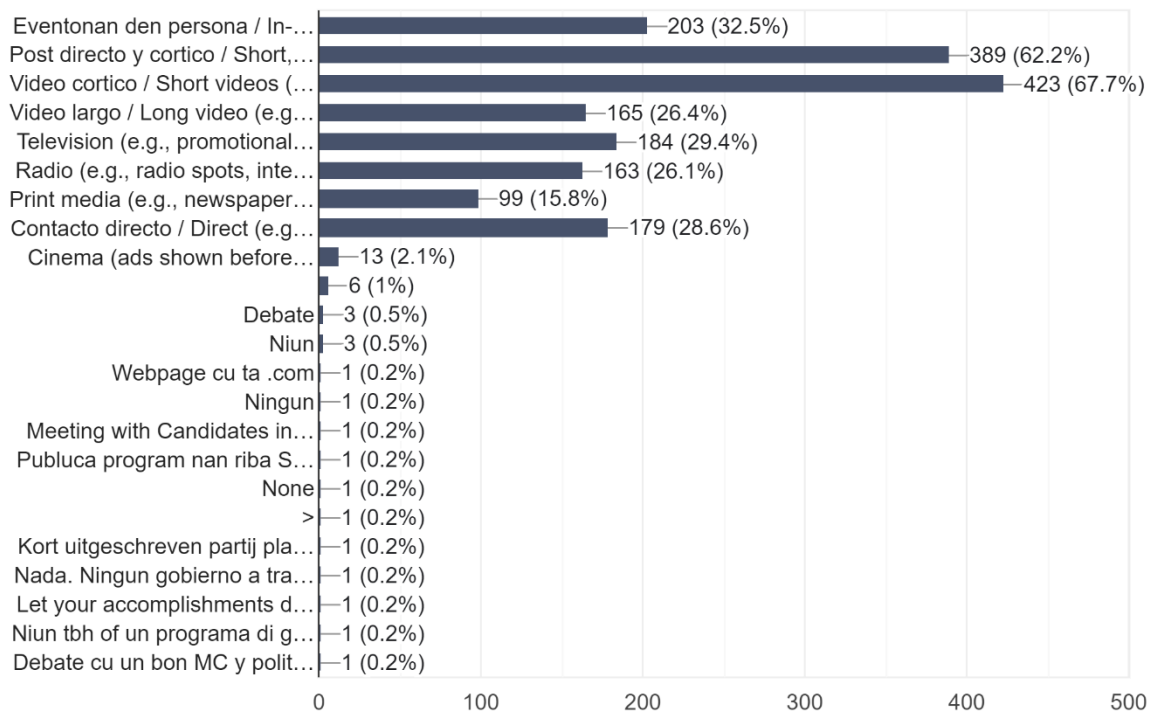
Kies tur medio social cu bo ta uza diariamente / Check all the social media platforms you use daily

630 responses



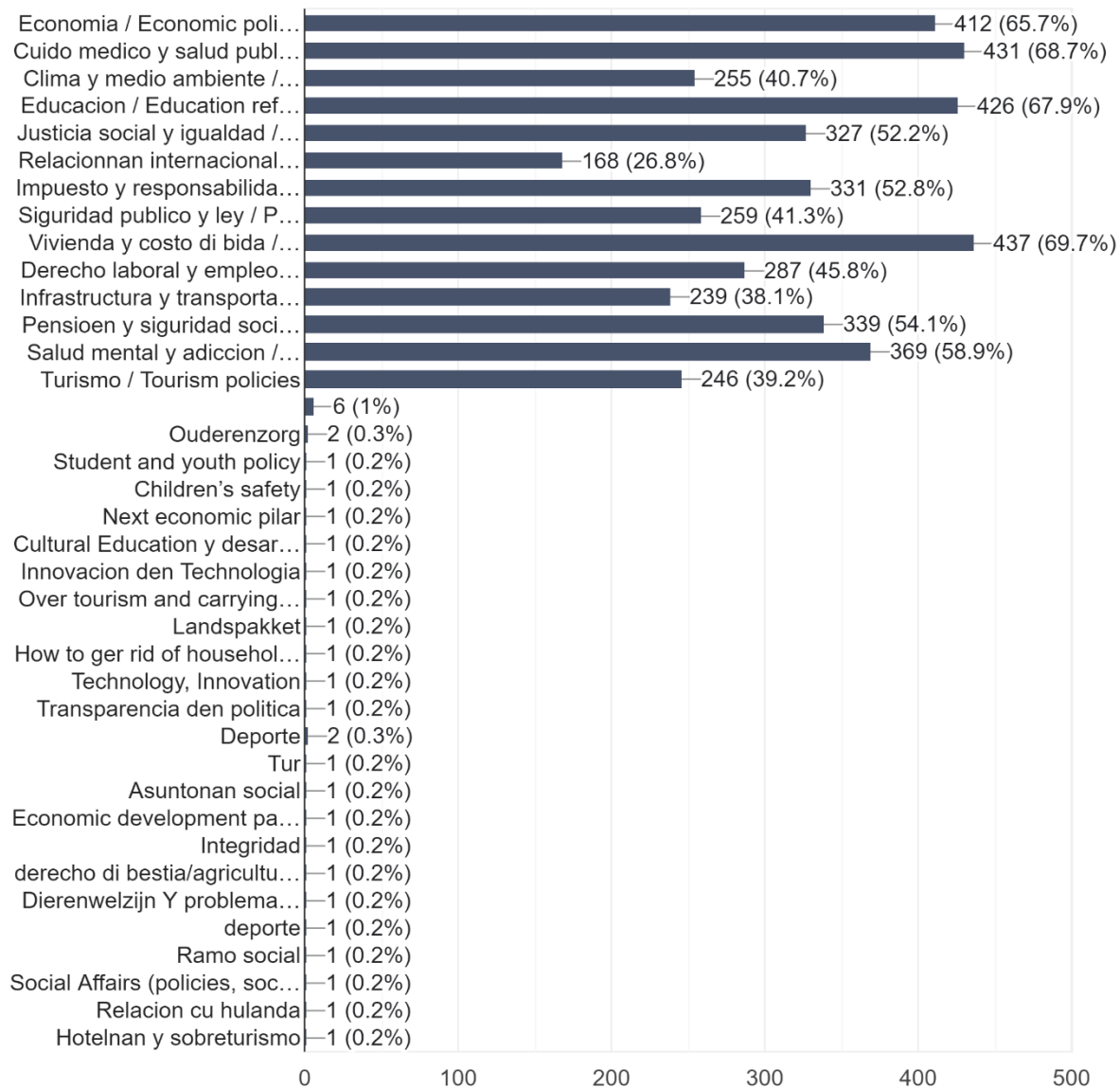
Kies tur tipo di contenido politico cu bo ta prefera / Check all of the types of political content you prefer

625 responses



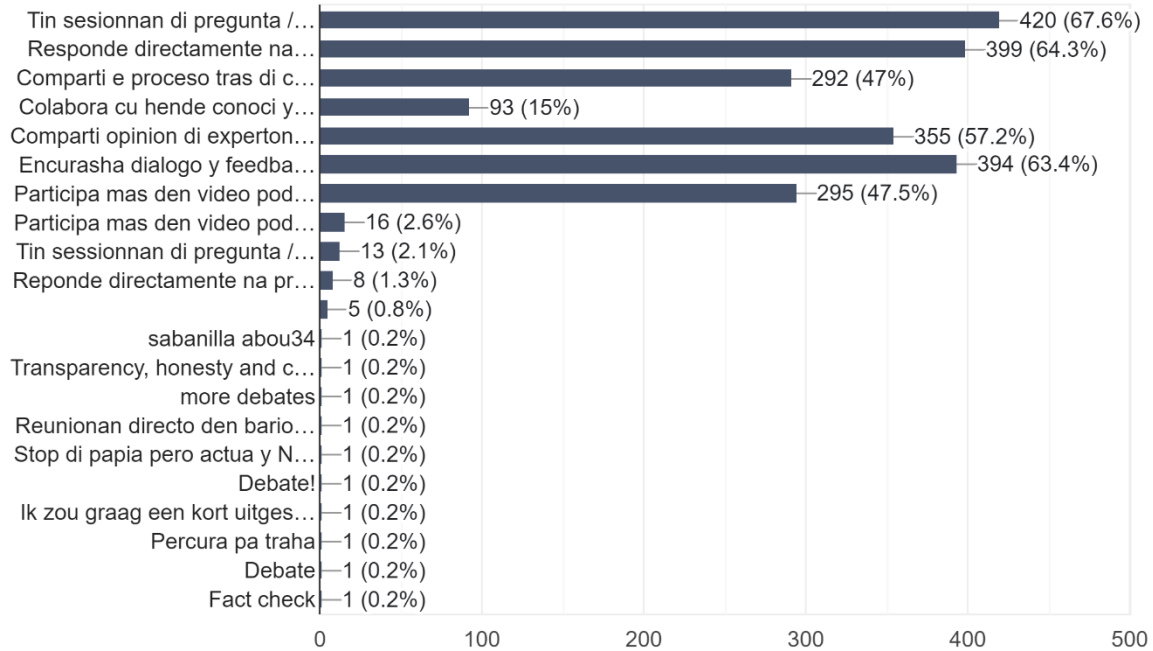
Kies e topiconan politico cu bo kier sa mas di nan / Check all the political topics you want to know more about

627 responses



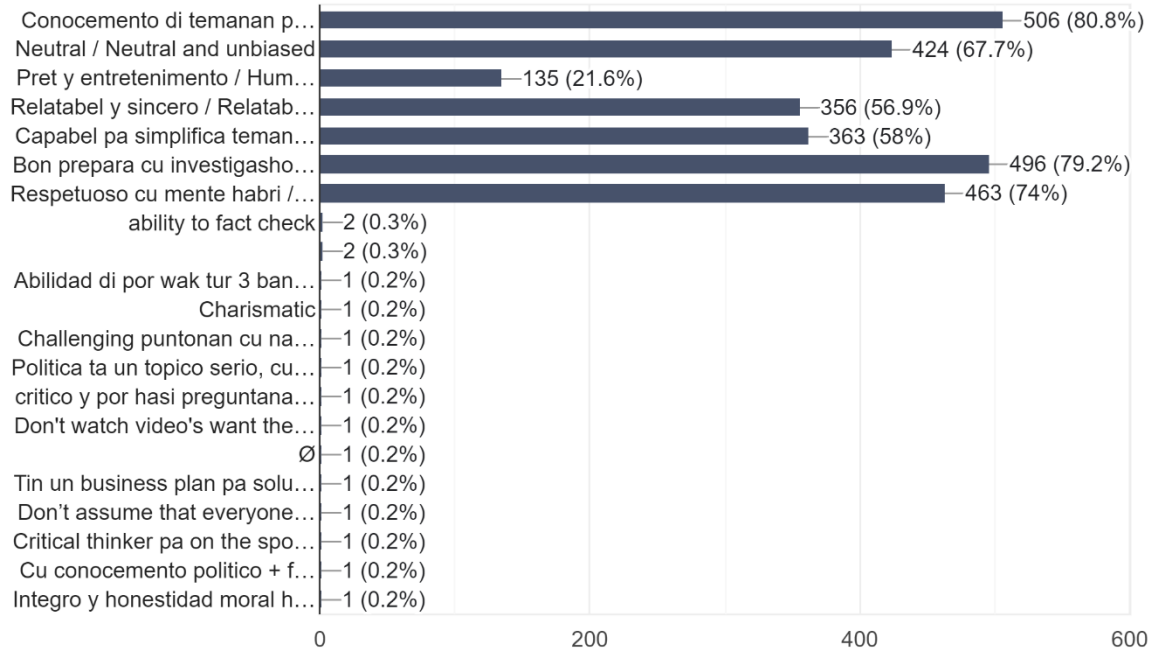
Kies tur e formanan di interactua cu politicianan mester uza mas / Check all the options politicians should use to interact more with voters

621 responses



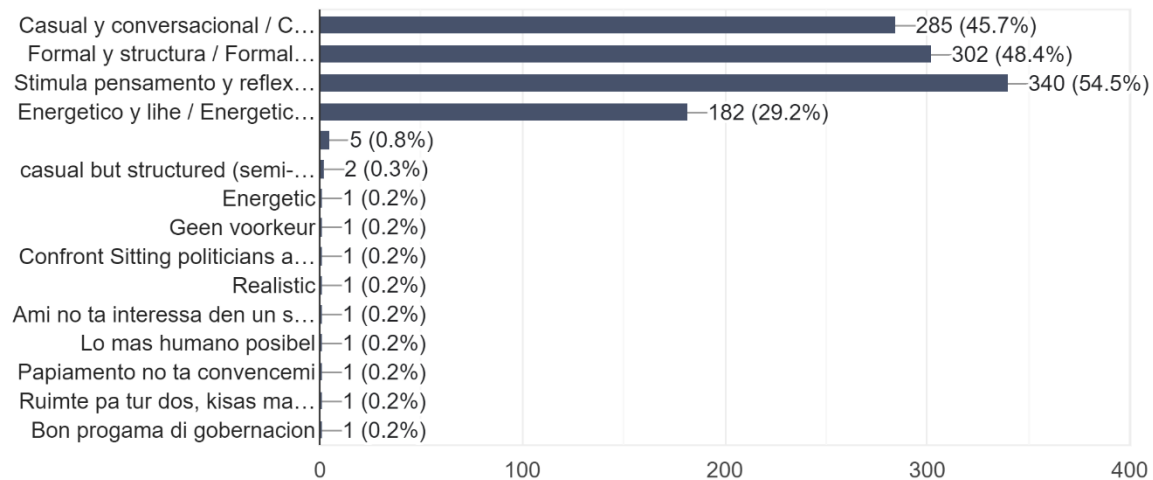
Kies kico tur bo ta busca den un presentado ora ta discuti temanan politico den un video / Check all the qualities that you look for in a host when discussing political topics in a show.

626 responses



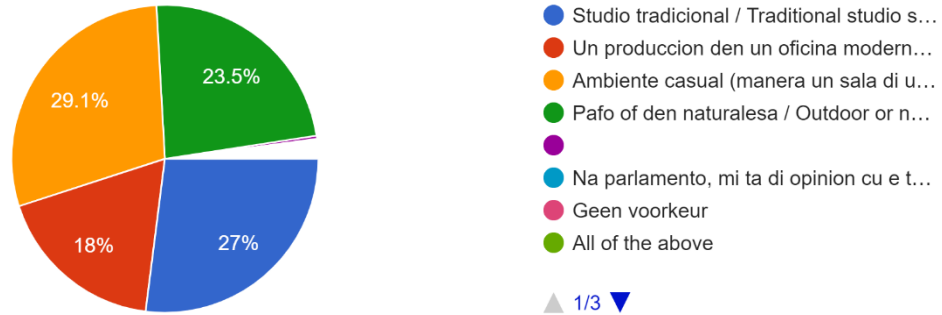
Cua style di presenta bo ta prefera pa un programa di e eleccion binidero 2024 / What hosting style do you prefer for a show about the upcoming elections of 2024

624 responses



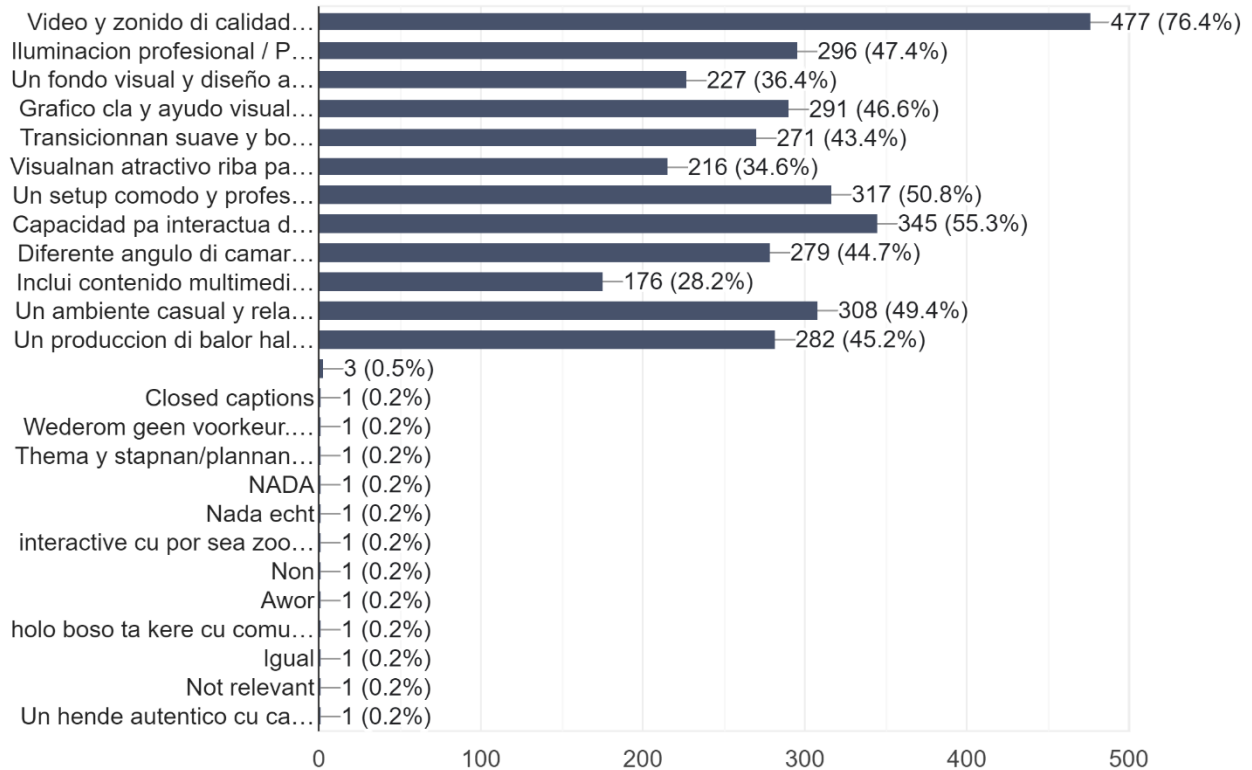
Cua style di produccion bo ta prefera pa un programa di e eleccion binidero 2024 / What kind of production setting do you prefer for a show about the upcoming elections of 2024

622 responses



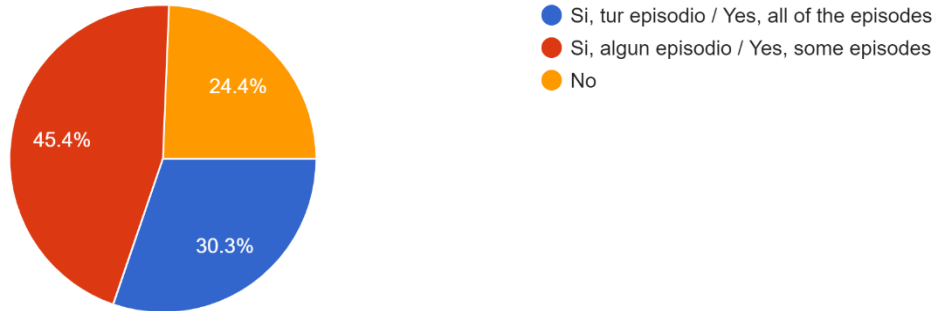
Kies tur e aspectonan cu bo ta haya importante pa un produccion di video cu ta trata temanan politico / Check the aspects that are important to you for a video production for a political show

624 responses



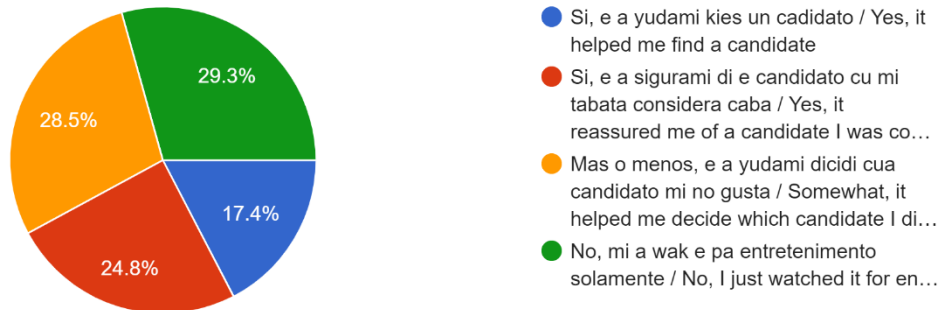
Bo a wak Vota Pa Ken den e periodo di eleccion 2021? / Did you watch Vota Pa Ken in the last election cycle of 2021?

628 responses



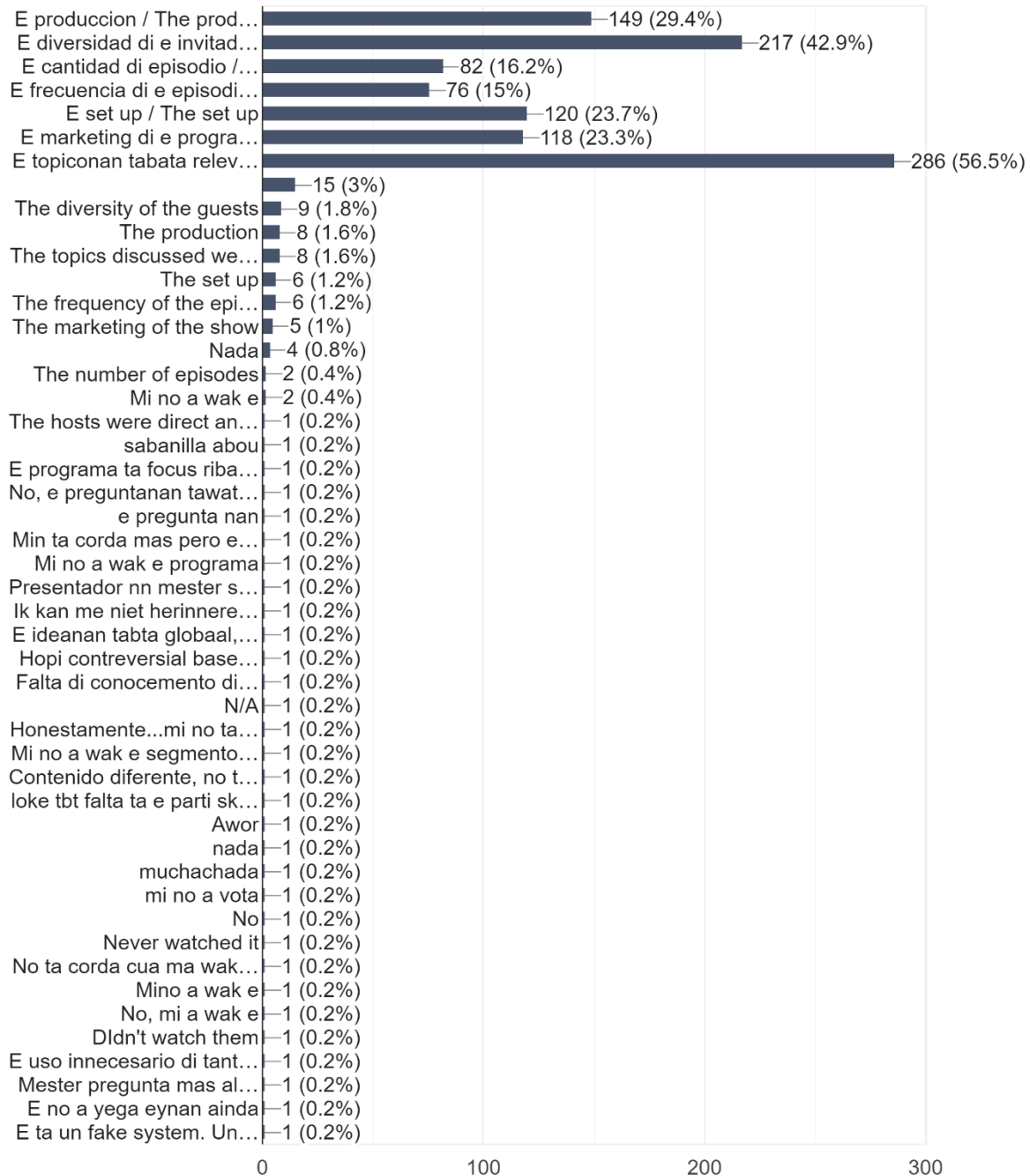
Si bo a contesta si na e pregunta anterior, Vota Pa Ken a contribui na bo desicion di voto na 2021? / If yes, did Vota Pa Ken contribute to your voter decision in the election cycle of 2021?

501 responses



Tin algo cu a sobresali pa bo tocante e produccion di Vota Pa Ken na 2021? Por scohe mas cu un: /
 Is there anything that stood out to you about the production of Vota Pa Ken in 2021? Check all that apply:

506 responses



For More Information or Inquiries

If you have any questions or would like to discuss the insights in this report further, please feel free to contact us:

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