

GALLUP NEWS SERVICE

2024 PRESIDENTIAL ELECTION FALL BENCHMARK

-- FINAL TOPLINE --

Timberline: 937614
GAL 020
Princeton Job #: 24-09-010

September 16-28, 2024

Results are based on telephone interviews conducted September 16-28, 2024, with a random sample of –1,023— 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 ± 4 percentage points at the 95% confidence level.

For results based on the sample of – 941 – registered voters, the margin of sampling error is ± 4 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.

9. Now I am going to read a list of some of the issues that will probably be discussed in this year's presidential election campaign. As I read each one, please tell me how important the candidates' positions on that issue will be in influencing your vote for president -- extremely important, very important, somewhat important, or not important. How about -- [RANDOM ORDER]?

C. Healthcare

	<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important</u>	<u>No opinion</u>
Registered voters					
2024 Sep 16-28	37	42	17	3	--
2020 Sep 14-28 ^	42	38	18	2	--
2019 Dec 2-15	n/a	n/a	n/a	n/a	n/a
2016 May 18-22 †	37	44	14	4	*
2016 Jan 21-25 †	37	41	15	6	1
2012 Oct 10-11	48	37	12	3	*
2012 Mar 25-26	39	41	17	4	*
2012 Feb 16-19 ‡	37	38	19	6	1
2008 Oct 23-26	41	37	19	3	*
2008 Jun 15-19	40	40	17	3	--
2008 Feb 8-10	37	42	17	3	*
2004 Oct 22-24	32	47	18	2	*
2004 Feb 6-8	38	43	17	2	*
2003 Sep 19-21	42	43	13	1	*
2000 Aug 4-5	46	39	12	3	*
2000 Jul 25-26	37	46	14	2	*
2000 Apr 3-9	--	--	--	--	--
1996 Oct 26-29 #	35	48	15	1	1
National adults					
2024 Sep 16-28	38	42	16	3	--
2020 Sep 14-28 ^	41	40	17	2	--
2019 Dec 2-15	35	46	16	2	--
2016 May 18-22 †	38	45	14	4	*
2016 Jan 21-25 †	37	42	15	6	1
2012 Oct 10-11	n/a	n/a	n/a	n/a	n/a
2012 Mar 25-26	n/a	n/a	n/a	n/a	n/a
2012 Feb 16-19 ‡	35	39	19	6	1
2008 Oct 23-26	41	37	19	3	*
2008 Jun 15-19	41	39	17	3	--
2008 Feb 8-10	37	42	17	3	*
2004 Oct 22-24	33	47	18	2	*
2004 Feb 6-8	38	44	16	2	*
2003 Sep 19-21	43	42	13	2	*
2000 Aug 4-5	44	40	12	3	1
2000 Jul 25-26	37	47	14	2	*
2000 Apr 3-9	38	44	16	2	*
1996 Oct 26-29 #	n/a	n/a	n/a	n/a	n/a

^ Asked of a half sample

† WORDING: Healthcare and the Affordable Care Act

‡ WORDING: The Healthcare Law passed in 2010

WORDING: Healthcare policy

GALLUP POLL SOCIAL SURVEY
September 2024
Registered Voters
Public Release Data

QN9C: Importance to Vote: Healthcare BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income + Ideology

		Total	Gender		Race I		Age			Education			Party I.D.			Household Income			Ideology		
			Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+	e	Moderate	Liberal
Total	Unweighted n	941	508	424	734	188	100	248	580	458	300	177	305	359	271	198	299	349	388	342	206
	Weighted n	897	437	447	642	242	181	300	403	349	261	282	266	339	288	209	284	318	339	332	217
Extremely important		336	143	187	231	101	69	104	158	124	103	108	89	116	130	100	102	111	104	132	96
		37%	33%	42%	36%	42%	38%	35%	39%	36%	39%	38%	34%	34%	45%	48%	36%	35%	31%	40%	44%
Very important		381	177	200	267	109	72	124	180	151	107	121	102	147	129	77	120	131	135	140	102
		42%	40%	45%	42%	45%	40%	41%	45%	43%	41%	43%	38%	43%	45%	37%	42%	41%	40%	42%	47%
Somewhat important		154	104	47	127	24	39	57	55	68	44	40	69	56	29	29	50	69	88	48	18
		17%	24%	10%	20%	10%	22%	19%	14%	19%	17%	14%	26%	16%	10%	14%	18%	22%	26%	14%	8%
Not important		26	13	13	17	8	1	15	9	6	7	13	6	20	-	3	13	8	13	13	-
		3%	3%	3%	3%	3%	1%	5%	2%	2%	3%	4%	2%	6%	-	2%	4%	2%	4%	4%	-