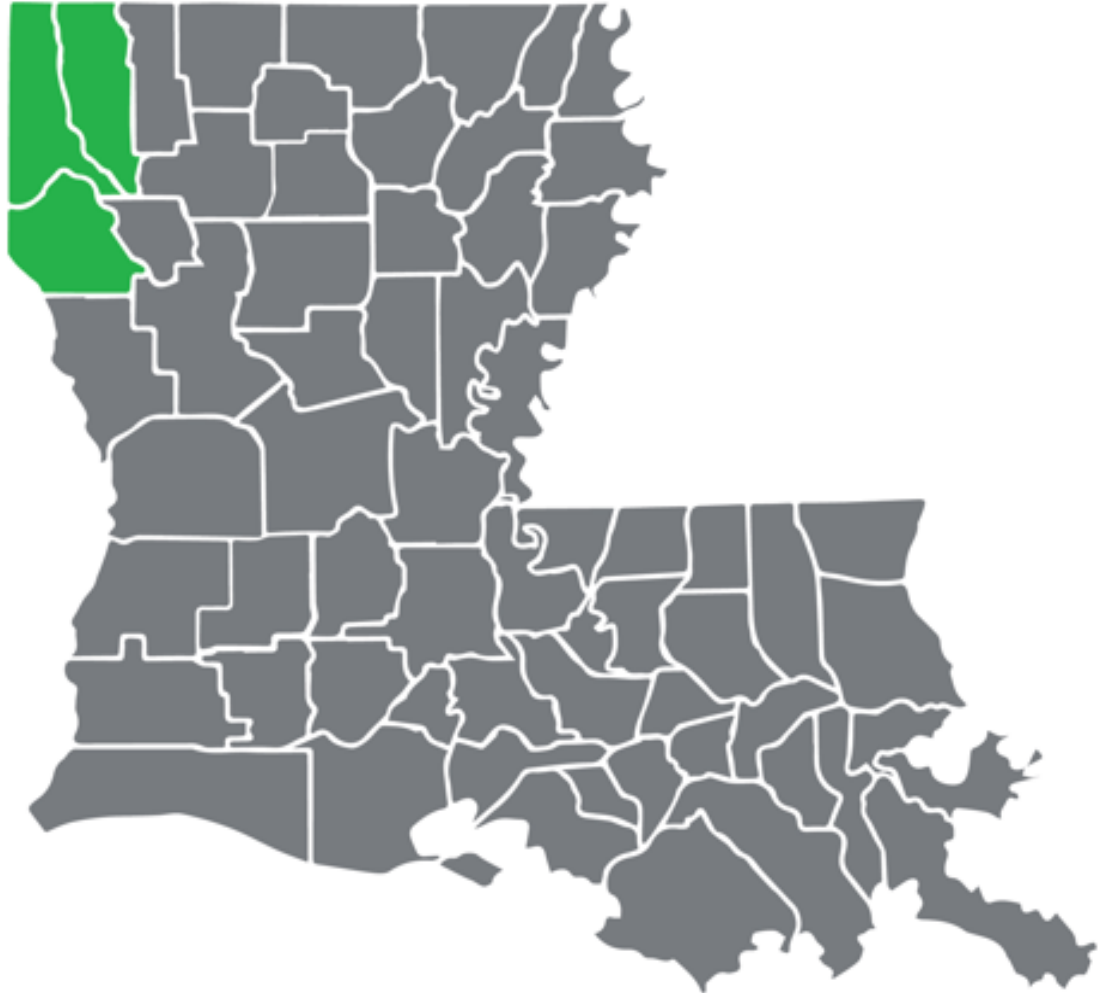




Community Counts

An initiative of Community Foundation of North Louisiana



2021

Prepared by Dr. Dave N. Norris and Dr. Amanda M. Norris



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Executive Summary

Community Counts examines comparative data in six primary categories—Population, Economic Well-Being, Human Capital, Health, Physical Environment, and Social Environment—for the Shreveport-Bossier Metropolitan Statistical Area (MSA) and 10 peer communities including the Monroe MSA. It also includes data for two Micropolitan Statistical Areas (MicroSAs) in the North Louisiana region: Natchitoches and Ruston. The goal has been to gain a comprehensive picture of where Shreveport-Bossier stands on this range of socioeconomic indicators over time and relative to other communities.

One-year Results

The results of the rankings of the Shreveport-Bossier MSA relative to 10 peer communities are summarized in Table 25. Of the six primary categories, the MSA's ranking among its peers was in the mid-range in Human Capital (6.9) and physical environment (4.0), but the MSA ranked in the low range in all other categories—Health (9.0), Economic Well-Being (9.4), Population (9.0) and Social Environment (7.8). Of the 41 indicators in the report that are used to rank the peer communities, our rankings improved on 14, got worse on 16, and stayed the same on 11. Looking inside those numbers reveals that where our rankings fell; they fell significantly on some of our most important measures in health, human capital, and economic well-being. Those represent the most disappointing and concerning findings in the report. Our poor ranking in the Economic Well-Being category—particularly regarding poverty, income, and housing—is probably the most significant issue demanding attention from this report. The ranking in this primary category has declined significantly since 2015 from 7.2 to 9.4. Furthermore, our regression on health indicators, specifically rates of uninsured, was surprising and a significant factor in our overall drop in rankings.

The most significant bright spots in the report are dispersed and limited, but still meaningful. Our MSA ranked 2nd overall in per capital real GDP, 3rd in air quality, 4th in per capital personal income, and 3rd in share of 3- and 4-year-olds enrolled in school. We also saw improvement in our rankings on median hourly wage, home ownership, share of the population with less than a high school diploma, and the arts vibrancy index. These are important indicators and positive elements to build on. Shreveport-Bossier has a productive workforce and local economy, giving it a solid foundation on which to drive future improvements in other categories.

Of the 15 secondary categories (subsets of the primary categories) in the report, Shreveport-Bossier ranked in the bottom tier in nine, the middle tier in five, and the top tier in one. Of the 41 individual indicators ranked against peer communities in the report, the MSA ranked in the bottom tier of our peers in 19, the middle tier in 17, and the top tier in 5. Two years ago, our MSA had 10 top-tier rankings. And among last year's 8 top-tier rankings, our MSA had five first- or second-place rankings for the first time since *Community Counts* was published.

Considering all indicators and all categories—with #1 being the best possible ranking—the overall combined ranking for our MSA for this year's report was 7.7 out of 11 peer communities.

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That ranking represents a significant drop from last year (6.6), and it is our lowest overall ranking since 2017 (8.0). While there are bright spots to celebrate and serious challenges to face, the community overall is in the lower middle of the pack of our peers.

10-Year Trends

Since the 1980s, the Shreveport-Bossier MSA has had periods of significant out-migration—particularly of young and high-skilled workers. The last decade, however, has generally seen a moderate recovery from those losses with the growth driven primarily by gains in Bossier Parish. There was a growing economic and demographic cohesiveness of the MSA region that prompted the U.S. Office of Management and Budget (US OMB) to incorporate Webster Parish into the definition a few years ago. Population growth of 12.5% in the Shreveport-Bossier MSA ranked 5th among the peer communities over that time. However, the inclusion of Webster parish in the MSA has been revoked for future years following 2018 and so many of those gains seem to have dissipated.

The Shreveport-Bossier MSA saw significant growth in median household income from 2006 to 2015. However, that trend reversed in 2016 and 2017, showing a significant drop from \$43,292 to \$38,627, losing all the gains since 2008. The last two years regained all and more of the previous growth with a median income of \$47,447. While that has not improved our ranking meaningfully, it is positive recent growth in a critical indicator. The MSA showed a significant increase in families in poverty and a modest increase in families on public assistance from 2009 to 2019. Home ownership declined slightly over the last decade, and renters have seen a substantial increase in housing costs relative to income.

Looking at the trends in human capital factors, the Shreveport-Bossier MSA has steadily improved the cohort graduation rate since 2009, including a big jump from 2011 to 2014. In addition, the percentage of 3- and 4-year-olds in pre-K which saw a tremendous decrease in 2010 has risen since then and almost regained the 2009 figure in 2018. There is still improvement to be made on this measure, but it is a strength relative to our peers. The share of the population with a bachelor's degree or higher has increased moderately since 2009, and the unemployment rate, after showing an uptick during 2017, has continued to drop from its high in 2010. However, the consistently declining labor force participation rate since 2008 is cause for concern. In terms of workforce productivity from 2009 to 2019, the Shreveport-Bossier MSA has seen per capita output grow modestly like most of the peer communities. Over 10 years, there were four years of economic contraction and six years of expansion.

The most significant positive movement in the health indicators over the last decade has been the reduction in the percentage of uninsured persons. Despite the surprising upturn in the share of uninsured persons, children, and employed adults in this year's report, those indicators have still seen dramatic improvements since 2013. Much of this is due to government policy —LaCHIP in Louisiana and the Affordable Care Act and recent efforts to dismantle the law at the federal level. Health insurance, healthcare access, and the resulting general health of the population are all critical elements of economic vitality of a community and the overall quality of life.

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The most significant areas for concern in the health category are still the high rate of babies born with low birth weight, the high rate of teen pregnancy, and the high chlamydia rate. These outcomes are a function of other indicators of health behaviors, health care access, health care quality, and even poverty and environmental quality. Beginning to bring these numbers down over time by attacking the contributors to mortality should be a high priority. While these issues are difficult, they are far too costly to be ignored. The direct costs and loss of economic productivity resulting from poor health indicators are more than any community can afford. The Shreveport-Bossier MSA has the capacity in the health care sector and nonprofit sector to address the problems.

The Shreveport-Bossier MSA air quality rating has improved moderately over the last 10 years—moving into the good air quality range by EPA standards. In addition, one of the most encouraging trends in the data on social environment since 2005 is the falling crime rates. The Shreveport-Bossier MSA has seen the violent crime rate fall by more than half from 2005 to 2014, while the property crime rate fell almost 30% over that period. Since 2014 those figures have been relatively stable with a small increase.

Community Counts has again identified key areas to focus energy and resources for leaders and policymakers in Shreveport-Bossier. Community Foundation of North Louisiana hopes identifying Shreveport-Bossier's most critical needs will stimulate more community enhancement efforts and greater improvement in the future.

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1. Introduction

1.1 Overview

Community Counts is a project of the Community Foundation of North Louisiana. The purpose of this annual report is to establish benchmarks and monitor trends in key economic and social indicators for the Shreveport-Bossier Metropolitan Statistical Area (MSA).¹ By tracking progress in each of these priority indicators, the Community Foundation seeks to assess the impact of funding and programs, as well as identify areas needing additional support. *Community Counts* serves as a scorecard on the quality of life for the Shreveport-Bossier area. In addition to the Shreveport-Bossier MSA, this report examines 10 comparative communities across a broad array of socio-economic indicators and provides a tool to assess how far the Shreveport-Bossier region has “moved the needle” in improving the area’s social and economic health.

In this 14th edition, the *2021 Community Counts* report builds upon the previous years’ benchmarking and evaluation approaches while adding a 6th year of micropolitan data. This report continues the emphasis on “cradle to career” information started in the 2014 report by using school, parish, state, and federal data to create an objective assessment of where the MSA is making progress, identify areas that need more attention, and point to strategies and approaches that are already working and should be replicated. Over the last few years, new indicators have been incorporated to enhance the overall perspective on workforce, while key health environment and health outcomes indicators have been acquired from updated sources.

The report includes data presentations on three other communities in north Louisiana: the Monroe MSA, and two separate Louisiana Micropolitan Statistical Areas (MicroSAs)—Natchitoches and Ruston. Whereas it is considerably smaller in population than the others, the Monroe MSA is included with the peer communities. The data for the MicroSAs are shown distinctly from the MSAs due to the lack of comparability between the two types of areas.²

This report uses the most recently available government and private sector data to create an objective assessment of how the Shreveport-Bossier City MSA fares in terms of its economic and social health when compared to peer communities in the southern United States. Most of these data are from 2019 (although in some cases the most recent available data may be somewhat older) and were collected and analyzed in 2020 and 2021. Historical data are sometimes presented to illustrate change over time using a 10-year time span. By providing a comparative context, this report can better inform community leaders, the media, and the public about the current reality and direction of movement in the MSA’s social and economic health. It also offers a valuable resource for informing policy decisions from both the public and private sectors.

¹ The U.S. Census Bureau describes a Metropolitan Statistical Area (MSA) as an area that has at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

² Micropolitan Statistical Area (MicroSA) has one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.

1.2 Comparative Communities

Table 1: Comparative Communities

Metropolitan Statistical Area	Population	Per Capita Income	Pop. 25 yrs + Bachelor's Degree or Higher
Jackson, MS	594,800	\$28,265	31.0%
Chattanooga, TN-GA	566,153	\$30,615	29.5%
Fayetteville-Springdale-Rogers, AR	536,120	\$31,663	33.0%
Lafayette, LA	489,207	\$28,659	25.1%
Huntsville, AL	471,824	\$35,357	40.2%
Killeen-Temple, TX	460,993	\$26,927	23.8%
Shreveport-Bossier City, LA	394,706	\$27,807	22.8%
Montgomery, AL	372,809	\$29,094	31.2%
Columbus, GA-AL	322,103	\$27,286	23.1%
Roanoke, VA	312,796	\$32,576	28.9%
Monroe, LA	200,261	\$24,735	23.2%
Micropolitan Statistical Area	Population	Per Capita Income	Pop. 25 yrs + Bachelor's Degree or Higher
Natchitoches, LA	38,769	\$19,198	19.0%
Ruston, LA	47,246	\$22,863	35.6%

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates and 5-Year Estimates at <https://data.census.gov/cedsci/>

The U.S. Census Bureau describes an MSA as an area that has at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties.³ The Shreveport-Bossier City, LA MSA includes Caddo, Bossier, and DeSoto parishes. The Monroe MSA includes Ouachita, Morehouse, and Union parishes. A MicroSA has one or more adjacent counties or county equivalents that have at least one urban core area of at least 10,000 population but less than 50,000, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. Each MicroSA in this year's report covers one parish: Ruston (Lincoln Parish) and Natchitoches (Natchitoches Parish). All of these geographic designations are determined by the US OMB and used by the U.S. Census.

To determine the comparison communities for this year's report, a preliminary search of all MSAs in the United States with a population 150,000 above or below that of Shreveport-Bossier MSA was conducted. The search yielded more than 100 areas. This group was narrowed to

³ Office of Management and Budget, OMB Bulletin No. 10-02, December 1, 2009.

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include only MSAs located in Louisiana, states bordering Louisiana (Texas, Arkansas, and Mississippi), and other southern states. These parameters yielded 21 MSAs and that group was then narrowed down in consultation with Community Foundation staff to include nine communities in addition to the Shreveport-Bossier MSA and the Monroe MSA: six communities considered closely comparable in demographic composition and geographic characteristics, and three communities with some demographic and geographic variation from the rest of the group, but with similar economic and social characteristics. The MicroSAs were selected to extend the geographic relevance of the report, and they include all MicroSAs in north Louisiana.

1.3 Descriptive Indicators

The *2021 Community Counts* report examined 54 indicators. All data are the most recent and reliable publicly available data. The most significant data additions in the last four years are the workforce and health sections. In the 2017 report, new data on personal income in several different variants added depth to the workforce profile, and the later publication date of the report now allows inclusion of the more recent health environment and outcomes data from County Health Rankings. Since then, the report organizes the health section to be dependent more on regularly available public data sources on topics including health insurance coverage, health environment, and health outcomes compared across MSAs and MicroSAs. This provides more stability and consistency in tracking data and progress over time for the *Community Counts* report. Stability and consistency are important for providing data that supports development and implementation of programs resulting in maximum impact.

The indicators in the report are categorized into six broad sections: (1) Population, (2) Economic Well-Being, (3) Human Capital, (4) Health, (5) Physical Environment, and (6) Social Environment. Each of these sections represents key fundamental components that determine a community's overall prosperity, growth, and quality of life. Economic Well-Being includes information on income, poverty, transfer payments, housing, and municipal finance. The Human Capital section includes information on education and workforce measures as well as other factors impacting the ability of people and communities to develop and leverage their human capital. The Health section includes information on health insurance, health environment, and health outcomes. Physical Environment covers air quality, whereas Social Environment addresses a variety of topics including crime, civic engagement, the arts, and family support. Table 2 below lists the major categories and sub-categories and each of the data indicators reported. Not all data are available for the MicroSAs.

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Table 2: List of Data Indicators

POPULATION	
Population 2019	
Population by Race 2019	
Population by Age 2019	
Population Growth 2009-2019	
ECONOMIC WELL-BEING	
<i>Income</i>	
Median Household Income 2019	
Per Capita Income 2019	
Median Hourly Wage 2019	
Income Distribution 2019	
<i>Poverty</i>	
Poverty Rate 2019	
Poverty Rate for Children Under 5 Years of Age 2019	
Poverty Rate Age 25 and Over by Education 2019	
Poverty Rate by Work Status in Past 12 Months 2019	
<i>Public Assistance</i>	
SNAP Benefits 2019	
Households with Cash Public Assistance 2019	
Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP Benefits in the Past 12 Months 2019	
<i>Housing</i>	
Percent of Occupied Housing Units that are Owner-Occupied 2019	
Percent of Occupied Housing Units with Monthly Owner Costs 35% or More of Household Income 2019	
Percent of Occupied Units with Monthly Gross Rent 35% or More of Household Income 2019	
<i>Municipal Finance</i>	
Per Capita Local Municipal Government Spending by General Fund and Total Operating Budget 2021	
Total Debt Service Payments as a Percent of General Fund 2021	
HUMAN CAPITAL	
<i>Education</i>	
Percent 3- and 4-Year-Olds Enrolled in School 2019	
Percent 16- to 19-Year-Olds Not Enrolled in School, Not in Labor Force, and Unemployed 2019	
Percent of Population 25 Years and Over with Less than High School Grad 2019	
Percent of Population 25 Years and Over with an Associate's Degree 2019	
Percent of Population 25 Years and Over with a Bachelor's Degree or Higher 2019	
Distribution of Education Level in the Population 2019	
Households with a Computer 2019	
Households with a Broadband Internet Connection 2019	
<i>Workforce</i>	
Unemployment Rate 2019	
Percent of Population 16 Years and Over in Labor Force 2019	
Employment by Occupation 2019	

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Per Capita Personal Income 2019
Personal Income 2019
Percent Increase in Personal Income 2019
Personal Income Sources 2019
Per Capita Real GDP 2019
Innovation Index Score
GDP Compound Growth Rate 2009-2019
HEALTH
<i>Health Coverage</i>
Percent Uninsured 2019
Percent of Children Under 19 Uninsured 2019
Percent of Population 19 to 64 Years Employed and Uninsured 2019
<i>Health Environment</i>
Food Environment Index 2018
<i>Health Outcomes</i>
Mortality Rate 2019
Chlamydia Rate 2018
Percent of Live Births with Low Birth Rate 2013-2019
Teen Birth Rate per 1,000 Female Population 15-19, 2013-2019
Community Health Ranking Among All 64 Louisiana Parishes 2021
PHYSICAL ENVIRONMENT
<i>Air Quality</i>
Median Air Quality Index 2020
Days with Air Quality Below Good 2020
SOCIAL ENVIRONMENT
<i>Crime</i>
Violent Crime Rate 2019
Property Crime Rate 2019
<i>Family Support</i>
Percent of Households with Children Under 18 That Are Single Parent Households, 2019
<i>Civic Engagement</i>
Percent of Population Registered to Vote, 2020-2021
<i>Creative Industries</i>
Arts Vibrancy Index 2020

2. Population

Table 3: Total Population of Metropolitan Statistical Areas, 2019

MSA	Population	Rank	2018 Rank
Jackson, MS	594,800	1	
Chattanooga, TN-GA	566,153	2	
Fayetteville-Springdale-Rogers, AR	536,120	3	
Lafayette, LA	489,207	4	
Huntsville, AL	471,824	5	
Killeen-Temple, TX	460,993	6	
Shreveport-Bossier City, LA	394,706	7	➡ 7
Montgomery, AL	372,809	8	
Columbus, GA-AL	322,103	9	
Roanoke, VA	312,796	10	
Monroe, LA	200,261	11	

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

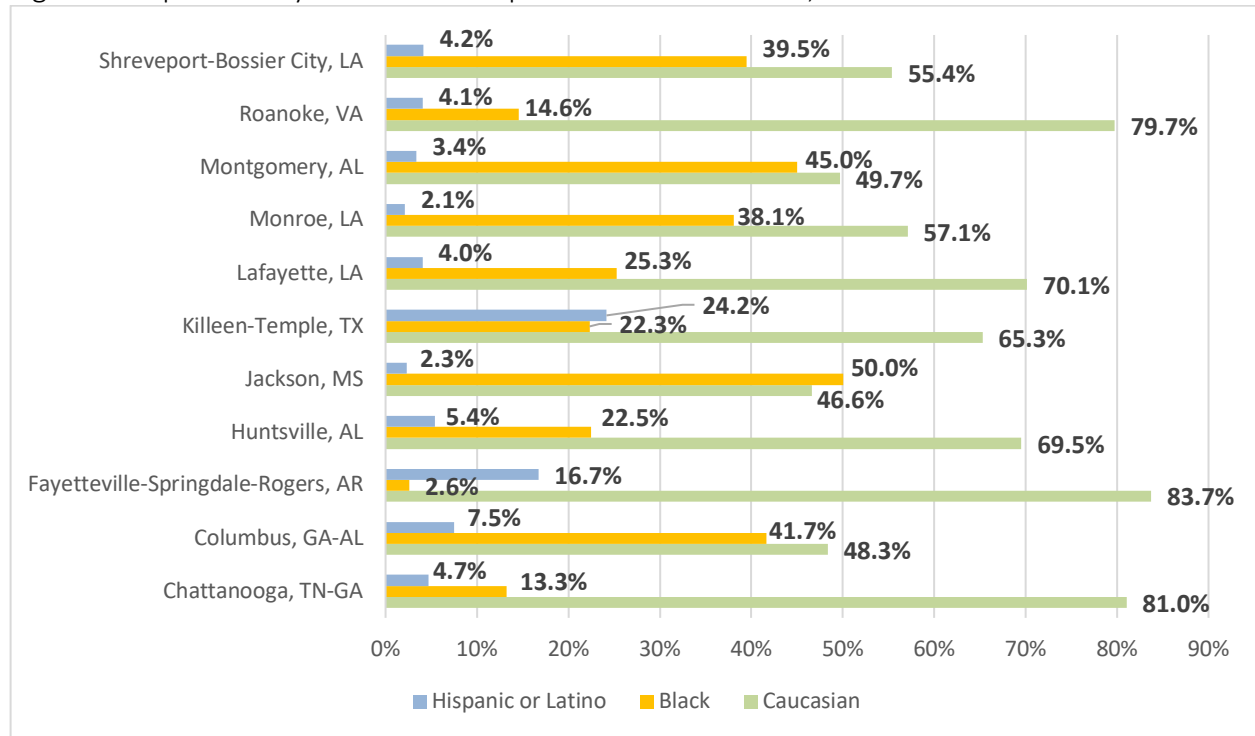
Table 3 above and Figures 1 and 2 below illustrate the key demographic breakdown of the MSAs. The 2019 Shreveport-Bossier MSA population figure of 394,706 is down over 40,000 from last year (down almost 7,200 over the last two years) due largely to the removal of Webster parish from the MSA. However, the MSA population had fallen by over 7,000 during the previous two years even with Webster included. This now places our MSA much closer to the smaller peer communities and over 200,000 smaller than the largest—Jackson. The Monroe MSA population jumped almost 25,000 from last year due to the addition of Morehouse parish (previously the Bastrop MicroSA) to the MSA definition.

Figure 1, which illustrates population distribution by race, shows that Roanoke, Fayetteville, and Chattanooga represent the most ethnically homogenous communities with over 79% white populations in each. Columbus, Jackson, and Montgomery represent the most ethnically mixed communities each with over 48% Hispanic/Latino and Black in each MSA. Whites represent less than 50% of the population in each of those communities. Shreveport-Bossier is only slightly less diverse with a 55% white population and 43% Hispanic/Latino and Black. Most of these communities have Hispanic or Latino population percentages in the low single digits. Only Fayetteville (16%) and Killeen (24%) have Hispanic population shares of more than 7%. The United States population as a whole has a smaller share of Blacks (13%) and a larger share of Hispanics or Latinos (18%) than do most communities in this report.

Figure 2 shows that the age distribution in the population varies only moderately across the MSAs with Roanoke and Chattanooga having a slightly older population and Killeen and Fayetteville with slightly younger populations than the rest of the group. About 60% of the population in each community is in the prime working age category of age 18-64. That is consistent with the United States as a whole.

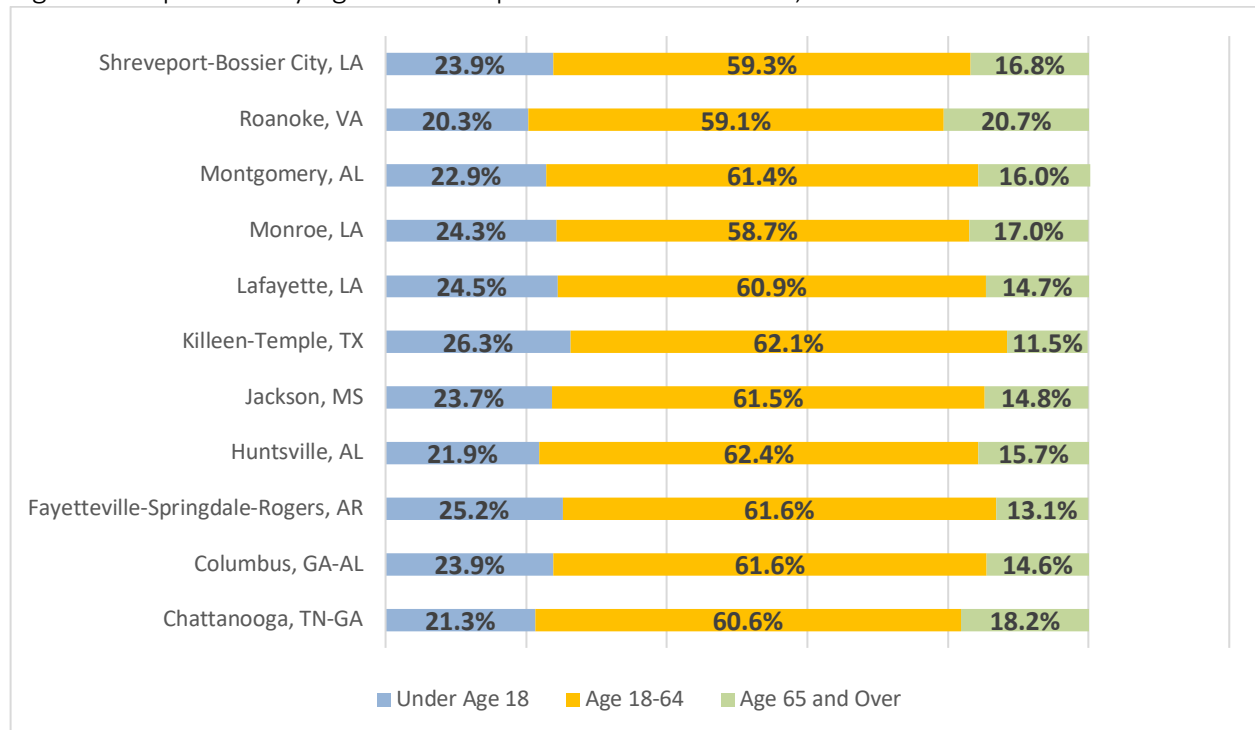
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Figure 1: Population by Race for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 2: Population by Age for Metropolitan Statistical Areas, 2019

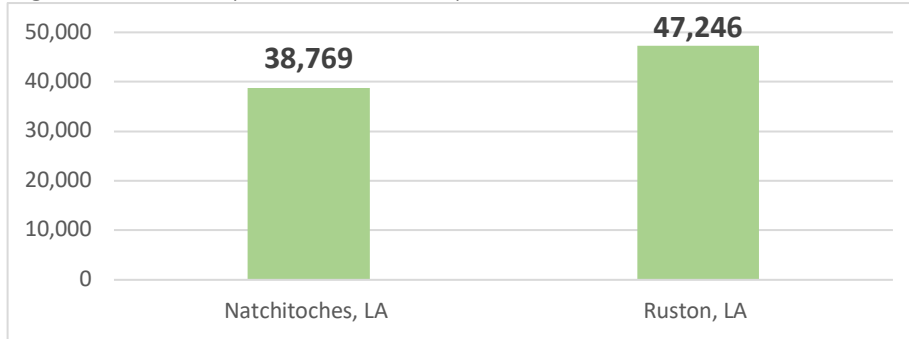


Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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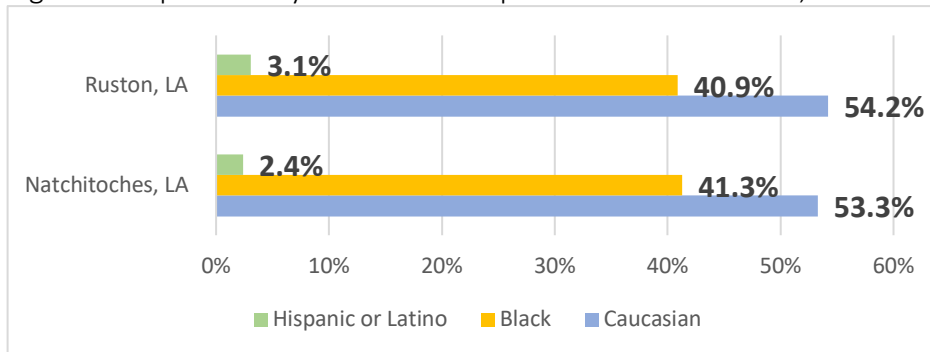
The MicroSA demographics are illustrated in Figures 3, 4, and 5. Note that each area includes one parish. Ruston is the larger of the two MicroSAs, but one-ninth the size of the Shreveport-Bossier MSA. The two areas are similar in terms of their racial and ethnic makeup with each having a higher percentage of Blacks than do most of the MSAs. Ruston has a larger share (67%) of population in the working age range (i.e., 18-64), significantly larger than any of the MSAs.

Figure 3: Total Population of Micropolitan Statistical Areas, 2019



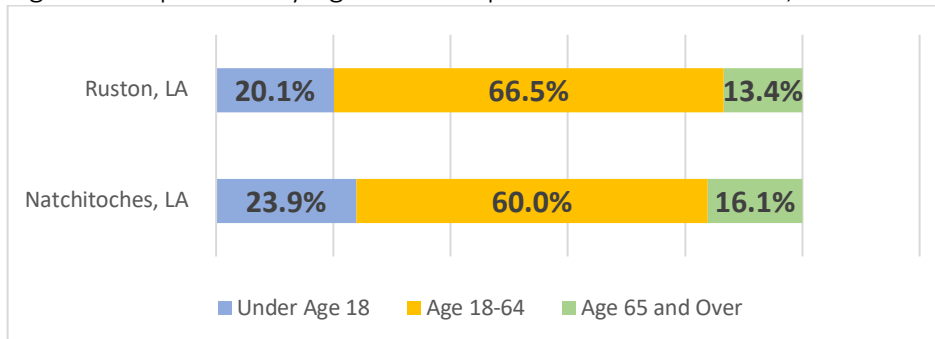
Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 4: Population by Race for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 5: Population by Age for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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Since the 1980s, the Shreveport-Bossier MSA has had periods of significant out-migration—particularly of young and high-skilled workers. The last decade saw a moderate recovery from those losses with the growth driven primarily by gains in Bossier Parish, then another period of population decline over the last three years. An important development during that time of growth was the growing cohesiveness of the MSA region that prompted the US OMB to incorporate Webster Parish into the MSA definition. This inclusion represented a positive development overall for Shreveport-Bossier. However, those gains were lost over the last few years and Webster Parish has been removed from the MSA definition. Table 4 below reflects that change and shows the population growth of 0.8% in the Shreveport-Bossier MSA ranked last among the peer communities and substantially lower than most. Seven of the eleven communities in the report have seen double-digit growth during this period. The periods of population expansion and decline as well as the mixture of geographic pockets of growth and decline around the MSA have netted out to produce a stagnant growth rate over the past decade.

Note that the growth rate of 85.9% for Lafayette is in large part a function of three parishes being added to the MSA definition during this data period. The Lafayette MSA has become more connected over time, leading to the expansion of the MSA definition to include six parishes, increased from the original three. As a result, the total population of the MSA has nearly doubled. This is more an extension of the MSA territory due to demographic and economic patterns than actual population growth, but the population growth for the original three parishes in the Lafayette MSA over this period is still strong at 14.2%. For peer communities with a consistent MSA definition from 2009 to 2019, the highest growth rate is 16.4% in Fayetteville-Springdale-Rogers.


Among the MicroSAs, Ruston has seen solid growth and Natchitoches has been stagnant. The strong growth rate in Monroe (15%) is a result of the addition of Morehouse Parish to the MSA definition in 2019 by US OMB due to growing cohesiveness between the communities in that region. Morehouse had previously been represented in this report as the Bastrop MicroSA.

There are many ways to view population changes in a community. In some cases, population growth can represent the attractiveness of economic opportunity, whereas it can also present a strain on resources and infrastructure.⁴ Out-migration can mean idle workers seek opportunity elsewhere and relieve pressure on social services, or it can mean a drain on the productive capacity of human capital in a community. Out-migration of young and skilled workers—as Shreveport-Bossier and many other mid-size communities has seen over the last 20 years—can reinforce economic stagnation or decline.

⁴ Feser, Edward and Stuart Sweeney. *Out-Migration, Population Decline, and Regional Economic Distress*. Economic Development Administration, U.S. Department of Commerce. January 1999.

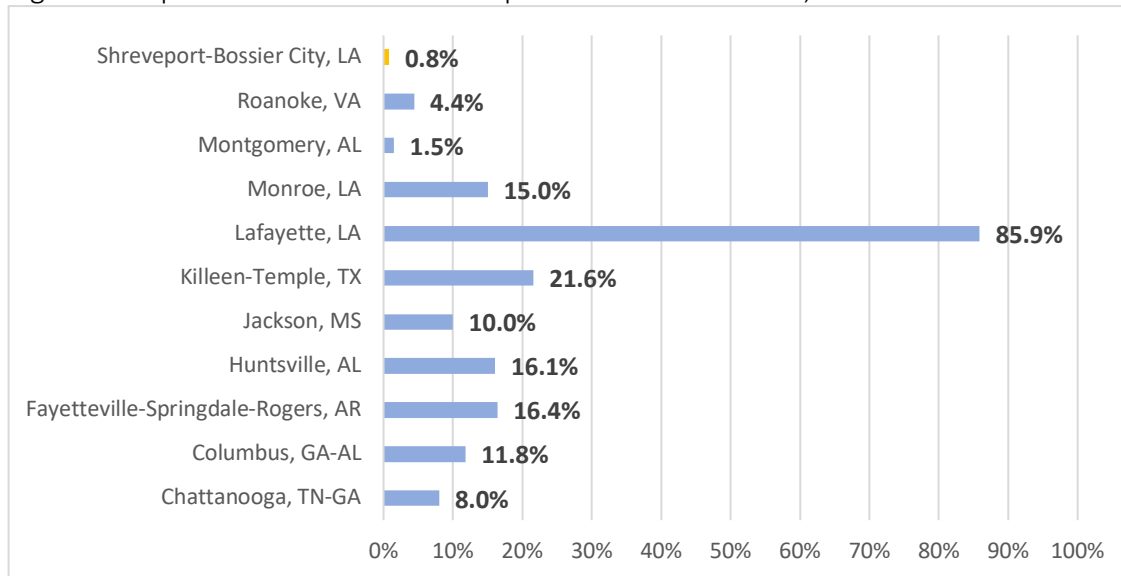
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Table 4: Population Growth of Metropolitan Statistical Areas, 2009-2019

MSA	Population Growth	Rank	2018 Rank
Lafayette, LA	85.9%	1	
Killeen-Temple, TX	21.6%	2	
Fayetteville-Springdale-Rogers, AR	16.4%	3	
Huntsville, AL	16.1%	4	
Monroe, LA	15.0%	5	
Columbus, GA-AL	11.8%	6	
Jackson, MS	10.0%	7	
Chattanooga, TN-GA	8.0%	8	
Roanoke, VA	4.4%	9	
Montgomery, AL	1.5%	10	
Shreveport-Bossier City, LA	0.8%	11	 5

Source: Calculated by author with data from the U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/> and 2009 Census API at <https://www.census.gov/data/developers/data-sets/acs-1year.html>

Figure 6: Population Growth for Metropolitan Statistical Areas, 2009-2019

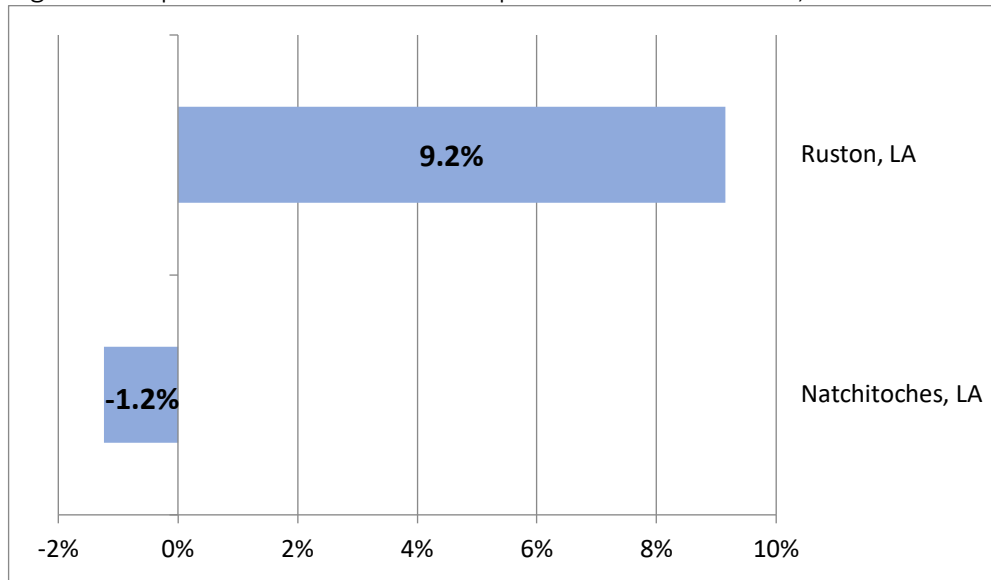


Source: Calculated by author with data from the U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/> and 2009 U.S. Census API at <https://www.census.gov/data/developers/data-sets/acs-1year.html>

Note: The 2019 definition of the Monroe, LA MSA includes Morehouse Parish which was not included in the 2009 definition. The 2019 definition used for the Lafayette, LA MSA includes Acadia Parish, Iberia Parish, and Vermilion Parish which were not included in the 2009 definition. The 2019 definition of the Jackson, MS MSA includes Holmes County and Yazoo County which were not included in the 2009 definition. The 2019 definition of the Fayetteville-Springdale-Rogers, AR MSA does not include McDonald County, MO which was included in the 2009 definition. The 2019 definition of the Columbus, GA-AL MSA includes Stewart County and Talbot County which were not included in the 2009 definition.

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Figure 7: Population Growth for Micropolitan Statistical Areas, 2009 - 2019




Source: Calculated by author with data from the U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> and 2009 U.S. Census API data at <https://www.census.gov/data/developers/data-sets/acs-5year.2009.html>

Note: The Ruston, LA micropolitan statistical area definition included Jackson Parish and Lincoln Parish in 2009 but in 2019, the definition included Lincoln Parish only.

3.Economic Well-Being

3.1 Income

Table 5: Median Household Income, 2019

MSA	Median Household Income	Rank	2018 Rank
Huntsville, AL	\$67,157	1	
Fayetteville-Springdale-Rogers, AR	\$61,674	2	
Roanoke, VA	\$60,471	3	
Chattanooga, TN-GA	\$55,366	4	
Killeen-Temple, TX	\$54,370	5	
Montgomery, AL	\$53,834	6	
Lafayette, LA	\$53,493	7	
Jackson, MS	\$52,426	8	
Columbus, GA-AL	\$49,013	9	
Shreveport-Bossier City, LA	\$47,447	10	 11
Monroe, LA	\$40,136	11	

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Economic analysis has demonstrated a robust positive relationship between well-being and income across countries and over time.⁵ There are a variety of measures of income including household income, per capita income, and wage levels. These all capture a different element of income to persons in a community. Per capita income is a measure of the economic output of a community relative to its population, but it reveals little about the average person's situation or the distribution of income in the area. Median household income and median wage illustrate much more about how the typical household might be faring.

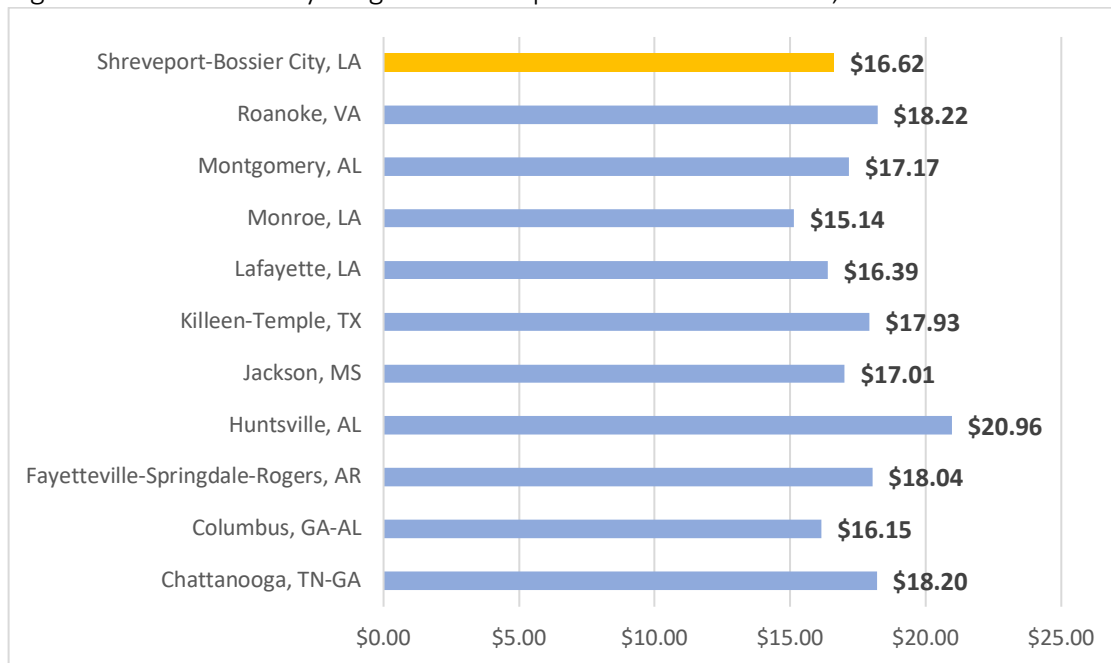
The Shreveport-Bossier MSA ranks poorly among our peers on per capita income (8th), median household income (10th), and median wage (8th). However, each of these areas saw slight improvement in our ranking from the previous year. The median household income of \$47,447 was second to last among our peers—higher only than the figure for Monroe—and amounted to only 70% of the top ranking MSA—Huntsville. The MSA also performed poorly on median wage (8th), up two spots from last year. Huntsville (\$20.96/hour) was an outlier with a much higher average wage and per capita income than all other peer communities.

The median household income for the MicroSAs was much smaller, as expected. The numbers for Ruston (\$35,467) and Natchitoches (\$28,567) were both up moderately.

⁵ Stevenson, Betsey and Justin Wolfers. Subjective Well-Being and Income: Is There Evidence of Saturation. *American Economic Review, Papers and Proceedings*. May 2013.

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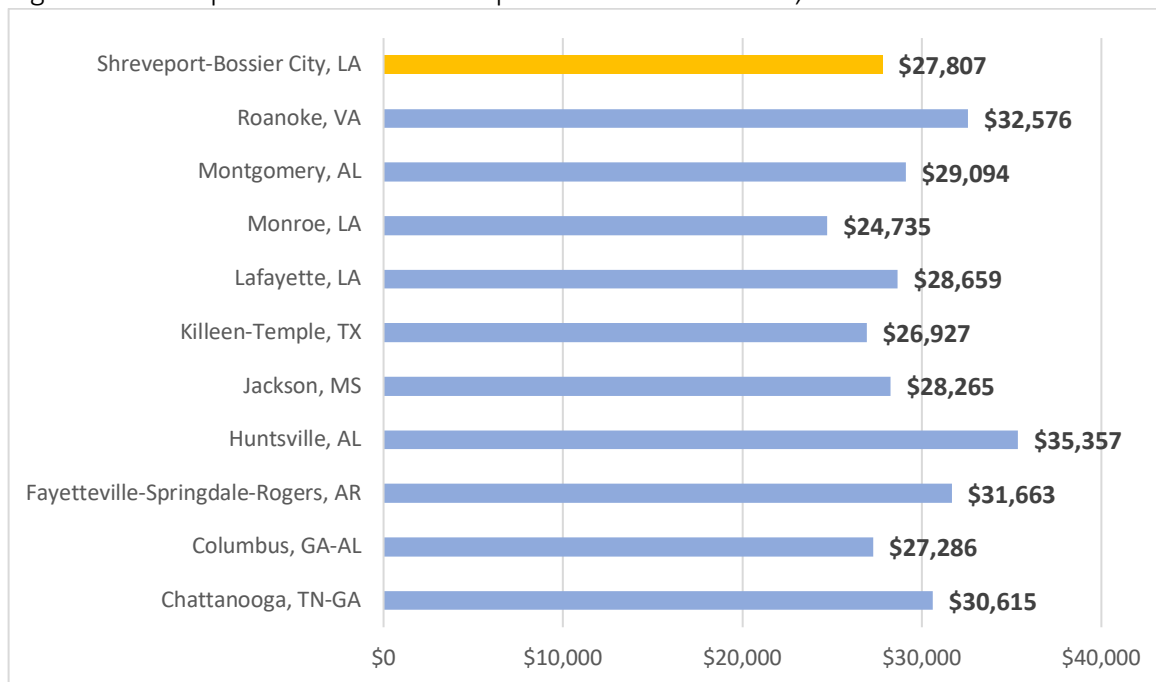
Figure 8: Median Hourly Wage for Metropolitan Statistical Areas, 2019



Source: Bureau of Labor Statistics Occupational Employment Statistics at <http://www.bls.gov/oes/current/oesrcst.htm>

Note: Median Hourly Wage data not available for Micropolitan Statistical Areas

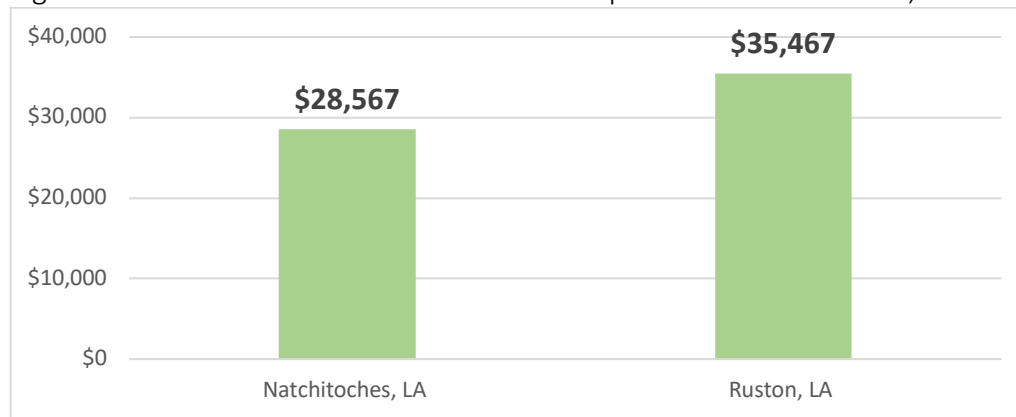
Figure 9: Per Capita Income for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

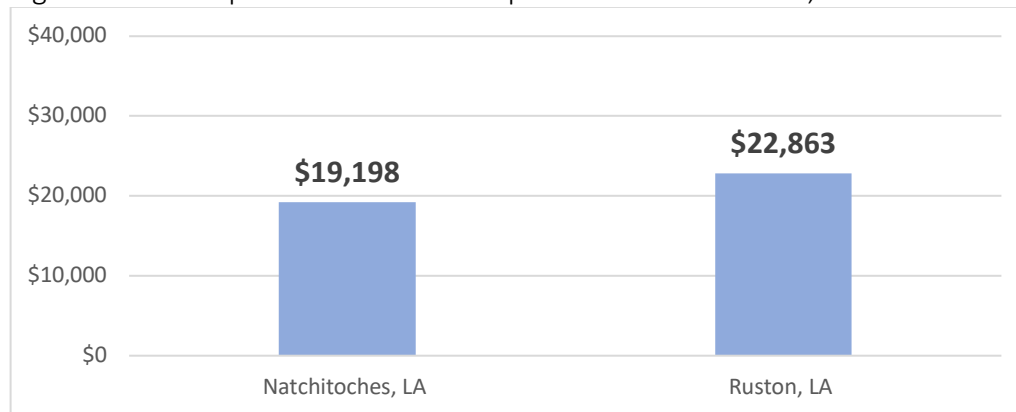
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Figure 10: Median Household Income of Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 11: Per Capita Income for Micropolitan Statistical Areas, 2019



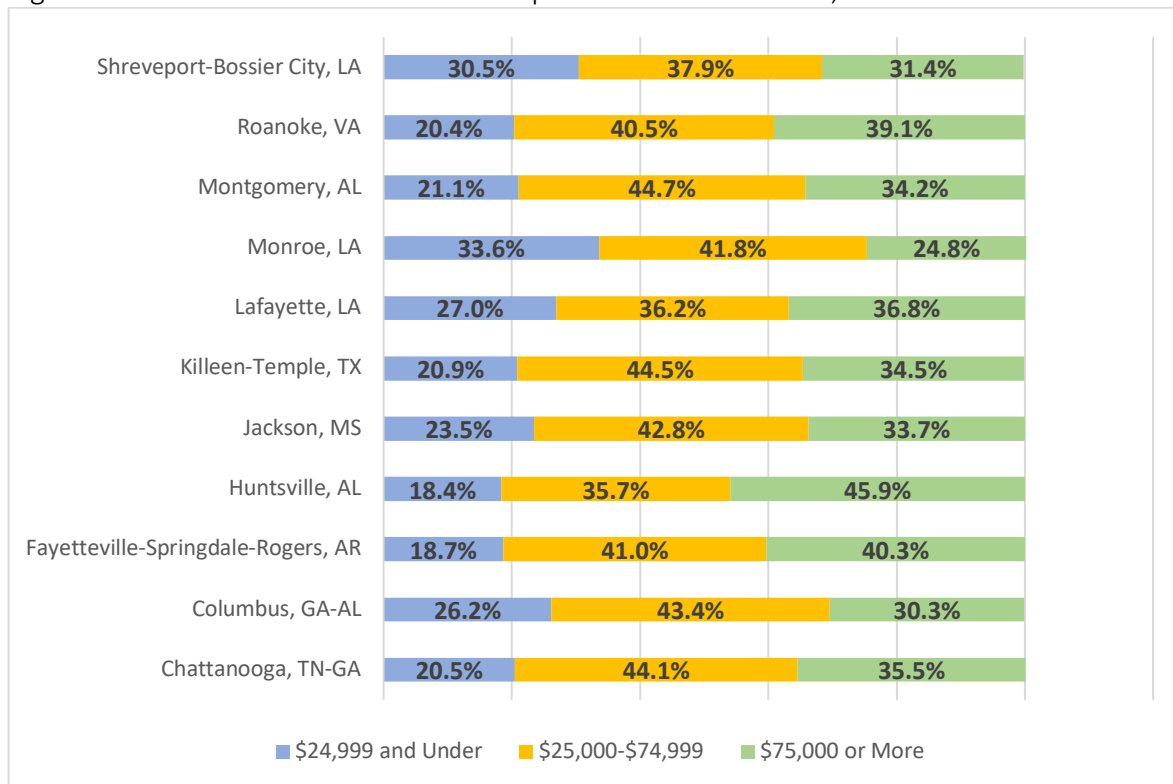
Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

One of three Nobel Prize winners in economics in 2013, Robert Shiller, stated, “[t]he most important problem we are facing now today...is rising inequality in the United States and elsewhere in the world.”⁶ His point relates in part to the established relationship between income inequality and economic growth. More unequal societies and communities show less robust growth patterns over time. Figure 12 shows the income distribution for the comparative communities and the Shreveport-Bossier MSA has the 2nd highest percentage of people in the low-income range and ranked 9th in the percentage of people in the middle-income range. This represents an unequal and skewed income distribution relative to our peers. The MicroSAs in Figures 10, 11, and 13 have a much lower income level on average, and while they have a similar percentage of middle-income households, Ruston’s distribution is more skewed toward the high end as compared to Natchitoches.

⁶ John Christoffersen, “Robert Shiller: Income Inequality is Most Important Problem”. Huff Post Business, October 15, 2013. http://www.huffingtonpost.com/2013/10/15/shiller-income-inequality-problem_n_4100509.html

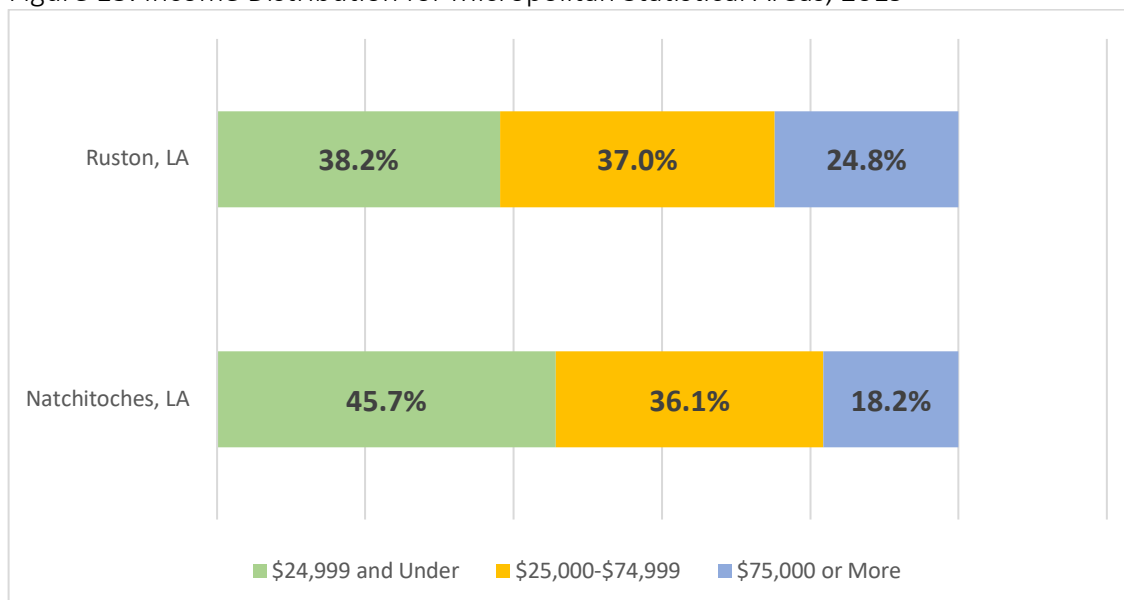
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Figure 12: Income Distribution for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>


Figure 13: Income Distribution for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

3.2 Poverty

Table 6: Percent of Families Below Poverty Level, 2019

MSA	Families Below Poverty Level	Rank	2018 Rank
Fayetteville-Springdale-Rogers, AR	8.0%	1	
Roanoke, VA	8.8%	2	
Huntsville, AL	9.1%	3	
Chattanooga, TN-GA	9.2%	4	
Killeen-Temple, TX	9.9%	5	
Jackson, MS	10.9%	6	
Montgomery, AL	11.0%	7	
Columbus, GA-AL	14.0%	8	
Lafayette, LA	14.1%	9	
Shreveport-Bossier City, LA	17.5%	10	
Monroe, LA	20.4%	11	 9

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Poverty as measured by income or some other indicator of purchasing power is a fundamental element of a local community and local economy. It is a complex issue with a variety of circumstances, causes, and effects. The interplay between poverty, health, education, crime, and economic opportunity is one of the most pressing issues of our time, if for no other reason than the impact it has on the lives of children born into poverty. Communities that take a proactive approach to assessing and addressing the causes and impacts of poverty can see significant benefits in economic development and quality of life.⁷

The Shreveport-Bossier MSA dropped one spot from 9th to 10th place among peer communities with an overall poverty rate of 17.5%, up three percentage points from the previous year. That rate was over twice the rate of Fayetteville-Springdale-Rogers (8%), the lowest among the peers. In addition, Shreveport-Bossier has the 2nd highest rate of poverty (31.2%) for families with children under 5 years of age (Figure 14). While this figure is higher than the previous year, it is still over four percentage points lower than the figure from two years ago (36.7%).

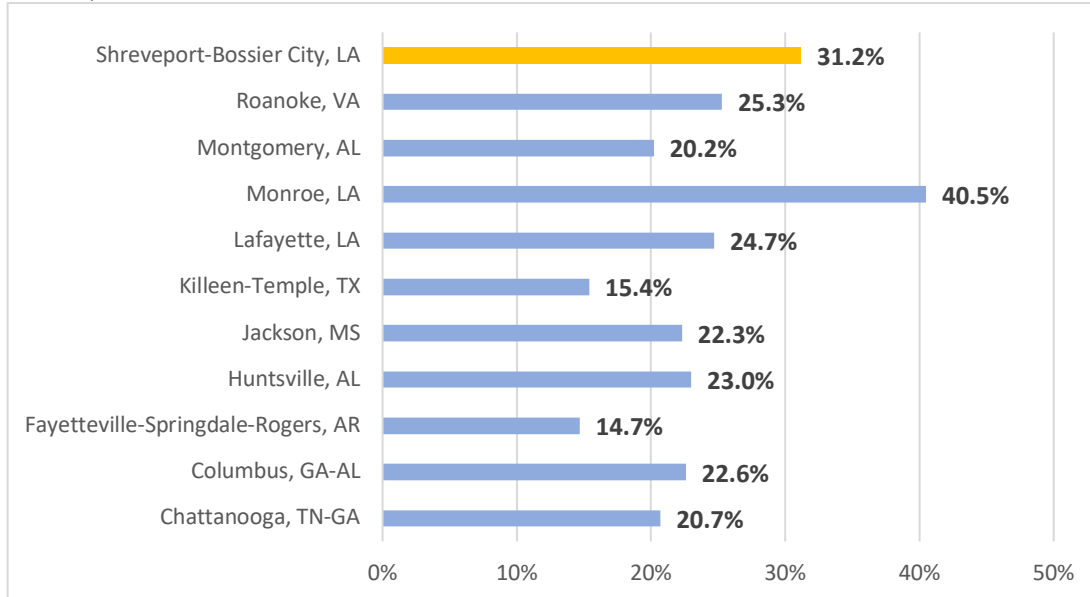
Data across all MSAs illustrate that the problem of poverty is much more pronounced in families with small children. The poverty rates for those families on average are double the rates for all families in most of the MSAs. Poverty is linked with negative conditions such as substandard housing, homelessness, inadequate nutrition, food insecurity, inadequate childcare, lack of access to health care, unsafe neighborhoods, and under-resourced schools. The effects of poverty on children are particularly dire. Poor children are at a much greater risk of poor academic performance, dropping out of school, abuse and neglect, behavioral and physical problems, and developmental delays. As a result, they tend to have much lower long-term

⁷ *Empowerment and Poverty Reduction: A Sourcebook*. The World Bank, 2002.

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prospects in terms of overall educational attainment, earnings, and health. Only a sustained and focused set of strategies over time can begin to address the negative impacts. Few things would make a bigger impact on the long-term future prosperity of the Shreveport-Bossier region than a successful anti-poverty effort, particularly one aimed at children.

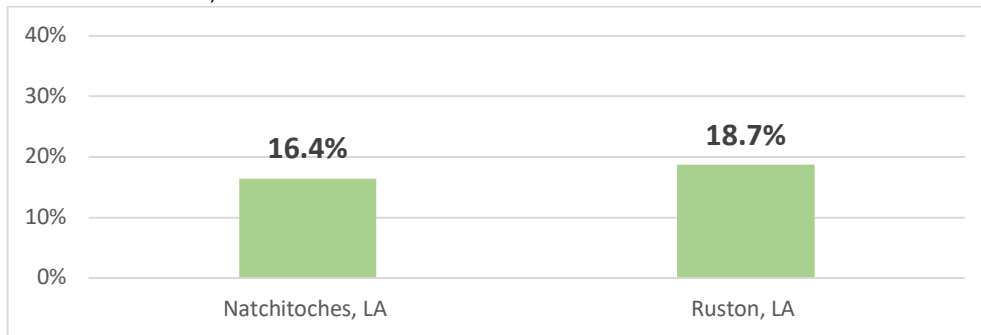
Figure 14: Poverty Rate for Families with Children Under 5 Years Old for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

The poverty rates in the MicroSAs, shown in Figures 15 and 16 below, are generally higher than in the MSAs. The most striking data points for the MicroSAs is the poverty rate for families with children under 5 years old which were both over 35 percent. Despite Ruston's higher income levels and otherwise higher performing economic indicators, there is a large population of children living in poverty.

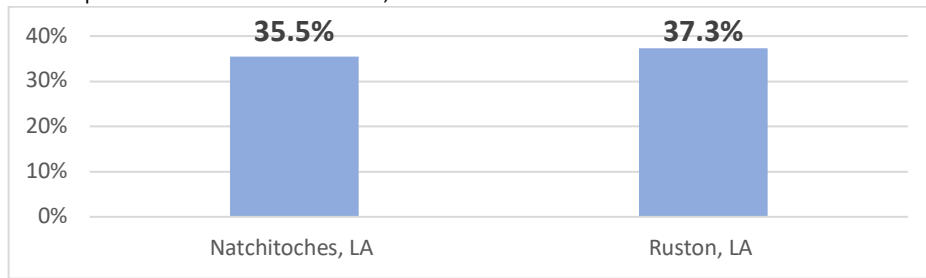
Figure 15: Percent of Families Below Poverty Level for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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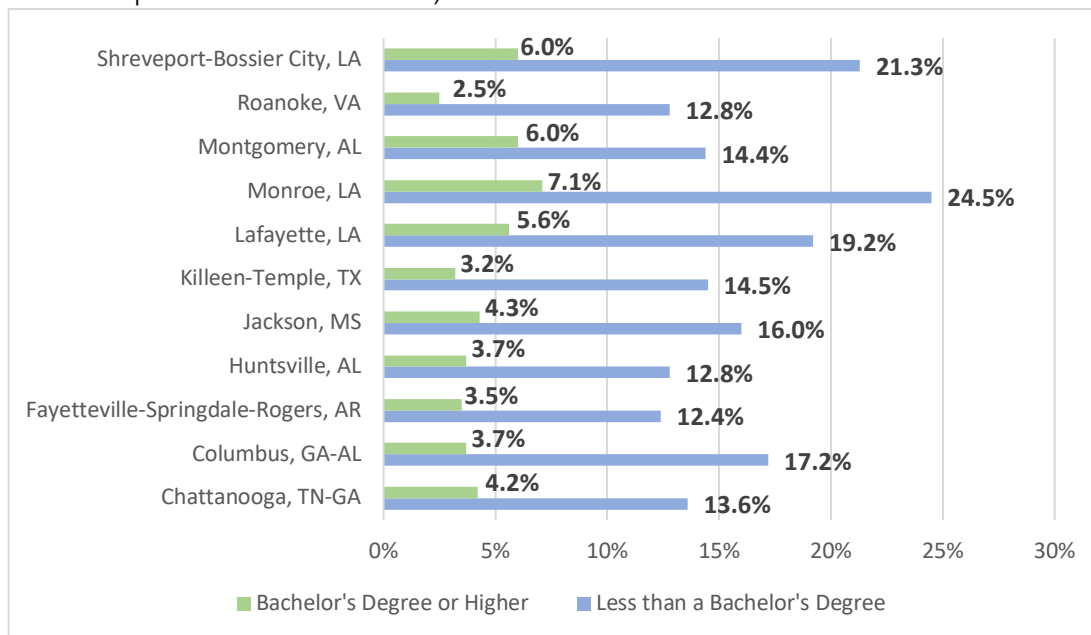
Figure 16: Poverty Rate for Families with Children Under 5 Years Old for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figures 17 and 18 below illustrate an important component of the poverty story. Poverty rates for individuals that lack a college education (Figure 17) and a sustained connection to the labor market (Figure 18) are many times higher than the rest of the population. Whereas the poverty rates for people without a job or with only part-time or part-year work (Figure 18) were between 15.2% (Roanoke) and 34.3% (Monroe), poverty rates for those with full-time, year-round work were between 2.3% (Huntsville) and 7% (Monroe). Depending on the community, persons were 2 to 5 times more likely to be in poverty if they had less than a bachelor's degree, and 4 to 5 times more likely to be poor if they did not work versus those who worked full-time. Shreveport-Bossier had the 2nd highest poverty rate (6%) for those with a bachelor's degree, the 2nd highest poverty rate (5.9%) for those working full-time, and the 2nd highest poverty rate for individuals working part-time or part-year (24.3%).

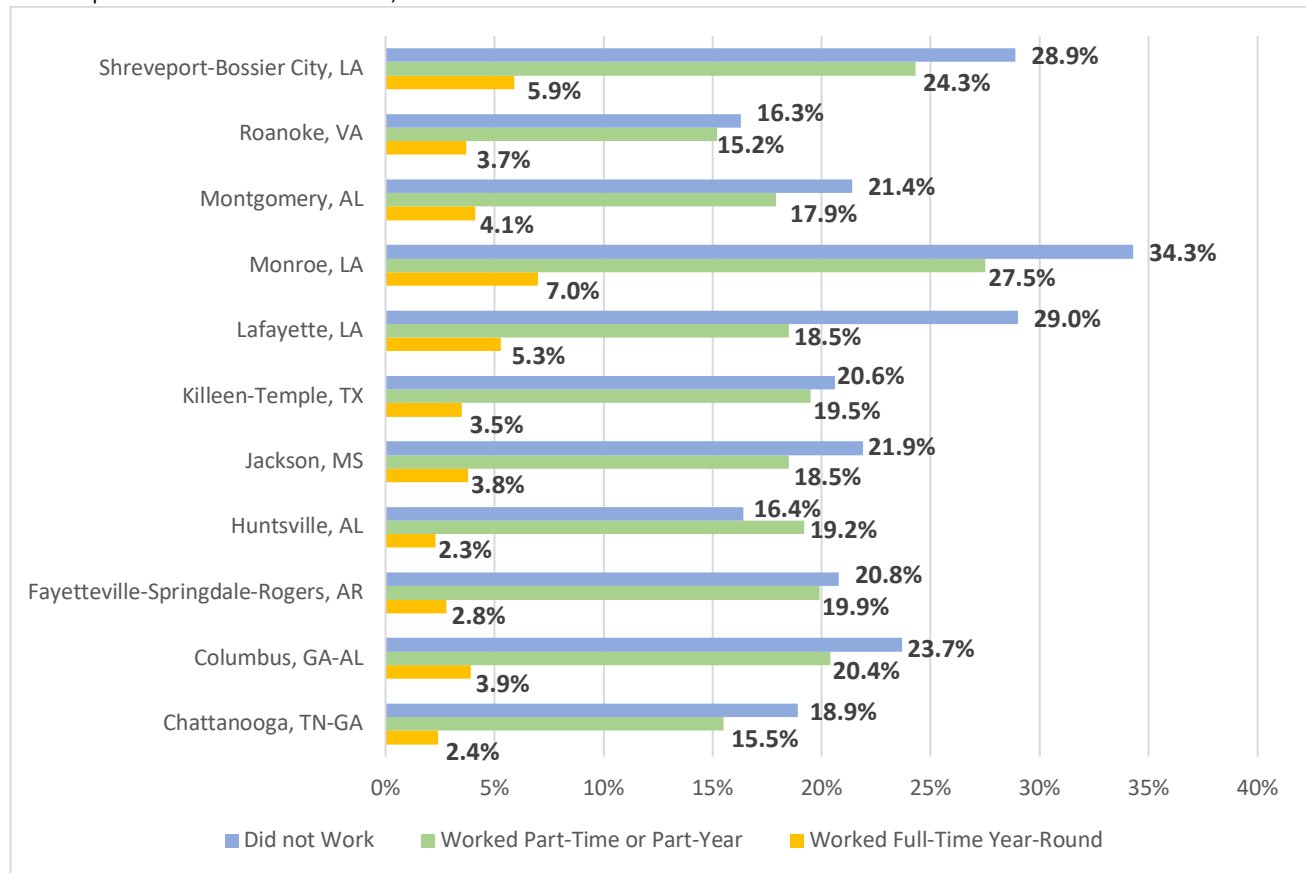
Figure 17: Percent of Persons Age 25 and Over in Poverty by Education Level for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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Figure 18: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Metropolitan Statistical Areas, 2019



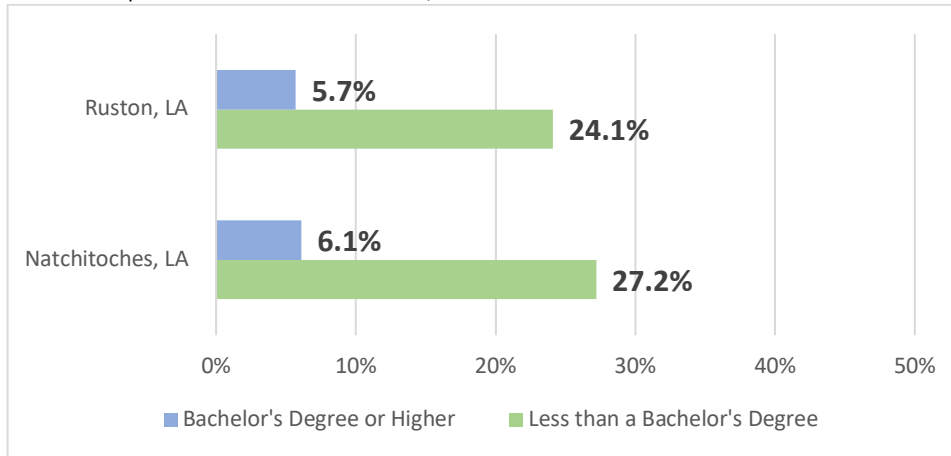
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

These data across all communities illustrate that lack of education and lack of sustained connection to the labor market are related and are both major factors for adults in poverty. However, as research has shown, in addition to quality education and a connection to the labor market, stable living-wage job opportunities that are accessible across a community are critical to moving people out of poverty. Policies and investments to support living wage jobs combined with strategies to improve education levels and connect people to jobs should be high on the MSA's list of priorities.

The data for the MicroSAs (Figures 19 and 20 below) show generally higher poverty rates for all education levels and work status than do the MSAs. Interestingly, the Ruston area shows a much higher poverty rate (45.8%) than Natchitoches (23.9%) for people that worked part-time and a much higher rate (8.2%) than Natchitoches (2.1%) for people that worked full-time. Meanwhile, Natchitoches shows a much higher poverty rate (47.1%) than did Ruston (36.7%) for individuals who did not work.

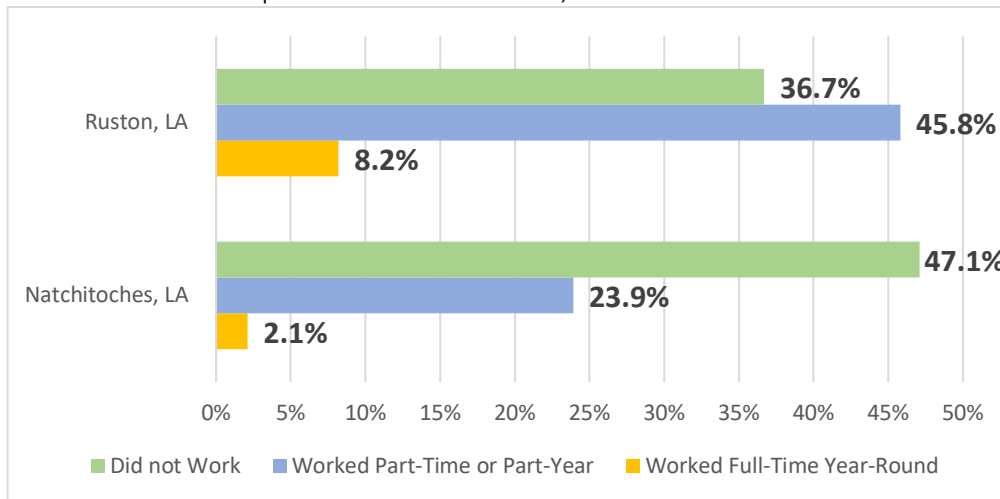
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Figure 19: Percent of Persons Age 25 and Over in Poverty by Education Level for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 20: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Micropolitan Statistical Areas, 2019




Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

3.3 Public Assistance

Transfer payments represent a form of public assistance that is a redistribution of income in the market system without any exchange of goods or services. Examples include welfare (cash assistance), Social Security, food stamps, farm subsidies, and other business subsidies from government to private firms. Here we are concerned with transfer payments and public assistance to individuals and families through the Supplemental Nutrition Assistance Program (SNAP), cash public assistance (Temporary Assistance for Needy Families - TANF), and Supplemental Security Income (disability). Welfare Reform in the mid-1990s changed the nature of the federal cash assistance program resulting in large declines in the share of the population receiving benefits and the length of time receiving benefits as well as increases in the percentage of people working or looking for work while receiving public assistance. As a result, TANF has become a much less significant part of our economic safety net for families, participation in the SSI program has grown (although far less than the drop in TANF enrollment), and the SNAP program has become more critical to families and children in need.⁸ SNAP is a nutrition program, not a cash welfare program, where eligibility depends on family size, citizenship status, household income, and certain expenses. About 75% of SNAP benefits go to households with children, 16% to households with disabled persons, and 9% to households with senior citizens.⁹

The Shreveport-Bossier MSA ranks 10th of the peer communities—2nd highest rate and down three slots—in the percentage of households receiving SNAP benefits. That rate was down three points from three years ago but was nearly three times as high as the lowest rate for a peer community (Fayetteville, 5.4%).

Table 7: Households Receiving SNAP Benefits, 2019

MSA	Families Receiving SNAP	Rank	2018 Rank
Fayetteville-Springdale-Rogers, AR-MO	5.4%	1	
Roanoke, VA	8.9%	2	
Huntsville, AL	9.2%	3	
Chattanooga, TN-GA	10.1%	4	
Jackson, MS	11.6%	5	
Killeen-Temple, TX	12.2%	6	
Lafayette, LA	13.1%	7	
Montgomery, AL	14.1%	8	
Columbus, GA-AL	14.5%	9	
Shreveport-Bossier City, LA	15.4%	10	 7
Monroe, LA	20.9%	11	

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

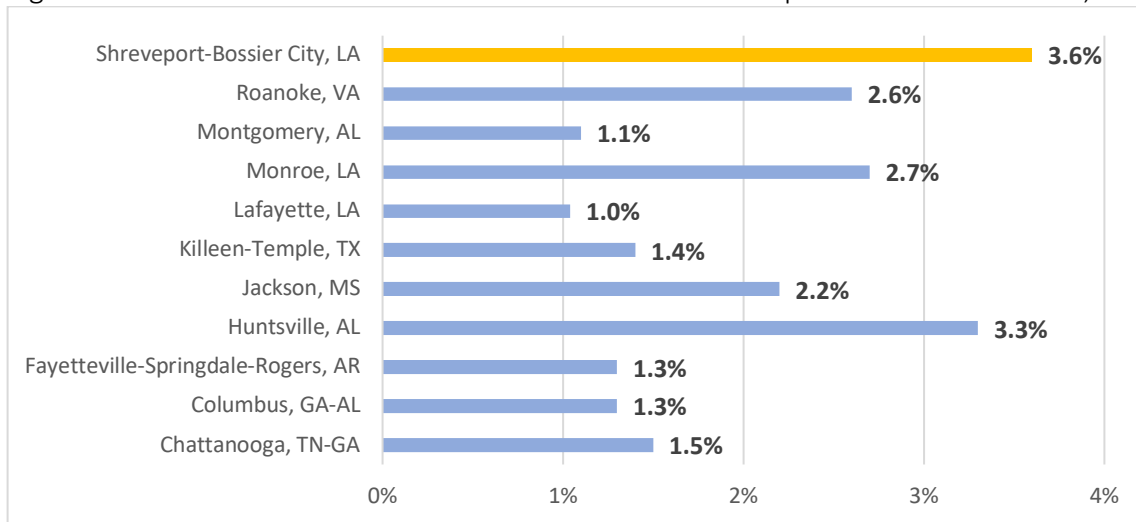
⁸ *Child Welfare: An Overview of Federal Programs and Their Current Funding*. Congressional Research Service. Sept 2014.

⁹ *Who Uses SNAP?* SNAP to Health. <http://www.snaptohealth.org/snap/snap-frequently-asked-questions/>

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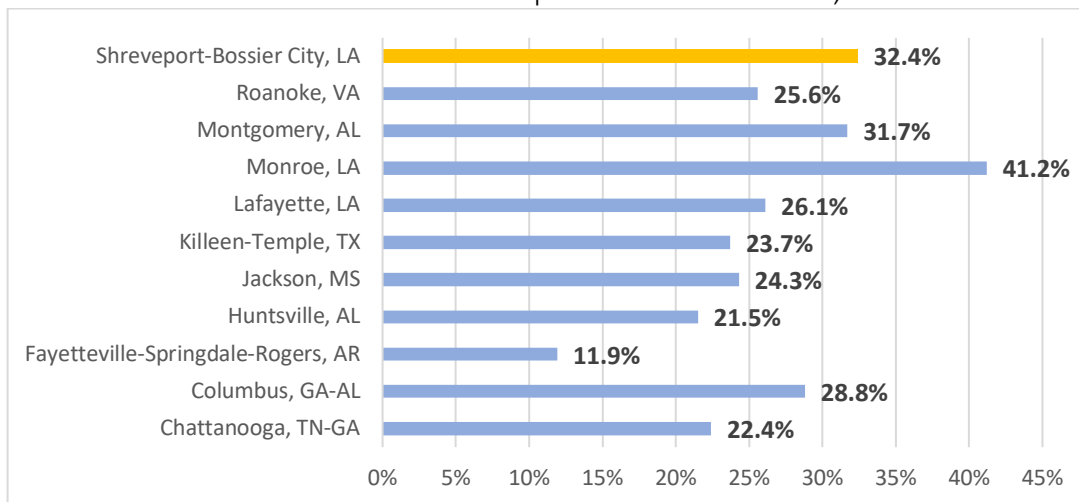
Although overall participation rates are very low for all MSAs, the Shreveport-Bossier MSA has the highest rate of households receiving cash public assistance (Figure 21). Variations in workforce characteristics and employment opportunities can create differences in the usage of public assistance programs. For example, residents in poorer communities with lower education levels and fewer and lower-paying job opportunities find SNAP benefits more accessible than cash public benefits because of the work requirements. Furthermore, the circumstances of children in a community are critical to any analysis of well-being. The Shreveport-Bossier MSA has 32.4% (the 2nd highest rate) of its children under 18 living in households with some form of public assistance (Figure 22). The rate in our MSA was over 2.5 times the lowest rate in Fayetteville (11.9%).

Figure 21: Households with Cash Public Assistance for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 22: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Metropolitan Statistical Areas, 2019

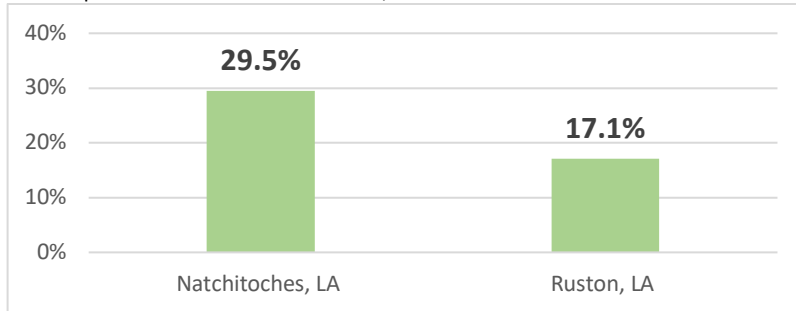


Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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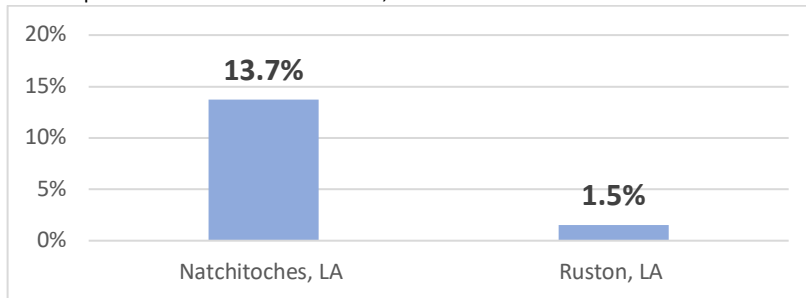
The MicroSAs all have rates of participation in transfer programs that are higher than the MSAs, as expected. In Ruston and Natchitoches, nearly half of minor children live in households receiving some form of public assistance (Figure 25).

Figure 23: Households Receiving SNAP Benefits for Micropolitan Statistical Areas, 2019



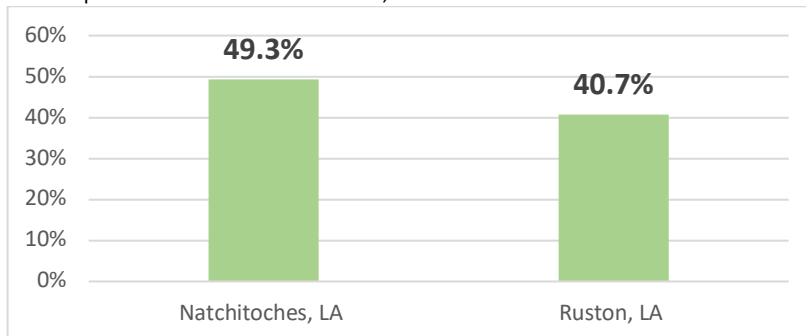
Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 24: Households with Cash Public Assistance for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 25: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Micropolitan Statistical Areas, 2019




Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

3.4 Housing

The housing crisis that began in 2008 left large sections of once prosperous suburbs vacant and in disrepair. It also caused a wave of foreclosures, a financial crisis, and an economic crisis that led to chronically higher unemployment that squeezed families and businesses for several years. From 2009 to 2014, the U.S. slowly emerged from that crisis, but there are lingering effects. According to the American Community Survey, 42 million households (37%) pay more than 30% of income for housing (moderate burden), whereas 20.2 million (18%) pay more than half (severe burden). These figures grew substantially from 2001 to 2011, exacerbated by the housing crisis. Housing costs that deplete this much of a family's income leave low- and moderate-income families with little money left for food, education, and health care, much less saving and investment. There are a variety of financing tools along with federal policies that have been developed to help low- to moderate-income households, but only one quarter of eligible families receive housing assistance. Consequently, there is need for policy innovations to help meet the affordable housing needs of the nation.

Individuals and families derive many financial and social benefits from home ownership. Communities also reap substantial benefits from home ownership and stable housing, including higher educational achievement, greater civic participation, lower crime, and improved property maintenance.¹⁰ The Shreveport-Bossier MSA ranks 6th—up from 9th two years ago—in the share of housing units that are owner-occupied (65%).

Table 8: Percent of Occupied Housing Units Owner-Occupied by MSA, 2019

MSA	Percent of Housing Units Owner-Occupied	Rank	2018 Rank
Roanoke, VA	69.3%	1	
Huntsville, AL	68.7%	2	
Lafayette, LA	68.6%	3	
Jackson, MS	66.4%	4	
Chattanooga, TN-GA	66.0%	5	
Shreveport-Bossier City, LA	65.0%	6	 8 (tie)
Montgomery, AL	63.9%	7	
Fayetteville-Springdale-Rogers, AR	61.3%	8	
Monroe, LA	60.8%	9	
Columbus, GA-AL	56.3%	10	
Killeen-Temple, TX	55.9%	11	

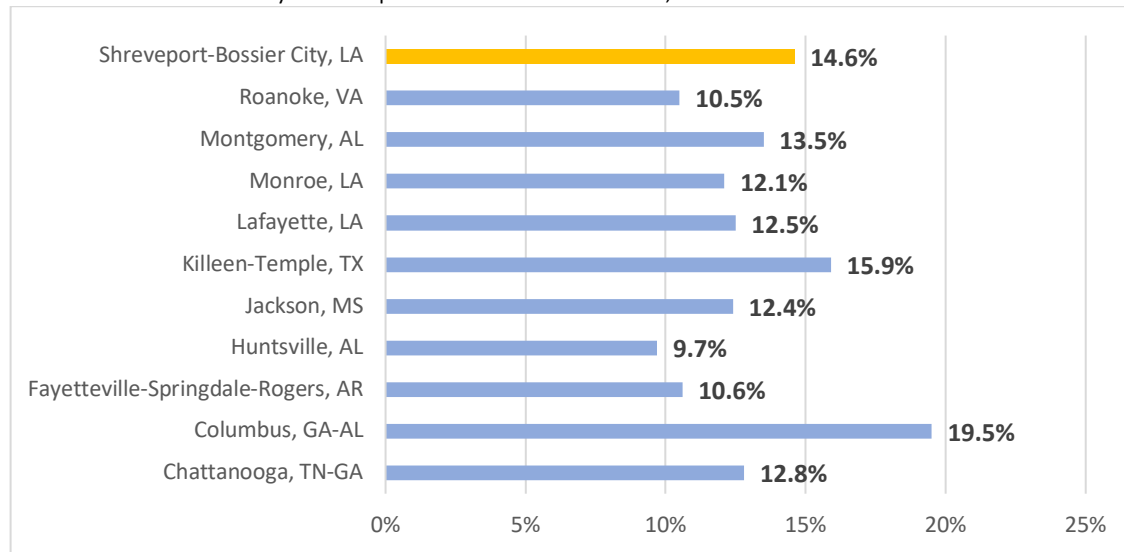
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

¹⁰ *Social Benefits of Home Ownership*. National Association of Realtors, Research Division. April 2012

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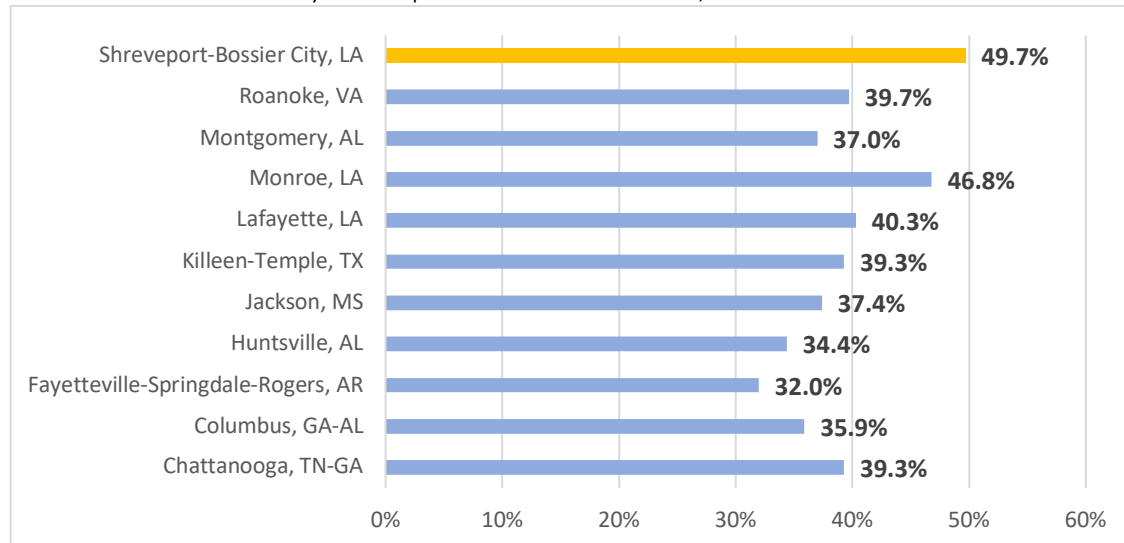
The cost of housing relative to household income is an important indicator of the affordability of housing across MSAs. Three years ago, the Shreveport-Bossier MSA saw a steep rise in the share of occupied housing units with monthly owner costs 35% or more of household income (this is for households with a mortgage), growing from 13.8% to 18.2% (2nd highest of the peers). This figure has decreased to 14.6%—the 3rd highest among the peer communities. Shreveport-Bossier also has the highest share of occupied units with rent that is 35% or more of household income (49.7%)—well above all other peer communities.

Figure 26: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income by Metropolitan Statistical Area, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 27: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income by Metropolitan Statistical Area, 2019



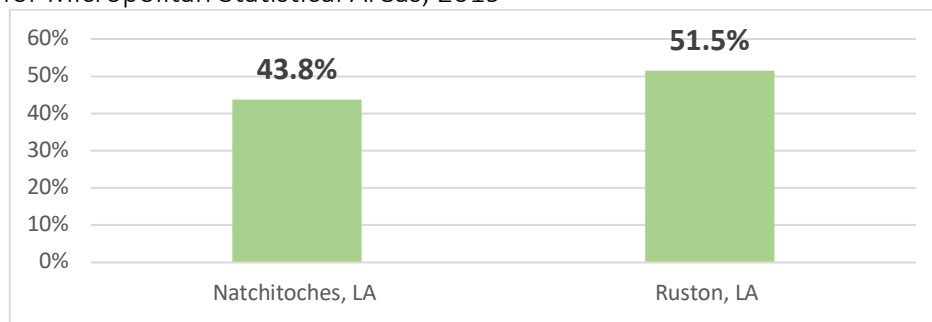
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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Affordable housing is a key driver of family well-being in all facets and, as a result, is a key factor in community well-being. The benefits of affordable housing extend beyond its occupants to increased spending and employment in the local economy and reductions in crime and in the likelihood of foreclosure. Without a sufficient supply of affordable housing, employers—and entire regional economies—can be at a competitive disadvantage because of their subsequent difficulty attracting and retaining workers.¹¹ Consequently, community-based strategies for affordable housing are a key component of effective community and economic development initiatives. The range of these strategies is well-documented, including rental housing preservation, place-based community development, inclusionary housing policies, and low-income housing credits, among others.¹²

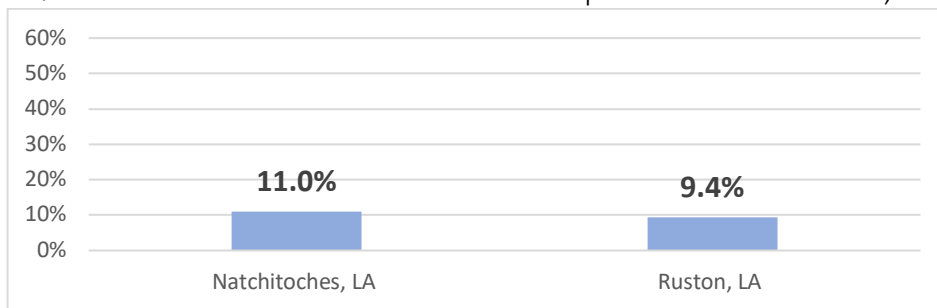
The data for the MicroSAs show that the share of owner-occupied housing is considerably higher in Ruston than in Natchitoches whereas the affordability measures are similar in both communities.

Figure 28: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 29: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas, 2019



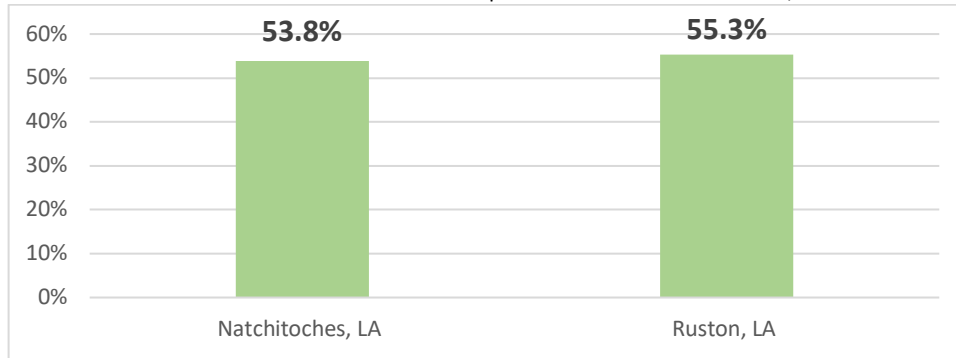
Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

¹¹ Keith Wardrip, Laura Williams, and Suzanne Hague. "The Role of Affordable Housing In Creating Jobs and Stimulating Local Economic Development: Review of the Literature." Center for Housing Policy. January 2011

¹² Enterprise Community.com: Affordable Housing. <http://www.enterprisecommunity.com/policy-and-advocacy/issues>

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Figure 30: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas, 2019

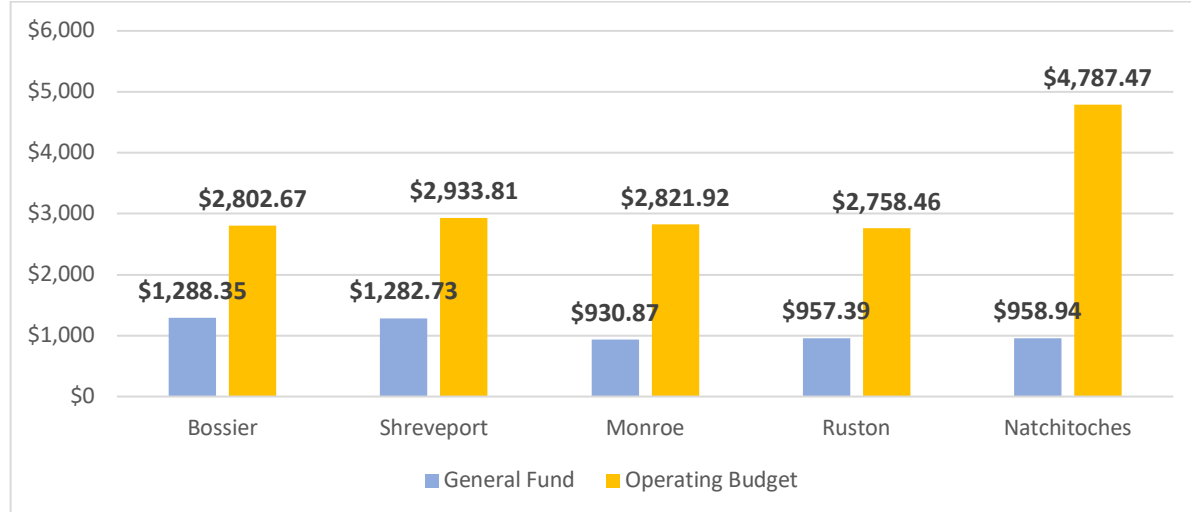


Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

3.5 Municipal Finance

During the years immediately following the 2007-2008 housing and financial crisis, many municipalities had severe budget crises that strained their financial reserves and increased their debt. Municipal budget obligations in terms of retirement and health care costs have been growing for over a decade and have reached crisis level in some communities. State law requires Louisiana municipalities to operate a balanced budget. When local government wants to spend more money than it is projected to receive in revenue, it issues bonds – a debt security to finance capital spending. Figure 31 illustrates that in the 2021 budget cycle, Bossier is spending almost the same per capita from the general fund and from the Operating Budget as Shreveport. The MicroSAs have a great deal of variation. The Natchitoches operating budget per capita is more than 70% higher than Ruston.

Figure 31: Per Capita Local Municipal Government Spending per Resident by General Fund and Total Operating Budget, 2021



Source: Calculated by author using data from the U.S. Census Bureau, City and Town Population Totals: 2010-2010 at <https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-cities-and-towns-total.html>; and with city budgets provided by the cities of Shreveport, Bossier City, Monroe, Natchitoches, and Ruston

Note: Total General Fund Expenditures for Bossier City will not be available until June 30, 2021

The ratio of debt service expenditures as a percentage of total governmental fund expenditures can be used to assess service flexibility with the amount of expenses committed to annual debt service. As the ratio increases, service flexibility decreases because more operating resources are being committed to a required financial obligation. In other words, the more a government spends on financing its debt, the less it will have available to fund ongoing services.¹³ Figure 32 shows that to meet bond debt principal and interest payments, Bossier City is spending the equivalent of 30% of its general fund compared to Shreveport which is spending 29.6 percent. A

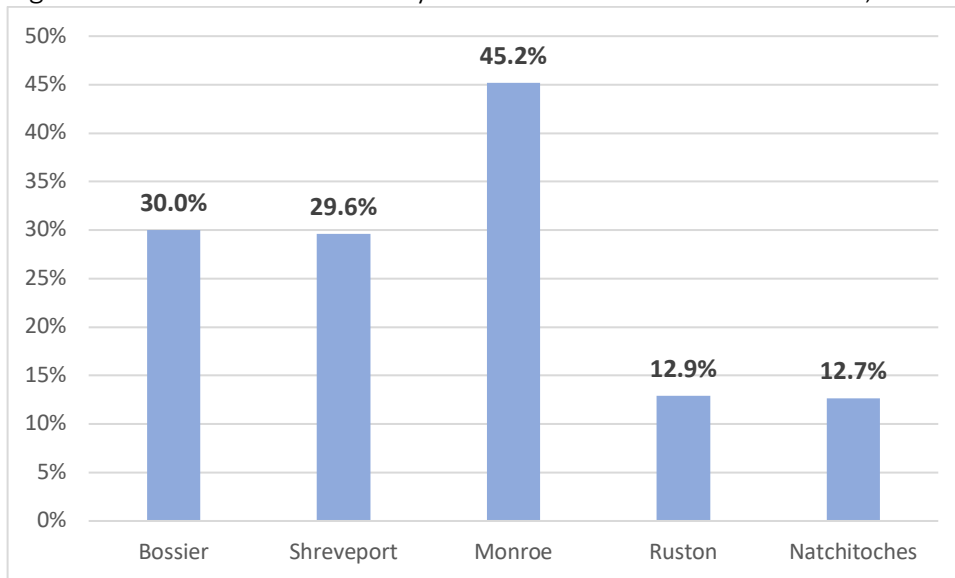
¹³ "Debt Service Expenditure Ratio in Large Cities." The Civic Federation. March 2012. <http://www.civiced.org/civic-federation/blog/debt-service-expenditure-ratio-large-cities>

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debt service ratio of less than 10-20% is generally considered to be attractive for city governments. Not all of the debt of these cities—and none in some cases—is being paid from general fund revenues, so these figures do not tell the whole story. But they do indicate the debt load of the city relative to the general fund size. All other things being equal, a higher ratio here can be cause for concern.

The ability of the Shreveport-Bossier MSA to address some of the key issues illustrated in this report will depend partly on the fiscal capabilities of the municipalities in the region. Fiscally responsible government helps to keep these municipal borrowing costs low and provides much needed flexibility throughout phases of the business cycle.

Figure 32: Total Debt Service Payments as Percent of General Fund, 2021

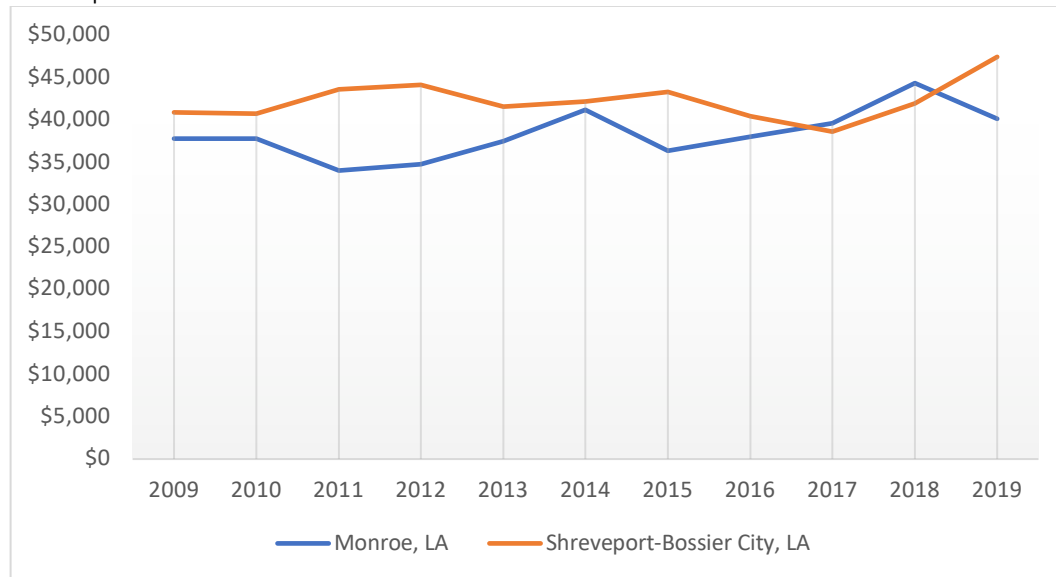


Source: Calculated by author using data provided from the cities of Shreveport, Bossier City, Monroe, Natchitoches, and Ruston

3.6 Moving the Needle on Economic Well-Being

Figures 33 through 39 below show that from 2009 to 2019 the Shreveport-Bossier MSA has seen modest growth in median household income, a moderate increase in the percent of families in poverty, and very little change in families and children drawing on public assistance (SNAP, SSI, cash assistance). Home ownership and housing costs have remained steady on average during this period, except for a significant increase in rental housing costs relative to renter's income. During the same period, the Monroe MSA has seen a moderate increase in median household income, a substantial drop in the percent of families living in poverty, and a slight rise in the share of households receiving public assistance. And while home ownership costs have dropped relative to income, rental costs have risen dramatically.

Figure 33: Median Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

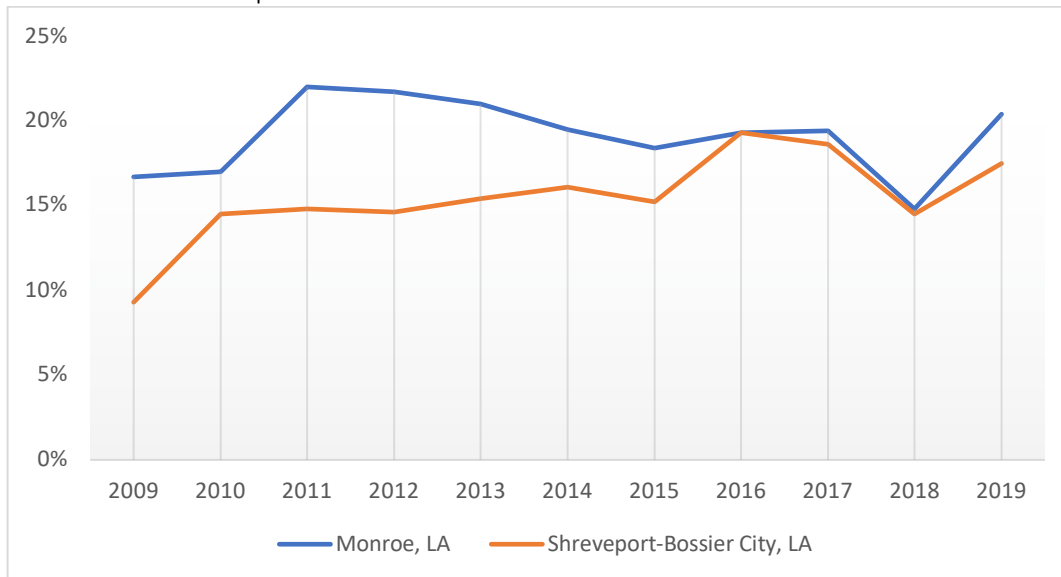


Source: U.S. Census Bureau, 2009-2019 American Community Survey
1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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Figure 34: Percent of Families Below Poverty Level for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

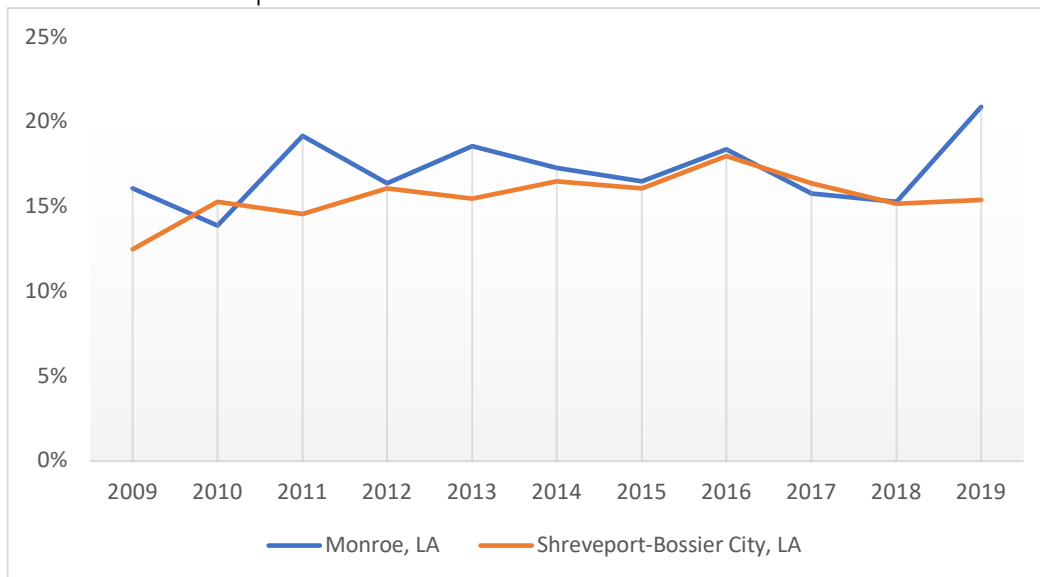


Source: U.S. Census Bureau, 2009-2019 American Community Survey

1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 35: Percent of Households with SNAP Benefits for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



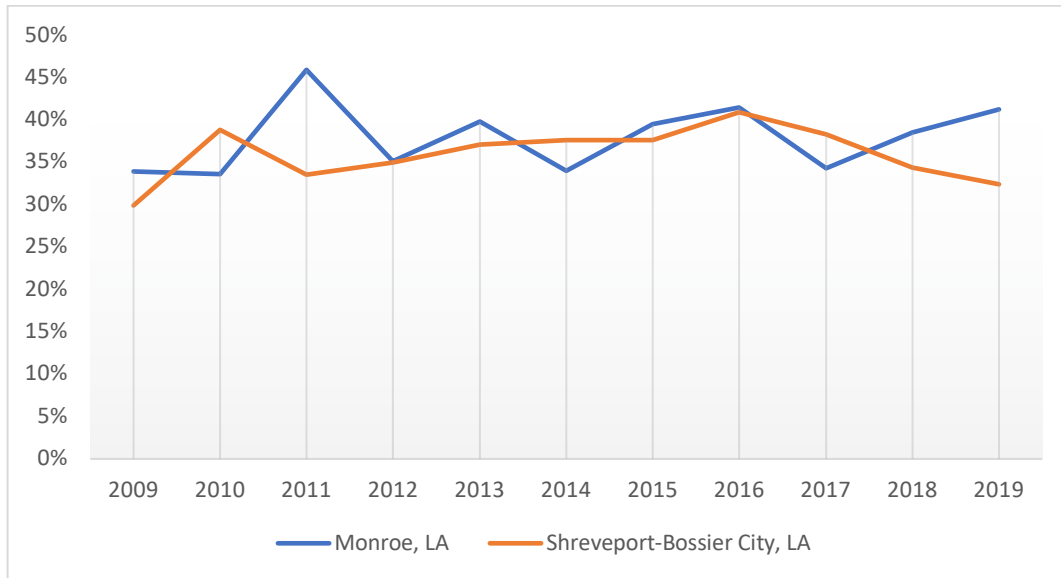
Source: U.S. Census Bureau, 2009-2019 American Community Survey

1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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Figure 36: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

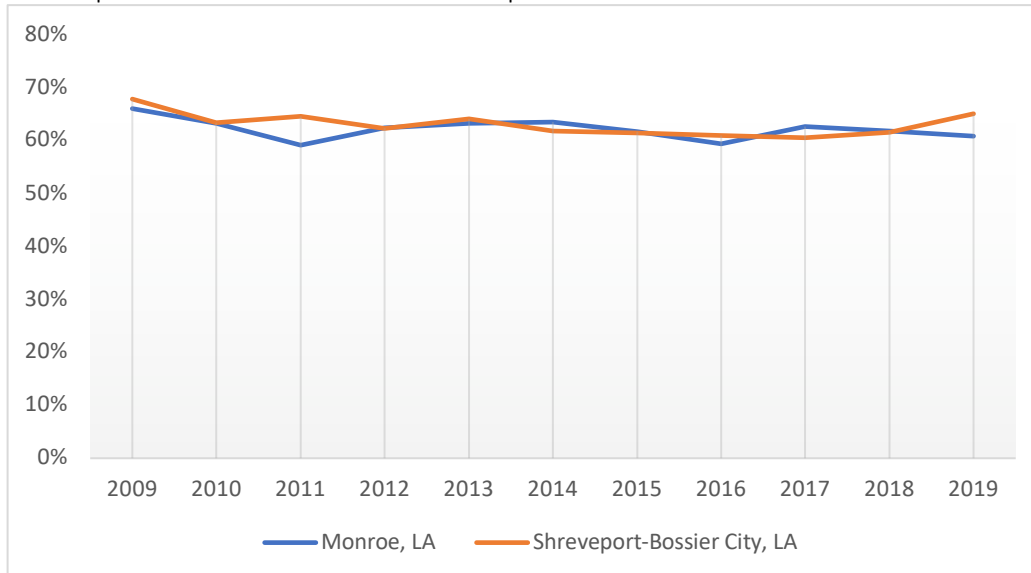


Source: U.S. Census Bureau, 2009-2019 American Community Survey

1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 37: Percent of Occupied Housing Units that are Owner-Occupied for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



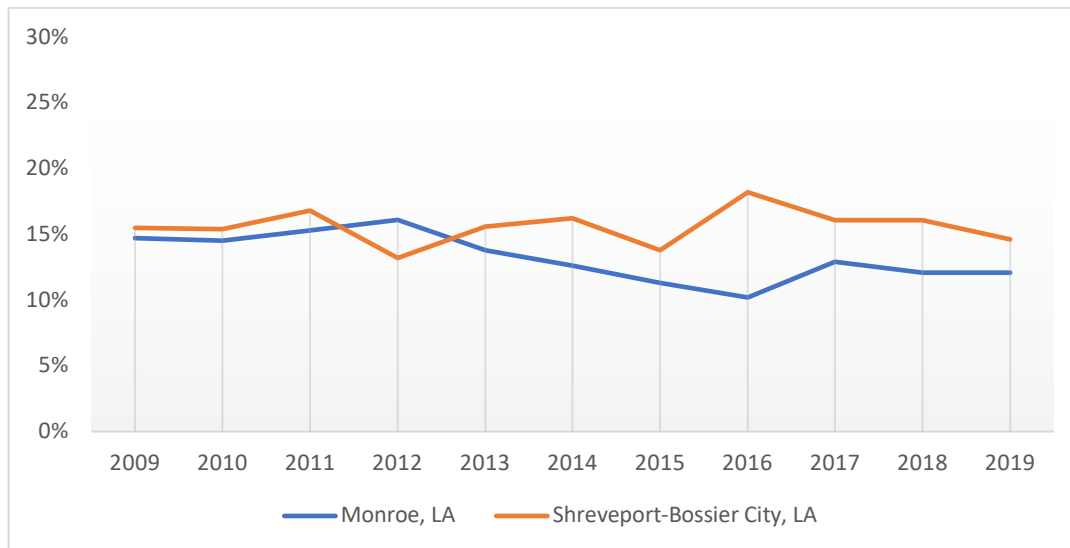
Source: U.S. Census Bureau, 2009-2019 American Community Survey

1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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Figure 38: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

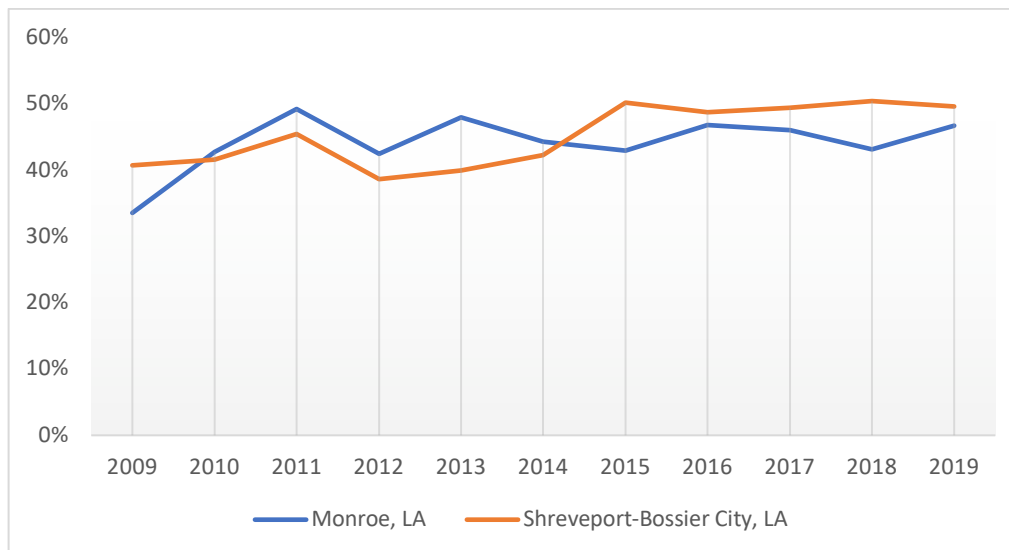


Source: U.S. Census Bureau, 2009-2019 American Community Survey

1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 39: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



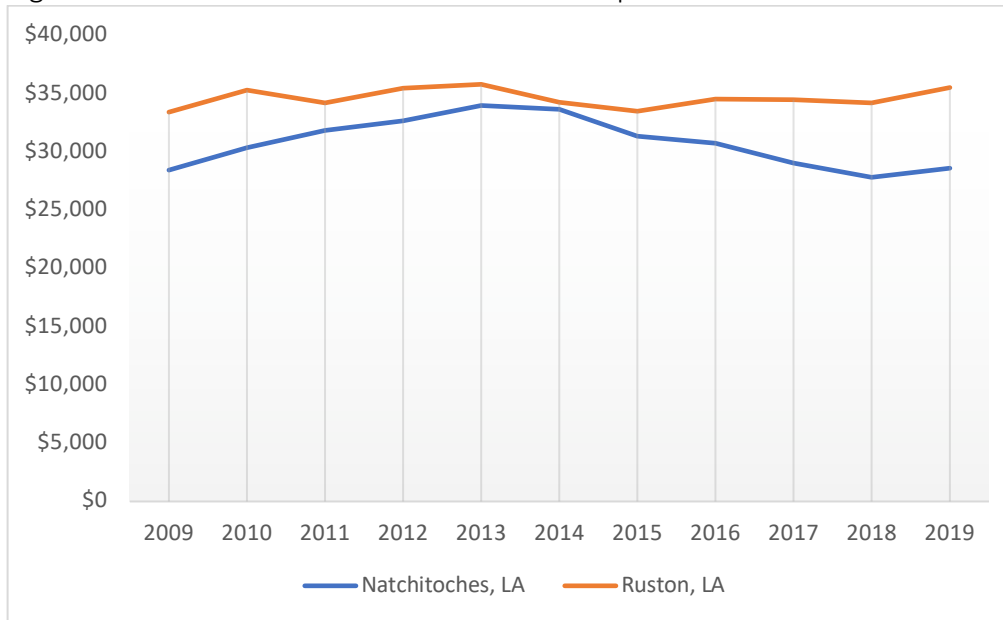
Source: U.S. Census Bureau, 2009-2019 American Community Survey

1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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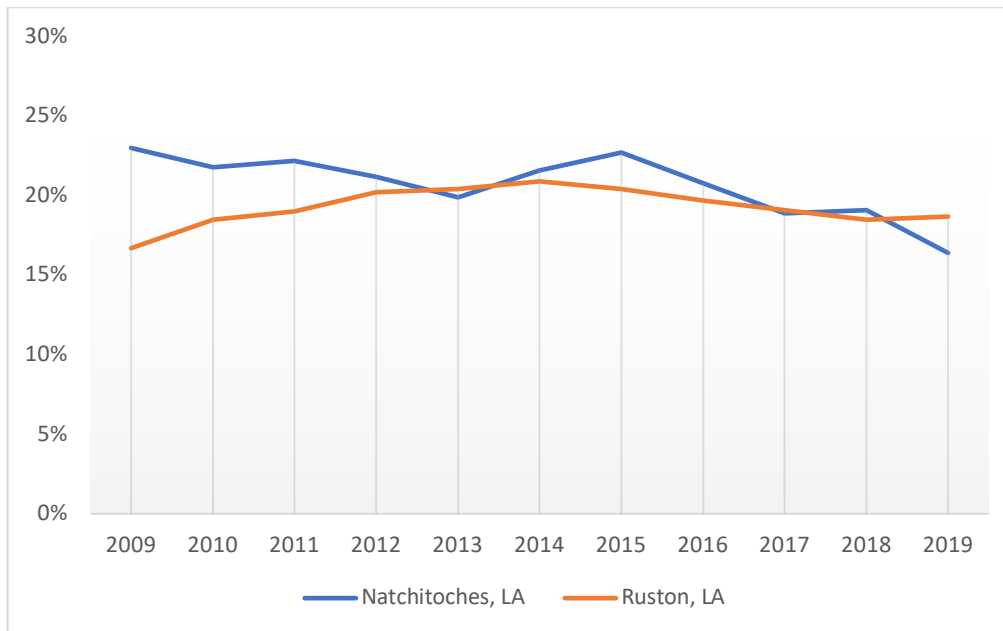
Figure 40: Median Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 41: Percent of Families Below Poverty Level for Micropolitan Statistical Areas

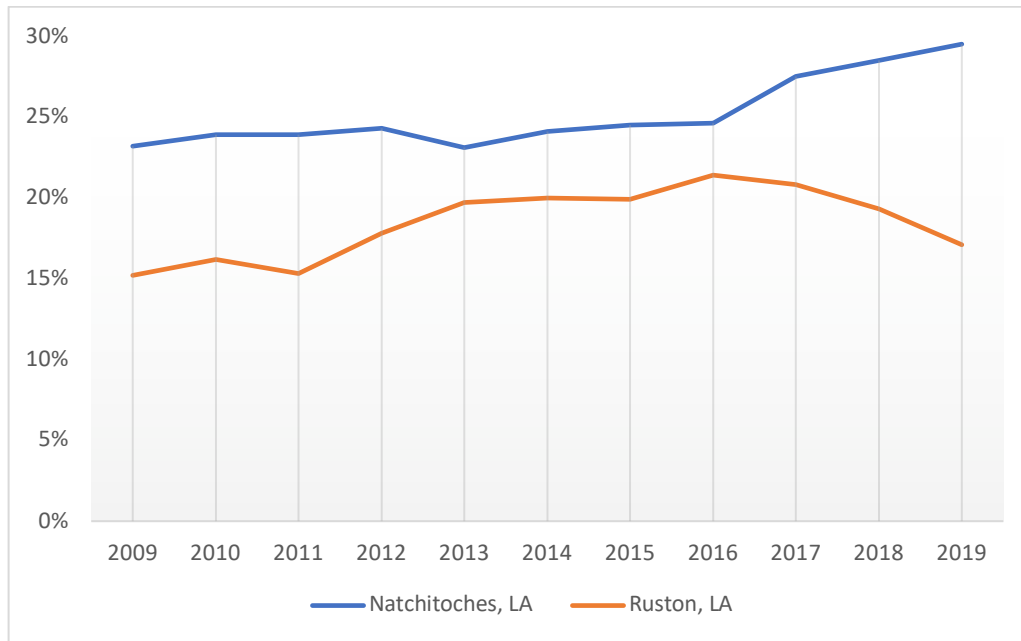


Source: U.S. Census Bureau, 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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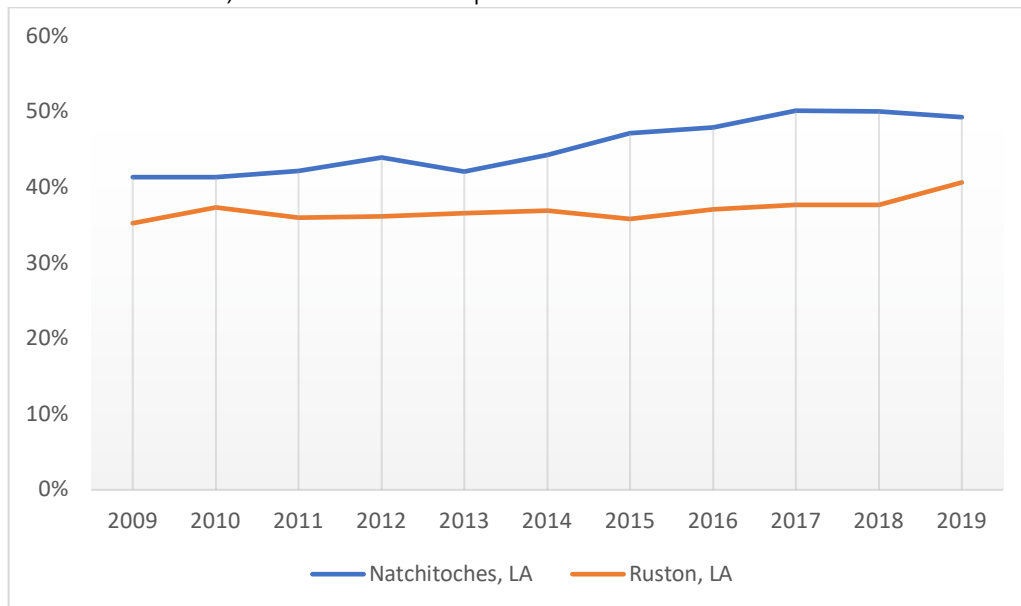
Figure 42: Percent of Households with SNAP Benefits for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 43: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Micropolitan Statistical Areas

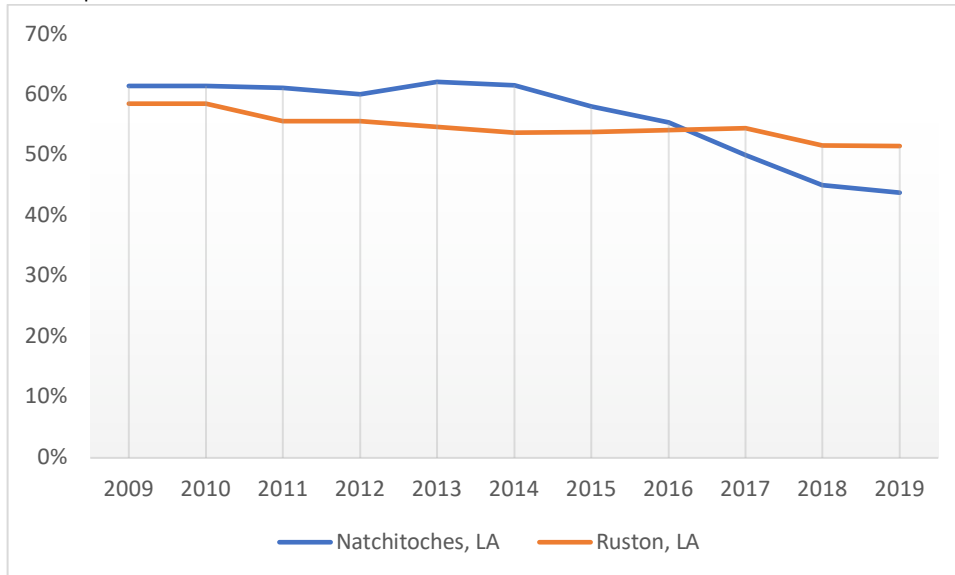


Source: U.S. Census Bureau, 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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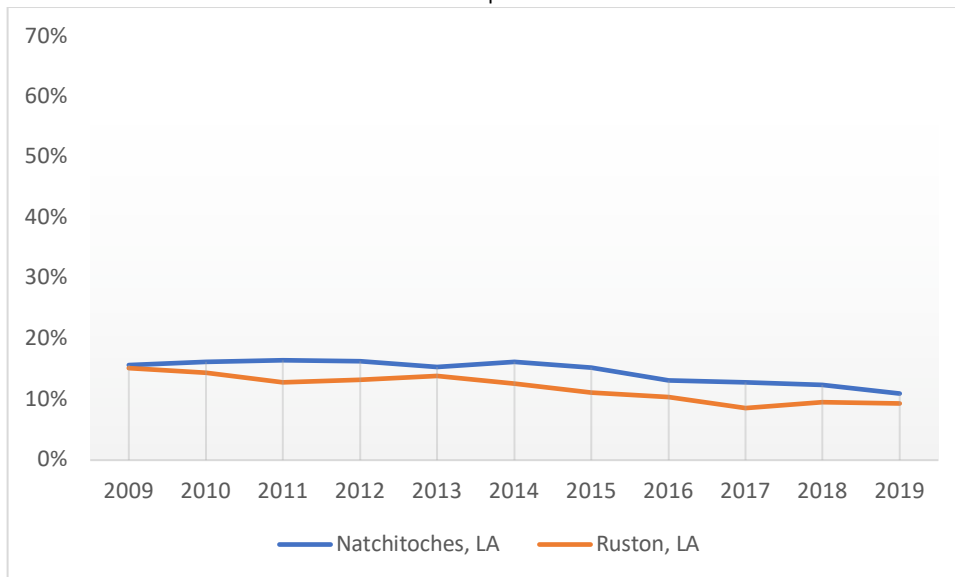
Figure 44: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 45: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas

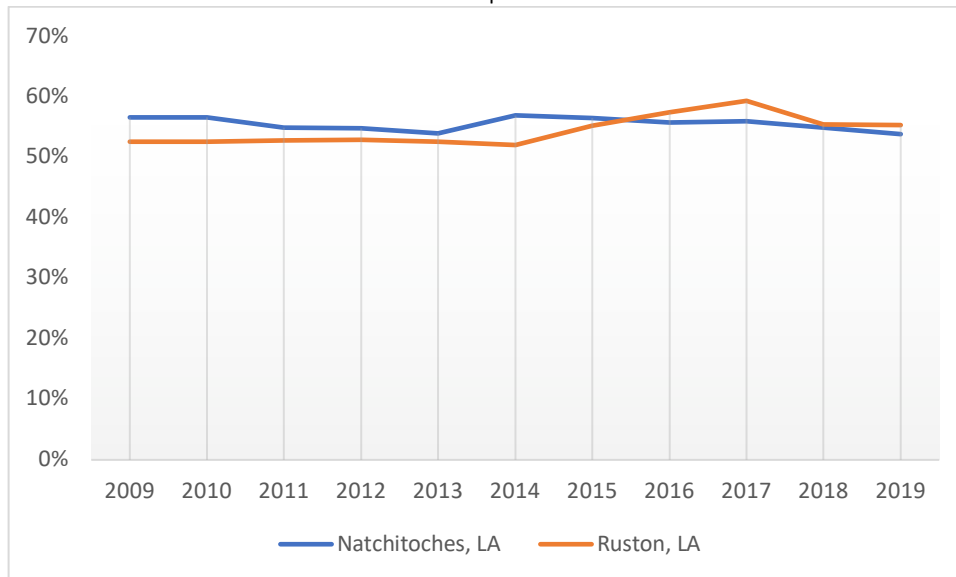


Source: U.S. Census Bureau, 2010-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> and 2009 American Community Survey 5-Year Estimates at <https://www.census.gov/data/developers/data-sets/acs-5year.2009.html>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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Figure 46: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>


Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

4. Human Capital

4.1 Education

There is strong evidence that young children who participate in high-quality pre-K programs enter school more ready to learn than their peers. The national Early Childhood Longitudinal Study, Kindergarten Class, demonstrates that students who attended a pre-K program scored higher on reading and math tests than children receiving parental care.¹⁴ Students who attended a childcare center or other preschool program also showed gains, and pre-K students exhibited the greatest achievement. The evidence is strong that high-quality pre-K programs have significant short- and long-term impacts on children and their communities. Although enrollment in an early childhood program does not provide a guarantee for kindergarten readiness, there are strong indicators these programs do increase the likelihood that children will be prepared for kindergarten. From 2014 to 2017 Shreveport-Bossier saw a significant increase in the percentage of 3- and 4-year-olds enrolled in school from 39.8% to 59.1% moving from 9th to 1st among peer communities. The last two years, our percentage declined to this year's number of 51% (3rd among the peer communities).

Table 9: Percent of 3- and 4-Year-Olds Enrolled in School, 2019¹⁵

MSA	Percent Enrolled in School	Rank	2018 Rank
Jackson, MS	71.8%	1	
Columbus, GA-AL	62.8%	2	
Shreveport-Bossier City, LA	51.0%	3	 2
Montgomery, AL	47.0%	4	
Chattanooga, TN-GA	46.2%	5	
Monroe, LA	45.4%	6	
Huntsville, AL	44.3%	7	
Fayetteville-Springdale-Rogers, AR	43.2%	8	
Lafayette, LA	38.1%	9	
Killeen-Temple, TX	36.6%	10	
Roanoke, VA	35.0%	11	

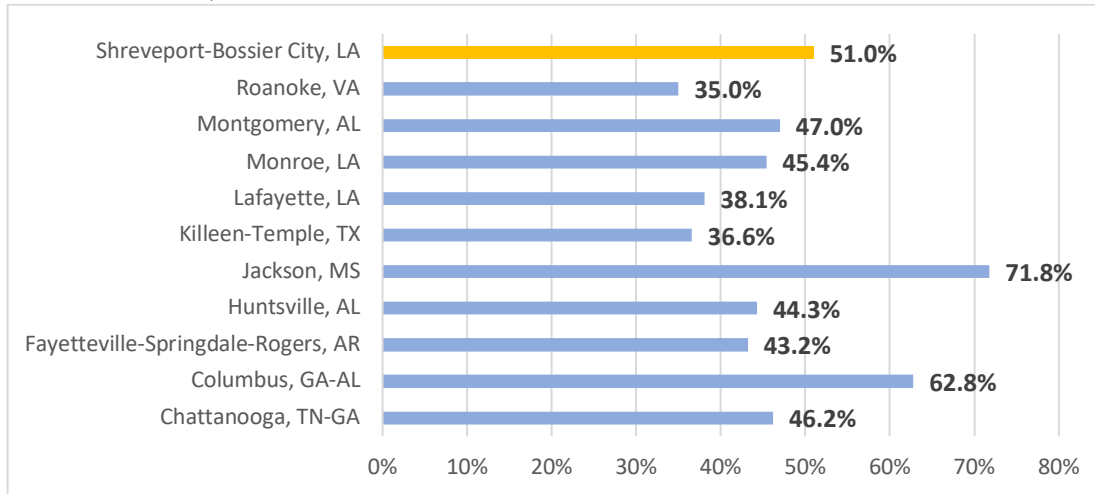
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov>

¹⁴ Gormley, W., Gayer, T., Phillips, D., and Dawson, B., 2004b. The Effects of Universal Pre-k on Cognitive Development. Washington, DC: Georgetown University, Center for Research on Children in the U.S.

¹⁵ Pre-k is a classroom-based preschool program for children age 3 to 4. It may be delivered through a preschool or within a reception year in elementary school. Formal pre-k differs from day care in that preschools typically provide care for shorter hours and are closed for holidays, school breaks, and summer, though some may offer full-time programs, extended care, and summer options. Preschools must be licensed, and most teachers have some training in early childhood education.

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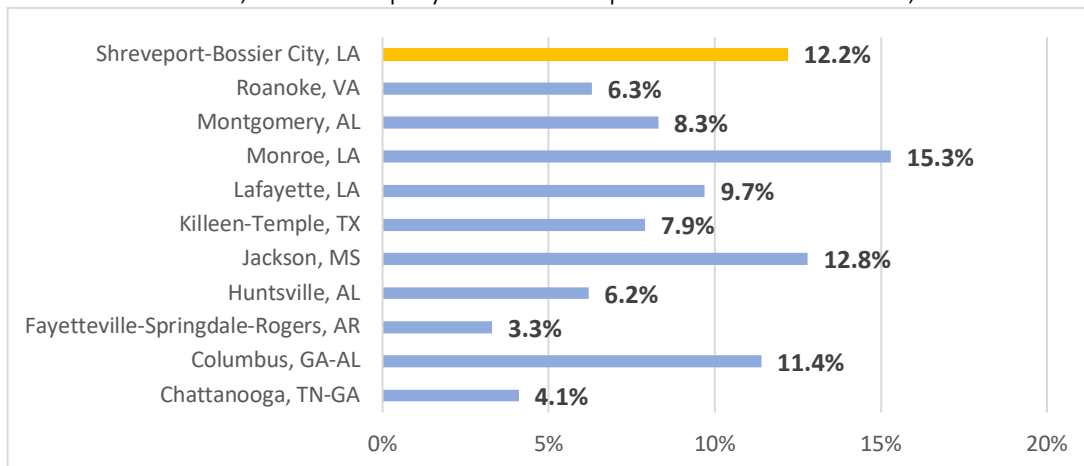
Figure 47: Percent of 3- and 4-Year-Olds Enrolled in School for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

At the other end of the youth spectrum are 16- to 19-year-olds. In 2014, the Shreveport-Bossier MSA had the 3rd highest share of this group not enrolled in school, not in the labor force, and unemployed (12.1%). In 2015, that number rose alarmingly to 14.9%, the highest among the peer communities. However, from 2015 to 2016 that figure fell to 8.3%, a dramatic improvement from previous years. In 2017, this figure rose again to 11.3%, the highest among our peers, and this year is back up to 12.2%, 3rd highest among our peers (Figure 48). This is a critical measure of how well the education system, the business sector, and the community are engaging and preparing young people for success in the labor market. Over time, this indicator is a key factor in the data in Table 10 below which shows the share of the population of the Shreveport-Bossier MSA with less than a high school diploma or GED (12.5%).

Figure 48: Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for Metropolitan Statistical Areas, 2019




Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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In the U.S., adults without a high school diploma or equivalency have a significantly higher likelihood of unemployment and poverty and longer durations of both.¹⁶ They also earn less when they do work and there is significant evidence that the high school equivalency does not improve those prospects much. Furthermore, this situation also leads to higher risks of economic and social problems and lower likelihood of educational attainment for the children of parents without a high school diploma. The Shreveport-Bossier MSA ranks 4th, up four slots from last year, with 12.5% of the 25 and older population having less than a high school diploma or equivalency (Table 10). There are a variety of factors that can contribute to this measure, but the bottom line is that when one out of every eight people over 25 years of age are without the minimal job qualifications of a high school diploma, it represents a considerable drag on economic opportunity and overall economic prosperity in the community.

Table 10: Percent of Population 25 Years & Over Less than High School Grad or Equivalent, 2019

MSA	Percent Less Than High School Grad or Equivalent	Rank	2018 Rank
Killeen-Temple, TX	9.5%	1	
Huntsville, AL	9.8%	2	
Roanoke, VA	10.6%	3	
Shreveport-Bossier City, LA	12.5%	4	 8 (tie)
Chattanooga, TN-GA	12.6%	5	
Jackson, MS	12.7%	6	
Columbus, GA-AL	13.0%	7	
Montgomery, AL	13.2%	8	
Fayetteville-Springdale-Rogers, AR	13.3%	9	
Monroe, LA	14.5%	10	
Lafayette, LA	15.9%	11	


Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

In addition to better labor market prospects in general, the other important opportunity that opens up for those who complete high school or a GED is post-secondary and higher education. In recent years, the MSA ranking in the share of the population 25 years and over with a bachelor's or associate's degree has fluctuated, but the underlying data has been stagnant. Last year's report showed the first meaningful improvements in those numbers in a while with the share of the population with a bachelor's degree improving to 23.4% (8th overall) and the share with an associate's degree increasing to 8.9% (5th overall). Those figures regressed in this year's report back to 22.8% and 8.0% respectively with our rankings falling as well. Among the peer communities, Huntsville has achieved by far the highest share of the population with a bachelor's degree at 40.3%. Killeen has the highest share of the population with an associate's degree at 11%.

¹⁶ Sum, Andrew et al. *The Consequences of Dropping Out of High School*. Center for Labor Market Studies, Northeastern University. October 2009


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Table 11: Percent of Population 25 Years & Over with an Associate's Degree, 2019

MSA	Percent with Associate's Degree	Rank	2018 Rank
Killeen-Temple, TX	11.5%	1	 5
Roanoke, VA	10.6%	2	
Columbus, GA-AL	9.4%	3 (tie)	
Jackson, MS	9.4%	3 (tie)	
Chattanooga, TN-GA	8.8%	5	
Huntsville, AL	8.1%	6	
Shreveport-Bossier City, LA	8.0%	7	
Montgomery, AL	7.8%	8	
Fayetteville-Springdale-Rogers, AR	5.8%	9	
Lafayette, LA	5.7%	10 (tie)	
Monroe, LA	5.7%	10 (tie)	

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Table 12: Percent of Population 25 Years & Over w/Bachelor's Degree or Higher, 2019

MSA	Percent with Bachelor's Degree or Higher	Rank	2018 Rank
Huntsville, AL	40.2%	1	 8
Fayetteville-Springdale-Rogers, AR	33.0%	2	
Montgomery, AL	31.2%	3	
Jackson, MS	31.0%	4	
Chattanooga, TN-GA	29.5%	5	
Roanoke, VA	28.9%	6	
Lafayette, LA	25.1%	7	
Killeen-Temple, TX	23.8%	8	
Monroe, LA	23.2%	9	
Columbus, GA-AL	23.1%	10	
Shreveport-Bossier City, LA	22.8%	11	

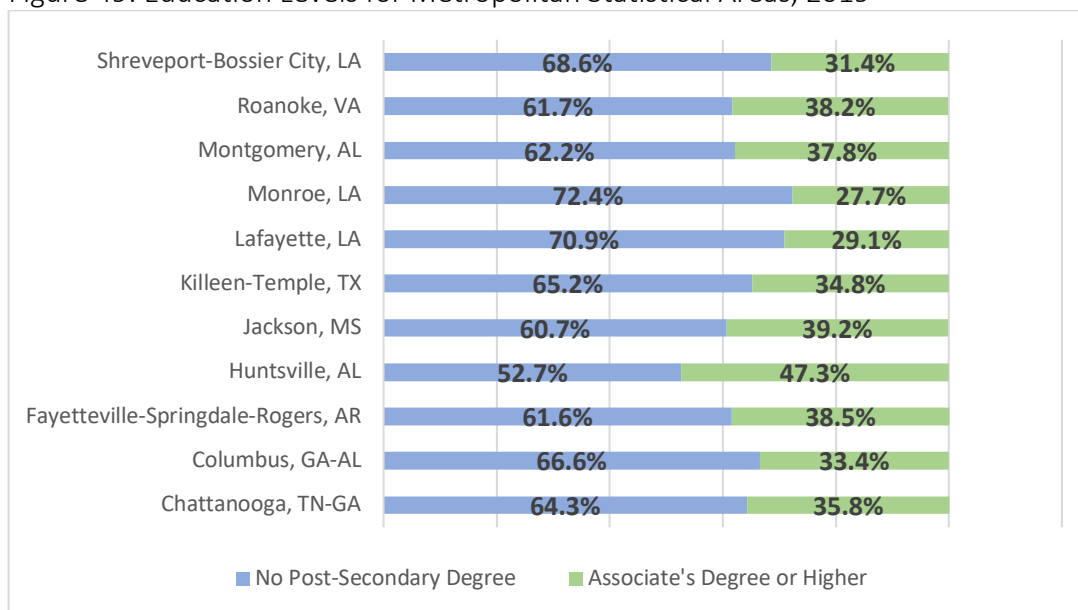
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Combining the high school, post-secondary, and higher education measures in Figure 49, demonstrates that the Shreveport-Bossier MSA has the 3rd highest percentage (68.6%) of the population with something less than a post-secondary degree. Lafayette was slightly higher at 70.9% and Monroe had the worst rate at 72.4%. Communities with 70% or more of their citizens lacking a post-secondary education are not well-positioned to compete for 21st century economic opportunities. Huntsville, on the other hand, is by far the best in this category with 47.3% of its population over 25 having earned an associate's degree or higher.

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Huntsville is an example of a community that has pursued a high-education, high-wage economic development strategy. In the past, Louisiana often took the opposite approach, eschewing investments in quality pre-K through post-secondary education systems and building a relatively low-wage economy over time as a result. That has begun to change in recent years with a recognition of the problem and attention to the need to pursue a high wage strategy for the future through investments in education at all levels. In the 21st century economy, a competitive workforce is a critical component of globally competitive and prosperous communities. For our region, these education indicators represent a significant obstacle to fielding a competitive workforce for a 21st century economy and merit considerable attention from policy makers in the region and the state. Improving these figures is vital to regional success and will require long-term commitment and investment.

Figure 49: Education Levels for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

The advent of the personal computer and the internet have changed the way we all live, work, and learn. The digital divide refers to the gap between demographics and regions that have access to modern information and communications technology, and those that do not have access or have restricted access. The divide is driven by age, income, education level, community type, and ethnic background.¹⁷ Those on the wrong side of this divide—without regular, reliable access to this technology—are left out of economic and educational opportunities on a growing scale. Table 13 and Figure 50 show that the Shreveport-Bossier MSA ranks 10th (same as the last three years) in the percentage of households with a computer and 11th (same as the last two years) in percentage of households with a broadband internet subscription. These figures together indicate that the digital divide in the Shreveport-Bossier MSA is significantly wider than

¹⁷ "The State of the Digital Divide." Pew Research Center. PowerPoint Presentation, Nov 2013. <http://www.pewinternet.org/2013/11/05/the-state-of-digital-divides-video-slides/>

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in the comparative communities and is potentially a big obstacle for many households. This divide is partly driven by education levels, but it reinforces that problem by reducing access to educational opportunities for those without easy access to computer and internet resources. There are a wide variety of strategies for addressing this divide that have been pursued by progressive communities around the country, and Shreveport-Bossier should be examining the best options for the region.

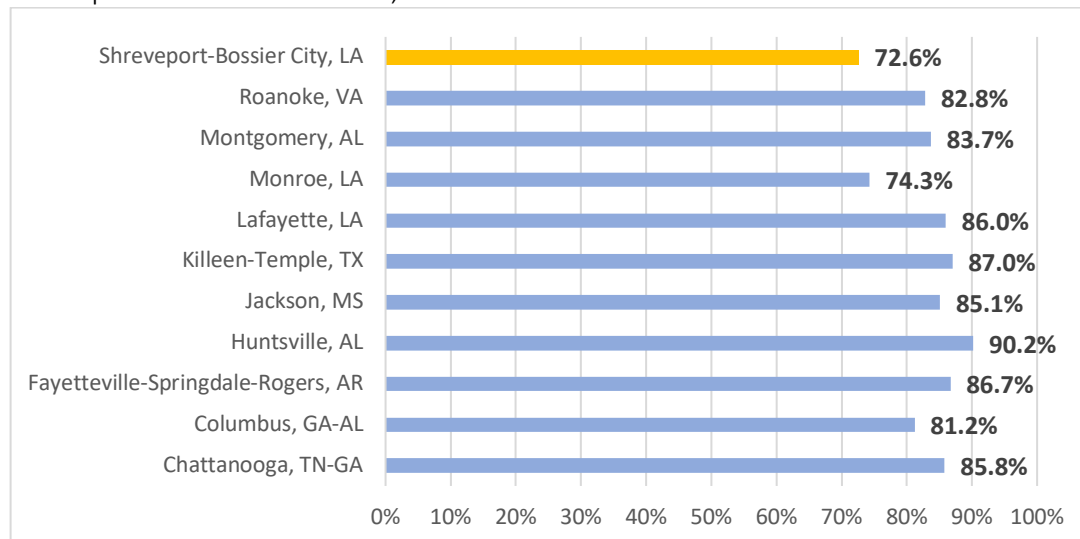
Table 13: Percent of Households with a Computer, 2019

MSA	Percent with a Computer	Rank	2018 Rank
Huntsville, AL	87.4%	1	
Killeen-Temple, TX	84.9%	2	
Fayetteville-Springdale-Rogers, AR	82.8%	3	
Chattanooga, TN-GA	79.5%	4	
Roanoke, VA	77.2%	5	
Montgomery, AL	76.1%	6	
Lafayette, LA	74.4%	7	
Jackson, MS	74.0%	8	
Columbus, GA-AL	73.8%	9	
Shreveport-Bossier City, LA	67.0%	10	➡ 10
Monroe, LA	66.5%	11	

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: Data not available for Micropolitan Statistical Areas; Households with smartphones but no other type of computing device were removed.

Figure 50: Percent of Households with a Broadband Internet Subscription for Metropolitan Statistical Areas, 2019



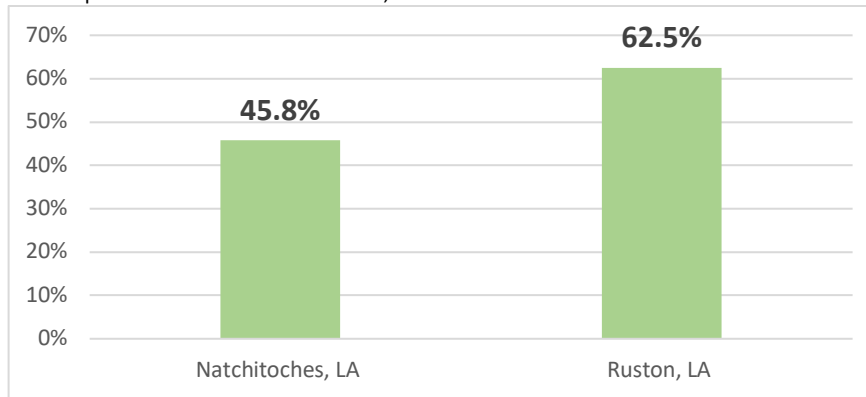
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: Data not available for Micropolitan Statistical Areas

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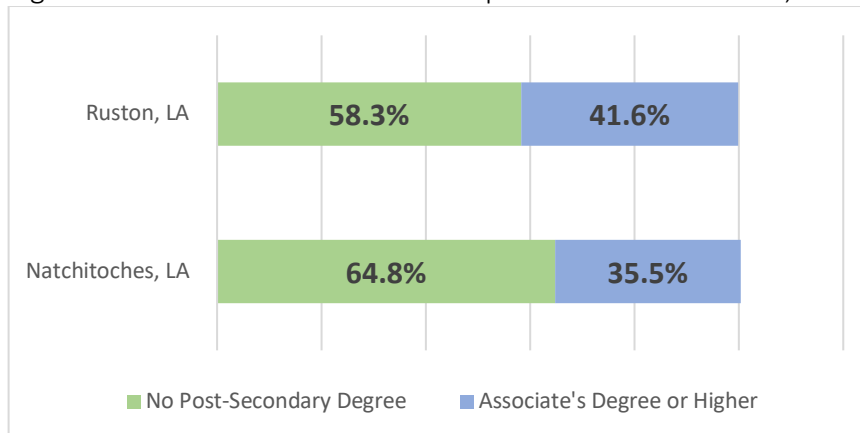
The share of 3- and 4-years-olds enrolled in school in Ruston is 62.5% (higher than all but two of the MSAs), whereas the figure for Natchitoches is 45.8%. In Ruston, 41.6% of adults over 25 have an associate's degree or higher (higher than all but one of the MSAs).

Figure 51: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>


Figure 52: Education Levels for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

4.2 Workforce

Table 14: Unemployment Rate, 2019

MSA	Percent Unemployed	Rank	2018 Rank
Roanoke, VA	3.3%	1	
Huntsville, AL	3.7%	2	
Fayetteville-Springdale-Rogers, AR	3.9%	3	
Monroe, LA	4.4%	4	
Montgomery, AL	4.8%	5 (tie)	
Shreveport-Bossier City, LA	4.8%	5 (tie)	 6
Lafayette, LA	5.1%	7	
Chattanooga, TN-GA	5.3%	8	
Jackson, MS	6.3%	9	
Columbus, GA-AL	6.5%	10	
Killeen-Temple, TX	8.1%	11	

Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

It is not unusual for unemployment numbers to fluctuate differently across communities as the waves of the economic cycle impact communities at different times and in different ways. It is typical for unemployment to be high and rising in one place while it is low and falling in another and for those circumstances to flip over a short time. This can be due to movement through the economic cycle or a wide variety of other shocks and local, national, or global circumstances. Louisiana is often in a countercyclical situation as compared to much of the rest of the country and our unemployment numbers reflect that. The state also has a highly globally connected economy because of the prominence of the oil and gas industry and tourism. The Shreveport-Bossier MSA tends to follow the state more so than the nation in that regard.

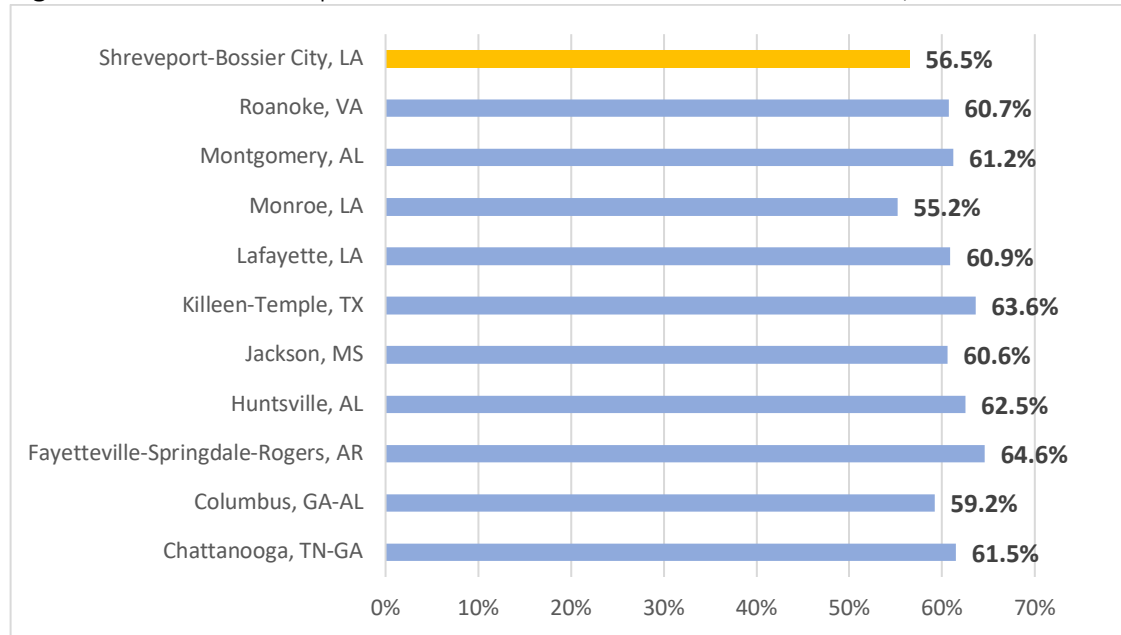
In 2013, the Shreveport-Bossier MSA had the 2nd lowest average unemployment rate of the comparative communities. In 2017, Shreveport-Bossier ranked 7th at 7.5% and in this year's report, the ranking is 5th with a 4.8% unemployment rate (Table 14). The MSA also has the 2nd lowest labor force participation rate¹⁸ (Figure 53) at 56.5%, higher only than Monroe and substantially lower than most of our peers. This means that a large share of the adult population is not looking for work (e.g., retired, disabled, discouraged workers). Figures such as these on unemployment and labor force participation are related. A strong labor market in terms of quality, accessible job opportunities, and living wage levels helps improve the labor force participation rate and reduce the unemployment rate. The lowest unemployment rate among the peer communities was Roanoke at 3.3% and highest labor force participation rate was 64.6% in Fayetteville-Springdale-Rogers. In an excellent example of how all these data are related and help drive outcomes, these strong workforce numbers for Fayetteville along with that MSA's strong wage and household

¹⁸ Labor force participation rate is defined as the share of the working age population 16-64 that is currently employed or unemployed, but actively looking for or available for employment.

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income levels also help drive their very low numbers of households receiving public assistance as well as other positive indicators on poverty and economic well-being.

Figure 53: Percent of Population 16 and Over in Labor Force for MSAs, 2019



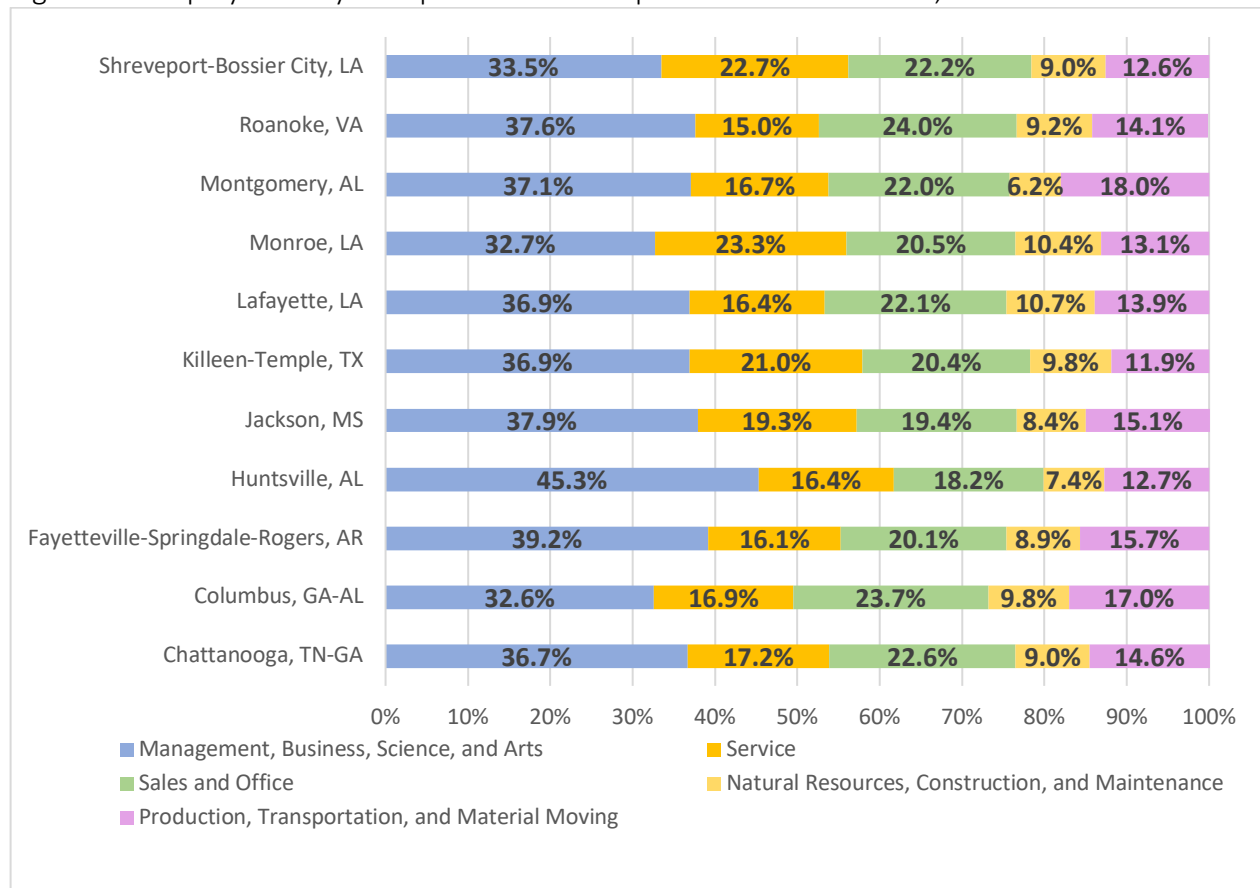
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 54 below shows the MSA's relative economic concentration in the service sector. The MSA has the 2nd highest share of employment in the Service occupations and the 4th highest in sales and office jobs. Our MSA had the 3rd lowest share of employment in Management, Business, Science, and the Arts, and the 2nd lowest in Production, Transportation, and Material Moving. We also fell from the 3rd highest share of employment in Natural Resources, Construction, and Maintenance to 6th overall which is not unusual given the cyclical nature of that sector.

Whereas there are service and sales/office occupations that are high-skilled/high-wage, the service occupations and sales and office jobs category contain a large share of the lowest-paying, lowest-skilled occupations in the economy. Overall, Figure 54 shows the tendency toward a low-wage economy in Louisiana reflected in our MSA as well as others around our state.

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Figure 54: Employment by Occupation for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

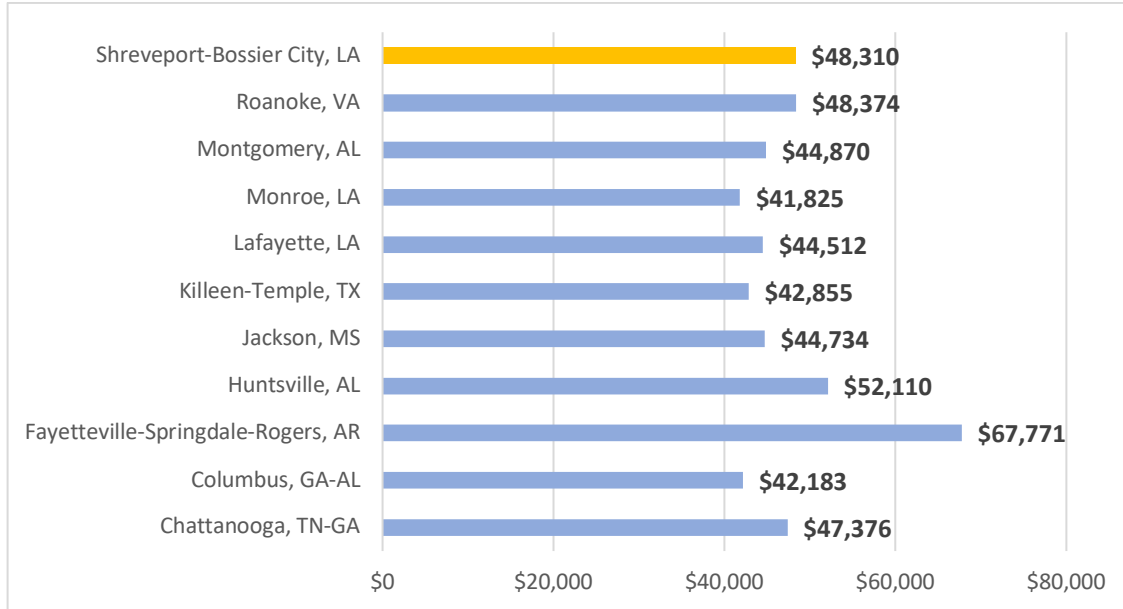
Personal income is the income received by, or on behalf of, all persons from all sources: participation as laborers in production, owning a home or business, ownership of financial assets, and government and business transfers. It includes income from domestic sources as well as the rest of world. It does not include realized or unrealized capital gains or losses. It is a measure of the overall returns from production in an economy as well as the return of earnings from that production to persons. However, it includes transfer payments, which are not returns from production. Therefore, interpreting these data requires incorporating information from other measures such as household income, wage rates, and GDP per capita.

Three years ago, the Shreveport-Bossier MSA ranked 3rd in per capita personal income and showed strong growth in the upper half of our peers. Two years ago, we dropped to 6th among the peer communities and the growth rate slowed relative to others. The ranking this year is back up to 4th with a per capital personal income of \$48,310, but growth was low from 2008-2018. Over the years, the typically strong per capita income figures for the MSA juxtaposed with the high poverty, low household income, and low median wage data indicated some significant inequality issues. That is likely still the case, and it is probably a driver of some of our workforce challenges. The longer-term trend of income inequality—a measure of fairness of the local

2021 Community Counts

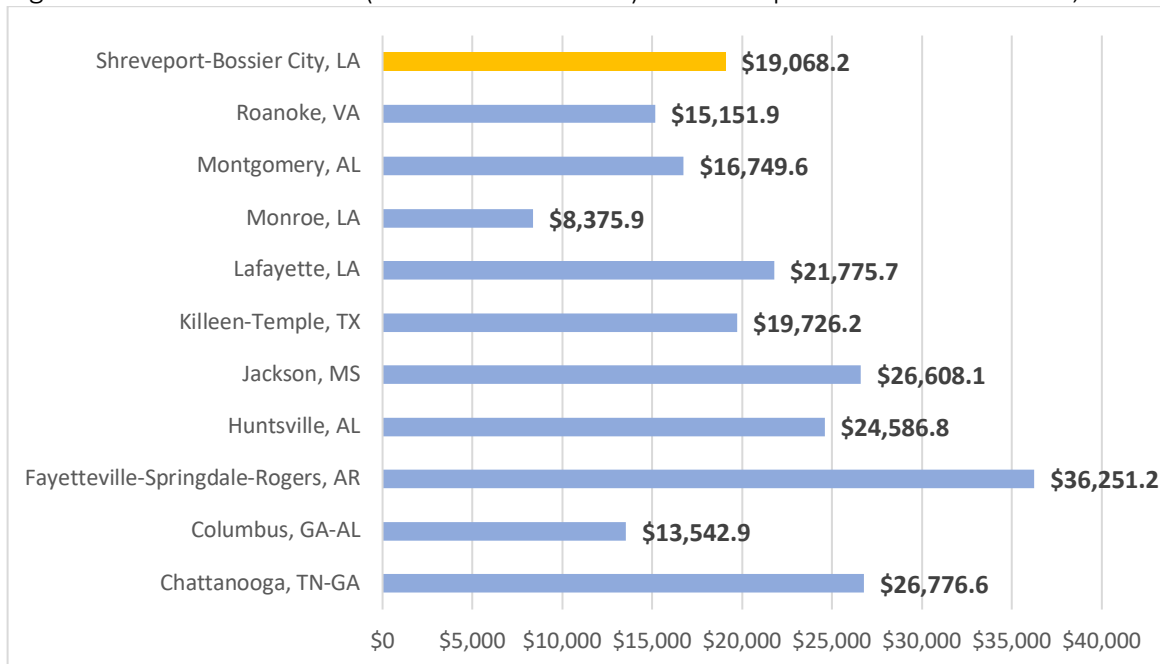
economy—is likely still a negative force in Shreveport-Bossier, and one that should get some attention from the community. This has been the case historically in Shreveport-Bossier, in Louisiana, and in some parts of the United States more than others.

Figure 55: Per Capita Personal Income for Metropolitan Statistical Areas, 2019



Source: *Personal Income and Employment by Major Component by Metropolitan Area* from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

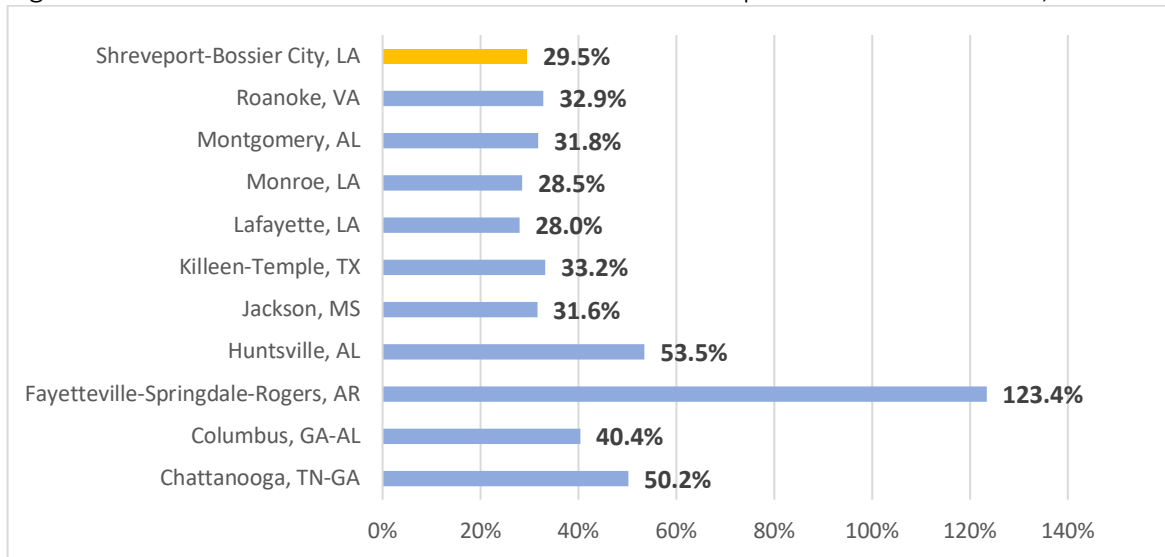
Figure 56: Personal Income (in millions of dollars) for Metropolitan Statistical Areas, 2019



Source: *Personal Income and Employment by Major Component by Metropolitan Area* from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

2021 Community Counts

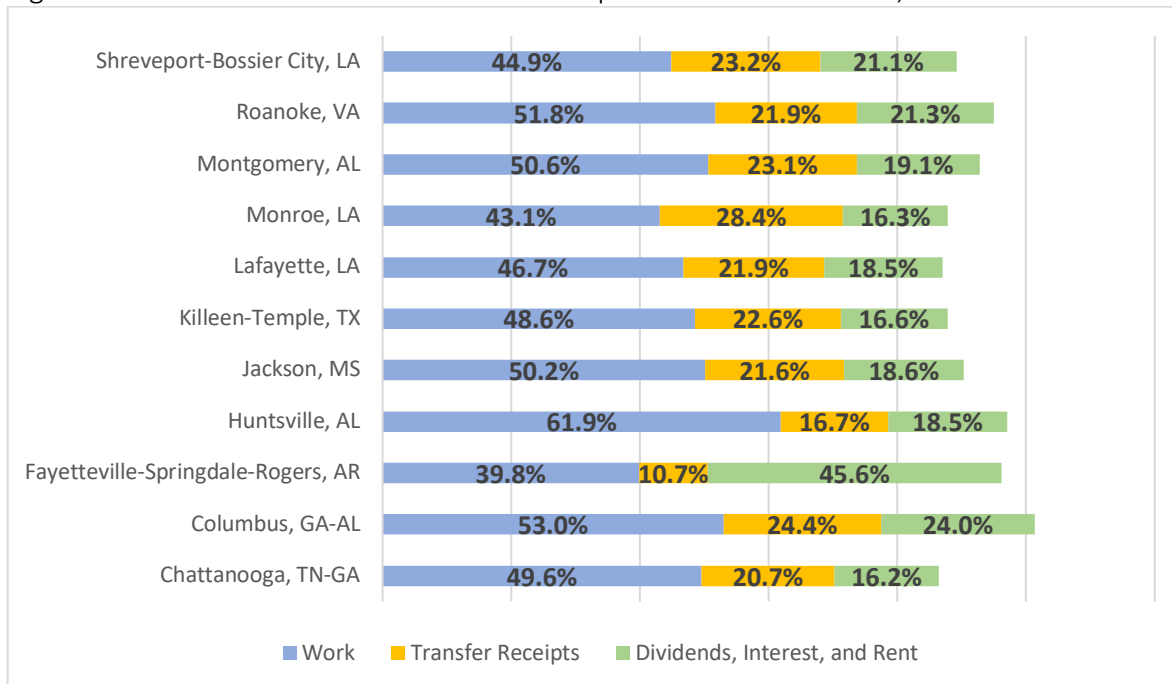
Figure 57: Percent Increase in Personal Income for Metropolitan Statistical Areas, 2009-2019



Source: Personal Income, Population, Per Capita Personal Income by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 58 illustrates that Shreveport-Bossier falls in the lower tier (3rd lowest) of the peer communities in terms of the share of personal income that comes from work (44.9%), whereas it is in the upper tier (3rd highest) in the share that comes from transfer payments (23.2%) and the share that comes from dividends, interest, and rent (20.2%). This is consistent with the inequality narrative mentioned above.

Figure 58: Personal Income Sources for Metropolitan Statistical Areas, 2019

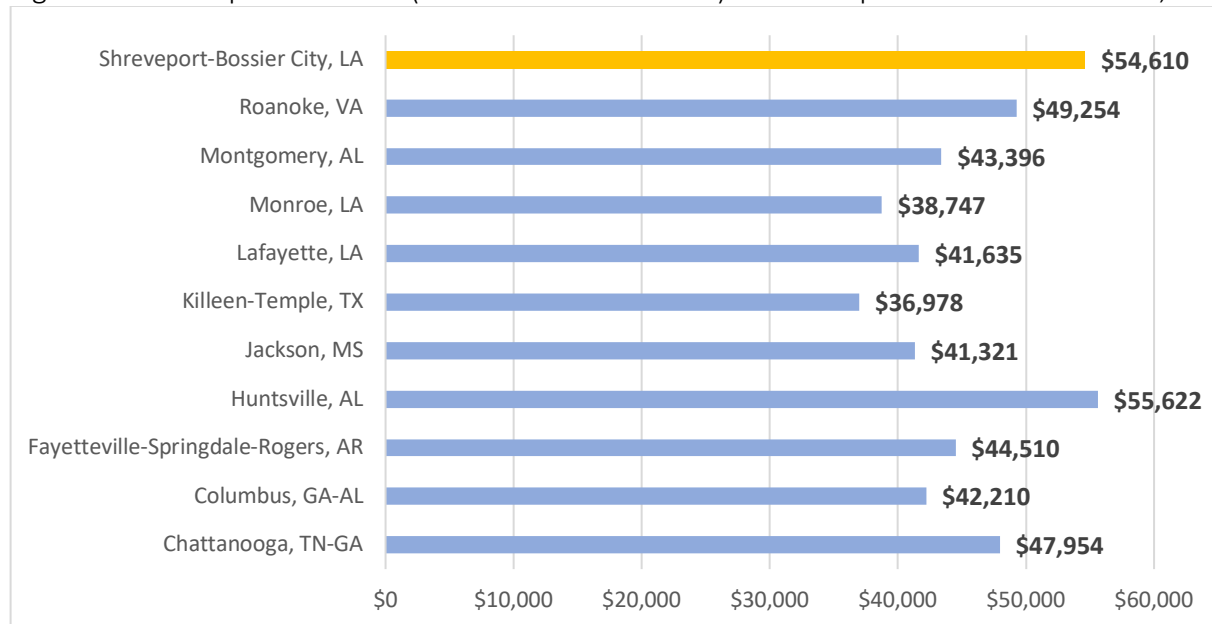


Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

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In the previous section, the Shreveport-Bossier MSA had a poor showing on household income and median wage (8th and 10th, respectively). However, though not reflected in household income and wages, the workforce ranks 2nd among our peers for the second year in a row in terms of productivity as measured by per capita GDP (Figure 59)—a figure that has been consistently high in our MSA over the years. Shreveport-Bossier had a per capita GDP of \$54,610 in 2019, which is much higher than many of its peers. Only Huntsville was higher at \$55,622. Along with the data on personal income above, this demonstrates a concerning disconnect between the productivity of the workforce and returns to its labor in terms of income and wages. This kind of disconnect can contribute to a number of negative economic and social outcomes, including lower labor force participation, higher dependence on public assistance, crime, low educational attainment, and depressed economic activity overall.

Figure 59: Per Capita Real GDP (in chained 2012 dollars) for Metropolitan Statistical Areas, 2019




Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1&acrdn=5>

Innovation is one of the main drivers of economic prosperity in the 21st century. An innovation ecosystem is a set of institutions and resources in a community or region—typically in greater abundance in large urban areas—that can help generate, nurture, and deploy new ideas with potential for economic and social benefits. These ideas take the form of new products, new processes, and technologies, and often are used in new or expanded ventures, creating growth and broadening economic opportunity. There is a growing innovation ecosystem in North Louisiana and key pieces of that system reside in the Shreveport-Bossier community. However, there is more work to be done to build these assets and leverage them for economic growth, as illustrated in Table 15 where the MSA is ranked 8th, up from 9th in 2019, on the Innovation Index. This index measures a variety of inputs, including human capital, population growth, hi-tech employment, early-stage investment, start-up ecosystem features, and other factors.

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Table 15: Innovation Index Score, No Year Given¹⁹

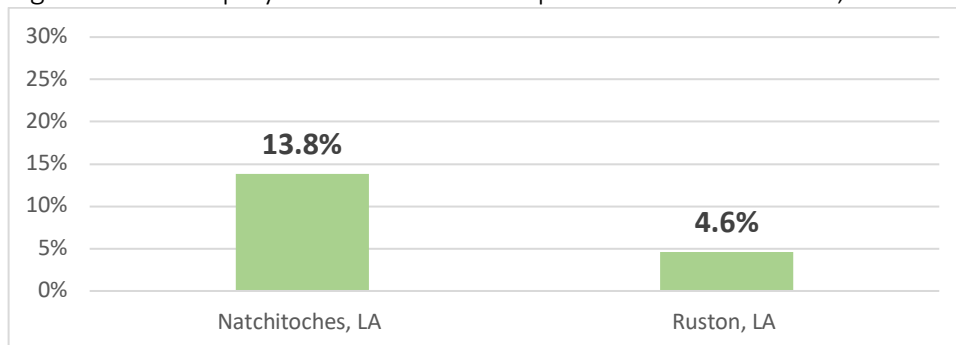
MSA	Innovation Index Score	Rank	Previous Rank (2019)
Fayetteville-Springdale-Rogers, AR	121.2	1	
Huntsville, AL	115.6	2	
Killeen-Temple, TX	108.6	3	
Lafayette, LA	106.4	4	
Chattanooga, TN-GA	105.0	5	
Roanoke, VA	103.1	6	
Jackson, MS	98.3	7	
Shreveport-Bossier City, LA	97.2	8	 9
Columbus, GA-AL	91.6	9	
Montgomery, AL	89.2	10	
Monroe, LA	80.2	11	

Source: Innovation Index at <http://www.statsamerica.org/ii2/overview.aspx>

Note: This data source does not provide a year for their data as the index is calculated from multiple years and sources. This index has not been updated since the 2019 Community Counts report.

The Natchitoches MicroSA performed most poorly on the unemployment rate at 13.8% and Ruston had unemployment and labor force participation rates comparable to the MSAs. Per capita personal income level and growth was similar in both MicroSAs. Ruston had a far higher share of employment in the Management, Business, Science, Arts occupations (35.3%) and Service occupations (22.7%), whereas Natchitoches was more concentrated in Production, Transportation, Material Moving as well as Natural Resources, Construction, Maintenance occupations. Due to the presence of Louisiana Tech University, Ruston also scored highest on the Innovation Index (95.4), comparable again to the MSAs, and particularly high for a small community in a rural region. Ruston had a very high share of income from dividends, interest, and rent (22.6%) which was more than all but one of the MSAs.

Figure 60: Unemployment Rate for Micropolitan Statistical Areas, 2019

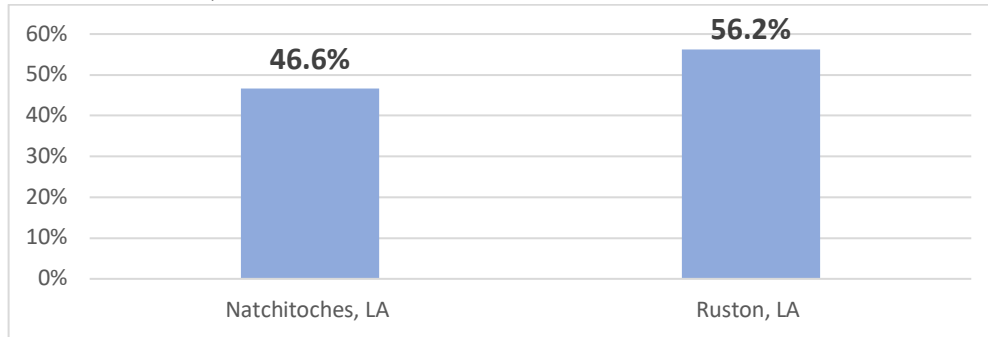


Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

¹⁹ The Index uses the latest year of available data at the time of index construction. However, the most recent data for individual index variables may differ from the year the index is constructed.

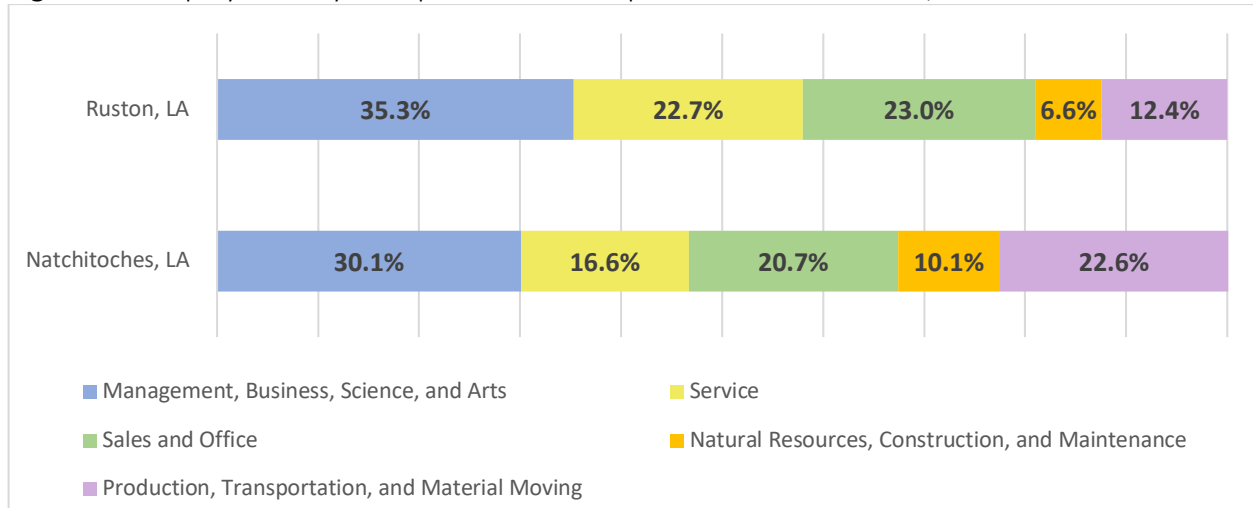
2021 Community Counts

Figure 61: Percent of Population 16 and Over in Labor Force for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 62: Employment by Occupation for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 63: Per Capita Personal Income for Micropolitan Statistical Areas, 2019



Source: Personal Income, Population, Per Capita Personal Income by county from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1>

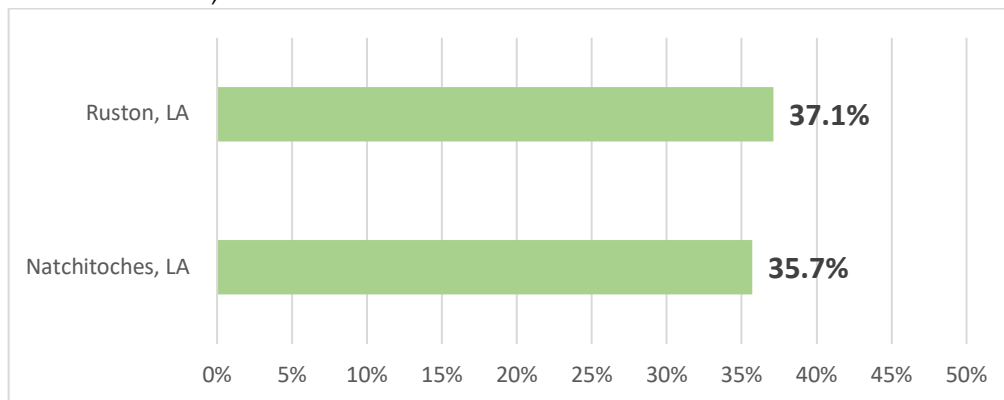
2021 Community Counts

Figure 64: Personal Income (in millions of dollars) for Micropolitan Statistical Areas, 2019



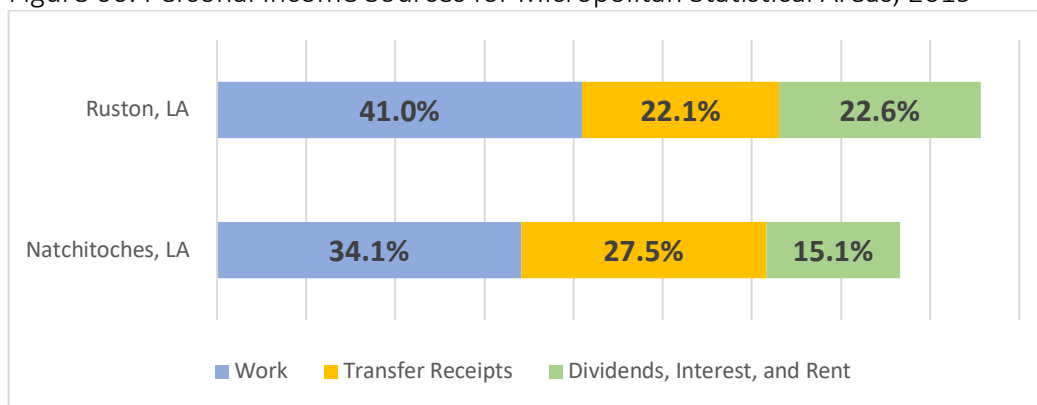
Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 65: Percent Increase in Personal Income for Micropolitan Statistical Areas, 2009-2019



Source: Personal Income, Population, Per Capita Personal Income by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 66: Personal Income Sources for Micropolitan Statistical Areas, 2019



Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

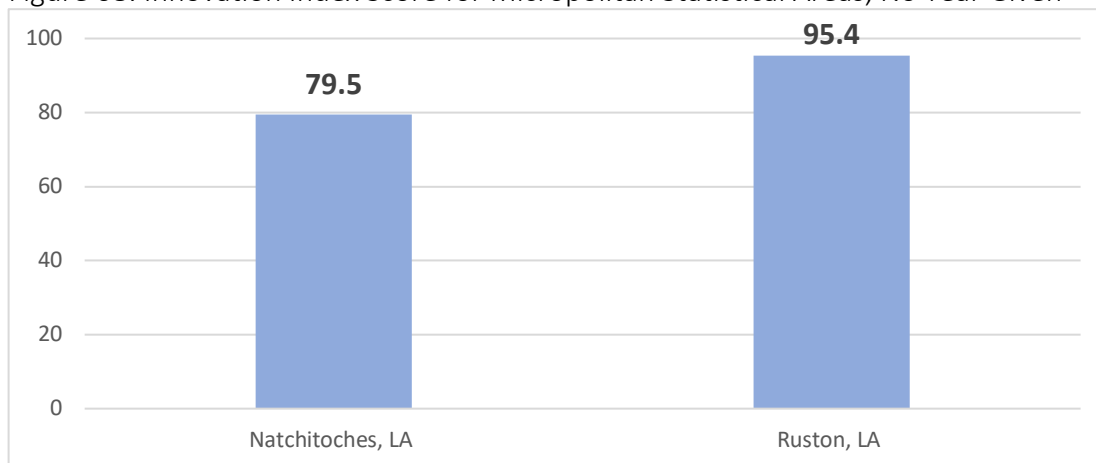
2021 Community Counts

Figure 67: Per Capita Real GDP (in chained 2012 dollars) for Micropolitan Statistical Areas, 2019



Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1&acrdn=5>

Figure 68: Innovation Index Score for Micropolitan Statistical Areas, No Year Given



Source: Innovation Index at <http://www.statsamerica.org/ii2/overview.aspx>

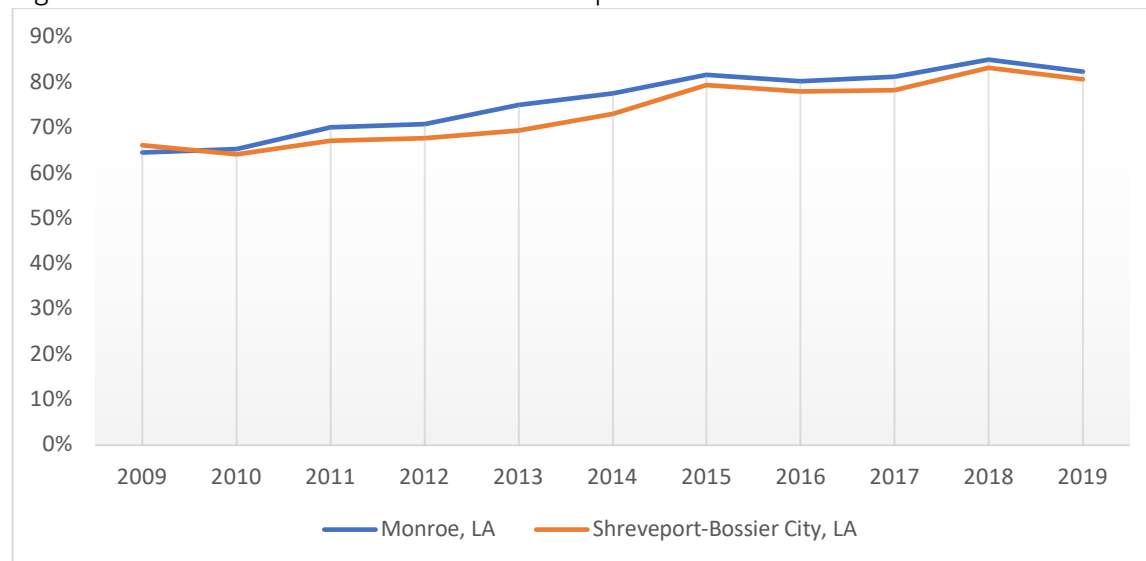
Note: This data source does not provide a year for their data as the index is calculated from multiple years and sources. This index has not been updated since the 2019 Community Counts report.

4.3 Moving the Needle on Human Capital

Looking at the trends in human capital factors, the Shreveport-Bossier MSA has improved the cohort graduation rate significantly since 2009 (Figure 69). The percentage of 3- and 4-year-olds in pre-K has also risen since 2015, despite a drop over the past year. Monroe experienced even larger growth in its cohort graduation rate since 2009 (surpassing Shreveport-Bossier) while its share of 3- and 4-year-olds enrolled in school dropped significantly since 2010 despite a large increase in 2018.

Figure 71 shows that the share of the population with a bachelor's degree or higher has ticked up some since 2009 in Shreveport-Bossier and, despite year-to-year changes in Monroe, was slightly higher there in 2009 than in 2019. The unemployment rates for Monroe and Shreveport-Bossier both rose and fell with the aftermath of the 2008 financial crisis and subsequent recession and long recovery. The declining labor force participation rate²⁰ (Figure 73) since 2009 in both MSAs is cause for concern.

Figure 69: Cohort Graduation Rate for Shreveport-Bossier and Monroe MSAs

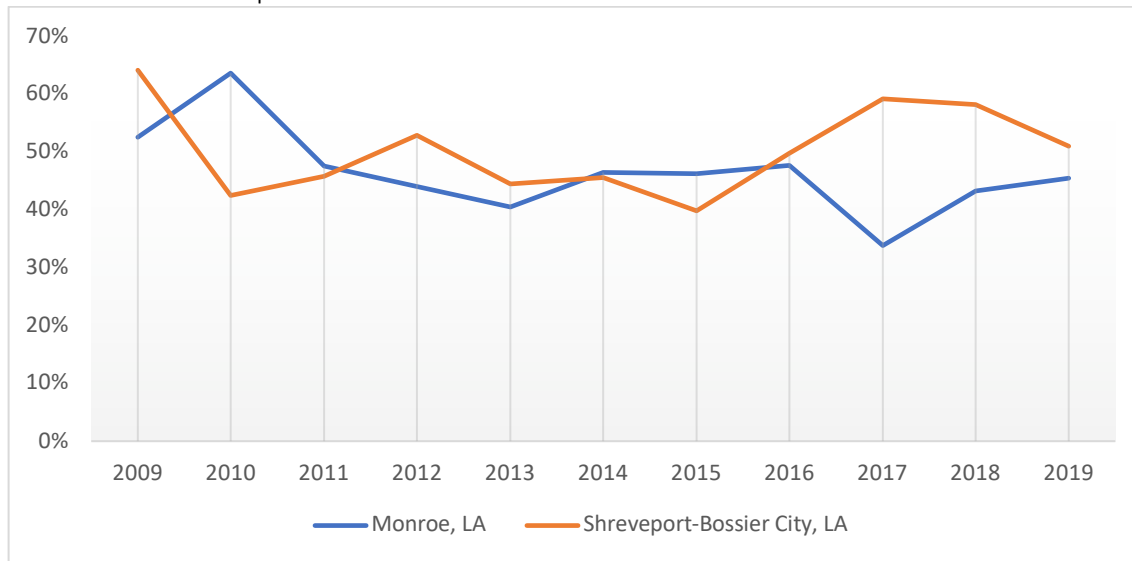


Source: Calculated by author using 2005-2019 State School System Cohort Graduation and Credential Rate Summary from the Louisiana Believes Data Center at <https://www.louisianabelieves.com/resources/library/high-school-performance>, 2010-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>, and 2009 American Community Survey 5-Year Estimates from U.S. Census API data at <https://www.census.gov/data/developers/data-sets/acs-5year.html>
Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

²⁰ The participation rate is a measure of the active portion of an economy's labor force. The participation rate refers to the number of people of working age who are either employed or are actively looking for work. The number of people who are no longer actively searching for work would not be included in the participation rate. During an economic recession, many workers often get discouraged and stop looking for employment. As a result, the participation rate decreases.

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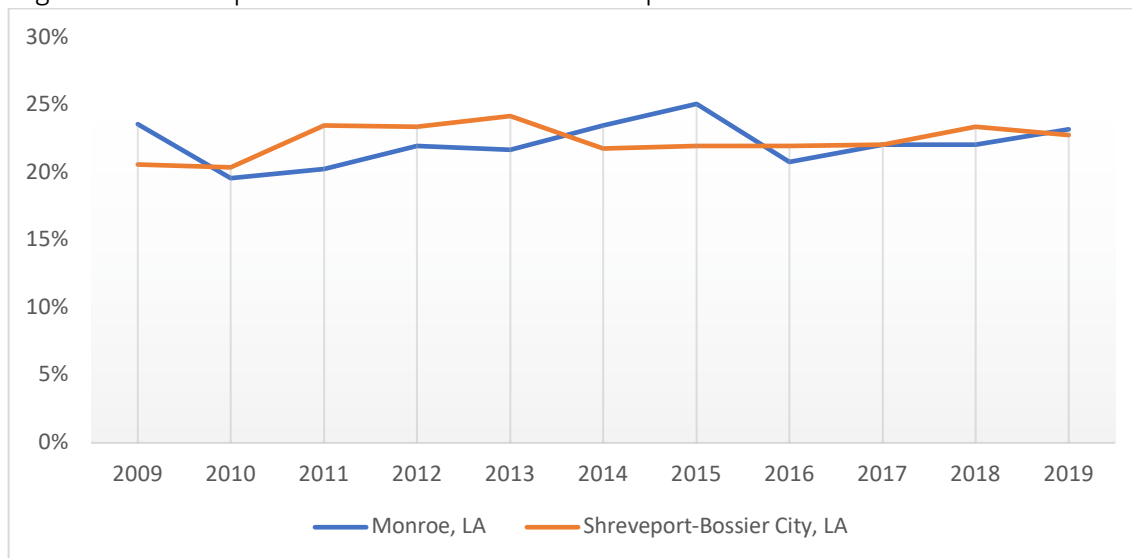
Figure 70: Percent of 3- and 4-Year-Olds Enrolled in School for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau 2009-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 71: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

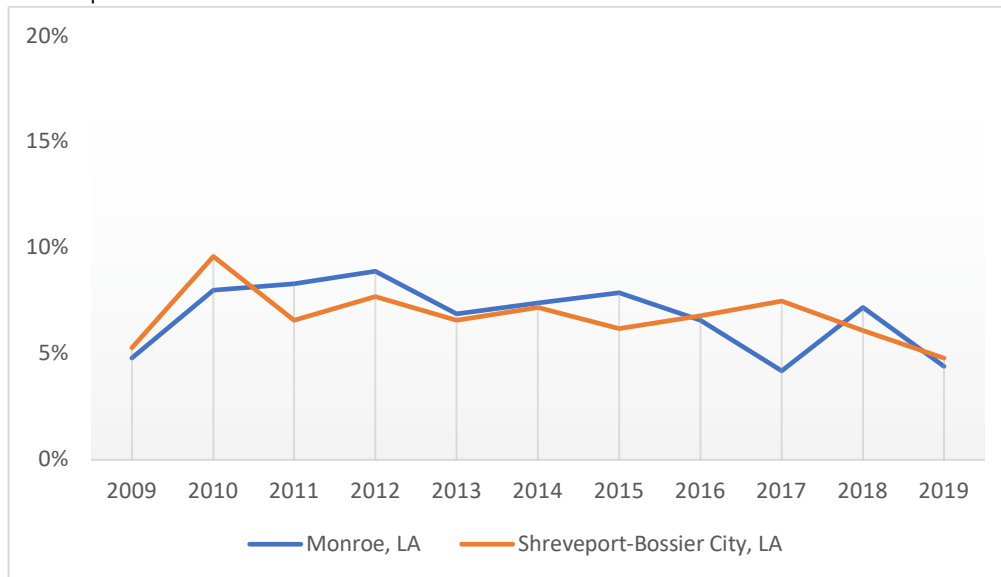


Source: U.S. Census Bureau 2009-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

2021 Community Counts

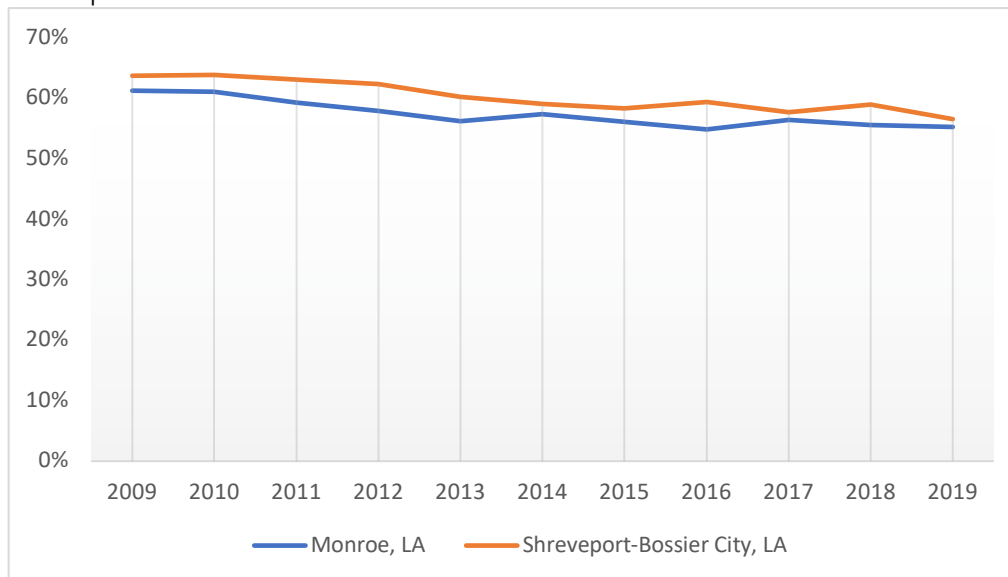
Figure 72: Unemployment Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau 2009-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 73: Workforce Participation Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau 2009-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

2021 Community Counts

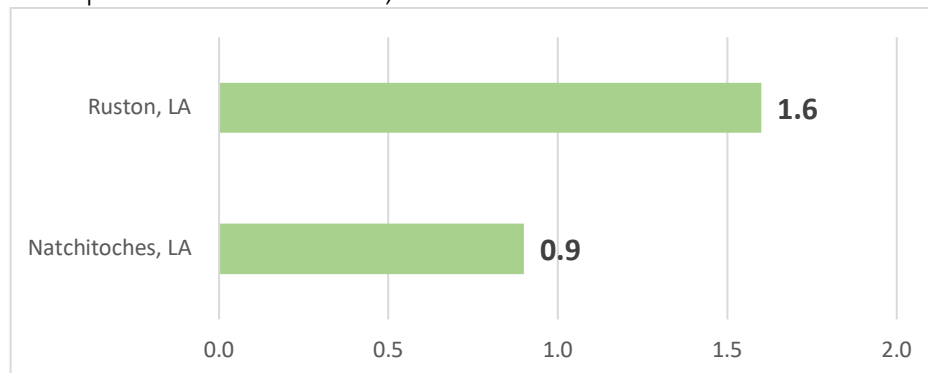
From 2009 to 2019, like much of the nation, the Shreveport-Bossier MSA saw very little per capita GDP growth (0.9%). Notably, across the peer group, only Fayetteville saw strong growth over this period. While year-to-year growth rates have fluctuated dramatically, the average across those years for all MSAs has mostly been moderate to low. Lafayette is an outlier with a negative growth rate of -1.0% over the last 10 years. One thing that is not clear from Table 16, but is seen in the underlying data, is that the growth rate from year to year fluctuated significantly for the Shreveport-Bossier MSA. The growth rate from 2009 to 2010 was 5.5%, while the local economy contracted by 5.2% from 2012 to 2013 in terms of per capita output. Over the 10 years, there were four years of economic contraction and six years of expansion.

Table 16: Per Capita Real GDP Compound Annual Growth Rate, 2009-2019

MSA	Growth Rate	Rank	2018 Rank
Fayetteville-Springdale-Rogers, AR	4.3	1	
Huntsville, AL	2.5	2	
Chattanooga, TN-GA	1.5	3	
Monroe, LA	1.1	4	
Montgomery, AL	0.9	5 (tie)	
Shreveport-Bossier City, LA	0.9	5 (tie)	➡ 5
Jackson, MS	0.7	7 (tie)	
Roanoke, VA	0.7	7 (tie)	
Columbus, GA-AL	0.6	9	
Killeen-Temple, TX	0.4	10	
Lafayette, LA	-1.0	11	

Source: Calculated by author using data from GDP by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1&acrdn=5> and U.S. Census Bureau 2009 and 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 74: Per Capita Real GDP Compound Annual Growth Rate for Micropolitan Statistical Areas, 2009-2019

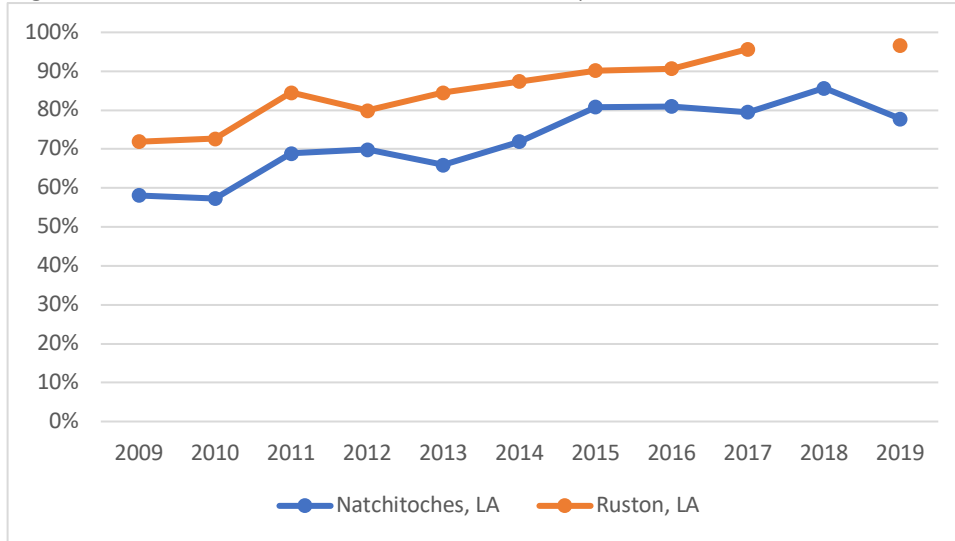


Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1&acrdn=5>

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The MicroSAs both improved their cohort graduation rates significantly from 2009 to 2019. Ruston had the highest cohort graduation rate by far at 97%. Ruston also led the way in 3- and 4-year-olds enrolled in school at 60% and this indicator has remained fairly steady since 2009. Ruston has seen strong growth and far exceeds Natchitoches in the share of population with a bachelor's degree. Ruston also has the highest labor force participation rate.

Figure 75: Cohort Graduation Rate for Micropolitan Statistical Areas

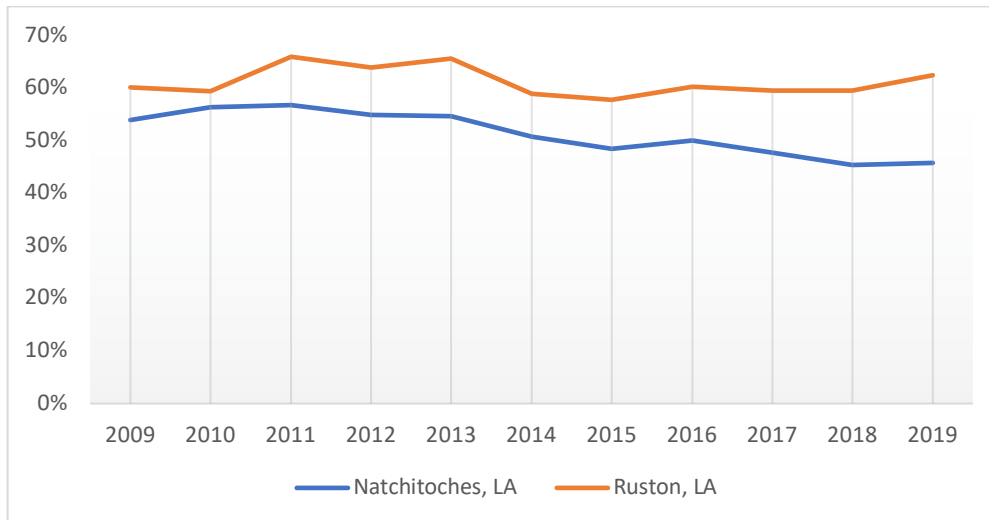


Source: Louisiana Believes Data Center at <https://www.louisianabelieves.com/resources/library/high-school-performance>

Note: The 2018 value for Ruston, LA is reported as ">95" by the Louisiana Department of Education and the exact value was not available.

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 76: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas

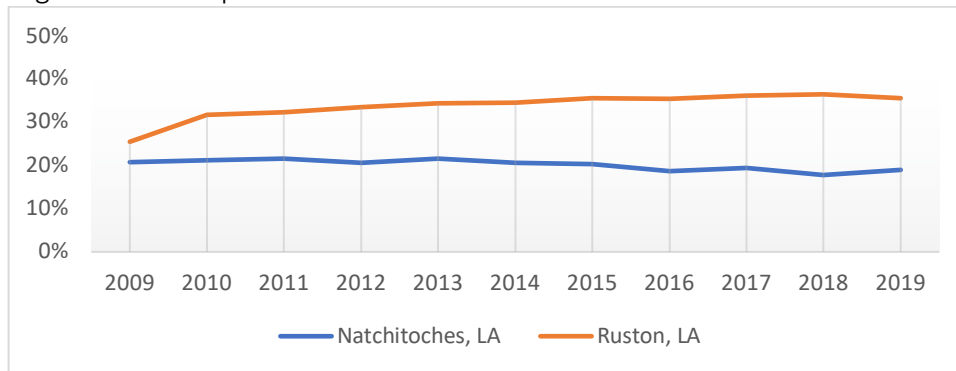


Source: U.S. Census Bureau 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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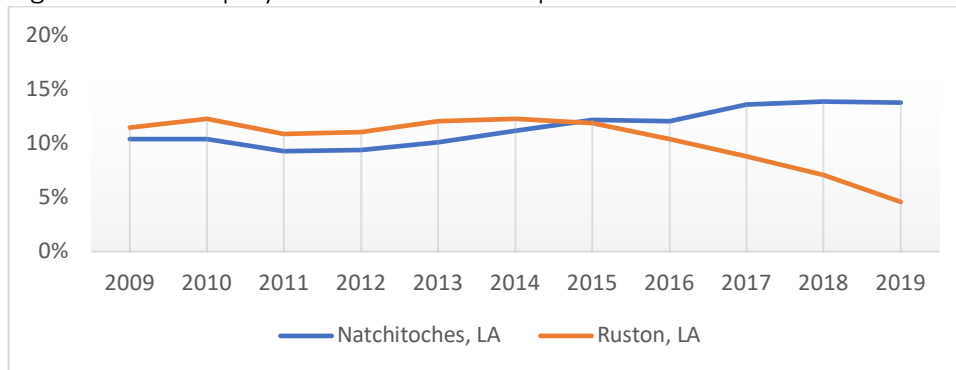
Figure 77: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

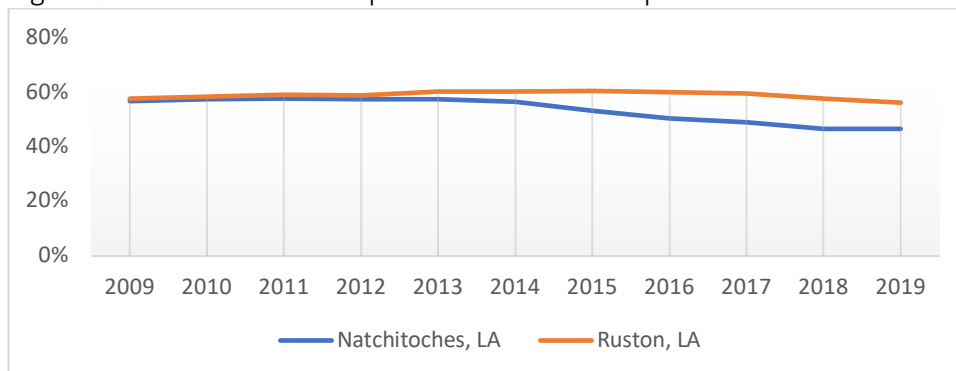
Figure 78: Unemployment Rate for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 79: Workforce Participation Rate for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>


Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

5. Health

5.1 Health Coverage

A lack of health insurance has significant deleterious effects on the health of individual patients, creates substantial financial pressure on health care institutions, dampens productivity, reduces earnings, and increases the overall cost of the health care system to everyone.²¹ There is a substantial public interest in maximizing the share of the population with adequate health insurance. Shreveport-Bossier MSA has performed very well on health insurance indicators for the last several years but this year's report reveals some significant regression. Our MSA's overall insured rate has been strong in recent years rising from 9th among our peers to 1st in last year's report. But in this report our MSA drops from 1st to 6th among our peers (Table 17) in the percentage of people uninsured (9.7%). Due to the implementation of the Affordable Care Act (ACA), the share of uninsured persons in every MSA showed a substantial reduction from 2010 to 2018. This is the most significant success of the ACA thus far and the improvements in Shreveport-Bossier had been exemplary. However, there is evidence that these gains are beginning to fade as the various elements of the ACA have been dismantled by congress since 2016. Few things are more expensive and more damaging to economic activity in a community than a large share of people without health insurance, and this growth in uninsured in the Shreveport-Bossier MSA is cause for concern.

Table 17: Percent Uninsured, 2019

MSA	Percent Uninsured	Rank	2018 Rank
Roanoke, VA	6.9%	1	
Lafayette, LA	7.7%	2	
Monroe, LA	8.1%	3	
Huntsville, AL	8.4%	4 (tie)	
Montgomery, AL	8.4%	4 (tie)	
Shreveport-Bossier City, LA	9.7%	6	 1
Columbus, GA-AL	9.9%	7	
Chattanooga, TN-GA	10.9%	8	
Fayetteville-Springdale-Rogers, AR	11.2%	9	
Jackson, MS	12.5%	10	
Killeen-Temple, TX	14.3%	11	

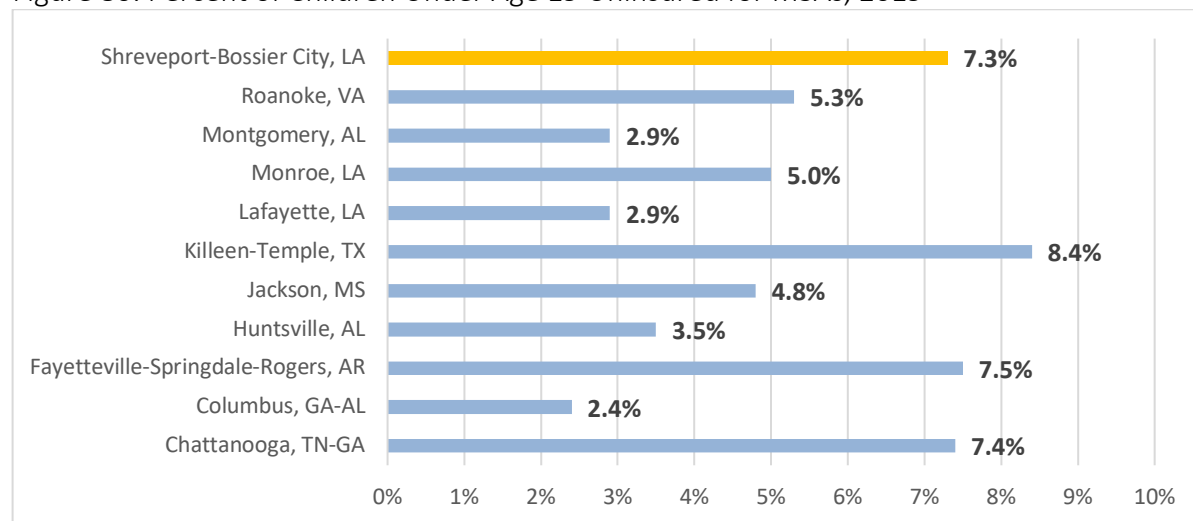
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cea>

²¹ Code Red: The Critical Condition of Health in Texas. Report of the Task Force Access to Health Care in Texas: Challenges of the Uninsured and Underinsured. April 2006. <http://www.coderedtexas.org>

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More alarming is that the regression in health coverage can also be seen among children and employed adults. Families of uninsured children face non-financial access barriers to care such as lack of continuity with a primary care provider and inadequate visit time. These barriers are compounded for uninsured children with special health care needs. Furthermore, pediatric primary care effectiveness is significantly reduced by insurance shortfalls. Lack of coverage inhibits appropriate care-seeking, diminishes provider availability, compromises care quality, and ultimately harms the entire family unit.²² Louisiana's past success in insuring children under 18 is largely a function of the LaCHIP program, which has been studied by national organizations and is considered a model for other states. However, with the implementation of the ACA since 2014, other states have been catching up to Louisiana in covering children. In our last report the Shreveport-Bossier MSA ranked 1st among its peers in the percentage of children under 18 uninsured (2.8%). But in 2019 our rate shot up to 7.3% and our ranking fell from 1st to 8th. The problem of uninsured adults—particularly employed and working adults—is also growing. In 2013, nearly one in four working adults had no health insurance, another major drag on our labor market overall. But this problem had been decreasing due to the implementation of the ACA since 2010. After complete implementation of the ACA, over the 4-year period from 2013 to 2018, the uninsured rate for working adults dropped dramatically from 22.5% to 11.9% and then to 8.4%. This was an extraordinary improvement in health coverage rates and extremely beneficial for the regional workforce. After years of improvement, to see this figure moving back in the wrong direction (13% in 2019) is very disturbing.

Figure 80: Percent of Children Under Age 19 Uninsured for MSAs, 2019



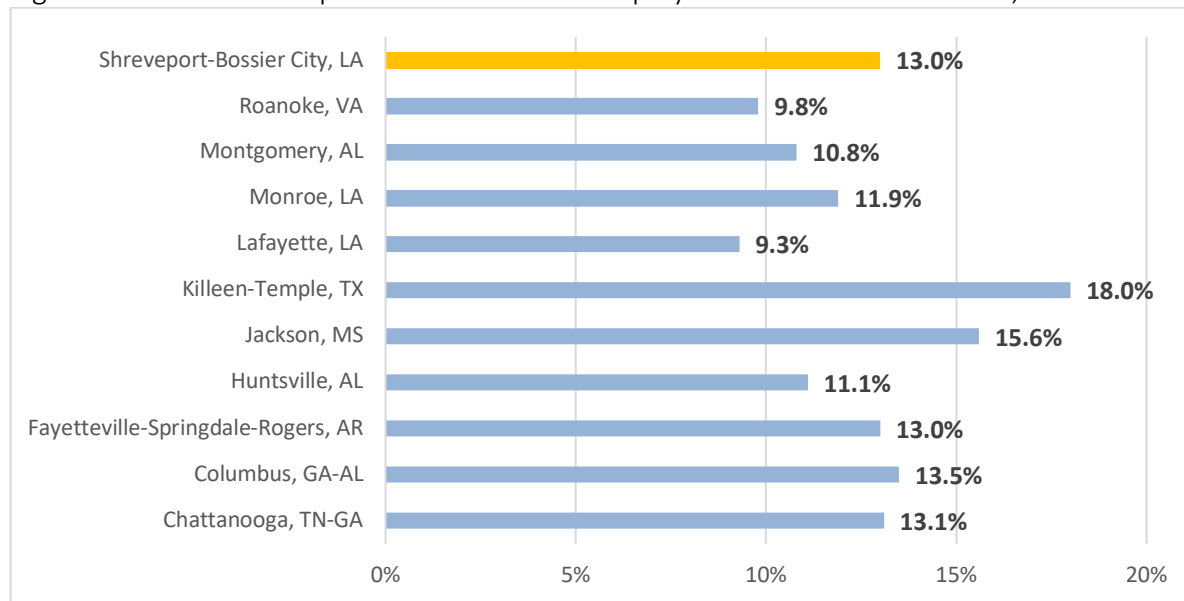
Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: In 2017, the American Community Survey updated age categories for insurance data to be more consistent with health insurance in the United States. Prior to that year, this indicator was "Percent of Children Under Age 18 Uninsured."

²² Being uninsured: impact on children's health care and health. *Curr Opin Pediatr*. 2005 Dec;17(6):753-8. Fry-Johnson YW1, Daniels EC, Levine R, Rust G.

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Figure 81: Percent of Population 19-64 Years Employed & Uninsured for MSAs, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: In 2017, the American Community Survey updated age categories for insurance data to be more consistent with health insurance in the United States. Prior to that year, this indicator was "Percent of Population 18 to 64 Years Employed & Uninsured."

The dismantling of the ACA should be cause for alarm for the region. Health coverage is very much influenced by events beyond the MSA level in Baton Rouge and Washington, DC. The ACA had succeeded not only in lowering the number of uninsured across the country, but most studies show it also slowed the growth in health care costs.²³ In Louisiana, the initial refusal to accept Medicaid expansion exacerbated the problem of uninsured adults, including employed and working adults. However, the expansion of Medicaid in the state, while presenting other challenges for the health care sector, has contributed substantially to reducing the number of uninsured. Further success in increasing insured rates has been found through community-based organizations making people aware of and connecting people with the right resources to get coverage.²⁴

The data for MicroSAs reveal generally higher uninsured rates, but the numbers are improving. Both Natchitoches and Ruston had rates over 17% three years ago. Those figures are below 12% now. While improving, those numbers are still moderately high and are having negative effects on the health of individual patients, putting financial pressure on health care institutions, reducing productivity and earnings, and increasing the overall cost of the health care system in these communities.

²³ ACA Impact on Per Capita Cost of Health Care. Fact Check.Org. February 2014.

<http://www.factcheck.org/2014/02/aca-impact-on-per-capita-cost-of-health-care/>

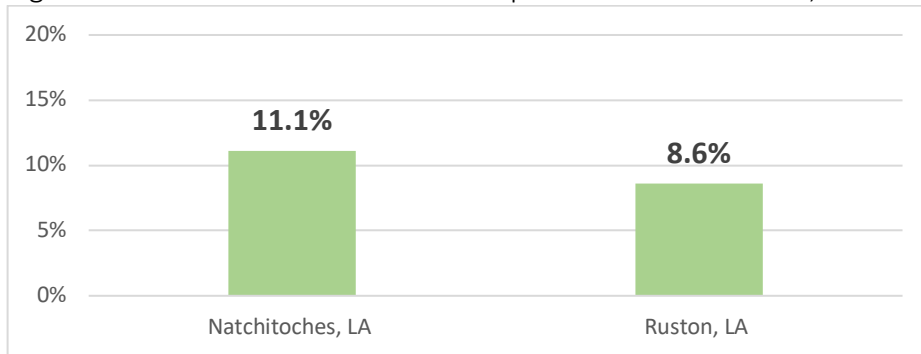
²⁴ Two States Use Targeted Enrollment Strategies to Increase Enrollment in Health Insurance - See more at:

<http://familiesusa.org/blog/2014/03/two-states-use-targeted-enrollment-strategies-increase-enrollment-health-insurance#sthash.JGa4Cksv.dpuf> and Rural Health Insurance Outreach and Enrollment – See more at:

<http://www.raconline.org/topics/health-insurance-outreach-and-enrollment>.

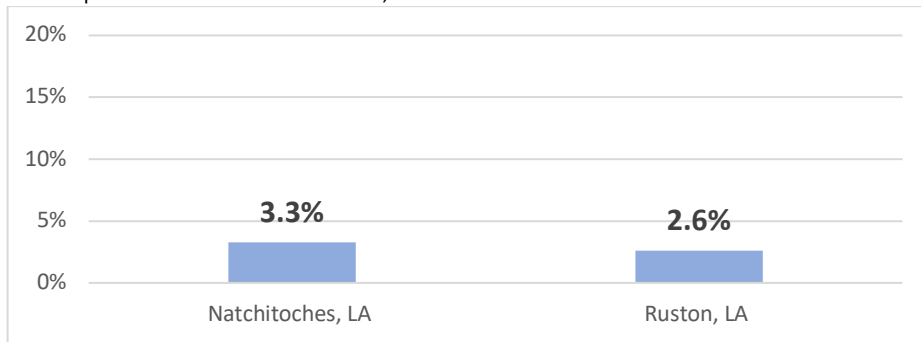
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Figure 82: Percent Uninsured for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

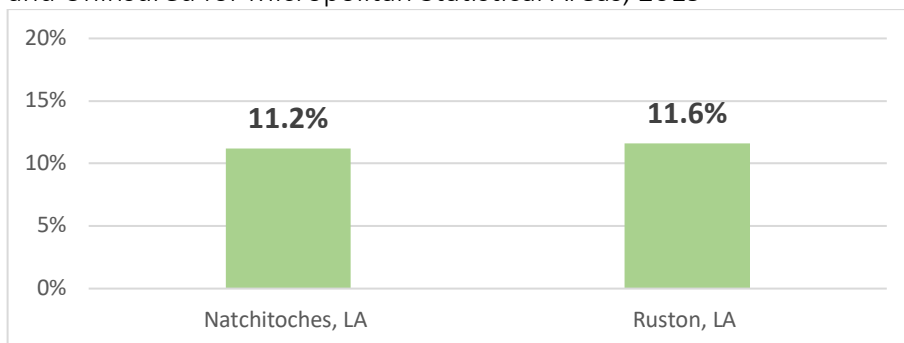
Figure 83: Percent of Children Under Age 19 Uninsured for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: In 2017, the American Community Survey updated age categories for insurance data to be more consistent with health insurance in the United States. Prior to that year, this indicator was "Percent of Children Under Age 18 Uninsured."

Figure 84: Percent of Population 19 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: In 2017, the American Community Survey updated age categories for insurance data to be more consistent with health insurance in the United States. Prior to that year, this indicator was "Percent of Population 19 to 64 Years Employed & Uninsured."

5.2 Health Environment

The Food Environment Index, reported for all MSAs in Table 18, ranges from 0 (worst) to 10 (best) and equally weights two indicators of the food environment: (1) Limited access to healthy foods, which estimates the percentage of the population who are low income and do not live close to a grocery store, and (2) food insecurity, which estimates the percentage of the population who did not have access to a reliable source of food during the past year. The measure of food insecurity takes both proximity to healthy foods and income into account. There are many facets to a healthy food environment. This measure considers both the community and consumer nutrition environments. It includes access in terms of distance from a grocery store or supermarket. There is strong evidence that residing in a food desert is correlated with a high prevalence of obesity and premature death. Supermarkets traditionally provide healthier options than convenience stores or smaller grocery stores. Limited access to healthy foods—including that caused by low income—is a proxy for the community nutrition environment and food desert measurements. Food insecurity measures attempt to capture the access issue by understanding the barrier of cost. Lacking constant access to food is related to negative health outcomes such as weight gain and premature mortality. In addition to addressing the reliability of food supply in the past year, the index also measures the ability of individuals and families to provide balanced meals. The consumption of fruits and vegetables is important, as is adequate access to a regular food supply.

Table 18 shows that the Shreveport-Bossier MSA is at the bottom in peer rankings with a score of 6.0, dropping four spots from last year. Roanoke had the best rating among the peer communities at 8.1. For some perspective, a score of 8.4 places a community in the 90th percentile among MSAs in the nation. The ratings for the MicroSAs are all lower (Figure 86).

Table 18: Food Environment Index, 2018

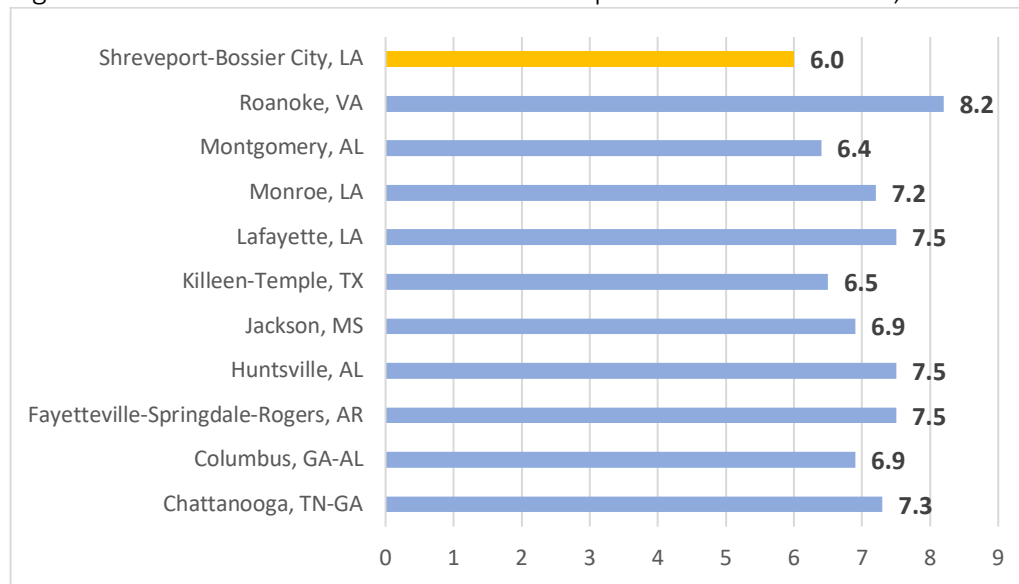
MSA	Food Environment Index	Rank	2017 Rank
Roanoke, VA	8.2	1	
Fayetteville-Springdale-Rogers, AR	7.5	2 (tie)	
Huntsville, AL	7.5	2 (tie)	
Lafayette, LA	7.5	2 (tie)	
Chattanooga, TN-GA	7.3	5	
Monroe, LA	7.2	6	
Columbus, GA-AL	6.9	7 (tie)	
Jackson, MS	6.9	7 (tie)	
Killeen-Temple, TX	6.5	9	
Montgomery, AL	6.4	10 (tie)	
Shreveport-Bossier City, LA	6.0	11	 7

Source: 2021 County Health Rankings at <http://www.countyhealthrankings.org>

Note: Data reported in the County Health Rankings may be from previous years

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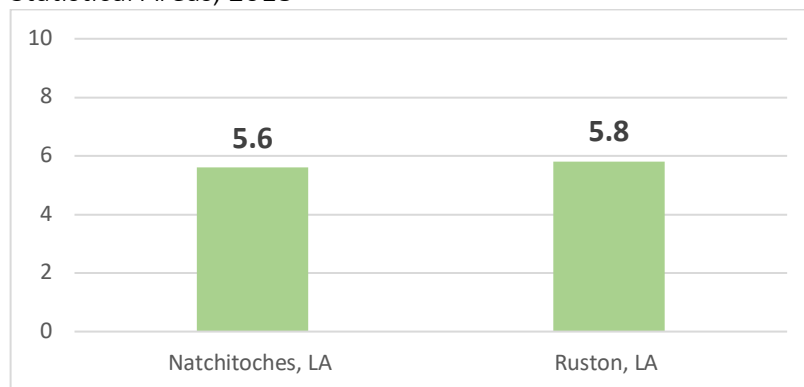
Figure 85: Food Environment Index for Metropolitan Statistical Areas, 2018



Source: 2021 County Health Rankings at <http://www.countyhealthrankings.org>

Note: Data reported in the County Health Rankings may be from previous years

Figure 86: Food Environment Index for Micropolitan Statistical Areas, 2018



Source: 2021 County Health Rankings at <http://www.countyhealthrankings.org>

Note: Data reported in the County Health Rankings may be from previous years


Strategies that improve access to wholesome, fresh food and limit highly processed convenience foods in the places that citizens live, work, learn, and play are central to improving individuals' food choices and reducing chronic disease. There are many different strategies that can contribute to healthy food environments. These include: 1) providing incentives for supermarkets or farmers' markets to establish their businesses in underserved areas; 2) having nutrition information on restaurant and fast food menus; and 3) applying nutrition standards in childcare facilities, schools, hospitals, and worksites.²⁵

²⁵ Centers for Disease Control and Prevention: Healthy Food Environments.
<http://www.cdc.gov/obesity/strategies/healthy-food-env.html>

5.3 Health Outcomes

One would expect a community with high rates of poverty and economic distress, lower than average education levels, and high rates of households on public assistance to have lower overall health outcomes. These expectations are mitigated somewhat in our region by a strong regional healthcare system and very high levels of health insurance coverage. Consequently, we end up with moderate to low health outcomes across the board. Relative to its peer communities, the Shreveport-Bossier MSA has the 8th highest mortality rate (Table 19), the 7th highest chlamydia rate (Figure 87), the highest rate of low-weight births (Figure 88), and the 2nd highest teen birth rate (Figure 89). Our absolute mortality rate had improved from 1077 to 964 in last year's report, but those gains disappeared in this report, moving us closer to the bottom of our peers.

Table 19: Mortality Rate (per 100,000 population), 2019

MSA	Mortality Rate	Rank	2018 Rank
Killeen-Temple, TX	711.9	1	
Fayetteville-Springdale-Rogers, AR	726.5	2	
Huntsville, AL	893.6	3	
Lafayette, LA	900.8	4	
Montgomery, AL	970.5	5	
Jackson, MS	972.3	6	
Columbus, GA-AL	1022.3	7	
Shreveport-Bossier City, LA	1063.8	8	 7
Chattanooga, TN-GA	1068.4	9	
Monroe, LA	1145.0	10	
Roanoke, VA	1151.2	11	

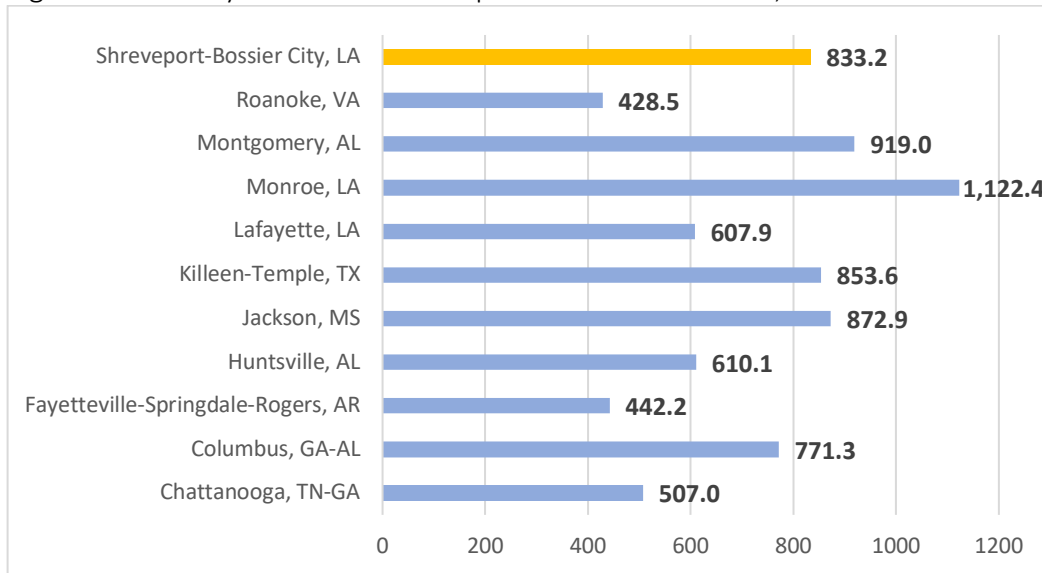
Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov>

Figure 87 below shows the chlamydia rate for the Shreveport-Bossier MSA is 833.2 (infections per 100,000 population), an improvement from last year but a significant regression from the previous year's figure of 606.7. For perspective, a rate of 138 is in the 90th percentile (best) in the country. The MSA's rate is almost twice that of the lowest rate for a peer community—428.5 in Roanoke. Chlamydia is the most common bacterial sexually transmitted infection (STI) in North America and is one of the major causes of tubal infertility, ectopic pregnancy, pelvic inflammatory disease, and chronic pelvic pain.²⁶ STIs are associated with a significantly increased risk of morbidity and mortality, including increased risk of cervical cancer, involuntary infertility, premature death, and they have a high economic burden on society. An important caveat in chlamydia rate reporting is that increases in reported infections may reflect true increases in disease, but may also reflect expanded screening, use of increasingly sensitive diagnostic tests, increased emphasis on case reporting, and improvement in the information systems.

²⁶ Genuis SJ, Genuis SK. Managing the sexually transmitted disease pandemic: A time for reevaluation. Am J Obstet Gynecol. 2004;191:1103-1112.

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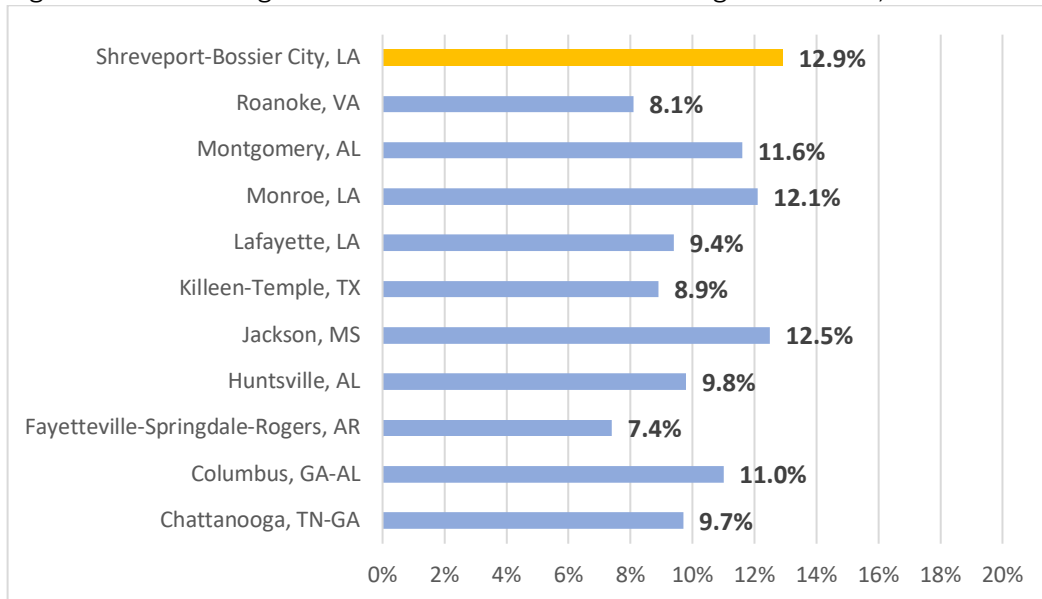
Figure 87: Chlamydia Rate for Metropolitan Statistical Areas, 2018



Source: Calculated by author with data from the 2021 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2018 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Data reported in the County Health Rankings may be from previous years

Figure 88: Percentage of Live Births with Low Birth Weight for MSAs, 2013-2019



Source: Calculated by author with data from the 2021 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Data reported in the County Health Rankings may be from previous years

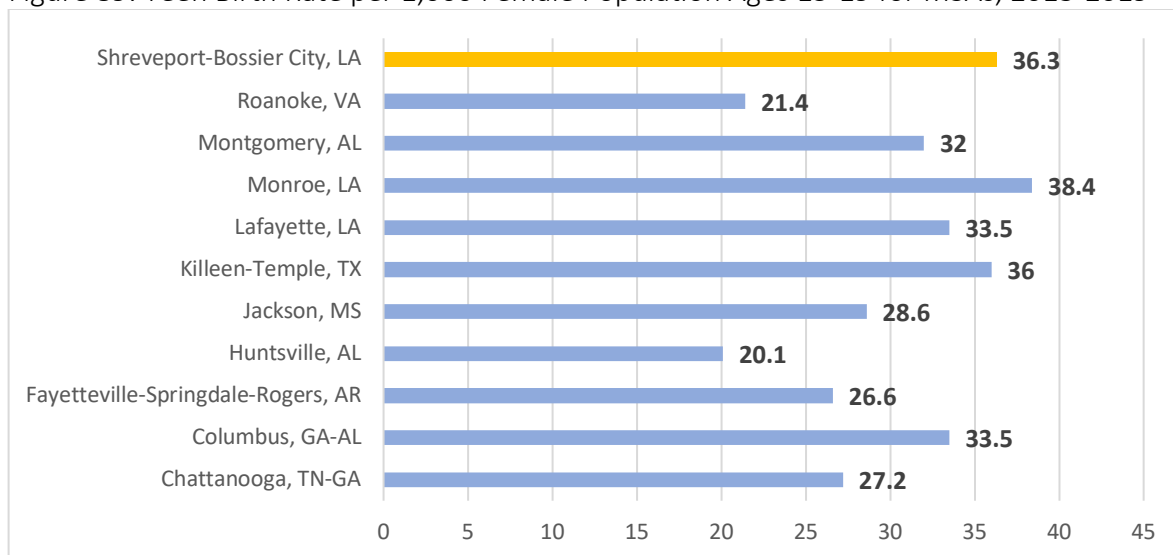
Low birthweight (LBW) is the percentage of live births in which the infant weighed less than 5 pounds, 8 ounces. LBW impacts an infant's current and future morbidity, as well as premature mortality risk. From the perspective of maternal health outcomes, LBW indicates maternal

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exposure to health risks in all categories of health factors including the mother's health behaviors, access to health care, the social and economic environment she inhabits, and environmental risks to which she is exposed. In terms of the infant's health outcomes, LBW serves as a predictor of both premature mortality and morbidity over the life span and potential cognitive development problems.²⁷ Shreveport-Bossier has the highest percentage (13.3%; the same percentage from 2015) of LBW among the peer communities. The overall rate in Louisiana is 10.9%, one of the highest in the nation. The national average is 8% and 6% is among the best for communities in the US.

Teen Births are the number of births per 1,000 females ages 15 to 19. Evidence suggests teen pregnancy significantly increases the risk of repeat pregnancy and of contracting a sexually transmitted infection (STI), both of which can result in adverse health outcomes for mothers, children, families, and communities. Teen pregnancy is a marker for current and future sexual risk behavior and adverse outcomes.²⁸ Pregnant teens are more likely than older women to receive late or no prenatal care, have gestational hypertension and anemia, and achieve poor maternal weight gain. Teens are also more likely than older women to have a pre-term delivery and a low birthweight baby, increasing the risk of developmental delay, illness, and mortality. The Shreveport-Bossier MSA has the highest teen birth rate (36.3 per 1,000 births) among the peer communities, although our overall rate declined from last year's report (43.6). The average for Louisiana is 50. For comparison, a rate of 20 is among the best for communities for the U.S.

Figure 89: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MSAs, 2013-2019



Source: Calculated by author with data from the 2021 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Data reported in the County Health Rankings may be from previous years

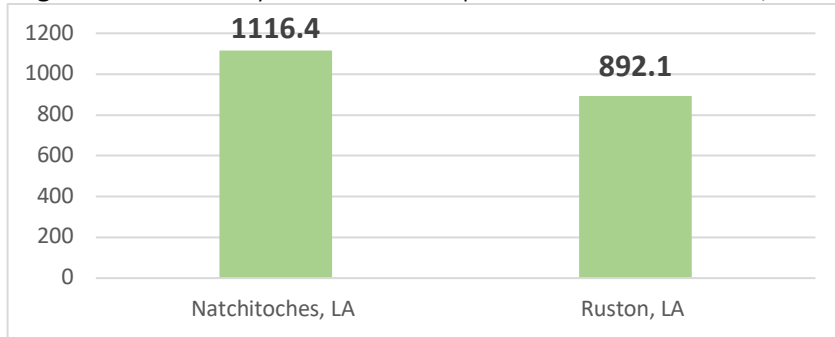
²⁷ Paneth NS. The problem of low birth weight. *Future Child*. 1995;5:19-34.

²⁸ Meade CS, Ickovics JR. Systematic review of sexual risk among pregnant and mothering teens in the USA: Pregnancy as an opportunity for integrated prevention of STD and repeat pregnancy. *Soc Sci Med*. 2005;60:661-678.

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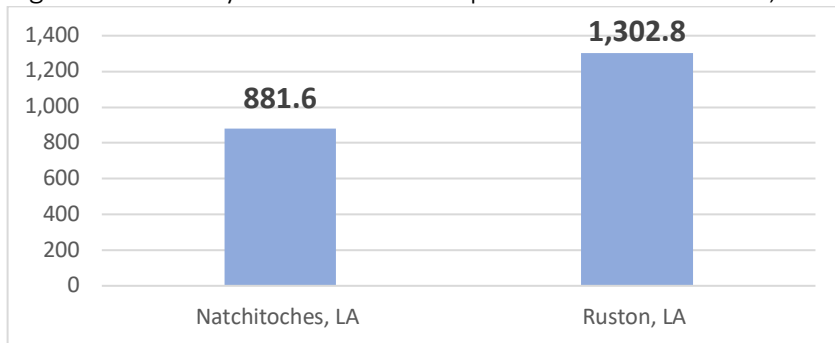
Among our two MicroSAs, Ruston produces the best health outcomes in terms of mortality (Figure 90), but the Chlamydia rate has increased dramatically from last year's report (1,059 to 1,302). Ruston shows a slightly lower rate of low-birth weight births and much lower teen pregnancy rate. The mortality rate in Ruston (892 per 100,000) is better than most of the MSAs.

Figure 90: Mortality Rate for Micropolitan Statistical Areas, 2019



Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov>

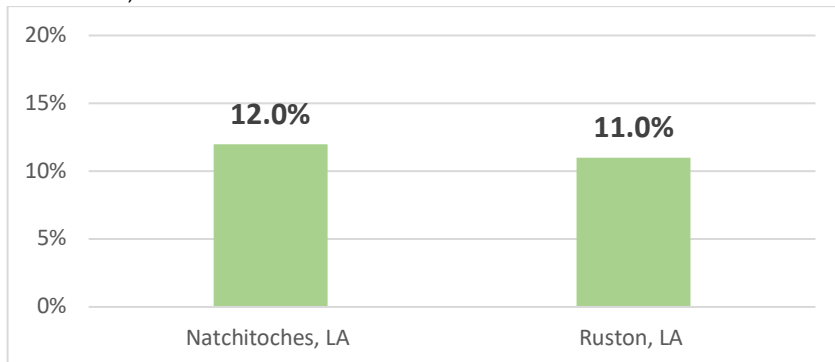
Figure 91: Chlamydia Rate for Micropolitan Statistical Areas, 2018



Source: 2021 County Health Rankings at <http://www.countyhealthrankings.org>

Note: Data reported in the County Health Rankings may be from previous years

Figure 92: Percentage of Live Births with Low Birth Weight for MicroSAs, 2013-2019

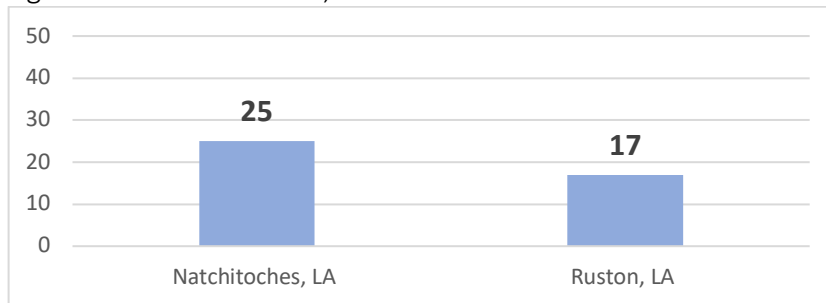


Source: 2021 County Health Rankings at <http://www.countyhealthrankings.org>

Note: Data reported in the County Health Rankings may be from previous years

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Figure 93: Teen Birth Rate per 1,000 Female Population
Ages 15-19 for MicroSAs, 2013-2019



Source: 2021 County Health Rankings at <http://www.countyhealthrankings.org>

Note: Data reported in the County Health Rankings may be from previous years

County Health Rankings provides data at the parish level, demonstrating how the parishes in the Shreveport-Bossier MSA, the Monroe MSA, and the MicroSAs are performing on various other health measures including health outcomes, health factors, quality of life, health behaviors, and clinical care. As Table 20 below illustrates, relative to other parishes, only Bossier performs well across the board on community health measures among the parishes considered in this report. Bossier ranks from 2nd to 13th among 64 Louisiana parishes for overall health outcomes, health factors, morbidity, health behaviors, and clinical care. Caddo is in the lower half (50th and 49th) of parishes on health outcomes and quality of life but ranks 2nd in for clinical care. The strong clinical care presence in Shreveport-Bossier is not translating to positive health outcomes or quality of life measures. The Monroe MSA parishes rank average or poor in all categories except for clinical care in Ouachita (12th). Natchitoches and Morehouse parish also rank low or very low in most categories while Lincoln's rankings were well above average in all categories. Note that Louisiana as a state ranks very low on almost all of these indicators relative to other states.

Table 20: Community Health Rankings among all 64 Louisiana Parishes, 2021

MSA Parish	Health Outcomes	Health Factors	Quality of Life	Health Behaviors	Clinical Care
SHREVEPORT-BOSSIER					
<i>Bossier</i>	6	6	12	2	13
<i>Caddo</i>	49	19	50	28	2
<i>DeSoto</i>	24	42	38	40	48
MONROE					
<i>Morehouse</i>	62	61	60	57	51
<i>Ouachita</i>	37	28	37	32	12
<i>Union</i>	23	38	29	36	42
NATCHITOCHES					
<i>Natchitoches</i>	48	25	49	21	22
RUSTON					
<i>Lincoln</i>	17	17	21	11	23

Source: 2021 County Health Rankings National Data at <https://www.countyhealthrankings.org/app/louisiana/2021/overview>

Note: Data reported in the County Health Rankings may be from previous years

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In addition to insurance and access to health care to enable regular check-ups and prudent medical attention, healthy habits such as exercise, healthy eating, and quitting smoking are all highly correlated with better health.²⁹ All these factors are considered in the health behaviors category in Table 20. The poor ratings in this category for all parishes except for Bossier and Union are a key driver of the poor health outcomes overall. These habits help control weight, improve mood, combat disease, boost energy, and improve longevity.³⁰ For a community, these practices mean a more productive workforce, less strain on health care and social service resources, and a generally happier populace. Certainly, improving all of these measures would generate significant benefits for the community, but a priority could be placed on the health habits category since it is one of the most easily addressed impact areas for improving health outcomes. The American Hospital Association has a list of community-based initiatives targeted at improving community health and many are focused on improving healthy eating and exercise habits and reducing unhealthy habits like smoking (<http://www.hpoe.org/Reports-HPOE/2017/AHA-community-health-initiatives.pdf>).

²⁹ Changing Your Habits: Steps to Better Health. National Institutes of Health. the National Institute of Diabetes and Digestive and Kidney Diseases <http://www.niddk.nih.gov/health-information/health-topics/diet/changing-habits/Pages/changing-your-habits.aspx>

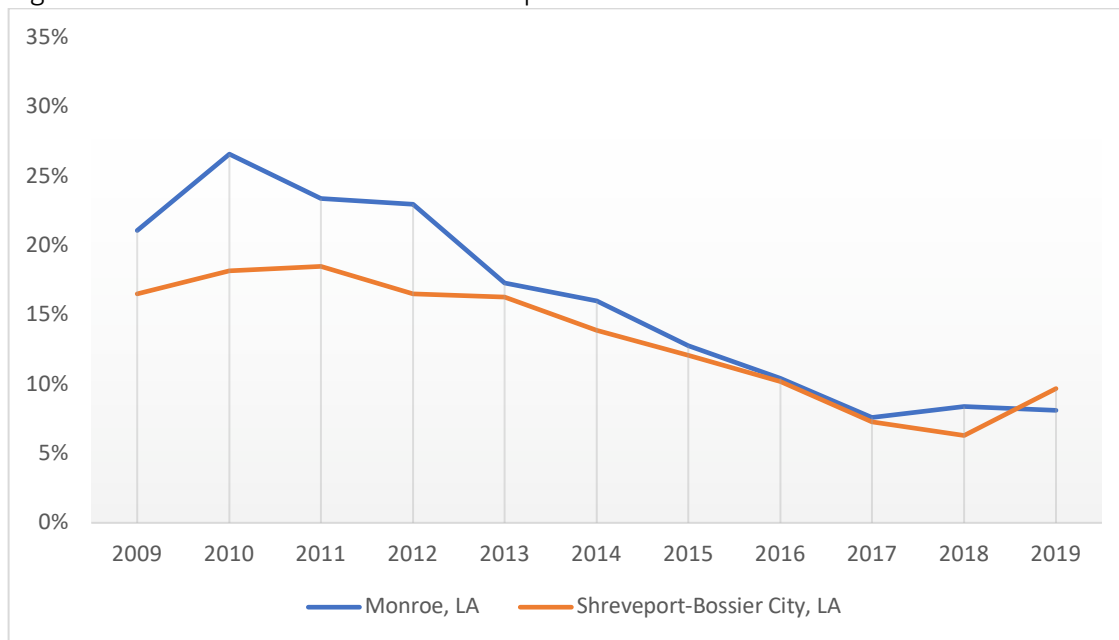
³⁰ 5 Benefits of Healthy Habits. Healthline Editorial Team. See more at <http://www.healthline.com/health/5-benefits-healthy-habits>

5.4 Moving the Needle on Health

In recent years, the most significant positive movement in the health indicators has been the reduction in the share of uninsured persons overall, including employed and uninsured. Figure 94 shows the dramatic drop in uninsured persons overall, and Figure 95 shows the same for employed and uninsured people. Most of this improvement took place from 2013 to 2017 during the implementation of the Affordable Care Act. The recent regression in these indicators and the figures on uninsured children should get immediate attention from local leaders.

The most significant area for concern is high share of low-birth-weight babies, teen births, and STIs in Shreveport-Bossier. These measures are impacted by other indicators such as health behaviors, health care access, health care quality, and even poverty and environmental quality. Beginning to bring these numbers down over time by attacking the underlying factors, especially providing support to young women and mothers, should be a high priority. While these issues are difficult to tackle, they are far too costly to be ignored. The direct costs and loss of economic productivity resulting from these poor health indicators are more than any community can afford. The Shreveport-Bossier MSA has the capacity in the health care sector and the nonprofit sector within the region to begin addressing the problems. It will take a concerted community effort over an extended time period to begin to make progress.

Figure 94: Percent Uninsured for Shreveport-Bossier and Monroe MSAs

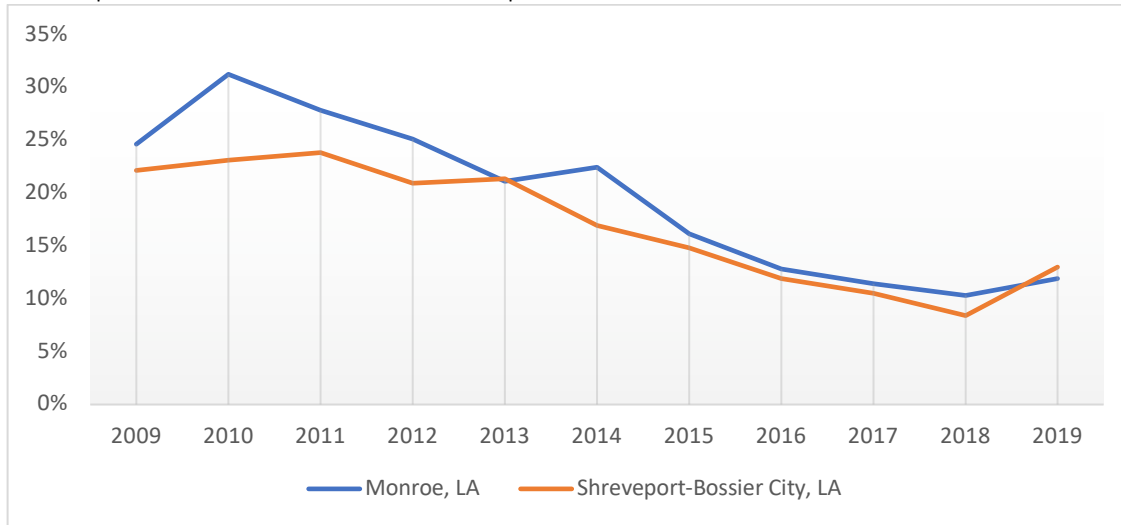


Source: U.S. Census Bureau 2009-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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Figure 95: Percent of Population 19 to 64 Years Employed and Uninsured for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

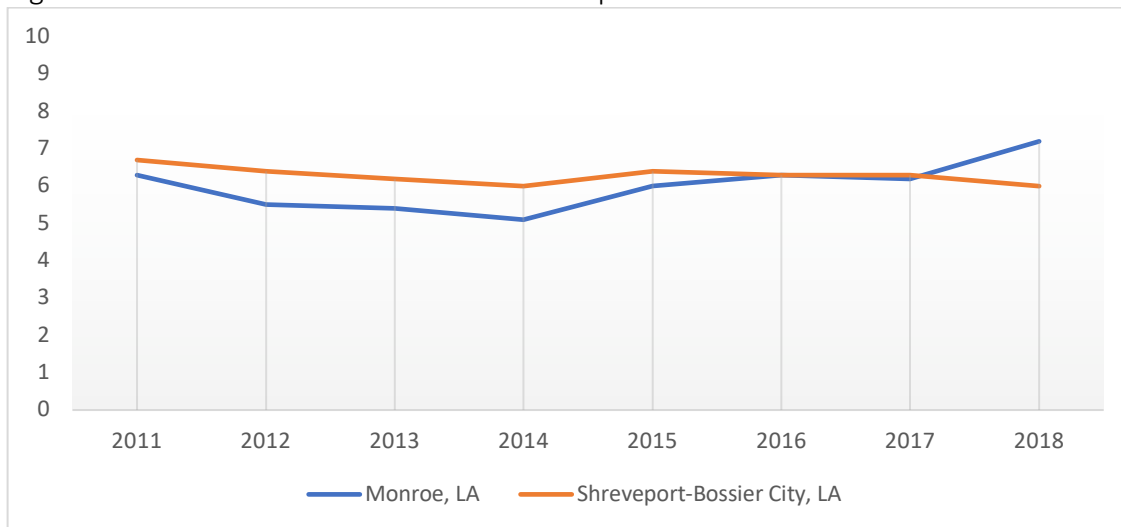


Source: U.S. Census Bureau 2009-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: In 2017, the American Community Survey updated age categories for insurance data to be more consistent with health insurance in the United States. Prior to that year, this indicator was "Percent of Population 18 to 64 Years Employed and Uninsured."

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 96: Food Environment Index for Shreveport-Bossier and Monroe MSAs



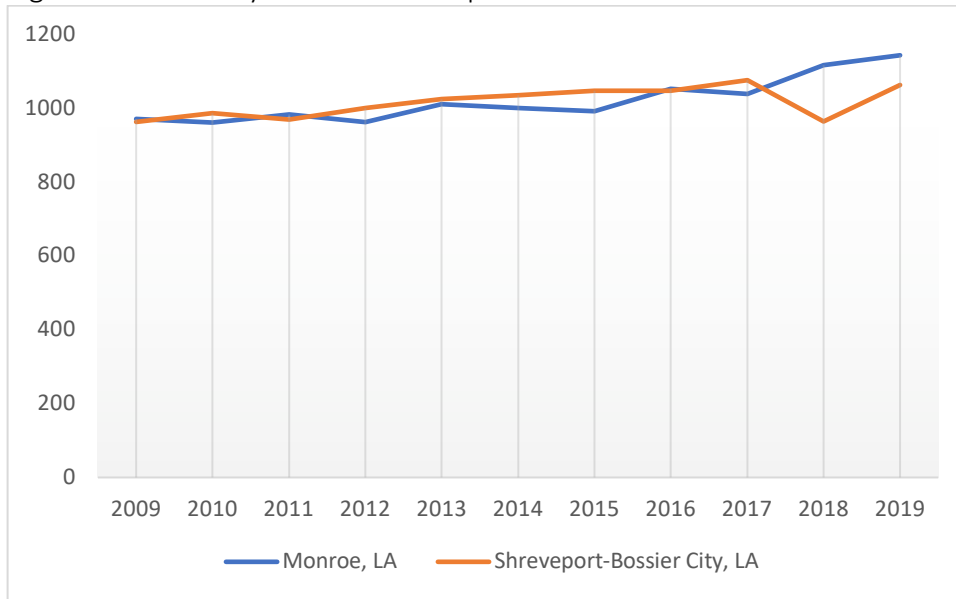
Source: 2014-2021 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>

Note: Data reported in the County Health Rankings may be from previous years; 2011 data are the earliest available for this indicator

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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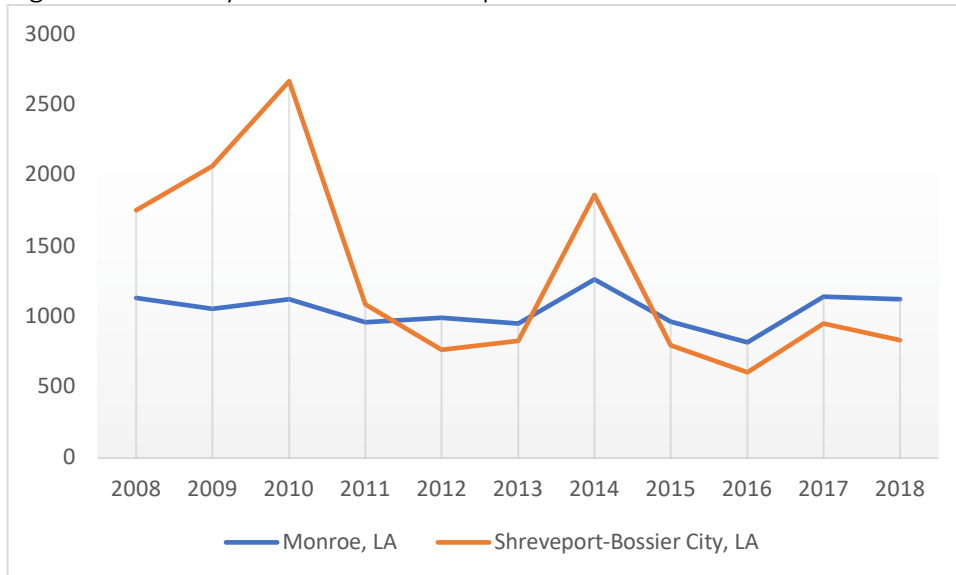
Figure 97: Mortality Rate for Shreveport-Bossier and Monroe MSAs



Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov> and U.S. Census Bureau 2009-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 98: Chlamydia Rate for Shreveport-Bossier and Monroe MSAs



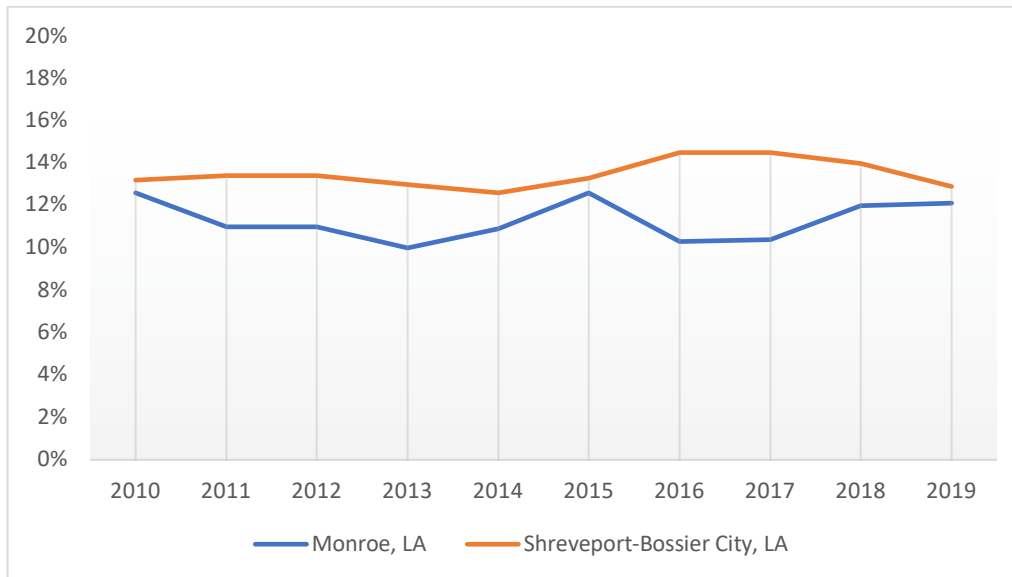
Source: Calculated by author using data from the 2012-2021 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2008-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Data reported in the County Health Rankings may be from previous years

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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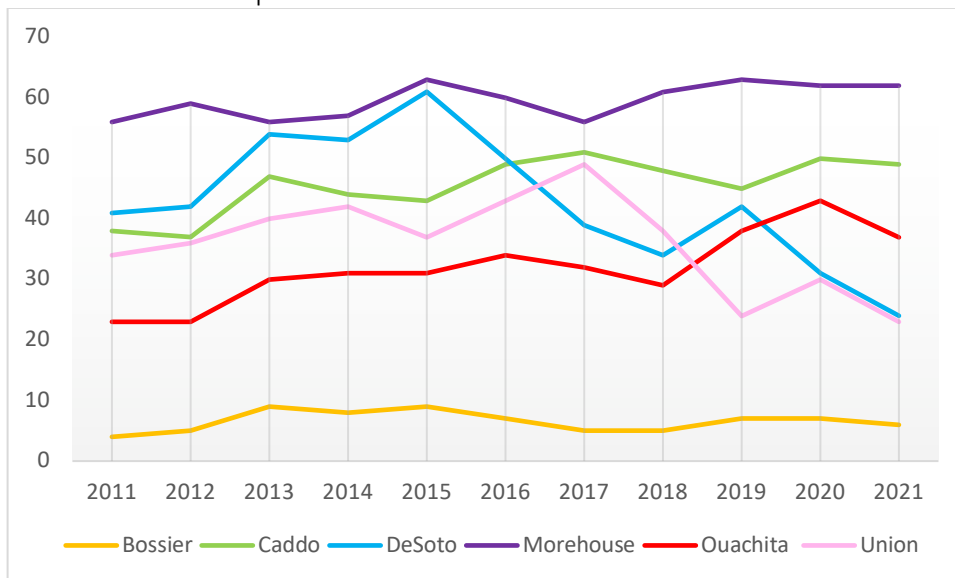
Figure 99: Percentage of Live Births w/Low Birth Weight in Shreveport-Bossier & Monroe MSAs



Source: Calculated by author using data from the 2013-2021 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2010-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: Data reported in the County Health Rankings may be from previous years; 2009 data are not available for this indicator

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

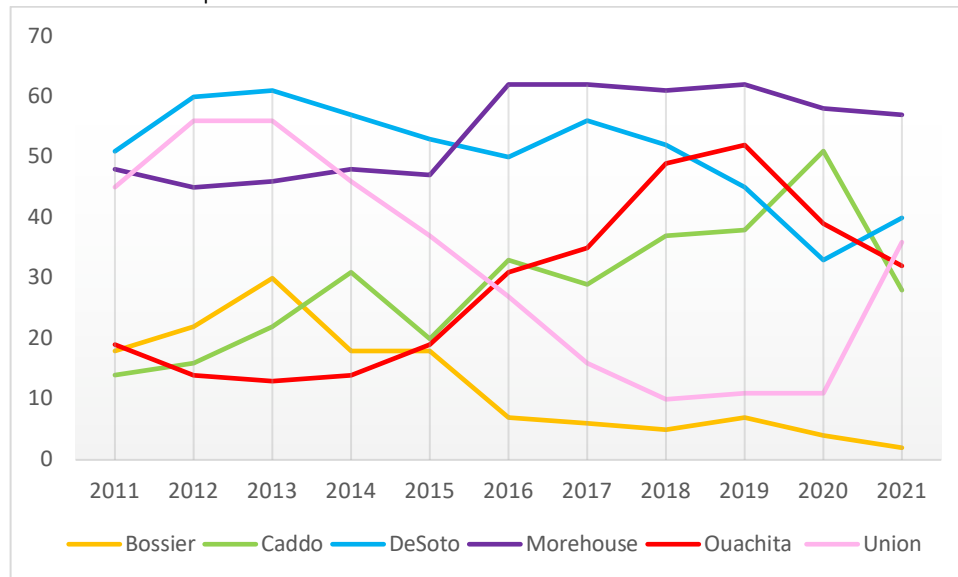
Figure 100: Ranking of Health Outcomes by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: 2011-2021 County Health Rankings National Data at <http://www.countyhealthrankings.org/rankings/data>

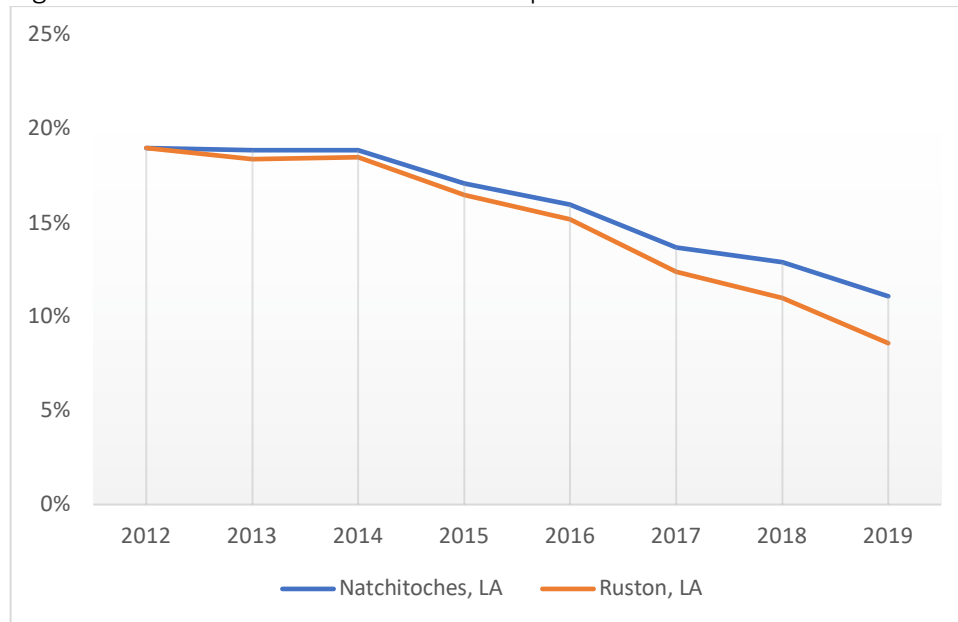
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Figure 101: Ranking of Health Behaviors by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: 2011-2021 County Health Rankings National Data at <http://www.countyhealthrankings.org/rankings/data>

Figure 102: Percent Uninsured for Micropolitan Statistical Areas



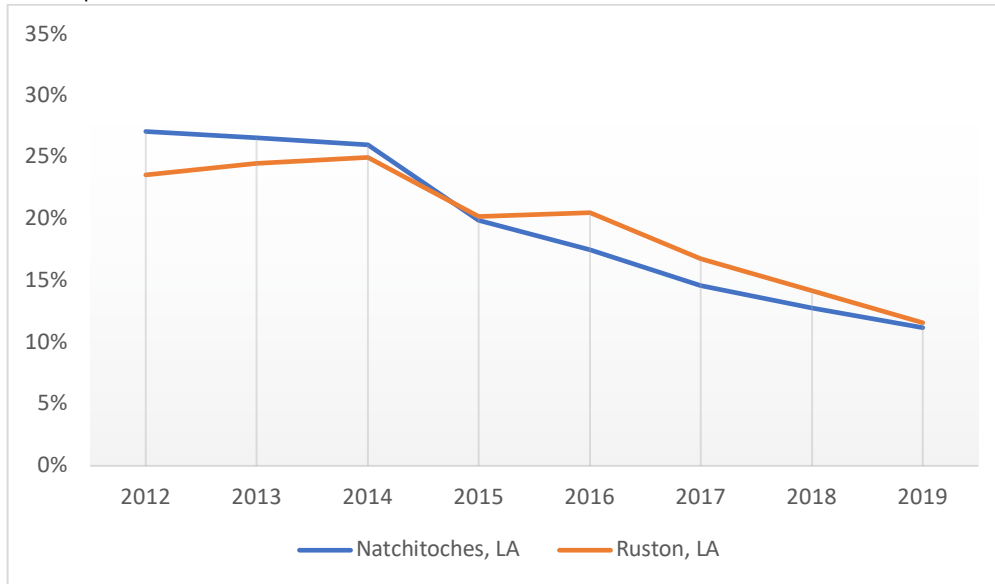
Source: U.S. Census Bureau 2012-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: 2012 data are the earliest available for this indicator

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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Figure 103: Percent of Population 19 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas

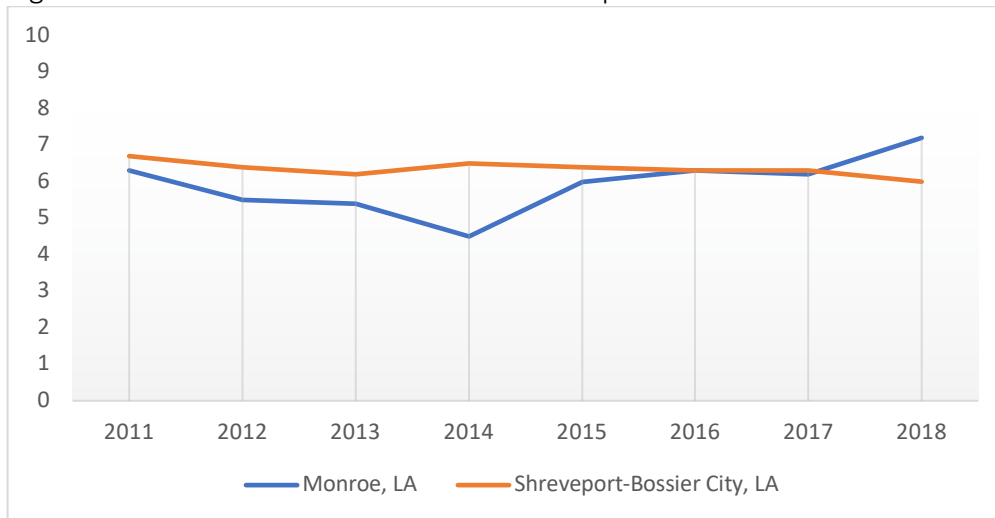


Source: U.S. Census Bureau 2012-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: 2012 data are the earliest available for this indicator; In 2017, the American Community Survey updated age categories for insurance data to be more consistent with health insurance in the United States. Prior to that year, this indicator was "Percent of Population 18 to 64 Years Employed and Uninsured."

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 104: Food Environment Index for Micropolitan Statistical Areas



Source: Calculated by author using data from the 2014-2021 County Health Rankings at

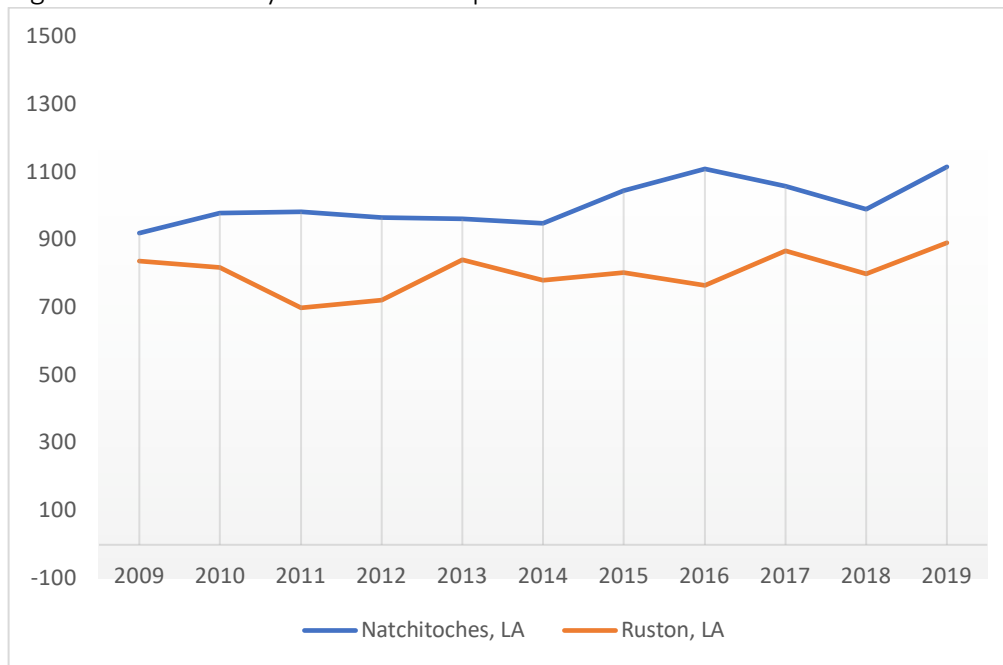
<http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2011-2018 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Data reported in the County Health Rankings may be from previous years

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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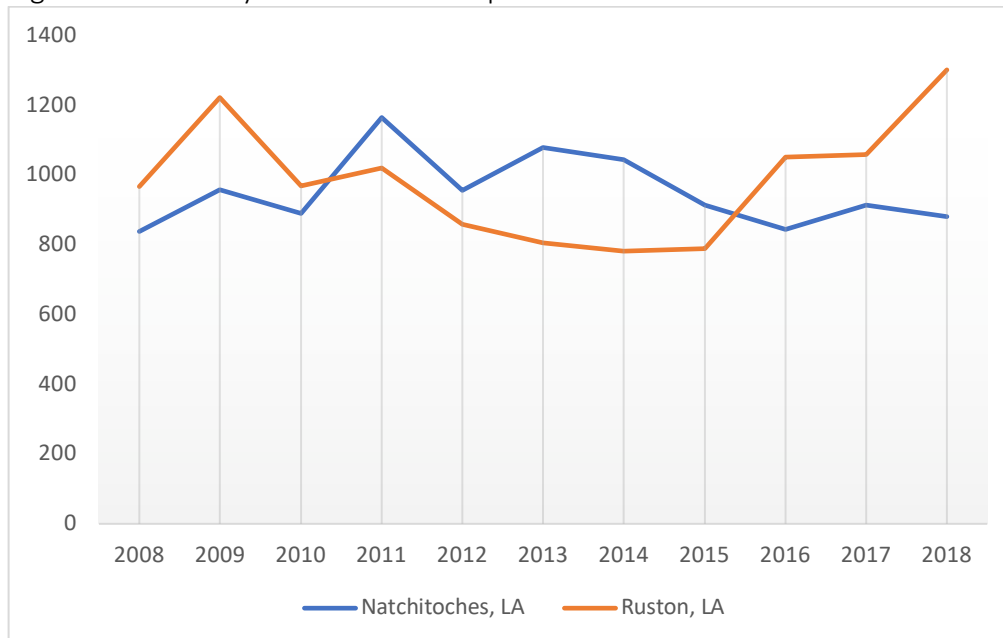
Figure 105: Mortality Rate for Micropolitan Statistical Areas



Source: Calculated by author using data from the Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 106: Chlamydia Rate for Micropolitan Statistical Areas

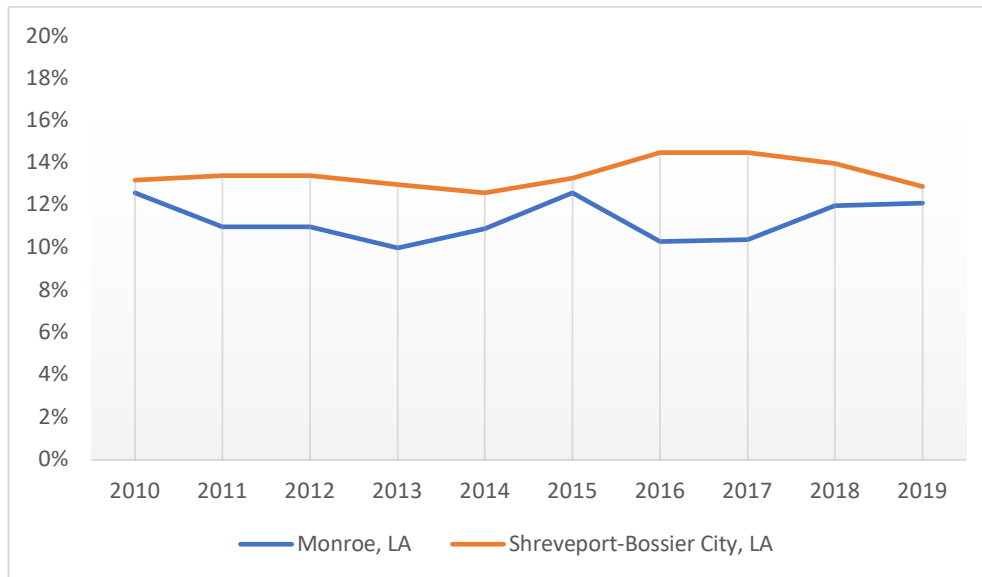


Source: 2011-2021 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>

Note: Data reported in the County Health Rankings may be from previous years

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Figure 107: Percentage of Live Births with Low Birth Weight for Micropolitan Statistical Areas



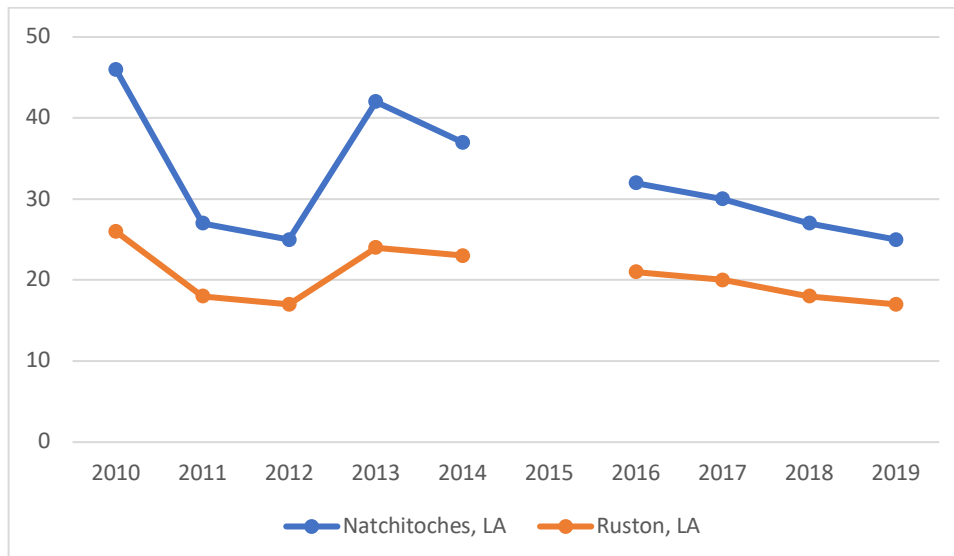
Source: 2013-2021 County Health Rankings at

<http://www.countyhealthrankings.org/rankings/data>

Note: Data reported in the County Health Rankings may be from previous years; 2009 and 2015 data are not available for this indicator

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 108: Teen Birth Rate (Mothers Ages 15 to 19) for Micropolitan Statistical Areas



Source: 2013-2021 County Health Rankings at

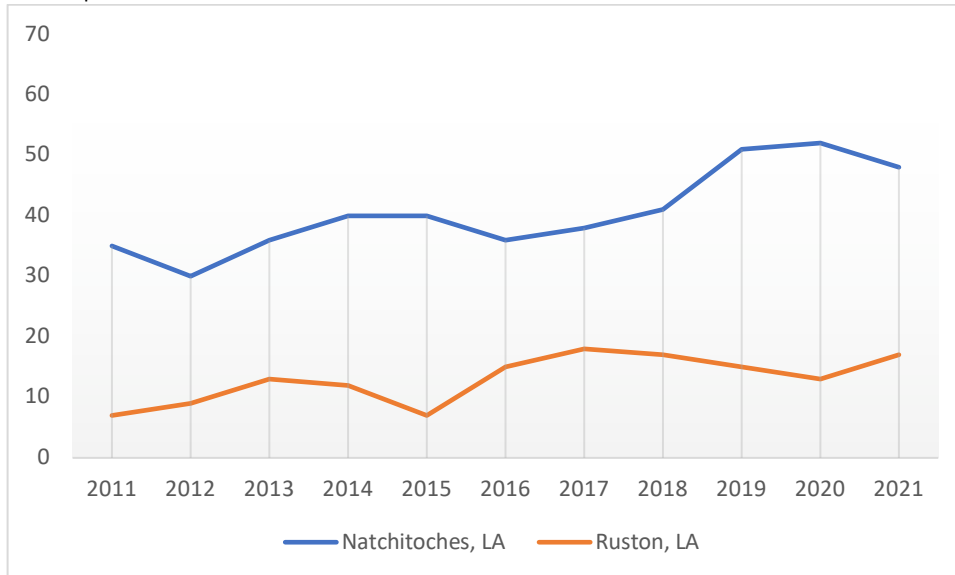
<http://www.countyhealthrankings.org/rankings/data>

Note: Data reported in the County Health Rankings may be from previous years

Note: 2015 data unavailable

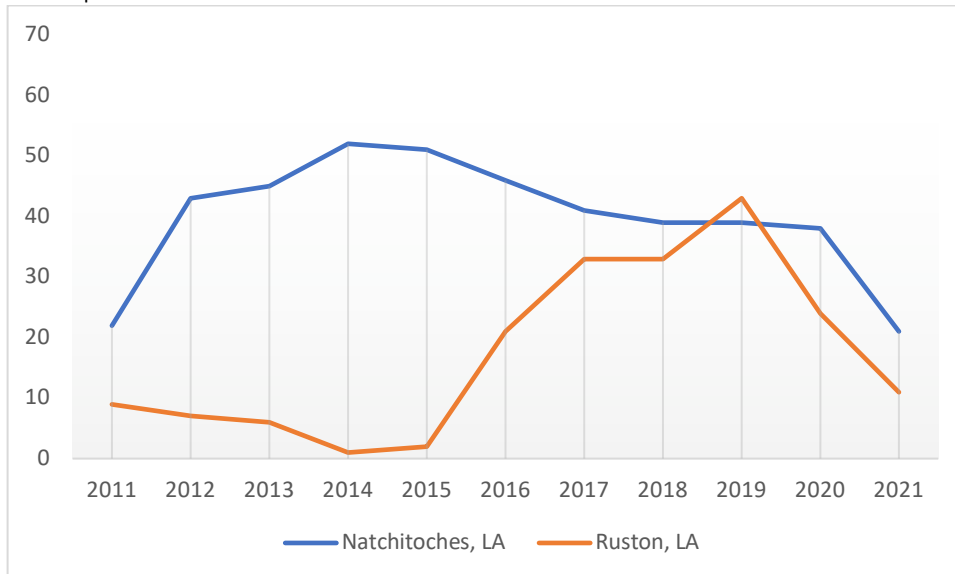
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Figure 109: Ranking of Health Outcomes (out of 64 Louisiana parishes) for Micropolitan Statistical Areas



Source: 2011-2021 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>
Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 110: Ranking of Health Behaviors (out of 64 Louisiana parishes) for Micropolitan Statistical Areas



Source: 2011-2021 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>
Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

6. Physical Environment

6.1 Air Quality

On average, each of us breathes over 3,000 gallons of air each day and the quality of that air is vitally important. Sources of fine particulate matter in the air include forest fires, power plants, industrial processes, and automobiles, among other things. Air pollution has significant impacts on agriculture and forestry, including damage to trees, crops, plants, lakes, and animals. Furthermore, pollutants like tiny airborne particles and ground-level ozone have been shown to trigger respiratory problems, especially for people with asthma, and consequences of ambient air pollution include decreased lung function and chronic bronchitis. Asthma sufferers can be severely affected by air pollution which also aggravates health problems for the elderly and others with heart or respiratory diseases. Toxic chemicals released in the air, such as benzene or vinyl chloride, are highly toxic and can cause cancer, birth defects, and long-term injury to the lungs, as well as brain and nerve damage.³¹ The potential for health, environmental, and economic impacts of air pollution is significant, including lost days at work and reduction in the productivity of crops and commercial forest. The costs can be in the tens of billions per year.³²

Table 21: Median Air Quality Index by Metropolitan Statistical Area, 2020

MSA	Air Quality Index	Rank	2019 Rank
Monroe, LA	32	1	
Roanoke, VA	35	2	
Columbus, GA-AL	38	3 (tie)	
Shreveport-Bossier City, LA	38	3 (tie)	➡ 3
Fayetteville-Springdale-Rogers, AR	39	5 (tie)	
Chattanooga, TN-GA	40	6 (tie)	
Huntsville, AL	40	6 (tie)	
Killeen-Temple, TX	40	6 (tie)	
Lafayette, LA	41	9	
Jackson, MS	44	10	
Montgomery, AL	52	11	

Source: EPA Air Quality Index Report at <https://www.epa.gov/outdoor-air-quality-data/air-quality-index-report>

Note: Data not available for Micropolitan Statistical Areas

Table 21 shows that the Shreveport-Bossier MSA tied for 3rd overall—up from 8th three years ago and unchanged from last year—among the comparative communities in median air quality (lower numbers indicate better air quality). This ranking improvement over the last few years is notable since there was also a significant improvement in the absolute number from 43 to 38 during that time period. The EPA designates the 0 to 50 range of the index as good air quality, 50

³¹ Marilena Kampa. *Human Health Effects of Air Pollution*. Proceedings of the 4th International Workshop on Biomonitoring of Atmospheric Pollution. January 2009.

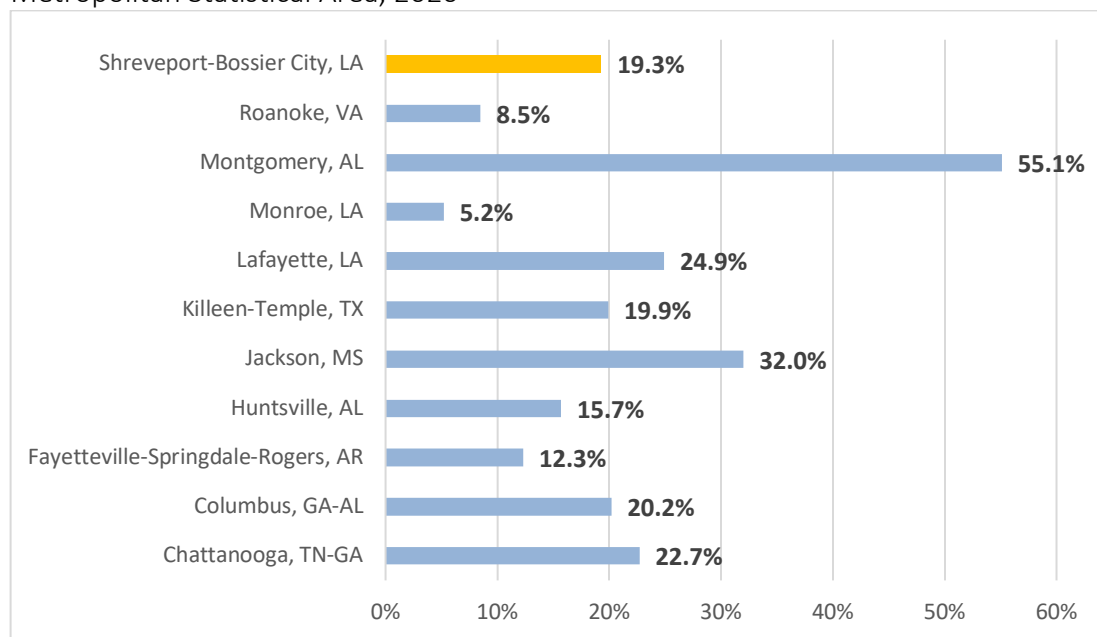
³² “Why Should You Be Concerned About Air Pollution?” Environmental Protection Agency. http://www.epa.gov/airquality/peg_caa/concern.html

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to 100 is moderate, and values above 100 are associated with a wide variety of unhealthy conditions. Shreveport-Bossier and nine of the peer communities fall in the 0-50 range with good air quality. Only Montgomery exceeded the limit of 50 and fell into the moderate range. Monroe ranked #1 for the second year in a row.

Figure 111 shows the share of days during 2019 that each MSA had an air quality rating below good (i.e., above 50). Our MSA is in the middle of the peer communities with only 19.3% of its days having moderate or worse air quality (down from 31.3% four years ago). Monroe (5.2%) and Roanoke (8.5%) were at the top while Montgomery was at the bottom with over half of their days having moderate or worse air quality.

Figure 111: Percent of Days with Air Quality Index Below Good by Metropolitan Statistical Area, 2020



Source: EPA Air Quality Index Report at <https://www.epa.gov/outdoor-air-quality-data/air-quality-index-report>

Note: Data not available for Micropolitan Statistical Areas

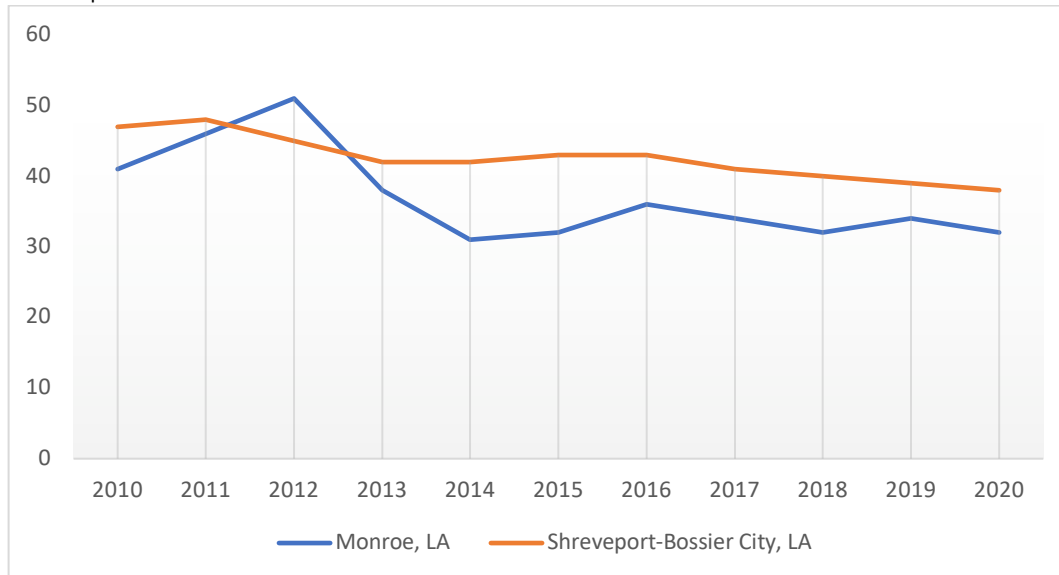
The EPA and other entities offer a variety of ways to reduce air pollution in a community.³³ These include strategies for in the home, suggestions for buying smart, and driving in ways that are friendlier to air quality.

³³ "Ways to Reduce Air Pollution". The Plain English Guide to the Clean Air Act. http://www.epa.gov/airquality/peg_caa/reduce.html

6.2 Moving the Needle on Physical Environment

The air quality rating for the Monroe MSA has dramatically improved since 2012 from over 50 to 32. The Shreveport-Bossier MSA rating has improved steadily since 2010.

Figure 112: Median Air Quality Index for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: EPA Air Quality Index Report at <https://www.epa.gov/outdoor-air-quality-data/air-quality-index-report>

Note: Data not available for Micropolitan Statistical Areas

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.


7. Social Environment

7.1 Crime

Crime undermines the social fabric of a community and imposes significant economic costs on local residents, businesses, and government. Some members of a community draw closer or develop grassroots improvement opportunities as a result of crime, whereas others tend to leave or are discouraged from locating in a community. The causes and sources of criminal activity are many and varied, but crime rates are typically closely correlated with some of the other indicators presented in this report such as poverty, income, education, and housing.

In the FBI's Uniform Crime Reporting (UCR) Program, violent crime is composed of four offenses: murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. Violent crimes are defined in the UCR Program as those offenses which involve force or the threat of force.³⁴ Table 22 lists the Shreveport-Bossier MSA 2019 violent crime rate at 563.2 per 100,000 people. Last year showed improvement that reversed a trend of an increasing violent crime rate over the previous two years and this year's report demonstrates more improvement. The impact of this kind of ranking on quality of life, economic development, and community prosperity is immense. Roanoke has the lowest violent crime rate at 238.9 per 100,000—less than 45% of the rate in our MSA. Monroe has by far the highest rate (812.5) which increased significantly from last year.

Table 22: Violent Crime Rate (Offenses per 100,000 people) by MSA, 2019

MSA	Violent Crime Rate	Rank	2018 Rank
Roanoke, VA	238.9	1	 7 (of 8)
Killeen-Temple, TX	264.4	2	
Lafayette, LA	466.5	3	
Chattanooga, TN-GA	525.6	4	
Shreveport-Bossier City, LA	563.2	5	
Monroe, LA	812.5	6	

Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2019

<https://ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019>

Note: Data not available for Columbus GA-AL; Fayetteville-Springdale-Rogers, AR; Huntsville, AL; Jackson, MS; or Montgomery, AL

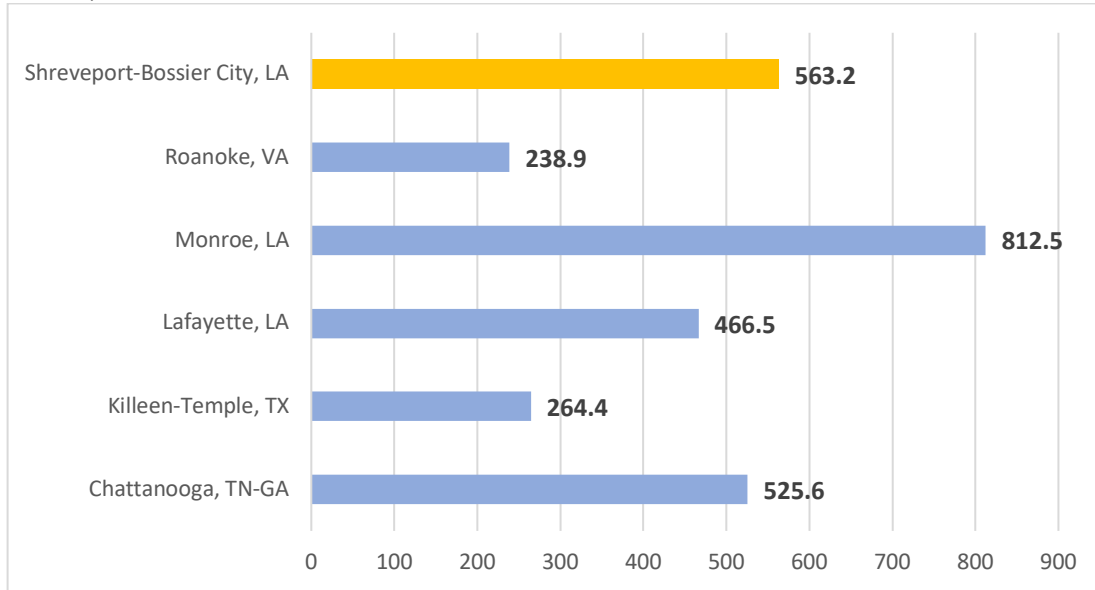
In the FBI's Uniform Crime Reporting (UCR) Program, property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson. The object of the theft-type offenses is the taking of money or property, but there is no force or threat of force against the victims. The Shreveport-Bossier MSA property crime rate (3,538.4 per 100,000) is the 2nd highest of the peer

³⁴ "Crime in the United States: Violent Crime." U.S. Department of Justice, Federal Bureau of Investigation. http://www2.fbi.gov/ucr/cius2009/offenses/violent_crime/

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communities for which data was available with Monroe having the highest rate (4161.1). The lowest rate is in Killeen-Temple (1,810.4) which is just over half the rate of Shreveport-Bossier.

Figure 113: Property Crime Rate (Offenses per 100,000) by Metropolitan Statistical Area, 2019



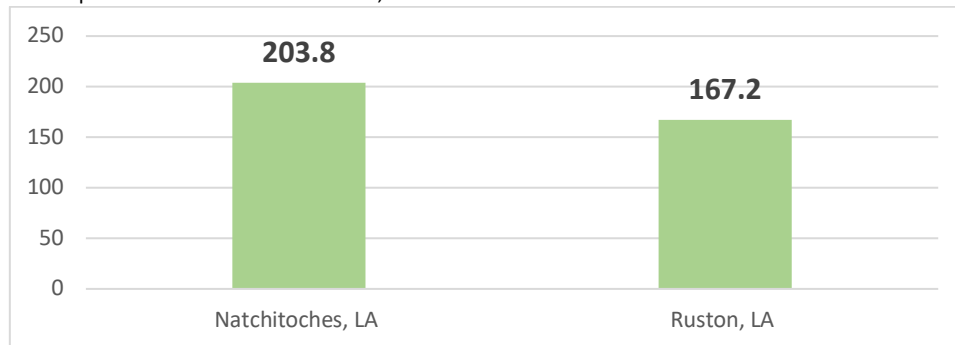
Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2019

<https://ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019>

Note: Data not available for Columbus, GA-AL; Fayetteville-Springdale-Rogers, AR-MO; Huntsville, AL; or Jackson, MS

As expected, the rates for violent and property crimes in the MicroSAs are much lower. Ruston's property crime rate (417.0) stands out as almost insignificant and is about half of the figure for Natchitoches.

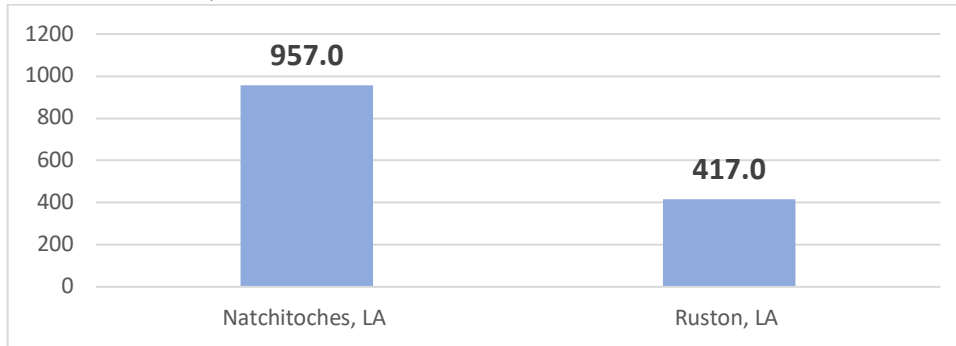
Figure 114: Violent Crime Rate (Offenses per 100,000 people) for Micropolitan Statistical Areas, 2019



Source: FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2019 at <https://ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019/tables/table-10/table-10-state-cuts/louisiana.xls>

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Figure 115: Property Crime Rate (Offenses per 100,000) for Micropolitan Statistical Areas, 2019



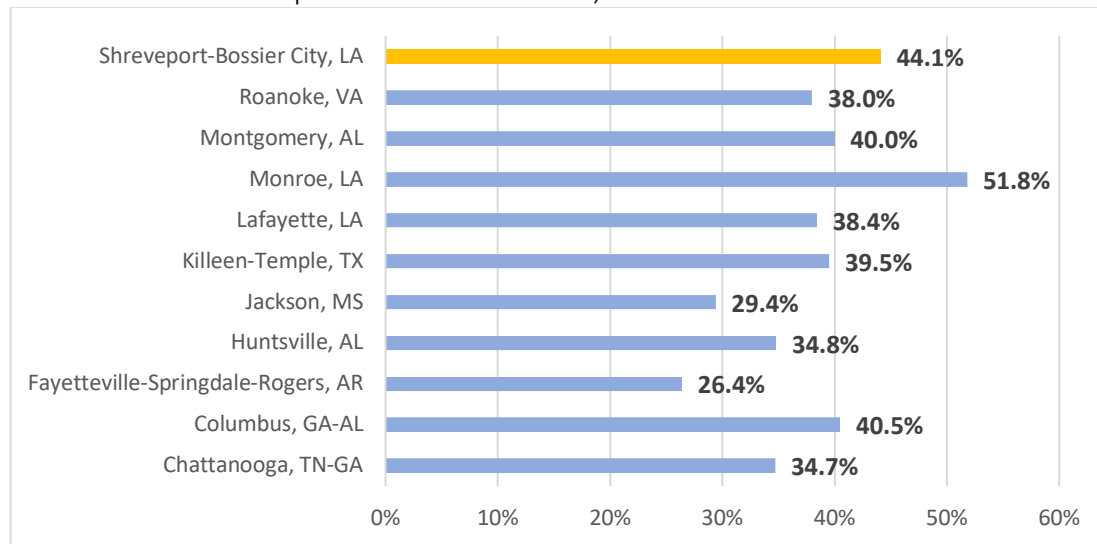
Source: Calculated by author using data from FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2019 at <https://ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019/tables/table-10/table-10-state-cuts/louisiana.xls>

Community crime prevention programs target changes in community infrastructure, culture, and/or the physical environment in order to reduce crime. The diversity of approaches includes neighborhood watch, community policing, urban or physical design, and comprehensive or multi-disciplinary efforts. These strategies may seek to engage residents, community and faith-based organizations, and local government agencies in addressing the factors that contribute to the community's crime, delinquency, and disorder. The National Institute of Justice, Office of Justice Programs keeps a detailed inventory of these types of programs with a variety of useful tools for communities looking to enhance their crime reduction efforts (<http://www.crimesolutions.gov>).

7.2 Family Support

While there are many complicating and mitigating factors around the economic and social differences between single- and two-parent households, data shows on average a wide range of negative correlations for children growing up in single-parent households. These include higher risk of physical and mental health problems, lower academic achievement, higher rates of behavioral problems, and higher risk of criminal activity. Conversely, two-parent families are often correlated with higher graduation rates, better job market outcomes, and stronger overall community wellness indicators.

Figure 116: Percent of Households with Children Under Age 18 that are Single-Parent Households for Metropolitan Statistical Areas, 2019



Source: U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>


Figure 116 shows that the Shreveport-Bossier MSA ranks second to last (10th) of the peer communities in the share of households with children under age 18 that are single-parent households (44.1%). It ranked 7th in 2015. A high percentage of children in our MSA are living in households at greater risk for negative outcomes.

Single-parent households with minor children are more likely to suffer from a variety of social and economic distress factors. Historically, there have been two types of approaches to address the potential negative social impact of high rates of single-parent households. The first is to strengthen support mechanisms that help two-parent families stay together. The second is to provide greater support to single-parent households to mitigate the challenges they face and the impact of those challenges on children. Given the high rate of single-parent households in the MSA, this seems to be an area ripe for developing targeted initiatives.

7.3 Civic Engagement

Civic engagement or civic participation is the encouragement of the general public to become involved in the political process and the issues that affect them. It is the community coming together to be a collective source of change, political and non-political.³⁵ It is, in part, what is required to address many of the challenging issues highlighted in this report. The level of voter participation can be an important measure for determining the level of civic engagement in a community. Voter participation fluctuates across years and different types of elections, and it often wanes in elections that are not choosing a president or member of Congress. Table 23 presents data from 2020 and 2021 showing a slight uptick for the second straight year in our MSA on the measure of voter participation used here: registered voters. The Shreveport-Bossier MSA ranks 9th (down from 6th last year) among comparative communities with a 65.5% rate of registered voters and near the middle of the highest and lowest rates for the peer communities. Voter participation was up moderately across all communities so despite our increased percentage, our ranking fell. The Monroe MSA increased slightly in voter participation rate from 67.2% to 69.2% and stayed at 3rd in the rankings.

Table 23: Percent of Population Registered to Vote for Metropolitan Statistical Areas, Year Listed Below in Source, 2020-2021

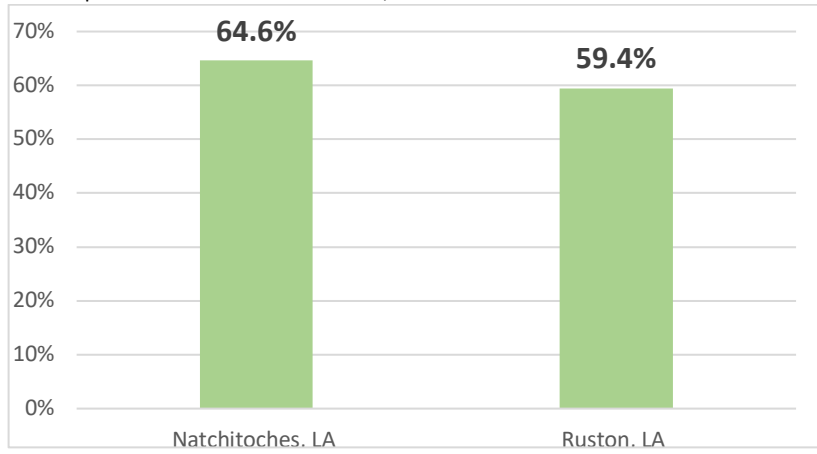
MSA	Percent of Pop. Registered to Vote	Rank	2019-2020 Rank
Huntsville, AL	74.9%	1	
Montgomery, AL	70.7%	2	
Monroe, LA	69.2%	3	
Jackson, MS	68.2%	4 (tie)	
Roanoke, VA	68.2%	4 (tie)	
Columbus, GA-AL	68.1%	6	
Lafayette, LA	66.6%	7	
Chattanooga, TN-GA	65.8%	8	
Shreveport-Bossier City, LA	65.5%	9	 6
Fayetteville-Springdale-Rogers, AR	58.9%	10	
Killeen-Temple, TX	56.5%	11	

Source: Calculated by author using data from the Alabama Voter Registration Statistics, 2021 at <https://www.sos.alabama.gov/alabama-votes/voter/election-data>; Arkansas Registered Voters, 2020 at <https://www.sos.arkansas.gov/elections/research>; Georgia Voter Registration Statistics, 2021 at https://sos.ga.gov/index.php/Elections/voter_registration_statistics; Louisiana Voter Registration Statistics, 2021 at <https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsStatewide.aspx>; Mississippi Voter Registration Statistics, 2021 at <https://www.sos.ms.gov/Elections-Voting/Pages/default.aspx>; Missouri Voter Registration Statistics, 2020 at <https://www.sos.mo.gov/elections/registeredvoters>; Tennessee Election Statistics, 2020 at <https://sos.tn.gov/products/elections/election-statistics>; Texas Voter Registration Figures, 2021 at <https://www.sos.state.tx.us/elections/historical/vrfig.shtml>; and the Virginia Voter Registration Statistics, 2021 at <https://www.elections.virginia.gov/resultsreports/registration-statistics/>

³⁵ "Civic engagement", American Psychological Association. Retrieved 24 Aug 2012

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Figure 117: Percent of Population Registered to Vote for Micropolitan Statistical Areas, 2021



Source: Louisiana Voter Registration Stats, 2021 at <https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsParish.aspx>

7.4 Creative Industries

Creative and cultural industries typically cover areas such as advertising, art crafts, audio-visual/film, cultural heritage, design, entertainment software such as video games, fashion, music, publishing, performing arts, and visual arts. A 2014 report from the National Endowment for the Arts and the U.S. Bureau of Economic Analysis found that arts and culture contributed more than \$698 billion to the economy in 2012 – exceeding preliminary estimates of \$504 billion.³⁶ The sector represented a larger share of U.S. GDP than construction or transportation and warehousing. Creative industries are becoming increasingly international and growth rates in the sector are consistently higher than the average of the economy.³⁷ Creativity is a desirable and necessary element for an innovative and thriving community. Aside from being an engine of job creation and economic growth, arts and culture contribute to social well-being and are essential to creating more livable, safe, memorable, and connected communities.

The Community Counts report uses a measure of the arts sector called the Arts Vibrancy Index from SMU DataArts. The measure includes consideration of arts dollars flowing through the economy, arts providers in terms of organizations and employees, government support, socio-economic factors, and leisure/entertainment factors. The Arts Vibrancy score comes from a variety of sources including the U.S. Census Bureau, IRS 990s, DataArts's Cultural Data Profile, Theatre Communications Group, League of American Orchestras, National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies. The scores are on a scale of 0 to 100 (with 100 being highest) and are akin to percentiles - i.e., if your county's score on a measure is 56, it means it did better than 56% of counties on that measure. We aggregated the county-level data from SMU DataArts to generate MSA-level indexes for all the communities in our report.


Table 24 below shows that the Shreveport-Bossier MSA scored 70.6 on the index (higher than 70.6% of counties on average in the nation). This was a dramatic improvement from last year (37.6), nearly doubling our score and improving our ranking from 11th (last) to 7th. However, note that due to the nature of this index, it is not unusual for data for a community to fluctuate significantly from one year to the next. That wide fluctuation was true for Shreveport-Bossier, but also for a number of the other peer communities. In this year's report, Killeen-Temple lost 36 points after gaining 48 the previous year, Roanoke gained 28 points after losing 24 the previous year, and Monroe lost 15 points after gaining 22 the previous year.

³⁶ *The Arts and Cultural Production Satellite Account (ACPSA) 2014* - See more at: <http://arts.gov/news/2015/surprising-findings-three-new-nea-reports-arts#sthash.bTAbv525.pdf>

³⁷ *The Economic Impact of the Creative Industries in the Americas*. Organization of American States and the Inter-American Development Bank. January 2014.

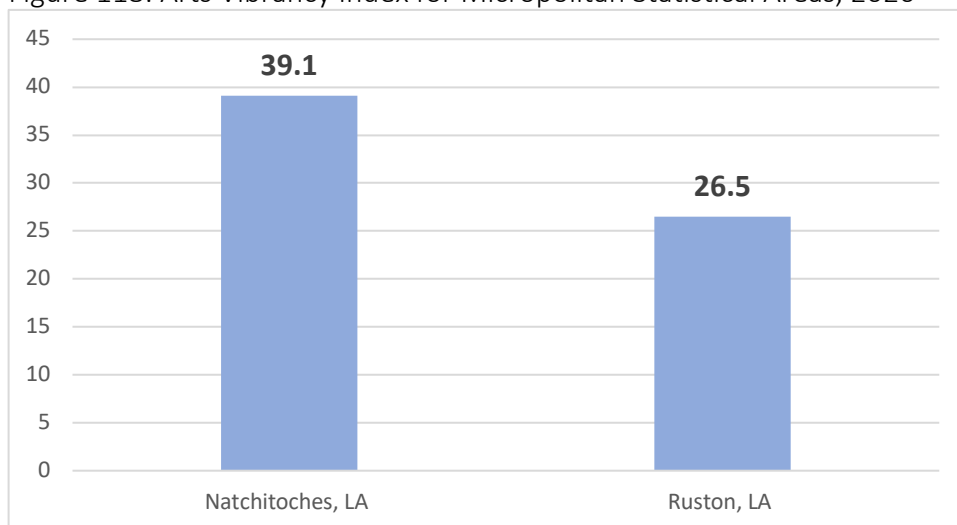
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Table 24: Arts Vibrancy Index, 2020

MSA	Arts Vibrancy Index	Rank	Previous Rank
Fayetteville-Springdale-Rogers, AR	88.9	1	
Roanoke, VA	80.6	2	
Huntsville, AL	78.5	3	
Chattanooga, TN-GA	78.1	4	
Columbus, GA-AL	73.1	5	
Montgomery, AL	72.6	6	
Shreveport-Bossier City, LA	70.6	7	 11
Jackson, MS	67.2	8	
Lafayette, LA	63.9	9	
Monroe, LA	52.9	10	
Killeen-Temple, TX	38.3	11	

Source: Calculated by author using data from the Arts Vibrancy Index at <https://sites.smu.edu/Meadows/ArtsVibrancyMap/>
 Note: The rank for this indicator in previous reports used data from a different source called the Arts Index for which data are no longer collected.

Figure 118: Arts Vibrancy Index for Micropolitan Statistical Areas, 2020

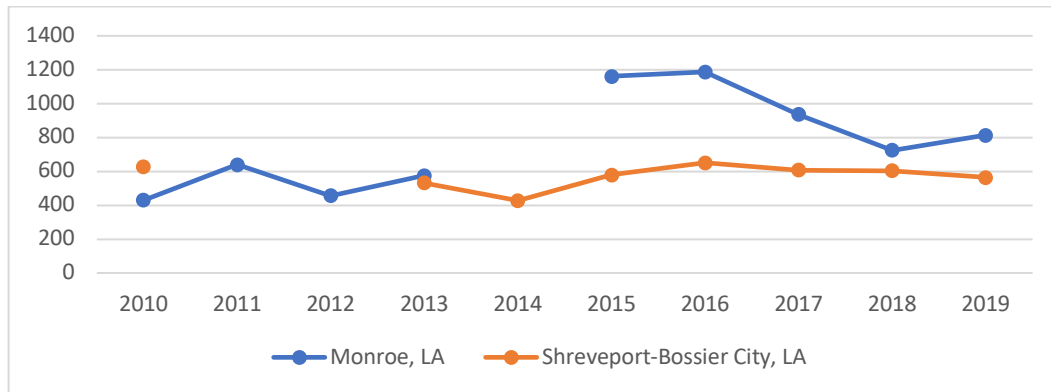


Source: Calculated by author using data from the Arts Vibrancy Index at <https://sites.smu.edu/Meadows/ArtsVibrancyMap/>

7.5 Moving the Needle on Social Environment

Following dramatic reductions in crime from 2005 to 2014, crime rates in Shreveport-Bossier have been relatively steady over the period from 2015 to 2019 with a slight uptick. Monroe has had a different experience with an overall increase in violent crime since 2008 despite a big drop over the past few years and a moderate decrease in property crime. In the MicroSAs, violent crime nearly doubled from 2005 to 2011, then fell dramatically from 2012 to 2014 before turning back up in 2015. MicroSA property crimes have been dropping steadily since 2013.

Figure 119: Violent Crime Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

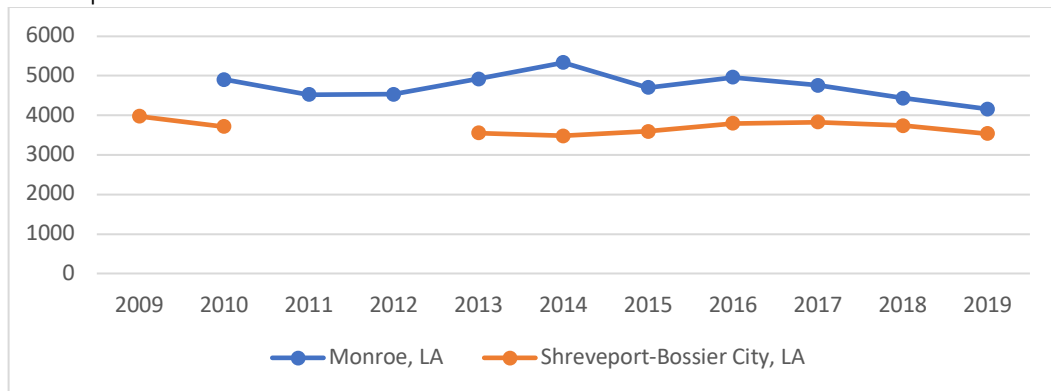


Source: 2009-2019 FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area at <https://www.fbi.gov/services/cjis/ucr/publications>

Note: 2009 and 2014 data unavailable for Monroe, LA and 2009, 2011, and 2012 data unavailable for Shreveport-Bossier, MSA

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 120: Property Crime for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



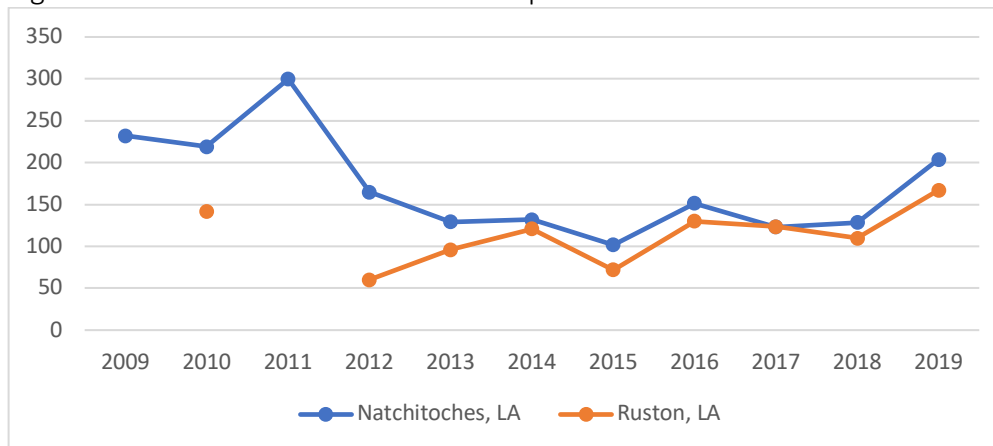
Source: 2009-2019 FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area at <https://www.fbi.gov/services/cjis/ucr/publications>

Note: 2009 data unavailable for Monroe, LA and 2011-2012 data unavailable for Shreveport-Bossier, MSA

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

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Figure 121: Violent Crime Rate for Micropolitan Statistical Areas

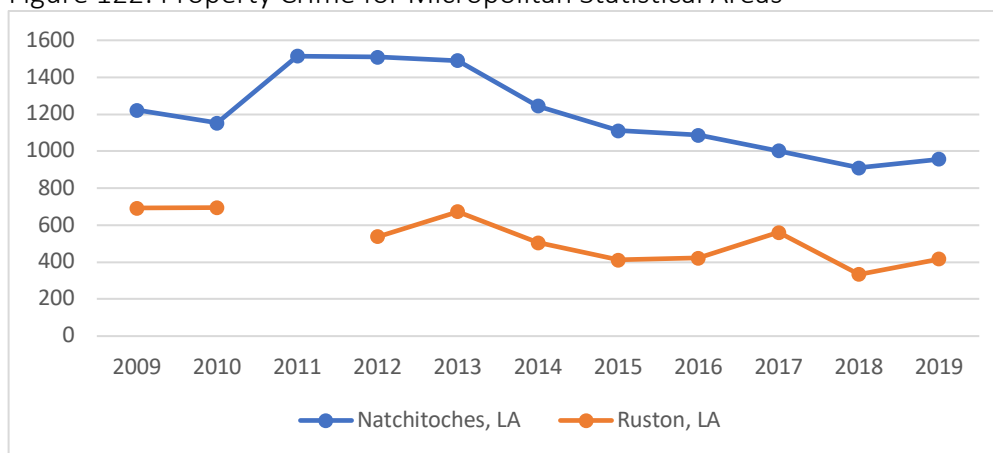


Source: 2009-2019 FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties at <https://www.fbi.gov/services/cjis/ucr/publications>

Note: 2009 and 2011 data unavailable for Ruston, LA

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 122: Property Crime for Micropolitan Statistical Areas



Source: 2009-2019 FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties at <https://www.fbi.gov/services/cjis/ucr/publications>

Note: 2011 data unavailable for Ruston, LA

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

8. Summary and Conclusions

The results of the rankings of the Shreveport-Bossier MSA relative to 10 peer communities are summarized in Table 25. Of the six primary categories, the MSA's ranking among its peers was in the mid-range in Human Capital (6.9) and physical environment (4.0), but our MSA ranked in the low range in all other categories—Health (8.9), Economic Well-Being (9.4), Population (9.0), and Social Environment (7.8). Of the 41 indicators in the report that are used to rank the peer communities, our rankings improved on 14, got worse on 16, and stayed the same on 11. Looking inside those numbers reveals that where our rankings fell, they fell significantly on some of our most important measures in health, human capital, and economic well-being. Those represent the most disappointing and concerning findings in the report. Our poor ranking in the Economic Well-Being category—particularly regarding poverty, income, and housing—is probably the most significant issue demanding attention from this report. The ranking in this primary category has declined significantly since 2015 from 7.2 to 9.4. Furthermore, our regression on health indicators, specifically rates of uninsured, was surprising and a significant factor in our overall drop in rankings.

The most significant bright spots in the report are dispersed and limited, but still meaningful. Our MSA ranked 2nd overall in per capital real GDP, 3rd in air quality, 4th in per capital personal income, and 3rd in share of 3- and 4-year-olds enrolled in school. We also saw improvement in our rankings on median hourly wage, home ownership, share of the population with less than a high school diploma, and the Arts Vibrancy Index. These are important indicators and positive elements to build on. Shreveport-Bossier has a productive workforce and local economy, giving it a solid foundation on which to drive future improvements in other categories.

Of the 15 secondary categories (subsets of the primary categories) in the report, Shreveport-Bossier ranked in the bottom tier in nine, the middle tier in five, and the top tier in one. Of the 41 individual indicators ranked against peer communities in the report, the MSA ranked in the bottom tier of our peers in 19, the middle tier in 17, and the top tier in 5. Two years ago, the MSA had 10 top-tier rankings. And among last year's 8 top-tier rankings, the Shreveport-Bossier MSA had 5 first- or second-place rankings for the first time since *Community Counts* was published.

Considering all indicators and all categories—with #1 being the best possible ranking—the overall combined ranking for our MSA was 7.7 out of 11 peer communities. That ranking represents a significant drop from last year (6.6 rank) and is our lowest overall ranking since 2017 (8.0). While there are bright spots to celebrate and serious challenges to face, the community overall is in the lower middle of the pack of our peers.

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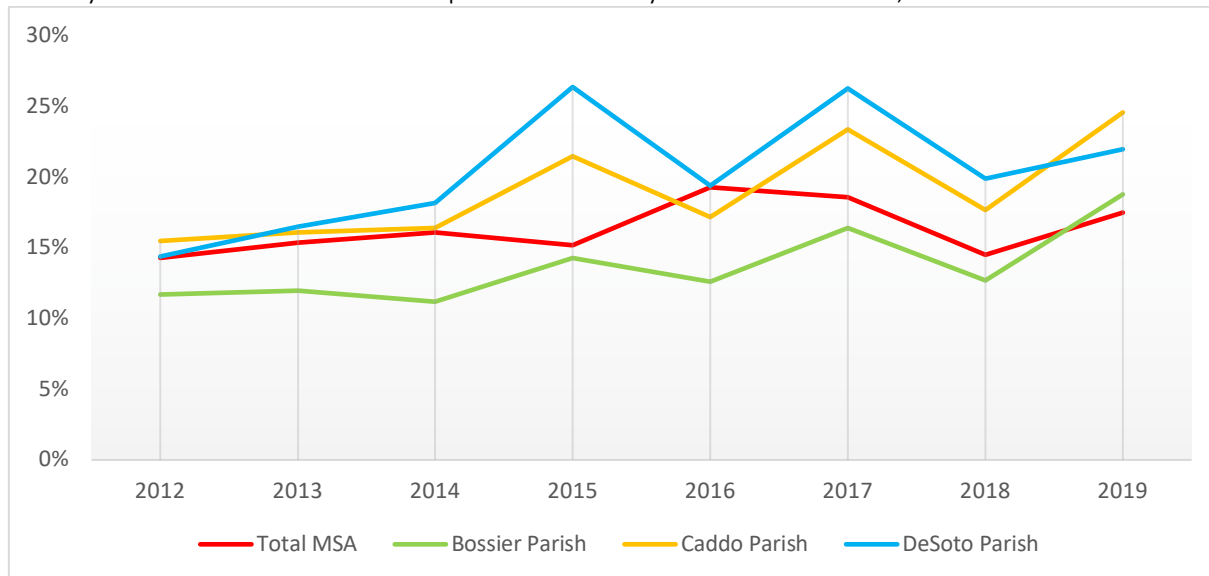
Table 25: Overall Rankings for Shreveport-Bossier MSA

Major Category	Socio-Economic Indicator	2021		
		Ranking for Shreveport-Bossier MSA	Secondary Category Average Ranking	Primary Category Average Ranking
Population	Total Population	7		
	Population Growth	11	9.0	9.0
Economic Well-Being	Median Household Income	10		
	Per Capita Income	8	8.7	
	Median Hourly Wage	8		
	Poverty Rate	10		
	Poverty Rate for Families with Children Under 5	10	10.0	
	Households Receiving SNAP Benefits	10		9.4
	Households with Cash Public Assistance	11	10.3	
	Children Under 18 Living in Households with SSI, Cash Public Assistance or SNAP	10		
	Percent of Occupied Housing Units that are Owner-Occupied	6		
	Percentage of Occupied Units with Monthly Owner Costs 35% or More of Income	9	8.7	
	Percent of Occupied Units With Monthly Gross Rent 35% or More of Income	11		
	Percent of 3 and 4-Year Olds Enrolled in School	3		
	Percent of Population 25+ With Less Than High School Diploma	4		
Human Capital	Percent of Population 25 Years and Over with an Associate's Degree	7	7.7	
	Population 25 Years and Over with Bachelor's Degree or Higher	11		
	Percentage of Households with a Computer	10		
	Households with a Broadband Internet Subscription	11		
	Unemployment Rate	5		6.9
	Percent of Population 16 and Over in Labor Force	10		
	Per Capital Personal Income	4		
	Percent Increase in Personal Income	9	6.1	
	Per Capita Real GDP	2		
	Innovation Index Score	8		
	Per Capital Real GDP Compound Annual Growth Rate	5		
	Percent Uninsured	6		
	Percent of Children Under Age 19 Uninsured	8	6.7	
Health	Percent of Population 19 to 64 Years Employed and Uninsured	6		
	Food Environment	11	11.0	8.9
	Mortality Rate	8		
	Chlamydia Rate	7	9.0	
	Percent of Live Births with Low Birth Weight	11		
	Teen Birth Rate Age 15-19	10		
	Median Air Quality Index	3	4.0	4.0
Physical Environment	Days with Air Quality Index Below Good	5		
Social Environment	Violent Crime Rate	5	5.0	
	Property Crime Rate	5		
	Percent of Population Registered to Vote	9	9.0	7.8
	Arts Vibrancy Index	7	7.0	
	Family Support	10	10.0	
Overall MSA Ranking				7.7
Economics, Human Capital, and Health				8.4

9. Appendix: Additional Tables

9.1 Poverty

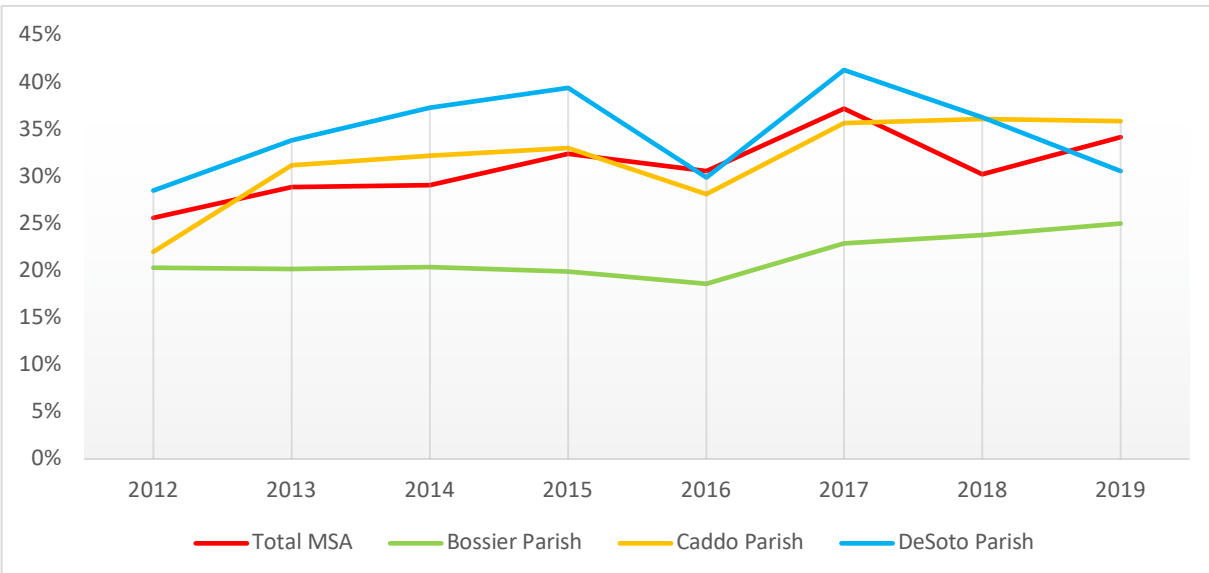
Poverty Rate for Families in Shreveport-Bossier City MSA and Parishes, 2012-2019



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

Poverty Rate for Children Under Age 18 in Shreveport-Bossier City MSA and Parishes, 2012-2019

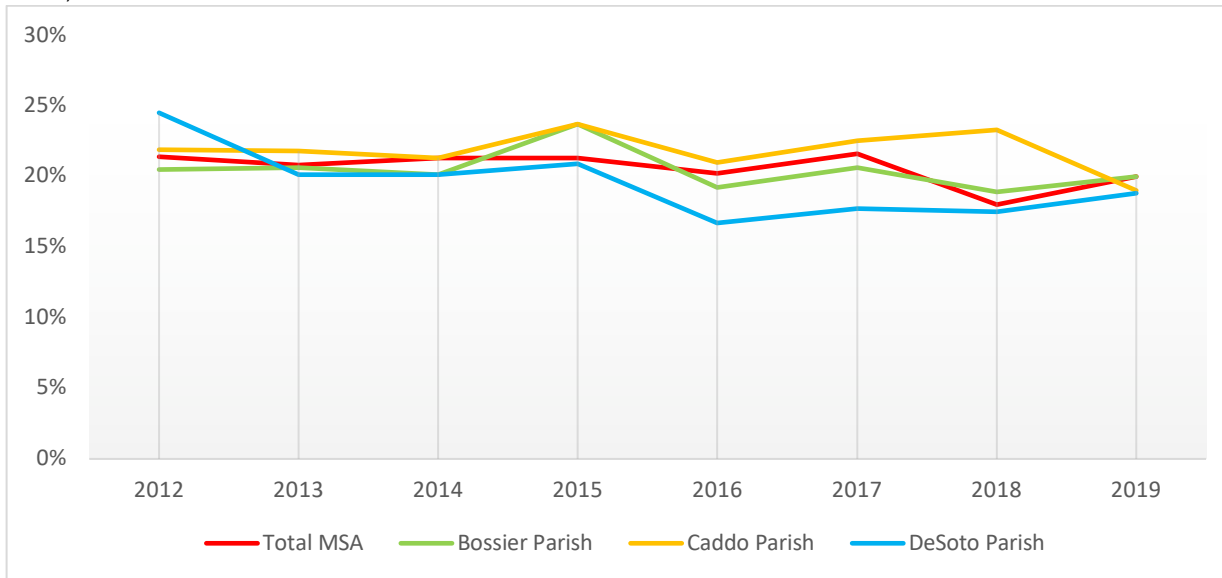


Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

2021 Community Counts

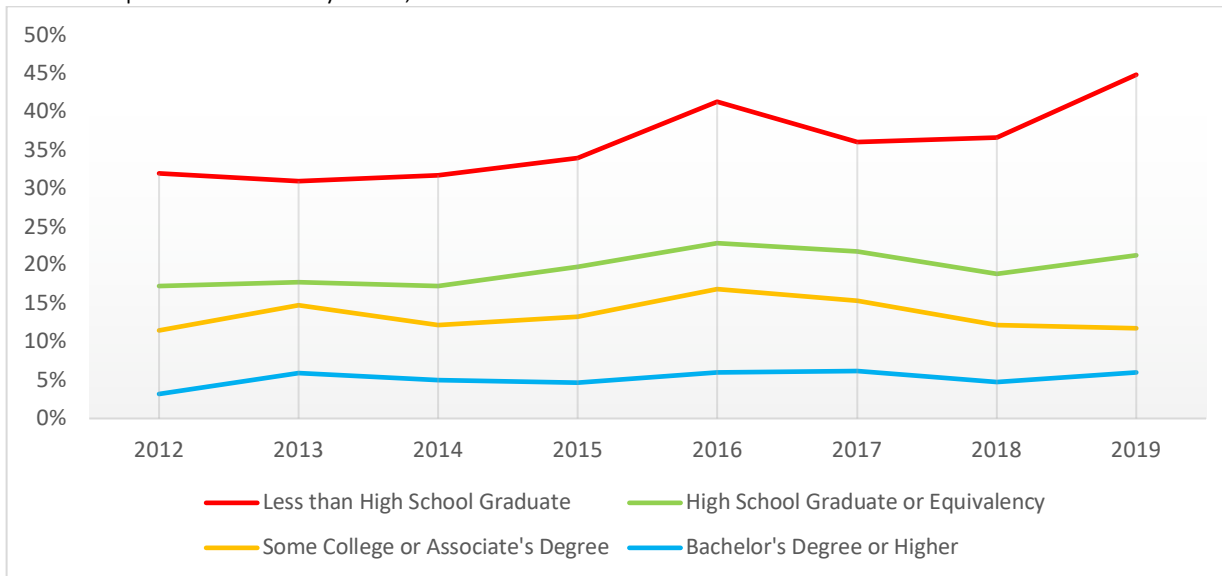
Individuals Within 1.00 to 1.99 of Poverty Threshold in Shreveport-Bossier City MSA, 2012-2019



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

Poverty Rate by Educational Attainment for Population Age 25 Years and Over in Shreveport-Bossier City MSA, 2012-2019

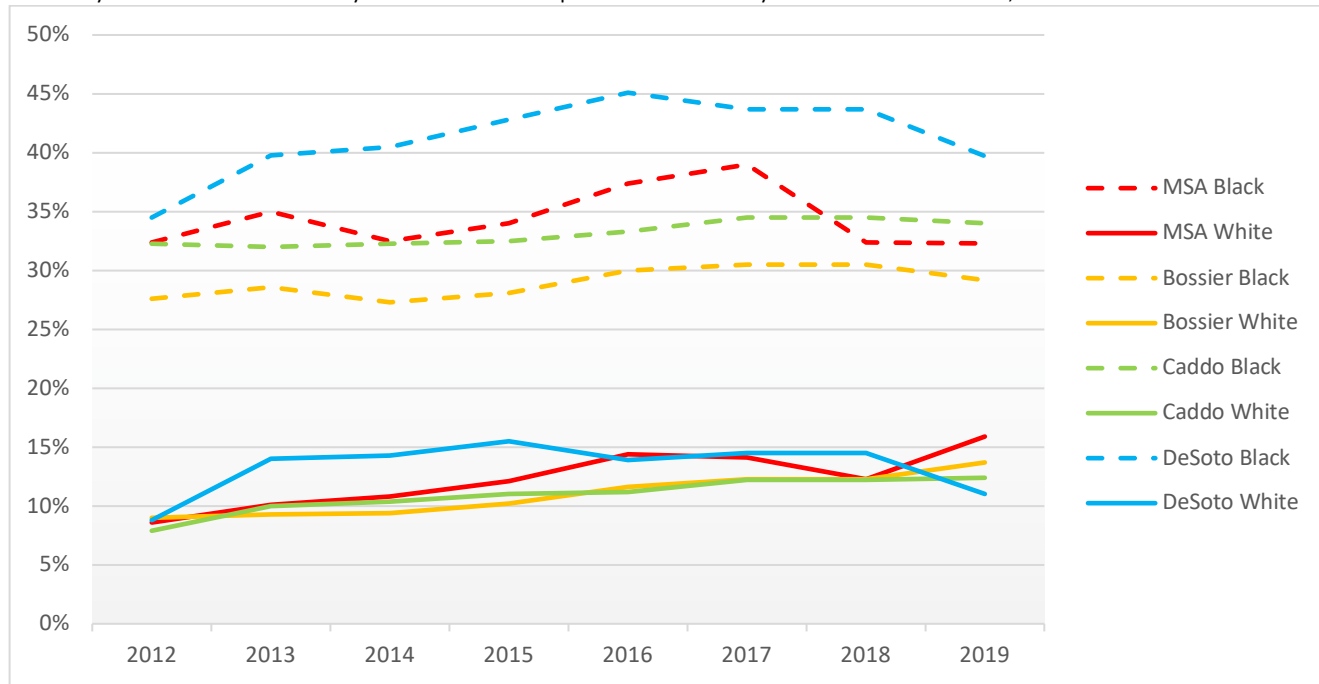


Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

2021 Community Counts

Poverty Rate for Persons by Race in Shreveport-Bossier City MSA and Parishes, 2012-2019



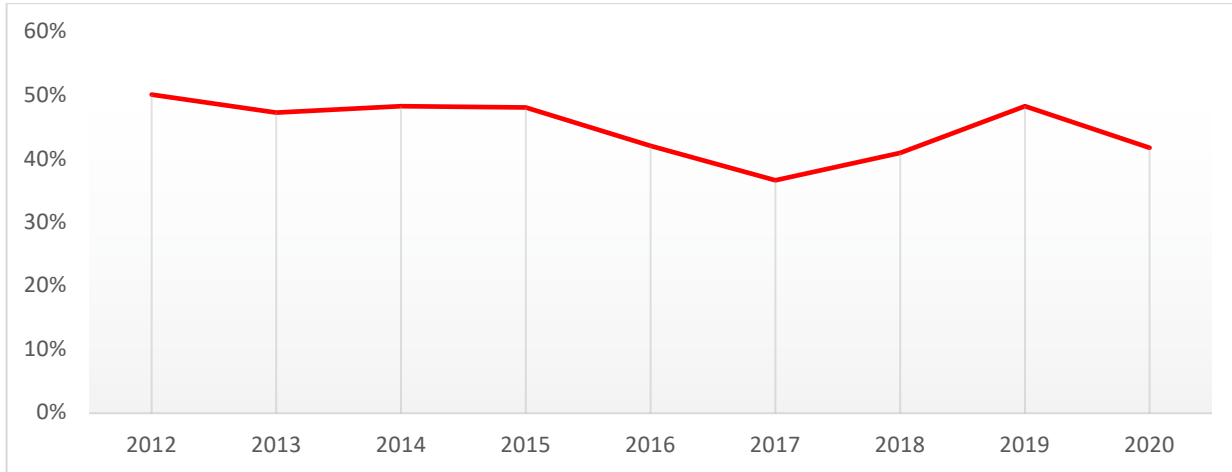
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

2021 Community Counts

9.2 Pre-k – 12 Education

Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall 2012-2020



Source: Step Forward 2013 Baseline Report and calculated by author using data from Louisiana Believes Fall 2013-2020 DIBELS Reading Reports and U.S. Census Bureau, 2013-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

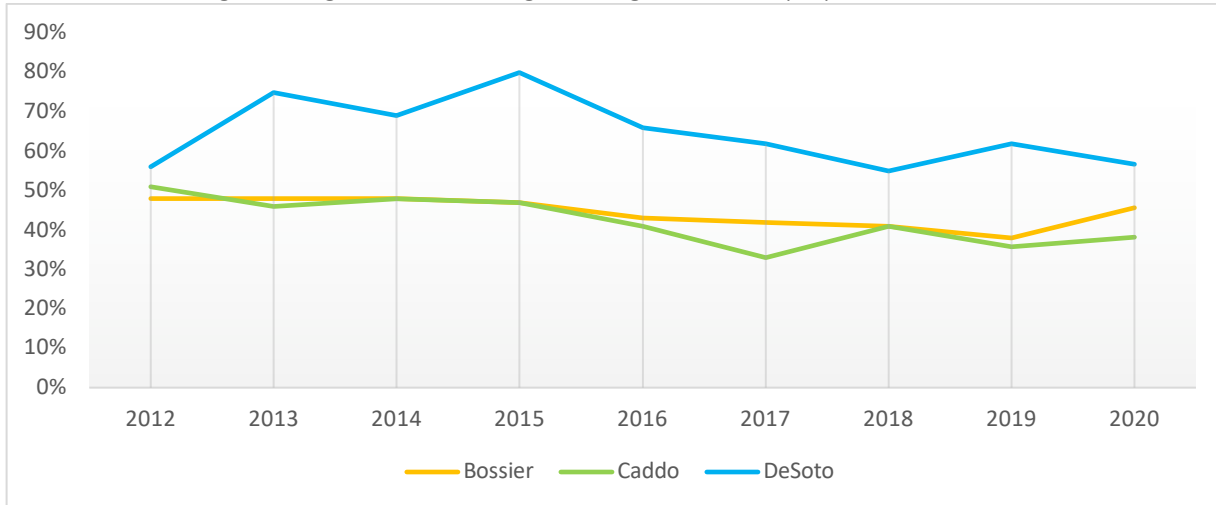
Note: Parishes in Louisiana use a variety of assessments for this indicator so data across years and across parishes may not be comparable.

Note: For 2019 and 2020, Caddo Parish used the STEEP for this indicator for all schools but one which used the DIBELS. Only STEEP data are included in this graph for 2019 and 2020.

Note: In the 2020 Community Counts Report, DIBELS data were erroneously reported for Caddo Parish instead of STEEP data.

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

Percent Incoming Kindergartners Arriving Kindergarten Ready by Parish, Fall 2012-2020



Source: Step Forward 2013 Baseline Report & Louisiana Believes Fall 2013-2020 DIBELS Reading Reports

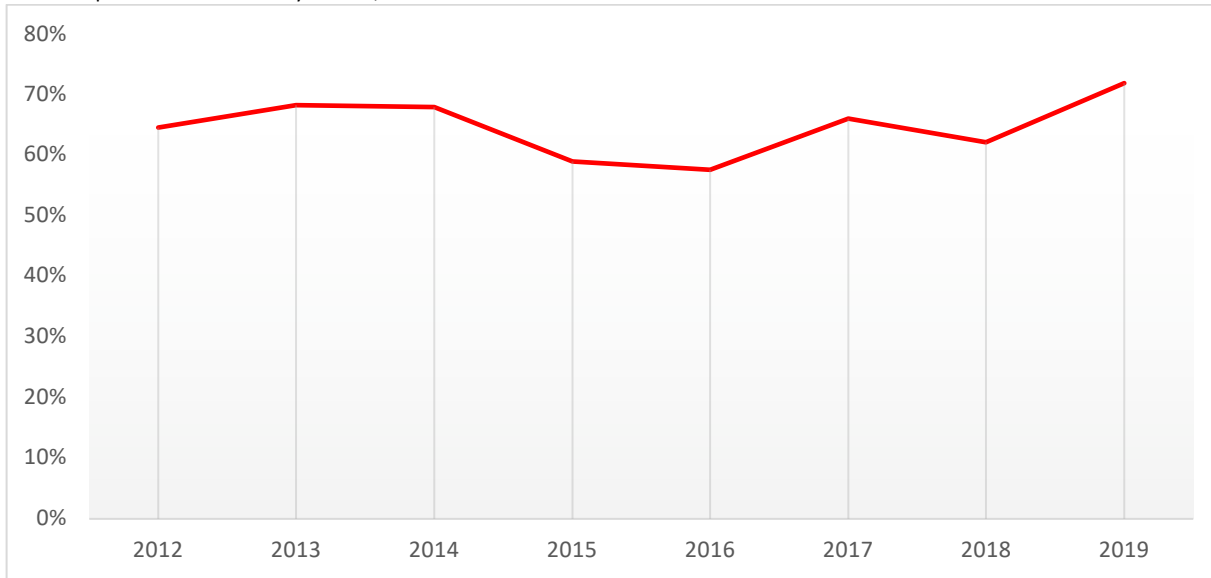
Note: Parishes in Louisiana use a variety of assessments for this indicator so data across years and across parishes may not be comparable.

Note: For 2019 and 2020, Caddo Parish used the STEEP for this indicator for all schools but one which used the DIBELS. Only STEEP data are included in this graph for 2019 and 2020.

Note: In the 2020 Community Counts Report, DIBELS data were erroneously reported for Caddo Parish instead of STEEP data.

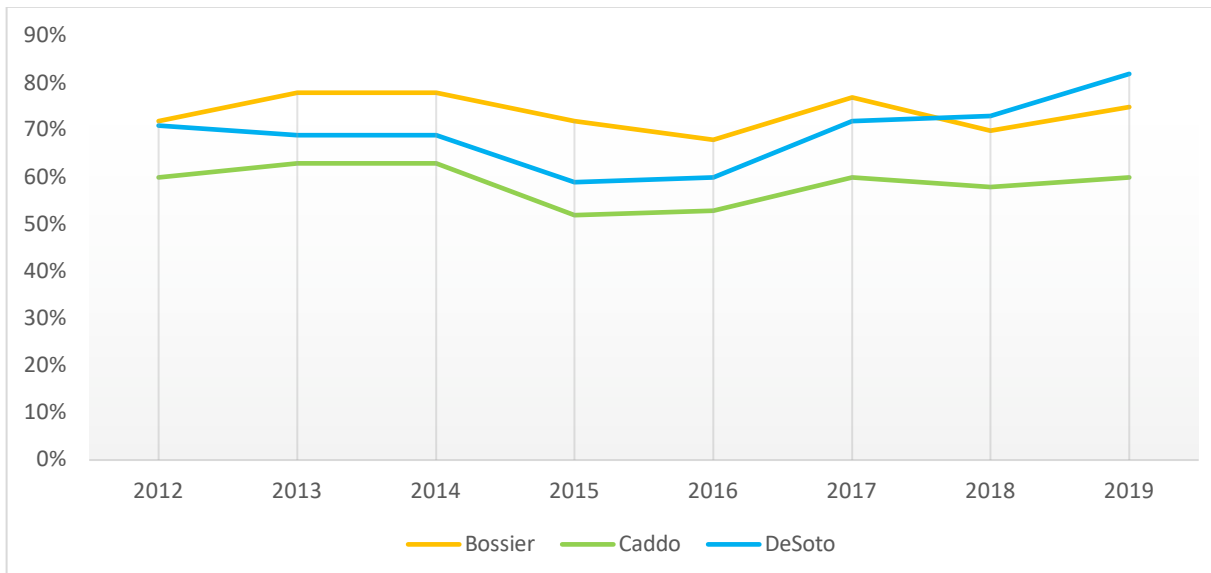
2021 Community Counts

3rd Grade English and Language Arts Proficiency (Basic and Above) in Shreveport-Bossier City MSA, 2012-2019



Source: Step Forward 2013 Baseline Report and calculated by author using data from the 2013-2019 State LEA-LEAP Achievement Level Summaries at <https://www.louisianabelieves.com/resources/library/test-results> and U.S. Census Bureau, 2013-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
Note: The Louisiana Department of Education did not administer assessments in the Spring of 2020
Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

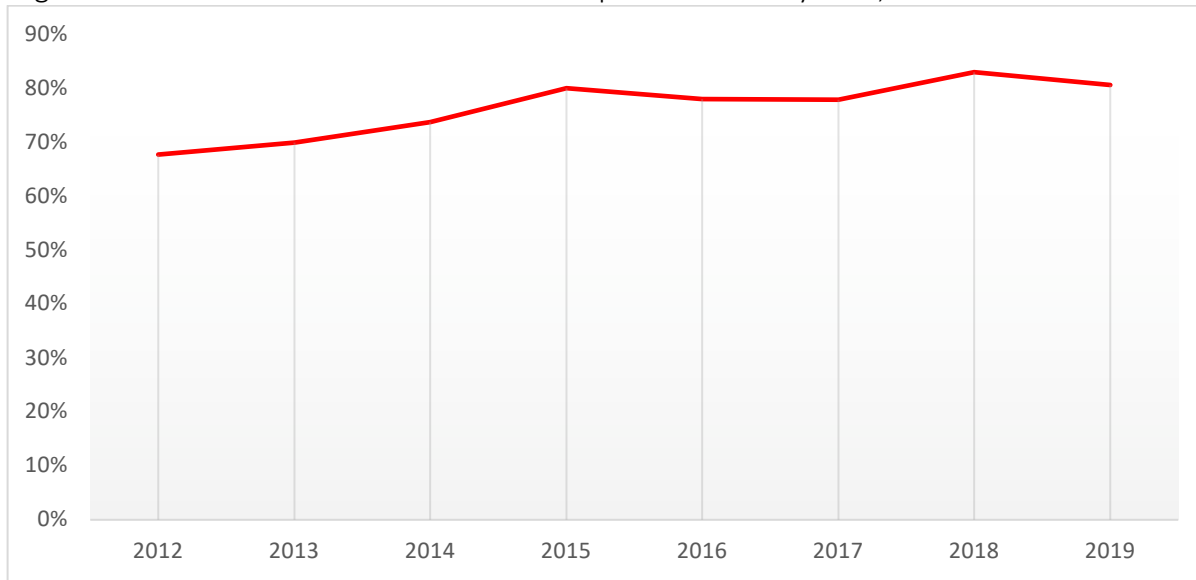
3rd Grade English and Language Arts Proficiency (Basic and Above) by Parish, 2012-2019



Source: Step Forward 2013 Baseline Report and 2013-2019 State LEA-LEAP Achievement Level Summaries at <https://www.louisianabelieves.com/resources/library/test-results>
Note: The Louisiana Department of Education did not administer assessments in the Spring of 2020.

2021 Community Counts

High School Cohort Graduation Rate in Shreveport-Bossier City MSA, 2012-2019

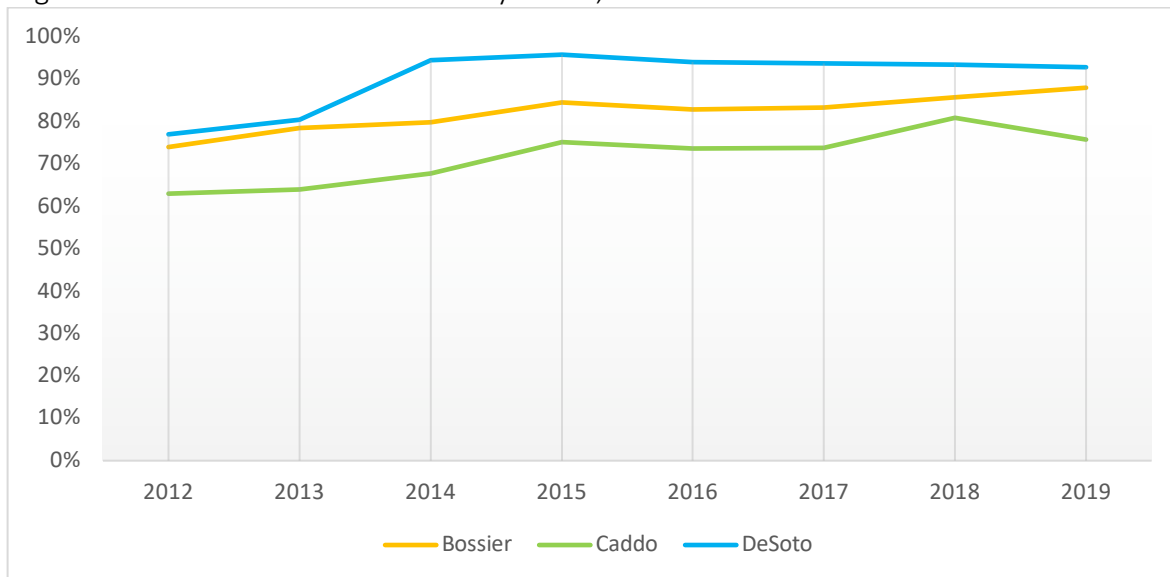


Source: Step Forward 2013 Baseline Report and calculated by author using data from the 2014-2018 State Cohort Graduation Rates, the 2019 State School System and School Cohort Grad Rates by Subgroups at <https://www.louisianabelieves.com/resources/library/high-school-performance>, and U.S. Census Bureau, 2013-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: In the 2020 Community Counts Report, the 2018 value for this indicator was erroneously reported as 90.7 percent.

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

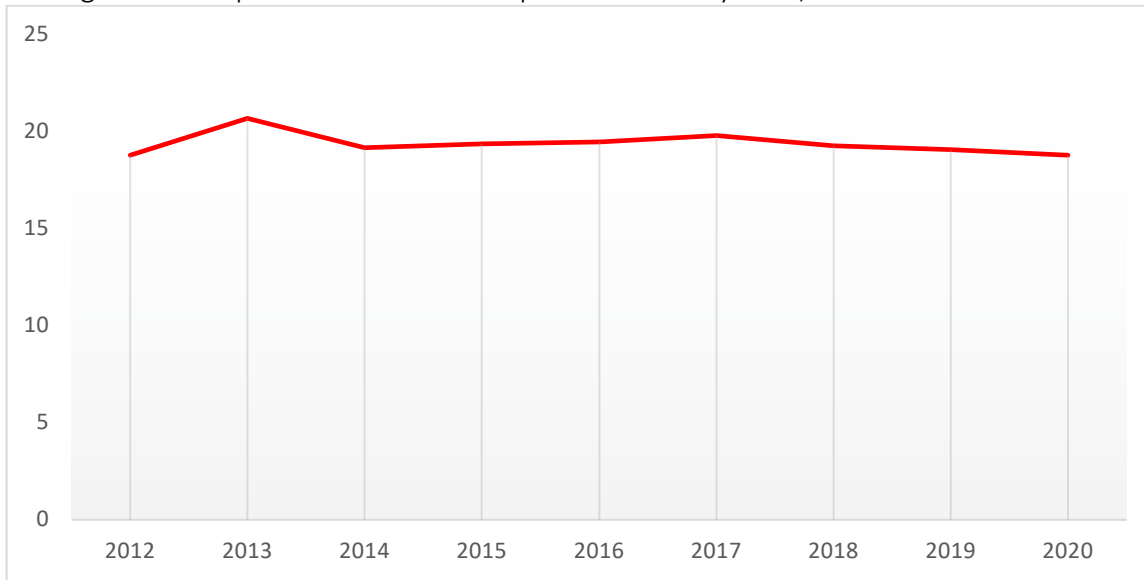
High School Cohort Graduation Rate by Parish, 2012-2019



Source: Step Forward 2013 Baseline Report, the 2014-2018 State Cohort Graduation Rates, and the 2019 State School System and School Cohort Grad Rates by Subgroups at <https://www.louisianabelieves.com/resources/library/high-school-performance>

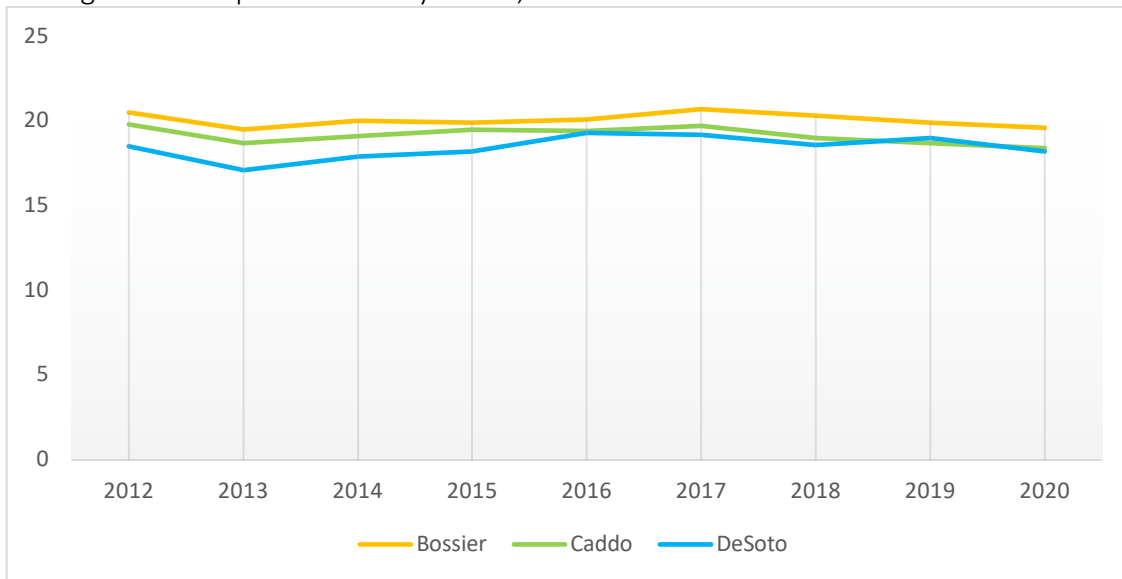
2021 Community Counts

Average ACT Composite Score in Shreveport-Bossier City MSA, 2012-2020



Source: Step Forward 2013 Baseline Report and calculated by author using ACT Scores – Class of 2014-2020 at <https://www.louisianabelieves.com/resources/library/high-school-performance> and U.S. Census Bureau, 2013-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

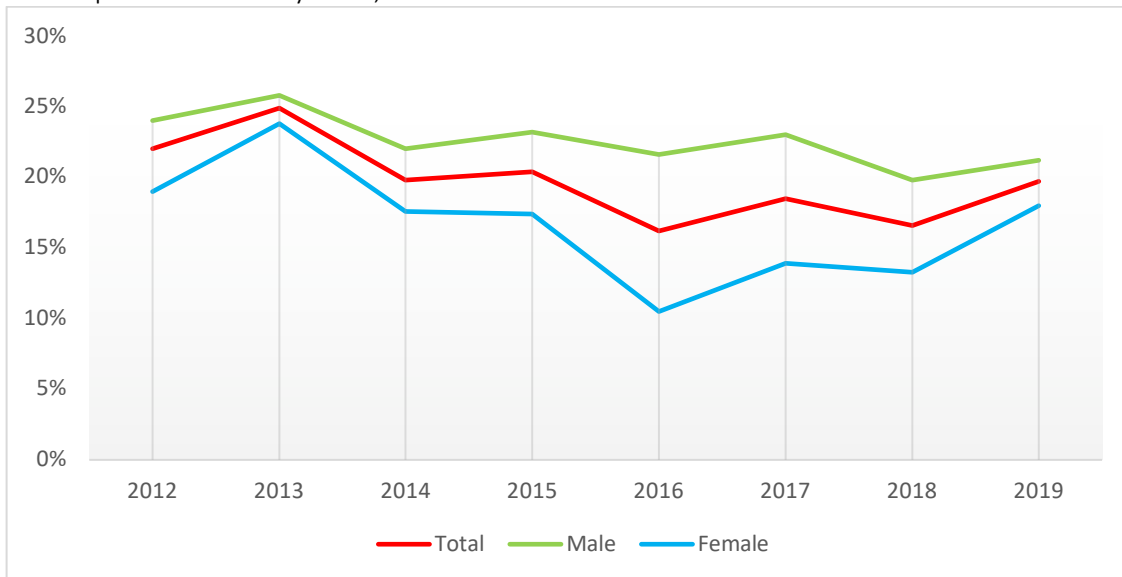
Average ACT Composite Score by Parish, 2012-2020



Source: Step Forward 2013 Baseline Report and ACT Scores – Class of 2014-2020 at <https://www.louisianabelieves.com/resources/library/high-school-performance>

2021 Community Counts

Less than High School Graduate or Equivalency for Age 18 to 24 Years in Shreveport-Bossier City MSA, 2012-2019



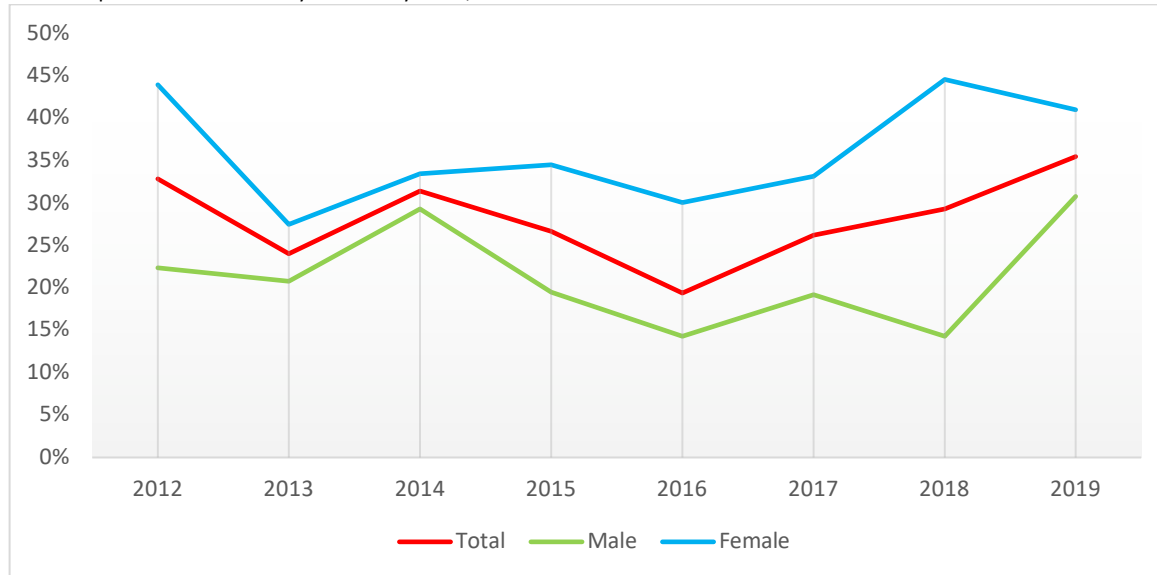
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019

American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

9.3 Workforce

Percent Population Ages 18 to 24 Enrolled in College or Graduate School in Shreveport-Bossier City MSA by Sex, 2012-2019

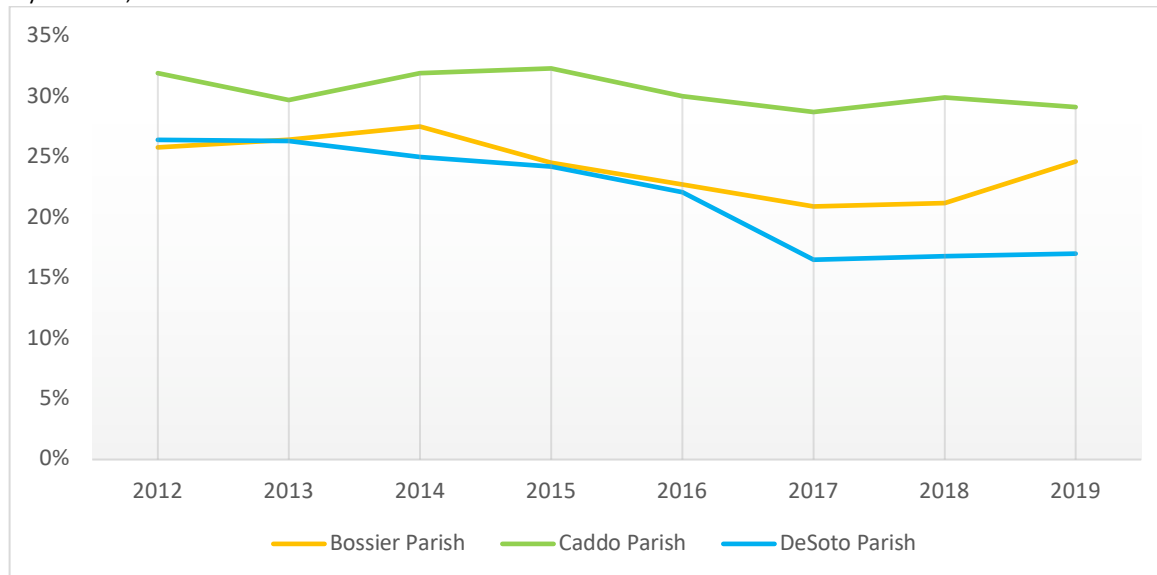


Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019

American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

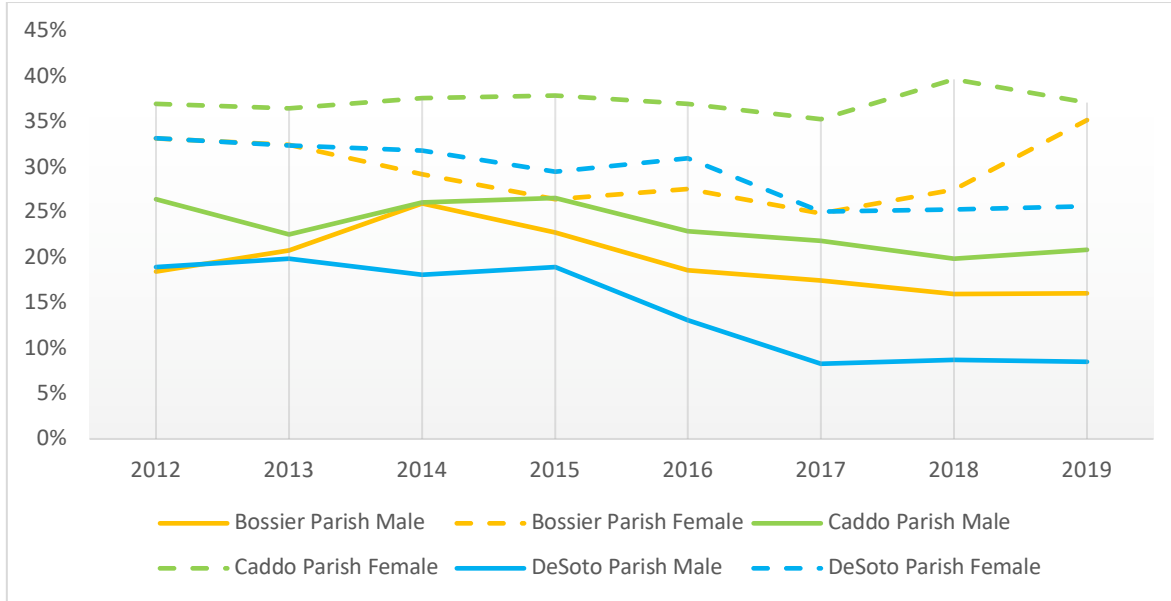
Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish, 2012-2019



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

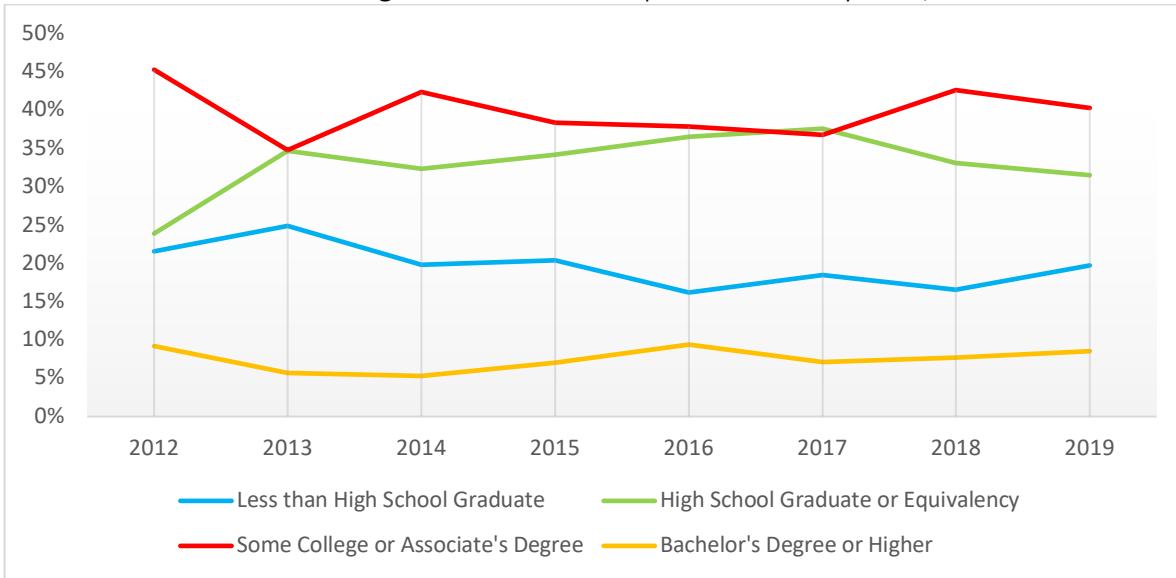
2021 Community Counts

Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish and Sex, 2012-2019



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Educational Attainment for Ages 18 - 24 in Shreveport-Bossier City MSA, 2012-2019

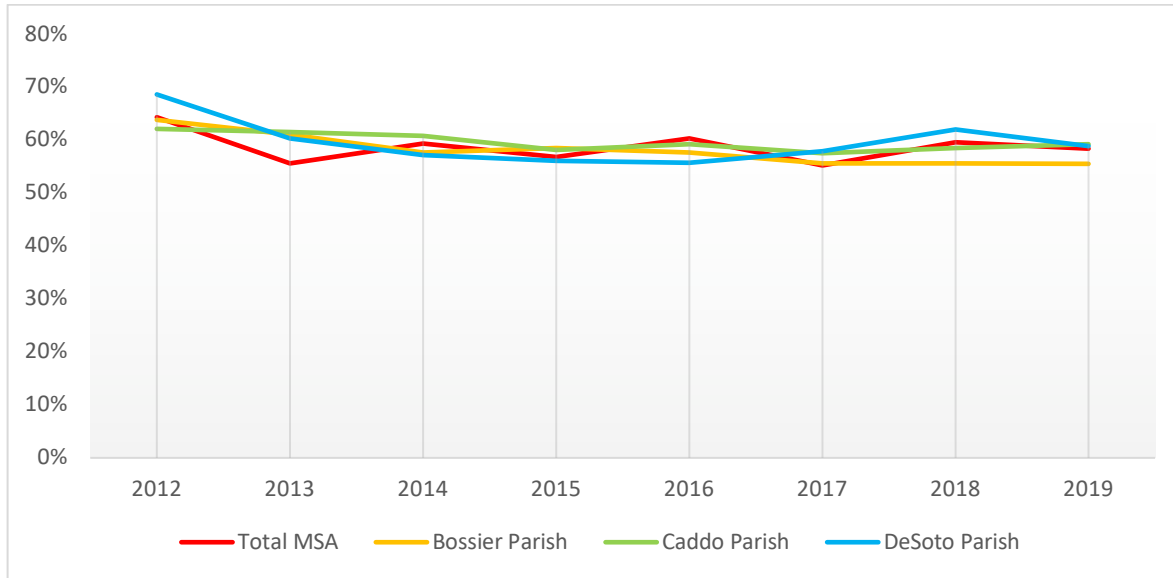


Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

2021 Community Counts

Employment Rate for Age 20 to 24 Years in Shreveport-Bossier City MSA and Parishes, 2012-2019

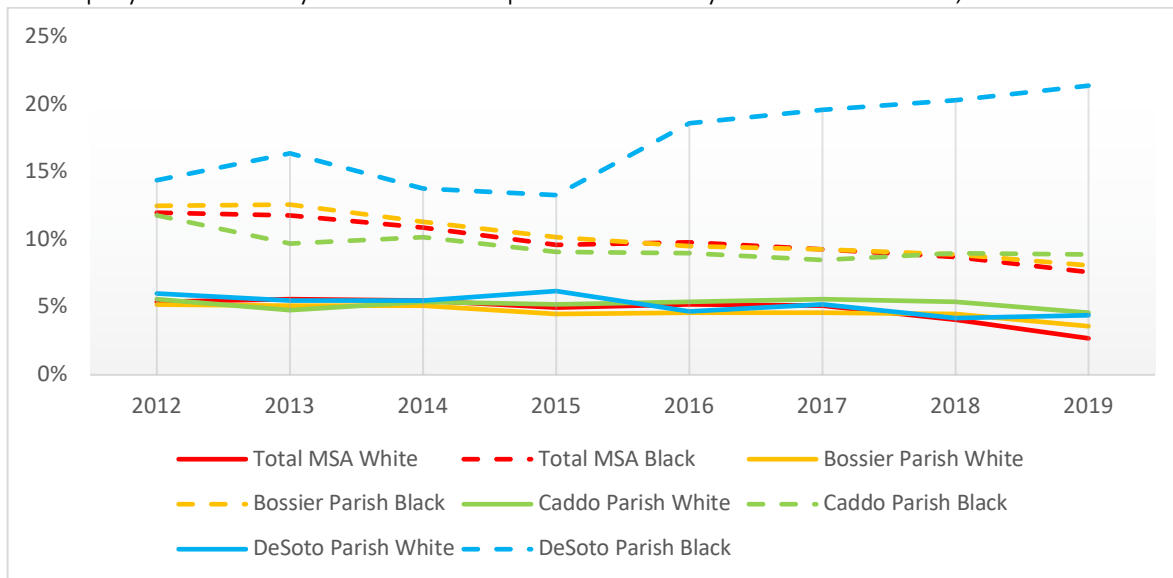


Source: U.S. Census Bureau, 2012-2019 American Community

Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

Unemployment Rate by Race in Shreveport-Bossier City MSA and Parishes, 2012-2019

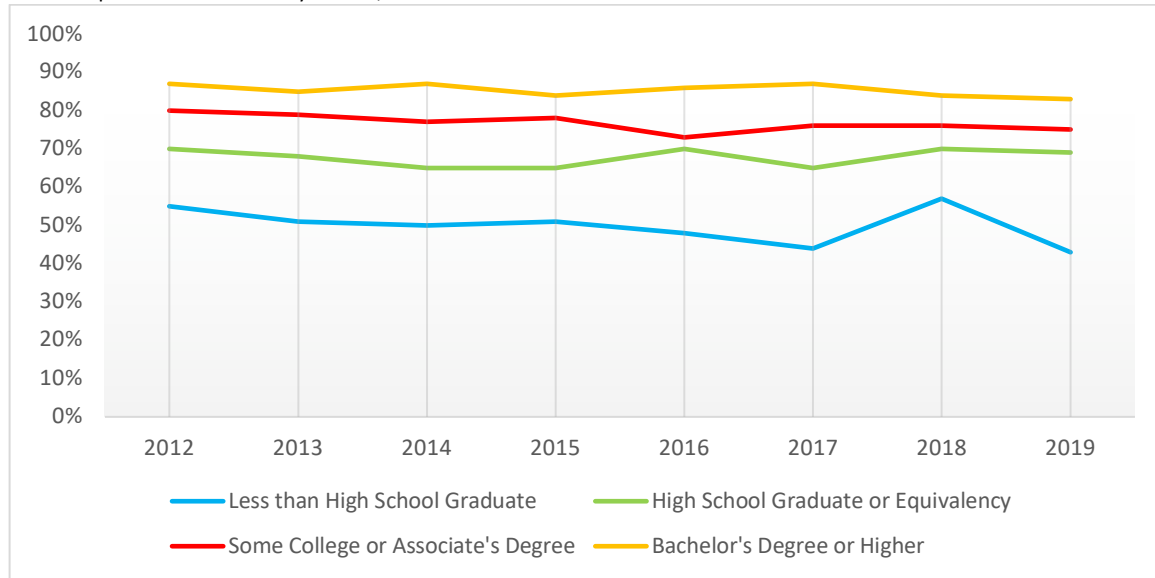


Source: U.S. Census Bureau, 2012-2019 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

2021 Community Counts

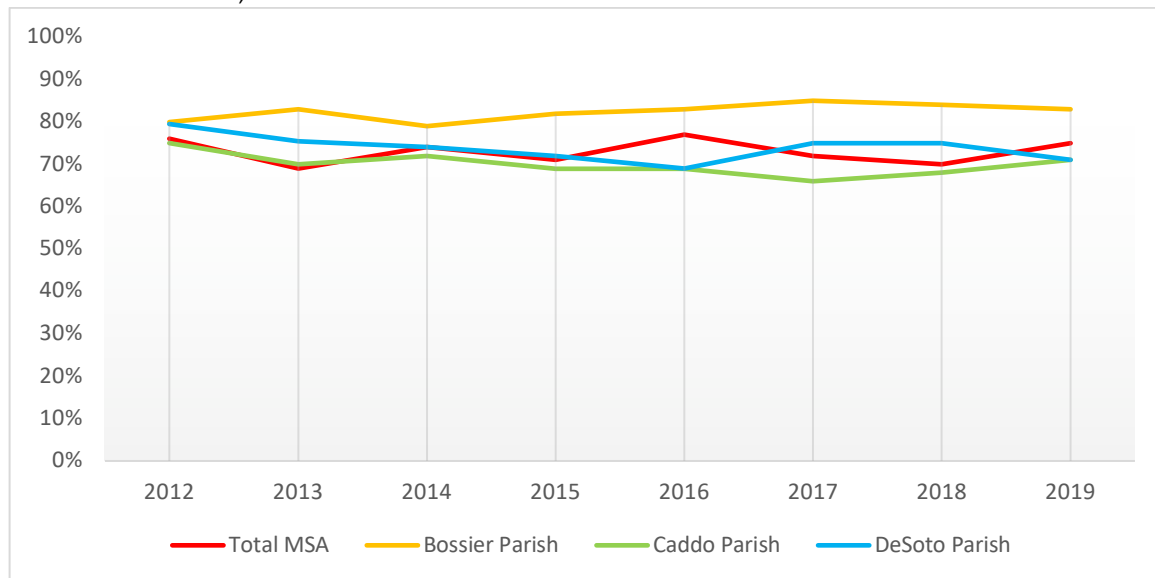
Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 in Shreveport-Bossier City MSA, 2012-2019



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2013-2019 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

Labor Force Participation Rate for Ages 20 to 24 in Shreveport-Bossier City MSA and Parishes, 2012-2019



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2013-2019 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.