



2024 Louisville Community Survey

Presentation of Results

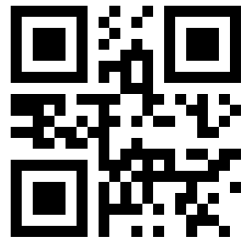




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The Louisville Community Survey



The Louisville Community Survey

- Ninth time conducting a community survey since 1990, sixth with Polco/NRC (2020, 2016, 2012, 2008, 2004, 1999)
- Survey conducted from April 22, 2024–Jun 10, 2024
- Mailing approach employed:
 - Probability-based sample of 3,500 randomly selected households
 - 570 total responses received
 - 17% overall response rate
 - Non-probability, open-participation survey: 247 responses
- Results statistically weighted to reflect Louisville overall
- 95% confidence interval with a +/- 4% margin of error

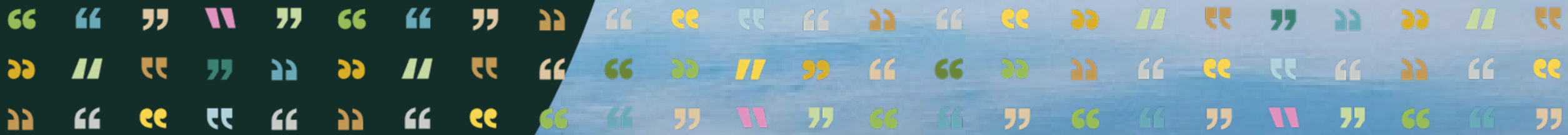


Overview of Survey Results



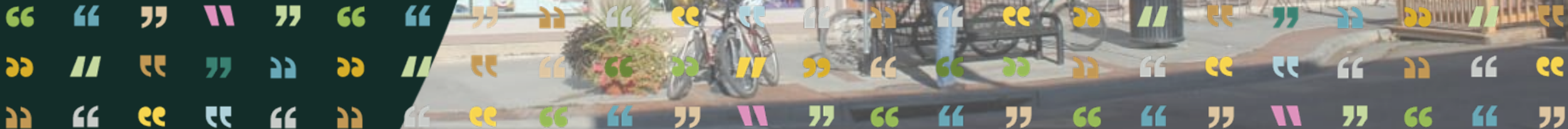


Key Findings





Louisville residents continue to enjoy a high quality of life.



Overall Community Quality

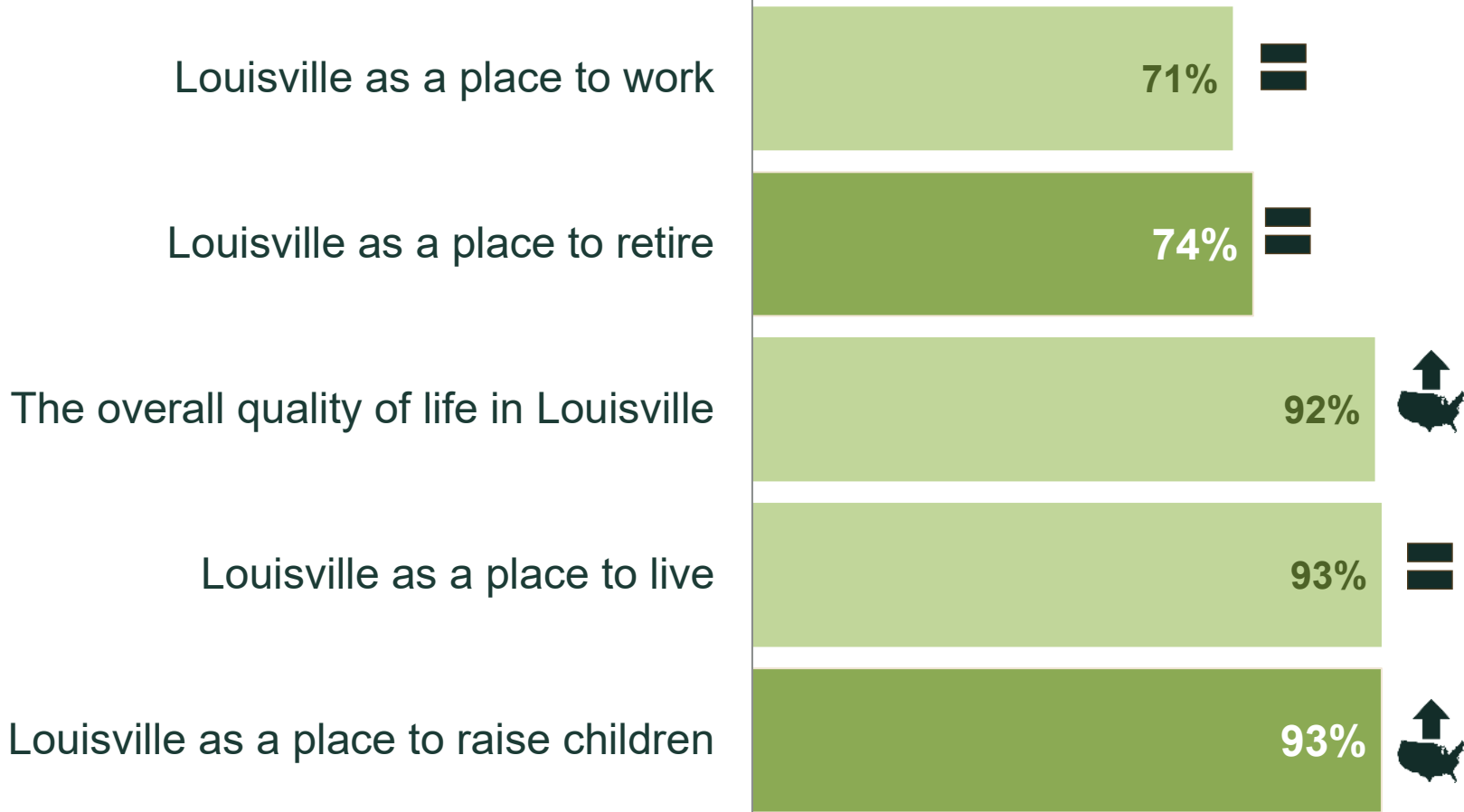


Please rate the following areas of the Louisville Public Library and Historical Museum and their services:

Comparison to 2020

- Higher
- Similar
- Lower

- Higher than national benchmark
- Similar to national benchmark



Percent excellent or good



The Louisville Public Library and Historical Museum are almost universally appreciated.



Public Library and Historical Museum




Please rate the following areas of the Louisville Public Library and Historical Museum and their services:

Comparison to 2020

- Higher
- Similar
- Lower



 Higher than national benchmark

Percent excellent or good



The community's
Recreation and
Senior Center is
highly valued.



Louisville Recreation and Senior Center



Please rate the following areas of the Louisville Recreation and Senior Center, and the Coal Creek Golf Course:



Comparison to 2020

- Higher
- Similar
- Lower

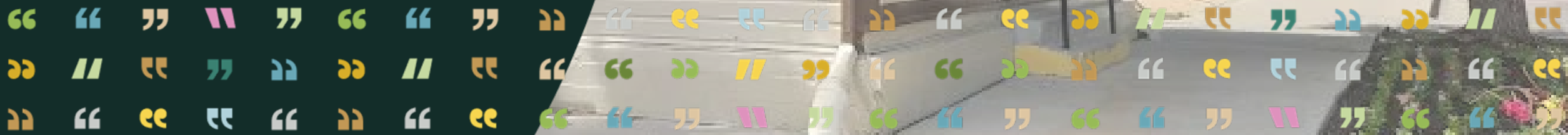


Higher than national benchmark

Percent excellent or good



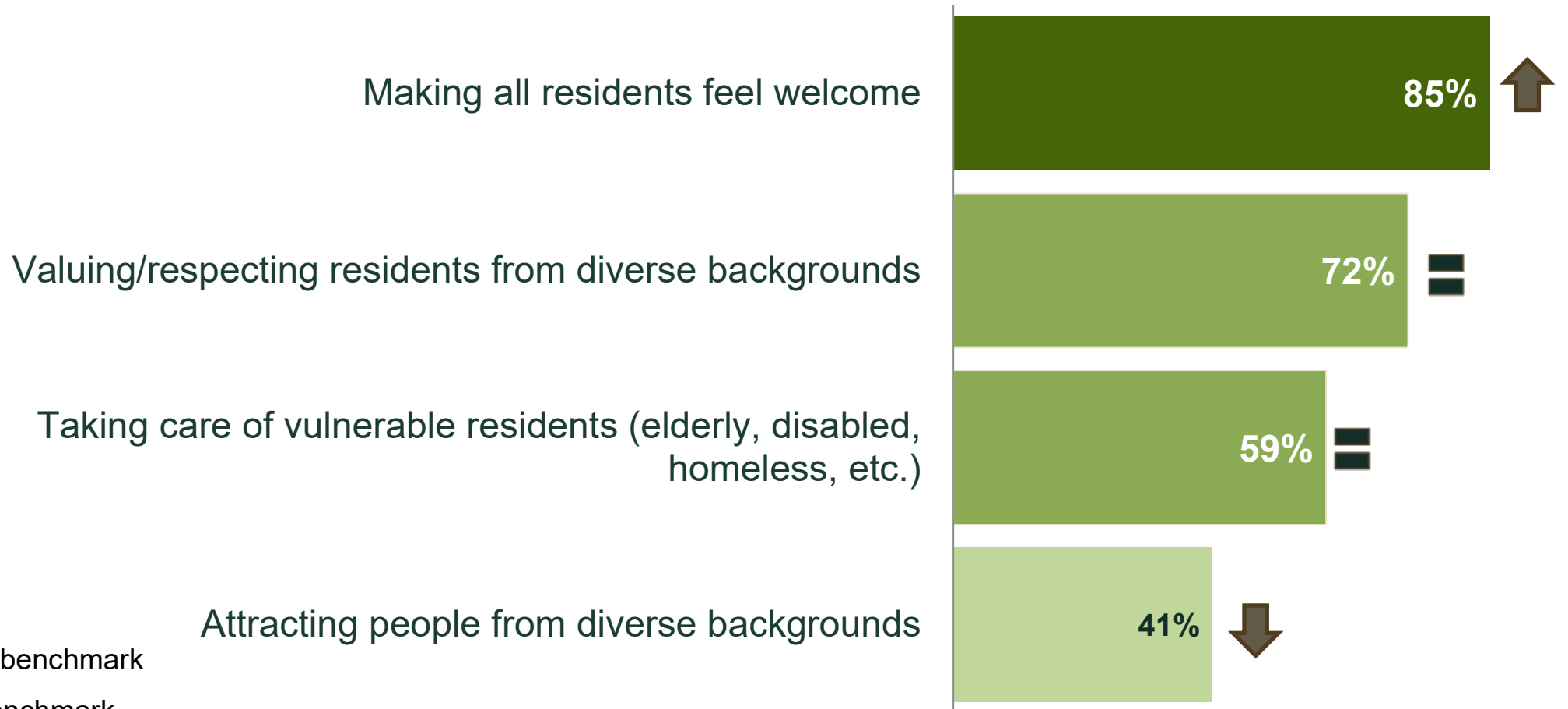
Additional Special Topics



Louisville Recreation and Senior Center



Please rate the job you feel the Louisville community does at each of the following..



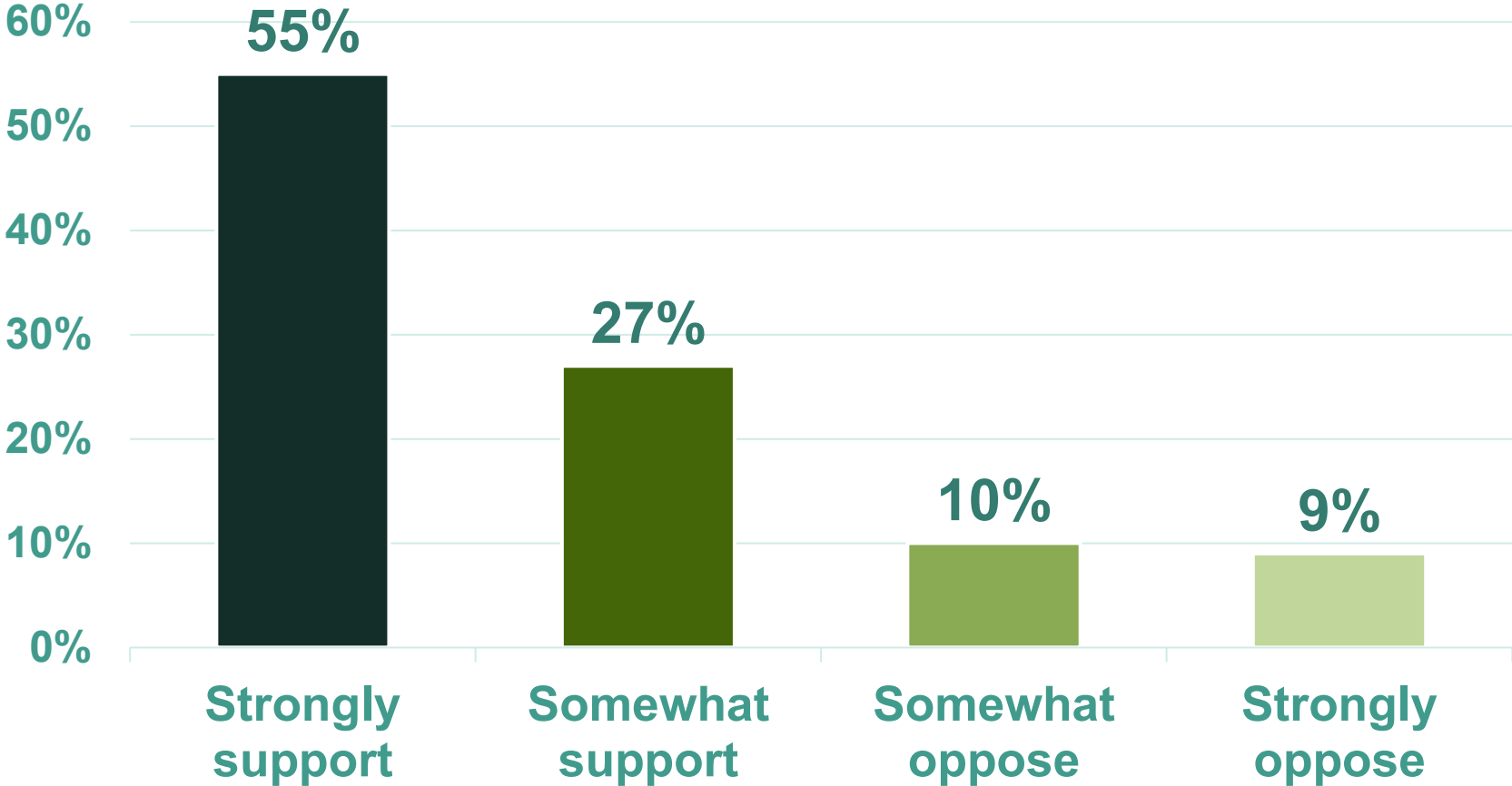
↑ Higher than national benchmark
= Similar to national benchmark
↓ Lower than national benchmark

Percent excellent or good

Support for Mixed-Use Development



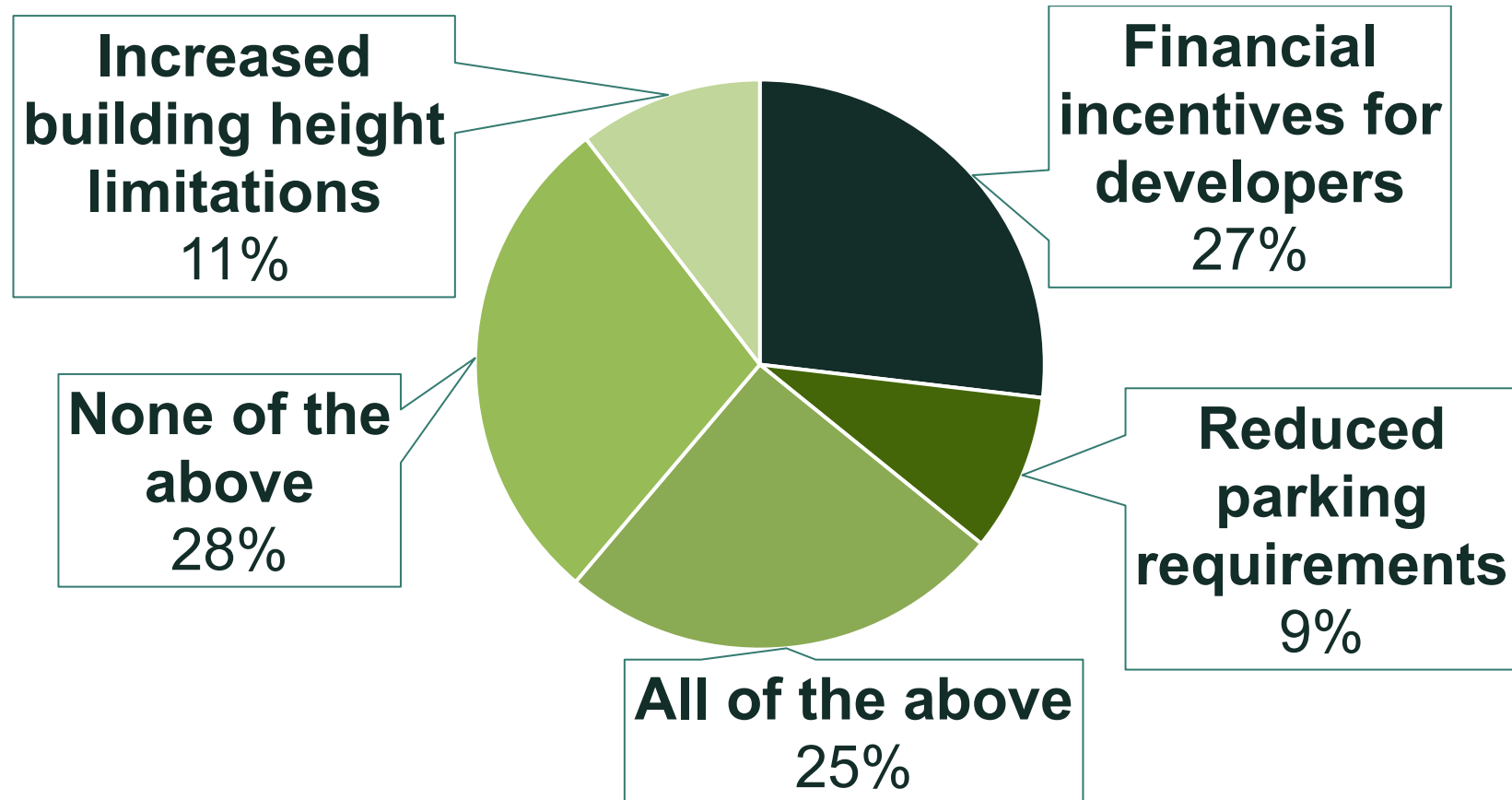
Imagine a commercial area with several vacant storefronts and empty parking lots. How much would you support, if at all, the development of mixed-use housing and businesses in this area?



Affordable Housing Initiative



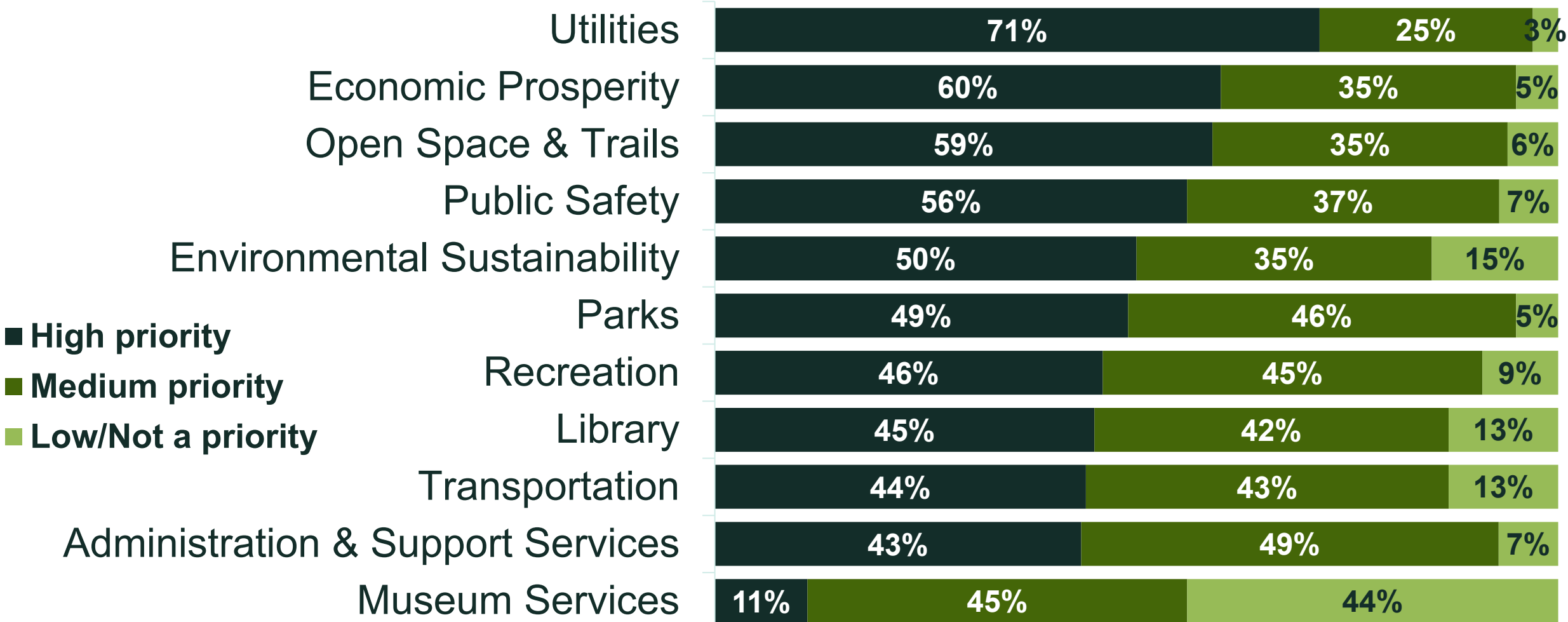
The City is working on a housing plan that aims to increase the availability of affordable housing options while maintaining Louisville character. To achieve this, the plan explores offering incentives to developers who create affordable housing units. Which of the following incentive types would you **MOST SUPPORT** to encourage the development of more affordable housing?



Priorities of the Community



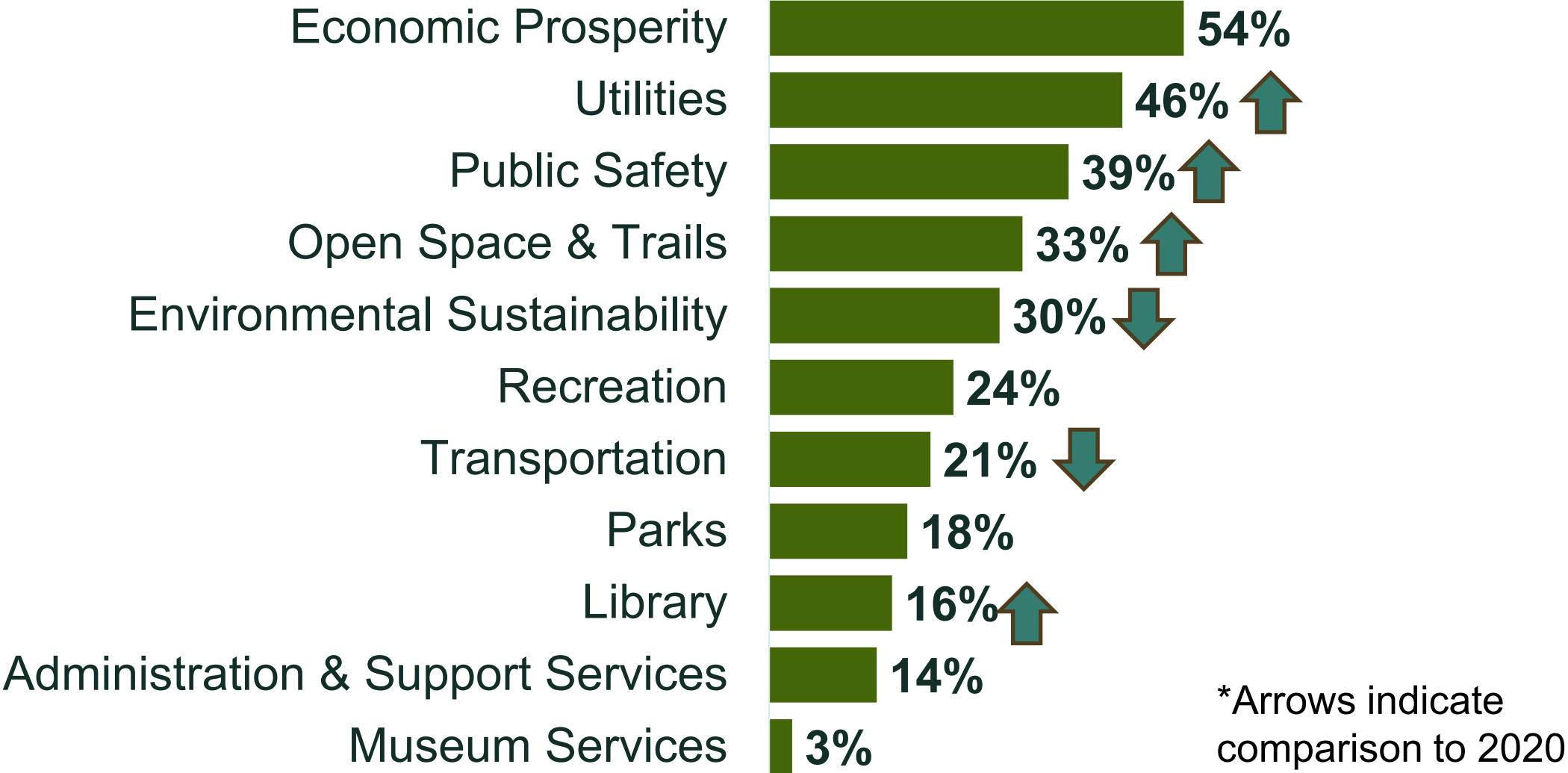
First tell us how much of a priority, if at all, the City should place on each of the following aspects of the community.



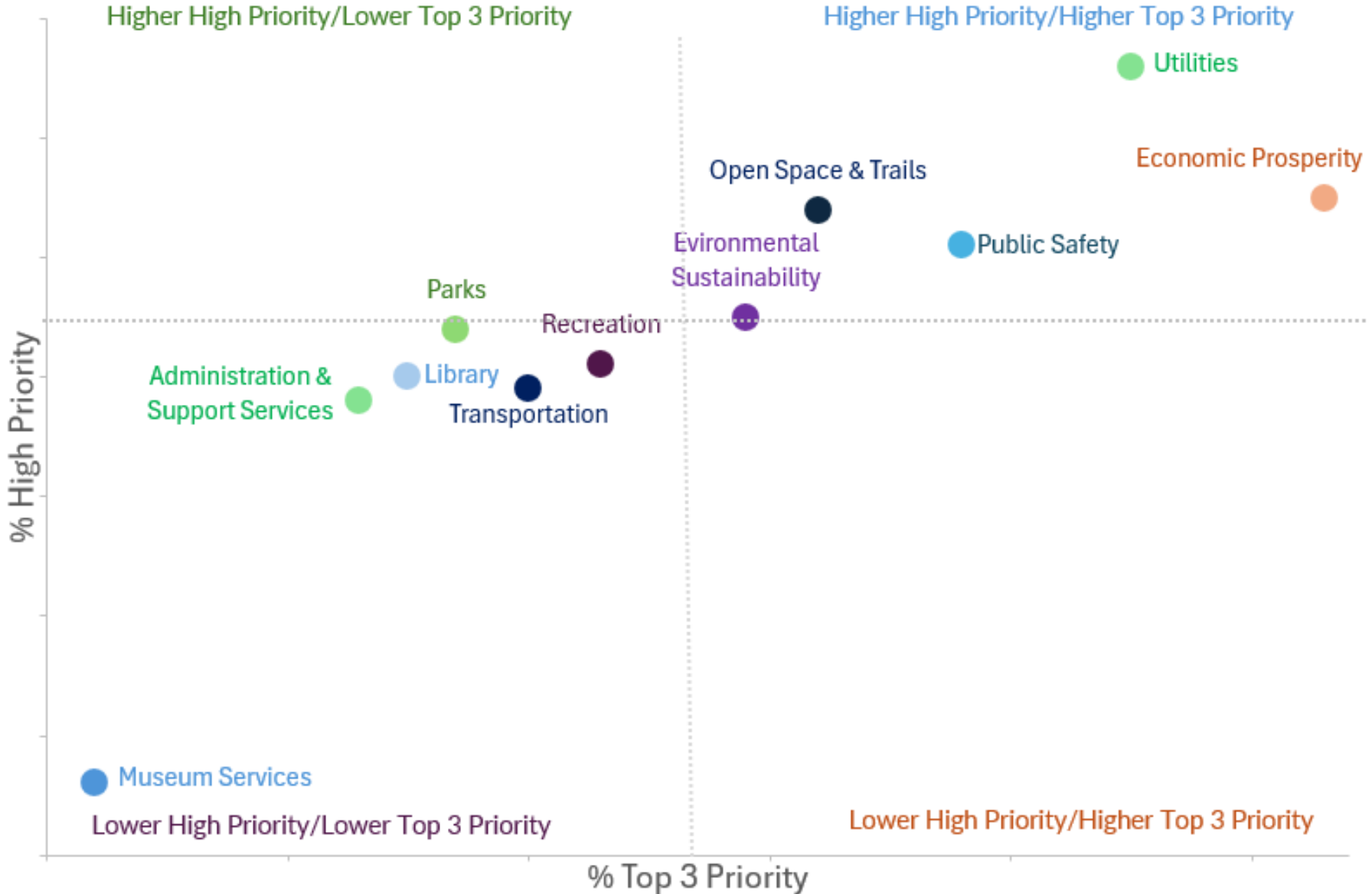
Top Priorities of the Community



Then, select which three (3) should be the top priorities for the City to focus on in the next 4 years.



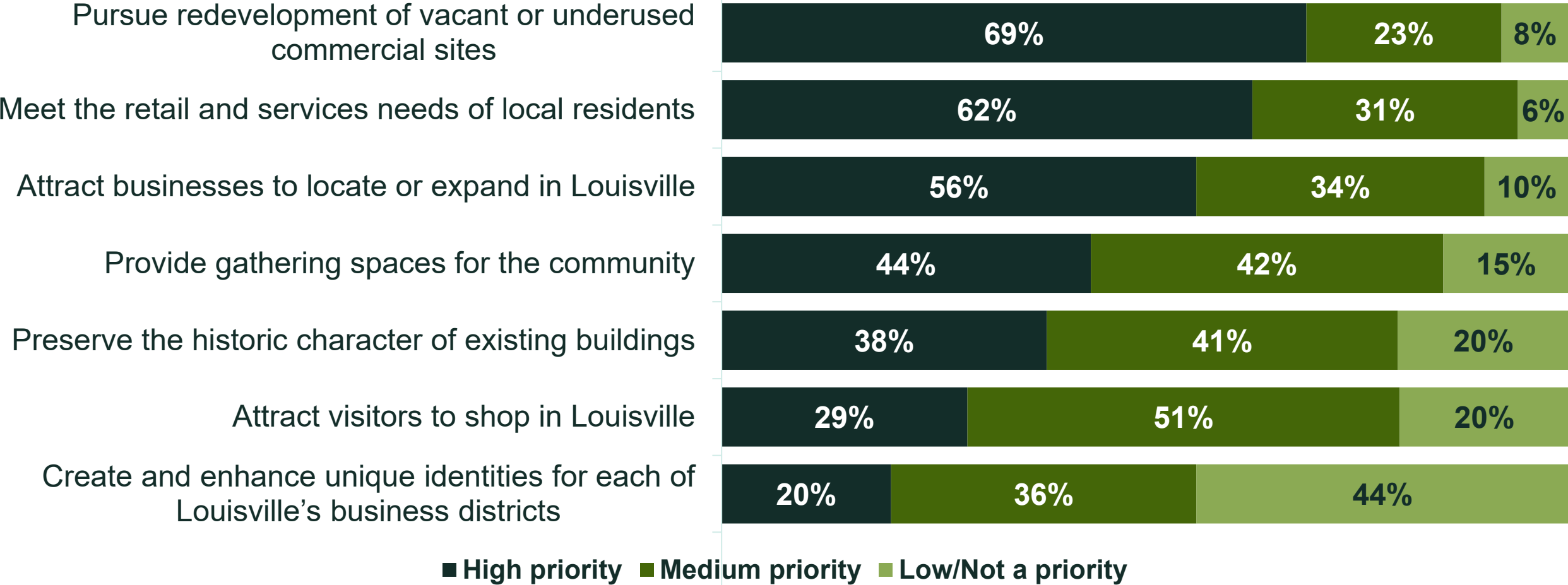
Measuring High Priority vs Top Priority



Priorities for a Vibrant Economic Climate



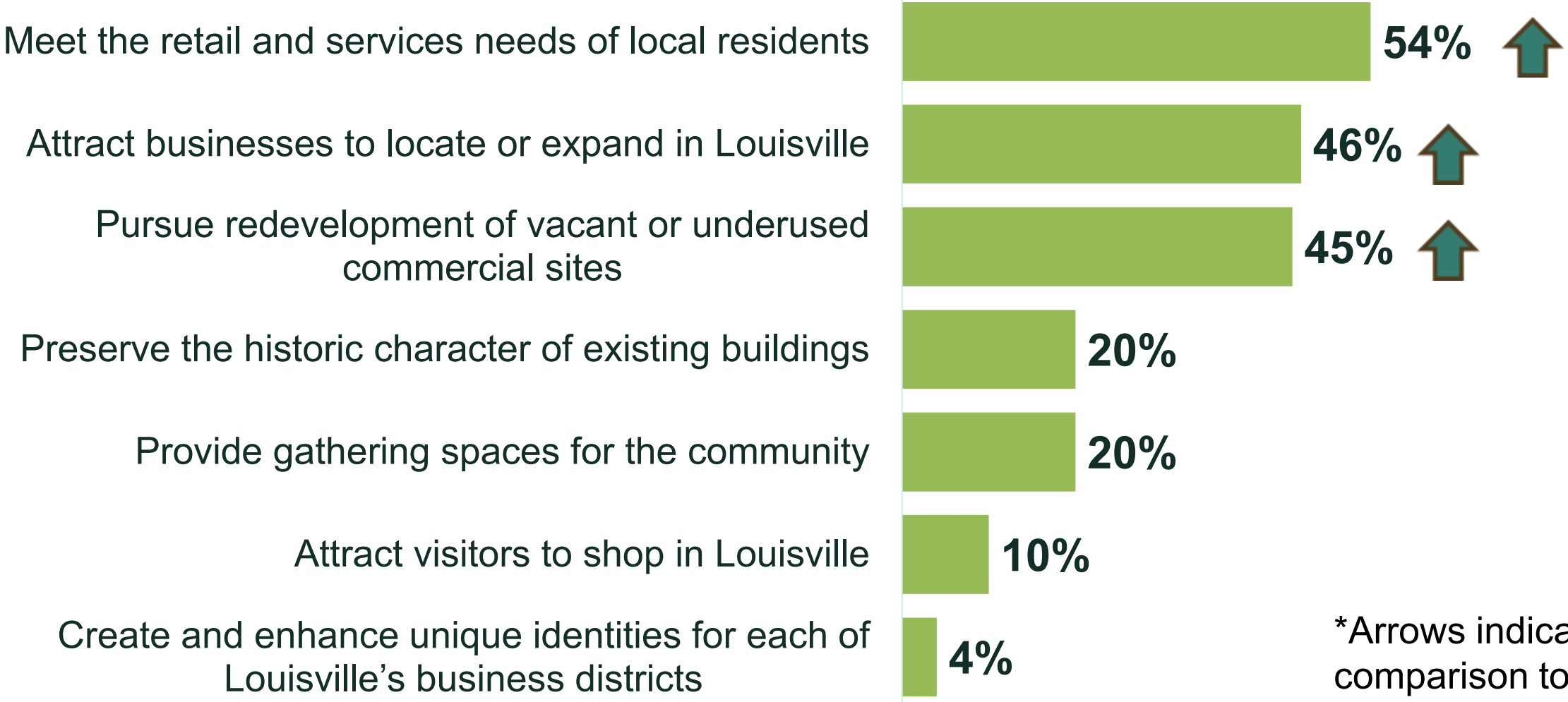
First tell us how much of a priority, if at all, the City should place on each of the following aspects of its strategy to ensure a vibrant economic climate.



Top Priorities for a Vibrant Economic Climate

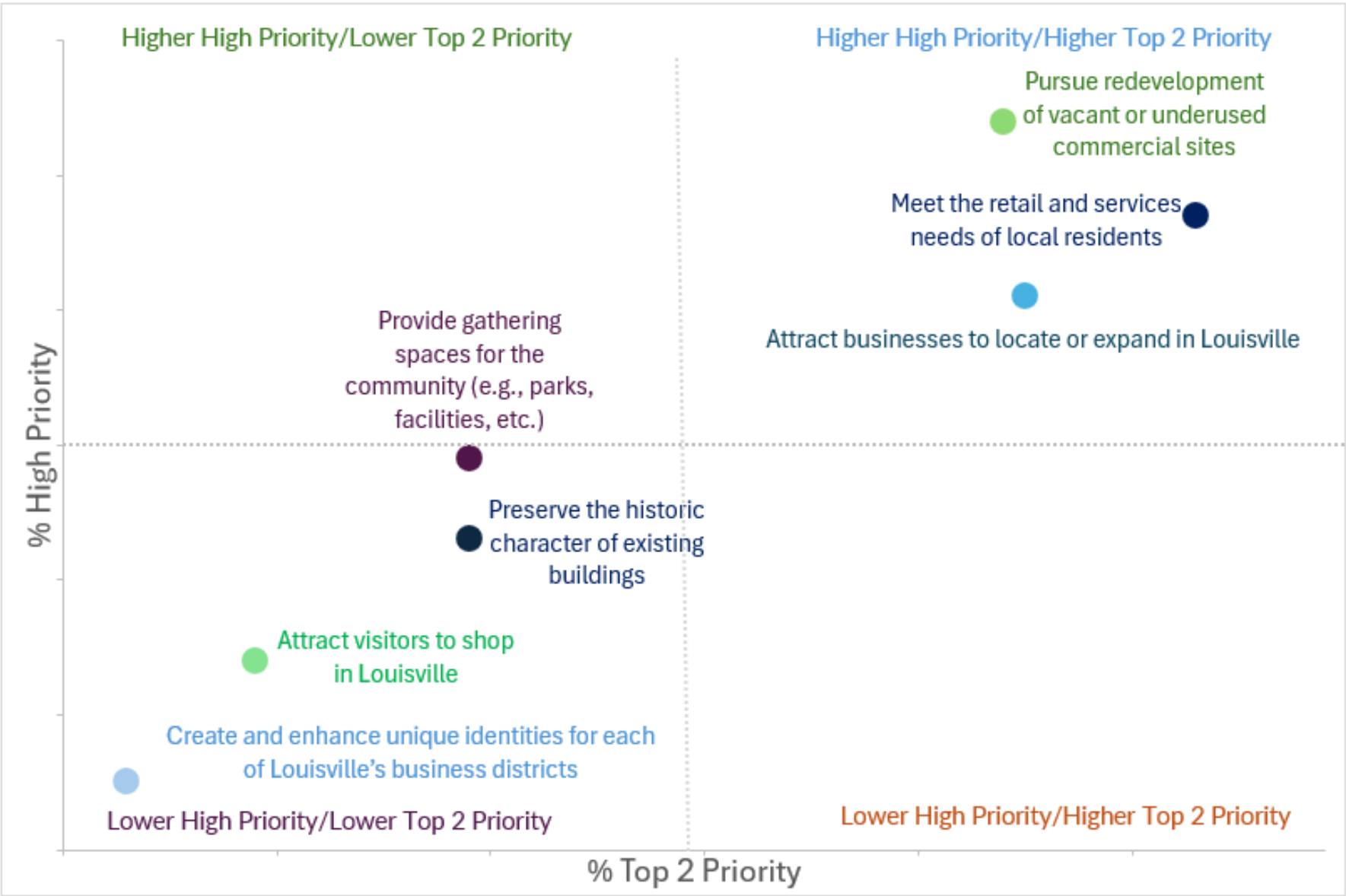


Then, select which two (2) should be the top priorities for the City to focus on in the next 4 years.



*Arrows indicate comparison to 2020

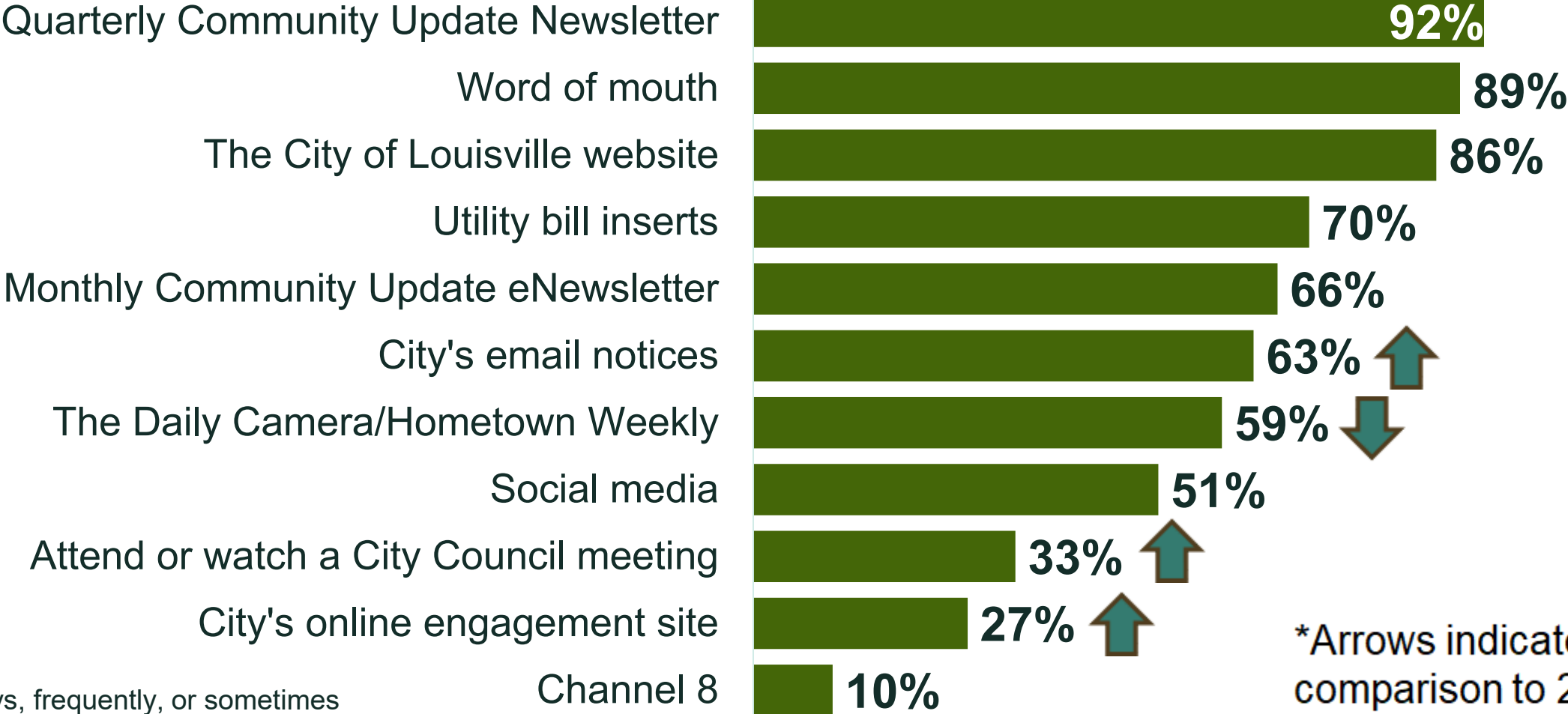
Measuring High Priority vs Top Priority



Top Sources of Information About the City



Please select how often you use each of the following sources to gain information about the City of Louisville.



Percent always, frequently, or sometimes

*Arrows indicate comparison to 2020



Impact of the Marshall Fire

D9. How has the Marshall Fire impacted you?

- Directly, my home was lost.
- Directly, my home was damaged.
- Indirectly, my home was not lost or damaged, but it affected me as a community member.
- I have not been affected by the Marshall Fire / I moved here after the fire.
- Other: _____



Impact of the Marshall Fire

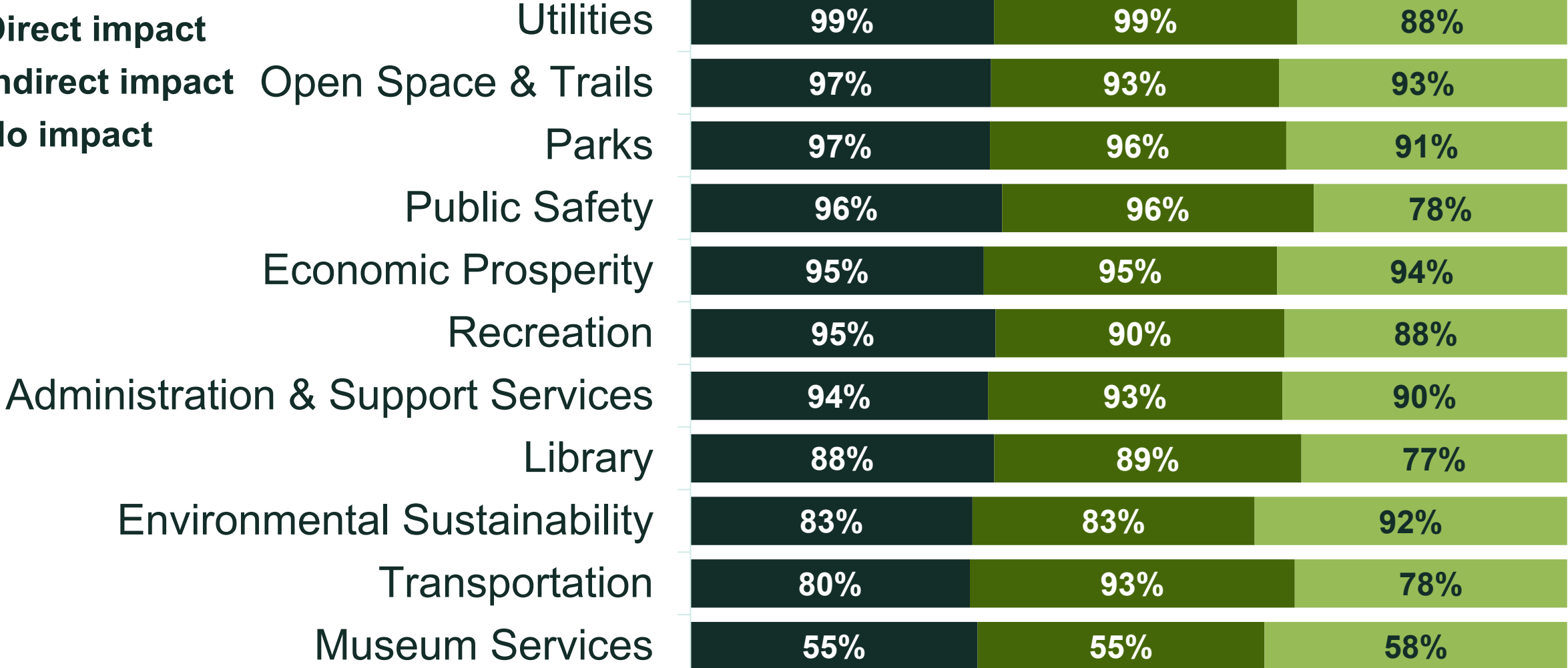


Priorities of the Community (Marshall Impact)



Then, select which three (3) should be the top priorities for the City to focus on in the next 4 years.

- Direct impact
- Indirect impact
- No impact



Questions?

Thank you!

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