

ATLAS POLL

10/12/2024-10/17/2024

# Swing State Polls

## US Presidential Election 2024

ATLAS POLL

10/12/2024-10/17/2024

# Overview

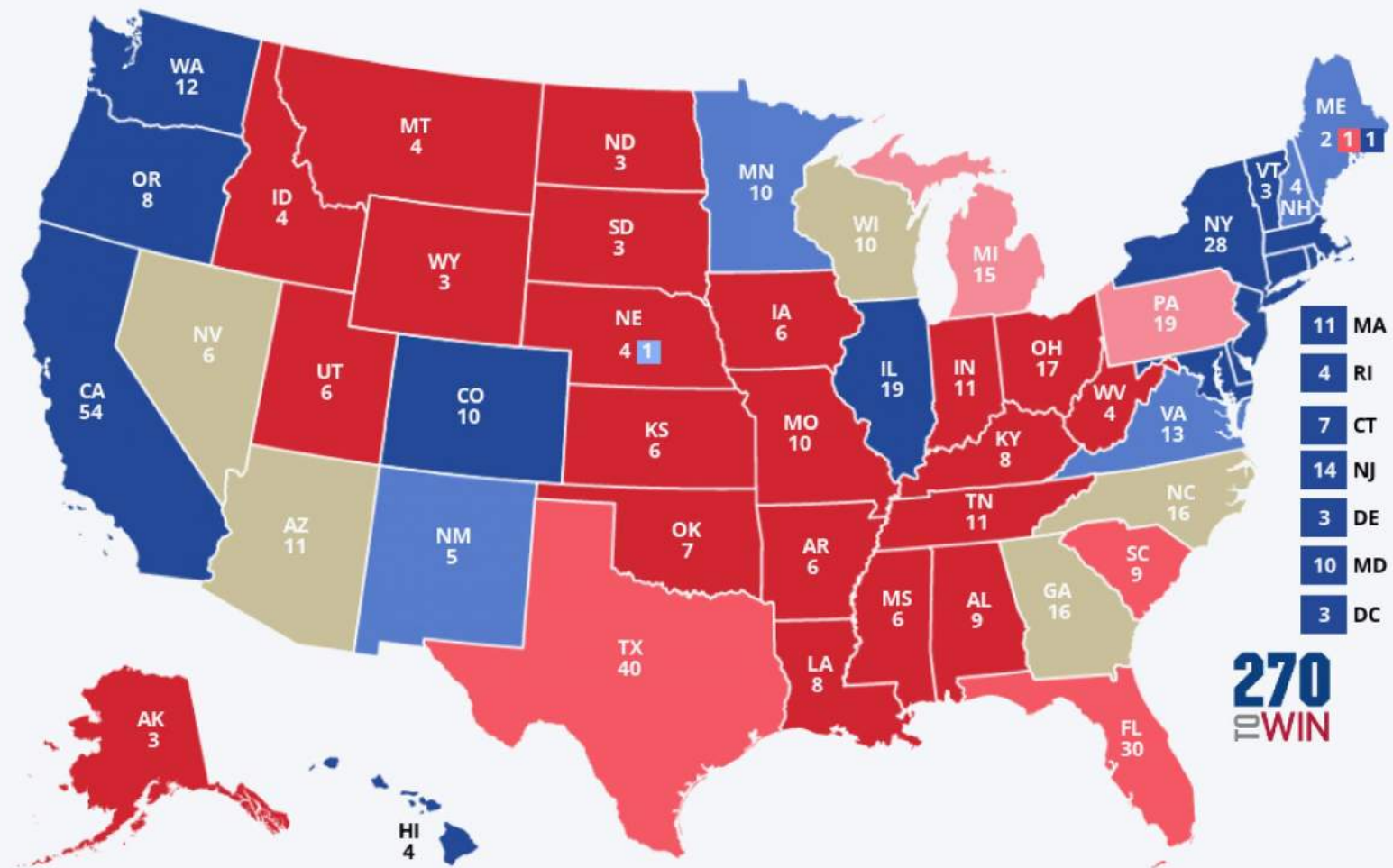
US Presidential Election 2024 in Key Swing States

US PRESIDENTIAL ELECTION 2024

# Electoral College Projection

Democrats **226** 253 Republicans

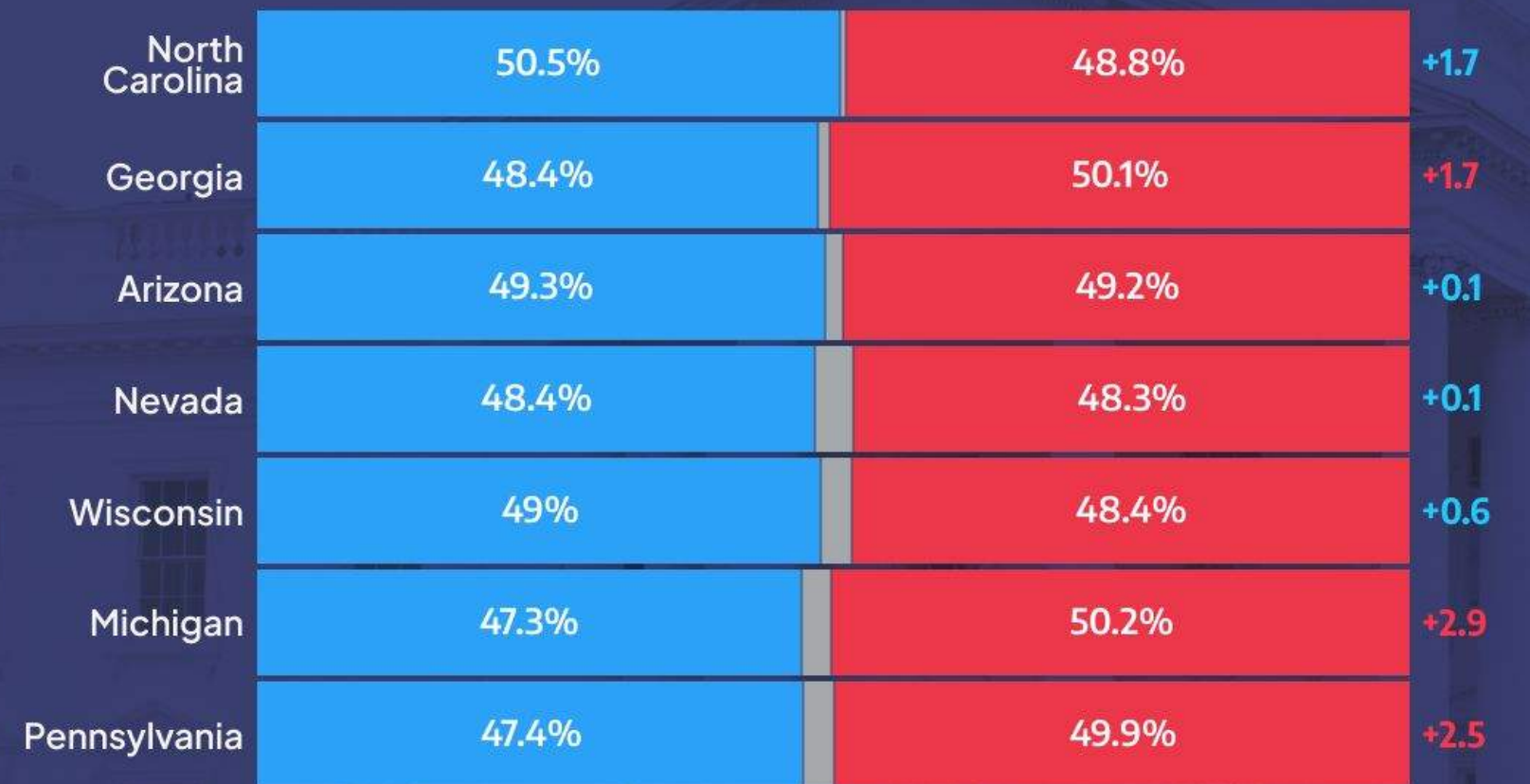
191 34 59 34 80 139



US PRESIDENTIAL ELECTION 2024

# Harris vs Trump in Swing States

In a head to head race between Harris and Trump, whom would you vote for?



Kamala Harris Undecided Donald Trump

ATLAS POLL

10/12/2024-10/17/2024

# Arizona

US Presidential Election 2024

# 1. Methodology and sample profile

Target population

**Likely voters in Arizona**

Sample size

**1,440 respondents**

Methodology

**Random Digital Recruitment (Atlas RDR)**

Margin of error

**±3 p.p.**

Confidence level for estimation of the margin of error

**95%**

Polling Period

**10/12/2024-10/17/2024**

## Gender

Female	52.1%
Male	46.7%
Other / prefer not to identify	1.2%

## Yearly household income

Below \$50k	35.1%
\$50k - \$100k	31.7%
Above \$100k	33.2%

## Partisanship

Democrat	34.5%
Republican	36.9%
Independent	28.9%

## Age

18 - 29	12.0%
30 - 44	21.2%
45 - 64	39.0%
65+	27.8%

## Education Level

College degree or higher	50.9%
All other	49.1%

## Region

Suburban	54.2%
Urban	34.1%
Rural	11.6%

## Race

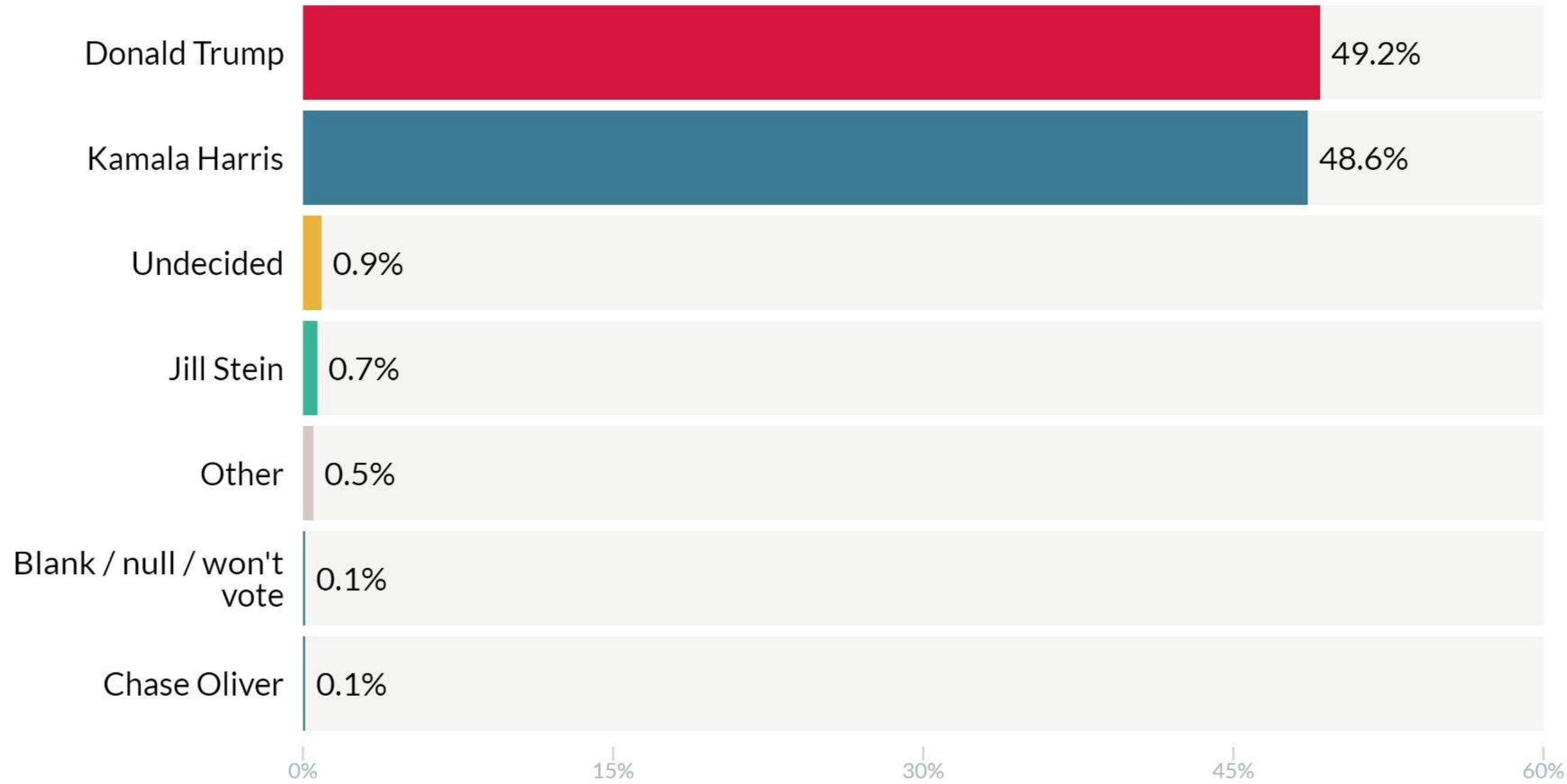
White	74.3%
Black	2.3%
Hispanic	15.5%
Asian	2.2%
Other	5.7%

## 2. Results

## 2.1. Presidential and Senate Elections



### For which of these candidates on the Arizona ballot will you vote for in the upcoming presidential election?

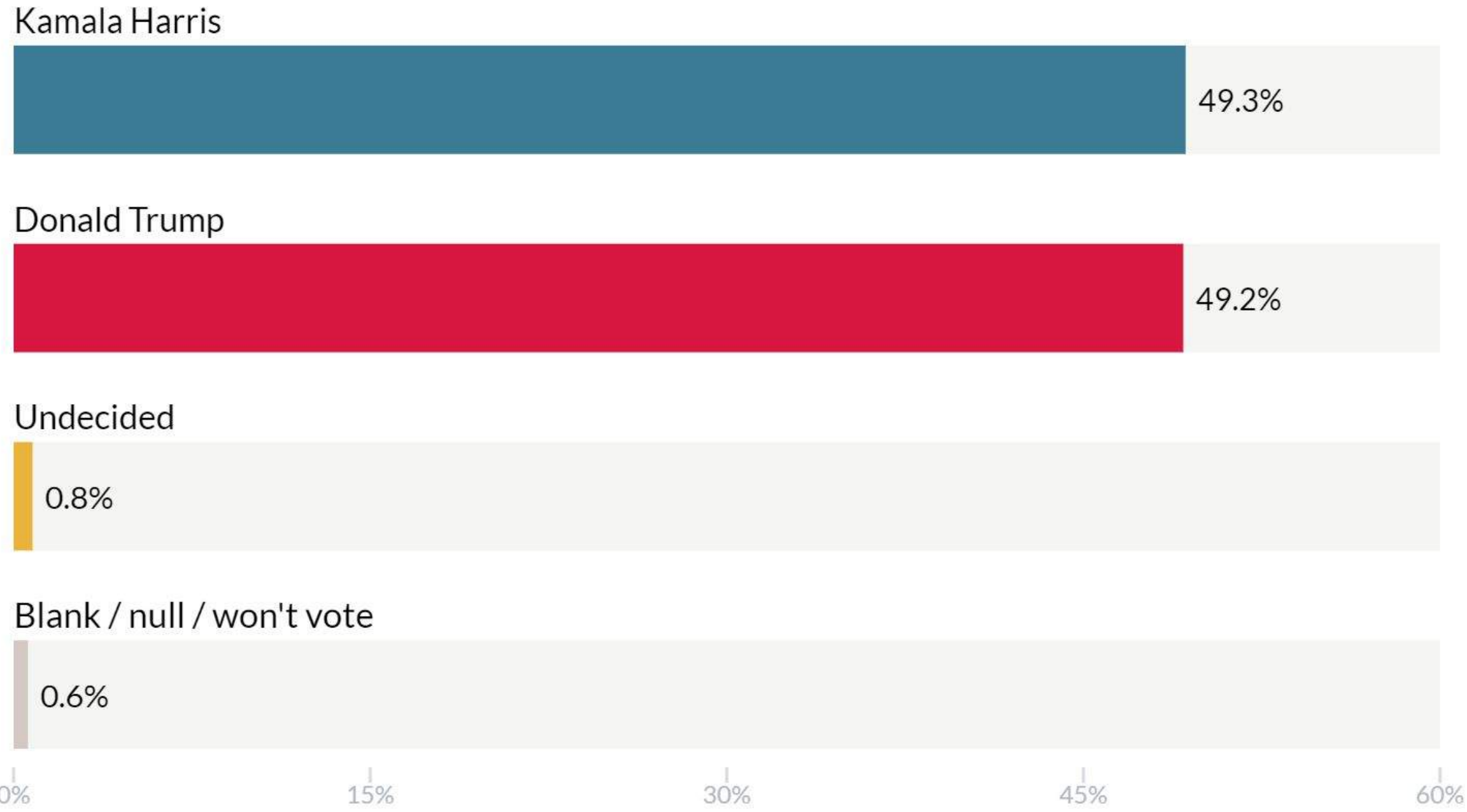


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Donald Trump	49.9	48.8	37.6	45.5	53	47.4	50.6	53	43.5
Kamala Harris	48	48.8	62.4	51.5	45.6	51.9	44.3	45	55.6
Undecided	1	0.8	0	1.6	0.1	0	3.5	0.2	0.2
Jill Stein	0.6	0.7	0	0.1	1.2	0.7	0	0.9	0.8
Other	0	0.9	0	0.9	0	0	1.6	0.3	0
Blank / null / won't vote	0.2	0	0	0.1	0.1	0	0	0.2	0
Chase Oliver	0.2	0	0	0.2	0	0	0	0.2	0

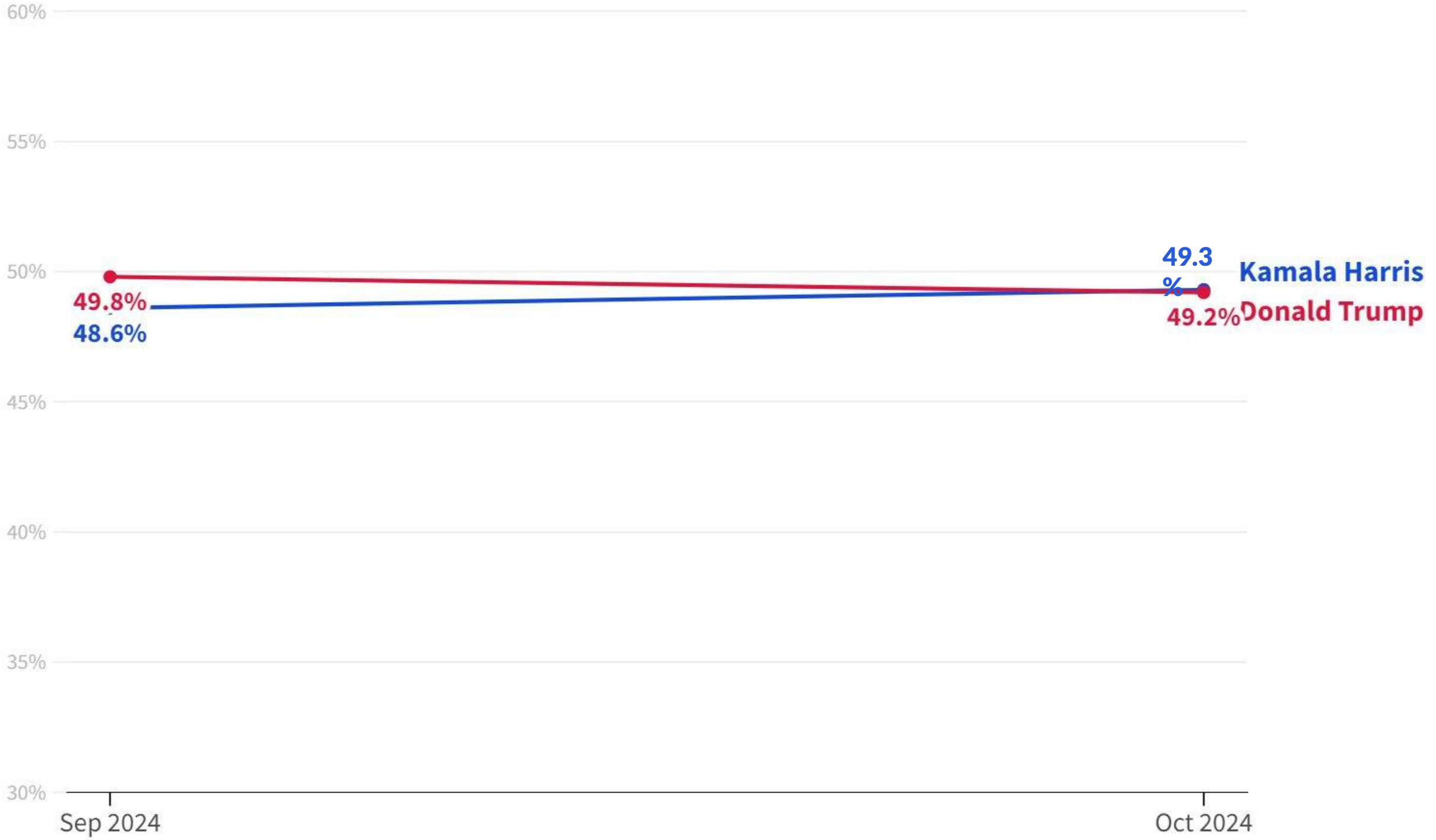
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Donald Trump	41.9	52.7	53.5	29	50.8	37.2	51.3	61.3	4.1	95.9	43.3
Kamala Harris	56.5	46.6	42.2	71	49.2	58.1	46.8	36.8	94.7	4	50.5
Undecided	0	0.2	2.5	0	0	2.4	0.5	1.9	0	0.1	3
Jill Stein	0.6	0	1.3	0	0	1.4	0.6	0	0.6	0	1.5
Other	1	0.4	0	0	0	0.8	0.5	0	0.4	0	1.2
Blank / null / won't vote	0	0.1	0.2	0	0	0	0.1	0	0.1	0	0.2
Chase Oliver	0	0	0.3	0	0	0	0.1	0	0	0	0.3

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	43.9	50.4	59.1	7	96.3	31.8
Kamala Harris	55	47.2	36.4	92.2	3.6	47.8
Undecided	0.1	0.9	3.2	0.2	0	9
Jill Stein	0.8	0.6	0.4	0.3	0	6.3
Other	0	0.9	0	0.3	0	4
Blank / null / won't vote	0.2	0.1	0	0.1	0.1	0
Chase Oliver	0	0	0.8	0	0	1.1

### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?



### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?

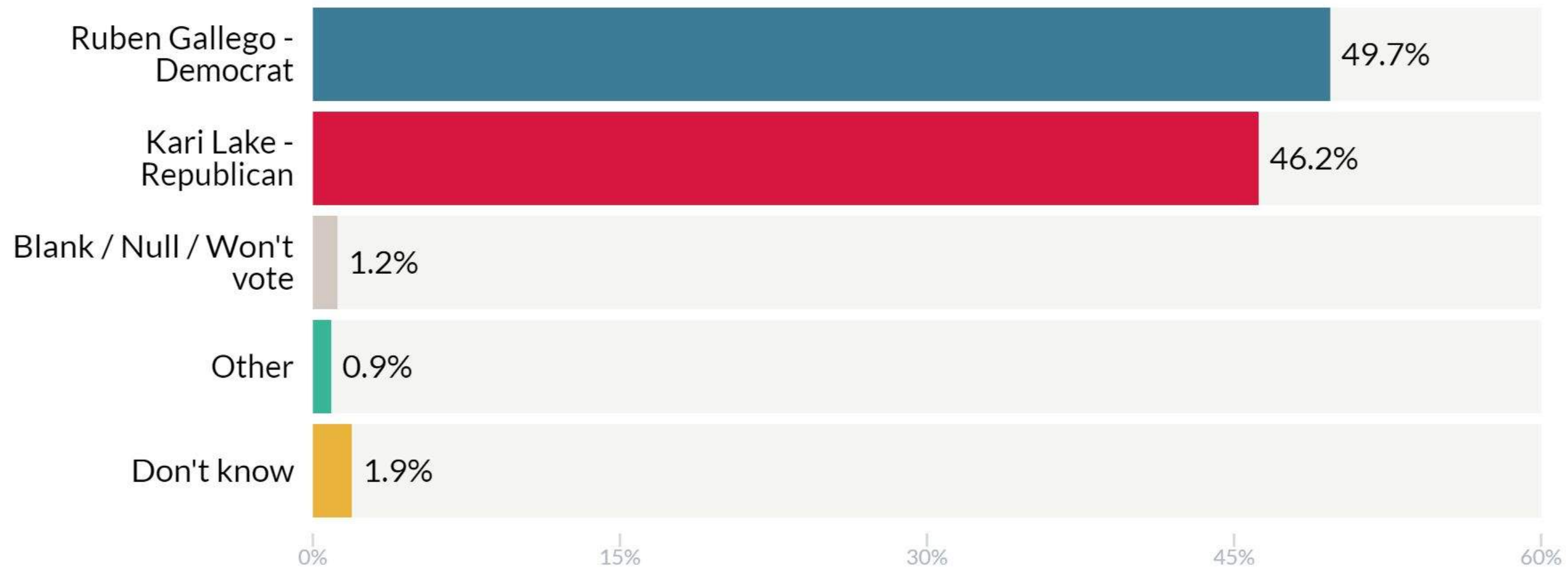


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Kamala Harris	48.5	49.7	62.4	52.4	46	51.9	45.9	45.3	56.4
Donald Trump	50	48.8	37.6	45.6	53	47.4	50.6	53.1	43.5
Undecided	1	0.8	0	1.6	0.1	0	3.5	0.2	0.1
Blank / null / won't vote	0.6	0.7	0	0.4	0.8	0.7	0	1.4	0

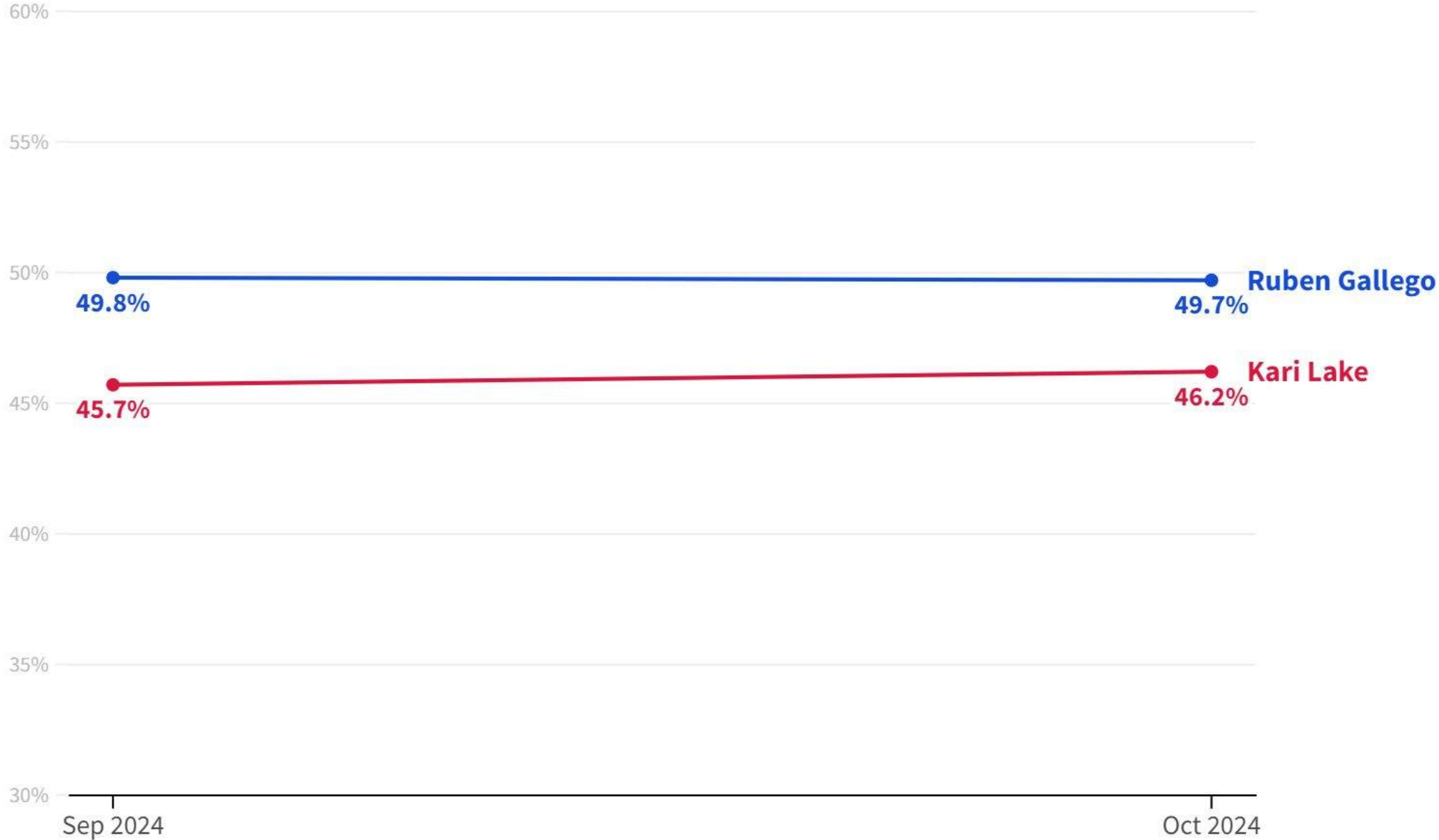
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Kamala Harris	58.1	46.9	42.3	71	49.2	60.4	47.3	36.4	95.7	4.1	51.6
Donald Trump	41.9	52.8	53.5	29	50.8	37.2	51.3	61.7	4.1	95.9	43.4
Undecided	0	0.2	2.4	0	0	2.4	0.5	1.9	0	0	3
Blank / null / won't vote	0	0.1	1.8	0	0	0	0.8	0	0.1	0	2.1

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Kamala Harris	55.5	48.1	36.4	92.5	3.6	54.3
Donald Trump	44	50.4	59.1	7	96.3	31.8
Undecided	0.1	0.8	3.2	0.2	0	9
Blank / null / won't vote	0.4	0.7	1.2	0.3	0.1	4.9

## Whom will you vote for in the United States Senate election in Arizona?



# Whom will you vote for in the United States Senate election in Arizona?



	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Ruben Gallego - Democrat	49.5	49.7	62.4	53.9	45.4	52.1	49.2	45.4	55.4
Kari Lake - Republican	45.7	47	35.6	41.5	51.1	41.8	45.9	50.8	42
Blank / Null / Won't vote	1.9	0.5	2	1.2	1.1	3.7	1	1.2	0.2
Other	0.8	1	0	0.5	1.4	0	0.5	1.2	1.3
Don't know	2.1	1.8	0	2.8	1	2.4	3.5	1.5	1.1

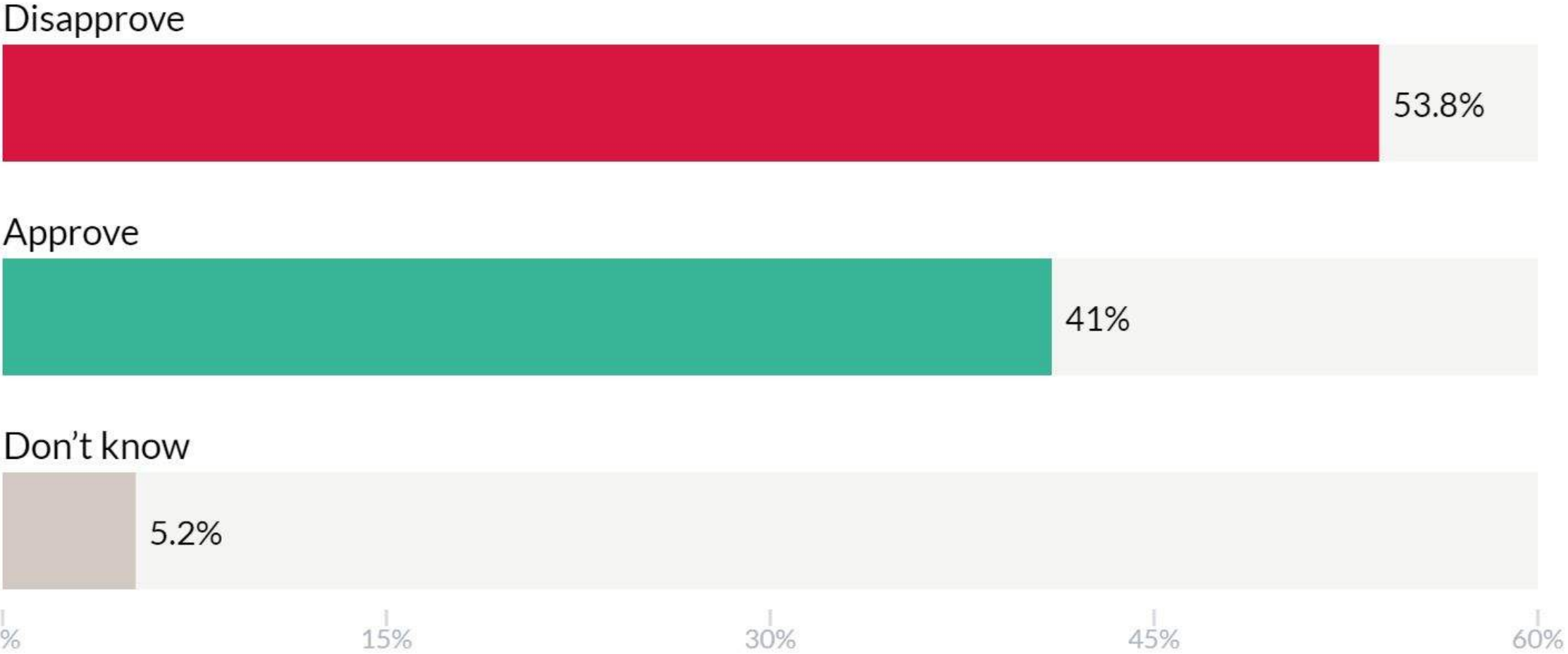
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Ruben Gallego - Democrat	56.6	48.3	43.9	71	49.2	59	48.2	37.3	95	4.2	54
Kari Lake - Republican	39.4	50.2	49.6	29	43.4	36.8	47.8	58.8	3.7	92	38.5
Blank / Null / Won't vote	0.9	0.8	1.8	0	5.9	0	1.4	0.4	0.2	0.4	3.3
Other	1.2	0.1	1.4	0	1.5	1.4	0.8	1.2	1.2	0.5	1.1
Don't know	1.9	0.6	3.2	0	0	2.8	1.8	2.2	0	2.9	3

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Ruben Gallego - Democrat	55.5	49.5	33.8	92.5	4.4	55.4
Kari Lake - Republican	41.7	47	56	6.2	91.3	27.5
Blank / Null / Won't vote	0.7	0.9	3.9	0.7	1	4.9
Other	1.5	0.6	0.5	0.5	0.4	5.4
Don't know	0.6	1.9	5.8	0.1	2.9	6.8



## 2.2. Presidential Approval and Image of Politicians

### Do you approve or disapprove of Joe Biden's performance as president of the United States?

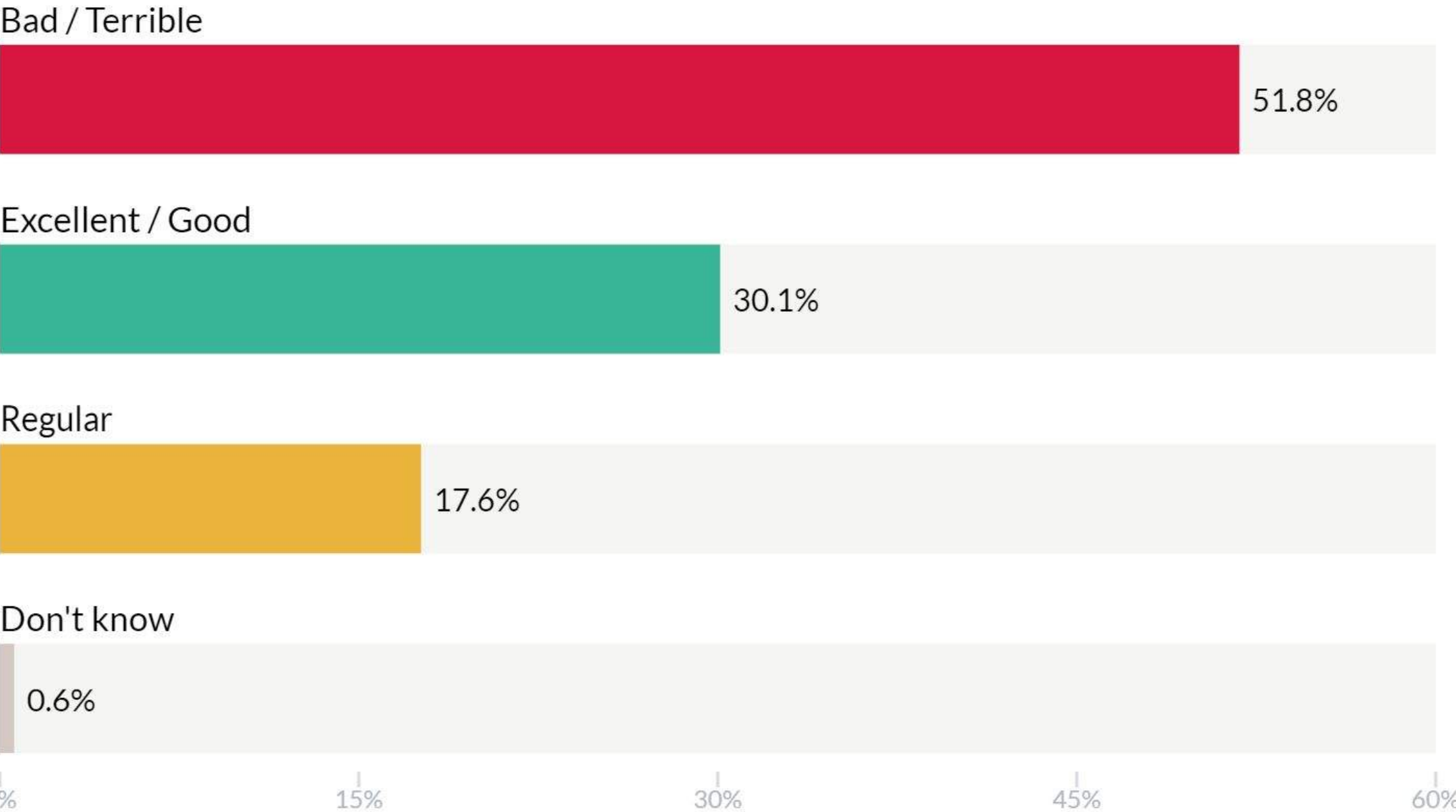


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Disapprove	55.9	52.3	37.6	50.2	57.5	59.5	56.2	56.7	45.5
Approve	37.8	43.5	57.3	42.7	39.2	29.3	37.9	39.9	50
Don't know	6.3	4.2	5.1	7	3.3	11.3	5.9	3.4	4.6

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Disapprove	45.8	56.9	59.2	40.3	50.8	42.9	55.8	64.3	8.9	97	52.2
Approve	48.5	37.8	36.2	40.6	39.1	49.2	40.2	30.6	82.6	2.9	40.1
Don't know	5.7	5.3	4.6	19.1	10.1	8	4.1	5.1	8.5	0.1	7.7

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Disapprove	49.2	54.8	63	10.5	97.6	59.2
Approve	47.6	39.8	27.2	80.9	1.5	31.1
Don't know	3.2	5.4	9.8	8.5	0.9	9.7

### How do you evaluate Joe Biden's performance as President?

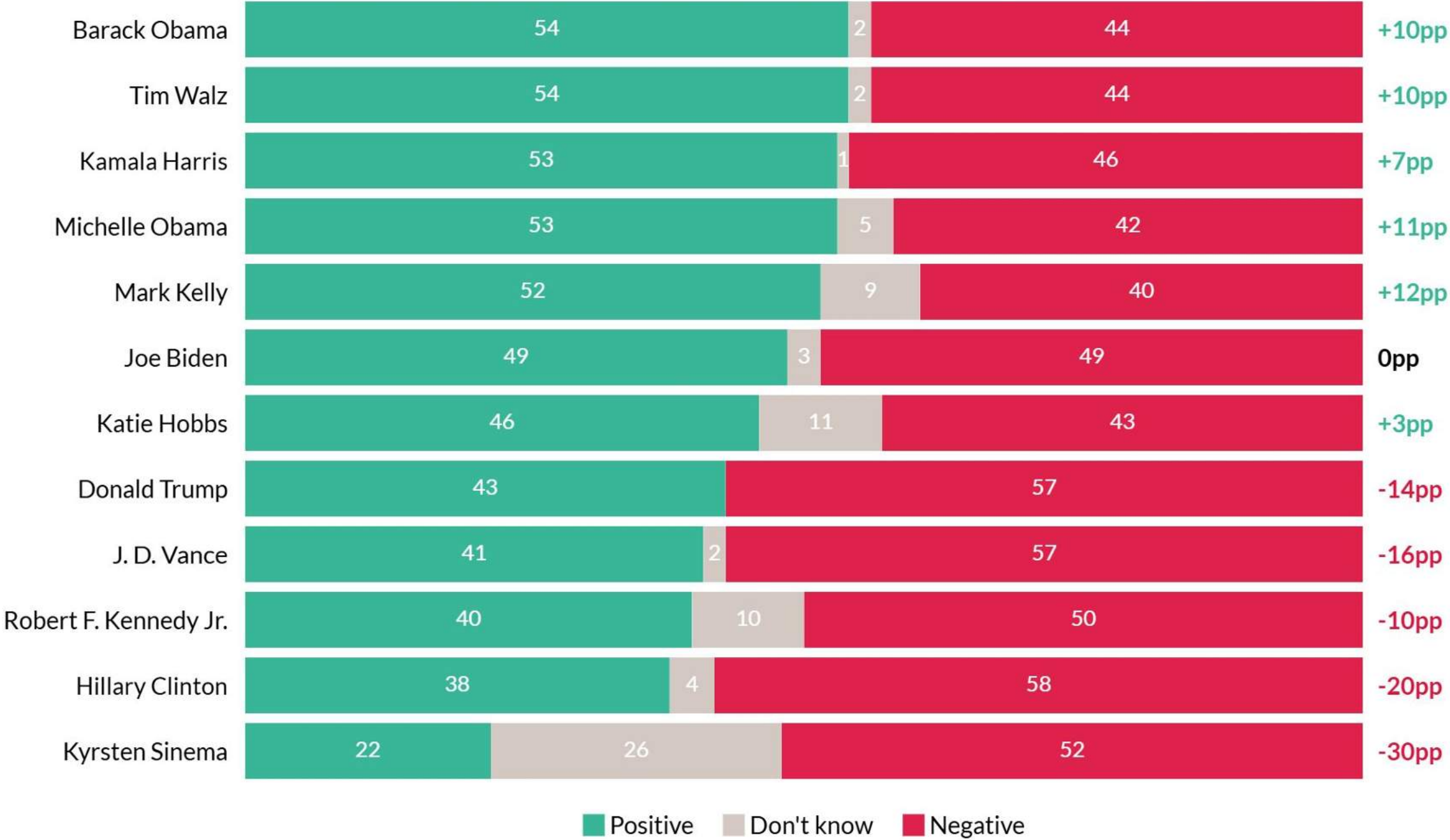


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Bad / Terrible	52.4	51.6	37.6	48.6	55.1	52.4	54.3	55.5	44.3
Excellent / Good	25.3	34.3	30.5	32.3	27.8	15.1	22.5	29	43.8
Regular	21.2	13.9	31.8	18	17.1	29.3	23.2	15.1	11.6
Don't know	1.2	0.1	0	1.1	0.1	3.2	0	0.4	0.3

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Bad / Terrible	42.5	55.3	58.1	29	50.8	44.2	53.1	64.1	7.2	96	48.5
Excellent / Good	38.9	26.8	23.9	25	17.2	35.8	30.7	13.7	68.1	0.7	22.2
Regular	17.5	17.2	18	28.5	32	19.2	16.1	22.1	24.7	3.1	27.5
Don't know	1.1	0.7	0	17.5	0	0.9	0.1	0.1	0	0.2	1.9

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Bad / Terrible	46	52.9	63.4	8.1	96.7	53.8
Excellent / Good	30.5	31.5	22	60.7	0.9	16.6
Regular	23	14.8	14.7	30.9	1.4	29.6
Don't know	0.6	0.8	0	0.3	1	0.1

### Do you have a positive or negative image of the following political figures?



# Favorability ratings [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
<b>Tim Walz</b>												
Positive	54.6	53.3	86.5	57.9	50.7	73.7	63.6	40.8	55.1	59	54.6	49.5
Don't know	3.4	0.8	0	2.6	1.4	0	1	4	0.9	0.8	1.6	3.4
Negative	42	45.9	13.5	39.5	47.8	26.3	35.4	55.3	44	40.2	43.8	47.1
<b>Barack Obama</b>												
Positive	56	51.9	86.5	57	51.3	73.7	58.2	43.5	55.9	54.8	57	50.7
Don't know	1.9	2	0	3.7	0.3	0	2.7	2.8	0.8	1.4	2.6	1.8
Negative	42.2	46.1	13.5	39.2	48.4	26.3	39.1	53.7	43.3	43.9	40.4	47.5
<b>Kamala Harris</b>												
Positive	54.1	52	86.5	57.9	48.9	72	60.3	40.5	55.6	54.8	54.4	50.9
Don't know	0.7	1.8	0	0.7	1.8	0	3.9	0.9	0	0	3.3	0.6
Negative	45.1	46.2	13.5	41.3	49.2	28	35.8	58.6	44.4	45.2	42.3	48.6
<b>Michelle Obama</b>												
Positive	55.2	50.9	86.5	55.4	51	69.6	58.2	42.6	55.3	54.8	57.4	47.5
Don't know	5.9	3.5	0	7.3	2	6.9	6.7	5.1	0.9	1.4	2.7	9.3
Negative	38.9	45.7	13.5	37.3	46.9	23.5	35.1	52.4	43.8	43.9	39.9	43.1
<b>Mark Kelly</b>												
Positive	51.9	51.1	86.5	55.9	48	73.7	55.5	39	55.7	52	53.7	49.8
Don't know	6.5	10.3	0	6.5	10.2	0.8	7.4	12.8	6.9	10.9	7	7.6
Negative	41.6	38.6	13.5	37.6	41.9	25.5	37.1	48.2	37.3	37	39.3	42.6
<b>Joe Biden</b>												
Positive	47.5	48.9	86.5	52.4	45	63.1	51.9	37.3	53.9	51.1	48.1	46.9
Don't know	4.4	1.9	0	3	3	3.6	6.3	1.4	1.8	1	5	3
Negative	48.1	49.3	13.5	44.6	52	33.3	41.8	61.2	44.3	48	46.9	50.2
<b>Katie Hobbs</b>												
Positive	47.4	44.8	86.5	52	41.1	60.6	45.7	37.6	51.8	49.6	48.2	41.4
Don't know	9.4	12.9	0	8.2	13.9	10.5	12.1	10.4	11.5	13.4	10.3	10
Negative	43.2	42.4	13.5	39.8	45	28.9	42.2	52	36.8	37	41.5	48.6
<b>Donald Trump</b>												
Positive	43.3	42.2	13.5	36.4	47.9	27.4	30.4	55.4	42.7	39.9	41	46
Don't know	0	0.4	0	0.2	0.1	0	0	0.2	0.4	0	0	0.6
Negative	56.7	57.4	86.5	63.3	52	72.6	69.6	44.4	56.9	60.1	59	53.4
<b>J. D. Vance</b>												
Positive	37.5	44.1	13.5	36.9	44.5	18.3	36.4	50.7	41.5	37.6	41.3	43.3
Don't know	3.9	0.9	0	2.3	2.1	0	0	4.6	1.9	2.2	2.4	2
Negative	58.7	55	86.5	60.8	53.4	81.7	63.6	44.7	56.6	60.1	56.2	54.8
<b>Robert F. Kennedy Jr.</b>												
Positive	38.1	41.9	13.5	36.5	43.2	31.4	32	47.6	40.6	39.8	42.8	37
Don't know	7.3	12	0	6.7	12.5	1.9	11.2	8.9	12.9	10.8	7.9	10.8
Negative	54.6	46.1	86.5	56.8	44.3	66.7	56.8	43.5	46.6	49.4	49.3	52.2
<b>Hillary Clinton</b>												
Positive	34.2	41.9	10.8	40.2	36.4	18.6	39.8	37.9	44.7	44.2	33.1	37.9
Don't know	3.2	4.8	36.1	5.7	3	12.3	6.3	1.4	3.1	3.8	4.4	4.5
Negative	62.6	53.3	53.1	54.1	60.6	69.1	53.9	60.7	52.2	51.9	62.5	57.6
<b>Kyrsten Sinema</b>												
Positive	20.2	23.4	0	21.3	22.1	18.7	18.4	20	27.9	25.4	26.1	14
Don't know	21.9	29.7	13.5	19.1	32.3	16.8	29.5	25.4	27.2	24.7	20.1	33.1
Negative	57.9	47	86.5	59.6	45.6	64.5	52.2	54.6	44.9	49.9	53.8	52.9

# Favorability ratings [Demographic crossings]

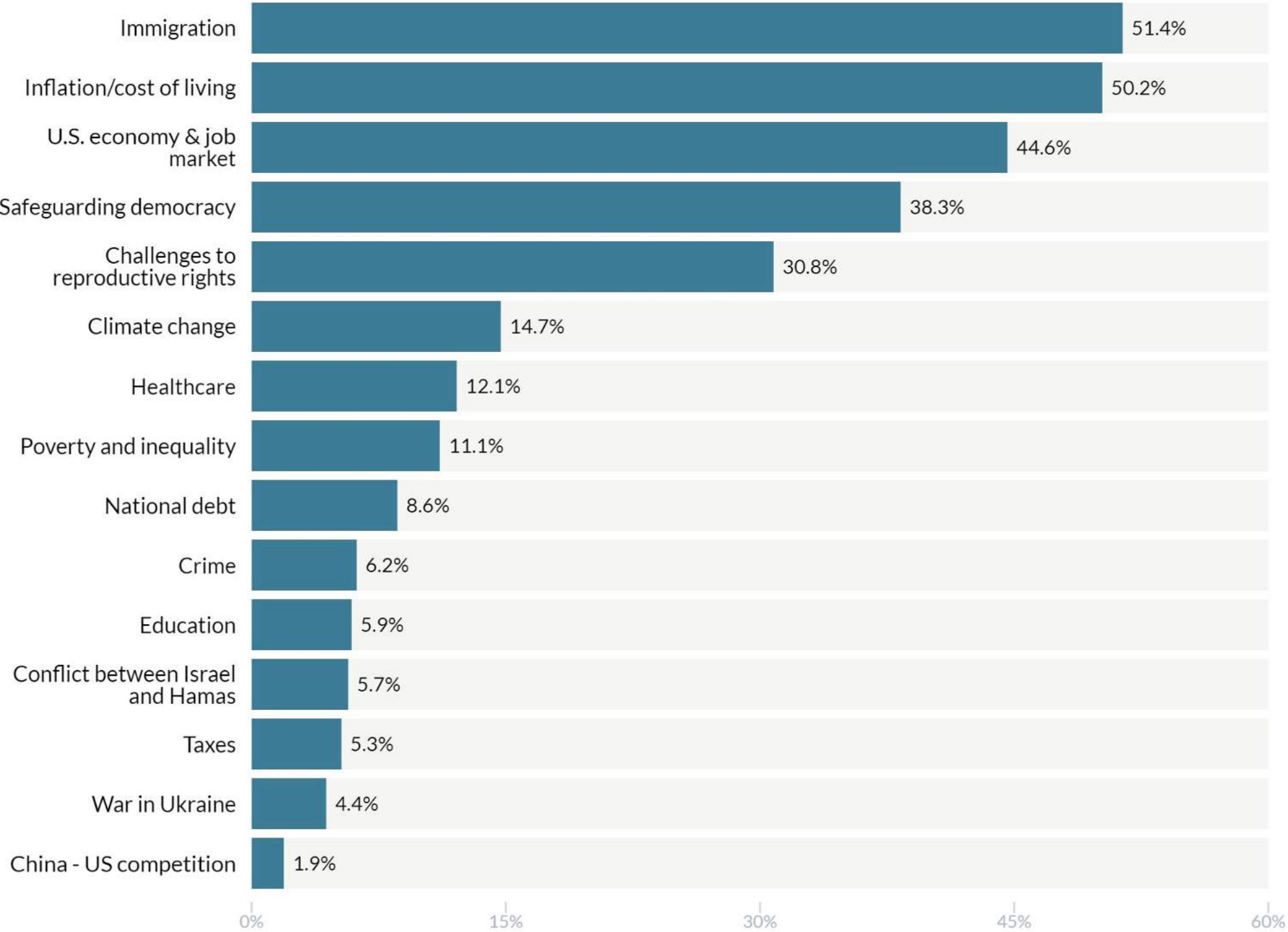


	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
<b>Tim Walz</b>														
Positive	93.3	44.7	62	53.4	37.4	93.3	5.5	53.3	57.1	59.1	19.6	95.1	2.2	67.9
Don't know	0	0	0.4	1.7	11.8	0.2	3	3.4	2.1	1.1	5.2	1	3.5	0.5
Negative	6.7	55.3	37.6	44.9	50.8	6.5	91.4	43.2	40.8	39.7	75.1	3.9	94.3	31.6
<b>Barack Obama</b>														
Positive	93.3	44.7	63.5	53	37.4	93.5	7	50.6	58.3	57	25.2	95.7	4.4	58.6
Don't know	0	0	0.4	2.5	0	0	4.1	2.2	1.5	2.1	2.2	0.6	3.4	2.1
Negative	6.7	55.3	36.1	44.6	62.6	6.5	88.9	47.2	40.1	40.9	72.5	3.7	92.2	39.3
<b>Kamala Harris</b>														
Positive	33.9	44.7	72	51.5	37.4	94.8	5.8	46.8	60.6	55.1	20.3	93.1	3.1	65.2
Don't know	59.4	0	0	0.4	0	2.3	0.4	0.7	1	1.8	0	2.8	0	0
Negative	6.7	55.3	28	48.1	62.6	2.9	93.8	52.5	38.4	43.1	79.7	4	96.9	34.8
<b>Michelle Obama</b>														
Positive	93.3	70.1	63.5	51	37.4	91.6	6.4	50.7	59.5	55.2	22.6	95	3	58.2
Don't know	0	0	3.5	4.9	4.4	1.9	4.7	8.8	1.8	6.4	3.3	2.2	6.6	6.9
Negative	6.7	29.9	33	44	58.2	6.5	88.9	40.6	38.7	38.4	74.2	2.8	90.4	35
<b>Mark Kelly</b>														
Positive	93.3	44.7	62	50.3	37.4	91.5	4.8	47.9	56	55.3	20.3	93.7	1.2	58.2
Don't know	0	7.2	6.4	9.5	3.1	2.1	17.1	7.5	10.1	4.6	23.6	2.5	15.2	8.7
Negative	6.7	48.1	31.6	40.2	59.5	6.5	78	44.6	33.9	40.1	56.1	3.8	83.6	33.1
<b>Joe Biden</b>														
Positive	33.9	44.7	59.4	47.9	37.4	85.6	5.7	43.6	49.5	53.6	20.3	88.4	1.7	51
Don't know	59.4	0	3.3	2	0	4.5	0.7	3.6	5.3	1.9	1.1	5.4	0.3	3
Negative	6.7	55.3	37.3	50.2	62.6	9.9	93.7	52.8	45.2	44.5	78.6	6.3	98	46
<b>Katie Hobbs</b>														
Positive	33.9	70.1	62	43.6	37.4	81.8	8.1	37.5	55.3	46.8	15.8	87.2	3.4	33.1
Don't know	59.4	7.2	4	12.2	4.5	9.8	15.9	7.3	8.7	10.1	24	8.7	13.2	13.9
Negative	6.7	22.7	34	44.1	58.1	8.4	76	55.1	36	43.2	60.1	4.1	83.4	53
<b>Donald Trump</b>														
Positive	6.7	49.4	27.5	44.4	60.7	3.4	93.8	39.6	38.1	38.1	78	3.8	96.6	14.3
Don't know	0	0	0.5	0.2	0	0	0	0.8	0	0.4	0	0	0.3	0.5
Negative	93.3	50.6	72	55.4	39.3	96.6	6.2	59.6	61.9	61.5	22	96.2	3.1	85.2
<b>J. D. Vance</b>														
Positive	6.7	26.4	36	42	51.7	5	89.4	36.5	39.7	35.9	70.1	2.2	91.2	24.5
Don't know	0	3.5	1.9	1.7	10.9	0.1	4.6	2.5	0.6	2.1	7.9	0.2	4.3	2.9
Negative	93.3	70.1	62	56.3	37.4	94.9	6	61	59.6	62.1	22	97.6	4.6	72.6
<b>Robert F. Kennedy Jr.</b>														
Positive	6.7	51.9	36	39.6	58.1	10.3	79.9	36.6	40.7	35.8	59.5	5.6	84.1	26.4
Don't know	0	3.5	1.9	10.7	25.1	1.8	17	13.5	8.7	7.5	22.8	6.2	13.1	12.3
Negative	93.3	44.7	62	49.7	16.8	88	3.1	49.9	50.6	56.7	17.7	88.1	2.8	61.3
<b>Hillary Clinton</b>														
Positive	0	44.7	39.7	38.9	37.4	77	3.7	19.3	35.1	45.2	13.5	73.9	0	29.3
Don't know	59.4	0	2.6	3.8	0	6.1	0	6.9	5.1	3.5	4.4	8.4	0	3
Negative	40.6	55.3	57.7	57.3	62.6	16.9	96.3	73.7	59.8	51.3	82.1	17.7	100	67.7
<b>Kyrsten Sinema</b>														
Positive	33.9	40	31.7	18.8	22.8	16.5	26.7	24	27.5	18.5	19.3	13.5	29.7	26.3
Don't know	59.4	7.2	21.9	27.6	11.2	19	38.8	20.8	16.4	30.3	35.3	18.1	38	17.4
Negative	6.7	52.8	46.4	53.6	66	64.5	34.5	55.3	56	51.2	45.4	68.3	32.3	56.3



## 2.3. Key Topics

### In your opinion, what are the greatest challenges the United States faces today?



# Greatest challenges to the US [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
Immigration	48.3	54.3	42.1	48.5	54.3	43	50.1	55	50.8	45.9	53.6	54.9
Inflation/cost of living	48.5	51.9	43.7	48.9	51.6	60.2	58.2	49.6	40.6	49.5	54.8	46.5
U.S. economy & job market	47.4	42.6	24.5	40.1	49.3	51.6	43	45.8	41.2	39.6	45.4	49.1
Safeguarding democracy	38.4	38.5	26.3	42.9	33.5	37	33.6	36.3	45.3	44.5	34.5	35.3
Challenges to reproductive rights	24.8	35.9	47.2	31	30.7	26.1	25.5	28.8	39.8	38	28.8	25.2
Climate change	14.6	14.5	26.3	16.6	12.7	20	13.8	11.2	18	17.6	15.7	10.7
Healthcare	13.1	11	25.5	13.4	10.8	11.5	11.2	13.9	10.6	14.6	11.3	10.3
Poverty and inequality	13.5	8.9	8.8	12	10.1	15.6	13.1	11.2	7.5	10.9	9.9	12.3
National debt	10.1	7.1	18.5	9	8.2	5.1	8	10	8.7	7.6	8.3	10.1
Crime	5.9	6.4	6.8	5.1	7.3	1.1	6.3	7.2	6.9	5.8	6.5	6.3
Education	4.4	7.1	12.6	7	4.8	7.6	10.7	3.8	4.4	3.1	7	7.9
Conflict between Israel and Hamas	4.6	6.6	12.5	6.9	4.5	5.4	7.8	4.4	6.1	5	4.6	7.5
Taxes	6.7	4.1	5.3	4.4	6.2	3.6	4.8	6.6	4.6	4.1	4.3	7.5
War in Ukraine	4.1	4.9	0	4.3	4.6	4.3	1	5.2	6.1	4.5	3.5	5.3
China - US competition	2.7	1.3	0	1.7	2.1	1.8	1.2	2.9	1.1	1.8	2	2

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Immigration	24.5	52.7	43.3	53.1	60.6	16.4	89.4	44.4	48	52.4	56.6	17.3	88.4	41.8
Inflation/cost of living	64.4	48.2	39.1	52	53	27.6	71.1	50.4	49.8	50.8	48.2	29.9	70.7	53
U.S. economy & job market	23.2	46.5	49.6	44.1	45	25.1	67.2	39.1	41.3	44.6	54.3	22.7	67.6	43.1
Safeguarding democracy	47	41.9	47.7	36.6	29.5	62.1	16.1	38.3	41.1	36.5	38.5	62.4	15.4	27.2
Challenges to reproductive rights	49.7	18.4	28.3	31.8	22.9	59.6	4.9	29.5	34.3	29.6	26.5	56.8	5.5	22.2
Climate change	29.1	4.7	13.6	15	12.4	31.4	0.8	12.5	15.3	15.3	10.2	28.3	1	12.5
Healthcare	28.1	1.7	16.9	10.5	19	18.4	2.7	16.7	13.5	11.3	11.7	20.2	2.8	17.4
Poverty and inequality	14.8	22.5	12	10.5	10.4	21.2	1.3	11.5	10.9	11.6	8.7	18.1	1.5	23
National debt	0	13.9	6.1	9.1	11.2	4.9	9.6	11.9	9.2	8.2	9.1	6.8	10.9	6.8
Crime	4.3	5.1	5.5	6.3	8.3	0	11.2	7.2	5.2	6.3	8.6	0.2	13.1	2.6
Education	12.7	1.5	5.8	5.8	7.2	8.8	2.6	6.7	6.1	6.3	3.5	8.9	2.4	8.2
Conflict between Israel and Hamas	0	6.7	8.4	5.6	1.8	6.3	2.9	8.7	4.5	6.3	6.6	6.1	3.6	14.6
Taxes	0	5.2	4.2	5.7	5.3	2.2	7.9	5.6	5.9	4.5	7.3	3.6	6.5	8
War in Ukraine	0	0	3	5	4.6	5	2.2	6.7	3.4	5.6	2.1	6.9	1.6	6
China - US competition	2.2	0.9	2.3	2	0	1.1	3	1.6	2.6	1.7	1	1.2	2.7	1.5

ATLAS POLL

10/12/2024-10/17/2024

# Georgia

US Presidential Election 2024

# 1. Methodology and sample profile

Target population  
**Likely voters in Georgia**

Sample size  
**1,411 respondents**

Methodology  
**Random Digital Recruitment (Atlas RDR)**

Margin of error  
**±3 p.p.**

Confidence level for estimation of the margin of error  
**95%**

Polling Period  
**10/12/2024 - 10/17/2024**

Gender	
Female	49.5%
Male	49.1%
Other / prefer not to identify	1.4%

Yearly household income	
Below \$50k	33.6%
\$50k - \$100k	33.4%
Above \$100k	32.9%

Partisanship	
Democrat	32.7%
Republican	35.9%
Independent	31.4%

Age	
18 - 29	17.5%
30 - 44	22.3%
45 - 64	41.2%
65+	18.9%

Education Level	
College degree or higher	57.2%
All other	42.8%

Region	
Suburban	60.2%
Urban	18.9%
Rural	20.8%

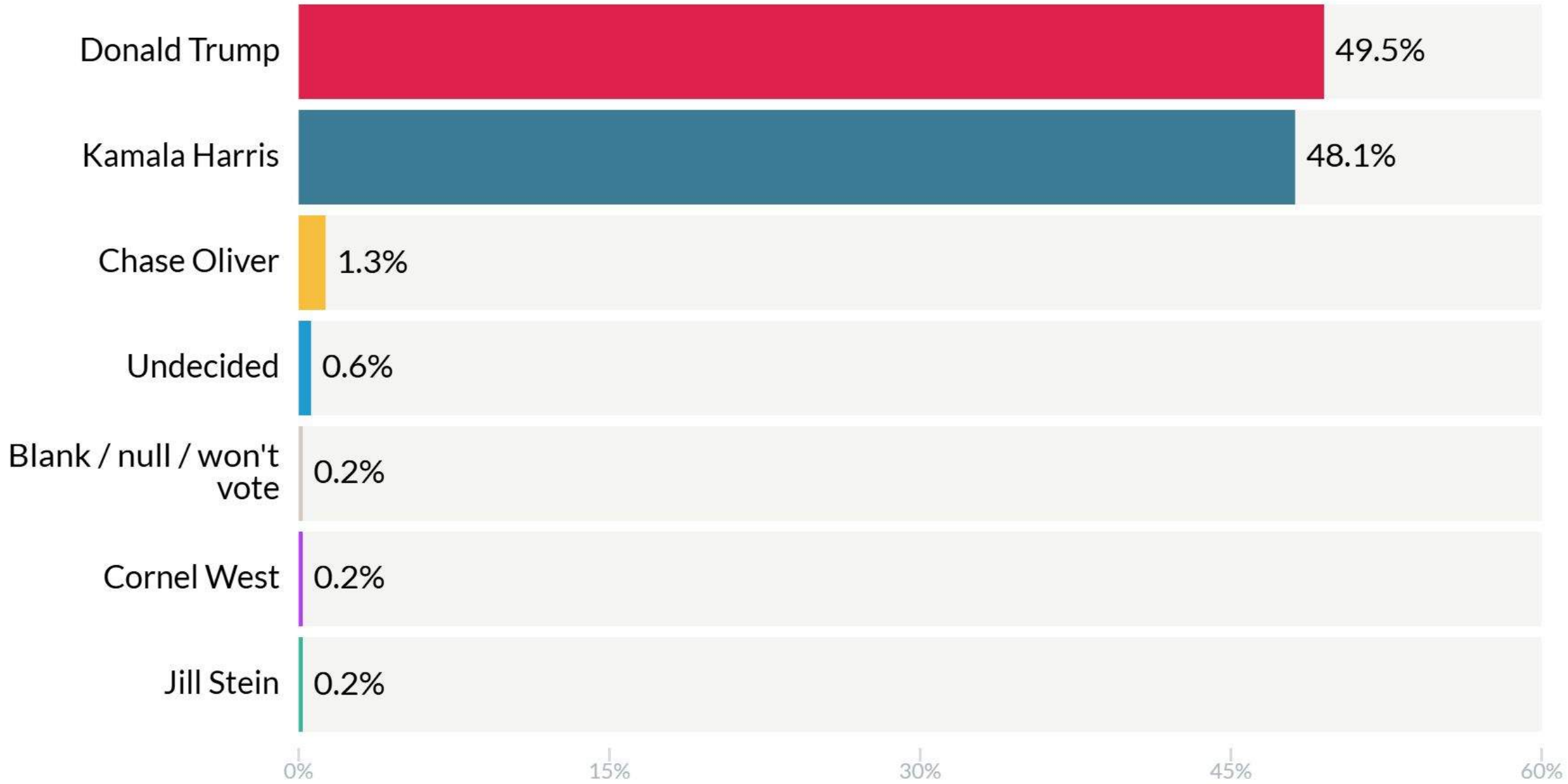
Race	
White	63.3%
Black	25.8%
Hispanic	4.6%
Asian	2.8%
Other	3.5%

## 2. Results

## 2.1. Presidential Election



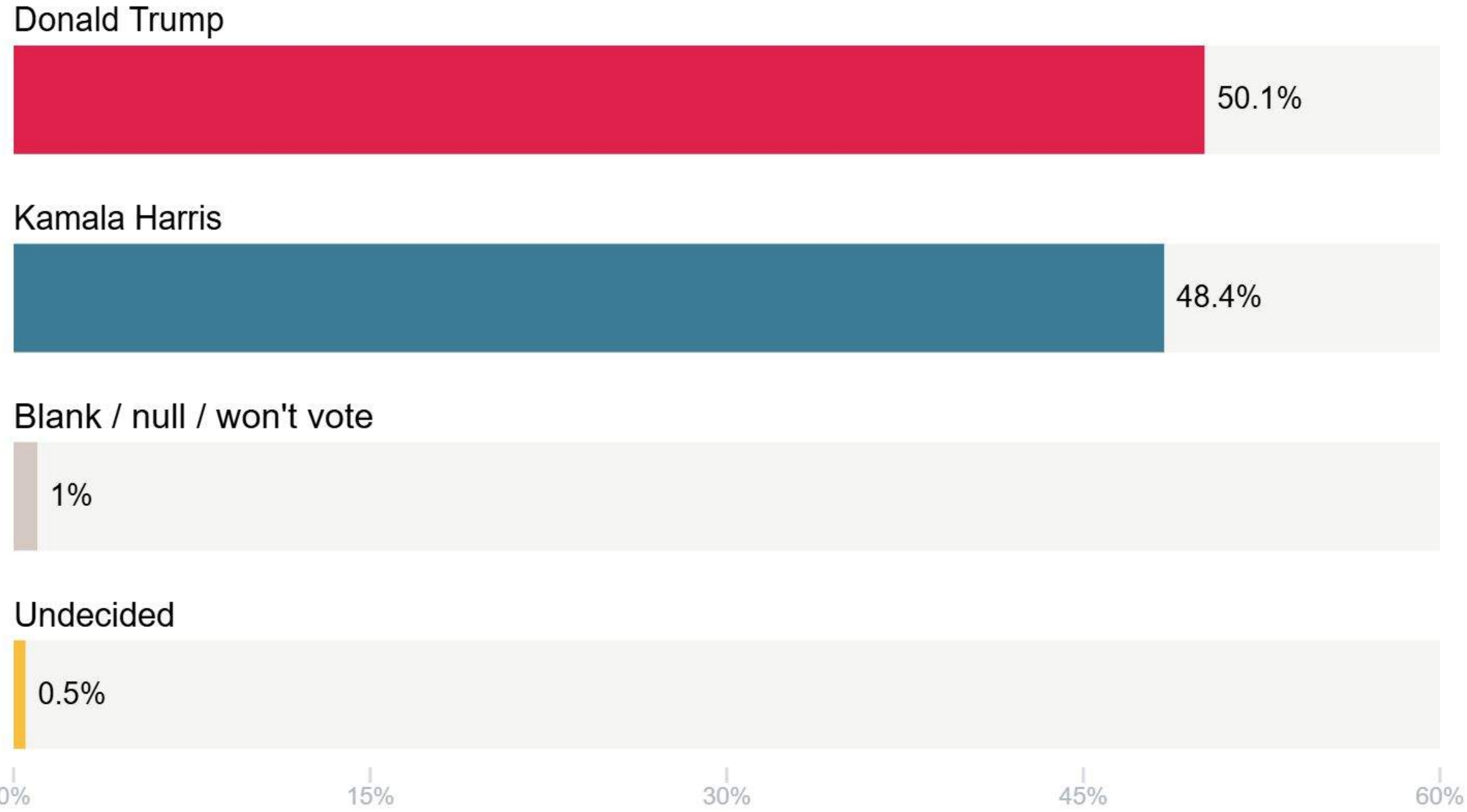
### For which of these candidates on the Georgia ballot will you vote for in the upcoming presidential election?



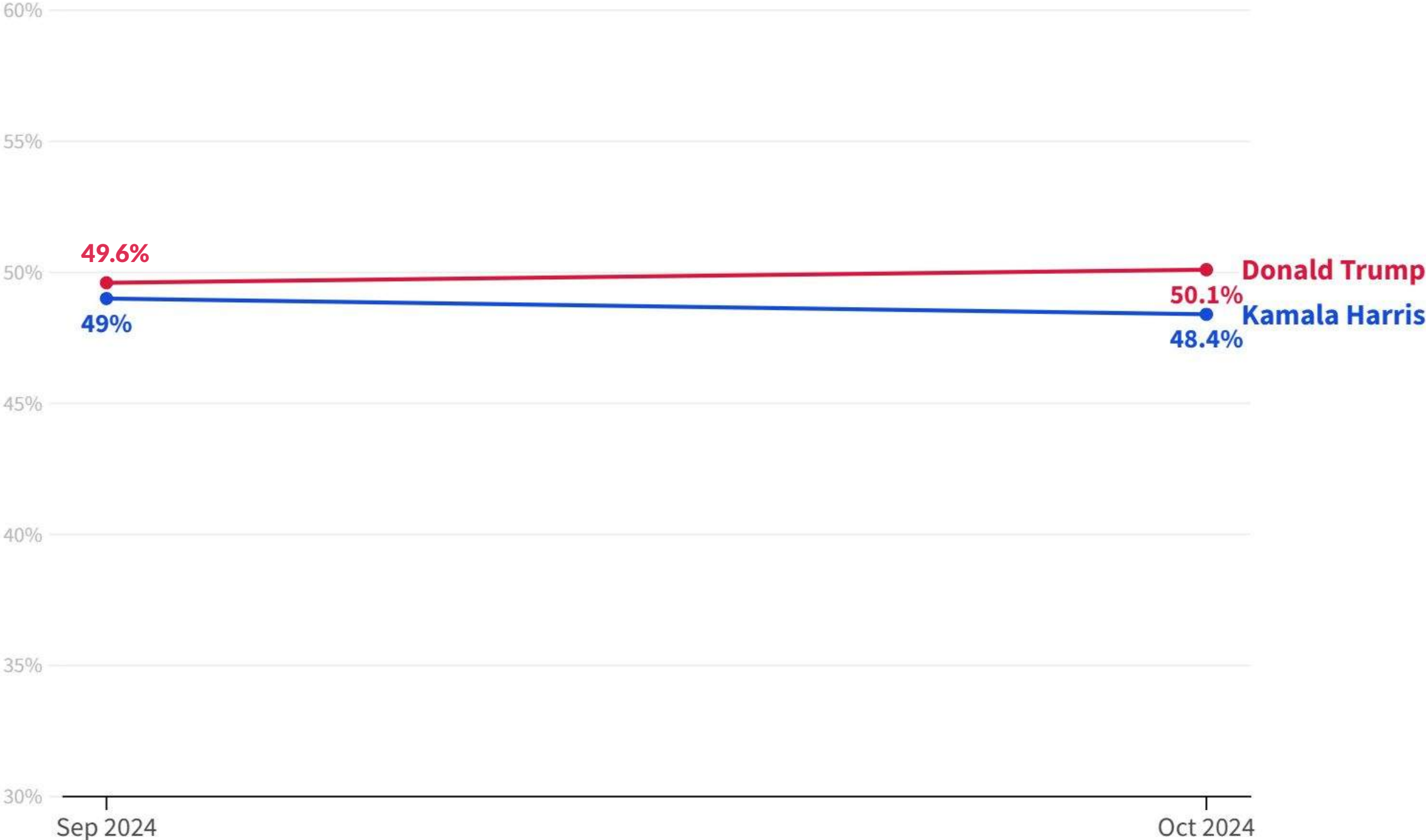
	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
Donald Trump	46.7	51.7	65.8	44.8	55.8	43.5	49.3	47	60.5	47.4	54.7	46.3
Kamala Harris	50.4	46.3	34.2	52.2	42.7	55.8	46.6	51.4	35.8	50.4	44	50.1
Chase Oliver	1.7	0.9	0	2	0.3	0.7	2	0.6	2.3	2	0.3	1.5
Undecided	0.5	0.7	0	0.4	0.9	0	1	0.7	0.5	0.2	0.4	1.2
Blank / null / won't vote	0.3	0	0	0.1	0.2	0	0.2	0.1	0.5	0	0.4	0.1
Cornel West	0.1	0.2	0	0.2	0.1	0	0.5	0	0.3	0	0.2	0.3
Jill Stein	0.2	0.2	0	0.3	0	0	0.4	0.2	0	0	0	0.6

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	33.4	24.6	36.3	61.3	47.9	2.6	93.1	48.3	40.6	44.9	70.6	7.3	96.7	38.9
Kamala Harris	66.6	73.3	62.8	36.2	45.5	97.4	6.1	44.9	55.9	52.6	28.5	92.4	2.7	41.9
Chase Oliver	0	2.2	0	1.1	0.2	0	0	4	2.3	1.4	0.1	0	0	12.2
Undecided	0	0	0.9	0.7	3.9	0	0.4	1.4	0	0.8	0.7	0.3	0.3	3.2
Blank / null / won't vote	0	0	0	0.2	1	0	0.3	0.2	0.2	0.2	0.2	0	0	1.6
Cornel West	0	0	0	0.2	0.7	0	0	0.5	0.5	0.1	0	0	0.1	1.2
Jill Stein	0	0	0	0.2	0.9	0	0	0.6	0.5	0.1	0	0.1	0.1	0.9

### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?



### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?



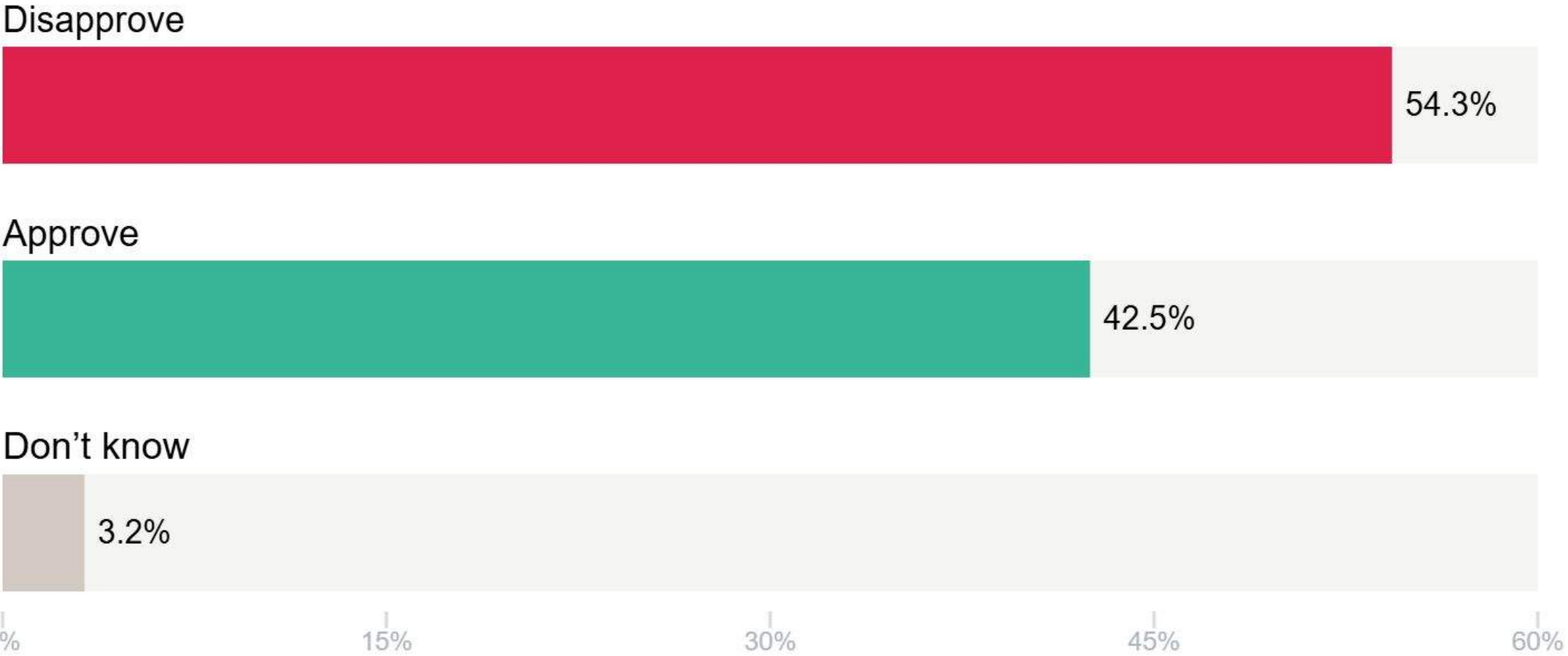
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Donald Trump	48	51.7	65.8	45.3	56.5	44.2	50.6	47.2	61.2
Kamala Harris	50.8	46.4	34.2	52.6	42.7	55.8	47.3	51.6	35.7
Blank / null / won't vote	0.9	1.1	0	1.6	0.2	0	0.6	0.8	2.9
Undecided	0.3	0.7	0	0.5	0.6	0	1.5	0.4	0.2




























	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Donald Trump	47.7	55.4	47.3	33.4	26.7	36.3	61.4	48	2.7	92.7	50.7
Kamala Harris	50.4	44	50.8	66.6	73.3	63.7	36.5	45.5	97.3	6.6	45.3
Blank / null / won't vote	2	0.5	0.5	0	0	0	1.4	2.5	0	0.3	2.9
Undecided	0	0.1	1.5	0	0	0	0.6	3.9	0	0.4	1.2


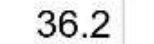

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	40.6	45.9	70.7	7.3	96.6	45.2
Kamala Harris	55.9	53	28.5	92.3	3.3	41.9
Blank / null / won't vote	3	0.7	0.2	0.1	0	9.4
Undecided	0.5	0.5	0.7	0.3	0.1	3.5



















## 2.2. Presidential Approval and Image of Politicians

### Do you approve or disapprove of Joe Biden's performance as president of the United States?



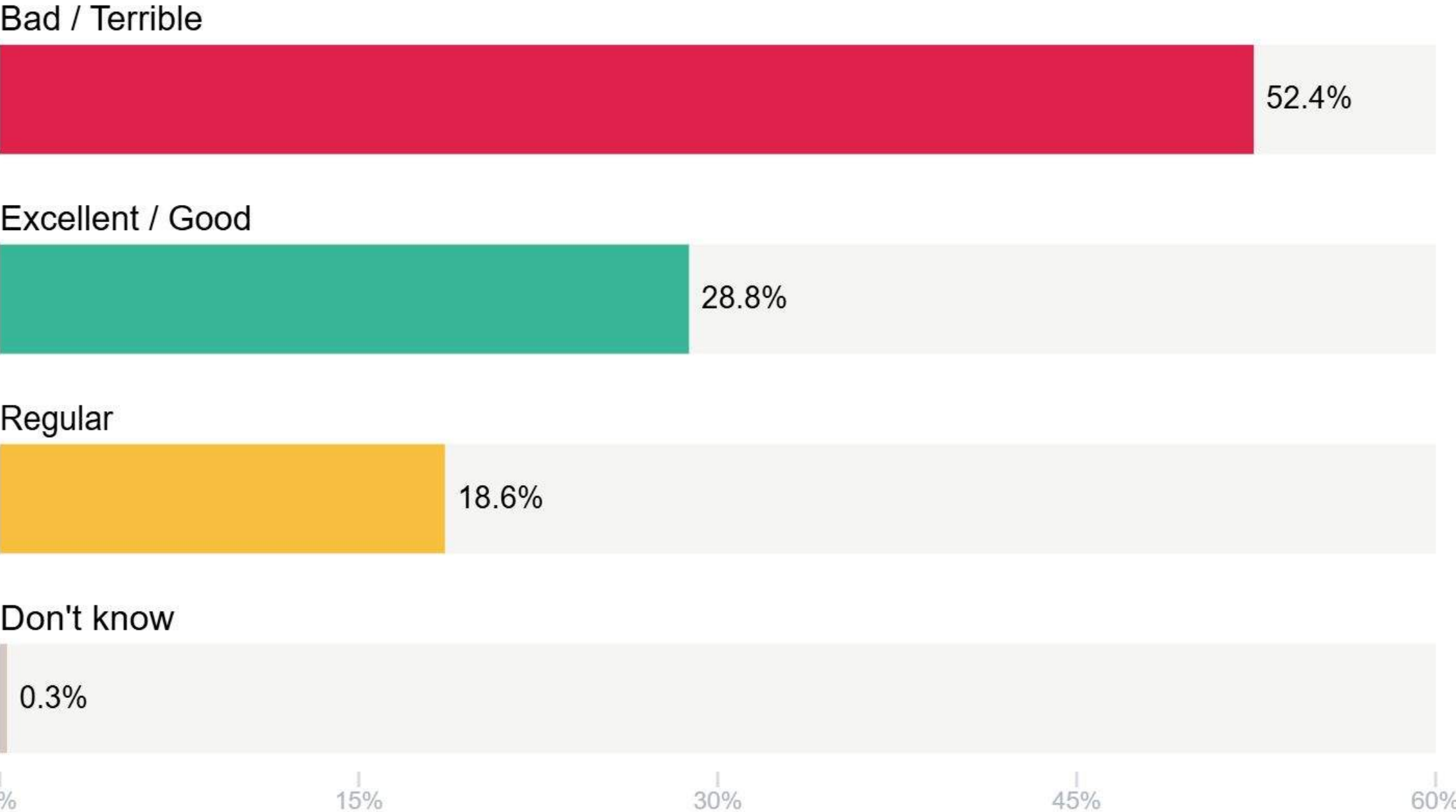
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Disapprove	 53.4	 54.8	 68.3	 51.1	 58.5	 49.4	 57.5	 50	 64.5
Approve	 43.5	 41.9	 31.7	 45.9	 38	 48.9	 35.9	 47.3	 34
Don't know	 3.1	 3.4	 0	 3	 3.5	 1.7	 6.6	 2.7	 1.6

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Disapprove	 49.9	 58.5	 54.4	 58.2	 26.7	 43.7	 66	 56.6	 5.3	 95.6	 58.1
Approve	 45.4	 39.7	 42.4	 38	 67.3	 54.6	 32.2	 34.2	 91.3	 3.6	 36.2
Don't know	 4.7	 1.7	 3.2	 3.8	 6	 1.7	 1.8	 9.1	 3.4	 0.8	 5.7

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Disapprove	 49.2	 49.7	 71.9	 11.9	 96.8	 64.6
Approve	 44.6	 47.1	 27.5	 82.6	 2.7	 30.8
Don't know	 6.2	 3.2	 0.7	 5.5	 0.5	 4.6



### How do you evaluate Joe Biden's performance as President?

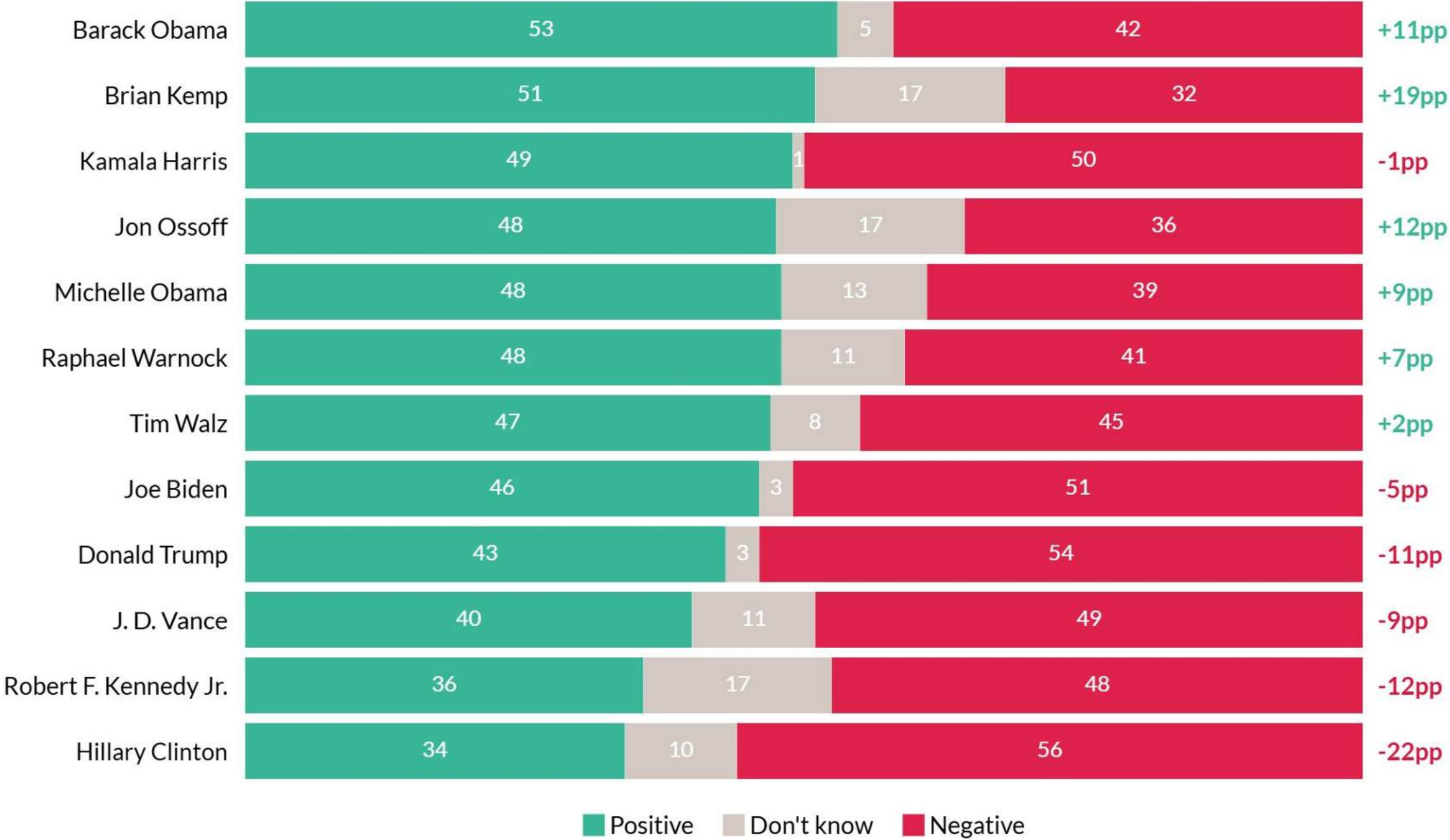


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Bad / Terrible	50.6	53.7	68.3	48.6	57.5	45.1	54.4	49	64.2
Excellent / Good	28.4	29.8	4.3	33.7	22.3	20.6	25.5	34.9	27
Regular	20.8	16.2	27.4	17.6	19.8	34.2	19	16.2	8.7
Don't know	0.2	0.3	0	0.2	0.4	0	1	0	0.1

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Bad / Terrible	49.4	56.8	51.1	38.3	26.7	40.6	64.1	56.6	3.4	94.7	55.1
Excellent / Good	26.1	32.4	27.8	27.8	52.7	42.6	17.9	32.9	68.4	0.8	19.5
Regular	24.5	10.8	20.4	33.9	20.6	16.8	17.7	10.5	28.2	4.5	24.6
Don't know	0	0.1	0.7	0	0	0	0.4	0	0	0	0.8

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Bad / Terrible	44.1	48.5	71	8.9	97.2	58.1
Excellent / Good	35	30.5	18.3	59.5	0.4	10.8
Regular	20.4	21	10.1	31.6	2.4	28.9
Don't know	0.5	0	0.7	0	0	2.3

### Do you have a positive or negative image of the following political figures?



# Favorability ratings [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
<b>Barack Obama</b>												
Positive	52.2	54.7	48	55.1	51.2	67.7	39.6	56.1	45.4	56.1	53.7	50.8
Don't know	4.2	5.5	10.7	5.4	4.5	2.4	8	5.7	2.9	4.9	4.2	6.1
Negative	43.6	39.8	41.3	39.6	44.3	29.9	52.4	38.2	51.7	39	42.1	43.1
<b>Brian Kemp</b>												
Positive	58	45.3	51.3	52.7	48.7	52.2	52.8	47.4	57.8	41.3	57.9	53.1
Don't know	17.8	15.9	48.7	15.4	19.9	9.7	18.2	21.3	13.3	20.7	16.7	14.7
Negative	24.2	38.8	0	31.8	31.4	38	29	31.2	28.9	38.1	25.4	32.2
<b>Kamala Harris</b>												
Positive	45.7	51	48	50.6	45.6	60.2	34.5	53	38.6	53.5	44.7	48.1
Don't know	1.2	1	0	1	1.2	0	3.8	0.7	0.4	0.6	0.3	2.5
Negative	53.1	48	52	48.4	53.2	39.8	61.7	46.3	61	46	55.1	49.4
<b>Raphael Warnock</b>												
Positive	44.5	51.9	48	49.5	47	56.6	34.7	53.7	40	53.4	46	46.5
Don't know	9.3	12.6	0	12	9.4	10.5	20.7	7.9	9.3	6.1	9.7	16.8
Negative	46.2	35.5	52	38.5	43.6	32.9	44.6	38.4	50.7	40.6	44.2	36.7
<b>Michelle Obama</b>												
Positive	45.8	50.2	48	50.6	44.7	58.8	34.9	52.5	39.1	51	47.2	46.6
Don't know	11.7	14.7	6.1	12.8	13.8	12.8	22.1	10.7	11.1	14	12	13.9
Negative	42.4	35.1	45.9	36.6	41.4	28.4	43	36.8	49.8	35	40.8	39.5
<b>Jon Ossoff</b>												
Positive	44.4	50.8	48	48.1	47.5	48.6	32.5	55	43.5	48.4	50.7	44.3
Don't know	15.8	17.8	0	18.5	13.9	22	30.7	12	8.3	18.6	11.1	20.7
Negative	39.8	31.4	52	33.5	38.6	29.4	36.7	33	48.2	33.1	38.1	35
<b>Tim Walz</b>												
Positive	46.4	48.1	0	49.7	42	62.8	37.4	50.3	28.5	49.5	44.5	46
Don't know	6.6	8.3	54.1	9.2	7	4.3	14.4	9.4	3	3.3	13.6	7.5
Negative	46.9	43.7	45.9	41.1	51	32.9	48.2	40.3	68.5	47.2	42	46.6
<b>Joe Biden</b>												
Positive	40.5	50.1	48	47	43.8	51.2	32.1	51.7	37.7	52.2	43.7	41.8
Don't know	3.8	2.8	0	3.4	2.9	4.8	8	1.4	1.2	0.5	1	8
Negative	55.7	47.2	52	49.6	53.3	44	59.9	46.9	61.1	47.3	55.3	50.1
<b>Donald Trump</b>												
Positive	44.4	41.9	34.2	38.9	48.4	34.8	45.2	41.5	52	40	46.7	41.4
Don't know	2.8	3.3	0	3.7	2.1	0	11.7	1.4	1.8	0.9	2.1	6.2
Negative	52.8	54.8	65.8	57.4	49.4	65.2	43.1	57.1	46.1	59.2	51.3	52.4
<b>J. D. Vance</b>												
Positive	42.6	38.3	34.2	37.8	43.4	35.3	40.1	38	50.9	41.2	42.4	36.7
Don't know	12.8	9.2	0	10.4	11.1	15	20.4	7.6	4.1	3.5	12.4	15.5
Negative	44.6	52.5	65.8	51.8	45.5	49.7	39.5	54.4	45	55.3	45.2	47.8
<b>Robert F. Kennedy Jr.</b>												
Positive	33.4	37.4	29.3	31.3	41.4	28.1	38.7	34.2	42.8	32.2	37	36.8
Don't know	19.5	14.6	3.3	17.3	15.7	19.6	17.6	15	16.9	17.4	17.6	14.8
Negative	47.1	48	67.5	51.5	42.9	52.3	43.8	50.8	40.3	50.4	45.4	48.4
<b>Hillary Clinton</b>												
Positive	28.6	40	0	36.8	30.6	30.8	19.4	41.2	34.3	39.1	33.4	30.5
Don't know	11	8.2	48	12	7.4	18.6	12.6	7.6	5.1	10.7	5.5	14.6
Negative	60.4	51.8	52	51.2	62.1	50.6	68	51.2	60.6	50.3	61.1	54.9

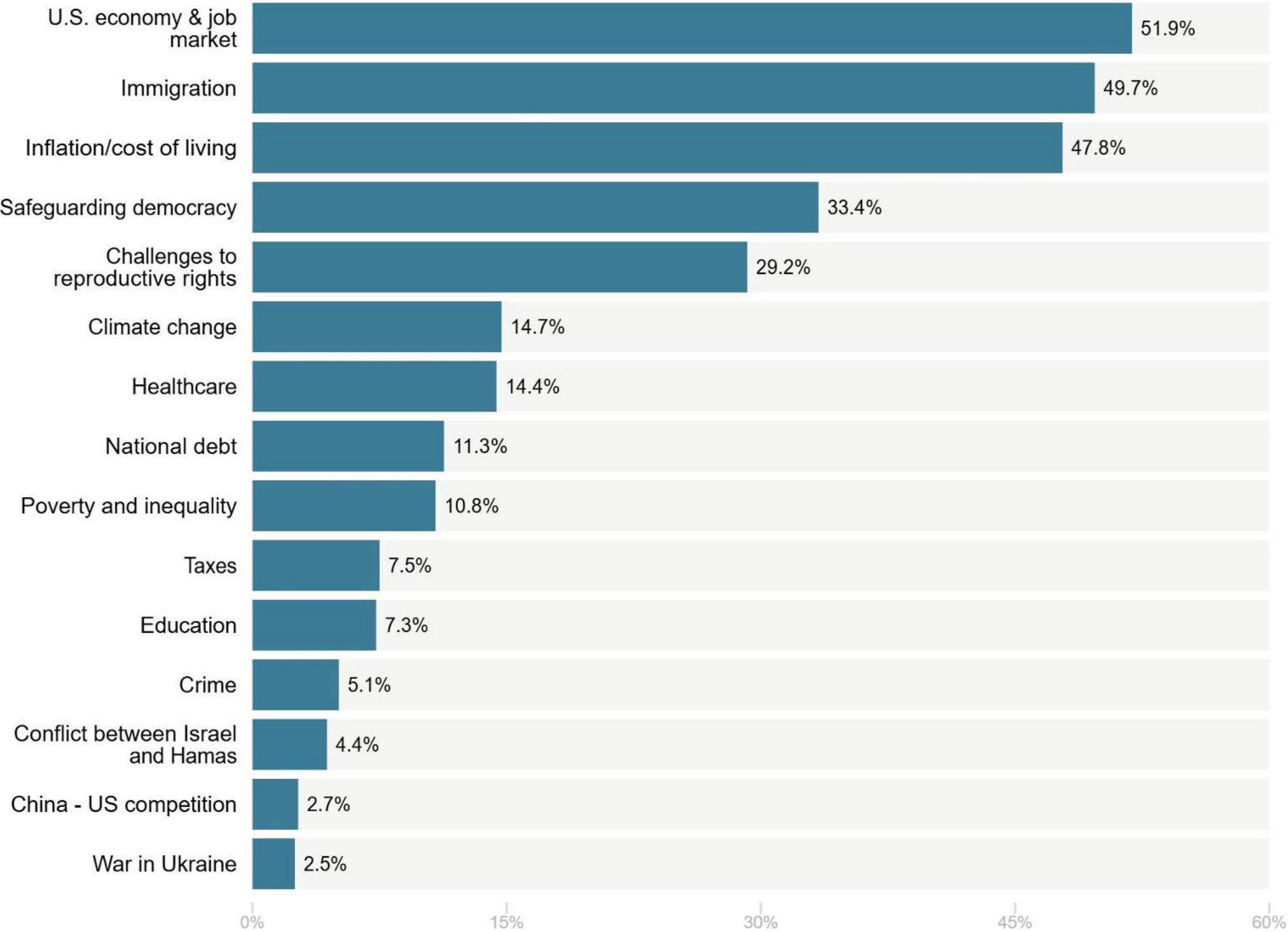
# Favorability ratings [Demographic crossings]



	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
<b>Barack Obama</b>														
Positive	86.5	74	58	43.6	50.8	97.5	11	56.8	58.2	56.3	41.4	94.5	7.8	45.8
Don't know	0	7.1	3.2	3.9	13.6	0.5	7	7.6	7	4.2	6.1	0.7	6.4	16.6
Negative	13.5	19	38.8	52.5	35.6	2.1	82.1	35.7	34.8	39.4	52.5	4.8	85.8	37.6
<b>Brian Kemp</b>														
Positive	66.8	41.2	81.1	53.5	32.5	30.2	74.8	45.3	50.7	48.5	59.1	34.7	70.2	50.9
Don't know	0	22.9	10.1	16	18.6	10	14	28.7	25.5	17.8	10.1	16.8	14.3	28.4
Negative	33.2	35.9	8.8	30.5	48.9	59.8	11.2	26	23.7	33.7	30.7	48.4	15.5	20.7
<b>Kamala Harris</b>														
Positive	64.2	72.6	49.3	38.1	47.7	96.7	5.6	48.2	45.1	51.8	40.7	93.3	2.6	27.9
Don't know	0	0	2	1	10.4	0.1	0.1	3.3	3.1	0.6	1.4	0.6	0.4	5.3
Negative	35.8	27.4	48.6	60.9	41.9	3.2	94.3	48.5	51.8	47.6	58	6.1	97	66.8
<b>Raphael Warnock</b>														
Positive	44.2	76.5	51.1	36.8	49.9	93.2	8.1	48.9	43.8	53.6	35.8	90	4.8	32.6
Don't know	20	10.3	5.5	11.3	9.9	4.8	11.4	16.6	17.2	8.8	12.8	5.2	11	31.6
Negative	35.8	13.1	43.4	51.9	40.2	2.1	80.5	34.5	39.1	37.6	51.4	4.8	84.1	35.7
<b>Michelle Obama</b>														
Positive	44.2	73.5	51.4	38.8	31.6	94.1	7.4	47.8	42.4	52.6	38.4	89.9	4.2	32.4
Don't know	42.3	11.7	11.4	12	23.5	3.7	15.2	20.8	26.2	10	13.9	6.3	15.6	31.7
Negative	13.5	14.8	37.3	49.2	45	2.2	77.5	31.4	31.4	37.3	47.7	3.8	80.2	35.9
<b>Jon Ossoff</b>														
Positive	44.2	70.9	47.5	38.1	54.5	86.1	10.7	51	46.7	50.5	40.5	85	7.3	38
Don't know	20	17.6	17.3	16.5	9.5	10.9	21.2	17.2	25.2	14.1	18.4	10.5	17.8	35.8
Negative	35.8	11.5	35.2	45.5	36	3	68.1	31.9	28.2	35.4	41.2	4.6	74.9	26.1
<b>Tim Walz</b>														
Positive	64.2	64.3	49.3	38.1	50.8	92.6	4.5	47.4	45.8	48.6	40.7	88.3	3.5	27.8
Don't know	22.3	9.5	11.5	7.1	4.2	1	11.5	12.1	13.2	7.9	6	3.5	8.7	24.6
Negative	13.5	26.2	39.2	54.8	45	6.4	84.1	40.5	41	43.5	53.4	8.2	87.8	47.5
<b>Joe Biden</b>														
Positive	24.3	70.7	51.4	35.9	47.7	91.8	5.5	44.4	39.6	48.7	40.7	88.4	2.6	23.6
Don't know	20	4.8	0	2.3	0	1.8	0	8.1	11.1	2	1.4	5.1	0.2	5.5
Negative	55.8	24.5	48.6	61.8	52.3	6.4	94.5	47.5	49.3	49.3	58	6.4	97.2	70.9
<b>Donald Trump</b>														
Positive	55.8	16.1	48.6	52.8	44.1	3.3	89.2	30.3	43.9	38	56.9	4.5	89.9	35.4
Don't know	0	5.4	0	2.4	2.5	0.1	1.5	7.8	1.7	3.9	1.4	0	3.9	12
Negative	44.2	78.4	51.4	44.9	53.5	96.6	9.2	61.9	54.4	58.1	41.7	95.5	6.2	52.6
<b>J. D. Vance</b>														
Positive	36.8	15	42.9	50.4	40.5	2.4	84	28.8	35.1	37.3	52.4	3.9	84	35.3
Don't know	22.3	11.6	23.9	9.1	6.6	4.3	9.3	18.6	12.1	9.4	13.4	6.6	13.4	17.4
Negative	40.9	73.4	33.2	40.6	52.8	93.3	6.7	52.6	52.8	53.3	34.2	89.5	2.6	47.3
<b>Robert F. Kennedy Jr.</b>														
Positive	33.5	18.6	40.5	42.2	33.7	2.5	68.2	31.6	31.5	34.1	42	4	73.2	32
Don't know	25.7	15.9	31.6	15.6	14.3	9.2	19.4	21.2	33.4	13.4	15.6	11.4	19.5	27.5
Negative	40.9	65.5	27.9	42.3	52	88.3	12.4	47.2	35.1	52.6	42.4	84.6	7.4	40.5
<b>Hillary Clinton</b>														
Positive	40.9	61.5	19.9	23.2	42.4	74.8	1.4	30	32.8	34.6	34.2	71.4	0.3	3.3
Don't know	23.3	9.6	26.2	9.1	2	10.5	4.1	16.7	12.6	10	8.7	12.6	2.1	26.2
Negative	35.8	28.9	53.9	67.7	55.7	14.7	94.5	53.3	54.6	55.4	57.2	16	97.6	70.5

## 2.3. Key Topics

### In your opinion, what are the greatest challenges the United States faces today?



# Greatest challenges to the US [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
U.S. economy & job market	56	47.5	60.5	51.6	52.2	54.4	52.8	52.3	47.4	48.5	57	50.1
Immigration	47.5	52.1	40.2	45.4	55.5	39.7	47.9	49.1	62.6	50.2	52.9	46
Inflation/cost of living	52.6	42.7	59.5	47	48.8	51	57	45.7	38.5	40.6	52.9	50
Safeguarding democracy	31.9	35.6	8.5	34.9	31.3	21.2	31.9	36.3	40.1	32.4	31.8	35.9
Challenges to reproductive rights	26.1	32.2	31.1	34.4	22.2	36.8	22.4	31.8	24.5	31.6	26.6	29.4
Climate change	12.8	16.8	4	12.8	17.1	29.3	14.6	9.2	13.1	20.1	10.3	13.5
Healthcare	11.3	17	26.5	13	16.1	7.3	16.8	18.4	9.2	18.8	10.9	13.4
National debt	12.8	9.8	9.8	11	11.6	7.1	13	10.6	14.4	11.5	10.4	11.8
Poverty and inequality	10.9	10.9	6	8.6	13.8	13.3	10.7	12.6	4.8	16.7	4.8	11
Taxes	7.9	6.9	12.7	9.4	4.9	11.8	10.5	5.1	4.8	3	10.3	9.2
Education	7.8	6.4	26.5	9.2	4.8	8.2	7.4	9.1	2.6	6	9.2	6.7
Crime	4	6.2	5.2	4.9	5.5	4.5	3	4.3	10.1	5.9	5	4.5
Conflict between Israel and Hamas	4.4	4.6	0	4.1	4.9	8.7	2.4	2.6	7	6.7	3.1	3.4
China - US competition	3	2.4	5.5	3.2	2.1	3	2.8	1.8	4.5	2.6	3.2	2.4
War in Ukraine	3.2	1.9	0	1.9	3.2	1.5	3.7	1.6	3.9	2.4	2.7	2.3

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
U.S. economy & job market	61.9	45.7	49.3	54.4	45.9	32.2	68.2	53.6	54.5	49.9	55.2	34.1	68.2	62.2
Immigration	29.6	28.6	53.8	59	47.3	11.8	86.2	47.4	42.8	46.7	64.3	15.2	87.6	44.5
Inflation/cost of living	59.2	34.3	65.3	51.7	43.2	25.9	67.2	48.4	47.3	45.4	55.1	25.9	70.2	51.5
Safeguarding democracy	35.5	42.5	41.2	28.4	44.9	52	17.4	32.3	37.3	35.7	23.1	53.8	13.1	27.5
Challenges to reproductive rights	38.7	42.4	16.4	24	35	56.1	4.9	28.9	28.9	31.8	22	55	2.6	25.6
Climate change	23.1	18.7	11.4	13.1	11	33.9	0.5	10.8	18.5	16.2	6.7	27.4	0.6	17.2
Healthcare	20	22.5	19.7	10.6	10.7	25.9	3.9	14.4	13.5	14.3	15.6	24.5	4.2	12
National debt	0	9.7	9.8	12.6	10.4	5.7	14.5	13.4	10.9	10.2	14.3	7.1	15.9	10.4
Poverty and inequality	5.7	18	5.2	8.6	10.4	21.6	1.9	9.9	17.9	10.1	6.6	20.2	0.9	10.9
Taxes	3.8	9.4	7.3	7	5.6	6	7.9	8.5	1.5	8.7	9.2	7.2	8.7	3.6
Education	0	17.3	2.5	3.9	8.6	12.1	2.5	7.9	4.3	9.1	5.2	13.4	1.6	4.2
Crime	3.2	0.6	2.2	7.1	8	0.6	9.6	4.8	1.5	5.1	8.5	0.5	10.7	2.4
Conflict between Israel and Hamas	10.7	0	2.5	6	5.9	3.6	5	4.7	5.9	4.4	3.3	2.7	4.8	10.7
China - US competition	5.7	0.5	2.8	3.3	8	0.5	2.5	5.4	4.5	2.4	2	1	3.3	8.4
War in Ukraine	0	0	3.3	3.6	1.8	3.5	1.9	2.2	2.8	2.6	2.1	3.6	1.6	1.3



ATLAS POLL

10/12/2024-10/17/2024

# Michigan

US Presidential Election 2024

# 1. Methodology and sample profile

Target population  
**Likely voters in Michigan**

Sample size  
**1,529 respondents**

Methodology  
**Random Digital Recruitment (Atlas RDR)**

Margin of error  
**±3 p.p.**

Confidence level for estimation of the margin of error  
**95%**

Polling Period  
**10/12/2024 - 10/17/2024**

Gender	
Female	52.6%
Male	46.2%
Other / prefer not to identify	1.3%

Yearly household income	
Below \$50k	34%
\$50k - \$100k	33.8%
Above \$100k	32.2%

Partisanship	
Democrat	32.9%
Republican	28.9%
Independent	38.2%

Age	
18 - 29	18.3%
30 - 44	23.1%
45 - 64	36.1%
65+	22.5%

Education Level	
College degree or higher	41.8%
All other	58.2%

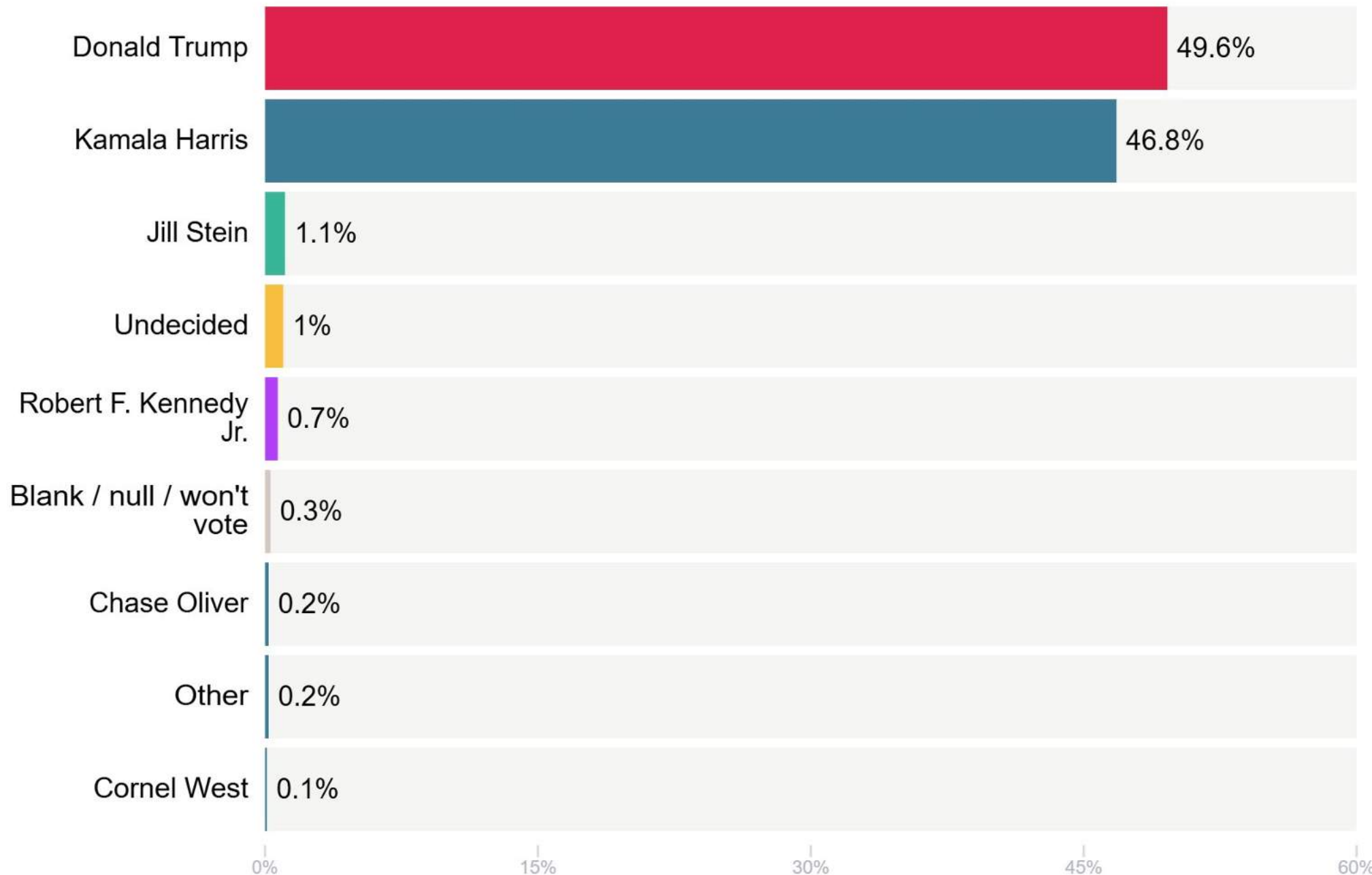
Region	
Suburban	51.7%
Urban	21.8%
Rural	26.5%

Race	
White	70.3%
Black	18.9%
Hispanic	4.8%
Asian	2.1%
Other	3.9%

## 2. Results

## 2.1. Presidential and Senate Elections

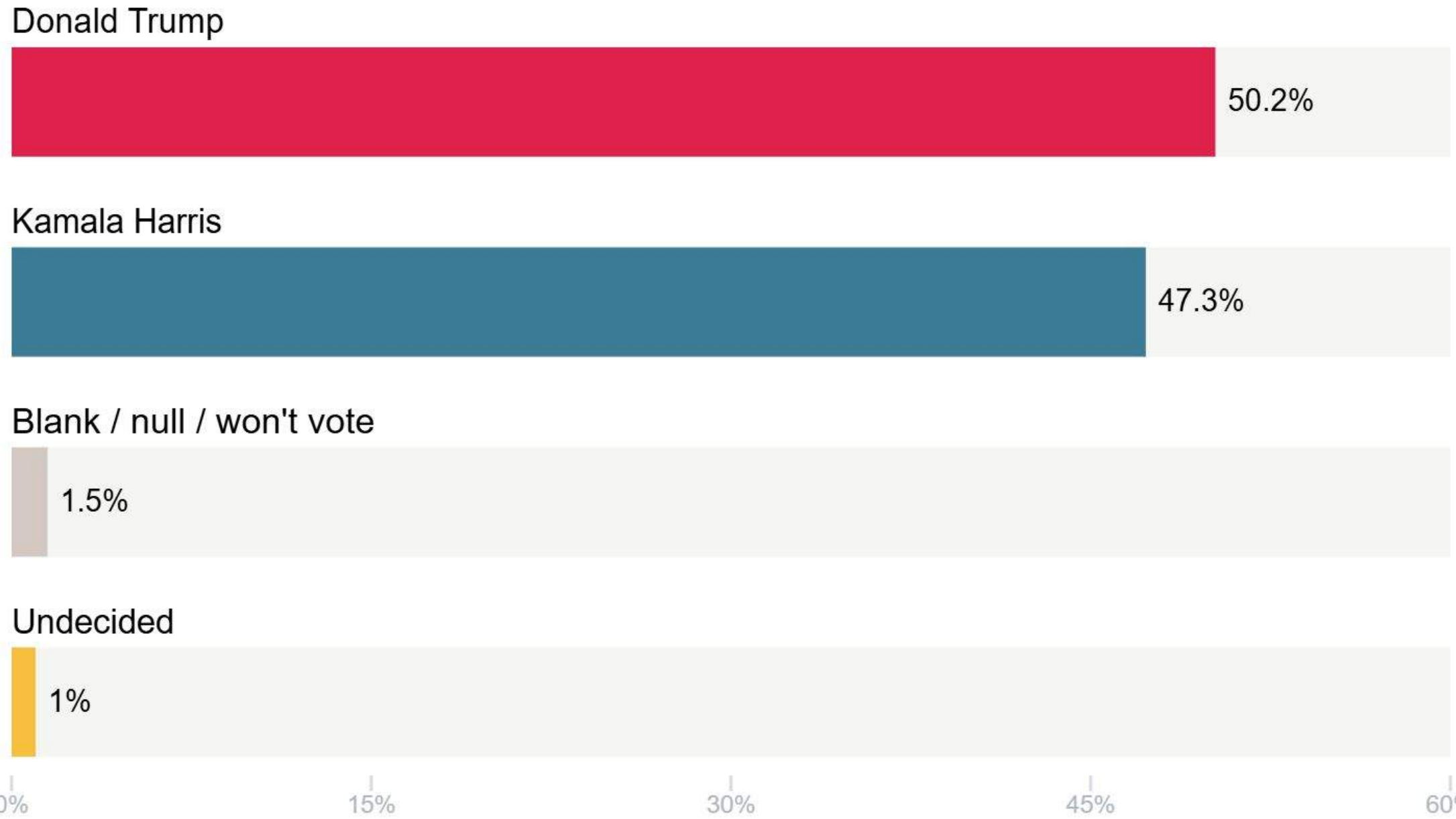
### For which of these candidates on the Michigan ballot will you vote for in the upcoming presidential election?



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
Donald Trump	45.8	53.2	35.2	47.6	51	50	52.4	47.4	49.7	42.9	57	48.7
Kamala Harris	49.3	45.1	32.6	49	45.3	42.8	44.6	49.2	48.7	51.7	40	49
Jill Stein	1.4	0.9	0	1.1	1.2	2.8	0.8	1.2	0.1	1.4	0.9	1.1
Undecided	1.7	0.1	15.1	0.7	1.3	2.8	0.7	0.8	0.3	2	0.7	0.3
Robert F. Kennedy Jr.	0.8	0.5	6.6	0.4	0.9	0	0.7	0.8	1.1	1.3	0.3	0.4
Blank / null / won't vote	0.2	0.2	4.2	0.4	0.2	0	0.5	0.5	0	0	0.8	0
Chase Oliver	0.2	0	5.2	0.2	0.1	0.3	0.3	0.1	0.1	0	0.3	0.3
Other	0.3	0	1.1	0.4	0	0.8	0.1	0	0	0.4	0	0.1
Cornel West	0.2	0	0	0.2	0	0.5	0	0	0	0.3	0	0

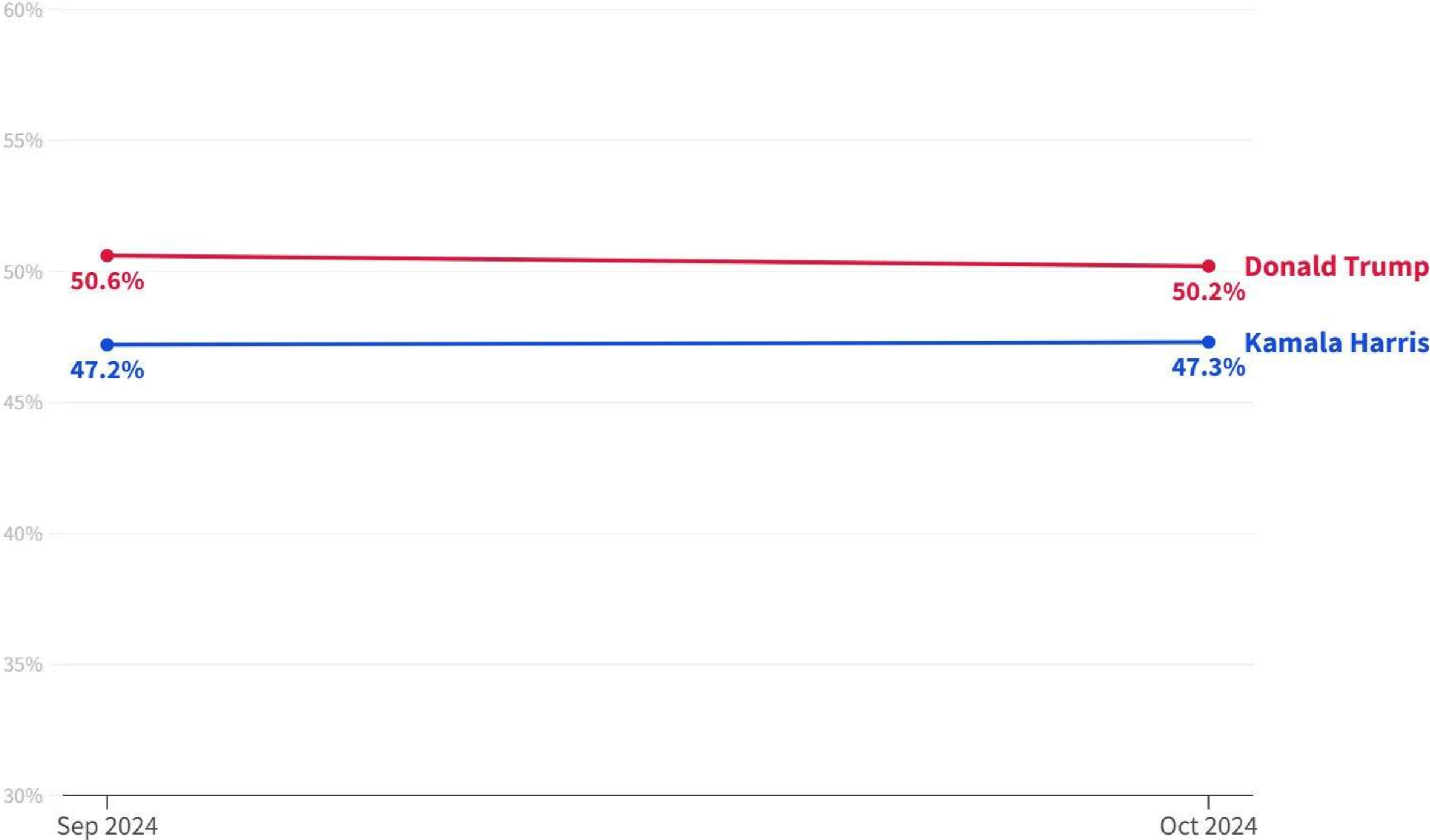
	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	15.5	47.9	43.7	51	59.6	13.5	97.7	44	50.3	47.5	52.9	14.6	92.4	38.2
Kamala Harris	84.5	52.1	53.2	44.7	30.4	86.3	1.7	47.3	48.2	47.4	44.8	82.7	4.6	50.9
Jill Stein	0	0	0	1.6	0	0.1	0	2.9	0.1	1.9	0.5	1.4	0.5	2.7
Undecided	0	0	3.1	1.1	2.7	0	0	2.7	0.5	1.6	0.3	0.1	1.7	2.9
Robert F. Kennedy Jr.	0	0	0	0.6	6.8	0	0.4	1.5	0	0.8	1	0.4	0.4	3.1
Blank / null / won't vote	0	0	0	0.4	0	0.2	0.2	0.4	0.4	0.1	0.5	0.2	0.3	0.5
Chase Oliver	0	0	0	0.2	0.6	0	0	0.4	0	0.3	0	0	0	1.6
Other	0	0	0	0.2	0	0	0	0.5	0.1	0.3	0	0.3	0	0.1
Cornel West	0	0	0	0.1	0	0	0	0.2	0.4	0	0	0.2	0	0

### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?





### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?

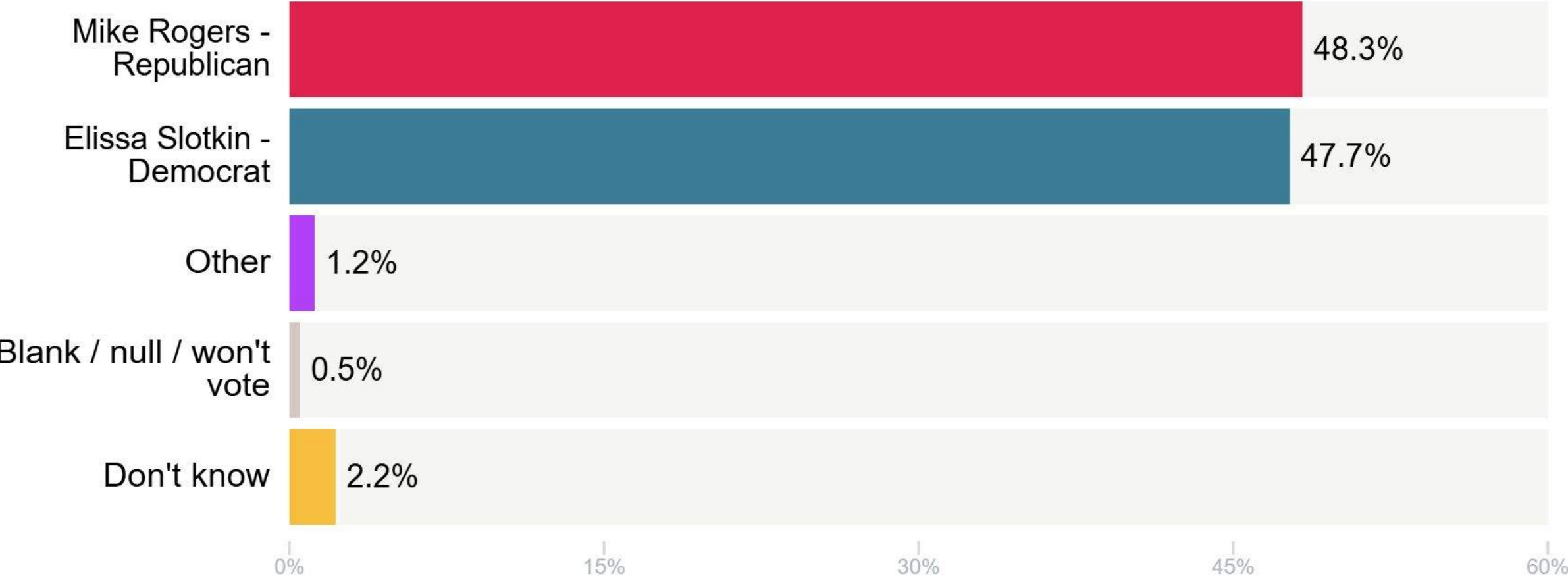


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Donald Trump	46.9	53.3	36.8	48.3	51.6	50	53.7	47.9	50.3
Kamala Harris	50	45.3	32.6	49.5	45.7	44.9	44.6	49.4	48.7
Blank / null / won't vote	1.9	0.8	15.4	1.6	1.4	1.6	1.7	1.7	0.7
Undecided	1.1	0.6	15.1	0.6	1.3	3.5	0	0.9	0.2

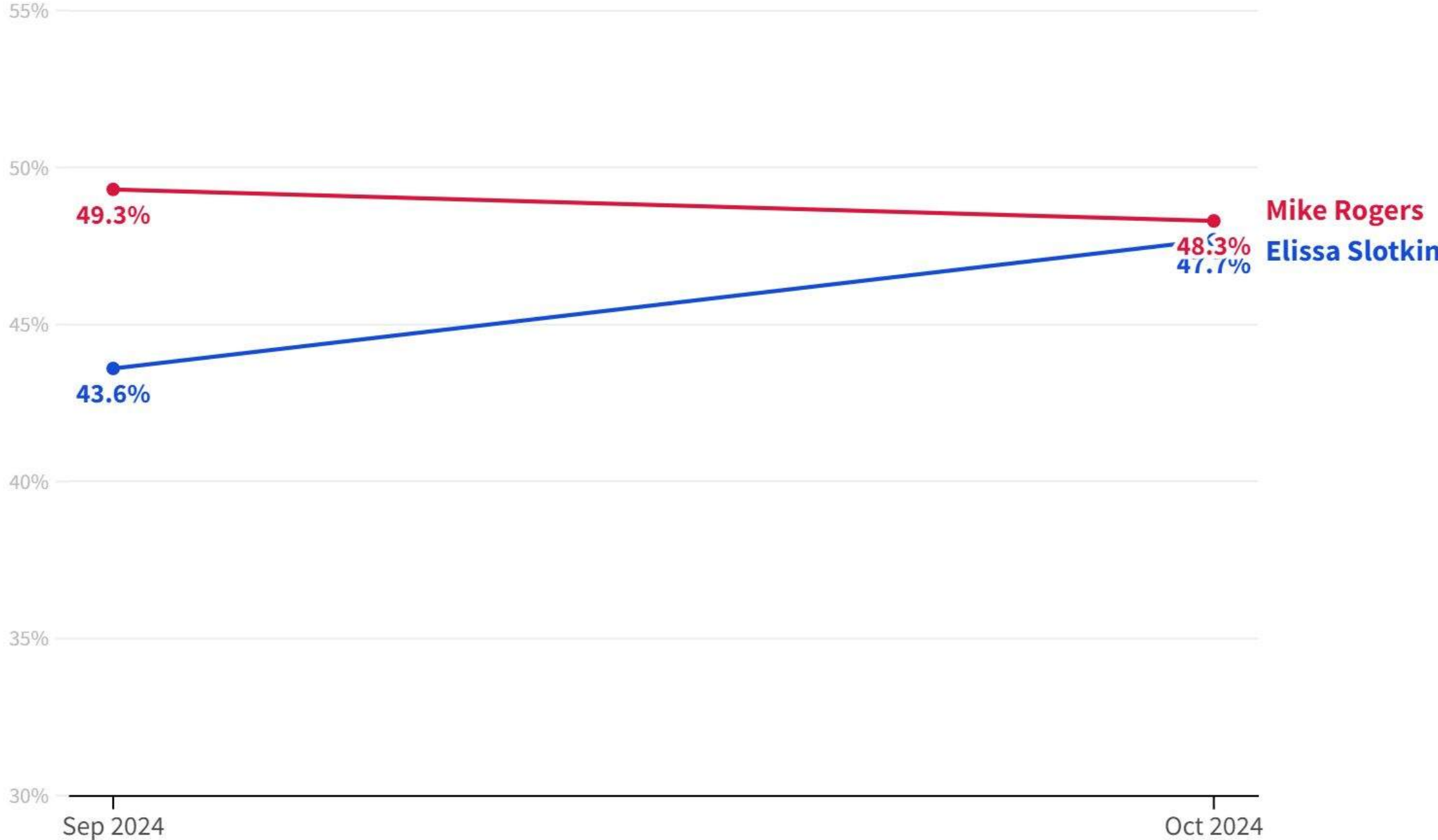
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Donald Trump	44.4	57.2	48.9	15.5	47.9	43.7	51.5	66.4	13.5	98.1	45.3
Kamala Harris	51.9	40.9	49.2	84.5	52.1	53.2	45.3	30.4	86.5	1.7	48.3
Blank / null / won't vote	1.7	1.5	1.3	0	0	0	2.1	0.6	0.1	0.2	3.7
Undecided	2	0.4	0.6	0	0	3.1	1.1	2.7	0	0	2.7

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	50.3	48.4	53.4	14.7	92.8	42.5
Kamala Harris	48.6	48.1	45	83.5	4.7	51.4
Blank / null / won't vote	1.1	1.9	1	1.4	0.8	4.8
Undecided	0	1.6	0.7	0.4	1.6	1.3

### Whom will you vote for in the United States Senate election in Michigan?



# Whom will you vote for in the United States Senate election in Michigan?



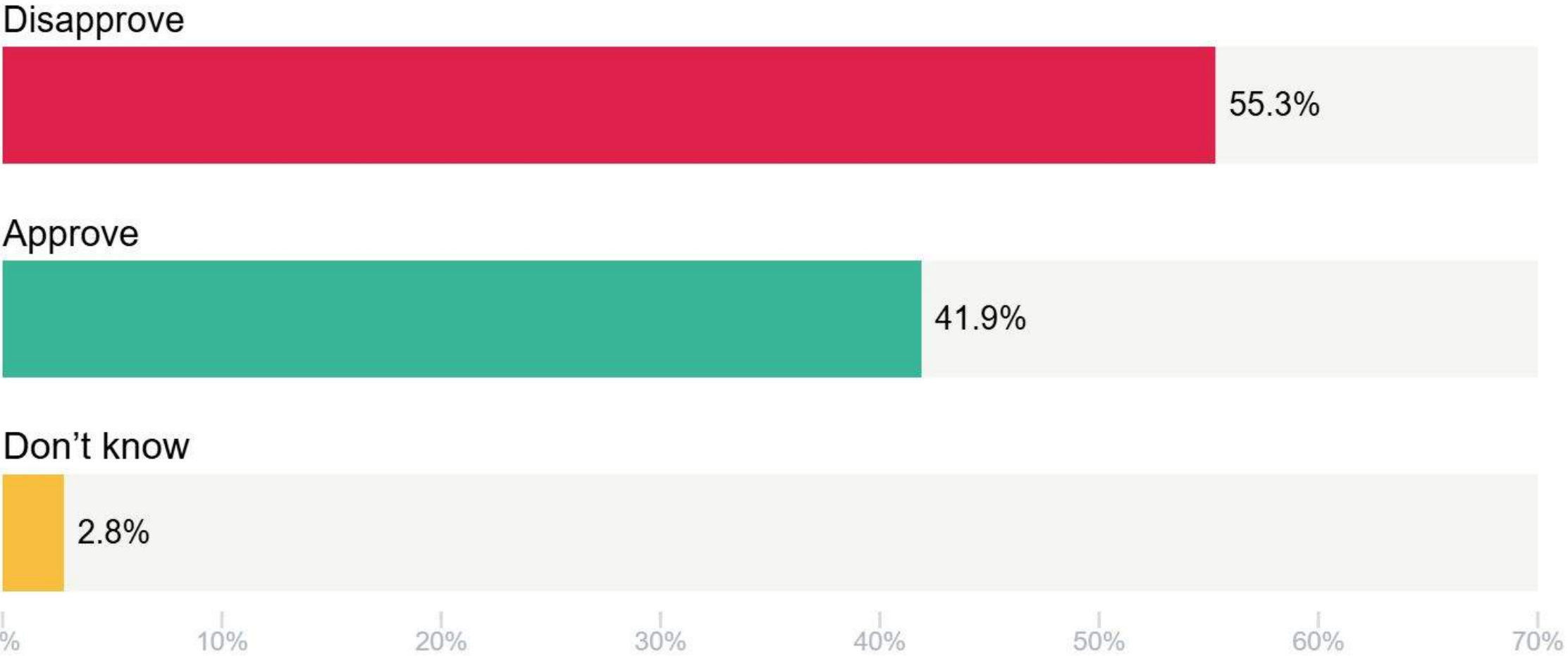
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Mike Rogers - Republican	46.4	49.9	47.3	47.8	48.7	47.6	50.8	47.1	48.3
Elissa Slotkin - Democrat	49.8	46.2	37.9	49.9	46.2	44.9	46.6	49.6	48.2
Other	1.5	1	0	0.8	1.5	2.9	0	1.2	1.1
Blank / null / won't vote	0.5	0.2	10.2	0.7	0.2	0.7	0.8	0.1	0.5
Don't know	1.8	2.6	4.7	0.8	3.3	4	1.8	2	1.8




























	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Mike Rogers - Republican	40.9	55	49.1	15.5	47.5	43	49.7	54.2	11.6	96.9	43
Elissa Slotkin - Democrat	53.6	42.8	46.9	84.5	52.1	53.2	45.7	35.8	88.4	1.2	48.2
Other	2	0.9	0.8	0	0	0	1.7	0.6	0	0	3.2
Blank / null / won't vote	0.1	0.7	0.6	0	0.4	0	0.5	0	0	0	1.2
Don't know	3.4	0.6	2.7	0	0	3.8	2.4	9.5	0.1	1.8	4.4




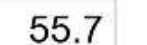





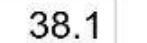





	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Mike Rogers - Republican	44.7	47.8	52	15.1	89.4	35.4
Elissa Slotkin - Democrat	53	47.3	44.8	82.8	5.9	54.3
Other	0	2.3	0	1.1	1.1	2.2
Blank / null / won't vote	0	0.6	0.5	0.3	0.4	1.7
Don't know	2.3	2	2.6	0.7	3.2	6.4



















## 2.2. Presidential Approval and Image of Politicians

### Do you approve or disapprove of Joe Biden's performance as president of the United States?



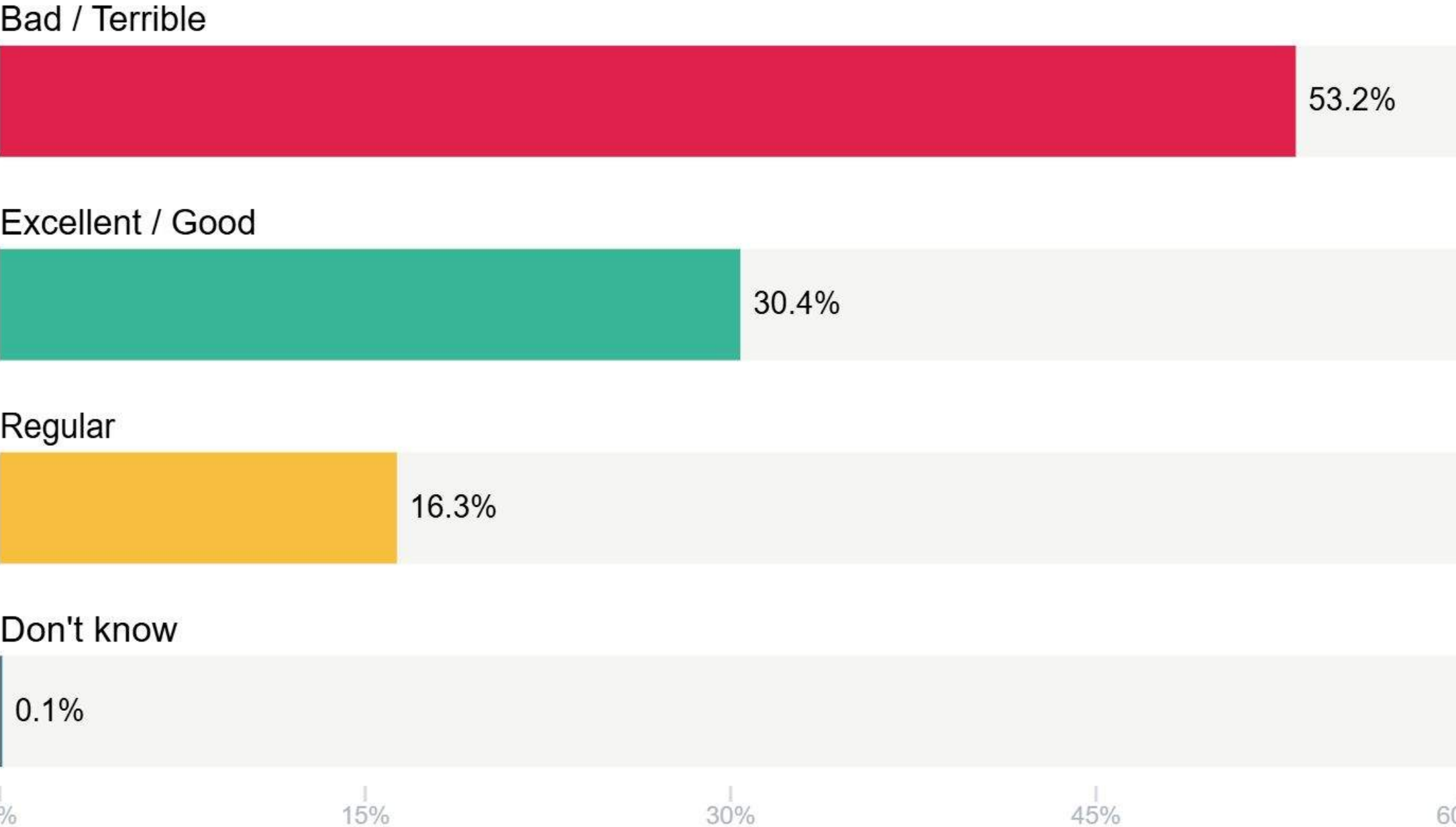
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Disapprove	 53.7	 56.3	 67.4	 53.6	 56.5	 65.8	 57.2	 51.4	 51
Approve	 42.4	 41.9	 24.6	 44.5	 40	 31.2	 39.1	 46	 46.7
Don't know	 3.8	 1.8	 8.1	 1.9	 3.5	 3	 3.7	 2.5	 2.4

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Disapprove	 52.8	 61.4	 51.4	 29	 47.9	 55.8	 57.1	 73.4	 16	 99.1	 55.7
Approve	 43.1	 36.5	 46.3	 71	 52.1	 32.5	 39.7	 26.6	 82.9	 0.5	 38.1
Don't know	 4.1	 2.1	 2.3	 0	 0	 11.7	 3.2	 0	 1.1	 0.4	 6.2

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Disapprove	 53.3	 54.8	 57.5	 18.6	 96.3	 60.9
Approve	 46.4	 41.7	 38.7	 77.2	 2.4	 36
Don't know	 0.3	 3.4	 3.8	 4.1	 1.3	 3.1



### How do you evaluate Joe Biden's performance as President?

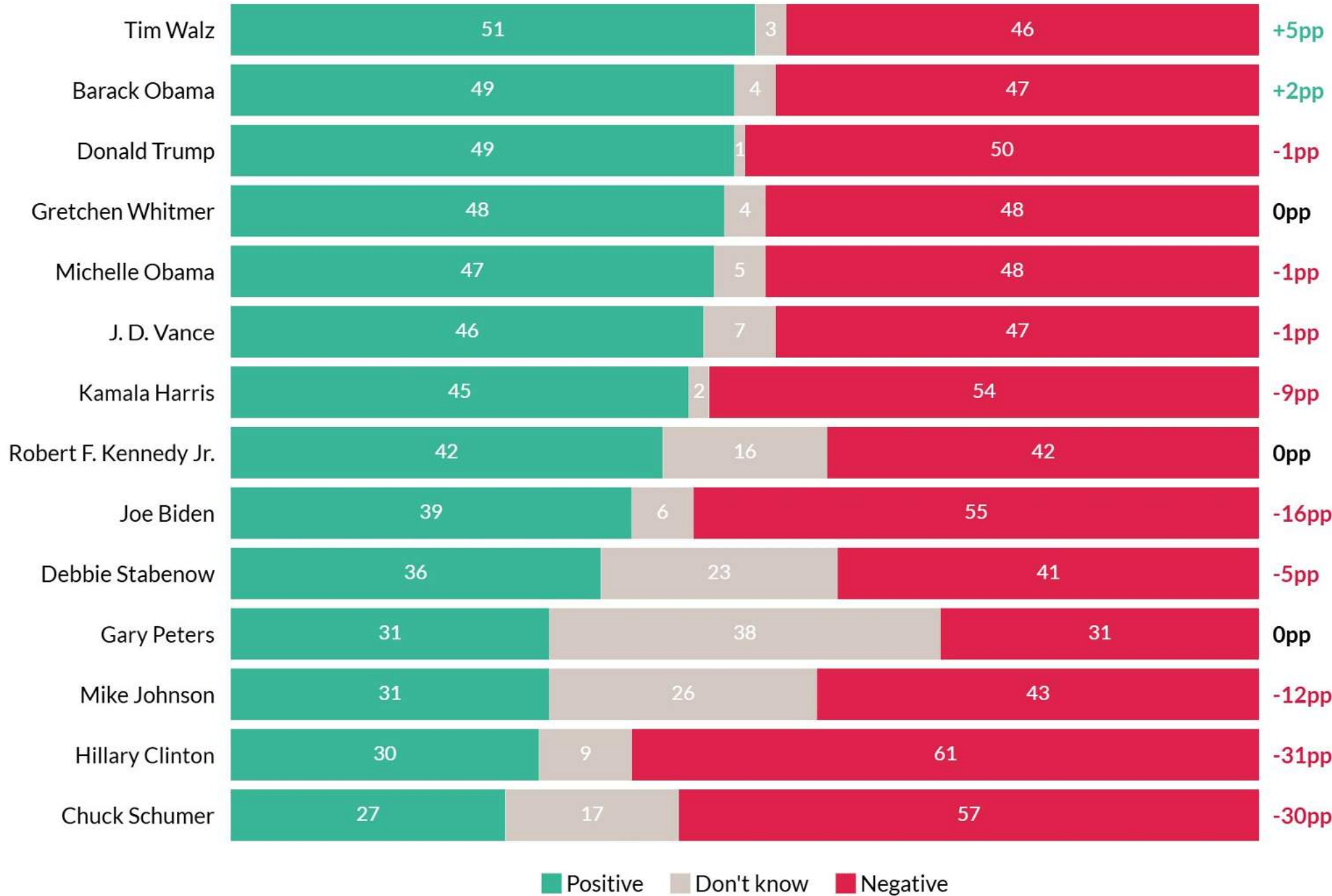


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Bad / Terrible	50.7	55.1	66.3	50.7	55	59.9	54.5	50.2	51.3
Excellent / Good	31.2	29.9	21.2	29.8	30.8	14.8	23.3	35.9	41.5
Regular	18	15	11.6	19.5	14.1	25.2	22.1	13.9	7.2
Don't know	0.1	0	0.9	0.1	0.1	0.1	0.1	0	0.1

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Bad / Terrible	49.7	60.4	49.4	15.5	47.9	49	55.1	72.9	14.5	97.4	53
Excellent / Good	34.1	26.3	30.8	65.9	41.3	27.1	27.5	13.8	64.8	0.3	23.6
Regular	16.2	13.1	19.8	18.7	10.8	24	17.4	13.3	20.7	2.3	23.3
Don't know	0	0.2	0	0	0	0	0.1	0	0	0	0.2

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Bad / Terrible	52.3	51.9	56.3	17.6	94.6	51.9
Excellent / Good	37.4	28.9	27.8	57	1.4	22.4
Regular	10.2	19.1	15.9	25.3	4	25.6
Don't know	0.1	0.1	0	0.1	0	0.1

### Do you have a positive or negative image of the following political figures?



# Favorability ratings [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
<b>Tim Walz</b>												
Positive	51.7	49.9	43.5	49.2	51.1	52.7	46.3	52.1	49.8	57	46.8	45.7
Don't know	2.9	3.2	6.1	1.4	4	10.4	0	1.8	2.7	3.9	1.2	3.6
Negative	45.4	46.9	50.4	49.3	44.8	36.9	53.7	46	47.5	39.1	52	50.8
<b>Donald Trump</b>												
Positive	48.5	49.1	33.5	50.1	48.4	54.5	58.8	42.8	48.3	41.7	48.7	58
Don't know	1.9	0.3	37	1.5	1.1	1	1.3	1.5	1.1	0	0.9	3.4
Negative	49.7	50.6	29.5	48.5	50.5	44.6	40	55.7	50.6	58.3	50.4	38.6
<b>Barack Obama</b>												
Positive	49.1	49.2	35.6	47.4	49.6	36.7	46.5	53.5	51	53.2	49.6	43.1
Don't know	3.1	4.5	0	3.7	3.8	9.4	7.8	1.3	1.3	3.3	3.6	4.4
Negative	47.8	46.3	64.4	48.9	46.5	53.9	45.7	45.2	47.7	43.5	46.8	52.5
<b>Gretchen Whitmer</b>												
Positive	52.9	44.2	35.6	50.2	46.6	44.1	45.3	54.3	40.8	49	48	47.5
Don't know	0.7	7.2	0	3.8	4.4	8.4	0	1.1	11.1	7.7	2.5	0.7
Negative	46.4	48.7	64.4	46	49	47.5	54.7	44.6	48.2	43.3	49.6	51.8
<b>Michelle Obama</b>												
Positive	47.7	47.5	35.6	48.8	46.4	46.6	39.1	49.4	51.4	53.5	46.7	40.5
Don't know	6	3.9	0	4.9	4.7	11.7	7.4	2.5	1.8	3.8	4.9	5.9
Negative	46.3	48.7	64.4	46.3	48.9	41.7	53.5	48.1	46.7	42.7	48.5	53.6
<b>J. D. Vance</b>												
Positive	44.9	46.1	33.5	45.9	45.6	52.2	42.5	43.1	48.3	39.9	46.7	52
Don't know	9	5.3	10.7	7.5	6.7	11.9	12.6	5.8	0.6	4.5	4.2	12.5
Negative	46	48.6	55.8	46.6	47.7	35.9	44.9	51	51.1	55.6	49.1	35.5
<b>Kamala Harris</b>												
Positive	42.7	46.6	29.5	42.7	45.5	26	36.1	51.8	51.1	50.5	45.8	35.9
Don't know	0.8	2.8	26.3	0.9	2.6	7.1	2.1	1.1	0	2.6	1.4	1.6
Negative	56.4	50.7	44.2	56.3	51.9	66.9	61.8	47.1	48.9	46.9	52.7	62.4
<b>Robert F. Kennedy Jr.</b>												
Positive	44.8	40	27.4	48.2	39.1	47.7	47.8	39.8	38.7	33.6	41.5	54.2
Don't know	12	18.7	55.6	9.3	19.5	6.8	24.1	18.5	9.3	18.1	16.4	12.6
Negative	43.2	41.3	17.1	42.5	41.4	45.5	28.1	41.7	52	48.2	42.1	33.2
<b>Joe Biden</b>												
Positive	37	40.2	29.5	44.8	35	25.5	31.3	43.8	44	38.9	42.7	35.6
Don't know	8.9	4	0	0.8	9.2	7.3	6.9	5.2	7.1	8.6	4.6	4.2
Negative	54.1	55.7	70.5	54.4	55.8	67.2	61.8	51	48.9	52.5	52.7	60.2
<b>Debbie Stabenow</b>												
Positive	31.2	40.4	12.4	36.5	35.6	21.6	27.5	45.6	34.6	38.4	42.7	27.7
Don't know	26.5	19.9	23.2	16.9	26.1	30.2	41.8	12.1	24.2	24.2	18.5	24.5
Negative	42.3	39.6	64.4	46.6	38.2	48.1	30.7	42.3	41.2	37.4	38.8	47.8
<b>Mike Johnson</b>												
Positive	29	33.1	14.1	26.5	33.6	40.6	33.3	23.6	37.5	31.5	25.6	35.2
Don't know	27.6	23.3	68.9	21.3	28	26.6	29.5	28.6	14.9	27.8	29.1	19.5
Negative	43.4	43.6	17.1	52.2	38.4	32.8	37.2	47.8	47.6	40.7	45.3	45.3
<b>Gary Peters</b>												
Positive	27.2	34.3	6.3	35.6	28	26.6	28.5	32.8	32.2	35.9	26	28.8
Don't know	41.2	35.8	49.5	26.9	44.8	28.1	47.8	37.9	39.3	35.6	43.2	37.1
Negative	31.6	29.9	44.2	37.5	27.1	45.3	23.7	29.3	28.5	28.5	30.8	34.1
<b>Hillary Clinton</b>												
Positive	25.4	34.3	6.3	26.1	32.1	4.3	18.5	42.4	33.5	33.1	33.9	23.1
Don't know	4.3	12	23.2	10.9	7.3	14.6	8.4	5.9	9.8	9.9	9.2	6.2
Negative	70.3	53.6	70.5	63.1	60.6	81.1	73.1	51.6	56.7	57.1	56.9	70.7
<b>Chuck Schumer</b>												
Positive	20.1	32.3	6.3	32.7	23	17.1	22.2	28.6	33	36.3	17.7	21.4
Don't know	17.5	16.1	55.6	13.6	18.6	17.8	20.5	15.9	14.8	14.8	14.8	20.8
Negative	62.4	51.6	38.1	53.7	58.4	65.1	57.3	55.5	52.2	48.9	67.5	57.8

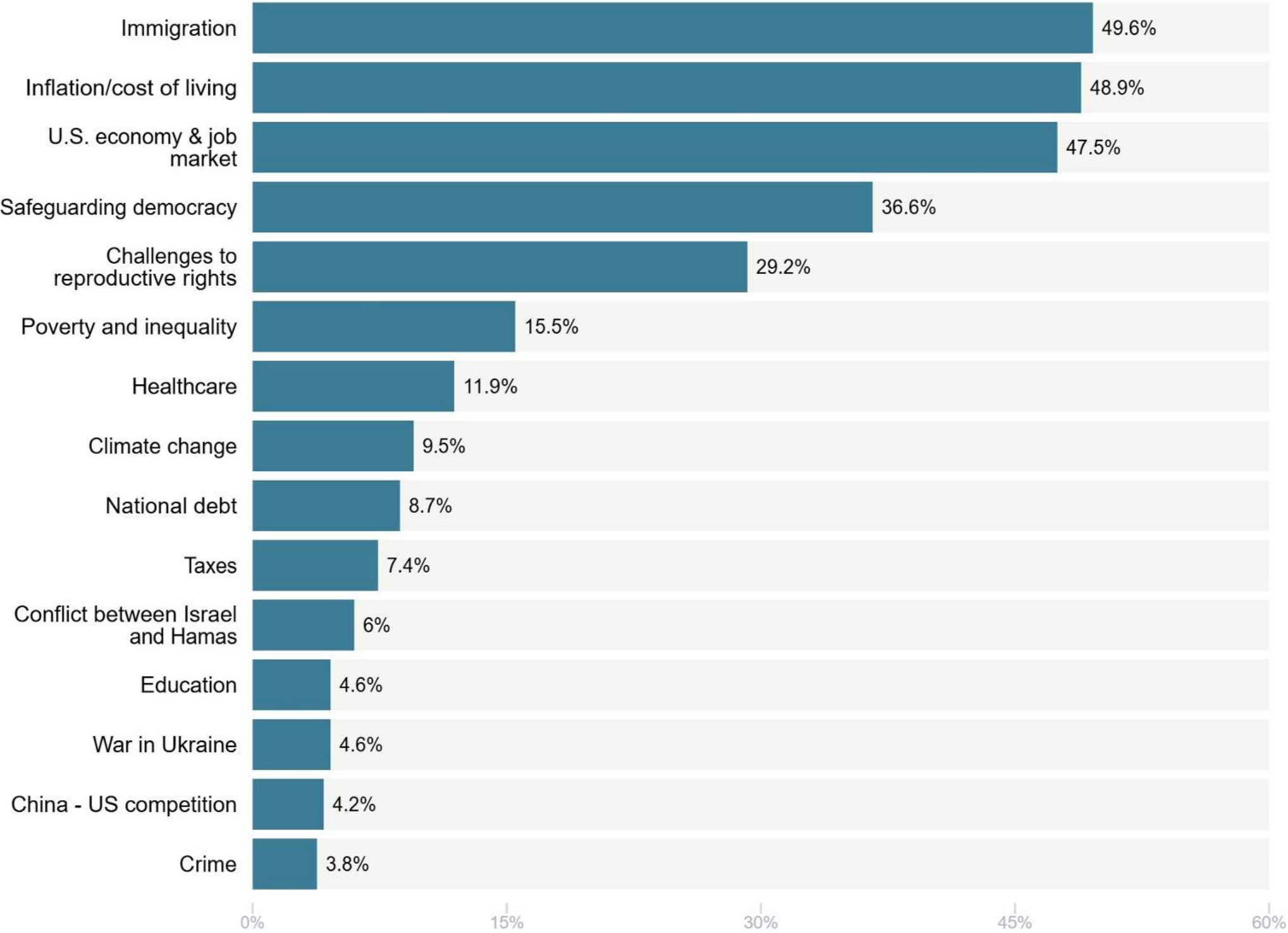
# Favorability ratings [Demographic crossings]



	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
<b>Tim Walz</b>														
Positive	100	78	83.4	43.1	51.6	96.6	6.3	54	73.3	46.8	42.3	89.4	14.5	64.8
Don't know	0	0	0	3.9	2.6	0.5	2	5.2	6.1	2.6	1.8	1.3	3.4	11.3
Negative	0	22	16.6	53	45.8	2.9	91.8	40.7	20.6	50.6	55.9	9.3	82.1	23.9
<b>Donald Trump</b>														
Positive	0	33.8	11.5	55.1	38.8	2.5	97.2	42.9	26.3	52.2	58	8	87.2	31.2
Don't know	0	0	0	1.3	6.6	0.9	1.3	1.4	1.2	1.2	1.4	0	2.2	2.3
Negative	100	66.2	88.5	43.6	54.5	96.6	1.6	55.6	72.5	46.6	40.6	92	10.6	66.6
<b>Barack Obama</b>														
Positive	100	66.2	83.4	43.3	38.5	97.3	8.4	48.5	73.5	44	41	88.4	12.1	61.4
Don't know	0	0	0	4.9	0	0	1.5	7.4	6.1	3.2	3.3	1.8	5.5	4.9
Negative	0	33.8	16.6	51.8	61.5	2.7	90.1	44	20.4	52.8	55.7	9.7	82.4	33.7
<b>Gretchen Whitmer</b>														
Positive	100	78	78.8	39.8	54.5	89.1	2.1	55.1	65.8	47.7	36.3	86.3	11.9	66.6
Don't know	0	0	21.2	3.8	0	8.3	1.6	3.5	12.8	1.7	2.9	4.9	3.6	2.9
Negative	0	22	0	56.4	45.5	2.5	96.3	41.4	21.4	50.5	60.8	8.8	84.5	30.5
<b>Michelle Obama</b>														
Positive	100	78	55.1	41.8	35.9	94.9	4.3	49.2	75.1	45.9	31.4	87.3	11	56.8
Don't know	0	0	8.3	4.9	12.8	3.5	2.6	6.8	8.1	5	2	2	6.2	12.7
Negative	0	22	36.6	53.3	51.3	1.6	93	44	16.8	49.1	66.6	10.7	82.8	30.5
<b>J. D. Vance</b>														
Positive	0	33.8	11.5	51.2	32.2	2.5	95.1	37.2	17.9	51	54.5	7.4	82.5	22.1
Don't know	0	0	20	7.1	8.3	0	3.4	13.3	9.6	4.6	9.7	3.3	10	9.1
Negative	100	66.2	68.5	41.7	59.5	97.5	1.5	49.6	72.5	44.4	35.8	89.3	7.5	68.8
<b>Kamala Harris</b>														
Positive	100	66.2	83.4	37.9	35.8	95.1	1.2	44.9	72.7	39	35.7	89	4.3	53
Don't know	0	0	0	2.4	4.9	1.4	0.8	3.2	6.1	0.9	1.4	1.1	2.8	2.3
Negative	0	33.8	16.6	59.7	59.2	3.4	98	52	21.2	60.1	62.8	9.9	92.9	44.8
<b>Robert F. Kennedy Jr.</b>														
Positive	0	33.8	36.6	45.5	21.6	3.7	77.4	41	24.9	48.3	42.6	11.2	72.4	22.1
Don't know	0	36.6	21.8	12.3	29.5	18.7	15.5	13.9	26.5	9.9	20.1	16.8	15.5	13
Negative	100	29.6	41.5	42.2	48.9	77.6	7.1	45.1	48.5	41.8	37.3	72	12.1	64.9
<b>Joe Biden</b>														
Positive	100	78	43.1	31.4	35.8	89.7	0.7	34.9	71.9	34	24.6	82.8	4	10.4
Don't know	0	0	40.3	5	0	6.3	0	10.4	0	8.4	6.3	6.9	3	24.1
Negative	0	22	16.6	63.6	64.2	4	99.3	54.7	28.1	57.6	69.1	10.3	93	65.5
<b>Debbie Stabenow</b>														
Positive	100	66.2	21.8	31.6	33.2	73.3	4.1	36	63.4	32.5	23.8	69	8.9	22.3
Don't know	0	0	73	23.7	2.6	22.7	21.3	24.2	24	22.6	22.2	21.1	21.2	44.1
Negative	0	33.8	5.1	44.7	64.2	4	74.6	39.8	12.6	44.9	54	9.9	69.9	33.6
<b>Mike Johnson</b>														
Positive	0	11.8	11.5	36.6	19.1	1.2	68.4	23.4	13.2	31.3	43.2	2.5	59.2	9.5
Don't know	0	48.1	0	23.7	42.9	26.4	23.7	25.5	36.6	24.3	20.5	26	23.5	39.5
Negative	100	40.1	88.5	39.7	38	72.5	7.9	51.1	50.3	44.5	36.3	71.5	17.2	51
<b>Gary Peters</b>														
Positive	100	36.6	53.6	27.1	33.2	72.3	5.1	24.4	38.9	31.7	23.5	55.2	10.5	24.9
Don't know	0	41.1	46.4	38.3	18.8	22	36.4	48.9	50.1	31.9	43.2	37.6	36.9	51.2
Negative	0	22.3	0	34.6	48	5.7	58.5	26.7	11	36.4	33.3	7.2	52.6	23.8
<b>Hillary Clinton</b>														
Positive	100	66.2	43.1	22.8	20.6	73.9	0.4	24.8	61.8	22.9	21.6	64.2	0.4	26.9
Don't know	0	0	0	10.3	19.3	11.5	1.1	12	14	6.2	9.5	14.4	4	6.2
Negative	0	33.8	56.9	66.9	60.1	14.6	98.5	63.2	24.2	70.9	68.9	21.3	95.6	66.9
<b>Chuck Schumer</b>														
Positive	100	36.6	21.8	24.2	33.2	75.6	0.7	15.9	42.2	24.9	19	58.1	2.4	0
Don't know	0	0	49.5	17.2	16.9	17.6	5.7	23.9	18.2	13.7	21.6	20	9	54.1
Negative	0	63.4	28.6	58.6	49.9	6.8	93.6	60.2	39.6	61.4	59.4	21.9	88.7	45.9

## 2.3. Key Topics

### In your opinion, what are the greatest challenges the United States faces today?



# Greatest challenges to the US [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
Immigration	44.6	53.7	60.2	49.5	49.7	53.7	47.6	47.1	52.2	44.3	55.1	49.2
Inflation/cost of living	48.2	48.8	75.8	44.7	51.9	59.4	57.2	42.1	42.6	52.2	49.3	44.9
U.S. economy & job market	49	45.9	52.6	46	48.5	59.9	45.7	44.9	43.2	47.5	50.4	44.1
Safeguarding democracy	38	35.9	14.7	41.4	33.1	23.5	34.6	38.9	45.5	35.5	35.3	39.1
Challenges to reproductive rights	24.8	33.2	29.3	30.8	28.1	19.9	34.2	30.2	30.2	31.5	25.4	30.9
Poverty and inequality	17.1	14.3	9.6	15.4	15.6	13.4	13.5	21.5	9.7	12.9	17.6	16.1
Healthcare	12.7	11.5	2.6	11.5	12.3	11.2	7.9	14.1	13.2	12.3	8.4	15.4
Climate change	9.6	9.3	16.5	9.8	9.3	14.7	8.5	7.4	9.6	10.7	7.7	10.2
National debt	11.1	6.7	9	6.7	10.2	5.9	7.9	9.2	11.1	7.9	10.5	7.9
Taxes	8.2	6.6	11.8	4.3	9.6	2.6	10.2	7.9	7.7	7	7.2	8.1
Conflict between Israel and Hamas	4.6	7.3	6.2	7.7	4.8	6.8	3.6	8.8	3.5	7.1	4.7	6.4
Education	5.3	4.1	4.6	5.8	3.8	6	3.1	5.6	3.6	5.7	4.1	4.1
War in Ukraine	5.2	4.2	0	4.9	4.5	6.3	3.6	4.1	5.1	4.7	3.1	6.2
China - US competition	5.3	3.4	0.6	4.6	4	10.4	3.2	1.5	4.8	5.5	4.1	3.1
Crime	4.5	3.2	3.6	2.1	5	0.2	3.1	5.1	5.3	3.1	4.6	3.6

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Immigration	15.5	52.2	48.2	49.6	58.7	17.6	90.2	46.2	49.2	49.7	49.5	20	85.7	40.5
Inflation/cost of living	15.5	39.9	36.4	52.8	59.6	25.6	71.2	52	39.1	49.8	55.3	30.7	69.8	49.5
U.S. economy & job market	29	51.4	75.7	45	49.9	25.5	72.8	47.1	44.1	51	42.8	29.1	67.9	50.6
Safeguarding democracy	64.6	44	30.1	34.3	32.6	61.5	11.1	34.5	37.3	36.8	35.7	57.5	12.7	35.9
Challenges to reproductive rights	71.3	27.3	28	29	20.5	57.8	3	24.6	30.7	29.5	27.4	51.2	3.1	33.2
Poverty and inequality	49.2	29.9	9.5	11.3	10.9	29.6	0.2	14.9	32.4	8.7	15	28.2	3.1	4.6
Healthcare	5.2	11.6	9.5	12.9	4.4	20.8	3.1	11	12.2	13.9	8.1	18.7	3.4	15.5
Climate change	33.8	0	15.6	10.9	9.1	19.7	0.4	7.7	10.7	10.7	6.3	16.4	0.4	14.9
National debt	0	5.6	1.4	10.1	11.7	5.1	12.5	9.1	10.5	8.2	8.3	3.8	13.6	12.9
Taxes	0	2.9	6.5	8.4	15.9	2.1	9.7	10.2	2.3	7.7	11.1	4	11.4	7.4
Conflict between Israel and Hamas	0	4.7	0	7	3.2	3.8	4.7	9	4.4	8	3.5	7.5	4.2	6.3
Education	0	0.4	17	5.1	1.9	8.1	1.3	4.1	6.7	4.3	3.7	6.9	1.6	6.9
War in Ukraine	0	2.8	2.3	5.5	2.2	5.8	3.3	4.7	2.2	6.3	3.5	4	5	6.7
China - US competition	0	3.4	4	4.4	7.2	3.6	3.5	5.4	5.9	4	3.3	2.8	5.1	8.1
Crime	0	1	8.8	4.2	5.1	0.1	8.8	3.1	2.1	2.6	7.6	0.8	7.8	1.3



ATLAS POLL

10/12/2024-10/17/2024

# Nevada

US Presidential Election 2024

# 1. Methodology and sample profile

Target population  
**Likely voters in Nevada**

Sample size  
**1,171 respondents**

Methodology  
**Random Digital Recruitment (Atlas RDR)**

Margin of error  
**±3 p.p.**

Confidence level for estimation of the margin of error  
**95%**

Polling Period  
**10/12/2024 - 10/17/2024**

Gender	
Female	49.5%
Male	49.2%
Other / prefer not to identify	1.2%

Yearly household income	
Below \$50k	34.3%
\$50k - \$100k	33.8%
Above \$100k	31.8%

Partisanship	
Democrat	38.5%
Republican	35.9%
Independent	25.7%

Age	
18 - 29	15.9%
30 - 44	25.9%
45 - 64	36.2%
65+	22%

Education Level	
College degree or higher	31%
All other	69%

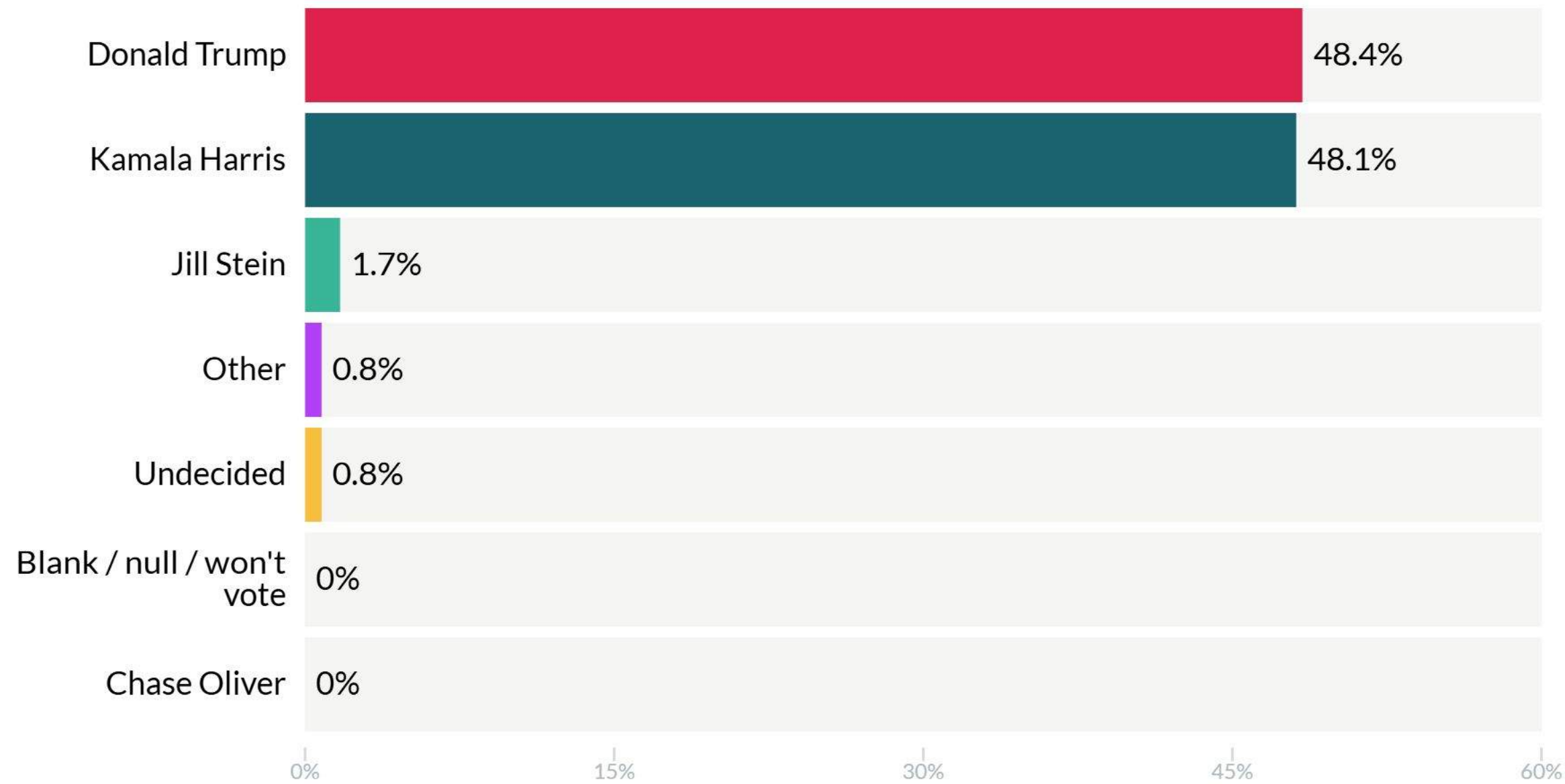
Region	
Suburban	50.7%
Urban	38.7%
Rural	10.6%

Race	
White	60.5%
Black	10.6%
Hispanic	18.9%
Asian	6.5%
Other	3.6%

## 2. Results

## 2.1. Presidential and Senate Elections

### For which of these candidates on the Nevada ballot will you vote for in the upcoming presidential election?

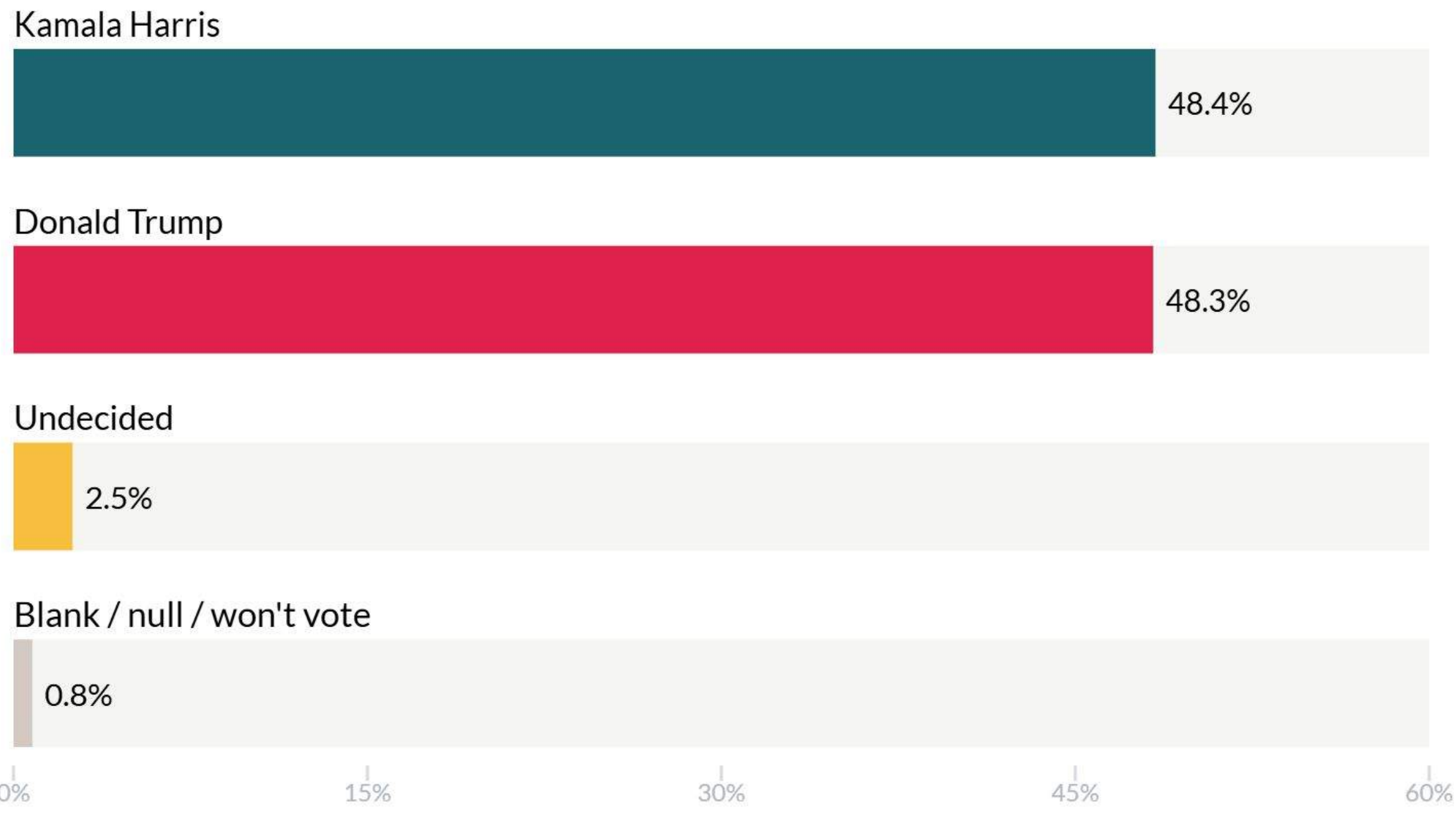


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Donald Trump	47.2	49.1	69.5	40.6	52	47.9	43.8	49.7	52.2
Kamala Harris	52.3	44.5	26.5	55	45	42	52.5	48	47.5
Jill Stein	0.2	3.2	4	1	2.1	4.6	0.9	2	0.2
Other	0	1.7	0	2.7	0	5.3	0	0	0
Undecided	0.3	1.4	0	0.6	0.9	0.2	2.8	0.1	0.2
Blank / null / won't vote	0	0	0	0	0	0	0	0	0
Chase Oliver	0	0.1	0	0.1	0	0	0	0.1	0

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Donald Trump	55.3	42.7	47	39.6	34	46.5	52.3	51.6	6.9	92.8	48.6
Kamala Harris	39.5	52.8	52.5	60.4	52.9	49.7	45.6	47.4	89.3	7.1	43.8
Jill Stein	2.7	2.2	0.2	0	5.2	3.8	0.8	0	1.9	0	3.9
Other	2.4	0	0	0	7.9	0	0	0	0	0	3.3
Undecided	0	2.3	0.2	0	0	0	1.3	1	1.9	0.1	0.3
Blank / null / won't vote	0	0	0	0	0	0	0	0	0	0	0
Chase Oliver	0	0	0.1	0	0	0	0.1	0	0	0	0.1

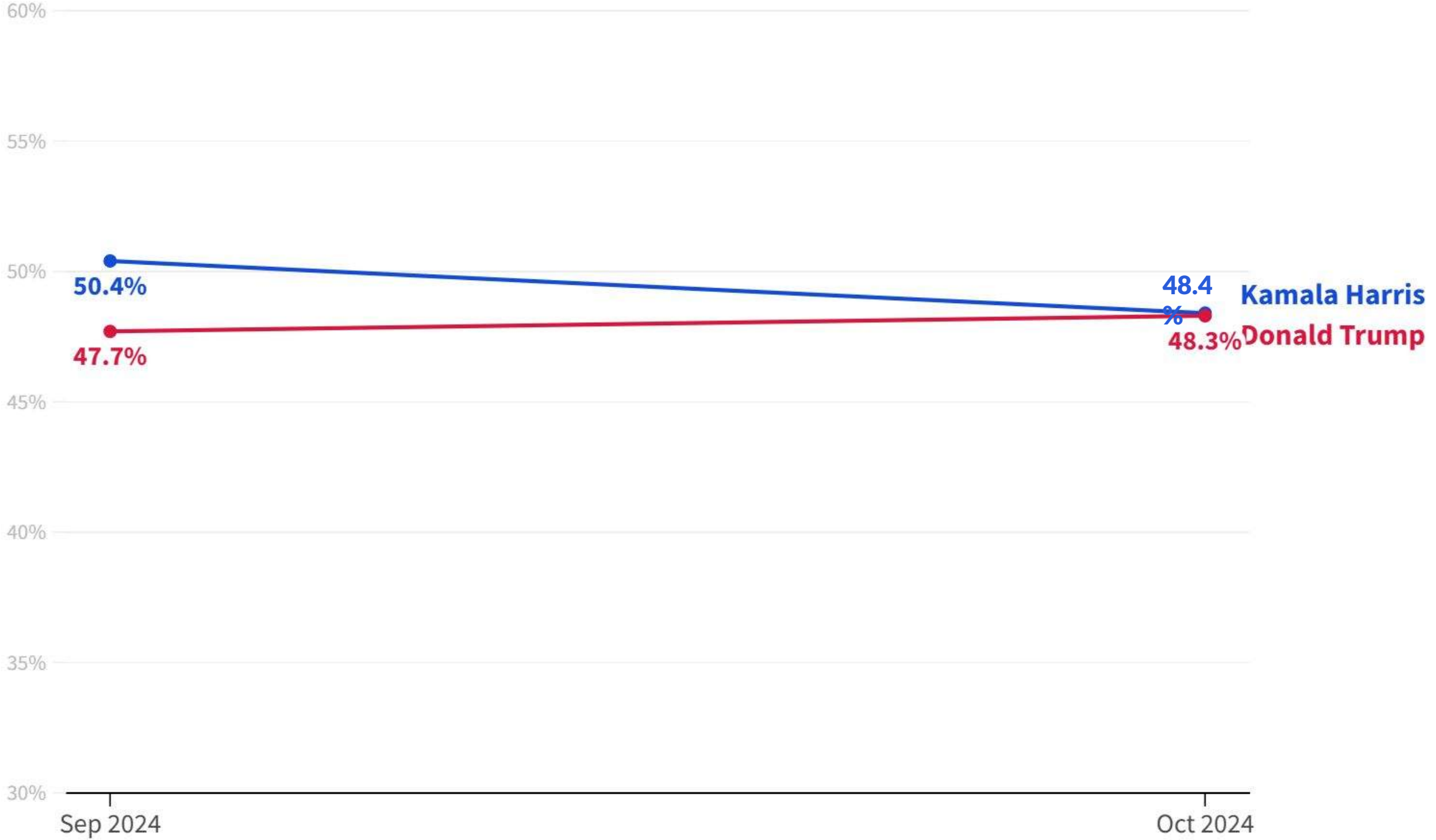
	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	47	45	69.6	5.6	96.4	45.5
Kamala Harris	51.3	49.9	28.5	90.6	3.6	37.2
Jill Stein	1.6	1.8	1.9	2.1	0	8
Other	0	1.6	0	0	0	8.8
Undecided	0.1	1.6	0	1.7	0	0.4
Blank / null / won't vote	0	0	0	0	0	0
Chase Oliver	0	0.1	0	0.1	0	0

### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?





### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?



	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Kamala Harris	52.7	44.7	26.5	55.8	45	42	53.2	48.3	47.6
Donald Trump	46.9	49.1	69.5	40	52	47.9	43.2	49.7	52.1
Undecided	0.3	4.8	0	3.2	2.2	9.9	2.8	0.6	0.2
Blank / null / won't vote	0.2	1.4	4	1	0.8	0.2	0.9	1.4	0.2

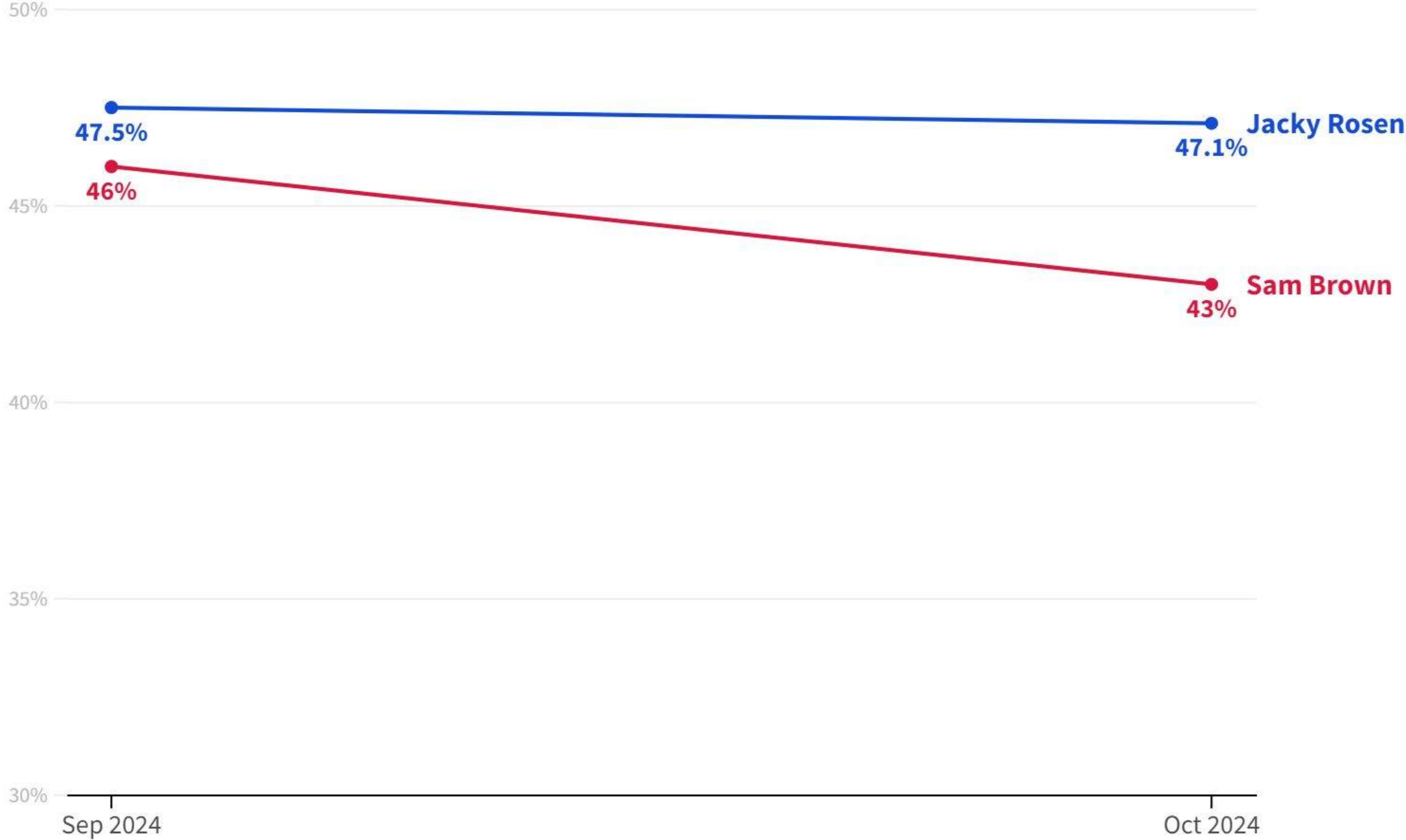
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Kamala Harris	39.5	52.9	53.2	62.8	52.9	49.7	45.7	47.8	89.3	7.6	44.1
Donald Trump	55.3	42.7	46.5	37.2	34	46.5	52.2	51.2	6.8	92.3	48.6
Undecided	5	2.2	0.2	0	7.9	3.7	1.6	1	1.9	0.1	6.9
Blank / null / won't vote	0.1	2.2	0.2	0	5.2	0.1	0.5	0	1.9	0	0.4

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Kamala Harris	51.7	50	28.5	90.8	4	37.2
Donald Trump	46.6	45	69.6	5.5	96	45.5
Undecided	0.1	4.6	1.9	2.1	0	16.6
Blank / null / won't vote	1.6	0.4	0	1.6	0	0.7

### Whom will you vote for in the United States Senate election in Nevada?



# Whom will you vote for in the United States Senate election in Nevada?



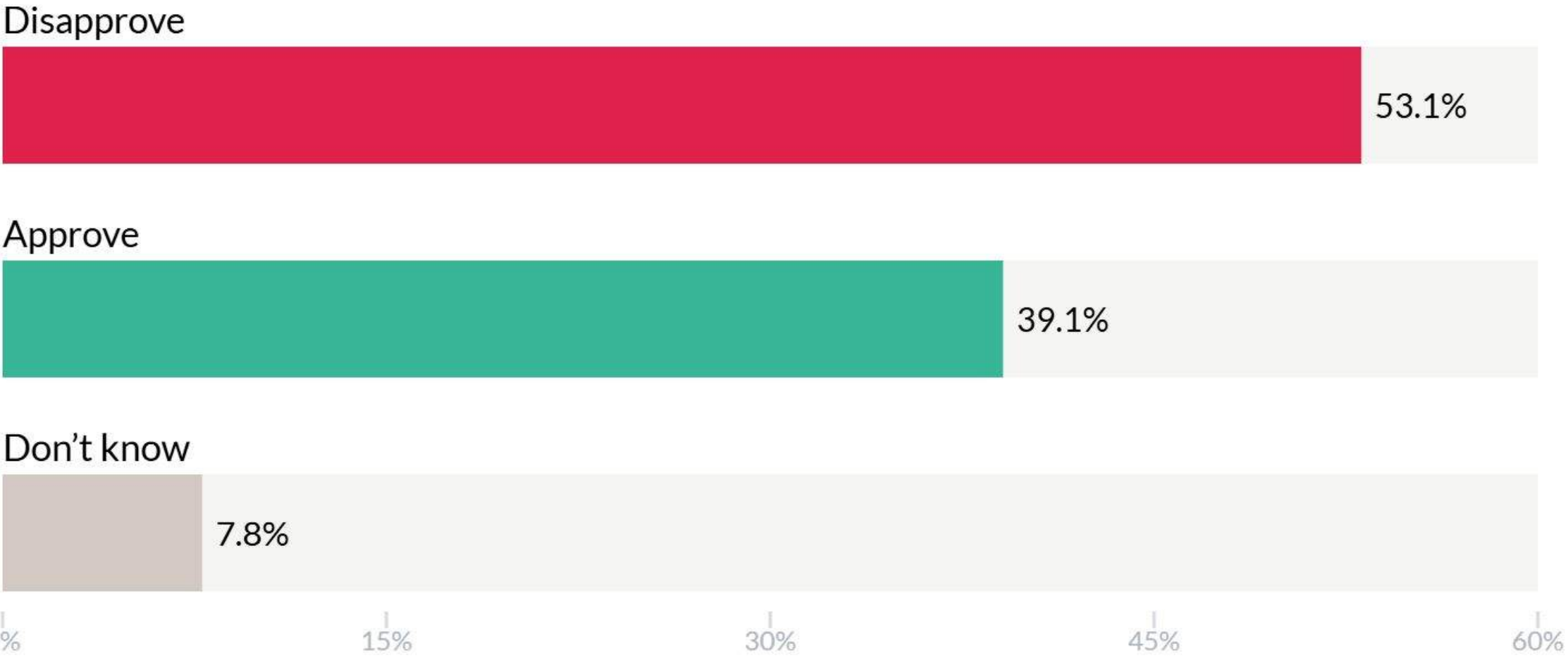
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Jacky Rosen - Democrat	51.1	43.6	26.5	54.7	43.7	43.1	49.4	47.4	46.8
Sam Brown - Republican	40.9	44.5	67.8	37.1	45.7	40.1	37.8	46	46.3
Blank / Null / Won't vote	2.3	2.4	3.1	3.1	2	5.8	1.9	2.3	0.3
Other	2.2	0.2	2.1	0.4	1.6	0	2	0.3	2.6
Don't know	3.5	9.2	0.4	4.7	7	10.9	8.8	3.9	4










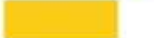



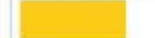

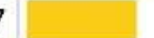
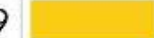
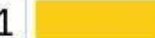









	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Jacky Rosen - Democrat	40.4	48.8	52.6	61.5	66	47	42.3	47.1	86.2	7.5	43.8
Sam Brown - Republican	49	36.4	43.6	32.1	28.6	41	47.3	43.9	4.9	84.2	42.4
Blank / Null / Won't vote	3.1	2.7	1.2	0	0	1.5	3.3	1.9	1.4	1.4	5.1
Other	1.3	1.9	0.4	0	0.7	4.3	0.6	0	1.4	1.2	1.1
Don't know	6.2	10.3	2.2	6.4	4.8	6.2	6.5	7.2	6.1	5.6	7.6






	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Jacky Rosen - Democrat	49.4	49.4	28	87.3	4.2	40.2
Sam Brown - Republican	40.9	41.1	59.5	5.3	86.2	36.1
Blank / Null / Won't vote	0.2	3.1	6.5	2.3	2.5	2.4
Other	0.8	1.3	2.5	0.2	2.5	0.3
Don't know	8.6	5.1	3.5	4.9	4.6	21



















## 2.2. Presidential Approval and Image of Politicians

### Do you approve or disapprove of Joe Biden's performance as president of the United States?



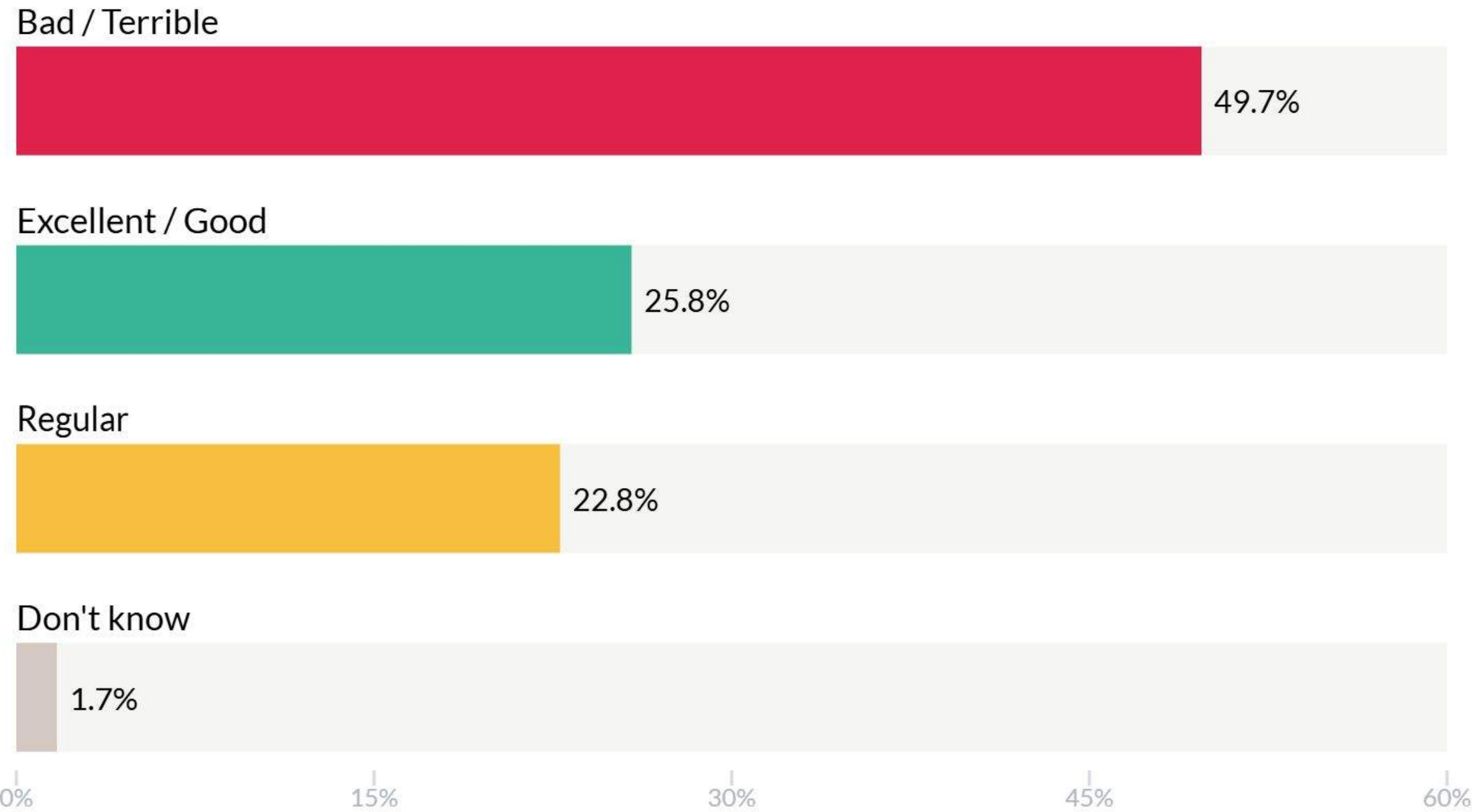
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Disapprove	 52	 53.7	 76.3	 46.5	 56.1	 57.9	 49.9	 53	 53.7
Approve	 40.6	 38.2	 13.8	 42.3	 37.7	 17	 39	 45.1	 45.4
Don't know	 7.3	 8.1	 10	 11.2	 6.2	 25.2	 11.1	 1.9	 0.9

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Disapprove	 58.8	 51.7	 48.5	 59.1	 39.2	 48.7	 56.3	 52.9	 15.8	 93.3	 52.8
Approve	 34.7	 36.8	 46.4	 31	 49.6	 38.9	 38.1	 40.7	 78.9	 5.1	 27.1
Don't know	 6.5	 11.6	 5.1	 9.9	 11.2	 12.4	 5.6	 6.4	 5.3	 1.6	 20.1

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Disapprove	 52.9	 49.4	 71.5	 14.1	 96.1	 53.9
Approve	 40.8	 41.7	 20.8	 74.3	 3.9	 22.1
Don't know	 6.3	 8.9	 7.6	 11.6	 0	 24



### How do you evaluate Joe Biden's performance as President?

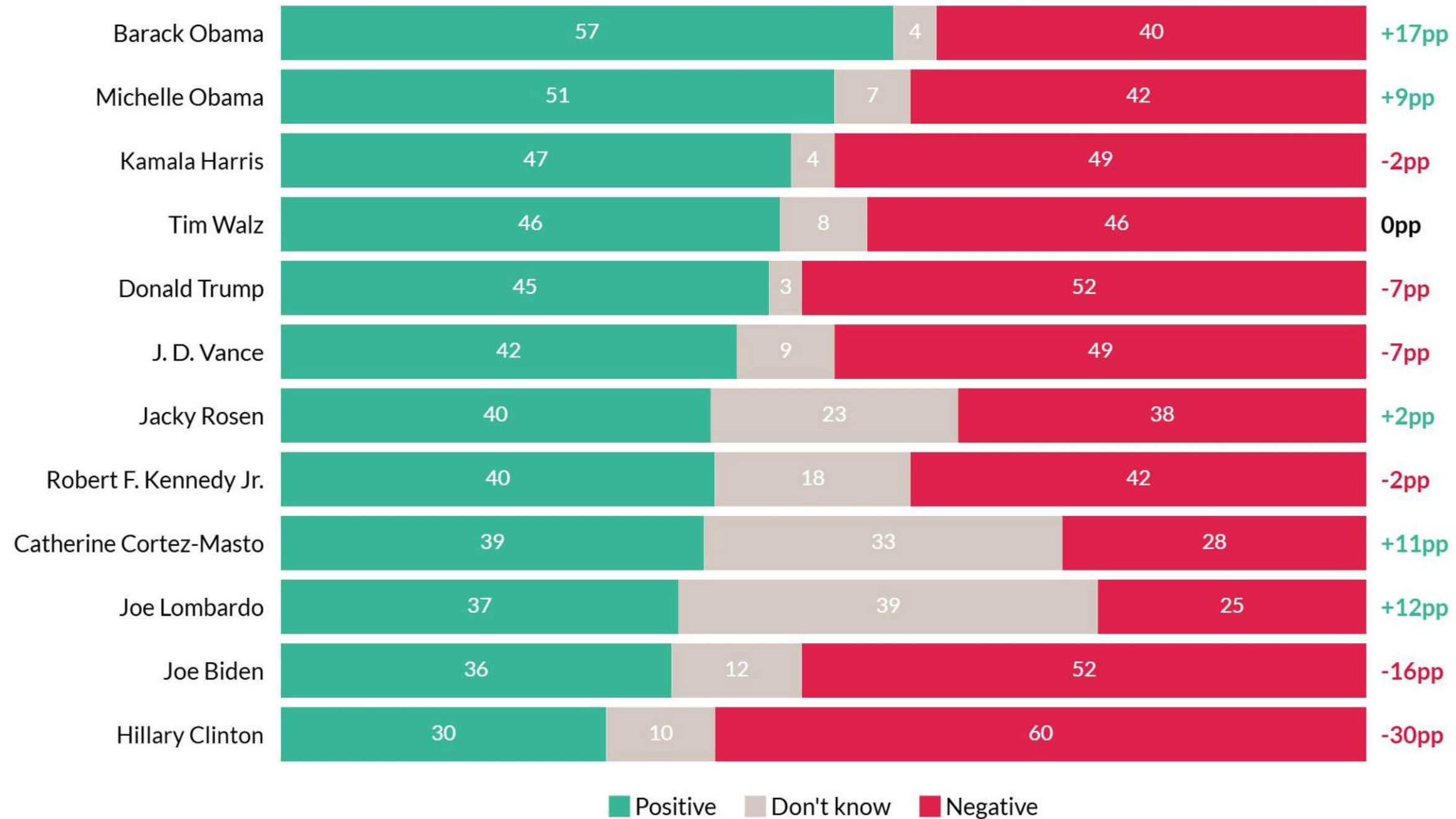


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Bad / Terrible	48.7	50.3	66.5	41.8	53.3	49.6	46	51.6	51.1
Excellent / Good	24.5	27.4	12.9	25	26.2	3.7	18.1	31.3	41.8
Regular	26.7	19.1	18.3	30.2	19.5	36.8	35.8	17.1	6.9
Don't know	0.1	3.2	2.3	3.1	1	9.9	0.1	0.1	0.1

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Bad / Terrible	55.9	45.7	47.3	44.4	39.2	45.4	53.5	49.1	9.5	92.1	50.8
Excellent / Good	24.1	25.9	27.5	31	23.1	29.1	25.3	14.2	53.4	4.8	13.8
Regular	15.4	28.4	25	24.6	29.8	21.8	21.1	34.9	37.1	3.1	29.1
Don't know	4.5	0	0.3	0	7.9	3.7	0.1	1.8	0	0	6.4

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Bad / Terrible	47.7	47.5	67.7	8.6	95.6	47.5
Excellent / Good	25.9	29.1	9.5	50.7	3.4	3.1
Regular	26.4	20.1	22.8	40.7	1	32.1
Don't know	0	3.3	0	0	0	17.2

### Do you have a positive or negative image of the following political figures?



# Favorability ratings [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
<b>Barack Obama</b>												
Positive	60.5	54.4	17	67.6	51.4	68.3	57	58.1	44.8	39.9	65.4	64.5
Don't know	4.6	2.2	4.2	2.1	4.2	2.5	6.3	3.7	0.3	5.4	2.5	2.7
Negative	34.9	43.4	78.8	30.3	44.4	29.3	36.6	38.2	54.9	54.7	32.1	32.8
<b>Michelle Obama</b>												
Positive	51.3	52.2	15.9	58.2	47.4	42	56.9	55.5	44.4	35.7	55.7	61.5
Don't know	8.5	4.3	12.7	7.4	6.2	9.1	10	5.5	1.8	5.5	9	5
Negative	40.3	43.5	71.4	34.5	46.4	48.9	33	39	53.8	58.8	35.3	33.5
<b>Kamala Harris</b>												
Positive	49.7	44.3	15.9	59.1	40.1	37.3	57.1	46.5	41.9	35.9	45.7	58.4
Don't know	4.3	4.4	0	0.4	6.3	14.8	1.7	3.1	0	5.3	5.9	1.3
Negative	46	51.3	84.1	40.5	53.6	47.9	41.2	50.3	58.1	58.7	48.4	40.2
<b>Tim Walz</b>												
Positive	48.8	44.4	15.9	52.4	43	39.1	58.1	44.8	40	30.6	51.4	56.3
Don't know	7.9	7.6	2.9	8.5	7.3	11.5	5.1	8.4	6.1	14.1	3.9	5.2
Negative	43.3	48	81.3	39.1	49.8	49.4	36.8	46.7	53.8	55.3	44.8	38.5
<b>Donald Trump</b>												
Positive	44	45.5	66.4	35.5	50.2	42.9	36.8	45	57.6	58	41.3	36.4
Don't know	1.1	5.1	0	2.3	3.2	9	1.8	2.3	0	4.2	1.7	3
Negative	54.9	49.4	33.6	62.2	46.6	48.1	61.5	52.6	42.4	37.8	57	60.7
<b>J. D. Vance</b>												
Positive	40.2	42	74.5	32.7	46.2	34.4	35.6	40.8	57	49.9	38.9	36.4
Don't know	8.8	9.3	3.3	9.5	8.7	22	4.6	8.8	2.8	15.6	5.8	5.7
Negative	51	48.7	22.2	57.8	45.1	43.5	59.7	50.4	40.2	34.5	55.3	58
<b>Robert F. Kennedy Jr.</b>												
Positive	36.6	43.2	77.8	32.9	44.3	50	30.9	37.3	48.7	51.7	37.4	32.2
Don't know	22.1	13.2	0	20	16.4	13.4	20.8	22.3	9.4	21.7	15.2	16.2
Negative	41.3	43.6	22.2	47	39.4	36.6	48.3	40.5	41.8	26.6	47.4	51.6
<b>Jacky Rosen</b>												
Positive	44.2	35.2	15.9	43.6	37.3	35	42.6	39.2	40.4	27.7	39.8	51.3
Don't know	22.1	24.4	5.7	25.4	21.6	25.7	23.7	24.4	16.7	23.6	23.5	21.3
Negative	33.7	40.5	78.4	30.9	41	39.3	33.7	36.3	43	48.6	36.7	27.4
<b>Catherine Cortez-Masto</b>												
Positive	43.2	35.1	15.9	41.3	37.7	34.2	44	36.7	40.8	27.5	41.8	47.4
Don't know	29.5	36	42.5	36	31.1	33.9	32.7	37	24.5	37.4	29.9	31.1
Negative	27.3	28.9	41.7	22.7	31.2	31.9	23.3	26.4	34.6	35.1	28.4	21.5
<b>Joe Lombardo</b>												
Positive	38.1	34.5	61.4	35.6	37.5	32.3	37.1	40.2	34.8	38.3	32.5	40.5
Don't know	40.6	37.2	11.1	45	35.3	45.6	37.1	36.4	37.9	44.6	40.9	29.3
Negative	21.3	28.3	27.5	19.4	27.2	22.1	25.7	23.4	27.3	17.1	26.6	30.2
<b>Joe Biden</b>												
Positive	34.5	39.1	15.9	39.3	34.7	15	39.2	42.2	41.9	25.8	34.3	49.4
Don't know	15.1	9.4	0	14.6	10.9	28.2	18	6.6	0.2	8	20.2	7.4
Negative	50.4	51.5	84.1	46.1	54.3	56.8	42.9	51.2	57.9	66.2	45.5	43.2
<b>Hillary Clinton</b>												
Positive	25.8	35.1	15.9	29.2	30.3	10.8	29	36.8	36.8	21.6	30.9	37.4
Don't know	13	6.7	0	14.1	7.7	8.3	14.3	11.2	3.3	6.5	9	14.4
Negative	61.1	58.2	84.1	56.7	62	80.8	56.8	51.9	59.9	71.9	60	48.2

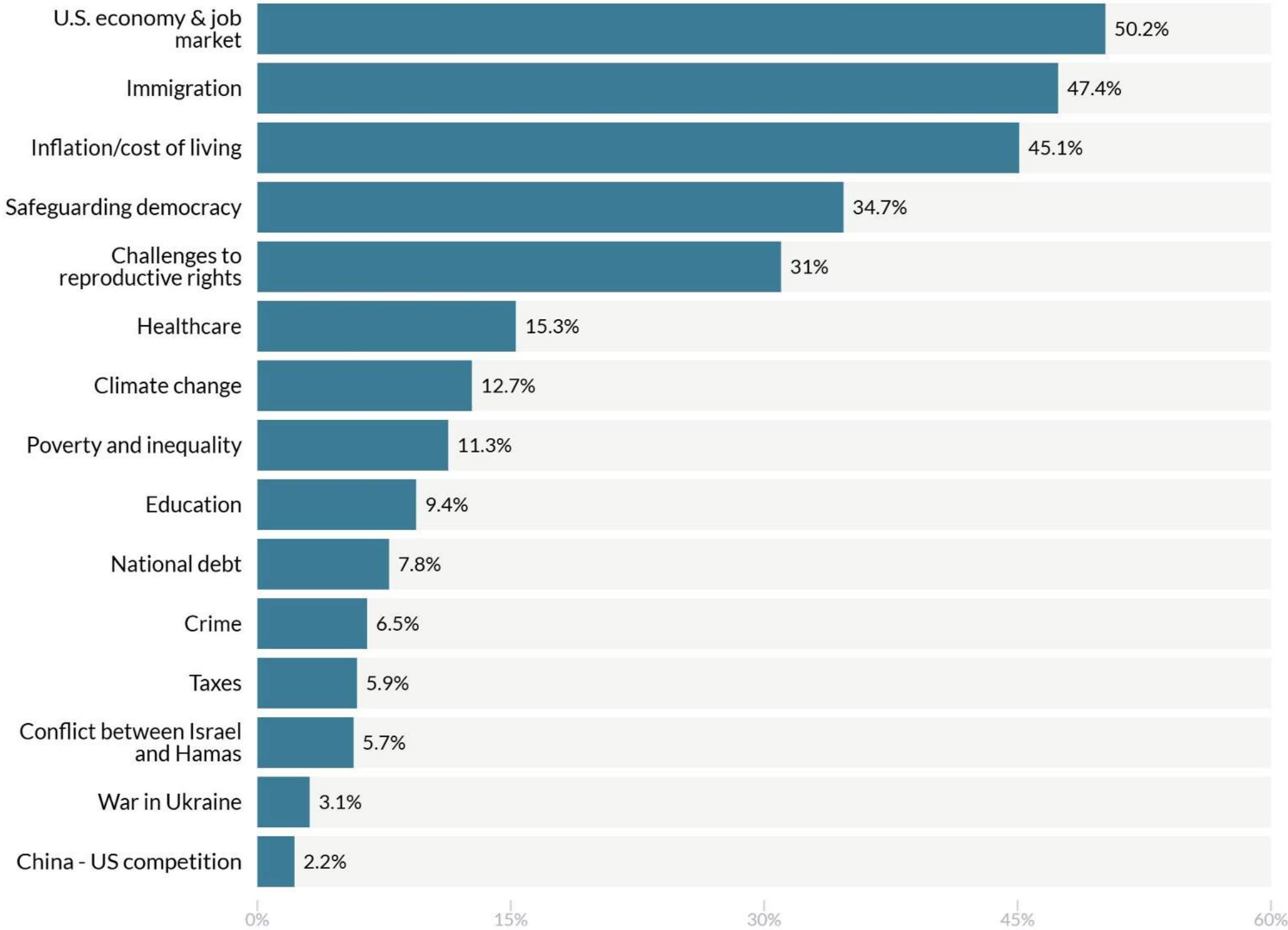
# Favorability ratings [Demographic crossings]



	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
<b>Barack Obama</b>														
Positive	80.3	79.4	64.8	48.3	39.3	94.7	13.8	52.6	65.2	55.5	39.6	96.5	7.3	47.8
Don't know	0	0	2.8	4.7	5.1	0	4.7	6.9	4.4	3.4	1	1.8	5.5	4.1
Negative	19.7	20.6	32.4	47.1	55.6	5.3	81.6	40.5	30.3	41.1	59.4	1.7	87.2	48.1
<b>Michelle Obama</b>														
Positive	52.7	76.5	56.4	45.4	38.2	92.2	10.9	38.8	57.1	52.5	29.8	88.8	4.7	38.4
Don't know	23.3	0	3.4	6.8	7.5	0.3	8.5	13.2	8.8	5.2	5.7	4.8	8	10.6
Negative	24	23.5	40.2	47.7	54.3	7.5	80.6	47.9	34.1	42.3	64.5	6.4	87.4	51
<b>Kamala Harris</b>														
Positive	68.9	65	47.1	41.4	36.7	88.2	8.1	31.9	52.3	48.3	25	85	0.2	31
Don't know	0	0	13.2	2	0.7	0	1.3	13.6	1.4	5.6	7.5	4.2	0	22.4
Negative	31.1	35	39.8	56.7	62.6	11.8	90.6	54.5	46.2	46.2	67.5	10.8	99.7	46.5
<b>Tim Walz</b>														
Positive	43.8	65	49.9	42.6	36.7	83.5	5.4	40.1	47.3	51.8	23.3	82.8	0.2	38.5
Don't know	25	0	7.4	7	4.1	4.7	12.6	6.1	9.4	3.7	16.8	6.6	9.6	5.1
Negative	31.1	35	42.8	50.4	59.2	11.8	82	53.8	43.3	44.5	59.9	10.6	90.2	56.4
<b>Donald Trump</b>														
Positive	28.5	22.3	39.6	52.5	53	8.5	88.7	47.2	41.2	41.9	67.5	7.7	96.1	36.5
Don't know	1.6	1.2	5.7	2.3	0	0	1.4	8.7	0.9	4.7	2.1	0.2	2.1	21.3
Negative	69.9	76.5	54.7	45.2	47	91.5	10	44.1	57.9	53.5	30.4	92.1	1.8	42.2
<b>J. D. Vance</b>														
Positive	28.5	21.7	34.2	48.8	50.6	6.4	81.1	46.4	36.7	39.7	62.2	6.7	88.8	35.5
Don't know	21.9	1.7	11.6	7.2	12.8	4.4	10.7	13.1	9.9	8.6	7.5	4.2	11	25.6
Negative	49.6	76.5	54.2	44	36.7	89.2	8.1	40.5	53.4	51.7	30.4	89	0.2	38.9
<b>Robert F. Kennedy Jr.</b>														
Positive	22	30.7	41.3	43	55.7	12.1	66.8	50.2	35.9	38.2	60.4	10	76.5	55.7
Don't know	38.5	27.5	5.4	18.9	9.2	14.8	22	16.5	18.1	15.5	24.2	16	21.7	9.3
Negative	39.5	41.8	53.2	38.1	35.1	73.1	11.2	33.4	46	46.3	15.3	74	1.8	35.1
<b>Jacky Rosen</b>														
Positive	46.2	50.4	49.5	33.1	36.7	71.7	9.6	28.4	40.7	43.9	20.3	73.2	1.7	12.8
Don't know	19.3	29.7	12.2	26.7	25.6	17	24.5	29.4	23.1	18.2	38.6	18.5	26.6	32
Negative	34.6	19.9	38.3	40.3	37.8	11.3	65.9	42.3	36.1	37.9	41.1	8.3	71.6	55.3
<b>Catherine Cortez-Masto</b>														
Positive	40.4	51.5	51.2	32.7	22.2	70.3	8.2	29.9	42.3	42.6	16.6	71.6	1.8	14.6
Don't know	32.4	28.5	22.9	36.9	45.2	24	41.4	35.3	31.5	26.9	56.7	23.4	43.5	40.6
Negative	27.2	19.9	25.9	30.4	32.6	5.7	50.4	34.8	26.2	30.4	26.8	5	54.7	44.9
<b>Joe Lombardo</b>														
Positive	35.5	46	31.6	37.9	29.3	22.2	52.3	39.7	37.4	37.5	33	21	56.4	40.7
Don't know	42.8	33.4	35	39.8	49	33.5	40.2	43.8	41.6	31.6	55.8	39.5	36.8	41.7
Negative	21.7	20.6	33.4	22.2	21.7	44.3	7.5	16.5	21	30.9	11.2	39.5	6.8	17.6
<b>Joe Biden</b>														
Positive	21.7	57.4	40.3	33.9	23.4	72.7	4.4	21.4	36.9	38.7	26.5	66.4	0.3	22.5
Don't know	27.9	7.6	22.1	6.8	13.3	9.4	5	24.2	12.3	14.4	3.9	18.7	1.1	23.6
Negative	50.4	35	37.5	59.3	63.3	17.8	90.6	54.3	50.8	46.9	69.6	14.9	98.6	53.9
<b>Hillary Clinton</b>														
Positive	12.5	42.7	39.9	26.8	17.8	65.9	1.6	11.7	36.7	32.3	3.1	55.2	0.4	15.6
Don't know	15.9	22.3	6.7	8.1	17.1	10.9	7.3	11.5	9.5	7.7	18.8	17.2	1	6.8
Negative	71.6	35	53.4	65.1	65.1	23.2	91.1	76.8	53.8	60	78	27.5	98.7	77.5

## 2.3. Key Topics

### In your opinion, what are the greatest challenges the United States faces today?



# Greatest challenges to the US [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
U.S. economy & job market	56.5	44	46	51	49.8	60.7	45.1	49.3	50	52.9	44	53.7
Immigration	45.9	48.4	69.9	42.2	49.7	51.2	35.8	47.4	58.4	54.5	40.5	47.1
Inflation/cost of living	45.8	44.3	49.9	39.6	47.6	42.5	49.5	48.7	35.9	47.2	43.9	44.2
Safeguarding democracy	33.7	35.9	24.8	37	33.7	21.4	28.5	39.8	43.2	30.6	38.8	34.8
Challenges to reproductive rights	27.2	35	25	29.4	31.8	23.4	33.1	31.6	33.1	27.6	33.1	32.7
Healthcare	12	18.7	9.3	13.4	16.1	12.9	19	13.5	15.7	16.1	16.7	13
Climate change	12.4	13	12.5	10.9	13.6	13	13.8	10.7	14.6	9.3	16.9	12
Poverty and inequality	12.6	10.1	8.5	18.8	7.9	16.8	12	10.5	7.8	7.5	11	15.7
Education	9.2	9.7	3.2	10.7	8.8	8.2	17.2	7.4	4.4	9.5	10.6	7.9
National debt	11.1	4.6	3.6	11.8	5.9	7.1	11.9	6.4	5.8	6.6	9.8	6.8
Crime	6.7	6.3	0.9	6.6	6.4	8.3	4.5	7.5	5.7	7.4	6.9	4.9
Taxes	5.7	5.9	17.2	5.6	6.1	6.5	4.3	6.2	6.9	7	4	6.9
Conflict between Israel and Hamas	5.2	6.3	2.1	5.2	6	4.6	9	5.2	3.7	4.2	7	5.9
War in Ukraine	3.3	2.9	0.5	3.6	2.8	0.9	5.2	2.1	3.7	4.8	2.1	2.2
China - US competition	2.3	2.1	0.7	1.3	2.6	6.1	0.4	1.7	2.3	2.5	2.4	1.6

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
U.S. economy & job market	67.5	60.3	59.3	44.4	38.4	30	70.4	52.2	50.9	47.6	59.5	35.7	67.3	45.1
Immigration	30	39	48.5	50.4	45.9	11.8	85.5	47.6	45.5	44.4	68.7	11.6	86.2	51.2
Inflation/cost of living	50.7	30.7	35.6	50.3	39.7	27.2	64	45.4	48.9	40.8	51.9	25.5	65.4	51.5
Safeguarding democracy	40.3	34	40	31.9	45.5	52.6	15.7	34.3	30.2	41.3	19.9	57.4	12.8	20
Challenges to reproductive rights	24.8	30.7	28.4	33	24.1	60.3	4.1	24.7	29.2	35.6	15.8	56.4	4	26.2
Healthcare	17.7	9.6	18.9	14.1	29.6	30.3	4.7	7.7	14.8	17.3	8.3	25.2	3.1	20.6
Climate change	11.2	6.9	6.7	16.1	8.3	25.4	1.1	10	15.6	10.7	11.9	24.7	0.7	7.5
Poverty and inequality	9.9	19.3	13.2	9.5	10.3	19	2.4	12.2	13.2	10.4	8.6	20.5	0.4	14.6
Education	11.2	12.2	10.4	7.5	25.1	13.1	6.6	7.8	11	8	9.9	12.6	6.8	5.4
National debt	11	0.5	11.3	7.7	7.2	1.8	10.4	13	7.6	7	12.4	4.5	11.5	7.5
Crime	5.9	3.8	10.3	5.7	7.9	3	9	8.1	6	6.9	5.8	2.9	11.3	2.2
Taxes	5.6	7.2	1.4	6.8	11.5	2.6	9.2	6.4	5	4.6	15.8	2.7	8.3	11.1
Conflict between Israel and Hamas	0.9	5.2	4.4	7.1	1.2	7	3.6	6.8	6.2	6.2	1.6	6.4	4.5	7.8
War in Ukraine	3.2	0	4.1	3.4	0.8	3.6	1.5	4.4	2.9	2.7	5.4	2.5	3.9	2.4
China - US competition	4.5	0.7	3.7	1.8	0.9	0.9	2.2	4.1	1.2	3.1	1.4	1.1	1.9	8.9



ATLAS POLL

10/12/2024-10/17/2024

# North Carolina

US Presidential Election 2024

# 1. Methodology and sample profile

Target population

**Likely voters in North Carolina**

Sample size

**1,674 respondents**

Methodology

**Random Digital Recruitment (Atlas RDR)**

Margin of error

**±2 p.p.**

Confidence level for estimation of the margin of error

**95%**

Polling Period

**10/12/2024 - 10/17/2024**

**Gender**

Female	49.8%
Male	48.9%
Other / prefer not to identify	1.4%

**Yearly household income**

Below \$50k	36.8%
\$50k - \$100k	33.8%
Above \$100k	29.4%

**Partisanship**

Democrat	32.2%
Republican	33.0%
Independent	34.8%

**Age**

18 - 29	16.4%
30 - 44	23.0%
45 - 64	39.5%
65+	21.1%

**Education Level**

College degree or higher	55.7%
All other	44.3%

**Region**

Suburban	52.7%
Urban	17.9%
Rural	29.4%

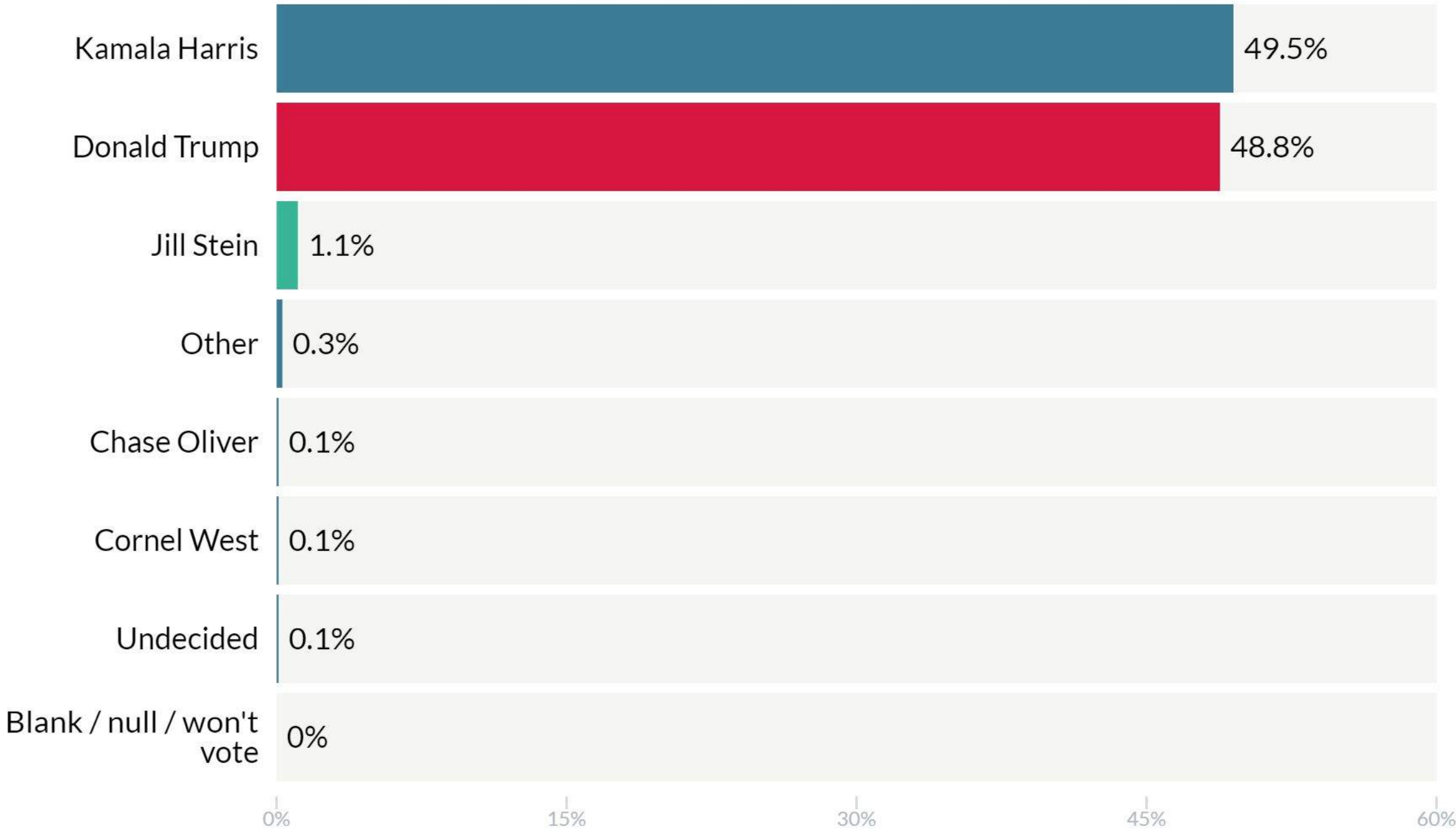
**Race**

White	72.2%
Black	15.6%
Hispanic	7.1%
Asian	1.4%
Other	3.8%

## 2. Results

## 2.1. Presidential and Gubernatorial Elections

### For which of these candidates on the North Carolina ballot will you vote for in the upcoming presidential election?



# Presidential Election: Full scenario [Demographic crossings]

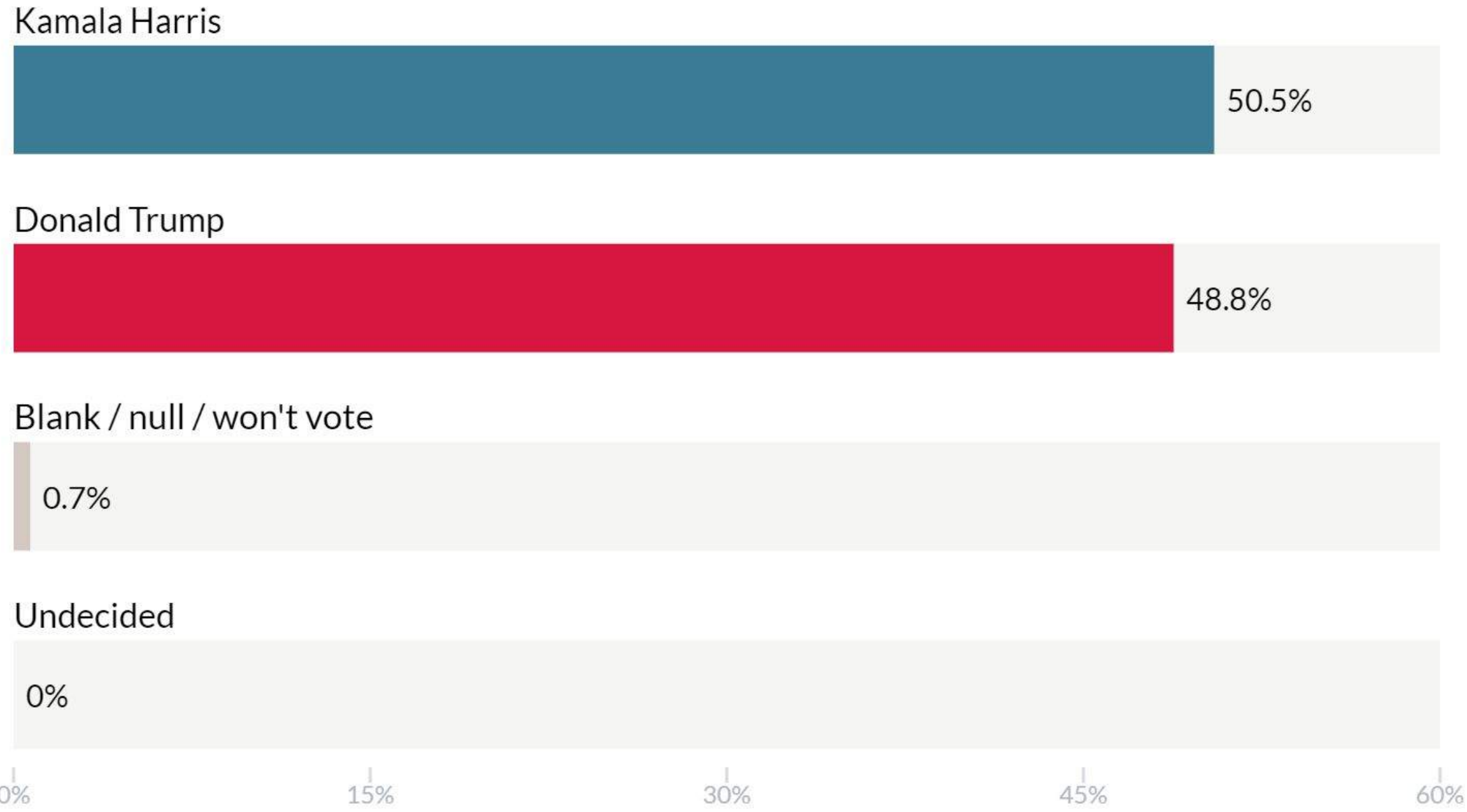


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Kamala Harris	52.5	46.9	35.1	56.1	41.2	58.5	54.9	46.9	41.4
Donald Trump	45.7	51.4	61.7	41.7	57.7	38.2	44.3	51.1	57.5
Jill Stein	0.8	1.4	0	1.5	0.7	1.3	0.6	1.7	0.5
Other	0.5	0.1	0	0.3	0.2	1.5	0	0.1	0.1
Chase Oliver	0.2	0	2.1	0.2	0	0.4	0.1	0	0.1
Cornel West	0.1	0	0	0.1	0.1	0	0	0.1	0
Undecided	0.1	0.1	1	0.1	0.1	0	0	0	0.5
Blank / null / won't vote	0.1	0	0	0.1	0	0	0.1	0	0

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Kamala Harris	48.4	46.6	54.3	63	73.5	62.1	42.5	56.9	91.2	8	50.3
Donald Trump	51.2	50.1	44	29.3	21.3	35.7	56.7	42.7	6.6	91.7	47
Jill Stein	0.1	2.5	0.9	7.6	5.3	0	0.3	0	2.1	0	1.3
Other	0.3	0.5	0.1	0	0	2.3	0.2	0	0	0.1	0.8
Chase Oliver	0	0.1	0.3	0	0	0	0.2	0.1	0	0.1	0.3
Cornel West	0	0	0.2	0	0	0	0.1	0	0	0.1	0.1
Undecided	0	0.2	0.1	0	0	0	0.1	0.4	0.1	0	0.2
Blank / null / won't vote	0	0	0.1	0	0	0	0.1	0	0.1	0	0

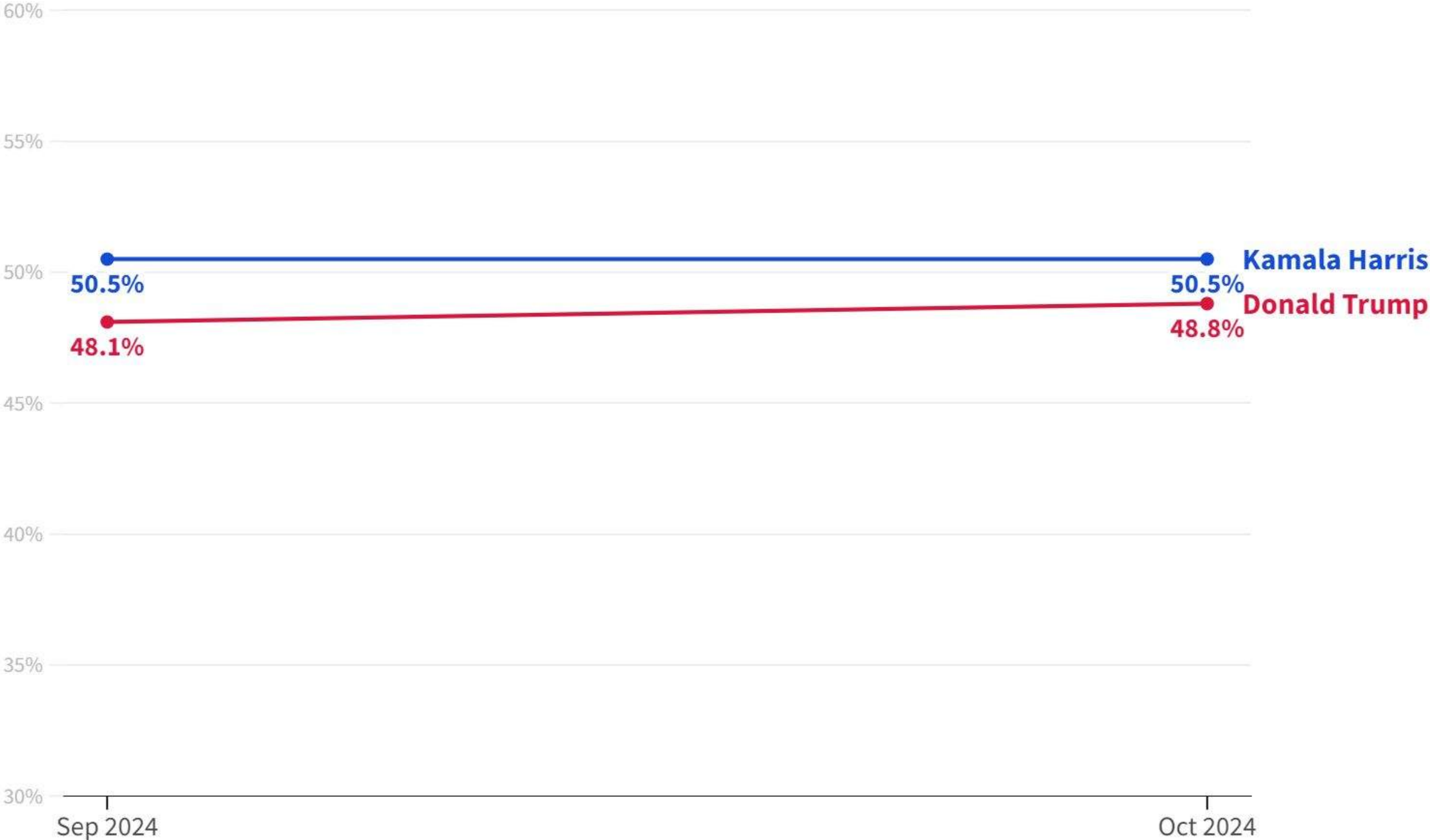
	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Kamala Harris	55.4	55.3	35.5	91	6.7	64.3
Donald Trump	44.2	43.2	61.6	6.6	92.6	31.8
Jill Stein	0.1	0.7	2.5	2.1	0	2.1
Other	0.1	0.5	0	0	0.4	1
Chase Oliver	0.1	0.1	0.2	0.1	0.1	0.6
Cornel West	0	0.1	0.1	0.1	0.1	0
Undecided	0	0.1	0.1	0.1	0.1	0.1
Blank / null / won't vote	0.2	0	0	0.1	0	0

### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?





### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?

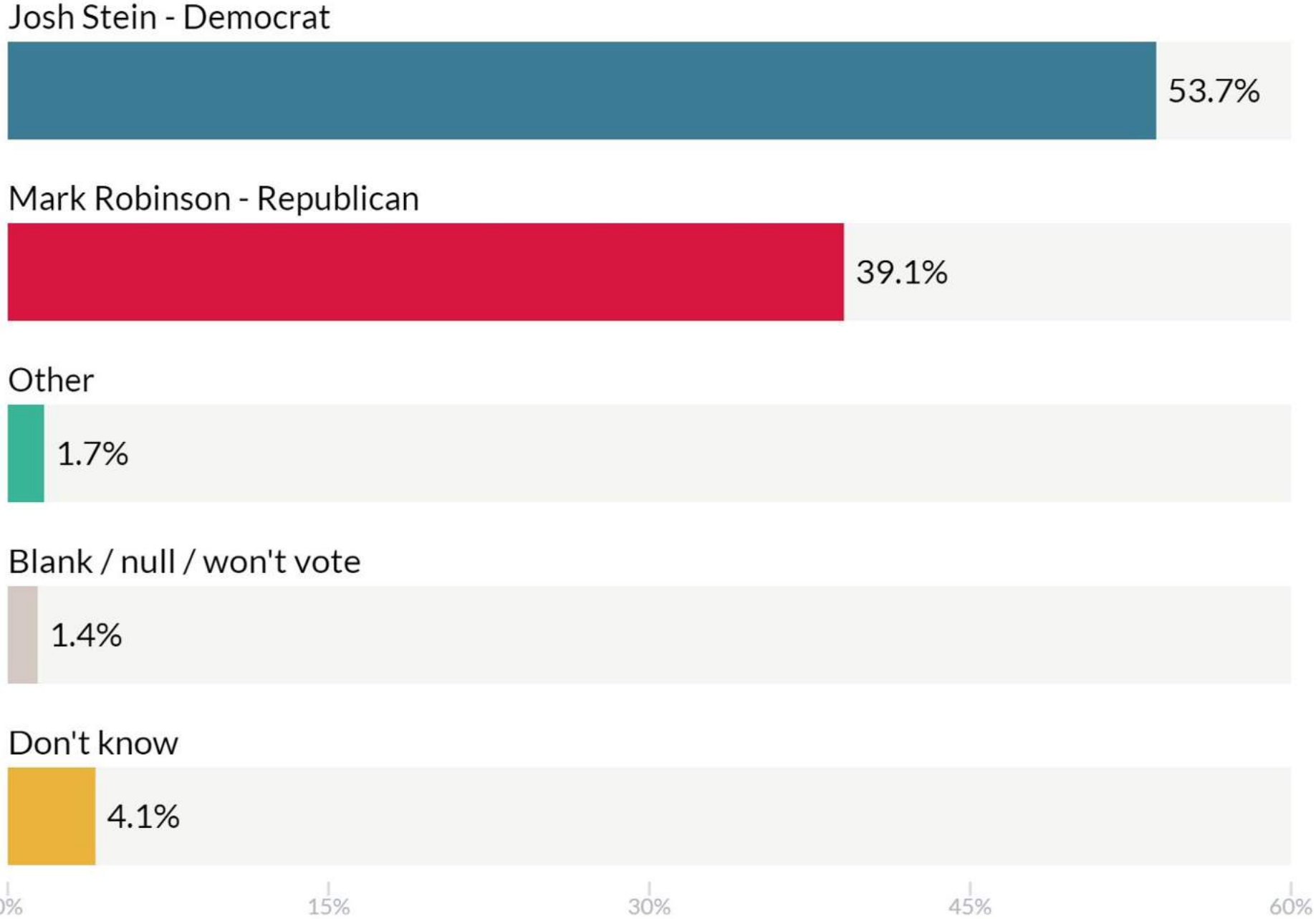


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Kamala Harris	52.9	48.4	37.3	57.6	41.5	58.5	55.5	48.8	41.9
Donald Trump	45.8	51.5	61.7	41.8	57.7	38.2	44.3	51.2	57.5
Blank / null / won't vote	1.2	0.1	0	0.5	0.8	3.2	0.2	0	0.4
Undecided	0.1	0	1	0.1	0	0	0	0	0.2

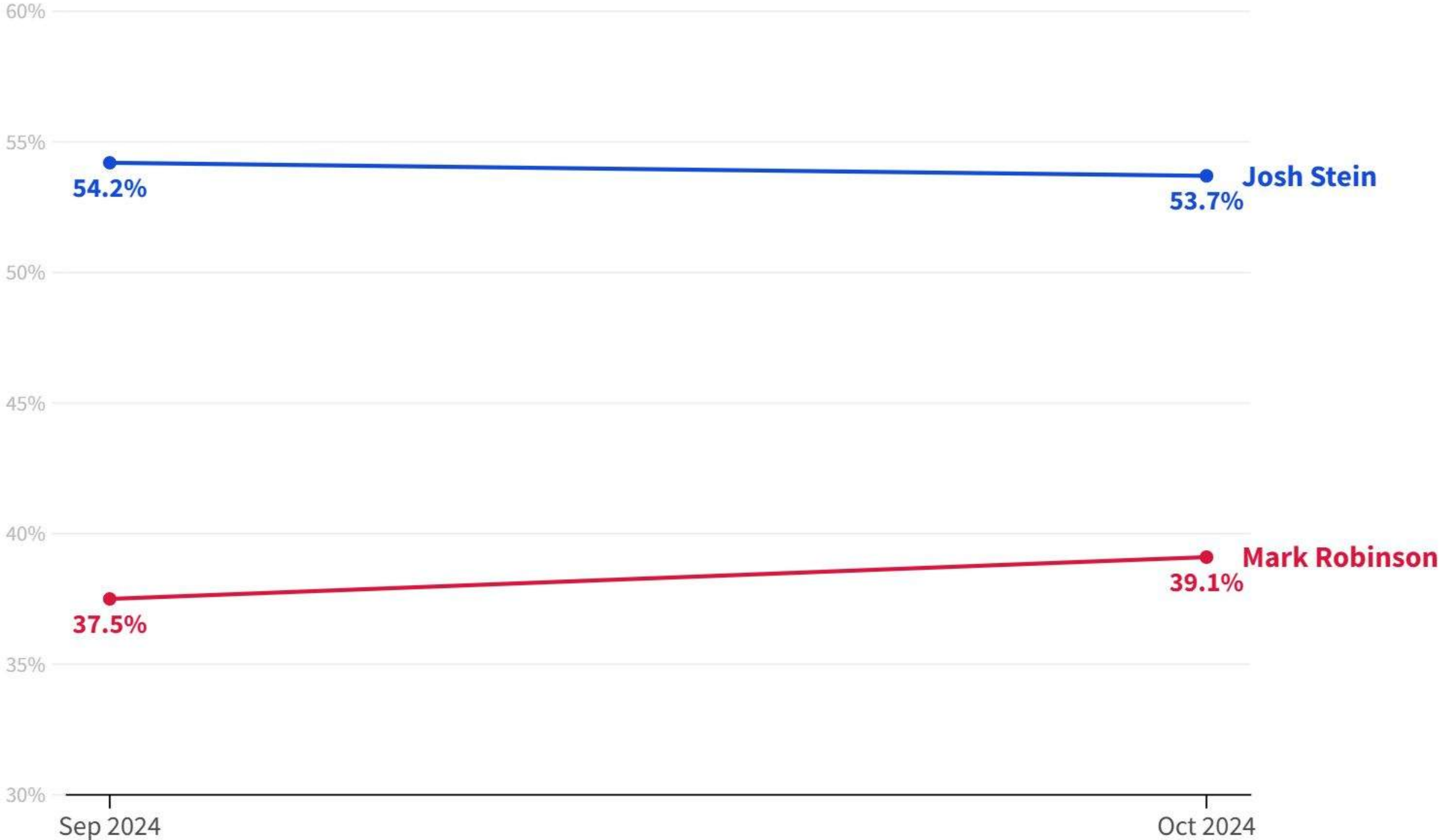
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Kamala Harris	48.5	48.5	55.3	70.7	77.3	62.3	42.8	56.9	93.3	8	51.1
Donald Trump	51.2	50.1	44.2	29.3	21.3	35.7	56.8	42.8	6.6	91.9	47.1
Blank / null / won't vote	0.3	1.3	0.4	0	1.4	2.1	0.4	0	0.1	0.1	1.8
Undecided	0	0	0.1	0	0	0	0	0.4	0.1	0	0

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Kamala Harris	55.5	55.7	38	93.2	6.7	64.4
Donald Trump	44.2	43.2	61.7	6.6	92.8	31.9
Blank / null / won't vote	0.3	1.1	0.2	0.1	0.5	3.6
Undecided	0	0	0.1	0.1	0	0.1

# Whom will you vote for in the gubernatorial election in North Carolina?



### Whom will you vote for in the gubernatorial election in North Carolina?



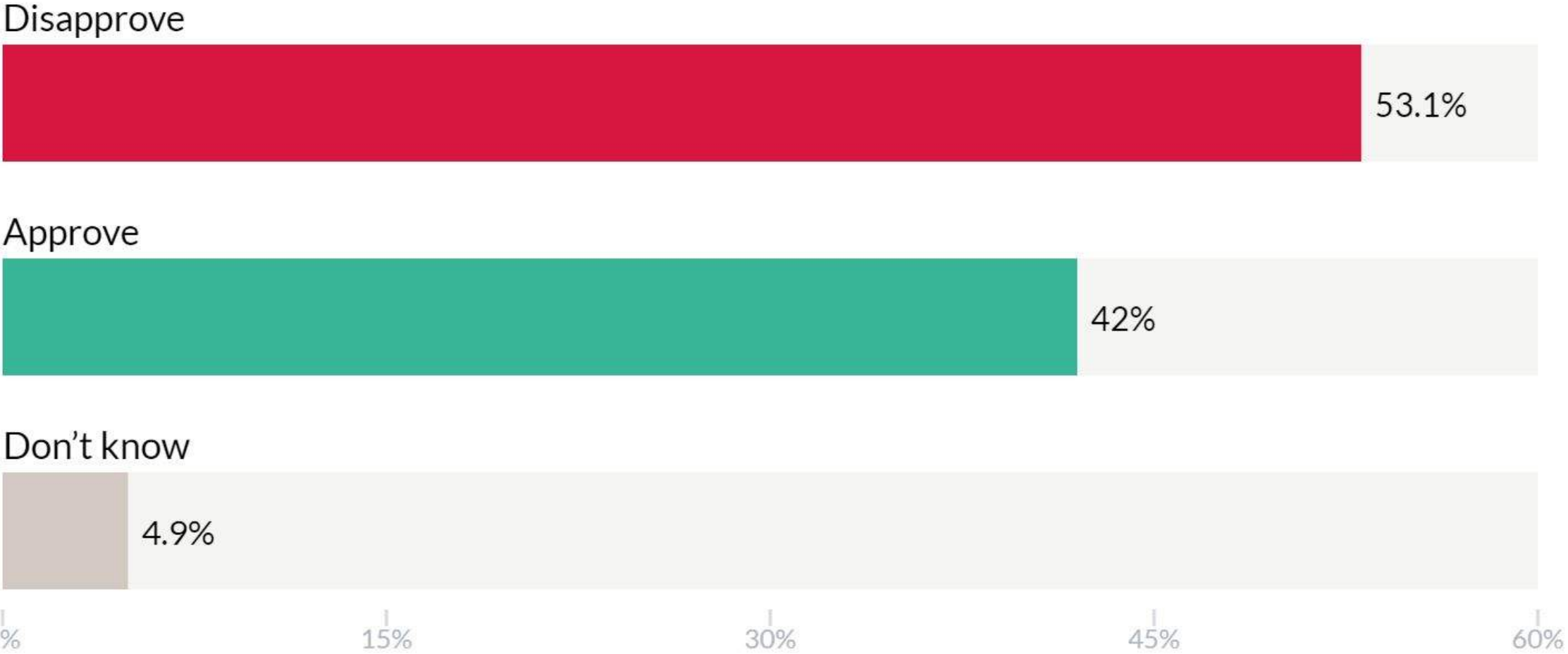
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Josh Stein - Democrat	56.5	51.7	26.9	59.8	46.1	62.2	57.7	52.1	45.8
Mark Robinson - Republican	36.5	40.9	68.6	32.8	47	32.6	34.5	41.9	44
Other	2.3	1.2	0	1.8	1.7	1.1	4.7	0.4	1.4
Blank / null / won't vote	0.8	1.9	1.9	1.2	1.5	0.5	1.1	0.7	3.6
Don't know	3.8	4.3	2.5	4.3	3.7	3.5	2.1	4.8	5.1




























	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Josh Stein - Democrat	52.1	51.5	58.6	71.3	78.7	68.2	46.2	61.9	94.1	11.9	56.2
Mark Robinson - Republican	38.8	43	35	25.4	19.1	29.3	45	33.2	4.3	75.3	36.9
Other	1.7	2.3	1.1	0	2.2	0	1.8	1.7	1	1.5	2.5
Blank / null / won't vote	2.2	0.8	1	3.3	0	0	1.8	1	0	3.1	1
Don't know	5.2	2.5	4.4	0	0	2.5	5.3	2.2	0.6	8.2	3.4










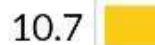























	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Josh Stein - Democrat	58.5	58.4	42.4	94.4	12.1	67.3
Mark Robinson - Republican	34.3	35.9	47.8	5.1	76.1	18.3
Other	1.4	1.2	2.9	0	2	7.8
Blank / null / won't vote	1.5	1.4	1.3	0.1	2.7	0.8
Don't know	4.2	3.1	5.6	0.4	7.1	5.8



















## 2.2. Presidential Approval and Image of Politicians

### Do you approve or disapprove of Joe Biden's performance as president of the United States?



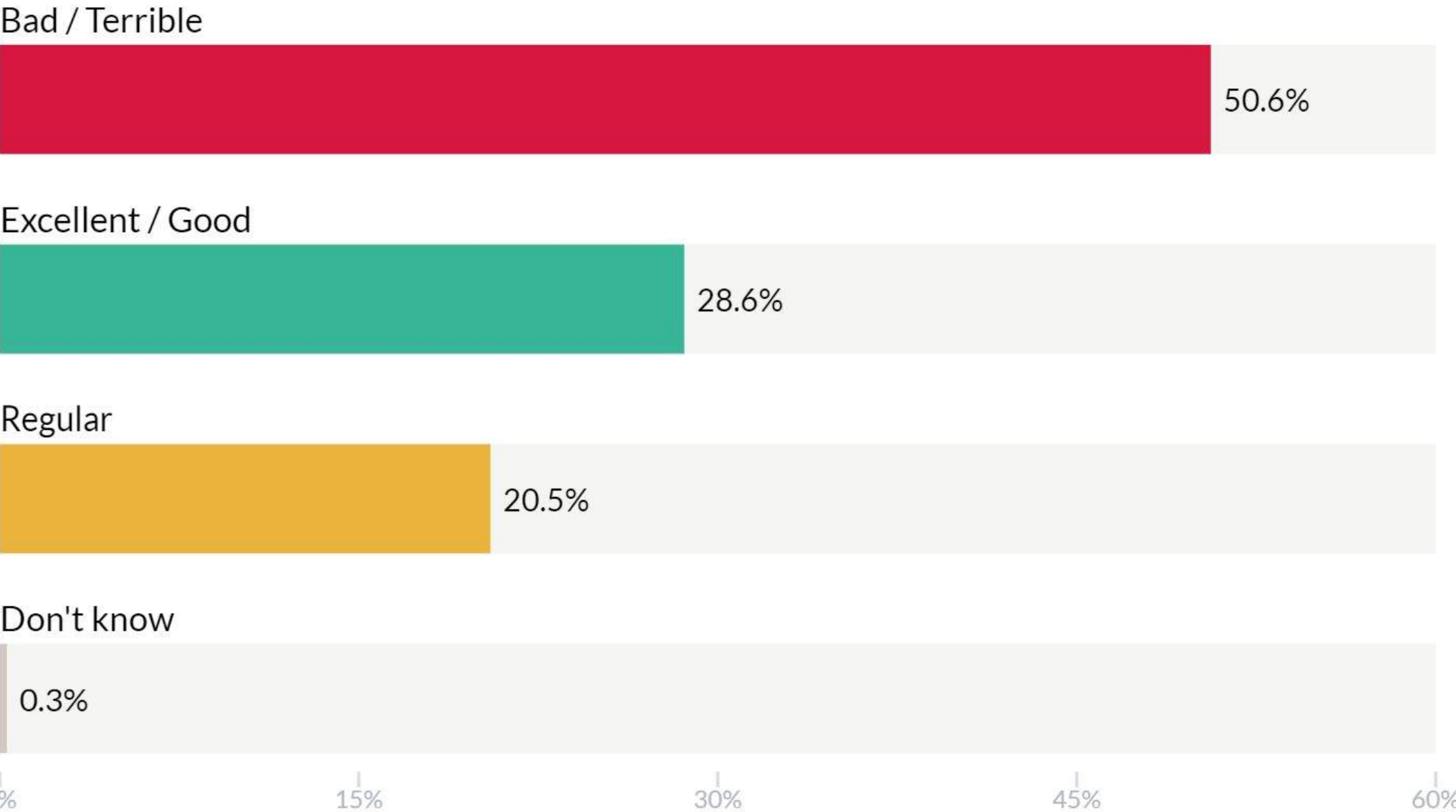
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Disapprove	 52.1	 53.6	 72.1	 45.7	 62.5	 53.3	 47.6	 52.4	 60.4
Approve	 42.4	 42.1	 22.5	 50.5	 31.2	 36.2	 48.2	 45.1	 33.6
Don't know	 5.5	 4.3	 5.4	 3.8	 6.3	 10.6	 4.1	 2.5	 6

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Disapprove	 55.5	 54.3	 48.7	 37	 23.9	 45.1	 60.5	 52.8	 10.7	 93.5	 54
Approve	 38.1	 42.5	 46.3	 63	 76.1	 39.3	 34.2	 46.9	 85.4	 4.3	 37.5
Don't know	 6.5	 3.2	 5	 0	 0	 15.6	 5.3	 0.4	 3.8	 2.2	 8.6

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Disapprove	 48.7	 48.3	 64.5	 10.2	 94	 52.6
Approve	 46	 46.9	 30.6	 85.1	 3	 33
Don't know	 5.3	 4.8	 5	 4.7	 3	 14.5



### How do you evaluate Joe Biden's performance as President?

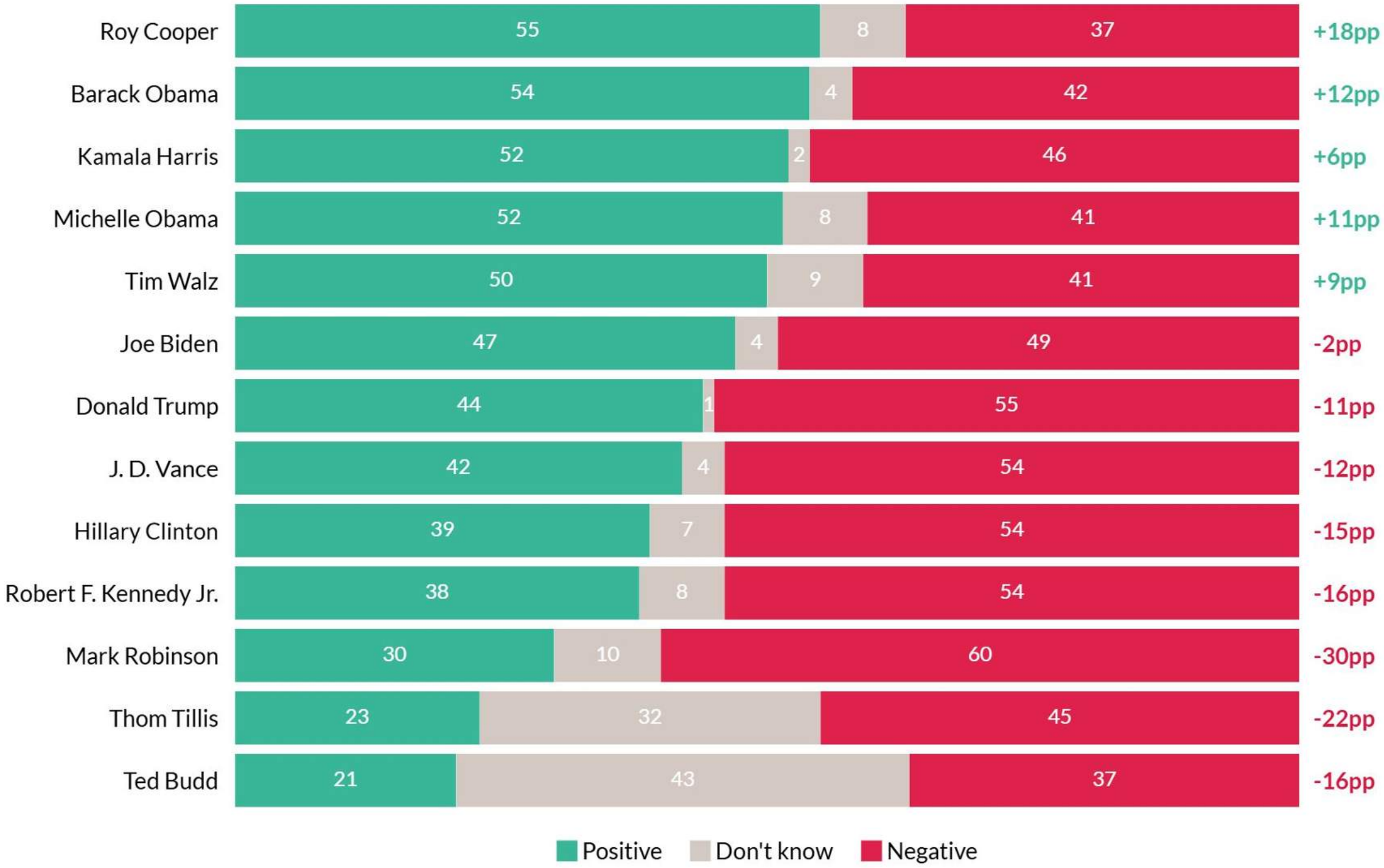


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Bad / Terrible	48	52.5	72.1	41.9	61.4	48.2	42.7	52	58.3
Excellent / Good	24.2	33	26.9	33.1	23.1	23.1	23.8	33.9	28.4
Regular	27.2	14.4	1	24.7	15.1	28.6	33	14	12.6
Don't know	0.6	0.1	0	0.3	0.3	0.1	0.6	0.1	0.7

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Bad / Terrible	53.8	50.1	47	37	21.1	46.7	57.6	49.8	9.2	92	49.5
Excellent / Good	28.5	24.8	33.3	45.1	61.3	20.6	22.7	15.6	64.8	3	19.6
Regular	17.4	24.6	19.6	17.9	17.6	32.7	19.2	34.6	26	4.7	30.4
Don't know	0.4	0.5	0.1	0	0	0	0.4	0	0	0.4	0.5

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Bad / Terrible	45.6	45.5	62.7	7.4	93	44.3
Excellent / Good	35.8	30.7	20.5	58.1	1	27
Regular	18.6	23.4	16.3	34.4	5.5	28.5
Don't know	0	0.3	0.5	0.1	0.6	0.2

### Do you have a positive or negative image of the following political figures?



# Favorability ratings [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
<b>Roy Cooper</b>												
Positive	55.7	55.2	33.4	63.2	45.2	48	71.1	49	54.8	51.9	50.9	63.2
Don't know	8.7	6.8	0	8.4	6.9	4	8.9	7.5	7.6	5.2	8.4	9.2
Negative	35.6	38.1	66.6	28.4	47.9	48	19.9	43.4	37.6	42.9	40.7	27.7
<b>Barack Obama</b>												
Positive	55.4	52.7	33.4	61.9	43.9	51.6	68.8	46.9	51.7	53.3	49.6	59
Don't know	4.5	3.1	17.3	2.3	6.2	0.7	2.9	6.8	2.3	1.8	3.9	6.3
Negative	40.1	44.2	49.4	35.9	49.9	47.7	28.4	46.2	46	44.9	46.6	34.7
<b>Kamala Harris</b>												
Positive	52.4	52	33.4	59.7	42.3	44.5	65.9	46	53.4	52.9	48.3	55.1
Don't know	1.3	1.9	0	0.9	2.4	0	1.4	3	0.4	0	0.5	4.1
Negative	46.4	46	66.6	39.4	55.3	55.5	32.7	51	46.1	47.1	51.2	40.8
<b>Michelle Obama</b>												
Positive	51.7	52.5	33.4	58.9	43	45.2	68.1	46.9	48.4	50	49.3	56.6
Don't know	9.4	5.8	0	7.3	8	9	7.5	7.9	6.9	6	4.3	11.8
Negative	38.9	41.7	66.6	33.8	49	45.8	24.5	45.3	44.7	43.9	46.4	31.5
<b>Tim Walz</b>												
Positive	50	51.4	33.4	56.6	42.8	44.7	60.2	45.6	53.1	52.9	41.6	56.4
Don't know	10.6	6.5	0	12.1	4.4	9.1	15.5	7.9	1.3	3.2	16.9	7
Negative	39.3	42.1	66.6	31.3	52.8	46.2	24.3	46.5	45.6	43.9	41.5	36.7
<b>Joe Biden</b>												
Positive	44.5	49.5	33.4	55.8	35.3	25.4	61.3	44.9	49.8	41.4	43.8	55.4
Don't know	4.7	3.1	0	2	6.3	8.2	0.5	4.2	3.9	5.7	0.4	4.9
Negative	50.8	47.4	66.6	42.2	58.4	66.4	38.3	50.9	46.3	52.9	55.7	39.7
<b>Donald Trump</b>												
Positive	41.9	44.6	66.6	36.7	52	44.1	30	49.6	45.1	44.6	50.2	35.6
Don't know	2	0.9	0	0.8	2.2	7.4	0.9	0.2	0.9	2.5	0.4	1.1
Negative	56.1	54.5	33.4	62.5	45.8	48.5	69.1	50.2	54	52.9	49.4	63.2
<b>J. D. Vance</b>												
Positive	38.6	44.7	52.4	33.1	52	35.3	30.1	48.4	44.9	41.4	49.3	34.2
Don't know	6.4	1.6	14.2	5.4	2.9	16.2	2.1	2	2.8	6.3	2.4	3.8
Negative	55	53.7	33.4	61.4	45.1	48.5	67.8	49.6	52.3	52.3	48.3	62
<b>Hillary Clinton</b>												
Positive	41.1	37.6	33.4	40.7	37.7	31.4	43.2	37.5	44.8	46.8	34.5	36.6
Don't know	3	11	0	9.8	2.7	4.5	14.4	4.7	3.3	2.2	5.9	12
Negative	56	51.3	66.6	49.6	59.6	64.1	42.4	57.9	51.9	51.1	59.7	51.4
<b>Robert F. Kennedy Jr.</b>												
Positive	34.2	41.7	50.5	29.6	48	42	27.7	41.6	39.4	36.7	47.2	30.2
Don't know	12.2	3.6	16.1	8.7	7.8	7.9	3.5	11.9	6.8	10.8	3.6	9.7
Negative	53.6	54.7	33.4	61.7	44.2	50.1	68.8	46.5	53.8	52.5	49.2	60.1
<b>Mark Robinson</b>												
Positive	29.5	28.8	52.4	24.2	36	37.1	22.6	33.2	24.4	28.2	38.2	22.7
Don't know	8.9	11.3	14.2	7.8	12.9	6.7	3.8	12.3	14.9	13	8.8	7.9
Negative	61.6	59.8	33.4	67.9	51.1	56.2	73.7	54.5	60.7	58.8	52.9	69.4
<b>Thom Tillis</b>												
Positive	26.4	19.5	36.3	22.6	24.3	22.7	19.4	26.8	22.2	24.7	16.8	26.9
Don't know	20.5	45.3	14.2	25.7	39.5	28.8	26.4	31.1	40.1	34.2	31.7	29.7
Negative	53.1	35.2	49.5	51.7	36.2	48.5	54.2	42	37.7	41.1	51.5	43.3
<b>Ted Budd</b>												
Positive	23.3	17.8	23.4	22.1	19.1	15.7	18.3	24.7	21.4	22.1	20.3	18.8
Don't know	36.6	49.6	43.2	39	47.3	29.5	51.2	47	33.4	41.3	46.7	40.9
Negative	40.1	32.6	33.4	38.8	33.6	54.8	30.5	28.3	45.2	36.5	33	40.3

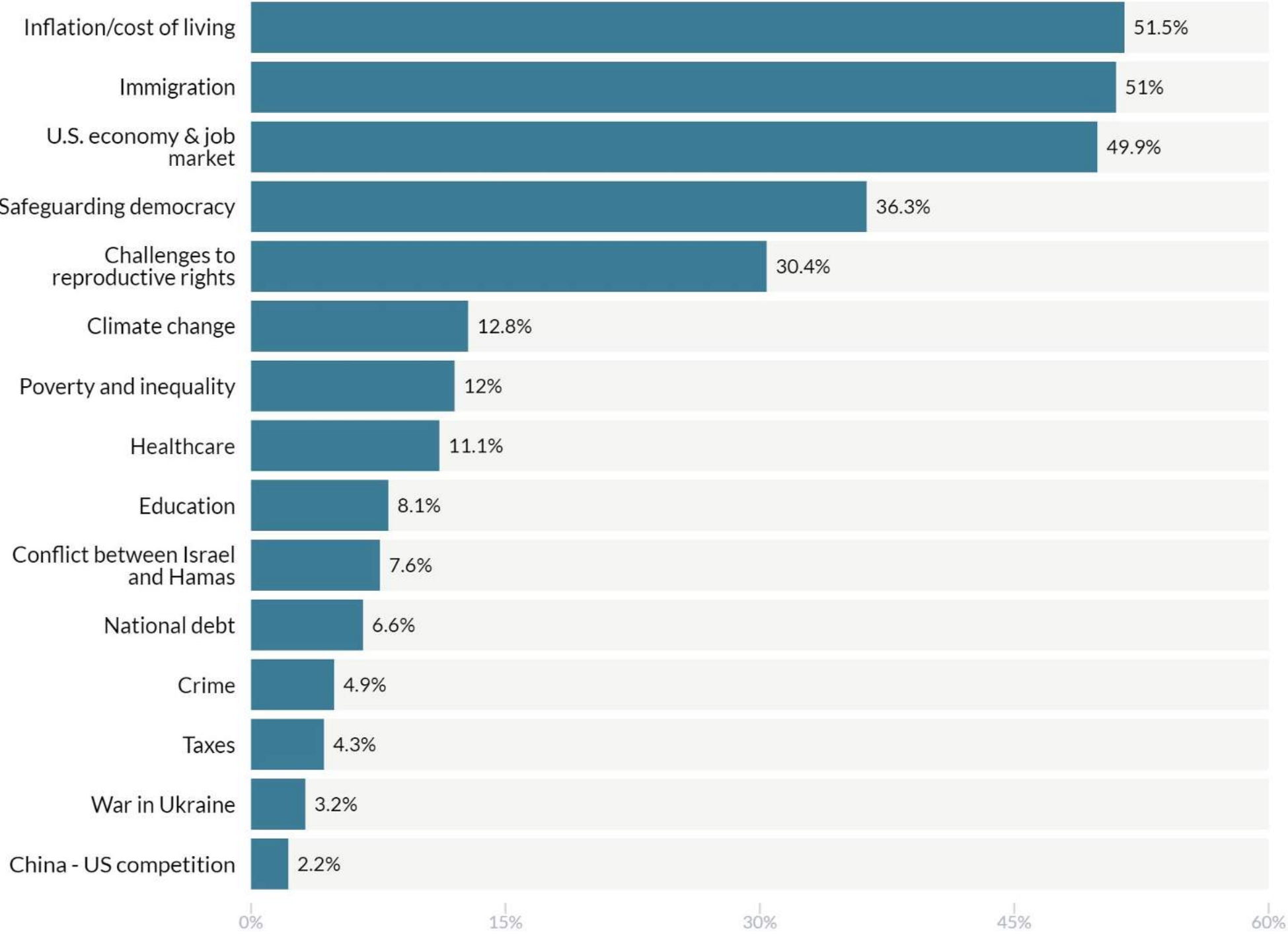
# Favorability ratings [Demographic crossings]



	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
<b>Roy Cooper</b>														
Positive	33.1	78	69.1	48	64.3	93.9	11.2	57.5	60.5	65.2	38.3	93.5	10.4	62.7
Don't know	66.9	0	6.9	9.4	1.1	0.6	10.2	12.6	5.7	6.2	10.6	1.9	13.5	9.6
Negative	0	22	23.9	42.6	34.6	5.4	78.6	30	33.9	28.6	51.1	4.5	76.1	27.6
<b>Barack Obama</b>														
Positive	13	78	69.1	46.3	67.9	96	7.8	54.5	58.8	64.3	36.6	94.4	6.6	61.7
Don't know	0	0	3.6	5.1	0	0.2	3.8	8.3	5.6	2.2	5.8	1	7.1	4.7
Negative	87	22	27.2	48.6	32.1	3.8	88.4	37.1	35.6	33.5	57.6	4.6	86.3	33.7
<b>Kamala Harris</b>														
Positive	13	78	69.1	43.8	65.3	95.3	7.7	49.7	60.3	61.9	33.8	93.2	4.9	56.7
Don't know	0	0	0	2.2	0	0.7	0.3	3.8	0	0.9	3.3	1.5	2.1	0
Negative	87	22	30.9	54	34.7	4	92	46.6	39.7	37.2	62.9	5.4	93	43.3
<b>Michelle Obama</b>														
Positive	13	78	60.5	44.4	64.2	92.6	5.5	54.1	54	62.7	35.4	93.5	4.1	57
Don't know	0	0	0	10.4	4.2	3.2	8.4	11.5	4.9	6.8	10.2	1.9	11.3	18.4
Negative	87	22	39.5	45.2	31.6	4.3	86.1	34.4	41.2	30.6	54.3	4.6	84.6	24.7
<b>Tim Walz</b>														
Positive	13	66.1	60	45.4	67.9	93.9	7.8	46.5	60.8	57.8	35.1	88.9	5.3	59
Don't know	0	11.9	20	7.1	0	2.1	8.4	15.9	1	11.5	8.2	6.2	12.5	3.6
Negative	87	22	19.9	47.5	32.1	4	83.8	37.6	38.2	30.7	56.7	4.9	82.1	37.4
<b>Joe Biden</b>														
Positive	13	78	50.7	38.7	51.7	90.6	6.8	39.8	51	56	31.2	86.3	4.9	38.2
Don't know	0	0	18.5	3.6	1.1	1.5	3.1	7	2.6	5	2.9	4.6	3.1	4
Negative	87	22	30.9	57.7	47.3	7.9	90.2	53.2	46.3	38.9	65.9	9.1	92	57.8
<b>Donald Trump</b>														
Positive	87	22	30.9	49.9	34.2	4	88.4	41.3	39.5	34.7	57.8	4.1	91.8	26.2
Don't know	0	0	0	2	0	0	2.8	1.4	0	0.8	3	0.5	0.6	8.8
Negative	13	78	69.1	48.1	65.8	96	8.8	57.3	60.5	64.5	39.2	95.4	7.5	65
<b>J. D. Vance</b>														
Positive	87	22	28.8	47.8	24.9	4	87.9	36.1	36.8	32.1	57.2	5.2	86.2	25.3
Don't know	0	0	4.2	5.2	9.3	1	3.6	8.1	3.6	4.4	4.5	0.9	6.1	12.6
Negative	13	78	67	47	65.8	95	8.5	55.8	59.6	63.6	38.2	94	7.7	62
<b>Hillary Clinton</b>														
Positive	13	63	56.7	32.1	38.9	75.1	3.4	37	44.9	46.5	27	72.9	0.4	46.2
Don't know	0	15	3.8	4.7	12.8	12.3	0.3	6.9	5.6	9.1	3.5	12.8	1.3	0.9
Negative	87	22	39.5	63.2	48.3	12.7	96.3	56.1	49.5	44.5	69.5	14.3	98.3	52.9
<b>Robert F. Kennedy Jr.</b>														
Positive	87	22	28.8	42.3	34.7	3.8	76.4	36	36.8	26.7	54	4.6	74.7	38.5
Don't know	0	0	8	10.4	8.6	1.6	12.1	11.8	8.3	8.4	8.4	3.1	15.9	1.8
Negative	13	78	63.2	47.3	56.7	94.6	11.5	52.2	54.9	64.9	37.6	92.3	9.4	59.7
<b>Mark Robinson</b>														
Positive	20.2	22	23.9	32	22.2	0.3	64.3	26.3	30.3	24.7	35.8	3.3	63.3	11.4
Don't know	0	0	5.8	12.9	11.7	1	19.7	10.3	7.3	7.3	15.7	1.5	19.9	9
Negative	79.8	78	70.3	55.2	66.1	98.7	16	63.4	62.3	67.9	48.6	95.2	16.8	79.6
<b>Thom Tillis</b>														
Positive	87	7.9	31.4	26.6	9.9	12.2	41.1	18.1	22.9	20.2	28	5.2	39.8	37.8
Don't know	0	38.9	32.5	29.6	50.1	30.4	32.8	32.2	29.3	35.3	28.2	30.3	38.8	12.6
Negative	13	53.2	36.1	43.9	40	57.4	26.1	49.7	47.8	44.5	43.8	64.5	21.4	49.6
<b>Ted Budd</b>														
Positive	66.9	4.4	29.4	24.1	10.1	2.6	38.9	22.4	24.6	15.7	25.7	3.9	41.8	12.1
Don't know	20.2	48.6	32.9	41.2	69.3	42.6	45.3	40.5	41.5	43.1	42.7	34.6	52.7	38.9
Negative	13	47	37.6	34.6	20.6	54.8	15.8	37.1	33.9	41.1	31.6	61.5	5.6	49

## 2.3. Key Topics

### In your opinion, what are the greatest challenges the United States faces today?



# Greatest challenges to the US [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
Inflation/cost of living	52.8	49.9	63.1	49.9	53.6	54.9	60.3	44.3	52.8	51.5	52.6	50.3
Immigration	47.9	53.7	62.5	44.6	59	44.3	45.3	51.6	61	54.7	49.9	47.5
U.S. economy & job market	51.6	47.7	66.2	44.2	57	55.6	42.9	53.1	46.9	52.6	52.8	43.1
Safeguarding democracy	38.1	34.8	26	39.3	32.6	25.1	32.6	42.8	37	32.4	39.2	37.9
Challenges to reproductive rights	23.6	37.2	22.5	33.6	26.3	31.1	29.4	32.5	26.9	29.7	26	36.2
Climate change	12.4	12.8	26.4	16.7	7.8	14.6	17.3	10.5	10.6	12.4	9.8	16.7
Poverty and inequality	12.9	11	13	14.2	9.1	9.6	17	12.1	8	12.5	11.6	11.8
Healthcare	9.4	13	1	10.5	11.8	8.4	13.9	10.2	11.7	13.2	10.5	9.2
Education	9.3	7	2.9	10.4	5.2	12.4	10.9	6.7	4.3	6.5	8.9	9
Conflict between Israel and Hamas	7.2	8.3	1.2	7.5	7.7	18.5	5.2	4.3	8.1	11.6	5.8	4.9
National debt	8.8	4.6	2.5	7.8	5.2	4.4	6.7	5.8	9.8	4.7	7.1	8.5
Crime	3.4	6.4	4.6	4	6	4.1	4.1	4.8	6.4	3.7	4.3	7
Taxes	5.2	3.5	1.8	4.1	4.5	2.5	4.8	3.7	6.1	3.2	5.6	4.2
War in Ukraine	3.5	2.8	4.5	3.4	2.9	1.4	2.3	3.3	5.2	2	3.8	3.9
China - US competition	3.5	0.9	0.5	1.7	2.9	4.9	1.6	1.9	1.3	1.9	2.3	2.4

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Inflation/cost of living	41.4	47.1	46.4	53.1	53.3	36	70.8	47.6	49.3	51.7	52.5	32.3	71.7	43
Immigration	31.7	39.9	40.3	55.3	40.4	15.5	86.3	50.1	41.4	49.6	59.1	17.2	86.1	37.2
U.S. economy & job market	52.1	35.7	56.1	52.5	46.1	25.4	72.2	51.2	56.8	44.3	55.5	27.7	72.8	41.6
Safeguarding democracy	57.2	39.4	40.1	34.1	48.6	56.8	16.4	36.3	36.7	39.1	30.8	57.8	16.7	32.9
Challenges to reproductive rights	15.6	55.2	31.5	25.4	26.9	61	5.3	25.9	28.5	34.1	24.8	59	4.8	23.1
Climate change	20.8	3	14.5	14.4	16.5	25.3	1.1	12.3	20.7	13.2	7.1	22.9	0.9	22.4
Poverty and inequality	35.4	22.8	5.6	9.6	15.4	21.9	1.5	12.7	13.8	11.8	11.1	23.1	1.3	12.3
Healthcare	6.7	8.4	12.1	11.5	14.1	17.1	3.8	12.4	9.8	9.8	14	18.5	3.7	12.7
Education	6.7	14.7	11.3	6.8	0	15.4	1.8	7.2	9.8	8	7.3	12.1	1.8	19.4
Conflict between Israel and Hamas	7.6	9.1	13.5	6.6	8.9	8.7	4.8	9.4	6.3	9.4	5.3	7.6	5.8	16.1
National debt	2.5	0.8	5.6	8.2	4.3	1.3	11.3	7.1	6.3	5.6	8.8	2.6	10.1	8.7
Crime	1.8	2.7	1.2	5.9	2.6	1.9	6.6	6	3.8	5.7	4	1.3	9.4	0.4
Taxes	3.3	1.8	5.5	4.6	5.8	0.8	7.3	4.6	4.2	3.6	5.5	1.1	7.5	3.1
War in Ukraine	0	2.4	6.1	3.2	1.8	4.1	1	4.3	2.9	3.9	2	5.8	0.8	2.4
China - US competition	1.8	0	1	2.8	1.5	0.6	2.8	3.1	1.1	2	3.1	0.8	1.7	10.3



ATLAS POLL

10/12/2024-10/17/2024

# Pennsylvania

US Presidential Election 2024

# 1. Methodology and sample profile

Target population  
**Likely voters in Pennsylvania**

Sample size  
**2,048 respondents**

Methodology  
**Random Digital Recruitment (Atlas RDR)**

Margin of error  
**±2 p.p.**

Confidence level for estimation of the margin of error  
**95%**

Polling Period  
**10/12/2024 - 10/17/2024**

Gender	
Female	49.5%
Male	49.1%
Other / prefer not to identify	1.3%

Yearly household income	
Below \$50k	32.5%
\$50k - \$100k	31.0%
Above \$100k	36.5%

Partisanship	
Democrat	40.5%
Republican	39.0%
Independent	20.5%

Age	
18 - 29	14.0%
30 - 44	25.9%
45 - 64	37.6%
65+	22.5%

Education Level	
College degree or higher	51.5%
All other	48.5%

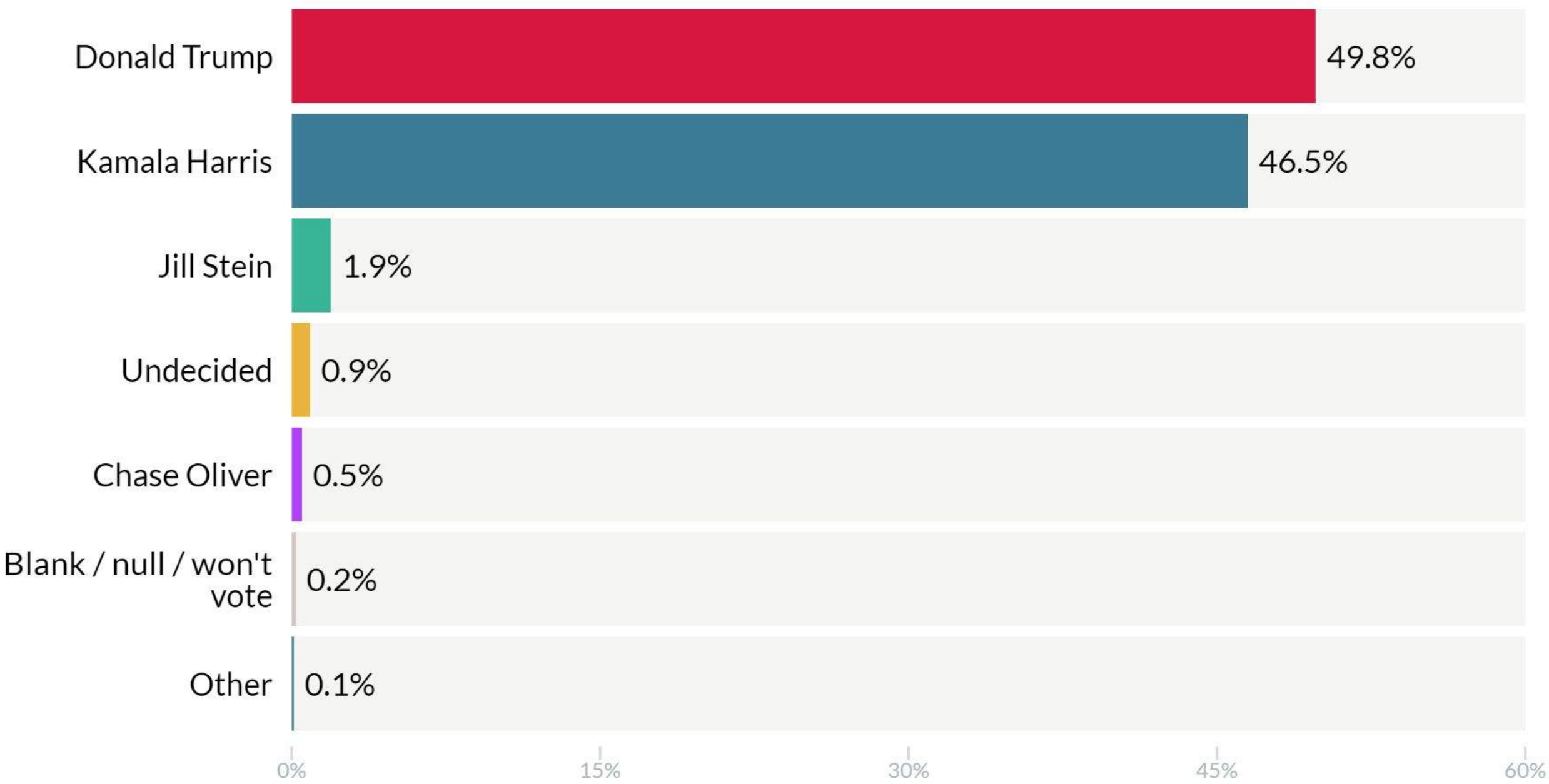
Region	
Suburban	54.7%
Urban	21.1%
Rural	24.3%

Race	
White	76.3%
Black	11.1%
Hispanic	7.1%
Asian	2.6%
Other	2.9%

## 2. Results

## 2.1. Presidential and Senate Elections

### For which of these candidates on the Pennsylvania ballot will you vote for in the upcoming presidential election?

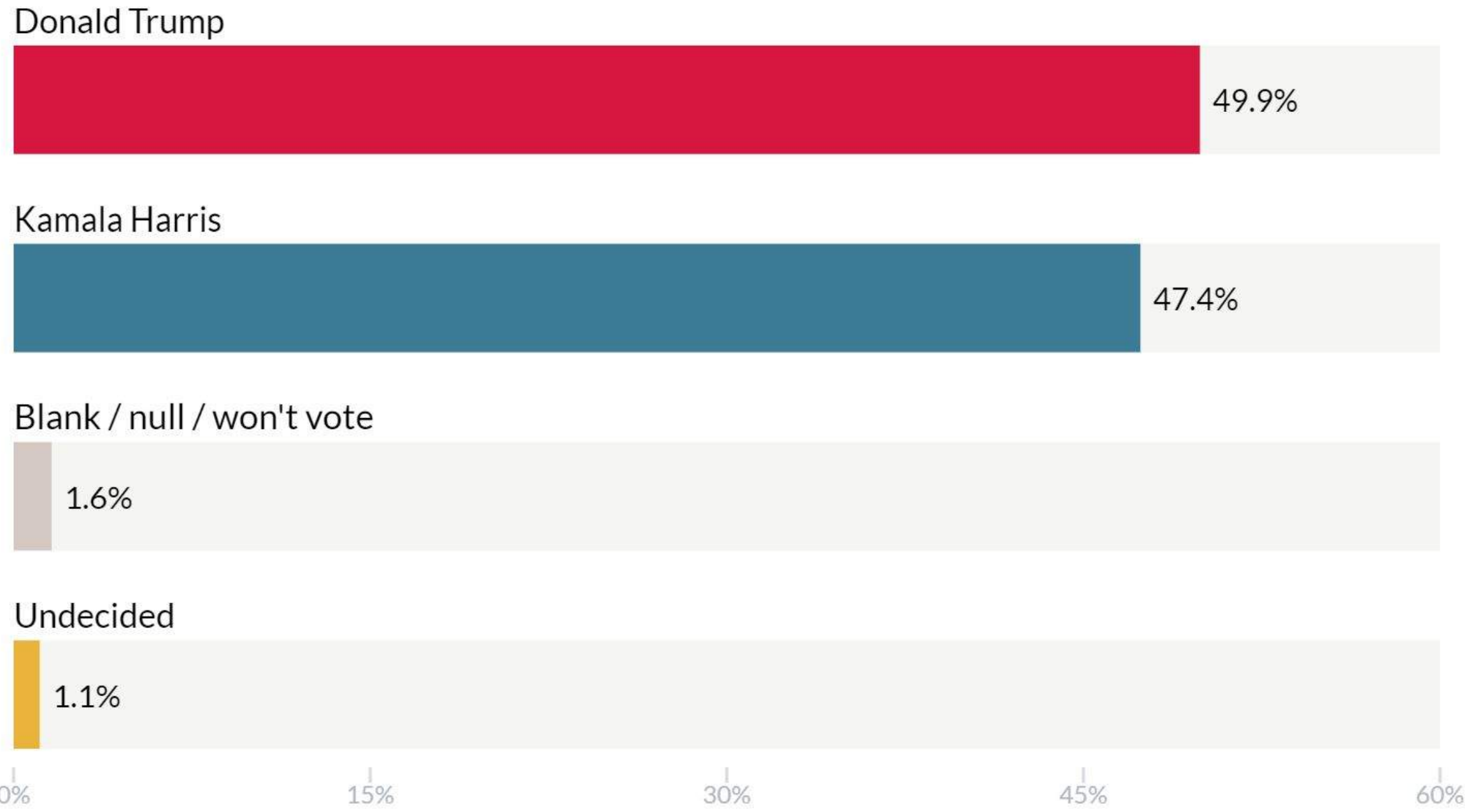


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Donald Trump	51.4	48.4	42.2	38.8	61.4	43.8	46.5	54.5	49.4
Kamala Harris	44	49.3	32.6	56.9	35.5	47.4	48.4	43.2	49.3
Jill Stein	2.6	1	8.1	2.3	1.4	7.1	2.8	0.4	0
Undecided	1	0.6	12.1	1.1	0.8	0	0.8	1.2	1.3
Chase Oliver	0.4	0.6	1.1	0.3	0.8	0.4	1	0.6	0
Blank / null / won't vote	0.4	0.1	2.2	0.4	0.1	1.1	0.1	0.1	0
Other	0.2	0	1.6	0.2	0	0.2	0.3	0	0

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Donald Trump	50.2	57.1	43.2	27.6	32.9	35	54.4	47.7	8.2	92.6	50.3
Kamala Harris	44.9	40	53.4	65	67.1	52.2	42.4	46.7	89.3	6.8	37.6
Jill Stein	3.4	1.1	1.1	7.4	0	10.1	1.1	3.7	1.9	0	5.4
Undecided	0.1	1.6	1.2	0	0	2	1.1	0	0.5	0.3	3.1
Chase Oliver	0.8	0	0.8	0	0	0.8	0.6	0.5	0	0.2	2.3
Blank / null / won't vote	0.5	0.2	0.1	0	0	0	0.3	0	0	0.1	1.1
Other	0.1	0	0.2	0	0	0	0.1	1.4	0.1	0	0.3

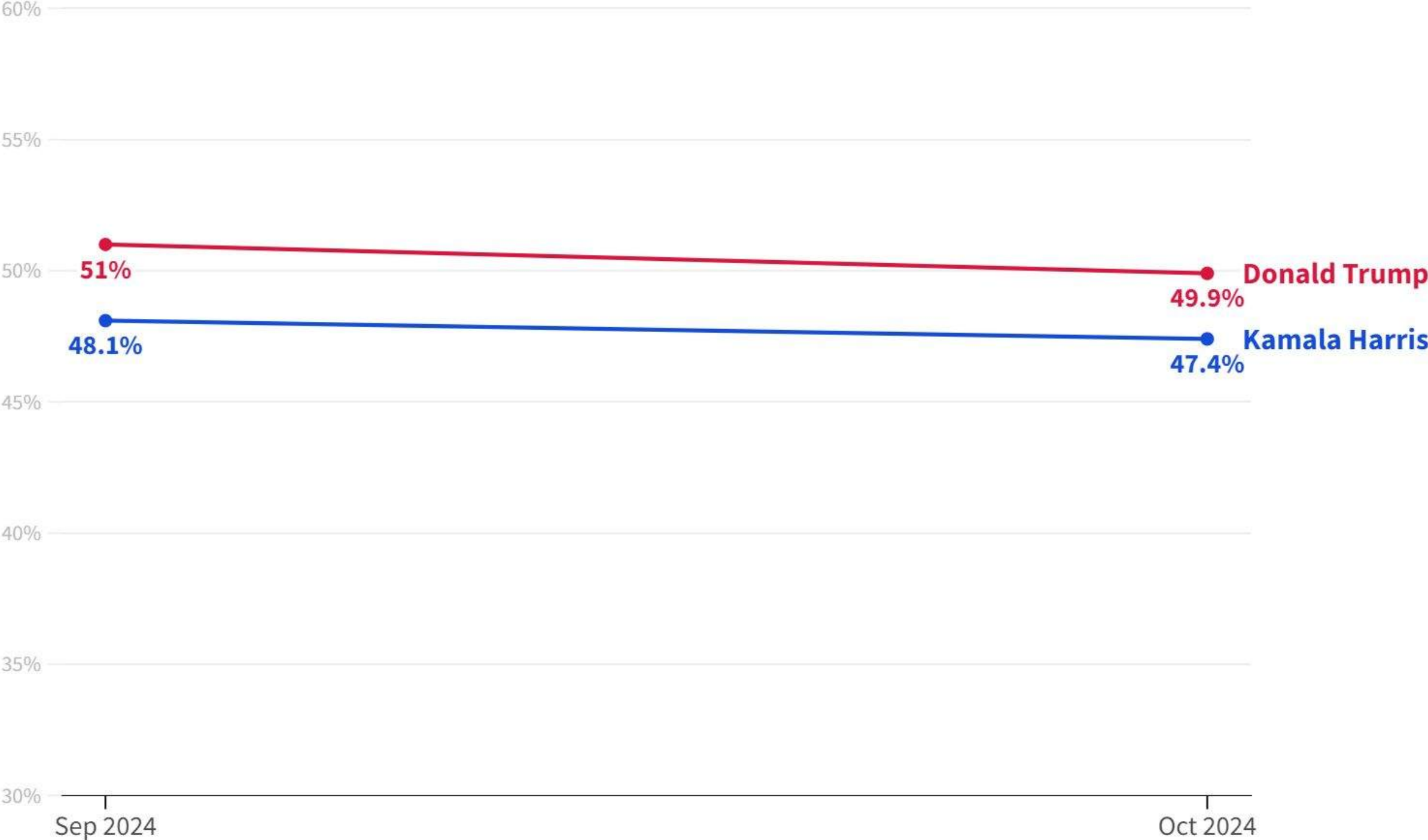
	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	39.6	48.3	61.8	8.3	95.1	50.5
Kamala Harris	54.2	48.9	34.6	87	3.7	38.5
Jill Stein	3.9	1.4	1.1	3.8	0	0.8
Undecided	1.4	0.5	1.6	0.4	0.5	6.4
Chase Oliver	0	0.6	0.8	0	0.6	3.3
Blank / null / won't vote	0.8	0.1	0.1	0.4	0.1	0
Other	0.1	0.1	0.1	0.1	0	0.5

### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?





### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?

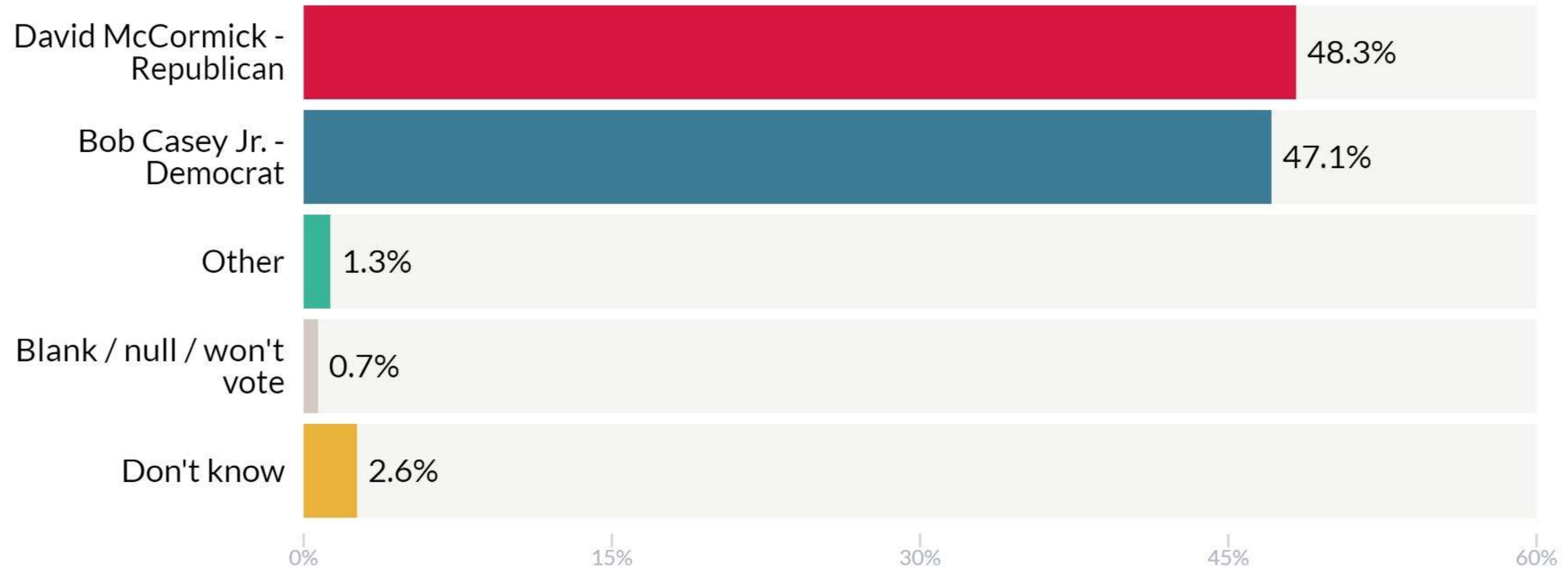


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Donald Trump	51.5	48.5	43.4	39.1	61.4	44.2	46.5	54.6	49.5
Kamala Harris	44.6	50.4	34.2	57.5	36.6	49.4	49.5	43.5	50.1
Blank / null / won't vote	2.1	0.9	10.3	1.6	1.6	6.4	1.7	0.7	0.1
Undecided	1.7	0.2	12.1	1.8	0.4	0	2.2	1.2	0.3

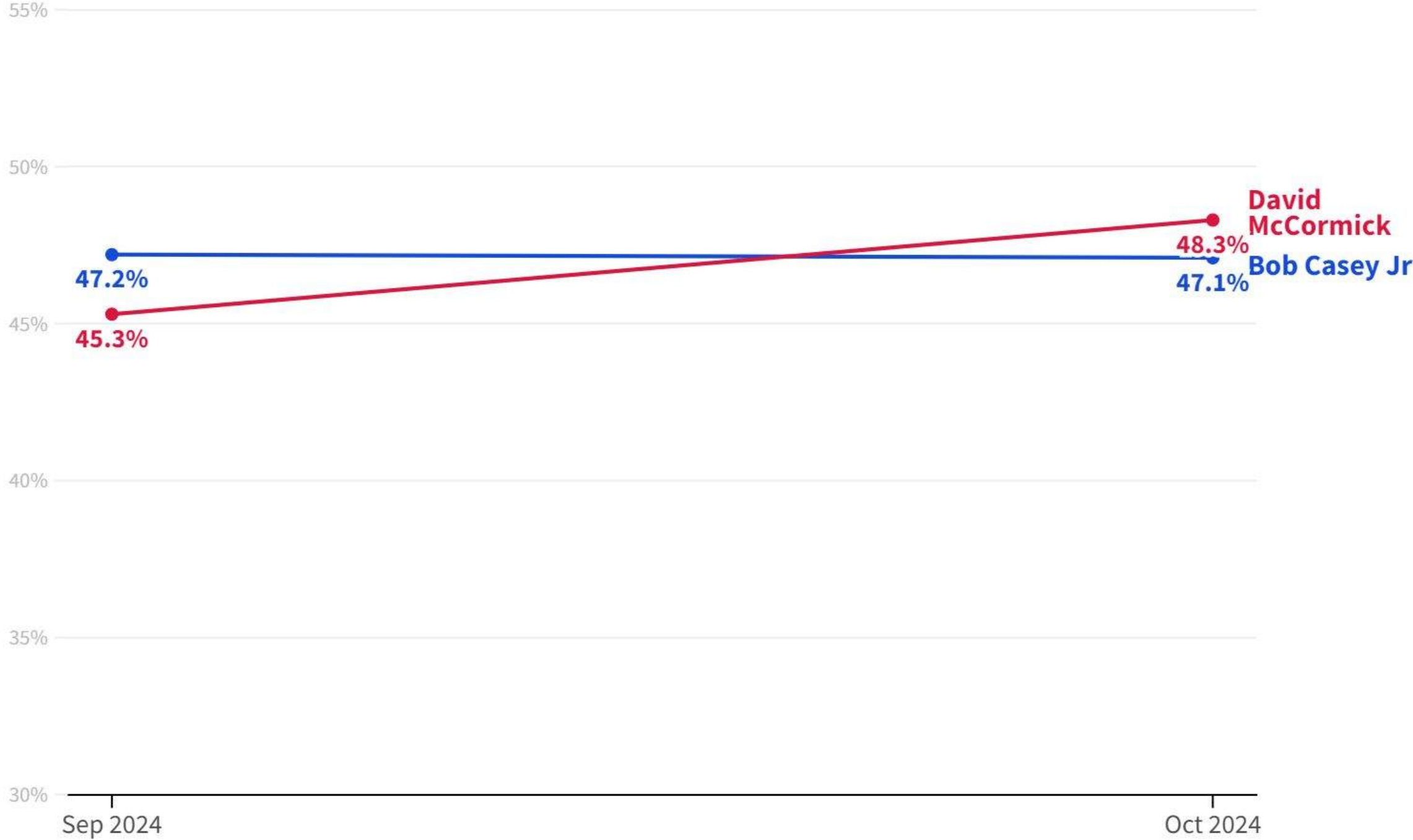
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Donald Trump	50.2	57.3	43.4	27.6	32.9	35.7	54.5	48.3	8.2	92.8	50.7
Kamala Harris	46.3	41.3	53.5	72.4	67.1	52.2	43.2	47.4	90.2	6.8	39.9
Blank / null / won't vote	3.4	0.6	0.9	0	0	4.8	1.5	3.7	0.6	0.2	6.3
Undecided	0.1	0.8	2.2	0	0	7.2	0.7	0.6	0.9	0.2	3.1

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Donald Trump	39.6	48.4	62.2	8.3	95.2	51.5
Kamala Harris	55.7	49.5	35.5	88.2	3.7	41.9
Blank / null / won't vote	3.3	1	1.6	2.3	0.7	2.5
Undecided	1.4	1.2	0.7	1.2	0.5	4.1

## Whom will you vote for in the United States Senate election in Pennsylvania?



# Whom will you vote for in the United States Senate election in Pennsylvania?



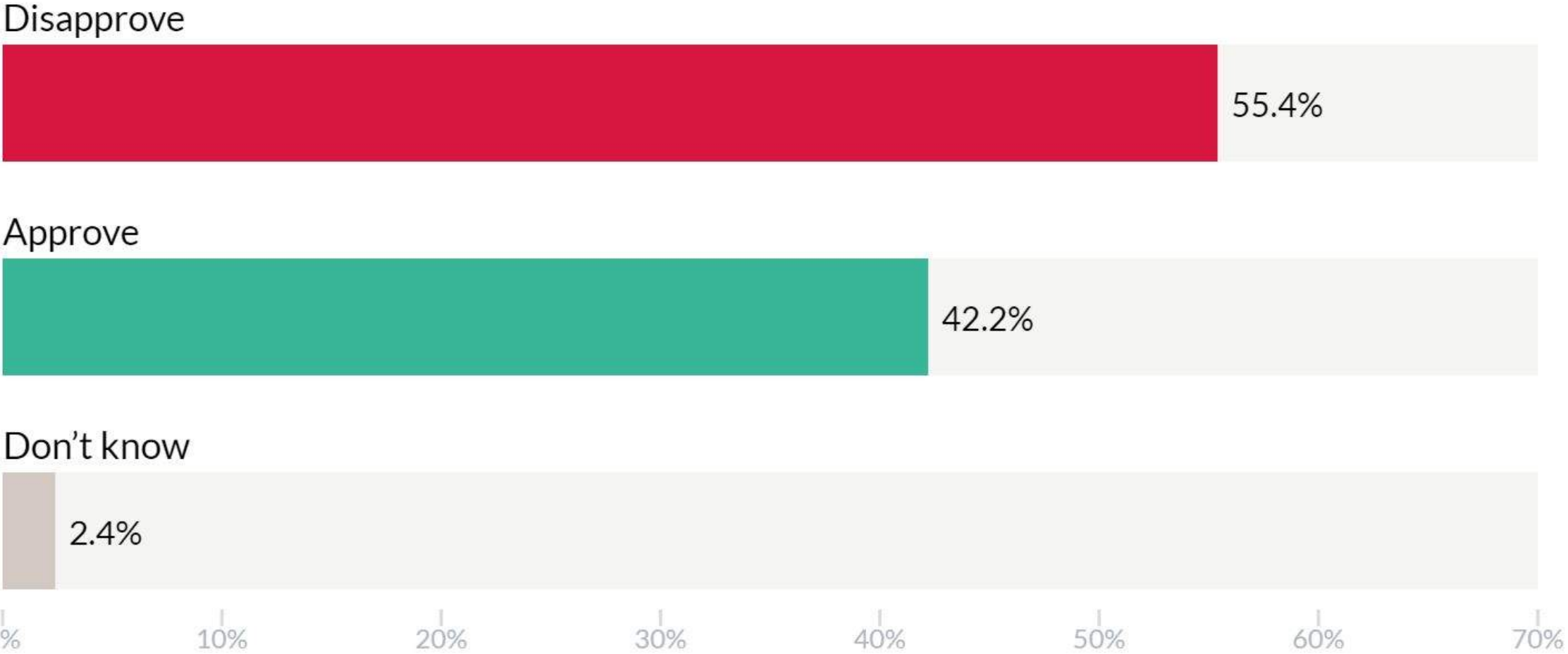
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
David McCormick - Republican	50.6	46.2	39.2	37.4	59.9	37.9	47	53.2	48
Bob Casey Jr. - Democrat	43.8	50.6	43.9	58.8	34.7	52.6	48.1	43.3	49
Other	1.9	0.7	0.7	1.1	1.5	6.5	0.7	0.4	0
Blank / null / won't vote	1.1	0.3	3.3	0.7	0.8	0.5	0.5	1.1	0.6
Don't know	2.7	2.2	13	2	3.2	2.5	3.7	1.9	2.3

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
David McCormick - Republican	46.7	56.5	42.8	25.6	31.8	30.5	53.2	45	6.9	91.3	48.1
Bob Casey Jr. - Democrat	47.1	40.1	53.2	68.6	67.1	54.2	42.7	52.7	90.4	5.8	40.5
Other	2.9	0.1	0.8	0	0	9	0.8	1.1	0.5	0	5.2
Blank / null / won't vote	0.4	1.4	0.5	0	1.2	1	0.7	0	0.2	0.8	1.7
Don't know	3	1.9	2.8	5.8	0	5.2	2.6	1.2	2	2.1	4.5

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
David McCormick - Republican	35.8	47.7	60.4	8	92.5	48.3
Bob Casey Jr. - Democrat	58.9	48.2	34.6	88.8	4.2	33
Other	3.7	0.4	1.1	1.2	0.1	7.8
Blank / null / won't vote	0.3	0.6	1.3	0.7	0.7	1.5
Don't know	1.2	3.1	2.6	1.3	2.6	9.3

## 2.2. Presidential Approval and Image of Politicians

### Do you approve or disapprove of Joe Biden's performance as president of the United States?



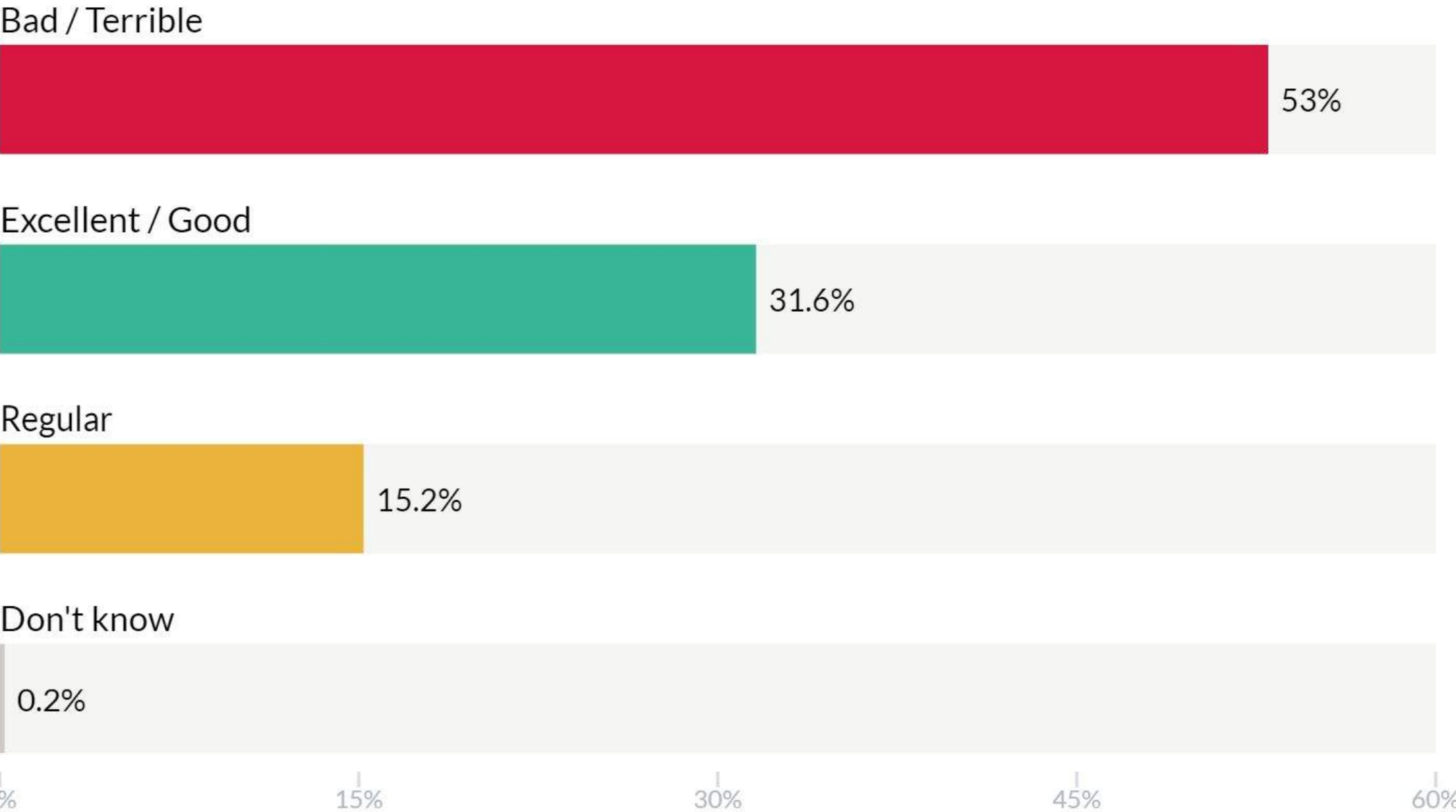
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Disapprove	59	51.5	67.3	45.7	65.7	57	56.2	57.1	50.6
Approve	38.9	46	19.8	52.1	31.6	39.7	42.1	40.5	46.6
Don't know	2	2.5	12.9	2.1	2.7	3.3	1.6	2.4	2.8

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Disapprove	57.8	60.9	48.6	32.1	33.5	45.8	60.1	59.6	12.1	93.9	67.7
Approve	40.9	35.6	49	65.6	66.5	52.2	37.2	36.1	84.9	5.5	27.8
Don't know	1.4	3.5	2.4	2.4	0	2	2.7	4.2	3	0.7	4.5

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Disapprove	46.7	53.8	66.5	15.6	96.8	66.4
Approve	51.9	43.7	30.5	81.2	2.3	27.7
Don't know	1.4	2.6	3	3.2	0.9	5.9



### How do you evaluate Joe Biden's performance as President?

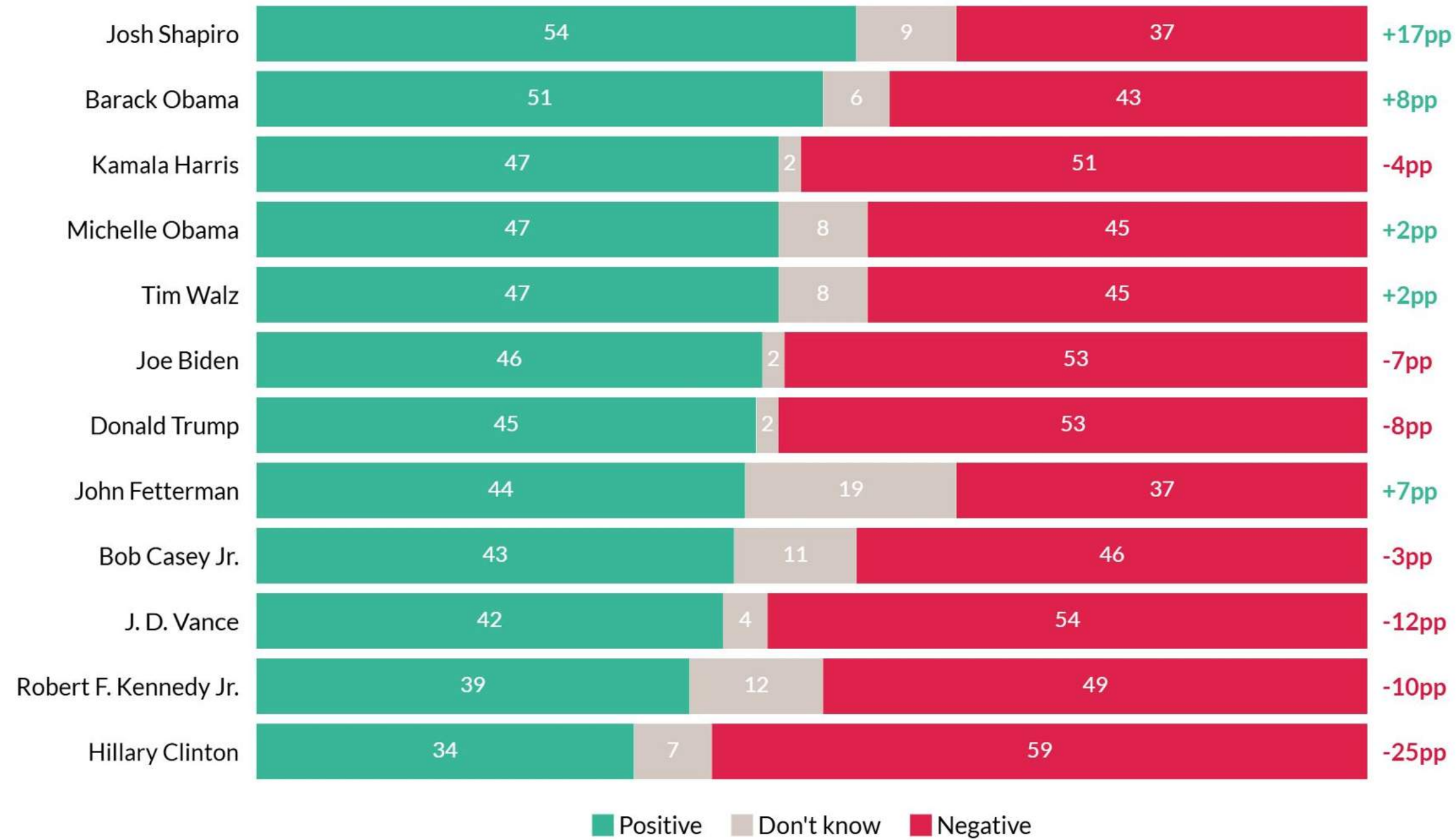


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Bad / Terrible	55.9	50.1	55.8	42.8	63.8	50	53.9	55.6	49.5
Excellent / Good	27.5	36.2	8.2	37.7	25	22.3	26	33.2	41.1
Regular	16.5	13.5	27.6	19.3	10.8	27.7	20	10.8	9.2
Don't know	0.1	0.2	8.4	0.2	0.3	0	0.1	0.4	0.3

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Bad / Terrible	54.2	59.5	46.5	42.4	32.9	40.9	57.6	49.4	11.3	92.4	60.4
Excellent / Good	32.8	26.3	34.9	32.8	48.2	51.2	27.6	21.7	66.1	4.2	15.5
Regular	13	13.9	18.1	24.8	18.9	7.8	14.5	27.9	22.4	3.4	23.3
Don't know	0	0.2	0.5	0	0	0	0.3	1	0.2	0	0.8

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Bad / Terrible	43.5	51.7	64.1	12.8	96.3	57.5
Excellent / Good	38.2	33.5	21.5	61	0.8	23.7
Regular	18.2	14.5	14.2	25.9	2.8	17.9
Don't know	0.1	0.3	0.3	0.3	0	0.9

### Do you have a positive or negative image of the following political figures?



# Favorability ratings [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
<b>Josh Shapiro</b>												
Positive	51.8	56.9	36.1	59.1	48.6	56.2	46.6	55.6	58.6	50.9	58.8	52.7
Don't know	8.7	7.9	26.3	8.2	9	7.4	10.1	8.3	8.2	5.8	8.8	10.9
Negative	39.5	35.3	37.6	32.7	42.5	36.4	43.3	36.1	33.2	43.3	32.4	36.3
<b>Barack Obama</b>												
Positive	53.5	48.8	19.8	60.5	40.2	55.2	49.9	48	52.3	49.1	45.9	56.4
Don't know	3.9	8.1	26.3	5.7	6.8	4	7.5	8.5	3.4	1.8	12.8	4.7
Negative	42.6	43.1	53.9	33.8	53	40.8	42.6	43.5	44.3	49.1	41.4	38.9
<b>Tim Walz</b>												
Positive	47.9	47.1	35.2	55.5	38.5	53.6	42.8	46.9	48.3	48	45.1	48.6
Don't know	7.7	8.5	11.8	8.3	8	9	8.5	6.3	9.8	5.1	10.6	8.7
Negative	44.4	44.4	53	36.2	53.5	37.4	48.7	46.9	41.8	46.9	44.3	42.7
<b>Kamala Harris</b>												
Positive	46.5	49.3	7	54.5	39.4	48.1	40	49.6	51.2	45.9	47.1	48.3
Don't know	1.6	1.7	8.4	1.5	2.1	0	0	2.2	4.5	1	4.4	0.1
Negative	51.9	49.1	84.7	44.1	58.5	51.9	60	48.2	44.3	53.1	48.5	51.6
<b>Michelle Obama</b>												
Positive	47.2	47.5	30.6	56.6	36.9	50.2	42.8	46.2	50.9	47.8	45	48.2
Don't know	8.6	6.7	11	8	7.4	5.4	10.4	10	3	4.7	6.3	11.6
Negative	44.2	45.8	58.4	35.4	55.7	44.4	46.8	43.7	46.2	47.5	48.7	40.2
<b>Joe Biden</b>												
Positive	45.4	47.4	7	53.5	37.4	47.5	38.1	48.6	49	45.6	46	45.5
Don't know	1.9	1.6	0	1.9	1.4	0.6	0.6	2.6	2.3	0.3	1.3	3.3
Negative	52.7	51	93	44.6	61.1	51.9	61.2	48.8	48.6	54.1	52.7	51.2
<b>Donald Trump</b>												
Positive	40.4	48.2	58.4	33.7	56	29.8	50.2	48.1	43.8	43	49.2	41.7
Don't know	3.3	1.1	8.4	2.9	1.6	4.3	1.2	3.1	0.6	1.8	2.4	2.6
Negative	56.4	50.7	33.3	63.4	42.4	65.9	48.6	48.8	55.7	55.2	48.5	55.7
<b>John Fetterman</b>												
Positive	38	51.1	9.7	47.1	40.5	35.4	38.9	44.6	55.2	42.3	43.6	45.8
Don't know	20	19.3	3.4	17.8	21.2	13.2	24.5	19.5	18.2	13.7	26.9	18.1
Negative	41.9	29.6	86.9	35.1	38.2	51.4	36.6	35.9	26.6	44	29.5	36.1
<b>Bob Casey Jr.</b>												
Positive	45	42.8	4.3	52.5	33.4	43	39	43.4	48.3	41.9	45.4	42.7
Don't know	11.7	9.7	2.6	7.5	13.9	9.2	11.3	11.6	9.2	7.3	10.3	13.8
Negative	43.3	47.5	93	40	52.7	47.7	49.7	45.1	42.4	50.8	44.3	43.5
<b>J. D. Vance</b>												
Positive	37.7	46.6	58.4	32	53.4	30.6	50	42.6	42.2	38.8	47.2	41.3
Don't know	6.1	1.6	8.4	5.4	2.4	3.5	1.9	7	2.1	4.5	2.1	5.1
Negative	56.2	51.8	33.3	62.5	44.2	65.9	48.1	50.5	55.7	56.6	50.7	53.6
<b>Robert F. Kennedy Jr.</b>												
Positive	34.9	41.8	62.5	31.8	46.1	22.7	48.7	40	37.6	37.8	43.1	35.8
Don't know	14.6	9.2	6.9	8.8	15	14	12.3	11.5	10	9	11.8	14.3
Negative	50.5	49	30.6	59.3	38.8	63.3	39	48.5	52.4	53.2	45.1	49.8
<b>Hillary Clinton</b>												
Positive	32.5	37.3	1.8	39.9	28.3	30.3	27	34.7	45.1	34.7	33.1	34.9
Don't know	6.3	8.1	5.2	5.4	9.1	2.7	7.8	10.6	4.8	7.9	7	6.6
Negative	61.2	54.6	93	54.7	62.6	67.1	65.2	54.6	50.1	57.4	59.9	58.5

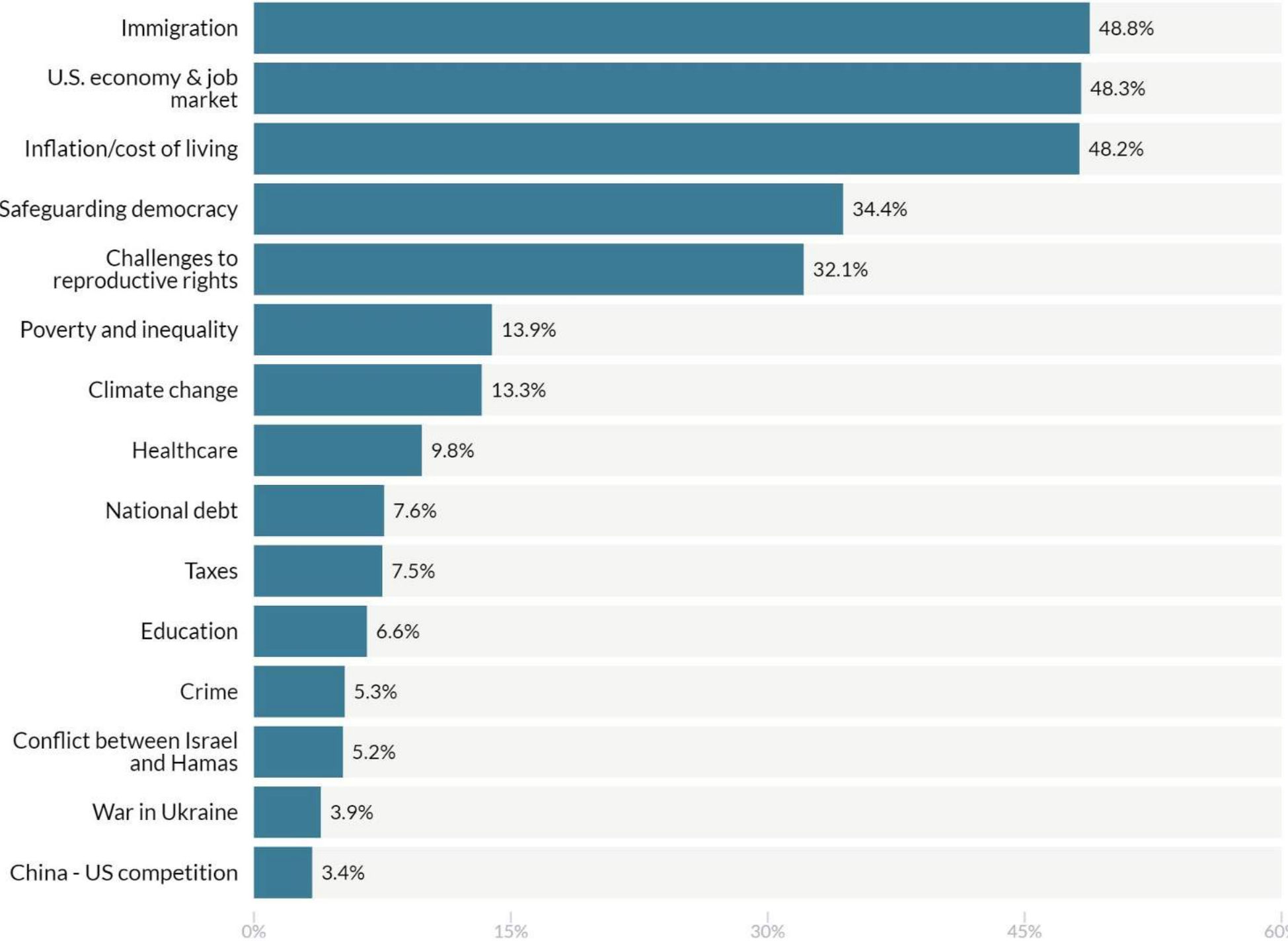
# Favorability ratings [Demographic crossings]



	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
<b>Josh Shaprio</b>														
Positive	100	89.5	42	48.8	62.5	84.4	20.1	49.2	53.8	55.5	50.6	83.6	17.2	69
Don't know	0	0	7.1	10	13.1	4.9	9.7	14.6	5.1	9.7	9.4	3.2	14.3	11.5
Negative	0	10.5	50.9	41.2	24.4	10.7	70.1	36.2	41.1	34.8	39.9	13.3	68.5	19.6
<b>Barack Obama</b>														
Positive	100	76.4	39.2	46.5	66.1	87.4	10.5	43.8	57.1	51.4	42.5	86.5	7.2	62.9
Don't know	0	13.1	14.9	3.7	15.4	4.5	4.8	12	3.3	6.6	8.5	6.3	6.3	4.9
Negative	0	10.5	46	49.8	18.6	8	84.7	44.3	39.6	42	49	7.2	86.5	32.2
<b>Tim Walz</b>														
Positive	100	76.4	24.1	43.4	73.6	83	9.2	38.9	54.7	46.6	41.6	82.2	5.6	55.5
Don't know	0	10.5	26.9	5.8	1.5	9.3	3.2	13.9	8.8	5.5	13.9	9.8	4	20.1
Negative	0	13.1	49.1	50.8	25	7.7	87.6	47.1	36.5	47.9	44.5	8	90.4	24.4
<b>Kamala Harris</b>														
Positive	100	76.4	30.2	43	61	81.8	9.3	40.2	50.7	47.5	43	82	5.2	57.4
Don't know	0	0	5.6	1.6	0	2.3	0	3.5	3.8	0.1	3.6	1.6	0.3	10.4
Negative	0	23.6	64.2	55.4	39	15.8	90.6	56.3	45.5	52.4	53.4	16.3	94.5	32.3
<b>Michelle Obama</b>														
Positive	67.7	76.4	30.2	43.3	74.5	81.2	6.2	46.6	52.6	45.8	44.7	81.7	4.5	61.7
Don't know	32.3	0	20.7	6.3	4.8	5.3	10	8.5	6.1	10.7	2	7.8	8.3	3.8
Negative	0	23.6	49.1	50.4	20.7	13.5	83.8	44.9	41.2	43.6	53.2	10.5	87.3	34.5
<b>Joe Biden</b>														
Positive	100	76.4	35.8	41.1	46.1	80.1	8.6	38	53.5	43.6	43.2	79.4	5	57.1
Don't know	0	0	0	1.5	14.9	0.3	0.5	6.7	0	3.1	0	2.6	0	4.7
Negative	0	23.6	64.2	57.4	39	19.5	90.9	55.3	46.5	53.3	56.8	18	95	38.2
<b>Donald Trump</b>														
Positive	0	23.6	32.8	50.5	39.1	11.6	87.9	37.8	33.1	47	50	7.3	91.6	21.3
Don't know	0	0	5.6	2.3	0	0	3.4	5	3.1	1.7	2.6	1.4	3.3	1.6
Negative	100	76.4	61.6	47.2	60.9	88.4	8.8	57.2	63.8	51.2	47.4	91.3	5.1	77.1
<b>John Fetterman</b>														
Positive	52.7	76.4	26.2	40.5	63.4	71.1	19.8	28.3	38.7	47.1	41.8	67.4	14.7	55.2
Don't know	0	13.1	21.8	20.9	10.5	11.8	22	31.1	16.9	21.2	17.6	12.2	26.6	26.3
Negative	47.3	10.5	52	38.5	26.1	17.1	58.1	40.6	44.4	31.8	40.6	20.3	58.7	18.4
<b>Bob Casey Jr.</b>														
Positive	76.8	76.4	29.6	38.7	61	76.8	7.9	34.4	49	43.3	37.3	75.5	4	55.8
Don't know	23.2	0	24.4	10.2	1.5	8.7	9.1	17.2	8.4	9.6	15.3	10	9.3	21.1
Negative	0	23.6	46	51.1	37.5	14.5	83	48.4	42.6	47.1	47.4	14.4	86.7	23.1
<b>J. D. Vance</b>														
Positive	0	23.6	32.8	48.2	28.5	10.4	88.6	28.2	31.9	45.7	44.9	5.7	89.1	17.3
Don't know	9.1	0	5.6	4.3	0	0.3	2.7	14.2	4.3	3.8	3.9	2.7	4.4	10.1
Negative	90.9	76.4	61.6	47.5	71.5	89.3	8.7	57.7	63.8	50.5	51.2	91.6	6.5	72.7
<b>Robert F. Kennedy Jr.</b>														
Positive	0	13.1	29.1	45.7	20.4	7.2	78.7	35.1	28.9	43.2	37.7	4.5	82.3	16.5
Don't know	9.1	10.5	30.6	9.7	8.1	11.3	12.6	11.2	11.8	10.8	14.4	12	10.7	16.6
Negative	90.9	76.4	40.3	44.6	71.5	81.5	8.8	53.7	59.3	46.1	47.9	83.5	7	66.9
<b>Hillary Clinton</b>														
Positive	67.7	57.2	30.2	29.9	48.8	66.9	3.1	19.3	40	33.5	30.3	63.3	1.1	31.9
Don't know	9.1	0	5.6	8	12.1	6.9	3	15.8	8.9	6.1	8	9.4	4	10.9
Negative	23.2	42.8	64.2	62.1	39	26.2	93.9	64.9	51.1	60.4	61.7	27.3	94.8	57.2

## 2.3. Key Topics

### In your opinion, what are the greatest challenges the United States faces today?



# Greatest challenges to the US [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
Immigration	50	47.7	43.7	39.8	58.3	36.4	45.2	53	53.6	46.8	56.6	43.9
U.S. economy & job market	51	45.6	48.8	42.9	54.1	56.4	46.3	49.4	43.8	49.6	54.7	41.8
Inflation/cost of living	48.9	47.6	45.6	44.2	52.5	46.8	55.7	47.4	41.9	49.2	49.8	46
Safeguarding democracy	35.6	33.2	31.3	42	26.2	27.3	32.2	34	41.8	30.2	30.8	41.1
Challenges to reproductive rights	25.4	38.9	25.8	40.5	23.3	25.6	36.7	32.2	30.7	29.8	24.9	40.3
Poverty and inequality	13.2	14.5	20.8	16.8	10.9	23	15.3	12	9.8	17.8	9.9	13.9
Climate change	14.4	12.3	14.4	17.5	8.9	25.2	12.1	10.5	12.1	16	12	12.1
Healthcare	7.7	12	8	10.4	9.2	7.6	10.5	8.5	12.5	10.1	9.6	9.8
National debt	8.8	6.4	11.2	6.8	8.5	8.2	4.7	8.3	9.5	7.3	6.9	8.5
Taxes	6.8	8.1	12.8	5.6	9.5	4	7.4	9	7.3	9.7	7.3	5.7
Education	6.1	7.1	5.2	8.6	4.5	12.2	6.4	4.8	6.3	6	5.5	8.1
Crime	5.1	5.5	8.3	4	6.7	4.2	3.3	6.4	6.6	4.9	6.9	4.4
Conflict between Israel and Hamas	5.4	4.8	9.6	4.7	5.7	5.9	6.4	4.2	4.7	6	4	5.4
War in Ukraine	5.1	2.8	0.8	4.6	3.3	3.4	2.8	3.8	5.9	4.1	4.6	3.3
China - US competition	5.5	1.2	2.6	2.6	4.2	3.2	5.5	3	1.6	3.4	2.5	4.1

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Immigration	24.1	32.3	37.7	53.3	42.7	14.5	86	45.6	33.4	49.2	61.2	14.8	86.4	46.6
U.S. economy & job market	53	45.2	41.6	49.7	36.7	25	69.6	53.8	43.2	48.6	52.2	25.5	73	50.1
Inflation/cost of living	8.1	41.3	44.3	51	45.7	28.2	67.2	51.6	36.3	50.4	53.6	28.8	68.4	54.2
Safeguarding democracy	45.3	45.2	41.8	31.4	42.3	56.8	13.8	29.2	39.3	35	28.8	56.7	11.1	27.9
Challenges to reproductive rights	39.2	49.9	38.6	28.3	41.8	62.4	4.7	24.5	43.7	32.4	21.6	61.1	3.7	15.3
Poverty and inequality	22.6	18.8	26	11.7	17.4	26.4	2	12	25.2	13.1	6	25.6	2.5	7.2
Climate change	28.3	4.9	20.1	13.6	9.3	25.2	1.5	12.4	18.9	12.8	9.7	26.5	0.2	6.5
Healthcare	13.2	7.6	7.5	10.3	8.9	16.2	3.8	8.6	7.6	10.6	10	16.1	3.7	5.8
National debt	6.7	3.6	7.3	8.3	7.4	2.6	10.5	12.2	6.6	7.4	9.1	3	11.3	14.7
Taxes	0	16.2	7.3	6.8	1	5.6	8.1	10.2	5.6	8.5	6.9	5.3	10.2	6
Education	2.4	8.3	11.6	6	8.2	10.7	2.7	6	6.4	6.4	7.2	10.5	1.8	9.6
Crime	10.1	0	3.2	5.8	14.7	1.6	10	4	4.2	5.3	6.5	1.2	10.7	1.3
Conflict between Israel and Hamas	16.1	4.7	0	5.1	10.6	6.4	3.5	5.9	8	4.9	3.3	7.2	2.6	6.6
War in Ukraine	5.8	0	1.8	4.7	3.6	4.7	2.7	4.8	2.4	4.2	4.8	4.3	2.8	7.7
China - US competition	3.9	3.9	0	3.4	8.3	2.7	3.2	4.9	4.1	3.2	3.2	2.2	2.5	14.3



ATLAS POLL

10/12/2024-10/17/2024

# Wisconsin

US Presidential Election 2024

# 1. Methodology and sample profile

Target population

**Likely voters in Wisconsin**

Sample size

**932 respondents**

Methodology

**Random Digital Recruitment (Atlas RDR)**

Margin of error

**±3 p.p.**

Confidence level for estimation of the margin of error

**95%**

Polling Period

**10/12/2024-10/17/2024**

## Gender

Female	52.2%
Male	46.5%
Other / prefer not to identify	1.2%

## Yearly household income

Below \$50k	32.7%
\$50k - \$100k	37.4%
Above \$100k	29.8%

## Partisanship

Democrat	32.5%
Republican	36.2%
Independent	31.3%

## Age

18 - 29	13.6%
30 - 44	22.6%
45 - 64	41.9%
65+	21.9%

## Education Level

College degree or higher	46.9%
All other	53.1%

## Region

Suburban	44.2%
Urban	26.9%
Rural	28.9%

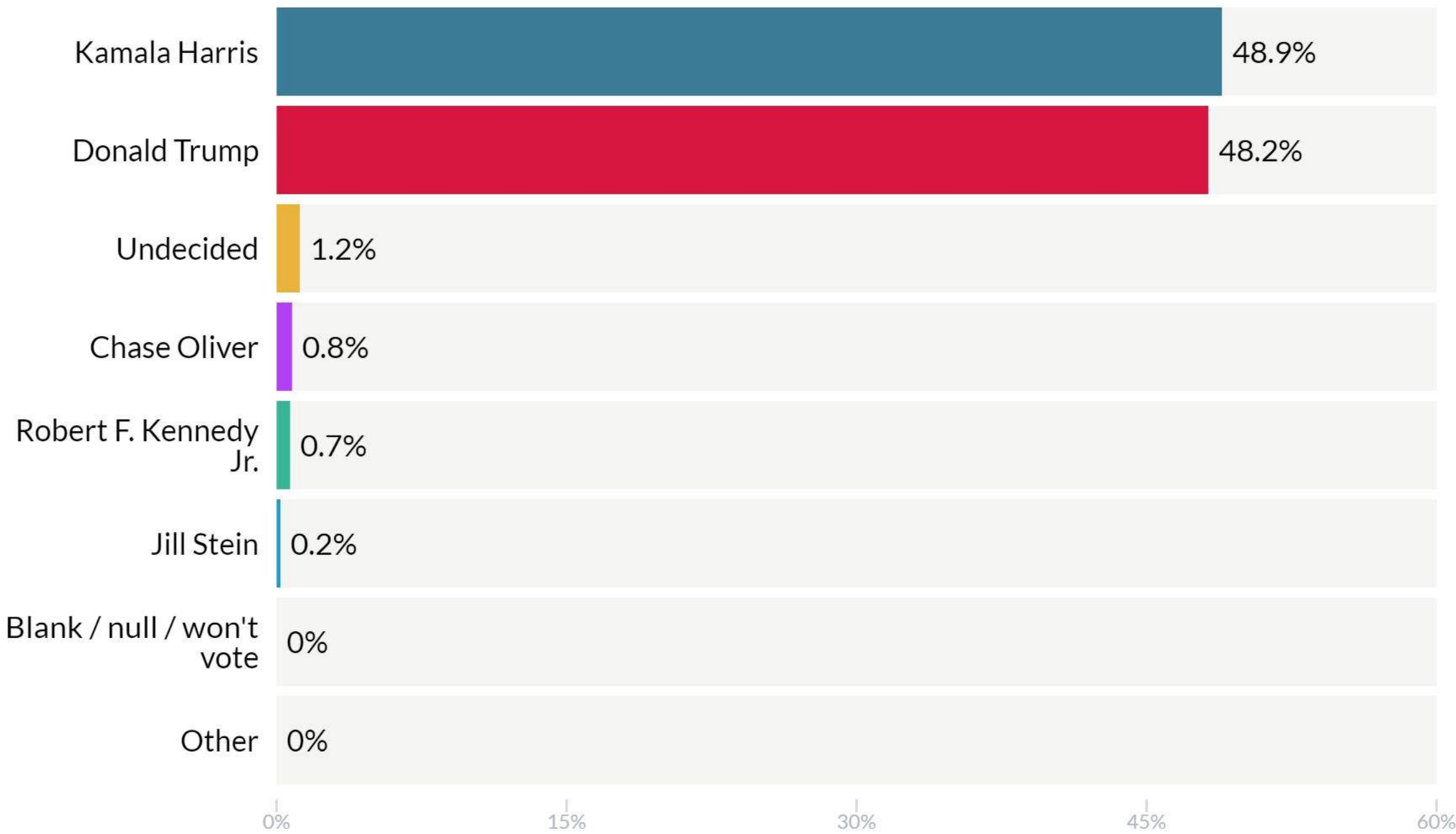
## Race

White	89.0%
Black	2.7%
Hispanic	4.6%
Asian	1.1%
Other	2.6%

## 2. Results

## 2.1. Presidential and Senate Elections

### For which of these candidates on the Wisconsin ballot will you vote for in the upcoming presidential election?



# Presidential Election: Full scenario [Demographic crossings]

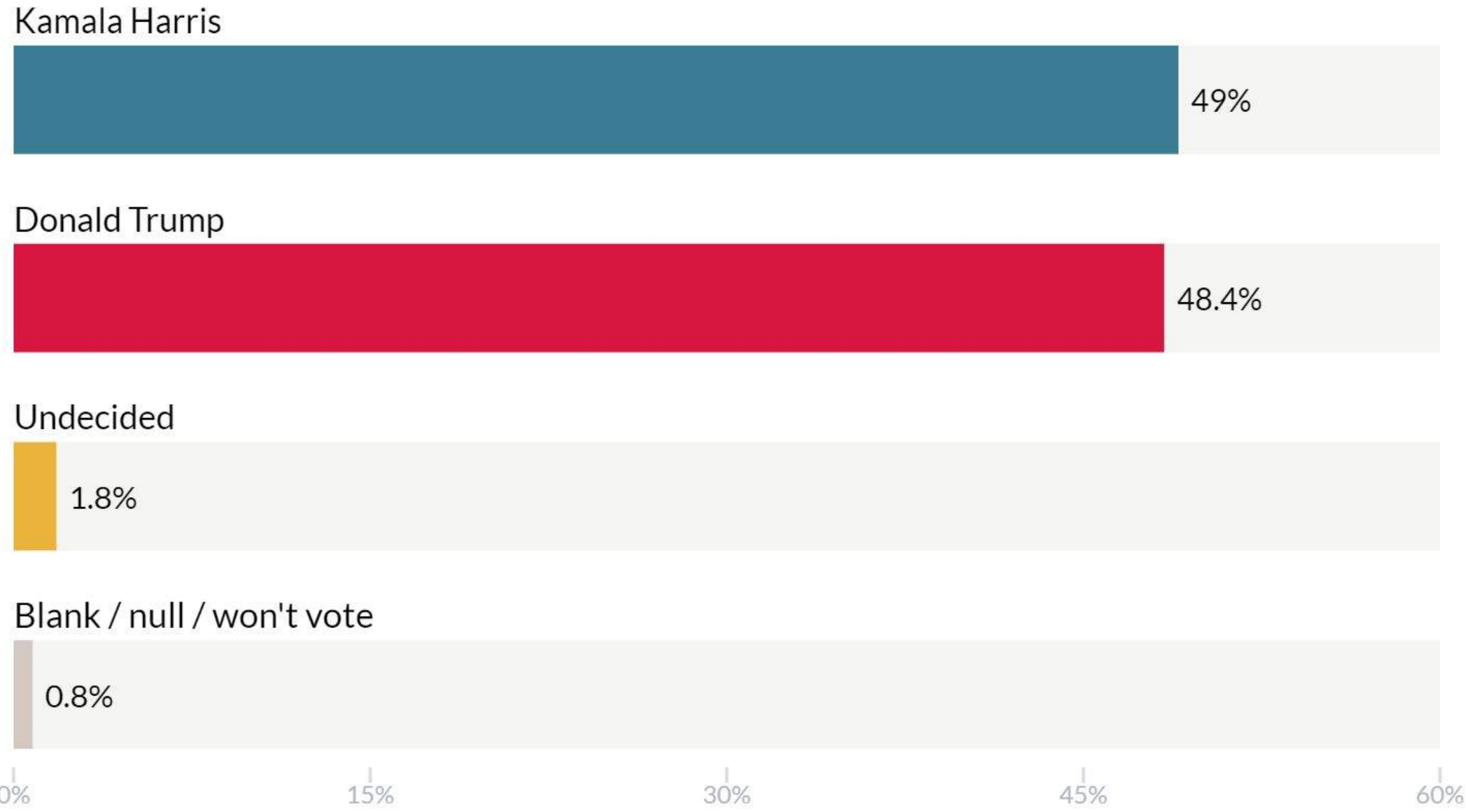


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Kamala Harris	44	53.7	33.5	55.5	43.1	52.2	51.2	47.6	47.1
Donald Trump	51.5	45.2	47.3	43	52.7	46.7	44.5	50	49.3
Undecided	1.6	0.9	2.8	0.6	1.8	0.9	0.4	0.7	3.3
Chase Oliver	1.6	0	0	0	1.4	0	3.2	0	0.2
Robert F. Kennedy Jr.	1.2	0	6.9	0.8	0.5	0	0.8	1.1	0.1
Jill Stein	0	0.3	6.6	0	0.4	0	0	0.5	0
Blank / null / won't vote	0	0	0	0	0	0	0	0	0
Other	0	0	2.8	0.1	0	0.3	0	0	0

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Kamala Harris	50.5	50.5	45.2	53.6	72.5	63.5	47.7	41	97.8	6.6	47.2
Donald Trump	44.9	47.3	52.7	46.4	27.5	36.5	49.1	56.4	1.8	92.5	44.9
Undecided	2	1	0.7	0	0	0	1.4	1.3	0	0.5	3.4
Chase Oliver	1.5	0.6	0.1	0	0	0	0.9	0	0	0	2.4
Robert F. Kennedy Jr.	0.9	0.1	1.2	0	0	0	0.8	0	0	0.4	1.7
Jill Stein	0	0.6	0	0	0	0	0.2	0	0.4	0	0.3
Blank / null / won't vote	0	0	0	0	0	0	0	0	0	0	0
Other	0.1	0	0	0	0	0	0	1.3	0	0	0.1

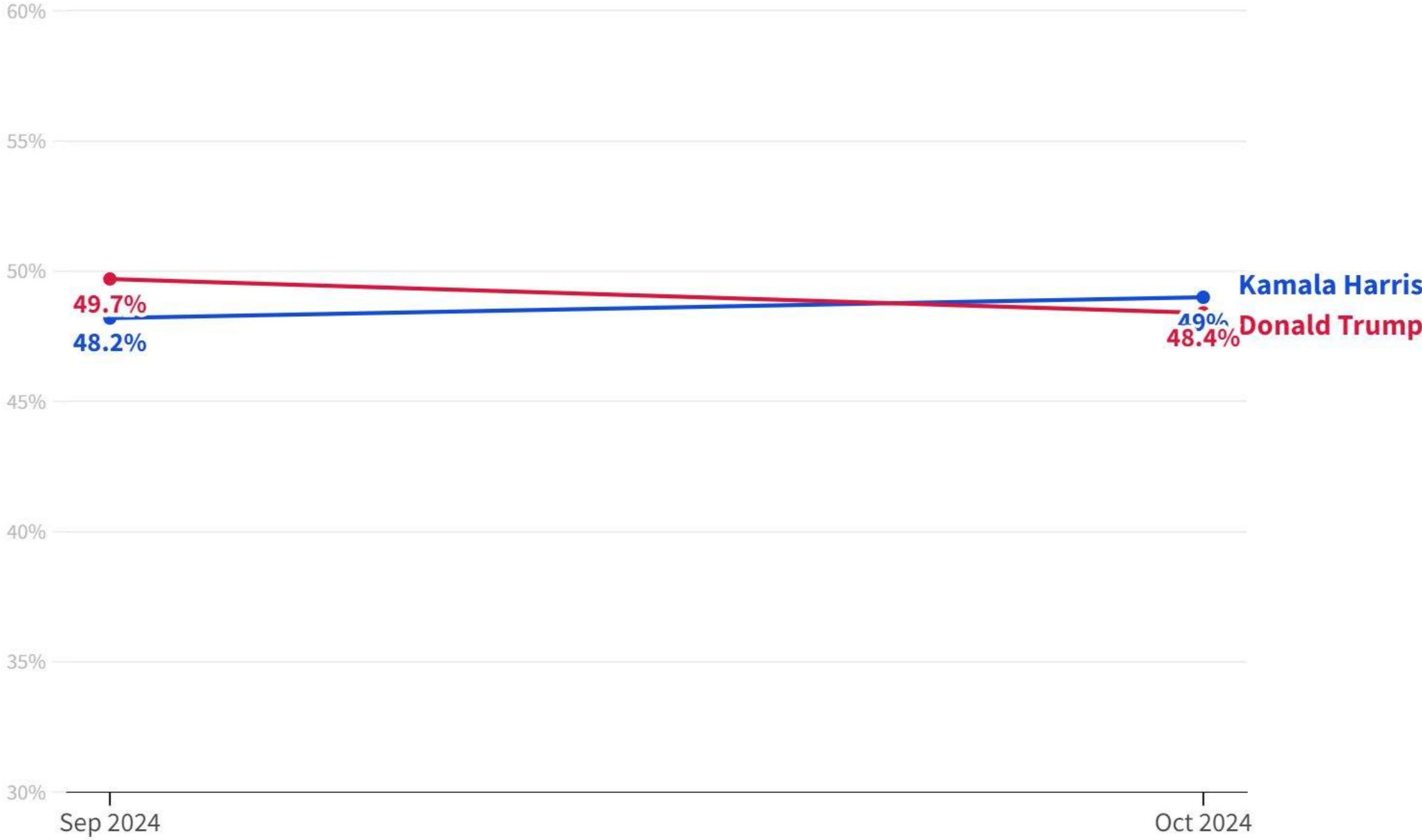
	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Kamala Harris	58.3	49	40.2	94.6	4.1	37.2
Donald Trump	38.9	47.9	57	4.5	94.7	42.7
Undecided	2.9	0.6	0.7	0.3	0.7	7.9
Chase Oliver	0	1.7	0	0	0.1	7.1
Robert F. Kennedy Jr.	0	0.6	1.5	0.1	0.4	4.7
Jill Stein	0	0.2	0.5	0.5	0	0
Blank / null / won't vote	0	0	0	0	0	0
Other	0	0	0.1	0	0	0.3

### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?





### In a head to head race between Kamala Harris and Donald Trump, whom would you vote for?

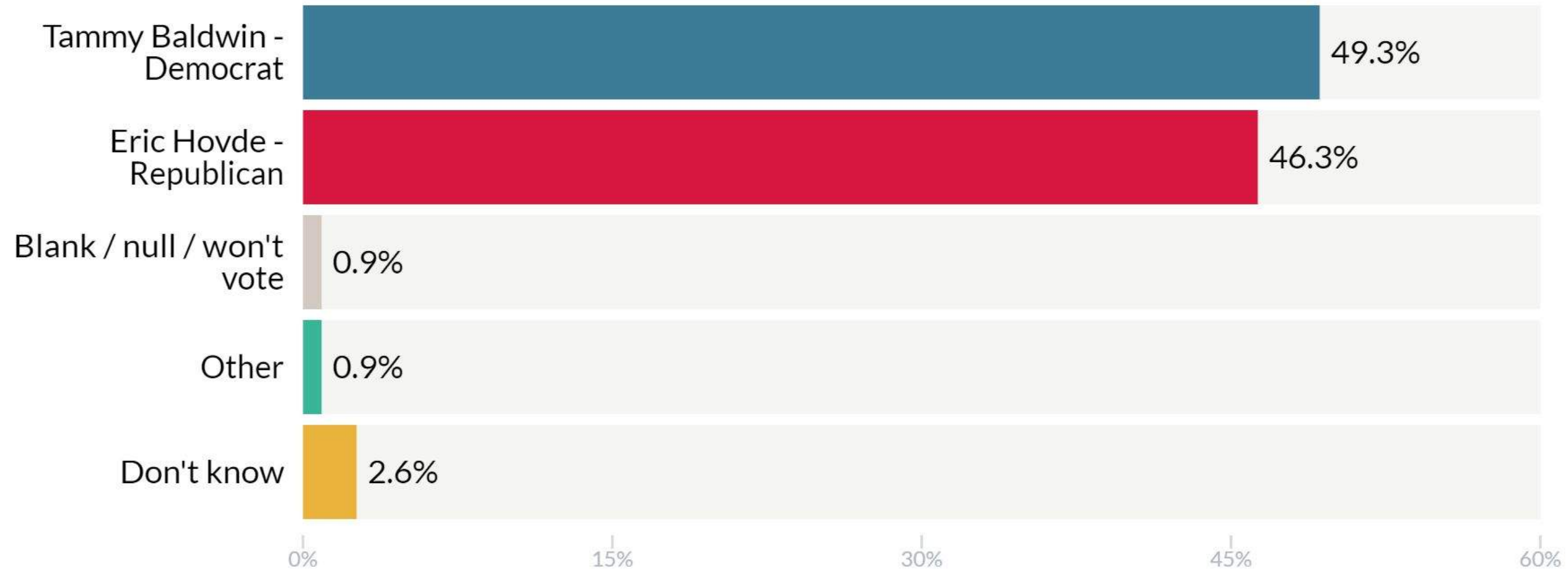


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Kamala Harris	44	53.7	40.2	55.5	43.3	52.2	51.2	47.8	47.1
Donald Trump	52	45.2	54.2	43.5	52.8	46.7	45.2	50.1	49.6
Undecided	2.7	0.9	2.8	0.6	2.7	0.9	1.4	1.4	3.3
Blank / null / won't vote	1.4	0.3	2.8	0.4	1.2	0.3	2.2	0.6	0

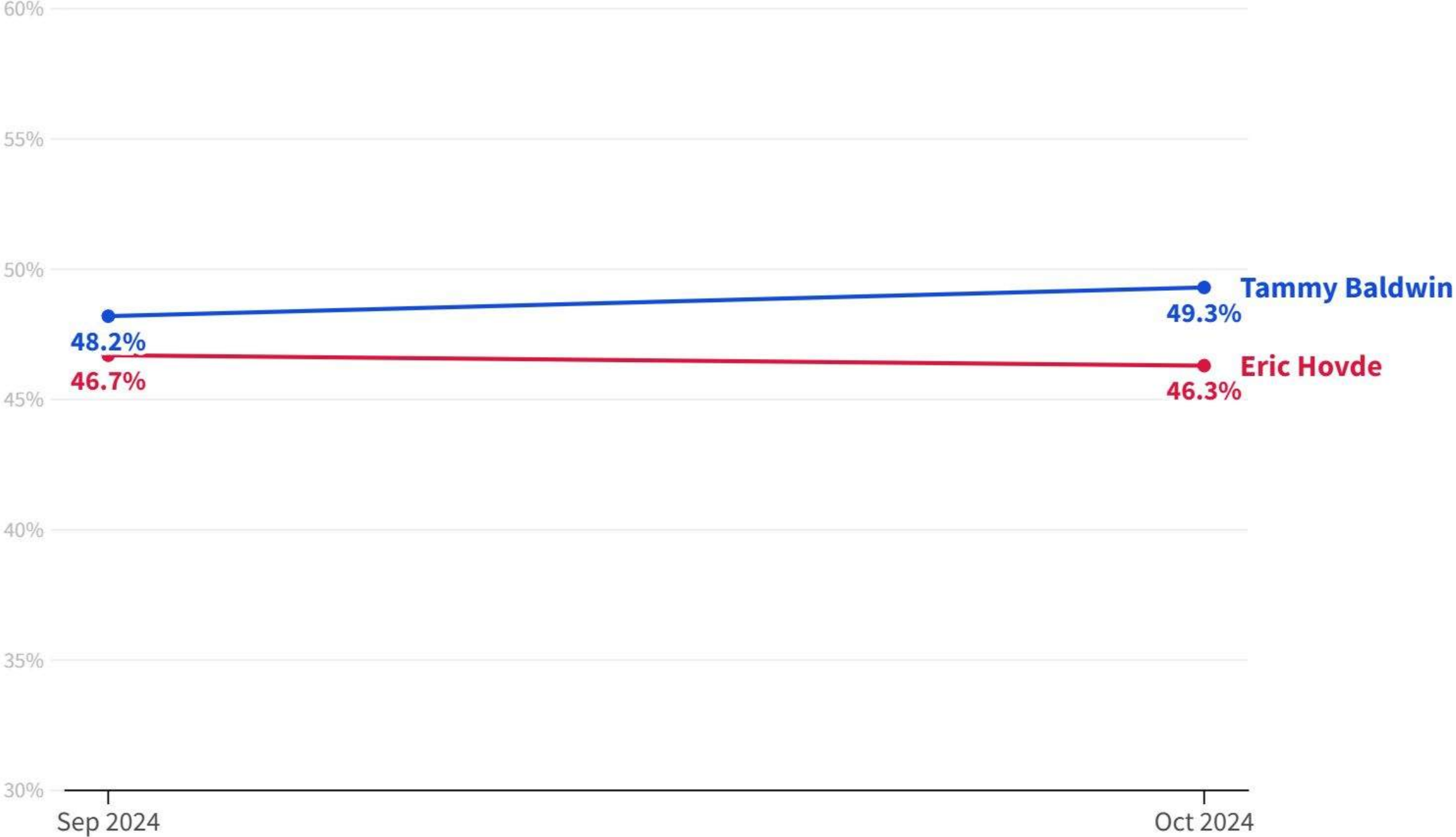
	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Kamala Harris	50.5	50.7	45.2	53.6	72.5	63.5	47.8	41	97.8	6.6	47.5
Donald Trump	44.9	47.3	53.6	46.4	27.5	36.5	49.4	56.4	1.8	92.5	45.8
Undecided	2.9	1.6	0.7	0	0	0	1.9	1.3	0	0.5	5
Blank / null / won't vote	1.6	0.4	0.5	0	0	0	0.9	1.3	0.4	0.4	1.7

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Kamala Harris	58.3	49.2	40.2	94.8	4.1	37.2
Donald Trump	38.9	48.3	57.4	4.6	94.9	44.5
Undecided	2.9	1.1	1.8	0.3	0.7	13.1
Blank / null / won't vote	0	1.4	0.6	0.3	0.3	5.3

### Whom will you vote for in the United States Senate election in Wisconsin?



# Whom will you vote for in the United States Senate election in Wisconsin?



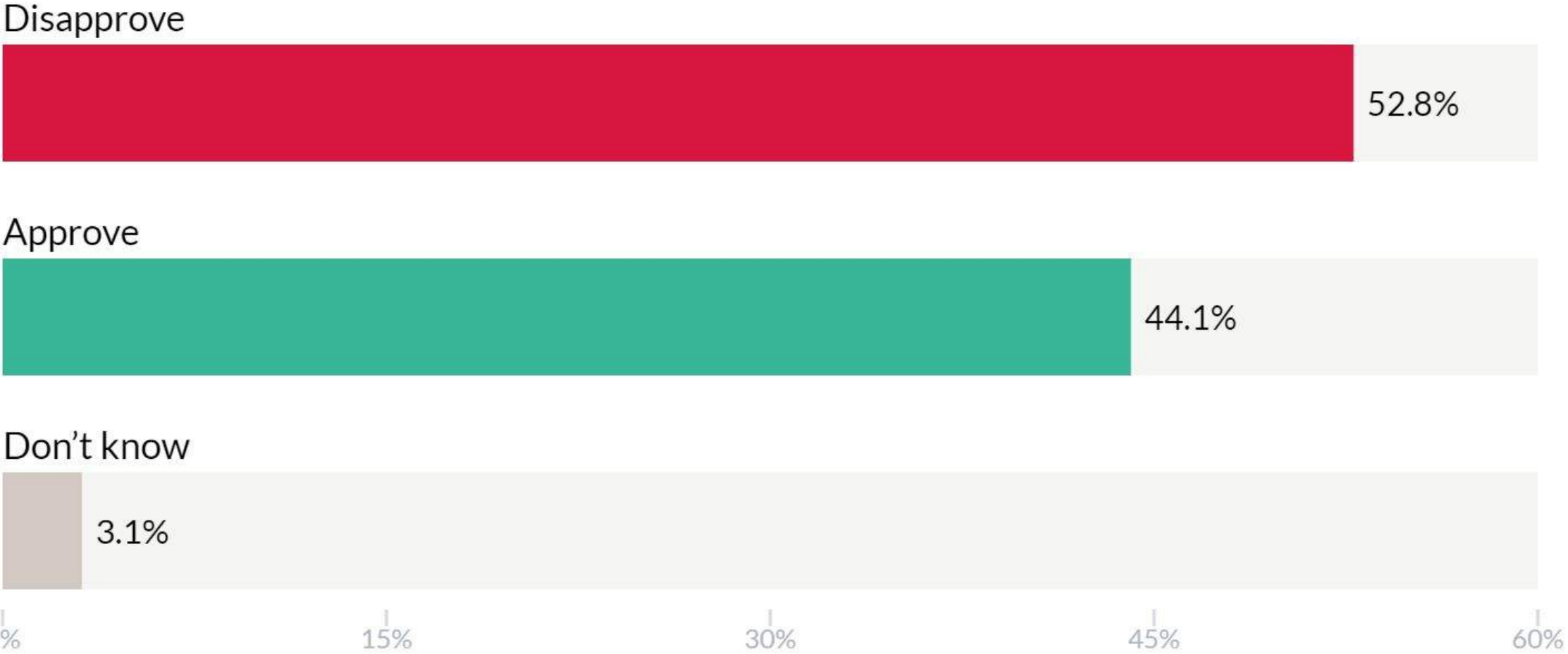
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Tammy Baldwin - Democrat	44.1	54.2	40.2	55.9	43.6	53.5	50.6	48.1	47.9
Eric Hovde - Republican	48.6	44.3	44.8	40.4	51.5	43.5	40.8	48.6	49.4
Blank / null / won't vote	1.9	0	0	0.3	1.4	0.7	2.1	0.5	0.3
Other	1.3	0.6	2.8	0.9	0.9	0.3	3.8	0	0.2
Don't know	4.1	0.9	12.2	2.6	2.5	2	2.8	2.8	2.1




























	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Tammy Baldwin - Democrat	50.1	51.7	45.6	53.6	72.5	67.1	47.9	41.8	98	5.8	49.3
Eric Hovde - Republican	43	44.4	52.3	46.4	25.3	32.9	47.7	42.8	1.6	89.3	42.9
Blank / null / won't vote	0	1.5	1	0	0	0	1	0	0	1.9	0.5
Other	2.5	0	0.3	0	0	0	0.7	11.6	0	0.9	2
Don't know	4.4	2.4	0.7	0	2.2	0	2.7	3.8	0.4	2.1	5.3

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Tammy Baldwin - Democrat	58.5	49.6	40.6	95.4	4.4	36.1
Eric Hovde - Republican	38.1	46.3	53.7	4	91.1	42.8
Blank / null / won't vote	0	0.9	1.6	0	1.7	1
Other	0	1.4	1	0.2	0.7	5.3
Don't know	3.4	1.8	3	0.4	2	14.8



















## 2.2. Presidential Approval and Image of Politicians

### Do you approve or disapprove of Joe Biden's performance as president of the United States?



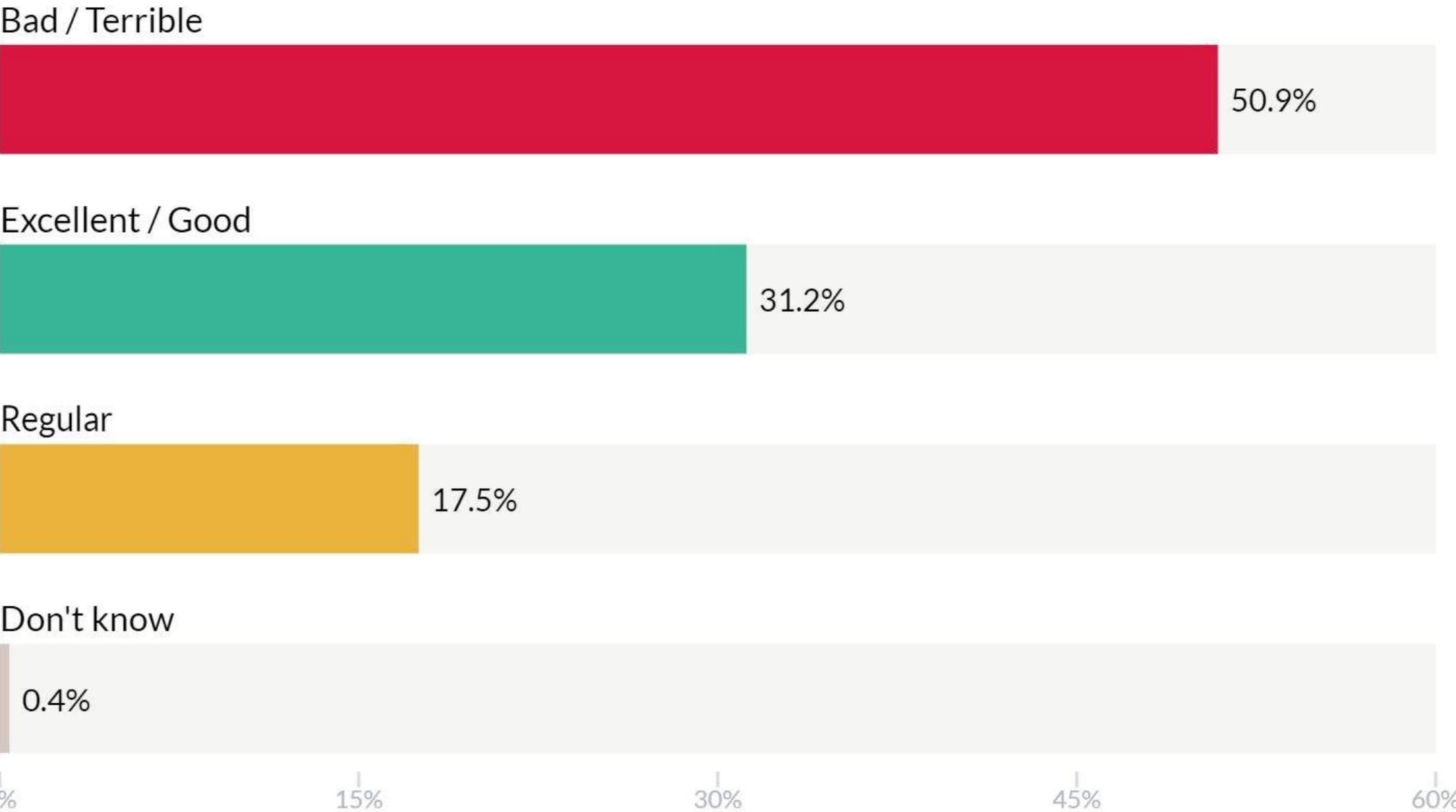
	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Disapprove	 59.3	 46.8	 60.9	 46.6	 58.2	 55.7	 51.6	 52.8	 52.2
Approve	 35.4	 52.2	 30.5	 50.8	 38.2	 38	 47.8	 43.7	 44.8
Don't know	 5.3	 1	 8.6	 2.6	 3.6	 6.3	 0.6	 3.5	 3

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Disapprove	 51.2	 51.9	 55.5	 46.4	 27.5	 36.5	 54.3	 56.4	 3.6	 94.3	 55.8
Approve	 45.2	 45.1	 41.8	 53.6	 54	 63.5	 43.1	 30.7	 93.9	 4.7	 38.1
Don't know	 3.6	 3	 2.7	 0	 18.5	 0	 2.5	 12.9	 2.5	 1	 6.1

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Disapprove	 44.6	 53.2	 59.6	 7.5	 96.5	 67.6
Approve	 54.8	 43	 36.1	 87.6	 2.5	 28.5
Don't know	 0.6	 3.8	 4.3	 4.9	 1	 4



### How do you evaluate Joe Biden's performance as President?

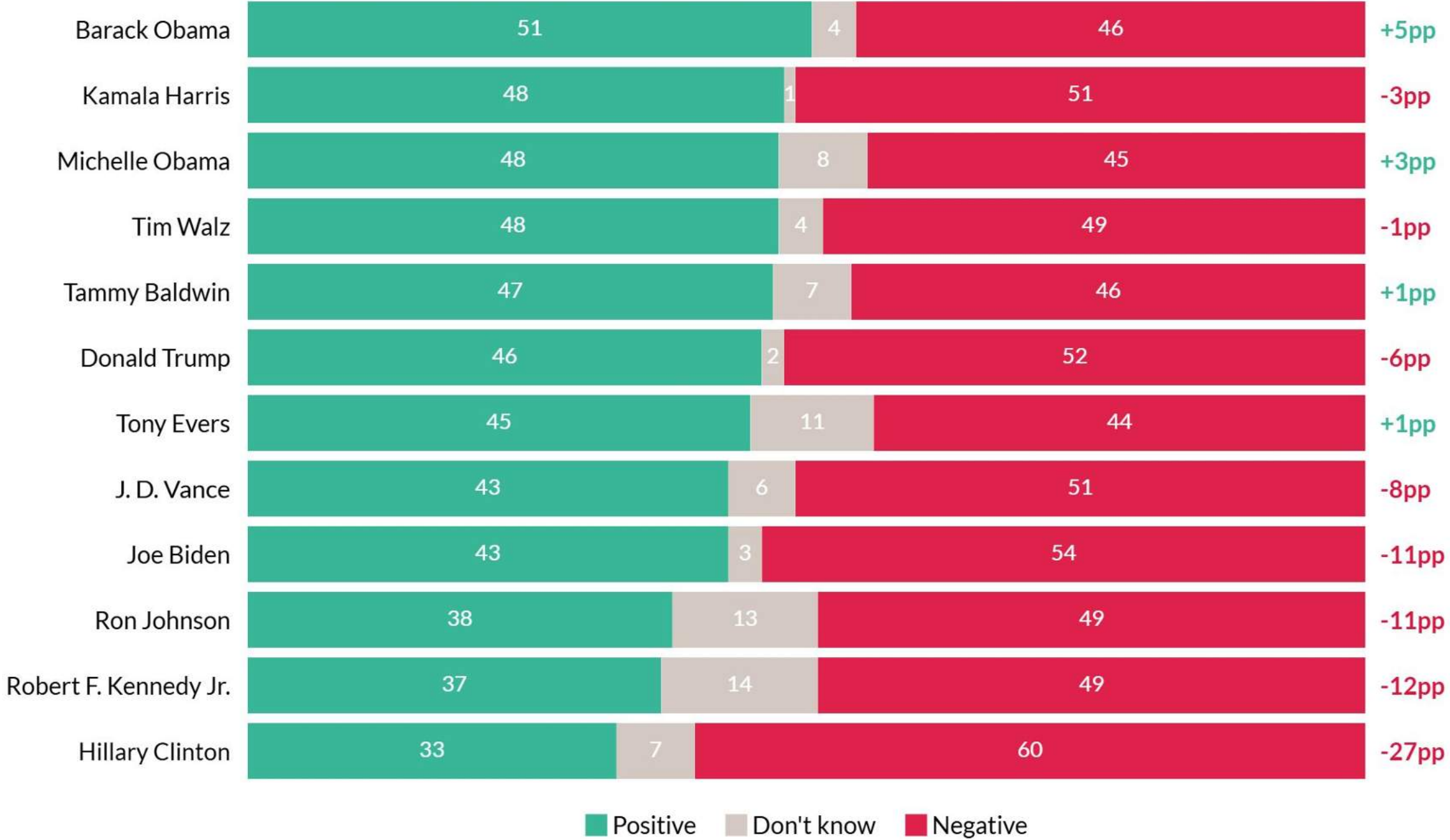


	Gender			Education		Age			
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+
Bad / Terrible	56.7	45.5	60.9	44.8	56.2	45.9	50.5	52.4	51.4
Excellent / Good	22.5	39.1	27.7	35.4	27.5	16.6	29.4	33.1	38.6
Regular	20.8	14.7	8.6	19.7	15.5	37.3	20	14.3	8.7
Don't know	0	0.7	2.8	0.1	0.7	0.3	0	0.2	1.3

	Family Income			Race					Partisanship		
	Below \$50k	\$50k - \$100k	Above \$100k	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent
Bad / Terrible	49.2	50.1	53.6	44.8	24.3	37.6	52.3	55.6	3	92.8	52
Excellent / Good	32.3	31.1	30.4	53.6	30.7	41.8	30.6	26.2	68.8	2.8	25.1
Regular	17.6	18.5	16	1.6	41.8	20.6	16.8	16.9	28.2	4.4	21.5
Don't know	0.9	0.3	0	0	3.2	0	0.3	1.3	0	0	1.3

	Location type			2020 vote		
	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Bad / Terrible	40.8	51.6	59	5.7	96.7	56
Excellent / Good	36.8	30.8	26.8	63.2	0.1	21.9
Regular	21.3	17.6	13.7	31.1	3	18.8
Don't know	1.1	0	0.4	0	0.2	3.3

### Do you have a positive or negative image of the following political figures?



# Favorability ratings [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
<b>Barack Obama</b>												
Positive	44.3	56.7	63	59.8	42	51.9	52.4	48.9	51.4	55.2	50.2	46.9
Don't know	4.5	2.5	15.4	1.6	5.6	8.5	2.2	3.5	2	1.7	6.4	2.3
Negative	51.1	40.7	21.6	38.5	52.4	39.5	45.3	47.6	46.6	43.1	43.3	50.8
<b>Kamala Harris</b>												
Positive	41.1	54.9	54.1	55.2	41.4	47.3	50.3	46	50.3	54.9	48.3	41.3
Don't know	2	0.1	0	1.1	0.9	0	3.1	0	1.1	0.3	2.5	0
Negative	56.9	45	45.9	43.7	57.7	52.7	46.7	54	48.6	44.8	49.2	58.7
<b>Tim Walz</b>												
Positive	39.9	55.6	54.1	56.1	40.1	53.1	50.3	43.9	48.9	55.3	49	39.3
Don't know	5.3	1.7	5	4.8	2.3	1.8	4.1	3.6	3.9	2	3.6	4.9
Negative	54.8	42.6	40.9	39.2	57.6	45	45.6	52.6	47.1	42.7	47.4	55.8
<b>Michelle Obama</b>												
Positive	39	55.4	63	55.9	39.4	44.1	49.6	46.4	49.7	52	46.6	44.2
Don't know	9.8	5.8	28.9	8.7	7.3	19.9	5.1	7.5	3.9	7.3	12.6	3.3
Negative	51.2	38.8	8.1	35.3	53.2	36.1	45.2	46.1	46.3	40.7	40.8	52.5
<b>Tammy Baldwin</b>												
Positive	39.6	54.4	54.1	55.4	39.2	48.2	48	45	49.6	54.7	47.8	39
Don't know	6.1	7.5	18.6	7.7	6.2	14.8	9.3	3.5	4.9	7.1	6.1	7.8
Negative	54.3	38.2	27.4	36.9	54.6	37	42.7	51.5	45.5	38.2	46.1	53.2
<b>Donald Trump</b>												
Positive	50.5	42.5	32.4	39.1	53.1	40.4	40.5	50.9	48.2	36.8	46.1	55.8
Don't know	1.7	1.3	0	1.2	1.8	1.4	2.5	1.4	0.7	0.5	3.1	0.7
Negative	47.8	56.2	67.6	59.8	45	58.2	57.1	47.7	51.1	62.7	50.8	43.6
<b>Tony Evers</b>												
Positive	38.5	50.5	63	53.1	36.8	40.9	45	45.3	46.6	49.4	44.1	41
Don't know	9.5	12.1	18.6	13	8.8	20.1	11.9	7.3	9.9	15.6	7.3	10.5
Negative	52	37.4	18.4	33.9	54.4	39	43.1	47.4	43.5	35	48.6	48.6
<b>J. D. Vance</b>												
Positive	46.8	39.9	27.4	37.5	48.5	42.1	34.3	47.2	46.2	33	42.7	53.6
Don't know	8.2	3.1	5	5.5	5.7	1.8	8.1	7.3	2.4	3.8	7.9	4.6
Negative	45	57.1	67.6	57.1	45.8	56.1	57.6	45.5	51.4	63.2	49.5	41.7
<b>Joe Biden</b>												
Positive	32.2	52.9	54.1	50.3	35.6	38.9	47	38	49.3	51.8	39.2	38.1
Don't know	4.6	2.4	0	3.4	3.5	0.9	1.2	6.7	2.1	2	3.3	5
Negative	63.2	44.7	45.9	46.3	60.9	60.2	51.8	55.3	48.6	46.2	57.5	56.9
<b>Ron Johnson</b>												
Positive	40.3	35.6	18.4	32	43.1	23.3	26.8	46.2	44.4	28.9	41.6	41.9
Don't know	11.5	14.9	27.5	14.1	12.6	23.9	19.9	9.5	5.9	16.1	11.3	13.2
Negative	48.2	49.5	54.1	53.8	44.2	52.8	53.3	44.2	49.8	55	47.2	44.9
<b>Robert F. Kennedy Jr.</b>												
Positive	41.7	32.8	22.9	34.5	39.5	34.1	30.2	44.1	34.1	31.2	36.4	43.4
Don't know	12.8	14.9	44.1	12	16.2	9.7	16.4	14.9	13.5	6.9	18.4	16.4
Negative	45.5	52.3	33	53.5	44.4	56.2	53.4	41	52.5	61.9	45.1	40.2
<b>Hillary Clinton</b>												
Positive	22.5	43.1	19.5	39.2	26.6	24.7	29.9	32.3	42.6	42.8	27.1	29.6
Don't know	6.6	7.4	34.6	7.1	7.5	4.2	7.1	8.8	6.8	4.4	13.1	3.3
Negative	70.9	49.6	45.9	53.7	65.9	71.2	63	58.8	50.6	52.8	59.8	67.1

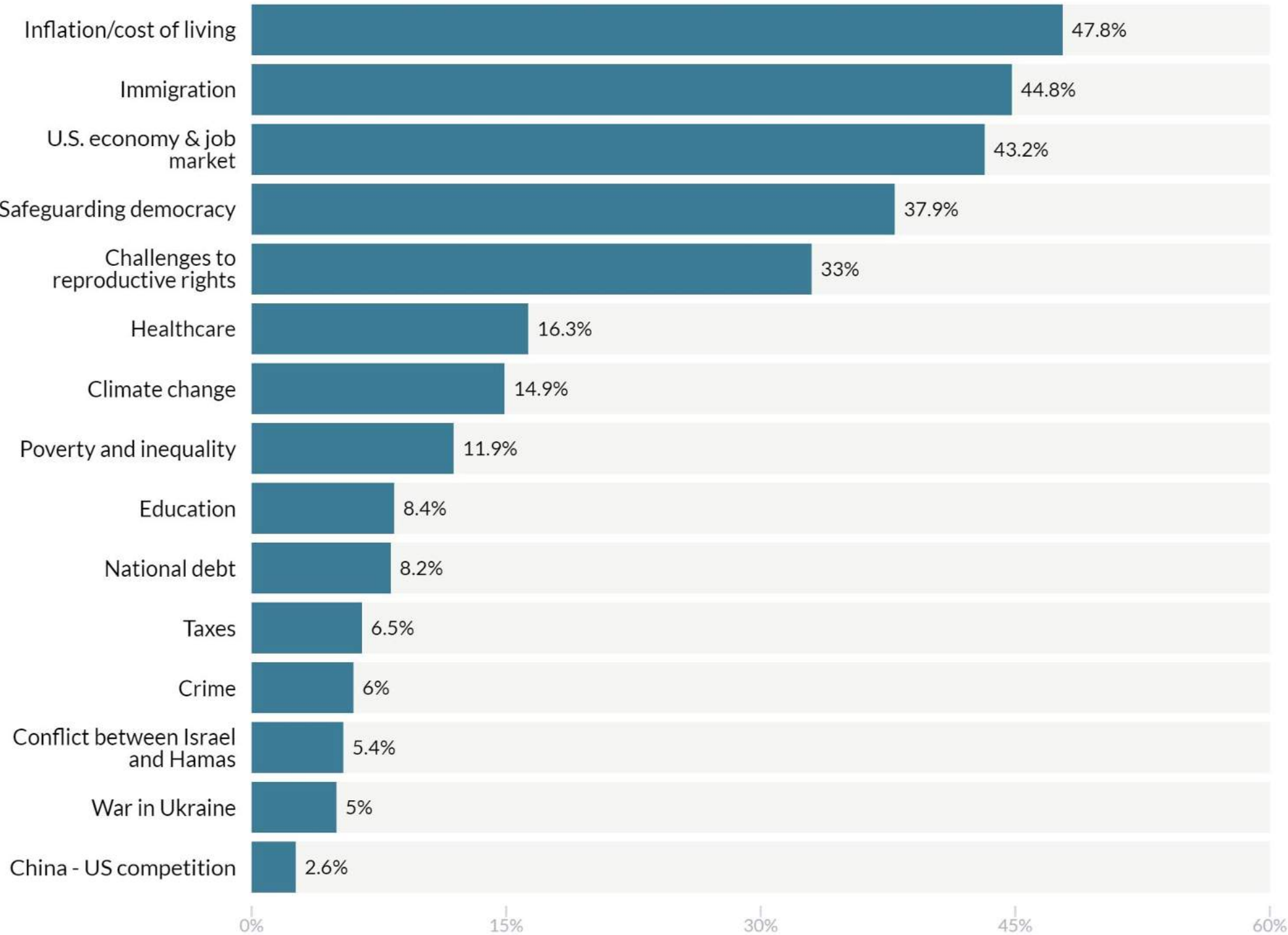
# Favorability ratings [Demographic crossings]



	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
<b>Barack Obama</b>														
Positive	44.4	69.6	59.9	49.8	72.5	99.6	8.1	49	58.8	55.2	34.9	96.2	6.8	46
Don't know	3.3	7.6	6.3	3.5	4.7	0.4	3.1	8	4.5	4.7	0.9	0.3	5	11.7
Negative	52.2	22.9	33.8	46.7	22.8	0	88.7	43	36.7	40.2	64.1	3.6	88.2	42.3
<b>Kamala Harris</b>														
Positive	44.4	69.6	59.9	47.1	67	99.2	5.5	44.1	57.3	50	35.3	93.7	5.2	38.4
Don't know	0	0	0	1.1	0	0.2	0	3.2	1	1.4	0.4	1.2	0	4.3
Negative	55.6	30.4	40.1	51.8	33	0.6	94.5	52.7	41.7	48.6	64.3	5	94.8	57.3
<b>Tim Walz</b>														
Positive	44.4	69.6	59.9	47	59	96.3	5.1	47.2	59.1	48.8	34.5	91.6	4.9	46.4
Don't know	0	0	0	3.8	0	2.6	3.2	5	3.1	4.5	2.4	3.2	4.8	0
Negative	55.6	30.4	40.1	49.2	41	1.2	91.7	47.8	37.8	46.7	63.1	5.2	90.4	53.6
<b>Michelle Obama</b>														
Positive	44.4	69.6	59.9	46.2	74.6	96.3	6.2	44.4	57.7	51.3	30.4	93.5	4.5	36.1
Don't know	0	7.6	6.3	8.3	4.7	2.9	5.4	17	8.5	8.4	6.7	3.1	9.2	23.4
Negative	55.6	22.9	33.8	45.5	20.7	0.8	88.4	38.6	33.8	40.3	62.9	3.4	86.3	40.5
<b>Tammy Baldwin</b>														
Positive	44.4	69.6	59.9	46.2	59	96.9	3.4	46.1	57.7	49	33	92.2	4.3	39.6
Don't know	0	7.6	0	7.3	8.1	2.5	6.8	12	5.8	8.3	6	3.7	8.6	13.3
Negative	55.6	22.9	40.1	46.5	33	0.5	89.8	41.9	36.5	42.6	61	4.1	87.1	47.2
<b>Donald Trump</b>														
Positive	55.6	30.4	40.1	46.8	33	0.2	91.3	41.7	38.6	43.3	59.3	2.3	91.9	37.7
Don't know	0	0	0	1.5	8.1	0.9	1	2.9	1.6	1.6	1.1	1.4	0.5	6.2
Negative	44.4	69.6	59.9	51.7	59	98.9	7.7	55.5	59.7	55.1	39.5	96.4	7.5	56.1
<b>Tony Evers</b>														
Positive	47.8	69.6	54	43.4	73.2	89.8	3.6	45.8	51.8	48.8	30.9	87	3.5	42.1
Don't know	9.3	7.6	5.9	11.2	10.1	8	9.5	16	11.1	11.3	9.9	7.8	11.6	20.8
Negative	42.9	22.9	40.1	45.3	16.6	2.2	86.9	38.2	37.1	39.8	59.2	5.2	84.8	37.1
<b>J. D. Vance</b>														
Positive	55.6	30.4	27.1	43.8	33	0	89.3	33.8	36.2	41.8	52.7	2.2	87	29.2
Don't know	0	0	13	5.7	0	1.2	4.8	11.5	4.2	5.2	7.7	1.2	7	17.7
Negative	44.4	69.6	59.9	50.5	67	98.8	5.9	54.7	59.6	53.1	39.6	96.6	6	53.1
<b>Joe Biden</b>														
Positive	44.4	0	59.9	42.9	46.5	90.8	2.9	38.8	52.1	43.3	32.2	83.9	3.1	38.4
Don't know	0	69.6	0	2.2	20.6	2.4	1.6	6.9	2.1	4	4.1	6.1	1.3	1.2
Negative	55.6	30.4	40.1	55	33	6.8	95.5	54.3	45.8	52.8	63.7	10	95.6	60.4
<b>Ron Johnson</b>														
Positive	55.6	22.9	27.1	38.4	17.6	1.3	76.3	30.2	27.8	36.8	49.7	2.7	76	23.1
Don't know	0	7.6	5.9	13.8	21.3	12.4	15.3	12.1	13.6	13.6	12.8	10.6	15.7	15.1
Negative	44.4	69.6	67	47.8	61.1	86.3	8.3	57.7	58.6	49.6	37.6	86.6	8.3	61.8
<b>Robert F. Kennedy Jr.</b>														
Positive	55.6	5.3	34.1	37	50.1	1.5	71.7	33.7	32.8	34.3	46.2	3.1	71.8	32.4
Don't know	0	25.1	6	14.4	19	7.2	19.4	15.3	7.5	15.6	19	9.2	19	14.3
Negative	44.4	69.6	59.9	48.6	30.8	91.3	8.9	51.1	59.7	50.1	34.9	87.7	9.2	53.4
<b>Hillary Clinton</b>														
Positive	44.4	0	37.6	32.8	41	76.5	0.5	24	42.6	32.6	22.8	68.5	0	21.9
Don't know	3.3	69.6	0	6.2	26	11.1	1.3	10.6	8.5	8.7	3.5	14.4	0.3	6.9
Negative	52.2	30.4	62.4	61	33	12.4	98.2	65.4	48.9	58.7	73.7	17.1	99.7	71.2

## 2.3. Key Topics

### In your opinion, what are the greatest challenges the United States faces today?



# Greatest challenges to the US [Demographic crossings]



	Gender			Education		Age				Family Income		
	Man	Woman	Other / prefer not to identify	College degree or higher	All other	18-29	30-44	45-64	65+	Below \$50k	\$50k - \$100k	Above \$100k
Inflation/cost of living	51.3	45.2	22.8	45.4	49.8	51	53.1	44.4	46.7	49.3	45.8	48.6
Immigration	49.4	40.7	47	38.2	50.7	37.4	38.1	47.6	51.1	42.7	43.3	49
U.S. economy & job market	47	39.9	43.8	41	45.3	37	45.7	45.4	40.5	39.2	45.2	45.2
Safeguarding democracy	33.8	41.3	44.5	44.1	32.4	29.4	35	41.2	39.8	39.1	36.5	38.3
Challenges to reproductive rights	24	41.2	24.4	36.3	30	22.2	35.3	33.4	36.4	34.4	33.8	30.4
Healthcare	14.3	18.3	12.1	18	14.9	19	17.1	13.4	19.5	20.8	16.8	10.9
Climate change	13.5	15.9	24.1	17.3	12.9	30	10.8	10.9	17.5	15.3	16	13.2
Poverty and inequality	9.4	13.6	33.9	12.7	11.1	11.6	15.9	12.7	6.4	13.6	10.9	11.2
Education	9	8	0	10.3	6.7	12.5	13.3	6	5.2	7.2	11.5	5.8
National debt	10.8	5.5	25.5	7.8	8.5	5.8	8.5	8.5	8.8	8.2	7.5	9.1
Taxes	7.4	5.9	0	6.7	6.4	4.9	8.9	6.5	5	2.7	8.4	8.3
Crime	6.9	5.3	0	3.2	8.5	4.4	5	7.9	4.3	5.7	7	5.1
Conflict between Israel and Hamas	4.1	6.4	8	4.2	6.4	12	1.7	5.8	4.1	4.7	6.7	4.4
War in Ukraine	8.5	2	1.4	4.7	5.3	3.9	3.3	6.4	4.8	6.7	4.1	4.2
China - US competition	4.1	1.3	0	2.8	2.4	4.8	4.1	1.6	1.4	1.8	2.4	3.7

	Race					Partisanship			Location type			2020 vote		
	Asian	Black	Hispanic	White	Other	Democrat	Republican	Independent	Urban	Sub-urban	Rural	Joe Biden	Donald Trump	Other, don't remember, didn't vote
Inflation/cost of living	42.3	22.9	38	49.6	28.8	26	67.4	47.8	40.5	50	51.1	25.7	69.9	51.1
Immigration	46.4	27.5	36.5	45.8	42.3	4.7	80.1	45.5	36.1	45.3	52.1	9	83.5	38.7
U.S. economy & job market	46.4	40.5	41.2	43.2	47	15.2	70	41.4	35.2	45.3	47.5	16.1	71.1	45.3
Safeguarding democracy	30.3	49.1	38.4	37.2	50.7	66	13.6	36.8	40.9	35.9	38.2	63.4	13	30.3
Challenges to reproductive rights	2.6	49.1	37.1	32.8	28.4	73.2	4.1	24.7	35.8	34	28.8	64.6	2.6	22
Healthcare	51	26.6	10.8	15.8	21.1	30.3	5.4	14.5	21.9	15.7	12.3	25.9	5.3	21.4
Climate change	25.9	30.7	27.6	14	3	28.9	2.3	15.1	22.9	14.1	8.9	27.8	0.4	19.8
Poverty and inequality	0	0	29.8	11.5	10.5	22.3	3.1	11.2	14.1	10.5	12	21.5	3.1	6.6
Education	24.9	0	25.7	7.7	3.5	11.9	2.1	12	14.3	7.6	4.1	15	2.1	6.1
National debt	2.5	0	2.6	8.4	23.2	2.4	11.6	10.2	4.7	8.1	11.5	3.1	13.1	9.7
Taxes	0	0	1.5	6.9	11.3	5.2	8.1	6	3	7.6	8.1	4.4	7.9	9.9
Crime	0	1.2	2.4	6.1	15.3	0.6	11.6	5	5.4	5.7	6.9	1.6	11.4	2.2
Conflict between Israel and Hamas	0	2.2	0	5.9	0.7	3.9	5	7.3	8.3	4.9	3.4	3.9	4.5	16.1
War in Ukraine	0	0	0	5.6	2	4.6	3	7.7	4.1	5	5.8	6.2	4.4	2.5
China - US competition	0	3.5	0	2.8	0	0.4	3.6	3.6	1	2.5	4.1	1.8	3.7	1.4



# About AtlasIntel

AtlasIntel was the most accurate pollster of the 2020 presidential election and of the 2022 midterms in the United States.

In 2020, Atlas polls had an average error of only two points and anticipated election results within the margin of error in all swing states during the worst cycle for the US polling industry in four decades.\*



Replying to @NateSilver538

Finally, here's how the most prolific pollsters fared in the general election.

The best-performing pollster was AtlasIntel!

Second was Trafalgar!

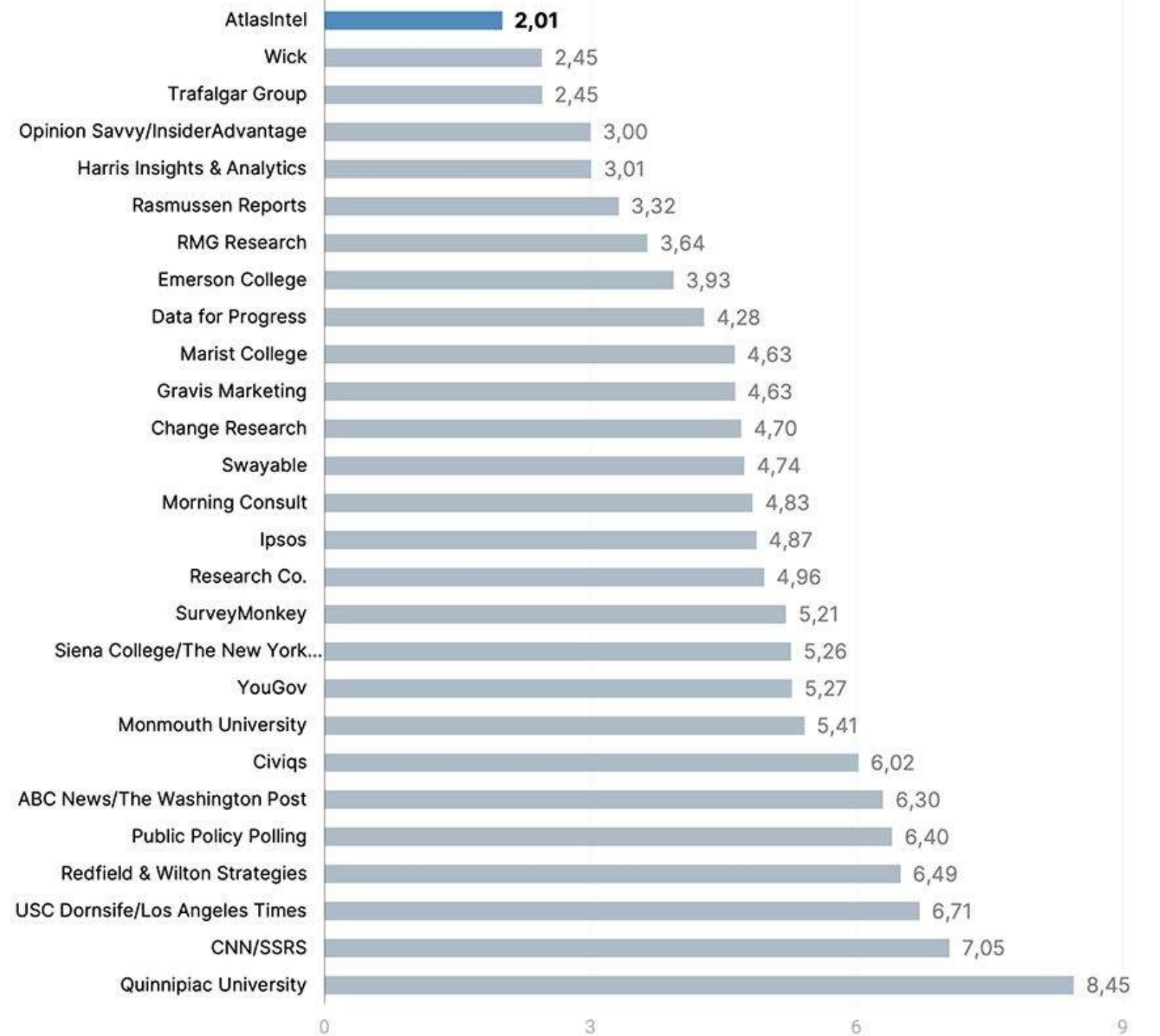
Yeah, they incorrectly had Trump winning a few states, but they were close on the margins, and that's the better metric.

**AtlasIntel was 2020's most accurate pollster**

Average error of polls in final 21 days before the 2020 general election, for pollsters that conducted at least 10 polls

POLLSTER	NO. POLLS	RACES CALLED CORRECTLY	STATISTICAL BIAS	AVG. ERROR
Swayable	68	93%	+5.1	+5.8
SurveyMonkey	58	97	+3.8	+4.7
Morning Consult	54	80	+4.6	+4.8
Change Research	44	69	+5.7	+6.1
Data for Progress	42	75	+5.0	+5.0
YouGov	37	82	+5.3	+5.3
Emerson College	36	58	+3.0	+4.1
Ipsos	32	73	+4.6	+4.6
Public Policy Polling	31	63	+7.2	+7.2
Trafalgar Group	28	50	-2.1	+2.6
Siena College/NYT Upshot	25	76	+5.5	+5.5
RMG Research	25	80	+6.0	+6.0
Civiqs	22	73	+5.3	+5.6
Gravis Marketing	21	90	+4.8	+4.8
SurveyUSA	17	79	+2.4	+4.6
Rasmussen Reports/POR	17	68	+1.0	+2.8
Opinion Savvy/InsiderAdvantage	15	47	+0.8	+3.5
Research Co.	14	96	+5.2	+5.2
<b>AtlasIntel</b>	<b>14</b>	<b>71</b>	<b>+1.0</b>	<b>+2.2</b>
Harris Insights & Analytics	13	81	+3.2	+3.3
SSRS	12	75	+7.1	+7.1

Average error of national and state-level polls in the 2020 US Presidential Election [polls released in the final week before election day]



\*AAPOR, 2020 Pre-Election Polling: An Evaluation of the 2020 General Election Polls

AtlasIntel was the most accurate pollster of the 2022 presidential election in Brazil.

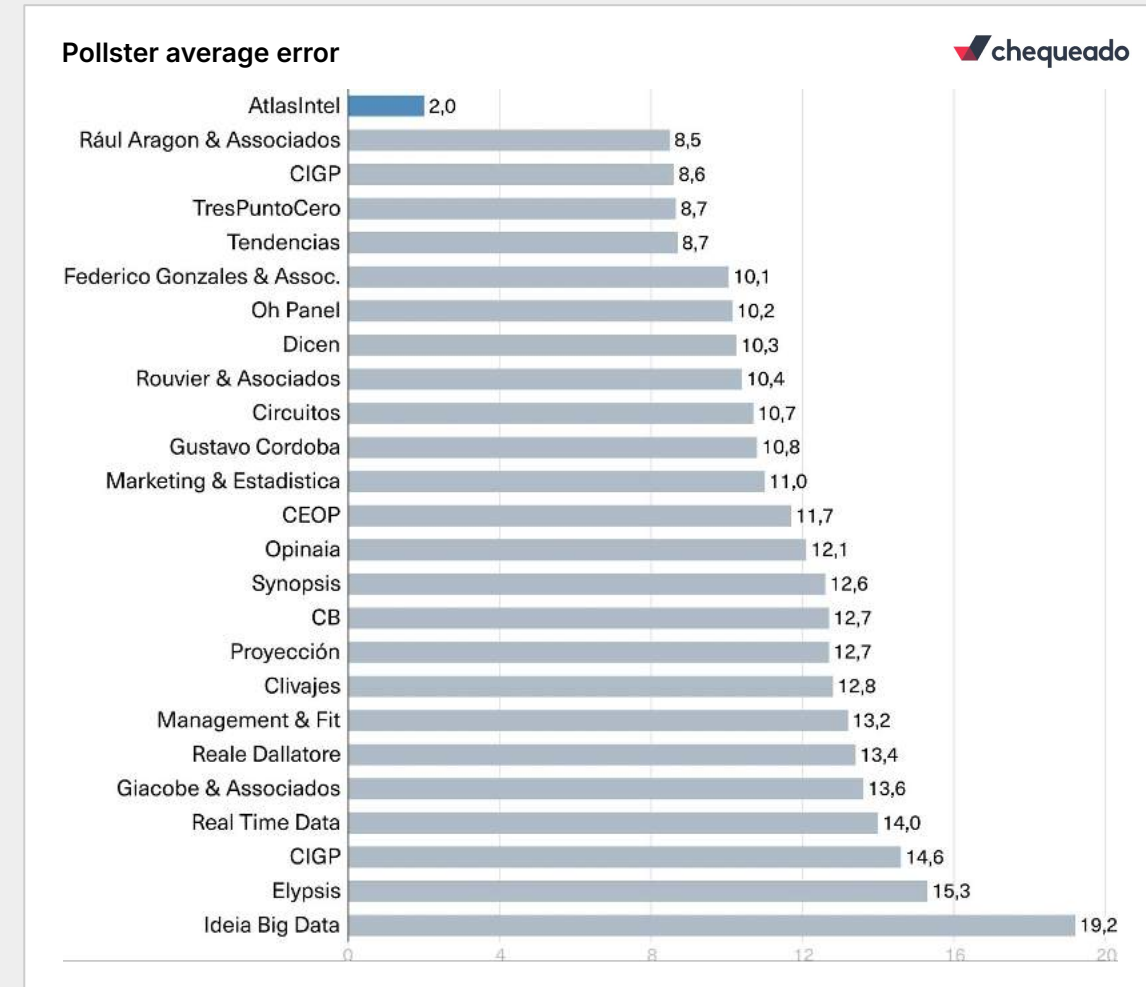
	2/10	1		2		3		4		5		6		7		8		9	
		1/10		1/10		30/09		29/09		1/10		30/09		1/10		29/09		29/09	
		AtlasIntel		MDA		Paraná Pesquisas		Ideia Big Data		Ipec		Veritá		Datafolha		Futura		Brasmarket	
	Result	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error
Lula	48.4	50.3	1.9	48.3	0.1	47.2	1.2	48.9	0.4	51	2.6	41.6	6.8	50	1.6	43.6	4.8	34.7	13.7
Jair Bolsonaro	43.2	41.1	2.1	39.7	3.5	40.1	3.1	38.5	4.7	37	6.6	44.6	1.4	36	7.2	40.5	2.7	51.0	7.8
Simone Tebet	4.2	2.7	1.5	4.7	0.5	6.2	2.0	6.2	2.1	5	1.2	4.2	0.0	6	1.8	7.7	3.5	5.8	1.6
Ciro Gomes	3.0	4.0	1.0	4.9	1.9	5.3	2.3	5.2	2.2	5	2.4	4.1	1.1	5	2.0	6.0	3.0	7.0	4.0
Outros	1.2	1.9	0.7	2.4	1.2	1.2	0.0	1.2	0.1	2	0.9	5.5	4.3	2	0.8	2.2	1.0	1.5	0.3
Average error			1.4		1.5		1.7		1.9		2.7		2.7		2.7		3.0		5.5

AtlasIntel was the most accurate pollster of the last three election cycles in Argentina (presidential elections, legislative primaries, and legislative elections).

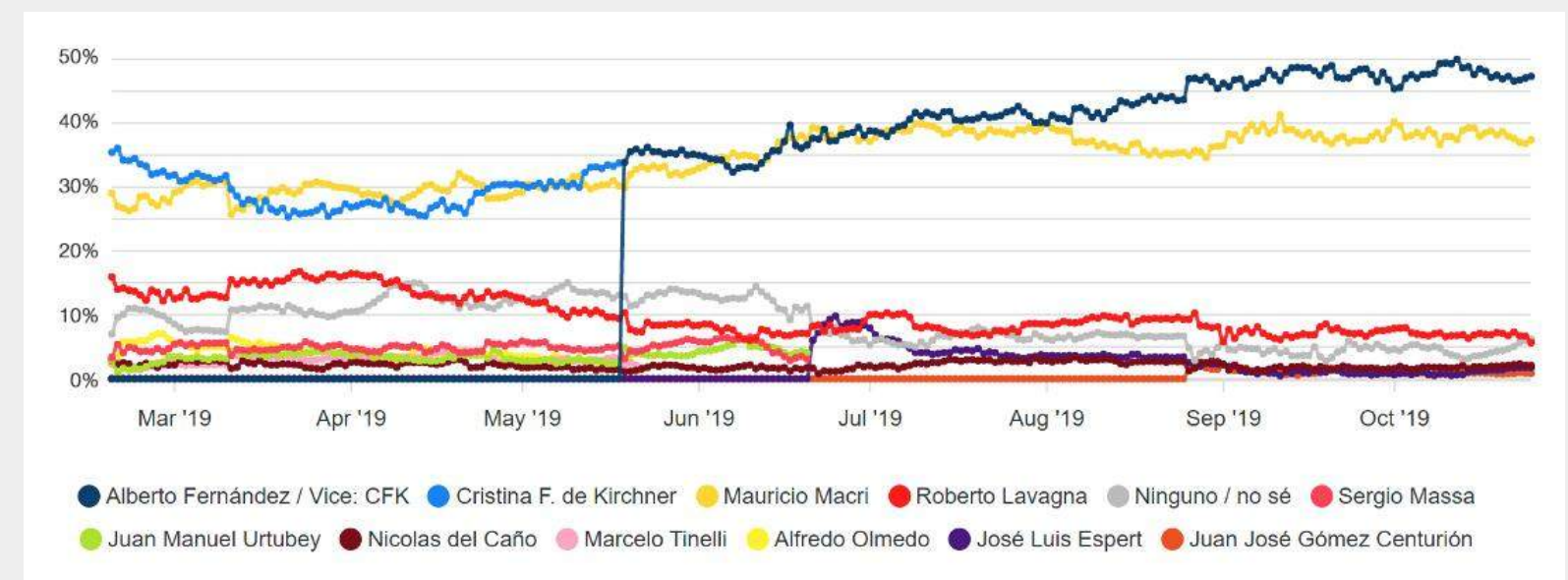
In each of the three election cycles, AtlasIntel had the lowest polling error. In 2023, AtlasIntel was the only pollster to correctly indicate the winners of both the 1st Round (Sergio Massa) and the runoff (Javier Milei).



2019 Argentina Presidential Election Polls



2019 Atlas Tracking Pro Time series



## AtlasIntel was the most accurate pollster of the 2022 Constitutional Plebiscite in Chile

Public and private AtlasIntel polls accurately captured the dynamics of voter mobilization and came closer to the final vote count than any competitor.

AtlasIntel public releases both before and after the start of the poll blackout period indicated that slightly more than 58% of Chilean voters would vote to reject the new constitution; with 61,8% of votes cast against the new constitutional text, AtlasIntel came closest to the final outcome regardless of whether one considers polls released before or during the blackout period.

### Ranking of pollster accuracy

CHILE 2022 - Constitutional plebiscite

Last public poll released prior to the start of the publication blackout period (likely voters)

	9/4	1		2		3		4		5		6		7		8		9	
		8/19		8/19		8/19		8/1		8/19		8/19		8/7		8/19		8/2	
		AtlasIntel		Black & White		UDD		Criteria		Cadem		Activa Pulso Ciudadano		Data Influye		Signos / SmartAnalytics		MORI / FIEL	
	Result	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error
Approve	38,14	41,6	3,5	42,0	3,9	44,3	6,2	44,4	6,3	45,0	6,9	46,5	8,4	47,3	9,2	48,1	10,0	48,4	10,3
Reject	61,86	58,4	3,5	58,0	3,9	55,7	6,2	55,6	6,3	55,0	6,9	53,5	8,4	52,7	9,2	51,9	10,0	51,6	10,3
Average error			3,5		3,9		6,2		6,3		6,9		8,4		9,2		10,0		10,3

Last public poll released after the start of the publication blackout period (likely voters)

	9/4	1		2		3		4	
		9/3		9/3		8/29		9/2	
		AtlasIntel		Black & White		Activa Pulso Ciudadano		Cadem	
	Result	Result	Error	Result	Error	Result	Error	Result	Error
Approve	38,14	41,9	3,8	45,0	6,9	45,1	7,0	47,0	8,9
Reject	61,86	58,1	3,8	55,0	6,9	54,9	7,0	53,0	8,9
Average error			3,8		6,9		7,0		8,9

AtlasIntel polls anticipated the major swings of the 2022 presidential race in Colombia, during the primaries and the campaigning for the 1st round of voting and then the runoff.

	Result	1		2		3		4		5		6	
		AtlasIntel (Atlas Tracking PRO)		AtlasIntel (Public polls)		Invamer		Guarumo		CNC		YanHaas	
		Result	Error	Result	Error	Result	Error	Result	Error	Result	Error	Result	Error
<b>Primaries</b>													
<b>Result by coalition</b>													
Pacto Histórico	47.1	48.8	1.7	50.6	3.5	53.1	6.0	38.4	8.7	41.7	5.4	48.3	1.2
Equipo por Colombia	33.7	29.9	3.8	28.2	5.5	26.7	7.0	37.5	3.8	27.8	5.9	21.7	12.0
Centro Esperanza	19.1	21.3	2.2	21.2	2.1	20.3	1.2	24.1	5.0	30.6	11.5	30.0	10.9
<b>Pacto Histórico</b>													
Gustavo Petro	80.5	87.5	7.0	85.2	4.7	78.6	1.9	81.6	1.1	78.6	1.9	87.8	7.3
Francia Márquez	14.0	6.8	7.2	6.2	7.8	13.5	0.5	10.5	3.5	12.2	1.8	19.5	5.5
Camilo Romero	4.1	3.3	0.8	3.9	0.2	5.9	1.8	5.9	1.8	4.1	0.0	9.8	5.7
<b>Equipo por Colombia</b>													
Fico Gutiérrez	54.2	55.7	1.5	53.4	0.8	28.9	25.3	33.4	20.8	32.6	21.6	36.6	17.6
Álex Char	17.7	22.5	4.8	23.1	5.4	24.7	7.0	29.2	11.5	32.6	14.9	24.4	6.7
David Barguil	15.8	13.3	2.5	16.0	0.2	15.5	0.3	21.4	5.6	6.5	9.3	9.8	6.0
Aydeé Lizarazo	6.5	1.2	5.3	2.0	4.5	12.3	5.8	4.2	2.3	5.4	1.1	7.3	0.8
Enrique Peñalosa	5.8	7.3	1.5	5.6	0.2	18.7	12.9	11.8	6.0	22.8	17.0	22.0	16.2
<b>Centro Esperanza</b>													
Sergio Fajardo	33.5	48.2	14.7	49.6	16.1	37.8	4.3	37.5	4.0	41.5	8.0	47.4	13.9
Juan Manuel Galán	22.5	18.7	3.8	14.9	7.6	23.9	1.4	22.1	0.4	33.0	10.5	31.6	9.1
Carlos Amaya	20.9	11.6	9.3	10.9	10.0	14.9	6.0	10.4	10.5	8.5	12.4	5.3	15.6
Alejandro Gaviria	15.6	15.5	0.1	19.0	3.4	12.9	2.7	21.5	5.9	11.7	3.9	7.9	7.7
Jorge Enrique Robledo	7.4	6.0	1.4	5.5	1.9	10.5	3.1	8.5	1.1	5.3	2.1	7.9	0.5
<b>FIRST ROUND</b>													
Gustavo Petro	40.3	38.2	2.1	41.2	0.9	40.5	0.2	38.8	1.5	39.7	0.6	42.6	2.3
Rodolfo Hernández	28.2	24.5	3.7	22.1	6.1	20.9	7.3	20.8	7.4	21.2	7.0	12.8	15.4
Fico Gutiérrez	23.9	25.2	1.3	27.5	3.6	27.1	3.2	31.6	7.7	23.1	0.8	22.3	1.6
Sergio Fajardo	4.2	8.3	4.1	9.1	4.9	5.1	0.9	4.4	0.2	4.4	0.2	7.4	3.2
<b>SECOND ROUND</b>													
Gustavo Petro	50.4	48.6	1.8	47.5	2.9	47.2	3.2	46.5	3.9	50.5	0.1	48.4	2.0
Rodolfo Hernández	47.3	48.9	1.6	50.2	2.9	48.2	0.9	48.2	0.9	46.1	1.2	37.6	9.7
Blank votes	2.2	2.5	0.2	2.4	0.1	4.7	2.4	5.3	3.0	3.4	1.1	14.0	11.7
<b>Average error</b>													
			3.6		4.1		4.6		5.1		6.0		7.9

## AtlasIntel was the only pollster to correctly anticipate the deadlock resulting from the 2023 legislative election in Spain

With an error of less than a tenth of a percentage point, AtlasIntel was the only pollster to correctly estimate the difference between the PP and the PSOE as well as the difference between the ideological left-right blocks. The surprising result resulted in a legislative deadlock.

### El Confidencial

La única encuesta que ha clavado los resultados del 23-J se hizo en São Paulo: "Era un experimento"

En un contexto en el que las casas de encuestas están siendo criticadas por sobreestimar a la derecha, a Atlas Intel le bastó un único sondeo el 17 de julio para acertar más que ninguna



Roman (izquierda, camisa gris), junto al equipo de Atlas Intel que ha realizado la encuesta desde Brasil. (Cedida)

## 23 July Elections in Spain: Comparison of Results vs. Poll Estimates

	PP	PSOE	PP vs. PSOE margin	Poll error
<b>Final Result</b> 23-Jul	33.1	31.7	1.4	
1 <b>AtlasIntel</b> 17-Jul	30.8	29.4	1.4	0.05
2 <b>Simple Lógica/elDiario.es</b> 17-Jul	32.2	28.6	3.6	2.25
3 <b>YouGov</b> 17-Jul	32.0	28.0	4.0	2.65
4 <b>CIS</b> 17-Jul	30.8	32.2	-1.4	2.75
5 <b>GESOP/The Adelaide Review</b> 21-Jul	32.7	28.5	4.2	2.85
5 <b>40dB/Prisa</b> 17-Jul	32.9	28.7	4.2	2.85
7 <b>Cluster17/El Grand Continent</b> 15-Jul	33.6	28.9	4.7	3.35
7 <b>IMOP/El Confidencial</b> 15-Jul	32.9	28.2	4.7	3.35
9 <b>SocioMétrica/El Español</b> 17-Jul	33.5	28.3	5.2	3.85
10 <b>Sondaxe/La Voz de Galicia</b> 17-Jul	34.3	28.7	5.6	4.25
11 <b>ElectoPanel/Electomanía</b> 17-Jul	34.5	28.8	5.7	4.35
12 <b>KeyData/Público</b> 17-Jul	34.7	28.0	6.7	5.35
13 <b>InvyMark/laSexta</b> 15-Jul	33.5	26.3	7.2	5.85
14 <b>Sigma Dos/El Mundo</b> 17-Jul	35.4	28.0	7.4	6.05
15 <b>GAD3/ABC</b> 17-Jul	36.9	28.6	8.3	6.95
15 <b>Target Point/El Debate</b> 17-Jul	36.4	28.1	8.3	6.95
17 <b>Data10/OKDiario</b> 17-Jul	36.0	27.5	8.5	7.15
18 <b>NC Report/La Razón</b> 17-Jul	37.2	28.3	8.9	7.55

# Geographic Coverage

## 1. THE AMERICAS

Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, United States, Uruguay, Venezuela.

## 2. EUROPE & MIDDLE EAST

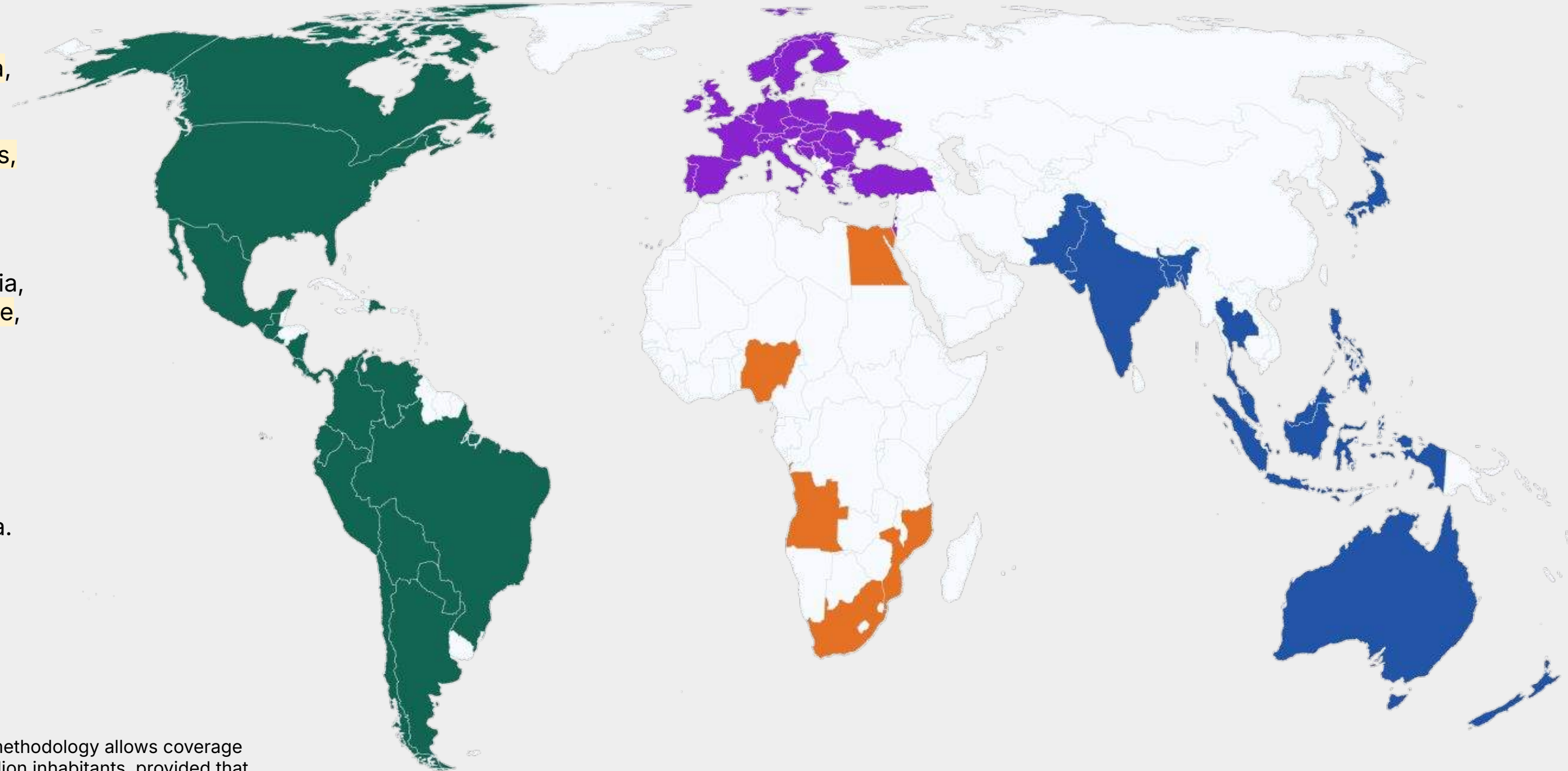
Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Israel, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom.

## 3. AFRICA

Angola, Egypt, Mozambique, Nigeria, South Africa.

## 4. ASIA & OCEANIA

Australia, Bangladesh, India, Indonesia, Japan, Malaysia, New Zealand, Pakistan, Philippines, Thailand.



AtlasIntel's online data collection solution and sample calibration methodology allows coverage of any country in the Americas and in Europe with more than 3 million inhabitants, provided that its work is not restricted by legal restrictions and Internet blockages. In Africa and Asia, AtlasIntel provides coverage for a group of larger nations; the addition of additional countries can be explored on a case by case basis.

Countries where AtlasIntel has already conducted surveys for other institutional clients are highlighted in the list above.





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