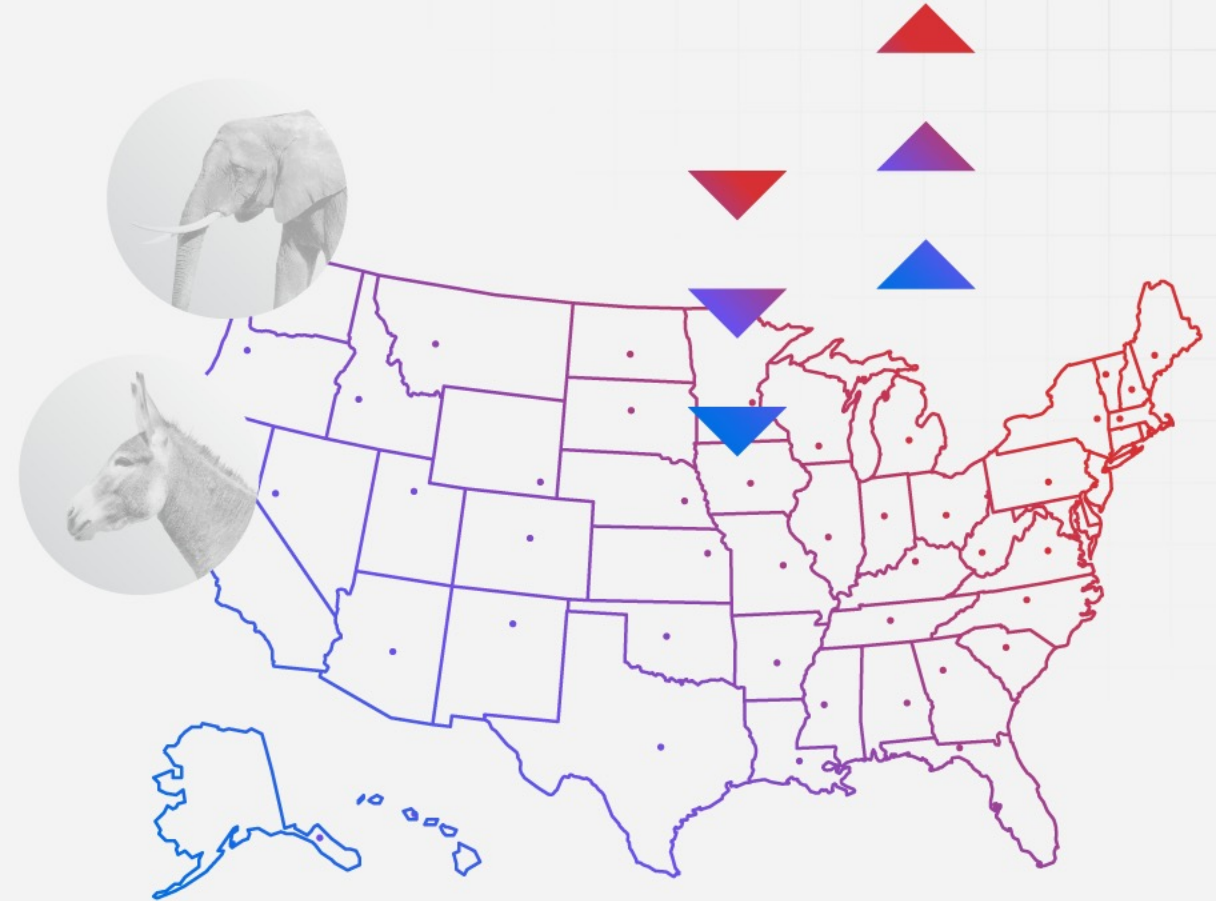


POLITICAL INTELLIGENCE

U.S. Governor Approval Outlook

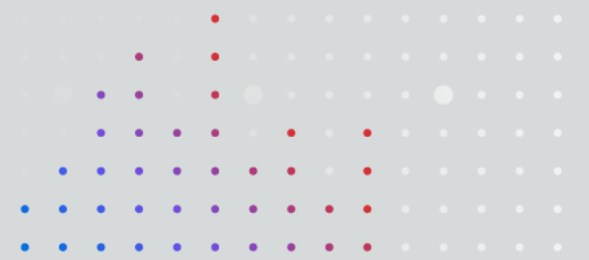
Our definitive quarterly guide to U.S. voters' views of America's governors

 JULY 2024



About Morning Consult

[Morning Consult](#) is a global decision intelligence company changing how modern leaders make smarter, faster, better decisions. The company pairs its proprietary high-frequency data with applied artificial intelligence to better inform decisions on what people think and how they will act.



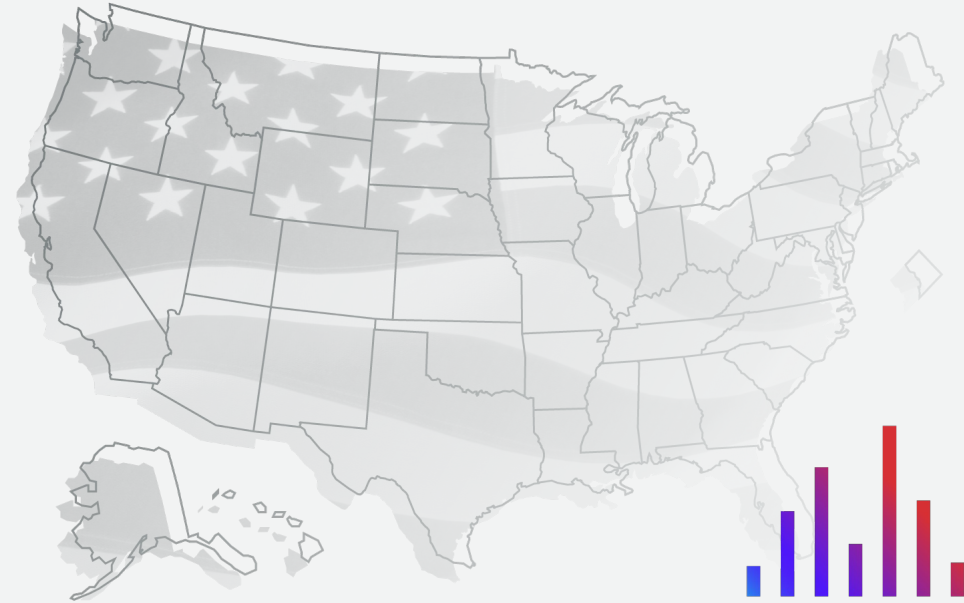
U.S. POLITICAL INTELLIGENCE

Daily tracking of political attitudes in the United States

Morning Consult surveys 6,000 adults in the United States on key political and electoral issues every day.

Our data offers an unparalleled, real-time read on public views of political leaders and candidates, key policy issues, and vote choices, with daily historical coverage dating from 2016.

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Daily syndicated tracking of U.S. attitudes on:

Approval ratings

- Presidential approval
- Congressional senator approval
- Governor approval

2024 elections

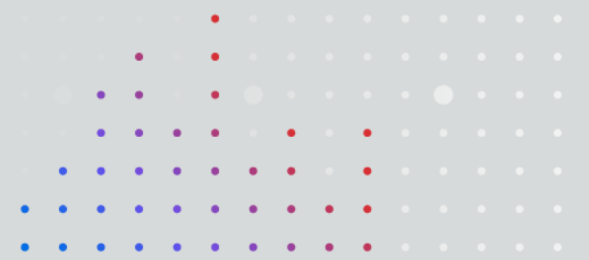
- Presidential ballot head-to-head: Biden vs. Trump
- Generic congressional ballot

Voting behavior

- Policy issues informing congressional vote choice
- News consumption on policy issues and politicians
- 2018, 2020 and 2022 voting behavior and vote choice

About this report

Morning Consult's U.S. Governor Approval Outlook is our definitive quarterly guide to U.S. voters' views of all 50 U.S. governors.



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- 8** America's Most Popular and Unpopular Governors
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SECTION 1

Executive Summary

What you'll find in our Q3 2024 report



IN THIS REPORT

- **Our latest definitive ranking of America's most popular governors**, topped by Phil Scott of Vermont for the 8th quarter in a row. Wes Moore of Maryland and Jim Justice of West Virginia replace Kristi Noem of South Dakota and Laura Kelly of Kansas in the top 10.
- **Our latest definitive ranking of America's most unpopular governors**, led by Kim Reynolds of Iowa for the second quarter in a row. Michelle Lujan Grisham of New Mexico is the only new entrant in the top 10, replacing JB Pritzker of Illinois.
- **A roundup of 2024's three incumbents**, including two who survived primaries last month: Greg Gianforte of Montana and Spencer Cox of Utah.
- **A look at how the governors comprising the so-called Democratic bench**, who are typically mentioned as possible vice presidential candidates following Kamala Harris' ascendancy to the top of the party's ticket, are performing among key voter groups in their states.
- **A trend spotlight on two governors who were particularly busy with their legislatures in the first half of 2024**, Jim Pillen of Nebraska and Jeff Landry of Louisiana.



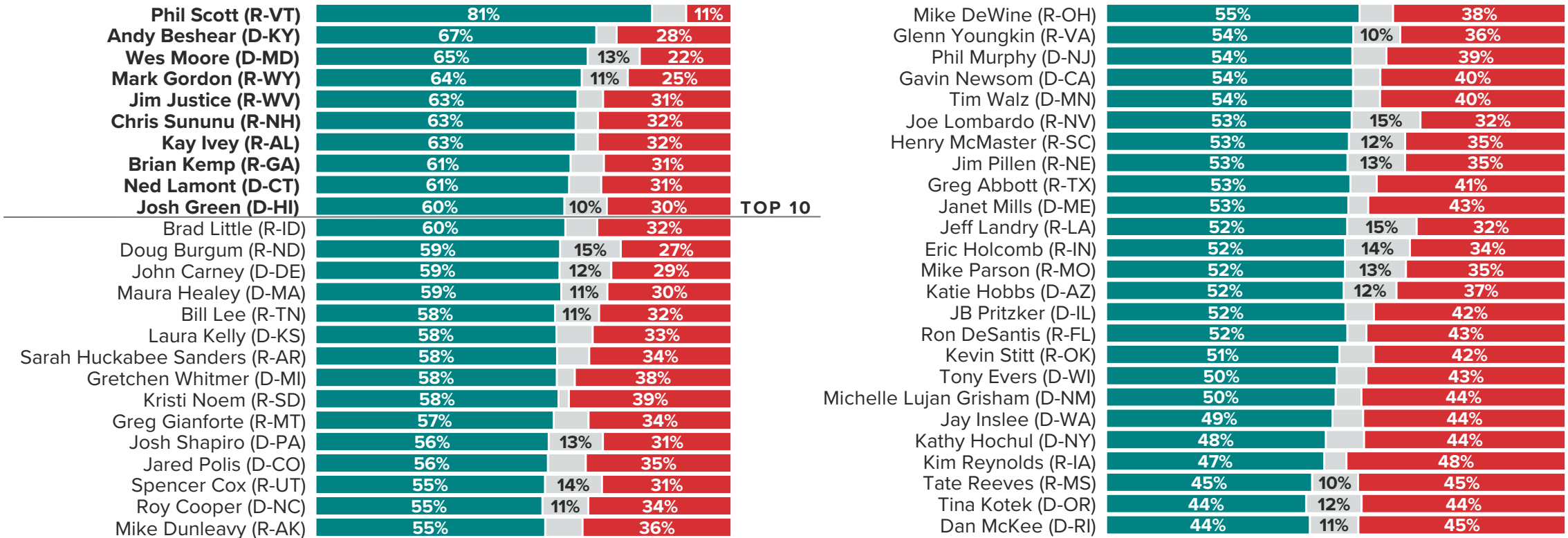
SECTION 2

America's Most Popular and Unpopular Governors

Scott is America’s most popular governor for two years running

Shares of U.S. voters in each state who approve or disapprove of the job performance of the following U.S. governors:

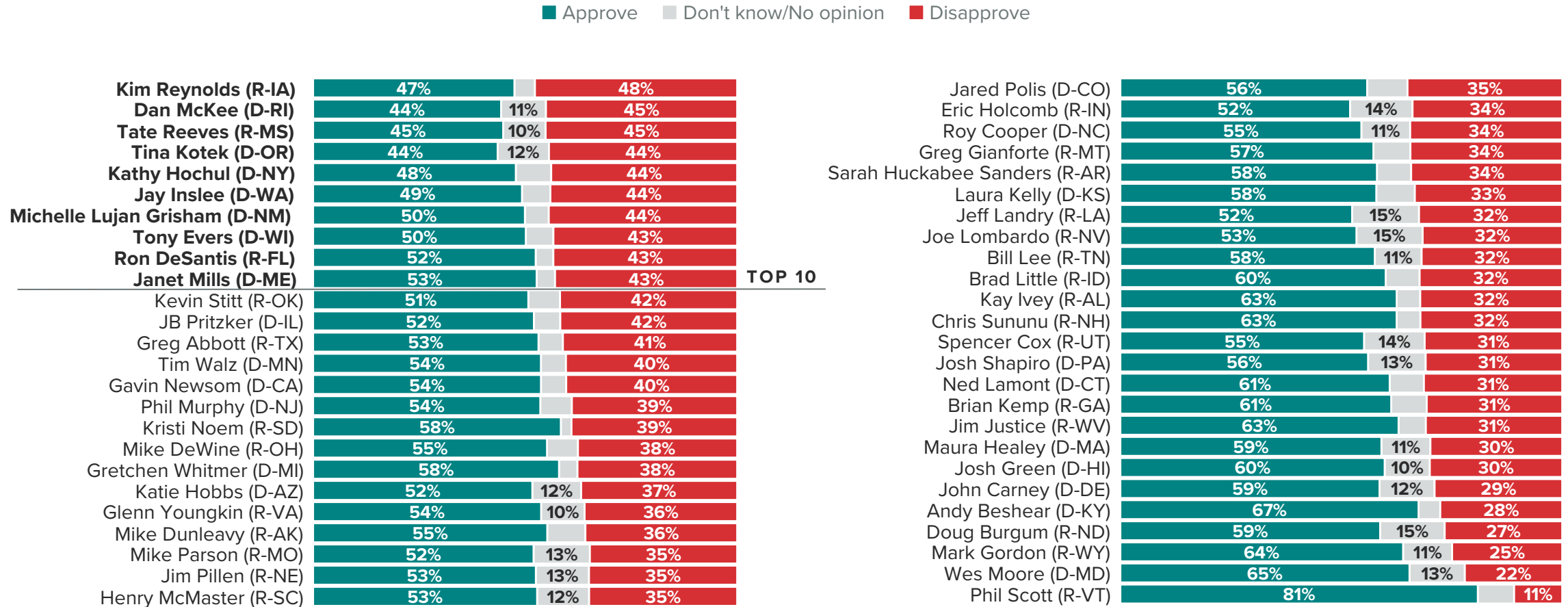
■ Approve ■ Don't know/No opinion ■ Disapprove



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024. Respondents for each senator reside in that governor's state. Figures may not add up to 100% due to rounding. Rankings are dictated by highest approval rating, with net approval — the share who approve minus the share who disapprove — used to break ties. Figures may not add up to 100% due to rounding.

Reynolds maintains her spot as the country's most unpopular governor

Shares of U.S. voters in each state who approve or disapprove of the job performance of the following U.S. governors:



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024. Respondents for each governor reside in that governor's state. Figures may not add up to 100% due to rounding. . Rankings are dictated by highest disapproval rating, with net approval — the share who approve minus the share who disapprove — used to break ties. Figures may not add up to 100% due to rounding.

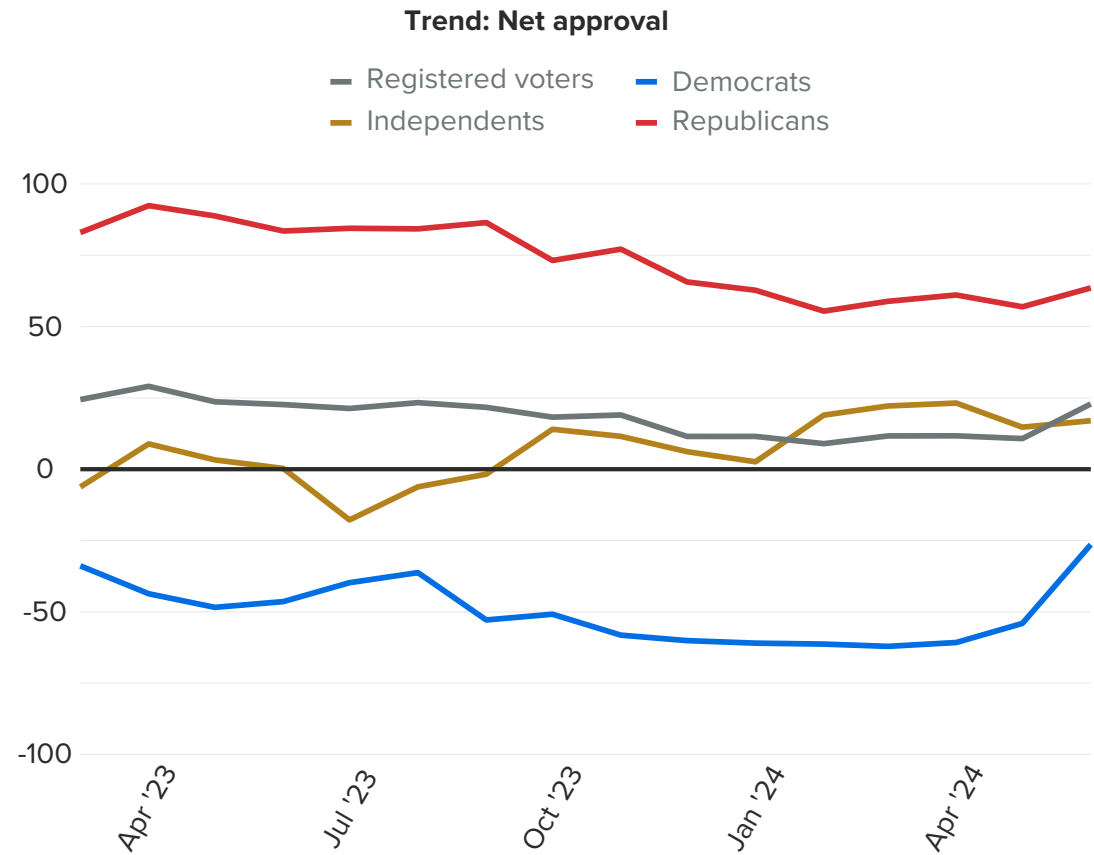
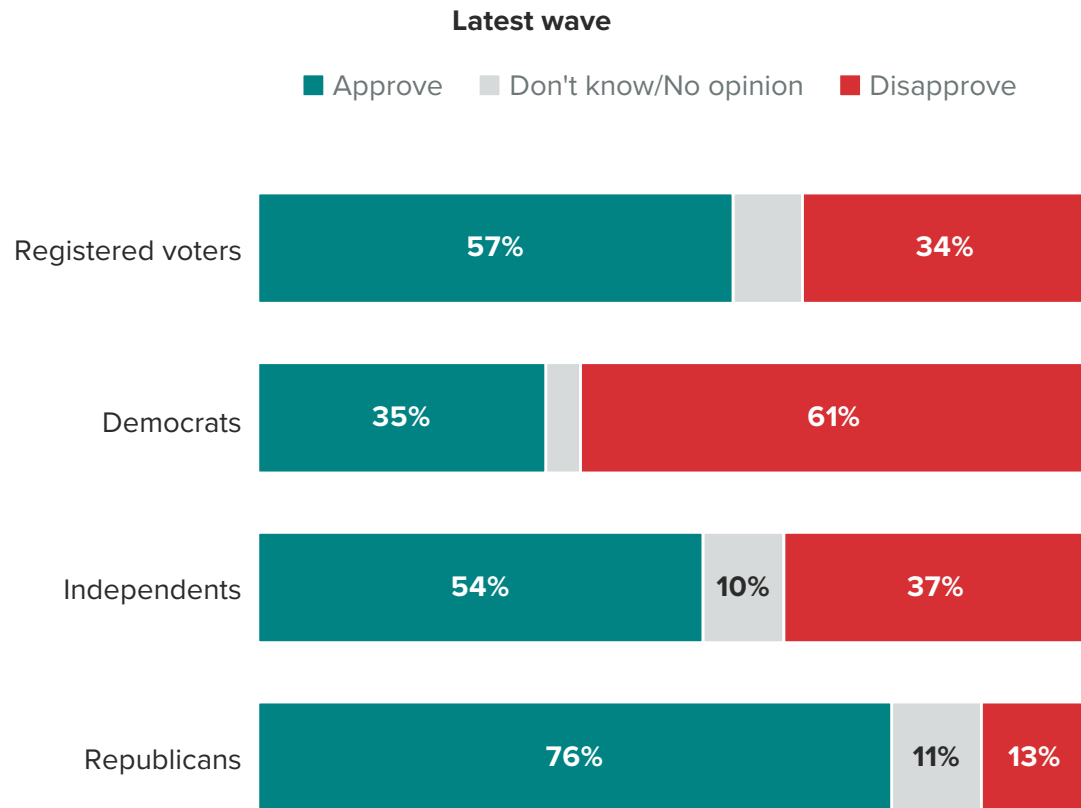
SECTION 3

2024's Incumbents



Gianforte garnered 77% in Montana's GOP primary, matching GOP voters' approval

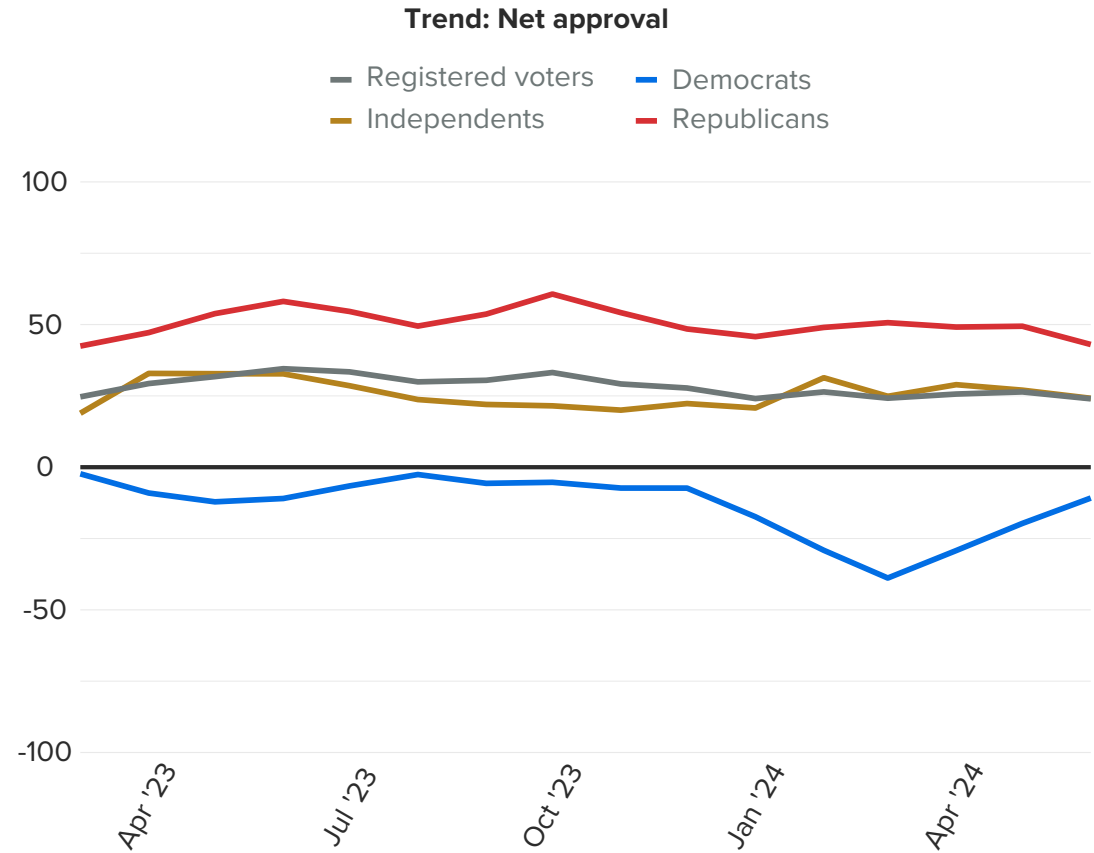
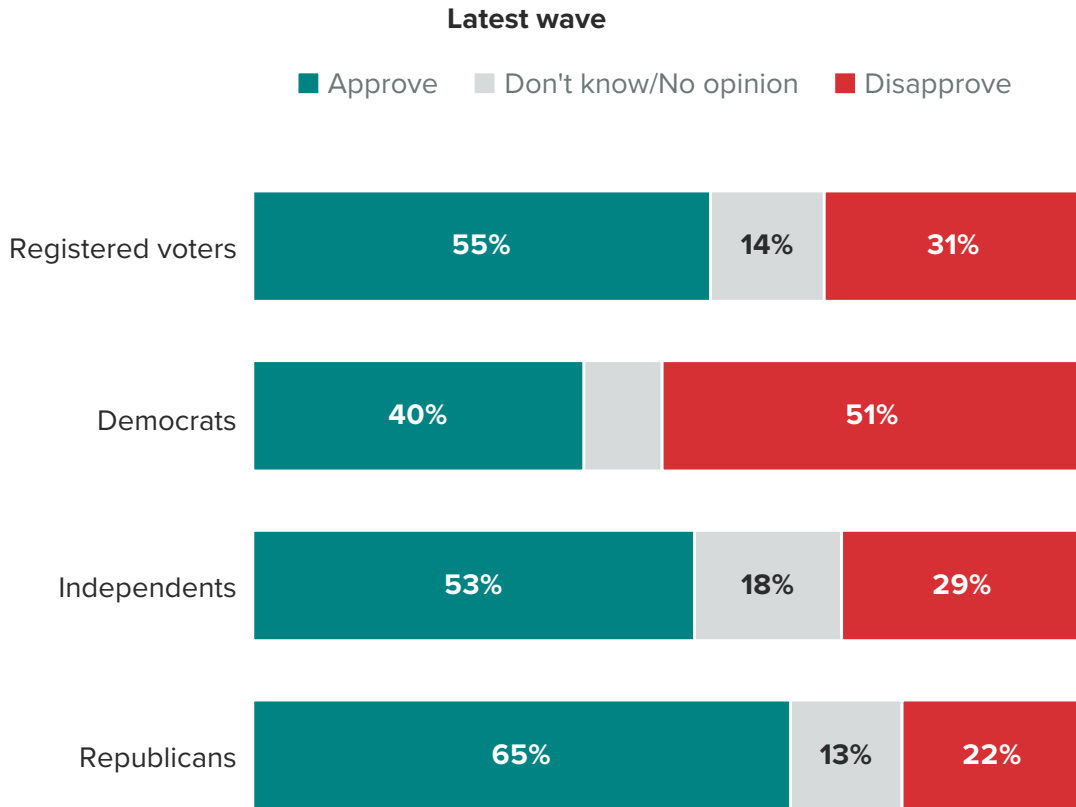
Shares of registered voters in Montana who approve or disapprove of Gov. Greg Gianforte (R-Mont.)



Source: Morning Consult Political Intelligence. "Latest wave" surveys conducted April-June 2024. Figures may not add up to 100% due to rounding. Trend data is a three-month trailing average. "Net approval" is the share of voters who approve minus the share who disapprove.

Cox secured 60% of the vote in Utah's GOP primary, similar to his intraparty approval

Shares of registered voters in Utah who approve or disapprove of Gov. Spencer Cox (R-Utah)



Source: Morning Consult Political Intelligence. "Latest wave" surveys conducted April-June 2024. Figures may not add up to 100% due to rounding. Trend data is a three-month trailing average. "Net approval" is the share of voters who approve minus the share who disapprove.

Scott, who said he'll seek re-election this fall, should cruise to victory

Shares of registered voters in Vermont who approve or disapprove of Gov. Phil Scott (R-Vt.)

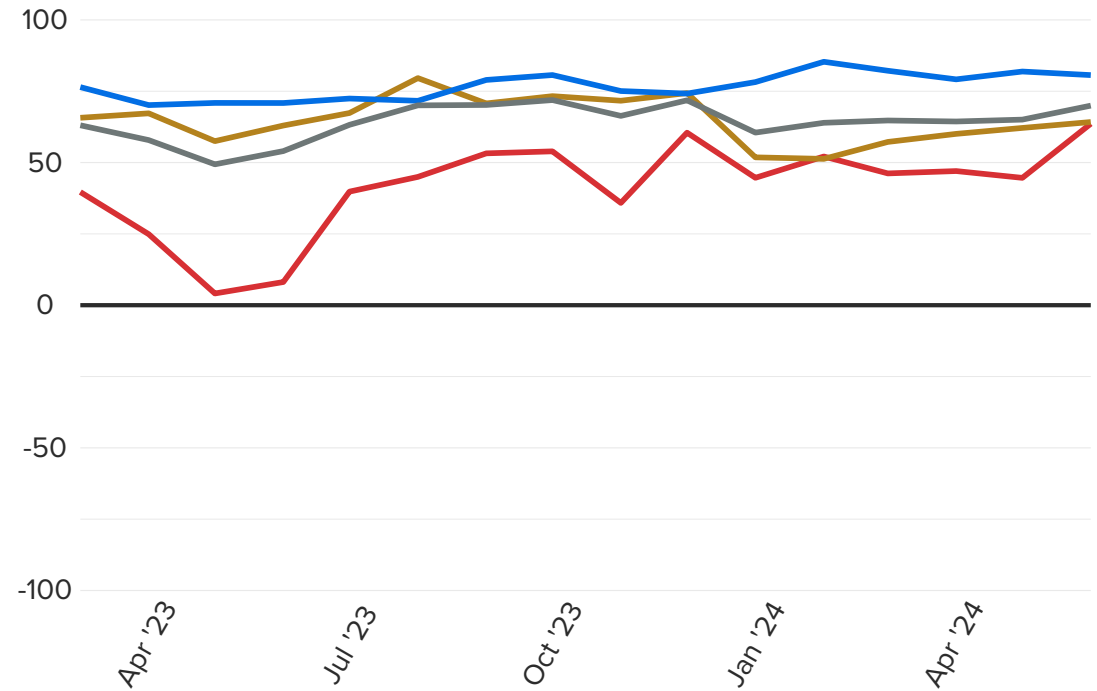
Latest wave

■ Approve ■ Don't know/No opinion ■ Disapprove



Trend: Net approval

— Registered voters — Democrats
— Independents — Republicans



Source: Morning Consult Political Intelligence. "Latest wave" surveys conducted April-June 2024. Figures may not add up to 100% due to rounding. Trend data is a three-month trailing average. "Net approval" is the share of voters who approve minus the share who disapprove.



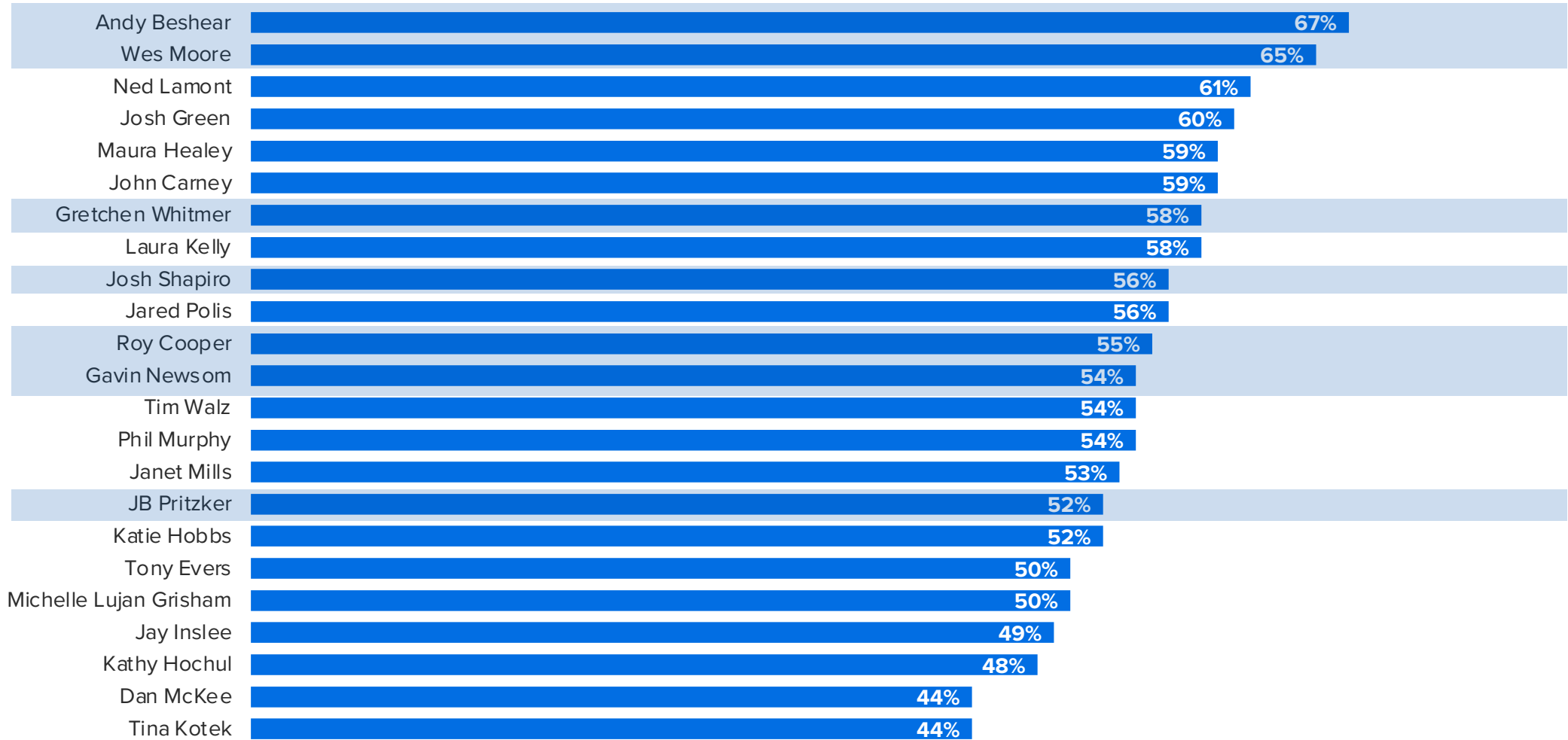
SECTION 4

The Democratic Bench



Beshear & Moore are the most popular mooted options for 2024's Democratic VP candidate

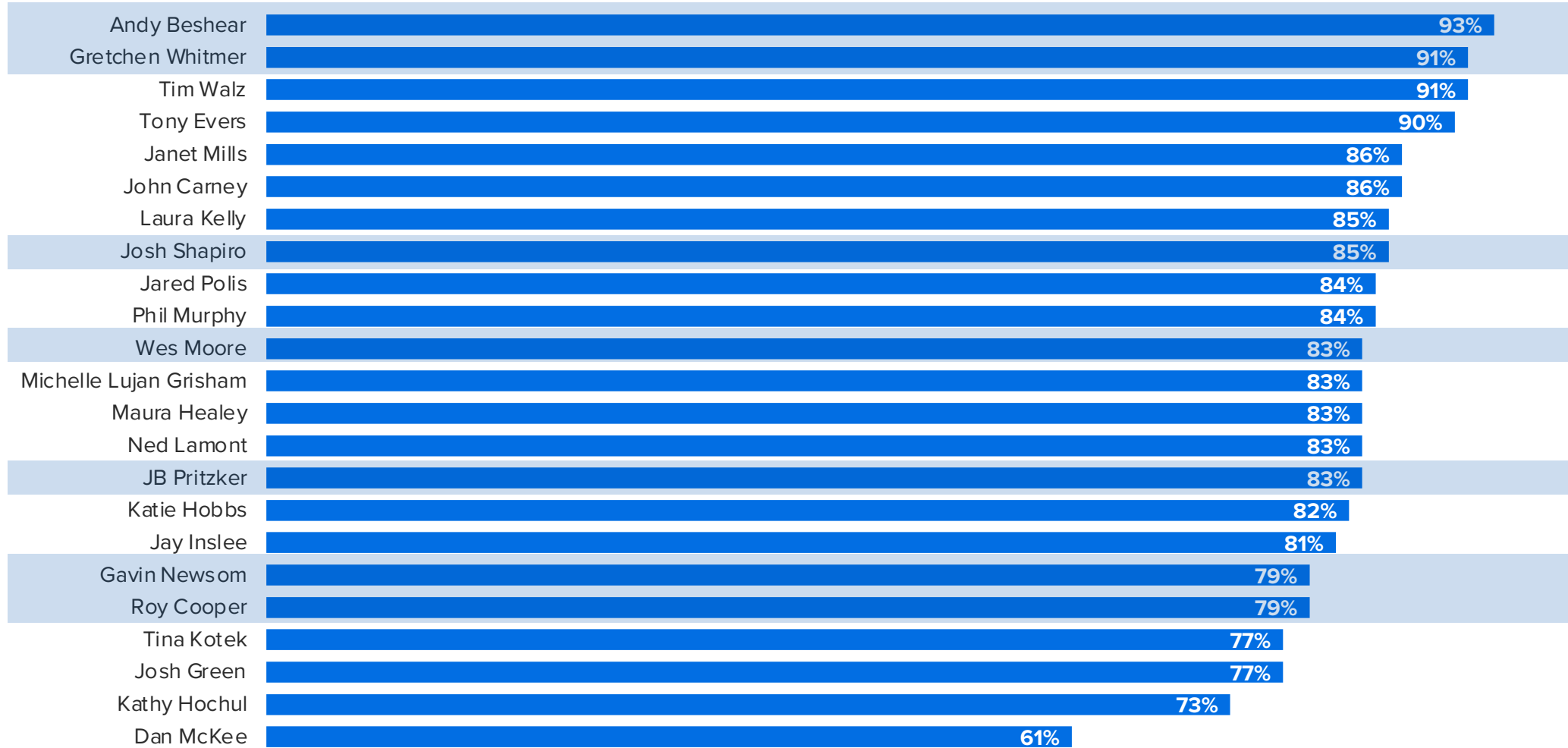
Shares of registered voters in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

Beshear and Whitmer are the most popular among Democratic voters

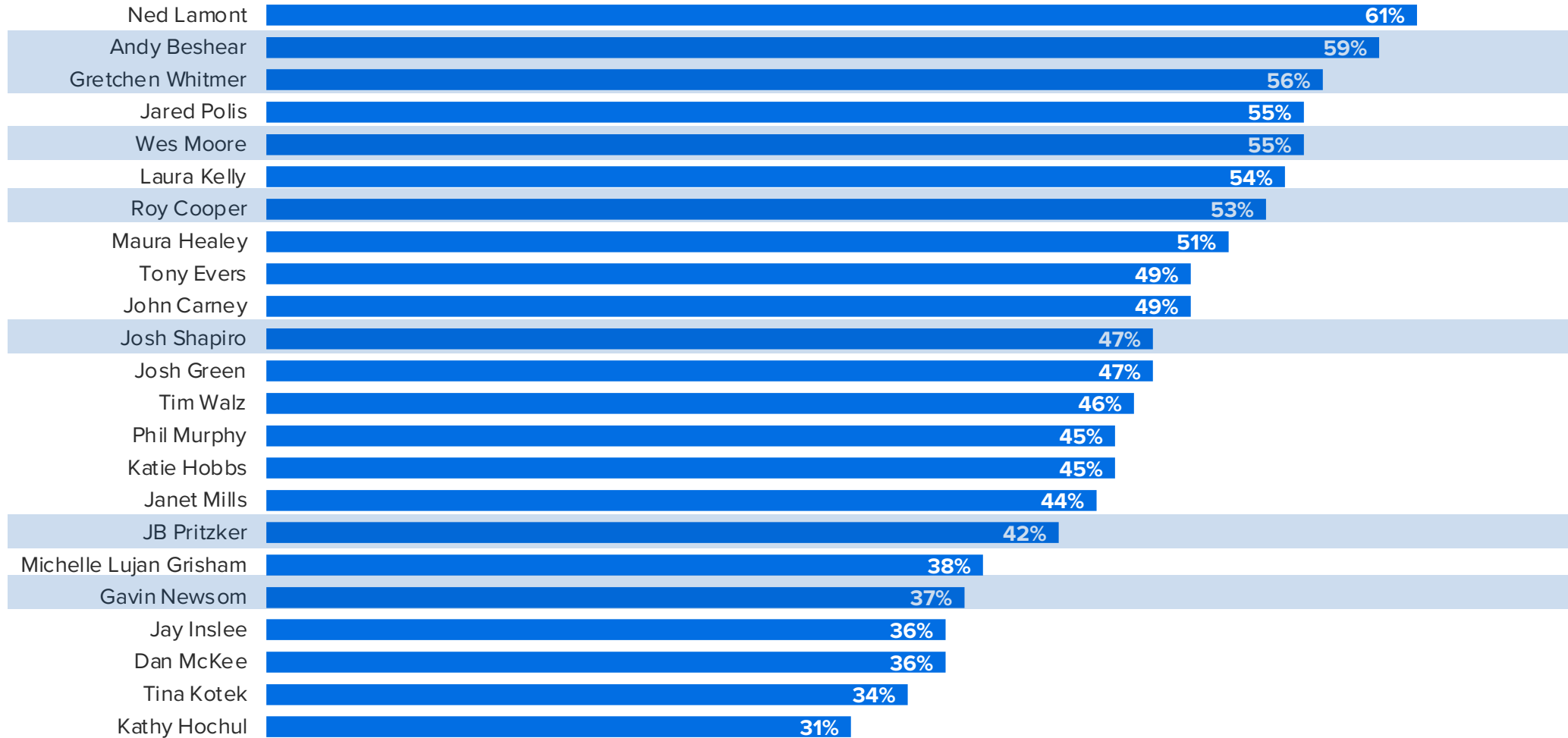
Shares of Democratic voters in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

Beshear and Whitmer lead other potential VP options among independent voters

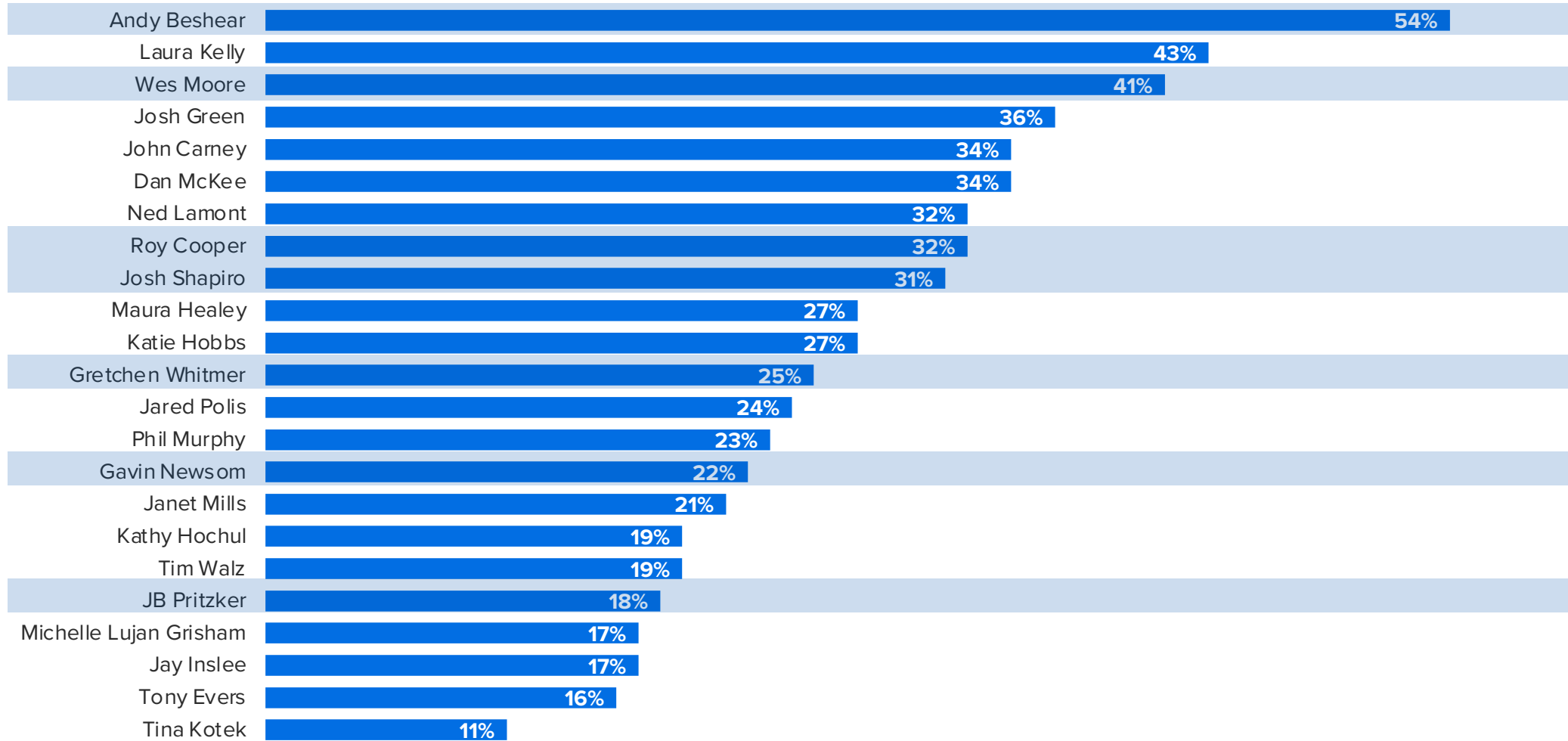
Shares of independent voters in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

Beshear is also the most popular among Republicans

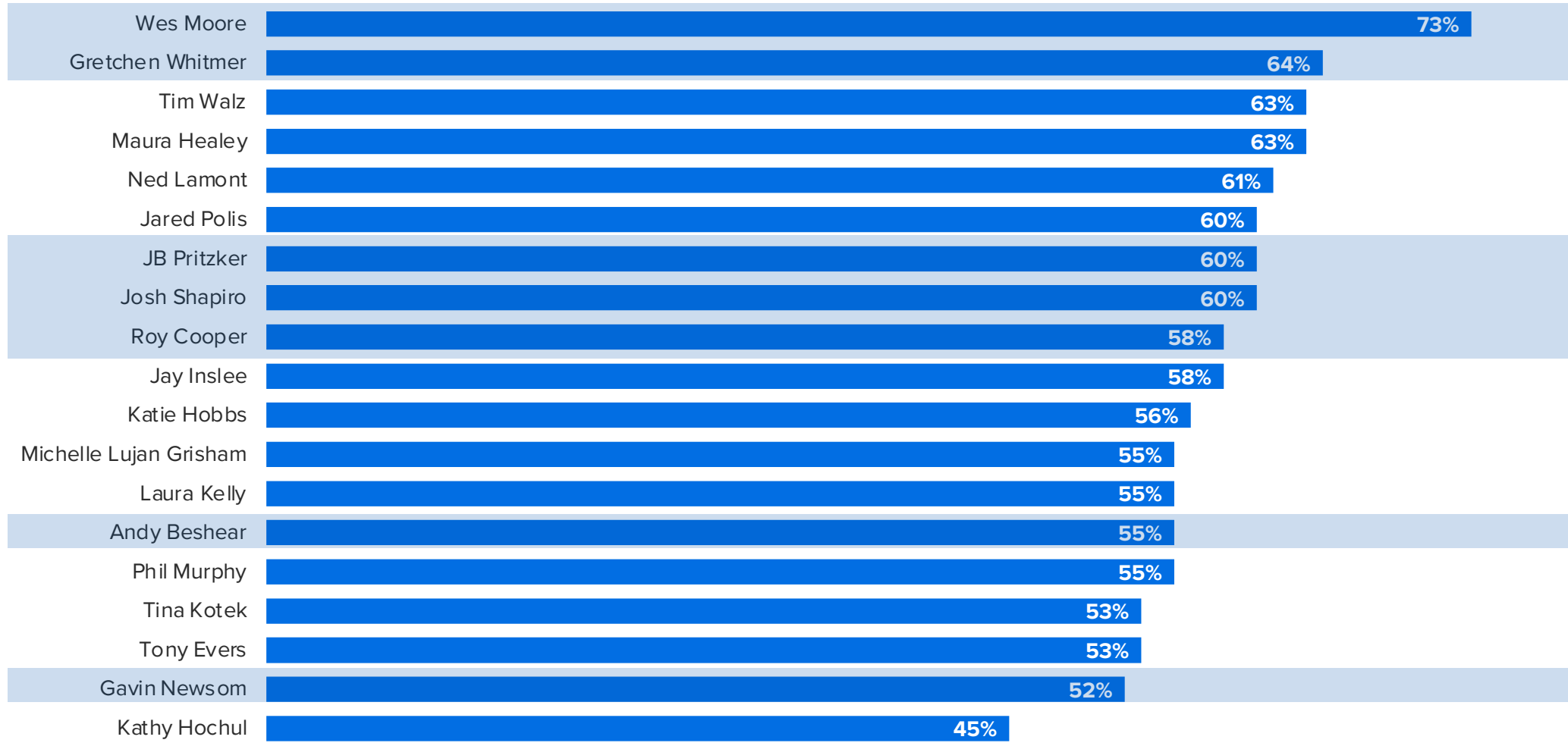
Shares of Republican voters in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

Moore is the most popular among Hispanic voters ...

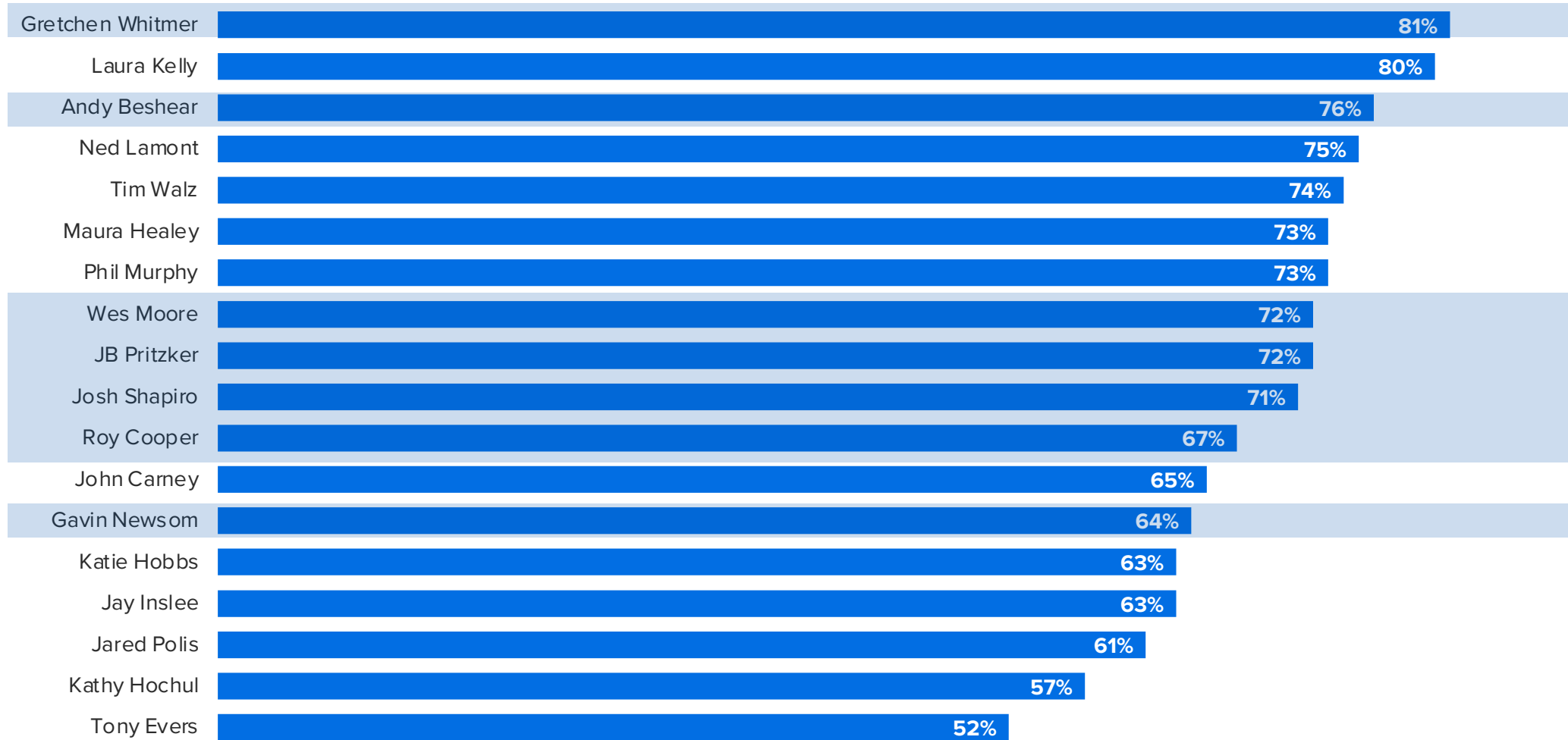
Shares of Hispanic voters in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

... while Whitmer is the most popular among Black voters

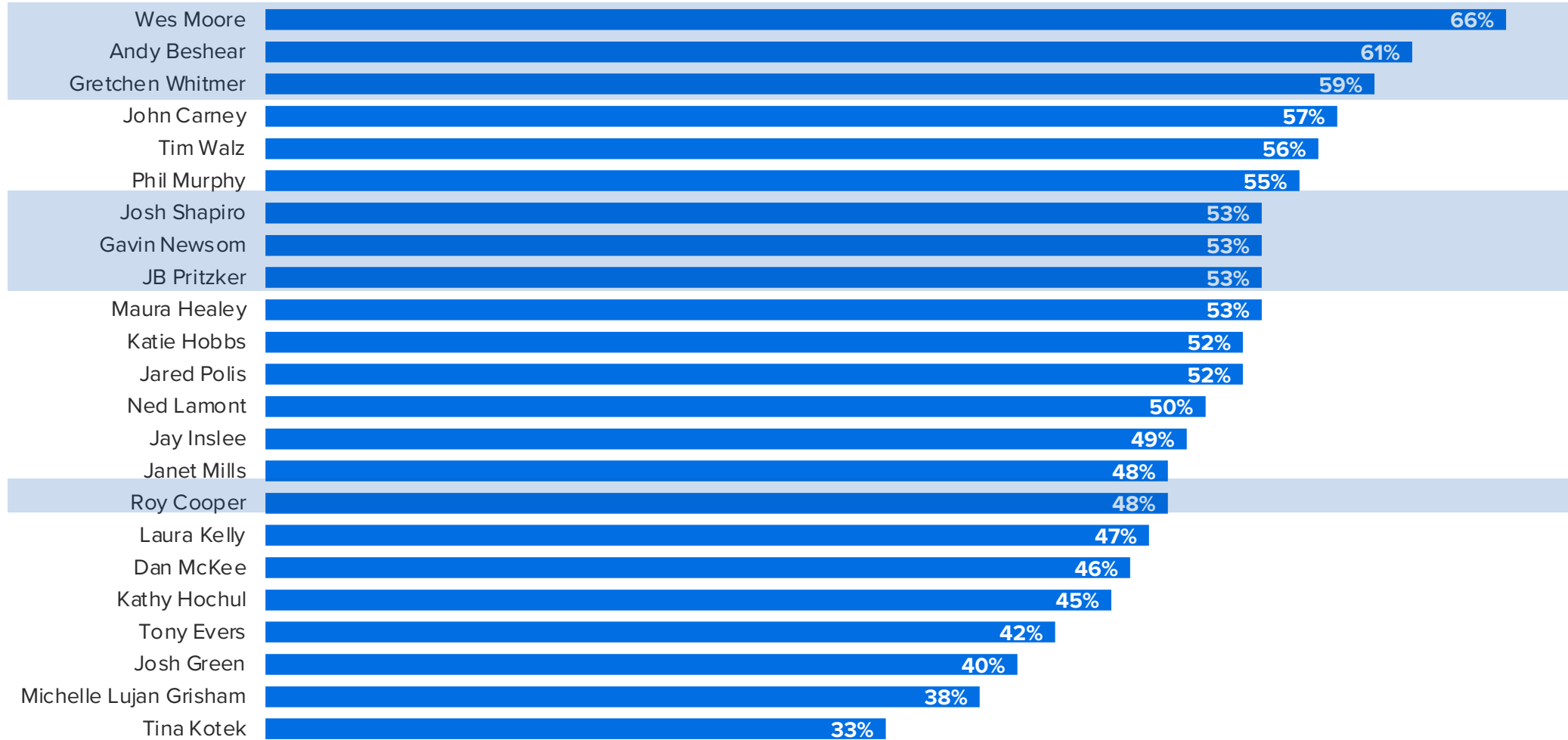
Shares of Black voters in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

Moore is the most popular among the youngest voters

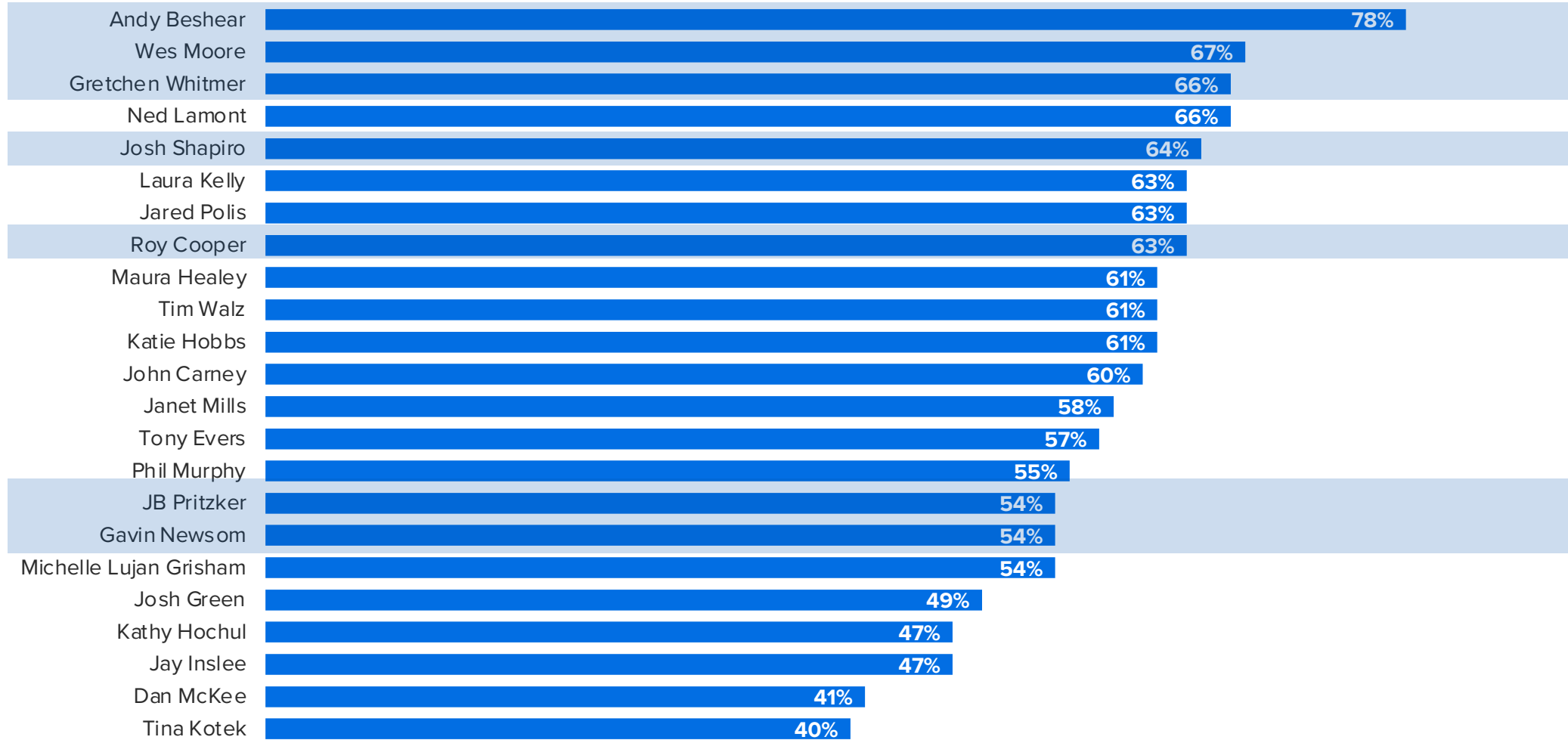
Shares of voters ages 18-34 in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

Beshear is the most popular among moderate voters

Shares of moderate voters in each state who approve of the job performance of each Democratic governor



Source: Morning Consult Political Intelligence. Surveys conducted April-June 2024.

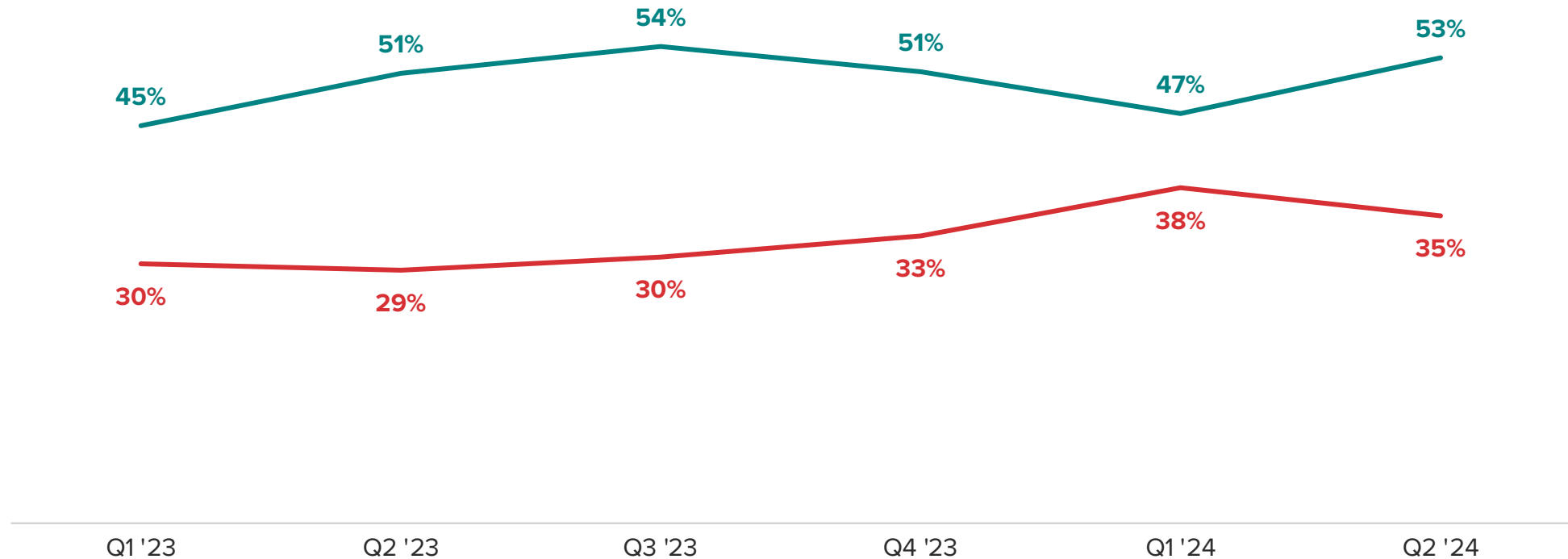


SECTION 5

Governor Spotlight: Jim Pillen and Jeff Landry

Pillen's approval is on the upswing ahead of his special session set to begin July 26

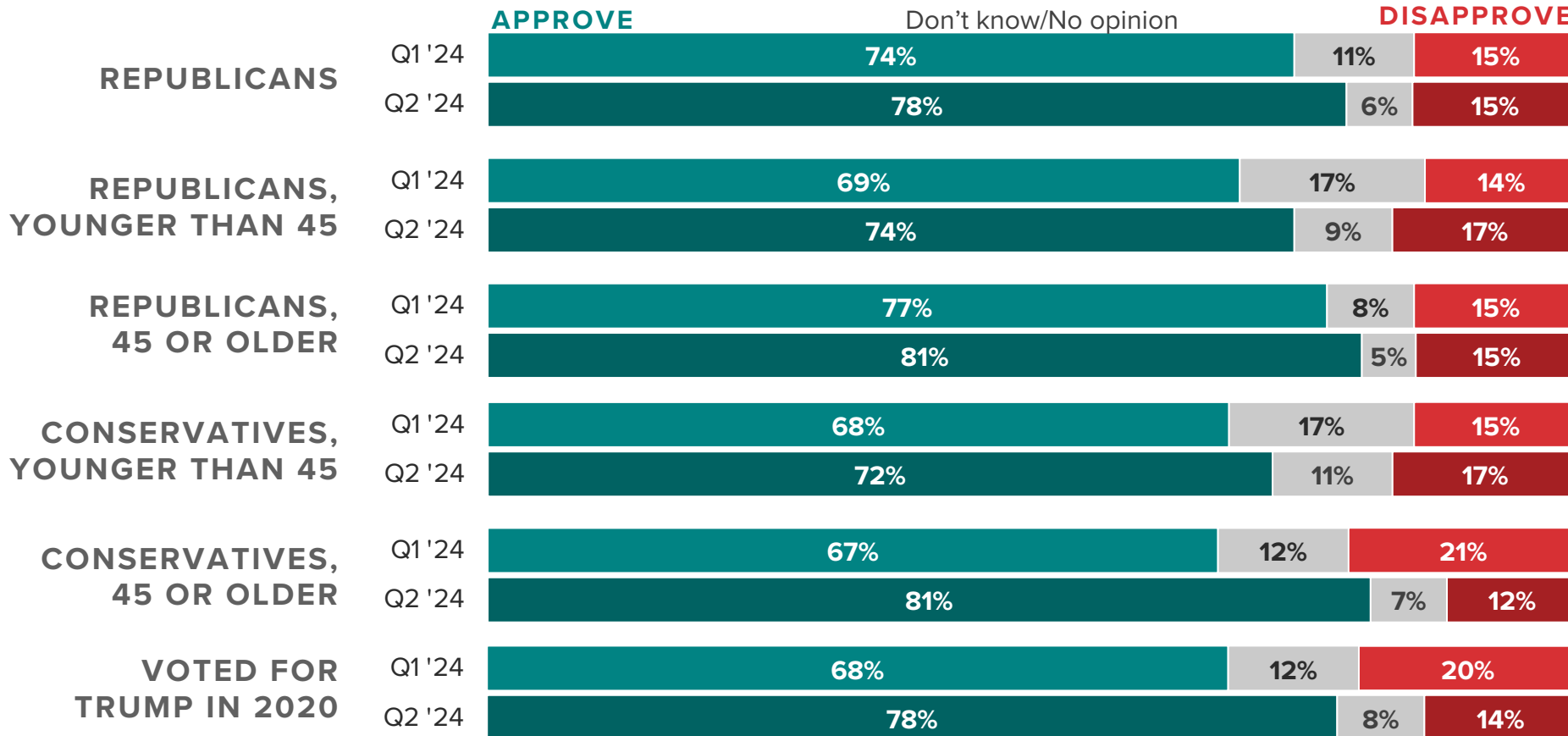
Shares of registered voters in Nebraska who approve or disapprove of Gov. Jim Pillen (R-Neb.)



Source: Morning Consult Political Intelligence. Surveys conducted throughout each quarter among more than 1,300 registered voters in Nebraska each, with unweighted margins of error of +/-2 to +/-3 percentage points. "Don't know/No opinion" responses not shown.

Pillen’s call to adopt a winner-take-all Electoral College system is paying off at home

Shares of registered voters in Nebraska who approve or disapprove of Gov. Jim Pillen (R-Neb.)

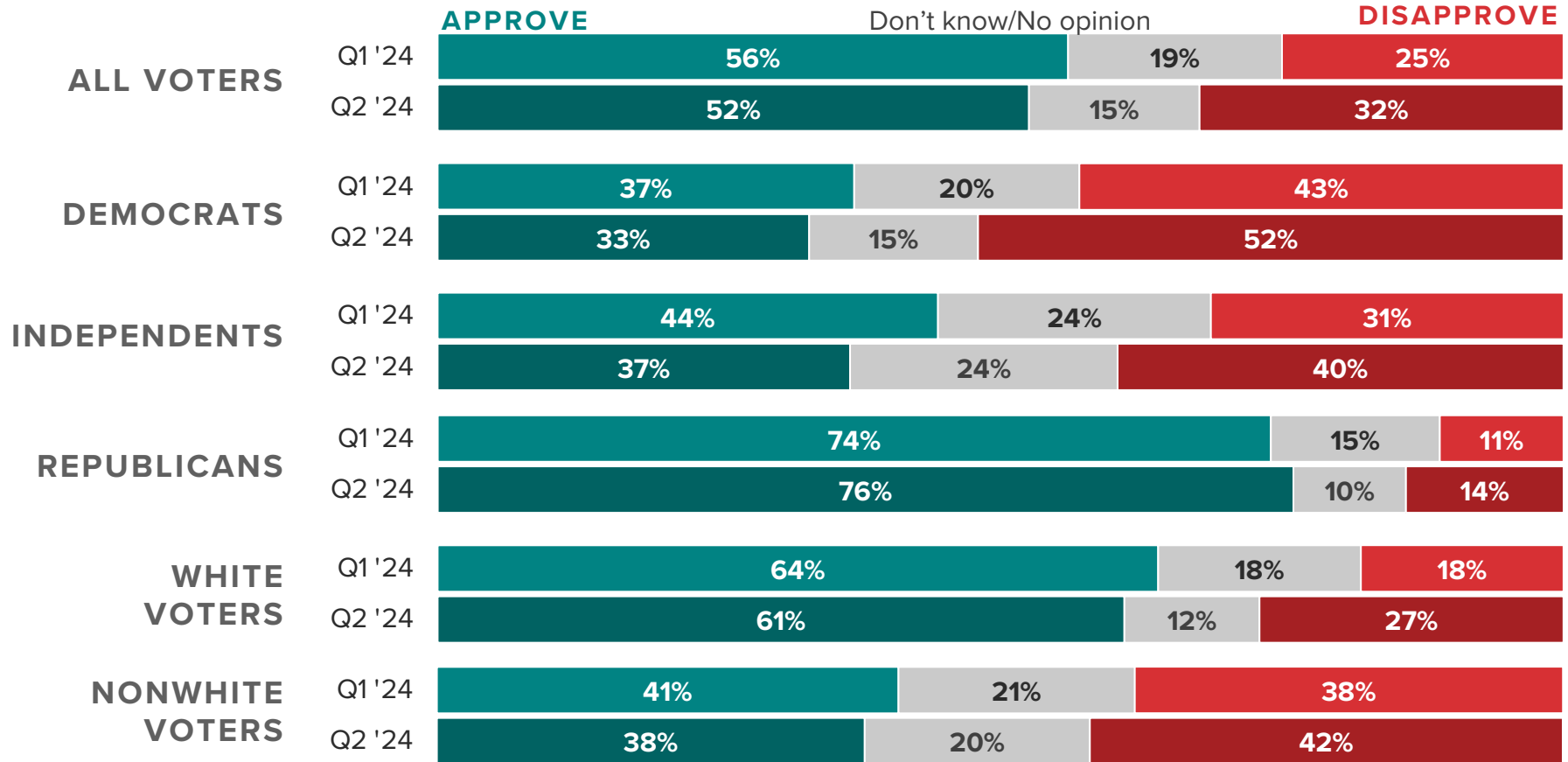


Pillen has become more popular among right-leaning Nebraskans after scheduling the session to change the state’s Electoral College vote allocation, which followed a pressure campaign from right-wing commentator Charlie Kirk.

Source: Morning Consult Political Intelligence. Surveys conducted throughout each quarter among at least 1,400 registered voters in Nebraska each, with unweighted margins of error of +/-2 to +/-3 percentage points. Figures may not add up to 100% due to rounding.

Landry, 2024's lone new governor, saw his disapproval rise following a busy session

Shares of registered voters in Louisiana who approve or disapprove of Gov. Jeff Landry (R-La.)

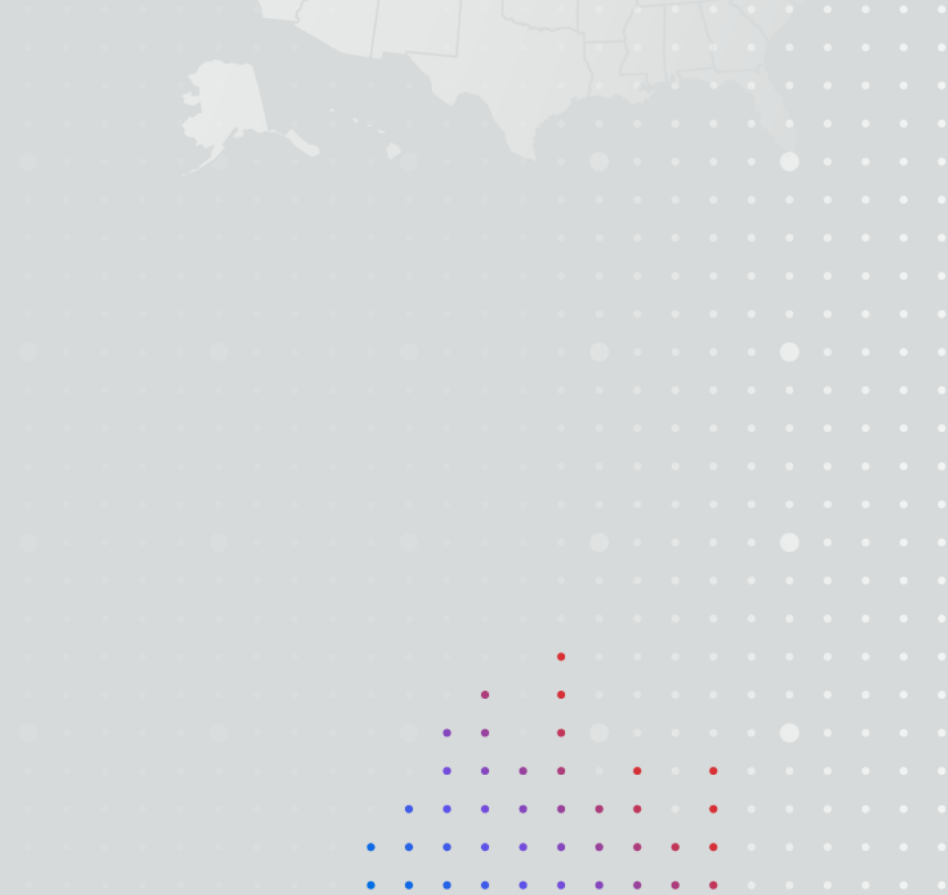


Source: Morning Consult Political Intelligence. Surveys conducted throughout each quarter among at least 664 registered voters in Louisiana each, with unweighted margins of error of +/-2 to +/-4 percentage points. Figures may not add up to 100% due to rounding.

Methodology

All data presented in this report represents trailing three-month averages of monthly roll-ups derived from Morning Consult's daily U.S. tracking survey.

Consult our [State-Level Tracking Methodology Primer](#) for additional details on the source of this data, including sampling and data collection procedures, weighting and representativeness, margins of error, and question wording.





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Lead Analyst, U.S. Politics

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Cameron Easley is Morning Consult's lead analyst for U.S. politics.

Prior to moving into his current role, he led Morning Consult's editorial coverage of U.S. politics and elections from 2016 through 2022. Cameron joined Morning Consult from Roll Call, where he was managing editor. He graduated from the University of North Carolina at Chapel Hill.



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