



# Virginia Statewide School Choice Survey

October 16th, 2023

# Top Lines

## Q1: Voting Method

	%
Day of	43%
Early	37%
By Mail	12%
Already voted	3%
Undecided	5%

## Q2: Micro School Approval

	%
Support	34%
Oppose	25%
Unsure	41%

## Q3: School Choice Approval

	%
Support	60%
Oppose	29%
Unsure	11%

## Q4: Schooling Options

	%
Yes	76%
No	15%
Unsure	9%

## Q5: Parents Influence

	%
Heavy Influence	62%
Defer to Schools	30%
Unsure	7%

## Q6: Tax Credit School Choice

	%
More likely	33%
Less likely	20%
No Diff	48%

## Q7: Property Tax School Choice

	%
More likely	48%
Less likely	16%
No Diff	36%

## Q8: Home Value School Choice

	%
More likely	42%
Less likely	14%
No Diff	44%

## Q9: Test Scores School Choice

	%
More likely	59%
Less likely	10%
No Diff	31%

# Top Lines

### Q10:Support School Choice

%	
More likely	49%
Less likely	23%
No Diff	28%

### Q11:Support ESA

%	
Support	58%
Oppose	21%
Unsure	22%

### Q12:Support Voucher Programs

%	
Yes	54%
No	27%
Unsure	18%

### Q13:Intra vs Inter district

%	
Support both	39%
Oppose both	15%
Intra-District	17%
Inter-District	5%
Unsure	24%

### Q14:Identify With Statement

%	
Yes	61%
No	39%

### Q15:Adequate School Availability

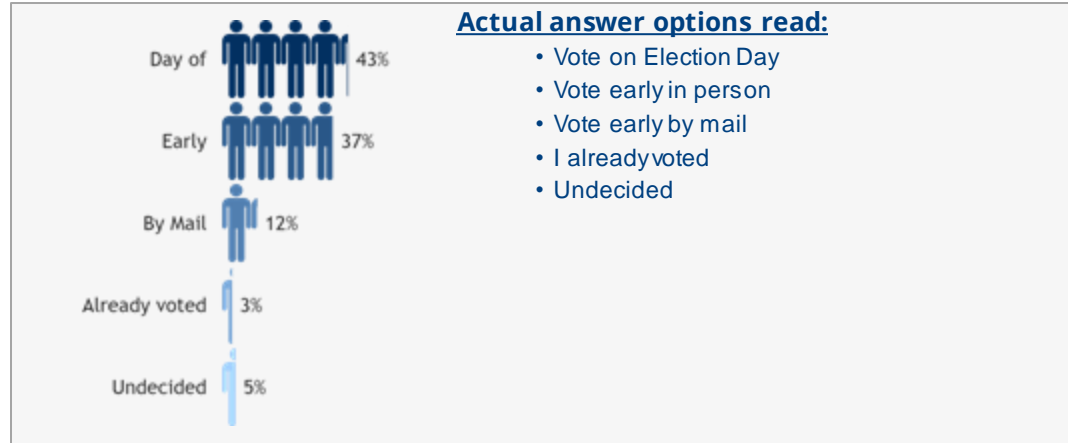
%	
Yes	31%
No	40%
Unsure	29%

### Q16:Partisan Issue

%	
Agree	42%
Disagree	28%
Unsure	30%

# Voting Method

How do you plan to vote in the general election?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Day of	40%	46%
Early	38%	37%
By Mail	13%	10%
Already voted	5%	2%
Undecided	5%	5%

### By Education Level

Column %	HS	College	Grad+
Day of	44%	44%	38%
Early	37%	36%	39%
By Mail	12%	11%	14%
Already voted	3%	2%	5%
Undecided	4%	7%	3%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Day of	35%	51%	42%
Early	42%	30%	41%
By Mail	12%	12%	12%
Already voted	4%	4%	2%
Undecided	7%	3%	3%

### By Age

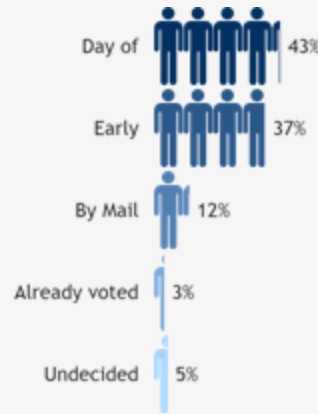
Column %	18-34	35-44	45-54	55-64	65+
Day of	45%	54%	51%	39%	35%
Early	36%	26%	30%	48%	40%
By Mail	9%	10%	16%	6%	15%
Already voted	2%	1%	2%	2%	7%
Undecided	8%	8%	1%	5%	3%

### By Race

Column %	White	Black	Other
Day of	45%	37%	33%
Early	36%	42%	39%
By Mail	11%	13%	19%
Already voted	3%	8%	2%
Undecided	5%	1%	8%

# Voting Method (Continued)

How do you plan to vote in the general election?



## Actual answer options read:

- Vote on Election Day
- Vote early in person
- Vote early by mail
- I already voted
- Undecided

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Day of	41%	43%	52%	47%	34%
Early	40%	35%	31%	32%	46%
By Mail	12%	12%	12%	9%	14%
Already voted	4%	5%	1%	3%	1%
Undecided	3%	5%	3%	9%	6%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Day of	35%	53%	35%	68%
Early	39%	31%	47%	26%
By Mail	17%	9%	9%	2%
Already voted	5%	2%	2%	4%
Undecided	3%	5%	7%	1%

### By DMA

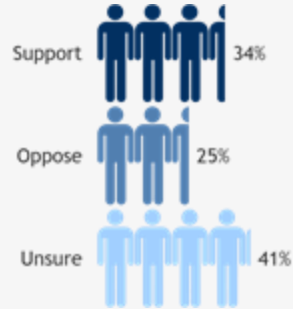
Column %	DC	Norfolk	Richmond	Roanoke	Other
Day of	43%	41%	46%	48%	30%
Early	33%	44%	34%	37%	48%
By Mail	15%	6%	10%	9%	20%
Already voted	5%	2%	6%	1%	0%
Undecided	4%	7%	4%	5%	1%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Day of	100%	0%	0%	0%	0%
Early	0%	100%	0%	0%	0%
By Mail	0%	0%	100%	0%	0%
Already voted	0%	0%	0%	100%	0%
Undecided	0%	0%	0%	0%	100%

# Micro School Approval

Microschools, sometimes referred to as learning pods, is the reimagining of the one-room schoolhouse, where class sizes are usually fewer than 15 students of varying ages, and the schedule and curriculum are tailored to fit each individual class. Would you support or oppose micro-schools in your area?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Support	29%	40%
Oppose	28%	21%
Unsure	43%	39%

### By Education Level

Column %	HS	College	Grad+
Support	37%	30%	34%
Oppose	19%	30%	28%
Unsure	43%	40%	38%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Support	29%	46%	25%
Oppose	31%	14%	31%
Unsure	40%	41%	44%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	30%	45%	39%	33%	31%
Oppose	33%	25%	20%	24%	23%
Unsure	37%	30%	42%	42%	46%

### By Race

Column %	White	Black	Other
Support	33%	46%	31%
Oppose	25%	28%	18%
Unsure	42%	26%	51%

### By Last 4 Generals

Column %	4	3	2	1	0
Support	28%	29%	43%	60%	38%
Oppose	27%	24%	23%	18%	24%
Unsure	46%	46%	34%	22%	37%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Support	28%	43%	30%	52%
Oppose	33%	17%	22%	19%
Unsure	39%	40%	48%	29%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Support	36%	32%	33%	35%	34%
Oppose	27%	21%	24%	26%	23%
Unsure	37%	47%	43%	39%	43%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Support	41%	31%	26%	34%	28%
Oppose	25%	22%	24%	30%	36%
Unsure	34%	48%	50%	36%	36%

# School Choice Approval

School choice allows parents to use tax dollars designated for their child's education to send their child to the public, private, or micro-school that they believe is best for their child. Do you support or oppose school choice?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Support	56%	64%
Oppose	29%	30%
Unsure	15%	6%

### By Education Level

Column %	HS	College	Grad+
Support	68%	54%	49%
Oppose	18%	36%	44%
Unsure	14%	10%	7%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Support	56%	84%	28%
Oppose	32%	10%	56%
Unsure	12%	6%	16%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	47%	61%	60%	67%	59%
Oppose	39%	34%	25%	24%	29%
Unsure	14%	5%	14%	10%	11%

### By Race

Column %	White	Black	Other
Support	59%	65%	59%
Oppose	30%	26%	27%
Unsure	11%	9%	14%

### By Last 4 Generals

Column %	4	3	2	1	0
Support	55%	54%	65%	82%	63%
Oppose	34%	32%	29%	15%	20%
Unsure	11%	14%	6%	3%	17%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Support	37%	85%	56%	60%
Oppose	50%	7%	30%	35%
Unsure	13%	8%	15%	5%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Support	61%	58%	52%	71%	57%
Oppose	30%	29%	36%	16%	34%
Unsure	9%	13%	12%	13%	10%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Support	65%	56%	54%	64%	49%
Oppose	26%	29%	38%	33%	34%
Unsure	9%	15%	8%	4%	17%

# Schooling Options

Do you believe parents should have access to as many quality school options, such as public, private, charter, and hybrid-school models, for their child?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	75%	77%
No	14%	16%
Unsure	11%	7%

### By Education Level

Column %	HS	College	Grad+
Yes	83%	73%	67%
No	10%	18%	21%
Unsure	7%	9%	12%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	77%	89%	54%
No	15%	5%	31%
Unsure	8%	6%	14%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	74%	73%	72%	84%	75%
No	21%	24%	13%	10%	13%
Unsure	5%	3%	14%	6%	12%

### By Race

Column %	White	Black	Other
Yes	76%	77%	80%
No	15%	15%	14%
Unsure	9%	8%	6%

### By Last 4 Generals

Column %	4	3	2	1	0
Yes	73%	77%	77%	88%	77%
No	17%	17%	16%	4%	12%
Unsure	10%	7%	7%	8%	11%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Yes	62%	91%	77%	65%
No	26%	4%	12%	31%
Unsure	12%	4%	12%	3%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	75%	76%	72%	80%	84%
No	18%	14%	16%	11%	8%
Unsure	7%	10%	13%	10%	8%

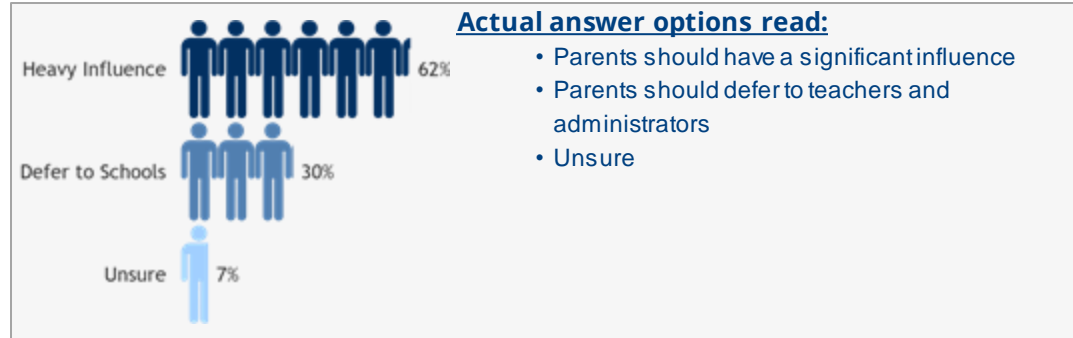
### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Yes	75%	78%	79%	74%	73%
No	17%	13%	10%	20%	22%
Unsure	8%	9%	11%	6%	6%



# Parents Influence

Recently, schools have been accused of excluding parents from their child's education. Do you agree that parents should have a significant influence on their children's education, or should they defer to teachers and administrators?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Heavy Influence	64%	60%
Defer to Schools	29%	33%
Unsure	7%	7%

### By Education Level

Column %	HS	College	Grad+
Heavy Influence	78%	50%	46%
Defer to Schools	15%	42%	45%
Unsure	6%	8%	9%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Heavy Influence	55%	92%	26%
Defer to Schools	35%	4%	64%
Unsure	10%	4%	10%

### By Age

Column %	18-34	35-44	45-54	55-64	65+	Column %	White	Black	Other
Heavy Influence	50%	59%	63%	64%	66%	Heavy Influence	64%	52%	62%
Defer to Schools	38%	40%	30%	29%	24%	Defer to Schools	29%	41%	25%
Unsure	12%	1%	6%	6%	9%	Unsure	7%	7%	13%

### By Race

### By Last 4 Generals

Column %	4	3	2	1	0
Heavy Influence	61%	57%	61%	71%	70%
Defer to Schools	30%	37%	27%	27%	25%
Unsure	9%	6%	11%	1%	5%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Heavy Influence	36%	95%	53%	55%
Defer to Schools	54%	3%	35%	38%
Unsure	10%	2%	12%	7%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Heavy Influence	55%	66%	49%	90%	70%
Defer to Schools	35%	29%	41%	6%	27%
Unsure	10%	5%	10%	4%	3%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Heavy Influence	67%	61%	57%	58%	51%
Defer to Schools	27%	32%	36%	40%	31%
Unsure	7%	7%	8%	2%	18%

# Tax Credit School Choice

According to a 2014 study, a schoolchoice program centered on tax credits found that students who didn't utilize the choice options and remained in public schools suffered no adverse effects, and evidence suggests these students actually benefited from this program. Does knowing this make you more or less likely to support schoolchoice?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
More likely	32%	34%
Less likely	20%	20%
No Diff	48%	46%

### By Education Level

Column %	HS	College	Grad+
More likely	45%	24%	19%
Less likely	18%	23%	21%
No Diff	38%	53%	60%

### By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	24%	49%	22%
Less likely	23%	11%	28%
No Diff	53%	40%	50%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	21%	22%	41%	33%	38%
Less likely	26%	19%	12%	17%	23%
No Diff	53%	59%	47%	50%	39%

### By Race

Column %	White	Black	Other
More likely	30%	44%	36%
Less likely	21%	14%	22%
No Diff	49%	42%	42%

### By Last 4 Generals

Column %	4	3	2	1	0
More likely	34%	25%	27%	41%	38%
Less likely	19%	25%	23%	8%	21%
No Diff	47%	50%	50%	50%	40%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
More likely	30%	43%	19%	16%
Less likely	27%	13%	21%	5%
No Diff	43%	44%	60%	79%

### By DMA

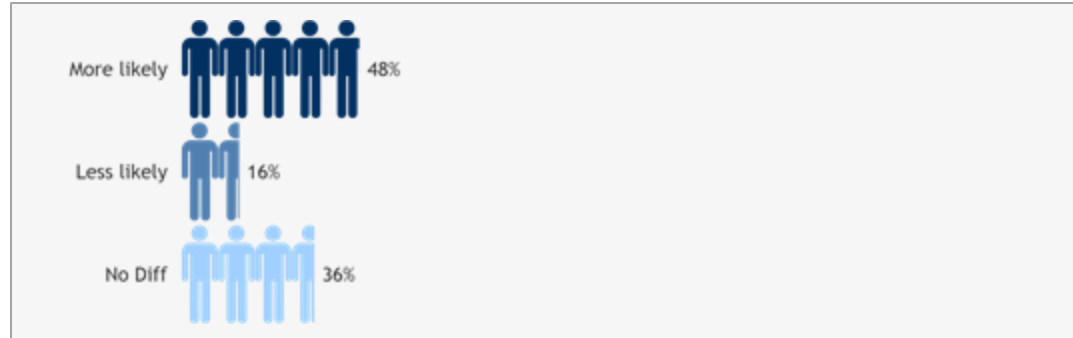
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	34%	34%	28%	33%	30%
Less likely	19%	21%	17%	17%	31%
No Diff	47%	45%	55%	50%	39%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
More likely	33%	27%	45%	39%	28%
Less likely	14%	25%	28%	13%	16%
No Diff	52%	48%	27%	48%	55%

# Property Tax School Choice

Property taxes determine the bulk of local school district funding, meaning that areas with lower property values receive less local funding for their schools than more affluent districts. Knowing that a child's residence determines the public school they are assigned to, are you more or less likely to support school choice?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
More likely	46%	51%
Less likely	16%	15%
No Diff	38%	34%

### By Education Level

Column %	HS	College	Grad+
More likely	56%	45%	39%
Less likely	17%	14%	14%
No Diff	27%	41%	47%

### By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	41%	67%	32%
Less likely	20%	8%	21%
No Diff	39%	25%	47%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	32%	48%	55%	50%	51%
Less likely	20%	13%	11%	9%	21%
No Diff	47%	39%	35%	41%	28%

### By Race

Column %	White	Black	Other
More likely	49%	49%	42%
Less likely	14%	21%	18%
No Diff	36%	30%	40%

### By Last 4 Generals

Column %	4	3	2	1	0
More likely	49%	37%	47%	68%	49%
Less likely	16%	17%	23%	6%	14%
No Diff	35%	46%	30%	25%	37%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
More likely	40%	62%	38%	50%
Less likely	25%	9%	11%	11%
No Diff	35%	30%	50%	39%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	49%	46%	43%	52%	55%
Less likely	11%	22%	16%	17%	18%
No Diff	40%	32%	41%	31%	27%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
More likely	46%	48%	54%	54%	52%
Less likely	14%	16%	26%	6%	7%
No Diff	40%	36%	20%	40%	41%

# Home Value School Choice

According to a study, school choice improves residential home values. Does knowing this make you more or less likely to support school choice?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
More likely	39%	46%
Less likely	14%	14%
No Diff	48%	40%

### By Education Level

Column %	HS	College	Grad+
More likely	46%	41%	35%
Less likely	14%	13%	13%
No Diff	39%	45%	52%

### By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	39%	58%	23%
Less likely	18%	6%	19%
No Diff	43%	37%	58%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	24%	40%	52%	48%	43%
Less likely	22%	14%	8%	8%	16%
No Diff	55%	46%	40%	44%	41%

### By Race

Column %	White	Black	Other
More likely	42%	41%	41%
Less likely	12%	23%	12%
No Diff	45%	35%	47%

### By Last 4 Generals

Column %	4	3	2	1	0
More likely	41%	34%	42%	56%	49%
Less likely	15%	16%	18%	5%	10%
No Diff	44%	50%	39%	39%	41%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
More likely	31%	57%	35%	42%
Less likely	22%	7%	10%	7%
No Diff	46%	36%	56%	51%

### By DMA

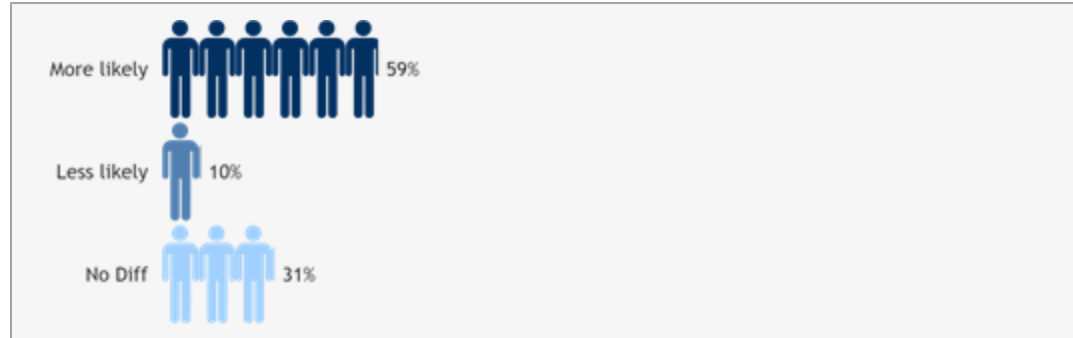
Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	46%	37%	37%	49%	36%
Less likely	11%	18%	13%	14%	18%
No Diff	43%	45%	50%	37%	46%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
More likely	46%	37%	39%	47%	53%
Less likely	13%	13%	21%	14%	4%
No Diff	40%	51%	41%	40%	43%

# Test Scores School Choice

Statewide studies have shown that increased school choice options have positively affected test scores in reading and math. Does knowing this make you more or less likely to support school choice?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
More likely	57%	61%
Less likely	9%	12%
No Diff	34%	27%

### By Education Level

Column %	HS	College	Grad+
More likely	65%	55%	52%
Less likely	10%	12%	10%
No Diff	25%	33%	38%

### By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	57%	78%	35%
Less likely	15%	3%	15%
No Diff	29%	19%	50%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	40%	56%	67%	70%	58%
Less likely	16%	10%	4%	9%	12%
No Diff	44%	34%	29%	22%	30%

### By Race

Column %	White	Black	Other
More likely	60%	58%	53%
Less likely	10%	13%	10%
No Diff	30%	29%	37%

### By Last 4 Generals

Column %	4	3	2	1	0
More likely	57%	52%	66%	80%	52%
Less likely	13%	11%	15%	2%	5%
No Diff	30%	36%	19%	18%	44%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
More likely	43%	77%	56%	65%
Less likely	18%	4%	10%	4%
No Diff	40%	19%	34%	31%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	59%	55%	54%	66%	67%
Less likely	9%	11%	10%	12%	13%
No Diff	32%	34%	36%	22%	20%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
More likely	62%	55%	65%	39%	61%
Less likely	8%	13%	17%	5%	6%
No Diff	30%	33%	18%	56%	33%

# Support School Choice

Are you more or less likely to support your state delegate or state senator if they voted for school choice?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
More likely	46%	53%
Less likely	25%	21%
No Diff	29%	26%

### By Education Level

Column %	HS	College	Grad+
More likely	56%	45%	41%
Less likely	14%	29%	34%
No Diff	30%	26%	26%

### By Ideology

Column %	Moderate	Conserv.	Liberal
More likely	41%	74%	24%
Less likely	27%	6%	44%
No Diff	32%	20%	32%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
More likely	32%	50%	51%	55%	52%
Less likely	23%	29%	25%	17%	23%
No Diff	45%	21%	24%	28%	25%

### By Race

Column %	White	Black	Other
More likely	51%	47%	39%
Less likely	24%	22%	17%
No Diff	25%	31%	44%

### By Last 4 Generals

Column %	4	3	2	1	0
More likely	45%	47%	57%	71%	41%
Less likely	25%	29%	22%	8%	17%
No Diff	29%	25%	21%	21%	41%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
More likely	29%	71%	47%	58%
Less likely	40%	6%	20%	23%
No Diff	31%	22%	33%	18%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
More likely	50%	45%	39%	63%	56%
Less likely	27%	23%	27%	12%	16%
No Diff	23%	32%	34%	24%	28%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
More likely	51%	47%	49%	56%	50%
Less likely	21%	24%	26%	28%	22%
No Diff	28%	29%	25%	16%	28%

# Support ESA

Education Savings Accounts are taxpayer funds allocated for a student's education and can be used for any education-related expenses-including online homeschool programs, private school tuition, tutoring, and school supplies. Do you support or oppose Education Savings Accounts?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Support	54%	62%
Oppose	23%	18%
Unsure	23%	20%

### By Education Level

Column %	HS	College	Grad+
Support	56%	59%	58%
Oppose	19%	21%	24%
Unsure	25%	20%	18%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Support	58%	70%	38%
Oppose	22%	12%	32%
Unsure	20%	18%	30%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Support	40%	61%	61%	70%	55%
Oppose	33%	24%	13%	15%	21%
Unsure	28%	14%	26%	15%	24%

### By Race

Column %	White	Black	Other
Support	58%	63%	50%
Oppose	22%	18%	16%
Unsure	20%	18%	34%

### By Last 4 Generals

Column %	4	3	2	1	0
Support	55%	55%	66%	73%	51%
Oppose	19%	23%	26%	10%	28%
Unsure	26%	22%	8%	17%	21%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Support	45%	70%	58%	62%
Oppose	31%	12%	16%	15%
Unsure	23%	17%	26%	23%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Support	61%	57%	52%	59%	58%
Oppose	18%	20%	21%	21%	29%
Unsure	21%	23%	27%	20%	13%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Support	62%	54%	49%	64%	60%
Oppose	19%	20%	28%	18%	26%
Unsure	19%	25%	23%	18%	14%

# Support Voucher Programs

School voucher programs assist low-income families by allowing for public education funds to pay for a child's tuition at a school of their choice. Do you support school voucher programs?



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	51%	59%
No	29%	25%
Unsure	20%	16%

### By Education Level

Column %	HS	College	Grad+
Yes	56%	54%	51%
No	22%	30%	34%
Unsure	21%	16%	15%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	52%	66%	39%
No	28%	18%	41%
Unsure	20%	16%	20%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	48%	56%	61%	60%	50%
No	33%	34%	22%	23%	28%
Unsure	19%	11%	16%	17%	22%

### By Race

Column %	White	Black	Other
Yes	51%	63%	66%
No	30%	20%	20%
Unsure	19%	18%	14%

### By Last 4 Generals

Column %	4	3	2	1	0
Yes	48%	51%	71%	68%	56%
No	28%	32%	23%	14%	31%
Unsure	23%	17%	6%	19%	13%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Yes	47%	60%	57%	67%
No	37%	20%	22%	26%
Unsure	16%	20%	21%	6%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	58%	43%	56%	57%	59%
No	27%	31%	25%	22%	32%
Unsure	15%	26%	20%	21%	9%

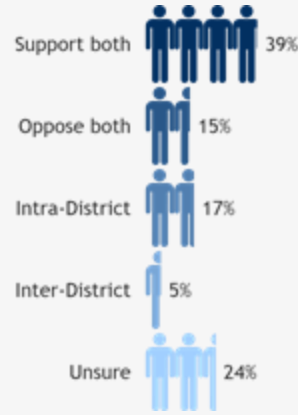
### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Yes	52%	53%	65%	64%	53%
No	30%	27%	23%	18%	26%
Unsure	19%	20%	12%	18%	21%



# Intra vs Inter district

Intra-district school choice allows families to choose any school in their district, whereas inter-district school choice allows families to choose from any school in a defined region or statewide. Would you support either of these options?



## Actual answer options read:

- Yes, I support both
- No, I oppose both school choice options
- Yes, I just support intra-district school choice
- Yes, I just support inter-district school choice
- Unsure

## Critical Crosstabs:

### By Gender

Column %	Female	Male
Support both	34%	44%
Oppose both	15%	16%
Intra-District	19%	14%
Inter-District	6%	4%
Unsure	27%	21%

### By Education Level

Column %	HS	College	Grad+
Support both	41%	35%	38%
Oppose both	11%	17%	23%
Intra-District	18%	19%	12%
Inter-District	5%	6%	5%
Unsure	26%	24%	22%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Support both	37%	47%	28%
Oppose both	15%	4%	34%
Intra-District	16%	19%	15%
Inter-District	9%	3%	3%
Unsure	23%	28%	20%

### By Age

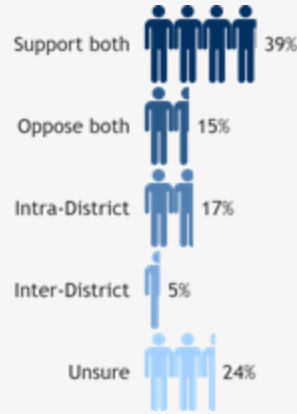
Column %	18-34	35-44	45-54	55-64	65+
Support both	25%	40%	47%	46%	35%
Oppose both	17%	21%	13%	13%	15%
Intra-District	30%	15%	13%	14%	15%
Inter-District	4%	7%	10%	2%	5%
Unsure	23%	17%	18%	24%	30%

### By Race

Column %	White	Black	Other
Support both	37%	46%	37%
Oppose both	17%	10%	12%
Intra-District	15%	20%	22%
Inter-District	5%	7%	3%
Unsure	25%	17%	27%

# Intra vs Inter district (Continued)

Intra-district school choice allows families to choose any school in their district, whereas inter-district school choice allows families to choose from any school in a defined region or statewide. Would you support either of these options?



## Actual answer options read:

- Yes, I support both
- No, I oppose both school choice options
- Yes, I just support intra-district school choice
- Yes, I just support inter-district school choice
- Unsure

## Critical Crosstabs:

### By Last 4 Generals

Column %	4	3	2	1	0
Support both	38%	32%	48%	58%	26%
Oppose both	19%	19%	17%	3%	3%
Intra-District	13%	20%	14%	9%	37%
Inter-District	6%	4%	5%	9%	3%
Unsure	24%	25%	16%	22%	31%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Support both	33%	47%	33%	45%
Oppose both	27%	7%	7%	21%
Intra-District	17%	17%	17%	10%
Inter-District	3%	5%	9%	14%
Unsure	21%	24%	34%	11%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Support both	38%	30%	45%	36%	49%
Oppose both	18%	16%	16%	5%	15%
Intra-District	18%	19%	9%	21%	13%
Inter-District	5%	6%	4%	7%	3%
Unsure	20%	29%	25%	31%	21%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Support both	41%	37%	42%	37%	20%
Oppose both	17%	13%	15%	19%	13%
Intra-District	18%	15%	15%	30%	16%
Inter-District	3%	6%	5%	1%	19%
Unsure	21%	28%	23%	13%	33%

# Identify With Statement

Do you personally identify with this statement: "I used to have doubts about school choice, but I am more open to the idea of creating an option for kids who are struggling."



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Yes	64%	57%
No	36%	43%

### By Education Level

Column %	HS	College	Grad+
Yes	71%	51%	52%
No	29%	49%	48%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	58%	70%	49%
No	42%	30%	51%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	54%	40%	59%	63%	70%
No	46%	60%	41%	37%	30%

### By Race

Column %	White	Black	Other
Yes	59%	73%	59%
No	41%	27%	41%

### By Last 4 Generals

Column %	4	3	2	1	0
Yes	60%	57%	71%	52%	69%
No	40%	43%	29%	48%	31%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Yes	56%	66%	60%	51%
No	44%	34%	40%	49%

### By DMA

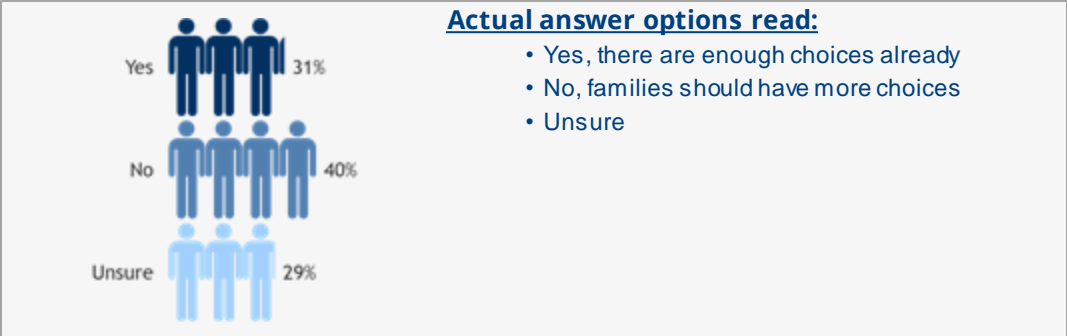
Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	51%	71%	57%	77%	63%
No	49%	29%	43%	23%	37%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Yes	60%	62%	57%	65%	58%
No	40%	38%	43%	35%	42%

# Adequate School Availability

Do you think Virginia has enough school choice options for families working to educate their children?



## Critical Crosstabs:

By Gender

Column %	Female	Male
Yes	31%	32%
No	38%	42%
Unsure	31%	26%

By Education Level

Column %	HS	College	Grad+
Yes	28%	33%	37%
No	43%	40%	34%
Unsure	30%	28%	29%

By Ideology

Column %	Moderate	Conserv.	Liberal
Yes	31%	23%	47%
No	36%	52%	27%
Unsure	33%	26%	26%

By Age

Column %	18-34	35-44	45-54	55-64	65+
Yes	39%	30%	35%	25%	30%
No	29%	53%	45%	39%	38%
Unsure	32%	16%	20%	36%	32%

By Race

Column %	White	Black	Other
Yes	31%	24%	40%
No	40%	46%	34%
Unsure	29%	30%	27%

By Last 4 Generals

Column %	4	3	2	1	0
Yes	34%	35%	25%	18%	31%
No	38%	36%	45%	59%	32%
Unsure	28%	29%	30%	23%	37%

By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Yes	46%	22%	21%	21%
No	29%	53%	36%	57%
Unsure	25%	25%	44%	22%

By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Yes	32%	29%	33%	28%	34%
No	35%	39%	41%	52%	44%
Unsure	33%	32%	26%	20%	22%

By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Yes	28%	32%	40%	34%	32%
No	45%	37%	36%	24%	43%
Unsure	27%	31%	25%	42%	25%

# Partisan Issue

Do you agree or disagree with the following statement: "School choice is a partisan issue."



## Critical Crosstabs:

### By Gender

Column %	Female	Male
Agree	37%	48%
Disagree	26%	30%
Unsure	37%	22%

### By Education Level

Column %	HS	College	Grad+
Agree	39%	41%	51%
Disagree	21%	35%	30%
Unsure	40%	24%	19%

### By Ideology

Column %	Moderate	Conserv.	Liberal
Agree	36%	41%	54%
Disagree	34%	25%	22%
Unsure	30%	34%	24%

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Agree	42%	34%	55%	45%	38%
Disagree	36%	31%	23%	32%	22%
Unsure	22%	35%	21%	24%	39%

### By Race

Column %	White	Black	Other
Agree	42%	41%	46%
Disagree	28%	30%	26%
Unsure	31%	29%	28%

### By Last 4 Generals

Column %	4	3	2	1	0
Agree	44%	38%	47%	38%	43%
Disagree	29%	27%	27%	34%	18%
Unsure	27%	35%	26%	27%	39%

### By Self-Reported Party

Column %	Dem.	Repub.	Ind.	Other
Agree	51%	37%	35%	21%
Disagree	21%	27%	40%	38%
Unsure	27%	35%	25%	41%

### By DMA

Column %	DC	Norfolk	Richmond	Roanoke	Other
Agree	47%	41%	39%	38%	37%
Disagree	28%	29%	32%	23%	22%
Unsure	26%	30%	28%	39%	41%

### By Voting Plan

Column %	Day of	Early	By Mail	Voted	Undecided
Agree	44%	42%	51%	19%	17%
Disagree	28%	30%	16%	37%	33%
Unsure	28%	29%	33%	44%	50%



# Methodology and Demographics

Fielded On: October 7-10

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Method: Mobile Text Response and Landline Interviews

-

Population & Sample Description:  
958 Likely General Election Voters

-

MoE: +/- 3.17%

-

Weighting: Age, Gender, Education Level, Race, and DMA

-

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Executive Director  
Founders Insight  
parker@foundersinsight.com

## Age

	%
18-34	14%
35-44	14%
45-54	16%
55-64	20%
65+	35%

## Gender

	%
Female	53%
Male	47%

## Education Level

	%
HS	46%
College	31%
Grad+	23%

## Race

	%
White	75%
Black	13%
Other	11%

## Ideology

	%
Moderate	39%
Conserv.	37%
Liberal	24%

## Self-Reported Party

	%
Dem.	40%
Repub.	38%
Ind.	20%
Other	2%

## Last 4 Generals

	%
4	46%
3	22%
2	10%
1	11%
0	11%

## DMA

	%
DC	39%
Norfolk	20%
Richmond	19%
Roanoke	13%
Other	10%

## Voting Plan

	%
Day of	43%
Early	37%
By Mail	12%
Voted	3%
Undecided	5%