

VIRGINIA STATEWIDE K-12 EDUCATION SURVEY

Interview Schedule

CONFIDENTIAL

Field Dates: August 18-25, 2026

Project #: 260392

N=800 Registered Voters

Credibility Interval = $\pm 3.95\%$

* 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.

A. Are you registered to vote in Virginia?

100% Yes

F. Are you, or is anyone in your household, employed by a newspaper, television or radio station, or a political party, or by a candidate for political office?

100% No

D2. Please record your gender.

48% Male

52% Female

D1. In what year were you born?

6% 18 - 24

16% 25 - 34

20% 35 - 44

14% 45 - 54

18% 55 - 64

26% 65 and above

1. Please read the following statement and indicate if you agree or disagree with that statement:

Virginia's K-12 public schools generally are well run, provide high-quality instruction for students, and are a sound place to invest public dollars.

23% Strongly Agree
46% Somewhat Agree
21% Somewhat Disagree
10% Strongly Disagree

70%^ TOTAL AGREE
30%^ TOTAL DISAGREE

2. In your opinion, how proud should people who live in Virginia feel regarding our K-12 public education system? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

26% Very Proud
48% Somewhat Proud
20% Not Very Proud
6% Not Proud At All

74% TOTAL PROUD
26% TOTAL NOT PROUD

(SPLIT SAMPLE A, N=402)

3. How important would you say Virginia's K-12 public schools are to improving the state and local economy in Virginia? Is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

57% Very Important
37% Somewhat Important
4% Not Too Important
2% Not Important At All

94% TOTAL IMPORTANT
6% TOTAL NOT IMPORTANT

(SPLIT SAMPLE B, N=398)

4. How important would you say Virginia's K-12 public schools are to attracting new business investment and creating more and better job opportunities in Virginia? Is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

45% Very Important
43% Somewhat Important
10% Not Too Important
2% Not Important At All

88% TOTAL IMPORTANT
12% TOTAL NOT IMPORTANT

Now, please read the following list of issues currently facing public schools in Virginia. For each issue, please indicate how important you believe it is for the Governor and General Assembly to invest more in K-12 public education to address these issues and improve the education system. Is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** very important, somewhat important, not too important, or not important at all? **(RANDOMIZE)**

	Very Impt	Swmt Impt	Not Too Impt	Not Impt At All
5. Virginia invests less in K-12 public education than most states, spending approximately \$2,000 less per student than the national average.	56%	35%	7%	2%
	91%		9%	
6. Virginia's recovery from the pandemic, measured by how students perform on standardized tests in reading and math, has been among the slowest in the country.	57%	35%	6%	1%
	93%^		7%	
7. Virginia has a major shortage of K-12 public school teachers, with 1 out of every 15 teaching positions unfilled in some regions of the state.	70%	26%	3%	1%
	97%^		3%^	
8. One thousand public school buildings - nearly half of all school buildings in the state - are more than 50 years old, with a replacement cost of \$25 billion.	46%	39%	13%	2%
	85%		15%	

(SPLIT SAMPLE A, N=402)

9. CNBC publishes an annual ranking of the best states for business, and those rankings help businesses decide where to invest and create jobs. Recently, CNBC said Virginia has one of the top five education systems in the country, giving our state a high-quality workforce.

In your opinion, how important is it for Virginia to invest in our K-12 public schools so that Virginia continues to receive high business rankings and attract new investment and job creation? Is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

67% Very Important
30% Somewhat Important
2% Not Too Important
1% Not Important At All

97% TOTAL IMPORTANT
3% TOTAL NOT IMPORTANT

(SPLIT SAMPLE A, N=402)

10. Virginia's economic competitiveness depends on its K-12 education system producing workforce-ready graduates. But today that system is under strain, with student test scores remaining well below pre-pandemic levels, achievement gaps widening, and Virginia employers reporting shortages of qualified workers available to fill in-demand jobs.

How important is it for the Governor and General Assembly to invest in our public schools to turn this situation around? Is it... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

72% Very Important
23% Somewhat Important
3% Not Too Important
1% Not Important At All

95% TOTAL IMPORTANT
5%[^] TOTAL NOT IMPORTANT

(SPLIT SAMPLE A, N=402)

11. Please read the following statement and indicate if you agree or disagree with that statement:

Virginia's future largely will be determined by our success in broadening the pool of talented individuals who are prepared to succeed in the new economy. Therefore, the most important investment our state can make is to ensure that every K-12 public school graduate in Virginia can get education and training that leads to an in-demand job, whether it is by attending a university or community college, receiving training for a skilled trade, or gaining another industry-recognized credential.

64%	Strongly Agree
32%	Somewhat Agree
3%	Somewhat Disagree
2%	Strongly Disagree

95%^	TOTAL AGREE
5%	TOTAL DISAGREE

Now, please read the statements below that you might hear from a candidate running for office about education quality, pathways, and the future of the workforce. After you read each statement, please indicate if that statement makes you more likely or less likely to vote for that candidate for office.

(RANDOMIZE)

	Much More Likely	Smwt More Likely	Smwt Less Likely	Much Less Likely
12. A candidate who says Virginia's underfunding of K-12 public schools puts our state and students at a competitive disadvantage. Therefore, the state should adopt a new funding model that invests at or above the national average per student, with additional resources provided to the most severely underfunded school systems.	43%	45%	9%	4%
	87%^		13%	
13. A candidate who says Virginia's Governor and General Assembly should prioritize implementation and funding of the Virginia Literacy Act, which the state adopted in 2022 to address severe declines in K-12 students' performance on reading tests.	41%	48%	9%	2%
	89%		11%	
14. A candidate who says Virginia should make it easier and more affordable for students to gain college credit while still in high school through what is known as "dual enrollment."	40%	47%	10%	3%
	87%		13%	
15. A candidate who says our Governor and General Assembly should address Virginia students' poor performance on standardized math tests by adopting a new 'Virginia Numeracy Act' that strengthens math instruction in grades K-8 and provides targeted intervention so students perform at grade level by the time they enter high school.	41%	47%	10%	1%
	88%		12%^	

Next, there will be several questions about a process called "dual enrollment," which reduces the time and cost of education by allowing students in high schools to earn community college credits early, and potentially even earn a two-year associate's degree, before graduating from high school.

Knowing this, please indicate whether you agree or disagree with each of the following statements.
(RANDOMIZE)

	Strg Agree	Smwt Agree	Smwt Disagree	Strg Disagree
16. Virginia should expand access to dual enrollment in career and technical education programs that lead to industry credentials in the skilled trades, and should make it easier for experienced tradesmen to serve as instructors in these programs.	57%	39%	4%	1%
	95%^		5%	

The next several questions relate to the decisions students must make regarding the cost and value of various education and training options after high school.

Please indicate whether you agree or disagree with each of the following statements.

(SPLIT SAMPLE A, N=402)

17. Virginia should increase high school students' access to school counselors and career advisors who can help students identify affordable and efficient pathways to college degrees in their chosen fields.	57%	35%	7%	1%
	92%		8%	

Now, please read the statements below that you might hear from a candidate running for office about college and career pathways for students after completing high school. After you read each statement, please indicate if that statement makes you more likely or less likely to vote for that candidate for office. **(RANDOMIZE)**

Much More Likely	Smwt More Likely	Smwt Less Likely	Much Less Likely
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(SPLIT SAMPLE A, N=402)

18. A candidate who says we should expand the availability of internships for high school students by giving employers the same tax credit for hiring high school student interns that they currently receive for hiring college student interns.

44%	46%	9%	1%
90%		10%	

Next, there will be some questions about career and technical education programs in Virginia. "Career and technical education," or "CTE," is the term used for programs at the middle and high school levels that prepare students for careers in the skilled trades and other high paying, in-demand jobs.

Knowing this, please indicate whether you agree or disagree with the following strategies for expanding career and technical education, or CTE, in Virginia. **(RANDOMIZE)**

Strg Agree	Smwt Agree	Smwt Disagree	Strg Disagree
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19. Virginia should adopt a comprehensive strategy for expanding CTE that includes funding for work-based learning coordinators, lab equipment, more regional CTE centers, and expanded CTE programs at community colleges.

48%	45%	6%	1%
93%		7%	

Now, please read the statements below that you might hear from a candidate running for office. After you read each statement, please indicate if that statement makes you more likely or less likely to vote for that candidate for office. **(RANDOMIZE)**

Much More Likely	Smwt More Likely	Smwt Less Likely	Much Less Likely
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(SPLIT SAMPLE B, N=398)

20. A candidate who says Virginia should establish curriculum standards and requirements for "media literacy," so that students are taught to think critically about sources of information, identify frequent forms of misinformation, and understand the ways that algorithms can screen information and manipulate online content.

42%	44%	11%	3%
86%		14%	

(SPLIT SAMPLE B, N=398)

21. A candidate who says that civics education, history, and social studies have been deemphasized in recent decades, and that Virginia should provide increased support for public and private colleges and universities to collaborate with each other and partner with local school systems to educate K-12 students on history, government, and civic participation.

43%	46%	10%	1%
89%		11%	

(SPLIT SAMPLE A, N=402)

22. Nearly half of the school buildings in Virginia are more than 50 years old and in need of renovation or repair.

Knowing this, would you support or oppose a 1% increase in the local sales tax to generate the funds needed to renovate or replace old, potentially unsafe and unhealthy, school facilities in your locality?

37%	Strongly Support
41%	Somewhat Support
13%	Somewhat Oppose
9%	Strongly Oppose

78%	TOTAL SUPPORT
22%	TOTAL OPPOSE

Now, please read the statements below that you might hear from a candidate running for office about physically improving our K-12 public schools. After you read each statement, please indicate if that statement makes you more likely or less likely to vote for that candidate for office. **(RANDOMIZE)**

Much More Likely	Smwt More Likely	Smwt Less Likely	Much Less Likely
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(SPLIT SAMPLE B, N=398)

23. A candidate who says Virginia's Governor and General Assembly should make it a priority to deploy reliable, high-speed broadband to every region of Virginia so that all students have access to the internet at home and school and receive the education they need to succeed in today's fast-changing economy.

52%	38%	8%	2%
90%		10%	

Now, please read the statements below that you might hear from a candidate running for office about teachers. After you read each statement, please indicate if that statement makes you more likely or less likely to vote for that candidate for office. **(RANDOMIZE)**

Much More Likely	Smwt More Likely	Smwt Less Likely	Much Less Likely
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24. A candidate who says the Governor and General Assembly should address the current teacher shortage by adopting a comprehensive plan that includes increased teacher compensation, scholarships for teacher training, and retention bonuses that incentivize teachers to continue to serve in high-need schools and critical shortage areas.

55%	37%	6%	2%
92%		8%	

25. A candidate who says that one of the most important factors determining the success of a school is its principal. Therefore, Virginia should prioritize developing a pipeline of highly qualified school principals using training methods proven to be successful nationwide.

37%	47%	12%	3%
84%		16%[^]	

(SPLIT SAMPLE A, N=402)

26. A candidate who says Virginia should address the current teacher shortage by expanding the nontraditional pathways to becoming a licensed teacher while maintaining high preparation standards for new teachers.

43%	45%	10%	2%
87%[^]		13%[^]	

Now, in this section, we are collecting general data for statistical purposes only. As a reminder, the data are anonymous and your responses will be kept completely confidential. Thinking some more about you...

D3A. What is the last grade you completed in school?

- * Some grade school (Grades 1-8)
- 2% Some high school (Grades 9-11)
- 24% Graduated high school (Grade 12)
- 5% Technical/vocational school
- 28% Some college
- 28% Graduated college (e.g. Bachelor of Arts, Bachelor of Science)
- 13% Graduate/professional school (e.g. PhD, MD, JD, MA)

27%^ TOTAL HS OR LESS

32% TOTAL SOME COLLEGE

41% TOTAL COLLEGE+

D4A. In politics today, do you consider yourself a... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- 18% Strong Republican
- 7% Not-so-strong Republican
- 11% Lean towards the Republicans
- 23% Something else/Independent
- 11% Lean towards the Democrats
- 5% Not-so-strong Democrat
- 24% Strong Democrat

37%^ TOTAL REPUBLICAN

41%^ TOTAL DEMOCRAT

D5A. In politics today, do you consider yourself to be... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

14% Very conservative
19% Somewhat conservative
39% Moderate
16% Somewhat liberal
12% Very liberal

33% TOTAL CONSERVATIVE
28% TOTAL LIBERAL

D7A. To ensure that we have a representative sample, are you from a Hispanic, Latino, or Spanish-speaking background?

4% Yes, Hispanic or Latino
96% No, not Hispanic or Latino

(IF D7A:2, ASK:)

D7B. And, for statistical purposes only, what is your race? **(ACCEPT ONE ANSWER)**

74% Caucasian or White
18% African American or Black
4% Hispanic or Latino
3% Asian or Pacific Islander
1% American Indian or Alaskan Native
* Other or Mixed Race **(SPECIFY:_____)**

D9D. Are you currently employed, a student, a stay at home parent, retired, or unemployed and looking for work?

54% Employed
3% Student
4% Stay at home parent
25% Retired
8% Unemployed and looking for work
6% Disabled or unable to work

D9A. And for statistical purposes only, what is your total annual household income?

10%	Under \$20,000
18%	Between \$20,000 - \$40,000
18%	Between \$40,000 - \$60,000
12%	Between \$60,000 - \$80,000
11%	Between \$80,000 - \$100,000
16%	Between \$100,000 and \$150,000
8%	Between \$150,000 and \$200,000
4%	Between \$200,000 and \$250,000
	...or....
2%	Over \$250,000

D16A. Do you have a child/children?

62%	Yes
38%	No

(ASK IF D16A:1) (N=496, RESULTS SHOWN OFF TOTAL BASE)

D16K. Does your child/children attend public schools in Virginia for any part of grades K-12?

27%	Yes, attends currently
14%	Yes, attended in the past
21%	No, does not attend currently

41% TOTAL YES

(ASK IF D16K:3) (N=169, RESULTS SHOWN OFF TOTAL BASE)

D16W. How likely is your child/children to attend public schools in Virginia? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

5%	Very Likely
1%	Somewhat Likely
1%	Not Too Likely
15%	Not At All Likely

5%^ TOTAL LIKELY

16% TOTAL NOT LIKELY

D50. Did you personally enroll in public schools in Virginia for any part of your education in grades K-12?

58% Yes
42% No

D51. Have you ever been employed by a county or city public school system in Virginia?

12% Yes
88% No
