QUANTUS INSIGHTS

Polling, Insights, and Campaign Strategy

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

Methodology Summary
Sample: 1,123 registered voters | Fielded July 21–July 23 | Published July 25, 2025
Mode: Mixed-mode approach using opt-in online panels and SMS outreach to improve demographic and geographic reach
Margin of Error: ±3.0% at 95% confidence | Sponsor: Quantus Insights Funded

Weighting & Adjustment
Propensity Modeling: Logistic regression used to estimate and correct for sampling bias based on demographics, vote history, and partisan registration
Raking (IPF): Calibrated to U.S. Census and voter file benchmarks on Multilevel Poststratification (MPS): Adjusted complex intersections (e.g., race × age, gender, race/ethnicity, education, region, and party ID
education × region) using validated subgroup targets (e.g., white non-college men)
Internal Cell Calibration: Benchmarked subgroup party splits and corrected internal misalignments
Weight Normalization: Trimmed to reduce design effects
▪ Min: 0.44 | Max: 1.86 | Mean: 1.07 | SD: 0.37
Validation & Quality Control:
▪ Benchmarked against Aristotle 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 sentiment survey of registered voters (no likely voter screen)
▪ Designed to capture voter attitudes and approval dynamics following recent electoral outcomes
▪ Results reflect calibrated, weighted opinion snapshots grounded in voter file alignment and rigorous demographic balancing

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 of Registered 1123 Registered Voters Surveyed

Totals	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Pct	48%	52%	71%	12%	11%	6%	15%	23%	34%	28%	39%	62%

Totals	Urban	Suburban	Rural
Pct	29%	52%	19%

Totals	Republican	Democrat	Independent
Pct	34%	33%	33%

July 25, 2025

Q1. Do you approve or disapprove of the job Donald Trump is doing as President of the United States?
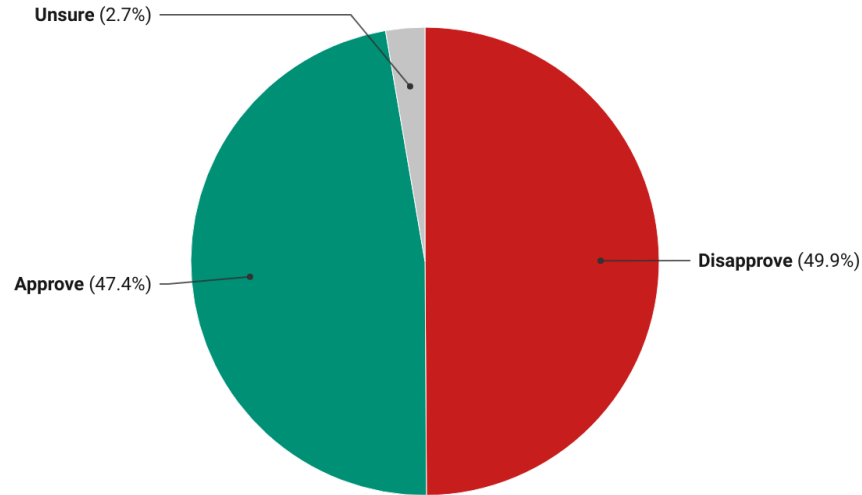
Trump Job Approval

Unsure (2.7%)

Approve (47.4%)

Disapprove (49.9%)

July 25, 2025

Trump's 2025 Job Performance

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

This chart displays the results of 16 Quantus Insights polls conducted between January and July 2025, tracking Donald Trump's job approval rating.

Disapprove 50

Approve 47

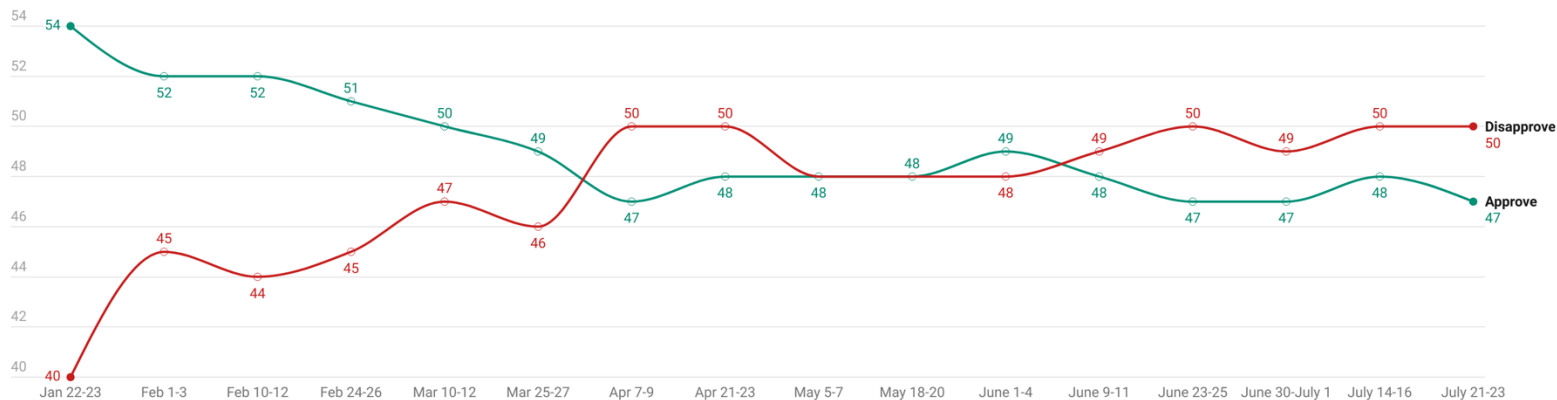Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

The trend began in April. Trump's approval dipped below water in early April and hasn't recovered. After a brief tie and positive ground in May, disapproval regained the lead in June and has held steady through late July. Indicating a sign of stabilized but negative sentiment.

July 25, 2025

Approval Breakdown

By demographics

Gender

Male	Totals
TOTAL	542 100 %
Strongly approve	164 30 %
Somewhat approve	118 22 %
Somewhat disapprove	61 11 %
Strongly disapprove	189 35 %
Approve (Net)	282 52 %
Disapprove (Net)	250 46 %
Unsure	10 2 %

Female	Totals
TOTAL	581 100 %
Strongly approve	123 21 %
Somewhat approve	127 22 %
Somewhat disapprove	49 8 %
Strongly disapprove	261 45 %
Approve (Net)	250 43 %
Disapprove (Net)	310 53 %
Unsure	21 4 %

July 25, 2025

Trump Approval by Age

	18–29	30–44	45–64	65+
TOTAL	168 100 %	258 100 %	383 100 %	314 100 %
Strongly approve	34 21 %	64 25 %	110 29 %	77 25 %
Somewhat approve	42 24 %	70 27 %	77 20 %	57 18 %
Somewhat disapprove	24 14 %	23 9 %	34 9 %	25 8 %
Strongly disapprove	61 36 %	93 36 %	149 39 %	147 47 %
Approve (Net)	77 46 %	135 52 %	188 49 %	136 43 %
Disapprove (Net)	85 51 %	116 45 %	183 48 %	172 55 %
Unsure	6 3 %	7 3 %	12 3 %	6 2 %

Age	18-44	45-65+
Approve	49%	46%
Disapprove	47%	51%

July 25, 2025

Trump Approval by Age x Gender

	Male 18–29	Female 18–29	Male 30–44	Female 30–44	Male 45–64	Female 45–64	Male 65+	Female 65+
TOTAL	82 100 %	86 100 %	120 100 %	138 100 %	184 100 %	200 100 %	150 100 %	164 100 %
Strongly approve	25 30 %	12 15 %	36 30 %	28 20 %	57 31 %	54 27 %	45 30 %	31 19 %
Somewhat approve	22 27 %	19 23 %	30 25 %	39 29 %	40 22 %	39 19 %	22 14 %	30 18 %
Somewhat disapprove	12 15 %	10 12 %	11 9 %	12 9 %	20 11 %	14 7 %	15 10 %	10 6 %
Strongly disapprove	21 26 %	38 46 %	40 33 %	54 39 %	64 35 %	86 43 %	68 45 %	85 52 %
Approve (Net)	47 57 %	41 38 %	66 55 %	67 49 %	97 52 %	92 46 %	66 44 %	52 37 %
Disapprove (Net)	33 40 %	63 58 %	51 42 %	66 48 %	84 46 %	100 50 %	83 55 %	95 58 %
Unsure	2 3 %	4 4 %	4 3 %	4 3 %	3 2 %	8 4 %	1 1 %	7 4 %

July 25, 2025

Trump Approval Among Whites x Gender x Education

White	All
TOTAL	798 100 %
Strongly approve	220 28 %
Somewhat approve	180 22 %
Somewhat disapprove	70 9 %
Strongly disapprove	311 39 %
Approve (Net)	399 50 %
Disapprove (Net)	381 48 %
Unsure	18 2 %

Gender & Education	White Males	White Females	White College	White Non-College
TOTAL	384 100 %	414 100 %	303 100 %	495 100 %
Strongly approve	129 34 %	91 22 %	82 27 %	153 31 %
Somewhat approve	85 22 %	94 23 %	58 19 %	109 22 %
Somewhat disapprove	38 10 %	32 8 %	36 12 %	69 14 %
Strongly disapprove	126 33 %	185 45 %	124 41 %	150 30 %
Approve (Net)	214 56 %	185 45 %	141 46 %	219 46 %
Disapprove (Net)	164 43 %	217 52 %	160 53 %	251 44 %
Unsure	6 2 %	12 3 %	2 1 %	14 3 %

July 25, 2025

Trump Approval Among Blacks x Gender

Black	All
TOTAL	133 100 %
Strongly approve	22 17 %
Somewhat approve	30 23 %
Somewhat disapprove	18 14 %
Strongly disapprove	59 44 %
Approve (Net)	52 39 %
Disapprove (Net)	77 58 %
Unsure	4 3 %

Black Gender	Black Males	Black Females
TOTAL	60 100 %	73 100 %
Strongly approve	14 23 %	8 11 %
Somewhat approve	16 27 %	14 19 %
Somewhat disapprove	9 15 %	9 12 %
Strongly disapprove	20 33 %	39 53 %
Approve (Net)	30 50 %	22 30 %
Disapprove (Net)	29 48 %	48 66 %
Unsure	1 2 %	3 4 %

July 25, 2025

Trump Approval Among Hispanics x Gender

Hispanics	All
TOTAL	123 100 %
Strongly approve	31 25 %
Somewhat approve	21 17 %
Somewhat disapprove	16 13 %
Strongly disapprove	49 40 %
Approve (Net)	52 42 %
Disapprove (Net)	65 53 %
Unsure	6 5 %

Hispanic Gender	Hispanic Females	Hispanic Males
TOTAL	67 100 %	56 100 %
Strongly approve	17 25 %	14 25 %
Somewhat approve	9 13 %	12 21 %
Somewhat disapprove	10 15 %	6 11 %
Strongly disapprove	29 43 %	20 36 %
Approve (Net)	26 39 %	26 46 %
Disapprove (Net)	39 58 %	26 46 %
Unsure	2 3 %	4 7 %

July 25, 2025

Trump Approval Among Other Race x Gender

Other Race	All
TOTAL	69 100 %
Strongly approve	14 20 %
Somewhat approve	15 22 %
Somewhat disapprove	6 9 %
Strongly disapprove	31 45 %
Approve (Net)	29 42 %
Disapprove (Net)	37 54 %
Unsure	3 4 %

Other Race & Gender	Other Race Males	Other Race Females
TOTAL	31 100 %	38 100 %
Strongly approve	4 13 %	10 26 %
Somewhat approve	8 26 %	7 18 %
Somewhat disapprove	4 13 %	2 5 %
Strongly disapprove	14 45 %	17 45 %
Approve (Net)	12 39 %	17 45 %
Disapprove (Net)	18 58 %	19 50 %
Unsure	1 3 %	2 5 %

July 25, 2025

Trump Approval By Education

Education	College	Non-College
TOTAL	434 100 %	689 100 %
Strongly approve	120 28 %	167 24 %
Somewhat approve	103 24 %	142 21 %
Somewhat disapprove	27 6 %	83 12 %
Strongly disapprove	176 41 %	274 40 %
Approve (Net)	223 51 %	309 45 %
Disapprove (Net)	203 47 %	357 52 %
Unsure	8 2 %	23 3 %

Education level	High School or Less	Some College / Associate's	Bachelor's Degree	Postgraduate
TOTAL	250 100 %	439 100 %	286 100 %	148 100 %
Strongly approve	76 30 %	91 21 %	90 31 %	30 20 %
Somewhat approve	50 20 %	92 21 %	60 21 %	43 29 %
Somewhat disapprove	27 11 %	56 13 %	15 5 %	12 8 %
Strongly disapprove	82 33 %	192 44 %	116 41 %	60 41 %
Approve (Net)	126 50 %	183 42 %	150 52 %	73 49 %
Disapprove (Net)	109 44 %	248 56 %	131 46 %	72 49 %
Unsure	15 6 %	8 2 %	5 2 %	3 2 %

July 25, 2025

Trump Approval By Party x White x Non-white

Party Affiliation	Republican	Independent	Democrat
TOTAL	390 100 %	369 100 %	364 100 %
Strongly approve	215 55 %	52 14 %	20 5 %
Somewhat approve	126 32 %	87 24 %	32 9 %
Somewhat disapprove	24 6 %	52 14 %	34 9 %
Strongly disapprove	20 5 %	162 44 %	268 74 %
Approve (Net)	341 87 %	139 38 %	52 14 %
Disapprove (Net)	44 11 %	214 58 %	302 83 %
Unsure	5 1 %	16 4 %	10 3 %

Race	White Republican	White Independent	White Democrat
TOTAL	284 100 %	255 100 %	241 100 %
Approve (Net)	261 91 %	104 39 %	34 14 %
Disapprove (Net)	23 8 %	151 57 %	207 85 %
Unsure	1% 3	4% 12	1% 3

Race	Non-White Republican	Non-White Independent	Non-White Democrat
TOTAL	101 100 %	98 100 %	113 100 %
Approve (Net)	80 78 %	35 34 %	18 15 %
Disapprove (Net)	21 20 %	63 62 %	95 79 %
Unsure	2% 2	4% 4	6% 7

July 25, 2025

Trump Approval By Party x Gender x Race

	Republican Male White	Republican Female White	Republican Male Black	Republican Female Black	Republican Male Hispanic	Republican Female Hispanic	Independent Male White	Independent Female White	Democrat Male White	Democrat Female White	Democrat Male Black	Democrat Female Black
TOTAL	158 100 %	129 100 %	15 100 %	12 100 %	27 100 %	24 100 %	124 100 %	143 100 %	102 100 %	142 100 %	28 100 %	40 100 %
Strongly approve	93 59 %	69 53 %	6 40 %	7 58 %	15 56 %	12 50 %	27 22 %	16 11 %	9 9 %	6 4 %	3 11%	1 2 %
Somewhat approve	51 32 %	48 37 %	8 53 %	3 25 %	4 15 %	6 25 %	26 21 %	35 24 %	8 8 %	11 8 %	5 18 %	4 10 %
Somewhat disapprove	7 4 %	5 4 %	1 7 %	1 8 %	5 19 %	2 8 %	17 14 %	20 14 %	14 14 %	7 5 %	3 11 %	6 15 %
Strongly disapprove	7 4 %	4 3 %	0 0 %	1 8 %	3 11 %	2 8 %	49 40 %	65 45 %	70 69 %	116 82 %	17 61 %	27 68 %
Approve (Net)	144 91 %	117 91 %	14 93 %	10 83 %	19 70 %	18 75 %	53 43 %	51 36 %	17 17 %	17 12 %	8 29 %	5 12 %
Disapprove (Net)	14 9 %	9 7 %	1 7 %	2 17 %	8 30 %	4 17 %	66 53 %	85 59 %	84 82 %	123 87 %	20 71 %	33 82 %
Unsure	0 0 %	3 2 %	0 0 %	0 0 %	0 0 %	2 8 %	5 4 %	7 5 %	1 1 %	2 1 %	0 0 %	2 5 %

July 25, 2025

Trump Approval by Area Type

Area	Urban	Suburban	Rural
TOTAL	327 100 %	581 100 %	215 100 %
Strongly approve	95 29 %	132 23 %	60 28 %
Somewhat approve	69 21 %	131 23 %	45 21 %
Somewhat disapprove	35 11 %	59 10 %	16 7 %
Strongly disapprove	121 37 %	241 41 %	88 41 %
Approve (Net)	164 50 %	263 45 %	105 49 %
Disapprove (Net)	156 48 %	300 52 %	104 48 %
Unsure	7 2 %	18 3 %	6 3 %

July 25, 2025

Trump Approval – Urban x Gender

Area	Urban Male	Urban Female
TOTAL	184 100 %	143 100 %
Approve (Net)	98 53 %	66 46 %
Disapprove (Net)	82 45 %	74 52 %
Unsure	4 2 %	3 2 %

July 25, 2025

Trump Approval – Suburban x Gender

Area	Suburban Male	Suburban Female
TOTAL	266 100 %	315 100 %
Approve (Net)	133 50 %	130 41 %
Disapprove (Net)	127 48 %	173 55 %
Unsure	6 2 %	12 4 %

July 25, 2025

Trump Approval – Rural x Gender × White

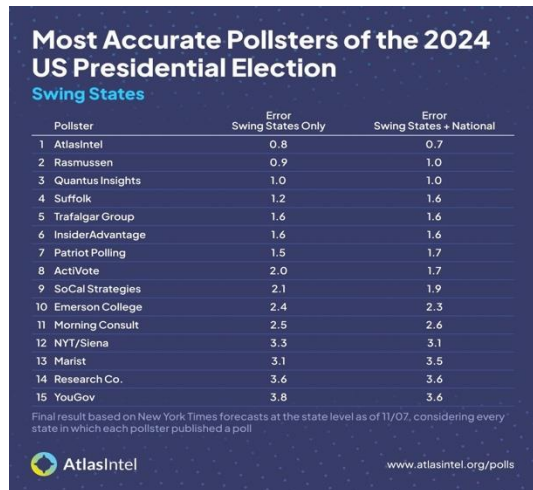| Area	Rural White Male	Rural White Female
TOTAL	83 100 %	104 100 %
Approve (Net)	45 54 %	49 47 %
Disapprove (Net)	38 46 %	52 50 %
Unsure	0 0 %	3 3 %

July 25, 2025

How We Performed in 2024

When accuracy mattered most, we delivered.

In October, our polling averaged just a 1-point error across the Rust Belt and national surveys. Our final national numbers showed Trump at 49.1% and Harris at 48.3%. The actual result? Trump 49.8%, Harris 48.3% — just a 0.7-point miss.

Independent observers took note.

AtlasIntel ranked us among the most accurate pollsters at the national level and in swing states for 2024. Activote placed us in their Top 20 Most Valuable Pollsters out of more than 120 firms.

We measure reality. And we've earned trust by getting it right.

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

AtlasIntel — www.atlasintel.org/polls

QUANTUS INSIGHTS

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. Chism 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. Susquehanna	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. Targoz 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. Claflin University
31. Torchlight Strategies	66. Glengariff Group Inc.	101. Yale Youth Poll	136. Selzer
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. Focaldata	105. EPIC-MRA	ActiVote
			2024 Most Valuable Pollsters

For media or research inquiries, contact us at: contact@quantusinsights.org