To: Interested Parties
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**Subject:** Likely 2025 Virginia Voters Survey Findings

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Pantheon Insight and HarrisX conducted a survey of n=1,000 likely 2025 voters in Virginia on behalf of VirginiaFree. The survey was conducted online from May 9-13, 2025. The survey sample was sourced from multiple industry-leading online sample panels. Throughout the data collection process, HarrisX used in-house technology tools to ensure data quality including authenticating survey respondents. The data was weighted by geography, gender, age, 2024 ballot, and education to reflect a likely 2025 electorate The data has a confidence interval of ± 3.1%.

Governor Youngkin Earns Majority Approval, while a Majority Disapprove of President Trump

There is a dividing line between what is happening on the federal level and what is happening on the state level, with the ballots for this November's elections splitting the difference.

For example, while a majority of 2025 likely voters in Virginia disapprove of the job President Trump (56%) is doing, a majority approve of the job Governor Youngkin is doing (54%) in his role. Youngkin enjoys more cross-partisan support than President Trump, with 24% of Democrats and 53% of Independents approving, compared to the 9% of Democrats and 39% of Independents who approve of the job Trump is doing as President.

28% of minority voters approve of the job Trump is doing as president, while 42% approve of the job Youngkin is doing as governor.
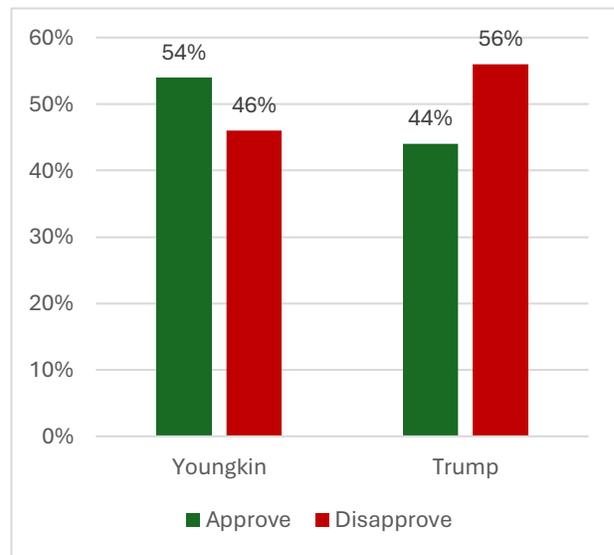
Spanberger Leads Sears, Though the Race Remains Close

On a two-way ballot for the Gubernatorial race in November, Spanberger leads outside the margin of error (52%-48%), and her base of support is stronger: with 31% "definitely" supporting Spanberger compared to 23% for Sears. Both candidates have their partisan bases largely consolidated, with 91% of Democrats supporting Spanberger and 92% of Republicans supporting Sears. Independents lean toward Spanberger 53% to 47%. Nearly a third of Black voters (32%) support Sears.

- Definitely Spanberger
- Probably Spanberger
- Lean Spanberger
- Lean Sears
- Probably Sears
- Definitely Sears
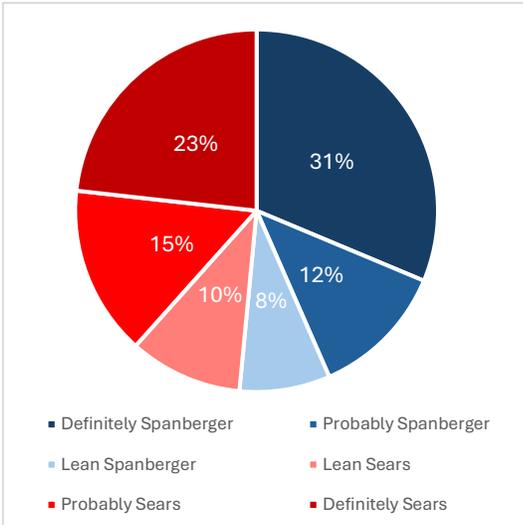
The education divide is noticeable in the data, with voters with college degrees supporting Spanberger by 14 points (57%-43%), while voters without college degrees support Sears by 7 points (53%-46%).

Geographically, Spanberger holds leads in the Washington DC media market, while Sears leads in Roanoke and the collection of smaller media markets around the Commonwealth. The Richmond and Norfolk markets will be the primary battleground areas with Spanberger leading 50%-49% and 51%-49% in the markets respectively.

When looking at those reporting a high level of interest in the election (7-10/10), Spanberger's lead expands to 7 points: 53%-46%. Among those who report a very high level of interest in the election (10/10), Spanberger leads 60% to 40%.

Adding a third-party candidate in the race brings the ballot within the margin of error for Spanberger and Sears. Former Congressman Denver Riggleman would earn 7% of the vote, drawing from both Sears (45%) and Spanberger (48%).
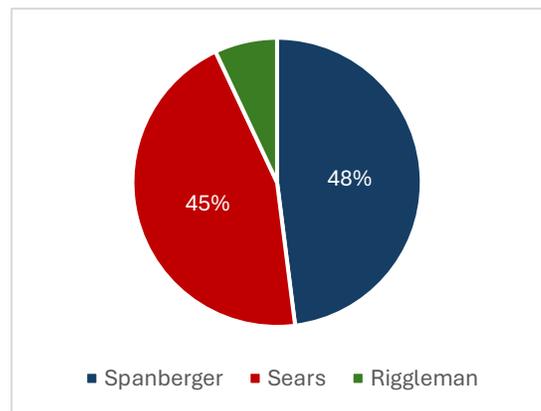
With the entrance of a third-party candidate, Sears' support among Black voters falls to 23% (-9) while Spanberger's support remains largely constant (68%, +1).

- Spanberger
- Sears
- Riggleman

The contest for the General Assembly also leans Democratic statewide, with a generic Democrat candidate earning 53% of the vote to a Republican's 47%.

There are potential downward pressures on Republican candidates in the DC and Norfolk markets from Federal policies. These geographies are where President Trump's approval ratings are lowest, and where there are heavy concentrations of federal employees and the areas most opposed to DOGE (58% and 59% respectively).

Democrats are More Interested in the Election

In a potential warning sign for Republican turnout, Democrats are showing more interest in the election with 86% saying they will "definitely" vote in November's elections, compared to 76% of Republicans and 74% of Independents. Further demonstrating an interest gap, 47% of Democrats

report being 10/10 interested in the election, while only 35% of Republicans report the same. 32% of Independents report being 10/10 interested.

Consistent with expectations for off-year elections, college-educated voters report being more interested (46% 10/10) in the election than voters without a college degree (33% 10/10) and seniors, 65+, report being more interested (54% 10/10) than younger voters (26% among 18–34-year-olds).

About Pantheon Insight

Pantheon Insight is a public opinion research and data strategy firm founded by Amanda Iovino and Ken Nunnenkamp. We specialize in high-quality polling, message testing, and actionable analysis for political campaigns, advocacy groups, and corporate clients. With extensive, award-winning experience on the front lines of competitive campaigns, we bridge the gap between data and strategy—helping our clients win with clarity and confidence.

About HarrisX

HarrisX is a global public opinion research, data analytics, and strategy consulting company that leverages cutting-edge technology, data and creativity to drive strategic growth for our clients. We have a deep history marrying behavioral data with attitudinal surveys, survey-based statistics, and 3rd party data to provide comprehensive business answers for clients and rich storytelling. In 2020, the presidential election polling we conducted with TheHill.com was recognized by many outlets as one of, and in some cases, the most accurate poll, beating out major legacy academic and private polling institutions. In 2024, our final U.S. presidential poll indicated the race tied nationally and leaning towards Trump in key battleground states, correctly calling 5 out of 7 states for the Republican Nominee. The Harvard CAPS / Harris Poll, conducted by HarrisX in partnership with the Center for American Political Studies at Harvard University, is one of the nation's most respected public opinion trackers — widely cited by major media and relied on by policymakers, business leaders, and analysts for timely, accurate insights.