

# YouGov Survey: Importance of 2024 Election Events



Sample 1143 U.S. adult citizens  
 Conducted October 30 - November 1, 2024  
 Margin of Error ±3.8%

## 1. How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Very important	Somewhat important	Not very important	Not at all important	Not sure
Inflation and the state of the economy	70%	18%	3%	2%	7%
The U.S.-Mexico border situation	55%	26%	9%	2%	9%
Joe Biden withdrawing from the presidential race	50%	22%	10%	9%	8%
The Supreme Court's overturning of abortion rights in 2022	50%	26%	9%	5%	10%
Kamala Harris replacing Joe Biden as the Democratic candidate	50%	22%	9%	10%	10%
Joe Biden's age and mental state	47%	20%	12%	14%	7%
The debate between Kamala Harris and Donald Trump	40%	31%	15%	5%	9%
Media coverage of the election	38%	33%	11%	9%	10%
The debate between Joe Biden and Donald Trump	34%	22%	20%	14%	9%
The escalation of the Israel-Palestine conflict	34%	37%	12%	5%	12%
Speeches and rallies by Donald Trump	33%	32%	15%	10%	11%
Assassination attempts on Donald Trump	32%	26%	19%	12%	10%
Donald Trump's age and mental state	29%	19%	22%	21%	8%
Donald Trump's Madison Square Garden rally	29%	28%	18%	10%	15%
Kamala Harris choosing Tim Walz as her running mate	28%	31%	15%	14%	11%
Joe Biden endorsing Kamala Harris as his replacement	28%	23%	19%	21%	9%
Donald Trump's criminal cases and conviction	27%	21%	20%	23%	9%
Donald Trump choosing JD Vance as his running mate	26%	34%	16%	11%	12%
Speeches and rallies by Kamala Harris	26%	31%	15%	17%	11%
Elon Musk fundraising for Donald Trump	25%	31%	21%	12%	11%
The debate between Tim Walz and JD Vance	22%	33%	23%	10%	12%
Robert F. Kennedy, Jr. endorsing Donald Trump	21%	26%	23%	20%	11%
The Democratic National Convention	20%	25%	21%	21%	13%

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The Republican primary debates	18%	25%	21%	23%	13%
The Republican National Convention	16%	30%	23%	16%	14%
Taylor Swift endorsing Kamala Harris	14%	21%	21%	35%	9%

**2. Which one of the following events do you think ultimately will be most important to the outcome of the 2024 presidential election?**

The Republican primary debates	0%
Donald Trump's criminal cases and conviction	3%
The debate between Joe Biden and Donald Trump	0%
Joe Biden's age and mental state	1%
Assassination attempts on Donald Trump	1%
The Republican National Convention	0%
Donald Trump choosing JD Vance as his running mate	0%
Joe Biden withdrawing from the presidential race	5%
Kamala Harris replacing Joe Biden as the Democratic candidate	10%
Joe Biden endorsing Kamala Harris as his replacement	2%
Robert F. Kennedy, Jr. endorsing Donald Trump	1%
The Democratic National Convention	0%
The debate between Kamala Harris and Donald Trump	3%
The debate between Tim Walz and JD Vance	0%
Kamala Harris choosing Tim Walz as her running mate	1%
Taylor Swift endorsing Kamala Harris	0%
Donald Trump's age and mental state	2%
Elon Musk fundraising for Donald Trump	1%
Donald Trump's Madison Square Garden rally	1%
Media coverage of the election	4%
Inflation and the state of the economy	29%
The U.S.-Mexico border situation	12%
The escalation of the Israel-Palestine conflict	2%
The Supreme Court's overturning of abortion rights in 2022	10%
Speeches and rallies by Kamala Harris	1%
Speeches and rallies by Donald Trump	2%
Not asked - did not say any event was very or somewhat important	5%

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<b>Interviewing Dates</b>	October 30 - November 1, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 5.043, with a mean of one and a standard deviation of 0.82.
<b>Number of respondents</b>	1143
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	103 questions not reported.

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## 1A. Importance of Events to Election — Inflation and the state of the economy

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	70%	70%	69%	55%	70%	74%	78%	73%	61%	65%	*
Somewhat important	18%	18%	19%	25%	16%	18%	15%	18%	19%	16%	*
Not very important	3%	4%	2%	3%	4%	2%	2%	2%	6%	3%	*
Not at all important	2%	2%	2%	5%	1%	1%	1%	1%	5%	3%	*
Not sure	7%	5%	9%	12%	9%	5%	4%	6%	8%	13%	*
Totals	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,133)	(547)	(586)	(271)	(191)	(374)	(297)	(757)	(128)	(150)	(98)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	70%	61%	66%	85%	61%	91%	68%	74%	70%	65%	74%	70%	69%
Somewhat important	18%	27%	19%	9%	32%	7%	18%	18%	23%	23%	14%	17%	22%
Not very important	3%	6%	2%	1%	4%	1%	4%	3%	2%	4%	1%	4%	2%
Not at all important	2%	1%	2%	2%	1%	0%	2%	0%	1%	3%	2%	2%	1%
Not sure	7%	6%	11%	4%	2%	1%	8%	5%	4%	5%	9%	7%	7%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,133)	(398)	(446)	(289)	(529)	(397)	(429)	(339)	(232)	(204)	(240)	(427)	(262)

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## 1B. Importance of Events to Election — The U.S.-Mexico border situation

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	55%	59%	51%	42%	46%	60%	69%	60%	31%	51%	58%
Somewhat important	26%	23%	28%	30%	27%	27%	19%	23%	42%	25%	25%
Not very important	9%	9%	9%	11%	15%	6%	6%	9%	10%	11%	7%
Not at all important	2%	1%	2%	1%	2%	2%	1%	2%	5%	0%	0%
Not sure	9%	7%	10%	16%	11%	5%	5%	7%	12%	14%	10%
Totals	101%	99%	100%	100%	101%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,130)	(544)	(586)	(271)	(189)	(374)	(296)	(751)	(128)	(150)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	55%	36%	50%	81%	32%	87%	54%	57%	56%	50%	57%	57%	53%
Somewhat important	26%	38%	25%	13%	45%	8%	22%	29%	28%	30%	25%	23%	27%
Not very important	9%	16%	8%	3%	16%	2%	10%	9%	9%	12%	6%	9%	9%
Not at all important	2%	3%	2%	0%	3%	0%	3%	0%	2%	3%	1%	2%	1%
Not sure	9%	7%	15%	3%	4%	3%	11%	5%	5%	6%	12%	8%	9%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	99%	99%
Unweighted N	(1,130)	(402)	(440)	(288)	(530)	(395)	(430)	(336)	(232)	(204)	(239)	(427)	(260)

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## 1C. Importance of Events to Election — Joe Biden withdrawing from the presidential race

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	50%	53%	48%	44%	52%	51%	54%	53%	48%	43%	*
Somewhat important	22%	21%	24%	24%	23%	23%	19%	23%	23%	14%	*
Not very important	10%	8%	11%	9%	13%	8%	8%	8%	15%	10%	*
Not at all important	9%	10%	8%	8%	2%	13%	11%	9%	5%	14%	*
Not sure	8%	8%	9%	15%	9%	5%	7%	7%	9%	19%	*
Totals	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,135)	(548)	(587)	(271)	(193)	(376)	(295)	(757)	(130)	(149)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	50%	63%	40%	51%	64%	47%	50%	50%	59%	44%	59%	47%	53%
Somewhat important	22%	22%	24%	21%	22%	25%	18%	23%	28%	25%	19%	21%	24%
Not very important	10%	8%	12%	9%	7%	10%	13%	9%	6%	15%	8%	12%	4%
Not at all important	9%	2%	11%	14%	3%	16%	8%	11%	5%	8%	5%	11%	10%
Not sure	8%	5%	13%	6%	4%	2%	11%	6%	2%	8%	8%	9%	8%
Totals	99%	100%	100%	101%	100%	100%	100%	99%	100%	100%	99%	100%	99%
Unweighted N	(1,135)	(403)	(441)	(291)	(533)	(395)	(433)	(337)	(233)	(205)	(241)	(429)	(260)

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## 1D. Importance of Events to Election — The Supreme Court’s overturning of abortion rights in 2022

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	50%	40%	60%	42%	51%	53%	54%	47%	67%	47%	*
Somewhat important	26%	32%	20%	29%	20%	28%	27%	28%	15%	22%	*
Not very important	9%	11%	7%	8%	13%	7%	8%	9%	5%	11%	*
Not at all important	5%	8%	3%	4%	5%	7%	5%	6%	3%	5%	*
Not sure	10%	9%	10%	17%	12%	6%	6%	9%	9%	15%	*
Totals	100%	100%	100%	100%	101%	101%	100%	99%	99%	100%	*
Unweighted N	(1,136)	(546)	(590)	(270)	(192)	(376)	(298)	(756)	(130)	(151)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	50%	73%	42%	36%	78%	33%	50%	53%	50%	51%	53%	48%	49%
Somewhat important	26%	12%	28%	38%	14%	36%	23%	27%	30%	29%	24%	23%	31%
Not very important	9%	7%	9%	10%	3%	14%	10%	7%	10%	11%	5%	11%	7%
Not at all important	5%	1%	6%	10%	1%	13%	6%	6%	5%	2%	6%	7%	4%
Not sure	10%	8%	15%	5%	4%	4%	11%	7%	4%	7%	11%	10%	9%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	99%	100%	99%	99%	100%
Unweighted N	(1,136)	(403)	(444)	(289)	(532)	(395)	(433)	(339)	(232)	(204)	(242)	(428)	(262)

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## 1E. Importance of Events to Election — Kamala Harris replacing Joe Biden as the Democratic candidate

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	50%	45%	55%	45%	51%	52%	51%	49%	58%	45%	54%
Somewhat important	22%	26%	18%	26%	21%	24%	15%	23%	19%	16%	19%
Not very important	9%	10%	7%	9%	10%	7%	10%	10%	6%	8%	7%
Not at all important	10%	11%	9%	6%	6%	10%	16%	9%	6%	15%	12%
Not sure	10%	8%	11%	14%	11%	7%	8%	9%	11%	16%	8%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,138)	(548)	(590)	(270)	(194)	(376)	(298)	(758)	(130)	(150)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	50%	74%	42%	34%	76%	35%	48%	52%	58%	49%	46%	52%	52%
Somewhat important	22%	16%	23%	25%	17%	24%	18%	23%	25%	27%	23%	19%	21%
Not very important	9%	4%	8%	15%	3%	12%	10%	9%	7%	12%	8%	9%	7%
Not at all important	10%	0%	12%	17%	1%	23%	10%	11%	7%	4%	11%	12%	9%
Not sure	10%	5%	15%	9%	3%	6%	15%	5%	3%	9%	11%	8%	11%
Totals	101%	99%	100%	100%	100%	100%	101%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,138)	(404)	(444)	(290)	(533)	(398)	(432)	(338)	(235)	(204)	(242)	(428)	(264)



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## 1F. Importance of Events to Election — Joe Biden’s age and mental state

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	47%	48%	46%	36%	42%	51%	56%	47%	41%	46%	52%
Somewhat important	20%	19%	21%	24%	16%	21%	20%	20%	24%	17%	22%
Not very important	12%	12%	11%	12%	20%	8%	8%	12%	13%	12%	10%
Not at all important	14%	15%	14%	12%	14%	16%	15%	16%	15%	11%	7%
Not sure	7%	6%	8%	17%	8%	4%	1%	6%	7%	14%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,131)	(544)	(587)	(271)	(194)	(372)	(294)	(755)	(127)	(149)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	47%	41%	43%	57%	34%	62%	47%	50%	46%	43%	48%	50%	42%
Somewhat important	20%	24%	21%	15%	24%	16%	20%	20%	24%	17%	18%	19%	26%
Not very important	12%	13%	13%	8%	20%	6%	10%	12%	14%	13%	7%	11%	15%
Not at all important	14%	18%	10%	15%	18%	14%	13%	14%	14%	21%	19%	12%	9%
Not sure	7%	3%	13%	4%	3%	2%	9%	3%	2%	5%	8%	7%	8%
Totals	100%	99%	100%	99%	99%	100%	99%	99%	100%	99%	100%	99%	100%
Unweighted N	(1,131)	(400)	(442)	(289)	(529)	(396)	(431)	(335)	(233)	(202)	(240)	(426)	(263)

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## 1G. Importance of Events to Election — The debate between Kamala Harris and Donald Trump

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	40%	36%	44%	36%	41%	43%	38%	35%	61%	44%	41%
Somewhat important	31%	33%	30%	33%	32%	30%	32%	35%	18%	24%	36%
Not very important	15%	19%	11%	11%	16%	15%	16%	17%	7%	15%	8%
Not at all important	5%	5%	5%	6%	1%	5%	8%	5%	6%	3%	7%
Not sure	9%	7%	11%	14%	11%	6%	6%	8%	7%	14%	9%
Totals	100%	100%	101%	100%	101%	99%	100%	100%	99%	100%	101%
Unweighted N	(1,132)	(544)	(588)	(270)	(190)	(375)	(297)	(754)	(129)	(148)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	40%	58%	31%	33%	56%	30%	45%	37%	42%	39%	46%	40%	35%
Somewhat important	31%	25%	35%	34%	30%	36%	25%	39%	31%	32%	25%	31%	38%
Not very important	15%	10%	14%	20%	9%	21%	16%	12%	18%	18%	11%	15%	16%
Not at all important	5%	2%	7%	6%	2%	10%	5%	6%	3%	3%	8%	5%	4%
Not sure	9%	6%	13%	6%	2%	3%	10%	6%	6%	9%	10%	9%	7%
Totals	100%	101%	100%	99%	99%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,132)	(401)	(440)	(291)	(529)	(398)	(432)	(333)	(234)	(204)	(240)	(427)	(261)

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## 1H. Importance of Events to Election — Media coverage of the election

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	38%	34%	41%	42%	34%	38%	37%	36%	46%	37%	*
Somewhat important	33%	33%	33%	33%	33%	35%	30%	35%	25%	27%	*
Not very important	11%	13%	8%	7%	13%	10%	13%	12%	6%	9%	*
Not at all important	9%	12%	5%	3%	9%	10%	12%	8%	13%	11%	*
Not sure	10%	8%	12%	15%	11%	8%	9%	9%	10%	16%	*
Totals	101%	100%	99%	100%	100%	101%	101%	100%	100%	100%	*
Unweighted N	(1,136)	(545)	(591)	(270)	(192)	(377)	(297)	(757)	(129)	(151)	(99)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	38%	50%	30%	34%	47%	36%	35%	42%	41%	33%	33%	40%	42%
Somewhat important	33%	33%	34%	32%	38%	31%	30%	37%	36%	42%	30%	31%	33%
Not very important	11%	6%	10%	16%	7%	14%	12%	8%	13%	8%	12%	11%	10%
Not at all important	9%	4%	10%	12%	3%	16%	11%	8%	6%	7%	11%	10%	5%
Not sure	10%	7%	16%	6%	5%	4%	12%	6%	4%	10%	14%	9%	9%
Totals	101%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%	99%
Unweighted N	(1,136)	(402)	(444)	(290)	(531)	(396)	(433)	(339)	(232)	(204)	(240)	(431)	(261)

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## 11. Importance of Events to Election — The debate between Joe Biden and Donald Trump

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	34%	36%	33%	24%	29%	41%	41%	36%	31%	32%	*
Somewhat important	22%	22%	22%	28%	21%	19%	21%	22%	21%	18%	*
Not very important	20%	20%	19%	20%	25%	18%	16%	20%	16%	24%	*
Not at all important	14%	14%	15%	9%	14%	16%	17%	14%	24%	10%	*
Not sure	9%	8%	11%	18%	11%	6%	5%	8%	8%	16%	*
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,139)	(547)	(592)	(272)	(194)	(375)	(298)	(759)	(130)	(151)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	34%	30%	32%	42%	28%	51%	32%	37%	43%	32%	30%	35%	40%
Somewhat important	22%	20%	23%	23%	23%	21%	23%	20%	23%	23%	23%	21%	22%
Not very important	20%	26%	16%	17%	27%	13%	20%	20%	18%	24%	21%	17%	20%
Not at all important	14%	17%	15%	10%	16%	14%	14%	17%	12%	13%	16%	17%	9%
Not sure	9%	7%	14%	7%	5%	2%	12%	5%	4%	8%	10%	10%	9%
Totals	99%	100%	100%	99%	99%	101%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,139)	(402)	(446)	(291)	(532)	(398)	(433)	(338)	(235)	(206)	(241)	(429)	(263)

# YouGov Survey: Importance of 2024 Election Events

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## 1J. Importance of Events to Election — The escalation of the Israel-Palestine conflict

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	34%	33%	34%	34%	29%	31%	43%	34%	33%	40%	28%
Somewhat important	37%	39%	36%	31%	35%	42%	40%	40%	29%	28%	47%
Not very important	12%	14%	10%	12%	14%	12%	9%	12%	15%	12%	6%
Not at all important	5%	5%	5%	4%	8%	5%	3%	4%	6%	9%	8%
Not sure	12%	8%	15%	18%	15%	10%	4%	11%	17%	11%	12%
Totals	100%	99%	100%	99%	101%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,134)	(545)	(589)	(269)	(193)	(376)	(296)	(756)	(129)	(149)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	34%	35%	29%	39%	32%	39%	38%	31%	34%	31%	34%	36%	33%
Somewhat important	37%	37%	36%	39%	41%	41%	29%	43%	46%	33%	36%	37%	43%
Not very important	12%	12%	13%	11%	15%	9%	15%	10%	11%	18%	11%	10%	11%
Not at all important	5%	5%	7%	3%	5%	5%	4%	7%	2%	7%	4%	6%	3%
Not sure	12%	10%	16%	8%	7%	6%	13%	9%	7%	11%	15%	12%	10%
Totals	100%	99%	101%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,134)	(402)	(443)	(289)	(533)	(395)	(434)	(335)	(232)	(206)	(239)	(430)	(259)

# YouGov Survey: Importance of 2024 Election Events

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## 1K. Importance of Events to Election — Speeches and rallies by Donald Trump

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	33%	31%	34%	26%	25%	36%	43%	33%	24%	37%	43%
Somewhat important	32%	31%	34%	32%	36%	32%	29%	35%	26%	24%	34%
Not very important	15%	18%	11%	16%	18%	13%	12%	16%	18%	9%	7%
Not at all important	10%	11%	9%	10%	10%	10%	9%	7%	21%	15%	8%
Not sure	11%	10%	12%	17%	11%	9%	7%	10%	12%	14%	9%
Totals	101%	101%	100%	101%	100%	100%	100%	101%	101%	99%	101%
Unweighted N	(1,131)	(544)	(587)	(270)	(191)	(374)	(296)	(751)	(130)	(150)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	33%	23%	27%	50%	22%	55%	33%	33%	30%	29%	33%	35%	31%
Somewhat important	32%	33%	32%	31%	37%	31%	28%	32%	44%	35%	37%	29%	31%
Not very important	15%	19%	13%	12%	21%	9%	13%	18%	17%	17%	10%	14%	18%
Not at all important	10%	16%	11%	2%	15%	2%	12%	9%	8%	9%	9%	12%	7%
Not sure	11%	9%	17%	5%	4%	3%	14%	8%	2%	9%	11%	10%	12%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	101%	99%	100%	100%	99%
Unweighted N	(1,131)	(399)	(443)	(289)	(528)	(396)	(433)	(337)	(229)	(203)	(238)	(427)	(263)

# YouGov Survey: Importance of 2024 Election Events

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## 1L. Importance of Events to Election — Assassination attempts on Donald Trump

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	32%	34%	30%	28%	32%	34%	34%	34%	27%	28%	36%
Somewhat important	26%	23%	29%	31%	19%	25%	32%	28%	13%	27%	33%
Not very important	19%	21%	17%	17%	24%	18%	17%	20%	21%	15%	11%
Not at all important	12%	12%	13%	7%	14%	15%	12%	10%	24%	14%	11%
Not sure	10%	9%	11%	16%	11%	9%	5%	8%	15%	16%	8%
Totals	99%	99%	100%	99%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,132)	(546)	(586)	(270)	(192)	(375)	(295)	(754)	(130)	(147)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	32%	15%	30%	53%	14%	58%	33%	32%	33%	24%	38%	34%	30%
Somewhat important	26%	27%	24%	29%	23%	29%	23%	27%	29%	37%	24%	23%	26%
Not very important	19%	26%	20%	11%	32%	9%	19%	18%	27%	14%	17%	19%	24%
Not at all important	12%	24%	11%	2%	24%	3%	13%	13%	11%	15%	11%	14%	9%
Not sure	10%	9%	16%	5%	7%	1%	12%	10%	0%	10%	10%	9%	11%
Totals	99%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,132)	(403)	(441)	(288)	(533)	(394)	(432)	(336)	(232)	(203)	(241)	(427)	(261)

# YouGov Survey: Importance of 2024 Election Events

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## 1M. Importance of Events to Election — Donald Trump’s age and mental state

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	29%	23%	35%	30%	26%	32%	28%	24%	48%	38%	32%
Somewhat important	19%	21%	18%	25%	23%	17%	15%	21%	18%	13%	23%
Not very important	22%	25%	20%	19%	26%	22%	23%	27%	16%	9%	12%
Not at all important	21%	24%	17%	11%	15%	25%	29%	21%	12%	26%	23%
Not sure	8%	7%	9%	16%	10%	4%	6%	7%	7%	14%	9%
Totals	99%	100%	99%	101%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(1,138)	(548)	(590)	(270)	(193)	(378)	(297)	(758)	(130)	(150)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	29%	56%	20%	13%	53%	9%	32%	29%	27%	25%	26%	33%	30%
Somewhat important	19%	22%	20%	17%	25%	12%	16%	20%	24%	23%	16%	16%	25%
Not very important	22%	12%	24%	32%	13%	33%	22%	22%	24%	29%	26%	21%	15%
Not at all important	21%	6%	22%	34%	5%	44%	19%	25%	19%	16%	24%	22%	19%
Not sure	8%	5%	14%	5%	3%	3%	11%	3%	6%	7%	9%	8%	10%
Totals	99%	101%	100%	101%	99%	101%	100%	99%	100%	100%	101%	100%	99%
Unweighted N	(1,138)	(404)	(446)	(288)	(534)	(395)	(434)	(339)	(233)	(204)	(241)	(431)	(262)



# YouGov Survey: Importance of 2024 Election Events

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## 1N. Importance of Events to Election — Donald Trump’s Madison Square Garden rally

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	29%	26%	32%	24%	21%	35%	34%	28%	28%	37%	25%
Somewhat important	28%	27%	28%	27%	24%	28%	32%	30%	22%	17%	39%
Not very important	18%	24%	13%	18%	26%	17%	12%	20%	14%	14%	13%
Not at all important	10%	11%	10%	9%	12%	9%	11%	8%	20%	9%	10%
Not sure	15%	12%	17%	22%	16%	12%	11%	13%	16%	23%	13%
Totals	100%	100%	100%	100%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,137)	(545)	(592)	(270)	(193)	(376)	(298)	(756)	(129)	(151)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	29%	27%	23%	38%	27%	41%	30%	30%	28%	20%	31%	33%	27%
Somewhat important	28%	27%	26%	31%	30%	31%	24%	27%	37%	33%	24%	25%	32%
Not very important	18%	17%	20%	17%	21%	17%	17%	22%	18%	22%	16%	15%	23%
Not at all important	10%	15%	10%	6%	14%	6%	11%	8%	11%	12%	11%	12%	4%
Not sure	15%	15%	21%	7%	8%	5%	18%	13%	6%	13%	19%	15%	14%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,137)	(404)	(443)	(290)	(534)	(397)	(432)	(338)	(234)	(205)	(240)	(429)	(263)

# YouGov Survey: Importance of 2024 Election Events

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## 10. Importance of Events to Election — Kamala Harris choosing Tim Walz as her running mate

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	28%	23%	32%	26%	21%	31%	34%	26%	43%	26%	29%
Somewhat important	31%	31%	32%	34%	37%	29%	27%	31%	30%	33%	31%
Not very important	15%	18%	12%	12%	18%	15%	16%	18%	9%	9%	15%
Not at all important	14%	19%	10%	7%	15%	16%	19%	15%	9%	16%	14%
Not sure	11%	8%	13%	21%	10%	9%	5%	10%	10%	16%	11%
Totals	99%	99%	99%	100%	101%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,137)	(545)	(592)	(270)	(193)	(377)	(297)	(756)	(130)	(151)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	28%	50%	18%	17%	44%	19%	25%	28%	39%	26%	23%	29%	32%
Somewhat important	31%	33%	30%	33%	37%	27%	31%	30%	32%	39%	33%	26%	33%
Not very important	15%	7%	18%	20%	11%	20%	16%	18%	13%	13%	18%	16%	12%
Not at all important	14%	3%	17%	22%	3%	29%	15%	15%	12%	10%	13%	18%	13%
Not sure	11%	7%	17%	8%	4%	5%	13%	9%	4%	12%	12%	11%	9%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,137)	(405)	(444)	(288)	(533)	(397)	(435)	(336)	(234)	(203)	(242)	(429)	(263)

# YouGov Survey: Importance of 2024 Election Events

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## 1P. Importance of Events to Election — Joe Biden endorsing Kamala Harris as his replacement

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	28%	23%	33%	31%	25%	28%	29%	23%	50%	31%	35%
Somewhat important	23%	22%	23%	30%	25%	20%	17%	23%	21%	26%	16%
Not very important	19%	22%	17%	14%	22%	19%	20%	22%	11%	10%	20%
Not at all important	21%	27%	16%	8%	18%	27%	29%	24%	10%	18%	22%
Not sure	9%	7%	11%	16%	11%	6%	5%	8%	8%	15%	7%
Totals	100%	101%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(543)	(589)	(270)	(190)	(375)	(297)	(756)	(129)	(147)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	28%	56%	18%	10%	51%	9%	29%	26%	30%	27%	31%	25%	31%
Somewhat important	23%	25%	24%	19%	26%	17%	21%	24%	24%	33%	16%	20%	25%
Not very important	19%	9%	23%	25%	14%	25%	18%	20%	23%	16%	18%	23%	16%
Not at all important	21%	4%	23%	38%	6%	45%	20%	25%	18%	13%	24%	24%	20%
Not sure	9%	5%	13%	8%	3%	4%	11%	6%	4%	10%	11%	8%	8%
Totals	100%	99%	101%	100%	100%	100%	99%	101%	99%	99%	100%	100%	100%
Unweighted N	(1,132)	(399)	(445)	(288)	(527)	(396)	(432)	(334)	(234)	(204)	(240)	(427)	(261)

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## 1Q. Importance of Events to Election — Donald Trump’s criminal cases and conviction

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	27%	24%	30%	30%	31%	25%	23%	21%	48%	33%	*
Somewhat important	21%	20%	23%	27%	23%	20%	16%	22%	25%	13%	*
Not very important	20%	23%	16%	18%	19%	21%	19%	22%	9%	19%	*
Not at all important	23%	27%	19%	10%	16%	27%	35%	26%	9%	21%	*
Not sure	9%	7%	12%	15%	11%	7%	7%	8%	9%	14%	*
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,135)	(544)	(591)	(270)	(191)	(376)	(298)	(756)	(131)	(149)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	27%	51%	21%	9%	48%	6%	29%	26%	26%	30%	21%	29%	28%
Somewhat important	21%	24%	20%	20%	31%	13%	21%	22%	23%	19%	26%	18%	23%
Not very important	20%	13%	20%	26%	12%	26%	17%	23%	23%	19%	20%	23%	14%
Not at all important	23%	4%	25%	40%	5%	52%	22%	24%	25%	22%	23%	21%	26%
Not sure	9%	8%	15%	5%	4%	3%	11%	6%	4%	10%	10%	9%	9%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,135)	(401)	(444)	(290)	(532)	(397)	(434)	(337)	(231)	(205)	(238)	(431)	(261)

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## 1R. Importance of Events to Election — Donald Trump choosing JD Vance as his running mate

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	26%	21%	31%	19%	13%	29%	44%	28%	19%	25%	31%
Somewhat important	34%	35%	33%	31%	39%	36%	28%	37%	26%	25%	36%
Not very important	16%	21%	12%	20%	20%	16%	10%	17%	14%	19%	12%
Not at all important	11%	12%	9%	10%	12%	11%	10%	7%	26%	12%	11%
Not sure	12%	10%	15%	20%	16%	8%	7%	11%	16%	19%	11%
Totals	99%	99%	100%	100%	100%	100%	99%	100%	101%	100%	101%
Unweighted N	(1,138)	(547)	(591)	(271)	(194)	(377)	(296)	(757)	(130)	(150)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	26%	19%	20%	42%	20%	49%	25%	27%	29%	24%	27%	28%	25%
Somewhat important	34%	30%	35%	37%	35%	35%	32%	34%	43%	34%	33%	33%	37%
Not very important	16%	24%	15%	10%	22%	10%	17%	18%	15%	22%	13%	15%	17%
Not at all important	11%	19%	10%	3%	18%	3%	13%	10%	6%	9%	12%	11%	10%
Not sure	12%	8%	20%	8%	5%	4%	14%	11%	7%	11%	15%	13%	11%
Totals	99%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,138)	(404)	(444)	(290)	(534)	(397)	(434)	(338)	(233)	(205)	(242)	(429)	(262)

# YouGov Survey: Importance of 2024 Election Events

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## 1S. Importance of Events to Election — Speeches and rallies by Kamala Harris

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	26%	20%	32%	27%	25%	26%	30%	22%	48%	28%	27%
Somewhat important	31%	32%	30%	37%	34%	28%	26%	33%	20%	30%	32%
Not very important	15%	17%	13%	11%	15%	17%	15%	18%	7%	8%	14%
Not at all important	17%	22%	12%	5%	16%	19%	25%	18%	8%	19%	16%
Not sure	11%	9%	13%	20%	10%	10%	5%	9%	16%	16%	11%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	101%	100%
Unweighted N	(1,129)	(545)	(584)	(267)	(191)	(374)	(297)	(754)	(130)	(145)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	26%	52%	17%	11%	50%	12%	27%	24%	30%	26%	25%	30%	23%
Somewhat important	31%	32%	31%	30%	36%	24%	24%	35%	41%	38%	26%	28%	35%
Not very important	15%	7%	16%	22%	8%	24%	17%	13%	13%	19%	18%	12%	14%
Not at all important	17%	2%	19%	30%	2%	37%	17%	19%	14%	9%	19%	19%	18%
Not sure	11%	7%	18%	7%	4%	3%	14%	9%	2%	9%	12%	12%	10%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,129)	(399)	(443)	(287)	(528)	(394)	(432)	(334)	(231)	(203)	(239)	(427)	(260)

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## 1T. Importance of Events to Election — Elon Musk fundraising for Donald Trump

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	25%	23%	26%	24%	25%	23%	28%	24%	27%	23%	*
Somewhat important	31%	33%	30%	31%	28%	36%	29%	34%	20%	22%	*
Not very important	21%	22%	20%	20%	27%	19%	19%	22%	23%	17%	*
Not at all important	12%	12%	12%	9%	11%	14%	15%	10%	21%	17%	*
Not sure	11%	10%	11%	18%	9%	8%	9%	9%	10%	20%	*
Totals	100%	100%	99%	102%	100%	100%	100%	99%	101%	99%	*
Unweighted N	(1,128)	(543)	(585)	(270)	(191)	(374)	(293)	(749)	(131)	(149)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	25%	17%	19%	40%	15%	43%	23%	25%	27%	19%	20%	28%	27%
Somewhat important	31%	29%	32%	33%	30%	35%	27%	34%	39%	31%	33%	27%	38%
Not very important	21%	29%	20%	14%	31%	12%	20%	23%	23%	27%	22%	21%	16%
Not at all important	12%	16%	15%	6%	18%	6%	15%	12%	8%	13%	12%	14%	9%
Not sure	11%	9%	14%	8%	5%	3%	15%	6%	3%	10%	12%	10%	10%
Totals	100%	100%	100%	101%	99%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,128)	(401)	(440)	(287)	(531)	(394)	(431)	(334)	(232)	(204)	(239)	(426)	(259)

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## 1U. Importance of Events to Election — The debate between Tim Walz and JD Vance

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	22%	20%	25%	21%	15%	24%	30%	22%	22%	24%	*
Somewhat important	33%	33%	32%	37%	25%	34%	35%	32%	37%	33%	*
Not very important	23%	26%	20%	15%	34%	22%	20%	26%	15%	18%	*
Not at all important	10%	11%	9%	5%	14%	12%	7%	10%	13%	5%	*
Not sure	12%	9%	15%	21%	13%	9%	8%	11%	14%	19%	*
Totals	100%	99%	101%	99%	101%	101%	100%	101%	101%	99%	*
Unweighted N	(1,134)	(545)	(589)	(269)	(191)	(377)	(297)	(757)	(129)	(149)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	22%	22%	16%	31%	19%	33%	26%	20%	20%	21%	22%	25%	20%
Somewhat important	33%	37%	26%	36%	34%	33%	31%	34%	36%	34%	24%	35%	37%
Not very important	23%	24%	27%	17%	31%	22%	19%	26%	28%	27%	24%	21%	23%
Not at all important	10%	9%	12%	8%	11%	9%	10%	10%	10%	9%	13%	8%	11%
Not sure	12%	8%	19%	8%	5%	3%	14%	10%	6%	9%	18%	12%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,134)	(402)	(444)	(288)	(529)	(398)	(433)	(334)	(234)	(205)	(240)	(428)	(261)



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## 1V. Importance of Events to Election — Robert F. Kennedy, Jr. endorsing Donald Trump

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	21%	21%	20%	18%	14%	23%	26%	22%	11%	24%	19%
Somewhat important	26%	28%	24%	30%	23%	24%	29%	30%	19%	14%	27%
Not very important	23%	22%	23%	22%	28%	21%	19%	23%	26%	20%	20%
Not at all important	20%	20%	20%	12%	23%	23%	20%	16%	31%	30%	21%
Not sure	11%	9%	13%	17%	12%	9%	6%	10%	13%	12%	12%
Totals	101%	100%	100%	99%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,139)	(547)	(592)	(271)	(192)	(378)	(298)	(759)	(130)	(149)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	21%	9%	18%	36%	5%	42%	23%	20%	16%	19%	20%	22%	20%
Somewhat important	26%	15%	26%	38%	15%	38%	24%	28%	30%	21%	30%	24%	31%
Not very important	23%	31%	22%	14%	35%	12%	20%	23%	29%	26%	19%	23%	22%
Not at all important	20%	34%	18%	6%	38%	5%	21%	22%	19%	22%	19%	20%	17%
Not sure	11%	11%	15%	6%	6%	3%	13%	8%	5%	12%	13%	11%	9%
Totals	101%	100%	99%	100%	99%	100%	101%	101%	99%	100%	101%	100%	99%
Unweighted N	(1,139)	(403)	(446)	(290)	(534)	(397)	(434)	(337)	(235)	(206)	(242)	(429)	(262)

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## 1W. Importance of Events to Election — The Democratic National Convention

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	20%	15%	24%	20%	16%	20%	23%	16%	41%	20%	21%
Somewhat important	25%	22%	28%	37%	22%	23%	22%	25%	22%	31%	28%
Not very important	21%	25%	17%	16%	25%	22%	20%	25%	12%	10%	18%
Not at all important	21%	27%	14%	8%	21%	25%	26%	23%	10%	22%	17%
Not sure	13%	10%	16%	20%	15%	10%	9%	12%	15%	17%	16%
Totals	100%	99%	99%	101%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,134)	(546)	(588)	(270)	(193)	(376)	(295)	(753)	(130)	(151)	(100)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	20%	37%	13%	9%	33%	8%	21%	19%	21%	19%	16%	23%	18%
Somewhat important	25%	33%	22%	21%	34%	15%	25%	25%	24%	29%	18%	25%	30%
Not very important	21%	15%	24%	24%	20%	29%	18%	25%	26%	25%	19%	19%	23%
Not at all important	21%	4%	23%	36%	5%	43%	21%	20%	21%	16%	25%	22%	19%
Not sure	13%	11%	18%	10%	8%	6%	15%	10%	7%	11%	22%	11%	10%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,134)	(400)	(446)	(288)	(530)	(396)	(431)	(338)	(233)	(204)	(241)	(427)	(262)

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## 1X. Importance of Events to Election — The Republican primary debates

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	18%	15%	21%	17%	15%	19%	22%	17%	19%	22%	25%
Somewhat important	25%	22%	28%	29%	18%	26%	26%	24%	27%	26%	23%
Not very important	21%	24%	18%	21%	21%	21%	21%	22%	15%	19%	19%
Not at all important	23%	29%	18%	13%	31%	25%	21%	25%	24%	13%	23%
Not sure	13%	10%	16%	20%	15%	9%	11%	12%	15%	19%	10%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,132)	(544)	(588)	(268)	(192)	(377)	(295)	(753)	(130)	(148)	(101)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	18%	11%	14%	31%	9%	29%	20%	17%	16%	9%	21%	20%	20%
Somewhat important	25%	20%	24%	30%	20%	27%	27%	25%	21%	31%	18%	26%	25%
Not very important	21%	26%	20%	16%	25%	21%	20%	20%	25%	20%	20%	20%	23%
Not at all important	23%	30%	24%	15%	37%	18%	19%	25%	28%	25%	24%	22%	22%
Not sure	13%	13%	18%	8%	9%	6%	13%	12%	10%	16%	17%	12%	10%
Totals	100%	100%	100%	100%	100%	101%	99%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,132)	(403)	(441)	(288)	(530)	(395)	(433)	(333)	(235)	(204)	(238)	(429)	(261)

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## 1Y. Importance of Events to Election — The Republican National Convention

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	16%	14%	18%	17%	13%	15%	22%	17%	14%	14%	*
Somewhat important	30%	29%	31%	34%	24%	31%	31%	28%	27%	39%	*
Not very important	23%	27%	20%	19%	27%	24%	23%	26%	23%	16%	*
Not at all important	16%	19%	15%	10%	18%	18%	18%	17%	23%	10%	*
Not sure	14%	11%	17%	21%	19%	12%	6%	13%	13%	21%	*
Totals	99%	100%	101%	101%	101%	100%	100%	101%	100%	100%	*
Unweighted N	(1,130)	(541)	(589)	(267)	(192)	(374)	(297)	(754)	(128)	(149)	(99)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	16%	15%	10%	26%	11%	28%	17%	17%	16%	8%	16%	19%	19%
Somewhat important	30%	25%	29%	36%	26%	33%	31%	27%	29%	36%	23%	31%	30%
Not very important	23%	26%	24%	19%	29%	22%	21%	25%	30%	23%	23%	21%	27%
Not at all important	16%	22%	18%	8%	25%	12%	17%	18%	19%	19%	18%	15%	15%
Not sure	14%	12%	19%	10%	8%	6%	14%	13%	7%	15%	19%	14%	9%
Totals	99%	100%	100%	99%	99%	101%	100%	100%	101%	101%	99%	100%	100%
Unweighted N	(1,130)	(401)	(441)	(288)	(529)	(396)	(430)	(333)	(234)	(203)	(238)	(427)	(262)

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## 12. Importance of Events to Election — Taylor Swift endorsing Kamala Harris

How important do you think the following events ultimately will be to the outcome of the 2024 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	14%	11%	17%	18%	9%	14%	14%	11%	27%	19%	15%
Somewhat important	21%	19%	22%	29%	19%	19%	18%	21%	21%	21%	19%
Not very important	21%	22%	21%	18%	32%	19%	17%	22%	24%	16%	18%
Not at all important	35%	40%	29%	19%	31%	41%	44%	38%	18%	30%	38%
Not sure	9%	7%	11%	16%	9%	7%	6%	8%	10%	15%	9%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	100%	101%	99%
Unweighted N	(1,132)	(544)	(588)	(271)	(190)	(374)	(297)	(754)	(128)	(150)	(100)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	14%	32%	8%	3%	28%	2%	15%	13%	15%	12%	13%	14%	16%
Somewhat important	21%	32%	17%	13%	34%	6%	21%	20%	23%	23%	20%	19%	23%
Not very important	21%	21%	24%	19%	25%	19%	19%	22%	27%	26%	18%	21%	22%
Not at all important	35%	8%	36%	61%	8%	70%	33%	39%	31%	29%	38%	37%	32%
Not sure	9%	7%	15%	5%	5%	3%	11%	5%	5%	10%	11%	9%	8%
Totals	100%	100%	100%	101%	100%	100%	99%	99%	101%	100%	100%	100%	101%
Unweighted N	(1,132)	(404)	(440)	(288)	(531)	(397)	(431)	(336)	(233)	(204)	(239)	(428)	(261)

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## 2. Election Event - Most Important

Which one of the following events do you think ultimately will be most important to the outcome of the 2024 presidential election?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The Republican primary debates	0%	0%	0%	0%	1%	1%	0%	0%	0%	3%	0%
Donald Trump's criminal cases and conviction	3%	3%	3%	2%	6%	3%	1%	3%	3%	3%	4%
The debate between Joe Biden and Donald Trump	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%
Joe Biden's age and mental state	1%	2%	1%	1%	2%	1%	0%	1%	3%	0%	0%
Assassination attempts on Donald Trump	1%	2%	1%	2%	3%	0%	1%	2%	0%	1%	0%
The Republican National Convention	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Donald Trump choosing JD Vance as his running mate	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%
Joe Biden withdrawing from the presidential race	5%	7%	4%	6%	6%	4%	5%	7%	3%	1%	3%
Kamala Harris replacing Joe Biden as the Democratic candidate	10%	10%	10%	11%	9%	10%	11%	11%	11%	7%	12%
Joe Biden endorsing Kamala Harris as his replacement	2%	2%	3%	2%	3%	1%	4%	2%	6%	2%	0%
Robert F. Kennedy, Jr. endorsing Donald Trump	1%	2%	1%	1%	1%	2%	0%	1%	0%	4%	0%

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	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The Democratic National Convention	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%
The debate between Kamala Harris and Donald Trump	3%	3%	4%	7%	5%	1%	2%	2%	8%	4%	5%
The debate between Tim Walz and JD Vance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris choosing Tim Walz as her running mate	1%	1%	1%	2%	2%	1%	1%	1%	3%	1%	0%
Taylor Swift endorsing Kamala Harris	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Donald Trump's age and mental state	2%	1%	3%	3%	0%	2%	2%	2%	1%	5%	1%
Elon Musk fundraising for Donald Trump	1%	1%	1%	3%	1%	0%	0%	0%	1%	0%	6%
Donald Trump's Madison Square Garden rally	1%	1%	1%	2%	1%	0%	1%	1%	2%	1%	1%
Media coverage of the election	4%	3%	4%	5%	4%	4%	2%	3%	5%	3%	5%
Inflation and the state of the economy	29%	30%	28%	23%	29%	30%	33%	33%	17%	21%	29%
The U.S.-Mexico border situation	12%	15%	10%	6%	8%	16%	17%	14%	3%	16%	7%
The escalation of the Israel-Palestine conflict	2%	2%	2%	3%	3%	1%	2%	1%	4%	3%	5%
The Supreme Court's overturning of abortion rights in 2022	10%	7%	13%	4%	9%	14%	11%	9%	15%	13%	9%

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	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Speeches and rallies by Kamala Harris	1%	1%	1%	3%	1%	1%	1%	1%	3%	3%	0%
Speeches and rallies by Donald Trump	2%	3%	1%	2%	0%	2%	3%	1%	3%	1%	6%
Not asked - did not say any event was very or somewhat important	5%	4%	6%	8%	6%	3%	2%	4%	6%	6%	6%
Totals	96%	101%	98%	98%	101%	99%	101%	101%	97%	101%	100%
Unweighted N	(1,143)	(549)	(594)	(272)	(194)	(378)	(299)	(760)	(131)	(151)	(101)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The Republican primary debates	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%
Donald Trump's criminal cases and conviction	3%	5%	3%	0%	6%	1%	2%	4%	3%	5%	3%	2%	2%
The debate between Joe Biden and Donald Trump	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%
Joe Biden's age and mental state	1%	1%	1%	0%	0%	1%	2%	1%	0%	1%	1%	1%	0%
Assassination attempts on Donald Trump	1%	0%	1%	3%	0%	2%	2%	2%	1%	1%	1%	1%	3%
The Republican National Convention	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Donald Trump choosing JD Vance as his running mate	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Joe Biden withdrawing from the presidential race	5%	6%	6%	3%	8%	3%	5%	4%	8%	8%	5%	5%	4%
Kamala Harris replacing Joe Biden as the Democratic candidate	10%	19%	8%	4%	22%	2%	10%	11%	12%	7%	15%	8%	11%
Joe Biden endorsing Kamala Harris as his replacement	2%	5%	1%	0%	3%	0%	3%	1%	4%	1%	2%	3%	3%
Robert F. Kennedy, Jr. endorsing Donald Trump	1%	0%	1%	3%	0%	1%	2%	1%	1%	1%	1%	2%	0%
The Democratic National Convention	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%
The debate between Kamala Harris and Donald Trump	3%	5%	4%	1%	4%	2%	4%	3%	3%	5%	3%	4%	3%
The debate between Tim Walz and JD Vance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kamala Harris choosing Tim Walz as her running mate	1%	2%	2%	0%	2%	0%	1%	2%	2%	2%	1%	1%	2%
Taylor Swift endorsing Kamala Harris	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Donald Trump's age and mental state	2%	4%	1%	1%	4%	0%	3%	2%	1%	2%	2%	1%	3%
Elon Musk fundraising for Donald Trump	1%	0%	1%	2%	0%	1%	0%	1%	0%	2%	0%	0%	2%
Donald Trump's Madison Square Garden rally	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	2%	0%	1%

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# YouGov Survey: Importance of 2024 Election Events

October 30 - November 1, 2024 - 1143 U.S. adult citizens



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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Media coverage of the election	4%	3%	4%	4%	3%	3%	4%	4%	3%	3%	4%	3%	5%
Inflation and the state of the economy	29%	14%	30%	43%	15%	47%	27%	31%	30%	33%	33%	30%	21%
The U.S.-Mexico border situation	12%	4%	13%	21%	3%	24%	11%	14%	11%	12%	10%	13%	14%
The escalation of the Israel-Palestine conflict	2%	2%	3%	1%	1%	1%	3%	1%	2%	1%	1%	2%	3%
The Supreme Court's overturning of abortion rights in 2022	10%	20%	7%	3%	22%	2%	9%	10%	13%	8%	8%	12%	11%
Speeches and rallies by Kamala Harris	1%	3%	1%	0%	3%	0%	1%	1%	2%	1%	1%	1%	1%
Speeches and rallies by Donald Trump	2%	1%	2%	3%	1%	3%	2%	3%	1%	0%	2%	3%	2%
Not asked - did not say any event was very or somewhat important	5%	1%	9%	2%	1%	1%	7%	1%	1%	4%	3%	5%	6%
Totals	96%	97%	101%	98%	100%	98%	101%	100%	100%	100%	99%	99%	99%
Unweighted N	(1,143)	(406)	(446)	(291)	(536)	(398)	(435)	(340)	(235)	(206)	(242)	(431)	(264)

# YouGov Survey: Importance of 2024 Election Events

October 30 - November 1, 2024 - 1143 U.S. adult citizens



<b>Interviewing Dates</b>	October 30 - November 1, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.051 to 5.043, with a mean of one and a standard deviation of 0.82.
<b>Number of respondents</b>	1143
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	103 questions not reported.