

LIHR 2014 Survey Methodology and Sample Demographic Coverage

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 overrepresented 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 and 2013.

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% were white, 28.6% Black or African-

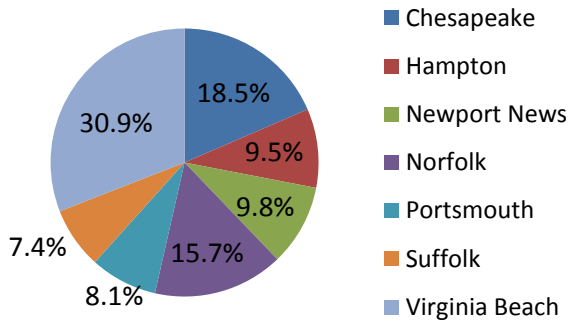
American, 6.6% considered themselves to be another race/ethnicity; including 0.8% American Indian or Alaskan Native, 1.6% Asian, and 0.9% Native Hawaiian or Pacific Islander, and 5.4% indicated they were multiracial. In a separate question, 6.2% of respondents indicated that they were of Hispanic/Latino 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% of respondents completed an undergraduate or graduate degree. Over half of respondents were married (52.5%) and 17.5% 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%).

Race or Ethnicity	Percentage
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%
Gender	Percentage
Male	43.4%
Female	56.5%
Highest level of school completed	Percentage
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%

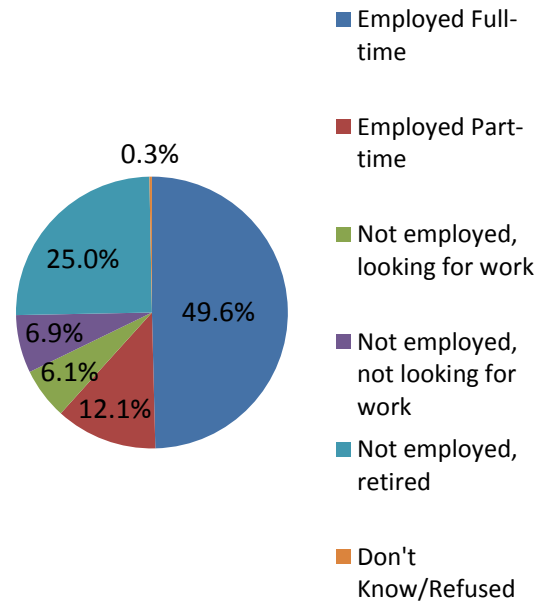
Don't Know/Refused	0.5%
Age	Age in years
Average age (years)	48.7
Marital Status	Percentage
Single, not living with partner	24.0%
Single, living with partner	5.5%
Married	52.5%
Divorced/separated	10.1%
Widowed	7.4%
Refused	0.5%

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% worked part-time while 49.6% reported that they worked full-time. Of the remaining respondents, 25% were retired, 6.1% were unemployed but looking for work, and 6.9% 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% of respondents were active duty military and another 3% 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% reported earning more than \$30,000 but less than \$75,000, while 32.5% 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% of respondents indicated that their household used landline and cellphones equally, while only 2.8% indicated that their household was landline only.

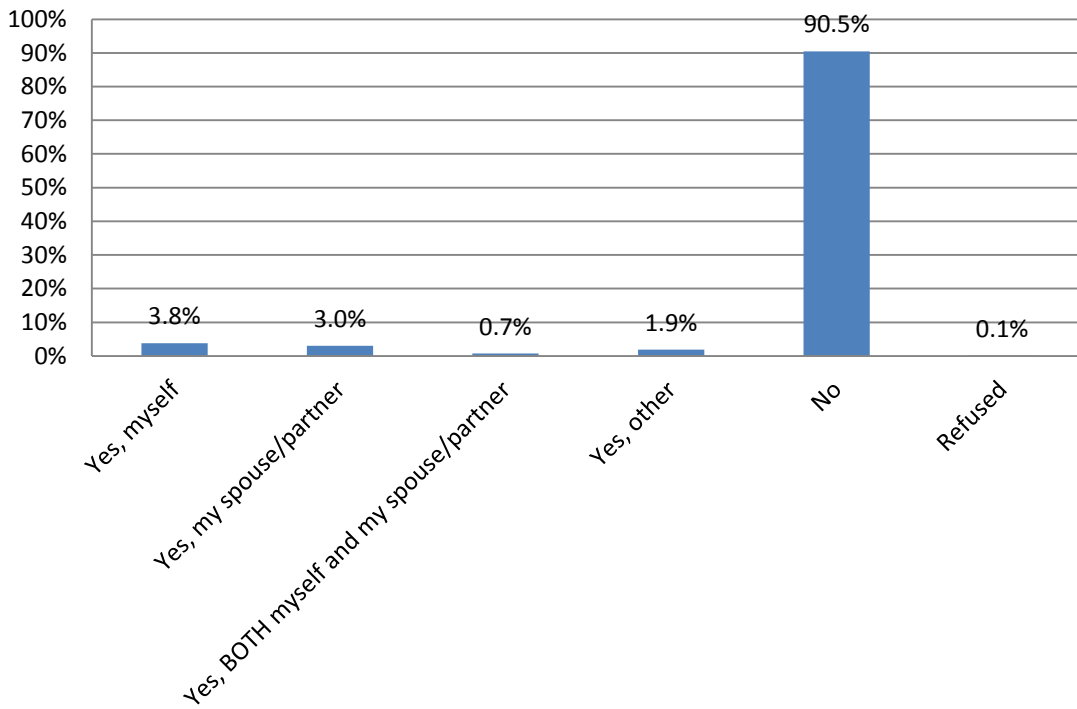
City of Residence

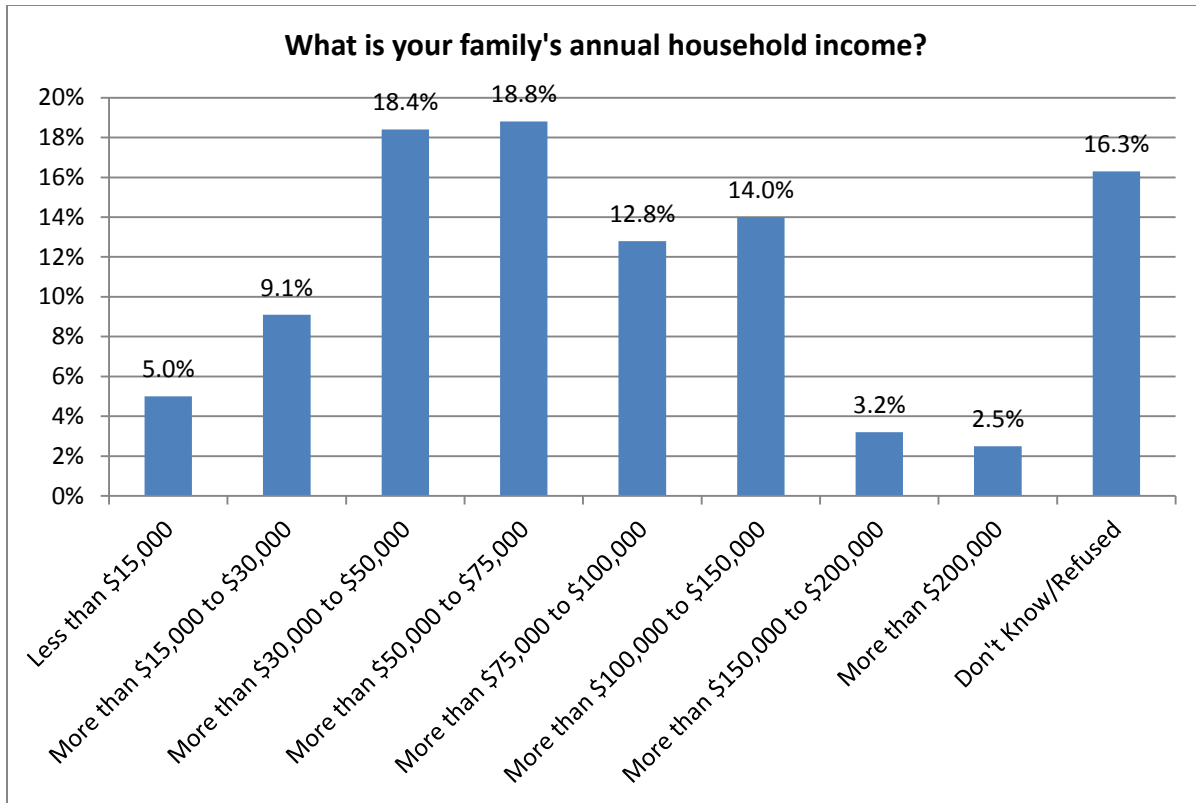


Employment Status



Are you or anyone in your household active duty military?





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). Follow-up questions about the 2014 Life In Hampton Roads survey should be addressed to:

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