

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

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.

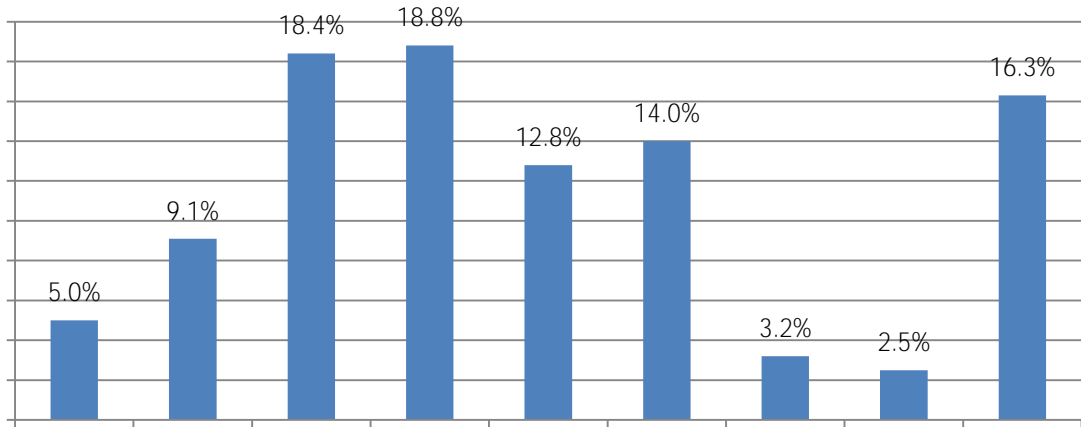
With the exception of the demographic data analysis, all results reported come from the weighted samples, in order to present results which are more representative of the Hampton Roads population. It is important to note that since cell phone numbers were not included in the 2010 sample, the data reported 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
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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%).

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%

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 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

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.

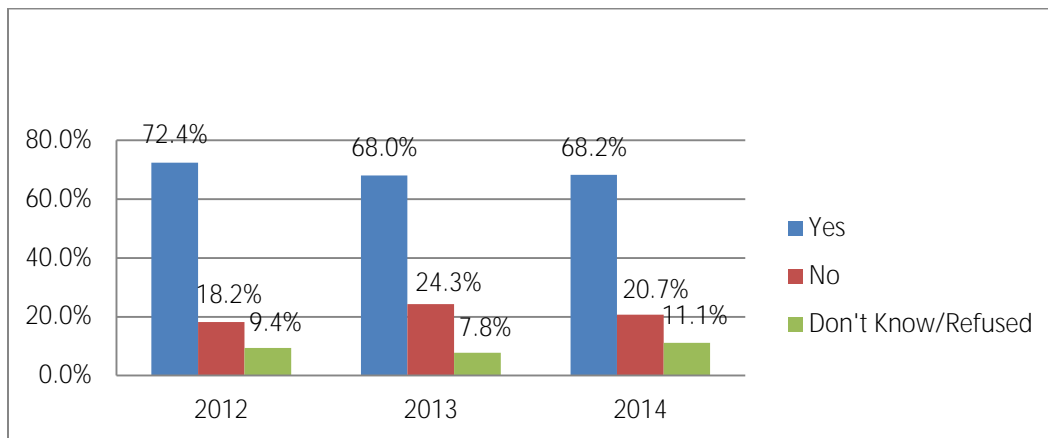
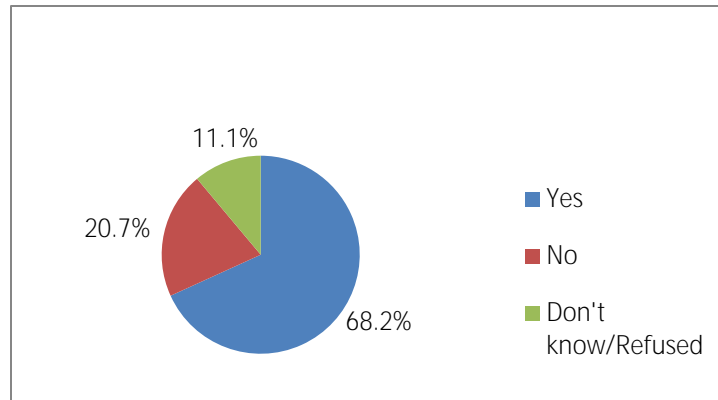
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Health and health care resources were mentioned by 57 as a positive, while schools and other family-

Civic Engagement

Another LIHR survey question provided an opportunity to specifically assess the mix of recreational activities attended by respondents. When respondents were asked whetof

Plans to Stay



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.

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 r

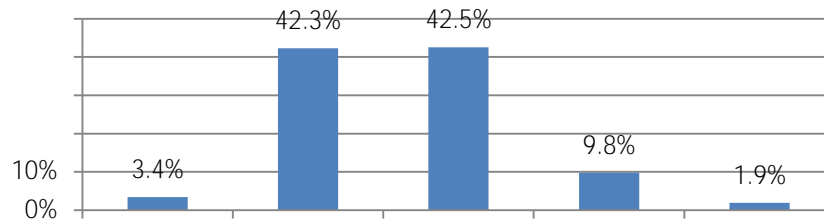
The LIHR survey also included a measure of local government resource use perceptions: “do you think your local government uses public resources wisely or unwisely”. Overall, 42.1 percent of respondents indicated that they believed their local government uses resources wisely, while 45.3 percent indicated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

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.

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.

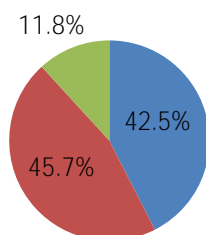
Employed ¹	65.6%				
Full-time		49.3%	53.3%	53.6%	52.9%
Part-time		14.3%	13.7%	13.7%	14.2%
Not employed	21.6%				
Looking for work		10.7%	8.3%		



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.²

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.

² 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.

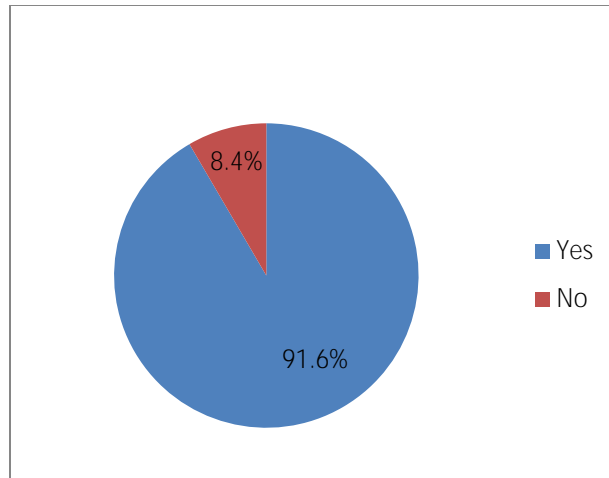
percent from 34.6 percent in 2013. The Republican Party saw an almost 5 percent decline between 2011 and 2012 (26.4% and 21.7%, respectively), but has stayed consistent since with 22.4 percent in 2013 and 22 percent in 2014.

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

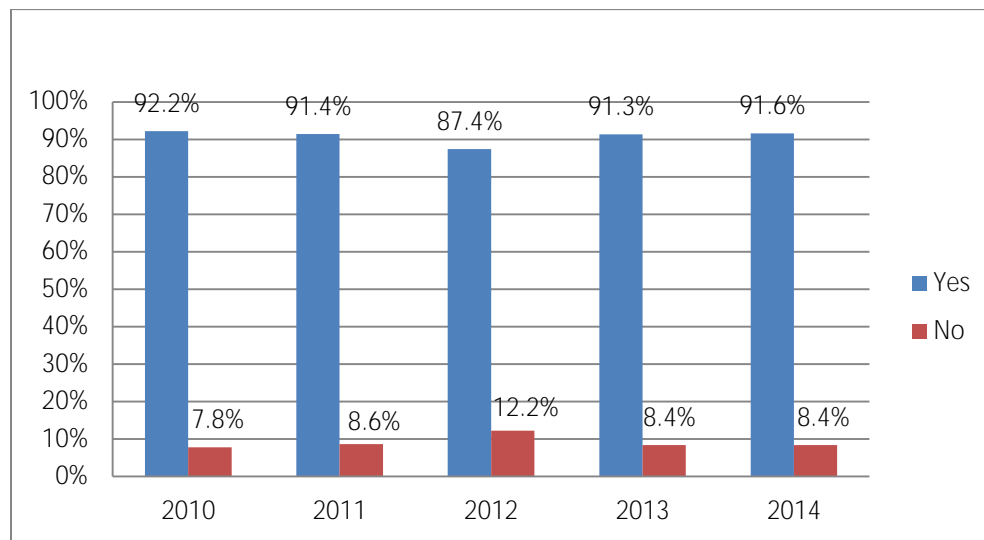
Data for this question has remained fairly consistent over the past several years. The biggest change can be seen in the percentage of those reporting that they think of themselves as conservative, 22.1 percent in 2010 and down to 16.9 percent in 2014.

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 o



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 201

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

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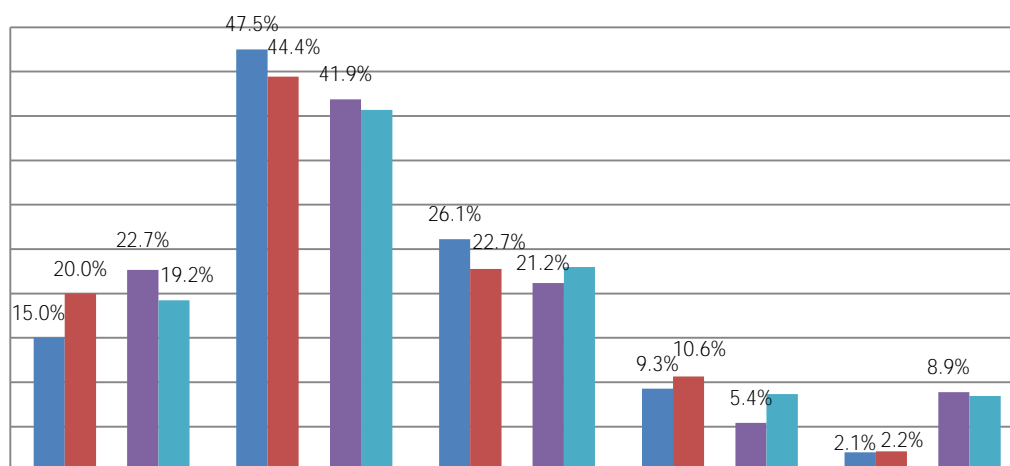
²Percentages do not add up to 100 because respondents could provide more than one choice.

Data from the Life in Hampton Roads survey also provided estimates of tick exposure by city.⁴ 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%)

⁴ Total tick exposure was calculated by subtracting the percentage of people who said 'No' or 'Don't know' when

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.



³ 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%),

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

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

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.

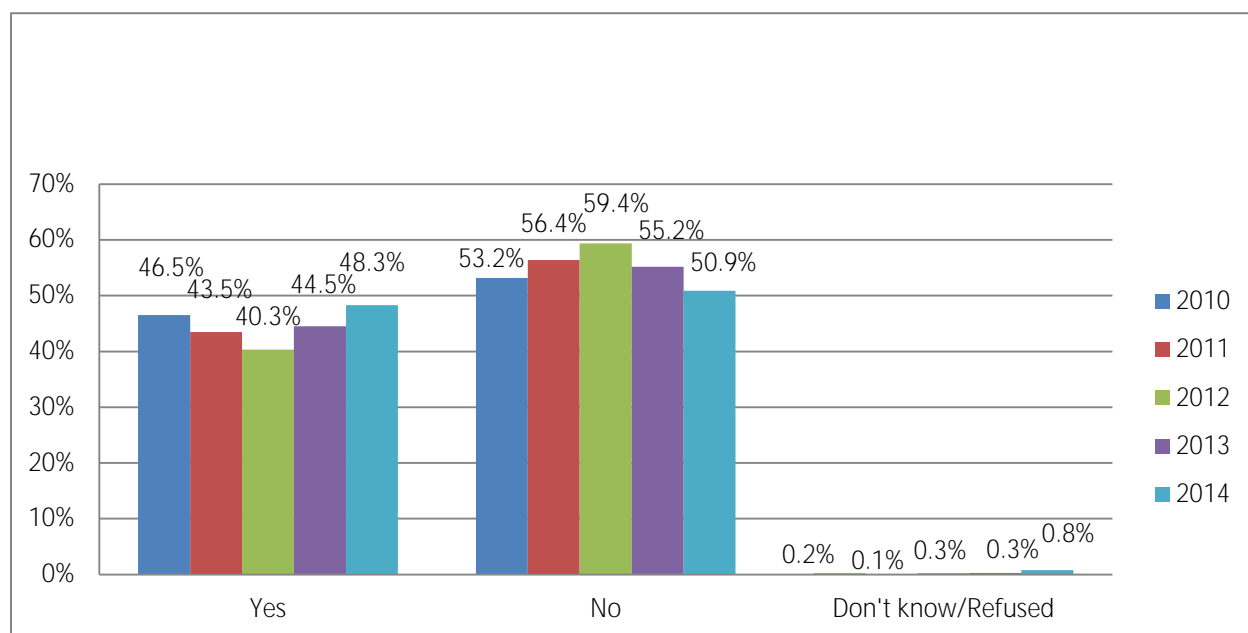
Criminal Victimization

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.

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

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 that they visit the social media page of their local police department less than once a month. The majority of those who had visited the 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.

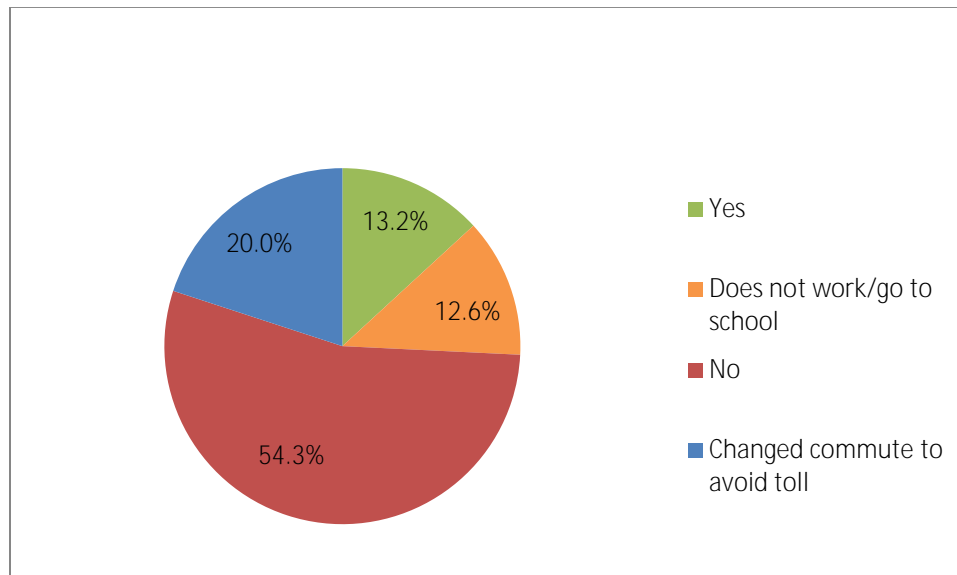
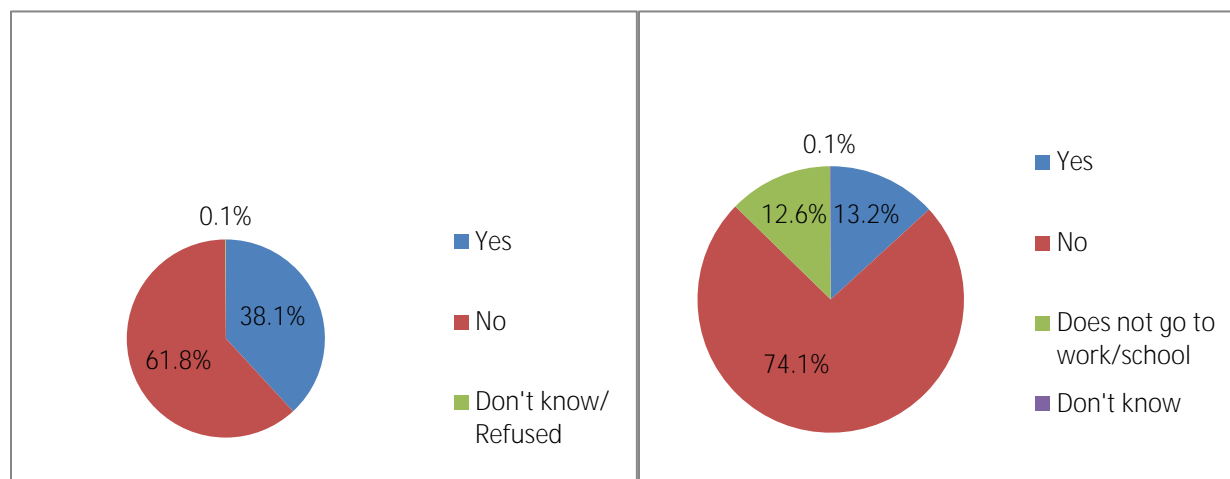
in 2012 (23.9 minutes). Additionally, in the past month 48.3 percent of residents avoided visiting a business in a neighboring city due to concerns about traffic congestion. This year had the highest percentage of respondents who have avoided visiting a business in a neighboring city due to concerns 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

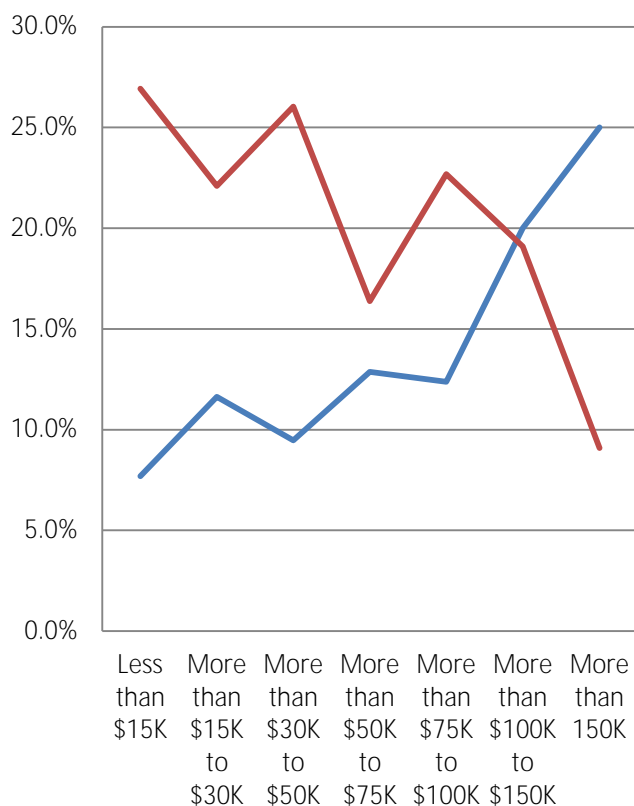
(26.9%) indicated their commute did previously include a bridge or tunnel that now has a toll.



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.

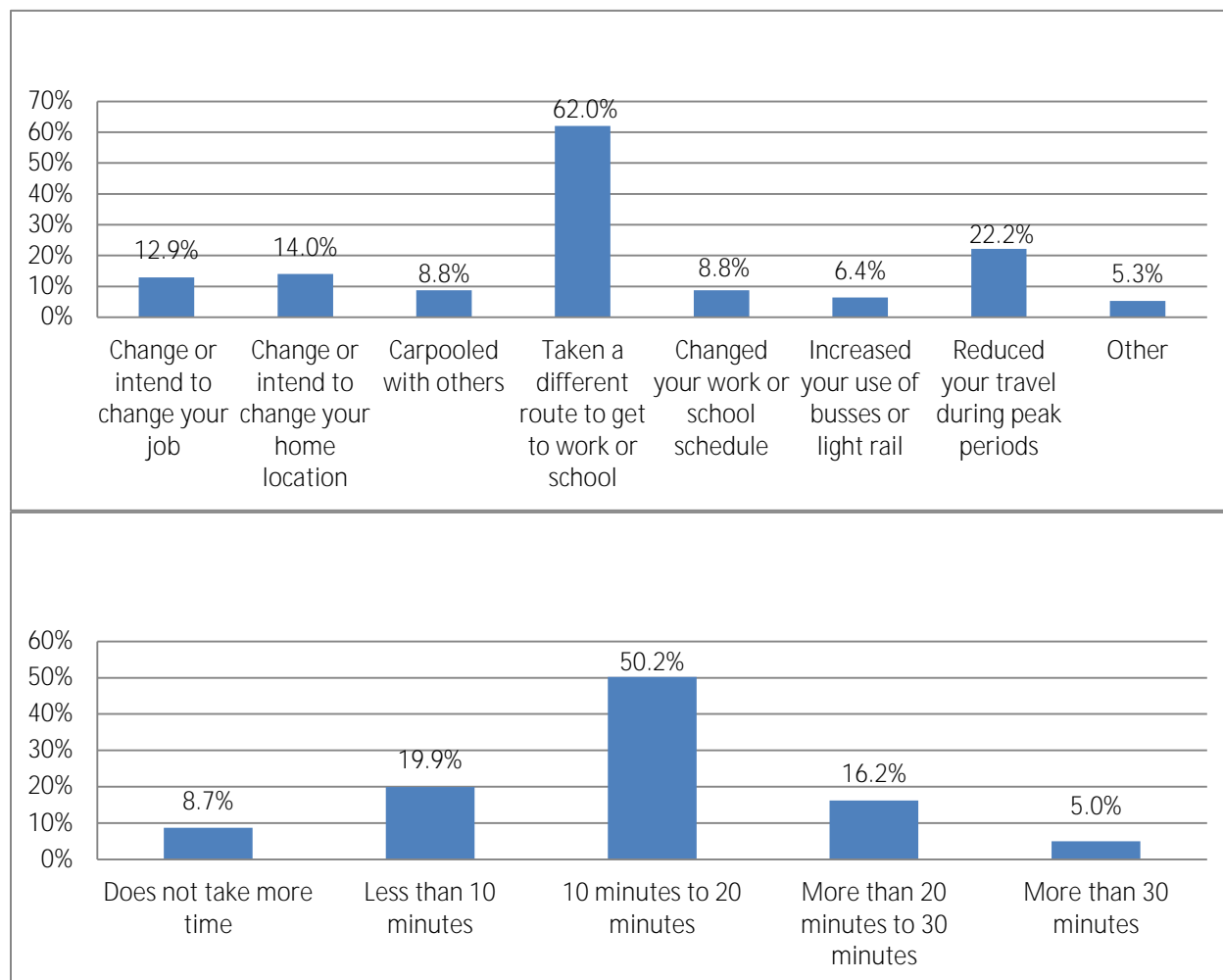


Those who indicated they used a toll bridge or tunnel to commute to work or school were also asked how many times in a typical week they used a toll bridge or tunnel; 23.3 percent claimed more than 10 times a week, 28 percent said 6-10 times a week, 26.1 percent indicated 3-5 times a week, 14 percent 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 work or school (62%) were asked to indicate how many times they took a different route to work or school in the past 12 months. The most common response was 1-3 times (31%), followed by 4-6 times (14%), 7-9 times (9%), 10-12 times (3%), and more than 12 times (1%).

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

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 (1b.1he city in which they res

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

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

upgrades,

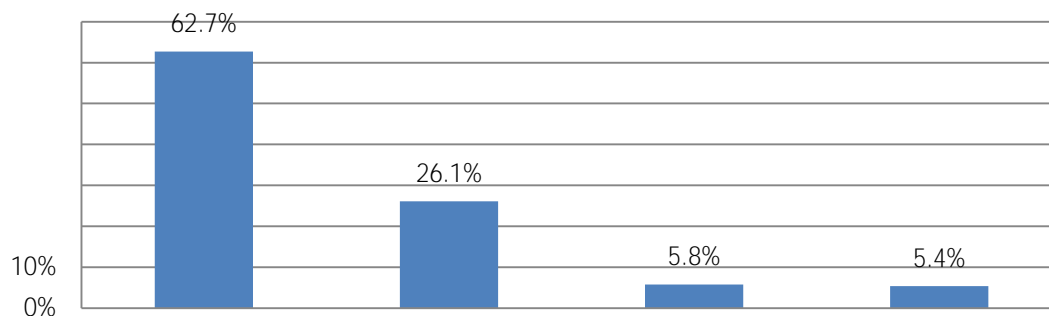
Sea Level Rise/Climate Change and Flooding

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). 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.

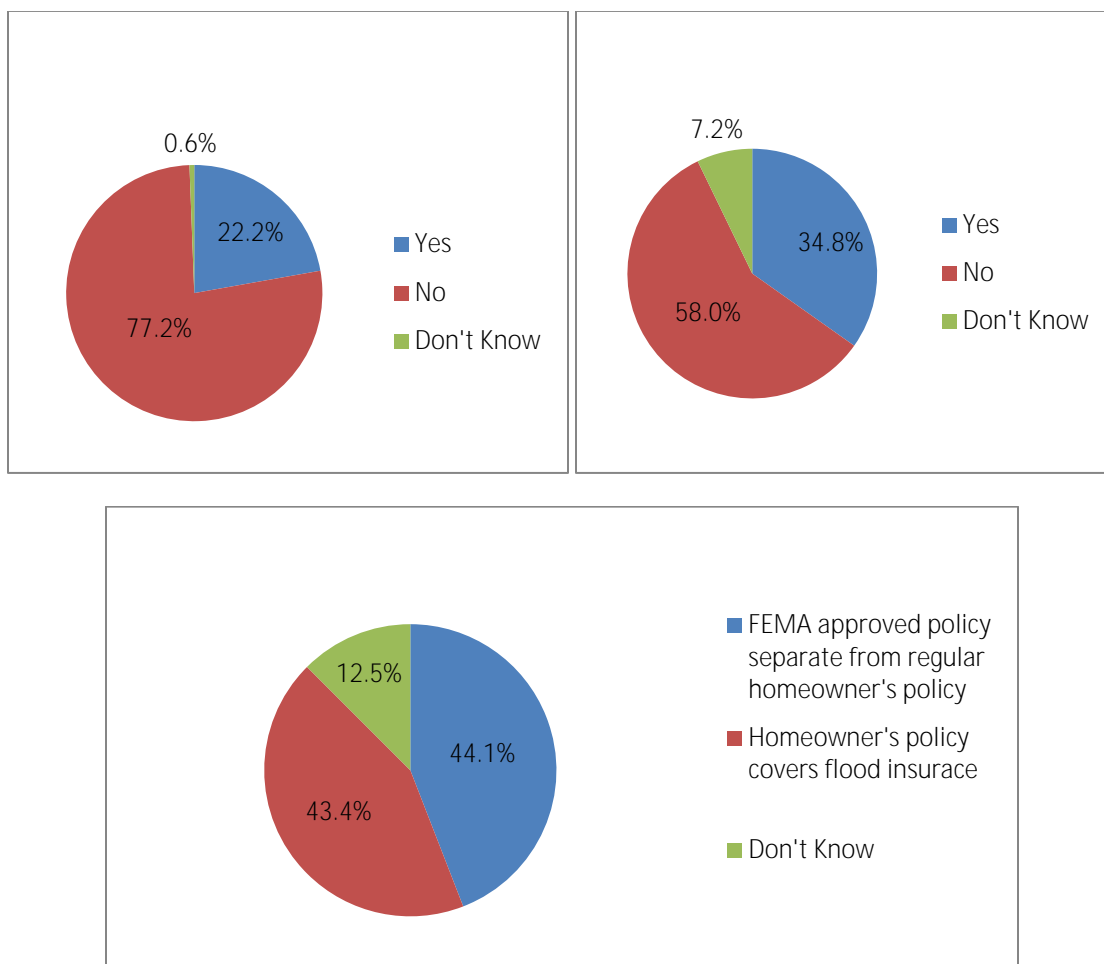
Another question was asked about whether or not increased flooding due to sea level rise was likely to impact the environmental well-being of Hampton Roads. Again, the majority of respondents (68.5%) strongly agreed or agreed that the environmental well being of Hampton Roads would be negatively impacted 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

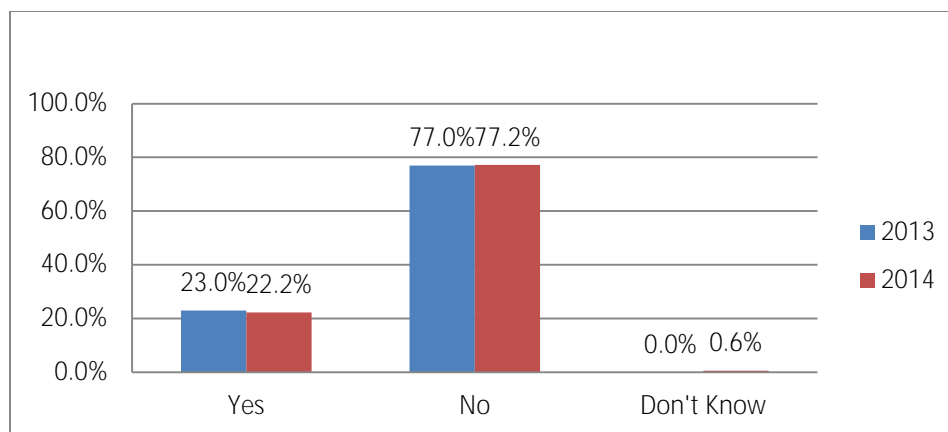
Respondents were asked whether they believe that recurrent flooding in Hampton Roads has increased, decreased, or stayed the same in the past 30 years. The overwhelming majority of respondents stated that flooding has either increased (45.8%) or stayed the same (35.1%) in Hampton Roads over the past 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

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.⁶ 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.

⁶ 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."

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.

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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