YouGov Survey: Importance of 2024 Election Events

Sample	1143 U.S. adult citizens	
Conducted	November 11 - 14, 2024	
Margin of Error	±4.3%	

1. How important do you think the following events ultimately were 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	73%	16%	4%	3%	4%
The U.S.-Mexico border situation	61%	22%	7%	3%	6%
Joe Biden's age and mental state	59%	20%	8%	8%	5%
The debate between Joe Biden and Donald Trump	47%	24%	10%	9%	9%
Joe Biden withdrawing from the presidential race	44%	27%	12%	11%	6%
Assassination attempts on Donald Trump	40%	26%	15%	12%	7%
Speeches and rallies by Donald Trump	40%	27%	12%	13%	8%
Kamala Harris replacing Joe Biden as the Democratic candidate	37%	27%	13%	14%	8%
The debate between Kamala Harris and Donald Trump	36%	29%	18%	11%	6%
The Supreme Court's overturning of abortion rights in 2022	36%	25%	18%	11%	11%
Media coverage of the election	35%	32%	12%	12%	9%
Elon Musk fundraising for Donald Trump	34%	29%	14%	13%	9%
The escalation of the Israel-Palestine conflict	32%	34%	15%	7%	11%
Donald Trump choosing JD Vance as his running mate	29%	26%	19%	16%	9%
Joe Biden endorsing Kamala Harris as his replacement	26%	24%	21%	22%	7%
The debate between Tim Walz and JD Vance	25%	28%	19%	17%	10%
Donald Trump's Madison Square Garden rally	25%	27%	19%	16%	12%
Speeches and rallies by Kamala Harris	23%	25%	20%	23%	9%
The Republican National Convention	23%	28%	20%	16%	13%
Donald Trump's age and mental state	22%	16%	26%	29%	7%
Kamala Harris choosing Tim Walz as her running mate	22%	26%	23%	18%	11%
The Republican primary debates	20%	25%	20%	23%	12%
Robert F. Kennedy, Jr. endorsing Donald Trump	20%	28%	23%	19%	10%

The Democratic National Convention	20%	21%	24%	25%	10%
Donald Trump's criminal cases and conviction	19%	18%	25%	30%	9%
Taylor Swift endorsing Kamala Harris	9%	13%	22%	47%	9%

2. Which one of the following events do you think ultimately was most important to the outcome of the 2024 presidential election?
Among people who say at least one event will be very or somewhat important

Inflation and the state of the economy 42%

The U.S.-Mexico border situation 12%

Media coverage of the election 6%

Speeches and rallies by Donald Trump 5%

Elon Musk fundraising for Donald Trump 4%

The Supreme Court's overturning of abortion rights in 2022 .... 3%

The debate between Kamala Harris and Donald Trump 3%

Assassination attempts on Donald Trump 3%

Kamala Harris replacing Joe Biden as the Democratic candidate 3%

Joe Biden withdrawing from the presidential race 3%

Joe Biden's age and mental state 3%

Donald Trump's age and mental state 2%

The debate between Joe Biden and Donald Trump 2%

Donald Trump's criminal cases and conviction 2%

Donald Trump choosing JD Vance as his running mate 1%

Joe Biden endorsing Kamala Harris as his replacement 1%

The escalation of the Israel-Palestine conflict 1%

Donald Trump's Madison Square Garden rally 1%

The Republican National Convention 1%

Speeches and rallies by Kamala Harris 1%

Robert F. Kennedy, Jr. endorsing Donald Trump 1%

The Democratic National Convention 1%

Kamala Harris choosing Tim Walz as her running mate 0%

The Republican primary debates 0%

Taylor Swift endorsing Kamala Harris 0%

The debate between Tim Walz and JD Vance 0%

YouGov Survey: Importance of 2024 Election Events   **YouGov**

Interviewing Dates	November 11 - 14, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. 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 0.052 to 6.624, with a mean of one and a standard deviation of 1.072.
Number of respondents	1143
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1A. Importance of Events to Election — Inflation and the state of the economy
How important do you think the following events ultimately were 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	73%	73%	73%	64%	67%	79%	78%	75%	68%	67%	75%
Somewhat important	16%	17%	16%	19%	20%	13%	15%	16%	18%	20%	14%
Not very important	4%	4%	4%	8%	4%	2%	2%	5%	2%	2%	0%
Not at all important	3%	2%	3%	1%	3%	2%	4%	2%	6%	5%	1%
Not sure	4%	4%	4%	7%	5%	4%	1%	3%	6%	5%	10%
Totals	100%	100%	100%	99%	99%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,137)	(514)	(623)	(246)	(209)	(398)	(284)	(712)	(150)	(173)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	73%	64%	68%	87%	70%	90%	73%	79%	77%	75%	73%	72%	73%
Somewhat important	16%	24%	15%	10%	22%	9%	16%	19%	16%	14%	16%	18%	16%
Not very important	4%	4%	7%	1%	3%	0%	3%	0%	2%	2%	4%	5%	4%
Not at all important	3%	4%	3%	0%	2%	0%	4%	1%	1%	3%	3%	2%	3%
Not sure	4%	4%	7%	2%	2%	0%	4%	1%	4%	6%	4%	3%	5%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,137)	(400)	(382)	(355)	(470)	(417)	(503)	(295)	(195)	(188)	(249)	(438)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1B. Importance of Events to Election — The U.S.-Mexico border situation
How important do you think the following events ultimately were 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	61%	63%	60%	40%	60%	70%	71%	66%	51%	53%	56%
Somewhat important	22%	23%	21%	33%	20%	19%	18%	23%	19%	23%	22%
Not very important	7%	7%	8%	13%	9%	5%	4%	5%	13%	12%	9%
Not at all important	3%	3%	4%	5%	5%	1%	3%	3%	7%	3%	2%
Not sure	6%	4%	7%	9%	6%	5%	3%	4%	10%	8%	10%
Totals	99%	100%	100%	100%	100%	100%	99%	101%	100%	99%	99%
Unweighted N	(1,133)	(513)	(620)	(247)	(209)	(396)	(281)	(707)	(151)	(173)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	61%	45%	54%	86%	52%	89%	59%	69%	67%	63%	57%	64%	60%
Somewhat important	22%	34%	23%	10%	30%	9%	21%	20%	24%	25%	24%	21%	21%
Not very important	7%	13%	8%	2%	11%	1%	9%	7%	3%	3%	9%	6%	11%
Not at all important	3%	4%	6%	0%	2%	0%	4%	0%	4%	3%	4%	4%	1%
Not sure	6%	5%	10%	2%	4%	1%	6%	3%	2%	6%	5%	5%	7%
Totals	99%	101%	101%	100%	99%	100%	99%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,133)	(399)	(380)	(354)	(469)	(416)	(505)	(293)	(192)	(189)	(247)	(434)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1C. Importance of Events to Election — Joe Biden's age and mental state
How important do you think the following events ultimately were 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	59%	58%	60%	54%	57%	59%	66%	60%	53%	53%	72%
Somewhat important	20%	22%	18%	21%	19%	21%	18%	20%	19%	26%	11%
Not very important	8%	10%	6%	12%	6%	7%	8%	9%	8%	5%	4%
Not at all important	8%	6%	9%	4%	10%	9%	7%	7%	14%	8%	6%
Not sure	5%	4%	7%	9%	8%	4%	1%	4%	6%	9%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,136)	(516)	(620)	(247)	(210)	(395)	(284)	(712)	(148)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	59%	56%	50%	72%	53%	78%	56%	68%	65%	59%	60%	58%	60%
Somewhat important	20%	23%	21%	15%	29%	12%	20%	16%	20%	22%	17%	22%	17%
Not very important	8%	9%	9%	6%	9%	7%	9%	8%	5%	4%	8%	9%	9%
Not at all important	8%	9%	9%	5%	8%	2%	9%	4%	7%	8%	9%	7%	8%
Not sure	5%	4%	10%	2%	2%	0%	6%	4%	4%	6%	7%	5%	5%
Totals	100%	101%	99%	100%	101%	99%	100%	100%	101%	99%	101%	101%	99%
Unweighted N	(1,136)	(397)	(382)	(357)	(468)	(420)	(502)	(295)	(195)	(188)	(249)	(437)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1D. Importance of Events to Election — The debate between Joe Biden and Donald Trump
How important do you think the following events ultimately were 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	47%	48%	46%	34%	46%	49%	59%	51%	36%	36%	54%
Somewhat important	24%	25%	24%	30%	26%	23%	20%	24%	29%	29%	15%
Not very important	10%	10%	10%	17%	8%	9%	8%	10%	11%	9%	15%
Not at all important	9%	8%	10%	5%	8%	12%	10%	9%	14%	9%	5%
Not sure	9%	8%	10%	14%	12%	7%	3%	7%	10%	17%	11%
Totals	99%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,136)	(515)	(621)	(248)	(210)	(395)	(283)	(711)	(150)	(173)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	47%	44%	37%	61%	48%	65%	44%	51%	59%	45%	49%	48%	47%
Somewhat important	24%	30%	22%	22%	28%	21%	26%	26%	13%	21%	27%	22%	29%
Not very important	10%	10%	14%	6%	11%	6%	11%	8%	12%	13%	7%	11%	9%
Not at all important	9%	9%	13%	6%	7%	5%	14%	7%	9%	12%	8%	10%	8%
Not sure	9%	8%	14%	5%	4%	3%	6%	8%	7%	9%	10%	10%	7%
Totals	99%	101%	100%	100%	98%	100%	101%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,136)	(397)	(383)	(356)	(469)	(417)	(505)	(293)	(194)	(189)	(249)	(436)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1E. Importance of Events to Election — Joe Biden withdrawing from the presidential race
How important do you think the following events ultimately were 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	44%	43%	44%	37%	42%	47%	47%	44%	42%	42%	44%
Somewhat important	27%	29%	26%	30%	28%	24%	29%	27%	27%	32%	23%
Not very important	12%	14%	11%	21%	11%	10%	9%	14%	8%	8%	9%
Not at all important	11%	8%	14%	6%	13%	13%	10%	10%	21%	5%	13%
Not sure	6%	6%	6%	6%	7%	6%	4%	4%	3%	13%	12%
Totals	100%	100%	101%	100%	101%	100%	99%	99%	101%	100%	101%
Unweighted N	(1,133)	(515)	(618)	(247)	(209)	(396)	(281)	(708)	(151)	(172)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	44%	56%	35%	40%	56%	45%	42%	47%	53%	43%	45%	42%	45%
Somewhat important	27%	25%	31%	25%	28%	29%	26%	34%	22%	24%	30%	25%	32%
Not very important	12%	7%	12%	19%	9%	14%	13%	8%	10%	12%	11%	16%	8%
Not at all important	11%	6%	14%	13%	4%	10%	13%	9%	9%	12%	10%	12%	10%
Not sure	6%	6%	8%	3%	2%	2%	6%	1%	6%	8%	5%	6%	4%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%	101%	101%	99%
Unweighted N	(1,133)	(398)	(381)	(354)	(468)	(417)	(502)	(295)	(192)	(187)	(247)	(436)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1F. Importance of Events to Election — Assassination attempts on Donald Trump
How important do you think the following events ultimately were 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	40%	44%	36%	37%	44%	42%	37%	43%	31%	38%	31%
Somewhat important	26%	23%	28%	31%	19%	24%	30%	25%	26%	23%	37%
Not very important	15%	18%	12%	13%	16%	14%	17%	15%	13%	11%	19%
Not at all important	12%	9%	15%	8%	13%	14%	13%	12%	17%	12%	5%
Not sure	7%	5%	9%	12%	8%	7%	2%	4%	13%	16%	8%
Totals	100%	99%	100%	101%	100%	101%	99%	99%	100%	100%	100%
Unweighted N	(1,138)	(516)	(622)	(248)	(210)	(396)	(284)	(711)	(151)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	40%	18%	38%	65%	23%	65%	39%	45%	42%	31%	40%	44%	41%
Somewhat important	26%	33%	22%	22%	32%	24%	27%	26%	25%	25%	25%	28%	24%
Not very important	15%	21%	17%	6%	22%	8%	13%	15%	18%	19%	19%	9%	18%
Not at all important	12%	21%	11%	4%	18%	3%	14%	11%	10%	15%	11%	13%	9%
Not sure	7%	7%	12%	3%	5%	1%	8%	3%	4%	10%	6%	6%	8%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,138)	(400)	(383)	(355)	(470)	(417)	(504)	(295)	(195)	(190)	(249)	(438)	(261)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1G. Importance of Events to Election — Speeches and rallies by Donald Trump
How important do you think the following events ultimately were 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	40%	44%	37%	30%	36%	45%	46%	46%	27%	31%	31%
Somewhat important	27%	27%	27%	35%	26%	19%	31%	28%	20%	25%	33%
Not very important	12%	11%	13%	18%	13%	10%	9%	11%	14%	9%	25%
Not at all important	13%	11%	15%	8%	17%	16%	10%	10%	34%	13%	5%
Not sure	8%	7%	9%	9%	8%	9%	4%	6%	6%	22%	7%
Totals	100%	100%	101%	100%	100%	99%	100%	101%	101%	100%	101%
Unweighted N	(1,132)	(513)	(619)	(248)	(210)	(393)	(281)	(706)	(150)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	40%	21%	32%	68%	24%	68%	43%	42%	35%	33%	41%	46%	37%
Somewhat important	27%	29%	29%	23%	28%	26%	25%	25%	37%	37%	26%	22%	28%
Not very important	12%	16%	15%	5%	21%	4%	9%	15%	12%	6%	12%	12%	16%
Not at all important	13%	25%	12%	3%	20%	1%	14%	14%	8%	13%	15%	14%	10%
Not sure	8%	9%	12%	2%	6%	2%	8%	4%	9%	11%	6%	6%	10%
Totals	100%	100%	100%	101%	99%	101%	99%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,132)	(396)	(379)	(357)	(468)	(416)	(501)	(293)	(194)	(189)	(246)	(436)	(261)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1H. Importance of Events to Election — Kamala Harris replacing Joe Biden as the Democratic candidate
How important do you think the following events ultimately were 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	37%	38%	37%	34%	36%	40%	39%	35%	48%	31%	48%
Somewhat important	27%	30%	24%	28%	30%	27%	25%	29%	20%	29%	20%
Not very important	13%	13%	14%	18%	11%	11%	14%	13%	13%	17%	8%
Not at all important	14%	12%	16%	6%	17%	14%	19%	15%	14%	9%	18%
Not sure	8%	7%	8%	14%	6%	8%	3%	7%	6%	14%	6%
Totals	99%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,136)	(518)	(618)	(247)	(209)	(396)	(284)	(711)	(150)	(173)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	37%	49%	35%	28%	49%	33%	34%	46%	39%	36%	42%	32%	43%
Somewhat important	27%	31%	26%	25%	34%	28%	25%	28%	25%	27%	29%	24%	31%
Not very important	13%	10%	12%	19%	9%	14%	16%	12%	15%	10%	12%	17%	11%
Not at all important	14%	4%	16%	22%	4%	22%	18%	10%	13%	14%	11%	18%	10%
Not sure	8%	6%	12%	6%	4%	3%	7%	4%	8%	13%	6%	8%	5%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,136)	(398)	(381)	(357)	(469)	(420)	(504)	(295)	(194)	(189)	(249)	(437)	(261)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1l. Importance of Events to Election — The debate between Kamala Harris and Donald Trump
How important do you think the following events ultimately were 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	36%	34%	39%	37%	39%	37%	34%	36%	33%	41%	40%
Somewhat important	29%	30%	27%	33%	31%	26%	26%	29%	28%	32%	19%
Not very important	18%	19%	17%	18%	14%	19%	20%	19%	16%	10%	20%
Not at all important	11%	12%	11%	4%	12%	12%	17%	11%	19%	6%	8%
Not sure	6%	5%	6%	9%	4%	7%	3%	4%	4%	11%	14%
Totals	100%	100%	100%	101%	100%	101%	100%	99%	100%	100%	101%
Unweighted N	(1,138)	(517)	(621)	(250)	(210)	(397)	(281)	(711)	(151)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	36%	40%	23%	47%	34%	42%	40%	35%	32%	35%	33%	35%	43%
Somewhat important	29%	28%	30%	27%	31%	27%	30%	29%	27%	30%	31%	31%	22%
Not very important	18%	18%	21%	15%	24%	19%	12%	23%	21%	15%	18%	18%	19%
Not at all important	11%	8%	16%	10%	8%	11%	13%	10%	12%	11%	13%	11%	11%
Not sure	6%	6%	10%	1%	3%	1%	5%	3%	8%	9%	5%	5%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,138)	(399)	(383)	(356)	(469)	(418)	(505)	(295)	(194)	(189)	(249)	(436)	(264)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1J. Importance of Events to Election — The Supreme Court's overturning of abortion rights in 2022
How important do you think the following events ultimately were 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	36%	31%	41%	36%	39%	34%	36%	36%	47%	31%	29%
Somewhat important	25%	26%	24%	27%	25%	25%	24%	24%	20%	25%	38%
Not very important	18%	21%	14%	19%	13%	19%	19%	19%	8%	16%	21%
Not at all important	11%	14%	8%	4%	13%	10%	16%	11%	11%	9%	5%
Not sure	11%	9%	13%	14%	11%	12%	6%	9%	15%	19%	7%
Totals	101%	101%	100%	100%	101%	100%	101%	99%	101%	100%	100%
Unweighted N	(1,136)	(514)	(622)	(249)	(208)	(398)	(281)	(711)	(150)	(174)	(101)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	36%	45%	30%	33%	46%	31%	37%	38%	32%	33%	30%	39%	39%
Somewhat important	25%	26%	26%	23%	25%	27%	24%	32%	26%	25%	29%	23%	24%
Not very important	18%	15%	16%	22%	20%	20%	15%	16%	22%	14%	18%	18%	20%
Not at all important	11%	5%	14%	12%	5%	16%	10%	9%	11%	9%	12%	10%	10%
Not sure	11%	9%	14%	9%	5%	7%	13%	4%	10%	18%	10%	10%	7%
Totals	101%	100%	100%	99%	101%	101%	99%	99%	101%	99%	99%	100%	100%
Unweighted N	(1,136)	(398)	(382)	(356)	(469)	(418)	(503)	(294)	(195)	(189)	(247)	(437)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1K. Importance of Events to Election — Media coverage of the election
How important do you think the following events ultimately were 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	35%	36%	34%	36%	32%	35%	37%	33%	44%	37%	31%
Somewhat important	32%	28%	36%	36%	37%	30%	27%	33%	21%	31%	47%
Not very important	12%	17%	8%	12%	10%	12%	16%	13%	9%	15%	7%
Not at all important	12%	11%	12%	6%	9%	15%	16%	14%	12%	3%	6%
Not sure	9%	9%	9%	10%	13%	9%	5%	7%	14%	15%	9%
Totals	100%	101%	99%	100%	101%	101%	101%	100%	100%	101%	100%
Unweighted N	(1,132)	(515)	(617)	(249)	(209)	(393)	(281)	(706)	(150)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	35%	43%	29%	32%	41%	36%	35%	38%	31%	32%	35%	35%	37%
Somewhat important	32%	38%	29%	29%	40%	28%	29%	39%	37%	29%	33%	31%	35%
Not very important	12%	8%	13%	16%	9%	17%	12%	13%	12%	12%	15%	14%	7%
Not at all important	12%	4%	13%	18%	4%	17%	16%	8%	12%	11%	9%	14%	11%
Not sure	9%	7%	15%	5%	5%	3%	8%	3%	8%	16%	8%	6%	10%
Totals	100%	100%	99%	100%	99%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,132)	(398)	(381)	(353)	(470)	(415)	(500)	(296)	(192)	(186)	(248)	(434)	(264)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1L. Importance of Events to Election — Elon Musk fundraising for Donald Trump
How important do you think the following events ultimately were 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	34%	37%	32%	31%	36%	32%	38%	34%	37%	37%	31%
Somewhat important	29%	29%	29%	26%	26%	30%	36%	32%	22%	24%	29%
Not very important	14%	18%	11%	20%	10%	16%	12%	15%	13%	9%	20%
Not at all important	13%	10%	14%	10%	17%	13%	10%	12%	18%	14%	6%
Not sure	9%	6%	13%	13%	11%	10%	4%	7%	10%	17%	15%
Totals	99%	100%	99%	100%	100%	101%	100%	100%	100%	101%	101%
Unweighted N	(1,135)	(515)	(620)	(247)	(210)	(396)	(282)	(709)	(150)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	34%	31%	28%	44%	36%	43%	33%	35%	39%	32%	28%	38%	35%
Somewhat important	29%	27%	29%	32%	31%	35%	28%	37%	26%	29%	31%	27%	31%
Not very important	14%	17%	14%	13%	16%	14%	12%	17%	13%	17%	19%	12%	13%
Not at all important	13%	14%	16%	8%	11%	6%	14%	6%	16%	10%	13%	15%	10%
Not sure	9%	11%	14%	3%	6%	2%	12%	4%	6%	11%	9%	7%	11%
Totals	99%	100%	101%	100%	100%	100%	99%	99%	100%	99%	100%	99%	100%
Unweighted N	(1,135)	(397)	(381)	(357)	(470)	(419)	(502)	(296)	(193)	(188)	(248)	(437)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1M. Importance of Events to Election — The escalation of the Israel-Palestine conflict
How important do you think the following events ultimately were 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%	32%	32%	30%	34%	29%	36%	32%	34%	24%	37%
Somewhat important	34%	35%	33%	28%	29%	38%	40%	36%	26%	34%	30%
Not very important	15%	16%	15%	24%	14%	14%	12%	15%	15%	14%	18%
Not at all important	7%	8%	7%	5%	8%	9%	7%	7%	11%	6%	3%
Not sure	11%	9%	13%	13%	15%	11%	6%	9%	14%	22%	12%
Totals	99%	100%	100%	100%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(1,137)	(514)	(623)	(249)	(208)	(397)	(283)	(711)	(150)	(174)	(102)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	32%	31%	29%	36%	35%	40%	29%	40%	36%	31%	35%	31%	31%
Somewhat important	34%	35%	27%	40%	35%	41%	36%	31%	38%	30%	37%	32%	38%
Not very important	15%	19%	16%	11%	19%	10%	12%	17%	12%	17%	11%	17%	15%
Not at all important	7%	6%	10%	6%	4%	5%	9%	5%	5%	7%	6%	8%	7%
Not sure	11%	9%	19%	6%	7%	5%	13%	7%	8%	15%	11%	11%	9%
Totals	99%	100%	101%	99%	100%	101%	99%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,137)	(398)	(381)	(358)	(469)	(418)	(506)	(293)	(194)	(189)	(248)	(436)	(264)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1N. Importance of Events to Election — Donald Trump choosing JD Vance as his running mate
How important do you think the following events ultimately were 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%	31%	28%	19%	30%	30%	38%	33%	21%	21%	31%
Somewhat important	26%	25%	27%	29%	29%	23%	25%	29%	23%	24%	12%
Not very important	19%	21%	16%	28%	16%	16%	17%	17%	23%	21%	24%
Not at all important	16%	14%	18%	10%	15%	22%	14%	14%	27%	13%	21%
Not sure	9%	8%	10%	13%	10%	9%	5%	8%	7%	21%	12%
Totals	99%	99%	99%	99%	100%	100%	99%	101%	101%	100%	100%
Unweighted N	(1,136)	(514)	(622)	(246)	(210)	(397)	(283)	(713)	(150)	(171)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	29%	13%	23%	53%	16%	54%	29%	28%	37%	18%	25%	36%	32%
Somewhat important	26%	24%	25%	30%	22%	35%	26%	35%	16%	26%	34%	24%	22%
Not very important	19%	31%	17%	9%	32%	8%	17%	21%	22%	23%	17%	17%	19%
Not at all important	16%	22%	22%	4%	24%	1%	19%	12%	17%	20%	15%	16%	14%
Not sure	9%	10%	14%	4%	6%	2%	10%	4%	8%	12%	8%	7%	13%
Totals	99%	100%	101%	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,136)	(400)	(381)	(355)	(470)	(416)	(503)	(294)	(195)	(187)	(248)	(438)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1O. Importance of Events to Election — Joe Biden endorsing Kamala Harris as his replacement
How important do you think the following events ultimately were 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%	23%	28%	23%	28%	27%	24%	23%	36%	28%	22%
Somewhat important	24%	26%	23%	30%	23%	21%	23%	24%	19%	29%	29%
Not very important	21%	24%	18%	25%	19%	18%	23%	22%	17%	20%	21%
Not at all important	22%	22%	23%	12%	19%	27%	28%	25%	21%	10%	20%
Not sure	7%	6%	8%	9%	11%	7%	2%	6%	7%	14%	8%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,134)	(513)	(621)	(249)	(209)	(395)	(281)	(708)	(151)	(173)	(102)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	26%	34%	23%	19%	33%	25%	29%	27%	22%	24%	26%	23%	29%
Somewhat important	24%	36%	22%	15%	33%	15%	22%	24%	25%	25%	24%	20%	30%
Not very important	21%	14%	23%	26%	19%	27%	18%	21%	29%	22%	21%	25%	14%
Not at all important	22%	10%	20%	37%	11%	31%	25%	22%	15%	19%	21%	26%	20%
Not sure	7%	6%	12%	3%	4%	2%	6%	5%	8%	10%	8%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,134)	(400)	(379)	(355)	(471)	(416)	(501)	(295)	(194)	(190)	(247)	(436)	(261)

15

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1P. Importance of Events to Election — The debate between Tim Walz and JD Vance
How important do you think the following events ultimately were 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	25%	27%	24%	20%	28%	25%	29%	27%	23%	19%	22%
Somewhat important	28%	28%	29%	27%	31%	29%	25%	31%	24%	29%	14%
Not very important	19%	21%	17%	21%	17%	15%	24%	18%	16%	15%	38%
Not at all important	17%	15%	19%	14%	16%	21%	17%	16%	29%	15%	14%
Not sure	10%	9%	12%	18%	9%	11%	5%	8%	8%	23%	11%
Totals	99%	100%	101%	100%	101%	101%	100%	100%	100%	101%	99%
Unweighted N	(1,136)	(515)	(621)	(247)	(209)	(396)	(284)	(712)	(150)	(173)	(101)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	25%	15%	18%	43%	14%	46%	27%	27%	23%	14%	29%	26%	29%
Somewhat important	28%	28%	24%	33%	26%	33%	29%	33%	25%	27%	30%	28%	28%
Not very important	19%	24%	23%	9%	32%	12%	14%	20%	27%	19%	18%	19%	19%
Not at all important	17%	23%	18%	10%	23%	6%	19%	13%	17%	24%	18%	17%	12%
Not sure	10%	10%	16%	5%	6%	4%	11%	6%	9%	15%	6%	11%	11%
Totals	99%	100%	99%	100%	101%	101%	100%	99%	101%	99%	101%	101%	99%
Unweighted N	(1,136)	(398)	(383)	(355)	(470)	(418)	(504)	(294)	(194)	(189)	(248)	(436)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1Q. Importance of Events to Election — Donald Trump's Madison Square Garden rally
How important do you think the following events ultimately were 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	25%	29%	21%	19%	20%	27%	30%	28%	17%	19%	16%
Somewhat important	27%	28%	26%	28%	26%	25%	30%	30%	16%	27%	22%
Not very important	19%	19%	20%	23%	22%	16%	19%	18%	24%	15%	33%
Not at all important	16%	14%	18%	11%	19%	20%	13%	14%	28%	16%	17%
Not sure	12%	10%	15%	19%	13%	12%	7%	10%	14%	23%	12%
Totals	99%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,137)	(517)	(620)	(249)	(209)	(395)	(284)	(711)	(150)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	25%	11%	20%	43%	12%	46%	28%	27%	18%	18%	22%	28%	26%
Somewhat important	27%	29%	21%	31%	28%	30%	26%	30%	30%	28%	24%	29%	27%
Not very important	19%	23%	21%	15%	28%	17%	16%	19%	30%	18%	23%	17%	21%
Not at all important	16%	24%	20%	5%	23%	3%	19%	15%	12%	21%	17%	16%	13%
Not sure	12%	12%	18%	7%	9%	4%	11%	9%	10%	14%	14%	10%	13%
Totals	99%	99%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,137)	(399)	(381)	(357)	(470)	(417)	(504)	(295)	(195)	(189)	(248)	(438)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1R. Importance of Events to Election — Speeches and rallies by Kamala Harris
How important do you think the following events ultimately were 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	23%	18%	28%	24%	26%	24%	18%	21%	35%	26%	15%
Somewhat important	25%	25%	25%	22%	32%	18%	30%	25%	18%	24%	29%
Not very important	20%	24%	16%	29%	16%	18%	19%	20%	21%	18%	22%
Not at all important	23%	26%	21%	11%	20%	30%	29%	27%	20%	12%	16%
Not sure	9%	7%	10%	14%	7%	10%	4%	6%	5%	19%	18%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	99%	99%	100%
Unweighted N	(1,136)	(516)	(620)	(250)	(210)	(394)	(282)	(708)	(151)	(175)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	23%	35%	19%	15%	32%	19%	26%	19%	24%	20%	25%	25%	21%
Somewhat important	25%	34%	24%	16%	34%	17%	23%	31%	24%	27%	24%	18%	34%
Not very important	20%	18%	19%	24%	20%	23%	19%	25%	22%	19%	21%	24%	13%
Not at all important	23%	6%	21%	43%	9%	39%	25%	20%	23%	22%	24%	26%	19%
Not sure	9%	7%	16%	2%	5%	2%	8%	5%	7%	12%	6%	7%	12%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,136)	(398)	(381)	(357)	(470)	(417)	(502)	(295)	(195)	(190)	(248)	(436)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1S. Importance of Events to Election — The Republican National Convention
How important do you think the following events ultimately were 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	23%	23%	24%	20%	24%	24%	26%	25%	21%	21%	13%
Somewhat important	28%	27%	28%	26%	27%	25%	34%	30%	25%	20%	29%
Not very important	20%	20%	20%	26%	20%	18%	16%	18%	16%	25%	30%
Not at all important	16%	18%	15%	7%	13%	22%	20%	16%	23%	8%	19%
Not sure	13%	13%	14%	20%	15%	12%	5%	10%	16%	26%	9%
Totals	100%	101%	101%	99%	99%	101%	101%	99%	101%	100%	100%
Unweighted N	(1,134)	(513)	(621)	(249)	(206)	(395)	(284)	(708)	(150)	(175)	(101)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	23%	13%	14%	43%	12%	40%	25%	28%	20%	18%	19%	30%	21%
Somewhat important	28%	23%	25%	35%	24%	39%	30%	25%	32%	27%	32%	29%	23%
Not very important	20%	25%	24%	9%	28%	13%	16%	21%	23%	16%	19%	16%	29%
Not at all important	16%	27%	16%	6%	29%	4%	18%	17%	16%	23%	16%	14%	15%
Not sure	13%	12%	20%	7%	7%	4%	12%	9%	9%	16%	14%	11%	12%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(397)	(381)	(356)	(469)	(418)	(504)	(291)	(195)	(190)	(249)	(433)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1T. Importance of Events to Election — Donald Trump's age and mental state
How important do you think the following events ultimately were 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	22%	20%	24%	21%	31%	18%	19%	21%	28%	23%	20%
Somewhat important	16%	18%	14%	26%	12%	14%	12%	15%	8%	18%	33%
Not very important	26%	26%	26%	24%	27%	24%	29%	27%	26%	24%	22%
Not at all important	29%	31%	28%	20%	23%	34%	38%	33%	28%	21%	18%
Not sure	7%	5%	8%	9%	6%	9%	2%	5%	11%	15%	6%
Totals	100%	100%	100%	100%	99%	99%	100%	101%	101%	101%	99%
Unweighted N	(1,135)	(516)	(619)	(249)	(209)	(394)	(283)	(709)	(150)	(174)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	22%	28%	16%	22%	28%	17%	23%	26%	19%	21%	24%	21%	21%
Somewhat important	16%	13%	20%	14%	13%	13%	16%	16%	14%	16%	14%	15%	19%
Not very important	26%	25%	27%	25%	29%	26%	23%	29%	31%	29%	24%	24%	29%
Not at all important	29%	23%	28%	37%	24%	43%	30%	26%	32%	27%	31%	33%	23%
Not sure	7%	10%	8%	2%	5%	1%	7%	3%	5%	6%	7%	7%	8%
Totals	100%	99%	99%	100%	99%	100%	99%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,135)	(400)	(379)	(356)	(469)	(417)	(502)	(294)	(195)	(189)	(249)	(435)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1U. Importance of Events to Election — Kamala Harris choosing Tim Walz as her running mate
How important do you think the following events ultimately were 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	22%	23%	20%	14%	17%	29%	25%	22%	22%	21%	23%
Somewhat important	26%	21%	31%	24%	37%	21%	24%	29%	27%	18%	14%
Not very important	23%	26%	20%	33%	22%	18%	22%	22%	25%	20%	34%
Not at all important	18%	17%	18%	12%	12%	20%	25%	19%	14%	16%	14%
Not sure	11%	12%	11%	17%	12%	12%	4%	8%	13%	24%	15%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(1,138)	(516)	(622)	(248)	(211)	(397)	(282)	(711)	(150)	(175)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	22%	25%	16%	24%	26%	29%	20%	23%	27%	19%	24%	19%	28%
Somewhat important	26%	30%	25%	23%	32%	24%	24%	30%	27%	21%	32%	25%	26%
Not very important	23%	23%	23%	23%	26%	18%	23%	25%	22%	29%	18%	25%	18%
Not at all important	18%	12%	18%	23%	11%	24%	22%	16%	16%	20%	15%	21%	13%
Not sure	11%	9%	18%	7%	5%	4%	12%	6%	8%	11%	11%	10%	14%
Totals	100%	99%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,138)	(400)	(382)	(356)	(469)	(418)	(503)	(296)	(195)	(189)	(249)	(438)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1V. Importance of Events to Election — The Republican primary debates
How important do you think the following events ultimately were 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	20%	19%	21%	17%	23%	19%	23%	23%	17%	19%	7%
Somewhat important	25%	22%	27%	21%	30%	25%	23%	26%	20%	28%	17%
Not very important	20%	24%	16%	27%	14%	19%	20%	19%	18%	18%	36%
Not at all important	23%	26%	21%	17%	21%	26%	28%	24%	31%	15%	18%
Not sure	12%	9%	15%	19%	12%	11%	6%	8%	14%	20%	23%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,136)	(516)	(620)	(248)	(209)	(397)	(282)	(709)	(151)	(175)	(101)

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	20%	9%	13%	39%	8%	35%	24%	20%	15%	17%	19%	26%	14%
Somewhat important	25%	21%	22%	32%	21%	36%	26%	29%	27%	21%	25%	26%	26%
Not very important	20%	22%	23%	15%	23%	16%	18%	20%	20%	19%	20%	17%	26%
Not at all important	23%	38%	23%	9%	41%	10%	21%	21%	32%	31%	25%	21%	19%
Not sure	12%	10%	19%	5%	7%	3%	11%	9%	6%	13%	10%	10%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%	100%	101%
Unweighted N	(1,136)	(396)	(382)	(358)	(468)	(419)	(506)	(294)	(192)	(189)	(248)	(437)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1W. Importance of Events to Election — Robert F. Kennedy, Jr. endorsing Donald Trump
How important do you think the following events ultimately were 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	20%	17%	23%	13%	25%	20%	23%	23%	12%	18%	15%
Somewhat important	28%	35%	22%	29%	23%	30%	31%	31%	20%	25%	27%
Not very important	23%	21%	24%	32%	27%	15%	21%	23%	26%	17%	23%
Not at all important	19%	17%	21%	9%	16%	26%	21%	17%	31%	18%	19%
Not sure	10%	9%	10%	17%	9%	9%	4%	7%	10%	23%	15%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	99%	101%	99%
Unweighted N	(1,135)	(514)	(621)	(245)	(208)	(398)	(284)	(712)	(149)	(172)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	20%	8%	16%	37%	11%	37%	21%	25%	19%	12%	20%	24%	19%
Somewhat important	28%	20%	25%	39%	20%	40%	31%	25%	26%	28%	26%	27%	32%
Not very important	23%	29%	25%	14%	29%	18%	18%	28%	22%	20%	27%	21%	22%
Not at all important	19%	32%	18%	7%	35%	4%	19%	20%	23%	23%	19%	18%	18%
Not sure	10%	11%	15%	3%	6%	2%	10%	3%	10%	17%	7%	9%	9%
Totals	100%	100%	99%	100%	101%	101%	99%	101%	100%	100%	99%	99%	100%
Unweighted N	(1,135)	(399)	(383)	(353)	(469)	(417)	(503)	(294)	(194)	(187)	(249)	(437)	(262)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1X. Importance of Events to Election — The Democratic National Convention
How important do you think the following events ultimately were 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	20%	17%	22%	22%	20%	22%	14%	16%	34%	23%	18%
Somewhat important	21%	22%	21%	21%	21%	23%	21%	21%	14%	27%	26%
Not very important	24%	28%	21%	31%	22%	18%	29%	24%	25%	18%	31%
Not at all important	25%	26%	23%	10%	22%	31%	32%	28%	21%	14%	15%
Not sure	10%	7%	13%	17%	15%	7%	3%	9%	7%	18%	10%
Totals	100%	100%	100%	101%	100%	101%	99%	98%	101%	100%	100%
Unweighted N	(1,136)	(517)	(619)	(247)	(209)	(397)	(283)	(710)	(151)	(173)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	20%	33%	15%	11%	27%	11%	20%	19%	22%	19%	17%	19%	24%
Somewhat important	21%	27%	23%	15%	25%	23%	22%	19%	28%	23%	23%	19%	23%
Not very important	24%	22%	23%	27%	27%	24%	24%	28%	20%	25%	21%	26%	23%
Not at all important	25%	12%	20%	42%	15%	38%	25%	23%	27%	24%	24%	27%	21%
Not sure	10%	6%	18%	6%	5%	4%	10%	11%	3%	9%	14%	9%	9%
Totals	100%	100%	99%	101%	99%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,136)	(400)	(378)	(358)	(469)	(419)	(503)	(295)	(194)	(187)	(247)	(439)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

1Y. Importance of Events to Election — Donald Trump's criminal cases and conviction
How important do you think the following events ultimately were 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	19%	19%	18%	21%	21%	20%	11%	14%	39%	18%	22%
Somewhat important	18%	19%	17%	23%	21%	15%	15%	17%	19%	21%	19%
Not very important	25%	27%	23%	30%	23%	23%	25%	28%	15%	21%	23%
Not at all important	30%	28%	32%	14%	25%	32%	46%	35%	16%	18%	26%
Not sure	9%	7%	10%	12%	10%	10%	3%	6%	11%	21%	10%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,135)	(517)	(618)	(247)	(210)	(395)	(283)	(709)	(151)	(173)	(102)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	19%	25%	17%	14%	26%	11%	22%	17%	15%	21%	14%	19%	21%
Somewhat important	18%	20%	18%	16%	17%	19%	16%	22%	22%	11%	21%	18%	20%
Not very important	25%	24%	24%	27%	28%	22%	22%	24%	29%	25%	26%	24%	26%
Not at all important	30%	24%	25%	41%	24%	46%	34%	30%	27%	32%	29%	33%	24%
Not sure	9%	8%	16%	2%	5%	2%	7%	7%	7%	11%	9%	7%	9%
Totals	101%	101%	100%	100%	100%	100%	101%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,135)	(398)	(382)	(355)	(468)	(418)	(502)	(295)	(194)	(189)	(248)	(435)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

1Z. Importance of Events to Election — Taylor Swift endorsing Kamala Harris
How important do you think the following events ultimately were 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	9%	8%	10%	10%	9%	9%	8%	5%	21%	16%	8%
Somewhat important	13%	13%	13%	17%	17%	10%	10%	12%	14%	16%	14%
Not very important	22%	23%	21%	35%	12%	19%	24%	20%	21%	24%	30%
Not at all important	47%	48%	47%	25%	51%	53%	56%	54%	38%	28%	37%
Not sure	9%	8%	10%	13%	11%	9%	2%	8%	6%	16%	10%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,137)	(515)	(622)	(248)	(209)	(398)	(282)	(712)	(151)	(172)	(102)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	9%	18%	5%	4%	14%	3%	12%	8%	6%	8%	7%	9%	12%
Somewhat important	13%	22%	12%	6%	23%	4%	12%	14%	12%	10%	11%	14%	16%
Not very important	22%	31%	22%	12%	34%	10%	22%	21%	22%	30%	21%	18%	22%
Not at all important	47%	23%	45%	75%	27%	81%	46%	49%	52%	42%	51%	51%	42%
Not sure	9%	6%	16%	4%	4%	2%	7%	7%	8%	11%	10%	8%	8%
Totals	100%	100%	100%	101%	102%	100%	99%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,137)	(399)	(382)	(356)	(470)	(416)	(505)	(294)	(194)	(190)	(247)	(437)	(263)

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

2. Most Important Election Event

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

Among people who say at least one event will be very or somewhat important

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Inflation and the state of the economy	42%	43%	41%	35%	37%	47%	48%	43%	43%	34%	*
The U.S.-Mexico border situation	12%	13%	10%	5%	8%	14%	18%	13%	8%	9%	*
Media coverage of the election	6%	5%	8%	9%	4%	7%	5%	6%	9%	3%	*
Speeches and rallies by Donald Trump	5%	5%	4%	5%	7%	4%	4%	6%	2%	2%	*
Elon Musk fundraising for Donald Trump	4%	5%	4%	6%	5%	3%	3%	4%	8%	5%	*
The Supreme Court's overturning of abortion rights in 2022	3%	1%	5%	0%	6%	3%	2%	4%	1%	2%	*
The debate between Kamala Harris and Donald Trump	3%	3%	3%	6%	4%	2%	0%	3%	4%	3%	*
Assassination attempts on Donald Trump	3%	3%	3%	4%	3%	4%	1%	2%	0%	10%	*
Kamala Harris replacing Joe Biden as the Democratic candidate	3%	3%	3%	2%	6%	2%	2%	3%	2%	2%	*
Joe Biden withdrawing from the presidential race	3%	3%	3%	3%	3%	3%	2%	3%	2%	4%	*
Joe Biden's age and mental state	3%	2%	3%	5%	3%	1%	2%	2%	0%	5%	*

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

		Gender		Age (4 category) *continued from previous page*				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Donald Trump's age and mental state	2%	1%	2%	3%	0%	1%	2%	1%	3%	4%	*
The debate between Joe Biden and Donald Trump	2%	3%	1%	1%	2%	1%	3%	2%	1%	2%	*
Donald Trump's criminal cases and conviction	2%	1%	2%	4%	2%	0%	0%	1%	5%	2%	*
Donald Trump choosing JD Vance as his running mate	1%	2%	1%	3%	1%	1%	1%	2%	0%	3%	*
Joe Biden endorsing Kamala Harris as his replacement	1%	1%	2%	1%	2%	1%	1%	1%	3%	5%	*
The escalation of the Israel-Palestine conflict	1%	1%	2%	1%	1%	0%	3%	1%	1%	1%	*
Donald Trump's Madison Square Garden rally	1%	1%	1%	2%	2%	0%	1%	1%	3%	0%	*
The Republican National Convention	1%	2%	0%	3%	1%	0%	0%	1%	4%	1%	*
Speeches and rallies by Kamala Harris	1%	0%	1%	2%	0%	1%	0%	1%	0%	1%	*
Robert F. Kennedy, Jr. endorsing Donald Trump	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	*
The Democratic National Convention	1%	0%	1%	0%	0%	1%	0%	0%	1%	2%	*
Kamala Harris choosing Tim Walz as her running mate	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	*

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

		Gender		Age (4 category)				Race (4 category)			
						continued from previous page					
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The Republican primary debates	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	*
Taylor Swift endorsing Kamala Harris	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
The debate between Tim Walz and JD Vance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Totals	101%	99%	100%	101%	98%	97%	100%	101%	100%	103%	*
Unweighted N	(1,114)	(503)	(611)	(246)	(201)	(390)	(277)	(698)	(146)	(171)	(99)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Inflation and the state of the economy	42%	38%	42%	47%	44%	51%	36%	46%	56%	51%	40%	40%	41%
The U.S.-Mexico border situation	12%	8%	10%	17%	6%	20%	14%	12%	8%	13%	13%	11%	11%
Media coverage of the election	6%	10%	7%	2%	9%	1%	5%	7%	5%	4%	8%	5%	9%
Speeches and rallies by Donald Trump	5%	2%	2%	10%	2%	7%	4%	7%	5%	2%	3%	7%	5%
Elon Musk fundraising for Donald Trump	4%	6%	5%	2%	7%	1%	6%	3%	4%	7%	2%	5%	4%
The Supreme Court's overturning of abortion rights in 2022	3%	6%	2%	1%	6%	0%	3%	6%	2%	2%	3%	4%	2%
The debate between Kamala Harris and Donald Trump	3%	3%	3%	3%	2%	2%	4%	1%	1%	4%	3%	3%	3%

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Assassination attempts on Donald Trump	3%	1%	4%	4%	2%	4%	4%	2%	1%	2%	4%	2%	4%
Kamala Harris replacing Joe Biden as the Democratic candidate	3%	3%	5%	0%	4%	1%	2%	2%	4%	2%	3%	3%	3%
Joe Biden withdrawing from the presidential race	3%	4%	3%	2%	3%	2%	3%	2%	3%	1%	5%	3%	2%
Joe Biden's age and mental state	3%	4%	2%	2%	4%	1%	3%	3%	3%	1%	4%	2%	3%
Donald Trump's age and mental state	2%	2%	3%	0%	1%	0%	3%	1%	0%	1%	0%	2%	3%
The debate between Joe Biden and Donald Trump	2%	1%	2%	2%	1%	2%	1%	2%	0%	1%	2%	2%	1%
Donald Trump's criminal cases and conviction	2%	1%	3%	1%	1%	1%	2%	0%	2%	2%	2%	1%	1%
Donald Trump choosing JD Vance as his running mate	1%	0%	3%	1%	0%	2%	2%	0%	3%	0%	2%	3%	1%
Joe Biden endorsing Kamala Harris as his replacement	1%	3%	1%	1%	2%	0%	2%	1%	0%	1%	1%	1%	2%
The escalation of the Israel-Palestine conflict	1%	1%	2%	1%	1%	0%	1%	3%	0%	2%	0%	1%	1%
Donald Trump's Madison Square Garden rally	1%	1%	1%	1%	1%	1%	2%	0%	0%	2%	1%	1%	1%
The Republican National Convention	1%	2%	0%	1%	0%	0%	2%	0%	1%	0%	1%	2%	1%

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

continued from previous page

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Speeches and rallies by Kamala Harris	1%	2%	0%	0%	1%	0%	2%	0%	0%	0%	1%	0%	2%
Robert F. Kennedy, Jr. endorsing Donald Trump	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%
The Democratic National Convention	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%
Kamala Harris choosing Tim Walz as her running mate	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%
The Republican primary debates	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Taylor Swift endorsing Kamala Harris	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The debate between Tim Walz and JD Vance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	101%	101%	101%	100%	100%	97%	103%	100%	99%	99%	99%	100%	102%
Unweighted N	(1,114)	(393)	(364)	(357)	(466)	(419)	(495)	(292)	(191)	(185)	(244)	(430)	(255)

31

YouGov Survey: Importance of 2024 Election Events
November 11 - 14, 2024 - 1143 U.S. adult citizens

YouGov

Interviewing Dates	November 11 - 14, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. 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 0.052 to 6.624, with a mean of one and a standard deviation of 1.072.
Number of respondents	1143
Margin of error	$\pm$ 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.