

THE NCSTM
The National Citizen SurveyTM

Lynchburg, VA

Comparisons by Demographic Subgroups
2015



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Summary

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 survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by age, gender, race/ethnicity, housing tenure (rent or own) and housing type (attached or detached).

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. 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 have been shaded grey.

The margin of error for this report is generally no greater than plus or minus five percentage points around any given percent reported for the entire sample (349 completed surveys). For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Notable differences between demographic subgroups included the following:

- Within general aspects of Community Characteristics, residents over the age of 55 and those who owned their own homes tended to give more positive ratings where differences were present, including overall quality of life, the overall image or reputation of Lynchburg and Lynchburg as a place to retire.
- For most aspects of Education and Enrichment within Community Characteristics, those who identified as Hispanic and/or another race and female were less likely to give excellent or good ratings compared to their counterparts.
- Older residents (over 55) and white, non-Hispanic individuals tended to give higher ratings to general measures of Governance, including the City of Lynchburg, overall confidence in City government, the City generally acting in the best interest of the community and treating all residents fairly. These groups were also more likely to rate Safety aspects of Governance as excellent or good where differences were present.
- Participants who are younger (age 18-34), those who identify as Hispanic and/or another race, rent their residence and live in attached housing reported that they were less likely to recommend living in Lynchburg and to remain in the City for the next five years, but were more likely to report that they were working in Lynchburg than other groups.
- Residents ages 35 and over, those who are white and non-Hispanic, participants who own their own homes and individuals that live in detached housing were more likely to participate in measures of Community Engagement, such as talking to or visiting with their neighbors, doing a favor for a neighbor, reading and watching the local news and voting in local elections than their counterparts. However, younger individuals were more likely to attend a City-sponsored event than those middle aged or older and residents who are Hispanic and/or another race reported higher rates of contacting Lynchburg elected officials to express their opinions than white, non-Hispanic participants.
- Citizens that were over the age of 55, own their own homes and residents that live in detached housing units were more likely to prefer local print media outlets while their counterparts preferred receiving information about the City government from City communications via social media and word of mouth.
- Participants who are older (55+) and female were more likely to assign high importance to affordable housing and health and wellness opportunities as City priorities than other groups, while younger residents (age 18-34) tended to give more essential or very important ratings to the preservation of green space.
- Female residents were more likely to give ratings of high importance to most of the strategic planning areas that contribute to the overall quality of life in Lynchburg. Residents who are white and non-Hispanic, own their own homes and live in detached housing gave higher ratings to education as a strategic planning area than other groups.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The overall quality of life in Lynchburg	73%	71%	84%	71%	83%	81%	68%	67%	86%	81%	74%	76%
Overall image or reputation of Lynchburg	52%	53%	71%	59%	59%	60%	56%	57%	61%	62%	57%	59%
Lynchburg as a place to live	80%	75%	87%	79%	84%	84%	76%	74%	89%	86%	78%	81%
Your neighborhood as a place to live	91%	57%	81%	77%	77%	80%	73%	73%	82%	82%	74%	77%
Lynchburg as a place to raise children	78%	77%	84%	74%	87%	81%	79%	72%	88%	87%	75%	80%
Lynchburg as a place to retire	57%	75%	76%	67%	74%	66%	80%	63%	78%	75%	67%	70%
Overall appearance of Lynchburg	63%	61%	73%	66%	66%	65%	66%	63%	68%	72%	62%	65%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Lynchburg	84%	80%	77%	75%	87%	80%	83%	76%	85%	87%	76%	80%
In your neighborhood during the day	94%	84%	87%	87%	90%	91%	84%	88%	90%	92%	86%	89%
In Lynchburg's downtown/commercial area during the day	81%	85%	81%	81%	83%	82%	82%	81%	83%	79%	83%	82%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall ease of getting to the places you usually have to visit	64%	59%	73%	59%	73%	65%	67%	64%	68%	65%	66%	65%
Traffic flow on major streets	30%	53%	51%	46%	43%	42%	50%	44%	45%	45%	44%	44%
Ease of public parking	48%	37%	35%	41%	39%	36%	47%	41%	40%	39%	41%	40%
Ease of travel by car in Lynchburg	52%	57%	60%	57%	56%	56%	58%	57%	58%	61%	54%	57%
Ease of travel by public transportation in Lynchburg	43%	47%	45%	39%	52%	38%	59%	52%	38%	38%	49%	45%
Ease of travel by bicycle in Lynchburg	28%	34%	28%	33%	27%	23%	43%	36%	27%	28%	32%	30%
Ease of walking in Lynchburg	40%	43%	59%	52%	43%	45%	55%	46%	51%	52%	45%	48%
Availability of paths and walking trails	62%	61%	67%	62%	65%	65%	62%	63%	64%	77%	55%	63%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age	Sex	Race/ethnicity		Housing tenure	Housing unit type	Overall
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	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Quality of overall natural environment in Lynchburg	79%	79%	80%	73%	88%	80%	80%	79%	80%	82%	78%	79%
Air quality	86%	77%	80%	72%	91%	86%	70%	79%	83%	87%	77%	80%
Cleanliness of Lynchburg	63%	70%	66%	60%	74%	70%	57%	66%	67%	71%	63%	66%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	38%	53%	61%	46%	56%	51%	50%	47%	54%	52%	49%	50%
Public places where people want to spend time	44%	51%	61%	52%	53%	53%	50%	46%	58%	62%	45%	52%
Variety of housing options	62%	51%	60%	52%	64%	62%	50%	53%	64%	67%	53%	58%
Availability of affordable quality housing	67%	44%	51%	47%	63%	59%	46%	52%	58%	60%	51%	54%
Overall quality of new development in Lynchburg	54%	46%	58%	50%	56%	52%	56%	56%	50%	56%	50%	52%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall economic health of Lynchburg	52%	49%	61%	51%	59%	56%	52%	53%	56%	54%	54%	54%
Lynchburg as a place to work	42%	52%	62%	47%	57%	59%	39%	47%	57%	60%	46%	52%
Lynchburg as a place to visit	45%	56%	68%	53%	61%	57%	55%	56%	58%	57%	56%	56%
Employment opportunities	37%	39%	36%	34%	42%	43%	27%	38%	38%	40%	36%	38%
Shopping opportunities	33%	43%	62%	39%	55%	51%	37%	45%	48%	45%	47%	46%
Cost of living in Lynchburg	64%	50%	65%	54%	67%	69%	44%	55%	65%	68%	55%	60%
Overall quality of business and service establishments in Lynchburg	69%	62%	65%	57%	76%	73%	50%	66%	65%	67%	64%	65%
Vibrant downtown/commercial area	31%	45%	39%	33%	43%	41%	32%	42%	35%	42%	35%	38%

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Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Health and wellness opportunities in Lynchburg	62%	58%	79%	62%	73%	66%	70%	63%	71%	70%	65%	67%
Fitness opportunities (including exercise classes and paths or trails, etc.)	68%	71%	77%	70%	74%	72%	72%	69%	75%	82%	65%	72%
Recreational opportunities	52%	60%	63%	52%	66%	69%	37%	54%	62%	69%	51%	58%
Availability of affordable quality food	68%	72%	74%	65%	79%	76%	63%	62%	81%	72%	70%	71%
Availability of affordable quality health care	60%	55%	71%	57%	70%	68%	52%	57%	68%	67%	59%	62%
Availability of preventive health services	69%	60%	71%	62%	72%	70%	60%	61%	71%	71%	63%	66%
Availability of affordable quality mental health care	56%	57%	52%	50%	63%	59%	52%	55%	57%	55%	56%	55%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall opportunities for education and enrichment	59%	68%	85%	67%	76%	75%	64%	68%	74%	77%	67%	71%
Availability of affordable quality child care/preschool	51%	61%	50%	40%	72%	57%	54%	63%	48%	55%	53%	54%
K-12 education	55%	67%	75%	60%	77%	73%	59%	66%	68%	70%	65%	67%
Adult educational opportunities	61%	60%	68%	54%	73%	69%	54%	65%	61%	67%	61%	63%
Opportunities to attend cultural/arts/music activities	38%	49%	58%	46%	52%	54%	40%	44%	52%	57%	43%	48%
Opportunities to participate in religious or spiritual events and activities	84%	84%	83%	76%	93%	89%	74%	84%	82%	90%	79%	83%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Opportunities to participate in social events and activities	48%	55%	61%	51%	60%	59%	46%	54%	57%	60%	52%	55%
Opportunities to volunteer	70%	70%	77%	69%	76%	75%	69%	72%	73%	80%	67%	72%
Opportunities to participate in community matters	60%	56%	67%	52%	73%	68%	48%	60%	62%	64%	59%	61%
Openness and acceptance of the community toward people of diverse backgrounds	42%	34%	48%	36%	48%	46%	31%	37%	45%	44%	39%	41%
Neighborliness of residents in Lynchburg	60%	49%	60%	48%	67%	59%	54%	52%	61%	59%	55%	57%

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Table 10: Governance - General

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
The City of Lynchburg	53%	69%	81%	65%	72%	75%	57%	60%	76%	74%	63%	68%
The value of services for the taxes paid to Lynchburg	36%	43%	61%	44%	49%	49%	44%	44%	49%	49%	45%	47%
The overall direction that Lynchburg is taking	53%	53%	65%	53%	61%	61%	50%	57%	57%	56%	57%	56%
The job Lynchburg government does at welcoming citizen involvement	29%	47%	60%	41%	50%	47%	42%	39%	50%	58%	37%	45%
Overall confidence in Lynchburg government	36%	44%	59%	40%	53%	51%	37%	41%	50%	49%	44%	46%
Generally acting in the best interest of the community	45%	49%	69%	49%	61%	59%	46%	53%	55%	54%	54%	54%
Being honest	38%	38%	70%	45%	53%	54%	41%	45%	52%	51%	48%	49%
Treating all residents fairly	32%	40%	65%	40%	54%	53%	34%	39%	53%	48%	46%	46%
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	57%	72%	80%	67%	74%	77%	56%	60%	77%	75%	66%	70%
The Federal Government	33%	47%	50%	52%	33%	41%	49%	37%	48%	47%	41%	43%

Table 11: Governance - Safety

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
Police/Sheriff services	60%	74%	89%	73%	77%	84%	60%	71%	78%	78%	73%	75%
Fire services	95%	94%	95%	93%	95%	97%	87%	92%	96%	95%	93%	94%
Ambulance or emergency medical services	78%	87%	95%	85%	91%	93%	78%	79%	94%	95%	82%	87%
Crime prevention	52%	72%	76%	65%	68%	73%	57%	62%	71%	65%	67%	66%
Fire prevention and education	78%	77%	81%	75%	83%	85%	65%	75%	81%	82%	76%	78%
Animal control	49%	58%	60%	51%	63%	64%	40%	52%	60%	61%	52%	56%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	57%	61%	58%	48%	73%	64%	48%	55%	60%	64%	54%	58%

Table 12: Governance - Mobility

	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Percent rating positively (e.g., excellent/good)												
Traffic enforcement	54%	59%	64%	60%	58%	60%	59%	62%	57%	61%	58%	59%
Street repair	29%	29%	30%	26%	33%	29%	30%	29%	29%	34%	26%	29%
Street cleaning	50%	39%	44%	44%	45%	51%	34%	45%	45%	44%	45%	45%
Street lighting	50%	62%	65%	55%	63%	61%	53%	55%	62%	68%	52%	58%

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Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Snow removal	42%	39%	55%	40%	52%	51%	33%	45%	46%	48%	44%	45%
Sidewalk maintenance	57%	38%	41%	42%	50%	52%	34%	51%	41%	47%	45%	46%
Traffic signal timing	40%	49%	52%	47%	47%	45%	49%	49%	45%	51%	45%	47%
Bus or transit services	41%	66%	70%	61%	59%	59%	62%	59%	62%	56%	62%	60%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Garbage collection	74%	79%	85%	80%	78%	79%	79%	74%	83%	81%	77%	79%
Recycling	52%	52%	65%	56%	57%	57%	53%	50%	61%	61%	52%	56%
Yard waste pick-up	58%	69%	59%	57%	68%	66%	53%	59%	64%	64%	59%	61%
Drinking water	71%	57%	78%	61%	78%	72%	63%	63%	74%	74%	65%	68%
Preservation of natural areas such as open space, farmlands and greenbelts	53%	54%	58%	50%	60%	58%	48%	55%	54%	62%	50%	55%
Lynchburg open space	52%	55%	58%	52%	58%	54%	60%	59%	51%	57%	54%	55%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Storm drainage	70%	72%	64%	66%	70%	73%	59%	69%	69%	71%	66%	68%
Sewer services	73%	68%	77%	68%	76%	73%	70%	74%	71%	74%	70%	72%
Utility billing	58%	54%	69%	56%	66%	66%	48%	53%	67%	65%	56%	60%
Land use, planning and zoning	28%	47%	46%	37%	42%	39%	41%	42%	37%	48%	35%	39%
Code enforcement (weeds, abandoned buildings, etc.)	31%	29%	43%	29%	41%	36%	32%	36%	33%	35%	35%	35%
Cable television	39%	25%	45%	36%	38%	36%	42%	33%	39%	35%	38%	37%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Economic development	41%	37%	60%	43%	50%	49%	38%	44%	48%	51%	43%	46%

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Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City parks	69%	63%	73%	62%	75%	69%	67%	68%	69%	79%	61%	68%
Recreation programs or classes	62%	72%	64%	63%	67%	65%	70%	67%	65%	73%	60%	65%
Recreation centers or facilities	58%	67%	59%	61%	62%	56%	75%	63%	60%	74%	53%	61%
Health services	48%	58%	74%	55%	68%	67%	49%	55%	64%	72%	52%	60%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public library services	48%	76%	87%	71%	71%	74%	67%	63%	77%	85%	62%	70%
City-sponsored special events	46%	58%	53%	50%	55%	51%	58%	52%	52%	59%	47%	52%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public information services	45%	56%	69%	58%	55%	60%	50%	54%	58%	68%	49%	56%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Sense of community	45%	43%	60%	48%	52%	52%	46%	48%	51%	53%	48%	50%
Recommend living in Lynchburg to someone who asks	70%	76%	89%	78%	79%	84%	67%	71%	87%	85%	75%	79%
Remain in Lynchburg for the next five years	53%	81%	93%	74%	78%	79%	69%	62%	89%	87%	68%	76%
Contacted the City of Lynchburg (in-person, phone, email or web) for help or information	45%	59%	56%	53%	53%	50%	57%	44%	62%	64%	46%	53%

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Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Was NOT the victim of a crime	95%	75%	87%	87%	85%	92%	76%	83%	89%	92%	82%	86%
Did NOT report a crime	81%	71%	78%	71%	85%	87%	59%	76%	80%	82%	75%	77%
Stocked supplies in preparation for an emergency	41%	42%	46%	42%	44%	34%	61%	45%	40%	37%	47%	43%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Walked or biked instead of driving	44%	36%	37%	36%	42%	39%	41%	40%	37%	37%	41%	39%
Carpooled with other adults or children instead of driving alone	43%	36%	31%	36%	37%	39%	33%	40%	33%	35%	38%	37%
Used bus, rail or other public transportation instead of driving	8%	17%	16%	16%	10%	9%	24%	20%	7%	11%	15%	13%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Recycle at home	48%	72%	75%	63%	66%	69%	56%	55%	74%	78%	56%	65%
Made efforts to make your home more energy efficient	61%	70%	79%	67%	73%	72%	66%	67%	73%	77%	66%	70%
Made efforts to conserve water	76%	69%	81%	81%	68%	69%	90%	82%	69%	70%	79%	76%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
NOT under housing cost stress	74%	66%	59%	61%	73%	73%	57%	59%	74%	77%	60%	66%
Did NOT observe a code violation	45%	45%	54%	45%	52%	55%	36%	49%	48%	43%	52%	49%

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Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Purchase goods or services from a business located in Lynchburg	100%	98%	94%	96%	98%	98%	96%	97%	98%	98%	97%	97%
Economy will have positive impact on income	32%	31%	27%	35%	24%	29%	30%	30%	30%	27%	32%	30%
Work in Lynchburg	85%	65%	29%	60%	62%	55%	72%	67%	56%	63%	60%	61%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Lynchburg recreation centers or their services	63%	46%	35%	51%	44%	49%	45%	53%	44%	48%	47%	47%
Visited a neighborhood park or City park	83%	81%	58%	75%	72%	75%	72%	74%	72%	75%	73%	74%
Eat at least 5 portions of fruits and vegetables a day	67%	79%	81%	76%	76%	80%	67%	67%	83%	85%	70%	76%
Participate in moderate or vigorous physical activity	81%	84%	76%	82%	78%	85%	74%	74%	87%	86%	77%	80%
Reported being in "very good" or "excellent" health	74%	55%	51%	57%	64%	63%	55%	58%	63%	61%	60%	60%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Used Lynchburg public libraries or their services	41%	50%	54%	50%	47%	47%	51%	52%	45%	51%	47%	49%
Participated in religious or spiritual activities in Lynchburg	64%	65%	69%	63%	70%	72%	56%	65%	67%	75%	61%	67%
Attended a City-sponsored event	60%	49%	41%	45%	55%	52%	48%	49%	50%	53%	48%	50%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Campaigned or advocated for an issue, cause or candidate	23%	30%	29%	27%	26%	25%	33%	27%	28%	28%	27%	27%
Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	1%	27%	20%	14%	18%	11%	24%	10%	21%	18%	15%	16%
Volunteered your time to some group/activity in Lynchburg	47%	47%	47%	47%	47%	52%	42%	43%	51%	54%	43%	47%

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Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Participated in a club	19%	31%	36%	26%	33%	35%	21%	24%	34%	32%	28%	30%
Talked to or visited with your immediate neighbors	79%	89%	89%	87%	84%	92%	75%	80%	91%	92%	82%	86%
Done a favor for a neighbor	65%	82%	88%	78%	80%	84%	68%	69%	88%	87%	74%	79%
Attended a local public meeting	12%	21%	24%	15%	24%	21%	16%	10%	27%	20%	19%	19%
Watched (online or on television) a local public meeting	13%	39%	45%	35%	28%	30%	38%	28%	35%	39%	27%	32%
Read or watch local news (via television, paper, computer, etc.)	76%	89%	94%	87%	86%	90%	78%	77%	95%	91%	83%	86%
Vote in local elections	58%	82%	90%	77%	76%	81%	69%	63%	90%	91%	68%	77%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Overall feeling of safety in Lynchburg	84%	86%	90%	92%	80%	87%	85%	87%	86%	90%	85%	87%
Overall ease of getting to the places you usually have to visit	85%	80%	77%	85%	74%	80%	81%	81%	80%	76%	83%	80%
Quality of overall natural environment in Lynchburg	83%	71%	79%	87%	66%	79%	75%	81%	74%	73%	81%	78%
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	83%	76%	76%	82%	73%	79%	76%	79%	77%	77%	79%	78%
Health and wellness opportunities in Lynchburg	72%	85%	89%	89%	73%	81%	83%	78%	84%	78%	84%	82%
Overall opportunities for education and enrichment	79%	78%	87%	90%	71%	78%	87%	79%	83%	85%	79%	82%
Overall economic health of Lynchburg	92%	92%	93%	94%	90%	94%	87%	92%	93%	91%	93%	92%
Sense of community	69%	74%	81%	85%	61%	74%	73%	76%	73%	80%	70%	74%

Table 29: Information Sources

Please indicate how you prefer to receive information about City government and its activities, events and services: (Percent rating as "highly preferable" or "preferable").	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City web site (www.lynchburgva.gov)	87%	80%	61%	72%	79%	79%	70%	83%	70%	76%	76%	76%
Local print media outlets (newspapers, magazines)	55%	81%	88%	82%	68%	74%	75%	69%	80%	81%	71%	75%
Local electronic media outlets (radio, local television stations)	71%	91%	94%	87%	84%	88%	78%	84%	86%	88%	84%	85%
The local government Comcast Cable Channel 15	37%	54%	58%	53%	45%	46%	55%	49%	49%	47%	50%	49%
City Source newsletter in the News & Advance	58%	75%	80%	71%	69%	70%	70%	66%	74%	72%	69%	70%
City Council meetings and other public meetings	44%	63%	82%	62%	64%	64%	61%	58%	67%	61%	65%	63%
City communications via social media (i.e. Facebook, Twitter or	79%	69%	37%	61%	60%	61%	61%	71%	52%	53%	66%	61%

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Please indicate how you prefer to receive information about City government and its activities, events and services: (Percent rating as "highly preferable" or "preferable").	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
YouTube)												
Talking with City officials	50%	73%	66%	59%	66%	60%	68%	64%	61%	59%	64%	62%
Word of mouth	67%	61%	40%	55%	56%	56%	55%	66%	45%	49%	60%	56%

Table 30: City Priorities

Please indicate how important, if at all, each of the following issues will be for the City to address over the next five years: (Percent rating as "essential" or "very important").	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Affordable housing	68%	63%	85%	81%	62%	68%	80%	73%	71%	72%	72%	72%
Reducing food deserts	44%	39%	49%	52%	34%	43%	45%	42%	45%	54%	38%	44%
Maintaining and improving infrastructure	85%	76%	83%	82%	80%	83%	78%	81%	81%	88%	77%	81%
Preservation of green space	83%	62%	77%	78%	70%	75%	73%	77%	71%	74%	74%	74%
Health and wellness opportunities in Lynchburg	72%	83%	90%	88%	73%	79%	85%	78%	83%	78%	83%	81%
Reducing poverty rate	83%	75%	85%	92%	67%	77%	88%	83%	78%	78%	82%	81%
Workforce training	82%	82%	85%	92%	72%	81%	86%	84%	81%	82%	83%	83%

Table 31: Quality of Life Strategic Planning Areas

Please rate how important, if at all, each of the following strategic planning areas are to the overall quality of life in Lynchburg: (Percent rating as "essential" or "very important").	Age			Sex		Race/ethnicity		Housing tenure		Housing unit type		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Actively engaged citizens	68%	75%	81%	80%	68%	76%	70%	74%	75%	80%	71%	74%
Arts and culture	68%	57%	67%	72%	54%	62%	66%	63%	65%	65%	64%	64%
Economic development	80%	78%	87%	84%	79%	81%	80%	79%	84%	87%	78%	81%
Education	89%	87%	94%	95%	84%	93%	84%	84%	95%	94%	87%	90%
Health and wellness opportunities in Lynchburg	79%	86%	89%	91%	77%	83%	86%	82%	86%	83%	85%	84%
Recreation opportunities	81%	69%	79%	83%	68%	77%	74%	79%	74%	76%	77%	76%
Safe neighborhoods	91%	93%	96%	96%	89%	94%	90%	89%	96%	96%	91%	93%