



An initiative of  ONEACADIANA

Lafayette Parish **QUALITY OF LIFE SURVEY - 2021**

Conducted by Mason-Dixon Polling & Strategy

The following help communities reach their full potential

- Solid Measurement
- Creating the Burning Platform
- Building the Critical Mass
- Moving Through Turbulence
- Maximizing and Connecting to the Wins

Building the Foundation: Diagnose Before You Treat



Dashboard



Quality of Life



Vibrant Community Assessment

Community Assessment Results

May 2021 - 282 responses

On a scale of 1 to 10:	
How engaged are your community's citizens?	4.8
How likely is it that young people will live and work in the community after graduating from high school or college?	4.4
How attractive is your town to new businesses and/or talent?	4.5
How strong is your education system?	4.4
How vibrant is your downtown?	6
How successful are you at getting wealth off the sidelines and encouraging people to invest in the community?	4.7
How easy is it to create and run a small business in your community?	4.7
How likely are small business owners to receive the training and development they need to thrive long-term?	4.7
How proficient is your community at measuring, tracking, and reporting outcomes and results and making objective decisions based on them?	3.8
To what extent are local government entities aligned and successful at working together to create a better quality of life for your community?	3.4
How committed are you to making your community the best it can be?	8.2

Assessment

What do you feel are your community's top one to three **strengths**?

- Culture
- Sense of community
- School system/university

Assessment

What do you feel are your community's top one to three **opportunities to improve?**

- Education
- Infrastructure
- Local government/politics

Assessment

What barriers do you feel are blocking your community from reaching its potential?

- Poor leadership/government
- Racism
- Resistance to change

Assessment

Does your community believe in itself?

Generally it is optimistic: 60.93%

Generally it is pessimistic: 34.07%

Burning Platform



This is a baseline.

There are 3 reason why communities do not maximize the Quality of Life data:

- Denial
- Rationalization
- Blame
- Jumping to conclusions too quickly

Background & Research Objectives

- This survey was commissioned by One Acadiana, a coalition of citizens and leaders working to make our Lafayette Parish stronger, healthier, and more vibrant through a shared vision and action plan. One Acadiana seeks to create a citizen-inspired vision, engage the community in the process, and be intentional about Lafayette's development.
- One Acadiana creates community dialogue, conduct outreach and information sharing with the public, community leaders, business, and public policy makers.
- Essential to the mission, and the objective of this survey, is an understanding of the public's awareness of and attitudes towards these issues and challenges.
- That is the context in which the survey of Lafayette Parish was conducted. These objectives were accomplished and are detailed in this report.

Methodology

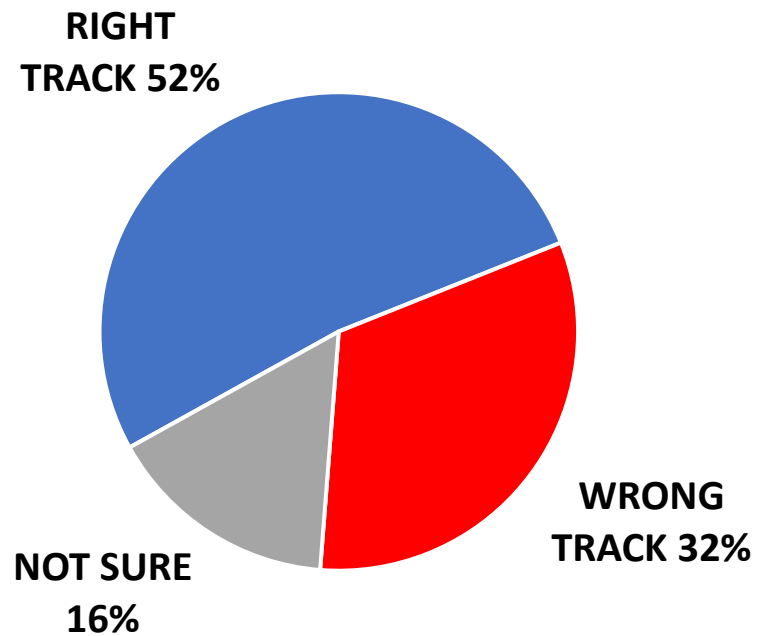
- This poll was conducted by Mason-Dixon Polling & Strategy, Inc. of Washington, D.C. from October 18 - 30, 2021. A total of **625 adult residents** (18+), each of whom resides in Lafayette Parish. Respondents were interviewed by telephone.
- Those interviewed were selected randomly from a commercially available list of known working phone numbers from the jurisdiction. The resulting sample fairly reflects the demographic profile of Lafayette Parish.
- The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4.5 percentage points. This means that there is a **95 percent probability that the "true" figure would fall within that range** if the entire population were sampled. The margin for error is higher for any subgroup, such as a gender, income or race.

Demographics

GENDER ID			AGE			AREA OF RESIDENCE			RACE/ETHNICITY		
NUMBER	PERCENT		NUMBER	PERCENT		NUMBER	PERCENT		NUMBER	PERCENT	
MALE	290	46%	18-34	129	21%	CITY OF LAFAYETTE	332	53%	WHITE	431	69%
FEMALE	332	53%	35-49	189	30%	BROUSSARD	20	3%	BLACK	166	27%
OTHER	3	0.5%	50-64	178	29%	CARENCRO	33	5%	HISPANIC	17	3%
			65+	124	20%	DUSON	9	1%	OTHER	7	1%
	625	100.00%	REFUSED	5	0.8%	SCOTT	29	5%	REFUSED	4	0.6%
EMPLOYMENT						YOUNGSVILLE	46	7%			
				625	100.00%	UNINCORPORATED	156	25%		625	100%
FULL-TIME	344	55%	EDUCATION						INCOME		
PART-TIME	36	6%									
RETIRED	141	23%	HIGH SCHOOL	199	32%	LENGTH OF RESIDENCE					
HOMEMAKER	62	10%	SOME COLLEGE	199	32%				<\$25,000	84	13%
STUDENT	11	2%	COLLEGE GRAD	158	25%	<5 YEARS	40	6%	\$25,000-\$39,999	107	17%
UNEMPLOYED	21	3%	GRAD DEGREE	69	11%	5-9 YRS	82	13%	\$40,000-\$74,999	130	21%
REFUSED	10	2%				10-19 YRS	101	16%	\$75,000+	187	30%
	625	100.00%		625	100.00%	20+ YEARS	399	64%	REFUSED	117	19%
REGISTERED TO VOTE			CHILDREN UNDER 18 IN HOUSEHOLD			REFUSED	3	0.5%		625	100%
YES	523	84%	YES	186	30%						
NO	102	16%	NO	435	70%						
			REFUSED	4	0.6%						
Total	625	100.00%		625	100.00%						

Lafayette: Right Track/Wrong Track

Do you think that things Lafayette Parish are heading in the right direction, or are things on the wrong track?



QUALITY OF LIFE SURVEY: LAFAYETTE 2021

Most Important Issue Facing Lafayette Parish

TRAFFIC/ROADS	24%
ECONOMY	15%
CRIME	14%
COVID/PANDEMIC	10%
EDUCATION	10%
POOR LEADERSHIP	9%
GROWTH/SPRAWL	4%
TAXES	2%
RACE RELATIONS	2%
DRUGS/OPIODS	2%
HOUSING	1%
POVERTY	1%
HEALTH CARE	1%
DOWNTOWN	1%
ENVIROMNENT	1%
OTHER/DK	3%

Rating Economic Conditions in Lafayette Parish

	GOOD =====	EXCELLENT =====	TOTAL POSITIVE	ONLY FAIR =====	POOR =====	TOTAL NEGATIVE	DK =====
PARISH	37.9	6.2	44.1	41.9	11.8	53.7	2.1
GENDER ID							
MALE	42.8	10	52.8	36.2	10.3	46.5	0.7
FEMALE	34	3	37	46.7	13	59.7	3.3
RACE/ETHNICITY							
WHITE	44.1	5.8	49.9	42	6.5	48.5	1.6
BLACK	26.5	7.2	33.7	37.3	27.1	64.4	1.8
INCOME							
<\$75,000	36.1	6.3	42.4	40.3	16.8	57.1	0.5
\$75,000+	39.4	6.3	45.7	41.3	9.8	51.1	3.2
EDUCATION							
HIGH SCHOOL	34.7	6	40.7	41.7	14.6	56.3	3
SOME COLLEGE	43.2	7	50.2	40.2	9.5	49.7	0
COLLEGE GRAD	36.1	5.7	41.8	43.6	11.5	55.1	3.1
AGE							
<50	34.9	6.9	41.8	45.6	10.4	56	2.2
50+	41.4	5.6	47	37.7	13.2	50.9	2
LENGTH OF RES							
<20 YEARS	37.7	6.3	44	41.3	13.5	54.8	1.3
20+ YEARS	38.3	6.3	44.6	42.1	10.8	52.9	2.5
PLACE OF RESIDENCE							
LAFAYETTE CITY	32.5	3.6	36.1	49.7	12	61.7	2.1
OTHER	44	9.2	53.2	33.1	11.6	44.7	2

Level of Concern about Personal Job Security

How concerned are you about the security and future of your own job, or the jobs of any close family members in Lafayette Parish?

SOMEWHAT CONCERNED VERY CONCERNED NOT TOO CONCERNED NOT AT ALL CONCERNED NOT SURE

===== ===== ===== ===== =====

RESULTS	SOMEWHAT CONCERNED	VERY CONCERNED	TOTAL CONCERNED	NOT TOO CONCERNED	NOT AT ALL CONCERNED	TOTAL NOT CONCERNED	NOT SURE
PARISH	21.9	28.5	50.4	21.4	25.9	47.3	2.2
GENDER ID							
MALE	23.8	22.4	46.2	23.1	28.6	51.7	2.1
FEMALE	20.5	33.7	54.2	19.9	23.5	43.4	2.4
RACE/ETHNICITY							
WHITE	24.8	25.3	50.1	23.9	23.9	47.8	2.1
BLACK	12.7	39.8	52.5	16.3	28.3	44.6	3
INCOME							
<\$75,000	23	32.5	55.5	19.9	23	42.9	1.6
\$75,000+	20.5	26.2	46.7	22.1	28.7	50.8	2.5
EDUCATION							
HIGH SCHOOL	20.6	31.2	51.8	20.1	26.6	46.7	1.5
SOME COLLEGE	20.6	26.6	47.2	22.1	27.6	49.7	3
COLLEGE GRAD	24.2	27.8	52	22	23.8	45.8	2.2
AGE							
<50	21.4	25.8	47.2	20.4	29.9	50.3	2.5
50+	22.8	31.5	54.3	21.9	21.9	43.8	2
LENGTH OF RESIDENCE							
<20 YEARS	17.5	29.6	47.1	18.4	32.7	51.1	1.8
20+ YEARS	24.6	27.8	52.4	23.1	22.1	45.2	2.5
PLACE OF RESIDENCE							
LAFAYETTE CITY	19.6	28.9	48.5	24.7	23.8	48.5	3
OTHER	24.6	28	52.6	17.7	28.3	46	1.4



47% Total Not Concerned



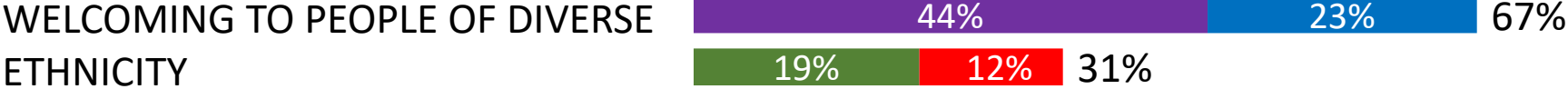
50% Total Concerned



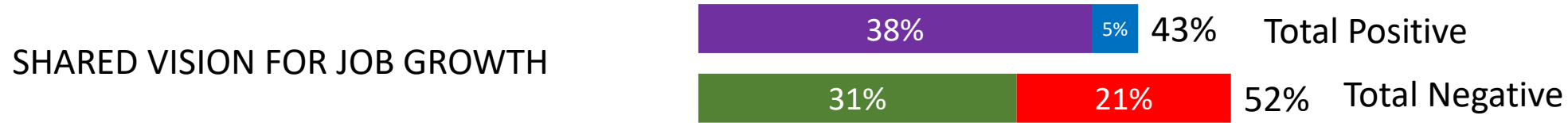
Rating Quality of Life Factors

“I’m going to read a list qualities and characteristics that contribute to the quality of life in a community. Please tell me how you rate each in Lafayette Parish, excellent, good, only fair, or poor.”

Quality of Life Factors: Net Positive Ratings



Quality of Life Factors: Net Negative Ratings 1 of 2



Quality of Life Factors: Net Negative Ratings 2 of 2



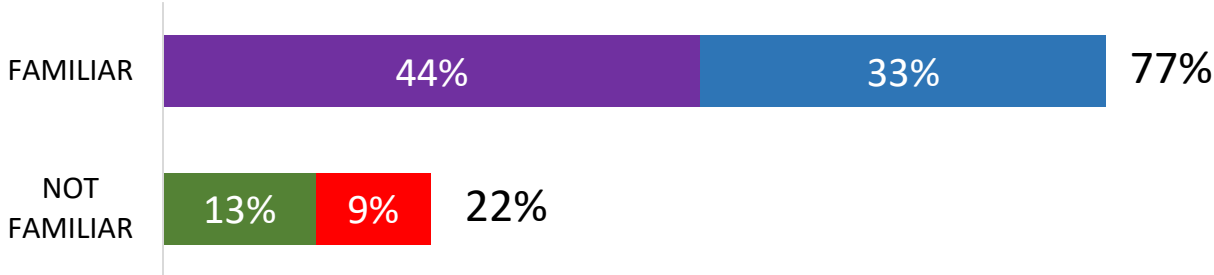
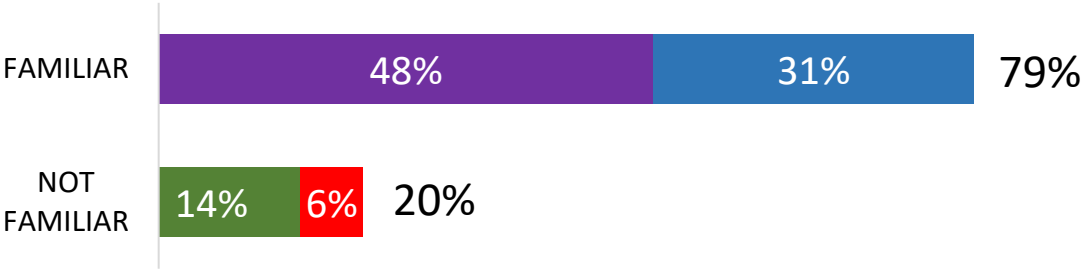
Familiarity with Vision, Plans, & leadership for Economic & Community Development

Statement read to respondent: *“Economic Development generates investment, wealth, tax base and jobs from which many community benefits are created.”*

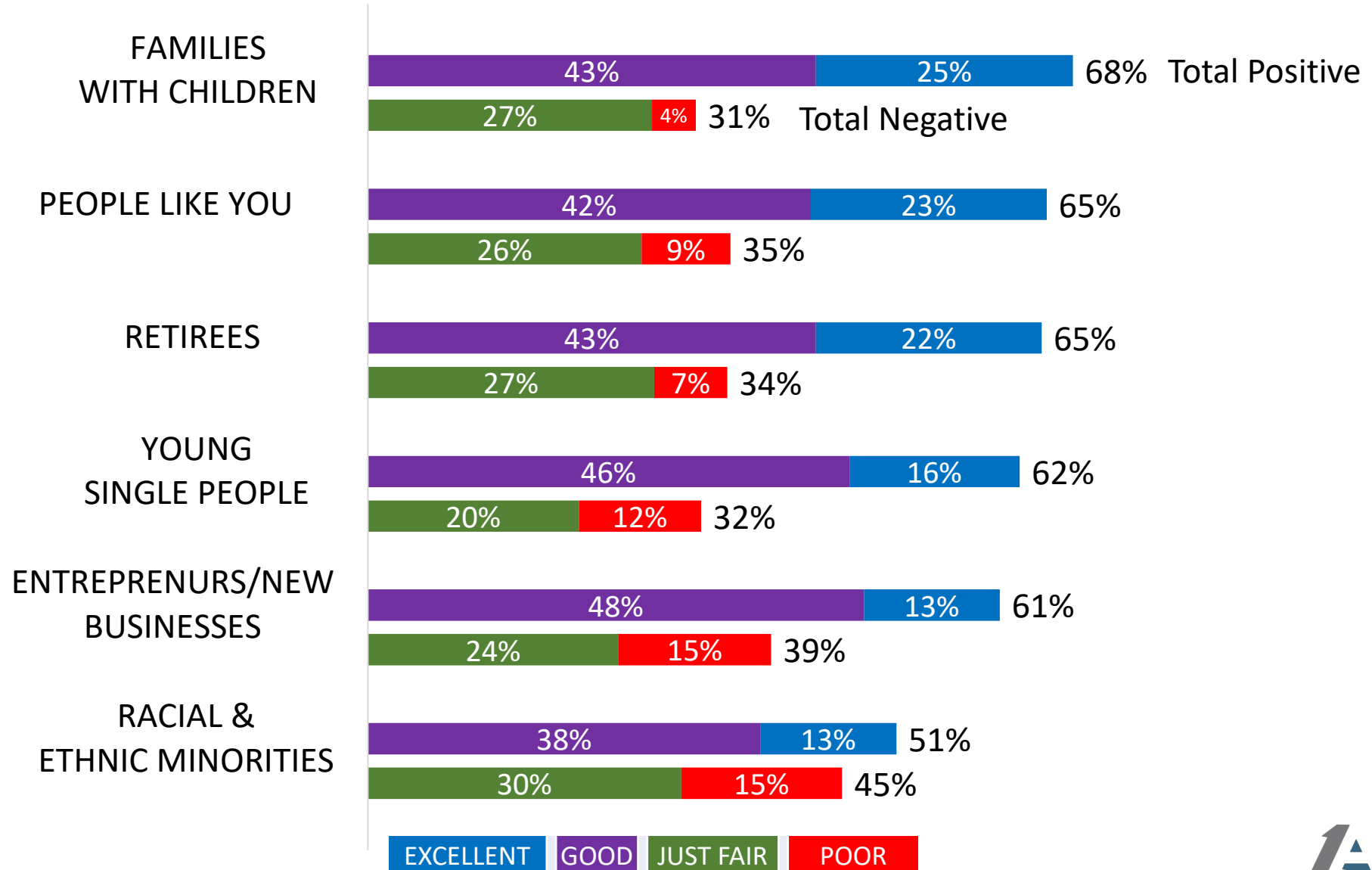
Statement read to respondent: *“Community Development generates solutions to problems, like housing, education, transportation and neighborhood renewal, making the community a better place to live and work.”*

I am familiar with the vision and plans for Economic Development in Lafayette Parish?

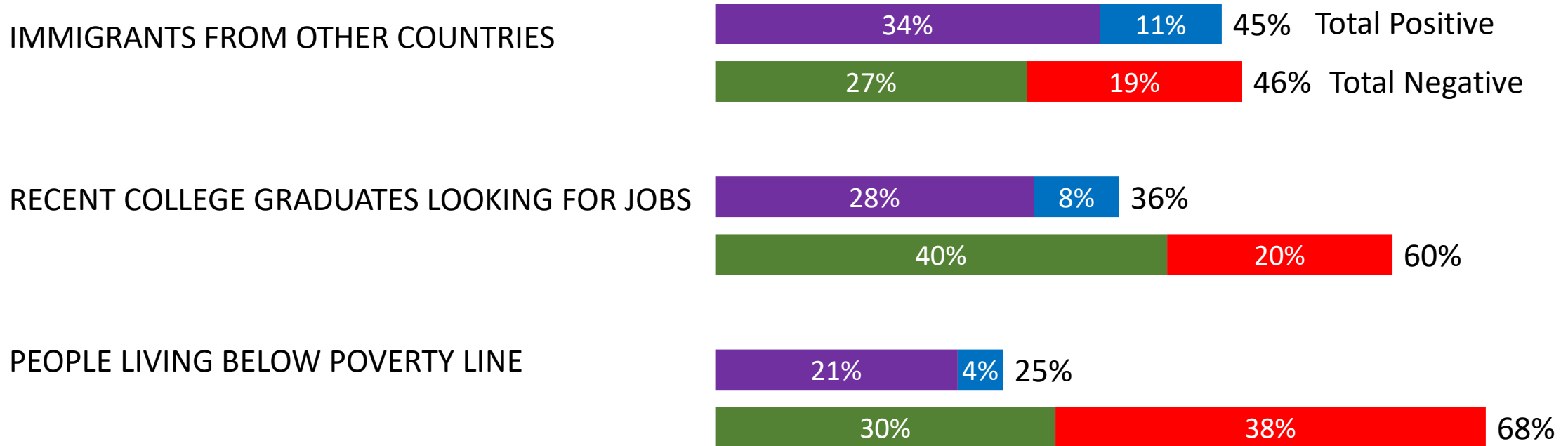
I am familiar with the vision and plans for Community Development in Lafayette Parish?



“Now please rate Lafayette Parish as a place to live for the following types of people”: Net Positive Ratings



“Now please rate Lafayette Parish as a place to live for the following types of people”: Net Negative Ratings

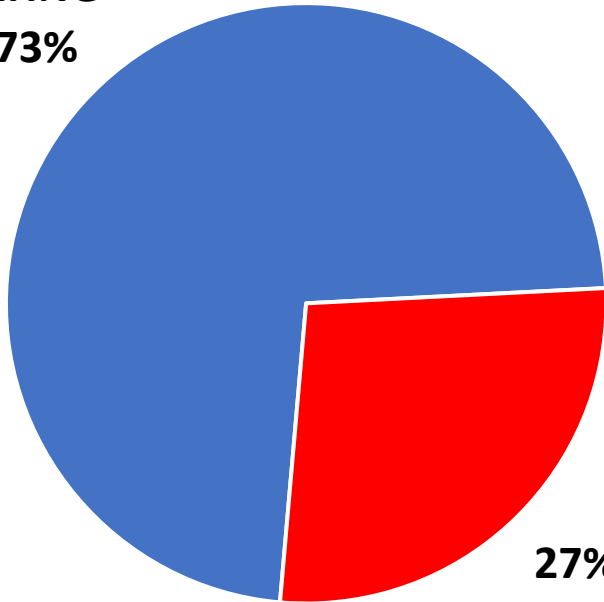


EXCELLENT GOOD JUST FAIR POOR

Rating the Overall Quality of Life

How would you rate the overall quality of life in Lafayette Parish?

TOTAL POSITIVE
RATING
73%



TOTAL NEGATIVE
RATING

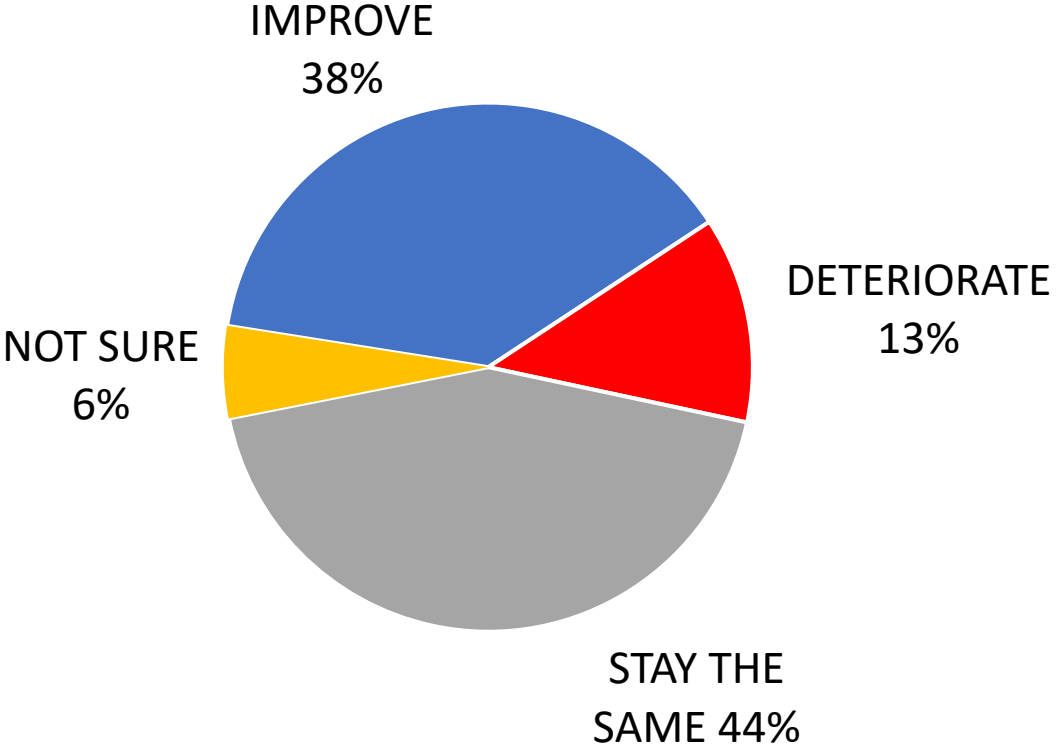
TOTAL POSITIVE



TOTAL NEGATIVE



Over the next 5 years do you think that the quality of life in Lafayette Parish will improve, deteriorate or stay about the same?

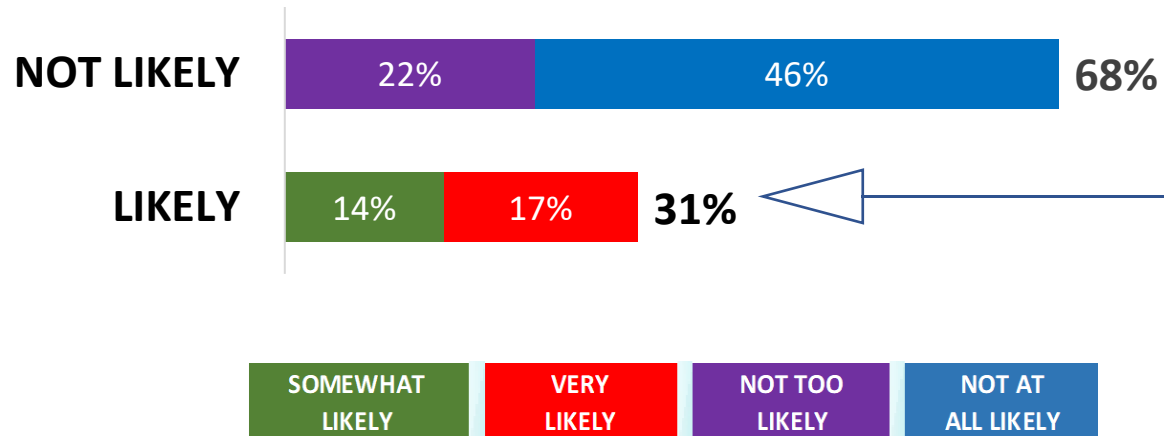


Reasons given for future QOL Deteriorating
(of the 13% saying QOL will deteriorate)

POOR ECONOMY	32%
POOR LEADERSHIP	23%
POOR JOB MARKET	17%
NO FUTURE IMPROVEMENT	13%
GROWTH/SPRAWL	11%
POOR SCHOOLS	4%
OTHER/DK	1%

Out-Migration

How likely are you or an immediate family member to move from Lafayette Parish area in the next 5 years; very likely, somewhat likely, not very, or not at all likely?



Reasons given for moving from area (of the 31% saying they are likely to leave)

POOR ECONOMY	39%
POOR JOB MARKET	26%
POOR LEADERSHIP	18%
POOR SCHOOLS	10%
GROWTH/SPRAWL	5%
LACK OF CULTURE	2%
OTHER/DK	1%

Areas of focus:

- Public safety and fighting crime
- Public schools
- Recent college graduates looking for a job



Do what you can, with
what you have, where
you are.

-THEODORE ROOSEVELT

Downtown

Programming

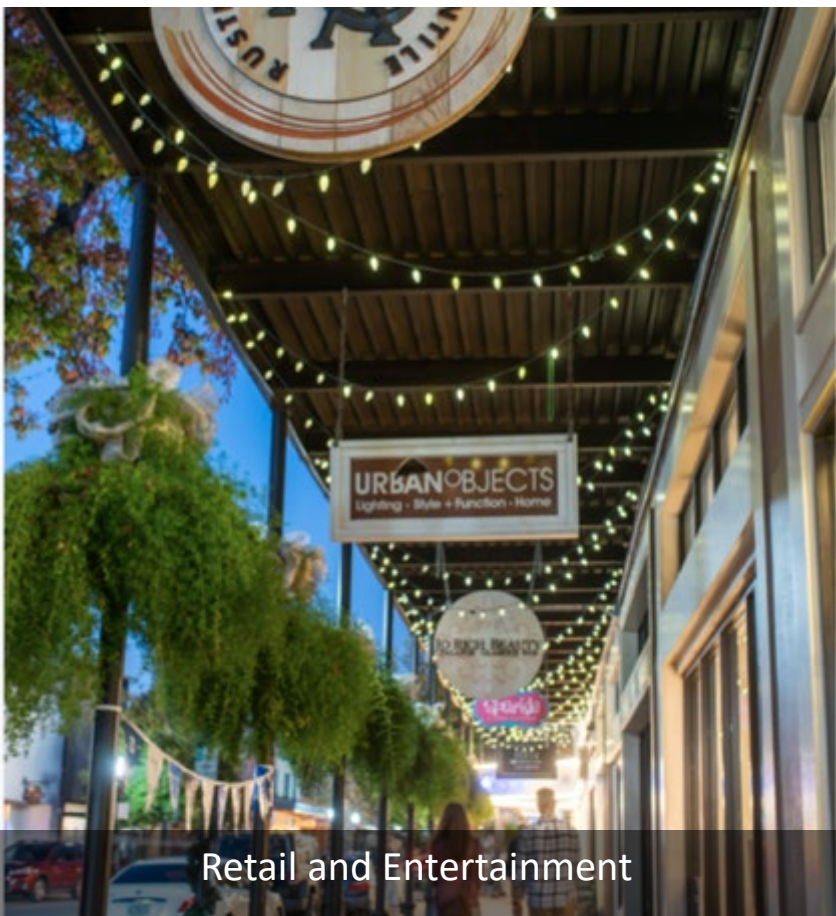
- What does your community do to program your downtown?

Placemaking

- How can we reimagine our town by maximizing what we have?
 - Rethinking your space.

Small ball

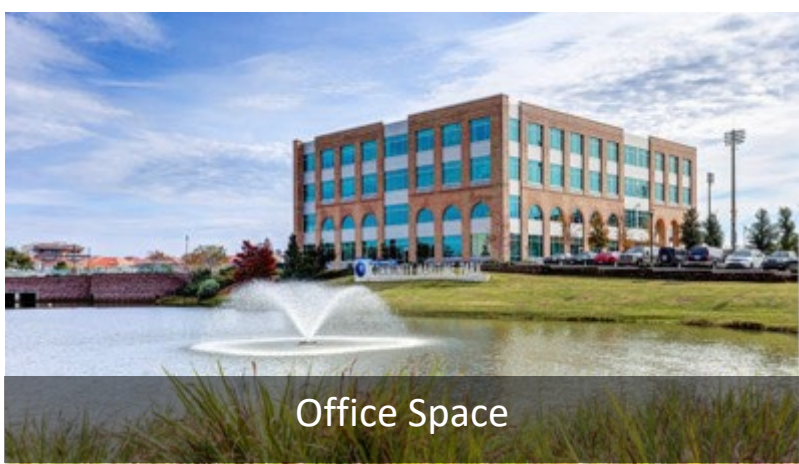
- Progress not perfection



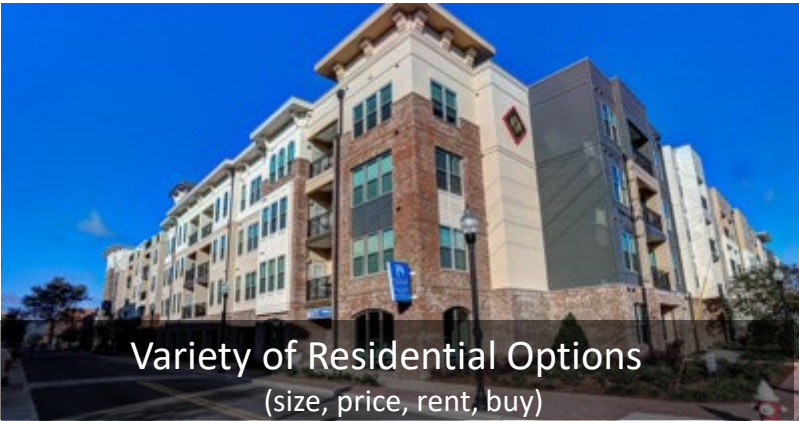
Retail and Entertainment



Retail and Entertainment



Office Space



Variety of Residential Options
(size, price, rent, buy)



Programming – Chinese New Year Celebration



Programming – Outdoor Festival



Vibrancy/
Downtown



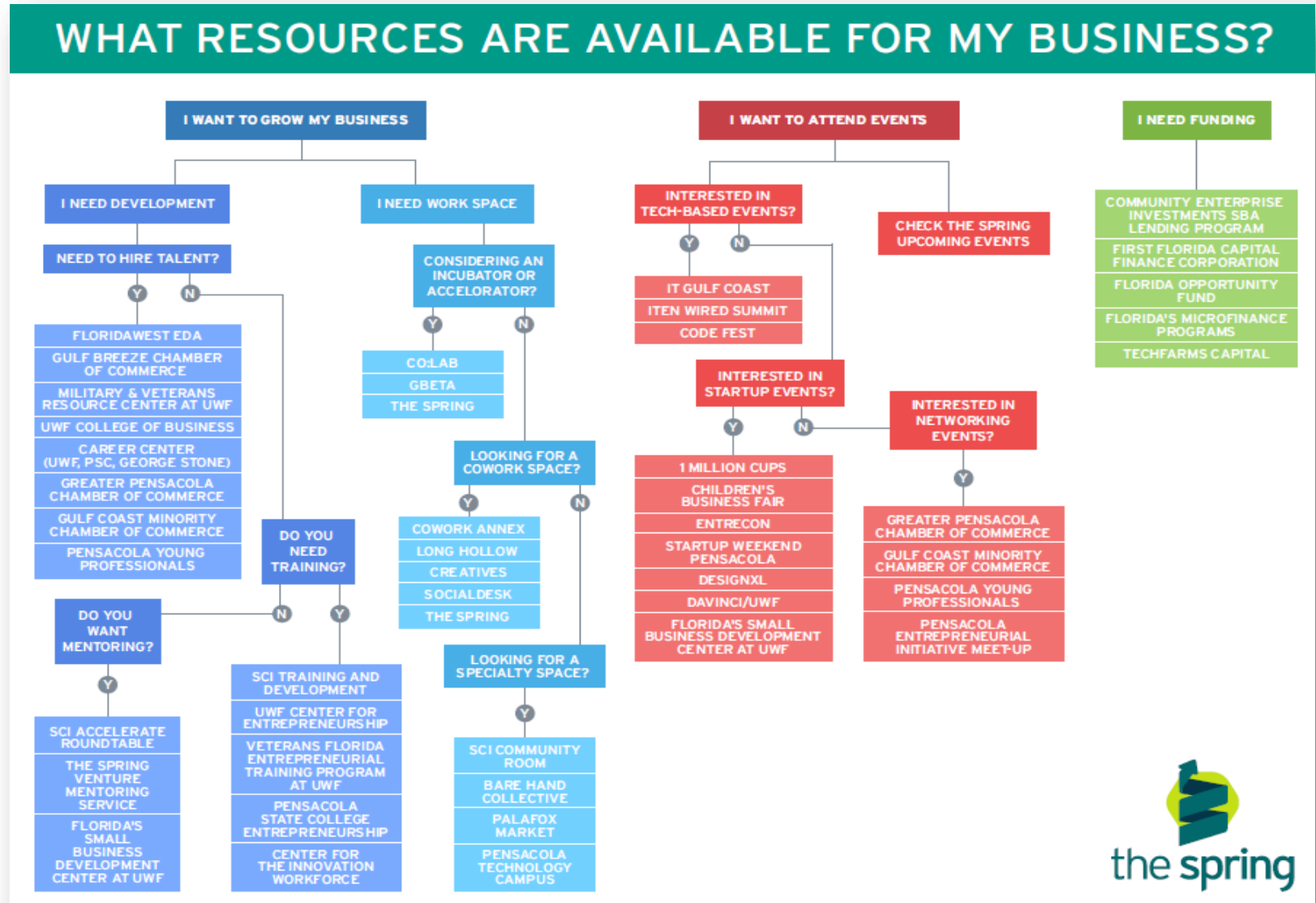
Economic Development - Level 2

- Skill Development
- Business Challenge
- EntreCon
- Accelerate Roundtable
- Online Training



Economic Development - Level 2

- Entrepreneurial Eco System
- Mentoring
- Asset Map



A high-speed photograph of a water droplet falling into a pool of water. The droplet is captured mid-fall, just above the surface, creating a crown-shaped splash. The water surface is dark blue, and the background is a bright yellow. The ripples are concentric circles of varying sizes, with the innermost being the largest and most prominent. The lighting is dramatic, highlighting the texture of the water and the clarity of the droplet.

*Never Underestimate the
Difference You Can Make*

- Quint Studer

VIBRANT *Acadiana*

An initiative of  ONEACADIANA

www.VibrantAcadiana.com