

Survey of
Jefferson Businesses
on Parish Economy and Image Issues
Winter 2002

Conducted for:

JEDCO
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Background and Purpose:

The Jefferson Parish Economic Development Commission (JEDCO) would like to determine whether area residents and business owners hold a positive or a negative image of Jefferson Parish as a place to live and work. The results will determine if there is a need to invest in a local image marketing campaign.

Methodology:

Two hundred two (202) interviews were conducted by telephone among a random sample of Jefferson Parish businesses. All areas of the parish were represented proportionately according to their presence in the list provided by JEDCO. Interviewing commenced December 16, 2002, and was completed February 26, 2003. A sample size of 206 has a maximum error of +/- 8%.

Summary Overview:

In responding to the survey challenge, the findings demonstrate that businesspeople are not as positive about Jefferson Parish as residents, but do hold an overall positive image of Jefferson. The business environment and quality of life have not improved over time as dramatically as they did with residents. Despite these perceptions, majorities or more of businesspeople have recommended Jefferson as a place to live, work, retire, etc., but not to move or start a business. When the businesspeople were asked whether they would recommend others move to/start a business in Jefferson Parish, only 37% said they had. Those businesspeople actually living in Jefferson would recommend it on the following strengths: 93% Bgood place to live, 66% Bgood place to retire, 87% Bgood place to raise a family, 97% Bgood place to work, and 93% Bgood place to do business. Jefferson Parish was viewed as having less crime, more family orientation, better education, and being cleaner than Orleans Parish, as well as being more business friendly. Jefferson was also viewed as conveniently located.

Jefferson offered locational advantages; it suffers from traffic problems as well as associations with Orleans Parish, which a plurality believed were not differentiated between the areas.

The summary specifics and findings provide more in-depth insight as to strengths to build on and opportunities for promotion and improvement.

Summary Specifics:

Business Environment

1. A plurality perceived the business environment in Jefferson to have stayed the same during their tenure in Jefferson. While 30% said conditions had improved, 20% said conditions had deteriorated. Those in business the longest period of time were more likely to report the business environment had improved. Comparatively, the Agotten worse@ response tended to be fairly similar across all periods of time studied. The business environment suggested little change except among those in business longer periods and, therefore, experiencing changes. Perceptions by the businesspeople of the changes in the quality of life were also subdued, with 42% reporting an improvement versus 20% saying a deterioration had taken place.
2. Commercial growth in the area where the businesspeople resided was viewed as primarily about right, 54% of those living Jefferson; 31% desired faster growth versus a mere 11% reporting growth was too fast.

Recommendation of Jefferson

3. Jefferson has been recommended highly for all aspects of living, working, and doing business (87% or more of the businesspeople living in Jefferson); however, only slightly over one-third recommended Jefferson as a place to move or start a business.

Those rejecting Jefferson as a good place to live, work, and do business said crime, education, street construction/interstate access, and a weak consumer market would deter their recommendation. Some of these same responses were likely to deter businesspeople from recommending a business move or start in Jefferson.

Best and Worst of Jefferson Parish

Living There

4. Jefferson Parish is comparatively safer, especially vis-a-vis Orleans Parish. Jefferson Parish is also conveniently located to desirable locations, such as employment, shopping, and recreation.

Traffic was the major negative; traffic problems were exacerbated by the myriad of simultaneous construction projects underway.

5. Locational aspects were the most mentioned positives about operating a business in Jefferson; personal and business factors were mentioned. The ease of working with government was also a significant response.

One-third reported there was no worst thing about operating a business in Jefferson. Traffic was the most mentioned problem at 12%, with taxes and multiple construction projects also mentioned.

Changes to Improve Business Conditions

6. Nearly one-fourth said there was no change required to improve their businesses. Economic expansion was the most frequently mentioned response at 11%; 8% reported traffic (more if arterial access and the construction are included).

Differentiating New Orleans (Orleans and Jefferson)

7. The perception of the area is affected adversely by Orleans Parish B New Orleans. The image of New Orleans was believed to be negative because of crime, corruption, bad schools, permissive attitudes, and dirt/filth. Only a handful (5%) reported difficulty of doing business in Orleans. However, most in Jefferson believed outsiders can differentiate between New Orleans and its suburbs (Orleans versus Jefferson); however, a strong plurality (40%) did not think so. Jefferson had less crime, a family orientation, was cleaner, and was friendlier.

Developing the Westbank

8. Less than two in ten (16%) have considered a Westbank location for their business. The location of current clientele and the convenience to home were the major detractors. The bridge, affluence differences, and general inconvenience were also reported. Positives about the Westbank were the prospects of lower cost property/facilities, as well as increased market and profits.

Better transportation (bridges/arteries) might make the Westbank more attractive, as well as a general increase in

economic
activity and the
jobs it would
create.

JEDCO B Awareness and Knowledge

9. Nearly eight in ten Jefferson businesspeople have heard of JEDCO; most who knew of JEDCO had known of it for fewer than five years. A majority (50%) thought they knew what JEDCO actually did; this group actually described some functions of JEDCO accurately. The task of attracting businesses for Jefferson was the best understood activity; starting or assisting current businesses were also reported.

Quality of Education

10. Businesspeople have little direct contact with Jefferson Parish public schools; few are parents of public school students. Those with direct contact with the Jefferson Parish Public Schools (parents) rated the middle and high schools positively, but not the elementary level. Those with no direct relationship, because they had no children in school or had their children in private schools, rated Jefferson Parish Public Schools quite poorly. Orleans Public Schools fared far worse (including among Jefferson Parish=s Public School parents). Businesspeople rated private education quite well, except those with their children in public schools. College opportunities were rated well by private school parents, and somewhat less positively among the smaller group of public school parents.

Findings:

Business Environment:

Changes in the business environment over the time their business has been active in Jefferson Parish were queried.

Question: In the time that your business has been here, do you think that the environment for doing business has improved, stayed the same, or gotten worse?

A plurality (46%) believed the business environment had stayed the same during the tenure of their business in Jefferson; 30% had seen improvement versus 20% who believed it had gotten worse.

Differences were evident by the length of time the business had been in operation in Jefferson. Those active longer perceived improvements; however, even some of those in business 16 or more years reported declines in the business environment.

<u>Business Environment:</u>	Length of Business Tenure in Jefferson Parish						
	Under 1 year	1-3	4-6	7-10	11-15	16-20	Over 20
Base:	(16)	(22)	(26)	(44)	(24)	(13)	(57)
	%	%	%	%	%	%	%
Improved	6	23	27	23	33	46	40
Stayed the same	88	50	54	55	42	23	30
Gotten worse	0	27	11	20	17	31	26
D.K.	6	0	8	2	8	0	4

Quality of Life:

Changes in the quality of life over these business respondents= lives in Jefferson were queried.

Question: In the time that you have lived here, do you think that the quality of life has improved, stayed the same, or gotten worse?

A plurality overall (42%) believed the quality of life had improved, while 35% reported no changes, and 20% perceived it had gotten worse. Among those who actually live in Jefferson, the results were nearly identical (43%, 35%, and 21%, respectively). The improved response fell below the response of the residents to the identical question.

<u>Quality of Life:</u>	Residents	Business Respondents
Base:	(506)	(202)
	%	%
Improved	53	42
Stayed the same	28	35
Gotten worse	18	20
D.K.	1	3

These business respondents did not reveal the increases associated with the similar results for residents, where the improved response rose as length of residence increased; the business respondents tended to see no change over time.

Length of Time of Residence in Jefferson Parish

<u>Quality of Life</u>	Under 1 Year	1-3	4-6	7-10	11-15	16-20	Over 20 Years
Base:	(0)	(5)	(4)	(13)	(8)	(14)	(122)
	%	%	%	%	%	%	%
Improved	0	20	50	23	50	29	29
Stayed the same	0	40	25	61	38	43	46
Gotten worse	0	40	25	8	12	14	24
D.K.	0	0	0	8	0	14	1

Commercial Growth:

The perception of commercial growth where the respondents lived was measured.

Question: As you think about commercial and industrial growth in the area that you live in, do you feel it is growing too fast, about right, or not fast enough?

About one in ten (11%) businesspeople living in Jefferson thought commercial growth in the area in which they lived was too rapid. Three times as many (31%) perceived commercial growth was not fast enough; a majority (54%) thought growth was just right.

	Commercial Growth		
	Overall	Jeffersonians	Live in Other Parish
Base:	(202)	(159)	(36)
	%	%	%
Too fast	13	11	22
About right	49	54	33
Not fast enough	34	31	42
D.K.	4	4	3

Those living in 70006, 70001, and 70053 perceived at higher levels that commercial growth was too fast where they lived, while those living in 70002, 70123, and 70072 reported at higher levels that growth was too slow (among those zip codes with at least ten respondents). Those who lived in the parish 16 or more years were the only respondents thinking commercial growth had been too fast in their area; however, even among this segment, the not fast enough response gained greater response (about right attained the majority response).

Recommendations:

Recommendation of Jefferson Parish to someone as a place to move was identified, as well as other aspects of the parish.

Questions: Have you ever recommended that someone move their business or start a business in Jefferson Parish?

Have you ever recommended that someone move to a Jefferson Parish community?

Would you recommend Jefferson Parish as a:

good place to live?
good place to work?
good place to do business?

And what about as a:

good place to raise a family?
good place to retire?

While Jefferson has been recommended to others as a place to move (61%), live (88%), work (95%), do business (93%), raise a family (81%), and retire (59%), only 37% have recommended that someone move or start a business in Jefferson. Those respondents living in Jefferson reported slightly higher responses for all queries except the movement/starting of a business in Jefferson (which remained the same).

	Recommendation of Jefferson Parish					
	Overall			Jeffersonians		
	Yes	No	D.K.	Yes	No	D.K.
	%	%	%	%	%	%
Someone move/start business in Jefferson	37	61	2	37	60	3
Someone move to Jefferson Parish community	61	35	4	71	28	1
As a good place to live*	88	5	7	93	5	2
As a good place to work*	95	4	1	97	3	0
As a good place to do business*	93	4	3	93	4	3
As a good place to raise a family	81	9	10	87	7	6
As a good place to retire	59	27	14	66	25	9
* No to all three	C	9	C	C	7	c

Those not recommending Jefferson Parish as a place to live, work, and do business were queried further.

Question: IF WOULD NOT RECOMMEND: Why not?

The eighteen (18) respondents who would not recommend Jefferson as a good place to live, work, and do business (gave all three questions Ano@ responses) were probed for their reasons for not doing so. These responses revealed the following:

Crime (22%) led, while poor school system (17%), street construction, poor interstate access, and weak consumer market, at 11% each, were the only other responses exceeding the one in ten level (more than a single response).

The segment rejecting the recommendation of Jefferson was too small to present a meaningful sub-segment analysis.

Best Thing About Living in Jefferson Parish:

The best thing about living in Jefferson Parish was identified through an open-ended query.

Question: Can you tell me what you think is the BEST thing about living in Jefferson Parish?

Safety (including Harry Lee, 22%) and convenience (19%) were the only reasons surpassing the two in ten level; to Jeffersonian businessmen, these responses were somewhat higher, 29% and 23%, respectively.

Best About Living in Jefferson				
	Overall		Jeffersonians	
	(202)		(159)	
	%		%	
Safe/secure/less crime	19		25	
Harry Lee	3	22	4	29
Near everything (work, shopping, etc.)	19		23	
Friendly people/family atmosphere	7		9	
Family atmosphere	7		9	
Not N.O., but close	5		6	
Lived here/from here	4		4	
Peaceful/quiet	3		4	
Lower taxes/fair taxes	3		3	
Not crowded/not much traffic	3		3	
Don't live in Jefferson (could not respond)	20		---	

Worst Thing About Living in Jefferson Parish:

The worst thing about living in Jefferson Parish was also probed.

Question: Can you tell me what you think is the WORST thing about living in Jefferson Parish?

Traffic was reported as the worst thing about living in Jefferson (19% overall B 23% among Jeffersonians).

Traffic was mentioned by more of those with some college or more education, those with incomes of \$43,000 or more, and those living in Metairie, Kenner, and Jefferson/Harahan. Those 55 to 64 years of age also complained about traffic, as did white respondents and those who believed the quality of life had stayed the same or declined, as well as those who would not recommend Jefferson as a place to work, do business, or perceived the area to have a negative image.

	Overall	Jeffersonians
	(202)	(159)
	%	%
Traffic	19	23
Crime/violence	6	7
Bad streets/potholes	6	8
Bad schools/underpaid teachers	5	6
Slow work on construction projects	5	5
Overpopulated	5	6
Crooked/self-serving government	4	4
Flooding/drainage	3	4
Poor public transport/not total coverage	2	3

Best Thing About Operating Business in Jefferson:

The perception of business operations in Jefferson was queried.

Question: Can you tell me what you think is the BEST thing about operating your business in Jefferson Parish?

Location, location, location B 32% reported some aspect of Jefferson=s location as the best thing about operating a business there. While several responses were personal (near home, shopping, water B fishing/recreation), the remainder gave more business-oriented reasons (near customers/clients, centrally located, near New Orleans and/or not in New Orleans, and near other parishes). Another 3% added that access to arteries was convenient, another aspect of location. Government processes B easy to work with, especially permitting, no hassles, and less bureaucracy B accounted for 20% of the responses, with the makeup of the customer base B lots of opportunities, upscale clients, more middle class prospects B contributing 13% of the reasons offered. Lower taxes (6%), safety/less crime (5%), and the atmosphere of suburbia (friendly/community-oriented B 9%) rounded out the more frequently offered responses.

Best About Operating Business in Jefferson

	(202)
	%
Government easy to work with/permitting	14
Convenience to shopping/home	11
Location/close to customers/clients	9
Lots of business/business opportunities	9
Taxes fair/reasonable/low	6
Friendly people/atmosphere	6
Safe/less crime	5
Near New Orleans (& other parishes)	5
No hassles/less red tape	4
Central location	3
Access to arteries	3
Community feeling	3
Quality of clients/upscale	2
Less politics/bureaucracy	2
Ease of/good parking	2
Not in New Orleans	2
More middle class or higher people	2
Near water/river	2
Less congested than New Orleans	2
Other	14
None	1
Don=t know	7

Worst Thing About Operating Business In Jefferson:

The negative perceptions of being in business in Jefferson were also measured.

Question: Can you tell me what you think is the WORST thing about operating your business in Jefferson Parish?

One-third (32%) of the respondents said there was no worst thing about operating a business in Jefferson Parish. The only response topping the one in ten level was traffic (12%); high taxes (6%) and too much simultaneous construction (5%) were the only other responses offered by more than 2% of the respondents. A broad range of other answers was offered with few gaining any significant response.

Worst About Operating Business in Jefferson

	(202)
	%
Traffic	12
Taxes higher	6
Construction/too much at same time	5
Crime/unresponsive	2
Bad streets	2
No help for small businesses	2
Economy poor/oil field slow	2
Too much competition	2
Not enough industry/business	2
Zoning problems/no enforcement	2
Other	17
Don=t know	7
No response	32

Additional Changes to Improve Quality of Life:

Positive changes were queried as follows.

Question: If you could change one thing in Jefferson Parish to improve YOUR quality of life, what would you change?

No specific response gained a dramatic response. Traffic and crime-fighting (8% each), better streets/roads (6%), and too much construction at one time (contributing to traffic) and better schools/teachers at 5% each were the more frequently mentioned responses. Traffic improvement was desired by those more educated, more affluent, white, and those with their businesses in 7001, 70053, and 70065.

Crime-fighting was more of an issue with the less educated, those of \$28,000 or more in income, those 36 to 45, those who had lived in Jefferson seven or more years, and those with their businesses located in 70053, 70058, and 70121.

Quality of Life Improvements

	Overall	Jeffersonians
	(202)	(159)
	%	%
Traffic	8	9
Fight crime more effectively	8	10
Better roads/streets	6	8
Better schools/teachers	5	7
Too much construction at same time	5	5
Drainage/flooding problems	4	4
Better economy/jobs	3	3
Corruption of politicians	3	3
Clean up/litter/dirt	3	4
More parks/space/recreation	3	3
Lower taxes B industry/business	2	2
Don=t know	7	9
Nothing	13	15

Improvement of Business Conditions:

Respondents were asked what they would change if they could change one thing to improve their business conditions.

Question: If you could change one thing in Jefferson Parish to improve YOUR business conditions, what would you change?

Two in ten (22%) said there was nothing that they would change to improve their businesses. The only response surpassing the ten percent level was an expansion of the local economy (11%). Traffic gained an 8% response, with variations thereof (access to arteries, construction completion) increasing this response to 14%. Most responses involved parish changes; however, a few involved individual business changes that businessmen desired to make.

Improvement of Business Conditions	
	(202)
<u>Change</u>	%
Business/economic expansion in Jefferson/stronger growth	11
Better traffic flow	8
Easier business regulations	4
Access to arteries/I-10	3
Reduce crime	3
Advertise/put up sign for business	3
Lower business taxes	3
Complete road projects	3
Corrupt politicians	2
Repair streets	2
Infrastructure/taxing	2
Eliminate/reduce bureaucracy	2
Lower sales taxes	2
Support/advise small bus.	2
Improve political relationships	2
Improve bidding process	2
Better location/larger place	2
Other (1% or less mention each)	20
Nothing	22

Image of New Orleans Region and Jefferson:

The image of the New Orleans region and the reasons for negative impressions were measured.

Questions: In your opinion, what is the image of the New Orleans region for people living outside of Louisiana?

IF NEGATIVE: What are the barriers or image problems for this region?

Six in ten (63%) said the image of the New Orleans region among outsiders was negative; only 19% thought it was positive. All segments delineated reported negative attitudes B pluralities of all segments said New Orleans=s image was negative, except the small group of black businesspeople. The black businesspeople were more positive than the white businesspeople, 43% versus 19%.

The barriers/image problems elicited from the respondents were reported as follows: crime (30%), corruption (26%), bad schools (17%), permissive/party town image (10%), filth/dirty (7%), and hard to open/start/do business (5%) were the main explanations attaining 5% or greater response; 4% said the presence of uneducated people and 3% each said poor wages and drinking/alcohol.

Crime dominated all other reasons across all demography; black businesspeople reported this response more than white businesspeople (53% versus 40%).

Differences B Jefferson Parish Versus New Orleans:

Whether Jefferson Parish=s image was different from that of New Orleans and the differences that existed were identified as follows:

Questions: Does Jefferson Parish=s image to non-residents differ from New Orleans= image?

IF YES: How is it different?

Over half (53%) believed outsiders view Jefferson Parish differently; however, 40% did not. Most segments large enough to provide meaningful responses gave the affirmative response at least a plurality. Businesspeople based in 70003, however, gave the negative response a 73% to 27% advantage.

Those saying there was a difference reported crime as the most mentioned differentiator, with 40% saying Jefferson had less crime; 12% said Jefferson was more family oriented; 9% each said Jefferson was cleaner and friendlier, 8% said Jefferson was less corrupt, while 6% each said it was less crowded/less populated and New Orleans had more run-down housing. Four percent (4%) each said Jefferson was more business-oriented. Crime was mentioned by higher proportions of nearly all demographic segments.

Consideration of Locating Business on the Westbank:

Whether respondents doing business on the Eastbank had ever considered locating their businesses on the Westbank was queried. Reasons for not doing so were also probed.

Questions: Have you ever considered locating your business on the Westbank in Jefferson Parish?
IF YES: Why?

IF NO: Why not?

Only 16% of the Eastbank businesspersons interviewed had considered locating their businesses on the Westbank; 83% had never done so; 75% or more of the businesses in every Eastbank zip code had not considered locating on the Westbank except 70065 (only 50%). No clear patterns demographically were evident.

Of those who said they had considered the Westbank, fourteen percent (14%) looked at the Westbank because they expected cheaper property/leases, opportunities looked favorable, and a profitable/business increase seemed possible, while 10% said there was a big job on the Westbank. All remaining responses were reported by a single respondent (5%).

The reasons for not considering the Westbank for a business location covered both business and personal reasons. Two in ten (21%) said their business/clients were on the Eastbank, 14% said they

lived on the Eastbank near their business, 10% rejected the bridge crossing, 9% said the affluence of the Westbank versus the Eastbank (poorer), and 8% said the inconvenience to things generally.

	%
Business/clients on Eastbank	21
Live on Eastbank/business near home	14
Crossing the bridge	10
Poorer area/wealthier on Eastbank	9
Inconvenient	8
Don=t want to	4
Grew up on Eastbank	3
Don=t know anything about it	3
Lifestyle/class of people	3
No supply houses there	3
Like where I am now	2
Traffic	2
Educational level of people	2
Limited by franchise area	2
Poor infrastructure	2
Eastbank more centrally located	2
Far away/distance	2
Employees live on Eastbank	2
Limited business opportunities	2
Have no permanent location	2
Other	13
Don=t know	5

A follow-up question queried all respondents regarding what they think would make the Westbank more attractive.

Question: What do you think would make the Westbank more attractive to potential residents and businesses?

Two in ten (22%) couldn't think of anything that could make the Westbank more attractive. More/better arteries (including bridges) was the only response exceeding the one in ten mark (13%); traffic caused by the lack thereof added another 4% in total (17%). More businesses/jobs gained an 8% response followed by more business development, a cleaner environment, and more parks/recreation/attractions at 5% each. Other issues managed a 4% or lower response.

Making the Westbank More Attractive

(202)

%

More bridges/arteries	13
More business/jobs	8
Business developments	5
Clean up/it=s dirty	5
Parks/recreation/attractions	5
Traffic B easier commuting	5
Lack of knowledge of Westbank	4
Reduce crime	4
More promotion of Westbank/new image	4
More shopping	4
Traffic control/problems	4
Fix/repair streets	3
More middle class families	3
Eliminate abandoned housing	2
Don=t know	22
Nothing can be done	3

Awareness, Knowledge of JEDCO:

Four questions were asked about awareness of the Jefferson Parish Economic Development Commission (JEDCO), what it does, and how long respondents have known about it.

Questions: Have you heard of the Jefferson Parish Economic Development Commission (JEDCO)?

IF YES: How long have you known about JEDCO?

Do you know what the Jefferson Parish Economic Development Commission (JEDCO) does?

IF YES: What does it do?

Nearly eight in ten (79%) had heard of JEDCO; the majority (53%) of those had only known about JEDCO for five or fewer years. Despite its longevity, only 14% said they had known about JEDCO for 11 or more years. Even among those who had been in business in Jefferson over 20 years, 49% reported they knew of JEDCO for five or fewer years.

Among the 79% aware of JEDCO, nearly two-thirds (62%) said they knew what it actually did (50% of all respondents). Those in business in Jefferson 7 to 20 years reported they were more knowledgeable than those active in Jefferson fewer (under 7) or more (over 20) years.

Knowledge of JEDCO	
	(202)
<u>Awareness</u>	%
Heard of JEDCO	79
	(159)
<u>How long JEDCO known</u>	%
5 or fewer years	53
6 to 10 years	27
11 or more years	14
Don=t know	6
	(202)
<u>Knowledge of Activities</u>	%
Knows what JEDCO does	50

Specific knowledge of JEDCO activities included only six specific responses achieving at least a 5% mention; however, when combining some similar responses, the attraction of business to Jefferson and the means to do so attained response from about one-third (34%) of the responses; however, 13% reported starting or assisting current businesses when including all similar responses.

	(99)	
	%	
Attracts jobs and industry	19	\ / > 34%
Promotes JP to business	5	
Develops/Offers new business econ. development incentives	3	
Improves economic conditions	3	
Grows economy/grows business opportunities	2	
Helps political leaders w/ ideas	1	
Attracts quality business	1	
Helps start new businesses/teaches how to start	34	\ / > 73%
Helps small businesses	10	
Helps fund bus./fiances small business/finds cheap funds	7	
Retains existing businesses with tax breaks	5	
Source of business information	5	
Helps business grow	4	
Provides job training	3	
Only helps disadvantaged businesses	2	
Provides office space for small businesses	1	
Helps business stay profitable	1	
Helps in permitting	1	
Does planning/goal setting	2	
Other	18*	
D.K.	2	

* includes 9% negative response

Quality of Education:

Public education in the region and in Jefferson, private education, and college educational opportunities were rated by the respondents.

Questions: Would you say the quality of public education in the region is excellent, good, fair, poor, or very poor?

And what about in Jefferson Parish, what is the quality of public education? Excellent, good, fair, poor, or very poor?

Would you say the quality of private education in the region is excellent, good, fair, poor, or very poor?

For college-level educational opportunities, would you say the quality is excellent, good, fair, poor, or very poor?

Only private education and college opportunities obtained top two level response (excellent/good) exceeding the majority level (74% and 77%, respectively). Public education in Jefferson (22%) and in the region (9%) fell significantly behind the impression of private education. Jefferson public education attained a net negative response (-11%: 33% (poor/very poor) minus 22% (excellent/good)); public education in the region attained a net negative response of -56% (65% minus 9%). Businesspeople were clearly less positive about the job public education is doing both in the region and in Jefferson. Those with children in Jefferson public schools rated them considerably higher; however, only the middle and high schools gained positive responses. The elementary level was still rated negatively. Those with children in private schools gave private education far greater differentials vis-a-vis public schools in Jefferson or in the region. Perceptions

of public education were also impacted negatively by those with no relationship with the schools themselves.

Ratings of Educational Offerings

<u>School Type</u>	Top 3	Top 2	Excellent	Good	Fair	Poor	Very Poor	Bottom 2	DK
	%	%	%	%	%	%	%	%	%
Public Education (region)	29	9	2	7	20	37	28	65	6
Public Education (Jefferson)	60	22	4	18	38	28	5	33	7
Private Education (region)	87	74	29	45	13	3	1	4	9
College-level opportunities	91	77	24	53	14	1	2	3	6

Net Ratings of Educational Offerings Among Those Having Children in Each School Type

	Jefferson Public			Private			No Kids in School
	Elem.	Middle	High	Elem.	Middle	High	
Base:	(5)	(4)	(5)	(30)	(10)	(23)	(107)
<u>Net Ratings</u>	%	%	%	%	%	%	%
Region (public)	-60	-50	-40	-70	-60	-78	-57
Jefferson (public)	-20	+25	+60	-33	-30	-48	-11
Region (private)	+40	0	0	+83	+100	+91	+68
College opportunities	+60	+50	+60	+70	+90	+78	+75

Demography:

Some demography of this business sample did mirror known demography of the parish; however, most skewed in expected directions.

Gender

More of these owners, managers, and other high-level executives were male than female; however, the results clearly show the strength of female owned/managed businesses.

	Sample
	%
Male	61
Female	39

Ownership/partnership of businesses revealed 69% male to 31% female ownership; management actually skewed more female (57%) than male (43%).

Title of Respondents

Owners interviewed included significantly more male owners than female owners; black businesspeople included more owners than white or Hispanic businesspeople. A higher incidence of ownership was also evident among the most educated, the most affluent, older businesspeople, and the Jefferson businesspeople who also lived in Jefferson. Owners were the largest category of business titles reported across every type of business.

	Titles of Respondents						
	Overall	Male	Femal e	Whit e	Black	Hispanic	Asian
	(202)	(123)	(79)	(167)	(14)	(10)	(8)
	%	%	%	%	%	%	%
Owner/Partner	64	73	51	64	79	60	50
CEO/President/Manager/Director	33	24	48	34	21	40	50
Board Member	1	1	0	1	0	0	0
CFO/Controller	1	2	0	1	0	0	0
Secretary/Treasurer	1	0	1	1	0	0	0

Lived in Jefferson Parish

Respondents were long-term residents of Jefferson; six in ten (60%) reported living in Jefferson over 20 years (71% 11 years or more); 18% did not live/had never lived in Jefferson. Of those who lived in Jefferson, the tenure of these respondents was longer (and exceeded that of the residents of the parish overall).

	Sample	
	(202)	(166)
	%	%
Under 1 year	0	0
1-3 years	3	4
4-6 years	2	2
7-10 years	6	7
11-15 years	4	5
16-20 years	7	9
Over 20 years	60	73
Don't live in Jefferson/Never	18	---

Those with lower levels of education tended to have lived in Jefferson longer; however, these were not the least affluent. They appeared to be the older respondents (who attained lower levels of education in the past relative to today=s population).

Zip Code of Residents

The zip code of residence for the businesspeople sample was similar to that of the current population by zip code. The businesspeople interviewed were more likely to also live in the same zip code in which the business was located from a low of 14% (0% in an area with only a single respondent) to as high as 100%.

<u>Zip Code</u>	Sample		2000 Census	
	%		%	
70001	9		9	
70002	5	\ / > 30	4	\ / > 33
70003	8			
70005	4			
70006	3			
-----	1		*	
70043	2			
70053	2		4	
70056	7	\ / > 16	8	\ / 20
70058	7		8	
70062			4	\ / > 15
70065**	9		11	
70067	1	\ / > 18		
70072	8		15	
70094	5		7	
70121	3		3	
70123	5		7	
Orleans	9		C	
St.	5		C	
Out of	1		C	

* Less than .5%

** One respondent lives in St. Charles but has a 70065 zip code.

No other zip code would have contributed as much as 1% individually, but would have contributed 3% in total (mostly in Metairie, Kenner, and Gretna).

Residence of Non-Jeffersonians

Where the non-Jeffersonian businesspeople lived was identified.

Question: IF DOESN=T LIVE IN JEFFERSON PARISH: In what parish do you live?

The plurality (48%) lived in Orleans, with 30% claiming residence in St. Tammany. St. Bernard contributed 10% of the non-resident businesspeople interviewed. Other Louisiana parishes and even Mississippi (3%) contributed the remainder of the respondents.

Age

The sample included more respondents in the middle of the age spectrum versus the actual population. Compared to the population overall, the businesspeople include fewer of those under 35 years of age and fewer at retirement age (65 and over).

	Sample		2000 Census Actual	
	%		%	
18-19	0	\	3	\
20-24	1	10	9	31
25-34	9	/	19	/
35-44	23	\	21	\
45-54	34	81	19	52
55-64	24	/	12	/
65-74	8	\	9	\
75-84	1	9	6	17
85 & over	0	/	2	/

Education

The business sample did, however, skew toward higher levels of educational attainment. This was partially influenced by the Apples to oranges@ comparisons as the census data easily available included those of 25 years or more. As the 12% (census-wise) that were 18 to 25 years of age are likely to skew to having more education than those 25 and over (high school through college), the whole distribution of the population would probably shift upward and reflect more educational attainment. However, even considering this impact, the businesspeople, with nearly half (46%) having college or more education, were clearly more educated than the general population.

	Sample		2000 Census	
	%		%	
Less than high school	5		19	
High school	22	\	35	\
Some college	20	\	22	61
Associate degree	7	/	4	/
College degree	35	\	13	\
Post grad./prof.	11	/	7	20

> 54
46

Types of Schools in Which Children Were Enrolled

The majority (53%) of respondents did not have children in any educational institution (this mirrored the general population); however, only 8% were utilizing Jefferson Parish Public Schools (K-12), 31% various private schools (K-12), while 19% had children in public or private colleges or universities. Businesspeople were significantly greater users of private education resources, and less public resources, vis-a-vis the general market. Of those with children K-12 in any school, only 19% were using Jefferson Parish Public Schools, versus 74% utilization of private schools. The businesspeople utilizing public schools tended to be less affluent.

	Sample		Among Those with Children K-12	
	%		%	
Public elementary	3	\	7	\
Public middle	2	8	5	19
Public high	3	/	7	/
Public other parish	3		7	
Private elementary	15	\	36	\
Private middle	5	31	12	74
Private high	11	/	26	/
Public community college	3			
Public university	11			
Private university	5			
No kids/grown or too young	53			

Income

Businesspeople in Jefferson were clearly more affluent than the general Jefferson public. While the lower income ranges were similar, suggesting even lower income people own and/or manage businesses, the key difference was the upper income segment, where the proportion of businesspeople included twice the level of respondents earning more than \$75,000 (36%) than the population in total based on the census (18%).

	Sample	Of Those Responding	2000 Census Actual	
	%	%		%
Less than \$28,000	9	14		
\$28,000 to \$43,000	14	22	Under \$35,000	42
\$43,000 to \$75,000	18	28	\$35,000 to \$75,000	36
More than \$75,000	23	36		18
Refused	36	---		C

Race

Businesspeople tended to include higher proportions of white respondents versus minorities compared to the census data and the study of Jefferson Residents.

	Sample	2000 Census
	%	Actual
White	83	71
Black	7	23
Hispanic	5	\
Asian	4	> 6
Other	1	/

Business Type

The types of businesses responding were categorized by their SIC Code.

Jefferson was dominated by service firms (42%); retailing comprised 23%, with manufacturing (10%) rounding out the business types reaching double digits in Jefferson.

	%
Services	42
Retail	23
Manufacturing	10
Construction	7
Transportation/Communications/Utilities	5
Wholesale	4
Finance, Insurance, Real Estate	3
Agriculture	2
Mining	1
Uncoded	3

Retail and services included the smallest of businesses in terms of employment; the largest firms in terms of employment were distributed across several business fields.

Business Size B Number of Employees

The size of Jefferson businesses, as measured by the number of employees, was ascertained as follows.

Question: Please tell us the number of employees working at your business.

The majority (58%) of businesses included in this study had three (3) or fewer employees, 30% had four to 16 employees, and 12% had 17 or more employees. Only 6% had 50 or more employees at their businesses. The median employment among those responding was three (3), with the range 1-255.

Business Size B Total Employees

As some businesses had multiple locations, the total size of the businesses was also determined.

Question: Please tell us the number of employees working at your business in total.

The majority (56%) of these businesses employed a total of three (3) or fewer employees, 28% had a total of four to 16 employees, and 12% had 17 or more (however 4% couldn't say); thus all these percentages are slightly larger as a proportion of those knowledgeable (58%, 29%, and 13%, respectively). The median employment was also three (3), with the range 1-700.

Business Location

The distribution of the businesses interviewed across the parish was also identified based on the physical location of the business as provided on the list from JEDCO.

Nearly two-thirds (64%) of the businesses responding were located on the Eastbank, with Metairie and the Harahan/River Ridge area the most often mentioned specific areas. The Westbank=s 36% of Jefferson businesses tended to cluster in Gretna.

	%	
70001	13	Eastbank B 64%
70002	10	
70003	5	
70005	4	
70006	7	
70062	4	
70065	5	
70067	1	
70121	5	
70213	10	
70033	1	Westbank B 36%
70053	5	
70056	9	
70058	7	
70072	8	
70094	5	
70096	1	

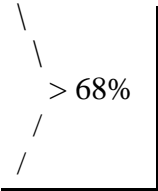
Tenure of Business in Jefferson

The length of time the business had been in operation in Jefferson was measured.

Question: About how long have you had your business in Jefferson Parish?

Nearly seven in ten (68%) businesses had enjoyed residence in Jefferson seven or more years. Only 8% reported being in operation in Jefferson under one year, with 24% operating for one to six years.

	%
Under 1 year	8
1-3 years	11
4-6 years	13
7-10 years	22
11-15 years	12
16-20 years	6
Over 20 years	28



> 68%