



Polling, Insights, and Campaign Strategy

QuantusInsights.org | @quantusinsights on X
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Methodology Summary

Sample: 1,000 registered voters | Fielded May 5–7, 2025 | Published May 9, 2025

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

Margin of Error: $\pm 3.1\%$ 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 \times education \times 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.

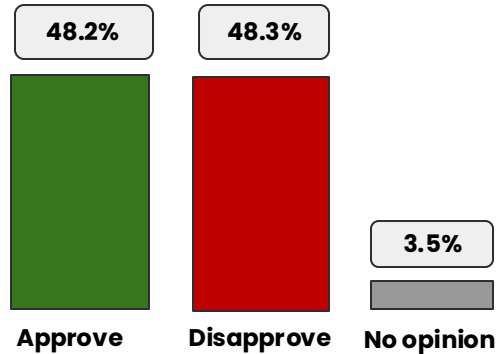
Voter Profile

Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
48%	52%	71%	11%	12%	6%	15%	22%	36%	27%	38%	62%

Republican	Democrat	Independent
34%	33%	33%

May 9, 2025

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



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

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

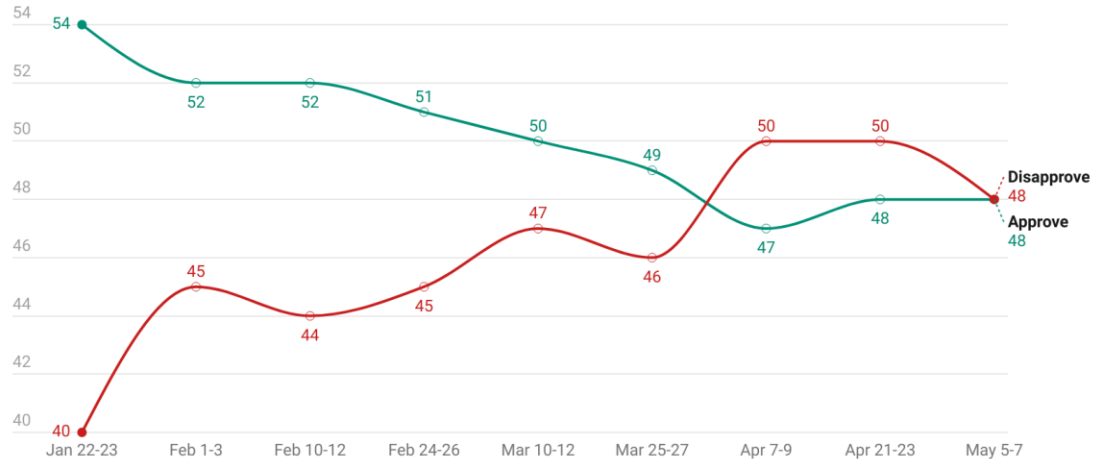


Chart: Quantus Insights • Source: Quantus Insights • Created with Datawrapper

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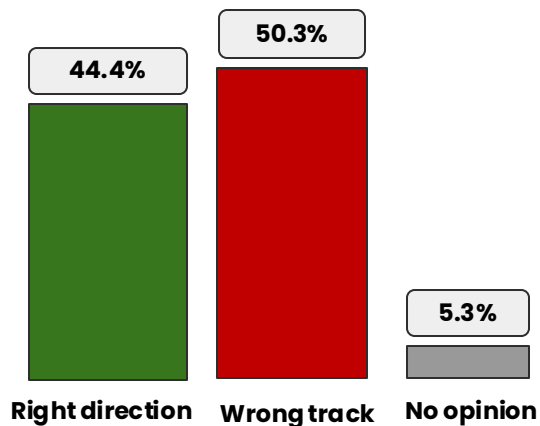
Trump Approval by Demographic

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Approve	55%	42%	53%	25%	41%	48%	43%	49%	52%	46%	42%	52%
Disapprove	42%	54%	44%	67%	51%	44%	51%	47%	45%	51%	54%	45%
No Opinion	3%	4%	3%	8%	8%	8%	6%	4%	3%	3%	4%	3%

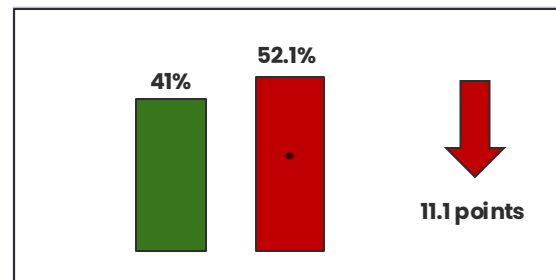
	Rep	Dem	Ind
Approve	92%	10%	41%
Disapprove	5%	87%	53%
No opinion	3%	3%	6%

Total	Count	Pct
Approve	482	48.2
Disapprove	483	48.3
No opinion	35	3.5

Q2. 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 Average



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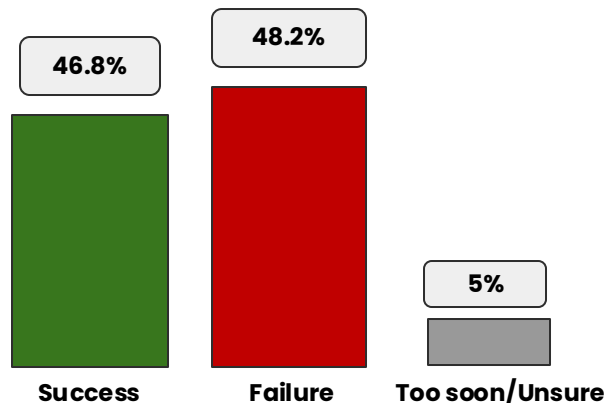
Right Direction/Wrong Track by Demographic

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Right direction	48%	41%	49%	19%	40%	43%	39%	42%	48%	46%	42%	48%
Wrong track	46%	54%	47%	70%	50%	47%	53%	52%	47%	51%	54%	48%
No Opinion	6%	5%	4%	11%	10%	10%	8%	6%	5%	3%	4%	4%

	Rep	Dem	Ind
Right direction	84%	9%	38%
Wrong track	11%	88%	54%
No opinion	5%	3%	8%

Total	Count	Pct
Right direction	444	44.4
Wrong track	503	50.3
No opinion	53	5.3

Q3. Do you view President Trump's second term so far as more of a success or more of a failure?



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Trump Success or Failure by Demographic

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Success	53%	41%	53%	21%	40%	42%	42%	44%	51%	45%	40%	51%
Failure	43%	53%	44%	70%	51%	46%	51%	47%	45%	51%	54%	45%
Too soon/unsure	4%	6%	3%	9%	9%	12%	7%	4%	4%	2%	6%	4%

	Rep	Dem	Ind
Success	89%	9%	40%
Failure	5%	88%	53%
Too soon/unsure	6%	3%	7%

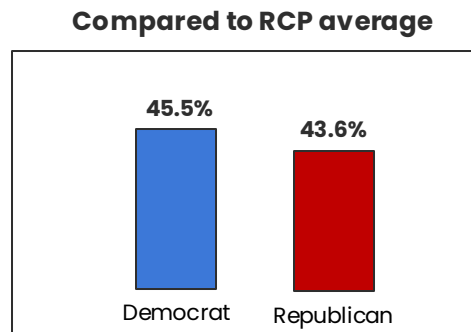
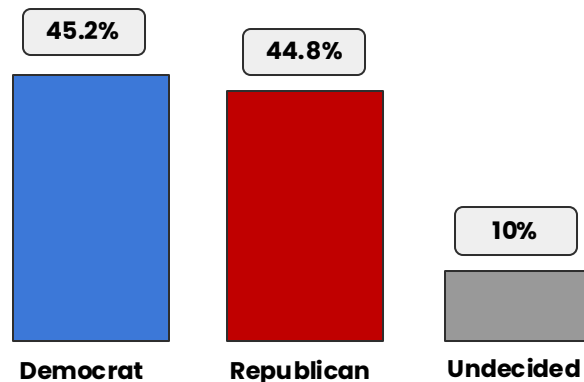
Total	Count	Pct
Success	468	46.8
Failure	482	48.2
Too soon/unsure	50	5.0

Q4. Which issue do you believe has most defined President Trump's second term so far, and do you view his handling of that issue positively or negatively?

Issue	Pct
Tariffs & trade	51
Immigration & border policy	26
Inflation & cost of living	9
Government spending & debt	8
Foreign policy	6

Issue	Positive(%)	Negative(%)	Neutral(%)
Tariffs & trade	41	51	8
Immigration & border policy	53	41	6
Inflation & cost of living	42	53	5
Government spending & debt	46	44	10
Foreign policy	48	42	10

Q5. Looking ahead to the 2026 mid-terms, would you vote for a Republican from your district or a Democrat from your district?



Voter Sentiment for 2026 Midterms

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Republican	50%	40%	52%	10%	39%	42%	39%	42%	48%	46%	42%	52%
Democrat	39%	51%	40%	77%	48%	46%	50%	46%	41%	47%	52%	41%
Undecided	11%	9%	8%	13%	13%	12%	11%	12%	11%	7%	6%	7%

	Rep	Dem	Ind
Republican	91%	5%	37%
Democrat	4%	91%	42%
Undecided	4%	5%	21%

Total	Count	Pct
Republican	448	44.8
Democrat	452	45.2
Undecided	100	10

