

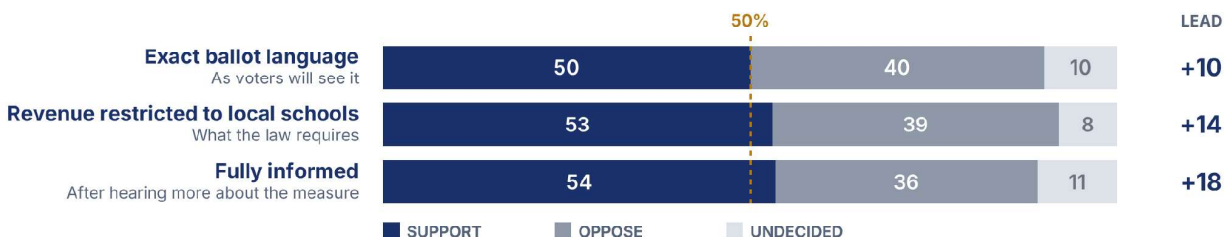
## New Voter Research: School Construction Sales Tax Support Grows When Voters Get the Facts

*In the localities voting Nov. 3rd, the lead nearly doubles when voters learn more about the measure*

**RICHMOND, Va.** — New voter research released today by Virginians for Modern Schools (VMS) finds majority support for a local school construction sales tax in the 47 Virginia localities voting on it this fall, with support growing when voters are given additional information on the referendum.

Hart Research Associates conducted a phone survey of 502 likely voters in localities that have the referendum on their ballot this November. The survey was commissioned by VMS and conducted Sept. 14–18.

The survey found 50% would vote yes on the exact ballot language, 40% would vote no and 10% are undecided. Support rose to 53% when voters learned the new revenue must be spent on schools in their own community. After voters heard more about the measure, support reached 54%, with 36% opposed, and strong support grew from 34% to 40%.



### Key findings

- **Property taxes:** 63% are more likely to support knowing it funds schools without raising property taxes, including 44% who are much more likely, the strongest of any message tested.
- **Local control:** 63% are more likely knowing voters in their own community, not officials in Richmond, make the decision.
- **Schools only:** 59% are more likely knowing the revenue can be used only for new school construction, modernization and renovation.
- **Filling a gap:** 59% are more likely knowing the state has never fully funded the local share of school construction, and that the referendum gives communities another tool to improve their schools.

### What voters want the revenue to build

% naming each a top priority (top three of six shown)



The research also points to an information gap: many voters haven't yet heard the most persuasive facts, including that the money is restricted to school buildings, stays in their community and does not raise property taxes.

"Virginians aren't being asked for a blank check," said Kelly Chopus, Board Chair of Virginians for Modern Schools. "They're being asked whether they want to fix their own school buildings without raising property taxes, and when you put it that plainly, a majority says yes."

"These results tell us voters are open to this. They just want the facts," said Kristen Nye, Executive Director and Co-Founder of Virginians for Modern Schools. "Voters want to know which buildings get fixed and who is watching the money. Those questions have answers, and voter education is key to building support and turnout."

Under the Conference Report to House Bill 30 in Virginia's 2026 budget, every county and city may ask voters to approve an additional local sales tax of up to 1%, with revenue dedicated exclusively to school capital projects. The tax cannot be used for salaries or operating costs, and it takes effect only if local voters approve it.

**Methodology:** Hart Research Associates conducted Study #15335, a telephone survey of 502 likely November 2026 general election voters in the 47 Virginia localities holding school construction sales tax referenda, Sept. 14–18, 2026, for Virginians for Modern Schools. The sample is not statewide. The margin of error is approximately  $\pm 4.4$  percentage points for the full sample and  $\pm 6.2$  points for items asked of half-samples. Results reflect the 47 localities combined and should not be applied to any single locality.

**About Virginians for Modern Schools:** Virginians for Modern Schools is a statewide 501(c)(4) nonprofit providing nonpartisan research and voter-education resources, including voter FAQs and other educational materials, to communities considering a school construction sales tax referendum. Learn more at <https://virginiansformodernschools.org/>.

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