

# 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, gender, education, race and ethnicity, marital status, parental status, home ownership, geographic region, and 2020 presidential vote choice. Morning Consult weighting targets are obtained using high-quality, up-to-date gold-standard government sources – including the Current Population Survey (CPS) and American Community Survey (ACS). The Daily tracking survey is available in both English and Spanish. 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 16 is capturing the average of the data collected from July 14, July 15, and July 16. Across the three-day period, we collect data from about 12,000 registered

voters. Results among all registered voters have an unweighted margin of sampling error of plus or minus 1 percentage point.

## Our Likely Voter Estimates

Beginning with surveys conducted Sept. 2-4, 2024, Morning Consult's reported results from our daily U.S. tracking survey are among likely voters. Our likely voter criteria includes any registered voters who say they are highly likely to vote in the November 2024 general election. The scale of our likely voter filter question ranges from 1-10, where "1" means an individual will definitely not vote in the November 2024 presidential election and "10" means an individual will definitely vote in November. Respondents who answer that they are an "8" or higher are deemed likely voters. See the Appendix below for exact question wording.

## Overview of Questions Asked on Our Daily Tracking Surveys

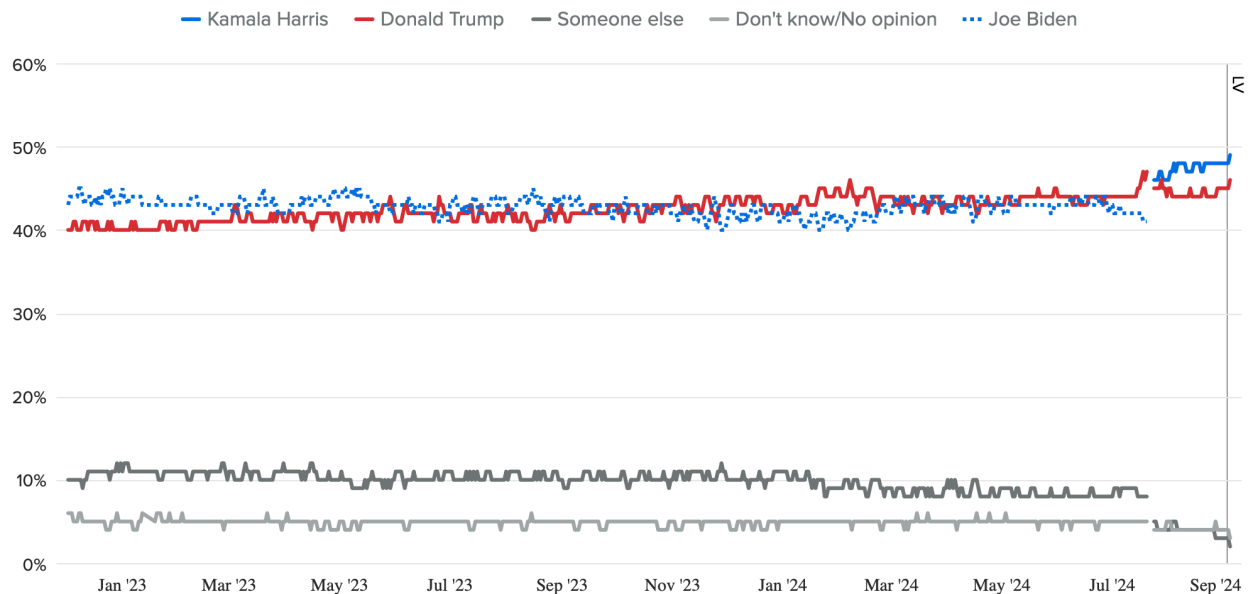
An overview of the questions and demographics are provided in the table below, with additional detail in the following subsections. To reference specific question wording and programming logic, refer to Appendix A. Charts depicting data for each question are shown below, but please note this data is from September 2024. 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"> <li>• A general election head-to-head (Harris vs. Trump)</li> </ul>	<p>Morning Consult collects more than 50 demographic variables for this data, including:</p> <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Income</li> <li>• Party Identification</li> <li>• Generation</li> <li>• Race / Ethnicity</li> <li>• Religion</li> <li>• Community (Urban, Suburban, Rural)</li> <li>• Education</li> <li>• Political Ideology</li> <li>• 2020 Presidential Vote</li> <li>• 2022 Congressional Vote</li> <li>• Marital Status</li> </ul>

## 2024 Presidential Vote Choice

The general election survey results between Kamala Harris and Donald Trump reflect responses among a nationally representative sample of at least 11,000 registered voters, with an unweighted margin of error of plus or minus 1 percentage point. Our daily tracking results of the match-up between Kamala Harris and Donald Trump began on July 24, 2024. Prior to this, we also report historical results of the Joe Biden-versus-Donald Trump matchup, which began on December 2, 2022.

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



## 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 Democratic and Republican presidential candidates (Kamala Harris and 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, and whom they trust more to

handle them. 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, gender, education, and voter registration status. This weekly sample is weighted to approximate a target sample of registered voters based on age, gender, education, race and ethnicity, marital status, parental status, home ownership, geographic region, and 2020 presidential vote choice. Morning Consult weighting targets are obtained using high-quality, up-to-date gold-standard government sources – including the Current Population Survey (CPS) and American Community Survey (ACS).

## Our Likely Voter Estimates

Beginning with surveys conducted Aug. 30-Sept. 1, 2024, Morning Consult’s reported results from weekly interviews from a nationally representative survey are among likely voters. Our likely voter criteria model includes any registered voters who say they are highly likely to vote in the November 2024 general election. The scale of our likely voter filter question ranges from 1-10, where at least an “8” on a 1-10 point scale, where “1” means an individual will definitely not vote in the November 2024 presidential election and “10” means an individual will definitely vote in November. Respondents who answer that they are an “8” or higher are deemed likely voters. See the Appendix below for exact question wording.

## 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 September 2024. Our appendices are consistently updated to reflect changes to any questions asked.

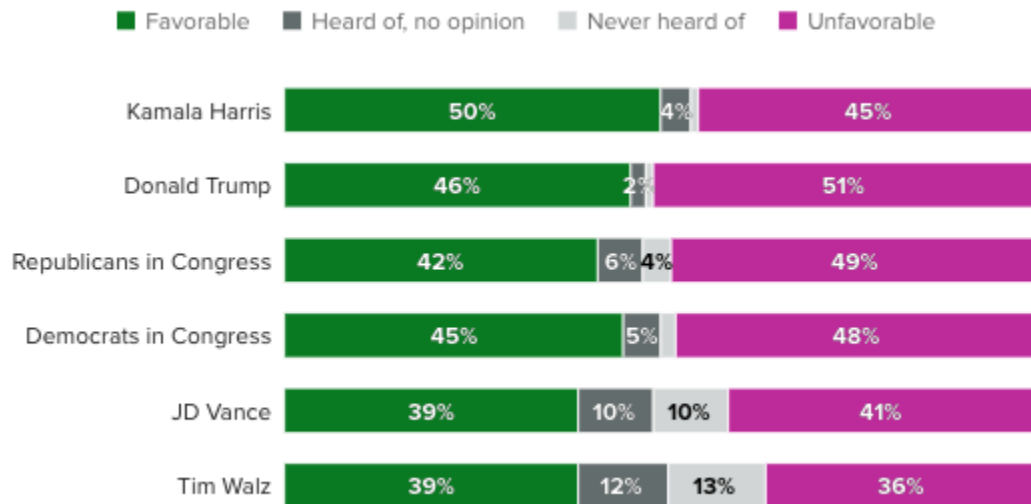
Weekly Tracker Survey Questions	Standard Demographics
<p>Every respondent is asked the following questions about Kamala Harris, Joe Biden, Donald Trump, JD Vance, Tim Walz, Republicans in Congress, and Democrats in Congress:</p> <ul style="list-style-type: none"> <li>• Favorability</li> <li>• Whether they have seen, read, or heard anything positive or negative about them (buzz)</li> </ul> <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"> <li>• Importance of each issue in determining their</li> </ul>	<p>Morning Consult collects more than 50 demographic variables for this data, including:</p> <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Income</li> <li>• Party Identification</li> <li>• Generation</li> <li>• Race / Ethnicity</li> <li>• Religion</li> <li>• Community (Urban, Suburban, Rural)</li> <li>• Education</li> <li>• Political Ideology</li> </ul>

- 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
- 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.

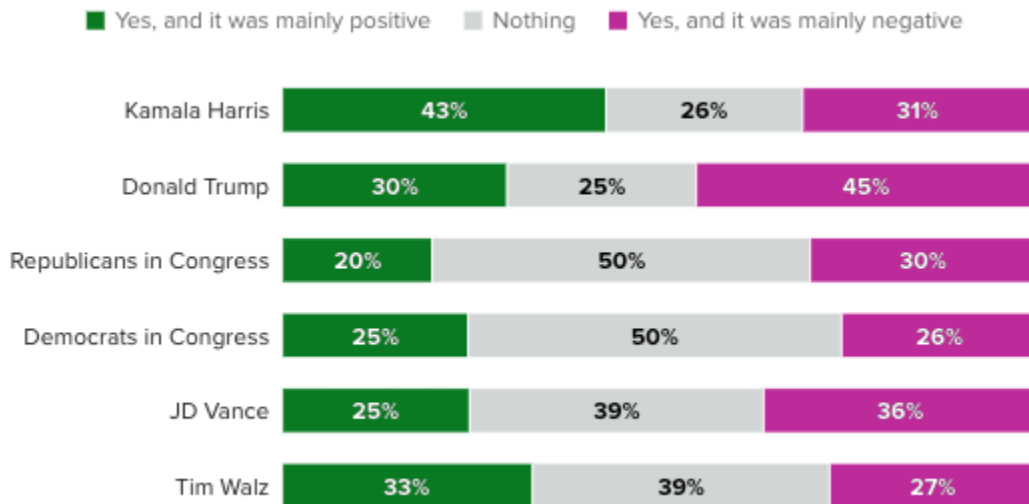
Share of U.S. voters with favorable or unfavorable views on the following:



## 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 Kamala Harris, Joe Biden, Donald Trump, JD Vance, Tim Walz, Democrats in Congress, and Republicans in Congress.

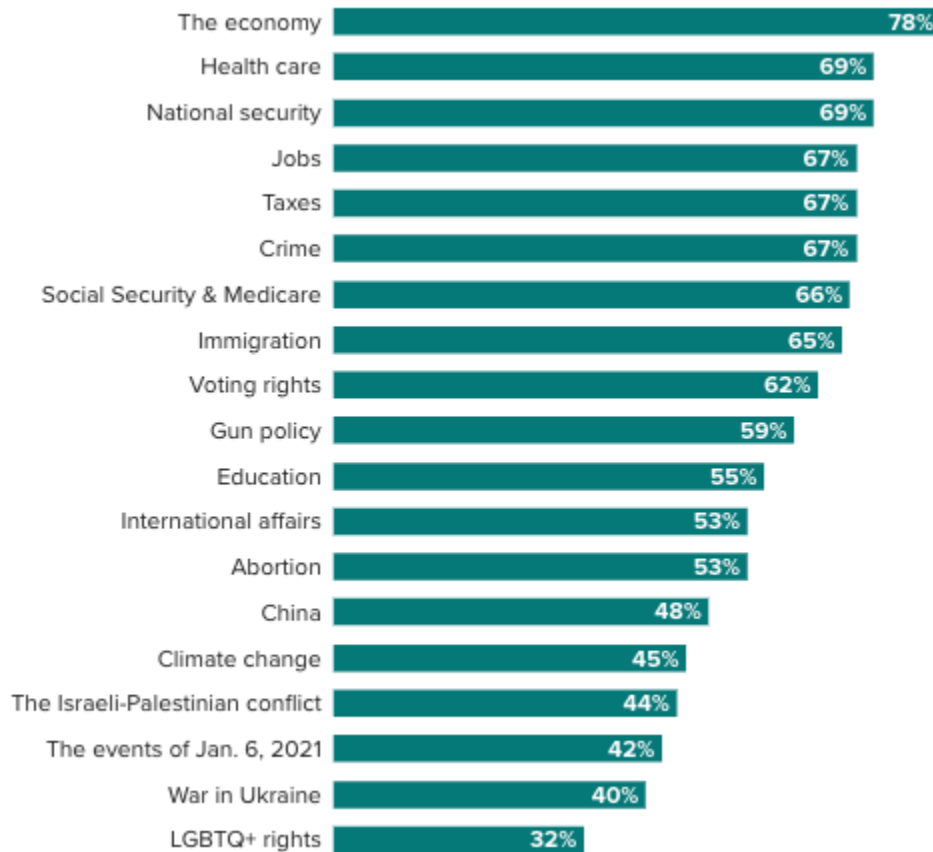
**Share of U.S. voters who, over the past week, heard something mainly positive, mainly negative or nothing at all about the following:**



## 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.

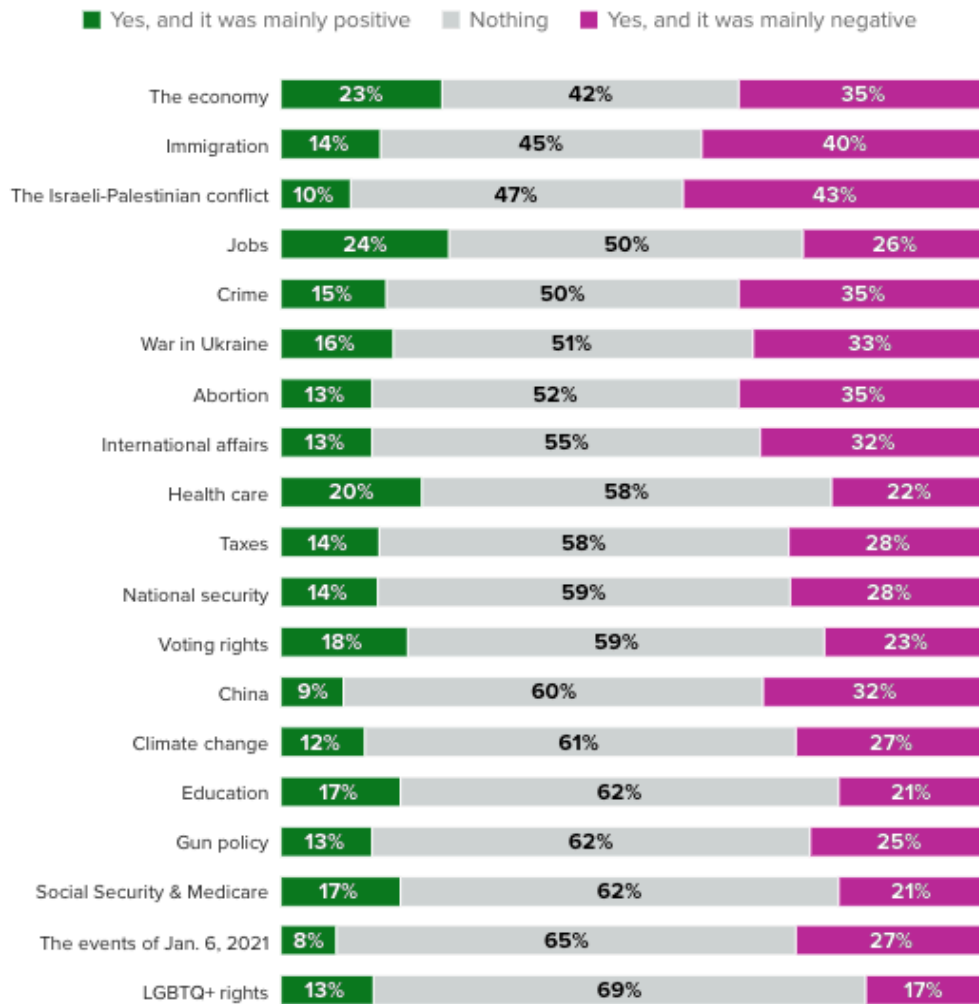
**Share of U.S. voters who said the following issues are "very important" when deciding whom to vote for in the 2024 elections:**



## Buzz About 2024's Top Issues

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:

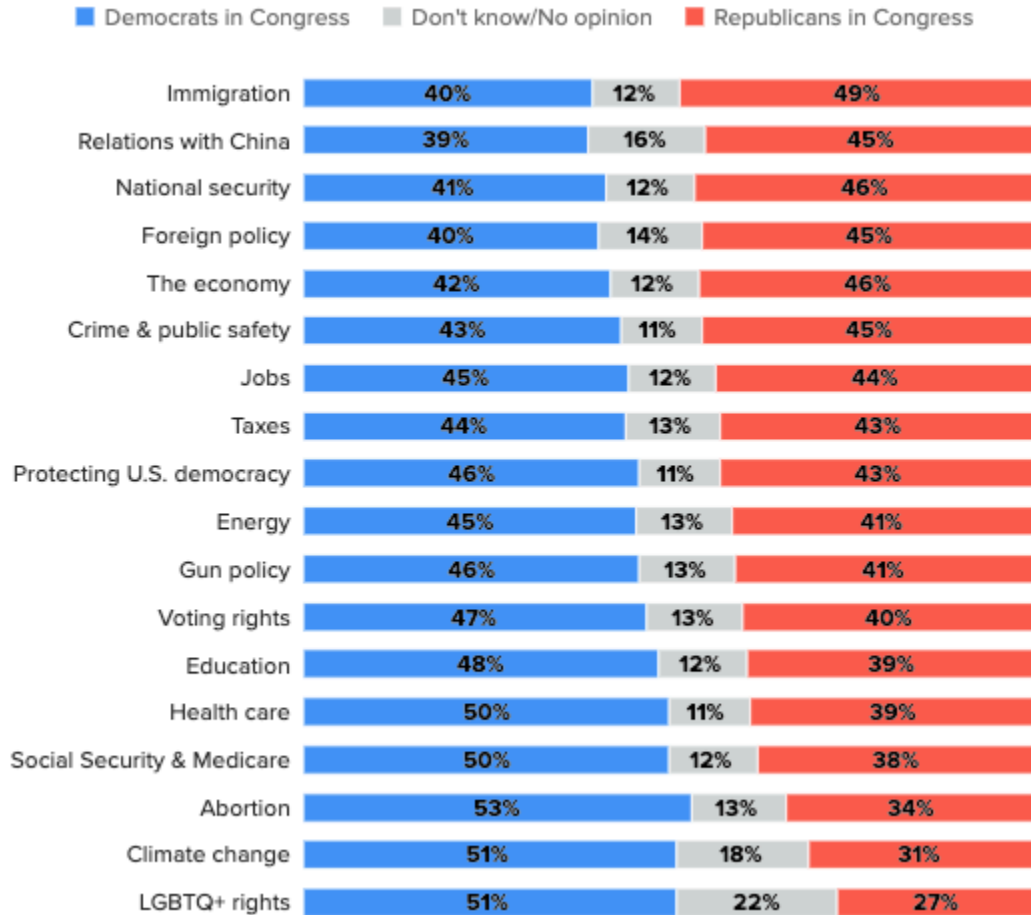




## Congressional Trust on Handling of 2024's Top Issues

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:**



If you have additional methodological questions, please contact [press@morningconsult.com](mailto:press@morningconsult.com).

## Appendix A

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

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

2 Please rate your chances of voting in the November 2024 General Election on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself?

1. 1 - Definitely will not vote
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 - Definitely will vote
11. Don't Know / No Opinion

## Appendix B

1 Please rate your chances of voting in the November 2024 General Election on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself?

1. 1 - Definitely will vote
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 - Definitely will vote
11. Don't Know / No Opinion

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

1. Hakeem Jeffries
2. Mitch McConnell
3. Charles Schumer
4. Donald Trump
5. Republicans in Congress
6. Democrats in Congress
7. Joe Biden
8. Kamala Harris
9. Robert F. Kennedy Jr.
10. Mike Johnson
11. JD Vance
12. Tim Walz

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

3 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]**

4 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

5 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

6 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. Chuck Schumer

6. Democrats in Congress
7. Republicans in Congress
8. The U.S. Supreme Court
9. Robert F. Kennedy Jr.
10. Mike Johnson
11. JD Vance
12. Tim Walz

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