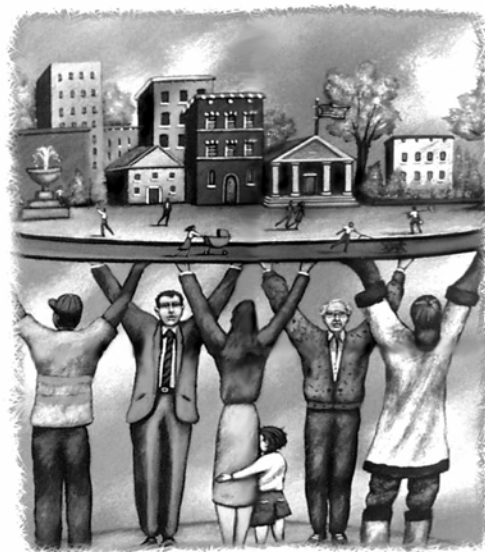


The National
CITIZEN SURVEY™

2004

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



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Table of Contents

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/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

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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 geographic areas, as defined by City of Lynchburg wards.

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 are 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

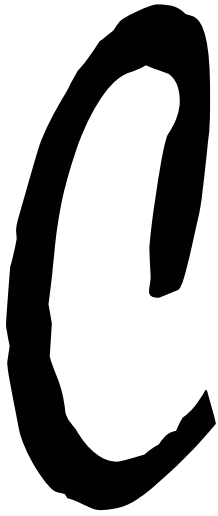
Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” 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 geographic 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 question about respondents’ perceptions about the economy.

Anova and chi-square tests of significance were applied to these comparisons of survey questions by geographic 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.

The 95 percent confidence level for this survey is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample (431 completed surveys). For each Ward (1, 2, 3 or 4), the margin of error rises to approximately + or - 12% since sample sizes were approximately 127 for Ward I, 67 for Ward II, 113 for Ward III and 124 for Ward IV.



COMPARISONS

Figure 1: Quality of Life Ratings

	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Lynchburg as a place to live	70	64	63	70
Neighborhood as a place to live	74	48	61	76
Lynchburg as a place to raise children	75	62	59	71
Lynchburg as a place to retire	67	65	53	64
Overall quality of life in Lynchburg	66	54	57	64
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>				

Figure 2: Characteristics of the Community				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Sense of community	55	55	51	55
Openness and acceptance	43	47	41	49
Overall appearance of Lynchburg	55	52	54	58
Opportunities to attend cultural activities	43	47	45	43
Shopping opportunities	42	50	48	48
Recreational opportunities	45	44	42	42
Job opportunities	30	29	26	28
Access to affordable quality housing	55	49	46	48
Access to affordable quality child care	49	45	35	46
Ease of car travel	58	54	49	54
Ease of bus travel	43	45	43	46
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>				

Figure 3: Ratings of Growth				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Population growth	49%	68%	60%	55%
Retail growth (stores, restaurants etc.)	37%	48%	40%	45%
Jobs growth	15%	11%	16%	18%
<i>Proportion of Respondents Rating as "About Right"</i>				

Figure 4: Ratings of Potential Problems in Lynchburg				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Crime	45	33	40	42
Drugs	36	23	29	30
Too much growth	74	75	66	67
Lack of growth	55	54	66	62
Run down buildings, weed lots, or junk vehicles	44	33	37	42
Taxes	47	32	35	34
Traffic congestion	54	47	42	48
Unsupervised youth	45	34	39	46
Weeds	62	48	54	54
<i>Average Rating on a 100-point Scale (0=major problem, 100=not a problem)</i>				

Figure 5: Ratings of Safety from Various Problems				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Violent crime	70	60	57	65
Property crimes	66	52	55	63
Fire	77	71	71	75
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>				

Figure 6: Ratings of Feelings of Safety in Various Areas				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
In your neighborhood during the day	93	83	87	91
In your neighborhood after dark	79	63	71	75
In Lynchburg's downtown area during the day	77	78	73	70
In Lynchburg's downtown area after dark	38	54	33	34
In Lynchburg's parks during the day	73	77	74	74
In Lynchburg's parks after dark	28	46	30	30
<i>Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe)</i>				

Figure 7: Crime Victimization and Reporting				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
During the past twelve months, were you or anyone in your household the victim of any crime?	12%	25%	12%	6%
If yes, was this crime (these crimes) reported to the police?	59%	80%	72%	76%
<i>Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime</i>				

Figure 8: Use of Community Amenities				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Used Lynchburg public libraries or their services	74%	75%	61%	76%
Used Lynchburg recreation centers	49%	56%	45%	41%
Participated in a recreation program or activity	43%	43%	37%	47%
Visited a Lynchburg park	81%	82%	88%	77%
Ridden a local bus within Lynchburg	12%	51%	9%	16%
Attended a meeting of local elected officials or other local public meeting	25%	40%	28%	26%
Watched a meeting of local elected officials or other local public meeting on cable television	63%	64%	68%	62%
Recycled used paper, cans or bottles from your home	76%	62%	69%	72%
Volunteered your time to some group/activity in Lynchburg	63%	44%	46%	56%
Read City of Lynchburg Newsletter	65%	65%	65%	66%
Used the Internet for anything	82%	58%	81%	76%
Used the Internet to conduct business with Lynchburg	40%	27%	37%	31%
Purchased an item over the Internet	67%	40%	62%	57%
<i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i>				

Figure 9a: Quality of Service Ratings				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Police services	69	57	60	64
Fire services	80	78	75	74
Ambulance/emergency medical services	77	72	72	72
Traffic enforcement	56	53	47	60
Yard waste pick-up	64	56	56	54
Street repair	43	32	33	41
Street lighting	54	44	42	51
Snow removal	50	46	47	45
Sidewalk maintenance	44	41	42	49
Amount of public parking	43	39	39	36
Bus/transit services	48	42	39	55
Range/variety of recreation programs and classes	50	51	49	53
Recreation centers/facilities	48	47	48	47
Accessibility to recreation centers/facilities	48	51	50	49
Appearance of recreation centers/facilities	53	53	53	49
Garbage collection	72	66	65	62
Recycling	59	48	46	59
Drinking water	61	55	52	54
Sewer services	59	53	51	60
Land use, planning and zoning	36	38	32	43
Code enforcement (weeds, abandoned buildings, etc)	34	34	27	35
Animal control	51	44	45	47
Economic development	38	38	37	44
Services to seniors	48	41	48	50
Services to youth	42	39	34	44

Figure 9a: Quality of Service Ratings				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Services to low-income people	45	40	36	38
Public library services	72	67	70	64
Public information services	57	53	55	58
Public schools	62	53	53	54
Cable television	31	25	24	32
<i>Average Rating on a 100-Point Scale (0=poor, 100=excellent)</i>				

Figure 10: Ratings of Various Levels of Government				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Overall, how would you rate the quality of the services provided by the City of Lynchburg?	58	47	51	57
Overall, how would you rate the quality of the services provided by the Federal Government?	51	43	50	49
Overall, how would you rate the quality of the services provided by the State Government?	52	47	46	49
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>				

Figure 11: Proportion of Population Having Contact with City Employees				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Have you had any in-person or phone contact with an employee of the City of Lynchburg within the last 12 months?	69%	72%	74%	64%
<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				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
Knowledge	72	70	64	67
Responsiveness	71	61	63	66
Courtesy	72	63	68	69
Overall Impression	70	65	63	65
<i>Average Rating on a 100-point Scale (0=poor, 100=excellent)</i>				

Figure 13: Ratings of Public Trust				
	City of Lynchburg Wards			
	Ward I	Ward II	Ward III	Ward IV
I receive good value for the City of Lynchburg taxes I pay	60	59	48	58
I am pleased with the overall direction that the City of Lynchburg is taking	61	56	51	61
The City of Lynchburg government welcomes citizen involvement	64	62	56	65
The City of Lynchburg government listens to citizens	57	53	44	54
<i>Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree)</i>				

Figure 14: Perceptions of Economy					
		City of Lynchburg Wards			
		Ward I	Ward II	Ward III	Ward IV
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%	4%	5%	3%
	somewhat positive	29%	23%	19%	20%
	neutral	51%	39%	39%	42%
	somewhat negative	12%	27%	30%	31%
	very negative	4%	6%	7%	4%
<i>Total</i>		100%	100%	100%	100%