



Summary Results
Shreveport-Caddo Master Plan
Public Opinion Survey

Mail/Telephone Survey
July-August 2009

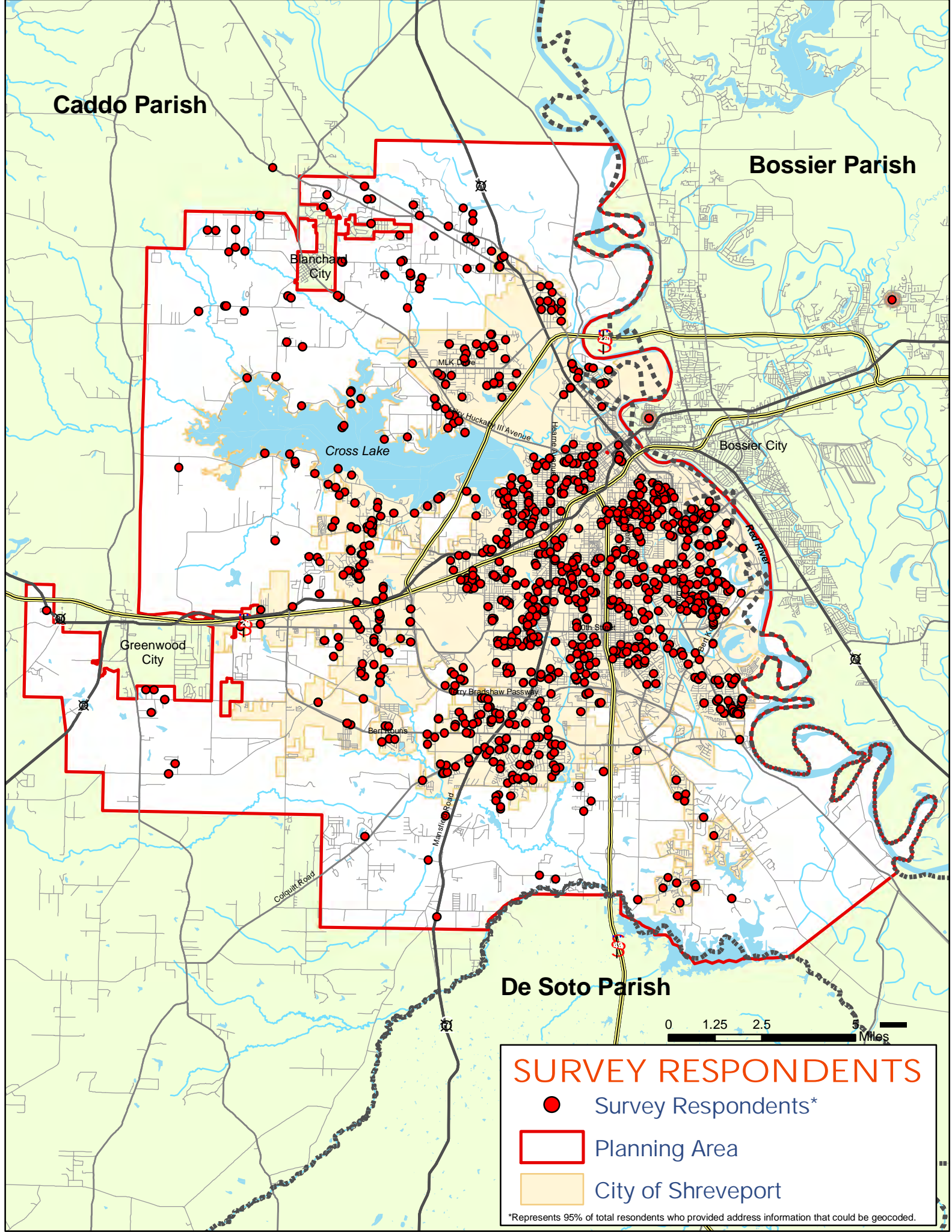
Survey Conducted by ETC Institute, Olathe, KS

Total mailed: 3,500

Mailing was July 28 and 29; telephone follow-up concluded September 13.

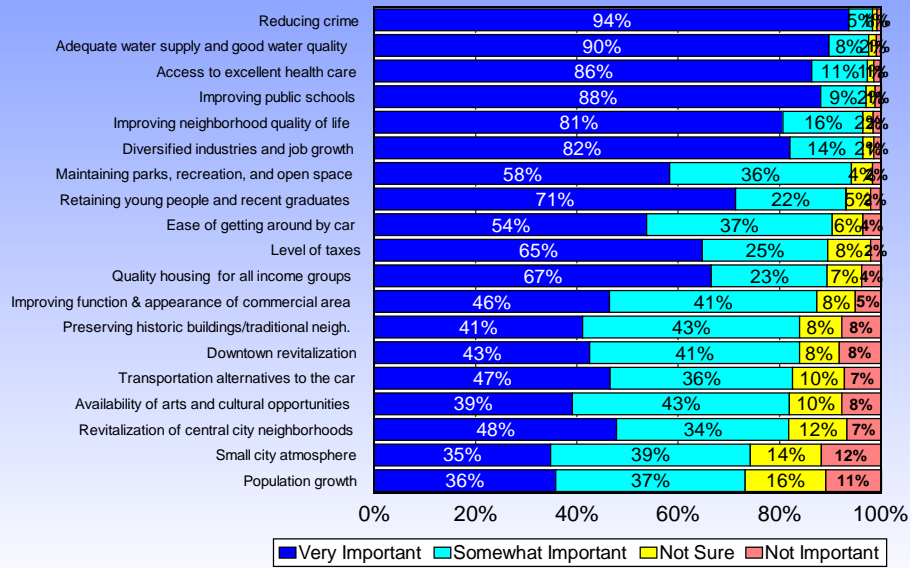
Overall confidence level is 95% \pm 3%. (The degree of certainty that a statistical prediction is accurate.)

Total surveys in final file: 1,214



Q1. Importance of Issue to the Future of the Shreveport Area

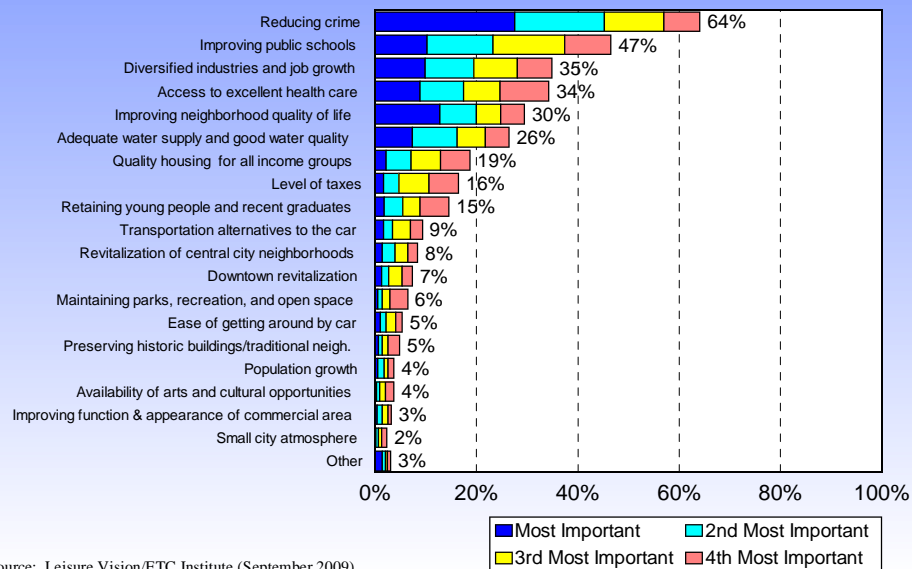
by percentage of respondents (excluding "don't know")



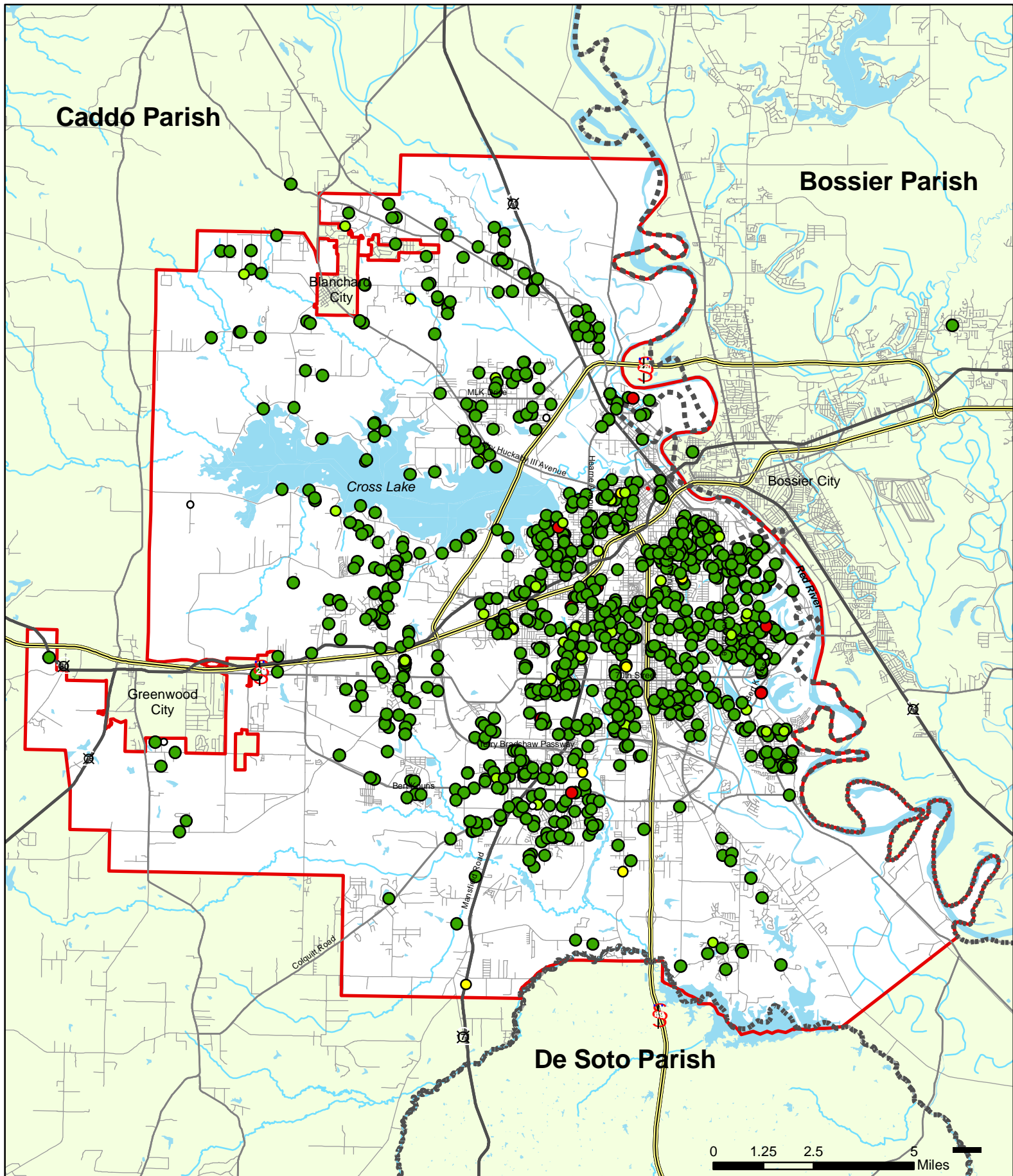
Source: Leisure Vision/ETC Institute (September 2009)

Q2. FOUR Issues Respondents Feel It Is Most Important for the Shreveport Area to Improve

by percentage of respondents who selected the item as one of their top four choices



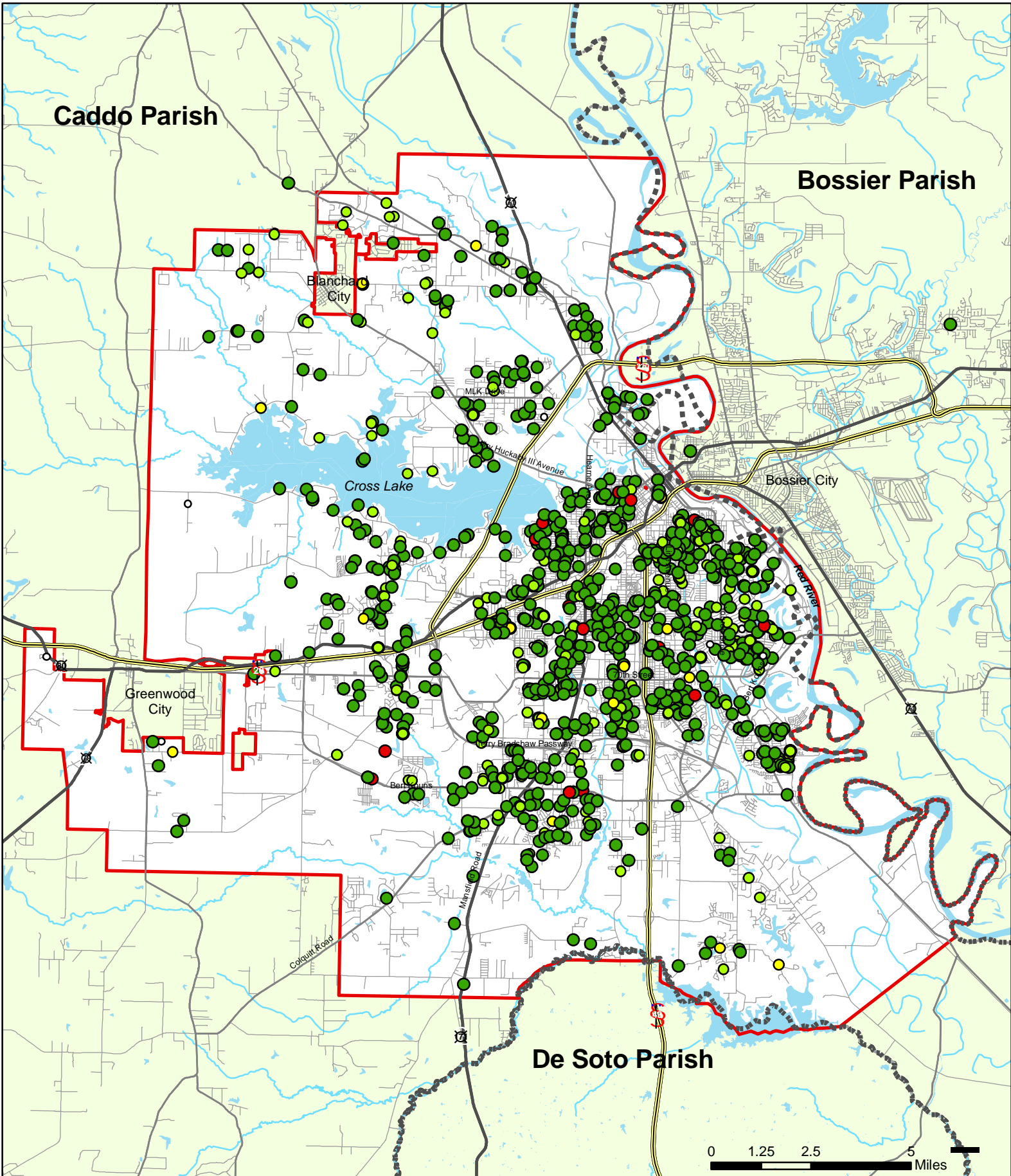
Source: Leisure Vision/ETC Institute (September 2009)



SOURCE: ETC Institute 2009

SURVEY QUESTION:
 How important to the Shreveport area's future is reducing crime?

- RESPONSE:**
- Very Important
 - Not Important
 - Somewhat Important
 - No Response
 - Not Sure

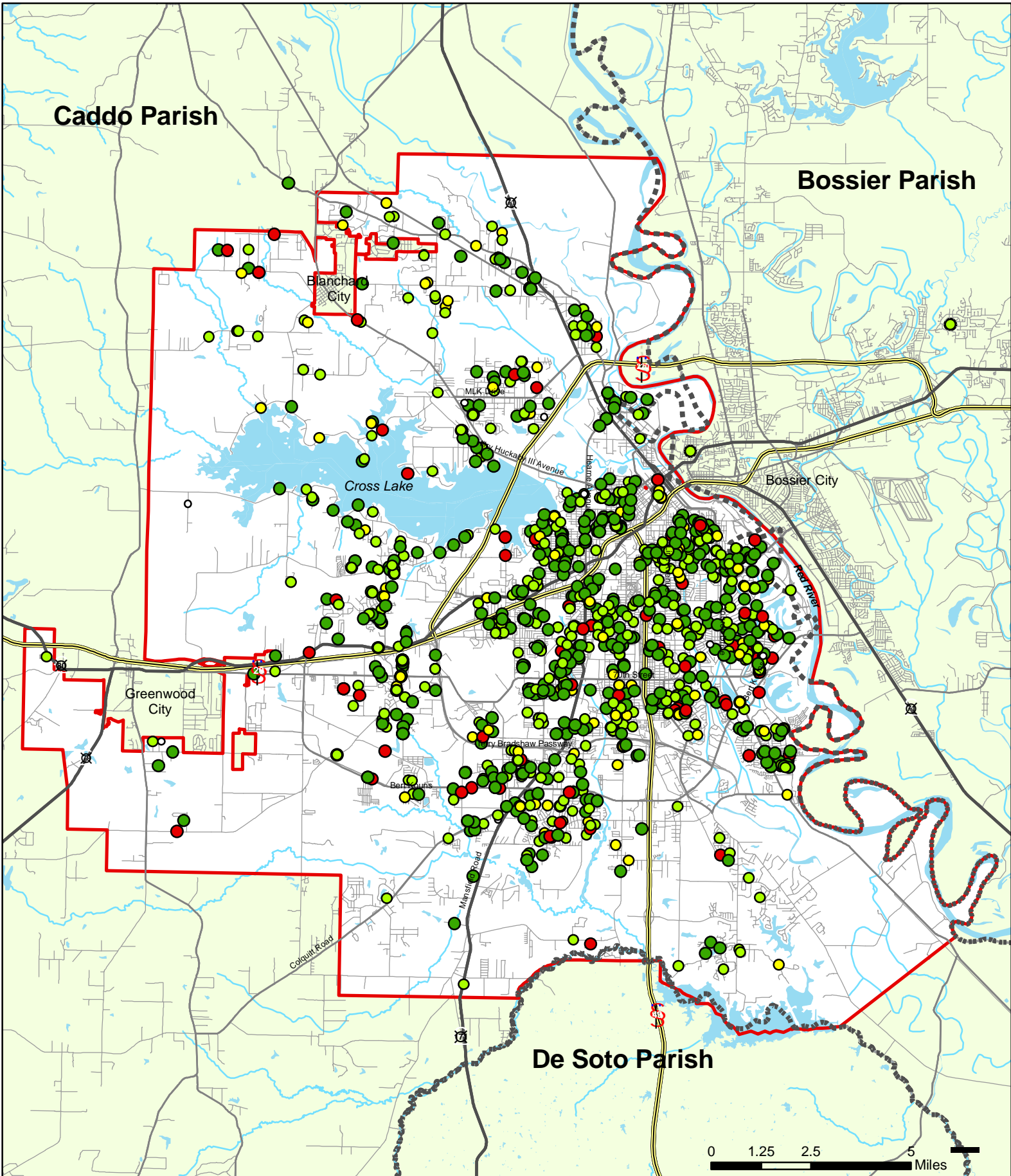


SURVEY QUESTION:
How important to the Shreveport area's future is improving neighborhood quality of life?

RESPONSE:

- Very Important
- Somewhat Important
- Not Sure
- Not Important
- No Response

SOURCE: ETC Institute 2009

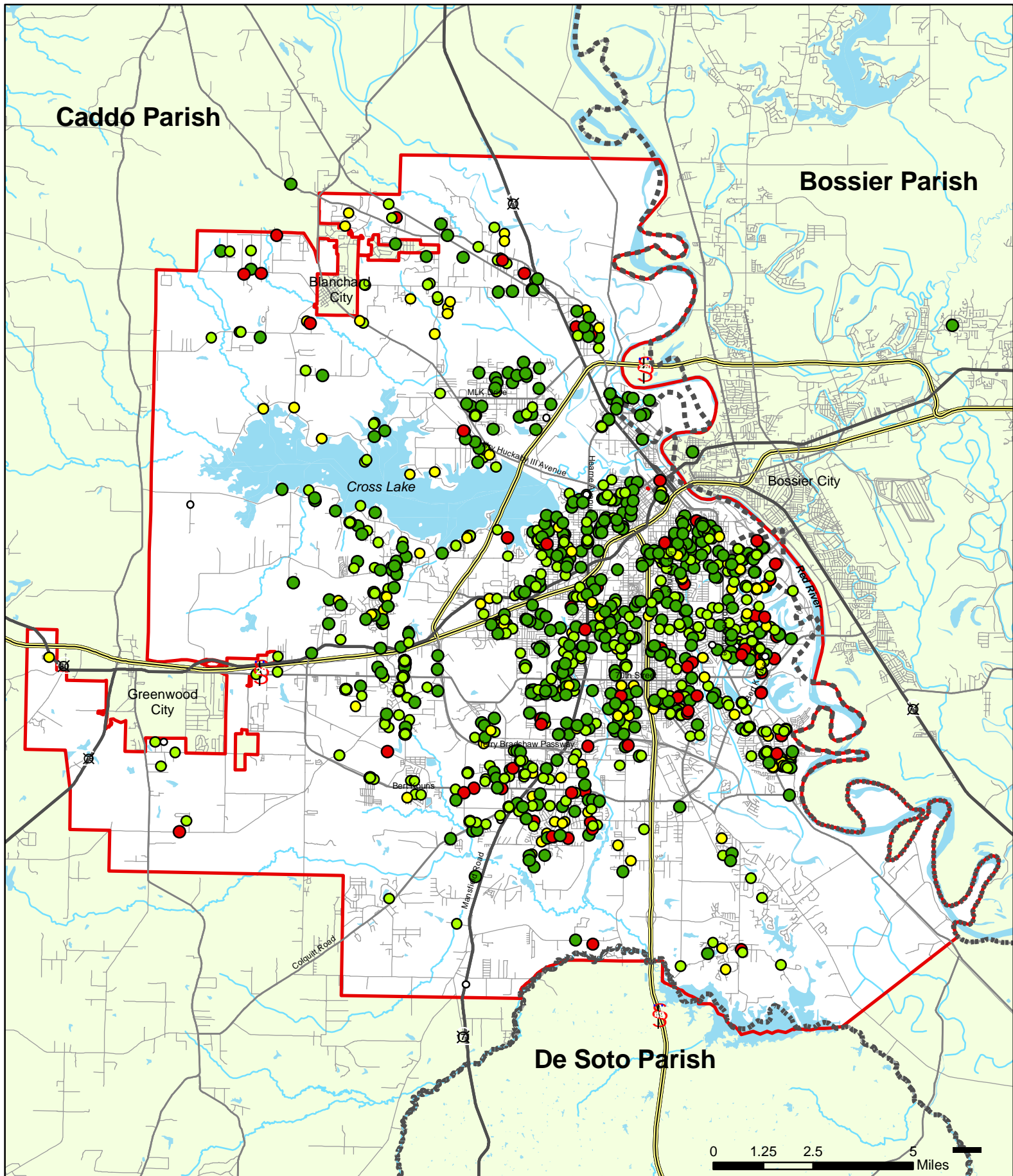


SURVEY QUESTION:
 How important to the Shreveport area's future are transportation alternatives to the car?

RESPONSE:

● Very Important	● Not Important
● Somewhat Important	○ No Response
● Not Sure	

SOURCE: ETC Institute 2009



SURVEY QUESTION:
 How important to the Shreveport area's future is the revitalization of central city neighborhoods?

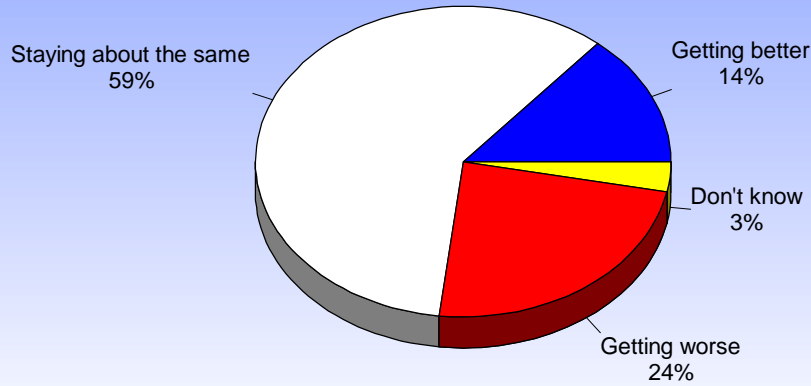
RESPONSE:

● Very Important	● Not Important
● Somewhat Important	○ No Response
● Not Sure	

SOURCE: ETC Institute 2009

Q3. How Respondents Generally Think the Condition of Their Neighborhood Is

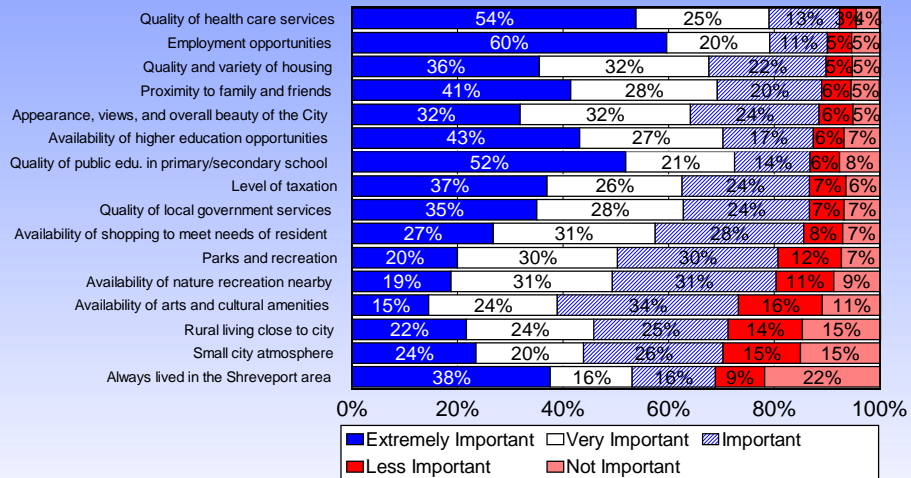
by percentage of respondents



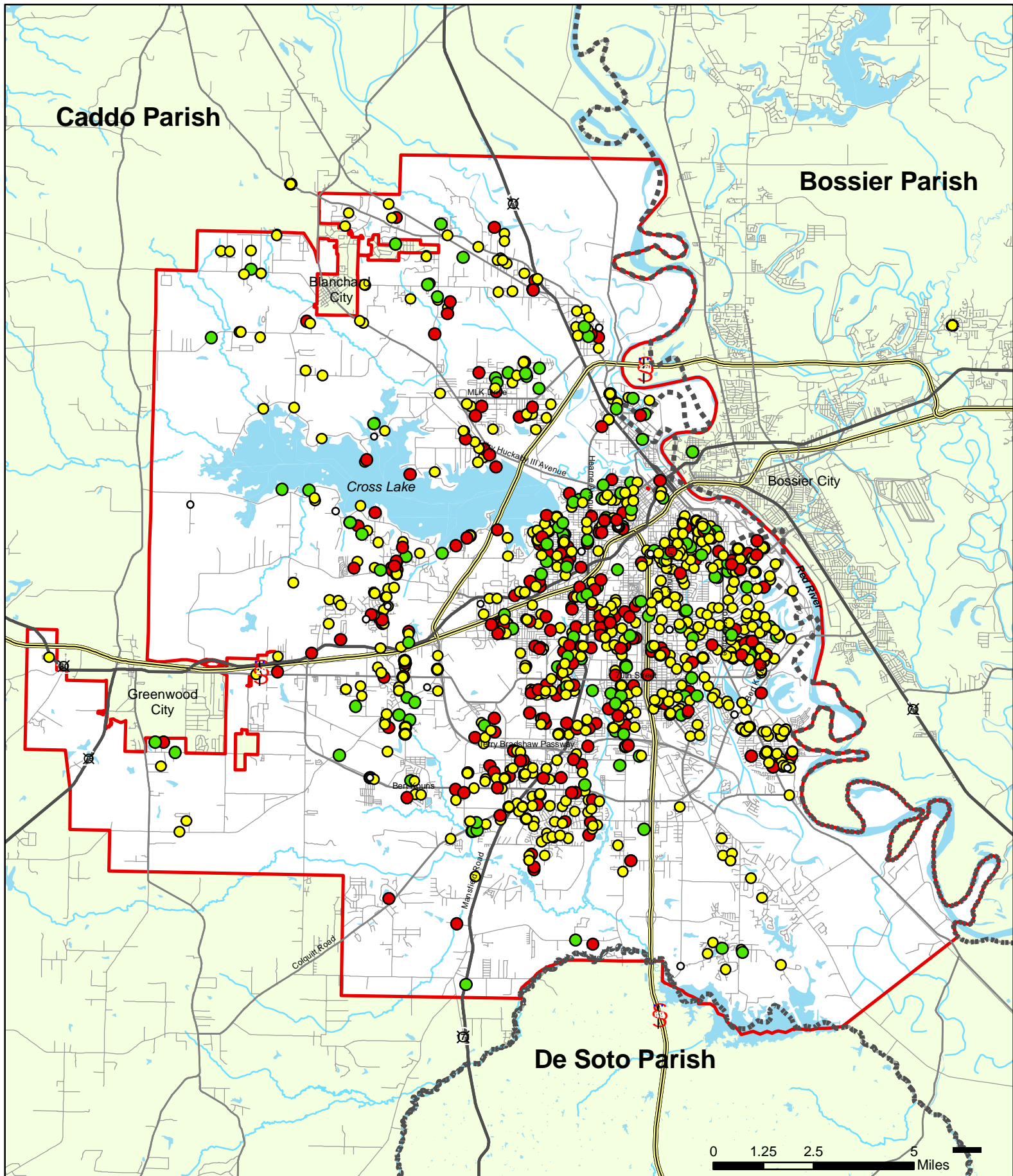
Source: Leisure Vision/ETC Institute (September 2009)

Q4. Importance of Each Reason In Respondent's Decision to Stay in or to Come to Live in the Shreveport Area

by percentage of respondents (excluding "don't know")



Source: Leisure Vision/ETC Institute (September 2009)



SURVEY QUESTION:

Do you generally think the condition of your neighborhood is getting better, worse, or staying about the same?

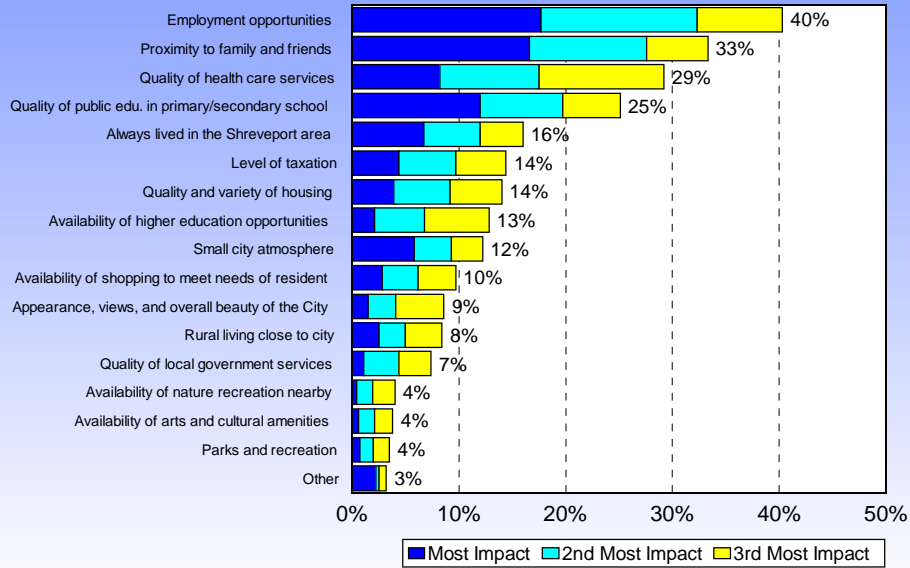
RESPONSE:

- Getting Better
- Staying About the Same
- Getting Worse
- Don't Know

SOURCE: ETC Institute 2009

Q5. THREE Items Respondent's Indicated Will Have the MOST Impact on Their Decision to Stay In Shreveport

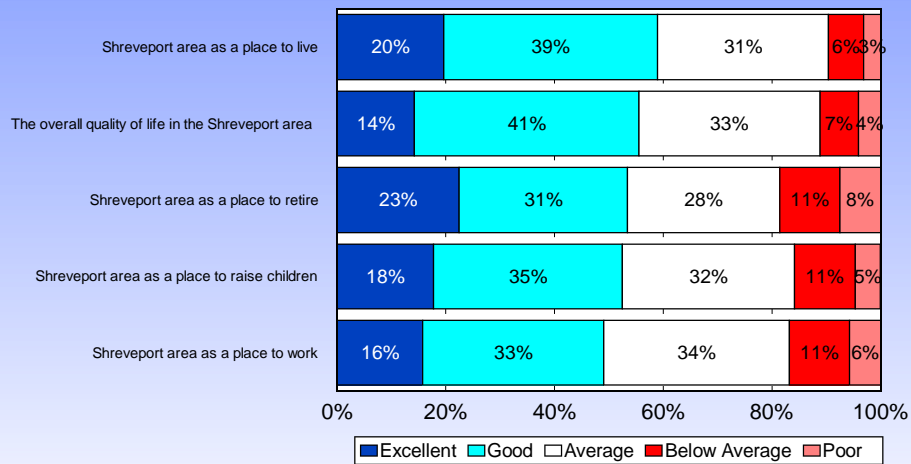
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (September 2009)

Q6. How Respondent's Rate Several Items That May Influence Their Perception of the Shreveport Area

by percentage of respondents (excluding "don't know")

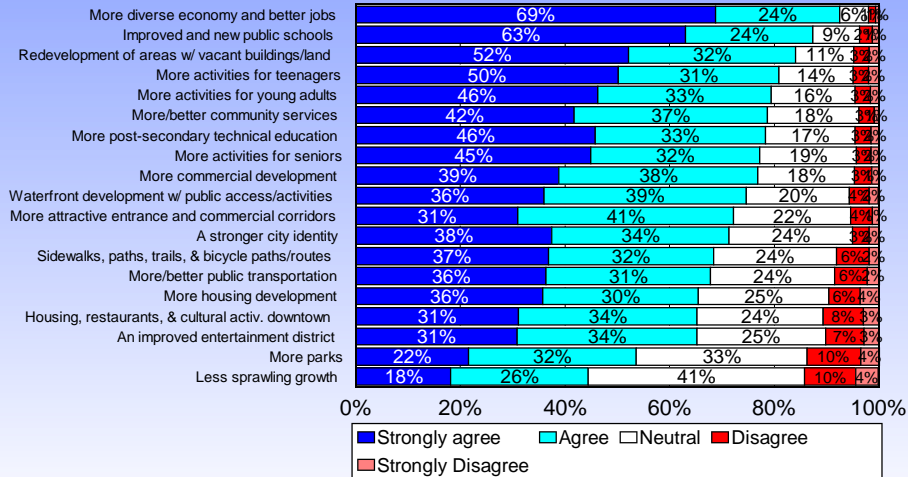


Source: Leisure Vision/ETC Institute (September 2009)

Q7. Respondent's Level of Agreement With Several Statements About the Future of the Shreveport Area

by percentage of respondents (excluding "don't know")

The Shreveport Future Should Include the Following:

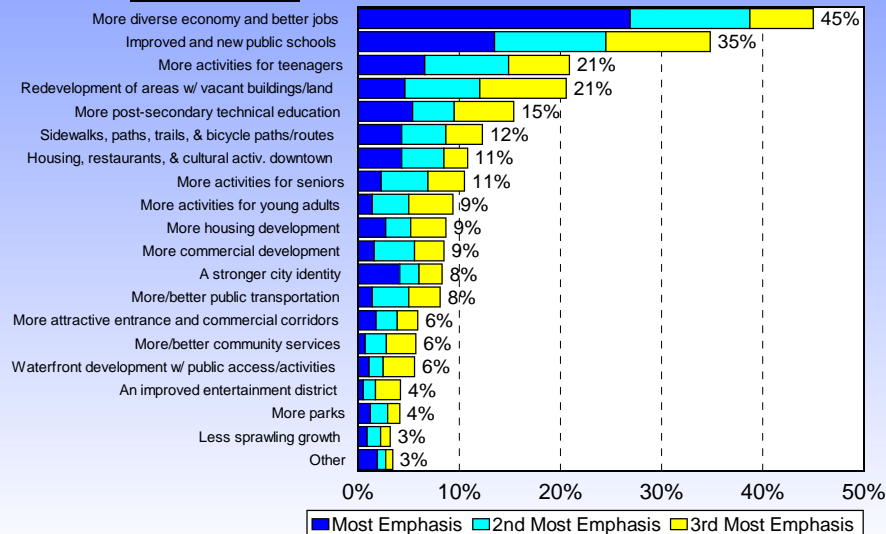


Source: Leisure Vision/ETC Institute (September 2009)

Q8. THREE Items Respondents Think Should Receive the Most Emphasis From Local Leaders

by percentage of respondents who selected the item as one of their top three choices

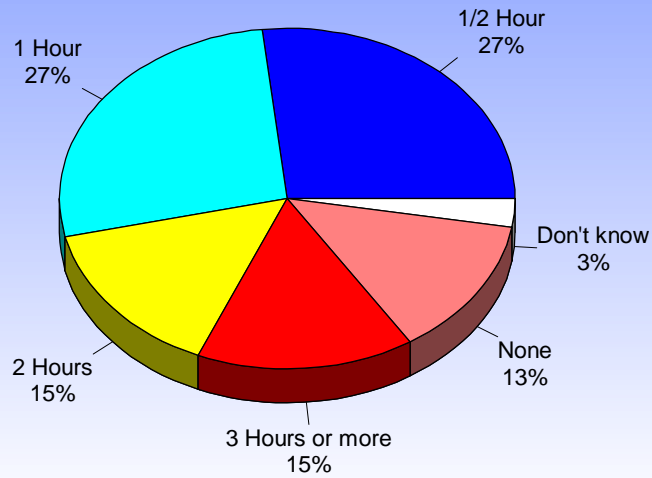
The Shreveport Future Should Include the Following:



Source: Leisure Vision/ETC Institute (September 2009)

**Q11. NOT Including Your Commute To and From Work,
Approximately How Many Hours Per Day Do You Spend Driving
(WEEKDAYS)**

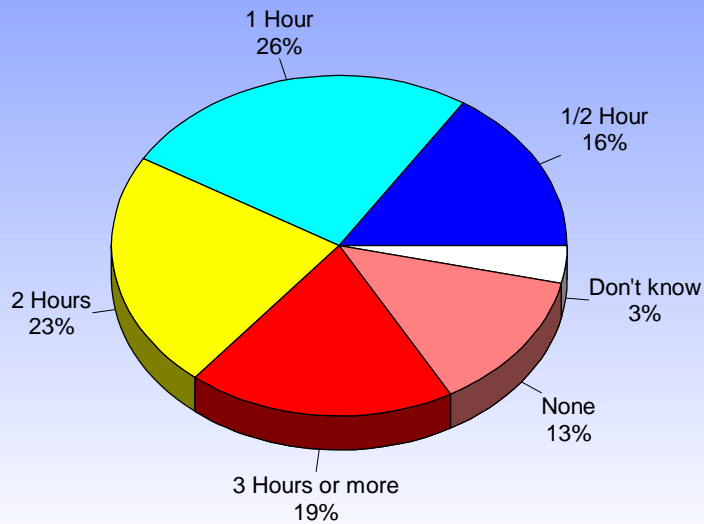
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

**Q11. NOT Including Your Commute To and From Work,
Approximately How Many Hours Per Day Do You Spend Driving
(WEEKENDS)**

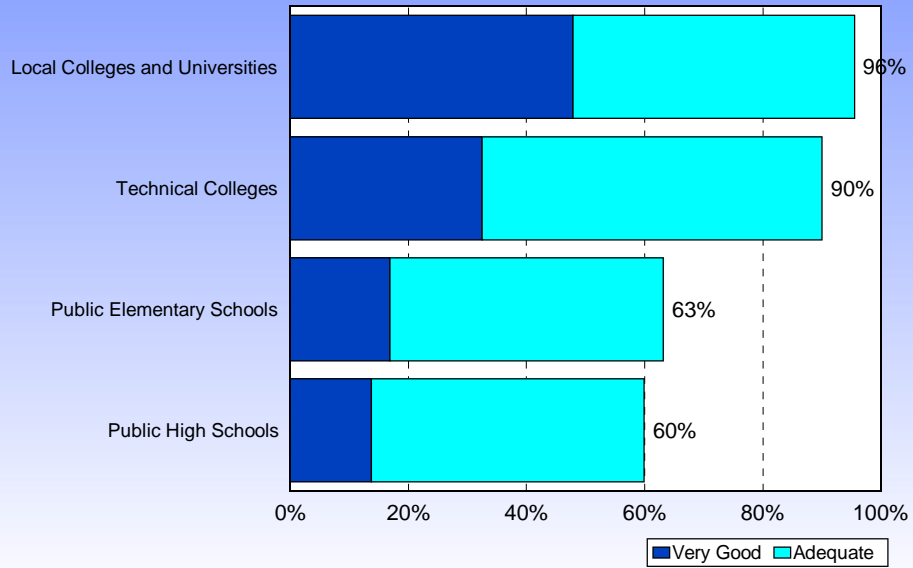
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q12. How Respondent's Would Rate the Overall Performance of the Public Education System

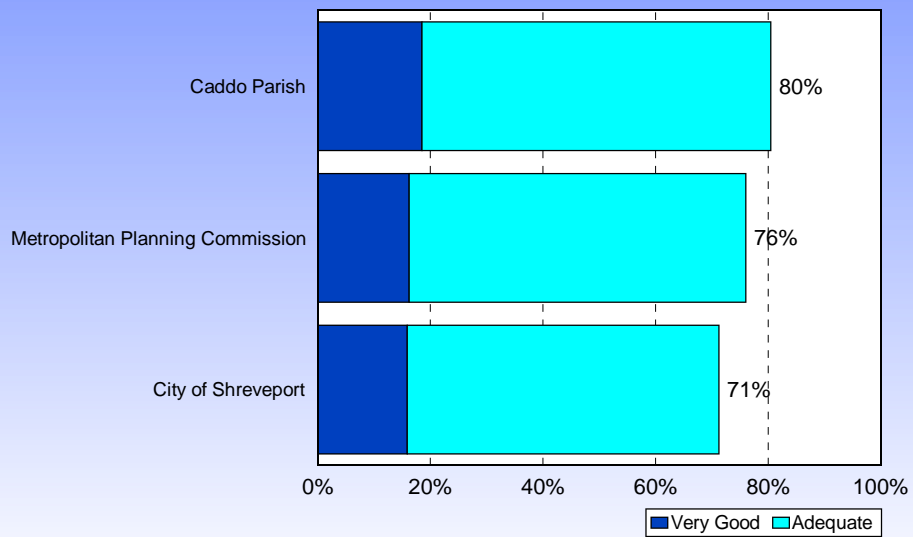
by percentage of respondents who selected the item as either "very good" or "adequate"



Source: Leisure Vision/ETC Institute (September 2009)

Q13. How Respondent's Would Rate the Overall Performance of Local Government

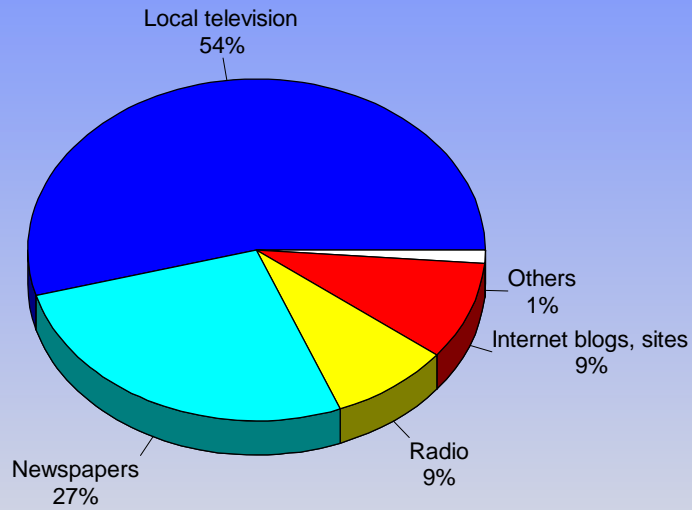
by percentage of respondents who selected the item as either "very good" or "adequate"



Source: Leisure Vision/ETC Institute (September 2009)

Q14. Respondent's Primary Source of Local News

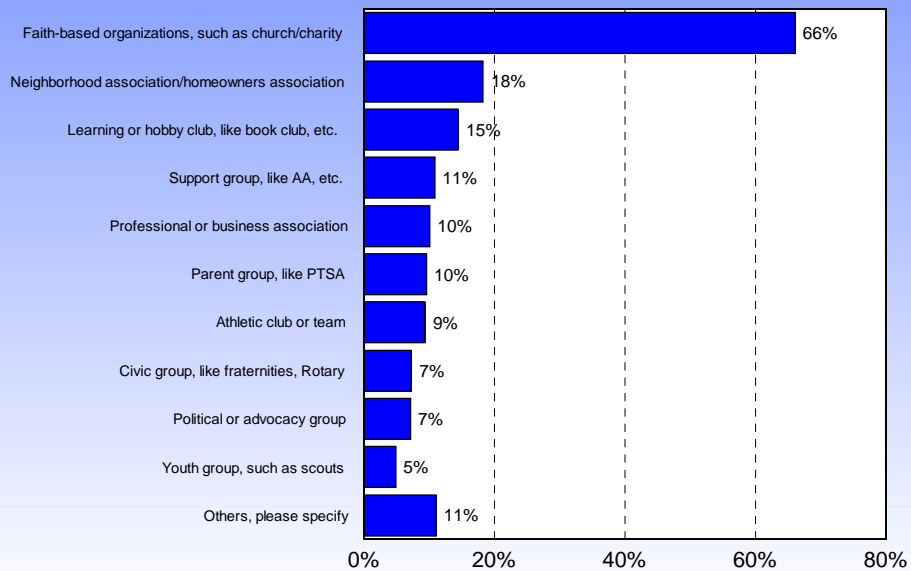
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q15. Associations Respondent's Participate In on a Regular Basis (As Part of Their Work or Personal Activities)

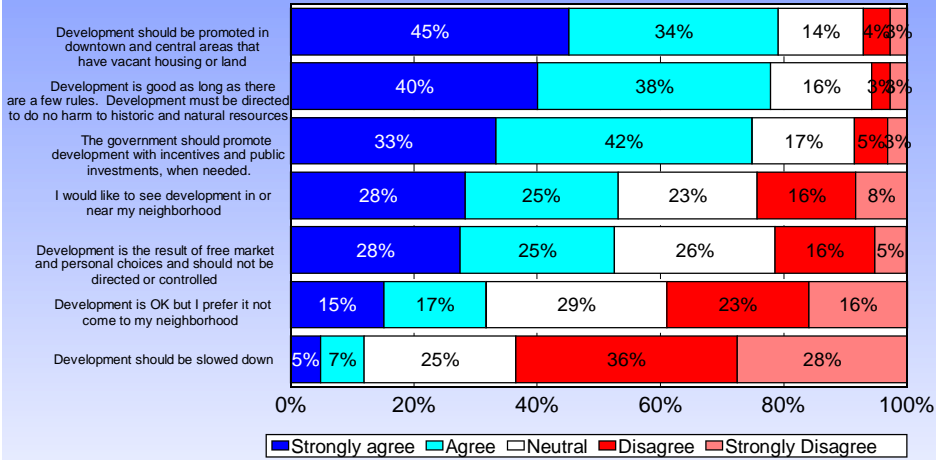
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2009)

Q16. Respondent's Opinion About Development (New or Redeveloped Residential, Commercial or Industrial Areas) In the Shreveport Planning Area Now and In the Future

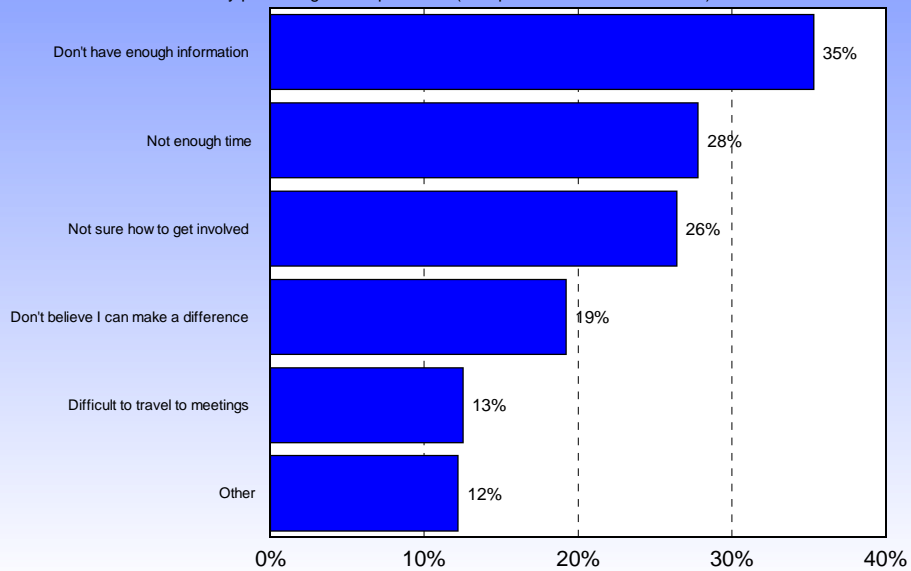
by percentage of respondents (excluding "don't know")



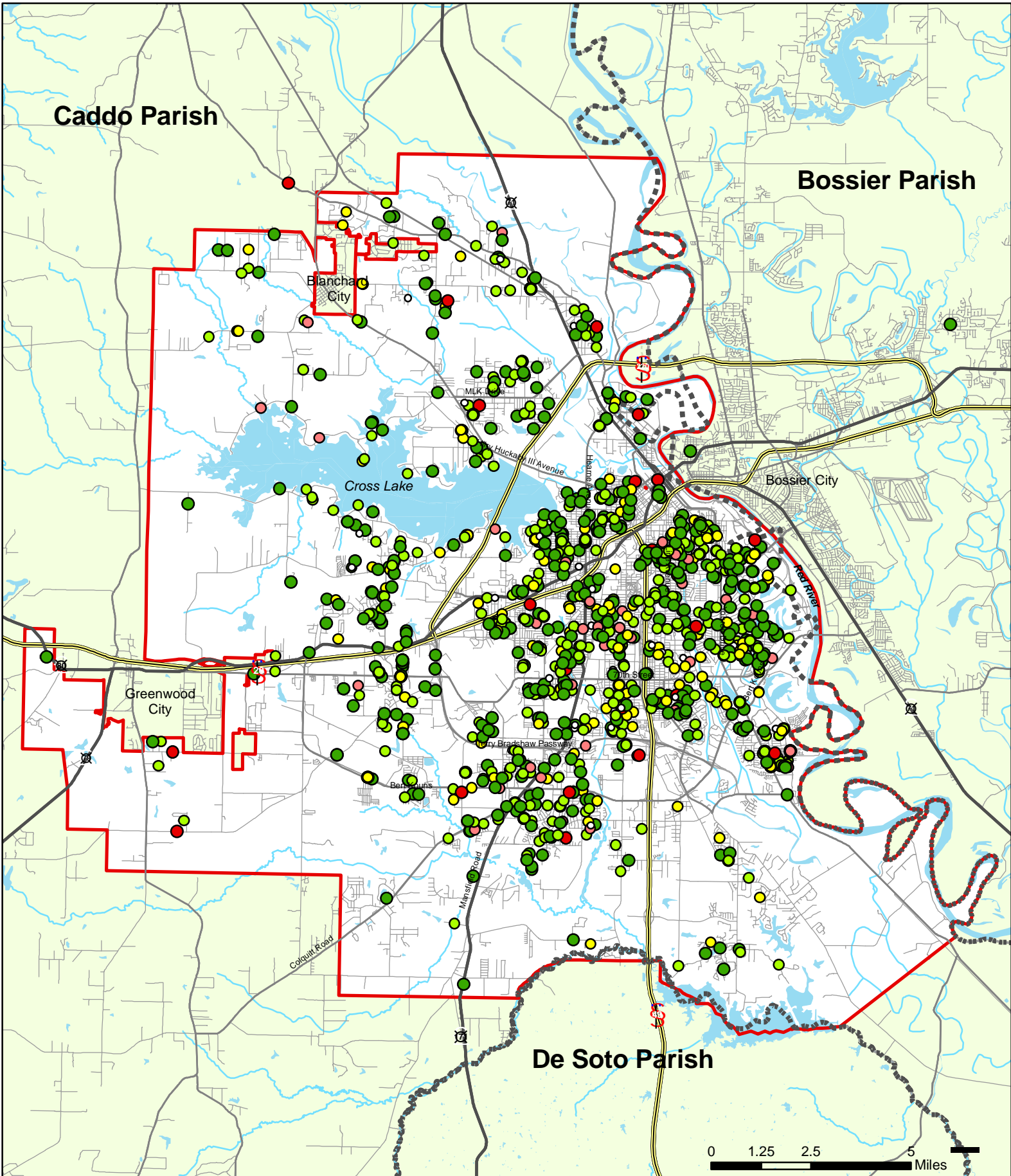
Source: Leisure Vision/ETC Institute (September 2009)

Q17. Whether Any of the Following Things Make it Difficult For Respondent To Be Able to Participate In Public Discussions About the Future of Shreveport

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2009)

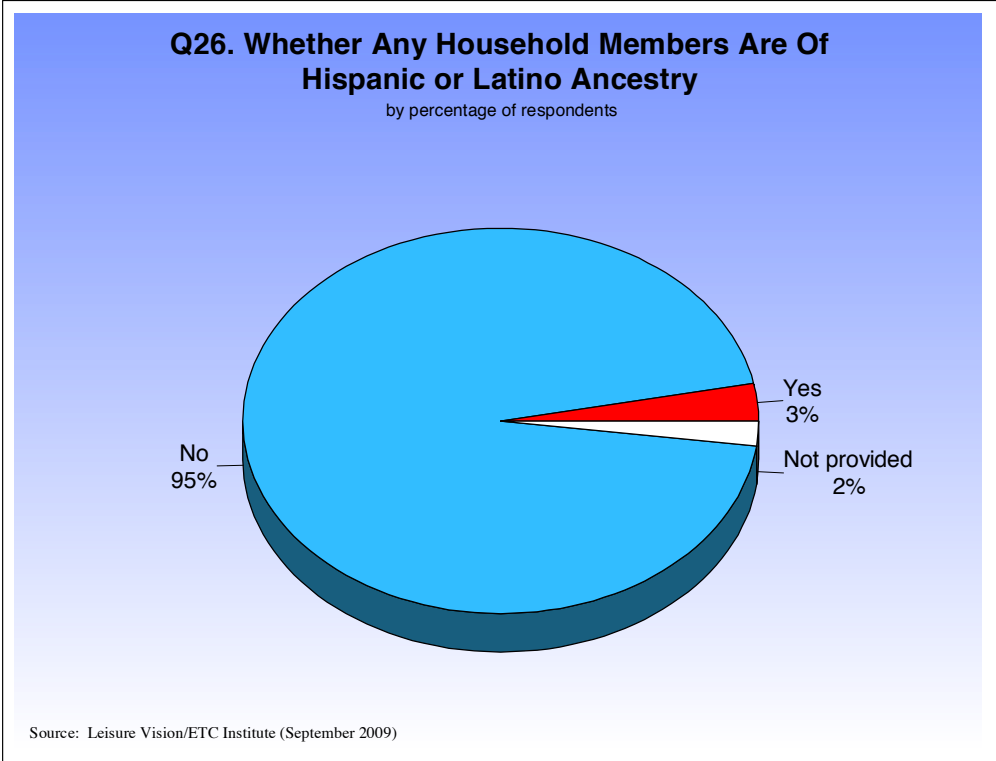
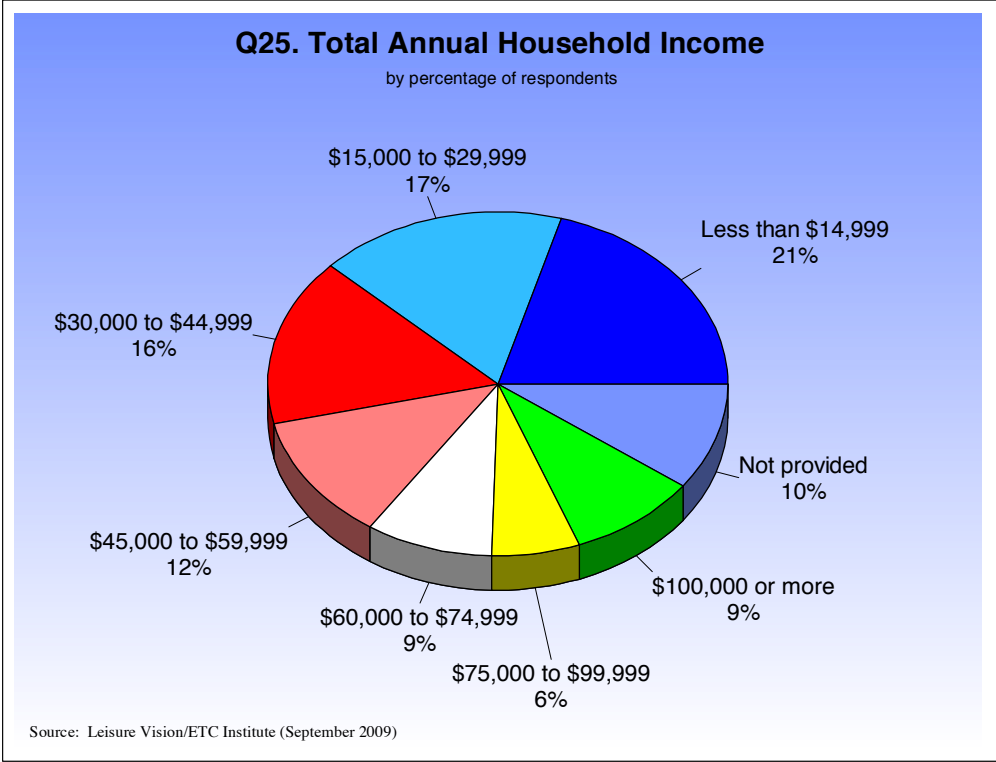


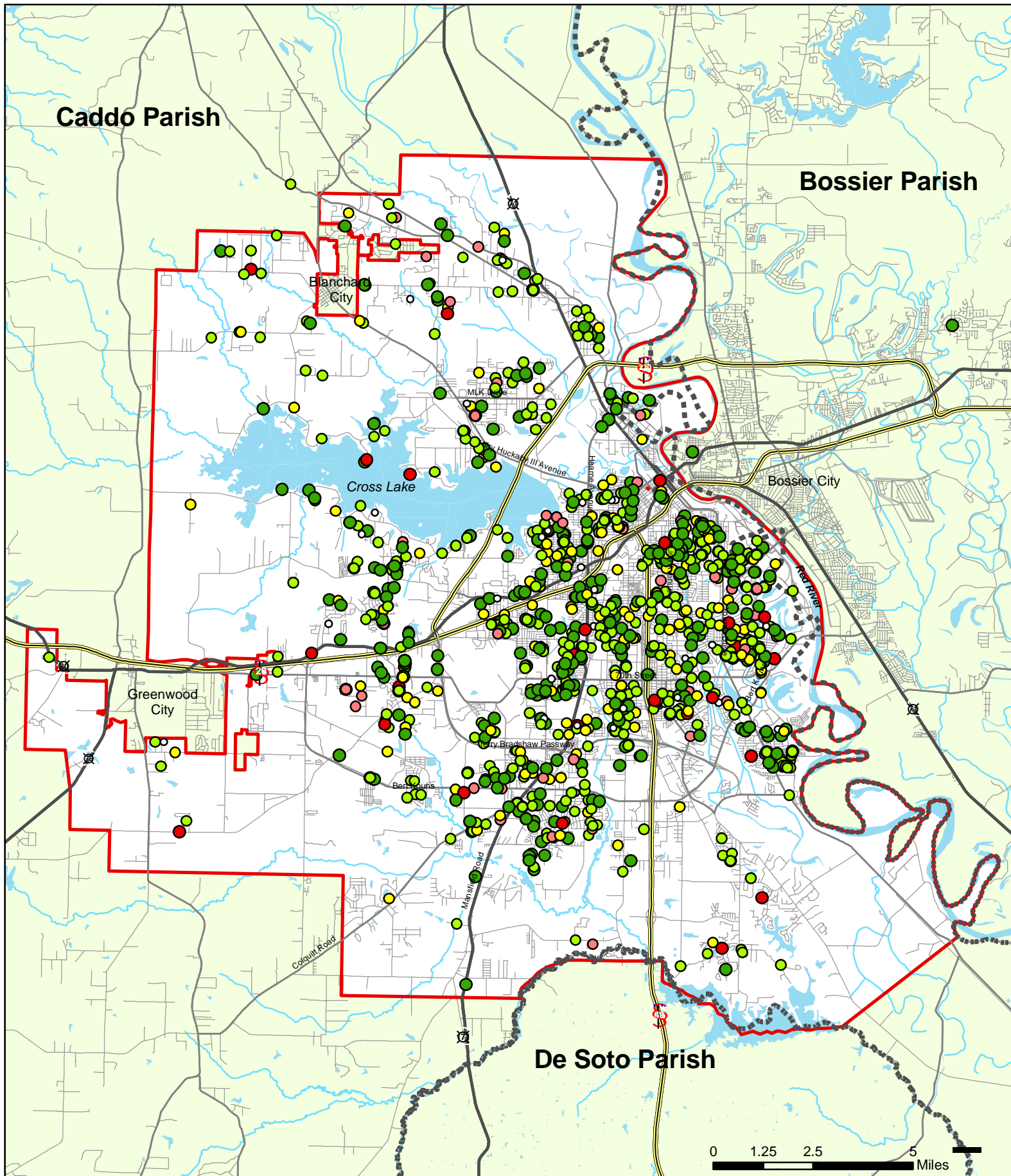
SOURCE: ETC Institute 2009

SURVEY STATEMENT:
 Development should be promoted in
 downtown and central areas that
 have vacant housing or land.

- RESPONSE:**
- Strongly Agree
 - Disagree
 - Agree
 - Strongly Disagree
 - Neutral
 - No Response

Q24. See map on page 2 for location of survey respondents throughout the study area.





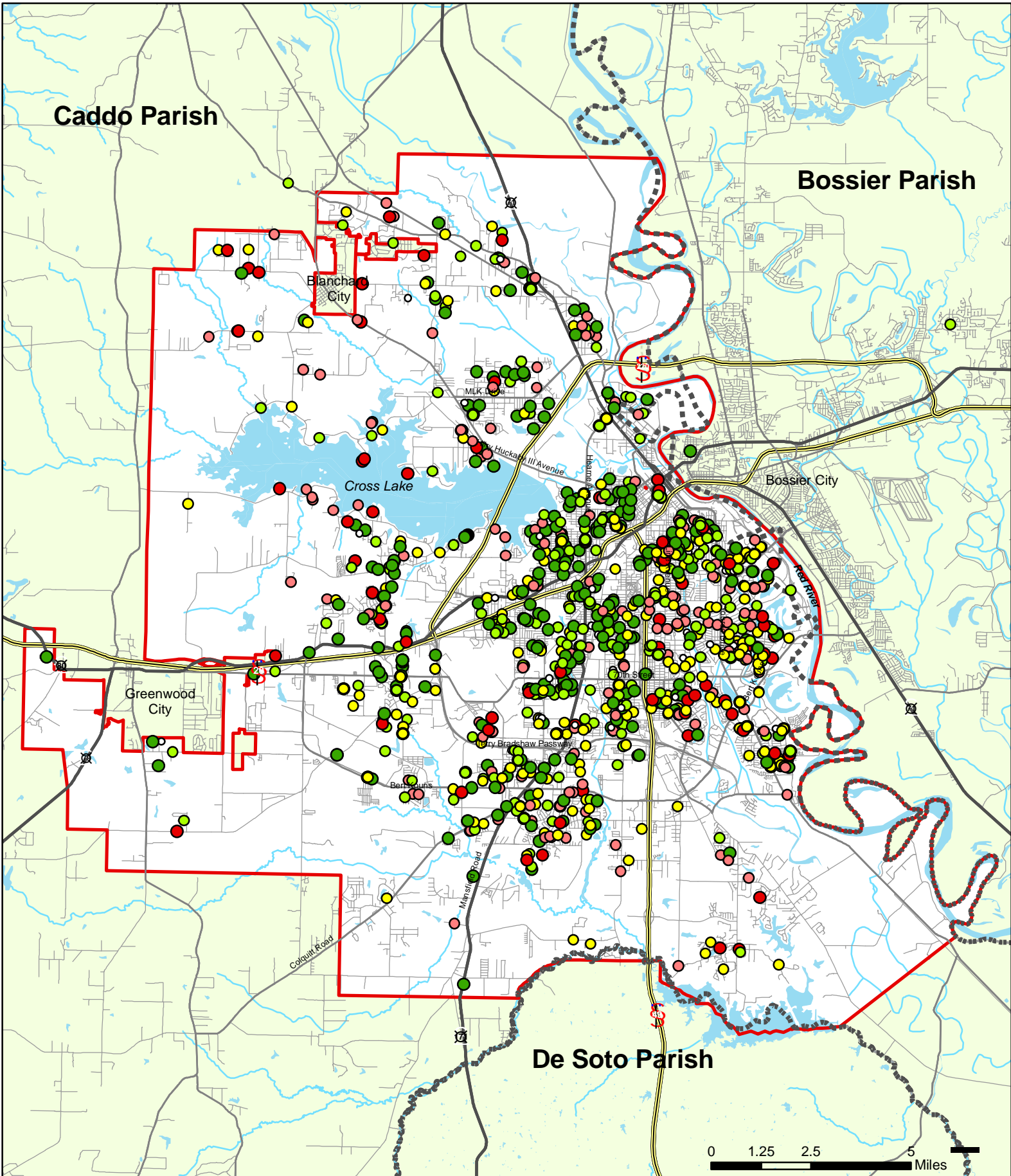
SOURCE: ETC Institute 2009

SURVEY STATEMENT:

The government should promote development with incentives and public investments, when needed.

RESPONSE:

- Strongly Agree
 - Agree
 - Neutral
- Disagree
 - Strongly Disagree
 - No Response

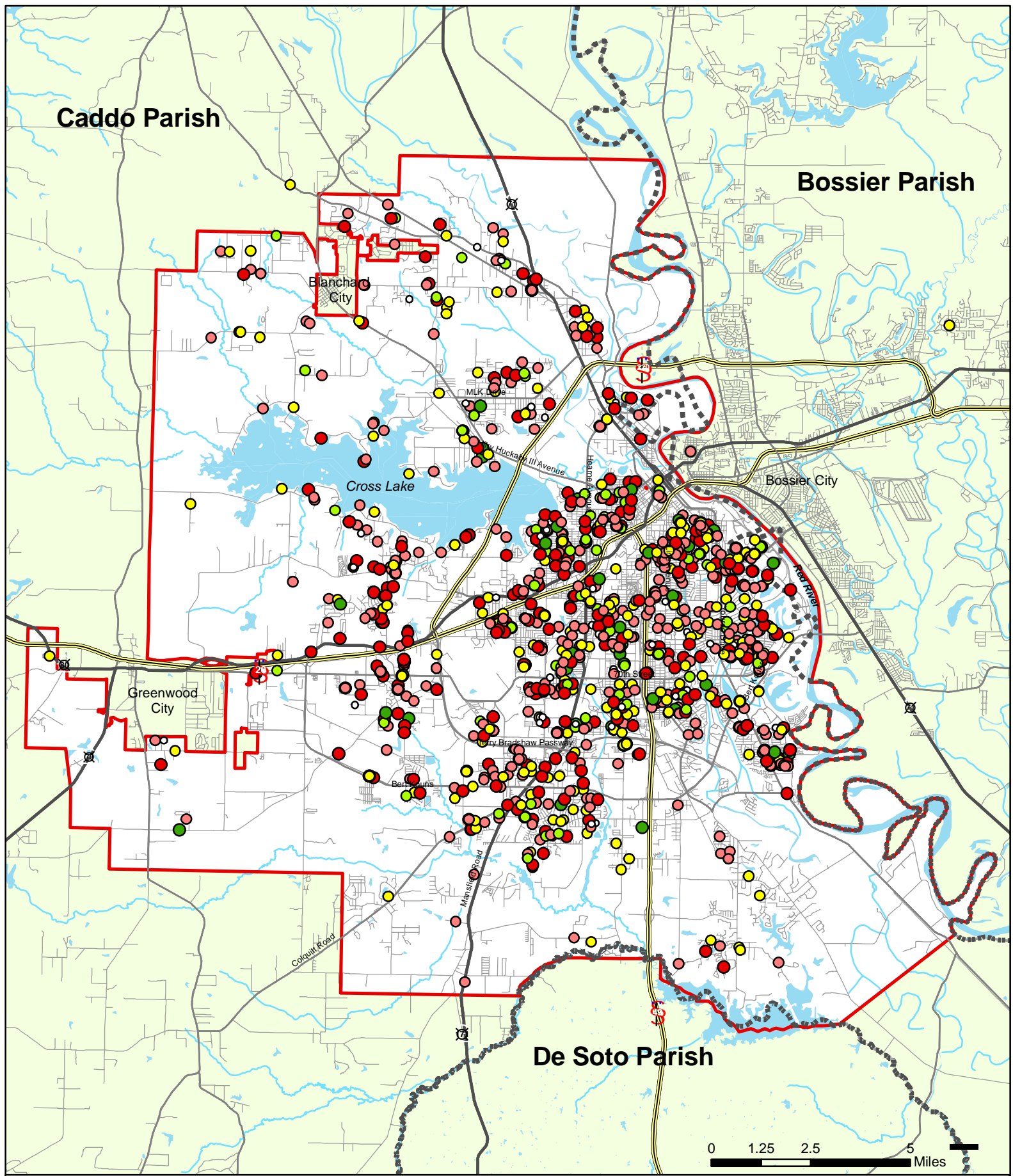


SURVEY STATEMENT:

I would like to see development in or near my neighborhood.

RESPONSE:

- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree
- No Response



SOURCE: ETC Institute 2009

SURVEY STATEMENT:

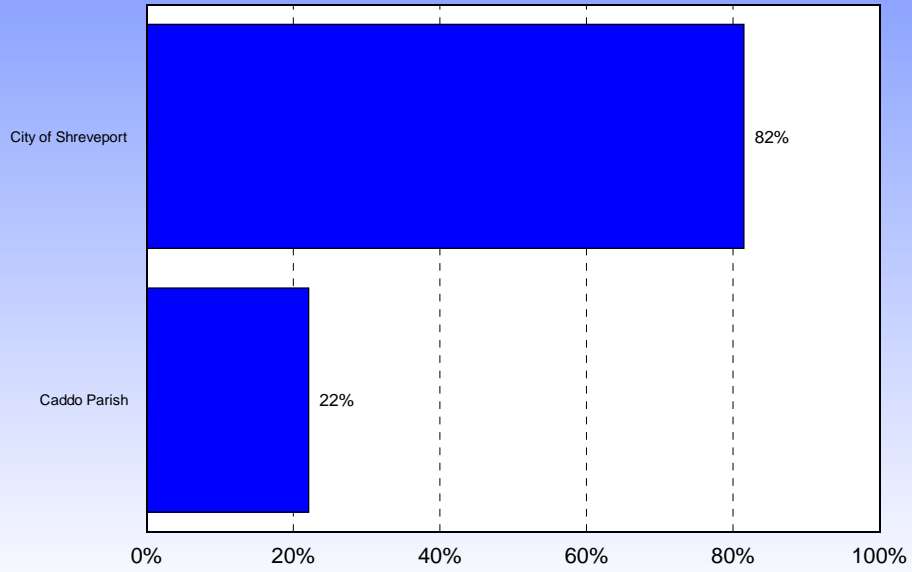
Development should be slowed down.

RESPONSE:

- Strongly Agree
 - Agree
 - Neutral
- Disagree
 - Strongly Disagree
 - No Response

Q18. Where Respondent Lives

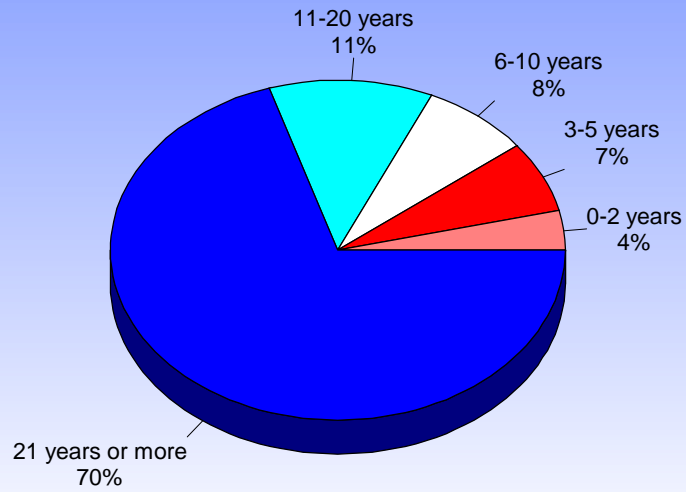
by percentage of respondents (some respondents gave both responses)



Source: Leisure Vision/ETC Institute (September 2009)

Q19. How Long Respondent Has Lived in the Shreveport Area

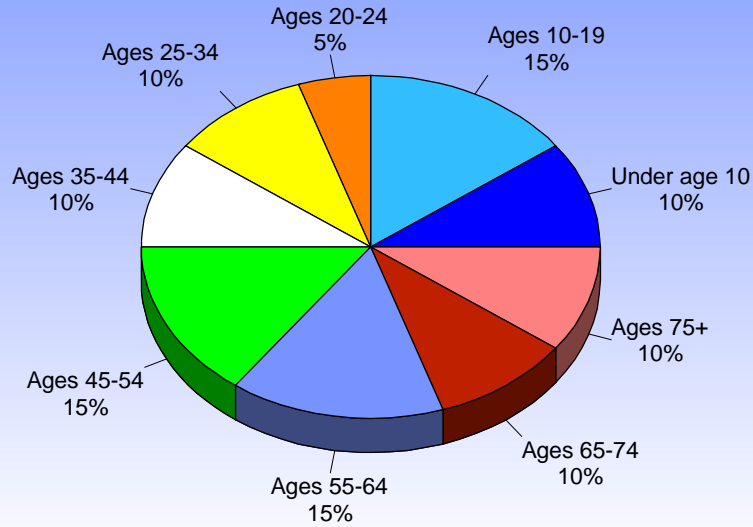
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q20. Amount of People Living in Respondent's Household In Each of the Following Age Groups

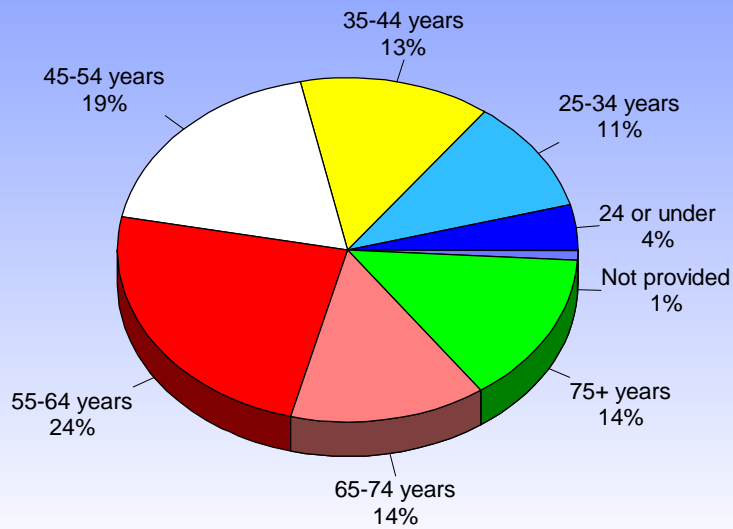
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q21. Age of Respondent

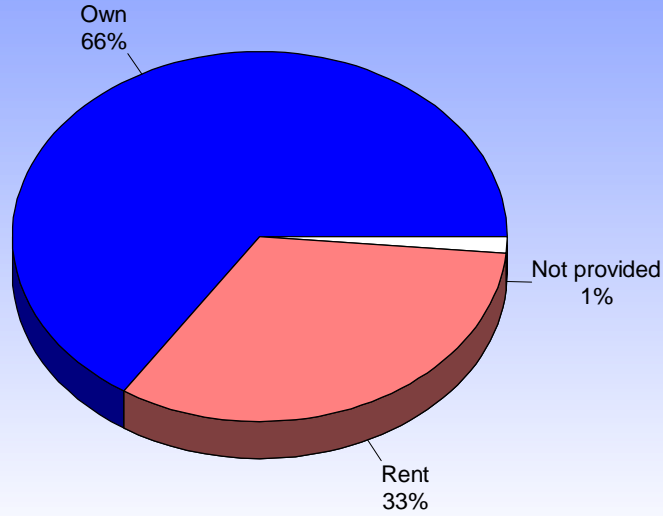
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q22. Whether Respondent Owns or Rents Their Home

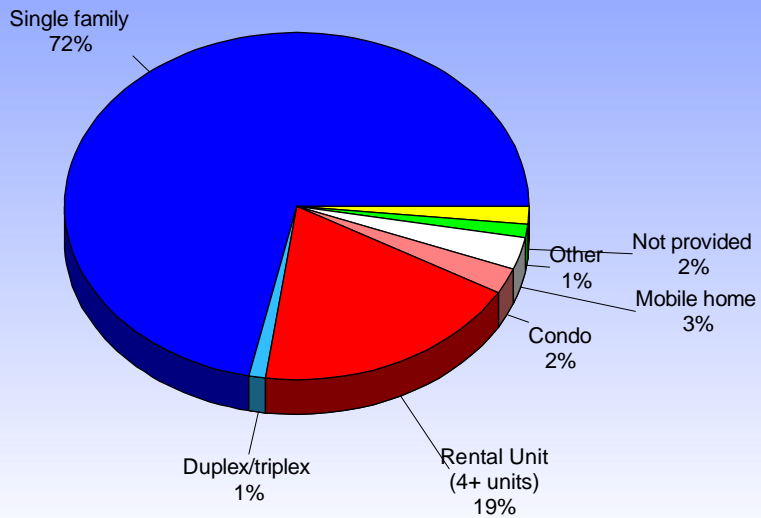
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q23. Which Best Describes Respondent's Home

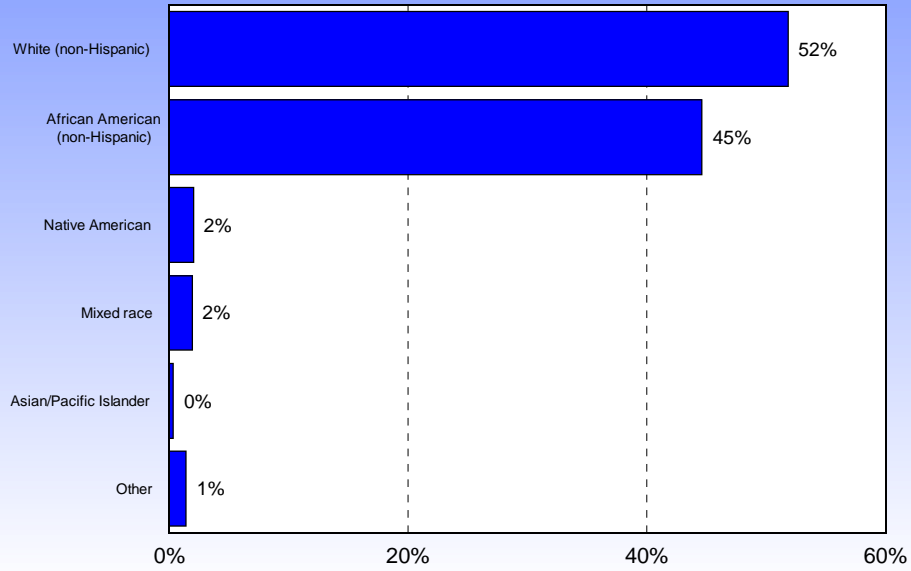
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q27. Respondent's Race

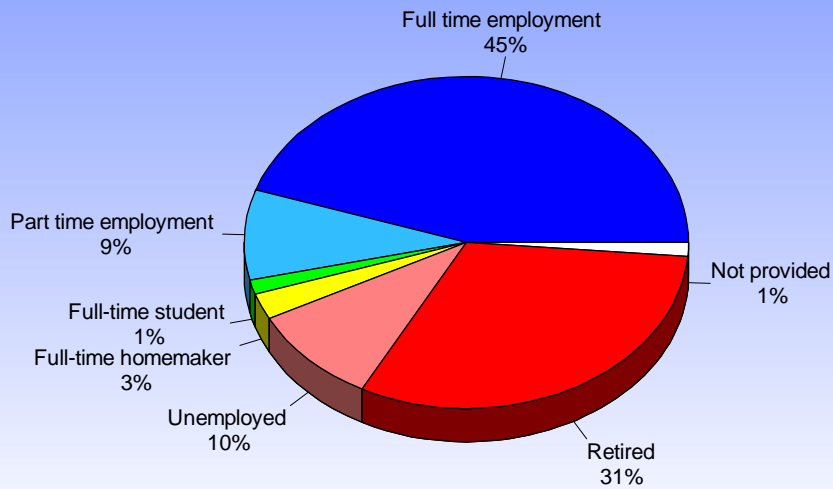
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2009)

Q28. Respondent's Current Employment Status

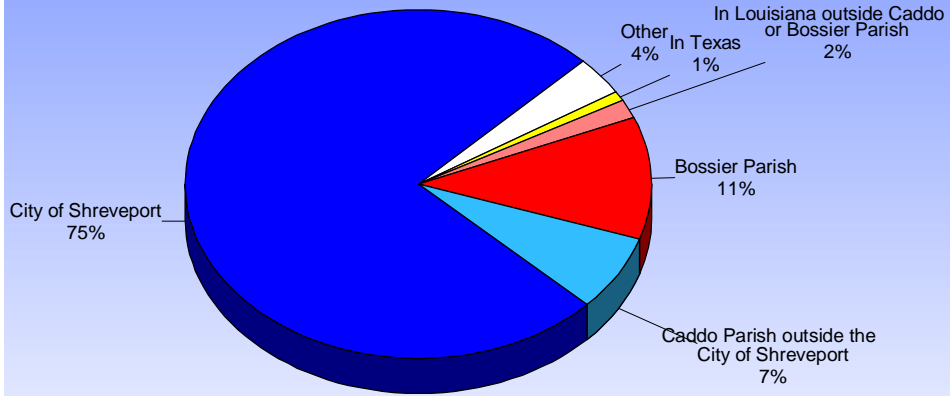
by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Q29. Respondent's Place of Employment

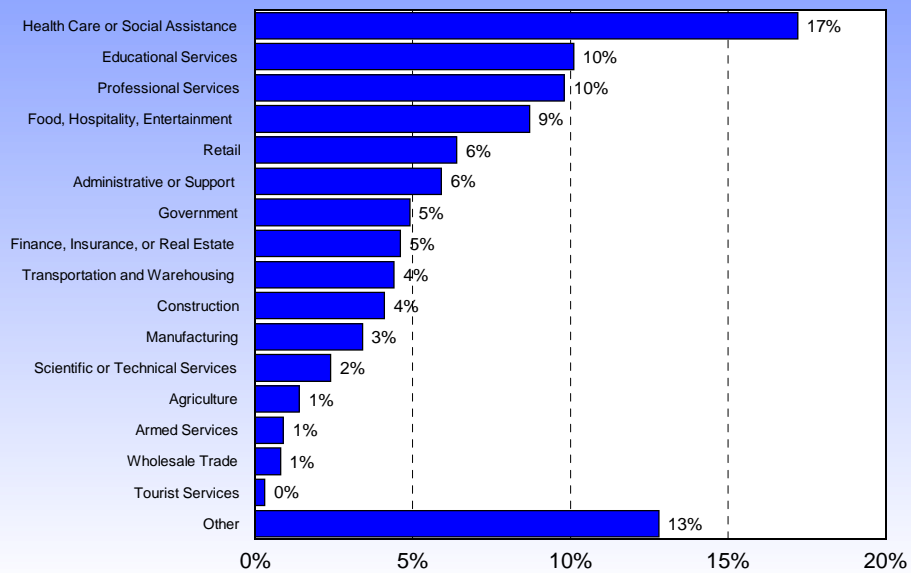
by percentage of respondents who are currently employed



Source: Leisure Vision/ETC Institute (September 2009)

Q30. Which of the Following Best Fits the Type of Work Respondent Does?

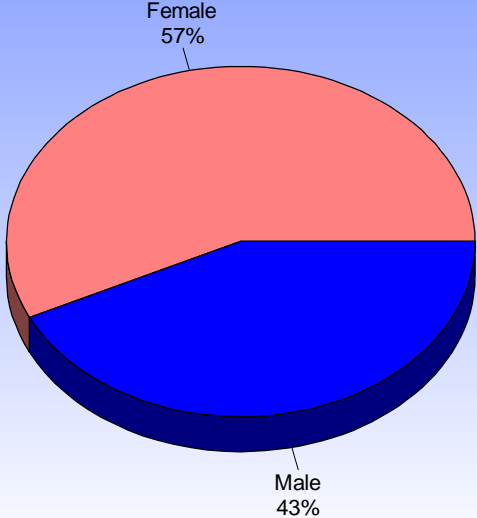
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (September 2009)

Q31. Gender of Respondent

by percentage of respondents



Source: Leisure Vision/ETC Institute (September 2009)

Shreveport Area Community Survey

Thank you for taking the time to complete this important survey. Please circle the response that most closely matches your opinion. **YOUR RESPONSES ARE CONFIDENTIAL.** When you are finished, please return your survey in the postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

1. For each of the following issues, please rate whether you feel the issue is very important, somewhat important, not sure or not important to the future of the Shreveport area by circling the number to the right of each issue

Issues	Very Important	Somewhat Important	Not Sure	Not Important
A. Improving neighborhood quality of life	1	2	3	4
B. Adequate water supply and good water quality	1	2	3	4
C. Diversified industries and job growth	1	2	3	4
D. Preserving historic buildings and traditional neighborhoods	1	2	3	4
E. Transportation alternatives to the car	1	2	3	4
F. Revitalization of central city neighborhoods	1	2	3	4
G. Population growth	1	2	3	4
H. Downtown revitalization	1	2	3	4
I. Improving function and appearance of commercial areas	1	2	3	4
J. Reducing crime	1	2	3	4
K. Quality housing for all income groups	1	2	3	4
L. Improving public schools	1	2	3	4
M. Retaining young people and recent graduates	1	2	3	4
N. Maintaining parks, recreation, and open space	1	2	3	4
O. Ease of getting around by car	1	2	3	4
P. Level of taxes	1	2	3	4
Q. Small city atmosphere	1	2	3	4
R. Availability of arts and cultural opportunities	1	2	3	4
S. Access to excellent health care	1	2	3	4
T. Other: _____				

2. Which four of the issues from the list in Question #1 do you feel are most important for the Shreveport area to improve? [Using the letters above in Question #1, please write in the letters below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

3. Do you generally think the condition of your neighborhood is getting better, worse, or staying about the same?

- (1) Getting better (3) Getting worse
 (2) Staying about the same (4) Don't know

4. Using a scale of "1 to 5" where "1" is Extremely Important and "5" is Not Important," please indicate how important each of the following reasons were in your decision to stay in or to come to live in the Shreveport area ?

Reason	Extremely Important	Very Important	Important	Less Important	Not Important
A. Small city atmosphere	1	2	3	4	5
B. Availability of shopping to meet the needs of local residents	1	2	3	4	5
C. Quality of public education in primary and secondary schools	1	2	3	4	5
D. Quality and variety of housing	1	2	3	4	5
E. Level of taxation	1	2	3	4	5
F. Employment opportunities	1	2	3	4	5
G. Availability of arts and cultural amenities	1	2	3	4	5
H. Quality of local government services	1	2	3	4	5
I. Parks and recreation	1	2	3	4	5
J. Appearance, views, and overall beauty of the City	1	2	3	4	5
K. Proximity to family and friends	1	2	3	4	5
L. Availability of higher education (university/college) opportunities	1	2	3	4	5
M. Availability of nature recreation nearby	1	2	3	4	5
N. Always lived in the Shreveport area	1	2	3	4	5
O. Quality of health care services	1	2	3	4	5
P. Rural living close to city	1	2	3	4	5
Q. Other: _____	1	2	3	4	5

5. Which three of the items listed above in Question 4 will have the MOST impact on your decision to stay in Shreveport? [Using the letters above in Question #4, please write in the letters below for your 1st, 2nd, and 3rd choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ NONE

6. Several items that may influence your perception of the Shreveport area are listed below. Using a scale of 5 to 1, where “5” means Excellent and “1” means Poor, please rate the following.

How Would You Rate.....	Excellent	Good	Average	Below Average	Poor	Don't know
A. Shreveport area as a place to live	5	4	3	2	1	9
B. Shreveport area as a place to raise children	5	4	3	2	1	9
C. Shreveport area as a place to retire	5	4	3	2	1	9
D. Shreveport area as a place to work	5	4	3	2	1	9
E. The overall quality of life in the Shreveport area	5	4	3	2	1	9

7. Several statements about the future of the Shreveport area are listed below. Using a scale from "1" to "5" where "1" means "Strongly AGREE" and "5" means "Strongly DISAGREE," please indicate your level of agreement with the following:

The Shreveport Future Should Include the Following:	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. A stronger city identity	1	2	3	4	5
B. More attractive entrance and commercial corridors	1	2	3	4	5
C. More parks	1	2	3	4	5
D. More sidewalks, walking paths, trails, and bicycle paths and routes	1	2	3	4	5
E. More housing, restaurants, and cultural activities downtown	1	2	3	4	5
F. More diverse economy and better jobs	1	2	3	4	5
G. More commercial development	1	2	3	4	5
H. More/better public transportation	1	2	3	4	5
I. More activities for teenagers	1	2	3	4	5
J. More activities for seniors	1	2	3	4	5
K. More activities for young adults	1	2	3	4	5
L. Less sprawling growth	1	2	3	4	5
M. Redevelopment of areas with vacant buildings or land	1	2	3	4	5
N. Improved and new public schools	1	2	3	4	5
O. Waterfront development with public access and activities	1	2	3	4	5
P. More/better community services	1	2	3	4	5
Q. An improved entertainment district	1	2	3	4	5
R. More housing development	1	2	3	4	5
S. More post-secondary technical education (community college to graduate school)	1	2	3	4	5
T. Other: _____	1	2	3	4	5

8. Which Three of these items do you think should receive the most emphasis from local leaders?

[Using the letters from Question #7 on the previous page, please write in the letters below for your 1st, 2nd, and 3rd choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ NONE

9. What do you like best about the Shreveport Area? (Please describe)

10. What do you like least about the Shreveport Area? (Please describe)

11. Not including your commute to and from work, approximately how many hours per day do you spend driving?

Weekdays (each day-Monday, Tuesday, Wednesday, Thursday, Friday):

- | | |
|------------------|--------------------------|
| ____ (1) ½ Hour | ____ (4) 3 Hours or more |
| ____ (2) 1 Hour | ____ (5) None |
| ____ (3) 2 Hours | |

Weekends (each day-Saturday, Sunday):

- | | |
|------------------|--------------------------|
| ____ (1) ½ Hour | ____ (4) 3 Hours or more |
| ____ (2) 1 Hour | ____ (5) None |
| ____ (3) 2 Hours | |

12. How would you rate the overall performance of the public education system?

(Circle the number corresponding to your response)

Schools	Very Good	Adequate	Poor	Don't Know
A. Public Elementary Schools	1	2	3	4
B. Public High Schools	1	2	3	4
C. Technical Colleges	1	2	3	4
D. Local Colleges & Universities	1	2	3	4

13. How would you rate the overall performance of local government?

(Circle the number corresponding to your response)

Government	Very Good	Adequate	Poor	Don't Know
A. City of Shreveport	1	2	3	4
B. Caddo Parish	1	2	3	4
C. Metropolitan Planning Commission	1	2	3	4

14. What is your primary source of local news? (Select up to two)

- (1) Local television
- (2) Newspapers
- (3) Radio
- (4) Internet blogs, sites
- (5) Others, (Please specify) _____

15. What types of associations do you participate in on a regular basis?

(As part of your work or personal activities.) (Check all that apply.)

- (01) Faith-based organization, such as church or faith based charity
- (02) Youth group, such as scouts
- (03) Athletic club or team
- (04) Learning or hobby club, like book club, garden club, art group, etc.
- (05) Parent group, like PTSA
- (06) Civic group, like fraternities, Rotary
- (07) Neighborhood association or homeowners association
- (08) Professional or business association, like Chamber of Commerce
- (09) Political or advocacy group, like environmental group or election campaign
- (10) Support group, like AA, adults caring for elders, or cancer survivors
- (11) Others, please specify _____

16. What is your opinion about development (new or redeveloped residential, commercial or industrial areas) in the Shreveport planning area now and in the future? (Circle the number corresponding to your response)

Development		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A.	Development is the result of free market and personal choices and should not be directed or controlled.	1	2	3	4	5
B.	The government should promote development with incentives and public investments, when needed.	1	2	3	4	5
C.	I would like to see development in or near my neighborhood.	1	2	3	4	5
D.	Development is OK but I prefer it not come to my neighborhood.	1	2	3	4	5
E.	Development is good as long as there are a few rules. Development must be directed to do no harm to historic and natural resources.	1	2	3	4	5
F.	Development should be promoted in downtown and central areas that have vacant housing or land.	1	2	3	4	5
G.	Development should be slowed down.	1	2	3	4	5

17. Do any of the following things make it difficult for you to be able to participate in public discussions about the future of Shreveport? (Select all that apply)

- (1) Not enough time
- (2) Difficult to travel to meetings
- (3) Not sure how to get involved
- (4) Don't believe I can make a difference
- (5) Don't have enough information
- (6) Other (Please specify) _____

DEMOGRAPHICS

The following information will help us better understand the community's needs and ensure the survey reaches a diverse cross section of the population. All responses will be kept confidential.

18. Where do you live?

- (1) City of Shreveport (2) Caddo Parish

19. How long have you lived in the Shreveport area?

- (1) 0-2 years (4) 11-20 years
 (2) 3-5 years (5) 21 years or more
 (3) 6-10 years

20. How many persons living in your household (counting yourself), are in the following age groups?

- | | | |
|---------------------------------------|-------------------------------------|-------------------------------------|
| Under age 10 <input type="checkbox"/> | Ages 25-34 <input type="checkbox"/> | Ages 55-64 <input type="checkbox"/> |
| Ages 10-19 <input type="checkbox"/> | Ages 35-44 <input type="checkbox"/> | Ages 65-74 <input type="checkbox"/> |
| Ages 20-24 <input type="checkbox"/> | Ages 45-54 <input type="checkbox"/> | Ages 75+ <input type="checkbox"/> |

21. What is your age?

- | | |
|--|--|
| <input type="checkbox"/> (1) 24 or under | <input type="checkbox"/> (5) 55-64 years |
| <input type="checkbox"/> (2) 25-34 years | <input type="checkbox"/> (6) 65-74 years |
| <input type="checkbox"/> (3) 35-44 years | <input type="checkbox"/> (7) 75+ years |
| <input type="checkbox"/> (4) 45-54 years | |

22. Do you own or rent your home?

- (1) Own (2) Rent

23. Which of the following best describes your home?

- | | |
|---|---|
| <input type="checkbox"/> (1) Single family | <input type="checkbox"/> (4) Condo |
| <input type="checkbox"/> (2) Duplex/triplex | <input type="checkbox"/> (5) Mobile home |
| <input type="checkbox"/> (3) Rental Apartment (4 + units) | <input type="checkbox"/> (6) Other: _____ |

24. What is your zip code? _____

25. Including all household members, which of the following ranges includes your total annual household income?

- | | |
|---|---|
| <input type="checkbox"/> (1) Less than \$14,999 | <input type="checkbox"/> (5) \$60,000 to \$74,999 |
| <input type="checkbox"/> (2) \$15,000 to \$29,999 | <input type="checkbox"/> (6) \$75,000 to \$99,999 |
| <input type="checkbox"/> (3) \$30,000 to \$44,999 | <input type="checkbox"/> (7) \$100,000 or more |
| <input type="checkbox"/> (4) \$45,000 to \$59,999 | |

26. Are you or other members of your household of Hispanic or Latino ancestry?

- (1) Yes (2) No

27. Which of the following best describes your race:

- | | |
|--|---|
| <input type="checkbox"/> (1) African-American (non-Hispanic) | <input type="checkbox"/> (4) Asian/Pacific Islander |
| <input type="checkbox"/> (2) White (non-Hispanic) | <input type="checkbox"/> (5) Mixed race |
| <input type="checkbox"/> (3) Native American | <input type="checkbox"/> (6) Other _____ |

28. What is your current employment status?

- (1) Full time employment
- (2) Part time employment
- (3) Full-time student [skip to q31]
- (4) Full-time homemaker [skip to q31]
- (5) Unemployed [skip to q31]
- (6) Retired [skip to q31]

29. Where do you work? (if employed)

- (1) City of Shreveport
- (2) Caddo Parish outside the City of Shreveport
- (3) Bossier Parish
- (4) In Louisiana outside Caddo or Bossier Parish
- (5) In Arkansas
- (6) In Texas
- (7) Other (Please specify)-----

30. Which of the following best fits the type of work you do?

- | | |
|--|--|
| <input type="checkbox"/> (01) Agriculture | <input type="checkbox"/> (10) Finance, Insurance, or Real Estate |
| <input type="checkbox"/> (02) Administrative or Support | <input type="checkbox"/> (11) Professional Services |
| <input type="checkbox"/> (03) Construction | <input type="checkbox"/> (12) Scientific or Technical Services |
| <input type="checkbox"/> (04) Manufacturing | <input type="checkbox"/> (13) Educational Services |
| <input type="checkbox"/> (05) Wholesale Trade | <input type="checkbox"/> (14) Health Care or Social Assistance |
| <input type="checkbox"/> (06) Food, Hospitality, Entertainment | <input type="checkbox"/> (15) Government |
| <input type="checkbox"/> (07) Retail | <input type="checkbox"/> (16) Armed Services |
| <input type="checkbox"/> (08) Tourist Services | <input type="checkbox"/> (17) Other, please specify below: |
| <input type="checkbox"/> (09) Transportation and Warehousing | _____ |

31. What is your gender?

- (1) Female
- (2) Male

If you would like to be involved in public discussions about the future of the Shreveport area, please provide your email address or telephone number: _____

The Shreveport Metropolitan Planning Commission of Caddo Parish Thanks You for Your Time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain Completely Confidential.
The address information on the sticker to the right will
ONLY be used to help identify areas with special interests.