

**GALLUP NEWS SERVICE**

**2024 PRESIDENTIAL ELECTION FALL BENCHMARK**

**-- FINAL TOPLINE --**

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

September 16-28, 2024

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**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  $\pm 4$  percentage points at the 95% confidence level.**

**For results based on the sample of – 941 – registered voters, 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 [galluphelp@gallup.com](mailto:galluphelp@gallup.com).**

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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<br/>important</u> | <u>Very<br/>important</u> | <u>Somewhat<br/>important</u> | <u>Not<br/>important</u> | <u>No<br/>opinion</u> |
|-----------------------------|--------------------------------|---------------------------|-------------------------------|--------------------------|-----------------------|
| <b>Registered voters</b>    |                                |                           |                               |                          |                       |
| 2024 Sep 16-28              | 37                             | 42                        | 17                            | 3                        | --                    |
| 2020 Sep 14-28 <sup>^</sup> | 42                             | 38                        | 18                            | 2                        | --                    |
| 2019 Dec 2-15               | n/a                            | n/a                       | n/a                           | n/a                      | n/a                   |
| 2016 May 18-22 <sup>†</sup> | 37                             | 44                        | 14                            | 4                        | *                     |
| 2016 Jan 21-25 <sup>†</sup> | 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 <sup>‡</sup> | 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 <sup>#</sup> | 35                             | 48                        | 15                            | 1                        | 1                     |
| <b>National adults</b>      |                                |                           |                               |                          |                       |
| 2024 Sep 16-28              | 38                             | 42                        | 16                            | 3                        | --                    |
| 2020 Sep 14-28 <sup>^</sup> | 41                             | 40                        | 17                            | 2                        | --                    |
| 2019 Dec 2-15               | 35                             | 46                        | 16                            | 2                        | --                    |
| 2016 May 18-22 <sup>†</sup> | 38                             | 45                        | 14                            | 4                        | *                     |
| 2016 Jan 21-25 <sup>†</sup> | 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 <sup>‡</sup> | 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 <sup>#</sup> | n/a                            | n/a                       | n/a                           | n/a                      | n/a                   |

<sup>^</sup> Asked of a half sample

<sup>†</sup> WORDING: Healthcare and the Affordable Care Act

<sup>‡</sup> WORDING: The Healthcare Law passed in 2010

<sup>#</sup> 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%       | -       |