Virginia Public Safety Survey

GSG
POLITICAL

Methodology

Voters

Global Strategy Group conducted a live phone and text-to-web survey of **1,075 likely 2025 Virginia General Election voters** between May 1st and 7th, 2025.

This includes a base sample of 600 interviews and oversamples of the following groups:

- 115 African American likely voters resulting in a total of 216 African American interviews

- 180 Hispanic likely voters resulting in a total of 220 Hispanic interviews

- 180 AAPI likely voters resulting in a total of 209 AAPI interviews

Margin of error

The margin of error at the 95% confidence level is +/- 4.0%.

The margin of error on sub-samples is greater.

Key Findings

1 **The political environment in VA is favorable to Democrats in 2025, as voters are sour on Trump.** Consistent with the historical partisan lean of VA, Democrats hold a small advantage on party self-identification (47% Democrat/40% Republican), which translates to a 10-point lead in the race for Governor. Although Youngkin is above water, the impacts of Trump's actions are clear with both Trump (41% fav/57% unfav) and Musk (38% fav/58% unfav) deeply unpopular.

2 **Voters are split on which party they trust on public safety – suggesting brand strength for Republicans. But Virginians favor policies to prevent crime.** Virginians are more divided on which party they trust on public safety. But to improve safety, voters believe preventative policies like improving schools, increasing access to mental health care, and getting illegal guns off the streets will be most effective, while "tough on crime" proposals like mandating longer sentences are least effective. When forced to choose, voters opt for a preventive approach over a "tough on crime" focus by close to a 2:1 ratio.

3 **In response to typical crime and immigration-centered attacks, Democrats should emphasize approaches to safety that prioritize prevention and affordability.** Swing voters and voters overall find the profile that focuses on "preventing crime before it happens" and the importance of costs more convincing, and Spanberger grows her lead after they hear it. Similarly, while both responses to the immigration attack are successful, emphasizing ""terrorizing communities" "without due process doesn't make us safer" extends her lead, moving Independents, Hispanic voters, and swing voters more than the alternative.

4 **Trump's MAGA agenda raises safety concerns for Virginians.** Voters overwhelmingly see actions such as slashing safety nets (51% a lot less safe), mass layoffs (48%), and tariffs (48%) as making them less safe. Notably, Trump's mass deportations have limited appeal as a safety priority. These sentiments lead more to agree that Republicans are making things worse and pursuing the wrong priorities (40%) than returning to the failed policies of the past (20%).

Landscape and Key Targets

GSG
POLITICAL

Likely 2025 Electorate

Washington DMA – Rest
20% of electorate

- Clarke
- Culpeper
- Fauquier
- Frederick
- Fredericksburg City
- King George
- Loudoun
- Manassas City
- Manassas Park City
- Orange
- Page
- Prince William
- Rappahannock
- Shenandoah
- Spotsylvania
- Stafford
- Warren
- Westmoreland
- Winchester City

Washington DMA – Metro
19% of electorate

- Alexandria City
- Arlington
- Fairfax City/County
- Falls Church City

Outer Markets
9% of electorate

- Charlottesville, VA DMA
- Tri-Cities, TN DMA
- Harrisonburg, VA DMA
- Bluefield, WV DMA
- Greensboro-High Point-Winston-Salem, NC DMA
- Raleigh-Durham DMA

Norfolk DMA
20% of electorate
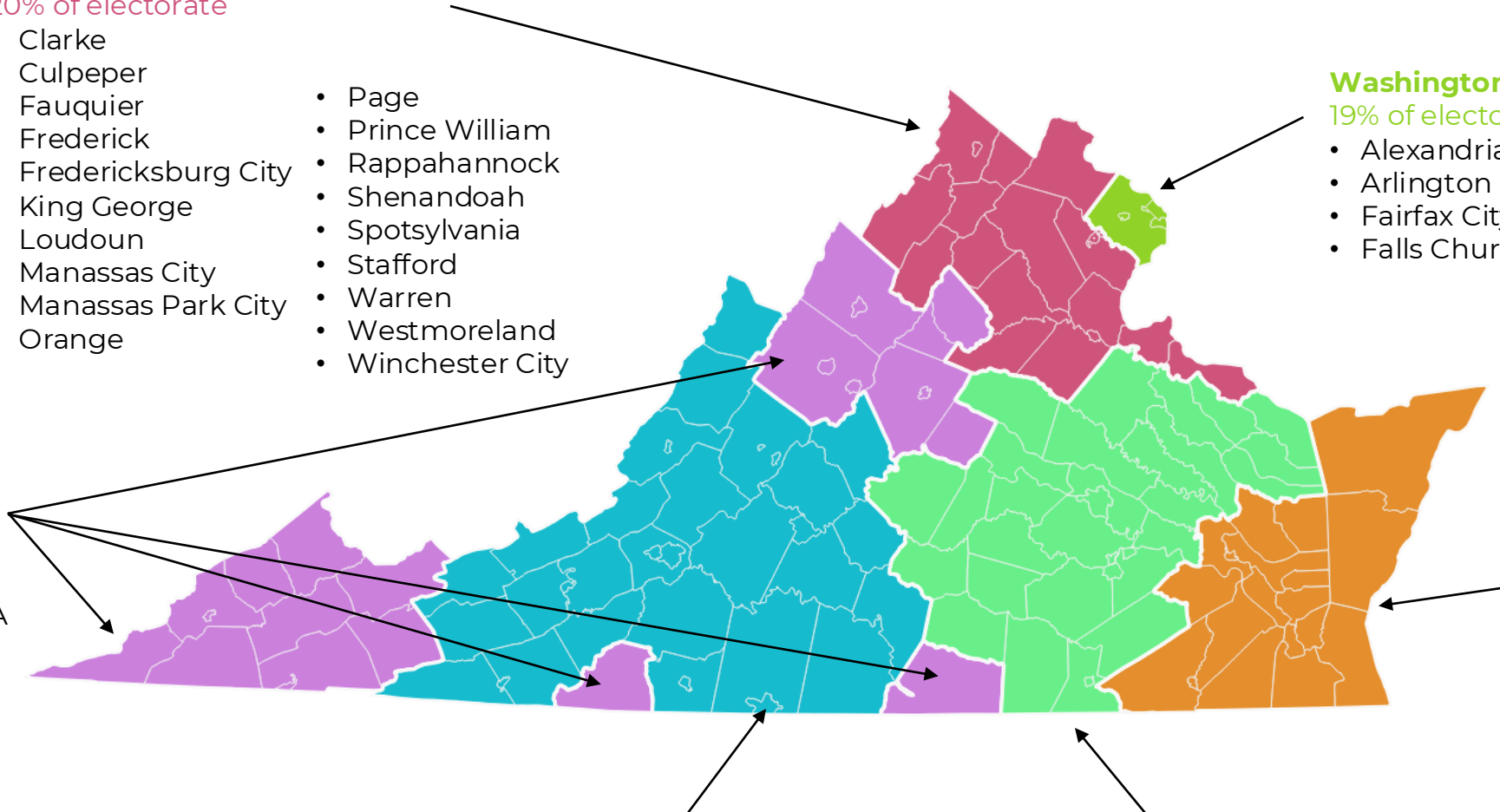
Roanoke DMA
13% of electorate

Richmond DMA
19% of electorate

Demographics of the Likely 2025 Virginia Electorate

Gender

	Overall	White	AfAm	Hisp	AAPI
Men	46	47	42	43	36
Women	54	53	58	57	64

Age

	Overall	White	AfAm	Hisp	AAPI
18-29 year olds	8	7	8	13	25
30-44 year olds	19	17	23	34	25
45-64 year olds	36	36	37	37	32
Seniors 65+	36	39	33	16	18

Education

	Overall	White	AfAm	Hisp	AAPI
High school or less	17	19	15	10	5
Some college	39	37	50	45	36
Bachelor's Only	20	19	17	23	28
Post-Graduates	24	25	17	22	30

Ethnicity

	Overall
White	74
White non-college	*42*
White college	*32*
Black	16
Hispanic	4
AAPI	6

Politics and Identity

	Overall	White	AfAm	Hisp	AAPI
Very important	37	36	42	47	29
Somewhat important	32	33	31	29	35
Not important	31	32	27	24	36

Party Self-ID

	Overall	White	AfAm	Hisp	AAPI
Democrats	47	42	72	50	51
Independents	12	10	14	14	26
Non-MAGA Republicans*	7	7	6	8	10
MAGA Republicans	33	40	8	26	14

Ideology

	Overall	White	AfAm	Hisp	AAPI
Liberal	31	31	28	34	38
Moderate	32	26	53	37	47
Conservative	37	43	18	29	14

Region

	Overall	White	AfAm	Hisp	AAPI
DC DMA – Total	38	37	26	66	83
DC Metro	*19*	*18*	*10*	*31*	*48*
DC Rest	*20*	*19*	*16*	*34*	*36*
Richmond	19	19	28	12	7
Norfolk	20	18	35	15	8
Roanoke	13	15	9	3	0
Outer Markets*	9	12	2	4	2

Density

	Overall	White	AfAm	Hisp	AAPI
Urban	31	26	39	51	55
Suburban	38	36	46	37	42
Rural	32	38	15	11	3

News Consumption

	Overall	White	AfAm	Hisp	AAPI
Seeks out news	77	79	70	69	69
News comes to me	23	21	29	31	29

* - Small sample size; results directional

The partisan environment in Virginia is friendlier than the current environment in the House Battleground

Party Self-Identification

	Democrat	Independent	Non-MAGA Republican	MAGA Republican	Net Dem Overall	House BG
Overall	47	13	7	33	+7	-6
White	42	11	7	40	-5	-11
Black	72	14	6	8	+58	+38
Hispanic	50	16	8	26	+16	+8
AAPI	51	25	10	14	+27	+12
Swing	33	40	13	14	+6	-13
Safety	36	40	12	12	+12	-7
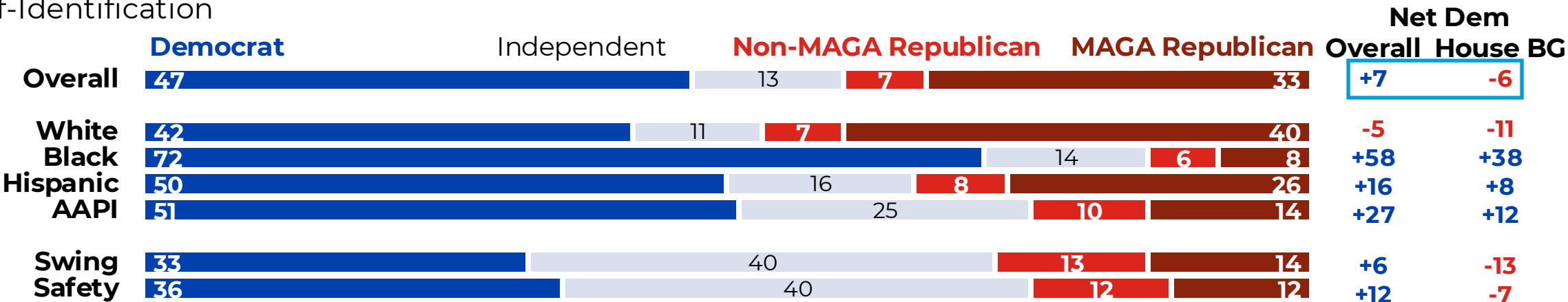
2024 Allocated Presidential Vote Recall

	Harris	Did not vote/Too young/Voted for someone else	Trump	Net Harris Overall	House BG
Overall	50	6	44	+6	-2
White	43	5	52	-9	-8
Black	74	9	17	+57	+43
Hispanic	59	9	32	+27	+16
AAPI	69	12	19	+50	+2
Swing	42	21	37	+5	-2
Safety	45	24	31	+14	+1
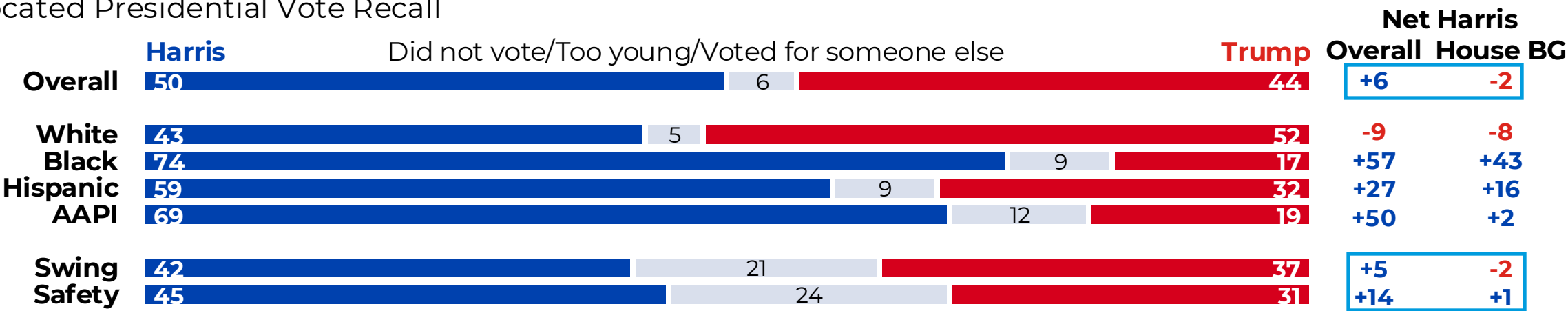
Political swing voters are more likely to be POC, younger, and less engaged than the broader electorate

Political Targets

| 37 | 31 | 32 |

Base
Self ID Democrat, voted for Harris, and always votes for Spanberger

Political Swing
Everyone else

Oppo
Self ID Republican, voted for Trump, and always votes for Sears

Black (56% are Base)
- Black women (60%)
- Black 45+ (60%)

DC Metro (49%)
Urban (49%)

College educated (46%)
- White college (47%)

Hispanic (44%)

Women (43%)
- College women (53%)
- POC women (51%)
- Women 18-54 (45%)

AAPI (62% are Swing)

Non-MAGA Reps (59%)

POC (42%)
- POC men (43%)

Black 18-44 (42%)
Voters 18-44 (37%)
Women 18-54 (37%)

Politics not important (44%)
News comes to me (41%)
T-score 0-70 (39%)

Black men (38%)

MAGA Republicans (87% are Oppo)

Rural (49%)
Roanoke (44%)

Men (40%)
- White men (47%)
- Non-college men (42%)
- Men 55+ (41%)

White (40%)
- White 55+ (44%)
- White non-college (48%)

Non-college (38%)

Voters 55+ (37%)

GSG POLITICAL

Key Group: Public Safety Targets

Safety targets make up 15% of the 2025 Virginia electorate. They <u>do not</u> trust Democrats to improve community safety AND are not supporting the Republican candidate on the generic ballot.

Similar to the safety targets we identified in our House BG research, VA Safety targets are more diverse, less ideological, and less educated than the overall electorate. There is significant overlap between safety targets and political swing voters.

Overall Electorate 100%	Safety Targets 15%	Total
47	36	Dem
12	40	Ind
41	23	Rep
31	21	Liberal
32	51	Moderate
37	26	Conservative
37	21	Politics v impt
32	28	Politics smwt impt
31	52	Politics not impt

Overall Electorate 100%	Safety Targets 15%	Total
43	48	<55
57	52	55+
74	61	White
16	24	Black
4	4	Hispanic
6	11	AAPI
26	39	*POC*

Overall Electorate 100%	Safety Targets 15%	Total
57	61	Non-college
43	39	College
38	38	DC DMA
19	19	Richmond
20	19	Norfolk
13	11	Roanoke
9	12	Outer Markets
77	67	Seeks out news
23	32	News comes to me

80% of safety targets are swing voters
39% of swing voters are safety targets
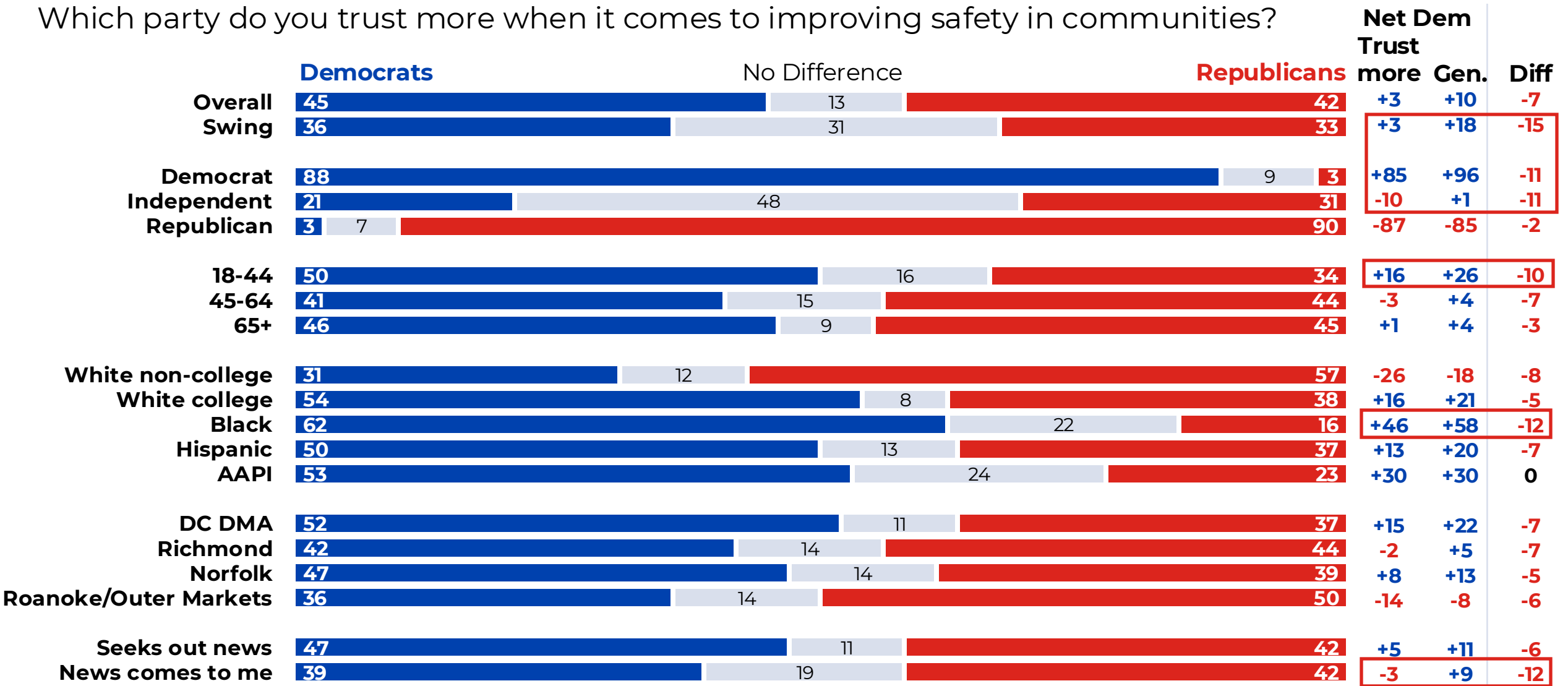
GSG POLITICAL

Views on Public Safety

Virginians, particularly voters of color, are most concerned about gun violence; Like House BG voters, drug related crimes are a top concern

Concern with Types of Crime

% Very Concerned

	% Very Concerned	Dem	Ind	Rep Non-MAGA*	MAGA	White	Black	Hisp	AAPI	Swing	Safety	House BG
Gun violence	63	76	53	52	53	60	78	69	67	61	57	47
Homelessness and public drug use	60	50	59	35	81	60	69	64	40	57	46	54
Opioids and fentanyl abuse	59	45	49	46	83	59	59	66	47	55	50	59
Street crime like muggings or assaults	52	37	50	53	75	52	56	53	48	49	51	37
Migrant crime	44	13	40	38	89	47	34	37	35	37	31	39
Carjackings	42	27	43	38	63	41	45	45	39	37	33	32
Retail theft	40	22	41	31	65	41	36	32	32	35	28	37

* - Small sample size; Results directional

Democrats run behind partisanship on public safety, particularly with swing, younger voters, Black voters, and passive news consumers

Which party do you trust more when it comes to improving safety in communities?

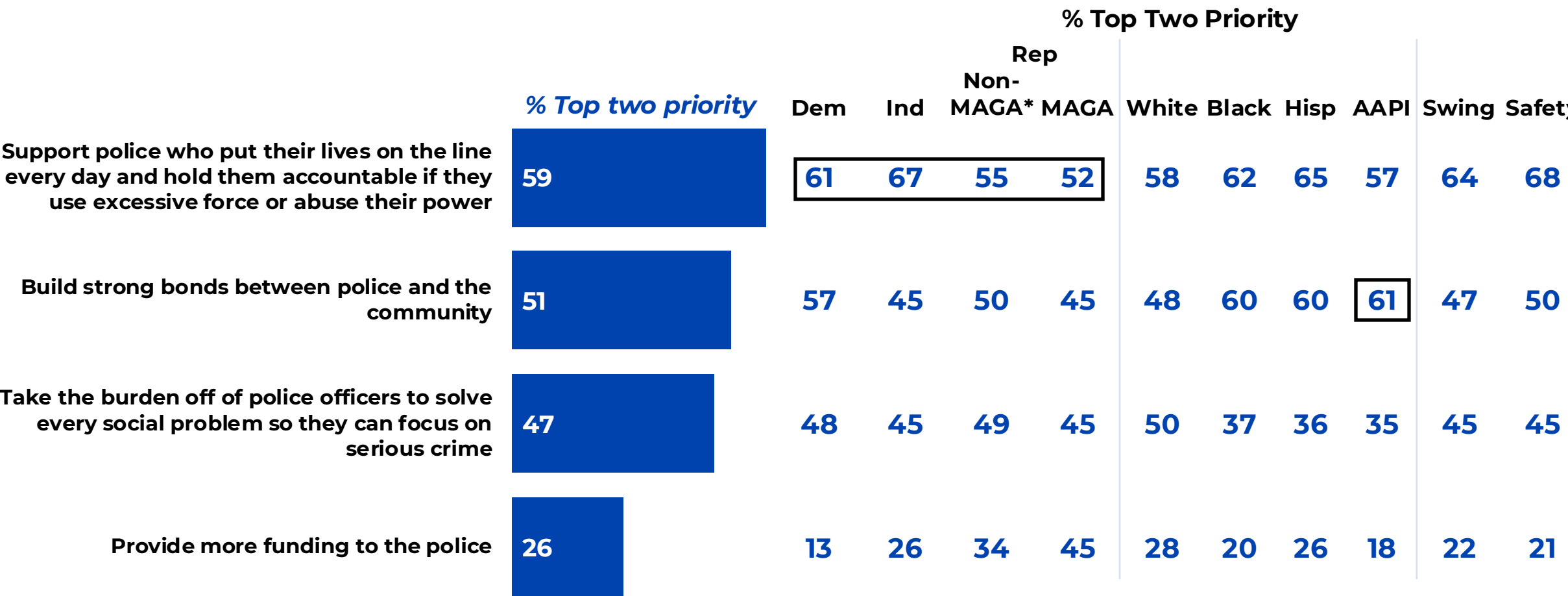|	Democrats	No Difference	Republicans	Net Dem Trust more	Gen.	Diff
Overall	45	13	42	+3	+10	-7
Swing	36	31	33	+3	+18	-15
Democrat	88	9	3	+85	+96	-11
Independent	21	48	31	-10	+1	-11
Republican	3	7	90	-87	-85	-2
18-44	50	16	34	+16	+26	-10
45-64	41	15	44	-3	+4	-7
65+	46	9	45	+1	+4	-3
White non-college	31	12	57	-26	-18	-8
White college	54	8	38	+16	+21	-5
Black	62	22	16	+46	+58	-12
Hispanic	50	13	37	+13	+20	-7
AAPI	53	24	23	+30	+30	0
DC DMA	52	11	37	+15	+22	-7
Richmond	42	14	44	-2	+5	-7
Norfolk	47	14	39	+8	+13	-5
Roanoke/Outer Markets	36	14	50	-14	-8	-6
Seeks out news	47	11	42	+5	+11	-6
News comes to me	39	19	42	-3	+9	-12

Across racial and partisan lines, voters believe improving schools and building trust between police and the communities they serve will make them safest; MAGA Republicans are alone in their support of 'tough on crime' proposals

Impact of Proposals on Community Safety

% A Lot Safer

	% A Lot Safer	Dem	Ind	Rep Non-MAGA*	MAGA	White	Black	Hisp	AAPI	Swing	Safety	House BG
Improving schools and programs for young people	70	81	61	54	61	67	82	74	73	72	67	58
Building trust between police and the communities they serve	65	65	59	69	64	64	69	61	58	61	66	59
Increasing access to mental health care	64	80	63	45	47	63	73	79	55	67	65	63
Getting illegal guns off the streets	63	76	47	52	54	62	73	69	59	61	52	61
Sending trained health professionals when people are experiencing a mental health crisis	58	79	46	49	35	54	76	71	55	57	61	52
Paying people a living wage	57	79	48	31	33	53	75	66	49	54	55	49
Investing in preventing crime before it happens	55	66	45	42	45	52	65	66	64	54	51	-
Closing loopholes in gun laws and requiring stronger gun background checks	53	80	35	36	24	49	66	65	66	49	41	52
Increasing affordable housing	48	68	47	24	26	46	61	56	45	50	49	42
Putting more police officers on the streets	40	23	33	36	67	42	31	42	31	32	31	50
Deporting immigrants who are accused of crimes swiftly without due process	38	7	20	46	85	42	23	29	21	27	23	-
Mandating longer sentences for people who commit crimes	35	14	24	33	68	37	29	39	26	25	24	48

* - Small sample size; Results directional

GSG POLITICAL

Virginians agree that supporting police while holding them accountable will make communities safest; additional funding has the least appeal

Which priority do you think is most likely to make communities in Virginia safer?

% Top Two Priority

	% Top two priority	Dem	Ind	Rep Non-MAGA*	MAGA	White	Black	Hisp	AAPI	Swing	Safety
Support police who put their lives on the line every day and hold them accountable if they use excessive force or abuse their power	59	61	67	55	52	58	62	65	57	64	68
Build strong bonds between police and the community	51	57	45	50	45	48	60	60	61	47	50
Take the burden off of police officers to solve every social problem so they can focus on serious crime	47	48	45	49	45	50	37	36	35	45	45
Provide more funding to the police	26	13	26	34	45	28	20	26	18	22	21

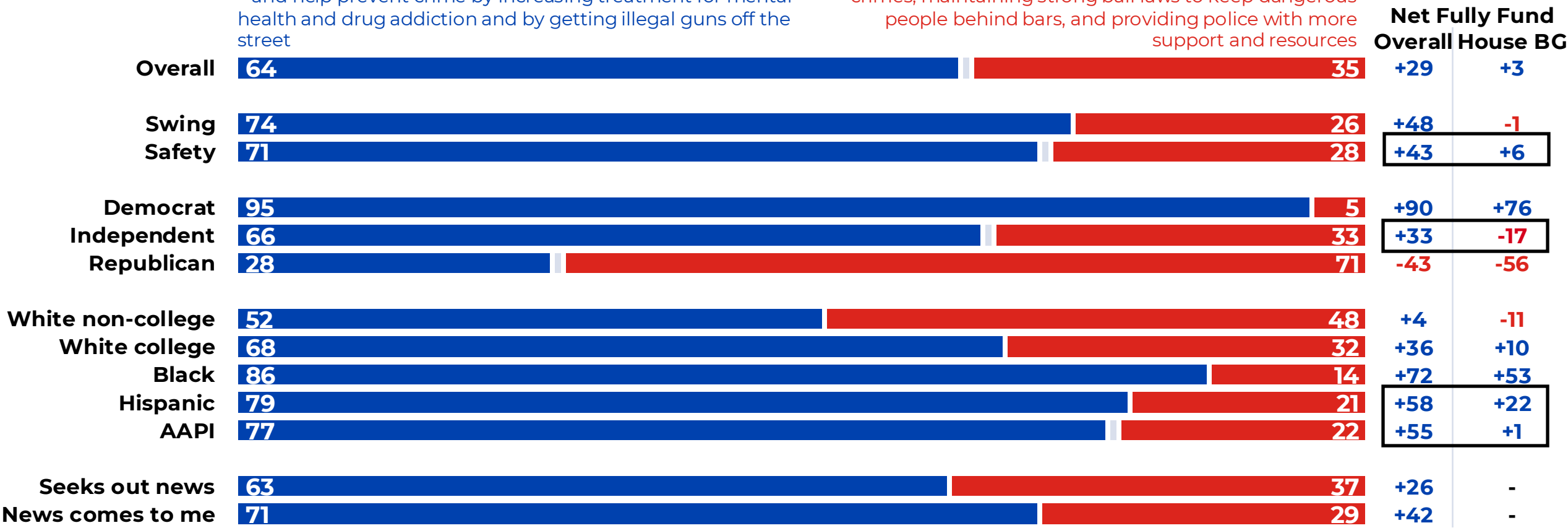* - Small sample size; Results directional

GSG POLITICAL

Virginians prefer a comprehensive approach over getting tough on crime; the difference with the House BG is greatest among independents, Hispanic, and AAPI voters

Approach to Increasing Safety

We should fully fund things that are proven to create safe communities – like good schools, jobs, and affordable housing – and help prevent crime by increasing treatment for mental health and drug addiction and by getting illegal guns off the street

We should do more to get tough on crime – like having longer sentences for people convicted of violent crimes, maintaining strong bail laws to keep dangerous people behind bars, and providing police with more support and resources

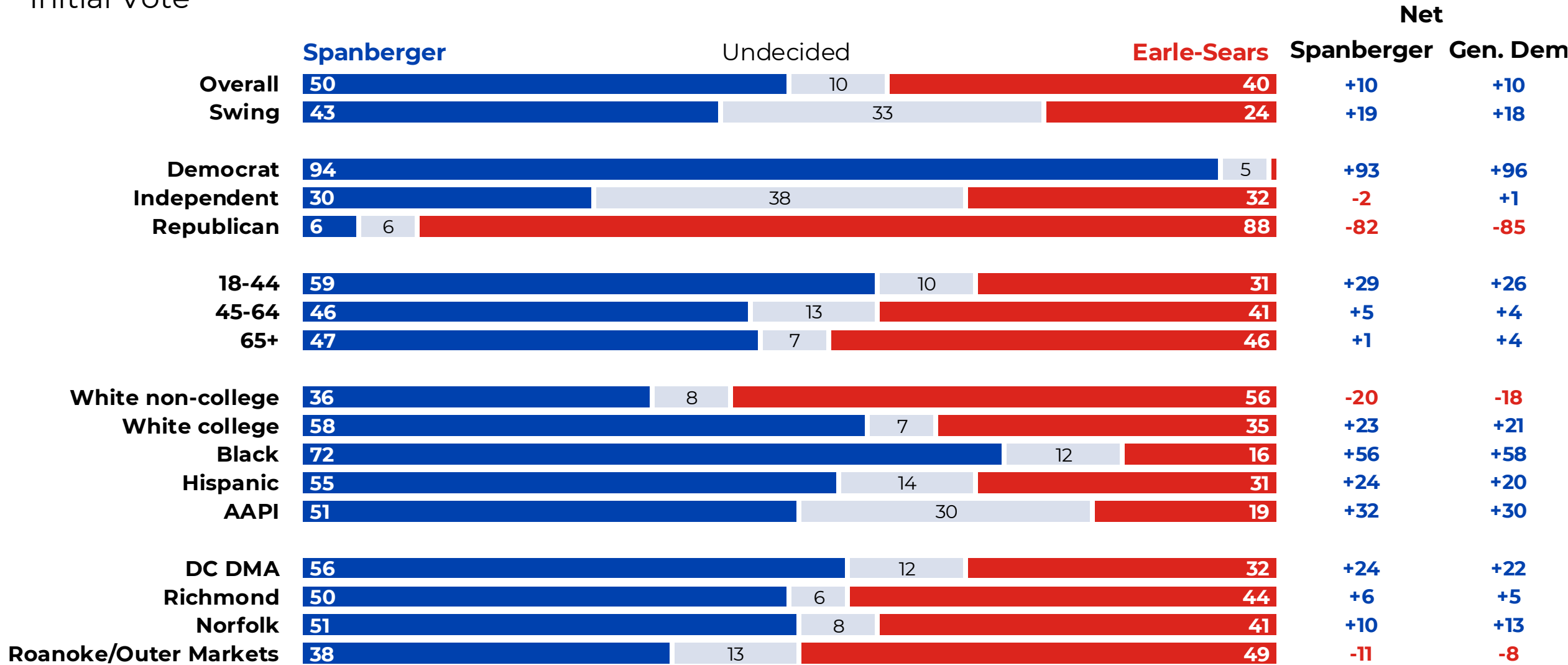|	Fully Fund	Tough on Crime	Net Fully Fund Overall	Net Fully Fund House BG
Overall	64	35	+29	+3
Swing	74	26	+48	-1
Safety	71	28	+43	+6
Democrat	95	5	+90	+76
Independent	66	33	+33	-17
Republican	28	71	-43	-56
White non-college	52	48	+4	-11
White college	68	32	+36	+10
Black	86	14	+72	+53
Hispanic	79	21	+58	+22
AAPI	77	22	+55	+1
Seeks out news	63	37	+26	-
News comes to me	71	29	+42	-

GSG POLITICAL

The Race for Governor

Pluralities are unfamiliar with Sears and Spanberger; Trump, DOGE, and Musk are all deeply unpopular in Virginia
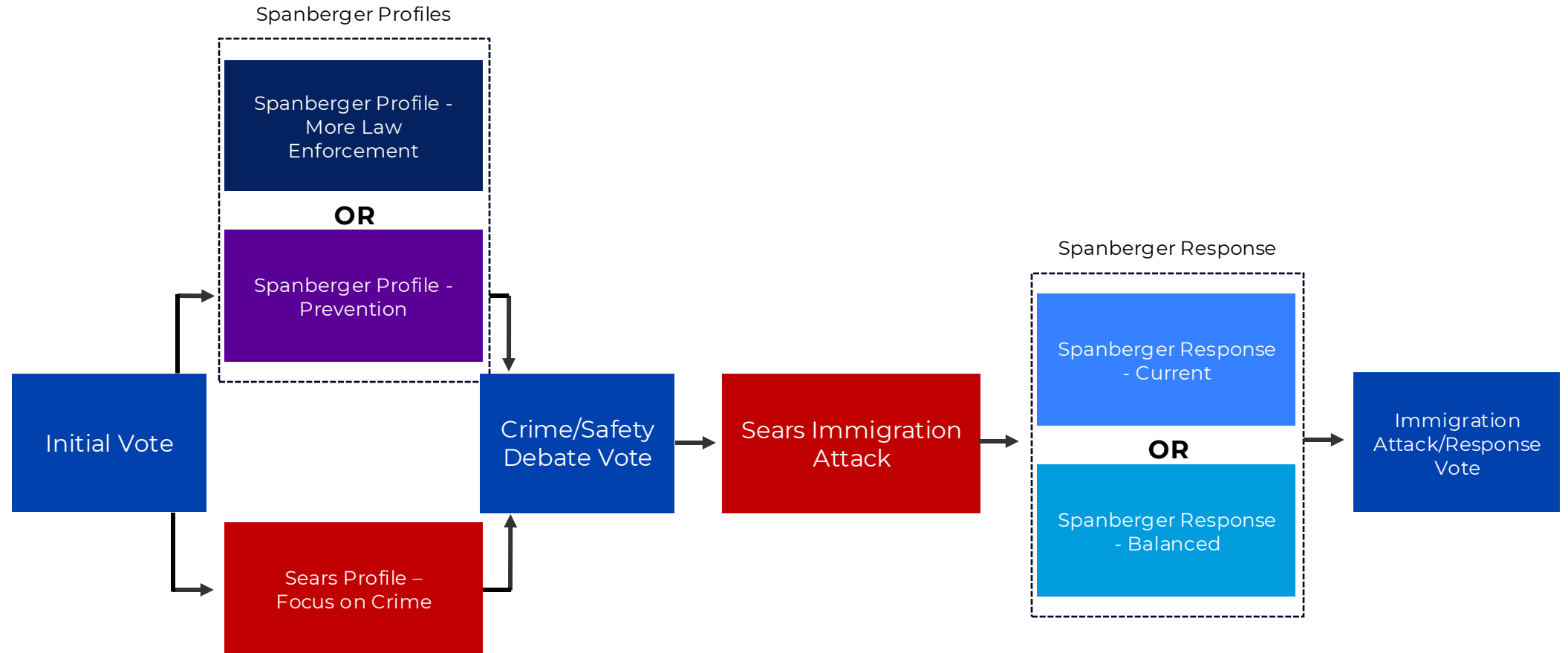
Personal Popularity of Public Figures and Groups

	Fav	Don't know	Unfav	Overall	Dem	Ind	Rep Non-MAGA*	MAGA	White	Black	Hisp	AAPI	Swing	Safety
Abigail Spanberger	36	42	22	+14	+58	+4	+1	-42	+10	+32	+20	+22	+16	+18
Winsome Earle-Sears	32	42	26	+6	-43	+13	+24	+69	+13	-21	0	-1	+3	-2
Glenn Youngkin	48	6	46	+2	-72	+33	+31	+91	+9	-29	-3	-15	+10	+9
Donald Trump	41		57	-16	-97	-32	+4	+98	-3	-67	-23	-49	-33	-48
The Department of Government Efficiency, otherwise known as DOGE	40	8	52	-12	-86	-13	-4	+91	-4	-44	-20	-38	-24	-17
Elon Musk	38	4	58	-20	-98	-37	-15	+91	-5	-78	-46	-53	-41	-56

Net Fav

* - Small sample size; Results directional

GSG POLITICAL

With pluralities unfamiliar with Sears and Spanberger, Spanberger tracks the generic ballot

Initial Vote

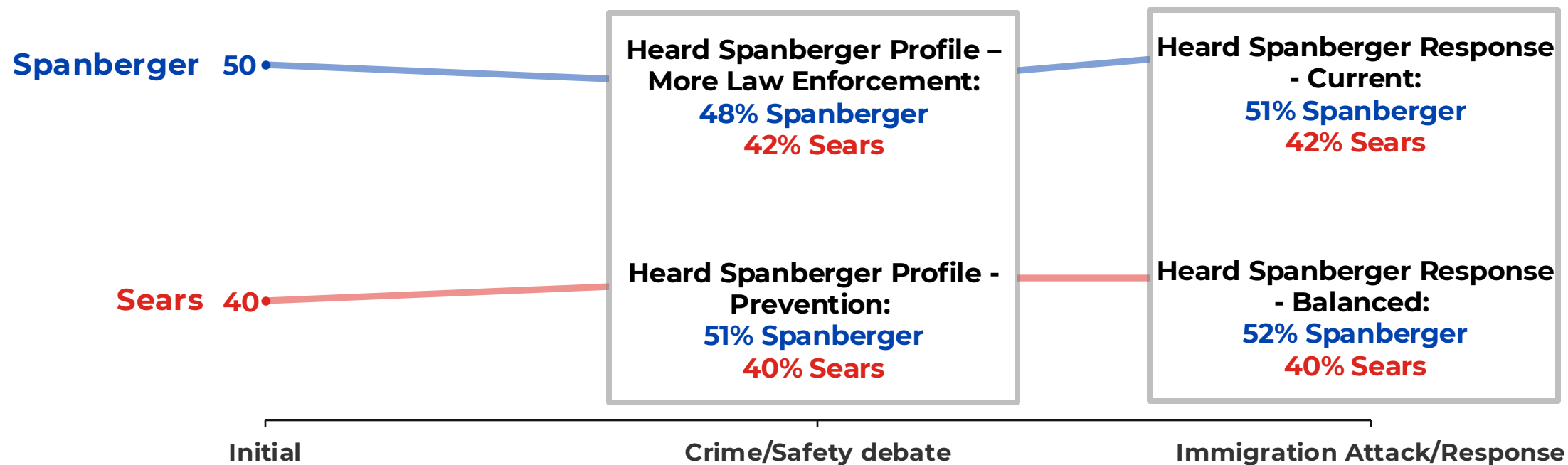|	Spanberger	Undecided	Earle-Sears	Net Spanberger	Net Gen. Dem
Overall	50	10	40	+10	+10
Swing	43	33	24	+19	+18
Democrat	94	5		+93	+96
Independent	30	38	32	-2	+1
Republican	6	6	88	-82	-85
18-44	59	10	31	+29	+26
45-64	46	13	41	+5	+4
65+	47	7	46	+1	+4
White non-college	36	8	56	-20	-18
White college	58	7	35	+23	+21
Black	72	12	16	+56	+58
Hispanic	55	14	31	+24	+20
AAPI	51	30	19	+32	+30
DC DMA	56	12	32	+24	+22
Richmond	50	6	44	+6	+5
Norfolk	51	8	41	+10	+13
Roanoke/Outer Markets	38	13	49	-11	-8

Survey Structure

Spanberger maintains her lead throughout the survey, even after responding to an attack on immigration

Vote Movement

Spanberger 50

Sears 40

**Heard Spanberger Profile –
More Law Enforcement:**
48% Spanberger
42% Sears

**Heard Spanberger Profile -
Prevention:**
51% Spanberger
40% Sears

**Heard Spanberger Response
- Current:**
51% Spanberger
42% Sears

**Heard Spanberger Response
- Balanced:**
52% Spanberger
40% Sears

Initial   **Crime/Safety debate**   **Immigration Attack/Response**

Focusing on prevention and rising costs is a better response to a Sears intro that attacks Democrats on crime and immigration

Crime/Safety Debate

	Overall	Swing

Split sample

Spanberger More Law Enforcement
For Abigail Spanberger, service to country, community, and the Commonwealth runs deep. Growing up near Richmond... After 9/11, she joined the CIA in the fight against terrorism and later served in Congress, where she led multiple efforts — working with both Democrats and Republicans — to help Virginia's police departments pay for more officers and first responders. As Governor, Spanberger will prioritize making sure Virginia's law enforcement officers have the training, tools, and resources they need to keep our Commonwealth's communities safe.

30   22

Split sample

Spanberger Prevention
For Abigail Spanberger, service to country, community, and the Commonwealth runs deep. Growing up near Richmond... After 9/11, she joined the CIA in the fight against terrorism and later served in Congress, where she worked with Democrats and Republicans to invest in creating safe communities with good schools and housing that is affordable. As Governor, Spanberger will focus on preventing crime, not just responding after it happens, by increasing treatment for mental health and drug addiction and by getting illegal guns off the street.

31   26

Sears
Winsome Earle-Sears was born in Jamaica and immigrated to America as a child... Sears believes crime in Virginia is a growing problem that needs serious action. As Governor, Sears will work to eliminate sanctuary cities, fire rogue prosecutors who are letting dangerous criminals walk the streets, fight Democrat politicians who are trying to defund local police, and work with the FBI Gang Taskforce to catch and deport migrant gang members who are making our streets less safe. Putting Virginians' safety first will always be Sears' top priority.

34   22

	Spanberger	Undecided	Sears	Net Spanberger
Initial Vote	50	10	40	+10
Heard Law Enforcement	48	10	42	+6
Heard Prevention	51	9	40	+11

21

The prevention profile, which includes the solutions to safety that voters rate as the most effective, boosts Spanberger across the board

Vote Movement – Crime/Safety Debate

	Net Spanberger – More Law Enforcement				Net Spanberger – Prevention		
	Initial	Informed	Change		Initial	Informed	Change
Total	+11	+6	-5	Total	+10	+11	+1
Swing	+19	+1	-18	Swing	+17	+23	+6
Democrat	+95	+88	-7	Democrat	+91	+90	-1
Independent	+2	+6	+4	Independent	-5	+2	+7
Republican	-82	-88	-6	Republican	-83	-78	+5
18-44	+37	+27	-10	18-44	+22	+28	+6
45-64	+8	+5	-3	45-64	0	-3	-3
65+	-4	-7	-3	65+	+6	+9	+3
White non-college	-26	-35	-9	White non-college	-14	-12	+2
White college	+21	+23	+2	White college	+24	+26	+2
Black	+67	+57	-10	Black	+45	+45	0
Hispanic	+30	+28	-2	Hispanic	+18	+15	-3
AAPI	+45	+29	-16	AAPI	+21	+40	+19
DC DMA	+21	+15	-6	DC DMA	+28	+28	0
Richmond	+6	+3	-3	Richmond	+6	+8	+2
Norfolk	+17	+17	0	Norfolk	+3	+6	+3
Roanoke/Outer Markets	-9	-18	-9	Roanoke/Outer Markets	-12	-7	+5

22

Responding to an immigration attack from Sears with an affirmative message that prioritizes "safety, stability, and security" better positions Spanberger, though both responses are effective

Immigration Attack and Response

Sears Ad
MS-13 and other criminal illegals are threatening communities in Virginia and putting our families in danger. Recently, a top MS-13 leader was arrested in Virginia. Abigail Spanberger voted to allow sanctuary cities that keep vicious and ruthless killers like him in America and on our streets, but Winsome Earle-Sears has a different message for these monsters: Your days in America are numbered. Like Trump, Sears understands that her first job is to keep Virginians safe. As Governor, Sears will do everything in her power to dismantle MS-13 and keep Virginia from becoming a safe haven for migrant criminals.
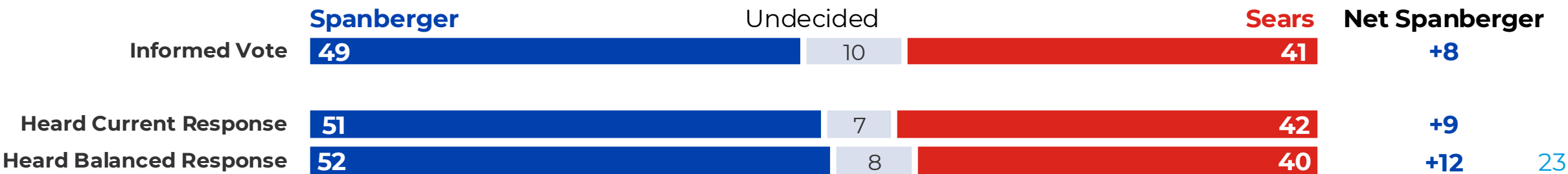
Split sample

Spanberger Response – Current
Abigail Spanberger is a former law enforcement officer and mother who cares deeply about the safety of our communities. Spanberger opposes making Virginia a sanctuary state and will prioritize deporting violent offenders. But that shouldn't mean terrorizing communities with indiscriminate raids on schools and churches, or arresting legal, law-abiding immigrants and deporting them without due process. As Governor, Spanberger will work with law enforcement and community leaders on solutions that prioritize safety, respect the rule of law, and recognize the value that immigrants bring to our state.

Split sample

Spanberger Response – Balanced
Abigail Spanberger is a former law enforcement officer and mother who cares deeply about the safety of our communities. Spanberger believes in safety, stability, and security for everyone. We need a balanced approach to immigration; terrorizing communities with indiscriminate raids on schools and churches, or arresting legal, law-abiding immigrants and deporting them without due process doesn't make us safer. As Governor, Spanberger will work with law enforcement and community leaders on solutions that prioritize safety, respect the rule of law, and recognize the value that immigrants bring to our state.

	Spanberger	Undecided	Sears	Net Spanberger
Informed Vote	49	10	41	+8
Heard Current Response	51	7	42	+9
Heard Balanced Response	52	8	40	+12

23

Spanberger extends her lead with both responses, but the balanced response produces bigger gains, particularly with Swing, Inds, and Hispanic voters
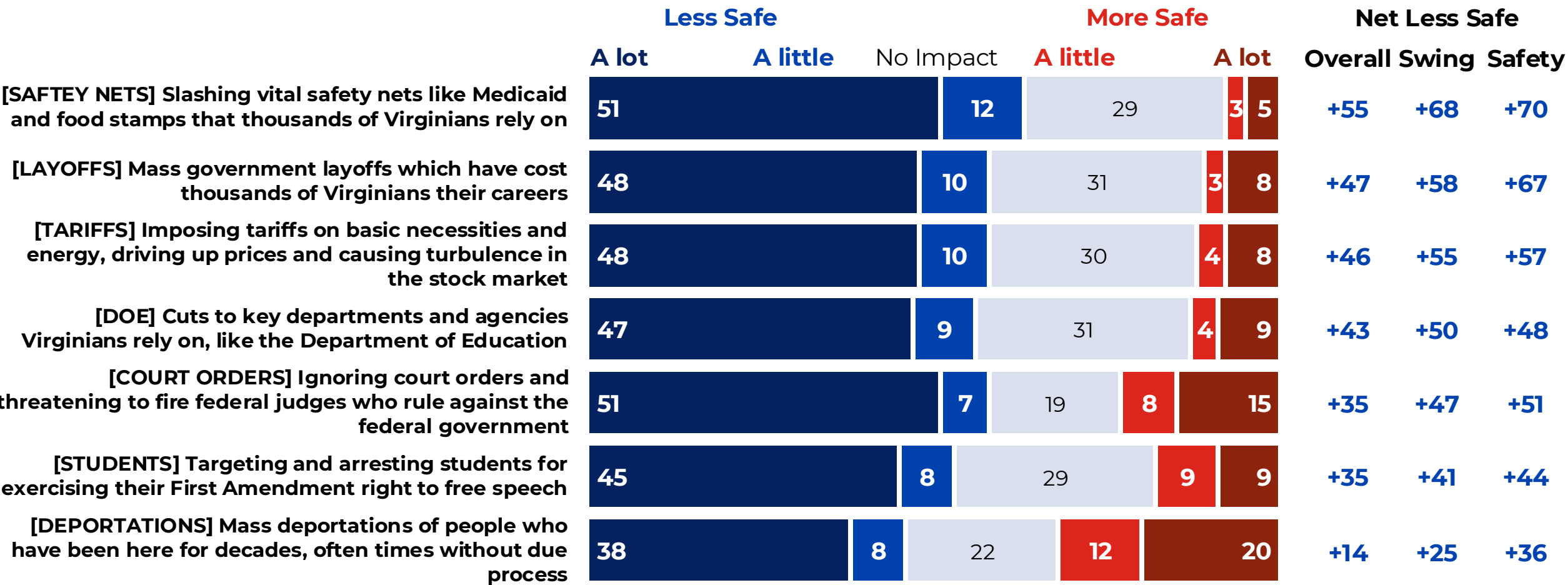
Vote Movement – Immigration Attack

	Net Spanberger – Current Response				Net Spanberger – Balanced Response		
	Informed	**Final**	*Change*		**Informed**	**Final**	*Change*
Total	+8	+9	+1	**Total**	+8	+12	+4
Swing	+13	+16	+3	**Swing**	+12	+22	+10
Democrat	+89	+92	+3	**Democrat**	+90	+94	+4
Independent	+17	+20	+3	**Independent**	-8	+3	+11
Republican	-85	-88	-3	**Republican**	-81	-83	-2
18-44	+21	+24	+3	**18-44**	+35	+37	+2
45-64	+2	+4	+2	**45-64**	+2	+3	+1
65+	+5	+3	-2	**65+**	-2	+1	+3
White non-college	-27	-25	+2	**White non-college**	-21	-15	+6
White college	+24	+21	-3	**White college**	+26	+26	0
Black	+52	+51	-1	**Black**	+50	+50	0
Hispanic	+22	+21	-1	**Hispanic**	+21	+31	+10
AAPI	+42	+58	+16	**AAPI**	+27	+19	-8
DC DMA	+24	+26	+2	**DC DMA**	+19	+21	+2
Richmond	-2	-2	0	**Richmond**	+12	+18	+6
Norfolk	+2	+2	0	**Norfolk**	+21	+23	+2
Roanoke/Outer Markets	0	0	0	**Roanoke/Outer Markets**	-24	-20	+4

Trump Agenda and Safety

Voters see Trump's actions as making them less safe, particularly slashing safety nets and mass layoffs. Mass deportations and targeting students have limited appeal

Does this action make Virginia communities more safe, less safe, or does it have no impact on safety?
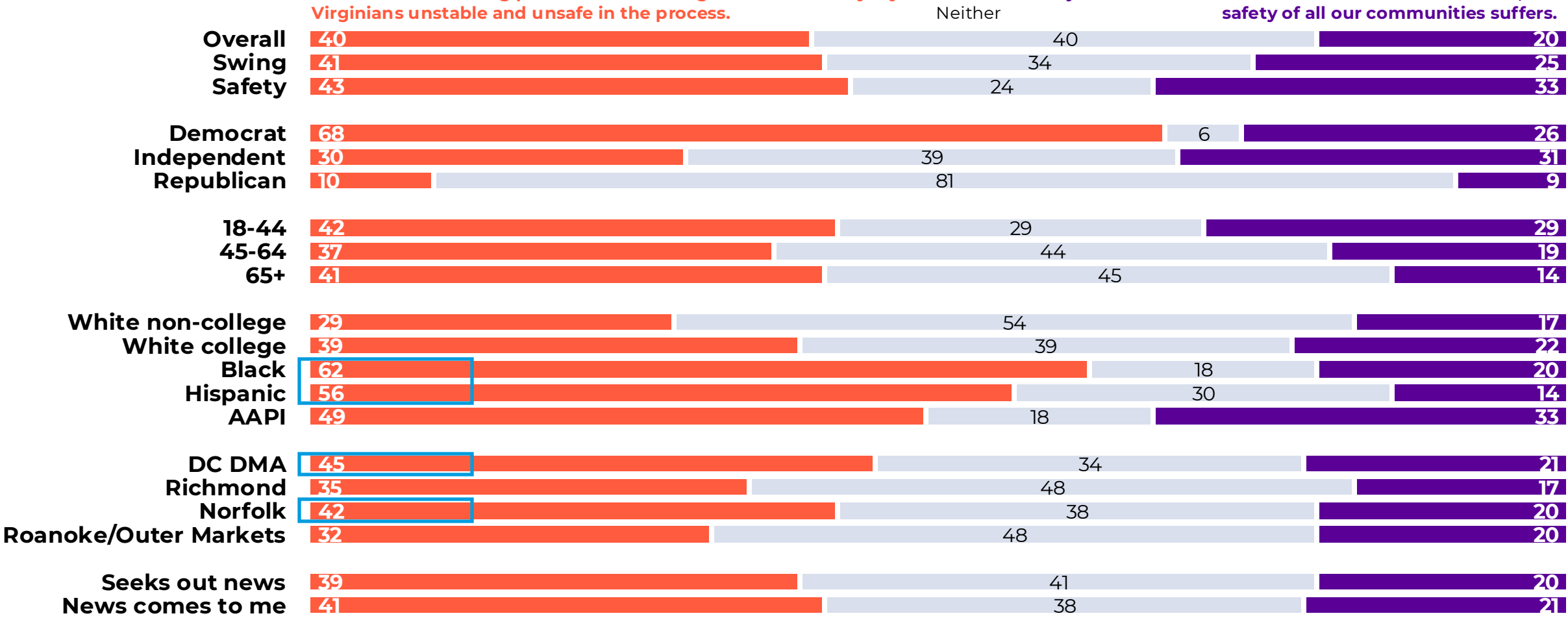
	Less Safe			More Safe		Net Less Safe		
	A lot	A little	No Impact	A little	A lot	Overall	Swing	Safety
[SAFTEY NETS] Slashing vital safety nets like Medicaid and food stamps that thousands of Virginians rely on	51	12	29	3	5	+55	+68	+70
[LAYOFFS] Mass government layoffs which have cost thousands of Virginians their careers	48	10	31	3	8	+47	+58	+67
[TARIFFS] Imposing tariffs on basic necessities and energy, driving up prices and causing turbulence in the stock market	48	10	30	4	8	+46	+55	+57
[DOE] Cuts to key departments and agencies Virginians rely on, like the Department of Education	47	9	31	4	9	+43	+50	+48
[COURT ORDERS] Ignoring court orders and threatening to fire federal judges who rule against the federal government	51	7	19	8	15	+35	+47	+51
[STUDENTS] Targeting and arresting students for exercising their First Amendment right to free speech	45	8	29	9	9	+35	+41	+44
[DEPORTATIONS] Mass deportations of people who have been here for decades, often times without due process	38	8	22	12	20	+14	+25	+36

In a state particularly impacted by DOGE and Trump's policies, more agree that Reps are making things worse than that they're returning to failed policies

Which do you agree with more – Wrong Priorities v. Failed Policies

Americans are already struggling with high costs and instability, but **Republicans are making things worse** by gutting jobs across Virginia and cutting health care, education, and local services to give tax cuts to billionaire donors like Elon Musk. **Republicans are focused on the wrong priorities** and **making the lives of everyday Virginians unstable and unsafe in the process.**

The Republicans' agenda is a return to the failed policies of the past. It's more tax giveaways for billionaires and Elon Musk's vanity projects, while working Virginians face higher prices and disappearing safety nets. **When people lose their jobs and homes and can't afford food or childcare, the safety of all our communities suffers.**

Neither

	Wrong Priorities	Neither	Failed Policies
Overall	40	40	20
Swing	41	34	25
Safety	43	24	33
Democrat	68	6	26
Independent	30	39	31
Republican	10	81	9
18-44	42	29	29
45-64	37	44	19
65+	41	45	14
White non-college	29	54	17
White college	39	39	22
Black	62	18	20
Hispanic	56	30	14
AAPI	49	18	33
DC DMA	45	34	21
Richmond	35	48	17
Norfolk	42	38	20
Roanoke/Outer Markets	32	48	20
Seeks out news	39	41	20
News comes to me	41	38	21

Conclusions and Recommendations

Conclusions and Recommendations

Despite a favorable environment in VA, Democrats still face a significant vulnerability on safety. It's critical we engage in the debate

(1)

- Sears is facing strong national headwinds, with Trump, Musk, and DOGE producing a Democrat-friendly environment.
- Voters have real concerns on issues like guns and drugs and Democrats are in a statistical tie with Republicans when it comes to safety. If we do not engage, we cede the ground to Sears and Republicans on favorable terms to them.

When we engage, we win. There is a clear (and favorable) contrast to draw on competing approaches to improving safety in Virginia

(2)

- Virginians, like House BG voters, believe preventative solutions are more effective at improving safety. They need to hear Democrats communicate about improving schools, building trust with police, and expanding mental health care.
- On the other hand, voters are clear-eyed about the negative impact of Trump's policies on public safety. We can make an argument that he and his GOP enablers are actively making thing worse by slashing safety nets, raising costs, and ordering mass firings.

The voters most persuadable on safety are younger, more likely to be people of color, and less engaged in politics

(3)

- Even more so than voters overall, these voters prefer a focus on crime prevention that is rooted in improving schools, creating jobs, addressing drug addiction, providing access to mental health care, and getting illegal guns off the street.

Winning the safety debate in VA

Democrats should address voters' concerns about safety by clearly articulating a plan for preventing crime before it happens, including linking lower costs to safer communities

1

o When Spanberger articulates her vision that a) is responsive to voters' concerns about gun violence and drug use, b) is connected to economic issues like housing affordability, and c) is specific about her plan to prevent crime by highlighting the polices that are most appealing to voters – mental health care, tackling illegal drugs, and providing better access to drug treatment – she withstands an appeal from Sears that knocks Democrats for being weak on crime and lays out a conventional "tough on crime" approach.

Democrats should follow a similar strategy when responding to an attack on immigration, highlighting the need for a balanced approach and respect for the rule of law

2

o Spanberger is best positioned when she responds to an attack on immigration, MS-13, and sanctuary cities by citing the need for safety, security, and stability for everyone, a balanced approach that does not terrorize communities, and respect for the rule of law.

o Spanberger's ability to defend from an immigration attack is consistent with other data in the survey suggesting that Trump's mass deportations have limited appeal.

Thank You

GSG
GLOBAL STRATEGY GROUP

Older voters, white voters, strong partisans, and voters in the Norfolk DMA are most likely to seek out news

News consumption

	I seek out news	Don't Know/Refused	News comes to me
Overall	77		23
Swing	69		31
Safety	67		32
Democrat	77		23
Independent	69		30
Republican	78		21
18-44	71		29
45-64	79		21
65+	78		21
White non-college	76		24
White college	82		18
Black	70		29
Hispanic	69		31
AAPI	69		29
DC DMA	76		24
Richmond	75		25
Norfolk	86		14
Roanoke/Outer Markets	71		29