Quantus Insights

2024 General Election Virginia Survey

State: Virginia
Survey Dates: October 22-24, 2024
Sample Size: 725 likely voters
Margin of Error: ±3.6% at a 95% confidence level
Sponsor: Trending Politics News

1. Introduction

This national survey was conducted among **725** likely voters with a margin of error **±3.38%** at a **95%** confidence level. The data was weighted based on voter demographics, including gender, age, race/ethnicity, education, partisan identity and turnout patterns. The survey was administered using online panels to ensure a representative sample of the national electorate.

2. Methodology

All participants in the survey were first screened based on their age and self-reported voter registration status. Respondents under 18 or not registered to vote in the United States were excluded. Additionally, respondents were asked a series of likely voter questions—such as their past voting behavior and likelihood of voting in upcoming elections—to identify those most likely to vote. Only respondents meeting the criteria for likely voters were included in the final analysis. The survey was conducted in English only.

The dataset was weighted to reflect national Census data, ensuring that the sample aligned with the registered voter population in terms of race/ethnicity, education levels, gender, and age distributions. This approach ensured that the demographic composition of the sample reflected that of the electorate.

To further refine the sample, L2 voter file data was utilized for validation. The voter file data allowed us to adjust turnout models based on real-world voter history, ensuring key demographic groups such as age, gender, and party affiliation were proportionally represented. Regression analysis and historical turnout data from the 2016 and 2020 general elections were employed to model expected voter turnout and demographic trends, including voting methods (mail-in, early, or in-person).

Additionally, the sample was refined to account for regional voting variations using sources like the MIT Election Data + Science Lab, allowing for local turnout adjustments. This methodology combined demographic weighting, voter screening, and cross-validation with external voter data to ensure that our sample accurately reflects the likely electorate, while maintaining the transparency expected of non-probability sampling.

Electorate Breakdown from Weighted Results

- Partisan ID: Democrat 36% Republican 35%, Independent 29%
- Gender: Female 51%, Male 49%
- Age: 18-29 15%, 30-44 24%, 45-64 37%, 65+ 24%
- Race: White 70%, Black 19%, Hispanic 5% Other 6%
- Education: Non-college 57%, College 43%

3. Demographics

Q1. *Which political party do you align yourself with?*

Affiliation	Percentage (%)	Count
Democrat	36%	262
Republican	35%	253
Independent	16%	116
Independent	13%	94

Q2. *If you don't mind us asking, who did you vote for in the 2020 US Presidential Election?*

Candidate	Percentage (%)	Count
Joe Biden	51%	370
Donald Trump	41%	297
Some other candidate	2%	15
Didn't Vote/Don't Remember	6%	43

4. Candidate Favorability

Q3. *We'd like to get your overall opinion of former President Donald Trump.*

Opinion	Percentage (%)	Count
Very Favorable	25%	181
Favorable	22%	160
Somewhat unfavorable	15%	109
Very Unfavorable	38%	275

Q4. *We'd like to get your overall opinion of Vice President Kamala Harris?*

Opinion	Percentage (%)	Count
Very Favorable	28%	203
Favorable	22%	159
Somewhat unfavorable	16%	116
Very Unfavorable	34%	247

5. Head-to-Head Matchups

Q5. When considering the overall direction of the country, which candidate do you think will bring positive change if elected?

Response	Percentage (%)	Count
Kamala Harris	47%	341
Donald Trump	45%	326
Some other candidate	3%	22
Undecided	5%	36

Q6. In your opinion, what is the most pressing concern for the next US president to address?

Economy and Jobs		**58%**
Healthcare and Access to Abortion		15%
Immigration and Border Security		16%
National Security and Foreign Policy		5%
Crime and Safety		6%

Q7. Who do you trust most to handle these issues?

Economy and Jobs – Donald Trump		51%
Economy and Jobs – Kamala Harris		47%
Immigration and Border Security – Donald Trump		54%
Immigration and Border Security – Kamala Harris		39%
Crime and Safety – Donald Trump		48%
Crime and Safety - Kamala Harris		46%
National Security/Foreign Policy - Donald Trump		49%
National Security/Foreign Policy - Kamala Harris		47%
Abortion Rights and Restrictions - Donald Trump		35%
Abortion Rights and Restrictions – Kamala Harris		58%

Q8. Even if you are undecided, if the only two choices for president were Kamala Harris, the Democrat, and Donald Trump, the Republican, which candidate would you vote for?

Candidate	Percentage (%)	Count
Kamala Harris	48.9%	355
Donald Trump	47.8%	347
Would not vote/Other	3.3%	23

Virginia 2024: Trump vs Harris

Harris 49% to Trump 48%

Demographic	Group	Harris (%)	Trump (%)	Would not vote/Other (%)
Gender	Female	53	44	3
Gender	Male	45	52	3
Age	18-29	53	43	4
Age	30-44	55	43	2
Age	45-64	46	52	2
Age	65+	45	52	2
Race	Black	77	21	2
Race	Hispanic/Other	55	41	4
Race	White	41	57	2
Education	College	55	43	2
Education	Non-college	45	52	2
Party Affiliation	Democrat	93	6	1
Party Affiliation	Independent	47	45	9
Party Affiliation	Republican	4	94	2

725 LV | Oct 22-24 | MoE 3.6%
Source: Quantus Insights • Created with Datawrapper

Q9. Regardless of who you support, which candidate do you think your friends or neighbors will vote for in the Virginia general election?

Candidate	Percentage (%)	Count
Donald Trump	44%	322
Kamala Harris	44%	319
I'm not sure	12%	84