

Field Dates: November 7-15
813 Residents of Norfolk and Virginia Beach

[READ] Hello, my name is _____. I'm calling on behalf of the Wason Center for Public Policy at Christopher Newport University to ask your views on some important regional issues. Your number was selected at random, and I assure you that your opinions are completely confidential and this is not a sales call.

Screen

A. Just to make sure we are interviewing the right people, are you a resident of Norfolk or Virginia Beach?

Yes – continue to Q1

No/DK/Refused – **TERMINATE**

[RESPONDENTS MUST BE A RESIDENT OF NORFOLK OR VIRGINIA BEACH; ELSE TERMINATE]

[READ] Ok, thank you. I want to ask your thoughts about the new light rail line in Norfolk called “*THE TIDE*”

Q1. [READ] How much about the new light rail line have you heard since it opened in August, would you say you’ve generally heard a lot about it, some about it, or not much about it?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Lot	59%	63%	56%
Some	27%	26%	29%
Not much	13%	11%	15%
Don’t know/refused (vol.)	1%		

Q2. [READ] Just thinking about the time BEFORE light rail began operating this past August would you say that your opinion of it back then was [RANDOMIZE: “generally OPTIMISTIC” or “generally PESSIMISTIC”]?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Optimistic	56%	56%	55%
Mixed (vol.)	13%	12%	14%
Pessimistic	27%	25%	29%
Don’t know/refused (vol.)	4%	7%	2%

Q3. [READ] How about NOW? Would you say your opinion of it NOW is [RANDOMIZE: “generally OPTIMISTIC” or “generally PESSIMISTIC”]?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>	
Optimistic	63%	68%	58%	Optimistic
Mixed (vol.)	18%	17%	19%	
Pessimistic	17%	12%	21%	
Don’t know/refused (vol.)	2%	3%	2%	

Q4. [READ] Some people think that light rail is an important part of a future regional transportation network in Hampton Roads while others think it is not that important to the region’s transportation future. What do you think, do you generally view light rail as [RANDOMIZE: “IMPORTANT to the region’s transportation future” or “NOT IMPORTANT to the region’s transportation future”], or are you not sure either way?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Important	73%	73%	73%
Not sure	11%	9%	12%
Not important	15%	16%	15%
Don’t know/refused (vol.)	1%	2%	

[READ] There have been many comments made about light rail. I'm going to read some positive comments that people have made about light rail and then some negative comments that people have made about it. For each set of comments, please tell me which ONE, if any, would best reflect your own personal view.

Q5. [READ] Ok, first for the positive comments...these are positive comments that people have made about light rail. Which ONE, if any, best reflects your own personal view **[RANDOMIZE LIST OF COMMENTS][READ LIST AGAIN AS NECESSARY; IF RESPONDENT PICKS MORE THAN ONE ASK THEM FOR ONLY ONE]**

	Total	Norfolk	Virginia Beach
It provides more transportation choices	19%	19%	18%
It helps relieve traffic congestion	17%	12%	22%
It will spur development	2%	2%	2%
It reduces parking pressure	10%	10%	9%
It is a smart move for the future	26%	29%	24%
It makes the region look more progressive	11%	9%	13%
None of them (vol.)	13%	16%	11%
Don't know/refused (vol.)	2%	3%	1%

Q6. [READ] Now for the negative comments...these are negative comments that people have made about light rail. Which ONE, if any, best reflects your own personal view **[RANDOMIZE LIST OF COMMENTS][READ LIST AGAIN AS NECESSARY; IF RESPONDENT PICKS MORE THAN ONE ASK THEM FOR ONLY ONE]**

	Total	Norfolk	Virginia Beach
It is too expensive	7%	5%	9%
It does not go anywhere I want to go	43%	44%	42%
It will attract crime	3%	1%	4%
It is disruptive to traffic	4%	4%	4%
Driving is more convenient than light rail	13%	18%	10%
None of them (vol.)	27%	24%	29%
Don't know/refused (vol.)	3%	4%	2%

Q7. [READ] There is talk of expanding light rail to add new lines. Would you say you **[RANDOMIZE: "general APPROVE of expanding it" or "generally DISAPPROVE of expanding it"]**, or are you not sure either way?

	Total	Norfolk	Virginia Beach
Approve	80%	84%	76%
Not sure	7%	4%	9%
Disapprove	12%	10%	15%
Don't know/refused (vol.)	1%	1%	

Q8. [READ] I'm going to read several places where people have talked about expanding light rail. Please tell me which ONE, if any, you would most like to see happen. **[RANDOMIZE LIST OF PLACES] [READ LIST AGAIN AS NECESSARY]**

Q9. [READ]...and which ONE would be your second choice? **[READ LIST OF PLACES AGAIN AS NECESSARY]**

	(1 st and 2 nd choices combined)	Total	Norfolk	Virginia Beach
Virginia Beach Oceanfront		65%	63%	67%
Virginia Beach Town Center		29%	25%	33%
Chesapeake		6%	5%	7%
Portsmouth		4%	4%	3%
Norfolk International Airport		25%	23%	27%
Norfolk Naval Base		34%	45%	25%
Old Dominion University		15%	13%	16%
The Peninsula		5%	5%	5%
None (vol.)		12%	9%	13%
Other/don't know/refused (vol.)		5%	8%	4%

Demographics

[READ] Ok, Thanks. I have just a few questions about you to make sure we are hearing from a wide range of people.

D1. [READ] In which city are you a resident, Norfolk or Virginia Beach?

Norfolk 50%
Virginia Beach 50%

D2. [READ] About how many years have you lived in Hampton Roads? **[RECORD "ALL MY LIFE" AS GREATER THAN 20 YEARS]**

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Less than 5 years	7%	8%	7%
Between 5 years and 10 years	9%	4%	14%
Between 10 years and 20 years	28%	26%	27%
Greater than 20 years	56%	62%	52%

D3. [READ] Are you or your spouse currently in the uniformed military service?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Yes	12%	14%	10%
No	88%	86%	90%
Don't know/refused (vol.)			

D4. [READ] Could you please tell me the year in which you were born: **[INTERVIEWER RECORD YEAR]**

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
18-24	11%	12%	11%
25-34	22%	23%	21%
35-44	18%	17%	19%
45-54	20%	19%	20%
55 and older	29%	29%	29%

D5. [READ] What is the last grade of school or college you had the opportunity to complete?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
High school or less	25%	23%	27%
Some college	25%	28%	23%
Vocational or technical training	3%	2%	4%
College graduate	33%	34%	32%
Graduate study or more	12%	11%	13%
Don't know/refused (vol.)	2%	2%	1%

D6. [READ] Do you consider yourself to be Hispanic or Latino?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Yes	3%	4%	3%
No	96%	96%	96%
Don't know/refused (vol.)	1%		1%

D7. [READ] Do you consider yourself to be:

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
White	61%	50%	72%
Black or African American	31%	43%	20%
Asian	3%	2%	3%
Other (vol.)	5%	5%	5%

D8. [READ] In politics today, do you generally consider yourself to be a Democrat, Republican, or Independent?

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Democrat	33%	42%	24%
Republican	17%	13%	21%
Independent	32%	28%	36%
No preference(vol.)	12%	12%	12%
Other party (vol.)	1%	1%	1%
Don't know/refused (vol.)	5%	4%	6%

Sex: [INTERVIEWER CODE]

	<u>Total</u>	<u>Norfolk</u>	<u>Virginia Beach</u>
Male	51%	52%	50%
Female	49%	48%	50%

Thank you very much for your help with this study.

Methodology Statement:

The results of this poll are based on landline telephone (75.0%) and cell phone (25.0%) interviews conducted November 7-15, 2011 of residents of Norfolk and Virginia Beach. The final number of completed surveys in the sample was 813 (Virginia Beach = 408 and Norfolk = 405) with a resulting total margin of error of +/- 3.4% at the 95% level of confidence. However, the margin of error for each city (see below) is larger due to smaller sample sizes. In addition to sampling error, the other potential sources of error include non-response, question wording, and interviewer error. The response rate (AAPOR RRI Standard Definition) for the survey was 30%. Five callbacks were employed in the fielding process. The data reported here are weighted on sex, age, and race to reflect as closely as possible the demographic composition of adults 18 and older in Norfolk and Virginia Beach. Percentages may not equal 100 due to rounding. The poll was designed and analyzed by Dr. Quentin Kidd of the Wason Center for Public Policy at Christopher Newport University. Live interviewing was conducted by the Muhlenberg College Institute of Public Opinion.

Margins of Error for each city:

Norfolk = +/- 4.9%

Virginia Beach = +/- 4.9%

See other Wason Center Surveys at cpp.cnu.edu.