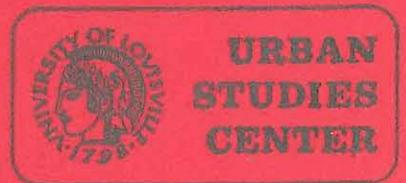
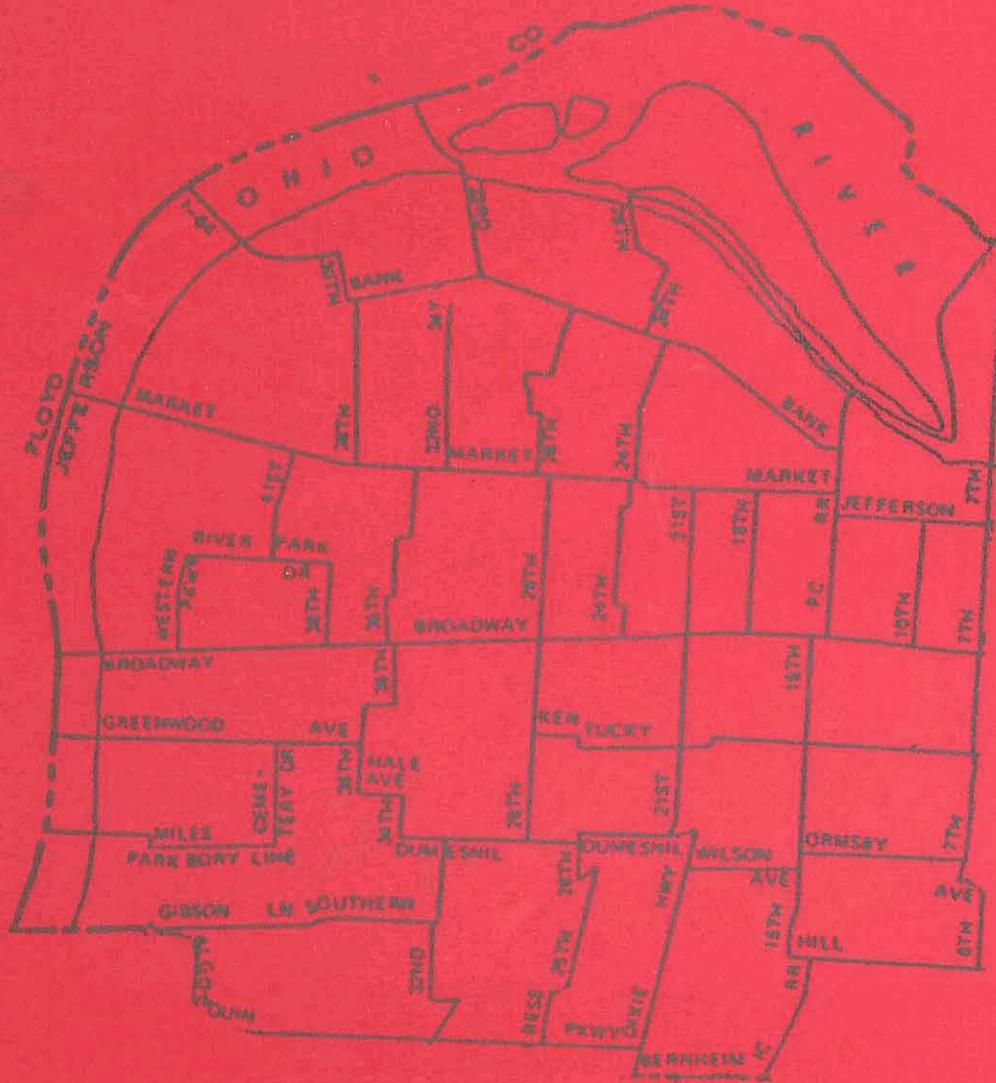


West Louisville Economic Development Research



September, 1982

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West Louisville Economic Development Research

A Report on Research

Conducted by the

Urban Studies Center

on Behalf of the

Kentucky Commerce Cabinet

and the

West Louisville Economic Development Task Force

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September, 1982

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The interest in and request for this research by the West Louisville Economic Development Task Force provided its basic thrust and direction. Mr. Carey Anderson, Jr. of Anderson and Associates Architects and the Task Force, provided guidance at critical stages of this project.

Several members of the Urban Studies Center spent long hours accomplishing this research. Ms. Celia Rowan, Research Associate on the project and Ms. Sharron Hermanson, Director of Field Work, were responsible for many day-to-day operations. While others are too numerous to mention individually, their dedication to their tasks enabled this project to be completed in less than three months.

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Background

In recognition of the need and potential for redevelopment of West Louisville, Governor John Y. Brown, Jr. appointed the West Louisville Economic Development Task Force, with the charge to design redevelopment strategies for the area. In December of 1981, the West Louisville Economic Development Task Force reported back to the Governor on its deliberations and findings. Because of the seminal nature of that report, it is appropriate to repeat its message.

"A blighted area of a city at once reveals the result of two failed promises. The first is the promise of what the neighborhood or section of town offered in its former years of glory. Second is the unfulfilled promise to future generations of benefitting from a positive, growing environment.

Certain areas of the western section of Louisville, Kentucky, presently face the crux of these dual broken promises. A once vital and growing part of the city has slipped into partial decay. Some of its once thriving industries are now silent, once prestigious homes have suffered from time and lack of attention, and a once expanding economic base has halted and reversed from decline and inflation.

However, western Louisville is not necessarily doomed to further decline. The creative and productive energies that once made West Louisville an industrial and residential hub of the city are coming back to life and reasserting themselves. An excellent road, rail, and waterway network is in place, enhanced by new expressways. The facilities, real estate, and utilities that once supported former industrial operations are still present. The homes that housed former industrial workers remain--perhaps older, but still of quality construction by today's standards.

And most importantly, many people remain--a productive and vital force in West Louisville."

While the Task Force's recommendations are too detailed to quote at length here, they included the primary recommendation of the establishment of a new and an expanded industry in West Louisville, and nine secondary recommendations. Included among the latter was the recommendation that the Task Force on West Louisville Economic Development be established as a permanent quasi-governmental agency. It is in this capacity that the Task Force has continued to operate.

Scope of Work

In March of 1982, representatives of the Task Force and of the Kentucky Commerce Department requested the help of the Urban Studies Center. Task Force representatives and research associates of the Center met to discuss the Task Force's needs for data and research to support the further development of planned strategies for improving economic conditions in West Louisville. In response to these requests, an outline of potential research designed to meet the Task Force's needs was prepared by the Urban Studies Center. From this

initial list of ten interrelated research topics, six items were selected for immediate implementation. On July 7, 1982 the Center entered into a memorandum of agreement with the Kentucky Commerce Department to prepare:

- I. A demographic profile of the people of West Louisville
- II. A household survey to assess residents desires and priorities for economic development
- III. Surveys of businesses located in West Louisville as well as outside to assess attitudes toward development
- IV. An analysis of crime statistics for West Louisville, both as they relate to businesses and to individuals
- V. An updated inventory of commercial and industrial properties available for sale in West Louisville

More specifically, the objectives of each of these items were as follows:

I. Demographic Profile

A demographic profile of West Louisville to provide basic information regarding characteristics of the population and the composition of families and households. This information is important to economic development, identifying as it does the population base for retail and commercial markets and the labor force potential for West Louisville. Moreover, changes in demographic patterns can reveal specific areas of growth, decline, or transition.

The most detailed population data are available from the decennial census. The data from the 1980 Census available at the time this report was prepared did not include information pertaining to income, occupation, education, and labor force participation. When the scope of work was prepared, this information was expected to be released in 1983. Consequently, the specific data items from the 1980 Census which are included in this report are:

1. The number of persons, families, and households.
2. Average household size.
3. Persons by sex, age, and race. Median age and dependency ratios (the proportion of persons under 18 years and over 64 years to the working age population aged 18-64 years) are presented.
4. Persons 15 years and over by sex and marital status, categorized by single, married, separated, widowed, and divorced.

5. Households with one or more persons under 18 years of age by household type and persons in household. Households are categorized by family and non-family status. Family households are further categorized by married couple family, male householder without wife present, are female householder without husband present.

The Center recognizes the importance of income, occupation, education, and labor force data from the 1980 Census. Recent announcements by the Census Bureau indicate that these data will be made available sooner than originally expected. Although not included in this scope of work, the Center will provide the Development Cabinet and the Task Force a supplementary report on these data as soon as possible.

II. Household Survey

In order to determine the current perceived economic development needs of the residents of West Louisville, a telephone survey of over 300 households was conducted. This survey was oriented to measuring both the need for and availability of retail trade in West Louisville, along with other components of economic development. The survey results should enable the Task Force to have direct input from the residents of West Louisville in structuring an economic development program.

III. Businesses Surveys

1. West Louisville Businesses

Just as with the residents of West Louisville, it is important to survey the attitudes of the businesses of West Louisville relative to the potential for growth in the local market, problems faced, and factors influencing business success in the area. A survey of 200 business establishments, properly identified and selected to represent all types of West Louisville businesses was conducted. The survey focused on attitudes toward West Louisville, perceived problems and opportunities, growth potential, and economic development priorities.

2. Other Jefferson County Businesses

A survey of 100 businesses located outside West Louisville but in the metropolitan area was conducted. This survey was designed to identify the major business opportunities and constraints that metro-area businesses identify with West Louisville. It also identified the incentives that would be most attractive to these businesses if they were to locate in West Louisville.

IV. Crime Statistics

Data on crime against persons and property were obtained from the Louisville and Jefferson County Police Departments. Various crime rates were calculated, including the dollar costs of crimes against business property, with comparisons made between West Louisville and the balance of Louisville and Jefferson County.

V. Inventory of Available Commercial and Industrial Properties

An inventory of available commercial and industrial properties was prepared for use in the State's development and marketing efforts. The inventory includes a description of the property (including its location, size, current and previous use); the owner; agent; sales price; and availability of services.

This report includes the entire analysis of the data collected for the project. Additional tables showing the details of each question from the surveys and the responses received, along with additional population data at the census tract level, are given in a separate volume. These tables are primarily for purposes of detailed technical documentation and are available in limited distribution at the Commerce Cabinet, the Urban Studies Center, and the Task Force.

Major Findings

The People of West Louisville

If separately incorporated, West Louisville would be the third largest city in Kentucky and would outnumber in population all but six counties in the state.

From 1970 to 1980, West Louisville's population declined by 22 percent, exceeding the rate of loss for the City as a whole. Both blacks and whites left West Louisville over the last decade, with whites leaving at a rate four times higher than blacks.

Persons in the 18-24 age group just entering the labor market apparently are leaving the area in substantial numbers.

From 1970-1980, the number of single and divorced persons in West Louisville increased. In 1980 over 40 percent of all female headed households in the City lived in West Louisville.

Residents' Views of West Louisville Economic Development

The residents of West Louisville attach a high priority to economic development and overwhelmingly stressed the importance of the creation of more jobs in West Louisville. However, more people supported the expansion or development of shopping areas than industry, with the least support expressed for developing office buildings. Higher income residents particularly stressed the need for more stores and shops in the area. The creation of jobs and the provisions of retail trade and services should be treated as mutually supportive efforts to achieve two goals: more jobs and better services.

Most respondents were familiar with the 28th Street commercial area, including nearly all of those with the highest incomes. If redeveloped, 41 percent of the respondents said they would shop there weekly, and another 17 percent monthly. The results suggest that the 28th Street area would have fairly strong support from the residents of West Louisville, including all income groups.

The unemployment rate among the randomly selected respondents in the West Louisville survey conducted for this report was 30 percent, ranging from nearly 50 percent for 18 to 24 year olds to 20 percent for 30 to 34 year olds.

Forty-seven percent of West Louisville respondents recommended the City as a place to live rather than the balance of the County. An impressive 86 percent of West Louisville's upper income respondents favored the City as a place to live. These respondents also indicated a greater commitment as staying in West Louisville than did others.

Businesses' Views of West Louisville Economic Development

A decisive majority (76%) of West Louisville businesses surveyed expressed satisfaction with their current location. Nearly one in two West Louisville businesses considering a move indicated some degree of interest in another location in the area, but 39 percent were not at all interested.

Of businesses outside West Louisville considering a move, 28 percent indicated some interest in a West Louisville location. This represents a significant and potentially sizeable market for promoting West Louisville's economic development. However, the main concern of businesses both in and out of West Louisville about relocating or expanding into West Louisville was crime.

Eight of ten West Louisville businesses rated the area as a good or very good location for their type of business, as did about 50 percent of the businesses outside West Louisville. Better communication and promotion of the favorable ratings given West Louisville by businesses already there could help increase the area's rating by other businesses.

The area received generally negative ratings on security. Since security was rated as the second most important factor by businesses, this is clearly an issue that needs to be addressed in any economic development effort.

A greater proportion of West Louisville businesses (44%) were familiar with enterprise zones than other Jefferson County businesses (14%). Of those businesses familiar with the concept, only one in three or four felt the tax incentives associated with such zones would be very important to their type of business.

The West Louisville businesses surveyed were largely unfamiliar with the 28th Street shopping area currently under discussion for redevelopment. One in five West Louisville businesses rated a redeveloped 28th Street as attractive to their business. A nearly equal percent, however, rated it as not at all attractive.

Crime and Security

The crime that businesses expressed concern about most was breaking and entering, followed by robbery and vandalism.

The crime rate in West Louisville has been higher than in the rest of Louisville and significantly higher than in the County outside Louisville. And whereas West Louisville represented 19 percent of the commercial establishments in Louisville, 31 percent of the dollar losses from breaking and entering occurred there.

The People of West Louisville: A Demographic Profile

People constitute the labor and consumer markets necessary for viable development. Consequently, this report starts with a profile of the population of West Louisville based on an analysis of data from the 1980 Census.*

Summary of Findings

If separately incorporated, West Louisville would be the third largest city in Kentucky and would outnumber in population all but six counties in the state.

As of April 1, 1980, 82,729 persons lived in West Louisville, representing 28 percent of the total population in the City of Louisville.

From 1970 to 1980, West Louisville's population declined by 22 percent, exceeding the rate of loss for the City as a whole.

Both blacks and whites left West Louisville over the last decade, with whites leaving at a rate four times higher than blacks.

Although West Louisville and the City as a whole lost population over the last decade, the Shawnee area remained fairly stable in population size.

It appears that persons in the 18-24 age group just entering the labor market are leaving the area in substantial numbers.

The average household size in West Louisville is considerably higher than that throughout the City due to a high percentage of children in the area. One out of every four persons in West Louisville was under the age of 15 years in 1980.

The number of single and divorced persons in West Louisville increased over the last decade. As of 1980, over 40 percent of all female headed households in the City are in West Louisville.

* As noted earlier, the scope of work for this project did not include data on income, occupation or education from the 1980 Census as these were not scheduled for release in time for inclusion here. A supplemental report on income, occupation and education, however, will be prepared for the Task Forces as soon as these data are available.

Population

Approximately one out of every four persons living in Louisville resides in the neighborhoods that make up West Louisville -- 28 percent to be precise. The 1980 Census enumerated 82,729 persons in the area. Thus, West Louisville, by itself, is larger than all but six counties in Kentucky, and, if separately incorporated, it would be the third largest city in the state. The area obviously constitutes a major consumer market and a significant labor force.

West Louisville, however, has its problems. Over the decade from 1970 to 1980, the population of West Louisville declined by 22 percent. Proportionately, this was a greater population loss than occurred in the City of Louisville as a whole. Louisville's total population decreased by 17 percent during the same period.

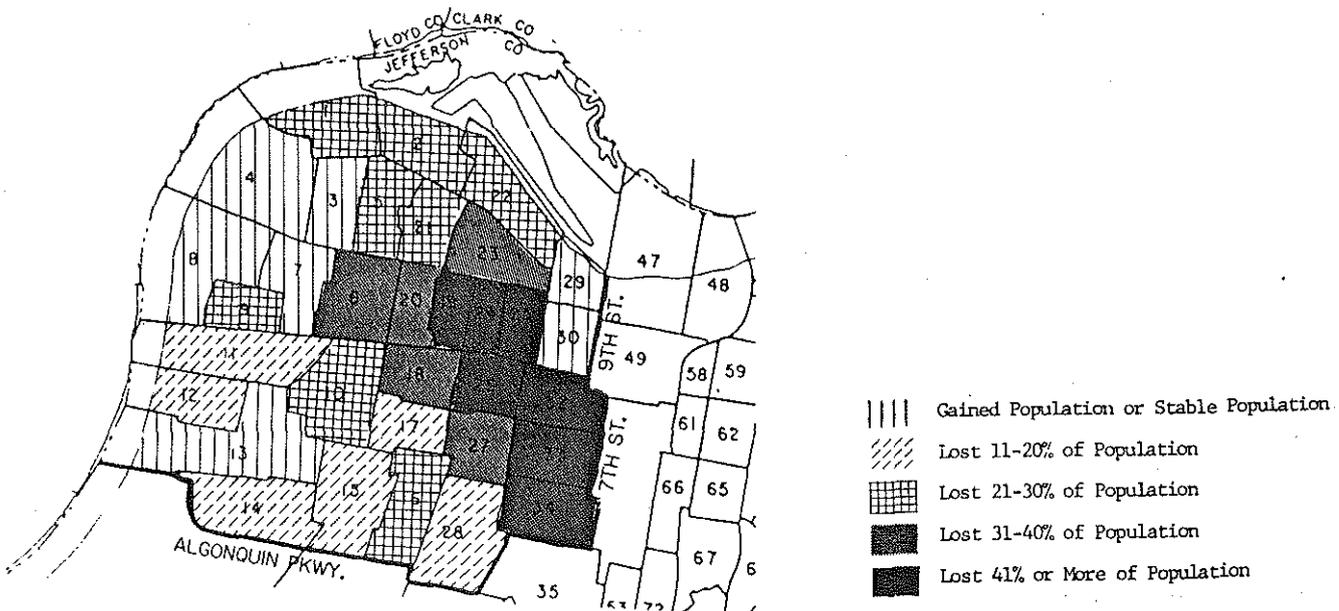
TABLE 1

Population in West Louisville and Louisville, 1970-1980

	West Louisville			City of Louisville		
	1980	1970	% Change	1980	1970	% Change
Total	82,729	106,194	-22.1	298,451	361,472	-17.4

The population losses throughout West Louisville were not distributed evenly in all neighborhoods. In fact, the population size of the Shawnee neighborhood, located in the western section of the area, was fairly stable over the decade. In contrast, major portions of the Russell and California neighborhoods lost over 40 percent of their populations. Of the 33 census tracts comprising West Louisville, all but three tracts experienced decreases in population, with 22 tracts losing over 20 percent of their populations, as shown in Map 1.

Map 1. 1970-1980 Population Change, West Louisville



Much of West Louisville's population loss was due to a nearly 50 percent decline in its white population (Figure 1). This is a continuation of the experience of the 1960's, when the area's white population declined by over 50 percent. There is no evidence that the rate of this outflow of whites from West Louisville has been halted, or even significantly slowed.

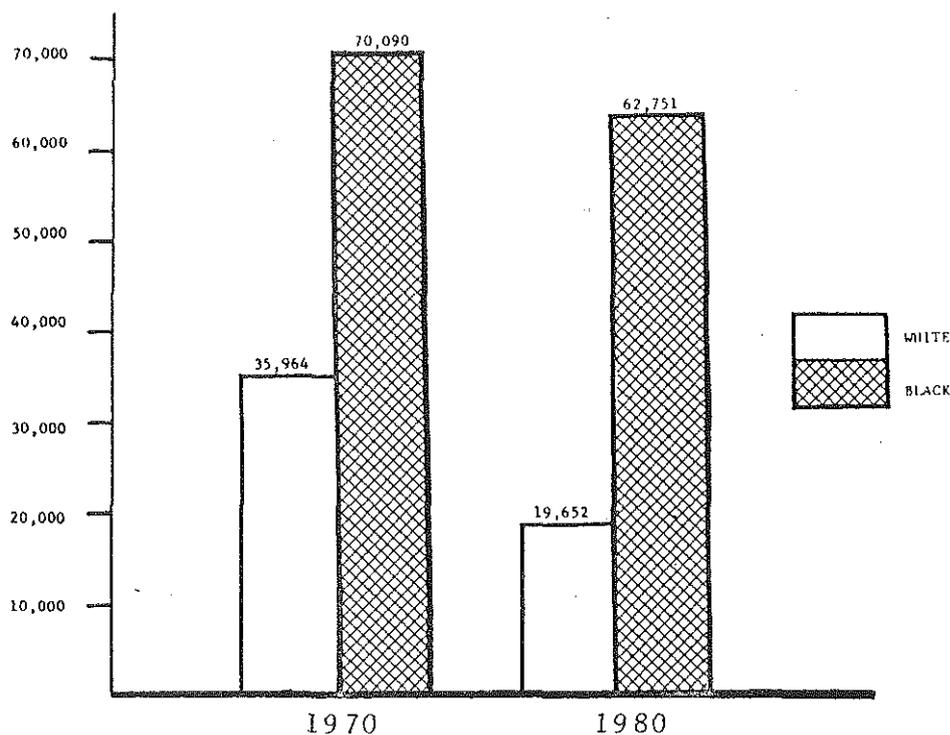


Figure 1. POPULATION BY RACE FOR WEST LOUISVILLE, 1970-1980

Blacks also left West Louisville during the Seventies. The number of blacks declined by 10 percent from 1970 to 1980. This population decrease is in stark contrast to the growth experienced from 1960 to 1970, when the number of blacks residing in the area increased by 31 percent.

Yet, despite its recent losses, West Louisville has the largest black population in the Commonwealth. In 1980, there were 62,751 blacks in West Louisville, comprising 76 percent of the area's total population and representing nearly one quarter of all blacks in the state.

As the result of population shifts over the last decade, residential segregation increased in West Louisville. For example, in 1970 one half of the white population in West Louisville resided in the census tracts that roughly comprise Portland. By 1980 Portland had two-thirds of West Louisville's white population. Another indicator of this trend is revealed through the Segregation Index,¹ a measure of an area's racial distribution based upon its racial composition. This index for West Louisville rose from 71 in 1970 to 74 in 1980. In contrast, the segregation index for the City of Louisville as a whole fell by 4 points over the same period.

¹The equation for the Segregation Index (SI) is:

$$SI = \frac{1}{2} \sum W_i/W_t - B_i/B_t \times 100$$

where:

W_i and B_i are the white and black populations in a census tract, respectively; and W_t and B_t are the white and black populations in the whole area, respectively;

Certainly, a significant characteristic of West Louisville's population is that it is relatively young, as shown in Table 2. For example, the median age for persons in the area in 1980 was 27.9 years, compared with 31.8 years for the city as a whole. One out of every four persons in West Louisville was under the age of 15 years in 1980. Although the area's population did age over the last decade, it did so more slowly than for the city, state, or nation.

TABLE 2
Population By Age, 1970-1980

Age (Years)	Population	
	1980	1970
0 - 14	21,792	33,177
15 - 24	16,429	18,095
25 - 34	10,738	10,189
35 - 44	7,124	10,841
45 - 54	8,361	12,097
55 - 64	8,535	10,354
65+	9,750	11,491
Median Age	27.9 yrs	26.8 yrs.
Dependency Ratio*	80.4	94.6

* Dependency Ratio = $\frac{\text{Population aged less than 18 and over 64 yrs}}{\text{(Population aged 18 - 64 yrs)}} \times 100$

we use Tot pop here

West Louisville has lost significant numbers of persons in age cohorts important to consumer and labor markets. (In analyzing changes in the age structure over time, it is necessary to "age forward" the population. For example, the cohort aged 15-24 years in 1970 would be 25-34 years in 1980. Herein, cohorts will be referred to by their age in 1980.) The cohort aged 25-34 years decreased during the Seventies by 41 percent, nearly doubling the rate of loss of the total population. Likewise, the cohorts aged 35-44 years and 45-54 years declined by 30 percent and 23 percent, respectively. There appears to be a tendency for many persons in the labor market, especially those just entering it, to be leaving West Louisville.

However, despite these significant losses, West Louisville's working age population still was proportionately larger in 1980 than in 1970. As of the latest census, 55 percent of the population in the area was aged 18 to 64 years, compared with 51 percent as of the previous census. Yet, the area had fewer persons of working age than throughout the City, where 60 percent of all persons were 18 to 64 years old.

Although West Louisville is relatively young, there are concentrations of elderly in the area. Six census tracts had median ages over 40 years, primarily located in the California and western Russell areas. On the other hand, the median ages in two census tracts, one located in the Park Duvalle area and another in the eastern Russell area, were less than 20 years.

Families and Households

Nearly 20,000 families live in West Louisville. Although the total number of families has declined at about the same rate as the population, families in the area still comprise an important market for consumer goods and services. The number of unrelated individuals (persons living alone or with others unrelated by blood or marriage) remained fairly constant over the decade.

There are, however, some characteristics of the families and households of West Louisville that distinguish the area from the rest of the City. For example, the average household size in West Louisville is markedly larger than that in Louisville as a whole. In 1980, West Louisville had an average of 2.96 persons per unit, while, in the City, this figure was 2.48. This is accounted for, in part, by the fact that 60 percent of the families in West Louisville have children under 18 years old, compared to only 50 percent throughout the entire City. Nonetheless, average household size in West Louisville declined from a 3.22 persons per unit in 1970, as shown in Table 3.

TABLE 3
Families and Other Households In West Louisville,
1970 - 1980

	1980	1970	% Change
Population	82,729	106,194	-22.1
All Families	19,899	25,031	-20.5
Married Couple Family	10,755	17,487	-38.5
With Children under 18 yrs	5,434	8,853	-38.6
Other Family	9,144	7,544	21.2
Male Householder, No wife present	1,157	1,095	5.7
With Children under 18 yrs	582	356	6.3
Female Housholder, No husband present	7,987	6,449	23.9
With children under 18 yrs	6,009	3,967	51.4
Unrelated Individuals	7,999	7,931	-0.9
Person per Household	2.96	3.22	--

In addition, there have been dramatic shifts in family types and the composition of households. Married couple families, in 1970, made up 70 percent of all families in West Louisville. By 1980 married couple families had decreased at a rate twice that for the general population and comprised only 55 percent of all families in West Louisville.

While husband and wife families were declining rapidly, the number of families headed by a person with no spouse present actually grew over the last decade. In fact, the number of female headed families increased by 24 percent, and the number of single parents with children under 18 years old increased by over 50 percent. By 1980, 40 percent of the City's female headed households lived in West Louisville.

In 1980, nearly 8,000 families in West Louisville were headed by females without a husband. Of these, 75 percent had children present. In contrast only 51 percent of husband and wife families had children present. These conditions have well established and largely negative impacts on incomes, purchasing power, and economic development.

As these changes in family structure indicate, there has also been significant change in marital status. Despite substantial losses in the adult population, the number of single and divorced persons actually increased in West Louisville, from 1970 to 1980 (Table 4). In contrast, the area's number of married persons fell by 45 percent, more than doubling the loss rate for the general population. However, married persons still make up roughly 40 percent of the population aged 15 years and over.

TABLE 4
Marital Status by Sex, 1980 and 1970*

	1980		1970	
	Male	Female	Male	Female
Single	10,497	10,206	10,447	10,075
Married	11,542	11,543	20,097	21,767
Separated	1,362	2,344	1,559	2,955
Widowed	1,364	5,567	1,719	6,890
Divorced	2,574	3,938	1,621	2,830

* In 1980, marital status was reported for persons aged 15 years and over; in 1970, for persons aged 14 years and over.

Residents Views of West Louisville Economic Development

Summary of Findings

The residents of West Louisville attach a high priority to economic development and overwhelmingly stressed the importance of the creation of more jobs in West Louisville. However, more people supported the expansion or development of shopping areas rather than industry, with the least support expressed for developing office buildings. Higher income residents particularly stressed the need for more stores and shops in the area. The creation of jobs and the provisions of retail trade and services should be treated as mutually supportive efforts to achieve two goals: more jobs and better services.

Most respondents were familiar with the 28th Street commercial area, including nearly all of those with the highest incomes. If redeveloped, 41 percent of the respondents said they would shop there weekly, and another 17 percent monthly. The results suggest that the 28th Street area would have fairly strong support from the residents of West Louisville, including all income groups. For the week of July 18, 1982 the Bureau of Manpower Services of the Kentucky Cabinet for Human Resources estimated a 21 percent unemployment rate in West Louisville. This was more than double the 9.8 percent rate in the rest of Jefferson County. However, the unemployment rate among the randomly selected respondents in the West Louisville Survey conducted for this report was 30 percent, ranging from nearly 50 percent for 18 to 24 year olds to 20 percent for 30 to 34 year olds. Unemployment has affected all occupations in the area such that the Bureau of Manpower Services has described the available labor force as "of such a diverse nature that any incoming industry or business could tap a suitable work force with ease."

In a 1981 survey only 48 percent of West Louisville respondents recommended the City as a place to live rather than the balance of the county. In 1982 this rose to 57 percent, a marked improvement. An impressively higher percentage of upper income respondents from West Louisville (86%) recommended the City as a place to live. These respondents also indicated a greater commitment as staying in West Louisville than others. There were indications of weakness in commitment to their neighborhood among more recent residents, those under age 45, or those with income below \$20,000.

The Respondents

A telephone survey of residents of West Louisville resulted in 351 completed interviews, all of which were selected on a random basis. The respondents reflected all segments of West Louisville's adult population (age 18 or over), as can be seen in Table 5. Nearly three of every four respondents were black, closely paralleling the actual racial distribution of West Louisville. Virtually all age groups were represented, with the youngest respondent being 18 years old (only those 18 and older were eligible for interview) and the oldest being 92.

TABLE 5							
Race, Sex, and Age Profile of Respondents							
<u>Race</u>							
	<u>Black</u>	<u>White</u>	<u>Other</u>	<u>No Response</u>			
Survey*	72.6%	26.8%	0.3%	0.3%			
Census	75.8%	23.7%	0.4%	-			
<u>Sex</u>							
	<u>Female</u>	<u>Male</u>	<u>No Response</u>				
Survey*	68.9%	30.8%	0.3%				
Census	55.0%	45.0%	-				
<u>Age</u>							
	<u>18-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-44</u>	<u>45-64</u>	<u>65+</u>	<u>No Response</u>
Survey*	13.9%	10.4%	10.0%	15.9%	32.5%	16.7%	0.6%
Census	20.0%	11.0%	8.3%	12.8%	30.4%	17.4%	-

*N = 351

In addition about 70 percent of the respondents were women, which was higher than anticipated given that 55 percent of the 1980 West Louisville population aged 18 and over were females.

As with other characteristics, the respondents represented a range of income and education characteristics (Table 6). The median income of respondents was less than \$10,000 and fully one-third of the respondents had incomes below \$5,000. On the other hand, just short of 13 percent had incomes above \$20,000. Most were high school graduates (61 percent) and over 20 percent had gone on to college or finished college.

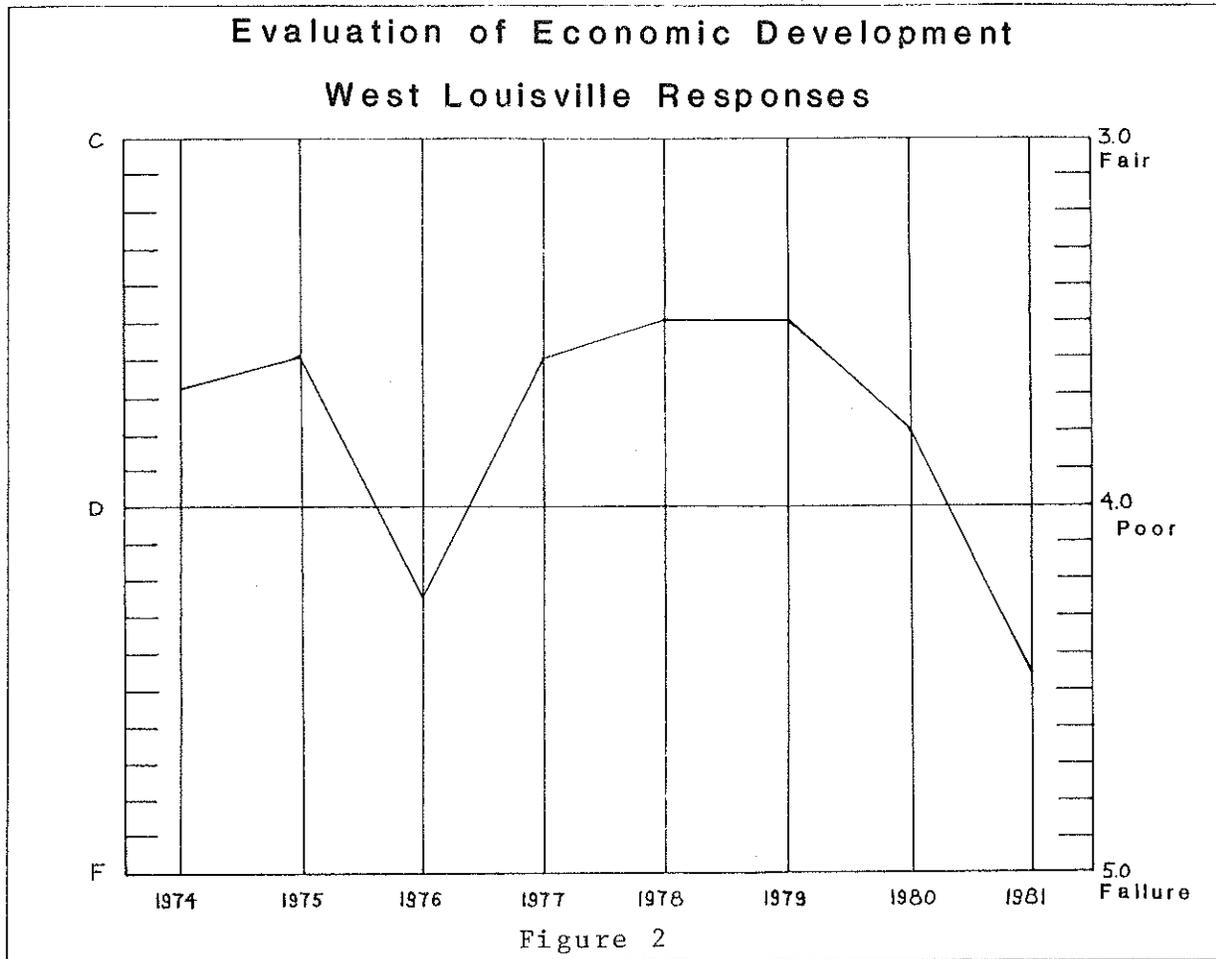
TABLE 6
Income and Education Profile of Respondents
(N = 351)

	<u>Income</u>		<u>Education</u>	
Below \$5,000	117	(33.3%)	Some grade school	27 (7.7%)
5 - \$10,000	78	(22.2%)	Grade school completed	26 (7.4%)
10 - \$15,000	43	(12.2%)	Some high school	83 (23.6%)
15 - \$20,000	41	(11.7%)	High school completed	137 (39.0%)
20 - \$25,000	24	(6.8%)	Some college	54 (15.4%)
Above \$25,000	21	(6.0%)	Completed college or more	22 (6.3%)
No Response	27	(7.7%)	No Response	2 (0.6%)

Given the random sampling design of the survey and the relatively close correspondence of characteristics of the respondents in the sample and of all residents of West Louisville in 1980, the results of the survey can be expected to be accurate within $\pm 5\%$, given a 95 percent confidence level. However, with the slightly higher than expected proportion of female respondents in the sample, given the 1980 Census data, the results could be slightly biased if females tend to express different attitudes than males. This was seldom the case and never significantly so.

Residents' Attitudes Toward Economic Development

The residents of West Louisville have consistently placed a high priority on economic development and just as consistently have evaluated the community's economic development efforts as being less than satisfactory. From 1974 to 1981, residents have been asked to evaluate "economic development-more jobs" through a series of regular opinion polls conducted by the Urban Studies Center. Residents of West Louisville have consistently given the community's economic development efforts poor to failing marks, as can be seen on Figure 2.



It should come as no surprise that the respondents in the current West Louisville survey overwhelmingly identified "more jobs" in West Louisville as very important (68%) or important (24%). And while there were few consistent differences between groups of respondents, those most likely to identify "more jobs in West Louisville" as very important were males (74%), blacks (73%), and those with incomes below \$5,000 (77%), as shown on Table 7. But again, these were reflections of relatively small differences in the degree or strength of support for more jobs in West Louisville, as all groups surveyed overwhelmingly classified this goal as important or very important.

TABLE 7

Question 38: "How important is it to you that more jobs be developed in West Louisville, that is West of 12th Street? Would you say it was . . .

	All Respondents	Males	Blacks	Respondents with Incomes below \$5,000
Very Important	67.8%	74.0%	73.0%	77.2%
Important	23.9	22.1	22.6	17.5
Only a little important	4.6	3.8	3.6	4.4
Not at all important	0.6	-	0.8	0.9
No Response*	3.1	-	-	-

N = 351

* No Response tabulated only for "All Respondents"

"More jobs" by itself is, of course, too simple to capture the complexity of attitudes toward economic development issues in West Louisville. Consequently, a series of questions were asked to evaluate specific attitudes toward development.

One of these asked about expansion or development of industry, office buildings, shopping areas, and medical buildings in the respondent's neighborhood. While over a majority of the respondents were positive about each type of development, the highest percentages of positive responses were not for what would presumably be the most job intensive alternative, that is industry, as shown in Table 8. The highest percentage (79%) supported shopping areas, with the next highest (76%) going for medical buildings, with fewer supporting industry (70%) and the lowest percentage for office buildings (53%).

TABLE 8

Question 35: "Now tell me if you would like to see the following expanded or developed in your neighborhood.

	Percent Yes	Percent No	No Response
Industry	69.5%	27.4%	3.1%
Office Buildings	53.0	45.3	1.7
Shopping Areas	78.6	20.5	0.9
Medical Buildings	75.5	23.4	1.1

N = 351

Clearly, in terms of priorities, jobs cannot be considered in isolation from other objectives of economic development. The respondents to this survey—as well as all the residents of West Louisville—are made up of workers, job seekers, and consumers. While the importance of jobs cannot be under emphasized, the creation of jobs and the provision of retail trade or services should be treated as mutually supportive efforts to achieve two goals: more jobs and better services.

That job generation can possibly compete with other goals was further reflected in Table 9, which shows the answers to a question regarding the preferred location of new jobs: downtown, in the respondent's neighborhood, or in the suburbs. Downtown was the first choice of 62 percent of the respondents, with 29 percent choosing their neighborhood, and only 8 percent favoring the suburbs. While downtown could very easily be seen as overlapping the boundaries of West Louisville (no specific geographic boundaries were given in the survey), it is instructive that proximity does not have first priority in the respondents' views of job creation.

TABLE 9

Question 36: Of the three areas; downtown, your neighborhood, or the suburbs; where would you like to see more jobs develop? Would your first choice be . . .

Downtown	62.1%
Neighborhood	28.5
Suburbs	7.7
No Response	1.7

N = 351

On a related question, almost twice as many respondents said they would look for work anywhere within 30 to 40 minutes of where they live rather than just close to home (Table 10). Although creating jobs in West Louisville is important, the Task Force should also keep in mind that the residents of West Louisville are willing to travel reasonable distances to find work.

TABLE 10

Question 37: "If you were looking for work, would you look for work close to where you live, or anywhere as long as it's within 30 to 40 minutes of where you live?"

Close to home	34.8%
Anywhere within 30 - 40 minutes	63.8
No Response	1.4

N = 351

Shopping and Stores

As mentioned earlier, one of the complexities of economic development is that jobs and trade are both important, ideally leading to the development of more retail stores in West Louisville.

In a series of statements related to various possible difficulties in shopping, a majority of the respondents (51%) felt that there aren't enough shops and stores nearby. This was significantly higher than the second and third most frequent statements identified as true: "We have no way to get to shops" (17%) and "I don't know much about the stores and shops around here" (16%).

The feeling that there are not enough shops and stores around was particularly expressed by those respondents with incomes above \$20,000, over 60 percent of whom identified this as a problem, and by those with college degrees. Over 86% of the latter identified a lack of shops and stores as a problem in West Louisville. In contrast, the lowest income groups had the highest percentages of respondents answering they had no way to get to shops, were too sick to go shopping, and didn't know much about the stores and shops around them (Table 11).

TABLE 11

Question 33: "Sometimes it's difficult to do the shopping you want. As I read them to you, tell me if you think the statements are true or false for you and your family."

	<u>All Respondents</u>	<u>Respondents with incomes below \$5,000</u>	<u>Respondents with incomes above \$20,000</u>	<u>Respondents with college degrees</u>
	<u>Percent responding "True"</u>			
We have no way to get to shops	17.4	29.3	0	9.1
We're too sick to go shopping	7.7	16.4	2.2	4.5
I don't know much about the stores and shops around here	16.2	22.4	2.2	18.2
There is no one to leave the kids with so I can shop	8.5	11.4	4.4	0
There just aren't enough shops and stores nearby	50.7	54.8	61.3	86.4
	N = 351	117	45	22

People can and do travel farther to do their shopping than they might wish. In this light, it is important to note that most respondents said it was easy or very easy (69%) to find the stores and shops they need. But again, it was those with the highest incomes and education that expressed the most difficulty with finding shops (Table 12). Over half of those with college degrees (59%) said that they found it difficult or very difficult to find the stores and shops they need, as did 49 percent of those with incomes over \$25,000.

TABLE 12

Question 32: "In general, for you or your family, how difficult or easy is it to find the stores and shops you need? Is it . . .

	<u>Very Difficult/Difficult</u>	<u>Very Easy/Easy</u>	<u>Number of Respondents</u>
All Respondents	30.5%	69.2%	351
Incomes below \$5,000	36.2	63.8	116
Incomes 5 - \$10,000	29.5	70.5	78
Incomes 10 - \$15,000	21.0	79.1	43
Incomes 15 - \$20,000	26.9	73.2	41
Incomes 20 - \$25,000	33.3	66.6	24
Incomes above \$25,000	47.6	52.4	21
Respondents with college degrees	59.1	40.9	22

In order to gain some insight into the particular goods and services desired, the respondents were asked about the importance of slightly different types of stores for any new developments in their area. The strongest responses were for the "basics": food stores, drugstores, and clothing stores. Over 40 percent of the respondents, as shown in Table 13, indicated that these were very important, and over 80 percent said they were either important or very important. Overall, hardware and book stores were rated next in importance, with over 75 percent saying these were important or very important. Furniture and sporting goods stores were given moderate support, and liquor stores were classified as unimportant or very unimportant by more than three-fourths of the respondents. While the list of stores was obviously not intended to be all encompassing, the responses indicate strong interest in stores offering daily living items--such as food stores and drugstores, along with clothing stores.

While there were few differences between groups in their responses relative to the importance of these specific stores, the highest income respondents (\$25,000+) were more likely than others to classify clothing, hardware, and book stores as very important (with respective percentages of 62%, 48% and 38%).

TABLE 13

Question 39: "If a new shopping area is developed in your area, how important is it to you that the shopping area has a . . .

	<u>Very Important</u>	<u>Important</u>	<u>Unimportant</u>	<u>Very Unimportant</u>	<u>No Response</u>
Food Store	199 (56.7%)	106 (30.2%)	38 (10.8%)	6 (1.7%)	2 (0.6%)
Clothing Store	153 (43.6%)	160 (45.6%)	32 (9.1%)	5 (1.4%)	1 (0.3%)
Hardware Store	123 (35.0%)	154 (43.9%)	71 (20.2%)	2 (0.6%)	1 (0.3%)
Furniture Store	82 (23.4%)	144 (41.0%)	118 (33.6%)	6 (1.7%)	1 (0.3%)
Drug Store	170 (48.4%)	127 (36.2%)	51 (14.5%)	2 (0.6%)	1 (0.3%)
Liquor Store	16 (4.6%)	24 (6.8%)	208 (59.3%)	102 (29.1%)	1 (0.3%)
Sporting Goods Store	48 (13.7%)	142 (40.5%)	137 (39.0%)	18 (5.1%)	6 (1.7%)
Book Store	75 (21.4%)	193 (55.0%)	71 (20.2%)	9 (2.6%)	3 (0.9%)
N = 351					

28th Street Redevelopment

The respondents were further asked about a specific proposal for redeveloping the old shopping area on 28th Street between Virginia and Dumesnil Streets. The respondents were overwhelmingly familiar with the area, with 85 percent indicating they knew where the area was located (all of the respondents with incomes over \$25,000 and 92 percent with incomes between \$20,000 and \$25,000 knew this location). It is clear the area has the advantage of widespread recognition, something that is critical in retail marketing.

When asked how often they would shop there, if the area was redeveloped, 41 percent reported at least once a week and 17 percent said at least once a month (Table 14). While this, of course, does not constitute a thorough market analysis of the site, it does suggest that the area would have fairly strong support from the residents of West Louisville, including all income groups.

TABLE 14

Question 41: "How often do you think you would shop there, if new shops and stores opened? Would you say . . .

	At least once a week	At least once a month	Very Seldom	Not at All	Number of Respondents
All Respondents*	40.7%	17.4%	14.2%	13.7%	351
Incomes below \$5,000	49.0	25.5	11.2	14.3	98
Incomes 5 - \$10,000	45.3	14.1	15.6	25.0	64
Incomes 10 - \$15,000	45.9	21.6	16.2	16.2	37
Incomes 15 - \$20,000	38.9	25.0	27.8	8.3	36
Incomes 20 - \$25,000	54.5	13.6	22.7	9.1	22
Incomes above \$25,000	47.6	9.5	23.8	19.0	21

* No Response, tabulated only for All Respondents, equalled 14.0 percent.

Employment/Employability

The Kentucky Bureau of Manpower Services estimates that for the week of July 18-24, 1982 the unemployment rate in West Louisville (as defined by zip codes 40203, 10, 11, and 12) was 21.1 percent, compared to a rate of 9.8 percent for the rest of Jefferson County (Table 15). Additional information from the Bureau of Manpower Service compiled for this project indicates that, of those unemployed in West Louisville, 62 percent are male and 38 percent female. All age groups are affected by unemployment, as indicated by the percentage distribution of the unemployed by age (Table 16). Most of those unemployed have been so for five or more weeks and 14 percent of the unemployment claimants were unemployed for over 15 weeks.

TABLE 15

Labor Force Unemployment Rate
July 18-24, 1982

	<u>West Louisville</u>	<u>Balance of Jefferson County</u>
Civilian Labor Force	50,428	277,897
Employment	39,774	250,757
Unemployment	10,654	27,140
Rate	21.1%	9.8%

Source: Bureau of Manpower Services, Ky. Cabinet for Human Resources

TABLE 16

<u>Age</u>	<u>Insured Unemployed West Louisville</u>
18 & under	0.0
19-21	1.5%
22-44	63.1
45-54	19.7
55-64	15.7
65 & over	0.0

Source: Bureau of Manpower Services, Ky. Cabinet for Human Resources

The currently unemployed in West Louisville have come disproportionately from two industrial sectors: contract construction and manufacturing as shown in Table 17. Whereas these sectors typically constitute 5 percent and 30 percent of all private sector employment in Jefferson County, they account for 17 percent and 42 percent of the unemployed in West Louisville. This undoubtedly reflects the depths of the current recession, which has particularly hit construction and manufacturing.

TABLE 17

West Louisville Unemployment by
Broad Industrial Division, July, 1982

	Private Total Employment Jefferson County	Insured Unemployed Percent Distribution West Louisville
Agricultural Service	0.4%	--
Contract Construction	5.2	16.7%
Manufacturing	29.5	42.1
Transportation & Public Utilities	5.4	2.8
Wholesale Trade	6.7	6.8
Retail Trade	21.2	(Wholesale/Retail)
Finance, Insurance, Real Estate	5.3	3.5
Services	20.0%	23.2

Source: 1980 County Business Patterns, Jefferson County and Bureau of Manpower Services, Ky. Cabinet for Human Resources.

Of particular interest in any redevelopment effort are the occupation and skill areas of the available work force. Table 18 gives the distribution by occupational classification of unemployment insurance claimants in West Louisville. As can be seen, all occupational areas are represented. Indeed, the available work force in West Louisville has been described by the Bureau of Manpower Services as "of such a diverse nature that any incoming industry or business could tap a suitable work force with ease."*

* Memo dated Sept. 13, 1982 from Edward Blackwell and Leonard Kelsey, Bureau of Manpower Services, Ky. Cabinet for Human Resources.

TABLE 18

West Louisville Unemployment by Occupation, July, 1982

<u>Occupational Classification</u>	<u>Insured Unemployed</u>
Professional, Technical, Managerial	5.4%
Clerical, Sales	8.6
Service	12.6
Processing	1.1
Machine Trades	3.1
Bench Work	7.9
Structural Work	13.9
Miscellaneous	5.0
Information Not Available	42.4

Source: Bureau of Manpower Services, Ky. Cabinet for Human Resources

In order to further detail the employment situation in West Louisville, several questions related to employment were included in the survey. The most basic, of course, was about the employment status of the respondents. As can be seen from Table 19, only 32 percent of the respondents had full time jobs, with an additional 12 percent employed part-time. One in five respondents was not employed but also not looking for work and 18 percent more were retired. Almost 19 percent were unemployed and looking for work.

TABLE 19

Question 13: "Now we would like to find out a few things about your present working situation. Which one describes you best? Are you now: working full-time or part-time, retired or unemployed?" (If unemployed, ask if looking for work outside the home.)

Working full-time	111	(31.6%)
Working part-time	41	(11.7%)
Retired	63	(17.9%)
Unemployed and looking for work outside home	65	(18.5%)
Not employed and not looking for work outside the home	71	(20.2%)
No Response	0	--

N = 351

The above, however, understates the unemployment rate among the respondents since it includes those who are not considered in the labor force in the denominator. Adjusting for those who are outside the labor force (i.e. the retired and those not looking for work), the unemployment rate of the respondents was 30 percent. This was highest among the younger respondents, as shown in Table 20. Nearly one-half of those aged 18-24 in the labor force were unemployed and over one-third of those aged 25-29 and in the labor force were unemployed.

TABLE 20
Unemployment Rate by Age
West Louisville Residents Survey

<u>Age</u>	<u>Rate</u>	<u>Number Unemployed</u>	<u>Number in Labor Force*</u>
18-24	48.7%	19	39
25-29	34.5%	10	29
30-34	20.0%	6	30
35-44	27.3%	12	44
45-64	26.6%	17	64
65 & over	11.1%	1	9

* Number in Labor Force includes those working full-time, working part-time and those unemployed and looking for work.

Of those who were working part-time, were retired, or were unemployed and looking for work, 56 percent said they would like to work full-time. This, however, was strongly influenced by the age of the respondents, as shown in Table 21. Over 90 percent of those aged 65 or over were not interested in full-time work, as could be expected. In contrast, over 90 percent of those under age 45 who were working part-time or looking for work wanted full-time work. Overall of those working part-time, 63 percent expressed a desire to work full time.

TABLE 21

Question 14: Would you like to work full-time steady?

	<u>Yes</u>	<u>No</u>	<u>Number of Respondents</u>
All Respondents*	94 (56.0%)	68 (40.0%)	169
Ages 18 - 44	67 (91.8%)	6 (8.2%)	73
Ages 65 & over	3 (6.3%)	45 (93.8%)	48

* No Response, tabulated only for "All Respondents", equalled 4.0 percent.

The recent employment experience of those now working part-time or looking for work was also obtained. Of those working part-time, 36 percent had a full time job in the past two years, while 60 percent of those looking for work did have a full time job at least once during the past two years. Close to 70 percent of these experienced workers without jobs and looking for work were laid off from their previous job. In contrast, only one third of those currently with part-time jobs who did have full time work experience were laid off from their full time job, with most having left for other reasons.

Given the severity of unemployment in West Louisville, it was somewhat surprising to find that most of those looking for work were still fairly hopeful. Asked if they thought they would be able to find a full time job if most employers were hiring, three of four of those looking for work responded that they would.

Those who were unsure or doubtful if they could find a full time job (if most employers were hiring) were further asked about the reason they felt finding a job would be difficult. They were asked which of seven statements about specific problems were true or false. Once again, the major problem was one of jobs in West Louisville. Seventy percent of those asked this question said it was true that "there aren't enough jobs available near where I live." The next most frequent problem cited as true was "employers won't hire me because of my age", with 59 percent. This, however, was biased by the answers of persons aged 65 and over, virtually all of whom agreed with the statement, but were nonetheless not interested in full time work. Only 38 percent of those under age 65 agreed with the statement.

As can also be seen from Table 22, transportation was cited as a problem by 42 percent of the respondents and education or skills by 34 percent. Far fewer respondents said they had employment problems due to sex or race discrimination, or due to a lack of work experience. Females and blacks were only slightly more likely to identify sex and race discrimination as problems than male or white respondents.

TABLE 22

Question 18: "Sometimes its difficult to find a full-time job. As I read them to you, tell me if you think the statements are true or false in your case."

	<u>True</u>	<u>False</u>	<u>No Response</u>
I have no transportation or way to get to a job	32 (42.0%)	35 (46.0%)	9 (12.0%)
Employers won't hire me because of my sex	14 (18.0%)	47 (62.0%)	15 (20.0%)
Employers won't hire me because of my age	45 (59.0%)	19 (25.0%)	12 (16.0%)
There aren't enough jobs available near where I live	53 (70.0%)	12 (16.0%)	11 (14.0%)
I don't have the skills or education to get a full-time job	26 (34.0%)	41 (54.0%)	9 (12.0%)
I don't have any work experience	16 (21.0%)	51 (67.0%)	9 (12.0%)
Employers won't hire me because of my race	12 (16.0%)	51 (67.0%)	13 (17.0%)

N = 76

Respondents who were unemployed and not looking for work were asked about various reasons for not wanting to work full time. One purpose in doing so was to find any indication of the "discouraged" worker - the person who drops out of the labor force and stops looking for work simply because they feel the search is useless for them. Table 23 gives the problem statements and percentages of respondents saying they are true. Once again the highest percent is with the statement "there aren't enough jobs available near where I live." However, a significant proportion of these respondents also agreed that they had enough work to do at home (69%), didn't want a full time job (59%), had to take care of their family (55%), or were not physically able to work full-time (56%). In

addition, 63 percent felt that there are no jobs available for them, one sign of the discouraged worker. But given the diversity of statements with very high agreement by the respondents, it is clear that persons who are not looking for work have a variety of reasons for not doing so.

TABLE 23

Question 19: "Also there are a number of reasons why people don't want full time jobs. As I read them to you, tell me if you think the statements are true or false in your case."

	<u>True</u>	<u>False</u>	<u>No Response</u>
I have to take care of my family	(55.0%)	(45.0%)	--
My family doesn't want me to work	(36.0%)	(58.0%)	(6.0%)
I'm too old for full-time work	(35.2%)	(63.4%)	(1.4%)
I'm not physically able to work full-time	(56.0%)	(44.0%)	--
I have enough work to do at home	(69.0%)	(28.0%)	(3.0%)
I just don't want a full-time job	(59.2%)	(36.6%)	(4.2%)
I don't have the skills or education to hold a full-time job	(39.0%)	(58.0%)	(3.0%)
There aren't enough jobs available near where I live	(86.0%)	(10.0%)	(4.0%)
There are no jobs available for me	(63.4%)	(32.4%)	(4.2%)

N = 71

In addition to job creation, economic development can include various training, education, and employment service programs. Everyone interviewed was asked to give their opinion of the difficulty or ease in obtaining help of this sort. Slightly higher percentages of respondents classified job training and education, if needed, as very difficult or difficult rather than as easy or very easy to obtain (Table 24). There was some confusion in the meaning of employment services, particularly over the specific types of services which were included. Consequently, there were higher percentages of "no response" to the question about employment services. Nonetheless, 55 percent said it would be difficult or very difficult to obtain employment services if needed.

TABLE 24

	<u>Difficult in getting additional job training</u>	<u>Difficult in more getting education</u>	<u>Difficult in getting employment services</u>
Very difficult or Difficult	(52%)	(53%)	(55%)
Easy or Very easy	(42%)	(43%)	(32%)
No Response	(6%)	(4%)	(13%)

N = 351

Housing

Economic development cannot be restricted to creating jobs and training opportunities. In order to place economic development in perspective with related concerns, the survey included questions about housing, transportation, child care and health services. These areas can contribute directly to the success or failure of economic development activities or might at times compete with job creation for scarce resources.

For each of these areas, the respondents were asked if they felt their area needed more of a given service or activity, had about the right amount, or had too much already. Job creation and employment service activities were by far the most frequently cited as being in short supply. On all the other activities respondents were split about evenly between those who felt their area needed more of the service or had enough. Housing repair or improvement services were classified by 52 percent of the respondents* as needing more people or companies in the area. However, only 8 percent of the respondents (including renters) classified their houses or apartments as "poor", with most indicating they were in good (39%) or very good (24%) condition.

* The question was only asked of homeowners. Sixty-four percent of all respondents were homeowners. However, only 59 percent of black respondents were homeowners compared with 79 percent of white respondents.

The housing condition of the respondents varied with their race, sex and income. As can be seen from Table 25, blacks were less likely to rate their housing as good or very good (60%) compared to whites (74%), and females were less likely to do the same than males (61% versus 70%).

Also, the higher the respondent's income, the more likely they were to rate their housing as good or very good. As can be seen from Table 24, the percentages giving these favorable ratings range from a low of 47 percent for those with incomes below \$5,000 to a high of 95 percent for those with incomes above \$25,000.

TABLE 25

"Compared with other houses or apartments, would you say the condition of your home is very good, good, fair or poor?"

	Percent Very good/Good	Percent Fair/Poor
Black	59.9%	40.1%
White	74.0	26.0
Female	61.0	39.0
Male	70.0	30.0
Income below \$5,000	47.4	52.6
Income 5 - \$10,000	65.4	34.6
Income 10 - \$15,000	72.1	27.9
Income 15 - \$20,000	73.2	26.8
Income 20 - \$25,000	91.7	8.3
Incomes above \$25,000	95.2	4.8
All Respondents*	63.5	36.2

* No response, tabulated only for "All Respondents", equalled 0.3 percent.

Homeowners were asked how difficult it would be to find a qualified person to repair their home. Only 41 percent said this would be difficult or very difficult, with the most frequently cited reason being not wanting strangers to work on their home (64%). Other problem statements the respondents frequently agreed with regarding housing repairs were "it's hard to find good qualified people to do the work" (62%) and "we can't afford house repairs" (56%). In contrast to the very high percentages of respondents who felt there were not enough jobs, shops or stores in their area, only 47 percent said that housing repair services and supplies were not available in their neighborhood.

One measure of people's commitment to a particular place to live is to ask them where they would recommend living to someone who could afford housing anywhere in the community. This type of question was asked in three different years in the previously mentioned Jefferson County Citizen Surveys conducted by the Urban Studies Center. As shown in Figure 3, Louisville residents recommend the city itself as a place to live much less than County residents outside the city recommend their own area. While this definitely indicates a lesser commitment to living in the city, the situation has been improving. Only 44 percent of the City residents recommended the City as a place to live in 1977, this rose to 55 percent in 1980 and stabilized at 54 percent in 1981. However, the Jefferson County Survey found that people living in West Louisville were less positive about living in the city than its other residents, with only 48 percent recommending the city as a place to live.

RECOMMENDATIONS FOR HOUSING PREFERENCE CITY VS. COUNTY BALANCE

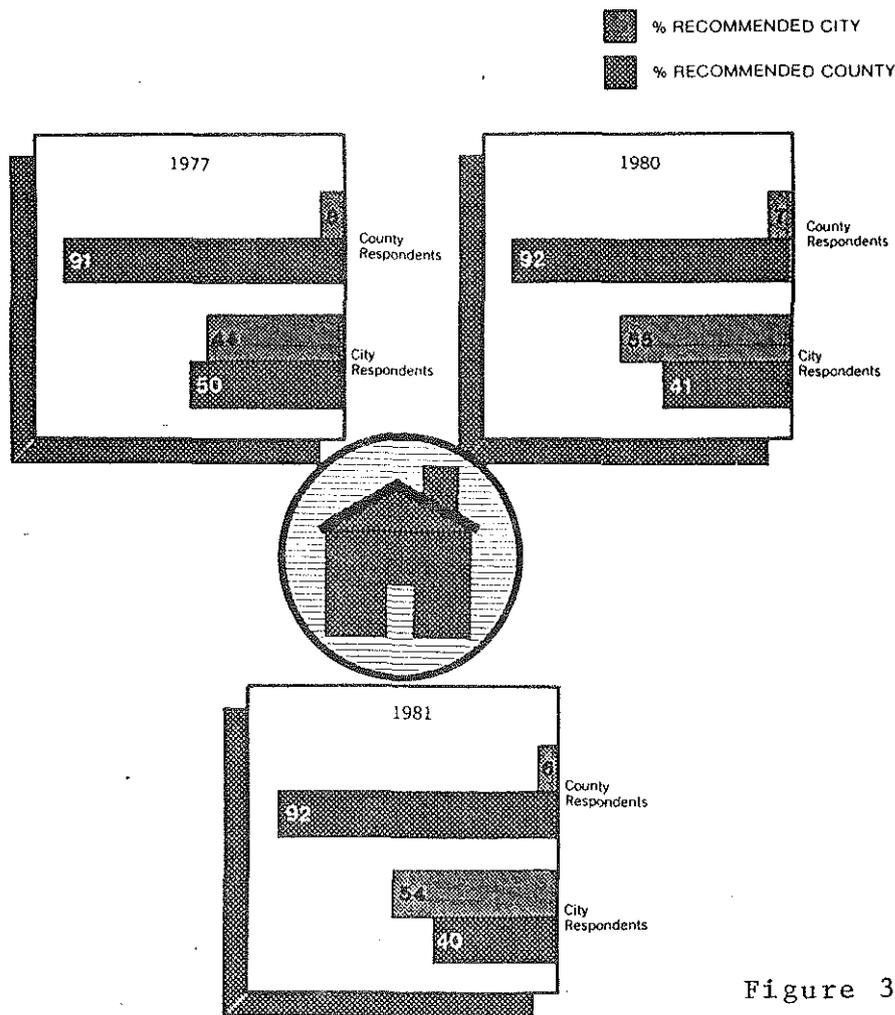


Figure 3

When asked this question in the current survey of West Louisville, 57 percent said they would recommend the city as a place to live. While still representing a rather low level of commitment compared to county residents, the results show a marked improvement over 1981. In addition older residents are more committed to living in the city than those under age 45, as shown in Table 26, indicating a need to better promote West Louisville (and the city) as a place to live for people in their twenties and thirties. A more favorable and hopeful sign is the percentage of higher income respondents who recommended city living (Table 26). For those with incomes between \$20,000 and \$25,000, 67 percent recommended the city, as did fully 86 percent of those with even higher incomes.

TABLE 26

Question 11: "If someone came to you and asked your advice about where to live in Louisville and Jefferson County -- and assuming they could afford housing anywhere in the community, would you suggest they live inside the City of Louisville or in one of the suburbs?"

Inside City	Suburbs	No Response
57%	35%	8%

Percent Recommending the City

<u>By Age</u>		<u>By Income</u>	
18-24	59.2	Below \$5,000	61.9
25-29	50.0	5 - \$10,000	60.0
30-34	61.8	10 - \$15,000	55.0
35-44	53.7	15 - \$20,000	61.5
45-64	64.4	20 - \$25,000	66.7
65 & over	78.7	Above \$25,000	85.7

When asked whether they personally would stay in their current home, move elsewhere in their neighborhood, or move outside their neighborhood--assuming they could afford housing anywhere in the community--60 percent of the respondents chose to stay in their same house or neighborhood. While younger persons and those who had lived in their neighborhood less than 5 years were less likely to choose to stay, those with higher incomes were more likely to choose staying in their neighborhood than others (Table 27). Again the results indicate some weakness in commitment to their neighborhood (and possibly West Louisville) among more recent residents and those who are younger than 45 years old or have incomes below \$20,000.

TABLE 27

Question 12: "Assuming you could afford housing anywhere in the community, would you stay in your present home, move to a different home in the same neighborhood or move outside your neighborhood?"

Percent Responding "Stay in Present Home" and
"Different Home in Same Neighborhood."

All Respondents 59.6%

By Years Lived in Neighborhood

0 - 4 years	47.6
5 - 9 years	51.6
10 - 14 years	61.3
15 - 19 years	66.6
20 or more years	73.9

By Age

18-24	44.9
25-29	45.9
30-34	35.3
35-44	61.8
45-64	69.4
65 & over	79.3

By Income

Below \$5,000	57.0
5 - \$10,000	60.3
10 - \$15,000	51.2
15 - \$20,000	61.5
20 - \$25,000	70.8
Above \$25,000	85.7

Transportation

One service area which can be critically important to finding employment is transportation. It is sometimes suggested that employment problems are created when there is inadequate access to transportation, particularly public transportation. This, however, does not appear to be a serious problem in West Louisville; indeed, transportation may be one of its stronger assets.

When asked how difficult it is to get transportation to places they would like to go, only 24 percent said it is difficult or very difficult. Similarly, only 30 percent said West Louisville needs more transportation services. These were the lowest percentages of respondents to classify any of the service areas as lacking in West Louisville. Additionally, the three problems with transportation most often cited as true by the respondents were "we cannot afford transportation" (22%), and "buses usually don't go where I need to go" (28%).

Child-care

With the rapid increase over the past decade in mothers working outside the home, child care services could also be considered a necessary complement to economic development. However, only 4 percent of the respondents reported that someone in the family did not work or only worked part-time because child-care or babysitting was a problem. A much higher percentage (45%) said that more child care services were needed in West Louisville. However, of those who said someone did not work because of a child care problem, 71 percent said it would be difficult or very difficult to obtain child care services. And of those respondents who had a problem in this area, all agreed it was because child care services cost too much, while only one-half said there were not enough child-care services in their area.

Medical Services

To be able to place the economic development needs of West Louisville in a larger perspective, respondents were asked about a purely social service area: health care. In this instance, hospital and medical services had the lowest percentages of respondents who said it would be difficult or very difficult to obtain needed services (22 percent). However, 51 percent said their area needed more medical services, with the two most frequently cited problems in obtaining medical services being "we can't afford medical services" (44%) and "we don't know what services are available" (40%).

Business Views of West Louisville Economic Development

Summary of Findings

A decisive majority (76%) of West Louisville businesses surveyed expressed satisfaction with their current location. Nearly one in two West Louisville businesses considering a move indicated some degree of interest in another location in the area, although 39 percent were not at all interested.

Of businesses outside West Louisville considering a move, 28 percent indicated some interest in a West Louisville location. This represents a significant and potentially sizeable market for promoting West Louisville's economic development. However, the main concern of businesses both in and out of West Louisville about relocating or expanding into West Louisville was crime. Other concerns about a West Louisville location were space to expand and the appearance of the area.

In the survey, the West Louisville businesses least satisfied with their location and most likely to move were those with 5 to 9, 10 to 19, or 20 to 49 employees. An inconvenient location was one of the most often cited problems of these businesses.

Business ratings of West Louisville were generally very positive. Eight of ten West Louisville businesses rated the area as a good or very good location for their type of business, as did about 50 percent of the businesses outside West Louisville. Better communication and promotion of the favorable ratings given West Louisville by businesses already there could help increase the area's rating by other businesses.

More specifically, West Louisville was rated highly on three of the four most important factors referenced by businesses: fire protection, transportation, and zoning. However, the area received generally negative ratings on security. Since security was the second most important factor rated by businesses, this was clearly an issue that needs to be addressed in any economic development effort.

The businesses surveyed were by and large unfamiliar with the enterprise zone concept. However, a greater proportion of West Louisville businesses (44%) were familiar with enterprise zones than other Jefferson County businesses (14%). Of those businesses familiar with the concept only one in three or four felt the tax incentive associated with such zones would be very important to their type of business. Not one of the four specific tax incentives mentioned was rated as very important by even a majority of businesses.

The West Louisville businesses surveyed were largely unfamiliar with the 28th Street shopping area currently under discussion for redevelopment. One in five West Louisville businesses rated a redeveloped 28th Street as attractive to their business. A nearly equal percent, however, rated it as not at all attractive.

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Purpose of the Surveys

The business surveys were designed to assess several important factors for business retention, expansion and attraction programs. To determine the potential need and targets for business retention programs, West Louisville businesses were asked about their satisfaction with their locations, any plans to move within the next five years, the causes of such a move, interest in another West Louisville location, and specific reasons for not being interested in another West Louisville location if so indicated.

In order to compare the attitudes of West Louisville businesses with businesses elsewhere, as well as to study the potential for relocation or expansion into West Louisville, a similar survey was administered to a sample of Jefferson County businesses outside West Louisville. (Generally businesses located outside West Louisville are referred to herein as "other Jefferson County businesses.")

Overall data were collected from 198 businesses through a mail questionnaire during August and September, 1982 which was sent to a total sample of 388 businesses. The response represents 51 percent of the firms included in the sample. West Louisville businesses accounted for 125 of the responses, a rate of 55 percent. Other Jefferson County businesses accounted for 73 respondents, a rate of 45 percent.

Profile of Business Respondents

Three measures were used to profile the businesses responding to the survey: type of business, size of business, and the number of years at the same location.

The types of businesses responding to both surveys is given in Table 28. Although the type of business for a large percentage of both groups was unknown, the West Louisville respondents were more likely to be in manufacturing, retail trade, and services. Few retailers outside West Louisville responded to the survey so that there was little representation from this group. However, there was fairly equal representation from businesses outside West Louisville in the other sectors.

TABLE 28
Type of Business of Respondents

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Construction	4.3	11.8
Manufacturing	17.5	11.6
Transportation and other Public Utilities	9.4	16.8
Wholesale Trade	9.9	12.4
Retail Trade	11.1	1.0
Finance, Insurance, Real Estate	2.0	10.2
Service	9.6	5.3
Not Known	37.3	30.8
	n = 125	n = 73

The distribution of the respondents by size of business was fairly similar for both surveys (Table 29). Businesses in West Louisville with more than 20 employees had proportionately higher representation than for the same size categories outside West Louisville. Given the sample size involved, their distributions are remarkably similar.

TABLE 29
Size of Business

<u>Number of Employees</u>	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
1 - 4	22.1	22.1
5 - 9	6.9	17.9
10 - 19	14.3	27.7
20 - 49	21.8	14.4
50 - 99	2.4	4.3
100 - 249	15.8	7.0
250 - 499	7.9	3.4
500 - 999	0.7	0.2
1000 +	6.2	3.2
	n = 125	n = 73

Relative to the number of years at the same location, the West Louisville businesses were definitely "older" in this regard (Table 30). Almost one in two had been at the same location for 25 or more years, compared with one in five for the other businesses. Consequently, the businesses outside West Louisville were distributed much more in the 1 to 4 years and 5 to 9 years categories.

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Under 1 year	0.7	1.7
1 - 4 years	5.4	23.4
5 - 9 years	5.4	20.0
10 - 24 years	38.0	34.5
25+ years	49.6	20.3
	n = 125	n = 73

Site Satisfaction and Intentions to Move

A decisive majority (76%) of West Louisville businesses expressed satisfaction with their current location in West Louisville and overwhelmingly (85%) expected to remain at the same location for the next five years. Only 4 percent were very dissatisfied with their location, as shown in Table 31, and the same 4 percent were not expecting to stay at the same location for the next five years. An additional 10 percent were unsure if they would remain over that period.

TABLE 31

Question 3: "How satisfied are you with your current location?"

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Very satisfied	25.8%	49.3%
Satisfied	50.5%	45.3%
Dissatisfied	19.6%	5.2%
Very dissatisfied	3.7%	—
	n = 125	n = 73

Question 5: Do you expect your business or office to remain in this location for the next five years?

Do you expect your business or office to move or expand to a new location within the next five years?

	<u>West Louisville</u>		<u>Other Jefferson County Businesses</u>
Yes	(85.0%)	No	(60.5%)
No	(4.1%)	Yes	(34.6%)
Don't Know	(10.4%)	Don't Know	(4.7%)
No Response	(0.3%)	No Response	(0.02%)
	n = 125		n = 73

An even higher percentage of other Jefferson County businesses expressed satisfaction with their current locations: 95 percent. However, these Jefferson County businesses were also more likely to move. Only 61 percent of the businesses said they would not expect to move, compared to the 85 percent of West Louisville businesses. Apparently, their higher rate of satisfaction with their location does not make their businesses less prone to move.

Of those West Louisville businesses who either intended to move or were unsure, the most often cited causes of moving were crime and an inconvenient location. Slightly less than 30 percent of these prospective movers indicated these as the two main causes of their intent to move. It bears noting that these responses were not chosen from a list of choices, but were the causes written in by the respondents to an "open-ended" question. These responses were then coded into the most often cited categories shown in Table 32.

TABLE 32

Question 5a: (West only) "If you do move, what would be the main cause of your moving?"

(Asked of potential movers only)

Crime/Security	*28.2%
Physical Condition of area - appearance	10.2%
Economic Condition of Area	15.3%
Labor Force (unskilled)	2.5%
Inconvenient Location	28.2%
Attitude of Residents	2.5%
Other Specified	35.8%
	n = 32

*Percent is of number of times cause was mentioned by respondents.

Some prospective movers among West Louisville businesses could be motivated by a very site specific problem and not one common to West Louisville. Indeed, this was frequently the case, with the largest percentages of prospective movers (47%) indicating some degree of interest in another location in West Louisville, as shown in Table 33. A smaller, but significant 39 percent were "not at all interested" in another West Louisville location. Although this group of businesses will likely be difficult to retain in West Louisville, it constitutes a relatively small fraction (6%) of all businesses in the area.

TABLE 33

Question 5b: (West Louisville)

Question 5a: (Other Jefferson County Businesses)

"If you did move, how interested would your business be in another location in West Louisville?"

"If you did move, how interested would your business be in a location in West Louisville?"

(Asked of potential movers only)

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Very interested	11.8%	0.4%
Somewhat interested	35.5%	27.8%
Not at all interested	39.4%	71.8%
No Response	---	9.0%

Among those businesses outside West Louisville which were considering a move, 28 percent said they would be somewhat interested in a West Louisville location. However, less than 1 percent were very interested. Nonetheless, this represents a significant and potentially sizeable market for promoting West Louisville.

Those who were only somewhat interested or not at all interested in another West Louisville location were asked their reasons for potentially not being interested. For the West Louisville businesses in this group, the reason most often given was crime. Thirty-four percent of these respondents gave this as one of their reasons, as shown in Table 34. The second most cited reason was "space to expand" given by 31 percent of these respondents.

TABLE 34

Question 5c (West)

Question 5b (Other Jefferson County Businesses)

"What is the main reason you would not be interested in another location in West Louisville?"

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Crime/Security	*34.2%	50.1%
Physical Condition of area - appearance	8.5%	27.8%
Economic Condition of Area	5.7%	1.5%
Labor Force (unskilled)	---	---
Inconvenient Location	25.7%	16.0%
Access to interstates - Transportation	2.8%	---
Availability of space for expansion	31.4%	---
Other Specified	22.8%	117.7%

*Percent is of number of times cause was mentioned by respondents.

Among other Jefferson County businesses that expressed some or no interest in a West Louisville location, the most often cited reason was also crime, which was mentioned by 50 percent of these respondents. The second most frequent reason was the appearance of the area. Many of the reasons given, however, could not be classified into a few categories and were therefore labelled "other".

In order to help target West Louisville retention and relocation programs, it is necessary to know something about those most likely to move and those most likely to consider another West Louisville location. Respondents were guaranteed the confidentiality of their responses, so no information can be given that would identify individual businesses. But one general characteristic of respon-

dents that can help structure economic development strategies was included in the survey, that is employment size.

The West Louisville businesses that were least satisfied with their particular location were those with 5 to 9 or 10 to 19 employees as shown in Table 35. Over 30 percent of these businesses were dissatisfied or very dissatisfied with their location as compared with 20 percent of all other businesses. This group of businesses was also much more likely to say that they did not intend to stay at their location another five years, with 16 percent so indicating compared with 4 percent of the others. In addition, there was some indication that West Louisville businesses with 10 to 19 employees or 20 to 49 employees were more likely to be undecided about their intention to stay or move over the next five years. Nearly 90 percent of those who said they did not know if they would not stay, were businesses with 10 to 19 or 20 to 49 employees.

TABLE 35

Question 3: "How satisfied are you with your current location?"

	<u>Very Satisfied or Satisfied</u>	<u>Dissatisfied or Very Dissatisfied</u>	<u>No Response</u>
West Louisville Businesses with 5 to 19 employees	31 (69.0%)	14 (31.0%)	—
All other West Louisville Businesses	63 (78.8%)	16 (20.0%)	1 (1.2%)

n = 125

There was further evidence that businesses with 10 to 49 employees were most likely to leave West Louisville as a whole. The businesses in this size group who indicated they were unsure or wanted to move accounted for 75 percent of those who said they would not consider another West Louisville location. The remainder of respondents who said they would not consider another West Louisville location were businesses with 100 to 249 employees. Nonetheless, as noted earlier, most prospective movers were either very or somewhat interested in another West Louisville location.

When asked the main reason for not being interested in another location in West Louisville, the first reason cited most often was space to expand which was given by 27 percent of those not wanting another West Louisville location (Table 36). However, the most often cited reason overall was crime, which was given by 34 percent.

TABLE 36

"What is the main reason you would not be interested in another location in West Louisville?"

	<u>Percent cited as First Reason</u>	<u>Percent Mentioned Overall</u>
Crime/Security	24.5%	34.2%
Physical Conditioning Area-appearance	2.8	8.5
Economic Condition of Area	5.7	5.7
Inconvenient Location	25.5	25.7
Access to Interstates - Transportation	--	2.8
Availability of Space for Expansion	27.3	31.4

n = 28

Business Ratings of West Louisville

Respondents in both surveys were asked to rate West Louisville as a location for their own type of business on a variety of factors. In general, these ratings were very positive. Nearly 80 percent of West Louisville businesses rated the area in general as a good or very good location for their type of business, as shown in Table 37. In contrast less than 50 percent of the businesses outside West Louisville rated the area this favorably. The generally favorable experiences of West Louisville businesses should be communicated to the broader business community.

TABLE 37

Question 4: "In general, how would you rate West Louisville as a location for your type of business?"

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Very Good or Good	79.3%	48.8%
Bad or Very Bad	18.4%	48.1%
No Response	2.3%	3.1%
	n = 125	n = 73

The respondents were also asked to rate the importance of ten factors to their business and then to rate West Louisville on those same factors. Table 38 gives the percentage of respondents who said the factor was very important to their business and the percent rating West Louisville as good or very good on the same factor. Looking first at the importance of the factors, security and fire protection were rated as the most important by both sets of respondents, followed by transportation and zoning among West Louisville businesses, and by access to markets among other businesses. In contrast, the availability of land and buildings for expansion was rated as very important by less than 25 percent of the respondents.

TABLE 38

"How important are the following to your business?"; "Rate West Louisville on the following factors."

	<u>West Louisville</u>		<u>Other Jefferson County Businesses</u>	
	Percent Responding "Very Important" to their business	Rated West Louisville as "very good" or "good"	Percent Responding "Very Important" to their business	Rated West Louisville as "very good" or "good"
Access to markets and customers ⁽⁵⁾	42%	89% ✓	54%	67%
Access to required labor force ⁽⁶⁾	37	82 ✓	19	63
Transportation Rates ⁽³⁾	59	91 ✓	49	79
Zoning ⁽⁴⁾	54	91 ✓	45	74
Security ⁽²⁾	80	44	81	33
Fire Protection ⁽¹⁾	85	95 ✓	81	80
Availability of land for expansion	19	58	13	56
Availability of buildings for expansion	23	50	11	45
Steady or increasing land value	11	43	7	15
Steady or increasing building value	13	43	11	25
		n = 125		n = 73

West Louisville is rated highly on three of the four most important factors referenced. Over 90 percent of the West Louisville businesses rated the area as good or very good on fire protection, transportation, and zoning. It also received very favorable ratings on access to markets and labor force. West Louisville was rated favorably on these factors by businesses outside the area, but generally less so.

West Louisville, however, was rated as good or very good on security by only 44 percent of the West Louisville businesses and 33 percent of the other businesses. Since security was the second most important factor rated in both surveys, it definitely warrants detailed attention in the economic development strategies being prepared for the area.

When asked if they would recommend West Louisville as a location for a business like their own, only 39 percent of the West Louisville businesses said they would do so (Table 39). Not many less, 34 percent, said they would not recommend West Louisville, while 27 percent did not know. Nearly a majority of the other businesses would not recommend West Louisville, with most of the rest unsure.

TABLE 39

If someone came to you and asked your advice about where to locate a business like yours, would you recommend West Louisville?

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Yes	38.6%	15.6%
No	34.0%	47.4%
Don't Know	26.6%	33.9%
No Response	0.7%	3.1%
	n = 125	n = 73

The major weakness of West Louisville as a place to do business cited by both groups of respondents was crime (Table 40). This was mentioned by 62 percent of the West Louisville businesses that specified a weakness and 59 percent of the other businesses. The physical condition and appearance of the area was the second most frequently cited weakness by both groups (33% and 27% respectively), with the economic condition of the area third. In terms of these respondents the directions needed for corrective actions is clear. They should be toward reducing crime and improving the area's physical appearance.

TABLE 40

What are the major weaknesses of West Louisville as a place to do business?

	<u>West Louisville</u>	<u>Other Jefferson County Businesses</u>
Crime/Security	*62.3%	59.4%
Physical Condition of area - appearance	33.0%	26.5%
Economic Condition of Area	7.3%	14.4%
Quality of Labor	2.2%)	2.6%
Poor Public Services	2.7%	0.2%
Availability of Land for Expansion	1.8%	4.7%
Other Specified	15.1%)	74.9%
	n = 125	n = 73

*Number of times mentioned by respondents

Weaknesses are counterbalanced by the several major strengths of the area mentioned by respondents (Table 41). Most frequently mentioned was its central location, cited as a strength by 51 percent of West Louisville businesses and 39 percent of others who specified the areas strength. Access to transportation was second, (40 percent of West Louisville Businesses and 30 percent of the others). The low cost of land was cited as a major strength by 12 percent of West Louisville businesses and 24 percent of the others.

TABLE 41

In your opinion, what are major strengths of West Louisville as a place to do business?

	<u>West</u>	<u>General</u>
Access to labor	4.1%	23.6%
Access to interstates - Transportation	39.8%	29.1%
Central Location	51.3%	38.6%
Availability of low cost land-low overhead	12.0%	24.3%
Good Public Services	2.3%	-
	n = 125	n = 73

Commercial Buildings

Businesses in West Louisville were asked about the physical condition of their buildings as well as their plans for physical expansion or building improvements in the next five years. The majority (57%) of respondents described their buildings as in sound condition and well suited for their business needs, as shown on Table 42. While only a small percentage said their buildings were in need of major repairs or construction (7%), a sizeable 32 percent said their buildings were in need of some remodeling or minor repairs.

TABLE 42

West Louisville Businesses Only

Which statement best describes the building(s) used by your business?

In sound condition and well suited for our business needs	57.0%
In sound condition but unsuited for our business needs	4.0%
In need of some remodeling or minor repairs	31.4%
In need of major repairs or construction	6.5%
No Response	0.7%

n = 125

Do you anticipate any physical expansion or building improvements for your business in West Louisville in the next 5 years?

Yes	23.8%
No	36.1%
Don't Know	39.4%
No Response	0.3%

n = 125

In regard to expansions or building improvements over the next five years, many businesses were uncertain of their plans (40%), while 24 percent planned to make expansions or repairs. Apparently of those who felt that at least remodeling or minor repairs were needed, some businesses were undecided about making these improvements. Considering the recessionary status of the economy,

this was not surprising. However, since such improvements are important to the overall economic development of the area, particularly as they signal the continued commitment of existing businesses, they should be encouraged and promoted by public and private development agencies.

Enterprise Zones

One of the most widely discussed economic development programs of late has been the enterprise zone. The 1982 Kentucky General Assembly enacted legislation authorizing the creation of such zones in economically distressed inner city areas. This legislation also provides certain incentives, particularly tax incentives, for businesses to locate or expand in such zones once they are duly created.

Both surveys measured the degree of familiarity with the enterprise zone concept among businesses, and the importance of various tax incentives to these businesses. While a majority of respondents in both surveys were not familiar with enterprise zones, West Louisville businesses were definitely more familiar (44%) than other Jefferson County businesses (14%), as shown in Table 43.

TABLE 43

Are you familiar with special business or enterprise zones being proposed for older business districts such as in West Louisville?

	<u>West</u>	<u>Other Jefferson County Businesses</u>
Yes	44.4%	13.9%
No	53.4%	69.2%
No Response	2.0%	16.9%
	n = 125	n = 73

Those who said they were familiar with enterprise zones were further asked about the importance of the various tax benefits being suggested for businesses locating or expanding in these zones. As shown in Table 43, only 35 percent of the West Louisville businesses familiar with enterprise zones felt that their tax incentives would be very important. One in four felt the incentives would be of little or no importance. Even fewer businesses outside West Louisville felt the incentives would be very important (26%), while more felt they would be of little or no importance (37%).

TABLE 44

How important do you think the various tax benefits being suggested for business locating or expanding in enterprise zones would be to your business?

	<u>West</u>	<u>Other Jefferson County Businesses</u>
Very important	34.5%	26.0%
Of some importance	22.0%	17.0%
Of little or no importance	24.8%	45.0%
Don't Know	16.7%	12.0%
	n = 125	n = 73

All respondents were asked to rate the importance of five specific tax incentives often associated with enterprise zones. Not one of these incentives was rated as very important by a majority of the respondents in either survey (Table 45). The largest percentage (49%) of West Louisville respondents rating one of these incentives as very important was for a moratorium on property taxes on new or expanded buildings and structures in an enterprise zone. In contrast, only 31 percent of the other businesses in Jefferson County rated a property tax moratorium so highly, while 34 percent said it would be of little importance.

TABLE 45

How important do you think the following incentives would be to your business in locating in an enterprise zone in West Louisville?

	West (Percent)				Other Jefferson County Businesses (Percent)			
	Very	Some	Little	No Response	Very	Some	Little	No Response
Elimination of capital gains tax for businesses that locate in the zone	41.0	18.5	23.7	16.7	28.2	18.8	51.1	2.0
Exemption of sales and use tax for building materials, equipment, and machinery purchased for use in the zone	38.7	26.1	18.8	16.4	27.8	17.4	52.8	2.0
Allowed to carry forward net operating losses as long as zone is designated	33.8	19.6	30.3	16.4	25.2	36.2	35.1	3.5
Fifty percent federal tax reduction on income earned from expanded or new operation in zone	42.7	33.2	7.7	16.4	43.5	44.0	8.9	3.6
Moratorium on property taxes on new or expanded buildings and structures in zone	48.9	19.8	14.2	17.1	31.1	33.0	33.8	2.1
	(n = 125)				(n = 73)			

The second highest rating among West Louisville businesses was for a 50 percent federal tax reduction on income earned from expanded or new operations in the zone, which was rated as very important by 43 percent of the West Louisville respondents. This was followed closely by 41 percent for an elimination of capital gains taxes for businesses locating in the zone. An almost equal percentage of the other businesses in the survey rated a fifty percent federal tax reduction as very important, making this the most highly rated incentive for that group. However, they were much less positive about the importance of eliminating capital gains taxes, which a majority of this group classified as of little importance.

The two other incentives received lower ratings by both groups, although West Louisville respondents rated them as more important than businesses outside West Louisville. Over 50 percent of the latter rated an exemption of the sales and use tax within the zone as of little importance, and one-third of both groups gave the same rating to carrying forward net operating losses.

28th Street Redevelopment

As in the survey of West Louisville residents, the survey of West Louisville businesses asked about the redevelopment of the old shopping area on 28th Street between Virginia and Dumesnil Streets. However, unlike residents of the area, West Louisville businesses are largely unfamiliar with this commercial district. Over a majority said they were not familiar with the area, with 28 percent saying it should be redeveloped as a commercial core for the West Louisville community (Table 46).

TABLE 46

Some persons have suggested redeveloping the old shopping area on 28th Street between Virginia and Dumesnil Streets. Do you feel this area is needed as a revitalized commercial core for the West Louisville community?

No	11.7%
Yes	27.7%
Not familiar with area	57.6%
	n = 125

Of those who were in favor of redeveloping this area, 43 percent rated a redeveloped 28th Street as very attractive to a business like theirs. An additional 27 percent said it would be somewhat attractive and only 22 percent rated it as not at all attractive. Consequently, about 12 percent of all the West Louisville businesses responding to the survey rated a redeveloped

28th Street as very attractive to their business, with an additional 8 percent rating it as somewhat attractive. However, 18 percent rated it as not at all attractive or said it should not even be redeveloped. Apparently those businesses familiar with the area are split on its desirability and potential for their business, being nearly evenly divided between those opposed or not interested and those who support its redevelopment and find it potentially attractive to them. The largest group, as noticed earlier, was unfamiliar with the area.

Crime and Security

Business Evaluation of Police

Given the importance attached to security by businesses and West Louisville's low rating on security and crime, a subsample of 25 businesses was given an extended questionnaire that included several questions about police performance and business attitudes toward the police. Since the subsample size for these questions was very small, the results should be used with caution and interpreted as a preliminary indication of business attitudes about crime and the police.

First, the respondents were asked to rate the adequacy of day and night time police patrol in their business area. Businesses both in and out of West Louisville were much more likely to rate the night patrol as inadequate (Table 47). One in four of the West Louisville businesses in the subsample classified the night patrol as inadequate, while only nine percent did so for the day patrol. However, most of the West Louisville respondents chose not to answer the question. Outside West Louisville, 60 percent rated the night patrol as inadequate, but only three percent did the same for the day patrol.

TABLE 47

"One duty of police officers is to patrol business areas in squad cars. In your opinion, how adequate is the daytime/nighttime police patrol in your business area?"

	West Louisville			Other Jefferson County Businesses		
	Adequate or More than Adequate	Not Adequate	No Response	Adequate or More than Adequate	Not Adequate	No Response
Day Patrol	39.0	8.8	52.2	89.0	2.8	8.2
Night Patrol	19.5	25.4	55.1	32.7	60.0	7.3

High percentages of both groups rated the police overall as capable or very capable: 83 percent in West Louisville and 91 percent outside, as shown in Table 47. Nonetheless, 17 percent of the West Louisville respondents rated the police as incapable or very incapable.

TABLE 48

"In terms of overall responsiveness to your business needs, how capable do you feel the police are?"

	West Louisville			Other Jefferson County Businesses		
	Capable or Very Capable	Incapable or Very Incapable	No Response	Capable or Very Capable	Incapable or Very Incapable	No Response
Overall	83.4	16.6	0	90.6	2.1	7.3

Ratings of crime prevention for specific types of crimes tended to be less favorable, particularly outside West Louisville. Unfortunately the high percentage of West Louisville businesses in the subsample that did not rate the police on crime prevention makes it virtually impossible to analyze their results. In each instance, however, a higher percentage of West Louisville businesses gave the police fair or poor ratings on crime prevention than gave good or excellent ratings (Table 49).

TABLE 49

"For each of the following particular crimes, please rate the job you feel the police are doing to prevent that crime in your business area."

	West Louisville			Other Jefferson County Businesses		
	Good or Excellent	Fair or Poor	No Response	Good or Excellent	Fair or Poor	No Response
Robbery	11.8	36.0	52.2	23.7	65.6	10.8
Breaking & Entering	22.4	25.4	52.2	15.7	77.0	7.3
Shoplifting	2.9	16.6	80.5	0.7	72.6	26.8
Fraud (bad checks)	2.9	16.6	80.5	0.4	65.9	33.7
Vandalism	5.9	42.0	52.2	15.0	76.7	8.2

The respondents outside West Louisville were more decisive. From 66 percent to 77 percent gave the police fair or poor ratings in crime prevention relative to robbery, breaking and entering, shoplifting, fraud, and vandalism.

West Louisville businesses were nearly unanimous in classifying prosecution of these five types of crime as very important (Table 50). Other businesses were less committed to prosecution, except for robbery, breaking and entry, and to a lesser degree vandalism. Prosecution of shoplifting was the only category to be rated of little importance by any respondents.

TABLE 50

"Prosecution of crime costs time and money for both police and business. How important for your business do you think it is that each crime in the following categories is prosecuted?"

	West Louisville		Other Jefferson County Businesses			
	Very	No Response	Very	Some	Little	No Response
Robbery	100.0	0	92.7	0	0	7.3
Breaking & Entering	100.0	0	83.0	9.7	0	7.3
Shoplifting	97.1	2.9	21.8	25.4	38.1	14.6
Fraud (bad checks)	97.1	2.9	30.2	55.2	0	14.6
Vandalism	100.0	0	75.6	17.0	0	7.3

Regardless of their location, the highest percentage of respondents ranked breaking and entering the crime they are most concerned about (58% in West Louisville and 82% elsewhere, as shown in Table 51). Robbery was the second choice of 88 percent of the businesses in West Louisville, with 56 percent placing vandalism third. This order was reversed for businesses outside West Louisville. Fraud and shoplifting were ranked fourth and fifth by both groups.

TABLE 51

"Please rank the five types of crime in their order of concern to your business with 1 representing the crime of most concern and 5 the crime of least concern.

	<u>West Louisville</u>						
	Rank	1	2	3	4	5	NR
Robbery	5.9	88.2	2.9	2.9	-	-	-
Breaking & Entering	58.0	2.9	30.2	-	5.9	2.9	2.9
Shoplifting	13.6	2.9	2.9	5.9	58.0	16.6	16.6
Fraud (bad checks)	-	2.9	2.9	71.7	5.9	16.6	16.6
Vandalism	22.4	2.9	56.0	2.9	13.6	-	-

	<u>Other Jefferson County Businesses</u>						
	Rank	1	2	3	4	5	NR
Robbery	0.4	21.8	53.4	17.0	-	7.3	7.3
Breaking & Entering	82.2	6.0	2.1	0.4	-	7.3	7.3
Shoplifting	-	9.7	-	20.3	62.7	7.3	7.3
Fraud (bad checks)	0.7	0.4	21.2	53.7	16.8	7.3	7.3
Vandalism	9.4	52.7	15.9	1.3	13.2	7.3	7.3

Business attitudes about the police were overwhelmingly positive in regard to courtesy, honesty, and cooperation (Table 52). However, slightly over one-third of the business respondents outside West Louisville said they agree or strongly agree that "the police do not treat all citizens equally." Only 22 percent of the West Louisville respondents agreed with this statement, but most again chose not to respond.

TABLE 52

"The following statements describe some people's attitudes toward the police. From the experience of your business, please indicate whether you agree or disagree with them, and how strongly."

	West Louisville			Other Jefferson County Businesses		
	Agree or Strongly Agree	Disagree or Strongly Disagree	No Response	Agree or Strongly Agree	Disagree or Strongly Disagree	No Response
"The police . . .						
"are generally courteous"	100.0			89.2	--	2.3
"do not treat all citizens equally"	22.4	22.4	55.1	35.8	56.8	7.3
"are basically honest"	100.0			92.7	--	7.3
"are incooperative when responding to calls for assistance"	16.6	31.2	55.2	-	92.7	7.3

Crime Rates

The concern expressed by businesses about crime and safety is at least in part a reflection of the greater risk of crime in West Louisville. The rate of major crimes (homicides, rape, robbery, assault, breaking and entering, and larceny) taken as a whole is higher in West Louisville than in the rest of Louisville and significantly higher than in Jefferson County outside Louisville.

Table 53 gives total crimes (for those just listed) in 1978, 1979, and 1980, and crime rates per 100 people in the area. West Louisville has generally averaged about 6,000 such crimes annually. This level has been consistent from 1978 to 1980. However, the rate of crime per 100 people in the area has increased due to the area's loss of population.

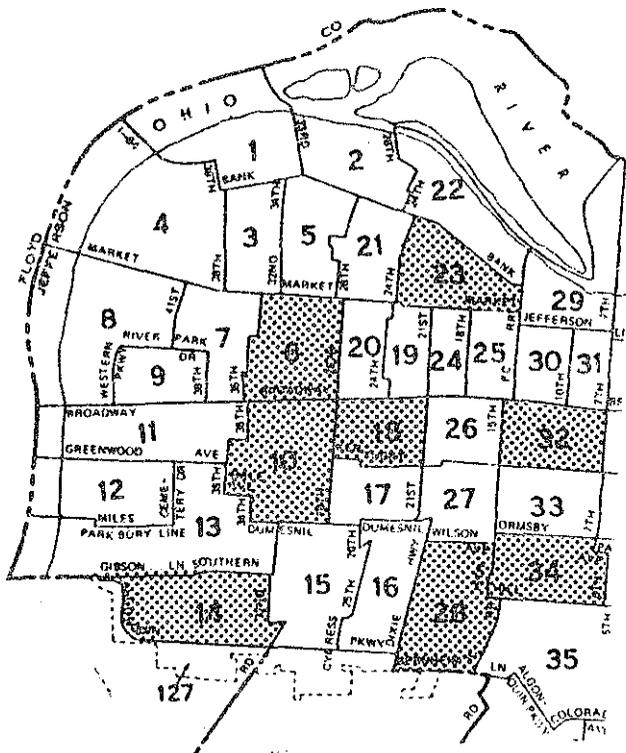
The 1978 crime rate in West Louisville was 6.86 per 100 people, which rose to 7.28 in 1980 (data for 1981 were unavailable at the time of this report). This represented a 6 percent increase in the crime rate in West Louisville, even though the number of crimes increased only one percent.

The crime rate in West Louisville was consistently higher than that for the rest of Louisville, although the latter did increase at a faster pace (up 12% from 1978). The West Louisville rate was almost 50 percent higher than that for Jefferson County outside Louisville. There the rate also increased 6 percent from 1978 to 1980, but the number of crimes increased 9 percent.

These crimes, of course, affect residents as well as businesses. In order to more closely evaluate crimes more likely to affect businesses, the dollar loss reported for breaking and entering was compared to the number of business listings in the area (as reported by R. L. Polk's Profiles of Change, 1977).

Whereas West Louisville represented 19 percent of the commercial establishments in Louisville, the area accounted for 31 percent of the dollar loss from breaking and entering. Eight census tracts have disproportionately high percentages of losses due to breaking and entering, compared to the percentages of commercial establishments in the area: Census tracts 6, 10, 14, 18, 23, 28, 32 and 34 shown on Map 2. These areas certainly warrant closer monitoring and review to determine if they were consistently high crime areas, and if so, to then identify the proper corrective efforts.

Map 2: Areas with Disproportionately High Losses Due to Breaking and Entering



APPENDIX A

Inventory of Available Commercial and Industrial Properties

This inventory of available commercial and industrial properties in West Louisville was compiled from Louisville Board of Realtors listings (Multiple Listing Service, week of August 24, 1982) and through checking the status of the properties in the earlier inventory prepared by the West Louisville Economic Development Task Force. The current inventory should serve as a source list in continuing efforts to market West Louisville locations.

The site inventory prepared by the Governor's West Louisville Economic Development Task Force. (Report and Recommendations, December 1981) was reviewed and updated. Thirty-five properties were listed in this site inventory. Information regarding status was obtained for eleven of the properties. Four of these properties have been sold. Two have the majority of the space already leased. One property has approximately 60 percent of space still available for lease. Four properties are still available for sale or have the entire space available for lease.

Inventory of Available Commercial Sites
as Listed for Sale Multiple Listing Service
August 24, 1982

<u>Address</u>	<u>Size</u>	<u>Current Use</u>	<u>Previous Use</u>	<u>Owner</u>	<u>Agent</u>	<u>Sales Price</u>	<u>Availability of Services</u>
1619 West Market Zoning C-1	900 sq. ft. (bldg)	Vacant	Mission House	John H. Morgan	Tom McDonald	6,900	Nat. Gas, Water, City Sewer
113 S. 1st St. Zoning C-1	(35x180) (lot)	Vacant	Tavern/Disco	Mary Butler	Maedell Polley	12,000	Nat. Gas, City Water, Sewer, IG&E
963 S. 18th St. Zoning C-1	(35x137) (lot)	Vacant	Apartments/ Tavern/ Dance Hall	Mary Butler	Maedell Polley	13,000	Nat. Gas, City Water, Sewer, IG&E
1122 Dixie Hwy. 1124 Dixie Hwy. Zoning C-2	2,357 sq. ft. 1,320 sq. ft.	Vacant Vacant	Commercial	Geo. King Marshall Eldred	Ernest B. Adams	16,500	Nat. Gas, Water Sewer, IG&E
2615 Portland Ave. Zoning C-1	Store-800 sq. ft.	Owner Occupied/ Store	Same	Rhonda Vibbart	Kennie Romans	16,500	Nat. Gas, Sewer
1125 Dixie Hwy. Zoning C-1	956 sq. ft.	Apartment/ Store & Garage		Allen S. George	Richard D. Cecil	18,950	Nat. Gas, Water, Sewer, Power 110-220 V
West Market (4311, 4313, 4315, 4315 1/2) Zoning C-2	8,000 sq. ft. (approx.)	Stores (3) Auto Repair		Bobo Inc.	C. H. Best	19,950	Nat. Gas, Water, Sewer, Power 220
2947 Wilson Ave. Zoning M-2	1,250 sq. ft.	Vacant	Service Station	Elmo & Roy Bullitt	Ricky Williams	22,000	Water, Sewer, IG&E
1248 S. Shelby Zoning C-2	800 sq. ft.	Apartment & Mini-Storage		M/M Constantine	Bill Stove	22,500	Nat. Gas, Water, Sewer,
3500-3516 West Broadway Zoning R-7	36,750 sq. ft. (lot)	Single Family Homes & Apts.		West Broadway Neighbors Association	Patrick Sumner	341,500	

Inventory of Available Commercial Sites
as Listed for Sale Multiple Listing Service
August 24, 1982
(cont.)

<u>Address</u>	<u>Size</u>	<u>Current Use</u>	<u>Previous Use</u>	<u>Owner</u>	<u>Agent</u>	<u>Sales Price</u>	<u>Availability of Services</u>
1853 Bank Street Zoning C-1	2,467 sq. ft.	Restaurant, Apt. Garage		George & Sharon Johnson	Wayne Wilhite	24,500	Water, Sewer Power 200 amps.
2909 Dixie Hwy. Zoning C-2	(50x32)	Body Shop & Office		Donald R. O'Bryan	Bob Thienman	30,000	Water, Sewer, IG&E
1432 S. 28th St. Zoning C-1	32,700 sq. ft.		Church, Apartments	Conservative Mennonite Board, Inc.	Bob Hentley	30,000	Nat. Gas, Water Sewer, Power 220
2137 Portland Ave. Zoning M-3	3,300 sq. ft.	Store, Apts. Garage		H.C. & Eva Crawford	Winston E. Wilson	33,950	Nat. Gas, Water Sewer, Power 220
2739 Garland Ave. Zoning M-2	255 sq. ft.	Dairy Business Real Estate		Don Coffman	Larry M. McDonald	35,000	Nat. Gas, Water Sewer, Power
2538 West Jefferson Zoning C-1	(20x40)		Service Station	Star Service & Petroleum Co.	Vera B. White	40,000	Water, Sewer, IG&E
2810 Wilson Ave. Zoning R-6	1,700 sq. ft.	Automotive Garage		John Phelps	Gene Tillman	45,000	Nat. Gas, Water Sewer, Power
201 S. W. Pkwy. Zoning C-2	(58x148) (lot)	Store, Apartment		G. Deeb	G. Phillip Deeb	50,000	Nat. Gas, Water Sewer
2512 Portland Ave. Zoning M-1	7,900 sq. ft.	Warehouse Showroom		H.C. Crawford	Winston E. Wilson	60,000	Nat. Gas, Water, Sewer, Power 220
2600-06 W. Market Zoning C-1	21,600 sq. ft.	Various Retail, Apts.		Fred Miller	Jeff Levein	82,000	Nat. Gas, Water Sewer
2301 Hill St. Zoning R-5	1,500 sq. ft. (building) 4,800 (lot)	Grocery, Apt.		Mr. & Mrs. Earl Stringer	Larry & Norman Durhan	85,000	Nat. Gas, Water Sewer, Power
1801-03 West Market Zoning M-2	11,000 sq. ft. (bldg) approx. 11,895 sq. ft. (lot)	Vacant	Furniture Store	KML Properties, Inc.	Boris Pressma	88,500	Nat. Gas, Water Sewer, Power
3901 W. Market Zoning C-1	1,400 sq. ft. (bldg)	Bank		Future Federal S&L	Frank A. Clay Jr.	225,000	Nat. Gas, Water, Sewer

Inventory of Available Industrial Sites
as Listed for Sale Multiple Listing Service
August 24, 1982

<u>Address</u>	<u>Size</u>	<u>Current Use</u>	<u>Previous Use</u>	<u>Owner</u>	<u>Agent</u>	<u>Sales Price</u>	<u>Availability of Services</u>
1222 West Main Zoning M-3	19,500 sq. ft. (bldg) 29,874 sq. ft. (lot)			Neon Art Signs International	Kelly Lewis, L.H. McCubbins	250,000	Water, Sewer Gas Power & Wire
3212 Woodlawn Zoning M-2 M-3	39,512 sq. ft. (bldg) 12.6 acres (lot)	Manufacturing Plant, Office		Ky. Concrete Pipe Co.	C.E. Cooper	345,000	Water, Sewer Gas, Power 100 am
744 S. 13th Zoning M-3	130,000 sq. ft. (bldg)	Warehouse		Louisville Tin & Stove Inc.	Kelly Lewis, L. H. McCubbins	390,000	Water, Sewer, Gas
2300 W. Main Zoning M-2	120,000 sq. ft. (bldg)			S & T Industries	Bob Simpson Bob Thieneman	408,000	
1367 S. 11th St. Zoning M-3	179,684 sq. ft. (bldg) 6.5 acres (lot)			Louisville Chair Co.	Dick Hays	750,000	Water, Sewer, Gas
1401 S. 15th St. Zoning M-3	30,000 sq. ft. (bldg) 66,280 sq. ft. (lot)			Louisville Varnish Co. City of Lou.	H. M. Van Devender	850,000	Water, Sewer
2828 W. Jefferson Zoning M-2	130,000 sq. ft. (approx. bldg.) 5+ acres			Kling Co.	Boris Pressma, Zach Oppenheimer	1,500,000	Water, Sewer, Gas, Power
1217 W. Market Zoning M-2	4,800 sq. ft.			Marge Sanderson	Lola Davis	15,000	Water, Sewer Gas
2931 Garfield Ave. Zoning M-2	9,000 sq. ft. (bldg) 10,640 sq. ft. (lot)	Plating Company		NI-CHRO Plating, Inc.	Bob Trahue	70,000	Water, Sewer Gas, Power
1133 W. Oldham Zoning M-3	8,400 sq. ft. (bldg) 24,000 sq. ft. (lot)			D & D Millwork	Kelly Lewis	130,000	Water, Sewer, Gas Power 800 am

Update-Site Inventory
 (Report & Recommendations of Governors West Louisville
 Economic Development Task Force, Dec., 1981)

<u>Type of Facility</u>	<u>Address</u>	<u>Size</u>	<u>Owner or Agent</u>	<u>Sales Price</u>	<u>Other Feature</u>	<u>Status</u>
Warehouse - Storage	1326 W. Walnut					
Mfg. - Warehouse	1405 W. Bdwy.	170,000 sq. ft.	Walter Wagner		Loading Dock & Parking	Sold
Mfg. - Warehouse	1400 W. Bdwy.					
Storage	13th Street		City?		Firehouse - 2 stories	
Shipping Dock	1231 W. Garland				Level	
Loading Dock	1405 W. Garland	8,700 sq. ft. (bldg) 1.1 acres	Steve Galt Harry K. Moore & Son	105,000		Available
Peerless Mfg. - Storage	15th & Ormsby 14th & Ormsby N.W. Corner	225,000 sq. ft.			Loading Dock etc.	
Warehouse	1401 W. Kentucky		L. T. Grider Box Co.		Loading Dock	
Warehouse	11th & Kentucky	225,000 sq. ft.	Harry K. Moore & Son	1.20 sq. ft.	Loading Dock	50,000 sq. ft. Available for Lease
Warehouse	831 S. 12th St.					
Open Lot	1201 W. Bdwy.	22,000	Walter Wagner			Sold
Warehouse - Office	123 S. 8th St.	11,000	Carl Mueller/ Cardinal	2,500/mo.	Loadings N. Side Parking Lot	Available
Warehouse - Storage	830 W. Bdwy.				Five Stories	
Warehouse	729 S. 8th St.	10,250	David Wood Harry K. Moore & Son	135,000	Blue Boar Bakery	Available
Warehouse - Factory	9th Street S.W. Corner Dumesnil				Four Floors	
Factory	Zane Street Between 11th & 12th	225,000 sq. ft.	Steven Galt Harry K. Moore & Son	1.32 sq. ft. per year	Loading Docks Container Corp. Plant	50,000 sq. ft. Available for Lease
Warehouse	1326 S. 7th St.					

Update-Site Inventory
 (Report & Recommendations of Governors West Louisville
 Economic Development Task Force, Dec., 1981)
 (cont.)

<u>Type of Facility</u>	<u>Address</u>	<u>Size</u>	<u>Owner or Agent</u>	<u>Sales Price</u>	<u>Other Feature</u>	<u>Status</u>
Warehouse	7th between Market & Main		Howard W. Coles			
Storage	715-717 W. Main	21,000 sq. ft.	Scherer, Casper Assoc.			
Warehouse	714 W. Main	36,000 sq. ft. per floor	Wells Co.	650/mo.	Four Floors	Available for Lease
Warehouse	801 W. Main		A.W. Long III			
Warehouse	1401 W. Main		K.I.T. Railroad			
Trucklines	16th N.W. Pkwy.				Both sides Loading Dock	
Factory Warehouse	18th & Standard		Colonial Barble Co.		Boat Business Fire	
Warehouse - Storage	S.W. 29th Magazine	83,000 sq. ft.	Walter Wagner Company		Parking & Loading Dock	Sold
Warehouse - Storage	Viaduct 31st Magazine				Parking & Loading Dock	
Factory Warehouse- Storage	1717 W. Magazine					
Warehouse - Storage	833 W. Main	22,600 sq. ft.	Harry K. Moore			Sold
Warehouse - Storage	1619 W. Main					
Warehouse - Storage	18th Main S.W. Corner	100,000 sq. ft.	P. Semonin	For Lease 1.10 per sq. ft. per year .65 per sq. ft. per year - upper floors	Four Floors	60,000 sq. ft. for Lease
Warehouse	18th Rowan S. W. Corner					
School	17th Duncan					
Kroger Store	22nd & Jefferson				Loading Dock	
Warehouse Kling Co.	2828 W. Jefferson					

APPENDIX B: SURVEY METHODOLOGIES

General Population Survey

Telephone interviews were conducted with 351 residents of West Louisville during July 23-30, 1982. These people were 18 years of age or over, and living within households served by a telephone with a 77 exchange. The computer generated 1473 random five-digit numbers to be called within the 77 exchange, which was selected as closely approximating the West Louisville area. Numbers not in service or assigned to businesses were pursued no further after that information was obtained. The remaining 684 numbers comprised 351 completed interviews, 149 that refused to be interviewed or could not be interviewed during the fieldwork period, and 184 where no contact was made during five attempts. The response rate was 51-70 percent, depending upon how many of the no contact numbers were assigned to residences (a ringing telephone could be associated with a pay telephone booth, and a busy signal could imply the circuit was busy rather than a person was talking on the telephone).

Interviews were concentrated during a single week. Five attempts were made to reach a residence at different times of the day or week. The short time frame, however, meant some numbers did not receive a weekend attempt. Interviewing was conducted from the telephone facility of the Urban Studies Center, located at the Gardencourt Campus, University of Louisville. Two shifts of interviewers worked between 9 a.m. and 9 p.m. on the project. The received a days training prior to interviewing and had a supervisor always available.

Questionnaires were edited by the supervisor immediately following interviewing. The questionnaire was precoded which allowed data entry directly from the questionnaire. Complete verification keying kept data entry error to a level so small that no errors were detected by a five percent random comparison with the original questionnaires.

Business Surveys

Data were collected from 198 business and industrial firms through a mail questionnaire during August and September, 1982. This represents 51 percent of the firms included in the sample. The procedures used included an initial telephone contact, mailing of a questionnaire for mail return, and a followup telephone call to obtain the information from firms which had not returned the questionnaire.

The sample of firms was drawn from a computer list of firms in Jefferson County, supplemented by a sample of manufacturers drawn from the Directory of Manufacturers. The original files were divided into firms located in West Louisville (parts or all of zip codes 40203, 40210, 40212 located west of 9th Street) and firms located elsewhere in Jefferson County. The sampling fraction varied with location, the source of listing, and the size of the firm (number of employees listed on the files). The fraction ranged from 0.0024 for firms located outside of West Louisville to 1.0 for firms located in West Louisville with 10 or more employees.

Selected information on each sampled firm was taken from the files. This included the name of the firm, the name of its owner or chief officer, the address, the telephone number, the number of employees, and the Standard Industrial Classification code. Duplicates and out-of-business firms were eliminated. Name and address information were updated through a telephone contact with the firm. Questionnaires were mailed on August 23-24, 1982 to the owner or chief officer of 392 firms. A telephone call was made 9-11 days later to firms from whom a questionnaire was not returned. The interviewer took information over the telephone if the owner or chief officer was contacted and was willing to give it. Altogether, 159 questionnaires were returned through the mail and 39 questionnaires were completed by telephone. The response rate was higher for the West Louisville sample (55 percent) than for the sample from the remainder of Louisville (45 percent).

The content of the survey was mainly about West Louisville as a place to do business. This emphasis probably accounted for the lower response rate of firms outside West Louisville compared to West Louisville firms, as they may have felt the survey was not as important or appropriate to them. Four different versions of the questionnaire were used. The most comprehensive version is reproduced in this Appendix. This version was sent to a 20 percent subsample of the firms located in West Louisville. The version sent to the remaining West Louisville firms did not contain questions 18-25. Firms outside West Louisville were not asked questions 5a, 8, 9, 13, and 17, and were asked about moving instead of staying in question 5. The same percentage of firms outside as inside West Louisville were asked questions 18-25. A letter, also included in this appendix, accompanied the questionnaire to introduce the study and request cooperation. There were four versions of the letter just as there were four versions of the questionnaire.

Most of the questions had pre-specified answer categories which were assigned a code value for data entry. Coding categories for the remaining open-ended questions were developed from a selection of actual answers. Verification indicated 95 percent reliability on the open-ended coding. Codes were transferred to a coding sheet prior to data entry, and a ten percent verification uncovered no transcription or data entry errors.

WEST LOUISVILLE ECONOMIC DEVELOPMENT SURVEY

URBAN STUDIES CENTER
UNIVERSITY OF LOUISVILLE
1010 Alta Vista Road
Louisville, KY 40292
(502) 588-6626

PLEASE CHECK THE BOX FOR THE MOST APPROPRIATE ANSWER TO EACH QUESTION.

1. How many years has your business or office been in this location?

- Under 1 year 10-24 years
- 1-4 years 25+ years
- 5-9 years

2. How many people are employed in your business or office? (If this is a division or branch of a larger firm, give only the number of employees at this division or location.)

- 1-4 100-249
- 5-9 250-499
- 10-19 500-999
- 20-49 1,000+
- 50-99

3. How satisfied are you with your current business location?

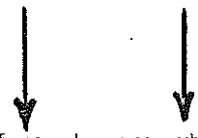
- Very satisfied Dissatisfied
- Satisfied Very Dissatisfied

4. In general, how would you rate West Louisville as a location for your type of business?

- Very good Bad
- Good Very Bad

5. Do you expect your business or office to remain in this location for the next 5 years?

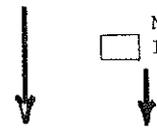
- Yes No Don't Know



a. If you do move, what would be the main cause of your moving?

b. If you did move, how interested would your business be in another location in West Louisville?

- Very Interested
- Somewhat Interested
- Not at all Interested



c. What is the main reason you would not be interested in another location in West Louisville?

6. How important are the following to your business?

	Very	Some	Little
Access to your markets and customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to required labor force	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation Routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire Protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of land for expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of buildings for expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steady or increasing land value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steady or increasing building value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How would you rate West Louisville on the following factors for your business?

	Very Good	Good	Bad	Very Bad
Access to your markets and customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to required labor force	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transportation Routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zoning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire Protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of land for expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of buildings for expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steady or increasing land value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steady or increasing building value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Which statement best describes the building(s) used by your business?

In sound condition and well suited for our business needs

In sound condition but unsuited for our business needs

In need of some remodeling or minor repairs

In need of major repairs or construction

9. Do you anticipate any physical expansion or building improvements for your business in West Louisville in the next 5 years?

Yes No Don't Know

10. Are you familiar with special business or enterprise zones being proposed for older business districts such as in West Louisville?

No Yes



a. How important do you think the various tax benefits being suggested for business locating or expanding in enterprise zones would be to your business?

Very important

Of some importance

Of little or no importance

Don't Know

11. How important do you think the following incentives would be to your business in locating in an enterprise zone in West Louisville?

	Very	Some	Little
Elimination of capital gains tax for businesses that locate in the zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exemption of sales and use tax for building materials, equipment, and machinery purchased for use in the zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allowed to carry forward net operating losses as long as zone is designated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fifty percent federal tax reduction on income earned from expanded or new operation in zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moratorium on property taxes on new or expanded buildings and structures in zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. If someone came to you and asked your advice about where to locate a business like yours, would you recommend West Louisville?

Yes
 No
 Don't Know

13. Some persons have suggested redeveloping the old shopping area on 28th Street between Virginia and Dumesnil Streets. Do you feel this area is needed as a revitalized commercial core for the West Louisville community?

No
 Yes
 Not familiar with area

a. If redeveloped, how attractive do you think this area would be to a business like yours?

Very

Attractive

Somewhat

Attractive

Not at all

Attractive

Don't

Know

14. In your opinion, what are major strengths of West Louisville as a place to do business?

15. What are the major weaknesses of West Louisville as a place to do business?

16. What specific improvements would you recommend to make West Louisville more attractive to businesses?

17. If you have any other problems or issues specifically related to doing business in West Louisville, we would like to know of them and have provide this space for your comments.

THIS SECTION IS ABOUT POLICE SERVICES YOU RECEIVE IN YOUR BUSINESS AREA.

18. One duty of police officers is to patrol business areas in squad cars. In your opinion, how adequate is the daytime police patrol in your business area?

More than adequate
 Adequate
 Not adequate

19. How adequate is the nighttime police patrol in your business area?

More than adequate
 Adequate
 Not adequate

20. In terms of overall responsiveness to your business needs, how capable do you feel the police are?

Very capable
 Incapable

Capable
 Very incapable

21. For each of the following particular crimes, please rate the job you feel the police are doing to prevent that crime in your business area:

Excellent Good Fair Poor

Robbery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Breaking & Entering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoplifting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fraud (bad checks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Prosecution of crime costs time and money for both police and business. How important for your business do you think it is that each crime in the following categories is prosecuted?

Very Some Little

Robbery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Breaking & Entering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shoplifting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fraud (bad checks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. Please rank the five types of crime in their order of concern to your business with 1 representing the crime of most concern and 5 the crime of least concern.

Robbery Shoplifting
 Breaking & Entering Fraud (bad checks)
 Vandalism

24. There is a security survey offered by the Louisville Crime Prevention Unit. This survey is free and is designed to help you analyze the vulnerability of your business to crime. Do you know about this survey?

No
 Yes, but have not used it
 Yes, have used it

a. Has your business acted upon any of the suggestions?

No Yes

25. The following statements describe some people's attitudes toward the police. From the experience of your business, please indicate whether you agree or disagree with them, and how strongly.

Strongly Agree Agree Disagree Strongly disagree

The police are generally courteous

The police do not treat all citizens equally before the law

The police are basically honest

The police are uncooperative when responding to calls for assistance



University of Louisville
Gardencourt Campus

Urban Studies Center

August 16, 1982

Alta Vista Road
Louisville, Ky. 40292
(502) 588-6626

Dear:

On behalf of the Kentucky Commerce Cabinet and the Governor's West Louisville Economic Development Task Force, the University of Louisville is conducting a special study of business attitudes, problems, and potential. Your business was one of about 200 selected at random from a listing of businesses in West Louisville. Based on our initial telephone contact with your business, we are specifically requesting your response to 25 questions about West Louisville.

Please fill out the enclosed questionnaire by checking the box next to the most appropriate answer category. This information will be very useful in planning for West Louisville. The information you give will be combined with information given by other businesses and presented as statistical tables. No individual businesses will be identified, nor identifiable. Only the University's authorized researchers will know which businesses have been contacted.

It is important that you complete the questionnaire and return it in the postage paid return envelope. Your business represents many other businesses similar to it. Without your participation, their views, problems, and potential cannot be known.

Please complete and mail the questionnaire today. If you have questions or problems, please call me.

Sincerely yours,

Gordon Scott Bonham, Ph.D.
Director, Survey Research Unit

GSB/sdh

Enclosure