

# Sears Holds Early and Commanding Lead Over Miyares in VA Gov. Race

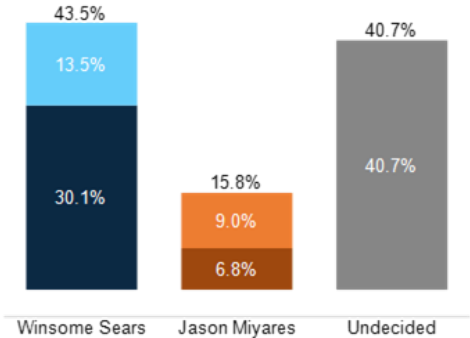


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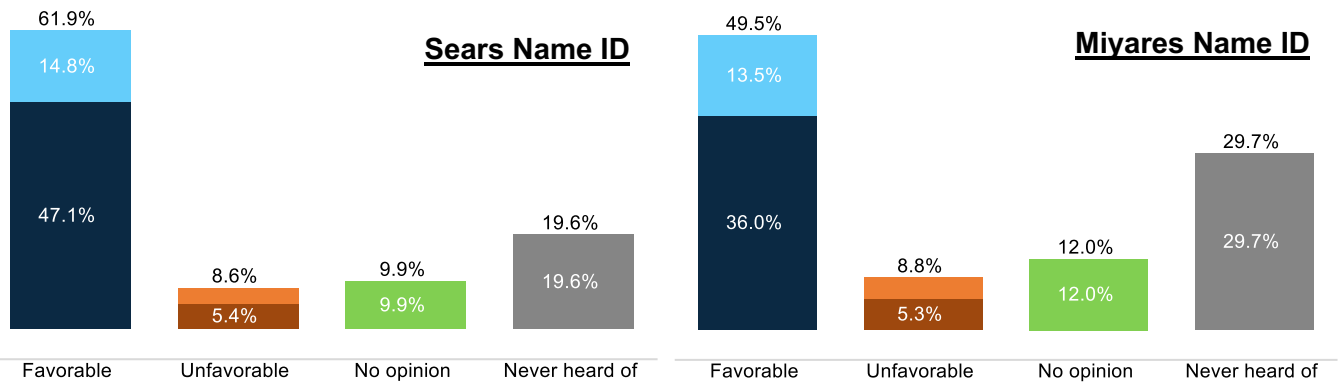
**DATE:** Wednesday, March 20, 2024  
**TO:** Interested Parties  
**FROM:** Mitchell Brown, Director, Political Strategy, Cygnal  
**RE:** Virginia Gubernatorial Primary Poll Results

## Winsome Sears outpaces Jason Miyares early in the Republican primary for Virginia Governor.

- **Sears holds an impressive 28-point advantage over Miyares on the Governor’s ballot.** Among voters who *definitely support* either candidate, Sears leads by +23 getting 30% to Miyares’s 7%.
- Miyares fails to capture his most likely supporters as **Sears wins 57% of voters who view Miyares favorably.**
- Notably, Sears leads over Miyares with **Trump Republicans (+36%) and Traditional Republicans (+17%).**



## Republican primary environment is primed for a Sears win due to the strength of her image with GOP primary voters.



- Sears image is **favorable statewide.**
- Miyares is lesser known. Nearly **one out of every three voters have never heard of Miyares.**
- The **top priority for voters is illegal immigration**, an issue that will only **continue to grow in importance** as the crisis at our Southern border gets worse.
- **Voters prioritizing illegal immigration are likely to vote for Sears** by more than 3:1.

**Methodology:** This probabilistic survey was conducted March 13 – 14, 2024 with 510 likely Republican primary election voters in Virginia. It has a margin of error of  $\pm 4.28\%$ . Known registered voters were interviewed via text-to-web and online. The survey was weighted to reflect the 2025 likely Republican primary electorate across Virginia.



Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal is ranked as the most accurate firm, and clients rely on Cygnal’s ability to create intelligence for action. Its team members have worked in 50 states and 17 countries on more than 3,000 corporate, public affairs, and political campaigns.