



TO: INTERESTED PARTIES

FROM: CARLY COOPERMAN

DATE: NOVEMBER 6, 2025

RE: 2025 POST-ELECTION VIRGINIA PUBLIC SAFETY POLLING FINDINGS

2025 Post-Election Virginia Public Safety Polling Findings

Between November 3-5, 2025, Schoen Cooperman Research conducted 500 interviews with 2025 general election voters statewide in Virginia.

In particular, our polling measures the impact and importance of gun policy, gun safety, and political violence concerns in Virginia's Gubernatorial and House of Delegates elections.

Executive Summary

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Candidates' positions on guns were important to three-quarters of Virginia voters, and of the 45% exposed to media about candidates' gun positions, by 52% to 33%, voters said they were more likely to vote for Democrats rather than Republicans.

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In fact, Everytown's paid media campaign, which emphasized a combination of Republicans' opposition to common-sense gun safety laws AND Democrats' gun reforms, effectively made a large majority of Virginia voters less likely to vote Republican.

- ☐ Notably, Everytown's ads stressing gun safety—particularly laws that keep guns away from criminals and domestic abusers and safe storage laws that keep kids safe—were more effective than the typical anti-Trump, MAGA catchall.
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Across the board, voters also trusted Spanberger more on public safety issues.

- Around 60% of voters said they trusted Spanberger more to keep families safe and uphold law and order, and 55% trusted Spanberger more to address public safety and violent crime concerns.
- This is a significant development for Democrats in countering their perceived weakness on public safety and overcoming setbacks with these issues in recent competitive races nationwide.

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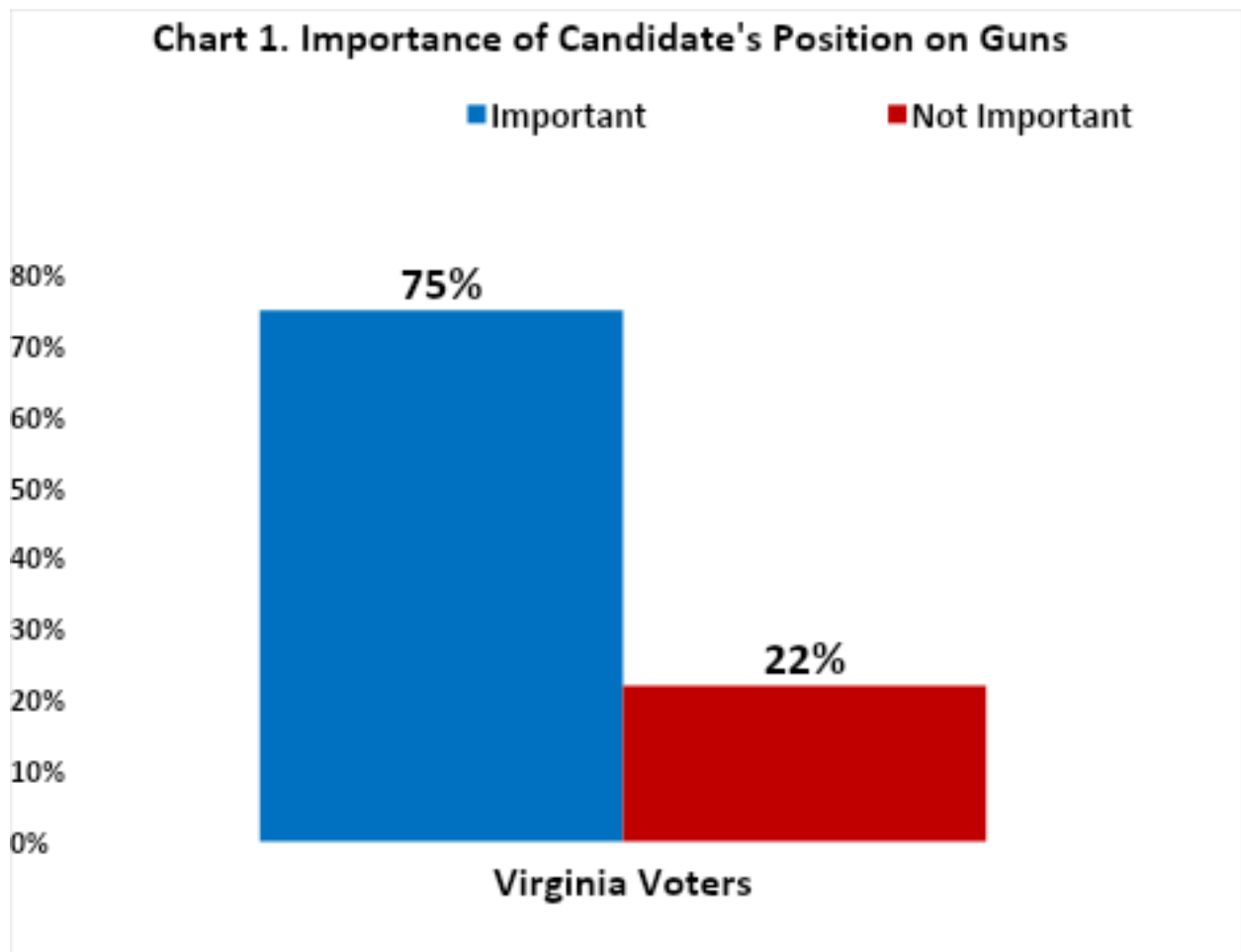
Virginia voters support stronger gun laws.

- A full 84% of Virginia voters would like gun laws to either be made stronger or kept as they are now, rather than weakened as Republicans propose, underscoring the growing consensus in favor of gun violence prevention while the “guns everywhere” agenda fails to resonate.
 - Majorities support all proposed gun laws tested, and just 19% show support for concealed carry.
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Salience of Gun Safety

Throughout the campaign, nearly one-half (45%) of voters statewide saw or received information about candidates' positions on gun issues. Among these voters, the information they learned also made them more likely to vote for Democrats compared to Republicans (52% to 33%).

Candidates' positions on guns, which were featured prominently and distinctively in Everytown's paid media campaign, were important to an overwhelming majority of voters.



To that end, voters in Virginia prefer Spanberger when it comes to addressing crime, despite the Republican party's history of leading on that issue. Voters particularly trust Spanberger more than Earle-Sears to keep families safe and uphold law and order.

Table 1. Candidate Preference on Specific Crime Issues			
Crime Issue	Spanberger	Earle-Sears	MARGIN
Keep your family/community safe	60%	35%	+25
Uphold law and order	59%	36%	+23
Address public safety and violent crime	55%	40%	+15
Support VA Law enforcement/police	54%	40%	+14

Persuasiveness of Everytown Messaging

Everytown's messaging was very persuasive, as a majority of voters said they were less likely to vote for Republicans based on the paid media campaign. Notably, Everytown's ads stressing gun violence prevention—particularly laws that keep guns away from criminals and domestic abusers and safe storage laws that keep kids safe—were more effective than the typical anti-Trump, MAGA catchall.

Table 2. Persuasiveness of Everytown's Messaging

Summary of Message Tested	% Less Likely to Vote Republican
[VIOLENT CRIMINALS/DOMESTIC ABUSERS/GVP/LE] Someone trying to buy a gun in VA could be a violent criminal or a domestic abuser. And if MAGA extremists get their way, they would be able to. They opposed law enforcement, voting against police-backed gun safety laws and background checks that keep guns away from criminals and abusers. If you want a safer VA for you and your family, don't vote for VA MAGA Republicans.	58%
[SAFE STORAGE] Guns are the leading cause of death for children and teens in VA. But MAGA extremists are pushing a guns-everywhere agenda that puts kids in danger. They oppose an assault weapons ban and voted against safe storage laws that keep guns away from kids. They oppose background checks on all gun sales, making it easier for dangerous people and criminals to get guns. You can't trust MAGA extremists to keep your family safe.	57%
[VIOLENT CRIMINALS/DOMESTIC ABUSERS/GVP] Some people should never have access to a gun: violent offenders, domestic abusers, children. But if MAGA extremists get their way, all of them will be able to get them. They voted to let violent criminals and abusers have guns, opposed background checks on gun sales, and were against a law to keep guns away from kids. No wonder the gun lobby supports them.	53%
[MAGA EXTREMIST/KITCHEN SINK] In Trump's America, workers are fired without cause, healthcare is ripped away from millions, and costs are out of control. But career Republican politicians still stand by Trump, even as he fires federal workers in VA, guts Medicaid, and makes it easier for	52%

criminals and domestic abusers to get guns. MAGA Extremists are wrong for VA.

Looking at Everytown’s messaging about Spanberger specifically, we find that the HONOR messaging frame, which mentioned her goals of hiring more police officers and keeping guns away from violent criminals, was slightly more convincing than the DAUGHTER message that emphasized her ability to work across the aisle.

Table 3. Persuasiveness of Pro-Spanberger Messaging	
Message	% More Likely to Vote Spanberger
[HONOR] Service: for Abigail Spanberger, it’s not an obligation – it’s an honor. It’s why she went into law enforcement, taking on drug traffickers and taking child predators off our streets, and then joined the CIA to work counterterrorism. In Congress, Abigail Spanberger has worked across the aisle to hire more police officers and keep guns away from violent criminals. Service, country, commonwealth: Abigail Spanberger for Governor.	59%
[DAUGHTER] Abigail Spanberger grew up outside Richmond, the daughter of a nurse and law enforcement officer. She went into law enforcement to stop drug dealers and lock up child predators, joined the CIA to work counterterrorism, and then became a member of Congress to work with both parties to get things done. She ran for Governor to keep you and your family safe. Service, country, commonwealth: that’s Abigail Spanberger.	52%

Democrats Winning on Gun Safety

A full 84% of Virginia voters would also like gun laws to be made stronger or kept as they are now, rather than weakened as Republicans propose, underscoring the growing consensus in favor of gun violence prevention while the “guns everywhere” agenda fails to resonate.

Table 4. Position on Virginia’s Current Gun Laws	
Position	Virginia Voters
TOTAL STRONGER OR UPHELD	84%
Virginia’s gun laws should be made stronger	58%
Virginia’s gun laws should be kept as they are now	26%
Virginia’s gun laws should be made weaker	9%
Not sure	7%

Indeed, when asked in a trade-off fashion, 67% of Virginia voters agree that we need stronger gun laws to make schools safer rather than oppose gun restrictions for the sake of gun rights.

Table 5. Trade-off on Virginia’s Current Gun Laws	
Statement	Virginia Voters
We need stronger gun laws in Virginia that would make it safer for our children to attend school and get a proper education	67%
We need to protect the rights of gun owners and oppose gun restrictions in Virginia	29%
Not sure	4%

Turning to support for specific gun safety policies, we find that a majority of Virginia voters support all gun safety policies tested, and they are particularly fond of required safe storage, background checks, a domestic abuser ban, and red flag laws. To that end, just 19% support concealed carry.

Table 6. Support for Gun Safety Policies	
Gun Safety Policy	% Favor
Requiring gun owners to store firearms securely to protect children and adults from unintentional shootings, gun suicide, and gun theft	93%
Requiring a background check on all gun sales	92%
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	87%
Requiring people to obtain a permit to purchase a handgun	84%
Creating the Virginia Center for Firearm Violence Intervention and Prevention	80%
Banning untraceable, undetectable firearms – known as ghost guns – that anyone can buy online without a background check and assemble in less than thirty minutes	77%
Banning assault weapons	69%
Allowing anyone to carry concealed handguns in public with no permitting, training, or no questions asked	19%