



Polling, Insights, and Campaign Strategy

QuantusInsights.org | @quantusinsights on X
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Methodology Summary

Sample: 1,000 registered voters | Fielded March 25–27, 2025

Mode: Mixed-mode approach using opt-in online panels and SMS outreach to improve demographic and geographic reach

Margin of Error: $\pm 3.5\%$ at 95% confidence

Sponsor: Trending Politics News

Weighting & Adjustment:

- Propensity Modeling: Estimated selection bias based on demographics, past vote history, and partisan registration using logistic regression.
- Raking (IPF): Calibrated sample to match population benchmarks from the U.S. Census and L2 voter file on age, gender, race/ethnicity, education, and party registration
- Multilevel Calibration Weighting (MCW): Applied to correct for complex interactions (e.g. race x education x region) and improve balance across subgroups with limited representation
- Weight Normalization: Weights were trimmed and normalized to reduce design effects and enhance statistical stability

Validation & Quality Control:

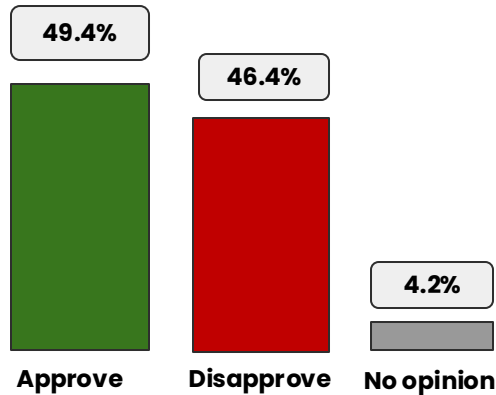
- Benchmarked against L2 voter file data for turnout patterns and partisan alignment
- Included attention-check items, straight-lining detection, and response time filters
- Cross-validated results with recent probability-based national surveys for external accuracy

Post-Election Context:

- This wave is a post-election sentiment survey of registered voters (no likely voter screen)
- Designed to capture voter attitudes and approval dynamics following recent electoral outcomes
- Focused on insight into current political mood—not predictive modeling of turnout

This methodology reflects Quantus Insights' commitment to rigorous, transparent polling. By combining advanced weighting, behavioral modeling, and voter file calibration, we aim to produce accurate, representative snapshots of public opinion—grounded in both performance and academic best practices.

Q1. Do you approve or disapprove of President Trump's job performance?



Trump Job Approval (Jan - March 2025) | Quantus Insights Polling

This chart displays the results of six Quantus Insights polls conducted between January and March 2025, tracking Donald Trump's job approval rating.

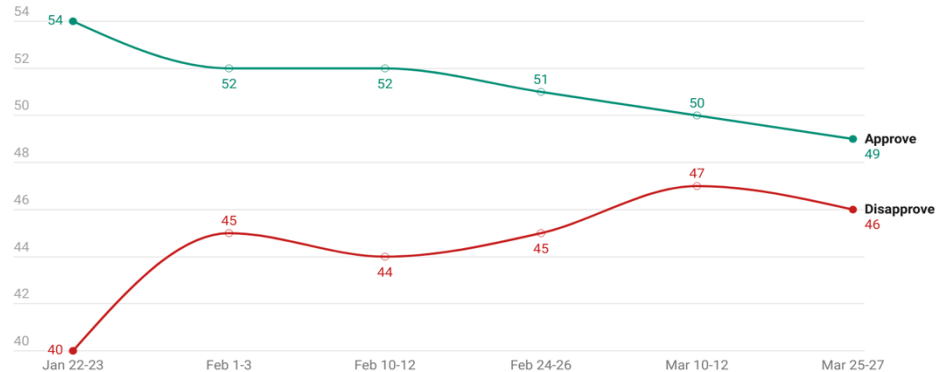


Chart: Quantus Insights • Source: Quantus Insights • Created with Datawrapper

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Trump Approval by Demographic

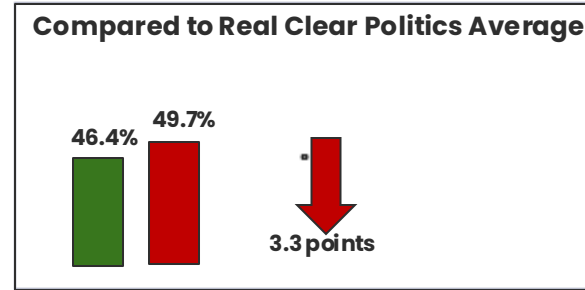
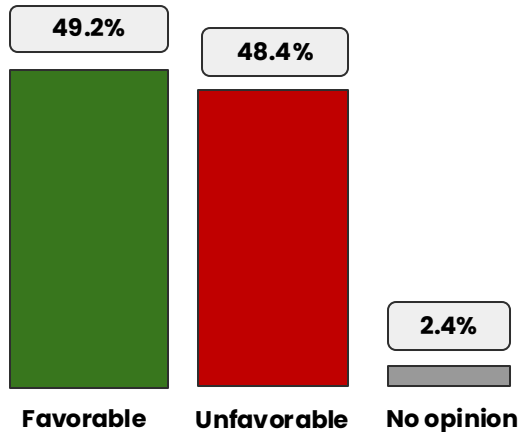
Net approval stands at +3 (49% approve, 46% disapprove) across key voter groups.

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Approve	55%	44%	55%	20%	46%	45%	46%	47%	52%	50%	43%	53%
Disapprove	40%	52%	42%	72%	48%	49%	48%	49%	45%	47%	52%	43%
No Opinion	5%	4%	3%	8%	6%	6%	6%	6%	3%	3%	5%	4%

	Rep	Dem	Ind
Approve	93%	9%	42%
Disapprove	4%	88%	51%
No opinion	3%	3%	7%

Total	Count	Pct
Approve	494	49.4
Disapprove	464	46.4
No opinion	42	4.2

Q2. Do you have a favorable or unfavorable view of President Trump?



Trump Favorable / Unfavorable by Demographic

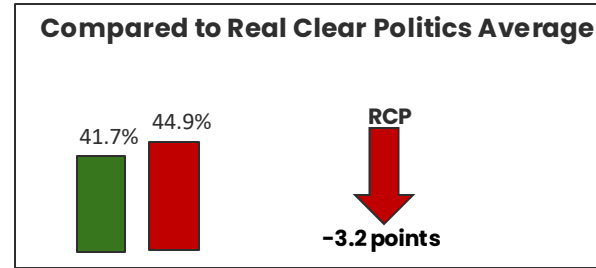
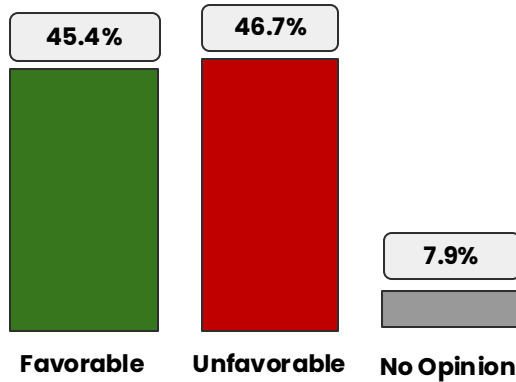
Net favorable stands at +1 (49% approve, 48% disapprove) across key voter groups.

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Favorable	56%	44%	55%	18%	45%	44%	48%	45%	53%	48%	41%	54%
Unfavorable	42%	54%	43%	78%	51%	54%	48%	52%	45%	50%	56%	44%
No Opinion	2%	2%	2%	4%	4%	2%	4%	3%	2%	2%	3%	2%

	Rep	Dem	Ind
Favorable	94%	8%	41%
Unfavorable	4%	90%	55%
No opinion	2%	2%	4%

Total	Count	Pct
Approve	492	49.2
Disapprove	484	48.4
No opinion	24	2.4

Q3. Do you have a favorable or unfavorable view of Vice President Vance?



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Vance Favorable / Unfavorable by Demographic

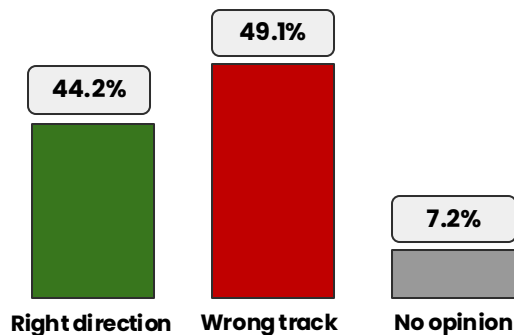
Net unfavorable stands at -1 once rounded across key voter groups.

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Favorable	49%	42%	51%	16%	40%	42%	41%	40%	50%	46%	39%	50%
Unfavorable	42%	51%	41%	73%	54%	52%	49%	47%	44%	49%	54%	42%
No Opinion	9%	7%	8%	11%	6%	8%	10%	13%	6%	5%	7%	8%

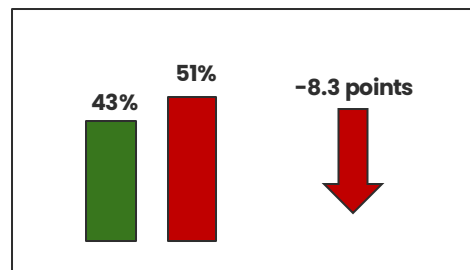
	Rep	Dem	Ind
Favorable	88%	6%	38%
Unfavorable	4%	89%	51%
No opinion	8%	5%	11%

Total	Count	Pct
Favorable	454	45.4
Unfavorable	467	46.7
No opinion	79	7.9

Q4. As of today, would you say things in the United States are headed in the right direction or wrong track?



Compared to Real Clear Politics



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Right Direction/Wrong Track by Demographic

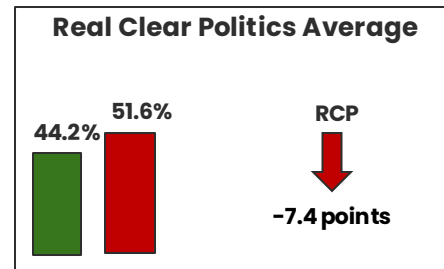
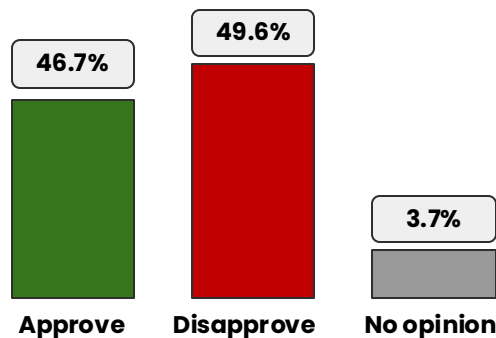
49% of registered voters see the country on the wrong track.

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Favorable	46%	41%	47%	26%	42%	39%	40%	43%	46%	42%	41%	45%
Unfavorable	46%	52%	49%	58%	43%	50%	50%	48%	49%	50%	53%	47%
No Opinion	8%	7%	4%	16%	15%	11%	10%	9%	5%	8%	6%	8%

	Rep	Dem	Ind
Right direction	80%	8%	40%
Wrong track	14%	85%	51%
No opinion	6%	7%	9%

Total	Count	Pct
Approve	442	44.2
Disapprove	491	49.1
No opinion	67	6.7

Q5. Do you approve or disapprove the way President Trump is handling the economy?



Trump Economic Approval by Demographic

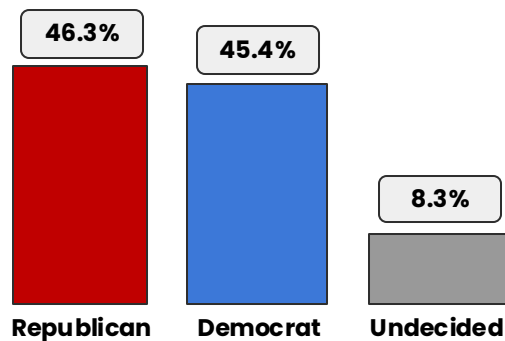
Trump Net Approval on Economy stands at -2.9 points.

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Favorable	50%	44%	52%	19%	42%	44%	40%	44%	50%	48%	44%	49%
Unfavorable	46%	53%	45%	76%	54%	52%	53%	52%	46%	50%	53%	48%
No Opinion	4%	3%	3%	5%	4%	4%	7%	4%	4%	2%	3%	3%

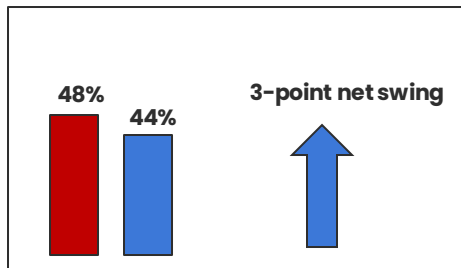
	Rep	Dem	Ind
Approve	83%	10%	41%
Disapprove	13%	87%	52%
No opinion	4%	3%	8%

Total	Count	Pct
Approve	467	46.7
Disapprove	496	49.6
No opinion	37	3.7

Q6. Looking ahead to the 2026 mid-terms, would you vote for a Republican from your district or a Democrat from your district?



Compared to February 13th poll



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Voter Sentiment for 2026 Midterms

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Republican	52%	41%	53%	12%	41%	42%	41%	42%	51%	47%	39%	51%
Democrat	40%	50%	39%	78%	49%	52%	49%	46%	43%	47%	54%	40%
Undecided	8%	9%	8%	10%	10%	6%	11%	12%	6%	6%	7%	9%

	Rep	Dem	Ind
Republican	92%	5%	38%
Democrat	4%	92%	44%
Undecided	4%	3%	18%

Total	Count	Pct
Republican	463	46.3
Democrat	454	45.4
Undecided	83	8.3

