

# JEFFERSON NOW 2023

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



JEFFERSON  
COMMUNITY  
FOUNDATION

JEFFERSON CHAMBER  
IMPROVING BUSINESS.  
IMPROVING LIVES.







# JEFFERSON NOW







# 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.

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**

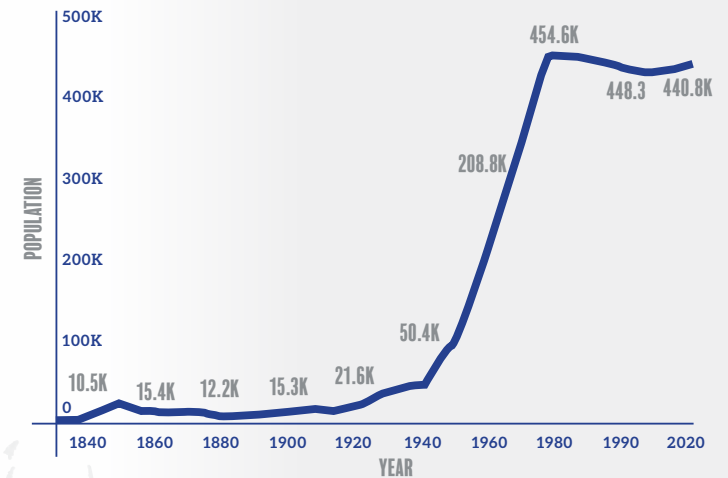
MEDIAN AGE  
**40**

# DEMOGRAPHICS OF JEFFERSON PARISH

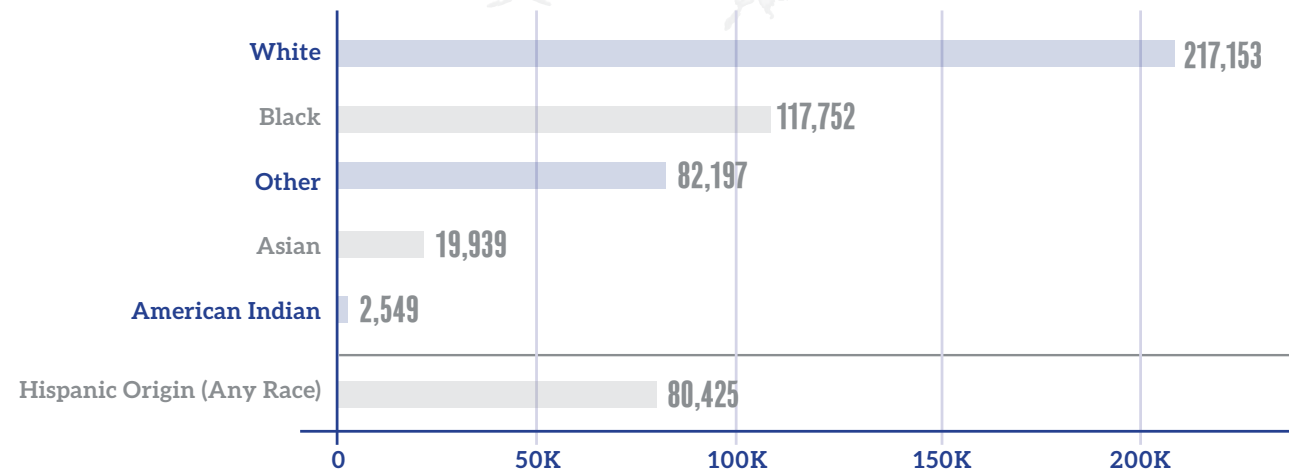
**Jefferson Parish** transformed from a sparsely populated Parish in the 1940s with a population of 50,400 to a population of 450,000 by 1980. Since the peak in 1980 and the recovery from Hurricane Katrina in 2005, the population has remained relatively flat.

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

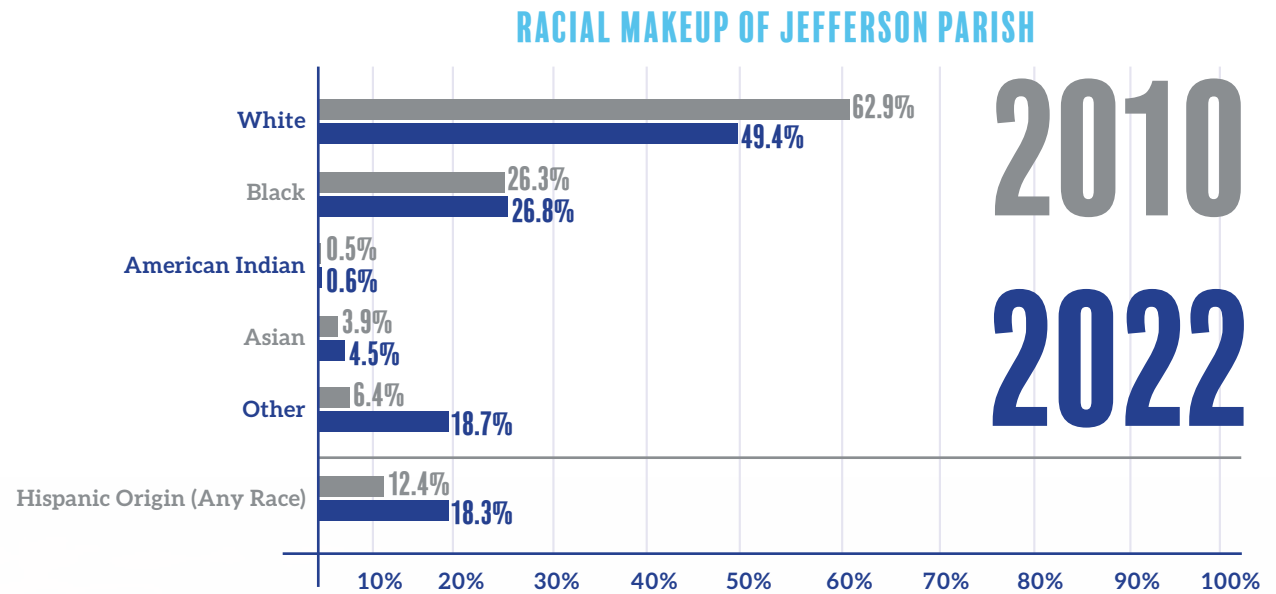


## 2022 POPULATION BY RACE AND ETHNICITY





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 racial makeup. Jefferson Parish has 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 U.S.  
NEWS & WORLD REPORT

74.6%

STUDENTS GRADUATE  
IN FOUR YEARS WITH  
A DIPLOMA

4

SCHOOLS RANK IN  
THE TOP 5 SCHOOLS  
IN LOUISIANA

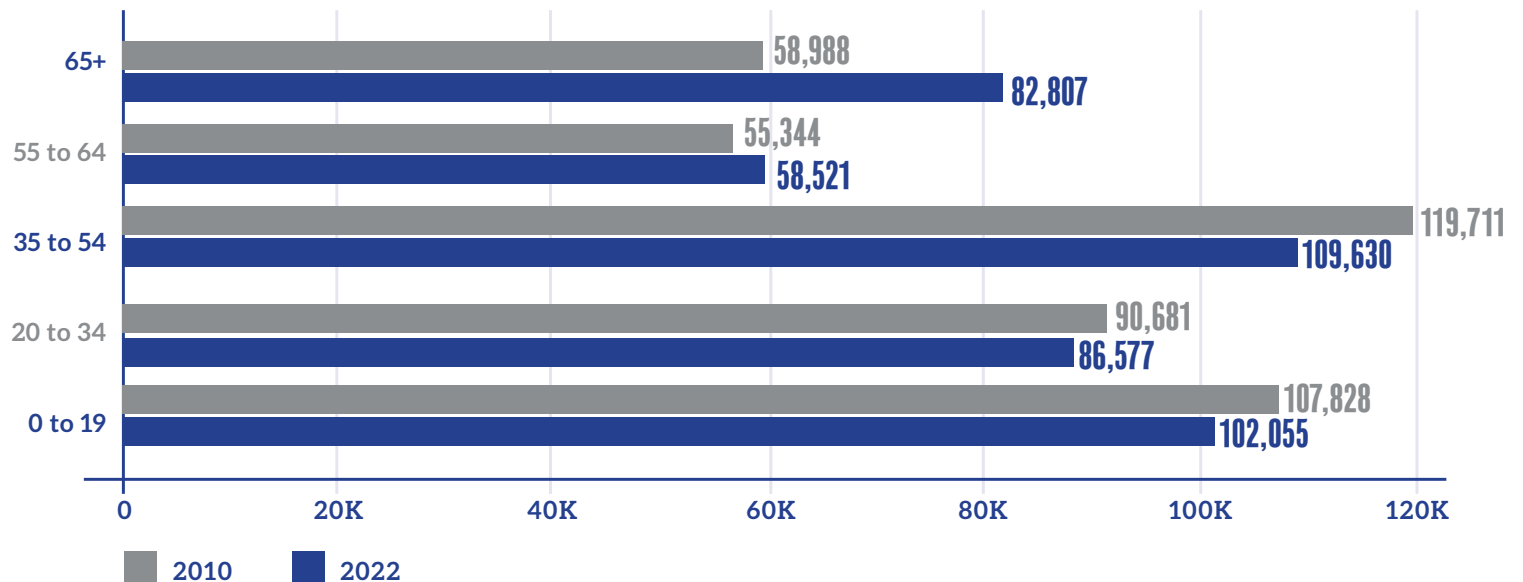


From 2010 to 2022, 65 and older was the fastest growing age group in the Parish.

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

The 35 to 54 and under 19-year-old age groups show some of the largest decreases between 2010 and 2022.

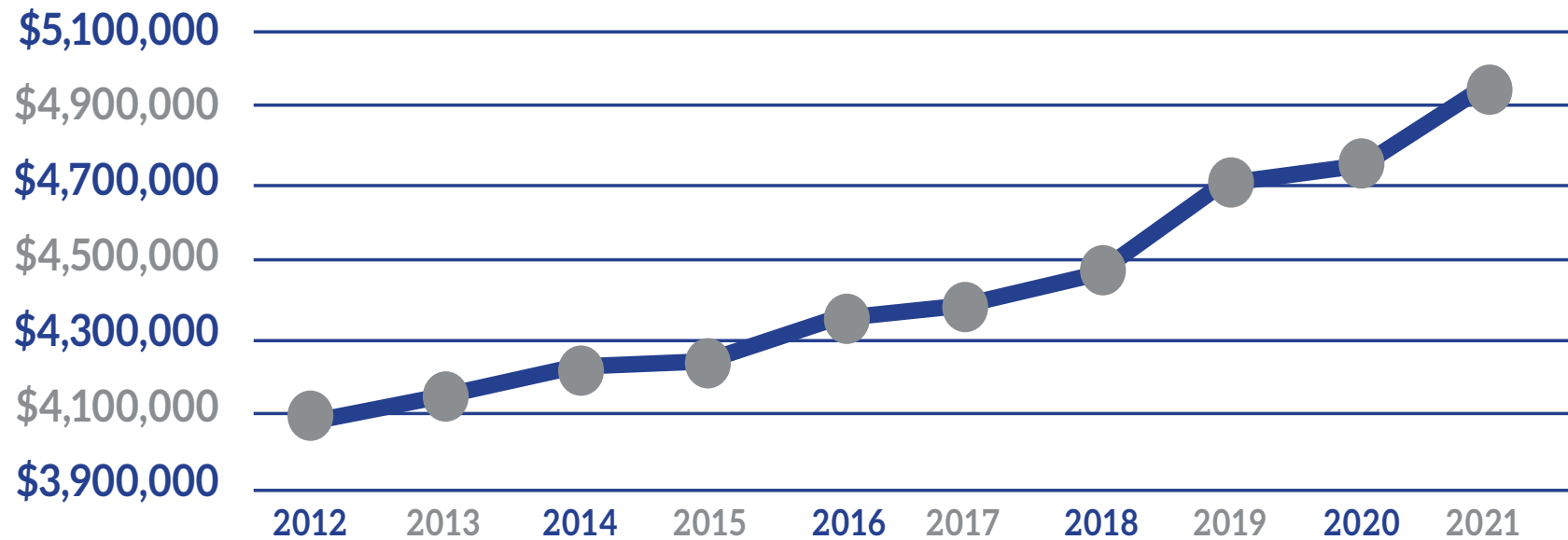
## POPULATION BY AGE IN JEFFERSON PARISH





# ASSESSED VALUE OF TAXABLE PROPERTY

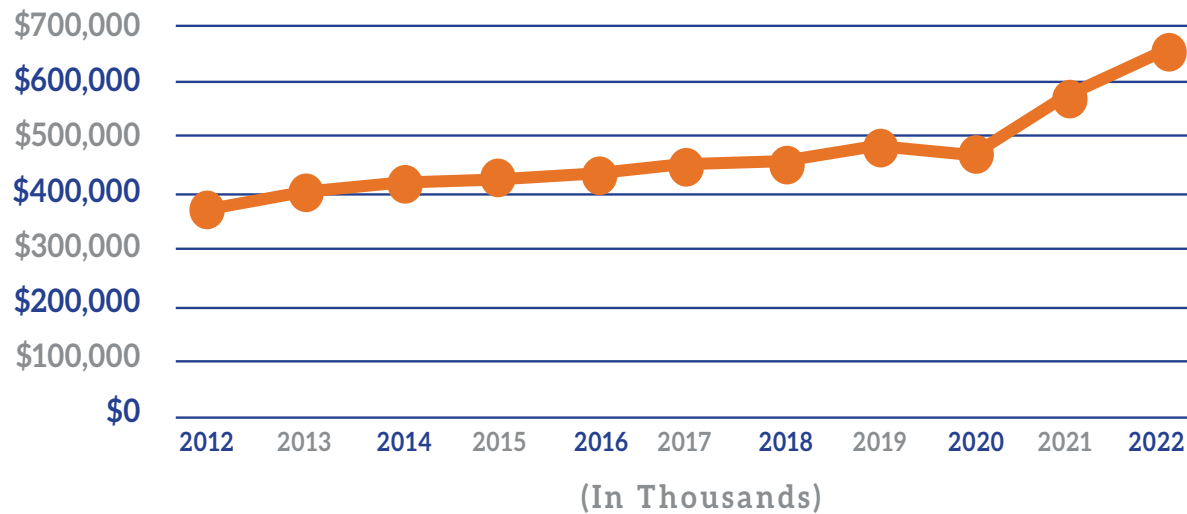
(In Thousands)



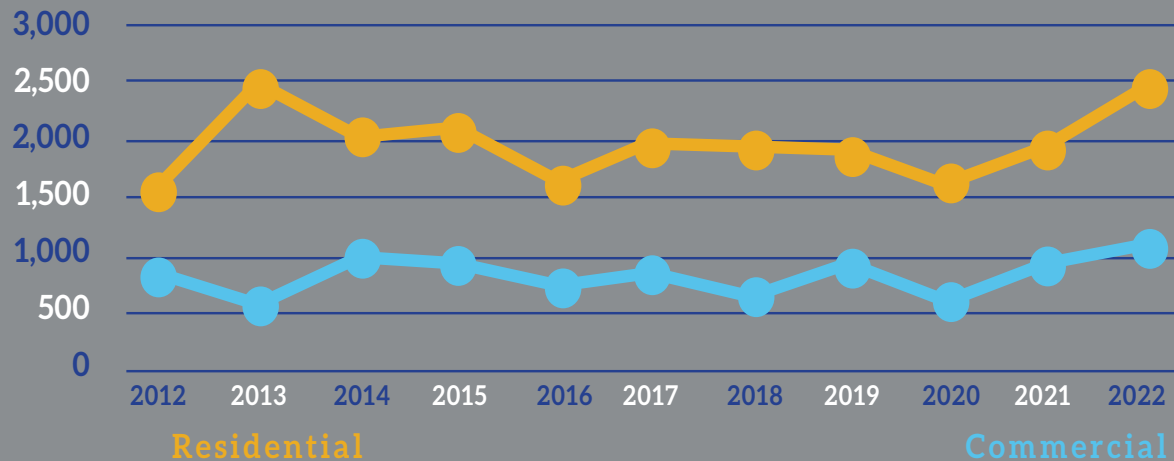


# RETAIL SALES AND CONSTRUCTION IN JEFFERSON PARISH IS AT AN ALL TIME HIGH

## SALES TAX REVENUES



## CONSTRUCTION PERMITS





# QUALITY OF LIFE

## RATED EXCELLENT OR GOOD BY RESIDENTS

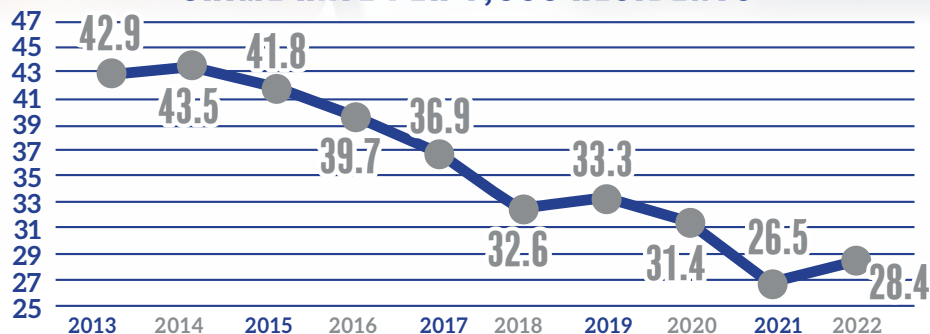
As the Parish progressed, investments in public safety, parks, roads, drainage and schools over the last few decades have helped meet the challenges of maintaining a high quality of life for all residents. The survey findings show that a strong majority (**81%**) of residents on the East and West Banks 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.







### CRIME RATE PER 1,000 RESIDENTS



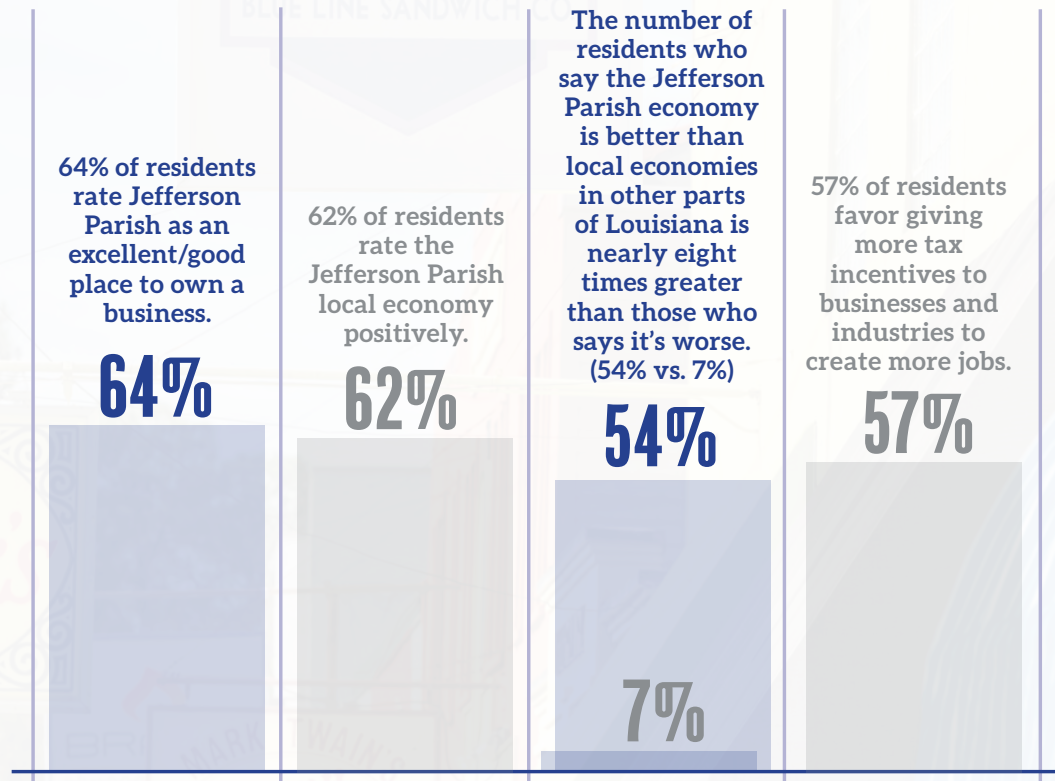
## TOP 10 AREAS RESIDENTS RATED AS EXTREMELY OR VERY IMPORTANT

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



# 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 for 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.

JEFFERSON



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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 public services that 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

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.

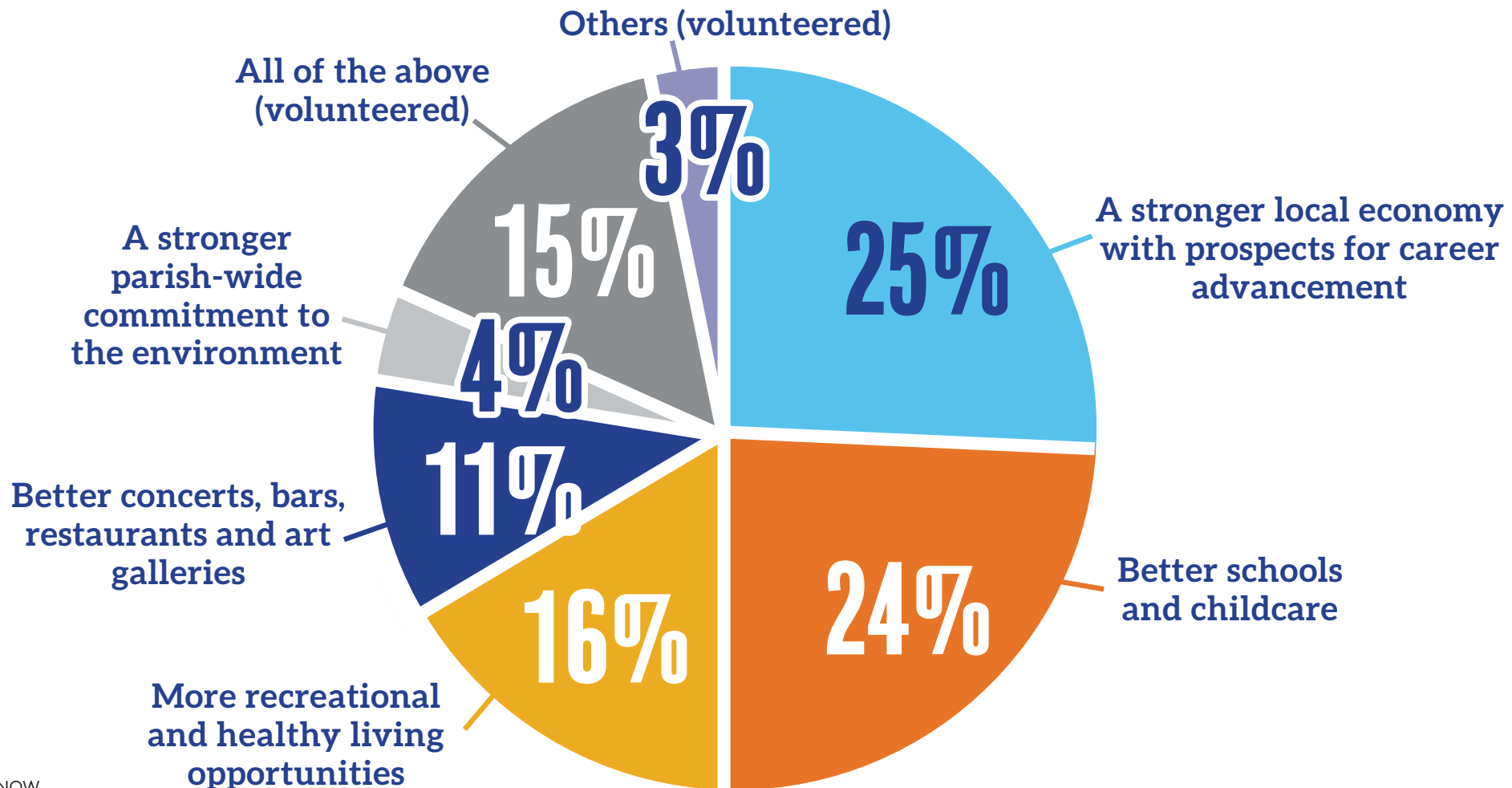
There are other areas listed that may warrant attention.

## 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

# 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. Fauchaux, Ph.D., CEO of Fauchaux 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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