

**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

## Lynchburg, VA

Comparisons by Demographic Subgroups

2017



**NRC**  
National Research Center Inc

2955 Valmont Road Suite 300  
Boulder, Colorado 80301  
n-r-c.com • 303-444-7863

**ICMA**

*Leaders at the Core of Better Communities*

777 North Capitol Street NE Suite 500  
Washington, DC 20002  
icma.org • 800-745-8780

# 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 unit 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 all respondents (963 completed surveys) is generally no greater than plus or minus three percentage points around any given percent. The margin of error for subgroups is less precise. 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:

- Overall, when there were differences, older residents (55+), homeowners and those who were White alone were more likely to favorably rate Community Characteristics and Governance aspects than their counterparts. Gender differences were limited and there was not a consistent pattern to the differences across all results; male respondents did award higher scores in some cases, including to overall natural environment, availability of affordable quality housing, shopping opportunities, health care and the openness and acceptance of the community toward people of diverse backgrounds. Additionally, participants who lived in detached housing were more pleased with Safety-related services.
- Residents who identified their race as White alone reported higher levels of Participation in most cases. On the other hand, respondents who were a race other than White alone were more likely to have used public transportation and City libraries, and indicated higher rates of contacting Lynchburg elected officials and watching local public meetings.
- When differences were noted, females and those who were Hispanic and/or a race other than White were more likely to rely on local news media and the local government Channel 15 as a source of information about the City.
- When asked about their likelihood of using additional locations for paying for bills and other services, residents who were White alone, homeowners and those who lived in detached housing were less likely to use this option.
- Residents were also asked to prioritize various areas for the City and to indicate if there had been progress made on each in the last two years. Female survey participants tended to view the various areas as higher priorities compared to their counterparts. Older respondents and individuals who identified as White alone were more likely to think progress had been made in the last two years on efforts including reducing poverty, treating all residents fairly and equally and ensuring children are successful in school.

## The National Citizen Survey™

Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	72%	69%	84%	76%	74%	76%	73%	68%	81%	78%	70%	74%
Overall image or reputation of Lynchburg	57%	61%	73%	63%	64%	64%	61%	59%	66%	63%	64%	63%
Lynchburg as a place to live	77%	79%	88%	81%	82%	83%	78%	76%	86%	83%	79%	81%
Your neighborhood as a place to live	81%	76%	82%	78%	82%	83%	73%	74%	85%	81%	79%	79%
Lynchburg as a place to raise children	75%	75%	84%	79%	77%	80%	75%	68%	86%	83%	70%	78%
Lynchburg as a place to retire	64%	62%	78%	73%	64%	67%	72%	62%	72%	69%	67%	67%
Overall appearance of Lynchburg	66%	62%	75%	73%	63%	70%	64%	66%	70%	70%	65%	68%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	71%	74%	80%	76%	74%	77%	72%	67%	81%	80%	66%	74%
In your neighborhood during the day	97%	95%	94%	95%	95%	97%	91%	94%	95%	94%	96%	93%
In Lynchburg's downtown/commercial area during the day	82%	82%	84%	83%	82%	85%	80%	83%	82%	83%	82%	82%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	55%	59%	66%	64%	55%	60%	61%	54%	65%	63%	56%	60%
Traffic flow on major streets	35%	34%	49%	40%	40%	43%	36%	32%	46%	44%	32%	39%
Ease of public parking	39%	32%	32%	36%	33%	35%	35%	35%	34%	36%	32%	33%
Ease of travel by car in Lynchburg	64%	59%	65%	67%	57%	61%	68%	62%	63%	63%	62%	61%
Ease of travel by public transportation in Lynchburg	31%	23%	41%	33%	31%	30%	36%	33%	31%	28%	37%	32%
Ease of travel by bicycle in Lynchburg	31%	29%	39%	31%	35%	29%	41%	39%	29%	27%	42%	33%
Ease of walking in Lynchburg	43%	45%	67%	51%	53%	49%	59%	52%	53%	54%	49%	50%
Availability of paths and walking trails	61%	71%	81%	76%	65%	71%	70%	64%	76%	75%	65%	70%

The National Citizen Survey™

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	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%	81%	86%	79%	85%	85%	78%	80%	84%	83%	81%	82%
Air quality	76%	85%	85%	82%	83%	85%	77%	77%	86%	83%	81%	82%
Cleanliness of Lynchburg	67%	70%	69%	69%	68%	71%	63%	64%	72%	71%	65%	69%

Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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)	50%	47%	64%	61%	45%	52%	59%	55%	52%	52%	56%	53%
Public places where people want to spend time	58%	64%	71%	66%	61%	66%	59%	61%	66%	65%	63%	63%
Variety of housing options	58%	50%	58%	52%	59%	61%	44%	47%	61%	56%	53%	55%
Availability of affordable quality housing	54%	43%	51%	44%	57%	55%	40%	43%	55%	52%	46%	50%
Overall quality of new development in Lynchburg	67%	55%	57%	63%	57%	64%	54%	61%	59%	57%	63%	60%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	50%	45%	63%	52%	53%	53%	53%	46%	58%	54%	50%	53%
Lynchburg as a place to work	45%	47%	69%	53%	54%	58%	44%	48%	58%	55%	51%	55%
Lynchburg as a place to visit	44%	50%	72%	53%	59%	55%	58%	58%	53%	51%	62%	54%
Employment opportunities	39%	32%	38%	38%	36%	40%	30%	37%	37%	35%	40%	37%
Shopping opportunities	36%	37%	49%	37%	46%	42%	37%	47%	36%	39%	45%	40%
Cost of living in Lynchburg	73%	61%	62%	65%	66%	72%	54%	62%	68%	68%	61%	64%
Overall quality of business and service establishments in Lynchburg	65%	53%	69%	62%	64%	68%	53%	61%	64%	62%	64%	62%
Vibrant downtown/commercial area	50%	54%	57%	55%	53%	56%	47%	51%	55%	55%	50%	53%

The National Citizen Survey™

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	68%	68%	77%	70%	72%	73%	69%	68%	73%	70%	72%	69%
Fitness opportunities (including exercise classes and paths or trails, etc.)	78%	71%	80%	77%	75%	80%	69%	70%	81%	79%	73%	76%
Recreational opportunities	74%	64%	71%	72%	66%	73%	63%	70%	70%	69%	71%	70%
Availability of affordable quality food	72%	62%	75%	68%	71%	72%	64%	66%	72%	70%	69%	69%
Availability of affordable quality health care	58%	52%	68%	55%	64%	60%	58%	58%	61%	59%	61%	59%
Availability of preventive health services	60%	63%	68%	60%	67%	65%	60%	61%	65%	64%	63%	63%
Availability of affordable quality mental health care	41%	36%	52%	35%	53%	44%	41%	47%	40%	39%	49%	42%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	65%	61%	81%	74%	65%	74%	61%	67%	71%	71%	67%	69%
Availability of affordable quality child care/preschool K-12 education	36%	51%	54%	42%	54%	47%	48%	41%	52%	50%	43%	47%
Adult educational opportunities	59%	56%	69%	64%	60%	67%	54%	63%	60%	61%	63%	61%
Opportunities to attend cultural/arts/music activities	62%	55%	66%	63%	60%	64%	59%	62%	60%	59%	65%	61%
Opportunities to participate in religious or spiritual events and activities	61%	57%	65%	60%	61%	66%	52%	64%	59%	59%	65%	60%
	85%	85%	85%	82%	88%	89%	77%	84%	85%	84%	86%	85%

Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	63%	58%	63%	58%	64%	68%	49%	62%	61%	59%	64%	61%
Opportunities to volunteer	74%	78%	82%	76%	80%	80%	75%	76%	79%	79%	77%	78%
Opportunities to participate in community matters	64%	68%	70%	68%	67%	70%	64%	68%	67%	68%	66%	67%
Openness and acceptance of the community toward people of diverse backgrounds	43%	49%	53%	43%	53%	53%	41%	49%	47%	45%	53%	49%
Neighborliness of residents in Lynchburg	58%	59%	60%	57%	61%	65%	48%	56%	60%	57%	60%	59%

The National Citizen Survey™

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
The City of Lynchburg	59%	65%	78%	71%	64%	70%	64%	61%	73%	69%	65%	68%
The value of services for the taxes paid to Lynchburg	44%	43%	53%	51%	43%	49%	45%	41%	51%	50%	43%	47%
The overall direction that Lynchburg is taking	73%	59%	57%	65%	62%	67%	55%	66%	60%	60%	67%	63%
The job Lynchburg government does at welcoming citizen involvement	57%	48%	58%	55%	54%	59%	45%	50%	58%	54%	55%	55%
Overall confidence in Lynchburg government	52%	44%	56%	52%	51%	55%	43%	49%	52%	50%	52%	51%
Generally acting in the best interest of the community	58%	45%	58%	57%	51%	59%	44%	52%	55%	52%	56%	54%
Being honest	50%	48%	59%	52%	52%	59%	39%	49%	55%	52%	52%	52%
Treating all residents fairly	53%	43%	51%	45%	55%	55%	38%	48%	50%	47%	52%	49%
Overall customer service by Lynchburg employees (police, receptionists, planners, etc.)	58%	67%	76%	67%	67%	71%	61%	61%	72%	67%	67%	67%
The Federal Government	31%	41%	47%	39%	40%	35%	49%	41%	38%	39%	39%	39%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Police services	70%	73%	87%	79%	75%	83%	67%	70%	83%	82%	71%	77%
Fire services	80%	85%	94%	85%	89%	92%	77%	81%	91%	89%	83%	88%
Ambulance or emergency medical services	81%	83%	92%	83%	87%	90%	78%	80%	89%	89%	80%	85%
Crime prevention	58%	52%	72%	60%	61%	65%	54%	53%	67%	66%	52%	61%
Fire prevention and education	64%	65%	81%	69%	72%	74%	64%	66%	74%	74%	65%	71%
Animal control	64%	60%	61%	62%	61%	64%	58%	63%	60%	60%	65%	61%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	61%	59%	62%	60%	61%	64%	57%	57%	63%	60%	61%	60%

The National Citizen Survey™

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Traffic enforcement	52%	56%	65%	61%	54%	58%	59%	55%	60%	61%	53%	58%
Street repair	38%	36%	39%	36%	40%	39%	36%	42%	34%	35%	42%	37%
Street cleaning	55%	45%	52%	51%	51%	50%	52%	52%	50%	50%	52%	51%
Street lighting	54%	52%	64%	56%	58%	60%	50%	53%	61%	62%	50%	57%
Snow removal	43%	49%	54%	44%	54%	49%	47%	46%	50%	49%	48%	49%
Sidewalk maintenance	47%	43%	51%	47%	46%	48%	46%	46%	48%	49%	44%	46%
Traffic signal timing	38%	43%	43%	44%	38%	40%	45%	39%	43%	43%	38%	40%
Bus or transit services	41%	35%	59%	45%	45%	48%	44%	45%	44%	46%	44%	45%

Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Garbage collection	73%	79%	85%	78%	80%	80%	77%	73%	84%	83%	74%	79%
Recycling	31%	45%	57%	42%	48%	41%	53%	43%	47%	44%	48%	45%
Yard waste pick-up	52%	56%	61%	54%	59%	57%	56%	52%	59%	58%	55%	56%
Drinking water	71%	73%	78%	68%	81%	78%	65%	70%	77%	76%	70%	73%
Preservation of natural areas such as open space, farmlands and greenbelts	60%	56%	65%	58%	63%	64%	54%	62%	58%	57%	66%	61%
Lynchburg open space	52%	54%	60%	56%	54%	57%	52%	60%	51%	49%	63%	55%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Storm drainage	68%	59%	71%	64%	68%	69%	61%	64%	68%	67%	65%	66%
Sewer services	70%	72%	83%	72%	79%	79%	68%	69%	81%	77%	72%	76%
Water utility billing	56%	59%	65%	62%	59%	63%	56%	61%	60%	59%	63%	60%
Land use, planning and zoning	43%	40%	52%	48%	44%	43%	48%	46%	44%	41%	51%	46%
Code enforcement (weeds, abandoned buildings, etc.)	35%	41%	33%	38%	35%	34%	40%	42%	30%	33%	41%	36%
Cable television	50%	35%	42%	44%	39%	45%	36%	47%	38%	37%	50%	42%

The National Citizen Survey™

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Economic development	53%	50%	56%	53%	53%	53%	52%	52%	53%	53%	51%	52%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
City parks	78%	79%	83%	80%	80%	81%	79%	80%	80%	81%	78%	80%
Recreation programs or classes	73%	66%	76%	76%	66%	74%	69%	70%	74%	75%	67%	72%
Recreation centers or facilities	70%	70%	71%	72%	68%	73%	66%	67%	73%	72%	67%	70%
Health services	59%	60%	73%	65%	63%	66%	61%	59%	68%	66%	60%	64%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public library services	76%	78%	85%	82%	77%	79%	81%	78%	81%	80%	79%	80%
City-sponsored special events	65%	63%	66%	67%	61%	67%	61%	66%	64%	63%	66%	64%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Public information services	69%	65%	73%	72%	64%	68%	72%	69%	69%	68%	70%	69%

Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Sense of community	58%	55%	63%	56%	61%	61%	53%	60%	56%	54%	64%	58%
Recommend living in Lynchburg to someone who asks	77%	74%	83%	77%	80%	83%	67%	73%	82%	79%	77%	78%
Remain in Lynchburg for the next five years	71%	82%	90%	79%	83%	83%	78%	70%	90%	86%	73%	80%
Contacted the City of Lynchburg (in-person, phone, email or web) for help or information	43%	55%	59%	53%	51%	52%	54%	44%	60%	60%	41%	51%



The National Citizen Survey™

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	91%	86%	91%	88%	91%	91%	86%	88%	90%	89%	90%	89%
Did NOT report a crime	78%	80%	81%	80%	80%	80%	79%	77%	82%	81%	77%	80%
Stocked supplies in preparation for an emergency	37%	34%	50%	43%	38%	40%	39%	41%	40%	42%	38%	41%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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%	41%	31%	33%	46%	42%	32%	40%	38%	35%	44%	37%
Carpooled with other adults or children instead of driving alone	60%	36%	35%	46%	41%	47%	38%	50%	39%	42%	46%	44%
Used bus, rail or other public transportation instead of driving	17%	23%	22%	20%	22%	16%	30%	29%	14%	15%	29%	20%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Recycle at home	56%	72%	76%	67%	69%	73%	58%	59%	76%	74%	59%	68%
Made efforts to make your home more energy efficient	69%	79%	73%	74%	74%	74%	71%	68%	79%	78%	67%	73%
Made efforts to conserve water	72%	73%	81%	78%	74%	78%	71%	76%	75%	78%	72%	74%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	72%	76%	67%	71%	74%	76%	64%	64%	80%	80%	60%	72%
Did NOT observe a code violation	41%	53%	42%	50%	40%	43%	51%	41%	48%	45%	45%	45%

The National Citizen Survey™

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	96%	98%	97%	96%	97%	99%	92%	95%	98%	98%	95%	97%
Economy will have positive impact on income	29%	32%	27%	26%	32%	29%	28%	27%	31%	32%	25%	29%
Work in Lynchburg	84%	69%	36%	61%	65%	67%	53%	65%	61%	61%	65%	62%

Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	53%	46%	46%	48%	49%	54%	36%	41%	55%	53%	40%	50%
Visited a local park	85%	88%	69%	81%	79%	83%	76%	78%	82%	81%	79%	81%
Eat at least 5 portions of fruits and vegetables a day	80%	81%	83%	84%	79%	83%	80%	79%	83%	83%	80%	81%
Participate in moderate or vigorous physical activity	83%	83%	78%	83%	81%	85%	74%	78%	85%	84%	77%	81%
Reported being in "very good" or "excellent" health	61%	56%	50%	57%	55%	63%	42%	46%	65%	65%	42%	56%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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%	62%	55%	58%	44%	49%	58%	47%	56%	56%	45%	52%
Participated in religious or spiritual activities in Lynchburg	61%	65%	65%	69%	57%	64%	62%	56%	69%	68%	56%	63%
Attended a City-sponsored event	68%	66%	45%	58%	61%	67%	43%	59%	59%	59%	59%	59%

The National Citizen Survey™

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	25%	31%	36%	32%	29%	31%	31%	28%	33%	34%	25%	30%
Contacted Lynchburg elected officials (in-person, phone, email or web) to express your opinion	10%	23%	24%	21%	17%	16%	26%	15%	23%	23%	13%	18%
Volunteered your time to some group/activity in Lynchburg	57%	63%	48%	55%	57%	62%	45%	51%	60%	58%	54%	56%
Participated in a club	32%	28%	35%	32%	31%	36%	23%	29%	34%	33%	29%	31%
Talked to or visited with your immediate neighbors	80%	90%	91%	88%	86%	92%	78%	82%	92%	93%	78%	87%
Done a favor for a neighbor	65%	80%	85%	76%	77%	80%	69%	68%	84%	81%	69%	76%
Attended a local public meeting	17%	23%	19%	19%	22%	20%	20%	18%	22%	20%	18%	19%
Watched (online or on television) a local public meeting	17%	46%	43%	37%	33%	31%	43%	30%	38%	37%	31%	34%
Read or watch local news (via television, paper, computer, etc.)	67%	86%	92%	84%	78%	80%	85%	74%	87%	83%	79%	81%
Vote in local elections	79%	88%	90%	83%	88%	87%	84%	80%	91%	91%	78%	86%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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	88%	88%	91%	92%	85%	90%	86%	87%	90%	87%	92%	89%
Overall ease of getting to the places you usually have to visit	75%	77%	88%	81%	79%	82%	78%	81%	80%	82%	78%	81%
Quality of overall natural environment in Lynchburg	70%	76%	84%	80%	74%	76%	79%	77%	77%	78%	76%	77%
Overall "built environment" of Lynchburg (including overall design, buildings, parks and transportation systems)	73%	76%	80%	75%	78%	77%	77%	75%	78%	75%	78%	76%
Health and wellness opportunities in Lynchburg	79%	71%	87%	83%	76%	78%	83%	82%	78%	78%	82%	79%
Overall opportunities for education and enrichment	78%	83%	87%	86%	79%	81%	87%	83%	82%	82%	83%	83%
Overall economic health of Lynchburg	91%	89%	95%	92%	92%	92%	91%	89%	94%	94%	89%	92%
Sense of community	68%	79%	84%	80%	74%	77%	78%	75%	79%	79%	74%	77%

The National Citizen Survey™

Table 29: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services? (Percent rating as "major" or "minor source").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		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)	76%	88%	87%	88%	77%	84%	82%	76%	90%	89%	76%	83%
Local news media (i.e., television, newspapers, etc.)	83%	92%	93%	93%	85%	88%	95%	86%	93%	90%	88%	89%
The local government Comcast Cable Channel 15	42%	42%	62%	52%	44%	41%	64%	54%	45%	44%	57%	49%
Monthly City newsletter in the News & Advance (City Source)	62%	52%	67%	63%	58%	58%	67%	67%	55%	54%	70%	60%
City Council meetings and other public meetings	55%	63%	74%	65%	62%	60%	74%	61%	67%	63%	66%	64%
City communications via social media (i.e. Facebook, Twitter, etc.)	89%	70%	62%	76%	70%	74%	75%	80%	67%	69%	80%	73%

Table 30: Question 15

Some cities provide citizens with locations other than City Hall (convenience/neighborhood stores, etc.) to pay for water, real estate and other bills and services. If the City of Lynchburg provided this option, how likely or unlikely would you be to use this service? (Percent "very" or "somewhat likely").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
	58%	52%	50%	56%	50%	45%	72%	69%	39%	44%	67%	53%

Table 31: Question 16 Priorities

Please indicate how much of a priority, if at all, each of the following areas should be to the City and its community partners (businesses, academic institutions, non-profits, etc.): (Percent rating as "high" or "medium priority").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Building partnerships with the business community, surrounding counties, local institutions of higher learning and other organizations	86%	84%	89%	85%	89%	88%	83%	85%	88%	86%	87%	87%
Reducing poverty	89%	88%	88%	92%	84%	89%	88%	90%	87%	87%	90%	88%
Increasing access to out-of-school activities for children	87%	80%	85%	86%	82%	84%	87%	90%	79%	81%	90%	85%
Ensuring children are kindergarten ready	75%	80%	87%	85%	76%	78%	87%	80%	81%	81%	81%	81%
Providing a comprehensive transportation system (e.g., bikeways, trails, transit, etc.)	82%	77%	87%	85%	79%	82%	84%	83%	82%	81%	85%	83%
Providing access to quality health care services	91%	92%	93%	96%	88%	92%	94%	94%	91%	92%	93%	92%
Providing quality affordable housing for all income levels	81%	82%	87%	89%	76%	83%	84%	87%	80%	81%	87%	83%
Providing stable, quality employment opportunities for residents	94%	92%	93%	95%	90%	94%	92%	96%	90%	91%	96%	93%
Treating all residents fairly and equally regardless of race or any other factor	92%	90%	93%	95%	88%	93%	90%	91%	93%	92%	91%	92%
Ensuring children are successful in school	92%	93%	95%	95%	91%	94%	92%	94%	93%	93%	94%	93%

The National Citizen Survey™

Table 32: Question 16 Progress

Please rate to what extent progress has been made in each area in the last two years: (Percent rating as "significant" or "some progress").	Age			Sex		Race/ethnicity		Rent or own		Detached or attached		Overall
	18-34	35-54	55+	Female	Male	White alone, not Hispanic	Hispanic and/or other race	Rent	Own	Detached	Attached	
Building partnerships with the business community, surrounding counties, local institutions of higher learning and other organizations	75%	73%	87%	79%	77%	80%	76%	77%	79%	80%	75%	78%
Reducing poverty	47%	33%	48%	38%	47%	50%	26%	41%	42%	40%	44%	42%
Increasing access to out-of-school activities for children	67%	55%	61%	59%	62%	64%	53%	59%	63%	61%	61%	61%
Ensuring children are kindergarten ready	52%	55%	68%	59%	57%	60%	54%	59%	58%	57%	60%	58%
Providing a comprehensive transportation system (e.g., bikeways, trails, transit, etc.)	67%	66%	73%	66%	71%	71%	64%	70%	68%	65%	74%	68%
Providing access to quality health care services	63%	69%	80%	69%	72%	73%	65%	74%	68%	68%	74%	70%
Providing quality affordable housing for all income levels	41%	44%	55%	46%	47%	49%	40%	41%	50%	50%	39%	46%
Providing stable, quality employment opportunities for residents	50%	44%	54%	49%	48%	54%	38%	51%	49%	47%	53%	50%
Treating all residents fairly and equally regardless of race or any other factor	68%	68%	66%	59%	75%	75%	48%	64%	69%	66%	69%	66%
Ensuring children are successful in school	57%	60%	66%	57%	65%	66%	50%	63%	60%	57%	68%	61%