

# Using Data for Informed Decision Making: the Case of the Life in Hampton Roads Survey

Presentation to the Hampton Roads Chapter of the American Society for Public Administration (ASPA)

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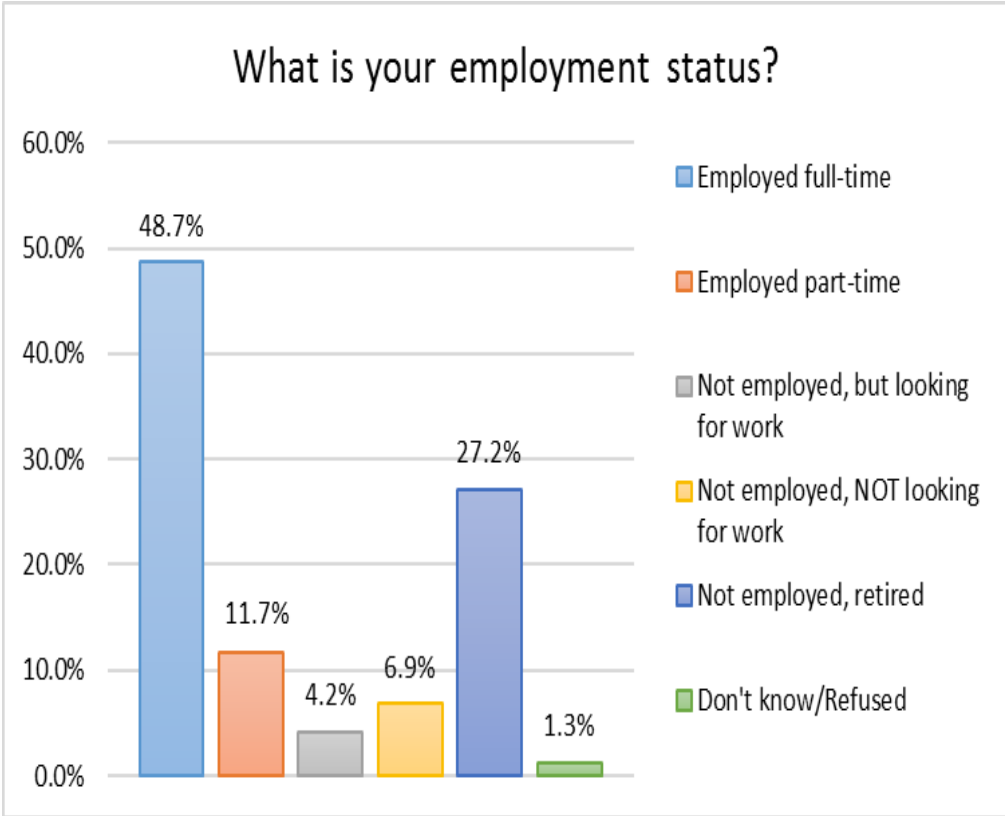
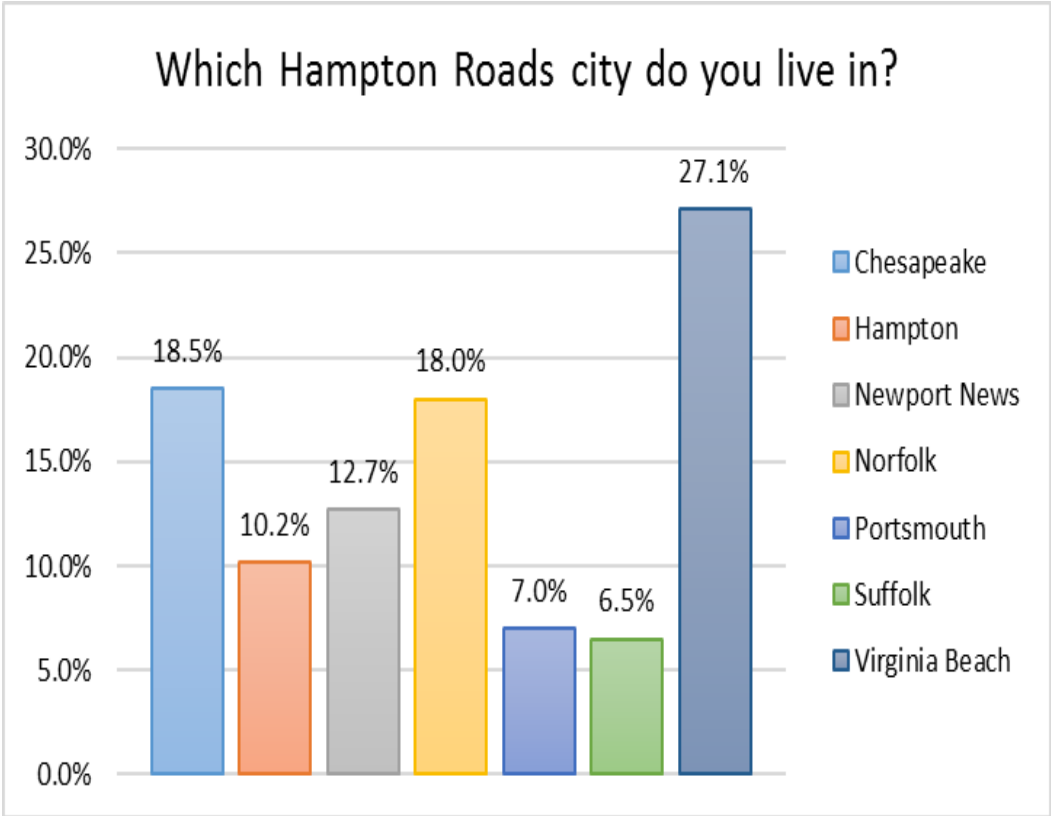
# Basic Information about the LIHR Survey

- 2017 was the 8<sup>th</sup> year of data collection
- Telephone survey administered to 900+ Hampton Roads residents – cell and landlines
- Weighted by various demographics and phone usage to correct for over/under-sampling
- Stratified by city
- Not a longitudinal panel – random selection each year

# Goals of the LIHR Survey

- Provide source of data to ODU faculty – including trend data
- Gain insight into residents' perceptions of the quality of life in Hampton Roads
- Determine the attitudes and perceptions of citizens regarding topics of local interest such as transportation and traffic, government, crime, education, and other issues
- Provide an additional source of data to help inform decision-makers and policy leaders

# Respondent Characteristics (before weighting)



Average age = ~52 years

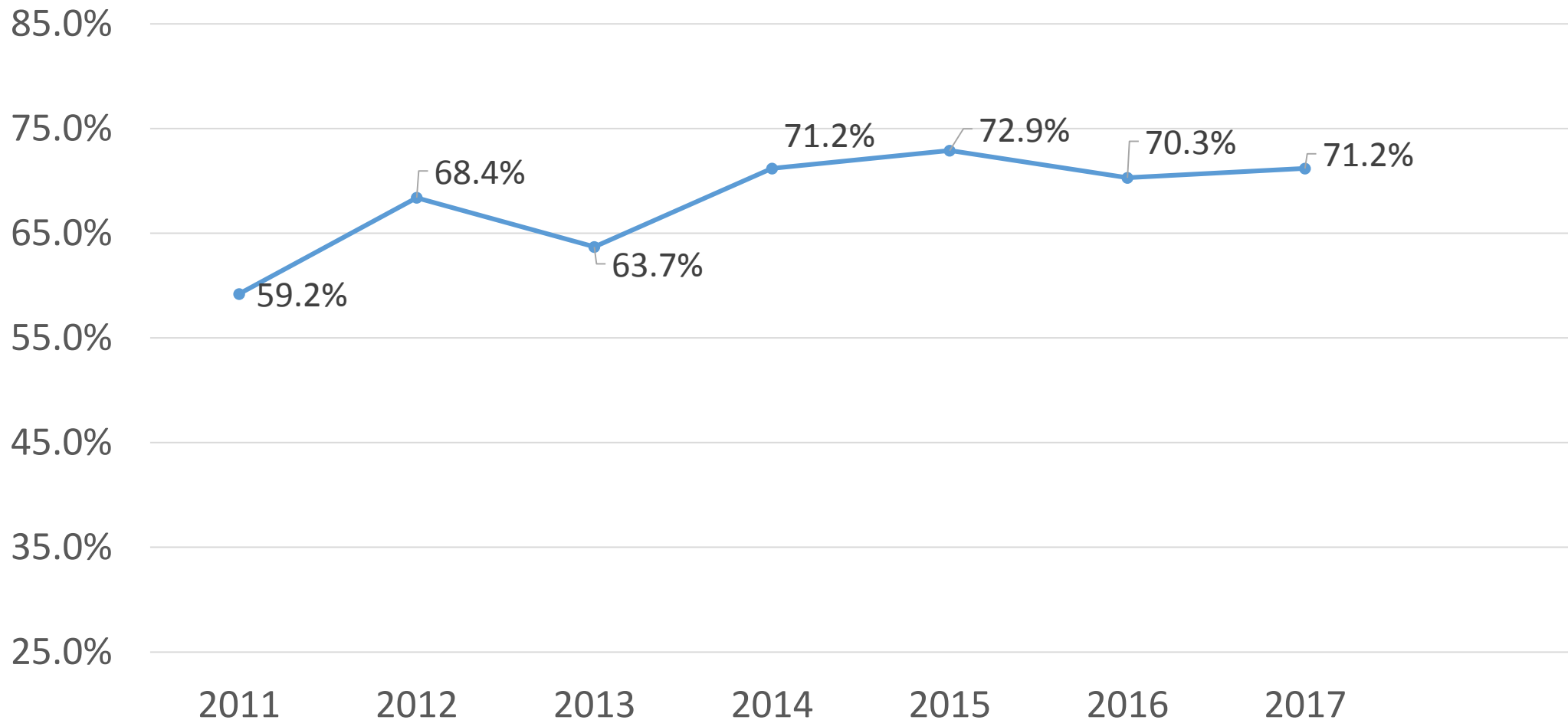
# More Respondent Characteristics (before weighting)

Race or Ethnicity	Percentage
White	50.7%
Black or African-American	33.4%
American Indian or Alaskan Native	0.3%
Asian	1.9%
Native Hawaiian or Pacific Islander	0.6%
Multiracial	5.9%
Other	4.4%

Marital Status	Percentage
Single, not living with partner	23.5%
Single, living with partner	4.2%
Married	51.2%
Divorced/separated	11.1%
Widowed	8.7%
Don't Know/Refused	1.3%

# Local Leaders & Economic Development: Quality of Life

% Rating HR QOL Excellent/Good: 2011-2017

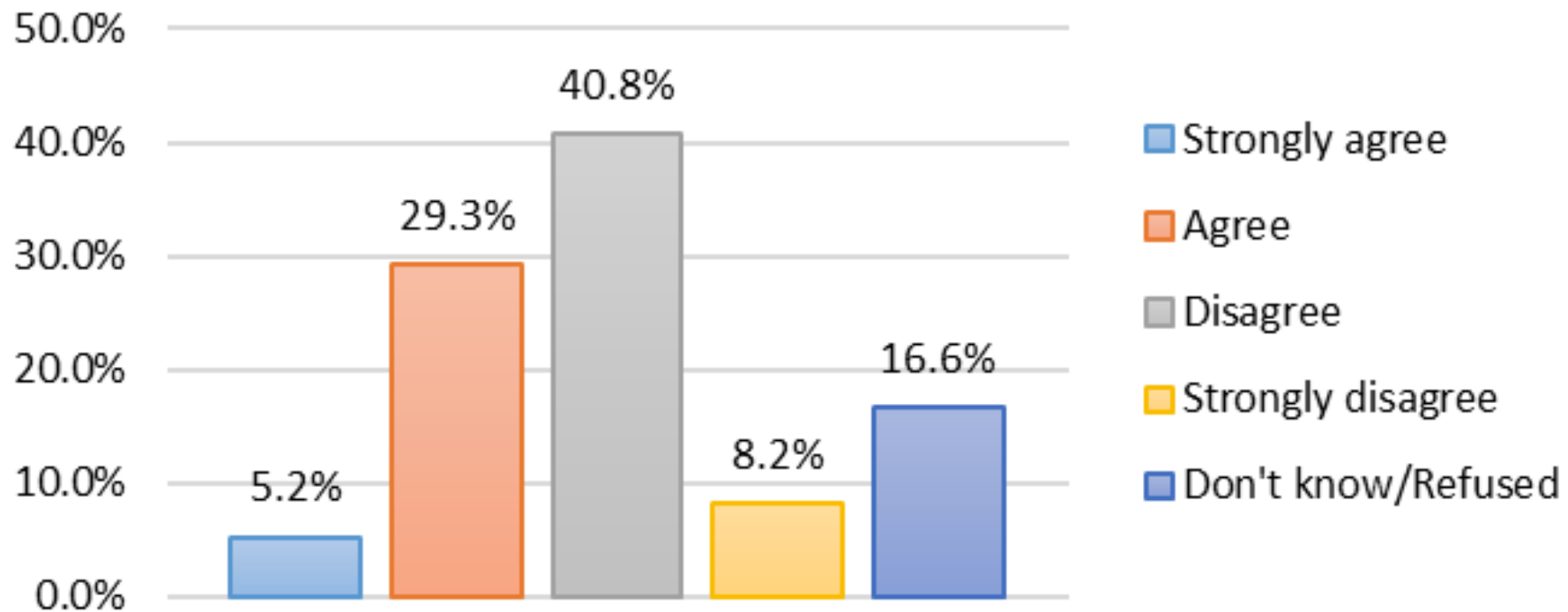


% rating QOL excellent/good has been fairly steady since 2014 after a low of 59% in 2011

Local Leaders & Economic Development: QOL is stable in the region (since 2014)

# Tourism Alliance: Tourism and Taxes

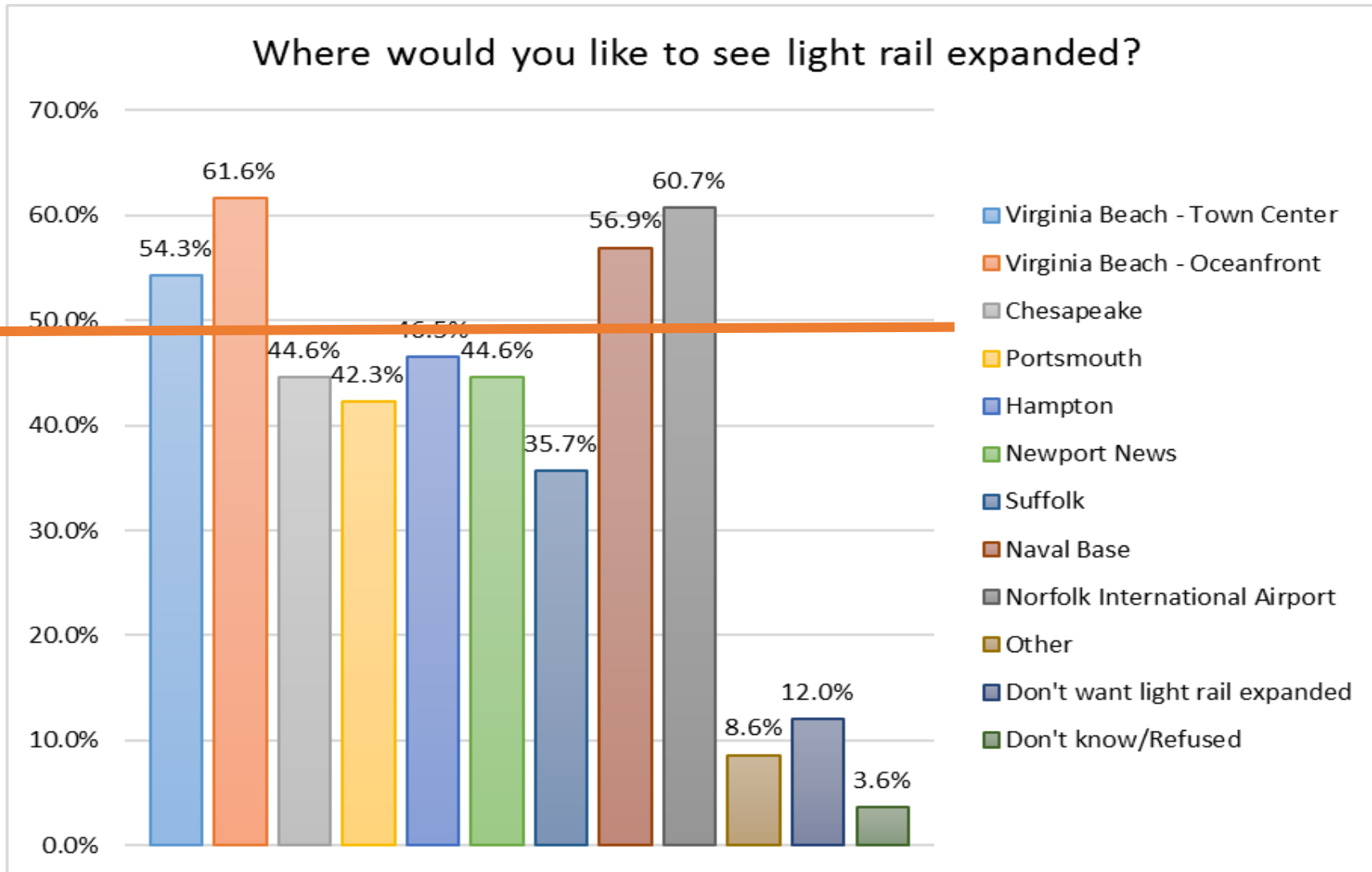
Because of tax revenue generated from tourism, the residents in Hampton Roads pay lower property taxes.



Almost half *disagree* that tourism tax revenue helps residents pay lower property taxes.

Tourism Alliance: topic for education or public awareness campaign

# Transportation Planners: Light Rail



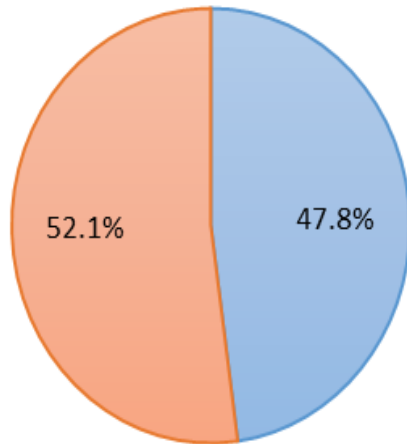
% not wanting light rail expanded decreased from 14% in 2013 – has hovered around 11% since 2011.

Light Rail Now: advocacy group for light rail in VB



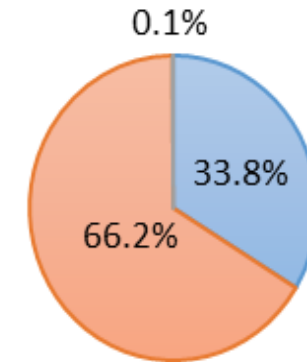
# Transportation Planners: Tolls & Congestion

Within the past month, did you avoid visiting a business in a neighboring city due to concerns about traffic congestion?



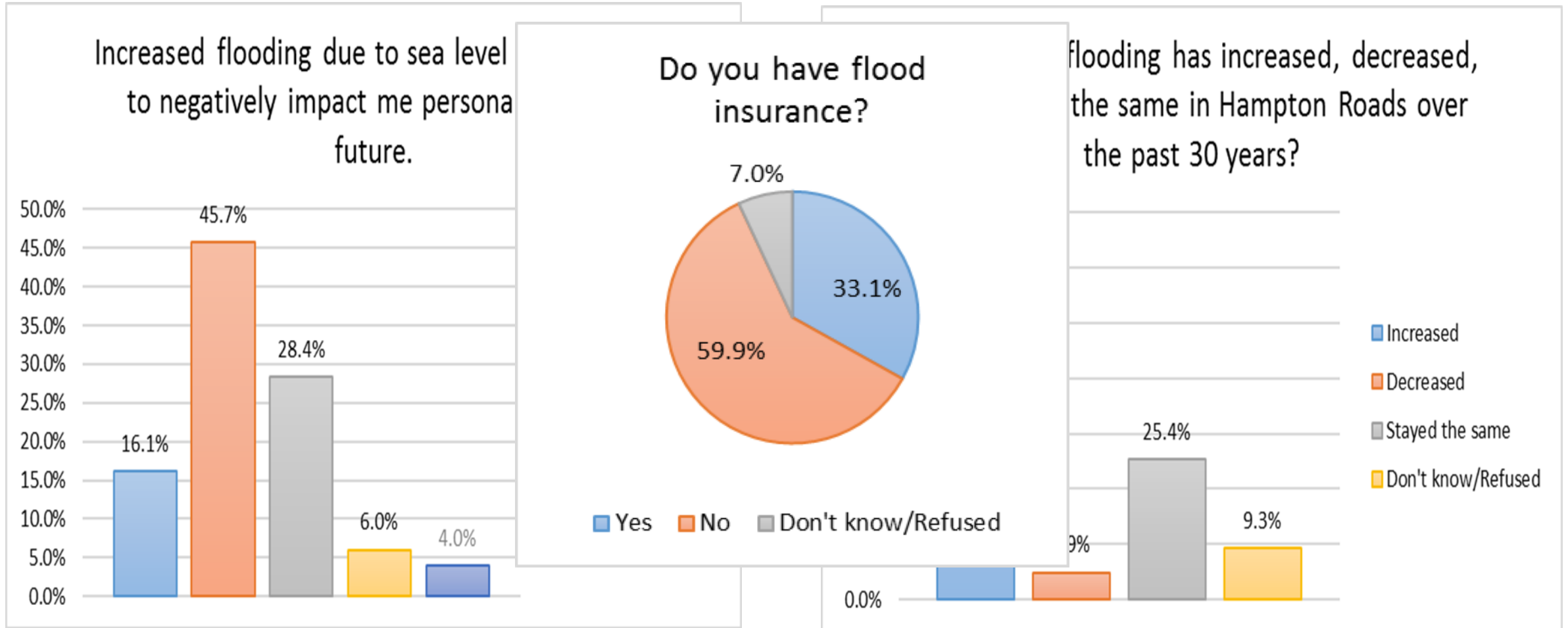
■ Yes ■ No

Within the past month, did you avoid visiting a business in a neighboring city due to tolls on the bridges or tunnels?



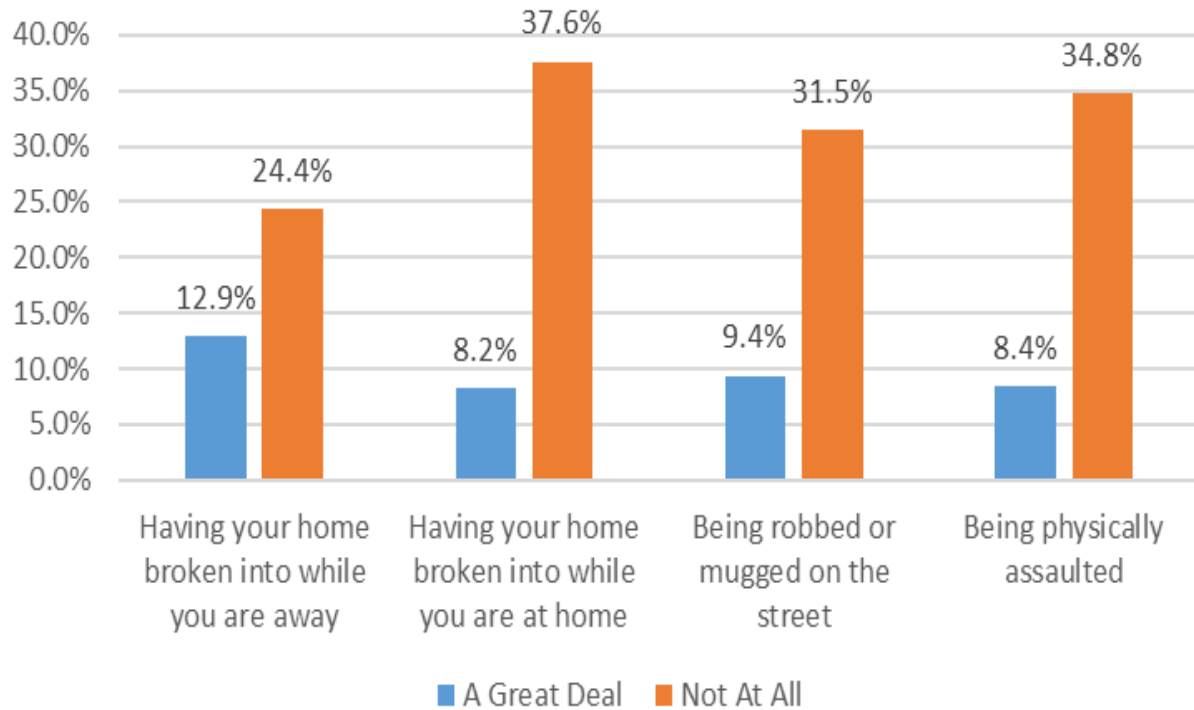
■ Yes ■ No ■ Don't know/Refused

# Local Leaders, Educators, Insurance Adjusters: Perceptions of Flooding

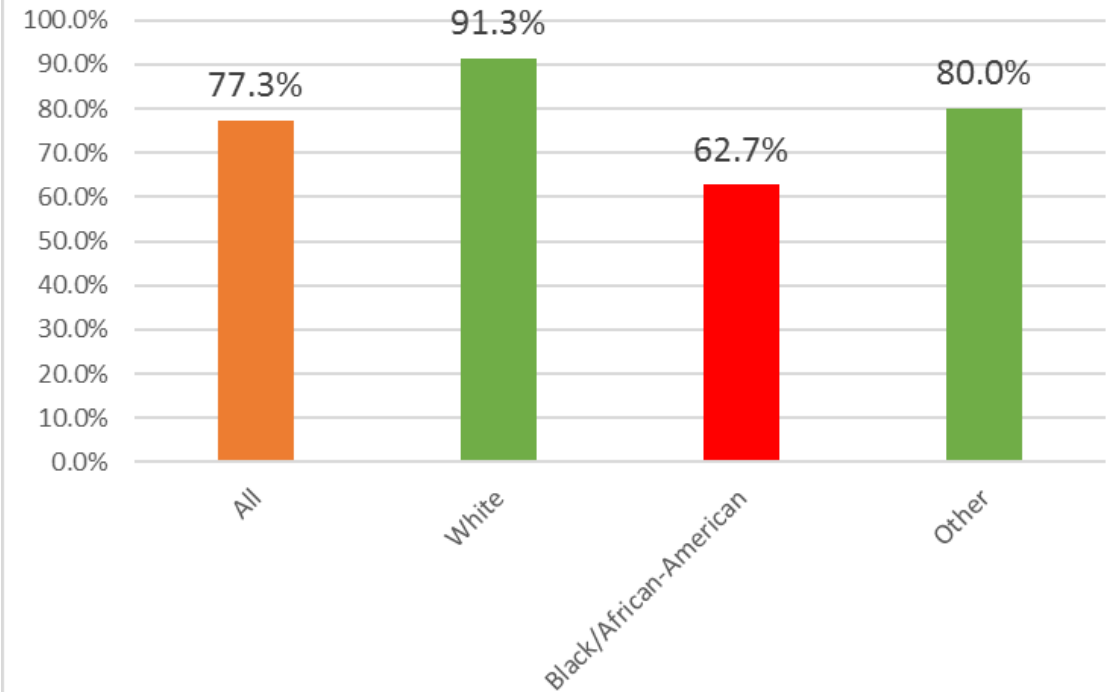


# Public Safety Officials

### How afraid are you of...



### How satisfied are you with how local police treat citizens? (% Great Deal/Somewhat)



# What's Next for LIHR?

- 9<sup>th</sup> Annual survey this year – begin in late May
- Statically valid for the region
- Margin of error of +/- 3.16% for region as a whole
- Would like to increase sample sizes for individual cities so that generalizations can be made at the locality level with smaller margins of error
- Potential partnership with Virginia Beach Department of Public Health

# The Social Science Research Center

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For access to last year's survey report:

<http://www.odu.edu/content/dam/odu/col-dept/al/docs/lihr-report-2017.pdf>



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