Community Counts

DATA FOR A BRIGHTER TOMORROW

2025 REPORT

Community Foundation
of North Louisiana

About the Authors

Dr. Dave N. Norris

Dr. Dave Norris is the Senior Vice President for Innovation and Advancement and the CEO of the University Foundation at Louisiana Tech University. He oversees the university's Innovation Enterprise and directs the university's network of business and entrepreneurial development services, corporate partners, and investors. Dr. Norris previously served as the university's Chief Research and Innovation Officer. 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

Dr. Amanda Norris is a psychologist in private practice in Ruston and West Monroe, Louisiana. She earned her B.S. in Psychology from Miami University of Ohio 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 a member of the American Psychological Association and serves on the Lincoln Parish Library Board of Control. She also served on the Northeast Delta Human Services Authority as secretary from 2011 to 2013.

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About CFNLA

Community Foundation
of North Louisiana

Who We Are
Community Foundation of North Louisiana (CFNLA) brings people and resources together to solve problems and enhance our community. Our mission is to promote philanthropy and improve the quality of life in the North Louisiana community by serving as a permanent and growing resource of expertise and funds.

Established in 1961, the Foundation oversees $200 million in assets for the benefit of North Louisiana. The funds managed by CFNLA are invested for the community's benefit and are returned to the community in the form of grants to a wide variety of charitable endeavors. Since inception, CFNLA has granted over $150 million in grants to nonprofit organizations.

What We Do
We partner with donors to help them achieve a lasting legacy, support nonprofit organizations, and act as a convener and community leader.

- CFNLA provides a variety of charitable funds and gift options to ensure donors achieve fulfilling, high-impact philanthropy. We work individually with each donor to understand and implement his or her personal vision for a brighter community and provide a lasting legacy that transcends generations.
- Beyond our proactive and strategic grantmaking, we support nonprofits through networking opportunities, public events and workshops, and Give For Good.
- We serve as a philanthropic expert and hub as well as a convener that brings together experts to identify problems and develop common agendas to effect lasting change.

Get Involved
There are many ways to be a part of the Community Foundation. From becoming a member to starting a fund, or staying connected through social media and our newsletter, we want you to be our partner in philanthropy. Contact us at **318-221-0582** or **info@cfnla.org**.

Board of Directors

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Introduction
Shreveport-Bossier MSA 2023 Overview

Community Counts is a project of CFNLA. The purpose of this annual report is to establish benchmarks and monitor trends in key economic and social indicators for the Shreveport-Bossier MSA.

This report examines 10 comparative communities across a broad array of socio-economic indicators. It provides a tool to assess how far the Shreveport-Bossier region has "moved the needle" in improving the area's social and economic health. The report uses the most recently available government and private sector data to create an objective assessment of how the Shreveport-Bossier MSA fares in terms of its economic and social health.

The Executive Summary includes only a portion of the data available in the full *Community Counts* report found at **cfnla.org/data**.

383,295
Population

Population by Race
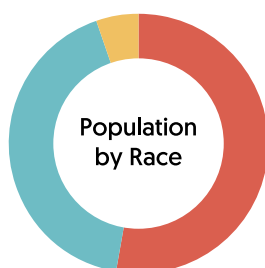
■ White alone **49.9%**
■ Black or African American alone **39.7%**
■ Hispanic or Latino **5.2%**

$34,445
Per Capita Income

28.0%
Poverty Rate for Families with Children Under 5 Years Old

38.6%
Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP

49.3%
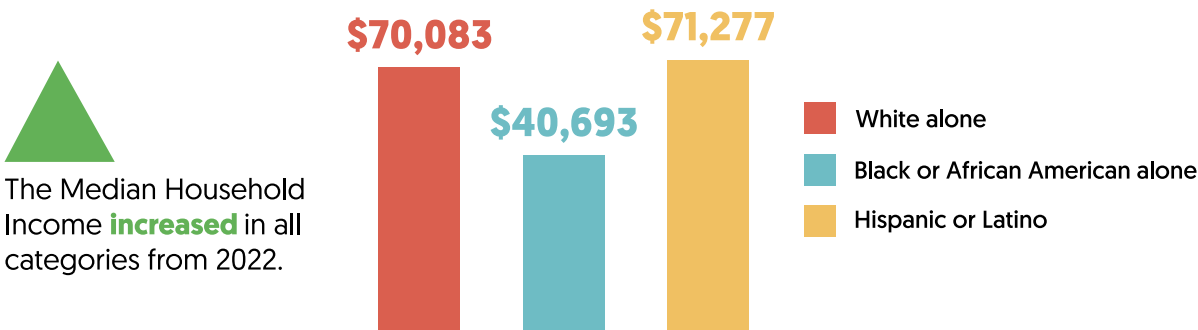3 and 4 Year Olds Enrolled in School

26.9%
Population 25 Years+ with a Bachelor's Degree or Higher
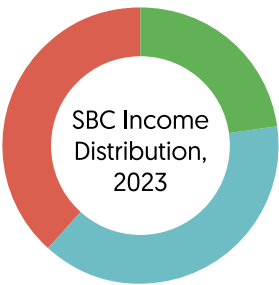
Economic Well-Being: Income

Median Household Income, 2023

MSA	Median Household Income	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**
Columbus, GA-AL	$54,661	10
Monroe, LA	$50,286	11

Median Household Income by Race of Householder for Shreveport-Bossier MSA, 2023

$70,083

$40,693

$71,277

The Median Household Income **increased** in all categories from 2022.

- White alone
- Black or African American alone
- Hispanic or Latino

$20.32
Shreveport-Bossier MSA Median Hourly Wage
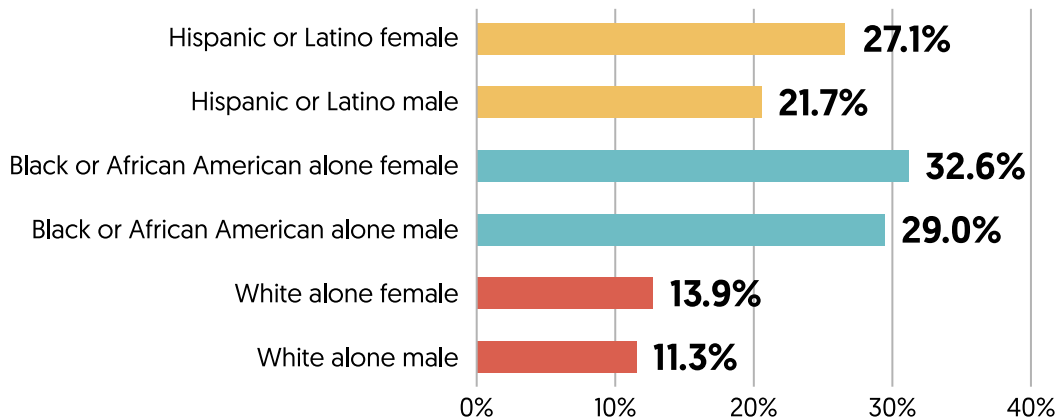
SBC Income Distribution, 2023

- $24,999 and under **22.8%**
- $25,000-$74,999 **38.9%**
- $75,000 or more **38.3%**
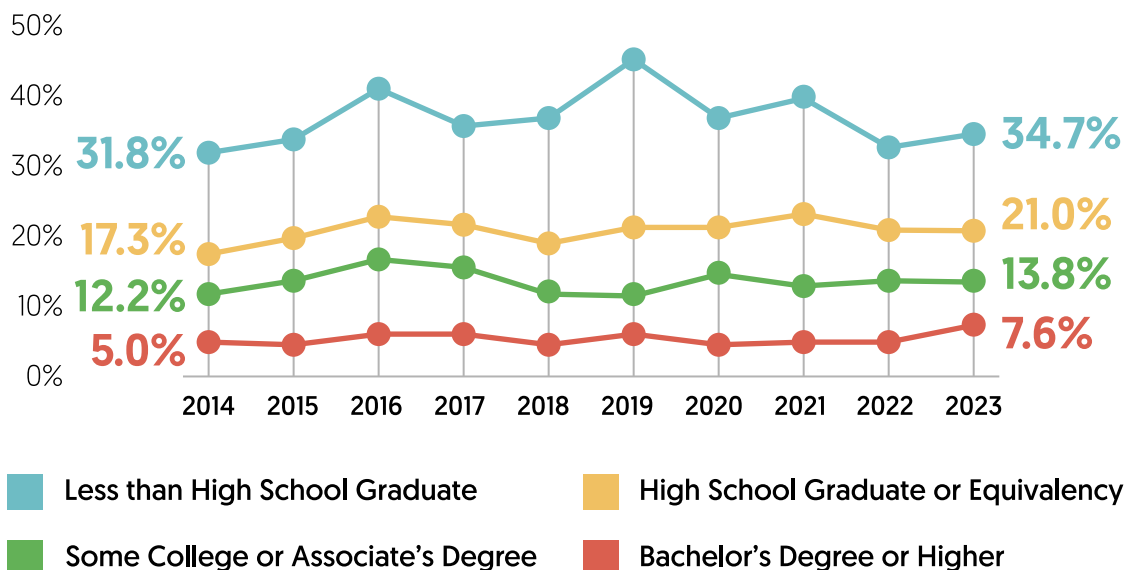
Economic Well-Being: Poverty

Families Below Poverty Level for Shreveport Bossier MSA: 14.8%
Ranked ninth among comparative communities.

Poverty Rate by Race by Sex for Shreveport-Bossier MSA, 2023

Category	Rate
Hispanic or Latino female	27.1%
Hispanic or Latino male	21.7%
Black or African American alone female	32.6%
Black or African American alone male	29.0%
White alone female	13.9%
White alone male	11.3%

Poverty Rate by Educational Attainment for Population Age 25 Years and Over for Shreveport-Bossier MSA, 2014-2023

Less than High School Graduate: 31.8% → 34.7%
High School Graduate or Equivalency: 17.3% → 21.0%
Some College or Associate's Degree: 12.2% → 13.8%
Bachelor's Degree or Higher: 5.0% → 7.6%

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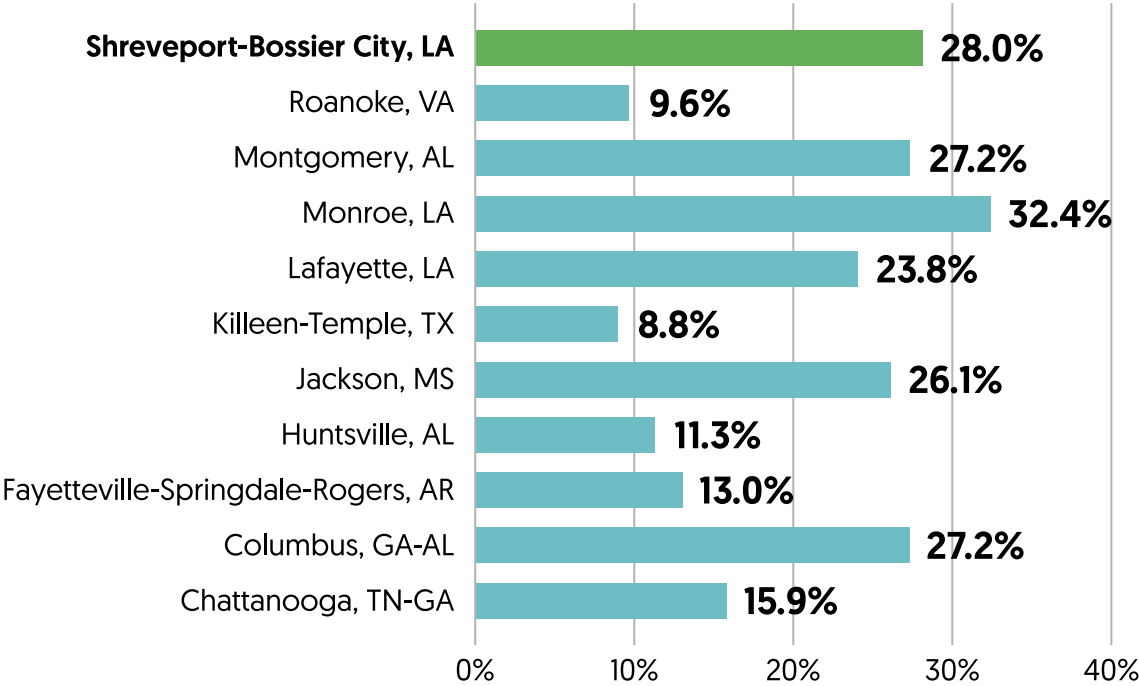- Some College or Associate's Degree
- Bachelor's Degree or Higher

At **7.6%**, Shreveport-Bossier MSA has the **second highest** percentage of persons age 25 or older who have a bachelor's degree and are living in poverty among the comparative group.

Economic Well-Being: Poverty

Data across all MSAs illustrate the problem of poverty is much more pronounced in families with small children. Poor children are at a much greater risk of poor academic performance and developmental delays. As a result, they tend to have much lower long-term prospects in terms of overall educational attainment, earnings, and health.

Poverty Rate for Families with Children Under 5 Years Old, 2023

MSA	Rate
Shreveport-Bossier City, LA	28.0%
Roanoke, VA	9.6%
Montgomery, AL	27.2%
Monroe, LA	32.4%
Lafayette, LA	23.8%
Killeen-Temple, TX	8.8%
Jackson, MS	26.1%
Huntsville, AL	11.3%
Fayetteville-Springdale-Rogers, AR	13.0%
Columbus, GA-AL	27.2%
Chattanooga, TN-GA	15.9%

The poverty rate for families with young children in the Shreveport-Bossier MSA decreased by 1% between 2022 and 2023.

38.6%

Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP.

▲ 6.8% **increase** from 2022

45.2%

Single-Parent Households with Children Under 18.

▼ 6.8% **decrease** from 2022

Economic Well-Being: Housing

Percent of Occupied Housing Units Owner-Occupied, 2023

MSA	Housing Units Owner-Occupied	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**
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

The percent of owner-occupied housing units in the Shreveport-Bossier MSA increased by 4% between 2022 and 2023 and Shreveport-Bossier moved from eighth to sixth place in the comparative rankings.

Shreveport-Bossier MSA Housing Units Owner-Occupied by Race of Householder, 2023

61.0%

31.5%

3.0%

- White alone
- Black or African American alone
- Hispanic or Latino
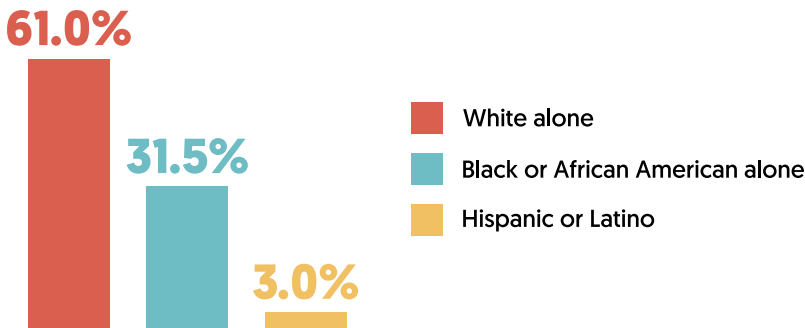
The percentage of occupied units with monthly owners costs 35% or more of the household income has **decreased** from **17.8%** in 2022 to **14.9%** in 2023.

The percentage of occupied units with monthly gross rent 35% or more of the household income has **decreased** from **48.2%** in 2022 to **45.0%** in 2023.

Human Capital: Education

The percentage of kindergartners arriving kindergarten ready dropped in 2023. The most likely explanation for the drop in scores between 2022 and 2023 is the disruption of pre-K access during COVID. An additional factor is likely the change in the K-3 literacy assessment used by the Louisiana Department of Education between Fall 2022 and Fall 2023. In Fall 2022 and in previous years, school systems could choose from a list of four different literacy assessments to screen their students. Beginning in Fall 2023, all incoming kindergartners were assessed with the same instrument, the much broader and more thorough DIBELS 8th.

## Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall 2015-2024

48.2%

26.9%
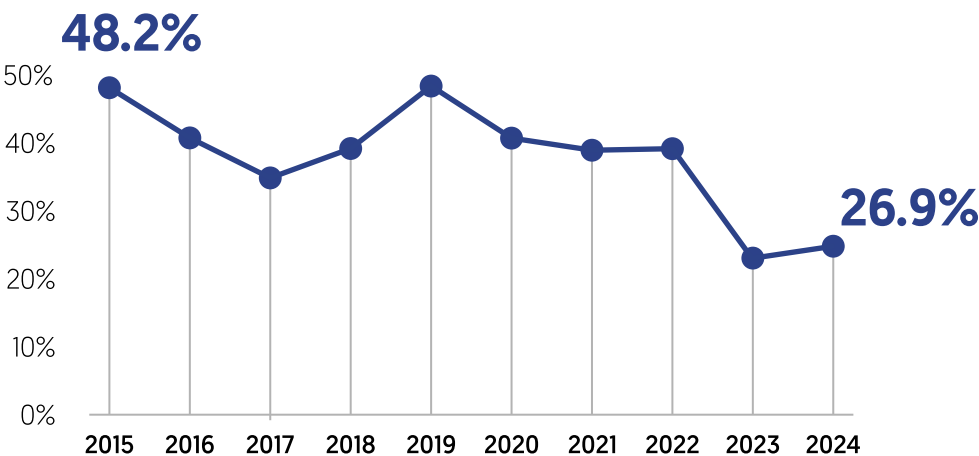
Percent of 3- and 4-Year-Olds Enrolled in School, 2023

MSA	Percent Enrolled in School	Rank
Jackson, MS	64.5%	1
Monroe, LA	50.0%	2
Shreveport-Bossier City, LA	49.3%	3
Montgomery, AL	48.0%	4
Lafayette, LA	44.1%	5
Killeen-Temple-Fort Hood, 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

In 2022, the Shreveport-Bossier MSA ranked sixth among peer communities, with **43.4%** of 3- and 4-year-olds enrolled in school.

In 2023, this enrollment shows a **5.9% increase** and Shreveport-Bossier MSA ranks third.

3rd Grade English & Language Arts Proficiency and 5th Grade Math Proficiency (Basic and Above) in Shreveport-Bossier MSA, 2015-2024

59.0%

52.0%

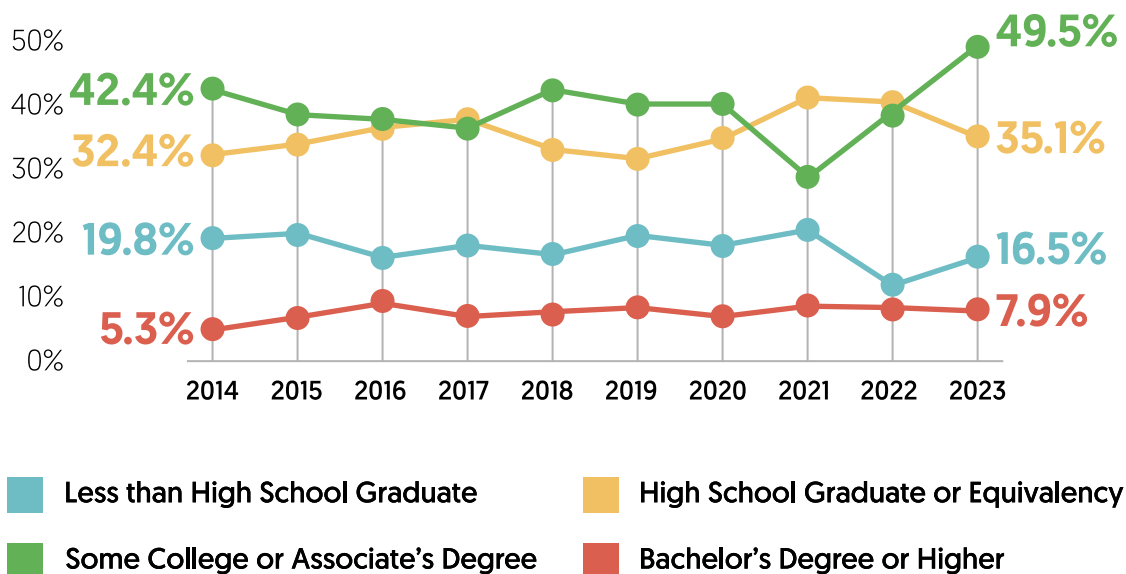**63.1%**

56.1%

| | 3rd Grade English | | 5th Grade Math |
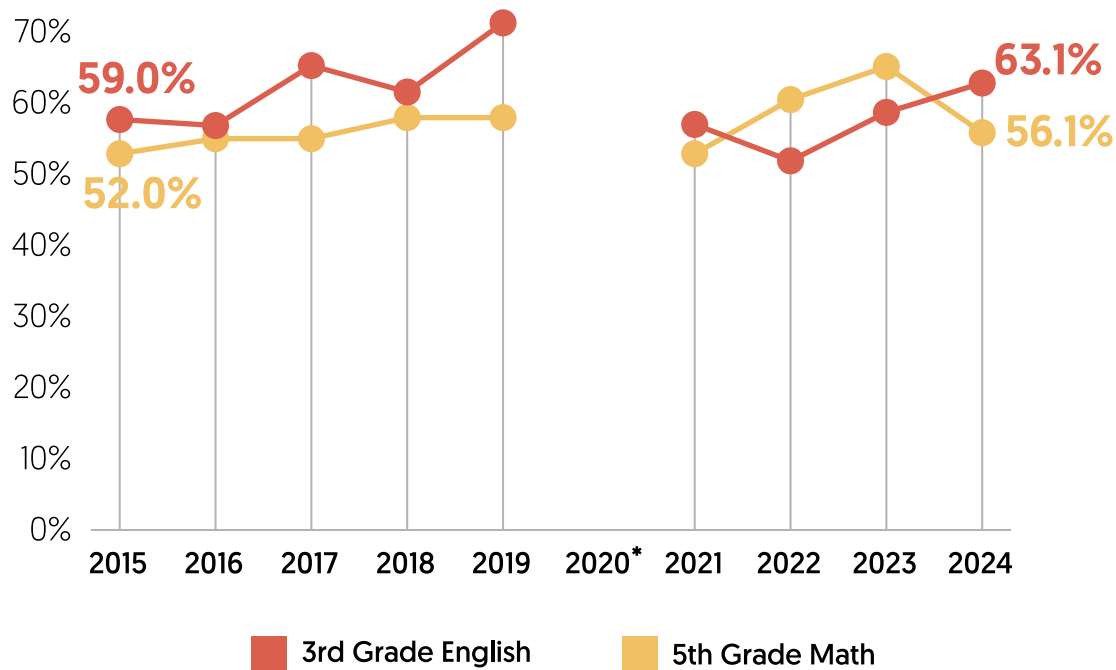
*The 3rd grade cohort assessed on ELA proficiency in 2024 experienced their greatest learning disruption in pre-K and kindergarten due to the impact of COVID.

*The 5th grade cohort assessed on math proficiency in 2024 experienced their greatest learning disruption in 1st and 2nd grade due to the impact of COVID.
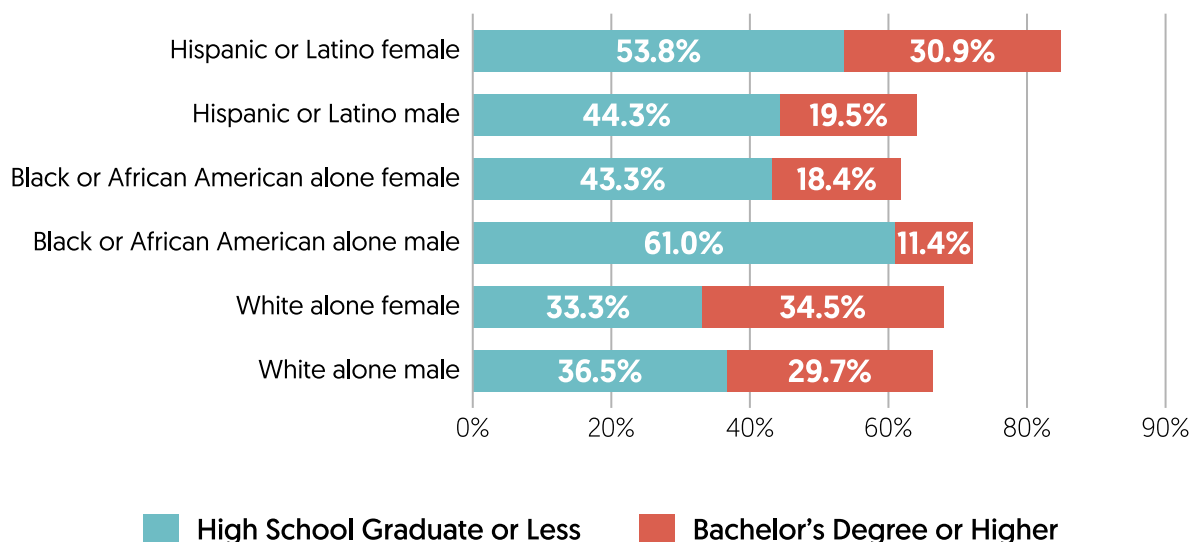
Educational Attainment for Ages 18-24 for Shreveport-Bossier MSA, 2014-2023

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

Some College or Associate's Degree: 42.4% (2014) → 49.5% (2023)
High School Graduate or Equivalency: 32.4% (2014) → 35.1% (2023)
Less than High School Graduate: 19.8% (2014) → 16.5% (2023)
Bachelor's Degree or Higher: 5.3% (2014) → 7.9% (2023)

Educational Attainment by Race by Sex for Shreveport-Bossier MSA, 2023

Group	High School Graduate or Less	Bachelor's Degree or Higher
Hispanic or Latino female	53.8%	30.9%
Hispanic or Latino male	44.3%	19.5%
Black or African American alone female	43.3%	18.4%
Black or African American alone male	61.0%	11.4%
White alone female	33.3%	34.5%
White alone male	36.5%	29.7%

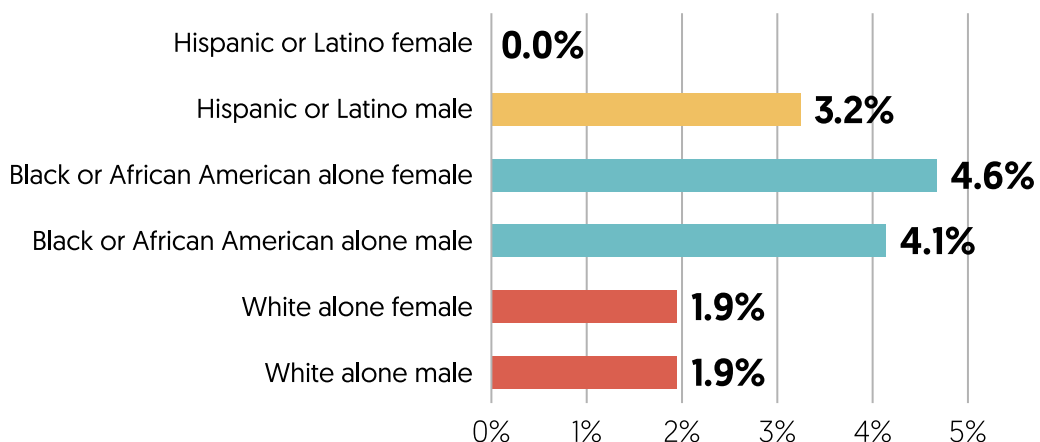- High School Graduate or Less
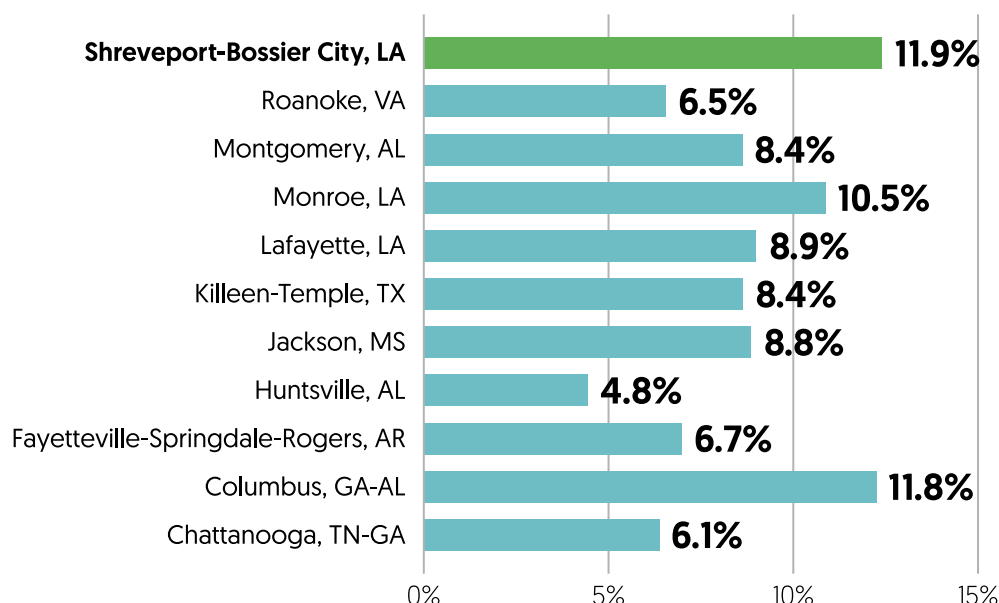- Bachelor's Degree or Higher

Human Capital: Workforce

Unemployment Rate for Shreveport-Bossier MSA: **5.1%**
Ranked seventh among comparative communities.

MSA	Percent Unemployed	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)**
Killeen-Temple-Fort Hood, TX	5.2%	9
Columbus, GA-AL	5.3%	10
Monroe, LA	7.3%	11

Unemployment Rate by Race by Sex for Shreveport-Bossier MSA, 2023

Hispanic or Latino female — 0.0%
Hispanic or Latino male — 3.2%
Black or African American alone female — 4.6%
Black or African American alone male — 4.1%
White alone female — 1.9%
White alone male — 1.9%
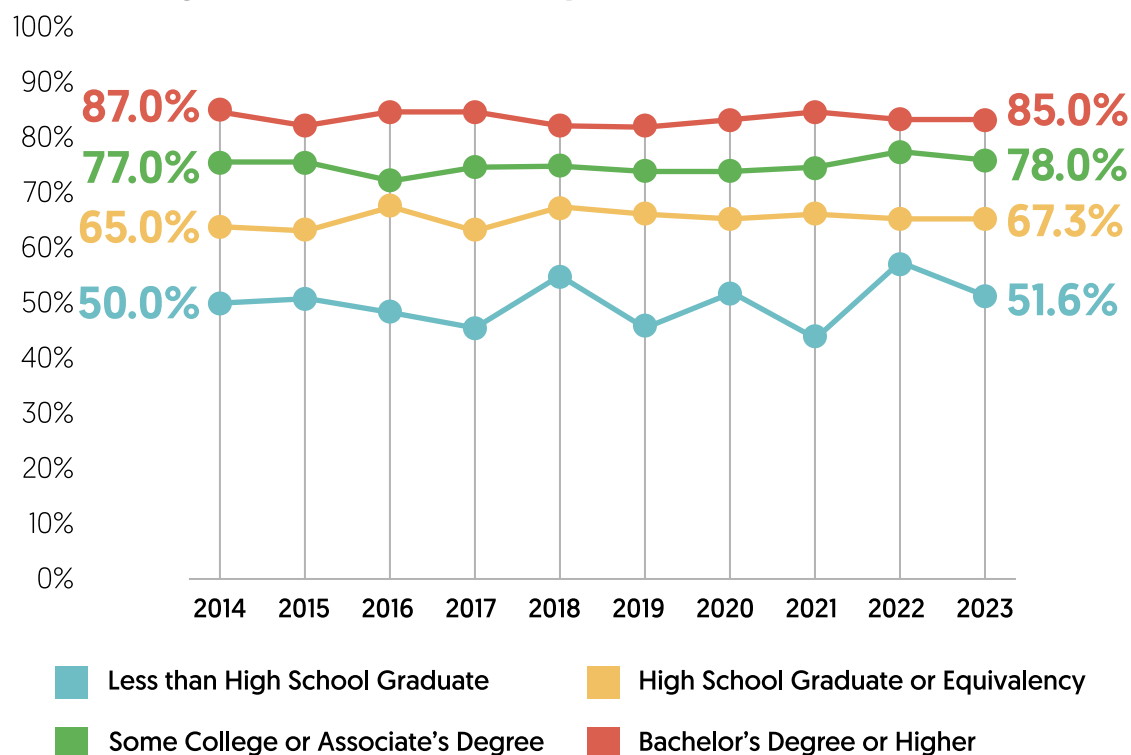
Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for MSAs, 2023
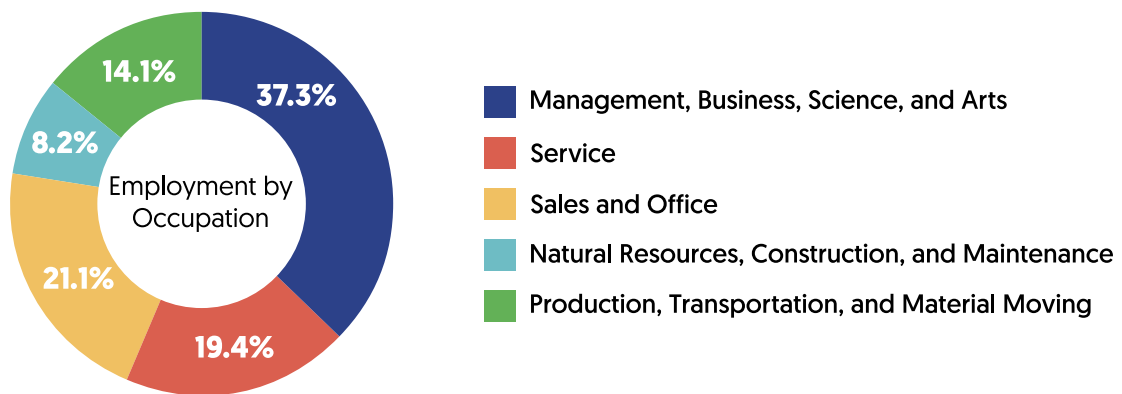
MSA	Percent
Shreveport-Bossier City, LA	11.9%
Roanoke, VA	6.5%
Montgomery, AL	8.4%
Monroe, LA	10.5%
Lafayette, LA	8.9%
Killeen-Temple, TX	8.4%
Jackson, MS	8.8%
Huntsville, AL	4.8%
Fayetteville-Springdale-Rogers, AR	6.7%
Columbus, GA-AL	11.8%
Chattanooga, TN-GA	6.1%

This statistic dropped from 14.2% in 2022 to 11.9% in 2023.

Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 for Shreveport-Bossier MSA, 2014-2023

Bachelor's Degree or Higher: 87.0% → 85.0%
Some College or Associate's Degree: 77.0% → 78.0%
High School Graduate or Equivalency: 65.0% → 67.3%
Less than High School Graduate: 50.0% → 51.6%

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

Employment by Occupation for Shreveport-Bossier MSA, 2023

Employment by Occupation

- 37.3%
- 19.4%
- 21.1%
- 8.2%
- 14.1%

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

Employment by Occupation by Race by Sex for Shreveport-Bossier MSA, 2023

White Male
- 38.5%
- 11.7%
- 15.6%
- 17.3%
- 17.0%

Hispanic Male
- 24.2%
- 14.9%
- 9.2%
- 36.8%
- 14.9%

Black Male
- 19.2%
- 25.5%
- 11.7%
- 13.3%
- 30.2%

White Female
- 50.8%
- 16.0%
- 29.1%
- 0.6%
- 3.5%

Hispanic Female
- 46.8%
- 24.4%
- 20.0%
- 3.1%
- 5.7%

Black Female
- 36.6%
- 30.9%
- 26.1%
- 0.2%
- 6.2%
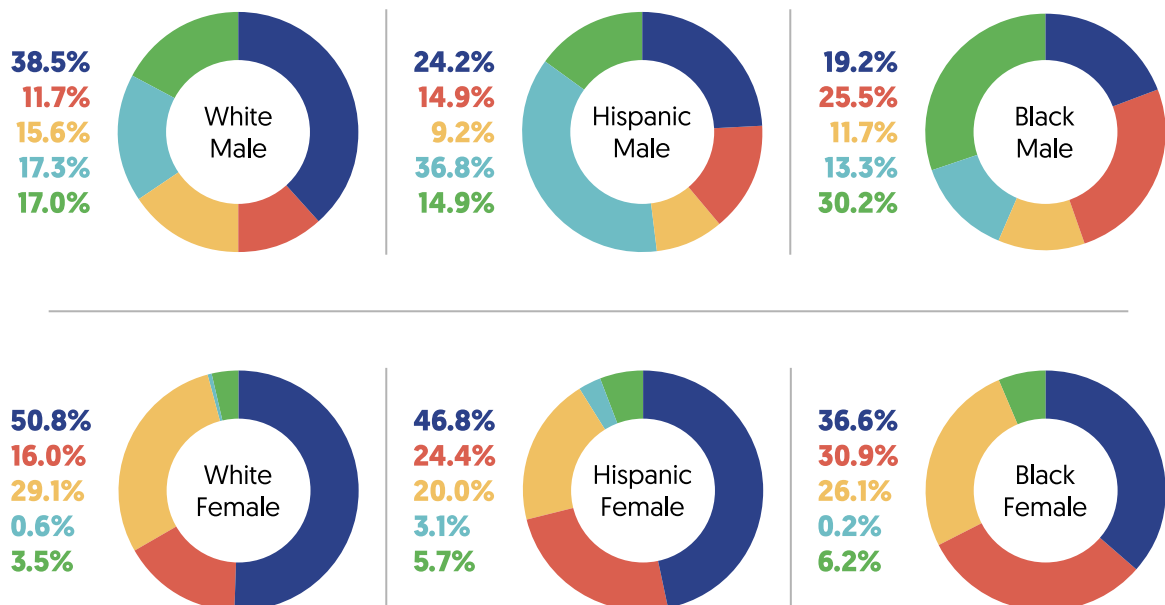
Per Capita Real GDP for Shreveport-Bossier MSA is $58,939, ranking second among comparative cities.

Health: Low Birth Weight

Low birth weight (LBW) is a 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.

Percentage of Live Births with Low Birth Weight in Shreveport-Bossier & Monroe MSAs, 2013-2022

13.0%   13.2%
10.0%   13.1%

- Shreveport-Bossier City, LA
- Monroe, LA
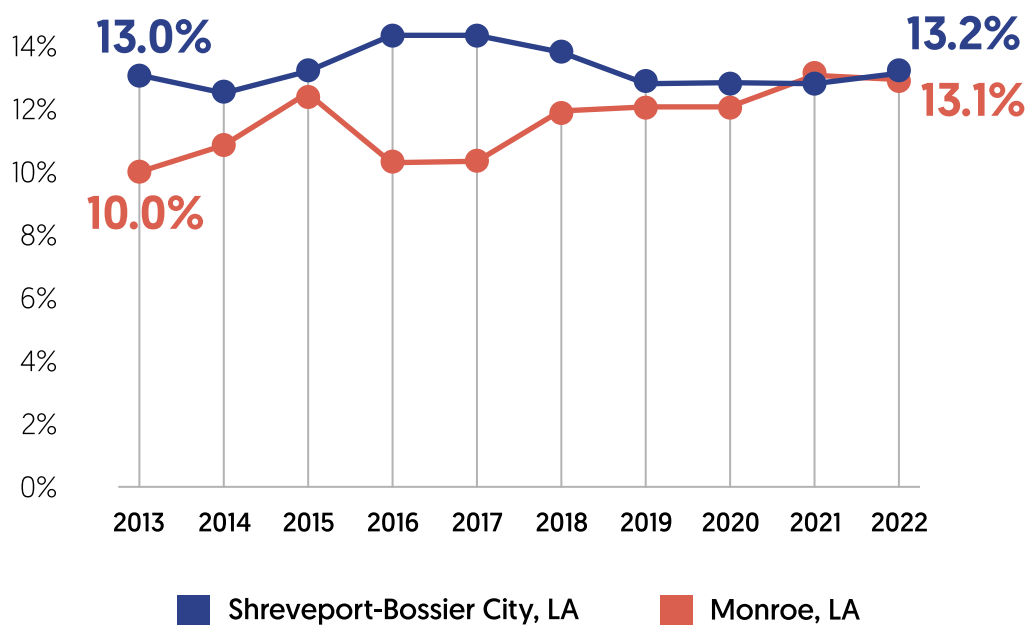
Percentage of Live Births with Low Birth Weight by Race of Mother, 2023

| Race	Percentage
Black or African American	18.9%
White	8.3%
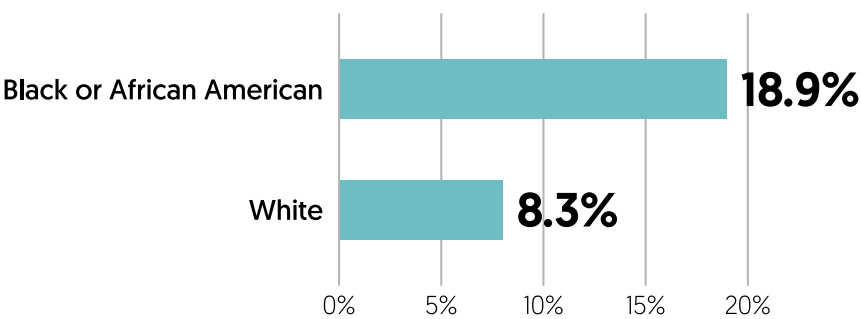
Health: Insurance

Percent Uninsured for Shreveport-Bossier MSA: 7.3%
Ranked fourth among comparative communities.

Percent of Children Under Age 19 Uninsured, 2023

Community	Percent
Shreveport-Bossier City, LA	5.8%
Roanoke, VA	6.2%
Montgomery, AL	3.9%
Monroe, LA	3.8%
Lafayette, LA	3.2%
Killeen-Temple, TX	5.6%
Jackson, MS	4.3%
Huntsville, AL	3.2%
Fayetteville-Springdale-Rogers, AR	10.6%
Columbus, GA-AL	3.9%
Chattanooga, TN-GA	5.5%

Percent Uninsured for Shreveport-Bossier and Monroe MSAs, 2014-2023

Monroe, LA: 16.0% (2014), 6.8% (2023)
Shreveport-Bossier City, LA: 13.9% (2014), 7.3% (2023)

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

Health: Mortality

Percent of Population 19 to 64 Years Employed and Uninsured for Shreveport-Bossier and Monroe MSAs, 2014-2023

Legend: ■ Shreveport-Bossier City, LA ■ Monroe, LA
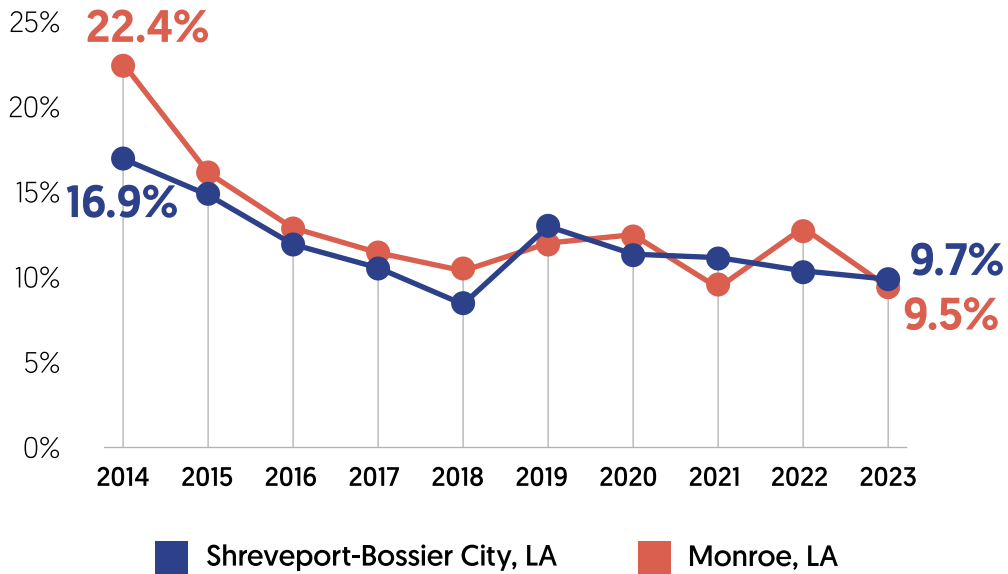
The percent of population 19 to 64 years old employed and uninsured for Shreveport-Bossier MSA has **decreased** from **16.9%** in 2014 to **9.7%** in 2023.

Mortality Rate (per 100,000 population), 2023

MSA	Mortality Rate	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**
Chattanooga, TN-GA	1147.3	9
Monroe, LA	1165.1	10
Roanoke, VA	1332.5	11

Environment: Physical

Air quality is vitally important as on average each of us breathes over 3,000 gallons of air daily. 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 the consequences of ambient air pollution include decreased lung function and chronic bronchitis. Asthma sufferers can be severely affected by air pollution which also aggravates heath 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.

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.

The EPA designates the 0 to 50 range of the index as good air quality, 50 to 100 is moderate, and values about 100 are associated with a wide variety of unhealthy conditions. **Shreveport-Bossier falls barely outside of the good air quality range.**

Median Air Quality Index for Shreveport-Bossier and Monroe MSAs, 2015-2024
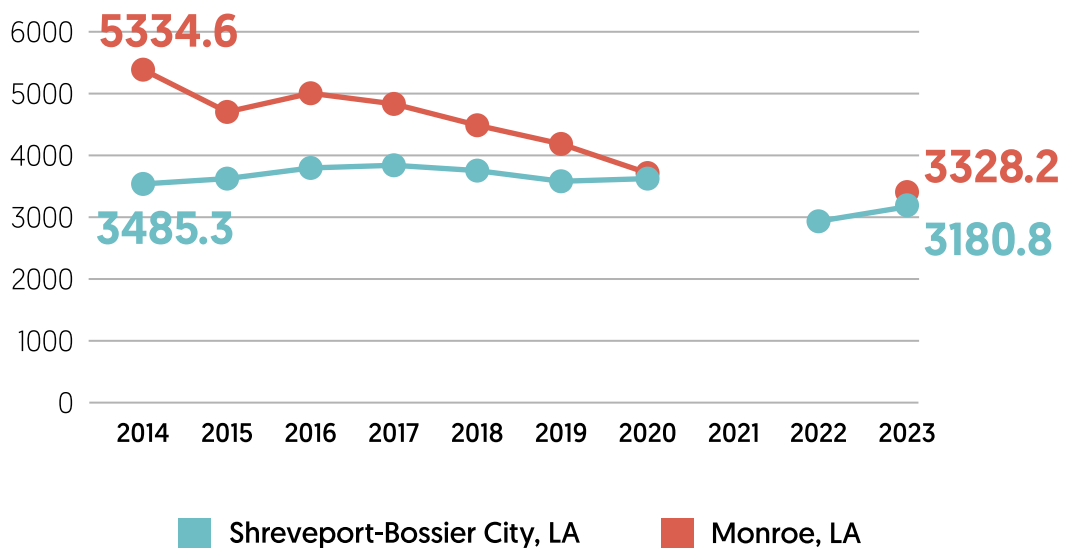

Legend: Shreveport-Bossier City, LA; Monroe, LA
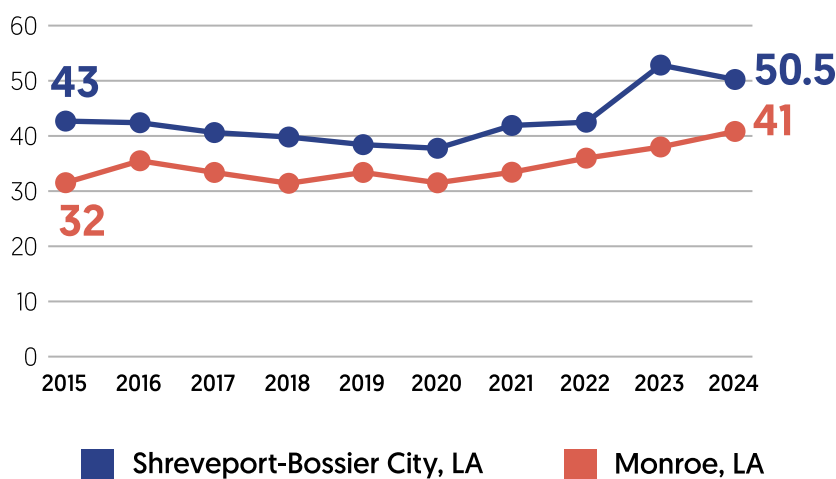
Violent Crime Rate (offenses per 100,000) for Shreveport-Bossier and Monroe MSAs, 2014-2023

920.7

574.2

427.3

Shreveport-Bossier City, LA   Monroe, LA
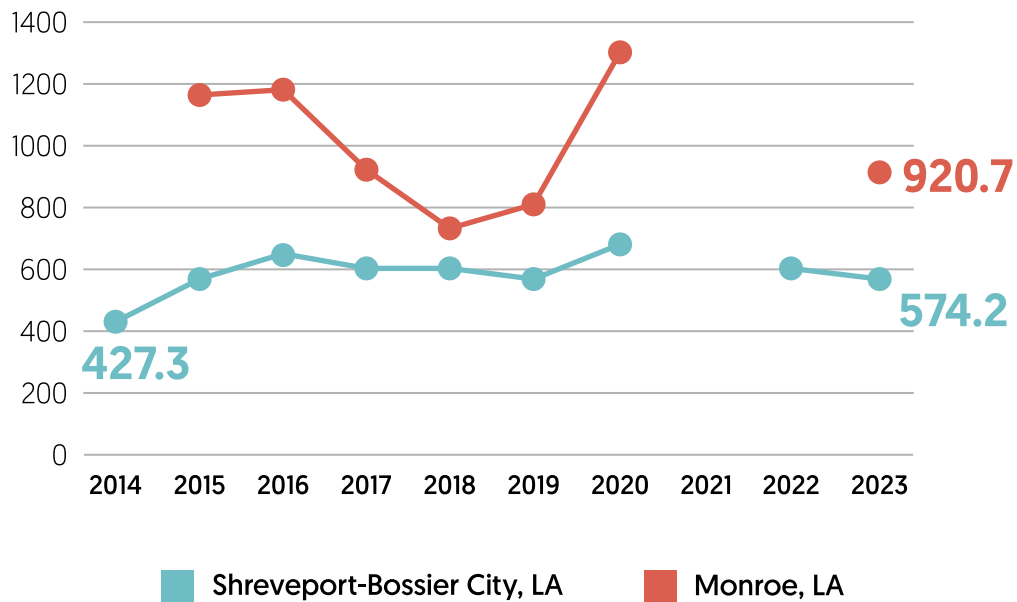
Property Crime Rate (offenses per 100,000) for Shreveport-Bossier and Monroe MSAs, 2014-2023
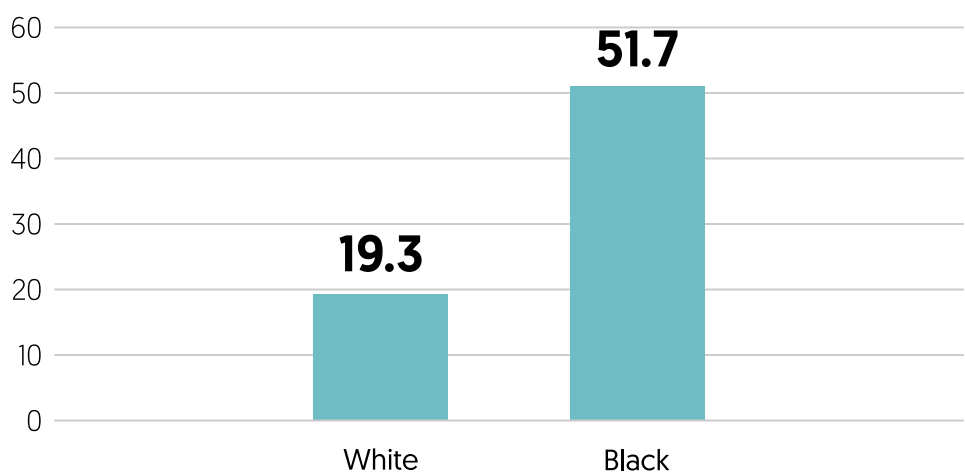

5334.6

3485.3

3328.2

3180.8

Shreveport-Bossier City, LA   Monroe, LA

Environment: Social

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

White: 5.2
Black: 36.9
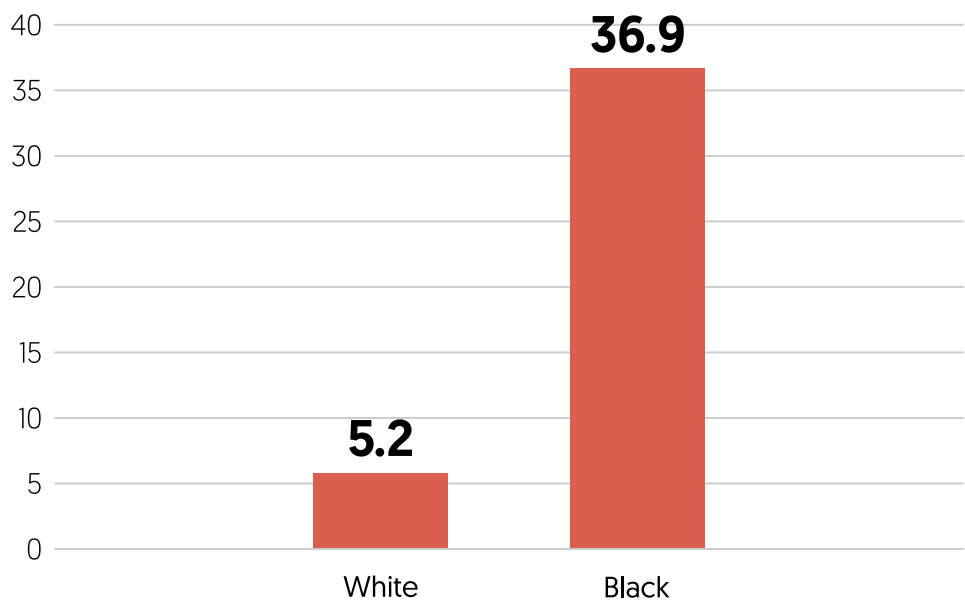
Number of Deaths Due to Firearms Per 100,000 Population by Race for Shreveport-Bossier MSA, 2025

White: 19.3
Black: 51.7

Summary and Conclusions
Overall Rankings for Shreveport-Bossier MSA, 2025

Category	Socio-Economic Indicator	Ranking	Average Ranking
Population	Total Population	8	**9.5**
	Population Growth	11	
Economic Well-Being	Median Household Income	9	**7.8**
	Per Capita Income	5	
	Median Hourly Wage	7	
	Poverty Rate	9	
	Poverty Rate for Children Under 5 Years of Age	10	
	Households Receiving SNAP Benefits	10	
	Households with Cash Public Assistance	5	
	Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP	10	
	Percent of Occupied Housing Units that are Owner-Occupied	6	
	Percent of Occupied Housing Units with Monthly Owner Costs 35% or More of Household Income	5	
	Percent of Occupied Units with Monthly Gross Rent 35% or More of Household Income	8	
Human Capital	Percent 3- and 4-Year-Olds Enrolled in School	3	**6.2**
	Percent of Population 25 Years+ with Less than High School Diploma	7	
	Percent of Population 25 Years+ with an Associate's Degree	3	
	Percent of Population 25+ with a Bachelor's Degree or Higher	10	
	Percentage of Households with a Computer	7	
	Households with a Broadband Internet Subscription	10	
	Unemployment Rate	7	
	Percent of Population 16 Years+ in Labor Force	8	
	Per Capita Personal Income	3	
	Percent Increase in Personal Income	9	
	Per Capita Real GDP	2	
	Innovation Index Score	10	
	GDP Compound Growth Rate	1	
Health	Percent Uninsured	4	**7.9**
	Percent of Children Under 19 Uninsured	9	
	Percent of Population 19 to 64 Years Employed and Uninsured	3	
	Food Environment	9	
	Mortality Rate	8	
	Chlamydia Rate	8	
	Percent of Live Births with Low Birth Rate	11	
	Teen Birth Rate Age 5-19	11	
Physical Environment	Median Air Quality Index	9	**9.0**
	Days with Air Quality Below Good	9	
Social Environment	Violent Crime Rate	7	**7.3**
	Property Crime Rate	7	
	Percent of Population Registered to Vote	7	
	Arts Vibrancy Index	6	
	Family Support	9	

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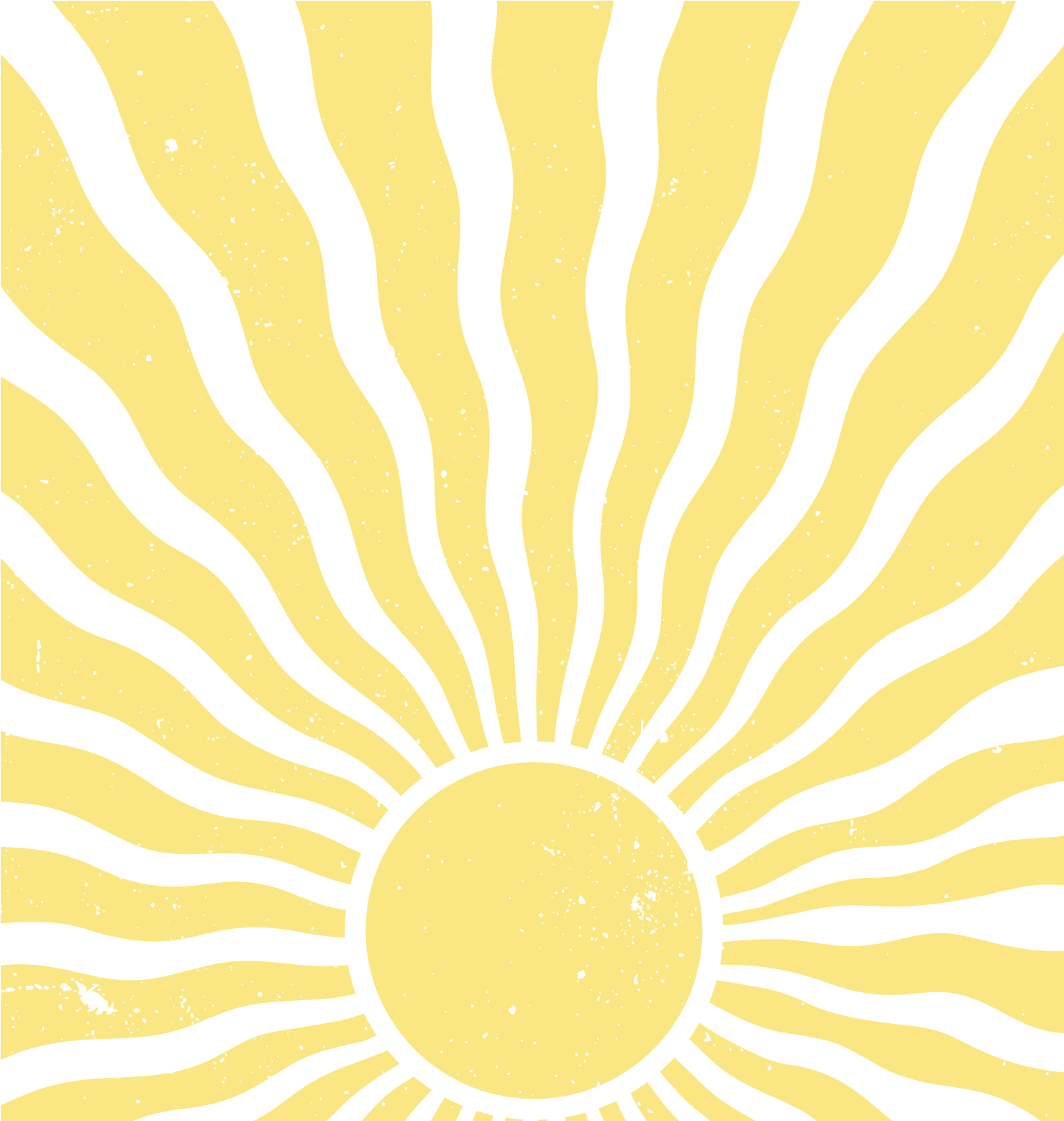- EPA Air Quality Index Report at epa.gov/outdoor-air-quality-data/air-quality-index-report

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