Polling, Insights, and Campaign Strategy

QuantusInsights.org | @quantusinsights on X
Authorized by Jason Corley, Co-founder

Methodology Summary
Sample: 600 Texas registered voters | Fielded May 11–13, 2025 | Published May 14, 2025
Mode: Mixed-mode approach using opt-in online panels and SMS outreach to improve demographic and geographic reach
Margin of Error: ±4.4% 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 × education × region) and improve balance across subgroups with limited representation
- Weight Normalization: Weights were trimmed and normalized to reduce design effects and enhance statistical stability

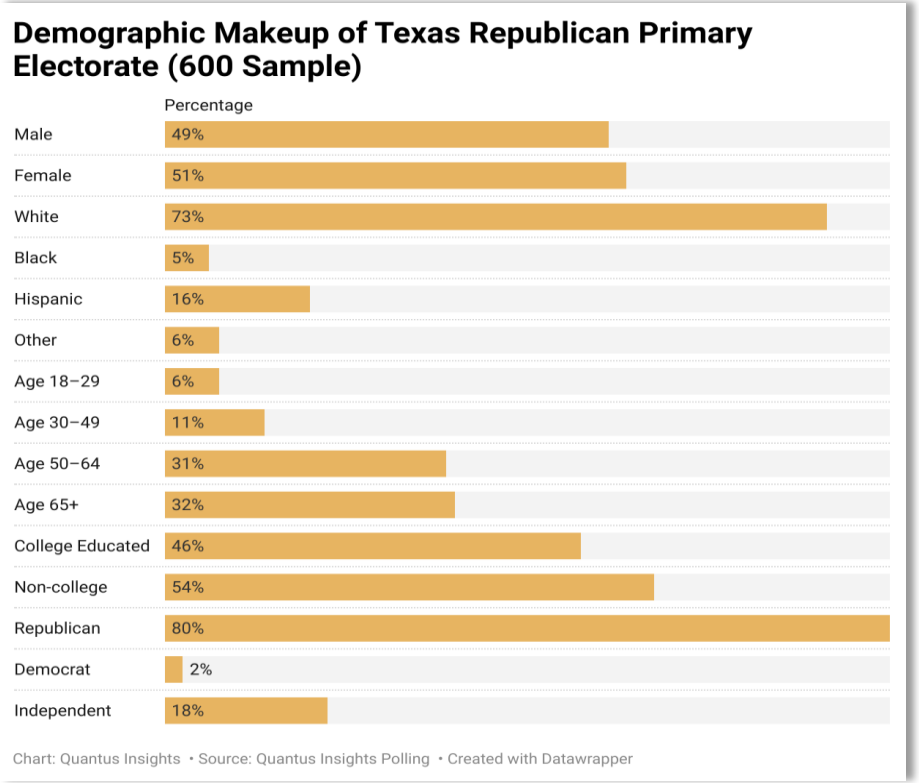
Validation & Quality Control:
- Benchmarked against L2 voter file data for turnout patterns and partisan alignment
- Included attention-check items, straight-lining detection, and response time filters
- Cross-validated results with recent probability-based national surveys for external accuracy

Polling Context and Interpretation
Although this survey did not include a formal likely voter screen, it was conducted in the context of the 2026 Texas Senate primary. As Texas holds an open primary, behavioral indicators from the voter file to help interpret potential primary participation dynamics. Analytic weighting accounted for historically asymmetric turnout patterns—particularly the underrepresentation of Democratic primary voters relative to Republicans in similar-cycle primaries.

This approach supports broader insight into the political mood and candidate preferences among Texas voters, while acknowledging the limits of prediction in a primary setting without a direct turnout screen.

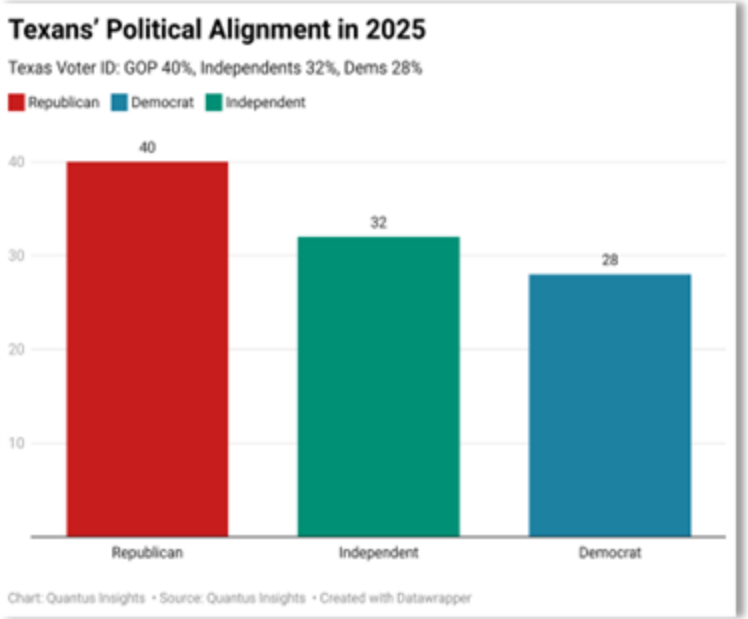
This methodology reflects Quantus Insights' commitment to rigorous, transparent polling. By combining advanced weighting, behavioral modeling, and voter file calibration, we aim to produce accurate, representative snapshots of public opinion—grounded in both performance and academic best practices.

Republican Primary Voter Profile



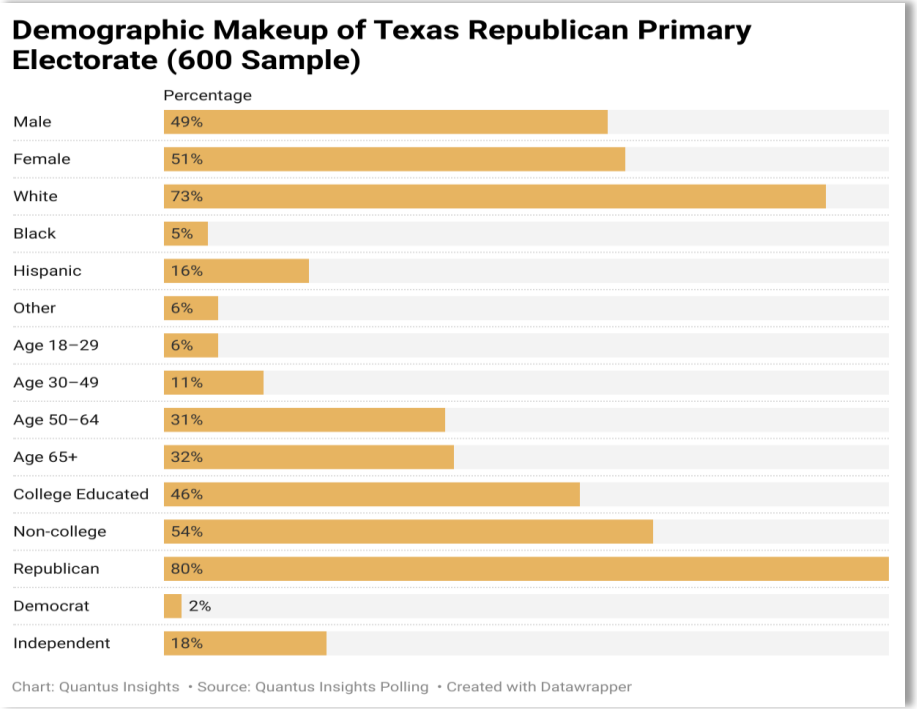
May 14, 2025

Q1. Which political party are you currently registered with or feel most affiliated with?



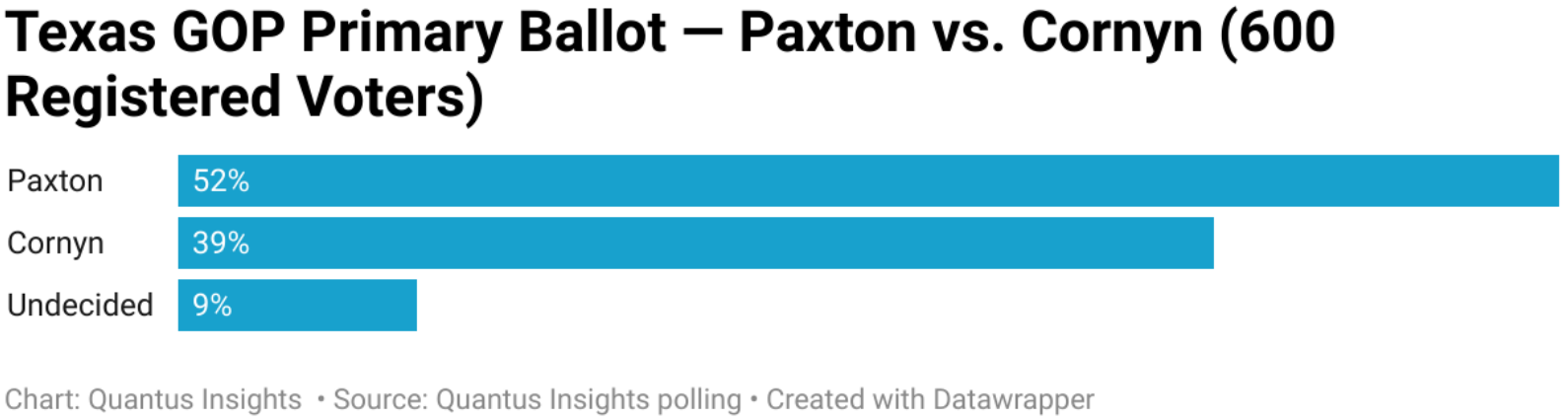
May 14, 2025

Q2. Which party's primary do you plan to vote in?

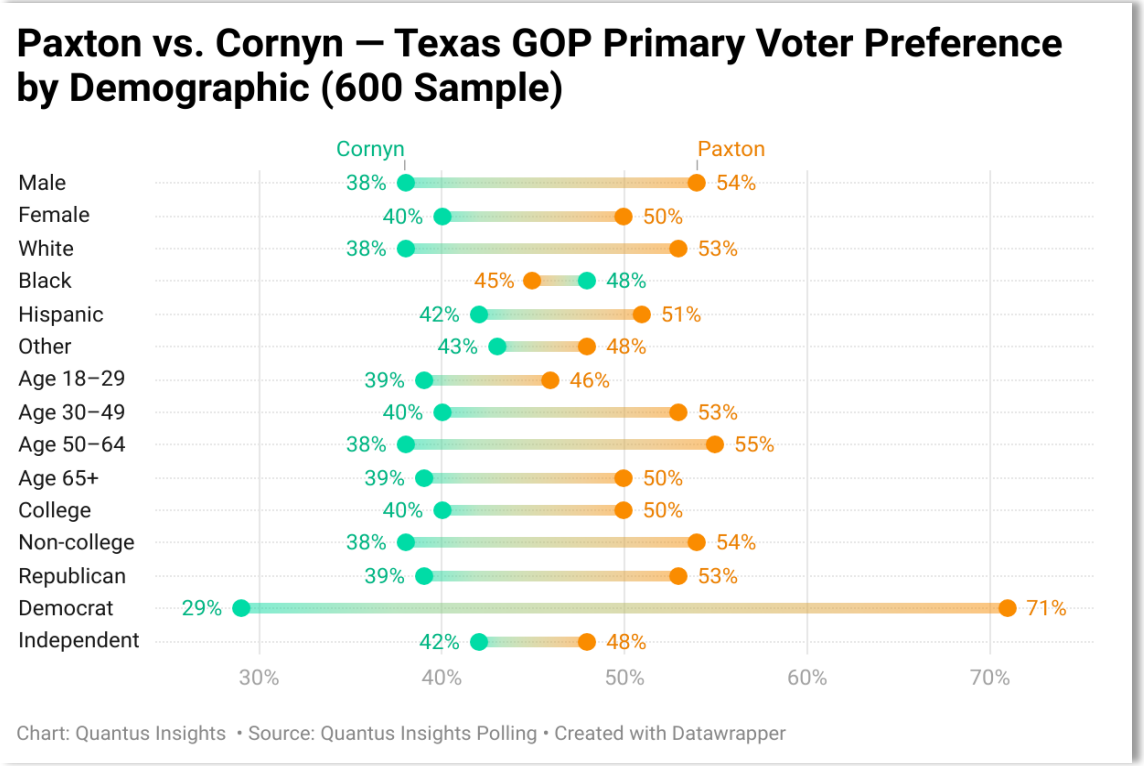


May 14, 2025

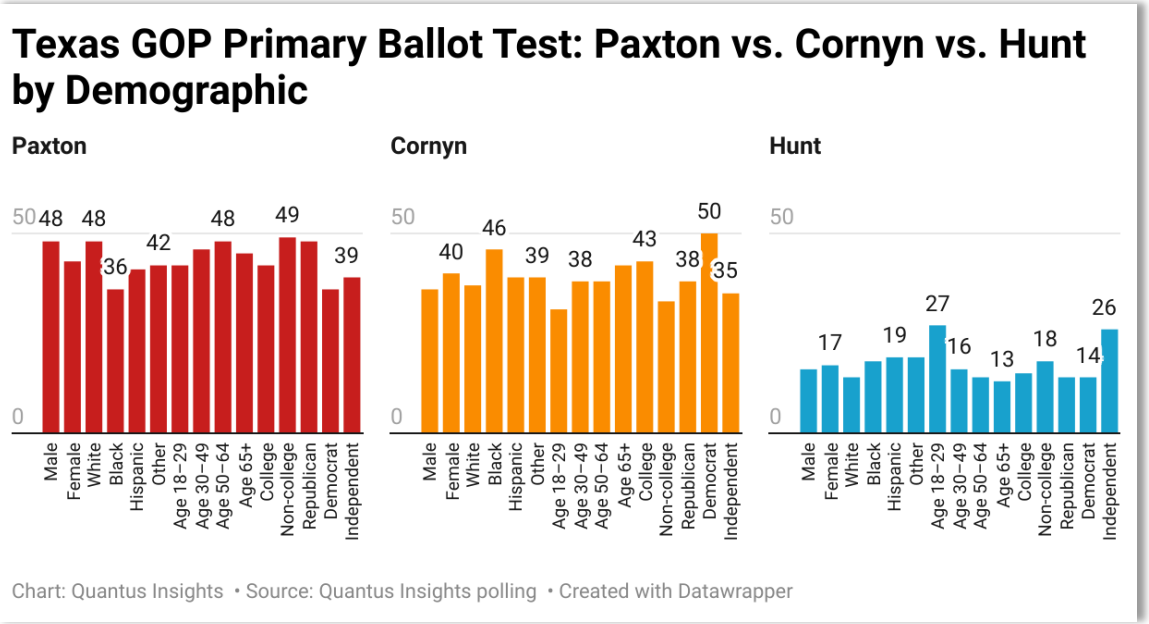
Q3. In the Republican primary for Senator, which candidate do you plan to vote for?

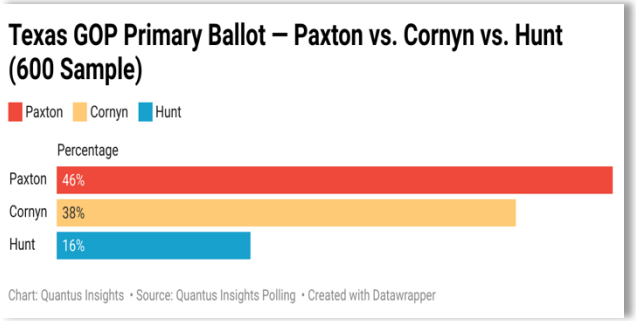


Candidates' support by Demographic



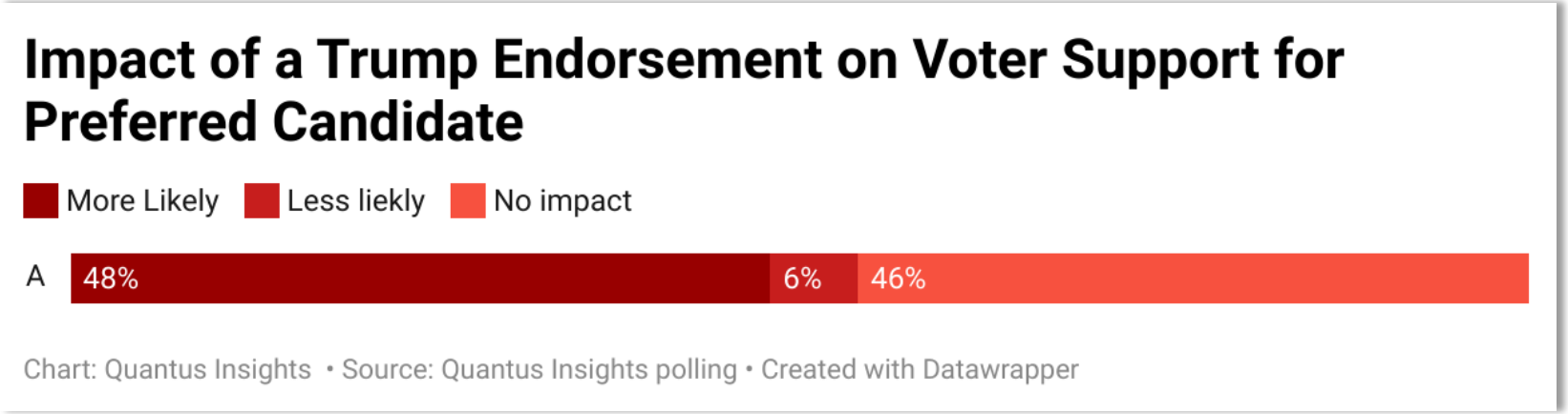
Q5. If Republican Congressman Wesley Hunt were to enter the Republican primary for U.S. Senate, who would you support?





May 14, 2025

Q6. If Donald Trump were to endorse your preferred candidate, how would that impact your vote?




QUANTUS
INSIGHTS