



TO: INTERESTED PARTIES

FROM: CARLY COOPERMAN
KEN O'BRIEN

DATE: September 29, 2025

RE: EVERYTOWN VIRGINIA 2025 POLLING SUMMARY

Virginia 2025 Poll Findings

Schoen Cooperman Research has interviewed likely November 2025 voters to assess multiple issues that have been debated in advance of the General Assembly elections, especially gun violence prevention. To summarize, our poll found that:

Table 1. Summary of Findings	
1)	➤ Public Safety is a top issue for Virginia voters, ahead of healthcare, the job market, and immigration.
2)	➤ A candidate's position on guns is highly important to their vote. Further, Virginia voters are more likely to vote for a candidate who supports strengthening gun safety laws vs. a candidate who opposes taking any action to address gun violence.
3)	➤ In terms of gun laws in Virginia, only 12 percent believe they should be weaker while nearly 80% of voters believe they should be made stronger or be kept as they are now.
4)	➤ By a more than 2 to 1 margin, voters believe it is more important to protect people from gun violence than to prioritize the rights of gun owners.
5)	➤ Lastly, there is broad majority support for all gun safety policies tested.

1)

- Public Safety is a top issue for Virginia voters, ahead of healthcare, the job market, and immigration.

2)

- A candidate's position on guns is highly important to their vote. Further, Virginia voters are more likely to vote for a candidate who supports strengthening gun safety laws vs. a candidate who opposes taking any action to address gun violence.

3)

- In terms of gun laws in Virginia, only 12 percent believe they should be weaker while nearly 80% of voters believe they should be made stronger or be kept as they are now.

4)

- By a more than 2 to 1 margin, voters believe it is more important to protect people from gun violence than to prioritize the rights of gun owners.

5)

- Lastly, there is broad majority support for all gun safety policies tested.

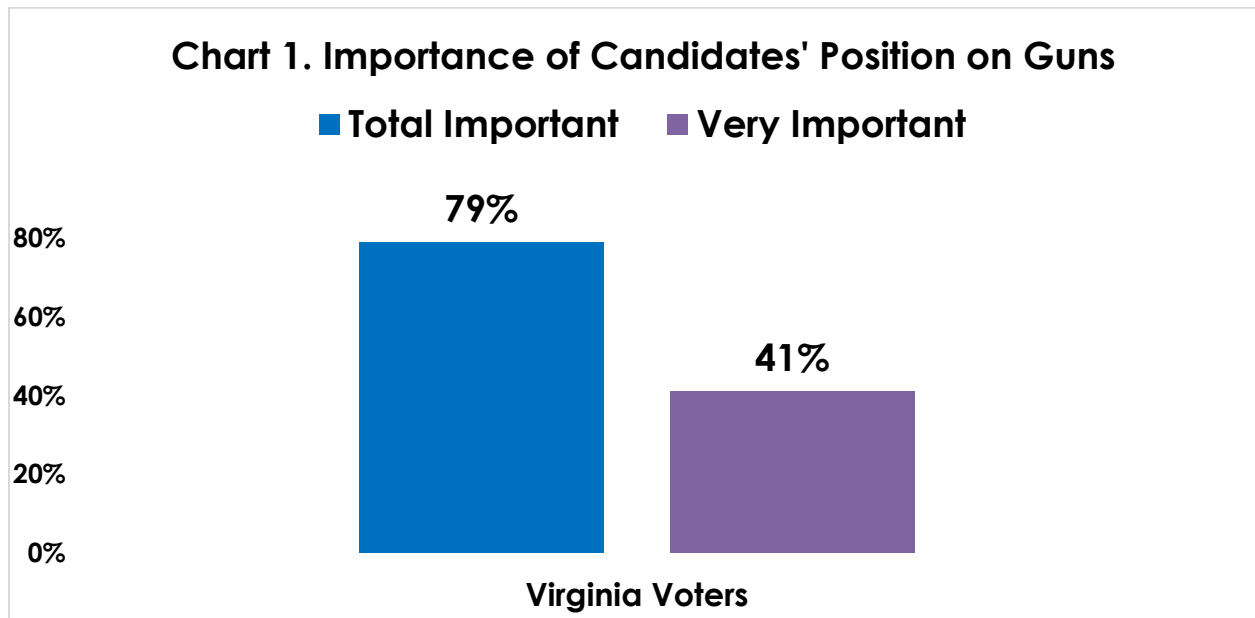
Top Issues

Public Safety is a top issue for Virginia voters, ahead of healthcare, the job market, and immigration.

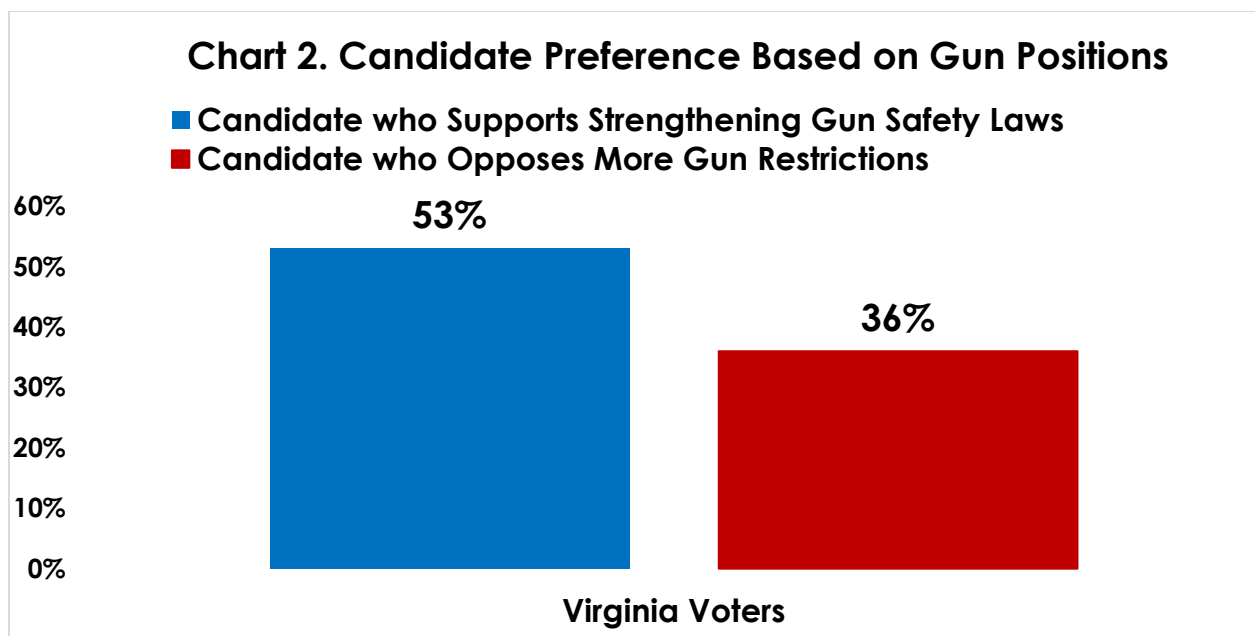
Table 2. Top Issues	
Issue	Likely Voters
Prices & Inflation	36%
Crime & Public Safety	25%
Healthcare	19%
Jobs & the Economy	19%
Immigration	9%

Importance of Gun Safety to Voters

A candidate's position on guns is also overwhelmingly important in deciding who to vote for in the election for General Assembly.



Voters are also more likely to vote for a candidate for General Assembly who supports strengthening gun safety laws as opposed to a candidate who opposes taking any action to address gun violence.



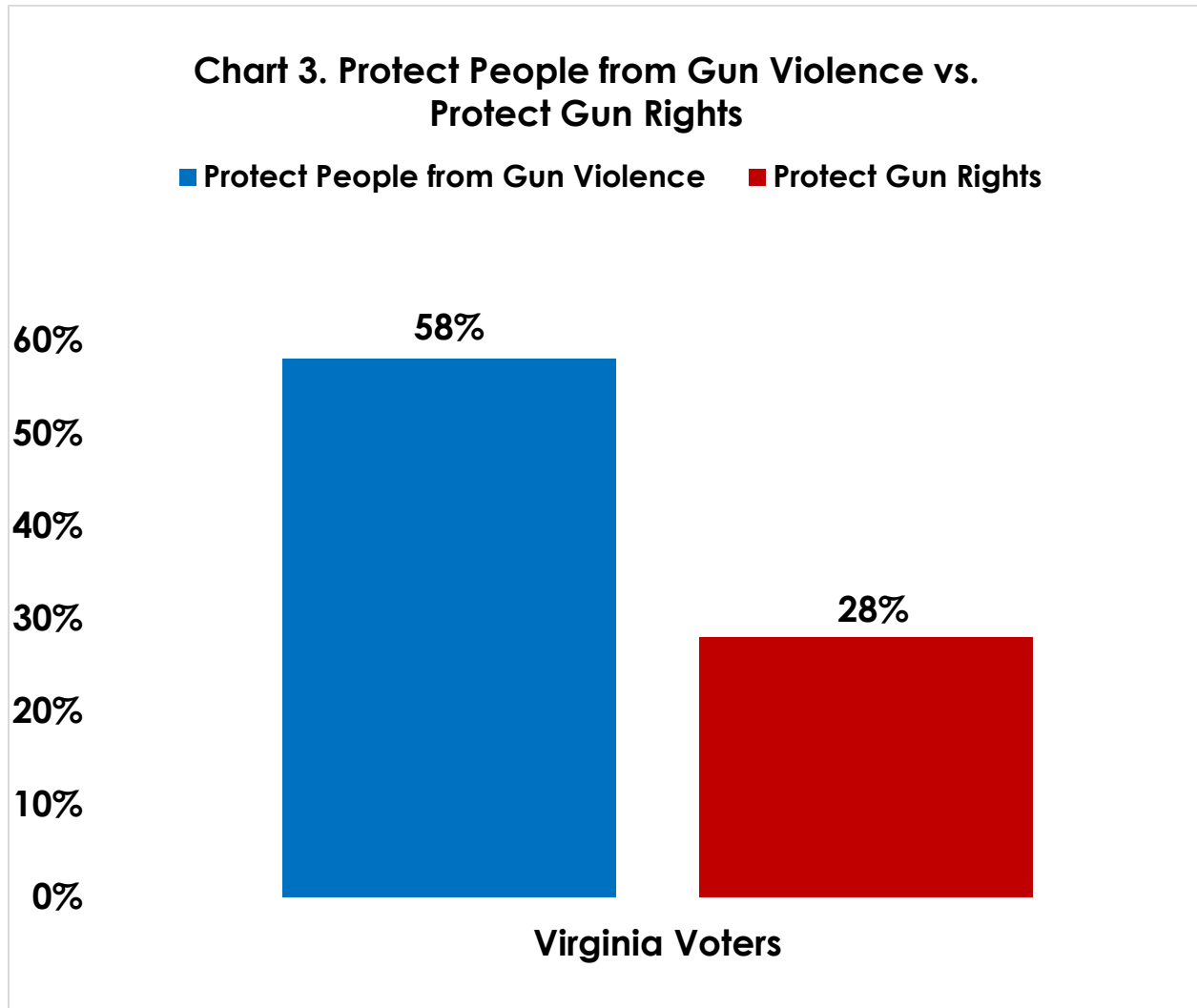
Positions on Gun Policies

In terms of gun safety policies, nearly 80 percent of voters believe they should be made stronger or be kept as they are now - while only 12 percent believe they should be weaker.

Table 3. Positions on Current Virginia Gun Laws	
Position	All Likely Voters
Should be made stronger	50%
Should be kept as they are now	28%
TOTAL STRONGER OR UPHELD	78%
Should be made weaker	12%
Not sure	10%

Protect People vs. Protect Gun Rights Tradeoff

When asked if it is more important to protect people from gun violence vs. protecting the rights of gun owners, voters prioritize protecting people from gun violence by a more than 2 to 1 margin.



Support for Specific Gun Policies

Lastly, there is broad majority support for all gun safety policies tested.

Table 4. Support for Specific Gun Policies	
Policy	All Likely Voters
Requiring a background check on all gun sales	91%
Requiring gun owners to store firearms securely to protect children and adults from unintentional shootings, gun suicide, and gun theft	89%
Prohibiting domestic abusers from buying or owning a gun	89%
Red flag laws which give families or law enforcement a way to temporarily remove guns from someone who poses a serious threat to themselves or others	77%
Banning untraceable, undetectable firearms – known as ghost guns – that anyone can buy online without a background check and assemble in less than thirty minutes	76%
Banning assault weapons	74%