

JBC

Jefferson Business Council

JEFFERSON NOW



2023

Tracking
the
QUALITY OF LIFE
in
**JEFFERSON
PARISH**



JEFFERSON
COMMUNITY
FOUNDATION

JEFFERSON CHAMBER
IMPROVING BUSINESS.
IMPROVING LIVES.

JEDCO



INTRODUCTION

Jefferson Parish’s residents are the lifeblood of our Parish. How residents rate Jefferson Parish as a place to live, work and raise a family provides valuable information to guide the future vision of our Parish. **JEFFERSON NOW** aims to help our political, civic and business leaders create this vision by tracking the quality of life in Jefferson Parish. Through a recent survey, **JEFFERSON NOW** offers objective insights into our Parish’s strengths and challenges. **It is the intent of the sponsoring organizations that this original Quality of Life survey serve as a baseline from which future surveys can be compared and our progress on issues important to residents can be measured. The sponsoring organizations intend to work with elected officials and civic groups to address the challenges to our quality of life.** This booklet highlights some of the most important information captured in the survey.

JEFFERSON NOW is a joint endeavor led by the Jefferson Business Council in collaboration with the Jefferson Chamber, Jefferson Parish Economic Development Commission (JEDCO) and the Jefferson Community Foundation.

JEFFERSON NOW



POPULATION
439,590

MEDIAN HOUSEHOLD INCOME
\$68,839

HOUSEHOLDS
178,278

FAMILIES
112,738

AVERAGE HOUSEHOLD SIZE
2.45

OWNER OCCUPIED HOUSES
110,757

RENTER OCCUPIED HOUSES
67,521

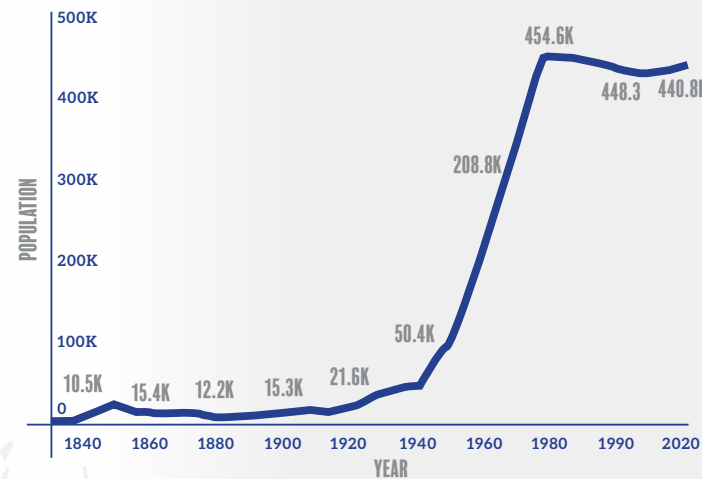
MEDIAN AGE
40

DEMOGRAPHICS OF JEFFERSON PARISH

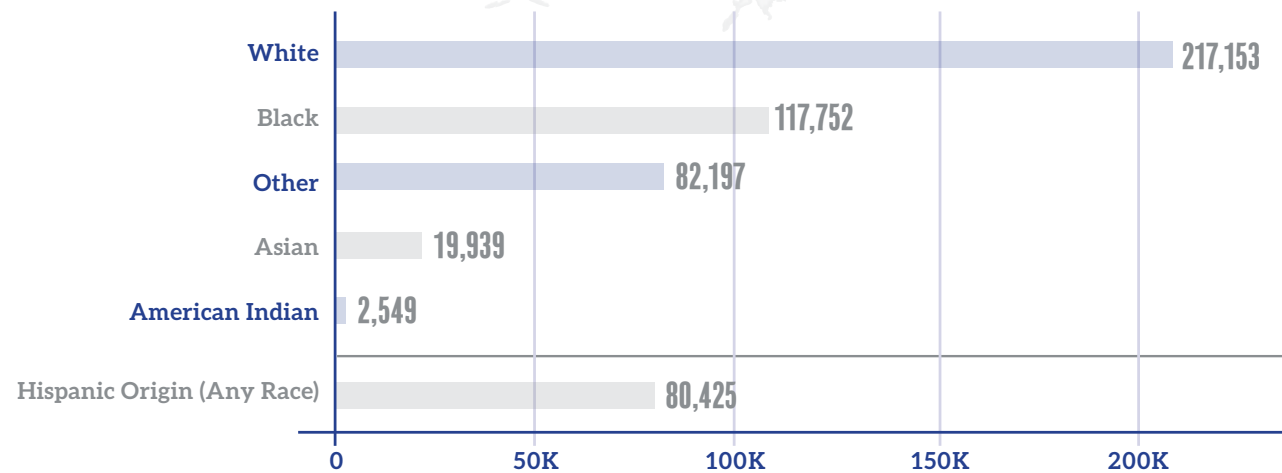
Jefferson Parish transformed from a sparsely populated Parish in the 1940s with a population of 50,400 to a population of 450,000 by 1980. Since the peak in 1980 and the recovery from Hurricane Katrina in 2005, the population has remained relatively flat.

However, **Jefferson Parish has changed significantly. From its beginnings as a suburban bedroom community of young families, it has matured into one of the most culturally and economically diverse parishes in the State;** yet, as this survey shows, Jefferson Parish still maintains an enviable **Quality of Life.**

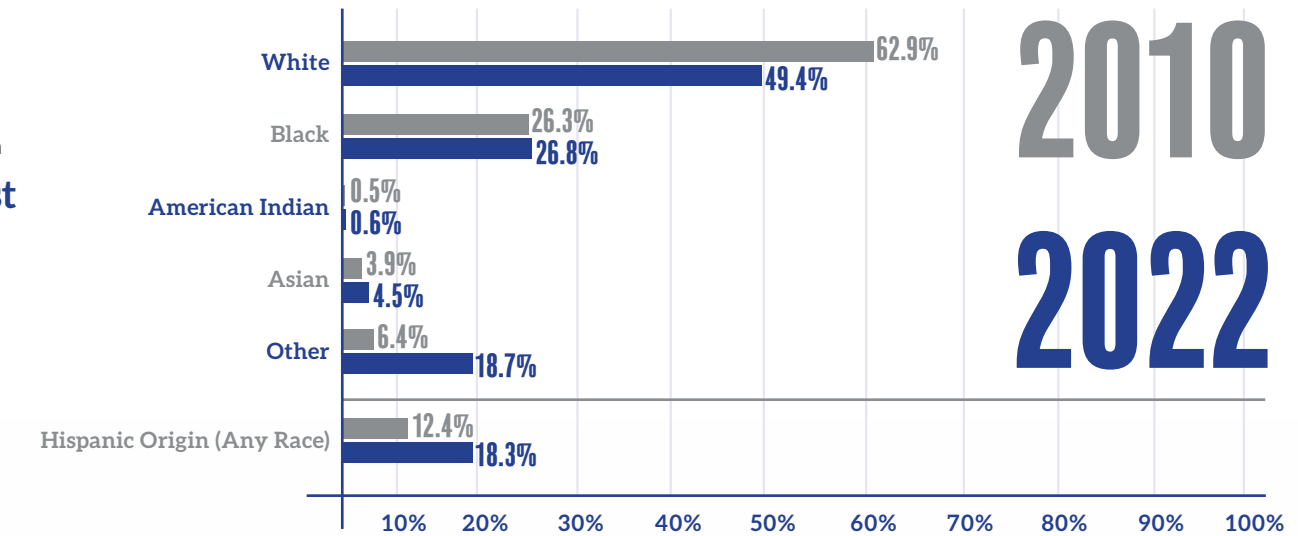
POPULATION GROWTH



2022 POPULATION BY RACE AND ETHNICITY



RACIAL MAKEUP OF JEFFERSON PARISH



Since 2010, the population of Jefferson Parish has slightly increased from **432,552** in **2010** to **439,590** in **2022**. A noticeable change in this time period is a shift in the average population age and racial makeup. The **largest increase** is seen in residents **over 65 years old.**

Jefferson Parish has also become more diverse, with those who identify as being **Hispanic increasing 29 percent** from 53,702 in 2010 to 80,425 in 2022.



EDUCATION

The Jefferson Parish School System has experienced a renaissance in recent years. The largest school system in the state provides top-notch education to our community's future leaders.

24

A & B SCHOOLS IN JEFFERSON PARISH

4

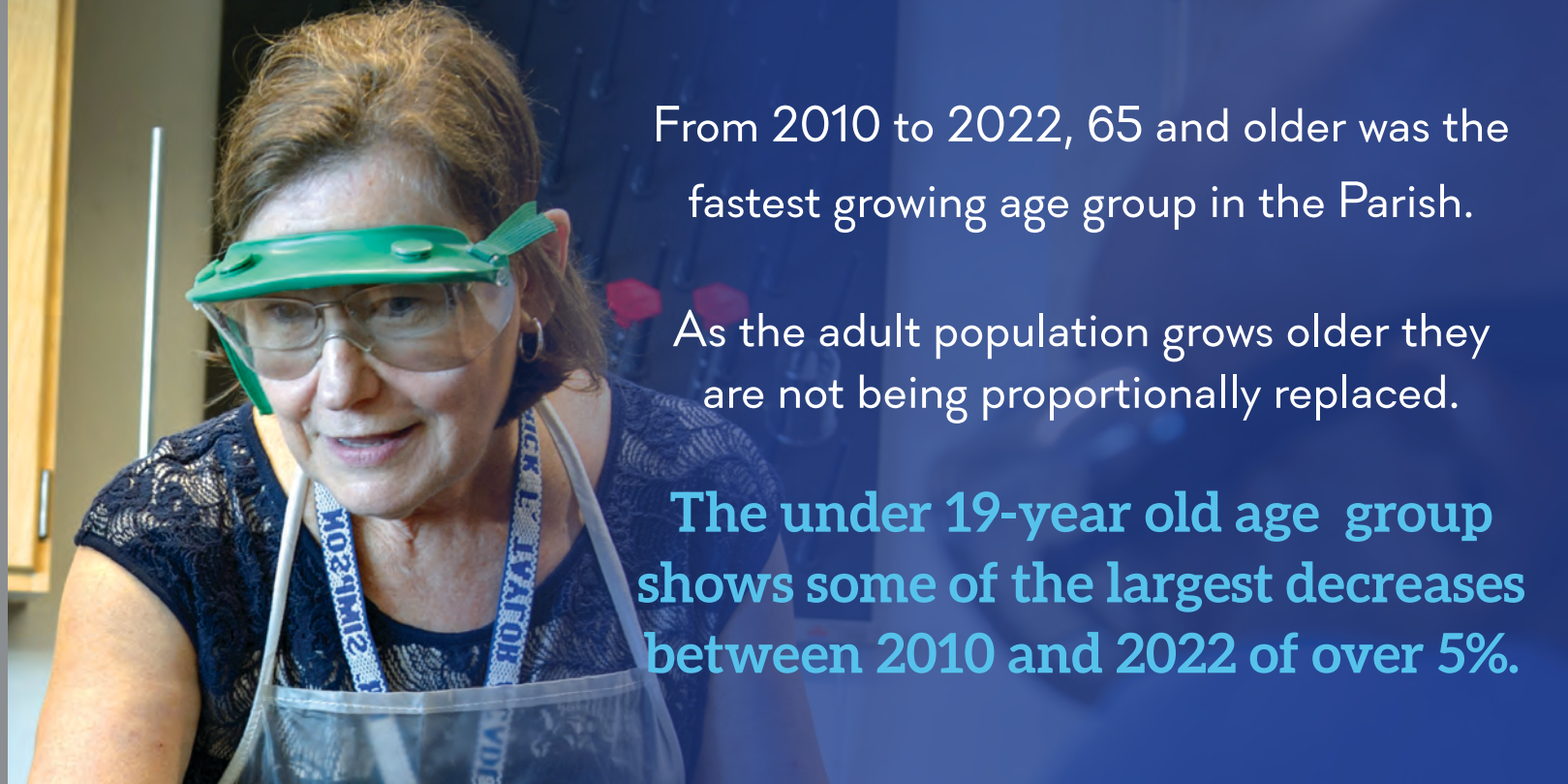
JEFFERSON PARISH SCHOOLS RECOGNIZED NATIONALLY BY US NEWS & WORLD REPORT

74.6%

STUDENTS GRADUATE IN FOUR YEARS WITH A DIPLOMA

4

SCHOOLS RANK IN THE TOP 5 SCHOOLS IN LOUISIANA

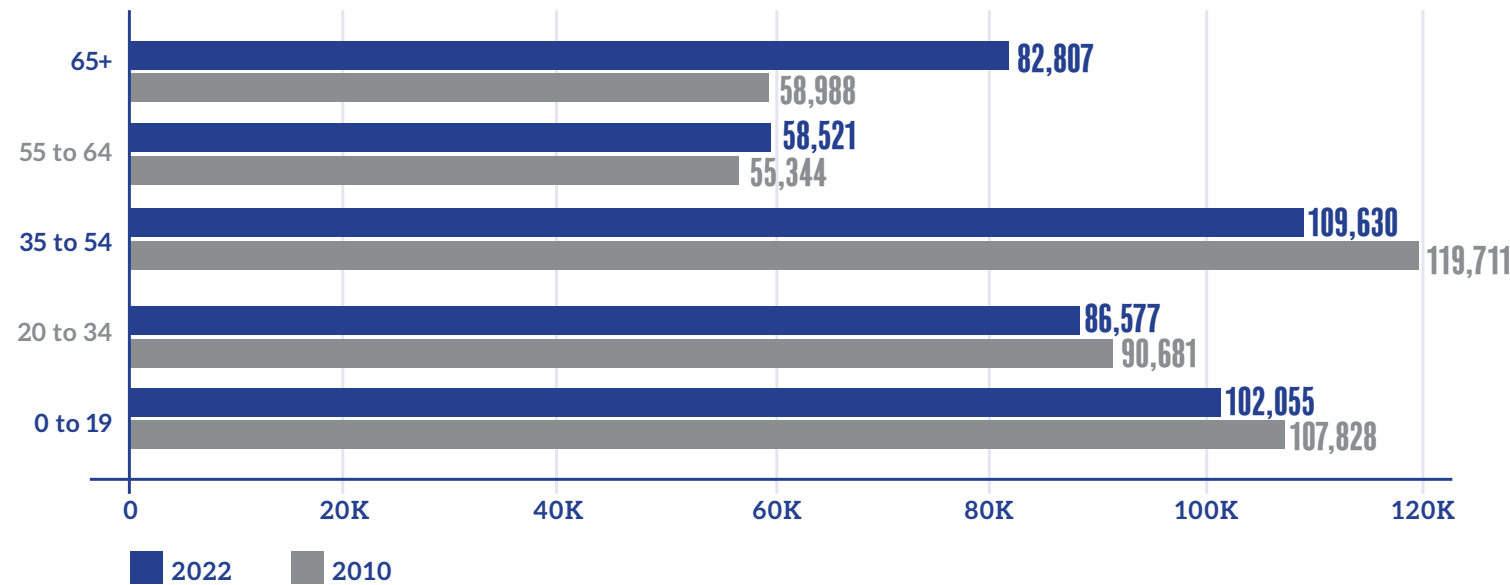


From 2010 to 2022, 65 and older was the fastest growing age group in the Parish.

As the adult population grows older they are not being proportionally replaced.

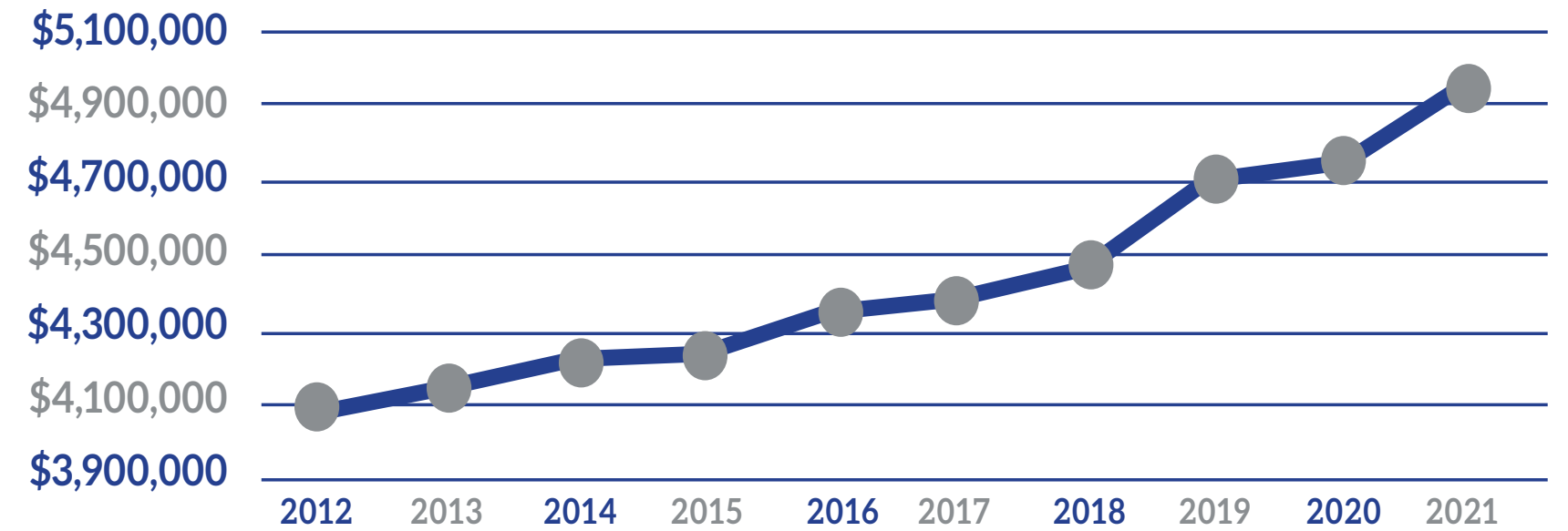
The under 19-year old age group shows some of the largest decreases between 2010 and 2022 of over 5%.

POPULATION BY AGE IN JEFFERSON PARISH



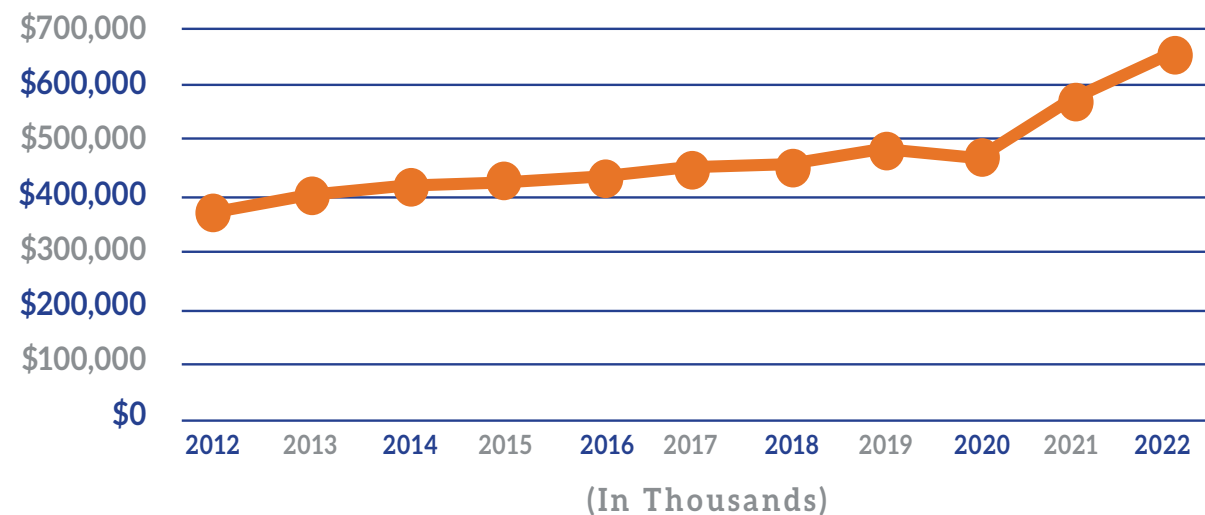
ASSESSED VALUE OF TAXABLE PROPERTY

(In Thousands)

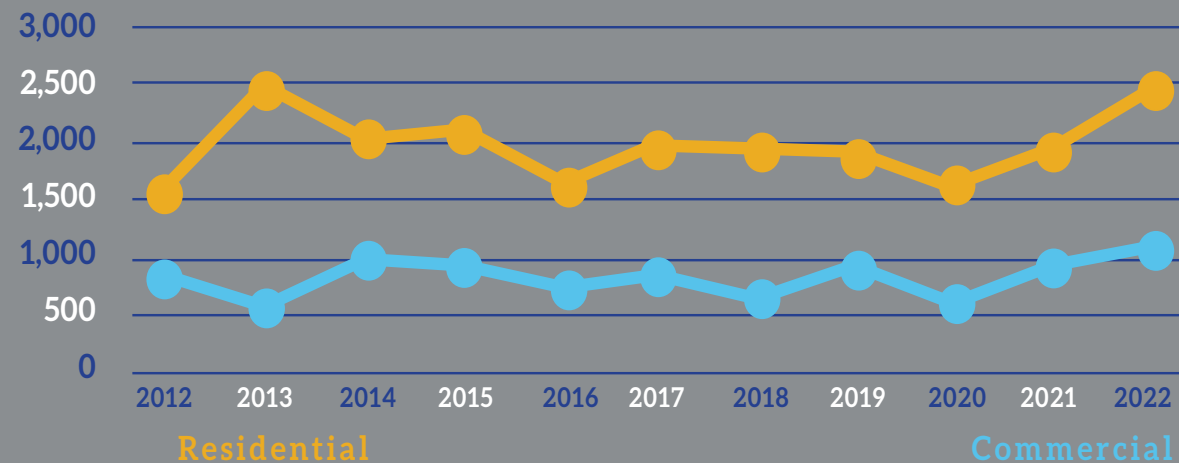


RETAIL SALES AND CONSTRUCTION IN JEFFERSON PARISH IS AT AN ALL TIME HIGH

SALES TAX REVENUES



CONSTRUCTION PERMITS



QUALITY OF LIFE

RATED EXCELLENT OR GOOD BY RESIDENTS

As the Parish progressed, investments in public safety, parks, roads, drainage and schools over the last few decades have helped meet the challenges of maintaining a high quality of life for all residents. The survey findings show that a strong majority (**81%**) of residents on the East and West Banks rated their **neighborhoods as good or excellent**, and **69%** of people aged 18 to 44 say Jefferson is an **excellent or good place to raise a family**. A majority of residents (53%) say they are getting their money's worth in terms of the local taxes they pay.

75%

OF RESIDENTS FEEL THE QUALITY OF LIFE IN JEFFERSON PARISH IS GOOD OR EXCELLENT.

Quality of Life

81%

OF RESIDENTS FEEL THE QUALITY OF THEIR NEIGHBORHOODS IS GOOD OR EXCELLENT.

Your Neighborhood

Your Neighborhood

83%

79%
Parish Overall

East Bank

80%

69%
Parish Overall

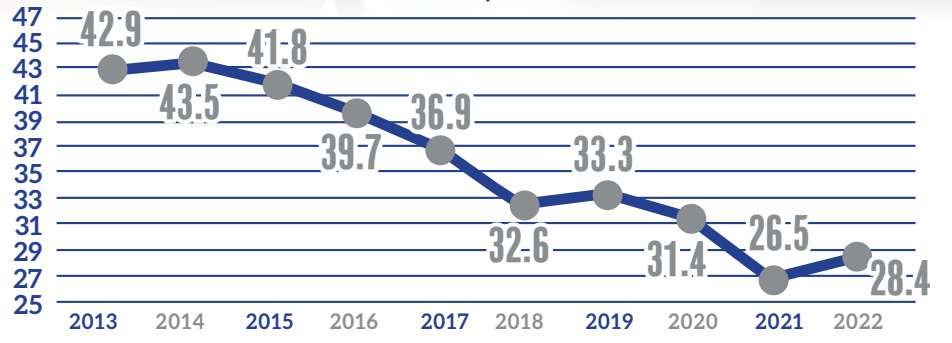
West Bank



TOP 10 AREAS RESIDENTS RATED AS EXTREMELY OR VERY IMPORTANT

- 1 **Public safety and crime control**
93% total importance
- 2 **Levee and flood protection**
92% total importance
- 3 **Water and air quality**
90% total importance
- 4 **Drainage**
87% total importance
- 5 **Quality of Schools**
84% total importance
- 6 **Homelessness**
84% total importance
- 7 **Childcare and early childhood education**
83% total importance
- 8 **Local healthcare**
93% total importance
- 9 **Affordable housing for middle class residents**
82% total importance
- 10 **Juvenile services**
83% total importance

CRIME RATE PER 1,000 RESIDENTS



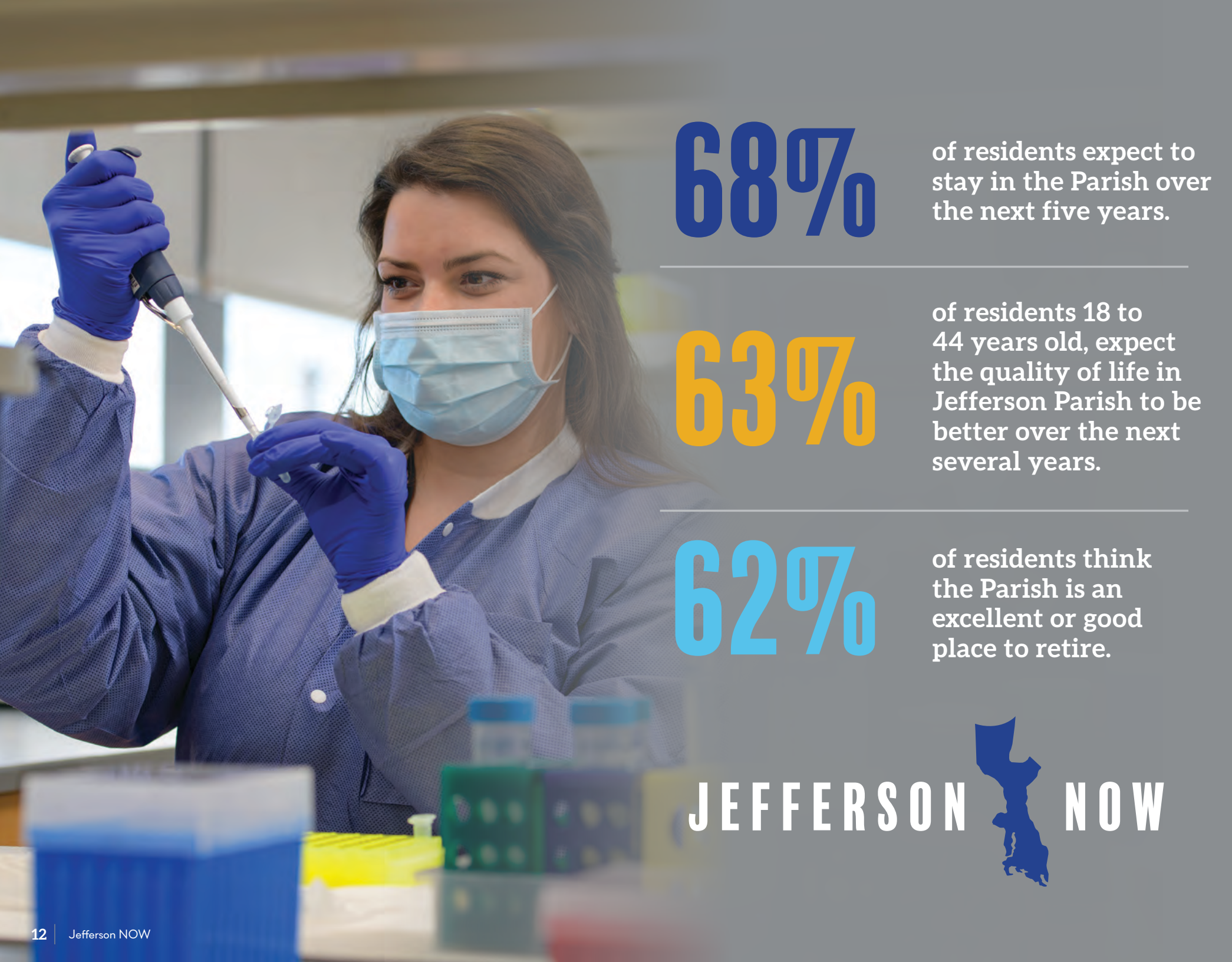
ECONOMY

Jefferson Parish enjoys a diverse business environment that offers young and old an attractive place to work, live and raise a family. Residents recognize the importance of businesses to quality of life, and **57%** support tax incentives to businesses to encourage growth.



A MAJORITY OF RESIDENTS SAY THE JEFFERSON PARISH ECONOMY IS BETTER THAN LOCAL ECONOMIES IN OTHER PARTS OF LOUISIANA.





68%

of residents expect to stay in the Parish over the next five years.

63%

of residents 18 to 44 years old, expect the quality of life in Jefferson Parish to be better over the next several years.

62%

of residents think the Parish is an excellent or good place to retire.

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SURVEY FUTURE TRENDS

Residents gave high ratings to overall quality of life, neighborhoods, a good place to retire, a good place to raise a family, the economy, and many government services, showcasing a strong foundation for the decades ahead.

Areas or services that public agencies receive high approval ratings

- Garbage pick-up and disposal
- Levee and flood protection
- Public safety and crime control
- Drainage
- Parks, playgrounds, and recreational facilities
- Local healthcare

Areas of concern that may warrant attention

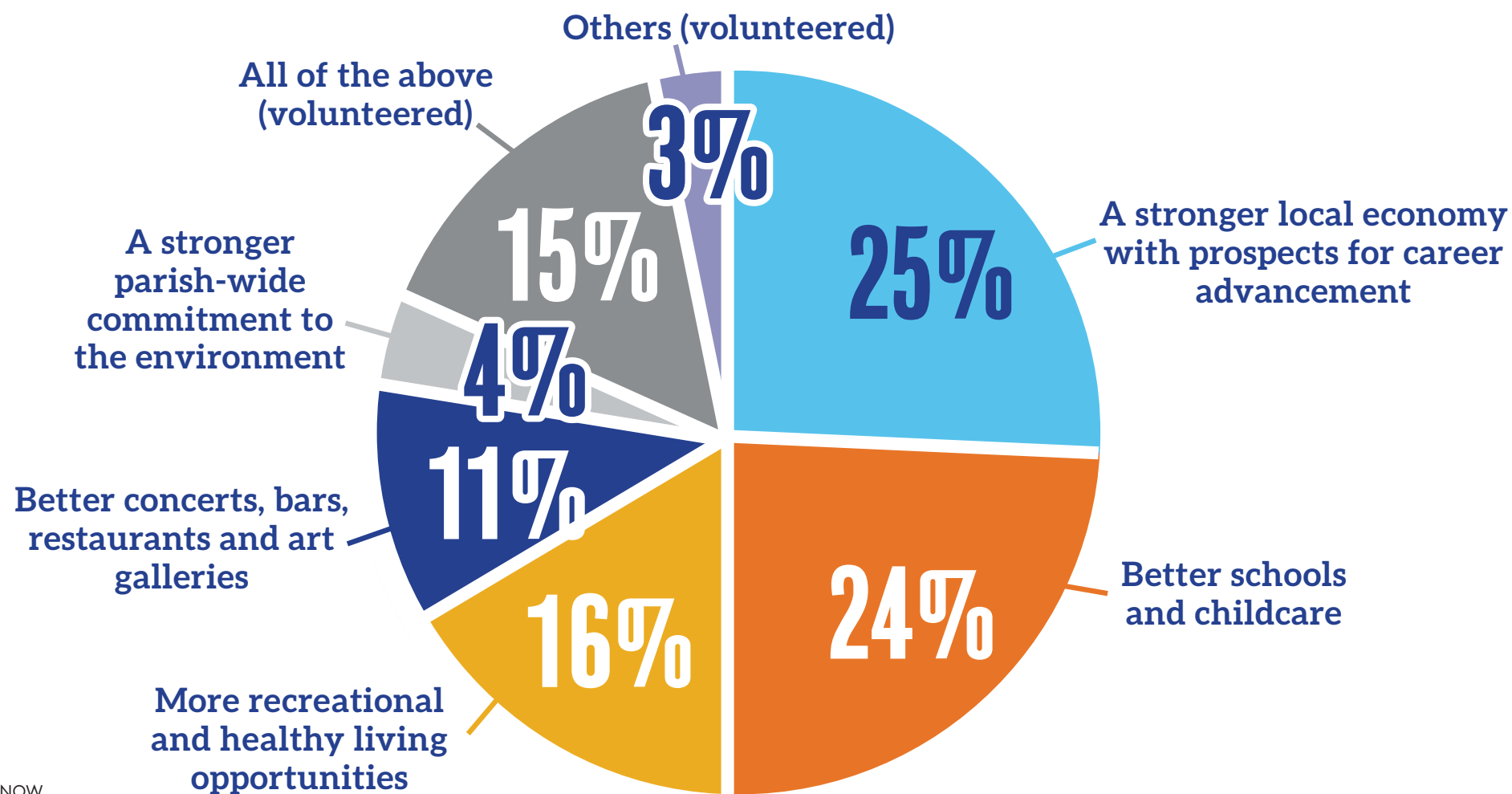
- Traffic congestion
- Walking paths and bike trails
- Enforcement of building codes, Planning for future growth
- Homelessness
- Railroad tracks that slow down traffic
- Attracting new jobs and businesses
- Quality of Public Schools, Childcare and early childhood education
- Affordable housing
- Juvenile services

While **68%** of residents expect to stay in the Parish over the next five years, **26%** may not, and another **5%** are unsure. The survey shows that the lower the age, the higher the possibility of leaving the Parish. There are other areas listed below that may warrant attention.

ATTRACTING YOUNGER RESIDENTS

FOR A VIABLE FUTURE

Respondents aged 18 to 44 weighed in on what improvements would **attract more young people** to Jefferson Parish. A **stronger local economy** and **better schools** and **childcare** ranked highest, followed by more recreational and healthy living opportunities.



ABOUT THE SURVEY

The **SURVEY** was conducted from February 27, 2023 through March 14, 2023, based on a representative scientifically selected sample of completed interviews with 700 adults, 18 years old and older in Jefferson Parish, Louisiana. Sample targets were based on the latest U.S. census data under the direction of Ronald A. Faucheux, Ph.D., CEO of Faucheux Strategies, LLC. Telephone Interviews were conducted by live, professionally trained personnel via cell phones (79%) and landlines (21%). The margin of error for full samples is +/- 3.7%.

Population Growth chart source: <https://worldpopulationreview.com/us-counties/la/jefferson-parish-population> • Side bar and 2022 Population by Race and Ethnicity chart source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography. • Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography. • Education source: JEDCO • Population by Age in Jefferson Parish source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography. • Assessed Value of Taxable Property source: 2004-2008 data taken from Jefferson Parish Comprehensive Annual Financial Report and represents the actual tax year not the Parish's budget year. • 2002-04 data provided by Jefferson Parish Council Research & Budget. • Sales Tax Revenue source: Jefferson Parish Council Research & Budget. • Construction Permits source: Construction permit data provided by Jefferson Parish Department of Inspection & Code Enforcement.



Survey funded by the organizations above.

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