

October 30, 2024



CYGNAL

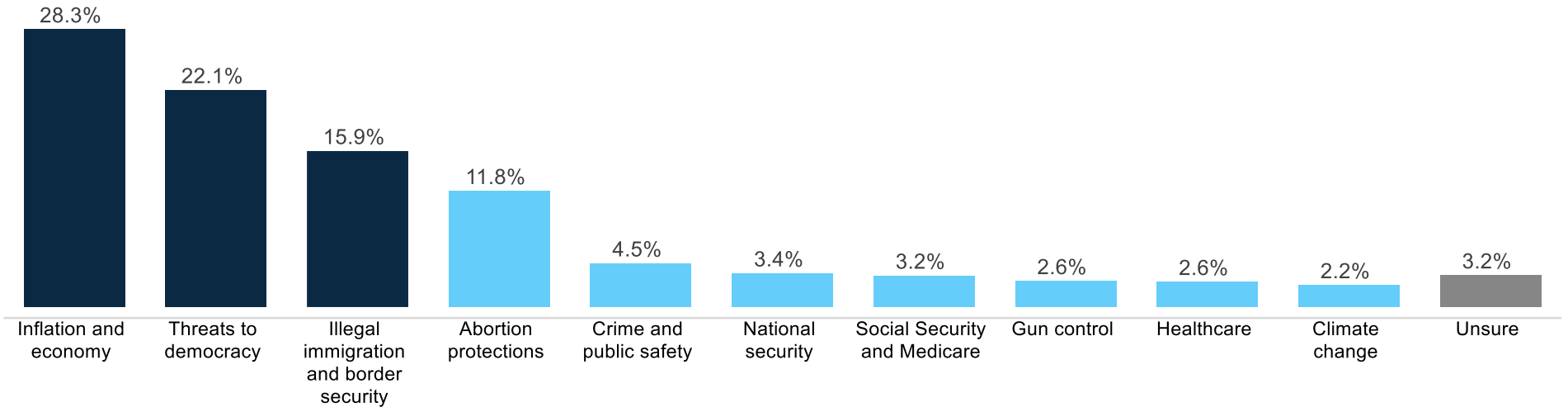
Survey of Likely General Election Voters **Virginia Statewide**

October 27 – 29, 2024 | n=600 | $\pm 4.00\%$

Insights & Analysis

- The **presidential** race stands at 43% **Donald Trump**, 50% **Kamala Harris** with 2% supporting a third-party candidate and 5% undecided (D+7).
 - **Donald Trump** is performing right at his **2016** share (44%) and his **2020** share (44%).
 - **Kamala Harris** is performing on par with **Clinton's** ballot share in **2016** (50%) and underperforming **Biden's** share in **2020** (54%).
 - In 2024, **Trump** is capturing more of the **non-college educated vote** (55%) than in **2020** (46%), according to CNN exit polling.
 - Among **college-educated voters**, **Harris** (62%) is overperforming Biden's 2020 share (57%), according to CNN exit polling.
- Governor Glenn **Youngkin** (R) **has a strong image** at 51% favorable, 40% unfavorable.
- The **U.S. Senate** race stands at 52% **Tim Kaine**, 42% **Hung Cao** with 7% undecided (D+10).
 - **Harris' image** is **more favorable** with **undecided U.S. Senate voters** (40%) than **Trump's** (24%), which does not bode well for Republicans in down-ballot races, but Youngkin's favorability (47%) with the same group could help down the ballot.
- Machine-learning **Segmentation Analysis** identified three key voter segments: *Democrats* (46%), *Republicans* (41%), and *Independents* (13%).
 - The ***Independents*** segment is more **male**, **under 55**, lower income, and **are more represented in the Western part of the state** than the ***Democrats*** segment. They are also not as strong on having no abortion limitations and find Youngkin much more favorable. Their opinion on **Harris** is 64% **favorable**, 46% **unfavorable** while the Dem Base segment has near universal favorability. They are a much more moderate group that aligns with the ***Republicans*** segment on the top issue of inflation.

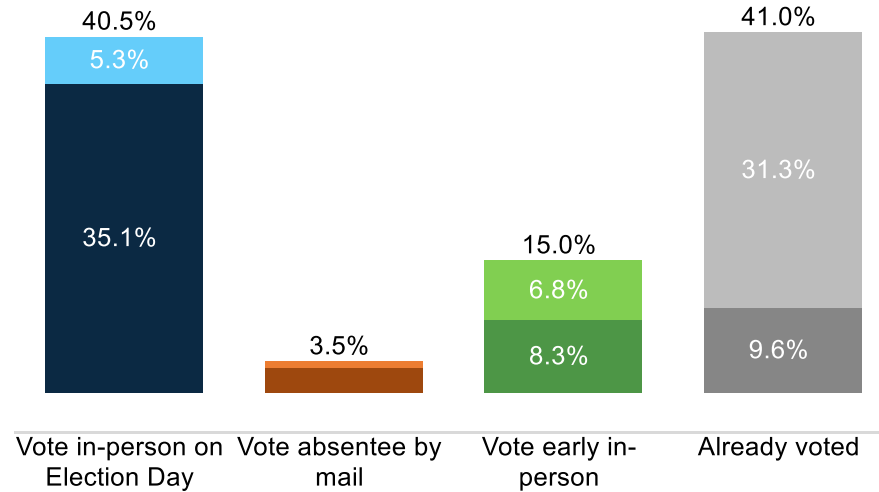
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rchmd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and economy	32%	24%	31%	24%	28%	29%	33%	25%	29%	27%	31%	47%	28%	12%	29%	24%	25%	30%	40%	41%	49%	11%	26%	27%	28%	35%	25%
Threats to democracy	16%	25%	24%	25%	33%	17%	16%	24%	26%	19%	21%	3%	27%	36%	23%	29%	15%	14%	21%	12%	3%	38%	20%	15%	22%	27%	22%
Illegal immigration and border security	11%	18%	12%	27%	10%	27%	16%	11%	13%	18%	18%	39%	10%	0%	19%	3%	14%	13%	12%	21%	34%	2%	21%	14%	8%	17%	18%
Abortion protections	20%	12%	8%	3%	6%	6%	9%	24%	12%	12%	11%	1%	9%	23%	11%	19%	14%	6%	4%	12%	2%	21%	11%	14%	16%	4%	14%
Crime and public safety	4%	7%	6%	0%	3%	4%	9%	1%	3%	6%	3%	2%	7%	5%	4%	5%	11%	7%	9%	3%	3%	4%	11%	12%	3%	1%	3%
National security	1%	4%	6%	3%	6%	4%	1%	3%	3%	3%	3%	4%	5%	1%	4%	1%	6%	0%	2%	4%	4%	2%	3%	3%	6%	1%	4%
Social Security and Medicare	0%	5%	1%	9%	2%	6%	3%	2%	3%	3%	3%	0%	5%	5%	2%	8%	0%	12%	2%	2%	1%	5%	0%	3%	4%	1%	5%
Gun control	6%	0%	2%	0%	2%	1%	4%	3%	4%	3%	0%	1%	2%	5%	1%	6%	2%	0%	3%	0%	1%	4%	0%	5%	4%	1%	3%
Healthcare	3%	3%	4%	1%	2%	0%	5%	1%	2%	2%	4%	1%	2%	3%	3%	0%	7%	9%	5%	0%	1%	4%	0%	4%	0%	7%	1%
Climate change	4%	1%	2%	1%	3%	1%	2%	3%	2%	3%	1%	0%	1%	5%	2%	3%	5%	2%	1%	2%	0%	4%	8%	1%	1%	3%	2%
Unsure	3%	0%	4%	7%	5%	5%	1%	3%	3%	3%	4%	2%	2%	4%	3%	2%	0%	7%	4%	4%	2%	4%	0%	3%	8%	2%	3%

Which one of the following issues is the most important to you in the election?

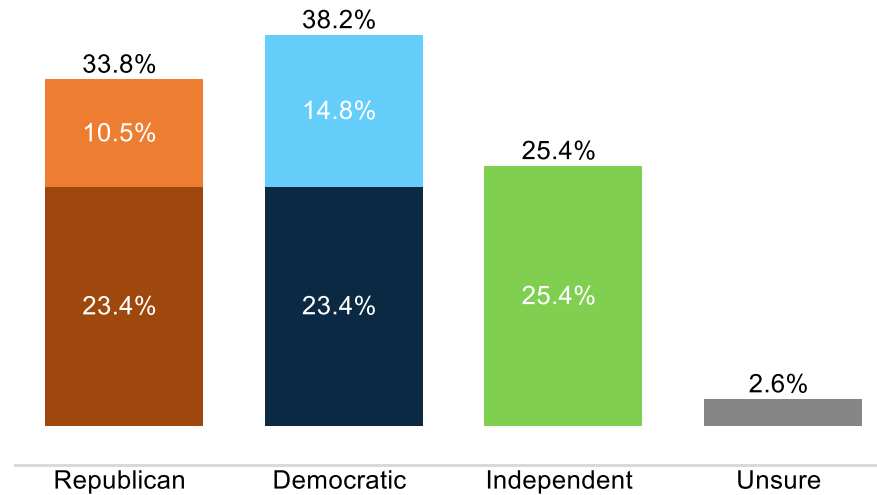
Vote Method



		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrk/Rchmd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Definitely vote	53%	34%	51%	44%	47%	50%	51%	39%	48%	44%	46%	51%	50%	39%	44%	51%	53%	61%	50%	67%	49%	43%	43%	45%	49%	47%	46%
	Probably vote	15%	11%	16%	8%	12%	13%	13%	13%	12%	14%	12%	15%	11%	12%	11%	13%	24%	26%	15%	12%	9%	12%	22%	11%	11%	12%	
	Already voted	33%	55%	33%	48%	42%	38%	36%	48%	40%	42%	42%	37%	34%	50%	44%	38%	34%	16%	25%	18%	39%	48%	45%	33%	40%	43%	43%
	Vote in-person on Election Day	45%	25%	51%	38%	45%	46%	40%	33%	39%	39%	47%	42%	48%	33%	39%	43%	37%	65%	53%	64%	41%	37%	33%	40%	48%	42%	38%
	Vote absentee by mail	4%	3%	4%	2%	4%	3%	4%	4%	5%	3%	2%	5%	4%	3%	4%	10%	0%	5%	4%	2%	3%	6%	6%	3%	5%	2%	
	Vote early in-person	18%	17%	12%	12%	9%	14%	20%	16%	17%	17%	10%	19%	12%	13%	14%	16%	19%	20%	18%	14%	17%	12%	16%	21%	10%	10%	18%
Definitely vote in-person on Election Day		39%	22%	42%	35%	39%	39%	35%	28%	34%	33%	41%	38%	43%	27%	34%	38%	34%	59%	41%	59%	37%	33%	24%	33%	44%	35%	34%
Probably vote in-person on Election Day		6%	3%	8%	4%	6%	7%	5%	4%	4%	6%	6%	5%	6%	5%	5%	4%	6%	12%	5%	4%	4%	9%	7%	3%	7%	4%	
Definitely vote absentee by mail		3%	2%	4%	2%	3%	3%	3%	3%	5%	2%	2%	1%	4%	4%	2%	2%	10%	0%	3%	4%	1%	3%	6%	6%	0%	4%	1%
Probably vote absentee by mail		1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	2%	0%	0%	2%	0%	0%	2%	0%	1%	0%	0%	0%	3%	1%	0%
Definitely vote early in-person		11%	10%	5%	8%	4%	8%	13%	8%	9%	10%	4%	12%	4%	8%	8%	12%	9%	2%	6%	4%	10%	7%	13%	6%	4%	8%	11%
Probably vote early in-person		8%	7%	7%	4%	5%	6%	7%	8%	7%	7%	6%	7%	8%	5%	7%	5%	9%	18%	12%	10%	7%	5%	3%	15%	5%	3%	7%
Already voted absentee by mail		13%	7%	8%	10%	11%	6%	7%	14%	11%	9%	8%	5%	8%	15%	9%	9%	11%	8%	5%	2%	5%	15%	8%	12%	15%	8%	8%
Already voted early in-person		20%	48%	25%	38%	30%	31%	29%	34%	29%	32%	33%	32%	26%	34%	35%	29%	23%	8%	20%	16%	35%	33%	37%	21%	25%	35%	35%

How do you plan to vote in the November 5th general election for President and U.S. Congress?

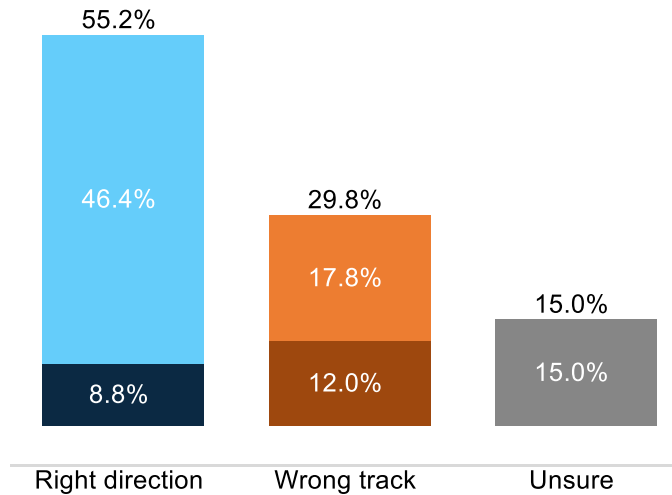
Partisanship by Response



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rchmd	Rnk/West	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican	30%	35%	33%	41%	26%	46%	40%	25%	27%	34%	45%	42%	8%	25%	19%	18%	42%	77%	2%	23%	29%	28%	35%	39%
Democratic	46%	42%	30%	31%	37%	24%	36%	52%	42%	42%	26%	30%	74%	35%	17%	20%	8%	2%	70%	44%	40%	41%	34%	38%
Strongly Republican	20%	26%	21%	28%	17%	32%	29%	16%	19%	22%	33%	29%	5%	19%	3%	7%	16%	55%	1%	12%	22%	21%	24%	27%
Mostly Republican	10%	9%	11%	12%	9%	15%	11%	8%	8%	12%	12%	13%	3%	5%	16%	11%	26%	22%	1%	11%	7%	8%	11%	13%
Independent	22%	22%	34%	22%	34%	25%	22%	22%	28%	23%	25%	26%	17%	24%	46%	53%	46%	19%	27%	30%	27%	28%	30%	20%
Mostly Democratic	16%	16%	14%	13%	14%	12%	16%	16%	15%	18%	9%	11%	29%	16%	10%	18%	8%	1%	25%	22%	18%	12%	16%	13%
Strongly Democratic	31%	26%	16%	19%	22%	12%	20%	37%	27%	23%	17%	19%	45%	19%	7%	2%	0%	1%	45%	23%	22%	28%	18%	25%

Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

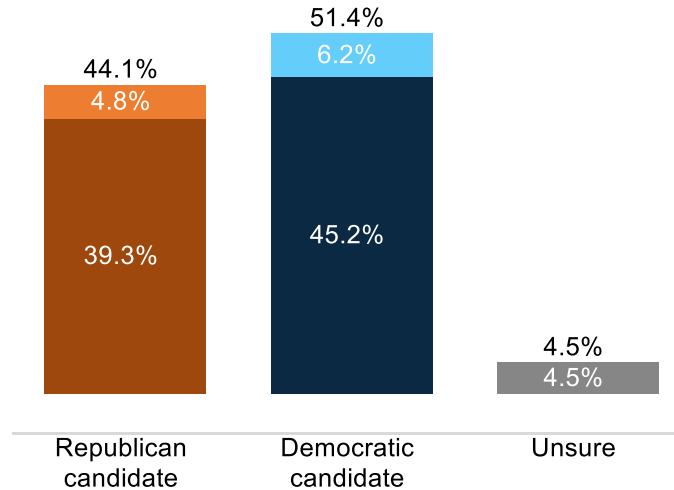
State Direction



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrrik/Rchmnd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	48%	56%	55%	66%	59%	62%	46%	57%	56%	56%	54%	63%	57%	49%	57%	48%	36%	38%	63%	50%	62%	48%	64%	48%	52%	54%	59%
Wrong track	36%	24%	34%	22%	30%	27%	35%	27%	30%	28%	32%	24%	31%	34%	29%	34%	37%	26%	16%	35%	24%	36%	26%	38%	27%	31%	28%
Definitely the right direction	6%	8%	8%	14%	10%	12%	7%	7%	8%	8%	10%	15%	7%	5%	9%	5%	5%	8%	7%	9%	15%	4%	5%	10%	7%	4%	13%
Mostly the right direction	41%	48%	47%	53%	49%	50%	39%	49%	47%	47%	44%	48%	51%	44%	48%	43%	31%	30%	56%	41%	46%	45%	59%	38%	45%	50%	46%
Mostly the wrong track	22%	14%	19%	14%	20%	14%	19%	18%	17%	17%	20%	12%	20%	22%	19%	13%	18%	13%	10%	22%	13%	22%	12%	18%	20%	17%	19%
Definitely the wrong track	14%	10%	15%	8%	10%	13%	16%	9%	13%	11%	12%	12%	11%	13%	10%	21%	19%	13%	6%	13%	12%	14%	14%	20%	8%	14%	9%
Unsure	17%	20%	11%	12%	11%	11%	19%	17%	14%	16%	14%	13%	12%	17%	14%	18%	27%	37%	21%	15%	14%	15%	10%	14%	21%	15%	14%

Generally speaking, would you say things in Virginia are headed in the right direction or off on the wrong track?

Generic Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrnlk/Rchmnd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	38%	40%	49%	52%	37%	65%	47%	31%	38%	43%	55%	99%	35%	2%	51%	13%	36%	29%	31%	55%	94%	5%	29%	43%	42%	50%	44%
Democratic candidate	58%	57%	45%	43%	59%	30%	48%	67%	57%	51%	43%	0%	55%	97%	45%	85%	51%	34%	40%	23%	3%	93%	60%	46%	56%	49%	52%
Definitely the Republican candidate	33%	37%	44%	44%	32%	58%	44%	27%	32%	40%	50%	92%	27%	1%	47%	10%	33%	19%	0%	44%	87%	4%	25%	41%	39%	41%	40%
Probably the Republican candidate	5%	2%	4%	8%	5%	7%	3%	4%	6%	3%	5%	7%	8%	1%	4%	4%	3%	11%	31%	10%	8%	2%	4%	2%	2%	8%	5%
Probably the Democratic candidate	5%	7%	7%	6%	8%	5%	8%	4%	7%	7%	5%	0%	14%	7%	4%	11%	16%	5%	40%	6%	0%	9%	12%	3%	3%	11%	5%
Definitely the Democratic candidate	52%	51%	38%	37%	51%	24%	40%	63%	50%	44%	38%	0%	41%	91%	41%	74%	36%	29%	0%	17%	3%	84%	47%	43%	54%	38%	47%
Unsure	4%	3%	6%	5%	4%	6%	5%	2%	5%	6%	2%	1%	10%	1%	4%	2%	13%	37%	29%	22%	3%	2%	11%	11%	2%	1%	4%

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Image Tests

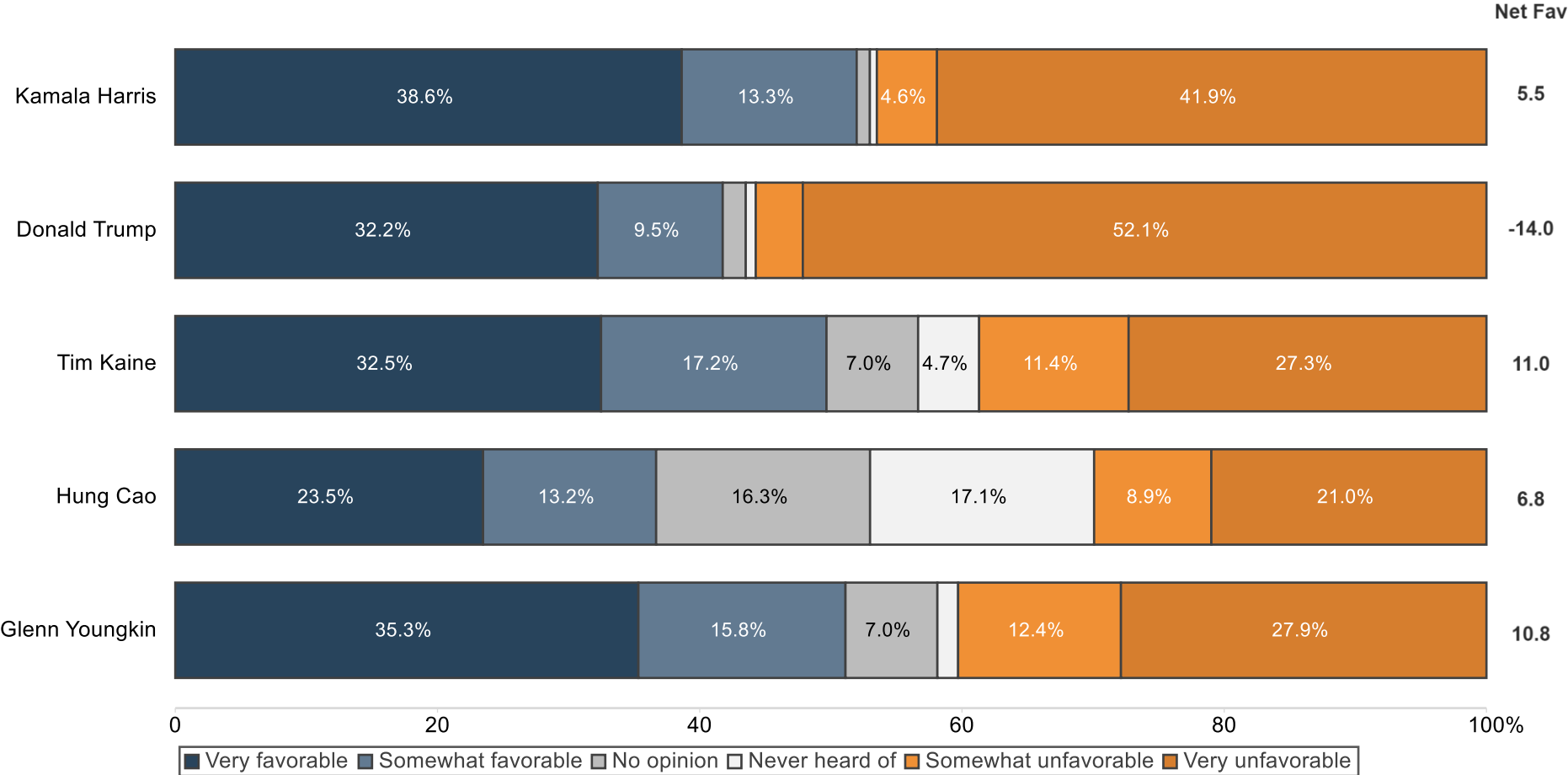


Image Tests Heatmaps

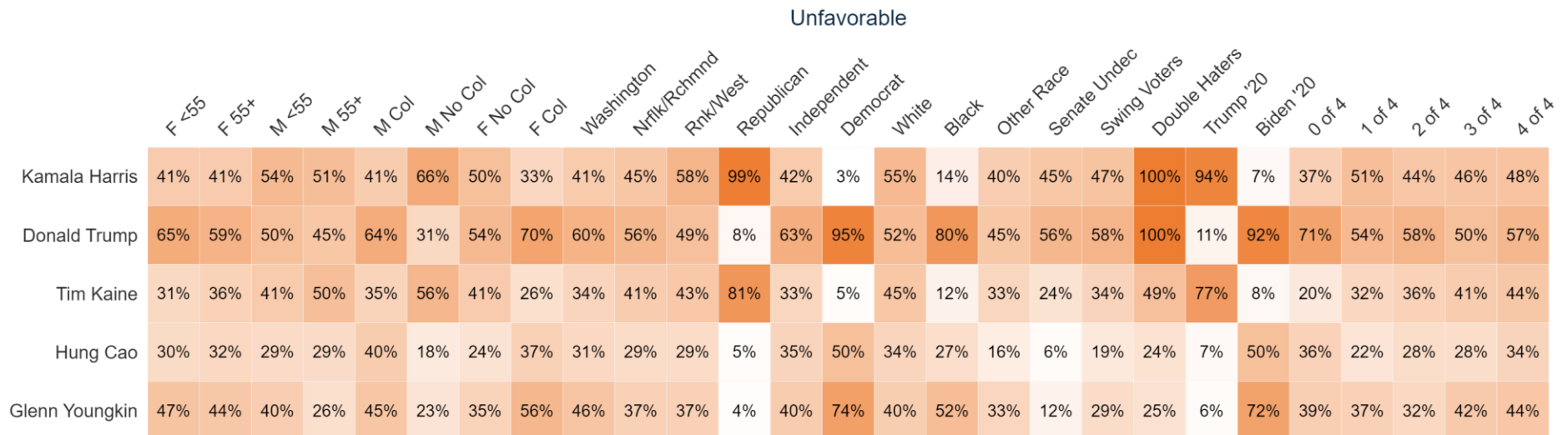
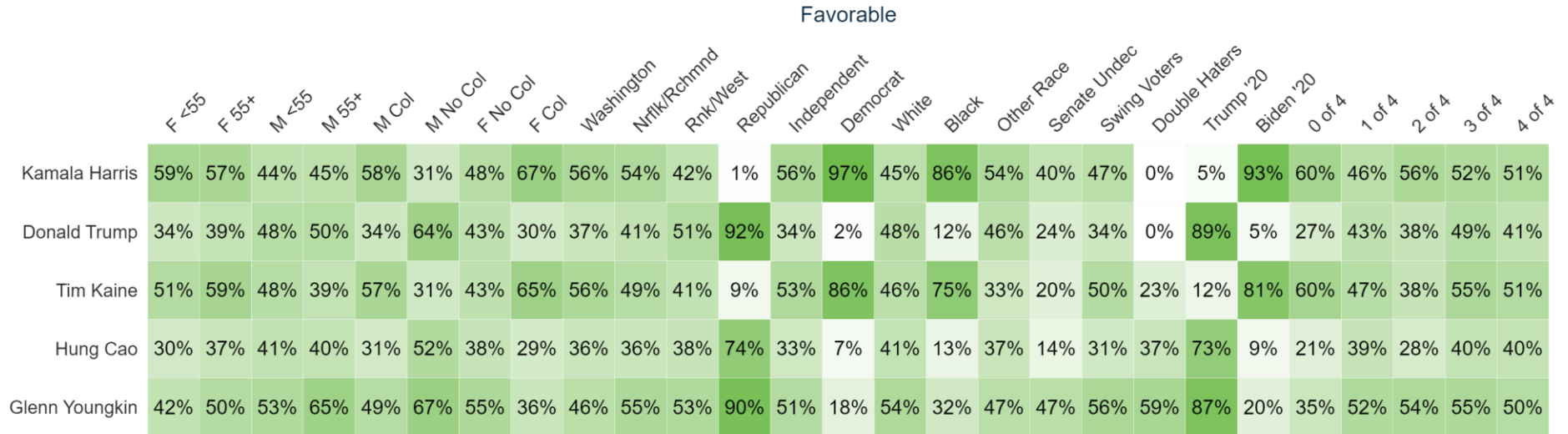
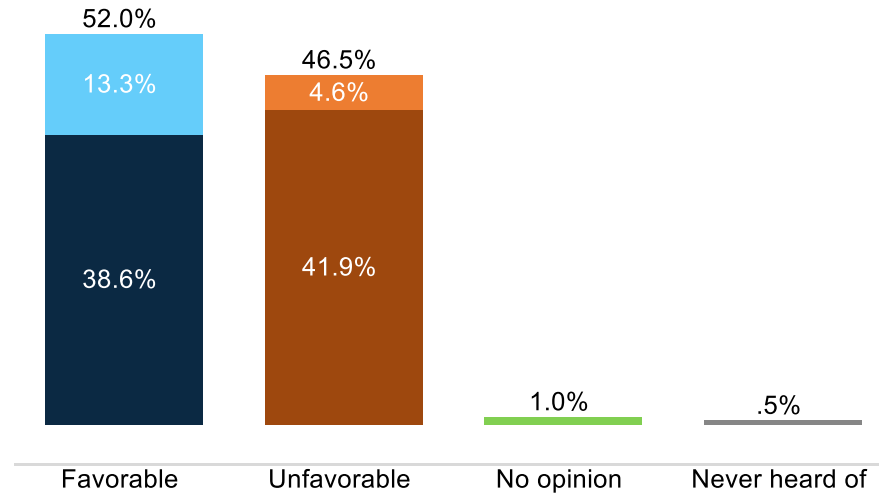


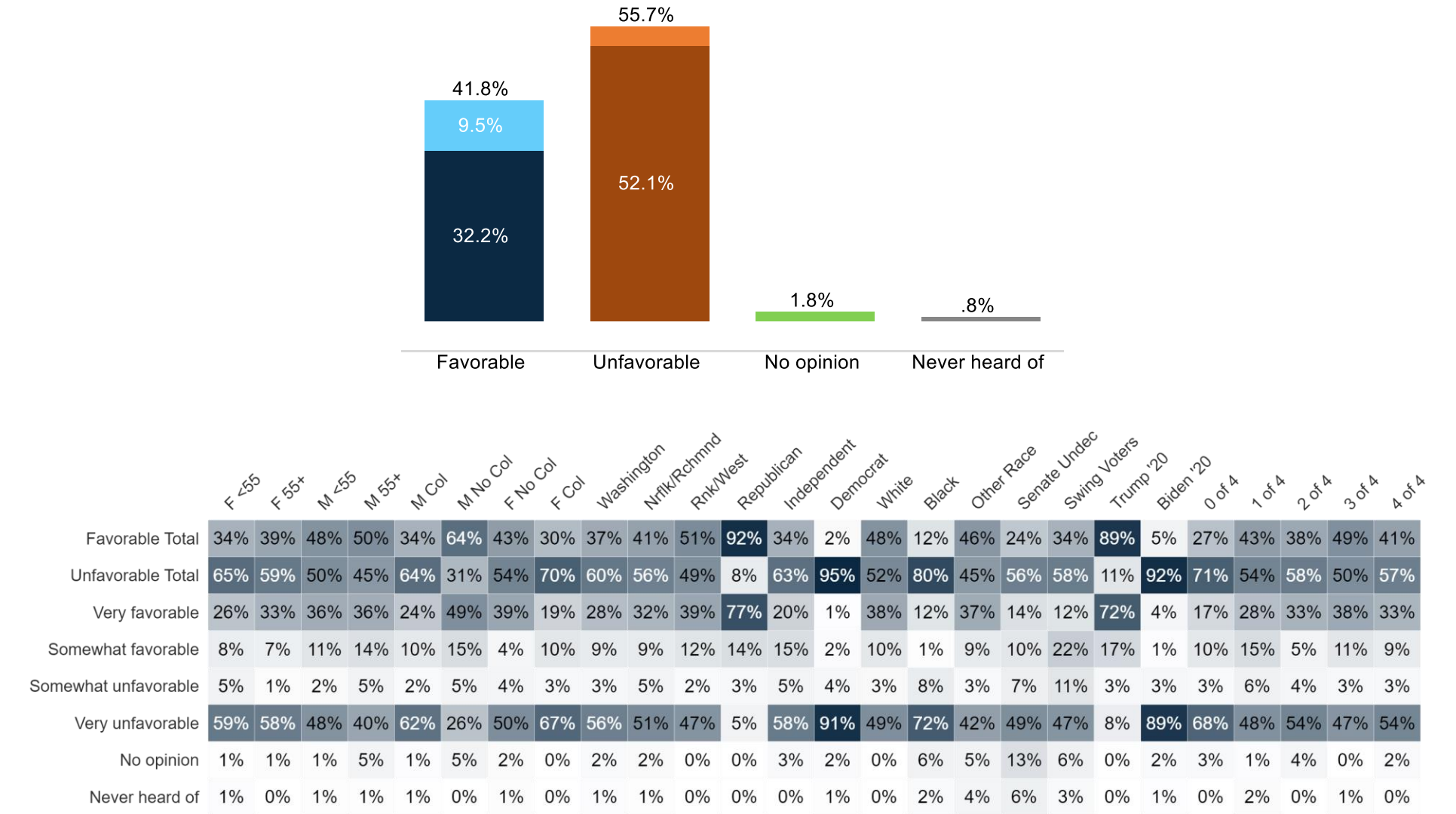
Image: Kamala Harris



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nflk/Rchmnd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	59%	57%	44%	45%	58%	31%	48%	67%	56%	54%	42%	1%	56%	97%	45%	86%	54%	40%	47%	5%	93%	60%	46%	56%	52%	51%
Unfavorable Total	41%	41%	54%	51%	41%	66%	50%	33%	41%	45%	58%	99%	42%	3%	55%	14%	40%	45%	47%	94%	7%	37%	51%	44%	46%	48%
Very favorable	41%	52%	27%	35%	41%	20%	39%	52%	45%	37%	31%	0%	32%	79%	33%	67%	29%	20%	13%	3%	71%	39%	34%	46%	32%	41%
Somewhat favorable	18%	5%	17%	10%	17%	11%	9%	16%	11%	17%	11%	1%	25%	18%	11%	19%	25%	20%	34%	1%	22%	21%	12%	10%	20%	10%
Somewhat unfavorable	4%	4%	8%	2%	6%	5%	5%	3%	3%	6%	4%	5%	10%	0%	6%	1%	0%	13%	13%	6%	2%	3%	10%	3%	3%	4%
Very unfavorable	38%	37%	46%	49%	35%	61%	45%	30%	38%	39%	54%	94%	32%	3%	49%	13%	40%	32%	34%	88%	5%	34%	40%	41%	43%	43%
No opinion	0%	2%	1%	2%	1%	2%	2%	0%	2%	1%	0%	0%	2%	0%	0%	0%	2%	9%	4%	1%	0%	3%	1%	0%	2%	1%
Never heard of	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	4%	6%	3%	0%	0%	0%	2%	0%	0%	1%

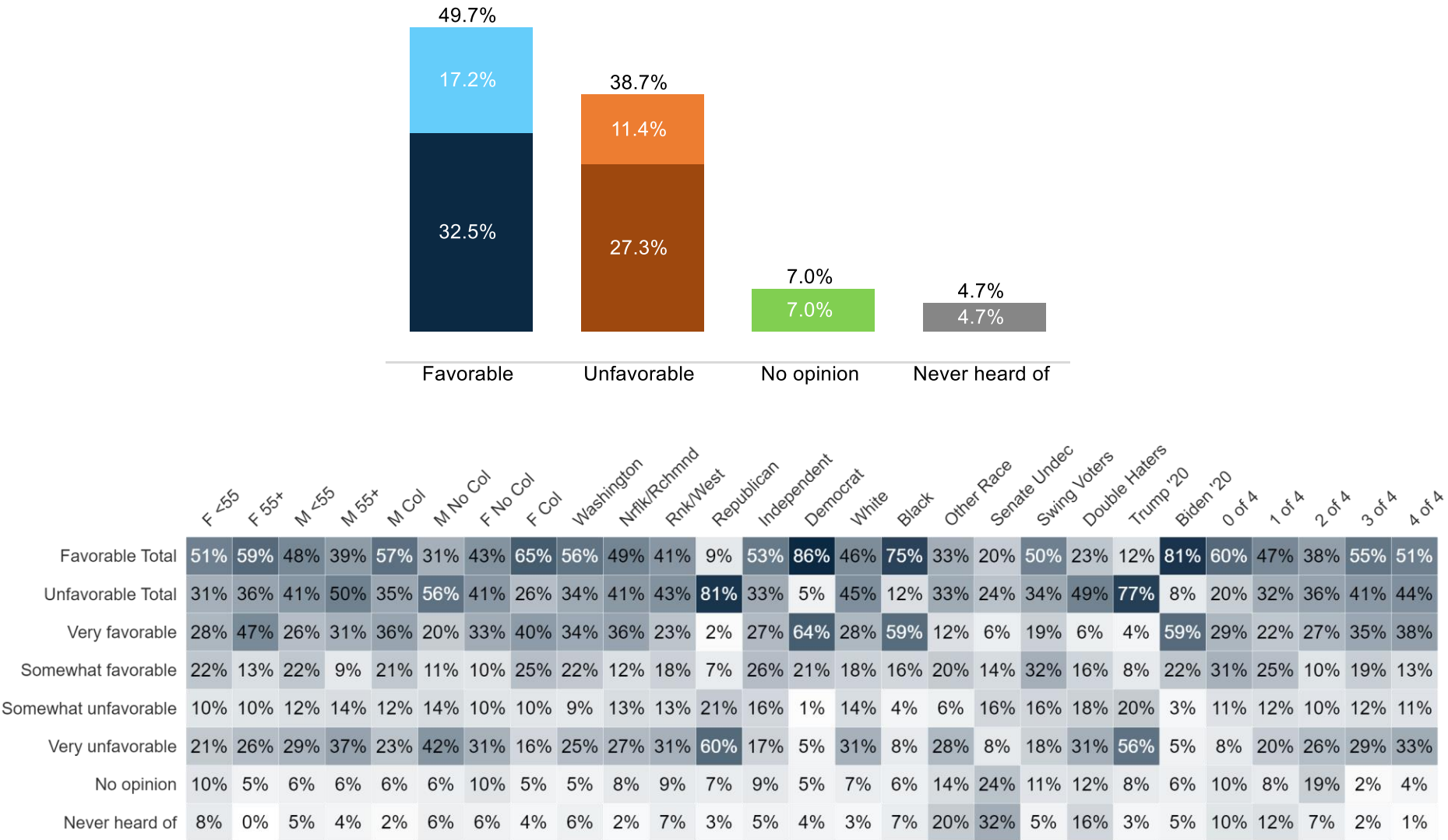
Do you have a favorable or unfavorable opinion of Kamala Harris?

Image: Donald Trump



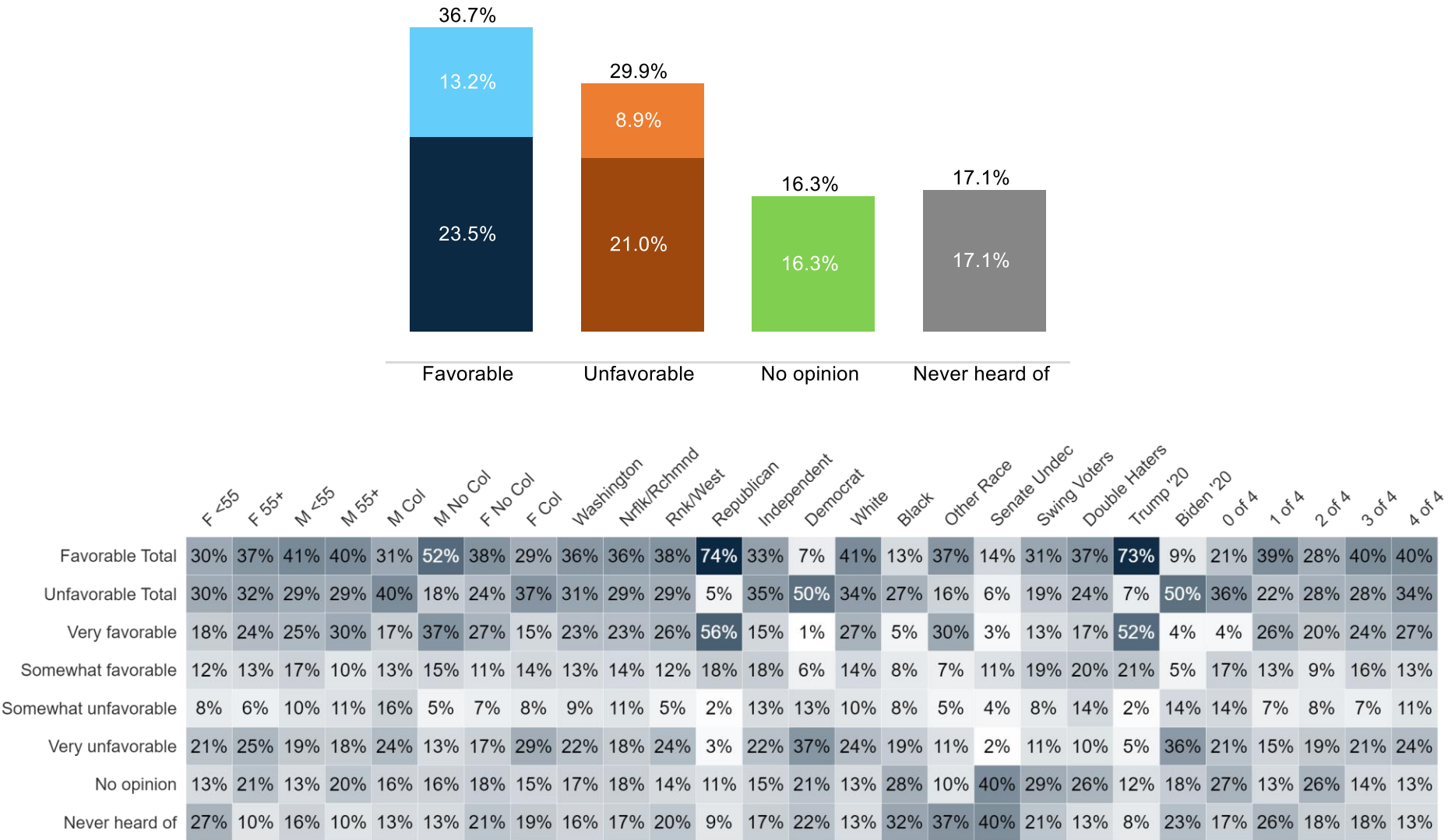
Do you have a favorable or unfavorable opinion of Donald Trump?

Image: Tim Kaine



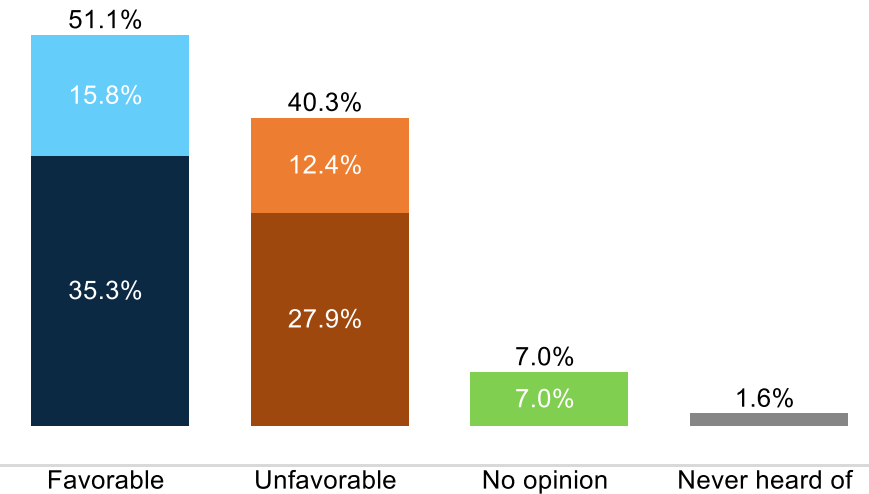
Do you have a favorable or unfavorable opinion of Tim Kaine?

Image: Hung Cao



Do you have a favorable or unfavorable opinion of Hung Cao?

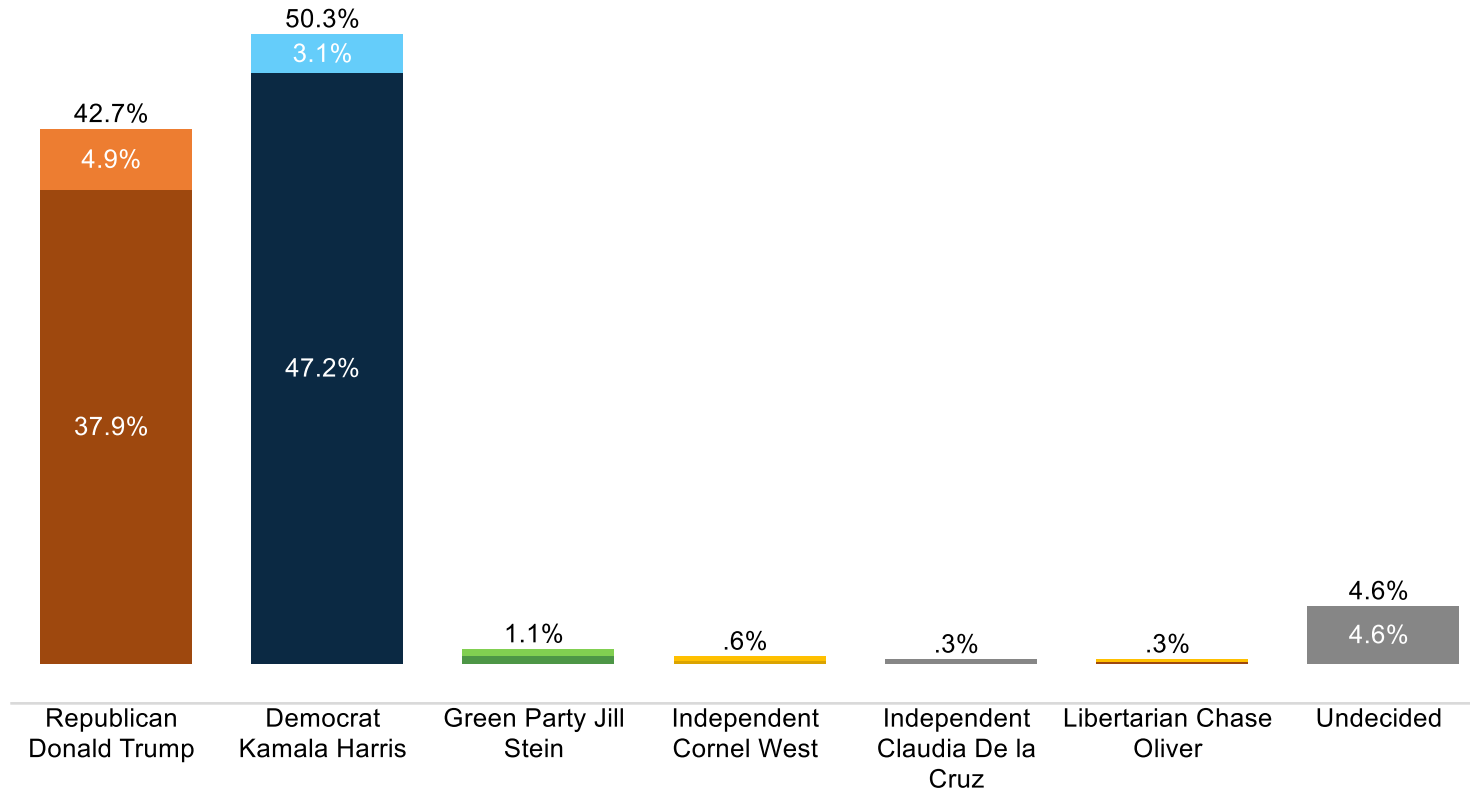
Image: Glenn Youngkin



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrnk/Rohmnd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	42%	50%	53%	65%	49%	67%	55%	36%	46%	55%	53%	90%	51%	18%	54%	32%	47%	47%	56%	59%	87%	20%	35%	52%	54%	55%	50%
Unfavorable Total	47%	44%	40%	26%	45%	23%	35%	56%	46%	37%	37%	4%	40%	74%	40%	52%	33%	12%	29%	25%	6%	72%	39%	37%	32%	42%	44%
Very favorable	28%	36%	33%	49%	33%	48%	38%	25%	34%	35%	38%	72%	31%	6%	38%	14%	33%	15%	24%	32%	70%	7%	26%	29%	41%	36%	36%
Somewhat favorable	14%	14%	19%	16%	16%	20%	17%	12%	12%	20%	15%	17%	20%	12%	16%	18%	14%	32%	32%	27%	17%	13%	9%	23%	13%	18%	14%
Somewhat unfavorable	12%	17%	14%	7%	15%	7%	10%	17%	16%	11%	10%	2%	15%	20%	12%	14%	10%	10%	14%	17%	2%	22%	14%	8%	12%	15%	13%
Very unfavorable	35%	28%	26%	19%	30%	16%	24%	39%	30%	26%	27%	2%	25%	53%	27%	38%	23%	2%	15%	8%	4%	50%	24%	29%	20%	27%	32%
No opinion	9%	6%	5%	8%	3%	10%	9%	6%	6%	8%	8%	6%	6%	7%	5%	14%	9%	29%	12%	16%	7%	6%	24%	6%	13%	3%	5%
Never heard of	3%	0%	2%	1%	2%	0%	2%	2%	3%	0%	2%	0%	3%	1%	1%	2%	11%	12%	3%	0%	0%	2%	2%	5%	1%	1%	1%

Do you have a favorable or unfavorable opinion of Glenn Youngkin?

Presidential Ballot Full



If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Presidential Ballot Full

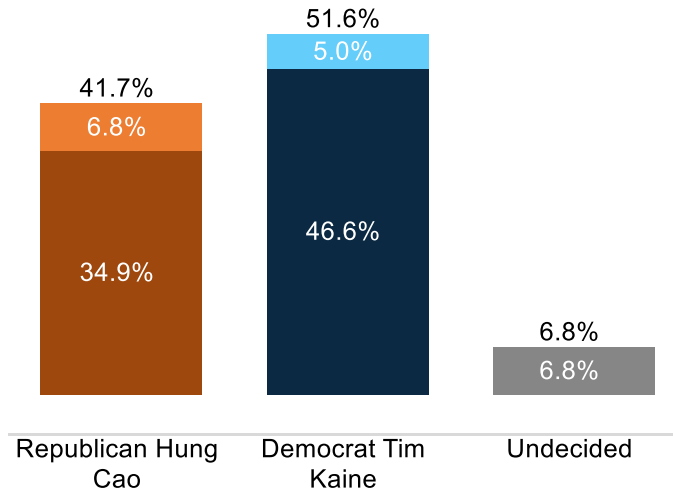
		F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rchmd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican	Donald Trump	35%	41%	47%	51%	33%	65%	45%	30%	36%	43%	53%	96%	34%	2%	50%	13%	40%	21%	29%	32%	93%	4%	19%	43%	41%	49%	44%
Democrat	Kamala Harris	55%	57%	47%	40%	60%	28%	46%	65%	55%	50%	43%	0%	54%	95%	45%	79%	49%	29%	38%	28%	3%	92%	60%	48%	52%	46%	51%
	Green Party Jill Stein	3%	1%	0%	0%	0%	0%	1%	4%	1%	2%	0%	4%	1%	0%	3%	0%	2%	6%	0%	0%	1%	4%	0%	2%	2%	0%	
	Independent Cornel West	1%	0%	0%	1%	0%	0%	2%	0%	1%	1%	0%	0%	1%	0%	1%	0%	2%	4%	0%	0%	1%	0%	1%	0%	1%	0%	
	Independent Claudia De la Cruz	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	3%	1%	3%	0%	0%	0%	0%	1%	0%	0%	
	Libertarian Chase Oliver	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	2%	5%	0%	0%	0%	0%	0%	0%	1%	
Definitely	Republican Donald Trump	32%	35%	42%	46%	28%	60%	41%	26%	32%	39%	47%	88%	26%	2%	45%	13%	37%	7%	15%	24%	85%	4%	17%	37%	37%	42%	39%
Probably	Republican Donald Trump	3%	6%	5%	5%	5%	5%	5%	4%	5%	5%	6%	8%	8%	0%	6%	0%	3%	13%	14%	8%	9%	0%	3%	6%	3%	6%	5%
Definitely	Democrat Kamala Harris	53%	55%	40%	38%	55%	24%	44%	63%	51%	48%	40%	0%	45%	92%	43%	75%	42%	24%	20%	17%	2%	87%	54%	44%	50%	41%	50%
Probably	Democrat Kamala Harris	2%	2%	6%	2%	5%	5%	2%	2%	4%	2%	4%	0%	9%	2%	2%	5%	6%	5%	18%	11%	0%	5%	6%	4%	2%	5%	2%
	Definitely Green Party Jill Stein	2%	1%	0%	0%	0%	0%	1%	2%	0%	2%	0%	2%	0%	0%	3%	0%	2%	3%	0%	0%	1%	0%	0%	2%	1%	0%	
	Probably Green Party Jill Stein	2%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	1%	1%	0%	0%	0%	0%	3%	0%	0%	0%	4%	0%	0%	1%	0%	
	Definitely Independent Cornel West	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	
	Probably Independent Cornel West	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	0%	2%	2%	0%	0%	0%	0%	0%	0%	1%	0%	
Definitely	Independent Claudia De la Cruz	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Probably	Independent Claudia De la Cruz	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	3%	1%	3%	0%	0%	0%	0%	1%	0%	0%	
	Definitely Libertarian Chase Oliver	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	1%	2%	0%	0%	0%	0%	0%	0%	0%	
	Probably Libertarian Chase Oliver	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%	0%	0%	
	Undecided	5%	1%	5%	8%	6%	5%	6%	1%	6%	3%	4%	5%	2%	4%	3%	11%	42%	20%	32%	4%	2%	17%	8%	4%	3%	3%	

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

Percent Change: Generic to Presidential Ballot Full

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rohmnd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-3%	2%	-1%	-2%	-4%	1%	-2%	-1%	-2%	0%	-2%	-3%	-1%	0%	-1%	-1%	4%	-9%	-2%	-23%	-1%	-1%	-10%	-1%	-1%	-1%	0%
Democratic candidate	-3%	0%	2%	-3%	1%	-1%	-1%	-2%	-2%	-1%	0%	0%	-1%	-2%	0%	-6%	-2%	-5%	-2%	5%	0%	-1%	0%	2%	-4%	-3%	0%
Definitely the Republican candidate	-2%	-2%	-2%	1%	-4%	3%	-3%	-1%	0%	-2%	-3%	-4%	-1%	0%	-2%	3%	5%	-12%	15%	-21%	-2%	0%	-8%	-4%	-2%	1%	0%
Probably the Republican candidate	-2%	4%	1%	-3%	0%	-2%	1%	0%	-2%	2%	1%	1%	0%	-1%	1%	-4%	-1%	3%	-17%	-2%	1%	-1%	-2%	3%	1%	-2%	0%
Definitely the Democratic candidate	0%	5%	3%	0%	4%	-1%	5%	0%	1%	4%	1%	0%	4%	2%	2%	1%	7%	-5%	20%	0%	-1%	3%	6%	1%	-3%	3%	3%
Probably the Democratic candidate	-3%	-5%	-1%	-3%	-3%	-1%	-6%	-2%	-3%	-5%	-1%	0%	-5%	-4%	-2%	-7%	-9%	0%	-22%	5%	0%	-4%	-6%	1%	-1%	-6%	-3%
Unsure	1%	-2%	-2%	3%	1%	-1%	1%	-1%	2%	-2%	2%	3%	-5%	1%	0%	1%	-2%	5%	-9%	10%	1%	0%	6%	-3%	2%	1%	-1%

U.S. Senate Ballot



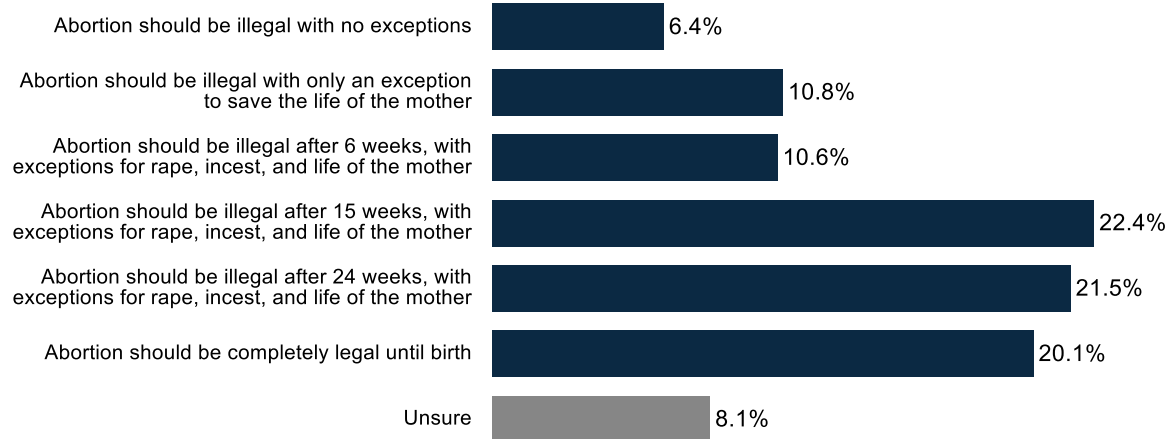
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rchmd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Hung Cao	34%	37%	49%	51%	37%	63%	43%	28%	36%	43%	49%	93%	36%	1%	49%	13%	39%	31%	46%	88%	5%	21%	38%	42%	45%	44%
Democrat Tim Kaine	56%	58%	47%	42%	62%	28%	46%	68%	55%	53%	43%	3%	52%	96%	46%	81%	44%	46%	27%	6%	90%	66%	50%	50%	49%	52%
Definitely Republican Hung Cao	28%	31%	42%	42%	28%	57%	37%	21%	29%	36%	42%	83%	24%	1%	41%	13%	37%	16%	26%	78%	3%	17%	31%	34%	36%	39%
Probably Republican Hung Cao	6%	6%	7%	9%	9%	7%	5%	6%	7%	7%	7%	10%	12%	0%	8%	1%	2%	14%	20%	11%	2%	4%	8%	8%	9%	5%
Definitely Democrat Tim Kaine	49%	53%	43%	39%	58%	25%	41%	60%	51%	48%	36%	2%	45%	90%	42%	72%	35%	31%	19%	3%	85%	51%	43%	46%	45%	49%
Probably Democrat Tim Kaine	7%	5%	4%	3%	4%	3%	4%	8%	4%	5%	7%	2%	7%	6%	4%	9%	9%	16%	8%	3%	5%	15%	8%	4%	4%	3%
Undecided	10%	5%	4%	7%	1%	8%	12%	4%	9%	5%	8%	4%	12%	3%	5%	6%	18%	23%	28%	6%	5%	14%	11%	8%	6%	4%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

Percent Change: Generic to U.S. Senate Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrnlk/Rchmd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-5%	-3%	0%	-1%	0%	-1%	-5%	-3%	-2%	-1%	-6%	-6%	1%	-1%	-2%	0%	3%	0%	-9%	-6%	0%	-8%	-5%	1%	-5%	0%
Democratic candidate	-1%	1%	2%	-1%	3%	-1%	-2%	1%	-2%	2%	0%	3%	-3%	-1%	1%	-4%	-7%	6%	3%	3%	-3%	6%	4%	-6%	0%	0%
Definitely the Republican candidate	-6%	-6%	-2%	-3%	-4%	-1%	-7%	-5%	-3%	-4%	-8%	-9%	-3%	-1%	-6%	3%	4%	16%	-18%	-9%	0%	-8%	-10%	-5%	-5%	-1%
Probably the Republican candidate	1%	3%	2%	2%	4%	0%	2%	2%	1%	4%	2%	3%	4%	-1%	3%	-3%	-2%	-17%	9%	3%	0%	0%	5%	6%	1%	0%
Definitely the Democratic candidate	-3%	3%	5%	1%	7%	1%	2%	-3%	1%	4%	-2%	2%	4%	-1%	1%	-2%	-1%	31%	2%	0%	1%	4%	0%	-8%	7%	2%
Probably the Democratic candidate	2%	-2%	-3%	-2%	-4%	-2%	-4%	4%	-2%	-2%	2%	2%	-7%	0%	0%	-3%	-6%	-25%	2%	3%	-4%	2%	5%	2%	-7%	-2%
Unsure	6%	2%	-2%	2%	-3%	3%	7%	2%	4%	-1%	6%	3%	2%	2%	1%	4%	5%	-6%	6%	3%	3%	3%	1%	6%	5%	0%

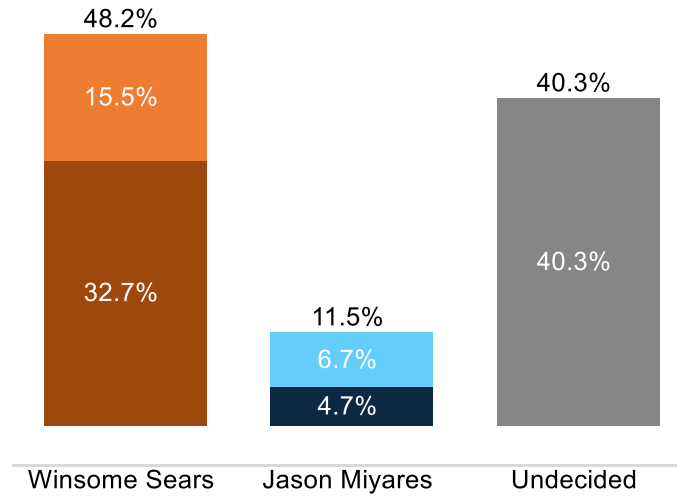
Abortion Position



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rchmd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Strict Illegal	14%	17%	18%	21%	16%	22%	20%	11%	17%	14%	24%	33%	14%	5%	18%	14%	22%	22%	20%	17%	29%	6%	17%	13%	23%	18%	16%
Abortion should be illegal with no exceptions	7%	5%	4%	10%	3%	10%	9%	4%	4%	7%	10%	11%	4%	4%	6%	11%	8%	9%	4%	5%	8%	5%	3%	4%	11%	6%	6%
Abortion should be illegal with only an exception to save the life of the mother	7%	12%	14%	11%	12%	12%	11%	7%	13%	7%	14%	22%	9%	1%	13%	3%	14%	13%	16%	12%	21%	1%	14%	9%	12%	12%	10%
Short Weeks Exceptions	33%	31%	31%	37%	26%	41%	40%	25%	27%	39%	34%	52%	35%	16%	36%	18%	22%	28%	37%	47%	52%	18%	19%	35%	33%	31%	36%
Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother	14%	10%	5%	13%	4%	12%	18%	7%	7%	13%	13%	21%	9%	2%	12%	6%	7%	12%	13%	26%	23%	2%	11%	12%	6%	11%	12%
Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother	19%	22%	26%	24%	22%	29%	21%	19%	19%	26%	21%	31%	26%	14%	24%	12%	15%	16%	24%	21%	30%	16%	8%	23%	27%	21%	23%
Long Weeks Exception: Abortion should be illegal after 24 weeks, with exceptions for rape, incest, and life of the mother	24%	20%	26%	14%	31%	11%	15%	30%	26%	19%	18%	4%	24%	36%	22%	22%	16%	11%	21%	20%	4%	36%	30%	21%	20%	22%	20%
No Limitations: Abortion should be completely legal until birth	25%	22%	15%	18%	20%	11%	18%	29%	21%	22%	16%	2%	15%	40%	17%	36%	24%	13%	11%	10%	4%	35%	26%	24%	17%	16%	22%
Unsure	4%	9%	11%	10%	7%	15%	7%	5%	9%	7%	9%	9%	13%	3%	7%	9%	15%	27%	12%	6%	11%	5%	8%	8%	6%	12%	6%

Which of the following options most closely describes your position on the issue of abortion?

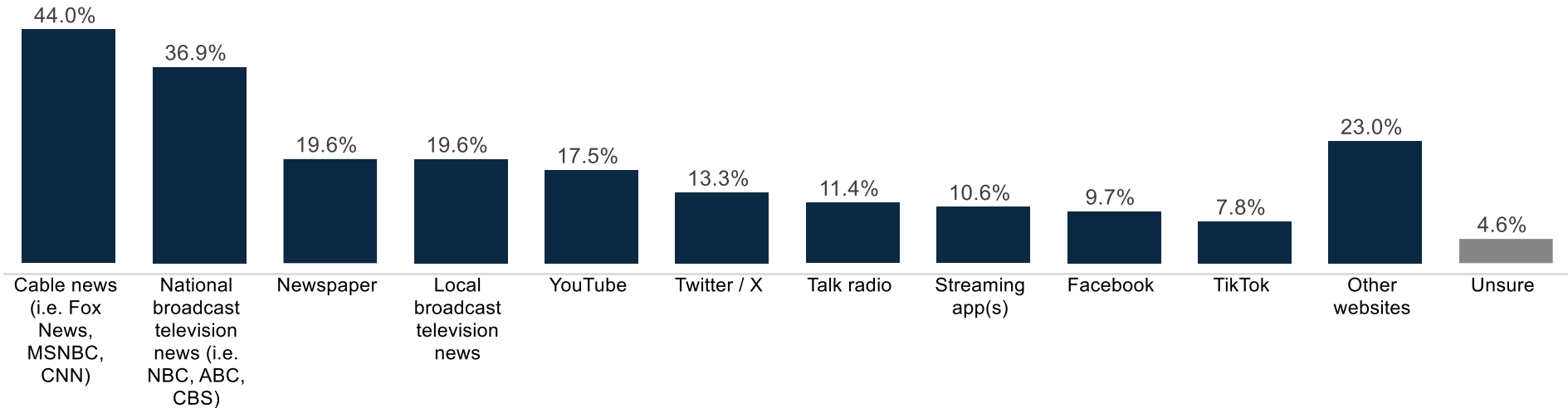
GOP Primary Gubernatorial Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rchmd	Rnk/West	Republican	Independent	White	Black	Other Race	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Winsome Sears	36%	62%	42%	56%	44%	52%	50%	45%	44%	53%	46%	59%	29%	49%	57%	42%	36%	22%	57%	17%	29%	46%	42%	49%	54%
Jason Miyares	9%	4%	20%	11%	21%	13%	3%	11%	13%	11%	11%	11%	12%	13%	0%	15%	15%	14%	10%	14%	0%	13%	12%	15%	10%
Definitely Winsome Sears	23%	39%	26%	47%	28%	40%	27%	34%	28%	37%	32%	44%	13%	33%	33%	34%	15%	9%	43%	4%	15%	29%	28%	35%	37%
Probably Winsome Sears	13%	23%	16%	10%	15%	12%	23%	11%	15%	17%	14%	15%	16%	16%	24%	8%	21%	13%	14%	13%	14%	17%	14%	14%	17%
Definitely Jason Miyares	2%	3%	8%	6%	8%	6%	1%	4%	5%	3%	6%	5%	5%	4%	0%	15%	5%	6%	4%	8%	0%	6%	5%	7%	3%
Probably Jason Miyares	7%	1%	12%	6%	13%	6%	2%	7%	7%	8%	4%	6%	7%	8%	0%	0%	10%	8%	6%	6%	0%	6%	8%	8%	7%
Undecided	56%	34%	38%	32%	35%	36%	47%	44%	44%	36%	43%	30%	59%	39%	43%	43%	49%	64%	34%	69%	71%	42%	45%	36%	35%

If the Republican primary election for Governor was held today, and you had to make a choice between the following candidates, who would you vote for?

News Source



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Washington	Nrflk/Rchmd	Rnk/West	Republican	Independent	Democrat	White	Black	Other Race	Senate Undec	Swing Voters	Double Haters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
National broadcast television news (i.e. NBC, ABC, CBS)	35%	56%	25%	32%	33%	23%	41%	47%	36%	37%	37%	20%	38%	52%	36%	53%	24%	24%	41%	35%	22%	50%	55%	40%	27%	38%	37%
Local broadcast television news	17%	28%	13%	22%	15%	20%	25%	19%	16%	22%	21%	13%	21%	23%	17%	34%	16%	26%	22%	18%	14%	24%	17%	22%	19%	17%	21%
Cable news (i.e. Fox News, MSNBC, CNN)	37%	62%	34%	48%	40%	40%	53%	42%	45%	44%	42%	49%	33%	48%	43%	54%	41%	11%	29%	30%	48%	46%	36%	47%	28%	42%	53%
Streaming app(s)	9%	7%	17%	9%	14%	13%	7%	9%	13%	10%	8%	10%	11%	11%	12%	5%	9%	12%	13%	12%	9%	12%	2%	7%	16%	9%	12%
Social Media	51%	22%	48%	19%	36%	36%	40%	38%	42%	35%	35%	41%	38%	35%	35%	39%	49%	44%	40%	39%	38%	33%	51%	45%	37%	41%	30%
TikTok	19%	0%	6%	2%	3%	4%	10%	12%	6%	9%	8%	5%	8%	11%	7%	6%	20%	5%	7%	3%	6%	8%	13%	13%	11%	5%	5%
Facebook	13%	10%	8%	6%	4%	11%	14%	9%	8%	8%	15%	13%	9%	7%	10%	7%	13%	17%	12%	8%	12%	6%	12%	13%	14%	4%	10%
Twitter / X	19%	1%	24%	3%	20%	10%	9%	14%	18%	10%	12%	15%	13%	12%	13%	9%	22%	13%	14%	19%	14%	10%	14%	18%	12%	17%	9%
YouTube	20%	13%	21%	14%	16%	21%	20%	14%	17%	20%	13%	20%	20%	15%	16%	21%	20%	20%	17%	12%	20%	15%	28%	20%	16%	19%	15%
Newspaper	15%	23%	15%	29%	30%	12%	10%	26%	26%	15%	16%	11%	20%	27%	22%	16%	16%	0%	17%	7%	12%	27%	10%	16%	19%	19%	23%
Talk radio	13%	4%	15%	12%	12%	16%	9%	10%	13%	11%	9%	15%	13%	8%	13%	6%	6%	8%	10%	18%	15%	8%	7%	5%	10%	16%	12%
Other websites	28%	21%	26%	13%	25%	17%	19%	30%	24%	21%	25%	26%	28%	18%	26%	9%	21%	32%	17%	32%	27%	21%	26%	22%	15%	28%	23%
Unsure	3%	3%	9%	3%	6%	8%	5%	1%	6%	4%	3%	6%	4%	3%	4%	1%	9%	11%	7%	6%	6%	3%	5%	1%	10%	3%	4%

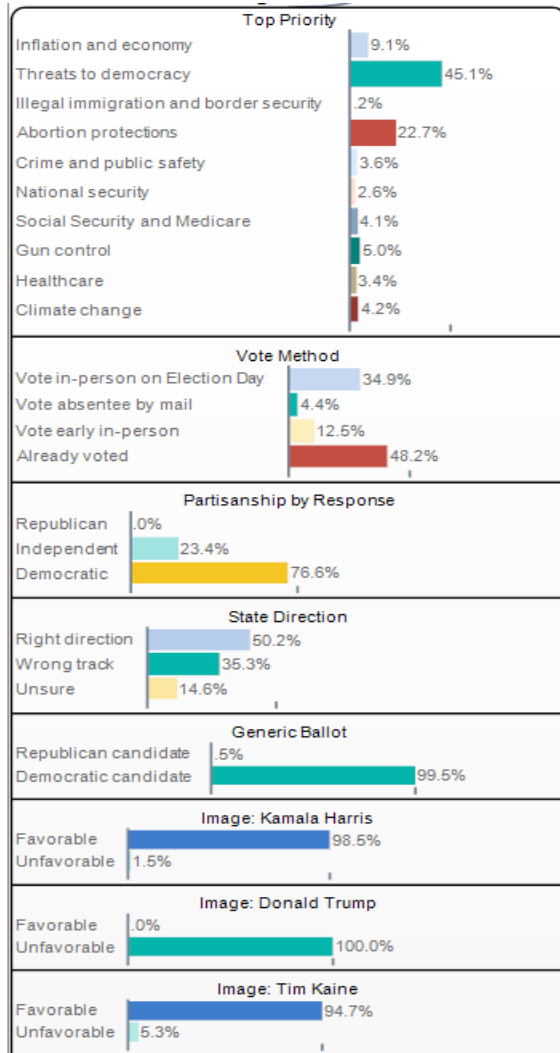
What are your primary sources for news? Select up to three options.

News Source Performance

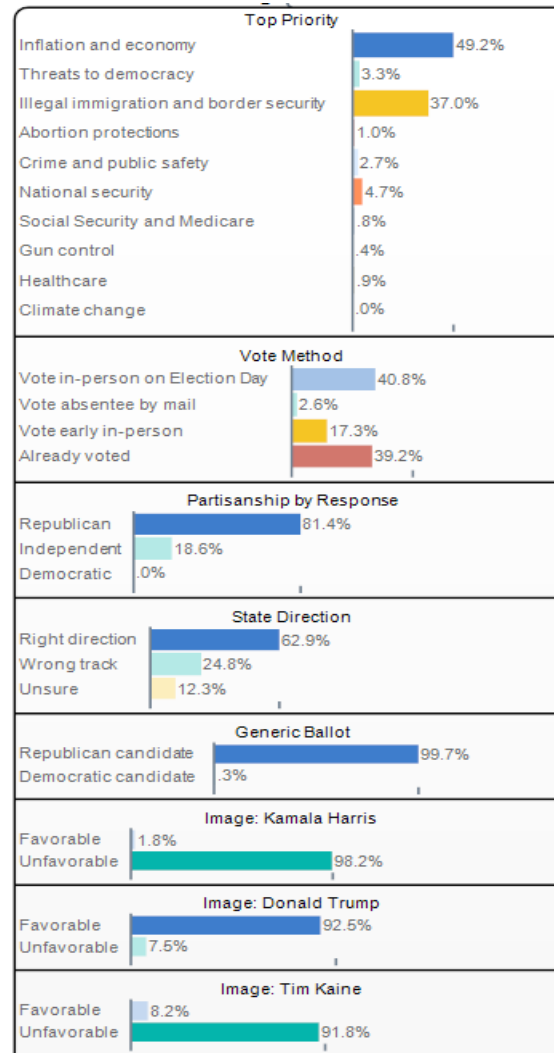
	Total	2020 Trump Voters	2024 Trump Voters	GB GOP Voters	Cao Voters	Margin (Retro)	Margin (GB)
Cable news (i.e. Fox News, MSNBC, CNN)	44.0	43.7	46.1	46.2	44.1	.4	-2.1
National broadcast television news (i.e. NBC, ABC, CBS)	36.9	24.0	23.3	23.9	23.0	-1.0	-.8
Newspaper	19.6	24.7	27.2	25.3	26.1	1.5	.8
Local broadcast television news	19.6	29.6	31.4	33.0	30.3	.7	-2.7
YouTube	17.5	44.9	47.1	49.0	44.2	-.7	-4.8
Twitter / X	13.3	42.0	56.8	57.2	55.2	13.2	-2.1
Talk radio	11.4	53.4	56.0	56.8	54.3	.9	-2.5
Streaming app(s)	10.6	34.2	41.5	41.4	41.9	7.6	.5
Facebook	9.7	47.8	59.8	58.8	52.4	4.6	-6.4
TikTok	7.8	30.2	30.4	29.7	31.6	1.4	1.9
Other websites	23.0	46.3	45.2	51.6	48.4	2.1	-3.2
Unsure	4.6	52.2	52.2	57.3	55.7	3.5	-1.7

Segmentation Analysis

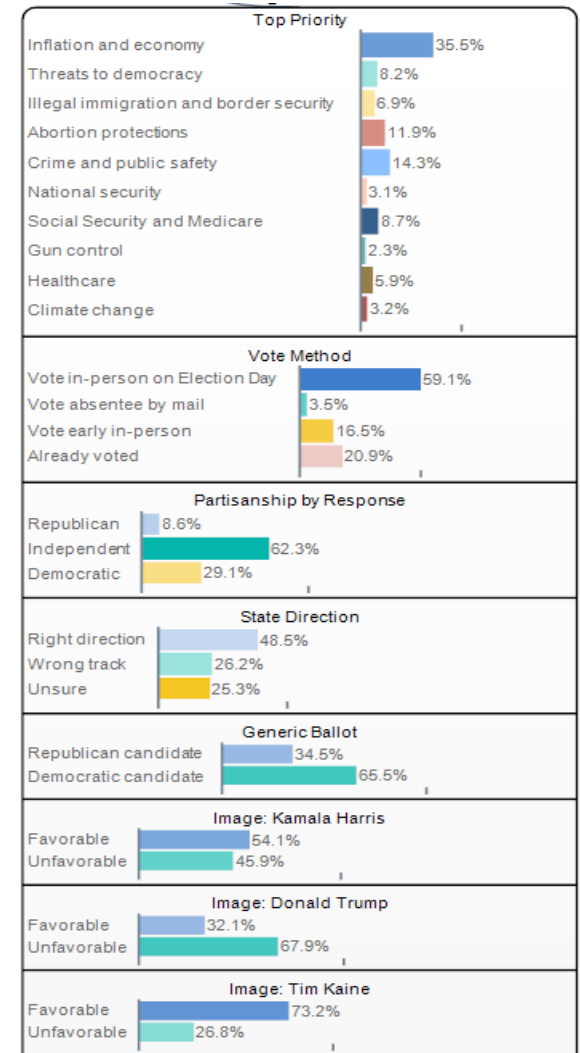
Democrats (46%)



Republicans (41%)

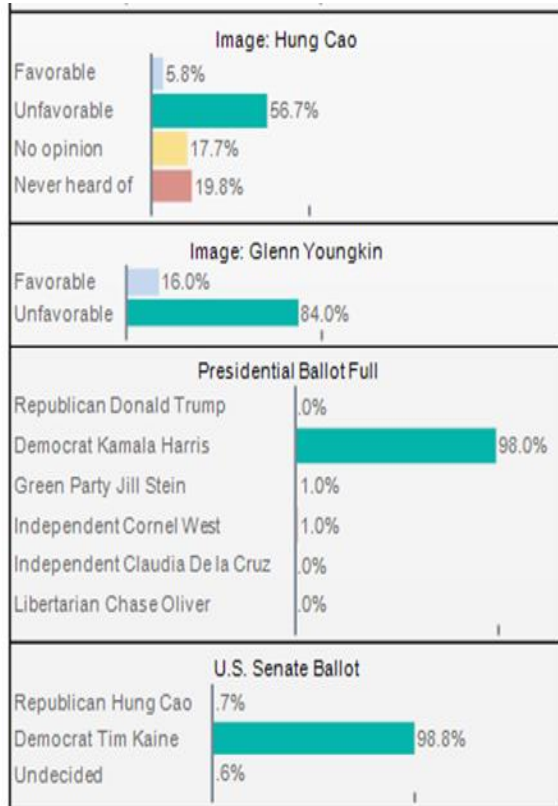


Independents (13%)

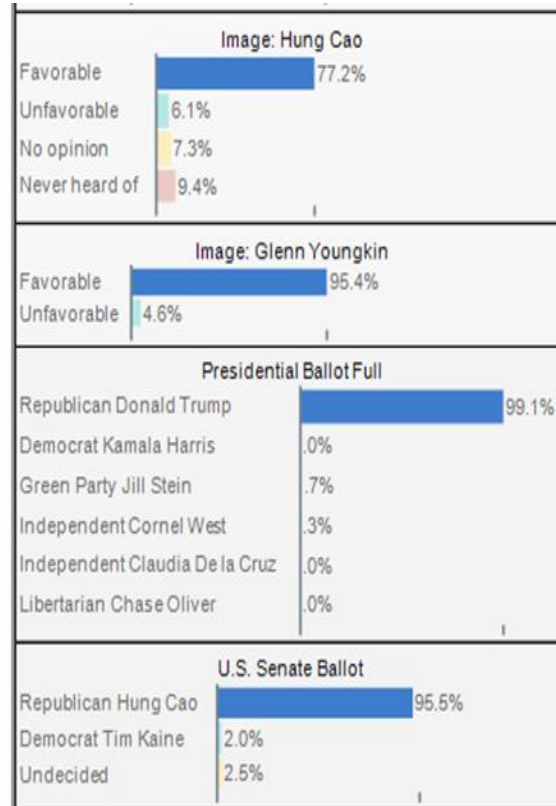


Segmentation Analysis

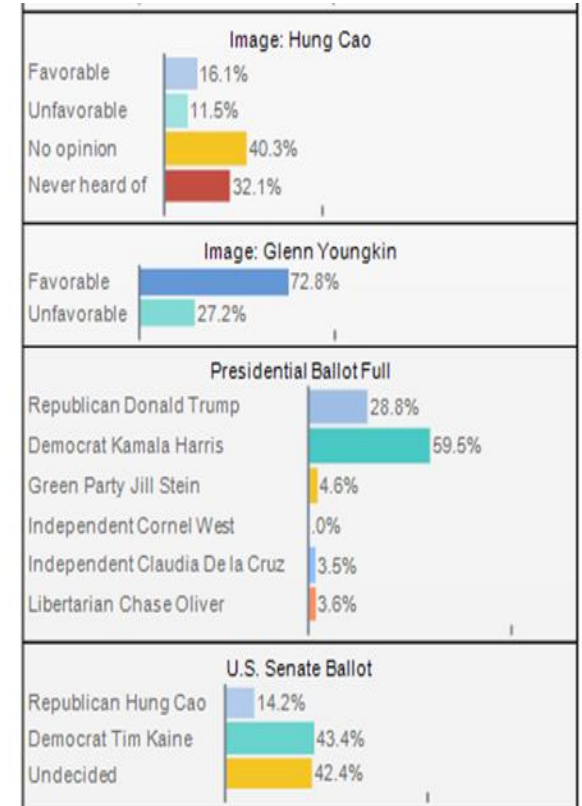
Democrats (46%)



Republicans (41%)

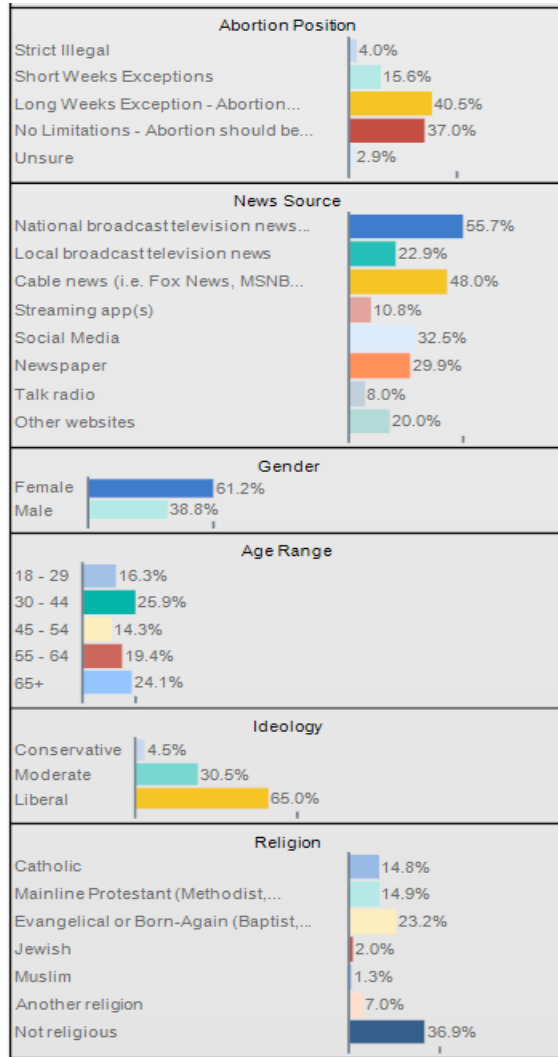


Independents (13%)

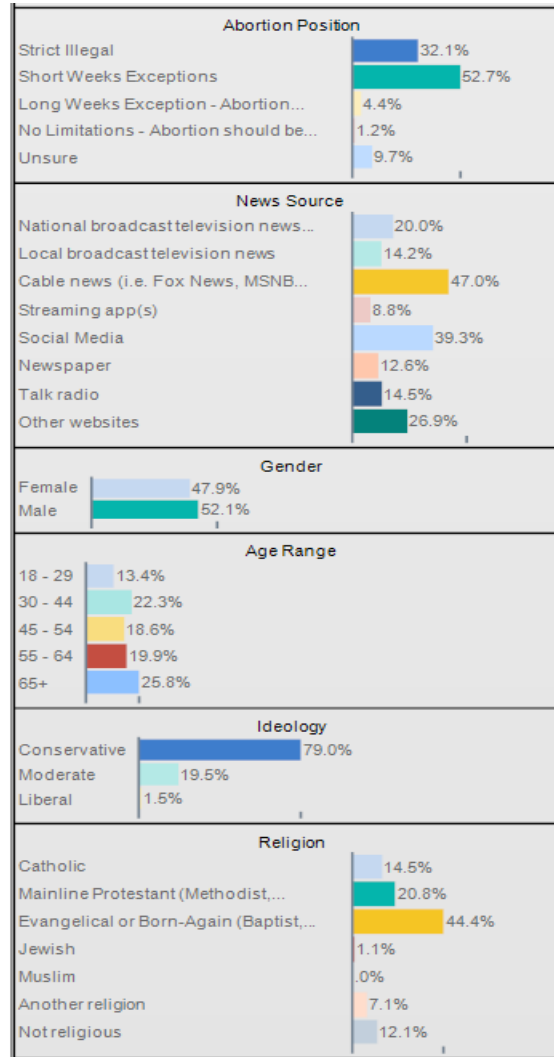


Segmentation Analysis

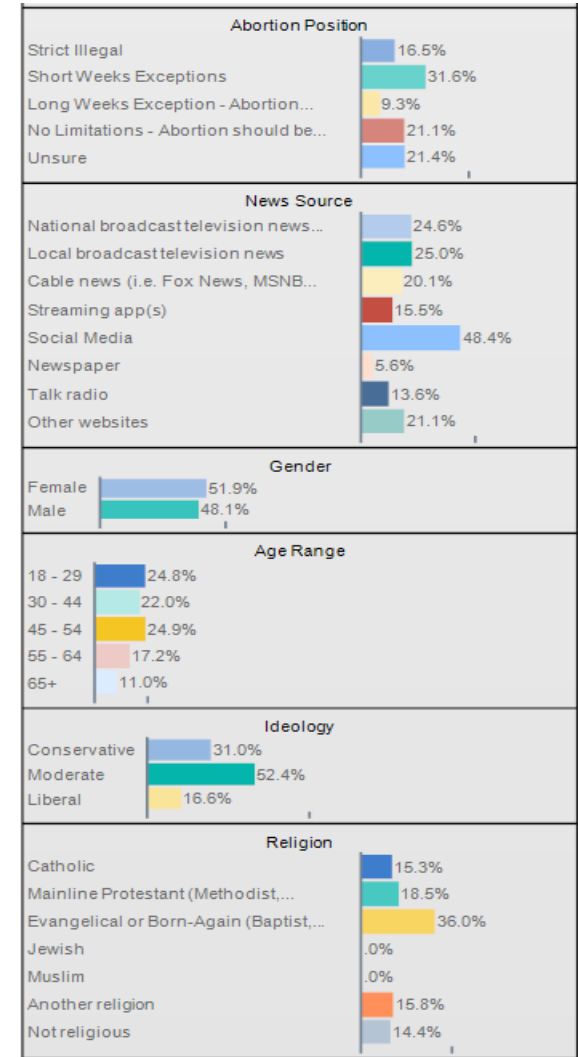
Democrats (46%)



Republicans (41%)

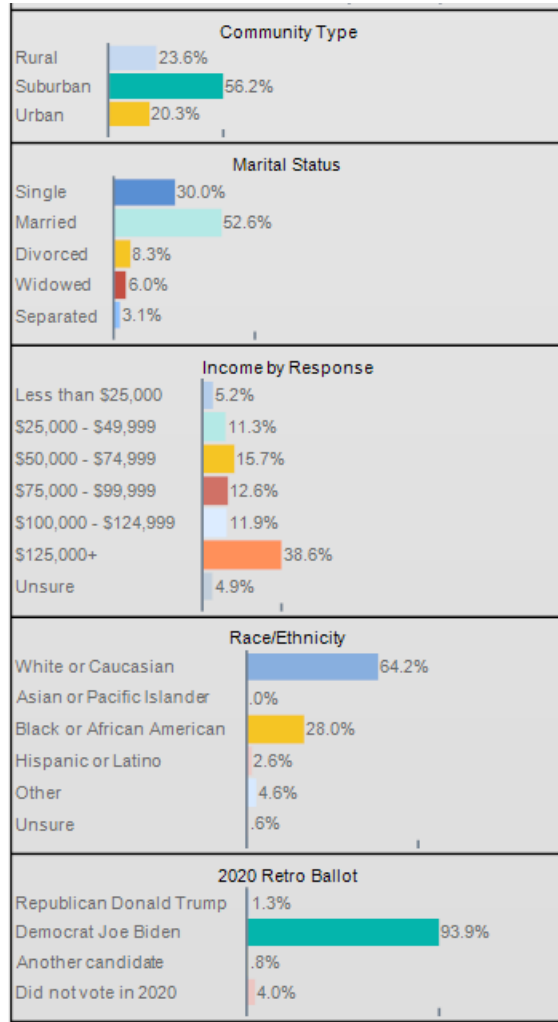


Independents (13%)

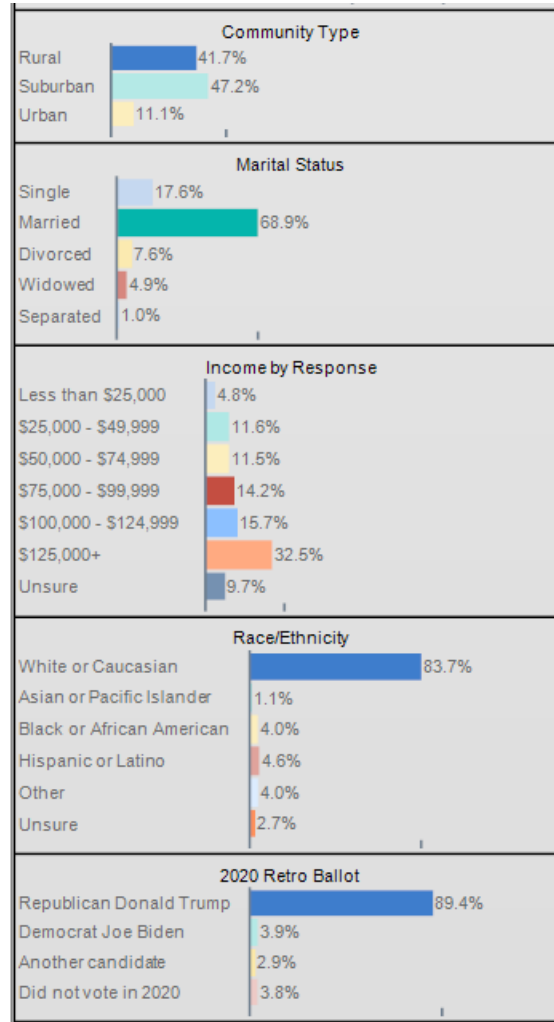


Segmentation Analysis

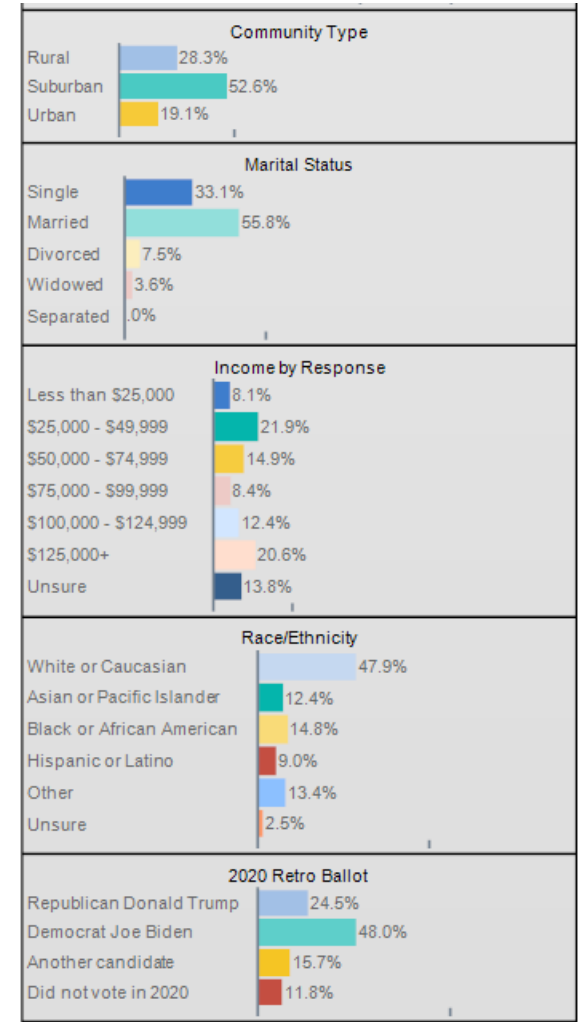
Democrats (46%)



Republicans (41%)

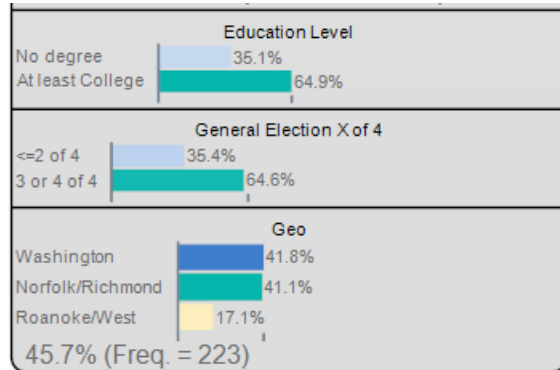


Independents (13%)

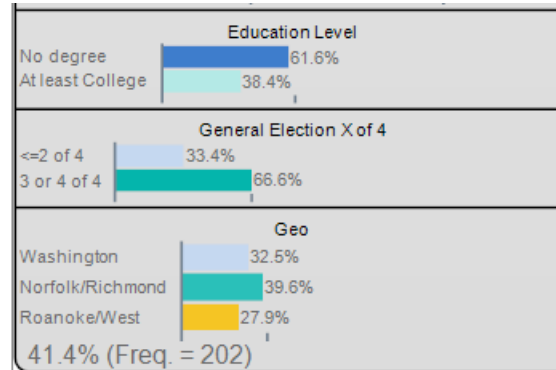


Segmentation Analysis

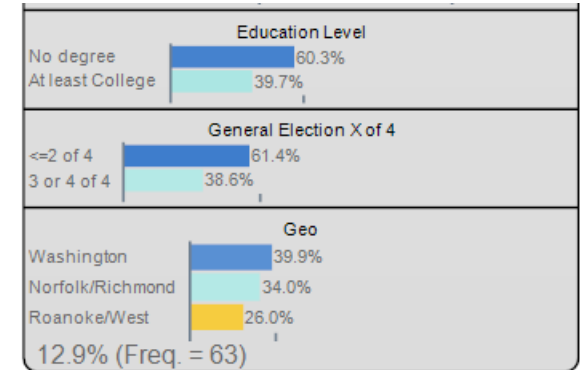
Democrats (46%)



Republicans (41%)

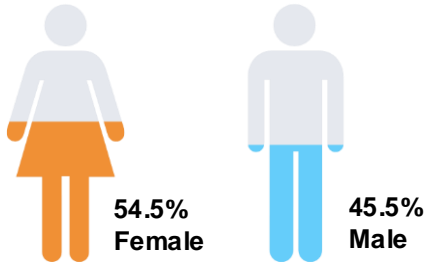


Independents (13%)

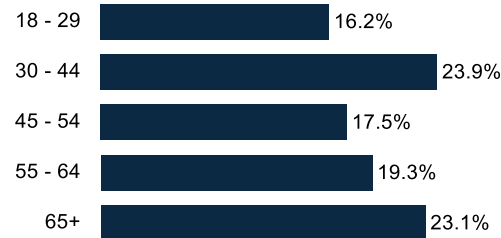


Demographics

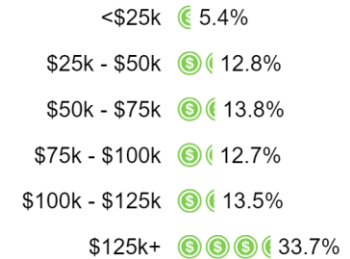
Sex



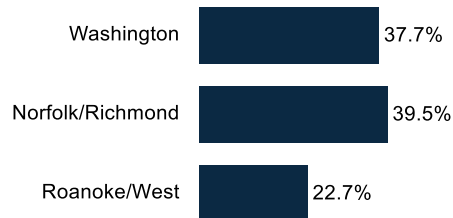
Age Range



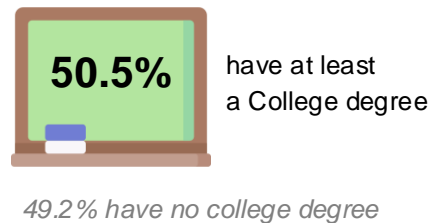
Household Income



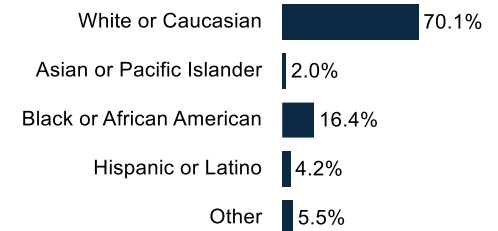
Geo - DMA



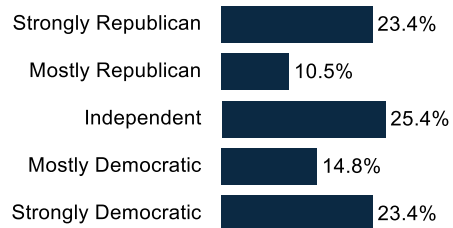
Education



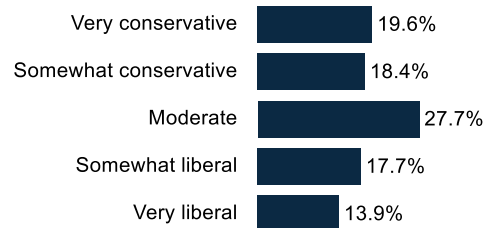
Race/Ethnicity



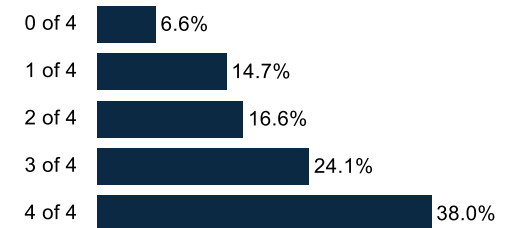
Partisanship



Ideology



Election X of 4



Sample size: 600

Methodology

This probabilistic survey was conducted October 27 - 29, 2024, in English, using registration-based sampling (RBS) techniques. A total of 600 respondents registered to vote in the State of Virginia participated via SMS-to-web and live phone interviews. The survey has a margin of error of $\pm 4.00\%$ at the 95% confidence level.

Voter contact lists were sourced from Cygnal's proprietary voter file, which is regularly updated and maintained to reflect current voter registrations. The sample was stratified by geography (DMA groupings), registered political party, gender, and age to ensure representativeness. Each potential respondent was assigned a unique URL for survey entry through Qualtrics. Data quality protocols included checks for length of interview outliers, straightlining, duplicate IP addresses, and voter demographic consistency with the voter file.

The survey data were weighted to reflect the 2024 General Election Likely Voter population. Weighted variables include geography, gender, age, registered political party, race, and education. Population estimates for geography, gender, age, and political party were derived from Cygnal's proprietary voter file. Estimates for race and education were sourced from the 2022 American Community Survey and adjusted for a likely voter audience based on historical voting patterns and stated intent to vote.

Question wording on the topline is consistent with the survey script and delivery in Qualtrics and by live interviewers. This survey was conducted internally by Cygnal's team and was not sponsored by any third party.