



VIRGINIA SHIP
REPAIR ASSOCIATION

2017 Awareness & Perception Survey Results

Survey period: 7/25/2017 - 7/30/2017

Respondents: 1,049

South Hampton Roads (SHR) = 568

Peninsula = 398

Other Hampton Roads = 83

Note: Weighting is applied to ensure that no particular age group or city/county of residence is over/under represented in the results. Hampton Roads adults 18+ is the standard set for weighting.



Contents

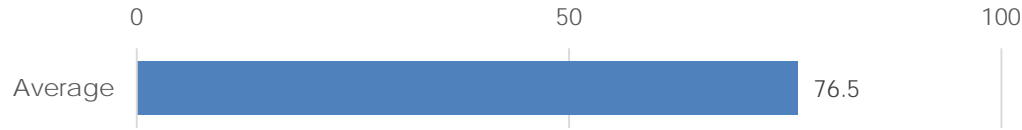
- **Overall Results**
 - Economic Impact & Contribution
 - Jobs Employed & Created
 - State With Most Workers
 - Career Ratings
 - Income & Growth
 - Education & Training
- **SHR and Peninsula Differences**
- **Implications**
- **Appendix: SHR vs. Peninsula**

Overall Results

Economic Impact & Contribution

How much of an impact do you believe the Ship Repair Industry has on the regional economy (jobs, income, taxes, etc.)?

(0 = No impact at all, 100 = Extremely large impact)



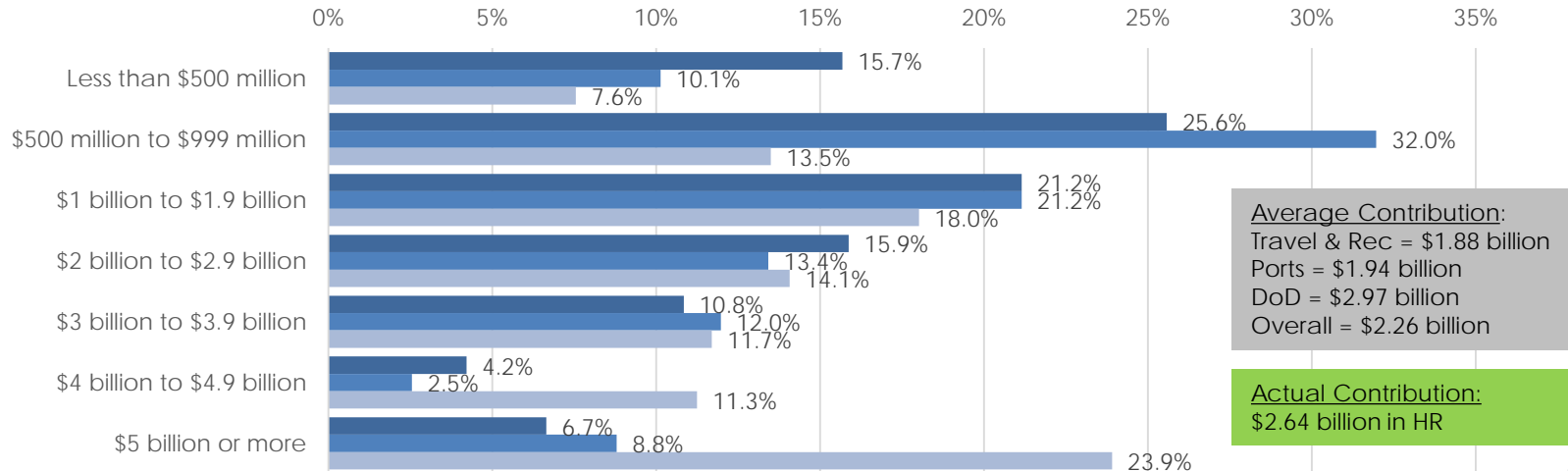
How much contribution do you believe the Ship Repair Industry offers?

The Travel & Recreation Industry represents \$846 million in direct contribution to the regional economy (GDP) (N = 346)

The Ports represent \$1.59 billion in direct contribution to the regional economy (GDP) (N = 357)

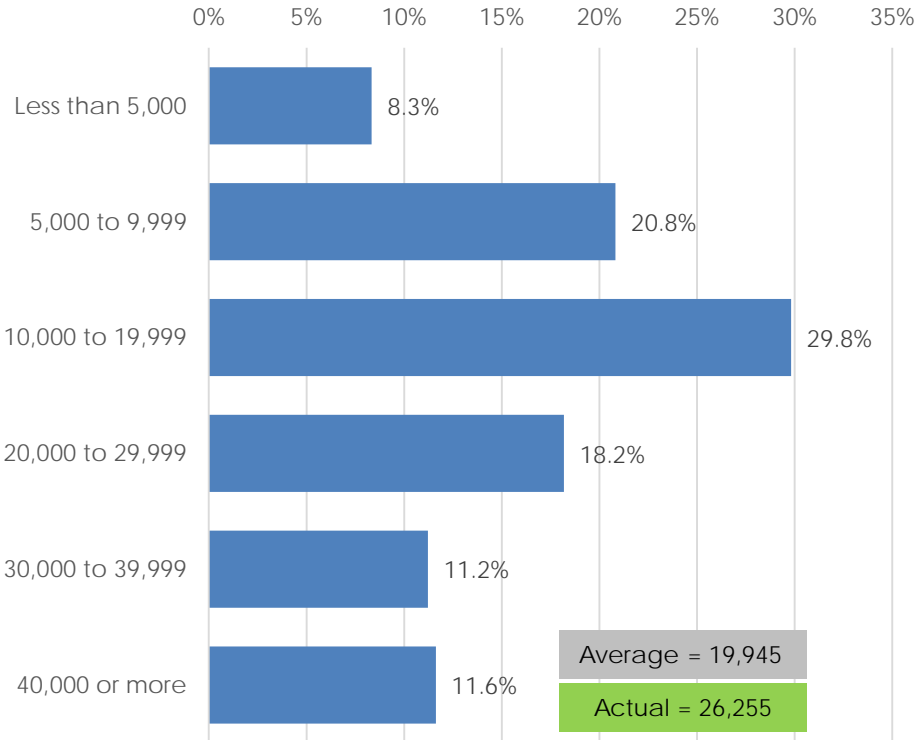
The Department of Defense represents \$19.4 billion in direct contribution to the regional economy (GDP) (N = 346)

■ Travel & Rec ■ Ports ■ DoD

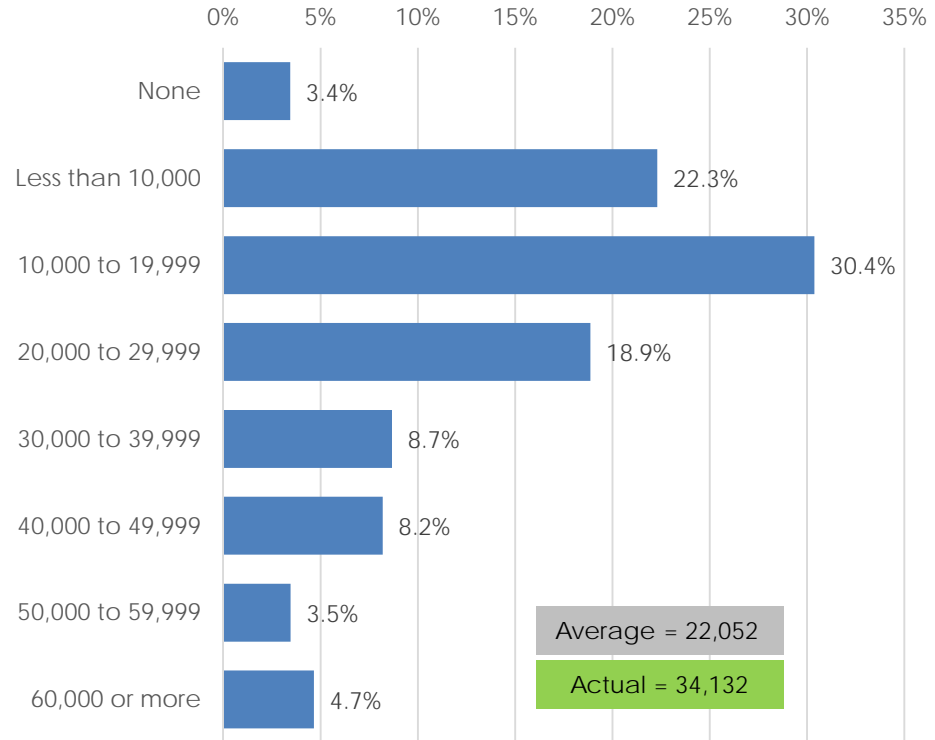


Jobs Employed & Created

How many jobs do you believe the Ship Repair Industry directly employs in the Hampton Roads region?

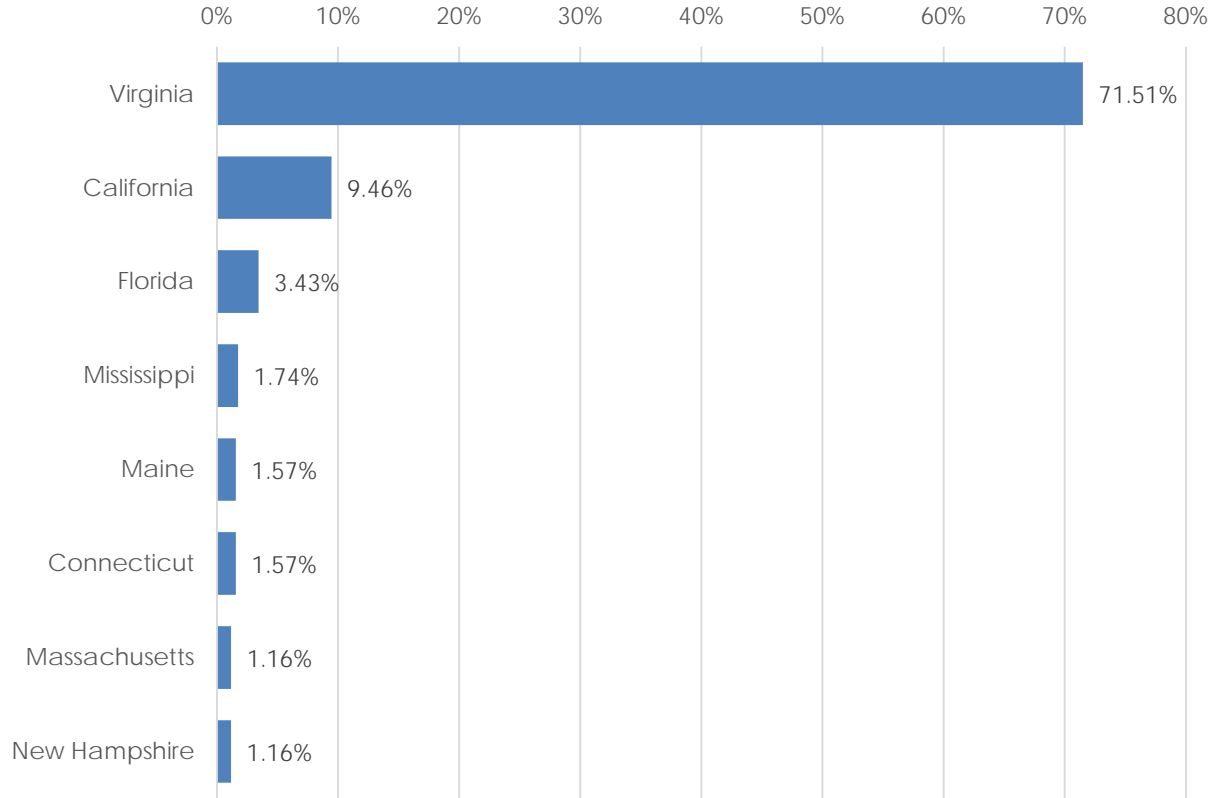


How many additional jobs do you believe are created because of the 26,255 Hampton Roads Ship Repair jobs currently employed?



State With Most Workers

Which state in the U.S. do you believe has the largest number of workers for the Ship Repair Industry?



Note: States with less than 1% of the responses are not displayed
Source: Hampton Roads Panel, July 2017

Career Ratings

How stable or secure do you believe jobs are within the Ship Repair Industry?

(0 = Not at all stable/secure, 100 = Extremely stable/secure)

How likely are you to recommend that your children or other friend's/family's children consider a career in the Ship Repair Industry?

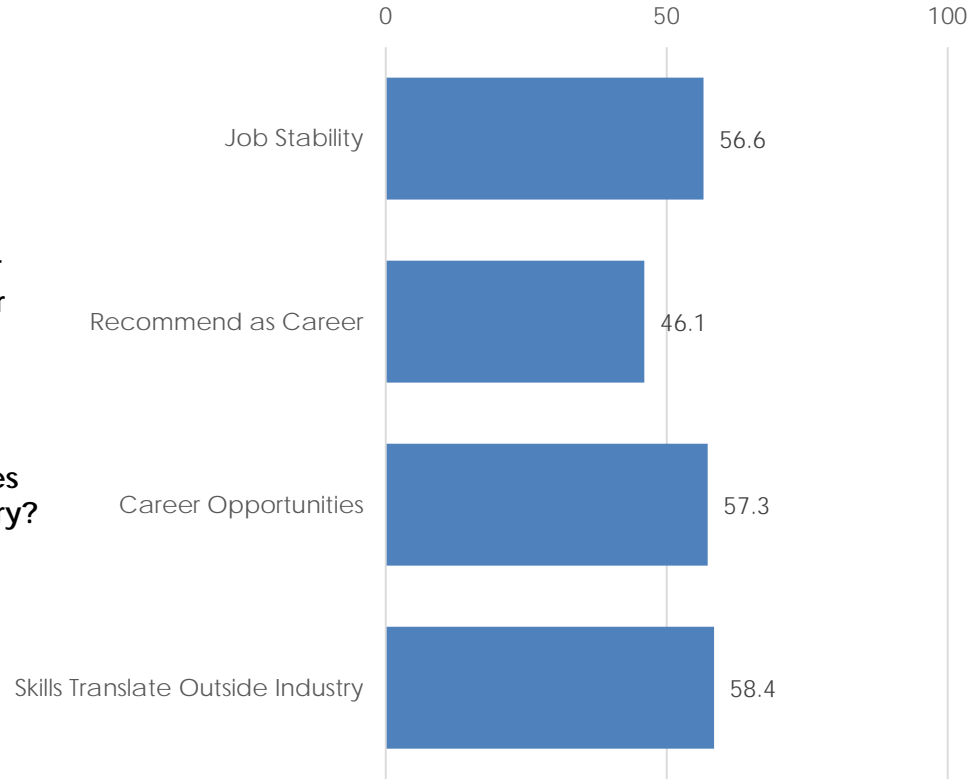
(0 = Not at all likely, 100 = Extremely likely)

How many career or promotional advancement opportunities do you believe exist for workers within the Ship Repair Industry?

(0 = No opportunities at all, 100 = Multiple opportunities)

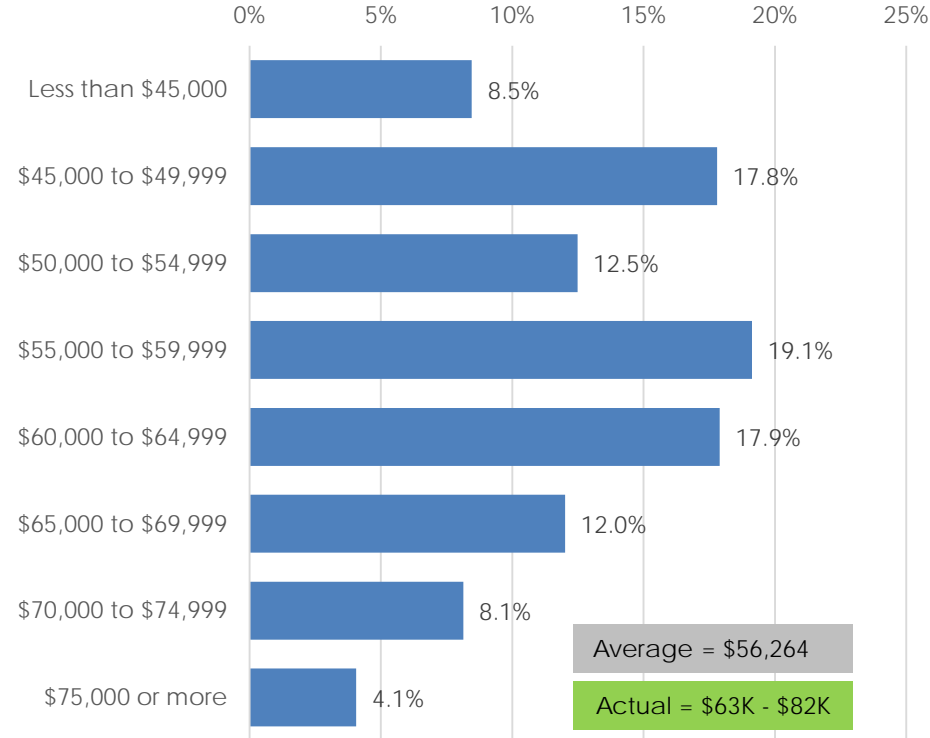
How well do you think the skills acquired by Ship Repair workers can be applied to jobs outside the industry?

(0 = Not at all, 100 = Extremely well)

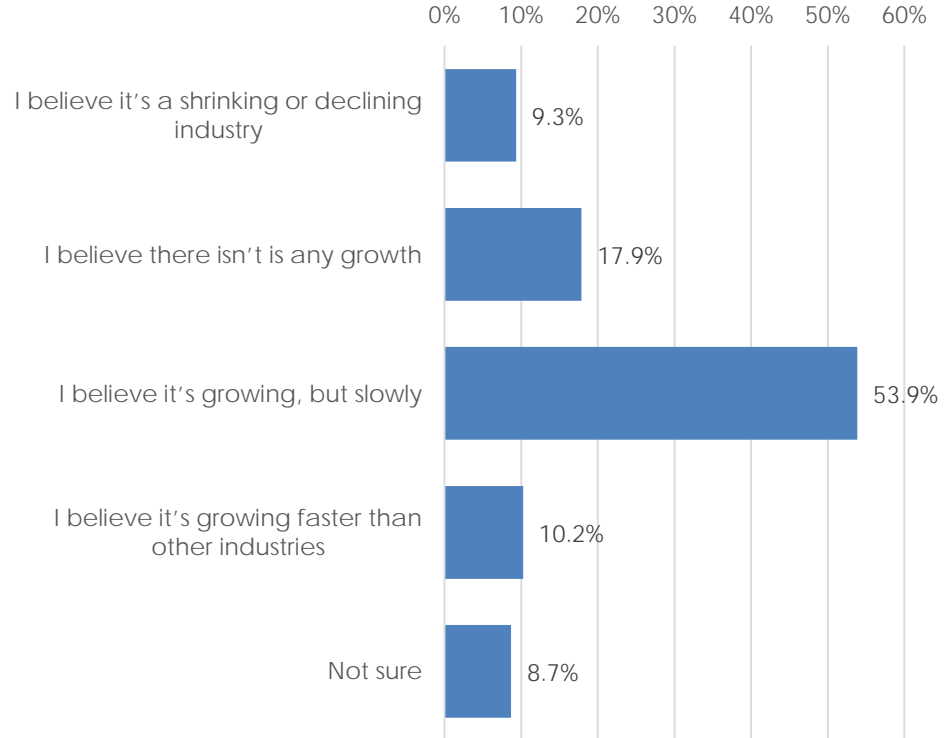


Income & Growth

The average adult in Hampton Roads earns \$56,966 annually. How much do you believe the average Ship Repair worker earns annually in Hampton Roads?

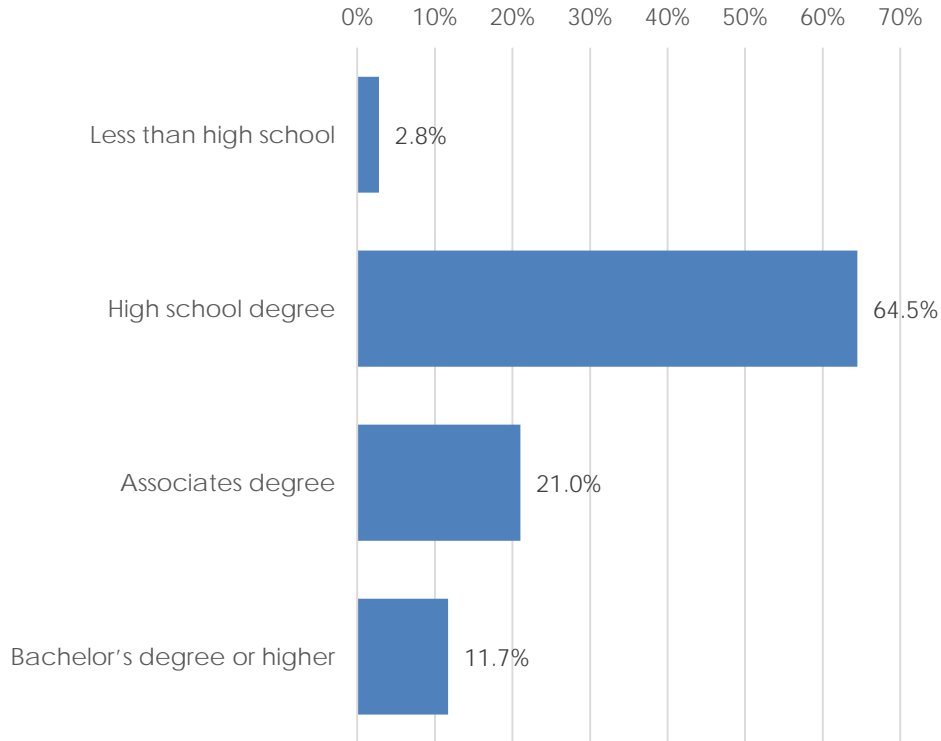


Compared to other industries, how much growth do you think the Ship Repair Industry offers?

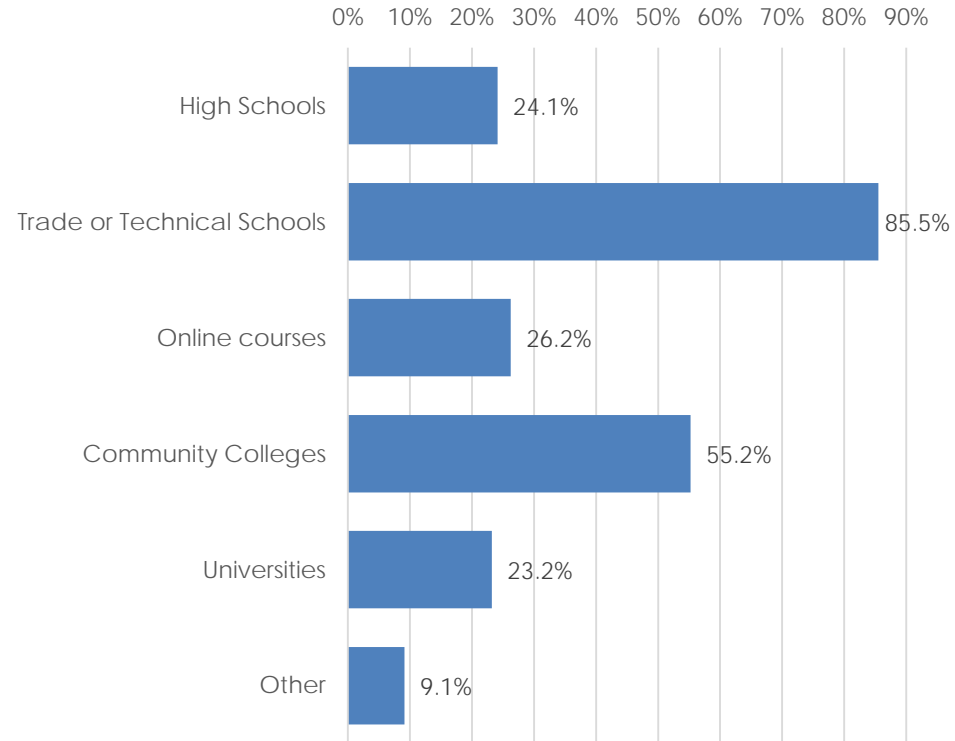


Education & Training

For most of the jobs available within the Ship Repair Industry, what do you believe is the highest required level of education?



Where do you think training or courses that help in getting jobs within the Ship Repair Industry can be found? (Select all that apply)



Southside (SHR) and Peninsula Differences

- SHR rates a slightly higher economic impact and estimates a slightly higher GDP contribution.
- Employment impact estimates were very close (Both underestimate indirect impact).
- State employment estimates were very similar.
- SHR gives lower ratings in job stability and recommendations as a career.
- Both areas rate below the mark in income, but the Peninsula estimated \$2K lower than SHR.
- More than half of each area believes the industry is slowly growing. SHR is more likely to believe there isn't any growth, whereas the Peninsula is slightly more likely than SHR to believe the industry is shrinking.
- Peninsula is more likely to believe a higher education is necessary.
- SHR has higher awareness of Community Colleges offering training.

Implications

- Macro-level economic awareness needs are not as high of a priority. The market is surprisingly in tune with the regional impact the industry represents. The only area that could use additional support is the number of jobs produced as a result of the existing 26,000+ employed directly in the industry.
- Residents seem to be having a greater disconnect at the personal level. (e.g., it being a career you would recommend to people close to you and the income earning potential). Look for ways to connect at a personal level (seeing friends, neighbors, family that are employed and earning/providing for families/part of the community).
- More effort needs to be made to connect with educational institutions and their connections to the industry. Conversely, the industry needs to point to these institutions offering a path to careers in ship repair and the resulting success stories.