



## **2020 Presidential Election: Wisconsin**

Oct 29 – Oct 30 2020



# Methodology & Sample Profile

This study was conducted by AtlasIntel, an independent research & data intelligence firm.

Random interviews of Wisconsin adults were conducted online between October 29 and October 30 2020. The sample was post-stratified with propensity scores to match the profile of registered voters on the following variables: gender, region, age group, education, family income, and race. Results are reported for 672 likely voters. The margin of error for likely voters is +/-4% at the 95% confidence level. Some percentages do not add up to 100% due to rounding.

*More information about AtlasIntel can be obtained by visiting [www.atlasintel.org](http://www.atlasintel.org).*

Gender	
Female	54.2%
Male	45.8%

Age Group	
18 – 29	10.1%
30 – 44	22.1%
45 – 64	41.7%
65+	26.2%

Race	
White	85.4%
Black	7.2%
Hispanic	4.1%
Asian	1.2%
Other	2.1%

Partisanship (self-reported)	
Democrats	36.2%
Republicans	36.0%
Independents	27.8%

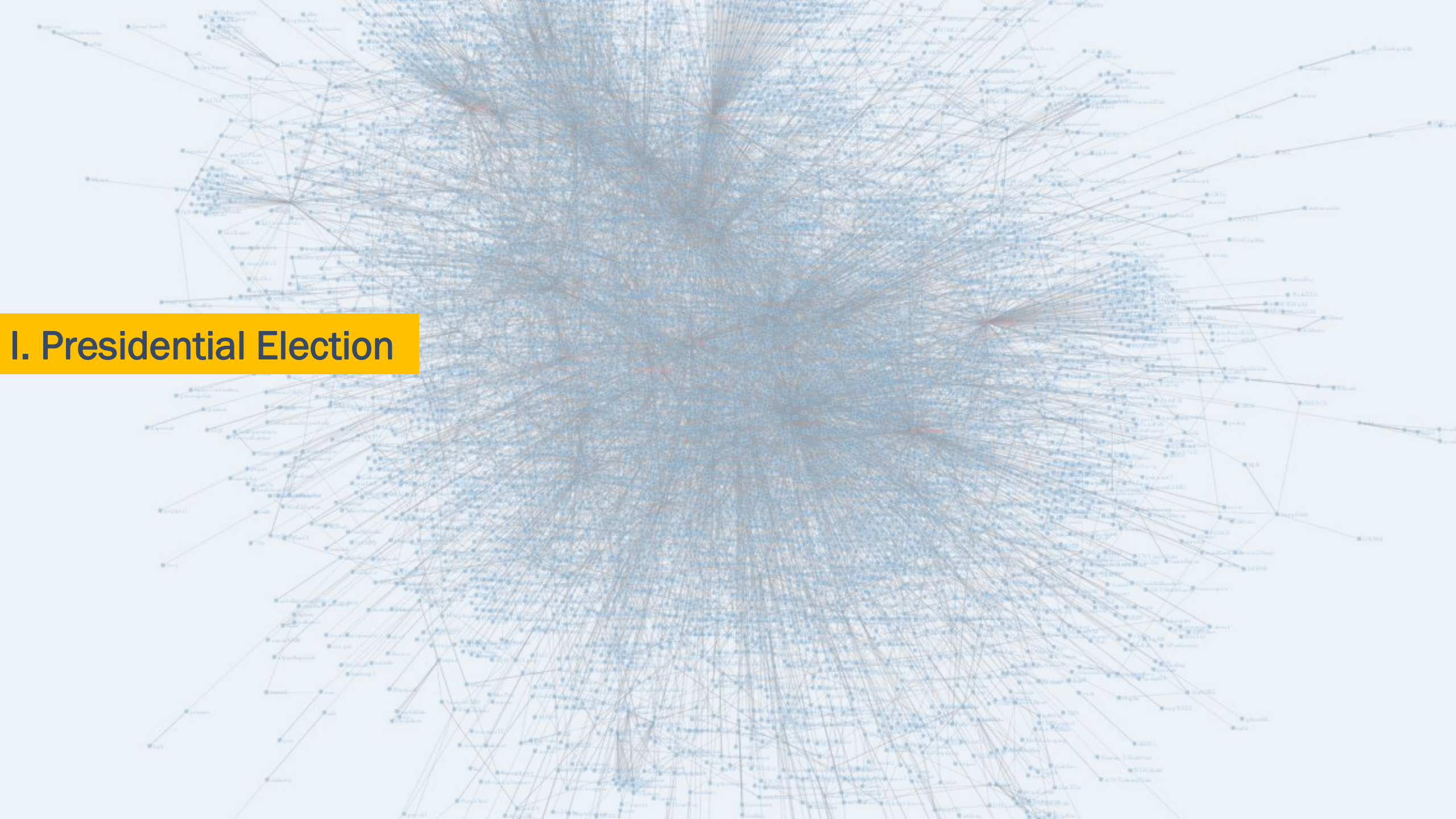
Household income	
Below 50k	40.6%
50k – 100k	30.9%
Above 100k	28.5%

Education	
College degree or higher	45.0%
All other	55.0%

Vote in 2016 Presidential Election	
Donald Trump	44.7%
Hillary Clinton	44.1%
Other, don't remember, didn't vote	11.2%

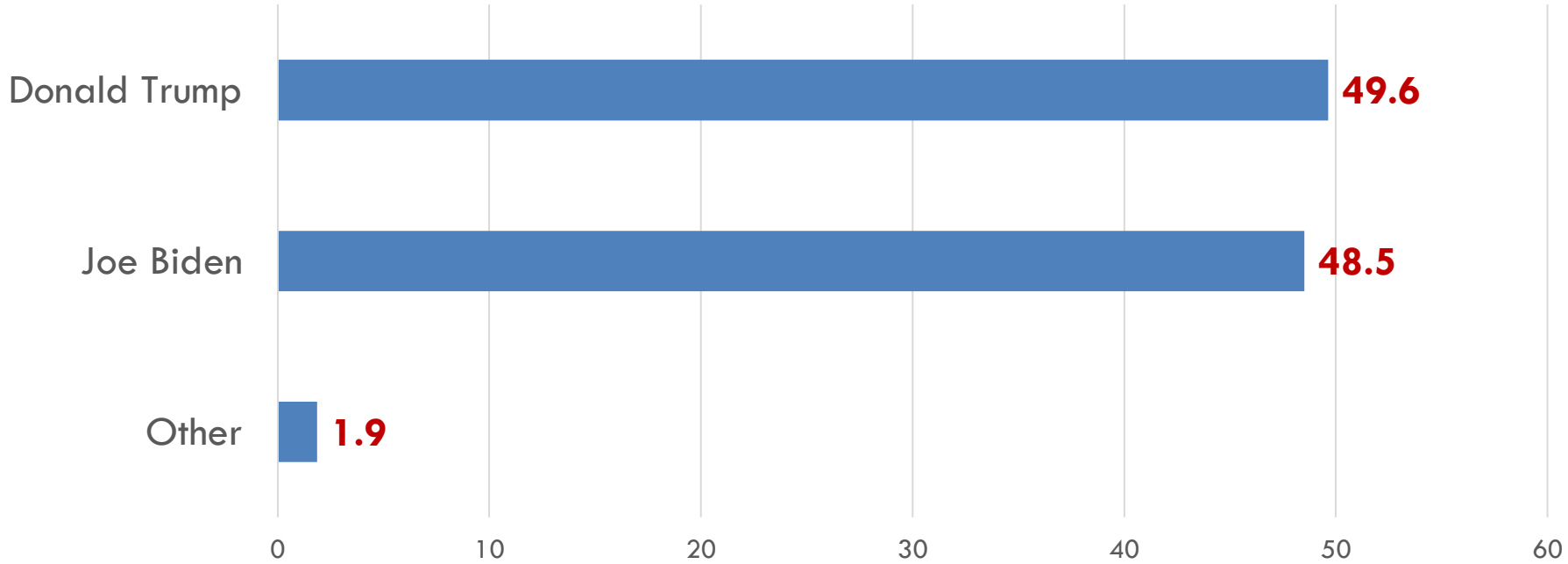


# I. Presidential Election



# Whom will you vote for in the US presidential election?

	<i>Oct-20</i>
Joe Biden	49
Donald Trump	50
Other	2



# Whom will you vote for in the US presidential election?

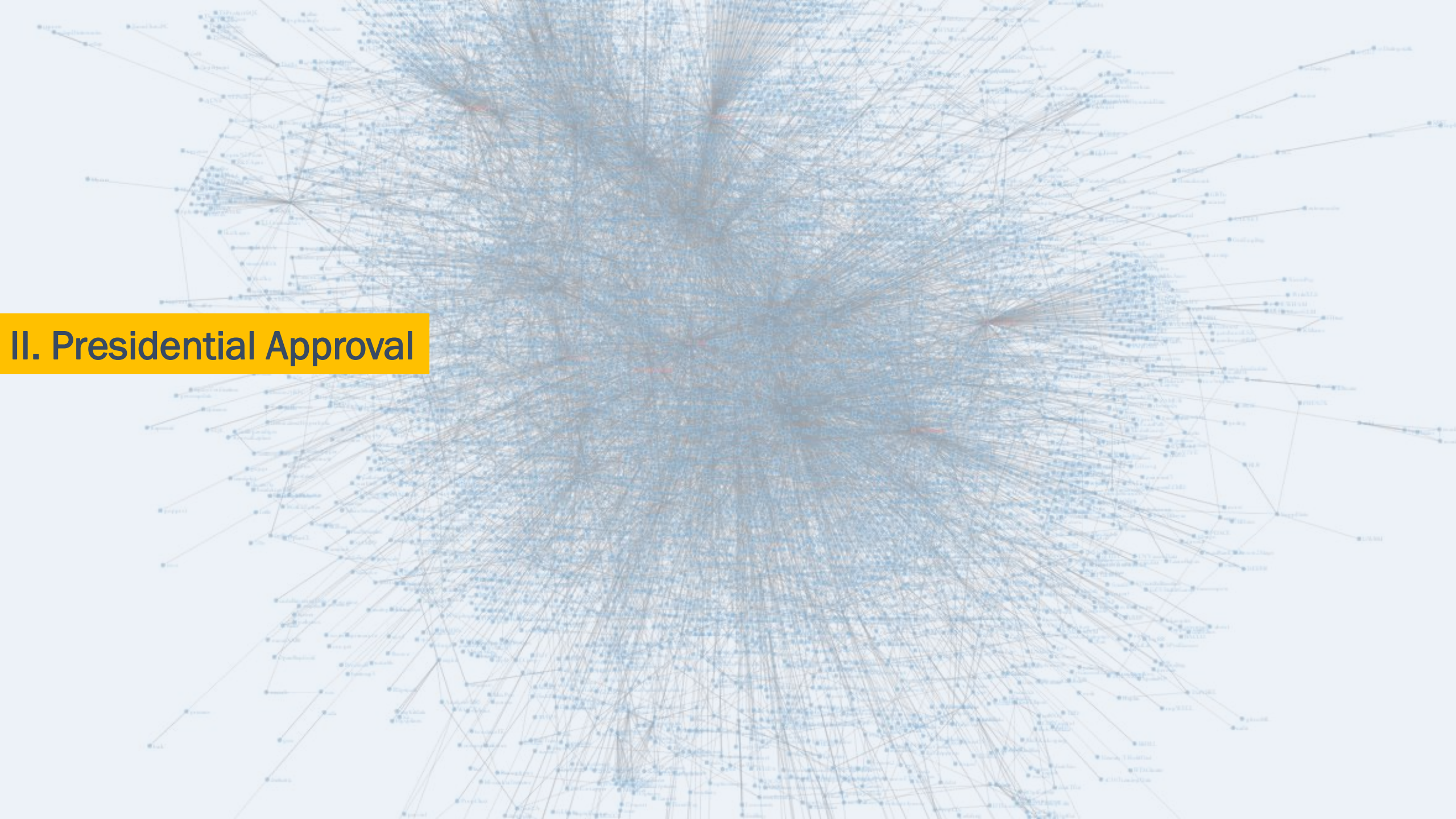
[Crosstabs]

	Gender		Age			Race		
	<i>Men</i>	<i>Women</i>	<i>18 - 44</i>	<i>45 - 65</i>	<i>65+</i>	<i>Black</i>	<i>Hispanic</i>	<i>White</i>
<b>Donald Trump</b>	57	43	55	50	43	17	41	53
<b>Joe Biden</b>	40	55	43	49	55	83	59	45

	Household Income			Partisanship (self-declared)			2016 Vote		
	<i>Below \$50k</i>	<i>\$50k - \$100k</i>	<i>Above \$100k</i>	<i>Democrat</i>	<i>Independent</i>	<i>Republican</i>	<i>Donald Trump</i>	<i>Hillary Clinton</i>	<i>Other</i>
<b>Donald Trump</b>	45	53	53	9	48	92	88	10	52
<b>Joe Biden</b>	53	46	45	90	47	7	10	88	46

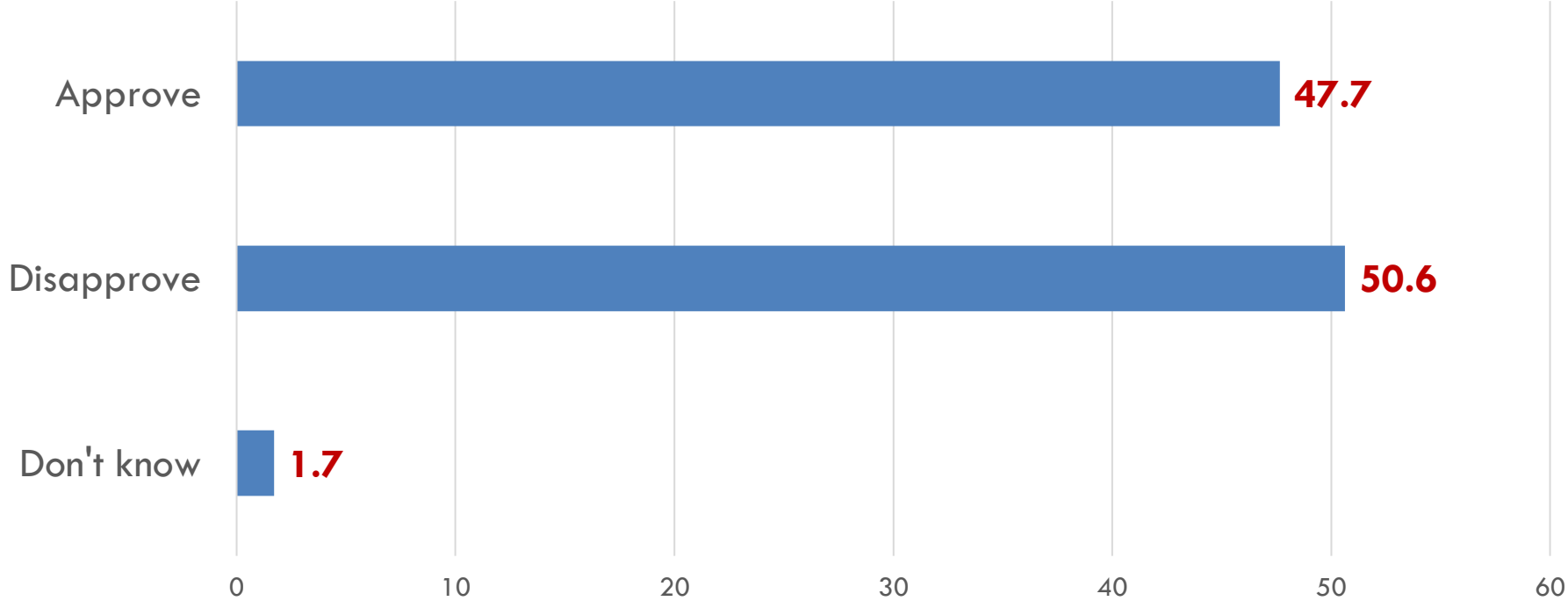


## II. Presidential Approval



# Do you approve or disapprove of the job Donald Trump is doing as president?

	<i>Oct-20</i>
Approve	48
Disapprove	51
Don't know	2



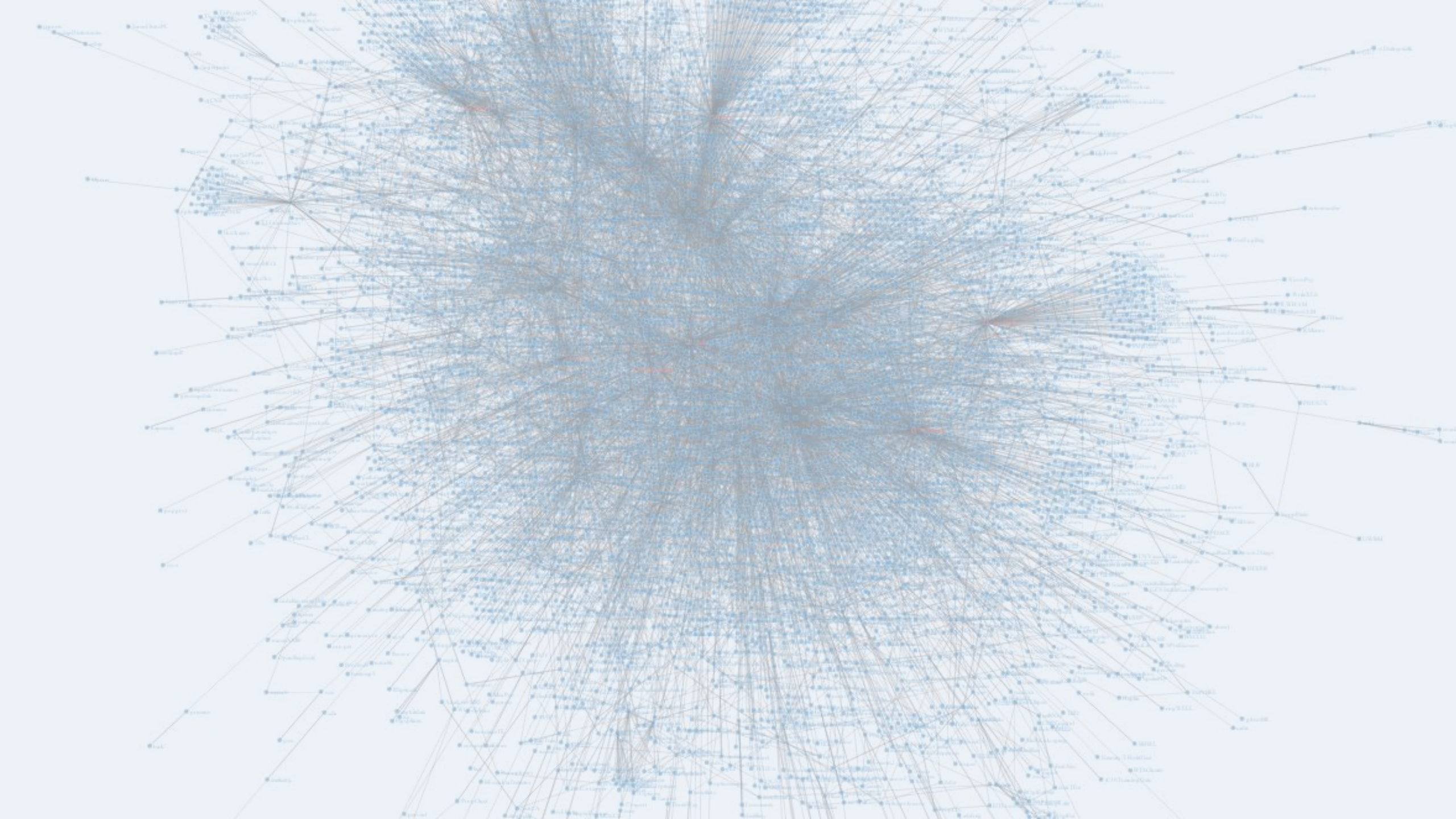
## Do you approve or disapprove of the job Donald Trump is doing as president?

[Crosstabs]

	Gender		Age			Race		
	<i>Men</i>	<i>Women</i>	<i>18 - 44</i>	<i>45 - 65</i>	<i>65+</i>	<i>Black</i>	<i>Hispanic</i>	<i>White</i>
<b>Approve</b>	57	43	56	50	42	17	41	52
<b>Disapprove</b>	43	57	44	50	58	83	59	47

	Household Income			Partisanship (self-declared)		
	<i>Below \$50k</i>	<i>\$50k - \$100k</i>	<i>Above \$100k</i>	<i>Democrat</i>	<i>Independent</i>	<i>Republican</i>
<b>Approve</b>	44	53	54	9	48	92
<b>Disapprove</b>	56	47	46	91	52	8





In 2020, AtlasIntel polls for the US democratic primaries had the smallest mean error across all pollsters. AtlasIntel conducted the most accurate polls in New Hampshire, California, and Florida.

pollster	mean error
IRKM Research and Communications Inc.	0.06354
University of Massachusetts Lowell	0.06194
Monmouth University	0.05217
YouGov	0.05006
Marist College	0.04994
University of New Hampshire	0.04254
American Research Group	0.04207
Change Research	0.04170
Park Street Strategies	0.03640
Emerson College	0.03567
Suffolk University	0.03454
Civiqs	0.03360
David Binder Research	0.03040
Data for Progress	0.02943
Elucd	0.02710
AtlasIntel	0.02594

#### Performance up to February 12 2020

Source: G. Elliott Morris, The Economist

<https://twitter.com/gelliottmorris/status/1227454160813088769>

QUALIFYING POLLSTERS			
Rank	Pollster	RMSE	# of Polls
1	ATLASINTEL	4.74	7
2	DATA FOR PROGRESS	5.92	23
3	EMERSON COLLEGE	5.50	7
4	MONMOUTH UNIVERSITY	6.27	6
5	CHANGE RESEARCH	6.92	6
6	YOUGOV	6.98	7
7	SWAYABLE	8.04	19
8	UNIVERSITY OF MASSACHUSETTS LOWELL	11.06	7

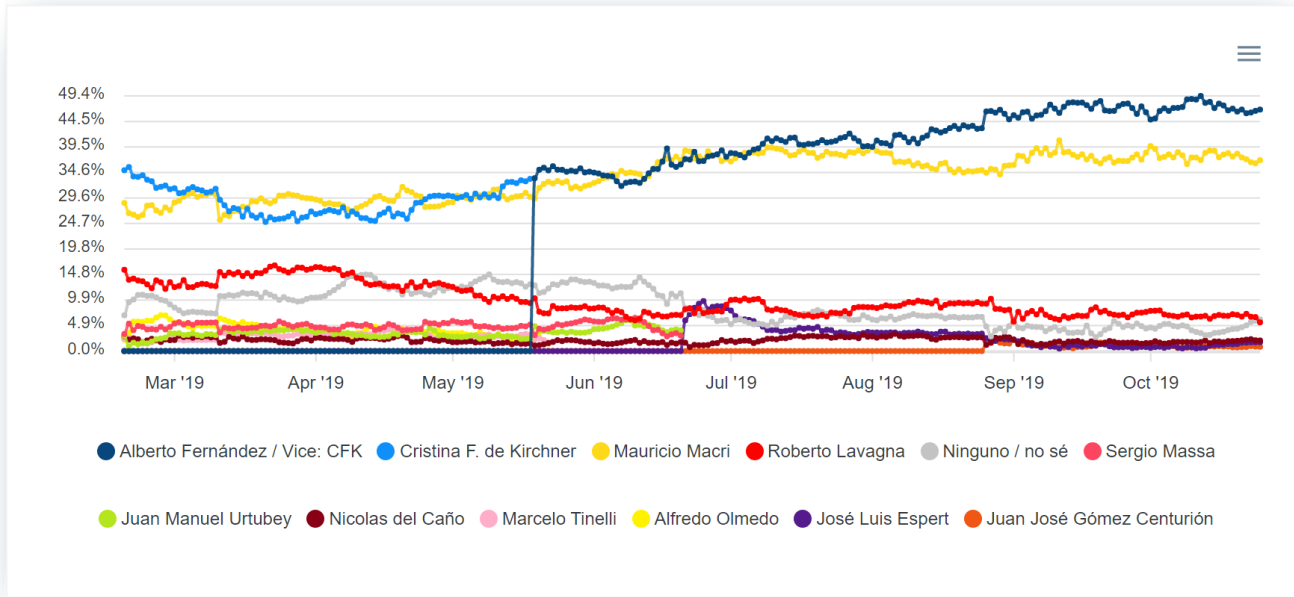
#### Performance up to March 15 2020

Source: Jack Kersting, JHK Forecasts

[https://projects.jhkforecasts.com/democratic\\_primary/analysis/](https://projects.jhkforecasts.com/democratic_primary/analysis/)

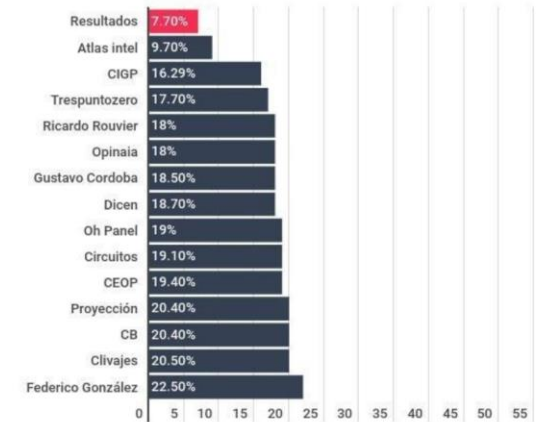


AtlasIntel had the best performance in anticipating the results of the 2019 Presidential Elections in Argentina. We conducted the only poll that predicted the results of all candidates within the margin of error.



## Diferencia entre las encuestas y los resultados en las elecciones 2019

### Diferencia



Fuente: relevamiento de Chequeado en base a 14 encuestas publicadas en diarios nacionales.



## Ranking of polls in the 2019 Presidential Elections in Argentina

	1		2		3		4		5		6		7		8		9		10		11		12		13		14		15		
	Atlas Intel	CIGP	UDES	TresPunto Zero	Ricardo Rouvier	Dicen	Oh Panel!	CELAG	Gustavo Cordoba	Clivajes	Proyección	Opinaia	Federico Gonzales	Circuitos	CB Consultora																
	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	Result	Diff.	
Alberto Fernández	48.1	49.5	1.4	51.4	3.3	51	2.9	52.5	4.4	52.3	4.2	51.9	3.8	52	3.9	52.8	4.7	52.2	4.1	53.7	5.6	54.56	6.5	55.3	7.2	54.0	5.9	53.7	5.6	58.0	9.9
Mauricio Macri	40.4	39.6	0.8	35.1	5.3	34	6.4	34.8	5.6	34.3	6.1	33.2	7.2	33	7.4	33.4	6.9	32.7	7.7	33.2	7.2	33.87	6.5	34.0	6.3	31.5	8.5	30.4	10.0	34.4	5.9
Roberto Lavagna	6.2	6.7	0.5	7.5	1.3	8	1.8	6.6	0.4	7.6	1.4	10.1	3.9	10	3.8	7.6	1.5	9.8	3.6	8.2	2.0	6.998	0.8	6.4	0.2	8.2	2.0	9.8	3.6	4.5	1.7
Nicolas del Caño	2.2	2.0	0.2	2.2	0.0	3	0.8	2.7	0.5	2.9	0.7	2.2	0.0	2	0.2	2.5	0.3	2.5	0.3	2.8	0.6	2.13	0.0	2.1	0.0	2.3	0.1	3.4	1.2	1.4	0.7
Juan José G. Centurión	1.7	1.0	0.7	2.2	0.5	2	0.3	2.1	0.4	1.6	0.1	1.4	0.3	2	0.3	2.5	0.8	1.6	0.1	1.2	0.5	1.318	0.4	1.1	0.6	2.1	0.4	1.5	0.2	1.0	0.7
José Luis Espert	1.5	1.2	0.3	1.7	0.2	2	0.5	1.3	0.2	1.4	0.1	1.3	0.2	1	0.5	1.1	0.4	1.2	0.3	0.9	0.6	1.116	0.4	1.1	0.4	1.9	0.4	1.2	0.3	0.7	0.8
AF / MM Difference	7.7	9.9	2.2	16.3	8.6	17.0	9.3	17.7	10.0	18.0	10.3	18.7	11.0	19.0	11.3	19.4	11.7	19.5	11.8	20.5	12.8	20.7	13.0	21.3	13.6	22.5	14.1	23.3	15.4	23.5	15.4



#EleccionesArgentina

Las encuestas y las elecciones 2019: sólo una consultora brasileña se acercó en el resultado

Translate Tweet





## Atlas Tracking PRO

Nationally-representative daily poll with more than 30 questions on the political and economic scenario. The polling is conducted online based on a proprietary methodology for random selection and sample post-stratification and validation.

✓ Currently available for:

### *North America*

- United States
- Mexico

### *US Swing States*

- Arizona
- Florida
- Georgia
- Ohio
- Michigan
- North Carolina
- Pennsylvania
- Texas

### *South America*

- Argentina
- Brazil
- Chile
- Colombia
- Peru

### *Europe*

- France
- Germany
- Netherlands
- Italy
- Spain
- UK





## Atlas Monitor

Atlas Monitor tracks political engagement in social media in real time. We deploy big data tools to transform huge quantities of information into intuitive and useful indicators that reveal the impact of network sentiment on political developments and electoral dynamics. All of our work carefully adheres to the privacy rights of social media users, to platform policies, and to local and international legislation.





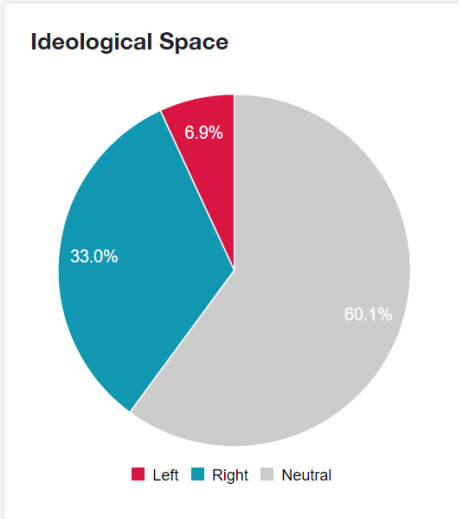
# Atlas Monitor is accessible in real time through a secure URL

Period Daily 2020-08-30

### Total Engagement on Facebook

**5.794.040**  
engagements

**-30.55%**



### Total Number of Tweets

**8.851.335**  
tweets

**+16.19%**

### Top Politicians on Facebook

Name	Engagements
<a href="#">Donald Trump</a>	3.239.252
<a href="#">Joe Biden</a>	872.651
<a href="#">Bernie Sanders</a>	167.883
<a href="#">Barack Obama</a>	122.090
<a href="#">Michelle Obama</a>	113.361
<a href="#">Andrew Cuomo</a>	80.500
<a href="#">Elizabeth Warren</a>	74.921

### Top Politicians on Twitter

Name	Tweets
<a href="#">Donald Trump</a>	6.631.364
<a href="#">Joe Biden</a>	1.589.268
<a href="#">Michelle Obama</a>	558.567
<a href="#">Kamala Harris</a>	474.938
<a href="#">Barack Obama</a>	412.687
<a href="#">Joy Reid</a>	328.756
<a href="#">Andrew Cuomo</a>	312.443

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