



THE LIFE IN HAMPTON ROADS SURVEY - 2010-2012

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Background on LIHR Survey

- Financial support from ODU Office of Research, Office of University Advancement, and the College of Arts and Letters
- Goals:
 - (1) to establish a platform through which faculty can compile pilot data to develop their research publications and extramural research grant proposals
 - (2) to develop a baseline of social/economic indicators for use by local government and other community organizations

Methodology

- Questions solicited from faculty in all Colleges through Deans and Chairs and targeted emails to previous SSRC collaborators
- Instrument has included 75-100 questions per year
- Topics covered included: media/news consumption, arts & culture, quality of life, transportation, local/state government & political issues, environmental issues, health, education, housing, neighborhood issues & crime, military life, and basic demographic information.

Methodology, cont.

- A random digit dial (RDD) telephone sample was employed for the seven cities as well as cell phone samples (2011/2012)
 - Norfolk Portsmouth
 - Virginia Beach Chesapeake
 - Hampton Newport News
 - Suffolk
- Survey period varied from year to year but generally May-August. Surveys lasted an average of 20 minutes
- Incentives used & left one message on answering machines (landlines only)

Results

- Total number of respondents varied 681 (2010), 730 (2011), 762 (2012)
- However, participants more likely to be white, female, and older than the HR population
- Weighting was employed to adjust the results to be more representative of the HR population

Demographics

City of Residence	2010	2011	2012
Chesapeake	17.7%	17.7%	16.2%
Hampton	9.3%	9.5%	10.1%
Newport News	14.7%	11.3%	12.3%
Norfolk	11.5%	14.9%	16.3%
Portsmouth	10.2%	8.9%	9.4%
Suffolk	6.2%	8.3%	5.6%
Virginia Beach	30.4%	29.3%	30.1%
Male	48.0%	44.4%	45.9%
Female	52.0%	55.6%	54.1%

Demographics

Employment Status	2010	2011	2012
Employed	65.6%	--	--
Full-time	--	46.7%	53.3%
Part-time	--	12.6%	13.7%
Not employed	21.6%	--	--
Looking for work	--	10.4%	8.3%
Not looking for work	--	7.0%	9.2%
Retired	12.8%	23.2%	15.3%
Refused	0.1%	0.2%	0.2%

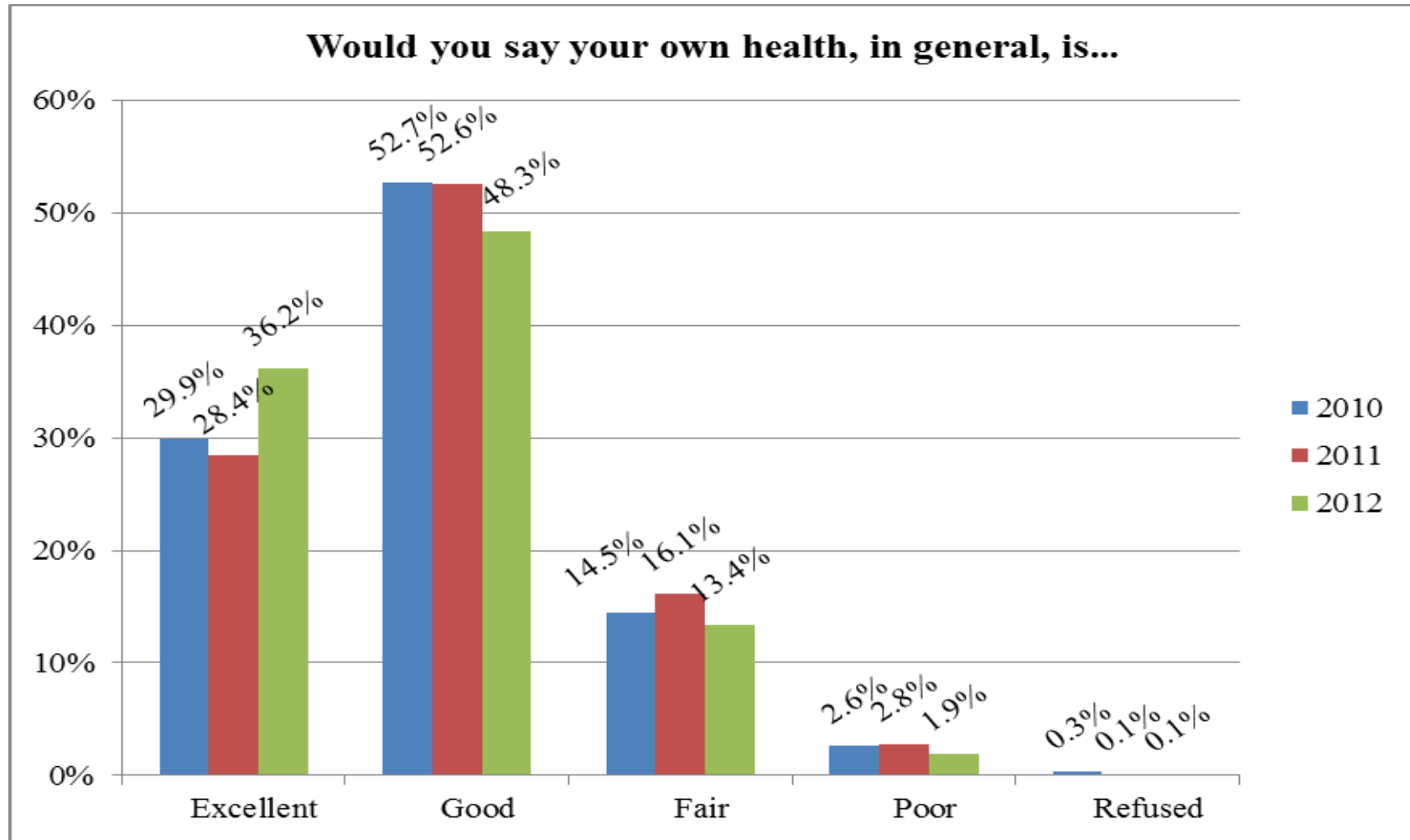
Demographics

- Race/ethnicity
- Highest level of education
- Marital status
- Age
- Employment status
- Household income

Neighborhoods

How would you rate the quality of life in your neighborhood?	2011	2012
Excellent	38.0%	42.4%
Good	43.5%	42.9%
Fair	14.0%	12.3%
Poor	4.4%	2.0%
Don't Know/Refused	0.2%	0.3%

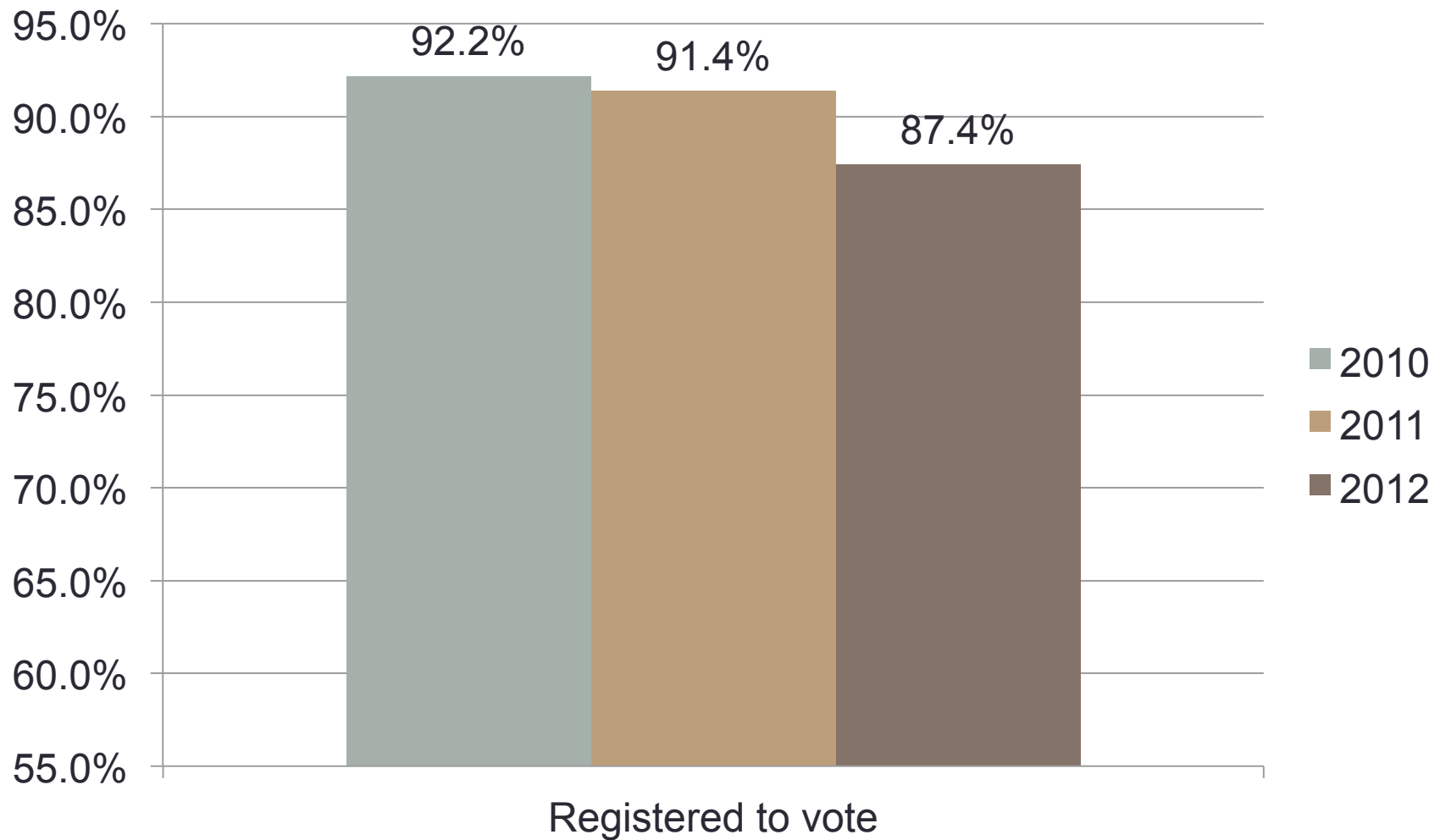
Wellness



Wellness, cont.

Survey item	% Yes
Do you have safe places to exercise in your neighborhood?	90.3%
Do you see many people being physically active in your neighborhood doing things like walking, jogging, cycling, etc.?	86.9%
Does your local grocery store offer fresh fruits and vegetables at reasonable prices?	91.4%
Have you seen a doctor for medical care in the past year?	80.2%
Have you seen a dentist for professional care in the past year?	75.0%

Civic Engagement



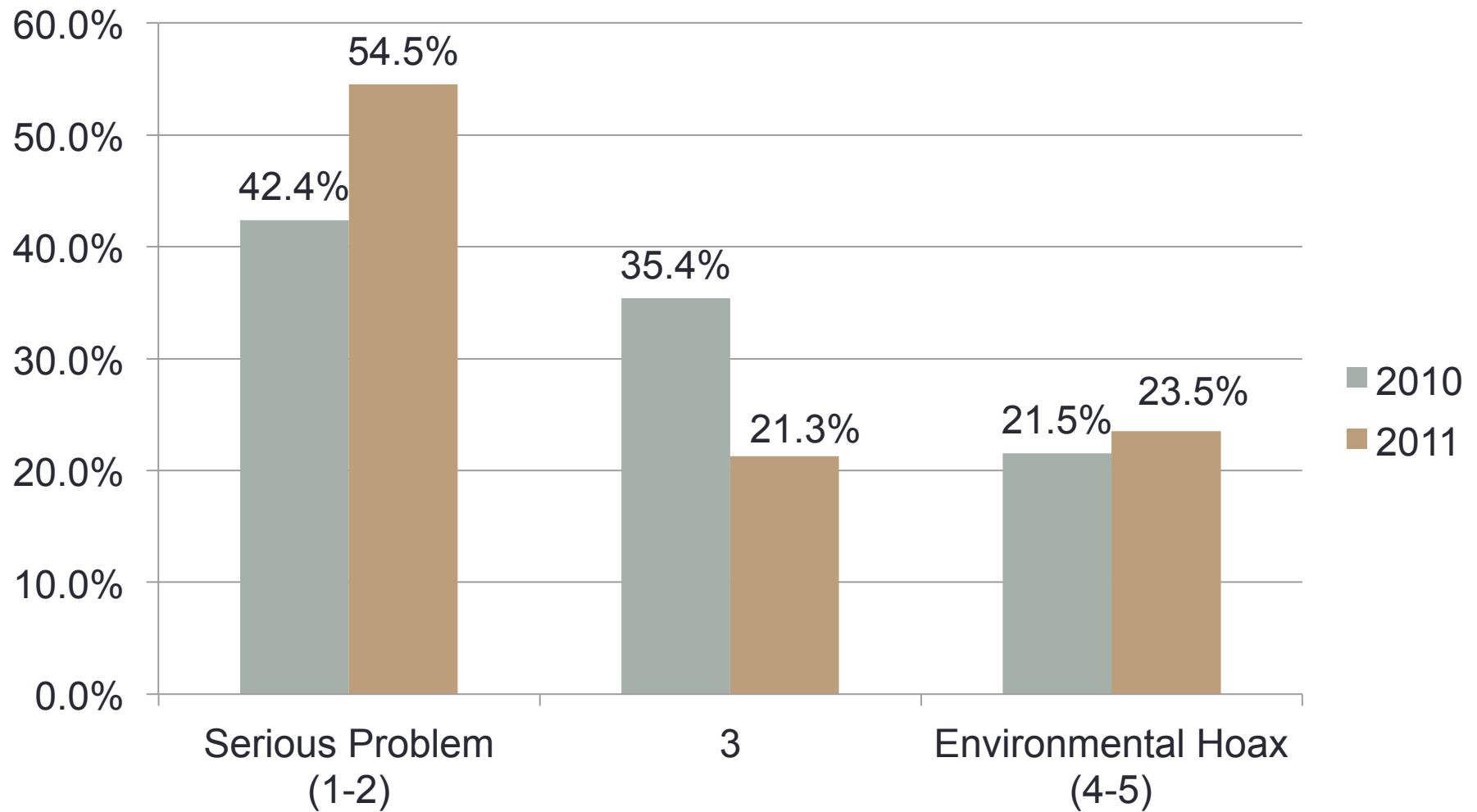
Transportation

- Several questions about light rail (before and after operations began)
- Average commute time to work or school = 23.9 minutes.
- 38.8% of respondents travel through a bridge or tunnel in HR more than once a week (9.6% not at all).
- 51.3% of respondents are extremely or very concerned with traffic congestion in HR
- 30.1% of respondents indicated that in thinking about the potential need to evacuate the region in the event of a natural disaster or other conditions that they would stay because of congestion.

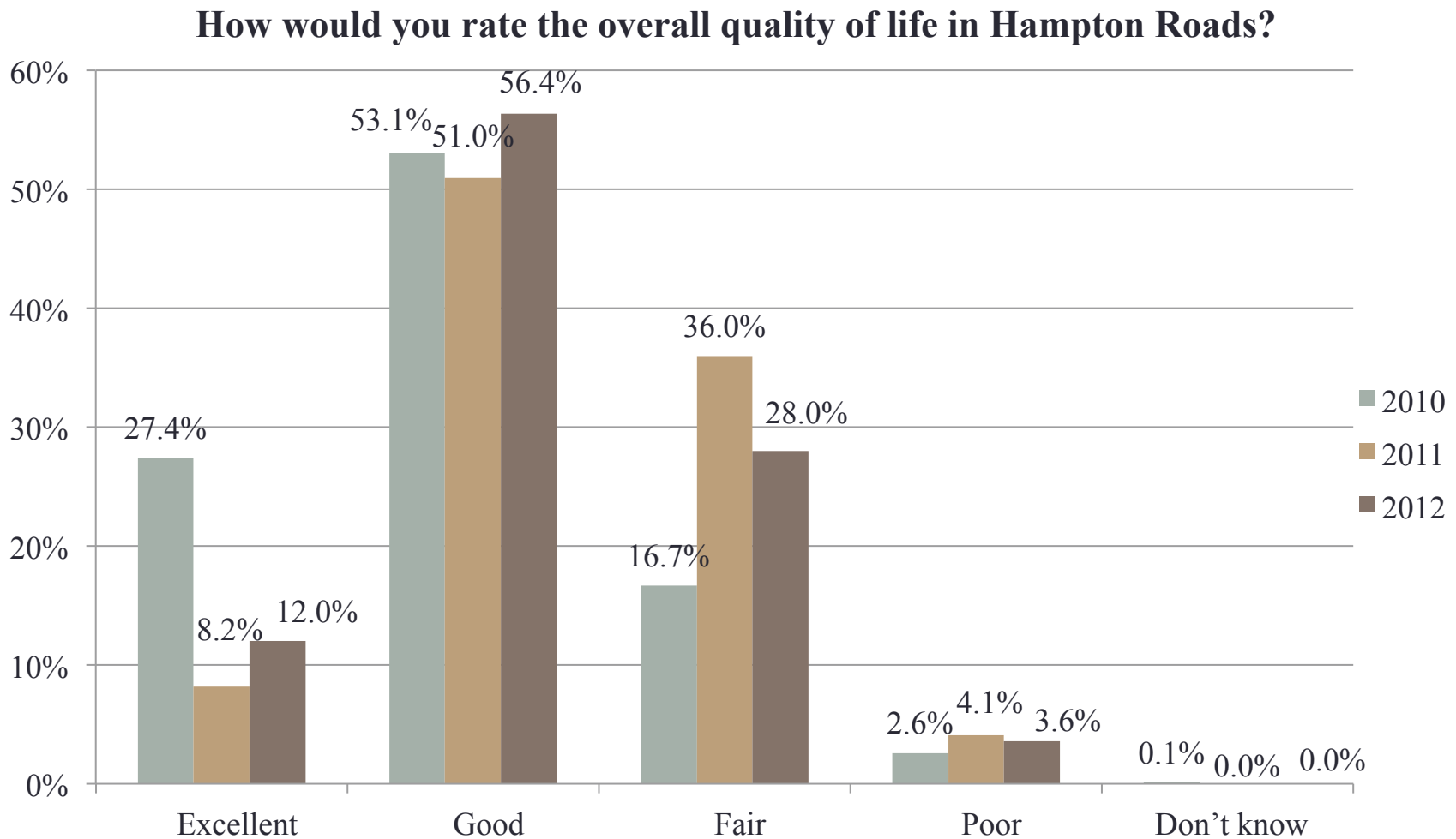
Environment/Sea Level Rise

	Strongly Agree	Agree	Disagree	Strongly Disagree
We worry too much about the future of the environment and not enough about prices/jobs today.	20.4%	28.4%	33.6%	12.8%
There need to be stricter laws and regulations to protect the environment.	26.3%	52.5%	15.5%	3.0%
	YES	NO		
Are you concerned that rising sea levels here in Hampton Roads will affect you personally?	37.4%	59.6%		
Are you concerned about rising sea levels in the rest of the world?	62.2%	36.1%		

Global Warming: Serious Problem or Environmental Hoax



Quality of Life in HR



Visualization Ideas/Contact Info

- Changes in data from year to year
- Differences in landline only, cell+landline, and cell only respondents
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