



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

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

## Methodology Summary

**Sample:** 1000 registered voters | Fielded August 25–August 26 | Published August 28, 2025

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

**Margin of Error:**  $\pm 3.0\%$  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  $\times$  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: 0.0004865874 | Max: 0.02340609 | Mean: 0.003472222 | SD: 0.003424949

## 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 1000 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%	14%	23%	35%	28%	38%	62%

Totals	Urban	Suburban	Rural
Pct	28%	52%	20%

Totals	Republican	Democrat	Independent
Pct	36%	32%	32%

---

**August 28, 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

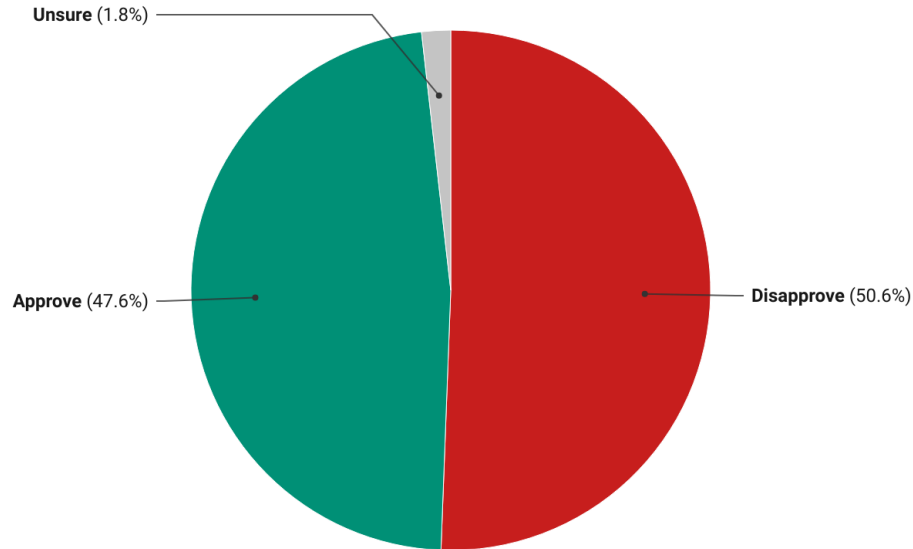


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

August 28, 2025

# Trump's 2025 Job Performance

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

This chart displays the results of 18 Quantus Insights polls conducted between January and July 2025, tracking Donald Trump's job approval rating.

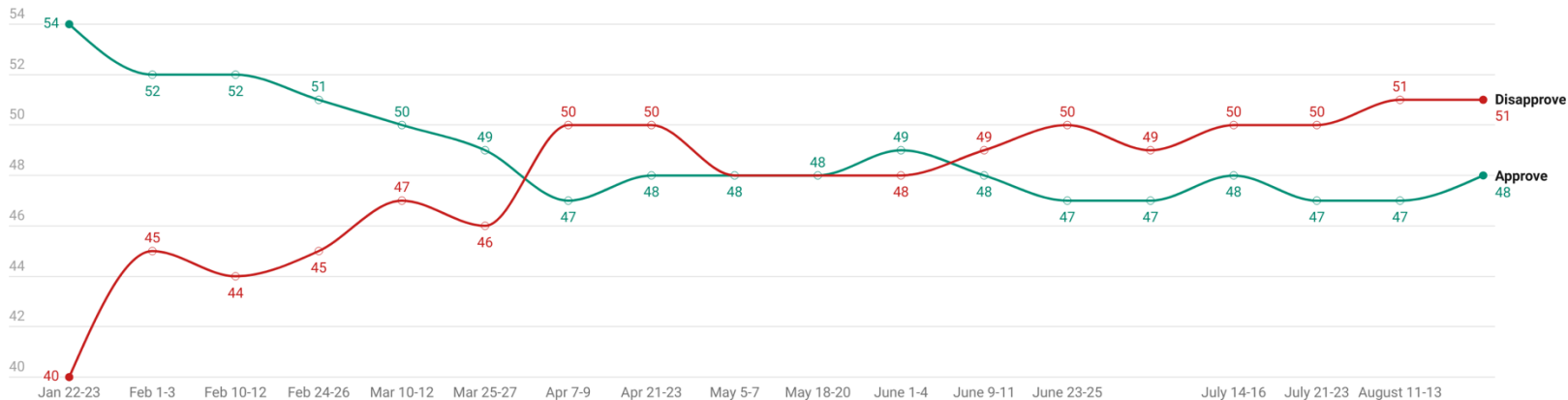


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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 August. Indicating a sign of stabilized but negative sentiment.

August 28, 2025



# Approval Breakdown

By demographics



# Gender

	Male	Female
Strongly approve	146 30 %	113 22 %
Somewhat approve	109 23 %	108 21 %
<b>Net</b>	<b>255</b> <b>53 %</b>	<b>221</b> <b>43 %</b>
Somewhat disapprove	45 9 %	46 9 %
Strongly disapprove	175 36 %	244 47 %
<b>Net</b>	<b>220</b> <b>46 %</b>	<b>290</b> <b>55 %</b>
Unsure	6 1 %	8 2 %
TOTAL	481 100 %	519 100 %

August 28, 2025

# Trump Approval by Age

## Approval by Age

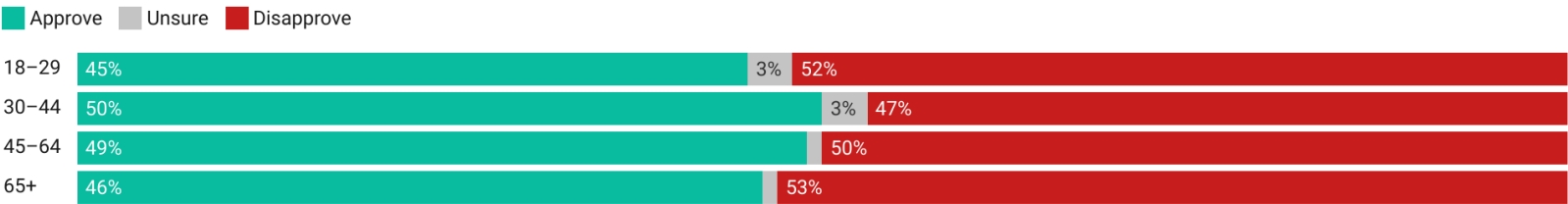


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Age	18-44	45-65+
Approve	47.5%	47.5%
Disapprove	49.5%	51.5%
Unsure	3%	1%



# Trump Approval by Race

## Approval by Race

Approve Unsure Disapprove

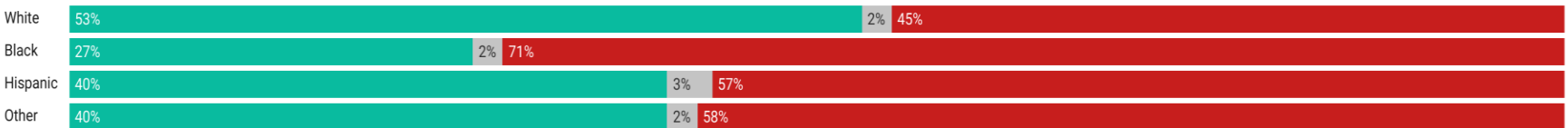


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Gender x Race	White male	White female	Black male	Black female	Hispanic male	Hispanic female	Other male	Other female
Approve	55%	51%	41%	12%	48%	32%	45%	35%
Disapprove	44%	47%	57%	85%	49%	66%	53%	63%
Unsure	1%	2%	2%	3%	3%	2%	2%	2%

August 28, 2025

# Trump Approval by Education

## Approval by Education

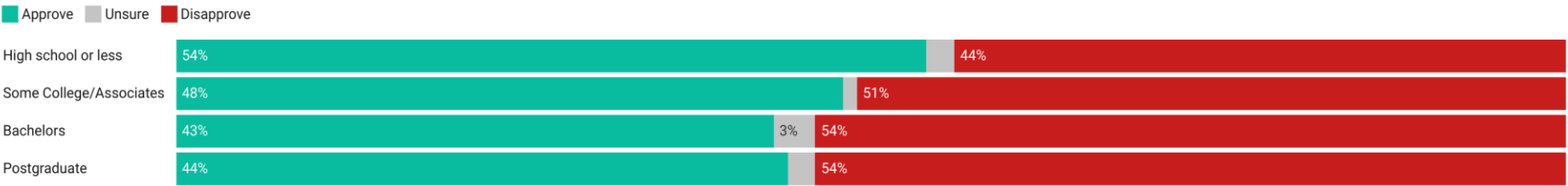


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

White x Education	Non-college	College
Approve	55%	51%
Disapprove	43%	48%
Unsure	2%	1%

# Trump Approval by Party

## Approval by Party

■ Approve ■ Unsure ■ Disapprove



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

August 28, 2025

# Trump Approval by Area Type

## Approval by Area Type

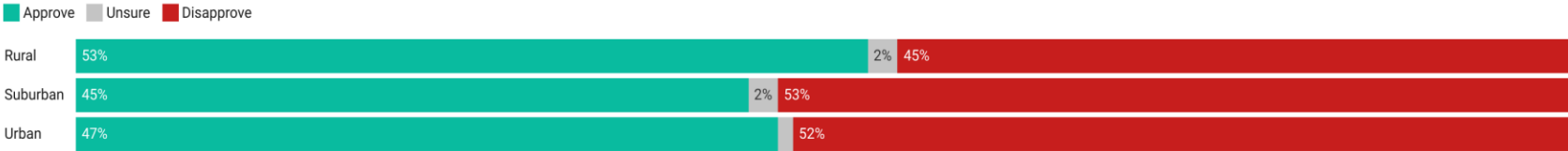


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Gender x Area	Male Rural	Female Rural	Male Suburban	Female Suburban	Male Urban	Female Urban
Approve	53%	55%	49%	42%	59%	37%
Disapprove	46%	44%	49%	56%	40%	61%
Unsure	1%	1%	2%	2%	1%	2%

# How We Performed in 2024

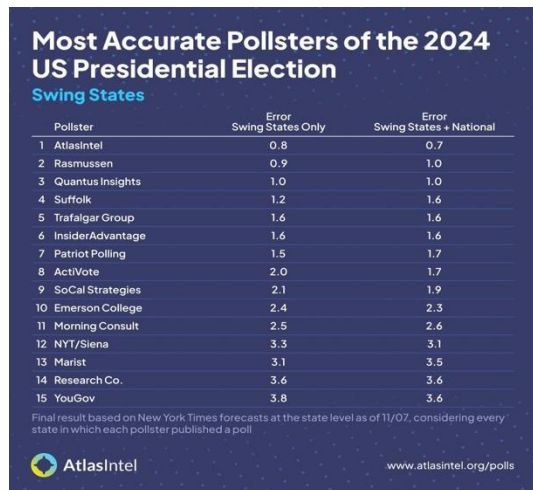
## When accuracy mattered most, we delivered.

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.



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/NTY	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](mailto:contact@quantusinsights.org)**