

VIRGINIA STATEWIDE 2024 EDUCATION SURVEY

Interview Schedule



PUBLIC OPINION  
STRATEGIES

turning questions into answers

December 5-12, 2024

Project #: 240610

N=800 Registered Voters

Credibility Interval=  $\pm 3.95\%$

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\* Denotes result under 0.5%.

^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

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**(SPLIT SAMPLE B, N=396)**

1. Please tell me how much confidence you, yourself, have in higher education in Virginia?

**(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

13% A GREAT DEAL

30% QUITE A LOT

39% SOME

14% VERY LITTLE

4% NONE

**82% TOTAL CONFIDENT**

**18% TOTAL NOT CONFIDENT**

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**(SPLIT SAMPLE B, N=396)**

2. Please indicate whether you have a favorable or unfavorable opinion of four-year colleges and universities in Virginia. If you have never heard of them or don't have an opinion about them to give a rating, please select that option.

26% VERY FAVORABLE  
51% SOMEWHAT FAVORABLE  
7% SOMEWHAT UNFAVORABLE  
4% VERY UNFAVORABLE

1% NEVER HEARD OF THEM  
11% NO OPINION

**77% TOTAL FAVORABLE**  
**11% TOTAL UNFAVORABLE**

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**(SPLIT SAMPLE A, N=404)**

3. In your opinion, how proud should people who live in Virginia feel regarding our system of public colleges, universities, and community colleges? Should people be... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<u>2/17</u>	<u>2/21</u>	<u>3/23</u>	<u>12/24</u>	
58%	27%	40%	42%	VERY PROUD
35%	54%	44%	48%	SOMEWHAT PROUD
N/A	14%	12%	7%	NOT VERY PROUD
3%	4%	4%	3%	NOT AT ALL PROUD
<b>93%</b>	<b>82%^</b>	<b>84%</b>	<b>90%</b>	<b>TOTAL PROUD</b>
<b>3%</b>	<b>18%</b>	<b>16%</b>	<b>10%</b>	<b>TOTAL NOT PROUD</b>

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**(SPLIT SAMPLE A, N=404)**

4. If you had a child who was applying to college, how likely would you be to recommend that they consider applying to a public college or university in Virginia as a top choice? Would you be... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<u>2/17</u>	<u>2/21</u>	<u>3/23</u>	<u>12/24</u>	
69%	55%	49%	50%	VERY LIKELY
22%	35%	34%	40%	SOMEWHAT LIKELY
N/A	6%	10%	7%	NOT VERY LIKELY
6%	4%	7%	3%	NOT AT ALL LIKELY
<b>91%</b>	<b>90%</b>	<b>83%</b>	<b>90%</b>	<b>TOTAL LIKELY</b>
<b>6%</b>	<b>10%</b>	<b>17%</b>	<b>10%</b>	<b>TOTAL NOT LIKELY</b>

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**(SPLIT SAMPLE B, N=396)**

5. Now please read the following statement. After you read the statement, please indicate if you agree or disagree with that statement:

Virginia's universities, colleges, and community colleges are a valuable public asset of the Commonwealth of Virginia, are well run, and are a sound place to invest public dollars.

<u>2/17</u>	<u>2/21</u>	<u>3/23</u>	<u>12/24</u>	
55%	32%	36%	37%	STRONGLY AGREE
33%	53%	46%	51%	SOMEWHAT AGREE
5%	12%	10%	10%	SOMEWHAT DISAGREE
3%	3%	7%	2%	STRONGLY DISAGREE
<b>88%</b>	<b>85%</b>	<b>83%^</b>	<b>88%</b>	<b>TOTAL AGREE</b>
<b>9%^</b>	<b>15%</b>	<b>17%</b>	<b>12%</b>	<b>TOTAL DISAGREE</b>

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6. For several years, Virginia has been ranked by CNBC as one of the best states for business, and a key reason given for these rankings has been our strong educational system, including our colleges, universities, and community colleges. Since these national business rankings have a big impact on where companies choose to locate their facilities and create jobs, how important do you believe it is for Virginia's Governor and the General Assembly to invest in our colleges, universities, and community colleges? Is it... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<u>2/21</u>	<u>3/23</u>	<u>12/24</u>	
55%	56%	58%	VERY IMPORTANT
36%	37%	36%	SOMEWHAT IMPORTANT
8%	6%	5%	NOT VERY IMPORTANT
1%	2%	1%	NOT AT ALL IMPORTANT
<b>91%</b>	<b>93%</b>	<b>94%</b>	<b>TOTAL IMPORTANT</b>
<b>9%</b>	<b>7%^</b>	<b>6%</b>	<b>TOTAL NOT IMPORTANT</b>

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Now please read the following statements about the economic role Virginia's colleges, universities, and community colleges play in the state, and after you read each statement, please indicate if you agree or disagree with that statement. **(RANDOMIZE)**

	<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
7.	Virginia's future largely will be determined by our success in broadening the pool of talented individuals who are prepared to participate and lead in the new economy. Therefore, the most important investment our state can make is to ensure that every Virginia resident is able to achieve the highest level of education that suits their aspirations and abilities, whether that is a skilled trade certificate, an associate's or bachelor's degree, or a graduate or professional degree.			
<b>12/24</b>	54%	39%	6%	1%
	<b>93%</b>		<b>7%</b>	
<b>3/23</b>	51%	43%	4%	2%
	<b>94%</b>		<b>6%</b>	
<b>3/21</b>	53%	39%	6%	2%
	<b>91%<sup>^</sup></b>		<b>9%<sup>^</sup></b>	

**(SPLIT SAMPLE A, N=404)**

8. In your opinion, is having a college education still a good value even though some college graduates have trouble finding work in their chosen fields of study these days?

<u><b>2/17</b></u>	<u><b>2/21</b></u>	<u><b>3/23</b></u>	<u><b>12/24</b></u>	
72%	72%	74%	80%	YES
22%	28%	26%	20%	NO

**(SPLIT SAMPLE B, N=396)**

9. In your opinion, is having a college education still a good value even though it has become more expensive?

<u><b>2/17</b></u>	<u><b>2/21</b></u>	<u><b>3/23</b></u>	<u><b>12/24</b></u>	
77%	77%	68%	77%	YES
16%	23%	32%	23%	NO

10. Would you say Virginia's universities and colleges are doing a good job or a bad job at making sure students are graduating with the skills they need to succeed in the changing economy?

<u><b>3/23</b></u>	<u><b>12/24</b></u>	
24%	25%	VERY GOOD JOB
53%	56%	SOMEWHAT GOOD JOB
16%	15%	SOMEWHAT BAD JOB
8%	4%	VERY BAD JOB
<b>76%<sup>^</sup></b>	<b>81%</b>	<b>TOTAL GOOD JOB</b>
<b>24%</b>	<b>19%</b>	<b>TOTAL BAD JOB</b>

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Now please read the following statements, and after you read each statement, please indicate if you agree or disagree with each of the following statements about higher education at Virginia's colleges, universities, and community colleges. **(RANDOMIZE)**

	<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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**(SPLIT SAMPLE A, N=404)**

11. Since college graduates on average earn approximately twice what non-graduates earn, attending and graduating from a Virginia college or university is a good investment.

<b>12/24</b>	48%	40%	11%	1%
	<b>88%</b>		<b>12%</b>	
<b>3/23</b>	42%	42%	11%	4%
	<b>85%^</b>		<b>15%</b>	
<b>2/21</b>	37%	50%	9%	4%
	<b>87%</b>		<b>13%</b>	

**(SPLIT SAMPLE B, N=396)**

12. Since, in today's economy, the highest paying jobs generally go to the best educated workers, a greater state investment in Virginia's higher education system will result in higher average incomes for Virginia workers and a stronger economy.

<b>12/24</b>	39%	47%	13%	1%
	<b>86%</b>		<b>14%</b>	
<b>3/23</b>	37%	45%	14%	4%
	<b>82%</b>		<b>18%</b>	
<b>2/21</b>	37%	47%	13%	3%
	<b>84%</b>		<b>16%</b>	

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Now please read the following education policy positions candidates for General Assembly might take. After you read each one, please indicate if that policy position would make you more likely or less likely to vote for a candidate for General Assembly, or if would make no difference to your vote.

**(RANDOMIZE)**

<b>MUCH MORE</b>	<b>SMWT MORE</b>	<b>SMWT LESS</b>	<b>MUCH LESS</b>	<b>NO DIFF</b>
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**(SPLIT SAMPLE A, N=404)**

13. A candidate who says that higher education is one of the best investments Virginia can make because an independent study shows that every dollar Virginia taxpayers spend on our public higher education system generates twenty five dollars of economic output in our state, and the investment more than pays for itself by producing nearly two dollars in new revenue for every one dollar spent.

<b>12/24</b>	38%	36%	11%	3%	13%
	<b>74%</b>		<b>13%^</b>		
<b>3/23</b>	31%	38%	12%	2%	16%
	<b>70%^</b>		<b>14%</b>		
<b>2/21</b>	32%	43%	9%	5%	11%
	<b>75%</b>		<b>14%</b>		

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Now please read the following statements, and after you read each statement, please indicate if you agree or disagree with each of the following statements about higher education at Virginia's colleges, universities, and community colleges. **(RANDOMIZE)**

<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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**(SPLIT SAMPLE B, N=396)**

14. Our country has workforce shortages today in jobs ranging from those requiring four-year college degrees to skilled trade jobs requiring two years of education and training or less. We need to increase both the number of college graduates and the number of skilled workers who are qualified to fill these jobs.

<b>12/24</b>	53%	38%	7%	1%
	<b>92%^</b>		<b>8%</b>	
<b>3/23</b>	59%	32%	7%	3%
	<b>91%</b>		<b>9%^</b>	

Now please read the following education policy positions candidates for General Assembly might take. After you read each one, please indicate if that policy position would make you more likely or less likely to vote for a candidate for General Assembly, or if would make no difference to your vote.

**(RANDOMIZE)**

	MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF
<b>(SPLIT SAMPLE A, N=404)</b>					
15.	A candidate who proposes increasing the number of college and community college degrees and credentials earned by Virginia students in high-wage, high-demand sectors of the economy, such as science, technology, engineering and math, and in areas where there now are shortages of trained workers, such as health care and data science.				
<b>12/24</b>	37%	43%	7%	2%	11%
	<b>80%</b>			<b>9%</b>	
<b>3/23</b>	28%	43%	11%	2%	16%
	<b>70%^</b>			<b>13%</b>	
<b>2/21</b>	32%	43%	10%	4%	11%
	<b>75%</b>			<b>14%</b>	
<b>(SPLIT SAMPLE A, N=404)</b>					
16.	A candidate who says to improve the health and quality of life for Virginians, we should use our colleges and community colleges to train more doctors and nurses and also promote university-based research into advanced forms of medical care and treatment.				
<b>12/24</b>	43%	40%	8%	1%	8%
	<b>83%</b>			<b>9%</b>	
<b>3/23</b>	32%	44%	8%	1%	14%
	<b>77%^</b>			<b>9%</b>	
<b>3/21</b>	47%	41%	4%	1%	7%
	<b>88%</b>			<b>5%</b>	
<b>(SPLIT SAMPLE B, N=396)</b>					
17.	A candidate who says we need to have strong colleges and community colleges in each region of our state, because these colleges improve the quality of life, supply a skilled workforce, and encourage public-private partnerships on research and economic development that attract new businesses and high-paying jobs to the region.				
<b>12/24</b>	42%	41%	6%	2%	9%
	<b>83%</b>			<b>8%</b>	
<b>3/23</b>	39%	40%	6%	1%	13%
	<b>79%</b>			<b>7%</b>	
<b>2/21</b>	40%	44%	6%	2%	8%
	<b>84%</b>			<b>8%</b>	

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**(SPLIT SAMPLE B, N=396)**

18. How important would you say it is for the state of Virginia to invest more in higher education so that tuition increases are kept to a minimum for students and their families? Is it... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<u>3/23</u>	<u>12/24</u>	
59%	54%	VERY IMPORTANT
31%	36%	SOMEWHAT IMPORTANT
7%	6%	NOT VERY IMPORTANT
3%	4%	NOT AT ALL IMPORTANT
<b>90%</b>	<b>90%</b>	<b>TOTAL IMPORTANT</b>
<b>10%</b>	<b>10%</b>	<b>TOTAL NOT IMPORTANT</b>

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19. Currently, tuition at our public universities in Virginia is higher than in neighboring states like Tennessee, North Carolina, and Maryland. This is mainly because those states provide thousands of dollars more funding per student than Virginia provides, leaving less to be paid by students and families in those states. Knowing this, how important would you say it is for Virginia's Governor and the General Assembly to reduce reliance on tuition by increasing the state's funding of our higher education system? Is it... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
48%	54%	55%	VERY IMPORTANT
43%	35%	36%	SOMEWHAT IMPORTANT
4%	8%	7%	NOT VERY IMPORTANT
4%	2%	2%	NOT AT ALL IMPORTANT
<b>91%</b>	<b>90%^</b>	<b>91%</b>	<b>TOTAL IMPORTANT</b>
<b>9%^</b>	<b>10%</b>	<b>9%</b>	<b>TOTAL NOT IMPORTANT</b>

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Now please read the following statements, and after you read each statement, please indicate if you agree or disagree with each of the following statements about higher education at Virginia’s colleges, universities, and community colleges. **(RANDOMIZE)**

<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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**(SPLIT SAMPLE A, N=404)**

20. A state law passed in 2011 declared that the state should pay at least two-thirds of the cost of educating Virginia resident students at our state’s public colleges. Despite recent progress, the state is still not meeting its goal, which means that Virginia students and their families must make up the difference through higher tuition. The Governor and the General Assembly should meet the two-thirds goal as soon as possible so that our colleges can charge Virginia students less tuition.

<b>12/24</b>	55%	32%	9%	4%
	<b>87%^</b>		<b>13%</b>	
<b>3/23</b>	52%	32%	12%	5%
	<b>84%</b>		<b>16%^</b>	
<b>3/21</b>	47%	40%	8%	5%
	<b>87%</b>		<b>13%</b>	

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**(SPLIT SAMPLE A, N=404)**

21. According to the 2024 report by the state’s audit agency, the average cost of attending college in Virginia has declined in recent years for in-state students. This is because the state has invested more in higher education while colleges have controlled costs, resulting in a lower tuition burden for students and their families. Since the cost of college remains hard to afford for many low and middle income Virginia families, how important is it to you that the state continue to increase its investment in higher education and reduce the tuition burden on students and their families? Is it... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

64%	VERY IMPORTANT
29%	SOMEWHAT IMPORTANT
7%	NOT VERY IMPORTANT
1%	NOT AT ALL IMPORTANT
<b>92%^</b>	<b>TOTAL IMPORTANT</b>
<b>8%</b>	<b>TOTAL NOT IMPORTANT</b>

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Now please read the following statements, and after you read each statement, please indicate if you agree or disagree with each of the following statements about higher education at Virginia's colleges, universities, and community colleges. **(RANDOMIZE)**

	<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
<b>(SPLIT SAMPLE B, N=396)</b>				
22.	Virginia's colleges and universities have high graduation rates and spend less per degree than neighboring states, but there is much more they should do to become cost-efficient. They should work closely with business partners to adopt more efficient business practices, reduce duplication by sharing administrative and academic resources among the colleges, make better use of advanced technology, and streamline coursework to move students more efficiently through their studies into internships and eventually into full-time jobs.			
<b>12/24</b>	52%	41%	7%	1%
	<b>93%</b>		<b>7%^</b>	
<b>3/23</b>	48%	46%	6%	1%
	<b>93%^</b>		<b>7%</b>	
<b>3/21</b>	40%	49%	9%	2%
	<b>89%</b>		<b>11%</b>	

Now please read the following education policy positions candidates for General Assembly might take. After you read each one, please indicate if that policy position would make you more likely or less likely to vote for a candidate for General Assembly, or if would make no difference to your vote.

**(RANDOMIZE)**

	<b>MUCH MORE</b>	<b>SMWT MORE</b>	<b>SMWT LESS</b>	<b>MUCH LESS</b>	<b>NO DIFF</b>
<b>(SPLIT SAMPLE B, N=396)</b>					
23.	A candidate who says the best way to control college costs and improve results is to continue to restructure the system so that the colleges have more freedom to manage their operations efficiently and are funded based mainly on their success in producing good outcomes for students, including specific factors like the number of students enrolled, graduation rates, and student success in securing good jobs.				
<b>12/24</b>	26%	45%	14%	3%	13%
	<b>71%</b>		<b>16%^</b>		
<b>3/23</b>	24%	44%	14%	5%	13%
	<b>69%^</b>		<b>19%</b>		
<b>3/21</b>	27%	47%	12%	4%	9%
	<b>74%</b>		<b>17%^</b>		

**(SPLIT SAMPLE A, N=404)**

24.	A candidate who says every qualified Virginia high school graduate should have affordable access to college; therefore, we should increase state funding for student financial aid because currently the number of low-income and middle-income students needing this aid far exceeds the available grants.				
<b>12/24</b>	47%	33%	5%	6%	9%
	<b>80%</b>		<b>11%</b>		
<b>3/23</b>	38%	35%	12%	6%	9%
	<b>73%</b>		<b>17%^</b>		
<b>3/21</b>	42%	38%	7%	7%	6%
	<b>80%</b>		<b>14%</b>		

Now please read the following statements, and after you read each statement, please indicate if you agree or disagree with each of the following statements about higher education at Virginia's colleges, universities, and community colleges. **(RANDOMIZE)**

<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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**(SPLIT SAMPLE A, N=404)**

25. Virginia's Governor and General Assembly should work to increase student financial aid so that college is more affordable for low-income and first-generation college students.

<b>12/24</b>	62%	29%	6%	3%
	<b>91%</b>		<b>9%</b>	
<b>3/23</b>	52%	36%	11%	2%
	<b>88%</b>		<b>12%^</b>	
<b>3/21</b>	43%	42%	10%	5%
	<b>85%</b>		<b>15%</b>	

**(SPLIT SAMPLE A, N=404)**

26. While higher-income Virginians can afford college, and lower-income families tend to qualify for significant federal financial aid, many middle-income families in Virginia qualify only for loans, resulting in high levels of student loan debt. The Governor and General Assembly should seek a significant increase in state-funded financial aid for middle-income families so fewer Virginia students leave college with large debt burdens.

<b>12/24</b>	59%	31%	8%	3%
	<b>90%</b>		<b>10%^</b>	
<b>3/23</b>	56%	33%	9%	3%
	<b>88%^</b>		<b>12%</b>	
<b>3/21</b>	44%	43%	9%	4%
	<b>87%</b>		<b>13%</b>	

**(SPLIT SAMPLE B, N=396)**

27. Providing more financial aid so that low- and middle-income students can afford college is an important social investment, because independent studies show that college graduates tend to pay more in taxes, and require less public expenditures on everything from healthcare and unemployment insurance to welfare and incarceration.

<b>12/24</b>	53%	35%	10%	2%
	<b>88%</b>		<b>12%</b>	
<b>3/23</b>	50%	36%	11%	3%
	<b>86%</b>		<b>14%</b>	
<b>3/21</b>	41%	46%	11%	2%
	<b>87%</b>		<b>13%</b>	

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**(SPLIT SAMPLE A, N=404)**

28. Virginia covers the cost of in-state tuition for spouses and children of veterans who were disabled or killed in action. In recent years, the cost of this program has grown rapidly as more military families have qualified for these benefits, and the state of Virginia now must decide how to pay for this program. Which of the following options do you support MOST? **(ROTATE)**

80% The state government should fully pay for the program so that the colleges and universities in Virginia do not pass along the costs to students of non-military families in the form of higher tuition.

20% The colleges and universities in Virginia should pay for the program even if it means that students from non-military families will have to pay for the program through higher tuition.

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Now please read the following statements about the economic role Virginia's colleges, universities, and community colleges play in the state, and after you read each statement, please indicate if you agree or disagree with that statement. **(RANDOMIZE)**

<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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29. The Governor and General Assembly should expand the number of dual enrollment courses, which are usually community college courses that students can take while they are still in high school, because the sooner a student can get a two-year degree or industry credential, the quicker and cheaper it will be for them to complete their education and get a good job.

<b>12/24</b>	52%	40%	7%	1%
	<b>92%</b>		<b>8%</b>	
<b>3/23</b>	45%	44%	10%	1%
	<b>89%</b>		<b>11%</b>	

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**(SPLIT SAMPLE A, N=404)**

30. To help grow Virginia's economy, Virginia community colleges want to significantly increase the number of industry-recognized non-degree certificates they award, enroll more working-age adults seeking to upgrade their skills, develop more paid internship and apprenticeship opportunities, and expand high-demand programs by the year 2030. How important is it for the state to fund these proposals by Virginia's community colleges? Is it... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

58% VERY IMPORTANT  
35% SOMEWHAT IMPORTANT  
5% NOT VERY IMPORTANT  
2% NOT AT ALL IMPORTANT

**93% TOTAL IMPORTANT**  
**7% TOTAL NOT IMPORTANT**

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**(SPLIT SAMPLE B, N=396)**

31. The current funding model for Virginia's community colleges primarily supports traditional two-year degree programs, but many jobs in today's economy require skills training and industry-recognized certificates rather than college degrees. How important is it to reform this funding model so that community colleges receive additional funding to provide more industry-recognized certificate programs that address workforce needs? Is it... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

53% VERY IMPORTANT  
40% SOMEWHAT IMPORTANT  
4% NOT VERY IMPORTANT  
3% NOT AT ALL IMPORTANT

**93% TOTAL IMPORTANT**  
**7% TOTAL NOT IMPORTANT**

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Now please read the following education policy positions candidates for General Assembly might take. After you read each one, please indicate if that policy position would make you more likely or less likely to vote for a candidate for General Assembly, or if would make no difference to your vote.

**(RANDOMIZE)**

MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF
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**(SPLIT SAMPLE B, N=396)**

32.	A candidate who says we should invest in Virginia’s historically black colleges and universities, also known as HBCU’s, to support academic programs, attract top faculty, and provide more paid internships, support services, and financial aid to students. This will help make the HBCU experience affordable for diverse students, including low-income and first-generation students.				
	31%	35%	12%	9%	14%
	65%^		21%		

**(SPLIT SAMPLE A, N=404)**

33.	A candidate who says we should invest in Virginia’s historically black colleges and universities, also known as HBCU’s, to substantially upgrade and improve the infrastructure and facilities for research, teaching, and housing on those campuses, since Virginia’s audit agency released a report in 2024 finding that the facilities at Virginia’s two public HBCU institutions are aging and have been historically underfunded.				
	38%	29%	9%	9%	15%
	67%		18%		

**(SPLIT SAMPLE B, N=396)**

34.	A candidate who says that Virginia’s private nonprofit colleges and universities are an essential part of our state’s top-ranked higher education system; therefore, Virginia should increase the amount of tuition assistance, also called “TAG” grants, that the state provides to Virginia resident students who attend those private colleges.				
12/24	24%	37%	20%	7%	12%
	60%^		27%		
3/23	29%	33%	14%	8%	16%
	62%		22%		
3/21	34%	39%	14%	5%	8%
	73%		19%		

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Now please read the following statements, and after you read each statement, please indicate if you agree or disagree with each of the following statements about higher education at Virginia's colleges, universities, and community colleges. **(RANDOMIZE)**

<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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**(SPLIT SAMPLE A, N=404)**

35. It is important the state of Virginia invests in the Innovative Internship Program which increases the number of paid internships, co-op programs, and other work-based learning opportunities available to students attending Virginia's colleges and universities.

<b>12/24</b>	57%	37%	6%	1%
	<b>94%</b>		<b>6%^</b>	
<b>3/23</b>	53%	39%	6%	2%
	<b>92%</b>		<b>8%</b>	

**(SPLIT SAMPLE B, N=396)**

36. Internships can provide life-changing benefits for students by helping them gain practical skills to be job-ready and increase their chances of securing good jobs after graduation. But many students currently do not have these internship opportunities because they have part-time job obligations, do not receive enough wages or expenses to afford an internship, and do not receive college credit for the internship. Therefore, the state should make it a priority to help Virginia's colleges and universities provide all students with paid internships that also result in academic credit.

56%	37%	5%	1%
<b>93%</b>		<b>7%^</b>	

37. Liberal arts majors at Virginia's colleges and universities learn valuable skills that employers need, such as written and verbal communications, teamwork, critical thinking, and problem solving. To make these graduates even more attractive to employers, the college curriculum should include internships and other work-based learning opportunities that provide practical experience in the student's field of study.

<b>12/24</b>	51%	40%	7%	2%
	<b>91%</b>		<b>9%</b>	
<b>3/23</b>	47%	39%	8%	5%
	<b>86%</b>		<b>14%^</b>	
<b>3/21</b>	37%	41%	17%	5%
	<b>78%</b>		<b>22%</b>	

Now please read about some investments candidates for the General Assembly are proposing to increase internship and talent pathway opportunities in Virginia. For each proposal, please indicate if the proposal would make you more likely or less likely to vote for a candidate for General Assembly, or if it would make no difference to your vote. **(ROTATE)**

	MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF
(SPLIT SAMPLE A, N=404)					
38.	A candidate who says that Virginia should fund on-campus internship centers that provide one-stop services for students and employers, helping to match students with employers for specific paid internship opportunities that align with the student's academic and career goals and with the employer's workforce needs.				
	42%	40%	5%	3%	10%
	82%		8%		
(SPLIT SAMPLE B, N=396)					
39.	A candidate who says that because many businesses want to hire student interns but do not know how to go about it, the state should create a user-friendly online portal with internship information and market it to employers and students throughout the state.				
12/24	39%	39%	7%	2%	13%
	77%^		9%		
3/23	37%	38%	10%	3%	12%
	75%		12%^		
(SPLIT SAMPLE B, N=396)					
40.	A candidate who says that Virginia should provide tax credits or matching grants to employers who agree to hire more interns because making paid internships available to all students is one of the best ways to improve their career opportunities and build a better state workforce, and because currently there are not enough paid internships for all Virginia students to have them.				
	35%	42%	10%	3%	11%
	76%^		13%		
(SPLIT SAMPLE A, N=404)					
41.	A candidate who says that because many students cannot afford internships that take place off-campus due to the additional expenses for things like transportation and housing, the state should provide financial aid to help cover those expenses so internships are available to all students regardless of their family's income.				
12/24	37%	37%	10%	5%	11%
	74%		15%		
3/23	32%	34%	15%	7%	12%
	66%		22%		



To increase internship opportunities and strengthen the workforce, some states provide matching grants or tax credits to employers who hire interns.

How important do you think it is for the state to provide such grants or tax credits to employers who have interns in the following situations? **(RANDOMIZE)**

	<b>VERY IMPORTANT</b>	<b>SOMEWHAT IMPORTANT</b>	<b>NOT VERY IMPORTANT</b>	<b>NOT AT ALL IMPORTANT</b>
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**(SPLIT SAMPLE B, N=396)**

42. For employers of teachers, healthcare workers, and in other occupations that have significant shortages of qualified workers.

58%	35%	5%	2%
<b>93%</b>		<b>7%</b>	

**(SPLIT SAMPLE A, N=404)**

43. For small and mid-size businesses that otherwise might not be able to afford to hire interns.

55%	39%	5%	2%
<b>94%</b>		<b>6%^</b>	

**(SPLIT SAMPLE B, N=396)**

44. For employers that provide internships for veterans and family members of veterans and military personnel.

54%	36%	7%	3%
<b>90%</b>		<b>10%</b>	

**(SPLIT SAMPLE A, N=404)**

45. For employers who agree to significantly expand their internship programs and give many more students the opportunity to intern with their business.

52%	40%	6%	2%
<b>92%</b>		<b>8%</b>	

**(SPLIT SAMPLE A, N=404)**

46. For employers that provide internships for first-generation college students, low-income students, and others who typically do not have those opportunities.

52%	38%	7%	3%
<b>90%</b>		<b>10%</b>	

**(SPLIT SAMPLE B, N=396)**

47. For businesses in high-growth sectors of the economy where the workers they need are in especially high demand.

43%	45%	10%	2%
<b>88%</b>		<b>12%</b>	

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Now please read the following statements about the economic role Virginia's colleges, universities, and community colleges play in the state, and after you read each statement, please indicate if you agree or disagree with that statement. **(RANDOMIZE)**

	<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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**(SPLIT SAMPLE A, N=404)**

48. The state should provide funding for colleges and universities to provide students with high-quality academic and career coaching that helps students access in-demand career pathways, connects students to employers through internships and mentoring, and offers comprehensive mental health and academic support services.

51%	40%	7%	2%
<b>91%</b>		<b>9%</b>	

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According to a 2024 higher education study, individuals who had a paid internship in college were significantly more likely to be employed at their education level and avoid underemployment throughout their careers. Based on these findings, please indicate if you agree or disagree with the following statement. **(RANDOMIZE)**

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
49. Since most public school systems cannot afford to pay student teachers serving as interns, the state should provide grants to student teachers to help make internships financially affordable and to keep new teachers in Virginia after graduation.	48%	42%	8%	2%
	90%		10%	

**(SPLIT SAMPLE A, Q50-51, N=404)**

50. One of the biggest obstacles to business growth today is the difficulty of finding well-qualified entry-level employees. Internships can help solve this problem by attracting talented young people and giving employers the opportunity to assess their abilities before offering a full-time position.	51%	42%	5%	1%
	94%^		6%	
51. Virginia should provide hands-on assistance to employers to help them start or expand paid internship programs and to help match them with students whose academic and career goals align with the employers' workforce needs.	46%	44%	8%	2%
	90%		10%	

**(SPLIT SAMPLE B, N=396)**

52. Virginia should encourage public and private employers to revise job postings so that high-quality internships can satisfy work experience requirements, making it easier for young graduates to stay and find jobs in Virginia.	51%	43%	5%	1%
	94%		6%	

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Now please read the following statements about the economic role Virginia’s colleges, universities, and community colleges play in the state, and after you read each statement, please indicate if you agree or disagree with that statement. **(RANDOMIZE)**

	<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
53.	The state should financially incentivize businesses and higher education institutions to form partnerships because these partnerships help schools recruit talented students, operate more efficiently, align academic programs with workforce needs, and turn university-based research into new enterprises and investments that support regional economic growth.			
	48%	42%	8%	2%
	<b>90%</b>		<b>10%</b>	
54.	The state should streamline the regulatory approval process for new academic programs so colleges can respond more quickly to changing workforce needs, and demands of prospective students, while also holding colleges and universities accountable for the outcomes of these programs, such as student enrollment and job placement rates.			
	45%	47%	7%	1%
	<b>92%</b>		<b>8%</b>	

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Next, here are a few statements about new trends in Virginia. Some state leaders are warning of a possible "brain drain" with younger, better educated people leaving to take jobs in other states. This warning is backed up by data showing that more younger people have moved away from Virginia than have moved into the state over the last 10 years. Knowing this, please indicate if you support or oppose each of the following proposals. **(RANDOMIZE)**

	<b>STRONGLY SUPPORT</b>	<b>SOMEWHAT SUPPORT</b>	<b>SOMEWHAT OPPOSE</b>	<b>STRONGLY OPPOSE</b>
55. Encouraging Virginia college graduates to stay in Virginia by establishing partnerships between Virginia businesses and higher education so more students have paid internships that connect them to Virginia-based employers during their college years.				
<b>12/24</b>	56%	38%	5%	1%
	<b>94%</b>		<b>6%</b>	
<b>3/23</b>	57%	39%	4%	1%
	<b>95%^</b>		<b>5%</b>	
<b>2/21</b>	51%	45%	3%	1%
	<b>96%^</b>		<b>4%</b>	
56. Providing new student loans that will be forgiven if the student remains employed in Virginia for five years after graduation in their chosen field of study or another field that is experiencing a shortage of qualified workers.				
<b>12/24</b>	46%	37%	11%	6%
	<b>83%</b>		<b>17%</b>	
<b>3/23</b>	47%	33%	12%	8%
	<b>80%</b>		<b>20%</b>	
<b>2/21</b>	44%	30%	13%	12%
	<b>75%^</b>		<b>25%</b>	
57. Providing competitive compensation for college faculty to prevent the loss of talented faculty members to other states, maintain our colleges' top national rankings, and provide students the high-quality instruction they need to succeed.				
	44%	44%	10%	2%
	<b>88%^</b>		<b>12%</b>	

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Virginia's colleges and universities face stiff competition when recruiting students. Colleges and universities in other states, especially those in neighboring Tennessee, North Carolina, and Maryland, are luring Virginia students to their schools by offering tuition breaks, scholarships, and other incentives that Virginia typically does not match. Once these talented students leave Virginia for college, many do not return.

Knowing that, please indicate if you agree or disagree with the following statements. **(ROTATE)**

	<b>STRONGLY AGREE</b>	<b>SOMEWHAT AGREE</b>	<b>SOMEWHAT DISAGREE</b>	<b>STRONGLY DISAGREE</b>
58. The state should provide flexibility to Virginia colleges and universities that need to enroll more students so these institutions can offer financial incentives and compete effectively for in-state and out-of-state students.				
	43%	47%	7%	2%
	<b>91%^</b>		<b>9%</b>	

**(SPLIT SAMPLE A, N=404)**

59. While many of Virginia's colleges and universities have no trouble attracting students, some of Virginia's higher education institutions now have declining student enrollment. These colleges typically are major employers in their regions and are important to the local economy. To help make sure these colleges with declining enrollment remain healthy and viable, the state government should give them flexibility to enroll more out-of-state students.				
	41%	46%	11%	2%
	<b>87%</b>		<b>13%</b>	

**(SPLIT SAMPLE B, N=396)**

60. Virginia should invest in attracting talented out-of-state students through a national marketing campaign that highlights Virginia's top-ranked higher education system and Virginia's best-in-the nation talent pathways program that helps students get paid internships during college and jobs after graduation.				
	32%	49%	16%	3%
	<b>81%</b>		<b>19%</b>	

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As you may know, the term ‘talent pathway’ refers to a particular kind of education and training program that gives students workplace experience and often leads to a full-time job. In this kind of program, the colleges usually develop partnerships with employers, such as businesses in the area. For example, a college or community college might agree to re-design the course work to match the education and skills the business or industry needs, and the business might agree to provide the students with paid internships and then consider hiring them full-time after graduation. The following questions all relate to these ‘talent pathways’ programs.

Now please read the following policy positions some candidates for General Assembly may say about talent pathways. After you read each one, please indicate if that policy position would make you more likely or less likely to vote for a candidate for General Assembly, or if would make no difference to your vote. **(RANDOMIZE)**

	MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF
<b>(SPLIT SAMPLE B, N=396)</b>					
61. A candidate who says Virginia should invest in creating more talent pathways where colleges, community colleges, and high schools work together with businesses to streamline coursework, provide work experience while learning, and reduce the time and cost of getting a degree followed by a full-time job.					
<b>12/24</b>	41%	41%	6%	2%	11%
	<b>82%</b>			<b>7%^</b>	
<b>3/23</b>	44%	38%	5%	3%	10%
	<b>82%</b>			<b>8%</b>	
<b>2/21</b>	40%	45%	3%	1%	10%
	<b>86%^</b>			<b>4%</b>	
<b>(SPLIT SAMPLE A, N=404)</b>					
62. A candidate who says we need to invest in creating more talent pathways in Virginia because the best way to keep talented young people from moving away from our state after graduation is to connect them to Virginia businesses while they are still in college, such as through internships and co-op programs that can lead to full-time employment in Virginia.					
<b>12/24</b>	45%	38%	6%	1%	10%
	<b>83%</b>			<b>7%</b>	
<b>3/23</b>	43%	38%	5%	2%	12%
	<b>80%^</b>			<b>8%^</b>	
<b>2/21</b>	39%	42%	6%	3%	10%
	<b>82%^</b>			<b>9%</b>	
<b>(SPLIT SAMPLE A, N=404)</b>					
63. A candidate who says the General Assembly should provide financial incentives that encourage colleges and community colleges to form "talent pathway" partnerships with businesses and other employers so that any student who stays in Virginia will have an affordable pathway to a degree, an internship or co-op opportunity while in college, and a Virginia-based job after graduation.					
<b>12/24</b>	42%	37%	9%	2%	9%
	<b>79%</b>			<b>12%^</b>	
<b>3/23</b>	35%	43%	7%	5%	10%
	<b>78%</b>			<b>12%</b>	
<i>Continued...</i>					

	MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF
<b>(SPLIT SAMPLE A, N=404)</b>					
64.	A candidate who says Virginia's main advantage in competing for business investment is our talented workforce, but that advantage is declining because many young people are moving <u>away</u> from our state after graduation. Therefore, the General Assembly should make it a top priority to create talent pathways that provide incentives for students to come to Virginia for college and stay here for work after graduation.				

12/24	42%	39%	7%	1%	10%
	81%		9% <sup>^</sup>		
3/23	30%	42%	10%	4%	14%
	72%		14%		
2/21	35%	41%	7%	4%	14%
	76%		11%		

**(SPLIT SAMPLE B, N=396)**

65. A candidate who says we need to invest in creating more talent pathways in Virginia because they are especially helpful for first-generation and low-income college students who otherwise have trouble getting needed work experience and being considered for well-paying jobs.

12/24	40%	38%	8%	3%	11%
	78%		11%		
3/23	41%	38%	7%	3%	11%
	79%		9% <sup>^</sup>		
2/21	36%	42%	7%	4%	12%
	78%		11%		

**(SPLIT SAMPLE B, N=396)**

66. A candidate who says we need to invest in creating more talent pathways in Virginia because they help young people in economically distressed urban and rural areas get access to good education and job opportunities that otherwise they would miss out on.

12/24	36%	45%	6%	1%	11%
	82% <sup>^</sup>		7%		
3/23	39%	37%	7%	3%	14%
	76%		10%		
2/21	38%	42%	6%	3%	11%
	80%		10% <sup>^</sup>		

**(SPLIT SAMPLE A, N=404)**

67. A candidate who says Virginia should invest in creating more talent pathways that are available to students with disabilities, since quite often, those students do not have good access to internships that can lead to full-time employment.

12/24	46%	34%	7%	3%	10%
	81% <sup>^</sup>		9% <sup>^</sup>		
3/23	35%	40%	9%	2%	13%
	75%		12% <sup>^</sup>		

**(SPLIT SAMPLE B, N=396)**

68. A candidate who says colleges and businesses should work together to create talent pathways using online technology because having the option to work or study online lets more students have internships through which they get work experience and connections to future employers while still completing their degrees on time.

12/24	39%	39%	6%	3%	13%
	78%		9%		
3/23	37%	40%	8%	4%	12%
	77%		12%		
2/21	32%	46%	7%	3%	12%
	78%		10%		

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Now, just a few more questions for statistical purposes only...

F. While it is a long way off... How likely is it that you will vote in the November 2025 elections for the Virginia General Assembly? Are you... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

<b><u>3/23</u></b>	<b><u>12/24</u></b>	
73%	69%	VERY LIKELY
20%	24%	SOMEWHAT LIKELY
5%	5%	NOT VERY LIKELY
2%	2%	NOT AT ALL LIKELY
<b>93%</b>	<b>93%</b>	<b>TOTAL LIKELY</b>
<b>7%</b>	<b>7%</b>	<b>TOTAL NOT LIKELY</b>

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And, just to be sure we have a representative sample...

D2. Please record your gender.

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
48%	48%	48%	48%	MALE
52%	52%	52%	52%	FEMALE

D1. In what year were you born?

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
4%	8%	7%	5%	18 - 24
15%	9%	12%	14%	25 - 34
19%	23%	21%	21%	35 - 44
16%	15%	16%	14%	45 - 54
19%	20%	19%	18%	55 - 64
28%	26%	25%	28%	65 AND ABOVE
—	—	*	—	REFUSED

D3A. And what is the last grade you completed in school?

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
1%	*	*	*	SOME GRADE SCHOOL (GRADES 1-8)
2%	2%	1%	1%	SOME HIGH SCHOOL (GRADES 9-11)
17%	16%	19%	20%	GRADUATED HIGH SCHOOL (GRADE 12)
6%	4%	6%	6%	TECHNICAL/VOCATIONAL SCHOOL
29%	33%	30%	26%	SOME COLLEGE
27%	28%	27%	32%	GRADUATED COLLEGE (e.g. BACHELOR OF ARTS, BACHELOR OF SCIENCE)
18%	17%	17%	15%	POST-GRADUATE (e.g. PhD, MD, JD)
<b>20%</b>	<b>18%^</b>	<b>20%^</b>	<b>21%^</b>	<b>TOTAL HS OR LESS</b>
<b>35%</b>	<b>37%</b>	<b>36%</b>	<b>31%^</b>	<b>TOTAL SOME COLLEGE</b>
<b>45%</b>	<b>45%</b>	<b>44%</b>	<b>47%</b>	<b>TOTAL COLLEGE+</b>

D4A. And, in politics today, do you consider yourself a Republican, a Democrat, or something else?

**(IF REPUBLICAN OR DEMOCRAT, FOLLOW UP SCREEN)** Would you call yourself a STRONG (Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?

**(IF SOMETHING ELSE, FOLLOW UP SCREEN)** Do you think of yourself as closer to **(ROTATE)** the Republican or to the Democratic party?

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
20%	22%	22%	25%	STRONG REPUBLICAN
14%	13%	13%	17%	NOT-SO-STRONG REPUBLICAN
4%	5%	3%	1%	LEAN REPUBLICAN
20%	16%	20%	15%	UNAFFILIATED / INDEPENDENT / SOMETHING ELSE
4%	3%	4%	4%	LEAN DEMOCRAT
12%	14%	13%	15%	NOT-SO-STRONG DEMOCRAT
26%	27%	26%	23%	STRONG DEMOCRAT
<b>38%</b>	<b>40%</b>	<b>38%</b>	<b>43%</b>	<b>TOTAL REPUBLICAN</b>
<b>42%</b>	<b>44%</b>	<b>42%^</b>	<b>42%</b>	<b>TOTAL DEMOCRAT</b>

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D5A. Generally speaking, do you consider yourself to be **(ROTATE TOP TO BOTTOM , BOTTOM TO TOP)** conservative, moderate or liberal on most issues?

**(IF CONSERVATIVE/LIBERAL, FOLLOW UP SCREEN:)** And would you say you are VERY (CONSERVATIVE/LIBERAL), or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
18%	18%	14%	15%	VERY CONSERVATIVE
17%	19%	19%	13%	SOMEWHAT CONSERVATIVE
43%	38%	42%	44%	MODERATE
11%	12%	14%	15%	SOMEWHAT LIBERAL
10%	12%	12%	13%	VERY LIBERAL
<b>36%^</b>	<b>37%</b>	<b>32%^</b>	<b>28%</b>	<b>TOTAL CONSERVATIVE</b>
<b>21%</b>	<b>25%^</b>	<b>25%^</b>	<b>28%</b>	<b>TOTAL LIBERAL</b>

D6A. What is your main racial or ethnic heritage? Is it... **(ACCEPT ONE RESPONSE ONLY)**

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
75%	74%	72%	76%	CAUCASIAN OR WHITE
18%	18%	18%	18%	AFRICAN AMERICAN OR BLACK
3%	4%	5%	3%	HISPANIC OR LATINO
4%	4%	4%	3%	ASIAN
*	*	*	*	AMERICAN INDIAN
—	*	1%	—	OTHER <b>(SPECIFY:_____)</b>

D16A. Do you have children at home under the age of 18 you are responsible for raising who are not yet in college or the workforce?

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
27%	33%	29%	30%	YES
73%	67%	71%	70%	NO

D40. Did you or someone in your immediate family attend college in Virginia? **(ACCEPT MULTIPLE YES RESPONSES)**

<u>3/23</u>	<u>12/24</u>	
6%	5%	YES - SELF/CURRENTLY
15%	10%	YES - FAMILY MEMBER/CURRENTLY
32%	31%	YES - SELF/PAST
38%	38%	YES - FAMILY MEMBER/PAST
34%	38%	NO
<b>66%</b>	<b>62%</b>	<b>TOTAL YES</b>

D9A. And for statistical purposes only...is your total annual household income greater or less than \$60,000?

<u>2/21</u>	<u>3/21</u>	<u>3/23</u>	<u>12/24</u>	
11%	12%	8%	11%	UNDER \$20,000
20%	18%	19%	17%	BETWEEN \$20,000 - \$40,000
17%	15%	18%	18%	BETWEEN \$40,000 - \$60,000
17%	13%	15%	17%	BETWEEN \$60,000 - \$80,000
13%	14%	14%	13%	BETWEEN \$80,000 - \$100,000
22%	28%	27%	24%	OVER \$100,000
<b>30%^</b>	<b>30%</b>	<b>27%</b>	<b>28%</b>	<b>TOTAL &lt;\$40K</b>
<b>35%^</b>	<b>28%</b>	<b>32%^</b>	<b>35%</b>	<b>TOTAL \$40K-\$80K</b>
<b>35%</b>	<b>42%</b>	<b>40%^</b>	<b>37%</b>	<b>TOTAL \$80K+</b>