



## **Polling, Insights, and Campaign Strategy**

QuantusInsights.org | @quantusinsights on X  
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## Methodology Summary

**Sample:** 1,000 registered voters | Fielded June 1–4, 2025 | Published June 5, 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

Totals	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Pct	48%	52%	72%	11%	12%	5%	15%	22%	36%	27%	38%	62%
Count	483	517	718	112	124	46	148	221	362	269	383	617

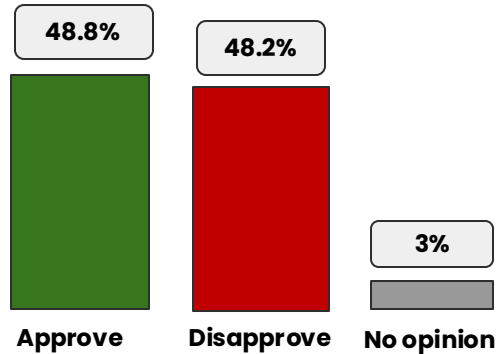
Totals	Republican	Democrat	Independent
Pct	34%	33%	32%
Count	346	332	322

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**May 22, 2025**

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



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

This chart displays the results of 11 Quantus Insights polls conducted between January and June 2025, tracking Donald Trump's job approval rating.

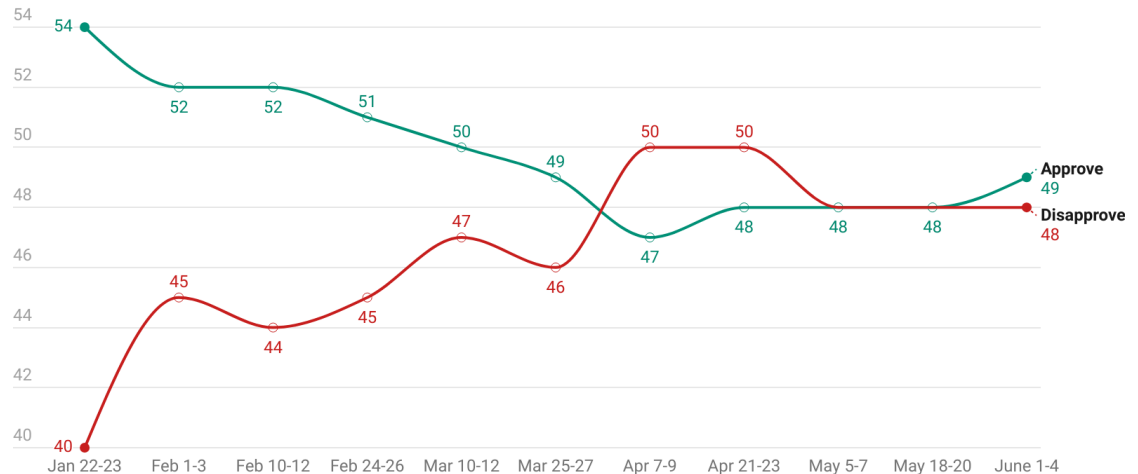


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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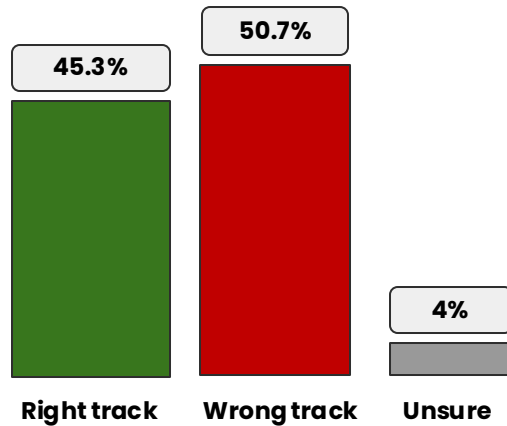
# Trump Approval by Demographic

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Approve	55%	43%	54%	23%	43%	45%	40%	49%	52%	49%	42%	53%
Disapprove	42%	54%	44%	68%	53%	50%	53%	47%	46%	49%	55%	44%
No Opinion	3%	3%	2%	9%	4%	5%	7%	4%	2%	2%	3%	3%

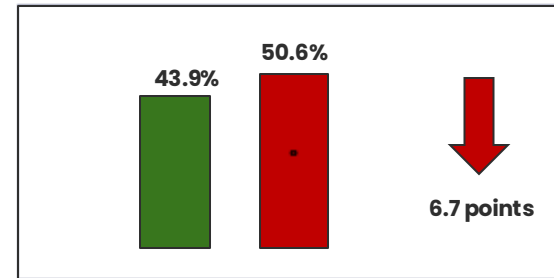
	Rep	Dem	Ind
Approve	92%	11%	42%
Disapprove	6%	87%	53%
No opinion	2%	2%	5%

Total	Count	Pct
Approve	488	48.8
Disapprove	482	48.2
No opinion	30	3

## Q2. Would you say things in the United States are headed in the right direction or on the 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
Approve	50%	40%	51%	19%	41%	43%	41%	45%	48%	44%	40%	50%
Disapprove	45%	56%	47%	71%	52%	49%	53%	50%	48%	53%	56%	46%
Unsure	4%	4%	2%	10%	7%	8%	6%	5%	4%	3%	4%	4%

	Rep	Dem	Ind
Approve	89%	6%	38%
Disapprove	8%	92%	54%
Unsure	3%	2%	8%

Total	Count	Pct
Approve	453	45.3
Disapprove	496	50.7
Unsure	40	4

# Q3. If the 2026 general election for Congress were held today, which party's candidate would you be more likely to vote for in your district?

Key Numbers for 2026 House Midterms

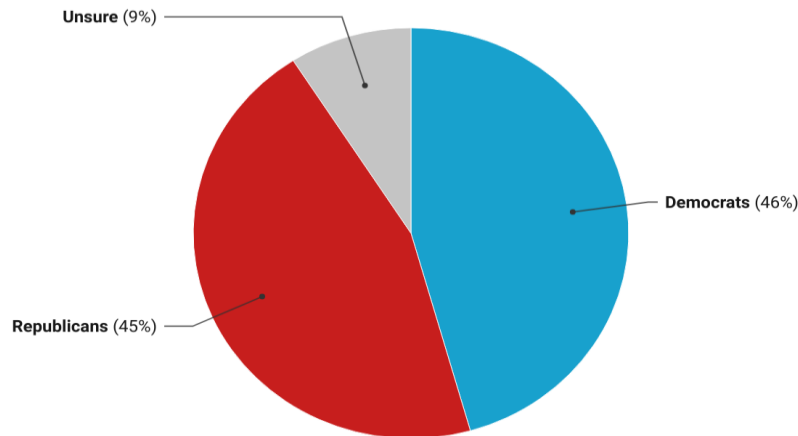


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

May 22, 2025



# Party Choice by Demographic

Demographics	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Republican	52%	41%	52%	11%	40%	40%	35%	41%	51%	46%	38%	50%
Democrat	40%	51%	38%	80%	50%	51%	52%	48%	40%	47%	54%	40%
Unsure	8%	8%	10%	9%	10%	9%	13%	11%	9%	7%	8%	10%

	Rep	Dem	Ind
Republican	91%	3%	40%
Democrat	3%	92%	44%
Unsure	6%	5	16%

Total	Count	Pct
Approve	453	45.3
Disapprove	456	45.6
Unsure	91	9.1

# How We Performed in 2024

In a year where accuracy mattered more than ever, we delivered. In October alone, our polling averaged just a 1-point error across the Rust Belt and national polling. Our final national numbers had Trump at 49.1% and Harris at 48.3%. The actual result? Trump 49.8% to Harris 48.3% — a 0.7-point margin error.

Independent pollsters and analysts took notice.

AtlasIntel named us one of the most accurate pollster in swing states for the 2024 election. Activote listed us among their Top 20 Most Valuable Pollsters out of over 120 firms.

We don't just publish numbers. We get it right when it counts.

## Most Accurate Pollsters of the 2024 US Presidential Election Swing States

Pollster	Error Swing States Only	Error Swing States + National
1. AtlasIntel	0.8	0.7
2. Rasmussen	0.9	1.0
3. Quantus Insights	1.0	1.0
4. Suffolk	1.2	1.6
5. Trafalgar Group	1.6	1.6
6. InsiderAdvantage	1.6	1.6
7. Patriot Polling	1.5	1.7
8. ActiVote	2.0	1.7
9. SoCal Strategies	2.1	1.9
10. Emerson College	2.4	2.3
11. Morning Consult	2.5	2.6
12. NYT/Siena	3.3	3.1
13. Marist	3.1	3.5
14. Research Co.	3.6	3.6
15. YouGov	3.8	3.6

Final result based on New York Times forecasts at the state level as of 11/07, considering every state in which each pollster published a poll



[www.atlasintel.org/polls](http://www.atlasintel.org/polls)



1. AtlasIntel	36. FL Atlantic U./Mainstreet Research	71. Franklin and Marshall College	106. St. Pete Polls
2. InsiderAdvantage	37. YouGov	72. Victory Insights	107. Rutgers-Eagleton
3. OnMessage Inc.	38. WaPo/George Mason University	73. DCCC Targeting Team	108. John Zogby Strategies
4. Rasmussen	39. Quinnipiac	74. Data Orbital	109. American Viewpoint
5. Trafalgar Group	40. UC Berkeley	75. MassINC Polling Group	110. Miami University (Ohio)
6. Patriot Polling	41. J.L. Partners	76. ABC News/Ipsos	111. PPIC
7. Emerson	42. Chisem Strategies	77. Change Research	112. RABA Research
8. ActiVote	43. St. Anselm	78. Schoen Cooperman	113. Montgomery Research
9. Fabrizio/McLaughlin	44. WPAI	79. Bullfinch	114. UMass Amherst/YouGov
10. TIPP	45. Axis Research	80. Siena	115. Angus Reid
11. Redfield & Wilton Strategies	46. Fabrizio/Impact	81. U. Georgia SPIA	116. Paradigm
12. Suffolk	47. Monmouth	82. Concord Public Opinion Partners	117. Cherry Communications
13. Mitchell	48. Susejahn	83. U. North Florida	118. Big Village
14. Quantus Insights	49. Noble Predictive Insights	84. American Pulse	119. Navigator
15. HarrisX	50. CNN/SSRS	85. co/efficient	120. University of Texas at Tyler
16. Echelon Insights	51. The Citadel	86. Praecones Analytica	121. Survation
17. SoCal Strategies	52. Fabrizio/GBAO	87. MRG (Marketing Resource Group)	122. Fairleigh Dickinson
18. Siena/NYT	53. Ipsos	88. Mason-Dixon	123. HighGround
19. Marquette Law School	54. HarrisX/Harris Poll	89. University of Maryland/YouGov	124. Hunt Research
20. Beacon/Shaw	55. UMass Lowell/YouGov	90. Tarrance	125. Impact Research
21. The Washington Post	56. CES / YouGov	91. Christopher Newport U.	126. Targor Market Research
22. East Carolina University	57. National Public Affairs	92. Normington, Petts & Associates	127. GQR
23. Hart/POS	58. Kaplan Strategies	93. Muhlenberg	128. U. Arizona/TrueDot
24. Research & Polling	59. MSU - Billings	94. Bowling Green State U./YouGov	129. NMB Research
25. U. New Hampshire	60. Guidant Polling and Strategy	95. Elway	130. Deltapoll
26. RMG Research	61. Keating Research	96. Dartmouth Poll	131. GBAO
27. Cygnal	62. Embold Research	97. Leger	132. McLaughlin
28. Big Data Poll	63. Data for Progress	98. M3 Strategies	133. University of Wyoming
29. Morning Consult	64. Ragnar Research Partners	99. Elon U.	134. Clarity
30. University of Maryland/WaPo	65. North Star Opinion Research	100. Gotham Polling & Analytics	135. Clarin University
31. Torchlight Strategies	66. Glengriff Group Inc.	101. Yale Youth Poll	136. Seizer
32. PPP	67. Garin Hart Yang	102. Remington	
33. Marist College	68. Roanoke College	103. Stetson University CPOR	
34. Research Co.	69. Alaska Survey Research	104. Tufts	
35. SurveyUSA	70. Focalldata	105. EPIC-MRA	
			Activote 2024 Most Valuable Pollsters



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