



COMMONWEALTH EDUCATION POLL 2010-2011

*A survey of Virginians conducted by the
Commonwealth Educational Policy Institute*

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MOST VIRGINIANS SAY HIGHER EDUCATION IMPORTANT, DIVIDED OVER WHETHER STATE FUNDING IS ENOUGH

As Governor McDonnell's Commission on Higher Education Reform, Innovation and Investment puts the finishing touches on proposals designed to increase the proportion of state residents with a college diploma, a new VCU survey finds a public largely in alignment with lawmakers' focus on higher education but divided over whether state funding for public colleges and universities is currently adequate.

The VCU Commonwealth Education Poll finds about three-in-ten (29%) Virginians consider it a top priority for the state to have public universities and colleges that are top quality and another 49% consider this very important. 17% call this somewhat important and just 2% say it is "not too important".

State residents are evenly divided over whether public universities and colleges in the state have enough funding (42%) or not enough (41%) to meet their needs today. This is a shift from a year ago when a 52% majority said higher education did *not* have enough to meet its needs and 34% said funding was enough. Republicans are more likely than Democrats to say that current funding for higher education is enough to meet its needs (55% Republicans, 29% Democrats). About half (49%) of independents say current higher education funding is enough to meet its needs, 33% say it is not enough.

Among those who say current funding is inadequate, more think such funds should come from state tax increases rather than from tuition increases to students and their families. 46% of those who think current higher education funding inadequate say that increases should come from state taxes, 31% say increases should come from tuition and fees, and 13% volunteered that increases should come from both sources.

These findings are part of a new state-wide survey conducted by Virginia Commonwealth University. The Commonwealth Education Poll was conducted by landline and cell telephone from December 2 to 8, 2010 with a random sample of 1,002 adults in Virginia. The margin of error for the poll is plus or minus 3.6 percentage points. This survey is conducted annually by VCU's Commonwealth Educational Policy Institute (CEPI).

"It's important to note that Democrats and Republicans are about equally likely to say that having a top quality higher education system is a priority for the state," said Cary Funk, associate professor in the Wilder School of Government and Public Affairs and director of the survey. "The partisan divide is over whether state funding for higher education is currently adequate or not and, the best mechanisms to potentially increase higher education funding."

When comparing Virginia's public universities and colleges with other states, 5% of state residents call Virginia's system the "best in the U.S.", 46% consider it above average, 34% say it is average and 5% say it is below average. Those who have earned a college degree are more positive in their evaluations; 64% of college graduates say Virginia's public universities and colleges are either above average or the best in the country. This compares with 40% of those with no more than a high school education who say the same.

Asked to choose between two alternatives, a 56% majority say that a college degree is "necessary for a person to be successful in today's work world"; 35% say "there are many ways to succeed in today's work world without a college degree" The remainder did not choose either option.

The survey asked respondents two questions about potential effects of increasing the number of students graduating from public universities and colleges in Virginia. Half of the respondents were asked if they thought this would influence economic development. About seven-in-ten (72%) believe increasing the proportion of state residents with a college degree will help state economic development, two-in-ten believe it won't help. The other half of survey respondents were asked about the degree to which this would influence job opportunities in the state. A majority of 52% think it would improve job opportunities a lot, 28% think it would improve opportunities a little, and 17% think it would have "not too much" or no effect on job opportunities.

"The Commonwealth Education Poll expanded our attention to higher education issues this year, in part, because of the linkage between the K-12 system and preparing students for the next steps after high school—especially jobs and college," said William C. Boshier, Jr., executive director, Commonwealth Educational Policy Institute and distinguished professor of public policy in the Wilder School of Government and Public Affairs.

"The poll shows a good deal of support for the mission of Virginia's public colleges and universities while also raising some cautionary flags about how to pay for any funding increases in higher education," said Boshier, who is also a member of Governor McDonnell's Commission on Higher Education Reform, Innovation and Investment.

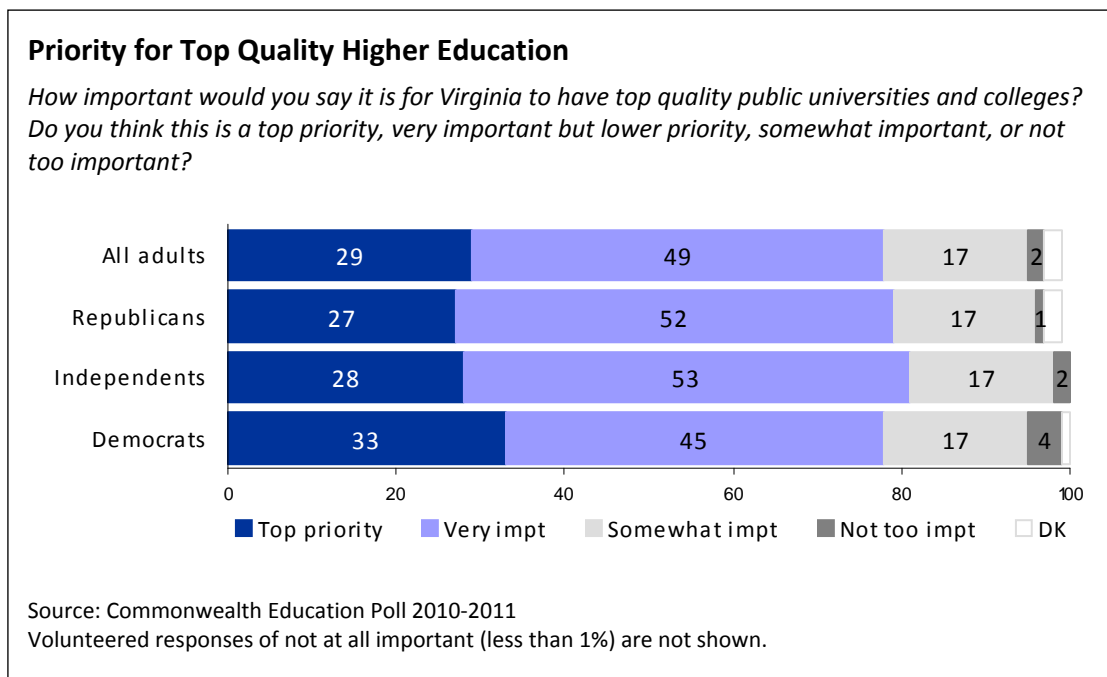
TO COME: Views about K-12 education will be released separately.

The entire report including complete question wording and detailed tables of results is available at <http://www.cepionline.org/>

Beliefs about College, Jobs and Economic Development

Governor McDonnell's Commission on Higher Education Reform, Innovation and Investment is finalizing proposals designed to increase the number of college graduates in Virginia and in doing so expects to promote state economic development. The poll finds support for having a top quality higher education system in the state. In addition, a majority of the public believes that increasing the education level of state residents will help economic development and job opportunities for residents.

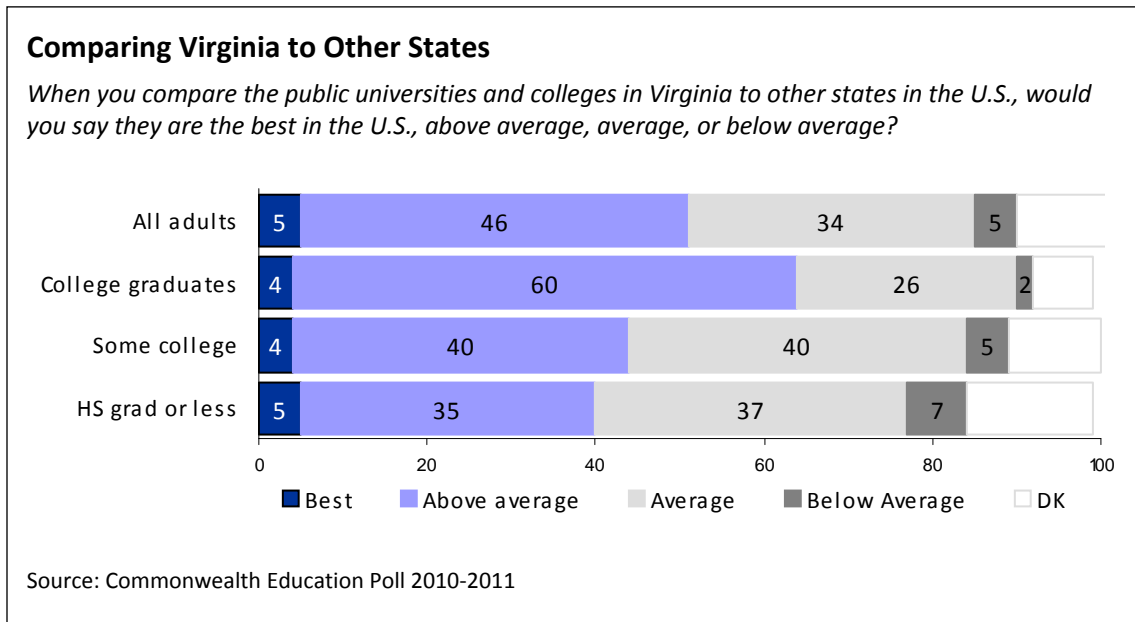
Virginia's Public Universities and Colleges. About three-in-ten (29%) Virginians consider it a top priority for the state to have public universities and colleges that are top quality and another 49% consider this very important. 17% call this somewhat important and just 2% say it is "not too important". These findings suggest a high level of public support for the state's higher education system.



Interestingly, there are only minor subgroup differences in priorities for top quality higher education in the state. Those with a college degree were about equally likely to consider this a top priority as those without a college degree, for example. Democrats are a bit more likely than Republicans to call this a top priority; 33% do so, compared with 27% among Republicans. However, those partisan differences do not reach customary levels of statistical significance after accounting for the size of the subgroup samples.

Citizen evaluations of Virginia's public universities and colleges, overall, appear to be positive, though not stellar. The Commonwealth Education Poll asked respondents to rate Virginia's public universities

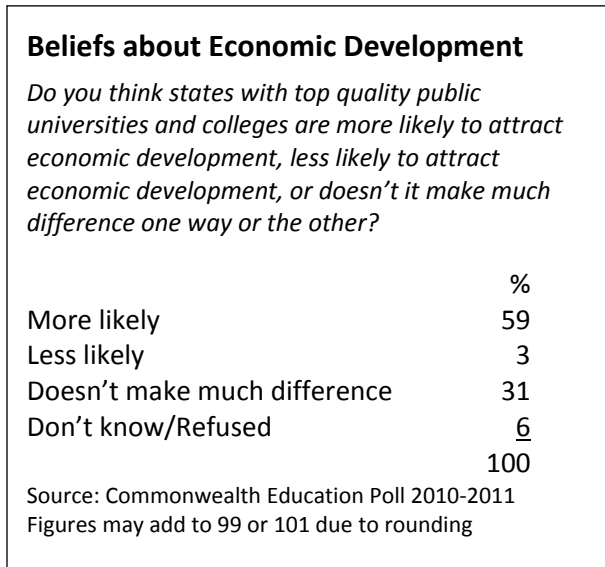
and colleges in comparison with other states. While just 5% of state residents call Virginia higher education the “best in the U.S.”, 46% consider it above average. Another 34% say it is average and 5% say it is below average.



Those who have earned a college degree are more positive in their evaluations of the state higher education system. 64% of college graduates say Virginia’s public universities and colleges are above average or the best in the country. This compares with 40% of those with no more than a high school education who say the same.

Beliefs about Higher Education, Jobs and State

Economic Development. The Commonwealth Education Poll asked respondents for their views about the relationship between a university system and economic development. All told, about six-in-ten (59%) believe that states with top quality public universities and colleges are more likely to attract economic development, 3% disagree and 31% believe this doesn’t make much difference for economic development.



Governor McDonnell has a proposal designed to increase the total number of college degrees granted at public universities and colleges in the state, thereby increasing the proportion of state residents with a college diploma.

The survey asked respondents two questions about potential effects of such a proposal. Half of the respondents were asked if they thought this would influence economic development. About seven-in-ten (72%) believe increasing the proportion of state residents with a college degree will help state economic development, two-in-ten believe it won't help.

The other half of survey respondents were asked about the degree to which this would influence job opportunities in the state. A majority of 52% think it would improve job opportunities a lot, 28% think it would improve opportunities a little, and 17% think it would have "not too much" or no effect on job opportunities.

What Effect from Increasing College Degrees in State?

Currently, there is a proposal to increase the number of students graduating from public universities and colleges in Virginia in order to increase the education level of the Virginia workforce.

Do you think that having more Virginians with a college degree will help or not help attract economic development in the state?

| | |
|--------------------|----------|
| | % |
| Will help | 72 |
| Will not help | 20 |
| Don't know/Refused | <u>8</u> |
| | 100 |

How much do you think having more Virginians with a college degree will help improve the job opportunities in the state...

| | |
|--------------------|----------|
| | % |
| A lot | 52 |
| A little | 28 |
| Not too much | 12 |
| Not at all | 5 |
| Don't know/Refused | <u>4</u> |
| | 100 |

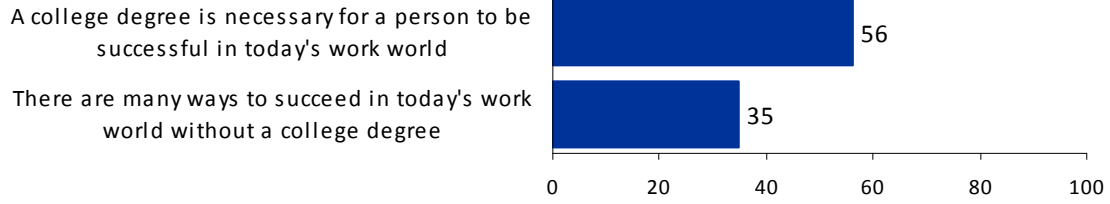
Source: Commonwealth Education Poll 2010-2011
 Figures may add to 99 or 101 due to rounding
 Each question above asked of half the sample

Beliefs about a College Education and Workplace Success. Asked to choose between two alternatives, a 56% majority say that a college degree is "necessary for a person to be successful in today's work world"; 35% say "there are many ways to succeed in today's work world without a college degree" The remainder did not choose either option.

Majorities from several demographic subgroups say that a college degree is necessary today. 57% of those already holding a college degree take this view, as do 52% of those with no more than a high school degree. Women are a bit more likely to take this view than men (60% vs. 52%).

Need a College Degree?

Which comes closer to your own views (ROTATE)? A college degree is necessary for a person to be successful in today's work world OR there are many ways to be successful in today's work world without a college degree?



Source: Commonwealth Education Poll 2010-2011

Don't know responses not shown

Higher Education Funding

The survey finds state residents evenly divided over whether public universities and colleges in the state have enough funding (42%) or not enough (41%) to meet their needs. This is a shift from a year ago when a 52% majority said higher education did not have enough to meet its needs and 34% said funding was enough.

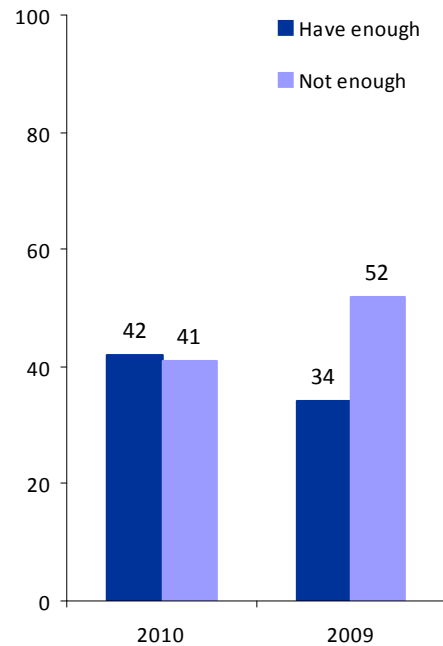
Republicans are more likely than Democrats to say that current funding for higher education is enough to meet its needs (55% Republicans, 29% Democrats). Nearly half (49%) of independents say current higher education funding is enough to meet its needs, 33% say it is not enough.

Among those who say current funding is inadequate, more think such funds should come from state tax increases rather than from tuition increases to students and their families. 46% of those who think current higher education funding inadequate say that increases should come from state taxes, 31% say increases should come from tuition and fees, and 13% volunteered that increases should come from both sources.

Another way to gauge public support for increasing higher education funding is to ask about such support in a question that makes the personal costs, from higher tax bills, explicit. The Commonwealth Education Poll asked all respondents whether or not they would be willing

More Say Higher Education Has Enough Funding Now

Overall, do you think the funding for public universities and colleges in Virginia is enough to meet their needs, or not enough to meet their needs?



Source: Commonwealth Education Poll 2010-2011
Don't know responses not shown.

Sources for Higher Ed Funding

Do you think increased funding for public universities and colleges in Virginia should come from state tax increases or tuition and fee increases?

Among those saying current funding is not enough

| | % |
|--------------------|-----------|
| State taxes | 46 |
| Tuition and fees | 31 |
| Both (volunteered) | 13 |
| Don't know/Refused | <u>10</u> |
| | 100 |

Source: Commonwealth Education Poll 2010-2011

to pay higher taxes in order to increase funding for public colleges and universities in the state. The poll finds 43% willing to pay higher taxes for this purpose and a 51% majority not willing to do so.

An expressed willingness to pay higher taxes in order to increase higher education funding splits along partisan lines. 58% of Democrats say they would be willing to do so, 38% are not willing. Among Republicans, 30% say they would be willing to pay higher taxes while two-thirds are not willing. Independents are similar to the state as a whole on this issue with 41% willing to pay more in taxes and 53% not willing to do so.

Would You Pay Higher Taxes?

Would you be willing or not willing to pay higher taxes so that funding for public universities and colleges in Virginia could be increased?

| | <i>All</i> |
|--------------------|------------|
| | % |
| Willing | 43 |
| Not willing | 51 |
| Don't know/Refused | <u>6</u> |
| | 100 |

Source: Commonwealth Education Poll 2010-2011

The survey also asked those who indicated a willingness to pay higher taxes for increased higher education funding to specify what kind of tax increase would be best. Among this group, 66% believe a sales tax increase would be best, 29% say an income tax increase would be best.

METHOD OF THE COMMONWEALTH EDUCATION POLL

The Commonwealth Education Poll is a public opinion survey of Virginia residents about schools and education in the state. The survey was conducted by landline and cell telephone from December 2 to 8, 2010 with a randomly-selected sample of 1,002 adults living in Virginia. The interviewing was conducted through the facilities of Princeton Data Source (PDS), a research and polling company located in northern Virginia. They used a staff of professionally trained, paid interviewers and computer-assisted telephone interviewing software to conduct the survey.

The sample of telephone numbers was designed so that all adults in Virginia with access to either a residential landline or cellular telephone, including new and unlisted numbers, had a known chance of inclusion. The data are weighted to adjust for unequal probabilities of selection due to multiple adults living in landline households and for frame size of the landline and cell phone sampling frames. In addition, the data are weighted on sex, age, education, race, Hispanic origin, region of residence and population density to reflect the demographic composition of the adult population in Virginia. Percentages reported in the text and tables are weighted, while the number of cases shown in the tables for various subgroups is the actual number of respondents.

Questions answered by the full sample of adults are subject to a sampling error of plus or minus 3.6 percentage points at the 95 percent level of confidence. This means that in 95 out of 100 samples like the one used here, the results obtained should be no more than 3.6 percentage points above or below the figure that would be obtained by interviewing all Virginia residents with telephones. Where the answers of subgroups are reported, the sampling error would be higher. Because of non-response (refusals to participate, etc.), standard calculations of sampling error are apt to understate the actual extent to which survey results are at variance with the true population values. Surveys are also subject to errors from sources other than sampling. While every effort is made to identify such errors, they are often difficult or impossible to measure. Readers making use of the results are urged to be mindful of the limitations inherent in survey research.

Commonwealth Education Poll 2010-2011
State-wide survey of Virginians
December 2-8, 2010
Number of Respondents: 1002

QUESTIONS 1 THROUGH 31 HELD FOR FUTURE RELEASE¹

ASK ALL:

On a different topic...

Q32. Overall, do you think the funding for public universities and colleges in Virginia is enough to meet their needs, or not enough to meet their needs?

| | 10-11 | 09-10 |
|--------------------|--------------|--------------|
| | % | % |
| Enough | 42 | 34 |
| Not enough | 41 | 52 |
| Don't Know/Refused | 17 | 14 |

ASK IF NOT ENOUGH (Q32=2):

Q33. Do you think increased funding for public universities and colleges in Virginia should come from [ROTATE ORDER: state tax increases OR tuition and fee increases]?

| | Among those saying not enough | |
|---------------------------|--------------------------------------|--------------|
| | 10-11 | 09-10 |
| | % | % |
| State tax increases | 46 | 56 |
| Tuition and fee increases | 31 | 27 |
| Both (VOLUNTEERED) | 13 | 7 |
| Don't Know/Refused | 10 | 10 |

ASK ALL:

Q34. Would you be willing or not willing to pay higher taxes so that funding for public universities and colleges in Virginia could be increased?

| | 10-11 |
|--------------------|--------------|
| | % |
| Willing | 43 |
| Not willing | 51 |
| Don't Know/Refused | 6 |

ASK IF WILLING (Q34=1):

Q35. What kind of tax increase do you think would be best – [ROTATE ORDER: sales tax or income tax]?

| | Among those saying willing |
|--------------------|-----------------------------------|
| | 10-11 |
| | % |
| Sales tax | 66 |
| Income tax | 29 |
| Don't Know/Refused | 4 |

¹Percentages may add to 99 or 101 due to rounding. Cells that are blank contain no cases. Cells with a zero percent entry contain cases, but the percentage is less than 0.5%.

ASK ALL:

Q36. When you compare the public universities and colleges in Virginia to other states in the U.S., would you say they are the BEST in the U.S., above average, average or below average?

| | 10-11 |
|----------------------------------|--------------|
| | % |
| Best | 5 |
| Above average | 46 |
| Average | 34 |
| Below average | 5 |
| Don't Know/Refused (VOLUNTEERED) | 11 |

Q37. How important would you say it is for Virginia to have TOP QUALITY public universities and colleges? Do you think this is a **[READ]**...

| | 10-11 |
|------------------------------------|--------------|
| | % |
| Top priority | 29 |
| Very important, but lower priority | 49 |
| Somewhat important, OR | 17 |
| Not too important | 2 |
| Not important at all (VOLUNTEERED) | 0 |
| Don't Know/Refused (DO NOT READ) | 2 |

Q38. Do you think states with top quality public universities and colleges are more likely to attract economic development, less likely to attract economic development, or doesn't it make much difference one way or the other?

| | 10-11 |
|---|--------------|
| | % |
| More likely to attract economic development | 59 |
| Less likely to attract economic development | 3 |
| Doesn't make much difference | 31 |
| Don't Know/Refused | 6 |

ASK FORM 1 ONLY:

Q39. Currently, there is a proposal to increase the number of students graduating from public universities and colleges in Virginia in order to increase the education level of the Virginia workforce.

Do you think that having more Virginians with a college degree will help or NOT help attract economic development in the state?

| | 10-11 |
|--------------------|--------------|
| | % |
| Will help | 72 |
| Will NOT help | 20 |
| Don't Know/Refused | 8 |

ASK FORM 2 ONLY:

Q40. Currently, there is a proposal to increase the number of students graduating from public universities and colleges in Virginia in order to increase the education level of the Virginia workforce.

How much do you think having more Virginians with a college degree will help improve the job opportunities in the state — a lot, a little, not too much, or not at all?

| | 10-11 |
|--------------------|--------------|
| | % |
| A lot | 52 |
| A little | 28 |
| Not too much | 12 |
| Not at all | 5 |
| Don't Know/Refused | 4 |

NO QUESTIONS 41 THROUGH 43**ASK ALL:**

Q44. Which comes closer to your own views? **[READ; ROTATE 1-2]**

| | 10-11 |
|--|--------------|
| | % |
| A college degree is necessary for a person to be successful in today's work world (OR) | 56 |
| There are many ways to succeed in today's work world without a college degree (OR) | 35 |
| Both/Neither (VOLUNTEERED) | 4 |
| Don't Know/Refused (DO NOT READ) | 4 |

Tables of Results by Selected Subgroups²

| | | Q32. Overall, do you think the funding for public universities and colleges in Virginia is enough to meet their needs, or not enough to meet their needs? | | | |
|----------------------|------------------------|---|------------|------------|-----------------|
| | | Enough | Not enough | Don't know | Number of cases |
| All adults | | 42% | 41% | 17% | 1002 |
| VA Region | Northwest | 42% | 40% | 18% | 161 |
| | Northern VA | 43% | 38% | 19% | 238 |
| | West | 45% | 38% | 17% | 202 |
| | South Central | 47% | 38% | 15% | 177 |
| | Tidewater | 33% | 49% | 17% | 224 |
| Gender | Men | 51% | 34% | 15% | 475 |
| | Women | 33% | 48% | 19% | 527 |
| Age | 18-34 | 53% | 34% | 13% | 193 |
| | 35-44 | 28% | 56% | 16% | 126 |
| | 45-64 | 42% | 43% | 15% | 406 |
| | 65 and older | 37% | 33% | 30% | 240 |
| Education | H.S. or less | 41% | 39% | 20% | 343 |
| | Some college | 38% | 47% | 15% | 222 |
| | College grad or more | 45% | 39% | 16% | 426 |
| Family Income | Under \$50,000 | 37% | 45% | 18% | 316 |
| | 50K to under \$100,000 | 44% | 40% | 16% | 278 |
| | \$100,000 or more | 45% | 40% | 15% | 223 |
| Party identification | Democrat | 29% | 59% | 12% | 307 |
| | Republican | 55% | 29% | 16% | 266 |
| | Independent | 49% | 33% | 18% | 309 |

² In the following tables, cells that are blank contain no cases. Cells with a zero percent entry contain cases, but the percentage is less than 0.5%. Percentages may add to 99 or 101 due to rounding.

Q34. Would you be willing or not willing to pay
higher taxes so that funding for public universities
and colleges in Virginia could be increased?

| | | Willing | Not willing | Don't know | Number of cases |
|----------------------|------------------------|---------|-------------|------------|-----------------|
| All adults | | 43% | 51% | 6% | 1002 |
| VA Region | Northwest | 36% | 60% | 4% | 161 |
| | Northern VA | 42% | 53% | 5% | 238 |
| | West | 39% | 51% | 9% | 202 |
| | South Central | 38% | 56% | 6% | 177 |
| | Tidewater | 54% | 42% | 5% | 224 |
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| | 50K to under \$100,000 | 45% | 52% | 3% | 278 |
| | \$100,000 or more | 43% | 55% | 3% | 223 |
| Party identification | Democrat | 58% | 38% | 4% | 307 |
| | Republican | 30% | 66% | 4% | 266 |
| | Independent | 41% | 53% | 6% | 309 |

Q36. When you compare the public universities and colleges in Virginia to other states in the U.S., would you say they are the BEST in the U.S., above average, average or below average?

| | | Best in the U.S. | Above average | Average | Below average | Don't know | Number of cases |
|----------------------|------------------------|------------------|---------------|---------|---------------|------------|-----------------|
| All adults | | 5% | 46% | 34% | 5% | 11% | 1002 |
| VA Region | Northwest | 3% | 42% | 36% | 5% | 14% | 161 |
| | Northern VA | 4% | 59% | 28% | 1% | 9% | 238 |
| | West | 4% | 41% | 38% | 7% | 10% | 202 |
| | South Central | 7% | 46% | 29% | 5% | 14% | 177 |
| | Tidewater | 5% | 36% | 39% | 8% | 12% | 224 |
| Gender | Men | 4% | 50% | 31% | 4% | 11% | 475 |
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| | 50K to under \$100,000 | 4% | 47% | 38% | 7% | 5% | 278 |
| | \$100,000 or more | 6% | 64% | 21% | 1% | 8% | 223 |
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| | Republican | 5% | 47% | 37% | 2% | 9% | 266 |
| | Independent | 5% | 49% | 32% | 5% | 10% | 309 |

| | | Q37. How important would you say it is for Virginia to have TOP QUALITY public universities and colleges? Do you think this is a [READ 1-4] | | | | | | |
|----------------------|------------------------|---|------------------------------------|--------------------|-------------------|-----------------------------|------------|-----------------|
| | | Top priority | Very important, but lower priority | Somewhat important | Not too important | (VOL.) Not important at all | Don't know | Number of cases |
| All adults | | 29% | 49% | 17% | 2% | 0% | 2% | 1002 |
| VA Region | Northwest | 25% | 51% | 20% | 5% | | 0% | 161 |
| | Northern VA | 24% | 50% | 19% | 4% | 1% | 2% | 238 |
| | West | 32% | 48% | 16% | 2% | | 3% | 202 |
| | South Central | 33% | 47% | 17% | 2% | | 1% | 177 |
| | Tidewater | 32% | 49% | 17% | 1% | | 2% | 224 |
| Gender | Men | 29% | 45% | 20% | 4% | | 2% | 475 |
| | Women | 29% | 53% | 15% | 1% | 0% | 1% | 527 |
| Age | 18-34 | 24% | 48% | 25% | 2% | | 1% | 193 |
| | 35-44 | 35% | 53% | 11% | 1% | 1% | | 126 |
| | 45-64 | 28% | 48% | 18% | 3% | | 2% | 406 |
| | 65 and older | 33% | 48% | 13% | 3% | | 4% | 240 |
| Education | H.S. or less | 29% | 45% | 22% | 3% | | 2% | 343 |
| | Some college | 29% | 52% | 16% | 2% | | 2% | 222 |
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| | 50K to under \$100,000 | 29% | 52% | 17% | 2% | | 0% | 278 |
| | \$100,000 or more | 28% | 55% | 13% | 2% | 1% | 1% | 223 |
| Party identification | Democrat | 33% | 45% | 17% | 4% | | 1% | 307 |
| | Republican | 27% | 52% | 17% | 1% | 1% | 2% | 266 |
| | Independent | 28% | 53% | 17% | 2% | | 1% | 309 |

| | | Q38. Do you think states with top quality public universities and colleges are more likely to attract economic development, less likely to attract economic development, or doesn't it make much difference one way or the other? | | | | |
|----------------------|------------------------|---|---|------------------------------|------------|-----------------|
| | | More likely to attract economic development | Less likely to attract economic development | Doesn't make much difference | Don't know | Number of cases |
| All adults | | 59% | 3% | 31% | 6% | 1002 |
| VA Region | Northwest | 53% | 2% | 38% | 7% | 161 |
| | Northern VA | 58% | 3% | 31% | 8% | 238 |
| | West | 65% | 3% | 23% | 9% | 202 |
| | South Central | 64% | 3% | 29% | 4% | 177 |
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| Education | H.S. or less | 49% | 4% | 38% | 8% | 343 |
| | Some college | 61% | 4% | 30% | 5% | 222 |
| | College grad or more | 71% | 2% | 24% | 4% | 426 |
| Family Income | Under \$50,000 | 52% | 6% | 36% | 6% | 316 |
| | 50K to under \$100,000 | 67% | 3% | 26% | 4% | 278 |
| | \$100,000 or more | 67% | 2% | 28% | 2% | 223 |
| Party identification | Democrat | 65% | 2% | 27% | 5% | 307 |
| | Republican | 57% | 4% | 34% | 6% | 266 |
| | Independent | 60% | 1% | 34% | 4% | 309 |

Q39. ...Do you think that having more Virginians with a college degree will help or NOT help attract economic development in the state?

| ASKED OF HALF SAMPLE | | Will help | Will NOT help | Don't know | Number of cases |
|----------------------|----------------------|-----------|---------------|------------|-----------------|
| All adults | | 72% | 20% | 8% | 522 |
| Gender | Men | 72% | 20% | 8% | 234 |
| | Women | 71% | 20% | 9% | 288 |
| Education | H.S. or less | 68% | 21% | 11% | 178 |
| | Some college | 79% | 17% | 5% | 121 |
| | College grad or more | 72% | 21% | 7% | 218 |
| Party identification | Democrat | 77% | 19% | 4% | 166 |
| | Republican | 74% | 19% | 7% | 124 |
| | Independent | 67% | 23% | 9% | 170 |

Q40. ...How much do you think having more Virginians with a college degree will help improve the job opportunities in the state - a lot, a little, not too much or not at all?

| ASKED OF HALF SAMPLE | | A lot | A little | Not too much | Not at all | Don't know | Number of cases |
|----------------------|----------------------|-------|----------|--------------|------------|------------|-----------------|
| All adults | | 52% | 28% | 12% | 5% | 4% | 480 |
| Gender | Men | 50% | 30% | 13% | 4% | 3% | 241 |
| | Women | 53% | 26% | 11% | 6% | 4% | 239 |
| Education | H.S. or less | 53% | 25% | 13% | 6% | 3% | 165 |
| | Some college | 53% | 31% | 13% | 2% | 2% | 101 |
| | College grad or more | 49% | 30% | 11% | 6% | 5% | 208 |
| Party identification | Democrat | 57% | 27% | 10% | 6% | 0% | 141 |
| | Republican | 53% | 24% | 13% | 5% | 4% | 142 |
| | Independent | 47% | 33% | 15% | 4% | 1% | 139 |

| | | Q44. Which comes closer to your own views? [READ; ROTATE 1-2] | | | | |
|----------------------|------------------------|---|---|------------------------|------------|-----------------|
| | | A college degree is necessary for a person to be successful in today's work world | There are many ways to succeed in today's work world without a college degree | (VOL.) Both/Neither | Don't know | Number of cases |
| All adults | | 56% | 35% | 4% | 4% | 1002 |
| VA Region | Northwest | 51% | 39% | 5% | 5% | 161 |
| | Northern VA | 59% | 34% | 3% | 3% | 238 |
| | West | 51% | 35% | 7% | 7% | 202 |
| | South Central | 58% | 36% | 2% | 3% | 177 |
| | Tidewater | 57% | 35% | 5% | 3% | 224 |
| Gender | Men | 52% | 41% | 4% | 3% | 475 |
| | Women | 60% | 31% | 5% | 5% | 527 |
| Age | 18-34 | 61% | 31% | 5% | 3% | 193 |
| | 35-44 | 58% | 35% | 4% | 3% | 126 |
| | 45-64 | 58% | 35% | 4% | 3% | 406 |
| | 65 and older | 42% | 43% | 5% | 10% | 240 |
| Education | H.S. or less | 52% | 40% | 4% | 5% | 343 |
| | Some college | 61% | 30% | 6% | 2% | 222 |
| | College grad or more | 57% | 33% | 4% | 5% | 426 |
| Family Income | Under \$50,000 | 57% | 34% | 4% | 5% | 316 |
| | 50K to under \$100,000 | 60% | 34% | 5% | 1% | 278 |
| | \$100,000 or more | 58% | 38% | 2% | 2% | 223 |
| Party identification | Democrat | 64% | 28% | 3% | 4% | 307 |
| | Republican | 53% | 39% | 6% | 2% | 266 |
| | Independent | 49% | 45% | 5% | 2% | 309 |
