

HERE FOR



**Community
Foundation**
of North Louisiana

Good

**2026
REPORT**

TURNING
DATA
INTO
IMPACT

65 YEARS

COMMUNITY COUNTS

About the Authors

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Dr. Dave N. Norris is the CEO of the Louisiana Tech University Foundation and Senior Vice President at Louisiana Tech. He oversees the university's advancement, innovation, and economic development missions and leads efforts to develop corporate partnerships that enhance the community and the university. Dr. Norris was previously a member of the economics faculty at Northeastern University in Boston, served in the Office of the Chief Economist at the U.S. Department of Health and Human Services, and worked as the Independent Economist for the State of Louisiana. He has also been a visiting faculty member at the University of the Mediterranean at Reggio Calabria, Italy [2013-2017]. He has served on numerous national and statewide boards including the North Louisiana Economic Partnership, the Louisiana Business Incubator Association, the LONI Economic Development Advisory Board, the Louisiana Tax Reform Task Force, the Louisiana Higher Education Task Force, the Louisiana Occupational Forecasting Conference, and the University Economic Development Association. He is past President of the Board of Pinnacle Family Health and past President of the Board of the Living Well Healthcare Foundation. 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, community mental health, and nursing homes. She is a member of the American Psychological Association, and she serves as Vice President for the Lincoln Parish Library Board of Control. She also served as Secretary on the Northeast Delta Human Services Authority from 2011 to 2013.

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About CFNLA



WHO WE ARE

For 65 years, **Community Foundation of North Louisiana (CFNLA)** has brought 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 **\$243 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 **\$174 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 CFNLA. From becoming a member to starting a fund, or staying connected through social media and our newsletter, we invite you to be our partner in philanthropy. Contact us at **318-221-0582** or info@cfnla.org.

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Introduction

SHREVEPORT-BOSSIER MSA 2024 OVERVIEW

For 65 years, Community Foundation of North Louisiana has invested in our community. *Community Counts* provides data to help guide those investments. 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. Most data in this report was collected in 2024.

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



POPULATION

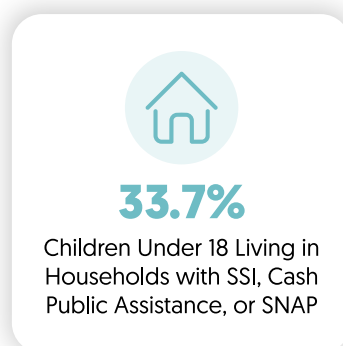
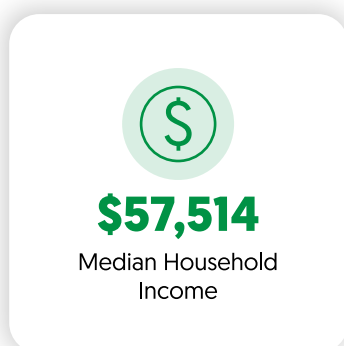
383,269

Shreveport-Bossier MSA

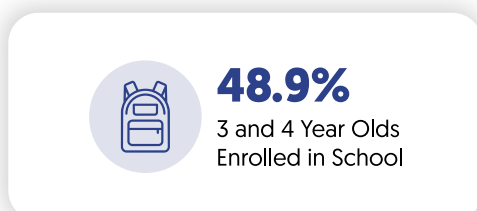
POPULATION BY RACE



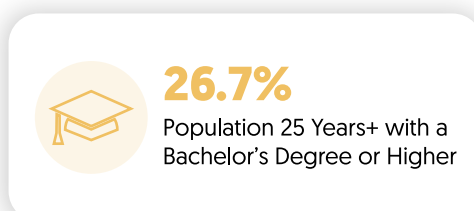
ECONOMIC WELL-BEING



EDUCATION



HIGHER EDUCATION

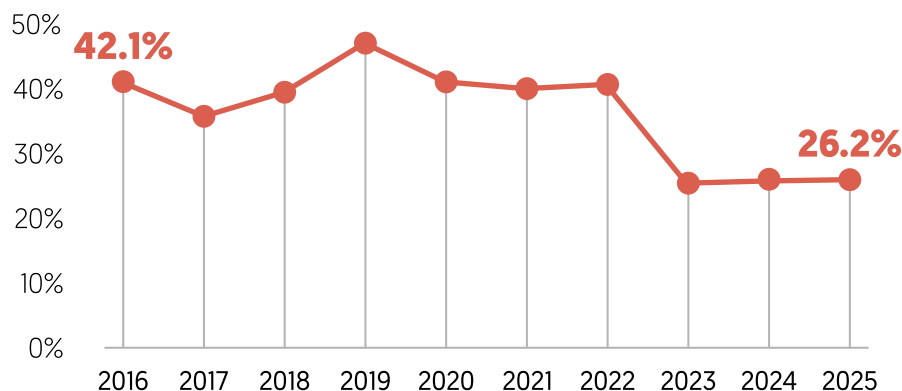


Human Capital: Education

The percentage of kindergartners arriving kindergarten ready has declined since 2016. One likely explanation for the drop in scores beginning in 2022 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 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.

Percent of Kindergartners Arriving Kindergarten Ready

Shreveport-Bossier MSA, Fall 2016-2025



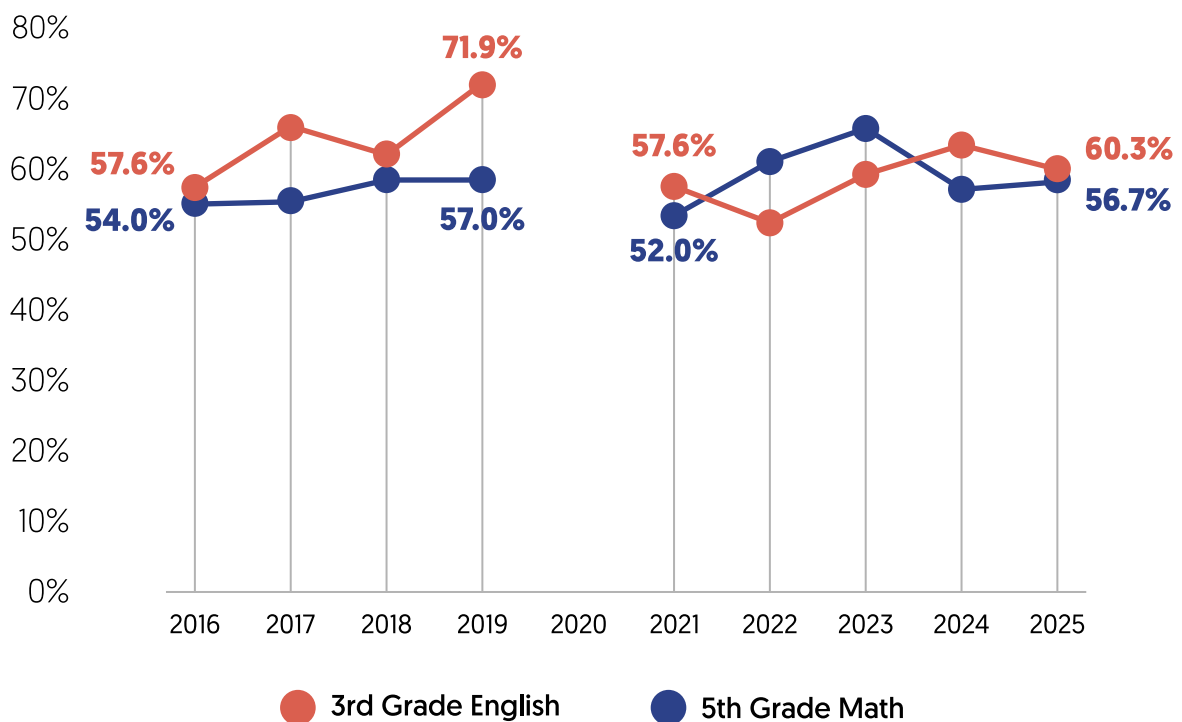
Percent of 3- and 4-Year-Olds Enrolled in School, 2024

MSA	Percent Enrolled in School	Rank
Jackson, MS	69.1%	1
Lafayette, LA	59.9%	2
Monroe, LA	59.3%	3
Shreveport-Bossier City, LA	48.9%	4
Huntsville, AL	48.7%	5
Killeen-Temple, TX	47.5%	6
Roanoke, VA	45.3%	7
Chattanooga, TN-GA	43.6%	8
Montgomery, AL	37.6%	9
Columbus, GA-AL	27.3%	10
Fayetteville-Springdale-Rogers, AR	24.8%	11



3rd Grade English & Language Arts Proficiency and 5th Grade Math Proficiency (Basic and Above)

Shreveport-Bossier MSA, 2016-2025



The 3rd grade cohort assessed on ELA proficiency in 2025 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 2025 experienced their greatest learning disruption in 1st and 2nd grade due to the impact of COVID.

Human Capital: Education

SHREVEPORT-BOSSIER MSA, 2024



83.8%

High School Cohort
Graduation Rate

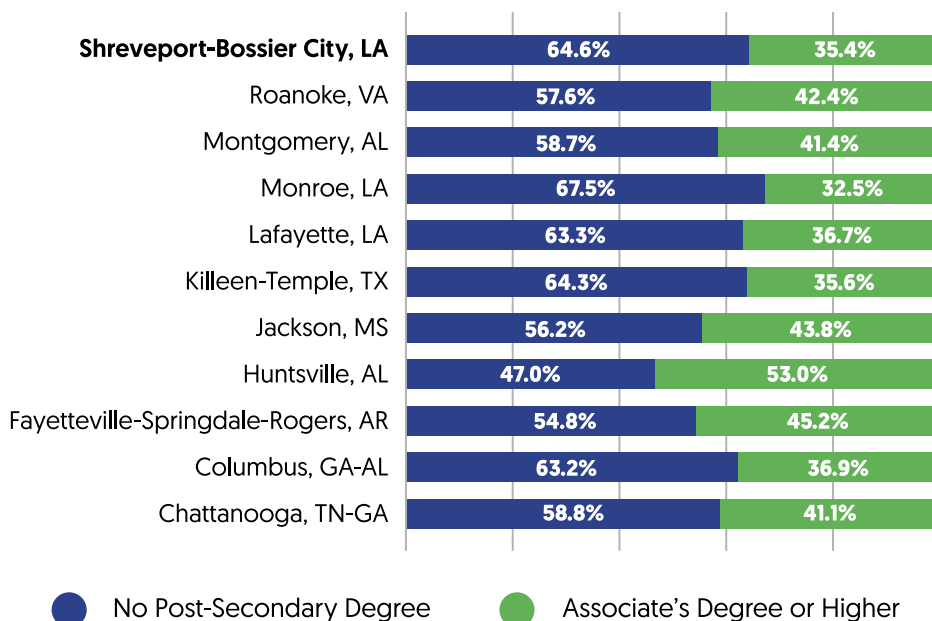


27.2%

Population Ages 18-24 Enrolled
in College or Graduate School

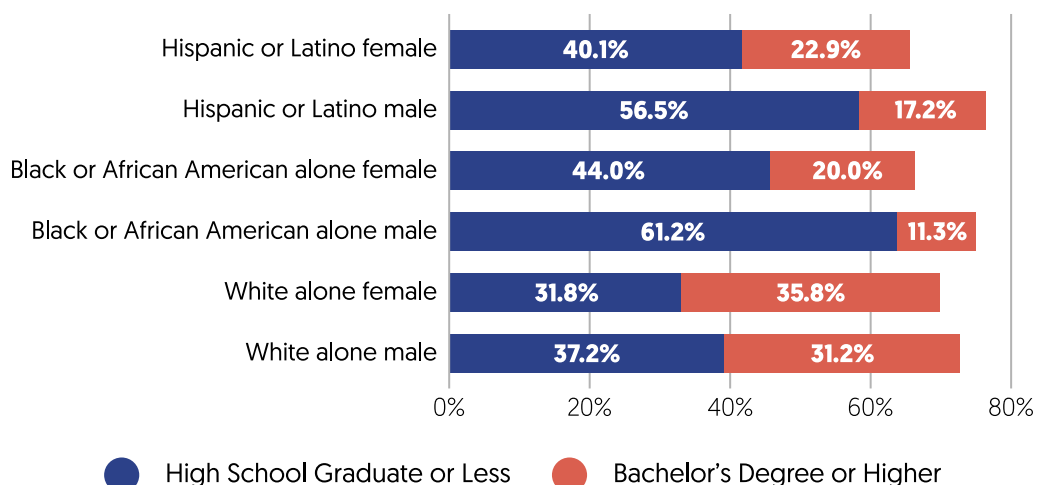
Education Levels

Metropolitan Statistical Areas, 2024



Educational Attainment by Race by Sex

Shreveport-Bossier MSA, 2024



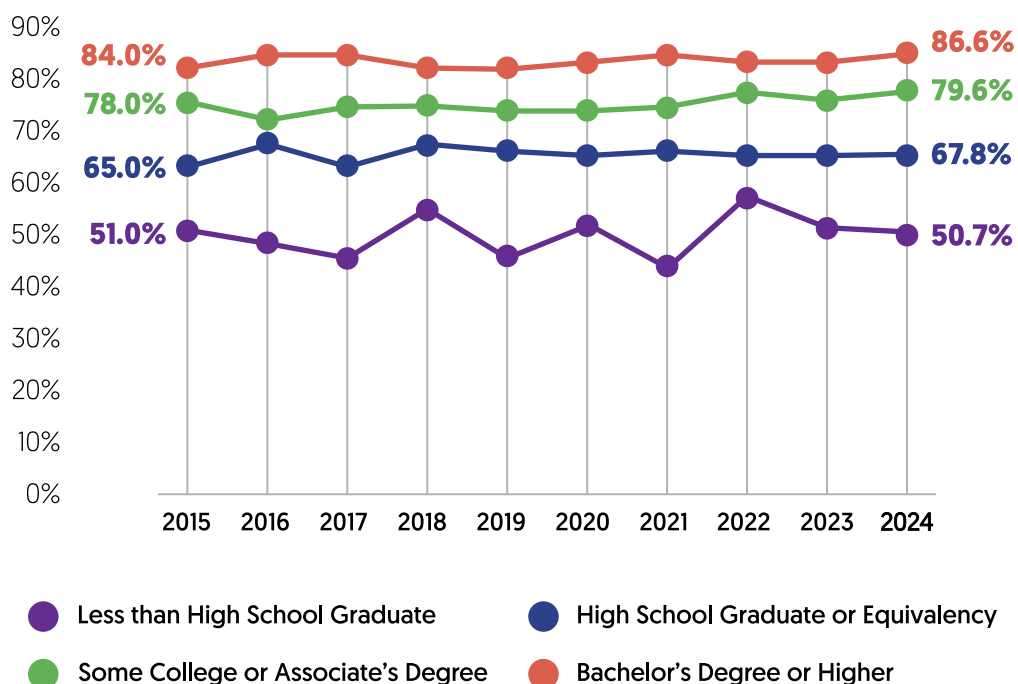
Human Capital: **Workforce**

Unemployment Rate, 2024

MSA	Percent Unemployed	Rank
Fayetteville-Springdale-Rogers, AR	2.2%	1
Roanoke, VA	2.6%	2
Huntsville, AL	3.1%	3
Montgomery, AL	3.5%	4
Chattanooga, TN-GA	4.7%	5 (tie)
Monroe, LA	4.7%	5 (tie)
Jackson, MS	4.8%	7
Lafayette, LA	5.0%	8
Columbus, GA-AL	5.2%	9
Killeen-Temple-Fort Hood, TX	5.5%	10
Shreveport-Bossier City, LA	6.3%	11

Labor Force Participation Rate by Educational Attainment for Ages 25 to 64

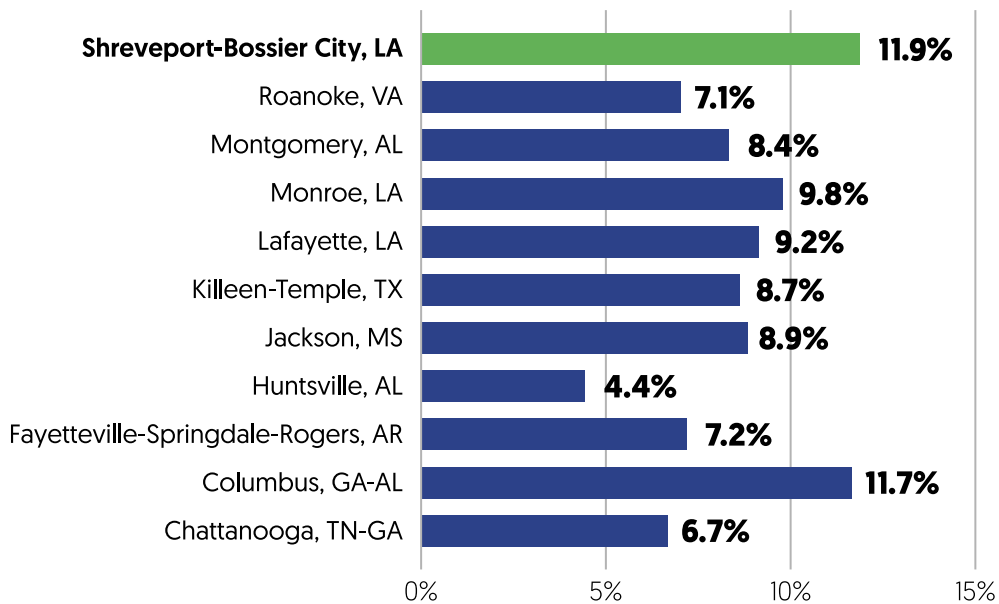
Shreveport-Bossier MSA, 2015-2024



Human Capital: **Workforce**

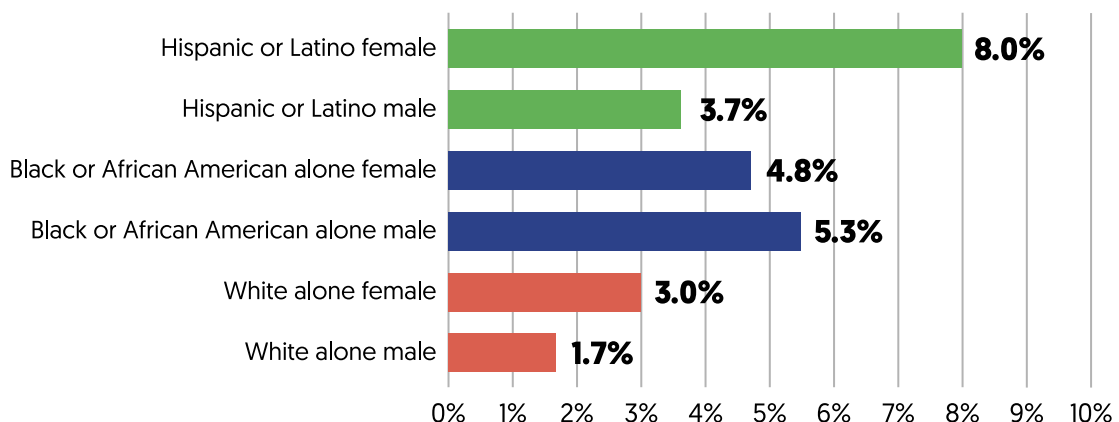
Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed

Metropolitan Statistical Areas, 2024



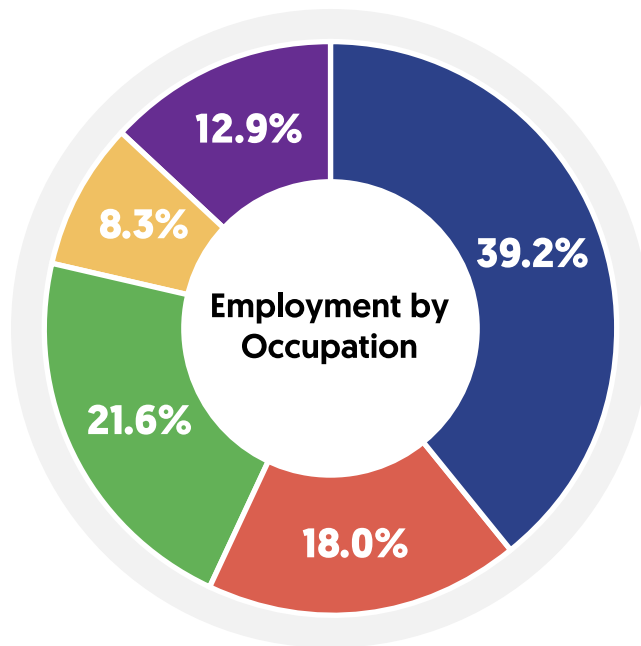
Unemployment Rate by Race by Sex

Shreveport-Bossier MSA, 2024

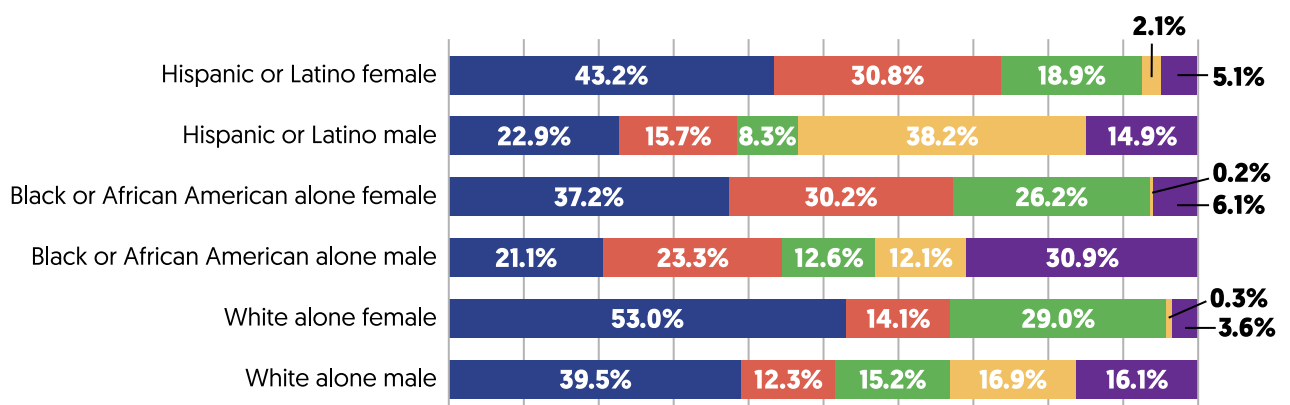


Human Capital: **Workforce**

SHREVEPORT-BOSSIER MSA, 2024



Employment by Occupation by Race by Sex



Employment by Occupation Key:

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

Economic Well-Being: Income

Median Household Income, 2024

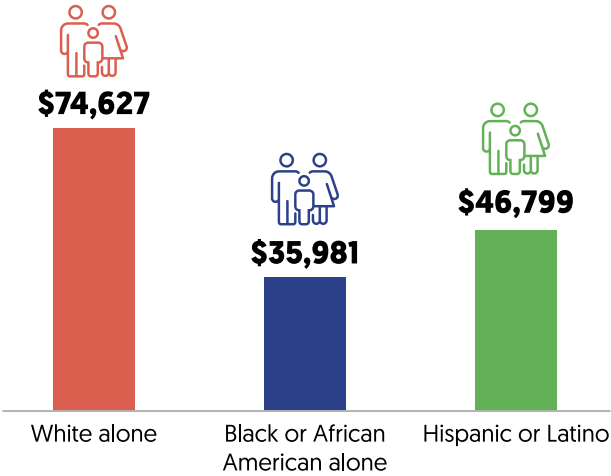
MSA	Median Household Income	Rank
Huntsville, AL	\$87,049	1
Fayetteville-Springdale-Rogers, AR	\$81,208	2
Chattanooga, TN-GA	\$75,076	3
Roanoke, VA	\$72,557	4
Killeen-Temple-Fort Hood, TX	\$68,465	5
Montgomery, AL	\$66,706	6
Jackson, MS	\$64,835	7
Lafayette, LA	\$60,527	8
Columbus, GA-AL	\$60,100	9
Shreveport-Bossier City, LA	\$57,514	10
Monroe, LA	\$56,468	11



Median household income for the Shreveport-Bossier MSA **increased** by **\$2,610** from 2023 to 2024.

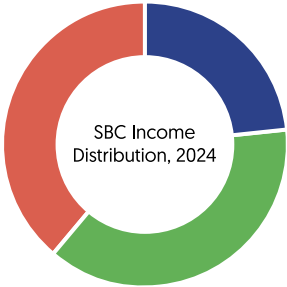
Median Household Income by Race of Householder

Shreveport-Bossier MSA, 2024



\$21.55

Shreveport-Bossier MSA
Median Hourly Wage, 2025



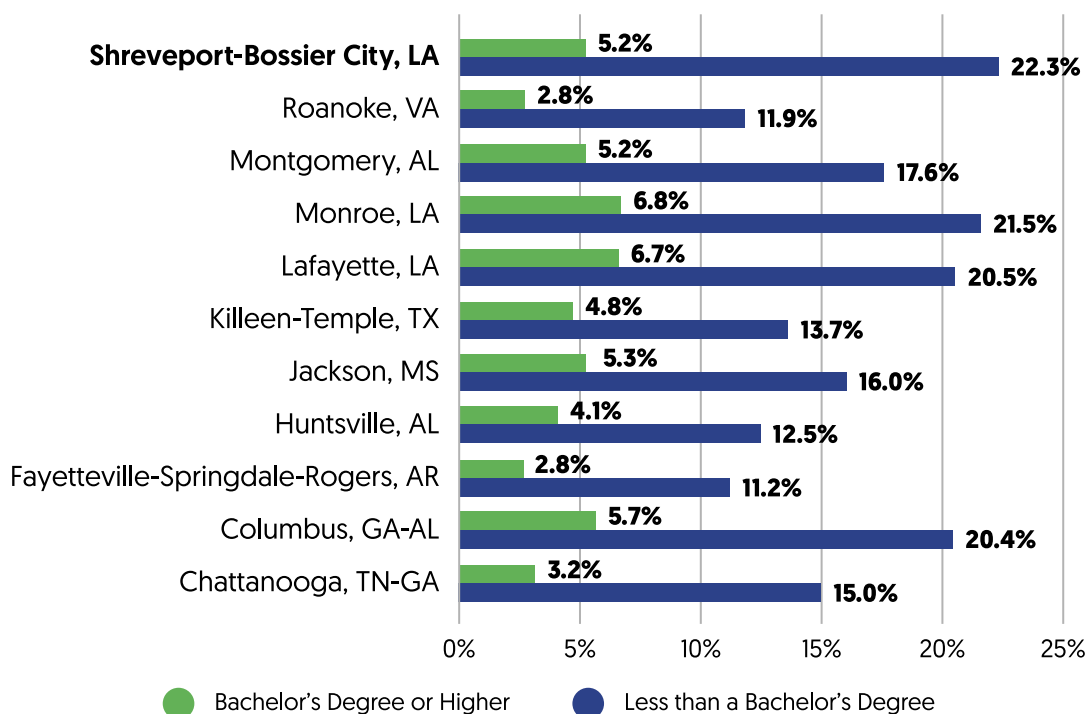
- \$24,999 and under **23.3%**
- \$25,000-\$75,000 **37.9%**
- \$75,000 or more **38.6%**

Economic Well-Being: Poverty



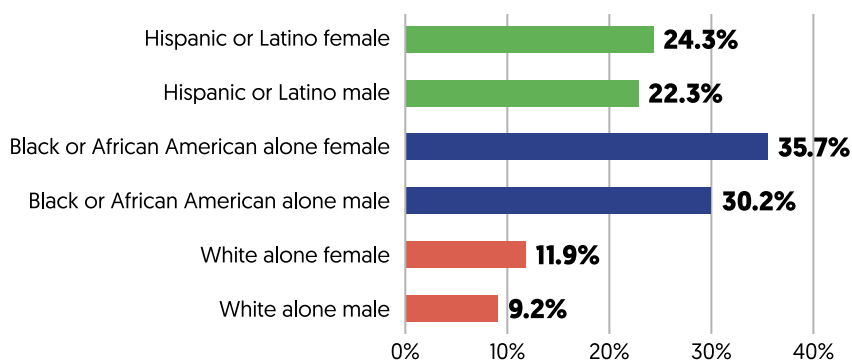
Families Below Poverty Level for Shreveport-Bossier MSA: **15.4%**
Ranked tenth among comparative communities

Percent of Persons Age 25 & Over in Poverty by Education Level Metropolitan Statistical Areas, 2024



In the Shreveport-Bossier MSA in 2024, **5.2%** of people 16 years and older who worked full-time for the past 12 months lived in poverty.

Poverty Rate by Race by Sex Shreveport-Bossier MSA, 2024

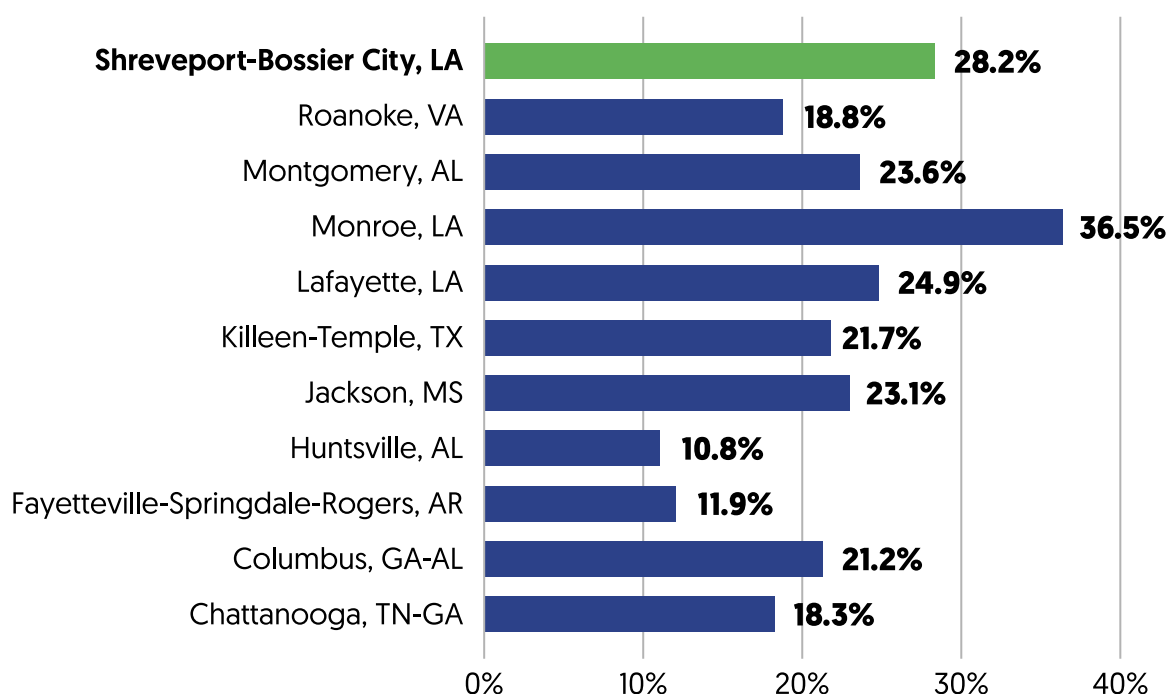


Economic Well-Being: **Poverty**

Data across all MSAs illustrate the problem of poverty is much more pronounced in families with small children. Children experiencing poverty 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

Metropolitan Statistical Areas, 2024



SHREVEPORT-BOSSIER MSA, 2024



33.7%

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



51.8%

Single-Parent Households with Children Under 18

Economic Well-Being: **Housing**

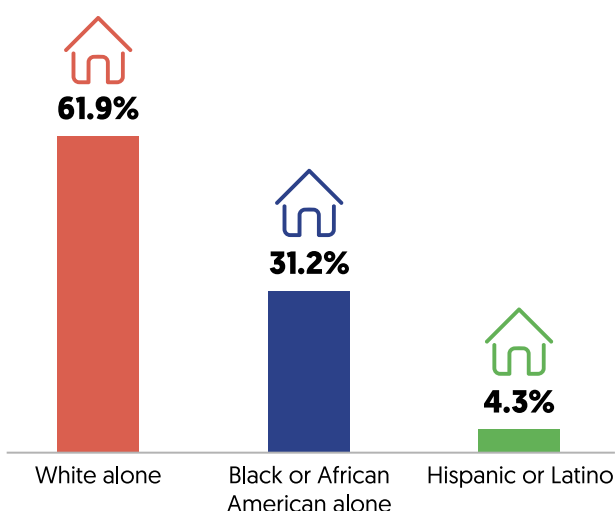
Percent of Occupied Housing Units Owner-Occupied, 2024

MSA	Housing Units Owner-Occupied	Rank
Jackson, MS	69.1%	1
Huntsville, AL	68.8%	2
Roanoke, VA	68.7%	3
Lafayette, LA	68.0%	4
Monroe, LA	67.5%	5
Montgomery, AL	67.0%	6
Chattanooga, TN-GA	66.5%	7
Shreveport-Bossier City, LA	63.5%	8
Fayetteville-Springdale-Rogers, AR	61.9%	9
Columbus, GA-AL	59.6%	10
Killeen-Temple-Fort Hood, TX	59.0%	11

Individuals, families, and entire communities derive many financial and social benefits from home ownership. Housing costs that deplete a large percentage of a family's income leave low and moderate-income families with little money left for food, education, and healthcare, much less saving and investment.

Housing Units Owner-Occupied by Race of Householder

Shreveport-Bossier MSA, 2024



16.2%

Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income



48.0%

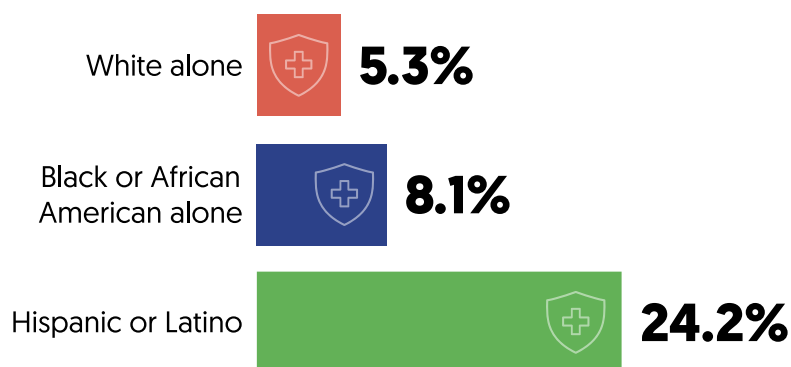
Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income

Percent Uninsured, 2024

MSA	Percent Uninsured	Rank
Roanoke, VA	5.3%	1
Monroe, LA	6.2%	2
Montgomery, AL	7.2%	3
Lafayette, LA	7.3%	4
Shreveport-Bossier City, LA	7.5%	5
Huntsville, AL	7.7%	6
Columbus, GA-AL	9.8%	7
Chattanooga, TN-GA	10.4%	8
Fayetteville-Springdale-Rogers, AR	10.5%	9 (tie)
Jackson, MS	10.5%	9 (tie)
Killeen-Temple-Fort Hood, TX	12.1%	11

Percent Uninsured by Race

Shreveport-Bossier MSA, 2024



SHREVEPORT-BOSSIER MSA, 2024



5.7%

Percent of Children
Under Age 19 Uninsured



10.1%

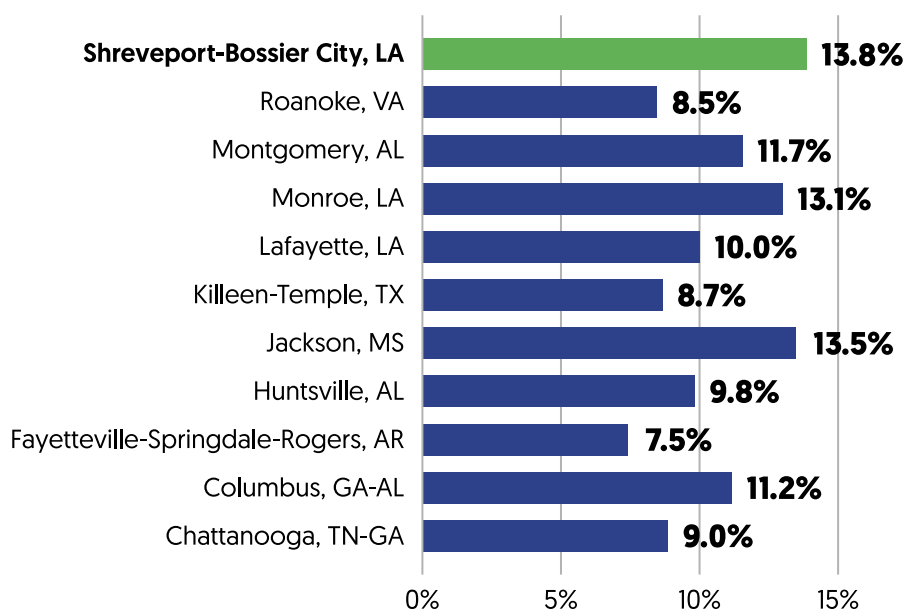
Percent of Population 19-64
Years Employed & Uninsured

Health: **Low Birth Weight**

Low Birth Weight (LBW) is the percentage of live births in which the infant weighed less than 5 pounds, 8 ounces. 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.

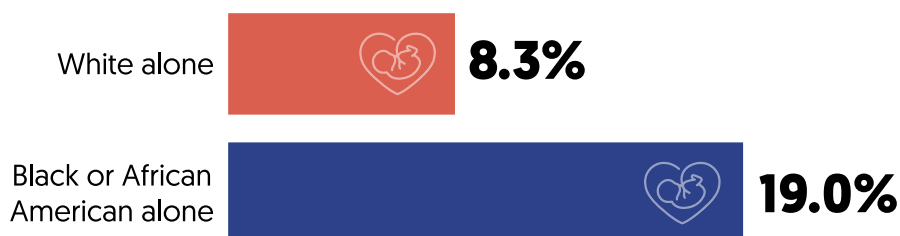
Percentage of Live Births with Low Birth Weight

Metropolitan Statistical Areas, 2018-2024



Low Birth Weight by Race of Mother

Shreveport-Bossier MSA, 2024



Mortality Rate (per 100,000 population), 2024

MSA	Mortality Rate	Rank
Fayetteville-Springdale-Rogers, AR	778.2	1
Killeen-Temple-Fort Hood, TX	785.1	2
Huntsville, AL	947.7	3
Lafayette, LA	991.5	4
Montgomery, AL	1048.9	5
Columbus, GA-AL	1062.3	6
Jackson, MS	1065.4	7
Chattanooga, TN-GA	1111.8	8
Shreveport-Bossier City, LA	1161.3	9
Monroe, LA	1224.9	10
Roanoke, VA	1343.9	11

Food Environment Index, 2023

MSA	Food Environment Index	Rank
Roanoke, VA	8.3	1
Huntsville, AL	7.7	2
Fayetteville-Springdale-Rogers, AR	7.6	3
Lafayette, LA	7.4	4
Montgomery, AL	7.1	5
Chattanooga, TN-GA	7.0	6 (tie)
Columbus, GA-AL	7.0	6 (tie)
Jackson, MS	6.7	8
Killeen-Temple, TX	6.4	9 (tie)
Shreveport-Bossier City, LA	6.4	9 (tie)
Monroe, LA	5.4	11

The Food Environment Index 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. **Lacking consistent access to healthy food is related to negative health outcomes such as weight gain and premature mortality.**

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.

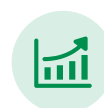
Air pollution has significant impacts on agriculture and forestry, including damage to trees, crops, plants, lakes, and animals. Furthermore, pollutants like tiny airborne particles and ground-level ozone have been shown to trigger respiratory problems, especially for people with asthma, and the consequences of ambient air pollution include decreased lung function and chronic bronchitis. Asthma sufferers can be severely affected by air pollution which also aggravates 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.

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 as moderate, and values above 100 are associated with a wide variety of unhealthy conditions. **Good air quality days were down across the board in 2025, but our MSA experienced the 4th fewest (31%) share of days having moderate or worse air quality (down from 50% last year).**

Median Air Quality Index, 2025

MSA	Air Quality Index	Rank
Roanoke, VA	37	1
Fayetteville-Springdale-Rogers, AR	40	2
Huntsville, AL	42	3
Montgomery, AL	44	4 (tie)
Shreveport-Bossier City, LA	44	4 (tie)
Killeen-Temple, TX	45	6 (tie)
Monroe, LA	45	6 (tie)
Lafayette, LA	46	8
Columbus, GA-AL	48	9
Chattanooga, TN-GA	49	10
Jackson, MS	52	11



Shreveport-Bossier MSA is ranked 4th among comparative communities, **up from 9th in 2024.**

SHREVEPORT-BOSSIER MSA, 2025



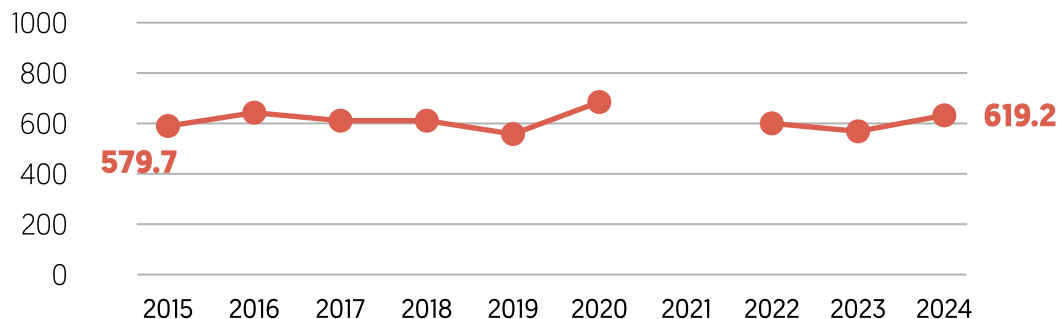
31.0%

Percent of Days with Air Quality Index Below Good

Ranked 4th among comparative communities

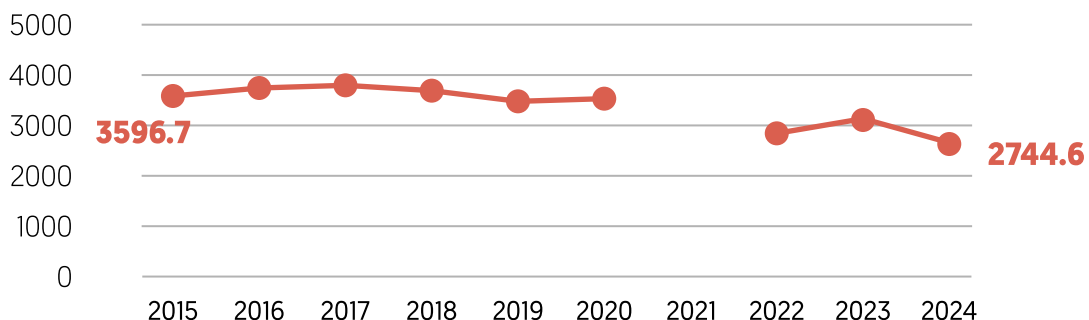
Violent Crime Rate (offenses per 100,000 population)

Shreveport-Bossier MSA, 2015-2024



Property Crime Rate (offenses per 100,000 population)

Shreveport-Bossier MSA, 2015-2024



**Number of Deaths Due to Homicide
Per 100,000 Population by Race**
Shreveport-Bossier MSA, 2026

5.2

White

40.3

Black

**Number of Deaths Due to Firearms
Per 100,000 Population by Race**
Shreveport-Bossier MSA, 2026

20.0

White

48.8

Black

Percent of Population Registered to Vote, 2025

MSA	Percent of Pop. Registered to Vote	Rank
Jackson, MS	70.2%	1
Huntsville, AL	68.6%	2
Lafayette, LA	66.5%	3 [tie]
Monroe, LA	66.5%	3 [tie]
Shreveport-Bossier City, LA	64.0%	5
Chattanooga, TN-GA	63.6%	6
Columbus, GA-AL	63.5%	7
Montgomery, AL	62.0%	8
Roanoke, VA	61.3%	9
Killeen-Temple-Fort Hood, TX	60.2%	10
Fayetteville-Springdale-Rogers, AR	60.0%	11

Arts Vibrancy Index, 2024

MSA	Arts Vibrancy Index	Rank
Chattanooga, TN-GA	90.5	1
Huntsville, AL	88.1	2
Fayetteville-Springdale-Rogers, AR	84.0	3
Roanoke, VA	82.7	4
Montgomery, AL	82.0	5
Shreveport-Bossier City, LA	79.6	6
Jackson, MS	76.1	7
Lafayette, LA	74.4	8
Columbus, GA-AL	68.6	9
Monroe, LA	53.8	10
Killeen-Temple-Fort Hood, TX	42.6	11

Community Counts 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. **The Shreveport-Bossier MSA has steadily improved its Arts Vibrancy Index from 37.6 in 2019 to 79.6 in 2024.**

Summary and Conclusions

Overall Rankings for Shreveport-Bossier MSA, 2026



Category	Socio-Economic Indicator	Ranking	Average Ranking
Population	Total Population	8	9.5
	Population Growth	11	
Human Capital	Percent 3- and 4-Year-Olds Enrolled in School	4	7.4
	Percent of Population 25 Years+ with Less than High School Diploma	7	
	Percent of Population 25 Years+ with an Associate's Degree	6	
	Percent of Population 25+ with a Bachelor's Degree or Higher	9	
	Percentage of Households with a Computer	9	
	Households with a Broadband Internet Subscription	11	
	Unemployment Rate	11	
	Percent of Population 16 Years+ in Labor Force	9	
	Per Capita Personal Income	3	
	Percent Increase in Personal Income	10	
	Per Capita Real GDP	2	
	Innovation Index Score	10	
	GDP Compound Growth Rate	5	
Economic Well-Being	Median Household Income	10	9.3
	Per Capita Income	9	
	Median Hourly Wage	7	
	Poverty Rate	10	
	Poverty Rate for Children Under 5 Years of Age	10	
	Households Receiving SNAP Benefits	10	
	Households with Cash Public Assistance	10	
	Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP	9	
	Percent of Occupied Housing Units that are Owner-Occupied	8	
	Percent of Occupied Housing Units with Monthly Owner Costs 35% or More of Household Income	8	
	Percent of Occupied Units with Monthly Gross Rent 35% or More of Household Income	11	
Health	Percent Uninsured	5	8.0
	Percent of Children Under 19 Uninsured	6	
	Percent of Population 19 to 64 Years Employed and Uninsured	5	
	Food Environment	9	
	Mortality Rate	9	
	Chlamydia Rate	8	
	Percent of Live Births with Low Birth Rate	11	
Physical Environment	Median Air Quality Index	4	4.0
	Days with Air Quality Below Good	4	
Social Environment	Violent Crime Rate	9	7.9
	Property Crime Rate	10	
	Percent of Population Registered to Vote	5	
	Arts Vibrancy Index	6	
	Family Support	11	

OVERALL SHREVEPORT-BOSSIER MSA RANKING: 8.0

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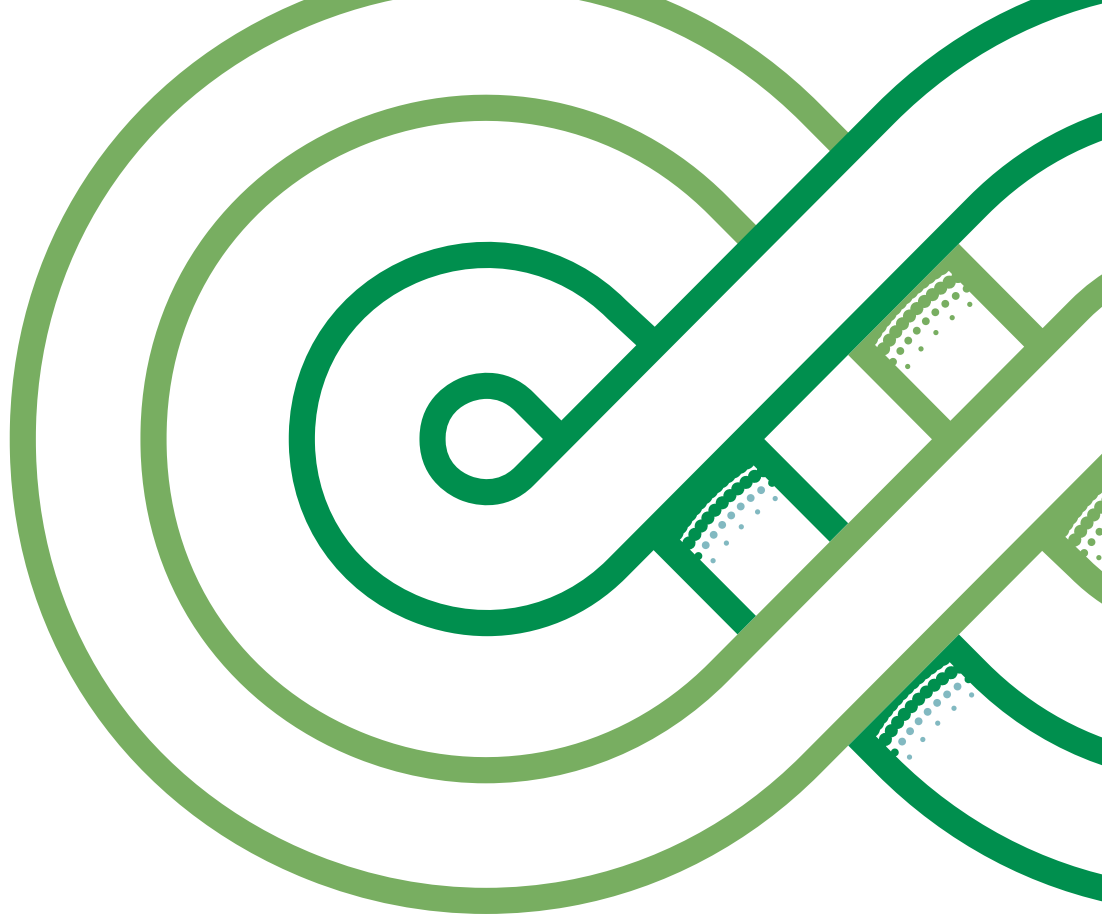
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Community Counts

An initiative of Community Foundation of North Louisiana



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