

## **Cross-Year Comparison of the Life in Hampton Roads Survey Results**

The Social Science Research Center (SSRC) at Old Dominion University recently completed data collection for the third 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, and other issues. Funding for the 2012 survey was provided by the ODU Office of Research and the Dean of the College of Arts and Letters. 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 the first and second Life in Hampton Roads surveys conducted in 2010 and 2011, respectively. The 2010 survey consisted of 106 questions, the 2011 survey consisted of 76 questions, and in 2012, 77 questions were asked of respondents; topics included media and news consumption, arts, culture, and travel, quality of life, transportation, local and state government and political issues, environmental issues, health and education, housing, spirituality and well-being, neighborhood issues and crime, military life, and basic demographic information. In addition to basic demographic questions, a total of 15 questions are comparable across the three years of data. This report examines the data for all three years and compares the percentage of responses for various questions across the 2010, 2011 and 2012 samples<sup>1</sup>.

In 2012, a total of 762 interviews were completed with Hampton Roads residents, in 2011, a total of 730 completed interviews were obtained; 681 completed surveys were obtained in the 2010 effort. It is important to note, however; that all three samples overrepresented women, whites, and older individuals. A weight variable was computed separately for each year, and the data files were weighted to correct for discrepancies in age, race, and gender between the survey sample and the general Hampton Roads population. The 2011 and 2012 sample was also weighted based on estimates of the population based on telephone usage (landline versus cellphone). The 2012 sample was 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. Frequencies were

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<sup>1</sup> All changes reported here reflect only absolute change in percentage of respondents reporting a given response. Statistical significance of these changes was not assessed for this report.

generated for both the weighted and unweighted samples for 2010 data, 2011 data, and 2012 data using PASW statistical software.

All results used in this report 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 sample collected in 2012 contains respondents who were reached both via landline and via cell phone. Cell-only respondents are included in the sample reported here for 2012.

### **Limitations of Comparisons**

The comparisons made in this report reflect absolute percentage change across years for responses to a given question. Statistical significance was not assessed for the comparisons presented here. Further, the fact that cell phone respondents are absent from the 2010 sample, partially included in the 2011 sample, and fully included in the 2012 sample complicates comparisons with respect to the demographic makeup of cell phone samples.

### **Demographics**

The 2012 sample had a higher percentage of Norfolk residents in 2012 (16.3%) than in 2011 (14.9%) or 2010 (11.5%). There were fewer white respondents represented in the 2012 sample (56.3%) than in 2011 (63.2%), though more than in 2010 (53.0%), and fewer respondents reported their race as Black or African-American in 2012 (30.0%) than in 2011 (30.3%) or 2010 (35.2%). The percentage of those who reported their race as “Other” was highest in 2012 at 3.0% compared to 1.2% in 2011 and 2.3% in 2010. The 2012 sample was 45.9% male and 54.1% female, whereas the 2011 sample was 44.4% male and 55.6% female, compared with 48.0% male and 52.0% female in 2010. The average age of respondents was youngest in 2012 (43.0 years) compared to previous years (49.9 in 2011 and 43.4 in 2010).

<b>Hampton Roads City</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
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%
<b>Race of Respondent</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
White	53.0%	63.2%	56.3%
Black or African-American	35.2%	30.3%	30.0%
Hispanic or Latino	3.9%	1.0%	2.9%
American Indian or Alaskan Native	0.5%	0.6%	0.5%
Asian	0.9%	0.9%	1.4%
Native Hawaiian or Pacific Islander	0.2%	0.2%	1.1%
Multiracial	3.3%	1.9%	3.9%
Other	2.3%	1.2%	3.0%
Refused	0.7%	0.7%	0.9%
<b>Gender</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Male	48.0%	44.4%	45.9%
Female	52.0%	55.6%	54.1%
<b>Average Age</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Average age (years)	43.4	49.9	43.0
<b>Education Level</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Some grade school	0.7%	0.4%	0.1%
Some high school	2.2%	4.2%	2.7%
High school diploma/GED	18.5%	17.8%	20.4%
Completed trade/professional school	5.4%	5.3%	3.4%
Some college	28.2%	22.3%	23.7%
Associate's degree	11.3%	12.1%	11.0%
Bachelor's degree	18.7%	20.6%	21.8%
Graduate degree	12.7%	14.8%	15.9%
Other	2.0%	2.3%	0.8%
Refused	0.3%	0.3%	0.2%

Almost 2% more respondents reported that they had less than a high school diploma in 2011 (4.6%) than in 2010 (2.9%) and in 2012 (2.8%). Five percent fewer reported “some college” or an Associate’s degree in 2011 (34.4%), compared to 2010 (39.5%) and 2012 (34.7%). There was an increase in the percentage of respondents who reported having Bachelor’s degrees across all three years (18.7% in 2010, compared to 20.6% in 2011, and 21.8% in

2012), and who reported having a Graduate degree (12.7% in 2010 compared to 14.8% in 2011, and 15.9% in 2012). It is important to reiterate that the underrepresentation of young respondents, minority respondents, and males is an effect of the removal of cell phone-only respondents from the 2011 data for purposes of comparison as well as the inclusion of these respondents in 2012. The demographics, however, are very similar to the 2010 data and reflect the comparable methodology across the three surveys.

Fewer respondents reported their marital status as “married” in 2011 and 2012 compared to 2010 (56.2% in 2010 compared to 54.9% in 2011, and 49.0% in 2012). The percentage of respondents who said that they were, “single, not living with a partner” was highest in 2012 (23.8% in 2010 compared to 20.7% in 2011, and 27.7% in 2012). There was a small increase in the percentage of respondents whose status was “divorced” (9.0% in 2010 compared to 10.8% in 2011, and 11.2% in 2012), cohabiting (5.4% in 2010 compared to 6.0% in 2011 and 6.5% in 2012). In 2010 17.8% of respondents indicated that someone in their household was active duty military, 10.1% did so in 2011, compared to 10.9% in 2012.

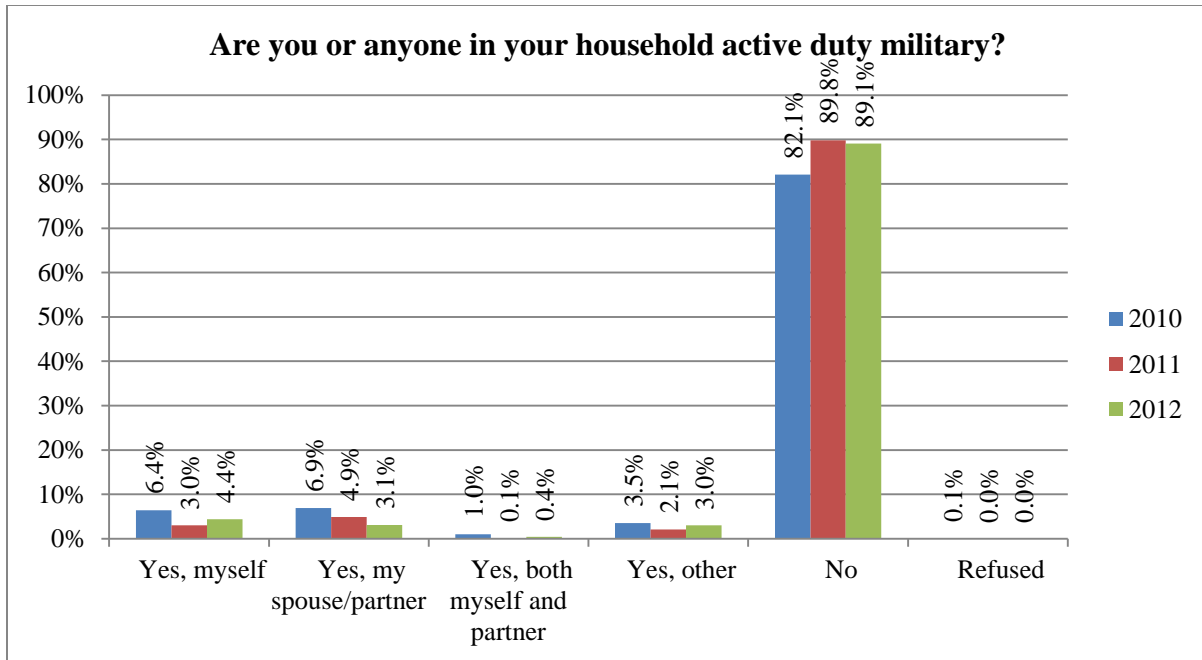
More respondents were employed in 2012 (67.0%) than in 2011 (59.3%) or 2010 (65.6%), and there was very little change in the percentage of those who indicated that they were not employed between 2011 and 2012 (21.6% in 2010, compared to 17.4% in 2011 and 17.5% in 2012). There was a ten percent increase in of respondents who indicated that they were retired between 2010 and 2011 (12.8% compared to 23.2%)<sup>2</sup>, and then a decrease of 7.9% between 2011 and 2012 in the percentage of retired respondents (15.3% in 2012). Income levels changed somewhat between 2011 and 2012. The percentage of respondents indicating that their total family household income was less than \$30,000 made up 21.2% of the sample in 2011 and 17.5% in 2010, and only accounted for 14.3% of the 2012 sample. The percentage of respondents who indicated that their incomes were in the \$60,000-\$90,000 range dropped from 19.2% in 2010 to 17.0% in 2011, but increased 6.0% to 23.0% in 2012. Further, the percentage of respondents who indicated that their incomes were above \$90,000 increased 5.4% from 24.4% in 2011 to 29.8% in 2012 (21.7% in 2010).

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<sup>2</sup> The employment question was worded differently in 2011 and 2012. Percentages reflected here represent the total percentage of people who indicated that they were employed, unemployed, and retired in 2011 and 2012.

<b>Marital Status</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Single, not living with partner	23.8%	20.7%	27.7%
Single, living with partner	5.4%	6.0%	6.5%
Married	56.2%	54.9%	49.0%
Divorced/separated	9.0%	10.8%	11.2%
Widowed	5.3%	7.3%	5.4%
Refused	0.4%	0.3%	0.1%
<b>Employment Status<sup>3</sup></b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
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%
<b>What was your family household income last year?</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Less than \$10,000	4.8%	6.5%	2.1%
More than \$10,000 to \$20,000	7.1%	7.6%	2.1%
More than \$20,000 to \$30,000	5.6%	7.1%	10.1%
More than \$30,000 to \$40,000	9.9%	7.3%	6.6%
More than \$40,000 to \$50,000	8.2%	7.2%	7.7%
More than \$50,000 to \$60,000	7.6%	11.6%	10.8%
More than \$60,000 to \$70,000	7.2%	5.1%	9.8%
More than \$70,000 to \$80,000	8.4%	6.5%	10.1%
More than \$80,000 to \$90,000	3.6%	5.4%	3.1%
More than \$90,000 to \$100,000	6.1%	3.6%	6.6%
More than \$100,000	15.6%	20.8%	23.2%
Don't know	7.4%	4.6%	4.1%
Refused	8.5%	6.9%	3.9%

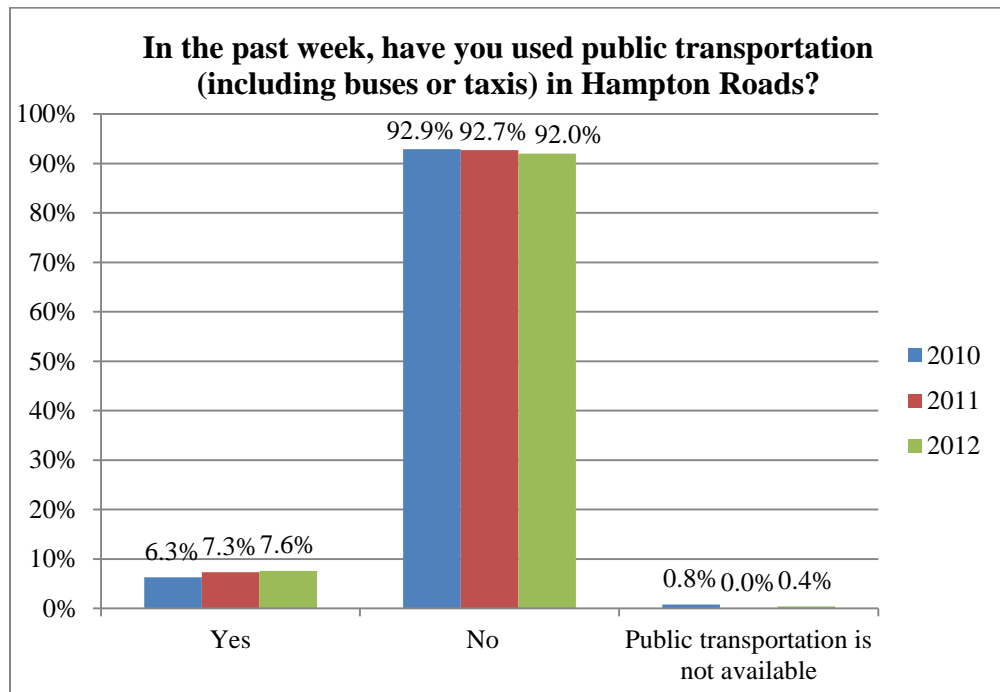
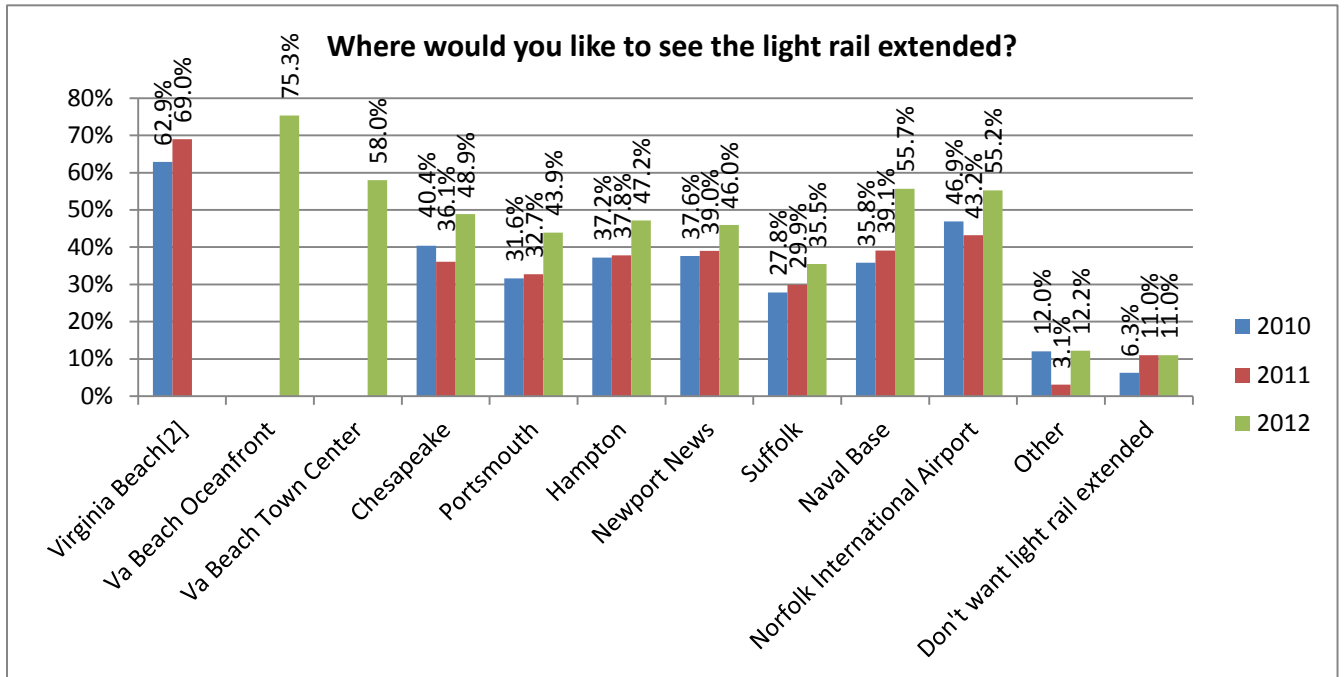
<sup>3</sup> This question was worded as “Are you employed?” in 2010, and “Are you employed full time or part time?” in 2011. Respondents from the 2010 sample who said that they were not employed were not asked whether or not they were looking for work.



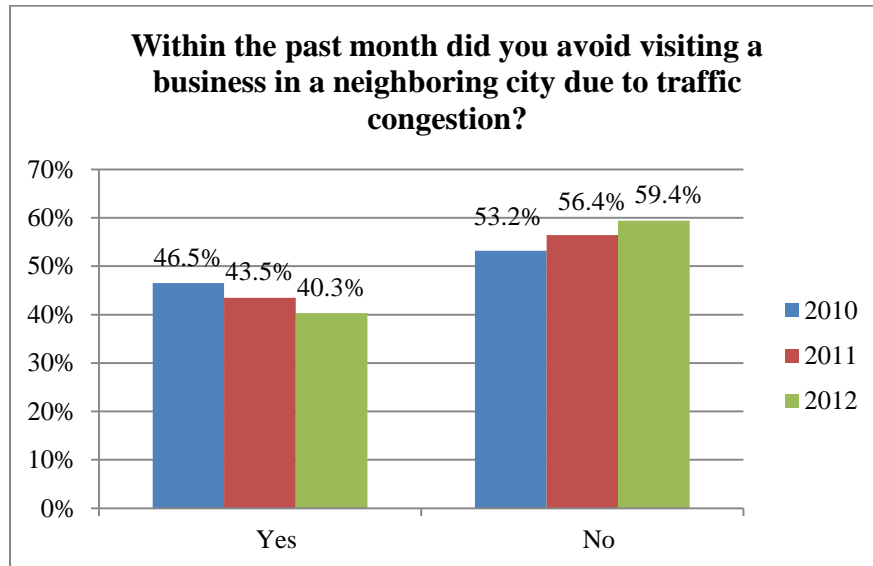
### Public Transportation in Hampton Roads

There was a slight increase in the percentage of respondents who said that they had used public transportation (including buses or taxis) in Hampton Roads in the past week from 6.3% in 2010 to 7.3% in 2011, and 7.6% in 2012. When asked where they would like to see the light rail extended, more respondents in 2011 said Virginia Beach (69.0% compared to 62.9% in 2010). In the 2012 survey, the Virginia Beach option was broken into “Virginia Beach Town Center” (58.0%) and “Virginia Beach Oceanfront” (75.3%), and is not directly comparable to previous years. Overall, 2012 saw the most desire among respondents for expansion of the light rail system. This may be due to the fact that the light rail has been operating for a year and many residents have either seen the trains or had the opportunity to ride. The Naval base (55.7% in 2012, 39.1% in 2011, and 35.8% in 2010) and Norfolk International Airport (55.2% in 2012 compared to 43.2% in 2011 and 46.9% in 2010) were the two most popular choices for light rail expansion in 2012 after Virginia Beach. There was a marked increase in the percentage of respondents who stated that they do not want the light rail extended; from 6.3% in 2010 to 11.0% in 2011, although this percentage was unchanged in 2012 (11.0%). The average commute for respondents in 2012 was 23.9 minutes, but in 2011 the average commute was 27 minutes, which was a slight increase over the 2010 average of 25.1 minutes. A somewhat lower percentage of respondents said that they avoided visiting a business in a neighboring

city due to concerns about traffic in 2012; 40.3% (compared to 43.5% in 2011 and 46.5% in 2010).



	2010	2011	2012
Average one-way commute, in minutes, to work or school.	25.1	27.0	23.9



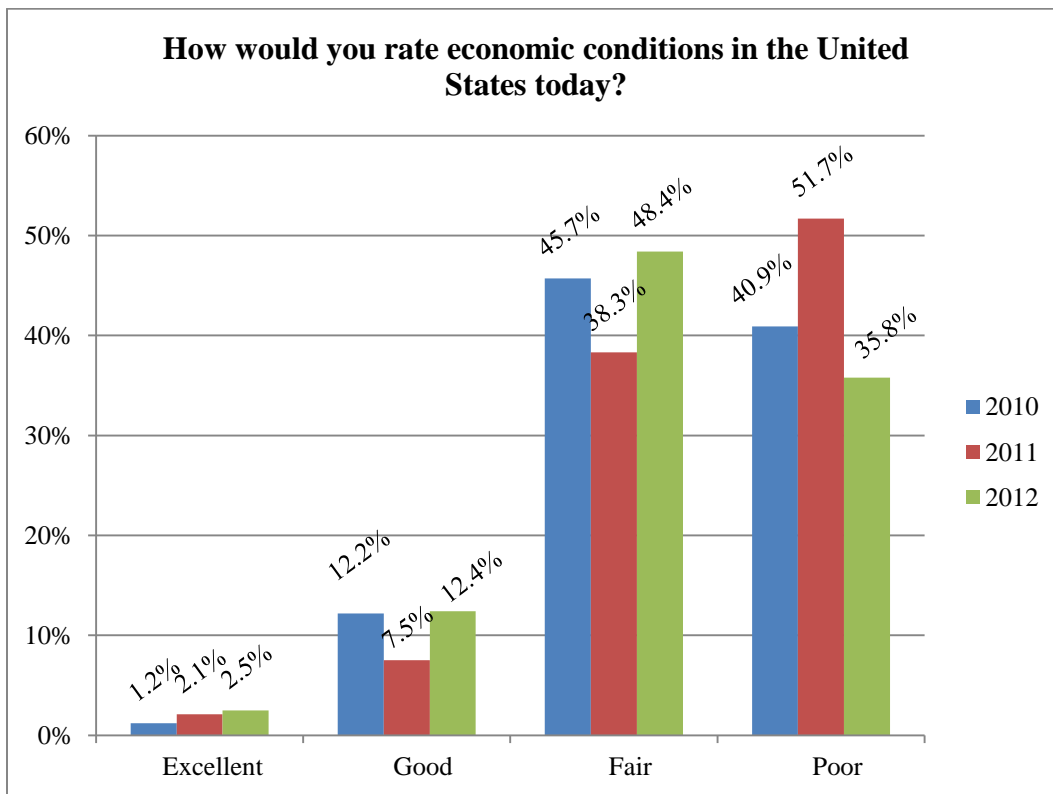
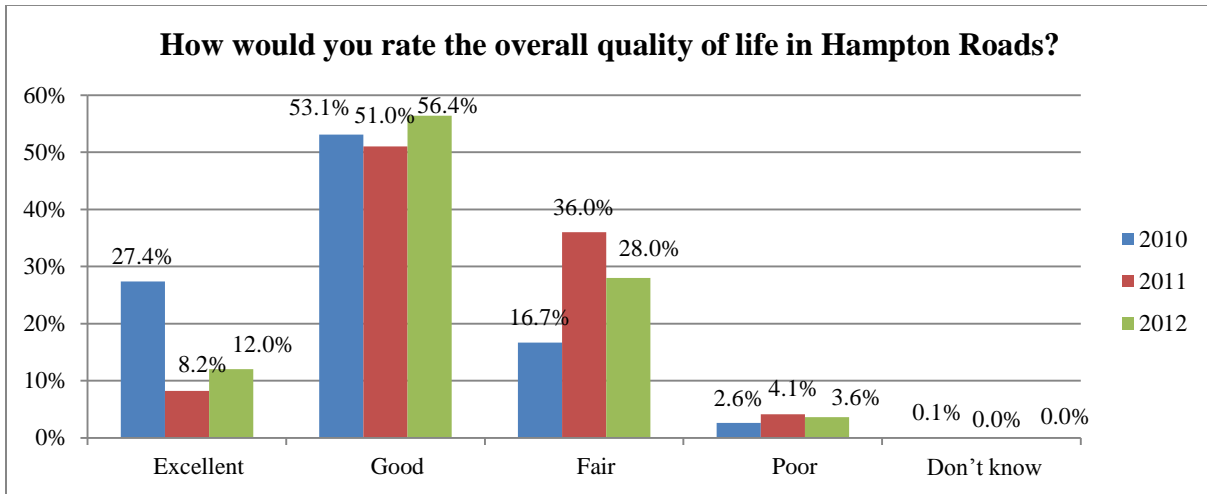
### Quality of Life and Economic Conditions in Hampton Roads

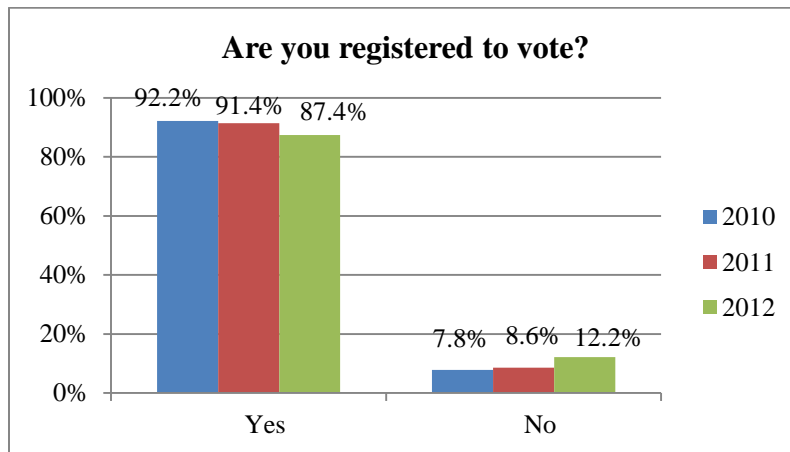
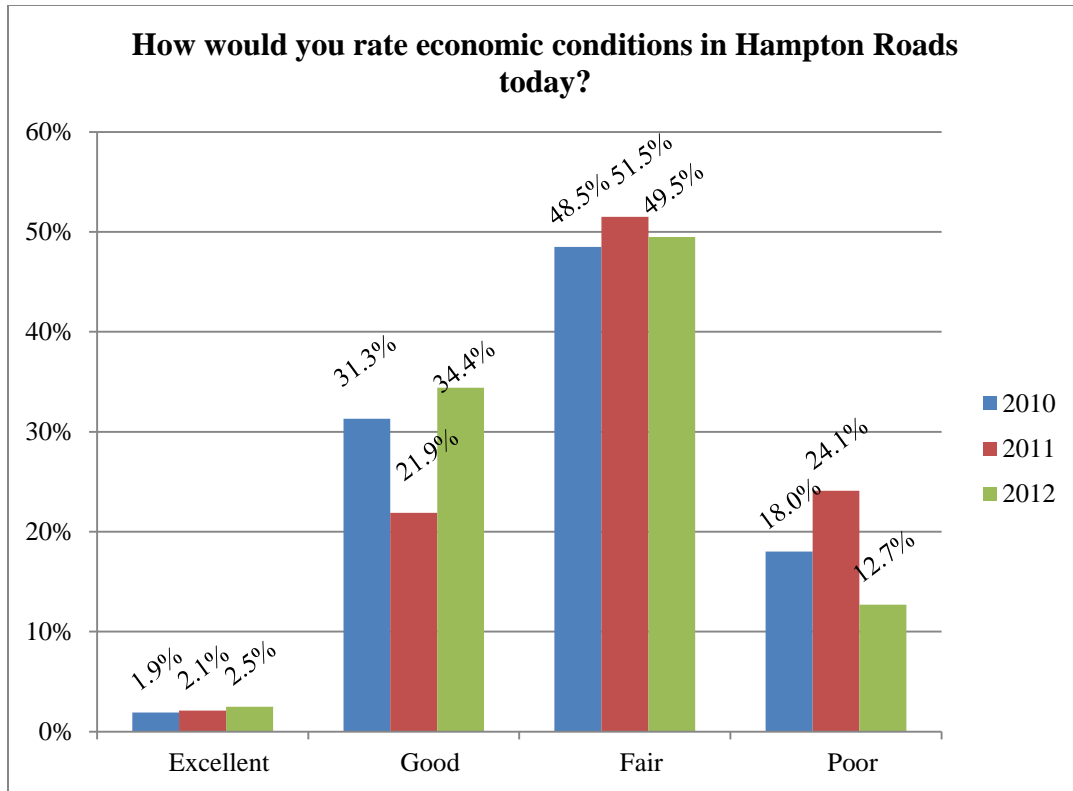
Respondents' perceptions of the overall quality of life in Hampton Roads changed a great deal across the three years in which the survey was conducted. In 2010, 80.5% of respondents rated the overall quality of life in Hampton Roads as "excellent" or "good", while in 2011, only 59.2% did so. In 2012 there was an increase in the percentage rating life as good or excellent to 68.4%. Respondents were asked in 2012 to provide a reason as to why they rated the quality of life in Hampton Roads as they did. The results show the different perspectives of life in the region by different respondents. Those respondents who responded "good" or "excellent" often cited the variety of things to do in the area such as cultural and recreational events. Other common responses were that the quality of life in Hampton Roads is better compared to other areas of the country; that there are adequate employment and job opportunities; and that the area is relatively safe. Those who rated the quality of life as "poor" or "fair" often cited unemployment or lack of jobs, issues with crime or the police, and traffic congestion.

When asked to rate economic conditions in Hampton Roads, 2012 respondents were relatively optimistic compared to previous years; 62.2% said 'Fair' or 'Poor' compared with 75.6% in 2011 and 66.5% in 2010.



However, the perception of the Hampton Roads economic situation was not rated as poorly as that of the United States as a whole: 84.2% responded ‘fair’ or ‘poor’ in 2012, compared with 90.0% in 2011, and 86.6% in 2010. The percentage of respondents said that they were registered to vote was relatively unchanged from 2010 to 2011; 91.4% in 2011 compared with 92.2% in 2010, however in 2012 only 87.4% said they were registered.

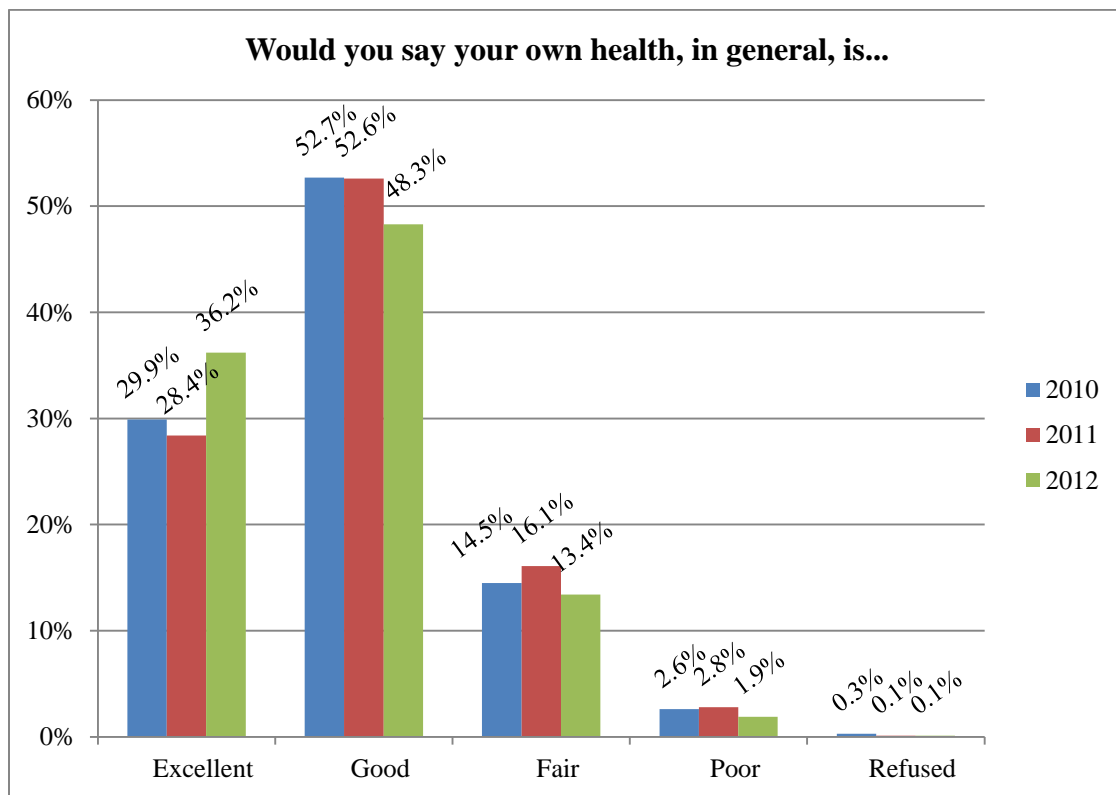


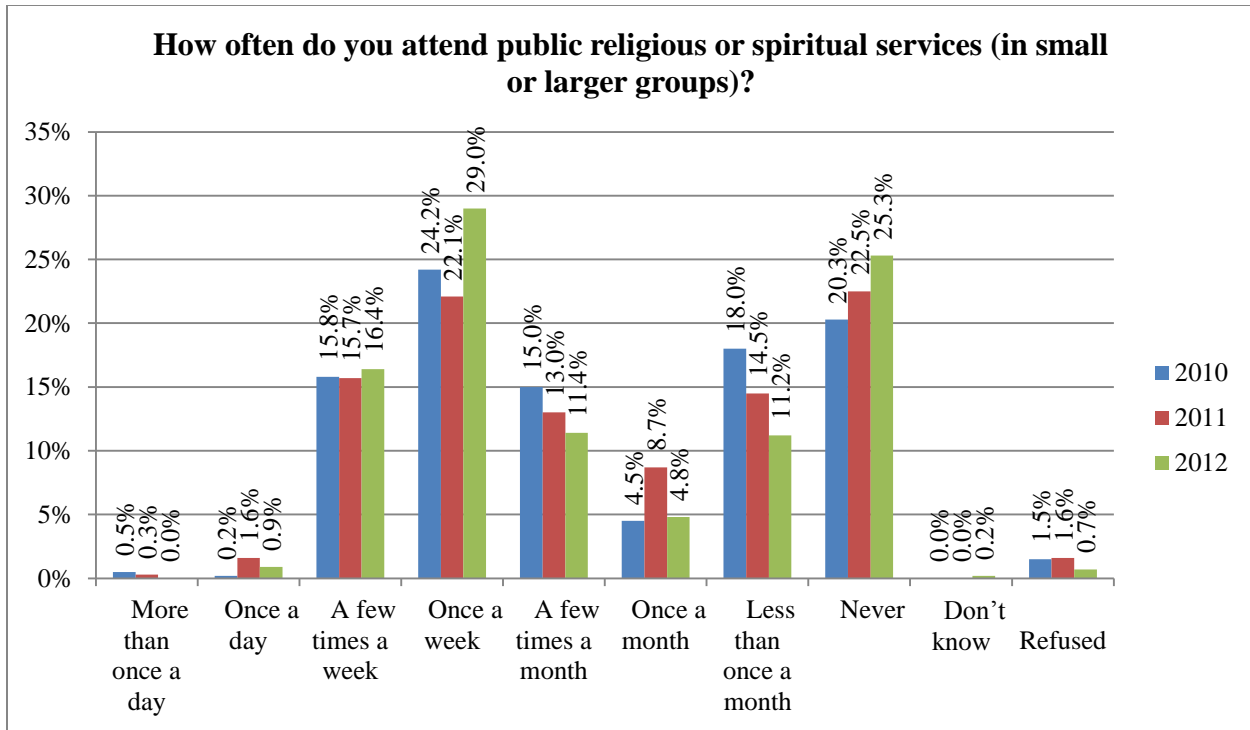


Respondents reported living in their current residences on average for shorter periods in 2012 than either 2011 or 2010: 10.8% of respondents reported less than one year of residence in 2012 compared to 6.9% in 2011 and 10.6% in 2010. The average number of years in their residence for those who reported living in their current residence for more than one year was 11.0 years in 2012, 13.6 years in 2011, and 11.6 years in 2010.

How long have you lived in your current apartment or house?	2010	2011	2012
Less than one year	10.6%	6.9%	10.8%
Average years (more than one year)	11.6 years	13.6 years	11.0 years
Don't know	0.1%	0.0%	0.1%
Refused	0.2%	0.0%	0.0%

The majority of respondents in both 2010 (82.6%) and 2011 (81.0%) reported their general health as excellent or good, and there was an increase in that percentage to 84.5% in 2012.



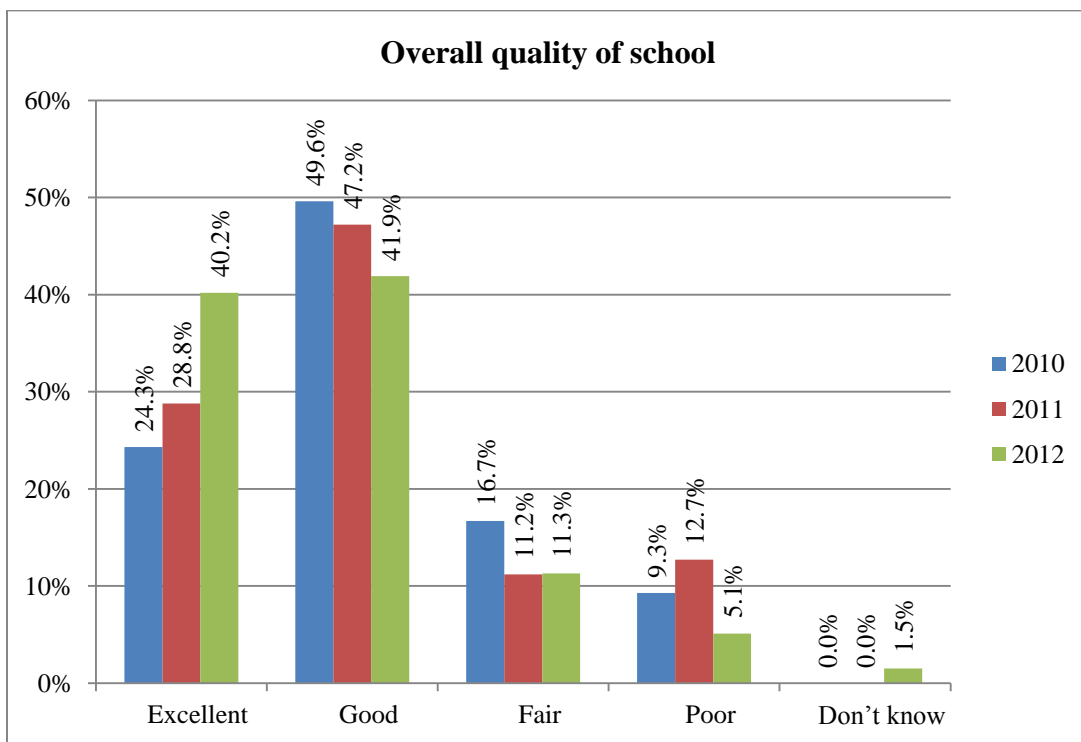
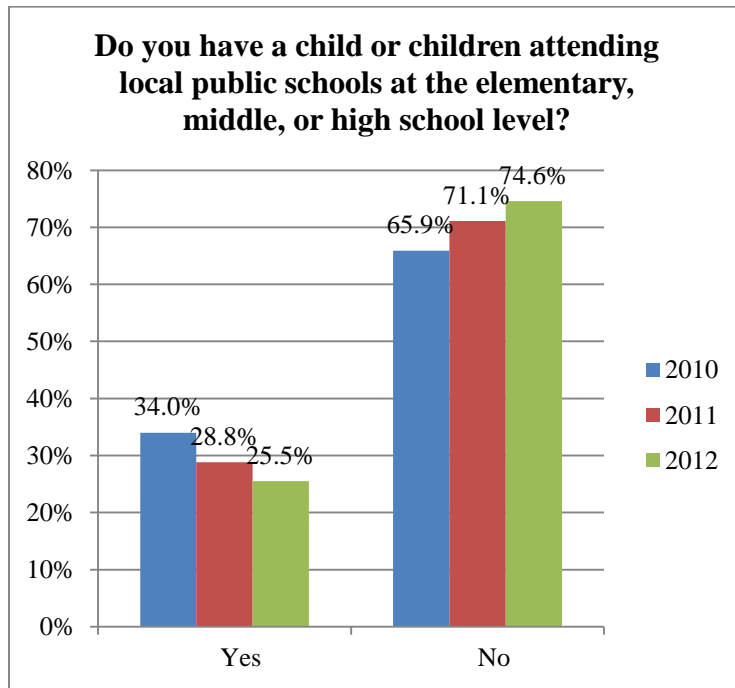


The percentage of respondents who reported attending public religious or spiritual services more than once a week remained about the same (17.3% in 2012, 17.6% in 2011, and 16.5% in 2010). There was an increase in the percentage of those reporting attendance once a week (29.0% in 2012, 22.1% in 2011, and 24.2% in 2010), and decrease in those reporting attendance a few times a month (11.4% in 2012, compared to 13.0% in 2011, and 15.0% in 2010). There was a decrease in those reporting once a month or less (16.0% in 2012, 23.2% in 2011, and 22.5% in 2010), and those reporting that they never attend public religious or spiritual services increased steadily across years to 25.3% in 2012 compared to 22.5% in 2011, and 20.3% in 2010.

## Education

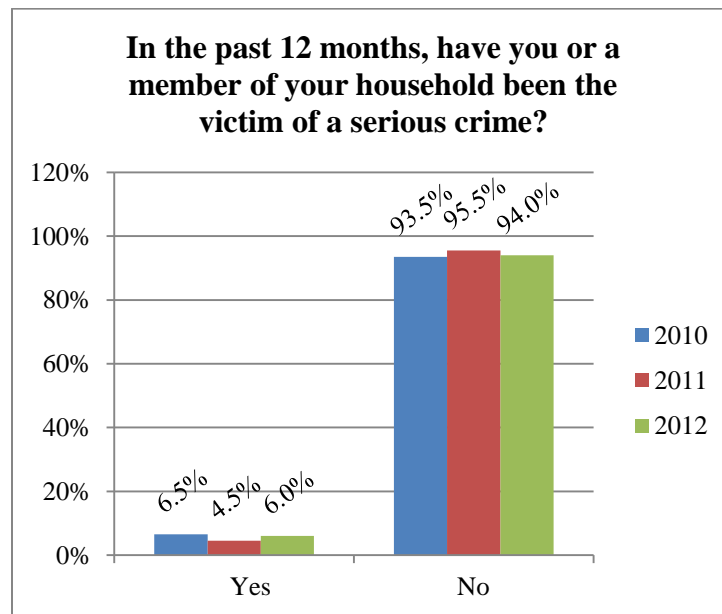
Twenty-five percent of respondents had a child or children attending public school in Hampton Roads in 2012 (25.5%), compared to 28.8% in 2011, and 34.0% in 2010. Respondents were asked to rate the overall quality of the local public school systems whether or not they had children attending in 2010 and 2011. However, the data presented here for those two years are only for those respondents who indicated that they did have children attending public schools to maintain comparability with the 2012 data. The overall ratings were favorable for both 2010 and 2011. Those rating the public school system as excellent or good accounted for 76% of the sample in 2011 and 73.9% in 2010. In 2012, those respondents with children attending either public or private schools in Hampton

Roads were asked to rate the quality of the schools their children attend. Of those parents who had children in public or private schools in 2012, 82.1% rated schools in Hampton Roads as excellent or good, whereas only 16.4% said fair or poor.



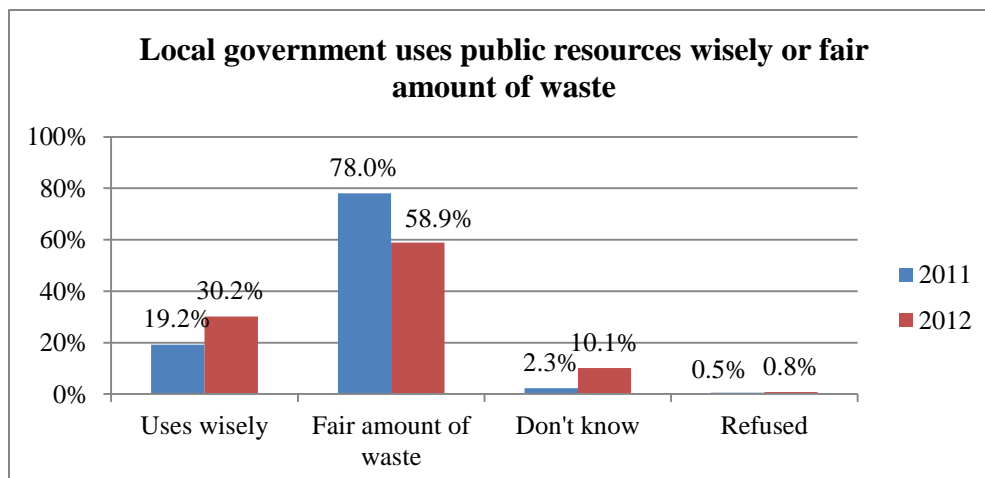
## Crime

Hampton Roads surveyed residents overwhelmingly reported that they and those in their households have not been the victims of a serious crime in the past 12 months in all three years; 2012 (94.0%), 2011 (95.5%), and 2010 (93.5%).



## 2011-2012 Comparison of Government Use of Resources

The table below shows responses from 2011 and 2012 regarding trust in government. A greater percentage of respondents in 2012 felt that local government uses public resources wisely than those in 2011 (30.2% compared to 19.2% in 2011).



Similarly, a greater percentage of respondents in 2012 felt that state government uses public resources wisely than in 2011 (24.7% compared 19.4% in 2011). However, the majority of respondents in both years felt that there is a fair amount of waste at both the local and state level.

