



Polling, Insights, and Campaign Strategy

QuantusInsights.org | @quantusinsights on X
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Methodology Summary

Sample: 1,000 registered voters | Fielded August 11 – August 13 | Published August 14, 2025

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

Margin of Error: $\pm 3\%$ at 95% confidence | Sponsor: None: 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 \times age, gender, race/ethnicity, education, region, and party ID education \times 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: 0.3301 | Max: 1.7279 | Mean: 1.083

Validation & Quality Control:

- Benchmarked against 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 Voters Surveyed

Totals	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Pct	48%	52%	72%	11%	11%	6%	15%	23%	34%	28%	38%	62%

Totals	Republican	Democrat	Independent
Pct	39%	37%	24%

With leaners



Totals	Republican	Democrat	Independent
Pct	46%	44%	10%

Totals	Conservative	Moderate	Liberal
Pct	36%	40%	24%

Totals	Urban	Suburban	Rural
Pct	29%	52%	19%

August 14, 2025

Generally speaking, you think of yourself as a...

Party Alignment

Republican Democrat Independent

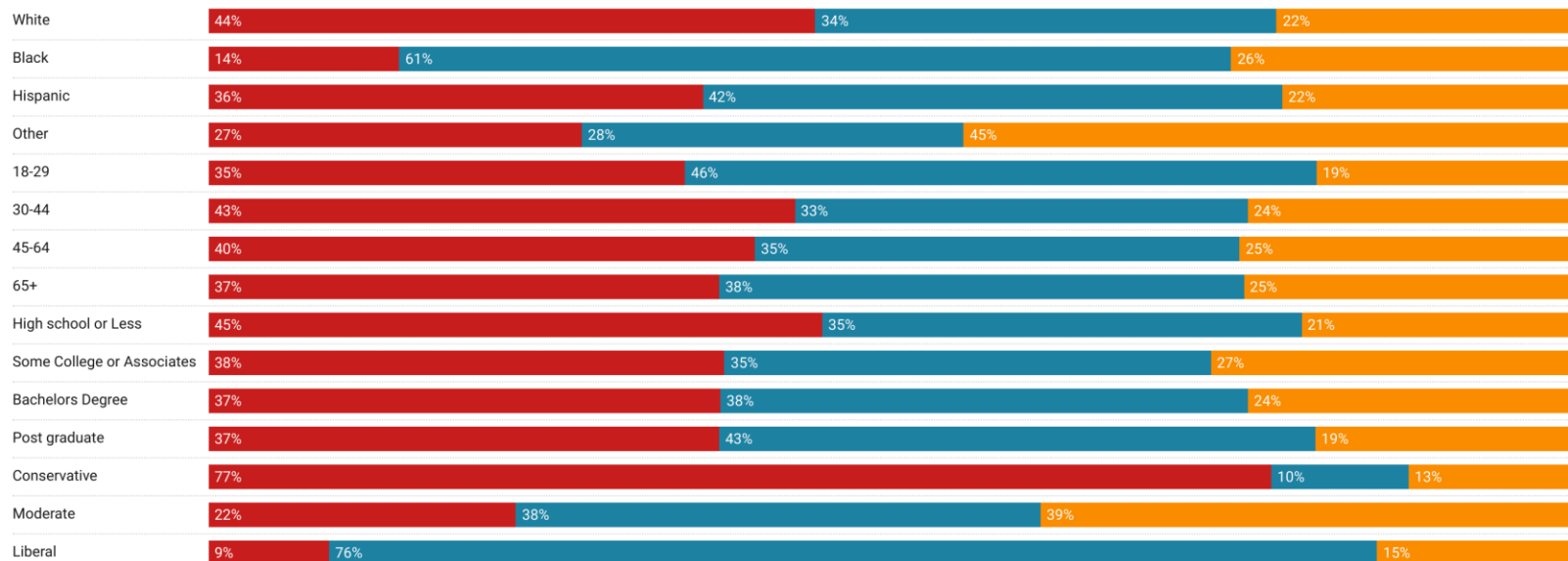


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

August 14, 2025

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

Trump Job Approval - 1000 Registered Voters

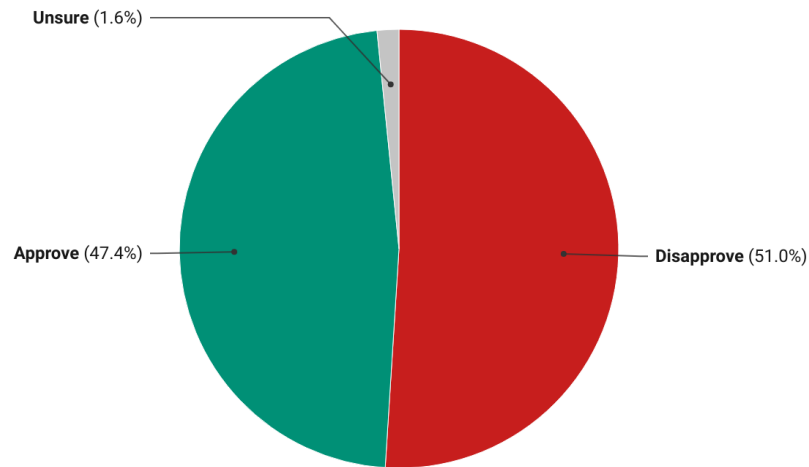


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Response	All
Approve	474 47.4 %
Disapprove	510 51 %
Unsure	16 1.6 %
TOTAL	1000 100 %

Aug 14, 2025

Donald Trump Approval Since January 2025

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

This chart displays the results of 17 Quantus Insights polls conducted between January and July 2025, tracking Donald Trump's job approval rating.

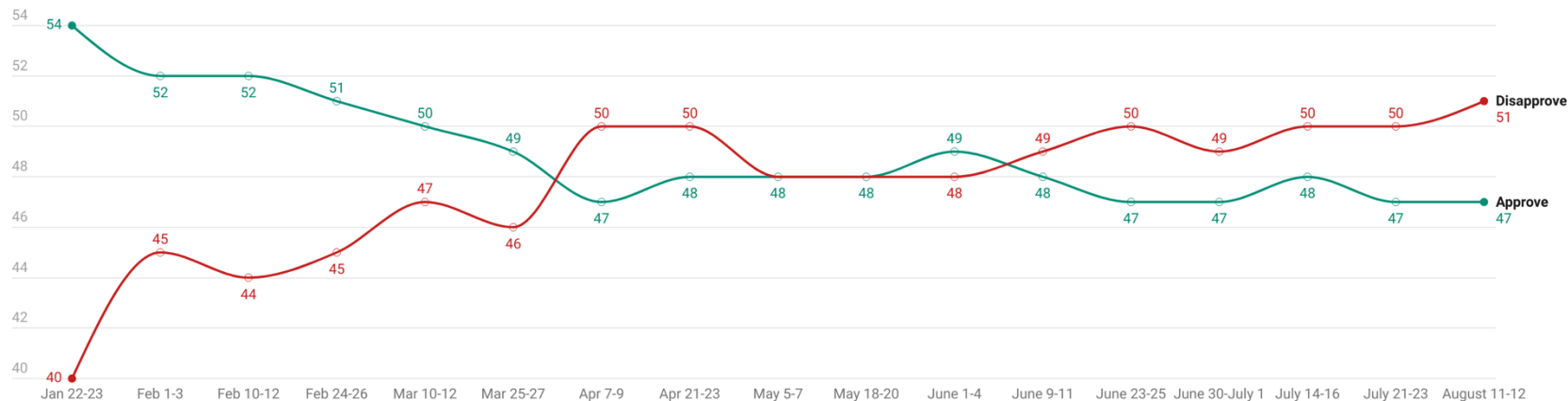


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Trump Approval by Demographics (Gender x Race x Age)

Response	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65 plus
Strongly approve	146 30 %	118 23 %	223 31 %	12 11 %	21 19 %	7 12 %	33 22 %	61 27 %	97 29 %	71 26 %
Somewhat approve	104 22 %	105 20 %	157 22 %	16 15 %	19 17 %	16 27 %	38 26 %	53 23 %	60 18 %	57 20 %
Somewhat disapprove	47 10 %	45 9 %	60 8 %	17 16 %	9 9 %	6 10 %	17 12 %	32 14 %	32 9 %	10 4 %
Strongly disapprove	177 37 %	239 46 %	265 37 %	61 56 %	59 54 %	30 51 %	55 37 %	73 32 %	147 43 %	139 50 %
Unsure	5 1 %	10 2 %	12 2 %	2 3 %	0 0 %	0 0 %	4 3 %	8 3 %	1 1 %	0 0 %
TOTAL	481 100 %	518 100 %	720 100 %	109 100 %	109 100 %	60 100 %	149 100 %	229 100 %	340 100 %	280 100 %

August 14, 2025

Trump Approval by Demographics (Education x Party x Area type)

Responses	High school or less	Some college or Associates	Bachelors	Postgraduate	Republican	Democrat	Independent	Urban	Suburban	Rural
Strongly approve	67 32 %	95 23 %	54 23 %	46 32 %	215 55 %	21 6 %	27 11 %	75 27 %	132 25 %	56 28 %
Somewhat approve	38 18 %	95 23 %	50 22 %	25 18 %	127 33 %	30 8 %	51 22 %	59 21 %	102 20 %	47 24 %
Somewhat disapprove	20 10 %	42 10 %	22 10 %	7 6 %	23 6 %	33 9 %	36 15 %	32 11 %	44 9 %	16 8 %
Strongly disapprove	77 37 %	170 41 %	102 44 %	64 45 %	23 6 %	278 75 %	114 48 %	107 39 %	232 45 %	76 38 %
Unsure	5 3 %	6 2 %	2 1 %	0 0 %	1 0 %	6 2 %	7 3 %	3 1 %	9 2 %	2 1 %
TOTAL	209 100 %	411 100 %	233 100 %	144 100 %	389 100 %	371 100 %	238 100 %	278 100 %	521 100 %	200 100 %

August 14, 2025

Q2.What is your current employment status?

Response	Total
Total	N=1000
Employed full-time	46%
Employed part-time	8%
Self-employed	5%
Homeworker or caregiver	4%
Unemployed, looking for work	4%
Unemployed, not looking for work	3%
Student	2%
Retired	28%

Approval By Employed and Retirees

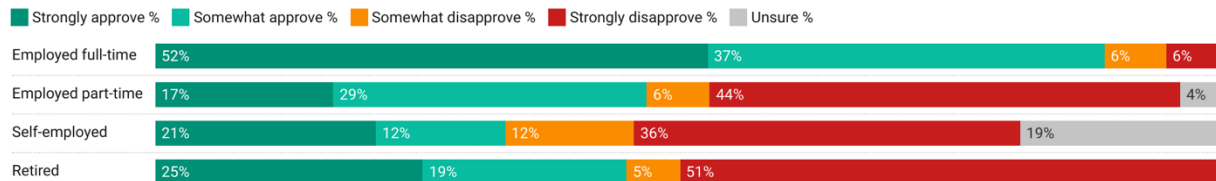


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

August 14, 2025

Q3. How confident are you that you will have your current job or main source of income 12 months from now?

Response	Total
Total	N=630
Very confident	52%
Somewhat confident	33%
Not very confident	8%
Not at all confident	5%
Not applicable	2%

Confidence in Job Security

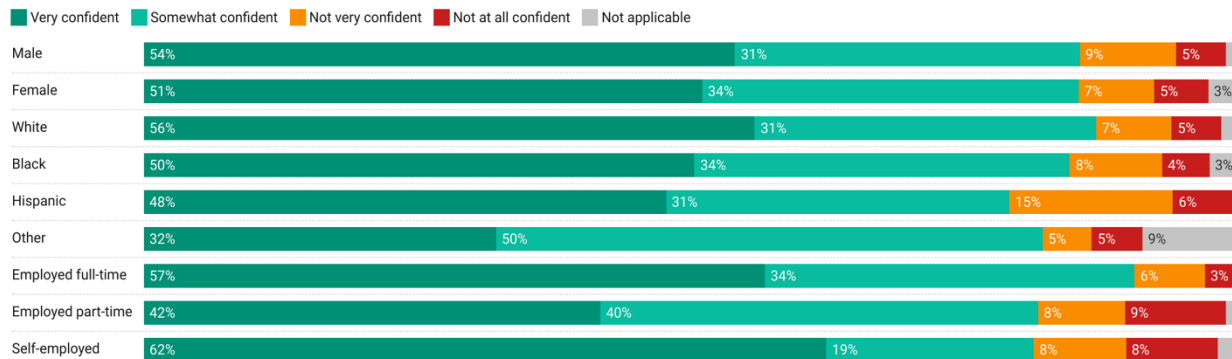


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q4. How recently did you receive your most recent base pay increase?

	Total
Total	N=630
In the last 3 months	20%
3-6 months ago	20%
6-12 months ago	25%
More than a year ago	17%
No pay increase	12%
Not applicable	6%

Timing of Last Pay Increase by Demographic Group

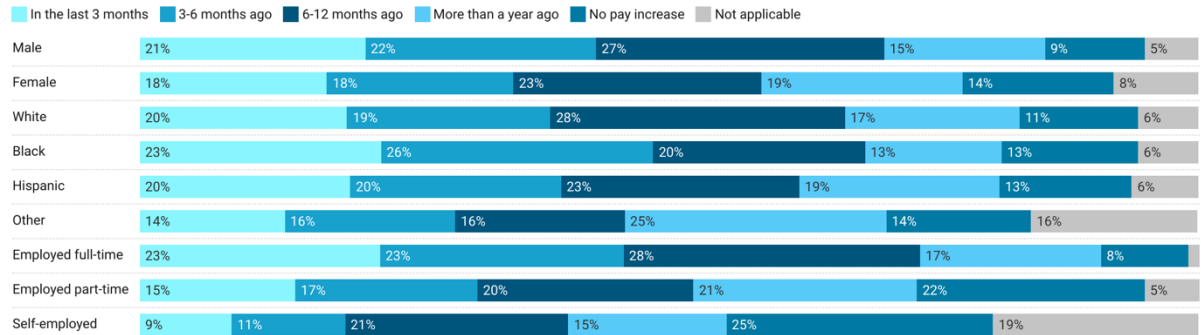
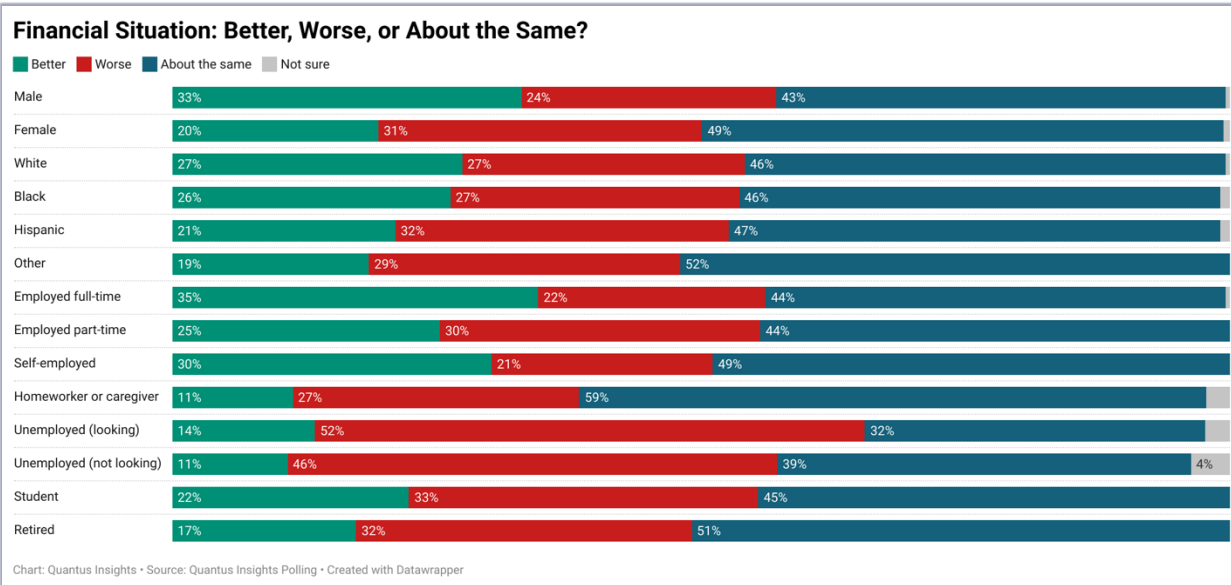


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q5. Since January 2025, would you say your personal or household financial situation is...

	Total
Total	N=1000
Better	26%
Worse	27%
About the same	46%
Not sure	0%



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Q6. U.S. Bureau of Labor Statistics data shows that since January 2025, native-born Americans have gained over 2 million jobs, while foreign-born workers have lost over 500,000 jobs. To what extent do you support or oppose immigration and labor policies that prioritize job opportunities for native-born workers over foreign-born workers?

	Total
Total	N=1000
Strongly support	27%
Somewhat support	24%
Neutral / No preference	32%
Somewhat oppose	10%
Strongly oppose	8%

Immigration and Labor Policy Opinions, by Group

Strongly support Somewhat support Neutral / No preference Somewhat oppose Strongly oppose

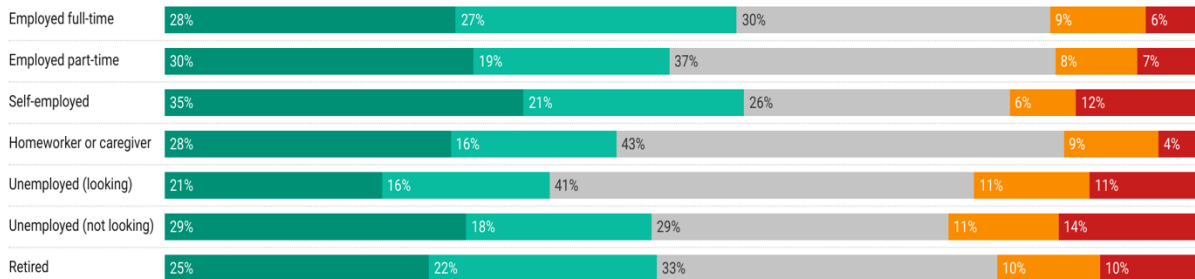
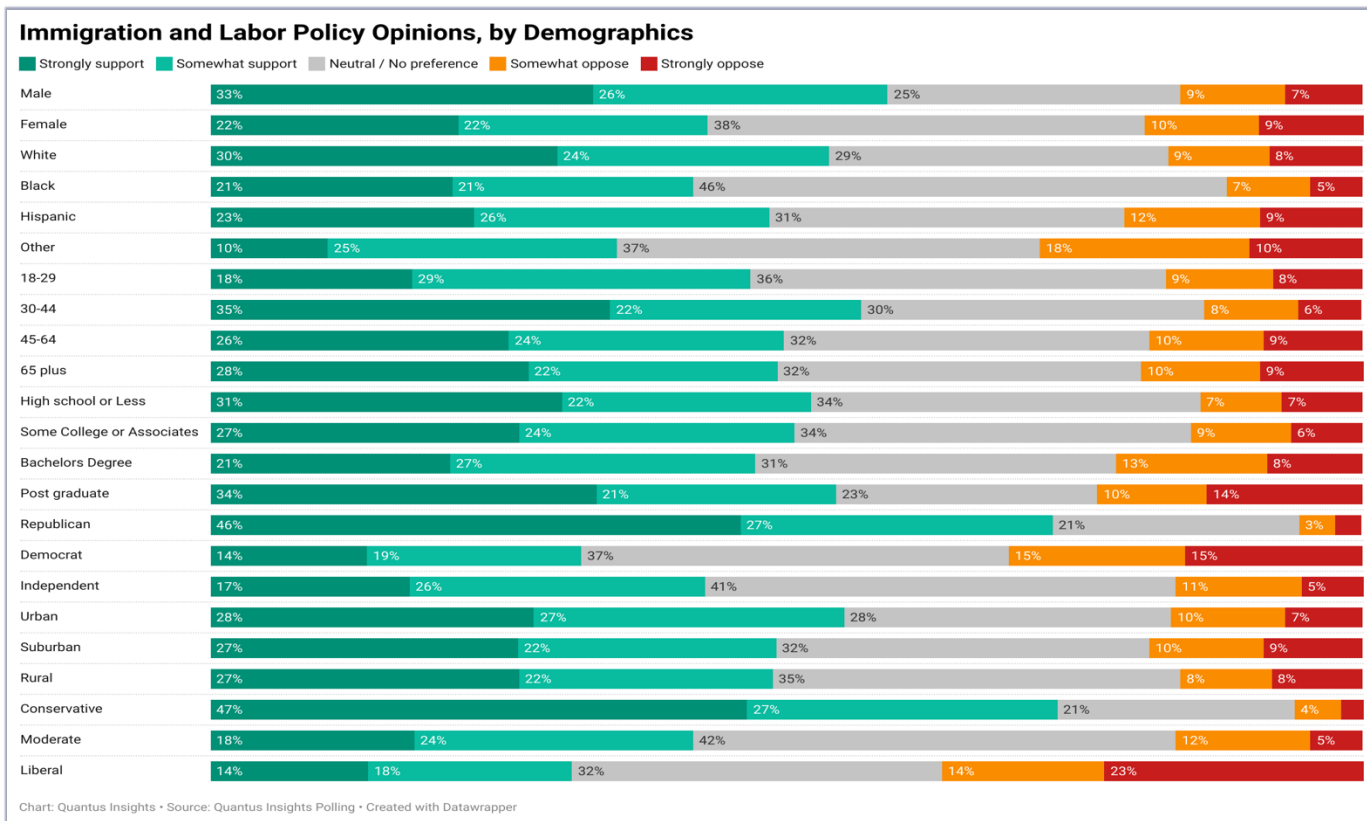


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q6. Opinions on Immigration and Labor Policy, by Demographic and Political Group



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Q7. Since January 2025, do you approve or disapprove of the way Donald Trump is handling the U.S. economy?

	Total
Total	N=1000
Strongly approve	25%
Somewhat approve	21%
Somewhat disapprove	13%
Strongly disapprove	39%
Not sure	2%

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Trump Economy Approval

Trump Economy Approval, by Demographics

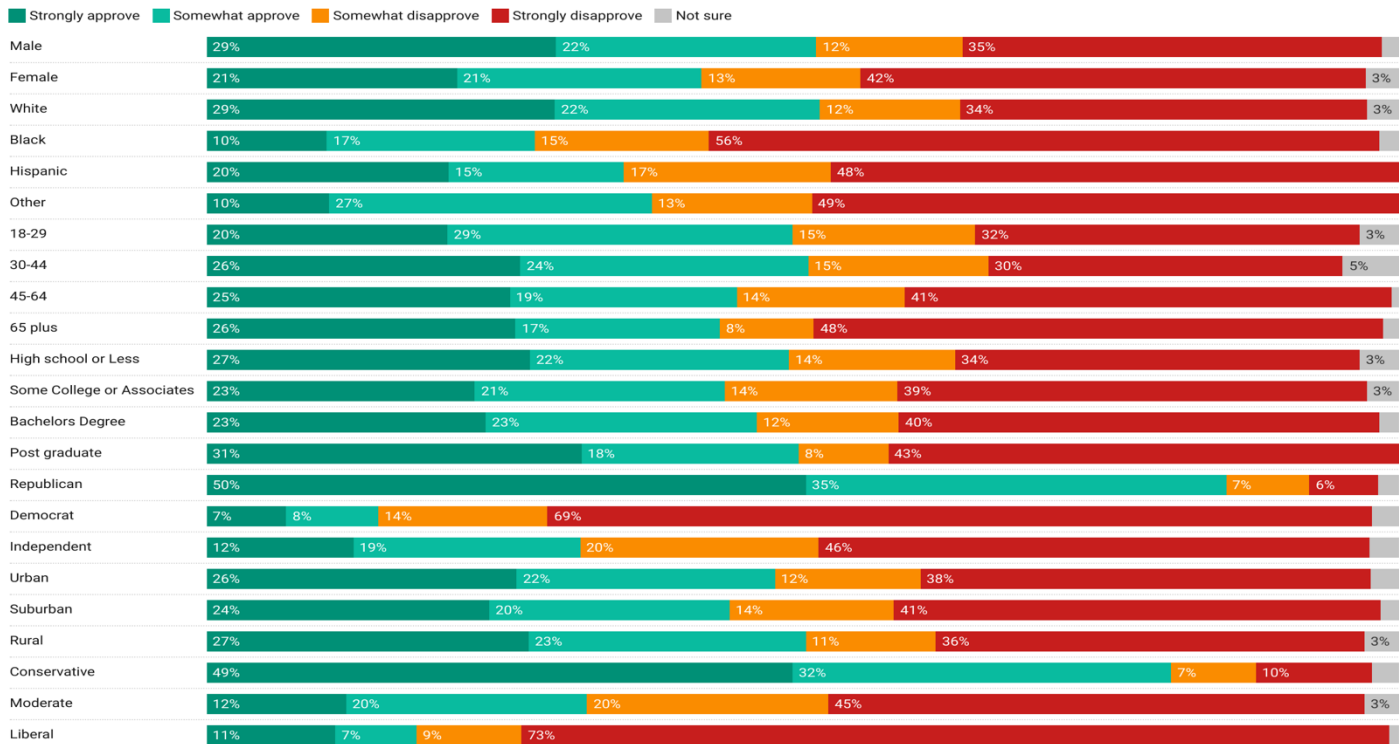


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q8. Since January 2025, do you think inflation in the U.S. has gotten better, worse, or stayed about the same under President Donald Trump?

	Total
Total	N=1000
Getting better	33%
Getting worse	50%
Staying about the same	15%
Not sure	2%

Q8. Has Inflation Improved Under Trump? Here's What Different Groups Think

Views on Inflation Since January 2025, by Demographic

Getting better Getting worse Staying about the same Not sure

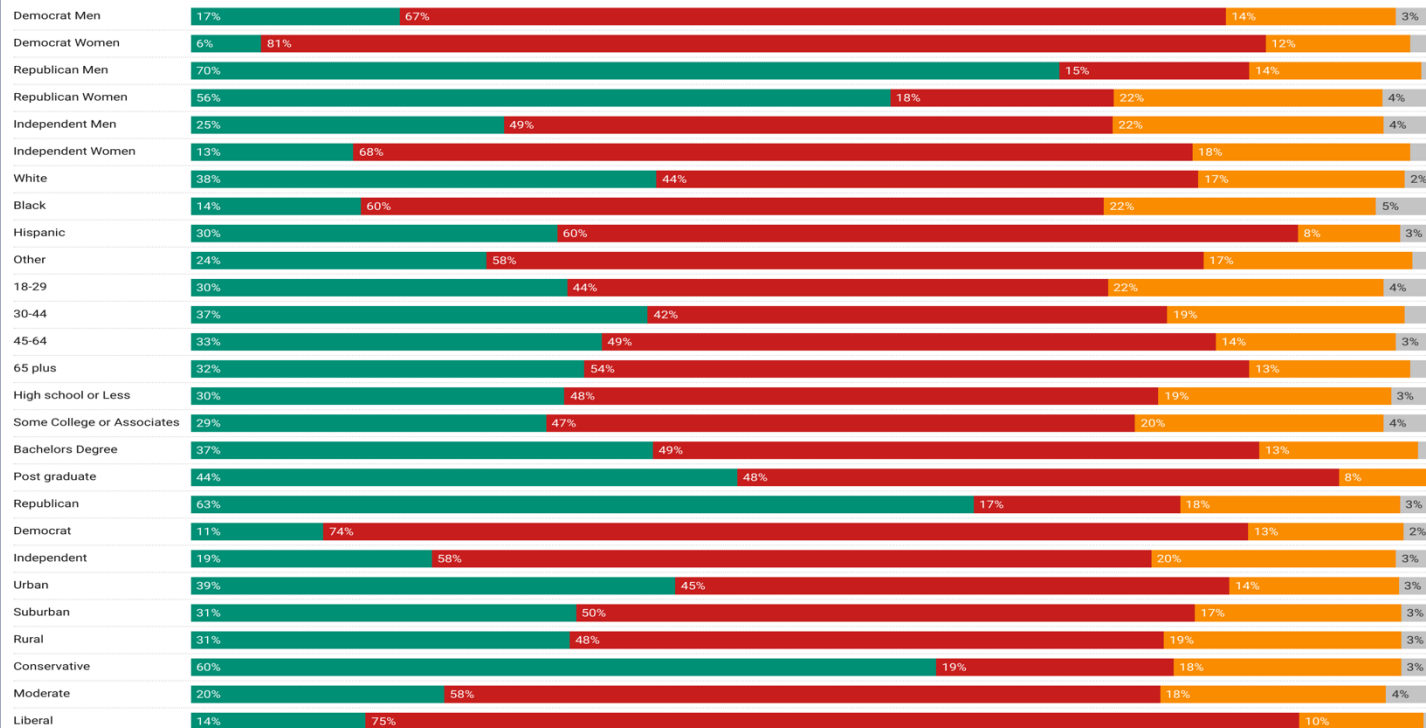


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q9. Which one of the following economic issues will be most important to your vote in the 2026 midterm election?

	Total
Total	N=1000
Jobs and wages	7%
Inflation and prices (cost of living)	54%
Taxes	6%
Immigration and labor policies	13%
Healthcare costs	8%
Housing affordability	4%
Government spending and debt	8%

Q10. Which political party do you trust more to handle the economy?

	Total
Total	N=1000
Republicans	42%
Democrats	37%
Neither	16%
Not sure / No opinion	4%

Economic Trust - Gender x Party

■ Republicans ■ Democrats ■ Neither ■ Not sure / No opinion

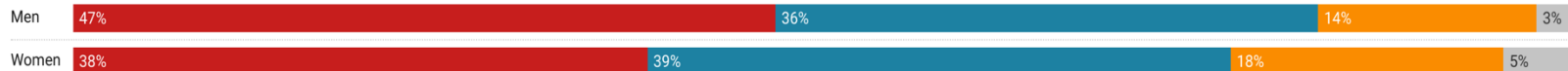


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q11. If the election for U.S. House of Representatives were held today, which party's candidate would you most likely vote for to represent your district?

	Total
Total	N=1000
Democrat	45%
Republican	42%
Other	1%
Undecided	11%

House Vote Intention

House Vote Intention by Demographic Group

Democrat Republican Other Undecided



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

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House Vote Intention

House Vote Intention by White Demographic Detail and Age/Gender

Democrat Republican Other Undecided

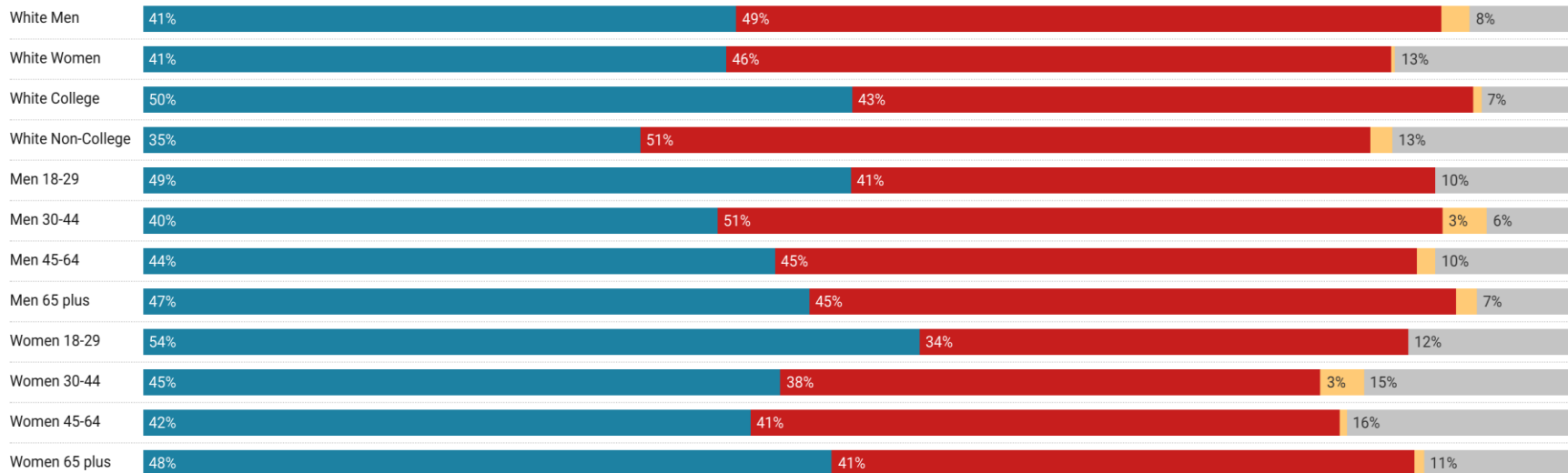
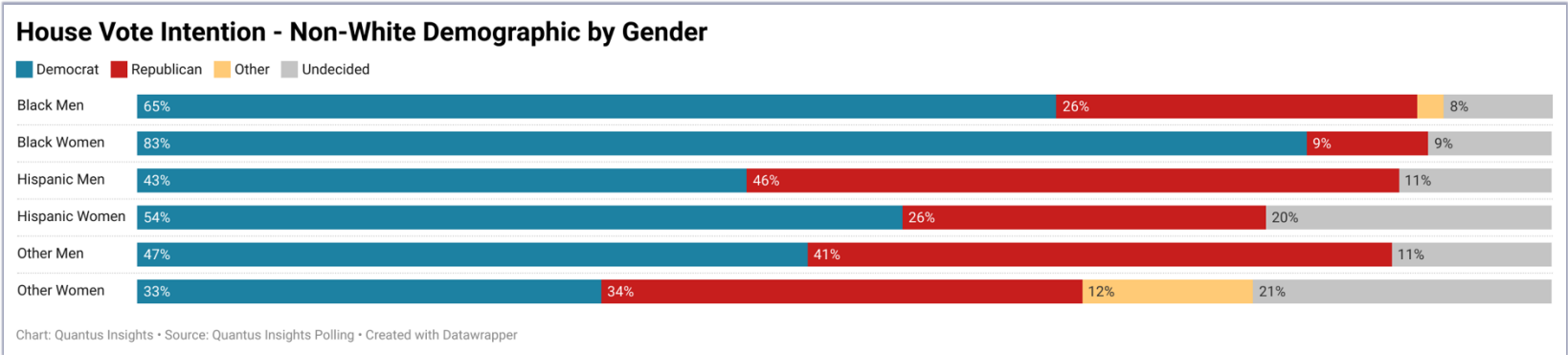


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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House Vote Intention



House Vote Intention

House Vote Intention - Gender x Party

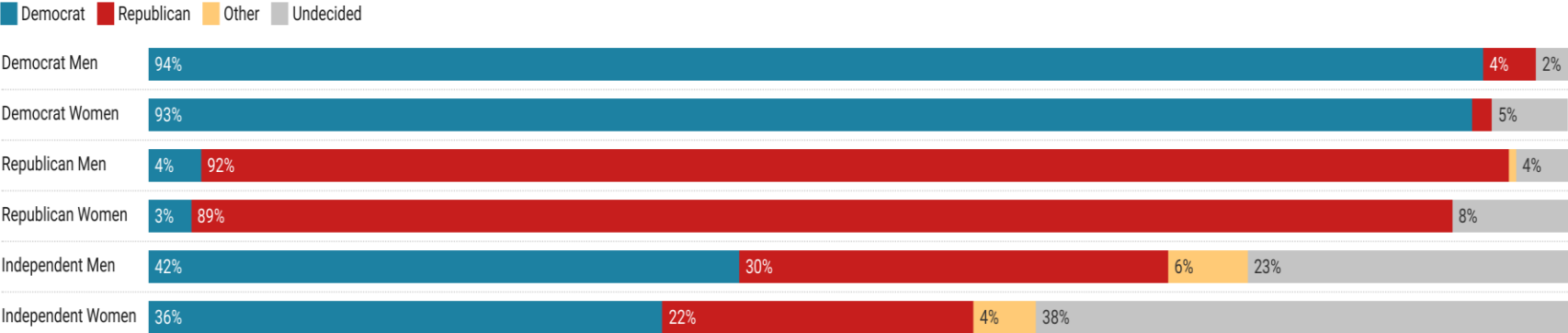


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Q12. For statistical purposes only, who did you vote for in the 2024 presidential election?

	Total
Total	N=1000
Kamala Harris, the Democrat	45%
Donald Trump, the Republican	47%
Some other candidate	2%
Did not vote	6%

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.

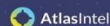
AtlasIntel ranked us among the most accurate pollsters in swing states and at the national level for 2024. Activote placed us in their Top 20 Most Valuable Pollsters out of more than 120 firms.

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



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 Research	77. Change Research	112. RABA Research
8. ActiVote	43. St. Anselm	78. Schoen Cooperman	113. Montgomery Research
9. Fabrizio/McLaughlin	44. WPXI	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. 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. Dettapoll
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. Setzer
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. Focdata	105. EPIC-MRA	
			Activote 2024 Most Valuable Pollsters



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