### GALLUP NEWS SERVICE

### 2024 FINAL PRESIDENTIAL PREELECTION POLL

-- FINAL TOPLINE --

Timberline: 937614 GAL 021 Princeton Job #: 24-10-012

October 14-27, 2024

Results are based on telephone interviews conducted October 14-27, 2024, with a random sample of -1,007—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 -933 – registered voters, the margin of sampling error is  $\pm 4$  percentage points.

Results for likely voters are based on the subsample of -842—survey respondents deemed most likely to vote in the November 2024 General Election, according to a series of questions measuring current voting intentions and past voting behavior. For results based on the total sample of likely voters, one can say with 95% confidence that the margin of sampling error is  $\pm 4$  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 <a href="mailto:galluphelp@gallup.com">galluphelp@gallup.com</a>.

Have you made up your mind yet about who you will vote for in the presidential election this fall, or are you still deciding?

	Yes, made up mind	No, still deciding	Won't vote/ <u>No opinion</u>
Registered voters			
2024 Oct 14-27	93	6	2
2024 Aug 1-20	83	16	2
2016 Oct 25-26	76	22	2
2000 Aug 29-Sep 5	57	41	2
2000 May 18-21	44	54	2
1996 Sep 3-5	60	39	1
National adults			
2024 Oct 14-27	87	11	2
2024 Aug 1-20	79	19	3
2016 Oct 25-26	70	24	6
2000 Aug 29-Sep 5	50	46	4
2000 May 18-21	41	56	3
1996 Sep 3-5	n/a	n/a	n/a

What is the most important factor or issue determining which candidate you are voting for in this year's presidential election? [OPEN-ENDED]

### BASED ON -907 – REGISTERED VOTERS WHO PLAN TO VOTE; $\pm 4$ PCT PTS

2024 Oct 14-27	Registered voters
The economy	21
Immigration/Border security	13
Abortion/Women's rights	9
Preservation of democracy	8
Dislike a particular candidate	5
Ethics/Morals/Decency/Honesty	5
Maintain rule of law/Equal rights/Freedoms	4
Competency/Common sense/Experience	4
Candidate character	3
Inflation/High cost of living	3
Maintain integrity of U.S. government, constitution	3
Foreign policy	2
General policies	2
Promise of a better life for Americans	2
Party affiliation/Party platform	2
Progressive policies	1
International relations/National security	1
Israel/Palestine situation	1
Climate change/The environment	1
Tax reform	1
Criminal indictment	1
LGBTQ rights	1
Lack of trust in candidate	1
Fear of war	1
Balancing the budget/Federal budget deficit	1
Kindness/Humanity/Respect/Civility	1
Based on gender/race	1
Homeland security	1
Other	2
None	1
No opinion	1

103. Do you think Kamala Harris or Donald Trump would do a better job as president on each of the following? [RANDOM ORDER]

### **BASED ON REGISTERED VOTERS**

2024 Oct 14-27	Harris	Trump	Same/No difference (vol.)	No opinion
Strengthening the middle class	50	47	2	1
Promoting national unity	54	41	4	1
Protecting democracy and democratic principles	52	44	2	2
Preserving the American dream for young people and future generations	51	46	2	1
Reducing conflict around the world	49	47	3	1
Keeping the U.S. safe from foreign threats	45	53	2	1
Bringing about the change the country needs	49	46	3	2

14. Are you generally satisfied or dissatisfied with the way [ROTATED: Kamala Harris' campaign/Donald Trump's campaign] has been conducted?

2024 Oct 14-27	<b>Satisfied</b>	Dissatisfied	No opinion
Registered voters			
Kamala Harris' campaign	53	42	4
Donald Trump's campaign	43	53	4
National adults			
Kamala Harris' campaign	53	42	5
Donald Trump's campaign	44	51	5

### **FOR COMPARISON:** Final pre-election measurement, based on national adults

	<u>Satisfied</u>	Dissatisfied	No opinion
2020 Oct 16-28			
Joe Biden's campaign	56	43	2
Donald Trump's campaign	46	53	1
2016 Oct 27-28			
Hillary Clinton's campaign	50	48	3
Donald Trump's campaign	29	69	3
2012 Oct 27-28			
Barack Obama's campaign	58	37	5
Mitt Romney's campaign	54	41	5
2008 Oct 23-26			
Barack Obama's campaign	66	31	2
John McCain's campaign	40	59	1
2004 Oct 22-24			
John Kerry's campaign	51	46	3
George W. Bush's campaign	55	42	3
2000 Oct 6-9			
Al Gore's campaign	61	30	9
George W. Bush's campaign	58	31	11
- 1 5			

### QN101: Decided who to vote for BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Gen	der	Ra	ce I		Age			Education			Party I.D.		Hou	usehold Inco	ome
		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	933	492	432	732	-	109	228	574	500	267	161	323	304		171		
	Weighted n	883	425	444	602		180	275	403	350	260	269		294	303			
Yes, made up mind		822	400	408	567	243	155	256	390	330	243	245	270	249	300	172	243	308
· '		93%	94%	92%	94%	91%	86%	93%	97%	94%	93%	91%	96%	85%	99%	93%	92%	96%
No, still deciding		56	23	32	29	23	24	17	9	17	16	22	10	41	3	11	18	11
		6%	5%	7%	5%	9%	14%	6%	2%	5%	6%	8%	4%	14%	1%	6%	7%	4%
NOT VOTING (VOL.)		5	1	3	5	-	-	2	3	2	1	2	1	4	-	2	3	-
		1%	0%	1%	1%	-	-	1%	1%	1%	0%	1%	0%	1%	-	1%	1%	-
DON'T KNOW/REFUSED		1	0	1	1	-	-	1	0	1	0	-	1	0	0	-	-	-
		0%	0%	0%	0%	-	-	0%	0%	0%	0%	-	0%	0%	0%	-	-	-

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QN102: Most important factor or issue BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

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Second   176	Total																		
Professional Content	Economy	vveignted n																	
Interpretational conditional continues of the continues o					14%	21%	20%	12%	27%	19%	18%	22%	23%	35%	23%	5%		20%	
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Part   28, 164   196																			
Presentation of developments	Abortion issues/Women's rights																		
Part																			
Distale parameter and security of the property	Preservation of democracy																		
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Section   Sect			5%	5%	5%	5%	4%	-			4%	7%	5%	1%	4%	10%	8%	5%	4%
Compensation profession 20 16 15 25 6 4 11 16 19 8 4 10 10 10 10 13 4 17 17 18 19 19 19 19 19 10 10 10 10 3 4 17 19 19 19 19 19 19 19 19 19 19 19 19 19	Ethics/moral/decency/honesty			15	25	22	17	5	8	26	20			4		23		13	
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Material Mat																			
Control profession   45   35   68   45   45   75   75   63   14   13   15   60   60   60   11   60   15   60   60   60   11   60   60   60   60																			
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Part			3%	4%	1%	3%	3%	4%	1%	4%	4%	2%	2%	2%	3%	3%	1%	4%	3%
Promise of planes and people   16   5   12   6   10   3   5   8   5   7   5   4   5   8   5   5   7   5   5   5   5   5   5   5	Cost of living/inflation																		
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Integrity of our constitution  7	Climate change/environment																		
156   156	Integrity of our constitution														2				
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Based on Genderfrace    5	randicasinamanyrespecturing		_													-			
Homeland security	Based on Gender/race		5		4	1	4	0	2	3	3	2	-	0	2	2	1	2	2
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Ability to perform what they promise								-									-		
Ability to perform what they promise 4 1 3 3 4 - 2 2 2 0 1 3 2 2 - 3 3 - 4 5 1 5 6 5 6 6 6 1 3 - 2 1 5 6 1 5	Health care							-									-		
0%   0%   1%   1%   1%   -   1%   1%   0%   0%   1%   1%   1%   -   1%	Ability to perform what they promise							-									-		
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#### QN103A: Harris or Trump: strengthening middle class BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Ger	ider	Ra	ce I		Age			Education			Party I.D.		Ho	usehold Inco	ome
		Tatal	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Indonandant	Domoorat	Less than \$50,000	\$50,000- 100,000	\$100,000+
		Total																
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	347
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Kamala Harris		441	180	250	270	168	98	118	216	206	117	118	18	132	289	92	125	168
		50%	42%	56%	45%	63%	55%	43%	54%	59%	45%	44%	7%	45%	95%	50%	48%	53%
Donald Trump		417	235	179	315	89	76	148	179	132	138	144	259	145	12	88	133	142
		47%	55%	40%	52%	34%	42%	54%	44%	38%	53%	53%	92%	49%	4%	47%	50%	44%
Same/No difference (vol.)		20	9	11	15	5	6	8	7	9	3	8	3	15	1	4	4	9
		2%	2%	2%	2%	2%	3%	3%	2%	2%	1%	3%	1%	5%	0%	2%	1%	3%
DON'T KNOW/REFUSED		6	1	5	3	3	-	2	1	3	2	-	0	2	1	1	2	-
		1%	0%	1%	0%	1%	-	1%	0%	1%	1%	-	0%	1%	0%	1%	1%	-

## GALLUP POLL SOCIAL SURVEY October 2024 - Pre-Election Survey Registered Voters Public Release Data

### QN103B: Harris or Trump: Promote national unity BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Gen	der	Ra	ce I		Age			Education			Party I.D.		Hou	isehold Inco	me
										College	Some	HS Grad or				Less than	\$50,000-	
		Total	Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	347
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Kamala Harris		473	189	273	294	175	101	136	224	216	127	130	28	152	291	100	137	180
		54%	44%	62%	49%	66%	56%	49%	56%	62%	49%	48%	10%	52%	96%	54%	52%	56%
Donald Trump		361	206	152	273	79	66	120	165	109	121	128	238	116	7	78	114	120
		41%	49%	34%	45%	30%	37%	44%	41%	31%	47%	47%	85%	39%	2%	42%	43%	38%
Same/No difference (vol.)		38	23	13	28	9	12	13	11	20	7	10	12	21	3	6	11	14
		4%	5%	3%	5%	3%	7%	5%	3%	6%	3%	4%	4%	7%	1%	3%	4%	4%
DON'T KNOW/REFUSED		12	6	5	7	4	-	7	3	5	4	2	3	5	1	1	2	5
		1%	1%	1%	1%	1%	-	2%	1%	1%	2%	1%	1%	2%	0%	1%	1%	2%

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### QN103C: Harris or Trump: Protect democracy BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Ger	nder	Ra	ce I		Age			Education			Party I.D.		Hoi	usehold Inco	ome
										College		HS Grad or				Less than	\$50,000-	
		Total	Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000-
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	34
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	31
Kamala Harris		458	188	259	282	173	103	129	217	220	118	120	18	144	295	94	132	17
		52%	44%	58%	47%	65%	57%	47%	54%	63%	45%	45%	6%	49%	97%	51%	50%	55%
Oonald Trump		389	217	169	298	80	67	130	180	118	130	138	258	123	7	86	123	3 13
		44%	51%	38%	50%	30%	37%	47%	45%	34%	50%	51%	92%	42%	2%	47%	47%	419
Same/No difference (vol.)		19	13	5	13	6	7	10	2	9	5	5	1	17	-	4	4	1
		2%	3%	1%	2%	2%	4%	3%	1%	2%	2%	2%	0%	6%	-	2%	2%	29
DON'T KNOW/REFUSED		17	7	10	9	7	3	7	4	3	8	6	4	10	1	1	5	5
ON THITOWING TOOLD		2%	2%	2%	1%	2%	2%	2%	1%	1%	3%	2%	2%	3%	0%	1%	2%	19

# GALLUP POLL SOCIAL SURVEY October 2024 - Pre-Election Survey Registered Voters Public Release Data

### QN103D: Harris or Trump: Preserving American dream BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Gen	der	Ra	ce I		Age			Education			Party I.D.		Hou	usehold Inco	ome
										College	Some	HS Grad or				Less than	\$50,000-	
		Total	Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	347
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Kamala Harris		453	181	261	274	175	102	123	217	209	122	122	19	141	292	95	128	171
		51%	43%	59%	45%	66%	57%	45%	54%	60%	47%	45%	7%	48%	96%	52%	49%	54%
Donald Trump		403	230	171	309	83	71	140	181	125	133	142	261	134	8	84	128	139
		46%	54%	39%	51%	31%	39%	51%	45%	36%	51%	53%	93%	45%	3%	45%	49%	44%
Same/No difference (vol.)		20	12	7	15	5	6	10	4	12	3	5	1	17	2	4	5	9
		2%	3%	2%	3%	2%	4%	4%	1%	3%	1%	2%	0%	6%	1%	2%	2%	3%
DON'T KNOW/REFUSED		7	2	5	4	3	1	3	1	4	3	-	0	3	1	2	2	-
		1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	-	0%	1%	0%	1%	1%	-

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### QN103E: Harris or Trump: Reducing world conflict BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	·		Ger	nder	Ra	ce I		Age			Education			Party I.D.		Но	usehold Inco	ome
										College		HS Grad or				Less than		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	34
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Kamala Harris		430	170	249	264	165	98	121	202	201	115	114	16	126	287	84	125	16
		49%	40%	56%	44%	62%	55%	44%	50%	57%	44%	42%	6%	43%	95%	46%	48%	529
onald Trump		419	245	171	316	89	75	143	186	132	139	145	261	147	11	93	130	149
		47%	58%	38%	53%	34%	42%	52%	46%	38%	53%	54%	93%	50%	4%	50%	49%	479
Same/No difference (vol.)		23	9	14	18	5	6	7	10	12	4	7	4	14	4	6	7	
		3%	2%	3%	3%	2%	4%	3%	2%	3%	1%	3%	1%	5%	1%	3%	3%	19
DON'T KNOW/REFUSED		11	0	11	4	6	-	4	5	5	3	3	1	7	-	2	1	
ON I KNOWIKEI OOLD		1%	0%	2%	1%	2%		2%	1%	1%	1%	1%	0%	2%		1%	1%	09

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#### QN103F: Harris or Trump: Keep U.S. safe BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Gender		Race I		Age			Education			Party I.D.			Household Income		
										College		HS Grad or			_	Less than	\$50,000-	
		Total	Male	Female	White	Non-white	18-34	35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	347
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Kamala Harris		397	157	232	248	147	78	110	201	195	99	104	13	103	280	80	119	150
		45%	37%	52%	41%	55%	43%	40%	50%	56%	38%	38%	5%	35%	92%	43%	45%	47%
Donald Trump		465	260	198	341	111	95	159	196	144	154	164	266	178	21	99	139	166
		53%	61%	45%	57%	42%	53%	58%	49%	41%	59%	61%	95%	60%	7%	53%	53%	52%
Same/No difference (vol.)		14	7	7	9	5	6	4	4	8	4	2	2	9	2	4	5	3
		2%	2%	2%	2%	2%	3%	1%	1%	2%	1%	1%	1%	3%	1%	2%	2%	1%
DON'T KNOW/REFUSED		7	1	6	3	4	1	2	2	3	4	-	-	5	-	3	1	-
		1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	-	-	2%	-	1%	0%	-

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### QN103G: Harris or Trump: Change the country needs BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Ger	nder	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		Independent	Democrat	Less than \$50,000	\$50,000- 100,000	\$100,000
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	347
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Kamala Harris		436	172	254	272	162	100	117	210	204	118	114	15	134	285	90	127	7 168
		49%	40%	57%	45%	61%	56%	42%	52%	58%	45%	42%	5%	46%	94%	49%	48%	53%
Donald Trump		406	235	168	301	93	65	141	188	124	134	145	261	131	13	88	127	7 139
		46%	55%	38%	50%	35%	36%	51%	47%	35%	51%	54%	93%	45%	4%	48%	48%	43%
Same/No difference (vol.)		23	13	10	20	3	10	11	3	10	5	8	4	16	2	5	7	
		3%	3%	2%	3%	1%	6%	4%	1%	3%	2%	3%	1%	5%	1%	3%	3%	2%
DON'T KNOW/REFUSED		18	6	12	8	8	4	7	3	12	4	2	1	13	2	2	4	
		2%	1%	3%	1%	3%	2%	3%	1%	3%	2%	1%	0%	4%	1%	1%	1%	2%

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### QN14A: Satisfaction with Trump's campaign BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Gen	nder Rac		ce I	Age			Education			Party I.D.			Household Income		
										College	Some	HS Grad or				Less than	\$50,000-	
		Total	Male	Female	White	Non-white	18-34	34 35-54	55+	Grad	College	Less	Republican	Independent	Democrat	\$50,000	100,000	\$100,000+
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	347
Ī	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Satisfied		378	206	168	278	90	66	126	171	122	121	132	239	124	13	82	112	134
		43%	48%	38%	46%	34%	37%	46%	42%	35%	46%	49%	85%	42%	4%	44%	43%	42%
Dissatisfied		468	203	254	301	164	106	135	218	217	126	125	35	153	277	95	147	175
		53%	48%	57%	50%	62%	59%	49%	54%	62%	49%	46%	12%	52%	91%	51%	56%	55%
DON'T KNOW/REFUSED		38	16	22	22	12	8	15	14	11	13	12	7	17	13	8	4	10
Ī		4%	4%	5%	4%	4%	4%	5%	4%	3%	5%	5%	3%	6%	4%	4%	2%	3%

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### QN14B: Satisfaction with Harris campaign BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

			Gender		Race I		Age			Education			Party I.D.			Household Income		
				-	White	Non-white	40.04	05.54	55+	College Grad	Some College	HS Grad or Less		Independent	t Democrat		\$50,000-	\$100,000+
		Total	Male	Female			18-34	35-54									100,000	
Total	Unweighted n	933	492	432	732	185	109	228	574	500	267	161	323	304	300	171	290	347
	Weighted n	883	425	444	602	266	180	275	403	350	260	269	281	294	303	185	264	319
Satisfied		471	192	272	299	168	94	130	235	216	131	125	49	148	274	87	136	191
		53%	45%	61%	50%	63%	53%	47%	58%	62%	50%	46%	17%	50%	91%	47%	52%	60%
Dissatisfied		375	218	149	271	92	73	135	154	123	118	130	214	133	23	84	121	119
		42%	51%	34%	45%	35%	40%	49%	38%	35%	45%	48%	76%	45%	8%	45%	46%	37%
DON'T KNOW/REFUSED		38	15	23	32	6	12	10	14	11	12	15	18	13	6	14	7	10
		4%	4%	5%	5%	2%	7%	4%	3%	3%	4%	5%	7%	5%	2%	8%	3%	3%

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