

# GALLUP NEWS SERVICE

## GALLUP POLL SOCIAL SERIES: ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

Timberline: 937614  
GAL 010  
Princeton Job #: 24-04-004

April 1-22, 2024

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Results are based on telephone interviews conducted April 1-22, 2024, with a random sample of –1,001—adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –527-- adults employed full- or part-time, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –367-- retirees, the margin of sampling error is  $\pm 7$  percentage points.

For results based on the sample of –634-- non-retirees, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –719-- homeowners, the margin of sampling error is  $\pm 5$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 80% cell phone respondents and 20% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the 2020 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact [galluphelp@gallup.com](mailto:galluphelp@gallup.com).

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Looking ahead to the election for president in November,

10A. How much thought have you given to the upcoming election for president -- quite a lot, or only a little?

	<u>Quite a lot</u>	<u>SOME (vol.)</u>	<u>Only a little</u>	<u>None</u>	<u>No opinion</u>
2024 Apr 1-22	71	2	24	2	1
2024 Feb 1-20	77	1	22	1	*

**For comparison:** 2020 and April of Previous Election Years

	<u>Quite a lot</u>	<u>SOME (vol.)</u>	<u>Only a little</u>	<u>None</u>	<u>No opinion</u>
2020 Oct 16-27	77	1	19	2	1
2020 Sep 14-28	74	1	23	1	*
2020 Jul 30-Aug 12	71	1	26	2	*
2020 Apr 14-28	59	2	35	4	*
2020 Feb 17-28	67	1	30	2	1
2020 Jan 16-29	61	3	35	1	*
2019 Sep 16-30	61	2	34	3	1
2019 Aug 15-30	59	3	35	3	*
2008 Apr 18-20	75	2	19	2	1
2004 Apr 16-18	63	4	31	2	*
2004 Apr 5-8	61	3	33	3	*
2000 Apr 28-30	39	10	45	6	*
2000 Apr 7-9	43	7	43	7	*
2000 Mar 30-Apr 2	42	7	46	5	*

**GALLUP POLL SOCIAL SURVEY**  
**April 2024**  
**Public Release Data**

**QN10A: Thought Given to Upcoming Presidential Election BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

		Gender			Race I		Age			Education			Party I.D.			Household Income		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	1001	598	392	757	216	161	249	562	494	280	222	291	417	282	253	298	341
	Weighted n	1001	491	485	645	329	266	313	395	363	265	367	275	457	255	289	305	310
Quite a lot		711	343	354	503	196	137	236	315	282	200	223	214	281	214	181	220	253
		71%	70%	73%	78%	59%	51%	75%	80%	78%	76%	61%	78%	61%	84%	63%	72%	81%
Some (VOL)		16	12	4	7	5	7	8	2	8	1	7	5	7	-	5	2	4
		2%	3%	1%	1%	1%	3%	2%	0%	2%	1%	2%	2%	2%	-	2%	1%	1%
Only a little		244	125	113	119	120	103	65	73	63	57	123	53	143	40	101	77	47
		24%	25%	23%	18%	36%	39%	21%	19%	17%	22%	34%	19%	31%	16%	35%	25%	15%
None (VOL)		20	6	10	9	7	14	3	3	7	5	8	2	18	-	2	5	5
		2%	1%	2%	1%	2%	5%	1%	1%	2%	2%	2%	1%	4%	-	1%	2%	2%
DON'T KNOW/REFUSED		10	5	5	6	2	6	2	2	3	1	6	1	8	1	1	1	1
		1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	0%	2%	0%	0%	0%	0%

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