

2014

# Life in Hampton Roads Report: The Fifth Annual Life in Hampton Roads Survey


Steve Parker  
*Old Dominion University*

Charles Bush  
*Old Dominion University*

Jesse Richman  
*Old Dominion University*

Tancy Vandecar-Burdin  
*Old Dominion University*

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Social Science Research Center, Old Dominion University

# Life in Hampton Roads Report

The Fifth Annual Life in Hampton Roads Survey

Report Compiled by Steve Parker, Charles Bush, Dr. Jesse Richman,  
and Dr. Tancy Vandecar-Burdin



2014

For any questions concerning the data or report for the 2014 Life in Hampton Roads Survey, please contact Dr. Jesse Richman at [jrichman@odu.edu](mailto:jrichman@odu.edu) (Faculty Director), or Dr. Tancy Vandecar-Burdin (Associate Director) at [tvandeca@odu.edu](mailto:tvandeca@odu.edu).

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## Executive Summary

The Social Science Research Center (SSRC) at Old Dominion University recently completed data collection for the fifth annual Life in Hampton Roads telephone survey. The purpose of the survey was to gain insight into residents' perceptions of the quality of life in Hampton Roads. The survey also attempted to determine the attitudes and perceptions of citizens regarding topics of local interest such as transportation and traffic, local and state government, crime, education, and other issues. The SSRC completed interviews with 853 Hampton Roads residents via landline and cell phones.

In general, the survey shows that residents believe that life is getting better in Hampton Roads. The majority of those interviewed (71.2%) reported that the overall quality of life in Hampton Roads was excellent or good while 28.4 percent found it to be fair or poor.

- The portion of respondents rating regional quality of life as good or excellent was the highest since 2010. Recreational opportunities remain a key plus for the regional quality of life, while crime and transportation are key challenges.
- Although still weak, perceptions of the regional economy are on the upswing along with the quality of life indicator. Less than half (45.7%) of respondents rated the economic conditions in Hampton Roads as either excellent or good, while 52.3 percent rated economic conditions as fair or poor. Nonetheless, the portion rating the regional economy as excellent or good was the highest in five years of LIHR surveys, exceeding by more than five percent the previous high set in 2013.
  - Nearly seventy percent of respondents said that they planned on living in Hampton Roads five years from now (68.2%). The portion planning to stay has remained relatively consistent over the past three years.

Life in Hampton Roads is not without its challenges and Hampton Roads residents do have concerns about health, traffic congestions and tolls, and sea level rise.

- Most Hampton Roads residents indicated that their general health was good (50.2%) to excellent (31.7%). While this includes a large portion of residents, it is the lowest percentage of good to excellent ratings recorded since the Life in Hampton Roads survey began in 2010. Obesity, diabetes, and cancer are considered to be the three major health challenges facing residents.
- Hampton Roads residents are avoiding visiting businesses that require them to drive through traffic congestion now more than in any prior survey year. This year had the highest percentage of respondents who have avoided visiting a business in a neighboring city due to concerns about traffic congestion compared to the data from previous years (48.3% in 2014 compared to 44.5% in 2013, 40.3% in 2012, 43.5% in 2011, and 46.5% in 2010).
- Additionally, 38.1 percent of respondents said they avoided visiting a business in a neighboring city due to tolls on bridges or tunnels in the past month. Twenty percent of survey respondents have changed their daily commute to avoid tolls, a portion that exceeds the percentage (13.2 %) currently commuting using a toll bridge or tunnel.
- Almost one in five (19.9%) residents who now use an alternate route due to tolls indicated that their alternate route took less than 10 minutes more, 50.2 percent indicated their alternate route took 10 minutes to 20 minutes more, 16.2 percent took more than 20 to 30 minutes more, and 5 percent reported that their alternate route took more than 30 minutes.
- Sea level rise and flooding are perceived to be significant risks by Hampton Roads residents, but action to address those risks currently lags risk perception. A majority of respondents see climate change and sea level rise as a threat to the Hampton Roads region as a whole, both economically and environmentally, but a much smaller percentage reported having recurrent flooding in their neighborhood or having flood insurance.

## Survey Methodology and Sample Demographics

### Survey Methodology

The Social Science Research Center (SSRC) at Old Dominion University recently completed data collection for the fifth annual Life in Hampton Roads telephone survey. The purpose of the survey was to gain insight into residents' perceptions of the quality of life in Hampton Roads. The survey also attempted to determine the attitudes and perceptions of citizens regarding topics of local interest such as transportation and traffic, local and state government, crime, education, and other issues. Funding for the 2014 survey was provided by the Social Science Research Center. The SSRC would like to thank the College of Arts and Letters and the ODU Office of Research for their continued support of survey research. Questions were generated through email invitations to faculty throughout the University community. Questions of interest were submitted, and the overall pool of questions was narrowed down by SSRC staff and the Associate Dean of Research for the College of Arts and Letters. New questions were included along with several questions from previous Life in Hampton Roads surveys conducted from 2010 through 2013. The 2010 survey consisted of 106 questions, the 2011 survey consisted of 76 questions, in 2012, 77 questions were asked of respondents, in 2013 60 questions were asked, and in 2014 66 questions were asked; topics included, arts and culture, quality of life, transportation, local government and political issues, environmental issues, health and education, housing, health and well-being, neighborhood issues and crime, and basic demographic information.

A total of 853 interviews were completed with Hampton Roads residents in 2014. In 2013 812 interviews were completed, in 2012, a total of 762 interviews were completed, in 2011, a total of 730 completed interviews were obtained; and 681 completed surveys were obtained in the 2010 effort. It is important to note, however; that in all years there was a tendency for samples to overrepresent women, whites, and older individuals. In addition, from 2011 on, a dual-frame random-digit-dial design was used to contact both land line and cell telephones. In order to better represent the overall Hampton Roads population, a weight variable was computed separately for each year, and the data files were weighted to

correct for discrepancies in age, race, gender, and telephone usage between the survey sample and the population of each Hampton Roads city. The 2012 through 2014 samples were also weighted on city of residence in addition to demographic variables in order to maintain the representativeness of the sample with regard to population distribution in Hampton Roads' cities. All data analyses were conducted using SPSS statistical software.

With the exception of the demographic data analysis, all results reported come from the weighted samples, in order to present results which are more representative of the Hampton Roads population. It is important to note that since cell phone numbers were not included in the 2010 sample, the data reported here for 2011 reflects only those respondents who indicated that they had a working phone in their home that was not a cell phone. All "cell-only" respondents were removed from the 2011 data used in this report before weights were applied. The removal of cell phone-only respondents from the 2011 sample was done only in order to compare data between 2010 and 2011. Removing respondents who are reachable only via cell phone has the effect of underrepresenting minority respondents, males, and younger respondents. The samples collected from 2012 through 2014 contain respondents who were reached both via landline and via cell phone. Cell-only respondents are included in the sample reported here for 2012 through 2014.

The table below shows the margin of error for response items that received a specific percentage of overall responses in the weighted and un-weighted samples. The overall maximum margin of error for the un-weighted sample is 3.4 percent, and the maximum margin of error for the weighted sample is 3.7 percent. The margin of error is slightly larger for the weighted sample because this sample puts more weight on respondents from groups that were underrepresented (e.g. respondents with only a cell phone). Because these groups responded less frequently to the survey, putting more weight on those who did respond increases overall uncertainty, even as it controls for the effects of response bias and sample design.

The table below can be used to calculate the approximate margin of error for specific responses in the survey. For example, 48.3 percent of respondents in the weighted sample said yes to the question “Within the past month did you avoid visiting a business in a neighboring city due to traffic congestion.” The margin of error listed for 50 percent in the weighted sample is 3.7 percent. Thus, we estimate that if the SSRC had contacted every adult living in Hampton Roads, we would have found that somewhere between 52 percent and 44.6 percent avoided visiting a business in another city due to traffic congestion in the 95 percent confidence interval.

Margin of Error Guide		
Percentage giving specific response	Un-weighted Sample Margin of Error (95 percent confidence level)	Weighted Sample Margin of Error (95 percent confidence level)
95%	1.5%	1.6%
90	2.0	2.2
85	2.4	2.7
80	2.7	3.0
75	2.9	3.2
70	3.1	3.4
60	3.3	3.6
50	3.4	3.7
40	3.3	3.6
30	3.1	3.4
25	2.9	3.2
20	2.7	3.0
15	2.4	2.7
10	2.0	2.2
5	1.5	1.6

### Sample Demographic Coverage

Unlike nearly all other data presented in 2014 LIHR survey reports, demographic data described here is presented unweighted in order to give curious readers a sense of the demographic coverage achieved by the survey. Of the 853 citizens interviewed, 57.9 percent were white, 28.6 percent Black or

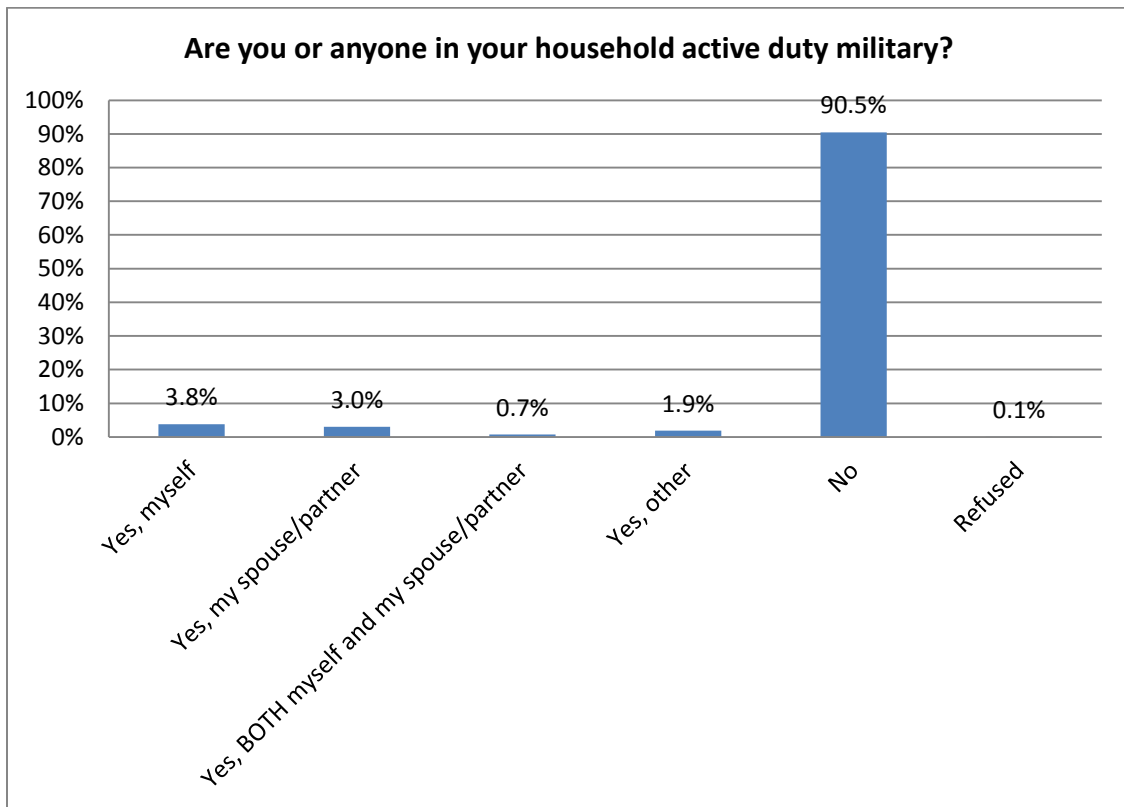
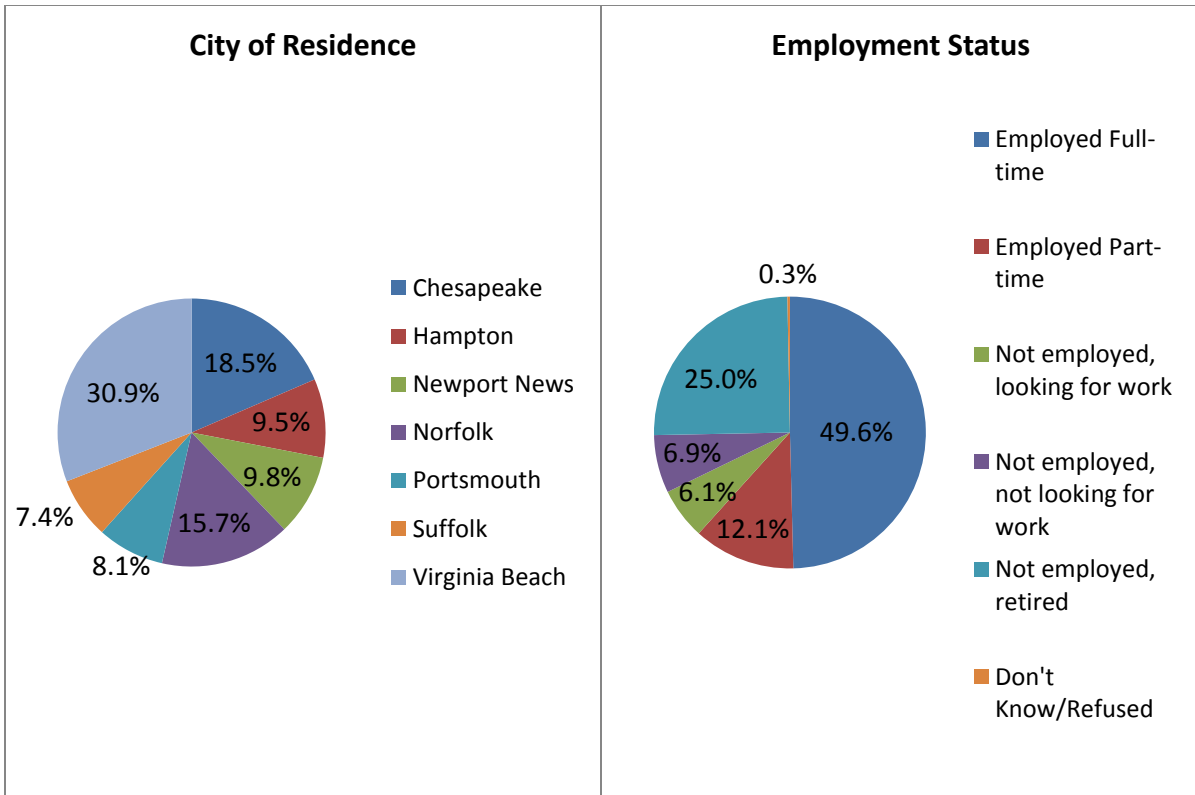


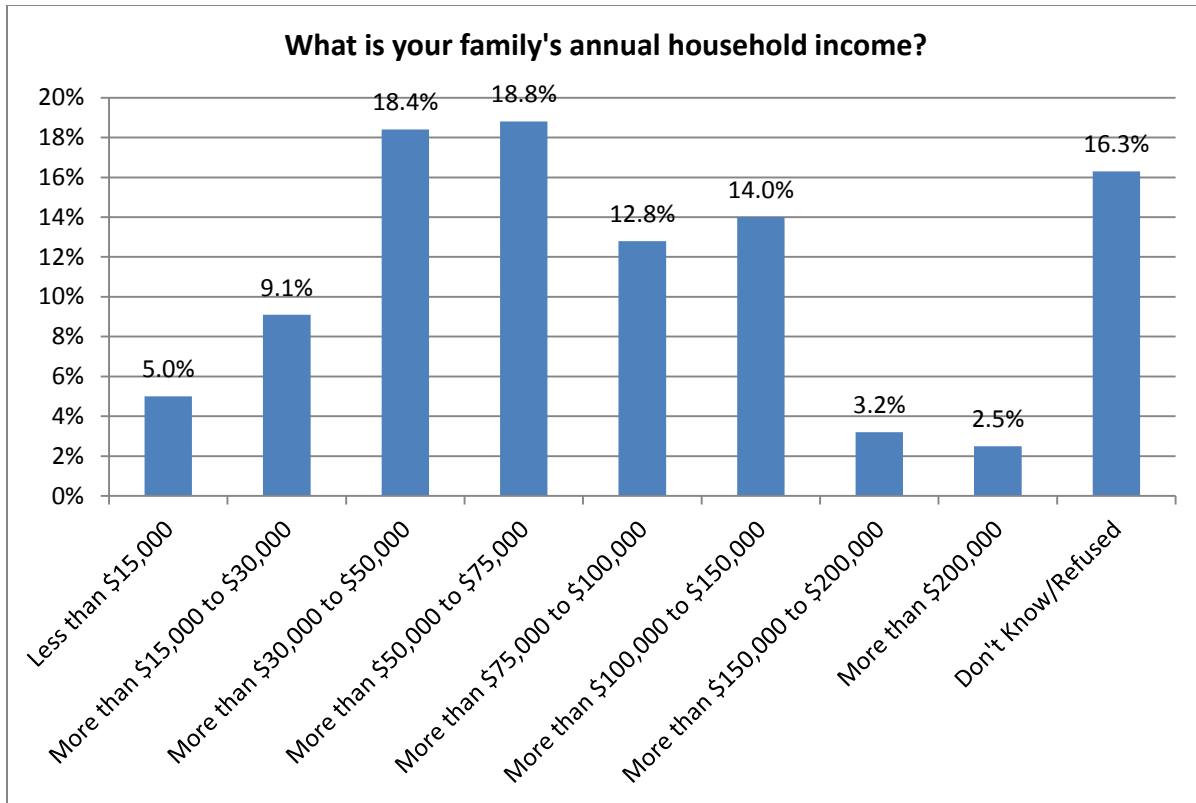
African-American, 6.6 percent considered themselves to be another race/ethnicity; including 0.8 percent American Indian or Alaskan Native, 1.6 percent Asian, and 0.9 percent Native Hawaiian or Pacific Islander, and 5.4 percent indicated they were multiracial. In a separate question, 6.2 percent of respondents indicated that they were of Hispanic/Latino origin. Just under half of the respondents received a high school diploma, completed trade or professional school, or attended some college (47.6%). An additional 39.4 percent of respondents completed an undergraduate or graduate degree. Over half of respondents were married (52.5%) and 17.5 percent were divorced, separated, or widowed. Almost one-quarter of those surveyed were single and not living with a partner (24%) while a small portion of single people reported living with a partner (5.5%).

<b>Race or Ethnicity</b>	<b>Percentage</b>
White	57.9%
Black or African-American	28.6%
American Indian or Alaskan Native	0.8%
Asian	1.6%
Native Hawaiian or Pacific Islander	0.9%
Multiracial	5.4%
Other	3.3%
Don't Know/Refused	1.4%
<b>Gender</b>	<b>Percentage</b>
Male	43.4%
Female	56.5%
<b>Highest level of school completed</b>	<b>Percentage</b>
Some grade school	0.1%
Some high school	2.0%
High school diploma/GED	18.9%
Completed trade/professional school	2.2%
Some college	26.5%
Associate's degree	9.6%
Bachelor's degree	23.2%

Graduate degree	16.2%
Other	0.8%
Don't Know/Refused	0.5%
<b>Age</b>	<b>Age in years</b>
Average age (years)	48.7
<b>Marital Status</b>	<b>Percentage</b>
Single, not living with partner	24.0%
Single, living with partner	5.5%
Married	52.5%
Divorced/separated	10.1%
Widowed	7.4%
Refused	0.5%

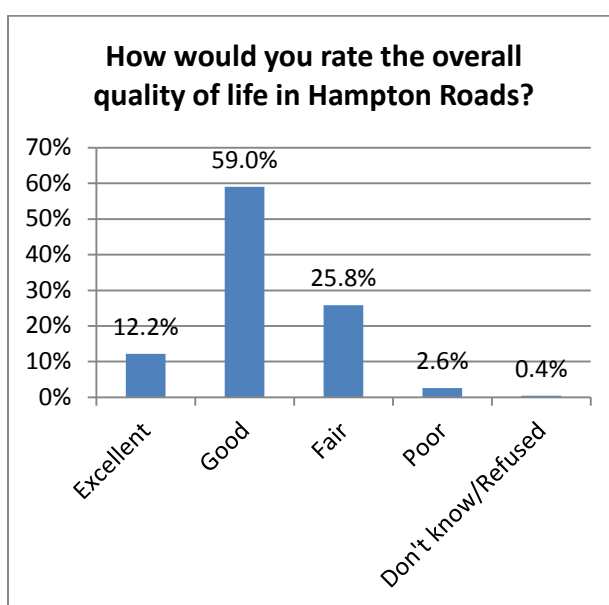
The majority of respondents lived in Virginia Beach (30.9%), Chesapeake (18.8%), and Norfolk (15.7%). The majority of survey participants were employed (61.7%), 12.1 percent worked part-time while 49.6% reported that they worked full-time. Of the remaining respondents, 25 percent were retired, 6.1 percent were unemployed but looking for work, and 6.9 percent were not employed and not looking for work. The majority of respondents reported that neither themselves, nor anyone in their household was active duty military (90.5%). Only 3.8 percent of respondents were active duty military and another 3 percent had a spouse/partner that was in the military. Just over fourteen percent (14.1%) of participants in the survey reported their family household income for last year as \$30,000 or less, 37.2 percent reported earning more than \$30,000 but less than \$75,000, while 32.5 percent earned more than \$75,000. Respondents were also asked to identify their type of household phone usage. The majority of respondents indicated that their household was cellphone mostly or cellphone only (29.7% and 21.7%, respectively). Another 36.3 percent of respondents indicated that their household used landline and cellphones equally, while only 2.8 percent indicated that their household was landline only.





## Overall Quality of Life and Civic Engagement

Life is getting better in Hampton Roads. The 2014 Life in Hampton Roads (LIHR) survey conducted by the ODU Social Science Research Center shows an improving regional quality of life. The majority of those interviewed (71.2%) reported that the overall quality of life in Hampton Roads was excellent or good while 28.4 percent found it to be fair or poor. The portion of respondents rating regional quality of life as good or excellent was the highest since 2010. Recreational opportunities remain a key plus for the regional quality of life, while crime and transportation are key challenges.

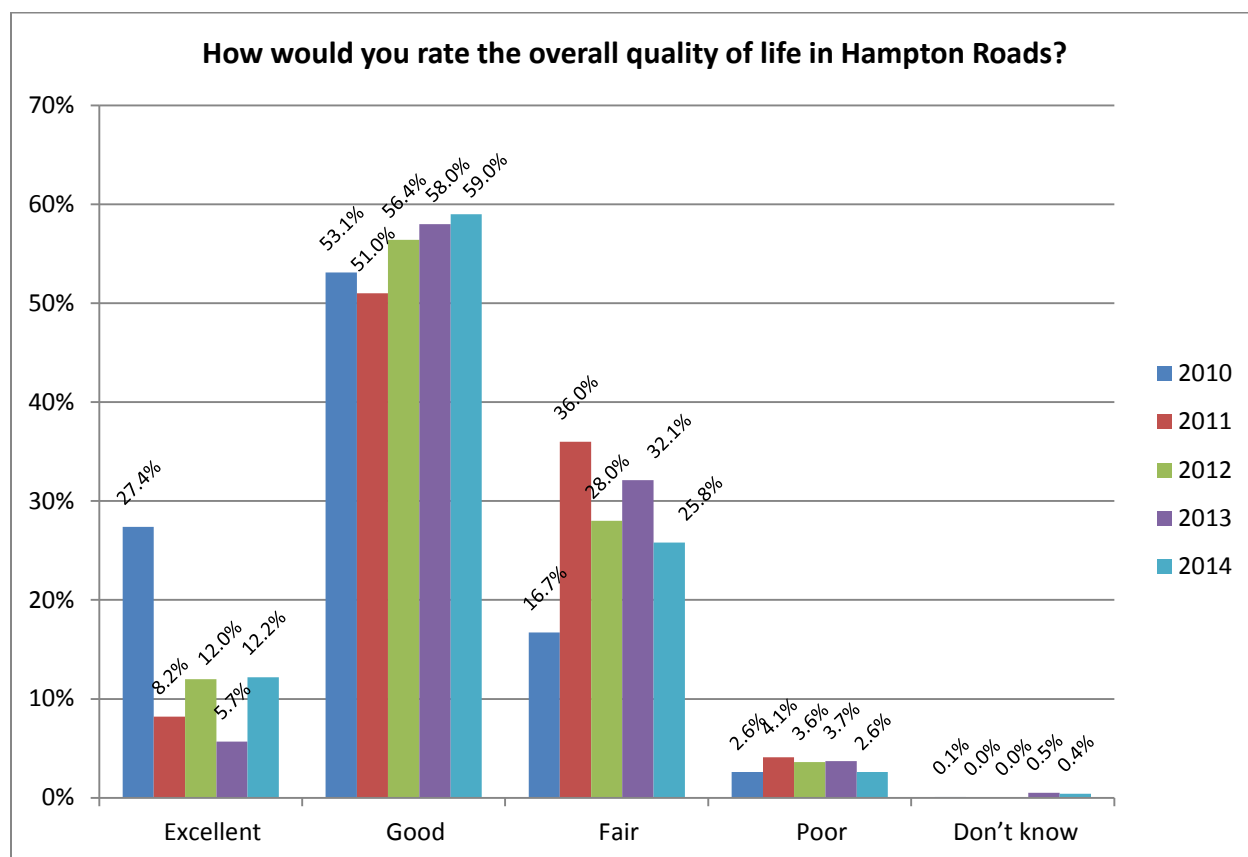


The survey's demographic and weighting appendix provides details about survey respondents and coverage. The total sample size for 2014 was 853 respondents drawn from the seven cities at the core of Hampton Roads – Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. Responses were weighted to match city-level population, race, gender, cell-phone-usage, and age estimates.

### Quality of Life in Hampton Roads

Over the last four years, reported quality of life in Hampton Roads has shown a modest upward trend. In 2012, 12 percent of respondents rated the quality of life in Hampton Roads as excellent. Last year (2013) showed a decrease down to 5.7 percent, but this year's data has bounced back with 12.2

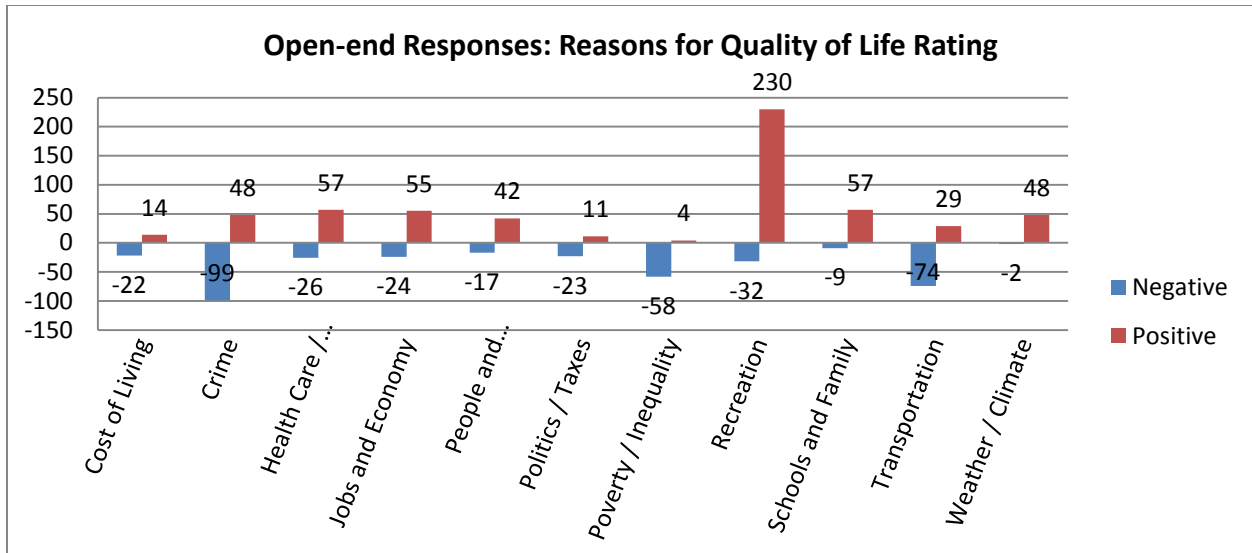
percent of respondents rating the quality of life in Hampton Roads as excellent. Those that reported the quality of life in Hampton Roads as good increased over the past four years; 2011 (51%), 2012 (56.4%), 2013 (58%), and 2014 (59%). Additionally, only 25.8 percent of respondents rated the quality of life in Hampton Roads as fair, compared to 36 percent in 2011, 28 percent in 2012 and 32.1 percent in 2013.



In addition to rating the overall quality of life in Hampton Roads, participants were asked to provide a few words as to why they choose their rating. The respondents (71.2%) who rated the quality of life as good or excellent mentioned several common themes. The most common was access to excellent recreational resources, such as beaches, museums, sports, and parks. Although a few respondents complained about too few such opportunities near them, and a number mentioned a desire for more senior or youth-focused activities, 230 of the survey respondents mentioned this as one of the reasons for giving the region a positive quality of life rating. Several other factors were also frequent positives for the region. The availability of quality schools and health care facilities was often cited.

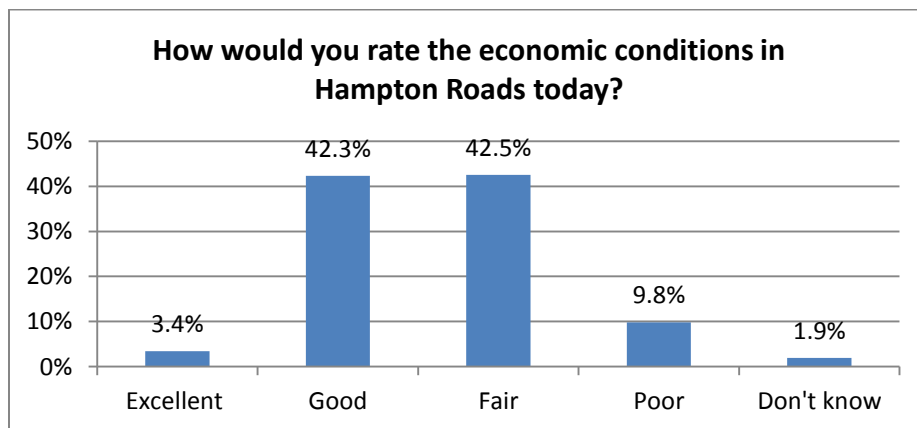
Health and health care resources were mentioned by 57 as a positive, while schools and other family-friendly opportunities were also mentioned by 57. The economic climate in Hampton Roads was also seen as a plus by a number of respondents, with job or economic opportunities mentioned positively by 55. The weather and climate also ranked well, with almost all of those who mentioned the weather considering it a positive for the region (48 out of 50). Others reported that the military presence in the area provided cultural and economic benefits, though some voiced concern about over-dependence on the military as an economic driver. Even on traffic, perspective matters and a few respondents found a glass half full. One respondent saw traffic as a positive because the area is “not very crowded compared to DC.”

Crime was the most commonly cited reason for giving a fair or poor rating for quality of life in Hampton Roads, with several respondents specifically noting recent high-profile shootings that have eroded their sense of safety. Ninety nine respondents mentioned crime or public safety as a negative factor in the Hampton Roads quality of life. Transportation issues, such as poor road quality, bridges, traffic congestion, public transit limitations, and tolls, were the second most often cited negative, with 74 indicating that transportation problems were degrading their quality of life. Respondents also indicated that economic issues, such as a higher cost of living, inequality, homelessness, and poverty were a negative. Some also mentioned concerns about health issues (especially pollution but also access to care and personal health choices) as causes for a lower quality of life rating. Another concern mentioned by 23 respondents was regional politics, with a common concern the capacity to achieve effective regional cooperation across cities in the face of regional policy challenges.

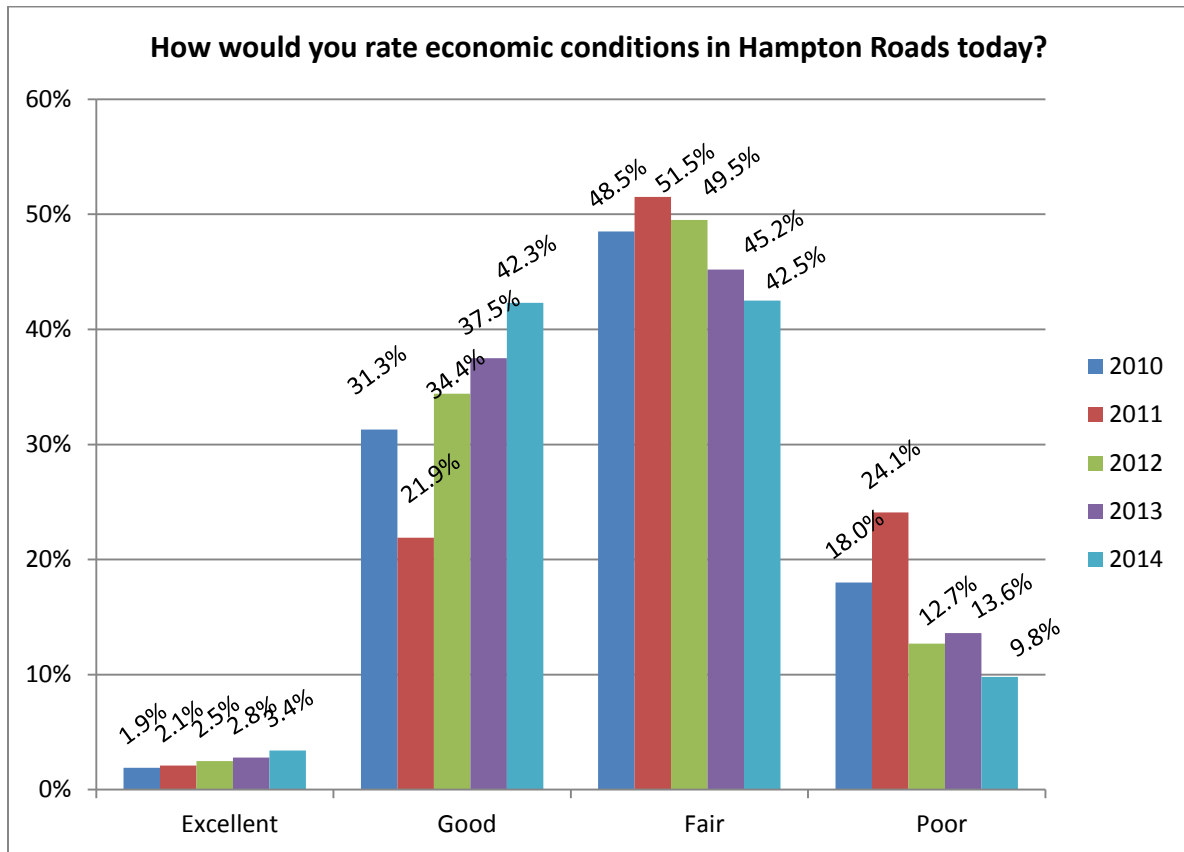


### Economic Condition in Hampton Roads

Although still weak, perceptions of the regional economy are on the upswing along with the quality of life indicator. Consistent with the mixed role played by the economy in respondents' evaluation of regional quality of life, ratings of the regional economy remained modest in the 2014 LIHR survey, though they were better than in any previous year of the survey. Less than half (45.7%) of respondents rated the economic conditions in Hampton Roads as either excellent or good, while 52.3 percent rated economic conditions as fair or poor. Nonetheless, the portion rating the regional economy as excellent or good was the highest in five years of LIHR surveys, exceeding by more than five percent the previous high set in 2013.

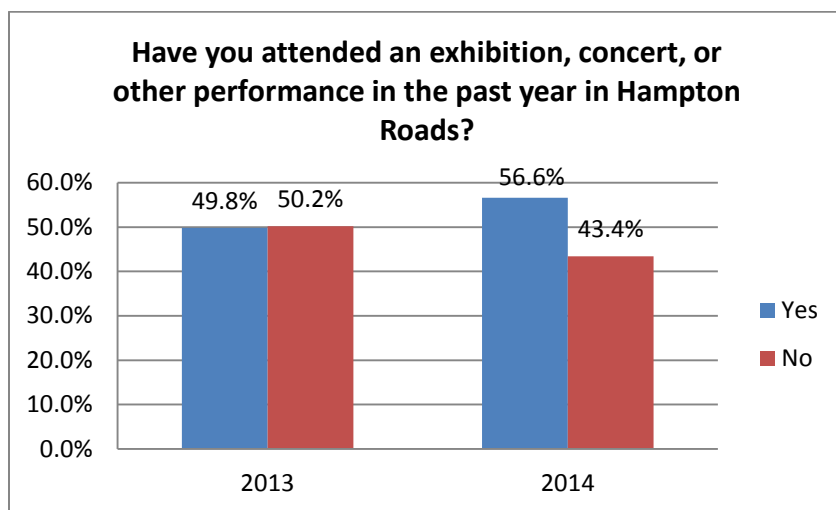
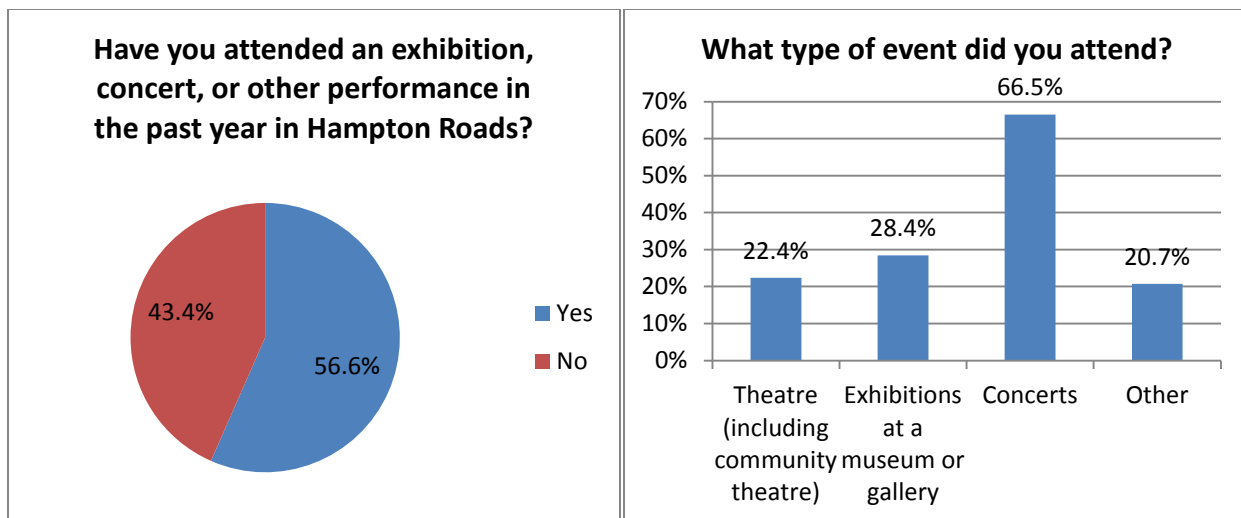






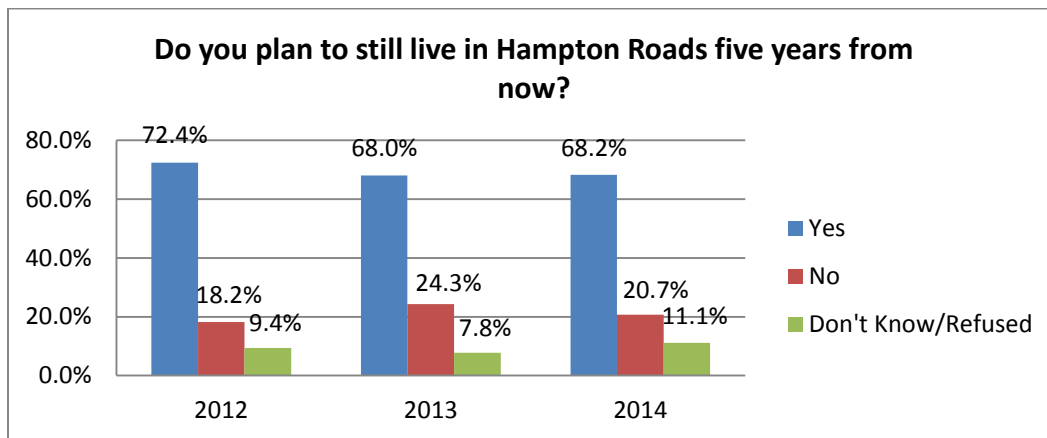
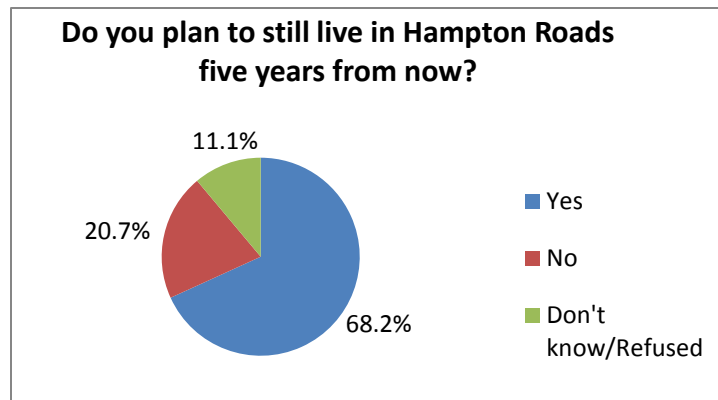
## Civic Engagement

Another LIHR survey question provided an opportunity to specifically assess the mix of recreational activities attended by respondents. When respondents were asked whether or not they had attended an exhibition, concert, or other performance in the past year in Hampton Roads, 56.6 percent said they had attended and 43.4 percent said they had not attended. Of those who indicated that they did attend an exhibition, concert, or other performance, 66.5 percent attended a concert, 22.4 percent attended a theatre (including community theatre), 28.4 percent attended an exhibition at a museum or gallery, and 20.7 percent attended something else. More people reported having attended an exhibition, concert, or other performance in the past year in Hampton Roads in 2014 (56.6%) than in 2013 (49.8%).



### Plans to Stay

A final gauge of regional quality of life is whether individuals plan to stay in the area over the long term. Nearly seventy percent of respondents said that they planned on living in Hampton Roads five years from now (68.2%). The portion planning to stay has remained relatively consistent over the past three years. The majority of respondents (72.4% in 2012, 68% in 2013, and 68.2% in 2014) reported they plan to live in Hampton Roads five years from now.



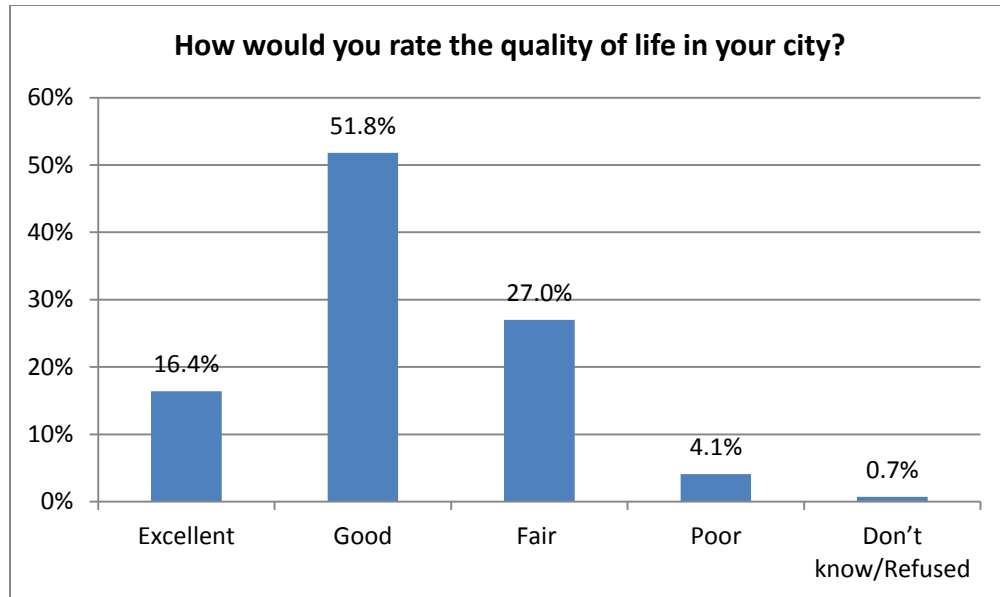
Overall, the 2014 Life in Hampton Roads survey shows that public perception of the region's quality of life is moving in a modestly positive direction. The rated quality of life is up, and perceptions of the regional economy are also higher. The survey also helps set the agenda for ongoing efforts to improve the regional quality of life, placing an emphasis on crime and transportation as leading challenges that diminish regional quality of life. These and other issues will be examined in more detail in analyses of additional questions from the LIHR survey.

## Neighborhood and City Quality of Life Ratings

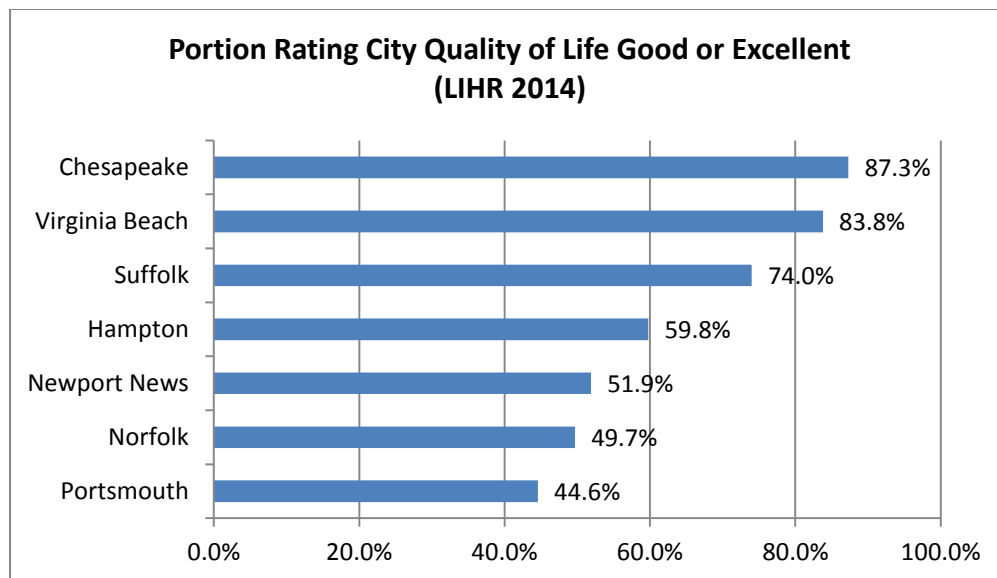
The 2014 Life in Hampton Roads survey examined sub-regional measures of neighborhood and city quality of life and governance, and also examined the relevant measures at the city and zip code level. Although such analyses have significant value, they should also be understood in the context of the much greater uncertainty associated with inferences from sub-population analyses. The maximum margin of error, including design effects from weighting, for the entire sample of LIHR is 3.7 percent (95% confidence level). By contrast, for a subsample of 100, the margin of error is 10.9 percent. Thus, only quite large differences between subsample groups are statistically significant. Even more caution is warranted for analysis of zip codes. If two zip codes have 10 respondents each, and in one zip code 100 percent of respondents rate the quality of life as good or higher, whereas in the other neighborhood only 30 percent do, this difference is statistically significant but much less confidence should be placed in the specific numbers as the difference needed for statistical significance is roughly 32 percent. Responses were weighted by city population, race, age, gender, and phone usage (cell versus land-line) to be representative of the Hampton Roads region. Details of survey methodology are included in the 2014 LIHR demographics and methodology section.

### City Quality of Life

Respondents were asked to rate the quality of life for their city of residence. Just under 70% of respondents reported the quality of life in their city as excellent or good (16.4% and 51.8%, respectively). This is up from 2013 when 64 percent rated their city's quality of life as good or excellent (7.4% and 56.6% respectively). Another 31.1% rated the quality of life in their city as fair (27%) or poor (4.1%).

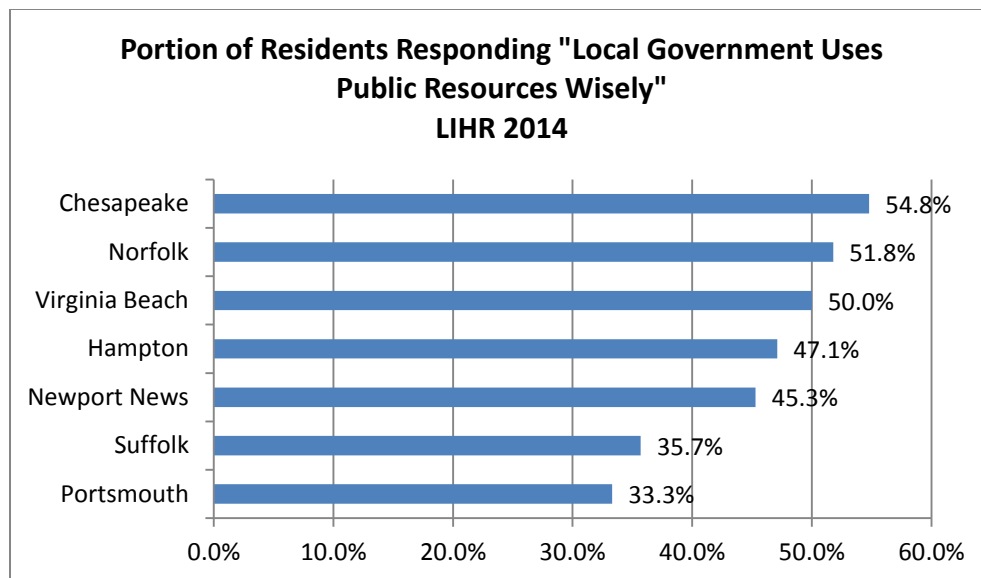


Reported city quality of life varied substantially across the region. At the top end, 87.3 percent of respondents from Chesapeake rated the quality of life in their city as good or excellent, as did 83.8 percent of respondents from Virginia Beach. Suffolk was slightly lower, with 74 percent rating city quality of life good or excellent. Hampton and Newport News ranked substantially lower, at 59.8 percent and 51.9 percent respectively. Finally, Norfolk and Portsmouth ranked somewhat lower at 49.7 percent and 44.6 percent. Some cities appear to have a substantially higher quality of life than others. Although the rankings within the top group (Chesapeake, VA Beach, and Suffolk) and the bottom group (Hampton, Newport News, Norfolk, and Portsmouth) cannot be known with statistical confidence, we can be confident at more than the 95 percent confidence level that the top group and bottom group are different, and the observed rankings are broadly consistent with patterns we have seen in previous survey years.



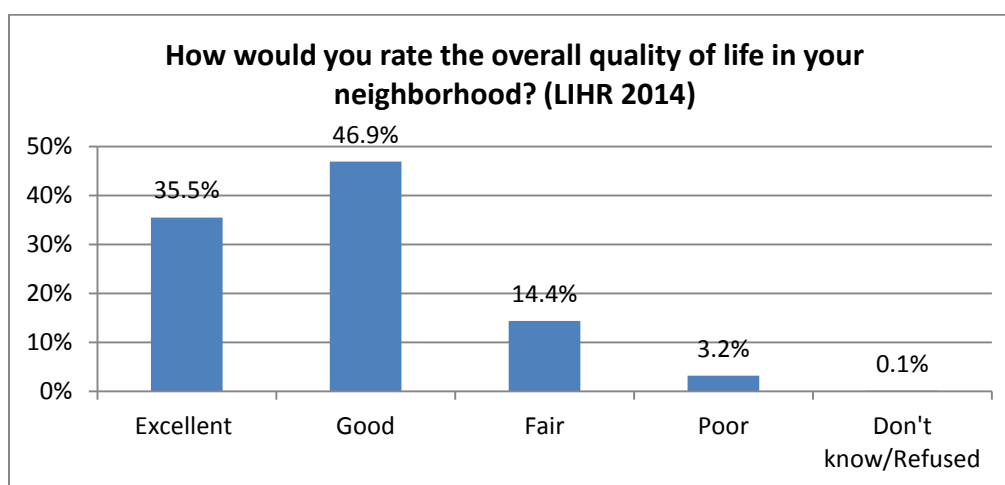
The LIHR survey also included a measure of local government resource use perceptions: “do you think your local government uses public resources wisely or unwisely”. Overall, 42.1 percent of respondents indicated that they believed their local government uses resources wisely, while 45.3 percent indicated that their local government uses resources unwisely, with 11.7 percent selecting “don’t know” and .9 percent refusing to answer.

As with the city quality of life question, however, there is substantial variation across cities in the degree to which respondents believe their local government uses resources wisely. Among respondents who expressed an opinion (i.e. wisely or unwisely), the portion who perceive wise use of resources was highest for Chesapeake (54.8%) and also at or above 50 percent for Norfolk (51.8%) and Virginia Beach (50.0%). Hampton and Newport News were in the middle range (47.1% and 45.3%), while Suffolk and Portsmouth had the lowest public perceptions of local government resource use (35.7% and 33.3% respectively). Clearly some cities in Hampton Roads have a more favorable reputation for wise use of public resources than others.



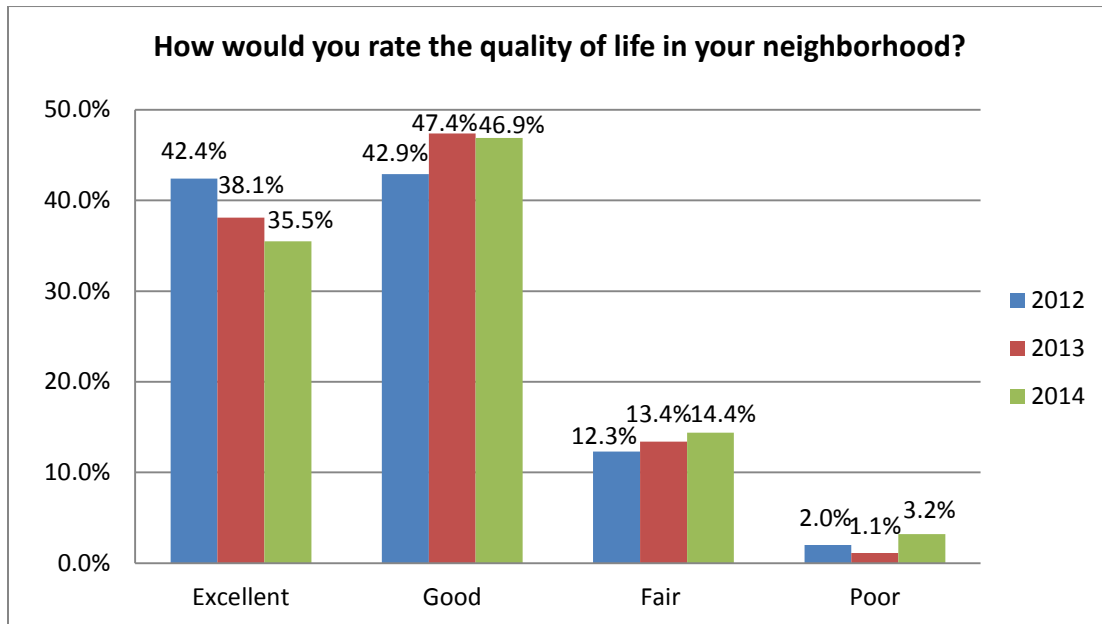
### Neighborhood Quality of Life

Overall, respondents reported a very high rating for quality of life in their neighborhood. The majority of respondents (82.4%) rated the quality of life in their neighborhood as either excellent or good. In contrast, only 17.6 percent of respondents rated the quality of life in their neighborhood as fair or poor. Overall, quality of life was rated the highest (excellent and good) for respondent's neighborhood (82.4%), followed by Hampton Roads as a whole (71.2%), and finally city of residence (68.2%).



Respondents who rated quality of life in Hampton Roads neighborhoods as excellent has been on the decline for the past several years. In 2012, 42.4 percent rated the quality of life in their neighborhood

as excellent, but that number decreased to 38.1 percent in 2013, and 35.5 percent in 2014. Additionally, this year marked the highest percentage of respondents' ratings of fair (14.4%) and poor (3.2%) in the past three years.



Neighborhood quality of life varies widely across the region. Among zip codes for which at least five weighted responses were obtained, the lowest average neighborhood quality of life was in the following five zip codes, all of which had less than 1/3 of respondents indicating that their neighborhood quality of life was good or excellent: 23607, 23702, 23661, 23324, and 23504. The lowest of these low neighborhoods was 23607 – only one of the nine respondents from this Newport News zip code indicated that the quality of life in the neighborhood was good, and the rest indicated either a fair or poor neighborhood quality of life. These zip codes appear likely to be parts of the region that are distinctly worse off, and they arguably need significant ongoing attention from regional leadership. The five highest ranking zip codes for neighborhood quality of life were 23455, 23707, 23321, 23510, and 23435, with 100 percent of respondents indicating that their neighborhood quality of life was good or excellent. These high quality of life zip codes include a range of different living situations, including the relatively rural 23435 in Suffolk, and the densely urban downtown 23510 in Norfolk.



<b>Neighborhood Quality of Life Rating By Zip Code</b>				
Zip Code	Percent Fair or Poor	Percent Good or Excellent	Total Responses	
23607	89%	11%	9	
23702	80%	20%	5	
23324	71%	29%	7	
23504	57%	29%	7	
23661	67%	33%	6	
23704	45%	55%	11	
23508	39%	61%	28	
23663	38%	63%	8	
23513	35%	65%	17	
23509	33%	67%	6	
23462	31%	69%	32	
23518	24%	76%	33	
23701	23%	77%	13	
23453	23%	77%	22	
23664	22%	78%	9	
23601	22%	78%	18	
23505	21%	79%	14	
23323	20%	80%	25	
23608	19%	81%	21	
23325	18%	82%	11	
23434	17%	83%	23	
23452	17%	83%	35	
23669	14%	86%	14	
23503	13%	87%	23	
23703	13%	88%	16	
23606	13%	88%	24	
23454	12%	88%	41	
23666	9%	91%	32	
23320	8%	92%	25	
23451	7%	93%	14	
23464	7%	93%	43	
23602	5%	95%	21	
23456	3%	97%	32	
23322	3%	97%	39	
23707	0%	100%	8	
23510	0%	100%	9	
23435	0%	100%	19	
23321	0%	100%	20	
23455	0%	100%	27	

Data users are once again cautioned that all LIHR neighborhood level comparisons should be read very cautiously -- an important caveat to this analysis of quality of life by zip code is the fact that the sample sizes are quite small, and even within particular zip codes there may be widely varying neighborhood conditions and types. Although the difference between the lowest-ranked and highest-ranked zip codes is statistically significant, the level of uncertainty for all estimates is very high due to the small samples.

Overall, this exploration of city and neighborhood quality of life ratings reveals substantial variation across the Hampton Roads region. Some areas within almost every city (and some cities within Hampton Roads) receive much higher marks from residents than others.

## Economy and Politics

The economy and local politics are of central importance for the prosperity and success of the region. Respondents were asked a variety of questions about several topics ranging from economic conditions in Hampton Roads and local government spending to political questions including party affiliation and views on the Tea Party. The 853 participants gave a wide variety of answers to these questions and while much of the data reflects response patterns seen in years past, there are some questions that have changed pointedly when compared to past years. One example of this is the question that asks about economic condition in Hampton Roads. The percentage of respondents reporting that economic conditions in Hampton Roads are either excellent or good is up over 5 percent compared to last year. In fact, this year marks the highest percentage of respondents rating the economic conditions in Hampton Roads as either excellent or good in five years of LIHR surveys.

Responses were weighted by city population, race, age, gender, and phone usage (cell versus land-line) to be representative of the Hampton Roads region. Details of survey methodology are included in the 2014 LIHR demographics and methodology section.

### Economic Conditions in Hampton Roads

Respondents were asked whether or not they own or are in the process of buying their home, rent, or have some other arrangement. Similar to past years, the majority of residents reported that they own or are in the process of buying their home (65.6%). Another 31.9 percent indicated that they rent, while only 2 percent reported having another arrangement.

Home Ownership	2010	2011	2012	2013	2014
Own or in the process of buying	72.5%	62.5%		71.4%	65.6%
Rent	23.3%	33%		25.5%	31.9%
Other arrangement	3.7%	4.4%		3%	2%
Don't know/Refused	0.4%	0.1%		0.1%	0.6%

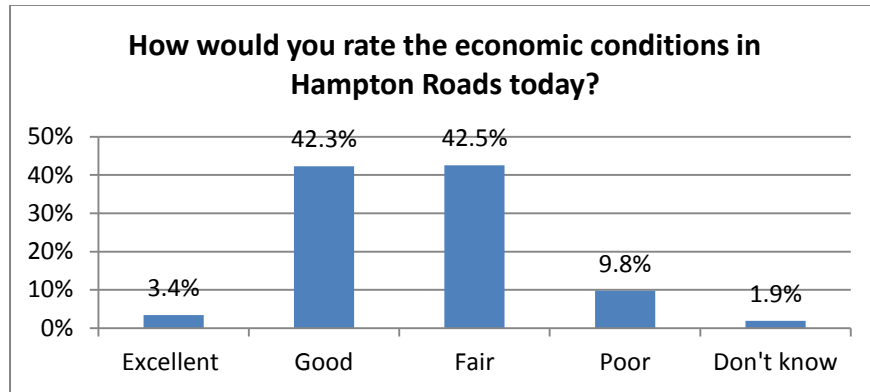
Hampton Roads residents were asked about their employment status. The majority of respondents indicated that they were employed full-time (52.8%). Another 14.2 percent reported being employed part-time, while 18.7 percent reported being retired. Only 14.1 percent reported being unemployed and only 7.8 percent of those respondents indicated that they were not looking for work. The reported employment status of Hampton Roads residents has remained fairly consistent since 2010.

Employment Status	2010	2011	2012	2013	2014
Employed <sup>1</sup>	65.6%				
Full-time		49.3%	53.3%	53.6%	52.9%
Part-time		14.3%	13.7%	13.7%	14.2%
Not employed	21.6%				
Looking for work		10.7%	8.3%	9.1%	7.8%
Not looking for work		6.1%	9.2%	4.5%	6.3%
Retired	12.8%	19.4%	15.3%	18.6%	18.7%
Refused	0.1%	0.1%	0.2%	0.5%	0.3%

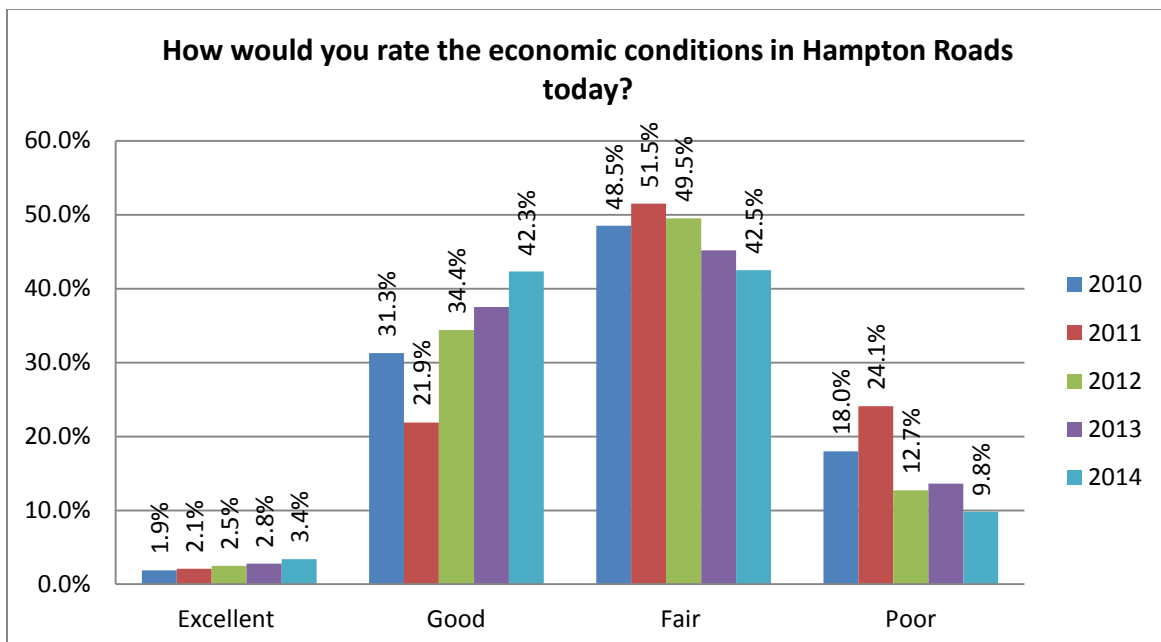
Respondents were asked to rate economic conditions in Hampton Roads. Less than half (45.7%) of respondents rated the economic conditions in Hampton Roads as either excellent or good (3.4% and 42.3%, respectively), while 52.3 percent rated the economic conditions as fair or poor.

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<sup>1</sup> This question was worded as “Are you employed?” in 2010, and “Are you employed full time or part time?” in 2011. Respondents from the 2010 sample who said that they were not employed were not asked whether or not they were looking for work.

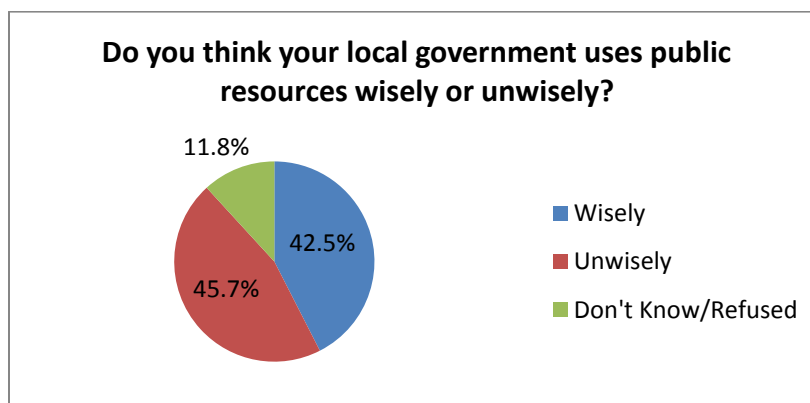


The percentage of respondents rating the economic conditions in Hampton Roads as excellent or good is at a five year high in 2014. In fact, the 42.3 percent that reported the economic conditions in Hampton Roads as good is almost 5% percent higher than in 2013 (37.5%) and is almost double the percentage from 2011 (21.9%). Additionally, the percentage of respondents reporting that the economic conditions in Hampton Roads are poor is also at a five year low (9.8%). This percentage is down from 13.6 percent in 2013. The highest percentage of respondents reporting poor economic conditions was in 2011 (24.1%).



## Local Government Spending

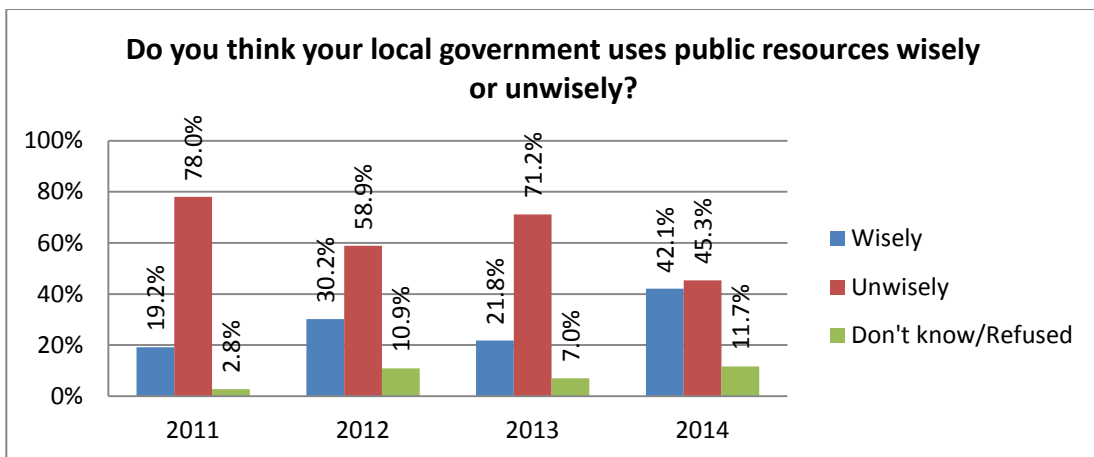
Respondents were also asked if they think their local government uses public resources wisely or unwisely. More people reported that their local government uses public resources unwisely (45.3%) than reported that their local government uses public resources wisely (42.1%). Another 11.7 percent reported that they did not know.



Comparing the data to previous years, more respondents reported that the local government uses resources wisely in 2014 (42.1%) than in any other year. That percentage is 20 percent higher than last year's percentage of people reporting that their local government uses public resources wisely (21.8%). Although this appears to be good news for local governments, it may also reflect a shift in question wording.<sup>2</sup>

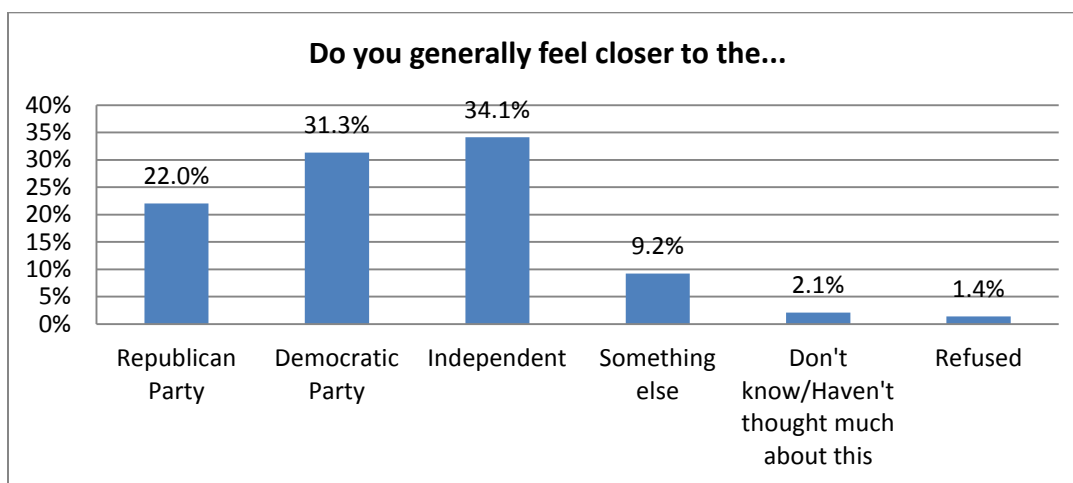
It is interesting to note that the groups least likely to indicate that local government uses resources wisely are those not affiliated with a political party. Among Democrats 53.6 percent believe local government uses public resources wisely, among Republicans that portion drops to 46 percent, but among all other respondents (independents, third party affiliation, etc.), only 32.4 percent believe resources are being used wisely.

<sup>2</sup> The response choices changed this year to “wisely” and “unwisely.” The question was first introduced in 2011 and in past years the response choices were “wisely” and “fair amount of waste.” This could help explain the dramatic difference in percentages reported.



### Political Affiliation and Attitudes

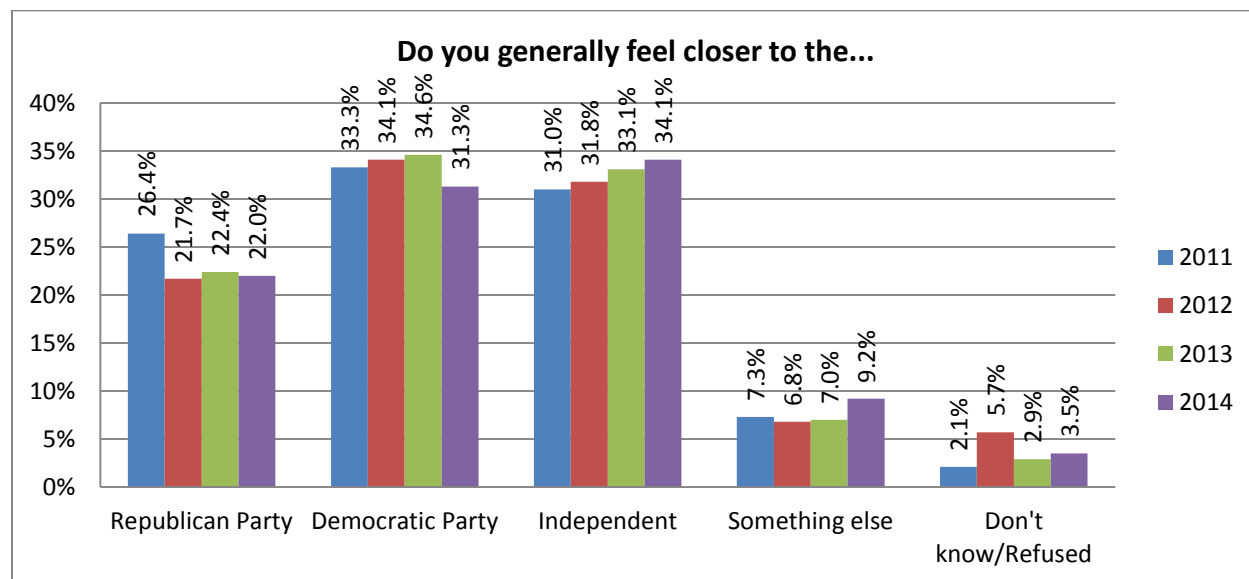
Respondents were asked what political party they generally feel closer to. The majority of respondents reported feeling closer to being Independent (34.1%) or the Democratic Party (31.3%). Only 22 percent reported feeling closer to the Republican Party and another 9.2 percent reported feeling closer to something else.



The upward trend in those reporting feeling closer to the Independents continued in 2014. In 2011, 31 percent reported feeling closer to the Independents, 31.8 percent in 2012, 33.1 percent in 2013, and 34.1 percent in 2014. This year also marked the highest percentage of those reporting to be “something else” (9.2%). The Democratic Party saw a small decline in percentage in 2014; down to 31.3

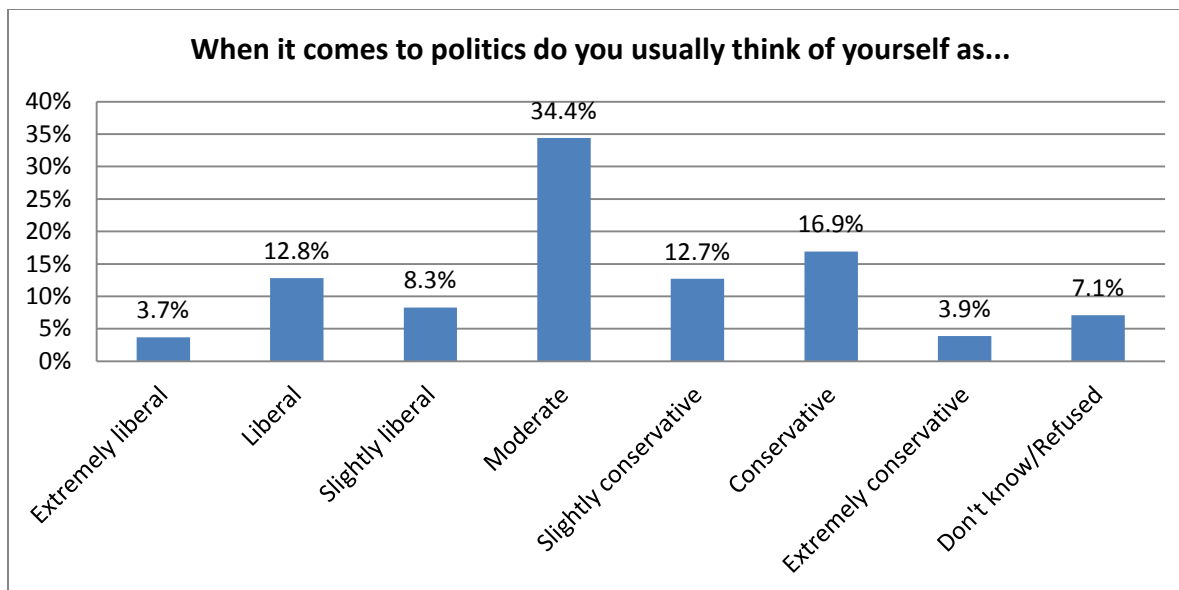
<sup>3</sup> This question was worded “Do you think your local government uses public resources wisely or do you think there is a fair amount of waste?” in past years.

percent from 34.6 percent in 2013. The Republican Party saw an almost 5 percent decline between 2011 and 2012 (26.4% and 21.7%, respectively), but has stayed consistent since with 22.4 percent in 2013 and 22 percent in 2014.

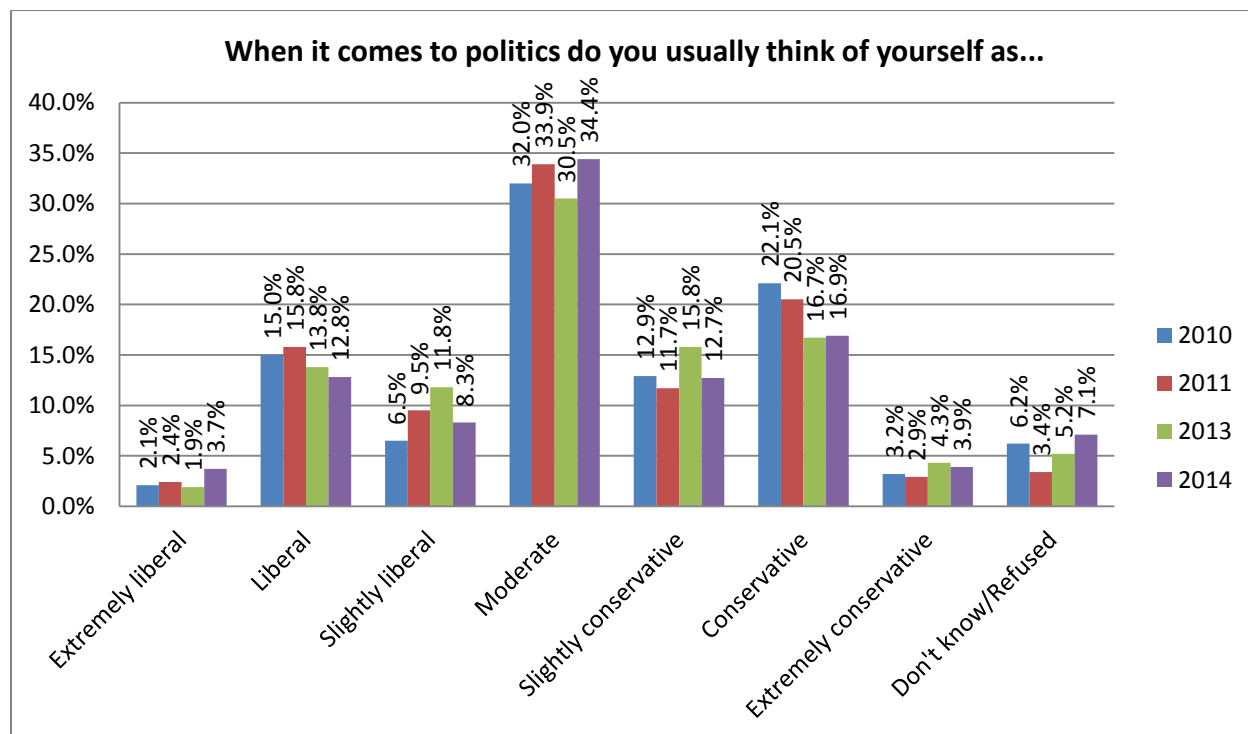


Next, respondents were asked to identify whether they usually think of themselves as extremely liberal, liberal, slightly liberal, moderate, slightly conservative, conservative, or extremely conservative. Not surprisingly, moderate was the most commonly given response (34.4%). However, despite the fact that more respondents identified with the Democratic Party (31.3%) than the Republican Party (22%), there were more respondents who reported being conservative (33.5%) than liberal (24.8%). In part this reflects the presence of non-white conservatives who rarely affiliate with the Republican Party. For instance, 22 percent of African American or Black respondents identify as conservative, but only 4.7 percent of these conservative respondents self-identify as Republicans. Those who reported being conservative was broken down as "conservative" (16.9%), "slightly conservative" (12.7%), and "extremely conservative" (3.9%). Those who reported being liberal were broken down as "liberal" (12.8%), "slightly liberal" (8.3%), and "extremely liberal" (3.7%).



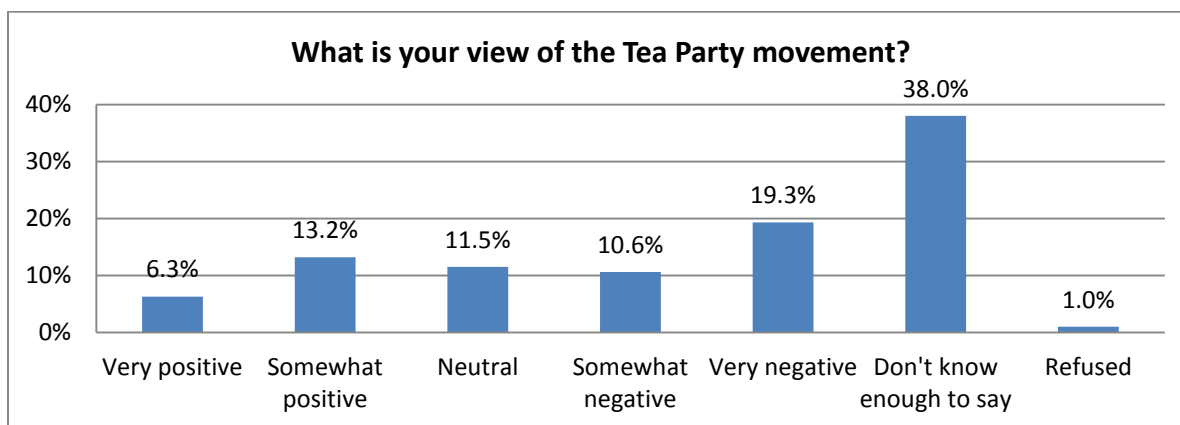


Data for this question has remained fairly consistent over the past several years. The biggest change can be seen in the percentage of those reporting that they think of themselves as conservative, 22.1 percent in 2010 and down to 16.9 percent in 2014.



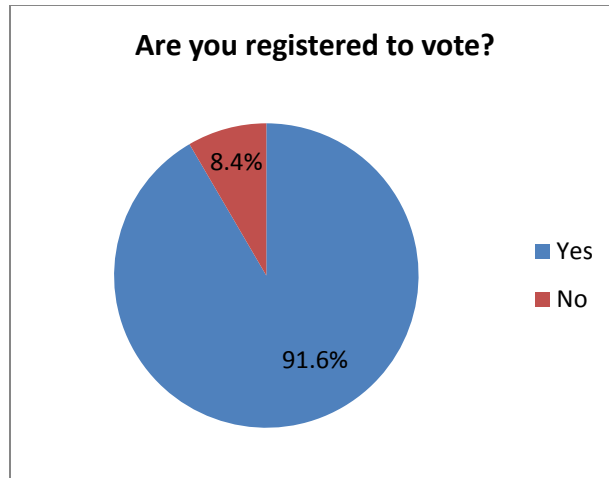
Respondents were also asked to give their view of the Tea Party movement. 29.9 percent viewed the Tea Party movement negatively, with 19.3 percent reporting very negative and 10.6 percent reporting

somewhat negative views of the Tea Party movement. 19.5 percent viewed the Tea Party movement positively, with 13.2 percent reporting somewhat positive and 6.3 percent reporting slightly positive views of the Tea Party movement. Additionally, 11.5 percent of respondents were neutral on their view towards the Tea Party movement. Republicans were the most likely to give a positive rating of the tea party movement (46.3%) while Democrats were the least likely to give a positive rating (4.2%). The last time the LIHR survey asked opinions about the Tea Party movement was in 2010. Reflecting the lower prominence of the movement today, many more respondents selected “don’t know” in 2014 (38.0%) versus 2010 (6.6%).

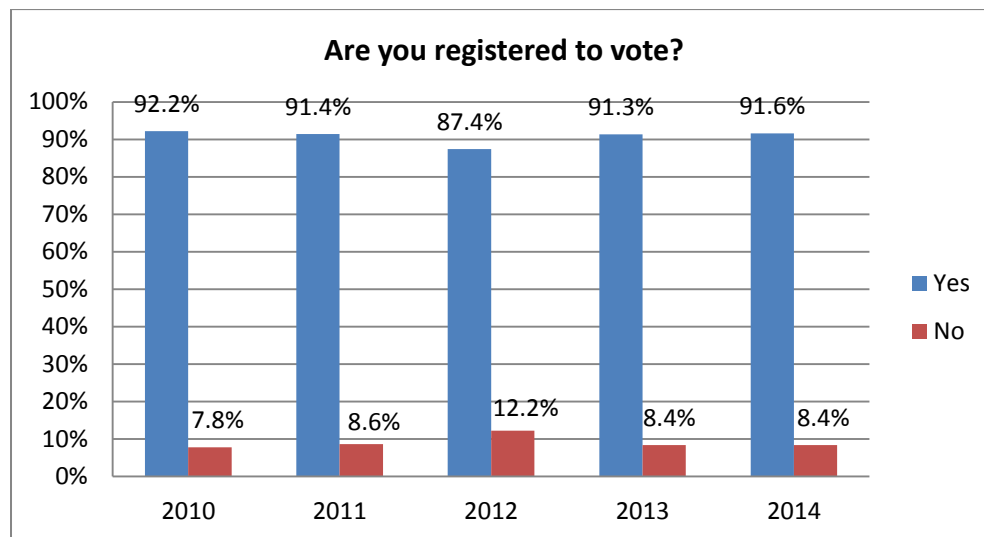


### Voter Registration

Finally, respondents were asked whether or not they were registered to vote. The vast majority of respondents said that they were registered to vote (91.6%). Conversely, less than 9 percent of respondents were not registered to vote at the time of the survey (8.4%).



Since 2010, at least 90 percent of respondents have reported being registered to vote, except in 2012 when only 87.4 percent reported being registered to vote. There was almost no change in percentage who were registered to vote in 2014 (91.6%) over 2013 (91.3%).



It is interesting to note that while more respondents reported that they consider themselves conservative rather than liberal, there are more respondents who identify with the Democratic Party over the Republican Party. This can possibly be explained by the large percentage of respondents who identify as an Independent, and the challenges faced by the Republican Party in reaching out to non-white conservatives. In fact, more people reported being Independent over any other party affiliation and more people reported that they consider themselves a moderate over any other choice. Only 19.5% of respondents hold a positive view of the Tea Party, though it should be noted that the majority of

respondents (38%) said they did not know enough about the Tea Party to give an opinion. As in past years, the overwhelming majority of Hampton Roads residents interviewed claimed that they were registered to vote.

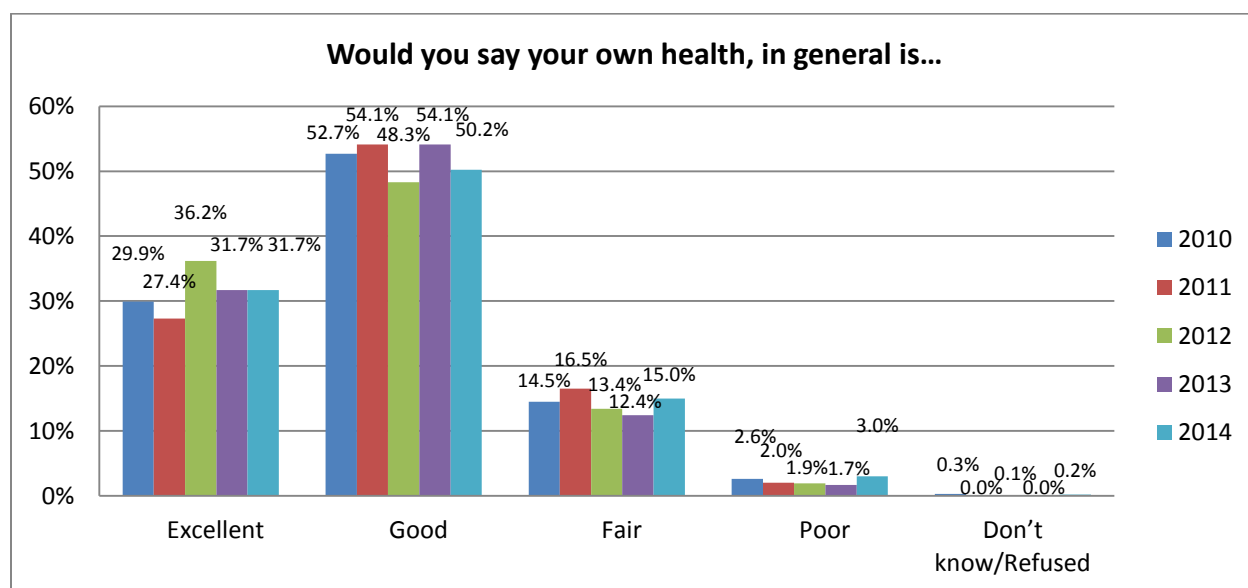
## Health and Education

Hampton Roads is made up of seven independent cities full of people whose health and education are vital to ensuring that the community thrives. The 2014 Life in Hampton Roads survey asked 853 residents of the Hampton Roads area about their general health, major health challenges to the area, tick exposure, video game usage, and opinions about local public school systems. Data from prior years is also provided when available to show variations in responses over time. Responses were weighted by city population, race, age, gender, and phone usage (cell versus land-line) to be representative of the Hampton Roads region. Details of survey methodology are included in the 2014 LIHR demographics and methodology section.

Key findings: According to the Life in Hampton Roads survey conducted by Old Dominion University's Social Science Research Center, 81.9 percent of Hampton Roads residents indicated that their general health was good (50.2%) to excellent (31.7%). While this includes a large portion of residents, it is the lowest percentage of good to excellent ratings recorded since the Life in Hampton Roads survey began in 2010. Obesity, diabetes, and cancer are considered to be the three major health challenges facing residents. Other health concerns include drug and alcohol use, poor nutrition, and access to healthcare. Exposure to ticks was also measured by the survey and nearly a quarter (22.6%) of people who have ever been diagnosed with a tick-borne disease were diagnosed in the past 12 months. When looking at video game usage and general health it is interesting to note that individuals who play more than 6 hours of video games per week report were more likely to report having poor to fair overall health. Analysis reveals a decrease in the quality of local public schools reported by residents. In fact, the data recorded for 2014 was the lowest since 2010. When controlling for individual cities Virginia Beach (75.3%), Chesapeake (66.9%), and Newport News (57.5%) residents reported being the most satisfied with the quality of their local public schools.

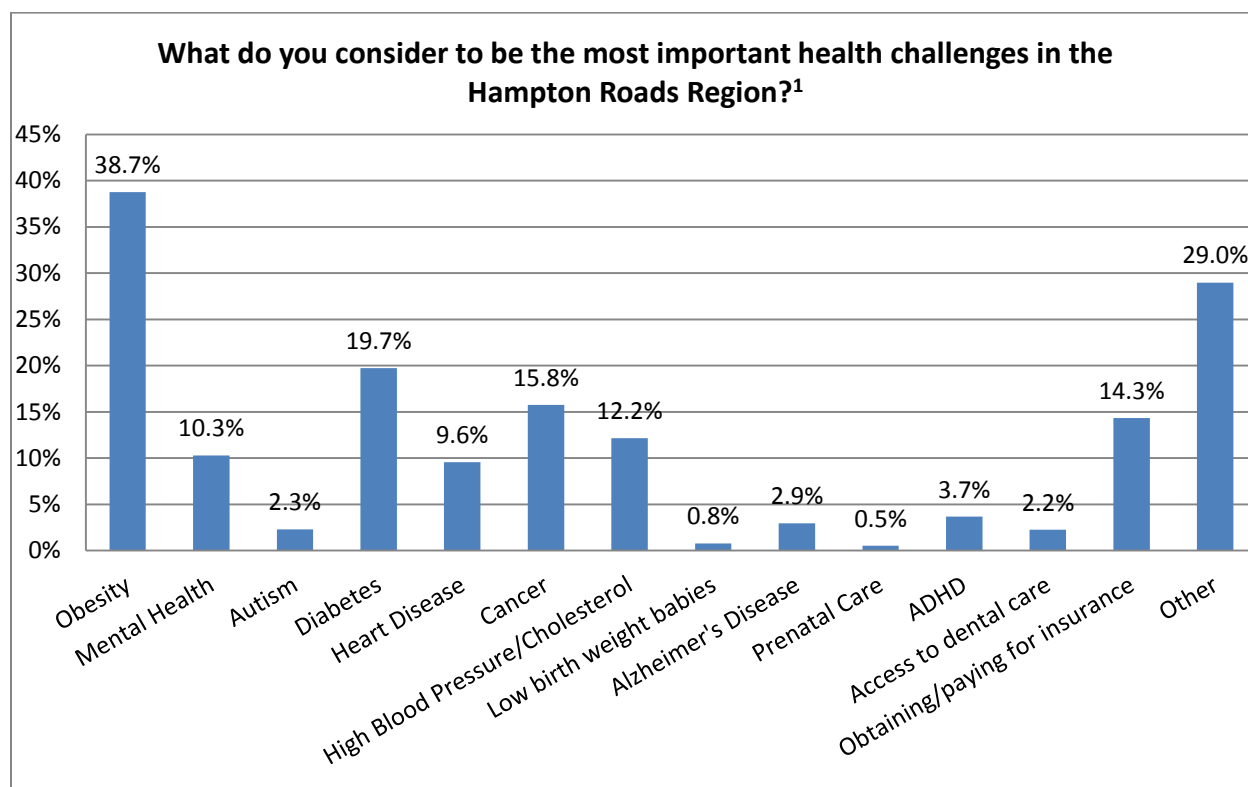
## General Health and Health Challenges

For the 2014 Life in Hampton Roads survey respondents were asked to rate their own health, in general as well as provide their opinion on what the biggest health challenges facing Hampton Roads. A majority of residents (81.9%) considered their health to be good or excellent (50.2% and 31.7% respectively). However, this is a lower percentage than was reported in 2013 (85.8%) and the lowest proportion of good to excellent ratings health rating since 2011 (81.5%). When looking at individual cities Chesapeake (88.9%), Virginia Beach (82.1%), and Norfolk (81.5%) had the greatest proportion of residents who report their health as good or excellent.



Hampton Roads' residents were also asked to provide what they believed to be the two most important health challenges to the area. Response options included include obesity, mental health, autism, diabetes, heart disease, cancer, high blood pressure/cholesterol, low birth weight babies, Alzheimer's disease, prenatal care, ADHD, access to dental care, and obtaining/paying for insurance. Respondents were also given an 'Other' option for providing a challenge not previously listed. Out of the challenges listed obesity (38.7%), diabetes (19.7%), and cancer (15.8%) were the most selected health challenges facing citizens of Hampton Roads. Over a quarter (29%) of respondents selected other challenges and

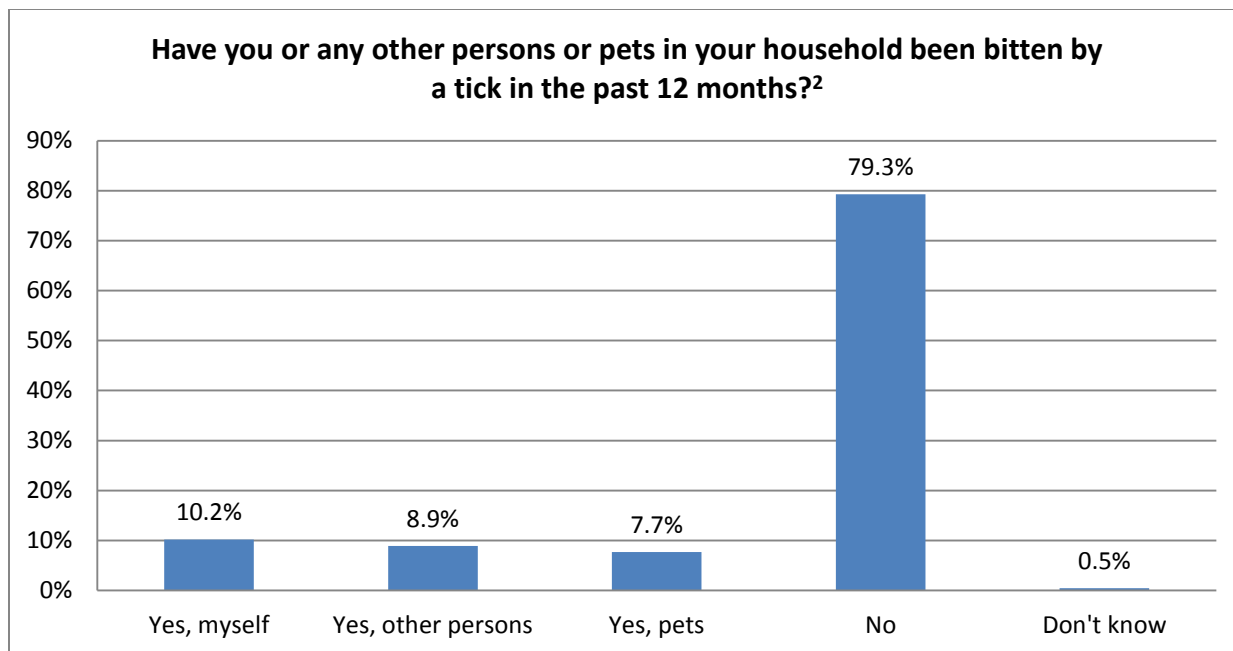
provided a wide range of concerns including drugs, alcohol and tobacco use, poor nutrition, and access to good affordable healthcare.



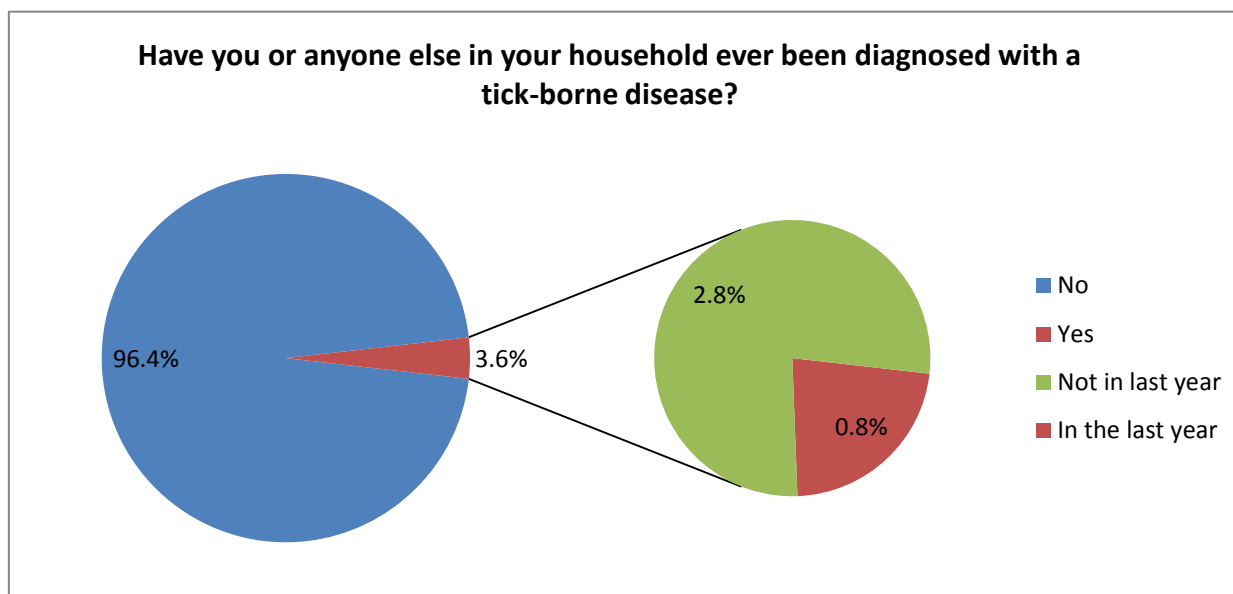
<sup>1</sup>Percentage do not add up to 100 because respondents were asked to provide two health challenges

## Tick Exposure

One of the faculty members at Old Dominion University submitted survey questions to gauge how Hampton Roads residents' have been affected by ticks. Respondents were asked if any people or pets in their household had been bitten by a tick in the past 12 months. Only 10.2 percent of respondents reported being bitten by a tick in the past 12 months and 8.9 percent of respondents said they knew of other people in the household who had been bitten. Additionally, 7.7 percent of residents said they had pets that were bitten by ticks in the past 12 months. Just 3.6 percent of respondents reported ever being diagnosed with a tick-borne disease. It is interesting to note that 22.6 percent of people who disclosed ever having a tick-borne disease were diagnosed within the past 12 months.



<sup>2</sup>Percentages do not add up to 100 because respondents could provide more than one choice.



Data from the Life in Hampton Roads survey also provided estimates of tick exposure by city.<sup>4</sup>

People and pets residing in the Norfolk (9.8%) households were the least affected by ticks followed by Portsmouth (14%) and then Virginia Beach (19.4%). Chesapeake (22.8%) and Hampton (22%)

<sup>4</sup> Total tick exposure was calculated by subtracting the percentage of people who said 'No' or 'Don't know' when asked if any people or pets in their household have been bitten by a tick from 100 percent.



households encountered ticks to a fairly substantial degree, while Newport News (30.6%) and Suffolk (32.0%) faced the highest rates of tick encounters. In the past 12 months, Suffolk (22%) respondents were most likely to be bit or bitten by a tick, while pets in Newport News (13%) were the most likely to be bitten by a tick.<sup>5</sup>

	Chesapeake	Hampton	Newport News	Norfolk	Portsmouth	Suffolk	Virginia Beach
Yes, myself	13.2%	8.5%	14.8%	3.9%	10.5%	22.0%	9.0%
Yes, other persons	11.0%	14.6%	9.3%	3.9%	10.5%	16.0%	7.8%
Yes, pets	7.4%	9.8%	13.0%	2.6%	8.8%	12.0%	7.5%
Don't know	0.7%	2.4%	0.0%	0.0%	0.0%	0.0%	0.4%
No	76.5%	75.6%	69.4%	90.2%	86.0%	68%	80.2%
Total percentage with tick encounter	22.8%	22.0%	30.6%	9.8%	14.0%	32.0%	19.4%

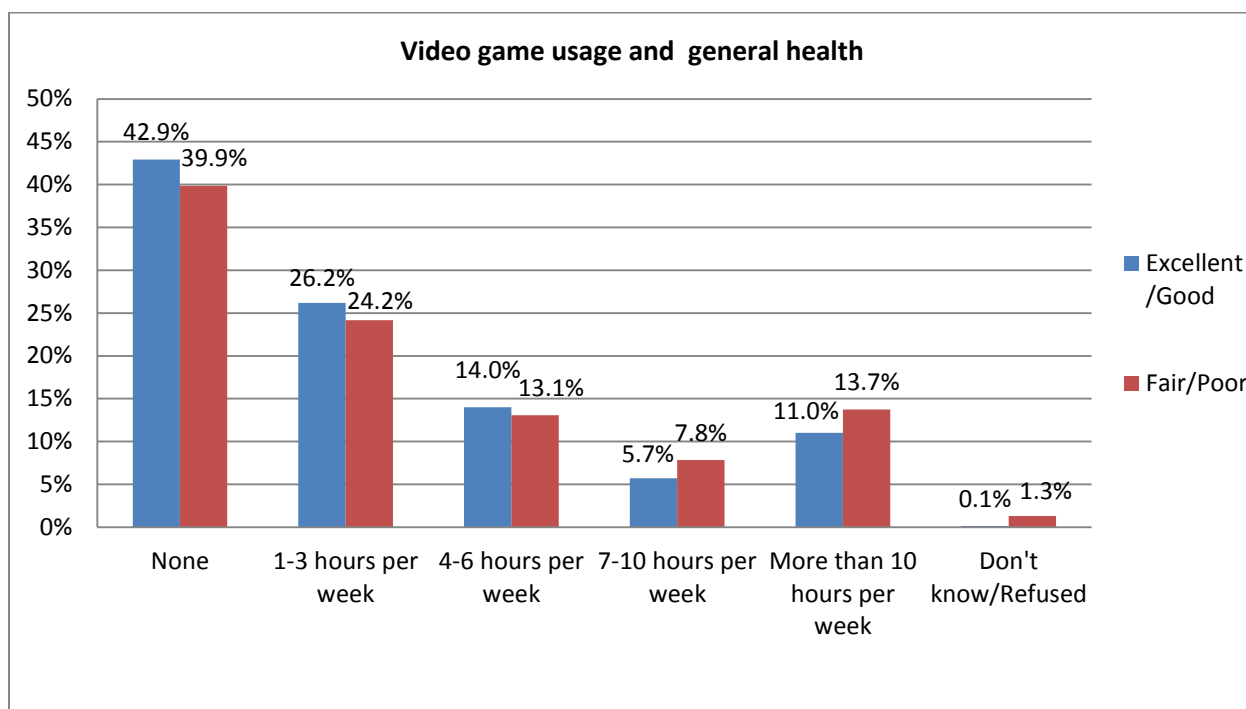
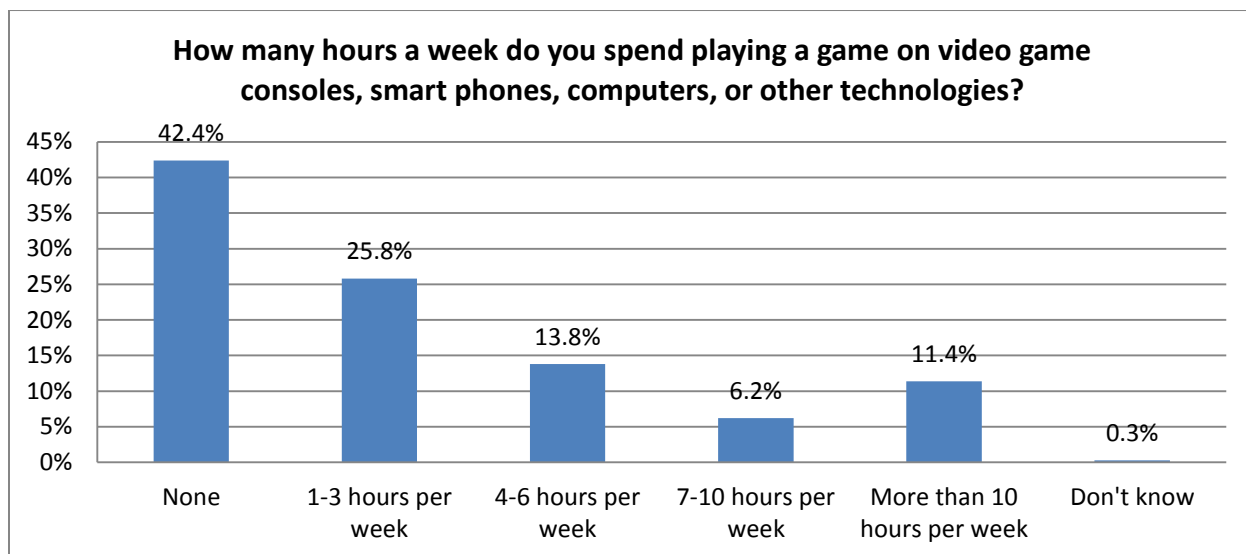
## Video Game Usage

The 2014 Life in Hampton Roads survey also asked residents about their video game usage and health. The data shows that a majority (42.4%) of respondents report not spending any time playing a game on video game consoles, smart phones, computers, or other technologies. Just over a quarter (25.8%) of respondents said they play games between one and three hours per week. Twenty percent of residents indicated they play video games between 4 and 10 hours per week. It is worth pointing out that 11.4 percent of adults in Hampton Roads play video games more than 10 hours per week.

Comparing general health ratings to the various amounts of time spent playing video games provided some interesting results. A greater proportion of respondents reported having good to excellent health when playing video games between zero and six hours per week while people who played seven or more hours of video games per week had a greater portion of fair to poor general health ratings. This pattern is driven by responses from younger adults. Among those 49 and younger, there was a 10.8

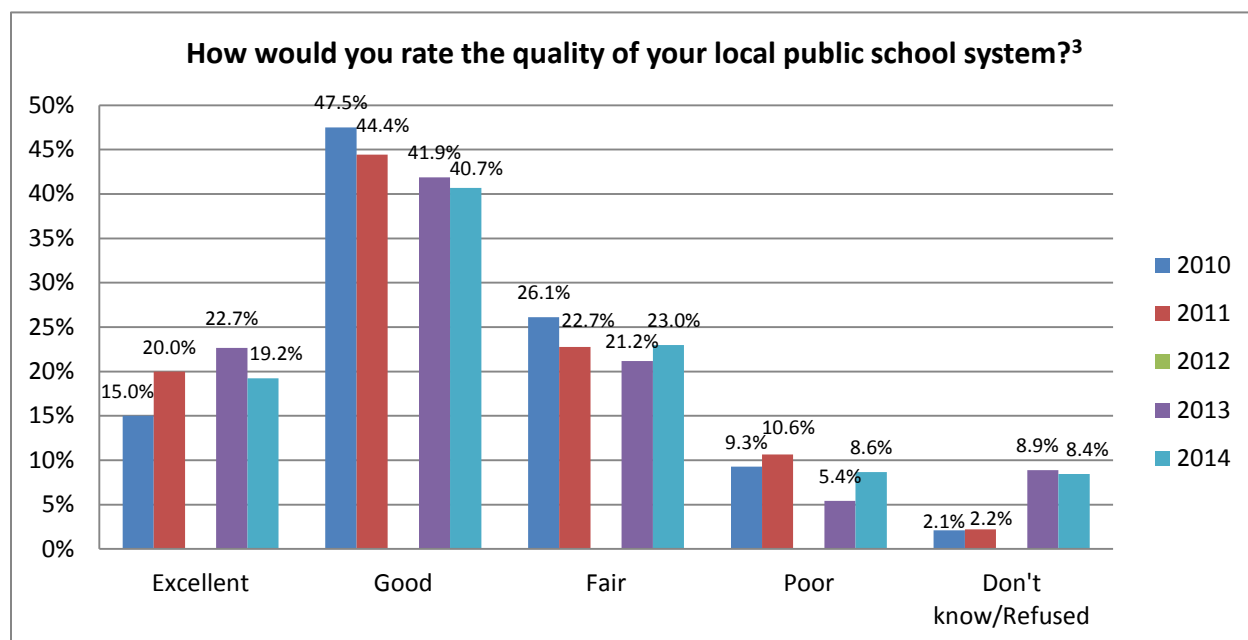
<sup>5</sup> The total portion of tick encounters

percent (statistically significant) drop in the portion rating their health excellent or good among heavy game players (7 hours or more). Among respondents aged 50 or older, there was a 3.3 percent (not statistically significant) *increase* in rated health among heavy game players.



## Perception of Local School Systems

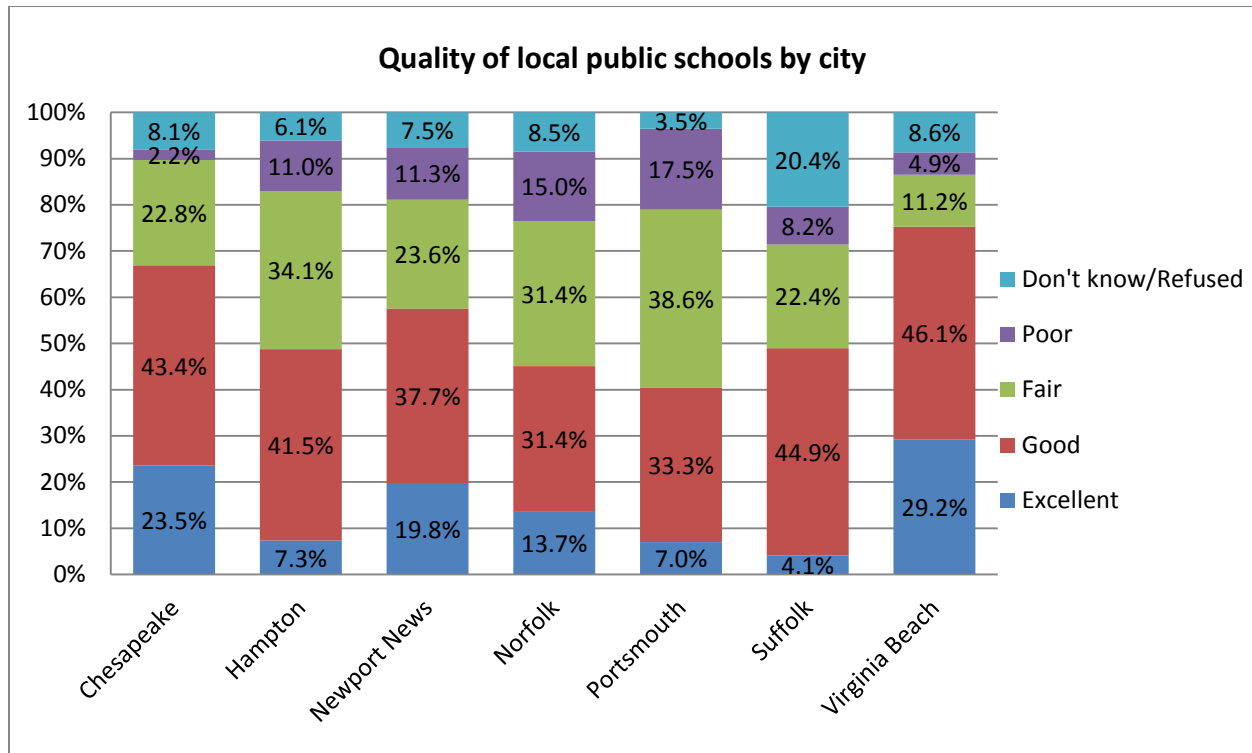
Another goal of the 2014 Life in Hampton Roads survey was to measure the perception of the quality of the local public schools, colleges and universities. For 2014, 59.9 percent of those surveyed rated the quality of the local public school system as good (40.7%) or excellent (19.2%). Compared to 2013 results, this is a 4.7 percent decrease in good (41.9%) to excellent (22.7%) ratings. Additionally, 2014 also had the smallest percentage of good (40.7%) and excellent (19.2%) ratings when compared to the data from previous years, which suggests residents have worsening perceptions about the quality of Hampton Roads' public schools. This may reflect the impact of tightening SOL standards on school accreditation throughout the region.



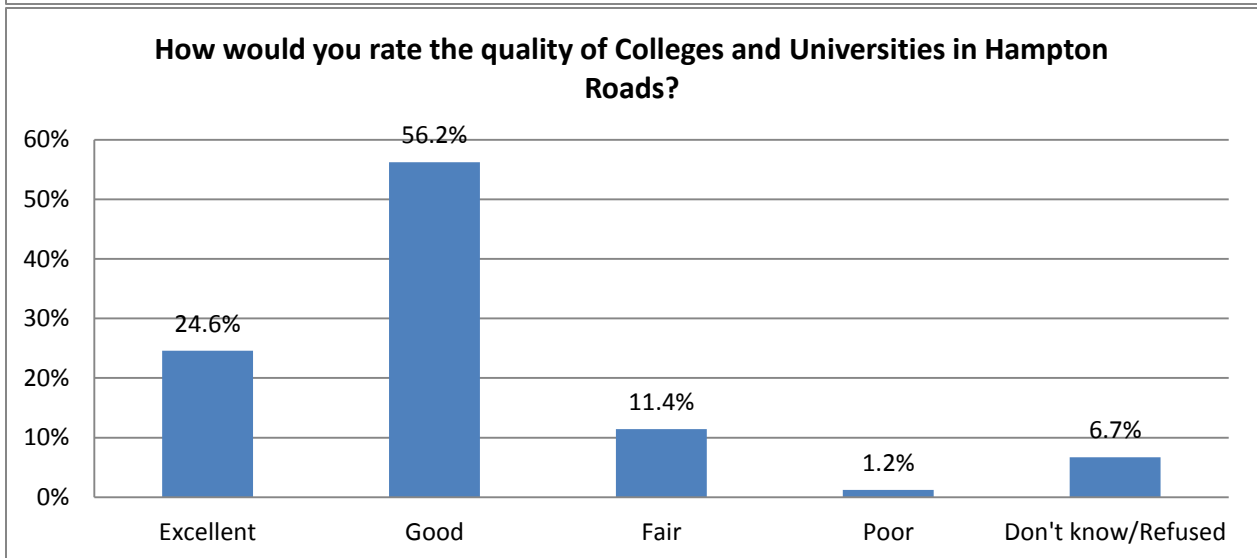
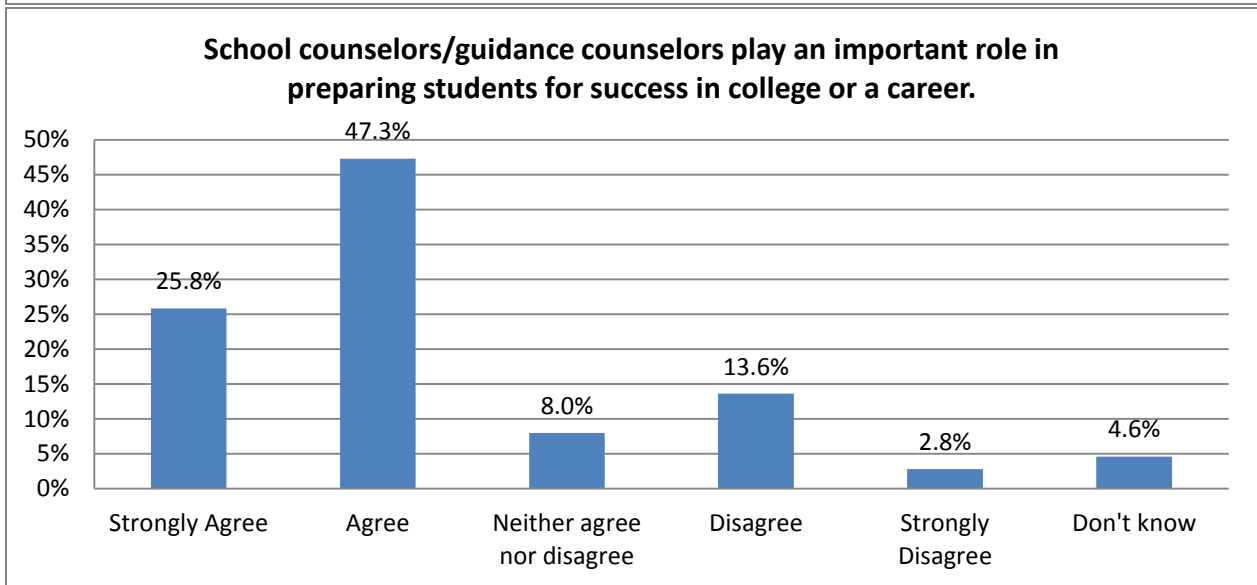
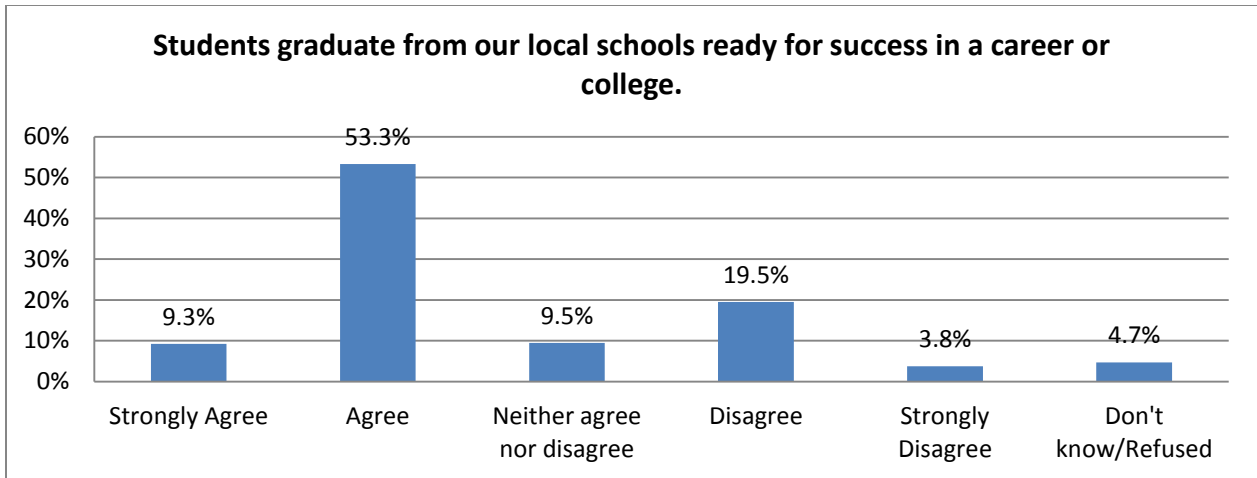
<sup>3</sup> 2012 data is omitted because it only asked this question to respondents with students in public and/or private school. All other years asked this question to whole sample.

Analyzing the quality of local public schools by city shows an interesting correlation between individual cities and the quality of their local public school system. Virginia Beach (29.2%) had the greatest percentage of excellent ratings, followed by Chesapeake (23.5%) and then Newport News (19.8%). Conversely, Portsmouth (56.1%), Norfolk (46.4%), and Hampton (45.1%) had the greatest portion of poor to fair ratings. In other words, residents of Virginia Beach (75.3%), Chesapeake (66.9%),

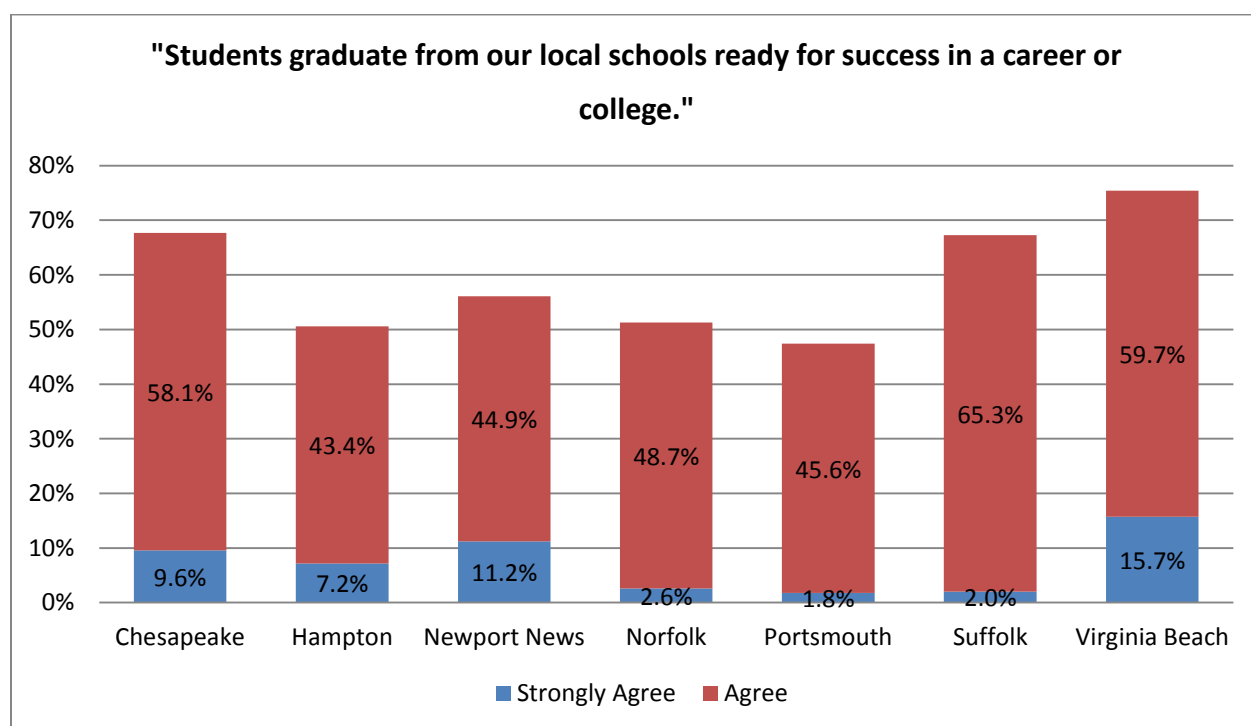
and Newport News (57.5%) were more likely to view their local public schools as good or excellent, especially compared to the percent of good to excellent ratings Portsmouth (40.3%), Norfolk (45.1%), and Hampton (48.8%) received.



The 2014 Life in Hampton Roads survey also questioned if local schools and guidance counselors prepared students for success in a career or college. A majority (62.6%) of Hampton Roads residents agree (53.3%) to strongly agree (9.3%) that students graduate from local schools ready for success in a career or college. Residents who indicated they had a child in public or private school had overwhelming support (73.1%) for the notion that school counselors/guidance counselors play an important role in preparing students for success in college or a career. When asked about the quality of colleges and universities in Hampton Roads, 80.8 percent of residents gave a good (56.2%) to excellent (24.6%) rating.



As with our measure of school quality, opinions concerning whether local schools prepare students for success in career or college vary substantially across cities. At the upper end Virginia Beach schools receive the highest ratings with 75.4 percent agreeing (59.7%) or strongly agreeing (15.7%) that students graduate ready for success. Slightly (but not statistically significantly) lower are Chesapeake (67.7%) and Suffolk (67.3%). Substantially and significantly lower are Newport News (56.1%), Norfolk (51.3%), Hampton (50.6%) and Portsmouth (47.4%).



The 2014 Life in Hampton Roads survey describes a region with a high percentage of people with good to excellent general health; however, this portion may be declining. The three largest health challenges Hampton Roads residents listed include obesity, diabetes, and cancer. Several respondents also provided other health concerns such as drug and alcohol use, poor nutrition, and access to healthcare. The LIHR survey also gauges how exposure to ticks has affected people within the seven cities. Controlling for individual cities it appears that Suffolk (32%) and Newport News (30.6%) residents have been exposed to ticks more often than residents elsewhere in Hampton Roads. On the other end of the spectrum, more the heavily urbanized Norfolk (9.8%) and Portsmouth (14%) residents were the least

affected by ticks. Turning to video game usage and general health, the survey found that individuals who play more than 6 hours of video games per week report were more likely to report having poor to fair overall health. Analysis related to local public schools shows a decrease in quality by residents. In fact, the data recorded for 2014 was the lowest since 2010. Out of all of Hampton Roads Virginia Beach (75.3%), Chesapeake (66.9%), and Newport News (57.5%) residents reported being the most satisfied with the quality of their local public schools.

## **Crime and Police**

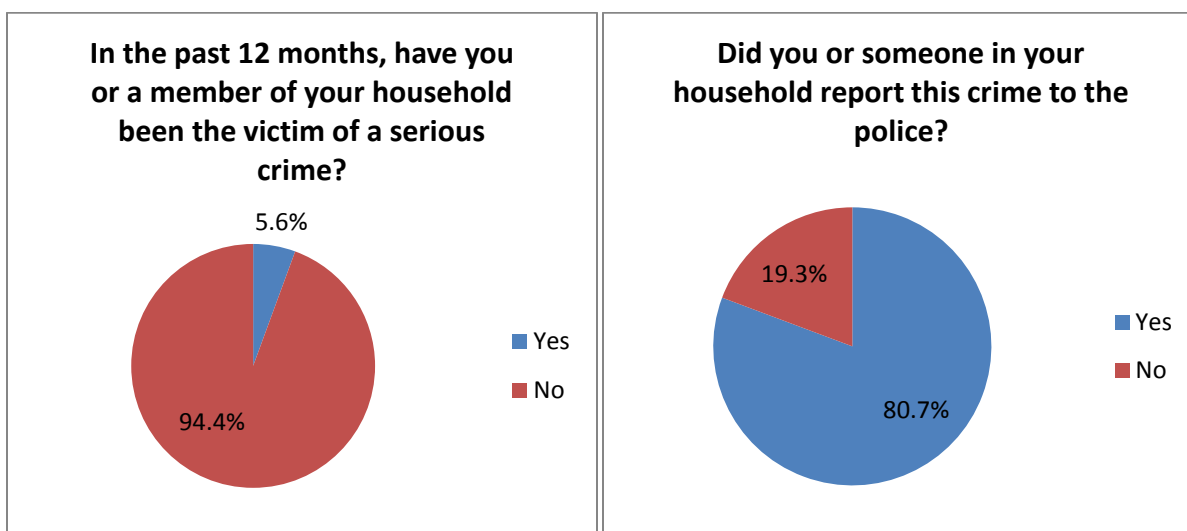
Control of crime and public safety are an important precondition for a high quality of life, and a significant concern among survey respondents. The 853 respondents were asked about various topics concerning local police and crime. Questions ranged from whether or not you or someone in your household has been the victim of a serious crime in the last year to how satisfied respondents are with the local police. Despite the prominent place taken by crime among those who see the quality of life as fair or poor in Hampton Roads (it was the most commonly cited reason), only 5.6% of Hampton Roads residents reported being the victim of a serious crime, a figure essentially unchanged since the first year of the survey. Additionally, the respondents who reported they had been the victim of a serious crime in the last year were asked whether or not they reported that crime and of those 81.3% reported the crime to the police.

Responses were weighted by city population, race, age, gender, and phone usage (cell versus land-line) to be representative of the Hampton Roads region. Details of survey methodology are included in the 2014 LIHR demographics and methodology section.

## **Criminal Victimization**

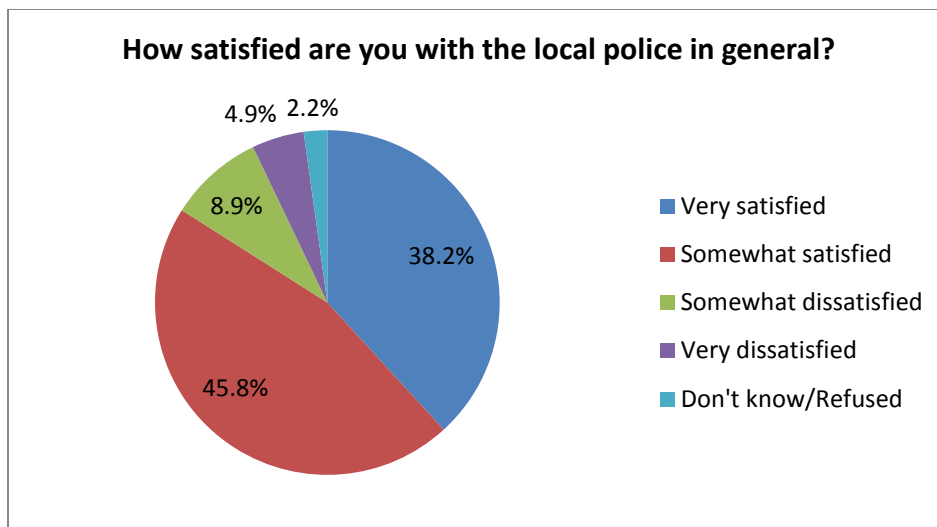
Respondents were asked if they or a member of their household had been the victim of a serious crime in the past 12 months and whether or not that crime was reported to the police. The vast majority (94.4%) reported that neither they, nor anyone in their household had been the victim of a serious crime. Of the 5.6 percent of respondents crime victimization, 80.7 percent reported that crime to the police, while only 19.3 percent did not report the crime.





### Satisfaction and contact with local police

Respondents were asked how satisfied they were with the local police in general. The majority of respondents reported being somewhat satisfied (45.8%) and very satisfied (38.2%). Only 8.9 percent reported being somewhat dissatisfied and 4.9 percent reported being very dissatisfied with the local police. Additionally, 2.2 percent either didn't know or refused to answer.

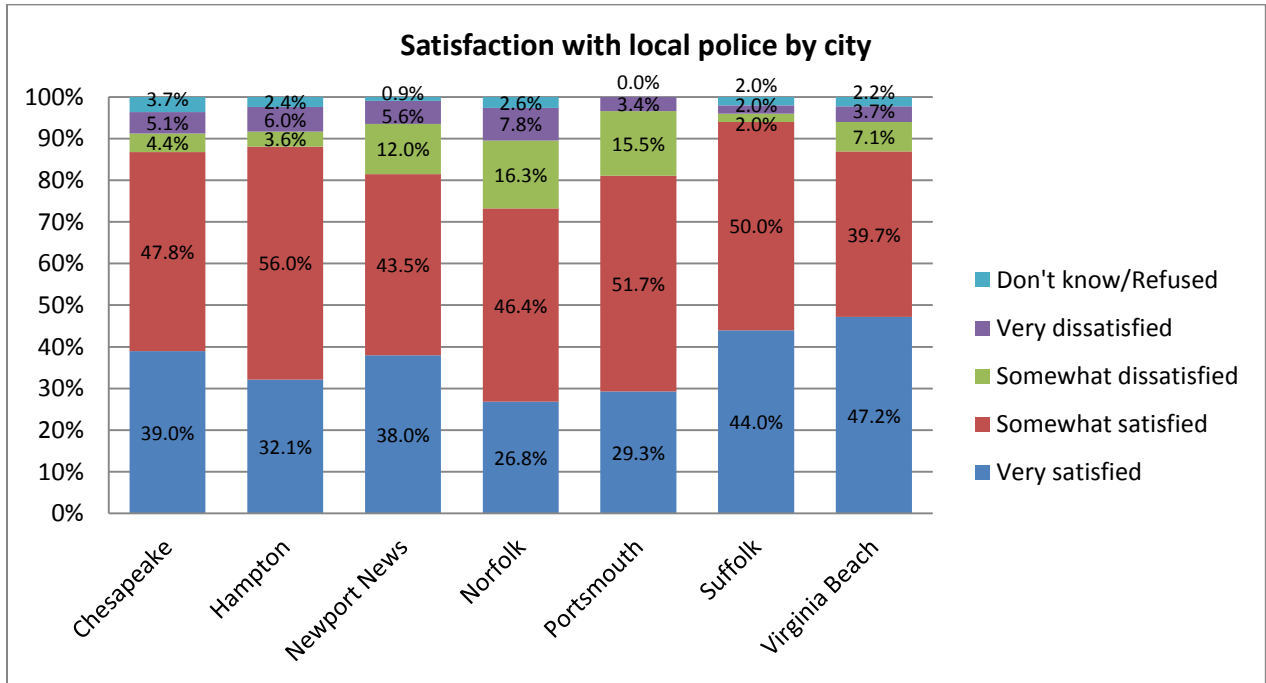


While overall satisfaction with the police remains high, it appears to be diminishing somewhat. In the three years the LIHR survey has asked about satisfaction with the local police, the portion reporting that they are very or somewhat dissatisfied has never been higher. The portion somewhat or very satisfied with local police has declined from 88.7 percent in 2012 to 86.1 percent in 2013, and now 84.1 percent in 2014. The decline from 2012 to 2014 is statistically significant ( $p < .038$ ).

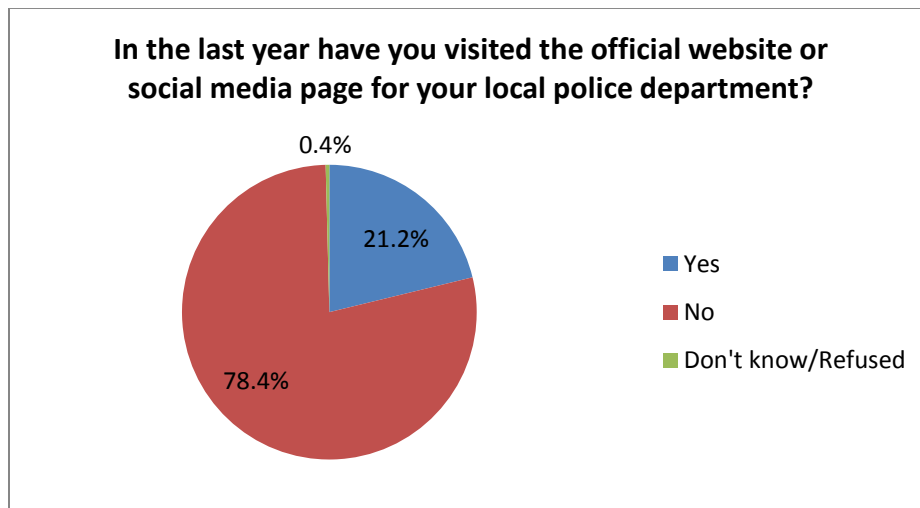


When examining respondent's satisfaction with the local police by city, it is apparent that some cities are more satisfied than others. For example, 47.2 percent of Virginia Beach residents and 44 percent of Suffolk residents reported being very satisfied with their local police compared to 26.8 percent

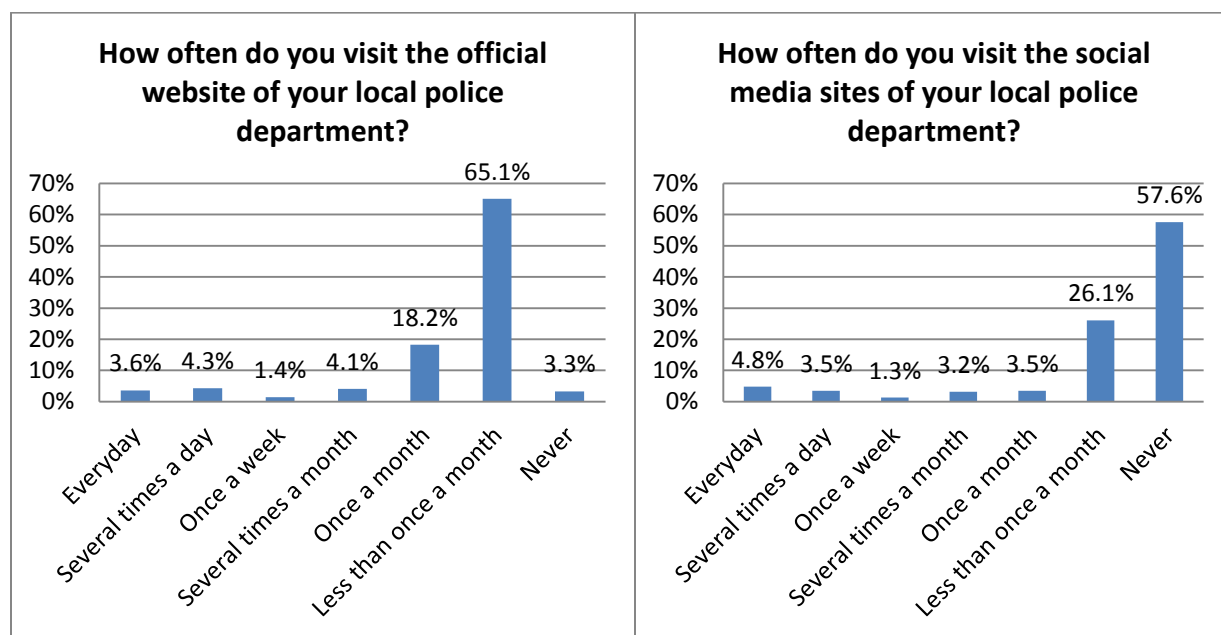
of Norfolk residents and 29.3 percent of Portsmouth residents. Recent high profile crime cases in the city of Norfolk have likely played a role in depressing satisfaction with the police there.



Respondents were also asked whether or not they had visited the official website or social media page for their local police department in the past year. About one-fifth of respondents (21.2%) reported that they had visited the official website or social media page of their local police department, while 78.4 percent reported they did not.



Of those who reported they had visited the official website or social media page for their local police department, 65.1 percent indicated that they visited the official website less than once a month. Additionally, 26.1 percent reported that they visit the social media page of their local police department less than once a month. The majority of those who had visited either the official website or social media page of their local police department (57.6%) reported that they never visit the social media page indicating that it is far more common for those interviewed to visit the official website of their local police department rather than the social media sites. Indeed, another 18.2 percent reported that they visit the official webpage once a month, 4.1 percent visit several times a month, and 3.6 percent visit every day. Conversely, only 3.5 percent visit the social media sites once a month, 3.2 percent visit several times a month, and 4.8 percent visit every day.



Overall, satisfaction with the local police is high among Hampton Roads residents, but somewhat diminished. Crime victimization appears to be largely unchanged, but perceptions of crime are up. There were very few people who claimed to have been the victim of a serious crime in the last year and the majority of those people did report the crime to the police. Contact between the internet presence of local police and respondents is relatively modest: only 21.2 percent of respondents said they have visited the official website or social media pages of their local police. Of those who reported visiting the official

website or the social media pages of their local police, the majority said they visited the official website rather than the social media pages.

## Transportation

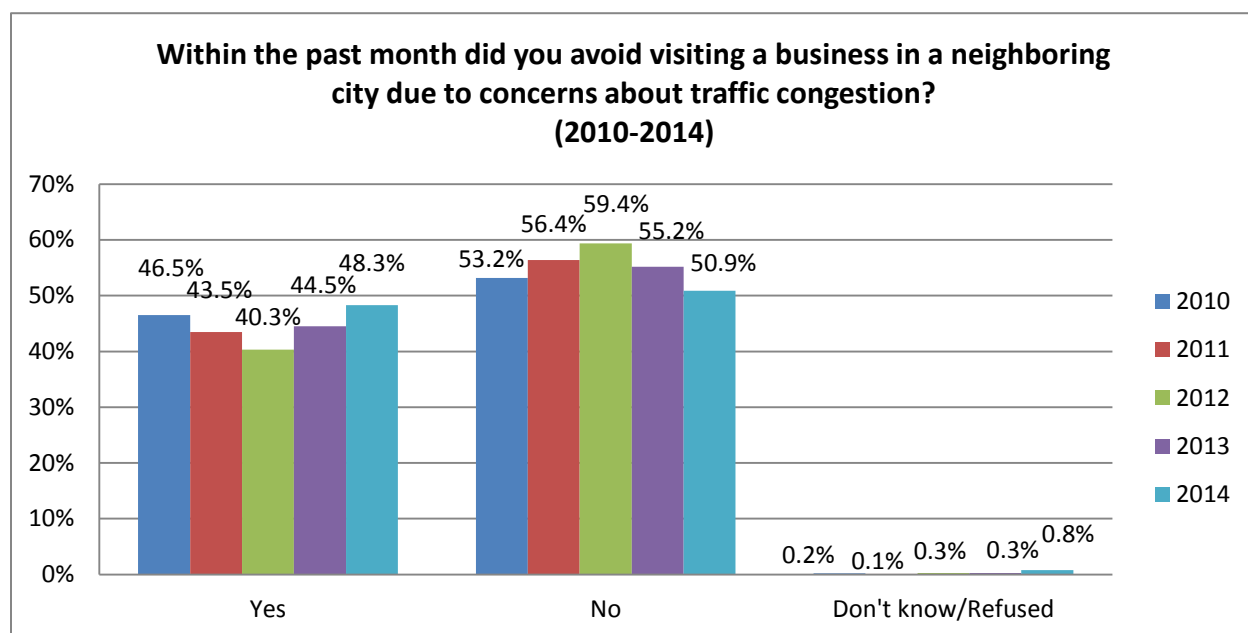
Every day people traverse the eleven bridges and five tunnels in the Hampton Roads area, commuting for work, family, and other activities. The 2014 Life in Hampton Roads survey asked 853 residents of the Hampton Roads area about their driving habits, opinions on bridge and tunnel tolls, preferences concerning major transportation projects, and views on alternative transportation. Data from prior years is also provided when available to show variations in responses over time. Responses were weighted by city population, race, age, gender, and phone usage (cell versus land-line) to be representative of the Hampton Roads region. Details of survey methodology are included in the 2014 LIHR demographics and methodology section.

According to the Life in Hampton Roads survey conducted by Old Dominion University's Social Science Research Center, Hampton Roads residents are avoiding businesses in neighboring cities at the highest rates ever, surpassing the previous high set in 2010, the first year of the Life in Hampton Roads survey. Tolls are also causing substantial changes in driver behavior, with more than one third of survey respondents avoiding visiting a business in a neighboring city due to tolls, and twenty percent of respondents changing their commute routes to avoid tolls, often in spite of major increases in travel time. The survey also identified public priorities for highway and light rail expansion, with widening of I-64 to Williamsburg the highest highway priority, and extending light rail to the Virginia Beach oceanfront the highest light rail priority.

Commute	2010	2011	2012	2013	2014
Average one-way commute, in minutes, to work or school.	25.1	27.0	23.9	24.8	24.4

Survey questions dealing with general issues of transportation in the Hampton Roads area found that the average one-way commute to work or school of 24.4 minutes, which is slightly lower than the 2013 average of 24.8 minutes. The highest reported average was in 2011 (27 minutes) and the lowest was

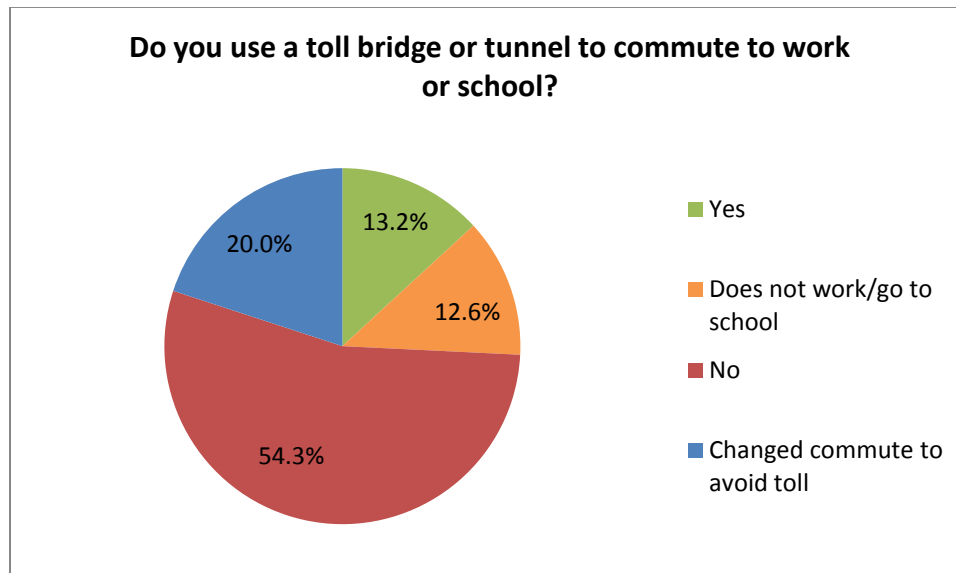
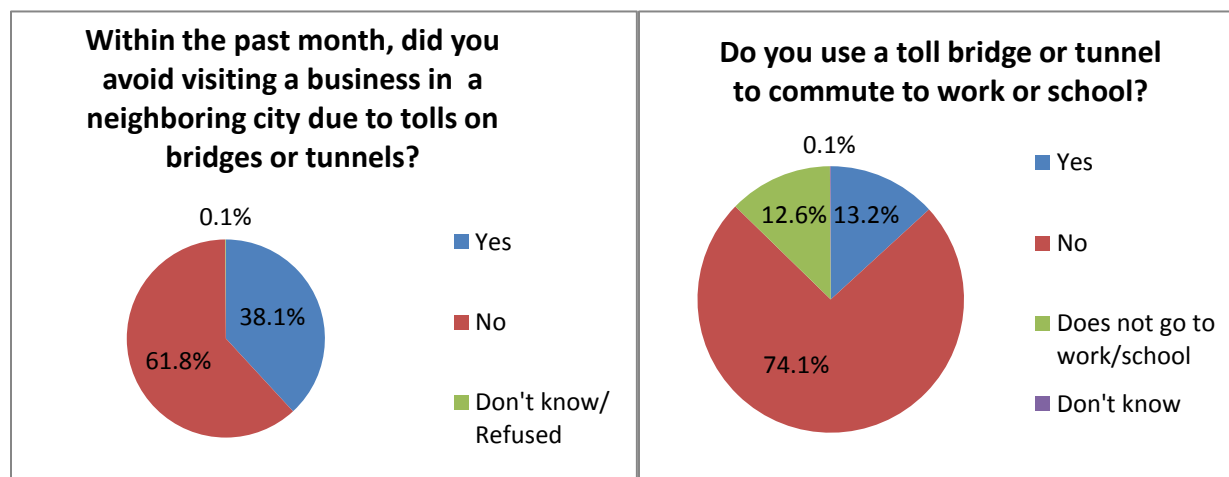
in 2012 (23.9 minutes). Additionally, in the past month 48.3 percent of residents avoided visiting a business in a neighboring city due to concerns about traffic congestion. This year had the highest percentage of respondents who have avoided visiting a business in a neighboring city due to concerns about traffic congestion compared to the data from previous years (48.3% in 2014 compared to 44.5% in 2013, 40.3% in 2012, 43.5% in 2011, and 46.5% in 2010). In other words, Hampton Roads residents are avoiding visiting businesses that require them to drive through traffic congestion now more than in any prior survey year.



## Bridge and Tunnel Tolls

The 2014 Life in Hampton Roads survey incorporated several new questions to help gauge opinions about the recently implemented tolls. When asked, 38.1 percent of respondents said they avoided visiting a business in a neighboring city due to tolls on bridges or tunnels in the past month. Only 13.2 percent said they use a toll bridge or tunnel to commute to work or school. Those respondents whose commute does not currently include a toll bridge or tunnel were asked if prior to the tolls on the bridges and tunnels in Hampton Roads they used a bridge or tunnel that now has a toll. Over a quarter

(26.9%) indicated their commute did previously include a bridge or tunnel that now has a toll.

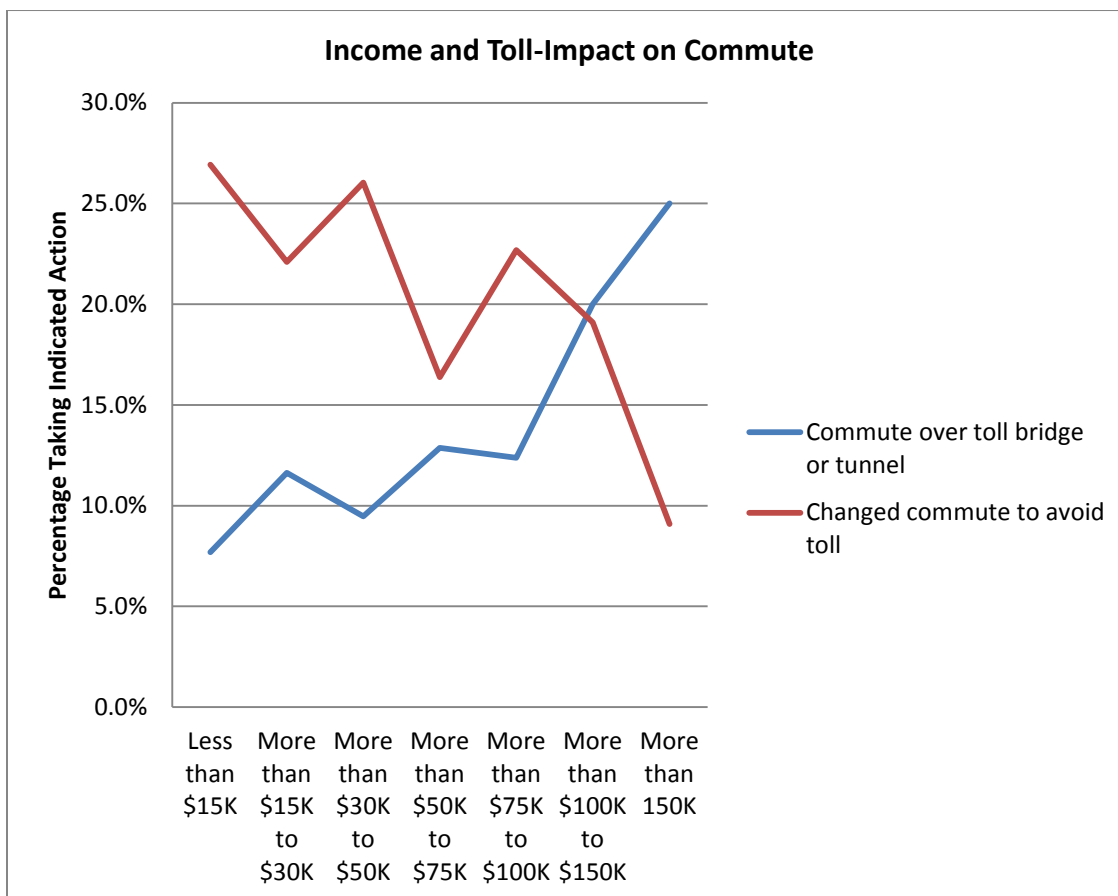


Twenty percent of survey respondents have changed their commute to avoid tolls, a portion that exceeds the percentage (13.2 %) currently commuting using a toll bridge or tunnel.

Response to the imposition of tolls has varied substantially by income level. Low income individuals have been much more likely to change commute patterns than high income individuals. Among respondents with a reported family income of less than 30 thousand dollars, 10.1 percent are commuting by toll bridge or tunnel, while 23.9 percent report changing their route to avoid tolls. Conversely, among respondents with family incomes above 150 thousand dollars, 25 percent report

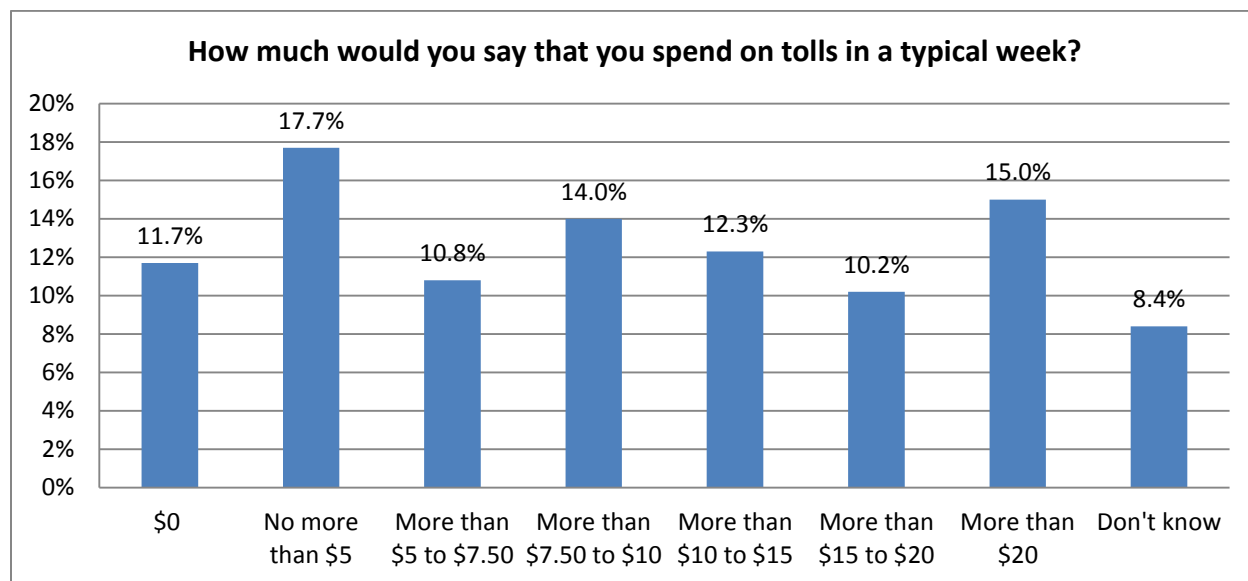
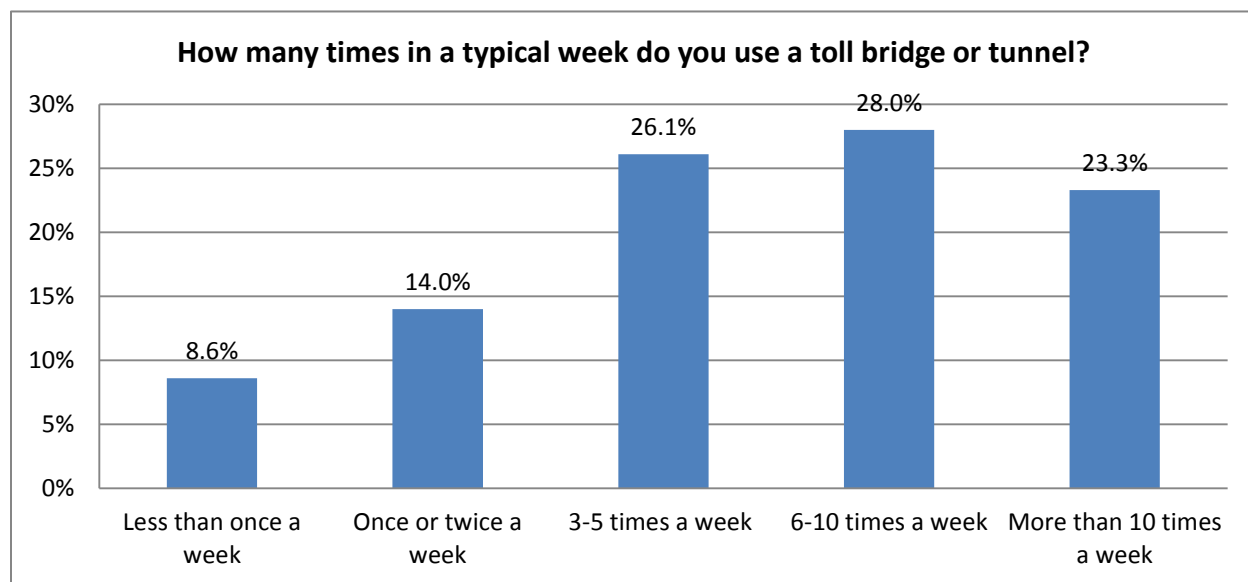


commuting over a toll bridge or tunnel, while 9.1 percent changed their commute to avoid the toll. For higher income commuters, imposition of tolls may have actually been a boon by diminishing traffic congestion.



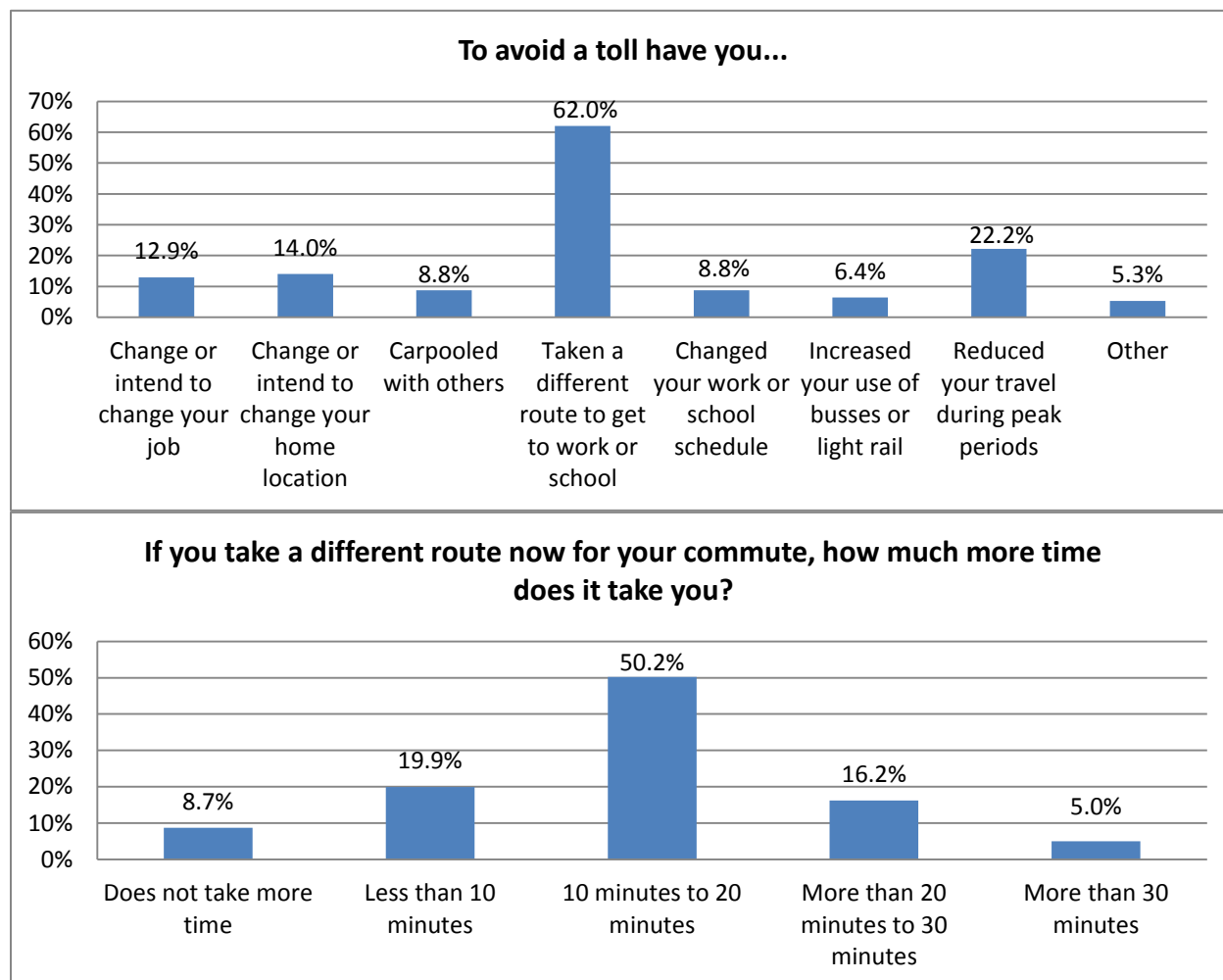
Those who indicated they used a toll bridge or tunnel to commute to work or school were also asked how many times in a typical week they used a toll bridge or tunnel; 23.3 percent claimed more than 10 times a week, 28 percent said 6-10 times a week, 26.1 percent indicated 3-5 times a week, 14 percent said once or twice a week, and 8.6 percent said less than once a week. When asked about the amount spent on tolls in a typical week; 11.7 percent paid \$0, 17.7 percent paid no more than \$5, 10.8 percent paid more than \$5 to \$7.50, 14 percent paid more than \$7.50 to \$10, 12.3 percent paid more than \$10 to

\$15, 10.2 percent paid more than \$15 to \$20, and 15 percent paid more than \$20.



Respondents were also asked about the different methods used to avoid toll bridges and tunnels. Almost 40% said that they did not intentionally avoid the tolls (39.5%). For those respondents who did indicate ways that they avoided the toll, three of the most commonly cited alternatives include taking a different route to work or school (62%), reducing travel during peak hours (22.2%), and changing or intending to change their home location (14%). Those who indicated that they took a different route to get to work or school were asked how much more time their commute took; 8.7 percent indicated their

alternate route did not take more time. Almost one in five (19.9%) indicated that their alternate route took less than 10 minutes more, 50.2 percent indicated their alternate route took 10 minutes to 20 minutes more, 16.2 percent took more than 20 to 30 minutes more, and 5 percent reported that their alternate route took more than 30 minutes.

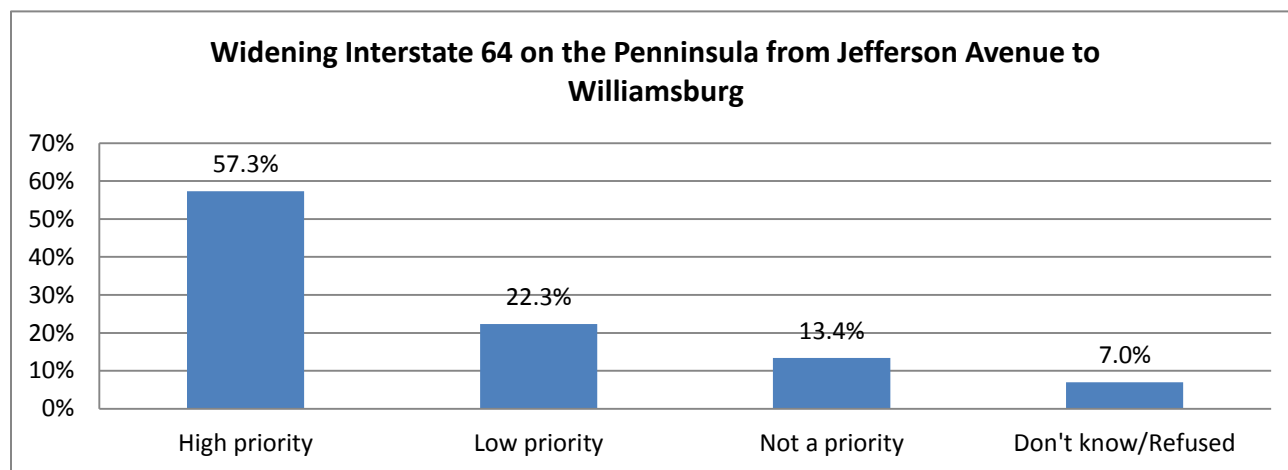


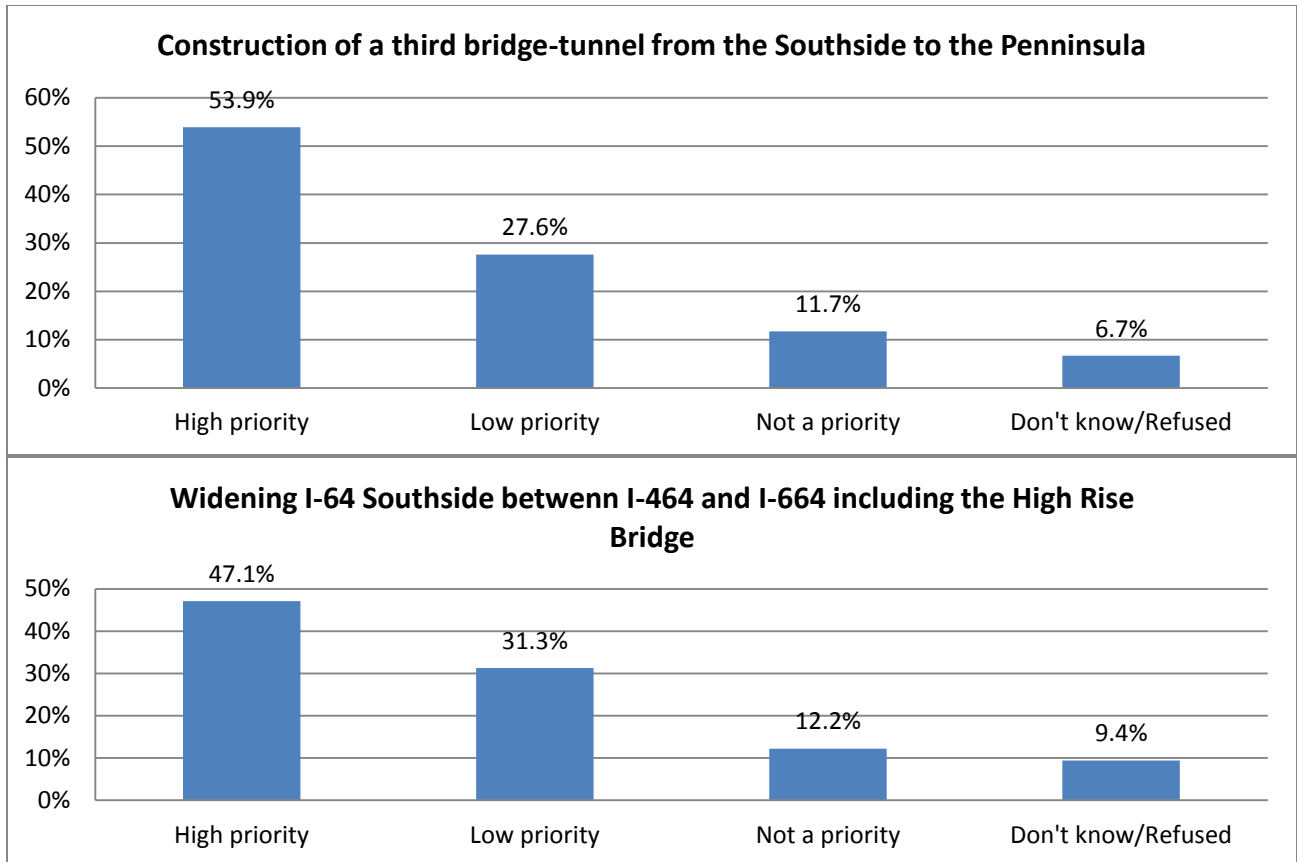
Overall, these results point toward the major effect tolls have had on regional commute and travel patterns. These major changes in traffic patterns, if they endure, will create significant transportation challenges within the region.

## Projected Road Projects

In order to better understand public views of major transportation planning efforts underway in the region, the survey also included three questions specifically focused on major highway upgrades being discussed by the Hampton Roads Transportation Planning Organization: widening of Interstate 64 on the Peninsula, constructing a third crossing bridge tunnel from Southside to the Peninsula, and widening I-64 Southside.

The highest portion of respondents supported widening I-64 on the peninsula. In regards to the widening of Interstate 64 on the Peninsula from Jefferson Avenue to Williamsburg, 57.3 percent of respondents thought the project was of high priority, 22.3 percent said that it was low priority, and 13.4 percent reported the project was not a priority. Constructing a third bridge-tunnel from the Southside to the Peninsula was viewed as a high priority by 53.9 percent of residents, 27.6 percent thought it was a low priority, and 11.7 percent said it was not a priority. When asked about widening I-64 Southside between I-464 and I-664 including the High Rise Bridge 47.1 percent indicated the project to be a high priority, 31.3 percent considered it to be a low priority, and 12.2 percent thought it was not a priority.





Looking at how the individual cities of Hampton Roads rated the priority of upcoming road projects the results show that respondents were more likely to rate a project as a high priority if the project is in closer proximity to the city in which they reside. The three cities that rated the widening of Interstate 64 on the Peninsula from Jefferson Avenue to Williamsburg as their highest priority include Newport News (77.6%), Hampton (71.9%), and Suffolk (67.3%). When it comes to constructing a third bridge-tunnel from the Southside to the Peninsula, respondents from Norfolk (59.5%), Hampton (59.3%), Virginia Beach (56.3%), and Portsmouth (56.1%) consistently reported a high priority. Respondents from Portsmouth (68.4%), Chesapeake (54.4), and Virginia Beach (45.9%) were most likely to rate the widening of I-64 Southside between I-464 and I-664 including the High Rise Bridge as a high priority.

## Alternative Transportation

Hampton Roads' residents were also polled on their opinions of alternative forms of transportation in the area. In 2014, the top three destinations for light rail expansion include the Virginia Beach Oceanfront (54.7%), Virginia Beach Town Center (34.8%), and the Naval Base (33%) as seen in the table below. These were also the top three destinations specified in the 2012 and 2013 survey. When asked where respondents would like to see the light rail extended, 14.2 percent stated they did not want the light rail extended at all. Additionally, the percentage of respondents indicating they do not want the light rail extended was higher in 2014 (14.2%) compared to all previous years (10.5% in 2013, 11% in 2012, 11% in 2011, and 6.3% in 2010). Overall, preferences for light rail expansion appear to be coalescing around extension to the Virginia Beach Oceanfront, as this is the only option that attains majority support, and its support has held up relatively well compared to other alternatives.

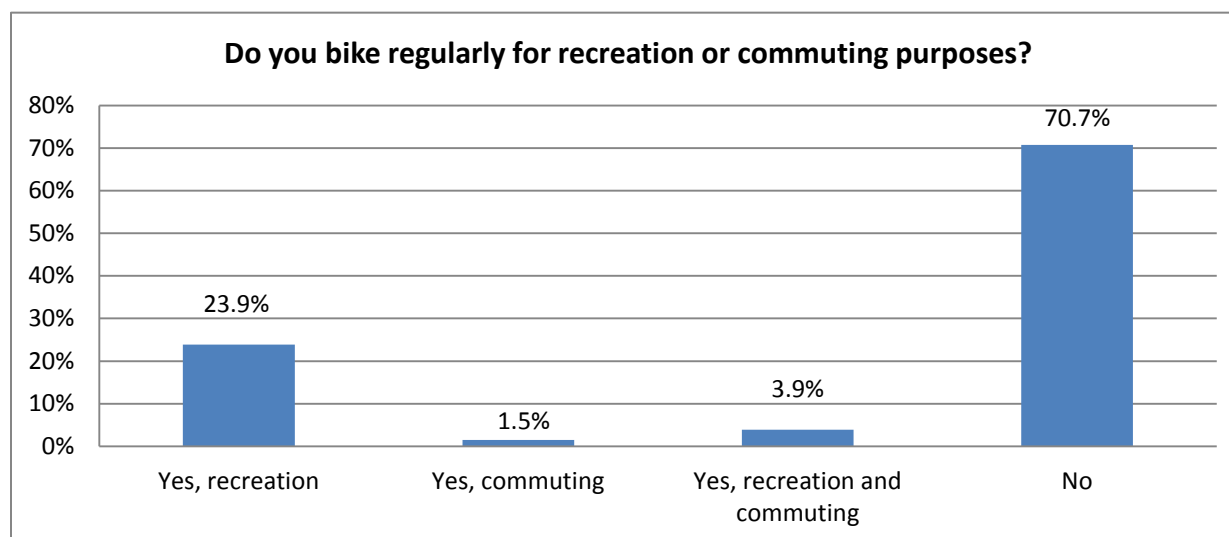
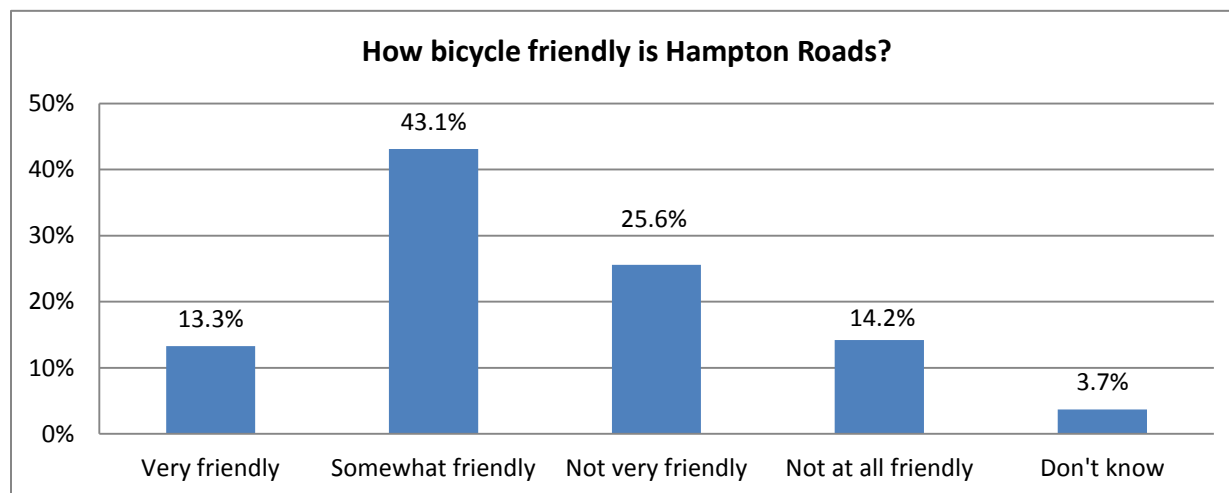
Where would you like to see the light rail extended? <sup>12</sup>	2010	2011	2012	2013	2014
Virginia Beach	57.5%	54.3%	"	"	"
Virginia Beach Town Center	"	"	48.8%	35.9%	34.7%
Virginia Beach Oceanfront	"	"	63.9%	54.5%	54.7%
Chesapeake	37.0%	32.3%	41.5%	27.0%	26.8%
Portsmouth	28.9%	28.9%	37.3%	21.5%	21.6%
Hampton	34.0%	33.6%	40.1%	27.9%	23.5%
Newport News	34.4%	33.7%	39.0%	24.3%	24.5%
Suffolk	25.4%	25.2%	30.1%	19.4%	18.7%
Naval base	32.8%	34.5%	47.3%	37.5%	33.0%
Norfolk International Airport	42.9%	37.6%	46.8%	34.0%	28.3%
Other	11.0%	10.0%	7.4%	10.2%	9.0%
Don't want light rail extended	6.3%	11.0%	11.0%	10.5%	14.2%
Don't know/Refused	2.2%	2.5%	4.0%	4.2%	6.5%

<sup>1</sup> In 2012, the Virginia Beach option was separated into "Virginia Beach Town Center" and "Virginia Beach Oceanfront."

<sup>2</sup> Percentages do not add to 100 because respondents were allowed to choose more than one response.

For the first time, the LIHR survey also included two questions on bicycling. This provides baseline measures of bicycle use in the region. In regards to bicycling, a majority of respondents (56.4%) thought that Hampton Roads is either very or somewhat bicycle friendly. When asked if they biked regularly for recreation or commuting purposes, 23.9 percent of respondents indicated that they biked for

recreation, 1.5 percent biked for commuting reasons, and 3.9 percent biked for recreational and commuting purposes. When comparing the results by city, Norfolk (64.1%), Suffolk (59.2%), and Virginia Beach (58.6%) residents were most likely to report that Hampton Roads was somewhat to very bicycle-friendly. Efforts to expand bicycle routes may be paying off.



The 2014 LIHR survey reveals a region with ongoing and substantial transportation challenges. The imposition of tolls on regional bridges and tunnels has led to substantial changes in traffic and commute patterns. The most common method for avoiding a toll is to take a different route to work or school (62.0%) and of those who take a different route more than two-thirds (71.4%) reported that their new route takes more than 10 minutes longer. Many respondents supported multiple proposed highway

upgrades, but the widening of Interstate 64 on the Peninsula from Jefferson Avenue to Williamsburg was rated the highest priority by the most Hampton Roads' residents (57.3%). Additionally, there has been a 3.7 percent increase in respondents who do not want to extend the light rail since 2013, but a majority continues to support extending light rail to the Virginia Beach oceanfront.



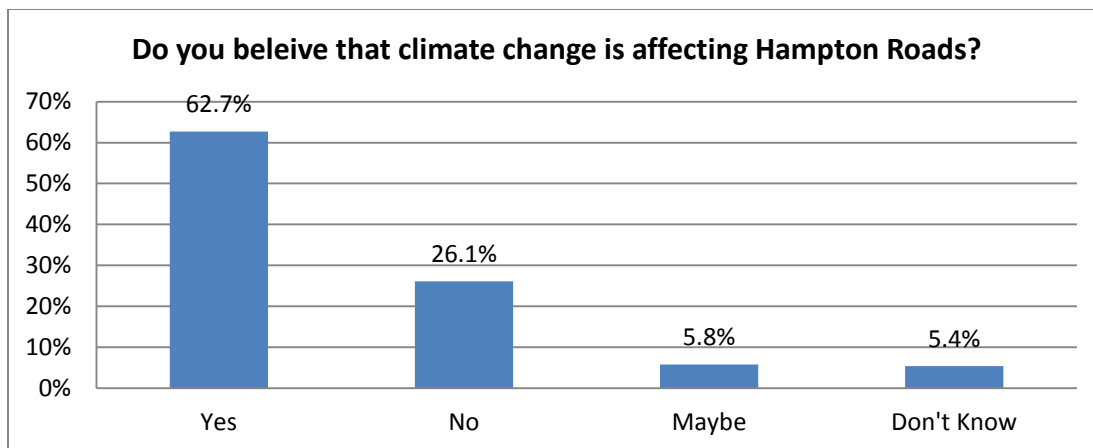
## Sea Level Rise/Climate Change and Flooding

The 2014 Life in Hampton Roads survey conducted by the Old Dominion University Social Science Research Center (SSRC) contained an extensive battery of questions to determine how people in Hampton Roads felt about several environmental issues, with a major focus on Sea Level Rise and Flooding to support the work of faculty affiliated with the ODU Mitigation and Adaptation Research Institute (MARI). The 853 respondents were asked to give their opinion on a variety of questions ranging from climate change and sea level rise and the effect on Hampton Roads to prevalence of recurrent flooding and other flood related topics. Responses analyzed below were weighted by city population, race, gender, age, and phone use (cell versus landline) to be representative of the Hampton Roads population. Details of survey methodology are included in the 2014 LIHR demographics and methodology section ([www.odu.edu/ssrc](http://www.odu.edu/ssrc)). The margin of error for the 2014 LIHR survey is 3.7 percent (95 percent confidence interval).

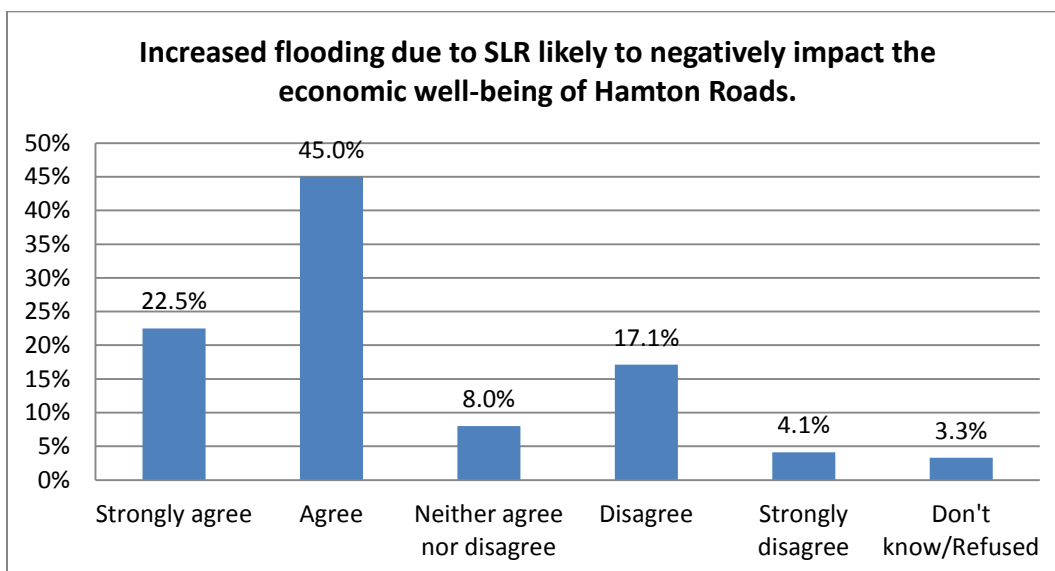
**Key Findings:** Survey results overall suggest that solid regional majorities are concerned about the local impact of flooding and sea level rise, including both economic and environmental effects. However, while results indicate that while most people believe climate change and increased flooding due to sea level rise is affecting Hampton Roads, only a small percentage reported that recurrent flooding was a problem in their neighborhood. Additionally, while respondents thought there was a high probability of a catastrophic storm in the next ten years, and a large chance that such a storm would flood their home, only 34.8% of respondents reported having flood insurance, and many of these appear to think they have flood coverage when they do not.

## Climate Change and Sea Level Rise

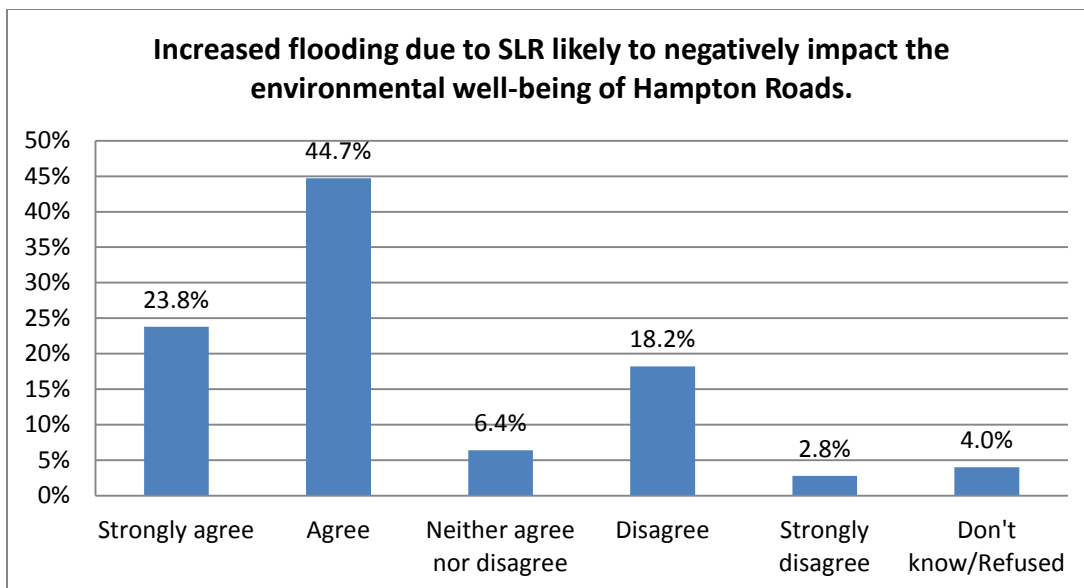
When respondents were asked whether or not they believe climate change is affecting Hampton Roads, 62.7% said yes. Only 26.1% stated that they do not believe climate change is affecting Hampton Roads, while 5.8% said climate change may be affecting Hampton Roads.



Respondents were also asked whether or not they felt that increased flooding due to sea level rise is likely to negatively impact the economic well-being of Hampton Roads. The majority of respondents (67.5%) reported that they strongly agree or agree, while only 21.2% strongly disagree or disagree that increased flooding due to sea level rise is likely to impact the economic well-being of Hampton Roads. Additionally, 8% stated that they neither agree nor disagree and 3.3% either didn't know or refused.

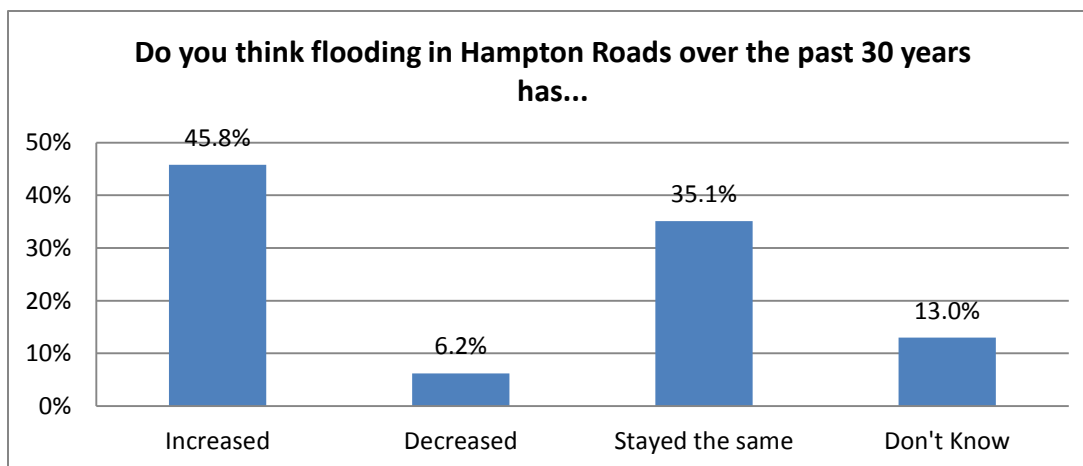


Another question was asked about whether or not increased flooding due to sea level rise was likely to impact the environmental well-being of Hampton Roads. Again, the majority of respondents (68.5%) strongly agreed or agreed that the environmental well-being of Hampton Roads would be negatively impacted by increased flooding due to sea level rise. Only 21% strongly disagreed or disagreed, while 6.4% neither agreed nor disagreed. Another 4% either didn't know or refused.



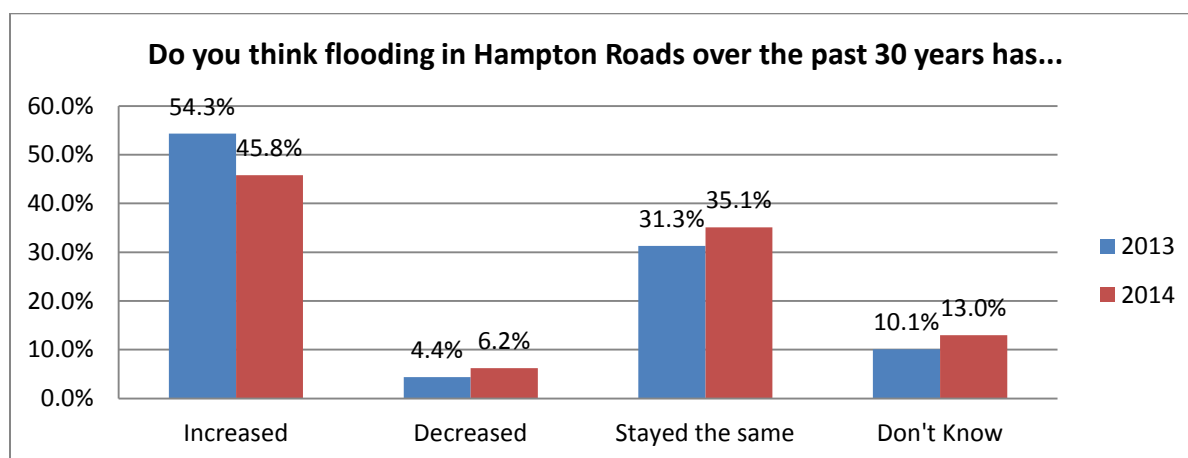
### Flooding and Flood Risks

Respondents were asked whether they believe that recurrent flooding in Hampton Roads has increased, decreased, or stayed the same in the past 30 years. The overwhelming majority of respondents stated that flooding has either increased (45.8%) or stayed the same (35.1%) in Hampton Roads over the past 30 years. Only 6.2% stated that flooding has decreased and 13% claimed they didn't know.



Comparing respondent's answers to the question "Do you think flooding in Hampton Roads over the past 30 years has increased, decreased, or stayed the same," there are some considerable differences. In 2013, 54.3% of respondents reported that they believe flooding had increased in Hampton Roads over the past 30 years, whereas in 2014 that figure is down to 45.8%. Additionally, a larger percentage

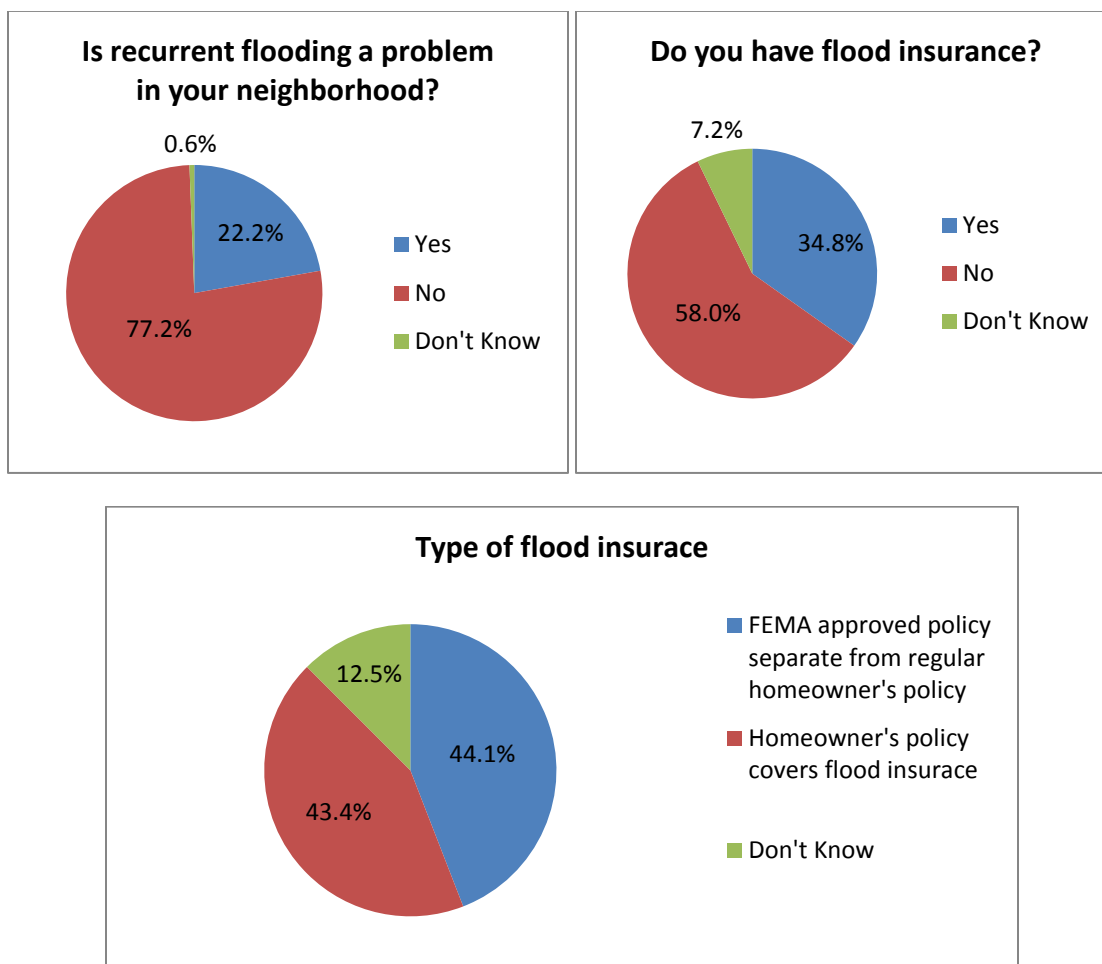
believed flooding has decreased in Hampton Roads over the past 30 years in 2014 (6.2%) than in 2013 (4.4%). There were also more respondents in 2014 who reported that flooding has stayed the same in 2014 (35.1%) compared to respondents in 2013 (31.3%). These differences may reflect the lack of major flooding events in the past year, compared to 2013 when memories of flooding caused by Hurricane Sandy may have been more readily available.



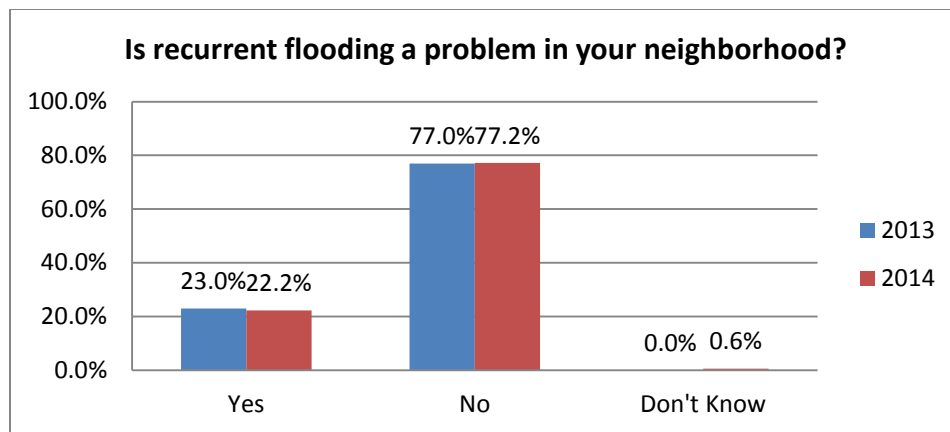
Respondents were also asked whether or not recurrent flooding is a problem in their neighborhood. Although 45.8% reported that they think flooding has increased in Hampton Roads over the past 30 years, only 22.2% reported that recurrent flooding is a problem in their neighborhood. Conversely, 77.2% reported that recurrent flooding is not a problem in their neighborhood.

Respondents were asked to answer the question, "Do you have flood insurance?" It is not surprising that with only 22.2% reporting that recurrent flooding is a problem in their neighborhood that only 34.8% reported having flood insurance. The majority of respondents (58%) claimed not to have flood insurance and another 7.2% did not know if they had flood insurance. Of those that reported having flood insurance, 44.1% indicated that they have a FEMA approved policy separate from their regular homeowner's policy, while 43.4% thought that their homeowner's policy covers flooding, and 12.5% were not sure what type of flood insurance they have. Since almost no homeowner's insurance policies cover flooding in the U.S., it is likely that nearly half (43.4%) of respondents who think they have flood

insurance are actually without flood coverage. Problems with mistaken beliefs about flood coverage are common in the wake of major floods in the US according to ODU insurance expert Michael McShane.

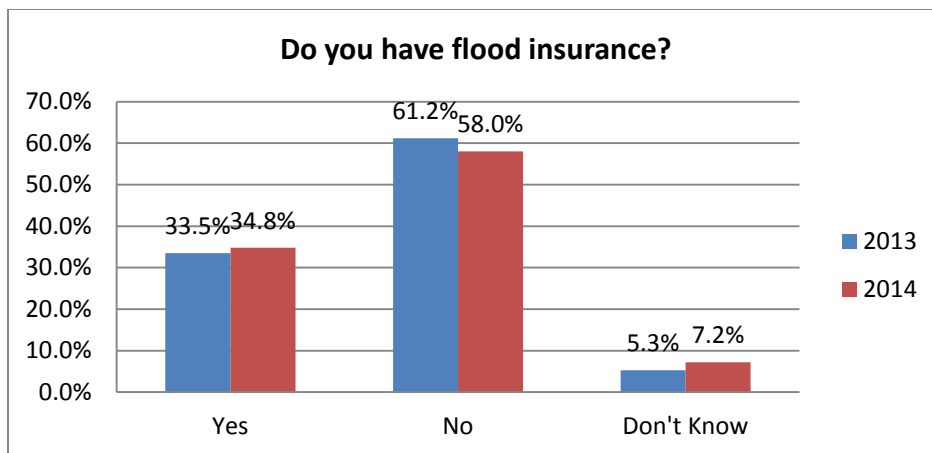


Comparing this year's data to 2013, the percentages were almost identical regarding recurrent flooding in the neighborhood. In 2013, 23% said recurrent flooding was a problem in their neighborhood, compared to 22.2% in 2014. Similarly, 77% of respondents said recurrent flooding was not a problem in their neighborhood in 2013, compared to 77.2% in 2014.



Respondents gave very similar answers last year as they did in 2014 as to whether or not they have flood insurance. In 2013, 33.5% of respondents reported having flood insurance compared to 34.8% in 2014. Additionally, 61.2% of respondents reported not having flood insurance in 2013, while 58% reported not having flood insurance in 2014. Despite being asked slightly differently between 2013 and 2014, the percentages were considerably lower this year for those reporting that their flood insurance was a FEMA approved policy separate from their homeowner's policy.<sup>6</sup> The percentage of those reporting that their flood insurance was a FEMA approved policy separate from their homeowner's policy in 2013 was 58.7%. This year that percentage dropped to 44.1% reporting that they had a FEMA approved policy separate from their homeowner's policy.

<sup>6</sup> In 2103, the question read, "You said that you have flood insurance. Is it a FEMA approved policy separate from your regular homeowners' policy?" This year's question read, "You said that you have flood insurance. Is it a FEMA approved policy separate from your homeowner's policy or does your regular homeowner's policy cover flood insurance."



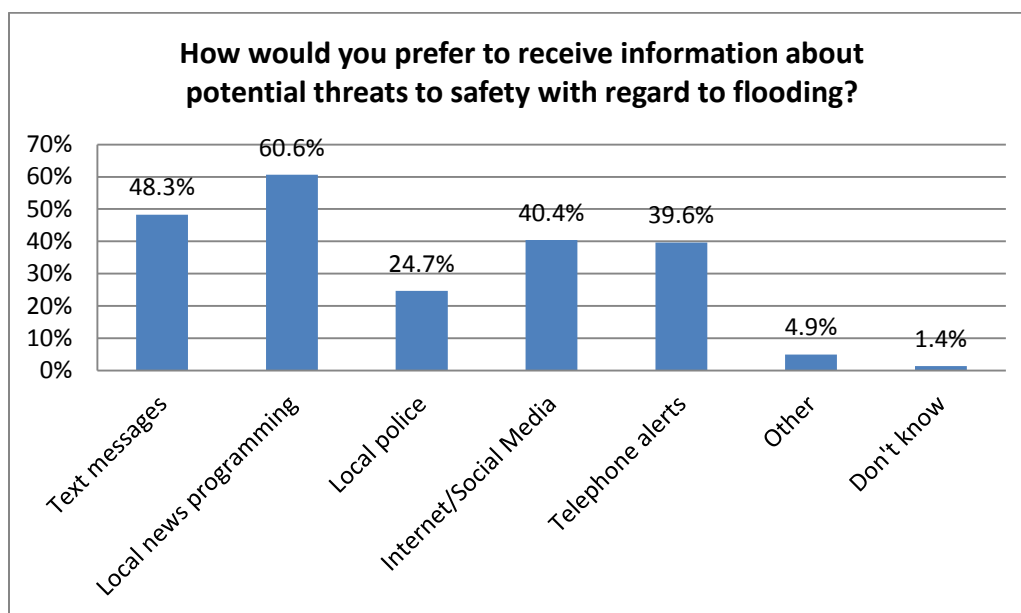
### Emergency Likelihood and Warning Preferences

Respondents were asked what the percent probability, with 0 meaning definitely will not happen and 100 meaning definitely will happen, that Hampton Roads will be struck by a catastrophic hurricane in the next ten years. The average percent probability given was 81.6% indicating that respondents think it very likely that a catastrophic hurricane will strike Hampton Roads in the next ten years. However, when asked to report the percent probability that their home would flood in the case of such an event, the average was only 59.1%.<sup>7</sup> Respondents were also asked what the percent probability is that their home would be damaged by winds or falling debris and the average was higher (77.9%), indicating that Hampton Roads residence are more concerned with damage from winds and falling debris than they are with flooding.

Percent Probability Questions	Average % Probability
Hampton Roads will be struck by a catastrophic hurricane in next ten years.	81.6%
Home would flood in case of such an event.	59.1%
Home would be damaged by wind and falling debris in case of such an event.	77.9%

<sup>7</sup> Respondents who reported at least a 1.1% probability of a catastrophic event were asked about their home flooding and damage due to debris (n=805).

Finally, respondents were asked how they would prefer to receive information about potential threats to safety with regard to flooding. The most popular answers were local news programming (60.6%), text messages (48.3%), internet/social media (40.4%), and telephone alerts (39.6%). Only 24.7% reported they would like to receive information about potential threats to safety with regards to flooding from their local police. Another 4.9% gave some other way they would like to receive information and 1.4% stated they don't know.



Summary: Sea level rise and flooding are perceived to be significant risks by Hampton Roads residents, but action to address those risks currently lags risk perception. A majority of respondents see climate change and sea level rise as a threat to the Hampton Roads region as a whole, both economically and environmentally, but a much smaller percentage reported having recurrent flooding in their neighborhood or having flood insurance. Even many of those that reported having flood insurance under their homeowner's policy are not truly covered in the case of a flood or flood damage. It is also noteworthy that while the average percent probability reported for Hampton Roads being struck by a catastrophic event was 81.6%, that average dropped down to 59.1% when asked if they believe that their home would flood in the case of such an event. It would appear that while Hampton Roads residents are aware that climate change and sea level rise are risks for the greater region, few are experiencing first



hand problems in their neighborhood at this point, in spite of a high perceived probability of a catastrophic storm, and a high perceived probability that such a storm would cause flooding, many respondents appear to not be expecting personal problems and many have not taken steps to protect their property in the case of such problems such as purchasing flood insurance.

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All Life In Hampton Roads Data Analyses will be placed on the Social Science Research Center website as they are released ([www.odu.edu/ssrc](http://www.odu.edu/ssrc)). Follow-up questions about the 2014 Life In Hampton Roads survey should be addressed to:

Jesse Richman, PhD  
Faculty Director  
The Social Science Research Center  
Associate Professor of Political Science and Geography  
Old Dominion University  
757-683-3853 (office) or 757-201-5484 (cell).  
[jrichman@odu.edu](mailto:jrichman@odu.edu)

Or

Tancy Vandecar-Burdin, PhD  
Associate Director  
The Social Science Research Center  
Old Dominion University  
757-683-3802 (office)  
[tvandeca@odu.edu](mailto:tvandeca@odu.edu)