



PUBLIC OPINION STRATEGIES

turning questions into answers

VCU Richmond Area Survey

November 18-21, 2024

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Project #240599

METHODOLOGY

Public Opinion Strategies is pleased to present the key findings of a survey conducted in the city of Richmond and in Chesterfield and Henrico counties. The survey was completed November 18-21, 2024, among 400 adults, and has a margin of error of $\pm 4.9\%$. Interviews were conducted via text.

Glen Bolger and Jim Hobart were the principal researchers on this project. Torie Bolger was the project director, and Garrett Briggs provided analytical support.



Community Impact

Of the six employers tested, VCU is viewed as having the most significant economic impact on the Richmond area.

<i>Ranked by First Choice 11/24</i>	9/20	11/24
Virginia Commonwealth University, also known as VCU	31%	37%
Dominion Energy	20%	22%
The Virginia State Government	21%	21%
Capital One	14%	9%
Altria Group	7%	6%
Bon Secours Richmond	6%	5%


“Which of the following six major employers in the Richmond area do you think has the MOST significant economic impact on the Richmond area? Is it...”

When asked for their top two, 60% include VCU as an employer that leaves the most significant economic impact.

<i>Ranked by Combined Choice 11/24</i>	9/20	11/24
Virginia Commonwealth University, also known as VCU	51%	60%
The Virginia State Government	37%	44%
Dominion Energy	44%	42%
Capital One	29%	25%
Bon Secours Richmond	15%	15%
Altria Group	18%	14%

“Which of the following six major employers in the Richmond area do you think has the MOST significant economic impact on the Richmond area? Is it...”

The top increases from 2020 come with Henrico County residents.



Top Increases – VCU Largest Economic Impact (First Choice) (+6%)	
Henrico Men	+22%
Henrico County	+16%
Independent Men	+15%
GOP Women	+13%
Dem Men	+12%
Henrico Women	+12%
VCU Alum: No	+12%

The number of Independent men who view VCU as a major economic contributor has increased by 25 points since 2020.

**Top Increases – VCU Largest Economic Impact (Combined Choice)
(+9%)**

Independent Men	+25%
Age: 45-54	+18%
Income: \$100K-\$200K	+17%
Age: 55-64	+14%
Women 45+	+14%
White Men	+13%
African American Women	+13%
Men 45+	+13%
Henrico Men	+13%
VCU Alum: No	+13%
Income: \$60K-\$100K	+13%

Residents continue to overwhelmingly agree VCU is making important innovations and is important to Richmond’s future. There has been a drop on the impact the school makes on low income communities.

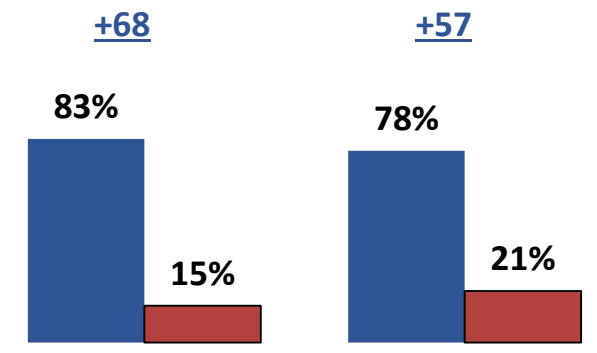
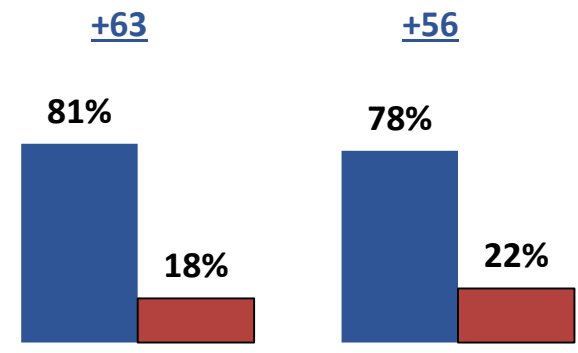
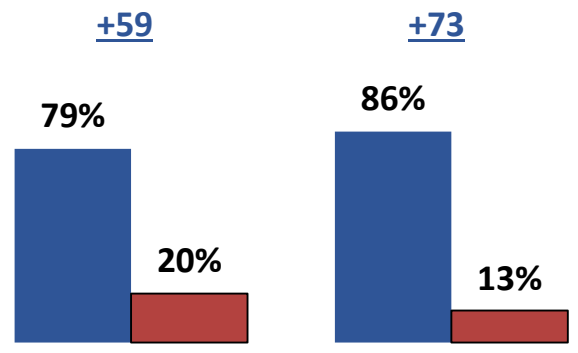
Ranked by 2024 % Strongly Agree	Strongly Agree		Total Agree	
	2020	2024	2020	2024
VCU produces important innovations in science, technology, and health care that improve people's lives	55%	51%	92%	92%
VCU’s continued growth and success is important for Richmond’s future.	57%	51%	88%	88%*
VCU is a good neighbor and a trusted partner in the community.	45%	39%	85%	79%
VCU makes the Richmond area a better place to live.	42%	34%	82%	79%*
VCU has a positive impact on low-income communities in the Richmond area.	26%	19%	71%	61%

*Denotes Rounding

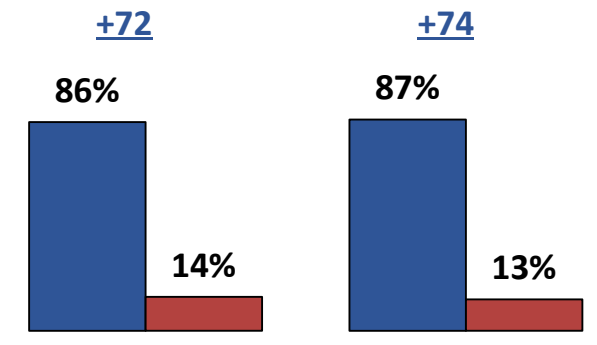
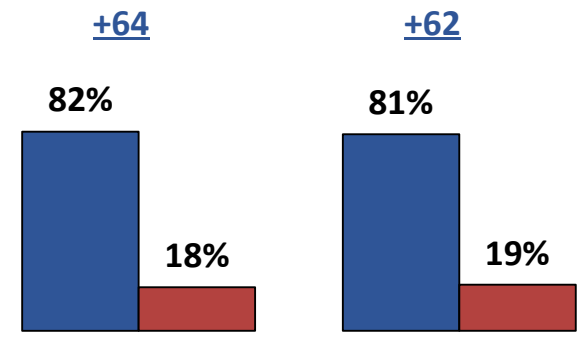
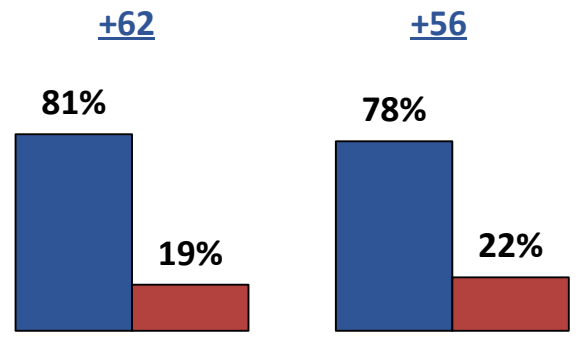
There's no difference between VCU alums and non-alums saying the school "makes the Richmond area a better place to live."

VCU Makes the Richmond Area a Better Place Trend by VCU Alum

9/20



11/24



Total Yes (49%)

No (51%)

Current/Former Student (26%)

Current/Former Parent (8%)

Current/Former Patient (22%)

Current/Former Employee (10%)

■ Total Agree ■ Total Disagree

Over 45% of upper-income adults and university employees strongly agree that VCU makes Richmond a better place to live.

<u>Top Groups: % Strongly Agree</u> Makes Richmond Area a Better Place to Live (34%)	
Income: \$200K+	48%
Current/Former Employee	46%
Age: 65+	42%
Women w/ Degree	42%
Base Dem	41%
Education: Graduate/Prof.	41%
Dem Women	40%
Henrico Women	40%

Patients and employees are the most likely to say that VCU positively impacts low-income communities.

<u>Top Groups: % Strongly Agree</u> Positively Impacts Low-Income Communities (19%)	
Current/Former Patient	29%
Current/Former Employee	29%
African American Men	25%
Age: 65+	24%
Men w/o Degree	24%

Nearly 65% of seniors strongly agree that VCU's growth is important for Richmond.

Top Groups: % Strongly Agree
VCU's Growth is Important for Richmond
(51%)

Age: 65+	64%
Women 45+	60%
Dem Women	60%
Current/Former Employee	60%
African American Men	59%
Richmond Women	59%
Current/Former Patient	58%
Ethnicity: African American	57%

African American men are the most likely to say that VCU is a good neighbor and a trusted partner.

<u>Top Groups: % Strongly Agree</u> VCU is a Good Neighbor and Trusted Partner (39%)	
African American Men	60%
Age: 65+	51%
Men w/o Degree	50%
White Women	48%
Education: HS or Less	47%
Henrico Women	46%
Age: 45-54	45%
Women 45+	45%

Patients, base Democrats, and employees are the most likely to strongly agree that VCU produces important innovations.

<u>Top Groups: % Strongly Agree</u> VCU Produces Important Innovations That Improve People's Lives (51%)	
Current/Former Patient	70%
Base Dems	69%
Current/Former Employee	69%
Dem Women	66%
Parent of Current/Former Student	64%
Henrico Women	62%
Women 45+	61%
African American Women	60%
Age: 45-54	60%
Women w/ Degree	60%
White Women	59%
Women	58%
Age: 65+	57%
Income: \$60K-\$100K	57%