

Community Counts

DATA FOR A BRIGHTER TOMORROW
2025 REPORT



Community Foundation
of North Louisiana

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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 a summary rankings table on page 120 of this report. Of the six primary categories, the MSA's ranking among its peers (with 1 being the best possible ranking) was in the middle tier in two: Human Capital (6.2) and Social Environment (7.3). Shreveport-Bossier was in the lower tier the other four: Population (9.5), Economic Well-Being (7.8), Health (8.1), and Physical Environment (9.0). The best news is that Shreveport-Bossier made significant improvements in the Human Capital ranking. Also, of the 41 indicators in the report that are used to rank the peer communities, Shreveport-Bossier rankings improved on 18, got worse on 11, and stayed the same on 12. So, the Shreveport-Bossier MSA held its ranking or improved it on 30 of 41 indicators—the best year-over-year improvement by that measure since 2015. Highlights include top three rankings in percent of 3 and 4-year olds enrolled in school (3rd), percent of population 25 and over with an associate's degree (3rd), per capita personal income (3rd), real per capita GDP (2nd), 10-year real per capita GDP growth rate (1st), and percent of employed adults uninsured (3rd).

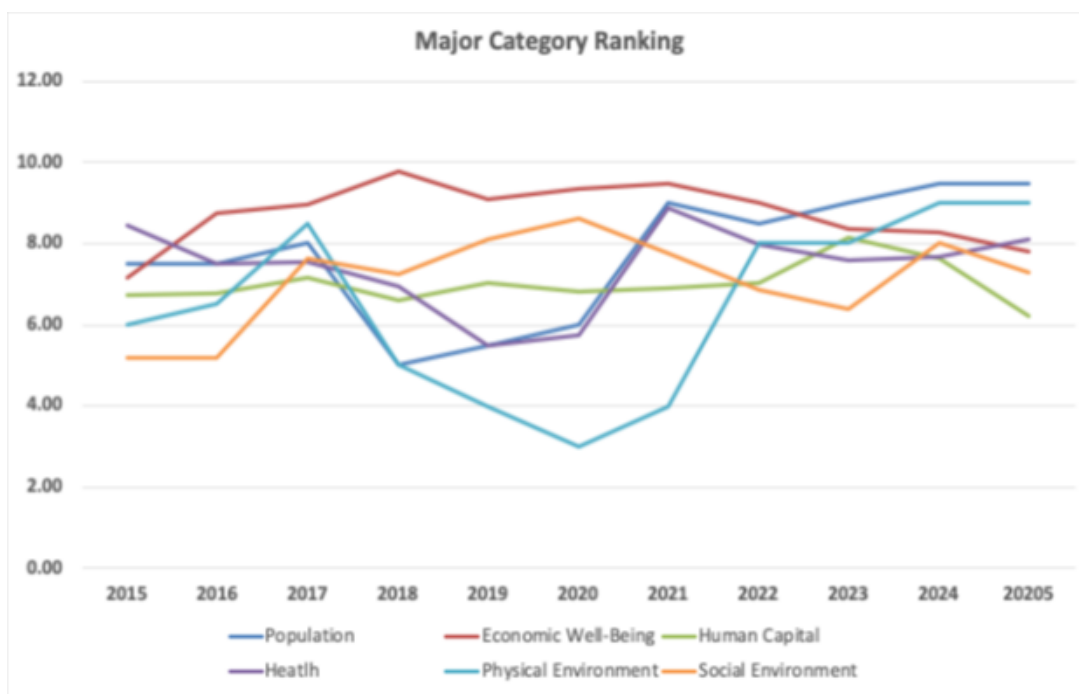
It is notable that in the major categories Shreveport-Bossier had meaningful improvement in Human Capital for the second year in a row along with a fourth consecutive year of improvement in the Economic Well-Being ranking. Along with this year's improvement in Social Environment, there is meaningful progress to recognize. Despite the small decline in the Health ranking, there was overall positive movement leading to an improvement in Shreveport-Bossier's overall ranking from 8.0 to 7.4.

Whereas this year's report shows progress over last year and the last several years—and some gains are holding from previous years—Shreveport-Bossier is still ranking in the lower middle tier overall relative to peers. This year's report continues to confirm that Shreveport-Bossier has a productive workforce and local economy, positive movement on some key education and workforce indicators, and good health insurance coverage. This is a solid foundation on which to drive future improvements in other categories.

10-Year Trends

The last decade has seen a moderate recovery from the significant regional out-migration of the 1980's and early 1990's, but population has continued to decline, falling 5.5% since 2013. There was a growing economic and demographic cohesiveness of the MSA region that prompted the U.S. Office of Management and Budget (U.S. OMB) to incorporate Webster Parish into the definition a few years ago. However, the inclusion of Webster Parish in the MSA has been revoked for future years following 2018 and many of those populations gains and momentum have dissipated.

The chart below shows the fluctuations in Shreveport-Bossier's rankings among the major categories in the report from 2015-2025. The ranking in Economic-Well Being, while still low, has seen gradual improvement since 2021. There have been consecutive years of improvement in the Human Capital ranking, while other categories have been more mixed with physical environment being the most volatile.



The Shreveport-Bossier MSA saw significant growth in median household income from 2006 to 2012. However, income fell from 2012 to 2017 before seeing moderate gains up through 2023. The last four years regained all and more of the previous decline with a median income of \$54,904 in 2023. While that has improved Shreveport-Bossier's ranking only slightly, it is positive recent growth in a critical indicator.

From 2013 to 2023 the Shreveport-Bossier MSA has seen modest growth in median household income, a steady rate of families in poverty with significant and persistent racial disparities, and a

moderate increase in families and children drawing some form of public assistance. Home ownership has remained steady over that same period despite a moderate increase in housing costs. Looking at the trends in human capital factors over the last decade, the Shreveport-Bossier MSA has seen improvement in the cohort graduation rate, a slight drop in ACT scores, a slight improvement in the share of 3-and-4-year-olds enrolled in school, and slight improvement in 3rd grade proficiency scores. There has been a disturbing drop in percentage in kindergarteners arriving kindergarten ready. The readiness measure was changed in recent data leading to likely drops in that metric. However, it is also likely that the dramatic impact on pre-k programs during COVID is also driving these numbers down. The Shreveport-Bossier MSA has also seen moderate progress in overall education levels with the share of adults with the lowest education levels dropping and those with some post-secondary education or a college degree increasing. Racial disparities remain persistent across a range of measures including education levels and employment.

In recent years, the most significant positive movement in the health indicators has been the reduction in the share of uninsured persons overall, including children and working adults. Most of this improvement took place from 2013 to 2017 during the implementation of the Affordable Care Act. The most significant area for concern in health is the persistently high mortality rate and the very high share of low-birth-weight babies, teen births, and STIs. 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 period to begin to make progress.

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 further 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 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. 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 2023 and were collected and analyzed in 2024 and 2025. Historical data are sometimes presented to illustrate change over time using a 10-year time span. By providing a comparative context, this report informs the public about the current state and direction of movement in the MSA’s social and economic health and offers a valuable resource for informing policy decisions.

In this 18th edition, the 2025 *Community Counts* report continues the emphasis on “cradle to career” 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 and identifying areas that need more attention. Over the last several years, new indicators have been incorporated to enhance the overall perspective on workforce, demographics, race, and sex, while key health indicators have been acquired from updated sources. These additions are intended to better illustrate the diverse circumstances and experiences across demographic groups in our community.

The report also includes data on three other communities in north Louisiana: the Monroe MSA, and two separate Louisiana MicroSAs, Natchitoches and Ruston. Although it is considerably smaller in population than the other MSAs, 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

Following pandemic-related data collection disruptions, the Census Bureau revised its methodology to reduce nonresponse bias in data collected in 2020. After evaluating the effectiveness of this methodology, the Census Bureau determined the standard, full suite of

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.

2016 to 2020 American Community Survey (ACS) 5-year data were fit for public release and government and business uses. In past versions of the *Community Counts* report, most of our data came from the ACS 1-year estimates. The ACS 1-year estimates are the most current data, but they have larger margins of error than the 5-year estimates because they are based on a smaller sample. The COVID-19 pandemic disrupted the ACS data collection process enough that the 1-year estimates from 2020 were deemed experimental, and consequently unreliable for our purposes. The 5-year estimates, however, are calculated to make them reliable under these circumstances. Therefore, most of the data in the 2022 report were based on 5-year estimates. Two years ago, the 1-year samples were deemed reliable by the Census Bureau so that 2023 report returned to those 1-year estimates with exceptions noted under each table and figure. That one-year shift and the ongoing impact of the pandemic in 2021 created some unusual variance in the data over that period. That has dissipated now, but it is useful to recall that disruption when we look back at data over time.

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	609,582	\$40,073	32.0%
Fayetteville-Springdale-Rogers, AR	590,295	\$33,213	26.6%
Chattanooga, TN-GA	580,353	\$40,844	36.6%
Huntsville, AL	527,254	\$44,524	44.6%
Killeen-Temple, TX	501,334	\$33,670	31.7%
Lafayette, LA	414,288	\$33,994	27.0%
Montgomery, AL	385,463	\$33,027	25.9%
Shreveport-Bossier City, LA	383,295	\$34,445	26.0%
Columbus, GA-AL	329,047	\$34,146	30.8%
Roanoke, VA	313,786	\$39,231	30.8%
Monroe, LA	222,341	\$29,807	26.9%
Micropolitan Statistical Area	Population	Per Capita Income	Pop. 25 yrs + Bachelor's Degree or Higher
Natchitoches, LA	37,047	\$26,602	25.6%
Ruston, LA	48,160	\$25,193	36.0%

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year 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 space 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, Louisiana MSA includes Caddo, Bossier, and DeSoto parishes. The Monroe MSA includes Ouachita, Morehouse, Richland, 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 these geographic designations are determined by the U.S. OMB and are used by the U.S. Census.

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

All data are the most recent and reliable publicly available data. The data 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 represent 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. The new race and sex indicators are spread among the major categories. 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.

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

Table 2: List of Data Indicators

POPULATION	
Population 2023	
Population by Race 2023	
Population by Age 2023	
Population Growth 2013-2023	
ECONOMIC WELL-BEING	
<i>Income</i>	
Median Household Income 2023	
Median Hourly Wage 2024	
Per Capita Income 2023	
Income Distribution 2023	
<i>Poverty</i>	
Poverty Rate 2023	
Poverty Rate for Children Under 5 Years of Age 2023	
Poverty Rate Age 25 and Over by Education 2023	
Poverty Rate by Work Status in Past 12 Months 2023	
<i>Public Assistance</i>	
SNAP Benefits 2023	
Households with Cash Public Assistance 2023	
Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP Benefits in the Past 12 Months 2023	
<i>Housing</i>	
Percent of Occupied Housing Units that are Owner-Occupied 2023	
Percent of Occupied Housing Units with Monthly Owner Costs 35% or More of Household Income 2023	
Percent of Occupied Units with Monthly Gross Rent 35% or More of Household Income 2023	
HUMAN CAPITAL	
<i>Education</i>	
Percent 3- and 4-Year-Olds Enrolled in School 2023	
Percent 16- to 19-Year-Olds Not Enrolled in School, Not in Labor Force, and Unemployed 2023	
Percent of Population 25 Years and Over with Less than High School Grad 2023	
Percent of Population 25 Years and Over with an Associate's Degree 2023	
Percent of Population 25 Years and Over with a Bachelor's Degree or Higher 2023	
Distribution of Education Level in the Population 2023	
Households with a Computer 2023	
Households with a Broadband Internet Connection 2023	
<i>Workforce</i>	
Unemployment Rate 2023	
Percent of Population 16 Years and Over in Labor Force 2023	
Employment by Occupation 2023	
Per Capita Personal Income 2023	
Per Capita Real GDP 2023	

Personal Income 2023
Percent Increase in Personal Income 2023
GDP Compound Growth Rate 2013-2023
Personal Income Sources 2023
Innovation Index Score
HEALTH
<i>Health Coverage</i>
Percent Uninsured 2023
Percent of Children Under 19 Uninsured 2023
Percent of Population 19 to 64 Years Employed and Uninsured 2023
<i>Health Environment</i>
Food Environment Index 2022
<i>Health Outcomes</i>
Mortality Rate 2023
Chlamydia Rate 2022
Percent of Live Births with Low Birth Rate 2017-2023
Teen Birth Rate per 1,000 Female Population 15-19, 2017-2023
PHYSICAL ENVIRONMENT
<i>Air Quality</i>
Median Air Quality Index 2024
Days with Air Quality Below Good 2024
SOCIAL ENVIRONMENT
<i>Crime</i>
Violent Crime Rate 2023
Property Crime Rate 2023
<i>Family Support</i>
Percent of Households with Children Under 18 That Are Single Parent Households, 2023
<i>Civic Engagement</i>
Percent of Population Registered to Vote, 2024
<i>Creative Industries</i>
Arts Vibrancy Index 2023

2. Population

Table 3: Total Population of Metropolitan Statistical Areas, 2023

MSA	Population	Rank	2022 Rank
Jackson, MS	609,582	1	
Fayetteville-Springdale-Rogers, AR	590,295	2	
Chattanooga, TN-GA	580,353	3	
Huntsville, AL	527,254	4	
Killeen-Temple, TX	501,334	5	
Lafayette, LA	414,288	6	
Montgomery, AL	385,463	7	
Shreveport-Bossier City, LA	383,295	8	➡ 8
Columbus, GA-AL	329,047	9	
Roanoke, VA	313,786	10	
Monroe, LA	222,341	11	

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

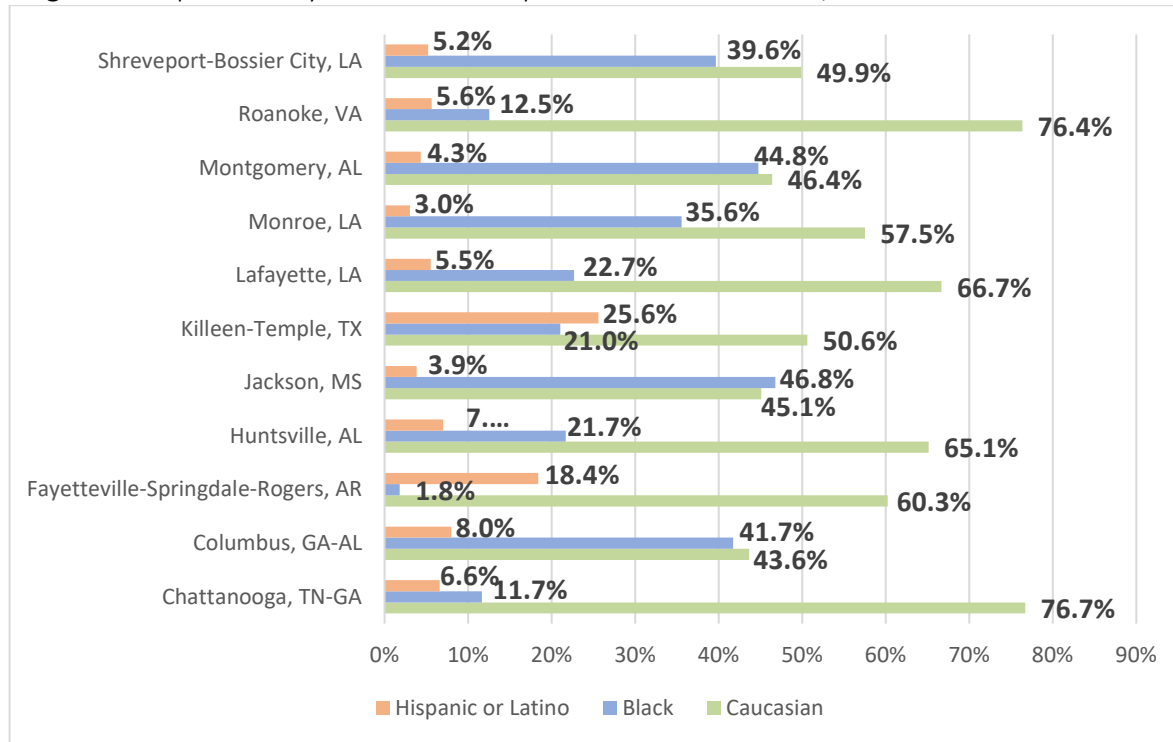
Table 3 above and Figures 1 and 2 below illustrate the key demographic breakdown of the MSAs. The 2022 Shreveport-Bossier MSA population figure of 383,295 represents a decline of 1,859 from last year while our ranking stayed the same. Our MSA is one of the smaller among the peer communities and more than 200,000 smaller than the largest (Jackson). We are also one of three of the peer communities to have experienced population decline over the last ten years.

Figure 1, which illustrates population distribution by race, shows that Roanoke and Chattanooga represent the most ethnically homogenous communities with over 76% white populations in each. Columbus, Jackson, Montgomery, and Shreveport-Bossier represent the most ethnically mixed communities each with over 50% combined Hispanic/Latino and Black in each MSA. Only Fayetteville (18%) and Killeen (25%) have Hispanic population shares of more than 8 percent. The United States population overall has a smaller share of Blacks (13%) and a larger share of Hispanics or Latinos (18%) than do most of these communities.

Figure 2 shows that the age distribution in the population varies only moderately across the MSAs with Roanoke and Chattanooga having slightly older populations and Killeen and Fayetteville having 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. Shreveport-Bossier has the smallest share of the population in that prime working age category. The distribution in these communities is consistent with the United States as a whole.

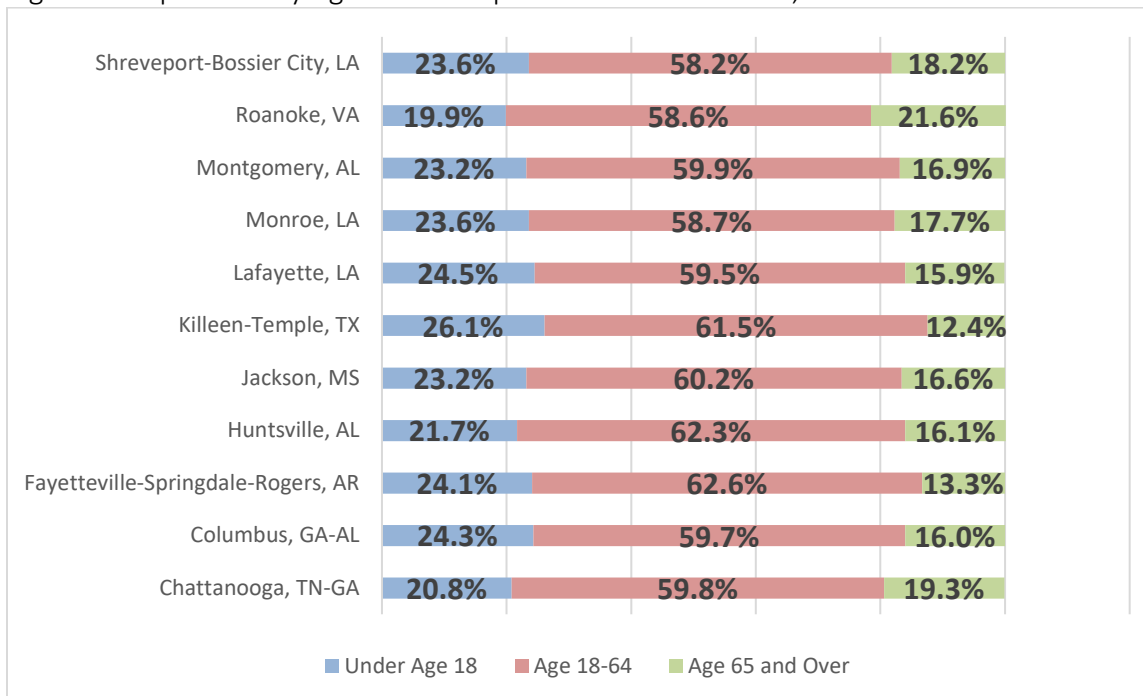
Figure 3 shows the breakdown of our MSA's population by race and sex. Of the individuals in our MSA who identified only one race on their census form, white females make up the largest demographic group (25.1%) and Hispanic females the smallest (2.3%).

Figure 1: Population by Race for Metropolitan Statistical Areas, 2023



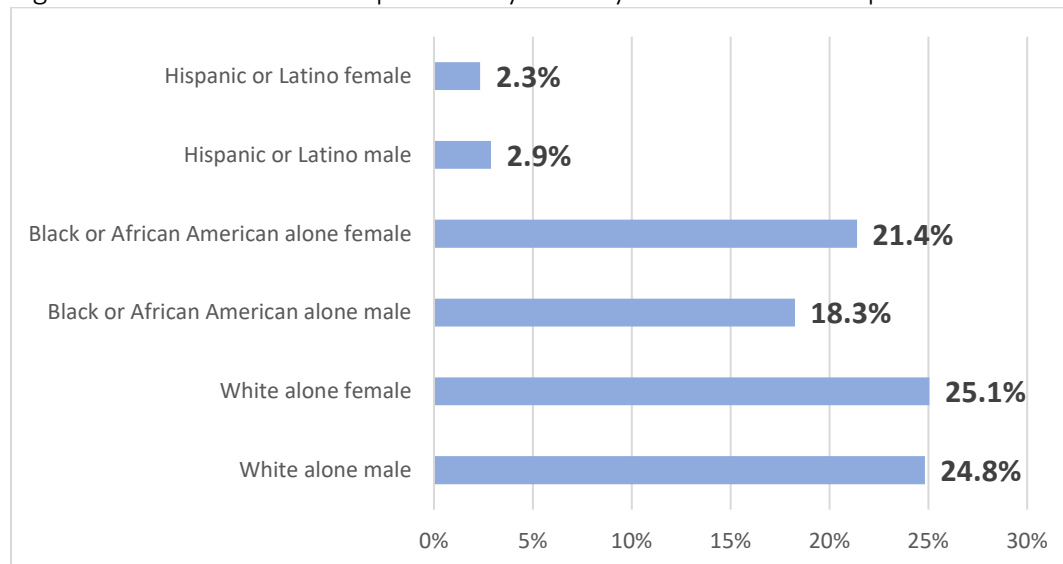
Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 2: Population by Age for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

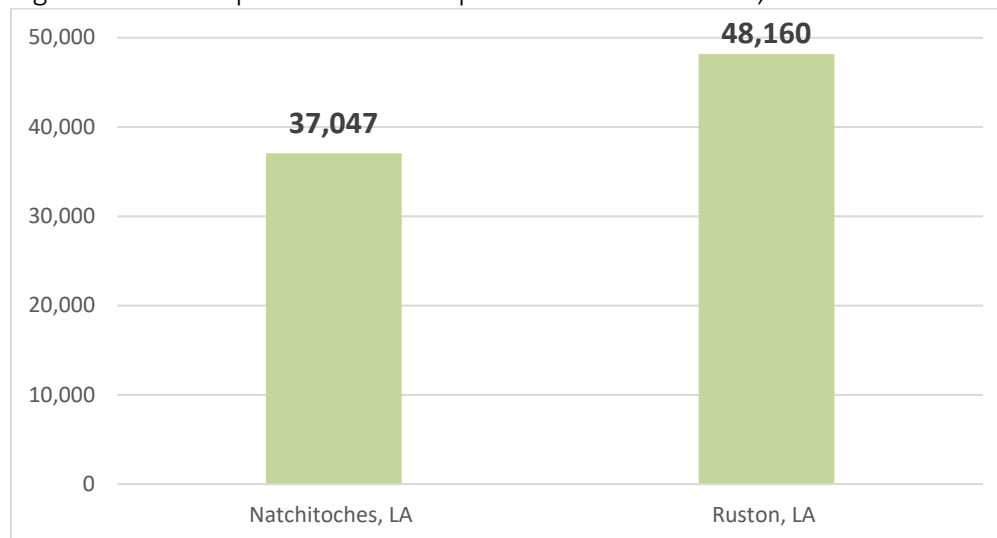
Figure 3: Percent of Total Population by Race by Sex for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

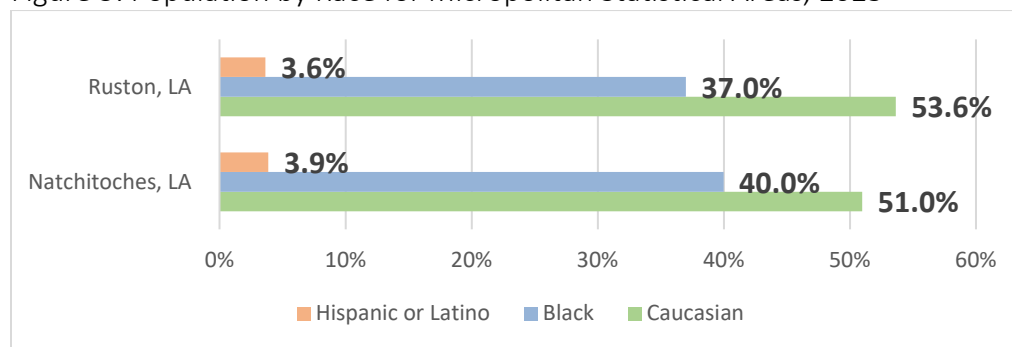
The MicroSA demographics are illustrated in Figures 4, 5, and 6. Note that each area includes one parish. Ruston is the larger of the two MicroSAs, but one-ninth the size of the Shreveport-Bossier MSA. The two areas are similar in terms of their racial and ethnic makeup with each having a higher percentage of Blacks than do most of the MSAs. Ruston has a larger share (66.6%) of population in the working age range (i.e., 18-64), larger than any of the MSAs.

Figure 4: Total Population of Micropolitan Statistical Areas, 2023



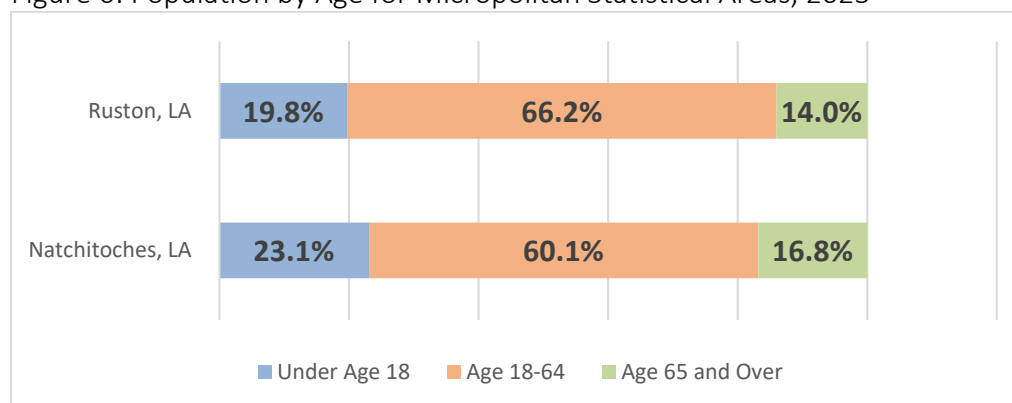
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 5: Population by Race for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 6: Population by Age for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Since the 1980s, the Shreveport-Bossier MSA has had periods of significant out-migration, particularly of young and high-skilled workers. The early 2000's saw a moderate recovery from those losses with the growth driven primarily by gains in Bossier Parish, then another period of moderate population declines from 2018 to 2023 leaving the MSA with an overall population decline from 2013 to 2023. Table 4 below reflects these changes and shows the population decrease of 5.5% from 2013 to 2023 in the Shreveport-Bossier MSA, ranked last among the peer communities and substantially lower than most. There are many ways to view population changes in a community. In some cases, population growth can represent the attractiveness of economic opportunity, but it can also present a strain on resources and infrastructure.⁴ Out-migration can lead idle workers to 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-sized communities has seen over the last 20 years—can reinforce economic stagnation or decline.

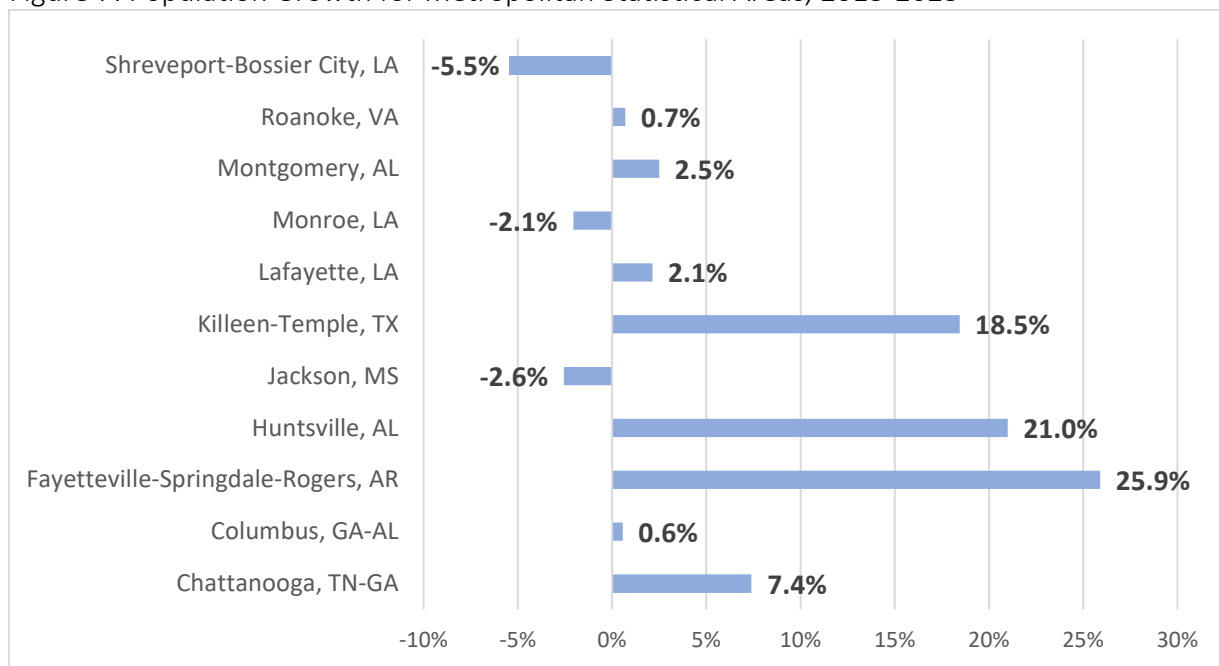
⁴ Feser, Edward and Stuart Sweeney. *Out-Migration, Population Decline, and Regional Economic Distress*. Economic Development Administration, U.S. Department of Commerce. January 1999.

Table 4: Population Growth of Metropolitan Statistical Areas, 2013-2023

MSA	Population Growth	Rank	2022 Rank
Fayetteville-Springdale-Rogers, AR	25.9%	1	
Huntsville, AL	21.0%	2	
Killeen-Temple-Fort Hood, TX	18.5%	3	
Chattanooga, TN-GA	7.4%	4	
Montgomery, AL	2.5%	5	
Lafayette, LA	2.1%	6	
Roanoke, VA	0.7%	7	
Columbus, GA-AL	0.6%	8	
Monroe, LA	-2.1%	9	
Jackson, MS	-2.6%	10	
Shreveport-Bossier City, LA	-5.5	11	11

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 7: Population Growth for Metropolitan Statistical Areas, 2013-2023

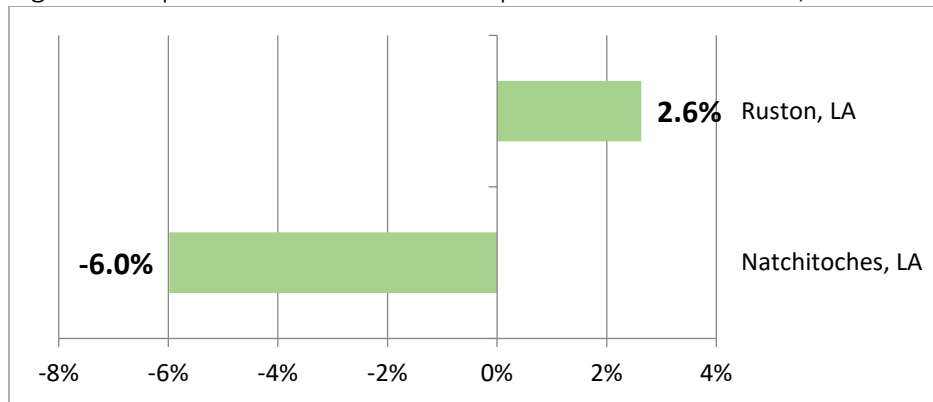


Source: Calculated by author with data from the U.S. Census Bureau, 2013 American Community Survey

1-Year Estimates and 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: Some of the MSAs have changed composition (adding or subtracting parishes or counties) during the period from 2013-2023, but in these calculations the MSAs are all defined in 2013 and 2023 using their current composition as of 2023. This was done to estimate growth rates using a consistent geographic area.

Figure 8: Population Growth for Micropolitan Statistical Areas, 2013-2023



Source: Calculated by author with data from the U.S. Census Bureau, 2013 and 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

3.Economic Well-Being

3.1 Income

Table 5: Median Household Income, 2023

MSA	Median Household Income	Rank	2022 Rank
Huntsville, AL	\$84,929	1	
Fayetteville-Springdale-Rogers, AR	\$77,695	2	
Killeen-Temple-Fort Hood, TX	\$71,013	3	
Chattanooga, TN-GA	\$68,677	4	
Roanoke, VA	\$65,537	5	
Montgomery, AL	\$62,362	6	
Jackson, MS	\$58,592	7	
Lafayette, LA	\$57,311	8	
Shreveport-Bossier City, LA	\$54,904	9	→ 9
Columbus, GA-AL	\$54,661	10	
Monroe, LA	\$50,286	11	

Source: U.S. Census Bureau, 2023 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.

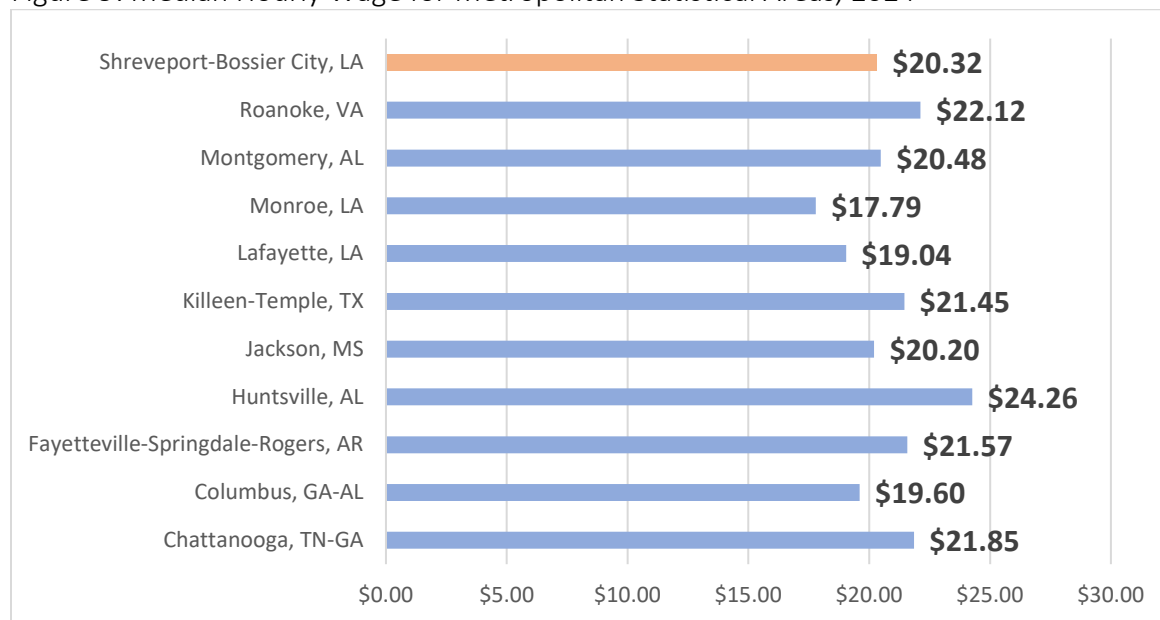
The Shreveport-Bossier MSA ranks poorly among our peers on median household income (9th) and median wage (7th), although on median wage our ranking increased one slot from last year's report. And while median household income in our MSA did see growth of almost 4% from the previous year, \$54,904 was third to last among our peers, higher only than the figure for Monroe and Columbus, and amounted to only 65% of the top ranking MSA, Huntsville. Our MSA experienced a big jump in per capita income from \$27,807 in 2019 to \$32,415 in 2020 but dropped back to \$28,641 in 2021. But 2022 and 2023 saw growth again with our 2023 figure of \$34,445 ranking 5th among our peers.

Wage levels—a major factor in household income—have a complex set of determinants including productivity of workers and businesses, education and skill levels, types of business

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

activities and associated jobs, and the demand and supply of labor in the local economy. Our MSA's consistently poor performance on these indicators is a function of all these factors.

Figure 9: Median Hourly Wage for Metropolitan Statistical Areas, 2024

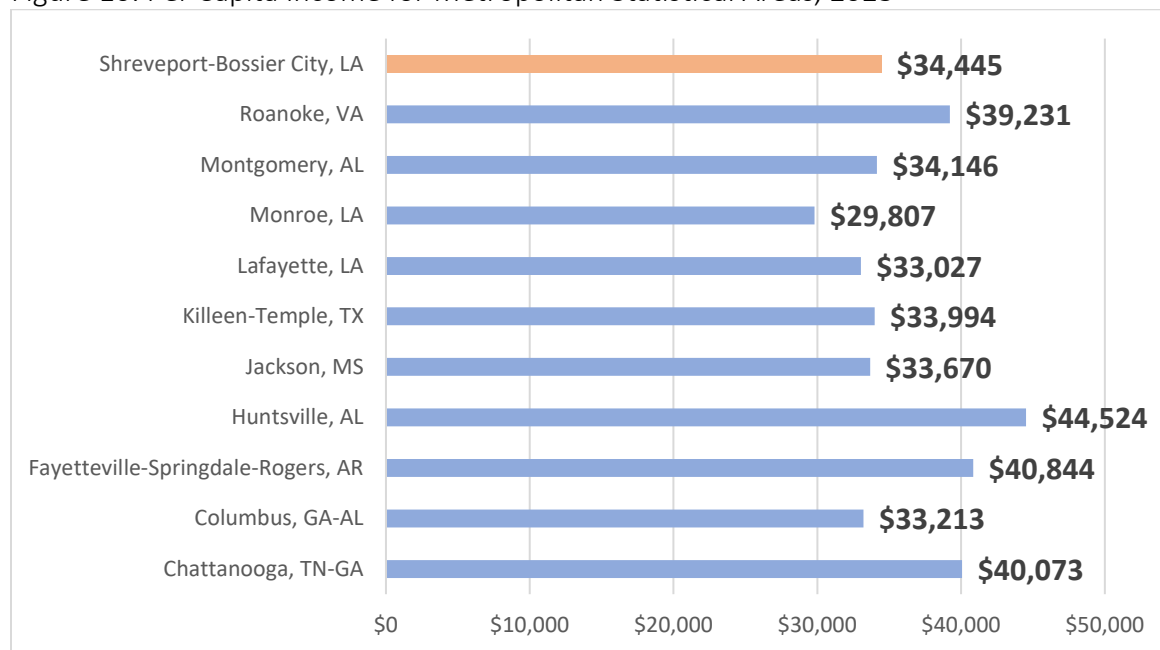


Source: Bureau of Labor Statistics Occupational Employment Statistics at

<https://www.bls.gov/oes/current/oesrcma.htm>

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

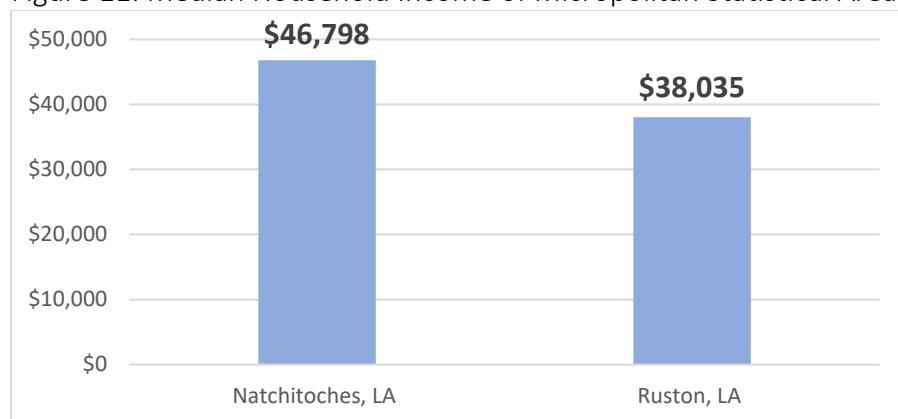
Figure 10: Per Capita Income for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at

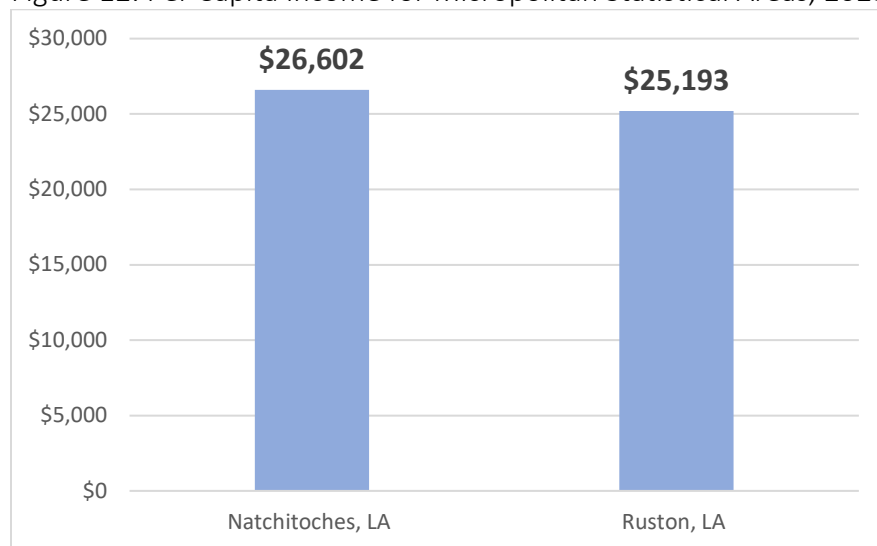
<https://data.census.gov/cedsci/>

Figure 11: Median Household Income of Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 12: Per Capita Income for Micropolitan Statistical Areas, 2023

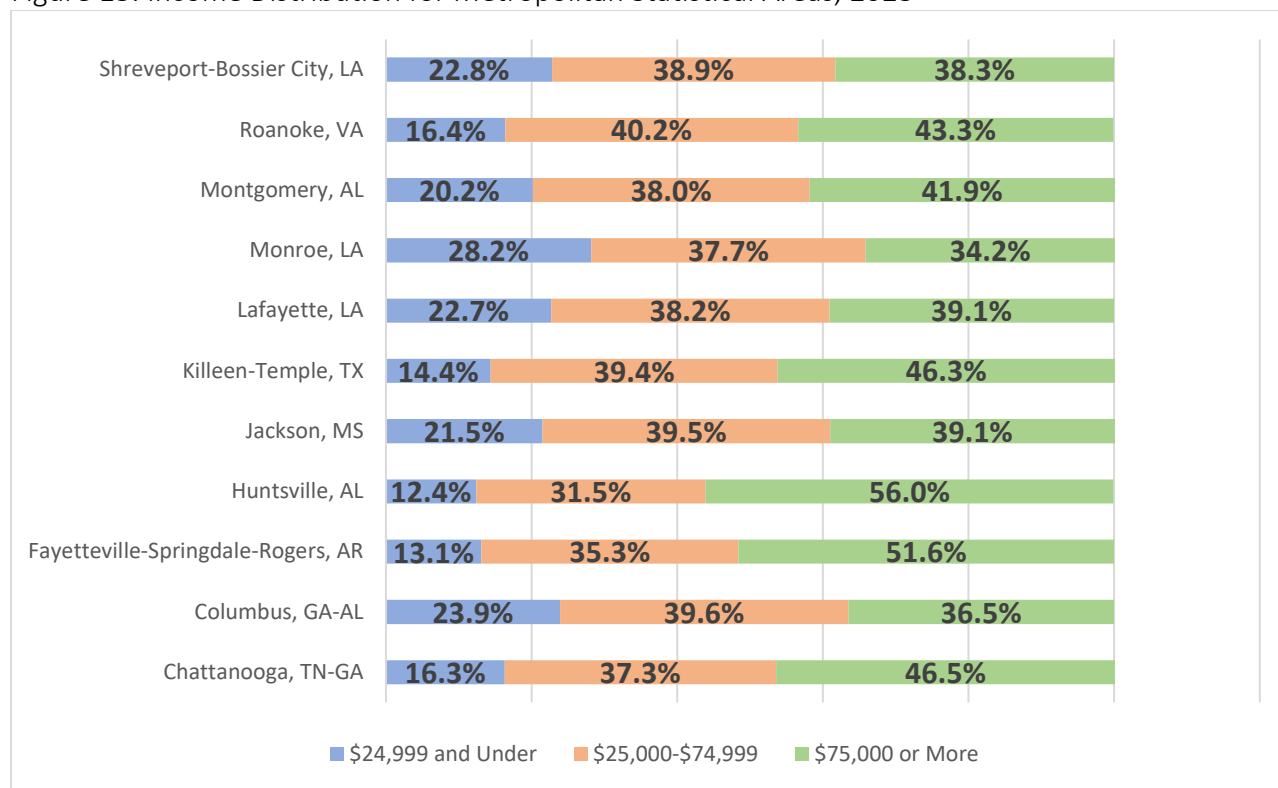


Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

One of three 2013 Nobel Prize winners in economics, 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 13 shows the income distribution for the comparative communities and the Shreveport-Bossier MSA has the 3rd highest percentage of people in the low-income range and ranked 3rd lowest in percentage of people in the high-income range. This represents an unequal and skewed income distribution relative to our peers.

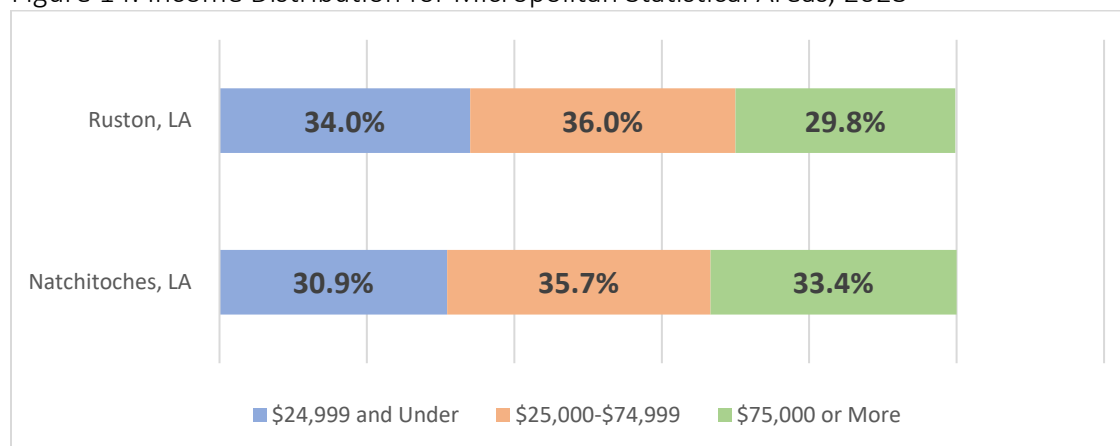
⁶ John Christoffersen, “Robert Shiller: Income Inequality is Most Important Problem”. Huff Post Business, October 15, 2013. http://www.huffingtonpost.com/2013/10/15/shiller-income-inequality-problem_n_4100509.html

Figure 13: Income Distribution for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

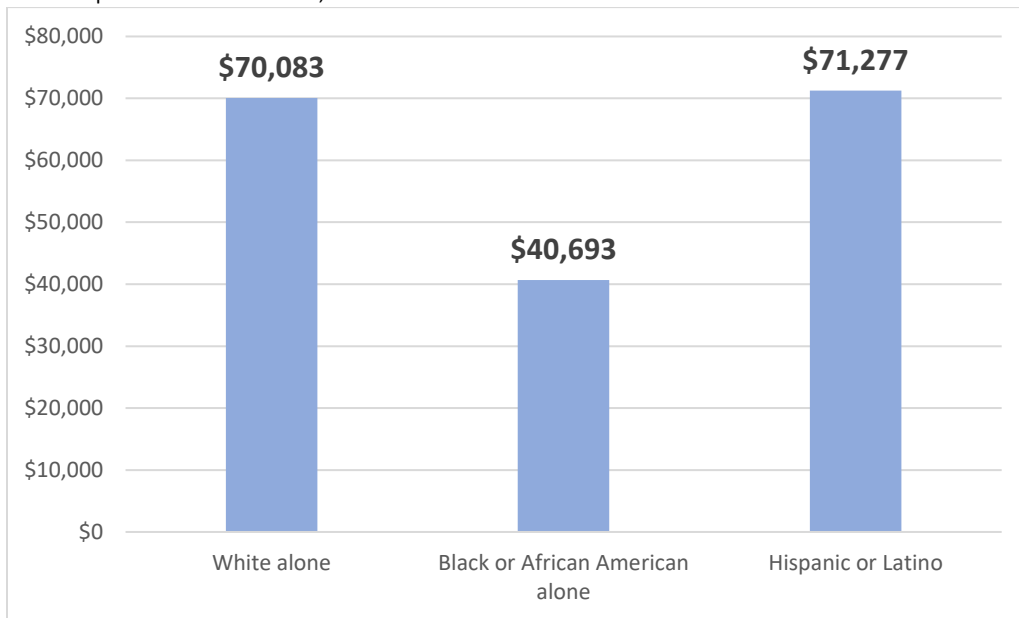
Figure 14: Income Distribution for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

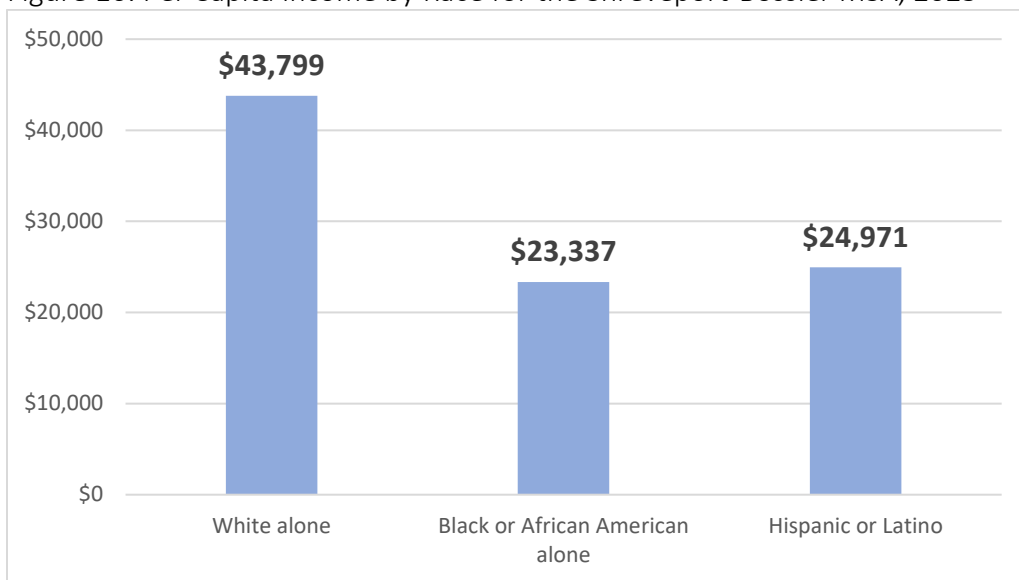
Figures 15 and 16 below illustrate the large racial gap in our MSA in median household income and per capita income. Median household income in black households is 58% of that in white households, and the per capita income disparity is similar. The data for Hispanic households shows wild variations year-to-year—possibly due to sampling problems or errors. The figure was in the \$20,000's in 2016, \$58,000 last year, and now over \$70,000 in this year's report.

Figure 15: Median Household Income by Race of Householder for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>


Figure 16: Per Capita Income by Race for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

3.2 Poverty

Table 6: Percent of Families Below Poverty Level, 2023

MSA	Families Below Poverty Level	Rank	2022 Rank
Huntsville, AL	6.4%	1	
Fayetteville-Springdale-Rogers, AR	6.8%	2	
Killeen-Temple, TX	7.6%	3	
Roanoke, VA	8.0%	4	
Chattanooga, TN-GA	9.0%	5	
Jackson, MS	12.4%	6	
Montgomery, AL	12.7%	7	
Lafayette, LA	14.0%	8	
Shreveport-Bossier City, LA	14.8%	9	 8
Columbus, GA-AL	16.2%	10	
Monroe, LA	19.1%	11	

Source: U.S. Census Bureau, 2023 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

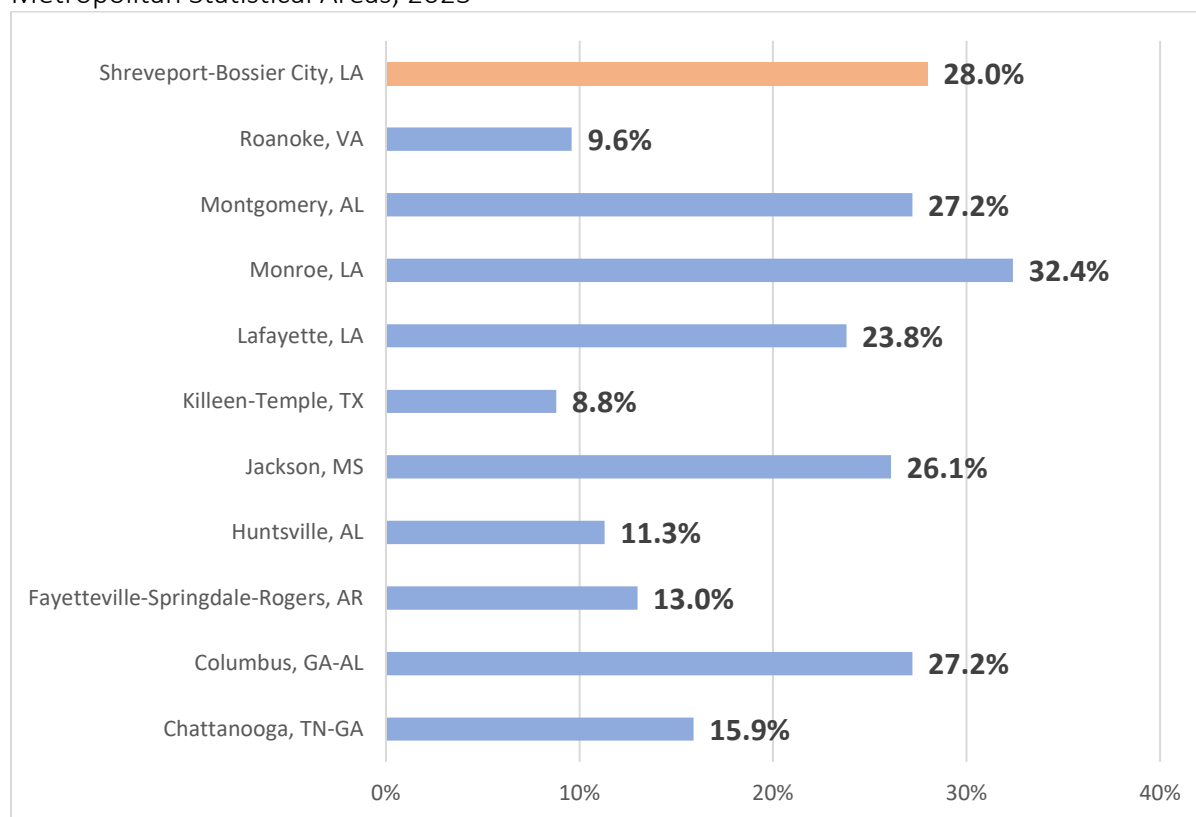
The Shreveport-Bossier MSA dropped one slot to 9th in the peer rankings on poverty with an overall poverty rate of 14.8 percent, up one percentage point from last year. That rate was nearly twice the rate of Huntsville (6.4%), the lowest among the peers. In addition, Shreveport-Bossier has the 2nd highest rate of poverty (28.0%) for families with children under five years of age (Figure 17). Although this figure is well above most of our peers, it is still more than eight percentage points lower than the figure from 2018 (36.7%) representing substantial improvement.

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

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

problems, and developmental delays. As a result, they tend to have much lower long-term 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.

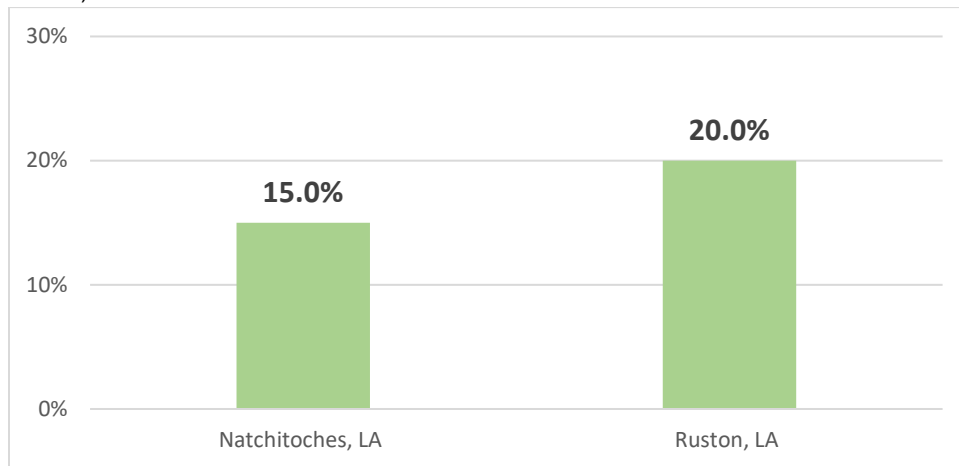
Figure 17: Poverty Rate for Families with Children Under 5 Years Old for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

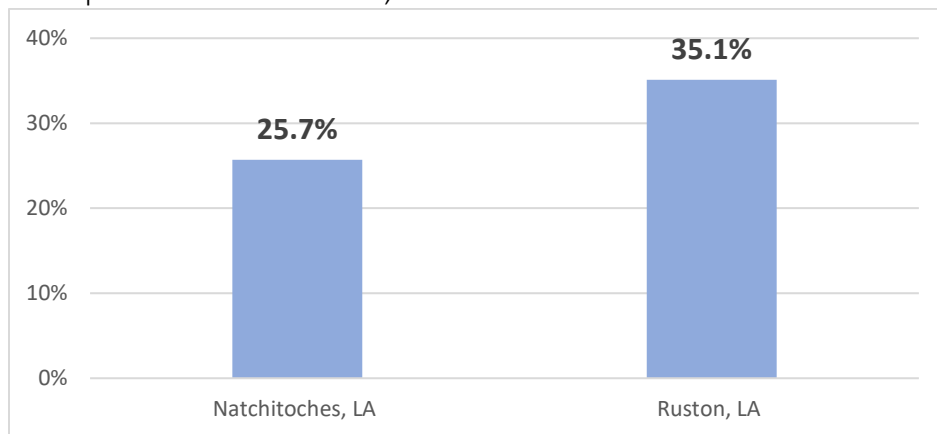
The poverty rates in the MicroSAs, shown in Figures 18 and 19 below, are generally higher than in the MSAs. The most striking data points for the MicroSAs are the poverty rates for families with children under 5 years old which were both over 25 percent and over 35 percent in Ruston. Despite Ruston's higher income levels and otherwise higher performing economic indicators, there is a large population of children living in poverty.

Figure 18: Percent of Families Below Poverty Level for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

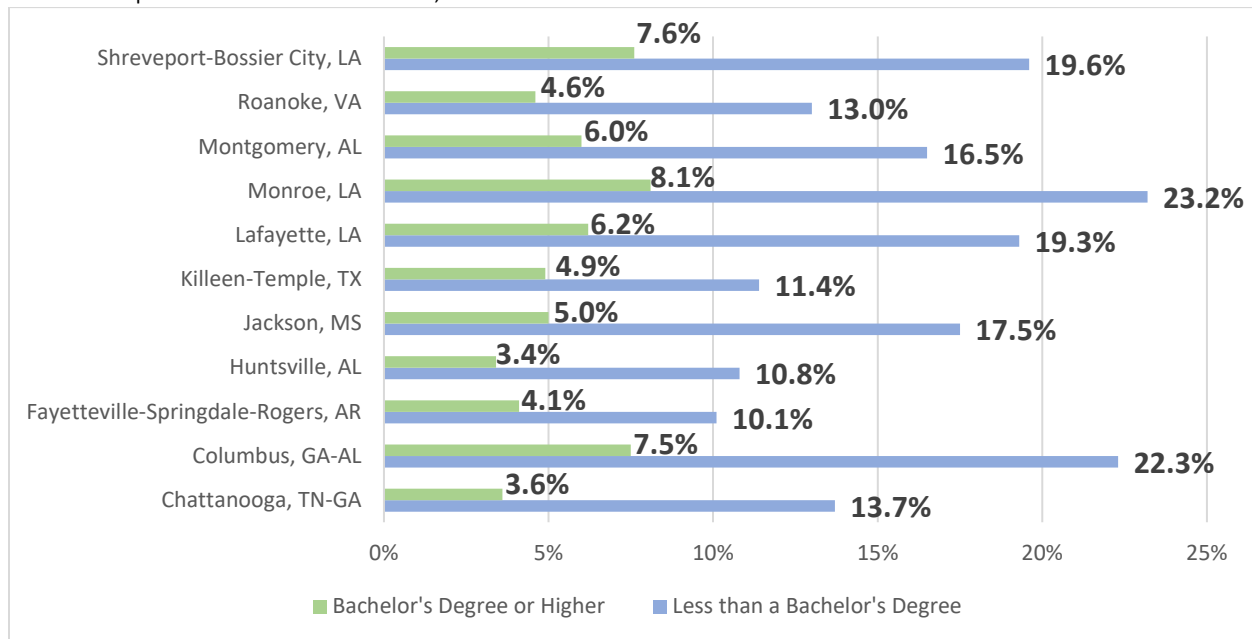
Figure 19: Poverty Rate for Families with Children Under 5 Years Old for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

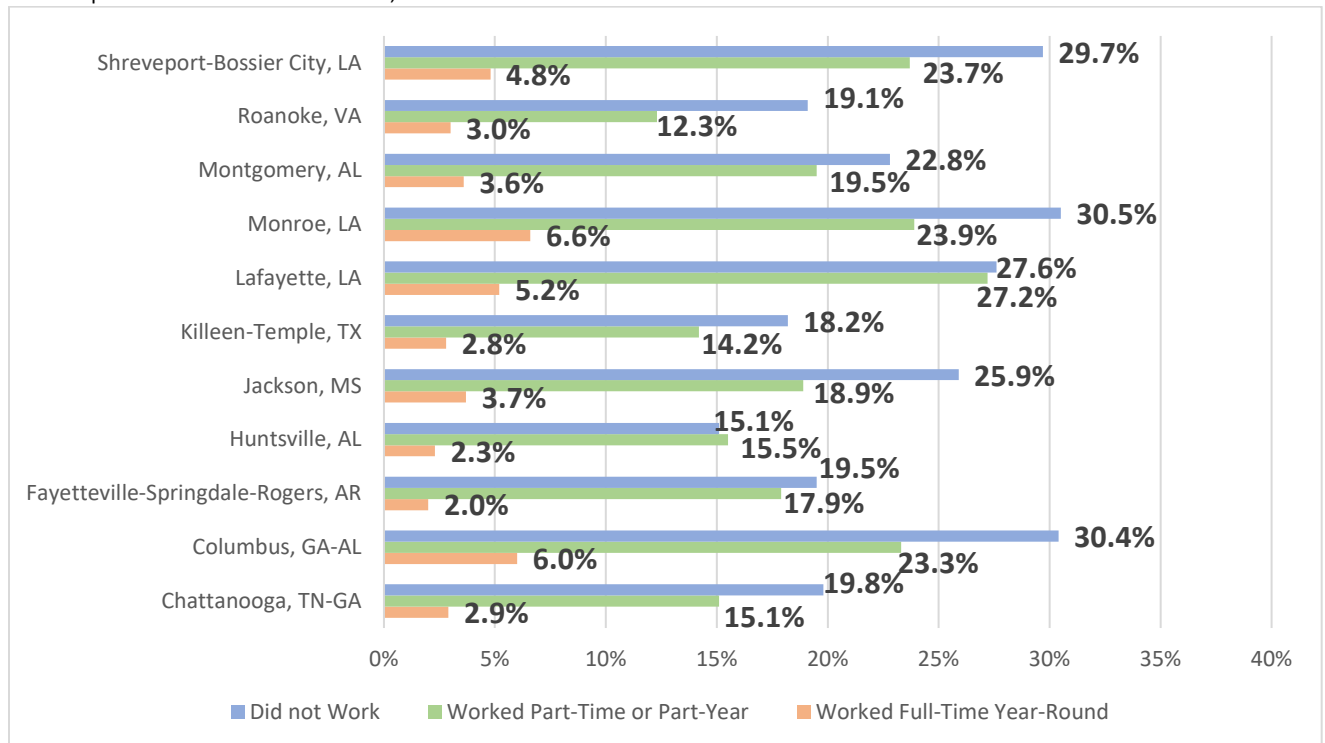
Figures 20 and 21 below illustrate an important component of the poverty story. Poverty rates for individuals that lack a college education (Figure 20) and a sustained connection to the labor market (Figure 21) are many times higher than the rest of the population. Whereas the poverty rates for people without a job or with only part-time or part-year work (Figure 21) were between 12.3% (Roanoke) and 30.5% (Monroe), poverty rates for those with full-time, year-round work were between 2% (Fayetteville) and 6.6% (Monroe). Depending on the community, persons were two to four times more likely to be in poverty if they had less than a bachelor's degree, and four to five times more likely to be poor if they did not work versus those who worked full-time. Shreveport-Bossier had a poverty rate of 7.6% for those with a bachelor's degree or higher (2nd highest among our peers), 4.8% for those working full-time, and 23.7% for individuals working part-time or part-year.

Figure 20: Percent of Persons Age 25 and Over in Poverty by Education Level for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 21: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Metropolitan Statistical Areas, 2023

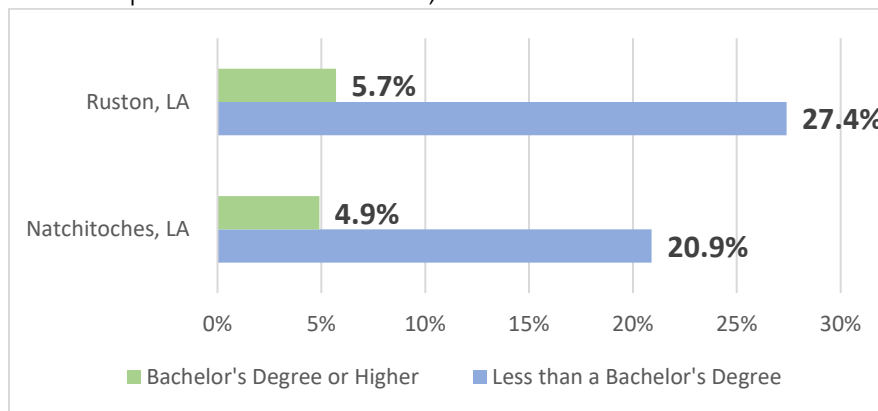


Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

These data across all communities reveal 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 our MSA's list of priorities.

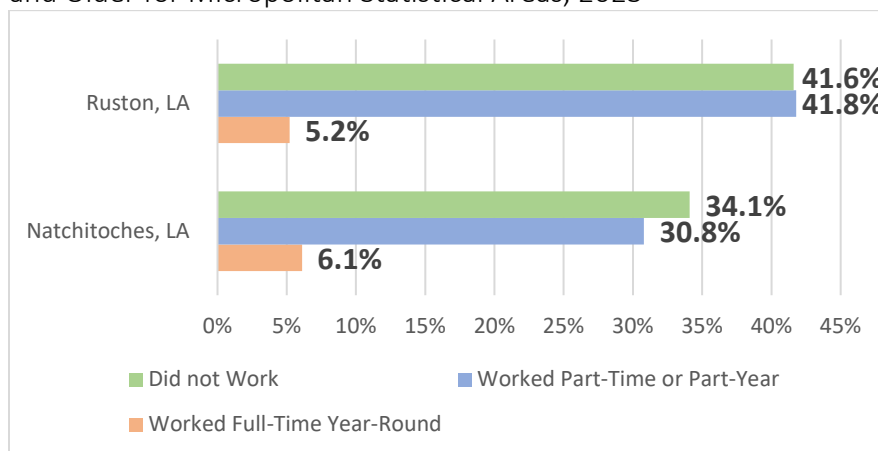
The data for the MicroSAs (Figures 22 and 23 below) show generally higher poverty rates for all education levels and work status than do the MSAs. Both micro areas show a very high poverty rate (Ruston 40% and Natchitoches 30%) for people that worked part-time—between five and eight times the rate for people that worked full-time.

Figure 22: Percent of Persons Age 25 and Over in Poverty by Education Level for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

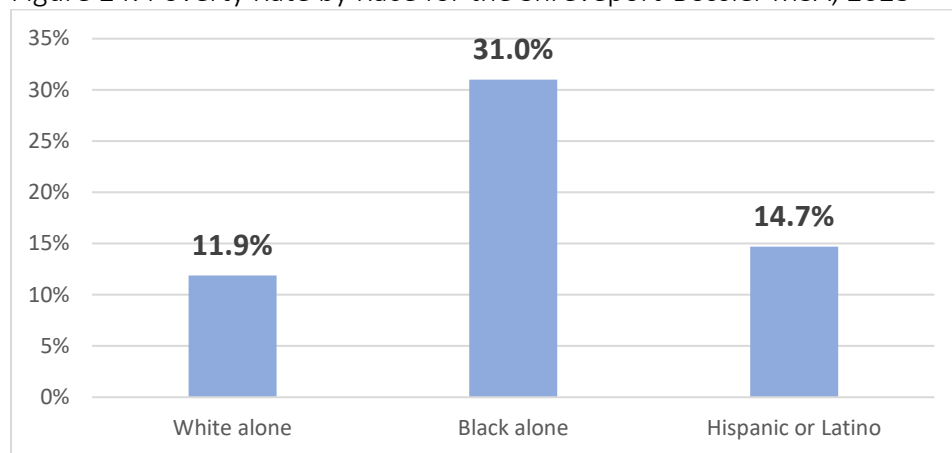
Figure 23: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

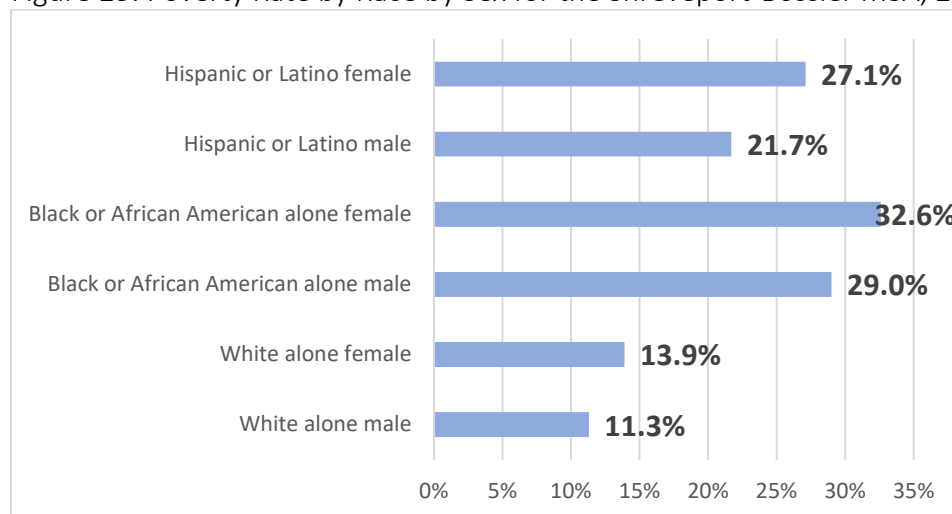
Figures 24 and 25 illustrate the large racial disparity for individuals living in poverty. The poverty rate for Black individuals is more than double that of Hispanics and almost triple the rate for Whites. Data considering poverty rates by race by sex reveal additional disparities. While Black females have a poverty rate of 32.6%, the rate for White males is 11.3%.

Figure 24: Poverty Rate by Race for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 25: Poverty Rate by Race by Sex for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>


Note: Only 5-Year Estimates were available for Hispanic or Latino males and females so 5-Year Estimates were used for all groups

3.3 Public Assistance

Transfer payments represent a form of public assistance that includes welfare (cash assistance), Social Security, food stamps, and farm subsidies, as well as other business subsidies from government to private firms. This section is focused only on 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 federal cash assistance and as a result, TANF became 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—down one slot from last year—in the percentage of households receiving SNAP benefits. Our rate rose slightly from last year and was four times as high as the lowest rate for a peer community (4.6%). Figure 26 below shows the large racial disparity in SNAP households with over 32% of households identified as Black or African American receiving SNAP and only 8.7% of white households.

Table 7: Households Receiving SNAP Benefits, 2023

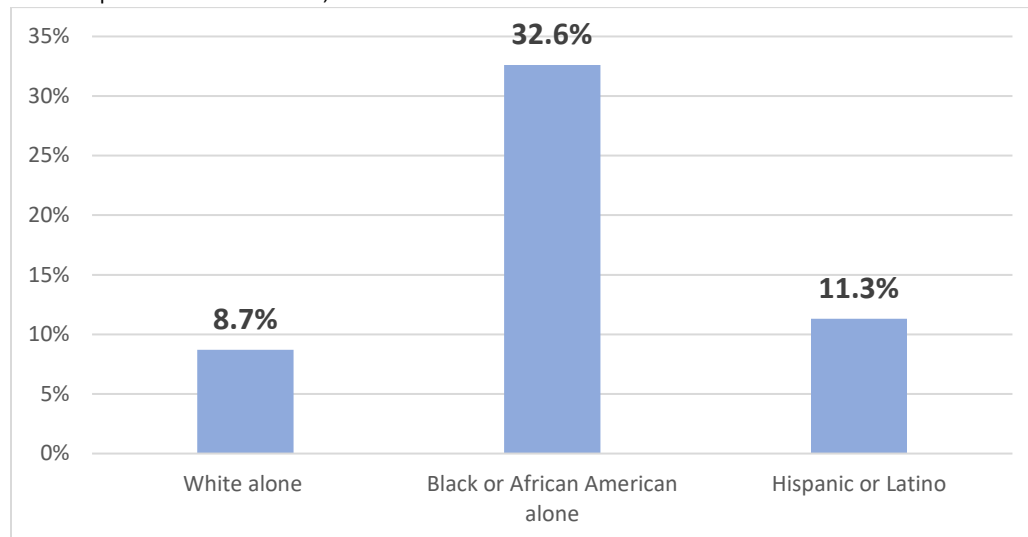
MSA	Families Receiving SNAP	Rank	2022 Rank
Fayetteville-Springdale-Rogers, AR	4.6%	1	
Huntsville, AL	7.3%	2	
Chattanooga, TN-GA	10.3%	3	
Jackson, MS	11.4%	4	
Roanoke, VA	11.6%	5	
Killeen-Temple-Fort Hood, TX	12.1%	6	
Columbus, GA-AL	15.0%	7	
Lafayette, LA	16.0%	8	
Montgomery, AL	16.6%	9	
Shreveport-Bossier City, LA	18.4%	10	 9
Monroe, LA	23.0%	11	

Source: U.S. Census Bureau, 2023 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.snapttohealth.org/snap/snap-frequently-asked-questions/>

Figure 26: Households Receiving SNAP Benefits by Race of Householder for the Shreveport-Bossier MSA, 2023

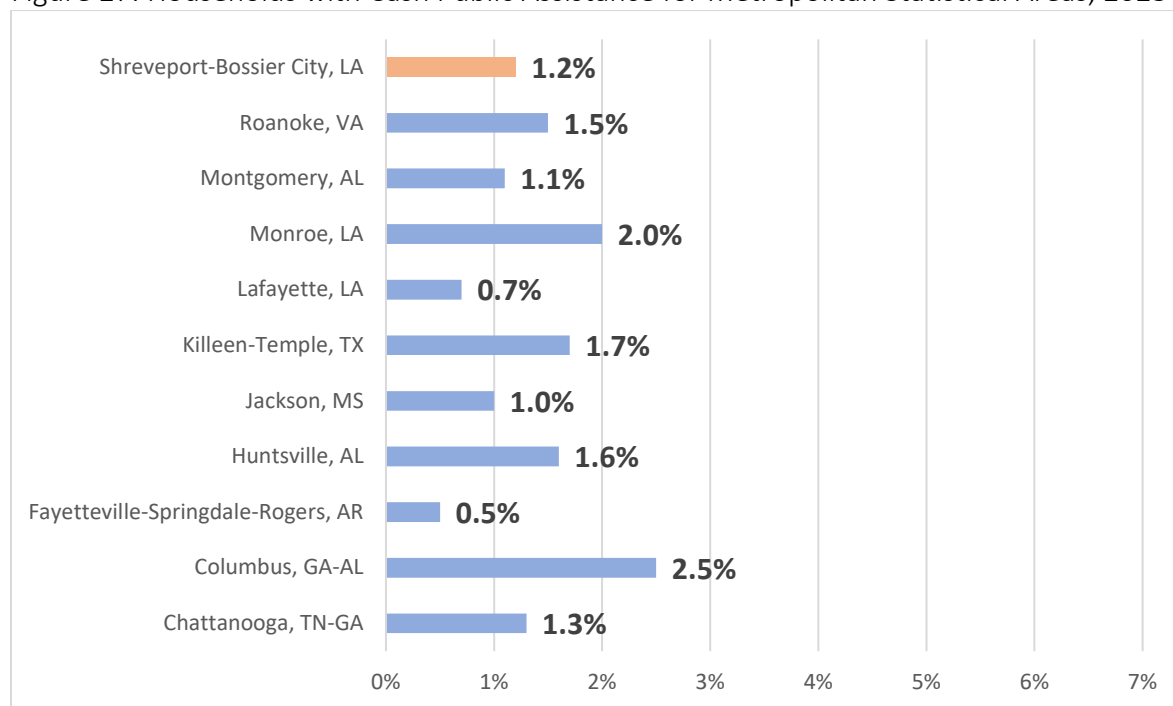


Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Although overall participation rates are very low for most MSAs, the Shreveport-Bossier MSA has a 1.2% rate of households receiving cash public assistance (Figure 27). 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. Recent federal policy changes increasing work requirements and limiting access will likely impact all kinds of anti-poverty assistance figures in the coming years.

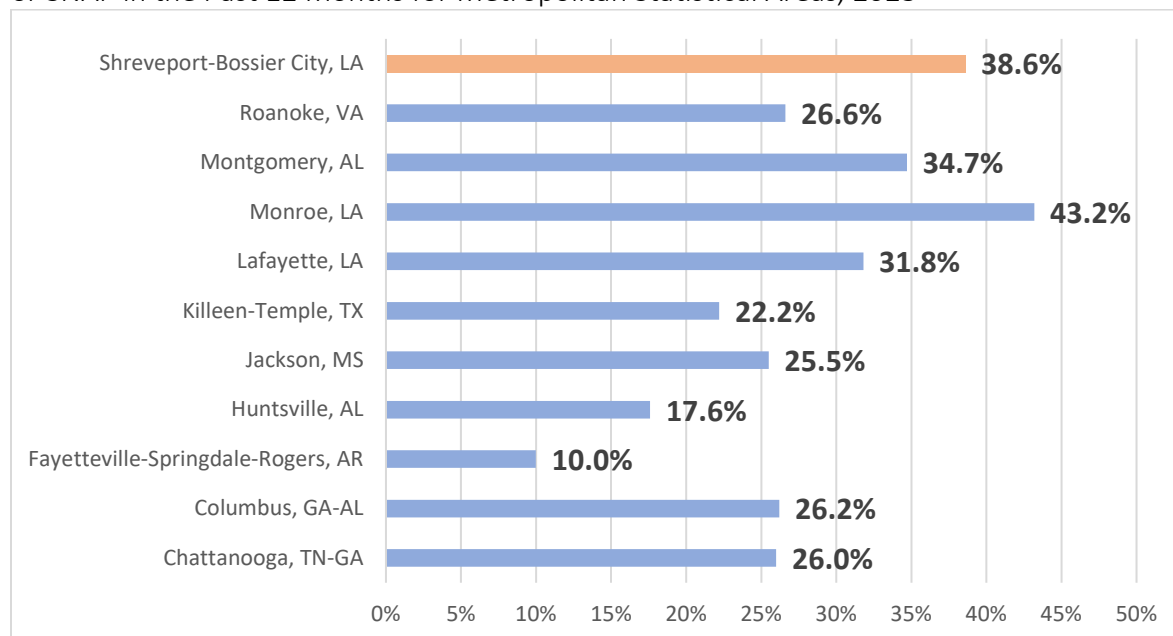
Furthermore, the circumstances of children in a community are critical to any analysis of well-being. The Shreveport-Bossier MSA has the 2nd highest rate (38.6%) of its children under 18 living in households with some form of public assistance (Figure 28), down from the figure (43.6%) of two years ago, but up from last year (31.8%). Still, the rate in our MSA was more than triple the rate in Fayetteville (10%).

Figure 27: Households with Cash Public Assistance for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

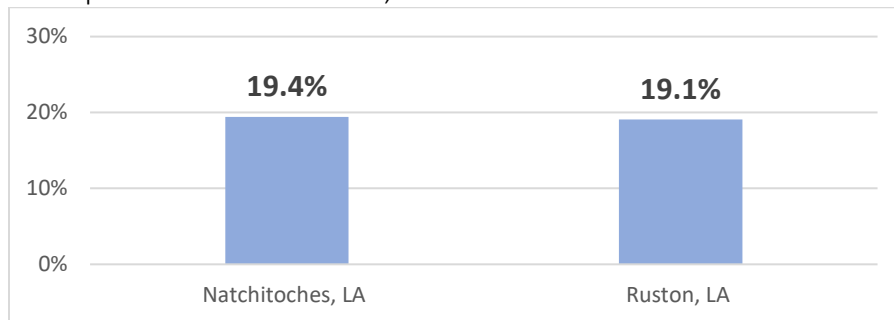
Figure 28: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

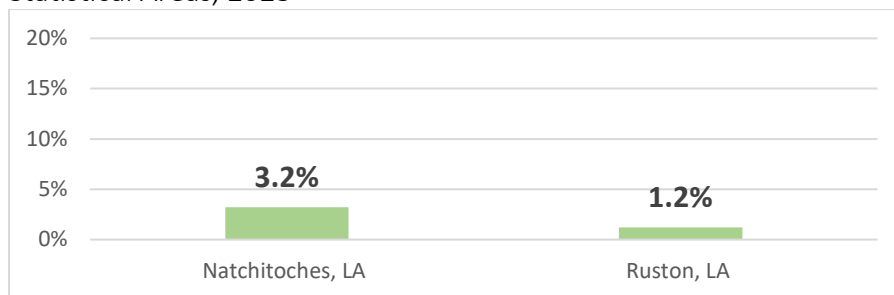
The MicroSAs all have rates of participation in transfer programs that are higher than the MSAs.

Figure 29: Households Receiving SNAP Benefits for Micropolitan Statistical Areas, 2023



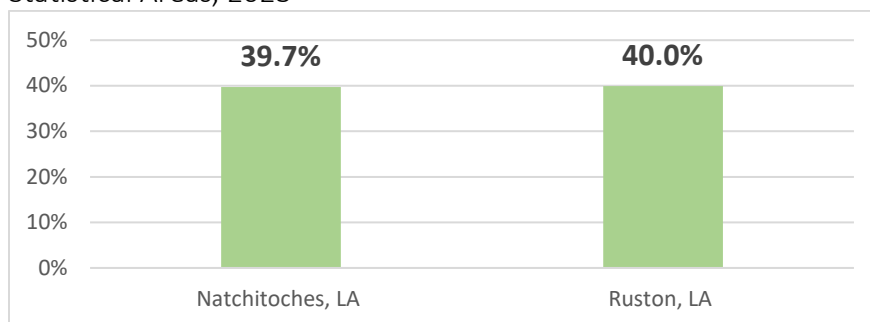
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 30: Households with Cash Public Assistance for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 31: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Micropolitan Statistical Areas, 2023




Source: U.S. Census Bureau, 2023 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, and the nation is currently experiencing regional pockets of a new housing crisis. According to the ACS, 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, and have not changed much since. 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 two slots from last year and three slots from the previous year, in the share of housing units that are owner-occupied (65.6%).

Table 8: Percent of Occupied Housing Units Owner-Occupied by MSA, 2023

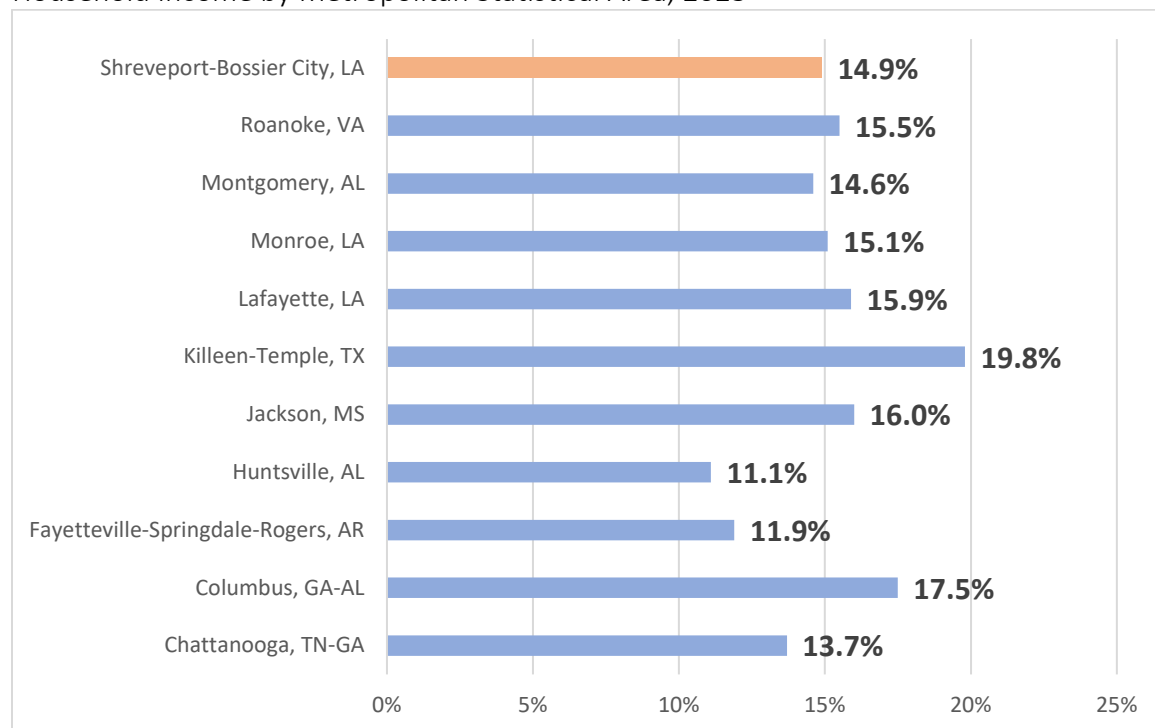
MSA	Percent of Housing Units Owner-Occupied	Rank	2022 Rank
Huntsville, AL	70.5%	1	
Chattanooga, TN-GA	68.6%	2	
Roanoke, VA	68.2%	3	
Jackson, MS	67.9%	4 (tie)	
Lafayette, LA	67.9%	4 (tie)	
Shreveport-Bossier City, LA	65.6%	6	 8
Monroe, LA	65.5%	7	
Montgomery, AL	65.3%	8	
Fayetteville-Springdale-Rogers, AR	60.8%	9	
Killeen-Temple-Fort Hood, TX	60.0%	10	
Columbus, GA-AL	58.4%	11	

Source: U.S. Census Bureau, 2023 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

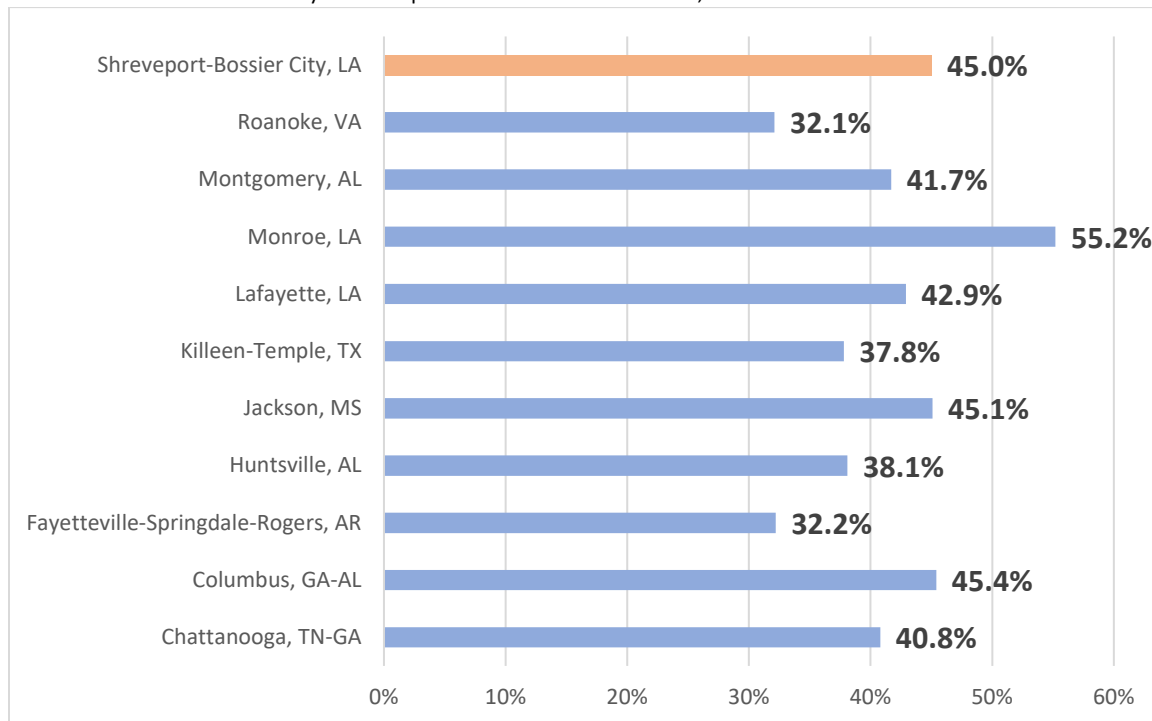
The cost of housing relative to household income is an important indicator of the affordability of housing across MSAs. Seven years ago, the Shreveport-Bossier MSA saw a steep rise in the share of occupied housing units with monthly owner costs 35% or more of household income (this is for households with a mortgage), growing from 13.8% to 18.2% (10th among our peers). Since then, this figure has decreased to 14.9%, 5th among the peer communities. Three years ago, Shreveport-Bossier had the highest share of occupied units with rent that is 35% or more of household income (47.3%), but our rate has dropped to 45%, only 4th highest. Figure 34 shows the wide racial disparity in home ownership—61% for individuals identifying as white alone, 31.5% for those identifying as black or African American, and 3% for Hispanic or Latino.

Figure 32: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income by Metropolitan Statistical Area, 2023



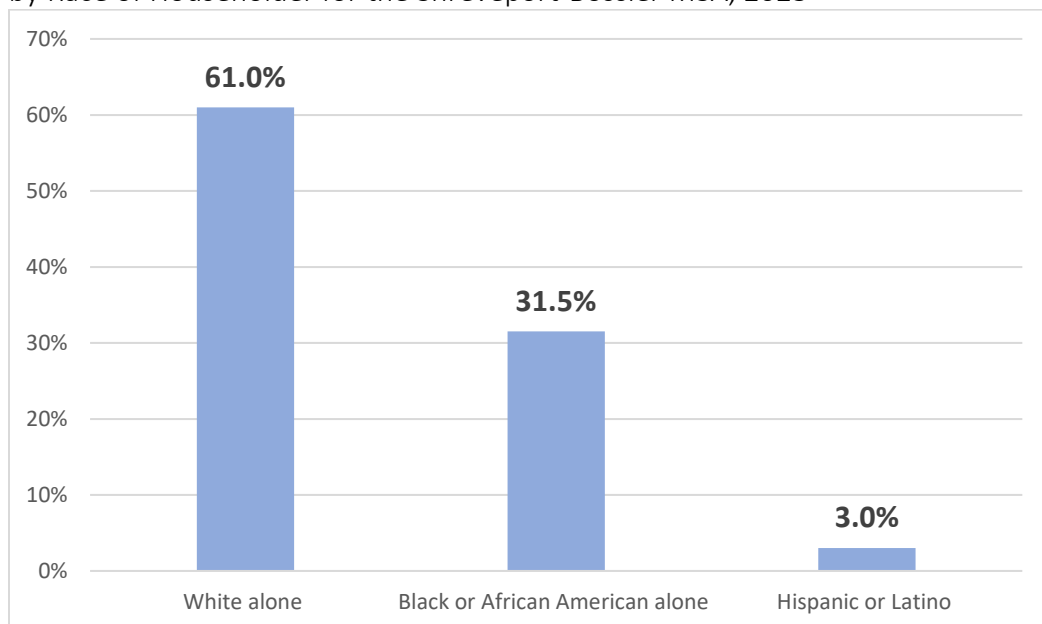
Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 33: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income by Metropolitan Statistical Area, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

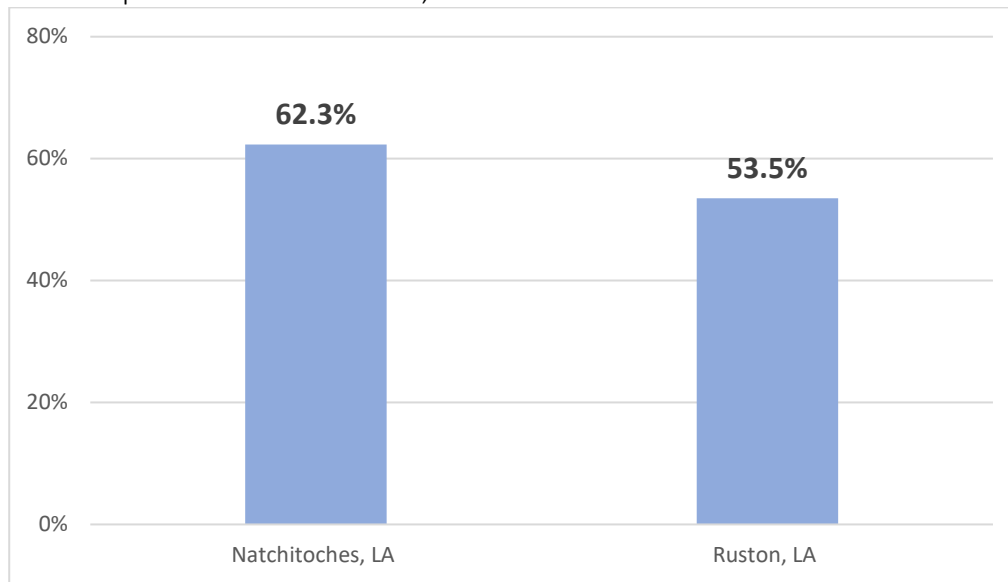
Figure 34: Percent of Occupied Housing Units that are Owner-Occupied by Race of Householder for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

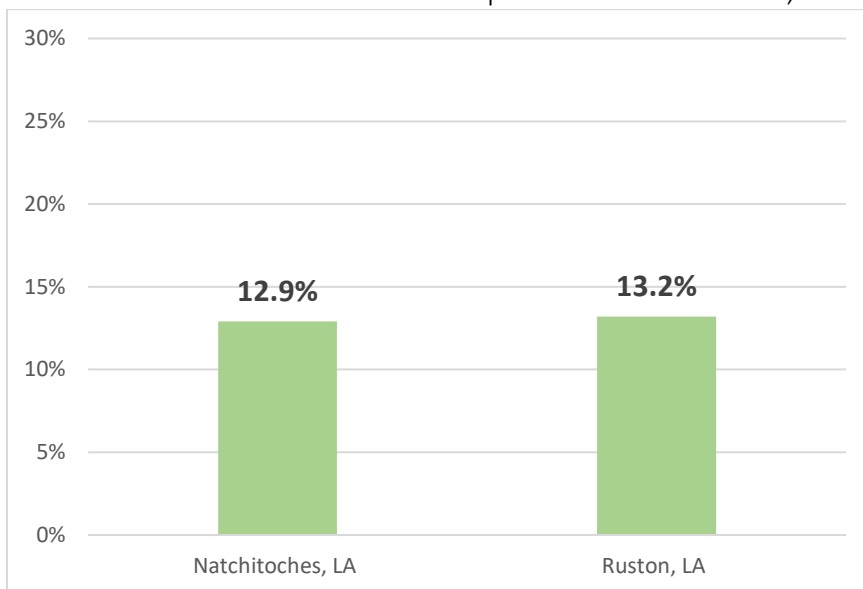
Homeownership in our MicroSA's is slightly lower despite homeownership costs being more affordable than in most of the MSAs. However, rental costs in micropolitan areas tend to be higher than in the MSAs.

Figure 35: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas, 2023



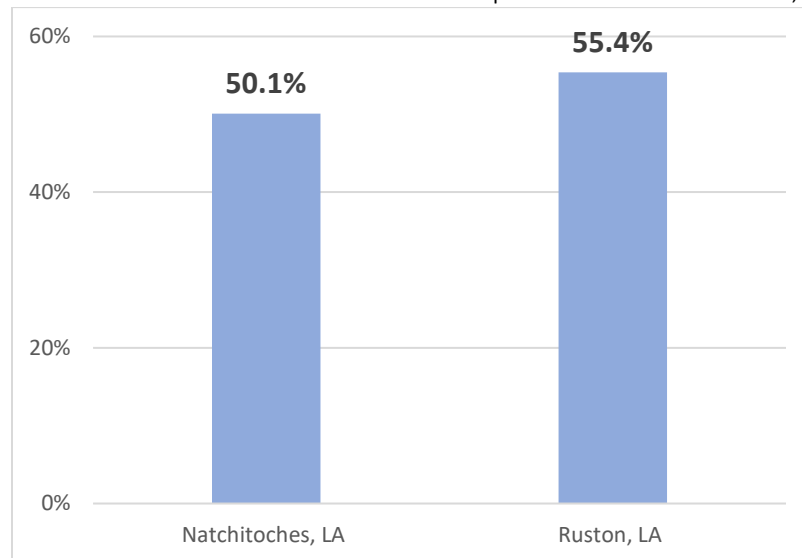
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 36: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 37: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

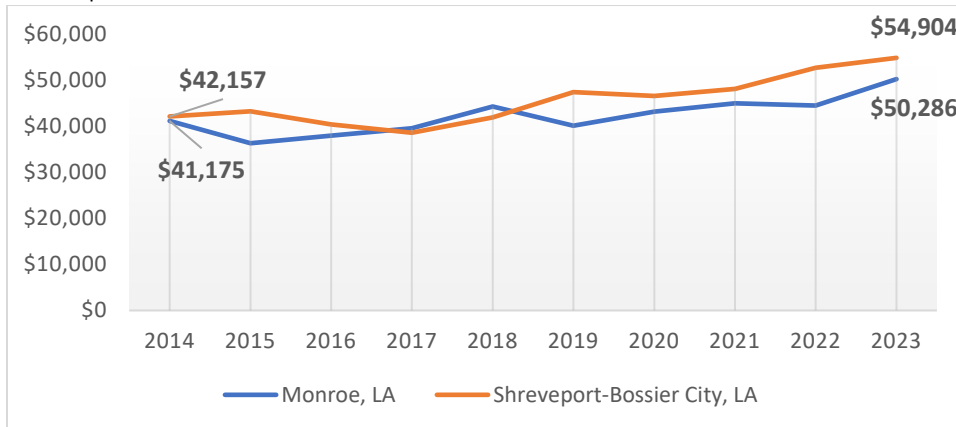
¹¹ Keith Wardrip, Laura Williams, and Suzanne Hague. "The Role of Affordable Housing in Creating Jobs and Stimulating Local Economic Development: Review of the Literature." Center for Housing Policy. January 2011

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

3.6 Moving the Needle on Economic Well-Being

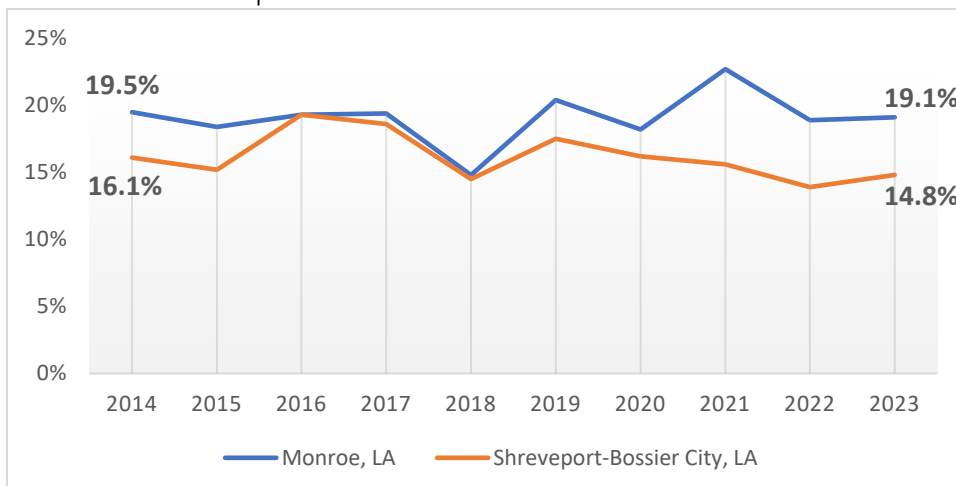
Figures 38 through 46 below show that from 2013 to 2023 the Shreveport-Bossier MSA has seen modest growth in median household income, a steady rate of families in poverty with significant and persistent racial disparities, and a moderate increase in families and children drawing some form of public assistance. Home ownership has remained steady over that same period despite a moderate increase in housing costs.

Figure 38: Median Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



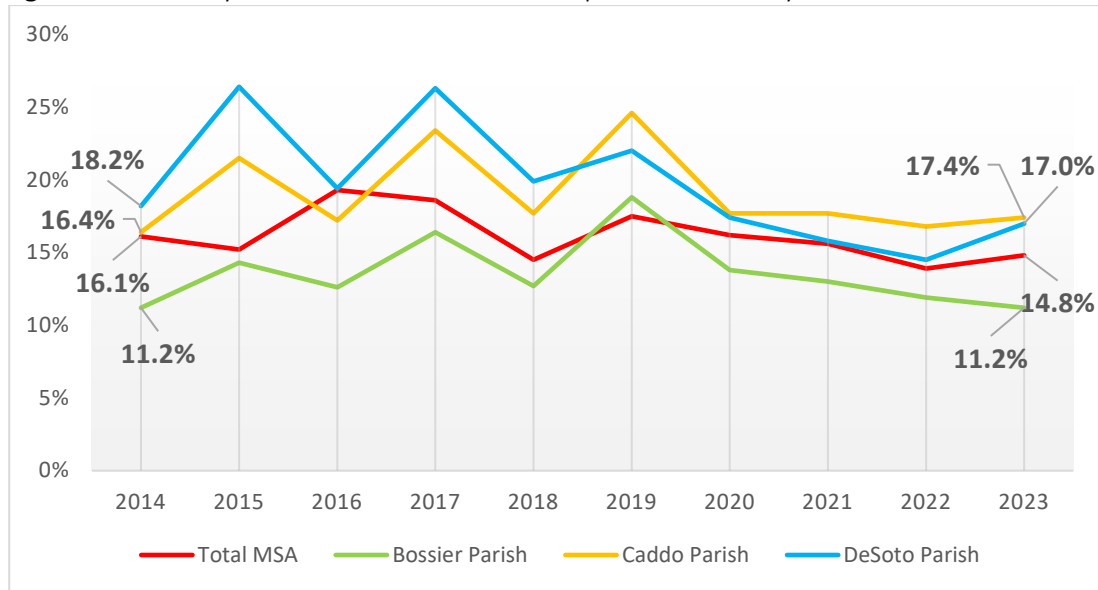
Source: U.S. Census Bureau, 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>. Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 39: Percent of Families Below Poverty Level for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>. Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 40: Poverty Rate for Families in Shreveport-Bossier City MSA and Parishes

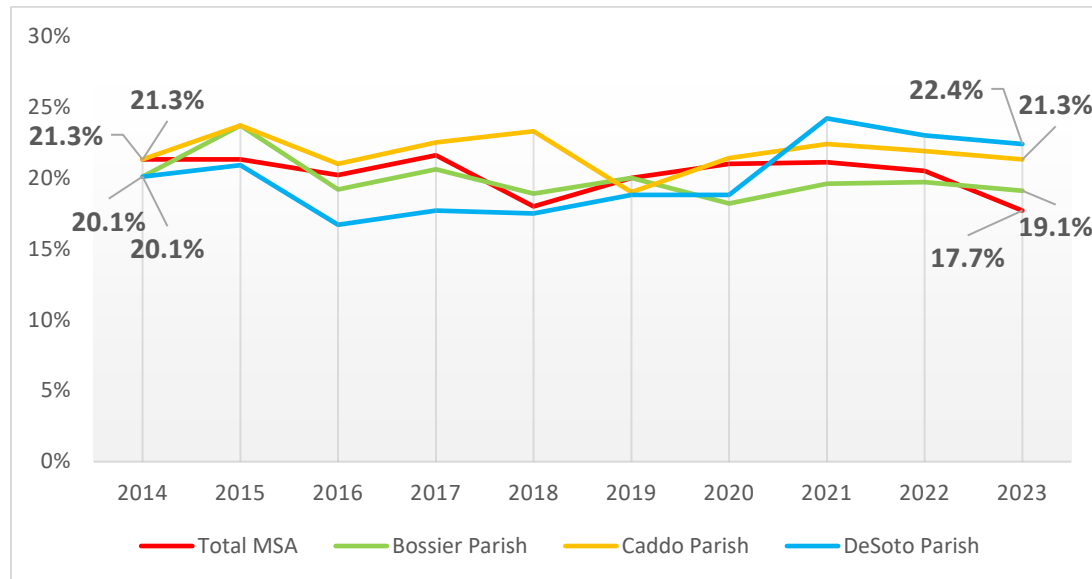


Source: U.S. Census Bureau, 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Note: Data for this indicator for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates in all years but 2020 for which only 5-year estimates were available.

Figure 41: Individuals Within 1.00 to 1.99 of Poverty Threshold in Shreveport-Bossier City MSA

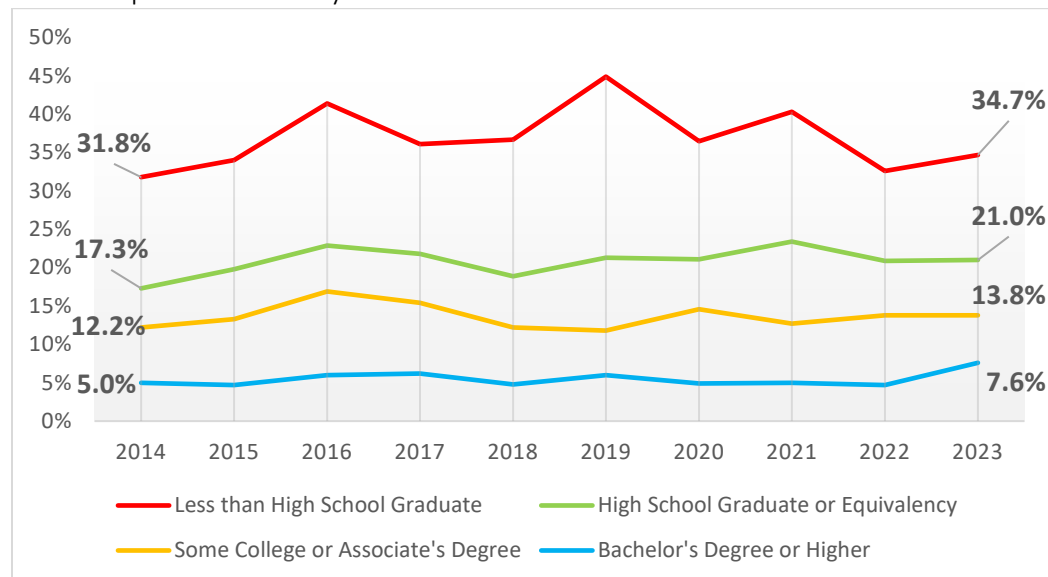


Source: U.S. Census Bureau, 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Note: Data for this indicator for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates in all years but 2020 for which only 5-year estimates were available.

Figure 42: Poverty Rate by Educational Attainment for Population Age 25 Years and Over in Shreveport-Bossier City MSA

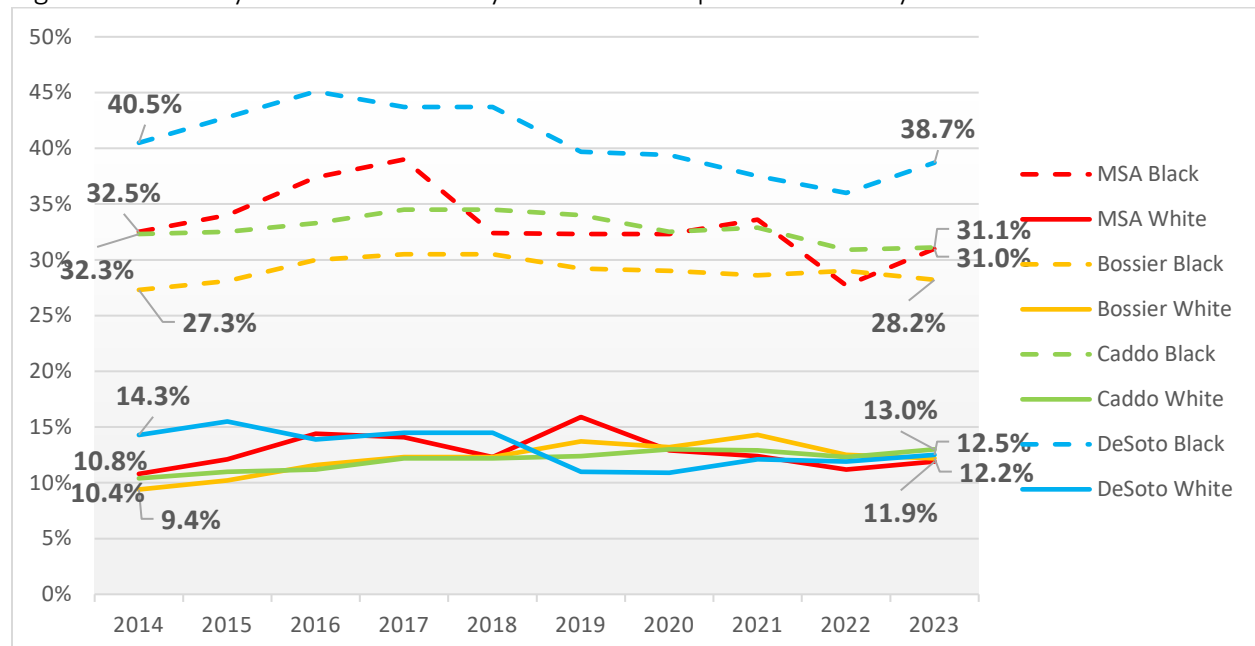


Source: 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Note: Data for this indicator for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates in all years but 2020 for which only 5-year estimates were available.

Figure 43: Poverty Rate for Persons by Race in Shreveport-Bossier City MSA and Parishes

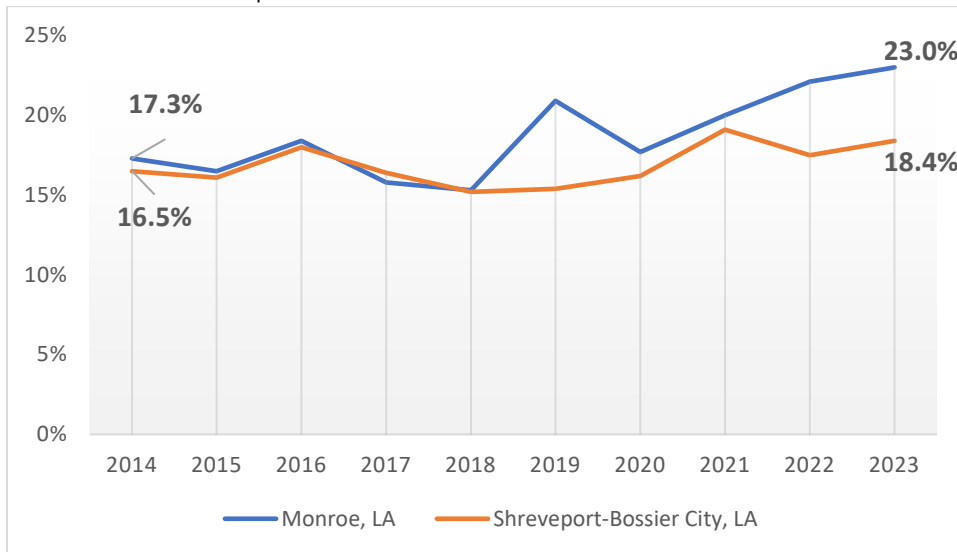


Source: 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Note: Data for this indicator for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates in all years but 2020 for which only 5-year estimates were available.

Figure 44: Percent of Households with SNAP Benefits for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2014-2019 and 2021-2023 American Community Survey

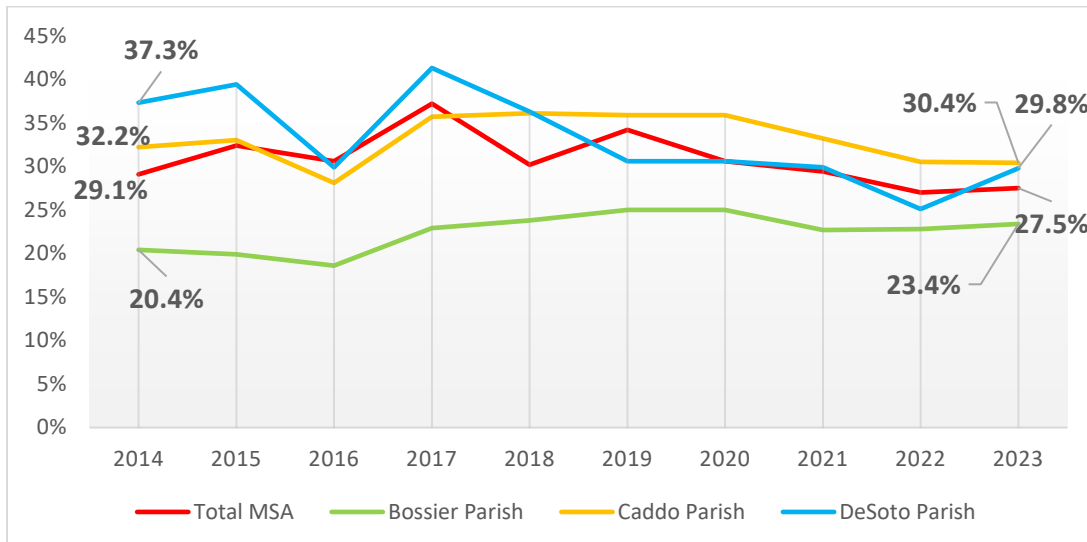
1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey

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

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 45: Poverty Rate for Children Under Age 18 in Shreveport-Bossier City MSA and Parishes

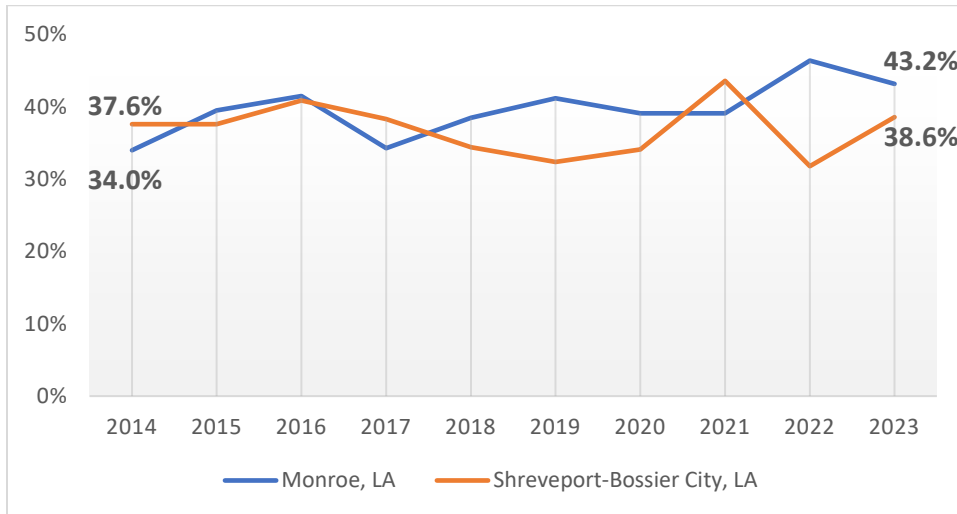


Source: U.S. Census Bureau, 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Note: Data for this indicator for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates in all years but 2020 for which only 5-year estimates were available.

Figure 46: 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, 2014-2019 and 2021-2023 American Community Survey

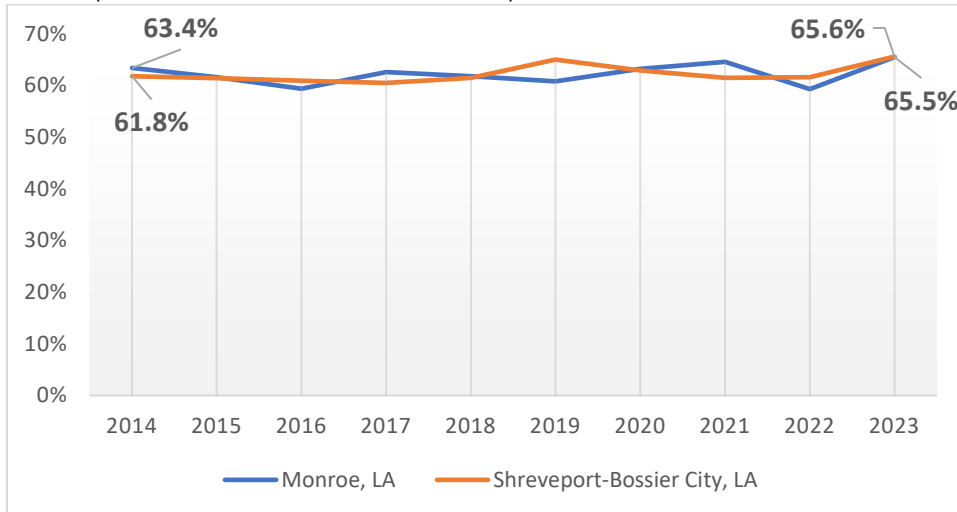
1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey

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

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 47: Percent of Occupied Housing Units that are Owner-Occupied for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau, 2014-2019 and 2021-2023 American Community Survey

1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey

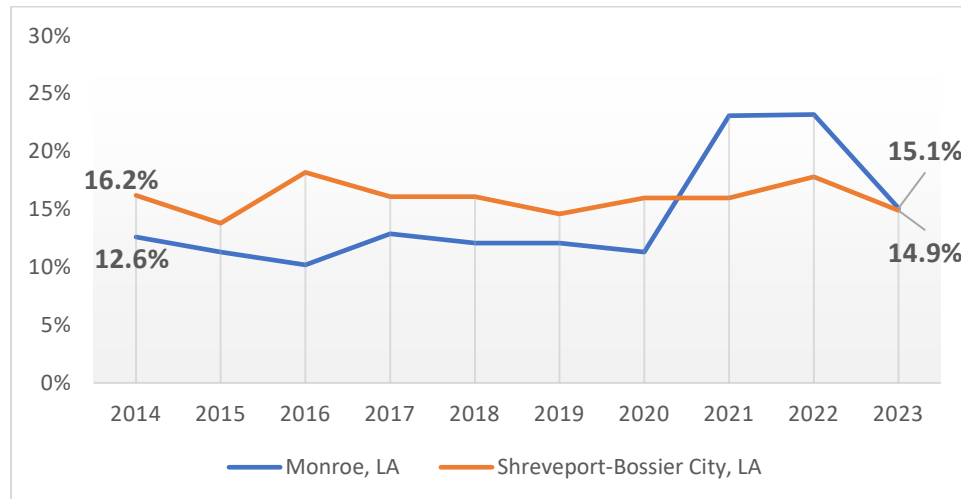
5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Note: In previous Community Counts reports, data from this indicator came from American Community Survey

1-Year Estimates but only 5-year estimates were available for 2020.

Figure 48: 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, 2014-2019 and 2021-2023 American Community Survey

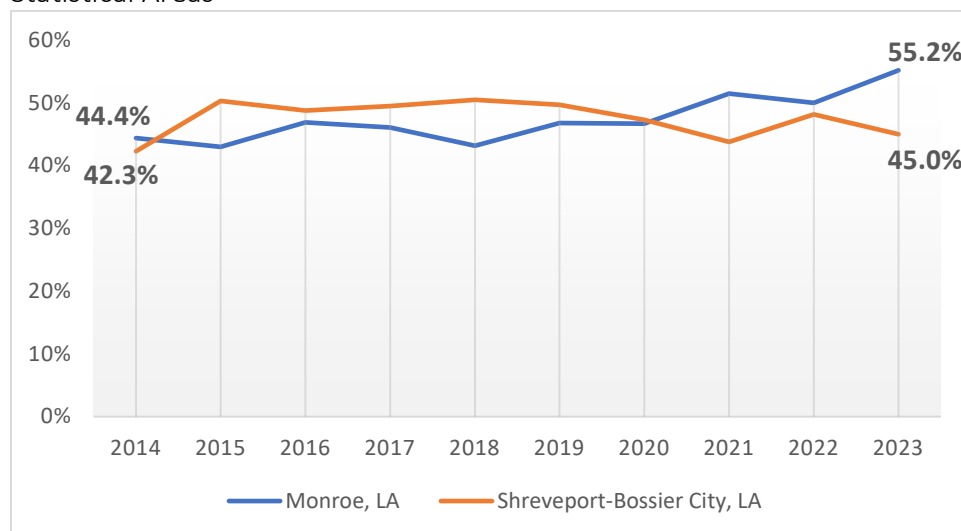
1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey

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

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 49: 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, 2014-2019 and 2021-2023 American Community Survey

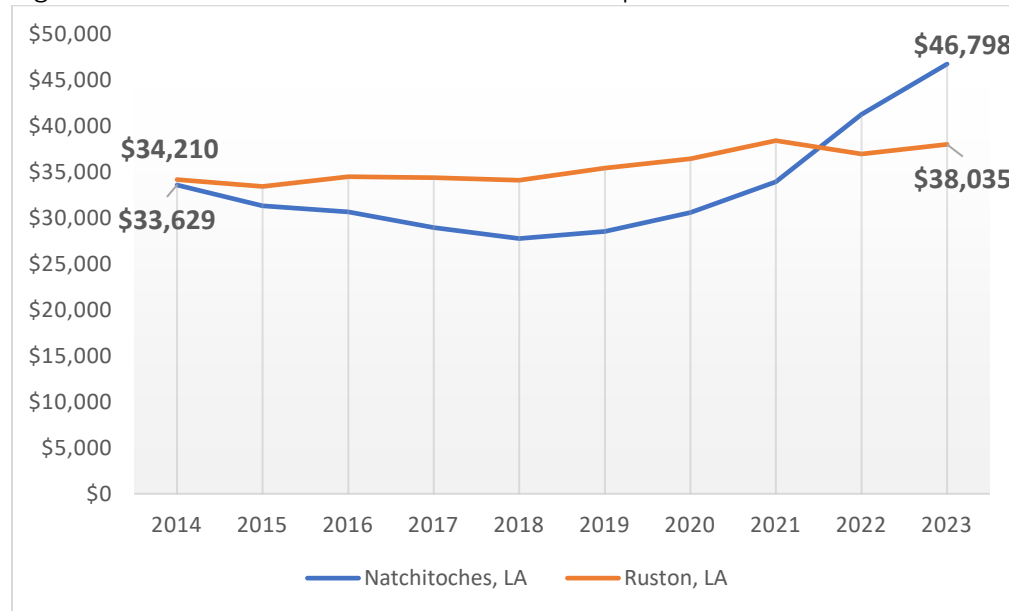
1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey

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

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

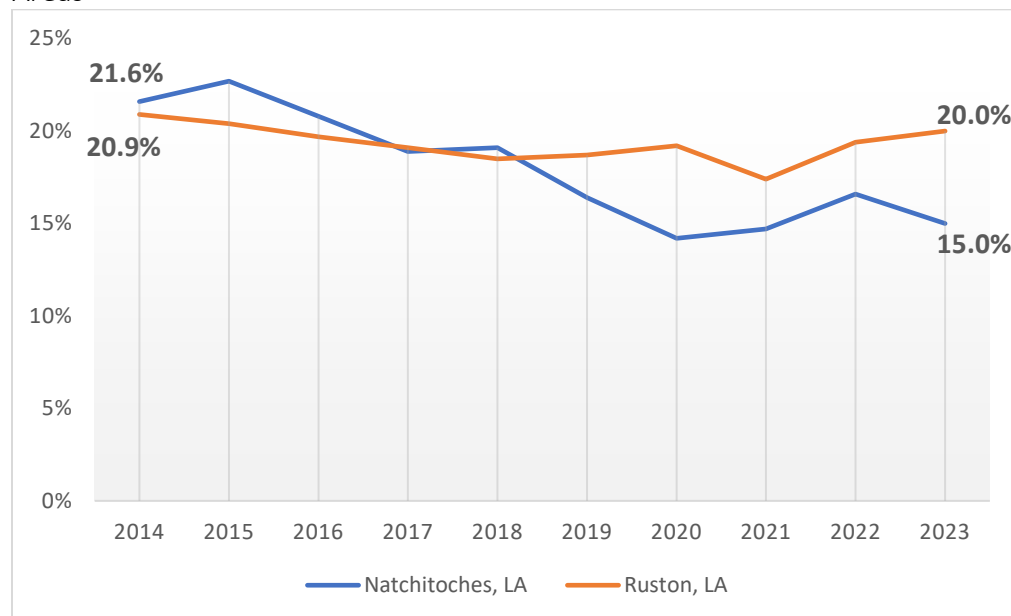
Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 50: Median Household Income for Micropolitan Statistical Areas



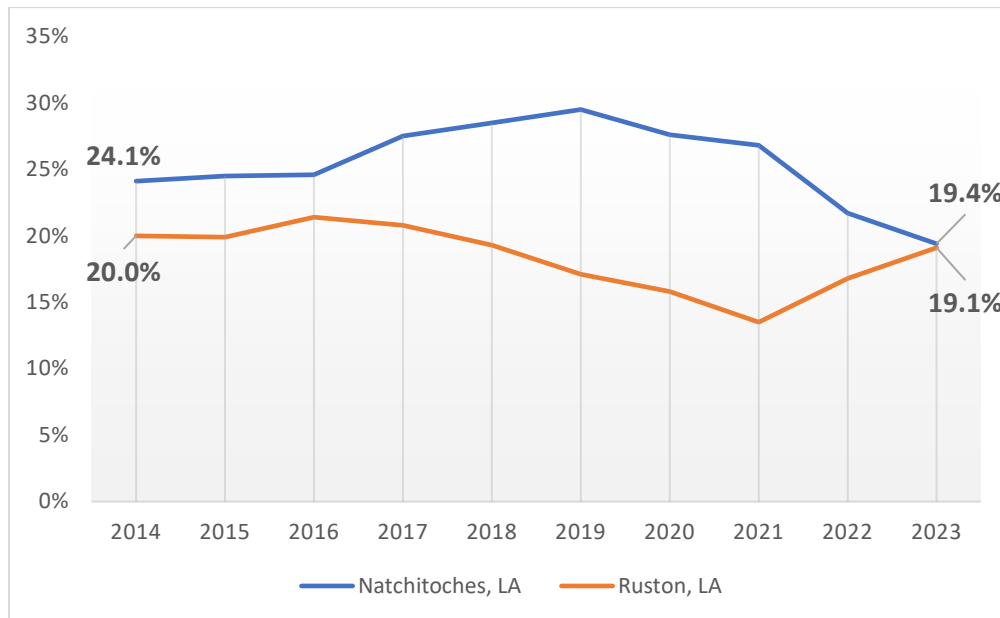
Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 51: Percent of Families Below Poverty Level for Micropolitan Statistical Areas



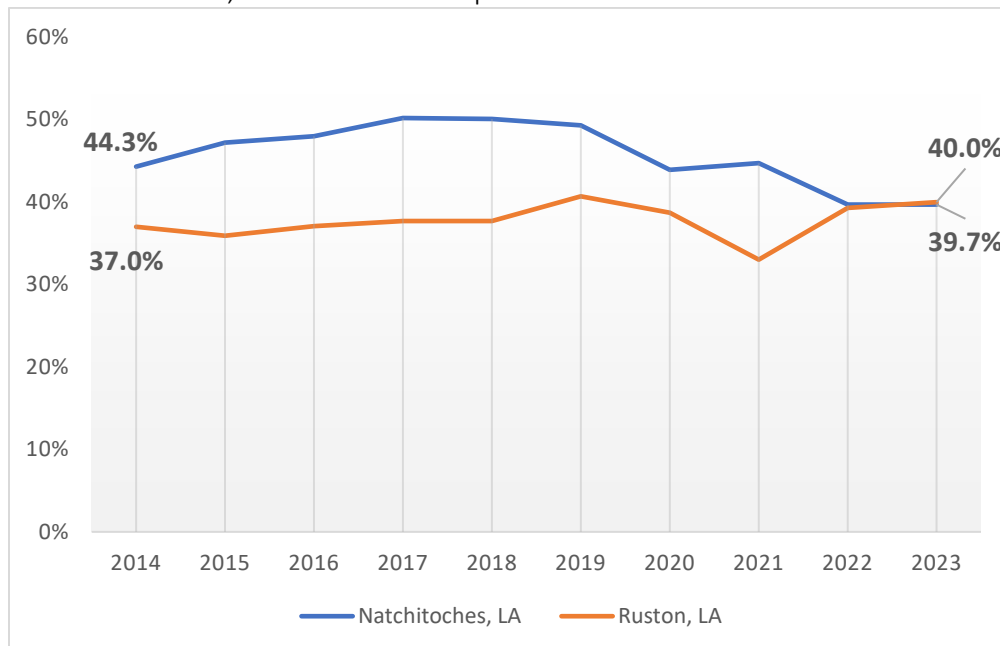
Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 52: Percent of Households with SNAP Benefits for Micropolitan Statistical Areas



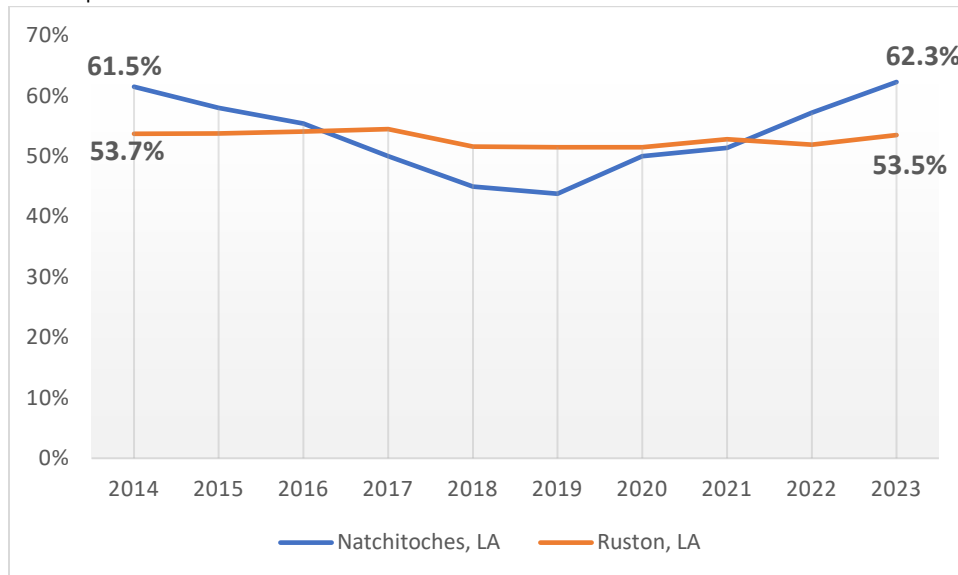
Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 53: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Micropolitan Statistical Areas



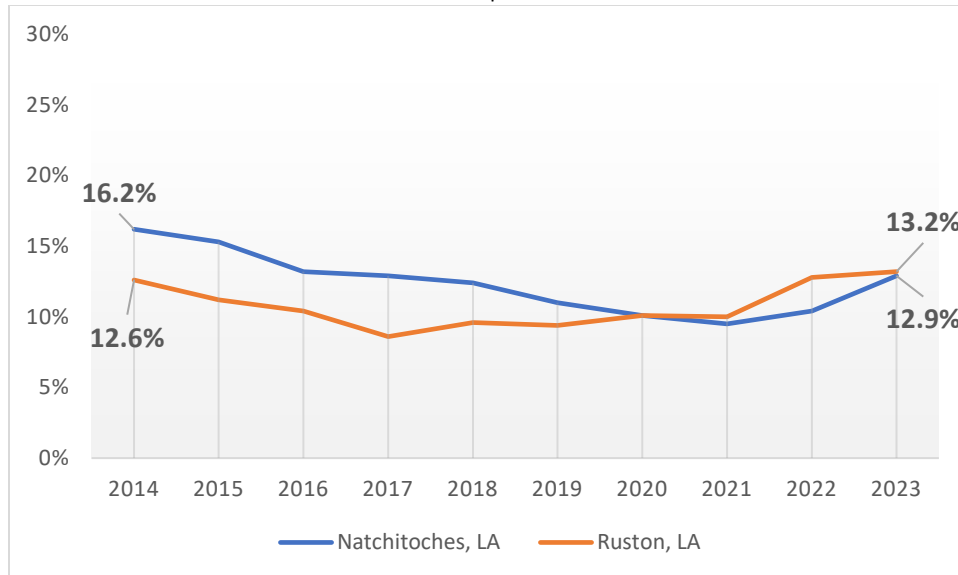
Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 54: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas



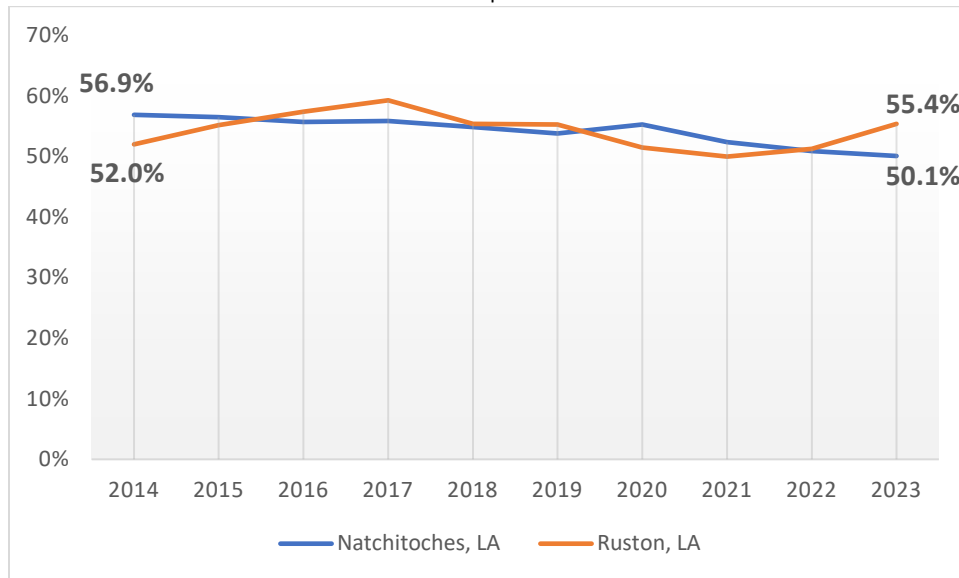
Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 55: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 56: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas




Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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, demonstrated that students who attended a pre-K program scored higher on reading and math tests than children receiving parental care.¹³ Students who attended a childcare center or other preschool program also showed gains, but 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 that 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. In 2021, we dropped back to 43.5% and 5th place among our peers, and this year we moved back up to 3rd (Table 9). However, our enrollment rate is still ten points below the figure for 2017. The pandemic had a large impact on these data, and it may take time for that to dissipate.

Table 9: Percent of 3- and 4-Year-Olds Enrolled in School, 2023¹⁴

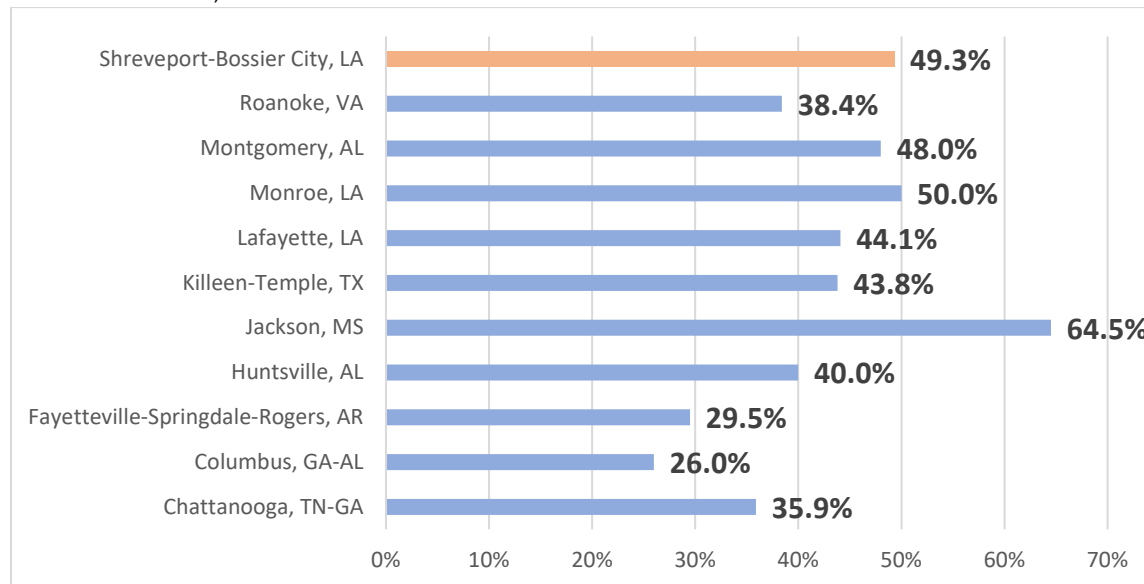
MSA	Percent Enrolled in School	Rank	2022 Rank
Jackson, MS	64.5%	1	
Monroe, LA	50.0%	2	
Shreveport-Bossier City, LA	49.3%	3	 6
Montgomery, AL	48.0%	4	
Lafayette, LA	44.1%	5	
Killeen-Temple, TX	43.8%	6	
Huntsville, AL	40.0%	7	
Roanoke, VA	38.4%	8	
Chattanooga, TN-GA	35.9%	9	
Fayetteville-Springdale-Rogers, AR	29.5%	10	
Columbus, GA-AL	26.0%	11	

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov>

¹³ 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.

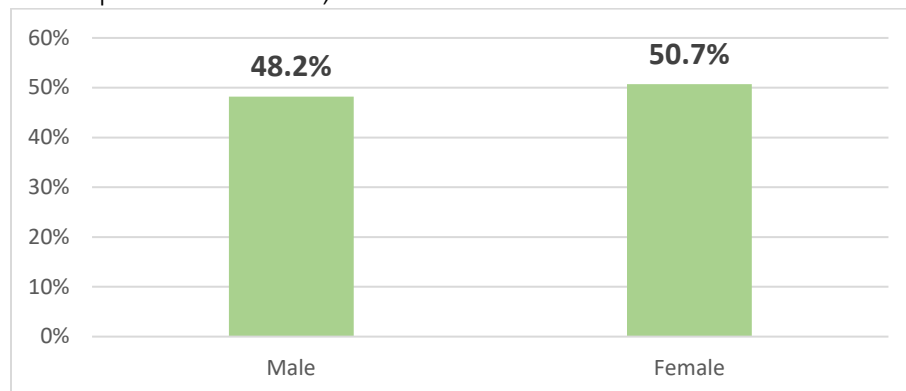
¹⁴ Pre-k is a classroom-based preschool program for children age 3 to 4. It may be delivered through a preschool or within a reception year in elementary school. Formal pre-k differs from day care in that preschools typically provide care for shorter hours and are closed for holidays, school breaks, 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.

Figure 57: Percent of 3- and 4-Year-Olds Enrolled in School for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

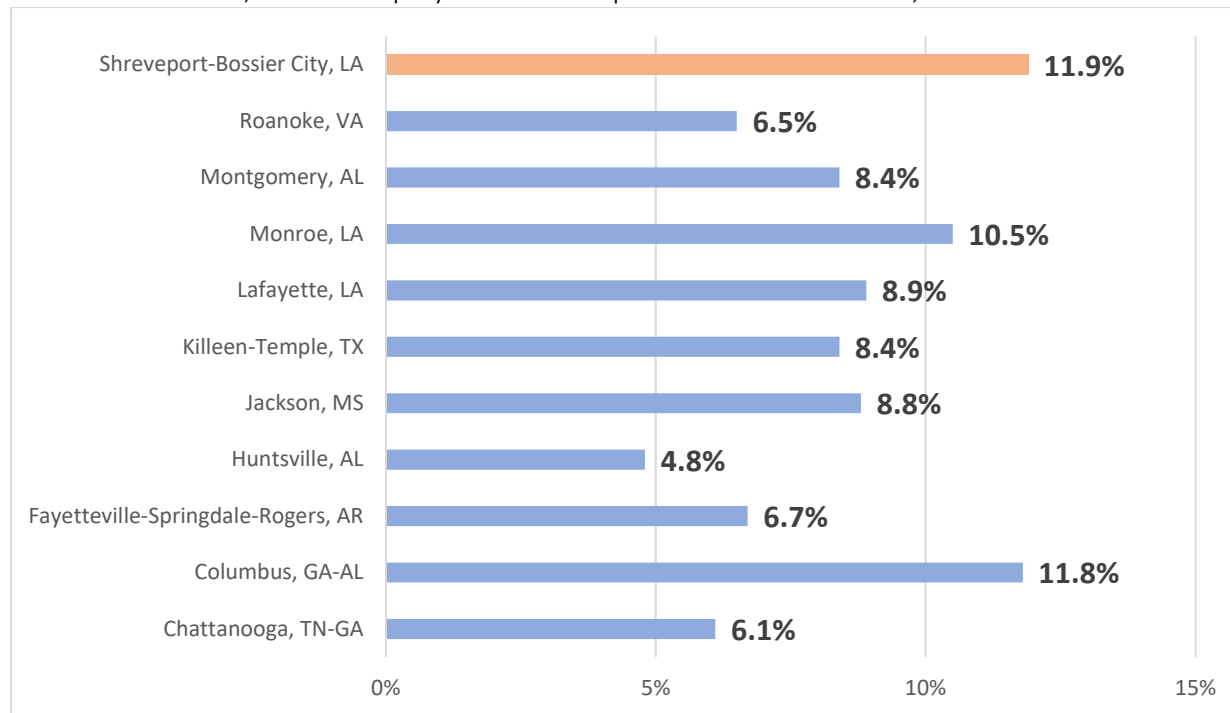
Figure 58: Percent of 3- and 4-Year-Olds Enrolled in School by Sex for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

At the other end of the spectrum are 16- to 19-year-olds. Since 2014 the share of 16- to 19-year-olds not enrolled in school, not in the labor force, and unemployed in our MSA has fluctuated between 8.3% to as high as 14.9%. This year we have the highest figure among our peers (11.9%) despite a drop from last year. The number is much higher for males (17.8%) than for females (5.9%) as shown in Figure 60, and about the same for Black youth (8.9%) as for White (8.4%). 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 which show the share of the population of the Shreveport-Bossier MSA with less than a high school diploma or equivalent (10.9%).

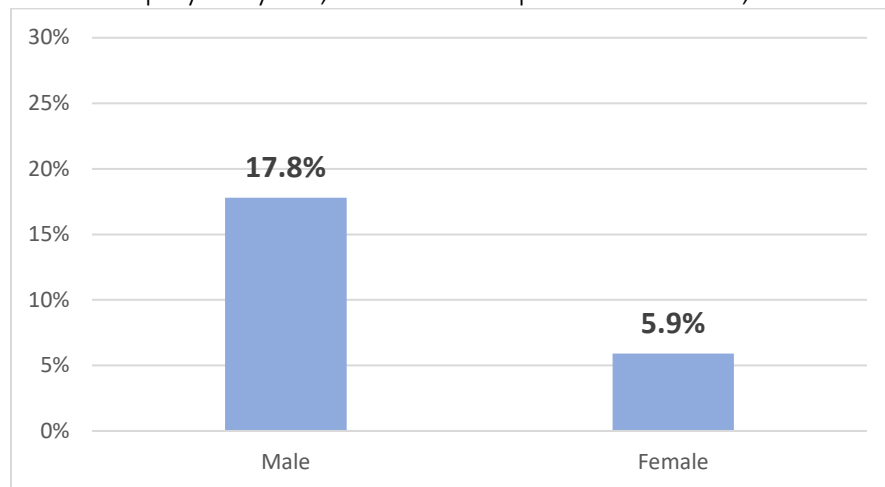
Figure 59: Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2021-2023.

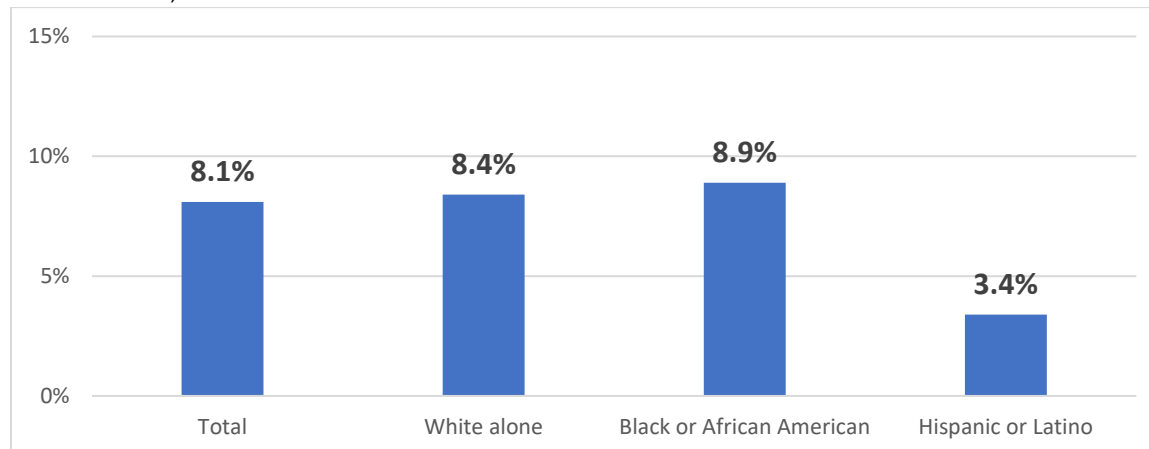
Figure 60: Percent of Population 16- to 19-Year-Olds not Enrolled in School, Not in Labor Force, and Unemployed by Sex, for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2022 and 2023.

Figure 61: Percent of Population 16 to 19 Years Old Who Are Idle by Race for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>. Note: Idleness is defined as those people who are not enrolled in school and not in the labor force. It does not include those individuals who are unemployed as in Figures 59 and 60. Note: In previous reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2021-2023.

Adults without a high school diploma or equivalency have a significantly higher likelihood of unemployment and poverty and longer durations of both.¹⁵ They also earn less when they do work and there is significant evidence that the high school equivalency does not improve those prospects much. This situation 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 7th, down four slots over the last three years, with 10.5% of the 25 and older population having less than a high school diploma or equivalency (Table 10). When one out of every 10 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, 2023

MSA	Percent Less Than High School Grad or Equivalent	Rank	2022 Rank
Huntsville, AL	7.2%	1	
Roanoke, VA	7.6%	2	
Killeen-Temple-Fort Hood, TX	8.7%	3	
Chattanooga, TN-GA	8.8%	4	
Montgomery, AL	9.9%	5	
Fayetteville-Springdale-Rogers, AR	10.4%	6	
Shreveport-Bossier City, LA	10.5%	7	➡ 7
Jackson, MS	11.1%	8	
Columbus, GA-AL	11.3%	9	


¹⁵ Sum, Andrew et al. *The Consequences of Dropping Out of High School*. Center for Labor Market Studies, Northeastern University. October 2009

Monroe, LA	12.4%	10
Lafayette, LA	12.5%	11

Source: U.S. Census Bureau, 2023 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 an equivalent is post-secondary and higher education. In recent years, our MSA's rankings in the share of the population 25 years and over with a bachelor's or associate's degree has fluctuated, but the underlying data have been stagnant. That is also true this year regarding bachelor's degrees (26%), but the share of people with an associate's degree rose to 9.7% improving our ranking from 11th two years ago to a tie for 3rd. Among the peer communities, Huntsville has achieved by far the highest share of the population with a bachelor's degree or higher at 44.6%.

Table 11: Percent of Population 25 Years & Over with an Associate's Degree, 2023

MSA	Percent with Associate's Degree	Rank	2022 Rank
Jackson, MS	10.7%	1	 6
Killeen-Temple-Fort Hood, TX	10.4%	2	
Columbus, GA-AL	9.7%	3 (tie)	
Roanoke, VA	9.7%	3 (tie)	
Shreveport-Bossier City, LA	9.7%	3 (tie)	
Huntsville, AL	8.9%	6	
Chattanooga, TN-GA	8.6%	7	
Lafayette, LA	8.4%	8	
Fayetteville-Springdale-Rogers, AR	8.0%	9 (tie)	
Montgomery, AL	8.0%	9 (tie)	
Monroe, LA	6.0%	11	

Source: U.S. Census Bureau, 2023 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, 2023

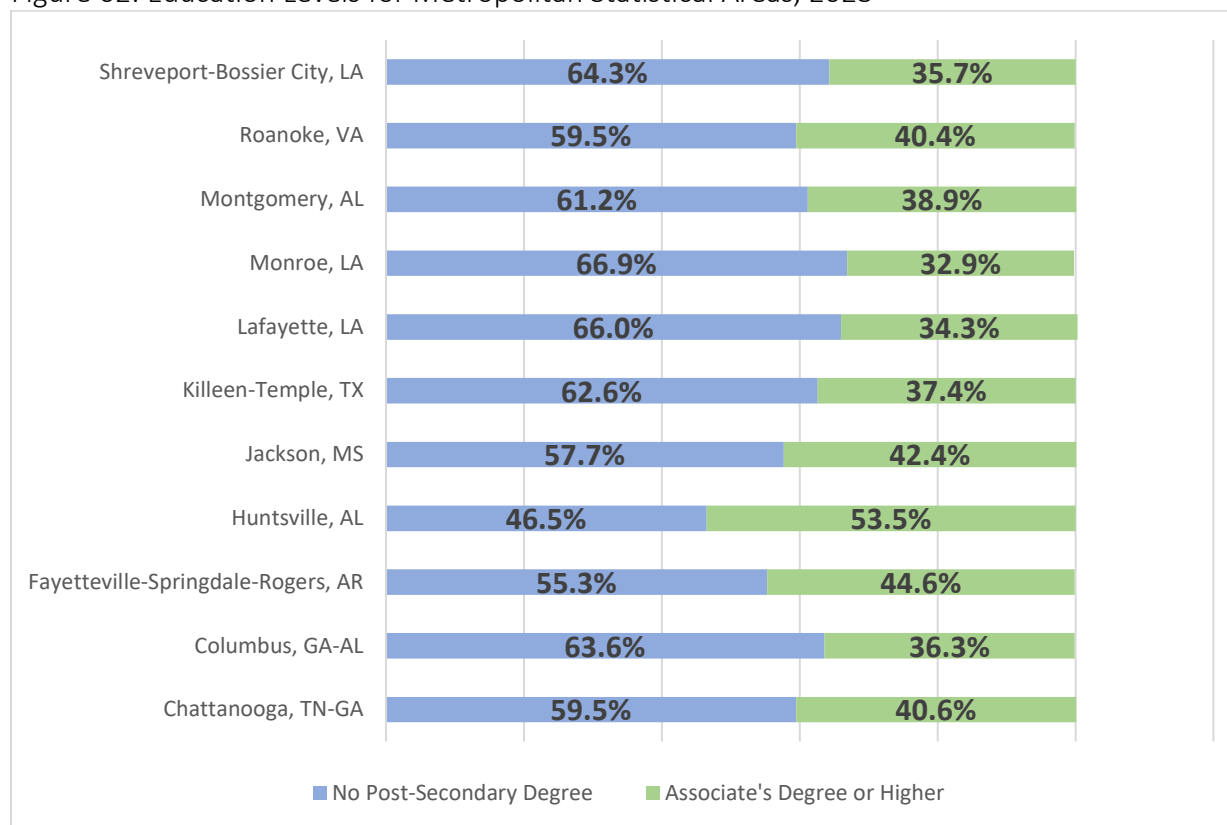
MSA	Percent with Bachelor's Degree or Higher	Rank	2022 Rank
Huntsville, AL	44.6%	1	
Fayetteville-Springdale-Rogers, AR	36.6%	2	
Chattanooga, TN-GA	32.0%	3	
Jackson, MS	31.7%	4	
Montgomery, AL	30.8%	5 (tie)	
Roanoke, VA	30.8%	5 (tie)	
Killeen-Temple-Fort Hood, TX	27.0%	7	
Monroe, LA	26.9%	8	
Columbus, GA-AL	26.6%	9 (tie)	

Shreveport-Bossier City, LA	26.0%	10	 9
Lafayette, LA	25.9%	11	

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 62 demonstrates that the Shreveport-Bossier MSA has the 3rd highest percentage (66%) of the population with something less than a post-secondary degree and the 3rd lowest share of the population with an associate's degree or higher. Communities with a high share 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 53.5% of its population over 25 having earned an associate's degree or higher. 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 merit considerable attention from policy makers.

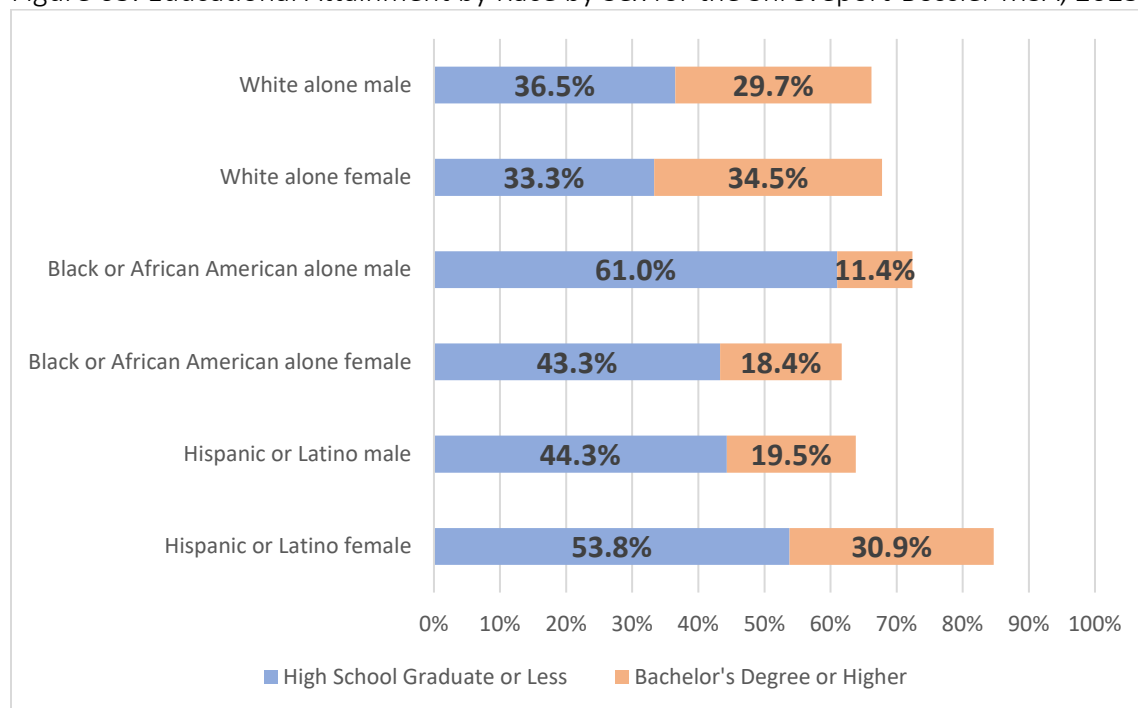
Figure 62: Education Levels for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 63 illustrates the wide disparity in educational attainment across racial groups in our MSA. Only 11.4% of black males have a bachelor's degree or higher compared to over 34.5% for white females. 61% of black males have a high school diploma or less.

Figure 63: Educational Attainment by Race by Sex for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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.¹⁶ Those without regular, reliable access to this technology are left out of economic and educational opportunities on a growing scale. Table 13 and Figure 64 show that the Shreveport-Bossier MSA ranks 7th (up from 10th last year) in the percentage of households with a computer and 10th in percentage of households with a broadband internet subscription. While these percentages have been growing over time, we still trail our peers. Figure 65 shows a small racial divide extends to this area as well. These figures together indicate the digital divide in the Shreveport-Bossier MSA is potentially a big obstacle for many households. This divide reinforces other problems by reducing access to educational and workforce opportunities.

¹⁶ "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/>

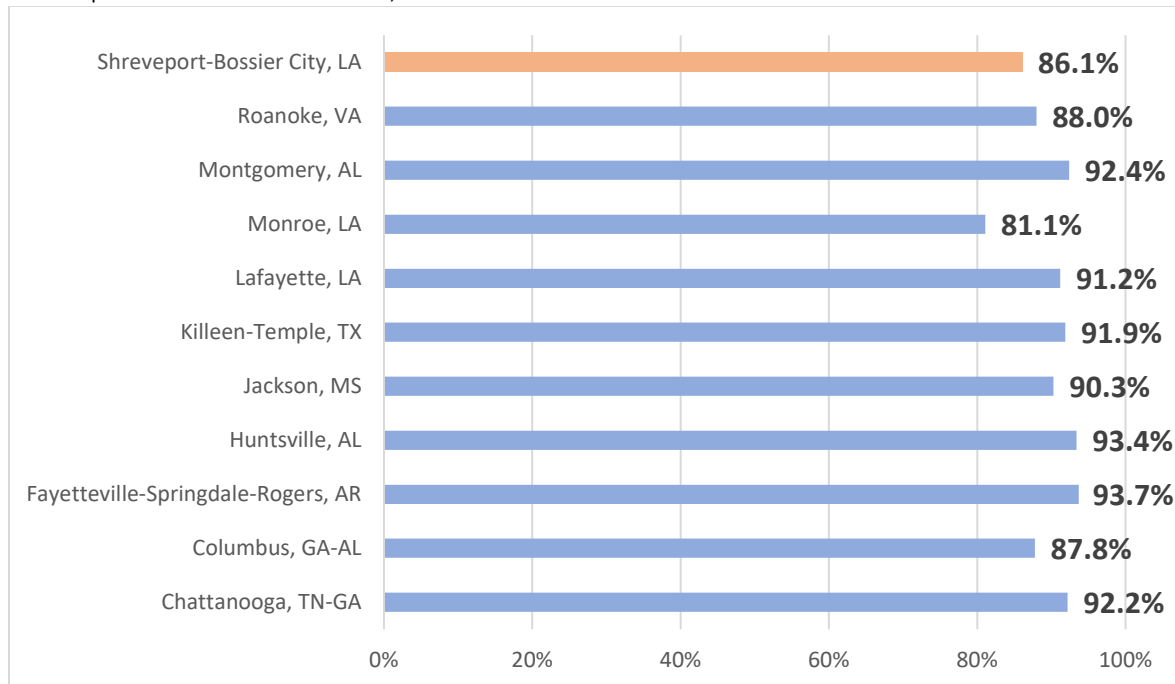
Table 13: Percent of Households with a Computer, 2023

MSA	Percent with a Computer	Rank	2022 Rank
Huntsville, AL	90.3%	1	
Killeen-Temple-Fort Hood, TX	86.6%	2	
Fayetteville-Springdale-Rogers, AR	86.2%	3	
Chattanooga, TN-GA	84.5%	4	
Montgomery, AL	81.8%	5	
Roanoke, VA	81.1%	6	
Shreveport-Bossier City, LA	79.9%	7	10
Lafayette, LA	79.5%	8	
Jackson, MS	79.0%	9	
Columbus, GA-AL	78.9%	10	
Monroe, LA	73.4%	11	

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

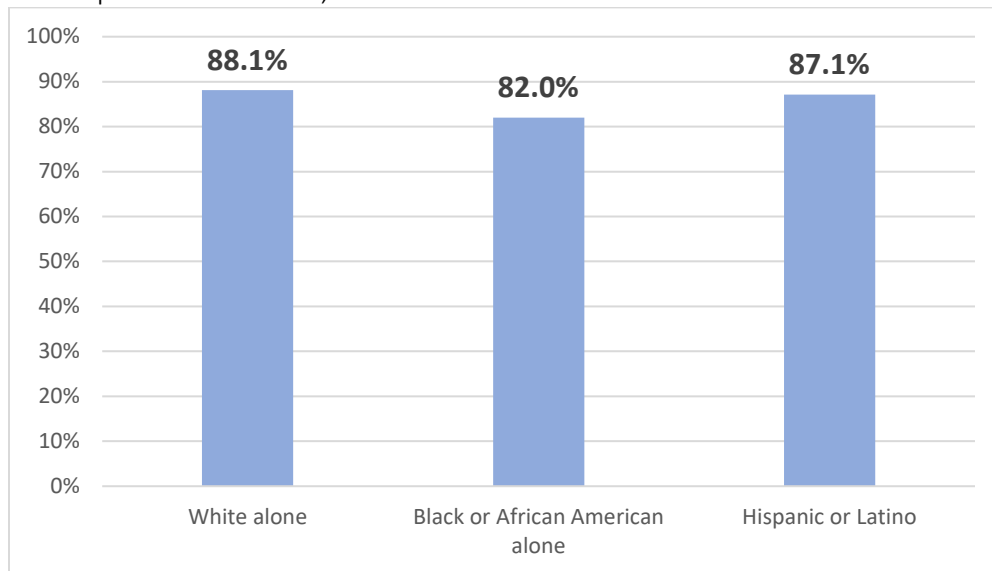
Note: Households with smartphones but no other type of computing device were removed.

Figure 64: Percent of Households with a Broadband Internet Subscription for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 65: Percent of Households with a Broadband Internet Subscription by Race for the Shreveport-Bossier MSA, 2023

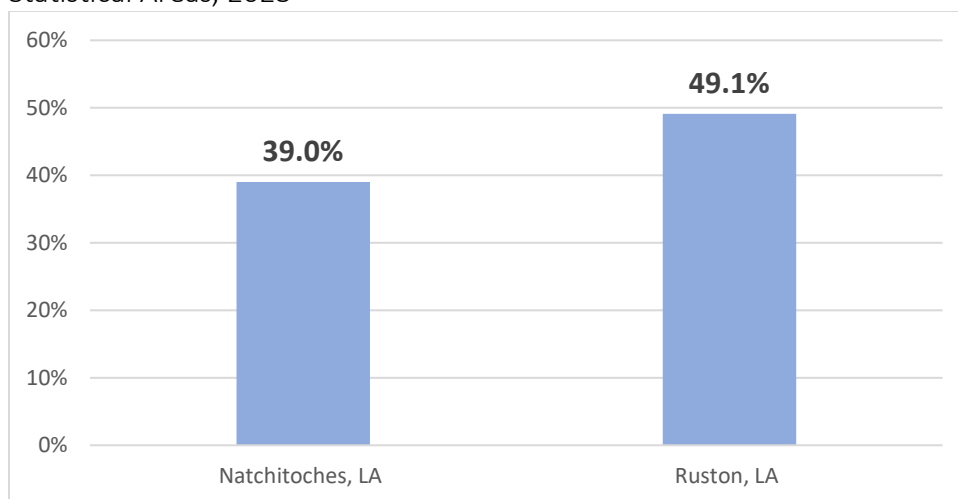


Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: In previous Community Counts reports, data from this indicator came mostly from American Community Survey 1-Year Estimates but only 5-year estimates were available for the Hispanic or Latino population for 2023 so 5-Year Estimates were used for all racial groups.

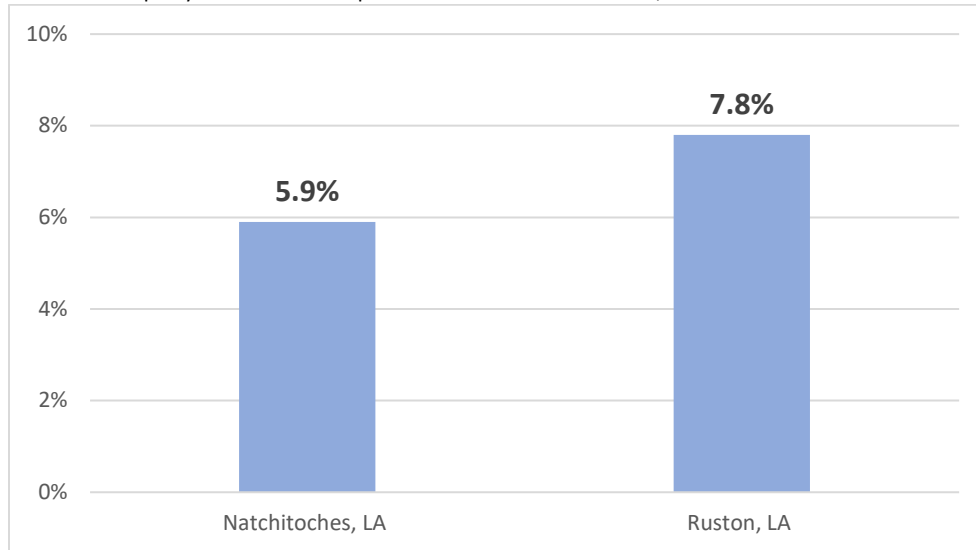
The share of 3- and 4-years-olds enrolled in school in Ruston is 49.1% (higher than all but three of the MSAs). In Ruston, 40.7% of adults over 25 have an associate's degree or higher (higher than all but three of the MSAs).

Figure 66: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas, 2023



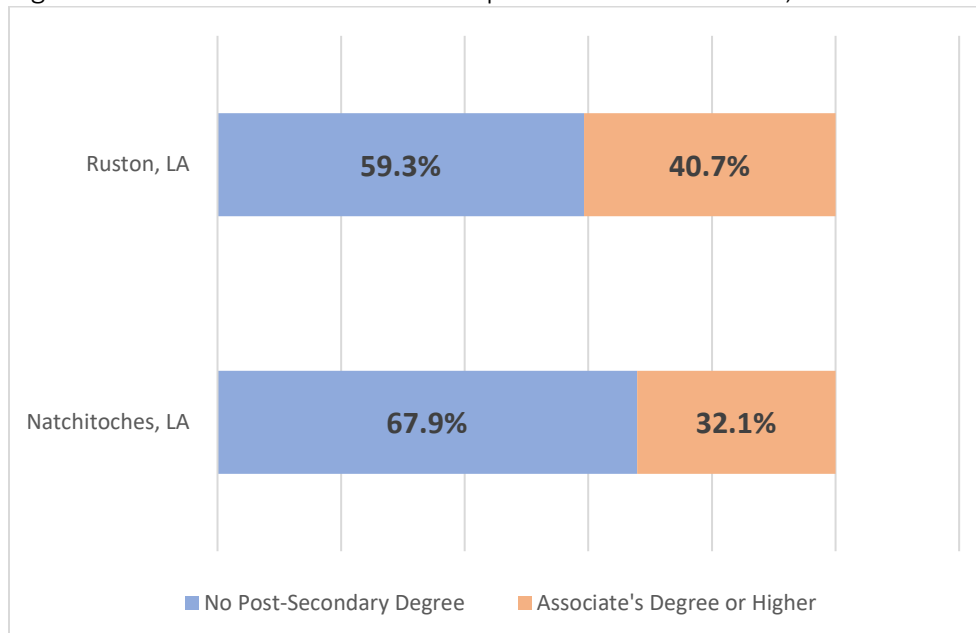
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 67: Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for Micropolitan Statistical Areas, 2023



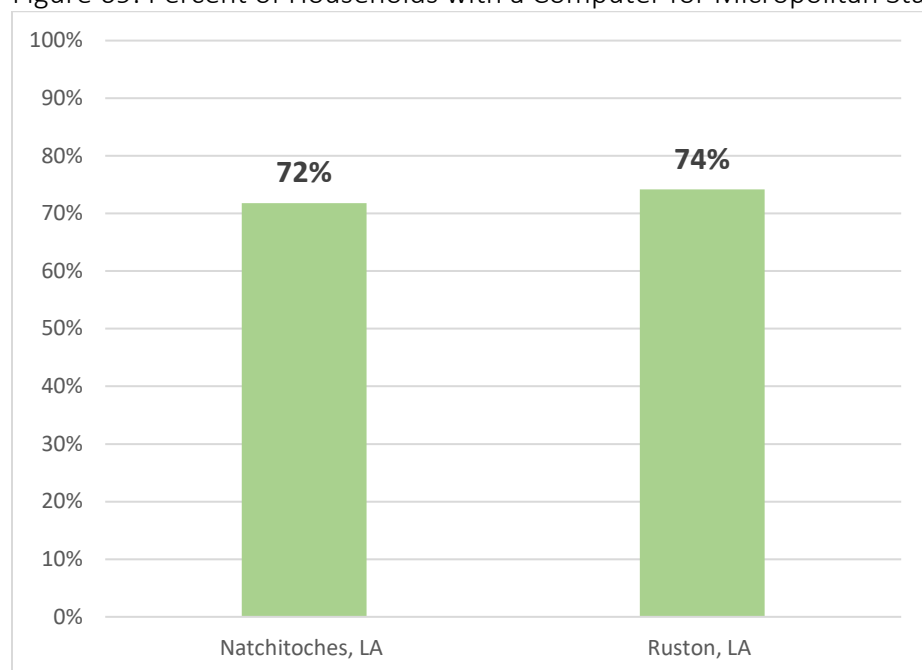
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 68: Education Levels for Micropolitan Statistical Areas, 2023



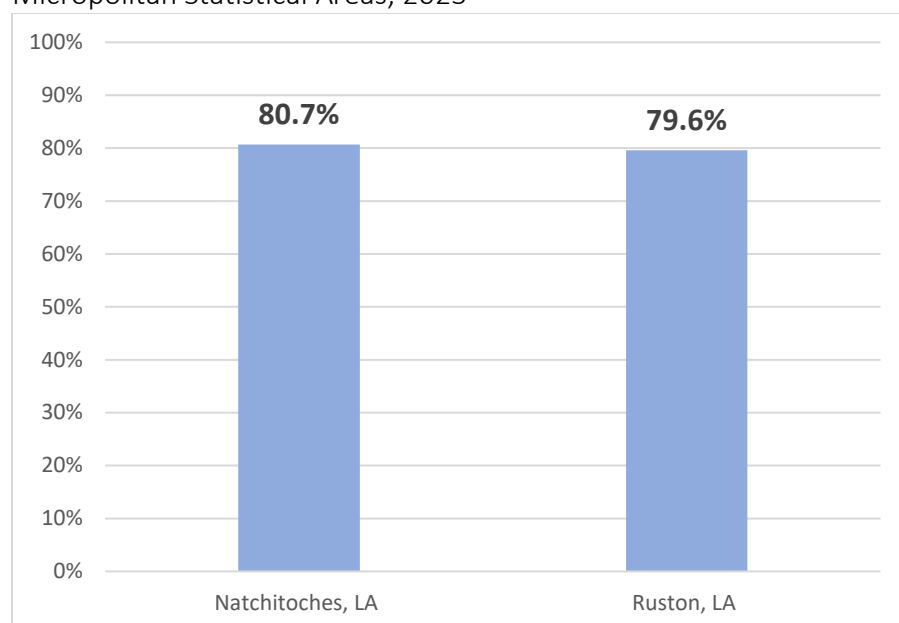
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 69: Percent of Households with a Computer for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>


Figure 70: Percent of Households with a Broadband Internet Subscription for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

4.2 Workforce

Table 14: Unemployment Rate, 2023

MSA	Percent Unemployed	Rank	2022 Rank
Huntsville, AL	2.8%	1	
Roanoke, VA	3.2%	2	
Fayetteville-Springdale-Rogers, AR	3.5%	3	
Lafayette, LA	3.8%	4	
Montgomery, AL	4.0%	5	
Chattanooga, TN-GA	4.4%	6	
Jackson, MS	5.1%	7 (tie)	
Shreveport-Bossier City, LA	5.1%	7 (tie)	 10
Killeen-Temple-Fort Hood, TX	5.2%	9	
Columbus, GA-AL	5.3%	10	
Monroe, LA	7.3%	11	

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

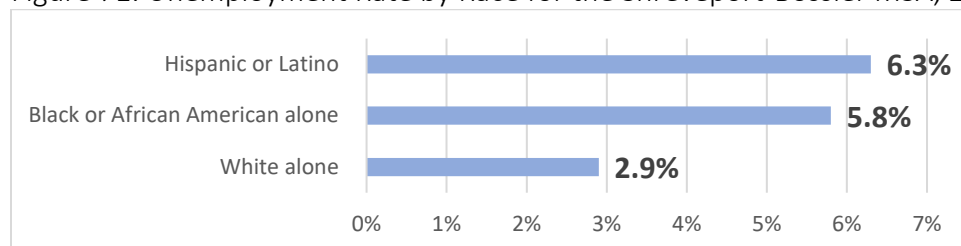
It is not unusual for unemployment numbers to fluctuate differently across communities as the waves of the economic cycle impact communities at different times and in different ways. It is typical for unemployment to be high and rising in one place while it is low and falling in another and for those circumstances to be juxtaposed over a short time. This can be due to movement through the economic cycle or a wide variety of other 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. Last year our ranking has dropped to 10th with a 6.6% unemployment rate. This year our rate dropped to 5.1% and our ranking improved to 7th. Figures 71 and 72 show the racial disparity in unemployment is significant. The MSA also has the 4th lowest labor force participation rate¹⁷ (Figure 73) at 59.1%. This means that a large share of the adult population (40.9%) is not working and 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. Huntsville had the lowest unemployment rate among the peer communities (2.8%) and Fayetteville had the highest labor force participation rate (67.2%). In an excellent example of how all these data are related and help drive outcomes, the strong workforce numbers for Fayetteville along with that MSA's robust wage

¹⁷ 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.

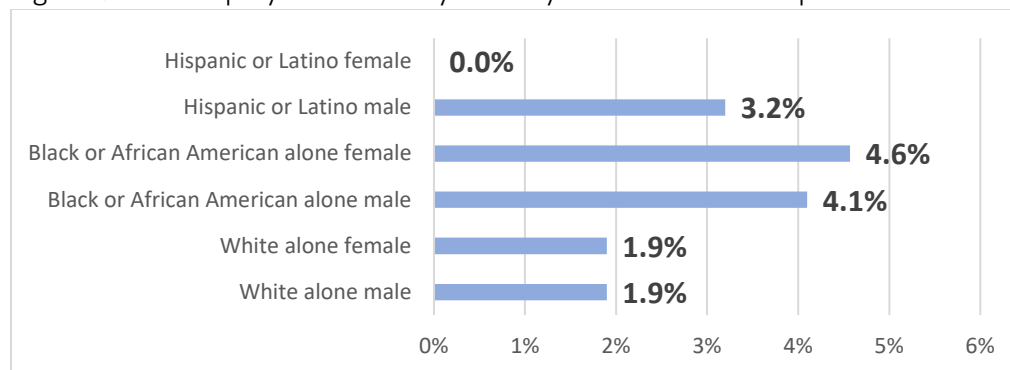
and household income levels also help drive their very low numbers of households receiving public assistance as well as other positive indicators on poverty and economic well-being.

Figure 71: Unemployment Rate by Race for the Shreveport-Bossier MSA, 2023



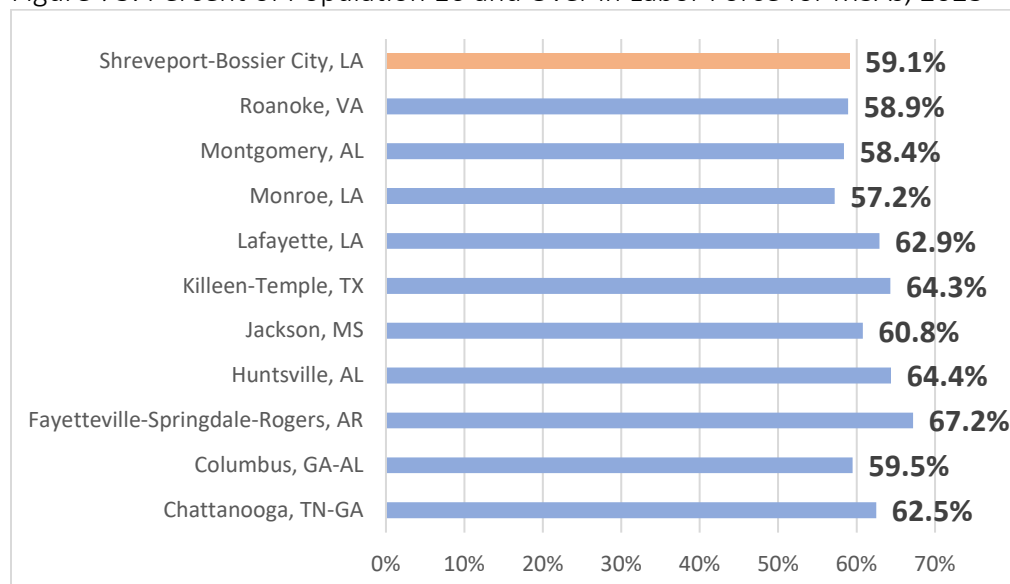
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 72: Unemployment Rate by Race by Sex for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

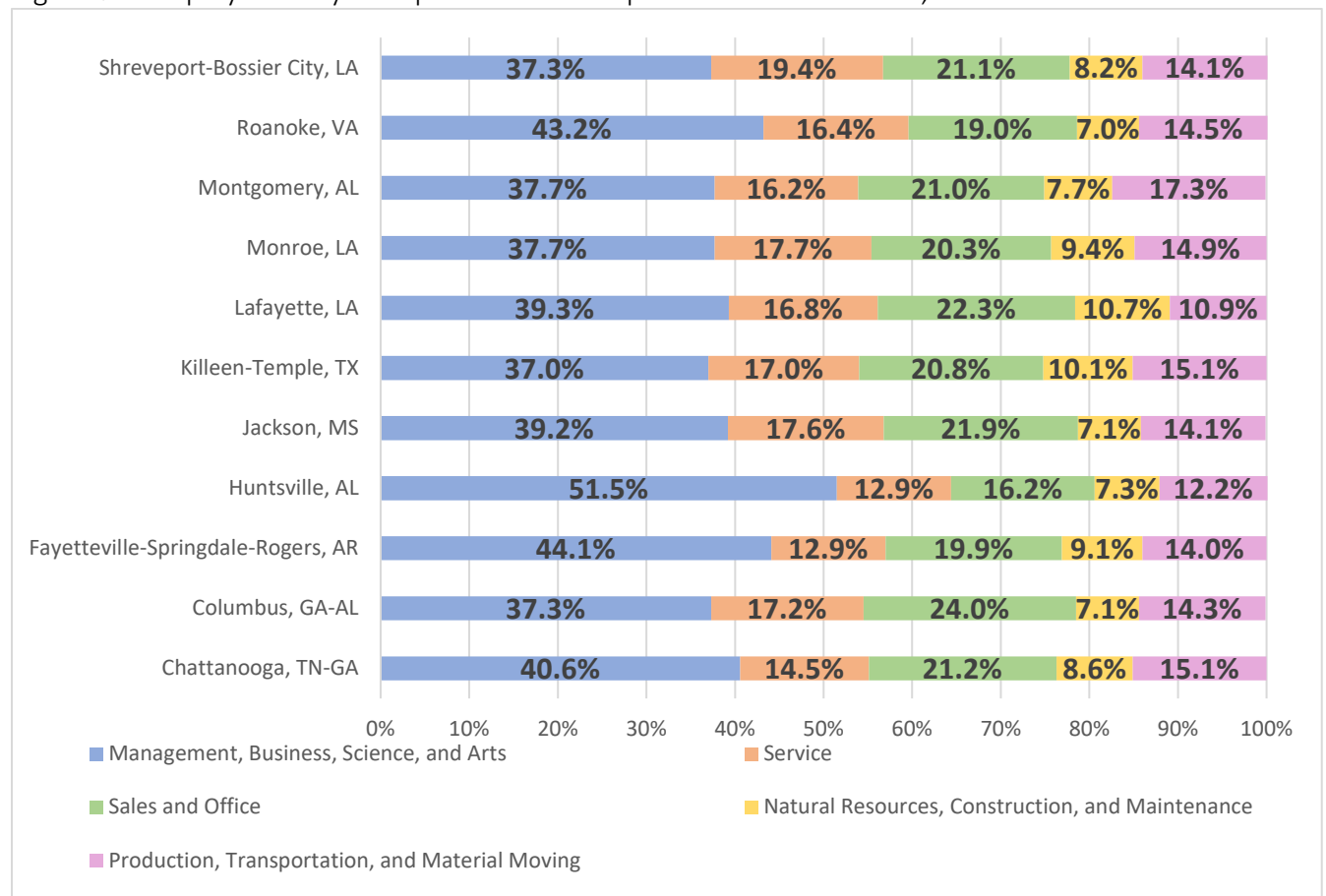
Figure 73: Percent of Population 16 and Over in Labor Force for MSAs, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

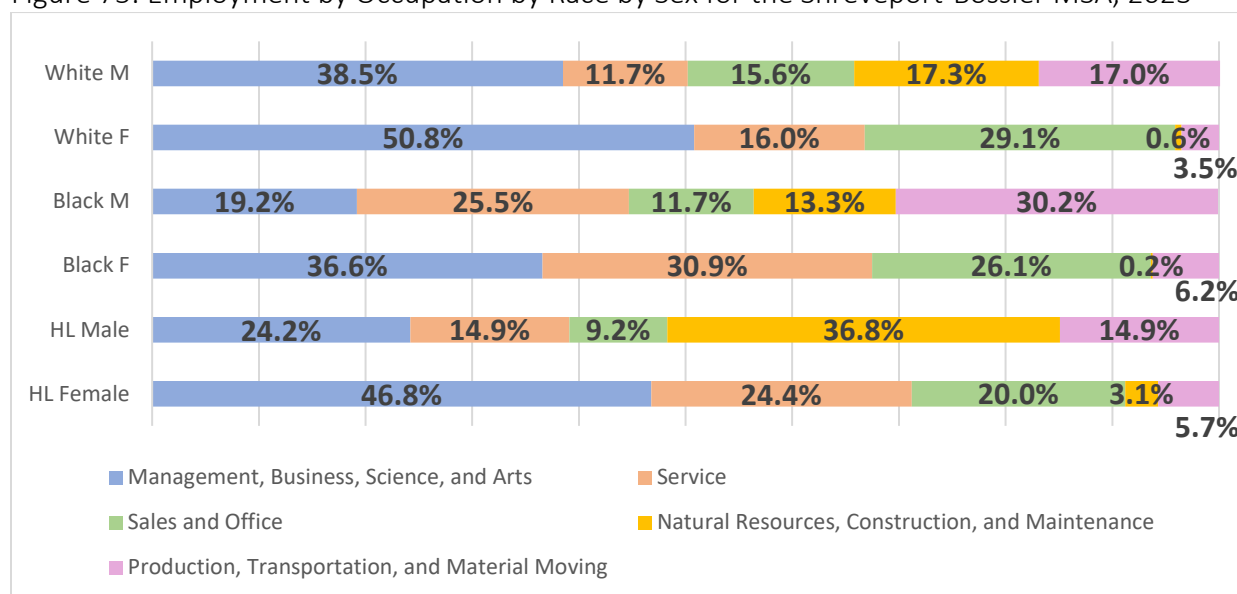
Figure 74 below shows our MSA's relative economic concentration in the service sector compared to our peers. The MSA has the highest share of employment in the Service occupations and the 2nd lowest in Management, Business, Science, and Arts. Our ranking was 4th lowest among our peers in Production, Transportation, and Material Moving. While there are service occupations that are high-skilled/high-wage, the service occupations jobs category contains a large share of the lowest-paying, lowest-skilled occupations in the economy. Figure 74 shows the distribution of employment by occupation broken down by race and sex. Note that there are significant differences in the occupational employment patterns across these demographic categories. Hispanic males are concentrated in Natural Resources, Construction and Maintenance and Black males are almost double the share of any other demographic group in Production, Transportation, and Moving. White and Hispanic females are predominately in Management, Business, Science, and Arts.

Figure 74: Employment by Occupation for Metropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 75: Employment by Occupation by Race by Sex for the Shreveport-Bossier MSA, 2023



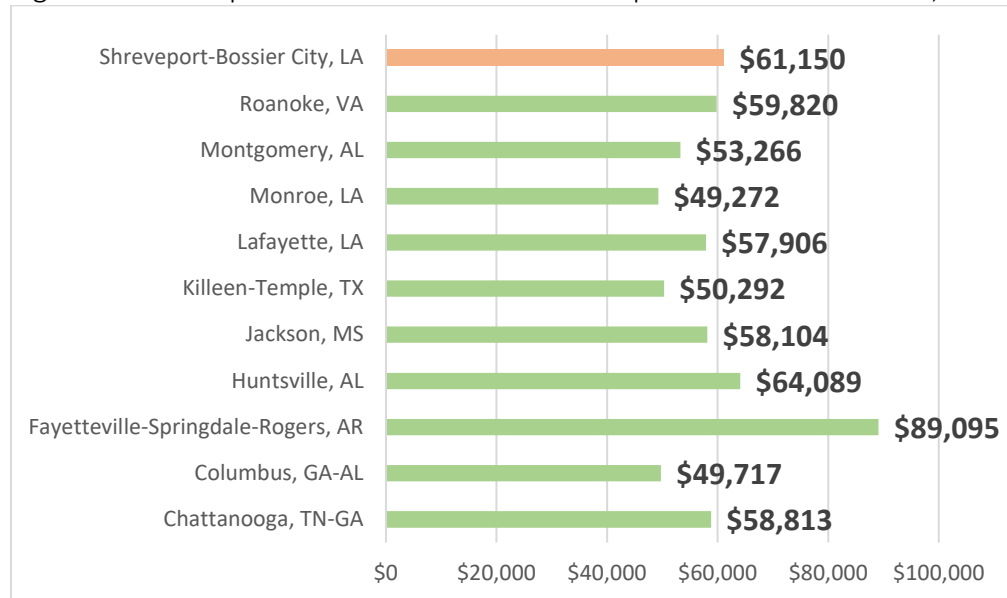
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: White M = White alone male, White F = White alone female, Black M = Black or African American male, Black F = Black or African American female, HL Male = Hispanic or Latino male, HL Female = Hispanic or Latino female
 Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for the Hispanic or Latino racial group for 2021-2023. Thus, 5-Year Estimates were used for all groups.

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. Per capita GDP is a measure of the output of an economy divided by the population, a measure of productivity.

For the last several years our MSA has ranked high among our peers in per capita GDP and per capita personal income. This year we remained strong in both categories: 3rd among our peers in per capital personal income (Figure 76) and 2nd in per capita GDP (Figure 77). Our growth in personal income (Figure 78) was the 3rd lowest among our peers from 2013-2023. However, our per capita GDP growth over that same time ranks 1st among all peer communities (Table 16). Over the years, the typically strong per capita income and GDP figures for our MSA juxtaposed with the high poverty, low household income, and low median wage data indicated some significant inequality issues—a very productive economy and workforce generating low levels of household income and high levels of poverty. This demonstrates a concerning disconnect between the productivity of the workforce (high) and returns to its labor in terms of income and wages (low). This can contribute to negative economic and social outcomes, including lower labor force participation, higher dependence on public assistance, crime, low educational

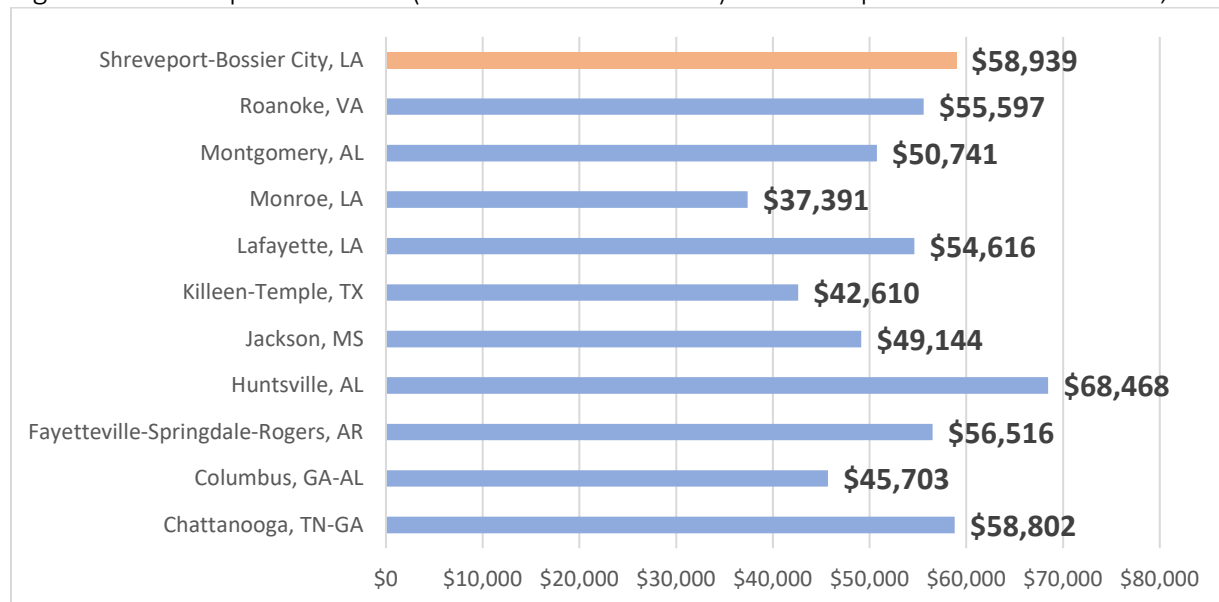
attainment, and depressed economic activity overall. The longer-term trend of income inequality, a measure of fairness of the local economy, is likely still a negative force in Shreveport-Bossier, and one that should get some attention from the community.

Figure 76: Per Capita Personal Income for Metropolitan Statistical Areas, 2023



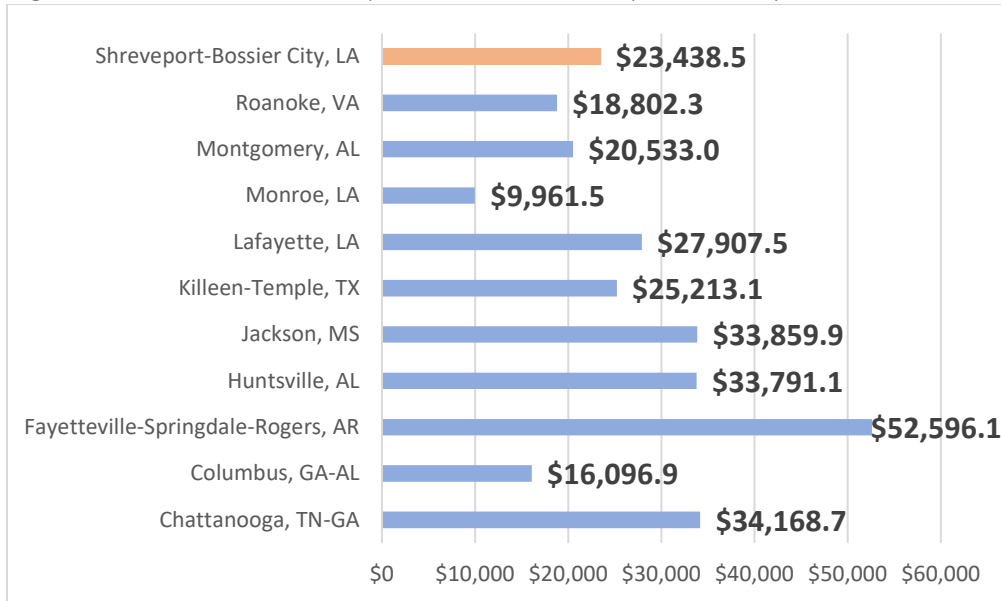
Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 77: Per Capita Real GDP (in chained 2012 dollars) for Metropolitan Statistical Areas, 2023



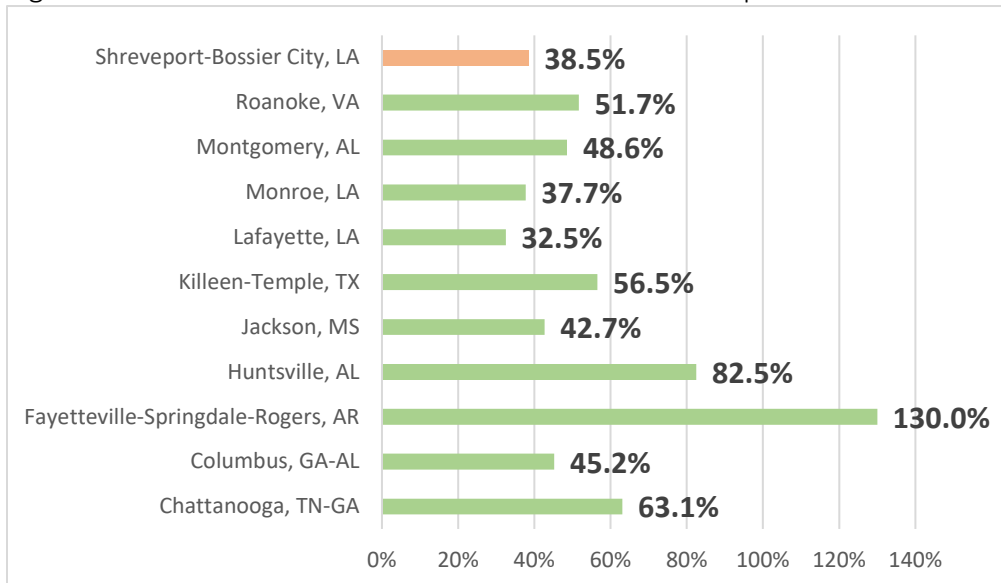
Source: GDP by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1&acrdn=5> and U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 78: Personal Income (in millions of dollars) for Metropolitan Statistical Areas, 2023




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 79: Percent Increase in Personal Income for Metropolitan Statistical Areas, 2013-2023



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>

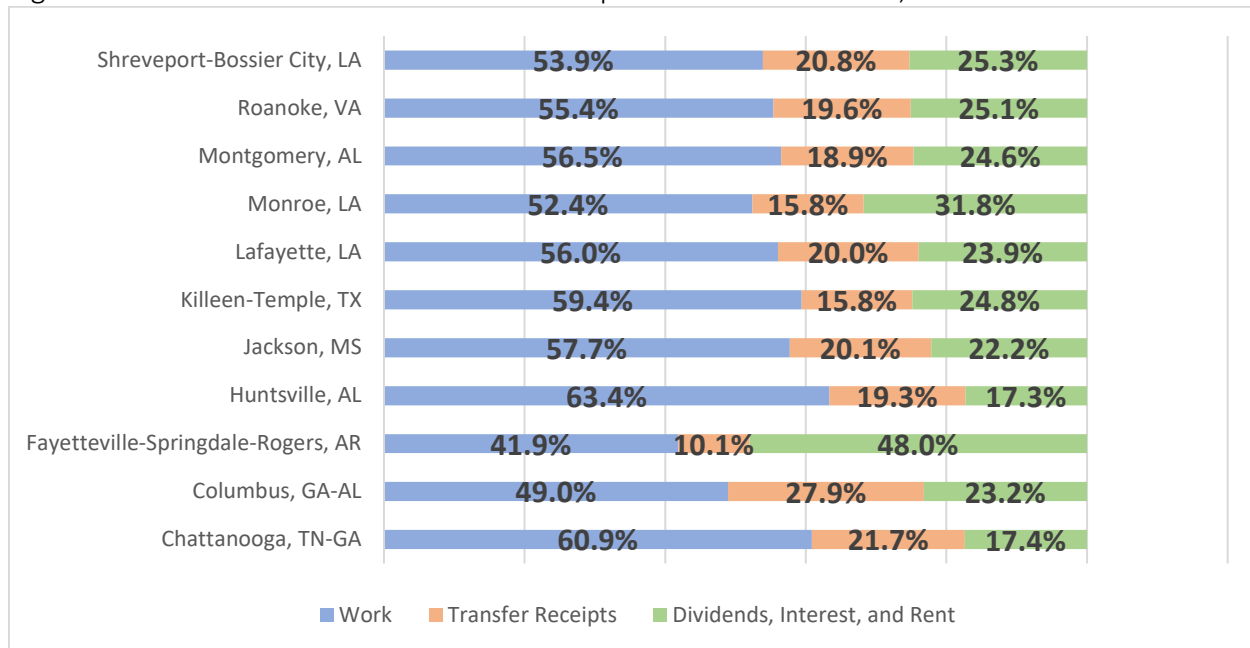
Table 15: Per Capita Real GDP Compound Annual Growth Rate, 2013-2023

MSA	Growth Rate	Rank	2022 Rank
Shreveport-Bossier City, LA	3.5%	1	 7
Fayetteville-Springdale-Rogers, AR	2.7%	2	
Huntsville, AL	1.9%	3	
Chattanooga, TN-GA	1.7%	4	
Montgomery, AL	1.0%	5 (tie)	
Roanoke, VA	1.0%	5 (tie)	
Lafayette, LA	0.6%	7	
Jackson, MS	0.5%	8	
Killeen-Temple-Fort Hood, TX	0.2%	9	
Columbus, GA-AL	-0.1%	10	
Monroe, LA	-0.3%	11	

Source: Calculated by author using data from GDP by County and 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 2013 and 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 80 illustrates that Shreveport-Bossier ranks 4th lowest of the peer communities in terms of the share of personal income that comes from work (53.9%), it ranks 3rd highest in the share that comes from transfer payments (20.8%), and 2nd highest share that comes from dividends, interest, and rent (19.2%). This is consistent and adds context to the inequality narrative described above.

Figure 80: Personal Income Sources for Metropolitan Statistical Areas, 2023



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>

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, 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 16 where the MSA is ranked 10th 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.

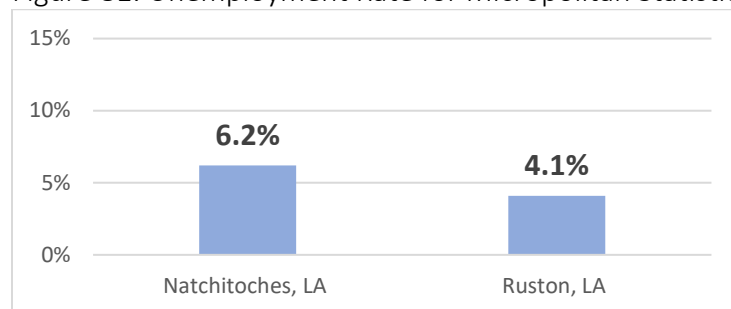
Table 16: Innovation Intelligence Score, No Year Given¹⁸

MSA	Innovation Index Score	Rank	Previous Rank
Fayetteville-Springdale-Rogers, AR	138.1	1	
Huntsville, AL	138.1	2	
Chattanooga, TN-GA	125.1	3	
Killeen-Temple-Fort Hood, TX	123.8	4	
Columbus, GA-AL	117.5	5	
Roanoke, VA	115.8	6	
Lafayette, LA	113.2	7	
Montgomery, AL	112.0	8	
Jackson, MS	111.8	9	
Shreveport-Bossier City, LA	109.4	10	N/A
Monroe, LA	103.0	11	

Source: Innovation Index at <https://www.statsamerica.org/innovation2/>

Note: This data source does not provide a year for their data as the index is calculated from multiple years and sources. Note: The values for this indicator have not been updated since the previous Community Counts report.

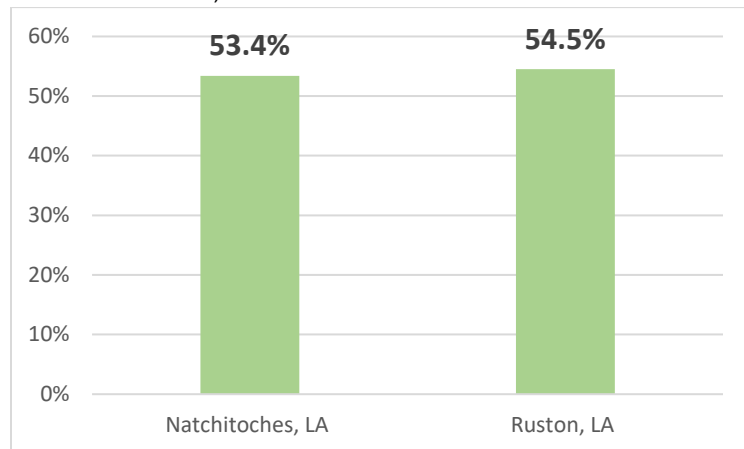
Figure 81: Unemployment Rate for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

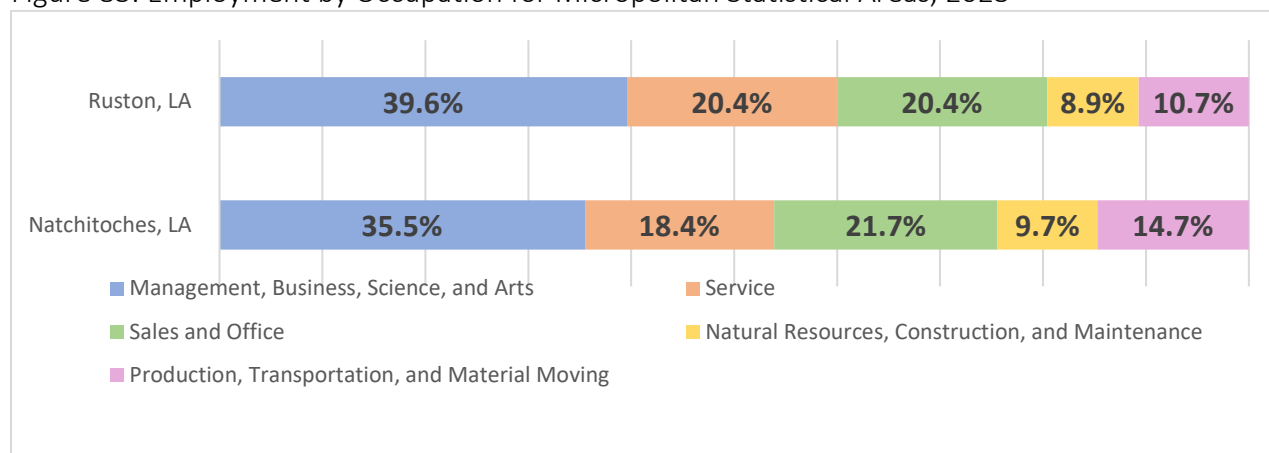
¹⁸ The Index uses the latest year of available data at the time of index construction. However, the most recent data for individual index variables may differ from the year the index is constructed.

Figure 82: Percent of Population 16 and Over in Labor Force for Micropolitan Statistical Areas, 2023



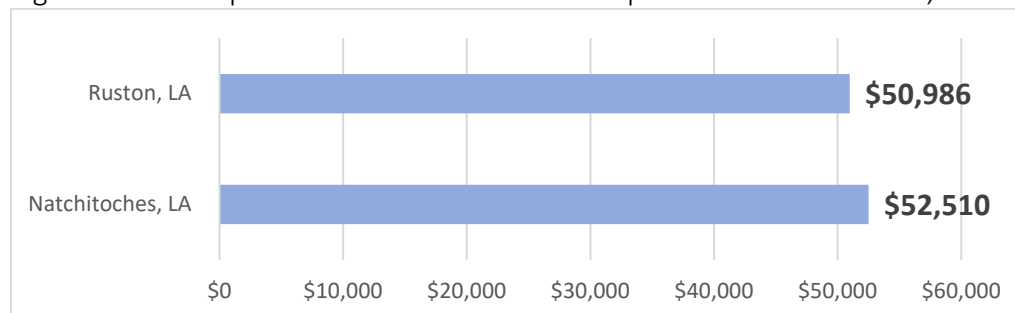
Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 83: Employment by Occupation for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 84: Per Capita Personal Income for Micropolitan Statistical Areas, 2023



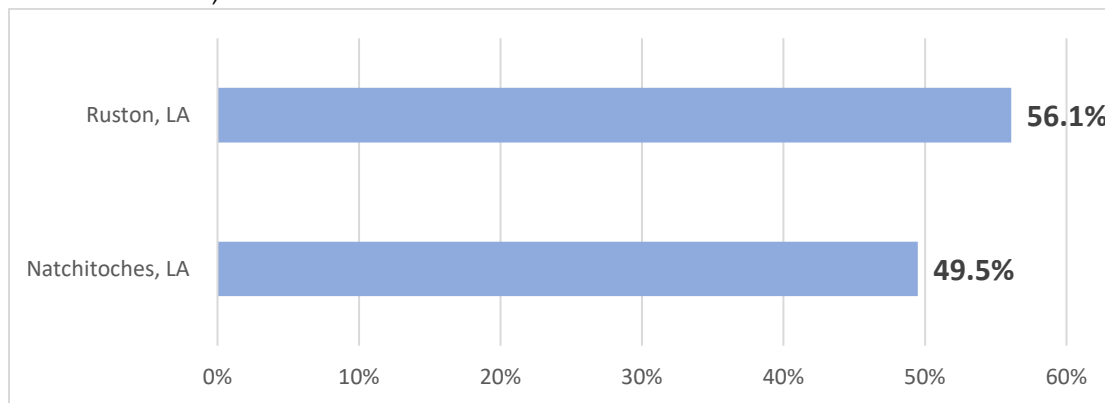
Source: Personal Income, Population, Per Capita Personal Income by county from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1>

Figure 85: Personal Income (in millions of dollars) for Micropolitan Statistical Areas, 2023



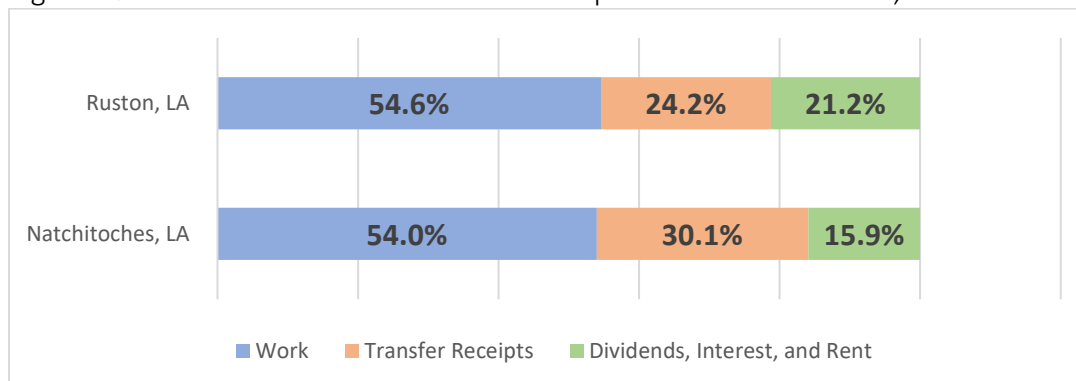
Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 86: Percent Increase in Personal Income for Micropolitan Statistical Areas, 2013-2023



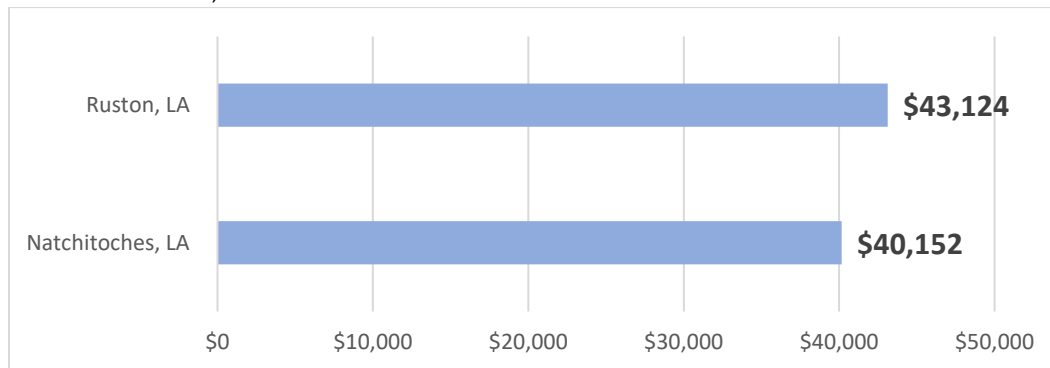
Source: Personal Income, Population, Per Capita Personal Income by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 87: Personal Income Sources for Micropolitan Statistical Areas, 2023



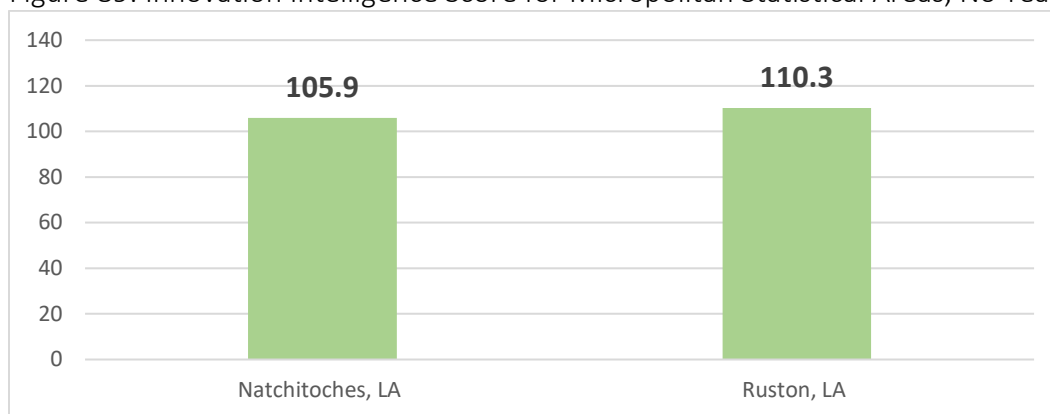
Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 88: Per Capita Real GDP (in chained 2012 dollars) for Micropolitan Statistical Areas, 2023



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 89: Innovation Intelligence Score for Micropolitan Statistical Areas, No Year Given



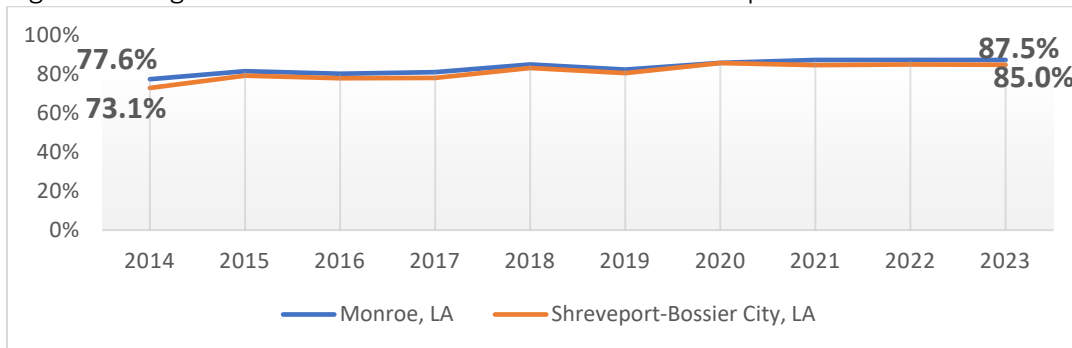
Source: Innovation Index at <https://www.statsamerica.org/innovation2/>

Note: This data source does not provide a year for their data as the index is calculated from multiple years and sources.

4.3 Moving the Needle on Human Capital

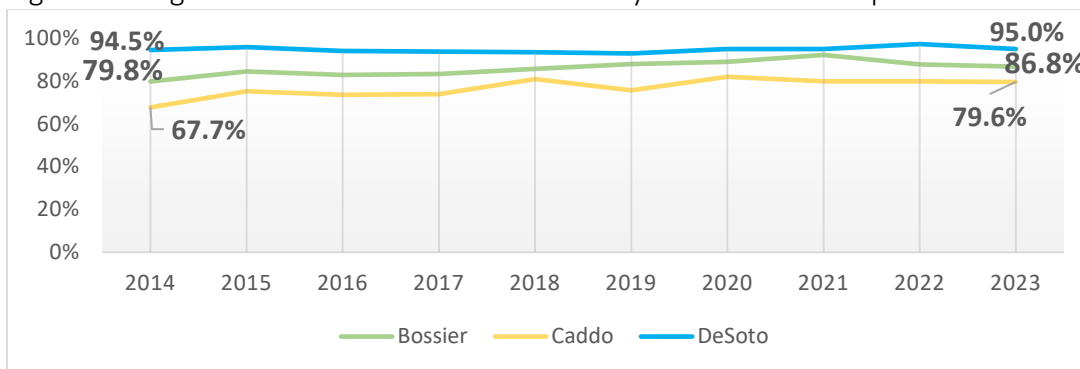
Looking at the trends in human capital factors over the last decade, the Shreveport-Bossier MSA has seen improvement in the cohort graduation rate, a slight drop in ACT scores, a slight improvement in the share of 3-and-4-year-olds enrolled in school, and slight improvement in 3rd grade proficiency scores. There has been a disturbing drop in percentage of kindergarteners arriving kindergarten ready. The readiness measure was changed in recent data leading to likely drops in that metric. However, it is also likely that the dramatic impact on pre-k programs during COVID is also driving these numbers down. Our MSA has also seen moderate progress in overall education levels with the share of adults with the lowest education levels dropping and those with some post-secondary education or a college degree increasing. Racial disparities remain persistent across a range of measures including education levels and employment.

Figure 90: High School Cohort Graduation Rate for Shreveport-Bossier and Monroe MSAs



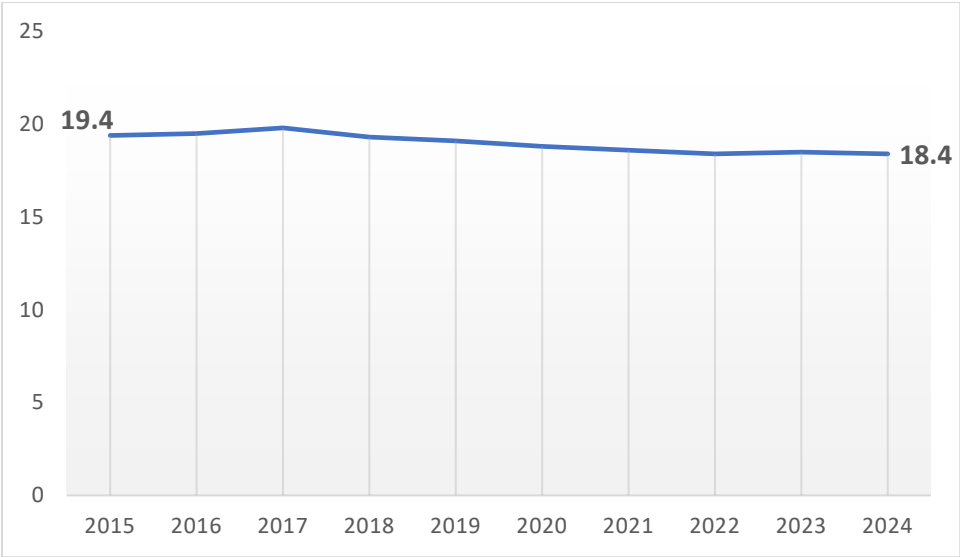
Source: Calculated by author using 2014-2023 State School System Cohort Graduation Rates from the Louisiana Department of Education at <https://doe.louisiana.gov/data-and-reports/high-school-performance> and the 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>. Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: The value for DeSoto Parish for 2021 and 2023 was greater than 95 and the exact value was not available so 95 was used.

Figure 91: High School Cohort Graduation Rate by Parish for Shreveport-Bossier MSA



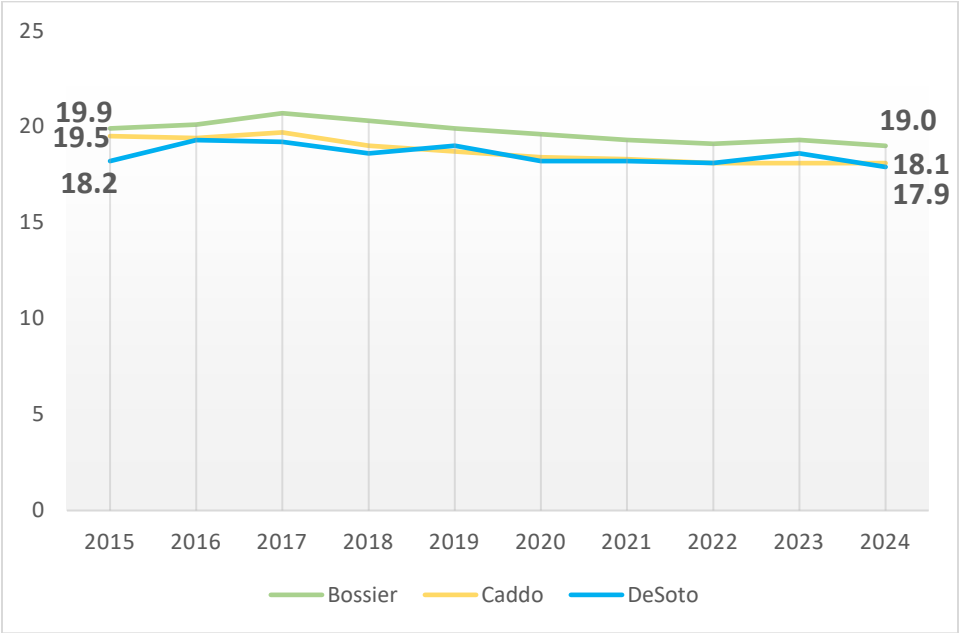
Source: Calculated by author using data from the 2014-2018 State Cohort Graduation Rates; the 2019, 2021, and 2022 State School System and School Cohort Grad Rates by Subgroups; the 2020 State LEA and School Cohort Graduation Rates at <https://www.louisianabelieves.com/resources/library/high-school-performance>; and the 2023 State School System Cohort Graduation Rates from the Louisiana Department of Education at <https://doe.louisiana.gov/data-and-reports/high-school-performance>. Note: For 2020, 2021, and 2023 the DeSoto Parish value was greater than 95 and the exact value was not available. Thus, 95 was used.

Figure 92: Average ACT Composite Score in Shreveport-Bossier City MSA



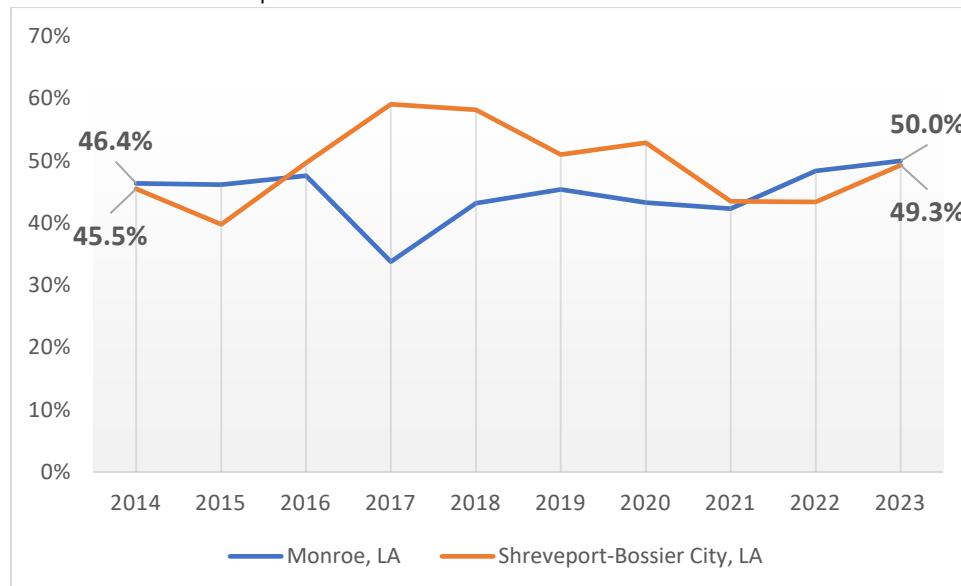
Source: Calculated by author using ACT Scores – Class of 2015-2024 at <https://doe.louisiana.gov/data-and-reports/high-school-performance> and U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Figure 93: Average ACT Composite Score by Parish for Shreveport-Bossier MSA, 2014-2024



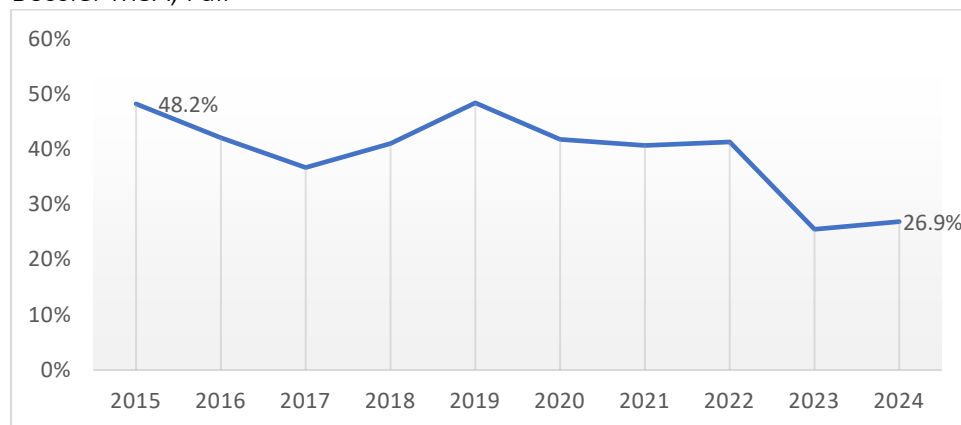
Source: ACT Scores – Class of 2015-2024 at <https://doe.louisiana.gov/data-and-reports/high-school-performance>

Figure 94: Percent of 3- and 4-Year-Olds Enrolled in School for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



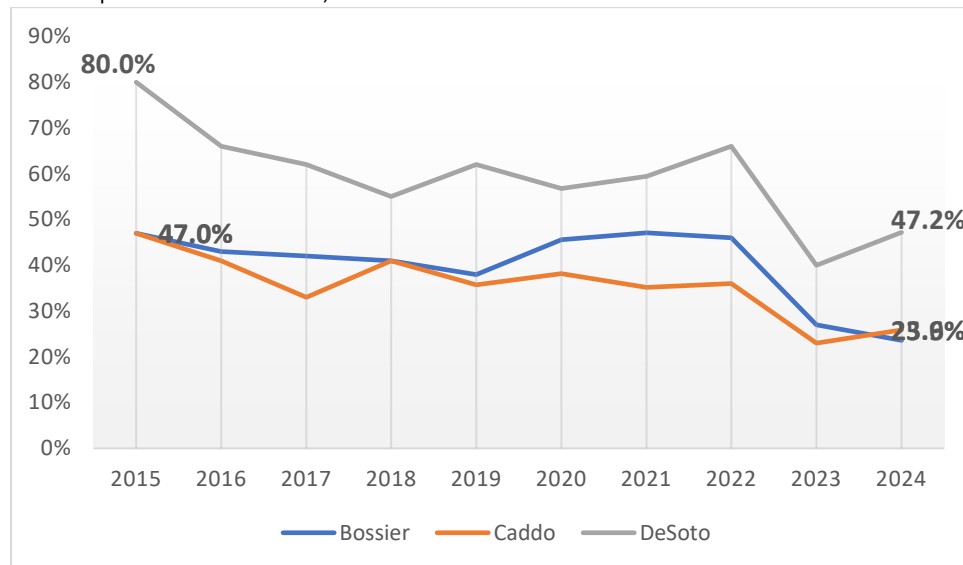
Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>. Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse was added to the Monroe MSA in 2018. Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 95: Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall



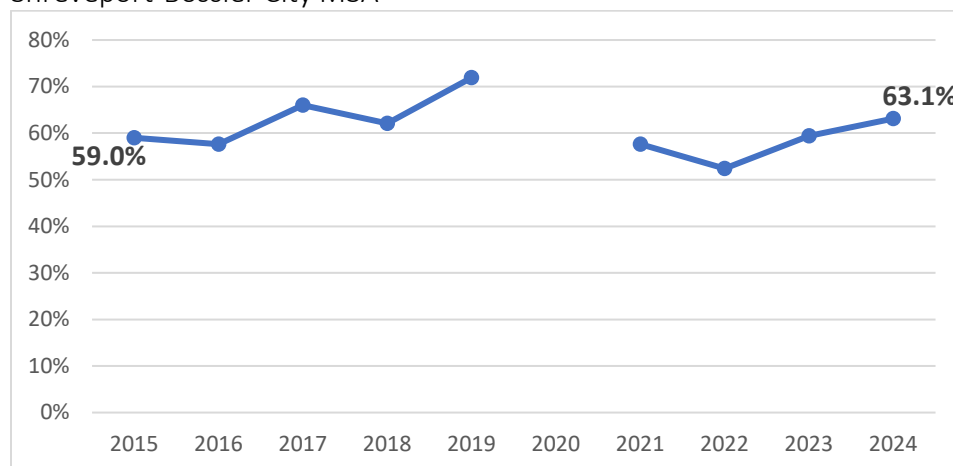
Source: Calculated by author using data from Louisiana Believes Fall 2015-2022 DIBELS Reading Reports, the 2023 and 2024 Fall K-3 Literacy Screener Results, and U.S. Census Bureau, and 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>. Note: Parishes in Louisiana have historically used a variety of assessments for this indicator so data across years and across parishes may not be comparable prior to 2023 when all parishes were required to use the same assessment. Note: For 2019, 2020, 2021, and 2022 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, 2020, 2021, and 2022. Note: In the 2020 Community Counts Report, DIBELS data were erroneously reported for Caddo Parish instead of STEEP data. Note: In the 2024 Community Counts Report, 2023 data for this indicator were incorrect. Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Figure 96: Percent Incoming Kindergartners Arriving Kindergarten Ready by Parish for Shreveport-Bossier MSA, Fall 2015-2024



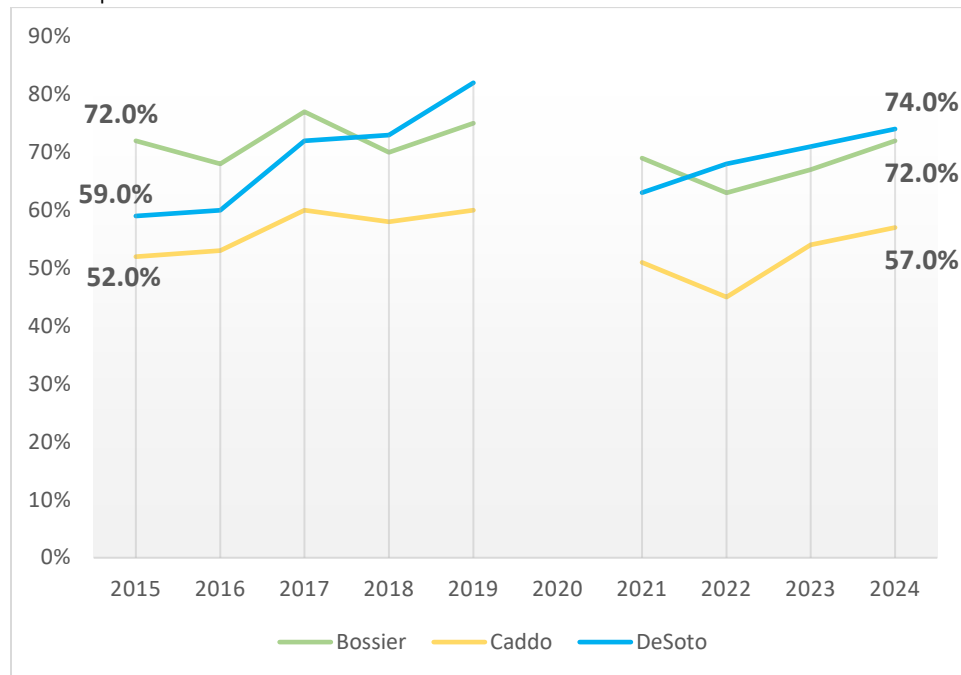
Source: Calculated by author using data from Louisiana Believes Fall 2015-2022 DIBELS Reading Reports, and the 2023 and 2024 Fall K-3 Literacy Screener Results. Note: Parishes in Louisiana have historically used a variety of assessments for this indicator so data across years and across parishes may not be comparable prior to 2023 when all parishes were required to use the same assessment. Note: For 2019, 2020, 2021, and 2022 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, 2020, 2021, and 2022. Note: In the 2020 Community Counts Report, DIBELS data were erroneously reported for Caddo Parish instead of STEEP data. Note: In the 2024 Community Counts Report, 2023 data for this indicator were incorrect.

Figure 97: 3rd Grade English and Language Arts Proficiency (Basic and Above) in Shreveport-Bossier City MSA



Source: Calculated by author using data from the 2015-2024 State LEA-LEAP Achievement Level Summaries at <https://doe.louisiana.gov/data-and-reports/elementary-and-middle-school-performance> and U.S. Census Bureau, 2014-2023 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: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Figure 98: 3rd Grade English and Language Arts Proficiency (Basic and Above) by Parish in Shreveport-Bossier MSA

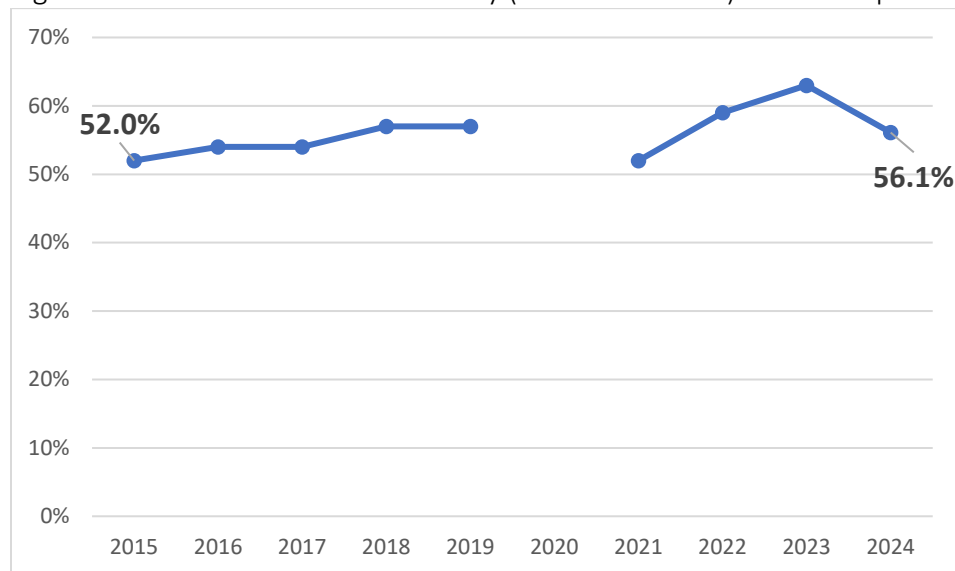


Source: 2015-2024 State LEA-LEAP Achievement Level Summaries at

<https://doe.louisiana.gov/data-and-reports/elementary-and-middle-school-performance>

Note: The Louisiana Department of Education did not administer assessments in the Spring of 2020.

Figure 99: 5th Grade Math Proficiency (Basic and Above) for Shreveport-Bossier MSA



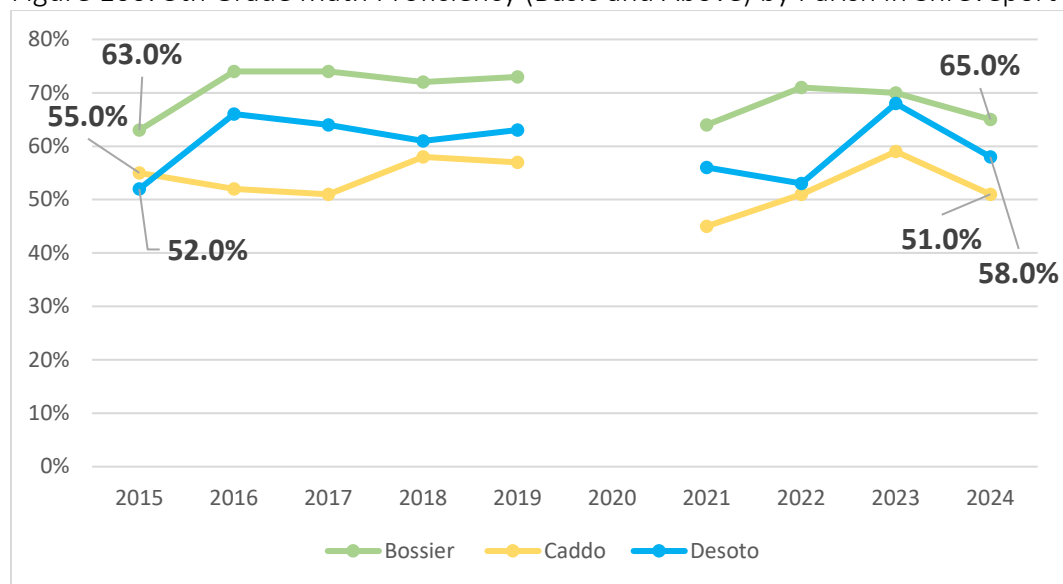
Source: Calculated by author using data from the 2015-2024 State LEA-LEAP Achievement Level Summaries at

<https://doe.louisiana.gov/data-and-reports/elementary-and-middle-school-performance>

and U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at

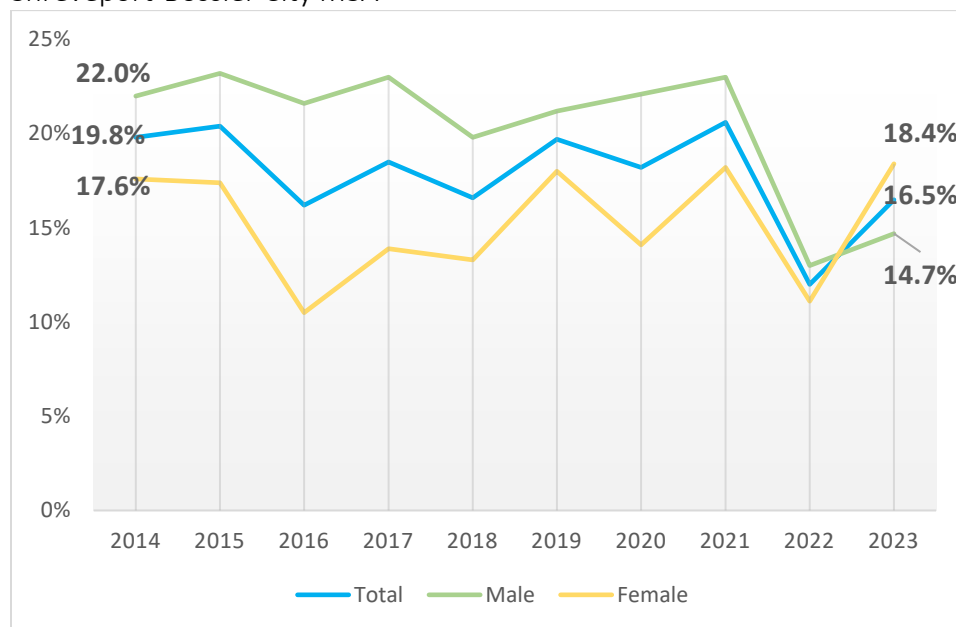
<https://data.census.gov/cedsci/> Note: The Louisiana Department of Education did not administer assessments in the Spring of 2020. Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Figure 100: 5th Grade Math Proficiency (Basic and Above) by Parish in Shreveport-Bossier MSA



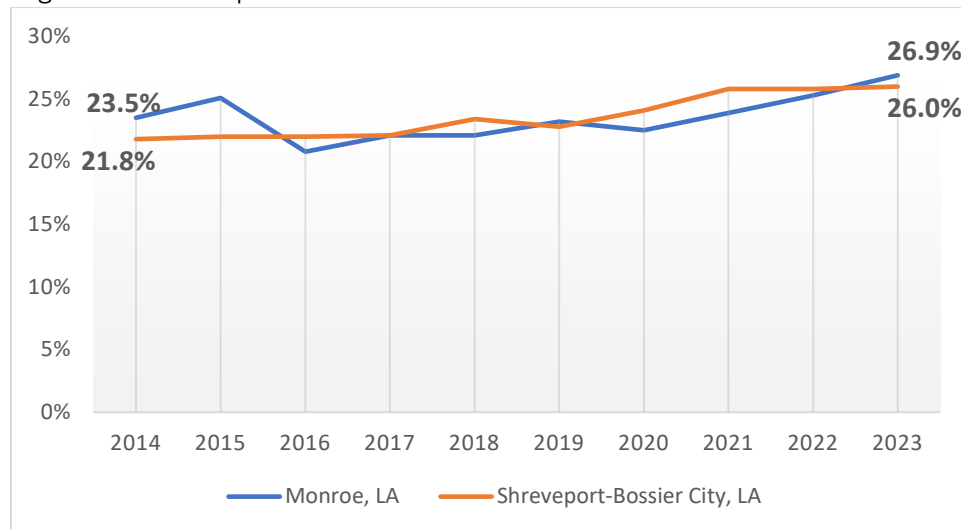
Source: 2015-2024 State LEA-LEAP Achievement Level Summaries at <https://doe.louisiana.gov/data-and-reports/elementary-and-middle-school-performance>
 Note: The Louisiana Department of Education did not administer assessments in the Spring of 2020.

Figure 101: Less than High School Graduate or Equivalency for Age 18 to 24 Years in Shreveport-Bossier City MSA



Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and U.S. Census Bureau 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.
 Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

Figure 102: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Shreveport-Bossier and Monroe MSAs

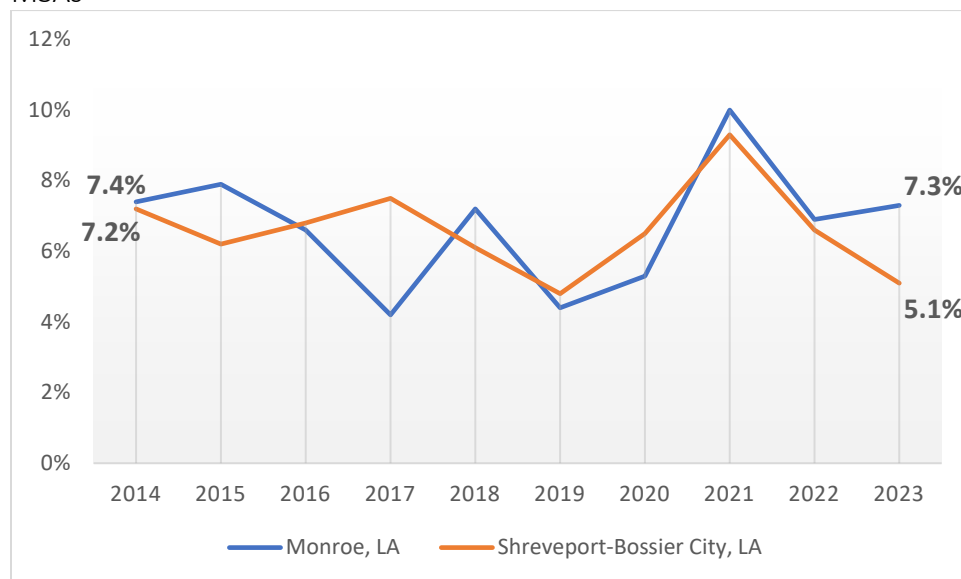


Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 103: Unemployment Rate for Shreveport-Bossier and Monroe MSAs

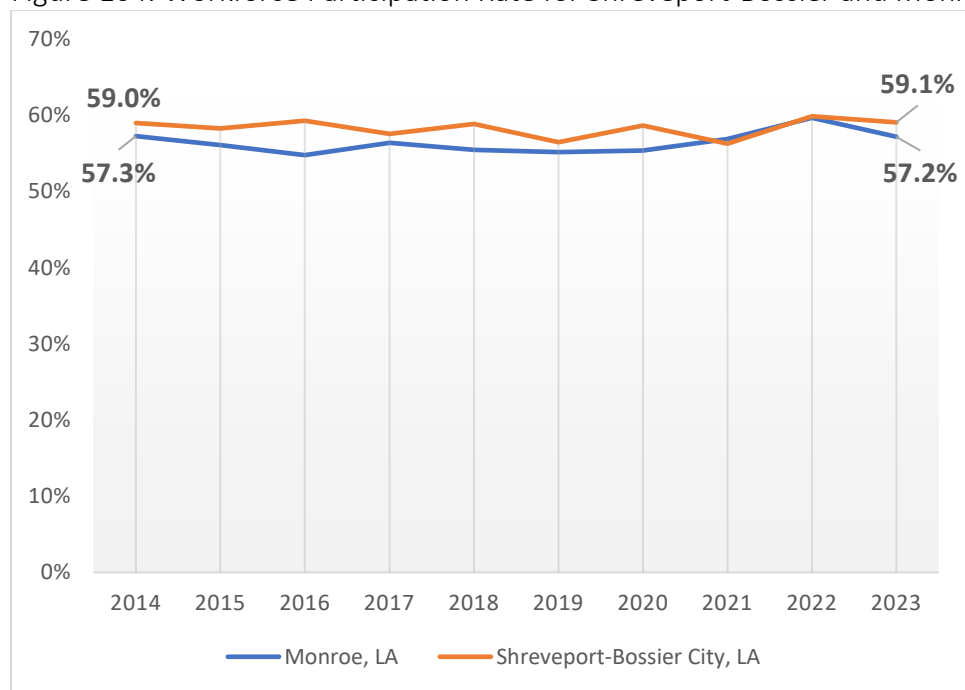


Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

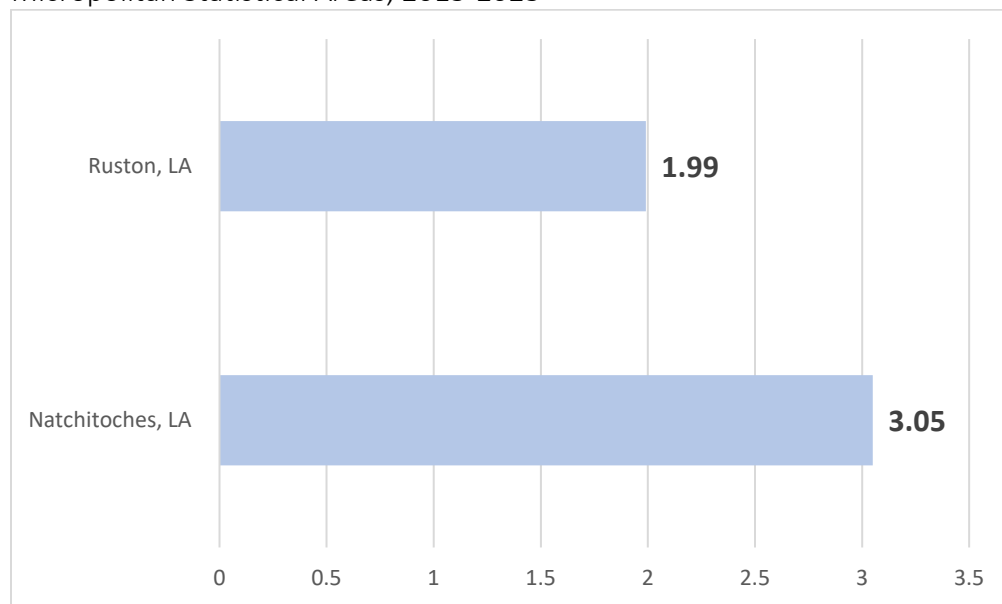
Figure 104: Workforce Participation Rate for Shreveport-Bossier and Monroe MSAs



Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

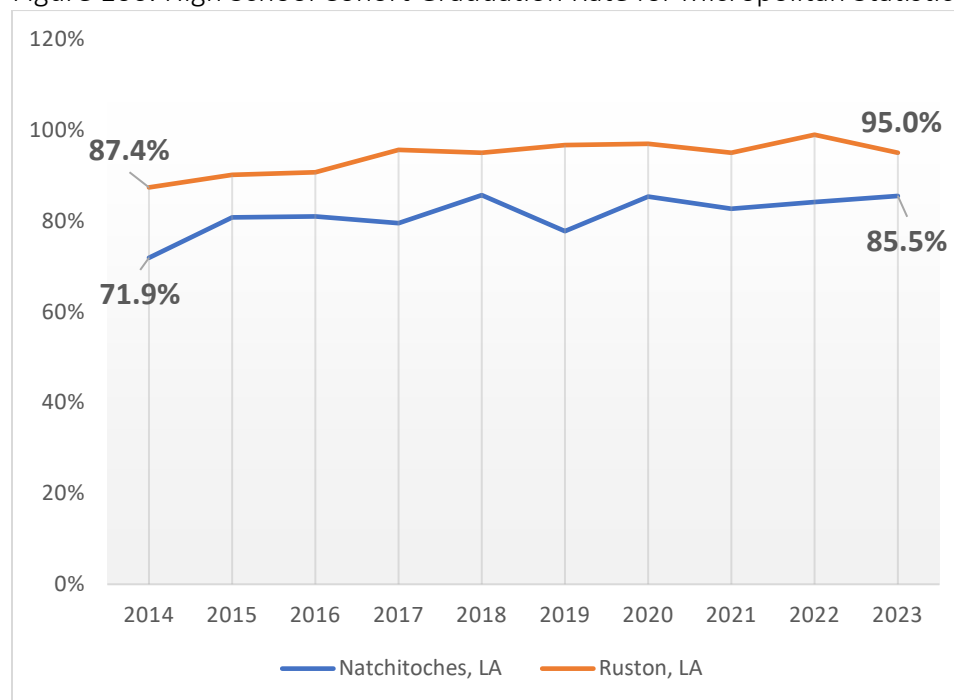
Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Figure 105: Per Capita Real GDP Compound Annual Growth Rate for Micropolitan Statistical Areas, 2013-2023



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

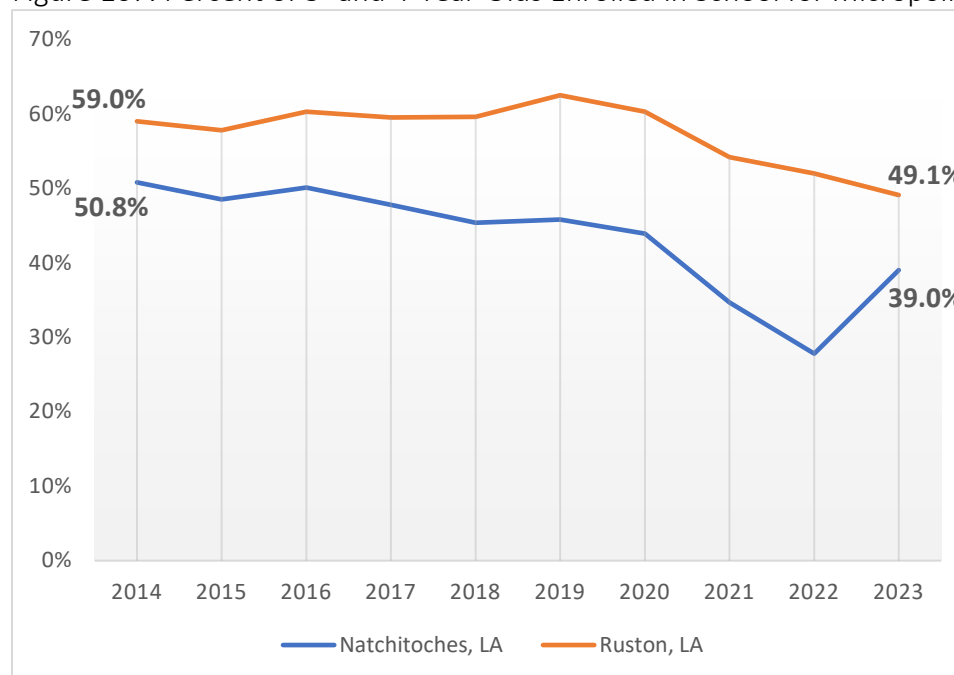
Figure 106: High School Cohort Graduation Rate for Micropolitan Statistical Areas



Source: 2014-2023 State School System Cohort Graduation Rates from the Louisiana Department of Education at <https://doe.louisiana.gov/data-and-reports/high-school-performance>

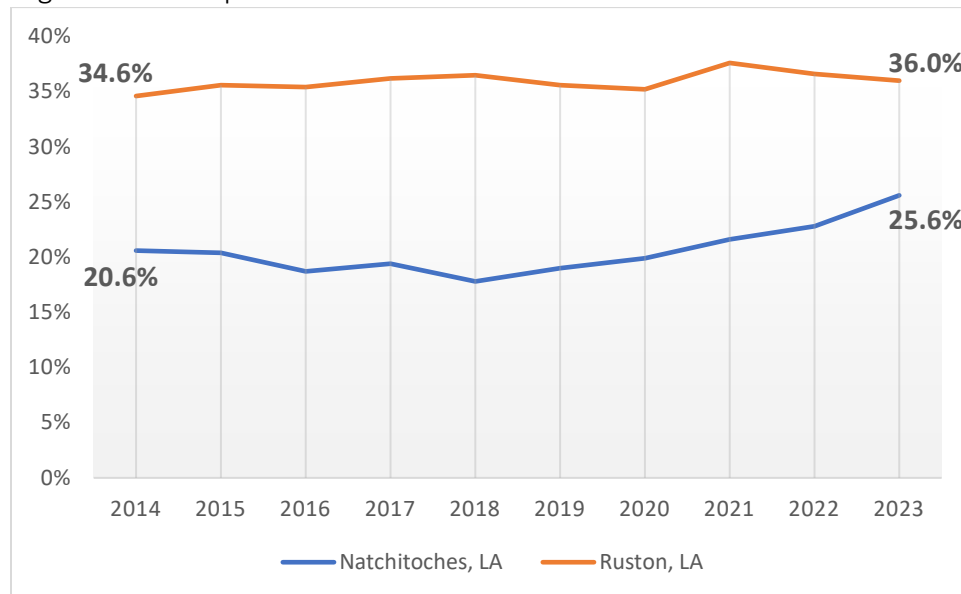
Note: The 2018, 2021, and 2023 values for Ruston, LA were greater than 95 and the exact value was not available so 95 was used.

Figure 107: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas



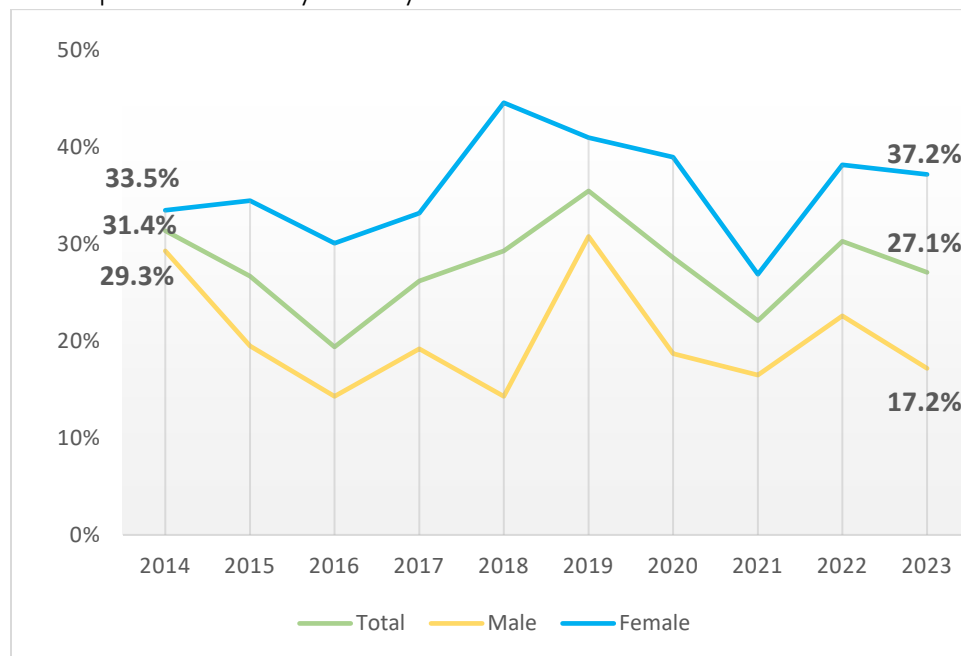
Source: U.S. Census Bureau 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 108: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Micropolitan Statistical Areas



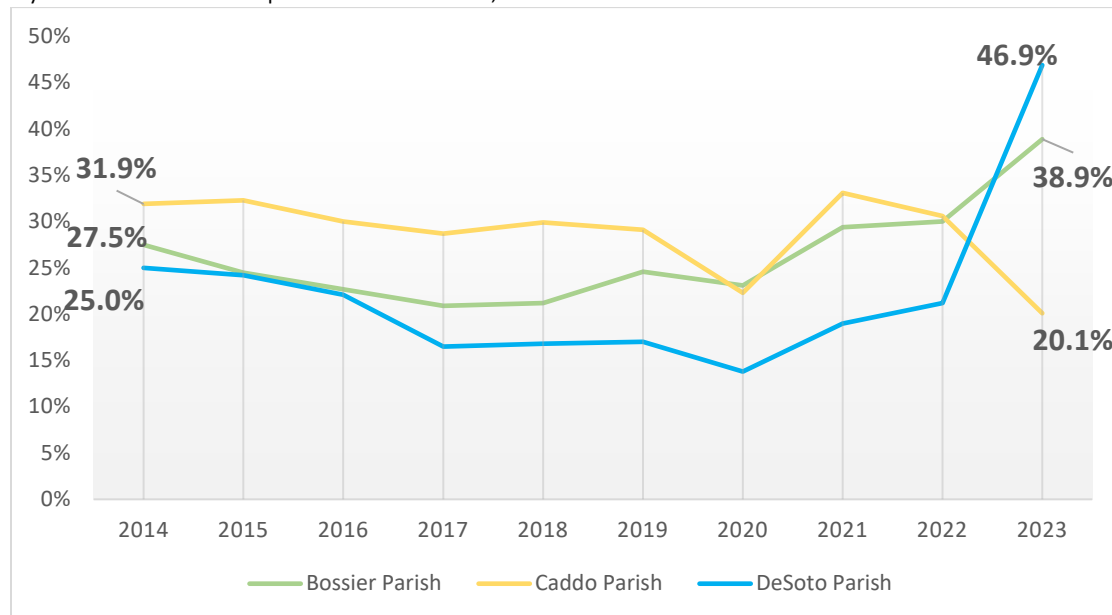
Source: U.S. Census Bureau 2014-2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 109: Percent Population Ages 18 to 24 Enrolled in College or Graduate School in Shreveport-Bossier City MSA by Sex



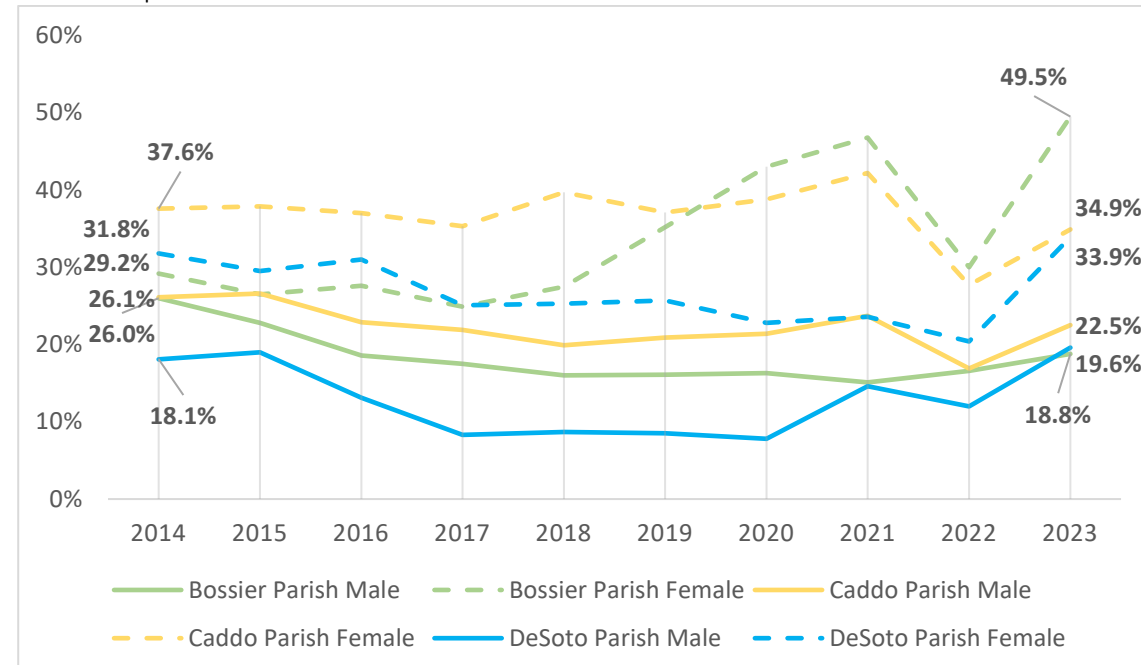
Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and U.S. Census Bureau 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

Figure 110: Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish for Shreveport-Bossier MSA, 2013



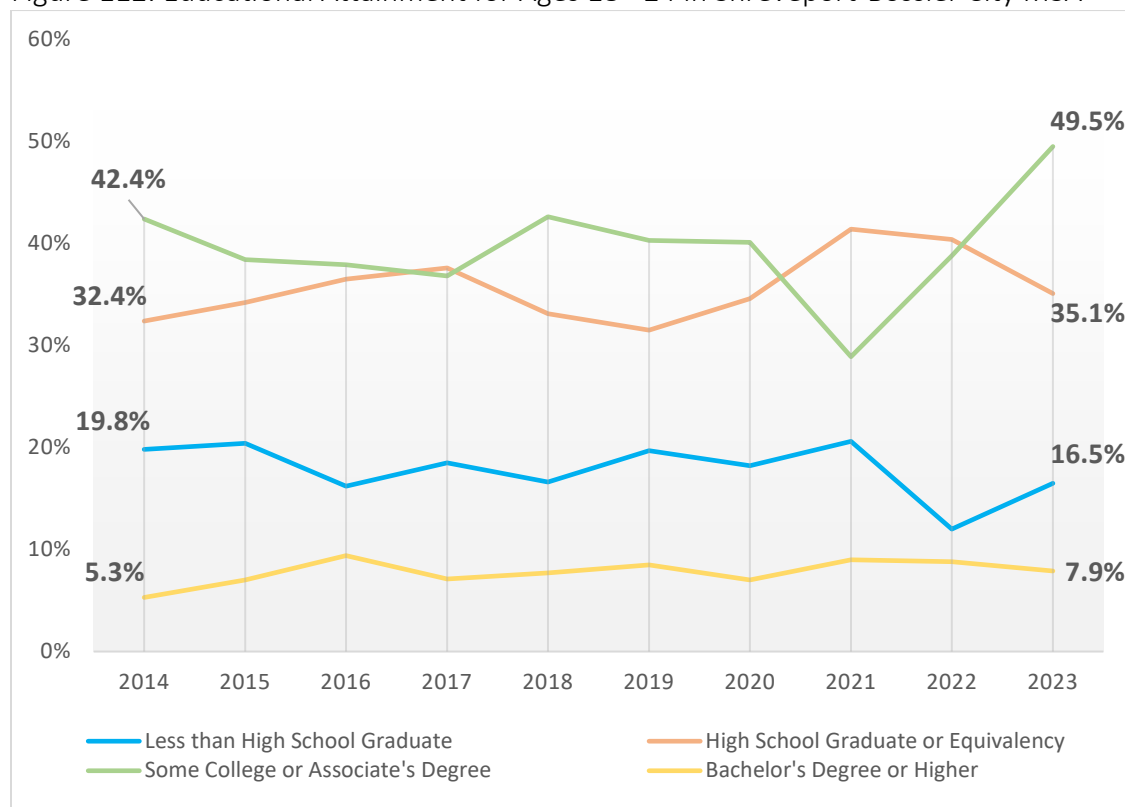
Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 111: Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish and Sex for Shreveport-Bossier MSA



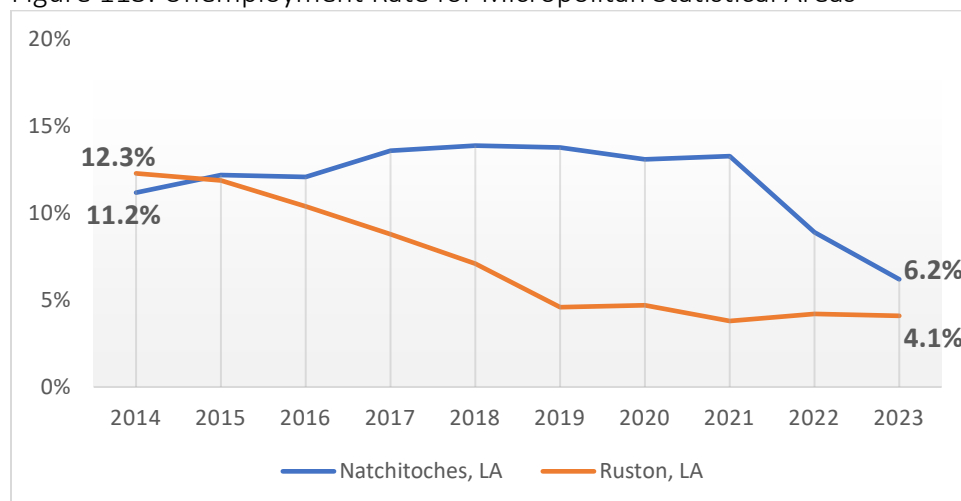
Source: U.S. Census Bureau, 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 112: Educational Attainment for Ages 18 - 24 in Shreveport-Bossier City MSA



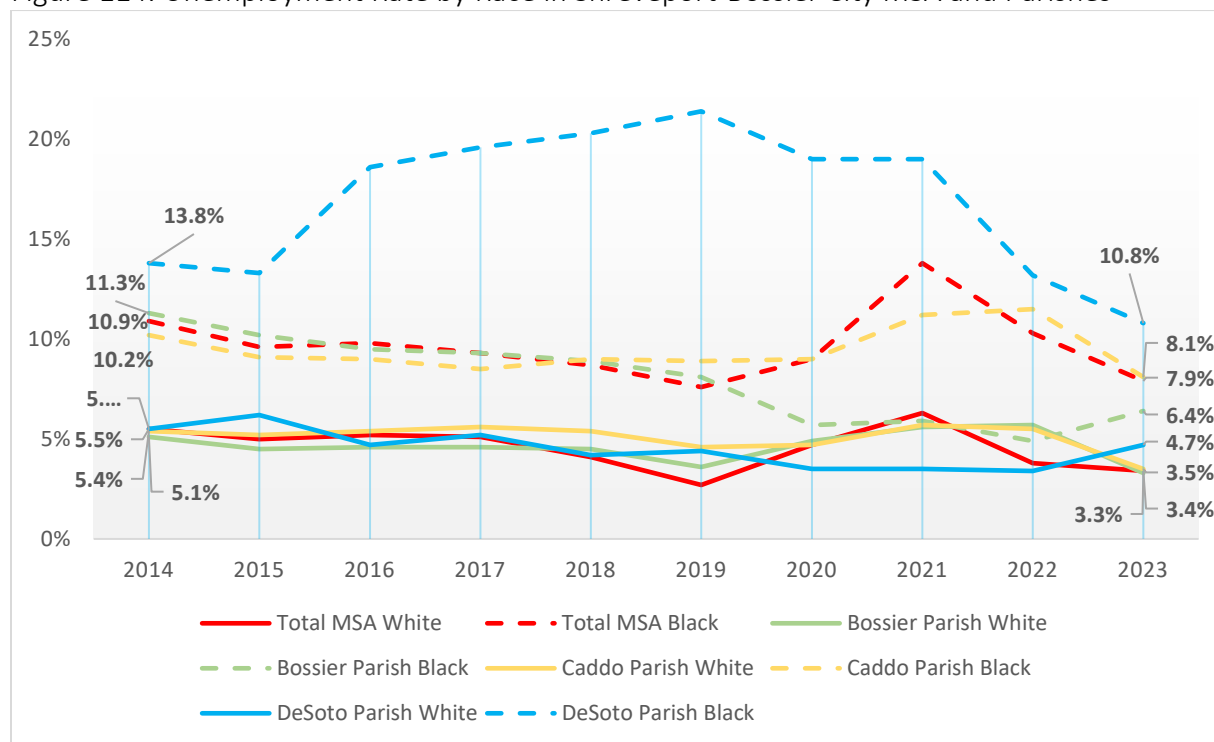
Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and U.S. Census Bureau 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

Figure 113: Unemployment Rate for Micropolitan Statistical Areas



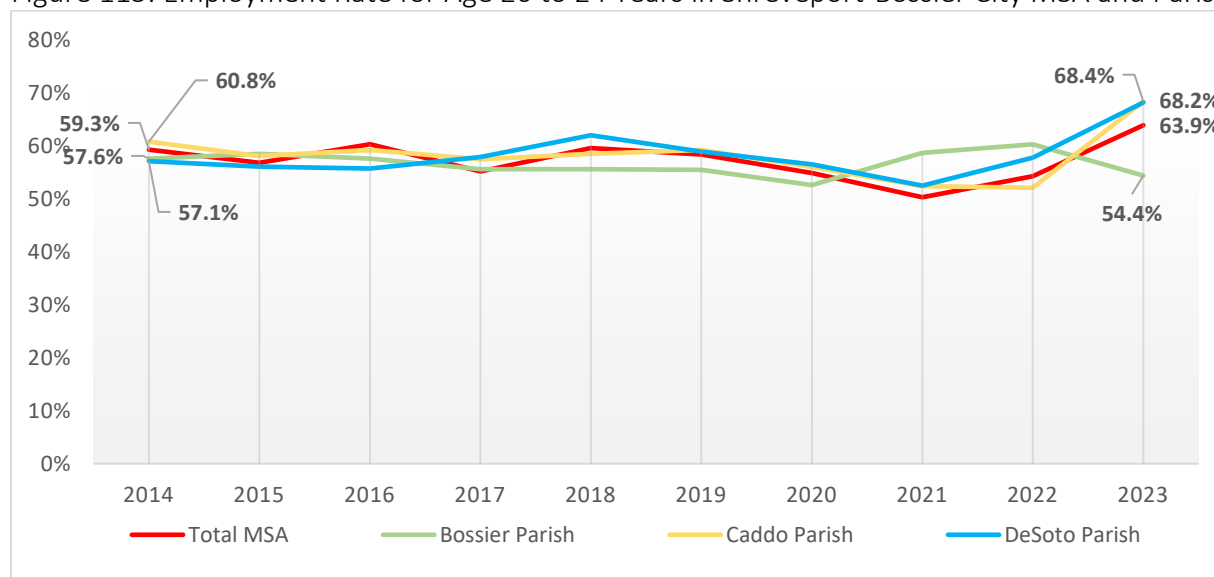
Source: U.S. Census Bureau 2014-2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 114: Unemployment Rate by Race in Shreveport-Bossier City MSA and Parishes



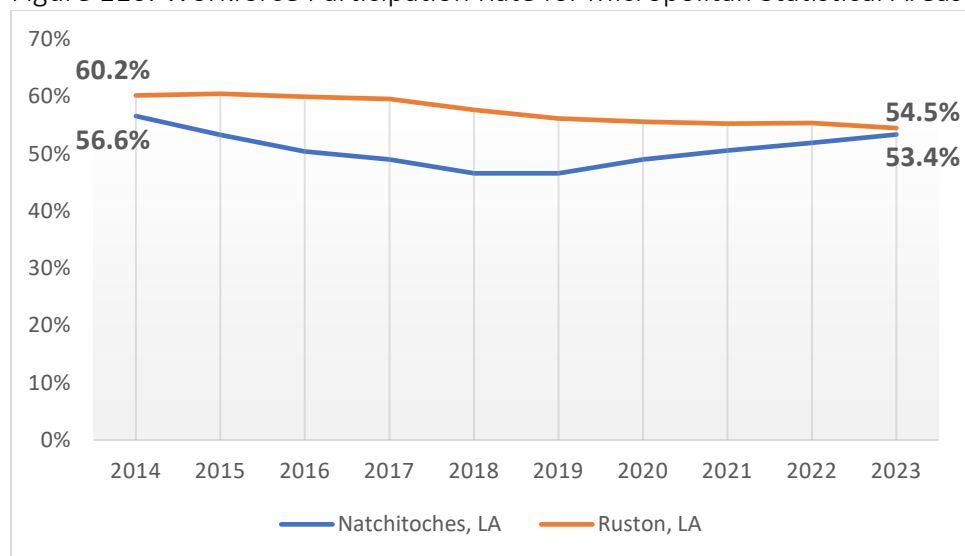
Source: U.S. Census Bureau, 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

Figure 115: Employment Rate for Age 20 to 24 Years in Shreveport-Bossier City MSA and Parishes



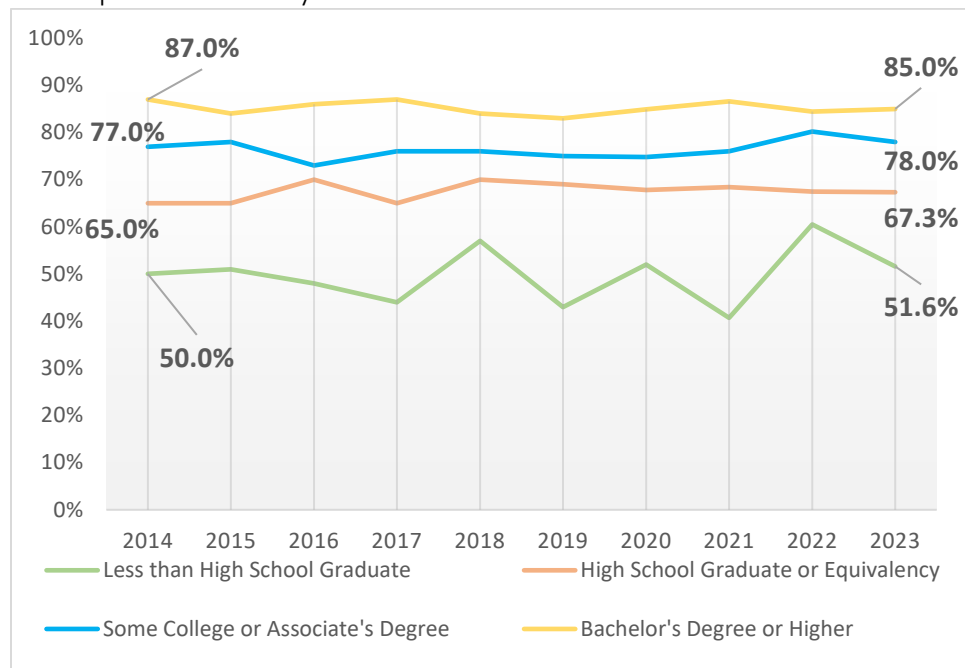
Source: U.S. Census Bureau, 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

Figure 116: Workforce Participation Rate for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2014-2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 117: Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 in Shreveport-Bossier City MSA

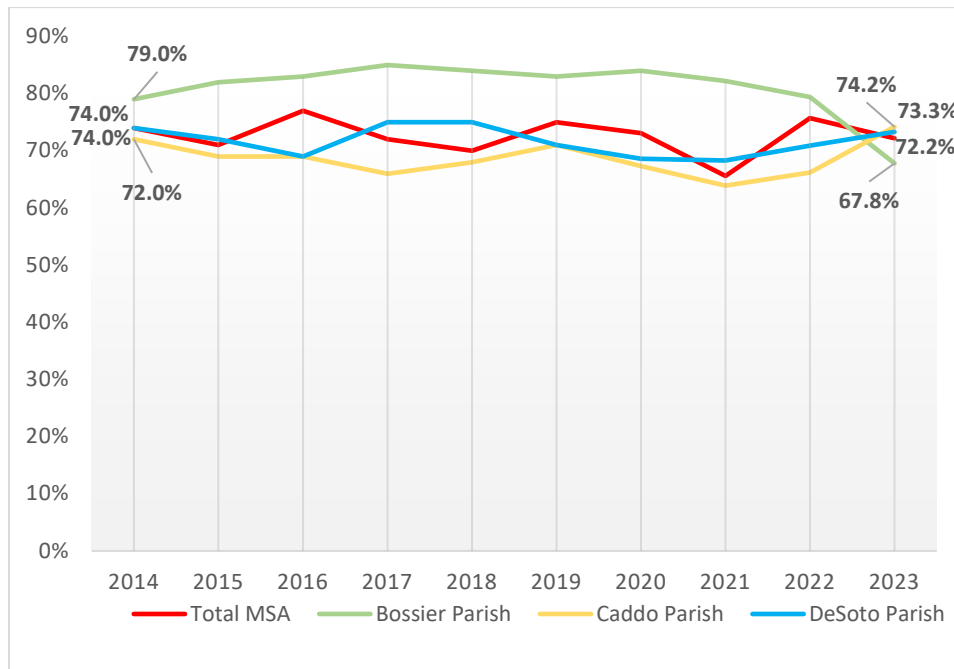


Source: U.S. Census Bureau, 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

Figure 118: Labor Force Participation Rate for Ages 20 to 24 in Shreveport-Bossier City MSA and Parishes



Source: U.S. Census Bureau, 2014-2023 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018.

Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

5. Health

5.1 Health Coverage

A lack of health insurance has significant negative impacts 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.¹⁹ There is a substantial public interest in maximizing the share of the population with adequate health insurance. The Shreveport-Bossier MSA has performed very well on health insurance indicators for the last several years, despite some significant regression in 2019. Our MSA's overall insured rate has been strong in recent years rising from 9th among our peers to 1st 2018 years ago. In 2019 we fell to 6th, but in 2021 our ranking bumped back up to 3rd. Our uninsured rate (8.1%) fell to 5th among our peers. Figure 118 shows the significant racial disparities in coverage with the uninsured rate among Hispanics over five times that of whites and blacks in our MSA. 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 was the most significant success of the ACA and the improvements in Shreveport-Bossier had been exemplary. However, these gains could disappear 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 indicator is one that should be watched closely and addressed as needed.

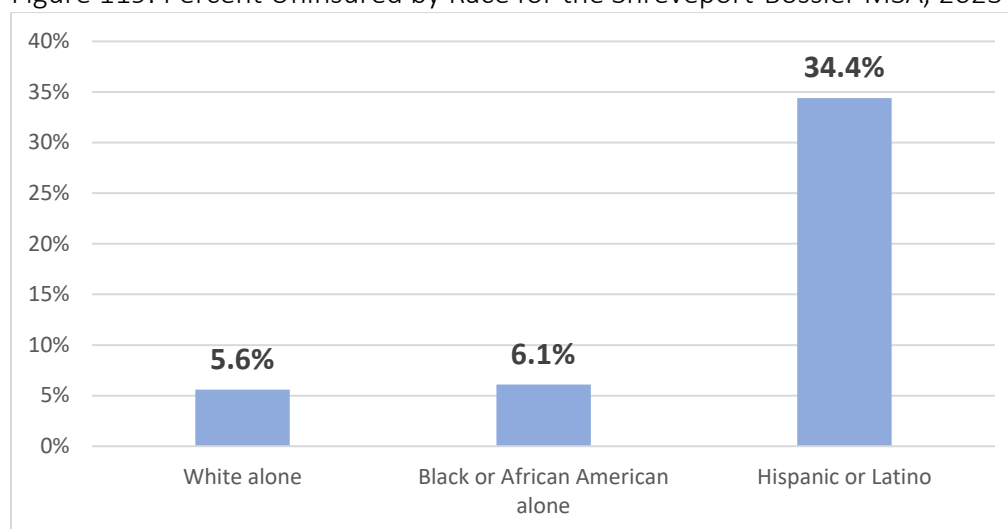
Table 17: Percent Uninsured, 2023

MSA	Percent Uninsured	Rank	2022 Rank
Roanoke, VA	6.4%	1	
Huntsville, AL	6.8%	2	
Lafayette, LA	7.0%	3	
Monroe, LA	7.3%	4	
Shreveport-Bossier City, LA	8.1%	5	➡ 5
Chattanooga, TN-GA	9.0%	6	
Montgomery, AL	9.1%	7	
Jackson, MS	9.5%	8	
Columbus, GA-AL	9.9%	9	
Fayetteville-Springdale-Rogers, AR	11.2%	10	
Killeen-Temple-Fort Hood, TX	12.2%	11	

Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

¹⁹ 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>

Figure 119: Percent Uninsured by Race for the Shreveport-Bossier MSA, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

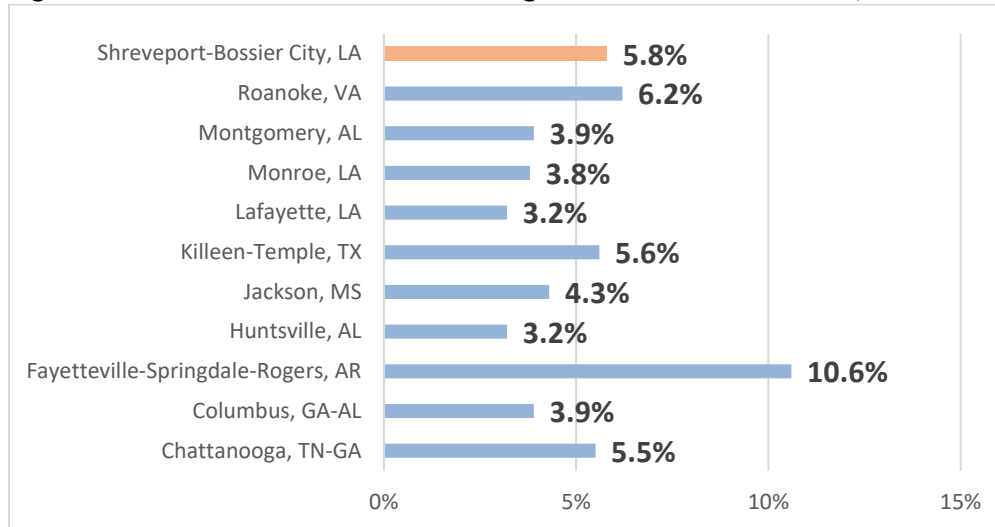
Of particular importance in community health is the rate of uninsured children. Families of uninsured children face non-financial barriers to care such as lack of continuity with a primary care provider and inadequate visit time. These barriers are compounded for uninsured children with special health 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.²⁰ 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. Data from 2019 showed an alarming rise in uninsured children in our MSA. We went from 2.8% uninsured (best among our peers) to 7.3% and our ranking dropped to 8th. Data from 2020 showed the rate moving back in the right direction at 4.4%, ranking 6th among our peers, and in 2021 we improved even more to 2.2%, first among our peers. This year our rate jumped back to 5.8% (Figure 120) and our ranking fell to 9th.

The problem of uninsured adults, particularly employed and working adults, also showed an alarming increase four years ago. With health insurance in the United States tied so strongly to employment (even with Medicaid work requirements), it is cause for concern when a large number of employed adults are uninsured. In 2013, nearly one in four working adults in our MSA 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

²⁰ 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.

improvement, to see this moving back in the wrong direction (13% in 2019) was very disturbing. But the 2020 figure improved to 11.4%, and now in 2023 improved again to 9.5% with a ranking of 3rd among our peers.

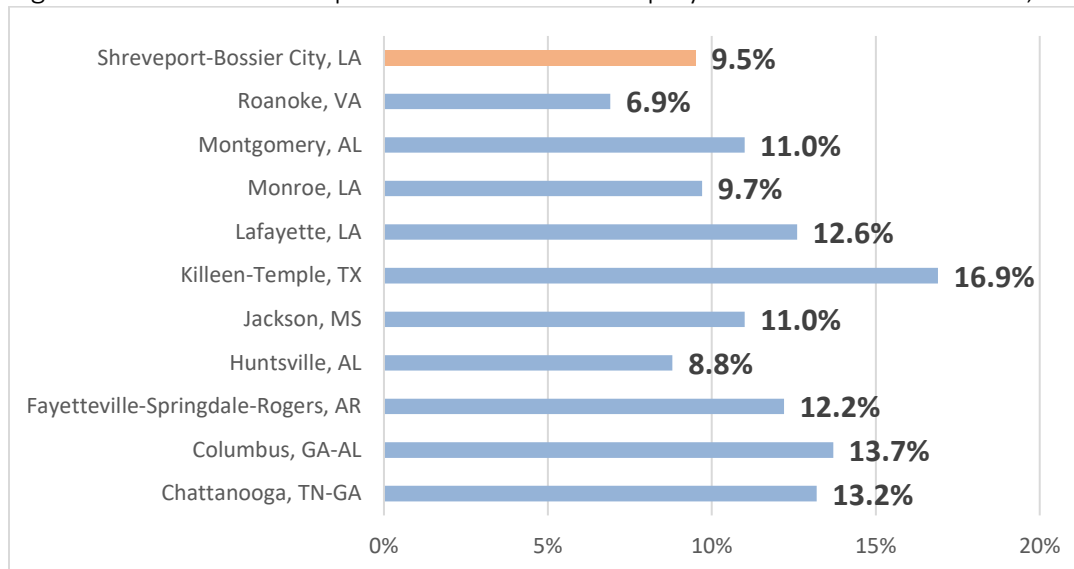
Figure 120: Percent of Children Under Age 19 Uninsured for MSAs, 2023



Source: U.S. Census Bureau, 2023 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."

Figure 121: Percent of Population 19-64 Years Employed & Uninsured for MSAs, 2023



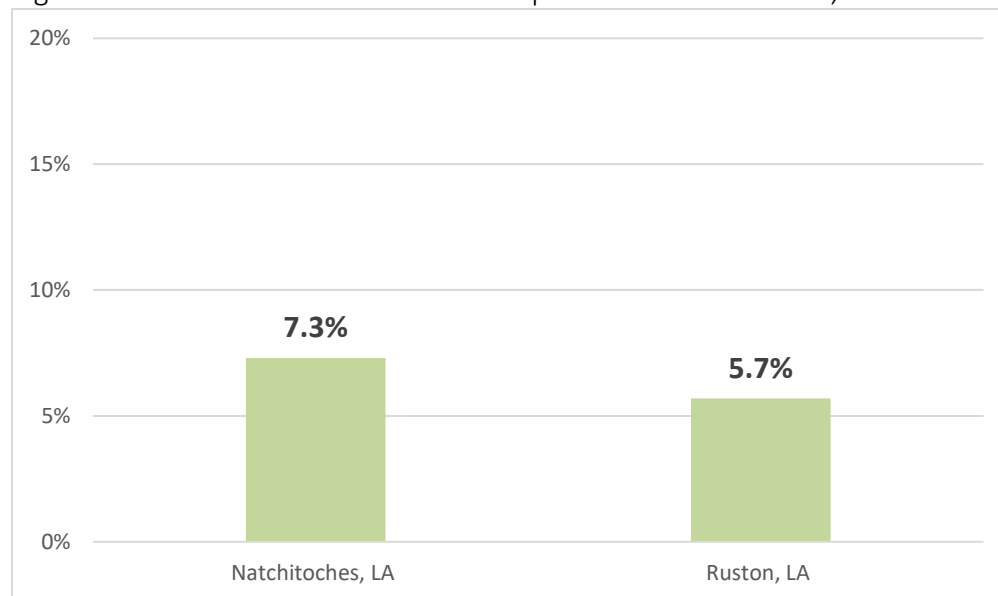
Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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."

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.²¹ 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 connecting people with the right resources to get coverage.²²

The data for MicroSAs usually reveal higher uninsured rates, but not in this case. Ruston's uninsured rate was lower than all our MSA's. Both Natchitoches and Ruston had rates over 17% five years ago, but both are below 8% now, and rates of uninsured children were also better than most of the MSA's. Ruston's rate again was lower than all the MSA's. The MicroSA numbers are similarly strong for the rate of employed and uninsured working age adults.

Figure 122: Percent Uninsured for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

²¹ ACA Impact on Per Capita Cost of Health Care. Fact Check.Org. February 2014.

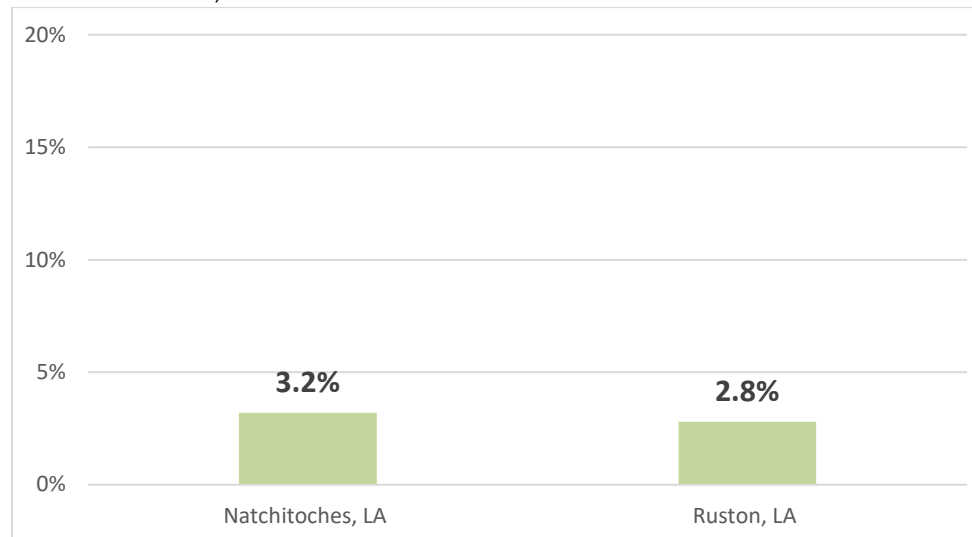
<http://www.factcheck.org/2014/02/aca-impact-on-per-capita-cost-of-health-care/>

²² 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>.

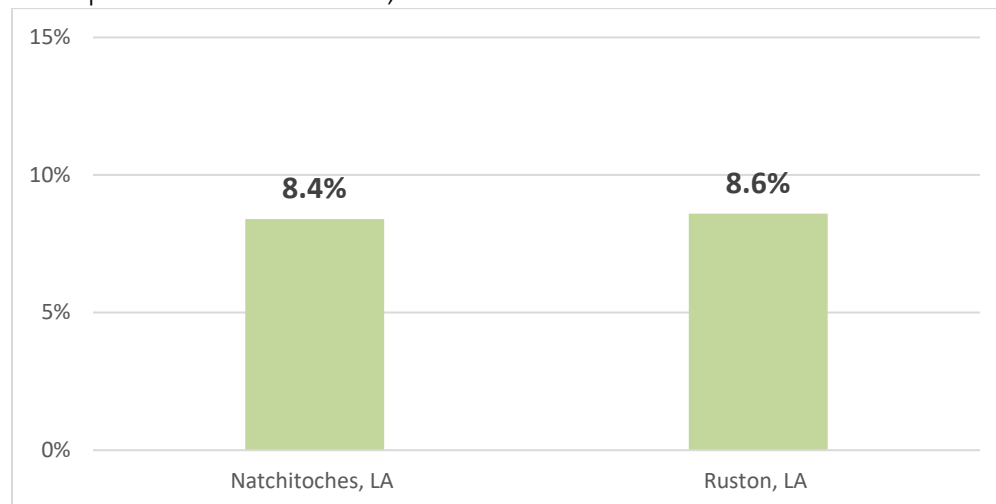
Figure 123: Percent of Children Under Age 19 Uninsured for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 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 124: Percent of Population 19 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas, 2023



Source: U.S. Census Bureau, 2023 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 to 10 (with 10 being best). This index includes two indicators of the food environment that are equally weighted: (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 consistent 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 near the bottom in peer rankings with a score of 6.5, no significant change from last year. Roanoke had the best rating among the peer communities at 8.2. For some perspective, a score of 8.4 places a community in the 90th percentile among MSAs in the nation.

Table 18: Food Environment Index, 2022

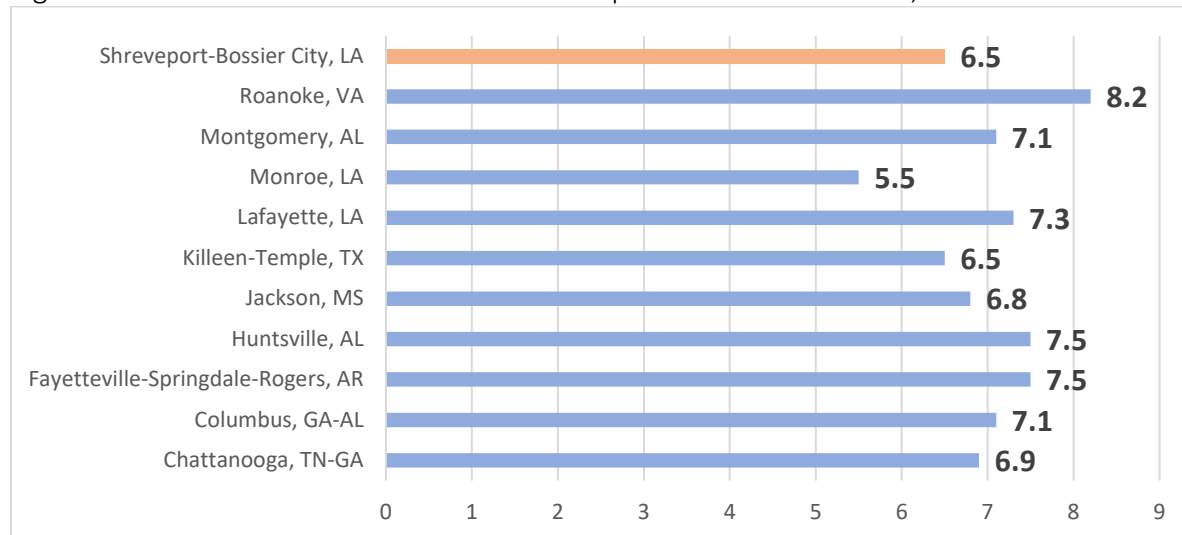
MSA	Food Environment Index	Rank	2021 Rank
Roanoke, VA	8.2	1	
Fayetteville-Springdale-Rogers, AR	7.5	2 (tie)	
Huntsville, AL	7.5	2 (tie)	
Lafayette, LA	7.3	4	
Columbus, GA-AL	7.1	5 (tie)	
Montgomery, AL	7.1	5 (tie)	
Chattanooga, TN-GA	6.9	7	
Jackson, MS	6.8	8	
Killeen-Temple, TX	6.5	9 (tie)	
Shreveport-Bossier City, LA	6.5	9 (tie)	➡ 9
Monroe, LA	5.5	11	

Source: 2025 County Health Rankings at <http://www.countyhealthrankings.org>

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

Note: Data for Dade County not available for the Chattanooga, TN-GA MSA

Figure 125: Food Environment Index for Metropolitan Statistical Areas, 2022



Source: 2025 County Health Rankings at <http://www.countyhealthrankings.org> Note: Data reported in the County Health Rankings may be from previous years Note: Data for Dade County not available for the Chattanooga, TN-GA MSA

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 providing incentives for supermarkets or farmers' markets to establish their businesses in underserved areas, having nutrition information on restaurant and fast-food menus, and applying nutrition standards in childcare facilities, schools, hospitals, and worksites.²³

Figure 126: Food Environment Index for Micropolitan Statistical Areas, 2022



Source: 2025 County Health Rankings at <http://www.countyhealthrankings.org> Note: Data reported in the County Health Rankings may be from previous years

²³ 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 moderately 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 typically end up with moderate to low health outcomes across the board.

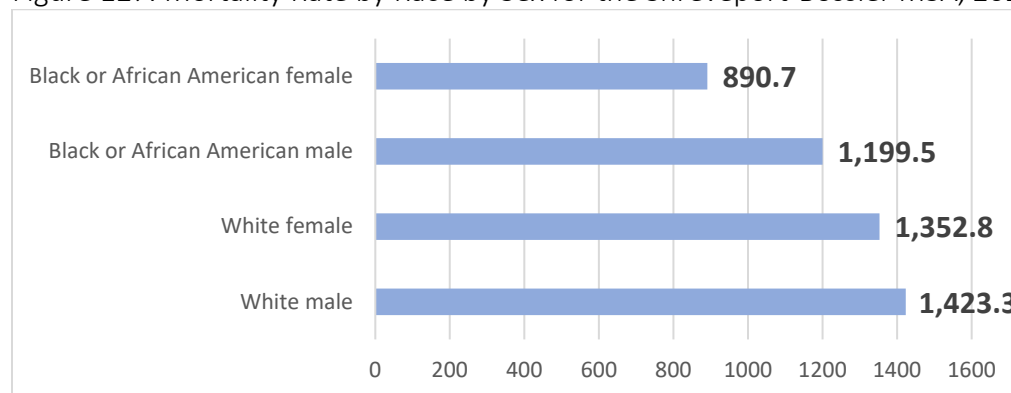
Relative to its peer communities, the Shreveport-Bossier MSA has the 8th highest mortality rate (Table 19), the 4th highest chlamydia rate, the highest rate of low-weight births, and the highest teen birth rate. These are all very concerning indicators, but ones that at least have a clear path to potentially meaningful interventions. The racial disparity in mortality rates is striking with black females having a mortality rate at least 25% lower than any other demographic group and white males having the highest rates.

Table 19: Mortality Rate (per 100,000 population), 2023

MSA	Mortality Rate	Rank	2022 Rank
Killeen-Temple-Fort Hood, TX	767.3	1	
Fayetteville-Springdale-Rogers, AR	774.5	2	
Huntsville, AL	984.5	3	
Lafayette, LA	1014.9	4	
Jackson, MS	1044.1	5	
Montgomery, AL	1064.5	6	
Columbus, GA-AL	1082.7	7	
Shreveport-Bossier City, LA	1141.1	8	 9
Chattanooga, TN-GA	1147.3	9	
Monroe, LA	1165.1	10	
Roanoke, VA	1332.5	11	

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

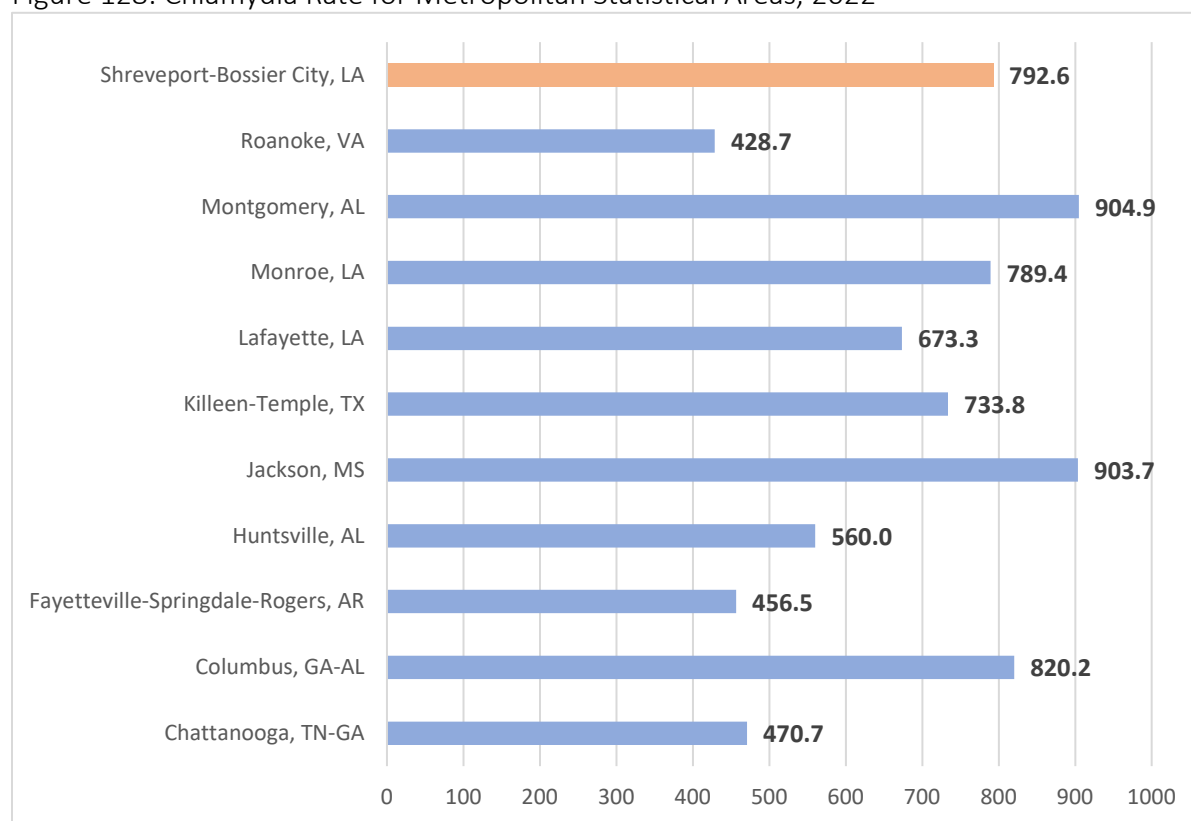
Figure 127: Mortality Rate by Race by Sex for the Shreveport-Bossier MSA, 2023



Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov> Note: Data unavailable for the Hispanic/Latino population

Figure 128 below shows the chlamydia rate for the Shreveport-Bossier MSA at 792.6, up somewhat from last year, but still a significant drop from 962 two years ago when we had the highest rate among our peers. For perspective, a rate of 138 is in the 90th percentile in the country. 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.²⁴ 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.

Figure 128: Chlamydia Rate for Metropolitan Statistical Areas, 2022



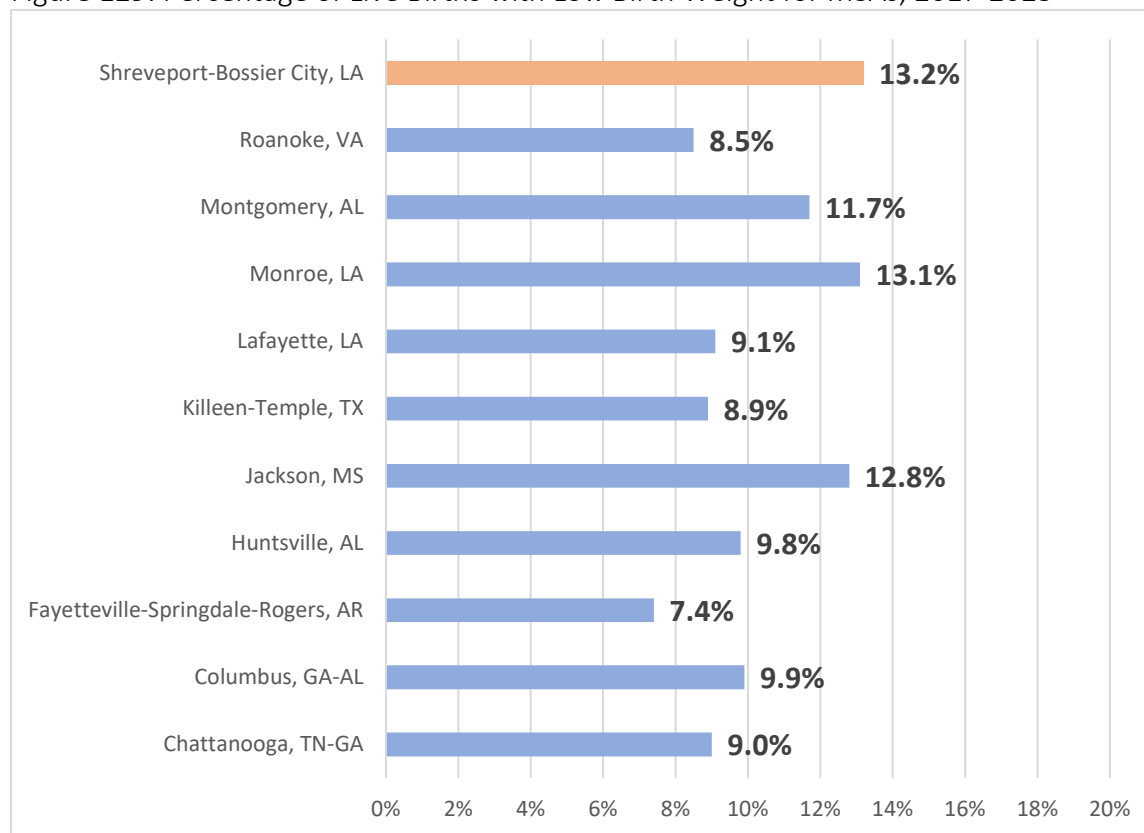
Source: Calculated by author with data from the 2025 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2022 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

²⁴ Genuis SJ, Genuis SK. Managing the sexually transmitted disease pandemic: A time for reevaluation. Am J Obstet Gynecol. 2004;191:1103-1112.

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 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.²⁵ Shreveport-Bossier has the highest percentage (12.9%) of LBW among the peer communities. The overall rate in Louisiana is one of the highest in the nation. The national average is 8% and 6% is among the best for communities in the U.S. As Figure 131 illustrates, low birth weight rates are more than twice as high among Black women (18%) as White women (8.9%). Also, low birth rate is significantly more common with female babies versus with males.

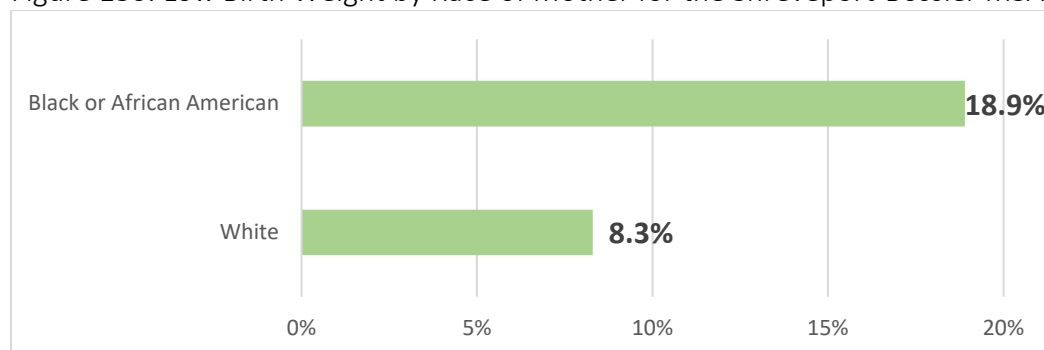
Figure 129: Percentage of Live Births with Low Birth Weight for MSAs, 2017-2023



Source: Calculated by author with data from the 2025 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2023 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

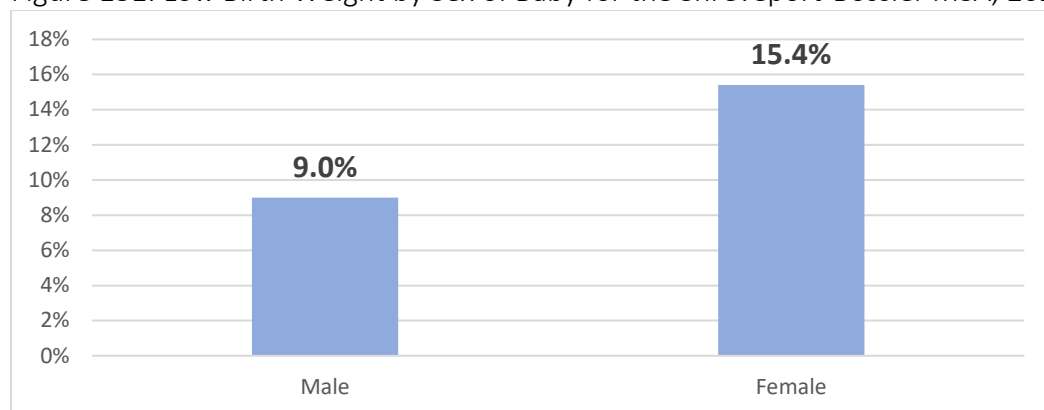
²⁵ Paneth NS. The problem of low birth weight. *Future Child*. 1995;5:19-34.

Figure 130: Low Birth Weight by Race of Mother for the Shreveport-Bossier MSA, 2023



Source: Calculated by author with data from the 2025 County Health Rankings at <https://www.countyhealthrankings.org> Note: Data reported in the County Health Rankings may be from previous years; This indicator could not be calculated for the Hispanic/Latino population because of missing data for that group from DeSoto Parish.

Figure 131: Low Birth Weight by Sex of Baby for the Shreveport-Bossier MSA, 2023

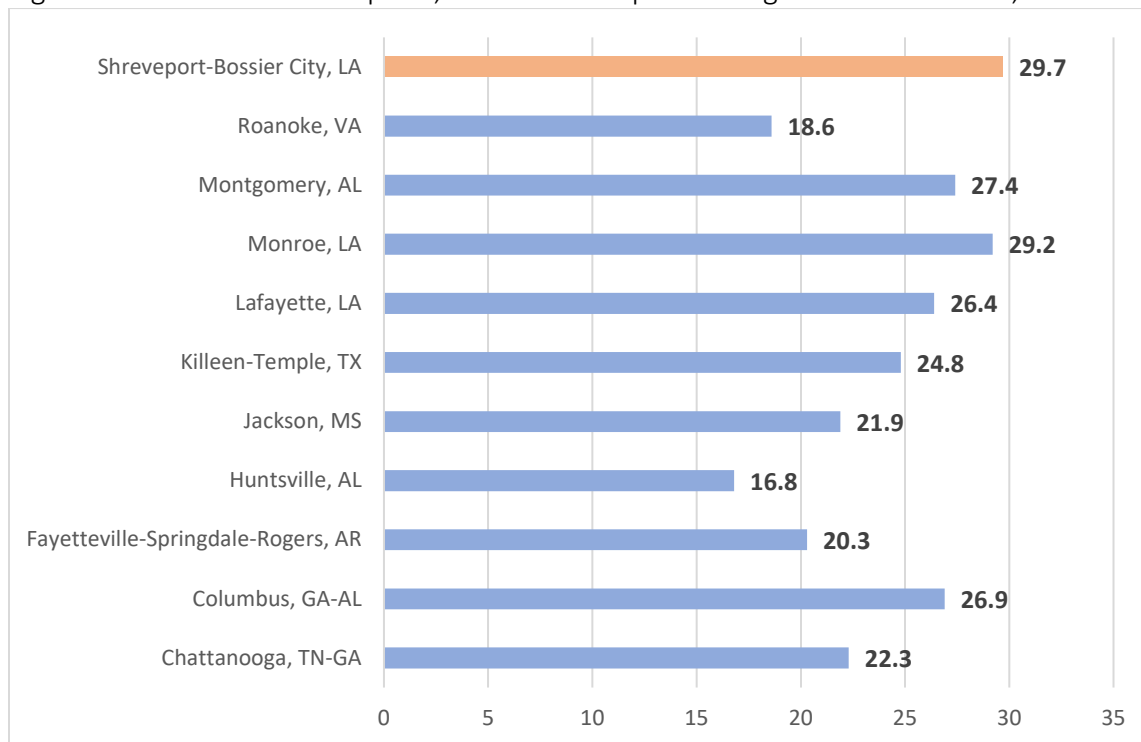


Source: Calculated by author with data from CDC Wonder at <https://wonder.cdc.gov/nativity.html> Note: This indicator does not include DeSoto Parish because the CDC does not report county-level birth data for parishes with populations fewer than 100,000

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 an 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.²⁶ Pregnant teens are more likely than older women to receive late or no prenatal care, have gestational hypertension and anemia, and exhibit 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 (29.7) among the peer communities, although our overall rate declined significantly from 2018 (43.6). The average for Louisiana is 50, and a rate of 20 is among the best for communities for the U.S.

²⁶ 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.

Figure 132: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MSAs, 2017-2023

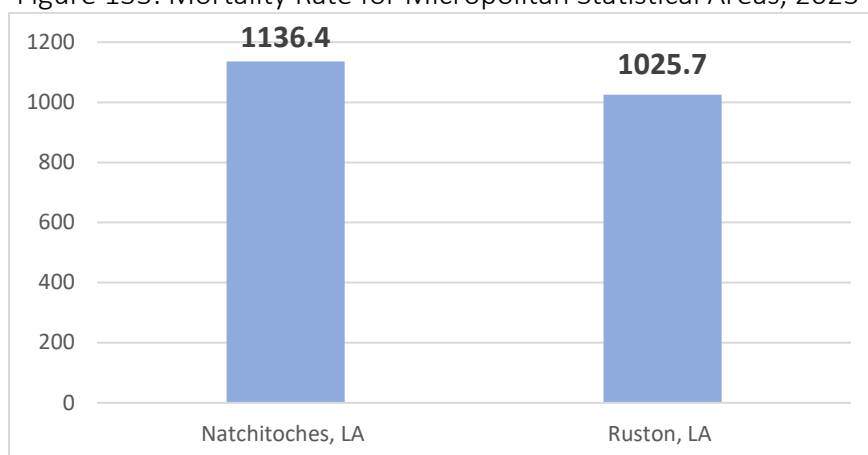


Source: Calculated by author with data from the 2025 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

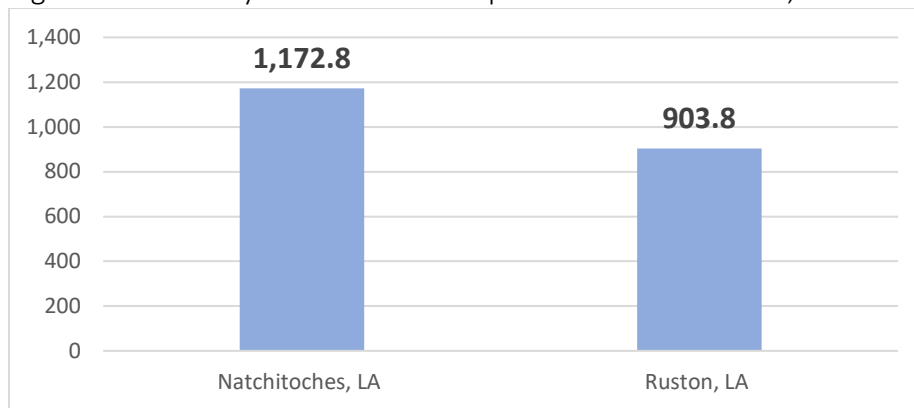
Below are the data for our MicroSAs. The chlamydia rate in both communities was quite high, and the teen birth rate in Natchitoches is twice that of Ruston. Overall, Ruston's figures compare well to the best of the peer MSA ratings.

Figure 133: Mortality Rate for Micropolitan Statistical Areas, 2023



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

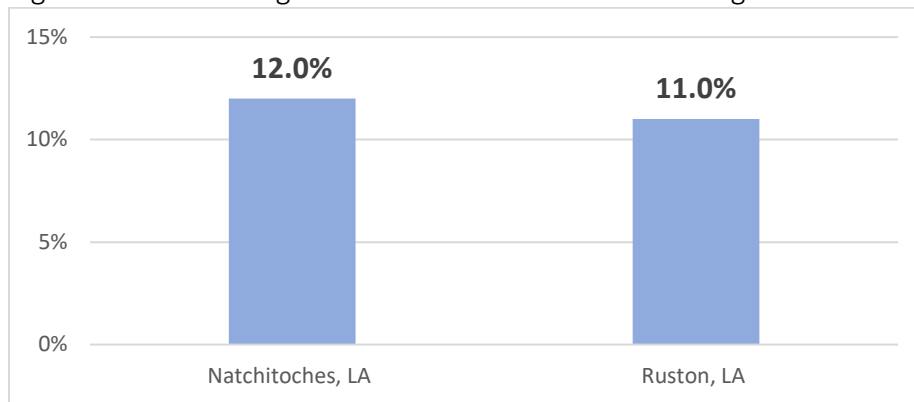
Figure 134: Chlamydia Rate for Micropolitan Statistical Areas, 2022



Source: 2025 County Health Rankings at <http://www.countyhealthrankings.org>

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

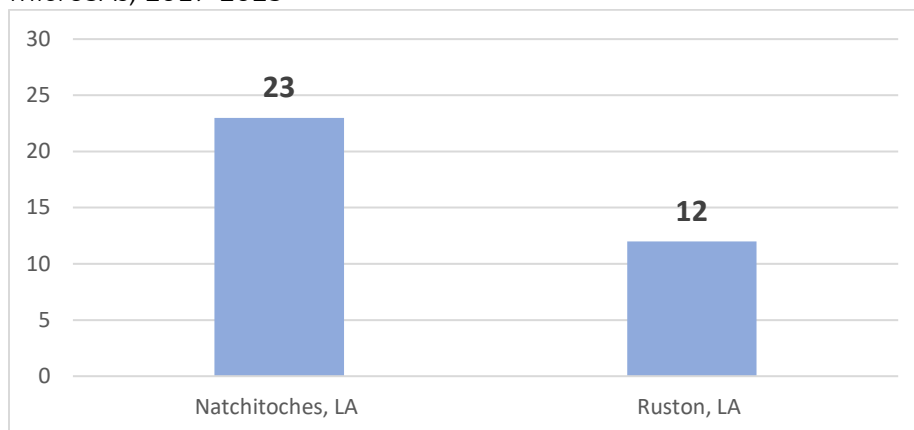
Figure 135: Percentage of Live Births with Low Birth Weight for MicroSAs, 2017-2023



Source: 2025 County Health Rankings at <http://www.countyhealthrankings.org>

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

Figure 136: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MicroSAs, 2017-2023



Source: 2025 County Health Rankings at <http://www.countyhealthrankings.org>

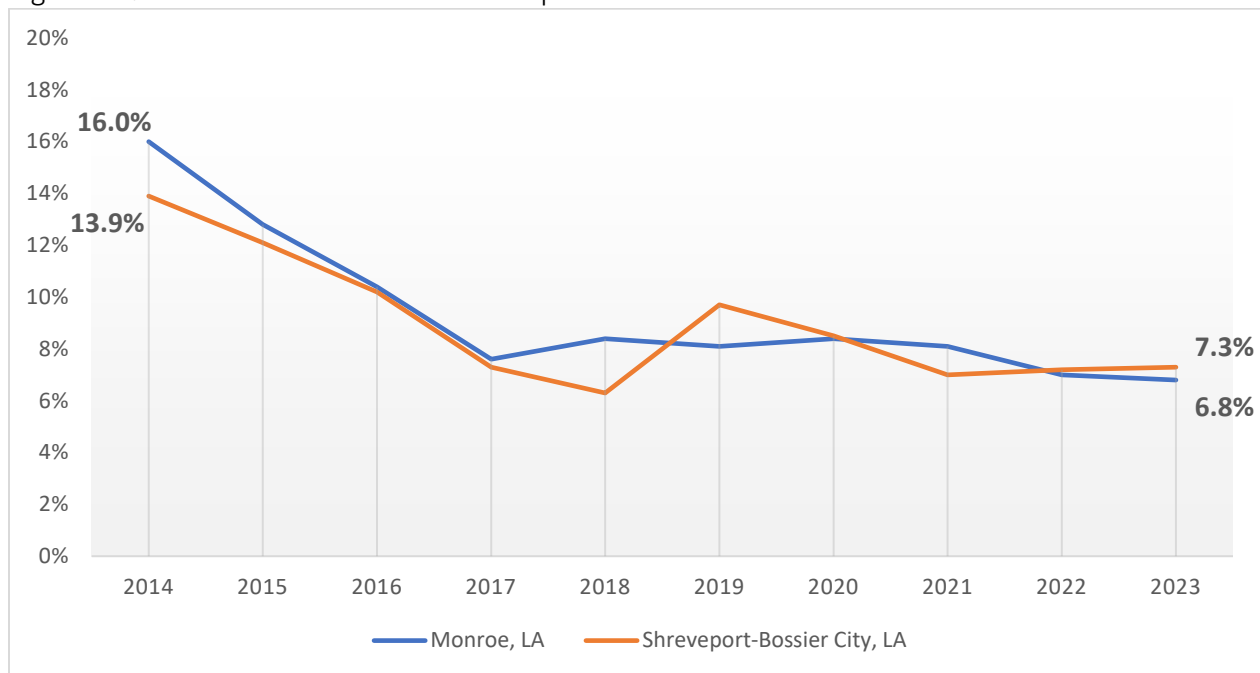
Note: Data reported in the County Health Rankings may be from previous years

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 children and working adults. Figure 137 shows the dramatic drop in uninsured persons overall, and Figure 138 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 most significant area for concern is the high mortality rate and the very high share of low-birth-weight babies, teen births, and STIs. 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 period to begin to make progress.

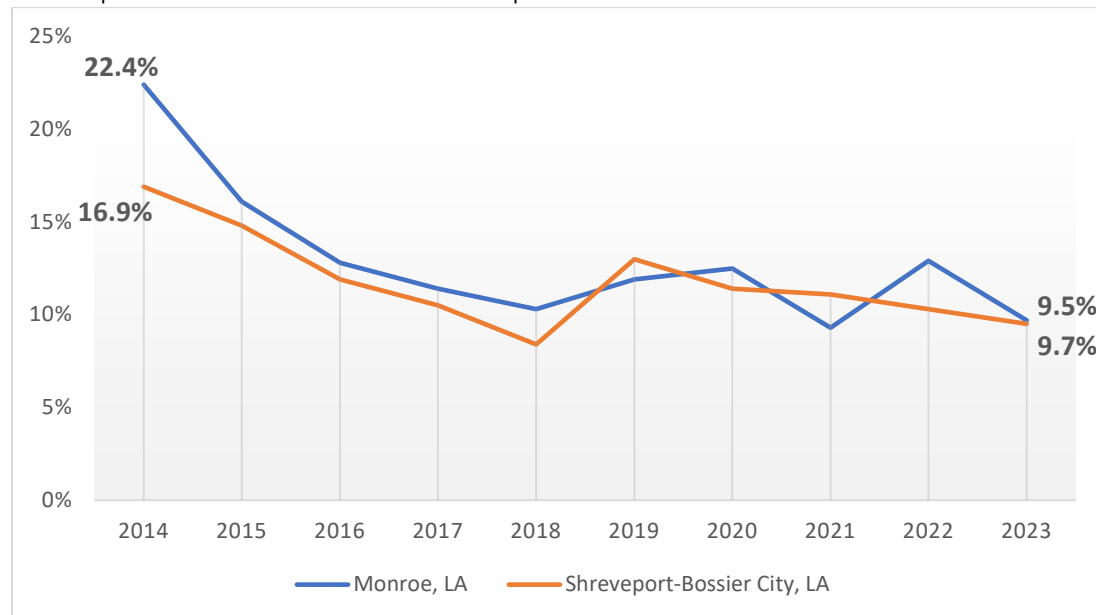
Figure 137: Percent Uninsured for Shreveport-Bossier and Monroe MSAs



Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

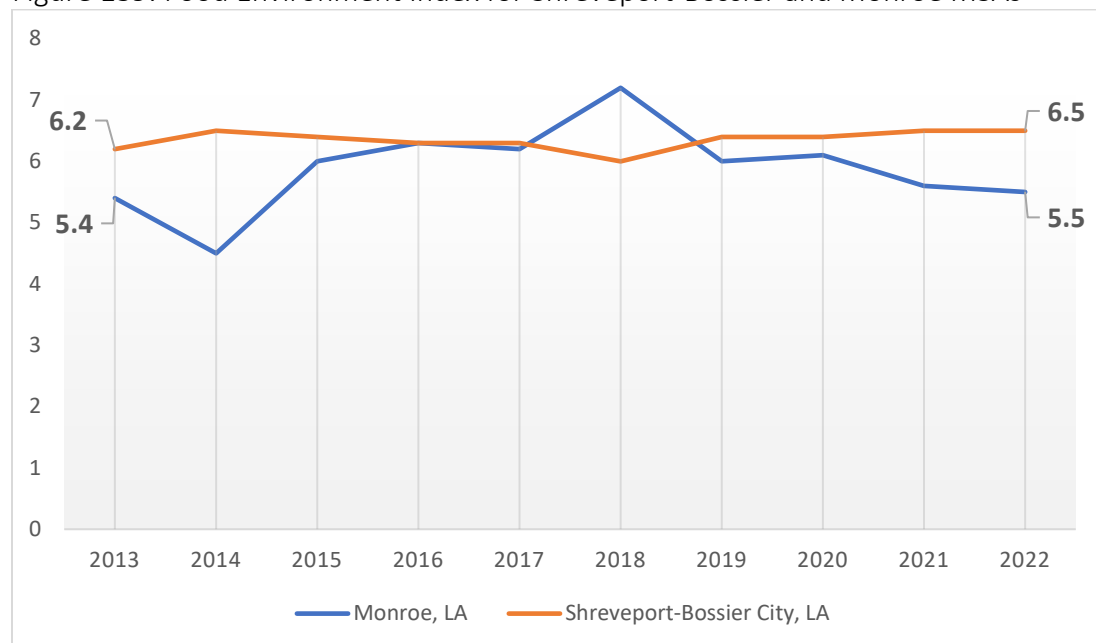
Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: Data for this indicator has come from the American Community Survey 1-Year Estimates for all years but 2020 when these data were not available.

Figure 138: Percent of Population 19 to 64 Years Employed and Uninsured for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



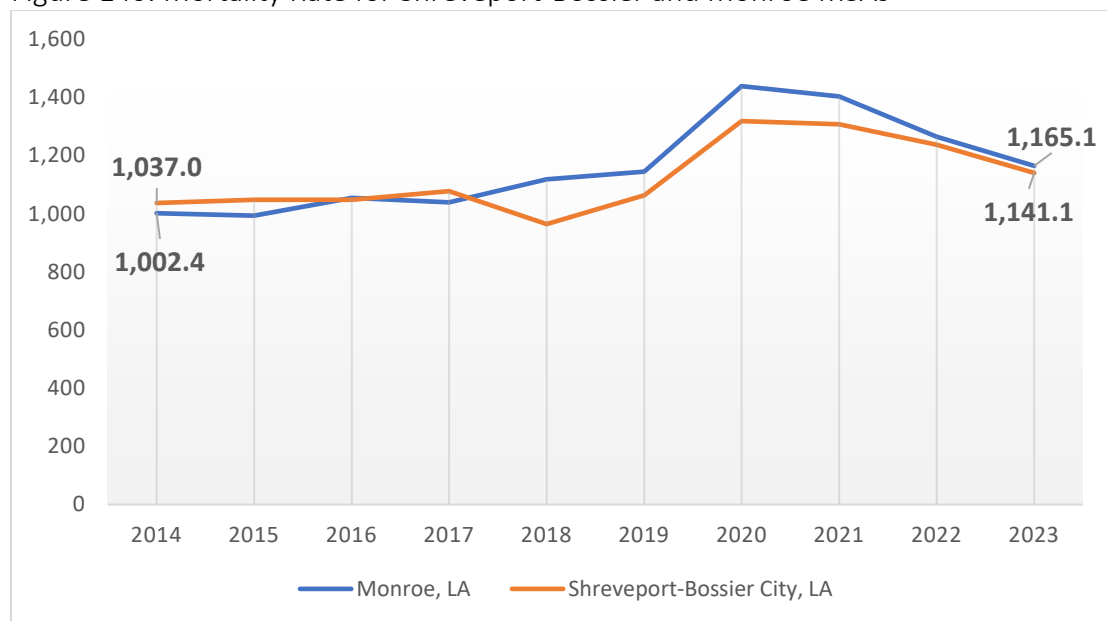
Source: U.S. Census Bureau 2014-2019 and 2021-2023 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: Data for this indicator has come from the American Community Survey 1-Year Estimates for all years but 2020 when these data were not available.

Figure 139: Food Environment Index for Shreveport-Bossier and Monroe MSAs



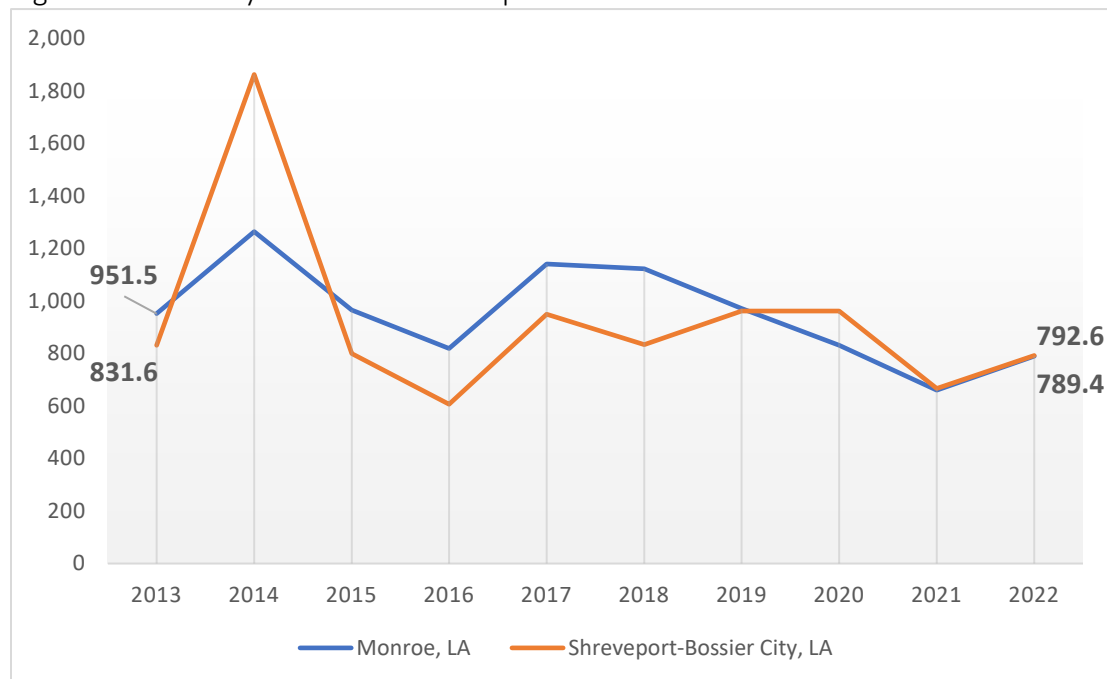
Source: 2016-2025 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> Note: Data reported in the County Health Rankings may be from previous years Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 140: Mortality Rate for Shreveport-Bossier and Monroe MSAs



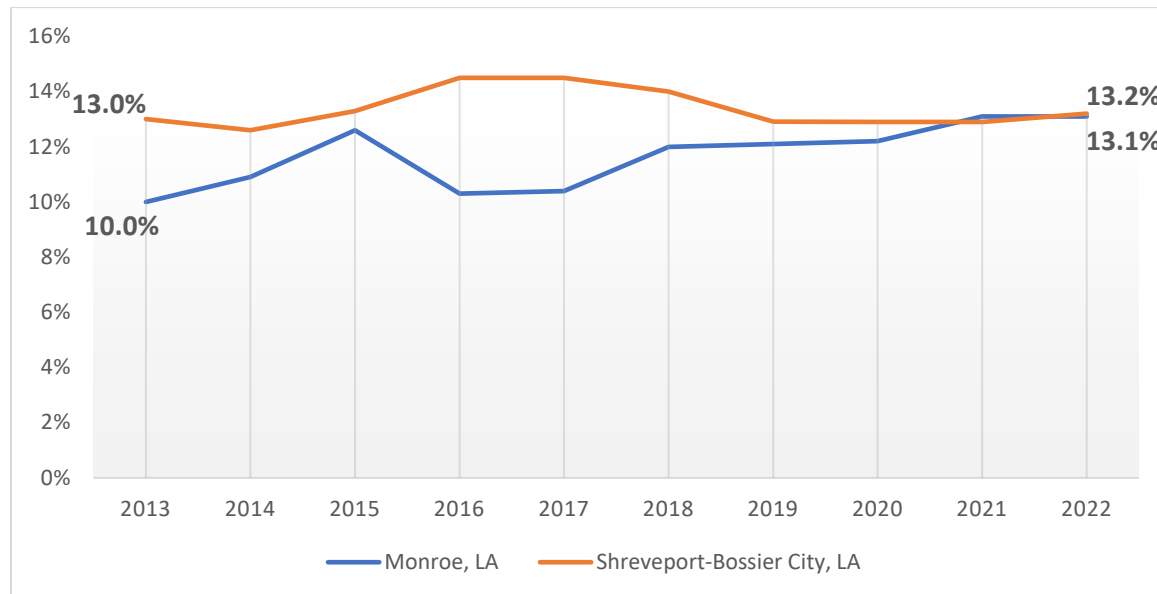
Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov> and U.S. Census Bureau 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 141: Chlamydia Rate for Shreveport-Bossier and Monroe MSAs



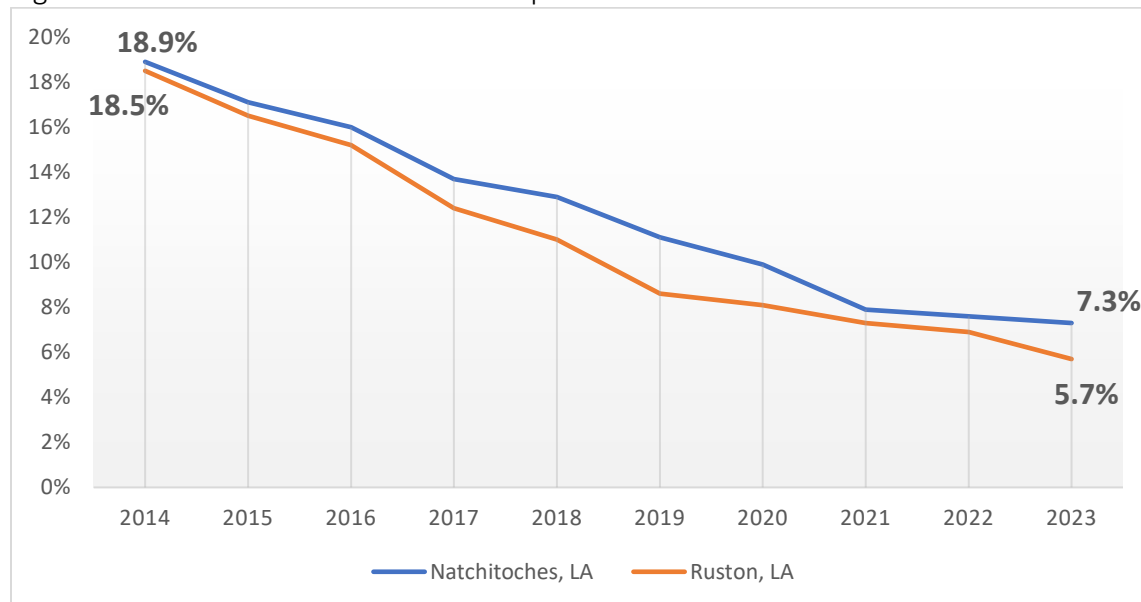
Source: Calculated by author using data from the 2016-2025 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2013-2022 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Data reported in the County Health Rankings may be from previous years Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 142: Percentage of Live Births w/Low Birth Weight in Shreveport-Bossier & Monroe MSAs



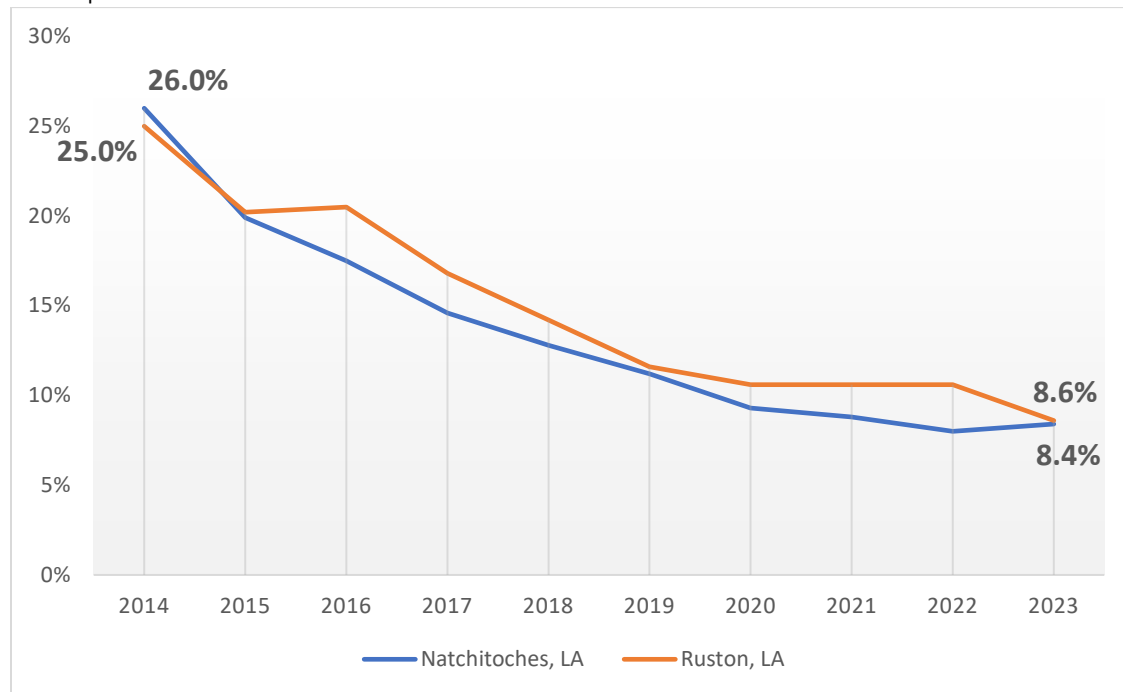
Source: Calculated by author using data from the 2015-2025 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2013-2022 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Data reported in the County Health Rankings may be from previous years
Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 143: Percent Uninsured for Micropolitan Statistical Areas



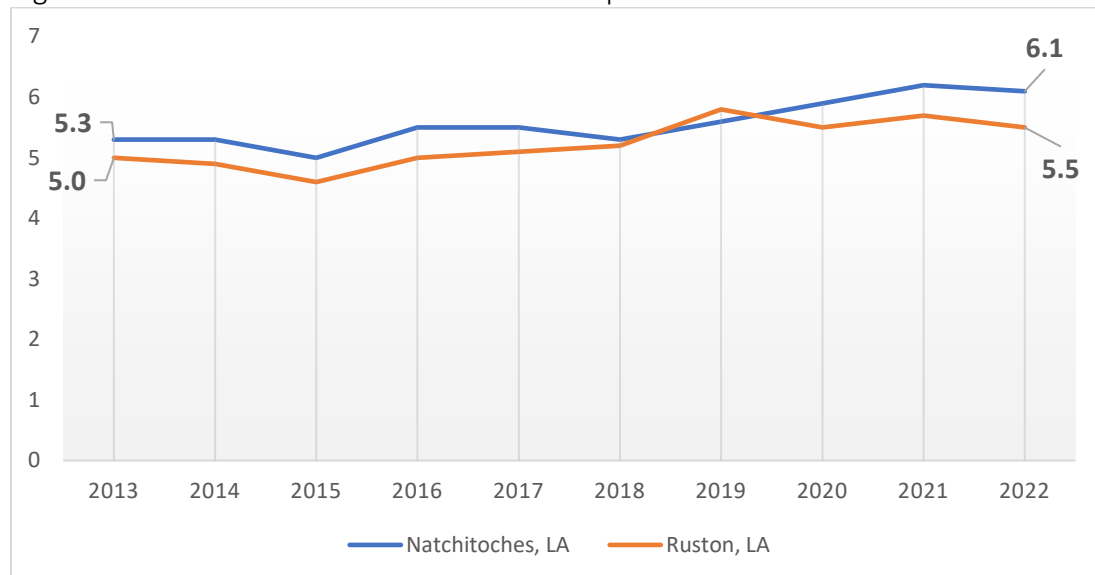
Source: U.S. Census Bureau 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 144: Percent of Population 19 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas



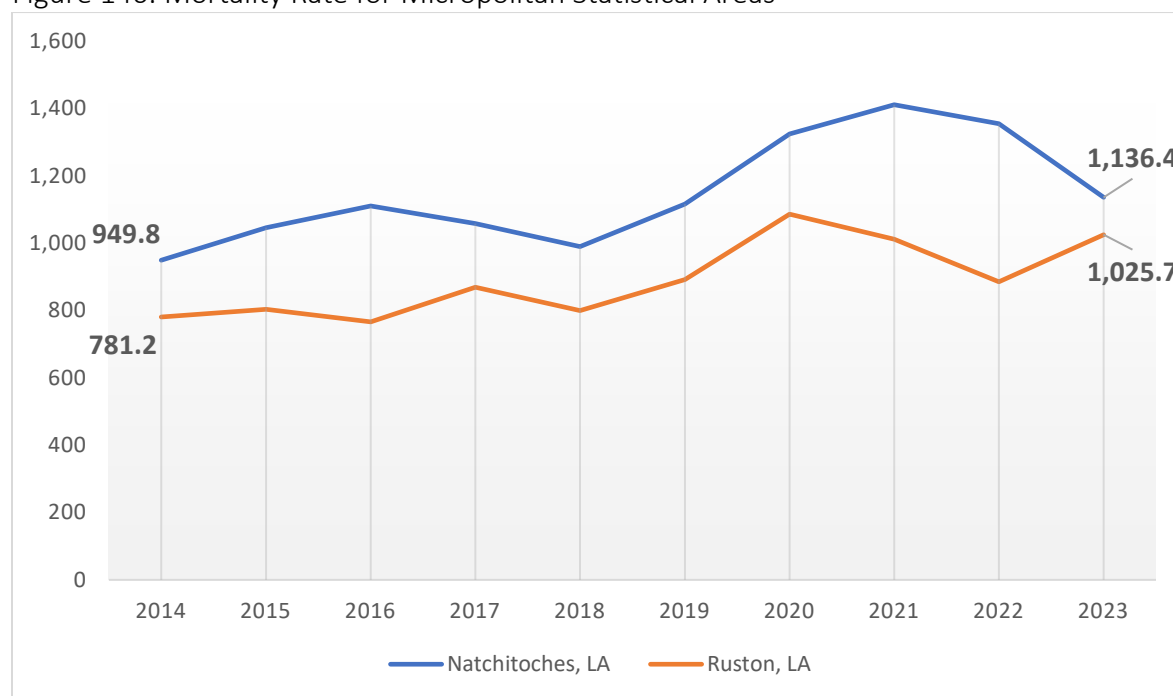
Source: U.S. Census Bureau 2014-2023 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: In 2017, the American Community Survey updated age categories for insurance data to be more consistent with health insurance in the United States. Prior to that year, this indicator was "Percent of Population 18 to 64 Years Employed and Uninsured."

Figure 145: Food Environment Index for Micropolitan Statistical Areas



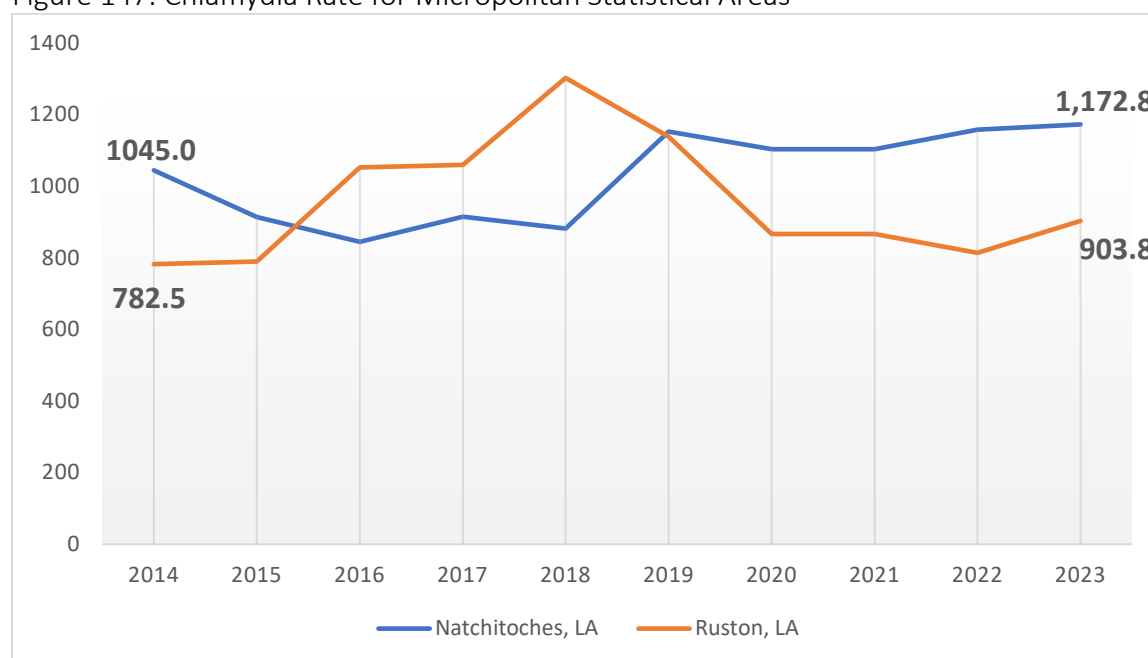
Source: Calculated by author using data from the 2016-2025 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2013-2022 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Data reported in the County Health Rankings may be from previous years

Figure 146: 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>

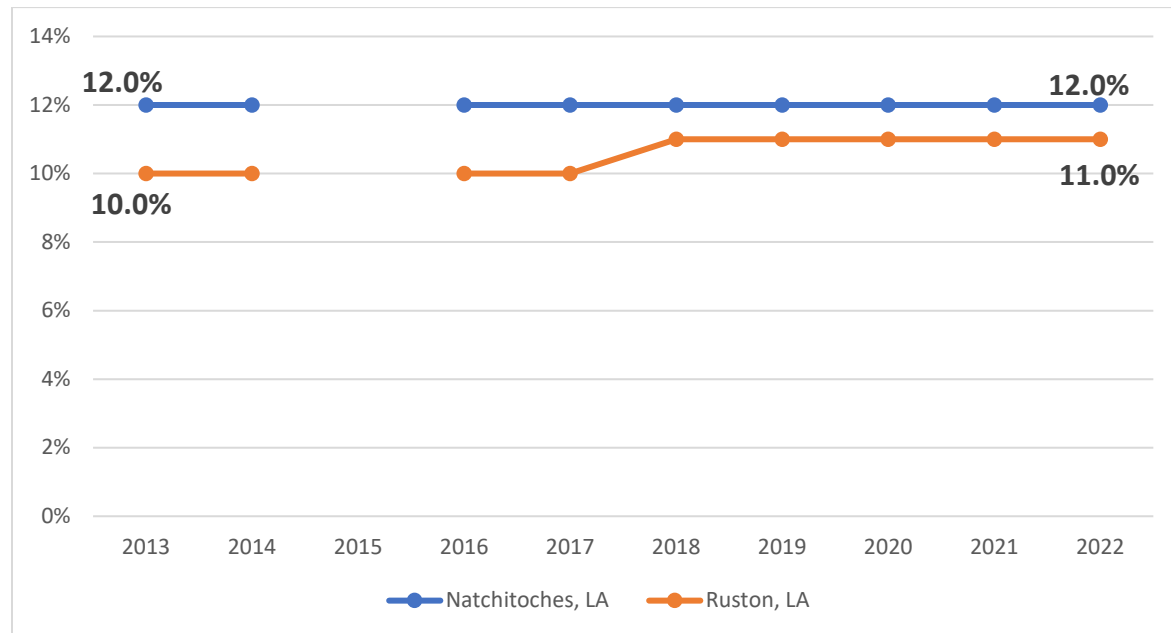
Figure 147: Chlamydia Rate for Micropolitan Statistical Areas



Source: 2016-2025 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>

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

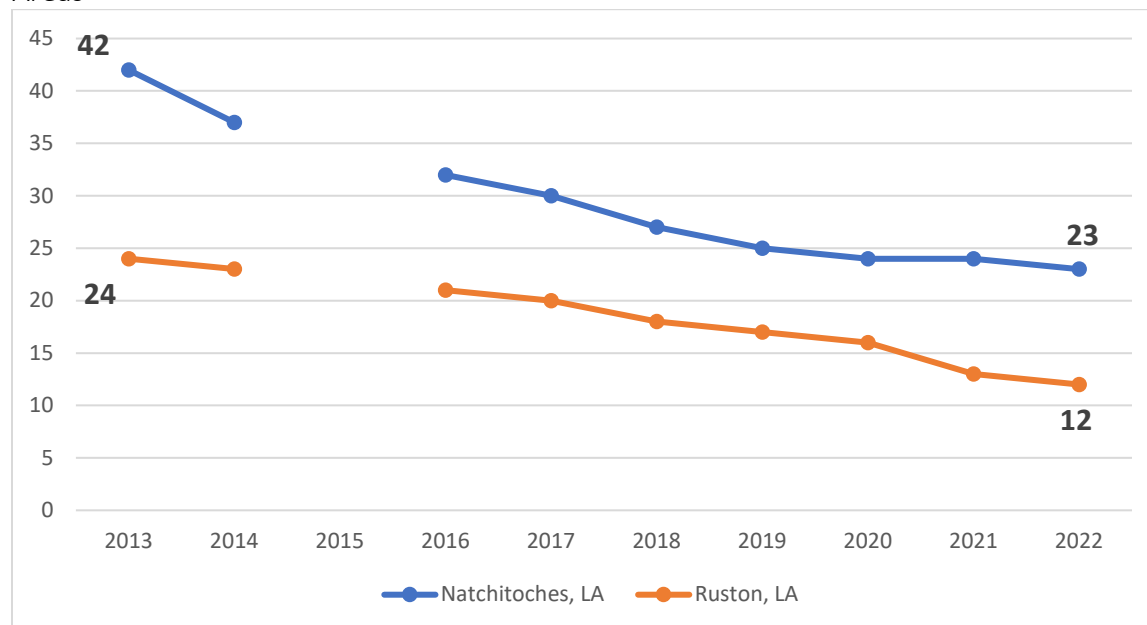
Figure 148: Percentage of Live Births with Low Birth Weight for Micropolitan Statistical Areas



Source: 2016-2025 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>

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

Figure 149: Teen Birth Rate (Mothers Ages 15 to 19) for Micropolitan Statistical Areas



Source: 2016-2025 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

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.²⁷ 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.²⁸

Table 20: Median Air Quality Index by Metropolitan Statistical Area, 2024

MSA	Air Quality Index	Rank	2023 Rank
Roanoke, VA	40	1	
Fayetteville-Springdale-Rogers, AR	41	2 (tie)	
Monroe, LA	41	2 (tie)	
Montgomery, AL	42	4	
Huntsville, AL	44	5	
Killeen-Temple, TX	46	6	
Jackson, MS	48	7	
Columbus, GA-AL	49	8	
Shreveport-Bossier City, LA	50.5	9	 9
Lafayette, LA	51	10	
Chattanooga, TN-GA	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

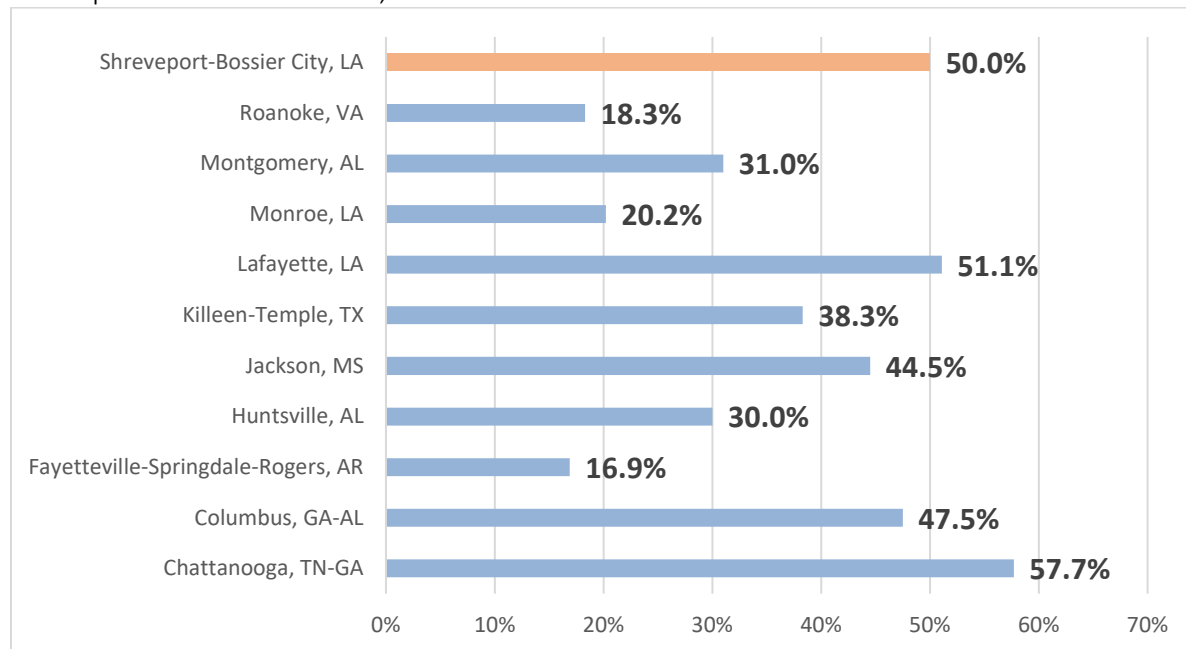
Table 20 shows the Shreveport-Bossier MSA 9th overall among the comparative communities in median air quality (lower numbers indicate better air quality). From 2017 to 2020 our ranking improved from 8th to 3rd with significant improvement in the absolute number from 43 to 38 during that period. But the 2022-2024 data showed a regression back to the value from 2017 and a consequent drop in our ranking. The EPA designates the 0 to 50 range of the index as good

²⁷ Marilena Kampa. *Human Health Effects of Air Pollution*. Proceedings of the 4th International Workshop on Biomonitoring of Atmospheric Pollution. January 2009.

²⁸ "Why Should You Be Concerned About Air Pollution?" Environmental Protection Agency. http://www.epa.gov/airquality/peg_caa/concern.html

air quality, 50 to 100 is moderate, and values above 100 are associated with a wide variety of unhealthy conditions. Shreveport-Bossier is just barely outside of the good air quality range, but eight of the peer communities fall in that range. Figure 149 shows the share of days during 2023 that each MSA had an air quality rating below good (i.e., above 50). Good air quality days were down across the board, but our MSA experienced the 3rd highest (50%) share of days having moderate or worse air quality (up from 31.3% five years ago and up from 28% two years ago).

Figure 150: Percent of Days with Air Quality Index Below Good by Metropolitan Statistical Area, 2024



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

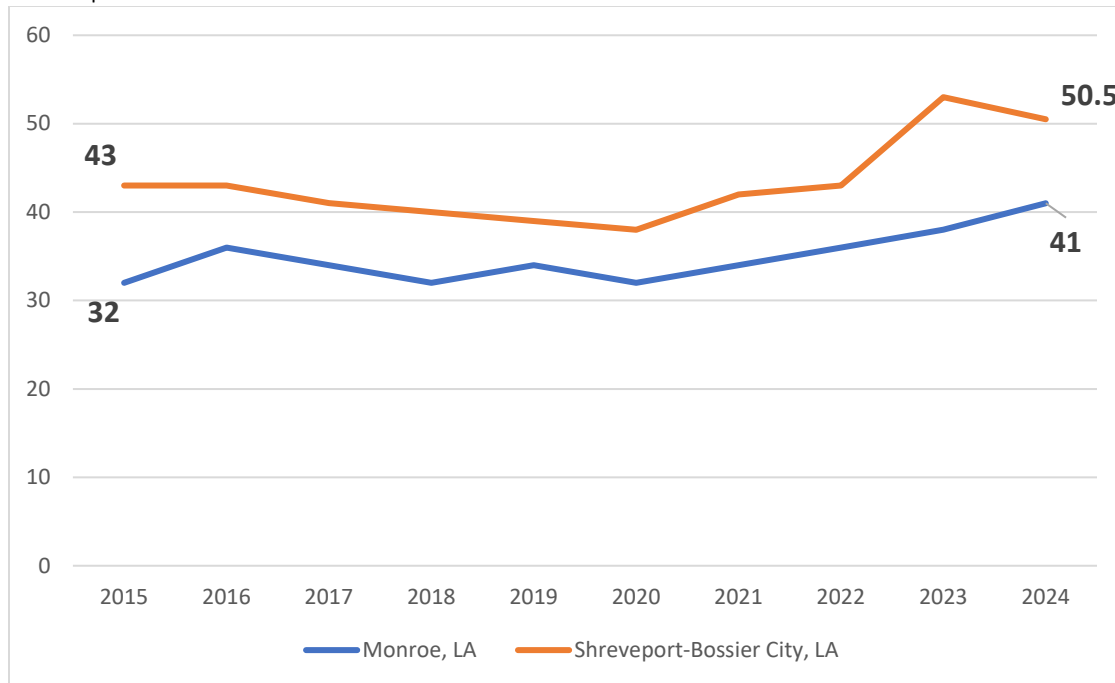
The EPA and other entities offer a variety of ways to reduce air pollution in a community.²⁹ These include strategies in the home, suggestions for buying smart, and driving in ways that are friendlier for air quality.

²⁹ “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 ratings for the Shreveport-Bossier and Monroe MSA's have fluctuated moderately over the last nine years with a big jump in 2023.

Figure 151: 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: Webster Parish was removed from the Shreveport-Bossier MSA 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.³⁰ Table 22 lists the Shreveport-Bossier MSA 2023 violent crime rate at 574.2 per 100,000 people, an improvement from last year, but not as much as our peers improved. Therefore, our ranking dropped from 4th to 7th among peer communities for which data were available. Nonetheless, our MSA saw a decrease in violent crime for the fourth time in the last five years of data (2021 data was not available). However, our rate was still more the triple the rate in Huntsville. The impact of this kind of ranking on quality of life, economic development, and community prosperity is substantial.

Table 21: Violent Crime Rate (Offenses per 100,000 people) by MSA, 2023

MSA	Violent Crime Rate	Rank	2022 Rank
Huntsville, AL	171.0	1	
Roanoke, VA	290.3	2	
Killeen-Temple-Fort Hood, TX	313.4	3	
Fayetteville-Springdale-Rogers, AR	354.2	4	
Lafayette, LA	407.6	5	
Chattanooga, TN-GA	484.9	6	
Shreveport-Bossier City, LA	574.2	7	 4 (of 4)
Monroe, LA	920.7	8	

Source: *Crime in the United States Annual Reports, 2023* at <https://cde.ucr.cjis.gov/LATEST/webapp/#>

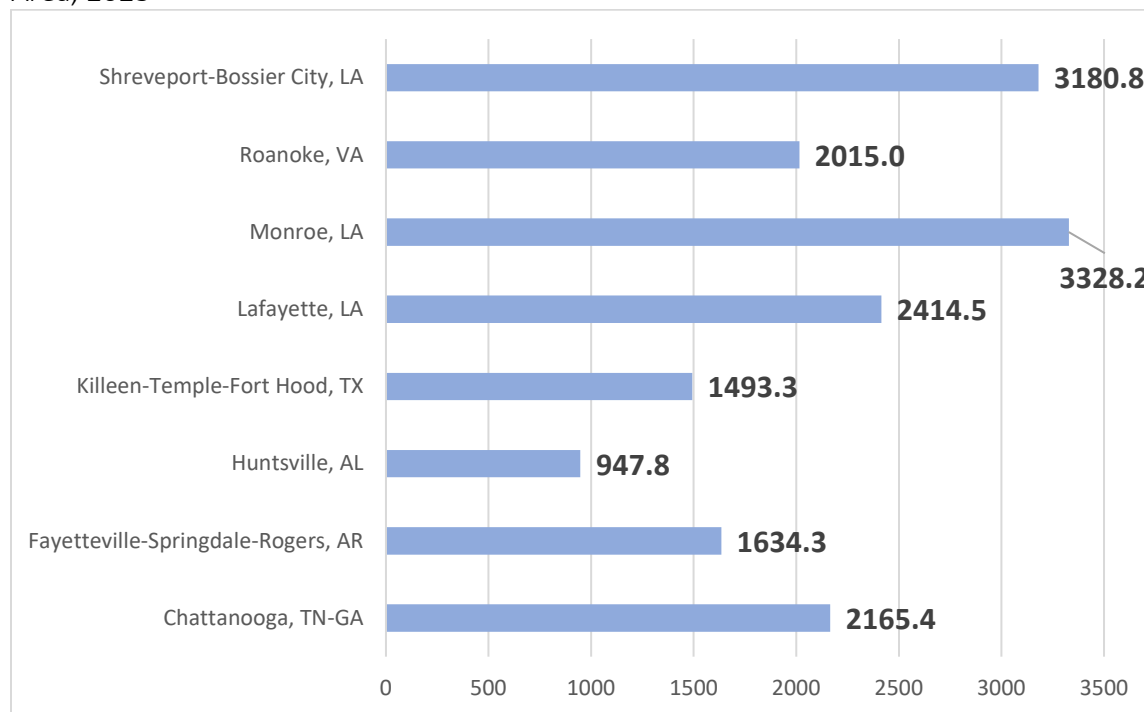
Note: Data not available for Columbus GA-AL; Jackson, MS; or Montgomery, AL.

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

³⁰ "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/

the taking of money or property, but there is no force or threat of force against the victims. The Shreveport-Bossier MSA's property crime rate (3,180.8 per 100,000) is the 2nd highest of the peer communities for which data were available, but that figure represented a 18% decrease in our property crime rate since 2020. The lowest rate is in Killeen-Temple (1002.2) which is only 33% of the rate of Shreveport-Bossier.

Figure 152: Property Crime Rate (Offenses per 100,000) by Metropolitan Statistical Area, 2023

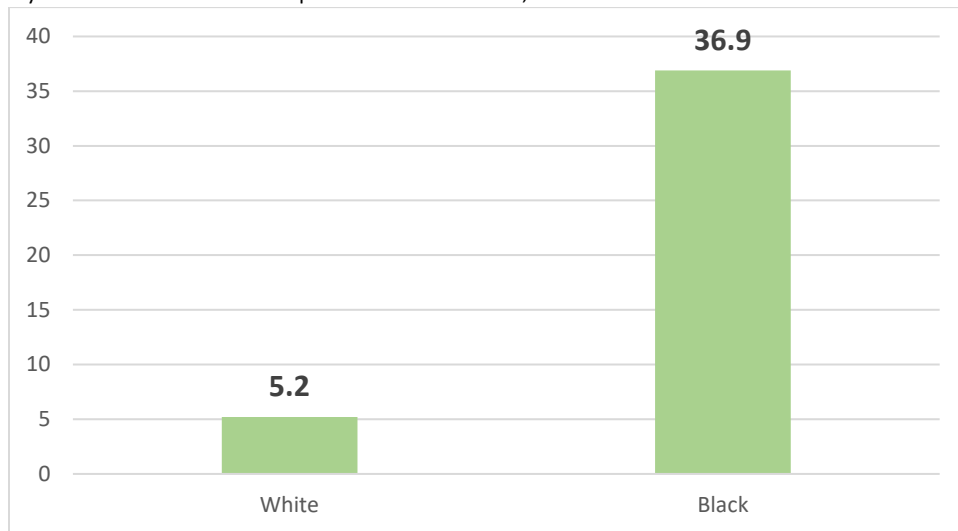


Source: *Crime in the United States Annual Reports, 2023* at <https://cde.ucr.cjis.gov/LATEST/webapp/#>

Note: Data not available for Columbus GA-AL; Jackson, MS; or Montgomery, AL.

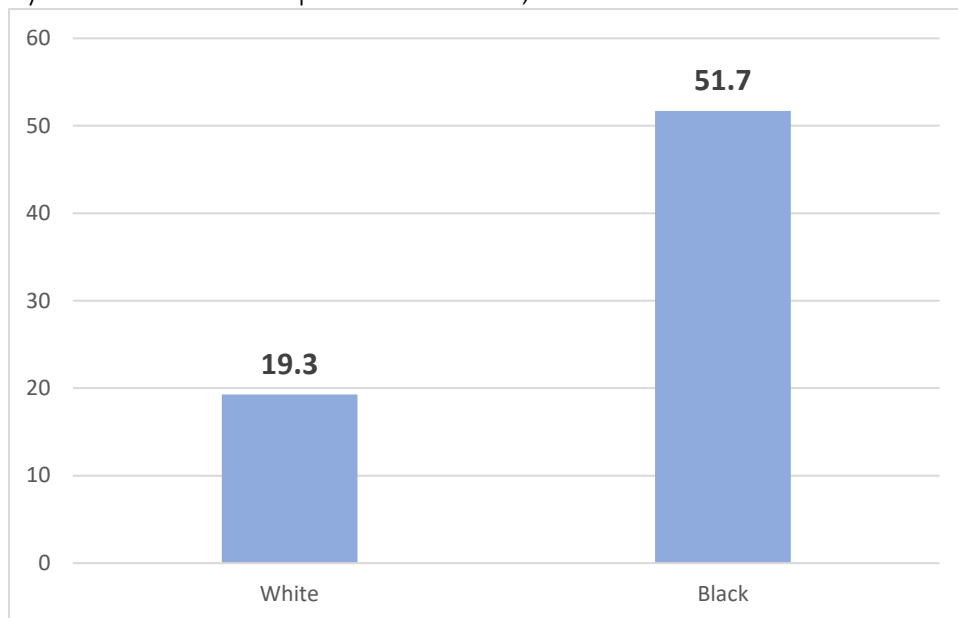
In another example of the glaring racial disparities in our region, Figures 153 and 154 illustrate the impact of homicide and firearms deaths across the black and white population. The homicide rate for blacks or African Americans is seven times that of whites and the rate of deaths due to firearms is more than double.

Figure 153: Number of Deaths Due to Homicide Per 100,000 Population by Race for the Shreveport-Bossier MSA, 2025



Source: Calculated by author with data from the 2025 County Health Rankings at <https://www.countyhealthrankings.org/explore-health-rankings> Note: Data reported in the County Health Rankings may be from previous years; This indicator does not include data from DeSoto Parish or for the Hispanic/Latino population because of unreliable or missing data.

Figure 154: Number of Deaths Due to Firearms Per 100,000 Population by Race for the Shreveport-Bossier MSA, 2025



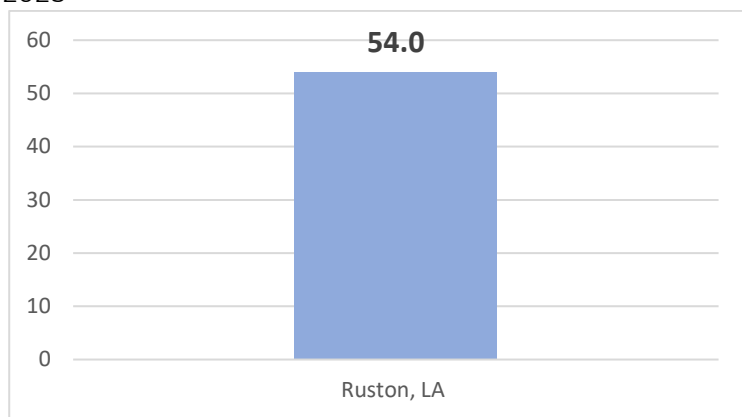
Source: Calculated by author with data from the 2025 County Health Rankings at <https://www.countyhealthrankings.org/explore-health-rankings>

Note: Data reported in the County Health Rankings may be from previous years; This indicator does not include data from DeSoto Parish or for the Hispanic/Latino population because of unreliable or missing data.

Community crime prevention programs target changes in community infrastructure, culture, and/or the physical environment to reduce crime. Various approaches are possible, such as 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 crime rates in MicroSA's tend to be lower than MSA's. Data were not available for Natchitoches, but the Ruston data show violent and property crime rates substantially lower than any of the MSAs. Ruston's violent and property crime rates were both approximately 1/10th of the Shreveport-Bossier rates and less than 1/3rd of the best rates in the peer communities.

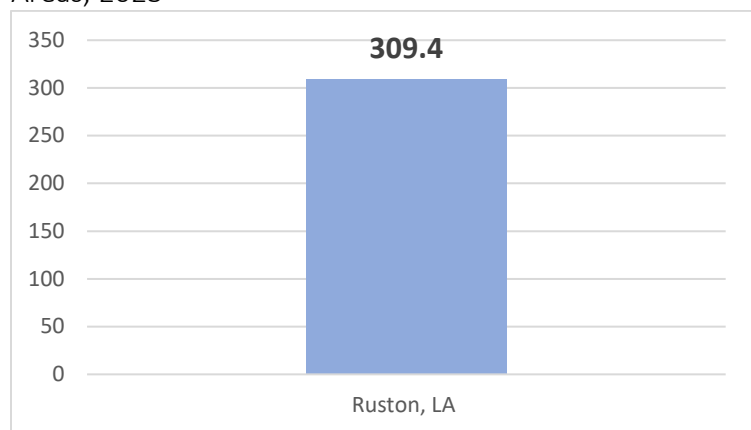
Figure 155: Violent Crime Rate (Offenses per 100,000 people) for Micropolitan Statistical Areas, 2023



Source: *Crime in the United States Annual Reports, 2023* at <https://cde.ucr.cjis.gov/LATEST/webapp/#>

Note: Data were not available for Natchitoches, LA.

Figure 156: Property Crime Rate (Offenses per 100,000) for Micropolitan Statistical Areas, 2023



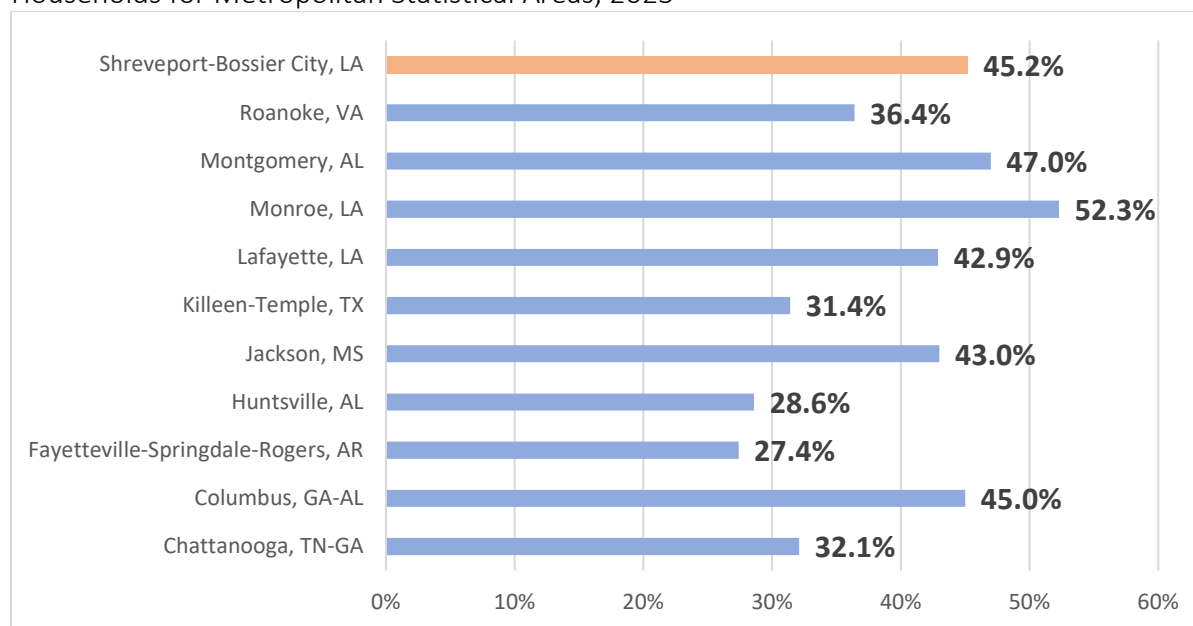
Source: *Crime in the United States Annual Reports, 2023* at <https://cde.ucr.cjis.gov/LATEST/webapp/#>

Note: Data were not available for Natchitoches, LA.

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 show 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 associated with higher graduation rates, better job market outcomes, and stronger overall community wellness indicators.

Figure 157: Percent of Households with Children Under Age 18 that are Single-Parent Households for Metropolitan Statistical Areas, 2023




Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 157 shows that the Shreveport-Bossier MSA ranks 9th of the peer communities in the share of households with children under age 18 that are single-parent households (52%). The majority of households with minor children in our MSA are single-parent households. Those children 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 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.³¹ 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 22 presents data from 2024 showing our MSA ranked 7th (up one slot from last year).

Table 22: Percent of Population Registered to Vote for Metropolitan Statistical Areas, Year Listed Below in Source, 2024

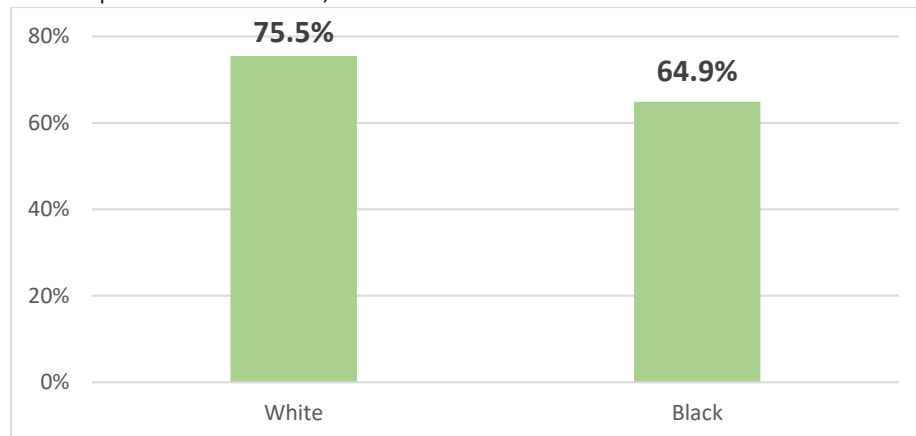
MSA	Percent of Pop. Registered to Vote	Rank	2023 Rank
Huntsville, AL	73.1%	1	
Roanoke, VA	70.6%	2	
Jackson, MS	70.1%	3	
Lafayette, LA	68.4%	4	
Monroe, LA	68.2%	5	
Montgomery, AL	67.4%	6	
Shreveport-Bossier City, LA	66.0%	7	 8
Chattanooga, TN-GA	63.0%	8	
Fayetteville-Springdale-Rogers, AR	61.9%	9	
Columbus, GA-AL	61.6%	10	
Killeen-Temple-Fort Hood, TX	59.7%	11	

Source: Calculated by author using data from the Alabama Voter Registration Statistics, 2024 at <https://www.sos.alabama.gov/alabama-votes/voter/election-data>; Arkansas Registered Voters, 2024 at <https://www.sos.arkansas.gov/elections/research> via data request; Georgia Voter Registration Statistics, 2024 at <https://sos.ga.gov/election-data-hub>; Louisiana Voter Registration Statistics, December 2024 at <https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsStatewide.aspx>; Mississippi Voter Registration Statistics, December 2024 at <https://www.sos.ms.gov/elections-voting/active-voter-count-reports-2024>; Tennessee Election Statistics, June 2024 at <https://sos.tn.gov/elections/statistics>; Texas Voter Registration Figures, March 2024 at <https://www.sos.texas.gov/elections/historical/mar2024.shtml>; and the Virginia Voter Registration Statistics, 2024 at <https://www.elections.virginia.gov/resultsreports/registration-statistics/>

Figure 158 shows that registration rates are quite a bit higher—over 10 points—for whites than for blacks. Furthermore, the segregation index for our MSA shows a significantly racially (white/black) segregated community. Both of these metrics indicate the possibility of a racial disparity in civic engagement that could impact some of the economic, health, and education variables we have seen earlier in the report.

³¹ "Civic engagement", American Psychological Association. Retrieved 24 Aug 2012

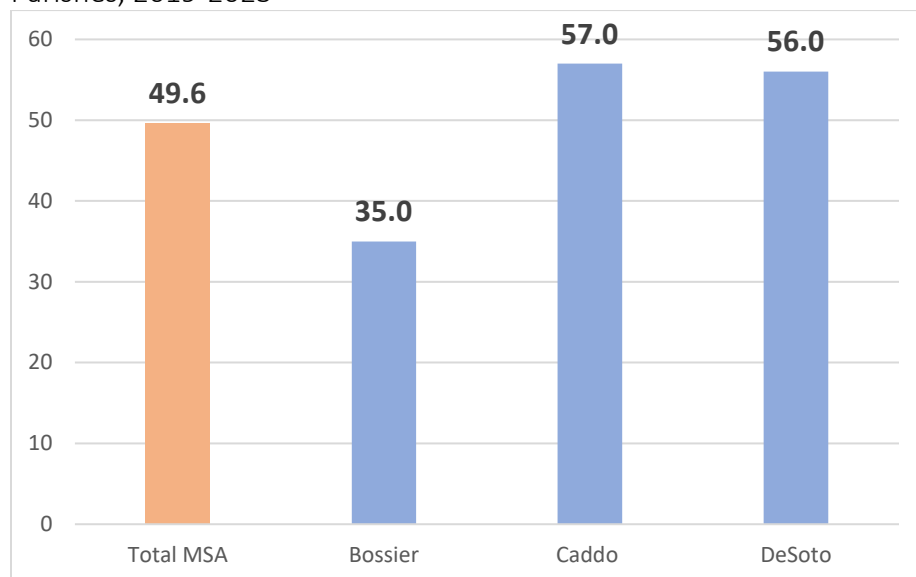
Figure 158: Percentage of White and Black Populations Registered to Vote for the Shreveport-Bossier MSA, 2024



Source: Louisiana Voter Registration Statistics at <https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsStatewide.aspx>
 Note: Data not available for Hispanic or Latino origin

Figure 159 shows the level of residential segregation (measured by spatial distribution in a region) across black/white by parish in our MSA. The index ranges from 0 to 100 with 100 meaning complete segregation and zero meaning complete integration. The average for Louisiana is 57 with a range across parishes in the state from 12 to 87. Caddo (57) is the most segregated parish in our MSA with Bossier (36) being the least.

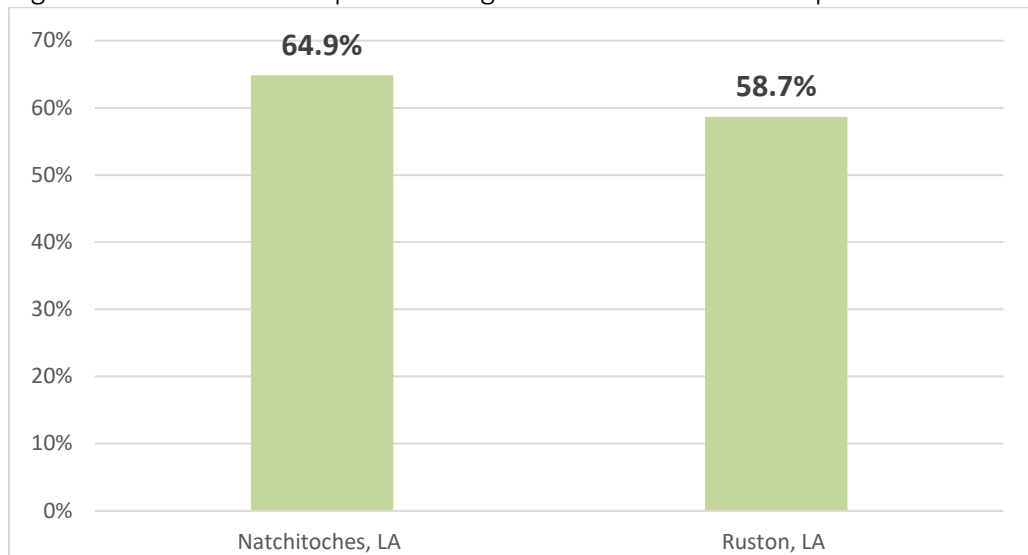
Figure 159: Residential Segregation Index (Black/White) for the Shreveport-Bossier MSA and Parishes, 2019-2023



Source: Calculated by author with data from 2025 County Health Rankings at <https://www.countyhealthrankings.org/explore-health-rankings>
 Note: Data reported in the County Health Rankings may be from previous years
 Note: In previous reports, this indicator also included data for “non-white/white” but the County Health Rankings retired this indicator two years ago.

Voter registration in the MicroSA's is generally lower with Ruston's rate lower than any of our peer communities.

Figure 160: Percent of Population Registered to Vote for Micropolitan Statistical Areas, 2024




Source: Louisiana Voter Registration Stats, December 2024 at <https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsParish.aspx>

7.4 Creative Industries

Creative and cultural industries typically cover areas such as advertising, arts and 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 2012.³² 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.³³ Aside from being an engine of job creation and economic growth, arts and culture contribute to social well-being. 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 scores are on a scale of 0 to 100. If your county's score on a measure is 56, it means it did better than 56% of counties on that measure. Table 23 below shows that the Shreveport-Bossier MSA scored 79.7 on the index. This represents a dramatic improvement from 2019 (37.6), more than doubling our score. 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 other peer communities.

Table 23: Arts Vibrancy Index, 2024

MSA	Arts Vibrancy Index	Rank	2023 Rank
Chattanooga, TN-GA	90.5	1	
Huntsville, AL	88.2	2	
Fayetteville-Springdale-Rogers, AR	84.0	3	
Roanoke, VA	82.7	4	
Montgomery, AL	82.1	5	
Shreveport-Bossier City, LA	79.7	6	 9
Jackson, MS	76.1	7	
Lafayette, LA	74.3	8	
Columbus, GA-AL	68.7	9	
Monroe, LA	53.7	10	
Killeen-Temple-Fort Hood, TX	42.6	11	

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

³² *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>

³³ *The Economic Impact of the Creative Industries in the Americas*. Organization of American States and the Inter-American Development Bank. January 2014.

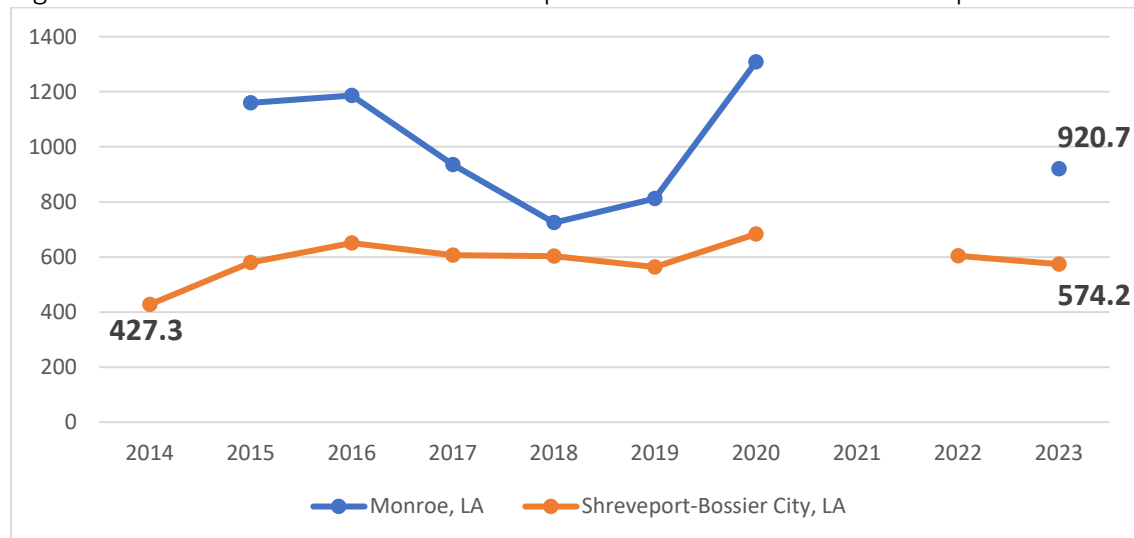
Figure 161: Arts Vibrancy Index for Micropolitan Statistical Areas, 2024



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

7.5 Moving the Needle on Social Environment

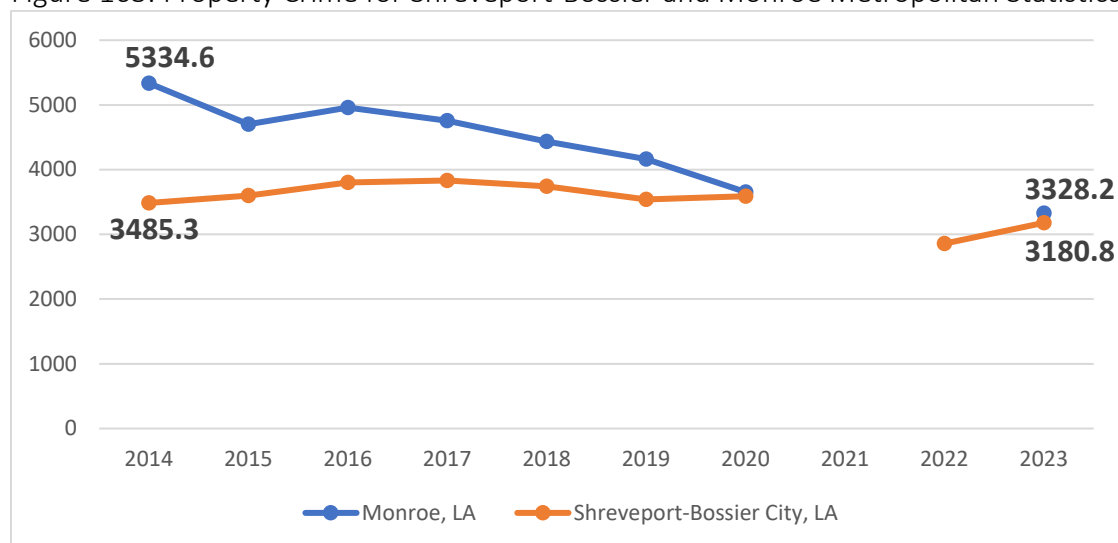
Figure 162: Violent Crime Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: 2014-2019 FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area at <https://www.fbi.gov/services/cjis/ucr/publications>; FBI Uniform Crime Reports, 2020 at <https://data.dailyworld.com/crime-report/us-metro-areas/00000/violent-crimes/>; and Crime in the United States Annual Reports, 2022-2023 at <https://cde.ucr.cjis.gov/LATEST/webapp/#>

Note: 2014, 2021, and 2022 data unavailable for Monroe, LA and 2021 data unavailable for Shreveport-Bossier, MSA Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018 and Morehouse Parish was added to the Monroe MSA in 2018.

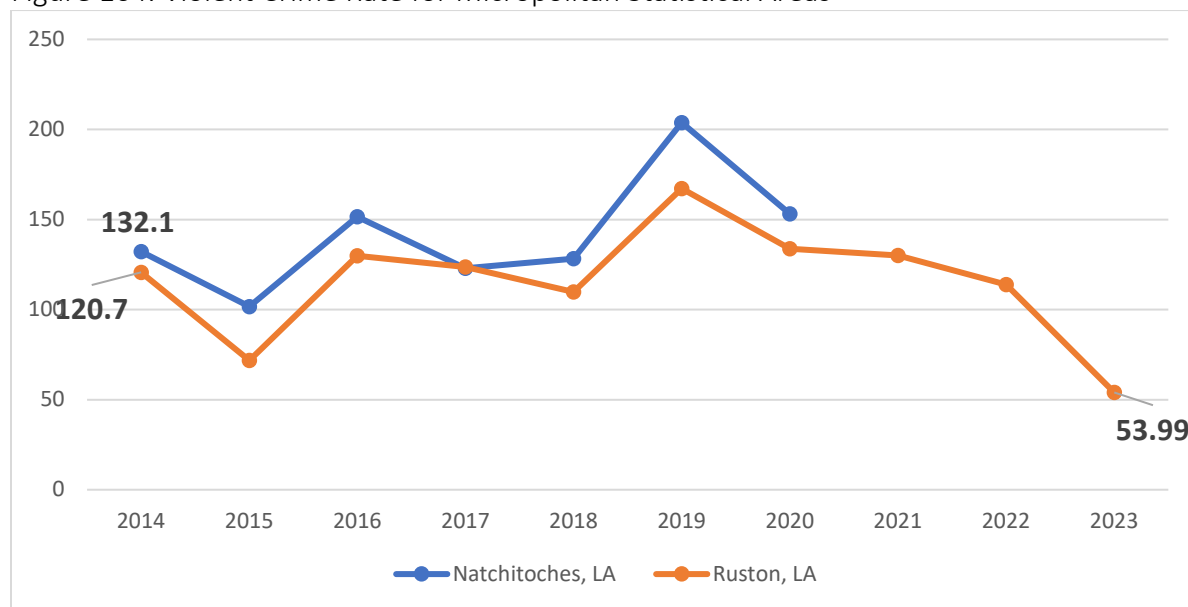
Figure 163: Property Crime for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: 2014-2019 FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area at <https://www.fbi.gov/services/cjis/ucr/publications>; FBI Uniform Crime Reports, 2020 at <https://data.dailyworld.com/crime-report/us-metro-areas/00000/violent-crimes/>; and Crime in the United States Annual Reports, 2022-2023 at <https://cde.ucr.cjis.gov/LATEST/webapp/#>

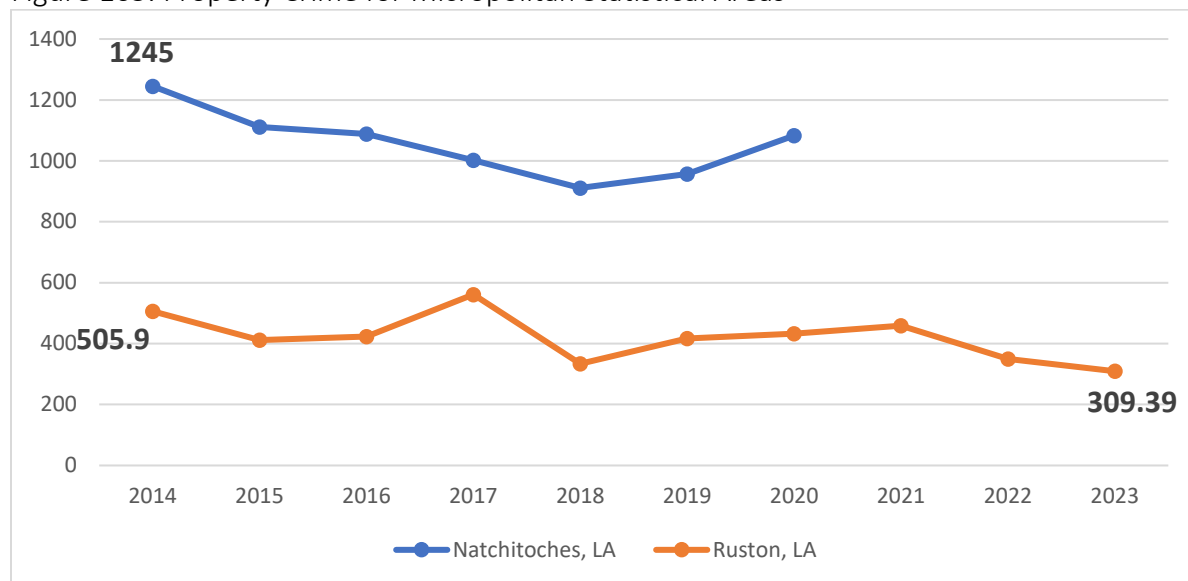
Note: 2021 and 2022 data unavailable for Monroe, LA and 2021 data unavailable for Shreveport-Bossier, MSA Note: Webster Parish was removed from the Shreveport-Bossier MSA in 2018 and Morehouse Parish was added to the Monroe MSA in 2018.

Figure 164: Violent Crime Rate for Micropolitan Statistical Areas



Source: 2014-2019 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>; 2020-2023 FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties at <https://cde.ucr.cjis.gov/LATEST/webapp/#> Note: 2021-2023 data not available for Natchitoches, LA

Figure 165: Property Crime for Micropolitan Statistical Areas



Source: 2014-2019 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>; 2020-2023 FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties at <https://cde.ucr.cjis.gov/LATEST/webapp/#> Note: 2021-2023 data not available for Natchitoches, LA

8. Summary Rankings Table

Table 25: Overall Rankings for Shreveport-Bossier MSA		2025		
Major Category	Socio-Economic Indicator	Ranking for Shreveport-Bossier MSA	Secondary Category Average Ranking	Primary Category Average Ranking
Population	Total Population	8	9.5	9.5
	Population Growth	11		
Economic Well-Being	Median Household Income	9	7.0	7.8
	Per Capita Income	5		
	Median Hourly Wage	7		
	Poverty Rate	9	9.5	
	Poverty Rate for Families with Children Under 5	10		
	Households Receiving SNAP Benefits	10		
	Households with Cash Public Assistance	5	8.3	
	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	5	6.3	
	Percent of Occupied Units With Monthly Gross Rent 35% or More of Income	8		
	Human Capital	Percent of 3 and 4-Year Olds Enrolled in School	3	
Percent of Population 25+ With Less Than High School Diploma		7		
Percent of Population 25 Years and Over with an Associate's Degree		3		
Population 25 Years and Over with Bachelor's Degree or Higher		10		
Percentage of Households with a Computer		7		
Households with a Broadband Internet Subscription		10	5.7	
Unemployment Rate		7		
Percent of Population 16 and Over in Labor Force		8		
Per Capital Personal Income		3	5.7	
Percent Increase in Personal Income		9		
Per Capita Real GDP		2		
Innovation Index Score		10		
Per Capital Real GDP Compound Annual Growth Rate		1		
Health		Percent Uninsured	5	5.7
	Percent of Children Under Age 19 Uninsured	9		
	Percent of Population 19 to 64 Years Employed and Uninsured	3		
	Food Environment	9	9.0	
	Mortality Rate	8		
	Chlamydia Rate	8	9.5	
	Percent of Live Births with Low Birth Weight	11		
	Teen Birth Rate Age 15-19	11		
Physical Environment	Median Air Quality Index	9	9.0	9.0
	Days with Air Quality Index Below Good	9		
Social Environment	Violent Crime Rate	7	7.0	7.3
	Property Crime Rate	7		
	Percent of Population Registered to Vote	7	7.0	
	Arts Vibrancy Index	6	6.0	
	Family Support	9	9.0	
Overall MSA Ranking				7.4