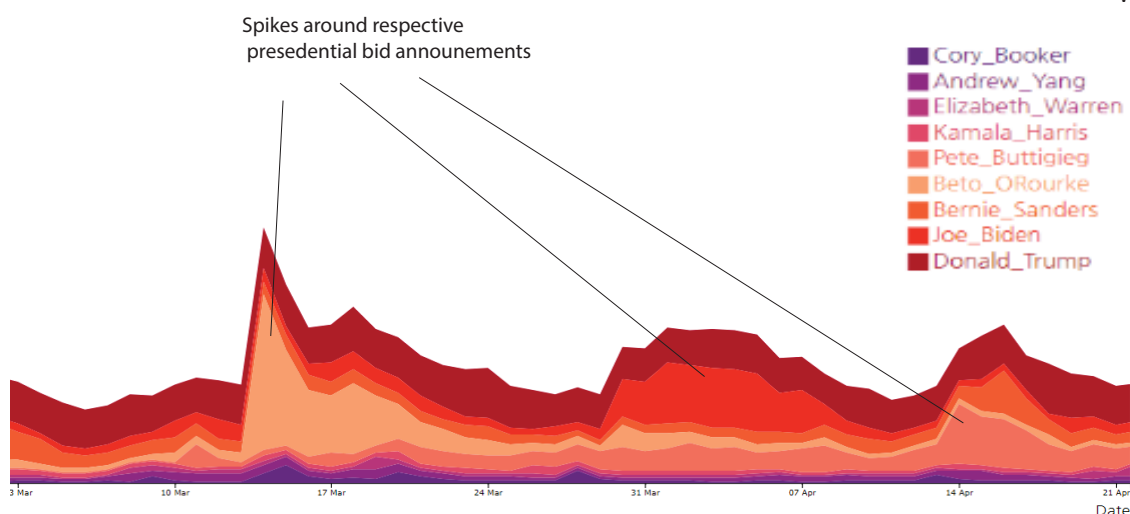# The race to 2020

Tracking 2020 US Presedential Election Candidates in the digital landscape through the lens of Google Trends

Using the Google Trends data, I analyzed the popularity of the top 9 contenders (8 Dem,1 Rep) including the incumbent - President Donald Trump, over the last 3 months.
This visual tracks the popularity of these candidates and highlights the search interest for the top contenders, surfacing what Americans are most interested in about their candidates during the course of the campaigns.

WHICH CANDIDATES ARE GAINING POPULARITY?

Google Trends Popularity Index consistent with early polling results for Democrats

Spikes around respective presedential bid announements

Cory_Booker
Andrew_Yang
Elizabeth_Warren
Kamala_Harris
Pete_Buttigieg
Beto_ORourke
Bernie_Sanders
Joe_Biden
Donald_Trump

3 Mar   10 Mar   17 Mar   24 Mar   31 Mar   07 Apr   14 Apr   21 Apr
Date

#1 Joe Biden

#2 Bernie Sanders

#3 Peter Buttigieg

#4 Kamala Harris

#5 Beto O'Rourke

WHAT ARE AMERICANS GOOGLING ABOUT THEIR CANDIDATES?

CNN Town Hall(17)   Morning Joe(10)   The View Appearance(10)   Bill Maher Appearance(14)   Pete Buttigieg Polls(17)   Presidential Campaign(43)

10 Mar   17 Mar   24 Mar   31 Mar   07 Apr   14 Apr
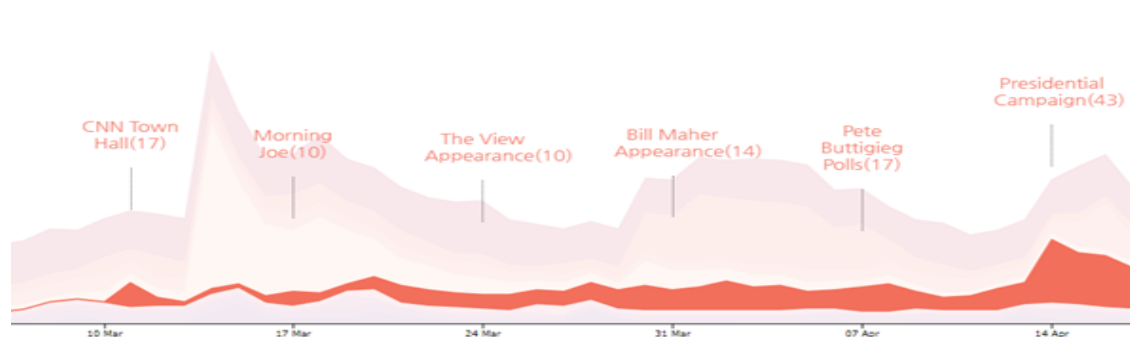
TRENDS FOR CANDIDATE PETER BUTTIGIEG

Popularity Index spiked right after he gave the CNN Town Hall with a surge in the town hall search interest. Post that, his media appearnces gained a lot of traction. He soon announced his bid for the presidency and is popularity spiked to a score of 43/100 (historically his highest)

Elizabeth Warren
Age , Student Debt Relief

Joe Biden
Lucy Flores / Anita Hill Scandal, SNL

Peter Buttigieg
Media Appearances, Name pronunciation

Kamala Harris
Ethnicity, Jussie Smollet remarks

Donald Trump
Tweets, Remarks, State of Emergency declaration

Bernie Sanders
Rallies, Remarks, Venezuela

Cory Booker
Dating Life, Personal

Andrew Yang
2020 campaign, policies

Beto O'Rourke
Presidential Bid, Fundraising, Vanity Fair