



Virginia Statewide 2025 General Election

Image and Ballot Testing
June 10th, 2025

Top Lines

Youngkin Image

	%
Favorable	49%
Unfavorable	44%
Unsure	8%

Spanberger Image

	%
Favorable	45%
Unfavorable	27%
Unsure	17%
Never Heard	11%

Sears Image

	%
Favorable	40%
Unfavorable	27%
Unsure	20%
Never Heard	13%

Charles Image

	%
Favorable	7%
Unfavorable	7%
Unsure	32%
Never Heard	54%

Governor Ballot

	%
Spanberger, D	46%
Earle-Sears, R	43%
Charles, I	2%
Undecided	9%

Lieutenant Governor Ballot

	%
Reid, R	41%
Dem Candidate	39%
Jones, I	2%
Undecided	18%

Attorney General Ballot

	%
Miyares, R	44%
Dem Candidate	44%
Undecided	12%

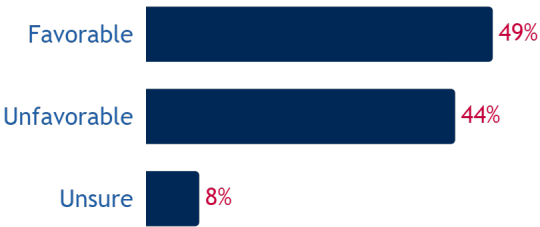
Generic House Ballot

	%
Democrat	48%
Republican	44%
Undecided	8%

Most Important Issue

	%
Inflation	20%
Taxes/Spending	15%
Immig./Border	13%
Economy/Jobs	12%
Healthcare	9%
Abortion Rights	6%
Crime/Drugs	4%
Parental Rights	4%
Tariffs/Trade	3%
Other	14%

Youngkin Image

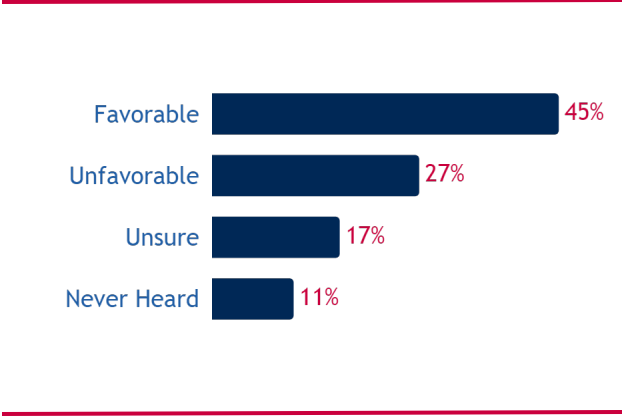


Full Question:
What is your opinion of Governor Glenn Youngkin?



	Favorable	Unfavorable	Unsure
Repub.	93%	5%	2%
Dem	4%	82%	14%
Indep/Oth	42%	51%	7%
Female	42%	50%	7%
Male	56%	36%	8%
18-34	47%	46%	7%
35-44	42%	49%	9%
45-54	52%	41%	7%
55-64	56%	35%	9%
65+	47%	47%	6%
Conserv	88%	9%	3%
Moderate	32%	55%	13%
Liberal	7%	87%	6%
White	56%	38%	7%
Black	30%	63%	7%
Hispanic	31%	54%	15%
Other Race	38%	51%	11%
HS	62%	33%	4%
Some Coll	47%	43%	10%
College	44%	48%	8%
Grad+	37%	55%	8%
4 of 4	44%	47%	9%
3 of 4	48%	47%	4%
2 of 4	59%	33%	8%
1 of 4	58%	37%	6%
0 of 4	46%	48%	7%
DC	50%	42%	7%
Richmond	45%	47%	8%
Norfolk	39%	55%	6%
Roanoke	52%	39%	9%
Other DMA	66%	26%	8%

Spanberger Image

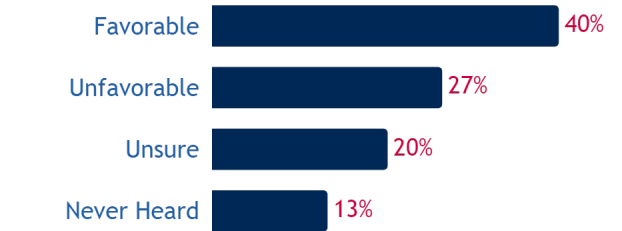


Full Question:
What is your opinion of Congresswoman Abigail Spanberger?



	Favorable	Unfavorable	Unsure	Never Heard
Repub.	14%	53%	20%	13%
Dem	78%	2%	11%	10%
Indep/Oth	50%	21%	23%	6%
Female	51%	22%	15%	13%
Male	40%	33%	18%	8%
18-34	59%	23%	12%	7%
35-44	48%	26%	20%	6%
45-54	39%	28%	14%	20%
55-64	36%	33%	15%	15%
65+	47%	26%	20%	8%
Conserv	20%	49%	18%	13%
Moderate	55%	19%	17%	9%
Liberal	75%	2%	14%	10%
White	41%	31%	18%	10%
Black	68%	12%	11%	9%
Hispanic	35%	11%	24%	30%
Other Race	49%	30%	14%	8%
HS	43%	29%	15%	13%
Some Coll	43%	25%	22%	11%
College	45%	31%	16%	8%
Grad+	53%	23%	14%	10%
4 of 4	47%	27%	16%	10%
3 of 4	39%	32%	16%	12%
2 of 4	62%	16%	14%	7%
1 of 4	38%	31%	20%	11%
0 of 4	27%	16%	37%	20%
DC	51%	27%	13%	9%
Richmond	55%	32%	10%	3%
Norfolk	42%	17%	25%	16%
Roanoke	31%	21%	25%	22%
Other DMA	28%	48%	17%	7%

Sears Image

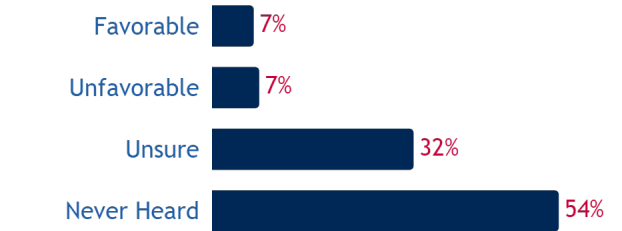


Full Question:
What is your opinion of Lieutenant Governor
Winsome Earle-Sears?

	Favorable	Unfavorable	Unsure	Never Heard
Repub.	77%	2%	14%	7%
Dem	7%	52%	22%	19%
Indep/Oth	24%	29%	32%	15%
Female	37%	26%	23%	14%
Male	44%	27%	17%	13%
18-34	40%	22%	14%	24%
35-44	39%	32%	22%	7%
45-54	34%	27%	23%	16%
55-64	44%	29%	17%	11%
65+	41%	25%	24%	11%
Conserv	76%	5%	8%	11%
Moderate	25%	27%	32%	16%
Liberal	2%	66%	20%	11%
White	45%	24%	19%	12%
Black	25%	30%	32%	13%
Hispanic	21%	54%	22%	3%
Other Race	31%	22%	10%	36%
HS	44%	15%	24%	16%
Some Coll	44%	22%	23%	12%
College	38%	32%	18%	12%
Grad+	31%	43%	14%	12%
4 of 4	38%	32%	19%	11%
3 of 4	45%	21%	23%	11%
2 of 4	39%	21%	26%	14%
1 of 4	44%	19%	14%	23%
0 of 4	21%	44%	15%	20%
DC	39%	25%	19%	17%
Richmond	47%	31%	12%	11%
Norfolk	33%	35%	25%	6%
Roanoke	36%	22%	25%	18%
Other DMA	47%	14%	27%	13%



Charles Image

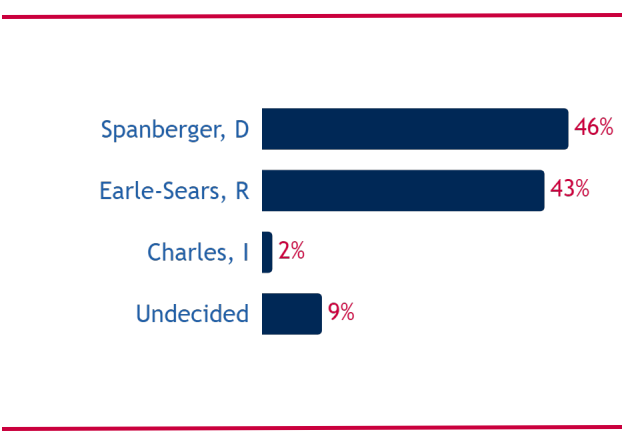


Full Question:
What is your opinion of Donna Charles?

	Favorable	Unfavorable	Unsure	Never Heard
Repub.	11%	9%	31%	48%
Dem	2%	8%	27%	62%
Indep/Oth	4%	2%	42%	52%
Female	6%	7%	31%	57%
Male	8%	8%	33%	51%
18-34	18%	3%	25%	54%
35-44	5%	6%	29%	60%
45-54	3%	3%	30%	63%
55-64	5%	12%	29%	54%
65+	3%	10%	39%	47%
Conserv	11%	9%	29%	51%
Moderate	5%	6%	34%	54%
Liberal	1%	5%	33%	61%
White	7%	7%	33%	52%
Black	5%	9%	36%	49%
Hispanic	4%	0%	16%	80%
Other Race	4%	11%	21%	65%
HS	12%	7%	39%	42%
Some Coll	5%	9%	31%	55%
College	4%	9%	26%	61%
Grad+	3%	3%	27%	66%
4 of 4	4%	8%	29%	59%
3 of 4	3%	9%	38%	50%
2 of 4	17%	3%	32%	48%
1 of 4	11%	7%	27%	55%
0 of 4	0%	0%	68%	32%
DC	9%	7%	31%	53%
Richmond	6%	10%	24%	60%
Norfolk	7%	6%	32%	55%
Roanoke	1%	4%	34%	61%
Other DMA	5%	10%	45%	40%



Governor Ballot



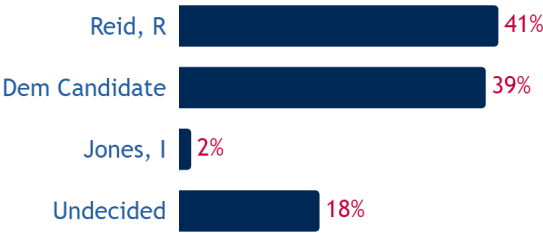
Full Question:
If the November general election for Governor of Virginia were held today, who would you vote for?

- Abigail Spanberger, Democrat
- Winsome Earle-Sears, Republican
- Donna Charles, Independent
- Undecided

	Spanberger, D	Earle-Sears, R	Charles, I	Undecided
Repub.	3%	89%	3%	5%
Dem	91%	2%	1%	7%
Indep/Oth	54%	23%	0%	22%
Female	55%	35%	2%	8%
Male	37%	52%	1%	10%
18-34	46%	46%	5%	4%
35-44	48%	38%	0%	14%
45-54	48%	39%	2%	10%
55-64	41%	49%	0%	9%
65+	49%	41%	1%	9%
Conserv	9%	80%	3%	8%
Moderate	62%	26%	1%	11%
Liberal	89%	3%	1%	7%
White	40%	51%	1%	8%
Black	75%	8%	4%	13%
Hispanic	46%	37%	3%	13%
Other Race	53%	35%	1%	11%
HS	37%	50%	1%	12%
Some Coll	46%	45%	0%	8%
College	51%	42%	2%	5%
Grad+	56%	30%	4%	10%
4 of 4	49%	42%	1%	8%
3 of 4	44%	47%	1%	7%
2 of 4	49%	35%	6%	10%
1 of 4	39%	47%	1%	14%
0 of 4	43%	47%	0%	10%
DC	48%	41%	1%	10%
Richmond	46%	44%	2%	8%
Norfolk	57%	29%	3%	10%
Roanoke	42%	51%	1%	7%
Other DMA	26%	63%	1%	10%



Lieutenant Governor Ballot



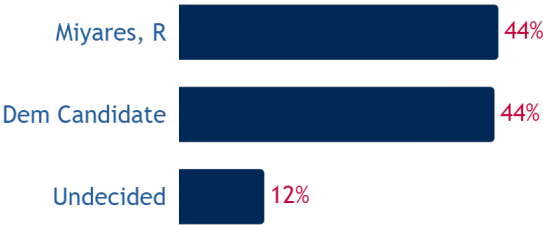
Full Question:
If the November general election for Lieutenant Governor were held today, who would you vote for?

- John Reid, Republican
- The Democratic Candidate
- Marlow Jones, Independent
- Undecided



	Reid, R	Dem Candidate	Jones, I	Undecided
Repub.	83%	2%	1%	13%
Dem	5%	80%	1%	15%
Indep/Oth	20%	40%	4%	36%
Female	34%	45%	1%	19%
Male	48%	33%	2%	17%
18-34	44%	29%	1%	27%
35-44	31%	43%	2%	24%
45-54	45%	39%	1%	15%
55-64	48%	37%	1%	14%
65+	38%	45%	2%	15%
Conserv	77%	6%	1%	16%
Moderate	22%	53%	3%	22%
Liberal	9%	76%	1%	14%
White	48%	33%	1%	19%
Black	8%	76%	2%	14%
Hispanic	57%	33%	3%	6%
Other Race	30%	34%	6%	30%
HS	50%	31%	0%	19%
Some Coll	44%	43%	2%	11%
College	39%	39%	2%	20%
Grad+	26%	49%	3%	22%
4 of 4	39%	43%	2%	16%
3 of 4	47%	38%	0%	15%
2 of 4	35%	32%	2%	32%
1 of 4	44%	35%	3%	19%
0 of 4	44%	43%	3%	10%
DC	37%	39%	2%	22%
Richmond	44%	38%	2%	15%
Norfolk	34%	50%	1%	15%
Roanoke	44%	37%	1%	18%
Other DMA	59%	26%	1%	14%

Attorney General Ballot



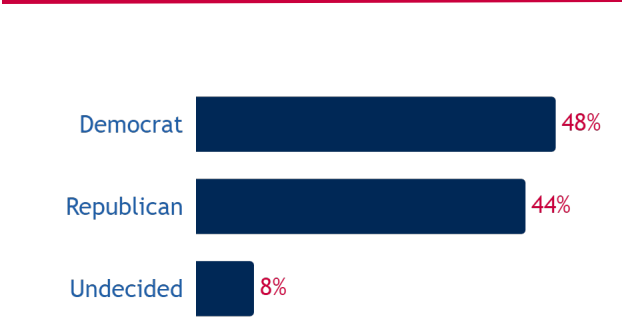
Full Question:
If the November general election for Attorney General were held today, who would you vote for?

- Jason Miyares, Republican
- The Democratic Candidate
- Undecided

	Miyares, R	Dem Candidate	Undecided
Repub.	91%	3%	6%
Dem	2%	86%	12%
Indep/Oth	25%	50%	25%
Female	38%	49%	13%
Male	51%	38%	11%
18-34	47%	41%	13%
35-44	41%	47%	12%
45-54	40%	45%	16%
55-64	53%	37%	10%
65+	42%	48%	10%
Conserv	82%	10%	8%
Moderate	30%	53%	16%
Liberal	0%	89%	11%
White	54%	36%	10%
Black	11%	77%	12%
Hispanic	28%	66%	6%
Other Race	31%	35%	35%
HS	54%	37%	9%
Some Coll	47%	46%	7%
College	40%	41%	19%
Grad+	31%	56%	13%
4 of 4	42%	48%	10%
3 of 4	48%	43%	10%
2 of 4	40%	37%	23%
1 of 4	51%	37%	12%
0 of 4	43%	43%	14%
DC	44%	41%	15%
Richmond	41%	49%	9%
Norfolk	34%	58%	8%
Roanoke	52%	38%	10%
Other DMA	62%	24%	14%



Generic House Ballot



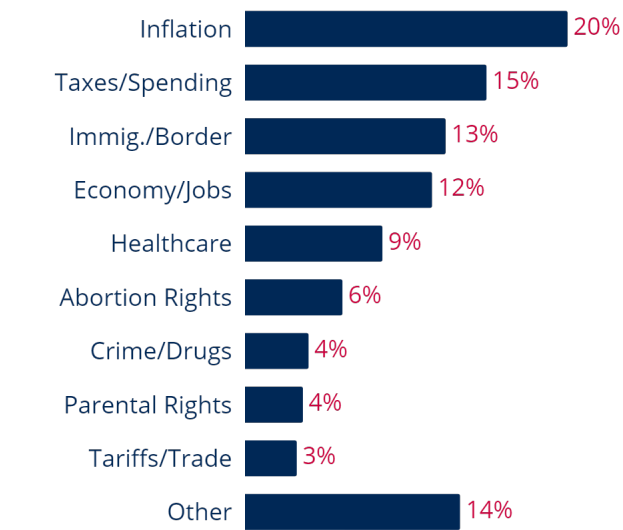
Full Question:
If the November general election for the Virginia House of Delegates were held today, which Party's candidate are you most likely to support?

	Democrat	Republican	Undecided
Repub.	5%	93%	3%
Dem	92%	0%	8%
Indep/Oth	57%	25%	18%
Female	55%	38%	7%
Male	40%	51%	9%
18-34	44%	44%	12%
35-44	52%	43%	6%
45-54	48%	39%	13%
55-64	45%	50%	5%
65+	51%	43%	5%
Conserv	11%	84%	5%
Moderate	61%	27%	12%
Liberal	95%	1%	4%
White	40%	54%	6%
Black	85%	7%	8%
Hispanic	68%	32%	0%
Other Race	36%	34%	30%
HS	40%	56%	5%
Some Coll	52%	43%	5%
College	44%	42%	14%
Grad+	61%	30%	9%
4 of 4	54%	42%	4%
3 of 4	43%	49%	8%
2 of 4	43%	38%	19%
1 of 4	40%	49%	11%
0 of 4	43%	50%	7%
DC	46%	43%	11%
Richmond	52%	42%	6%
Norfolk	66%	29%	5%
Roanoke	39%	54%	7%
Other DMA	29%	66%	5%



Most Important Issue

Full Question:
What do you consider to be the most important issue facing Virginia today?



- Inflation and rising prices
- Taxes and government spending
- Immigration and border security
- Jobs and the economy
- Healthcare
- Reproductive freedom and abortion rights
- Crime rates and drug addiction
- Protecting parental rights in education
- Tariffs and trade policy
- Other

	Repub.	Dem	Indep/Oth	Female	Male	18-34	35-44	45-54	55-64	65+	Conserv	Moderate	Liberal
Inflation	18%	20%	27%	26%	15%	14%	15%	26%	25%	21%	17%	21%	26%
Taxes/Spending	25%	6%	12%	14%	17%	23%	10%	11%	18%	14%	23%	16%	2%
Immig./Border	26%	0%	10%	12%	14%	18%	5%	12%	11%	15%	27%	5%	0%
Economy/Jobs	8%	17%	11%	9%	15%	8%	20%	9%	9%	13%	8%	15%	14%
Healthcare	2%	18%	7%	12%	5%	3%	9%	9%	8%	13%	3%	12%	14%
Abortion Rights	2%	11%	6%	9%	3%	7%	10%	8%	4%	5%	3%	5%	15%
Crime/Drugs	6%	2%	5%	3%	5%	1%	6%	5%	5%	3%	4%	5%	3%
Parental Rights	7%	0%	2%	3%	4%	1%	4%	5%	4%	5%	5%	4%	0%
Tariffs/Trade	0%	7%	2%	2%	5%	5%	1%	2%	5%	3%	1%	4%	7%
Other	7%	19%	18%	10%	18%	21%	19%	13%	12%	8%	10%	15%	19%

	White	Black	Hispanic	Other Race	HS	Some Coll	College	Grad+	4 of 4	3 of 4	2 of 4	1 of 4	0 of 4	DC	Richmond	Norfolk	Roanoke	Other DMA
Inflation	20%	29%	14%	18%	20%	26%	18%	17%	20%	21%	20%	23%	28%	21%	20%	15%	33%	10%
Taxes/Spending	15%	6%	23%	31%	8%	17%	23%	15%	13%	11%	34%	13%	20%	19%	10%	20%	8%	13%
Immig./Border	15%	4%	13%	9%	21%	12%	8%	6%	12%	11%	17%	18%	0%	11%	17%	6%	10%	25%
Economy/Jobs	10%	23%	5%	13%	9%	6%	14%	21%	12%	12%	18%	6%	1%	12%	14%	14%	9%	9%
Healthcare	8%	15%	4%	5%	11%	10%	8%	5%	11%	9%	2%	7%	21%	5%	3%	15%	16%	11%
Abortion Rights	7%	2%	5%	5%	3%	6%	10%	8%	8%	3%	4%	8%	0%	6%	6%	7%	5%	8%
Crime/Drugs	5%	2%	0%	6%	5%	4%	4%	1%	3%	5%	0%	11%	4%	4%	4%	2%	9%	1%
Parental Rights	5%	1%	0%	0%	1%	7%	4%	3%	5%	4%	1%	2%	5%	5%	5%	3%	2%	1%
Tariffs/Trade	3%	5%	1%	1%	2%	2%	2%	8%	4%	3%	1%	0%	21%	3%	4%	5%	2%	1%
Other	12%	13%	35%	11%	19%	11%	9%	15%	13%	23%	3%	13%	0%	13%	17%	12%	6%	22%

Methodology & Demographics

Fielded On:

June 8-10, 2025

Method:

Mobile Text Responses and Landline Interviews

Population & Sample Description:

1,127 Likely General Election Voters

Weighting:

Age, Gender, Education Level, Race, and Congressional District

MoE:

+/- 3.12%

Self-Reported Party

	%
Repub.	42%
Dem	39%
Indep/Oth	19%

Age

	%
18-34	18%
35-44	16%
45-54	17%
55-64	20%
65+	30%

Gender

	%
Female	53%
Male	47%

Ideology

	%
Conserv	40%
Moderate	39%
Liberal	21%

Education

	%
HS	31%
Some Coll	25%
College	24%
Grad+	20%

Race

	%
White	72%
Black	15%
Hispanic	6%
Other Race	8%

Last 4 Generals

	%
4 of 4	49%
3 of 4	22%
2 of 4	13%
1 of 4	14%
0 of 4	2%

DMA

	%
DC	37%
Richmond	20%
Norfolk	19%
Roanoke	14%
Other DMA	10%

Household Income

	%
<\$50k	14%
\$50-75k	17%
\$75-100k	15%
\$100-150k	31%
\$150k+	22%

