



Polling, Insights, and Campaign Strategy

QuantusInsights.org | @quantusinsights on X
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Methodology Summary

Sample: 1,200 registered voters | Fielded May 30 – June 5, 2025 | Published June 18, 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 | **See cross-tabs** [here](#)

Sponsor: National Tax Research Committee

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 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 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
- Focused on insight into current political mood and opinion – 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 of Registered Voters Surveyed

Totals	Male	Female	White	Black	Hispanic	Other	18-29	30-44	45-64	65+	College	Non-college
Pct	48%	52%	71%	11%	12%	6%	15%	22%	36%	27%	39%	61%
Count	582	618	852	132	144	72	180	264	432	324	467	733

Totals	Republican	Democrat	Independent
Pct	35%	32%	33%
Count	420	384	396

June 18, 2025

Q1. Do you support or oppose eliminating the federal income tax and abolishing the IRS?

Eliminate Federal Income Tax and Abolish the IRS

Support strongest among Republicans (64%), 18–29 age group (60%), and high school or less education (52%). Opposition highest among 65+ (48%), postgraduates (47%), and Democrats (31% strongly opposed). Gender gap: Males more strongly supportive (28%) than females (21%); females more uncertain (21% vs. 7%).

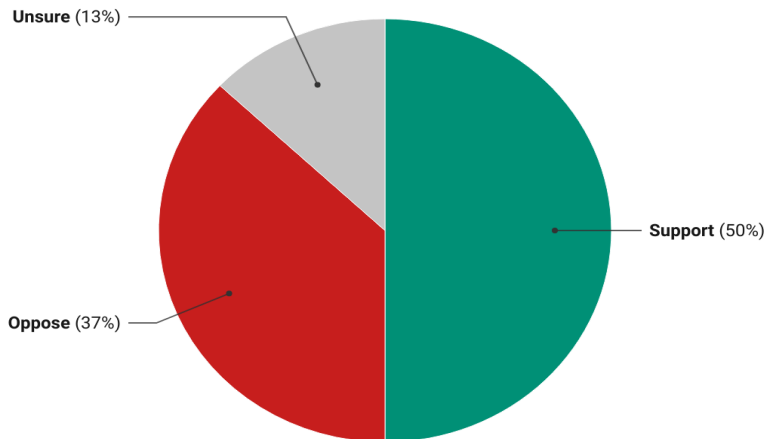


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Opinion by Party Affiliation

Republicans show 59% support, 16% opposition, and 10% with no opinion. Among Democrats, 36% support, 49% oppose, and 31% have no opinion. Independents report 45% support, 37% opposition, and 17% with no opinion.

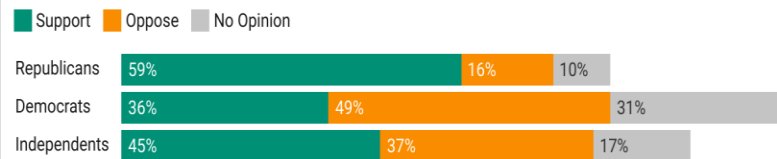


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

June 18, 2025

Q2. Do you believe it's more fair to be taxed on what you earn or what you choose to spend?

Fairer Tax—Income vs. Spending

Age divide: 65+ prefer income tax (46%), while 18–29 lean toward spending (41%). Racial split: Black and Other voters favor spending; Whites favor income. Education: Postgraduates lean income (43%); less-educated prefer spending (38%). Partisan divide: Republicans lean toward taxing spending; Democrats prefer taxing income.



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

Opinion by Party Affiliation

When asked whether the federal government should prioritize income or spending, 39% of Republicans and 38% of Independents chose spending, compared to 27% of Democrats. In contrast, 39% of Democrats prioritized income, along with 35% of Independents and 31% of Republicans. A smaller share favored addressing both, and around 12–13% across all groups had no opinion.

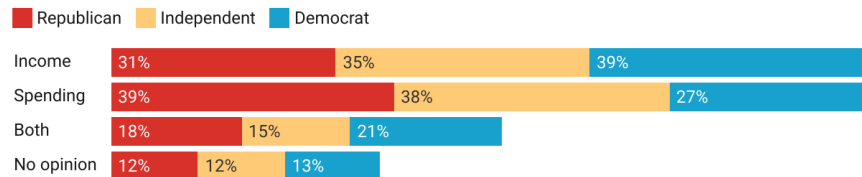


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Q3. Have you heard of the FAIRtax Act (H.R. 25)?

Awareness of the FAIRtax Act (H.R. 25)

Awareness highest among 30–44 (35%) and 18–29 (34%) age groups. Black voters (35%) most aware; awareness lowest among 65+ (16%) and less-educated respondents (19%). Slight partisan difference: Republicans (28%) more aware than Democrats (25%) and Independents (19%).

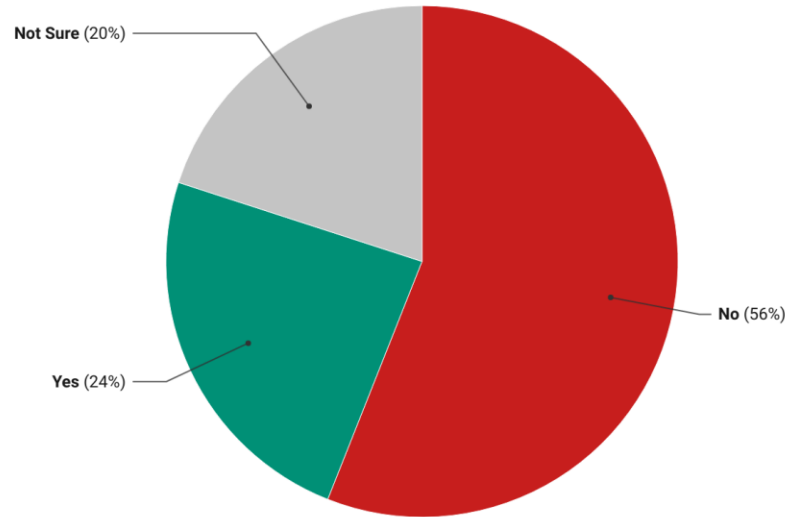


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q4. Would you favor or oppose replacing the current federal income tax system (and all previously mentioned taxes) with a national sales tax where people keep 100% of their paycheck and only pay a tax on new goods and services they purchase?

Favor or Oppose Replacing Income Tax with a National Sales Tax

Strong support among Republicans (69%), young adults (18–29: 73%), and Black voters (66%). Least favorable: 65+ (42%), postgraduates (54%), Democrats (52%).

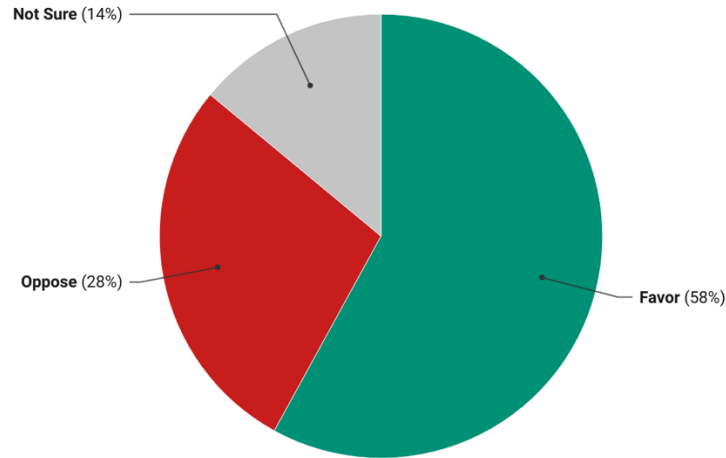


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

Opinion by Party Affiliation

When asked about replacing the current federal income tax system with a national sales tax, 69% of Republicans favor the proposal, while 19% oppose and 11% have no opinion. Among Democrats, 52% support, 33% oppose, and 14% are undecided. Independents show 51% support, 31% opposition, and 17% with no opinion.



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

Q5. What concerns, if any, do you have about replacing the income tax and other taxes with a national sales tax?

Concerns About National Sales Tax

Top concerns: Price increases and impact on low-income households. Females and Democrats show greater concern about low-income effects. Postgraduates most worried about price increases (62%).



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

Q6. The FAIRtax bill proposes a 23% consumption tax included in the purchase price of new retail goods and services which completely replaces federal income and payroll taxes built into the price of most items. Therefore, purchasing power should remain the same or possibly increase. Which best describes your view?

Views on the FAIRtax 23% Consumption Rate

18–29 most accepting if prices are stable (42%). Postgraduates (29%) most opposed; those with less education (35%) prefer lower rates. Republicans (44%) favor lower rate tied to reduced waste.



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

Q7. Tax evasion (illegally avoiding taxes), and underground cash transactions (part of the “black market”) are rapidly growing. In 2021, the IRS Commissioner said the annual “tax gap”—the difference between taxes owed and collected—could exceed \$1 trillion. How confident are you that a national sales tax system, where taxes are paid at the point of sale and shown on receipts, would help reduce tax evasion and the tax gap compared to the current income-based system?

Confidence in Sales Tax Reducing Evasion

Confidence highest among 30–44 age group and Republicans. 65+ show least confidence (7% very confident). Postgraduates and less-educated voters equally divided in confidence levels.



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

Confidence in Sales Tax Reducing Evasion

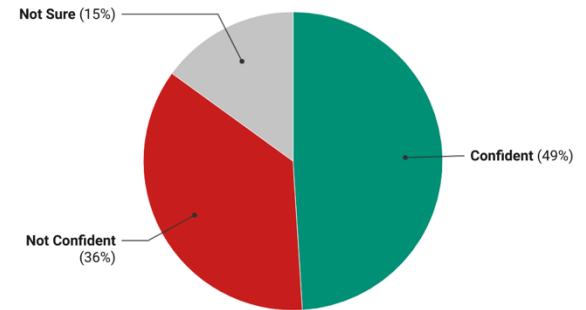


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June 18, 2025

Q8. What aspects of the FAIRtax do you find most appealing?

Most Appealing FAIRtax Features (Select All That Apply)

Top appeal: Keeping the full paycheck—especially among Black (64%), Hispanic (63%), and voters with less education (65%). Democrats less drawn to IRS elimination (14%).

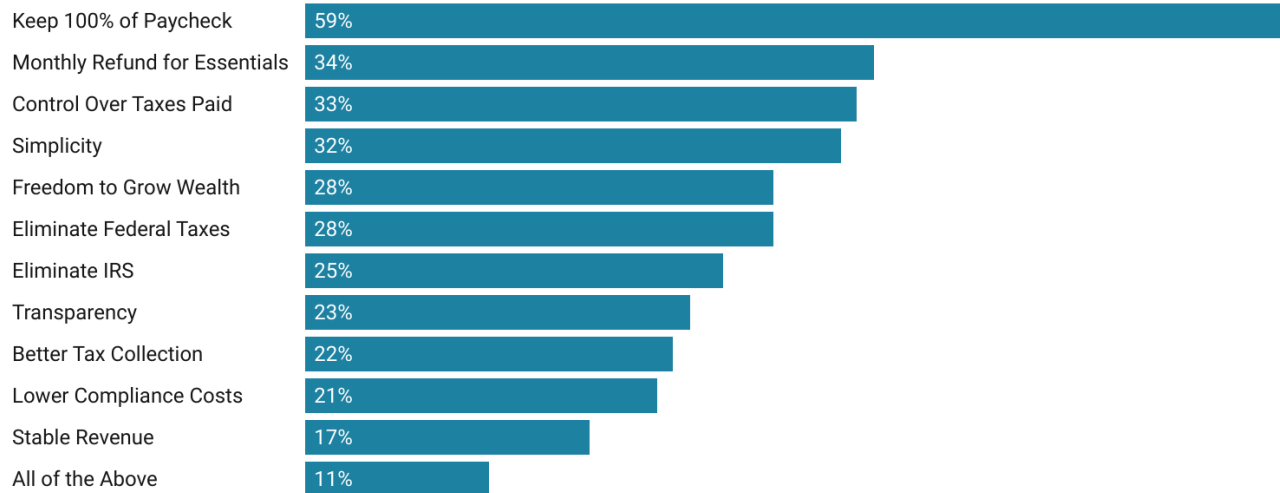


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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Q9. Which of the following tax systems do you believe is the fairest and most effective?

Fairest and Most Effective Tax System

Support for FAIRtax highest among Republicans (34%), younger voters, and those with lower education. Democrats (19%) show greater preference for the current system.



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

Opinion by Party Affiliation

When asked which tax system is the fairest and most effective, 34% of Republicans chose the FAIRtax, compared to 28% of Independents and 21% of Democrats. The current system was favored by 19% of Democrats, but only 12% of Republicans and 11% of Independents. Support for a flat tax or a combined income and sales tax was more evenly distributed across all groups.

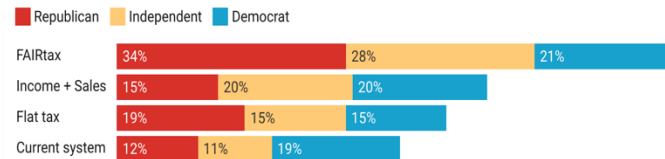


Chart: Quantus Insights • Source: Quantus Insights Polling • Created with Datawrapper

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



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. 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. 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



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