

Community Counts

MEASURING A PATH FORWARD

2023



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 Table 25. Of the six primary categories, the MSA's ranking among its peers (with 1 being the best possible ranking) was in the lower tier in Population (9.0), Human Capital (8.1), Economic Well-Being (8.4), Health (7.6), and Physical Environment (8.0). Our MSA ranked in the mid-range in Social Environment (6.4). Of the 41 indicators in the report that are used to rank the peer communities, our rankings improved on 7, got worse on 12, and stayed the same on 22. We held our ranking or improved it on 19 of 41 indicators.

In the six major categories, we saw improvement in our ranking on Economic Well-Being, Health, and Social Environment. This represents a positive theme over the last two years of improvement in those categories. But our ranking in Human Capital fell, particularly due to education and unemployment measures. Our combined ranking on Economic Well-Being, Health, Human Capital, and Social Environment improved slightly from 7.7 to 7.6 this year.

Whereas this year's report shows progress, our consistently poor ranking in the Economic Well-Being category—particularly regarding poverty, household income, and housing—is probably the most significant issue demanding attention. The ranking in this primary category has declined significantly since 2015 from 7.2 to 8.1, despite improvement this year.

We have 22 categories where our MSA was ranked 9th or worse, but there are bright spots. These are dispersed and limited, but meaningful. Our rankings among the top three include households with cash public assistance (2nd), per capita personal income (3rd), per capital real GDP (2nd), percent uninsured (3rd), and percent of children under age 19 uninsured (1st). We also ranked in the top half of our peers in violent crime rate, property crime rate, percent age 19-64 employed and uninsured, and percent of 3- and 4-year-olds enrolled in school. These are important indicators and positive elements to build on. Shreveport-Bossier has a productive workforce and local economy, good health insurance coverage, and a strong clinical care capacity, giving it a solid foundation on which to drive future improvements in other categories.

Considering all indicators and all categories, the overall combined ranking for our MSA was 7.9 out of 11 peer communities, unchanged from last year. A significant positive note, however, is

that in the core categories of Economics, Health, Human Capital, and Social Environment our combined overall ranking improved from 8.3 two years ago to 7.6.

10-Year Trends

The last decade has seen a moderate recovery from the regional out-migration of the 1980's and early 1990's with the growth driven primarily by gains in Bossier Parish. Overall, the growth rate from 2011 to 2021 was -3.6% representing moderate population decline. 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. Population growth of 12.5% in the Shreveport-Bossier MSA ranked 5th among the peer communities in the early 2000's up to about 2014. 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 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 2021. The last three years regained all and more of the previous growth with a median income of \$48,164 in 2021. While that has not improved our ranking meaningfully, it is positive recent growth in a critical indicator. The MSA experienced a slight uptick in poverty over the past 10 years, a larger increase in families receiving SNAP benefits, and a substantial growth in children under 18 living in households with some kind of public assistance. Home ownership has been steady over the last decade, while owners and renters have seen a moderate increase in housing costs relative to income.

The last decade has seen a dramatic improvement in the cohort graduation rate (68% to 87%) but the share of 3- and 4-year-olds enrolled in school has dropped precipitously since 2017. The share of the population with a bachelor's degree or higher has increased moderately since 2012. The unemployment rate, after small fluctuations between 2012 and 2019 has nearly doubled in the last two years. Moreover, the consistently declining labor force participation rate since 2008 is cause for concern. In terms of workforce productivity from 2011 to 2021, the Shreveport-Bossier MSA has seen stagnant GDP growth like most of the peer communities. Over the last decade, there were four years of economic contraction and six years of expansion.

The reduction in the percentage of uninsured persons represents the most significant improvement in health indicators in our region over the last decade. The share of uninsured persons, children, and employed adults have seen dramatic improvements since 2012, including over the past year. Health insurance, healthcare access, and the resulting general health of the population are all critical elements of the economic vitality of a community and overall quality of life. The most significant areas for concern in the health category are still the persistently high rate of babies born with low birth weight, the high rate of teen pregnancy, and the high chlamydia rate (although this rate has fallen moderately over the past decade, it remains very high). These outcomes are a function of other indicators of health behaviors, food environment,

health care access, health care quality, and even poverty and environmental quality. Beginning to bring these numbers down over time by attacking the contributors to mortality should be a high priority given the 50% increase in our mortality rate since 2010. These issues are difficult, but they are far too costly to be ignored. The direct costs and loss of economic productivity resulting from poor health indicators are more than any community can afford. The Shreveport-Bossier MSA has the capacity in the health care sector and nonprofit sector to address these problems.

The Shreveport-Bossier MSA air quality rating has been unchanged over the last 10 years, remaining in the good air quality range by EPA standards. In addition, one of the most encouraging trends in the data on social environment since 2005 is the falling crime rates. The Shreveport-Bossier MSA has seen the violent crime rate fall by more than half from 2005 to 2014, while the property crime rate fell almost 30% over that period. Importantly, the gains have been sustained as those figures have been relatively stable with a small increase in the past year.

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 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 2021 and were collected and analyzed in 2022 and 2023. 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 16th edition, the *2023 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 identify areas that need more attention. Over the last few 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 new data 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 last year's report was based on 5-year estimates. This year, the 1-year samples were deemed reliable by the Census Bureau so the current report returns to those 1-year estimates with exceptions noted under each table and figure. This one-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 over this time period.

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	586,758	\$29,987	33.0%
Chattanooga, TN-GA	567,395	\$35,136	29.8%
Fayetteville-Springdale-Rogers, AR	558,507	\$35,574	33.1%
Huntsville, AL	502,728	\$41,897	42.8%
Killeen-Temple, TX	486,416	\$28,564	26.5%
Lafayette, LA	479,212	\$29,457	24.4%
Shreveport-Bossier City, LA	389,155	\$28,641	25.8%
Montgomery, AL	386,814	\$29,315	29.1%
Columbus, GA-AL	326,491	\$27,650	27.5%
Roanoke, VA	315,442	\$34,652	30.8%
Monroe, LA	204,884	\$25,442	23.9%
Micropolitan Statistical Area	Population	Per Capita Income	Pop. 25 yrs + Bachelor's Degree or Higher
Natchitoches, LA	37,896	\$22,281	21.6%
Ruston, LA	48,415	\$23,904	37.6%

Source: U.S. Census Bureau, 2021 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 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.³ The Shreveport-Bossier City, Louisiana MSA includes Caddo, Bossier, and DeSoto parishes. The Monroe MSA includes Ouachita, Morehouse, 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 in consultation with Community Foundation staff 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

With the addition of 22 new indicators disaggregating the data by race and sex, the *2022 Community Counts* report now includes 76 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 key 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 2021
Population by Race 2021
Population by Age 2021
Population Growth 2011-2021
ECONOMIC WELL-BEING
<i>Income</i>
Median Household Income 2021
Median Hourly Wage 2022
Per Capita Income 2021
Income Distribution 2021
<i>Poverty</i>
Poverty Rate 2021
Poverty Rate for Children Under 5 Years of Age 2021
Poverty Rate Age 25 and Over by Education 2021
Poverty Rate by Work Status in Past 12 Months 2021
<i>Public Assistance</i>
SNAP Benefits 2021
Households with Cash Public Assistance 2021
Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP Benefits in the Past 12 Months 2021
<i>Housing</i>
Percent of Occupied Housing Units that are Owner-Occupied 2021
Percent of Occupied Housing Units with Monthly Owner Costs 35% or More of Household Income 2021
Percent of Occupied Units with Monthly Gross Rent 35% or More of Household Income 2021
<i>Credit Insecurity</i>
Credit Insecurity Index 2022
HUMAN CAPITAL
<i>Education</i>
Percent 3- and 4-Year-Olds Enrolled in School 2021
Percent 16- to 19-Year-Olds Not Enrolled in School, Not in Labor Force, and Unemployed 2021
Percent of Population 25 Years and Over with Less than High School Grad 2021
Percent of Population 25 Years and Over with an Associate's Degree 2021
Percent of Population 25 Years and Over with a Bachelor's Degree or Higher 2021
Distribution of Education Level in the Population 2021
Households with a Computer 2021
Households with a Broadband Internet Connection 2021
<i>Workforce</i>
Unemployment Rate 2021
Percent of Population 16 Years and Over in Labor Force 2021
Employment by Occupation 2021
Per Capita Personal Income 2021

Personal Income 2021
Percent Increase in Personal Income 2021
Personal Income Sources 2021
Per Capita Real GDP 2021
Innovation Index Score
GDP Compound Growth Rate 2011-2021
HEALTH
<i>Health Coverage</i>
Percent Uninsured 2021
Percent of Children Under 19 Uninsured 2021
Percent of Population 19 to 64 Years Employed and Uninsured 2021
<i>Health Environment</i>
Food Environment Index 2020
<i>Health Outcomes</i>
Mortality Rate 2021
Chlamydia Rate 2020
Percent of Live Births with Low Birth Rate 2014-2020
Teen Birth Rate per 1,000 Female Population 15-19, 2014-2020
Community Health Ranking Among All 64 Louisiana Parishes 2023
PHYSICAL ENVIRONMENT
<i>Air Quality</i>
Median Air Quality Index 2022
Days with Air Quality Below Good 2022
SOCIAL ENVIRONMENT
<i>Crime</i>
Violent Crime Rate 2020
Property Crime Rate 2020
<i>Family Support</i>
Percent of Households with Children Under 18 That Are Single Parent Households, 2021
<i>Civic Engagement</i>
Percent of Population Registered to Vote, 2022
<i>Creative Industries</i>
Arts Vibrancy Index 2022

2. Population

Table 3: Total Population of Metropolitan Statistical Areas, 2021

MSA	Population	Rank	2020 Rank
Jackson, MS	586,758	1	
Chattanooga, TN-GA	567,395	2	
Fayetteville-Springdale-Rogers, AR	558,507	3	
Huntsville, AL	502,728	4	
Killeen-Temple, TX	486,416	5	
Lafayette, LA	479,212	6	
Shreveport-Bossier City, LA	389,155	7	➔ 7
Montgomery, AL	386,814	8	
Columbus, GA-AL	326,491	9	
Roanoke, VA	315,442	10	
Monroe, LA	204,884	11	

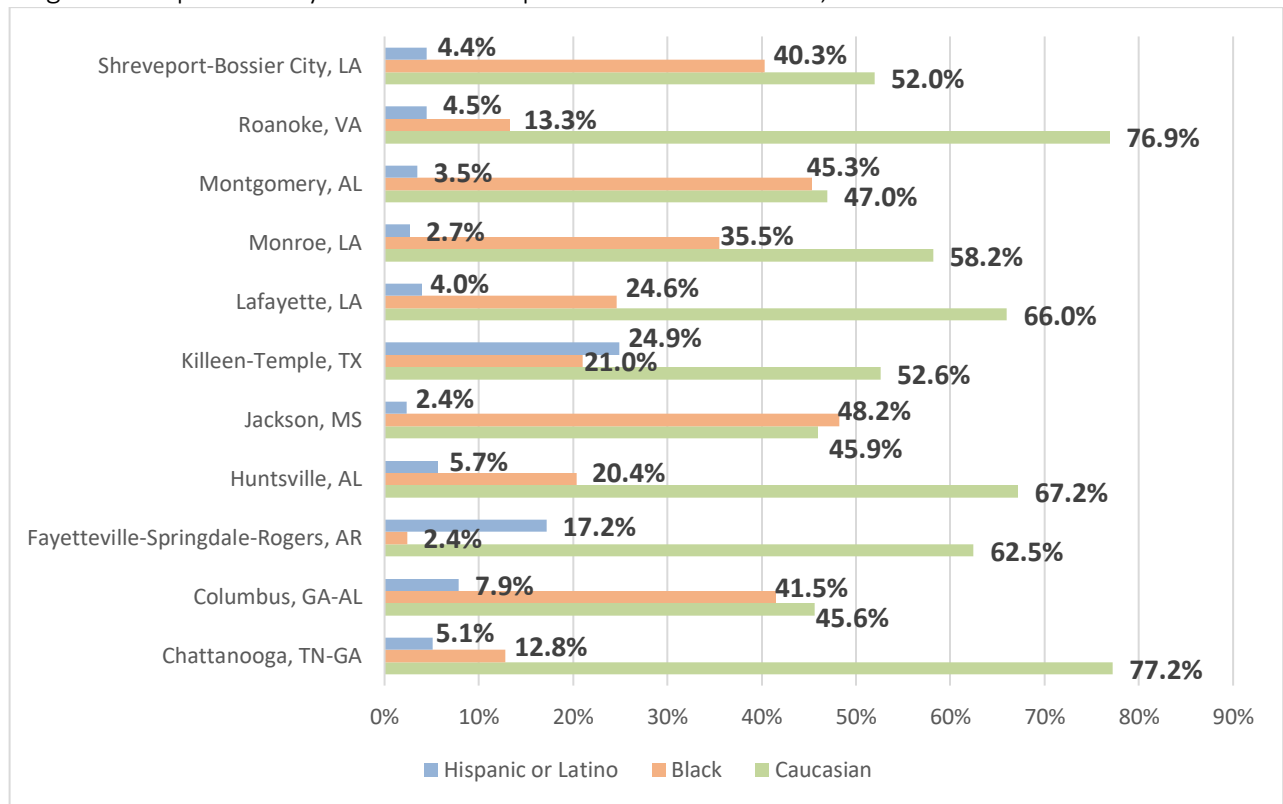
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Table 3 above and Figures 1 and 2 below illustrate the key demographic breakdown of the MSAs. The 2020 Shreveport-Bossier MSA population figure of 389,155 is down 8,435 from last year while our ranking stayed the same (7th). Our MSA is one of the smaller among the peer communities and almost 200,000 smaller than the largest (Jackson).

Figure 1, which illustrates population distribution by race, shows that Roanoke, Fayetteville, and Chattanooga represent the most ethnically homogenous communities with over 74% white populations in each. Columbus, Jackson, and Montgomery represent the most ethnically mixed communities each with over 48% Hispanic/Latino and Black in each MSA. Whites represent less than 50% of the population in each of those communities. Shreveport-Bossier is only slightly less diverse with a 52% white population and 45% Hispanic/Latino and Black population. Only Fayetteville (17%) 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.

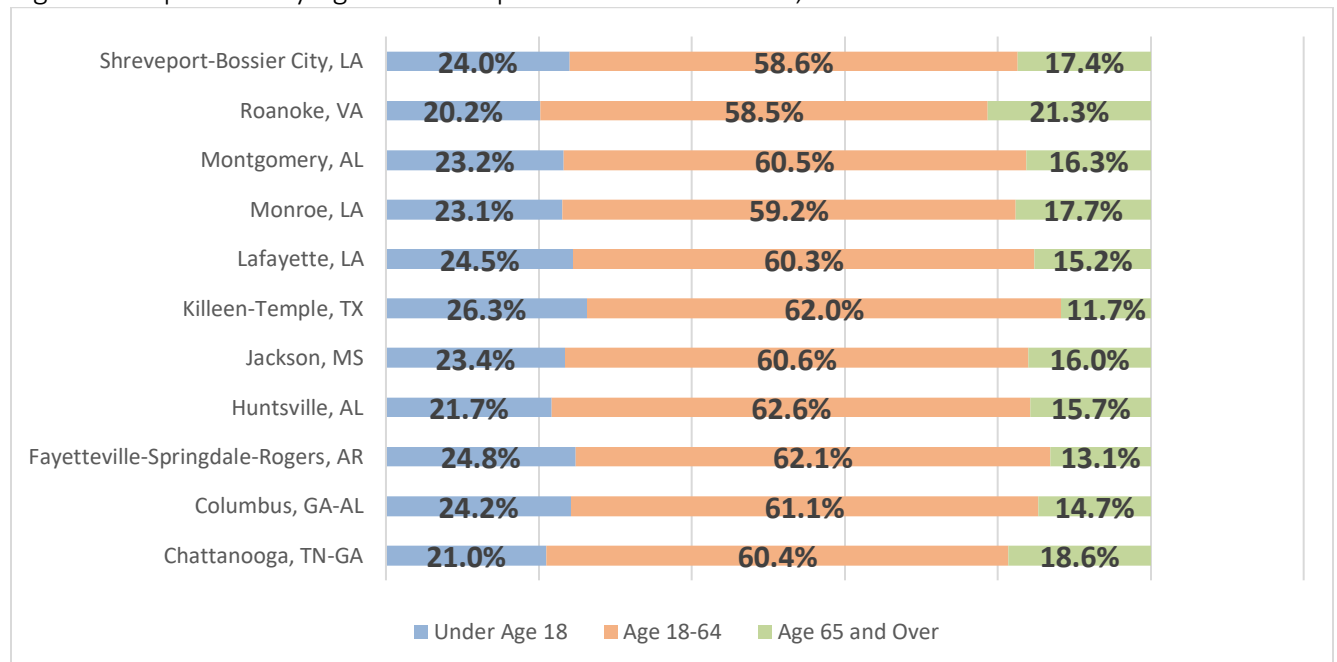
Figure 2 shows that the age distribution in the population varies only moderately across the MSAs with Roanoke and Chattanooga having a slightly older population and Killeen and Fayetteville having a slightly younger populations than the rest of the group. About 60% of the population in each community is in the prime working age category of age 18-64. This 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 (26.1%) and Hispanic males the smallest (2.2%).

Figure 1: Population by Race for Metropolitan Statistical Areas, 2021



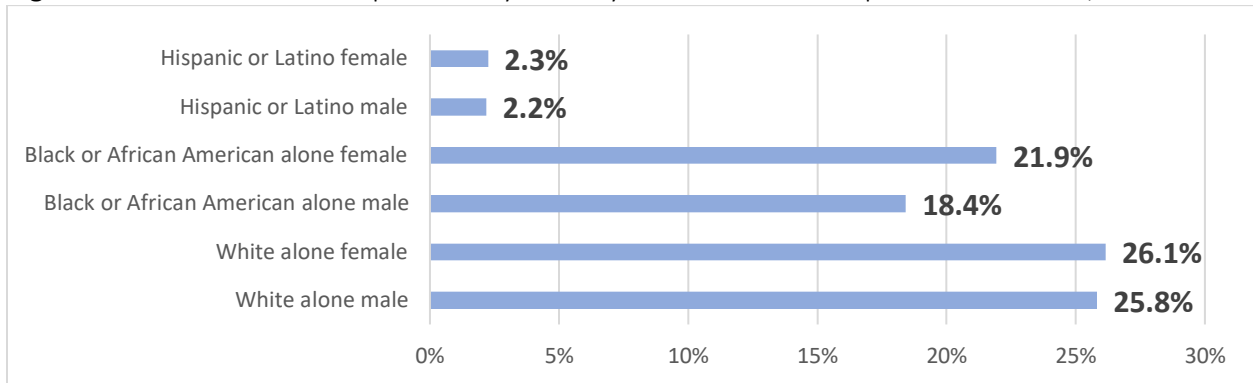
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 2: Population by Age for Metropolitan Statistical Areas, 2021



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

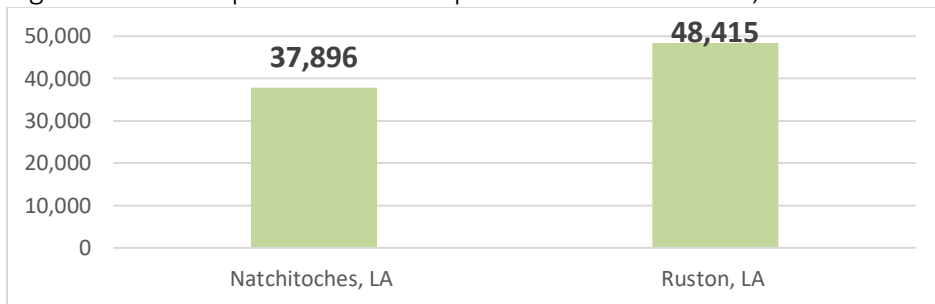
Figure 3: Percent of Total Population by Race by Sex for the Shreveport-Bossier MSA, 2021



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

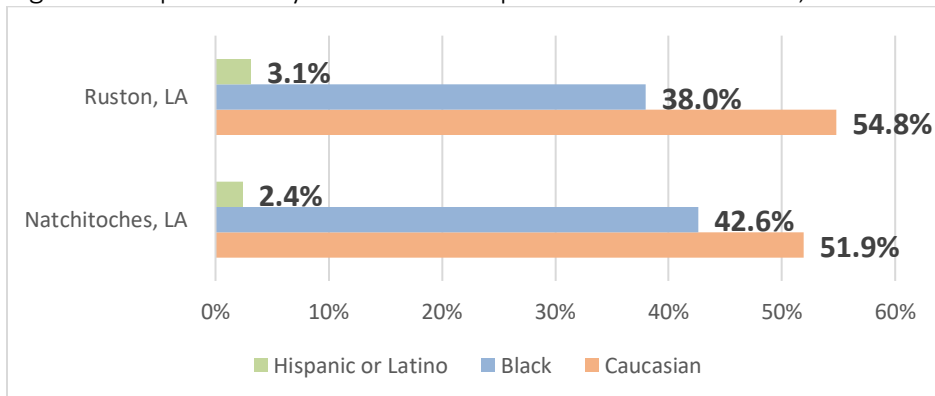
The MicroSA demographics are illustrated in Figures 4, 5, and 6. Note that each area includes one parish. Ruston is the larger of the two MicroSAs, but one-ninth the size of the Shreveport-Bossier MSA. The two areas are similar in terms of their racial and ethnic makeup with each having a higher percentage of Blacks than do most of the MSAs. Ruston has a larger share (66%) 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, 2021



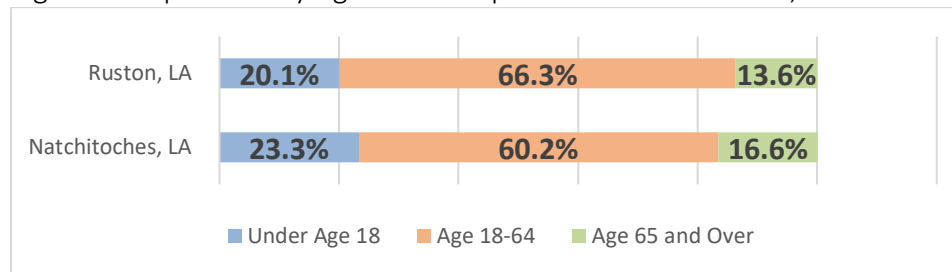
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 5: Population by Race for Micropolitan Statistical Areas, 2021



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

Figure 6: Population by Age for Micropolitan Statistical Areas, 2021



Source: U.S. Census Bureau, 2021 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 last decade saw a moderate recovery from those losses with the growth driven primarily by gains in Bossier Parish, then another period of population decline over the last three years until an uptick in 2020 and a moderate drop in 2021. An important development during that time of growth was the increasing cohesiveness of the MSA region that prompted the U.S. OMB to incorporate Webster Parish into the MSA definition. This inclusion represented a positive development overall for Shreveport-Bossier. However, those gains were lost over the last few years and Webster Parish has been removed. Table 4 below reflects these changes and shows the negative population growth of 3.6% from 2010 to 2020 in the Shreveport-Bossier MSA, ranked last among the peer communities and substantially lower than most. The periods of population expansion and decline as well as the mixture of geographic pockets of growth and decline around the MSA have produced negative growth over the past decade.


Note that 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. Morehouse was previously represented in this report as the Bastrop MicroSA. The Lafayette MSA has become more connected over time, leading to the expansion of the MSA definition to include six parishes, increasing from the original three. As a result, the total population of the MSA has nearly doubled. This is more an extension of the MSA territory due to demographic and economic patterns than actual population growth, but the population growth for the original three parishes in the Lafayette MSA over this period is still strong at 13%. For peer communities with a consistent MSA definition from 2010 to 2020, the highest growth rate is 18.2% in Killeen-Temple-Fort Hood.

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

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

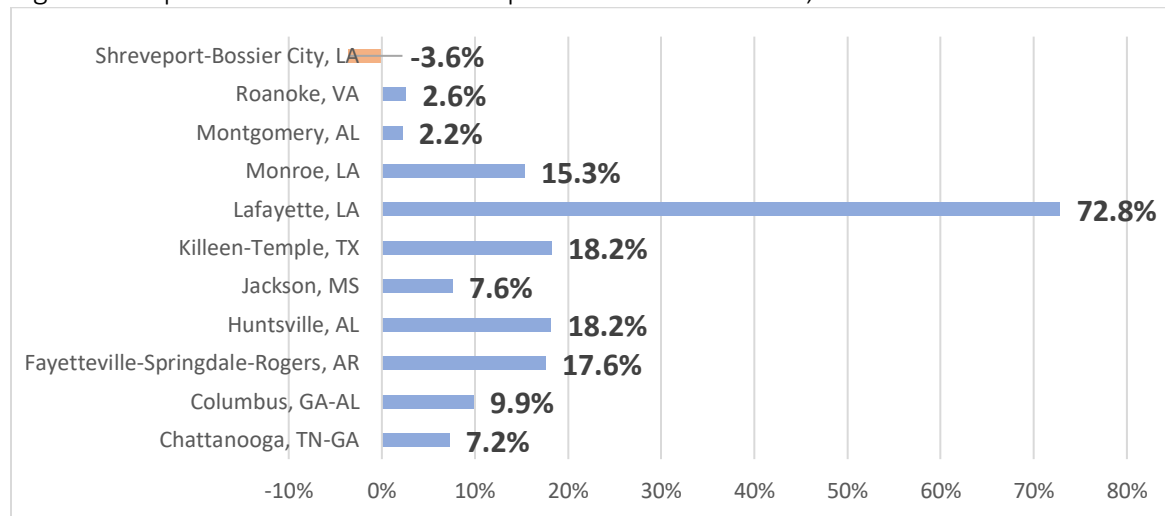
elsewhere and relieve pressure on social services, or it can mean a drain on the productive capacity of human capital in a community. Out-migration of young and skilled workers—as Shreveport-Bossier and many other mid-sized communities has seen over the last 20 years—can reinforce economic stagnation or decline.

Table 4: Population Growth of Metropolitan Statistical Areas, 2011-2021

MSA	Population Growth	Rank	2020 Rank
Lafayette, LA	72.8%	1	
Killeen-Temple-Fort Hood, TX	18.2%	2	
Huntsville, AL	18.2%	3	
Fayetteville-Springdale-Rogers, AR	17.6%	4	
Monroe, LA	15.3%	5	
Columbus, GA-AL	9.9%	6	
Jackson, MS	7.6%	7	
Chattanooga, TN-GA	7.2%	8	
Roanoke, VA	2.6%	9	
Montgomery, AL	2.2%	10	
Shreveport-Bossier City, LA	-3.6%	11	 10

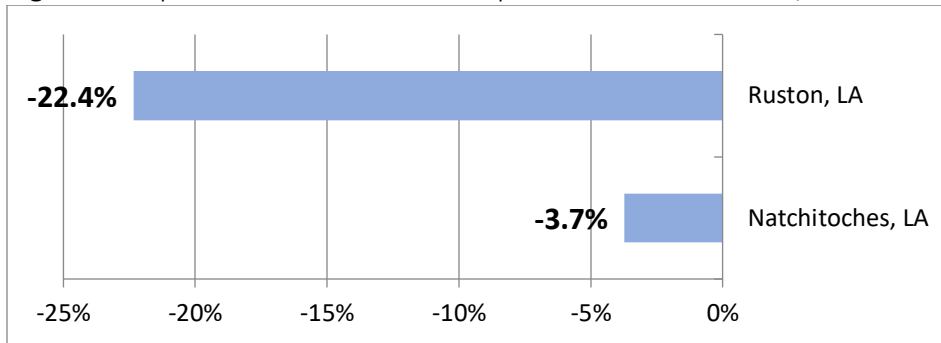
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 7: Population Growth for Metropolitan Statistical Areas, 2011-2021



Source: Calculated by author with data from the U.S. Census Bureau, 2011 American Community Survey 1-Year Estimates and 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>
 Note: The 2021 definition of the Monroe, LA MSA includes Morehouse Parish which was not included in the 2011 definition. The 2021 definition used for the Lafayette, LA MSA includes Acadia Parish, Iberia Parish, and Vermilion Parish which were not included in the 2011 definition. The 2021 definition of the Jackson, MS MSA includes Holmes County and Yazoo County which were not included in the 2011 definition. The 2021 definition of the Fayetteville-Springdale-Rogers, AR MSA does not include McDonald County, MO which was included in the 2011 definition. The 2021 definition of the Columbus, GA-AL MSA includes Stewart County and Talbot County which were not included in the 2011 definition.

Figure 8: Population Growth for Micropolitan Statistical Areas, 2011-2021



Source: Calculated by author with data from the U.S. Census Bureau, 2011 and 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Rustin Micro Area definition in 2013.

3.Economic Well-Being

3.1 Income

Table 5: Median Household Income, 2021

MSA	Median Household Income	Rank	2020 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	➡ 10
Monroe, LA	\$45,001	11	

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

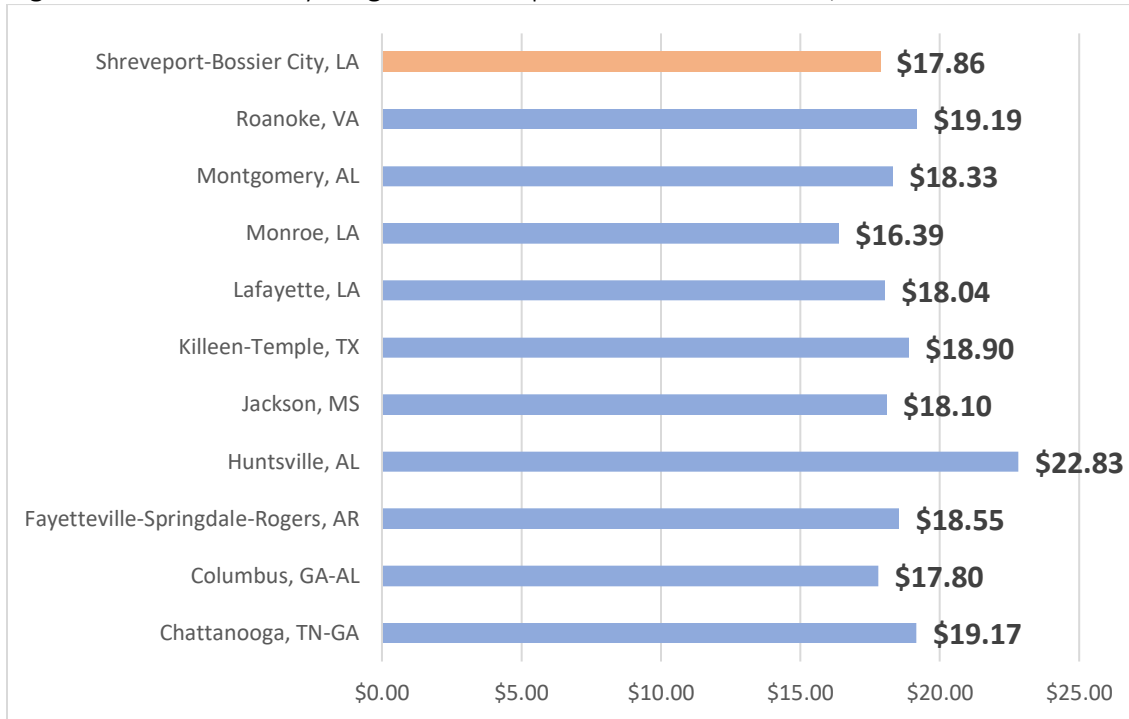
Economic analysis has demonstrated a robust positive relationship between well-being and income across countries and over time.⁵ There are a variety of measures of income including household income, per capita income, and wage levels. These all capture a different element of income to persons in a community. 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 (10th) and median wage (9th). We saw 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. The median household income of \$48,164 was second to last among our peers, higher only than the figure for Monroe, and amounted to only 61% of the top ranking MSA, Huntsville. Huntsville (\$22.72/hour) was an outlier with a much higher average wage than all other peer communities.

Wage levels (which are a major factor in household income) have a complex set of determinants including productivity of workers and businesses, education and skills levels, types of business 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.

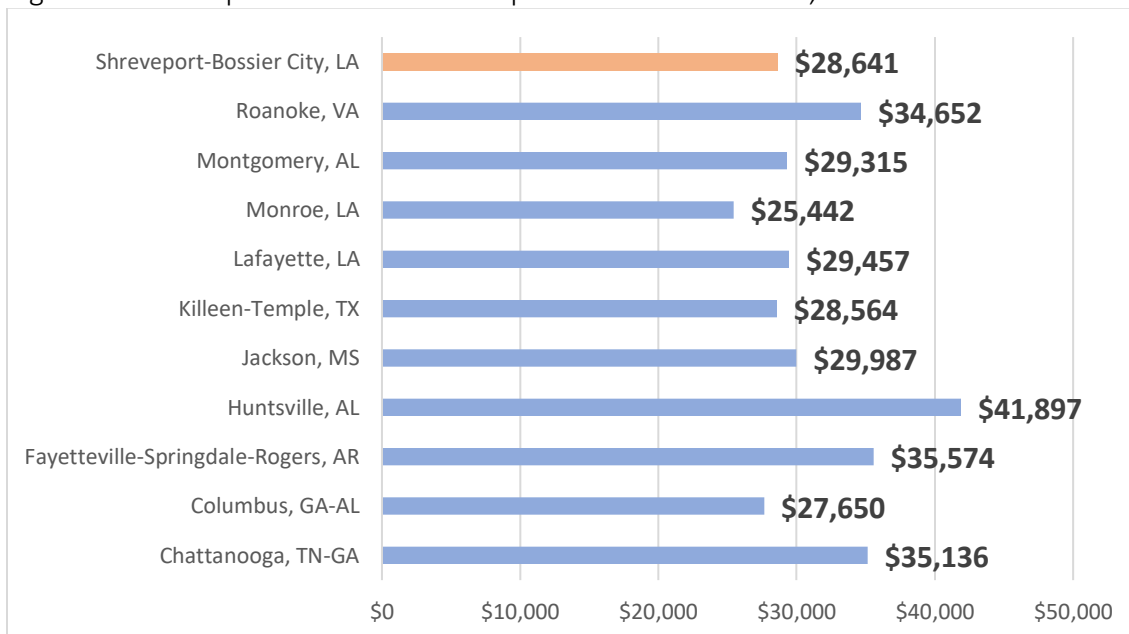
⁵ Stevenson, Betsey and Justin Wolfers. Subjective Well-Being and Income: Is There Evidence of Saturation. *American Economic Review, Papers and Proceedings*. May 2013.

Figure 9: Median Hourly Wage for Metropolitan Statistical Areas, 2022



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, 2021



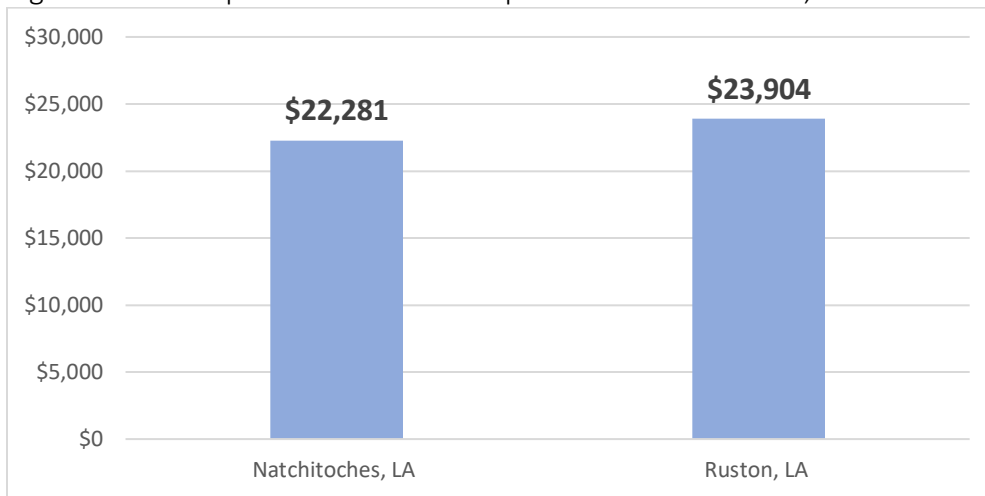
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 11: Median Household Income of Micropolitan Statistical Areas, 2021



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

Figure 12: Per Capita Income for Micropolitan Statistical Areas, 2021

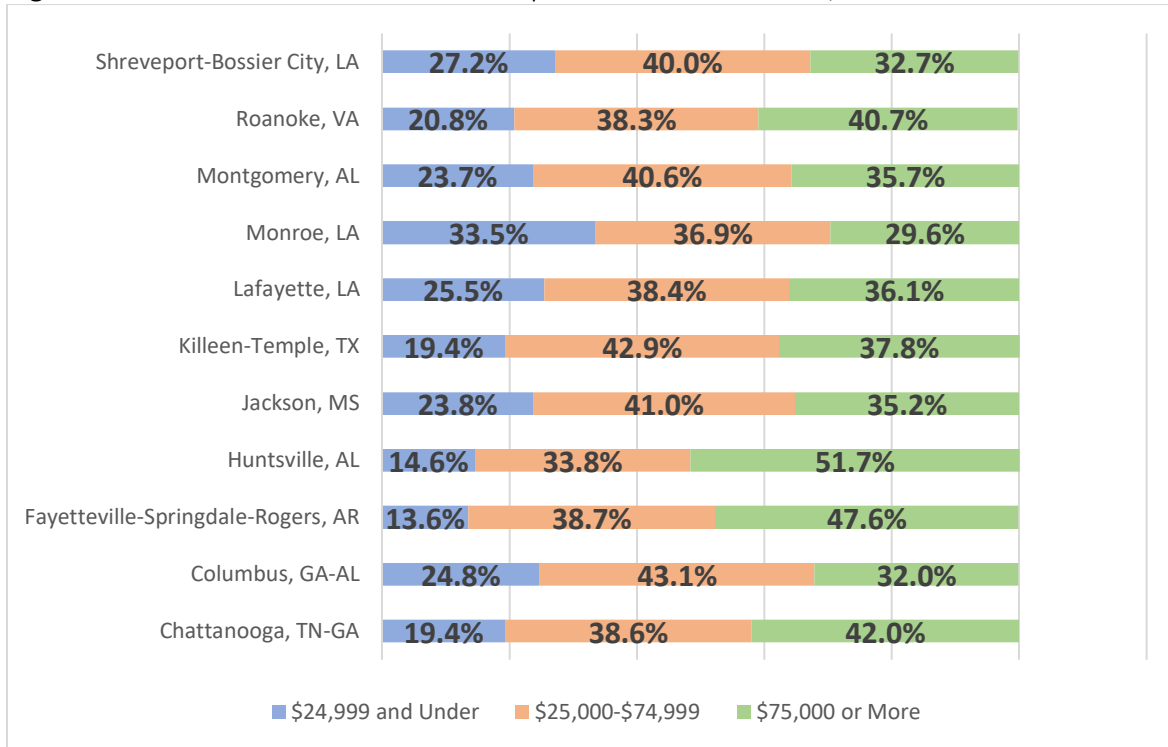


Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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 2nd 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.

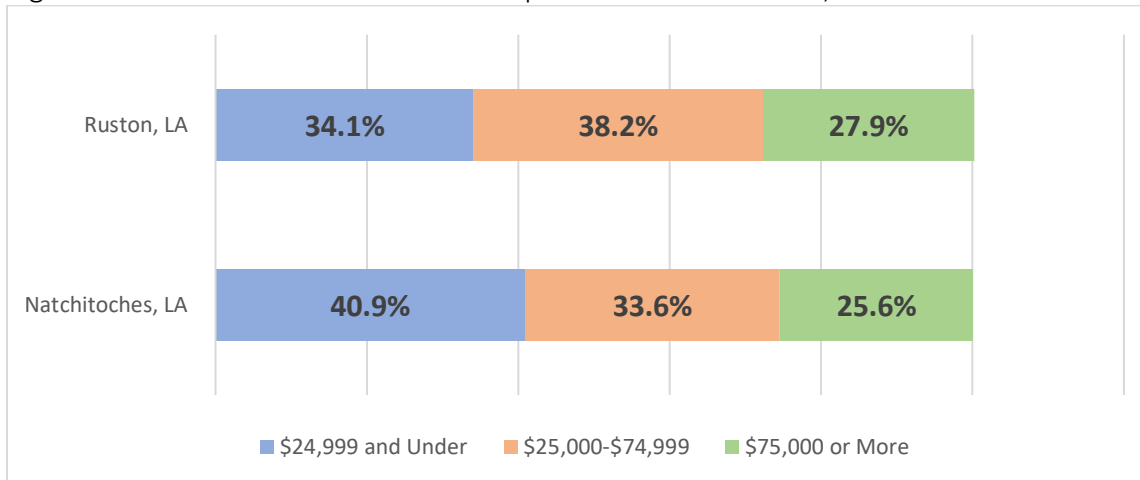
⁶ John Christoffersen, “Robert Shiller: Income Inequality is Most Important Problem”. Huff Post Business, October 15, 2013. http://www.huffingtonpost.com/2013/10/15/shiller-income-inequality-problem_n_4100509.html

Figure 13: Income Distribution for Metropolitan Statistical Areas, 2021



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

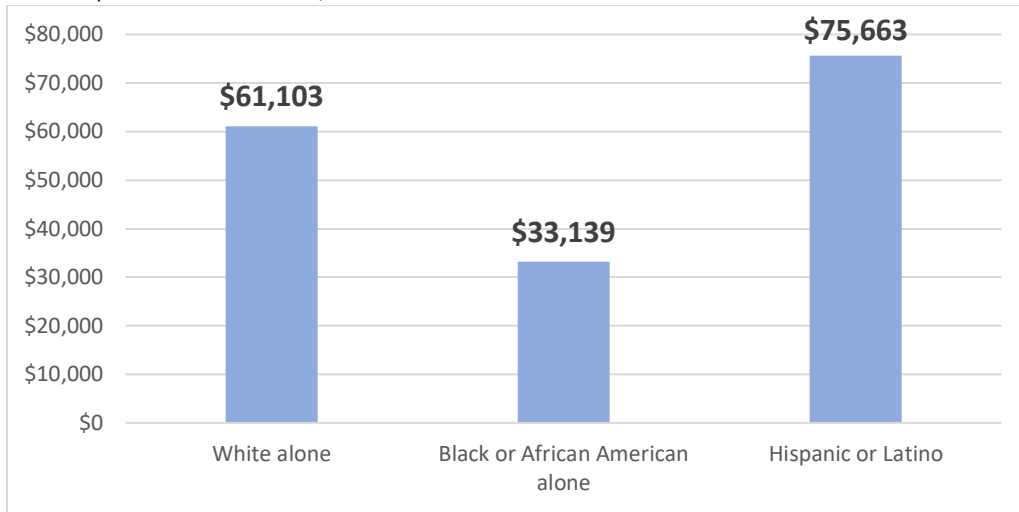
Figure 14: Income Distribution for Micropolitan Statistical Areas, 2021



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

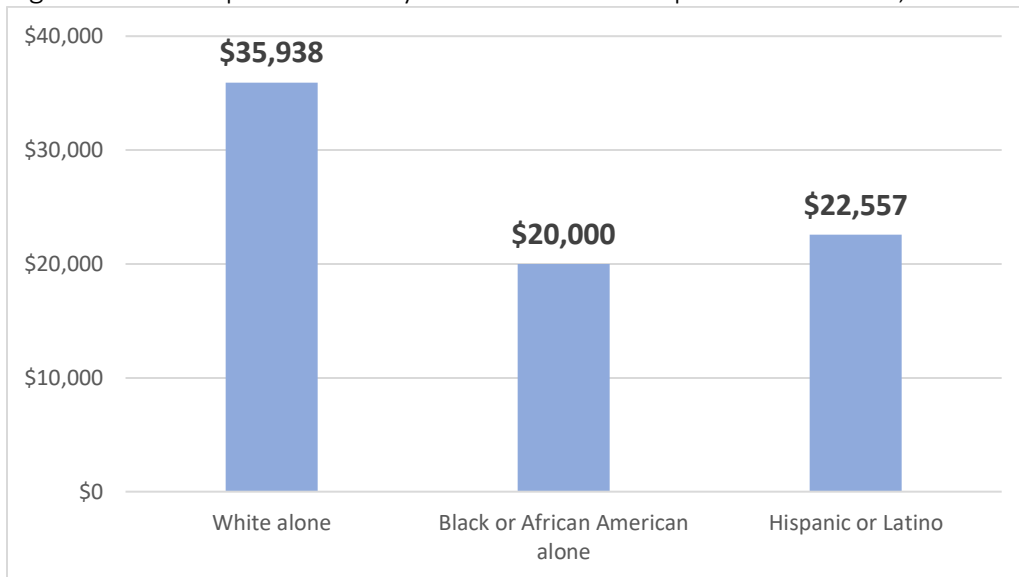
Figures 15 and 16 below illustrate the large racial gap in median household income and per capita income. Median household income in black households is 54% of that in white households, and the per capita income disparity is similar.

Figure 15: Median Household Income by Race of Householder for the Shreveport-Bossier MSA, 2021



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


Figure 16: Per Capita Income by Race for the Shreveport-Bossier MSA, 2021



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

3.2 Poverty

Table 6: Percent of Families Below Poverty Level, 2021

MSA	Families Below Poverty Level	Rank	2020 Rank
Fayetteville-Springdale-Rogers, AR	6.6%	1	
Huntsville, AL	6.6%	2	
Roanoke, VA	8.0%	3	
Chattanooga, TN-GA	8.2%	4	
Killeen-Temple, 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	 10
Columbus, GA-AL	15.9%	10	
Monroe, LA	22.7%	11	

Source: U.S. Census Bureau, 2021 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

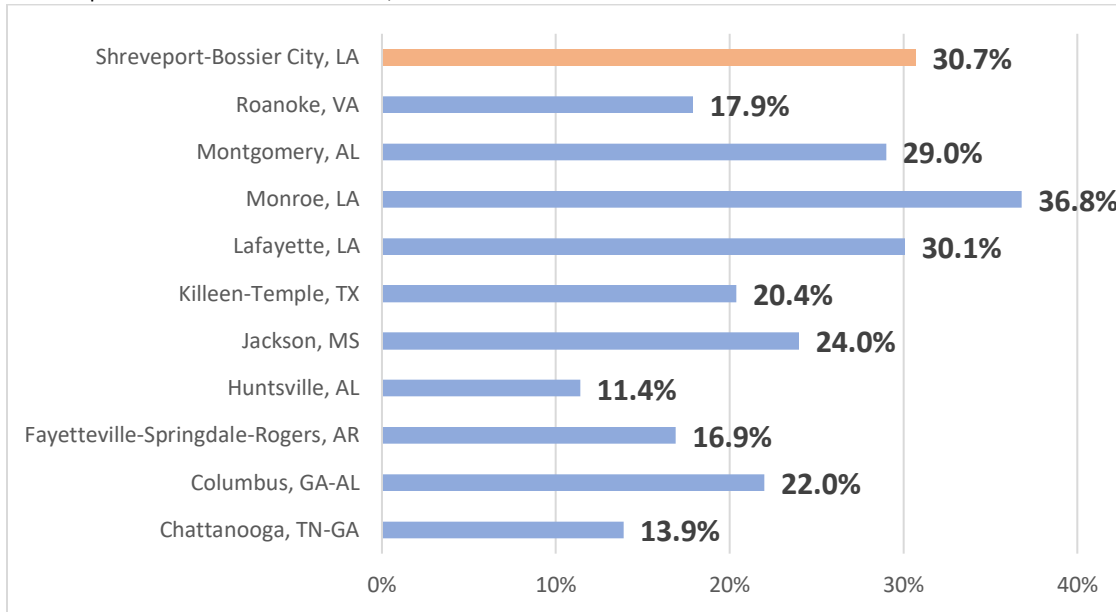
The Shreveport-Bossier MSA rose one slot to 9th place among peer communities with an overall poverty rate of 15.6 percent, improving slightly from the previous year. That rate was nearly twice the rate of Fayetteville and Huntsville (6.6%), the lowest among the peers. In addition, Shreveport-Bossier has the 2nd highest rate of poverty (30.0%) for families with children under 5 years of age (Figure 17). While this figure is well above most of our peers, it is still six percentage points lower than the figure from four years ago (36.7%).

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

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

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.

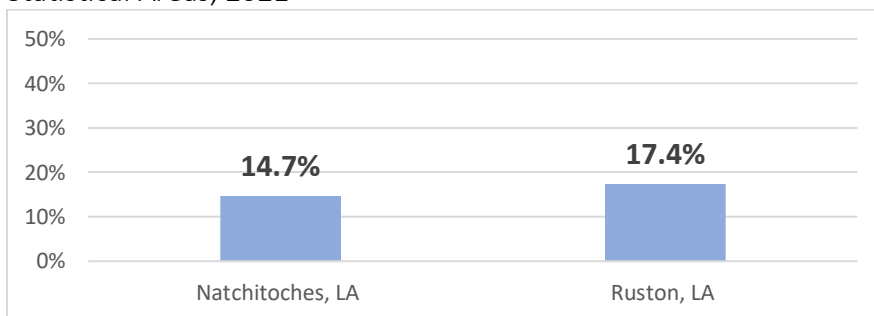
Figure 17: Poverty Rate for Families with Children Under 5 Years Old for Metropolitan Statistical Areas, 2021



Source: U.S. Census Bureau, 2021 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 35 percent. Despite Ruston’s higher income levels and otherwise higher performing economic indicators, there is a large population of children living in poverty (39.3%).

Figure 18: Percent of Families Below Poverty Level for Micropolitan Statistical Areas, 2021



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

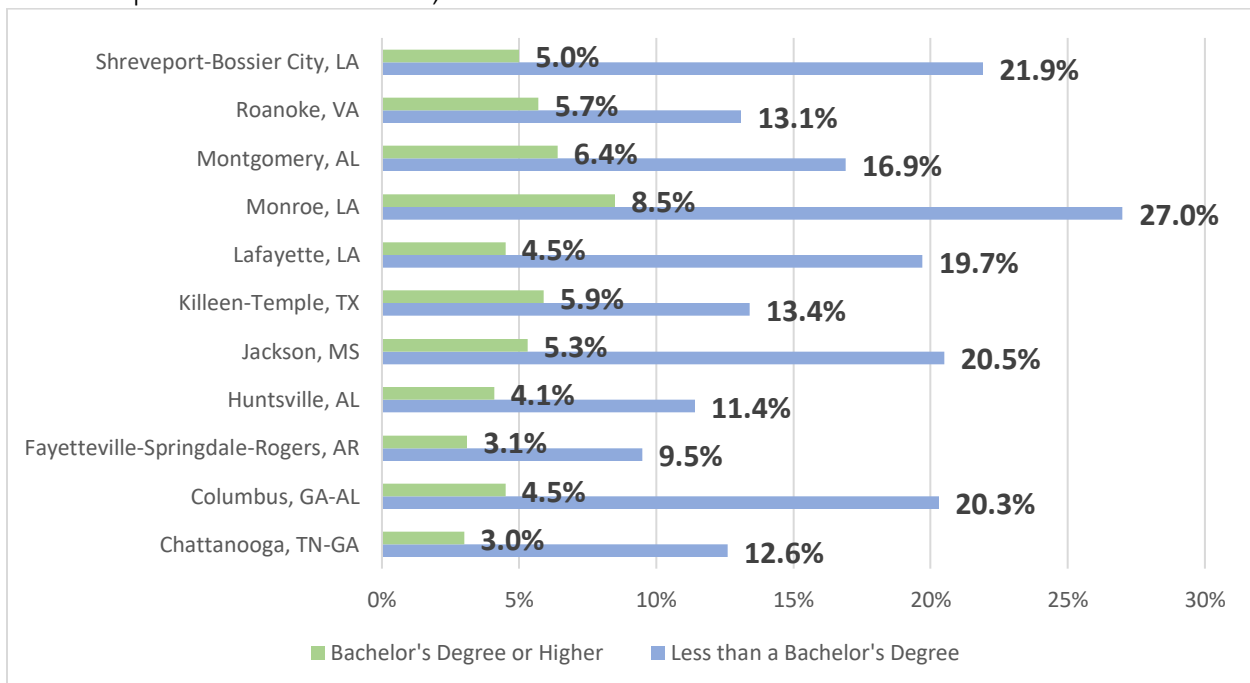
Figure 19: Poverty Rate for Families with Children Under 5 Years Old for Micropolitan Statistical Areas, 2021



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

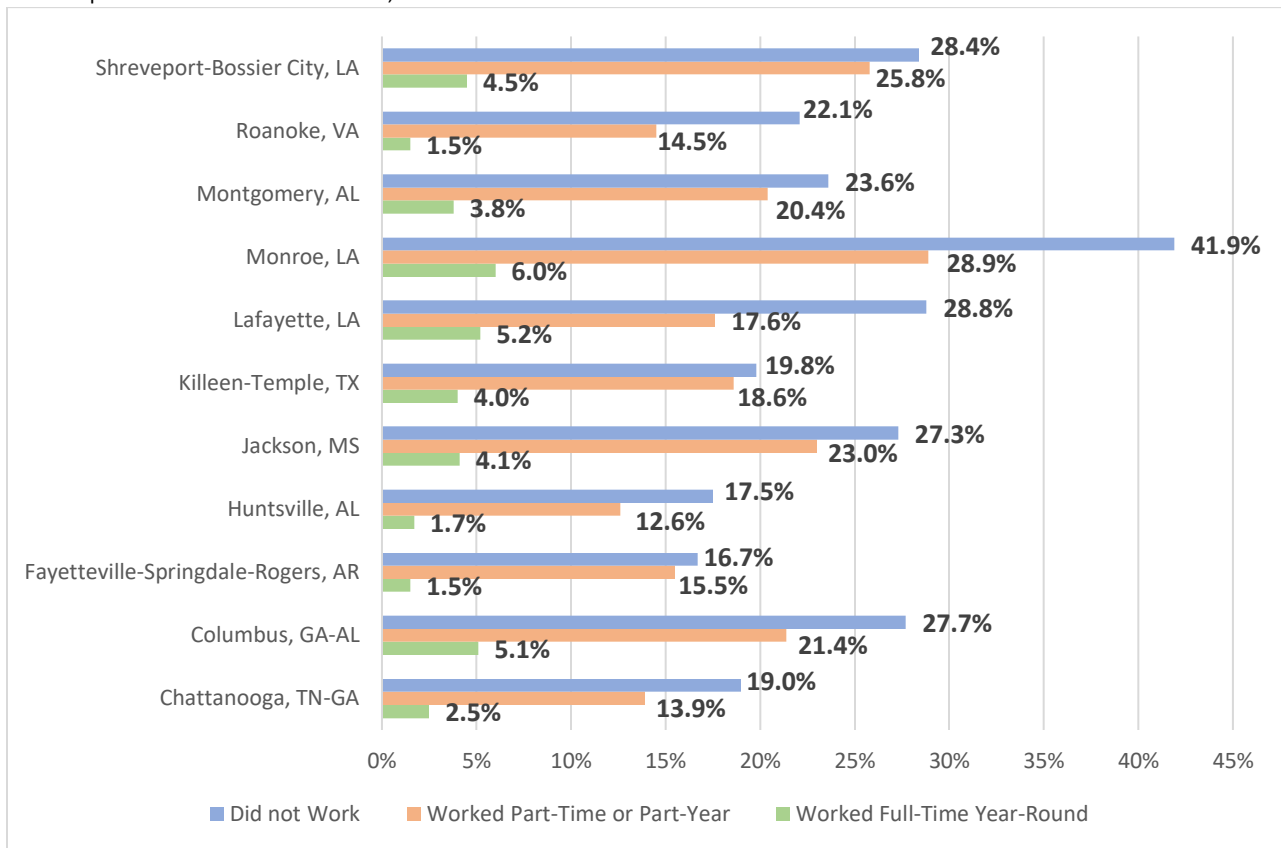
Figures 20 and 21 below illustrate an important component of the poverty story. Poverty rates for individuals that lack a college education (Figure 20) and a sustained connection to the labor market (Figure 21) are many times higher than the rest of the population. Whereas the poverty rates for people without a job or with only part-time or part-year work (Figure 21) were between 12.6% (Huntsville) and 28.9% (Monroe), poverty rates for those with full-time, year-round work were between 1.5% (Roanoke and Fayetteville) and 6.0% (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 5% for those with a bachelor’s degree, 4.5% for those working full-time, and 25.8% 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, 2021



Source: U.S. Census Bureau, 2021 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, 2021

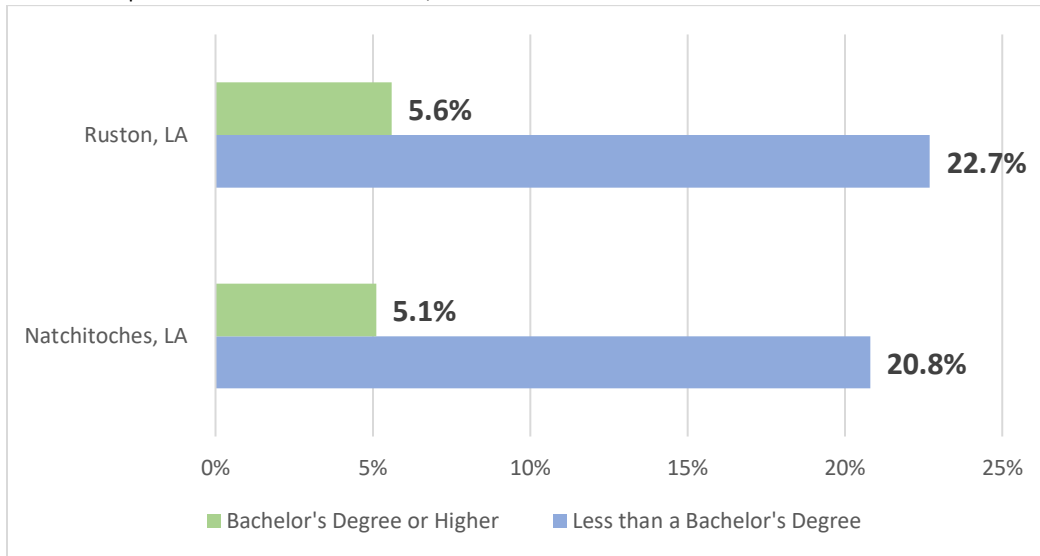


Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

These data across all communities illustrate 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 the MSA’s list of priorities.

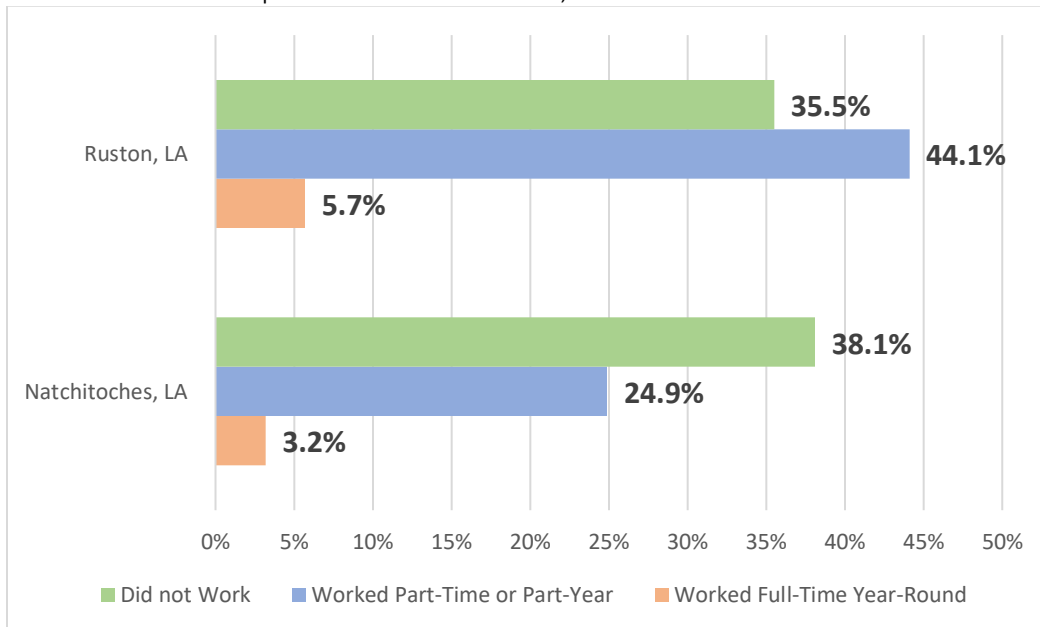
The data for the MicroSAs (Figures 22 and 23 below) show generally higher poverty rates for all education levels and work status than do the MSAs. Both micro areas show a very high poverty rate (Ruston 44.1% and Natchitoches 24.9%) for people that worked part-time almost eight times the rate for people that worked full-time.

Figure 22: Percent of Persons Age 25 and Over in Poverty by Education Level for Micropolitan Statistical Areas, 2021



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

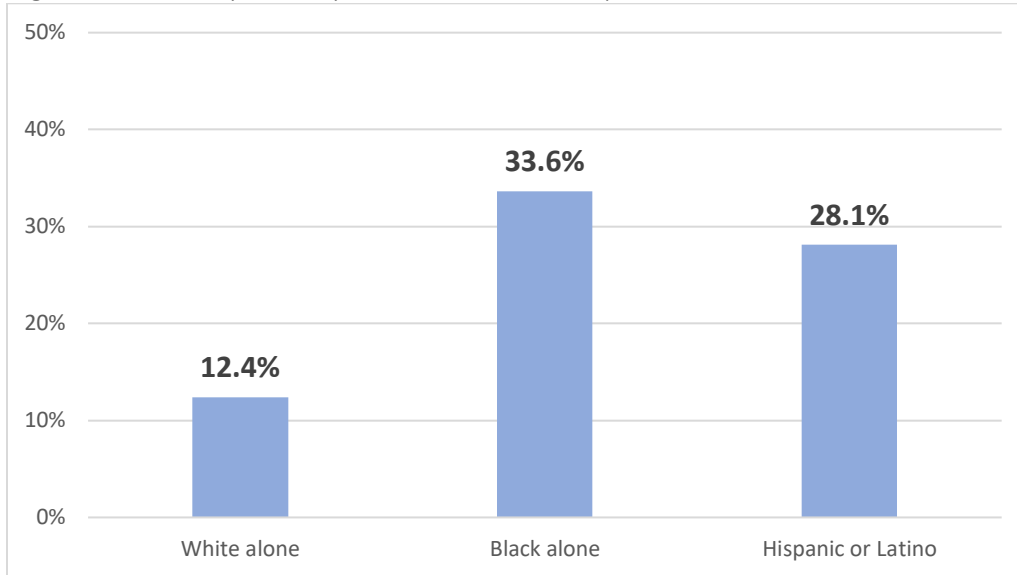
Figure 23: Poverty Rate by Work Status in Past 12 Months for People 16 Years and Older for Micropolitan Statistical Areas, 2021



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

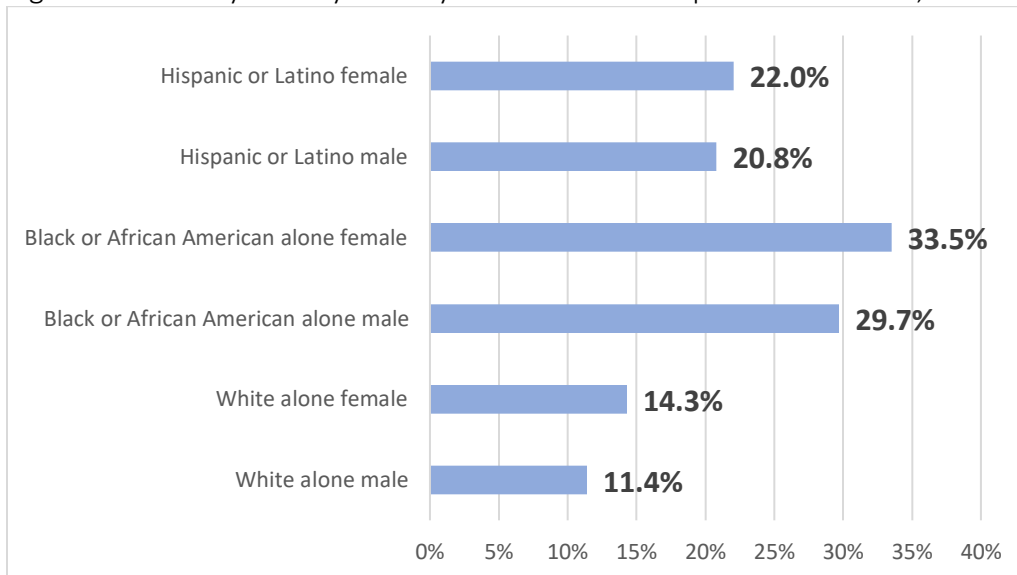
Figures 24 and 25 illustrate the large racial disparity for individuals living in poverty. The poverty rate for black individuals is almost three times that of whites, and black females have a poverty rate of 33.5% compared to a 11.4% rate for white males.

Figure 24: Poverty Rate by Race for the Shreveport-Bossier MSA, 2021



Source: U.S. Census Bureau, 2021 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, 2021



Source: U.S. Census Bureau, 2021 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, 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 9th of the peer communities in the percentage of households receiving SNAP benefits. Our rate was up almost three points from last year and was almost four times as high as the lowest rate for a peer community (4.9%). Figure 26 below shows the large racial disparity in SNAP households with over 30% of households identified as black or African American receiving SNAP and only 10% of white households.

Table 7: Households Receiving SNAP Benefits, 2021

MSA	Families Receiving SNAP	Rank	2020 Rank
Fayetteville-Springdale-Rogers, AR	4.9%	1	
Huntsville, AL	7.0%	2	
Roanoke, VA	10.2%	3	
Chattanooga, TN-GA	10.5%	4	
Jackson, MS	11.2%	5	
Killeen-Temple-Fort Hood, TX	12.2%	6	
Montgomery, AL	17.5%	7	
Lafayette, LA	17.6%	8	
Shreveport-Bossier City, LA	19.1%	9	➔ 9
Monroe, LA	20.0%	10	
Columbus, GA-AL	22.0%	11	

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

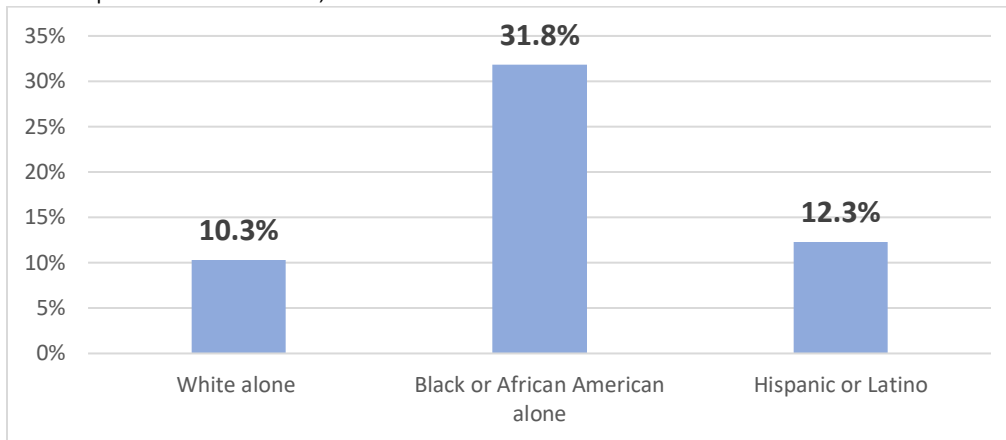
Although overall participation rates are very low for most MSAs, the Shreveport-Bossier MSA has the 2nd lowest rate of households receiving cash public assistance (Figure 27). Variations in workforce characteristics and employment opportunities can create differences in the usage of

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.snaptohealth.org/snap/snap-frequently-asked-questions/>

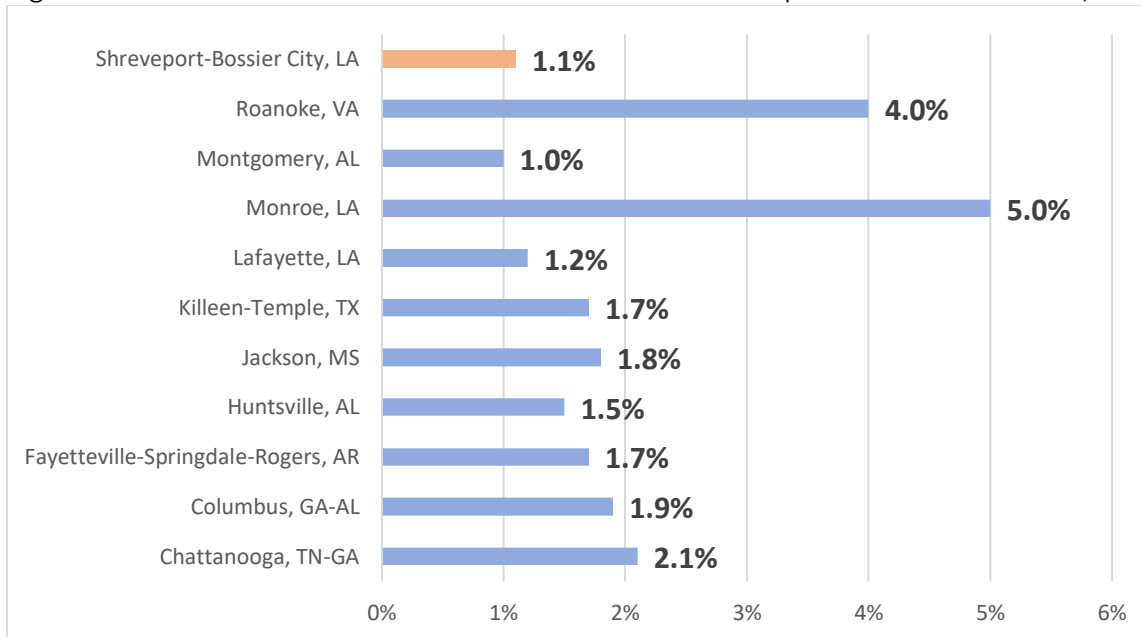
public assistance programs. For example, residents in poorer communities with lower education levels and fewer and lower-paying job opportunities find SNAP benefits more accessible than cash public benefits because of the work requirements. Furthermore, the circumstances of children in a community are critical to any analysis of well-being. The Shreveport-Bossier MSA has the second highest rate (43.6%) of its children under 18 living in households with some form of public assistance (Figure 29). The rate in our MSA was more than triple the rate in Fayetteville (12.4%), and the rate rose by over nine points from the previous year.

Figure 26: Households Receiving SNAP Benefits by Race of Householder for the Shreveport-Bossier MSA, 2021



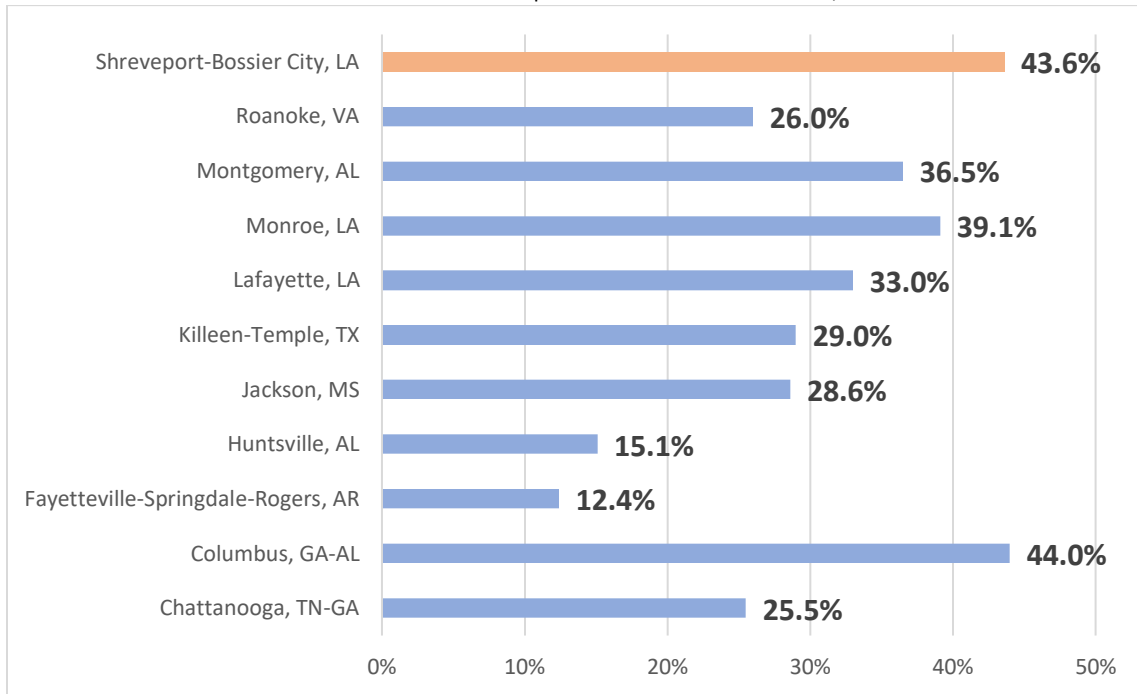
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 27: Households with Cash Public Assistance for Metropolitan Statistical Areas, 2021



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

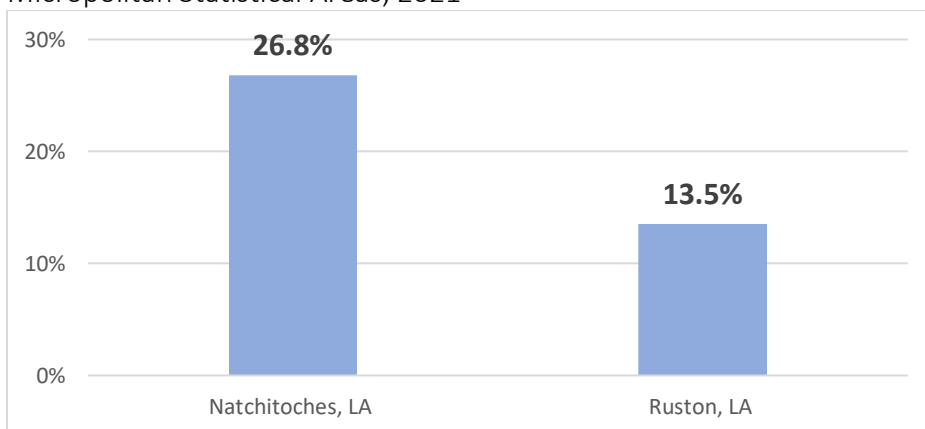
Figure 28: Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Past 12 Months for Metropolitan Statistical Areas, 2021



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

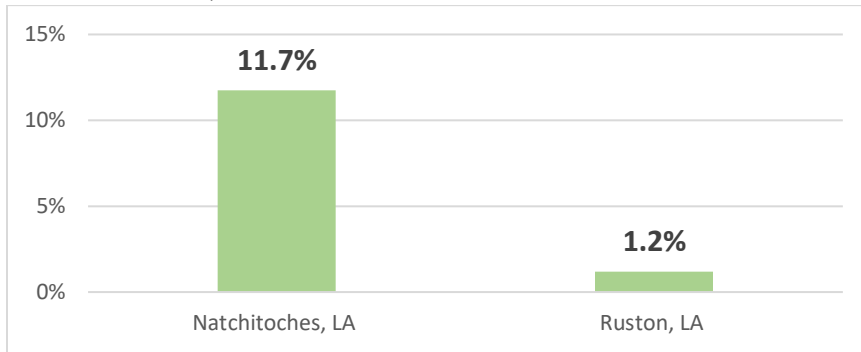
The MicroSAs all have rates of participation in transfer programs that are higher than the MSAs, as expected. In Natchitoches, the SNAP and cash public assistance roles are significantly higher, and nearly half (44.7%) of minor children live in households receiving some form of public assistance (Figure 31).

Figure 29: Households Receiving SNAP Benefits for Micropolitan Statistical Areas, 2021



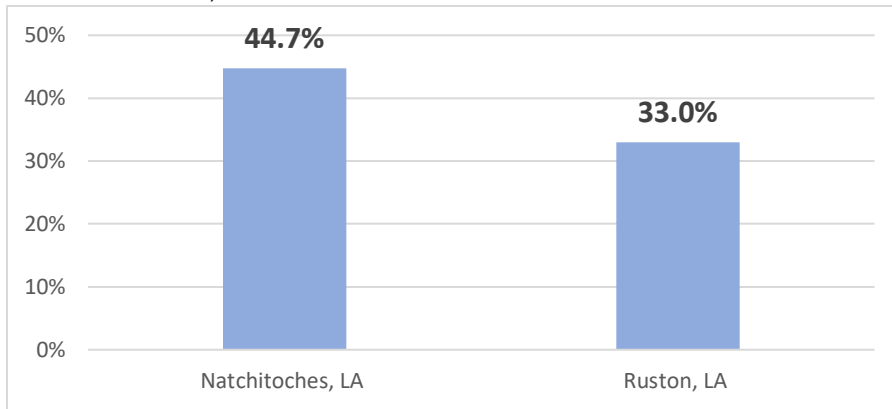
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 30: Households with Cash Public Assistance for Micropolitan Statistical Areas, 2021



Source: U.S. Census Bureau, 2021 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, 2021




Source: U.S. Census Bureau, 2021 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. 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. 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 9th, down from 6th two years ago, in the share of housing units that are owner-occupied (61.5%).

Table 8: Percent of Occupied Housing Units Owner-Occupied by MSA, 2021

MSA	Percent of Housing Units Owner-Occupied	Rank	2020 Rank
Huntsville, AL	71.2%	1	
Lafayette, LA	69.5%	2	
Roanoke, VA	69.1%	3	
Chattanooga, TN-GA	68.0%	4	
Jackson, MS	66.4%	5	
Montgomery, AL	65.1%	6	
Fayetteville-Springdale-Rogers, AR	65.0%	7	
Monroe, LA	64.6%	8	
Shreveport-Bossier City, LA	61.5%	9	 8
Killeen-Temple-Fort Hood, TX	56.3%	10	
Columbus, GA-AL	55.8%	11	

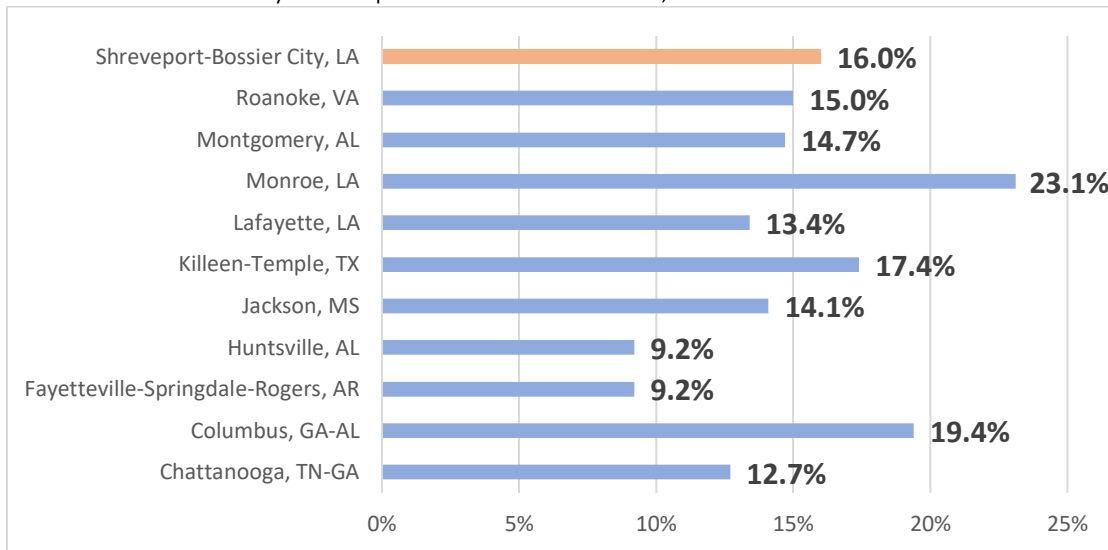
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

The cost of housing relative to household income is an important indicator of the affordability of housing across MSAs. Five years ago, the Shreveport-Bossier MSA saw a steep rise in the share of

¹⁰ *Social Benefits of Home Ownership*. National Association of Realtors, Research Division. April 2012

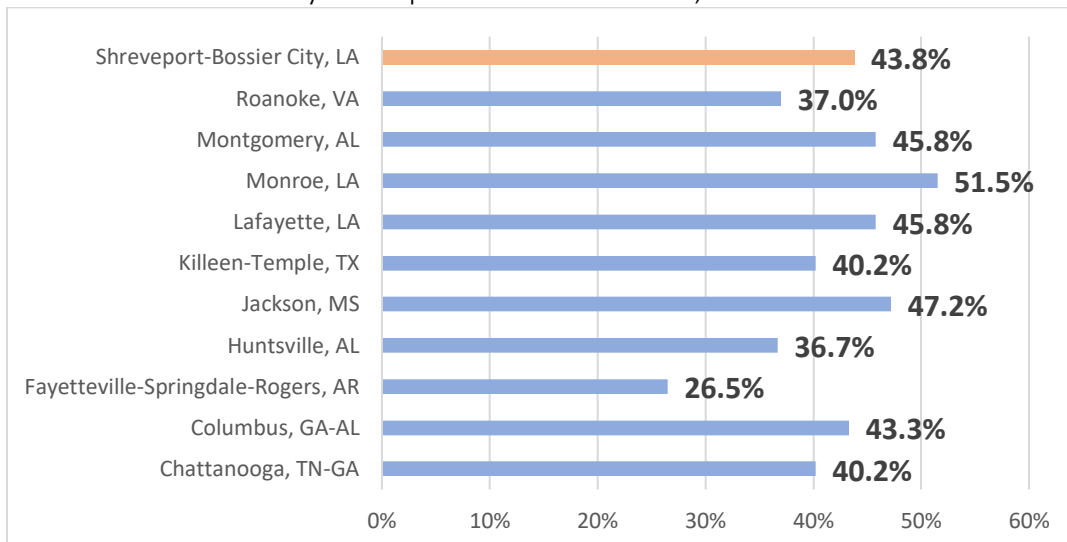
occupied housing units with monthly owner costs 35% or more of household income (this is for households with a mortgage), growing from 13.8% to 18.2% (second highest of the peers). This figure has decreased to 16 percent, fourth highest among the peer communities. Last year, Shreveport-Bossier had the highest share of occupied units with rent that is 35% or more of household income (47.3%), but our rate dropped to 43.8% and only fifth highest. Figure 34 shows the wide racial disparity in home ownership—64% for individuals identifying as white alone, 31% 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, 2021



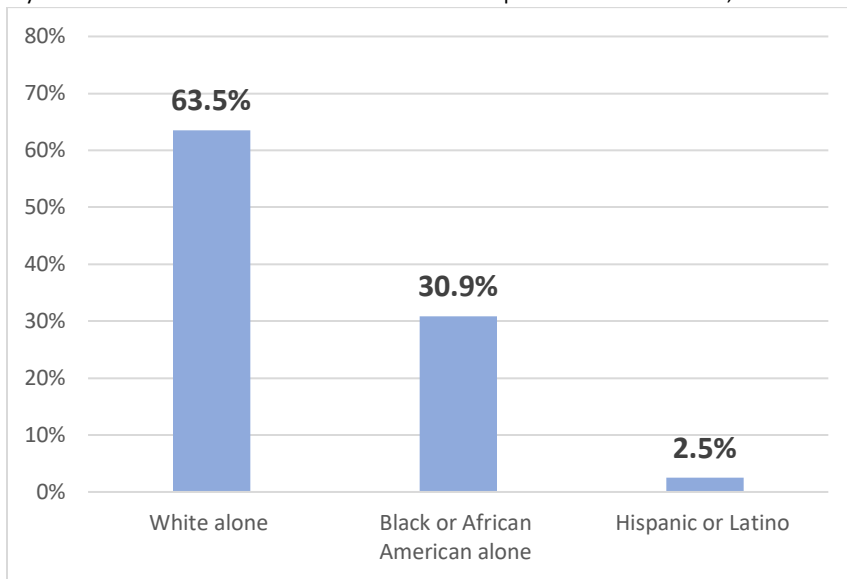
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 33: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income by Metropolitan Statistical Area, 2021



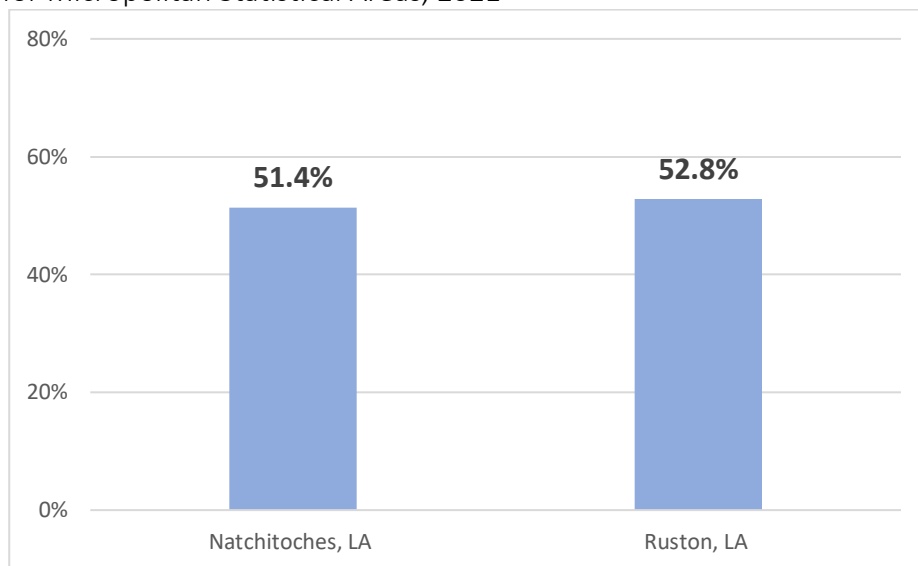
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 34: Percent of Occupied Housing Units that are Owner-Occupied by Race of Householder for the Shreveport-Bossier MSA, 2021



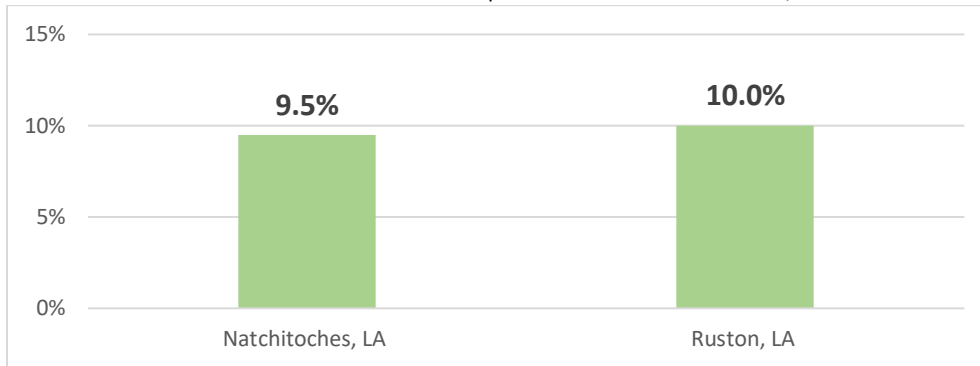
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 35: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas, 2021



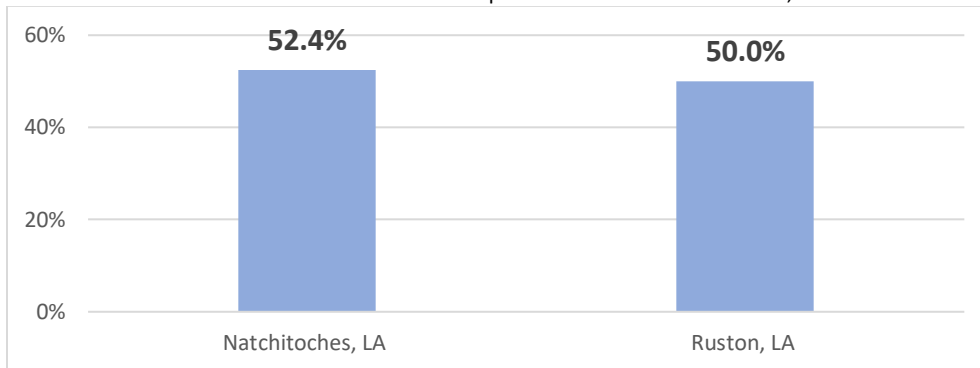
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 36: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas, 2021



Source: U.S. Census Bureau, 2021 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, 2021



Source: U.S. Census Bureau, 2021 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

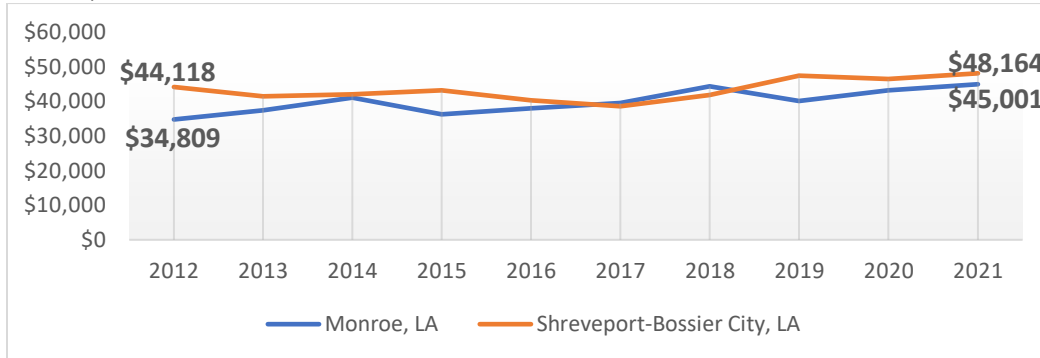
¹¹ Keith Wardrip, Laura Williams, and Suzanne Hague. "The Role of Affordable Housing in Creating Jobs and Stimulating Local Economic Development: Review of the Literature." Center for Housing Policy. January 2011

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

3.5 Moving the Needle on Economic Well-Being

Figures 38 through 44 below show that from 2010 to 2020 the Shreveport-Bossier MSA has seen modest growth in median household income, a moderate increase in the percent of families in poverty, and a moderate increase in families and children drawing on public assistance. Home ownership and housing costs have remained steady on average during this period, except for a moderate increase in rental housing costs relative to renter’s income.

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

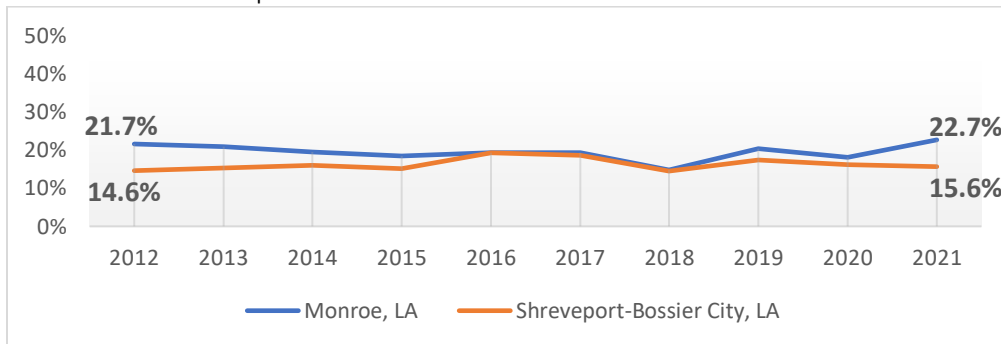


Source: U.S. Census Bureau, 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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

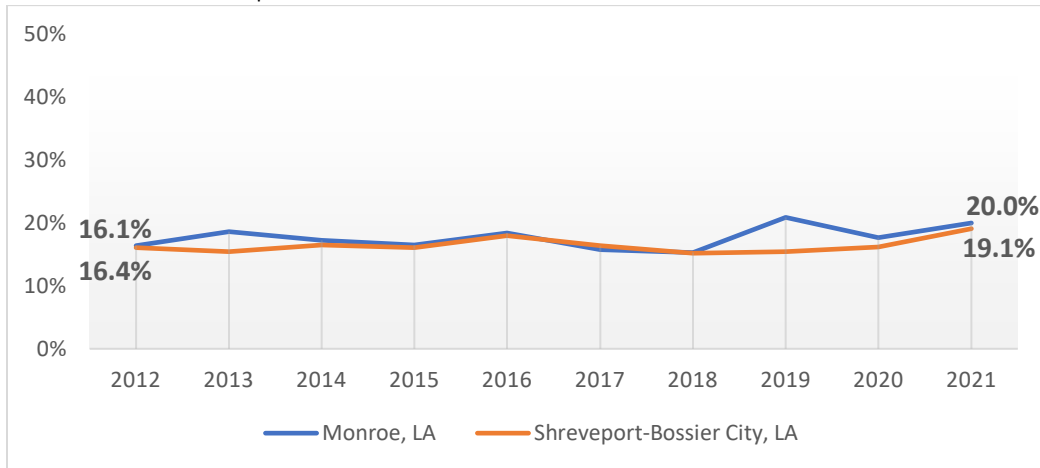


Source: U.S. Census Bureau, 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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: Percent of Households with SNAP Benefits for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

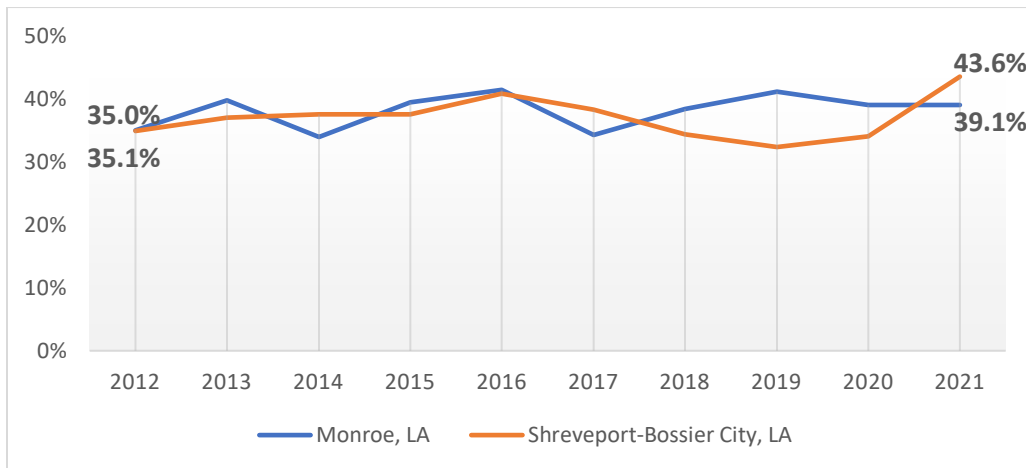


Source: U.S. Census Bureau, 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 41: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

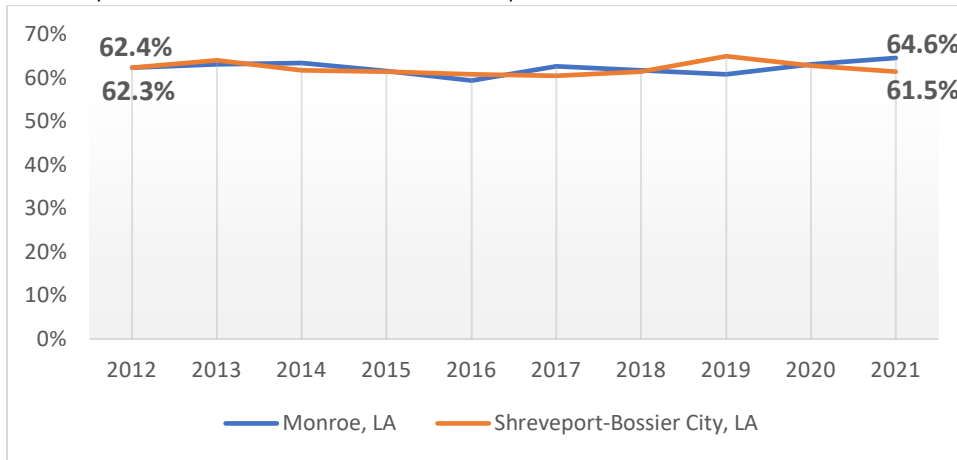


Source: U.S. Census Bureau, 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 42: Percent of Occupied Housing Units that are Owner-Occupied for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

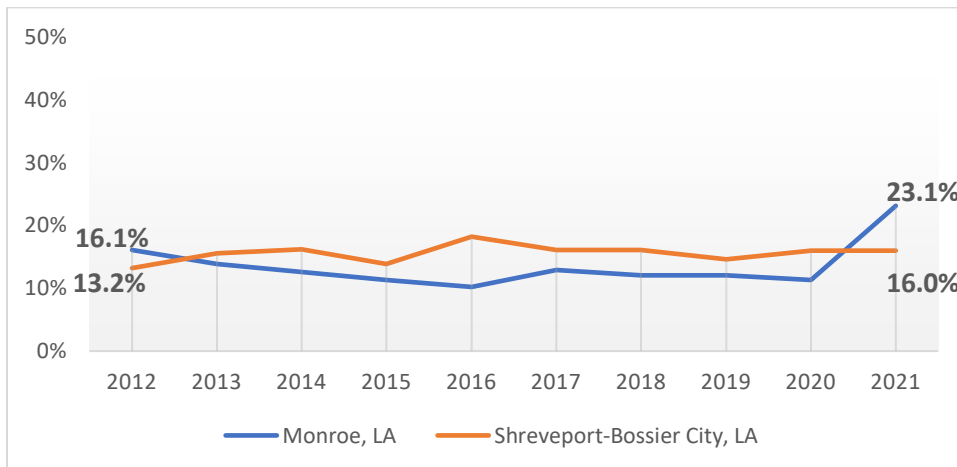


Source: U.S. Census Bureau, 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 43: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

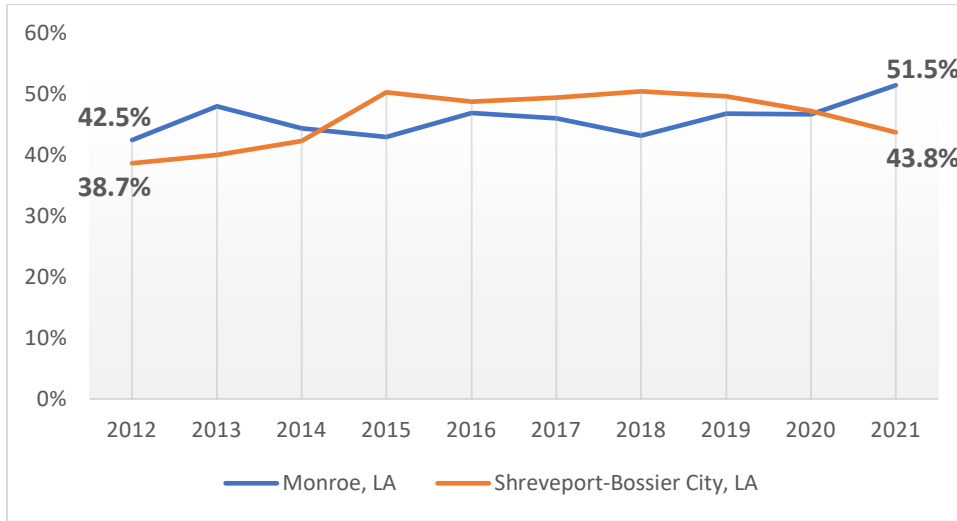


Source: U.S. Census Bureau, 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 44: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

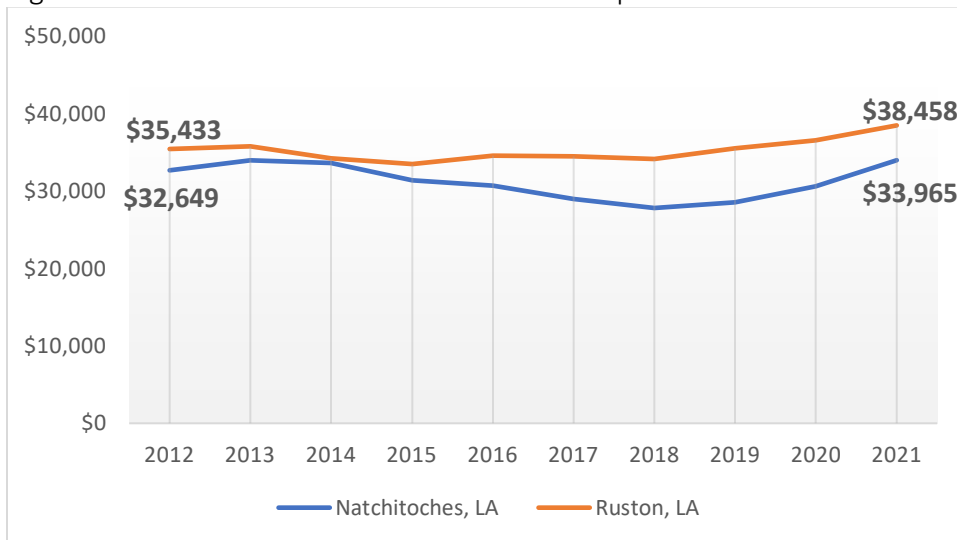


Source: U.S. Census Bureau, 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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.

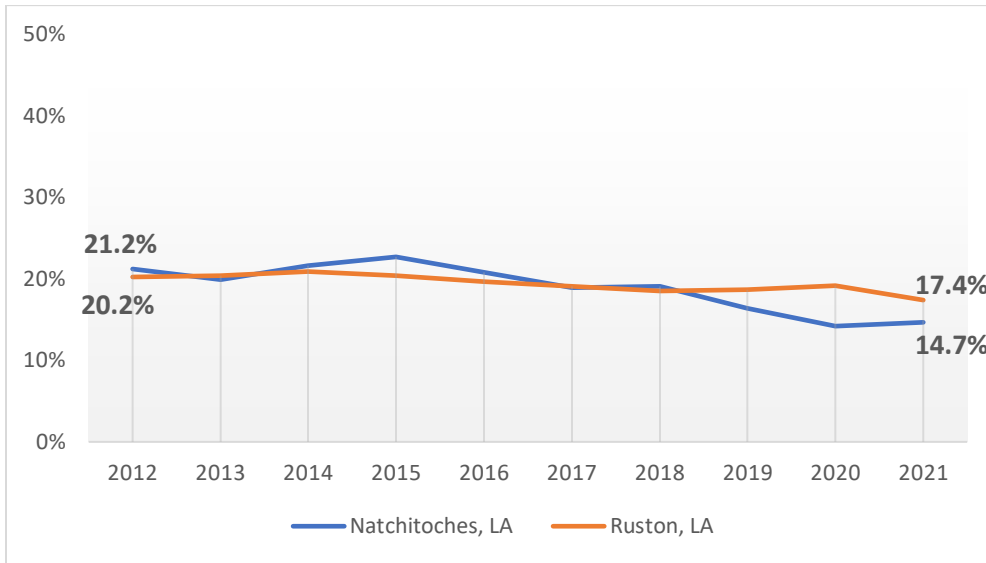
Figure 45: Median Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

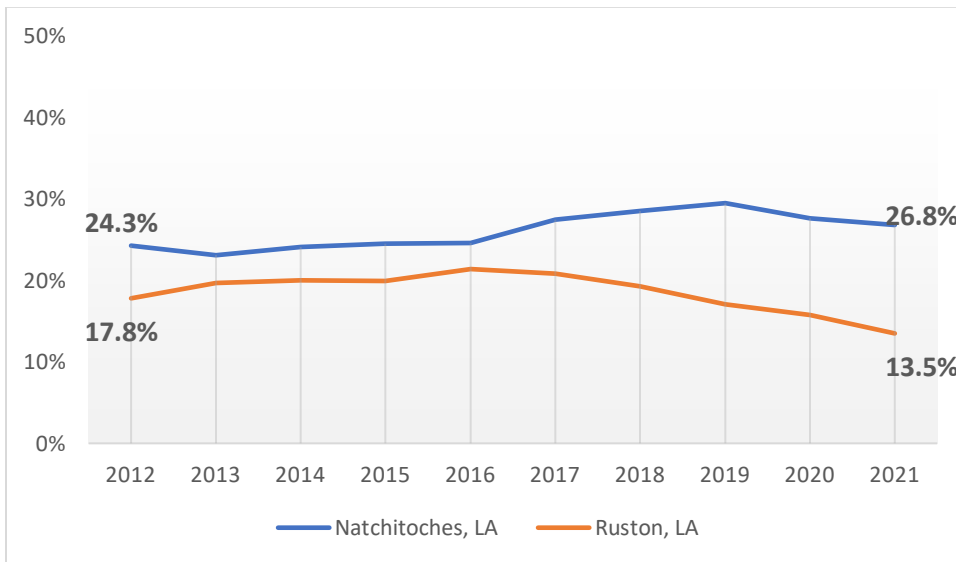
Figure 46: Percent of Families Below Poverty Level for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

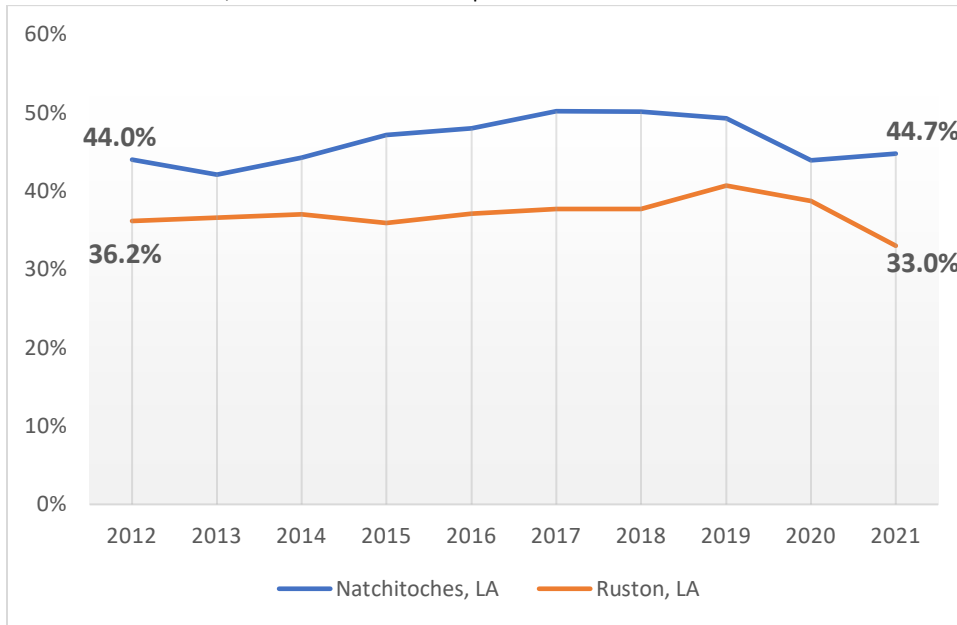
Figure 47: Percent of Households with SNAP Benefits for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

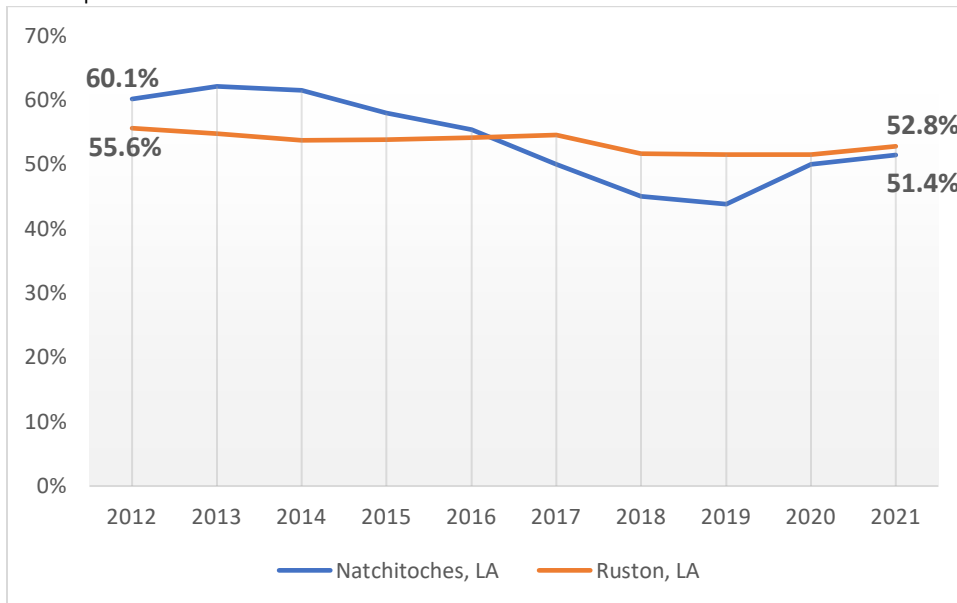
Figure 48: Percent of Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

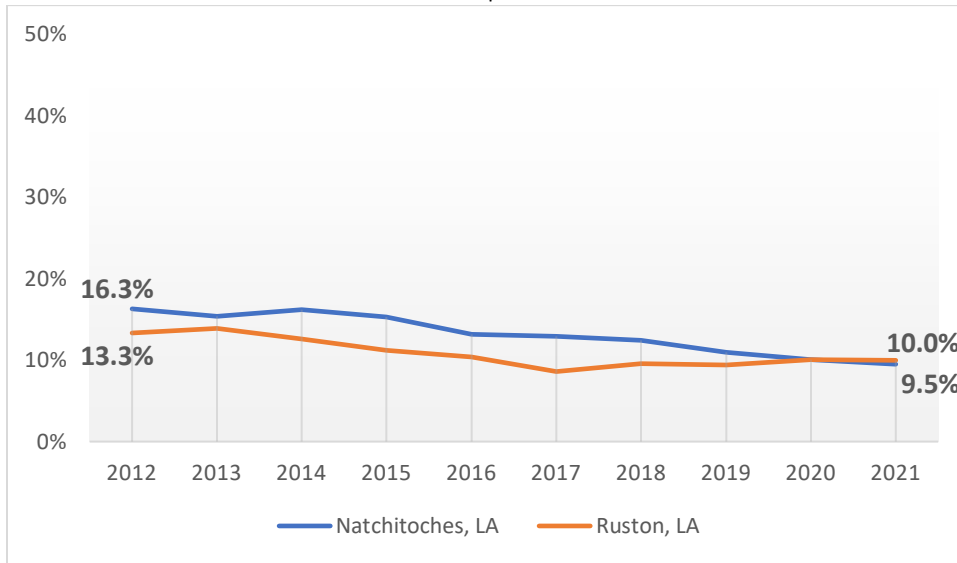
Figure 49: Percent of Occupied Housing Units that are Owner-Occupied for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

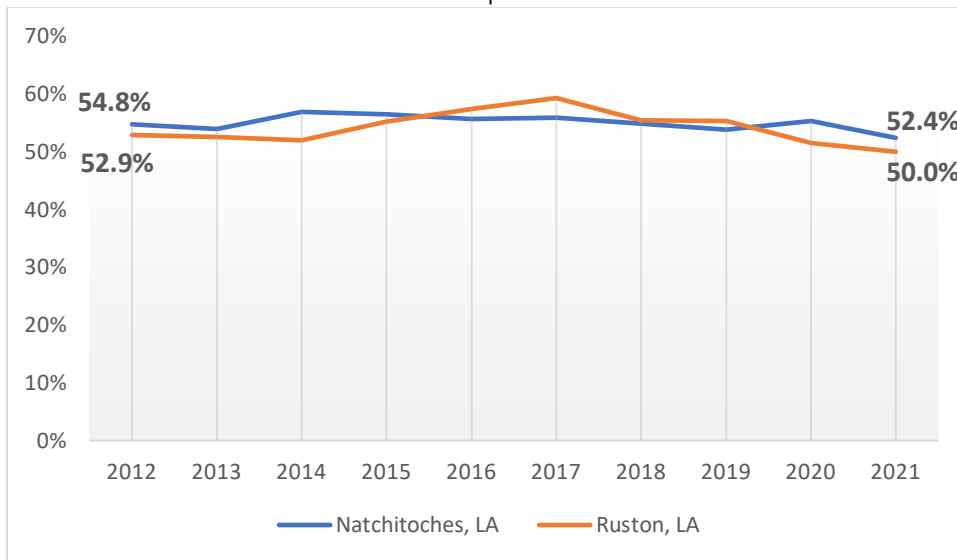
Figure 50: Percentage of Occupied Units with Monthly Owner Costs 35% or More of Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 51: Percentage of Occupied Units with Monthly Gross Rent 35% or More of Household Income for Micropolitan Statistical Areas



Source: U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>


Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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, demonstrates 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 (Table 9). Figure 53 shows that most of that drop was among males who are enrolled at much lower rates than females. The impact of the pandemic is likely driving these data down across most peer communities. It will be something to monitor if this recovers in next year's report.

Table 9: Percent of 3- and 4-Year-Olds Enrolled in School, 2021¹⁴

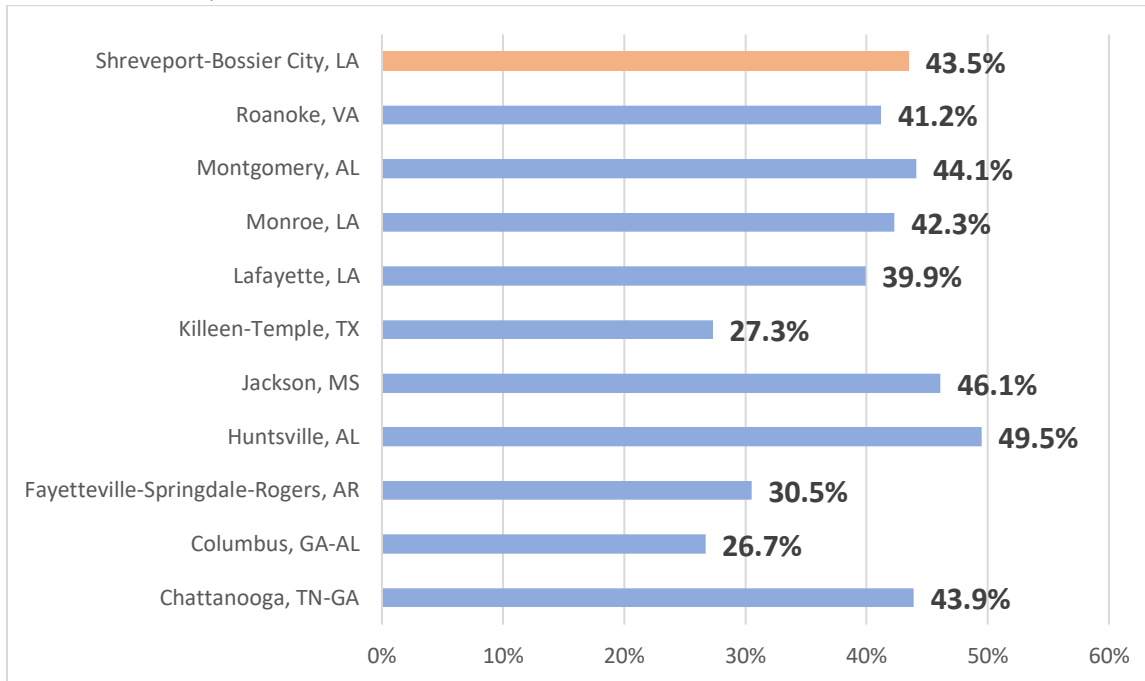
MSA	Percent Enrolled in School	Rank	2020 Rank
Huntsville, AL	49.5%	1	
Jackson, MS	46.1%	2	
Montgomery, AL	44.1%	3	
Chattanooga, TN-GA	43.9%	4	
Shreveport-Bossier City, LA	43.5%	5	 2
Monroe, LA	42.3%	6	
Roanoke, VA	41.2%	7	
Lafayette, LA	39.9%	8	
Fayetteville-Springdale-Rogers, AR	30.5%	9	
Killeen-Temple, TX	27.3%	10	
Columbus, GA-AL	26.7%	11	

Source: U.S. Census Bureau, 2021 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.

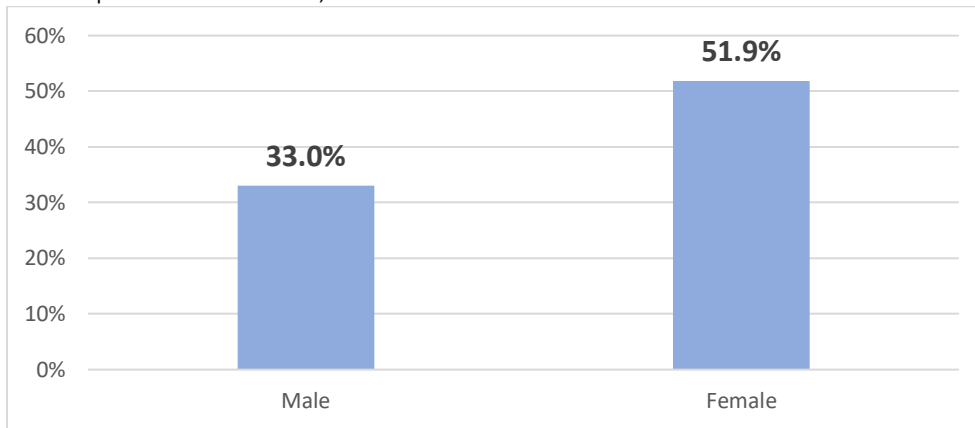
¹⁴ Pre-k is a classroom-based preschool program for children age 3 to 4. It may be delivered through a preschool or within a reception year in elementary school. Formal pre-k differs from day care in that preschools typically provide care for shorter hours and are closed for holidays, school breaks, 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 52: Percent of 3- and 4-Year-Olds Enrolled in School for Metropolitan Statistical Areas, 2021



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

Figure 53: Percent of 3- and 4-Year-Olds Enrolled in School by Sex for the Shreveport-Bossier MSA, 2021

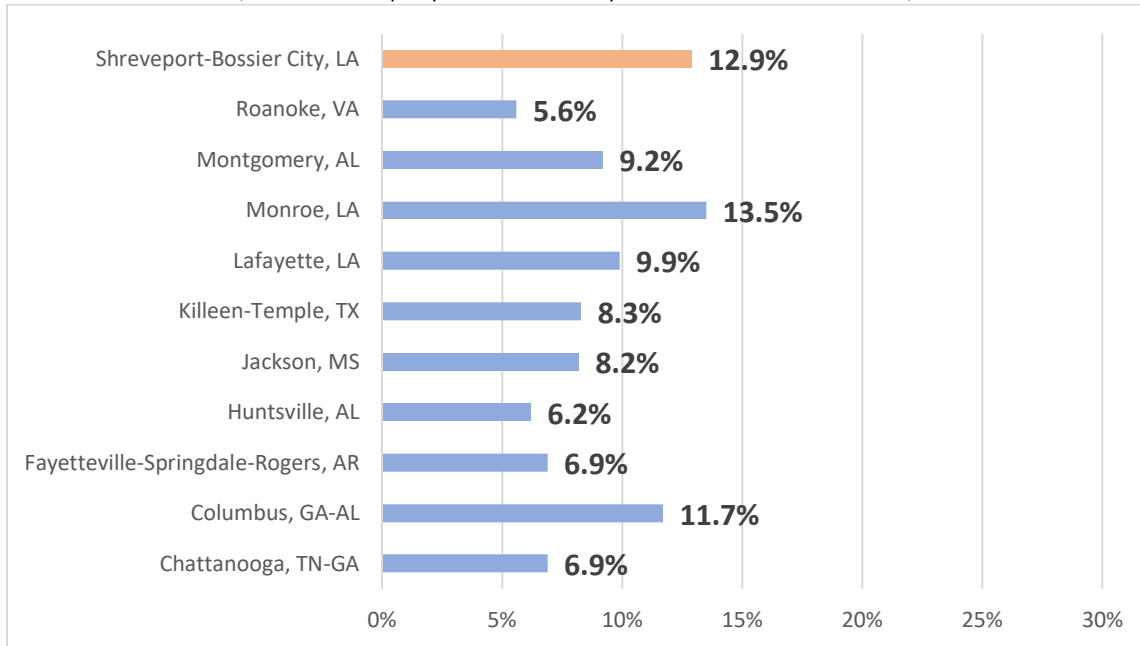


Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

At the other end of the spectrum are 16- to 19-year-olds. In 2014, the Shreveport-Bossier MSA had the 3rd highest share of this group not enrolled in school, not in the labor force, and unemployed (12.1%). In 2015, that number rose alarmingly to 14.9%, the highest among the peer communities. However, from 2015 to 2016 that figure fell to 8.3%, a dramatic improvement from previous years. It has now risen back to 12.9% (Figure 54) in 2021. The number is much higher for males (20.1%) than for females (9.7%) as shown in Figure 55, and much higher for black youth (12.6%) than for white (7.5%) as shown in Figure 56. This is a critical measure of how

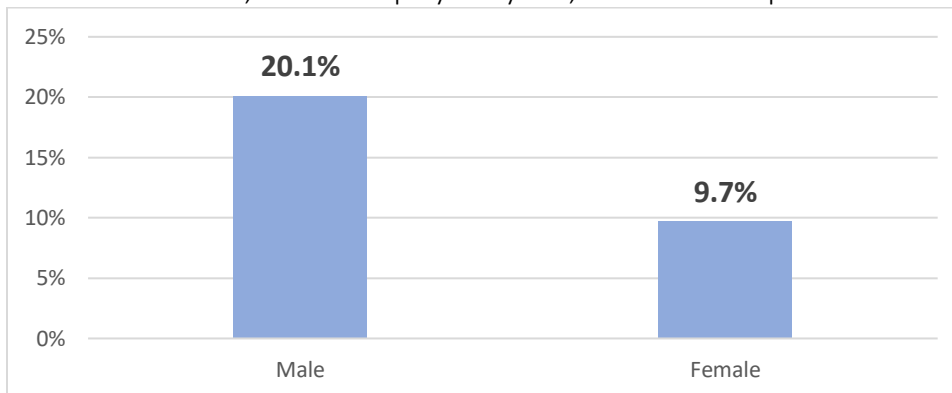
well the education system, the business sector, and the community are engaging and preparing young people for success in the labor market. Over time, this indicator is a key factor in the data which show the share of the population of the Shreveport-Bossier MSA with less than a high school diploma or equivalent (12.7%).

Figure 54: Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for Metropolitan Statistical Areas, 2021



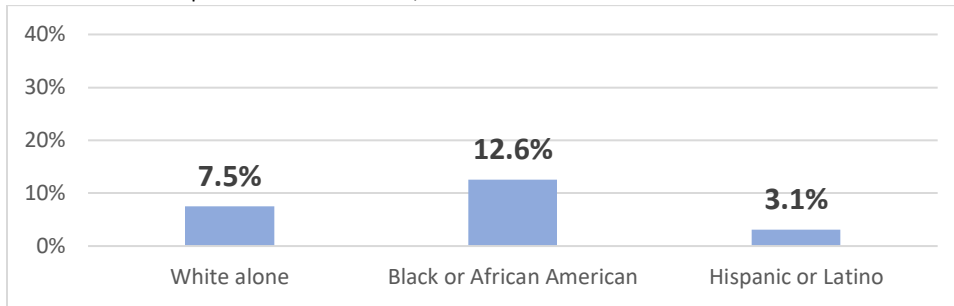
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2021.

Figure 55: Percent of Population 16 to 19 Years Old not Enrolled in School, Not in Labor Force, and Unemployed by Sex, for the Shreveport-Bossier MSA, 2021



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

Figure 56: Percent of Population 16 to 19 Years Old Who Are Idle by Race for the Shreveport-Bossier MSA, 2021



Source: U.S. Census Bureau, 2021 American Community Survey 1-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

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

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 ninth, down two slots from last year and down six slots over the last two years with 12.7% of the 25 and older population having less than a high school diploma or equivalency (Table 10). 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.

Table 10: Percent of Population 25 Years & Over Less than High School Grad or Equivalent, 2021


MSA	Percent Less Than High School Grad or Equivalent	Rank	2020 Rank
Huntsville, AL	8.6%	1	
Killeen-Temple-Fort Hood, TX	8.8%	2 (tie)	
Roanoke, VA	8.8%	2 (tie)	
Chattanooga, TN-GA	10.4%	4	
Fayetteville-Springdale-Rogers, AR	10.6%	5	
Jackson, MS	11.5%	6	
Montgomery, AL	11.9%	7	
Columbus, GA-AL	12.2%	8	
Shreveport-Bossier City, LA	12.7%	9	7
Lafayette, LA	13.8%	10 (tie)	
Monroe, LA	13.8%	10 (tie)	

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

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


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 as the 2021 data on educational achievement is relatively unchanged except for a meaningful increase in the share of the population with a bachelor's degree or higher (up to 25.8% from 22.8% two years ago). Among the peer communities, Huntsville has achieved by far the highest share of the population with a bachelor's degree or higher at 42.8%.

Table 11: Percent of Population 25 Years & Over with an Associate's Degree, 2021

MSA	Percent with Associate's Degree	Rank	2020 Rank
Killeen-Temple-Fort Hood, TX	10.3%	1	
Columbus, GA-AL	9.6%	2	
Jackson, MS	8.5%	3	
Chattanooga, TN-GA	8.4%	4	
Huntsville, AL	8.1%	5	
Roanoke, VA	8.0%	6	
Montgomery, AL	7.7%	7	
Lafayette, LA	7.1%	8	
Monroe, LA	6.8%	9	
Fayetteville-Springdale-Rogers, AR	6.6%	10	
Shreveport-Bossier City, LA	6.4%	11	 7

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

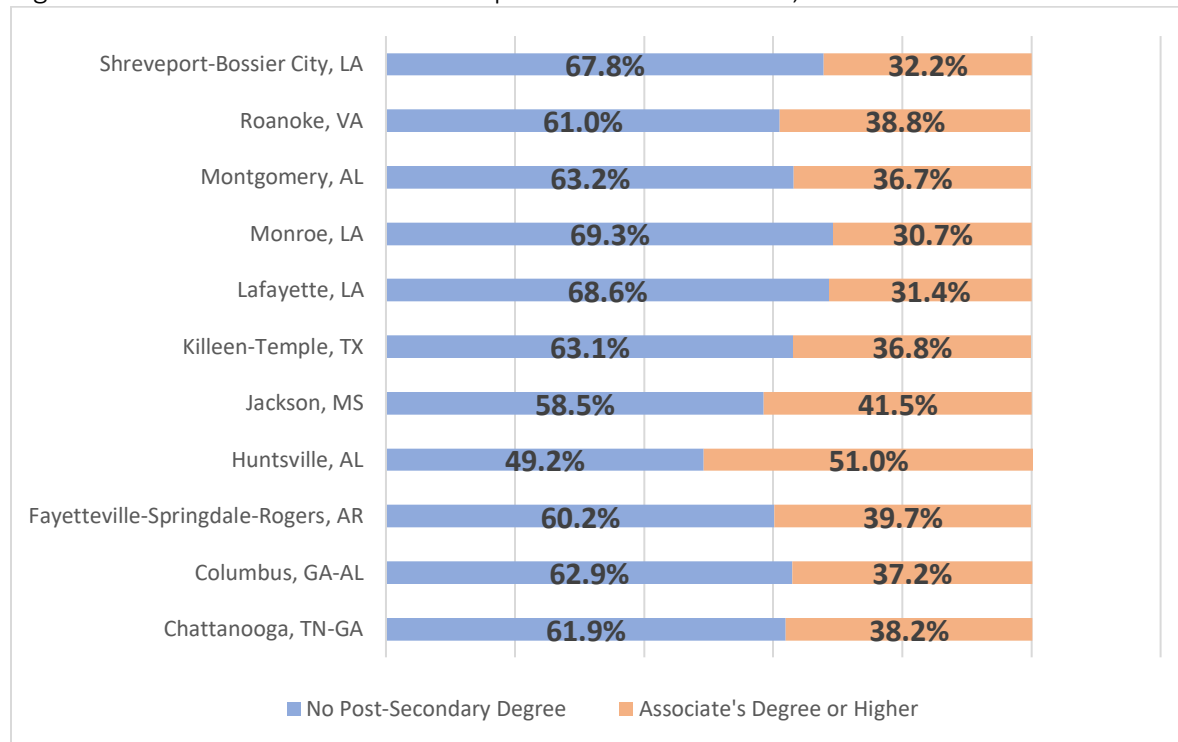
Table 12: Percent of Population 25 Years & Over w/Bachelor's Degree or Higher, 2021

MSA	Percent with Bachelor's Degree or Higher	Rank	2020 Rank
Huntsville, AL	42.8%	1	
Fayetteville-Springdale-Rogers, AR	33.1%	2	
Jackson, MS	33.0%	3	
Roanoke, VA	30.8%	4	
Chattanooga, TN-GA	29.8%	5	
Montgomery, AL	29.1%	6	
Columbus, GA-AL	27.5%	7	
Killeen-Temple-Fort Hood, TX	26.5%	8	
Shreveport-Bossier City, LA	25.8%	9	 9
Lafayette, LA	24.4%	10	
Monroe, LA	23.9%	11	

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

Figure 57 demonstrates that the Shreveport-Bossier MSA has the 3rd highest percentage (67.8%) 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 51% 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 represent a significant obstacle and merit considerable attention from policy makers.

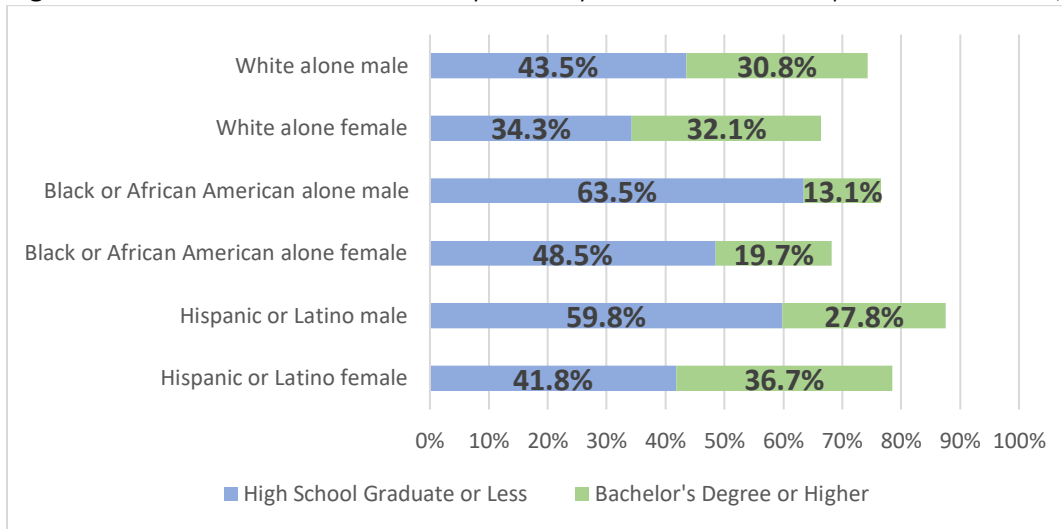
Figure 57: Education Levels for Metropolitan Statistical Areas, 2021



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

Figure 58 illustrates the wide disparity in educational attainment across racial groups in the Shreveport-Bossier MSA. Only 13% of black males have a bachelor’s degree or higher compared to over 30% for whites.

Figure 58: Educational Attainment by Race by Sex for the Shreveport-Bossier MSA, 2021



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

The advent of the personal computer and the internet have changed the way we all live, work, and learn. 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 on the wrong side of this divide (i.e., without regular, reliable access to this technology) are left out of economic and educational opportunities on a growing scale. Table 13 and Figure 59 show that the Shreveport-Bossier MSA ranks 10th (same as the last four years) 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 60 shows that the racial divide extends to this area as well. These figures together indicate the digital divide in the Shreveport-Bossier MSA is significantly wider than in the comparative communities and is potentially a big obstacle for many households. This divide is partly driven by education levels, but it reinforces that problem by reducing access to educational opportunities for those without easy access to computer and internet resources. There are a wide variety of strategies for addressing this divide that have been pursued by progressive communities around the country, and Shreveport-Bossier MSA should be examining the best options for the region.

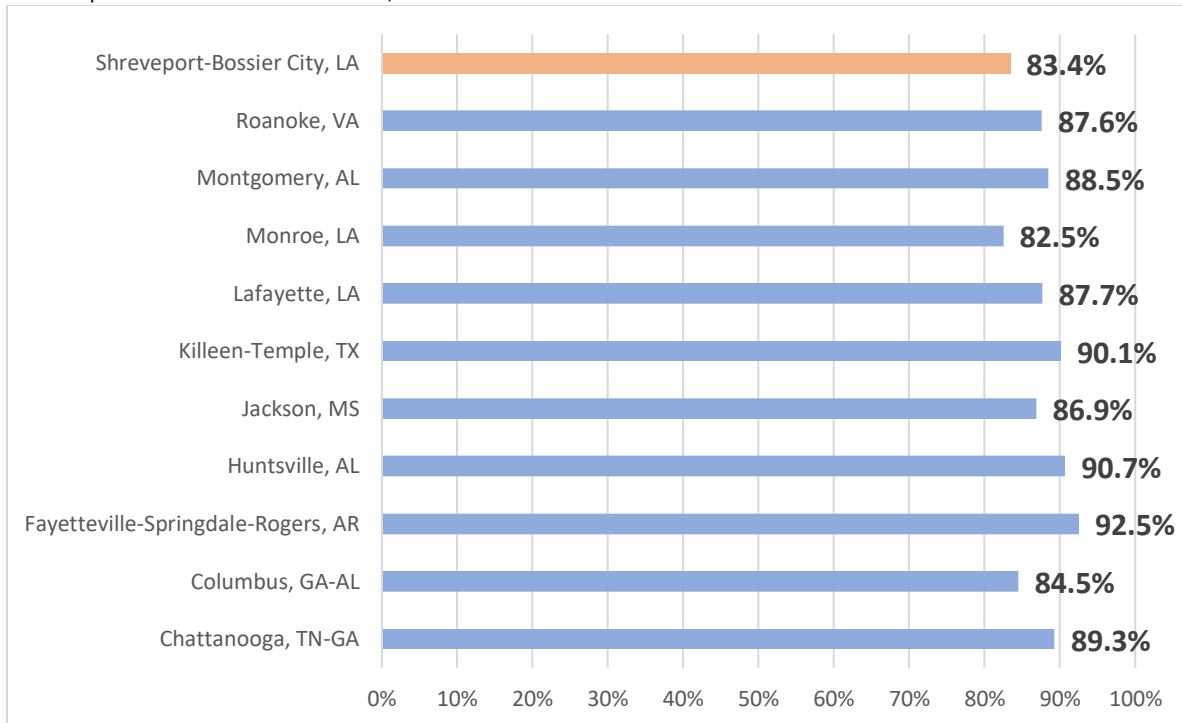
¹⁶ "The State of the Digital Divide." Pew Research Center. PowerPoint Presentation, Nov 2013. <http://www.pewinternet.org/2013/11/05/the-state-of-digital-divides-video-slides/>

Table 13: Percent of Households with a Computer, 2021

MSA	Percent with a Computer	Rank	2020 Rank
Huntsville, AL	89.3%	1	
Killeen-Temple-Fort Hood, TX	88.2%	2	
Fayetteville-Springdale-Rogers, AR	86.5%	3	
Chattanooga, TN-GA	83.9%	4	
Roanoke, VA	81.2%	5	
Jackson, MS	80.2%	6	
Montgomery, AL	79.6%	7	
Lafayette, LA	78.0%	8	
Columbus, GA-AL	77.9%	9	
Shreveport-Bossier City, LA	76.0%	10	➡ 10
Monroe, LA	75.2%	11	

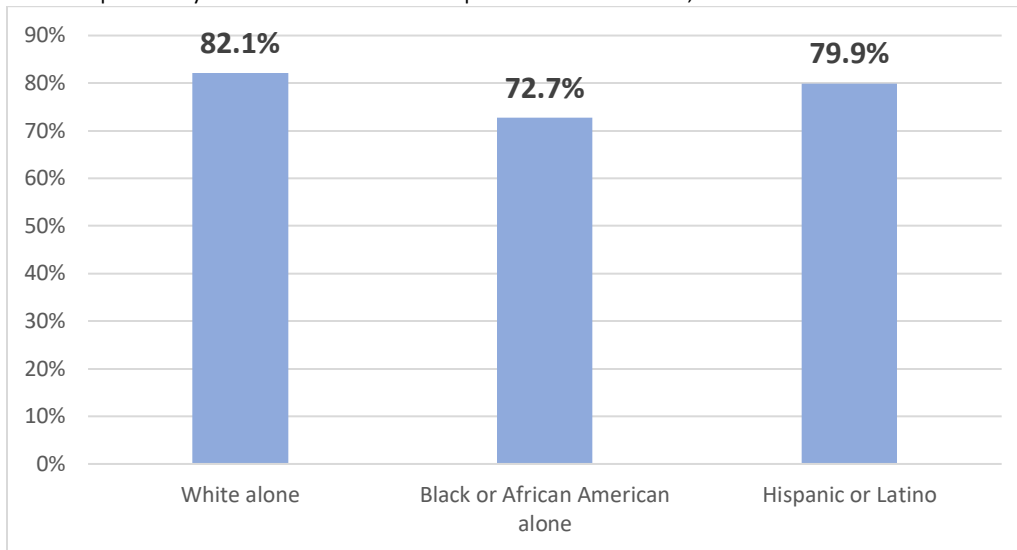
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>
 Note: Households with smartphones but no other type of computing device were removed.

Figure 59: Percent of Households with a Broadband Internet Subscription for Metropolitan Statistical Areas, 2021



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

Figure 60: Percent of Households with a Broadband Internet Subscription by Race for the Shreveport-Bossier MSA, 2021

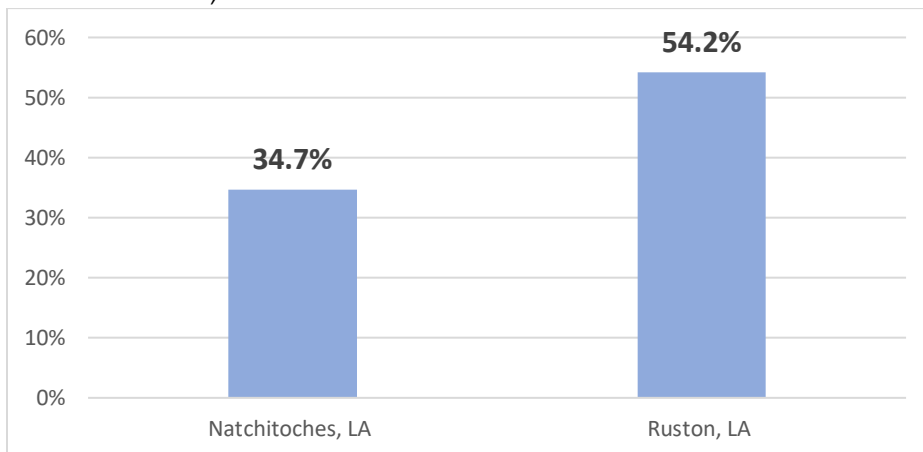


Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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 the Hispanic or Latino population for 2021 so 5-Year Estimates were used for all racial groups.

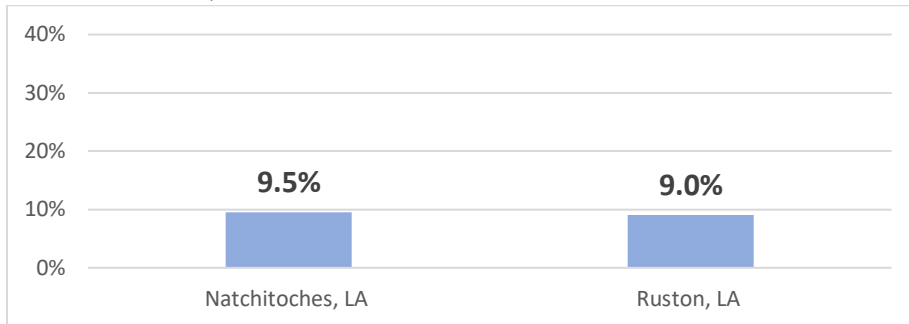
The share of 3- and 4-years-olds enrolled in school in Ruston is 54.2% (higher than all of the MSAs), whereas the figure for Natchitoches is 34.7%. In Ruston, 43.1% of adults over 25 have an associate's degree or higher (higher than all but one of the MSAs).

Figure 61: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas, 2021



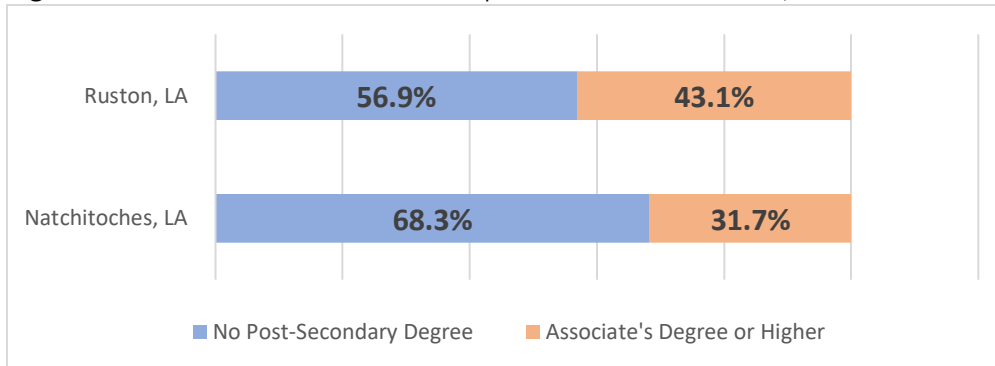
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 62: Percent of 16- to 19-Year-Olds who are Not Enrolled in School, Not in the Labor Force, and Unemployed for Micropolitan Statistical Areas, 2021



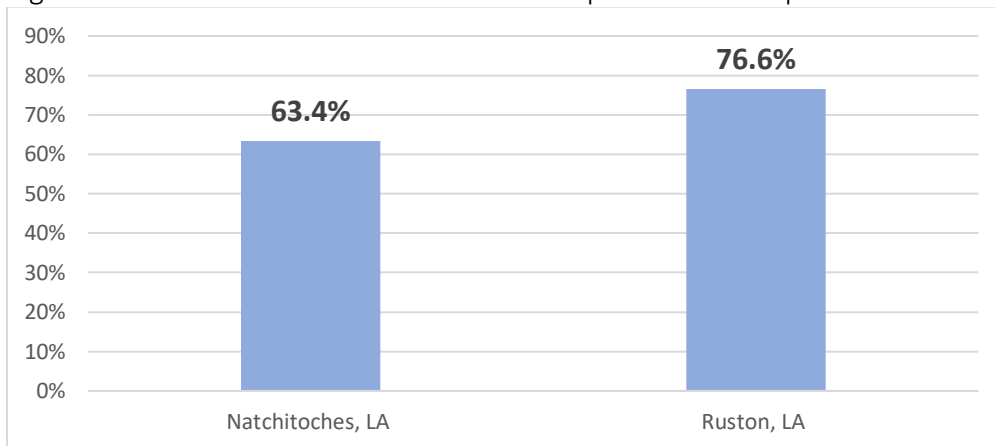
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 63: Education Levels for Micropolitan Statistical Areas, 2021



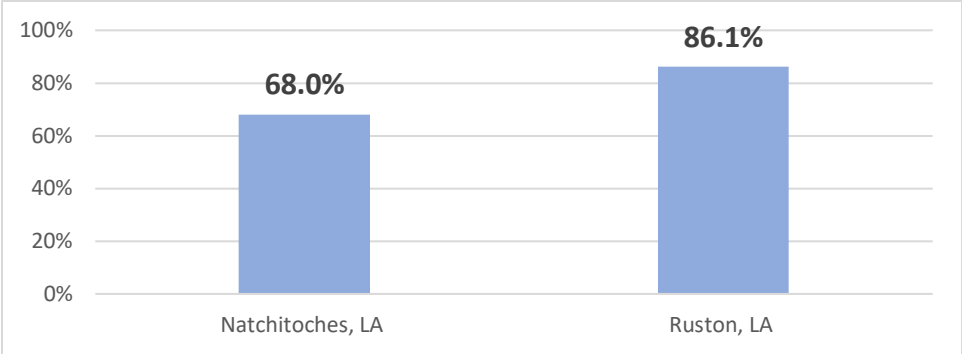
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 64: Percent of Households with a Computer for Micropolitan Statistical Areas, 2021



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


Figure 65: Percent of Households with a Broadband Internet Subscription for Micropolitan Statistical Areas, 2021



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

4.2 Workforce

Table 14: Unemployment Rate, 2021

MSA	Percent Unemployed	Rank	2020 Rank
Fayetteville-Springdale-Rogers, AR	3.4%	1	
Huntsville, AL	3.5%	2	
Roanoke, VA	4.0%	3	
Chattanooga, TN-GA	4.8%	4	
Jackson, MS	5.4%	5	
Lafayette, LA	5.6%	6	
Columbus, GA-AL	6.9%	7 (tie)	
Montgomery, AL	6.9%	7 (tie)	
Killeen-Temple-Fort Hood, TX	7.4%	9	
Shreveport-Bossier City, LA	9.3%	10	 7
Monroe, LA	10.0%	11	

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

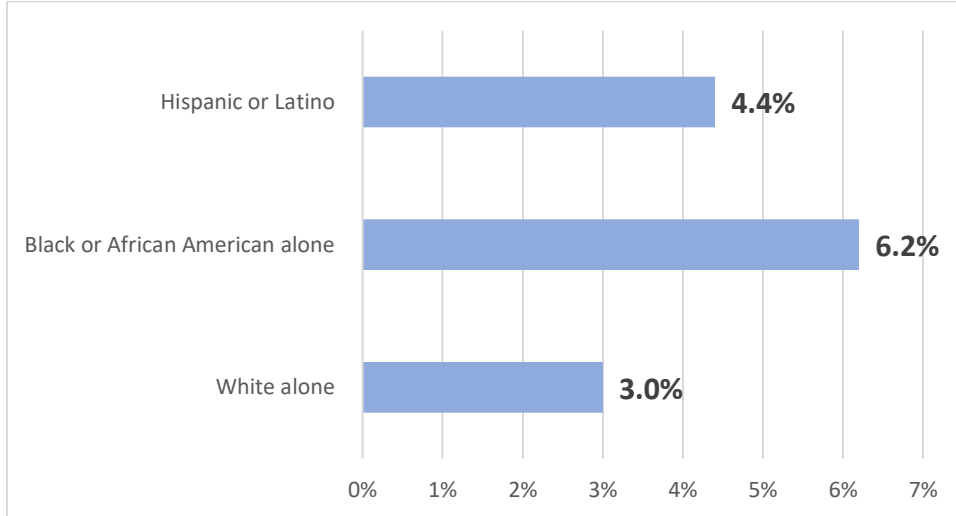
It is not unusual for unemployment numbers to fluctuate differently across communities as the waves of the economic cycle impact communities at different times and in different ways. It is typical for unemployment to be high and rising in one place while it is low and falling in another and for those 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. 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 (Table 14). The MSA also has the lowest labor force participation rate¹⁷ (Figure 68) at 56.3%, substantially lower than most of our peers. This means that a large share of the adult population is 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. For the 3rd straight year, Fayetteville had the lowest unemployment rate among the peer communities (3.4%) and the highest labor force participation rate (65.8%). 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 and household income levels also help

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.

drive their very low numbers of households receiving public assistance as well as other positive indicators on poverty and economic well-being. Finally, figures 66 and 67 show the disparities in unemployment rates across race and sex.

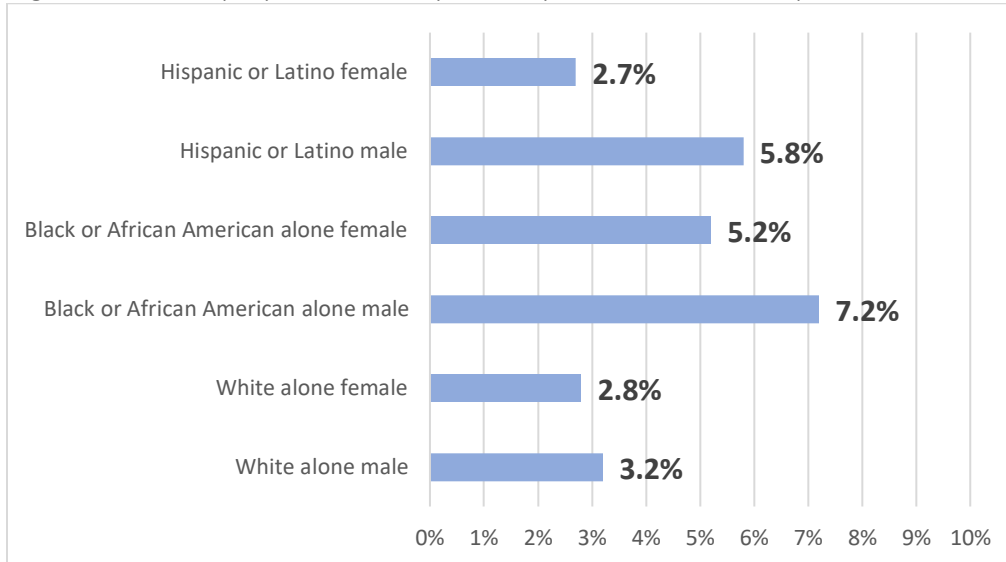
Figure 66: Unemployment Rate by Race for the Shreveport-Bossier MSA, 2021



Source: U.S. Census Bureau, 2021 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.

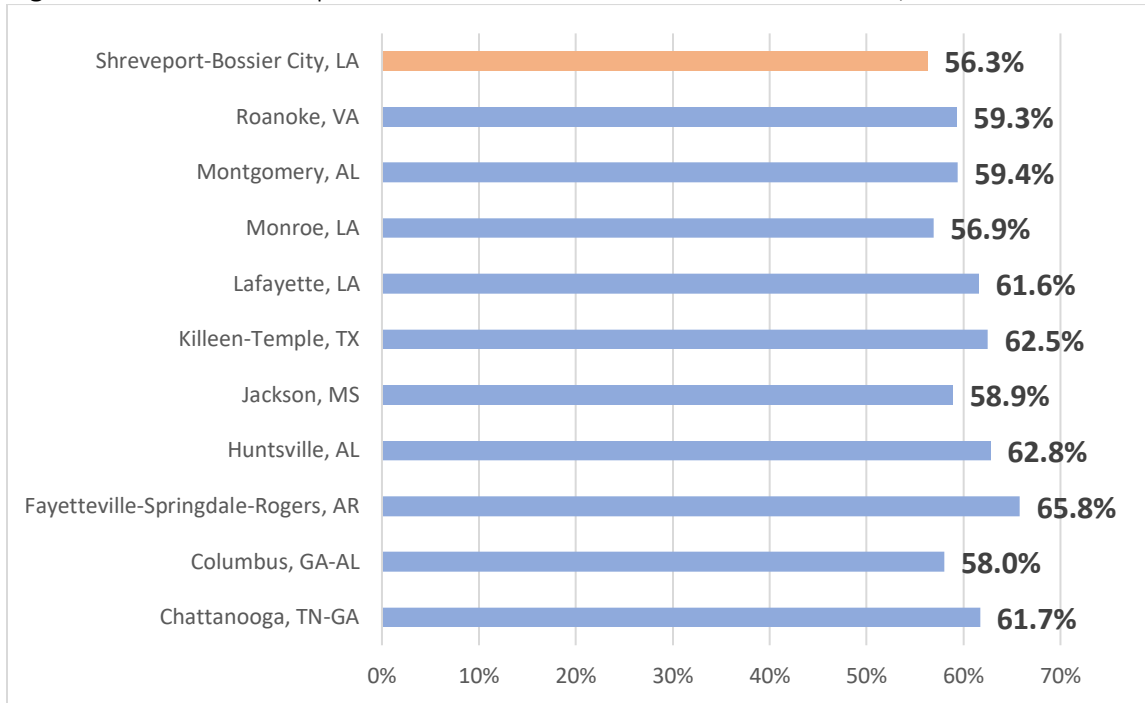
Figure 67: Unemployment Rate by Race by Sex for the Shreveport-Bossier MSA, 2021



Source: U.S. Census Bureau, 2021 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.

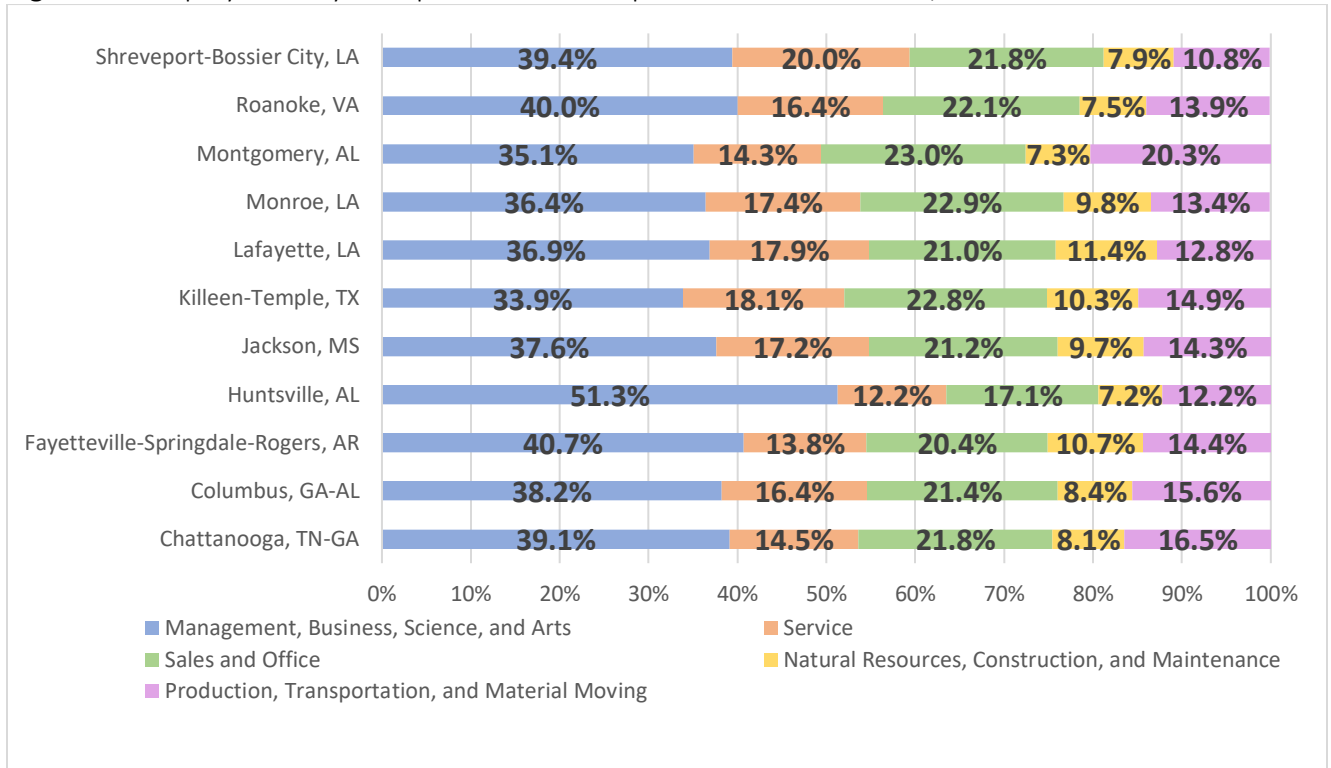
Figure 68: Percent of Population 16 and Over in Labor Force for MSAs, 2021



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

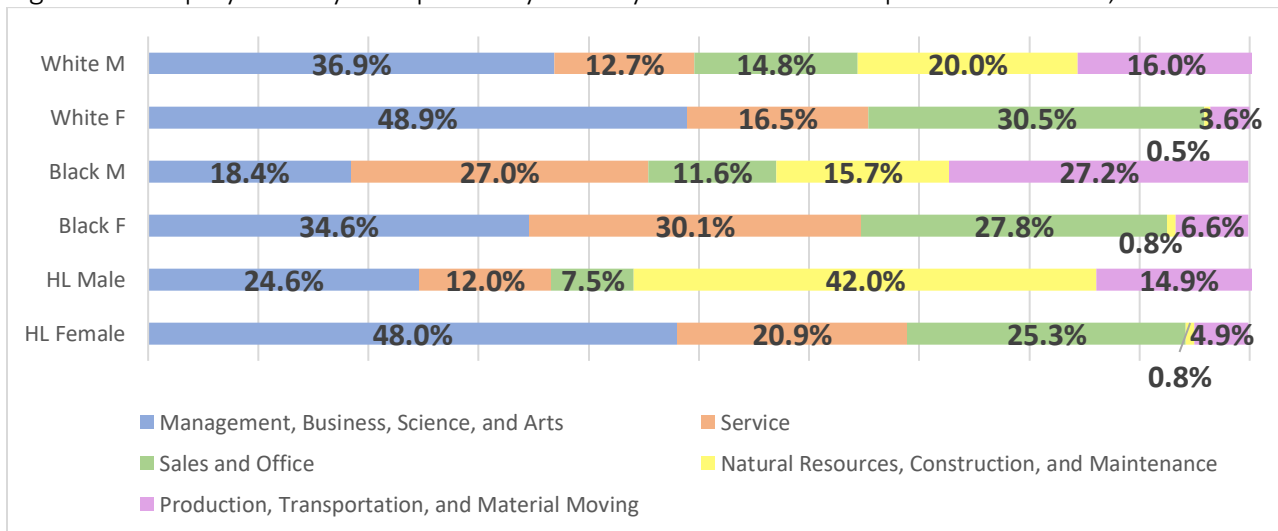
Figure 69 below shows our MSA's relative economic concentration in the service sector. The MSA has the highest share of employment in the Service occupations and the 4th highest in Management, Business, Science, and Arts. Our ranking was lowest among our peers in Production, Transportation, and Material 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 70 below 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. White and Hispanic females are heavily concentrated in Management, Business, Science, and Arts (48%); black males are heaviest in Production, Transportation, and Material Moving (27.2%); and Hispanic males are concentrated in Natural Resources, Construction, and Maintenance (42%).

Figure 69: Employment by Occupation for Metropolitan Statistical Areas, 2021



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

Figure 70: Employment by Occupation by Race by Sex for the Shreveport-Bossier MSA, 2021



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

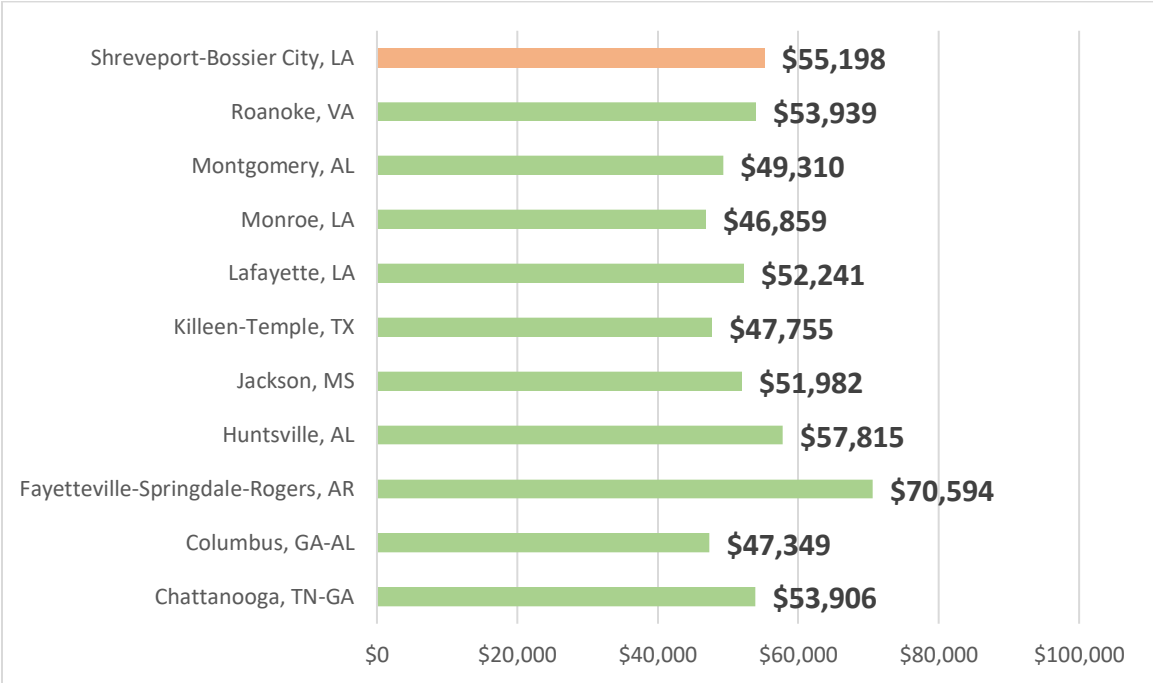
Note: White M = White alone male, White F = White alone female, Black M = Black or African American male, Black F = Black or African American female, HL Male = Hispanic or Latino male, HL Female = Hispanic or Latino female

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. 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.

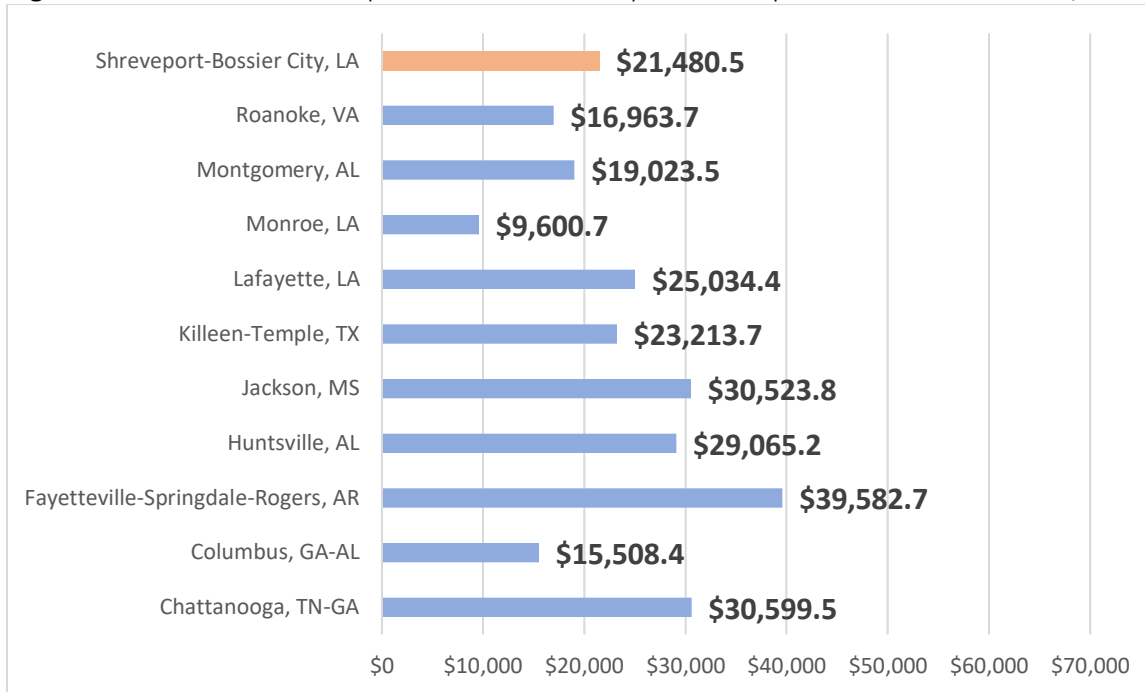
Five years ago, the Shreveport-Bossier MSA ranked 3rd in per capita personal income and showed strong growth in the upper half of our peers. Four years ago, we dropped to 6th among the peer communities and the growth rate slowed relative to others. The ranking this year is back up to 3rd with a per capital personal income of \$55,198, but per capita growth (Figure 73) was low relative to our peers from 2011-2021. Over the years, the typically strong per capita income figures for the MSA juxtaposed with the high poverty, low household income, and low median wage data indicated some significant inequality issues. That is likely still the case, and it is probably a driver of some of our workforce challenges. 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. This has been the case historically in Shreveport-Bossier, in Louisiana, and in some parts of the United States more than others.

Figure 71: Per Capita Personal Income for Metropolitan Statistical Areas, 2021



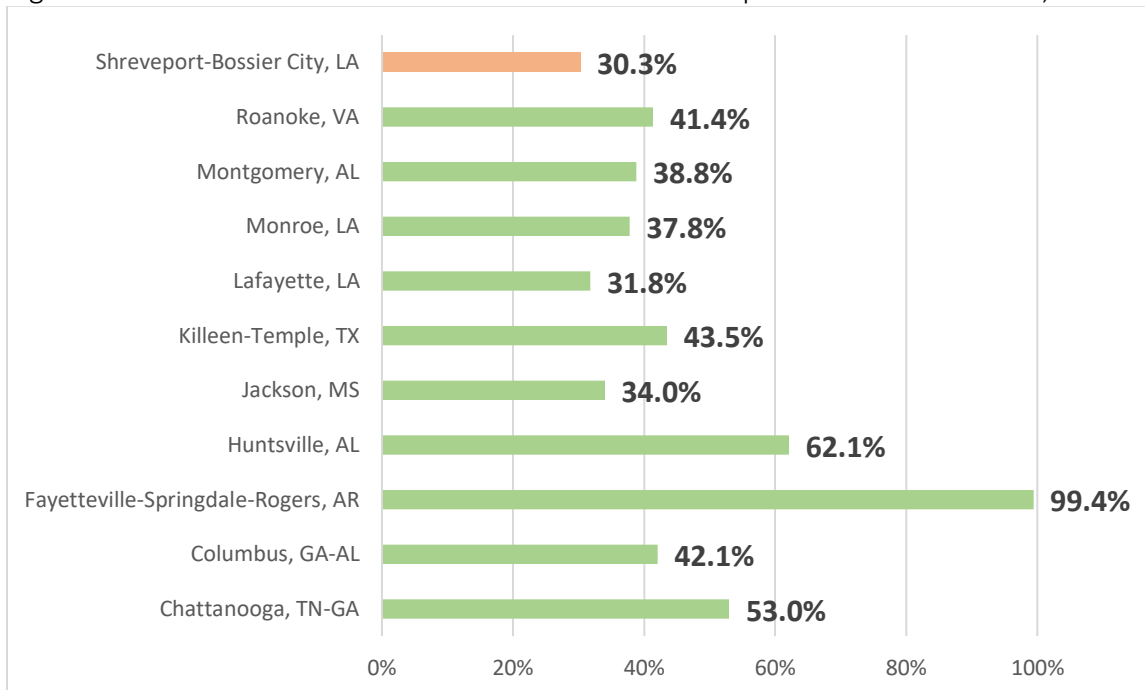
Source: Personal Income and Employment by Major Component by Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1>

Figure 72: Personal Income (in millions of dollars) for Metropolitan Statistical Areas, 2021



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>

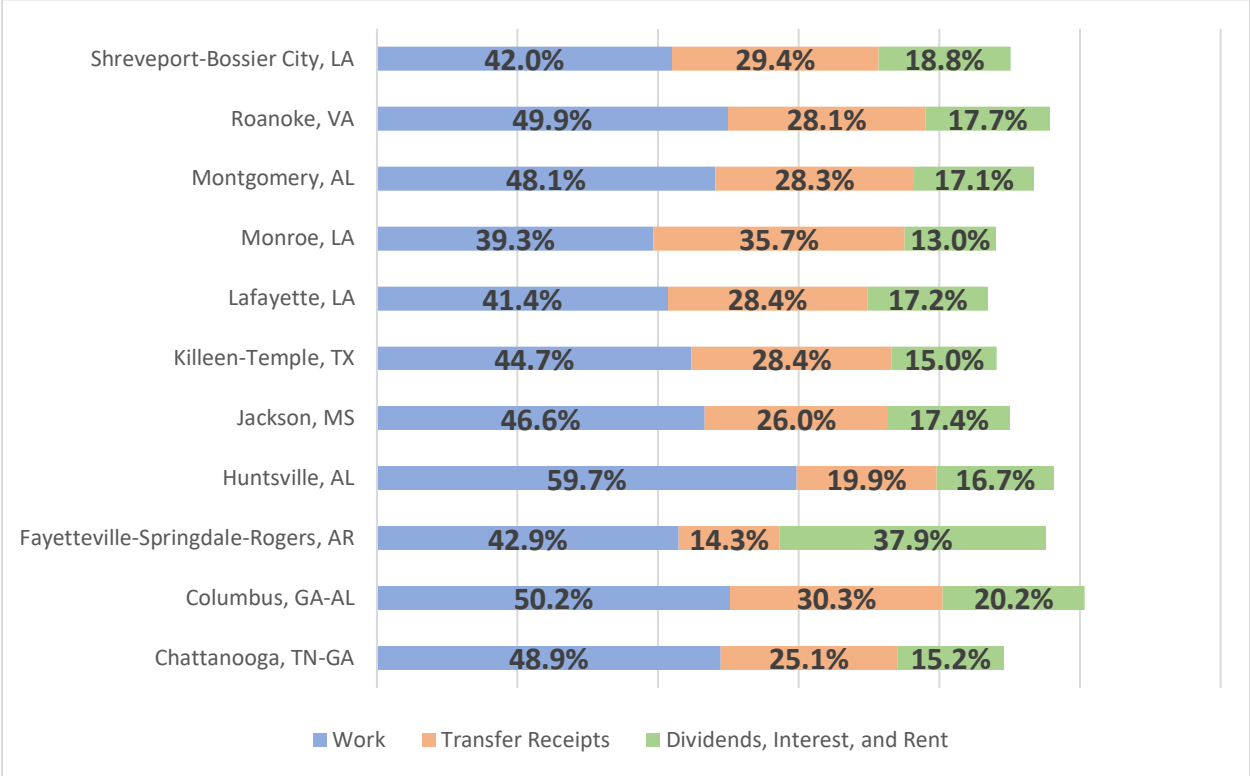
Figure 73: Percent Increase in Personal Income for Metropolitan Statistical Areas, 2011-2021



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>

Figure 74 illustrates that Shreveport-Bossier falls in the lower tier (3rd lowest) of the peer communities in terms of the share of personal income that comes from work (42%), whereas it is in the upper tier (3rd highest) in the share that comes from transfer payments (29.4%) and the share that comes from dividends, interest, and rent (18.8%). This is consistent with the inequality narrative mentioned above.

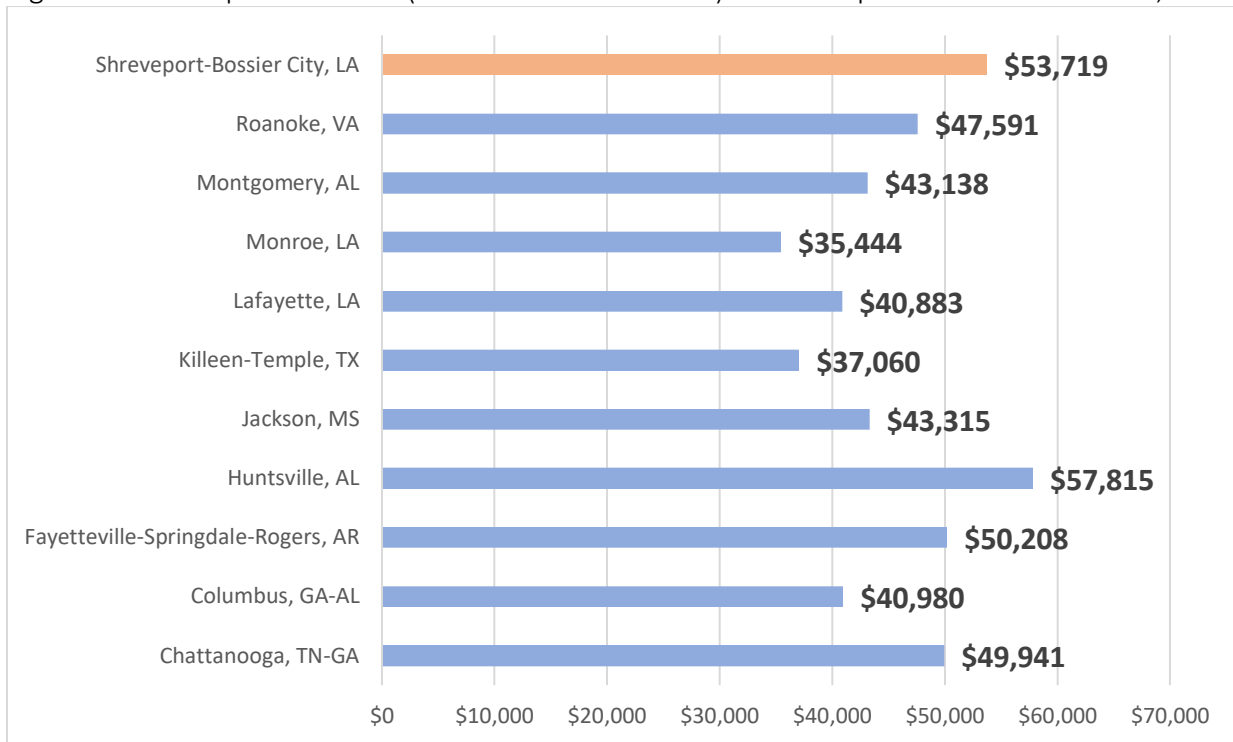
Figure 74: Personal Income Sources for Metropolitan Statistical Areas, 2021



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>

In the previous section, the Shreveport-Bossier MSA had a poor showing on household income and median wage. However, though not reflected in household income and wages, the workforce ranks 2nd among our peers for the fourth year in a row in terms of productivity as measured by per capita GDP (Figure 75), a figure that has been consistently high in our MSA over the years. Along with the data on personal income above, 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 kind of disconnect 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.

Figure 75: Per Capita Real GDP (in chained 2012 dollars) for Metropolitan Statistical Areas, 2021



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/>

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, new 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 15 where the MSA is ranked 8th 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 15: Innovation Index Score, No Year Given¹⁸

MSA	Innovation Index Score	Rank	Previous Rank
Fayetteville-Springdale-Rogers, AR	136.1	1	
Huntsville, AL	135.2	2	
Killeen-Temple-Fort Hood, TX	124.0	3	
Lafayette, LA	122.4	4	
Chattanooga, TN-GA	121.8	5	
Roanoke, VA	112.9	6	
Jackson, MS	110.6	7	
Shreveport-Bossier City, LA	109.6	8	➡ 8
Columbus, GA-AL	107.1	9	
Montgomery, AL	105.9	10	
Monroe, LA	99.0	11	

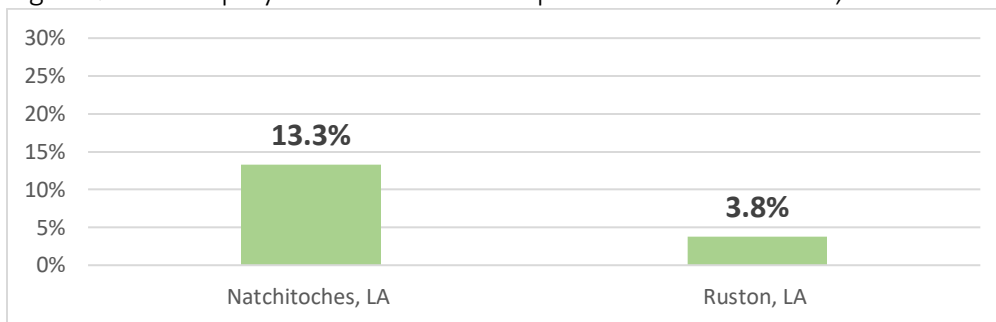
Source: Innovation Index at <https://www.statsamerica.org/innovation>

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

Note: This indicator was not updated this year.

The Natchitoches MicroSA performed most poorly on the unemployment rate at 13.3% while Ruston had an unemployment rate (3.8%) comparable to the strongest MSAs. Per capita personal income levels are similar in both MicroSAs, but growth was higher in Ruston. Their occupational distribution was similar with Ruston a bit heavier in service occupations and Natchitoches with a higher concentration in production, transportation, and material moving. Due to the presence of Louisiana Tech University, Ruston also scored highest on the Innovation Index (124.6), higher than all but two of the MSA's. Ruston had a high share of income from dividends, interest, and rent (17.6%) which was more than all but three of the MSAs.

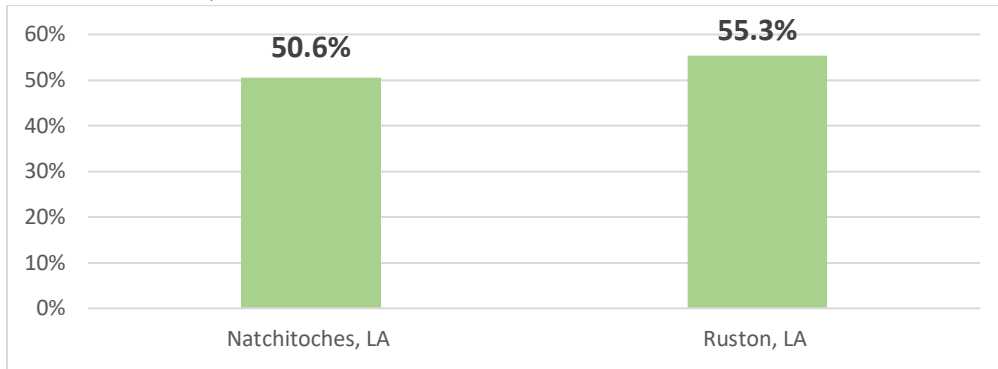
Figure 76: Unemployment Rate for Micropolitan Statistical Areas, 2021



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

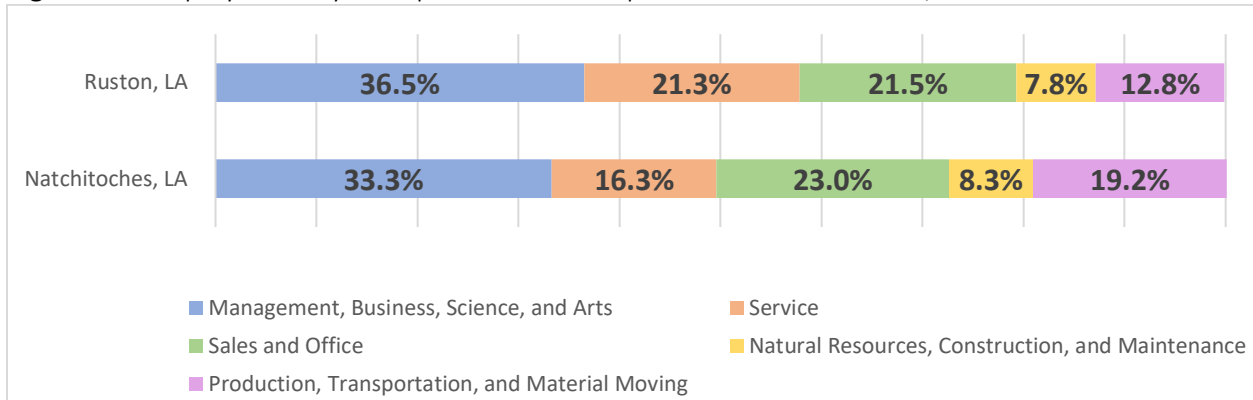
¹⁸ The Index uses the latest year of available data at the time of index construction. However, the most recent data for individual index variables may differ from the year the index is constructed.

Figure 77: Percent of Population 16 and Over in Labor Force for Micropolitan Statistical Areas, 2021



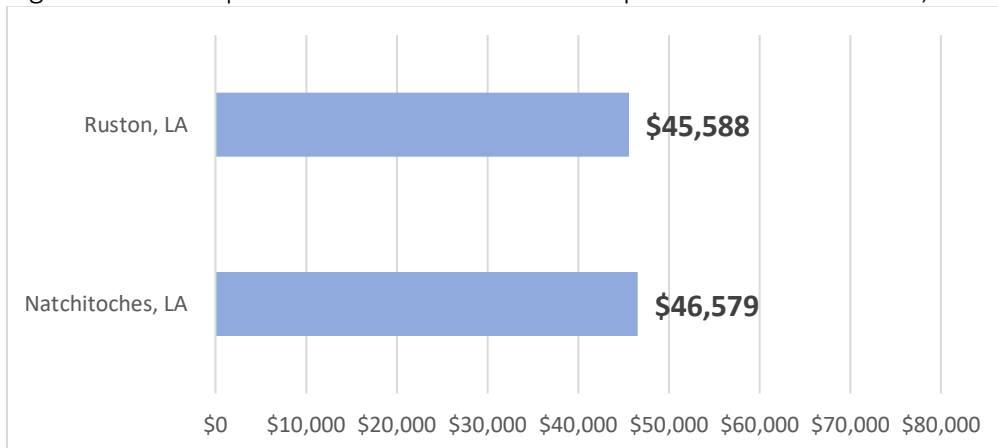
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 78: Employment by Occupation for Micropolitan Statistical Areas, 2021



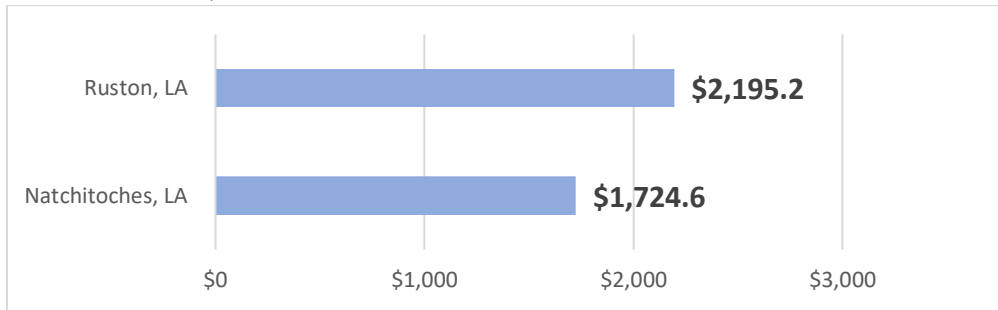
Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Figure 79: Per Capita Personal Income for Micropolitan Statistical Areas, 2021



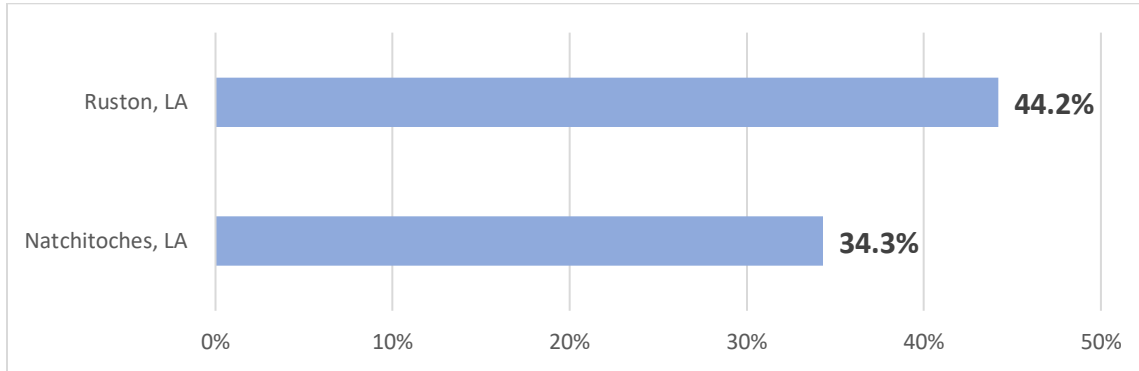
Source: Personal Income, Population, Per Capita Personal Income by county from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 80: Personal Income (in millions of dollars) for Micropolitan Statistical Areas, 2021



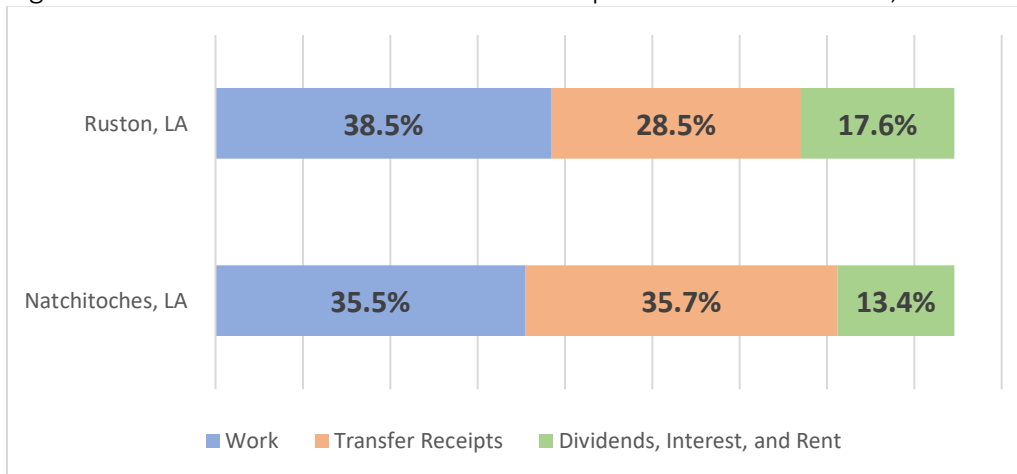
Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 81: Percent Increase in Personal Income for Micropolitan Statistical Areas, 2011-2021



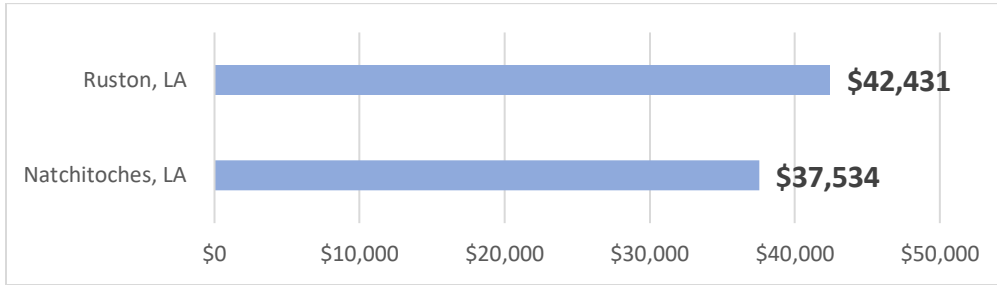
Source: Personal Income, Population, Per Capita Personal Income by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 82: Personal Income Sources for Micropolitan Statistical Areas, 2021



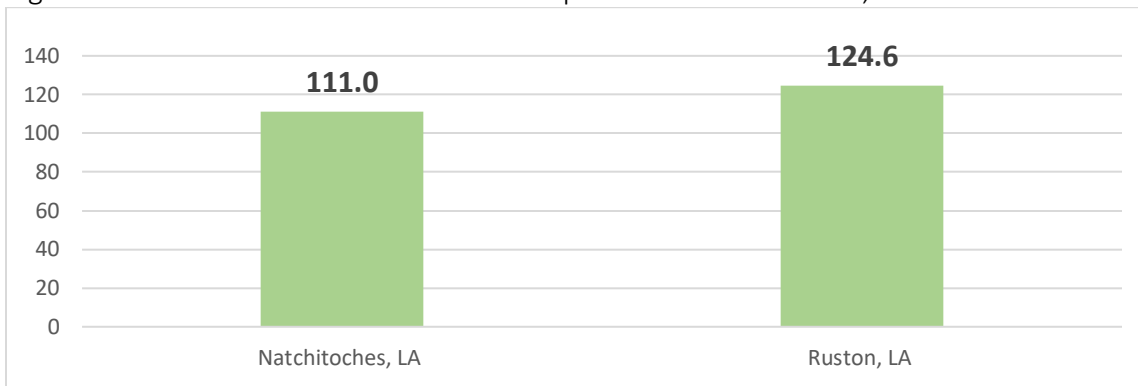
Source: Personal Income and Employment by Major Component by Micropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/itable.cfm?ReqID=70&step=1>

Figure 83: Per Capita Real GDP (in chained 2012 dollars) for Micropolitan Statistical Areas, 2021



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 84: Innovation Index Score for Micropolitan Statistical Areas, No Year Given



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

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

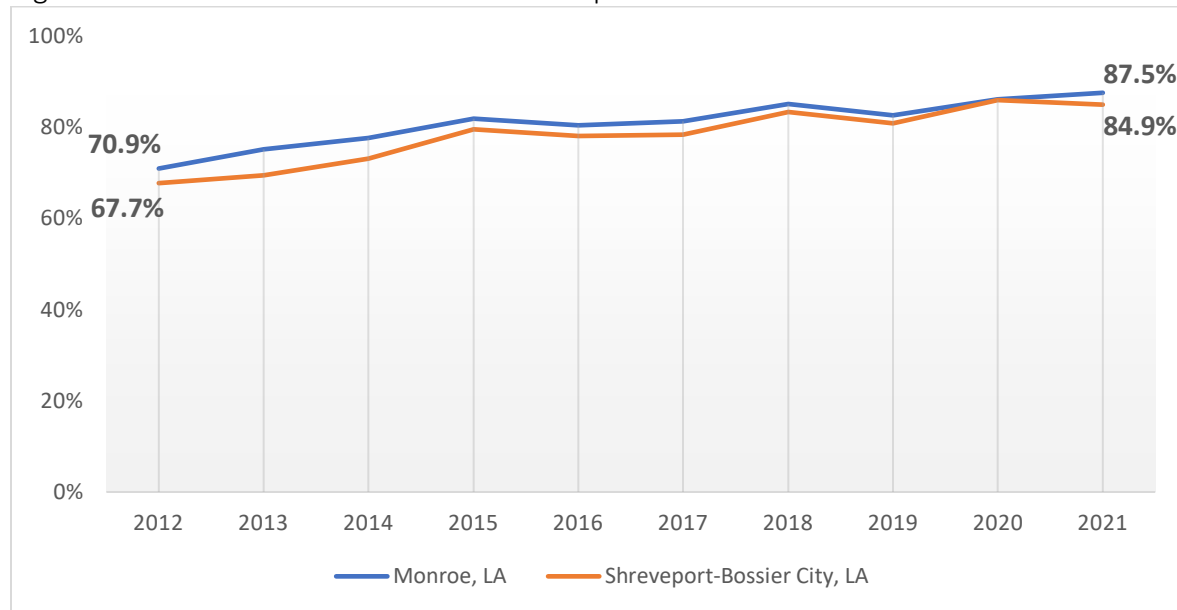
Note: This indicator was not updated this year.

4.3 Moving the Needle on Human Capital

Looking at the trends in human capital factors, the Shreveport-Bossier MSA has improved the cohort graduation rate significantly since 2010 (Figure 85). The percentage of 3- and 4-year-olds in pre-K had risen from 2012 to 2017, but it has been dropping since that time. Figure 86 shows that the share of the population with a bachelor’s degree or higher has ticked up some since 2012 in Shreveport-Bossier while the workforce participation rate has dropped significantly.

From 2011 to 2021, like most of our peers, the Shreveport-Bossier MSA saw no significant GDP growth (-0.2%). One thing that is not clear from Table 16, but is seen in the underlying data, is that the growth rate from year to year fluctuated significantly for the Shreveport-Bossier MSA. The growth rate from 2010 to 2020 was 5.5%, while the local economy contracted by 5.2% from 2012 to 2013 in terms of per capita output. Over the 10 years, there were four years of economic contraction and six years of expansion.

Figure 85: Cohort Graduation Rate for Shreveport-Bossier and Monroe MSAs



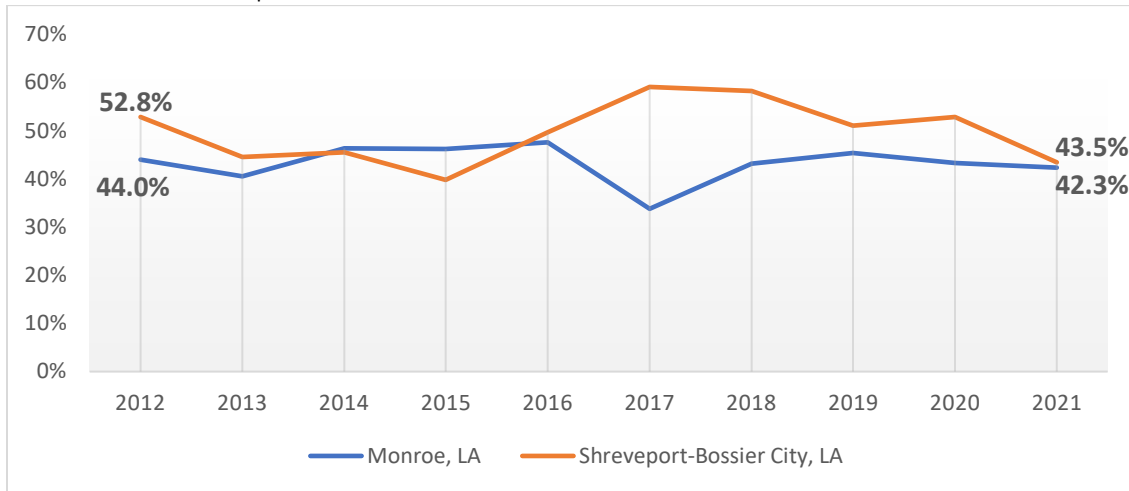
Source: Calculated by author using 2005-2021 State School System Cohort Graduation and Credential Rate Summary from the Louisiana Believes Data Center at <https://www.louisianabelieves.com/resources/library/high-school-performance> and the

2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Note: The value for DeSoto Parish for 2021 was greater than 95 and the exact value was not available so 95 was used.

Figure 86: Percent of 3- and 4-Year-Olds Enrolled in School for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

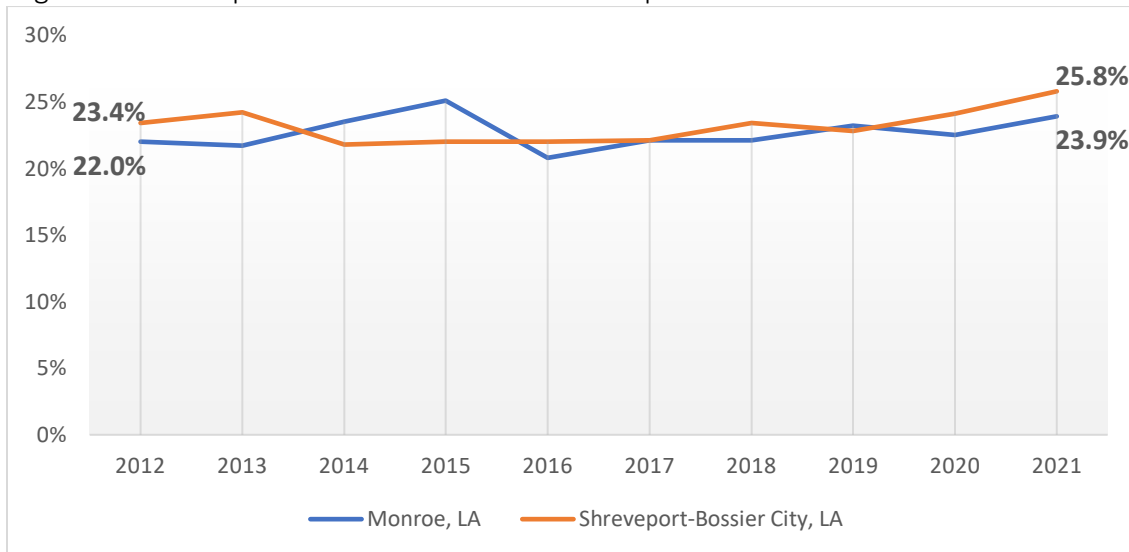


Source: U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 87: Percent of Population 25 Years and Over with Bachelor’s Degree or Higher for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

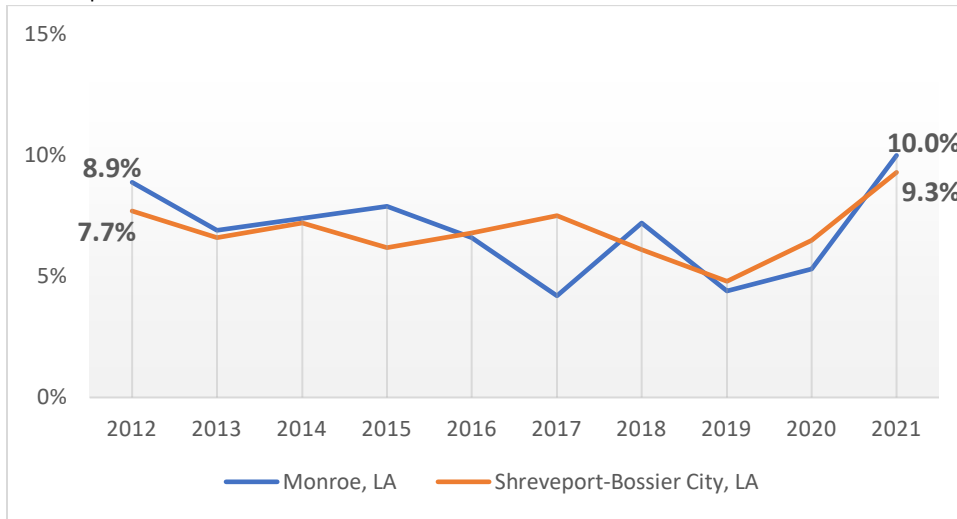


Source: U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 88: Unemployment Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

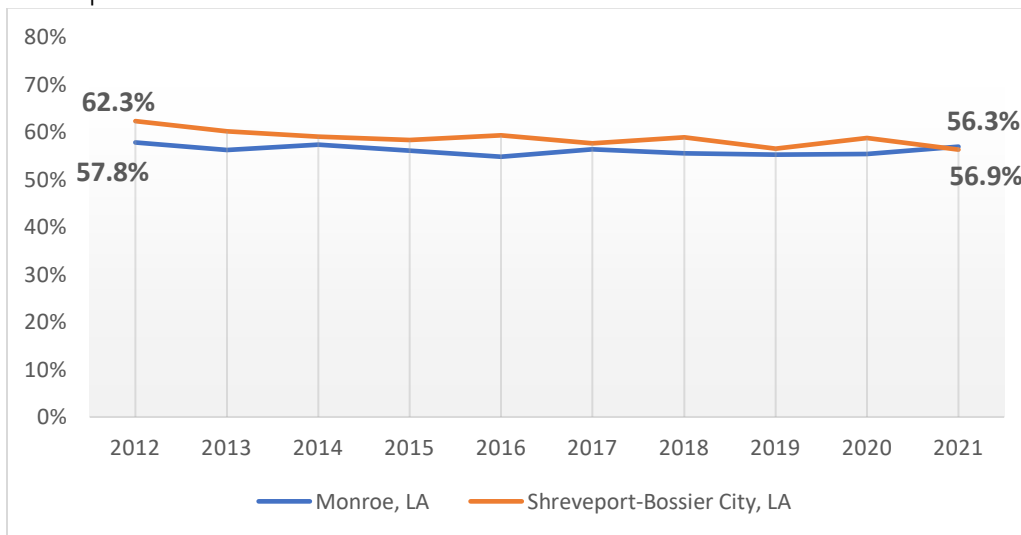


Source: U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 89: Workforce Participation Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

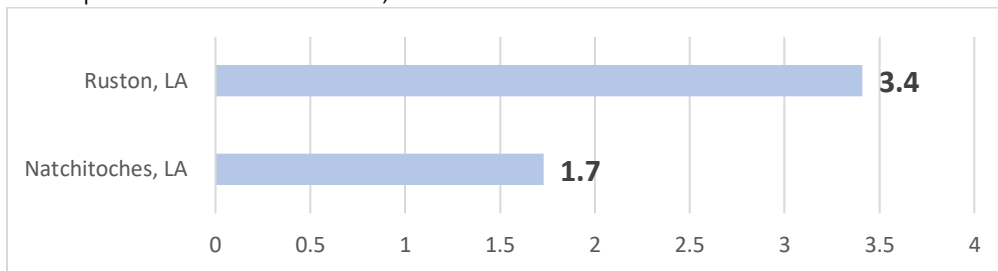
Note: In previous Community Counts reports, data from this indicator came from American Community Survey 1-Year Estimates but only 5-year estimates were available for 2020.

Table 16: Per Capita Real GDP Compound Annual Growth Rate, 2011-2021

MSA	Growth Rate	Rank	2020 Rank
Fayetteville-Springdale-Rogers, AR	3.1	1	
Chattanooga, TN-GA	1.3	2	
Huntsville, AL	0.7	3	
Montgomery, AL	0.4	4	
Roanoke, VA	0.3	5	
Jackson, MS	-0.2	6 (tie)	
Shreveport-Bossier City, LA	-0.2	6 (tie)	5
Columbus, GA-AL	-0.8	8	
Monroe, LA	-0.9	9	
Killeen-Temple-Fort Hood, TX	-1.0	10	
Lafayette, LA	-7.5	11	

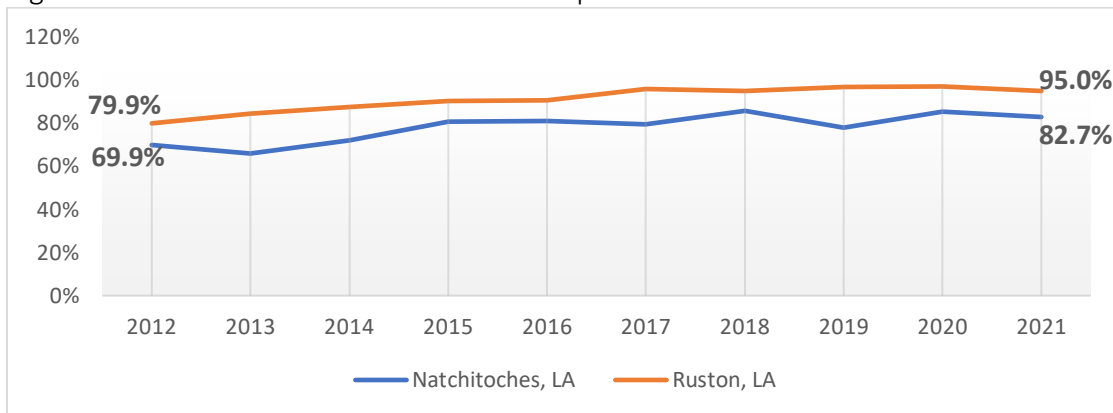
Source: Calculated by author using data from GDP by County and Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1&acrdn=5> and U.S. Census Bureau 2011 and 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Figure 90: Per Capita Real GDP Compound Annual Growth Rate for Micropolitan Statistical Areas, 2011-2021



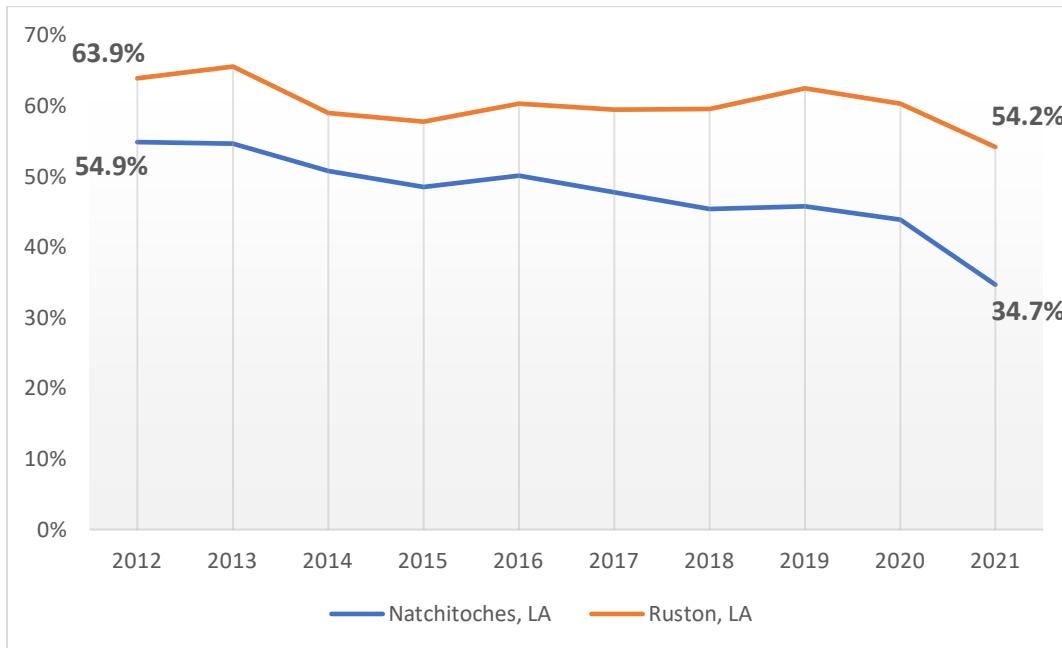
Source: GDP by County and Metropolitan Area from the Bureau of Economic Analysis at <https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1&acrdn=5>

Figure 91: Cohort Graduation Rate for Micropolitan Statistical Areas



Source: Louisiana Believes Data Center at <https://www.louisianabelieves.com/resources/library/high-school-performance>
 Note: The 2018 and 2021 values for Ruston, LA were greater than 95 and the exact value was not available so 95 was used.
 Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

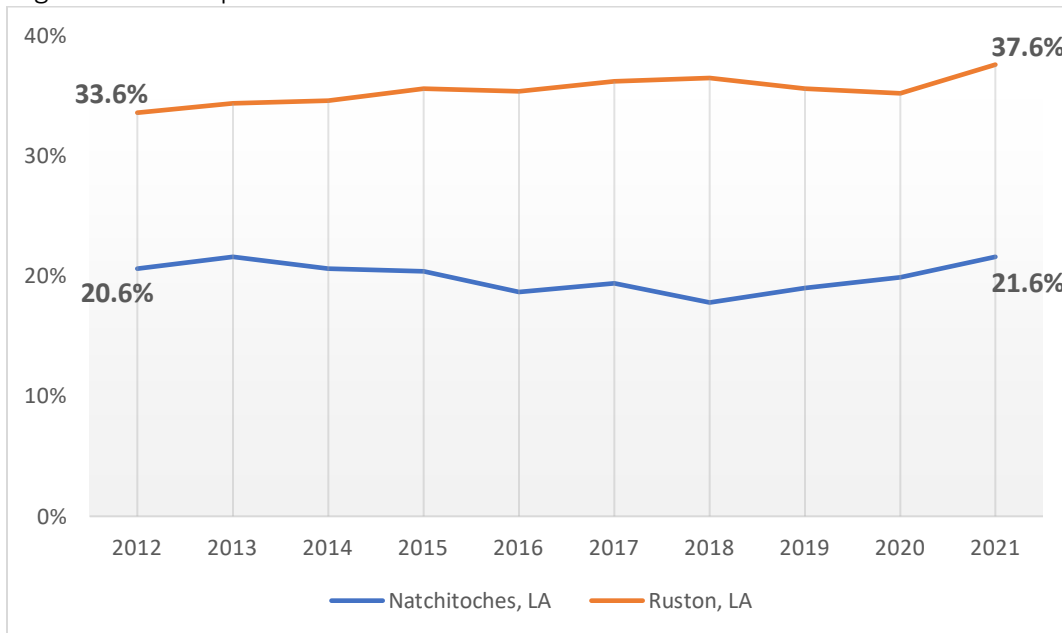
Figure 92: Percent of 3- and 4-Year-Olds Enrolled in School for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

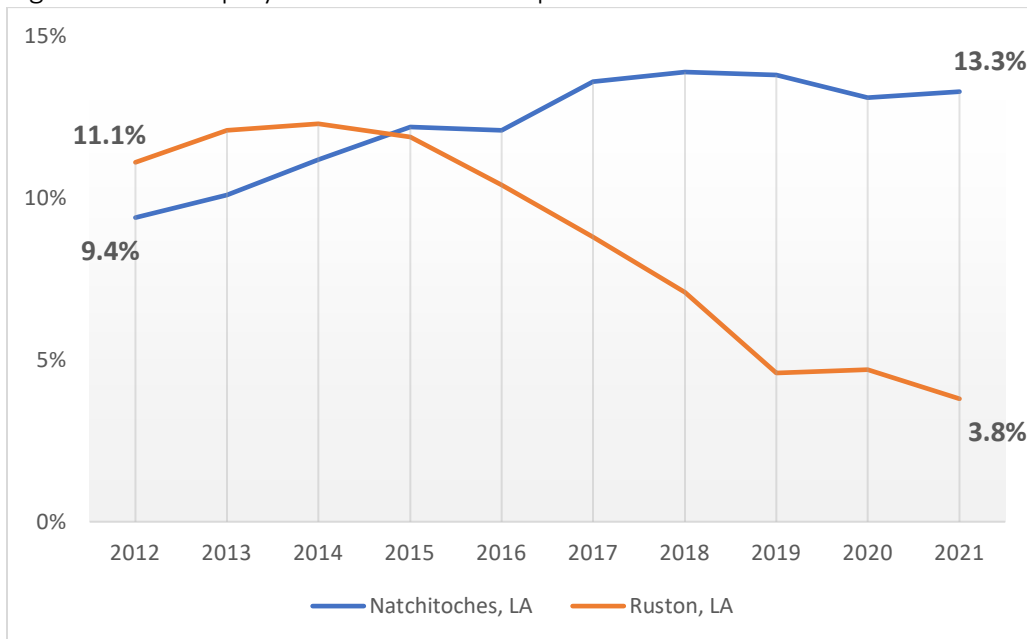
Figure 93: Percent of Population 25 Years and Over with Bachelor's Degree or Higher for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2012-2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

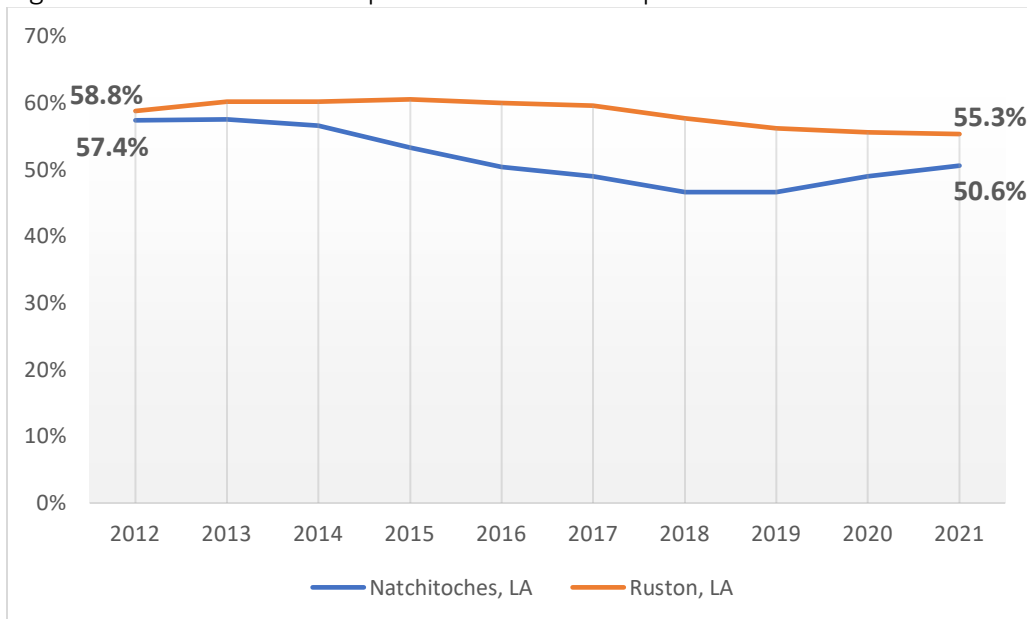
Figure 94: Unemployment Rate for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2012-2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 95: Workforce Participation Rate for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2012-2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>


Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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 three years ago. In 2019 we fell to 6th, but this year our percent uninsured fell to 7% and our ranking bumped back up to 3rd (Table 17). Figure 96 show that the uninsured rate among Hispanics is over three times that of whites and blacks in our MSA. Many of the peer communities also improved on this measure from last year’s report. 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 is the most significant success of the ACA thus far 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.

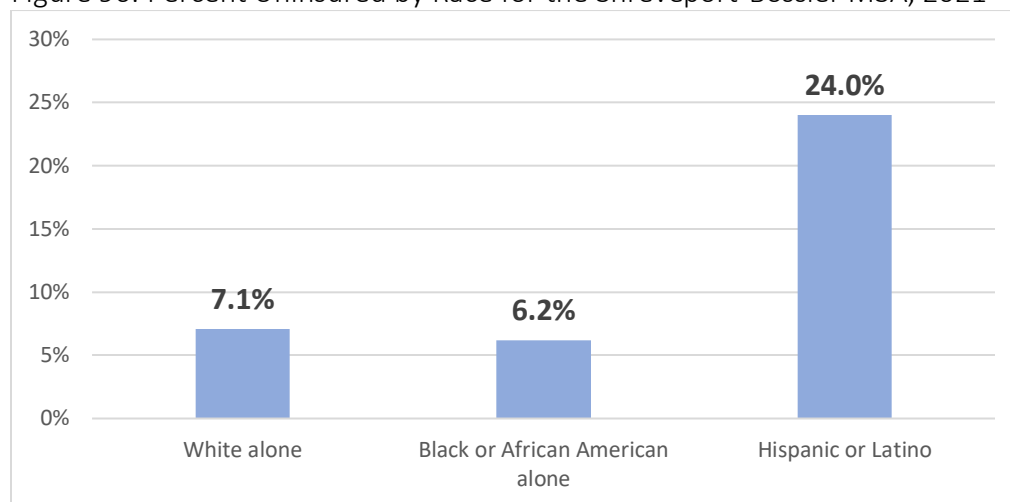
Table 17: Percent Uninsured, 2021

MSA	Percent Uninsured	Rank	2020 Rank
Roanoke, VA	6.5%	1	
Lafayette, LA	6.9%	2	
Shreveport-Bossier City, LA	7.0%	3	 4
Huntsville, AL	7.9%	4	
Monroe, LA	8.1%	5	
Chattanooga, TN-GA	10.1%	6	
Fayetteville-Springdale-Rogers, AR	10.7%	7	
Columbus, GA-AL	11.2%	8 (tie)	
Montgomery, AL	11.2%	8 (tie)	
Killeen-Temple-Fort Hood, TX	12.6%	10	
Jackson, MS	12.7%	11	

Source: U.S. Census Bureau, 2021 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 96: Percent Uninsured by Race for the Shreveport-Bossier MSA, 2021



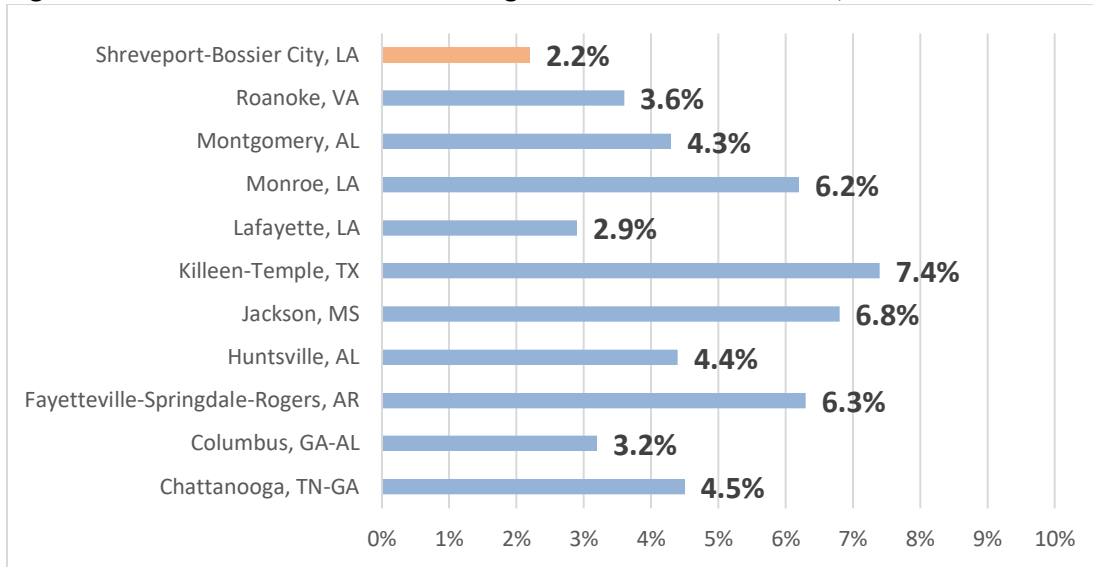
Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates at <https://data.census.gov/cedsci/>

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 (Figure 97) we improved even more to 2.2%, first among our peers.

The problem of uninsured adults, particularly employed and working adults, also showed an alarming increase two years ago. In 2013, nearly one in four working adults 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 improvement, to see this moving back in the wrong direction (13% in 2019) was very disturbing. But last year's figure improved to 11.4%, and this year we held those gains at 11.1%, ranking 5th among our peers.

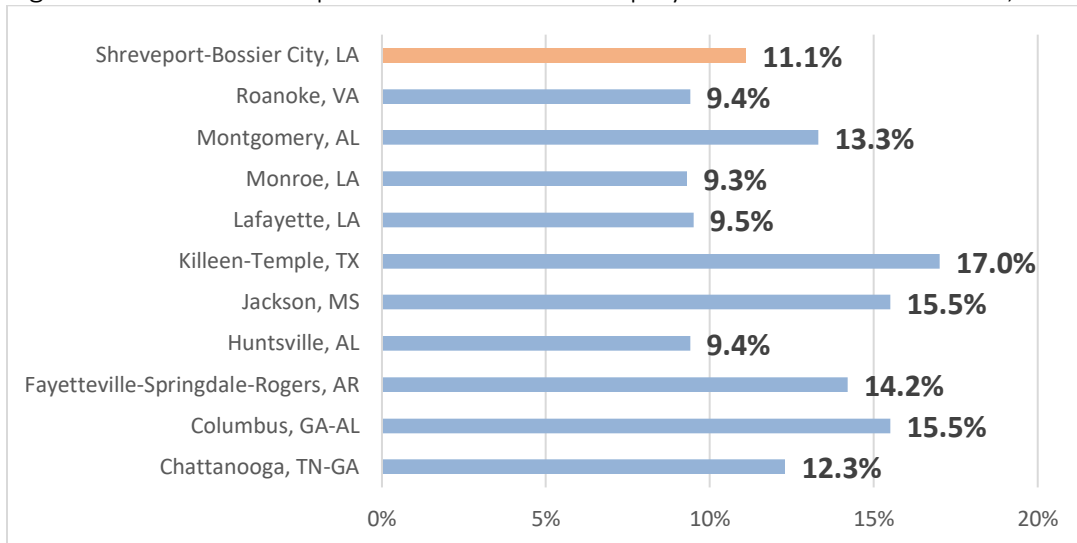
²⁰ Being uninsured: impact on children's health care and health. *Curr Opin Pediatr.* 2005 Dec;17(6):753-8. Fry-Johnson YW1, Daniels EC, Levine R, Rust G.

Figure 97: Percent of Children Under Age 19 Uninsured for MSAs, 2021



Source: U.S. Census Bureau, 2021 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 98: Percent of Population 19-64 Years Employed & Uninsured for MSAs, 2021



Source: U.S. Census Bureau, 2021 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.”

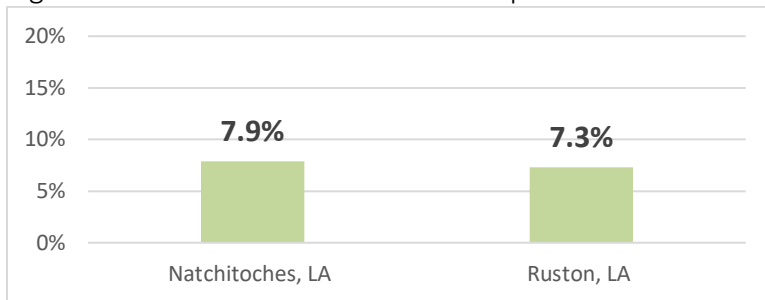
Health coverage is very much influenced by events beyond the MSA level in Baton Rouge and Washington, DC. The ACA had succeeded not only in lowering the number of uninsured across the country, but most studies show it also slowed the growth in health care costs.²¹ In Louisiana, the

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/>

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

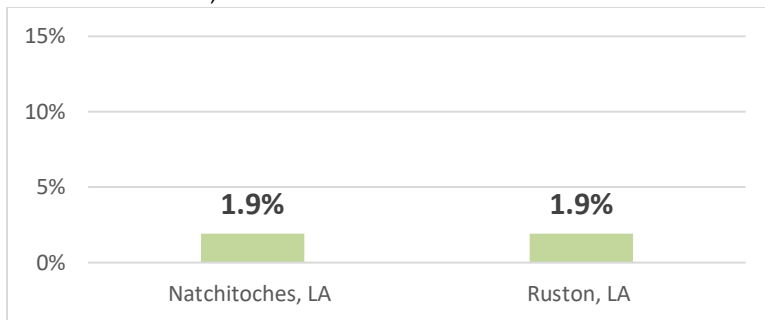
The data for MicroSAs usually reveal higher uninsured rates, but the numbers are improving. Both Natchitoches and Ruston had rates over 17% four years ago, but both are below 8% now, and rates of uninsured children are below 2%. As these numbers improve, we will see the effects on the health of individual patients, relieving of financial pressure on health care institutions, improvements in productivity and earnings, and moderation of the overall cost of the health care system in these communities.

Figure 99: Percent Uninsured for Micropolitan Statistical Areas, 2021



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

Figure 100: Percent of Children Under Age 19 Uninsured for Micropolitan Statistical Areas, 2021

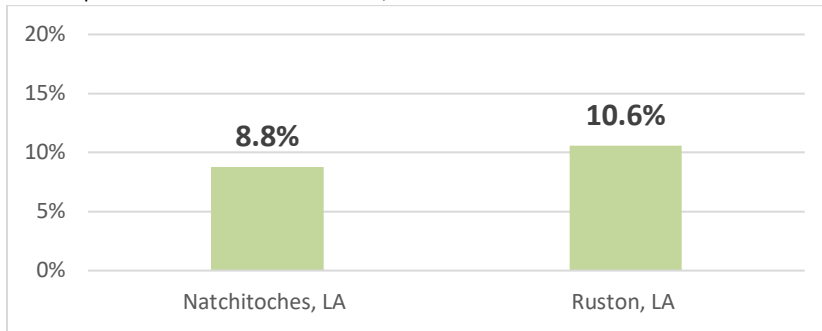


Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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."

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 101: Percent of Population 19 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas, 2021



Source: U.S. Census Bureau, 2021 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 6.4, no 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. The ratings for the MSAs are all lower (Figure 102).

Table 18: Food Environment Index, 2020

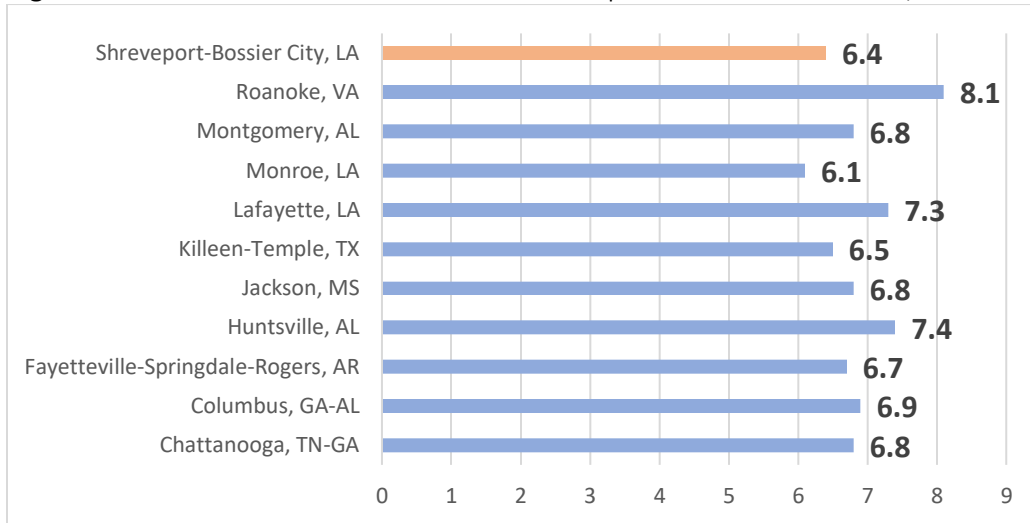
MSA	Food Environment Index	Rank	2019 Rank
Roanoke, VA	8.1	1	
Huntsville, AL	7.4	2	
Lafayette, LA	7.3	3	
Columbus, GA-AL	6.9	4	
Chattanooga, TN-GA	6.8	5 (tie)	
Jackson, MS	6.8	5 (tie)	
Montgomery, AL	6.8	5 (tie)	
Fayetteville-Springdale-Rogers, AR	6.7	8	
Killeen-Temple-Fort Hood, TX	6.5	9	
Shreveport-Bossier City, LA	6.4	10	➡ 10
Monroe, LA	6.1	11	

Source: 2023 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 102: Food Environment Index for Metropolitan Statistical Areas, 2020

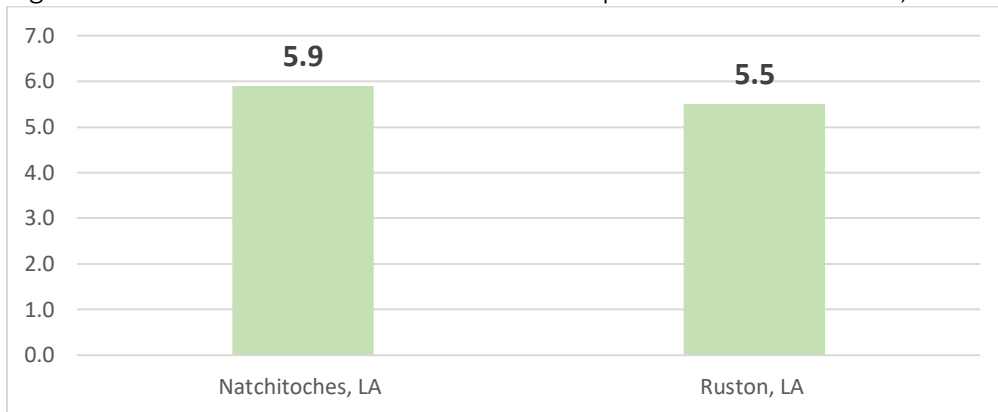


Source: 2023 County Health Rankings at <http://www.countyhealthrankings.org>

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 103: Food Environment Index for Micropolitan Statistical Areas, 2020



Source: 2023 County Health Rankings at <http://www.countyhealthrankings.org>

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

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


²³ Centers for Disease Control and Prevention: Healthy Food Environments.

<http://www.cdc.gov/obesity/strategies/healthy-food-env.html>

5.3 Health Outcomes

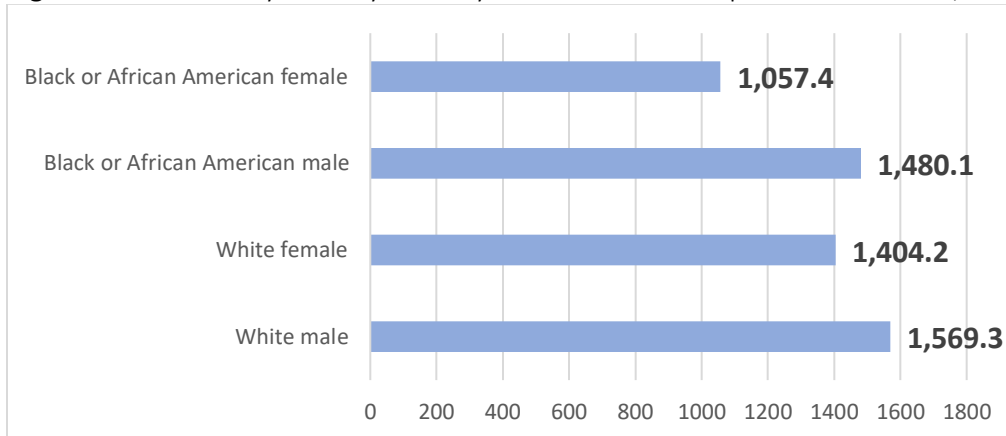
One would expect a community with high rates of poverty and economic distress, lower than average education levels, and high rates of households on public assistance to have lower overall health outcomes. These expectations are mitigated somewhat in our region by a strong regional healthcare system and very high levels of health insurance coverage. Consequently, we end up with moderate to low health outcomes across the board. Relative to its peer communities, the Shreveport-Bossier MSA has the 8th highest mortality rate (Table 19), the highest chlamydia rate (Figure 104), the highest rate of low-weight births (Figure 105), and the 2nd highest teen birth rate (Figure 109).

Table 19: Mortality Rate (per 100,000 population), 2021

MSA	Mortality Rate	Rank	2020 Rank
Fayetteville-Springdale-Rogers, AR	897.5	1	
Killeen-Temple-Fort Hood, TX	939.2	2	
Huntsville, AL	1085.3	3	
Lafayette, LA	1178.4	4	
Jackson, MS	1198.3	5	
Montgomery, AL	1237.6	6	
Columbus, GA-AL	1237.8	7	
Shreveport-Bossier City, LA	1308.3	8	 9
Chattanooga, TN-GA	1326.2	9	
Monroe, LA	1403.9	10	
Roanoke, VA	1451.2	11	

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

Figure 104: Mortality Rate by Race by Sex for the Shreveport-Bossier MSA, 2021

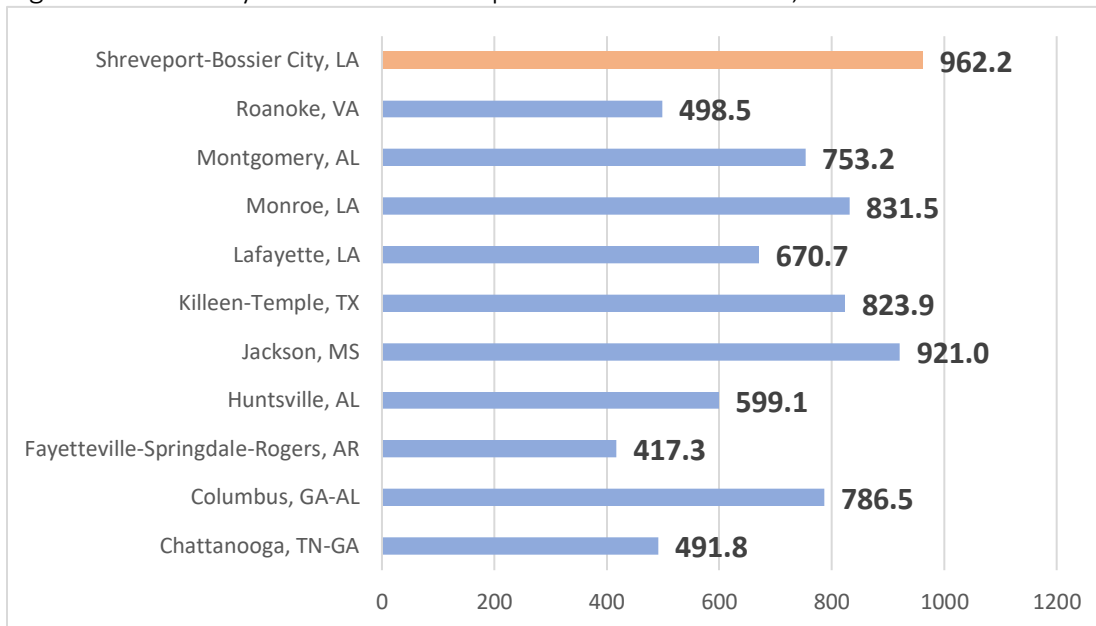


Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov>

Note: Data unavailable for the Hispanic/Latino population.

Figure 105 below shows the chlamydia rate for the Shreveport-Bossier MSA is 962.2 (infections per 100,000 population), a significant regression from 2018 (606.7). For perspective, a rate of 138 is in the 90th percentile (best) in the country. The MSA’s rate is more than twice that of the lowest rate for a peer community—417.3 in Fayetteville. 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 105: Chlamydia Rate for Metropolitan Statistical Areas, 2020



Source: Calculated by author with data from the 2023 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

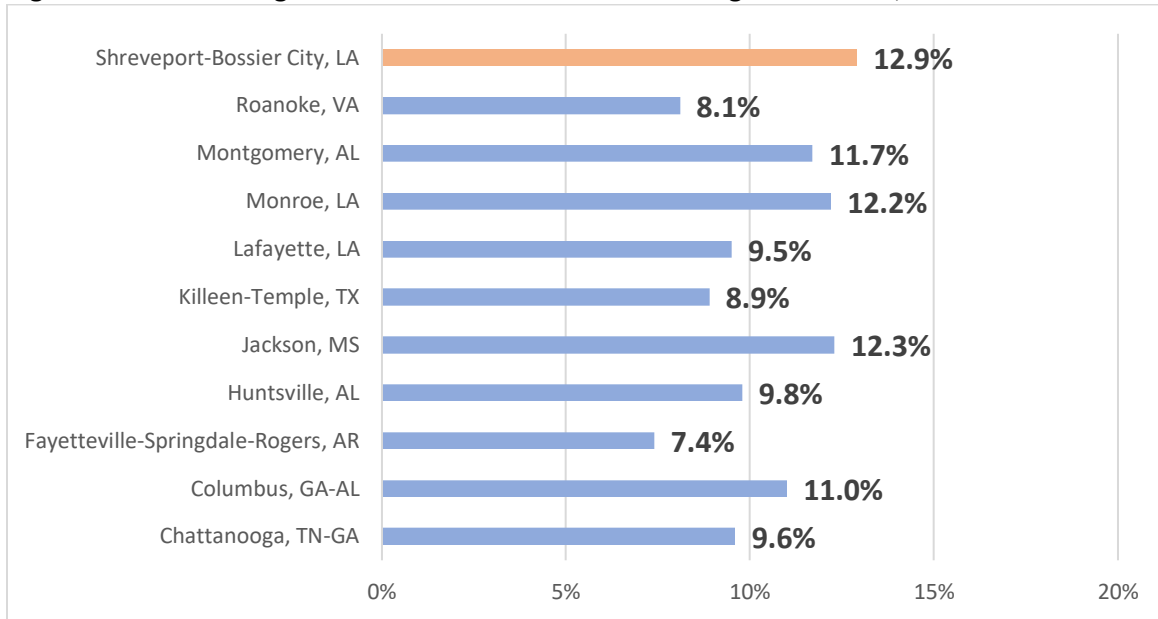
Note: Data reported in the County Health Rankings may be from previous years

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

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

cognitive development problems.²⁵ Shreveport-Bossier has the highest percentage (12.9%) of LBW among the peer communities. The overall rate in Louisiana is 10.9%, 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 107 illustrates, low birth weight rates are more than twice as high among Black or African American women (18%) than White women (8.9%).

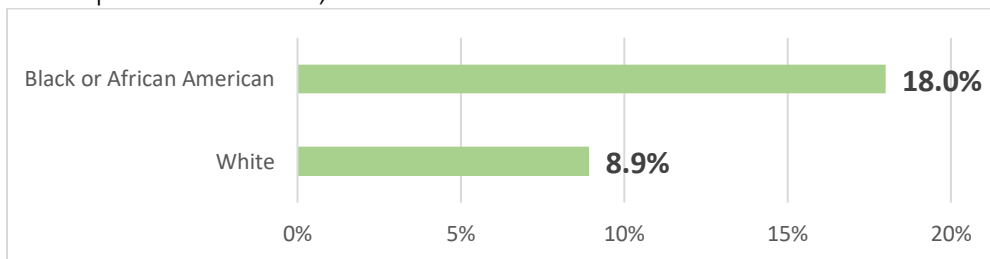
Figure 106: Percentage of Live Births with Low Birth Weight for MSAs, 2014-2020



Source: Calculated by author with data from the 2022 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2020 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: The 2023 County Health Rankings did not include an update of this indicator.

Figure 107: Low Birth Weight by Race of Mother for the Shreveport-Bossier MSA, 2022

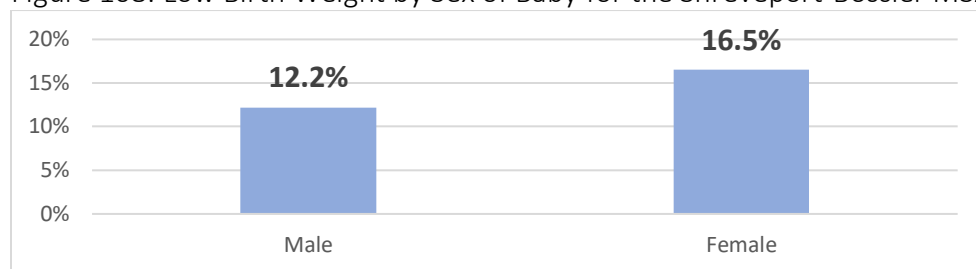


Source: Calculated by author with data from the 2022 County Health Rankings at <https://www.countyhealthrankings.org>

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.
 Note: The 2023 County Health Rankings did not include an update of this indicator.

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

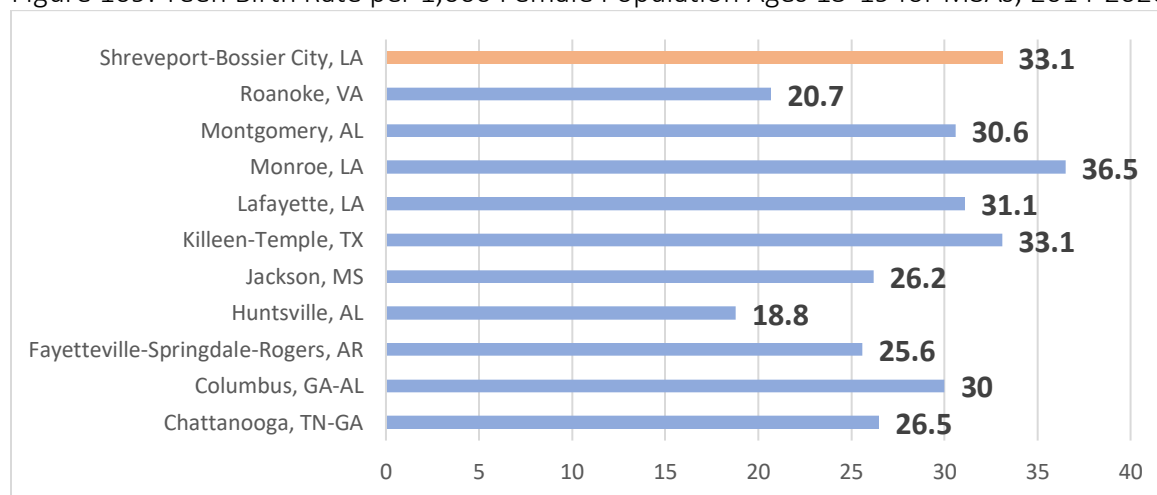
Figure 108: Low Birth Weight by Sex of Baby for the Shreveport-Bossier MSA, 2022



Source: Calculated by author with data from CDC Wonder at <https://wonder.cdc.gov/natality.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 2nd highest teen birth rate (33.1) 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.

Figure 109: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MSAs, 2014-2020

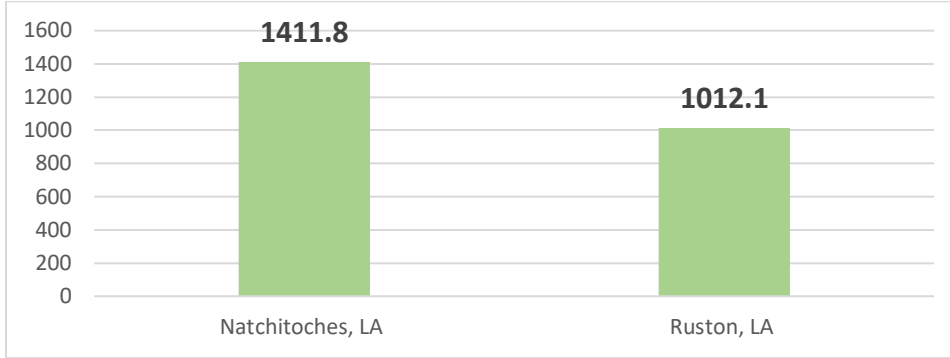


Source: Calculated by author with data from the 2022 County Health Rankings at <http://www.countyhealthrankings.org> and the U.S. Census Bureau, 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: Data reported in the County Health Rankings may be from previous years
 Note: The 2023 County Health Rankings did not include and update of this indicator.

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.

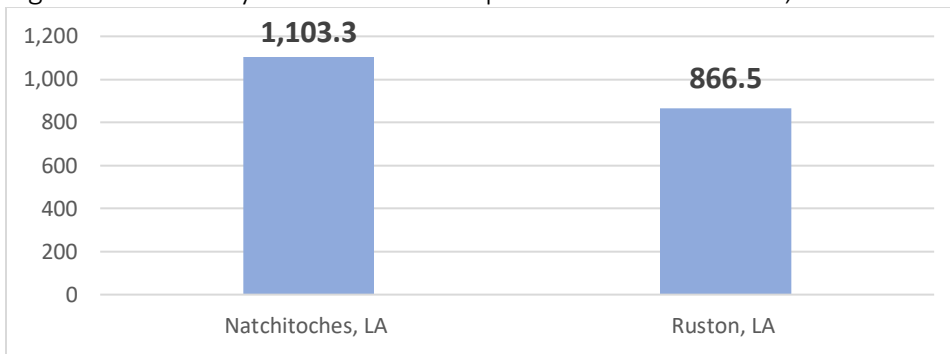
Below are the data for our MicroSAs. The mortality rate, chlamydia rate, and teen birth rate are much higher in Natchitoches. Overall, Ruston's figures compare well to the best of the peer MSA ratings.

Figure 110: Mortality Rate for Micropolitan Statistical Areas, 2021



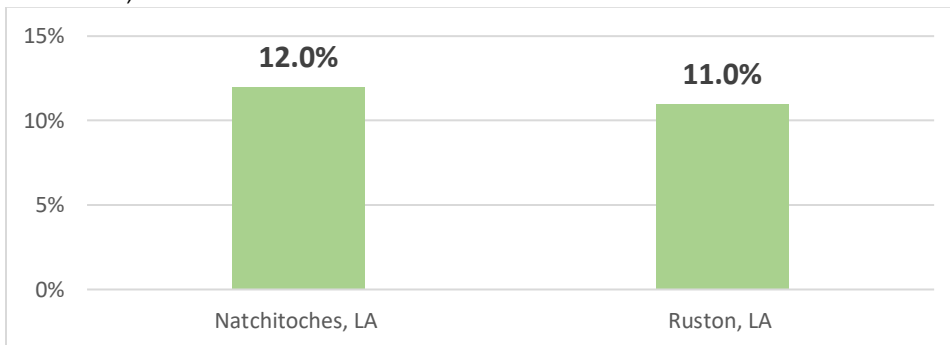
Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov>

Figure 111: Chlamydia Rate for Micropolitan Statistical Areas, 2020



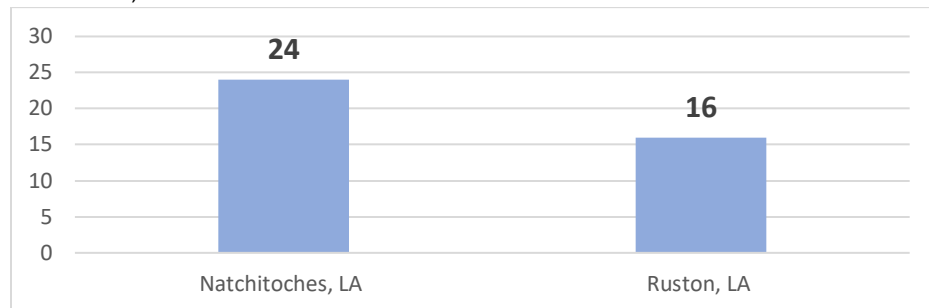
Source: 2023 County Health Rankings at <http://www.countyhealthrankings.org>
Note: Data reported in the County Health Rankings may be from previous years

Figure 112: Percentage of Live Births with Low Birth Weight for MicroSAs, 2014-2020



Source: 2022 County Health Rankings at <http://www.countyhealthrankings.org>
Note: Data reported in the County Health Rankings may be from previous years
Note: The 2023 County Health Rankings did not include and update of this indicator.

Figure 113: Teen Birth Rate per 1,000 Female Population Ages 15-19 for MicroSAs, 2014-2020



Source: 2022 County Health Rankings at <http://www.countyhealthrankings.org>
 Note: Data reported in the County Health Rankings may be from previous years
 Note: The 2023 County Health Rankings did not include and update of this indicator.

County Health Rankings provide data at the parish level, demonstrating how the parishes in the Shreveport-Bossier MSA, the Monroe MSA, and the MicroSAs are performing on various other health measures including health outcomes, health factors, quality of life, health behaviors, and clinical care. As Table 20 illustrates, relative to other parishes, only Bossier and Lincoln Parish perform well across the board on community health measures among the parishes considered in this report. Bossier ranks from 6th to 24th among 64 Louisiana parishes for overall health outcomes, health factors, morbidity, health behaviors, and clinical care. Caddo is near the bottom of the parishes (49th) on health outcomes and quality of life (54th) but ranks 8th for clinical care. Notably, the strong clinical care presence in Shreveport-Bossier is not translating to positive health outcomes or quality of life measures. The Monroe MSA parishes rank average or poor in all categories except for clinical care in Ouachita (11th). Note that Louisiana ranks very low on almost all these indicators relative to other states.

Table 20: Community Health Rankings among all 64 Louisiana Parishes, 2023

MSA Parish	Health Outcomes	Health Factors	Quality of Life	Health Behaviors	Clinical Care
SHREVEPORT-BOSSIER					
<i>Bossier</i>	8	6	19	7	24
<i>Caddo</i>	49	32	54	43	8
<i>DeSoto</i>	32	29	47	34	41
MONROE					
<i>Morehouse</i>	62	58	61	56	33
<i>Ouachita</i>	41	17	37	22	11
<i>Union</i>	27	40	26	46	46
NATCHITOCHES					
<i>Natchitoches</i>	46	26	48	36	21
RUSTON					
<i>Lincoln</i>	19	13	31	14	22

Source: 2023 County Health Rankings National Data at <https://www.countyhealthrankings.org>
 Note: Data reported in the County Health Rankings may be from previous years

In addition to insurance and access to health care to enable regular check-ups and prudent medical attention, healthy habits such as exercise, healthy eating, and quitting smoking are all highly correlated with better health.²⁷ All these factors are considered in the health behaviors category in Table 20. The low ratings in this category for all parishes except for Bossier and Lincoln are a key driver of the poor health outcomes overall. These habits help control weight, improve mood, combat disease, boost energy, and improve longevity.²⁸ For a community, these practices mean a more productive workforce, less strain on health care and social service resources, and a generally happier populace. Certainly, improving all these measures would generate significant benefits for the community, but a priority could be placed on the health habits category since it is one of the most easily addressed impact areas for improving health outcomes. The American Hospital Association has a list of community-based initiatives targeted at improving community health and many are focused on improving healthy eating and exercise habits and reducing unhealthy habits like smoking (<http://www.hpoe.org/Reports-HPOE/2017/AHA-community-health-initiatives.pdf>).

²⁷ Changing Your Habits: Steps to Better Health. National Institutes of Health. the National Institute of Diabetes and Digestive and Kidney Diseases <http://www.niddk.nih.gov/health-information/health-topics/diet/changing-habits/Pages/changing-your-habits.aspx>

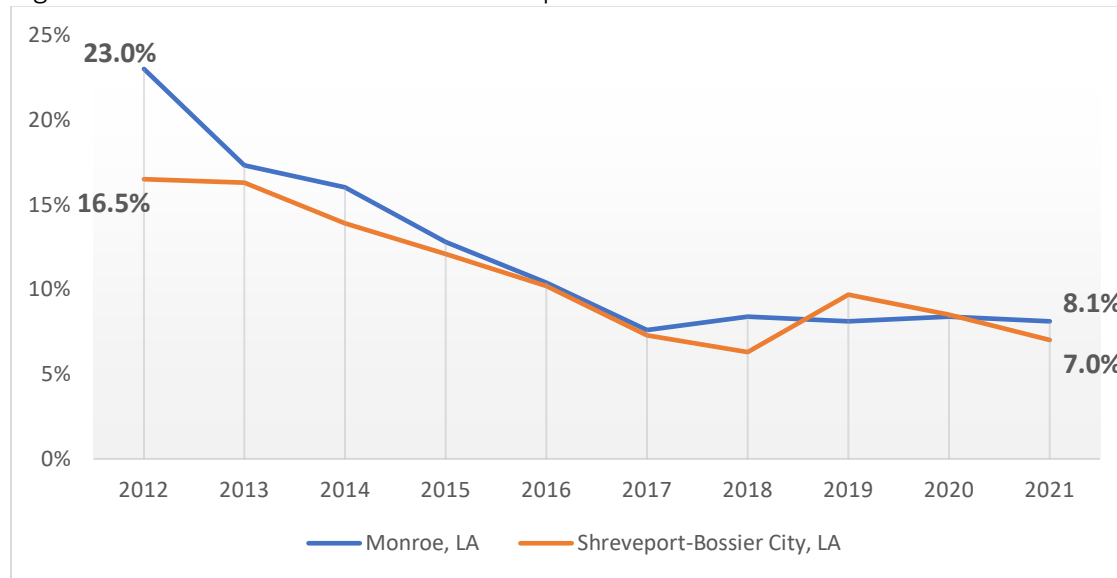
²⁸ 5 Benefits of Healthy Habits. Healthline Editorial Team. See more at <http://www.healthline.com/health/5-benefits-healthy-habits>

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 114 shows the dramatic drop in uninsured persons overall, and Figure 115 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 share of low-birth-weight babies, teen births, and STIs and the dramatic rise in the mortality rate in Shreveport-Bossier since 2018. 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 114: Percent Uninsured for Shreveport-Bossier and Monroe MSAs

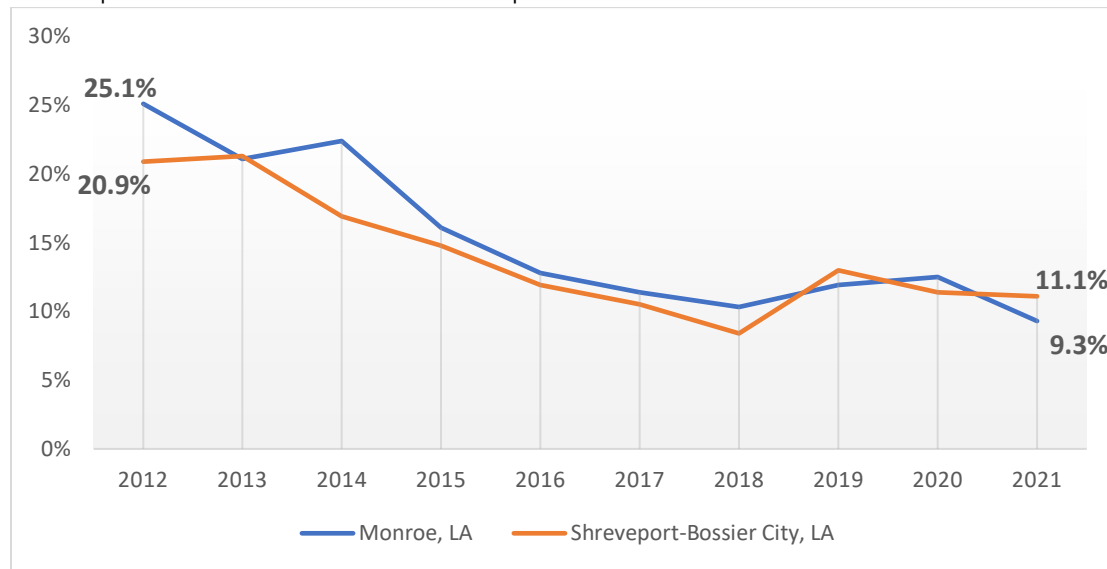


Source: U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 115: Percent of Population 19 to 64 Years Employed and Uninsured for Shreveport-Bossier and Monroe Metropolitan Statistical Areas

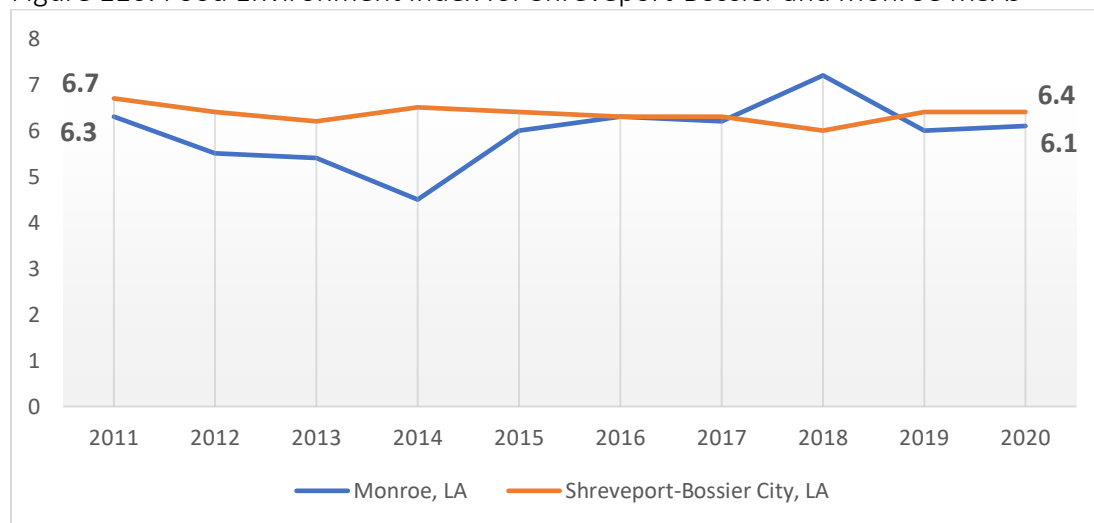


Source: U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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 116: Food Environment Index for Shreveport-Bossier and Monroe MSAs

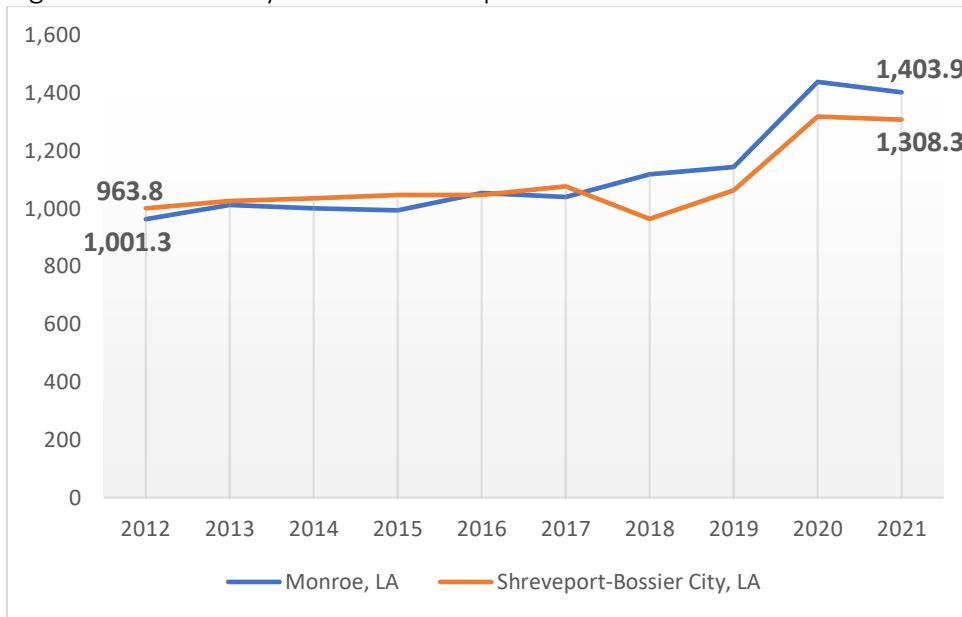


Source: 2014-2023 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>

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

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

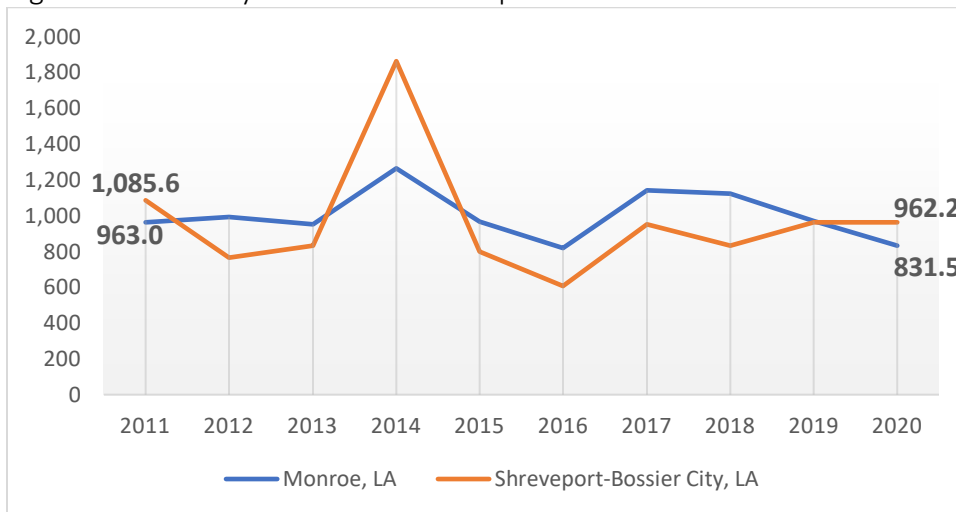
Figure 117: Mortality Rate for Shreveport-Bossier and Monroe MSAs



Source: Calculated by author based on Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov> and U.S. Census Bureau 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 118: Chlamydia Rate for Shreveport-Bossier and Monroe MSAs

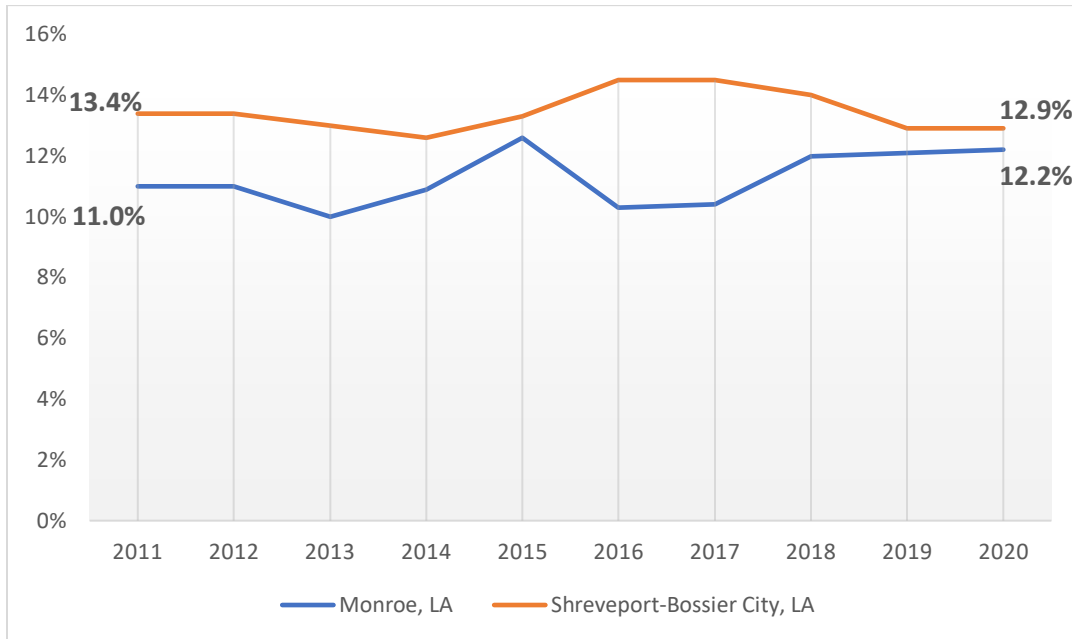


Source: Calculated by author using data from the 2014-2023 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2011-2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 119: Percentage of Live Births w/Low Birth Weight in Shreveport-Bossier & Monroe MSAs

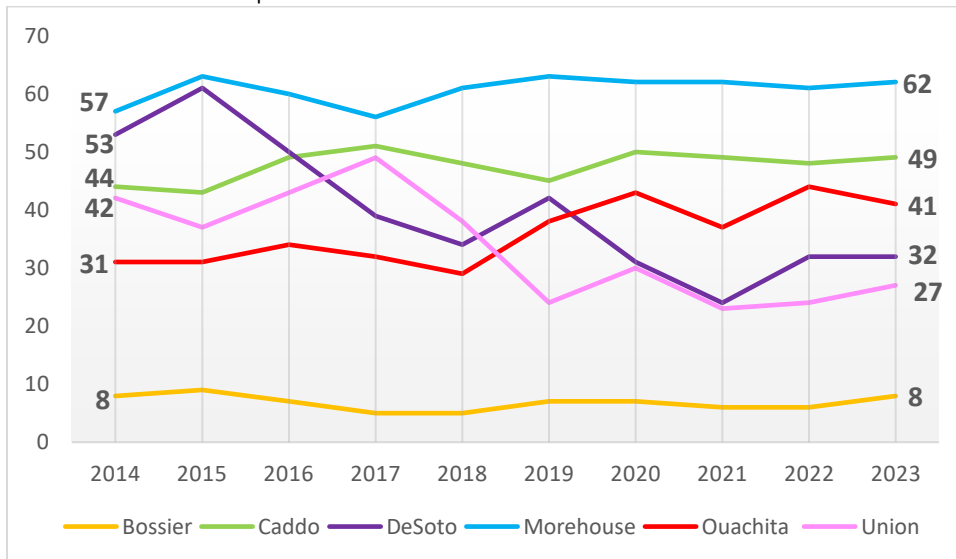


Source: Calculated by author using data from the 2013-2022 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2011-2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

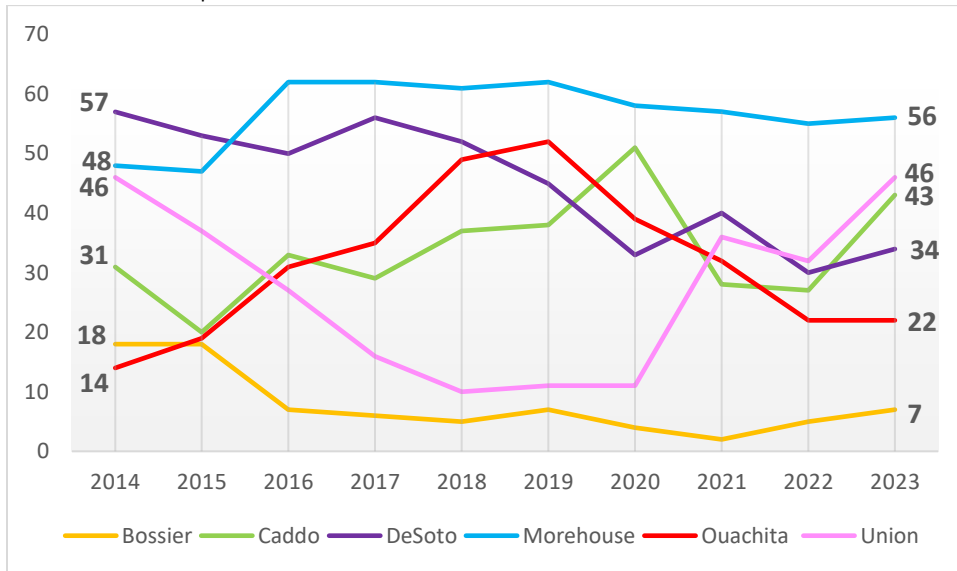
Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 120: Ranking of Health Outcomes by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



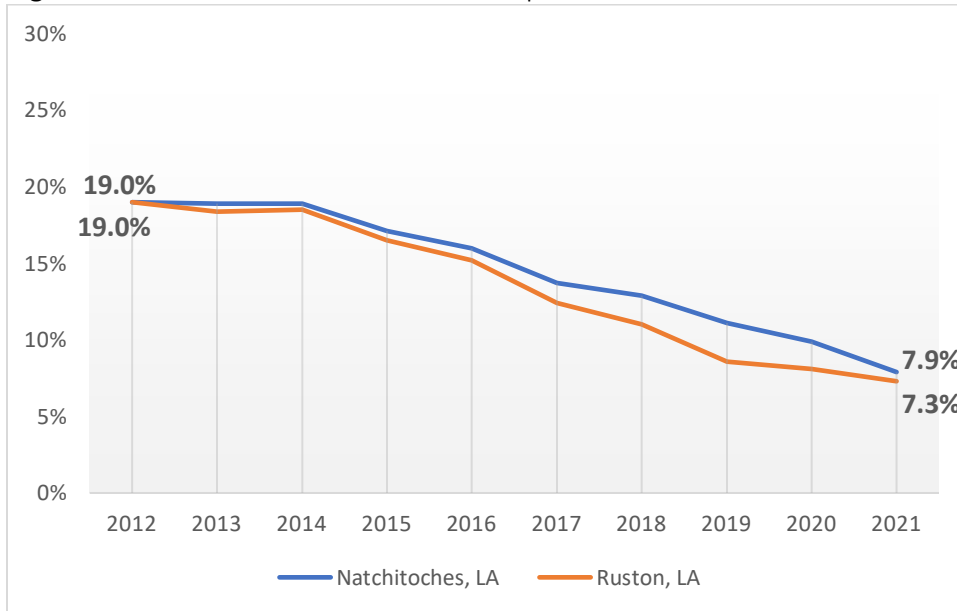
Source: 2014-2023 County Health Rankings National Data at <http://www.countyhealthrankings.org/rankings/data>

Figure 121: Ranking of Health Behaviors by Parish for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: 2014-2023 County Health Rankings National Data at <http://www.countyhealthrankings.org/rankings/data>

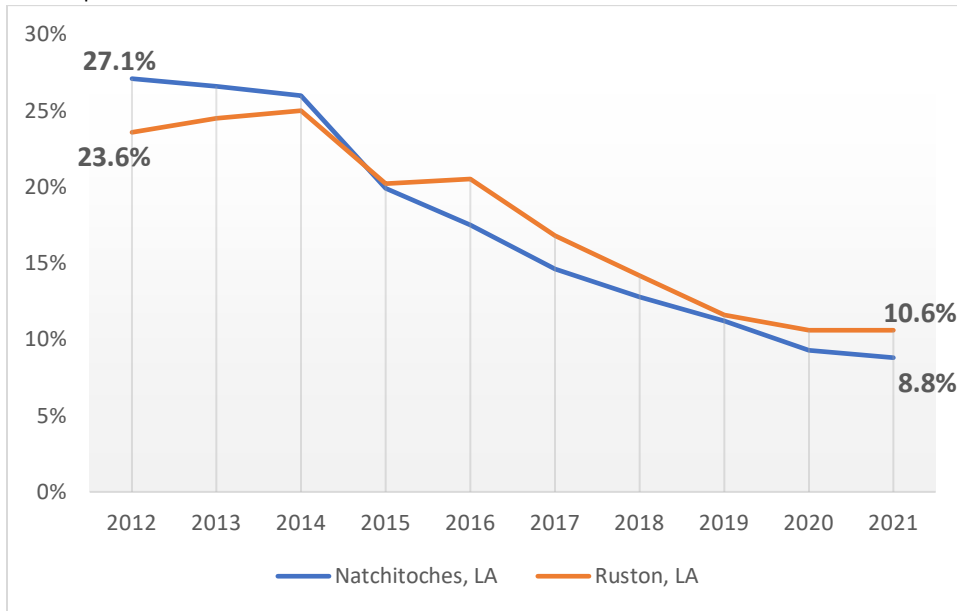
Figure 122: Percent Uninsured for Micropolitan Statistical Areas



Source: U.S. Census Bureau 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 123: Percent of Population 19 to 64 Years Employed and Uninsured for Micropolitan Statistical Areas

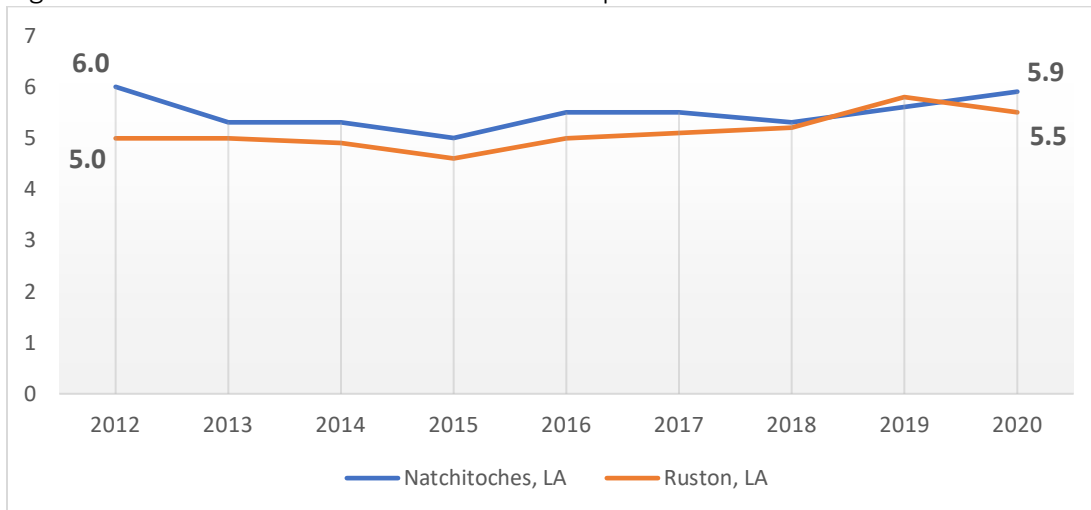


Source: U.S. Census Bureau 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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."

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 124: Food Environment Index for Micropolitan Statistical Areas

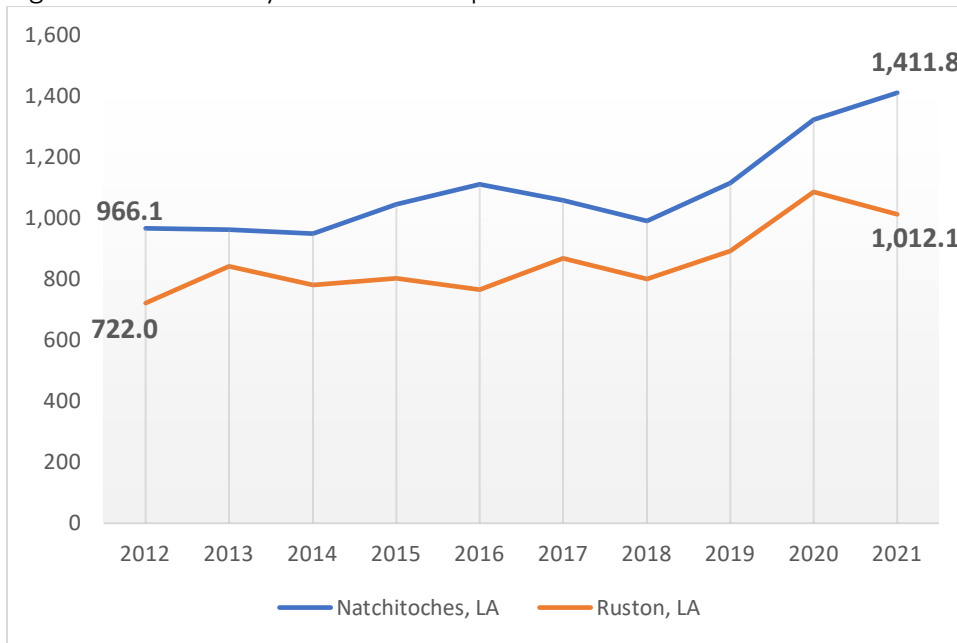


Source: Calculated by author using data from the 2015-2023 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data> and the U.S. Census Bureau 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

Note: 2012 is the earliest year available for this indicator.

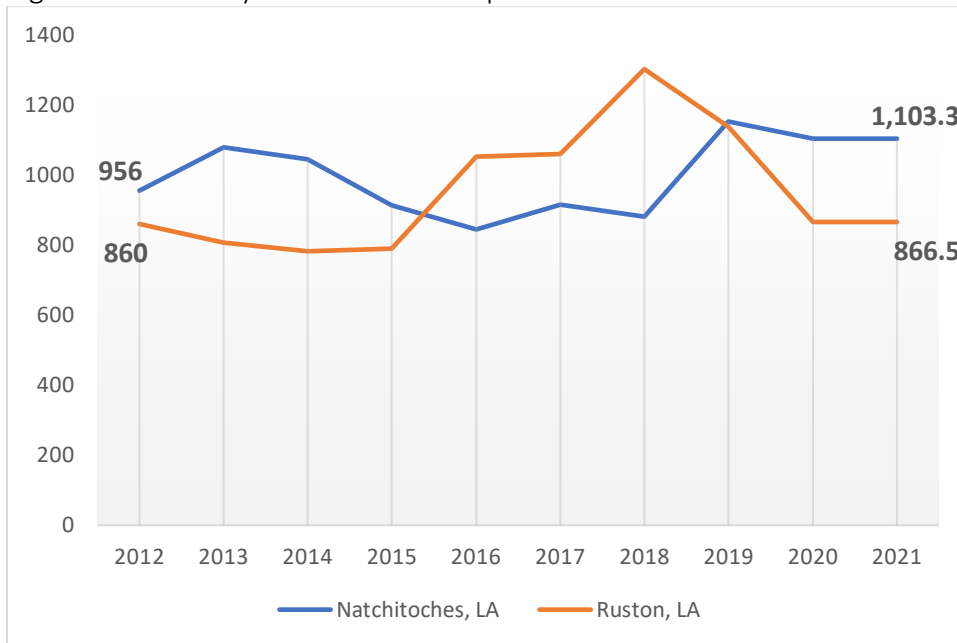
Figure 125: Mortality Rate for Micropolitan Statistical Areas



Source: Calculated by author using data from the Center for Disease Control online database, WONDER, at <http://wonder.cdc.gov>

Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

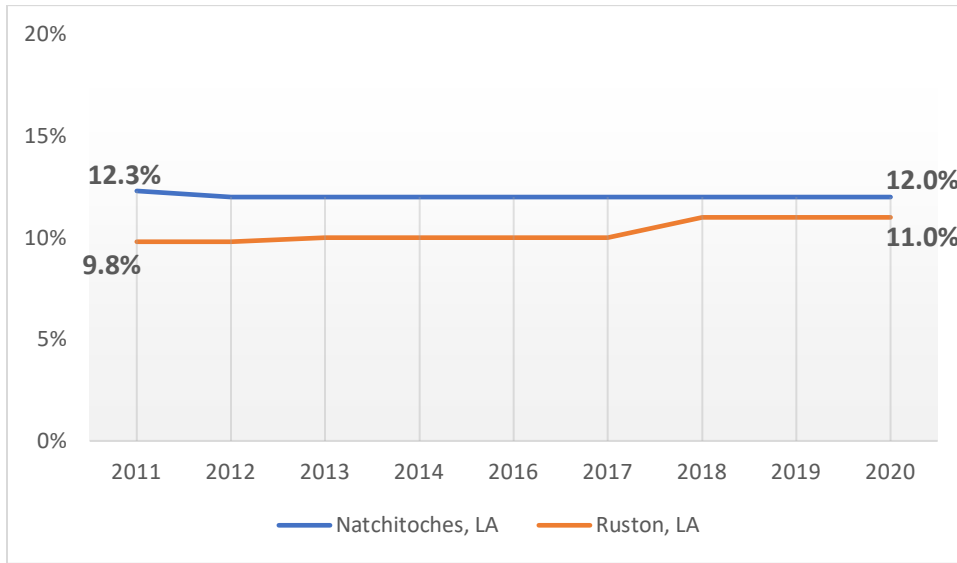
Figure 126: Chlamydia Rate for Micropolitan Statistical Areas



Source: 2014-2023 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>

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

Figure 127: Percentage of Live Births with Low Birth Weight for Micropolitan Statistical Areas



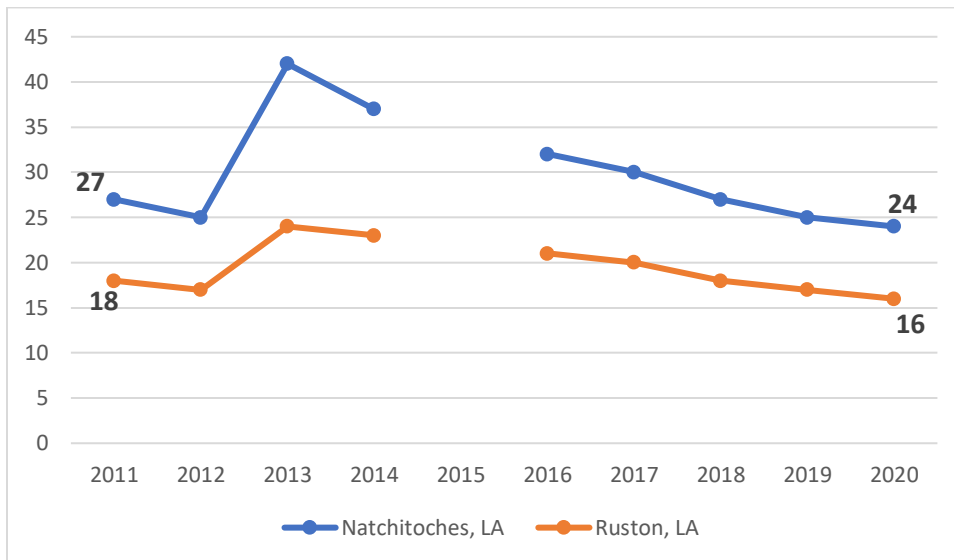
Source: 2014-2023 County Health Rankings at

<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

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018.

Figure 128: Teen Birth Rate (Mothers Ages 15 to 19) for Micropolitan Statistical Areas



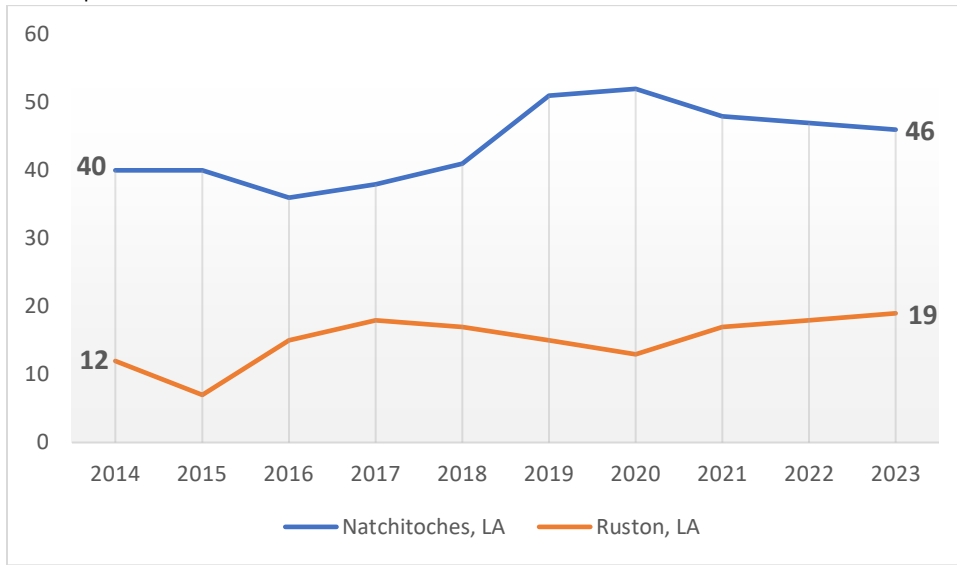
Source: 2014-2023 County Health Rankings at

<http://www.countyhealthrankings.org/rankings/data>

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

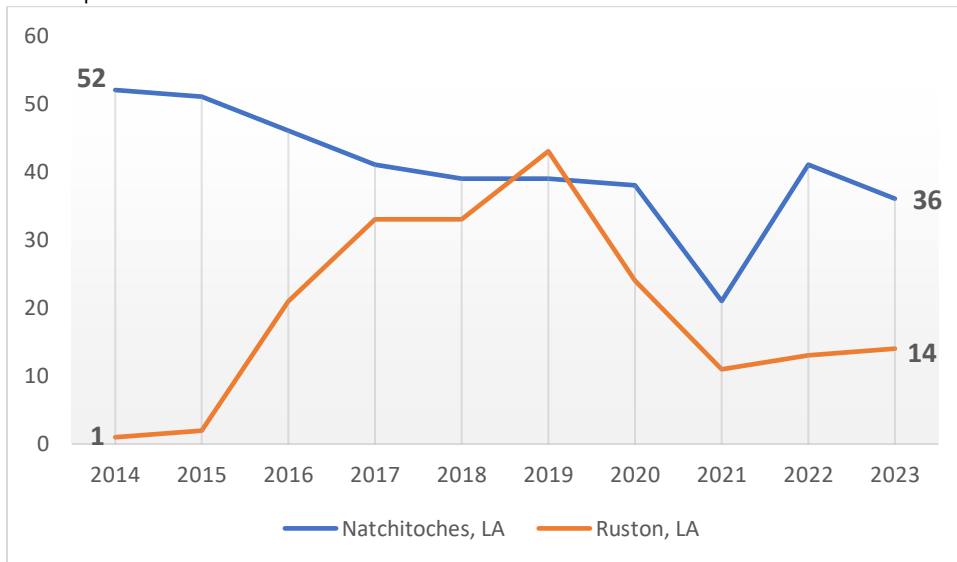
Note: 2015 data unavailable.

Figure 129: Ranking of Health Outcomes (out of 64 Louisiana parishes) for Micropolitan Statistical Areas



Source: 2014-2023 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>
 Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 130: Ranking of Health Behaviors (out of 64 Louisiana parishes) for Micropolitan Statistical Areas



Source: 2014-2023 County Health Rankings at <http://www.countyhealthrankings.org/rankings/data>
 Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

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.²⁹ 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.³⁰

Table 21: Median Air Quality Index by Metropolitan Statistical Area, 2022

MSA	Air Quality Index	Rank	2021 Rank
Monroe, LA	36	1	
Montgomery, AL	38	2 (tie)	
Roanoke, VA	38	2 (tie)	
Huntsville, AL	40	4	
Lafayette, LA	41	5	
Columbus, GA-AL	42	6	
Fayetteville-Springdale-Rogers, AR	43	7 (tie)	
Jackson, MS	43	7 (tie)	
Killeen-Temple, TX	43	7 (tie)	
Shreveport-Bossier City, LA	43	7 (tie)	➡ 7 (tie)
Chattanooga, TN-GA	46	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

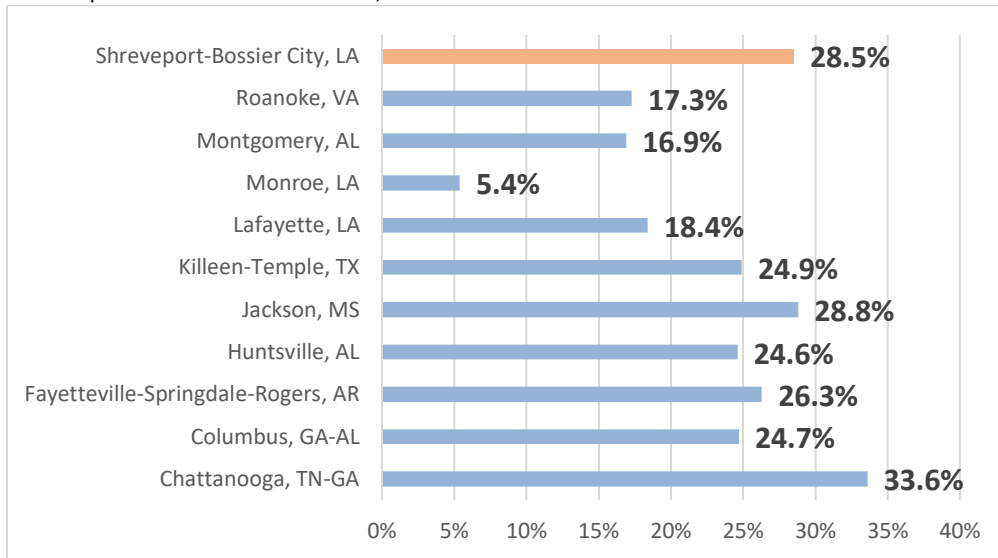
Table 21 shows that the Shreveport-Bossier MSA tied for 7th overall, same last year, among the comparative communities in median air quality (lower numbers indicate better air quality). From 2017 to 2020 our ranking improved from 8th to 3rd with significant improvement in the absolute number from 43 to 38 during that period. But the 2023 data show a regression back to the value from 2017. The EPA designates the 0 to 50 range of the index as good air quality, 50 to 100 is moderate, and values above 100 are associated with a wide variety of unhealthy conditions.

²⁹ Marilena Kampa. *Human Health Effects of Air Pollution*. Proceedings of the 4th International Workshop on Biomonitoring of Atmospheric Pollution. January 2009.

³⁰ "Why Should You Be Concerned About Air Pollution?" Environmental Protection Agency. http://www.epa.gov/airquality/peg_caa/concern.html

Shreveport-Bossier and nine of the peer communities fall in the 0-50 range with good air quality. Figure 131 shows the share of days during 2022 that each MSA had an air quality rating below good (i.e., above 50). Our MSA experienced the 3rd highest (28.5%) share of days having moderate or worse air quality (down from 31.3% four years ago, but up from 19.3% last year). Monroe (5.4%) was at the top while Chattanooga was at the bottom with over 33% of their days having moderate or worse air quality.

Figure 131: Percent of Days with Air Quality Index Below Good by Metropolitan Statistical Area, 2022



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

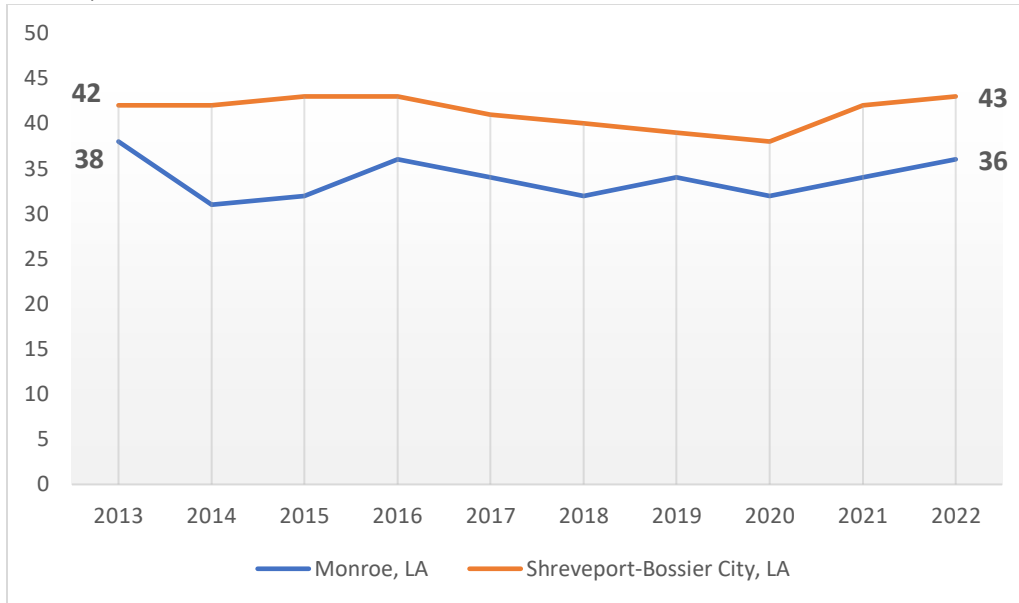
The EPA and other entities offer a variety of ways to reduce air pollution in a community.³¹ These include strategies in the home, suggestions for buying smart, and driving in ways that are friendlier for air quality.

³¹ “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 over the last nine years with little overall change.

Figure 132: 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: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. 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.³² Table 22 lists the Shreveport-Bossier MSA 2020 violent crime rate at 683.0 per 100,000 people. That represents a significant increase in violent crime after two straight years of improvement. The impact of this kind of ranking on quality of life, economic development, and community prosperity is substantial. Roanoke has the lowest violent crime rate at 261.9 per 100,000—less than 39% of the rate in our MSA. Monroe has by far the highest rate (1308.5) which increased almost 80% over the last two years.

Table 22: Violent Crime Rate (Offenses per 100,000 people) by MSA, 2020

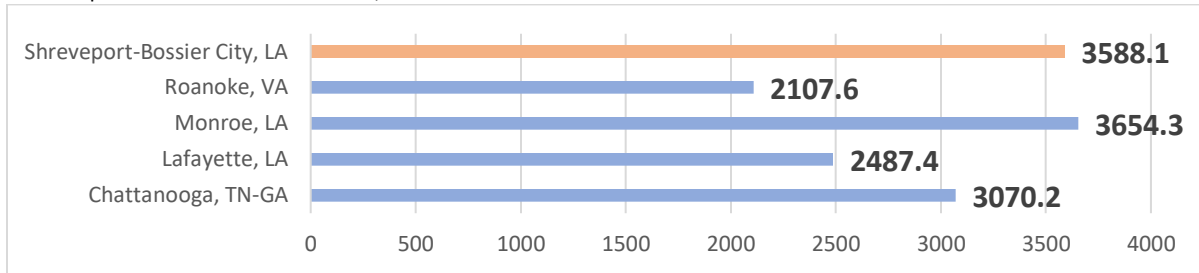
MSA	Violent Crime Rate	Rank	2019 Rank
Roanoke, VA	261.9	1	
Killeen-Temple-Fort Hood, TX	377.2	2	
Lafayette, LA	450.0	3	
Chattanooga, TN-GA	612.7	4	
Shreveport-Bossier City, LA	683.0	5	➡ 5
Monroe, LA	1308.5	6	

Source: FBI Uniform Crime Reports, 2020 at <https://data.dailyworld.com/crime-report/us-metro-areas/00000/violent-crimes/>
 Note: Data not available for Columbus GA-AL; Fayetteville-Springdale-Rogers, AR; Huntsville, AL; Jackson, MS; or Montgomery, AL
 Note: 2021 data were not available for this indicator.

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 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 (3,588.1 per 100,000) is the 2nd highest of the peer communities for which data were available with Monroe having the highest rate (3654.3). The lowest rate is in Roanoke (2107.6) which is just under 60% of the rate of Shreveport-Bossier.

³² “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/

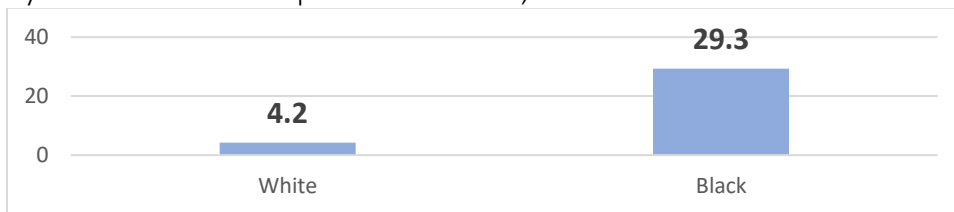
Figure 133: Property Crime Rate (Offenses per 100,000) by Metropolitan Statistical Area, 2020



Source: FBI Uniform Crime Reports, 2020 at <https://data.dailyworld.com/crime-report/us-metro-areas/00000/property-crimes/>
 Note: Data not available for Columbus, GA-AL; Fayetteville-Springdale-Rogers, AR-MO; Huntsville, AL; Jackson, MS; or Killeen-Temple, TX. Note: 2021 data were not available for this indicator.

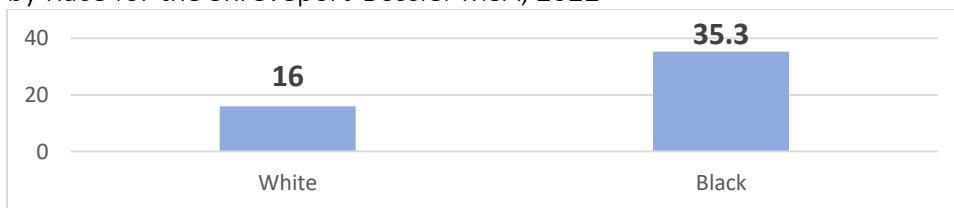
In another example of the glaring racial disparities in our region, Figures 134 and 135 illustrate the impact of homicide and firearms deaths across the black and white population. The homicide rate for Blacks or African Americans is seven times that of Whites and the rate of deaths due to firearms is more than double.

Figure 134: Number of Deaths Due to Homicide Per 100,000 Population by Race for the Shreveport-Bossier MSA, 2022



Source: Calculated by author with data from the 2022 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.
 Note: The 2023 County Health Rankings did not include updated data for this indicator.

Figure 135: Number of Deaths Due to Firearms Per 100,000 Population by Race for the Shreveport-Bossier MSA, 2022



Source: Calculated by author with data from the 2022 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.
 Note: The 2023 County Health Rankings did not include updated data for this indicator.

As expected, the rates for violent and property crimes in the MicroSAs are much lower. Ruston’s property crime rate (433.0) stands out as almost insignificant and is less than half of the figure for Natchitoches.

Figure 136: Violent Crime Rate (Offenses per 100,000 people) for Micropolitan Statistical Areas, 2020



Source: FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2020 at <https://crime-data-explorer.fr.cloud.gov/pages/downloads>

Note: 2021 data were not available for Natchitoches, LA.

Figure 137: Property Crime Rate (Offenses per 100,000) for Micropolitan Statistical Areas, 2020



Source: Calculated by author using data from FBI Uniform Crime Reports Table 10: Offenses Known by Law Enforcement by State by Metropolitan and Nonmetropolitan Counties, 2020 at <https://crime-data-explorer.fr.cloud.gov/pages/downloads>

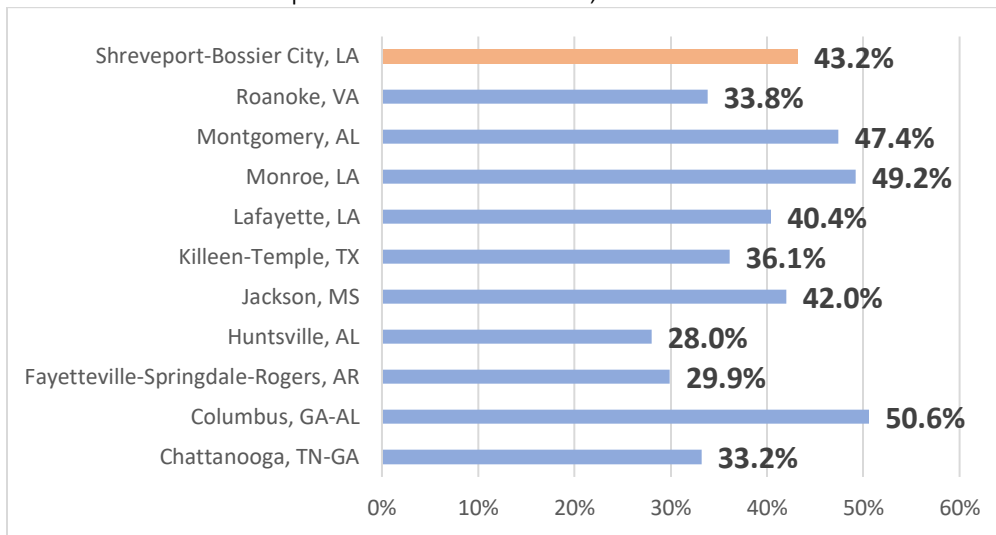
Note: 2021 data were not available for Natchitoches, LA

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 National Institute of Justice, Office of Justice Programs keeps a detailed inventory of these types of programs with a variety of useful tools for communities looking to enhance their crime reduction efforts (<http://www.crimesolutions.gov>).

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 138: Percent of Households with Children Under Age 18 that are Single-Parent Households for Metropolitan Statistical Areas, 2021



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

Figure 138 shows that the Shreveport-Bossier MSA ranks 8th of the peer communities in the share of households with children under age 18 that are single-parent households (43.2%). It ranked 7th in 2015. A high percentage of children in our MSA 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 general 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.³³ 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 23 presents data from 2022 showing our MSA ranked 6th (same as last year), but our percentage of registered voters is up slightly. Voter participation was up across most communities from last year's report. Figure 139 shows that registration rates are quite a bit higher (9 percentage points) for whites than for blacks.

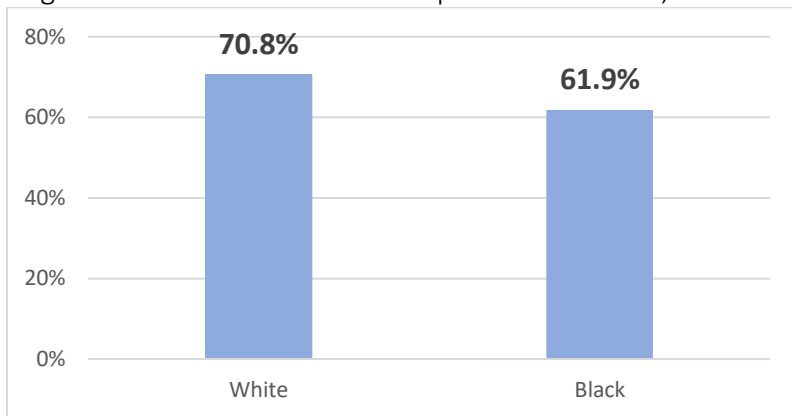
Table 23: Percent of Population Registered to Vote for Metropolitan Statistical Areas, Year Listed Below in Source, 2022

MSA	Percent of Pop. Registered to Vote	Rank	2021 Rank
Huntsville, AL	70.6%	1	
Roanoke, VA	69.0%	2	
Jackson, MS	68.0%	3	
Lafayette, LA	67.0%	4	
Monroe, LA	66.3%	5	
Shreveport-Bossier City, LA	66.2%	6 (tie)	6
Chattanooga, TN-GA	66.2%	6 (tie)	
Shreveport-Bossier City, LA	64.1%	8	
Columbus, GA-AL	61.6%	9	
Killeen-Temple-Fort Hood, TX	61.2%	10	
Fayetteville-Springdale-Rogers, AR	60.4%	11	

Source: Calculated by author using data from the Alabama Voter Registration Statistics, 2022 at <https://www.sos.alabama.gov/alabama-votes/voter/election-data>; Arkansas Registered Voters, 2022 at <https://www.sos.arkansas.gov/elections/research>; Georgia Voter Registration Statistics, 2023 at <https://sos.ga.gov/election-data-hub>; Louisiana Voter Registration Statistics, 2022 at <https://www.sos.la.gov/ElectionsAndVoting/Pages/RegistrationStatisticsStatewide.aspx>; Mississippi Voter Registration Statistics, 2022 at <https://www.sos.ms.gov/elections-voting/active-voter-count-reports-2022>; Tennessee Election Statistics, 2022 at <https://sos.tn.gov/elections/statistics>; Texas Voter Registration Figures, 2022 at <https://www.sos.state.tx.us/elections/historical/vrfig.shtml>; and the Virginia Voter Registration Statistics, 2022 at <https://www.elections.virginia.gov/resultsreports/registration-statistics/>
 Note: 2022 data were not available for counties in Georgia so 2023 data were used.

³³ "Civic engagement", American Psychological Association. Retrieved 24 Aug 2012

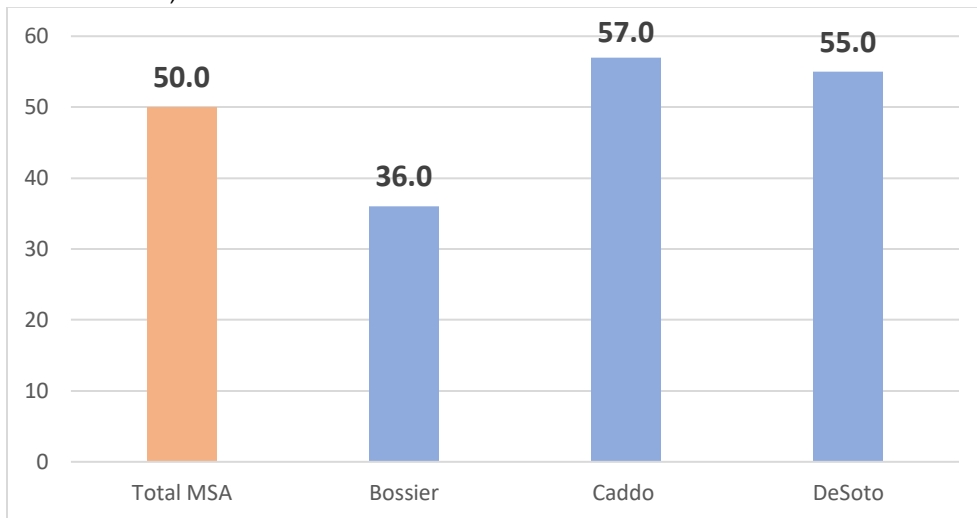
Figure 139: Percentage of White and Black Populations Registered to Vote for the Shreveport-Bossier MSA, 2022



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

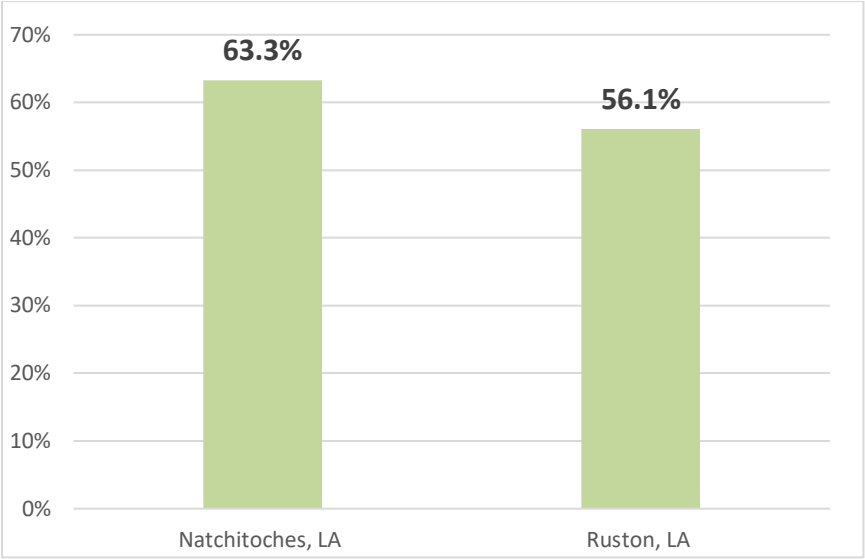
Figure 140 below shows the level of residential segregation (measured by spatial distribution in a region) across Black/White by parish in our MSA. The index ranges from 0 to 100 with 100 meaning complete segregation and zero meaning complete integration. The average for Louisiana is 57 with a range across parishes in the state from 12 to 87. Caddo (57) is the most segregated parish in our MSA with Bossier (36) the least.

Figure 140: Residential Segregation Index (Black/White) for the Shreveport-Bossier MSA and Parishes, 2022



Source: Calculated by author with data from 2023 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 this year.

Figure 141: Percent of Population Registered to Vote for Micropolitan Statistical Areas, 2022



Source: Louisiana Voter Registration Stats, 2022 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, exceeding preliminary estimates of \$504 billion.³⁴ 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.³⁵ Creativity is a desirable and necessary element for an innovative and thriving community. Aside from being an engine of job creation and economic growth, arts and culture contribute to social well-being and are essential to creating more livable, safe, memorable, and connected communities.

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 Arts Vibrancy score comes from a variety of sources including the U.S. Census Bureau, IRS 990s, DataArts's Cultural Data Profile, Theatre Communications Group, League of American Orchestras, National Endowment for the Arts, Institute of Museum and Library Services, and National Assembly of State Arts Agencies. The scores are on a scale of 0 to 100 (with 100 being highest) and are akin to percentiles. That is, if your county's score on a measure is 56, it means it did better than 56% of counties on that measure. We aggregated the county-level data from SMU DataArts to generate MSA-level indices for all the communities in our report.

Table 24 below shows that the Shreveport-Bossier MSA scored 70.9 on the index (higher than 70% of counties on average in the nation). This was a dramatic improvement from 2019 (37.6), nearly doubling our score and improving our ranking from 11th (last) to 7th. 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 a number of the other peer communities. In last year's report, Killeen-Temple lost 36 points after gaining 48 the previous year, Roanoke gained 28 points after losing 24 the previous year, and Monroe lost 15 points after gaining 22 the previous year.

³⁴ *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>

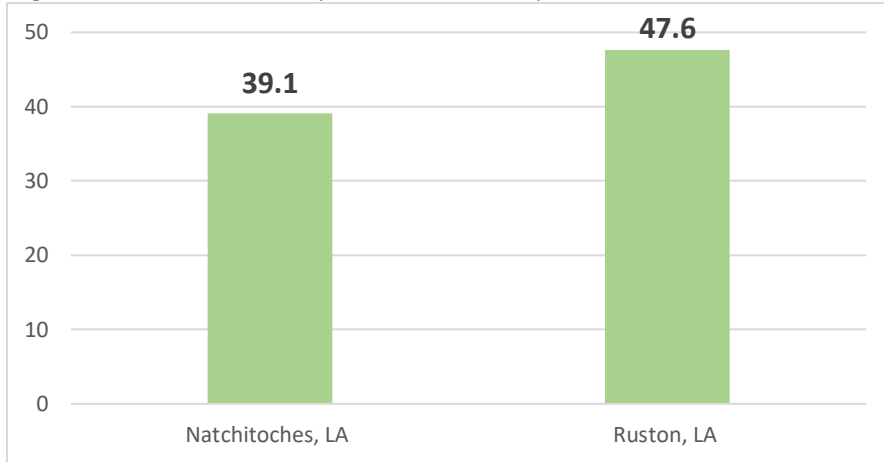
³⁵ *The Economic Impact of the Creative Industries in the Americas*. Organization of American States and the Inter-American Development Bank. January 2014.

Table 24: Arts Vibrancy Index, 2022

MSA	Arts Vibrancy Index	Rank	2020 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, AL	72.2	6	
Shreveport-Bossier City, LA	70.9	7	➔ 7
Jackson, MS	69.8	8	
Lafayette, LA	65.7	9	
Monroe, LA	58.1	10	
Killeen-Temple-Fort Hood, TX	47.7	11	

Source: Calculated by author using data from the Arts Vibrancy Index at <https://dataarts.smu.edu/ArtsVibrancyMap/>
 Note: This indicator was not updated in 2021.

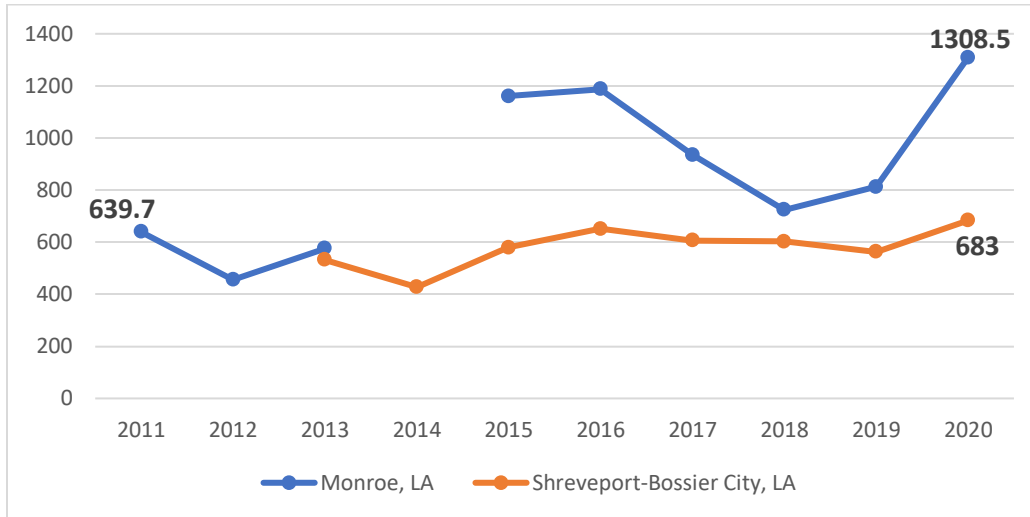
Figure 142: Arts Vibrancy Index for Micropolitan Statistical Areas, 2022



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

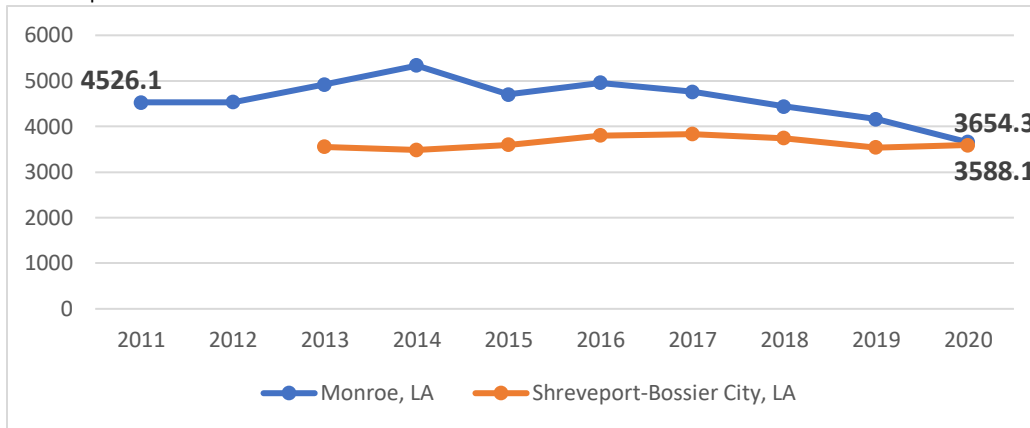
Figure 143: Violent Crime Rate for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: 2011-2019 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/>

Note: 2014 data unavailable for Monroe, LA and 2011 and 2012 data unavailable for Shreveport-Bossier, MSA
 Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: Data for 2021 were not available.

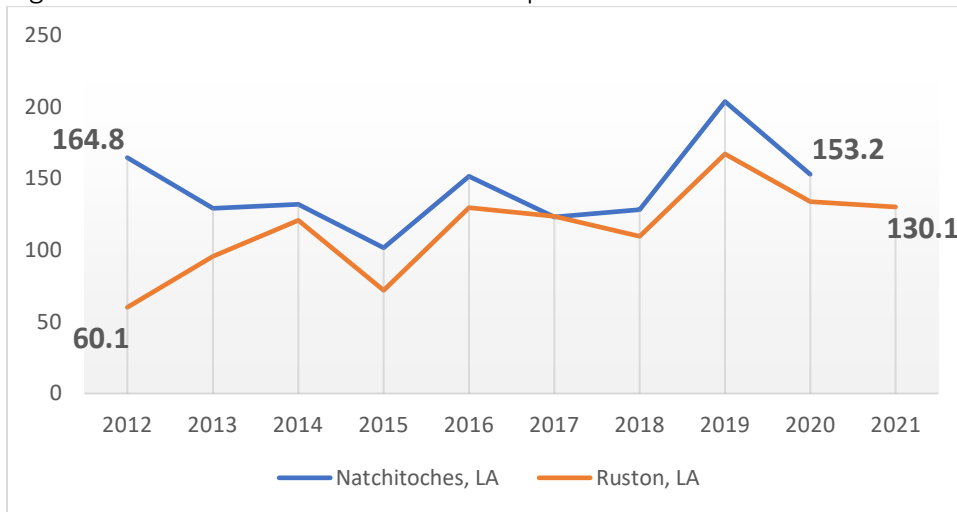
Figure 144: Property Crime for Shreveport-Bossier and Monroe Metropolitan Statistical Areas



Source: 2011-2019 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/property-crimes/>

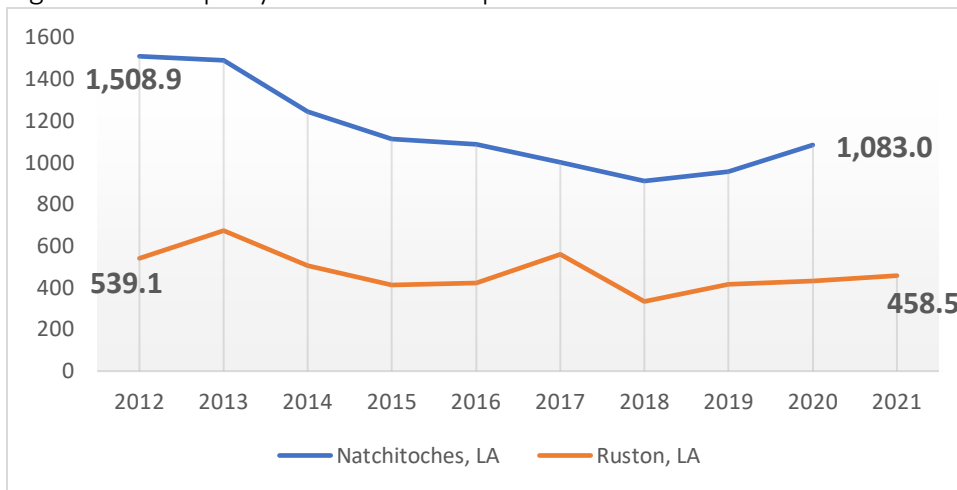
Note: 2011-2012 data unavailable for Shreveport-Bossier, MSA
 Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018. Morehouse Parish was added to the Monroe MSA in 2018. Note: Data for 2021 were not available.

Figure 145: Violent Crime Rate for Micropolitan Statistical Areas



Source: 2012-2019 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 and 2021 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 data not available for Natchitoches, LA
 Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

Figure 146: Property Crime for Micropolitan Statistical Areas



Source: 2012-2019 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 and 2021 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 data not available for Natchitoches, LA
 Note: Jackson Parish was removed from the Ruston Micropolitan Area in 2013.

8. Summary and Conclusions

The results of the rankings of the Shreveport-Bossier MSA relative to 10 peer communities are summarized in Table 25. Of the six primary categories, the MSA's ranking among its peers (with 1 being the best possible ranking) was in the lower tier in Population (9.0), Human Capital (8.1), Economic Well-Being (8.4), Health (7.6), and Physical Environment (8.0). Our MSA ranked in the mid-range in Social Environment (6.4). Of the 41 indicators in the report that are used to rank the peer communities, our rankings improved on 7, got worse on 12, and stayed the same on 22. We held our ranking or improved it on 19 of 41 indicators.

In the six major categories, we saw improvement in our ranking on Economic Well-Being, Health, and Social Environment. This represents a positive theme over the last two years of improvement in those categories. But our ranking in Human Capital fell, particularly due to education and unemployment measures. Our combined ranking on Economic Well-Being, Health, Human Capital, and Social Environment improved slightly from 7.7 to 7.6 this year.

Whereas this year's report shows progress, our consistently poor ranking in the Economic Well-Being category—particularly regarding poverty, household income, and housing—is probably the most significant issue demanding attention. The ranking in this primary category has declined significantly since 2015 from 7.2 to 8.1, despite improvement this year.

We have 22 categories where our MSA was ranked 9th or worse, but there are bright spots. These are dispersed and limited, but meaningful. Our rankings among the top three include households with cash public assistance (2nd), per capita personal income (3rd), per capital real GDP (2nd), percent uninsured (3rd), and percent of children under age 19 uninsured (1st). We also ranked in the top half of our peers in violent crime rate, property crime rate, percent age 19-64 employed and uninsured, and percent of 3- and 4-year-olds enrolled in school. These are important indicators and positive elements to build on. Shreveport-Bossier has a productive workforce and local economy, good health insurance coverage, and a strong clinical care capacity, giving it a solid foundation on which to drive future improvements in other categories.

Considering all indicators and all categories, the overall combined ranking for our MSA was 7.9 out of 11 peer communities, unchanged from last year. A significant positive note, however, is that in the core categories of Economics, Health, Human Capital, and Social Environment our combined overall ranking improved from 8.3 two years ago to 7.6.

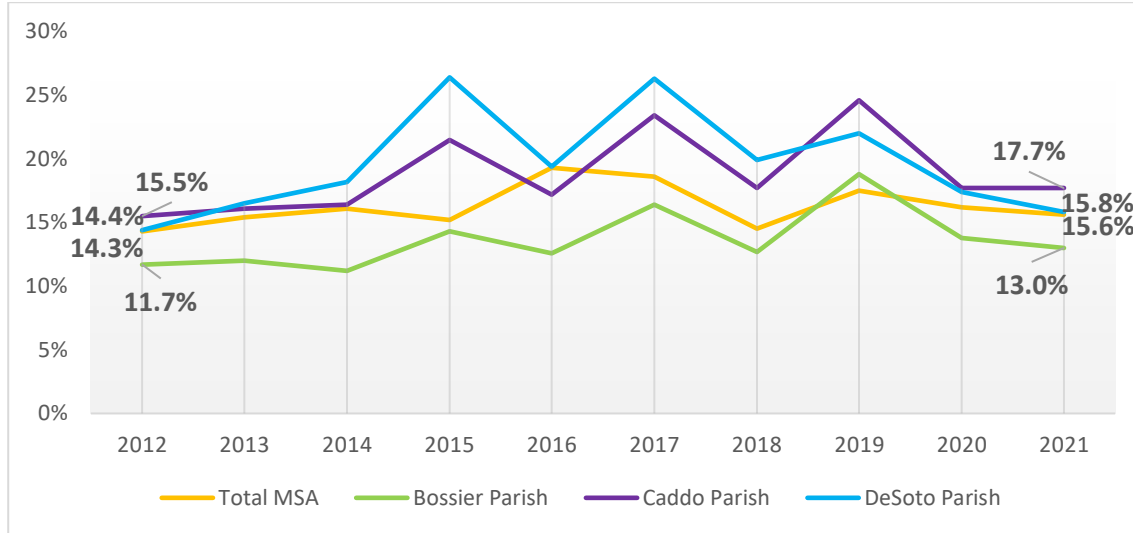
Table 25: Overall Rankings for Shreveport-Bossier MSA

Major Category	Socio-Economic Indicator	2023		
		Ranking for Shreveport-Bossier MSA	Secondary Category Average Ranking	Primary Category Average Ranking
Population	Total Population	7	9.0	9.0
	Population Growth	11		
Economic Well-Being	Median Household Income	10	9.0	8.4
	Per Capita Income	8		
	Median Hourly Wage	9	9.5	
	Poverty Rate	9		
	Poverty Rate for Families with Children Under 5	10	7.0	
	Households Receiving SNAP Benefits	9		
	Households with Cash Public Assistance	2	8.0	
	Children Under 18 Living in Households with SSI, Cash Public Assistance or SNAP	10		
	Percent of Occupied Housing Units that are Owner-Occupied	9	8.0	
	Percentage of Occupied Units with Monthly Owner Costs 35% or More of Income	8		
	Percent of Occupied Units With Monthly Gross Rent 35% or More of Income	7	9.0	
	Percent of 3 and 4-Year Olds Enrolled in School	5		
Human Capital	Percent of Population 25+ With Less Than High School Diploma	9	9.0	8.1
	Percent of Population 25 Years and Over with an Associate's Degree	11		
	Population 25 Years and Over with Bachelor's Degree or Higher	9	7.3	
	Percentage of Households with a Computer	10		
	Households with a Broadband Internet Subscription	10	7.3	
	Unemployment Rate	10		
	Percent of Population 16 and Over in Labor Force	11	7.3	
	Per Capital Personal Income	3		
	Percent Increase in Personal Income	11	7.3	
	Per Capita Real GDP	2		
	Innovation Index Score	8	7.3	
	Per Capital Real GDP Compound Annual Growth Rate	6		
Health	Percent Uninsured	3	3.0	7.6
	Percent of Children Under Age 19 Uninsured	1		
	Percent of Population 19 to 64 Years Employed and Uninsured	5	10.0	
	Food Environment	10		
	Mortality Rate	8	9.8	
	Chlamydia Rate	11		
	Percent of Live Births with Low Birth Weight	11	9.8	
Teen Birth Rate Age 15-19	9			
Physical Environment	Median Air Quality Index	7	8.0	8.0
	Days with Air Quality Index Below Good	9		
Social Environment	Violent Crime Rate	5	4.5	6.4
	Property Crime Rate	4		
	Percent of Population Registered to Vote	6	6.0	
	Arts Vibrancy Index	7		
Family Support	8	8.0		
Overall MSA Ranking				7.9
Economics, Human Capital, Health, Social				7.6

9. Appendix: Additional Tables

9.1 Poverty

Poverty Rate for Families in Shreveport-Bossier City MSA and Parishes, 2012-2021



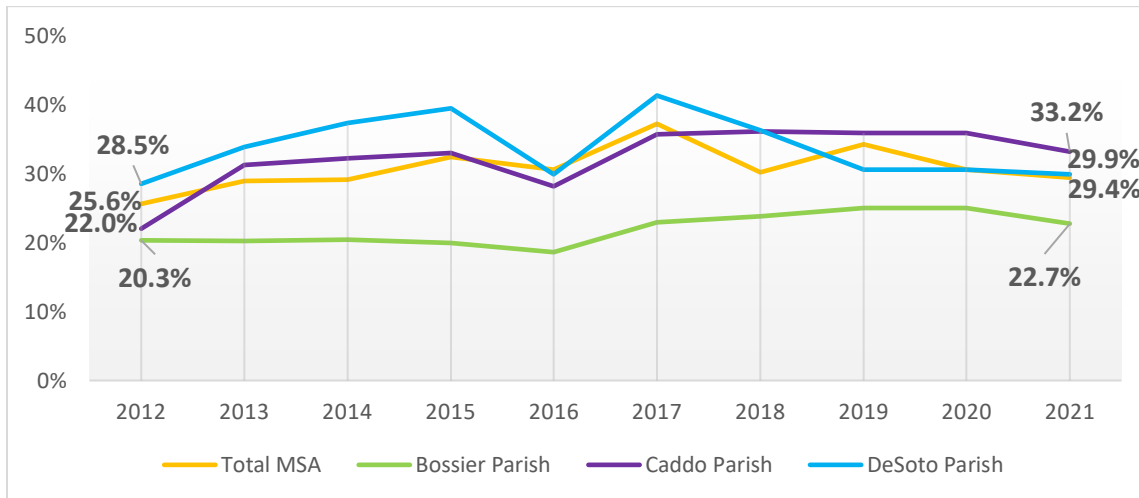
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2021 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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.

Poverty Rate for Children Under Age 18 in Shreveport-Bossier City MSA and Parishes, 2012-2021

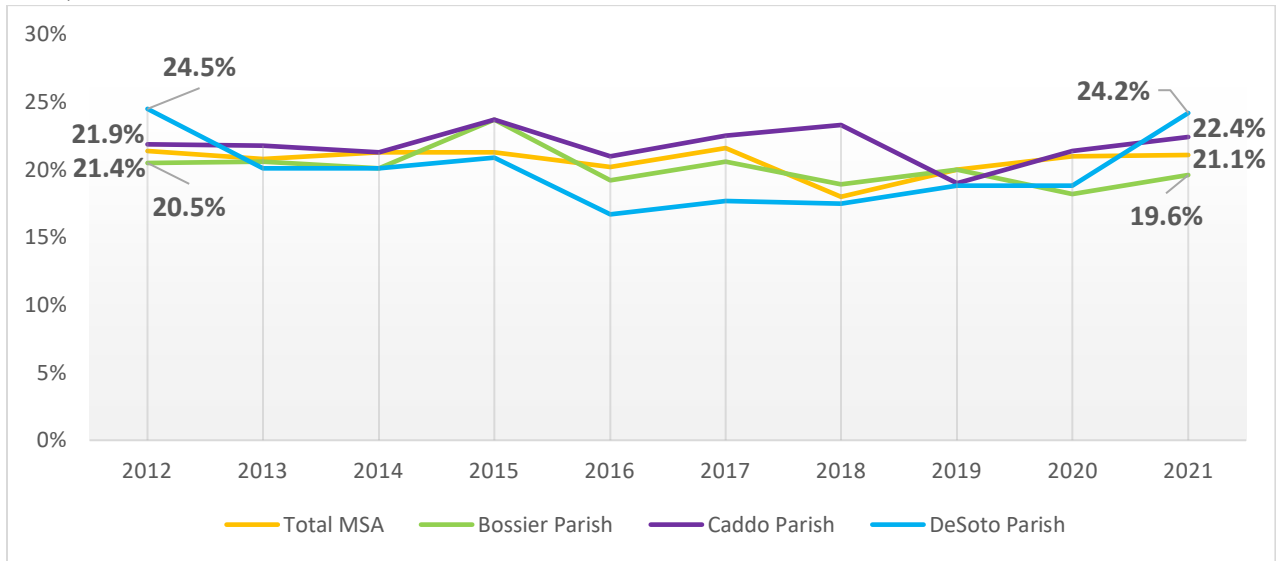


Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2021 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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.

Individuals Within 1.00 to 1.99 of Poverty Threshold in Shreveport-Bossier City MSA, 2012-2021

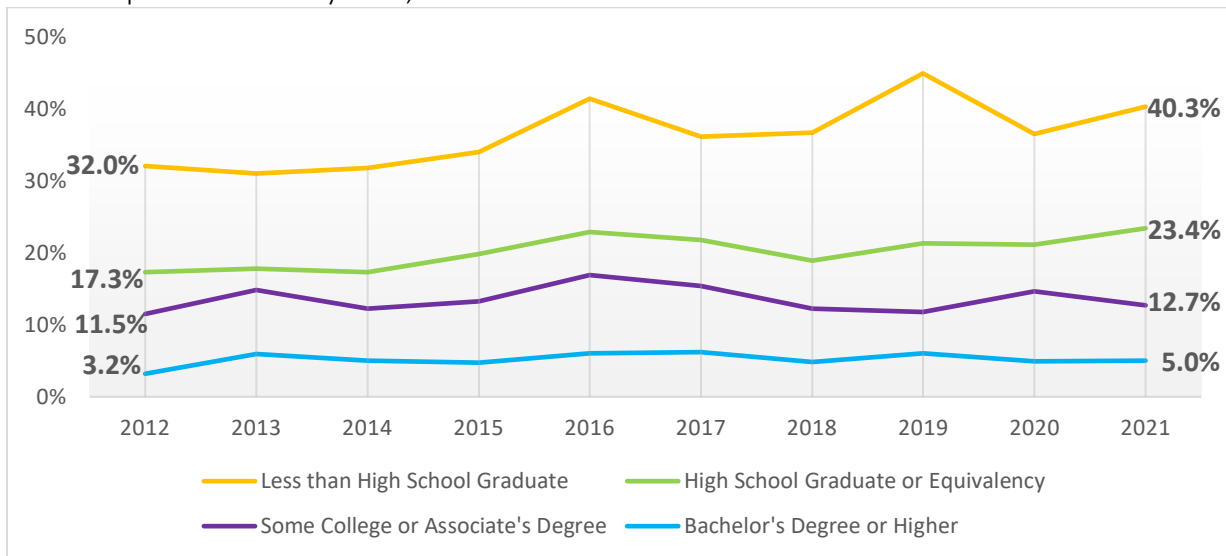


Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2021 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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.

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

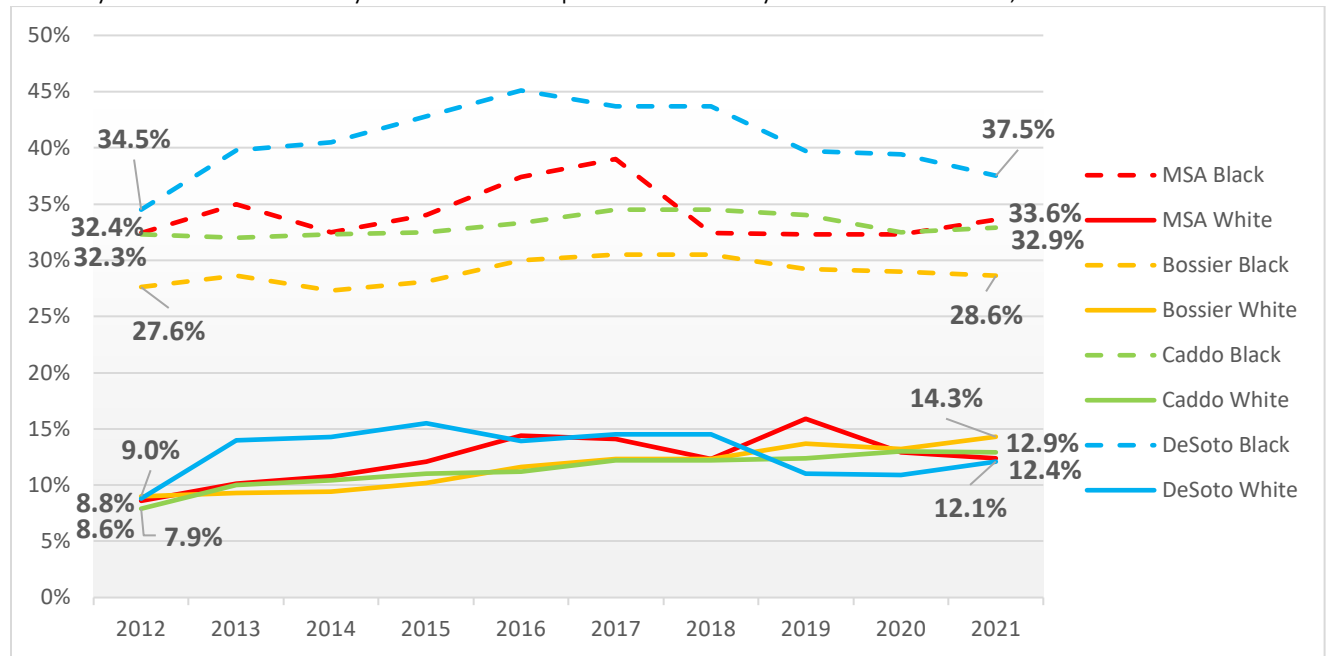


Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2021 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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.

Poverty Rate for Persons by Race in Shreveport-Bossier City MSA and Parishes, 2012-2021



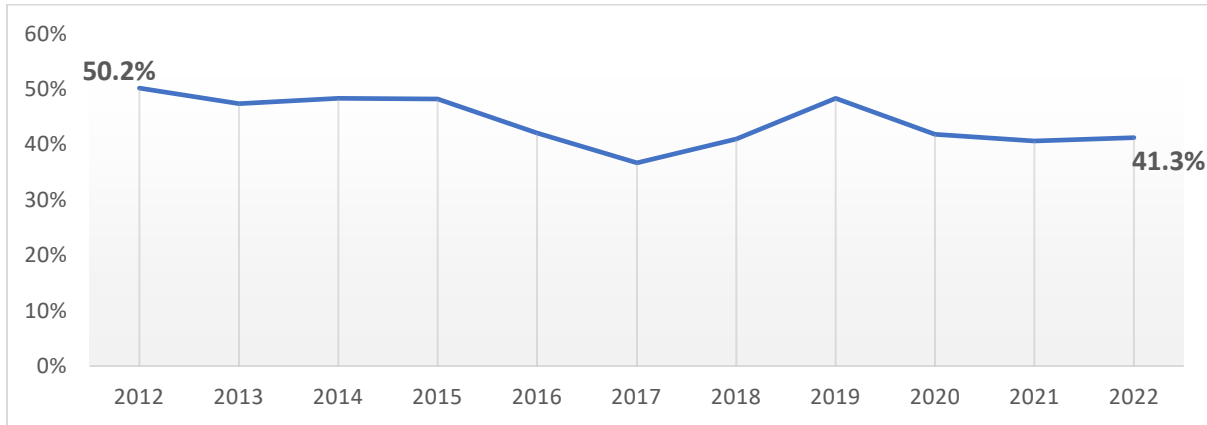
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2021 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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.

9.2 Pre-k – 12 Education

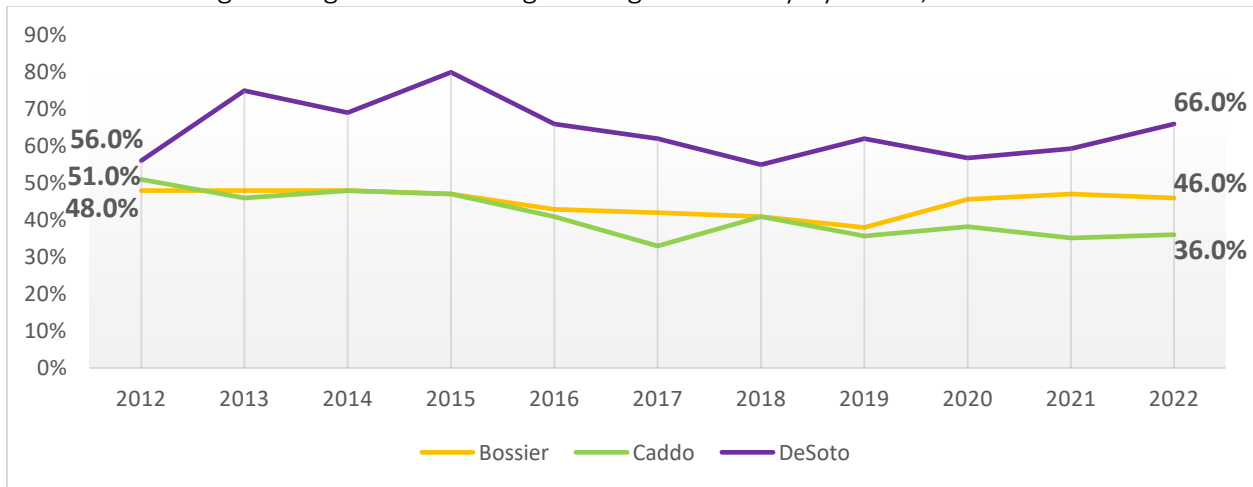
Percent Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA,
Fall 2012-2021



Source: Step Forward 2013 Baseline Report and calculated by author using data from Louisiana Believes Fall 2013-2022 DIBELS Reading Reports and U.S. Census Bureau, 2013-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

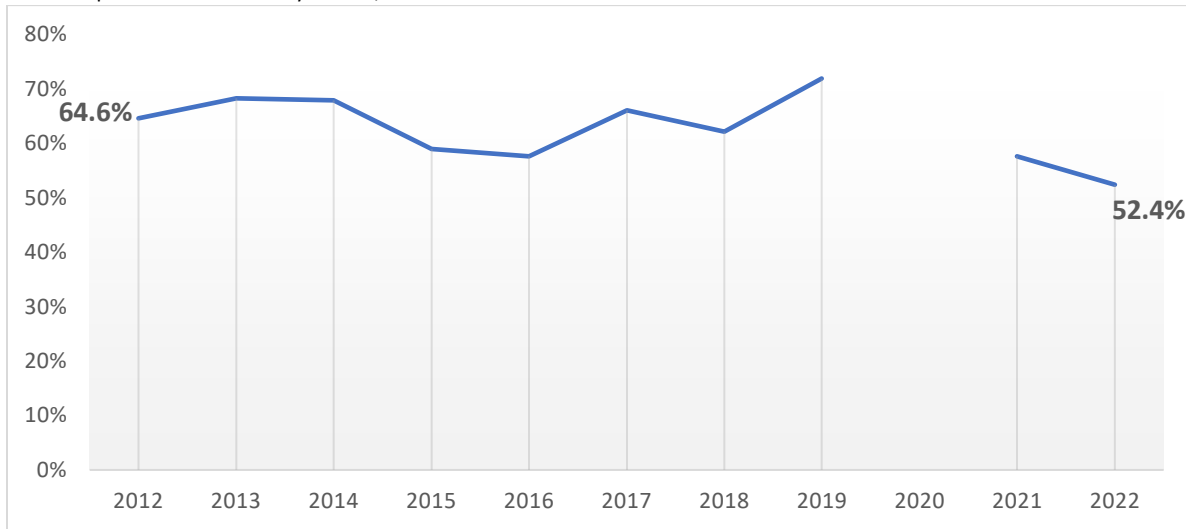
Note: Parishes in Louisiana use a variety of assessments for this indicator so data across years and across parishes may not be comparable. Note: For 2019, 2020, 2021, and 2022 Caddo Parish used the STEEP for this indicator for all schools but one which used the DIBELS. Only STEEP data are included in 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: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

Percent Incoming Kindergartners Arriving Kindergarten Ready by Parish, Fall 2012-2021



Source: Step Forward 2013 Baseline Report and calculated by author using data from Louisiana Believes Fall 2013-2022 DIBELS Reading Reports and U.S. Census Bureau, 2013-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/> Note: Parishes in Louisiana use a variety of assessments for this indicator so data across years and across parishes may not be comparable. 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.

3rd Grade English and Language Arts Proficiency (Basic and Above) in Shreveport-Bossier City MSA, 2012-2022

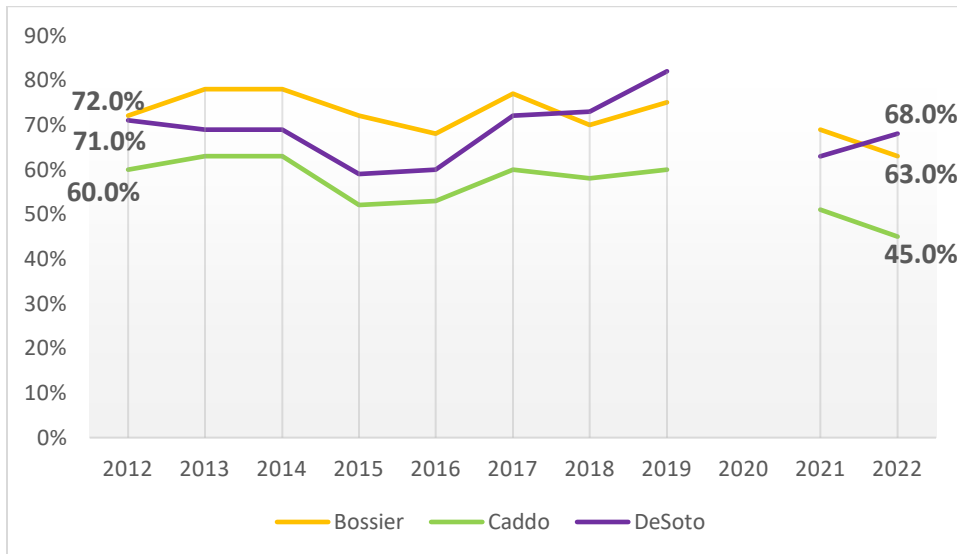


Source: Step Forward 2013 Baseline Report and calculated by author using data from the 2013-2022 State LEA-LEAP Achievement Level Summaries at <https://www.louisianabelieves.com/resources/library/test-results> and U.S. Census Bureau, 2013-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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

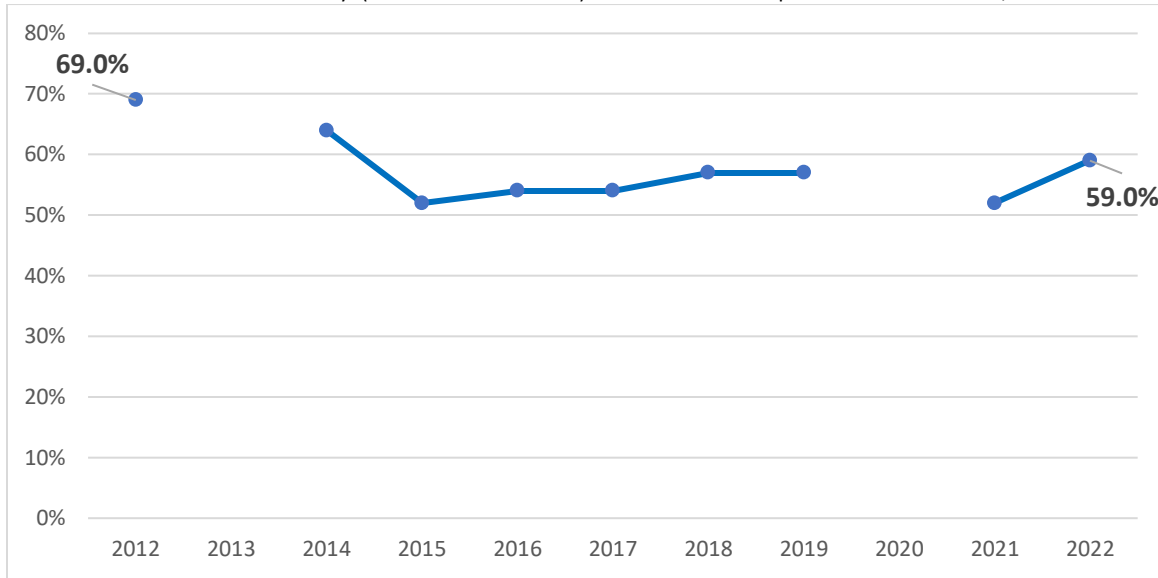


Source: Step Forward 2013 Baseline Report and 2013-2022 State

LEA-LEAP Achievement Level Summaries at <https://www.louisianabelieves.com/resources/library/test-results>

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

5th Grade Math Proficiency (Basic and Above) for the Shreveport-Bossier MSA, 2012-2022

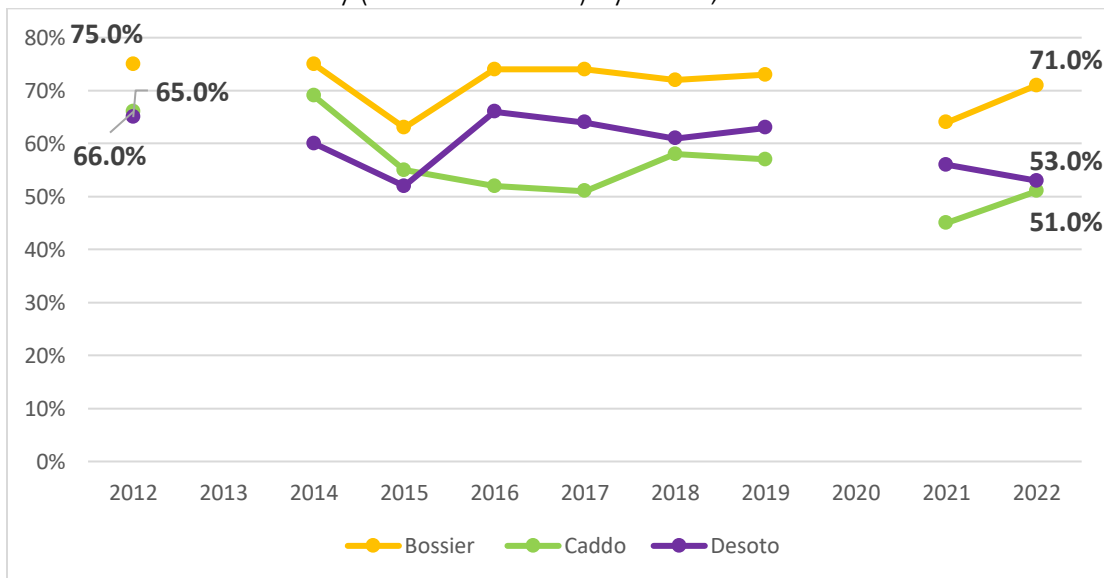


Source: Step Forward 2013 Baseline Report and calculated by author using data from the 2013-2022 State LEA-LEAP Achievement Level Summaries at <https://www.louisianabelieves.com/resources/library/test-results> and U.S. Census Bureau, 2013-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: 2013 data were not available and the Louisiana Department of Education did not administer assessments in the Spring of 2020

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

5th Grade Math Proficiency (Basic and Above) by Parish, 2012-2022

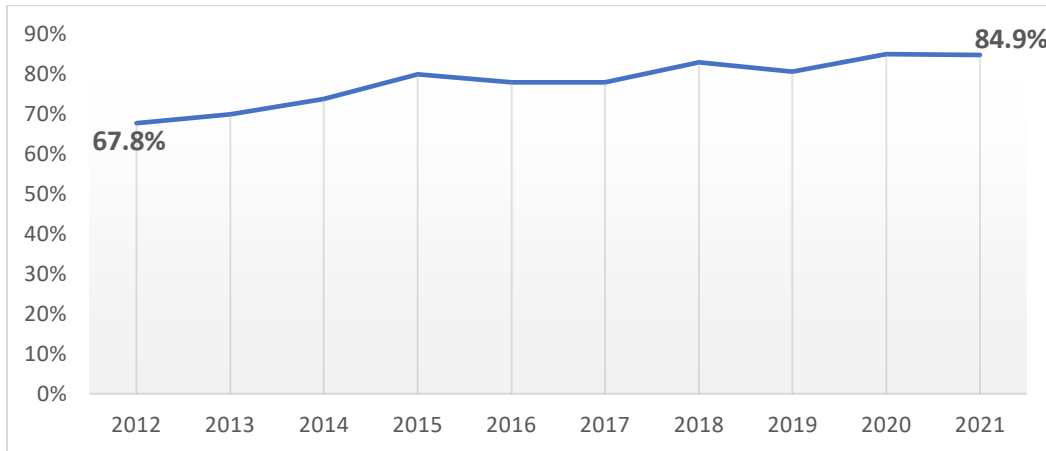


Source: Step Forward 2013 Baseline Report and 2013-2022 State

LEA-LEAP Achievement Level Summaries at <https://www.louisianabelieves.com/resources/library/test-results>

Note: 2013 data were not available and the Louisiana Department of Education did not administer assessments in the Spring of 2020.

High School Cohort Graduation Rate in Shreveport-Bossier City MSA, 2012-2021

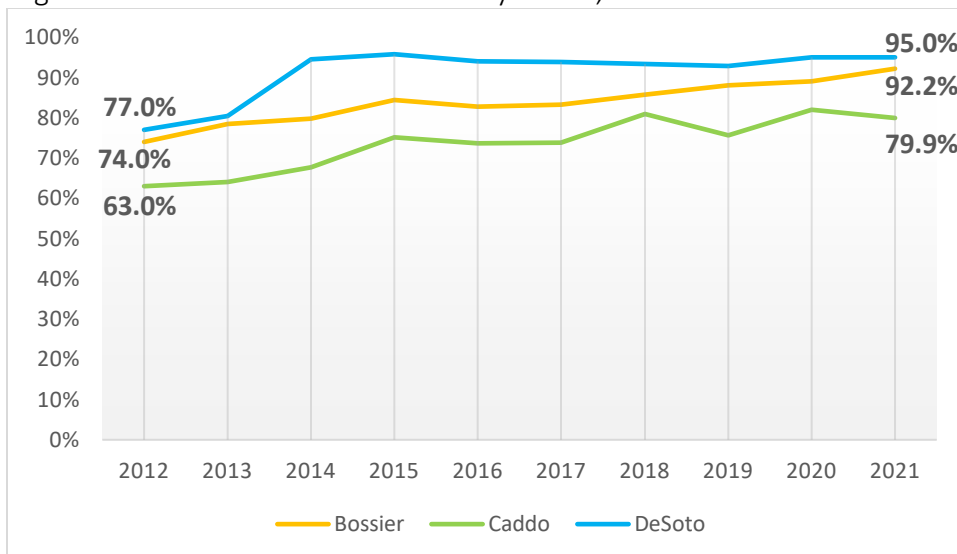


Source: Step Forward 2013 Baseline Report and calculated by author using data from the 2014-2018 State Cohort Graduation Rates, the 2019 and 2021 State School System and School Cohort Grad Rates by Subgroups, and the 2020 State LEA and School Cohort Graduation Rates at <https://www.louisianabelieves.com/resources/library/high-school-performance>; and U.S. Census Bureau, 2013-2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: In the 2020 Community Counts Report, the 2018 value for this indicator was erroneously reported as 90.7 percent.

Note: For 2020 and 2021, the DeSoto Parish value was greater than 95 and the exact value was not available. Thus, 95 was used.

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

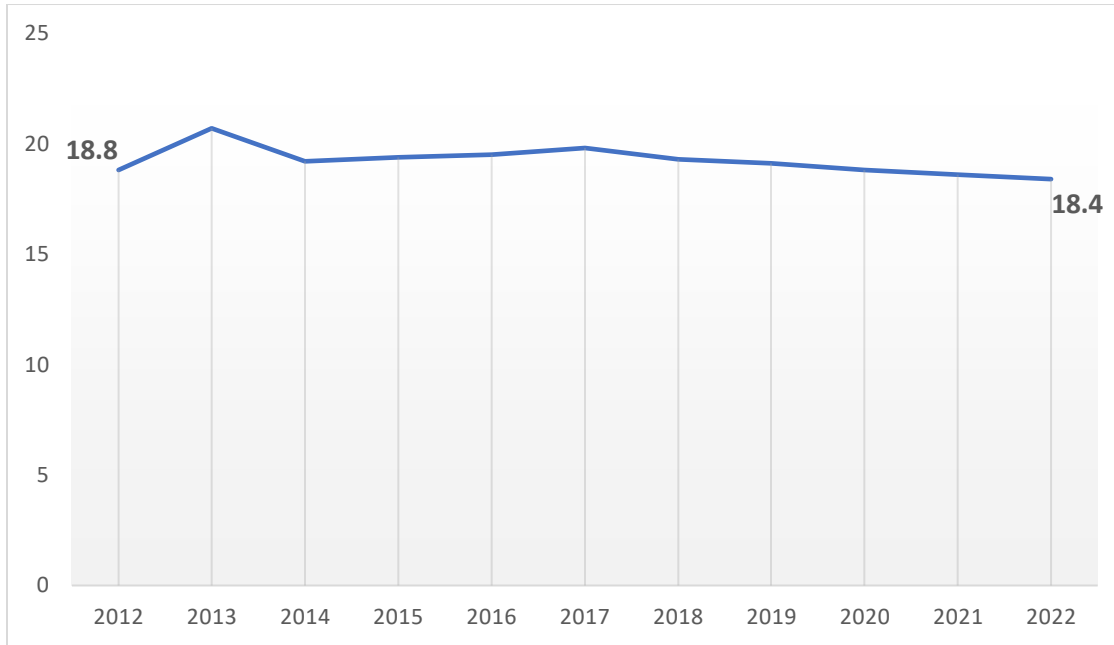
High School Cohort Graduation Rate by Parish, 2012-2021



Source: Step Forward 2013 Baseline Report and calculated by author using data from the 2014-2018 State Cohort Graduation Rates, the 2019 and 2021 State School System and School Cohort Grad Rates by Subgroups, and the 2020 State LEA and School Cohort Graduation Rates at <https://www.louisianabelieves.com/resources/library/high-school-performance>

Note: For 2020 and 2021, the DeSoto Parish value was greater than 95 and the exact value was not available. Thus, 95 was used.

Average ACT Composite Score in Shreveport-Bossier City MSA, 2012-2022

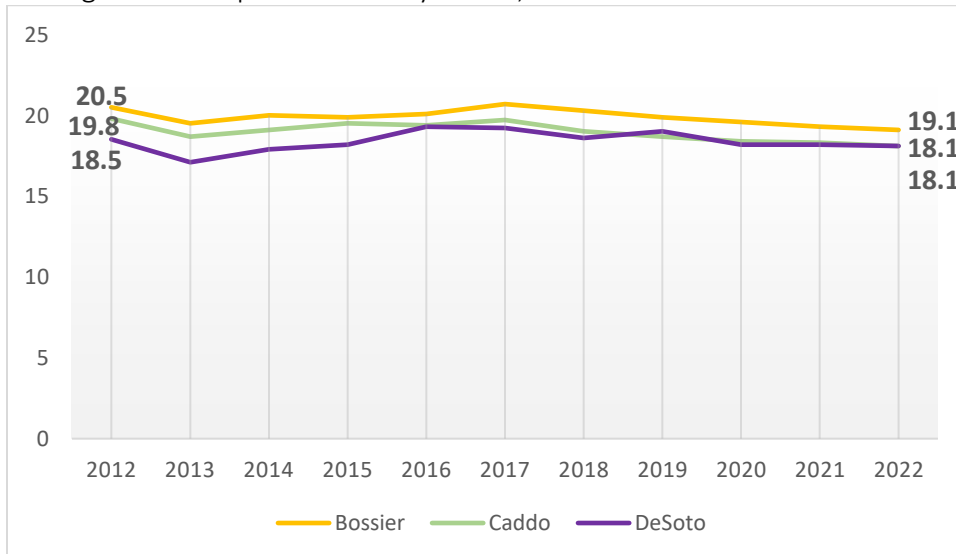


Source: Step Forward 2013 Baseline Report and calculated by author using ACT Scores – Class of 2013-2022 at

<https://www.louisianabelieves.com/resources/library/high-school-performance> and U.S. Census Bureau, 2013-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

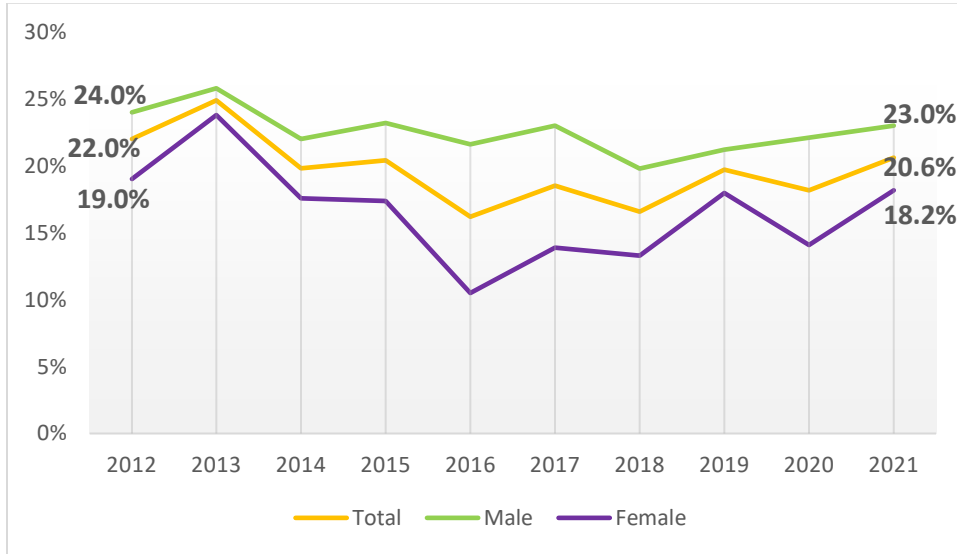
Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

Average ACT Composite Score by Parish, 2012-2022



Source: Step Forward 2013 Baseline Report and ACT Scores – Class of 2013-2022 at <https://www.louisianabelieves.com/resources/library/high-school-performance>

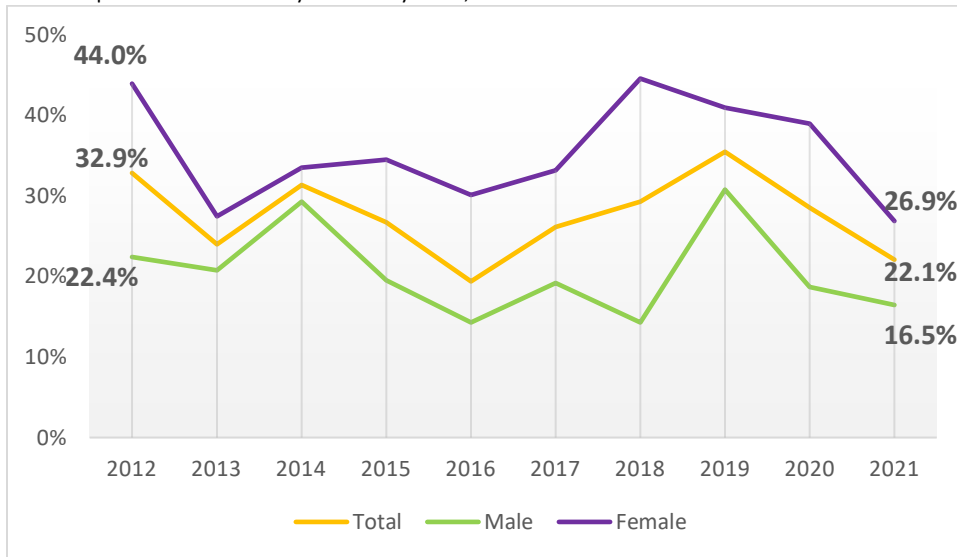
Less than High School Graduate or Equivalency for Age 18 to 24 Years in Shreveport-Bossier City MSA, 2012-2021



Source: Step Forward 2013 Baseline Report, U.S. Census Bureau 2012-2019 and 2021 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: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.
 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.

9.3 Workforce

Percent Population Ages 18 to 24 Enrolled in College or Graduate School in Shreveport-Bossier City MSA by Sex, 2012-2020

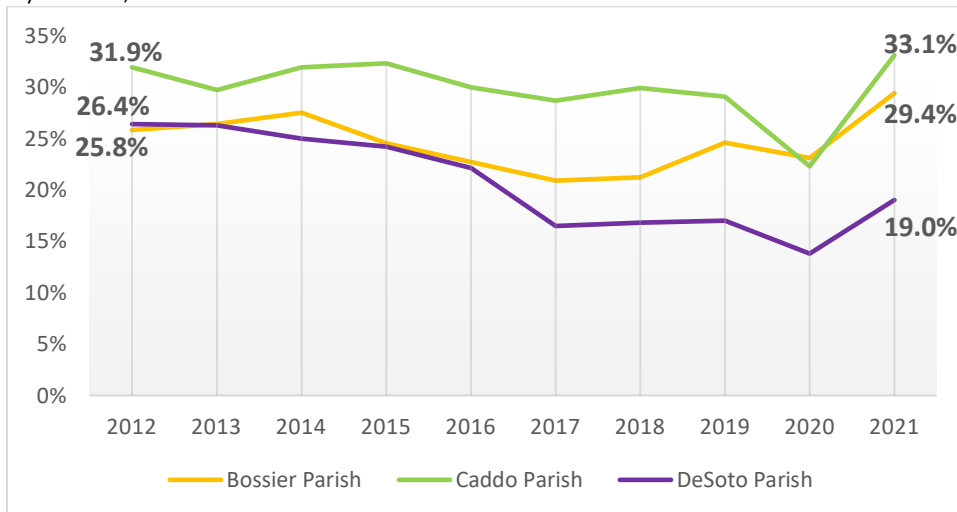


Source: Step Forward 2013 Baseline Report, U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

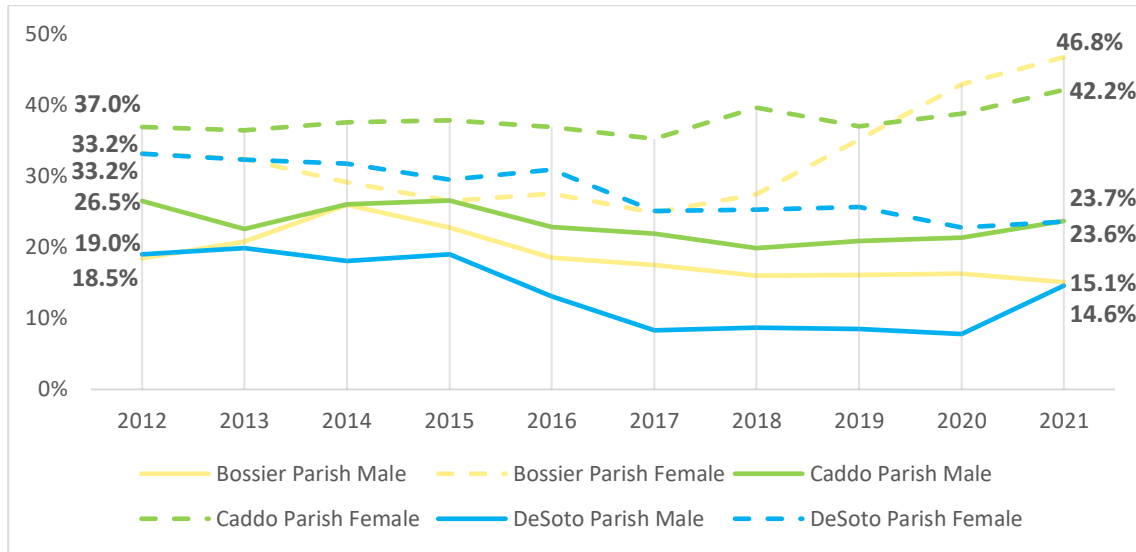
Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

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



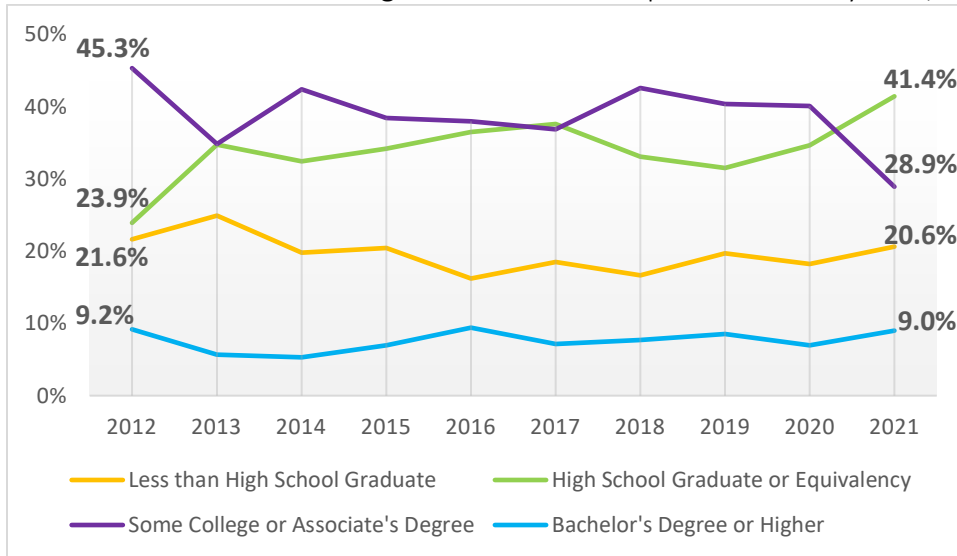
Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Percent Population Ages 18 to 24 Enrolled in College or Graduate School by Parish and Sex, 2012-2021



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2012-2021 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

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

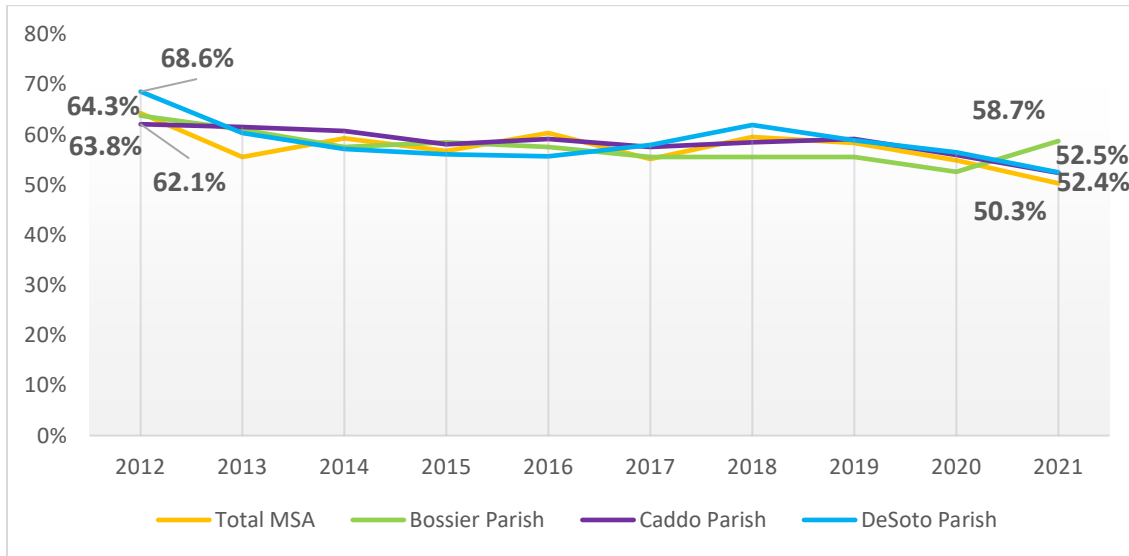


Source: Step Forward 2013 Baseline Report, U.S. Census Bureau 2012-2019 and 2021 American Community Survey 1-Year Estimates and U.S. Census Bureau 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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.

Employment Rate for Age 20 to 24 Years in Shreveport-Bossier City MSA and Parishes, 2012-2021



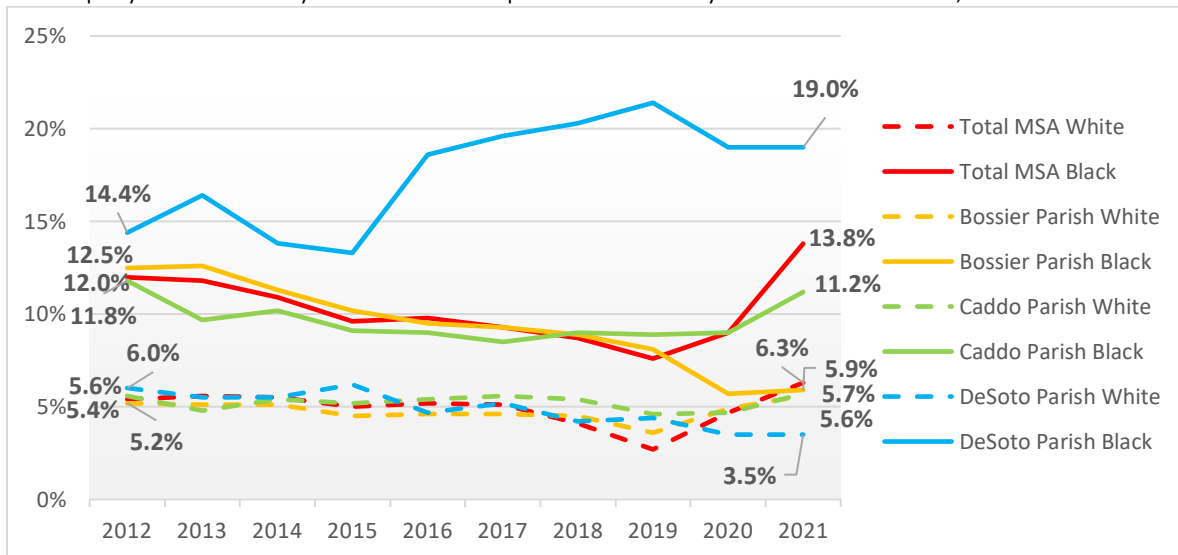
Source: U.S. Census Bureau, 2012-2021 American Community

Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

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.

Unemployment Rate by Race in Shreveport-Bossier City MSA and Parishes, 2012-2021

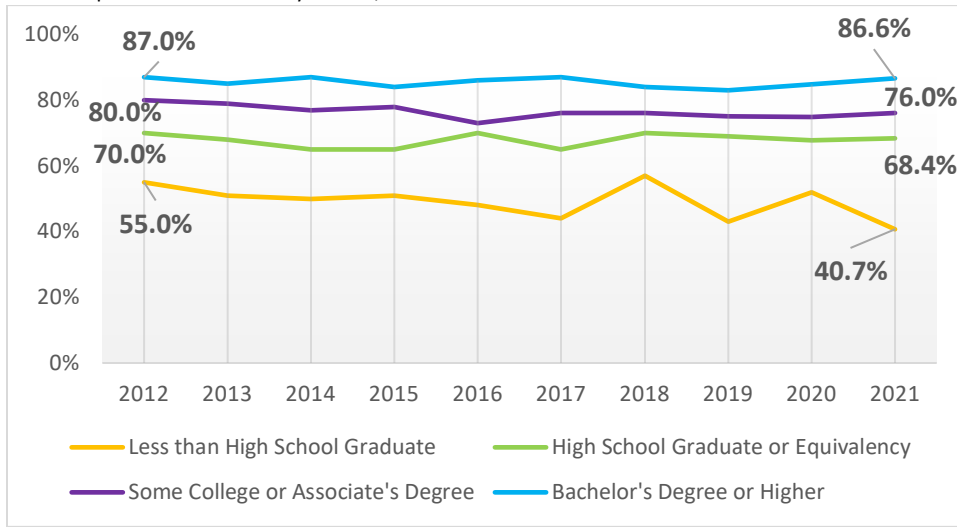


Source: U.S. Census Bureau, 2012-2021 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>

Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.

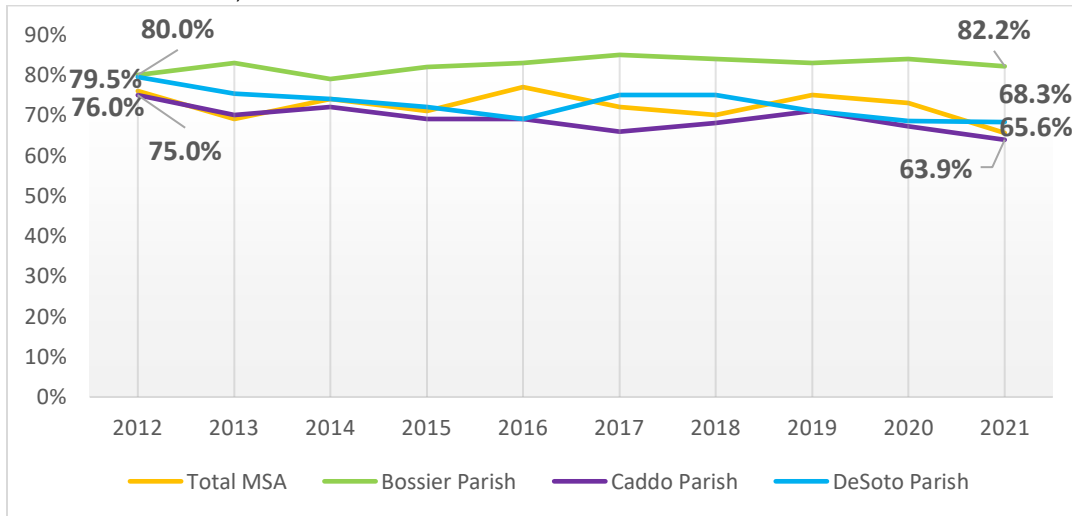
Note: Data for the Shreveport-Bossier MSA came from American Community Survey 1-Year Estimates for all years but 2020 for which 5-Year Estimates were used because 1-Year Estimates were not available.

Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 in Shreveport-Bossier City MSA, 2012-2021



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2013-2019 and 2021 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.
 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.

Labor Force Participation Rate for Ages 20 to 24 in Shreveport-Bossier City MSA and Parishes, 2012-2021



Source: Step Forward 2013 Baseline Report and U.S. Census Bureau, 2013-2021 American Community Survey 1-Year and 5-Year Estimates at <https://data.census.gov/cedsci/>
 Note: The Shreveport-Bossier MSA consisted of Bossier, Caddo, and DeSoto Parish until 2013 when Webster Parish was added. Webster Parish was removed again in 2018.
 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.