

Survey of
Jefferson Residents
on Parish Economy and Image Issues
Fall - 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 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:

Five hundred six (506) interviews were conducted by telephone among a random sample of Jefferson Parish residents. All areas of the parish were represented proportionately according to their presence in the population. Interviewing commenced October 8, 2002, and was completed December 1, 2002. Those surveys completed prior to the issuance of the contract were conducted in order to thoroughly pre-test the survey for proposal submission. These respondents were recalled to obtain data required by questionnaire additions and changes so that all data were consistent. A sample size of 506 has a maximum error of +/- 5%.

Based on comparisons with available census and other known data, the sample was consistent with the actual make-up of the parish. Only age varied dramatically and significantly (fewer younger respondents). This variance is applicable to all samples that do not include randomization within the household. All data should be viewed as under representing the opinions of younger residents and overstating those of older residents; however, as many other categories demographically were nearly identical, the impact is likely to be minimal unless differences by age were both significant and dramatic in nature.

Summary Overview:

In responding to the survey challenge, the findings demonstrate the majority of respondents hold an overall positive image of Jefferson Parish both as a place to work and to live. The majority (53%) also indicated that the quality of life had improved during the time they lived in Jefferson Parish. Jefferson Parish was viewed as having less crime, more family orientation, better education, and being cleaner than Orleans parish. Jefferson was also viewed as conveniently located to employment, shopping, and recreation.

The majority (58%) of respondents said if they could live and work anywhere they wanted, they would stay in Jefferson Parish. When respondents were asked whether they would recommend others move to Jefferson Parish, a majority (58%) said they had. Respondents would recommend it on the following strengths: 89% Bgood place to live; 73% Bgood place to retire; 85% Bgood place to raise a family; 76% Bgood place to work; and 86% Bas a good place to do business.

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

Summary Specifics:

Job Opportunities and Employment

1. Majorities perceive opportunities in the area and in Jefferson about the same and satisfactory; some are dissatisfied by what they see. While those employed are currently satisfied, those dissatisfied include those unemployed, young people, and those near the height of their career (and probably income). Therefore, dissatisfaction is among those looking for their first opportunity, those desiring to improve their position from a poorly paid service job, and those paid well, but realizing there aren't many slots in their field for upward movement. This impacted their perception of a need to move in order to advance (the general lack of jobs in the economy, as well as specific opportunities in technical, managerial, and professional fields or levels). These same segments reported there wasn't enough growth in Jefferson.

Recent statewide polling confirms a perception that younger and more skilled workers are leaving the state B youths leave for opportunities for better jobs and higher pay; the more skilled and professional segments leave because there is little opportunity for advancement in one's field or in income without leaving.

Best and Worst of Jefferson Parish

2. 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.

Flooding and traffic are the major negatives; traffic problems are often associated with the myriad of simultaneous projects underway.

Generally speaking, life in Jefferson has gotten better over the years; however, selective groups perceive declines (reasons were not probed).

Recommendation of Jefferson

3. The same problems associated with employment B no jobs, low pay, plus crime in selective areas, poor schools (possibly a contributing factor for those perceiving declines in quality of life), and perceptions of and actual corruption in government - were the reasons for not recommending Jefferson Parish.

Black Jeffersonians were the most impacted by employment deficiencies; whites reported that crime, education, and politics would deter their recommendation.

Better schools and teachers would be an important change for Jefferson=s middle class with children. Reduction of traffic in Metairie would improve life for those living in Metairie, in

particular. Black residents were looking for jobs, as were the youngest and least educated residents of Jefferson.

Differentiating New Orleans (Orleans and Jefferson)

4. 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, and permissive attitudes. However, many in Jefferson believed outsiders can differentiate between New Orleans and its suburbs (Orleans versus Jefferson). Jefferson had less crime, a family orientation, better education, and was cleaner.

Developing the Westbank

5. Only a handful of primarily newer residents of Jefferson have considered the Westbank. The bridge is the prime detractor, but Eastbankers are satisfied with where they are; they don't want to leave and lose the convenience they have to everything. These several factors influenced other negatives as well, such as family on the Eastbank and traffic.

Jobs might overcome some of the objections; better transportation (bridges/arteries) might make the Westbank more attractive, but a bridge for some remains more psychological than the distance or traffic involved.

JEDCO B Awareness and Knowledge

6. Half of Jeffersonians have heard of JEDCO; most who knew of JEDCO had known of it for fewer than five years. Only three in ten thought they knew what JEDCO actually did; this group actually described some functions of JEDCO accurately. The task of securing business for Jefferson was the best understood activity.

Quality of Education

7. Only those with direct contact with the Jefferson Parish Public Schools (parents) rated them positively on a net basis (positives minus negatives). Elementary schools in Jefferson gained the greatest positive rating; middle and high schools were viewed neutrally by their users. 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 even worse (including among Jefferson Parish=s Public School parents). All voters rated private education quite well. College opportunities were rated well by private school parents, but less positively among public school parents.

Findings:

Employment B Opportunities and Satisfaction:

Five questions were asked about employment opportunities and satisfaction.

Questions: How satisfied are you with opportunities for employment in the area?

How satisfied are you with the area=s ability to provide employment in the next 5-20 years?

Now, just thinking about Jefferson Parish, how satisfied are you with the opportunities for employment in Jefferson Parish?

How satisfied are you with Jefferson Parish=s ability to provide employment in the next 5-20 years?

How satisfied are you with your current employment?

Majorities were satisfied with current (53%) and future (50%) employment opportunities in the area, in Jefferson Parish (55% and 54%, respectively), and with their current position overall (57%).

Those who actually had a job (not retired, housewives, students, or unemployed) were satisfied or very satisfied with their employment at the 85% level (only 14% of those currently employed were dissatisfied with their employment).

Satisfaction with Employment Opportunities/Employment

<u>Satisfaction</u>	<u>Area</u>		<u>Jefferson</u>		<u>Rebased</u>	
	Empl. Opps.	Prov. Empl. 5-20	Empl. Opps.	Prov. Empl. 5-20	Satis. Current Empl.	Satis. Current Empl.
Base:	(506)	(506)	(506)	(506)	(506)	(345)
	%	%	%	%	%	%
Top 2	53	50	55	54	57	85
Very Satisfied	7	7	8	10	24	36
Satisfied	46	43	47	44	33	49
Dissatisfied	26	28	29	26	7	10
Very Dissatisfied	11	8	7	6	3	4
Bottom 2	37	36	36	32	10	14
D.K.	10	14	9	14	1	1
Not employed	B	B	B	B	32	B

Those dissatisfied on any of the employment measures were significantly more likely to be currently unemployed. They also tended to include more females (except for current employment where the genders were equally represented among those satisfied and dissatisfied). Those dissatisfied tended to include more households where the male head was a professional (except current employment where male heads who were service workers made up a greater share of those dissatisfied);

dissatisfaction and female head occupation did not reveal as meaningful differences. Dissatisfaction rose as age increased to age 55 and then declined among those 56 and over. Consistent with the dissatisfaction among professional households, those with the most education and those with some college were dissatisfied with the present and future opportunities in the area and in Jefferson; the latter segments were especially dissatisfied with current employment. Dissatisfaction with current opportunities and jobs revealed no differentials among the most affluent; however, the future for both the area and Jefferson was less satisfactorily viewed. It was the least affluent who were more dissatisfied with both current and future prospects and employment; those in the lower middle range tended to be satisfied with current and future opportunities, but were the least satisfied with current employment. White respondents were more satisfied with area and Jefferson opportunities now, but more dissatisfied with future prospects. Black voters were unhappy with their current employment status.

Geographically, more of those expressing dissatisfaction tended to live in 70001 and 70072 (except for current employment); current job dissatisfaction was slightly more prevalent in 70058 and 70065.

Getting Ahead:

Respondents were asked if they would have to leave the area to improve their employment status.

Question: If you were looking to get ahead economically, do you think you would have to leave the area to find a better job?

The majority overall (55%) believed they would have to leave the area to find a better job. All demographic segments delineated responded in the affirmative except the less educated (less than high school, 33%; high school, 48%), and those 66 and over in age (36%). Segments revealing significant differences included those with high school or less education (46% would have to leave) versus those with some college or more education (58%); those earning the least income perceived this need (63%) more than those earning \$28,000 or more (52%); black respondents also perceived a move was needed (64%) more than white respondents (51%); those under 46 years of age also perceived the need to move (64%) more than those 46 and older (48%). Those dissatisfied with employment opportunities currently and in the future in the area and in Jefferson, as well as with current employment, gave far more affirmative responses than those satisfied by nearly a 2 to 1 margin (approximately 80% versus 40%, respectively).

Satisfaction with Employment Opportunities/Employment

Jefferson Parish

<u>Need to Leave</u>	Overall	Satisfied Opportunity	Dissatisfied Opportunity	Satisfied Current Job	Dissatisfied Current Job
Base:	506	280	182	293	47
	%	%	%	%	%
Yes (Leave)	55	40	79	51	81
No	41	56	18	46	19
D.K.	4	4	3	3	0

Respondents who believed they needed to move at higher levels than the sample overall included those reporting the male head was unemployed/students (75%), professionals (67%), technical employees (63%), service and retail workers (80% each).

Respondents perceiving a move was needed reported the female head=s occupational level as professional (63%), technical (69%), skilled crafts/labor (63%), service workers (60%), and retail workers (64%).

Those who did not recommend Jefferson for the several factors measured were those expecting to leave to improve their employment status (73% or more). Those who said if they could live anywhere they would pick another state as their choice were significantly more likely to say they would have to leave to get ahead (79% versus 63% for other responses).

Perception of Commercial and Industrial Growth:

The speed of commercial and industrial growth 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?

Nearly half (48%) of all respondents thought commercial and industrial growth in the area was about right; 36% thought the area was not growing fast enough. Only 13% said it was growing too fast. For nearly all demographic groups, the About right response hovered at or near the majority level.

Those who questioned the speed of growth (thought it was not fast enough) included male heads and males overall (43% each), those with college degrees or more education (42%), those with incomes of \$75,000 or more (45%), those living in 70001, 70002, 70003, 70062, 70072, and 70094 (40% or higher each), and those 36-45 years of age (50%).

Those dissatisfied with employment opportunities in the area and in Jefferson, now and into the future, as well as those dissatisfied with their own employment, reported a 49% or higher response that growth was not fast enough. Those reporting the male head was a professional were the most likely to perceive a lack of growth (59%). This was also true of those who said they needed to leave to get ahead (45%), those who would not recommend Jefferson (60%), and those who would prefer to live and work in another state (46%).

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 (28%) and convenience (19%) were the only reasons surpassing the two in ten level. Security was important at about the same level across all demographic segments. Convenience tended to be more important to those of mid and higher incomes, those in Metairie, those 46 to 75 years of age, and those living in Jefferson 1 to 10 years.

Best About Jefferson

	(506)
	%
Safe/secure/less crime	28
Near everything (work, shopping, etc.)	19
Lived here/from here	9
Peaceful/quiet	6
Lower taxes	6
Friendly people/family atmosphere	5
Growing economy/jobs	4

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?

Flooding was reported as the worst thing about living in Jefferson across all demographics; those living in 70053 (32%), 70058 (21%), and 70065 (31%), and those 36 years of age and older were more critical of this problem.

Traffic was mentioned by more of those with some college or more education and those living on the Eastbank, particularly outside Kenner. Those under 55 years of age also complained about traffic, as did those employed compared to those unemployed or retired.

Bad streets gained a higher response among those living on the Eastbank versus the Westbank zip codes.

Crime was a particular complaint in zip code 70094 (gaining a higher response than any other problem offered).

Worst About Jefferson

	(506)
	%
Flooding/drainage	15
Traffic	14
Crime/violence	9
Bad streets/potholes	7
Bad schools/underpaid teachers	6
Lack of jobs/no vision to attract business	5
Poor public transport/not total coverage	4
Slow work on construction projects	4
Crooked/self-serving government	4

Quality of Life:

Changes in the quality of life over a respondent's lifetime 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?

The majority (53%) believed the quality of life had improved during their residency in Jefferson; 28% said it had remained the same versus 18% who believed it had gotten worse.

Differences were evident by length of residence; those in residence longer were aware of more improvements, but some were also more aware of declines over time as well.

Length 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
Base:	(12)	(29)	(25)	(31)	(44)	(34)	(331)
	%	%	%	%	%	%	%
Improved	17	45	40	48	50	68	55
Stayed the same	75	45	52	36	23	26	22
Gotten worse	0	10	8	16	23	6	21
D.K.	8	0	0	0	5	0	2

Black residents were far more likely to report improvements (70% versus 47% for white respondents; only 10% of black respondents said the quality of life had gotten worse versus 21% for white respondents). Those living in Kenner (58% combined for 70062 (52%) and 70065 (61%)), and those in 70058 (63%) and 70072 (62%) were more likely to report improvements, while those in 70003 (26%), 70006 (33%), 70058 (23%), 70094 (21%), 70121 (20%), and 70123 (28%) reported the quality of life had gotten worse compared to the sample overall. Those 36-45 years of age also reported things had gotten worse at levels exceeding the total sample (28% versus 18%). Of those who planned to stay where they were in Jefferson, 67% said the quality of life improved; those wanting to move elsewhere reported improvements at 42% or less. Those picking other areas of the state or another state reported the quality of life had gotten worse (26% and 27%, respectively).

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 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?

Just over a majority (58%) said they had recommended that others should move to Jefferson Parish; the remaining 42% said they had not. Recommenders tended to be male, more educated, and affluent, black, living in Metairie or Gretna, between 26 and 75 years of age, and in residence in Jefferson over a year (most 11-15 years).

Recommendation of Jefferson Parish

	Yes	No	D.K.
	%	%	%
Someone move to Jefferson	58	42	0
As a good place to live*	89	9	2
As a good place to work*	76	15	9
As a good place to do business*	86	9	5
As a good place to raise a family	85	12	3
As a good place to retire	73	21	5
* No to all three	C	21	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 one hundred seven (107) 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:

The difficulty in finding jobs (37%; 42% when including lack of jobs in specific fields/industries) led, with low pay (20%), crime (14%), poor schools (11%), political corruption (7%), expensive/lack of housing (7%), and difficulty in starting one=s own business (5%) following of the responses reaching the 5% level or higher. Black respondents reported the lack of jobs more than white respondents (47% versus 34%), as well as low pay (23% versus 15%). White respondents were more likely to report crime (18%), poor education (14%) and corrupt politics (10%) than their black counterparts (3%, 3%, and 0%, respectively).

While area subsamples were quite small on a zip code basis, those living in 70058 and 70094 reported the highest level of lack of employment. Westbankers (40%) were slightly more likely to report this response than Eastbankers (36%).

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?

Better schools/teachers gained the highest response as a desirable change to increase the quality of life. Schools were of more concern to the most educated, those with moderate incomes of \$28,000 to \$75,000, those living in 70005, 70056, 70065, and 70121, and those 26 to 55 years of age. Better public schools could mean less invested in private education and therefore more of a household's income available for other expenditures. Traffic peaked in Metairie zip code areas (70001, 70002, 70005, and 70006), as well as in 70123. Traffic remediation would also improve the quality of life for those who said they would move to another area within the metro area if they had a choice.

Blacks were desirous of more jobs (13% versus 5% among white respondents). More jobs would also be an improvement for the least educated, youngest respondents, and especially those living in parts of Gretna (70053 and 70058).

Quality of Life Improvements

	(506)
	%
Better schools/teachers	10
Traffic	8
More jobs of all types	7
Drainage/flooding problems	6
Better roads/streets	5
Government/politics B replace Council	5
Better paying jobs	3
Lower crime levels	3
Fight crime more effectively	3
Corruption of politicians	2
Clean up/litter/dirt	2
Reduce sales taxes	2
Public transportation	2
More help/facilities for elderly	2
More parks/space/recreation	2
Don=t know	16
Nothing	10

Live and Work Anywhere:

Respondents were asked if they could live and work anywhere what their choice would be.

Question: If you could live and work anywhere you wanted, would you choose to stay where you are located, move to another area of Jefferson Parish, move to another parish in the Metropolitan Area, move to another part of Louisiana, or move to another state?

The majority (52%) would stay where they were, with 58% saying they would stay in Jefferson Parish. Another 3% would stay in the metro area (61% total), while 6% would pick another part of Louisiana (67% total in Louisiana). Fully one-third (33%) would leave the state.

Those who would leave the state (least likely to stay where they live in Jefferson or other parts of the area or Louisiana) tended to be males other than household heads (sons, younger brothers), males in general more than females, increasingly the more educated, in the \$43,000 to \$75,000 income range, slightly more black, more likely to be living in 70003, 70056, and 70062, in residence in Jefferson 11-20 years, and either young (under 35) or 56 to 65 years of age.

Additionally, those dissatisfied with employment in the area and Jefferson, both now and in the future, as well as with their current employment, were more likely to prefer living and working in another state. Respondents who lived in professional, managerial, administrative, and technical occupation status households, along with some service and retail worker households, also had a propensity to

prefer another state at levels greater than the total sample. This tends to match those who believed they needed to move in order to advance.

More specifically, 48% of those believing advancement could only be obtained elsewhere wanted to live/work in another state; only 16% who said a move was unnecessary wanted to move to another state (5% of those who weren't sure).

Those perceiving the quality of life to have stayed the same or declined, that commercial and industrial growth was not fast enough, as well as those who would not recommend Jefferson, all chose another state as a place to live/work more than the sample overall (frequently above the majority level).

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?

The majority (55%) said the image of the New Orleans region among outsiders was negative; only 21% thought it was positive. Negative attitudes tended to increase as education and income rose, and were higher among white respondents (significantly more than black respondents B 61% versus 38%; black respondents were more positive than white respondents, 29% versus 17%). Eastbankers perceived the most negative impressions, especially those living in 70002, 70003, 70065, 70121, and 70123. A perception of a negative image grew as age increased (positives declined). No clear tendency emerged by length of residence, however. Large proportions of those who would stay in Jefferson or in the area reported the image as negative (55% or greater); those who would leave did not differ from the sample overall.

Crime (42%), corruption (22%), bad schools (15%), permissive/party town image (13%), lack of jobs or growth (8%), politics (6%), and filth/dirt (6%) were the main explanations attaining 5% or greater; 4% said the presence of uneducated people.

Crime dominated all other reasons across all demography; black respondents reported this response significantly more than white respondents (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?

Nearly two-thirds (64%) believed outsiders view Jefferson Parish differently. Demographically speaking, those who were most likely to say a difference did exist included respondents with a high school through associate education, with \$28,000 to \$75,000 in income, living in 70121, 70123, and parts of Metairie, as well as in 70094 and north Kenner (70065), 46 to 65 years of age, and those who would stay in the metro area if they had a choice.

Crime was the most mentioned differentiator, with 44% saying Jefferson had less crime; 11% said family oriented/subdivisions; 9% each said better education and cleaner, and 5% said a higher standard of living. Four percent (4%) each said Jefferson had a different class of people and good government. Crime was mentioned significantly by a higher proportion across all demography. East Jeffersonians were somewhat more likely to report a lower level of crime as the difference. A family orientation was mentioned by somewhat more of those under 35 years of age (and 46 to 55); a few more respondents said better education among those 36 to 45 years of age.

Consideration of Living on the Westbank:

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

Questions: Have you ever considered living on the Westbank in Jefferson Parish?

IF NO: Why not?

Only 18% of the Eastbank residents interviewed had considered living on the Westbank; 82% had never done so; 77% or more of those living in every Eastbank zip code had not considered living on the Westbank. Failure to consider the Westbank increased as age increased from seven in ten to over 95%. Those living in Jefferson the least amount of time (under 1 year) were the most likely to have considered the Westbank (43%, only 57% did not do so); eight in ten of most other segments had not considered the Westbank.

About two in ten (18%) rejected the Westbank because they would have to cross the bridge; 11% liked where they live now, while 7% just didn't want to. Ten percent (10%) said the Westbank was inconvenient to things they wanted to do (shopping, recreation, etc.), with 5% adding it was too far away. Another 7% said crime, 6% said their family was on the Eastbank, and 6% reported the traffic. Four percent (4%) each reported the lack of flood protection, their employment was on the Eastbank, and blue collar/poorer area on the Westbank.

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?

Three in ten (32%) couldn't think of anything that could make the Westbank more attractive. More jobs (11%) was the only response exceeding the one in ten mark; better arteries (including bridges) and the traffic caused by the lack thereof also reached 12% in total. A cleaner environment, probably an impression created by the older areas (especially along parts of the Westbank Expressway), received a 7% mention. Other issues were just as applicable in other parts of Jefferson B education, flooding, crime, and recreation; the Westbank has been more visible newswise for these problems (especially the recurring nature thereof).

Making the Westbank More Attractive

	(506)
	%
More business/jobs	11
More bridges/arteries	9
Clean up/it=s dirty	7
Better schools	6
Hurricane/flood protection/drainage	5
Reduce crime	5
Parks/recreation/attractions	5
More upscale developments	3
More shopping	3
Eliminate abandoned housing	2
Traffic control/problems	2
Fix/repair streets	2
Don=t know	32
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?

A majority (54%) had heard of JEDCO; the majority (50%) of those had only known about JEDCO for five or fewer years. Despite its longevity, a mere 7% said they had known about JEDCO for 11 or more years. Even among those who lived in Jefferson over 20 years, 44% reported they knew of JEDCO for five or fewer years. Males, the more educated, the affluent, white respondents, Eastbankers, and those 36 to 75 years of age were more aware compared to their counterparts.

While a majority were aware of JEDCO, even less knew of its activities; only 29% said they knew what it actually did. Again, those claiming to know what it did included more males, white respondents, those more educated (55% among professional/graduate school educated), increasingly greater knowledge as affluence increased, and those 36 to 75 years of age.

Knowledge of JEDCO	
	(506)
<u>Awareness</u>	%
Heard of JEDCO	54
	(275)
<u>How long JEDCO known</u>	%
5 or fewer years	50
6 to 10 years	21
11 or more years	7
Don=t know	22
	(506)
<u>Knowledge of Activities</u>	%
Knows what JEDCO does	29

Specific knowledge of JEDCO activities included only five 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 surpassed the seven in ten level (76%) among those knowing what JEDCO does. Starting or assisting current businesses gained only a 23% response when including all similar responses.

	(147)	
	%	
Attracts jobs and industry	48	/
Grows economy/grows business opportunities	10	
Does studies on how to bring new business	6	
Promotes JP to business	5	
Develops/Offers new business econ. development incentives	4	
Creates business development zones	2	
Foreign junkets to attract business	1	
Helps start new businesses	12	
Retains existing businesses with tax breaks	3	
Helps small businesses	2	
Improves/supports existing businesses	1	
Helps disadvantaged businesses	1	/
Helps business stay profitable	1	
Helps business grow	1	
Studies existing businesses	1	
Provides office space for small businesses	1	
		> 23%
Provides job training	1	
Better jobs	2	
Does planning/goal setting	2	
Other	13*	
D.K.	2	

* includes 3% 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 (72% and 71%, respectively). Public education in Jefferson (38%) and in the region (26%) fell significantly behind the impression of private education. While Jefferson public education attained a net positive response (+13%: 38% (excellent/good) minus 25% (fair/poor)), public education in the region attained a net negative response of -18% (26% minus 44%). Those with children in Jefferson public schools rated them considerably higher (especially at the elementary level); however, those with children in private schools gave private education even 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)	50	26	5	21	24	29	15	44	6
Public Education (Jefferson)	70	38	6	32	32	19	6	25	5
Private Education (region)	84	72	26	46	12	2	0	2	15
College-level opportunities	88	71	24	47	17	4	0	4	8

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:	(50)	(36)	(25)	(34)	(12)	(21)	(315)
<u>Net Ratings</u>	%	%	%	%	%	%	%
Region (public)	+12	-22	-8	-88	-84	-80	-39
Jefferson (public)	+28	0	0	-61	-66	-90	-13
Region (private)	+44	+53	+20	+73	+75	+62	+57
College opportunities	+18	+30	+12	+59	+50	+76	+53

Demography:

The demography of the sample tended to mirror known demography of the parish within the range of error of the sample.

Where Respondent Works

Employed respondents living in Jefferson mostly worked in Jefferson Parish (68%); two in ten (24%) commuted to Orleans, while 8% commuted to both nearby and other parishes/states. Those in 70002, 70058, and 70121 reported higher proportions of those commuting to Orleans.

	Sample	Of Those Employed	2000 Census Actual
	%	%	%
Jefferson	45	68	C
Orleans	16	24	C
Other	5	8	C
Retired/disabled	21	C	C
Unemployed	8	C	C
Student	0*		
Housewife	4		

* Less than .5%

The specific city of employment revealed Metairie leading all other areas by a two-to-one margin or more. Kenner, Gretna, and Harvey were the only other areas mentioned in the double digits. Metairie stood out as a place where women found employment (40% female and 19% male). Harvey was more of an employment destination for males (15% versus 4%).

	Sample
	%
Metairie	28
Kenner	14
Gretna	11
Harvey	10
Harahan	7
Marrerro	6
Jefferson	3
Avondale	2
River Ridge	2
Westwego	2
Bridge City	1
Terrytown	1
Other Jefferson	*
All over Jefferson	3
Other Louisiana	10

* Less than .5%

The majority of those employed and living in 70001, 70002, 70005, 70006, 70056, 70062 of the

more populated zip codes worked in the same city as they lived; over four in ten in 70003, 70058, 70065, and 70072 did so.

Gender/Household Status

The samples included slightly more males than the actual population (51% versus 48%) and vice versa for females (49% versus 52%).

	Sample	2000 Census Actual
	%	%
<u>Male</u>	51	48
Head	48	C
Other	3	C
<u>Female</u>	49	52
Head	46	C
Other	3	C

Employment - Male and Female

Male heads who were employed included significantly more in the combined laborer and skilled crafts category than female heads (29% versus 7%); managerial positions (21% versus 15%) also included more males than females (but not by a significant margin). The occupations of female heads revealed a significant advantage in administrative/clerical areas (25% versus 7%, respectively) and an advantage in the professional area as well (27% versus 19%, respectively). Comparing all employed respondents= occupations to the 2000 census revealed strong similarities (although the populations are not totally identical, the extra 16- to 18-year-olds in the census are likely to be employed in retail and service worker occupations B retail clerks, restaurant/fast food workers, etc.

Occupations of Household

	Male Head	Of Those Employed	Female Head	Of Those Employed	All Employment		2000 Actual Census (16 & over)
	%	%	%	%	%		%
Retired/disabled	17	na	14	na	na		---
Unemployed/student	5	na	6	na	na		---
Housewife	0	na	6	na	na		---
Laborer	10	17	3	6	17	\	\
Skilled crafts	7	12	*	1	11	/	/
Retail	1	2	2	4	2	\	\
Service worker	3	5	6	11	5	/	/
Administrative/clerical	4	7	13	25	8	\	\
Sales	5	9	3	6	8	26	30
Technical	5	9	3	6	10	/	/
Managerial	12	21	8	15	20	\	\
Professional	11	19	14	27	19	/	/
No male head	20	na	14	na	na		---

* Less than .5%

Lived in Jefferson Parish

Respondents were long-term residents of Jefferson; two thirds (65%) reported living in Jefferson over 20 years (81% 11 years or more). Those households with male heads having professional, skilled crafts, service worker, and laborer occupations revealed a lower proportion of residence over 20 years.

	Sample
	%
Under 1 year	2
1-3 years	6
4-6 years	5
7-10 years	6
11-15 years	9
16-20 years	7
Over 20 years	65

Zip Code

The zip code of residence for the sample mirrored the current population by zip code. More households with professional heads lived in Metairie zip codes compared to the sample overall; service workers were disproportionately residing in 70056 and 70065 and skilled crafts workers in 70058.

<u>Zip Code</u>	Sample %		2000 Census %	
70001	9		9	
70002	5		4	
70003	10		10	
70005	7		6	
70006	5		4	
70037	*		*	
70053	4		4	
70054	*		*	
70056	12	> 36	8	> 33
70057	*		*	
70058	10	> 26	8	> 20
70062	4		4	
70065	10	> 14	11	> 15
70072	9		15	
70074	*		*	
	*		*	
70093 70094	7		7	
70121	3		3	
70123	5		7	

* Less than .5%

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).

Age

The sample skewed older than the actual population; this is typical of samples which are not specifically designed to randomize respondent selection within the household; younger people are home less due to their social, educational, and employment patterns.

	Sample		2000 Census Actual	
	%		%	
18-19	1	\	3	\
20-24	5	21	9	31
25-34	15	/	19	/
35-44	16	\	21	\
45-54	24	59	19	52
55-64	19	/	12	/
65-74	11	\	9	\
75-84	8	20	6	17
85 & over	1	/	2	/

Education

The sample did, however, skew toward including more educated respondents. This was partially influenced by the Apples to oranges@ comparisons as the census data easily available included those of 25 years of age 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 would probably shift upward and reflect more educational attainment. The sample data may be more representative than the following suggests.

	Sample		2000 Census Actual	
	%		%	
Less than high school	4		19	
High school	21	\	35	\
Some college	28	55	22	61
Associate degree	6	/	4	/
College degree	24	\	13	\
Post grad./prof.	17	41 /	7	20 /

Types of Schools in Which Children Were Enrolled

Nearly two-thirds (62%) of respondents did not have children in any educational institution; 22% were utilizing Jefferson Parish Public Schools (K-12), 13% various private schools (K-12), while

15% had children in public or private colleges or universities. Of those with children in K-12 in any school, 62% were using Jefferson Parish Public Schools; about four in ten of those with children eligible for public education (K-12) were choosing private educational sources. This matches estimates made by the Jefferson Parish Public School System.

	Sample		Among Those with Children in K-12	
	%		%	
Public elementary	10	\	28	\
Public middle	7	22	20	62
Public high	5	/	14	/
Public other parish	1		3	
Private elementary	7	\	19	\
Private middle	2	13	5	35
Private high	4	/	11	/
Public community college	3			
Public university	8			
Private university	4			
No kids/grown or too young	62			

Income

The parish, as described by the sample, was well distributed across the four income categories utilized; those refusing generally included those with both higher and lower incomes. The match-up

to the census data suggests reasonably similar results despite specific alignment of categories readily available from the Census Bureau.

	Sample	Of Those Responding	2000 Census Actual	
	%	%		%
Less than \$28,000	21	25		
\$28,000 to \$43,000	21	25	Under \$35,000	42
\$43,000 to \$75,000	23	28	\$35,000 to \$75,000	36
More than \$75,000	18	22		18
Refused	17	C		C

Race

Race was nearly a perfect match between the sample and the actual distribution (as per 2000 Census). The sample revealed high concentrations of black population in Gretna, Kenner, Marrerro, and Westwego, and was consistent with the make-up of the parish population.

	Sample	2000 Census Actual
	%	%
White	72	71
Black	23	23
Hispanic/Other	5	6