

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ( )

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**In Virginia, Strong Support for September Start to School Year, Little Support for New Law:** An overwhelming majority of Virginians would like to see the school year start after Labor Day, according to a SurveyUSA poll conducted for the Virginia Hospitality and Travel Association. Given a choice between 4 different start dates (beginning of August, mid August, beginning of September, or after Labor Day), 54% of respondents prefer schools to start after Labor Day. A majority of men and women, whites and blacks, those with kids in school and those without kids in school, prefer the after-Labor-Day school-year start. 59% of those in the Shenandoah, 56% of those in central VA, 53% of those in the DC suburbs, and 51% of those in Southeastern VA prefer schools to start after Labor Day. Allowed to choose among VA's existing school start law, a new school start law, or no school start law, just 20% prefer a new law. Asked to choose between two school calendars, one that runs from early September to mid June, and one that runs from early August to mid May, Virginians prefer the September-to-June calendar by almost 2:1 (58% to 31%). **Cell-phone and home-phone respondents included in this research.** 600 adults from the Commonwealth were interviewed 01/13/12 through 01/17/12. This research was conducted multi-mode, with blended sample. Respondents who have a home telephone (71% of adults), were interviewed on their home telephone. Respondents unreachable on a home telephone (29% of adults) were shown a questionnaire on their smartphone, laptop, tablet or other electronic device. Complete statement of methodology [here](#).

## 1 When should the school year start? In August? Or in September?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
Margin of Sampling Error: +/-4.1%																	
August	40%	42%	37%	36%	43%	41%	38%	40%	40%	40%	43%	23%	42%	35%	43%	40%	39%
September	55%	54%	57%	60%	54%	52%	53%	57%	53%	55%	53%	76%	54%	63%	50%	57%	54%
Not Sure	5%	4%	6%	4%	3%	7%	8%	4%	7%	6%	4%	1%	4%	2%	7%	2%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

## 1 When should the school year start? In August? Or in September?

600 Adults	All	Region				
		DC sub	Norther	Shenan	Southe	Central
Margin of Sampling Error: +/-4.1%						
August	40%	33%	50%	39%	49%	33%
September	55%	66%	49%	52%	47%	60%
Not Sure	5%	2%	1%	9%	4%	6%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

# Results of SurveyUSA Mkt Research Study #18876



Geography: Virginia

Sponsor:

Data Collected: 01/13/2012 - 01/17/2012

Virginia Hospitality and Travel Association ()

Release Date: 01/18/2012

**2** More specifically, should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
Margin of Sampling Error: +/-4.1%																	
After Labor Day	54%	51%	57%	49%	54%	56%	60%	52%	58%	52%	59%	76%	41%	57%	52%	48%	57%
Beginning Of September	16%	17%	14%	22%	12%	13%	14%	17%	13%	16%	15%	9%	15%	19%	14%	20%	14%
Middle Of August	20%	20%	20%	21%	19%	22%	19%	20%	21%	23%	15%	8%	16%	15%	23%	25%	18%
Beginning Of August	8%	9%	7%	7%	13%	7%	4%	10%	6%	7%	9%	0%	23%	7%	9%	6%	9%
Not Sure	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	7%	5%	2%	2%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

**2** More specifically, should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Region				
		DC sub	Norther	Shenan	Southe	Central
Margin of Sampling Error: +/-4.1%						
After Labor Day	54%	53%	49%	59%	51%	56%
Beginning Of September	16%	14%	22%	13%	15%	17%
Middle Of August	20%	16%	21%	23%	25%	17%
Beginning Of August	8%	13%	8%	3%	9%	8%
Not Sure	2%	4%	0%	2%	1%	2%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

**3** When should the school year end? The end of May? The beginning of June? The middle of June? Or the end of June?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
Margin of Sampling Error: +/-4.1%																	
End Of May	31%	32%	30%	38%	24%	33%	26%	31%	30%	33%	25%	21%	27%	31%	31%	27%	33%
Beginning Of June	35%	34%	36%	37%	38%	26%	39%	37%	31%	34%	38%	44%	31%	41%	31%	39%	33%
Middle Of June	23%	22%	24%	18%	23%	30%	25%	21%	28%	24%	21%	36%	20%	22%	24%	25%	23%
End Of June	9%	10%	8%	5%	13%	8%	9%	9%	9%	8%	12%	0%	19%	5%	11%	8%	9%
Not Sure	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	4%	0%	4%	1%	3%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ()

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**3** When should the school year end? The end of May? The beginning of June? The middle of June? Or the end of June?

600 Adults	All	Region				
		DC sub	Norther	Shenan	Southe	Central
Margin of Sampling Error: +/-4.1%						
End Of May	31%	24%	42%	46%	26%	24%
Beginning Of June	35%	28%	36%	35%	31%	42%
Middle Of June	23%	29%	17%	15%	30%	24%
End Of June	9%	17%	5%	2%	9%	9%
Not Sure	2%	2%	1%	1%	4%	1%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

**4** Which of these 4 statements is most true about the school calendar? I have NOT been asked for input and I have NOT given input? I have NOT been asked for input, but I HAVE given input? I HAVE been asked for input, but have NOT given input? Or I HAVE been asked for input and HAVE given input?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
Margin of Sampling Error: +/-3.4%																	
Not Asked/not Given	78%	78%	79%	70%	79%	85%	86%	74%	85%	80%	78%	62%	64%	73%	81%	72%	81%
Not Asked/have Given	8%	8%	7%	12%	8%	7%	2%	10%	5%	7%	6%	18%	20%	11%	6%	13%	6%
Asked/not Given	3%	3%	2%	3%	4%	1%	1%	4%	1%	2%	3%	8%	3%	4%	2%	3%	2%
Asked/given	10%	10%	10%	15%	9%	8%	5%	12%	7%	10%	13%	10%	9%	12%	9%	12%	9%
Not Sure	1%	1%	2%	1%	0%	0%	6%	0%	3%	1%	0%	1%	4%	1%	2%	0%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ()

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**4** Which of these 4 statements is most true about the school calendar? I have NOT been asked for input and I have NOT given input? I have NOT been asked for input, but I HAVE given input? I HAVE been asked for input, but have NOT given input? Or I HAVE been asked for input and HAVE given input?

600 Adults	All	Region				
		DC sub	Norther	Shenan	Southe	Central
Margin of Sampling Error: +/-3.4%						
Not Asked/not Given	78%	71%	87%	77%	84%	76%
Not Asked/have Given	8%	14%	3%	6%	7%	9%
Asked/not Given	3%	4%	3%	2%	1%	4%
Asked/given	10%	11%	7%	13%	7%	11%
Not Sure	1%	0%	1%	2%	1%	2%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

**5** If you had to choose between these two school calendar options, which would you prefer? A school year that runs from early-September to mid-June? Or a school year that runs from early-August to mid-May?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
Margin of Sampling Error: +/-4%																	
Early September To Mid June	58%	61%	56%	60%	59%	57%	54%	59%	56%	57%	57%	73%	61%	64%	54%	65%	55%
Early August To Mid May	31%	33%	29%	35%	29%	34%	19%	32%	28%	31%	31%	27%	34%	29%	32%	33%	30%
Not Sure	11%	7%	15%	5%	12%	9%	27%	8%	16%	12%	12%	0%	6%	7%	14%	3%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

**5** If you had to choose between these two school calendar options, which would you prefer? A school year that runs from early-September to mid-June? Or a school year that runs from early-August to mid-May?

600 Adults	All	Region				
		DC sub	Norther	Shenan	Southe	Central
Margin of Sampling Error: +/-4%						
Early September To Mid June	58%	65%	60%	52%	52%	62%
Early August To Mid May	31%	21%	34%	34%	39%	27%
Not Sure	11%	14%	6%	14%	10%	11%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

# Results of SurveyUSA Mkt Research Study #18876



Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

Sponsor:

Virginia Hospitality and Travel Association ( )

**6** Which ONE thing is most important to you when looking at a school calendar? The start date? The end date? Or making sure that the first semester ends before winter break?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
Margin of Sampling Error: +/-4.1%																	
Start Date	39%	42%	37%	42%	42%	36%	29%	42%	33%	35%	55%	51%	29%	45%	35%	44%	37%
End Date	19%	19%	19%	26%	17%	18%	10%	21%	15%	20%	12%	21%	19%	24%	16%	20%	18%
First Semester Ends Before Winter B	28%	30%	26%	27%	21%	28%	44%	24%	34%	29%	27%	13%	32%	19%	34%	29%	27%
Not Sure	14%	10%	18%	5%	20%	18%	18%	12%	18%	16%	6%	15%	20%	13%	15%	7%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

**6** Which ONE thing is most important to you when looking at a school calendar? The start date? The end date? Or making sure that the first semester ends before winter break?

600 Adults	All	Region				
		DC sub	Norther	Shenan	Southe	Central
Margin of Sampling Error: +/-4.1%						
Start Date	39%	34%	47%	38%	50%	31%
End Date	19%	21%	24%	23%	13%	16%
First Semester Ends Before Winter B	28%	20%	19%	23%	31%	38%
Not Sure	14%	25%	9%	16%	6%	15%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

**7** Should Virginia ... keep its existing law that tells school districts when they can start the school year? Change to a new school-start law? Or not have a law that tells districts when they can start the school year?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
Margin of Sampling Error: +/-4.1%																	
Keep Its Existing Law	36%	37%	35%	44%	31%	31%	35%	38%	33%	33%	46%	55%	27%	42%	32%	41%	34%
Change To a New School-start Law	20%	21%	19%	19%	22%	19%	16%	21%	18%	20%	23%	7%	21%	19%	20%	20%	20%
Not Have a Law	36%	36%	36%	30%	38%	39%	39%	34%	39%	40%	19%	31%	38%	31%	39%	30%	38%
Not Sure	9%	6%	11%	6%	9%	11%	11%	8%	11%	7%	13%	7%	13%	8%	9%	9%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

# Results of SurveyUSA Mkt Research Study #18876



Geography: Virginia  
 Data Collected: 01/13/2012 - 01/17/2012  
 Release Date: 01/18/2012

Sponsor:  
 Virginia Hospitality and Travel Association ()

**7** Should Virginia ... keep its existing law that tells school districts when they can start the school year? Change to a new school-start law? Or not have a law that tells districts when they can start the school year?

600 Adults	All	Region				
Margin of Sampling Error: +/-4.1%		DC sub	Norther	Shenan	Southe	Central
Keep Its Existing Law	36%	37%	25%	38%	41%	34%
Change To a New School-start Law	20%	18%	19%	17%	24%	19%
Not Have a Law	36%	36%	49%	39%	27%	34%
Not Sure	9%	9%	8%	6%	7%	13%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

**8** If the school year starts earlier, this could shorten the summer season. Some predict that Virginia will lose \$370 million in tourist revenue. Knowing this, when should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Gender		Age				<50 / 50+		Race				Kids in School		Cell Phone / Lan	
Margin of Sampling Error: +/-4.1%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Yes	No	Cell Ph	Landlin
After Labor Day	55%	55%	55%	57%	54%	52%	59%	55%	55%	53%	60%	74%	53%	63%	51%	55%	55%
Beginning Of September	18%	17%	20%	24%	18%	14%	14%	21%	14%	19%	18%	18%	16%	22%	16%	26%	15%
Middle Of August	17%	17%	17%	12%	15%	24%	19%	14%	22%	20%	10%	4%	10%	10%	21%	11%	19%
Beginning Of August	6%	6%	6%	4%	9%	5%	4%	7%	5%	6%	5%	4%	16%	5%	7%	3%	7%
Not Sure	4%	5%	2%	2%	5%	4%	4%	4%	4%	3%	8%	0%	5%	1%	5%	5%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	48%	52%	32%	31%	22%	15%	63%	37%	72%	18%	4%	5%	38%	62%	29%	71%

**8** If the school year starts earlier, this could shorten the summer season. Some predict that Virginia will lose \$370 million in tourist revenue. Knowing this, when should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Region				
Margin of Sampling Error: +/-4.1%		DC sub	Norther	Shenan	Southe	Central
After Labor Day	55%	53%	51%	60%	57%	53%
Beginning Of September	18%	19%	21%	16%	14%	23%
Middle Of August	17%	14%	19%	19%	18%	14%
Beginning Of August	6%	12%	6%	2%	6%	5%
Not Sure	4%	2%	3%	3%	5%	5%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	18%	11%	21%	22%	27%

# Results of SurveyUSA Mkt Research Study #18876



Geography: Virginia  
 Data Collected: 01/13/2012 - 01/17/2012  
 Release Date: 01/18/2012

Sponsor:  
 Virginia Hospitality and Travel Association ()

## All Questions Crosstabbed By All Questions

**1** When should the school year start? In August? Or in September?

600 Adults	All	When To Start?			More Specifically					When To End?				
Margin of Sampling Error: +/-4.1%		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
August	40%	-	-	-	14%	34%	93%	89%	22%	47%	36%	24%	73%	20%
September	55%	-	-	-	81%	61%	5%	7%	21%	49%	59%	72%	26%	28%
Not Sure	5%	-	-	-	5%	4%	1%	4%	57%	4%	5%	4%	1%	52%
Total	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%				54%	16%	20%	8%	2%	31%	35%	23%	9%	2%

**1** When should the school year start? In August? Or in September?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
Margin of Sampling Error: +/-4.1%		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
August	40%	40%	34%	31%	44%	49%	23%	71%	40%	31%	48%	50%	33%	31%	54%	42%	31%
September	55%	55%	64%	61%	54%	33%	73%	25%	47%	66%	48%	44%	56%	66%	42%	53%	49%
Not Sure	5%	5%	2%	8%	1%	18%	4%	4%	13%	3%	4%	6%	11%	2%	4%	4%	21%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	78%	8%	3%	10%	1%	58%	31%	11%	39%	19%	28%	14%	36%	20%	36%	9%

**1** When should the school year start? In August? Or in September?

600 Adults	All	Knowing About Tourist Revenue				
Margin of Sampling Error: +/-4.1%		After La	Beginni	Middle	Beginni	Not Sur
August	40%	20%	36%	87%	87%	66%
September	55%	75%	60%	10%	10%	14%
Not Sure	5%	5%	3%	3%	3%	19%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	55%	18%	17%	6%	4%

# Results of SurveyUSA Mkt Research Study #18876



Geography: Virginia  
 Data Collected: 01/13/2012 - 01/17/2012  
 Release Date: 01/18/2012

Sponsor:  
 Virginia Hospitality and Travel Association ()

**2** More specifically, should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	When To Start?			More Specifically					When To End?				
Margin of Sampling Error: +/-4.1%		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
After Labor Day	54%	19%	79%	52%	-	-	-	-	-	50%	55%	66%	39%	25%
Beginning Of September	16%	14%	17%	14%	-	-	-	-	-	13%	22%	14%	7%	0%
Middle Of August	20%	48%	2%	6%	-	-	-	-	-	30%	18%	15%	10%	23%
Beginning Of August	8%	18%	1%	6%	-	-	-	-	-	6%	5%	3%	43%	0%
Not Sure	2%	1%	1%	22%	-	-	-	-	-	1%	1%	1%	0%	52%
Total	100%	100%	100%	100%						100%	100%	100%	100%	100%
Composition of Adults	100%	40%	55%	5%						31%	35%	23%	9%	2%

**2** More specifically, should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
Margin of Sampling Error: +/-4.1%		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
After Labor Day	54%	56%	53%	62%	40%	51%	72%	21%	50%	65%	40%	45%	60%	65%	37%	51%	57%
Beginning Of September	16%	16%	22%	9%	10%	42%	17%	16%	7%	18%	22%	10%	12%	14%	22%	14%	15%
Middle Of August	20%	20%	13%	20%	30%	0%	6%	48%	16%	12%	32%	31%	7%	14%	24%	26%	11%
Beginning Of August	8%	7%	12%	1%	19%	0%	3%	14%	19%	4%	7%	12%	13%	6%	17%	7%	5%
Not Sure	2%	2%	0%	7%	1%	7%	1%	1%	8%	1%	0%	1%	8%	1%	0%	1%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	78%	8%	3%	10%	1%	58%	31%	11%	39%	19%	28%	14%	36%	20%	36%	9%

**2** More specifically, should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Knowing About Tourist Revenue				
Margin of Sampling Error: +/-4.1%		After La	Beginni	Middle	Beginni	Not Sur
After Labor Day	54%	85%	19%	8%	3%	46%
Beginning Of September	16%	4%	62%	8%	1%	16%
Middle Of August	20%	6%	17%	75%	9%	15%
Beginning Of August	8%	3%	1%	8%	83%	4%
Not Sure	2%	1%	1%	1%	3%	19%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	55%	18%	17%	6%	4%

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ()

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**3** When should the school year end? The end of May? The beginning of June? The middle of June? Or the end of June?

600 Adults	All	When To Start?			More Specifically					When To End?				
Margin of Sampling Error: +/-4.1%		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
End Of May	31%	37%	27%	24%	29%	25%	45%	24%	22%	-	-	-	-	-
Beginning Of June	35%	32%	37%	35%	36%	49%	30%	20%	10%	-	-	-	-	-
Middle Of June	23%	14%	31%	19%	29%	22%	17%	9%	16%	-	-	-	-	-
End Of June	9%	16%	4%	2%	6%	4%	5%	46%	0%	-	-	-	-	-
Not Sure	2%	1%	1%	20%	1%	0%	2%	0%	52%	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%					
Composition of Adults	100%	40%	55%	5%	54%	16%	20%	8%	2%					

**3** When should the school year end? The end of May? The beginning of June? The middle of June? Or the end of June?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
Margin of Sampling Error: +/-4.1%		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
End Of May	31%	32%	27%	34%	28%	27%	19%	51%	37%	24%	44%	32%	29%	25%	38%	36%	17%
Beginning Of June	35%	34%	36%	29%	43%	33%	41%	28%	22%	37%	40%	35%	25%	43%	28%	30%	34%
Middle Of June	23%	22%	30%	30%	24%	40%	32%	12%	8%	28%	15%	24%	22%	25%	18%	24%	26%
End Of June	9%	10%	7%	0%	4%	0%	7%	7%	23%	10%	1%	8%	19%	5%	16%	7%	15%
Not Sure	2%	2%	1%	7%	1%	0%	1%	1%	9%	1%	0%	2%	6%	2%	0%	2%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	78%	8%	3%	10%	1%	58%	31%	11%	39%	19%	28%	14%	36%	20%	36%	9%

**3** When should the school year end? The end of May? The beginning of June? The middle of June? Or the end of June?

600 Adults	All	Knowing About Tourist Revenue				
Margin of Sampling Error: +/-4.1%		After La	Beginni	Middle	Beginni	Not Sur
End Of May	31%	28%	29%	46%	29%	27%
Beginning Of June	35%	39%	48%	28%	3%	3%
Middle Of June	23%	27%	23%	18%	12%	11%
End Of June	9%	5%	1%	6%	55%	39%
Not Sure	2%	1%	0%	2%	2%	19%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	55%	18%	17%	6%	4%

# Results of SurveyUSA Mkt Research Study #18876



Geography: Virginia  
 Data Collected: 01/13/2012 - 01/17/2012  
 Release Date: 01/18/2012

Sponsor:  
 Virginia Hospitality and Travel Association ()

**4** Which of these 4 statements is most true about the school calendar? I have NOT been asked for input and I have NOT given input? I have NOT been asked for input, but I HAVE given input? I HAVE been asked for input, but have NOT given input? Or I HAVE been asked for input and HAVE given input?

600 Adults	All	When To Start?			More Specifically					When To End?				
		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
Margin of Sampling Error: +/-3.4%														
Not Asked/not Given	78%	79%	77%	86%	81%	78%	77%	66%	80%	80%	76%	74%	90%	81%
Not Asked/have Given	8%	7%	9%	3%	8%	11%	5%	11%	0%	7%	8%	10%	6%	3%
Asked/not Given	3%	2%	3%	4%	3%	2%	3%	0%	9%	3%	2%	3%	0%	9%
Asked/given	10%	11%	10%	3%	7%	7%	15%	23%	7%	9%	12%	10%	4%	7%
Not Sure	1%	1%	1%	4%	1%	3%	0%	0%	4%	1%	1%	2%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	40%	55%	5%	54%	16%	20%	8%	2%	31%	35%	23%	9%	2%

**4** Which of these 4 statements is most true about the school calendar? I have NOT been asked for input and I have NOT given input? I have NOT been asked for input, but I HAVE given input? I HAVE been asked for input, but have NOT given input? Or I HAVE been asked for input and HAVE given input?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
Margin of Sampling Error: +/-3.4%																	
Not Asked/not Given	78%	-	-	-	-	-	79%	76%	79%	79%	69%	79%	87%	73%	79%	81%	84%
Not Asked/have Given	8%	-	-	-	-	-	8%	8%	5%	8%	13%	8%	2%	9%	8%	7%	5%
Asked/not Given	3%	-	-	-	-	-	3%	3%	1%	3%	1%	3%	4%	4%	2%	1%	1%
Asked/given	10%	-	-	-	-	-	8%	13%	12%	10%	16%	9%	7%	13%	9%	8%	7%
Not Sure	1%	-	-	-	-	-	1%	1%	3%	0%	1%	2%	1%	1%	0%	2%	3%
Total	100%						100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%						58%	31%	11%	39%	19%	28%	14%	36%	20%	36%	9%

# Results of SurveyUSA Mkt Research Study #18876



Geography: Virginia  
 Data Collected: 01/13/2012 - 01/17/2012  
 Release Date: 01/18/2012

Sponsor:  
 Virginia Hospitality and Travel Association ()

**4** Which of these 4 statements is most true about the school calendar? I have NOT been asked for input and I have NOT given input? I have NOT been asked for input, but I HAVE given input? I HAVE been asked for input, but have NOT given input? Or I HAVE been asked for input and HAVE given input?

600 Adults	All	Knowing About Tourist Revenue				
		After La	Beginni	Middle	Beginni	Not Sur
Margin of Sampling Error: +/-3.4%						
Not Asked/not Given	78%	81%	74%	76%	71%	84%
Not Asked/have Given	8%	7%	11%	7%	10%	2%
Asked/not Given	3%	3%	2%	2%	4%	2%
Asked/given	10%	8%	11%	16%	14%	6%
Not Sure	1%	1%	2%	0%	1%	6%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	55%	18%	17%	6%	4%

**5** If you had to choose between these two school calendar options, which would you prefer? A school year that runs from early-September to mid-June? Or a school year that runs from early-August to mid-May?

600 Adults	All	When To Start?			More Specifically					When To End?				
		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
Margin of Sampling Error: +/-4%														
Early September To Mid June	58%	34%	76%	45%	78%	64%	18%	23%	32%	35%	68%	80%	46%	24%
Early August To Mid May	31%	55%	14%	27%	12%	31%	73%	52%	22%	51%	25%	16%	25%	23%
Not Sure	11%	11%	9%	28%	10%	5%	9%	25%	46%	13%	7%	4%	30%	53%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	40%	55%	5%	54%	16%	20%	8%	2%	31%	35%	23%	9%	2%

**5** If you had to choose between these two school calendar options, which would you prefer? A school year that runs from early-September to mid-June? Or a school year that runs from early-August to mid-May?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
Margin of Sampling Error: +/-4%																	
Early September To Mid June	58%	59%	62%	63%	47%	57%	-	-	-	75%	49%	46%	46%	73%	43%	57%	38%
Early August To Mid May	31%	30%	31%	34%	39%	17%	-	-	-	20%	47%	43%	16%	21%	44%	34%	29%
Not Sure	11%	11%	7%	3%	14%	26%	-	-	-	5%	4%	11%	38%	6%	13%	10%	33%
Total	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	78%	8%	3%	10%	1%				39%	19%	28%	14%	36%	20%	36%	9%

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ()

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**5** If you had to choose between these two school calendar options, which would you prefer? A school year that runs from early-September to mid-June? Or a school year that runs from early-August to mid-May?

600 Adults	All	Knowing About Tourist Revenue				
Margin of Sampling Error: +/-4%		After La	Beginni	Middle	Beginni	Not Sur
Early September To Mid June	58%	75%	65%	15%	13%	42%
Early August To Mid May	31%	16%	29%	74%	55%	28%
Not Sure	11%	9%	6%	11%	32%	31%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	55%	18%	17%	6%	4%

**6** Which ONE thing is most important to you when looking at a school calendar? The start date? The end date? Or making sure that the first semester ends before winter break?

600 Adults	All	When To Start?			More Specifically					When To End?				
Margin of Sampling Error: +/-4.1%		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
Start Date	39%	30%	47%	21%	47%	45%	22%	20%	27%	31%	41%	46%	44%	21%
End Date	19%	23%	16%	14%	14%	26%	29%	16%	0%	27%	21%	12%	1%	3%
First Semester Ends Before Winter B	28%	35%	22%	33%	24%	18%	43%	41%	16%	29%	28%	28%	24%	30%
Not Sure	14%	12%	15%	32%	16%	11%	5%	23%	57%	13%	10%	14%	30%	46%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	40%	55%	5%	54%	16%	20%	8%	2%	31%	35%	23%	9%	2%

**6** Which ONE thing is most important to you when looking at a school calendar? The start date? The end date? Or making sure that the first semester ends before winter break?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
Margin of Sampling Error: +/-4.1%		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
Start Date	39%	39%	39%	44%	37%	12%	51%	25%	17%	-	-	-	-	49%	30%	37%	25%
End Date	19%	16%	31%	8%	29%	21%	16%	28%	7%	-	-	-	-	17%	31%	18%	6%
First Semester Ends Before Winter B	28%	28%	27%	27%	24%	51%	22%	39%	28%	-	-	-	-	25%	28%	31%	28%
Not Sure	14%	16%	3%	20%	9%	16%	11%	7%	49%	-	-	-	-	10%	11%	14%	41%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%					100%	100%	100%	100%
Composition of Adults	100%	78%	8%	3%	10%	1%	58%	31%	11%					36%	20%	36%	9%

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ( )

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**6** Which ONE thing is most important to you when looking at a school calendar? The start date? The end date? Or making sure that the first semester ends before winter break?

600 Adults	All	Knowing About Tourist Revenue				
		After La	Beginni	Middle	Beginni	Not Sur
Margin of Sampling Error: +/-4.1%						
Start Date	39%	45%	40%	23%	25%	44%
End Date	19%	15%	27%	24%	16%	12%
First Semester Ends Before Winter B	28%	26%	23%	42%	29%	16%
Not Sure	14%	14%	10%	11%	30%	27%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	55%	18%	17%	6%	4%

**7** Should Virginia ... keep its existing law that tells school districts when they can start the school year? Change to a new school-start law? Or not have a law that tells districts when they can start the school year?

600 Adults	All	When To Start?			More Specifically					When To End?				
		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
Margin of Sampling Error: +/-4.1%														
Keep Its Existing Law	36%	28%	43%	17%	43%	32%	26%	25%	10%	29%	45%	38%	22%	30%
Change To a New School-start Law	20%	27%	15%	15%	14%	27%	23%	40%	0%	24%	16%	15%	36%	0%
Not Have a Law	36%	38%	34%	31%	34%	32%	47%	30%	27%	42%	31%	37%	28%	33%
Not Sure	9%	7%	8%	36%	9%	8%	5%	5%	63%	5%	9%	10%	15%	37%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	40%	55%	5%	54%	16%	20%	8%	2%	31%	35%	23%	9%	2%

**7** Should Virginia ... keep its existing law that tells school districts when they can start the school year? Change to a new school-start law? Or not have a law that tells districts when they can start the school year?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
Margin of Sampling Error: +/-4.1%																	
Keep Its Existing Law	36%	34%	41%	59%	46%	16%	45%	25%	20%	45%	32%	32%	25%	-	-	-	-
Change To a New School-start Law	20%	20%	21%	19%	18%	7%	14%	28%	23%	15%	32%	19%	16%	-	-	-	-
Not Have a Law	36%	37%	33%	20%	30%	53%	35%	39%	31%	34%	33%	40%	35%	-	-	-	-
Not Sure	9%	9%	5%	3%	6%	25%	6%	8%	26%	6%	3%	9%	25%	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
Composition of Adults	100%	78%	8%	3%	10%	1%	58%	31%	11%	39%	19%	28%	14%				

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ()

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**7** Should Virginia ... keep its existing law that tells school districts when they can start the school year? Change to a new school-start law? Or not have a law that tells districts when they can start the school year?

600 Adults	All	Knowing About Tourist Revenue				
Margin of Sampling Error: +/-4.1%		After La	Beginni	Middle	Beginni	Not Sur
Keep Its Existing Law	36%	46%	30%	23%	16%	8%
Change To a New School-start Law	20%	14%	25%	20%	48%	26%
Not Have a Law	36%	32%	39%	50%	32%	21%
Not Sure	9%	8%	6%	7%	5%	45%
Total	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	55%	18%	17%	6%	4%

**8** If the school year starts earlier, this could shorten the summer season. Some predict that Virginia will lose \$370 million in tourist revenue. Knowing this, when should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	When To Start?			More Specifically					When To End?				
Margin of Sampling Error: +/-4.1%		August	Septem	Not Sur	After La	Beginni	Middle	Beginni	Not Sur	End Of	Beginni	Middle	End Of	Not Sur
After Labor Day	55%	28%	75%	58%	87%	14%	18%	20%	33%	50%	61%	65%	31%	36%
Beginning Of September	18%	17%	20%	12%	6%	73%	16%	2%	8%	17%	25%	18%	2%	0%
Middle Of August	17%	36%	3%	12%	3%	9%	61%	15%	11%	25%	13%	13%	12%	20%
Beginning Of August	6%	13%	1%	4%	0%	1%	3%	60%	10%	5%	0%	3%	37%	6%
Not Sure	4%	6%	1%	14%	3%	4%	3%	2%	38%	3%	0%	2%	17%	38%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	40%	55%	5%	54%	16%	20%	8%	2%	31%	35%	23%	9%	2%

**8** If the school year starts earlier, this could shorten the summer season. Some predict that Virginia will lose \$370 million in tourist revenue. Knowing this, when should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Input					Prefer			Most Important				Virginia Should...			
Margin of Sampling Error: +/-4.1%		Not Ask	Not Ask	Asked/n	Asked/g	Not Sur	Early S	Early A	Not Sur	Start D	End Dat	First Se	Not Sur	Keep It	Change	Not Hav	Not Sur
After Labor Day	55%	57%	52%	62%	43%	38%	71%	29%	46%	63%	44%	52%	54%	70%	40%	50%	52%
Beginning Of September	18%	17%	25%	15%	20%	37%	21%	17%	10%	19%	27%	15%	13%	15%	24%	20%	13%
Middle Of August	17%	16%	14%	11%	26%	0%	4%	40%	16%	10%	21%	25%	13%	11%	17%	23%	13%
Beginning Of August	6%	5%	8%	9%	8%	7%	1%	11%	17%	4%	5%	6%	12%	3%	15%	5%	3%
Not Sure	4%	4%	1%	3%	2%	18%	3%	3%	10%	4%	2%	2%	7%	1%	5%	2%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	78%	8%	3%	10%	1%	58%	31%	11%	39%	19%	28%	14%	36%	20%	36%	9%

# Results of SurveyUSA Mkt Research Study #18876



Sponsor:

Virginia Hospitality and Travel Association ()

Geography: Virginia

Data Collected: 01/13/2012 - 01/17/2012

Release Date: 01/18/2012

**8** If the school year starts earlier, this could shorten the summer season. Some predict that Virginia will lose \$370 million in tourist revenue. Knowing this, when should the school year in Virginia start ... After Labor Day? The beginning of September? The middle of August? Or the beginning of August?

600 Adults	All	Knowing About Tourist Revenue				
		After La	Beginni	Middle	Beginni	Not Sur
Margin of Sampling Error: +/-4.1%						
After Labor Day	55%	-	-	-	-	-
Beginning Of September	18%	-	-	-	-	-
Middle Of August	17%	-	-	-	-	-
Beginning Of August	6%	-	-	-	-	-
Not Sure	4%	-	-	-	-	-
Total	100%					
Composition of Adults	100%					

**Statement of Methodology:** About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.