

QUANTUS INSIGHTS

Virginia 2025 General Election Survey

October 21, 2025

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Authorized by Jason Corley, Lead Pollster & Co-Founder

Methodology Summary

Sample: 1302 registered likely voters | Fielded October 19 – October 20 | Published October 21, 2025 | State: Virginia

Mode: SMS text survey using voter file–matched outreach to improve demographic and geographic representation. Respondents screened for Virginia likely voter status.

Margin of Error: $\pm 2.8\%$ at 95% confidence

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 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:

All weights were trimmed to a 0.25–4.0 range to control design effects and maintain efficiency. The weights were normalized to a mean of 1.00, with a standard deviation of 0.49, a minimum of 0.43, and a maximum of 3.67. Design Effect (DEFF): 1.13 | Effective N: 1,205 | Qualified N: 1,302

Validation & Quality Control:

- Benchmarked against Data Trust voter file data for turnout patterns and partisan alignment from 2017, 2021, and 2024 general election voters

Post-Election Context:

- This wave is a sentiment and opinion survey of active registered voters targeted from verified voter file data
- Designed to capture candidate choice, self-identified party alignment, and 2024 presidential vote recall
- 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.

Virginia 2025 General Election

- Governor
- Lt. Governor
- Attorney General
- Self-Reported Party Alignment
- 2024 Presidential vote recall

Prepared by Quantus Insights
October 2025

Virginia General Election Voter Profile

1302

Registered
Likely Voters

Gender		Age		Region	
Men	47%	18-29	9%	NOVA	38%
Women	53%	30-44	16%	Central	23%
		45-64	43%	Tidewater	20%
		65+	32%	Southwest	13%
				Blue Ridge	6%
Ethnicity		Party		Education	
White	71%	Democrat	46%	Non-college	56%
Black	16%	Republican	40%	College	44%
Hispanic	5%	Independent	14%		
Asian/Other	8%				

Governor Ballot Test

Q1. If the election for Governor of Virginia were held today, who would you vote for?

■ Abigail Spanberger (D) ■ Winsome Earle-Sears (R) ■ Other ■ Undecided

Abigail Spanberger (D)

51%

Winsome Earle-Sears (R)

46%

Other

1%

Undecided

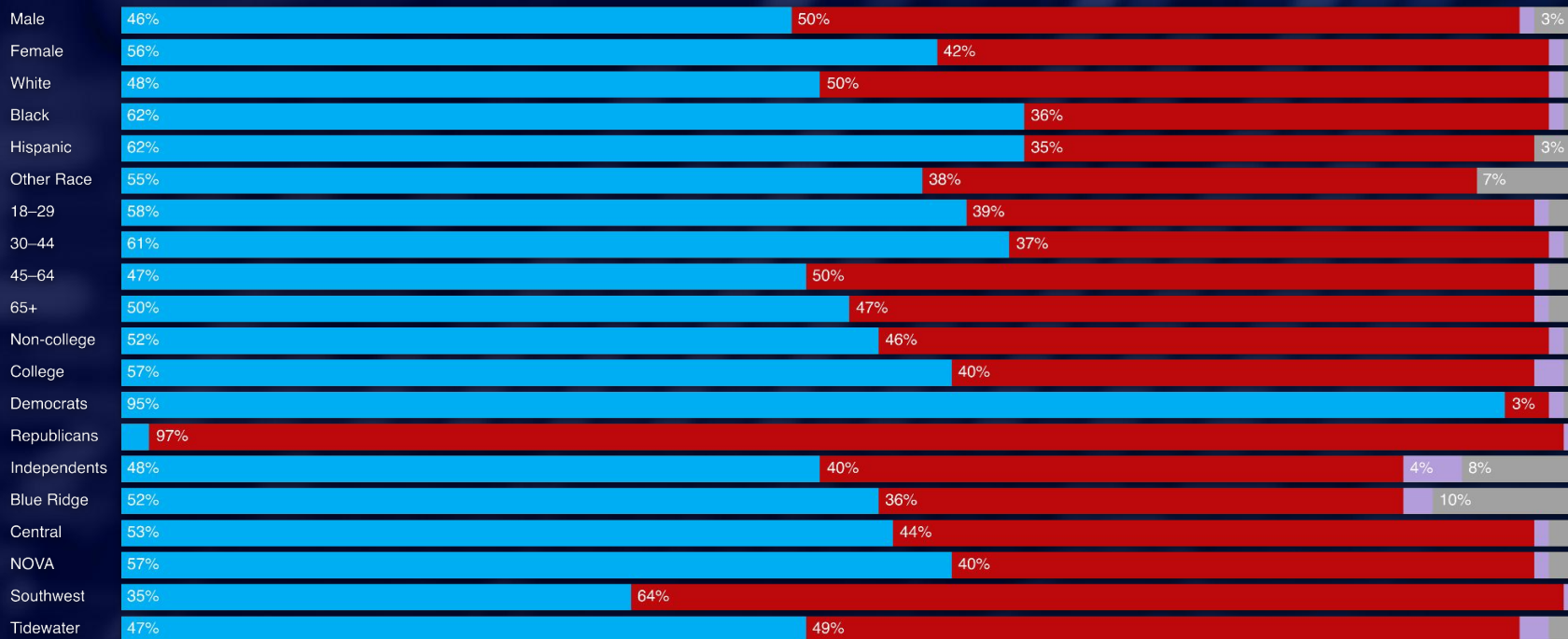
2%



Governor Ballot Test – Demographics

Q1. If the election for Governor of Virginia were held today, who would you vote for?

■ Spanberger (D) ■ Sears (R) ■ Other ■ Undecided



Lieutenant Governor Ballot Test

Q2. If the election for Lieutenant Governor were today, who would you vote for?

■ Ghazala Hashmi (D) ■ John Reid (R) ■ Other ■ Undecided

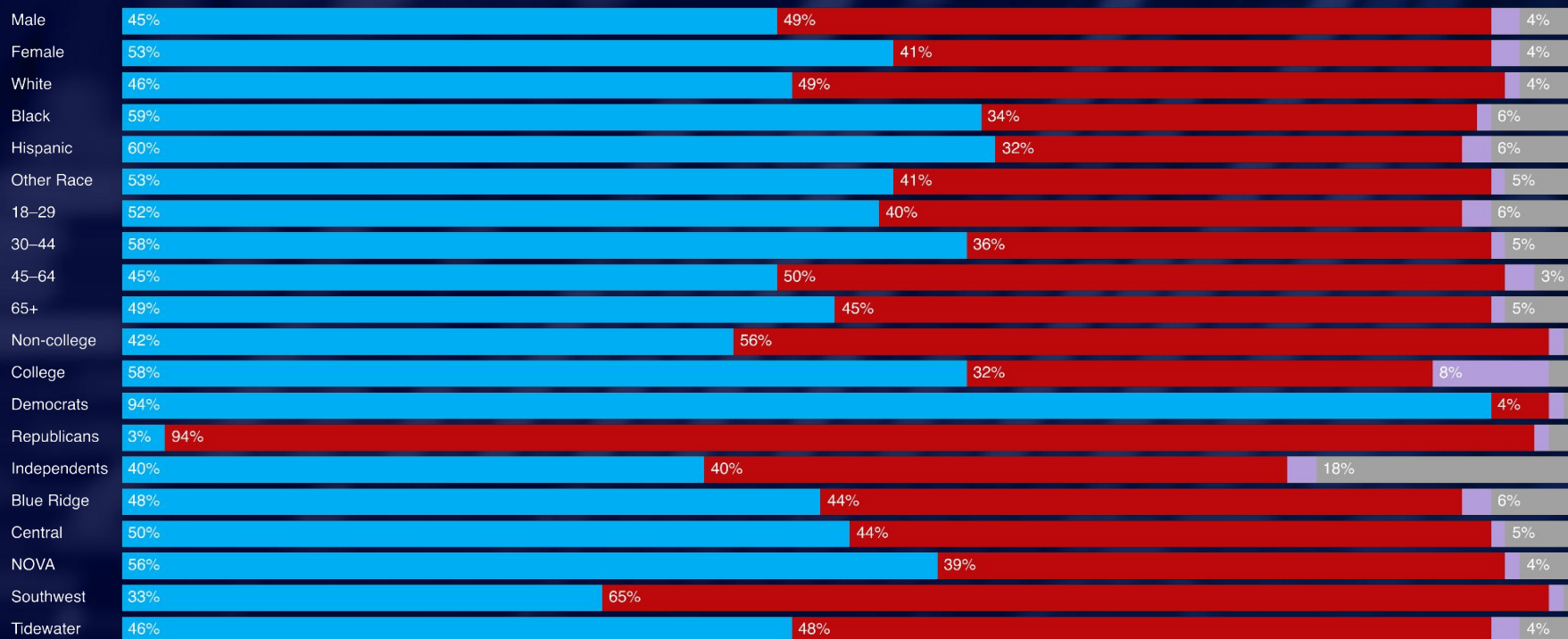


Lieutenant Governor Ballot Test – Demographics

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Q2. If the election for Lieutenant Governor were today, who would you vote for?

■ Hashami (D) ■ Reid (R) ■ Other ■ Undecided



Attorney General Ballot Test

Q3. If the election for Attorney General were today, who would you vote for?

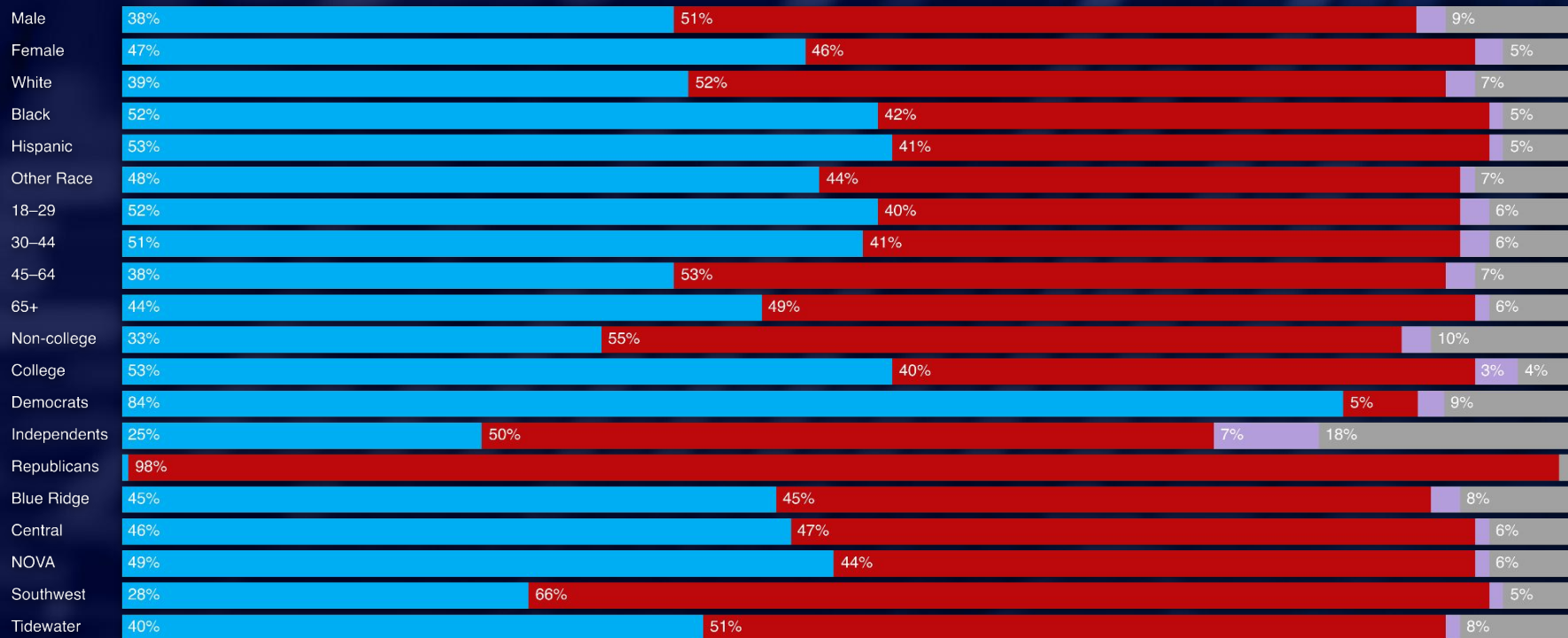
■ Jason Miyares (R) ■ Jay Jones (D) ■ Other ■ Undecided



Attorney General Ballot Test – Demographics

Q3. If the election for Attorney General were today, who would you vote for?

■ Jones (D) ■ Miyares (R) ■ Other ■ Undecided



Party Alignment

Q4. As you think about the upcoming statewide elections, which party do you currently feel more aligned with?

■ Democratic Party ■ Republican Party ■ Independent / Neither



2024 Presidential Election

Q5. For statistical purposes only: In the 2024 presidential election, did you vote for:

■ Kamala Harris (D) ■ Donald Trump (R) ■ Someone else ■ Did not vote



QUANTUS INSIGHTS

Recognized during the 2024 cycle as one of America's most accurate and innovative polling firms, we delivered projections that not only held up in the toughest battlegrounds but often led the conversation.

Our results landed within a single point in the crucial Rust-Belt States of Michigan, Pennsylvania, and Wisconsin, and under one point nationally, demonstrating unmatched precision in a noisy and fast-moving political environment.

Quantus Insights continues to do what we do best: deliver actionable intelligence that shapes narratives, elections, public policy, and strategy.

Most Accurate Pollsters of the 2024 US Presidential Election

National Popular Vote

	Trump	Harris	Advantage Trump vs Harris	Poll Error
Results			1.5	
1 AtlasIntel 11/04	50	48.8	1.2	0.3
2 ActiVote 11/02	50.5	49.5	1	0.5
3 Quantus Insights 10/30	49.1	48.3	0.8	0.7
4 SoCal Strategies 10/31	49.9	49.1	0.8	0.7
5 Big Data Poll 10/29	50.1	49.9	0.2	1.3
6 Rasmussen 10/31	49	46	3	1.5
7 J.L. Partners 10/29	50	47	3	1.5
8 Fabrizio/GBAO/WSJ 10/22	49	46	3	1.5
9 TIPP Insight 11/03	48	48	0	1.5
10 Hart Research/POS 11/02	49	49	0	1.5
11 Emerson College 11/02	49	49	0	1.5
12 NYT/Siena 10/23	48	48	0	1.5
13 NBC News 11/02	49	49	0	1.5
14 Leger/NYP 11/03	48.5	49.4	0.9	2.4
15 YouGov 10/31	48	49	1	2.5
16 Patriot Polling 11/03	48.1	49.4	1.3	2.8
17 Research Co. 11/03	46	48	2	3.5
18 Ipsos 11/03	48	50	2	3.5
19 HarrisX 11/02	49	51	2	3.5
20 Morning Consult 10/31	47	49	2	3.5
21 Marist College 11/02	47	51	4	5.5

Final Trump vs. Harris advantage according to New York Times projection on 11/07/2024.
The error ranking considers the last poll released by each pollster up to two weeks (14 days) before Election Day.

Get In Touch



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