

Tracking the 2024 U.S. Presidential Election – Methodology Review

Morning Consult values transparency in election research. Our high-frequency research allows us to generate larger sample sizes and shed light on key demographic groups that will determine the outcome of the 2024 election with more consistency and stability.

The data from our 2024 general election tracker comes from the following two proprietary sources:

1. Interviews from our daily U.S. tracking survey
2. Weekly interviews from a nationally representative survey

Daily Tracking

Sample Size & Weighting Overview

Morning Consult collects daily interviews among a nationally representative sample of registered voters in the United States via quota sampling based on age, gender, and language (English/Spanish). This daily sample is weighted to approximate a target sample of registered voters based on age, education, race / ethnicity, gender, geographic region, home ownership, marital status and 2020 presidential vote history. Morning Consult weighting targets are obtained using high-quality, up-to-date gold-standard government sources – most recently the 2020 U.S. Census' Current Population Survey (CPS). The scale, frequency, and depth of this daily data provides meaningful insight into key outcomes for the 2024 U.S. presidential election.

Morning Consult's reported results for our election tracking are based on a three-day trailing average, meaning that, for example, a data point labeled July 16th is capturing the average of the data collected from July 14th, July 15th, and July 16th. Across the three day period, we collect data from about 9,000 registered voters. Results among all registered voters have an unweighted margin of error of plus or minus 1 percentage point

Overview of Questions Asked on Our Daily Tracking Surveys

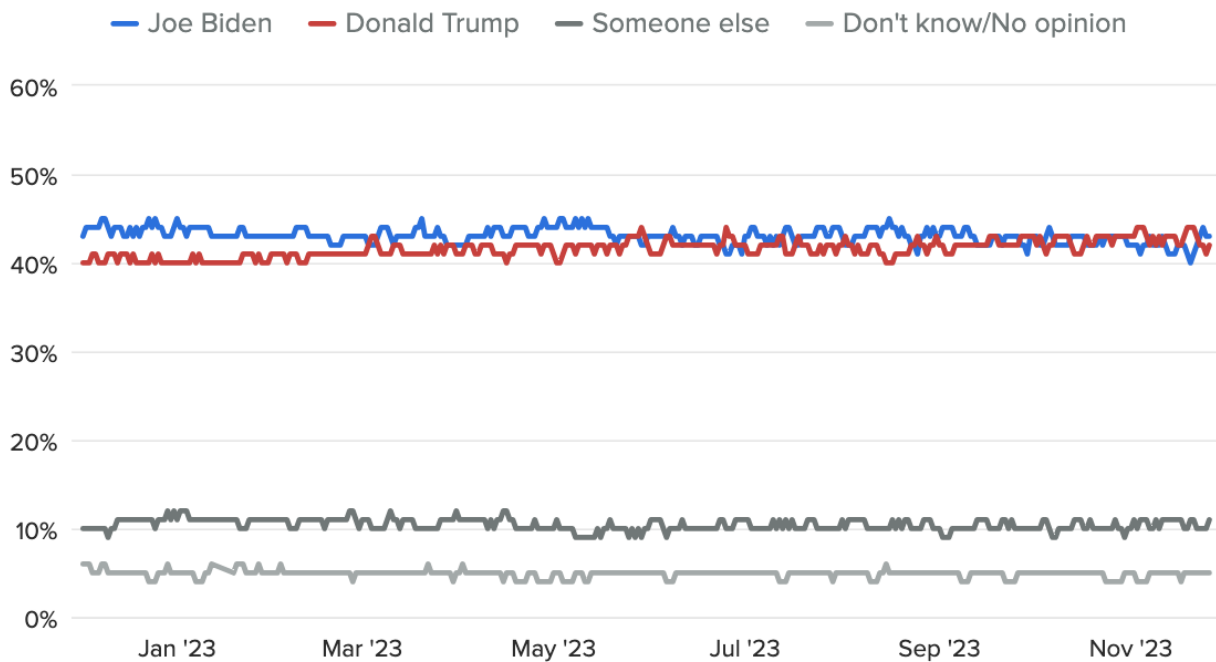
An overview of the questions and demographics are provided in the table below, with additional detail in the following subsections. To reference specific question wording and programming logic, refer to Appendix A. Charts depicting data for each question are shown below, but please note this data is from November 2023. Our appendices are consistently updated to reflect changes to any questions asked.

Daily Tracking Survey Questions	Standard Demographics
<p>Respondents are asked:</p> <ul style="list-style-type: none"> • A general election head-to-head (Biden vs. Trump) 	<p>Morning Consult collects more than 50 demographic variables for this data, including:</p> <ul style="list-style-type: none"> • Gender • Age • Income • Party Identification • Generation • Race / Ethnicity • Religion • Community (Urban, Suburban, Rural) • Education • Political Ideology • 2020 Presidential Vote • 2022 Congressional Vote • Marital Status

2024 Presidential Vote Choice

The hypothetical general election results against President Joe Biden reflect responses among a nationally representative sample of at least 4,000 registered voters, with an unweighted margin of error of plus or minus 1 to 2 percentage points. Our daily tracking of the potential match-up between Joe Biden and Donald Trump began on December 2, 2022.

Share of voters who said they would vote for the following if the 2024 presidential election were held today:



Data points reflect a 3-day moving average of surveys conducted among representative samples of at least 4,000 registered U.S. voters, with unweighted margins of +/-1 to 2 percentage points.

Weekly Tracker

Sample Size & Weighting Overview

In addition to our daily tracking, Morning Consult conducts a weekly survey asking a nationally representative sample of about 2,000 registered voters about favorability and buzz surrounding the leading Democratic and Republican 2024 presidential candidates (President Joe Biden and former President Donald Trump), as well as Republicans and Democrats in Congress – among other politicians. In this survey, voters are also asked about the importance of issues that may factor into the 2024 elections. Results from the full survey have an unweighted margin of error of plus or minus 2 percentage points.

Respondents are collected via quota sampling based on age and gender. This weekly sample is weighted to approximate a target sample of registered voters based on age, education, race / ethnicity, gender, geographic region, home ownership, marital status and 2020 presidential vote history.

Overview of Questions Asked in Weekly Tracker

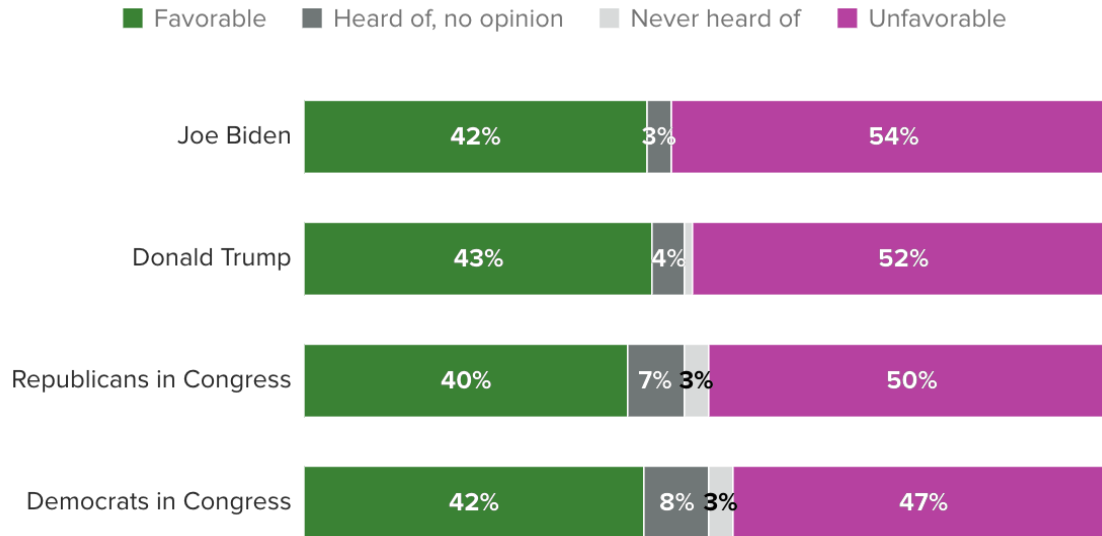
An overview of the questions and demographics are provided in the table below, with additional detail in the following subsections. To reference specific question wording and programming logic, refer to Appendix B. Charts depicting data for each question are shown below, but please note this data is from November 2023. Our appendices are consistently updated to reflect changes to any questions asked.

Weekly Tracker Survey Questions	Standard Demographics
<p>Every respondent is asked the following questions about Joe Biden, Donald Trump, Republicans in Congress, and Democrats in Congress:</p> <ul style="list-style-type: none"> • Favorability • Whether they have seen, read, or heard anything positive or negative about them (buzz) <p>Every respondent is also asked the following about the top issues that may factor into the 2024 elections:</p> <ul style="list-style-type: none"> • Importance of each issue in determining their vote for 2024 elections • Whether they have seen, read, or heard anything positive or negative about the issues (buzz) • Whether they trust Democrats or Republicans in Congress more to handle each issue 	<p>Morning Consult collects more than 50 demographic variables for this data, including:</p> <ul style="list-style-type: none"> • Gender • Age • Income • Party Identification • Generation • Race / Ethnicity • Religion • Community (Urban, Suburban, Rural) • Education • Political Ideology • 2020 Presidential Vote • 2022 Congressional Vote • Marital Status

Tracking Politicians' Popularity

Registered voters are asked if they have a favorable or unfavorable opinion of several politicians with options to express they have no opinion or have never heard of the candidate.

Share of U.S. voters with favorable or unfavorable views on the following:

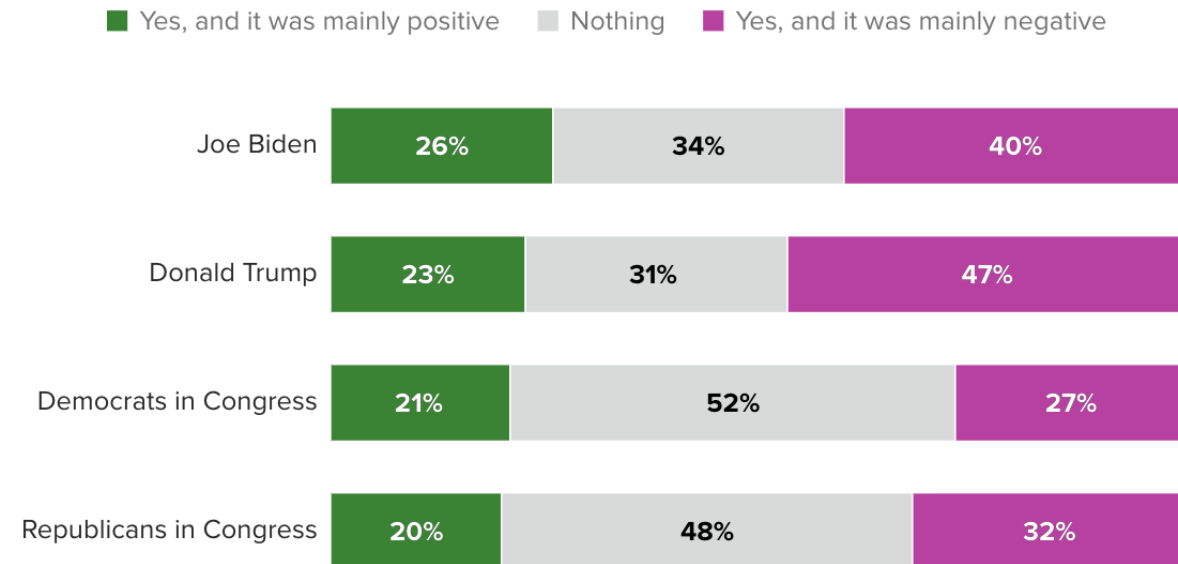


Latest survey conducted Nov. 21-24, among 2,015 registered U.S. voters, with an unweighted margin of error of +/-2 percentage points. Figures may not add up to 100% due to rounding.

The Buzz About Politicians

Registered voters are asked if, over the past week, they have seen, read, or heard anything positive or negative about several politicians, including Joe Biden, Donald Trump, Democrats in Congress, and Republicans in Congress.

Share of U.S. voters who, over the past week, heard something mainly positive, mainly negative or nothing at all about the following:

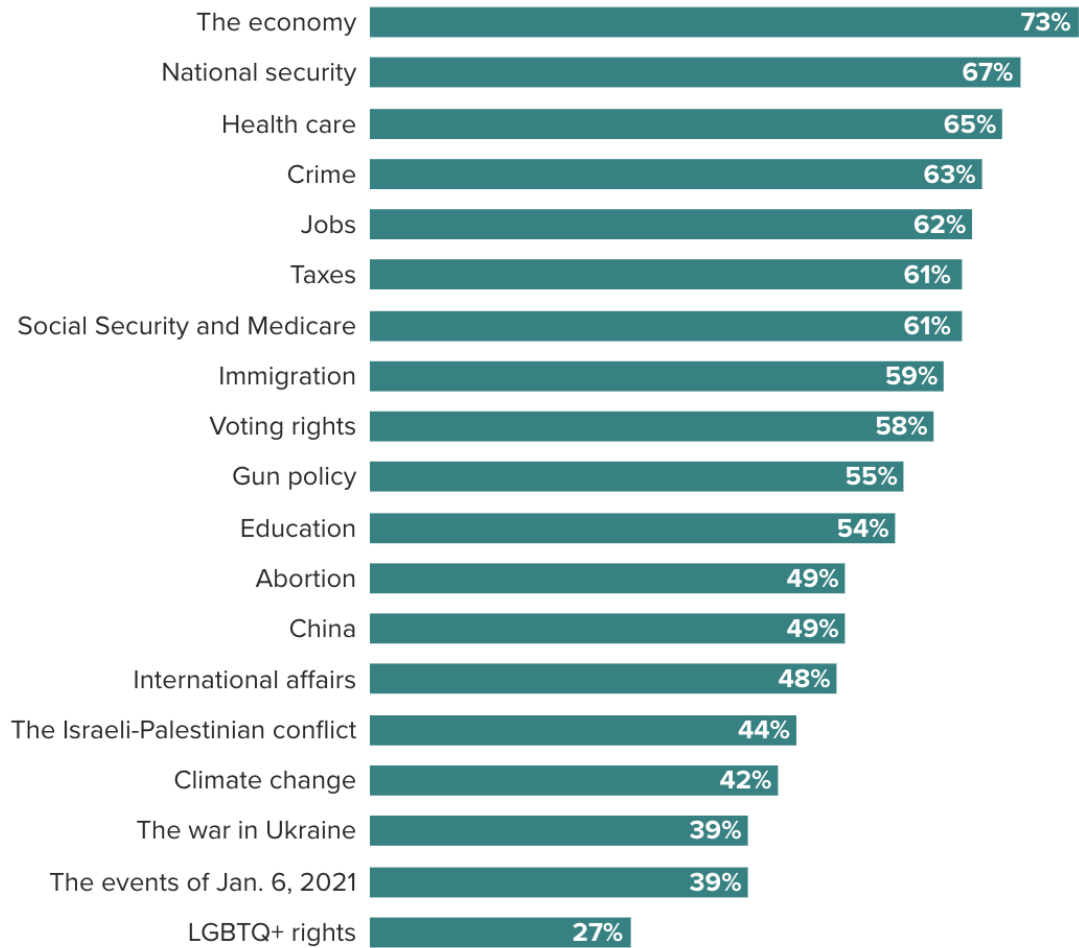


Latest survey conducted Nov. 21-24, 2023, among 2,015 registered U.S. voters, with an unweighted margin of error of +/-2 percentage points. Figures may not add up to 100% due to rounding.

2024's Top Issues

Registered voters are asked how important, if at all, 19 key issues are to them (such as the economy, health care) when it comes to deciding who they'll vote for in the 2024 elections.

Share of U.S. voters who said the following issues are “very important” when deciding whom to vote for in the 2024 elections:

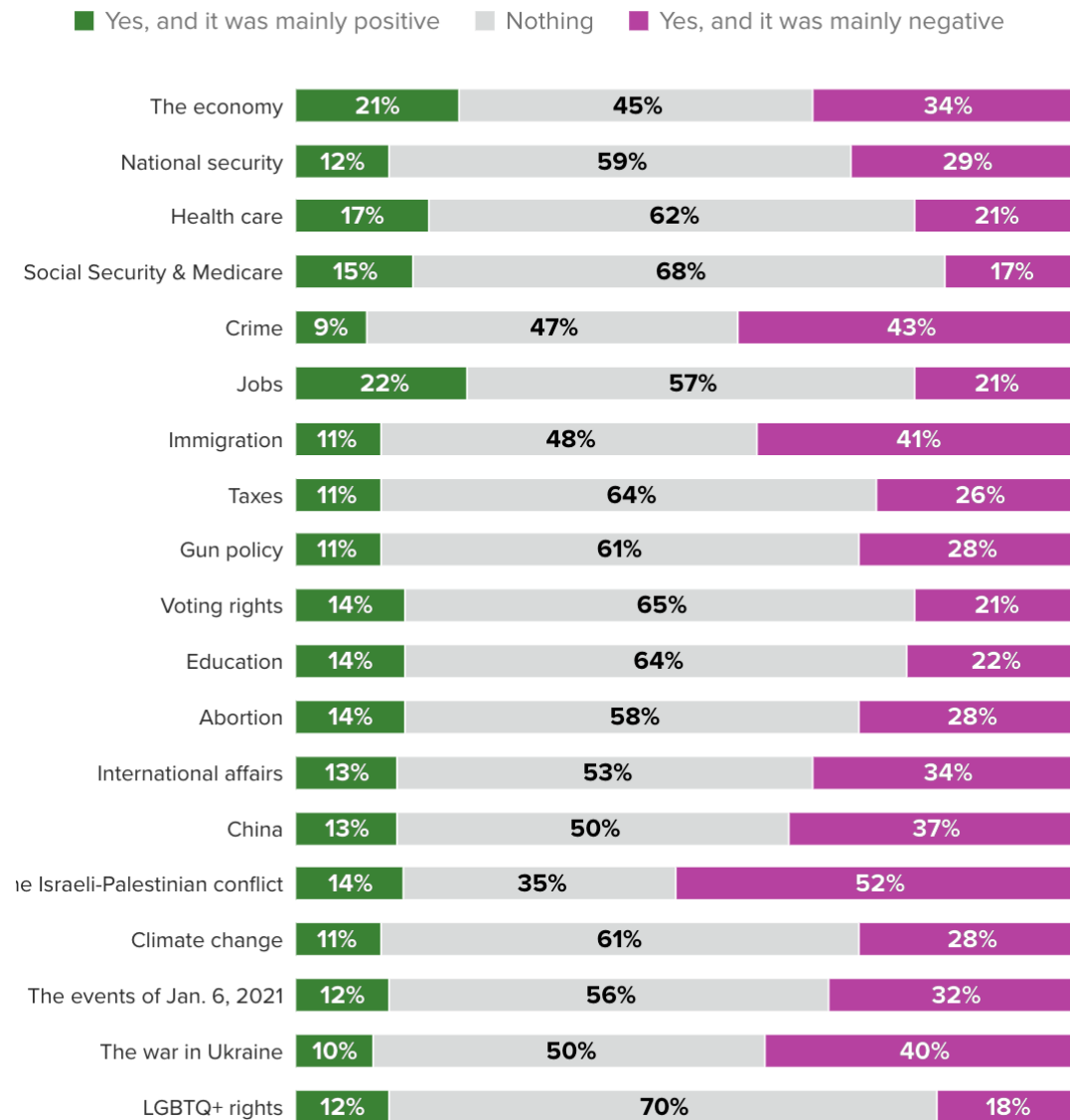


Latest survey conducted Nov. 21-24, 2023, among 2,015 registered U.S. voters, with an unweighted margin of error of +/-2 percentage points.

Buzz About 2024's Top Issues

Registered voters are asked if, over the past week, they have seen, read, or heard anything positive or negative about the same 19 key issues asked in the issue importance battery.

Share of U.S. voters who, over the past week, heard something mainly positive, mainly negative or nothing at all about the following:

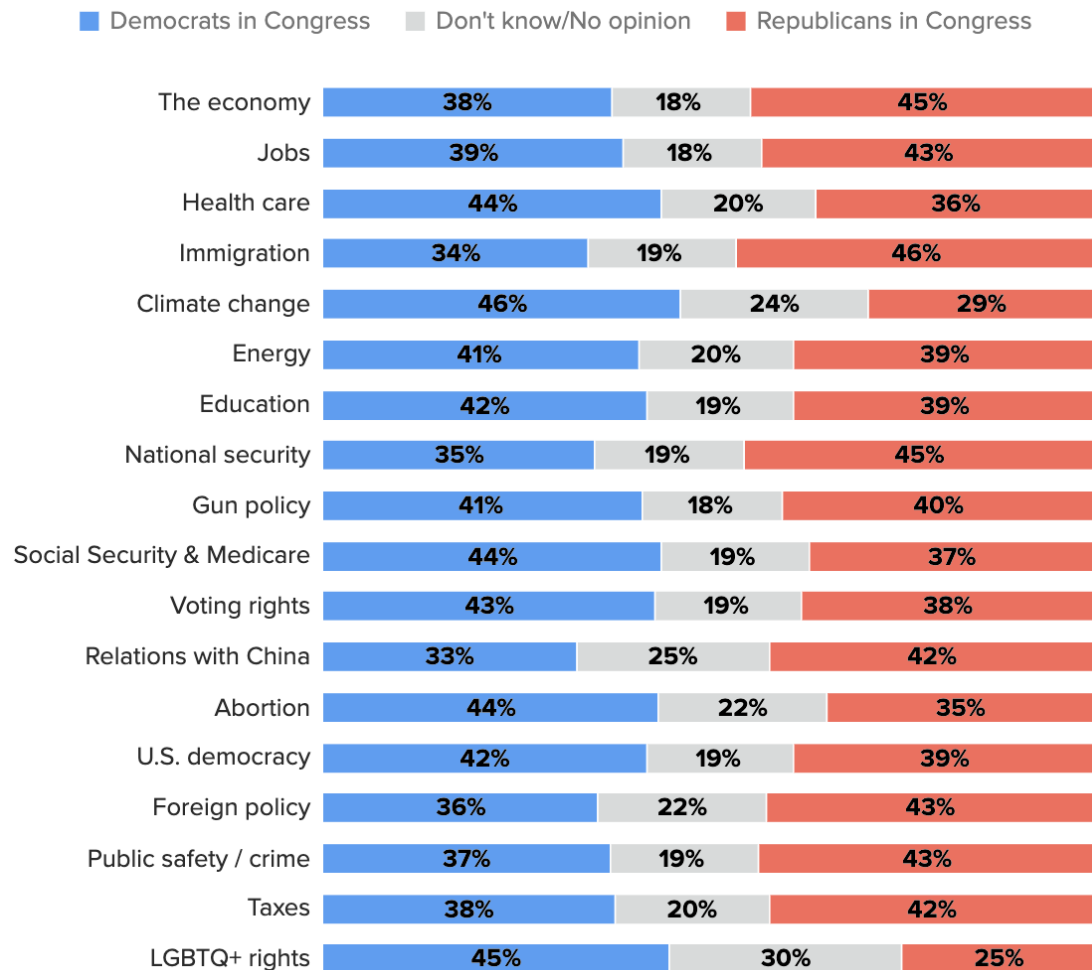


Latest survey conducted Nov. 21-24, 2023, among 2,015 registered U.S. voters, with an unweighted margin of error of +/-2 percentage points. Figures may not add up to 100% due to rounding.

Congressional Trust on Handling of 2024's Top Issues

Registered voters are asked who they trust more – Democrats or Republicans in Congress – to handle key issues in the U.S., with an option to say they don't know who they trust more.

Share of U.S. voters who trust congressional Democrats or Republicans more to handle the following issues:



Latest survey conducted Nov. 21-24, 2023, among 2,015 registered U.S. voters, with an unweighted margin of error of +/-2 percentage points. Figures may not add up to 100% due to rounding.

If you have additional methodological questions, please contact press@morningconsult.com.

Appendix A

DMC1 If the November 2024 presidential election were being held today and the candidates were Democrat Joe Biden and Republican Donald Trump, for whom would you vote? **[ROTATE 1:2]**

1. Democrat Joe Biden
2. Republican Donald Trump
3. Someone else **[ANCHOR]**
4. Don't Know / No Opinion **[ANCHOR]**

Appendix B

WMC1 Do you have a favorable or unfavorable impression of the following? **[MATRIX RANDOMIZE ALL; ROTATE ANSWER OPTIONS]**

1. Ron DeSantis
2. Nikki Haley
3. Tim Scott **[STOPPED TRACKING 11.12.2023]**
4. Vivek Ramaswamy
5. Hakeem Jeffries
6. Marianne Williamson
7. Mitch McConnell
8. Charles Schumer
9. Mike Pence **[STOPPED TRACKING 10.28.2023]**
10. Donald Trump
11. Republicans in Congress
12. Democrats in Congress
13. Kevin McCarthy **[STOPPED TRACKING 10.25.2023]**
14. Joe Biden
15. Kamala Harris
16. Asa Hutchinson
17. Robert F. Kennedy Jr.
18. Chris Christie
19. Doug Burgum **[STOPPED TRACKING 12.04.2023]**
20. Francis Suarez **[STOPPED TRACKING 08.29.2023]**
21. Will Hurd **[STOPPED TRACKING 10.09.2023]**
22. Mike Johnson **[ADDED 10.25.2023]**

1. Very favorable
2. Somewhat favorable
3. Somewhat unfavorable
4. Very unfavorable
5. Heard of, no opinion **[ANCHOR]**
6. Never heard of **[ANCHOR]**

WMC2 Over the past week, have you seen, heard, or read anything positive or negative about... **[MATRIX RANDOMIZE ALL]**

1. Joe Biden
2. Kamala Harris
3. Donald Trump
4. Mitch McConnell
5. Kevin McCarthy **[STOPPED TRACKING 10.25.2023]**
6. Democrats in Congress
7. Republicans in Congress
8. The U.S. Supreme Court
9. Ron DeSantis
10. Mike Pence **[STOPPED TRACKING 10.28.2023]**
11. Nikki Haley
12. Tim Scott **[STOPPED TRACKING 11.12.2023]**
13. Hakeem Jeffries
14. Vivek Ramaswamy
15. Asa Hutchinson
16. Chris Christie
17. Doug Burgum **[STOPPED TRACKING 12.04.2023]**
18. Francis Suarez **[STOPPED TRACKING 08.29.2023]**
19. Will Hurd **[STOPPED TRACKING 10.09.2023]**
20. Mike Johnson **[ADDED 10.25.2023]**

1. Yes, and it was mainly positive
2. Yes, and it was mainly negative
3. No, I have not seen, read, or heard anything

WMC3 How important, if at all, are each of the following issues when deciding who to vote for in the 2024 elections? **[MATRIX RANDOMIZE ALL; ROTATE ANSWER OPTIONS]**

- 1 The economy
- 2 Jobs
- 3 Health care
- 4 Immigration
- 5 Climate change
- 6 Education
- 7 National security
- 8 Gun policy
- 9 Voting rights
- 10 Global matters and international affairs
- 11 Abortion
- 12 LGBTQ+ rights
- 13 Taxes
- 14 Russia's invasion of Ukraine
- 15 Programs for seniors such as Social Security and Medicare
- 16 Crime
- 17 China
- 18 The events of January 6th, 2021
- 19 The Israeli-Palestinian conflict

- 1 Very important
- 2 Somewhat important
- 3 Not that important
- 4 Not important at all

WMC4 And over the past week, have you seen, heard, or read anything positive or negative about...

[MATRIX RANDOMIZE ALL]

- 1 The economy
- 2 Jobs
- 3 Health care
- 4 Immigration
- 5 Climate change
- 6 Education
- 7 National security
- 8 Gun policy
- 9 Voting rights
- 10 Global matters and international affairs
- 11 Abortion
- 12 LGBTQ+ rights
- 13 Taxes
- 14 Russia's invasion of Ukraine
- 15 Programs for seniors such as Social Security and Medicare
- 16 Crime
- 17 China
- 18 The events of Jan. 6, 2021
- 19 The Israeli-Palestinian conflict

- 1 Yes, and it was mainly positive
- 2 Yes, and it was mainly negative
- 3 No, I have not seen, read, or heard anything

WMC5 Who do you trust more to handle each of the following issues? **[MATRIX RANDOMIZE ALL; ROTATE ANSWER OPTIONS]**

- 1 The economy
- 2 Jobs
- 3 Health care
- 4 Immigration
- 5 Climate change
- 6 Energy
- 7 Education
- 8 National security
- 9 Gun policy
- 10 Protecting Medicare and Social Security
- 11 Voting rights
- 12 Relations with China
- 13 Abortion
- 14 Protecting U.S. democracy
- 15 Foreign policy
- 16 Public safety / crime
- 17 Taxes
- 18 LGBTQ+ rights

- 1 Democrats in Congress
- 2 Republicans in Congress
- 3 Don't know / No opinion **[ANCHOR]**