



VCU

Office of Public Policy Outreach

L. Douglas Wilder School of Government and Public Affairs

Summer 2017 Public Policy Poll

A survey of Virginians conducted by the Office of Public Policy Outreach

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VCU poll: 80 percent of Virginians support financial incentives to spur economic development

RICHMOND, Va. (Aug. 22, 2017) — A strong majority of Virginians — 80 percent — support the use of tax credits or other financial incentives by the state as an economic development strategy, [according to a poll released today](#) by the L. Douglas Wilder School of Government and Public Affairs at Virginia Commonwealth University. But for many, the details of such policies make a big difference in their support.

The findings, part of the Wilder School's Summer 2017 Public Policy Poll, follow several years in which state policymakers invested significant energy in reorganizing economic development structures within Virginia and came under fire for providing financial incentives to companies that ultimately failed to expand their activities in the state.

The poll, conducted by landline and cell telephone from July 17-25, is a random sample of 806 adults in Virginia with an overall margin of error of 4.2 percentage points. Results also show that Virginians see higher education as having strong value to society and believe the state's colleges and universities are doing a good job of preparing graduates for the workforce.

Within Virginians' overall support for economic development incentives are important strong caveats in opinion depending on details of such policies.

While 80 percent said they supported the use of financial incentives, 72 percent of the supportive group would shift to opposing the policy if the incentives are provided up front to the companies, which may ultimately decide not to bring their business to Virginia. Of the same originally supportive group, 41 percent would shift to opposing the policy if the incentives were unlimited in amount.

Similar shifts took place among the much smaller group that opposes the use of economic development incentives in general.

Of the 15 percent of respondents who said they opposed the use of financial incentives to recruit companies, 48 percent said they would shift to being supportive of such a policy if companies would be required to return incentives if they don't bring their business to Virginia. Similarly, 43 percent of those originally opposed would become supporters if incentive amounts were capped.

"The saying that 'the devil is in the details' certainly applies to the use of taxpayer-funded economic development incentives," said John Accordino, Ph.D., dean of the Wilder School. "The specific terms of incentive agreements clearly matter to the public."

The same poll found that large majorities of the population in Virginia are unfamiliar with two programs that have been centerpieces of recent economic and workforce development efforts — Go Virginia and One-Stop Career Centers. A large majority, 72 percent, said they were not at all familiar with Go Virginia and another 19 percent said they were not too familiar with it. Only 9 percent said they were very or somewhat familiar with the centers.

Virginia's One-Stop Career Centers, which provide job search support and resources, were slightly better known — 19 percent of respondents said they were very or somewhat familiar with the centers but the vast majority (80 percent) said they were not too or not at all familiar with them. Only 39 percent of respondents said they were very or somewhat likely to use a One-Stop Center in their own job search if they had to conduct one in the near future.

"These survey findings reveal an opportunity for the commonwealth to increase awareness and use of our network of 65 One-Stop Career Centers," said Todd P. Haymore, Virginia secretary of commerce and trade. "These centers serve as community access points for information about existing and emerging industries and jobs in demand within regions. A critical part of Virginia's economic development success will depend on our ability to engage and prepare Virginians for the jobs available today and for the future, and I applaud VCU's Wilder School of Government and Public Affairs for bringing more attention to workforce and economic development issues in Virginia."

Findings in the poll also give colleges and universities strong marks in preparing graduates for the workforce in five important areas.

Seventy-eight percent of Virginians say colleges and universities are doing a good job in producing graduates in scientific fields, and 65 percent said the same about developing students' writing and communication skills. Sixty-three percent say the state schools do a good job providing the skills that will be useful in obtaining a job.

A slightly smaller majority (60 percent) thinks Virginia colleges and universities are doing a good job preparing students for the workforce and that they are doing a good job of preparing students to be engaged citizens.

A majority of Virginians (67 percent) felt strongly or somewhat strongly that a higher education system is good for society as a whole, rather than mostly being a private benefit for individual graduates.

"These results show Virginians see the commonwealth's colleges and universities providing significant value," said Robyn McDougale, Ph.D., faculty director of the Wilder School's Office of Public Policy Outreach, which conducted the poll. "This is value not only to their graduates, but to society as a whole."

Next week, the Wilder School’s Office of Public Policy Outreach will be releasing new poll results measuring Virginians’ views on K-12 and higher education (Aug. 29).

For a PDF of the 31-page report, including complete question wording and detailed tables of results, see <http://www.wilder.vcu.edu/office-of-public-policy-outreach/>

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About VCU and VCU Health

Virginia Commonwealth University is a major, urban public research university with national and international rankings in sponsored research. Located in downtown Richmond, VCU enrolls more than 31,000 students in 225 degree and certificate programs in the arts, sciences and humanities. Seventy-nine of the programs are unique in Virginia, many of them crossing the disciplines of VCU’s 13 schools and one college. The VCU Health brand represents the health sciences schools of VCU, the VCU Massey Cancer Center and the VCU Health System, which comprises VCU Medical Center (the only academic medical center and Level I trauma center in the region), Community Memorial Hospital, Children’s Hospital of Richmond at VCU, MCV Physicians and Virginia Premier Health Plan. For more, please visit www.vcu.edu and vcuhealth.org.

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Perspectives on Economic Development

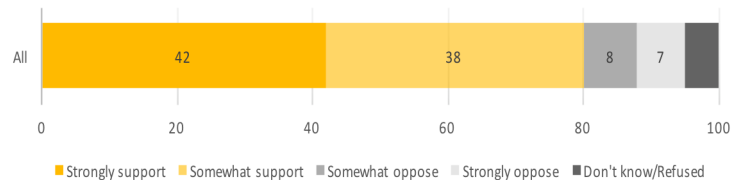
In a series of questions designed to better understand whether and under what conditions Virginians are supportive of offering financial incentives to companies as part of an economic development strategy, poll results show strong overall support for the state offering financial incentives to companies that agree to expand or relocate their business operations to Virginia, but significant portions of the public would shift their support depending on the conditions attached to the incentives.

Eighty percent of those surveyed strongly or somewhat support the state government using tax breaks or other incentives to entice companies to expand or relocate business operations in the commonwealth. Only 15 percent of respondents opposed such a policy, including 7 percent who said they strongly opposed such a policy.

To better understand what variations in economic incentives might have greater public support, those who said they supported use of financial incentives were asked whether they would continue to support the policy if certain caveats were added—namely if incentives could be given in any amount (as opposed to being capped) and if incentives are given up front without what is often referred to as a “clawback” measure, creating a risk of the incentive being lost if the company changed its mind on relocating to or expanding operations in Virginia. In both cases, significant portions of those who originally supported the policy would change their

Support for Tax Breaks and Incentives?

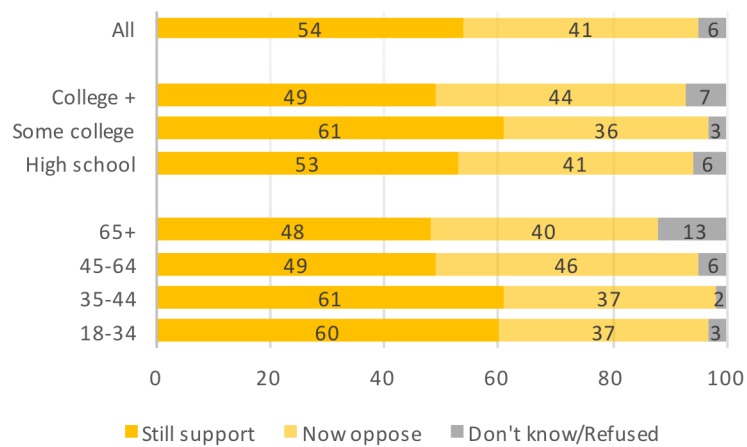
Overall, do you support or oppose the state government offering tax breaks or other incentives to companies that agree to expand or relocate their business operations to Virginia? Do you (support/oppose) strongly or somewhat?



Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

Support for Different Options (Asked of those who support)

If financial incentives were offered to companies without limitations on the dollar amount would you still support the state offering these incentives, or would you now oppose it?



Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

mind, with the swing being most pronounced if the incentives were provided up front to the company, even if the company ultimately decided not to follow through on its commitment.

When asked whether they would change their minds if there was no limit on the dollar amount of the incentives, 54 percent of original supporters said they would still be supportive. Forty-one percent said they would now oppose the policy, an increase of 26 percentage points in opposition compared to support for a general incentive policy. The age and educational attainment of respondents affected the level of continued support if incentives were unlimited in the amount that could be offered. Those with some college experience were more likely to remain supportive with 61 percent, versus 53 percent of those with a high school diploma or less and 49 percent of those with a college degree or more. Younger respondents were also more likely to remain supportive with 61 percent of those ages 35–44 and 60 percent of those 18–34 maintaining support and only 49 percent of 45- to 64-year-olds and 48 percent of those over 65 saying the same.

Respondents who were supportive of financial incentives overall were also asked whether providing incentives up front to companies that may ultimately decide not to bring their business to the commonwealth would change their opinion.

Seventy-two percent said they would now oppose the policy.

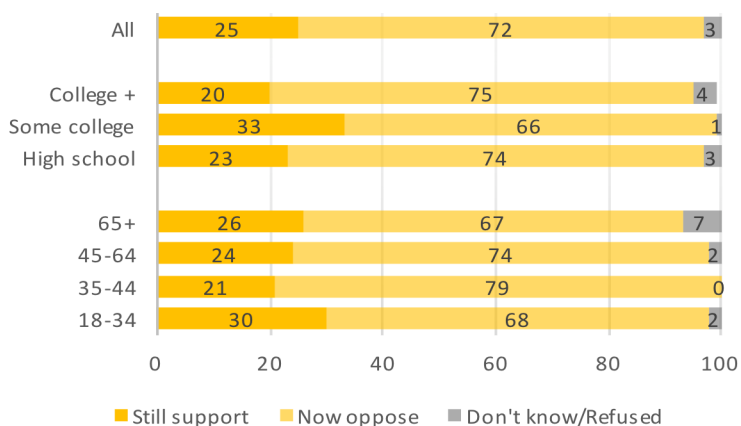
Age and education were again significant. Those with some college experience were less likely to change their mind, with only 66 percent now opposing, while 75 percent of those with a college degree or more and 74 percent of those with a high school diploma or less

changed their minds. Respondents ages 35 to 64 were more likely to change their mind. Almost eight-in-ten (79 percent) of those ages 35–44 and 74 percent of those ages 45–64 said they would oppose the new policy.

While starting from a smaller base (15 percent), those who opposed the general policy of providing incentives to attract new businesses or promote expansion of existing businesses were also asked about whether similar policy details (capped incentive amounts and clawback procedures) would

Support for Different Options (Asked of those who support)

If financial incentives might be provided up front to companies that eventually decide not to bring their business to Virginia, would you still support the state offering these incentives, or would you now oppose it?



Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

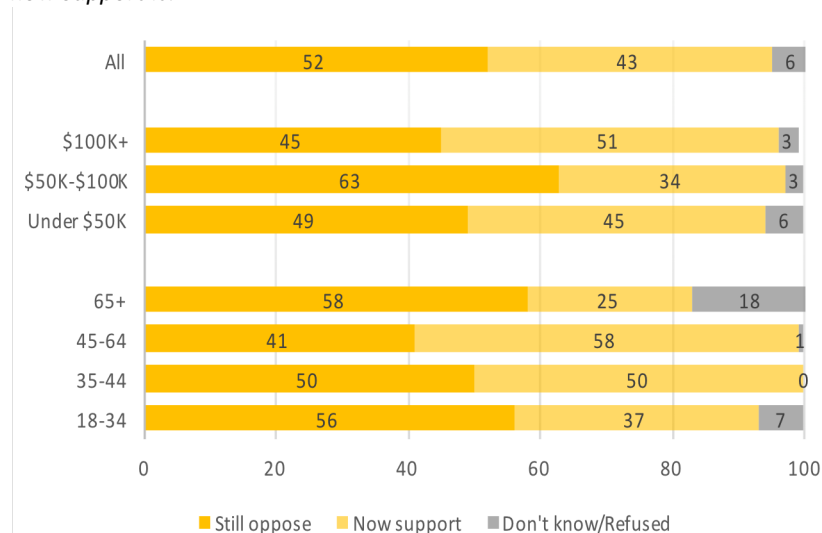
change their minds. Again, the details of the policy mattered to a significant portion of those who originally opposed the policy.

A small majority (52 percent) of those opposed to a general incentive policy said they would still oppose financial incentives even if a limit was placed on the amount that could be offered, while 43 percent said they would be supportive with such caps in place.

Again age played a role in the decision, with those ages 35 to 64 being more likely to change their minds and support the policy with caps on amounts added. Half of 35- to 44-year-olds and 58 percent of 45- to 64-year-olds said they would now support incentives while only 37 percent of 18- to 34-year-olds and 25 percent of those over 65 shifted their opinion. Income also had an effect, with 51 percent of those who made more than \$100,000 last year changing their mind to support if limits on the incentives were included. Forty-five percent of those making less than \$50,000 and 34 percent of those making \$50,000 to \$100,000 said the same.

Support for Different Options (Asked of those who opposed)

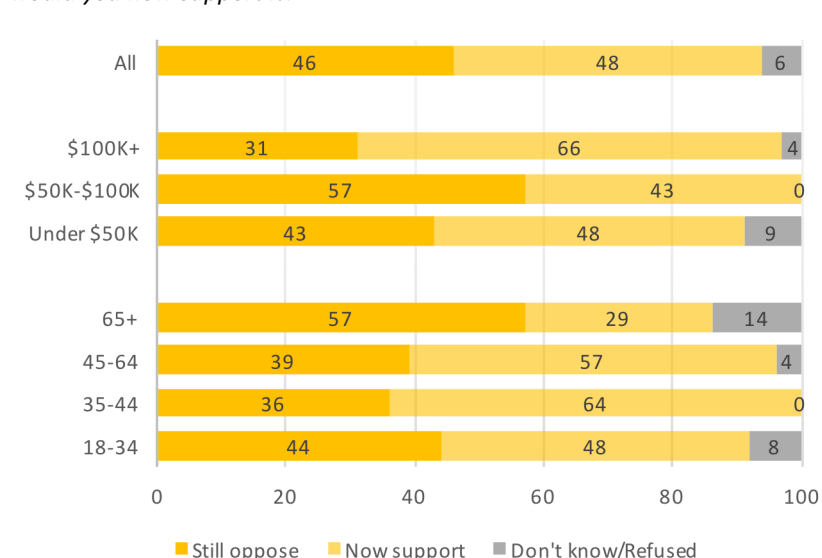
If there were limitations placed on the dollar amount offered to companies, would you still oppose the state offering financial incentives, or would you now support it?



Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

Support for Different Options (Asked of those who opposed)

If there were a rule stating that companies must return any financial incentives to the state if they do not ultimately bring their business to Virginia, would you still oppose the state offering financial incentives, or would you now support it?



Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

When asked whether adding a rule stating that companies would be required to return incentives if they don't bring their business to Virginia would change their opposition, respondents were more evenly split. Forty-eight percent said they would support the new policy and 46 percent would still oppose it.

Again, age and income were factors. Middle age ranges (e.g., 35 to 64) were more likely to change their minds to be supportive with 64 percent of those ages 35–44 shifting and 57 percent of those 45-to 64-years-old doing the same. Only 48 percent of 18- to 34-year-olds and 29 percent of those over 65 said they would become supportive. A sizable majority of respondents making more than \$100,000 (66 percent) indicated the rule would make them change their minds and support the policy. Only 48 percent of those making less than \$50,000 and 43 percent of those making \$50,000 to \$100,000 thought the same.

Knowledge of Workforce and Economic Development Programs

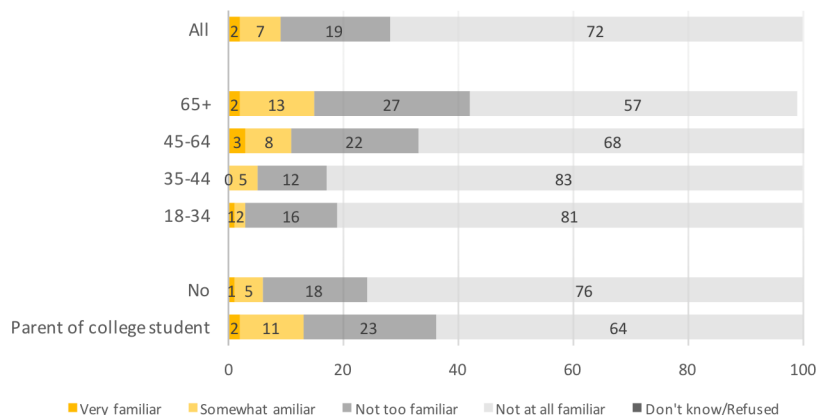
In recent years policymakers have continued to innovate and evolve in the areas of economic development and workforce development. "Go Virginia" is an initiative that incentivizes cross-sector and cross-jurisdictional collaborative economic development in regions across the state. One-Stop Career Centers, the cornerstone of the federal public workforce system since 1998, provide a range of support services and resources for job seekers in one location. Respondents were asked about how familiar they were with each program. The results show that both programs have significant room for growth in reaching the awareness of the general public.

In the case of the new economic development program, Go Virginia, a large majority (72 percent) said they were not at all familiar with the program. Another 19 percent said they were not too familiar and only 9 percent said they were very or somewhat familiar. Older respondents were less likely to say not at all familiar,

along with 57 percent of those over 65 and 68 percent of 45- to 64-year-olds. Parents of college students were also less likely to say not at all familiar with 64 percent, compared to 76 percent of those who have not had a child attend a Virginia college or university.

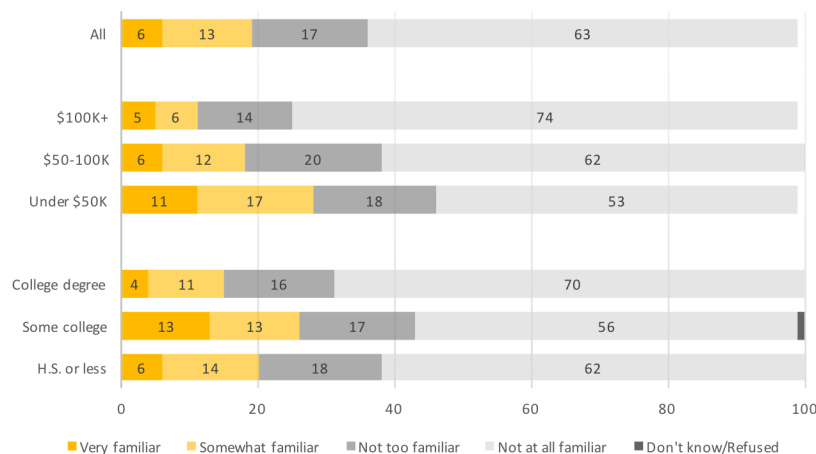
Familiarity with Go Virginia

"Go Virginia" is a new economic development program. It provides funding to regions across the state for collaborative projects that include local businesses, higher education, and community leaders as partners. How familiar, if at all, are you with the "Go Virginia" program?



Familiarity with One-Stop Centers

Please tell me how familiar you are with Virginia's One-Stop Career Centers that provide support and resources to get jobs in your area. Are you...?



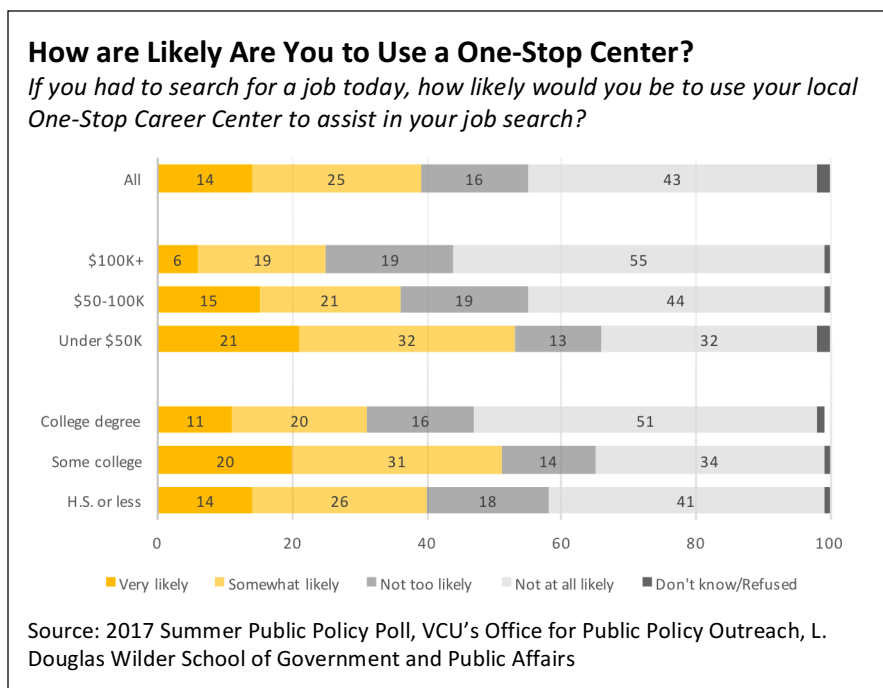
Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

Respondents were also asked about their level of familiarity with Virginia’s One-Stop Career Centers that provide bundled job search support and resources. A large majority of 80 percent said they were not too or not at all familiar with the centers and only 19 percent said they were very or somewhat familiar. Respondents with lower levels of income were more familiar, with 28 percent of those making under \$50,000 saying they were very or somewhat familiar, compared to 18 percent of those making \$50,000 to \$100,000 and 11 percent of those making more than \$100,000. Respondents with some college experience were most likely to be familiar, with 26 percent saying they were very or somewhat familiar. In comparison, 20 percent of those with a high school diploma or less and 15 percent of those with a college degree or more said the same.

Respondents were also asked about how likely they would be to use their local One-Stop Center in a job search. Thirty-nine percent said they were very or somewhat likely to use a One-Stop Center and 59 percent said they were not too or not at all likely to use one.

Again, income and education played a role in responses. Fifty-three percent of those making less than \$50,000 said they were very or somewhat likely to use a One-Stop Center, compared to 36 percent of those making \$50,000 to \$100,000 and 25 percent of those making more than \$100,000. A slight majority of those with some college

experience (51 percent) said they were very or somewhat likely, while 40 percent of those with a high school diploma and 31 percent of those with a college degree or more said the same.



Evaluating the Performance of Higher Education

Higher education plays an important role in preparing graduates for the world of work. When it comes to specific

outcomes, strong

majorities say Virginia

colleges and universities

are doing a good job in

five important areas.

Seventy-eight percent of

Virginians say colleges and

universities in the

commonwealth are doing

a good job in producing

graduates in scientific

fields and 65 percent said

the same about

developing students'

writing and

communication skills.

Sixty-three percent say

the state's schools do a

good job providing the

skills that will be useful in

obtaining a job. A slightly

smaller majority (60

percent) thinks they are

doing a good job

preparing students for the

workforce and that they

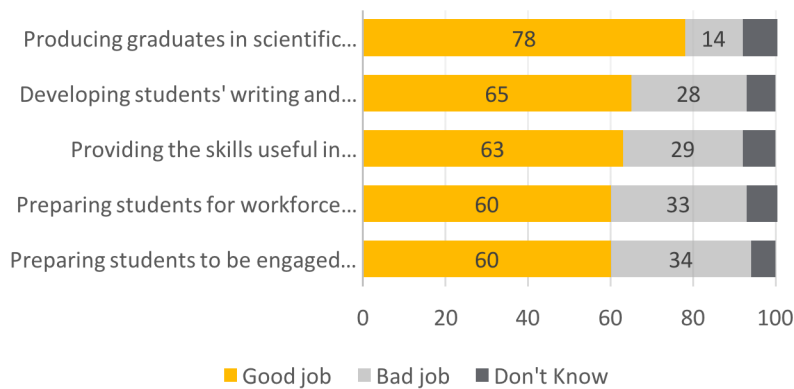
are doing a good job of

preparing students to be

engaged citizens.¹

How are Virginia's Colleges and Universities Doing?

Overall, do you think the colleges and universities in Virginia are doing a good job or a bad job in following areas?



Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

How are Virginia's Colleges and Universities Doing?

Overall, do you think the colleges and universities in Virginia are doing a good job or a bad job in following areas? (Percent saying Good Job)

	Sum 2017	2017	2016	2015	2014	2013
Producing graduates in scientific fields	78	75	72	72	72	67
Preparing students for the workforce needs of the future	60	64	70	65	69	62
Providing the skills useful in obtaining a job	63	67	68	69	72	65
Developing students' writing and communication skills	65	63	65	62	63	59
Preparing students to be engaged citizens [new in 2017]	60	61	---	---	---	---

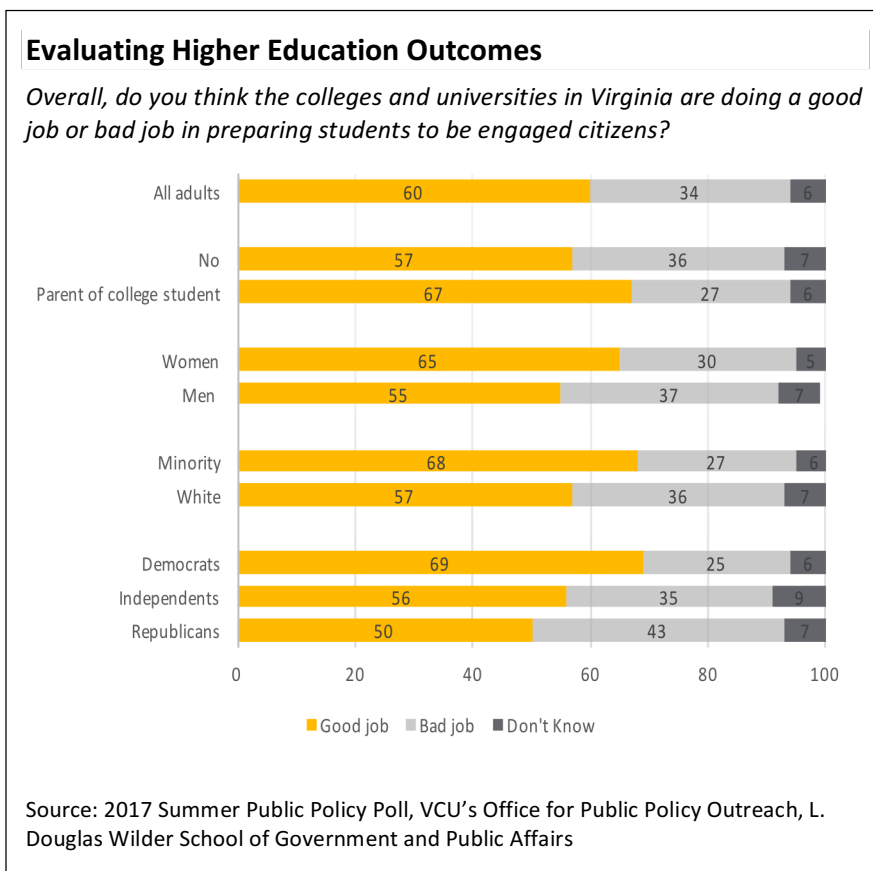
Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

¹ The 2016-17 poll was the first time the poll asked about preparing students to be engaged citizens.

Public opinion over time on these outcomes is largely steady. The category consistently receiving the largest percentage of respondents saying colleges and universities are doing a good job is “producing graduates in scientific fields.” At 78 percent, the result showed a three percentage point increase compared to our 2016-2017 poll (fielded in November 2016) and a six-point increase compared to the 2015-2016 poll (fielded in December 2015). This may indicate that a sustained emphasis from political leaders and higher education administrators on producing graduates in the Science, Technology, Engineering and Mathematics (STEM) fields is having an impact on public perceptions.

Those ages 18–34 were more likely (at 85 percent) to say colleges are doing a good job in turning out STEM graduates than were those older than 65 years (75 percent). Two other demographic delineations showed significant differences when asked about producing STEM graduates. Educational attainment played a role, with high school graduates being the most positive with 82 percent saying colleges are doing a good job. Seventy-eight percent of college graduates and 73 percent of those with some college experience said the same. Party affiliation also mattered, with independents and Democrats being more likely to say that universities were doing a good job (87 percent and 80 percent, respectively) than were Republicans (73 percent).

Different age groups evaluated higher education outcomes somewhat differently. Respondents in the 18- to 34-year-old group were significantly more positive about the performance of colleges and universities in the area of developing students’ writing and communication skills (76 percent said colleges were doing a good job). Older age groups were less likely to say the same, where only 55 percent of the 65 or older group felt colleges were doing a good job in this area. There was also a difference along party identification lines.



Democrats (73 percent) were more likely to see colleges and universities as doing a good job than either Republicans (58 percent) or independents (67 percent).

Finally, a number of demographic differences, including race, gender and party identification, existed in regard to whether respondents were more or less likely to say colleges and universities are doing a good job in preparing students to be engaged citizens. Women, with 65 percent, were more likely to say colleges and universities were doing a good job than men, with 55 percent. Minority respondents were also more likely (at 68 percent) than were whites (at 57 percent) to see colleges and universities doing a good job in preparing students to be engaged citizens. Finally, a significant gap existed on this question between Democrats (69 percent feel colleges and universities are doing a good job) and both independents (56 percent said the same) and Republicans (50 percent said the same).

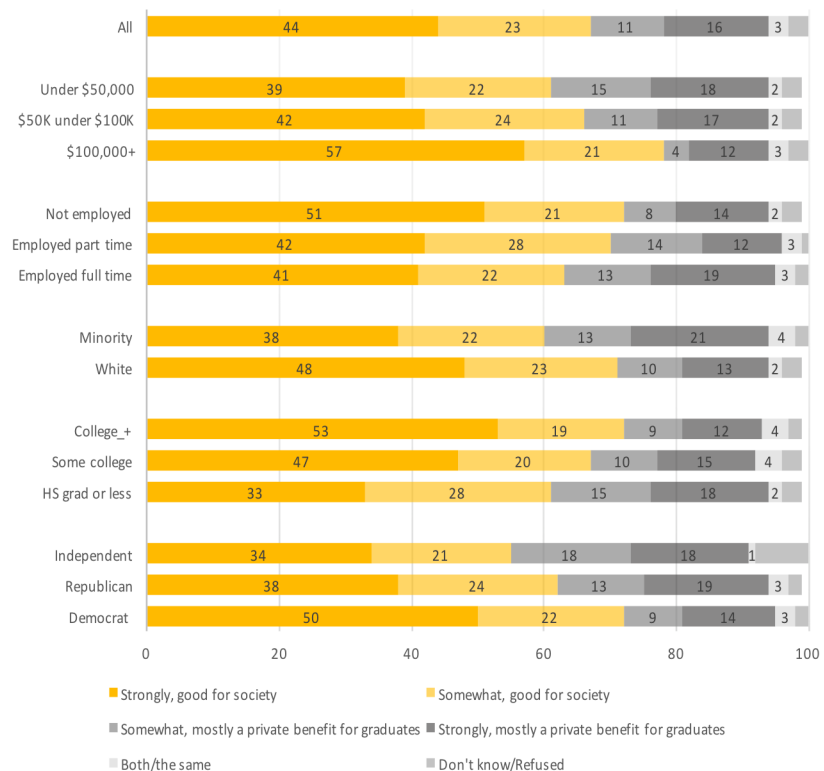
Respondents were also asked about the broader benefits that the higher education system provides. Sixty-seven percent agreed strongly or somewhat that higher education is good for society as a whole, while 27 percent strongly or somewhat agreed that it is mostly a private benefit for individual graduates. College graduates (53 percent) and those making more than \$100,000 a year (57 percent) were the most likely to strongly agree that higher education is good for society as a whole.

Party identification also showed a significant

difference in how respondents answered the question. Among Democrats, 72 percent agreed strongly or somewhat that higher education is good for society while 62 percent of Republicans and 55 percent of independents said the same.

Benefits of Higher Education

In your opinion, is a higher education system (good for society as a whole), OR is higher education (mostly a private benefit for individual graduates)? Do you agree with that view strongly or somewhat?



Source: 2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach, L. Douglas Wilder School of Government and Public Affairs

Methodology of the VCU Wilder School Public Policy Poll

The 2017 Summer Public Policy Poll, sponsored by the Office of Public Policy at VCU's L. Douglas Wilder School of Government and Public Affairs, obtained telephone interviews with a representative sample of 806 adults, age 18 or older, living in Virginia. Telephone interviews were conducted by landline (396) and cell phone (410, including 235 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from July 17-25, 2017. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 4.2 percentage points.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in Virginia who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were drawn with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

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 4.2 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 4.2 percentage points above or below the figure that would be obtained by interviewing all Virginian 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.

Topline

2017 Summer Public Policy Poll, VCU's Office for Public Policy Outreach,
L. Douglas Wilder School of Government and Public Affairs
Statewide survey of Virginians²
July 17-23, 2017
Number of Respondents: 806

QUESTIONS 1 THROUGH 3 HELD FOR SEPARATE RELEASE

Now, thinking about colleges and universities in Virginia...

Q4. Overall do you think that colleges and universities in Virginia are doing a good job or bad job...

	Good job	Bad job	Don't know
	%	%	%
a. In providing the skills that will be useful in obtaining a job	63	29	8
16-17	67	26	7
15-16	68	22	10
14-15	69	22	10
13-14	72	18	10
12-13	65	18	16
11-12	68	19	13
b. In developing students' writing and communication skills	65	28	7
16-17	63	29	8
15-16	65	24	12
14-15	62	28	11
13-14	63	25	12
12-13	59	24	17
11-12	57	25	18
c. In producing graduates in scientific fields, such as engineering, math and technology	78	14	9
16-17	75	16	10
15-16	72	16	12
14-15	72	16	12
13-14	72	12	16
12-13	67	12	20
11-12	68	12	21
d. In preparing students for the workforce needs of the future	60	33	8
16-17	64	27	9
15-16	70	20	10
14-15	65	26	9
13-14	69	21	11
12-13	62	21	16
11-12	66	20	14
e. In preparing students to be engaged citizens ³	60	34	6
16-17	61	32	8

² Percentages 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%.

³ New in 2016-17.

Q5. In your opinion, is a higher education system (good for society as a whole), OR is higher education (mostly a private benefit for individual graduates)? **[IF GAVE ANSWER: Do you agree with that view strongly or somewhat?]**
[RANDOMIZE OPTIONS IN PARENS]

	Aug 17
	%
Strongly, good for society	44
Somewhat, good for society	23
Somewhat, mostly a private benefit for individual graduates	11
Strongly, mostly a private benefit for individual graduates	16
Both/the same	3
Don't Know/Refused	3

QUESTIONS 6 AND 7 HELD FOR SEPARATE RELEASE

Changing topics...

Q8. "Go Virginia" is a new economic development program. It provides funding to regions across the state for collaborative projects that include local businesses, higher education and community leaders as partners. How familiar, if at all, are you with the "Go Virginia" program?

	Aug 17
	%
Very familiar	2
Somewhat familiar	7
Not too familiar	19
Not at all familiar	72
Don't Know/Refused	0

Q9. Overall, do you support or oppose the state government offering tax breaks or other incentives to companies that agree to expand or relocate their business operations to Virginia? **[IF GAVE ANSWER: Do you (support/oppose) strongly or somewhat?]**

	Aug 17
	%
Strongly support	42
Somewhat support	38
Somewhat support	8
Strongly support	7
Don't Know/Refused	5

ASK IF SUPPORT (Q9=1-2):

Q10a. If financial incentives were offered to companies without limitations on the dollar amount, would you still support the state offering these incentives, or would you now oppose it?

	Aug 17
	%
Still support	54
Now oppose	41
Don't Know/Refused	6

ASK IF SUPPORT (Q9=1-2):

Q10b. If financial incentives might be provided up front to companies that eventually decide not to bring their business to Virginia, would you still support the state offering these incentives, or would you now oppose it?

	Aug 17
	%
Still support	25
Now oppose	72
Don't Know/Refused	3

ASK IF OPPOSE (Q9=3-4):

Q10c. If there were limitations placed on the dollar amount offered to companies, would you still oppose the state offering financial incentives, or would you now support it?

	Aug 17
	%
Still oppose	52
Now support	43
Don't Know/Refused	6

ASK IF OPPOSE (Q9=3-4):

Q10d. If there were a rule stating that companies must return any financial incentives to the state if they do not ultimately bring their business to Virginia, would you still oppose the state offering financial incentives, or would you now support it?

	Aug 17
	%
Still oppose	46
Now support	48
Don't Know/Refused	6

ASK ALL:

Q11. Now I'd like to ask you some questions about workforce services in your area. Please tell me how familiar you are with Virginia's One Stop Career Centers that provide support and resources to get jobs in your area. Are you [READ]

	Aug 17
	%
Very familiar	6
Somewhat familiar	13
Not too familiar	17
Not at all familiar	63
Don't Know/Refused	0

Q12. If you had to search for a job today, how likely would you be to use your local One-Stop Career Center to assist in your job search?

	Aug 17
	%
Very likely	14
Somewhat likely	25
Not too likely	16
Not at all likely	43
Don't Know/Refused	2

QUESTIONS 13 THROUGH 20 HELD FOR SEPARATE RELEASE

		Q4a. Overall do you think the college and universities in Virginia are doing a good job or bad job... in providing skills that will be useful in obtaining a job?			
		Good job	Bad job	Don't know	Number of cases
All adults		63	29	8	806
VA Region	Northwest	53	41	5	115
	Northern VA	66	23	12	233
	West	67	27	6	130
	South Central	65	25	9	149
	Tidewater	60	34	5	179
Gender	Men	62	29	9	384
	Women	64	28	8	422
Age	18-34	60	30	10	127
	35-44	69	26	6	94
	45-64	66	28	7	306
	65 and older	61	28	10	258
Education	H.S. or less	64	31	5	221
	Some college	63	27	11	185
	College grad or more	63	28	9	396
Family Income	Under \$50,000	64	31	5	241
	50K to under \$100,000	62	29	9	213
	\$100,000 or more	63	28	9	228
Race	White	64	28	8	573
	Minority	64	28	7	201
Parent of VA college student	Yes	66	27	7	297
	No	62	30	9	509
Employment status	Employed full time	64	30	6	375
	Employed part time	64	26	10	83
	Not employed	62	28	10	346
Party identification	Democrat	66	27	7	369
	Republican	62	29	9	338
	Independent	60	29	11	69

		Q4b.Overall do you think the college and universities in Virginia are doing a good job or bad job... in developing students' writing and communication skills?			
		Good job	Bad job	Don't know	Number of cases
All adults		65	28	7	806
VA Region	Northwest	66	28	6	115
	Northern VA	65	25	10	233
	West	61	33	6	130
	South Central	67	27	5	149
	Tidewater	66	28	6	179
Gender	Men	66	27	7	384
	Women	65	28	7	422
Age	18-34	76	19	5	127
	35-44	69	23	9	94
	45-64	62	32	6	306
	65 and older	55	37	8	258
Education	H.S. or less	68	28	3	221
	Some college	65	26	9	185
	College grad or more	62	29	9	396
Family Income	Under \$50,000	70	26	4	241
	50K to under \$100,000	68	24	8	213
	\$100,000 or more	60	32	8	228
Race	White	65	28	8	573
	Minority	70	24	6	201
Parent of VA college student	Yes	62	33	6	297
	No	66	26	8	509
Employment status	Employed full time	65	28	8	375
	Employed part time	77	17	6	83
	Not employed	61	32	6	346
Party identification	Democrat	73	21	7	369
	Republican	58	33	9	338
	Independent	67	31	2	69

		Q4c.Overall do you think the college and universities in Virginia are doing a good job or bad job... in producing graduates in scientific fields, such as engineering, math and technology?			
		Good job	Bad job	Don't know	Number of cases
All adults		78	14	9	806
VA Region	Northwest	71	21	8	115
	Northern VA	77	11	11	233
	West	82	14	4	130
	South Central	77	12	11	149
	Tidewater	79	13	7	179
Gender	Men	79	10	10	384
	Women	76	17	7	422
Age	18-34	85	9	6	127
	35-44	75	12	13	94
	45-64	76	17	7	306
	65 and older	75	15	10	258
Education	H.S. or less	82	12	7	221
	Some college	73	16	11	185
	College grad or more	78	13	9	396
Family Income	Under \$50,000	79	15	6	241
	50K to under \$100,000	79	13	8	213
	\$100,000 or more	75	14	11	228
Race	White	78	13	9	573
	Minority	78	14	7	201
Parent of VA college student	Yes	80	13	7	297
	No	77	14	10	509
Employment status	Employed full time	78	13	9	375
	Employed part time	77	12	11	83
	Not employed	78	15	7	346
Party identification	Democrat	80	13	6	369
	Republican	73	15	12	338
	Independent	87	5	7	69

		Q4d.Overall do you think the college and universities in Virginia are doing a good job or bad job... in preparing students for the workforce needs of the future?			
		Good job	Bad job	Don't know	Number of cases
All adults		60	33	8	806
VA Region	Northwest	51	46	3	115
	Northern VA	62	27	10	233
	West	62	29	8	130
	South Central	59	33	8	149
	Tidewater	60	33	7	179
Gender	Men	55	37	8	384
	Women	64	28	8	422
Age	18-34	54	38	8	127
	35-44	58	32	10	94
	45-64	63	30	6	306
	65 and older	65	27	8	258
Education	H.S. or less	61	36	3	221
	Some college	60	30	11	185
	College grad or more	58	31	11	396
Family Income	Under \$50,000	60	32	9	241
	50K to under \$100,000	59	35	6	213
	\$100,000 or more	63	30	7	228
Race	White	60	32	8	573
	Minority	60	32	8	201
Parent of VA college student	Yes	65	28	7	297
	No	58	34	8	509
Employment status	Employed full time	57	35	8	375
	Employed part time	66	27	7	83
	Not employed	62	30	8	346
Party identification	Democrat	62	30	8	369
	Republican	57	35	8	338
	Independent	66	28	6	69

		Q4e.Overall do you think the college and universities in Virginia are doing a good job or bad job... in preparing students to be engaged citizens?			
		Good job	Bad job	Don't know	Number of cases
All adults		60	34	6	806
VA Region	Northwest	57	37	6	115
	Northern VA	61	29	10	233
	West	60	36	4	130
	South Central	60	36	5	149
	Tidewater	61	33	6	179
Gender	Men	55	37	7	384
	Women	65	30	5	422
Age	18-34	53	44	3	127
	35-44	70	23	7	94
	45-64	61	32	7	306
	65 and older	60	31	9	258
Education	H.S. or less	62	36	2	221
	Some college	60	32	8	185
	College grad or more	58	32	10	396
Family Income	Under \$50,000	65	31	5	241
	50K to under \$100,000	53	41	6	213
	\$100,000 or more	60	32	8	228
Race	White	57	36	7	573
	Minority	68	27	6	201
Parent of VA college student	Yes	67	27	6	297
	No	57	36	7	509
Employment status	Employed full time	58	35	7	375
	Employed part time	59	36	4	83
	Not employed	64	30	6	346
Party identification	Democrat	69	25	6	369
	Republican	50	43	7	338
	Independent	56	35	9	69

		Q5. In your opinion, is a higher education system good for society as a whole or is higher education mostly a private benefit for individual graduates? Do you agree with that view strongly or somewhat?]						
		Strongly, good for society	Somewhat, good for society	Somewhat, mostly a private benefit	Strongly, mostly a private benefit	Both/same (Vol)	Don't know	Number of cases
All adults		44	23	11	16	3	3	806
VA Region	Northwest	36	23	17	17	2	4	115
	Northern VA	50	24	9	11	3	2	233
	West	39	29	10	20	0	2	130
	South Central	51	18	7	16	4	4	149
	Tidewater	40	19	15	19	3	4	179
Gender	Men	41	21	11	20	4	3	384
	Women	48	24	12	12	1	3	422
Age	18-34	41	23	16	15	3	3	127
	35-44	44	31	7	15	3	0	94
	45-64	45	20	11	19	2	3	306
	65 and older	50	19	9	13	3	6	258
Education	H.S. or less	33	28	15	18	2	3	221
	Some college	47	20	10	15	4	3	185
	College grad or more	53	19	9	12	4	2	396
Family Income	Under \$50,000	39	22	15	18	2	3	241
	50K to under \$100,000	42	24	11	17	2	3	213
	\$100,000 or more	57	21	4	12	3	3	228
Race	White	48	23	10	13	2	3	573
	Minority	38	22	13	21	4	3	201
Parent of VA college student	Yes	48	20	13	13	3	3	297
	No	43	23	11	17	3	3	509
Employment status	Employed full time	41	22	13	19	3	3	375
	Employed part time	42	28	14	12	3	2	83
	Not employed	51	21	8	14	2	3	346
Party identification	Democrat	50	22	9	14	3	2	369
	Republican	38	24	13	19	3	2	338
	Independent	34	21	18	18	1	8	69

		Q8. ‘Go Virginia’ is a new economic development program. It provides funding to regions across the state for collaborative projects that include local businesses, higher education and community leaders as partners. How familiar, if at all, are you with the “Go Virginia” program?					
		Very familiar	Somewhat familiar	Not too familiar	Not at all familiar	Don’t know	Number of cases
All adults		2	7	19	72	0	806
VA Region	Northwest	1	5	25	70	0	115
	Northern VA	0	7	13	79	0	233
	West	2	10	32	56	0	130
	South Central	4	7	10	80	0	149
	Tidewater	1	6	21	72	0	179
Gender	Men	2	8	21	69	0	384
	Women	1	6	18	75	0	422
Age	18-34	1	2	16	81	0	127
	35-44	0	5	12	83	0	94
	45-64	3	8	22	68	0	306
	65 and older	2	13	27	57	0	258
Education	H.S. or less	2	5	23	69	0	221
	Some college	1	8	19	72	0	185
	College grad or more	1	8	15	76	0	396
Family Income	Under \$50,000	2	7	21	70	0	241
	50K to under \$100,000	1	8	18	73	0	213
	\$100,000 or more	1	7	18	74	0	228
Race	White	1	6	18	74	0	573
	Minority	2	8	21	68	0	201
Parent of VA college student	Yes	2	11	23	64	0	297
	No	1	5	18	76	0	509
Employment status	Employed full time	1	6	15	78	0	375
	Employed part time	0	7	17	75	0	83
	Not employed	2	9	26	63	0	346
Party identification	Democrat	2	7	22	69	0	369
	Republican	1	7	15	76	0	338
	Independent	0	4	23	73	0	69

		Q9. Overall, do you support or oppose the state government offering tax breaks or other incentives to companies that agree to expand or relocate their business operations to Virginia?					
		Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Number of cases
All adults		42	38	8	7	5	806
VA Region	Northwest	32	33	20	8	7	115
	Northern VA	39	45	7	4	4	233
	West	53	29	5	8	6	130
	South Central	44	34	6	10	5	149
	Tidewater	44	43	6	6	2	179
Gender	Men	49	32	9	8	2	384
	Women	36	44	7	6	7	422
Age	18-34	35	44	9	8	4	127
	35-44	42	43	4	6	5	94
	45-64	49	32	9	6	5	306
	65 and older	41	40	8	7	3	258
Education	H.S. or less	36	36	11	11	6	221
	Some college	48	39	4	5	4	185
	College grad or more	44	41	8	4	3	396
Family Income	Under \$50,000	35	39	7	12	7	241
	50K to under \$100,000	47	39	10	3	2	213
	\$100,000 or more	49	37	6	5	3	228
Race	White	44	38	8	6	4	573
	Minority	39	39	9	7	6	201
Parent of VA college student	Yes	45	35	11	5	4	297
	No	41	40	7	8	5	509
Employment status	Employed full time	45	38	9	4	3	375
	Employed part time	38	39	12	8	2	83
	Not employed	40	38	5	10	7	346
Party identification	Democrat	35	44	10	6	6	369
	Republican	54	34	5	5	3	338
	Independent	35	30	12	18	5	69

		Q10a. If financial incentives were offered to companies without limitations on the dollar amount, would you still support the state offering these incentives, or would you now oppose it?			
		Still support	Now oppose	Don't know	Number of cases
All adults		54	41	6	806
VA Region	Northwest	54	41	5	115
	Northern VA	47	45	7	233
	West	65	31	4	130
	South Central	55	42	3	149
	Tidewater	54	39	7	179
Gender	Men	57	39	4	384
	Women	51	42	7	422
Age	18-34	60	37	3	127
	35-44	61	37	2	94
	45-64	49	46	6	306
	65 and older	48	40	13	258
Education	H.S. or less	53	41	6	221
	Some college	61	36	3	185
	College grad or more	49	44	7	396
Family Income	Under \$50,000	51	42	7	241
	50K to under \$100,000	63	34	3	213
	\$100,000 or more	53	43	4	228
Race	White	55	39	6	573
	Minority	55	40	4	201
Parent of VA college student	Yes	50	44	6	297
	No	55	39	5	509
Employment status	Employed full time	57	39	4	375
	Employed part time	49	48	3	83
	Not employed	50	40	10	346
Party identification	Democrat	51	44	5	369
	Republican	55	39	6	338
	Independent	60	37	3	69

		Q10b. If financial incentives might be provided up front to companies that eventually decide not to bring their business to VA, would you still support the state offering these incentives, or would you now oppose it?			
		Still support	Now oppose	Don't know	Number of cases
All adults		25	72	3	806
VA Region	Northwest	29	68	3	115
	Northern VA	26	71	3	233
	West	24	72	4	130
	South Central	27	70	3	149
	Tidewater	22	76	1	179
Gender	Men	27	71	2	384
	Women	24	73	4	422
Age	18-34	30	68	2	127
	35-44	21	79	0	94
	45-64	24	74	2	306
	65 and older	26	67	7	258
Education	H.S. or less	23	74	3	221
	Some college	33	66	1	185
	College grad or more	20	75	4	396
Family Income	Under \$50,000	28	70	2	241
	50K to under \$100,000	25	74	1	213
	\$100,000 or more	20	78	2	228
Race	White	23	74	3	573
	Minority	31	68	1	201
Parent of VA college student	Yes	23	74	3	297
	No	26	71	3	509
Employment status	Employed full time	21	76	2	375
	Employed part time	39	61	0	83
	Not employed	26	69	4	346
Party identification	Democrat	26	72	2	369
	Republican	22	76	2	338
	Independent	37	63	0	69

		Q10c. If there were limitations placed on the dollar amount offered to companies, would you still oppose the state offering financial incentives, or would you now support it?			Number of cases
		Still oppose	Now support	Don't know	
All adults		52	43	6	806
VA Region	Northwest	38	58	4	115
	Northern VA	58	40	1	233
	West	41	57	2	130
	South Central	83	16	2	149
	Tidewater	36	40	24	179
Gender	Men	65	30	5	384
	Women	35	57	8	422
Age	18-34	56	37	7	127
	35-44	50	50	0	94
	45-64	41	58	1	306
	65 and older	58	25	18	258
Education	H.S. or less	55	37	8	221
	Some college	37	63	0	185
	College grad or more	55	41	4	396
Family Income	Under \$50,000	49	45	6	241
	50K to under \$100,000	63	34	3	213
	\$100,000 or more	45	51	3	228
Race	White	58	38	4	573
	Minority	40	51	10	201
Parent of VA college student	Yes	51	38	11	297
	No	52	44	4	509
Employment status	Employed full time	57	41	2	375
	Employed part time	33	55	12	83
	Not employed	54	37	9	346
Party identification	Democrat	53	44	3	369
	Republican	52	41	7	338
	Independent	50	39	11	69

		Q10d.If there were a rule stating that companies must return any financial incentives to the state if they do not ultimately bring their business to Virginia, would you still oppose the state offering financial incentives, or would you now support it?			
		Still oppose	Now support	Don't know	Number of cases
All adults		46	48	6	806
VA Region	Northwest	39	57	4	115
	Northern VA	51	49	0	233
	West	50	44	6	130
	South Central	56	42	2	149
	Tidewater	33	43	23	179
Gender	Men	48	48	4	384
	Women	42	49	9	422
Age	18-34	44	48	8	127
	35-44	36	64	0	94
	45-64	39	57	4	306
	65 and older	57	29	14	258
Education	H.S. or less	44	48	8	221
	Some college	51	48	2	185
	College grad or more	46	49	6	396
Family Income	Under \$50,000	43	48	9	241
	50K to under \$100,000	57	43	0	213
	\$100,000 or more	31	66	4	228
Race	White	51	46	3	573
	Minority	36	54	10	201
Parent of VA college student	Yes	44	51	5	297
	No	46	47	7	509
Employment status	Employed full time	48	51	1	375
	Employed part time	39	46	15	83
	Not employed	46	46	9	346
Party identification	Democrat	45	50	6	369
	Republican	50	49	2	338
	Independent	41	48	11	69

		Q11. Now I'd like to ask you some questions about workforce services in your area. Please tell me how familiar you are with Virginia's One Stop Career Centers that provide support and resources to get jobs in your area. Are you...?					Number of cases
		Very familiar	Somewhat familiar	Not too familiar	Not at all familiar	Don't know	
All adults		6	13	17	63	0	806
VA Region	Northwest	7	13	20	60	0	115
	Northern VA	4	9	16	71	0	233
	West	6	16	24	54	0	130
	South Central	8	7	14	71	0	149
	Tidewater	12	20	13	54	1	179
Gender	Men	7	12	16	65	0	384
	Women	7	13	18	62	0	422
Age	18-34	5	14	14	67	0	127
	35-44	7	9	15	70	0	94
	45-64	10	12	15	62	0	306
	65 and older	5	15	27	53	0	258
Education	H.S. or less	6	14	18	62	0	221
	Some college	13	13	17	56	1	185
	College grad or more	4	11	16	70	0	396
Family Income	Under \$50,000	11	17	18	53	0	241
	50K to under \$100,000	6	12	20	62	0	213
	\$100,000 or more	5	6	14	74	0	228
Race	White	5	11	17	67	0	573
	Minority	12	16	18	54	0	201
Parent of VA college student	Yes	9	16	20	55	1	297
	No	6	12	16	66	0	509
Employment status	Employed full time	6	12	12	12	0	375
	Employed part time	7	20	15	15	0	83
	Not employed	8	12	25	25	0	346
Party identification	Democrat	7	14	20	20	0	369
	Republican	5	12	15	15	0	338
	Independent	12	10	14	14	1	69

		Q12. If you had to search for a job today, how likely would you be to use your local One-Stop Career Center to assist in your job search?					
		Very likely	Somewhat likely	Not too likely	Not at all likely	Don't know	Number of cases
All adults		14	25	16	43	2	806
VA Region	Northwest	13	30	17	37	4	115
	Northern VA	9	25	18	47	0	233
	West	17	25	17	38	3	130
	South Central	15	21	16	48	0	149
	Tidewater	20	26	11	41	2	179
Gender	Men	12	25	17	45	1	384
	Women	16	25	15	41	3	422
Age	18-34	9	26	18	45	2	127
	35-44	14	23	13	49	2	94
	45-64	15	26	15	43	1	306
	65 and older	21	25	19	33	2	258
Education	H.S. or less	14	26	18	41	1	221
	Some college	20	31	14	34	2	185
	College grad or more	11	20	16	51	1	396
Family Income	Under \$50,000	21	32	13	32	2	241
	50K to under \$100,000	15	21	19	44	2	213
	\$100,000 or more	6	19	19	55	1	228
Race	White	13	22	18	44	2	573
	Minority	18	32	12	37	1	201
Parent of VA college student	Yes	19	27	15	37	2	297
	No	13	24	17	45	1	509
Employment status	Employed full time	11	23	14	51	1	375
	Employed part time	12	30	23	34	0	83
	Not employed	21	26	16	33	4	346
Party identification	Democrat	15	27	18	39	1	369
	Republican	15	24	16	45	1	338
	Independent	8	23	14	51	5	69

