



# ACCOMACK- NORTHAMPTON 2015 COMMUNITY SURVEY

By

Elaine K. N. Meil  
Executive Director  
Accomack-Northampton Planning District Commission



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## INTRODUCTION

The Accomack-Northampton Planning District Commission (Commission) undertook regional strategic planning work in spring 2015. A regional survey was designed to obtain your voice prior to completing the plan. The Commission asked you for what was on your mind. The results would be used to promote regional unity but would acknowledge diverse views.

On May 10, 2015, the survey questions were tested at the Mother Earth Festival on Chincoteague Island. A student from one of the local high schools helped in collecting these initial surveys. After some minor changes, the survey was rolled out to the general population July 14, 2015 and continued until September 15, 2015. **Five hundred and eighty-two surveys** were collected and the Commission used the results to set the goals for the Commission going forward.

The Commission wants to thank everyone who took part and who helped by sharing or asking their neighbors and friends to take part.

## DOES THE SURVEY REPRESENT OUR COMMUNITY?

The Commission took very seriously the need to reach out to all segments of our community and encourage participation from people across income, racial, national origin and gender spectrums. Special efforts were made to include people of low income, belonging to a minority, or non-English speakers. Efforts were also made to come to places where you were and to also ask for surveys from isolated communities such as the Town of Tangier. The Commission asked you for your help and you assisted in great measure by specifically asking your friends and people you know to take part. This was truly a community effort.

The true gauge is of whether the survey adequately obtained community data comes by comparison to the demographic data obtained from the 2010 Census. While this report is about the region as a whole, it is necessary to show the demographic data by county to give a complete picture of the potential bias in the survey's overall results.

Additionally, wherever possible, each community segment's views will be included so their views can be examined.

## POPULATION BY COUNTY

Accomack County makes up 73% of the Eastern Shore's total population (2010 Census) but only make up 55% of the surveys where a county of residence was given.

Northampton County makes up 27% of the Eastern Shore's total population (2010 Census) and are 45% of the surveys.

## RACIAL/ETHNIC MAKEUP BY COUNTY

**ACCOMACK COUNTY.** The following table describes the racial/ethnic breakdown of the survey participants who answered the question about county and also gave one of the measured Census races and ethnicities. Participants were able to give any answer they wished for the race/ethnicity question. Accomack County also had 14 surveys who declined to answer the racial/ethnic question, 2 humans, and 1 hybrid human/blue heron.

<b>ACCOMACK COUNTY</b> (based on 268 surveys of these races/ethnicities)		
Description	2010 Census Percentage	2015 Survey Percentage
White/Caucasian	65.3%	69.4%
Black/African American	28.1%	24.6%
Native American	0.4%	0.7%
Asian	0.6%	0%
Hawaiian/Pacific Islander	0.1%	0%
Two or More Races	1.6%	2.2%
Hispanic/Latino	8.6%	3.0%

**NORTHAMPTON COUNTY.** The following table describes the racial/ethnic breakdown of the survey participants who answered the question about county and also gave one of the measured Census races and ethnicities. Participants were able to give any answer they wished for the race/ethnicity question. Northampton County also had 12 surveys who declined to answer the racial/ethnic question, 5 humans, 2 Haitians, 1 Hungarian American and 1 Palestinian American.

<b>NORTHAMPTON COUNTY</b> (based on 209 surveys of these races/ethnicities)		
Description	2010 Census Percentage	2015 Survey Percentage
White/Caucasian	57.9%	77.5%
Black/African American	36.5%	19.6%
Native American	0.2%	0%
Asian	0.7%	0.5%
Hawaiian/Pacific Islander	0.1%	0%

Two or More Races	1.4%	2.4%
Hispanic/Latino	7.1%	0%

**GENDER BY COUNTY**

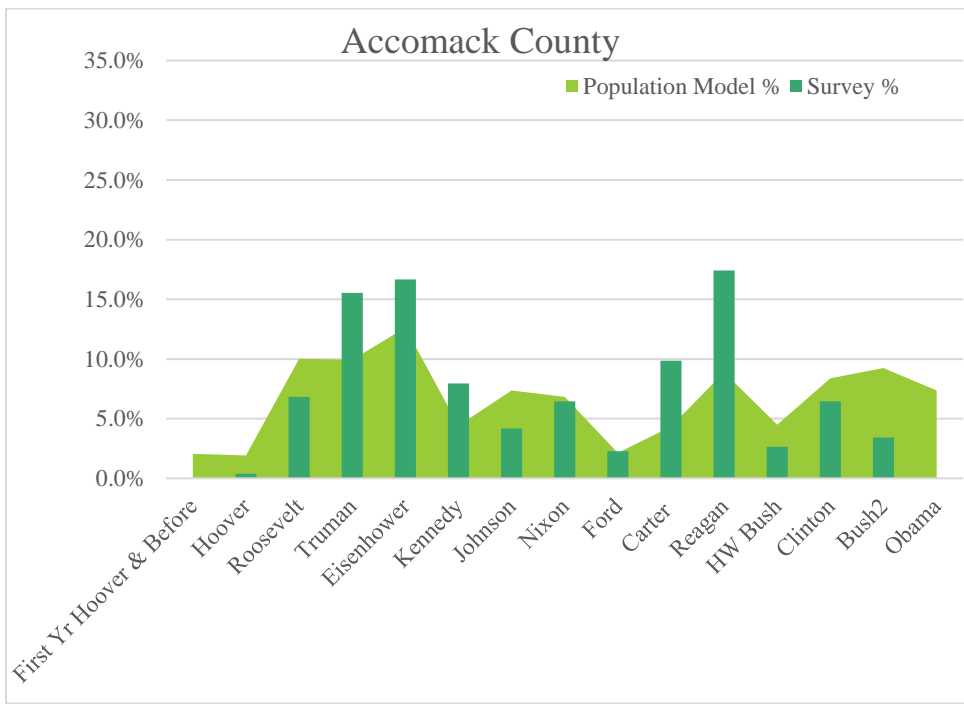
Accomack’s population (2010 Census) is 48.7% male, 51.3% female. The survey has a participation rate of 37.4% male, 62.6% female.

Northampton’s population (2010 Census) is 47.9% male, 52.1% female. The survey has a participation rate of 31.5% male, 68.5% female.

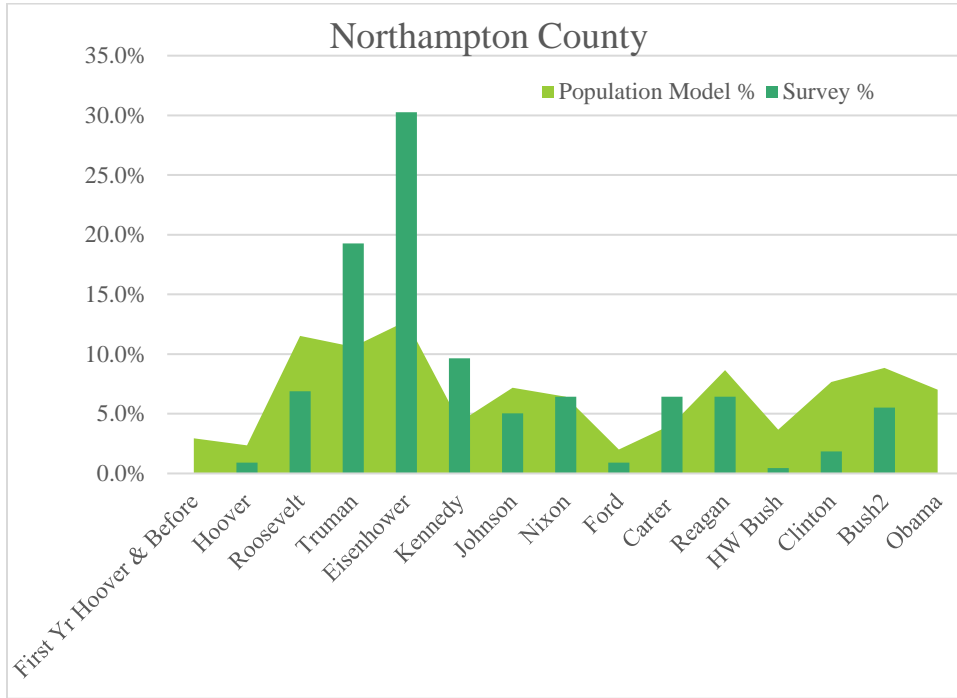
**ESTIMATED AGE BY COUNTY**

The survey did not initially ask for a participant’s age but asked instead who was president when they were born. Many initial respondents did not know the president. The written surveys were immediately reworded and the question was changed to what year were you born and to match earlier data the president was selected for those participants.

**ACCOMACK COUNTY.** The following graph shows the estimated population of the county born during the listed president and the bar shows the percentage of those surveyed who identified that president or the year when that president was in office. When the bar is higher than the background that means that more surveys were taken from that age group and that age group is overrepresented in the final results. Bars that are lower than the background indicate that age group is underrepresented in the final results.



**NORTHAMPTON COUNTY.** The following graph shows the estimated population of the county born during the listed president and the bar shows the percentage of those surveyed who identified that president or the year when that president was in office. When the bar is higher than the background that means that more surveys were taken from that age group and that age group is overrepresented in the final results. Bars that are lower than the background indicate that age group is underrepresented in the final results.

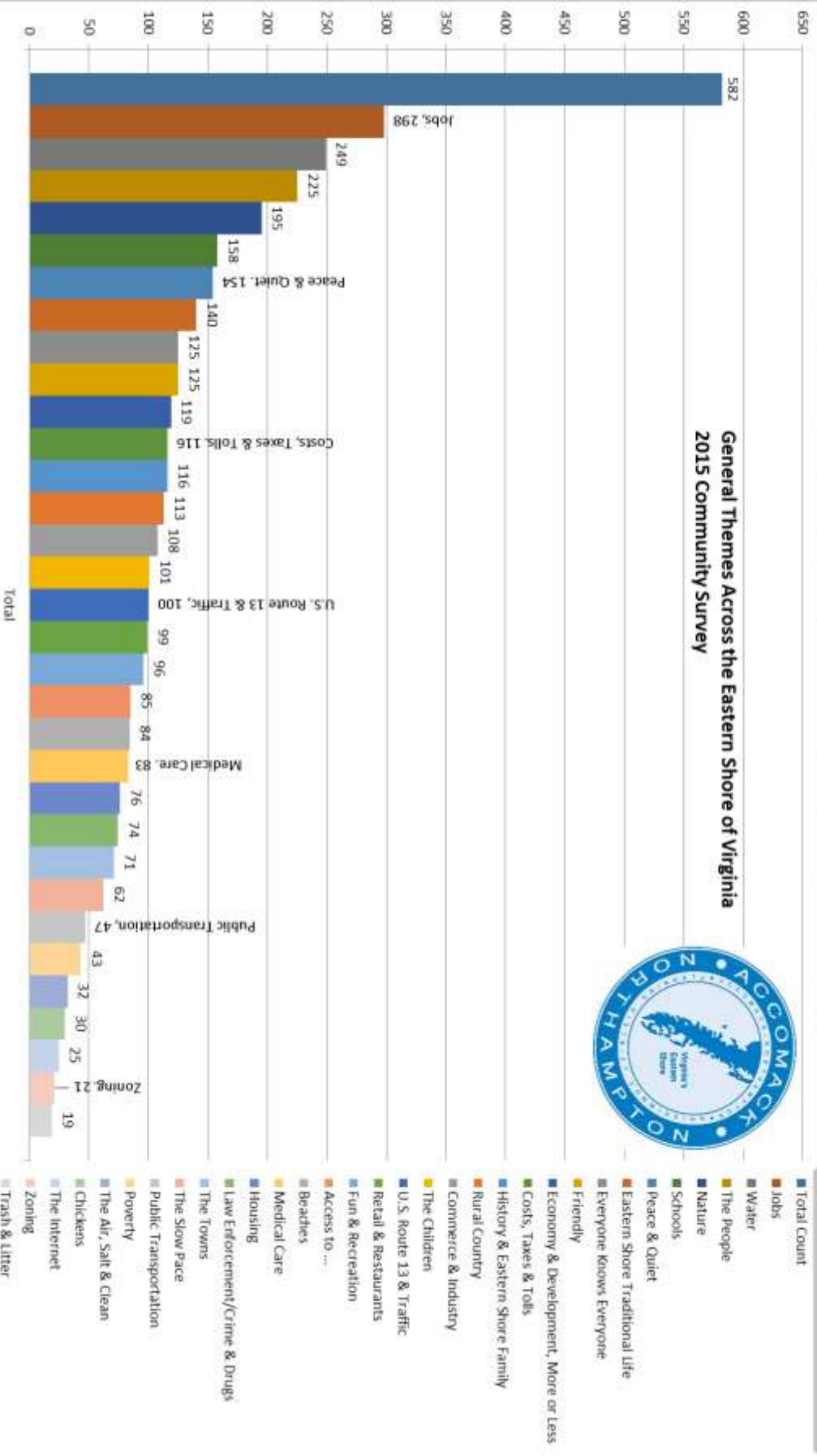


**SURVEY RESULTS – REGIONAL THEMES**

The regional survey results are the collection of the findings from all surveys collected. Since the questions were open ended encouraging participants to speak about whatever was important to them, it was necessary to categorize the themes that appeared.



## General Themes Across the Eastern Shore of Virginia 2015 Community Survey





## PEOPLE OF THE EASTERN SHORE

Each survey was categorized for the times a theme was mentioned. Strong patterns developed showing areas of value and concern and the relative importance of that theme can be measured. Those individual surveys who identified that theme will have the essence of all their comments captured as a word cloud.

### The Eastern Shore of Virginia

#### THEMES DESCRIBED BETWEEN 50% - 60% OF SURVEYS

Jobs 51%

#### THEMES DESCRIBED BETWEEN 40% - 50% OF SURVEYS

Water 43%

#### THEMES DESCRIBED BETWEEN 30% - 40% OF SURVEYS

The People 39%

Nature 34%

#### THEMES DESCRIBED BETWEEN 20% - 30% OF SURVEYS

Schools 27%

Peace & Quiet 27%

Eastern Shore Traditional Life 24%

Everyone Knows Everyone 22%

Friendly 22%

The responses of the surveys that identified a major theme were put into a word cloud generator. The generator also grouped words associated with each other like beach and beaches. The word cloud then shows the relative weight of that word by font size and color hue. Each word cloud is the top fifty words with a minimum of ten descending down to a minimum of three when there are limited surveys with the theme.

## EASTERN SHORE OF VIRGINIA SURVEYS - JOBS

There were 298 surveys that were part of the Jobs theme.

Seven surveys listed jobs as a strength of which two were in Spanish and fourteen surveys, one in Spanish, found it to be something special about the Eastern Shore.

agriculture bay family **jobs** people shore trabajo **work**

Two hundred and seventy-four surveys listed jobs as a challenge for our region, a word cloud of the challenge responses has been created.



The community said they want more jobs, better paying jobs, better quality jobs, those jobs should improve the lives of the poor and retain the young. The jobs should have wages that can support a family. These surveys cited challenges with the schools, housing and transportation.

One hundred and two surveys listed jobs as part of their big idea.



The community said attract and build businesses and industry for the purpose of creating jobs.

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#### JOBS AND SPANISH LANGUAGE SURVEYS

Most notably, the jobs theme produced the only word cloud where a Spanish word was significant enough in the responses to be included. These survey responses were translated and the English translation was included with the appropriate themes but the Spanish words were not removed and so were also included.

The Spanish word significant enough to be captured in the word cloud was trabajo translated as work. All five Spanish language surveys mentioned work in one of the questions. Three of the five mentioned it as one of the most positive features of the Eastern Shore.

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#### VIRGINIA EMPLOYMENT COMMISSION ACCOMACK-NORTHAMPTON PLANNING DISTRICT COMMUNITY PROFILE

More jobs and better paying jobs are relative terms. The following information is presented to provide context to those terms.

In October through December 2015, the Virginia Employment Commission conducted a quarterly Census of Employment and Wages for the Accomack-Northampton Planning

District and found that the average weekly wage for the region is \$702 (\$17.55 hourly). An annual salary based on this wage would be approximately \$36,500.

The Community Profile also noted from 2012 commuting data that 10,954 people live and work on the Eastern Shore of Virginia, while 9,115 people live here but commute outside the region, 3,992 people live outside the region but commute here.

#### EASTERN SHORE OF VIRGINIA SURVEYS – WATER

There were 249 surveys that were part of the Water theme. The theme occurred most often as something liked or a strength. In this instance, it usually related to the Atlantic Ocean and Chesapeake Bay as great assets. When water was used as a challenge or weakness it related to the protection of ground water, preservation of clean surface water, and rising seas/flooding.

A word cloud is included of the words associated with water as an asset for the region. One hundred and seventy-eight said it was one of the things they liked most and one hundred and nineteen said this was special here on the Eastern Shore.



The community said they love the beautiful, clean water and access to that water.

Forty-four surveys noted water as a challenge and sixteen listed water in their big idea.



Individual surveys mentioned groundwater protection, sewage and water system improvements, increased water access, restoration of aquatic life, concern about industries that use significant amounts of water, and concern about overfishing.

#### EASTERN SHORE OF VIRGINIA SURVEYS – THE PEOPLE

There were 225 surveys that are part of The People theme. This theme was most often mentioned as one of the things liked most or a strength.

A word cloud with 'friendly' and 'people' as the largest words. Other visible words include 'living', 'water', 'small', 'rural', 'quiet', 'community', 'beach', 'beauty', 'nature', 'peaceful', 'pace', 'nice', 'lot', 'local', 'access', 'area', 'bay', 'beaches', 'friendly', 'help', 'life', 'everyone', 'family', 'community', 'city', 'care', 'small', 'towns', 'traffic', 'water', 'rural', 'shore', 'small', 'towns', 'traffic'.

The community said they like the friendly people and the small size of the community. One survey said the community was compassionate and another said the community was ready to help.

A word cloud was generated for the 36 surveys who listed people as a challenge.

A word cloud with 'people' as the largest word. Other visible words include 'young', 'public schools', 'jobs', 'education', 'development', 'business', 'keeping', 'lack', 'opportunities', 'peace', 'pace', 'nice', 'lot', 'local', 'access', 'area', 'bay', 'beaches', 'friendly', 'help', 'life', 'everyone', 'family', 'community', 'city', 'care', 'small', 'towns', 'traffic', 'water', 'rural', 'shore', 'small', 'towns', 'traffic'.

The community says that they want to keep their young people and they want schools and jobs for them. When the 33 big idea surveys were fed into the generator it said just three words, jobs, people, and young.

#### EASTERN SHORE OF VIRGINIA SURVEYS – NATURE

There were 195 surveys that were part of the Nature theme. This theme was most often noted as a strength.

A word cloud with 'nature' as the largest word. Other visible words include 'beauty', 'community', 'environment', 'friendly', 'living', 'people', 'quiet', 'resources', 'rural', 'small towns', 'traffic', 'water', 'wildlife', 'unspoiled', 'peace', 'pace', 'nice', 'lot', 'local', 'access', 'area', 'bay', 'beaches', 'friendly', 'help', 'life', 'everyone', 'family', 'community', 'city', 'care', 'small', 'towns', 'traffic', 'water', 'rural', 'shore', 'small', 'towns', 'traffic'.

The community said they love the beauty of the nature. Individual elements of that nature included the water surrounding the Eastern Shore, the wildlife, birds, sunsets and the beaches. Many times individual surveys also noted the rural character.

Twenty-three surveys listed this theme in the weakness category. The generator had to be reduced to five instances of the words to create the word cloud. When it was set at 10 only two words appeared, jobs and nature.

A word cloud with 'nature' as the largest word. Other visible words include 'education', 'environment', 'jobs', 'keeping', 'nature', 'resources', 'protecting', 'public', 'quality', 'school', 'water', 'peace', 'pace', 'nice', 'lot', 'local', 'access', 'area', 'bay', 'beaches', 'friendly', 'help', 'life', 'everyone', 'family', 'community', 'city', 'care', 'small', 'towns', 'traffic', 'water', 'rural', 'shore', 'small', 'towns', 'traffic'.

These surveys spoke about obtaining jobs that respect the Eastern Shore’s nature.

There were eleven surveys who listed this as their big idea. Some desired additional environmental protection, and others wanted this asset promoted.

## EASTERN SHORE OF VIRGINIA SURVEYS – SCHOOLS

There were 158 surveys that were part of the Schools theme. Since there are two school systems this theme will be presented broken down by county.

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### ACCOMACK COUNTY SCHOOL SYSTEM

There were a total of 59 surveys who mentioned this theme and listed that they were a resident of Accomack County. This is 21% of all Accomack County surveys.

There were three surveys of Accomack County residents who said the schools were one of the things they most liked.

Forty-six surveys of Accomack County residents listed schools as a challenge. The word cloud of these responses is below.



Nine Accomack County residents said that the schools are not good, and one of these surveys states they intend to send their children to Maryland for school. Two surveys said that teachers needed more resources to improve education. Several surveys wanted the schools to be improved and better education provided.

Twenty surveys of Accomack County residents stated improving the schools was their big idea for the Eastern Shore of Virginia.



Two surveys stated all schools should be accredited, and another stated that the big schools should be replaced by neighborhood schools. Two surveys identified providing a college education as their big idea.

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### NORTHAMPTON COUNTY SCHOOL SYSTEM

There were a total of 96 surveys who mentioned this theme and that they were a resident of Northampton County. This is 42% of all Northampton County surveys.

There were eight Northampton County residents who said schools were one of the things they most liked. One survey stated it is possible to succeed regardless of your education

level and one stated that a new Middle School is needed. Some noted they liked their school, liked meeting people at school and liked the diversity of the schools.

There were eighty-three Northampton County residents that listed the schools as a challenge.



Nineteen Northampton County residents said that the schools are not good. Three said that parents or families needed to become involved in their children's education and one survey said teachers needed to be paid more so good teachers would come and stay here. In addition to the survey noting the need for a Middle School under what was special on the Eastern Shore, another survey noted a Middle School needed to be built and another said a bigger school was needed.

There were 35 Northampton County residents who stated that their big idea was to improve the schools.



Five suggested more funding for the schools with two saying increase teachers' salaries, another noted their big idea as build a new Middle School, another stated that Accomack and Northampton schools should be consolidated, another stated that there should be charter schools, three suggested more vocational training/workforce training, two suggested a technology focused school for each county, one survey suggested a behavioral K-12 school, one suggested implementing a progressive development structure into the schools, one said more artistic training, another suggested a job apprenticeship program and one suggested the pupil/teacher ratio be decreased.

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#### PARENTS

There were fifty-two surveys that are part of the Schools theme where they also listed themselves as parents. Nineteen were Accomack residents and thirty-three were Northampton residents.

Description	Most Liked	Special	Challenge	Big Idea
All Parents	2	3	45	22
Accomack Parents	1	1	16	9
Northampton Parents	1	2	29	13

Overall, Eastern Shore Parents find the schools to be major challenge for the Eastern Shore.

#### EASTERN SHORE OF VIRGINIA SURVEYS – PEACE & QUIET

There were 154 surveys that were part of the Peace & Quiet theme.

All but one survey listed the Peace & Quiet theme as a strength of the region. Often these theme was associated with the natural surroundings and also the friendly or nice people.

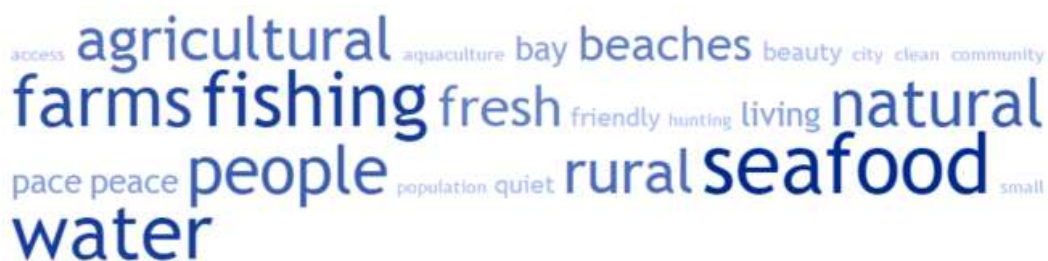


Only one survey listed this theme in the challenge and big idea area of the survey. That survey wanted more access for natural resources tourists to the quiet.

#### EASTERN SHORE OF VIRGINIA SURVEYS – EASTERN SHORE TRADITIONAL LIFE

There were 140 surveys that were part of the Eastern Shore Traditional Life theme.

Eighty-eight surveys listed Eastern Shore Traditional Life as one of the things they most liked and forty-five surveys said this theme was one of the things that was special about the Eastern Shore.



A striking characteristic of these surveys is that they are very activity driven (fishing, eating, farming, hunting, living). These surveys are also associated with people, family,

and community. This theme appears to represent the traditional culture of the Eastern Shore, hence why Eastern Shore Traditional Life was chosen as the theme name.

Twenty-seven surveys indicated that this theme was a challenge. The word cloud generator was reduced to five instances of the word because only one word appeared at ten instances (farming).



A word cloud where the word 'farming' is the largest and most prominent. Other words include 'access', 'agriculture', 'expenses', 'care', 'changes', 'chicken', 'unity', 'industry', 'keeping', 'lack', 'northampton', 'pollution', and 'water'.

Nine surveys indicated chicken farming was a challenge, six surveys said pollution was a challenge and two of these referenced farming, one survey stated it was a challenge to hold onto their heritage of farming in Northampton because of a lack of regard for it, one survey stated a balance was needed between farming and nature and desired to avoid ruining a good thing, and one survey stated that one challenge was unity on goals vs. traditional mentality of bitterness and that this rare, beautiful place should be safeguarded.

Thirty surveys indicated this theme as a big idea.



A word cloud where the word 'farms' is the largest and most prominent. Other words include 'agriculture', 'aquaculture', 'fishing', and 'organic'.

Eight suggested taking up organic farming (one wanted all farming converted to strict organic farming), five surveys suggested marketing or developing a cooperative to market farm products, five surveys wanted chicken or tomato farming banned, five surveys suggested protective measures or restoration of aquatic life, three wanted solar farms, one wanted Omega Protein fishing in the Bay outlawed and one survey wanted more investment in aquaculture and another wanted to tax aquaculture.

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#### IMPACTS TO TRADITIONAL CULTURE

There is two views of traditional culture with regards to farming, one holds that this is something that is most liked and another is that it represents a challenge for the Eastern Shore.



Eastern Shore Traditional Life	Most Liked	Special	Challenge	Big Idea
All Thematic Surveys	88	45	41	38
Thematic Surveys of Those Born Here	30	6	3	4

The reason this chart is shown is for those to understand that while those born here like and continue the traditional aspects of the culture they don't necessarily see it as special. It is more likely to be seen as special by those who did not identify as born here. The people who see it as special are about the same number who see it as a challenge whereas a majority find the traditions appealing and a strength of the region.

#### EASTERN SHORE OF VIRGINIA SURVEYS – EVERYONE KNOWS EVERYONE

There were 125 surveys that were part of the Everyone Knows Everyone theme.

There were sixty-two surveys that listed this theme as something that was most liked and seventy-three surveys that thought this was special.



The surveys described the Eastern Shore community as tight knit, close knit, small, willing to help, and everybody and everyone knows each other.

Nine surveys found this to be a challenge.



Two surveys were concerned that there was a need for more community activities, one survey stated that one challenge is that everybody knows everything, one person was concerned that the Eastern Shore could become a bedroom community, two surveys said that the local government was not listening to the community and one survey said that there are two parallel universes among the community and this has caused too much separateness.

There were fifteen surveys who had a big idea about this theme.

Seven surveys called for jobs or business investment to create jobs for the community, four surveys called for more community activities or a community center, one survey said to promote the Eastern Shore nationally as a retirement destination to increase the number of taxpayers, one survey called for a community think tank, one survey stated we should decide to be ship shape as a community and individually, one survey suggested money should be raised for the community, and one survey said that there should be community involvement to bring hope and possibility to the young who see little opportunity.

### EASTERN SHORE OF VIRGINIA SURVEYS – FRIENDLY

There were 125 surveys that were part of the Friendly theme.

Every survey found this as a strength of the region.



Ninety-seven surveys said the friendly people were one of the things they most liked about the Eastern Shore and forty-one said this was special.

### CELEBRATING OUR DIVERSE VIEWS

The survey was intended to represent all the viewpoints on the Eastern Shore and offer an avenue for all community members to participate. This means that some viewpoints because of the size and number of the participants may not have the weight needed to see the diversity of perspectives that enrich our community. The following sections are included so that all ages, races, genders and people’s interests can be examined.

The total number of surveys received for each population segment is included.

Community Segment	Surveys Received
Women	326
Men	178
White/Caucasian	359
Black/African American	111
Two or More Races	11
Latino	8 (5 from Spanish language surveys)
Human	7

Age 71+	39
52-70	241
39-51	63
23-38	110
0-22	43
Accomack	285
Northampton	230

**VOICES ON JOBS**

<b>Jobs Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	56%
Men	55%
White/Caucasian	55%
Black/African American	58%
Two or More Races	55%
Latino	88%
Human	29%
Age 71+	51%
52-70	55%
39-51	62%
23-38	65%
0-22	26%
Accomack	59%
Northampton	54%

**VOICES ON WATER**

<b>Water Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	39%
Men	50%
White/Caucasian	51%
Black/African American	12%
Two or More Races	27%
Latino	63%
Human	43%
Age 71+	44%

52-70	52%
39-51	30%
23-38	42%
0-22	23%
Accomack	39%
Northampton	47%

### VOICES ON THE PEOPLE

The People Theme By Community Segment	Percentage Within That Group
Women	42%
Men	40%
White/Caucasian	44%
Black/African American	32%
Two or More Races	45%
Latino	38%
Human	43%
Age 71+	44%
52-70	46%
39-51	43%
23-38	33%
0-22	30%
Accomack	41%
Northampton	41%

### VOICES ON NATURE

Nature Theme By Community Segment	Percentage Within That Group
Women	37%
Men	34%
White/Caucasian	45%
Black/African American	4%
Two or More Races	36%
Latino	13%
Human	71%
Age 71+	46%
52-70	45%

39-51	29%
23-38	29%
0-22	9%
Accomack	27%
Northampton	47%

**VOICES ON SCHOOLS**

Schools Theme By Community Segment	Percentage Within That Group
Women	32%
Men	26%
White/Caucasian	36%
Black/African American	13%
Two or More Races	36%
Latino	13%
Human	57%
Age 71+	31%
52-70	34%
39-51	24%
23-38	31%
0-22	26%
Accomack	21%
Northampton	42%

**VOICES ON PEACE & QUIET**

Peace & Quiet Theme By Community Segment	Percentage Within That Group
Women	29%
Men	26%
White/Caucasian	26%
Black/African American	35%
Two or More Races	27%
Latino	50%
Human	14%
Age 71+	23%
52-70	32%

39-51	27%
23-38	25%
0-22	16%
Accomack	27%
Northampton	30%

**VOICES ON EASTERN SHORE TRADITIONAL LIFE**

<b>Eastern Shore Traditional Life Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	24%
Men	27%
White/Caucasian	31%
Black/African American	5%
Two or More Races	0%
Latino	38%
Human	43%
Age 71+	21%
52-70	32%
39-51	22%
23-38	23%
0-22	5%
Accomack	22%
Northampton	28%

**VOICES ON EVERYONE KNOWS EVERYONE**

<b>Everyone Knows Everyone Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	27%
Men	17%
White/Caucasian	26%
Black/African American	18%
Two or More Races	36%
Latino	0%
Human	14%
Age 71+	15%
52-70	23%

39-51	16%
23-38	28%
0-22	28%
Accomack	20%
Northampton	26%

**VOICES ON FRIENDLY**

<b>Friendly Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	21%
Men	24%
White/Caucasian	24%
Black/African American	16%
Two or More Races	18%
Latino	13%
Human	43%
Age 71+	28%
52-70	24%
39-51	19%
23-38	27%
0-22	19%
Accomack	20%
Northampton	23%

**VOICES ON ECONOMY & DEVELOPMENT, MORE OR LESS**

<b>Economy &amp; Development, More or Less Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	19%
Men	29%
White/Caucasian	28%
Black/African American	3%
Two or More Races	0%
Latino	0%
Human	57%
Age 71+	41%
52-70	27%

39-51	17%
23-38	53%
0-22	0%
Accomack	16%
Northampton	29%

**VOICES ON COSTS, TAXES & TOLLS**

<b>Costs, Taxes &amp; Tolls Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	21%
Men	22%
White/Caucasian	23%
Black/African American	17%
Two or More Races	18%
Latino	25%
Human	29%
Age 71+	28%
52-70	22%
39-51	22%
23-38	27%
0-22	7%
Accomack	21%
Northampton	25%

**VOICES ON HISTORY & EASTERN SHORE FAMILY**

<b>History &amp; Eastern Shore Family Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	25%
Men	13%
White/Caucasian	20%
Black/African American	22%
Two or More Races	36%
Latino	25%
Human	14%
Age 71+	15%
52-70	16%



39-51	33%
23-38	25%
0-22	21%
Accomack	21%
Northampton	21%

### VOICES ON RURAL COUNTRY

Rural Country Theme By Community Segment	Percentage Within That Group
Women	19%
Men	21%
White/Caucasian	26%
Black/African American	3%
Two or More Races	9%
Latino	0%
Human	29%
Age 71+	26%
52-70	27%
39-51	21%
23-38	15%
0-22	0%
Accomack	16%
Northampton	24%

### VOICES ON COMMERCE & INDUSTRY

Commerce & Industry Theme By Community Segment	Percentage Within That Group
Women	17%
Men	25%
White/Caucasian	27%
Black/African American	1%
Two or More Races	9%
Latino	0%
Human	14%
Age 71+	28%
52-70	24%

39-51	25%
23-38	17%
0-22	0%
Accomack	14%
Northampton	27%

### VOICES ON THE CHILDREN

The Children Theme By Community Segment	Percentage Within That Group
Women	21%
Men	14%
White/Caucasian	19%
Black/African American	18%
Two or More Races	36%
Latino	0%
Human	29%
Age 71+	8%
52-70	18%
39-51	24%
23-38	25%
0-22	12%
Accomack	22%
Northampton	15%

### VOICES ON U.S. ROUTE 13 & TRAFFIC

U.S. Route 13 & Traffic Theme By Community Segment	Percentage Within That Group
Women	17%
Men	22%
White/Caucasian	24%
Black/African American	5%
Two or More Races	9%
Latino	13%
Human	0%
Age 71+	23%
52-70	22%

39-51	16%
23-38	18%
0-22	2%
Accomack	16%
Northampton	20%

**VOICES ON RETAIL & RESTAURANTS**

<b>Retail &amp; Restaurants Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	21%
Men	13%
White/Caucasian	17%
Black/African American	19%
Two or More Races	18%
Latino	0%
Human	14%
Age 71+	13%
52-70	15%
39-51	19%
23-38	26%
0-22	21%
Accomack	18%
Northampton	19%

**VOICES ON FUN & RECREATION**

<b>Fun &amp; Recreation Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	19%
Men	16%
White/Caucasian	20%
Black/African American	15%
Two or More Races	18%
Latino	13%
Human	14%
Age 71+	10%
52-70	16%

39-51	21%
23-38	25%
0-22	16%
Accomack	19%
Northampton	16%

**VOICES ON ACCESS TO ...**

<b>Access To ... Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	14%
Men	19%
White/Caucasian	20%
Black/African American	5%
Two or More Races	18%
Latino	13%
Human	0%
Age 71+	21%
52-70	16%
39-51	19%
23-38	20%
0-22	0%
Accomack	13%
Northampton	16%

**VOICES ON BEACHES**

<b>Beaches Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	18%
Men	10%
White/Caucasian	18%
Black/African American	5%
Two or More Races	9%
Latino	38%
Human	14%
Age 71+	3%
52-70	12%

39-51	13%
23-38	29%
0-22	16%
Accomack	18%
Northampton	12%

### VOICES ON MEDICAL CARE

Medical Care Theme By Community Segment	Percentage Within That Group
Women	16%
Men	14%
White/Caucasian	18%
Black/African American	4%
Two or More Races	27%
Latino	13%
Human	14%
Age 71+	15%
52-70	20%
39-51	16%
23-38	14%
0-22	2%
Accomack	14%
Northampton	18%

### VOICES ON HOUSING

Housing Theme By Community Segment	Percentage Within That Group
Women	19%
Men	4%
White/Caucasian	10%
Black/African American	25%
Two or More Races	36%
Latino	25%
Human	0%
Age 71+	10%
52-70	12%

39-51	19%
23-38	17%
0-22	12%
Accomack	16%
Northampton	11%

**VOICES ON LAW ENFORCEMENT/CRIME & DRUGS**

<b>Law Enforcement/Crime &amp; Drugs Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	14%
Men	13%
White/Caucasian	12%
Black/African American	24%
Two or More Races	18%
Latino	0%
Human	0%
Age 71+	5%
52-70	13%
39-51	8%
23-38	20%
0-22	23%
Accomack	15%
Northampton	11%

**VOICES ON THE TOWNS**

<b>The Towns Theme By Community Segment</b>	<b>Percentage Within That Group</b>
Women	15%
Men	8%
White/Caucasian	16%
Black/African American	4%
Two or More Races	9%
Latino	0%
Human	0%
Age 71+	21%
52-70	12%

39-51	11%
23-38	17%
0-22	5%
Accomack	13%
Northampton	11%

### VOICES ON THE SLOW PACE

The Slow Pace Theme By Community Segment	Percentage Within That Group
Women	11%
Men	14%
White/Caucasian	14%
Black/African American	4%
Two or More Races	0%
Latino	13%
Human	29%
Age 71+	10%
52-70	14%
39-51	19%
23-38	8%
0-22	2%
Accomack	11%
Northampton	11%

### VOICES ON PUBLIC TRANSPORTATION

Public Transportation By Community Segment	Percentage Within That Group
Women	10%
Men	6%
White/Caucasian	8%
Black/African American	11%
Two or More Races	9%
Latino	0%
Human	14%
Age 71+	5%
52-70	7%

39-51	16%
23-38	12%
0-22	2%
Accomack	11%
Northampton	6%

**VOICES ON POVERTY**

Poverty Theme By Community Segment	Percentage Within That Group
Women	8%
Men	8%
White/Caucasian	9%
Black/African American	5%
Two or More Races	18%
Latino	13%
Human	14%
Age 71+	3%
52-70	12%
39-51	5%
23-38	7%
0-22	5%
Accomack	8%
Northampton	8%

**VOICES ON THE AIR, SALT & CLEAN**

The Air, Salt & Clean Theme By Community Segment	Percentage Within That Group
Women	6%
Men	7%
White/Caucasian	7%
Black/African American	2%
Two or More Races	9%
Latino	13%
Human	0%
Age 71+	10%
52-70	8%



39-51	0%
23-38	5%
0-22	2%
Accomack	5%
Northampton	7%

### VOICES ON CHICKENS

Chickens Theme By Community Segment	Percentage Within That Group
Women	5%
Men	6%
White/Caucasian	7%
Black/African American	0%
Two or More Races	0%
Latino	0%
Human	14%
Age 71+	10%
52-70	8%
39-51	5%
23-38	1%
0-22	0%
Accomack	3%
Northampton	9%

### VOICES ON THE INTERNET

The Internet Theme By Community Segment	Percentage Within That Group
Women	5%
Men	6%
White/Caucasian	5%
Black/African American	1%
Two or More Races	27%
Latino	0%
Human	14%
Age 71+	3%
52-70	6%

39-51	5%
23-38	6%
0-22	0%
Accomack	5%
Northampton	5%

**VOICES ON ZONING**

Zoning Theme By Community Segment	Percentage Within That Group
Women	3%
Men	5%
White/Caucasian	5%
Black/African American	0%
Two or More Races	0%
Latino	0%
Human	14%
Age 71+	5%
52-70	6%
39-51	0%
23-38	4%
0-22	0%
Accomack	1%
Northampton	7%

**VOICES ON TRASH & LITTER**

Trash & Litter Theme By Community Segment	Percentage Within That Group
Women	4%
Men	3%
White/Caucasian	4%
Black/African American	2%
Two or More Races	0%
Latino	0%
Human	14%
Age 71+	3%
52-70	5%

39-51	2%
23-38	4%
0-22	5%
Accomack	6%
Northampton	1%

## GEOGRAPHIC CLASSIFICATIONS

The Commission collected geographic information and while this information will not be presented in great detail in this report, it is available to supplement future Commission work.

Location	Accomack Surveys	Northampton Surveys
Live in Town	93	50
Live on the Water	58	79
Live in Between	113	82

## COMMUNITY CLASSIFICATIONS

The Commission recognized that, aside from demographic indicators, there are communities of common interest on the Eastern Shore and staff wanted to capture this information. Each participant was given the opportunity to classify themselves into categories according to their personal interests. They could choose as many categories as they wanted or none. A selection of twenty options was offered, additionally participants could add a description in the Other category.

The portion of the survey will not be displayed in detail but is intended to be used to supplement future Commission work.

Classification	No. of Surveys	Percent who live in Town	Percent who live on the Water	Percent who live In Between	% Where Location is Blank or Other
Born Here	179	27%	18%	42%	13%
Parent	171	25%	23%	44%	8%
Other*	123	18%	35%	40%	7%

Retired but not expired	122	19%	39%	40%	2%
Free Spirit	101	28%	24%	40%	8%
Business Owner	80	20%	38%	35%	7%
Activist	66	27%	29%	39%	5%
World Traveler	63	17%	40%	38%	5%
In Pursuit of Leisure	56	30%	32%	30%	8%
Church Lady/Volunteer	54	33%	9%	48%	10%
Renaissance Person	53	25%	30%	38%	7%
Artist	47	38%	30%	28%	4%
Student	43	33%	14%	30%	23%
Weekday Suit	34	26%	21%	41%	12%
Farmer	28	14%	29%	50%	7%
Waterman	20	5%	40%	35%	20%
Still a Kid – Give me a Break	20	35%	15%	40%	10%
Elder Statesman/woman	13	38%	31%	23%	8%
Hermit	10	50%	10%	40%	0%
Curmudgeon	9	33%	11%	56%	0%
Knock-about	5	20%	40%	40%	0%

\* A Word Cloud of the Other Category is provided.

active animal beach blue boater born busy care  
church **circled** citizen collar community concerned eastern  
educator farm former **grandparent** happy interested  
learner live local lover nature owner  
person poet professional question raised **retired**  
scientist shore soon stand **teacher** volunteer  
work worker written year

## METHODS

The anonymous survey was designed to be open ended and give few pre-determined choices. The intent was to capture what was important and challenging to the population without suggestion. It was based on an individual's response to questions intended to evaluate the region's Strengths, Weaknesses, Opportunities and Threats (SWOT). It also had a second line of questions to determine who in the community were speaking. Individuals could say anything they wanted in every question.

## QUESTIONNAIRE

The survey asked the following questions:

1. What do you like most about living on the Eastern Shore?
2. What about those things makes them special here on the Shore? Why is here different?
3. What are the biggest challenges for residents of the Eastern Shore?
4. If you had the ability to implement one big idea that could make a real difference for the Shore or its residents – just say it and it's done – what would it be?
5. In which county do you live?
6. Who was president of the United States when you were born?/What year were you born?
7. Would you say you live: (on the water, in Town, or in between)
8. Choose two or three phrases that describe you, or provide your own: (20 options were provided as well as an other category)
9. What do you consider to be your race or ethnicity?
10. Are you male or female?

## OBJECTION/COMMENTARY TO THE RACE/ETHNICITY QUESTION

Some participants objected or used their ability to say anything to provide commentary on the question on race and ethnicity. Most of the objections related to the description of race and ethnicities offered by the survey instrument. All participants were allowed to skip the question or provide their own description, if they wished.

Once response to the Commission, included as a blank race/ethnicity, asked “Why is (the race/ethnicity question) important to the survey?”

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### WHY WAS THE RACE/ETHNICITY QUESTION IMPORTANT TO THE SURVEY?

The race/ethnicity question is important because minority communities have different viewpoints and they are members of the community. We had three main reasons for asking this question.

First, it was important to make sure that we were reaching all segments of our community and get each segment to participate. This allowed us to evaluate which outreach strategies were working. We measured success by how close we came to having results in proportion to the measured Census 2010 population. We could only determine this by directly asking for race/ethnicity. It is the same reason we asked for age, gender, county, and where you lived (in town, on the water, or in between).

Second, whether you were young, middle aged, old, male, female, from Accomack, from Northampton, whether you live in Town, on the water or in between, no matter what your race or ethnicity, you are a member of our community and we wanted to know what you were thinking. We use this information to develop programs and projects to respond to the diverse needs of the Eastern Shore. Being able to look at the responses separately allows us to see specific needs and fill gaps that otherwise would have gone unseen.

Third, asking all of these questions allowed the Commission to see and report the biases present in the survey. Without this information, we would not know that men, people aged 0-22, 39-51 and 71+, African Americans, Latinos, and Accomack County residents were underrepresented in the overall results. Since this survey is publically available, it is critical that other agencies and persons that seek to use this information know how accurate a picture this is of the Eastern Shore. The Virginia Department of Conservation and Recreation has already requested and received the raw results. One official has indicated to our staff that our eight Latino/Hispanic results, including the five received in Spanish, are one of the few surveys they know of that has reached this population and included some information on recreation.

## DISTRIBUTION

The survey was available in the A-NPDC lobby and was offered to all persons who visited the Commission. It was also available online. At least one survey was also mailed upon a request. Staff asked everyone to fill out one and find five other people to do so. The link to the survey was sent for distribution to the Town of Tangier and was distributed through Facebook. Special outreach efforts offered the survey to low-income and minority persons, as well as scribe assistance, if needed. This allowed some persons who were not confident at writing to take part in the survey as well. It was taken to the Mother Earth Festival on Chincoteague, staff went to a local restaurant in Parksley and a local bar on Chincoteague. One community group, located in Northampton County, distributed it in their emailed newsletter. It was offered at every committee meeting hosted by the A-NPDC, Accomack-Northampton Regional Housing Authority and Eastern Shore of Virginia Housing Alliance. A special request from staff asked the Board members of the Eastern Shore of Virginia Housing Alliance to bring back additional surveys as some of the members have ties to social clubs on the Eastern Shore. We requested one Spanish and English speaking person to translate our survey, fill one out (which they did in English) and asked them if they would help us get five from Spanish speaking people and they did so. As a result of this community effort, a total of 582 surveys were received.

## CATEGORIZATION

The first 400 survey responses to the first four questions of the survey were fed into an online word counter in mid-August. This counter grouped related words such as beach and beaches. Like words were further grouped by hand and the initial set of themes emerged. All surveys were then categorized by hand, when one of those words were present. Eventually all 582 survey were categorized. Each general theme, designated by A-NPDC staff, is listed in the table with the words associated with that theme.

General Theme	Words Included. *shows the root used. If the root was found but did not relate to the general theme it was not marked.
Access to ...	access
The Air, Salt & Clean	air
Beaches	beach*
Chickens	poul*, chick*
The Children	child*, kid*, young, teen*, youth
Commerce & Industry	business, commerc*, indust*
Costs, Taxes & Tolls	cost, cheap, charge, expens*, tax*, toll, afford*, money
Eastern Shore Traditional Life	agricultur*, aquaculture, farm*, fish*, hunt*, seafood, veg*

<b>Economy &amp; Development, More or Less</b>	develop*, econo*
<b>Everyone Knows Everyone</b>	commun*, know*
<b>Friendly</b>	friend*, nice (context people)
<b>Fun &amp; Recreation</b>	recreat*, kayak, boat, play, fun, swim*, activ*
<b>History &amp; Eastern Shore Family</b>	hist*, cultur*, famil* (agricultur* not included)
<b>Housing</b>	hous*, home (context “a house” not a feeling)
<b>The Internet</b>	broadband, connect*, internet
<b>Jobs</b>	job*, employ*, wage*, work*, income (context use of the word income other than low-income)
<b>Law Enforcement/Crime &amp; Drugs</b>	saf*, crime, viol*, rob*, law, enforce*, drug*, police
<b>Medical Care</b>	medical, doctor, health*, hosp*
<b>Nature</b>	natur*, wild*, environ*
<b>Peace &amp; Quiet</b>	quiet, peace*, calm
<b>The People</b>	people
<b>Poverty</b>	pov*, poor, income (context low-income)
<b>Public Transportation</b>	transport*, transit
<b>Retail &amp; Restaurants</b>	shop*, store*, restaur*, retail, mall, entertain*
<b>Rural Country</b>	rural
<b>Schools</b>	scho*, educat*
<b>The Slow Pace</b>	pace
<b>Trash &amp; Litter</b>	litt*, trash
<b>The Towns</b>	town*
<b>U.S. Route 13 &amp; Traffic</b>	traffic, route, congestion
<b>Water</b>	*water, ocean, bay
<b>Zoning</b>	zon*