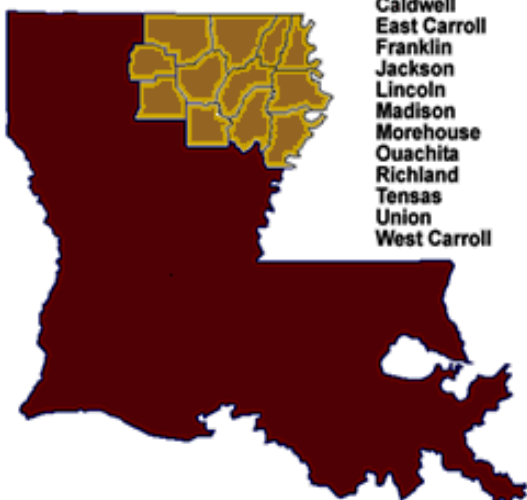


Business and Economic Climate of Monroe and Northeast Louisiana: 2013



Caldwell
East Carroll
Franklin
Jackson
Lincoln
Madison
Morehouse
Ouachita
Richland
Tensas
Union
West Carroll

The Economy and Demography of Northeast Louisiana

Northeast Louisiana is a 12-parish area bordered to the north by Arkansas and to the east by Mississippi. The Monroe metropolitan statistical area (Ouachita and Union Parishes: MSA rank by 2012 population=231/381) is the population and business center for the greater area.

This Factbook is also available on-line at: cba.ulm.edu/cber

Cover Photograph: "Skyline" by Charlie Heck

List of Tables and Figures

Statewide Economic Activity

Real (2005 \$) Gross State Product (\$millions), % Change: Top 10 2008-12	Page 4
Real (2005 \$) Per Capita Gross State Product, % Change: Top 10 2008-12	Page 4
Real (2005 \$) Metro Area Gross State Product (\$millions), % Change	Page 5
Real (2005 \$) Metro Area <u>Per Capita</u> Gross State Product, % Change	Page 5
The % Change in Earnings by Major Industry Group: 2007-2011	Page 6
Anticipated New Investment in Louisiana: 2012...	Page 7

Population and Demographic Data

Annual Population and Percent Change, by Parish and Region: 2000-2012	Page 8
Migration and Natural Increase, April 1, 2010 to July 1, 2012*	Page 8
Number of Housing Units by Year, by Parish 2008-2012	Page 9
Median Household Income by, NE Louisiana, State, and U.S. 2010-2011	Page 9
Educational Attainment by Parish, as Percent of Population over Age 25	Page 10
Total Personal Income (thousands of current dollars) 2007-2011	Page 10
Per Capita Personal Income (current dollars) 2007-2011	Page 11
Per Capita Personal income by LA MSA (current dollars) 2007-2011	Page 11
Wage and Salary Disbursements as Percent of Total Personal Income 2007-2011	Page 12
Persons below Poverty, by NE Louisiana, State, and U.S. 2010-2011	Page 12

Labor Force Statistics

Total Covered Employment (Jobs-establishment survey) 2008-2012	Page 13
Labor Force (From household survey: employed + unemployed)	Page 13
Unemployment Rate (Household Survey) 2008-2012	Page 14
Number Unemployed, Household Survey 2008-2012	Page 14
Total Employment, (Household Survey, including Proprietor Employment) 2008-2012	Page 15
Wage and Salary Disbursements as a Percent of Personal Income (by MSA) 2007-2011	Page 15

List of Tables and Figures (continued)

Labor Force Statistics (cont.)

Labor Market Data by Industry for Ouachita Parish: 2011-2012	Page 16
Aggregated Labor Market Data by Parish: 2011-2012	Page 17
Aggregated Labor Market Data by LA MSA: 2011-2012	Page 17

Business Climate Data

Major Northeast Louisiana Private (non-retail) Employers	Page 18
Percentage Change in Annual/Seasonal (Estimated) Non-auto Retail Sales	Page 18
Estimated Non-auto Retail Sales for Ouachita Parish, 2008-2012*	Page 19
\$ Value of New and Used Vehicle Registrations: Ouachita Parish Only	Page 19
Total New Car, Van, and Truck Purchases* (includes car fleet)	Page 19
FDIC Deposits by Louisiana MSA 2008 & 2012	Page 20
Percent Change in FDIC Deposits by MSA, State: 2008-2012	Page 20
Construction Permits-Total Units: Percent Change 2009-2012	Page 21
Total Construction Permits 2008-2012 for Monroe MSA	Page 21
Commercial/Industrial Utility Rates for Louisiana and the U.S., Annual Averages: 2008-2012	Page 21

Quality of Life

Local/Regional Comparison of Monroe/Ouachita Cost of Living: 2012 Average	Page 22
Residential Utility Rates for Louisiana and the U.S., 5 Year Annual Average 2008-2012	Page 22
Percent Change in Average Selling Price of Existing Homes by LA MSA	Page 23
Northeast Louisiana Housing Market Overview: 4 Parish Area	Page 23
Median Selling Price (Price≤\$200k) of Existing Homes: Ouachita and NELA 2010-2012	Page 24
Median Selling Price (Price>\$200k) of Existing Homes: Ouachita and NELA 2010-2012	Page 24
Median Sq. Ft. Price (Price≤\$200k) of Existing Homes: Ouachita and NELA 2010-2012	Page 25
Median Sq. Ft. Price (Price>\$200k) of Existing Homes: Ouachita and NELA 2010-2012	Page 25
NELA 2010-2011 School District Performance Scores and Rank	Page 26

Statewide Economic Activity

Real (2005 \$) Gross State Product (\$millions), % Change: Top 10 2008-12

State	2008	2009	2010	2011	2012	%change 2008-12	Rank 2008-12	%change 2011-12	Rank 2011-12
North Dakota	28,624	29,497	31,618	34,092	38,654	35.0%	1	13.4%	1
Texas	1,077,144	1,071,959	1,116,268	1,156,013	1,211,692	12.5%	2	4.8%	2
Oregon	170,182	164,711	174,165	180,326	187,440	10.1%	3	3.9%	3
West Virginia	51,591	51,881	53,575	54,597	56,384	9.3%	4	3.3%	10
Alaska	41,039	44,215	43,472	44,232	44,732	9.0%	5	1.1%	41
Louisiana	184,046	189,853	200,944	195,640	198,548	7.9%	6	1.5%	29
Utah	103,861	102,863	105,199	108,106	111,808	7.7%	7	3.4%	7
Nebraska	77,702	77,625	80,638	82,172	83,393	7.3%	8	1.5%	30
Maryland	258,729	255,757	264,321	268,418	274,930	6.3%	9	2.4%	15
Indiana	241,913	227,383	241,927	247,222	255,380	5.6%	10	3.3%	8

Real (2005\$) Per Capita Gross State Product, % Change: Top 10 2008-12

State	2008	2009	2010	2011	2012	%change 2008-12	Rank 2008-12	%change 2011-12	Rank 2011-12
North Dakota	43,530	44,359	46,867	49,847	55,250	26.9%	1	10.8%	1
West Virginia	28,034	28,078	28,891	29,427	30,389	8.4%	2	3.3%	3
Oregon	45,156	43,247	45,375	46,573	48,069	6.5%	3	3.2%	4
Texas	44,310	43,221	44,203	45,025	46,498	4.9%	4	3.3%	2
Vermont	36,485	35,383	37,291	37,736	38,198	4.7%	5	1.2%	26
Louisiana	41,493	42,268	44,209	42,764	43,145	4.0%	6	0.9%	32
Nebraska	43,255	42,823	44,061	44,594	44,943	3.9%	7	0.8%	36
New Hampshire	41,383	40,631	41,951	42,818	42,958	3.8%	8	0.3%	41
Indiana	37,653	35,202	37,273	37,935	39,065	3.8%	9	3.0%	5
New York	51,396	50,452	52,242	52,657	53,067	3.3%	10	0.8%	37

Statewide Economic Activity

Real (2005 \$) Metro Area Gross State Product (\$millions), % Change

Area	2007	2008	2009	2010	2011	%change 2007-11	% change 2010-11	Rank 2007- 2011
Lafayette	14,080	14,817	16,348	17,289	18,248	29.6%	5.5%	1
Houma-Bayou Cane-Thibodaux	8,509	8,960	9,741	10,016	9,860	15.9%	-1.6%	2
Shreveport-Bossier City	17,498	17,489	17,484	18,736	19,426	11.0%	3.7%	3
Baton Rouge	34,630	34,350	34,148	37,671	37,644	8.7%	-0.1%	4
New Orleans-Metairie-Kenner	61,684	59,690	61,042	67,282	66,768	8.2%	-0.8%	5
Lake Charles	11,343	10,561	9,643	11,966	12,204	7.6%	2.0%	6
Alexandria	4,575	4,633	4,558	4,698	4,647	1.6%	-1.1%	7
Monroe	5,822	5,493	5,533	5,744	5,656	-2.9%	-1.5%	8

Real (2005 \$) Metro Area Per Capita Gross State Product, % Change

Area	2007	2008	2009	2010	2011	%change 2007-11	% change 2010-11	Rank 2007- 2011
Lafayette	53,489	55,483	60,216	63,014	65,805	23.0%	4.4%	1
Houma-Bayou Cane-Thibodaux	41,428	43,271	46,886	48,093	47,271	14.1%	-1.7%	2
Shreveport-Bossier City	44,841	44,572	44,280	46,852	48,132	7.3%	2.7%	3
Baton Rouge	44,408	43,605	42,905	46,821	46,575	4.9%	-0.5%	4
Lake Charles	58,289	53,782	48,701	59,803	60,769	4.3%	1.6%	5
Alexandria	30,198	30,389	29,758	30,481	30,079	-0.4%	-1.3%	6
New Orleans-Metairie-Kenner	57,423	53,594	53,284	57,331	56,056	-2.4%	-2.2%	7
Monroe	33,472	31,491	31,497	32,497	31,840	-4.9%	-2.0%	8
U.S. Metro Portion	46,964	46,165	43,957	44,899	45,222	-3.7%	0.7%	n/a

The % Change in Earnings by Major Industry Group: 2007-2011

	Chem	All Earn	Manuf	Const'n	Retail	Fin/Ins	Inform	Health	Gov't
LFT	180.30%	18.80%	32.70%	25.60%	11.10%	13.00%	-18.00%	40.90%	15.80%
HUM	127.90%	18.60%	17.90%	19.80%	4.00%	-10.20%	-4.20%	20.30%	22.80%
SHV	70.40%	12.00%	-16.60%	15.20%	12.50%	11.60%	-3.60%	16.70%	18.10%
AEX	65.80%	7.60%	12.80%	-23.00%	9.70%	-0.70%	-25.10%	18.70%	6.10%
NEW	22.70%	10.80%	10.80%	10.00%	-2.20%	8.90%	-9.20%	26.30%	15.70%
BTR	19.00%	13.40%	20.10%	10.80%	6.80%	4.60%	4.50%	27.70%	10.70%
LCH	14.50%	9.40%	22.20%	0.10%	-2.30%	9.10%	-52.00%	33.70%	12.50%
MLU	5.10%	4.00%	n/a	-15.60%	-6.00%	19.50%	-33.80%	16.90%	11.70%
US	3.00%	8.80%	4.20%	17.20%	-0.10%	4.00%	2.10%	19.50%	12.80%
LA	25.30%	12.60%	10.20%	6.90%	4.20%	13.60%	-13.40%	25.10%	15.20%

Anticipated New Investment in Louisiana: 2012 ...

- Nucor Steel (Convent LA) Region 11,250 jobs
 - Intermediate steel products
- Lockheed Martin (New Orleans) Region 1166 jobs
 - Liquefied natural gas
- IBM (Baton Rouge) Region 2800 jobs
 - Software development/support
- Sasol (Lake Charles) Region 51,275 jobs
 - Natural gas to liquids
- G2X (Lake Charles) Region 5243 jobs
 - Natural gas to gasoline.
- Century Link (Monroe) Region 81000 jobs
 - Telecommunications
- Elio Motors (Shreveport) Region 7 1,500 jobs
 - Automotive manufacturing

Estimated Aggregated Statewide Outcome of New Investment:

Total full-time equivalent jobs: > 20,000

Total Household Income: \$1 billion.

Population and Demographic Data

Annual Population and Population Percent Change: 2000, 2008 - 2012*

	Census 2000	2008	2009	Census 2010	2011	2012	% Change 2010- 2012
Louisiana	4,468,976	4,448,806	4,489,490	4,533,372	4,574,766	4,601,893	1.51%
Northeast LA	353,865	347,208	347,506	355,761	356,157	356,142	0.11%
Monroe MSA**	170,053	173,055	174,188	176,441	177,379	177,782	0.76%
Monroe City	53,107	51,414	51,640	48,815	49,021	49,156	0.70%
Caldwell	10,560	10,417	10,403	10,132	10,058	10,004	-1.26%
East Carroll	9,421	8,128	8,078	7,759	7,650	7,526	-3.00%
Franklin	21,263	19,948	19,784	20,767	20,764	20,561	-0.99%
Jackson	15,397	15,147	15,058	16,274	16,333	16,216	-0.36%
Lincoln	42,509	42,814	42,975	46,735	46,965	46,953	0.47%
Madison	13,728	11,714	11,393	12,093	11,953	12,154	0.50%
Morehouse	31,021	28,460	28,323	27,979	27,546	27,559	-1.50%
Ouachita	147,250	150,433	151,663	153,720	154,678	155,363	1.07%
Richland	20,981	20,490	20,408	20,725	20,889	20,921	0.95%
Tensas	6,618	5,650	5,583	5,252	5,084	4,954	-5.67%
Union	22,803	22,622	22,525	22,721	22,701	22,419	-1.33%
West Carroll	12,314	11,385	11,313	11,604	11,536	11,512	-0.79%

*2008-2009 & 2011-2012 Figures are July Estimates.

**Monroe MSA includes Ouachita & Union Parishes.

Migration and Natural Increase, April 1, 2010 to July 1, 2012*

Geography	Total Popula- tion Change	Total	Births	Deaths	Domestic Migration	International Migration	Net Total Migration
N.E. Louisiana	381	2538	11,151	8,613	-2,055	727	-1,328
Caldwell	-128	-2	283	285	-123	5	-118
East Carroll	-233	77	246	169	-310	0	-310
Franklin	-206	57	675	618	-255	-2	-257
Jackson	-58	-21	450	471	-36	-6	-42
Lincoln	218	416	1,302	886	-189	367	178
Madison	61	30	378	348	31	0	31
Morehouse	-420	81	918	837	-492	2	-490
Ouachita	1,643	1,760	5,151	3,391	-47	311	264
Richland	196	53	636	583	134	21	155
Tensas	-298	13	138	125	-312	0	-312
Union	-302	87	638	551	-385	29	-356
West Carroll	-92	-13	336	349	-71	0	-71

Population and Demographic Data

Number of Housing Units by Year, by NELA Parish

	Housing Units 2008	Housing Units 2009	Housing Units 2010*	Housing Units 2011	Housing Units 2012
Caldwell	5,290	5,305	4,998	5,003	5,010
East Carroll	3,318	3,328	2,905	2,904	2,903
Franklin	9,124	9,161	9,042	9,069	9,084
Jackson	7,729	7,779	7,683	7,698	7,717
Lincoln	18,627	18,717	19,494	19,528	19,545
Madison	5,152	5,168	4,805	4,813	4,821
Morehouse	13,343	13,387	12,428	12,436	12,446
Ouachita	64,640	64,925	64,536	64,882	65,199
Richland	9,006	9,161	8,631	8,741	8,773
Tensas	3,523	3,534	3,359	3,364	3,366
Union	12,362	12,412	11,354	11,370	11,391
West Carroll	5,289	5,309	5,049	5,055	5,058
NE Louisiana	157,403	158,186	154,284	154,863	155,313

2010* - 2011 Median Household Income by , NE Louisiana, State, and US

	2010: Median Household Income	2011: Median Household Income	2010: % of Louisiana Median Income	2011: % of Louisiana Median Income
Caldwell	34,855	36,415	82.0%	87.1%
East Carroll	25,442	25,163	59.8%	60.2%
Franklin	30,105	29,025	70.8%	69.4%
Jackson	36,312	36,032	85.4%	86.2%
Lincoln	36,532	34,497	85.9%	82.5%
Madison	25,565	23,240	60.1%	55.6%
Morehouse	29,526	26,778	69.5%	64.1%
Ouachita	37,728	35,770	88.8%	85.6%
Richland	32,646	32,148	76.8%	76.9%
Tensas	26,976	26,903	63.5%	64.4%
Union	36,863	34,958	86.7%	83.6%
West Carroll	32,143	27,781	75.6%	66.5%
NE LA (with Lincoln)	34,961	32,246	75.4%	73.5%
Louisiana	42,510	41,804	n/a	n/a
United States	50,046	50,502	117.7%	120.8%

Source: U.S. Census Bureau

Population and Demographic Data

Educational Attainment by Parish as Percent of Population over Age 25

	Less than High School	High School (includes GED)	Some College- No Degree	Associate's Degree	Bachelor's Degree	Graduate or Professional Degree	Population 25+ yrs. (in yr. 2000)
Caldwell	22.6%	43.3%	19.2%	3.7%	7.1%	4.0%	6,825
East Carroll	32.5%	39.7%	14.7%	3.5%	6.8%	2.9%	4,936
Franklin	31.6%	35.6%	18.4%	3.0%	7.0%	4.3%	13,736
Jackson	18.4%	39.8%	23.4%	4.9%	8.7%	4.7%	10,957
Lincoln	14.7%	27.8%	19.8%	5.4%	18.8%	13.5%	24,773
Madison	23.4%	41.3%	18.4%	5.4%	8.3%	3.2%	7,851
Morehouse	24.9%	42.2%	17.9%	3.8%	8.6%	2.7%	18,682
Ouachita in 2000	21.4%	30.0%	23.1%	2.8%	14.8%	7.9%	88,430
Ouachita (2011 5yr Est.)	16.0%	33.5%	23.0%	4.3%	15.6%	7.6%	95,920
Richland	26.4%	39.8%	18.1%	3.6%	9.1%	3.1%	13,639
Tensas	25.4%	41.5%	18.5%	2.8%	6.7%	5.1%	3,653
Union	20.6%	43.5%	18.4%	4.8%	9.2%	3.5%	15,482
West Carroll	27.9%	44.2%	17.8%	2.3%	5.3%	2.5%	7,802
NE Louisiana	20.0%	36.3%	20.6%	4.2%	12.5%	6.4%	224,256
Louisiana 2000	25.2%	32.4%	20.2%	3.5%	12.2%	6.5%	2,775,468
Louisiana (2011 5yr Est.)	18.4%	34.6%	21.0%	4.9%	14.2%	7.0%	2,899,261

Sources: *U.S. Census Bureau Profile of Selected Characteristics 2000; U.S. Census Bureau, American Community Survey 2007-2011 5yr Estimates

Total Personal Income (thousands of current dollars)*

	2007	2008	2009	2010*	2011	% growth 2007-11	% growth 2010-11
Louisiana	\$156,618,305	\$167,935,249	\$161,978,361	\$168,704,348	\$176,356,255	12.60%	4.54%
NE Louisiana	\$10,085,184	\$10,666,737	\$10,770,022	\$10,921,780	\$11,330,341	12.35%	3.74%
Caldwell	\$262,202	\$280,607	\$284,747	\$287,165	\$291,909	11.33%	1.65%
East Carroll	\$203,430	\$222,997	\$224,770	\$235,680	\$241,687	18.81%	2.55%
Franklin	\$508,387	\$557,932	\$570,118	\$580,473	\$600,294	18.08%	3.41%
Jackson	\$410,834	\$445,417	\$447,530	\$457,537	\$468,830	14.12%	2.47%
Lincoln	\$1,283,412	\$1,379,056	\$1,370,422	\$1,427,622	\$1,464,552	14.11%	2.59%
Madison	\$273,321	\$294,948	\$287,479	\$295,125	\$308,605	12.91%	4.57%
Morehouse	\$722,884	\$779,355	\$787,853	\$780,143	\$822,027	13.71%	5.37%
Ouachita	\$4,834,743	\$5,038,337	\$5,086,510	\$5,109,544	\$5,306,948	9.77%	3.86%
Richland	\$545,679	\$578,498	\$592,226	\$619,582	\$649,187	18.97%	4.78%
Tensas	\$163,901	\$160,598	\$173,135	\$172,733	\$195,658	19.38%	13.27%
Union	\$622,118	\$666,010	\$669,960	\$684,245	\$705,843	13.46%	3.16%
West Carroll	\$254,273	\$262,982	\$275,272	\$271,931	\$274,801	8.07%	1.06%
United States						8.82%	5.21%

Population and Demographic Data

Per Capita Personal Income (current dollars)*

	2007	2008	2009	2010*	2011	% growth 2007-10	% growth 2010-11
Louisiana	35,794	37,861	36,062	37,116	38,549	7.70%	3.86%
NE Louisiana	28,592	30,185	30,403	30,665	31,784	11.17%	3.65%
Caldwell	25,734	27,446	27,957	28,331	29,025	12.79%	2.45%
East Carroll	25,109	28,089	28,589	30,485	31,676	26.15%	3.91%
Franklin	24,512	26,878	27,573	27,905	28,881	17.82%	3.50%
Jackson	25,803	27,657	27,766	28,090	28,722	11.31%	2.25%
Lincoln	28,317	30,159	29,618	30,496	31,256	10.38%	2.49%
Madison	22,024	23,902	23,877	24,364	25,709	16.73%	5.52%
Morehouse	25,384	27,528	27,991	27,923	29,775	17.30%	6.63%
Ouachita	31,985	33,207	33,233	33,181	34,256	7.10%	3.24%
Richland	26,400	27,910	28,660	29,869	31,005	17.44%	3.80%
Tensas	29,730	29,873	32,599	33,027	38,622	29.91%	16.94%
Union	27,322	29,342	29,632	30,057	31,051	13.65%	3.31%
West Carroll	21,718	22,535	23,663	23,448	23,753	9.37%	1.30%
United States	39,506	40,947	38,637	39,791	41,560	5.20%	4.45%

Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce

*table reflects most recent data revisions.

Per Capita Personal Income by LA MSA (current dollars)*

MSA	2007	2008	2009	2010	2011	%change 2007-11	%change 2010-11	2007-11 rank
Houma	36,298	40,607	38,807	40,790	42,393	16.8%	3.9%	1
Lafayette	38,264	42,732	39,978	42,117	44,184	15.5%	4.9%	2
Shreveport	34,269	38,299	35,511	37,185	38,899	13.5%	4.6%	3
Baton Rouge	34,633	37,247	36,642	37,397	38,985	12.6%	4.2%	4
Monroe	31,374	32,704	32,769	32,779	33,846	7.9%	3.3%	5
Lake Charles	34,016	36,484	34,111	34,550	36,324	6.8%	5.1%	6
New Orleans	46,120	45,183	41,533	42,559	43,603	-5.5%	2.5%	7
United States (metro)	41,456	42,787	40,227	41,404	43,169	4.1%	4.3%	n/a

Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce



Population and Demographic Data

Wage and Salary Disbursements as percent of Total Personal Income						Area Per Capita Personal Income as % of U.S. Per Capita Personal Income	
	2007	2008	2009	2010	2011	2010	2011
Louisiana	50.2%	49.9%	51.0%	49.8%	49.1%	93.3%	92.8%
NE Louisiana	43.0%	42.4%	42.0%	41.6%	40.6%	77.1%	76.5%
Caldwell	29.2%	29.5%	29.5%	29.0%	28.1%	71.2%	69.8%
East Carroll	31.8%	29.7%	29.9%	28.5%	27.8%	76.6%	76.2%
Franklin	29.2%	28.3%	27.6%	27.8%	26.5%	70.1%	69.5%
Jackson	32.2%	30.7%	30.3%	31.4%	30.3%	70.6%	69.1%
Lincoln	47.9%	48.5%	48.3%	46.6%	46.1%	76.6%	75.2%
Madison	36.2%	36.8%	38.4%	35.7%	33.3%	61.2%	61.9%
Morehouse	33.8%	33.4%	30.8%	27.7%	27.1%	70.2%	71.6%
Ouachita	52.1%	51.1%	51.2%	51.2%	50.0%	83.4%	82.4%
Richland	31.7%	32.3%	32.1%	33.3%	32.5%	75.1%	74.6%
Tensas	28.1%	31.3%	30.2%	30.4%	26.8%	83.0%	92.9%
Union	23.9%	22.9%	21.0%	22.2%	22.3%	75.5%	74.7%
West Carroll	29.5%	30.0%	29.7%	28.9%	27.6%	58.9%	57.2%
United States	53.9%	52.6%	52.8%	52.0%	51.4%	100.0%	100.0%

Calculated using data available from U.S. Bureau of Economic Analysis.

2010-2011 Persons below Poverty by , NE Louisiana, State, and US				
	2010: % of Population Below Poverty	2011: % of Population Below Poverty	2010: % Difference from Louisiana 2010 Poverty Rate	2011: % Difference from Louisiana 2011 Poverty Rate
Caldwell	21.6	19.9	2.8	-0.6
East Carroll	40.3	44.0	21.5	23.5
Franklin	27.4	27.8	8.6	7.3
Jackson	19.4	21.0	0.6	0.5
Lincoln	24.2	29.5	5.4	9.0
Madison	37.4	41.4	18.6	20.9
Morehouse	27.4	28.7	8.6	8.2
Ouachita	20.6	26.2	1.8	5.7
Richland	25.4	24.2	6.6	3.7
Tensas	33.3	33.5	14.5	13.0
Union	21.0	24.2	2.2	3.7
West Carroll	22.6	24.1	3.8	3.6
NE LA (with Lincoln)	26.7	28.7	7.9	8.2
Louisiana	18.8	20.5	n/a	n/a
United States	15.3	15.9	-3.5	-4.6

Source: US Census Bureau, Small Area Income and Poverty Estimates

Labor Force Statistics

Total Covered Employment (# Jobs from establishment survey)

	2008	2009	2010	2011	2012
Monroe MSA	75,709	73,962	73,302	72,954	73,824
Caldwell	2,660	2,589	2,464	2,485	2,434
E. Carroll	2,133	2,038	1,974	1,887	1,706
Franklin	5,420	5,320	5,287	5,084	4,987
Jackson	3,636	3,503	3,603	3,575	3,548
Lincoln	18,687	18,245	18,005	17,925	17,503
Madison	3,456	3,556	3,441	3,304	3,250
Morehouse	7,475	6,798	6,619	6,849	7,142
Ouachita	70,543	69,329	68,425	68,078	68,971
Richland	6,229	6,157	6,384	6,576	6,532
Tensas	1,358	1,312	1,215	1,187	1,114
Union	5,166	4,633	4,877	4,876	4,853
W. Carroll	2,561	2,438	2,366	2,343	2,388
NE Louisiana	129,324	125,918	124,660	124,169	124,428
Louisiana	1,890,007	1,849,303	1,832,357	1,848,399	1,870,662

Source: US Bureau of Labor Statistics

Labor Force (From household survey: employed + unemployed)

	2008	2009	2010	2011	2012
Monroe MSA	80,878	80,932	81,761	80,523	81,365
Caldwell	4,517	4,572	4,516	4,560	4,464
E. Carroll	3,022	2,953	2,936	2,974	2,766
Franklin	7,732	7,738	7,867	7,890	7,613
Jackson	6,576	6,476	6,532	6,532	6,355
Lincoln	19,139	19,190	19,605	19,554	19,012
Madison	4,605	4,648	4,642	4,515	4,350
Morehouse	11,670	11,470	11,378	11,698	11,827
Ouachita	70,845	70,696	71,767	70,796	71,561
Richland	8,761	8,848	9,166	9,302	9,113
Tensas	2,095	2,036	2,013	2,097	1,877
Union	10,033	10,235	9,995	9,727	9,803
W. Carroll	4,382	4,453	4,372	4,495	4,349
NE Louisiana	153,377	153,315	154,789	154,140	153,090
Louisiana	2,056,146	2,053,164	2,074,660	2,069,695	2,083,710

Source: US Bureau of Labor Statistics

Labor Force Statistics

Unemployment Rate (Household Survey)

	2008	2009	2010	2011	2012
Monroe MSA	4.7	7.2	7.8	7.7	7.0
Caldwell	4.7	9.3	9.7	8.7	7.4
E. Carroll	9.5	12.7	15.0	14.4	15.7
Franklin	6.9	10.5	11.1	11.3	9.9
Jackson	4.4	7.5	7.4	7.9	7.3
Lincoln	4.9	7.2	8.4	8.8	8.0
Madison	7.1	9.2	10.6	11.0	10.4
Morehouse	8.1	14.1	14.1	12.9	11.6
Ouachita	4.7	6.8	7.7	7.7	7.0
Richland	5.9	9.5	10.1	9.9	8.7
Tensas	7.7	11.7	14.4	12.0	10.2
Union	5.0	10.4	8.5	7.9	7.0
W. Carroll	9.4	15.9	16.0	14.7	12.4
NE Louisiana	5.3	8.1	8.9	8.8	8.0
Louisiana	4.4	6.6	7.4	7.3	6.4
United States	5.8	9.3	9.6	8.9	8.0

Source: US Bureau of Labor Statistics

Number Unemployed (Household Survey)

	2008	2009	2010	2011	2012
Monroe MSA	3,797	5,844	6,366	6,192	5,685
Caldwell	212	425	436	395	329
East Carroll	288	374	441	428	434
Franklin	530	810	877	890	755
Jackson	291	483	483	519	461
Lincoln	941	1,391	1,649	1,715	1,523
Madison	329	427	493	497	451
Morehouse	948	1,620	1,609	1,512	1,369
Ouachita	3,300	4,780	5,514	5,420	4,998
Richland	516	839	922	917	792
Tensas	161	239	289	252	192
Union	497	1,063	853	772	686
West Carroll	414	706	700	659	539
NE Louisiana	8,427	13,157	14,266	13,976	12,529
Louisiana	90,820	136,212	153,928	150,674	134,361

Source: US Bureau of Labor Statistics

Total Employment (Household Survey)

	2008	2009	2010	2011	2012
Monroe MSA	77,081	75,088	75,395	74,331	75,680
Caldwell	4,305	4,147	4,080	4,165	4,135
E. Carroll	2,734	2,579	2,495	2,546	2,332
Franklin	7,202	6,928	6,990	7,000	6,858
Jackson	6,285	5,993	6,049	6,013	5,894
Lincoln	18,198	17,799	17,956	17,839	17,489
Madison	4,276	4,221	4,149	4,018	3,899
Morehouse	10,722	9,850	9,769	10,186	10,458
Ouachita	67,545	65,916	66,253	65,376	66,563
Richland	8,245	8,009	8,244	8,385	8,321
Tensas	1,934	1,797	1,724	1,845	1,685
Union	9,536	9,172	9,142	8,955	9,117
W. Carroll	3,968	3,747	3,672	3,836	3,810
NE Louisiana	144,950	140,158	140,523	140,164	140,561
Louisiana	1,965,326	1,916,952	1,920,732	1,919,021	1,949,349

US Bureau of Labor Statistics

Wage and Salary Disbursements as a Percent of Personal Income (by MSA)

	2007	2008	2009	2010	2011
Alexandria MSA	47.5%	45.9%	46.1%	46.7%	43.9%
Baton Rouge MSA	57.2%	56.7%	57.1%	54.9%	54.0%
Houma MSA	56.5%	54.6%	54.9%	53.1%	51.5%
Lafayette MSA	62.9%	59.4%	59.9%	58.4%	58.1%
Lake Charles MSA	55.0%	55.0%	55.3%	53.0%	52.6%
Monroe MSA	48.9%	47.8%	47.6%	47.7%	46.8%
New Orleans MSA	48.2%	50.5%	52.7%	51.6%	50.9%
Shreveport-Bossier MSA	52.2%	48.4%	51.1%	50.3%	49.7%
Louisiana	52.6%	52.6%	53.9%	52.5%	51.8%
United States	55.5%	54.3%	54.6%	53.7%	53.1%

Labor Force Statistics

Labor Market Data by Industry for Ouachita Parish: 2011-2012

Ouachita Parish	2011				2012			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
All Industries	4,641	68,078	\$2,445,448,000	\$691	4,689	68,971	\$2,497,926,000	\$696
Agriculture, forestry, fishing and hunting	25	128	\$3,503,000	\$528	26	202	\$4,212,000	\$401
Mining	26	105	\$4,720,000	\$867	27	111	\$5,661,000	\$979
Utilities	19	345	\$19,909,000	\$1,111	25	332	\$19,940,000	\$1,154
Construction	399	2,992	\$108,939,000	\$700	381	3,108	\$111,855,000	\$692
Manufacturing	148	5,326	\$269,170,000	\$972	147	5,320	\$283,920,000	\$1,026
Wholesale trade	242	2,338	\$122,747,000	\$1,010	242	2,252	\$120,784,000	\$1,031
Retail trade	694	8,942	\$205,653,000	\$442	719	8,956	\$211,600,000	\$454
Transportation and warehousing	106	1,256	\$54,905,000	\$841	106	1,328	\$57,041,000	\$826
Information	79	1,388	\$60,015,000	\$832	86	1,575	\$67,383,000	\$823
Finance and insurance	364	4,324	\$170,170,000	\$757	361	4,412	\$182,302,000	\$795
Real estate and rental and leasing	204	996	\$35,499,000	\$685	212	1,126	\$42,220,000	\$721
Professional and technical services	501	2,749	\$122,561,000	\$857	504	2,775	\$134,712,000	\$933
Management of companies and enterprises	26	1,275	\$115,407,000	\$1,740	23	1,375	\$123,074,000	\$1,721
Administrative and waste services	226	3,047	\$77,441,000	\$489	228	3,338	\$88,862,000	\$512
*Educational services	39	6,765	\$290,765,331	\$827	36	6,455	\$247,285,321	\$720
Health care and social assistance	602	11,741	\$413,498,000	\$677	617	12,034	\$430,052,000	\$687
Arts, entertainment, and recreation	59	688	\$8,640,000	\$242	62	692	\$8,572,000	\$238
Accommodation and food services	308	6,000	\$77,446,000	\$248	313	6,120	\$81,136,000	\$255
Other services, except public administration	389	1,878	\$50,088,000	\$513	385	1,887	\$54,302,000	\$553
Public administration	95	3,053	\$129,246,000	\$814	97	3,019	\$127,653,000	\$813

Aggregated Labor market Data by Parish: 2011-2012

Parishes	2011				2012			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
Caldwell	241	2,485	\$71,945,000	\$557	239	2,434	\$69,394,000	\$548
East Carroll	210	1887	\$56,198,000	\$573	203	1706	\$50,622,000	\$571
Franklin	430	5,084	\$134,111,000	\$507	433	4,987	\$137,833,000	\$532
Jackson	310	3,575	\$126,492,000	\$681	299	3,548	\$126,921,000	\$688
Lincoln	1173	17,925	\$605,306,000	\$649	1194	17,503	\$595,894,000	\$655
Madison	314	3,304	\$87,072,000	\$507	304	3,250	\$89,099,000	\$527
Morehouse	569	6,849	\$192,010,000	\$539	546	7,142	\$202,114,000	\$544
Richland	523	6,576	\$189,431,000	\$554	534	6,532	\$193,445,000	\$570
Tensas	153	1,187	\$42,155,000	\$683	151	1,114	\$34,285,000	\$592
Union	401	4,876	\$139,406,000	\$550	401	4,853	\$138,952,000	\$551
West Carroll	219	2,343	\$65,108,000	\$534	232	2,388	\$66,713,000	\$537

Aggregated Labor market Data by LA MSA: 2011-2012

MSA	2011			2012		
	Total Employment	Avg. Weekly Hours	Weekly Wage \$	Total Employment	Avg. Weekly Hours	Weekly Wage \$
Alexandria	51,800	31.5	\$390.60	48,900	37.2	\$740.65
Baton Rouge	297,100	36.3	\$769.56	300,300	34.7	\$752.30
Houma	83,300	44.4	\$909.31	81,200	43.8	\$999.08
Lafayette	134,800	36.2	\$616.85	138,600	37.6	\$815.54
Lake Charles	78,500	39.5	\$862.68	75,200	37.0	\$869.50
Monroe	63,800	37.3	\$597.92	63,200	35.0	\$664.30
New Orleans	445,300	37.2	\$799.06	452,800	36.6	\$882.06
Shreveport-Bossier	145,700	35.5	\$610.96	142,800	35.6	\$646.14
Louisiana Statewide	1,573	36.5	\$701.53	1,576	36.2	\$773.23

Business Climate Data

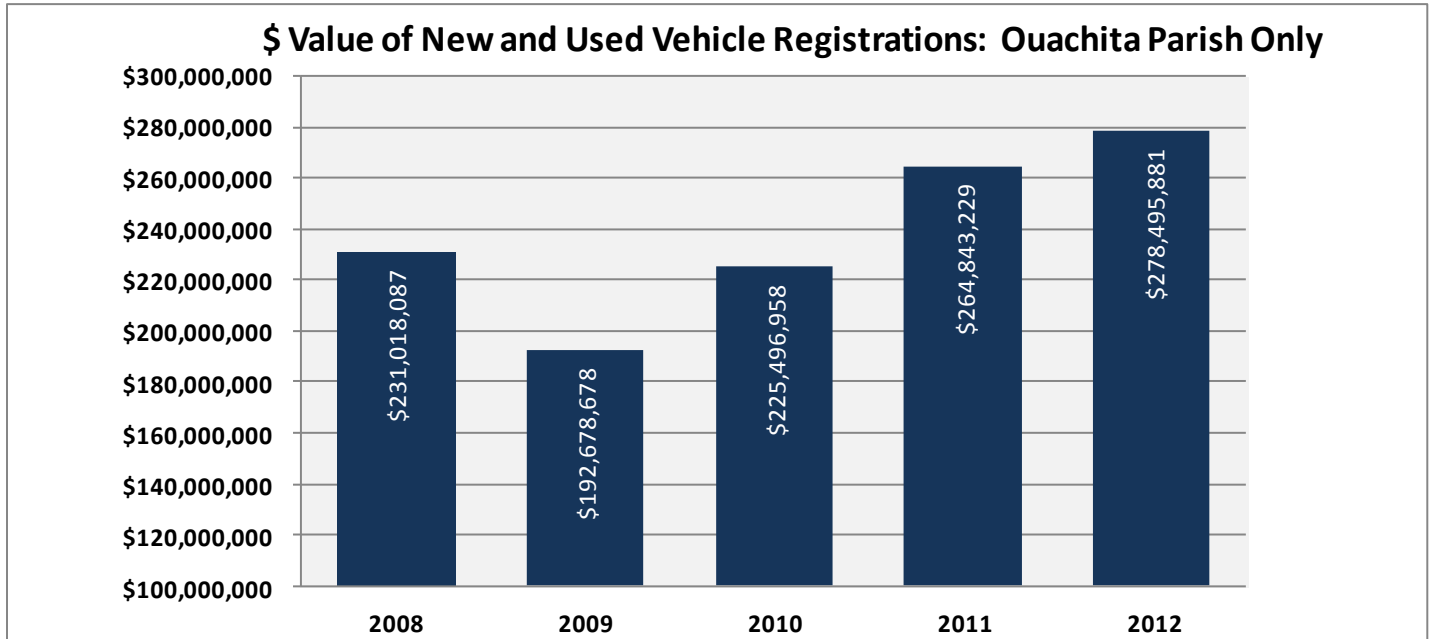
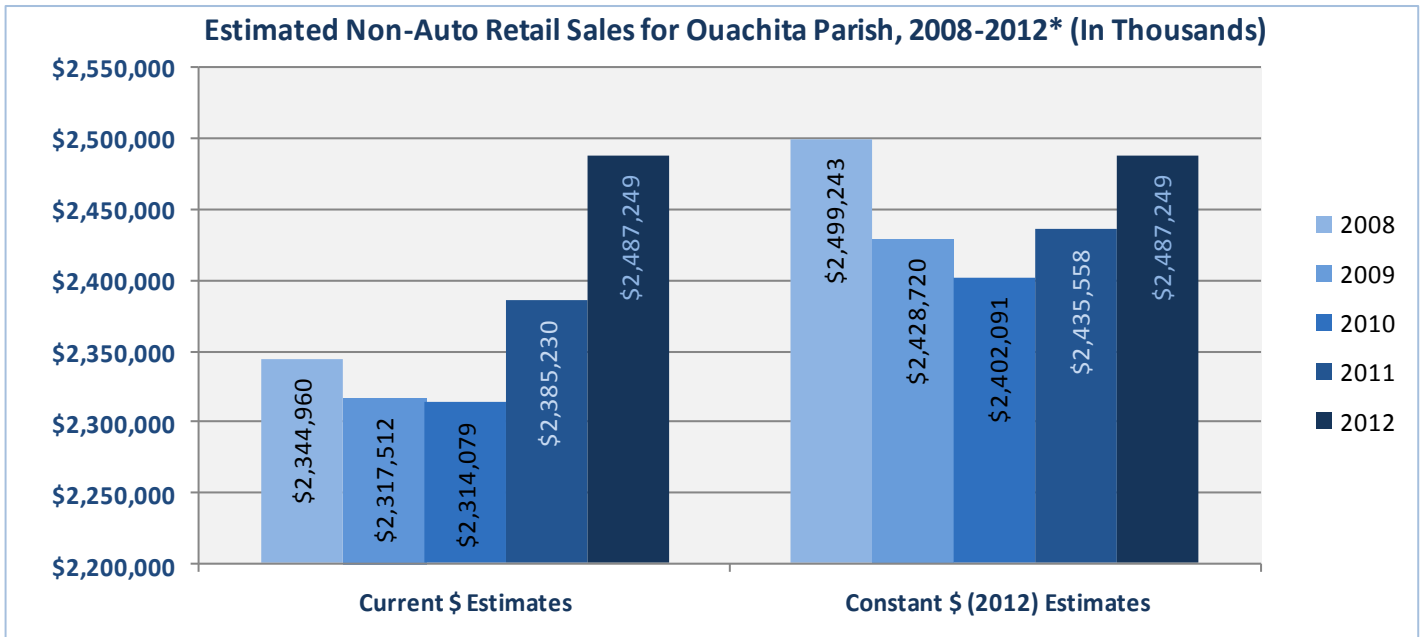
Major Northeast Louisiana Private (non-retail) Employers (employment ≥ 200)		
Company	Product/Service	Approximate Northeast LA Employment 2013
J.P. Morgan Chase	Mortgage/Financial Services/Retail Banking	2600
St Francis Medical Center	Medical Services	2330
CenturyLink	Telecommunications	2220
Foster Farms	Poultry Processing	1275
Graphic Packaging	Paper/Container Products	1240
Glenwood Regional Medical Center	Medical Services	1100
Vantage Health Plan	Health Insurance/PPO	435
Entergy	Electrical Utility	400
Bancroft Bag*	Bags, Paper Containers	400
Berry Plastics Corporation	Plastics	360
D G Foods	Chicken Processing	320
Sapa Extrusions, Inc.	Aluminum Extrusion	320
Accent Marketing**	Call Center Customer Service	300
Con Agra Foods	Food processing	280
Gardner Denver-Thomas	Pumps (manufacturing)	270
Angus Chemical	Chemicals	250

*Number current as of 2011. **Expected employment level in 2013. Data compiled in-house and from the Newsstar.

Percentage Change in Annual/Seasonal (Estimated) Non-auto Retail Sales

2011	% change Annual	% change Seasonal
United States	7.0%	6.3%
Ouachita	3.1%	-2.7%
2012	% change Annual	% change Seasonal
United States	4.8%	4.3%
Ouachita	4.3%	3.5%

*All Ouachita estimated retail sales and auto registration values derived from sales tax collections. Seasonal = Nov-Dec only.



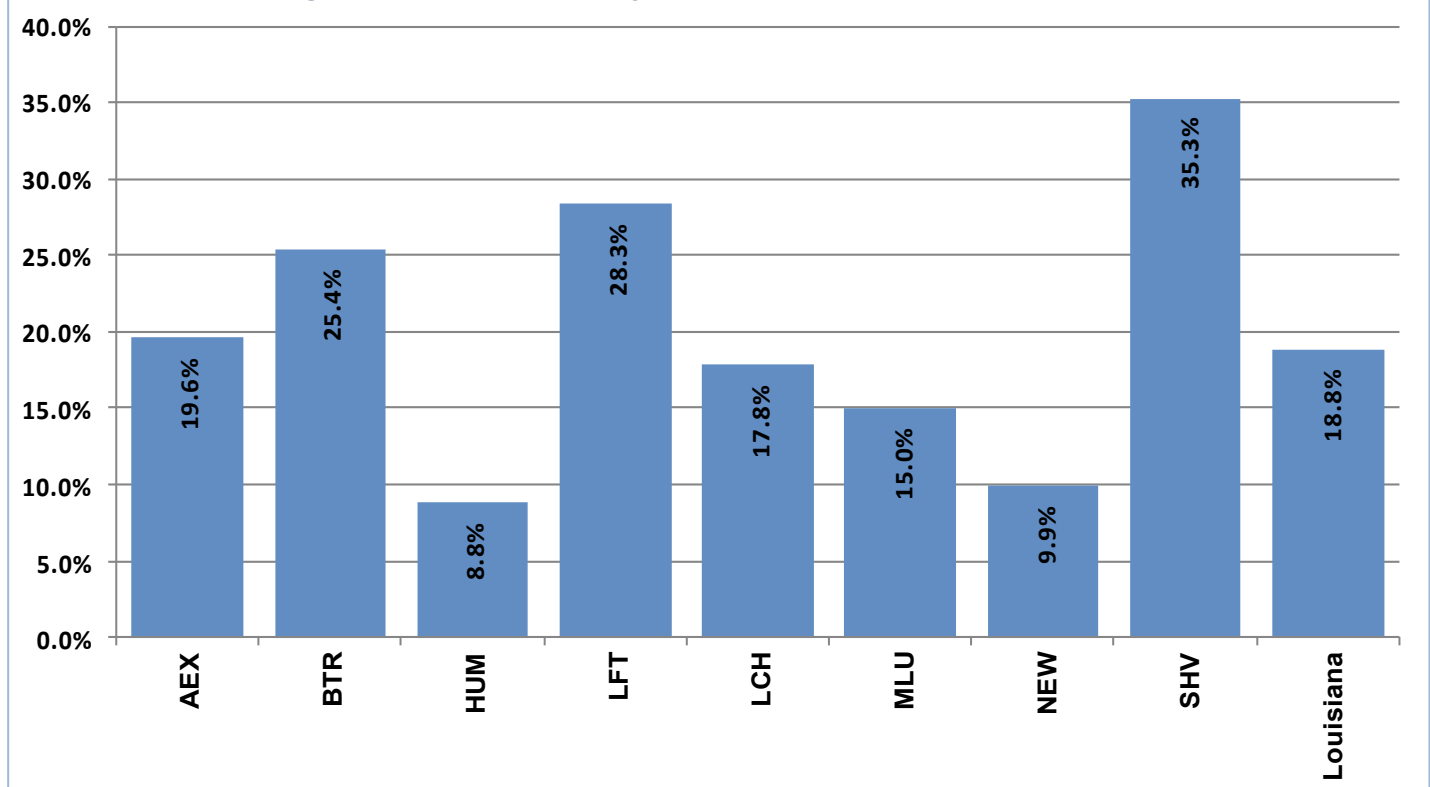
Total New Car, Van, and Truck Purchases * (includes car fleet)						
	2008	2009	2010	2011	2012	% Chg 2010-2012
NE LA	12,794	9,535	10,456	11,684	12,762	22.1%
Ouachita	5,654	4,221	4,755	5,283	5,766	21.3%
Lincoln	1,613	1,221	1,267	1,459	1,527	20.5%
Morehouse	860	637	683	709	782	14.5%
Union	850	640	689	768	790	14.7%
Louisiana	215,832	157,887	160,420	200,195	222,391	38.6%

Business Climate Data

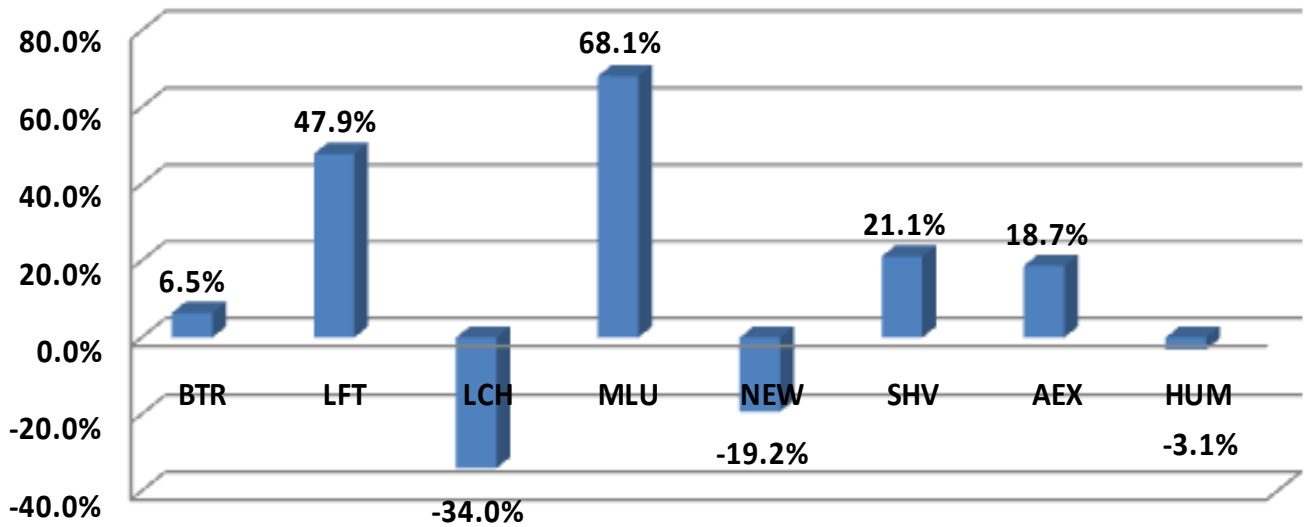
FDIC Deposits by Louisiana MSA (thousands of current \$)

MSA	2008		2012	
	Total Institutions	Deposits	Total Institutions	Deposits
Alexandria	16	\$1,841,300	19	\$2,202,161
Baton Rouge	77	\$13,447,013	75	\$16,862,788
Houma	23	\$3,550,038	27	\$3,862,964
Lafayette	61	\$7,254,049	62	\$9,310,061
Lake Charles	12	\$2,752,029	17	\$3,241,952
Monroe	15	\$2,433,271	17	\$2,799,435
New Orleans	102	\$27,107,096	96	\$29,785,321
Shreveport-Bossier City	42	\$5,540,868	50	\$7,496,621
Louisiana	N/A	\$74,694,781	N/A	\$88,771,454

% Change in FDIC Deposits by MSA, State: 2008-2012



Construction Permits-Total Units: % Change 2009-12



Total Construction Permits	2008	2009	2010	2011	2012
Monroe (MSA)	311	276	441	405	464

Permit data are available from the US Department of the Census.

Commercial/Industrial Utility Rates for Louisiana and the U.S., Annual Averages: 2008-2012

	2008	2009	2010	2011	2012
<i>Electricity price/kwh:</i>					
U.S. Commercial	\$0.1036	\$0.1017	\$0.1019	\$0.1023	\$0.1022
LA Commercial	\$0.1012	\$0.0769	\$0.0850	\$0.0844	\$0.0784
U.S. Industrial	\$0.0683	\$0.0681	\$0.0677	\$0.0682	\$0.0679
LA Industrial	\$0.0794	\$0.0525	\$0.0584	\$0.0569	\$0.0476
<i>Natural Gas price/mcf:</i>					
U.S. Commercial	\$12.23	\$10.06	\$9.47	\$8.92	\$8.13
LA Commercial	\$13.52	\$10.46	\$9.88	\$9.36	\$8.15
U.S. Industrial	\$9.65	\$5.33	\$5.49	\$5.11	\$3.86
LA Industrial	\$9.32	\$4.31	\$4.68	\$4.25	\$2.96

Quality of Life

Local/ Regional Comparison of Monroe/Ouachita Cost of Living: 2012 Average

Each entry equals the % of the US average (ex. Monroe cost of living is 95.5% of U.S. average)

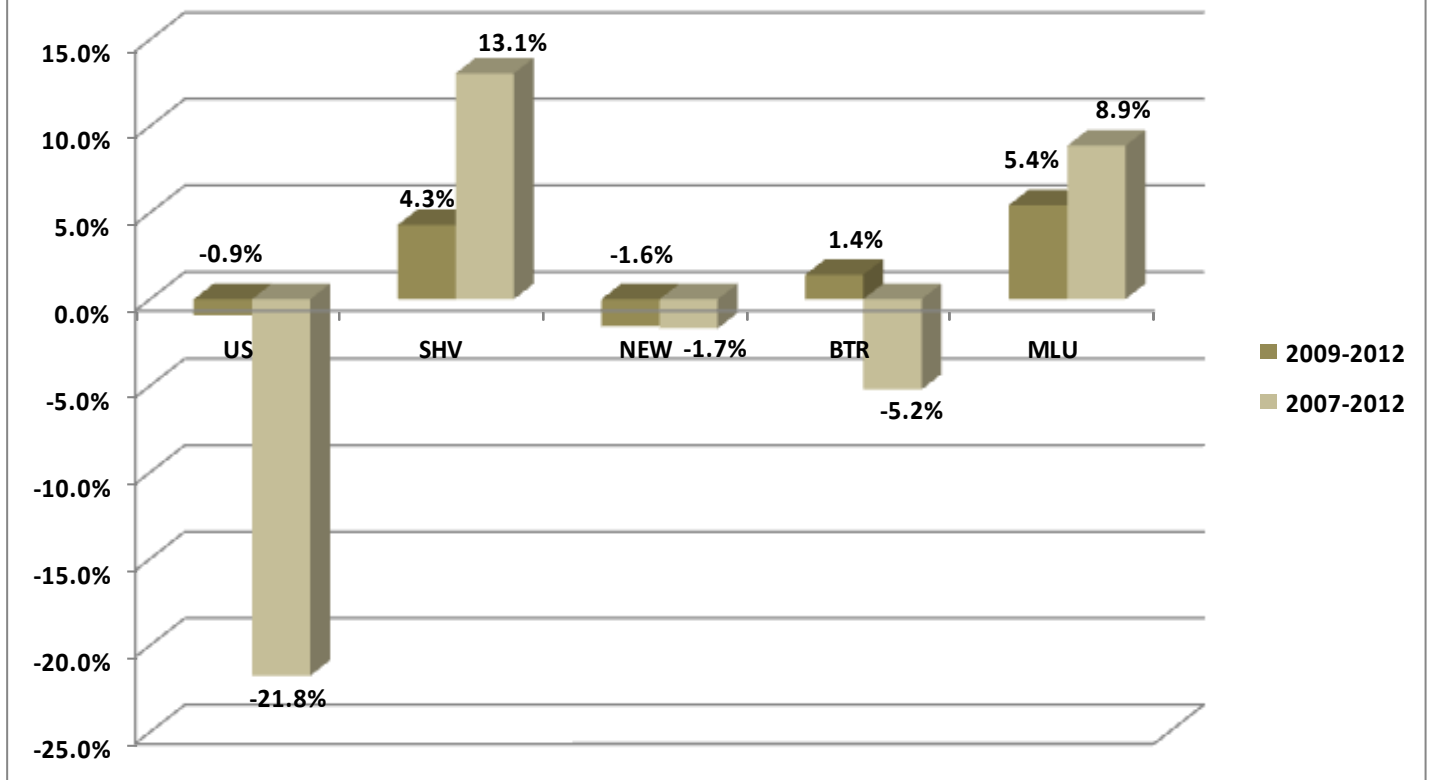
MSA	Composite Index (weight=>)	Grocery Items (13.36%)	Housing (28.64%)	Utilities (10.46%)	Transp. (10.66%)	Health Care (4.44%)	Misc. Goods and Services (32.44%)
U.S.	100	100	100	100	100	100	100
Baton Rouge, LA	91.3	98.8	89.4	83.3	92.2	108.0	89.9
Hammond, LA	89.7	97.3	80.5	86.4	89.6	99.4	94.6
Lafayette, LA	96.5	94.8	111.1	82.9	102.3	86.6	88.2
Lake Charles, LA	96.1	96.3	101.8	88.5	95.4	92.8	94.2
Monroe, LA	95.5	96.4	94.0	82.8	93.5	100.0	100.5
New Orleans, LA	94.5	96.3	90.4	87.1	96.1	94.7	99.2
Shreveport, LA	97.8	96.2	93.7	101.5	92.0	93.8	103.4
Jackson, MS	89.3	89.0	87.7	94.7	89.8	83.6	89.8
Tupelo, MS	86.7	89.8	74.1	98.2	85.4	92.7	92.5
Conway, AR	89.1	93.9	81.4	88.5	110.6	83.0	87.9
Little Rock, AR	101.1	98.3	96.9	109.0	93.0	95.4	106.8
Tyler, TX	92.1	92.3	86.1	94.6	95.9	94.6	94.8
Dallas, TX	96.4	98.9	75.2	122.8	103.8	100.8	102.6

Source: Council for Community and Economic Research (Monroe area data collected by ULM CBER)

Residential Utility Rates for Louisiana and the United States, 5 Year Annual Average

Electricity Rates	2008	2009	2010	2011	2012
US Avg price/kwh	\$0.11	\$0.12	\$0.12	\$0.12	\$0.12
LA Avg price/kwh	\$0.10	\$0.08	\$0.09	\$0.09	\$0.08
Natural Gas Prices	2008	2009	2010	2011	2012
US Avg. price/mcf	\$13.89	\$12.14	\$11.39	\$11.03	\$10.68
LA Avg price/mcf	\$15.49	\$13.15	\$11.73	\$11.37	\$11.70

% Change in Average Selling Price of Existing Homes by LA MSA

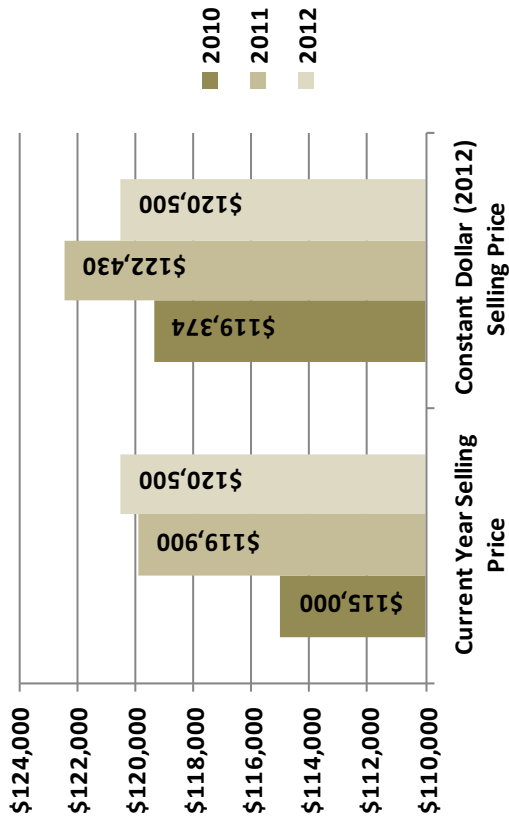


Home price data are from the National Association of Realtors and the NE Louisiana Board of Realtors Multi-listing

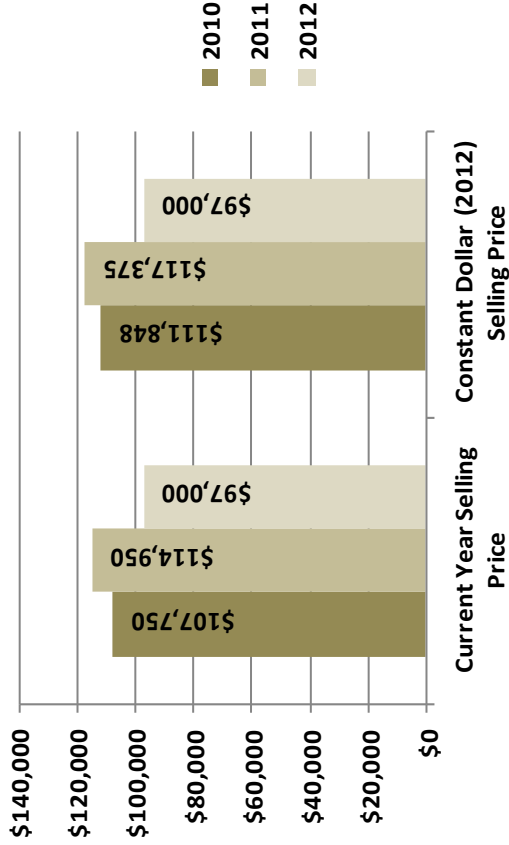
Northeast Louisiana Housing Market Overview : 4 Parish Area Multi-listing Data

	2010				2012			
	Number of Homes Sold	Median Sold Price	Median Price Per Sq. Ft.	Median Days on Market	Number of Homes Sold	Median Sold Price	Median Price Per Sq. Ft.	Median Days on Market
Lincoln Parish	219	\$145,000	\$93.61	68	228	\$147,000	\$94.69	76.5
Morehouse Parish	133	\$87,500	\$52.02	124	140	\$66,000	\$43.16	138.5
Ouachita Parish	1,073	\$136,000	\$81.85	84	1,104	\$141,950	\$85.69	99
Union Parish	24	\$60,000	\$52.72	133	20	\$156,000	\$84.98	111
4-Parish Aggregate	1,449	\$133,500	\$79.93	86	1,492	\$135,000	\$82.39	99.0

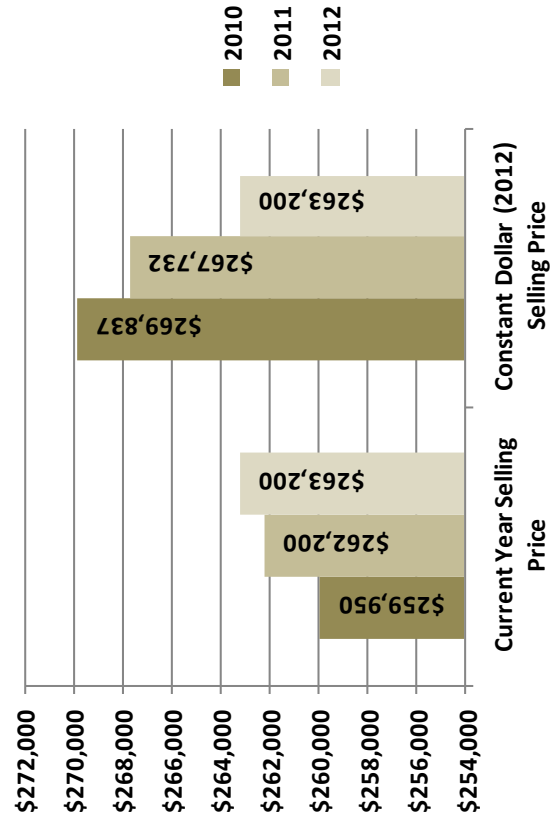
**Median Selling Price for Existing Homes
≤\$200,000 : Ouachita Parish Only**



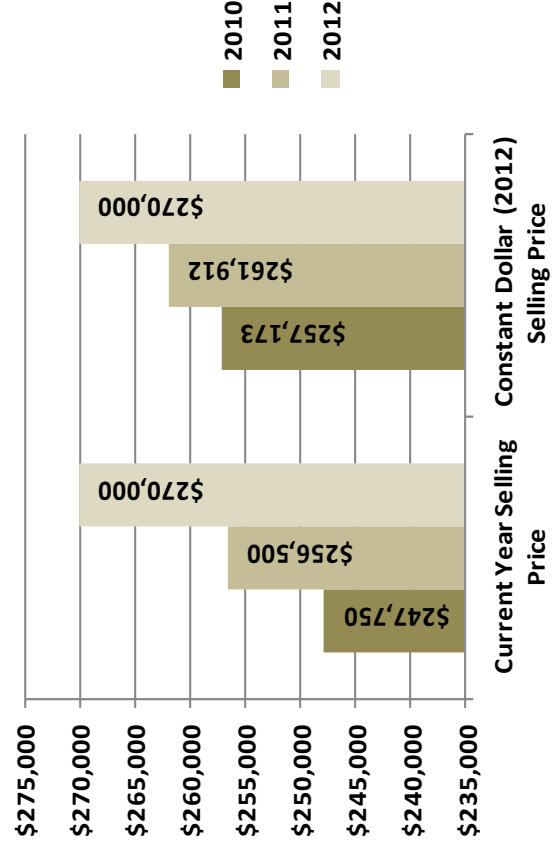
**Median Selling Price for Existing Homes
≤\$200,000 : NELA excluding Ouachita**



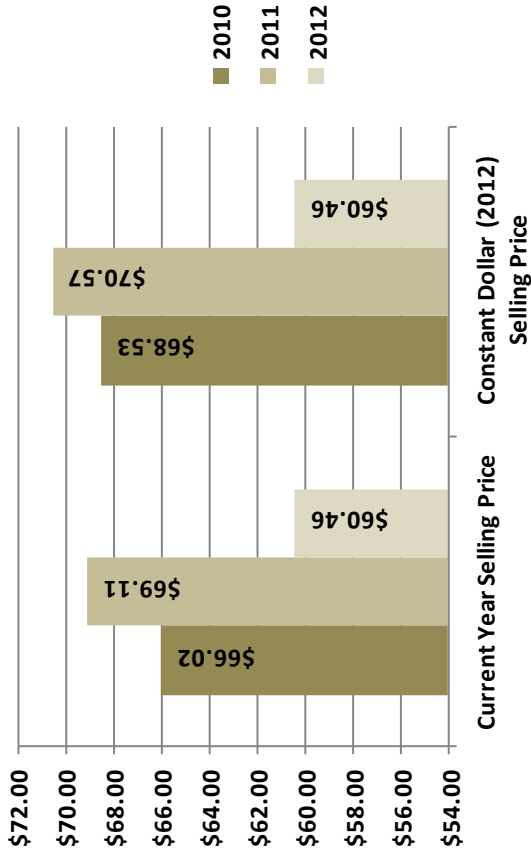
**Median Selling Price for Existing Homes
>\$200,000 : Ouachita Parish Only**



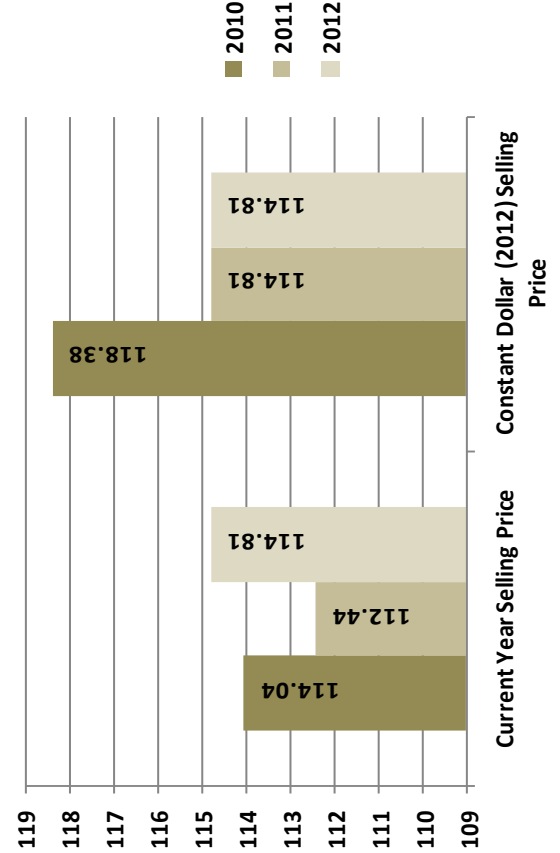
**Median Selling Price for Existing Homes
>\$200,000 : NELA excluding Ouachita**



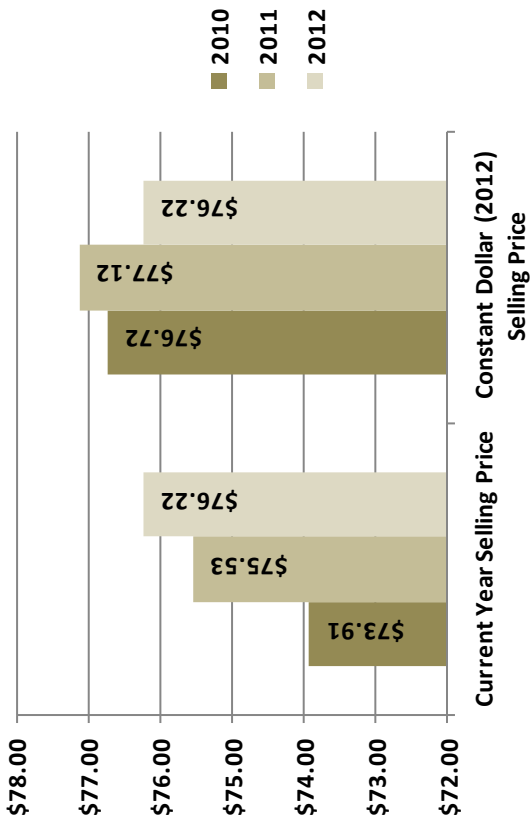
**Price Per Sq. Ft. for Existing Homes
≤\$200,000 : NELA excluding Ouachita**



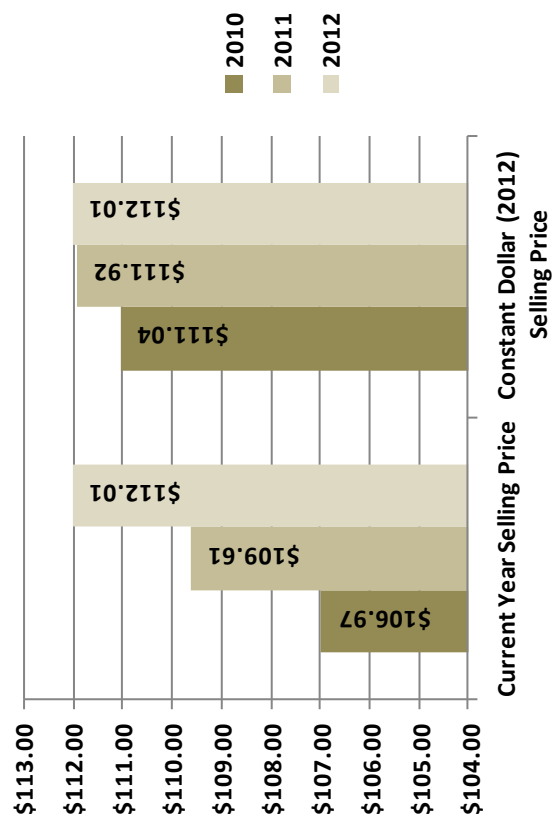
**Price Per Sq. Ft. for Existing Homes >\$200,000 :
NELA excluding Ouachita**



**Price Per Sq. Ft. for Existing Homes
≤\$200,000 : Ouachita Parish Only**



**Price Per Sq. Ft. for Existing Homes
>\$200,000 : Ouachita Parish Only**



Quality of Life

School Performance Scores/Grade (SPS) by School District				
School District	SPS 2010-11	SPS 2011-12	2011-12 Letter Grade	Rank Out of 70 Districts
Caldwell	97.3	100	C	23
City of Monroe	90.1	88.7	D	48
East Carroll	79.4	88.5	D	50
Franklin	77.6	83.7	D	58
Jackson	91.8	95.4	C	33
Lincoln	98	99.5	C	24
Madison	72.8	72.8	D	67
Morehouse	80.4	83.6	D	59
Ouachita	102.8	105.3	B	14
Richland	88.2	83.2	D	60
Tensas	75	77.3	D	66
Union	81.2	82.1	D	61
West Carroll	97.1	100.1	C	22
State of Louisiana	91.5	94.2	C	N/A

Letter Grade	Approx. % of Students Below Basic	Avg % on free/reduced lunch by SPS (grade)
A	0-12%	n/a
B	13-24%	57.7%
C	25-36%	66.9%
D	37-61%	85.9%
F	62-100%	n/a





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