

November 7, 2025

To: Interested Parties

Fr: Impact Research

Re: Key Findings from Post-Election Poll in Virginia

A new post-election poll conducted on behalf of the Reproductive Freedom for All Foundation with voters in Virginia shows that protecting democracy, costs, and abortion were the top concerns for voters who cast ballots in the gubernatorial election. Voters heard a great deal about Earle-Sears' position on abortion and viewed her position as extreme and concerning, and more than two-thirds of voters (69%) feared that if Earle-Sears had won, she would have moved to ban or restrict abortion in Virginia.

Moving forward, Virginia voters want to see more protections for reproductive healthcare, including abortion. This proposal is popular, and garners support among some of Earle-Sears' supporters.

- **Voters who learned about the gubernatorial candidates' positions on abortion throughout the campaign backed Spanberger by a double-digit margin.** Almost three-quarters (73%) of the electorate recalled hearing or seeing campaign communications on the gubernatorial candidates' positions on abortion. Spanberger won those voters who received information about the gubernatorial candidates' position on abortion by a 12-point margin (56% Spanberger / 44% Earle-Sears).
- **Voters see Earle-Sears as more extreme on abortion.** A majority of voters (72%) say that Earle-Sears' position on abortion raised some level of concerns, with more than a third (36%) saying her abortion views were a *very serious* concern. Furthermore, voters feel Earle-Sears has a more extreme position on abortion than Spanberger by 20 points (54% Earle-Sears / 34% Spanberger), and two-thirds believe Earle-Sears would have restricted abortion in Virginia if she had been elected (69% Yes / 18% No).
- **Voters strongly support more reproductive healthcare protections in Virginia.** Almost two-thirds of voters statewide support the Governor and

These findings are based on the results of a live phone and text-to-web survey conducted by Impact Research from November 1-5, 2025 among N=600 2025 General Election voters in Virginia. The margin of error for the full sample size is ± 4.0 percentage points.

General Assembly passing a law that would provide more protections for people's right to access reproductive healthcare, including abortion (62% support / 33% oppose). Support is strongest among Black voters (+72 support) and younger women (+47 support), and groups that backed Earle-Sears also support the proposal, including white men (+6 support), white seniors (+19 support), and white non-college grads (+5 support).

- **Protecting democracy was the top issue concern in the gubernatorial race, followed by costs and abortion.** Many voters said that protecting democracy (58%) and standing up to Trump (48%) played a major role in deciding who to vote for, followed by affordability (41%) and abortion (41%) in the next tier. White Democrats (54%), younger women (50%), and Black voters (49%) were more likely to say abortion played a major role in the 2025 election.