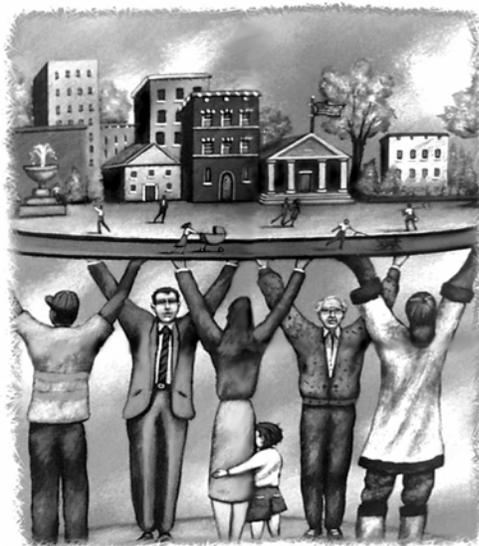


The National  
**CITIZEN SURVEY™**

2004

**Report of Demographic  
Subgroup Comparisons for the  
City of Lynchburg, Virginia**



Submitted by:

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## Table of Contents

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Survey Background.....	1
About The National Citizen Survey™ .....	1
Understanding the Results.....	3
Comparisons .....	5



# **SURVEY BACKGROUND**

## **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and The International City and County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lynchburg staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lynchburg staff also determined local

Report of Demographic Subgroup Comparisons

The National CITIZEN SURVEY™

interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Lynchburg chose was to have crosstabulations of evaluative questions 1-15 by demographic questions 21 (rent/own), 29 (race), 31 (gender) and 30 (age).

# UNDERSTANDING THE RESULTS

## ***“Don’t Know” Responses***

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

There were two exceptions to the removal of “don’t know” responses. For items related to crime victimization and crime reporting, “don’t know” responses were not removed. In addition, the “don’t know” responses were not removed from the policy questions.

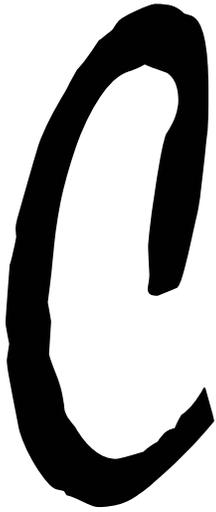
## ***Putting Evaluations Onto a 100-Point Scale***

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

## ***Understanding the Tables***

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.



# COMPARISONS

**Figure 1: Quality of Life Ratings**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Lynchburg as a place to live	61	71	69	65	67	69	59	62	67	69	69	74	75
Neighborhood as a place to live	58	71	68	62	64	69	59	58	67	69	67	74	79
Lynchburg as a place to raise children	59	72	68	65	67	67	56	65	68	67	72	70	72
Lynchburg as a place to retire	60	63	59	70	66	59	65	55	67	55	65	71	74
Overall quality of life in Lynchburg	57	64	64	55	60	62	64	56	65	57	66	65	65

*Average Rating on a 100-point Scale (0=poor, 100=excellent)*

**Figure 2: Characteristics of the Community**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Sense of community	49	57	55	52	54	55	57	50	56	51	54	64	59
Openness and acceptance	47	44	45	47	46	44	46	39	46	40	52	57	54
Overall appearance of Lynchburg	51	58	55	55	58	52	56	49	57	56	59	59	58
Opportunities to attend cultural activities	40	47	47	40	45	45	39	38	44	39	53	57	59
Shopping opportunities	44	49	47	45	46	48	35	41	44	45	56	57	54
Recreational opportunities	41	45	46	38	42	45	35	38	45	42	49	54	49
Job opportunities	24	31	31	23	29	27	28	25	29	25	29	33	37
Access to affordable quality housing	42	55	53	43	47	54	51	53	56	38	54	47	50
Access to affordable quality child care	41	46	44	43	43	46	53	35	47	41	52	49	49
Ease of car travel	47	58	53	56	56	52	40	50	63	55	58	53	54
Ease of bus travel	42	45	44	46	45	44	41	40	48	48	43	42	45

*Average Rating on a 100-point Scale (0=poor, 100=excellent)*

Figure 3: Ratings of Growth													
	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Population growth	62%	55%	55%	62%	65%	49%	82%	58%	54%	50%	57%	58%	51%
Retail growth (stores, restaurants etc.)	51%	38%	43%	41%	42%	42%	54%	43%	46%	34%	52%	28%	40%
Jobs growth	15%	16%	18%	11%	16%	15%	32%	17%	10%	12%	11%	8%	26%
<i>Proportion of Respondents Rating as "About Right"</i>													

**Figure 4: Ratings of Potential Problems in Lynchburg**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Crime	39	42	44	34	38	44	45	48	43	36	36	36	36
Drugs	27	32	34	21	27	34	32	41	31	24	26	21	25
Too much growth	71	70	72	66	68	72	83	76	79	59	67	67	57
Lack of growth	64	58	61	57	65	55	71	65	44	59	55	63	64
Run down buildings, weed lots, or junk vehicles	39	41	40	37	39	41	54	35	43	39	40	41	35
Taxes	41	37	41	30	36	40	46	41	40	30	36	33	44
Traffic congestion	43	52	49	46	48	49	49	48	61	42	47	48	42
Unsupervised youth	41	42	45	35	37	47	51	46	46	30	36	42	46
Weeds	57	55	60	45	53	58	83	54	60	50	53	46	46

*Average Rating on a 100-point Scale (0=major problem, 100=not a problem)*

**Figure 5: Ratings of Safety from Various Problems**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Violent crime	58	67	65	59	62	65	56	68	67	61	59	65	62
Property crimes	54	63	60	58	61	59	51	64	55	60	61	65	58
Fire	68	77	76	68	72	76	70	74	73	72	75	79	72

*Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)*

**Figure 6: Ratings of Feelings of Safety in Various Areas**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
In your neighborhood during the day	87	91	90	86	88	91	92	93	91	84	87	88	87
In your neighborhood after dark	63	79	74	70	70	77	63	72	76	75	76	75	70
In Lynchburg's downtown area during the day	73	75	74	75	74	74	77	77	74	73	73	71	72
In Lynchburg's downtown area after dark	39	38	33	49	41	36	42	32	42	40	40	41	39
In Lynchburg's parks during the day	75	73	74	73	73	76	85	81	75	71	65	66	62
In Lynchburg's parks after dark	37	29	28	44	33	32	53	31	36	28	25	37	27
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>													

Figure 7: Crime Victimization and Reporting													
	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
During the past twelve months, were you or anyone in your household the victim of any crime?	21%	8%	13%	13%	12%	13%	27%	19%	15%	11%	6%	4%	2%
If yes, was this crime (these crimes) reported to the police?	72%	70%	67%	84%	68%	76%	46%	79%	94%	66%	49%	77%	100%

*Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime*

**Figure 8: Use of Community Amenities**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Used Lynchburg public libraries or their services	69%	73%	70%	74%	72%	72%	45%	66%	85%	84%	74%	65%	63%
Used Lynchburg recreation centers	41%	51%	46%	50%	45%	50%	38%	49%	59%	49%	44%	43%	31%
Participated in a recreation program or activity	36%	47%	41%	46%	46%	39%	44%	43%	47%	46%	39%	41%	31%
Visited a Lynchburg park	80%	84%	82%	83%	80%	86%	77%	97%	94%	86%	71%	60%	51%
Ridden a local bus within Lynchburg	32%	11%	12%	37%	20%	19%	17%	15%	12%	25%	15%	36%	27%
Attended a meeting of local elected officials or other local public meeting	26%	31%	25%	39%	28%	30%	28%	25%	32%	27%	27%	38%	36%
Watched a meeting of local elected officials or other local public meeting on cable television	56%	69%	60%	73%	62%	65%	38%	44%	73%	77%	66%	81%	80%
Recycled used paper, cans or bottles from your home	54%	81%	75%	61%	67%	75%	57%	59%	75%	79%	82%	75%	72%
Volunteered your time to some group/activity in Lynchburg	49%	56%	54%	51%	51%	55%	61%	55%	62%	46%	55%	44%	43%
Read City of Lynchburg Newsletter	57%	69%	59%	78%	68%	61%	36%	50%	72%	74%	74%	73%	81%

Figure 8: Use of Community Amenities													
	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Used the Internet for anything	75%	78%	85%	56%	71%	82%	100%	97%	82%	77%	65%	40%	29%
Used the Internet to conduct business with Lynchburg	35%	35%	40%	23%	31%	39%	56%	55%	27%	34%	25%	10%	9%
Purchased an item over the Internet	54%	61%	71%	32%	47%	71%	85%	81%	64%	60%	41%	24%	14%
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>													

**Figure 9: Quality of Service Ratings**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Police services	60	66	66	56	61	65	55	59	64	61	66	72	73
Fire services	76	78	79	74	76	79	74	75	78	76	78	77	83
Ambulance/emergency medical services	73	74	76	69	74	73	66	75	76	68	75	72	81
Traffic enforcement	52	55	53	56	55	53	46	52	57	53	49	60	69
Garbage collection	65	67	67	66	67	66	69	64	65	64	70	69	74
Recycling	55	53	52	58	58	49	52	42	59	57	52	60	69
Yard waste pick-up	49	62	60	52	57	58	70	49	63	53	61	62	66
Street repair	33	42	41	31	37	40	28	38	43	38	34	39	43
Street lighting	45	50	50	43	47	49	46	43	50	43	48	60	62
Snow removal	42	50	50	41	44	51	43	41	49	48	48	56	54
Sidewalk maintenance	43	45	47	38	44	44	55	40	47	35	50	45	53
Amount of public parking	40	39	41	34	40	39	43	42	38	32	45	43	38
Bus/transit services	43	49	51	40	44	49	50	47	44	47	46	54	42
Drinking water	48	61	63	41	49	64	42	52	57	53	64	60	68
Sewer services	53	57	59	48	53	59	59	52	55	52	58	64	65
Range/variety of recreation programs and classes	47	53	52	47	51	50	50	46	51	50	53	56	61
Recreation centers/facilities	43	51	49	44	50	45	53	43	50	47	46	53	52
Accessibility to recreation centers/facilities	45	53	51	46	51	47	50	48	50	46	50	61	52
Appearance of recreation	50	54	53	49	52	52	59	49	54	47	56	58	54

**Figure 9: Quality of Service Ratings**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
centers/facilities													
Land use, planning and zoning	39	37	38	36	39	36	43	39	36	31	37	42	40
Code enforcement (weeds, abandoned buildings, etc)	32	33	33	32	32	33	39	31	30	35	33	32	30
Animal control	47	47	49	44	46	49	56	52	45	42	42	52	45
Economic development	36	41	40	39	44	34	40	38	35	37	46	46	45
Services to seniors	50	45	50	43	47	47	62	53	48	38	46	51	47
Services to youth	39	41	44	34	40	41	37	41	42	36	41	39	47
Services to low-income people	38	43	48	30	37	44	62	33	50	36	37	37	42
Public library services	68	68	70	65	69	67	75	64	72	65	67	72	71
Public information services	55	57	57	54	57	56	54	52	58	53	62	64	57
Public schools	53	59	57	53	56	55	59	47	57	59	59	58	61
Cable television	32	26	30	24	30	25	38	28	32	21	26	31	28
<i>Average Rating on a 100-Point Scale (0=poor, 100=excellent)</i>													

Figure 10: Ratings of Various Levels of Government													
	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Overall, how would you rate the quality of the services provided by the City of Lynchburg?	52	56	57	49	54	55	52	54	55	50	54	61	58
Overall, how would you rate the quality of the services provided by the Federal Government?	50	48	52	42	48	51	64	50	51	41	42	49	55
Overall, how would you rate the quality of the services provided by the State Government?	51	48	51	44	49	48	60	51	50	41	44	50	54
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>													

Figure 11: Proportion of Population Having Contact with City Employees													
	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Have you had any in-person or phone contact with an employee of the City of Lynchburg within the last 12 months?	64%	76%	76%	58%	66%	76%	65%	80%	76%	77%	75%	50%	32%
<i>Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months</i>													

**Figure 12: Ratings of Contact with City Employees**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
Knowledge	68	69	70	65	68	69	64	64	67	68	78	76	70
Responsiveness	62	67	68	59	63	68	61	60	66	67	72	74	67
Courtesy	64	71	69	66	68	69	52	59	71	75	78	77	71
Overall Impression	64	68	67	63	65	68	61	58	65	69	76	73	72

*Average Rating on a 100-point Scale (0=poor, 100=excellent)*

**Figure 13: Ratings of Public Trust**

	Is this house, apartment, or mobile home...		race		What is your gender?		In which category is your age?						
	rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white	Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
I receive good value for the City of Lynchburg taxes I pay	58	56	57	54	56	56	55	55	55	52	58	61	65
I am pleased with the overall direction that the City of Lynchburg is taking	58	57	57	58	60	54	67	58	59	48	55	60	65
The City of Lynchburg government welcomes citizen involvement	62	62	62	63	62	62	64	64	63	55	63	60	67
The City of Lynchburg government listens to citizens	53	52	52	52	52	53	56	51	56	44	52	59	57
<i>Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)</i>													

Figure 14a: Perceptions of Economy					
		Is this house, apartment, or mobile home...		race	
		rented for cash or occupied without cash payment?	owned by you or someone in this house	white	non-white
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	4%	4%	5%	2%
	somewhat positive	22%	24%	25%	19%
	neutral	46%	42%	43%	43%
	somewhat negative	24%	25%	22%	29%
	very negative	5%	5%	4%	7%
<i>Total</i>		100%	100%	100%	100%

Figure 14b: Perceptions of Economy										
		What is your gender?		In which category is your age?						
		Female	Male	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or older
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	very positive	3%	5%	8%	2%	7%	3%	5%	2%	4%
	somewhat positive	19%	29%	31%	25%	23%	20%	30%	17%	16%
	neutral	45%	40%	33%	47%	49%	37%	40%	44%	49%
	somewhat negative	28%	21%	24%	21%	12%	36%	22%	32%	27%
	very negative	5%	5%	4%	5%	10%	4%	3%	6%	4%
<i>Total</i>		100%	100%	100%	100%	100%	100%	100%	100%	100%