

Community Foundation

of North Louisiana



TRANSFORMATION STARTS HERE

A Community Report Card

COMMUNITY
COUNTS 2022

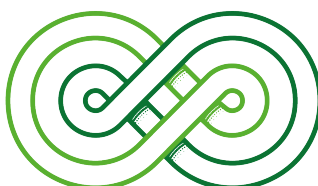
About the Authors

Dr. Dave N. Norris

Dave Norris is the Chief Innovation Officer at Louisiana Tech University. He leads the university's research, innovation and economic development mission. He oversees the university's Research Enterprise, Enterprise Campus, and he directs the university's network of business and entrepreneurial development services, corporate partners, and investors. He has served on several statewide boards, including the Louisiana Business Incubator Association, the LONI Economic Development Advisory Board, and the Louisiana Occupational Forecasting Conference. He is the past president of the Board of the Greater Ouachita Coalition for AIDS Resources and Education and past president of the board of the Living Well Foundation in West Monroe. He was the Independent Economist for the State of Louisiana from 2002 to 2005 charged with evaluating the state's economic development programs and incentives. Dr. Norris was previously on the Economics faculty at Northeastern University in Boston (2000-2002) and served in the Office of the Chief Economist at the U.S. Department of Health and Human Services (1998-2000). He received his undergraduate degree from Louisiana Tech University and his master's and Ph.D. in Economics from the University of Texas at Austin.

Dr. Amanda M. Norris

Amanda Norris is a psychologist in private practice in Monroe/West Monroe, Louisiana. She earned her B.S. in Psychology from Miami University in 2003 and her Ph.D. in Counseling Psychology from Louisiana Tech University in 2009. Formerly the Mental Health Director at Swanson Center for Youth in Monroe, LA, she has experience providing therapy and psychological assessment to children, adolescents, adults, and the geriatric population in a variety of clinical settings including corrections, university counseling centers, outpatient treatment, and nursing homes. She is currently in private practice and also works part-time at an outpatient community health clinic. She is a member of the American Psychological Association including Division 44 Society for the Psychology of Sexual Orientation and Gender Diversity and Division 56 Division of Trauma Psychology. She also served on the Northeast Delta Human Services Authority as secretary from 2011 to 2013.



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To view the full *Community Counts* report and all data, visit CFNLA's website: cfnla.org/data

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Introduction

Accurate data is essential to help our community set priorities, track progress, formulate policy, and allocate resources. To help drive transformational change in our area, Community Foundation of North Louisiana has been tracking data and publishing *Community Counts* since 2008.

Community Counts serves as a report card on the quality of life for the Shreveport-Bossier area. Data for the **Shreveport-Bossier Metropolitan Statistical Area (MSA)*** is collected and tracked in six categories. Data is ranked and compared to 10 other peer communities similar in size and geographic location as well as the Monroe MSA. The categories are as follows:

- Population
- Economic Well-Being
- Human Capital
- Health
- Social Environment
- Physical Environment

By tracking progress in each of these priority indicators, the Community Foundation assesses the impact of funding and programs and identifies areas needing additional support.

This Executive Summary includes only a portion of the data available in the full *Community Counts* report which can be found on CFNLA's website: cfnla.org/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.*



Population

Total Population of Metropolitan Statistical Areas, 2020

Metropolitan Statistical Areas	Population	Rank
Jackson, MS	596,287	1
Chattanooga, TN-GA	561,055	2
Fayetteville-Springdale-Rogers, AR	526,101	3
Lafayette, LA	490,220	4
Huntsville, AL	464,607	5
Killeen-Temple, TX	452,428	6
Shreveport-Bossier City, LA	397,590	7
Montgomery, AL	373,552	8
Columbus, GA-AL	319,643	9
Roanoke, VA	313,289	10
Monroe, LA	202,138	11

Shreveport-Bossier ranked number 7 in 2019 (394,706).

**All data sources available on page 23.*

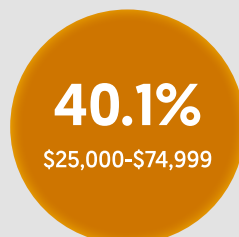
Economic Well-Being

Median Household Income for MSA, 2020

MSA	Income	Rank
Huntsville, AL	\$66,450	1
Fayetteville-Springdale-Rogers, AR	\$61,761	2
Roanoke, VA	\$57,642	3
Killeen-Temple-Fort Hood, TX	\$55,306	4
Chattanooga, TN-GA	\$54,425	5
Montgomery, AL	\$54,250	6
Jackson, MS	\$53,639	7
Lafayette, LA	\$52,827	8
Columbus, GA-AL	\$48,903	9
Shreveport-Bossier City, LA	\$46,610	10
Monroe, LA	\$43,212	11

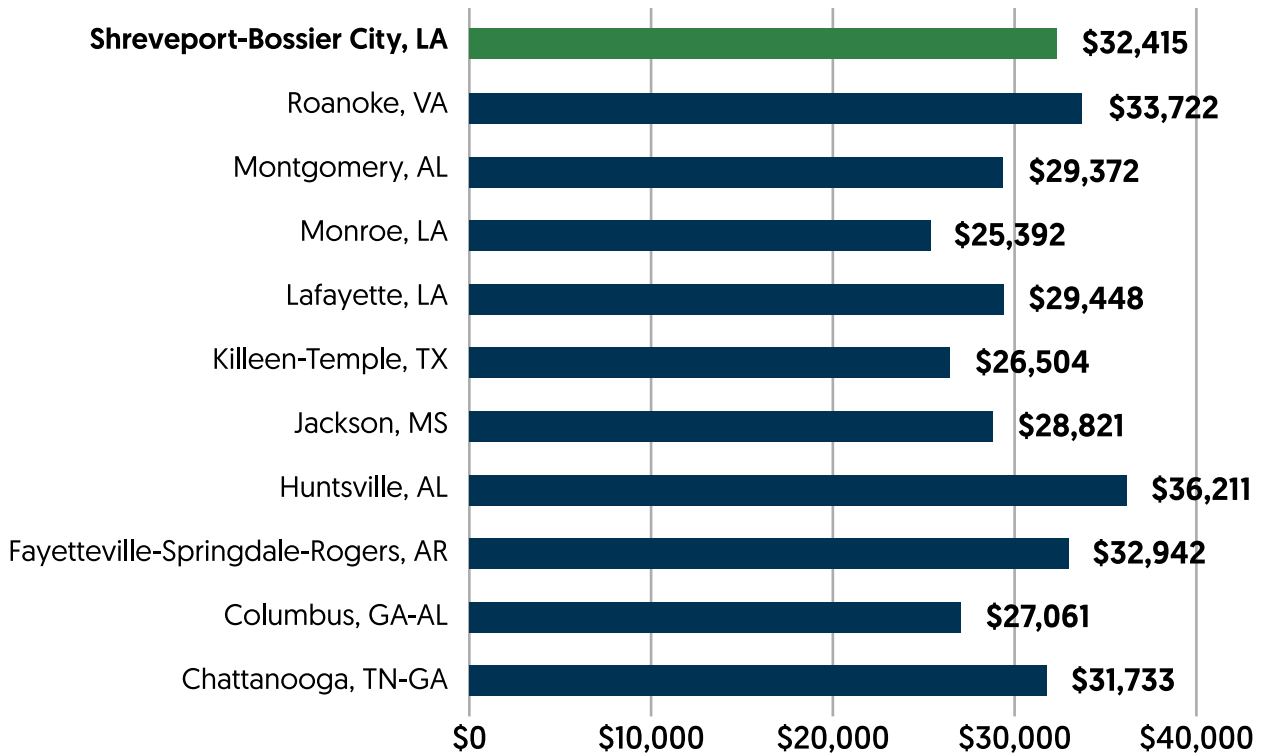
Shreveport-Bossier has increased Median Household Income 13.4% since 2010.

Income Distribution for Shreveport-Bossier MSA, 2020



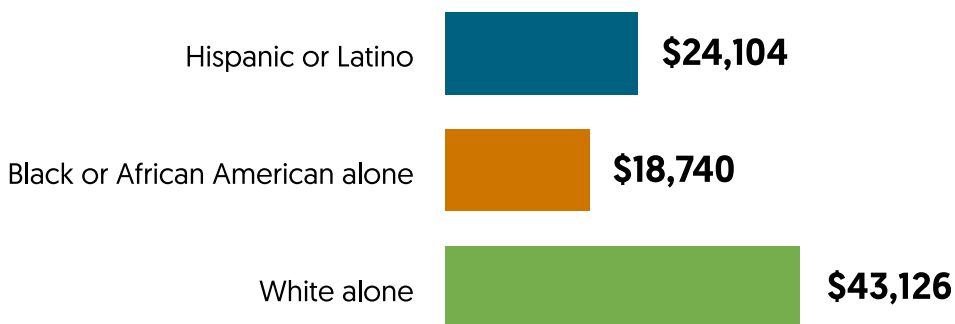
Economic Well-Being

Per Capita Income for MSA, 2020

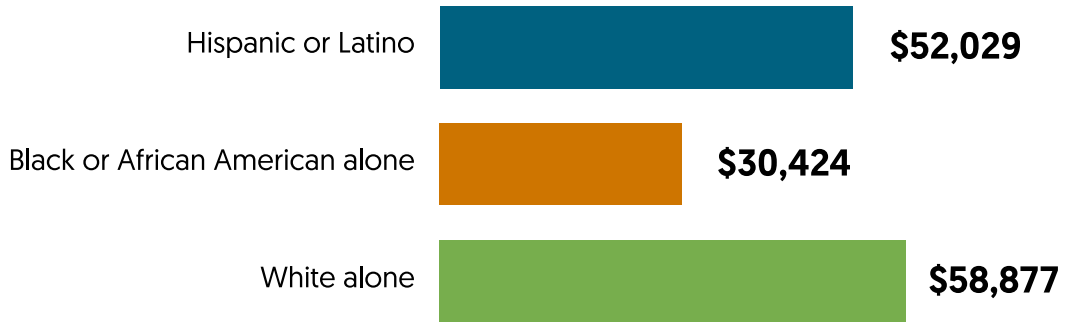


Per capita income is a measure of the economic output of a community relative to its population. The Shreveport-Bossier MSA saw an increase in per capita income from **\$27,807** in 2019 to **\$32,415** in 2020, moving our rank from 8th to 4th relative to the peer communities. While the low median household and the low median hourly wage is distressing, the strong performance on per capita income indicates there is strong productive capacity in the regional economy generating significant income.

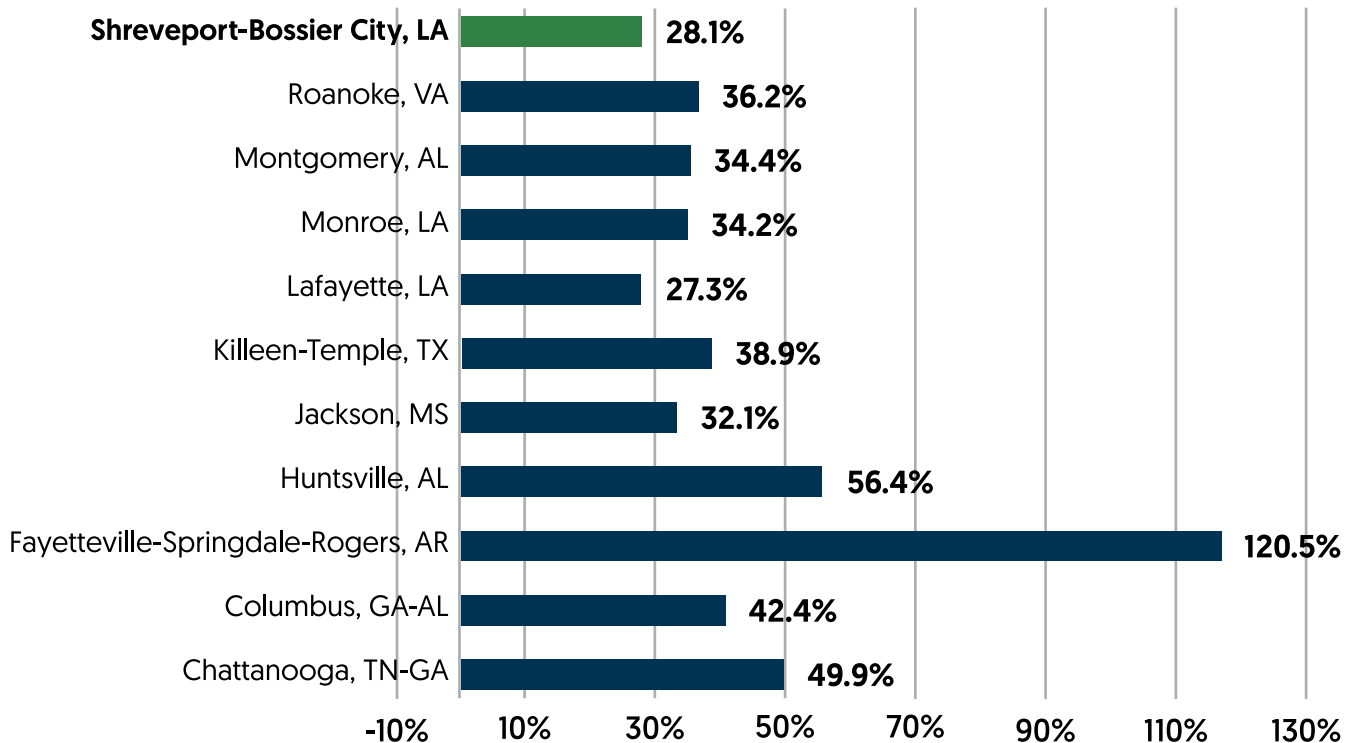
Per Capita Income by Race for the Shreveport-Bossier MSA, 2020



Median Household Income by Race of Householder for the Shreveport-Bossier MSA, 2020



Percent Increase in Personal Income for MSA, 2010-2020



Poverty

Percent of Families Below Poverty Level for MSA, 2020

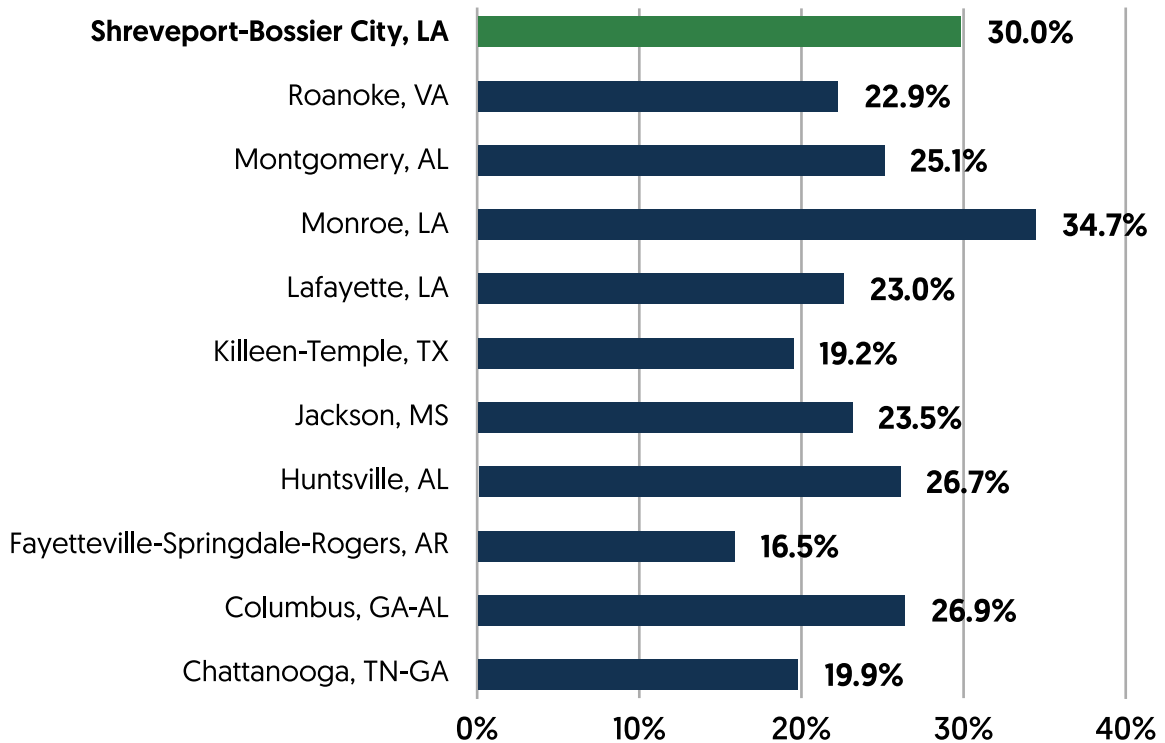
MSA	Families Below Poverty Level	Rank
Huntsville, AL	8.5%	1
Fayetteville-Springdale-Rogers, AR	8.6%	2
Roanoke, VA	8.8%	3
Chattanooga, TN-GA	8.9%	4
Killeen-Temple, TX	10.2%	5
Jackson, MS	12.1%	6
Montgomery, AL	13.1%	7
Columbus, GA-AL	13.9%	8
Lafayette, LA	14.6%	9
Shreveport-Bossier City, LA	16.2%	10
Monroe, LA	18.2%	11

Shreveport-Bossier ranked number 10 in 2019 (17.5%).



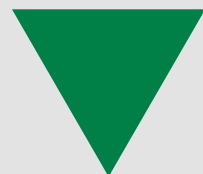
Over 34.1% of children under 18 in the Shreveport-Bossier MSA live in households with SSI, Cash Public Assistance, or SNAP.

Poverty Rate for Families with Children Under 5 Years Old for MSA, 2020



Data across all MSAs illustrates 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.

Poverty Rate for Families with Children Under 5

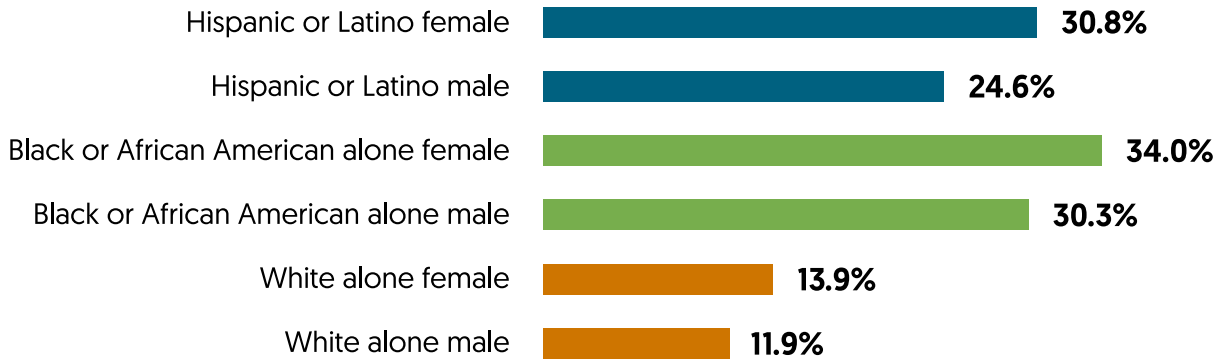


5%

Down from 2017

Poverty

Poverty Rate by Race by Sex for the Shreveport-Bossier MSA, 2020



Poverty rate for black individuals is almost 3 times that of whites. Black females have a poverty rate of **34%** compared to **13.9%** rate for white females.

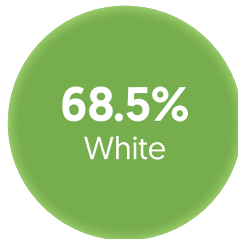
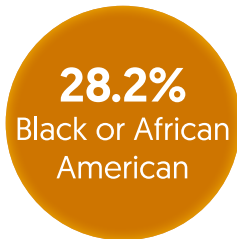


Shreveport-Bossier has the highest share of occupied units with rent **35%** or more of household income.

Shreveport-Bossier has the second highest share of occupied units with monthly owner costs **35%** or more of household income.



Homeowners by Race



Housing costs that deplete high percentages 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. 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 decreasing the likelihood of foreclosure.

Education

Percent of 3- and 4-Year-Olds Enrolled in School for MSA, 2020

MSA	Percent Enrolled in School	Rank
Jackson, MS	61.7%	1
Shreveport-Bossier City, LA	52.9%	2
Columbus, GA-AL	50.1%	3
Roanoke, VA	45.7%	4
Huntsville, AL	43.9%	5
Monroe, LA	43.3%	6
Chattanooga, TN-GA	42.0%	7
Fayetteville-Springdale-Rogers, AR	41.6%	8
Montgomery, AL	41.2%	9
Lafayette, LA	38.7%	10
Killeen-Temple, TX	35.4%	11

Shreveport-Bossier ranked number 3 in 2019 [51%].



Percent of 3- and 4-Year-Olds Enrolled in School

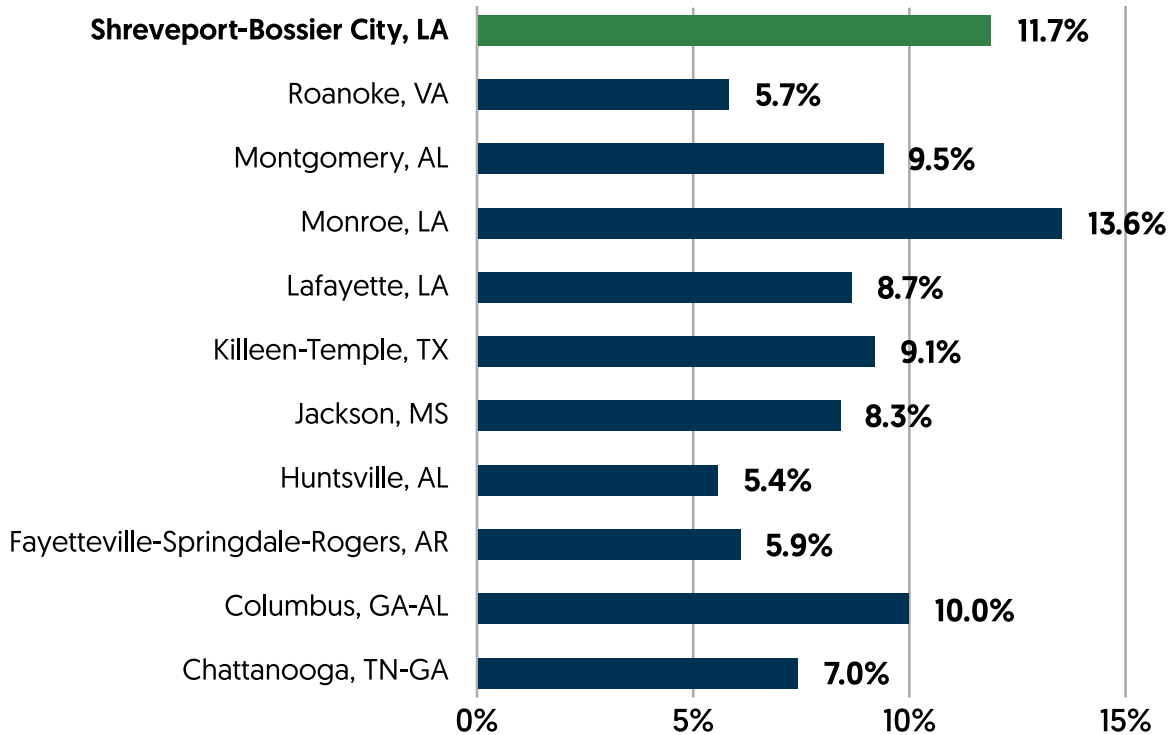


10%

Up from 2010

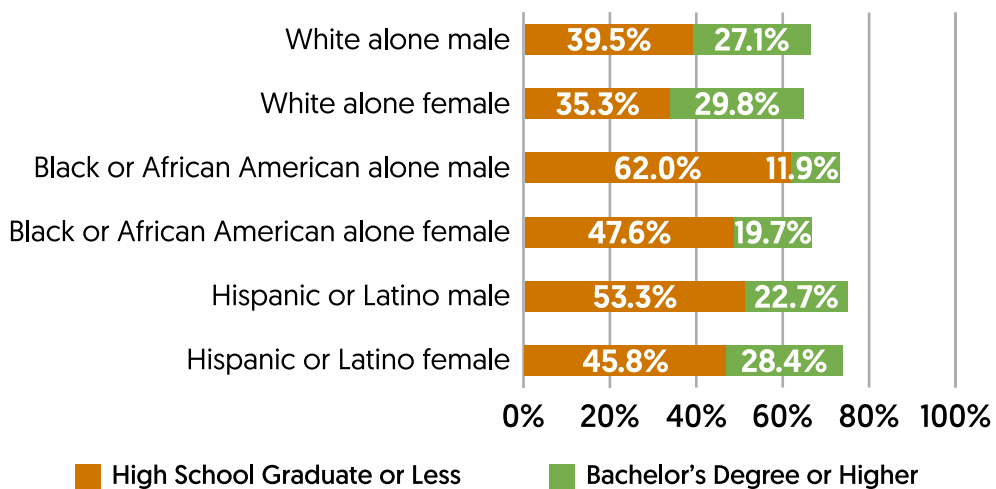
Education

Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for MSA, 2020



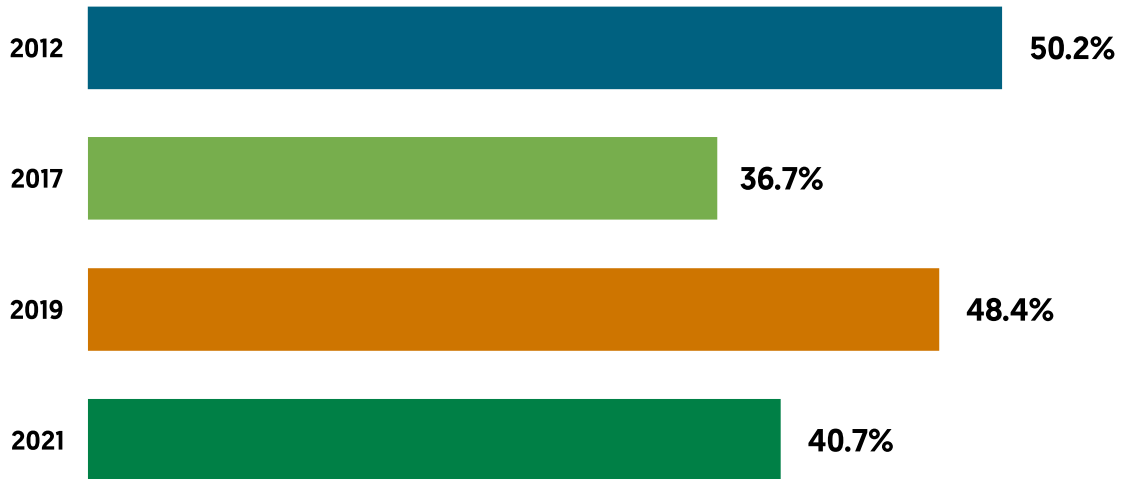
14.8% of males age 16-19 are idle versus 8.2% of females for Shreveport-Bossier MSA, 2020.

Educational Attainment by Race by Sex for the Shreveport-Bossier MSA, 2020

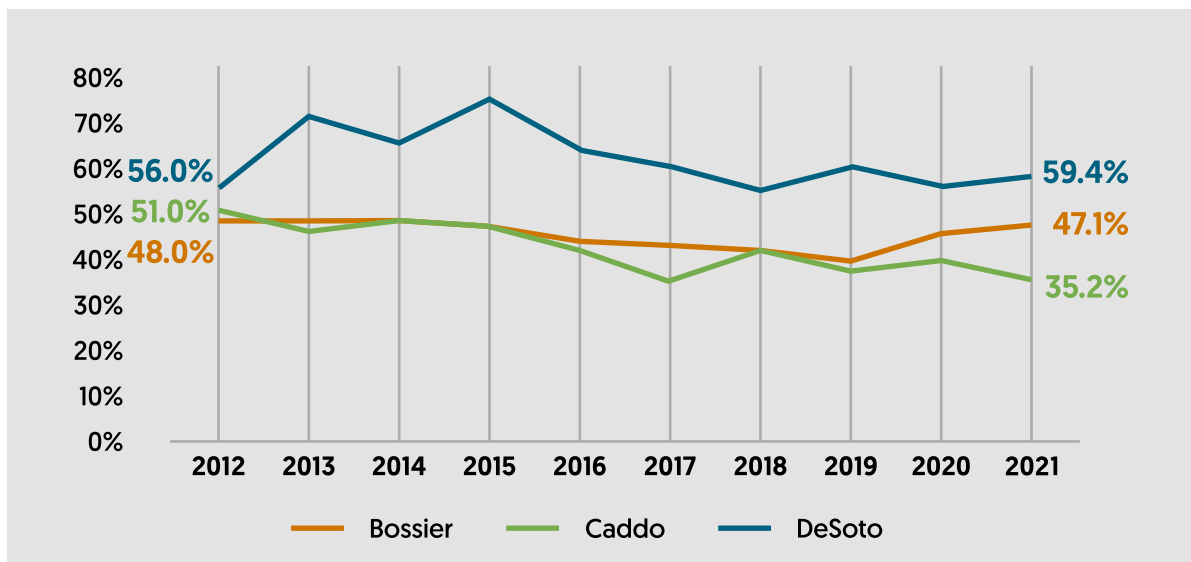


Education

Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall 2012-2021



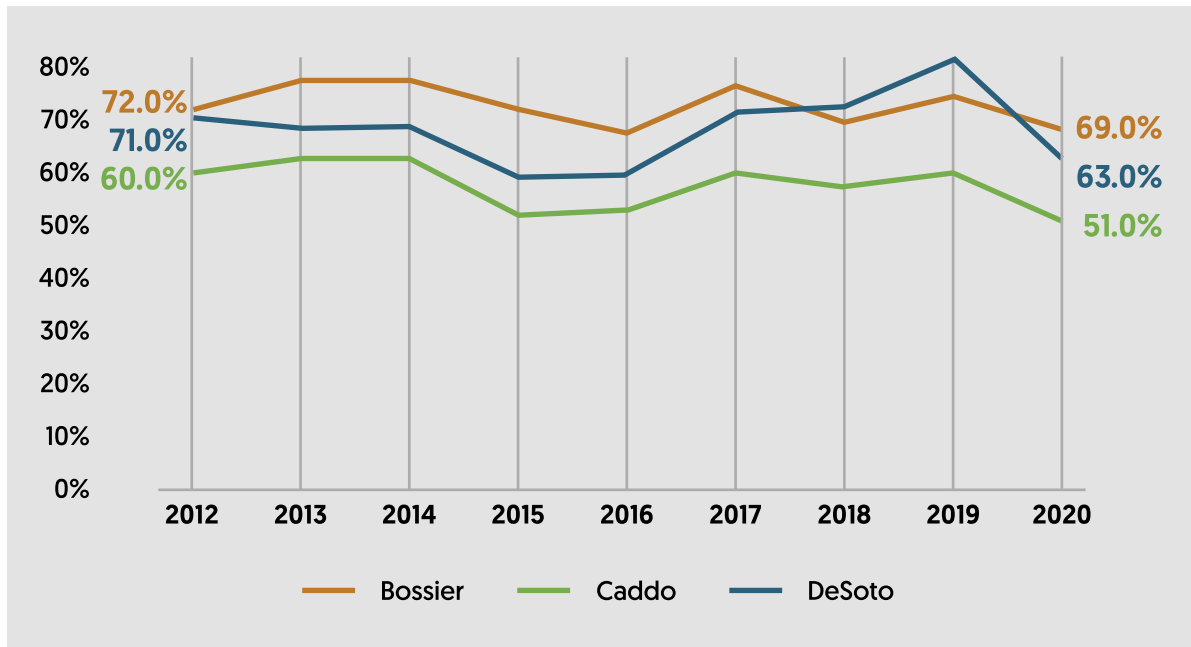
Percent Incoming Kindergartners Arriving Kindergarten Ready by Parish, Fall 2012-2020



Cohort High School Graduation Rate for Shreveport-Bossier MSA has increased to **85.9%** from **64.2%** in 2010.

Education

3rd Grade English and Language Arts Proficiency (Basic & Above) by Parish, 2012-2020



Since 2012, third grade English and Language Arts Proficiency in Shreveport-Bossier MSA decreased from **64.6%** to **57.6%**.



12.4%

High school diploma or less

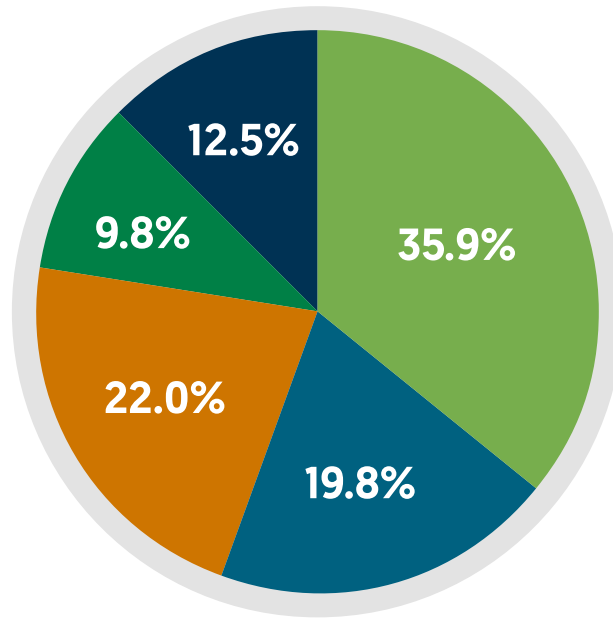


24.1%

Bachelor's degree or higher

More than **68%** of adults 25 and older in the Shreveport-Bossier MSA have less than a post-secondary degree and **12.4%** have less than a high school diploma or equivalency. Communities with **70%** or more of their citizens lacking a post-secondary education are not well-positioned to compete for 21st century economic opportunities.

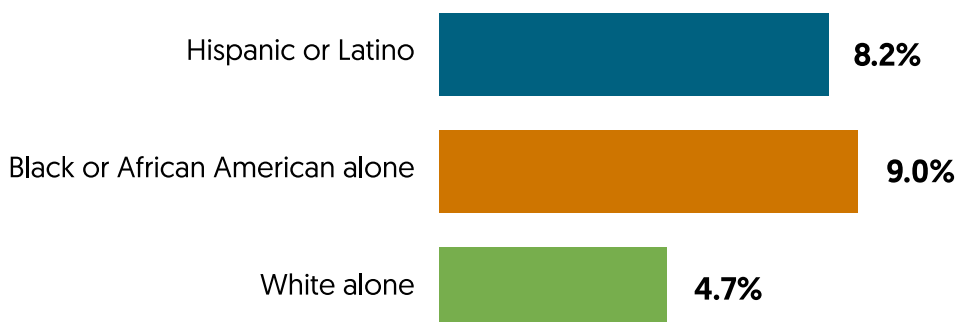
Employment by Occupation for the Shreveport-Bossier MSA, 2020



- Management, Business, Science, & Arts
- Sales & Office
- Production, Transportation & Material Moving
- Service
- Natural Resources, Construction & Maintenance

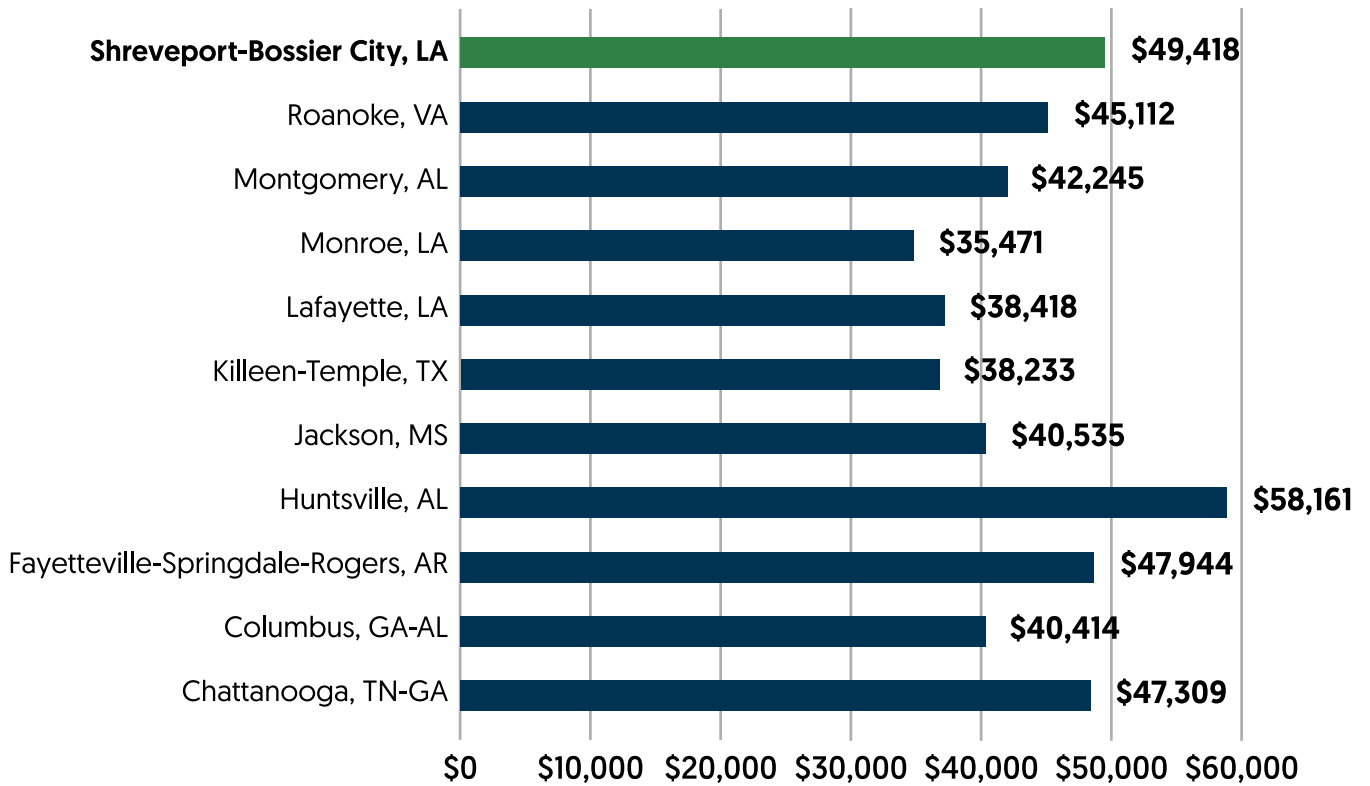
Shreveport-Bossier MSA has the 2nd lowest labor force participation rate at 58.7%. This means a large share of the adult population (16 and over) is not looking for work.

Unemployment Rate by Race for the Shreveport-Bossier MSA, 2020



Workforce

Per Capita Real GDP (in chained 2012 dollars) for MSA, 2020



Our workforce ranks 2nd among our peers for the third year in a row in terms of productivity as measured by per capita GDP. However, there is a concerning disconnect between the productivity of the workforce and returns to its labor in terms of low median income and hourly 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.



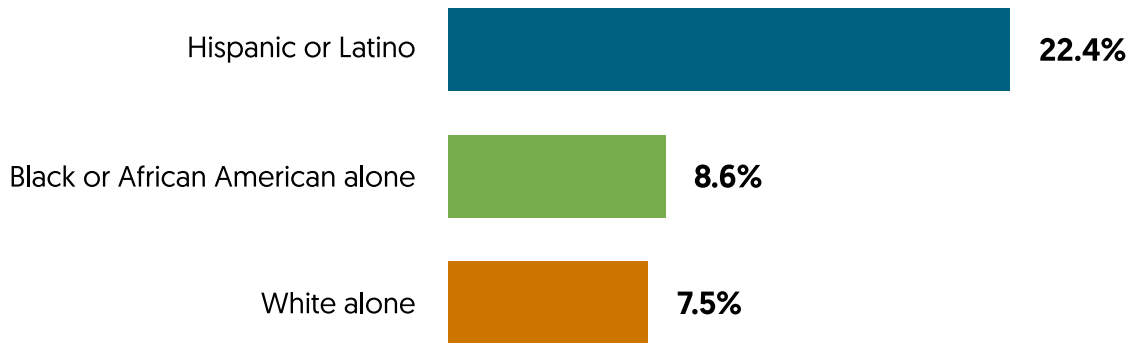
Mortality Rate (per 100,000 population), 2020

MSA	Mortality Rate	Rank
Killeen-Temple-Fort Hood, TX	824.7	1
Fayetteville-Springdale-Rogers, AR	842.0	2
Huntsville, AL	1043.5	3
Lafayette, LA	1123.2	4
Columbus, GA-AL	1153.8	5
Jackson, MS	1198.9	6
Chattanooga, TN-GA	1218.8	7
Montgomery, AL	1235.2	8
Shreveport-Bossier City, LA	1319.0	9
Roanoke, VA	1368.7	10
Monroe, LA	1439.1	11

Shreveport-Bossier ranked number 8 in 2019 (1063.8).

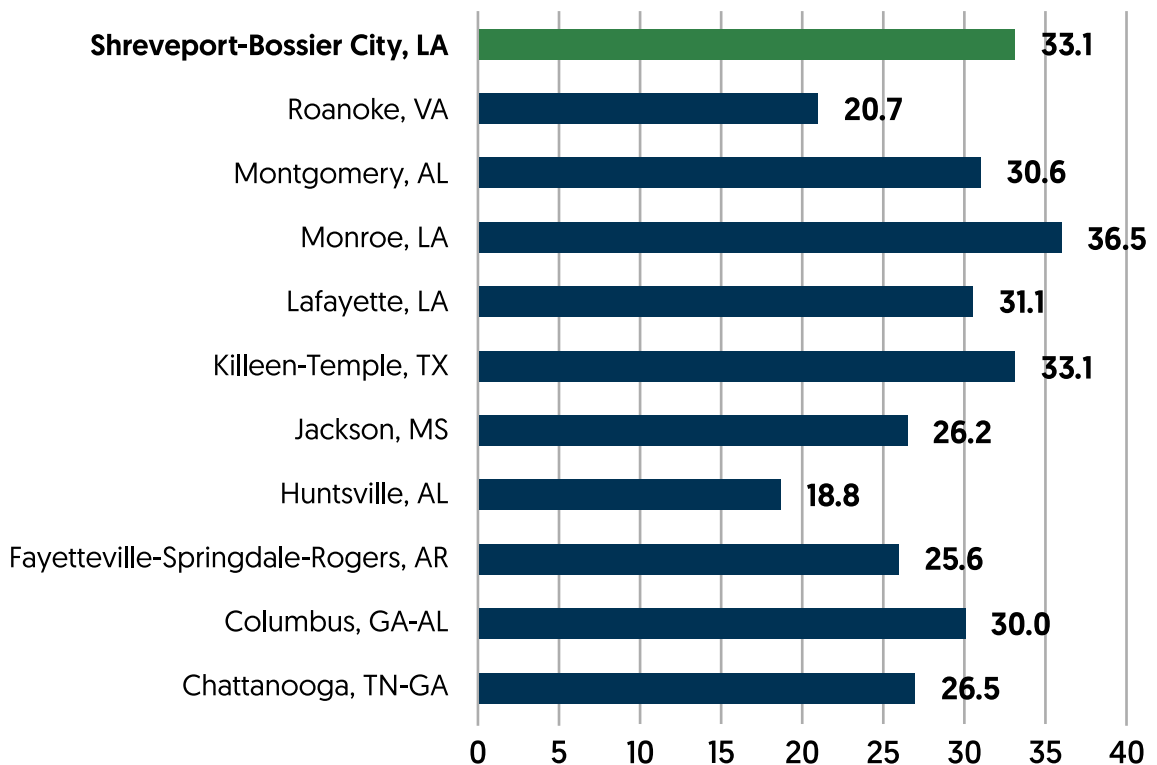
One would expect a community with high rates of poverty and economic distress, lower than average education levels, and high rates of households on public assistance to have lower overall health outcomes. These expectations are mitigated somewhat in our region by a strong regional healthcare system and very high levels of health insurance coverage. Consequently, we end up with moderate to low health outcomes across the board. **Shreveport-Bossier MSA has the 3rd highest mortality rate, 3rd highest chlamydia rate, the highest rate of low-weight births, and the 2nd highest teen birth rate.**

Percent Uninsured by Race for the Shreveport-Bossier MSA, 2020



Percent uninsured for Shreveport-Bossier citizens decreased from 18.2% in 2010 to 8.5% in 2020.

Teen Birth Rate per 1,000 Female Population Ages 15-19 for MSA, 2014-2020



Teen Birth Rate for Shreveport-Bossier has decreased from 36.3 since 2013.

Low Birth Weight By Race of Mother for the Shreveport-Bossier MSA, 2022

Black or African American



18.0%

White



8.9%

8%

National Average

10.9%

Louisiana Average

12.9%

Shreveport-Bossier, MSA Average

Low Birth Weight for Shreveport-Bossier has decreased **3%** since 2019.

Defining Low Birth Weight:

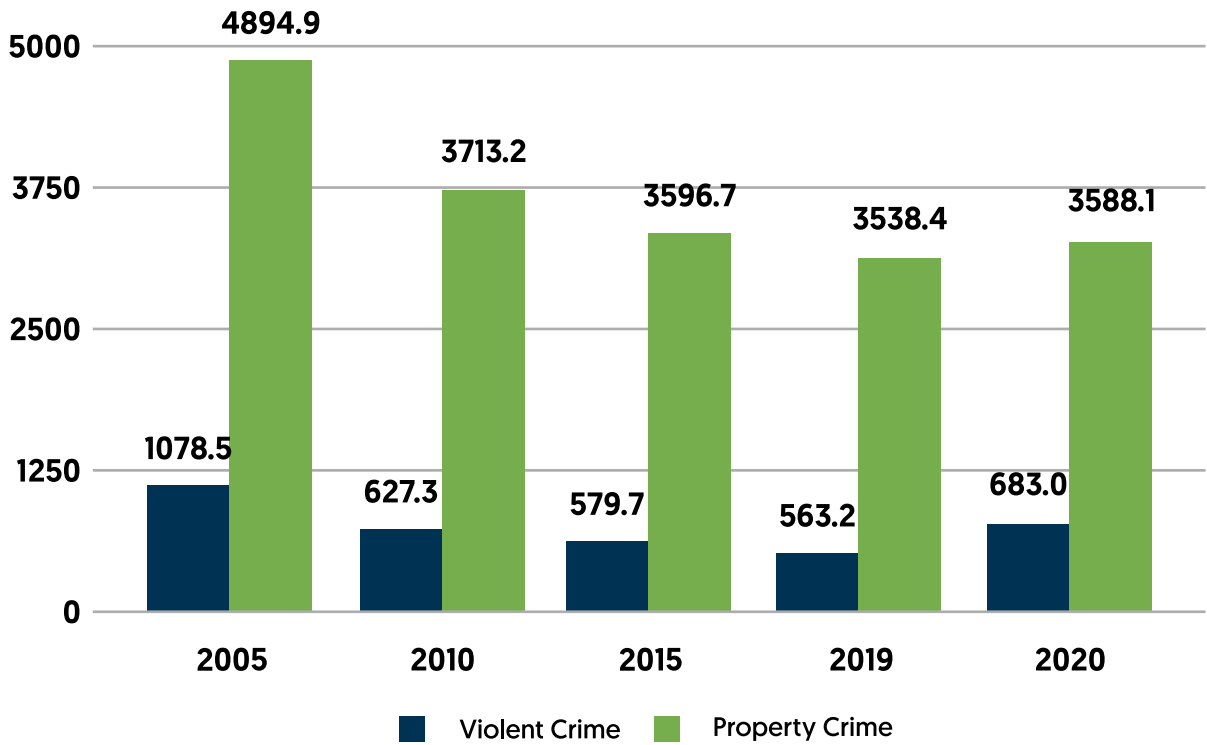
Low birth weight (LBW) is the percentage of live births in which the infant weighed less than 5 pounds, 8 ounces. LBW impacts an infant's current and future morbidity, as well as premature mortality risk. From the perspective of maternal health risks in all categories of health factors including the 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.

At **12.9%**, Shreveport-Bossier MSA has the highest percentage of live births with low birth weight of all comparative communities.



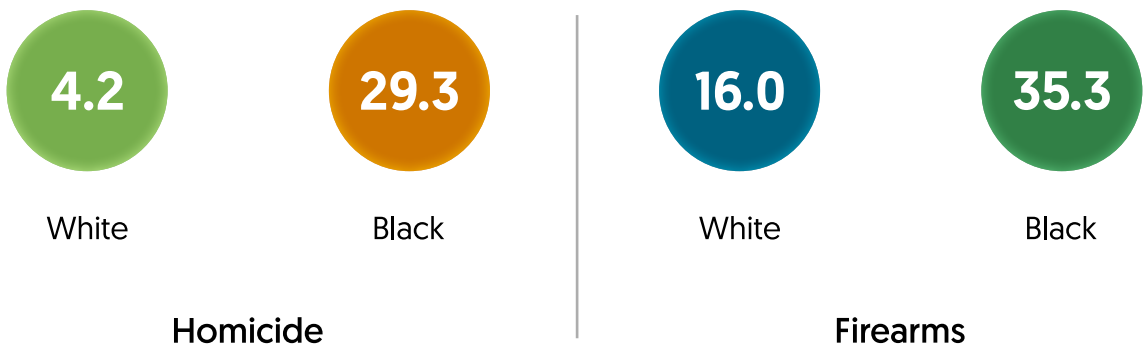
Social Environment

Violent Crime Offenses and Property Crime Rate (Offenses per 100,000) for Shreveport-Bossier MSA, 2020



Since 2005, violent crime rate and property crime rate for Shreveport-Bossier MSA has steadily decreased with an uptake in 2020.

Number of Deaths Due to Homicide and Firearms Per 100,000 Population by Race for the Shreveport-Bossier MSA, 2022



Social Environment

Percent of Population Registered to Vote for MSA, 2021

MSA	Percent of Pop. Registered to Vote	Rank
Monroe, LA	69.2%	1
Jackson, MS	68.2%	2 (tie)
Roanoke, VA	68.2%	2 (tie)
Huntsville, AL	67.8%	4
Lafayette, LA	66.6%	5
Shreveport-Bossier City, LA	65.5%	6
Chattanooga, TN-GA	65.0%	7
Montgomery, AL	63.7%	8
Columbus, GA-AL	61.5%	9
Fayetteville-Springdale-Rogers, AR	59.9%	10
Killeen-Temple-Fort Hood, TX	56.5%	11

Shreveport-Bossier ranked number 9 in 2020 (65.5%).

Population Registered to Vote By Race

65.6%

White

60.8%

Black

Sources

Page 5 Source:

U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

Page 6 Source:

U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

Page 7 Source:

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Page 9 Source:

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U.S. Census Bureau, 2013-2020 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

Page 16 Source:

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Page 17 Source:

GDP by Metropolitan Area from the Bureau of Economic Analysis at apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1&acrdrn=5

Page 18 Source:

Calculated by author based on Center for Disease Control online database, WONDER, at wonder.cdc.gov

Page 19 Sources:

Census Bureau, 2020 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

Calculated by author with data from the 2022 County Health Rankings at countyhealthrankings.org

Page 20 Source:

Calculated by author with data from the 2022 County Health Rankings at countyhealthrankings.org

Page 21 Sources:

FBI Uniform Crime Reports, 2020 at data.dailyworld.com/crime-report/us-metro-areas/00000/violentcrimes/

FBI Uniform Crime Reports, 2020 at data.dailyworld.com/crime-report/us-metro-areas/00000/property-crimes/

Calculated by author with data from the 2022 County Health Rankings at countyhealthrankings.org/explore-health-rankings

Page 22 Sources:

Calculated by author using data from the Alabama Voter Registration Statistics, 2021 at sos.alabama.gov/alabama-votes/voter/election-data; Arkansas Registered Voters, 2021 at sos.arkansas.gov/elections/research; Georgia Voter Registration Statistics, 2021 at sos.ga.gov/georgia-active-voters-report; Louisiana Voter Registration Statistics, 2021 at sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsStatewide.aspx; Mississippi Voter Registration Statistics, 2021 at sos.ms.gov/elections-voting/active-voter-count-reports; Tennessee Election Statistics, 2021 at sos.tn.gov/products/elections/election-statistics; Texas Voter Registration Figures, 2021 at sos.state.tx.us/elections/historical/vrfig.shtml; and the Virginia Voter Registration Statistics, 2021 at elections.virginia.gov/resultsreports/registration-statistics/

sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsParish.aspx



Community Counts

An initiative of Community Foundation of North Louisiana

401 Edwards Street, Suite 105
Shreveport, LA 71101

cfnla.org/data