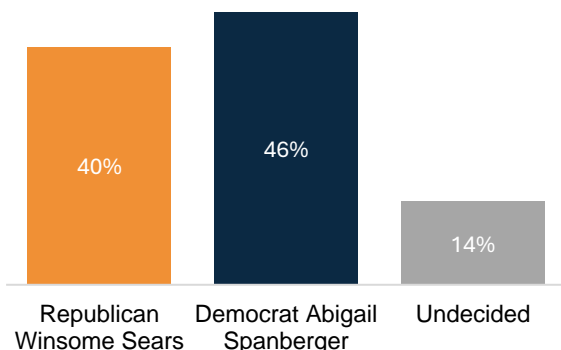# Virginia Governor Race Poll: Sears Positioned for Strong Showing

DATE: Monday, March 3, 2025
TO: Interested Parties
FROM: Brent Buchanan, President & Founder, Cygnal
RE: Survey of n600 Likely 2025 General Election Voters

Republican Winsome Sears: 40%
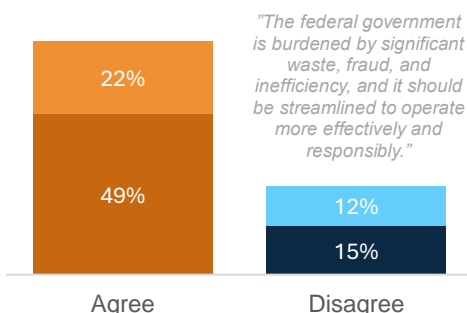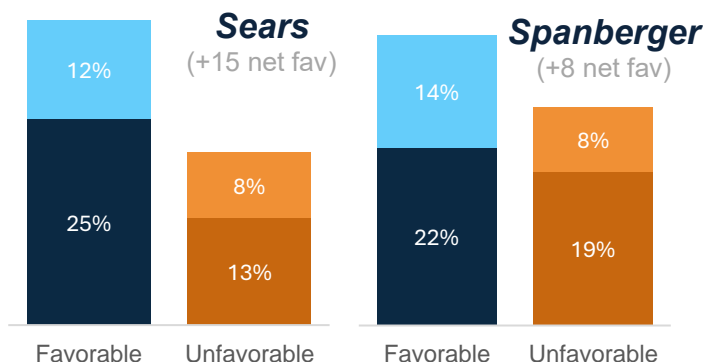Democrat Abigail Spanberger: 46%
Undecided: 14%

The governor's race is tight as the environment favors Sears.

- In a state Harris won by 6, Spanberger currently leads by the same margin, showing a competitive race under a Trump presidency.
- The generic ballot is even tighter with Democrats only leading by 3 points.
- Voters undecided on the named ballot break for a generic Republican candidate by more than 2:1 – a key opportunity for Sears.

52% believe Virginia is headed in the right direction, including 51% of Independents.

Sears's net favorability is 2x Spanberger's.

- Sears (37 fav, 22 unfav) has a +15 net-favorability, outpacing Spanberger, who sits at +8.
- Among swing voters, Sears advantage grows to +25 net fav compared to Spanberger whose net-favorability shrinks a +4 margin.
- Sears has an opportunity to expand her ballot share with non-white voters. Spanberger is underperforming a generic Democrat with non-white voters by an 8-point margin, while Sears is just 2 points behind the generic Republican.

Sears (+15 net fav)
Favorable: 25%, 12%
Unfavorable: 13%, 8%

Spanberger (+8 net fav)
Favorable: 22%, 14%
Unfavorable: 19%, 8%

"The federal government is burdened by significant waste, fraud, and inefficiency, and it should be streamlined to operate more effectively and responsibly."

Agree: 49%, 22%
Disagree: 15%, 12%

DOGE's purpose is supported by a huge majority of voters.

- There is broad support across the board with 71% of voters backing DOGE's push to streamline the federal government, including 76% of independents and 78% of swing voters
- Even those least expected to support it agree: nearly 60% of households with a federal employee and even 46% plurality of Democrats agree with DOGE's purpose, showing bipartisan appeal.

Methodology: This probabilistic survey was conducted February 26 – 27, 2025, with n600 likely 2025 general election voters. It has a margin of error of ±3.98%. Known registered were interviewed via text-to-web survey and live phone interviews. This survey was weighted to a 2025 general election audience.