Tracking the 2024 Republican Primary – 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 – like potential Republican primary voters – with more consistency and stability.

The data from our 2024 Republican primary 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 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 and about 3,000 potential Republican primary voters. Results among all registered voters

have an unweighted margin of error of plus or minus 1 percentage point while results among potential Republican primary voters have an unweighted margin of error of plus or minus 1 to 2 percentage points.

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 early August 2023.
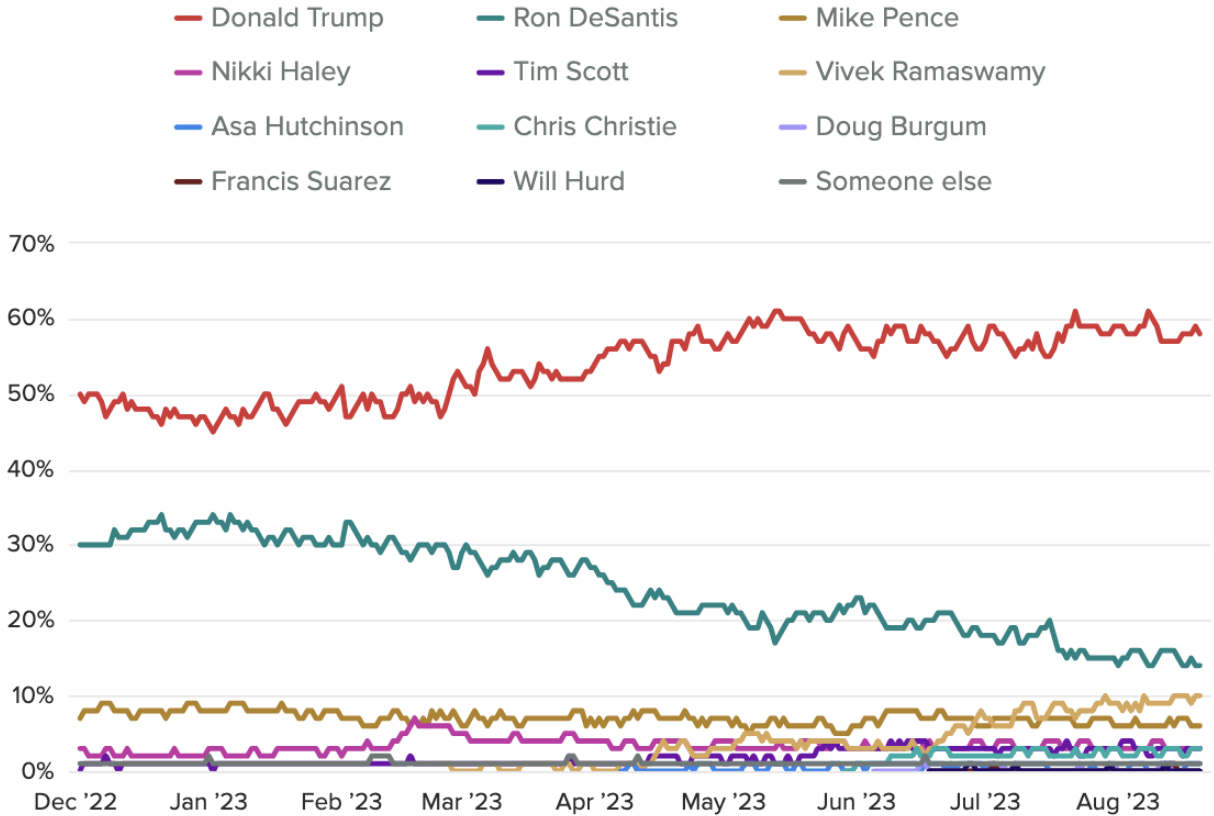
Daily Tracking Survey Questions	Standard Demographics
Every Respondent is asked the following questions: ● Screener for voting in primary / caucus ● At least one general election head-to-head (Biden vs. Trump; Biden vs. DeSantis) Potential Republican primary voters are asked the following questions: ● Who their first choice candidate is in the Republican primary / caucus in their state ● Who their second choice candidate is in the Republican primary / caucus in their state	Morning Consult collects more than 50 demographic variables for this data, including: ● Potential Republican primary voters ● Gender ● Age ● Income ● Party Identification ● Generation ● Race / Ethnicity ● Religion ● Community (Urban, Suburban, Rural) ● Education ● Political Ideology ● 2020 Presidential Vote ● 2022 Congressional Vote ● Marital Status

Screener for Voting in Primary / Caucus

Registered voters are first asked if they would vote in the Democratic or Republican primary / caucus in their state, if they would not vote, or if they're unsure. Only respondents who say they would vote in the Republican primary / caucus will then answer the following questions about which Republican primary candidate they support. We refer to this group as "potential Republican primary voters." This is equivalent to "likely Republican primary voters" as our screening is nearly identical to that of some other organizations with "likely voter" surveys, but we refer to them as "potential" voters instead as we feel this is more accurate language given that state primaries / caucuses are still several months away. Our daily tracking of candidate support began on December 2, 2022.

Potential Republican Primary Voters' First Choice

Share of potential GOP primary voters who said they would vote for the following if the 2024 presidential nominating contest were held in their state today:

Legend:
- Donald Trump
- Ron DeSantis
- Mike Pence
- Nikki Haley
- Tim Scott
- Vivek Ramaswamy
- Asa Hutchinson
- Chris Christie
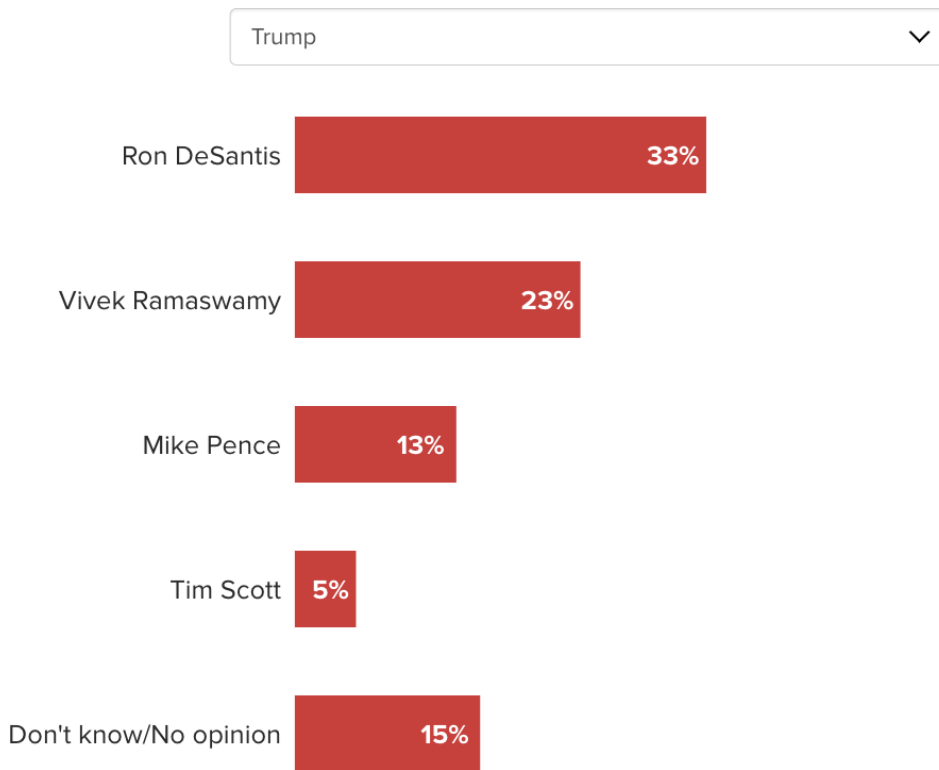- Doug Burgum
- Francis Suarez
- Will Hurd
- Someone else

Data points reflect three-day moving averages of at least 2,476 potential Republican primary voters, with unweighted margins of error of +/-1 to 2 percentage points.

Potential Republican primary voters are asked which candidate they would vote for if the 2024 Republican presidential primary / caucus in their state was being held today, with the option to specify a candidate who isn't listed or say they don't know. Those who initially said they did not know which candidate they'd vote for are asked a follow-up question. In this follow-up, they are provided with a list of each candidate – this time without the option to say "don't know" – and are asked who they would lean towards supporting if they had to choose. The results reflecting each candidate's 2024 Republican primary support include the responses from these "leaners."

Potential Republican Primary Voters' Second Choice

After naming their first choice candidate, potential Republican primary voters are then asked who among those remaining candidates would be their second choice (each respondent's first choice selection is not displayed when they are asked their second choice so they can't select the same candidate twice).

After voters registered their first choice, they were asked a follow-up about whom they would choose as a second option; the results below show where the supporters for a section of leading candidates or potential candidates could go next

Trumpr

Ron DeSantis 33%

Vivek Ramaswamy 23%

Mike Pence 13%

Tim Scott 5%

Don't know/No opinion 15%

Survey conducted Aug 4-6, 2023, among 3,486 potential Republican primary voters, with an unweighted margin of error of +/-2 to 5 percentage points.
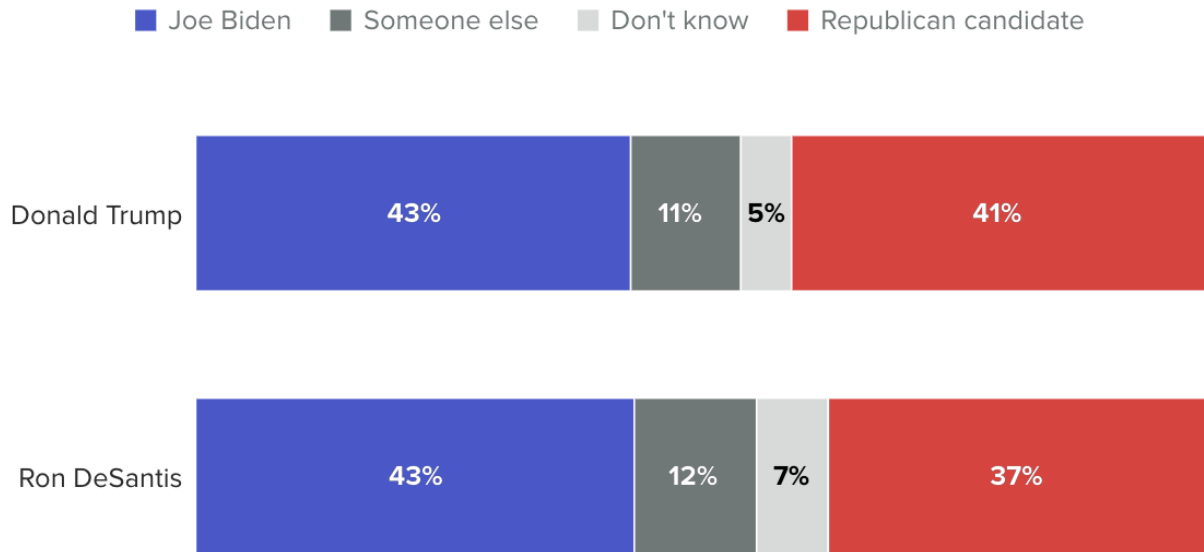
Head-to-Heads (Biden vs. Trump; Biden vs. DeSantis)

The hypothetical general election results against President Joe Biden reflect responses among a nationally representative sample of more than 5,000 registered voters.

All registered voters are asked who they would vote for in a 2024 presidential head-to-head general election. Respondents are randomly assigned to see one or two of two possible head-to-head matchups. One-third of respondents are asked if they would vote for Joe Biden or Donald Trump (with the option to select someone else or that they don't know). One-third of respondents are asked the same question, but in a head-to-head of Joe Biden vs. Ron DeSantis. The last third of respondents are asked to complete both.

If respondents in either match-up say they don't know who they would vote for, they are presented with a follow-up asking again who they would lean towards choosing if they had to, this time without the option to say they "don't know."

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

■ Joe Biden ■ Someone else ■ Don't know ■ Republican candidate

	Joe Biden	Someone else	Don't know	Republican candidate
Donald Trump	43%	11%	5%	41%
Ron DeSantis	43%	12%	7%	37%

Latest survey conducted Aug. 4-6, 2023, among representative samples of roughly 6,000 registered voters, with an unweighted margin of error of +/-1 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 Republican primary candidate favorability and buzz. Results are reported among a subsample of about 800 potential Republican primary voters, with an unweighted margin of error of plus or minus 4 percentage points. The question determining potential Republican primary voters is the same as the question used in the Morning Consult daily tracking survey (see Appendix A).

Respondents are collected via quota sampling based on age and gender. This weekly sample of registered voters is weighted based on age, education, race / ethnicity, gender, geographic region, home ownership, marital status and 2020 presidential vote history.
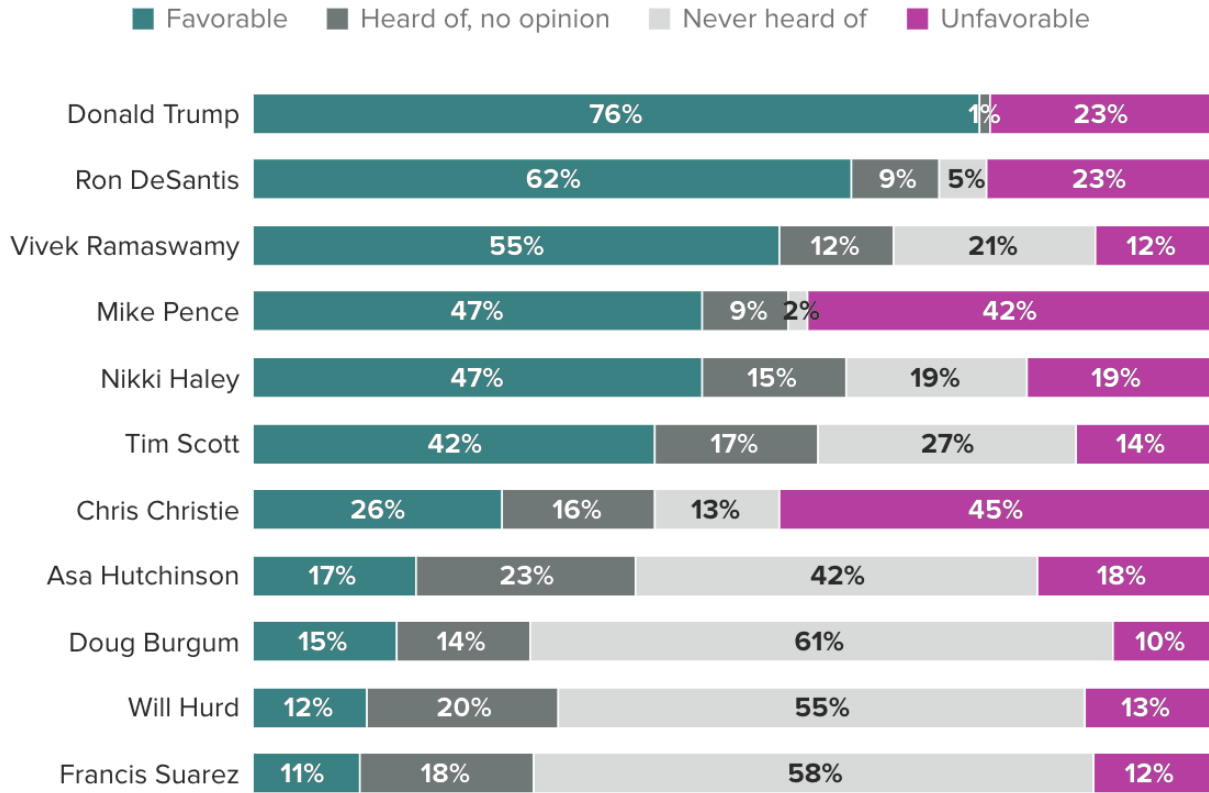
Overview of Questions Asked in Weekly Tracker

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 early August 2023.

Weekly Tracker Survey Questions	Standard Demographics
Every respondent is asked the following questions: • Favorability of candidates • Whether they have seen, read, or heard anything positive or negative about the candidates (buzz)	Morning Consult collects more than 50 demographic variables for this data, including: • Potential Republican primary voters • Gender • Age • Income • Party Identification • Generation • Race / Ethnicity • Religion • Community (Urban, Suburban, Rural) • Education • Political Ideology • 2020 Presidential Vote • 2022 Congressional Vote • Marital Status

Favorability of Candidates

Share of potential Republican primary voters with favorable or unfavorable views on the following:

■ Favorable ■ Heard of, no opinion ▢ Never heard of ■ Unfavorable

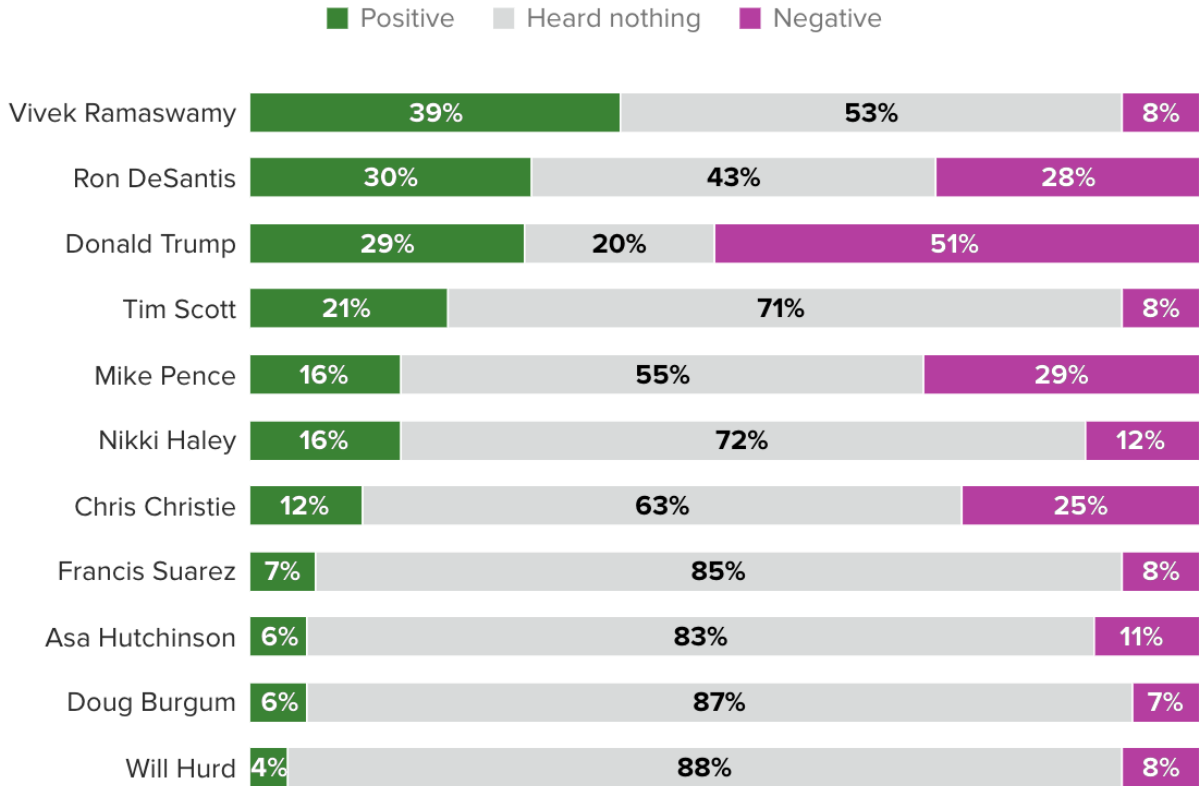| Candidate	Favorable	Heard of, no opinion	Never heard of	Unfavorable
Donald Trump	76%	1%		23%
Ron DeSantis	62%	9%	5%	23%
Vivek Ramaswamy	55%	12%	21%	12%
Mike Pence	47%	9%	2%	42%
Nikki Haley	47%	15%	19%	19%
Tim Scott	42%	17%	27%	14%
Chris Christie	26%	16%	13%	45%
Asa Hutchinson	17%	23%	42%	18%
Doug Burgum	15%	14%	61%	10%
Will Hurd	12%	20%	55%	13%
Francis Suarez	11%	18%	58%	12%

Latest survey conducted Aug. 3-5, 2023, among 796 potential Republican primary voters, with an unweighted margin of error of +/-4 percentage points. Net favorability is the share of potential Republican primary voters with favorable views of a candidate minus the share with unfavorable views.

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

Candidate Buzz

Share of potential Republican primary voters who said they had seen, read or heard something positive or negative about...

Legend: ■ Positive ■ Heard nothing ■ Negative

Candidate	Positive	Heard nothing	Negative
Vivek Ramaswamy	39%	53%	8%
Ron DeSantis	30%	43%	28%
Donald Trump	29%	20%	51%
Tim Scott	21%	71%	8%
Mike Pence	16%	55%	29%
Nikki Haley	16%	72%	12%
Chris Christie	12%	63%	25%
Francis Suarez	7%	85%	8%
Asa Hutchinson	6%	83%	11%
Doug Burgum	6%	87%	7%
Will Hurd	4%	88%	8%

Latest survey conducted Aug. 3-5, 2023, among 796 potential Republican primary voters, with an unweighted margin of error of +/-4 percentage points. Net buzz is the share of potential Republican primary voters who heard something positive over the previous week about a candidate minus the share who heard something negative.

Registered voters are asked if, over the past week, they have seen, read, or heard anything positive or negative about several politicians, including each of the Republican primary candidates.

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

Appendix A

[ALL RESPONDENTS]
DMC1   Now, thinking about the 2024 presidential primary or caucus in your state, would you vote in the Democratic primary or caucus, the Republican primary or caucus, or are you not likely to vote in a primary or caucus at all? **[ROTATE 1:2]**

1. Vote in Democratic primary or caucus
2. Vote in Republican primary or caucus
3. Not likely to vote in primary or caucus **[ANCHOR]**
4. Don't Know / No Opinion **[ANCHOR]**

[DMC1 == 2; POTENTIAL REPUBLICAN PRIMARY VOTER]
DMC2   If the 2024 Republican presidential primary or caucus in your state were being held today, for whom would you vote? **[RANDOMIZE]**

1. Donald Trump
2. Ron DeSantis
3. Mike Pence
4. Nikki Haley
5. Tim Scott
6. Vivek Ramaswamy
7. Asa Hutchinson
8. Chris Christie
9. Doug Burgum
10. Francis Suarez
11. Will Hurd
12. Someone else **[ANCHOR; OPEN END]**
13. Don't Know / No Opinion **[ANCHOR]**

[DMC2 == 13; SAID DON'T KNOW 2024 REPUBLICAN PRIMARY VOTE CHOICE]
DMC2a If you had to choose, which candidate would you lean toward? **[RANDOMIZE]**

1. Donald Trump
2. Ron DeSantis
3. Mike Pence
4. Nikki Haley
5. Tim Scott
6. Vivek Ramaswamy
7. Asa Hutchinson
8. Chris Christie

9. Doug Burgum
10. Francis Suarez
11. Will Hurd
12. Someone else [**ANCHOR; OPEN END**]

[DMC2≠13; IN DMC2 SELECTED A CANDIDATE THEY WOULD SUPPORT IN 2024 REPUBLICAN PRIMARY; RESPONDENTS ARE NOT SHOWN WHO THEY SELECTED AS THEIR FIRST CHOICE IN THIS QUESTION]
DMC3   And which candidate would be your second choice? [RANDOMIZE]

1. Donald Trump
2. Ron DeSantis
3. Mike Pence
4. Nikki Haley
5. Tim Scott
6. Vivek Ramaswamy
7. Asa Hutchinson
8. Chris Christie
9. Doug Burgum
10. Francis Suarez
11. Will Hurd
12. Someone else [**ANCHOR; OPEN END**]
13. Don't Know / No Opinion [**ANCHOR**]

[⅓ OF RESPONDENTS SEE DMC4 AND DMC5]

[⅓ OF RESPONDENTS SEE DMC4 ONLY]

[⅓ OF RESPONDENTS SEE DMC5 ONLY]

DMC4   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**]

[IF DMC4 == 4; SAID 'DON'T KNOW' WHEN ASKED TO CHOOSE BETWEEN BIDEN AND TRUMP]
DMC4a   If you had to choose, which candidate would you lean toward? [**ROTATE 1:2**]

1. Democrat Joe Biden
2. Republican Donald Trump
3. Someone else [**ANCHOR**]

DMC5   If the November 2024 presidential election were being held today and the candidates were Democrat Joe Biden and Republican Ron DeSantis, for whom would you vote? [**ROTATE 1:2**]

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

[IF DMC5 == 4; SAID 'DON'T KNOW' WHEN ASKED TO CHOOSE BETWEEN BIDEN AND DESANTIS]
DMC5a   If you had to choose, which candidate would you lean toward? [**ROTATE 1:2**]

1. Democrat Joe Biden
2. Republican Ron DeSantis
3. Someone else [**ANCHOR**]

Appendix B

[ALL RESPONDENTS]
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
4. Vivek Ramaswamy
5. Hakeem Jeffries
6. Marianne Williamson
7. Mitch McConnell
8. Charles Schumer
9. Mike Pence
10. Donald Trump
11. Republicans in Congress
12. Democrats in Congress
13. Kevin McCarthy
14. Joe Biden
15. Kamala Harris
16. Asa Hutchinson
17. Robert F. Kennedy Jr.
18. Chris Christie
19. Doug Burgum
20. Francis Suarez
21. Will Hurd

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

[ALL RESPONDENTS]
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
6. Democrats in Congress
7. Republicans in Congress
8. The U.S. Supreme Court
9. Ron DeSantis
10. Mike Pence
11. Nikki Haley
12. Tim Scott
13. Hakeem Jeffries
14. Vivek Ramaswamy
15. Marianne Williamson
16. Asa Hutchinson
17. Robert F. Kennedy Jr.
18. Chris Christie
19. Doug Burgum
20. Francis Suarez
21. Will Hurd

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