



**CYGNAL**

**Survey of Likely General Election Voters**

Virginia Statewide

*Conducted October 6 - 7, 2025*

n=600 |  $\pm 3.98\%$

**Q1. Vote Method:** How do you plan to vote in the November 4, 2025, general election for Governor, Attorney General, and Virginia House of Delegates?

	10/7/25	9/7/25
<b><u>Vote in-person on Election Day</u></b>	<b><u>52.3%</u></b>	<b><u>53.3%</u></b>
Definitely vote in-person on Election Day	41.2%	38.8%
Probably vote in-person on Election Day	11.1%	14.5%
<b><u>Vote absentee by mail</u></b>	<b><u>5.0%</u></b>	<b><u>12.7%</u></b>
Definitely vote absentee by mail	3.9%	8.9%
Probably vote absentee by mail	1.1%	3.8%
<b><u>Vote early in-person</u></b>	<b><u>29.2%</u></b>	<b><u>34.0%</u></b>
Definitely vote early in-person	18.7%	17.7%
Probably vote early in-person	10.4%	16.3%
<b><u>Already voted</u></b>	<b><u>13.5%</u></b>	-
Already voted absentee by mail	4.1%	-
Already voted early in-person	9.4%	-
Total	100.0%	100.0%

**Q2. Generic Ballot:** If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Virginia House of Delegates?

	10/7/25	9/7/25
<b><u>Republican candidate</u></b>	<b><u>44.3%</u></b>	<b><u>42.9%</u></b>
Definitely the Republican candidate	39.2%	37.4%
Probably the Republican candidate	5.1%	5.5%
<b><u>Democratic candidate</u></b>	<b><u>48.5%</u></b>	<b><u>49.9%</u></b>
Definitely the Democratic candidate	44.4%	43.9%
Probably the Democratic candidate	4.1%	6.1%
Unsure	7.2%	7.2%
Total	100.0%	100.0%

**Q3 - Q4. Images:** For each of the following, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you haven't heard of a name, choose so.

**Q3. Image:** Jason Miyares

	10/7/25	9/7/25
<b><u>Favorable</u></b>	<b><u>36.6%</u></b>	<b><u>27.9%</u></b>
Very favorable	24.5%	18.7%
Somewhat favorable	12.1%	9.3%
<b><u>Unfavorable</u></b>	<b><u>31.2%</u></b>	<b><u>20.8%</u></b>
Somewhat unfavorable	10.7%	8.3%
Very unfavorable	20.5%	12.6%
No opinion	12.3%	16.0%
Never heard of	19.9%	35.2%
Total	100.0%	100.0%

**Q4. Image:** Jay Jones



	10/7/25	9/7/25
<b><u>Favorable</u></b>	<b><u>27.4%</u></b>	<b><u>24.1%</u></b>
Very favorable	9.8%	11.3%
Somewhat favorable	17.6%	12.8%
<b><u>Unfavorable</u></b>	<b><u>43.5%</u></b>	<b><u>19.6%</u></b>
Somewhat unfavorable	9.3%	7.0%
Very unfavorable	34.2%	12.6%
No opinion	15.1%	15.8%
Never heard of	14.0%	40.5%
Total	100.0%	100.0%

**Q5. Gubernatorial Ballot:** Thinking about the November 4, 2025, general election... If the general election for Governor was held today, and you had to make a choice, who would you vote for?

	10/7/25	9/7/25
<b><u>Republican Winsome Earle-Sears</u></b>	<b><u>45.2%</u></b>	<b><u>43.2%</u></b>
Definitely Republican Winsome Earle-Sears	40.4%	37.3%
Probably Republican Winsome Earle-Sears	4.8%	5.9%
<b><u>Democrat Abigail Spanberger</u></b>	<b><u>49.2%</u></b>	<b><u>50.3%</u></b>
Definitely Democrat Abigail Spanberger	46.3%	45.6%
Probably Democrat Abigail Spanberger	2.9%	4.7%
Undecided	5.6%	6.6%
Total	100.0%	100.0%

**Q6. Attorney General Ballot:** If the general election for Attorney General was held today, and you had to make a choice, who would you vote for?

	10/7/25	9/7/25
<b><u>Republican Jason Miyares</u></b>	<b><u>45.8%</u></b>	<b><u>42.5%</u></b>
Definitely Republican Jason Miyares	39.1%	33.7%
Probably Republican Jason Miyares	6.7%	8.9%
<b><u>Democrat Jay Jones</u></b>	<b><u>43.7%</u></b>	<b><u>46.4%</u></b>
Definitely Democrat Jay Jones	31.8%	36.8%
Probably Democrat Jay Jones	12.0%	9.6%
Undecided	10.5%	11.1%
Total	100.0%	100.0%

**Q7. Lieutenant Governor Ballot:** If the general election for Lieutenant Governor was held today, and you had to make a choice, who would you vote for?

	10/7/25	9/7/25
<b><u>Republican John Reid</u></b>	<b><u>44.1%</u></b>	<b><u>44.3%</u></b>
Definitely Republican John Reid	37.0%	35.0%
Probably Republican John Reid	7.2%	9.3%
<b><u>Democrat Ghazala Hashmi</u></b>	<b><u>46.5%</u></b>	<b><u>44.2%</u></b>
Definitely Democrat Ghazala Hashmi	39.4%	35.2%
Probably Democrat Ghazala Hashmi	7.1%	9.0%
Undecided	9.4%	11.5%



Total	100.0%	100.0%
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**Q8. Attorney General Ballot – Informed:** Now knowing this information... If the general election for Attorney General was held today, and you had to make a choice, who would you vote for?

	Freq.	%
<b><u>Republican Jason Miyares</u></b>	<b><u>278</u></b>	<b><u>46.4%</u></b>
Definitely Republican Jason Miyares	253	42.2%
Probably Republican Jason Miyares	25	4.2%
<b><u>Democrat Jay Jones</u></b>	<b><u>240</u></b>	<b><u>40.0%</u></b>
Definitely Democrat Jay Jones	170	28.3%
Probably Democrat Jay Jones	70	11.7%
Undecided	82	13.7%
Total	600	100.0%

**Q9. News Source:** What are your primary sources for news? Select up to three options.

	10/7/25	9/7/25
National broadcast television news (i.e. NBC, ABC, CBS)	32.2%	36.3%
Local broadcast television news	26.0%	27.2%
Cable news (i.e. Fox News, MSNBC, CNN)	39.2%	39.1%
Streaming app(s) (i.e. YouTube TV, Hulu)	14.3%	15.2%
<b><u>Social media</u></b>	<b><u>39.9%</u></b>	<b><u>33.2%</u></b>
TikTok	6.7%	6.1%
Facebook	17.3%	15.5%
Twitter / X	11.0%	7.5%
YouTube	12.8%	11.2%
Newspaper	18.5%	17.3%
Talk radio	14.5%	11.3%
Podcasts	14.8%	13.0%
AI, like ChatGPT	1.8%	1.3%
Other websites	21.4%	24.5%
Unsure	4.1%	1.6%
Total	100.0%	100.0%

**Q10. Gender**

	Freq.	%
Female	324	54.0%
Male	276	46.0%
Total	600	100.0%

**Q11. Age Range**

	Freq.	%
<b><u>Under 55</u></b>	<b><u>297</u></b>	<b><u>49.5%</u></b>
18 - 29	59	9.8%
30 - 44	127	21.1%
45 - 54	112	18.6%
<b><u>55 and Over</u></b>	<b><u>303</u></b>	<b><u>50.5%</u></b>
55 - 64	137	22.8%
65+	166	27.6%
Total	600	100.0%



**Q12. Partisanship by Response**

	Freq.	%
<b><u>Republican</u></b>	<b><u>227</u></b>	<b><u>37.8%</u></b>
Strongly Republican	124	20.7%
Mostly Republican	103	17.1%
<b><u>Independent</u></b>	<b><u>134</u></b>	<b><u>22.4%</u></b>
<b><u>Democratic</u></b>	<b><u>223</u></b>	<b><u>37.1%</u></b>
Mostly Democratic	92	15.4%
Strongly Democratic	131	21.8%
Unsure	16	2.7%
Total	600	100.0%

**Q13. Ideology**

	Freq.	%
<b><u>Conservative</u></b>	<b><u>252</u></b>	<b><u>42.0%</u></b>
Very conservative	120	20.0%
Somewhat conservative	132	22.0%
<b><u>Moderate</u></b>	<b><u>152</u></b>	<b><u>25.4%</u></b>
<b><u>Liberal</u></b>	<b><u>174</u></b>	<b><u>29.0%</u></b>
Somewhat liberal	96	15.9%
Very liberal	78	13.1%
Unsure	22	3.6%
Total	600	100.0%

**Q14. Race/Ethnicity**

	Freq.	%
White or Caucasian	439	73.1%
Asian or Pacific Islander	12	2.1%
Black or African American	93	15.5%
Hispanic or Latino	19	3.1%
Other	26	4.3%
Unsure	12	2.0%
Total	600	100.0%

**Q15. Education Level**

	Freq.	%
<b><u>No degree</u></b>	<b><u>283</u></b>	<b><u>47.1%</u></b>
Some high school	1	0.1%
High school diploma/GED	63	10.5%
Technical Certification	27	4.5%
Some college or Associate's Degree	192	32.1%
<b><u>At least College</u></b>	<b><u>317</u></b>	<b><u>52.9%</u></b>
Four-year undergraduate or Bachelor's Degree	165	27.5%
Graduate degree or further	153	25.4%
Unsure	0	0.0%



Total	600	100.0%
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#### Q16. Off-Year General Election X of 4

	Freq.	%
0 of 4	18	3.1%
1 of 4	92	15.3%
2 of 4	87	14.4%
3 of 4	126	21.0%
4 of 4	277	46.2%
Total	600	100.0%

#### Q17. Geo

	Freq.	%
Washington	219	36.4%
Norfolk/Richmond	246	41.0%
Roanoke/West	135	22.5%
Total	600	100.0%

#### Q18. Geo - DMA

	Freq.	%
<b><u>Washington</u></b>	<b><u>219</u></b>	<b><u>36.4%</u></b>
<b><u>Norfolk/Richmond</u></b>	<b><u>246</u></b>	<b><u>41.0%</u></b>
Richmond-Petersburg	127	21.1%
Norfolk-Portsmouth-Newport News	119	19.9%
Raleigh-Durham	0	0.0%
<b><u>Roanoke/West</u></b>	<b><u>135</u></b>	<b><u>22.5%</u></b>
Charlottesville	19	3.1%
Harrisonburg	18	3.1%
Roanoke-Lynchburg	78	13.0%
Tri-Cities TN-Va	17	2.8%
Bluefield-Beckley-Oak Hill	3	0.5%
Greensboro-High Point-Winston-Salem	1	0.1%
Total	600	100.0%

## METHODOLOGY

This probabilistic survey was conducted October 6 - 7, 2025, with 600 likely general election voters. It has a margin of error of  $\pm 3.98\%$ . Known registered voters were interviewed via live phones and SMS. This survey was weighted to a likely general election voter universe.

## ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

