Community Counts

MEASURING A PATH FORWARD

2023

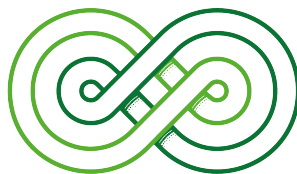**Community Foundation**
of North Louisiana

About the Authors

Dr. Dave N. Norris

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

Dr. Amanda M. Norris

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

Community Foundation
of North Louisiana

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Introduction

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

Community Counts serves as a report card on the quality of life for Shreveport-Bossier. Data for the **Shreveport-Bossier Metropolitan Statistical Area [MSA]** is collected and tracked in six categories and then ranked and compared to 10 other peer communities similar in size and geographic location. The categories are **Population, Economic Well-Being, Human Capital, Health, Social Environment, and Physical Environment.** *The MSA consisted of Bossier, Caddo, and Desoto Parish until 2013 when Webster was added. Webster Parish was removed in 2018.*

By tracking progress of these indicators, CFNLA assesses the impact of funding and programs while identifying additional needs. This Executive Summary includes only a portion of the data available in the full *Community Counts* report found here: **cfnla.org/data**.

Data Collection During a Pandemic

Each year the United States Census Bureau produces the American Community Survey [ACS] which is the source of much of the data in *Community Counts.* The ACS is a survey that samples over 3.5 million houses annually to provide estimates for detailed social, economic, housing, and demographic statistics. Like any data set, the ACS contains Margins of Error [MOE]. An MOE describes the precision of an ACS estimate at a given level of "confidence." A confidence interval is a range of values that describes the uncertainty surrounding an estimate. The confidence level associated with the MOE indicates the likelihood the ACS sample estimate is within a certain range [the MOE] of the population value. The ACS estimates are published with a 90% confidence level MOE. At a 90% confidence level, the margin of error indicates there is a 90% probability the estimate and the population value differ by no more than the value of the margin of error. In other words, we can be 90% certain the range established by the margin of error contains the population value.

The ACS produces two types of data sets: 1-year and 5-year surveys. The 1-year survey combines 12 months of ACS survey responses whereas the 5-year survey combines 60 months. 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 2016 to 2020 American Community Survey [ACS] 5-year data were fit for public release and government and business uses. In past versions of *Community Counts,* most data came from ACS 1-year estimates. The 1-year estimates are the most current data but have larger margins of error than 5-year estimates because they are based on a smaller sample. COVID-19 disrupted ACS data collection enough that 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. Thus, most data in last year's report was based on 5-year estimates. This year, 1-year samples were deemed reliable by the Census Bureau, so this report returns to 1-year estimates with any exceptions noted. This 1-year shift and the ongoing disruption of the pandemic in 2021 [when most of these data were collected] has created some unusual variance in the data.

Population

Total Population of Metropolitan Statistical Areas, 2021

Metropolitan Statistical Areas	Population	Rank	10 Year Growth
Jackson, MS	586,758	1	7.6%
Chattanooga, TN-GA	567,395	2	7.2%
Fayetteville-Springdale-Rogers, AR	558,507	3	17.6%
Huntsville, AL	502,728	4	18.2%
Killeen-Temple-Fort Hood, TX	486,416	5	18.2%
Lafayette, LA	479,212	6	72.8%
Shreveport-Bossier City, LA	**389,155**	**7**	**-3.6%**
Montgomery, AL	386,814	8	2.2%
Columbus, GA-AL	326,491	9	9.9%
Roanoke, VA	315,442	10	2.6%
Monroe, LA	204,884	11	15.3%

The growth rate of 72.8% for Lafayette is a function of three parishes being added to the MSA definition during this data period. The strong growth rate in Monroe (15%) is a result of the addition of Morehouse Parish to the MSA definition in 2019 due to growing cohesiveness between the communities in that region.
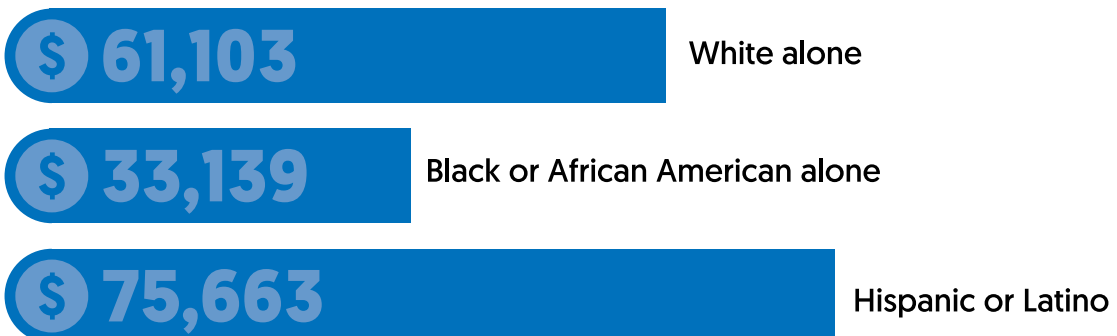
Median Household Income for MSAs, 2021

Metropolitan Statistical Areas	Median Household Income	Rank
Huntsville, AL	$76,963	1
Fayetteville-Springdale-Rogers, AR	$71,767	2
Chattanooga, TN-GA	$62,385	3
Killeen-Temple-Fort Hood, TX	$59,753	4
Roanoke, VA	$59,630	5
Jackson, MS	$54,123	6
Lafayette, LA	$53,931	7
Columbus, GA-AL	$52,802	8
Montgomery, AL	$52,677	9
Shreveport-Bossier City, LA	$48,164	10
Monroe, LA	$45,001	11

The United States Census Bureau defines money income as income received on a regular basis (exclusive of certain money receipts such as capital gains) before payments for personal income taxes, social security, union dues, medicare deductions, etc. Money income does not reflect the fact that some families receive part of their income in the form of noncash benefits, such as food stamps, health benefits, subsidized housing, and goods produced and consumed on the farm.

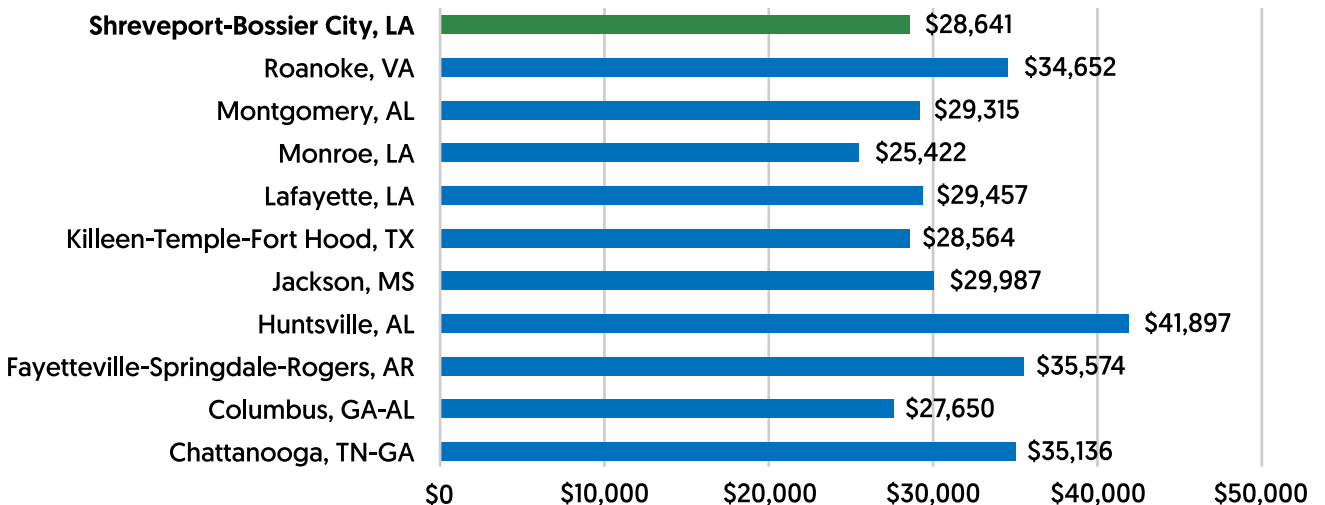## Median Household Income by Race of Householder for Shreveport-Bossier MSA, 2021

$ 61,103 White alone

$ 33,139 Black or African American alone

$ 75,663 Hispanic or Latino

Economic Well-Being

Median Hourly Wage for MSAs, 2022

$ 17.86 — **Shreveport-Bossier City, LA**
Ranked ninth

$ 16.39 — **Monroe, LA**
Ranked eleventh

$ 22.83 — **Huntsville, AL**
Ranked first

> Wage levels (which are 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 activities and associated jobs, and the demand and supply of labor in the local economy. Shreveport-Bossier MSA's consistently poor performance on this indicator is a function of all of these factors.

Per Capita Income for MSAs, 2021

MSA	Per Capita Income
Shreveport-Bossier City, LA	$28,641
Roanoke, VA	$34,652
Montgomery, AL	$29,315
Monroe, LA	$25,422
Lafayette, LA	$29,457
Killeen-Temple-Fort Hood, TX	$28,564
Jackson, MS	$29,987
Huntsville, AL	$41,897
Fayetteville-Springdale-Rogers, AR	$35,574
Columbus, GA-AL	$27,650
Chattanooga, TN-GA	$35,136

> 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 provide a better illustration of how the typical household might be faring.
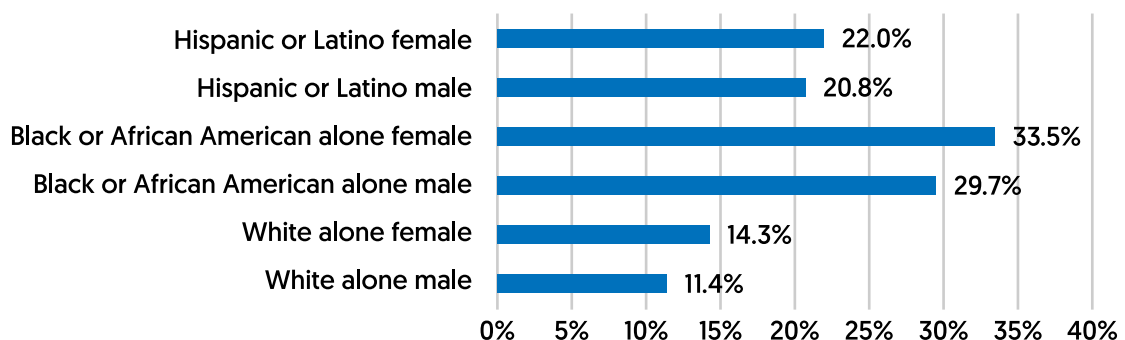
Economic Well-Being: Poverty

Percent of Families Below Poverty Level for MSAs, 2021

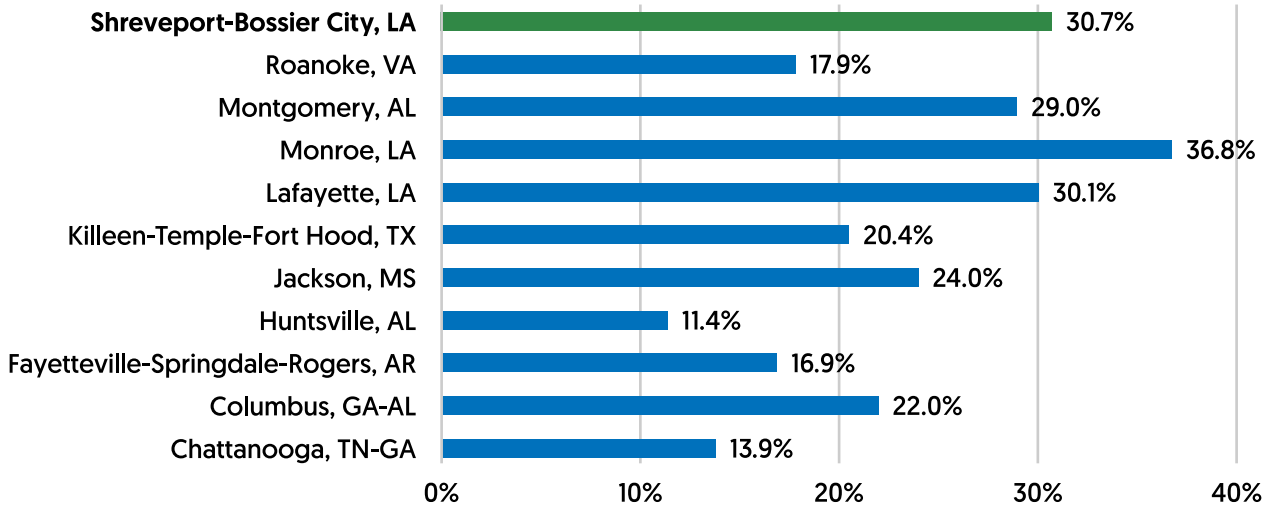| Metropolitan Statistical Areas	Families Below Poverty Level	Rank
Fayetteville-Springdale-Rogers, AR	6.6%	1 (tie)
Huntsville, AL	6.6%	1 (tie)
Roanoke, VA	8.0%	3
Chattanooga, TN-GA	8.2%	4
Killeen-Temple-Fort Hood, TX	11.9%	5
Jackson, MS	14.0%	6
Montgomery, AL	15.0%	7
Lafayette, LA	15.5%	8
Shreveport-Bossier City, LA	**15.6%**	**9**
Columbus, GA-AL	15.9%	10
Monroe, LA	22.7%	11

The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family's total income is less than its threshold, then that family is considered in poverty. The official poverty thresholds do not vary geographically, but are updated for inflation. The official poverty definition uses money income before taxes and does not include capital gains or noncash benefits. There is now a second measure of poverty called Supplemental Poverty Measure. The SPM extends the official poverty measure by taking account of government benefits and necessary expenses like taxes that are not in the official measure. It does not replace the official poverty measure and is only available at the state level.

Poverty Rate by Race by Sex for Shreveport-Bossier MSA, 2021

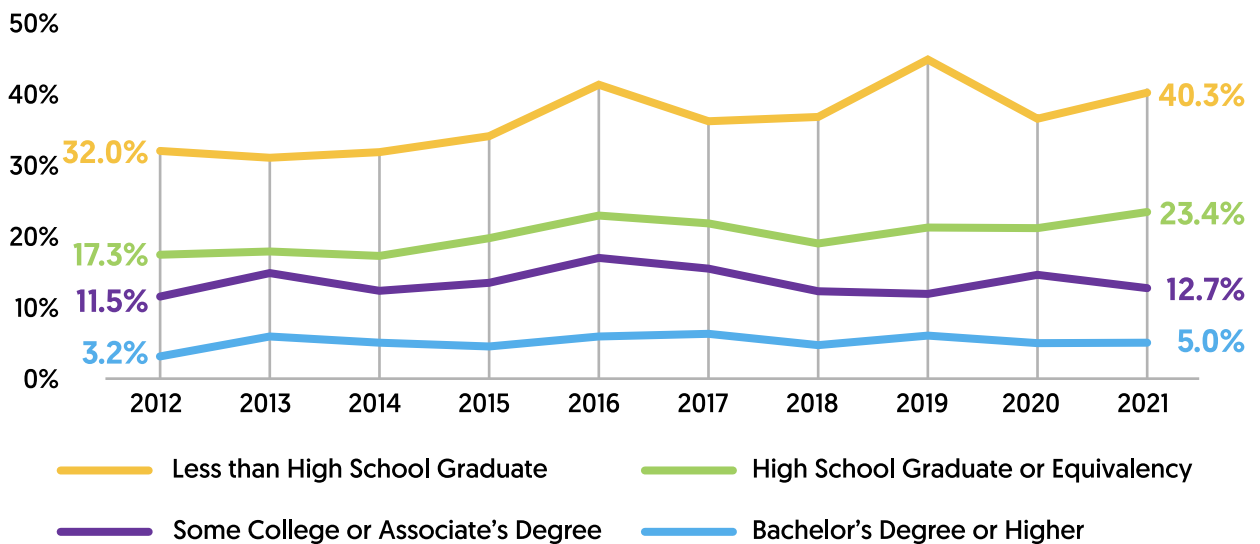|	
Hispanic or Latino female	22.0%
Hispanic or Latino male	20.8%
Black or African American alone female	33.5%
Black or African American alone male	29.7%
White alone female	14.3%
White alone male	11.4%

Poverty Rate for Families with Children
Under 5 Years Old for MSAs, 2021

MSA	Poverty Rate
Shreveport-Bossier City, LA	30.7%
Roanoke, VA	17.9%
Montgomery, AL	29.0%
Monroe, LA	36.8%
Lafayette, LA	30.1%
Killeen-Temple-Fort Hood, TX	20.4%
Jackson, MS	24.0%
Huntsville, AL	11.4%
Fayetteville-Springdale-Rogers, AR	16.9%
Columbus, GA-AL	22.0%
Chattanooga, TN-GA	13.9%

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.

Poverty Rate by Educational Attainment for Population Age
25 Years and Over in Shreveport-Bossier City MSA, 2012-2021

Less than High School Graduate: 32.0% (2012) → 40.3% (2021)
High School Graduate or Equivalency: 17.3% (2012) → 23.4% (2021)
Some College or Associate's Degree: 11.5% (2012) → 12.7% (2021)
Bachelor's Degree or Higher: 3.2% (2012) → 5.0% (2021)

Legend:
— Less than High School Graduate
— High School Graduate or Equivalency
— Some College or Associate's Degree
— Bachelor's Degree or Higher

1.1% of Households receive Cash Public Assistance.
Shreveport-Bossier MSA, 2021

TANF is a program funded by the federal government, but carried out by states per their own design, that provides cash assistance. Eligible applicants must be unemployed or underemployed and must also: have a child 18 years of age or younger, or be pregnant, or be 18 years of age or younger and the head of household. In Louisiana, a person cannot get more than 24 months of FITAP (TANF) payments in a 60 month period and there is a lifetime limit of 60 months total. (There are some hardship exceptions.) Louisiana increased these benefits in 2022 for the first time in over two decades. For example, a household of 1 may receive a benefit of $244/month (versus the prior $122) whereas a household of 4 may receive a benefit of up to $568 per month (versus the prior $284). Work eligible applicants and recipients must participate in the Strategies to Empower People (STEP) Program unless exempt under agency criteria. **The Shreveport-Bossier MSA ranks second for household receiving Cash Public Assistance.**

19.1% of Households receive SNAP benefits.
Shreveport-Bossier MSA, 2021

SNAP provides food benefits to low-income families to supplement their grocery budget so they can afford the nutritious food essential to health and well-being. Under federal rules, to be eligible for benefits a household's gross monthly income — that is, household income before any of the program's deductions are applied — generally must be at or below 130 percent of the poverty line. For a family of three, the poverty line used to calculate SNAP benefits in federal fiscal year 2023 is $1,920 a month. Thus, 130 percent of the poverty line for a three-person family is $2,495 a month, or about $29,940 a year. **The Shreveport-Bossier MSA ranks ninth for families receiving SNAP benefits.**

Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for MSAs, 2021

43.8% Shreveport-Bossier City, LA
Ranked tenth

12.4% Fayetteville-Springdale-Rogers, AR
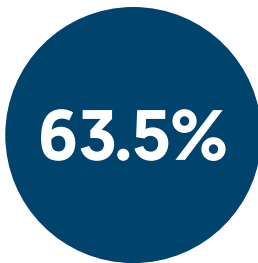*Ranked first*

Economic Well-Being: Housing

Percent of Occupied Housing Units that are Owner-Occupied for Shreveport-Bossier MSA, 2021
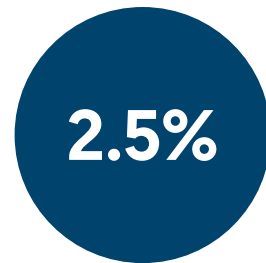
61.5%

Shreveport-Bossier City, LA
Ranked ninth

Homeowners by Race

63.5%

White alone

30.9%

Black or African American alone

2.5%

Hispanic or Latino

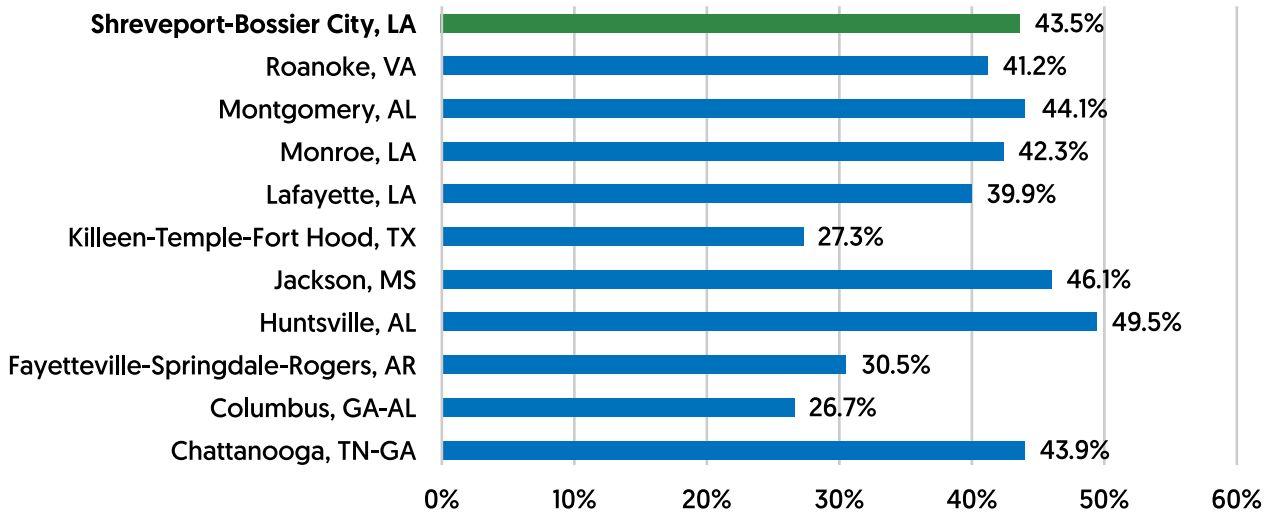## Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Shreveport-Bossier MSA

38.7% 2012

43.8% 2021

Percent of 3- and 4-Year-Olds Enrolled in School for MSAs, 2021

MSA	Percent
Shreveport-Bossier City, LA	43.5%
Roanoke, VA	41.2%
Montgomery, AL	44.1%
Monroe, LA	42.3%
Lafayette, LA	39.9%
Killeen-Temple-Fort Hood, TX	27.3%
Jackson, MS	46.1%
Huntsville, AL	49.5%
Fayetteville-Springdale-Rogers, AR	30.5%
Columbus, GA-AL	26.7%
Chattanooga, TN-GA	43.9%

Percent of 3- and 4-Year-Olds Enrolled in School by Sex for Shreveport-Bossier MSA, 2021

Male **33.0%**

Female **51.9%**
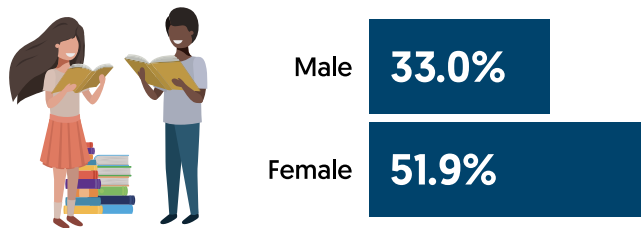
Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall 2012-2022

50.2%

41.3%

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022
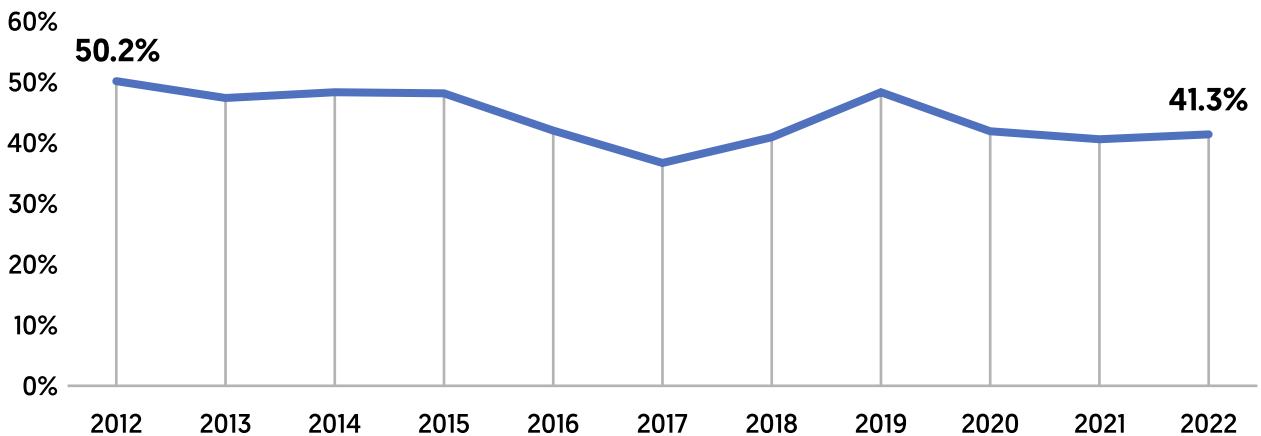
3rd Grade English and Language Arts Proficiency (Basic and Above) in Shreveport-Bossier MSA

64.6% 2012

57.6% 2021

52.4% 2022
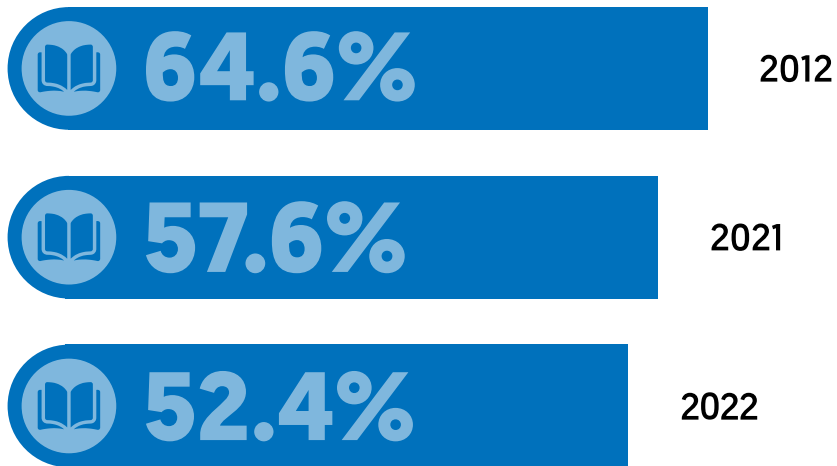
3rd Grade English and Language Arts Proficiency (Basic and Above) by Parish, 2012-2022

Bossier: 72% ... 63%
DeSoto: 71% ... 68%
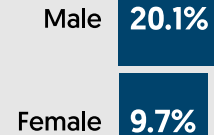Caddo: 60% ... 45%
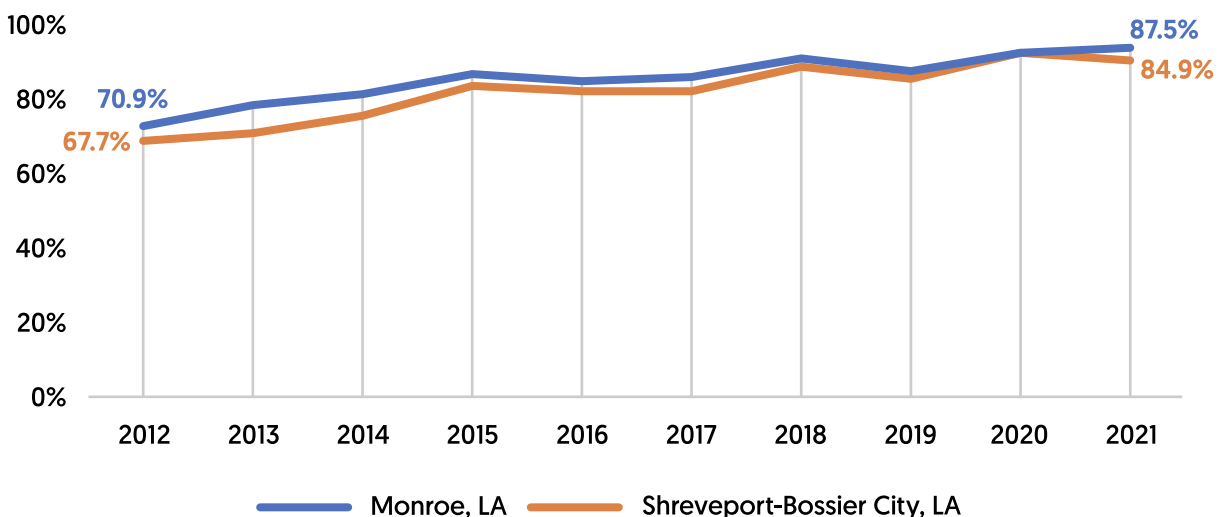
Legend: Bossier — Caddo — DeSoto
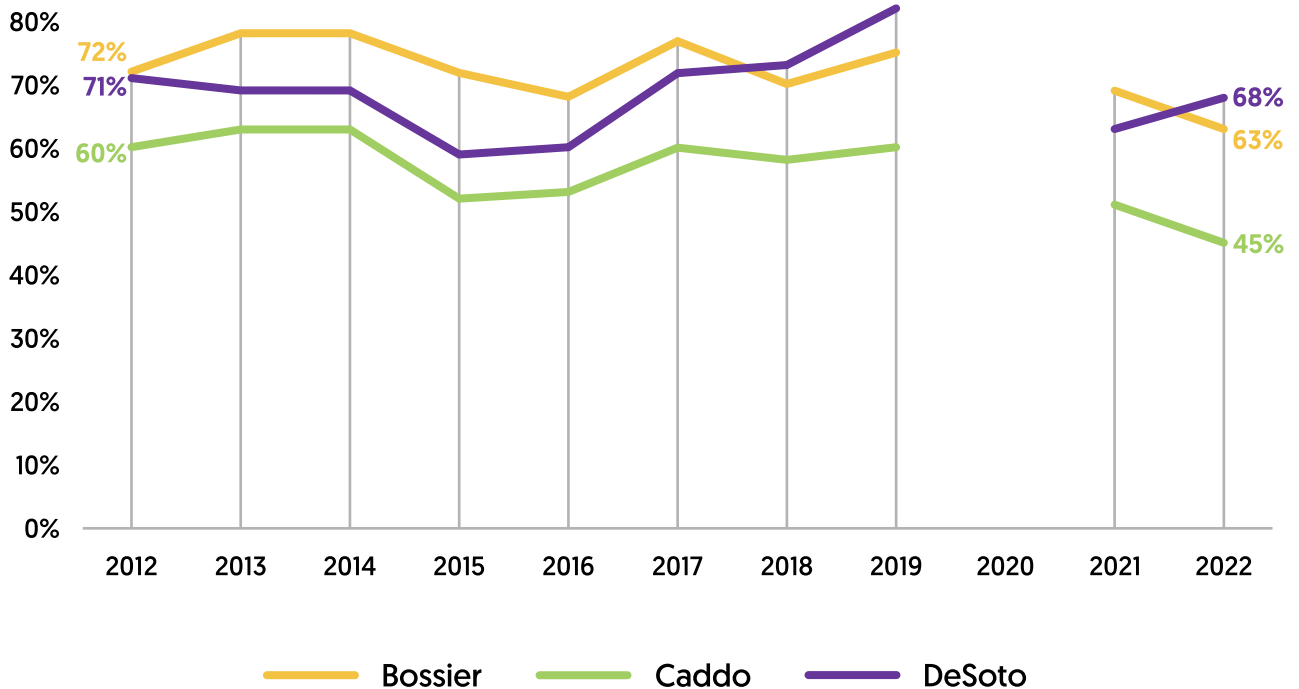
Human Capital: Education

Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for MSAs, 2021

MSA	Percent
Shreveport-Bossier City, LA	12.9%
Roanoke, VA	5.6%
Montgomery, AL	9.2%
Monroe, LA	13.5%
Lafayette, LA	9.9%
Killeen-Temple-Fort Hood, TX	8.3%
Jackson, MS	8.2%
Huntsville, AL	6.2%
Fayetteville-Springdale-Rogers, AR	6.9%
Columbus, GA-AL	11.7%
Chattanooga, TN-GA	6.9%
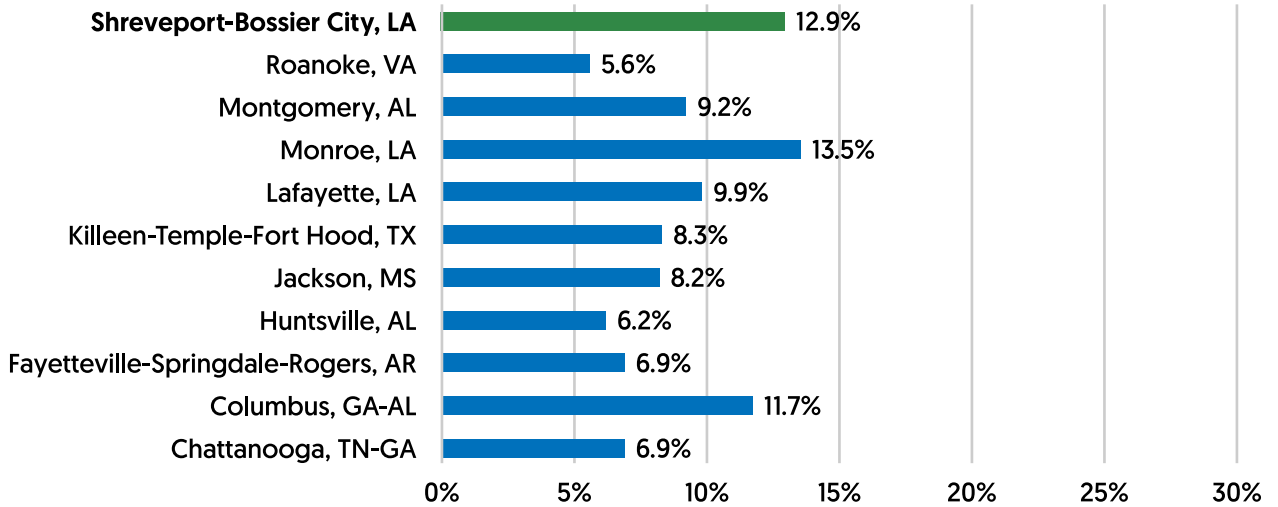
Percent of Population 16 to 19 Years Old not Enrolled in School, Not in Labor Force, and Unemployed by Sex, for Shreveport-Bossier MSA, 2021

Male **20.1%**
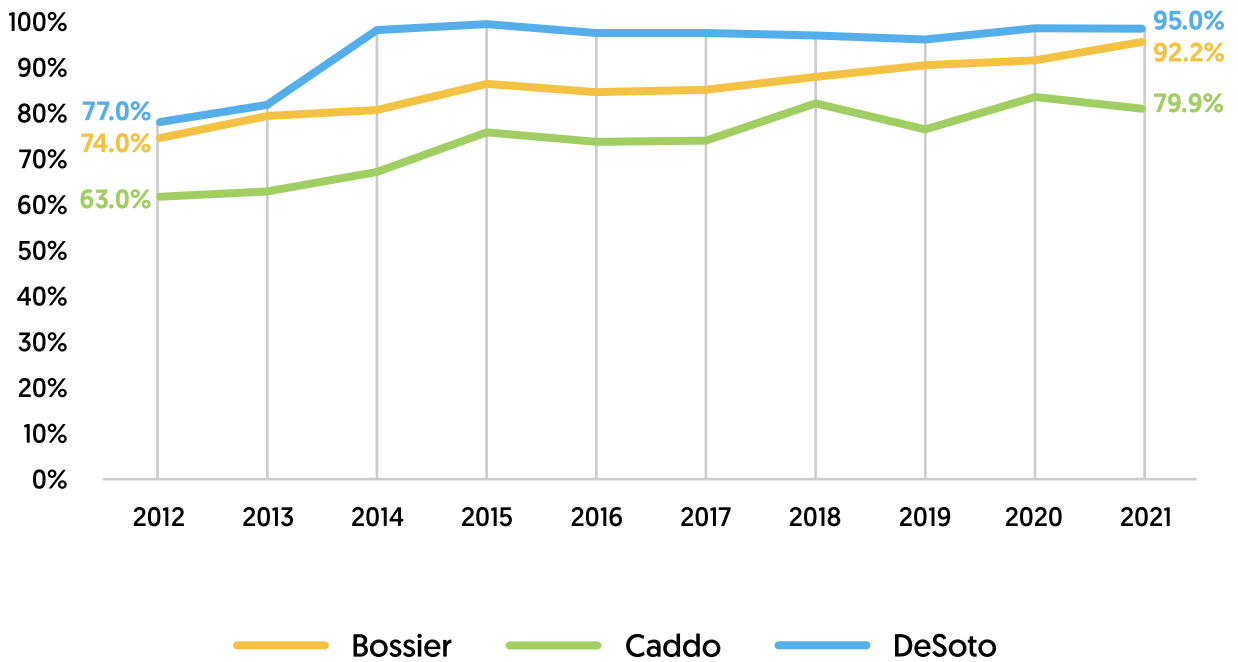
Female **9.7%**

Cohort Graduation Rate for Shreveport-Bossier and Monroe MSAs, 2012-2021

Monroe, LA: 70.9% (2012) → 87.5% (2021)
Shreveport-Bossier City, LA: 67.7% (2012) → 84.9% (2021)

Legend: Monroe, LA — Shreveport-Bossier City, LA

High School Cohort Graduation Rate by Parish, 2012-2021

Chart legend: Bossier, Caddo, DeSoto

Key data points:
- DeSoto: 77.0% (2012) → 95.0% (2021)
- Bossier: 74.0% (2012) → 92.2% (2021)
- Caddo: 63.0% (2012) → 79.9% (2021)

Adults without a high school diploma or equivalency have a significantly higher likelihood of unemployment and poverty and longer durations of both. 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. When one out of every eight people over 25 years of age are without the minimal job qualifications of a high school diploma, it represents a considerable drag on economic opportunity and overall economic prosperity in the community.
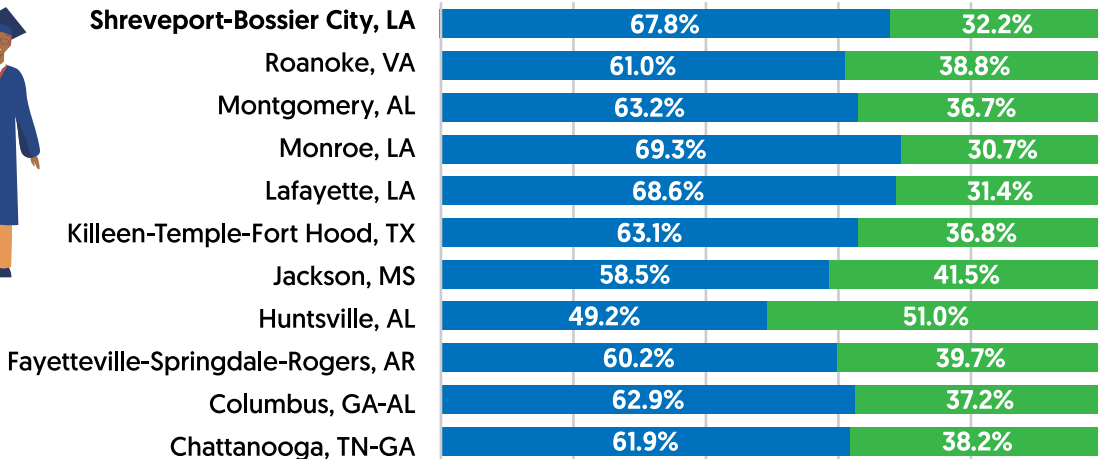
12.7% of the 25 and older population have less than a high school diploma or equivalent. *Ranked ninth*

6.4% of the 25 and older population have an Associate's Degree. *Ranked eleventh*

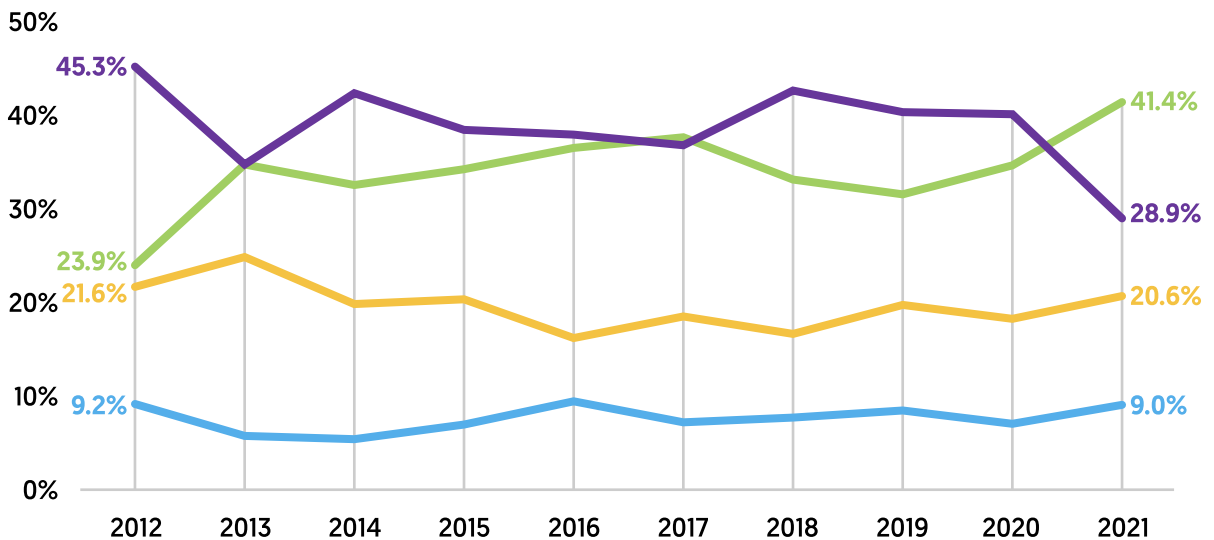**25.8%** of the 25 and older population have a Bachelor's Degree or higher. *Ranked ninth*

Human Capital: Education

Education Levels for MSAs, 2021

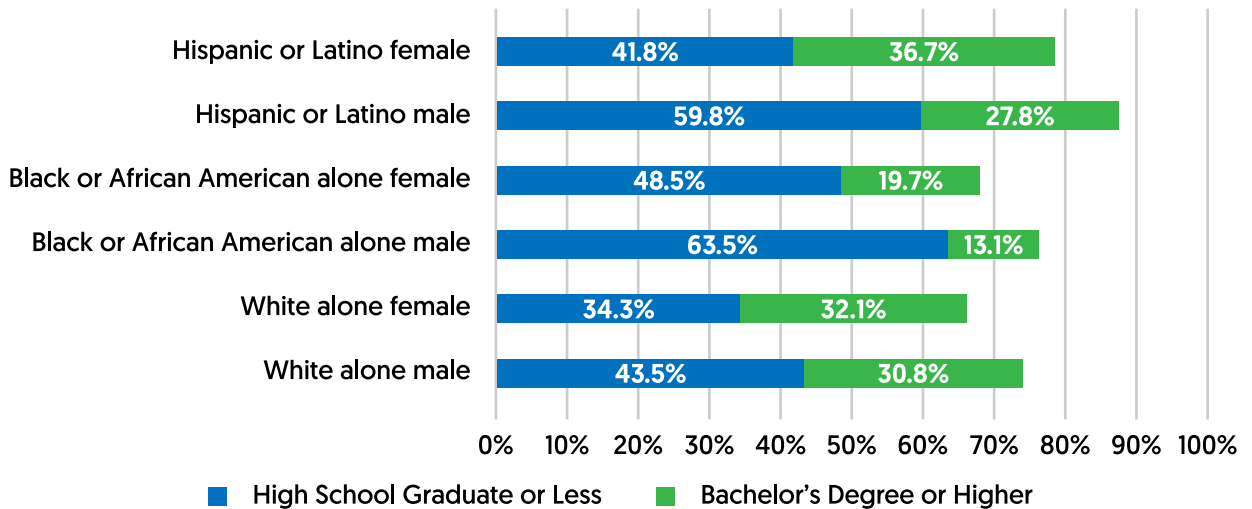| MSA	No Post-Secondary Degree	Associate's Degree or Higher
Shreveport-Bossier City, LA	67.8%	32.2%
Roanoke, VA	61.0%	38.8%
Montgomery, AL	63.2%	36.7%
Monroe, LA	69.3%	30.7%
Lafayette, LA	68.6%	31.4%
Killeen-Temple-Fort Hood, TX	63.1%	36.8%
Jackson, MS	58.5%	41.5%
Huntsville, AL	49.2%	51.0%
Fayetteville-Springdale-Rogers, AR	60.2%	39.7%
Columbus, GA-AL	62.9%	37.2%
Chattanooga, TN-GA	61.9%	38.2%

■ No Post-Secondary Degree   ■ Associate's Degree or Higher

Educational Attainment for Ages 18-24 in Shreveport-Bossier City MSA, 2012-2021

Some College or Associate's Degree: 45.3% (2012) → 28.9% (2021)
High School Graduate or Equivalency: 23.9% (2012) → 41.4% (2021)
Less than High School Graduate: 21.6% (2012) → 20.6% (2021)
Bachelor's Degree or Higher: 9.2% (2012) → 9.0% (2021)

— Less than High School Graduate
— High School Graduate or Equivalency
— Some College or Associate's Degree
— Bachelor's Degree or Higher

## Educational Attainment by Race by Sex for Shreveport-Bossier MSA, 2021

Group	High School Graduate or Less	Bachelor's Degree or Higher
Hispanic or Latino female	41.8%	36.7%
Hispanic or Latino male	59.8%	27.8%
Black or African American alone female	48.5%	19.7%
Black or African American alone male	63.5%	13.1%
White alone female	34.3%	32.1%
White alone male	43.5%	30.8%

■ High School Graduate or Less   ■ Bachelor's Degree or Higher

Percent of Persons Age 25 and Over in Poverty by Education Level for Shreveport-Bossier MSA, 2021

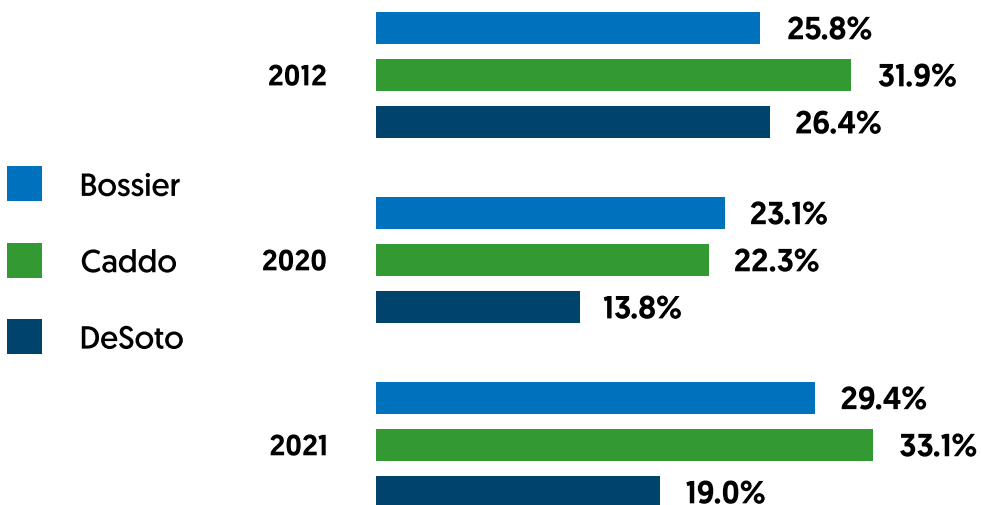5%   Bachelor's Degree or Higher

21.9%   Less than a Bachelor's Degree
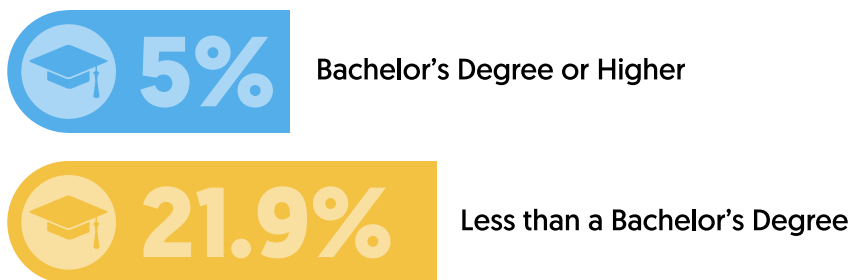
Within the comparative communities, persons were two to four times more likely to be in poverty if they had less than a Bachelor's Degree.

Percent Population of Ages 18 to 24 Enrolled in College or Graduate School in Shreveport-Bossier MSA by Sex, 2012-2021
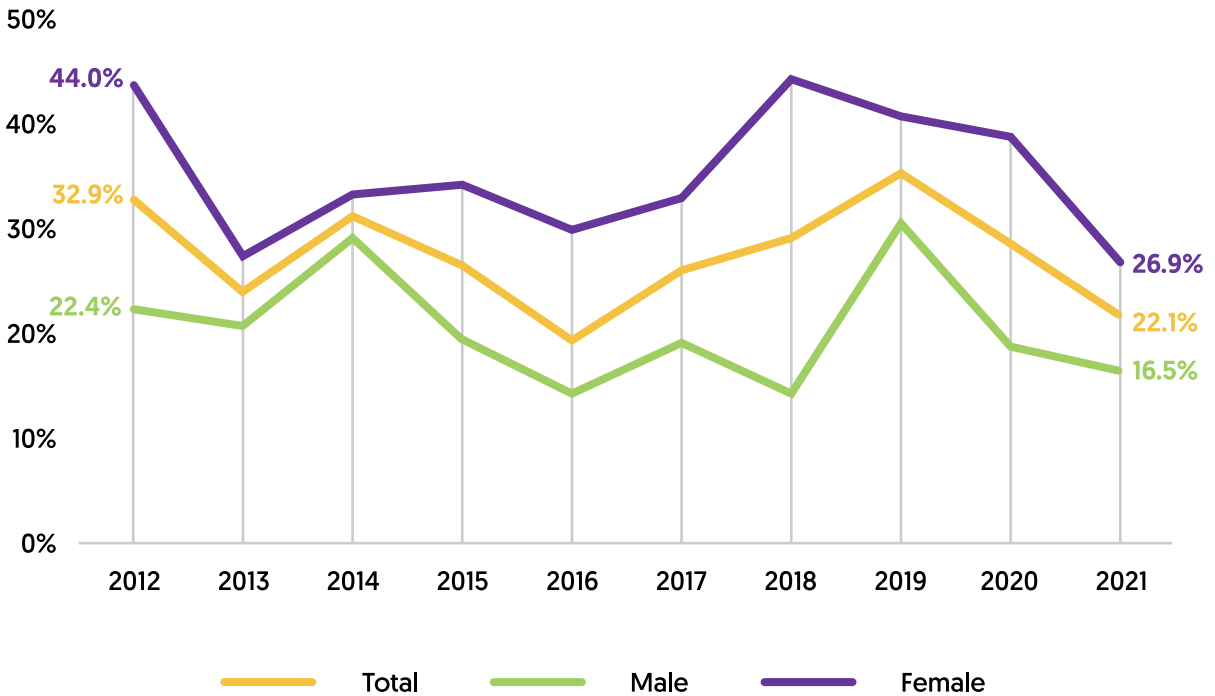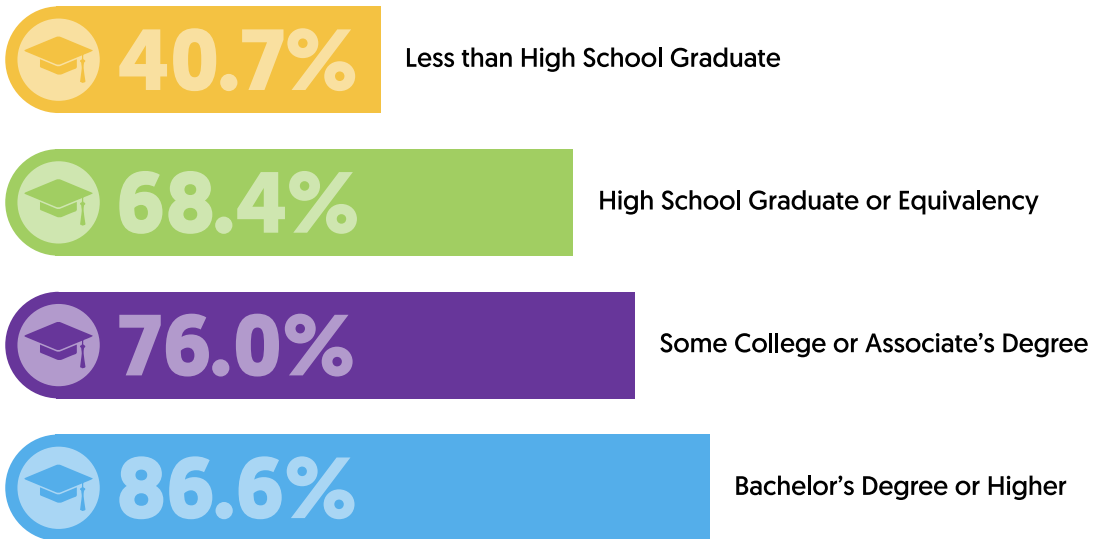

Legend: Total — Male — Female

Percent Population of Ages 18 to 24 Enrolled in College or Graduate School in Shreveport-Bossier MSA by Parish, 2012-2021
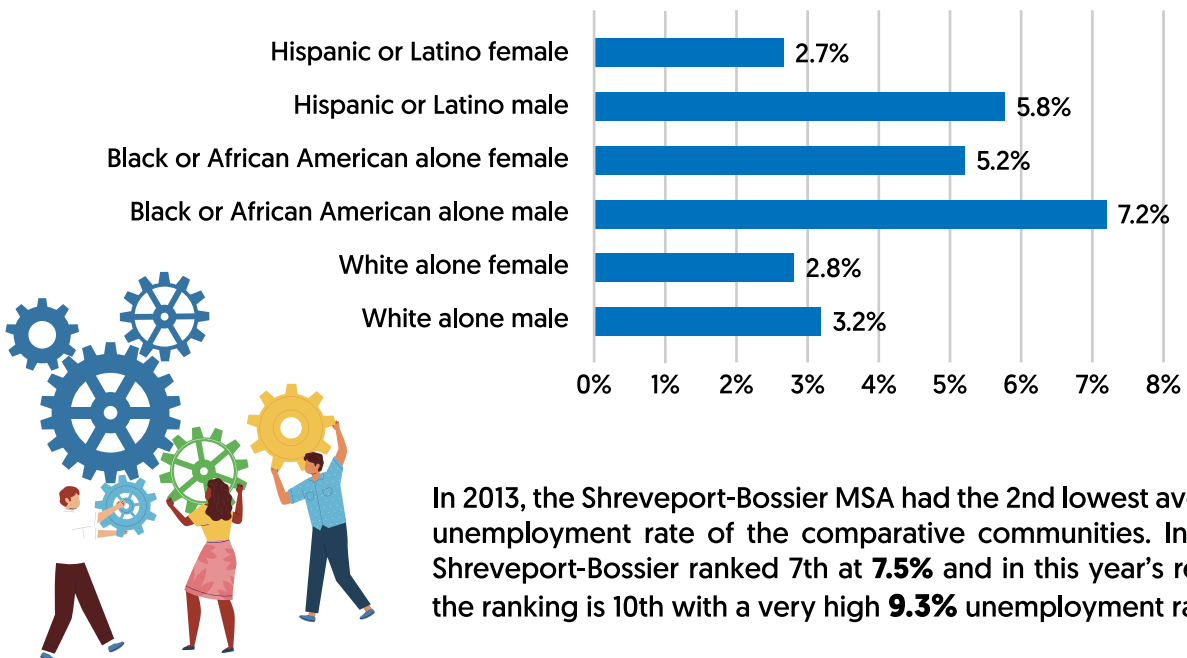

Legend: Bossier, Caddo, DeSoto

2012
- Bossier: 25.8%
- Caddo: 31.9%
- DeSoto: 26.4%

2020
- Bossier: 23.1%
- Caddo: 22.3%
- DeSoto: 13.8%

2021
- Bossier: 29.4%
- Caddo: 33.1%
- DeSoto: 19.0%

Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 in Shreveport-Bossier MSA, 2021

40.7% Less than High School Graduate

68.4% High School Graduate or Equivalency

76.0% Some College or Associate's Degree

86.6% Bachelor's Degree or Higher

Unemployment Rate by Race by Sex for Shreveport-Bossier MSA, 2021

Category	Rate
Hispanic or Latino female	2.7%
Hispanic or Latino male	5.8%
Black or African American alone female	5.2%
Black or African American alone male	7.2%
White alone female	2.8%
White alone male	3.2%

0% 1% 2% 3% 4% 5% 6% 7% 8%

In 2013, the Shreveport-Bossier MSA had the 2nd lowest average unemployment rate of the comparative communities. In 2017, Shreveport-Bossier ranked 7th at **7.5%** and in this year's report, the ranking is 10th with a very high **9.3%** unemployment rate.

Human Capital: Workforce

Per Capita Real GDP (in chained 2012 dollars) for MSAs, 2021

$ 53,719 — Shreveport-Bossier City, LA
Ranked second

$ 35,444 — Monroe, LA
Ranked eleventh

$ 57,815 — Huntsville, AL
Ranked first

Arts Vibrancy Index for MSA, 2022

Metropolitan Statistical Areas	Arts Vibrancy Index	Rank
Fayetteville-Springdale-Rogers, AR	87.1	1
Chattanooga, TN-GA	80.8	2
Roanoke, VA	79.5	3
Huntsville, AL	79.1	4
Columbus, GA-AL	77.5	5
Montgomery, LA	72.2	6
Shreveport-Bossier City, LA	70.9	7
Jackson, MS	69.8	8
Lafayette, LA	65.7	9
Monroe, LA	58.1	10
Killeen-Temple-Fort Hood, TX	47.7	11

Creativity is a desirable and necessary element for an innovative and thriving community. Arts and culture contribute to social well-being and are essential to creating more livable, safe, memorable, and connected communities. 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 Shreveport-Bossier MSA's score of 70.9 on the index means it scores higher than 70% of counties on average in the nation.**

# Health

Percent Uninsured for Shreveport-Bossier and Monroe MSAs

■ Monroe MSA

■ Shreveport-Bossier MSA

2012
- 23.0%
- 16.5%
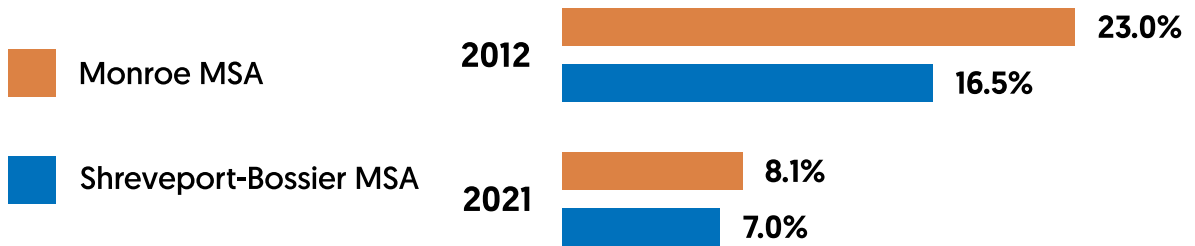
2021
- 8.1%
- 7.0%

Percent of Children Under Age 19 Uninsured for MSAs, 2021

MSA	Percent
Shreveport-Bossier City, LA	2.2%
Roanoke, VA	3.6%
Montgomery, AL	4.3%
Monroe, LA	6.2%
Lafayette, LA	2.9%
Killeen-Temple-Fort Hood, TX	7.4%
Jackson, MS	6.8%
Huntsville, AL	4.4%
Fayetteville-Springdale-Rogers, AR	6.3%
Columbus, GA-AL	3.2%
Chattanooga, TN-GA	4.5%
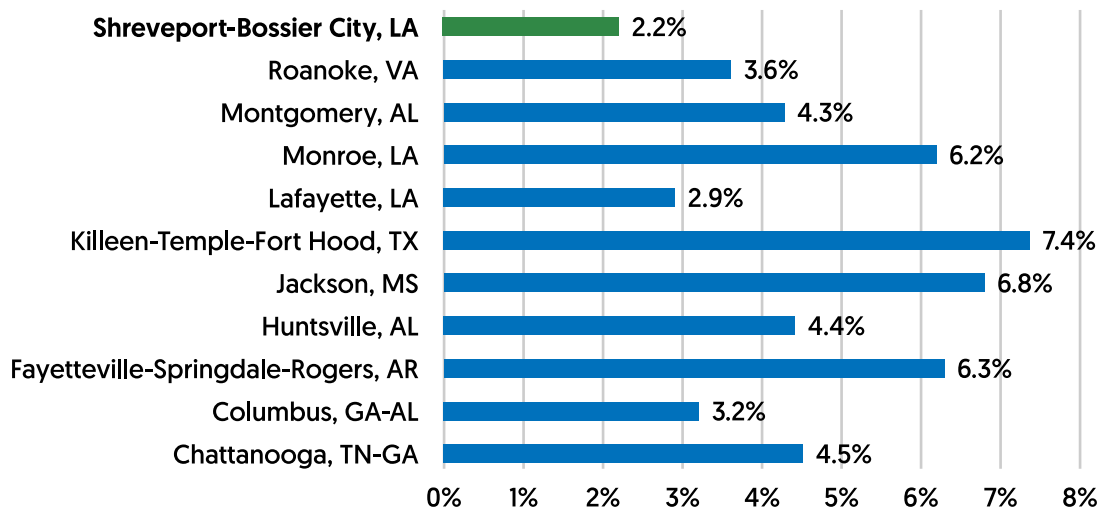
11.1% of the 19-64 years old population are employed yet uninsured.
Shreveport-Bossier MSA, 2021

# Social Environment

Percentage of White and Black Populations Registered to Vote for Shreveport-Bossier MSA, 2022

Bar chart:
- White: 70.8%
- Black: 61.9%
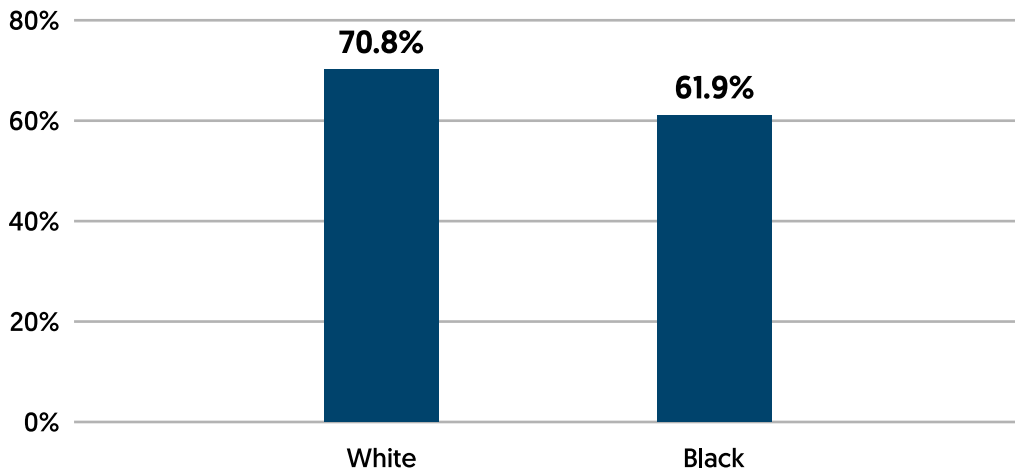
Shreveport-Bossier MSA is ranked 6th at **66.2%**, compared to **65.5%** in 2021, for overall percentage of population registered to vote.

Residential Segregation Index (Black/White) for Shreveport-Bossier MSA and Parishes, 2022

Bar chart:
- Total MSA: 50.0
- Bossier: 36.0
- Caddo: 57.0
- DeSoto: 55.0
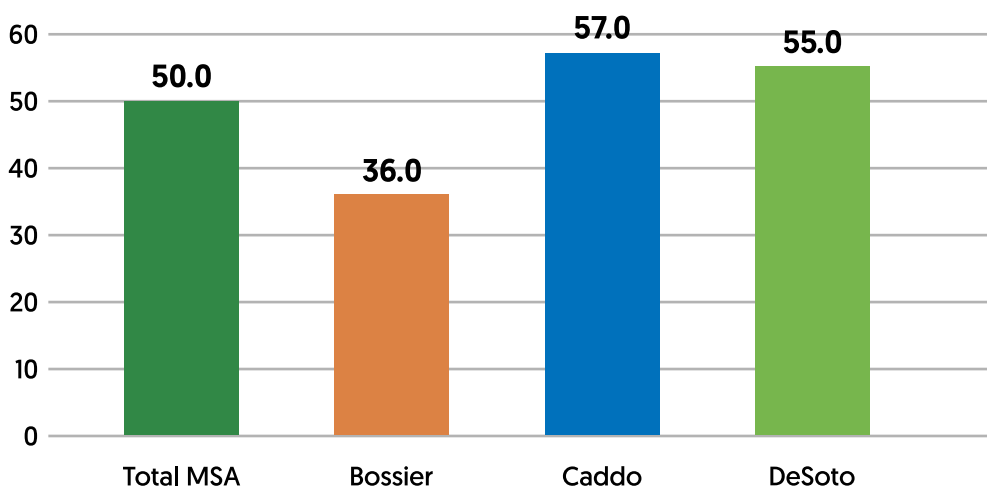
The Residential Segregation index ranges from 0 to 100 with 100 meaning complete segregation and zero meaning complete integration. The average for Louisiana is 57 with a range across parishes in the state from 12 to 87. Caddo (57) is the most segregated parish in the Shreveport-Bossier MSA with Bossier (36) the least.

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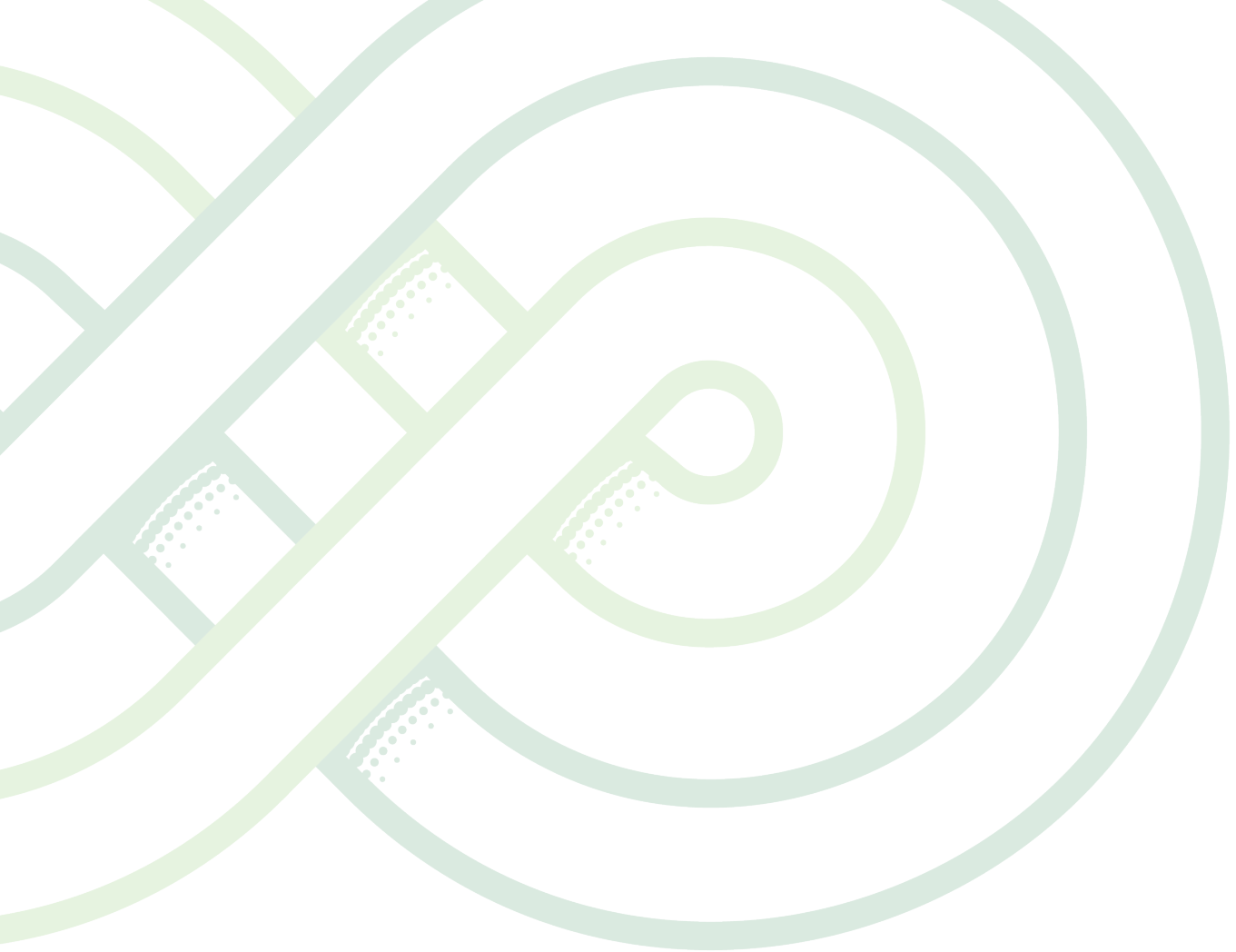
Community Counts

An initiative of Community Foundation of North Louisiana

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cfnla.org/data