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Interviews: 502 Likely 2026 General Election Voters in
Select Localities*
Dates: September 14-18, 2026

FINAL

Study #15335
VA 1% Sales Tax Survey
September 2026

Please note: all results are shown as percentages unless otherwise stated.

QSGender. Record respondent's gender

Male	45
Female	54
Nonbinary/other.....	1

QSRV1. Are you currently registered to vote in Virginia?

Yes, registered to vote.....	100
No, not registered to vote .	-
Not sure	-

MEDIAT. Does anyone in this household work for a radio station, a television station, a newspaper, an advertising agency, a market research firm, or as an active political campaign worker?

No	100
Yes.....	-
Not sure	-

LV1. What are the chances that you will vote in the November 2026 election here in Virginia for U.S. senator and U.S. Congress--are you certain to vote, will you probably vote, are the chances fifty-fifty, or do you think you will not vote?

Certain to vote	90	
Probably vote	8	
Chances are 50-50	2	
Will not vote	-	TERMINATE
Not sure	-	TERMINATE

** Select localities: Albemarle County, Alleghany County, Amelia County, Augusta County, Buena Vista City, Charlottesville City, Chesterfield County, Covington City, Emporia City, Essex County, Fairfax City, Floyd County, Fluvanna County, Franklin County, Frederick County, Giles County, Grayson County, Greene County, Greensville Count, Isle Of Wight County, King & Queen County, Lexington City, Madison County, Martinsville City, Mathews County, Middlesex County, Nelson County, New Kent County, Newport News City, Norfolk City, Nottoway County, Orange County, Portsmouth City, Powhatan County, Prince Edward County, Pulaski County, Radford City, Rappahannock County, Richmond City, Smyth County, Stafford County, Staunton City, Sussex County, Waynesboro City, Winchester City, Wythe County and York County.*

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

- Q1. Realistically, do you think funding needs to be increased to maintain the condition of public school facilities and buildings here in **(INSERT AREANAME)**, or do you think that the current level of funding is enough to maintain the condition of public school facilities and buildings?**

Funding needs to be increased	47
Current level of funding is sufficient.....	32
Not sure	21

- Q2. Let me read you the EXACT language of a local referendum that will be on the ballot here in **(INSERT AREANAME)**.

This local referendum authorizes all counties and cities to impose an additional local sales and use tax at a rate not to exceed one percent with the revenue used only for capital projects for the construction or renovation of schools if such levy is approved in a voter referendum.

Please tell me whether you would vote Yes or vote No on this local referendum. (IF "NOT SURE", ASK:) Well, do you lean more towards voting Yes or voting No?

Vote Yes	47
Vote Yes (lean)	3
Vote No.....	38
Vote No (lean).....	2
Not sure	10
Total Vote Yes	50
Total Vote No	40

- Q3. Just to clarify, this local referendum would authorize a one percent increase in the LOCAL sales tax and require ALL the new revenue to be spent here in **(INSERT AREANAME)** to fund school renovations, modernization, and construction. Based on this, would you vote Yes or vote No? (IF "VOTE YES" OR "VOTE NO," ASK:) And do you feel strongly about that, or not?

Vote Yes--strongly.....	34
Vote Yes--not strongly.....	19
Vote No--not strongly	6
Vote No--strongly	32
Not sure	8
Total Vote Yes	53
Total Vote No	39

Q4. Let me read you a few more things you might learn about the local referendum we have been discussing. For each one, please tell me whether it makes you MORE likely or LESS likely to support the referendum. (IF "MORE LIKELY," ASK:) And is that MUCH more or SOMEWHAT more likely to support the referendum?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE SAYING MUCH MORE LIKELY OR SOMEWHAT MORE LIKELY TO SUPPORT

	Total More likely to support	Much more likely to support	Somewhat more likely to support	Less likely to support	Little or No difference/ depends	Not sure
A local sales tax allows funding for new school construction, modernization, and renovation projects to be funded WITHOUT raising local property taxes.....	63	44	19	16	17	4
The local referendum gives the voters here in (INSERT AREANAME) the power to make their own decisions on what is best for the local public schools, NOT bureaucrats and politicians in Richmond.**	63	39	24	15	18	5
The local referendum gives the voters here in (INSERT AREANAME) the power to make their own decisions on what is best for the local public schools..	60	38	22	13	23	4
The local referendum REQUIRES that all the revenue be used ONLY for new school construction, modernization, and renovation projects.	59	36	23	17	20	3
State government has NEVER fully funded the local share of school construction and renovation projects, and the local referendum gives voters here in (INSERT AREANAME) an additional tool to improve THEIR schools.....	59	32	27	16	21	5
The sales tax increase here in (INSERT AREANAME) will ONLY take effect if it is approved by a majority of voters.	57	38	18	16	23	4
The local referendum REQUIRES that all the revenue be used ONLY for new school construction, modernization, and renovation projects and LIMITS the funding to LOCAL schools.....	56	36	20	20	16	7
If approved, the sales tax increase will include purchases made by residents, as well as visitors and commuters.....	53	27	25	20	23	4
If approved, the sales tax increase will include purchases made by residents, as well as visitors and commuters. Roughly a quarter to a third of local sales tax in Virginia is paid by people who live outside the area.	48	22	26	22	24	5
The local sales tax increase is TEMPORARY and will expire in 20 years.....	39	22	17	29	28	4

Q5. Suppose the local referendum to raise the sales tax by one percent were approved by the voters and the new revenue was required to fund school projects here in (INSERT AREANAME). Which ONE or TWO of the following ways do you MOST support for spending the extra revenue?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Repair and renovate existing schools.....	47
Strengthen school safety and security.....	31
Build new, modern schools.....	23
Modernize aging wastewater systems.....	22
Improve HVAC and air quality	22
Improve athletic facilities for students and community.....	12
Other	7
Not sure	5

Q6. Based on what you have just heard, would you vote Yes or vote No on the upcoming local referendum that would authorize a one percent increase in the LOCAL sales tax and require ALL the new revenue to be spent here in (INSERT AREANAME) to fund school renovations, modernization, and construction. (IF "VOTE YES" OR "VOTE NO," ASK:) And do you feel strongly about that, or not?

Vote Yes--strongly.....	40
Vote Yes--not strongly.....	14
Vote No--not strongly	6
Vote No--strongly	30
Not sure	11
Total Vote Yes	54
Total Vote No	36

Now I am going to ask you a few questions for statistical purposes only.

PID5TH. How would you describe your overall point of view in terms of the political parties? Would you say that you are a strong Democrat, leaning Democratic, completely independent, leaning Republican, or a strong Republican?

A strong Democrat	25
Leaning Democratic	16
Completely independent.....	21
Leaning Republican.....	13
A strong Republican	21
Not sure.....	4
Total Democratic	41
Total Republican	34

Raceth. Again, for statistical purposes only, are you of Hispanic, Latino, or Spanish origin? And to ensure that we have a representative sample, what is your race--white, Black or African American, Asian, or something else? (IF "SOMETHING ELSE," ASK:) How would you describe your race?

American Indian or Native American.....	1
Asian or Asian American.....	0
Black or African American.....	22
Hispanic.....	5
Native Hawaiian or Pacific Islander	0
White.....	69
Another race	2
Not sure/refused	1

QAGE. For statistical purposes only and to ensure that we have a representative sample, in what year were you born?

18-24	7
25-29	7
30-34	5
35-39	10
40-44	6
45-49	9
50-54	8
55-59	9
60-64	11
65-69	8
70-74	6
75 or older	14

QSedu. What is the last grade of school or level of education you completed?

(IF INITIAL RESPONSE IS "REFUSED" OR "NOT SURE," SAY:) As a reminder, your answer is confidential and is being used for statistical purposes only. With that in mind, would you tell me the last grade you completed in school?

Did not graduate high school.....	1
High school graduate.....	20
Vocational training/technical school.....	3
Some college, no degree.....	16
2-year college/associate degree.....	12
4-year college/bachelor's degree	28
Master's, PhD, or professional degree (MD, law, MBA)	19
Not sure/refused.....	1