

The Upshot
THE 2016 RACE

'Donald Drumpf' Is Beating Rubio and Cruz for Second in Google Searches

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Tuesday morning I wrote about how real-time Google search data can provide useful election forecasts. With half the day gone and voters in Super Tuesday states still at the polls, Google Trends reveals a striking observation about Donald Trump's dominance in the public mind.

It's unsurprising that "Donald Trump" has been the most searched-for candidate in the United States over the past 24 hours.

More surprising: The runner-up is neither Marco Rubio nor Ted Cruz. Instead, that honor goes to "Donald Drumpf." The comedian John Oliver mocked Mr. Trump by urging the audience of his HBO show Sunday night to adopt the candidate's real family name.

And so I'm led to conclude — with my tongue somewhere in the vicinity of my cheek — that Mr. Oliver and his #MakeDonaldDrumpfAgain movement has executed a more successful campaign than either Mr. Rubio or Mr. Cruz.

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