

TO: Jay Jones for Attorney General
FROM: Hart Research Associates
DATE: October 8, 2025
RE: Just-completed statewide survey shows tight contest remains for attorney general

Between October 4 and 6, 2025, Hart Research conducted statewide survey of 600 Virginia voters via landline, cell phone, and text-to-web. The survey is representative of a November 2025 election in terms of gender, age, and race; in addition, 44% of survey respondents identified themselves as Democrats, 41% as Republicans. And the 2024 recalled vote was 52% Harris, 46% Trump. Finally, more than four-fifths of the interviews were conducted October 5 (Sunday) and 6 (Monday).

The media reports Friday early afternoon and the resulting weekend coverage of Jay Jones' text messages had an impact on the candidate's image and to some extent on the attorney general election, **but the Jones-Miyares race remains highly competitive with Jay still holding a slight 46%-45% advantage in the trial heat.**

Jay's image has suffered some erosion during the events of the last few days; when asked their impressions of Jay based on what they had read, seen, or heard recently, fully 44% of voters say they feel LESS favorable toward him, compared to 12% more favorable.

However, our survey shows that the overall dynamics in the 2025 elections in Virginia remain unchanged AND favorable to Democrats (and to Jay's prospects):

Jay maintains solid support with Democrats and trails narrowly with Independents (albeit within the margin of error at 41% Jones, 42% Miyares)—which is the subgroup where the texting news has had the most impact on Jay. Even here the survey data suggests this group could be turned around in the next month; Donald Trump is severely underwater among Independents at 42% positive and 57% negative.

In summary, last Friday's initial news report and the resulting media coverage is not surprisingly having an impact on Jay Jones' standing with Virginia voters; but the impact on the attorney general election has not been as profound, and while Jay's solid lead in the past few weeks has been narrowed, there is still a strong path to victory in November.