

Community Counts

ROADMAP TO SUCCESS

2024



Community Foundation
of North Louisiana

About the Authors

Dr. Dave N. Norris

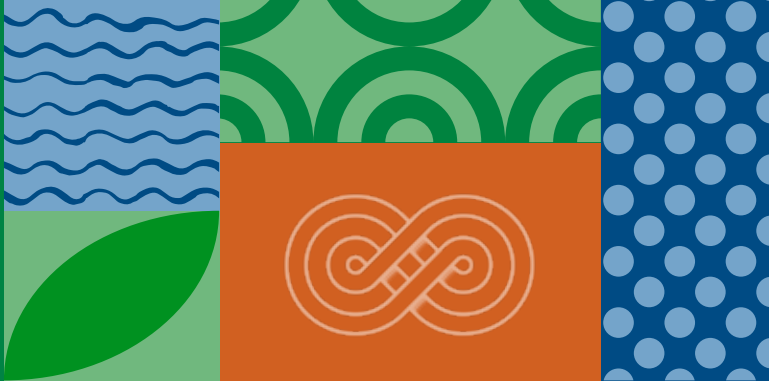
Dave Norris is the Senior Vice President at Louisiana Tech University. He leads the university's innovation and economic development mission. He oversees the university's Innovation Enterprise and directs the university's network of business and entrepreneurial development services, corporate partners, and investors. He was the Independent Economist for the State of Louisiana from 2002 to 2005 charged with evaluating the state's economic development programs and incentives. Dr. Norris was previously on the Economics faculty at Northeastern University in Boston (2000-2002) and served in the Office of the Chief Economist at the U.S. Department of Health and Human Services (1998-2000). He received his undergraduate degree from Louisiana Tech University and his master's and Ph.D. in Economics from the University of Texas at Austin.

Dr. Amanda M. Norris

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



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Introduction

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.

By tracking progress in each priority indicator, 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. It provides a tool to assess how far the Shreveport-Bossier region has “moved the needle” in improving the area’s social and economic health. 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. It then compares the MSA to peer communities in the southern United States. Most of this data is from 2022 and was collected and analyzed in 2023 and 2024. 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 17th edition, the 2024 *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 versus where we need more work.

Over the last several years, new indicators have been incorporated to enhance the overall perspective on workforce, demographics, race, and sex, while key health indicators have been acquired from updated sources. These additions are intended to better illustrate the diverse circumstances and experiences across demographic groups in our community.

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

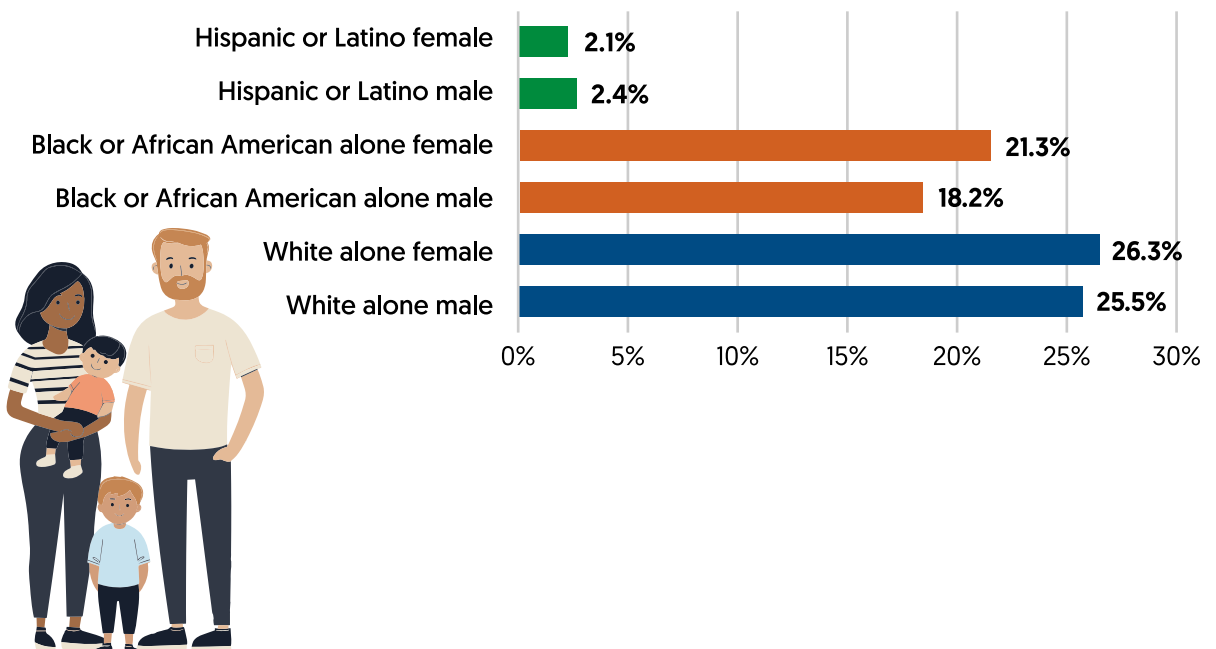




Total Population of Metropolitan Statistical Areas, 2022

Metropolitan Statistical Areas	Population	Rank	10 Year Growth
Jackson, MS	580,661	1	5.8%
Fayetteville-Springdale-Rogers, AR	576,724	2	19.7%
Chattanooga, TN-GA	573,767	3	6.4%
Huntsville, AL	514,465	4	19.4%
Killeen-Temple-Fort Hood, TX	496,228	5	18.1%
Lafayette, LA	481,125	6	72.0%
Montgomery, AL	388,243	7	2.8%
Shreveport-Bossier City, LA	385,154	8	-5.2%
Columbus, GA-AL	324,416	9	5.9%
Roanoke, VA	315,389	10	1.9%
Monroe, LA	202,869	11	14.1%

Percent of Total Population by Race by Sex for the Shreveport-Bossier MSA, 2022





Median Household Income, 2022

Metropolitan Statistical Areas	Median Household Income	Rank
Huntsville, AL	\$81,066	1
Fayetteville-Springdale-Rogers, AR	\$73,364	2
Chattanooga, TN-GA	\$69,018	3
Roanoke, VA	\$64,596	4
Killeen-Temple-Fort Hood, TX	\$62,904	5
Montgomery, AL	\$60,677	6
Jackson, MS	\$58,064	7
Columbus, GA-AL	\$54,106	8
Shreveport-Bossier City, LA	\$52,775	9
Lafayette, LA	\$50,837	10
Monroe, LA	\$44,507	11

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

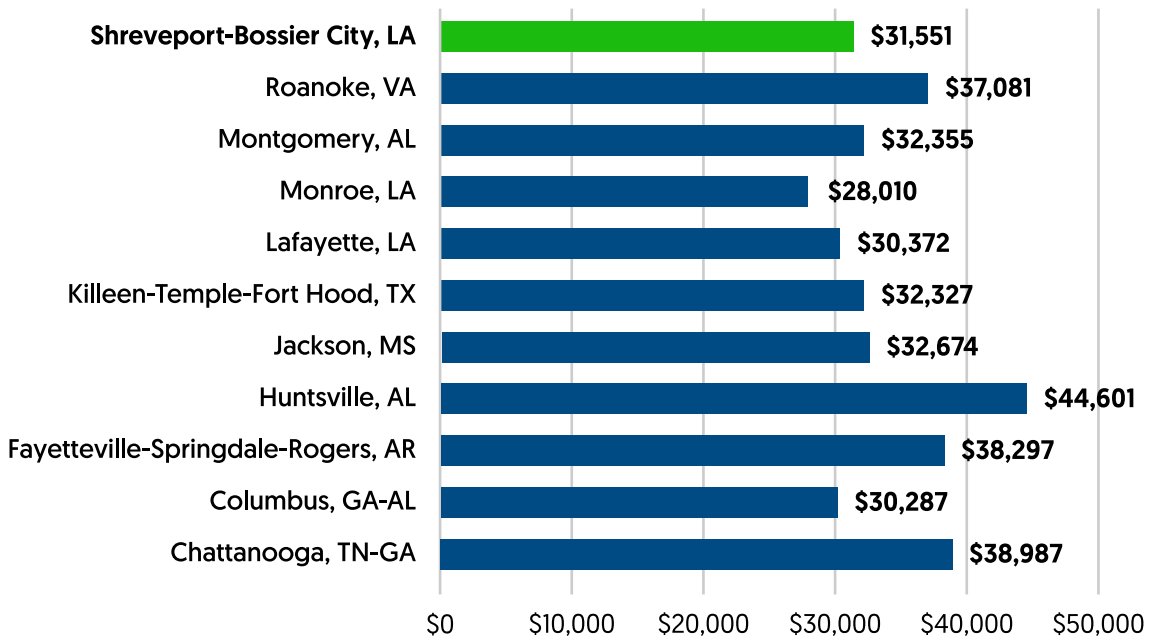
Median Household Income by Race of Householder for the Shreveport-Bossier MSA, 2022



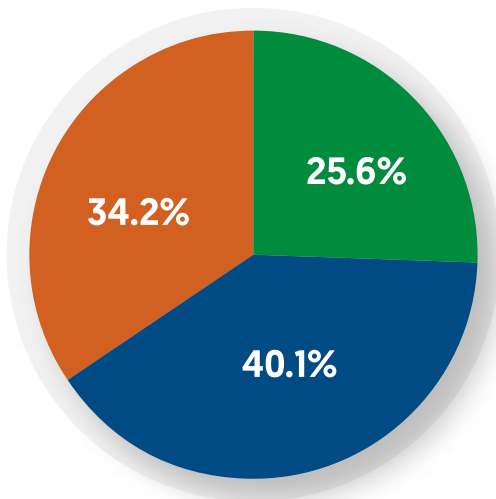
The median hourly wage for Shreveport-Bossier MSA is **\$18.82**.



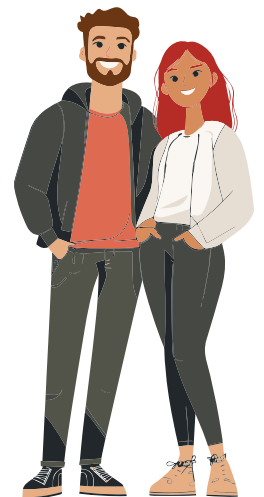
Per Capita Income for MSAs, 2022



Income Distribution for the Shreveport-Bossier MSA, 2022



- \$24,999 and under
- \$25,000-\$74,999
- \$75,000 or more





Percent of Families Below Poverty Level, 2022

Metropolitan Statistical Areas	Families Below Poverty Level	Rank
Fayetteville-Springdale-Rogers, AR	6.5%	1
Huntsville, AL	7.1%	2
Chattanooga, TN-GA	8.3%	3
Roanoke, VA	8.6%	4
Killeen-Temple-Fort Hood, TX	11.5%	5
Jackson, MS	11.9%	6
Montgomery, AL	12.0%	7
Shreveport-Bossier City, LA	13.9%	8
Lafayette, LA	14.9%	9
Columbus, GA-AL	15.8%	10
Monroe, LA	18.9%	11

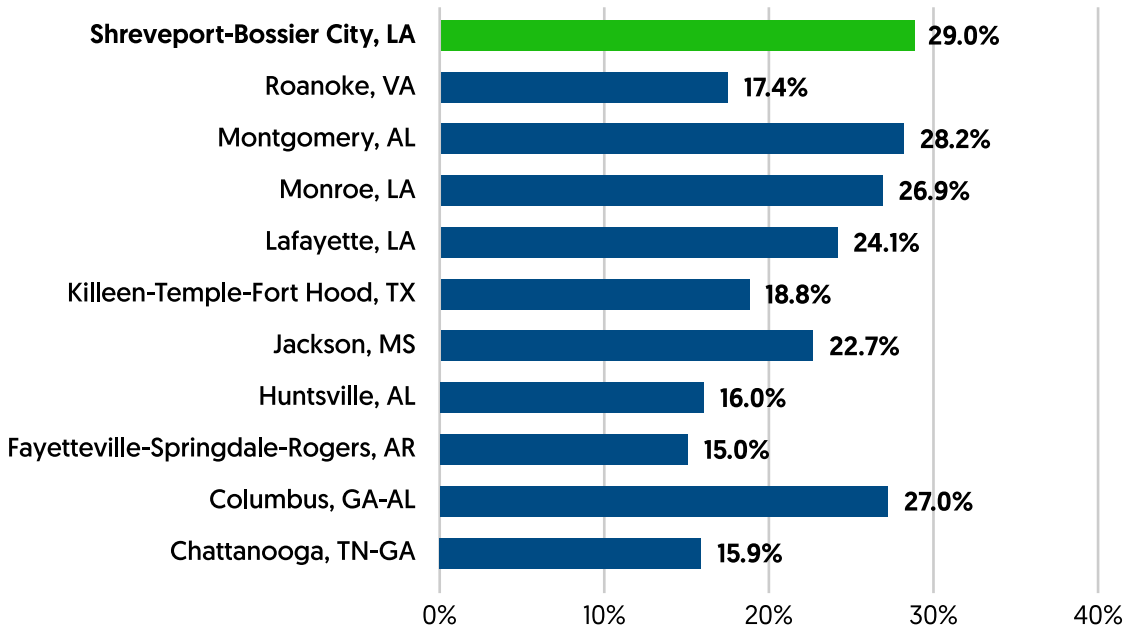
The percent of families living below the poverty level for the Shreveport-Bossier MSA has decreased from **15.4%** in 2013 to **13.9%** in 2022.

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

Data across all MSAs illustrate 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. **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 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.

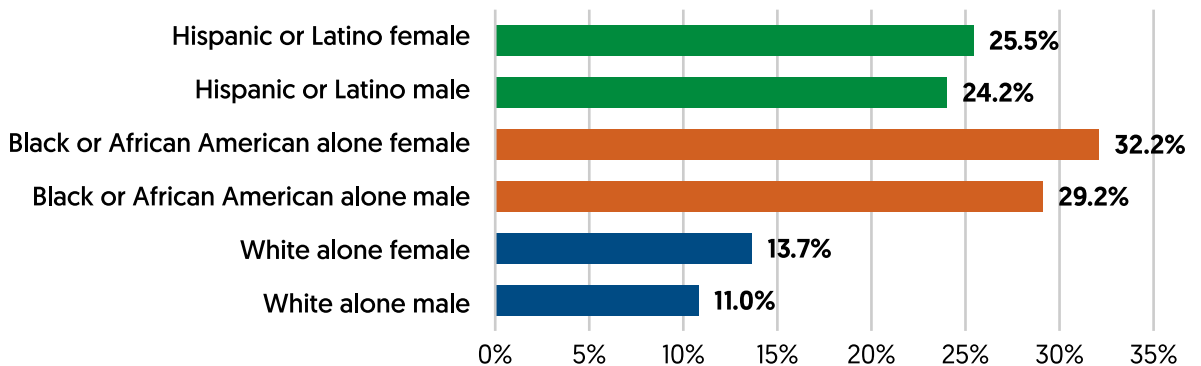


Poverty Rate for Families with Children Under 5 Years Old for MSAs, 2022



The poverty rate for families with small children is nearly **twice** that of the overall population.

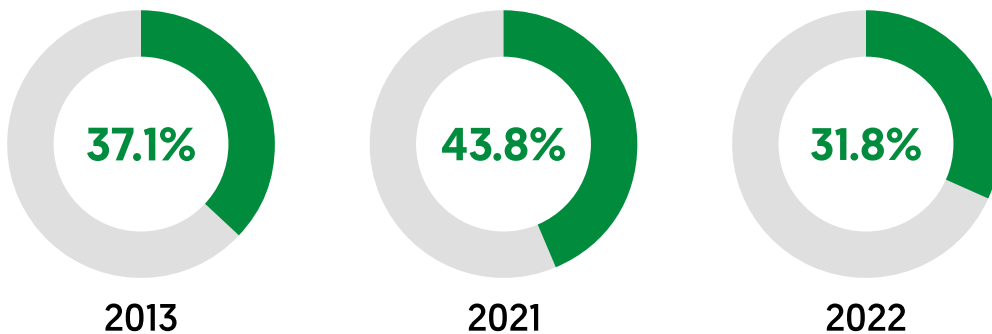
Poverty Rate by Race by Sex for the Shreveport-Bossier MSA, 2022



The percent of households with children under the age 18 with a single-parent is **52.0%** for the Shreveport-Bossier MSA.



Children Under 18 Living in Households with SSI, Cash Public Assistance, or SNAP in the Shreveport-Bossier MSA



Since 2013, the number of households with the listed benefits has decreased **5.3%**

TANF, is a program funded by the federal government, but carried out by states per their own design, that provides cash assistance. In Louisiana it is referred to as Family Independence Temporary Assistance or **FITAP**. Eligible applicants must be unemployed or underemployed and must also: have a child 18 years of age or younger, or be pregnant, or be 18 years of age or younger and the head of household. In Louisiana, a person is limited to no more than 24 months of FITAP [TANF] payments in a 60-month period. There is also a lifetime limit of 60 months total. [There are some hardship exceptions]. Louisiana increased these benefits in 2022 for the first time in over two decades. For example, a household of 1 may receive a benefit of \$244/month [versus the prior \$122] whereas a household of 4 may receive a benefit of up to \$568/month [versus the prior \$284]. Work eligible applicants and recipients must participate in the Strategies to Empower People [STEP] Program unless exempt under agency criteria.

The Supplemental Nutrition Assistance Program (**SNAP**) provides food benefits to low-income families to buy food needed for good health. The amount of SNAP a household receives depends on the number of people in the SNAP household and the amount of their net income. To be eligible for SNAP a household's gross monthly income generally must be at or below 130% of the poverty line. For a family of three, the maximum net monthly income eligibility standard is \$2,072/month. The maximum SNAP monthly allotment for a family of three is \$766 [versus \$291/month for 1 person]. Visit dcfs.louisiana.gov/page/584 for SNAP allotment amounts.

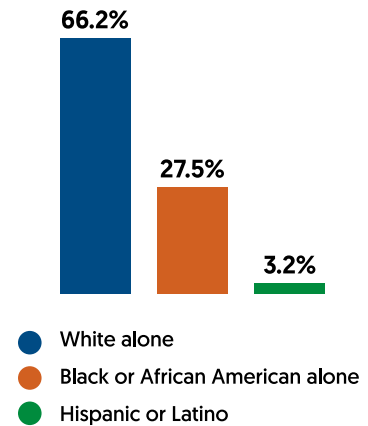
For the Shreveport-Bossier MSA, 1% of households receive Cash Public Assistance whereas 17.5% of households receive SNAP benefits.



Percent of Occupied Housing Units Owner-Occupied by MSA, 2022

Metropolitan Statistical Areas	Percent of Housing Units Owner-Occupied	Rank
Huntsville, AL	70.5%	1
Roanoke, VA	70.3%	2
Chattanooga, TN-GA	69.7%	3
Montgomery, AL	68.1%	4
Jackson, MS	67.6%	5
Lafayette, LA	67.1%	6
Fayetteville-Springdale-Rogers, AR	63.4%	7
Shreveport-Bossier City, LA	61.6%	8
Monroe, LA	59.3%	9
Columbus, GA-AL	57.7%	10
Killeen-Temple-Fort Hood, TX	56.2%	11

Shreveport-Bossier MSA by Race of Householder



The percentage of occupied units with monthly owner costs 35% or more of the household income has increased from **15.6%** in 2013 to **17.8%** in 2022 for Shreveport-Bossier MSA.

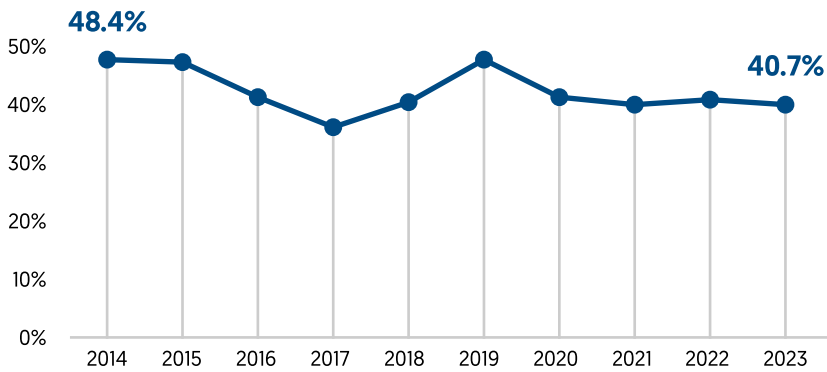
The percentage of occupied units with monthly gross rent 35% or more of the household income has increased from **40.0%** in 2013 to **48.2%** in 2022 for Shreveport-Bossier MSA.

Credit Insecurity Index for Major City of MSAs, 2022

Metropolitan Statistical Areas	Credit Insecurity Index	Rank
Huntsville, AL	19.2	1
Killeen-Temple-Fort Hood, TX	22.9	2
Chattanooga, TN-GA	25.9	3
Fayetteville-Springdale-Rogers, AR	28.5	4
Columbus, GA-AL	29.7	5
Lafayette, LA	30.2	6
Roanoke, VA	32.3	7 (tie)
Shreveport-Bossier City, LA	32.3	7 (tie)
Montgomery, AL	33.2	9
Jackson, MS	37.1	10



Percent of Incoming Kindergartners Arriving Kindergarten Ready in Shreveport-Bossier MSA, Fall 2014-2023

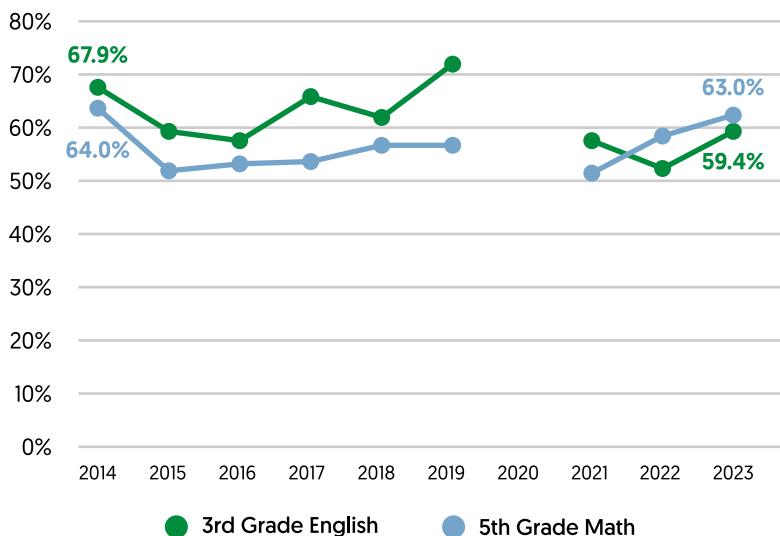


Why is kindergarten readiness important?

A Johns Hopkins study followed over 9,000 public school students in Baltimore from Kindergarten to 4th grade. The study found students in 4th grade who began kindergarten behind:

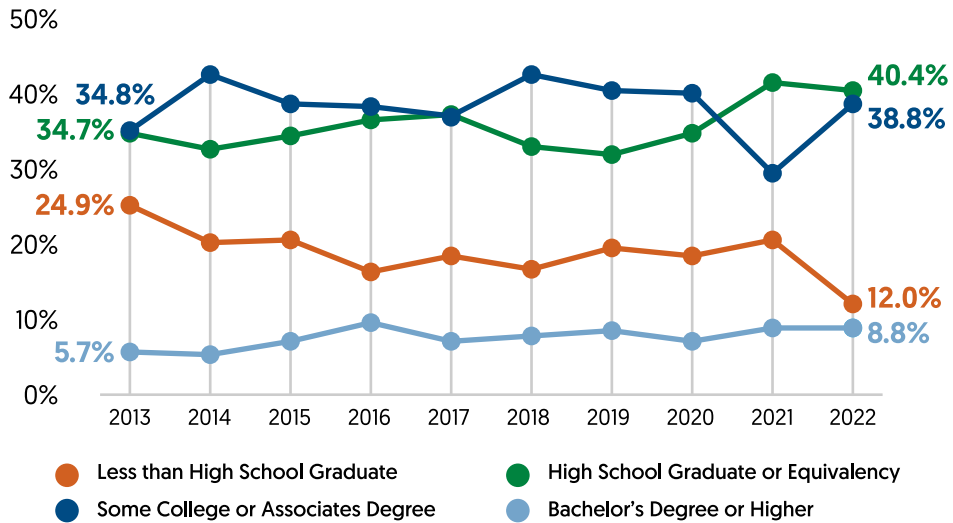
- were up to 80% more prone to be held back;
- were up to 80% more likely to require individualized services and support;
- and were up to seven times more likely to be suspended or expelled.

3rd Grade English & Language Arts Proficiency and 5th Grade Math Proficiency (Basic and Above) for the Shreveport-Bossier MSA, 2014-2023

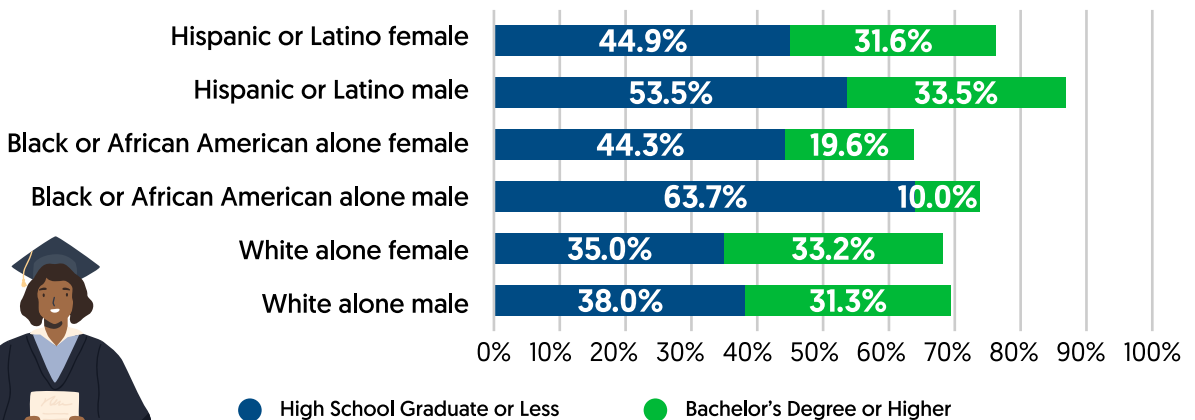




Educational Attainment for Ages 18-24 in the Shreveport-Bossier MSA, 2013-2022



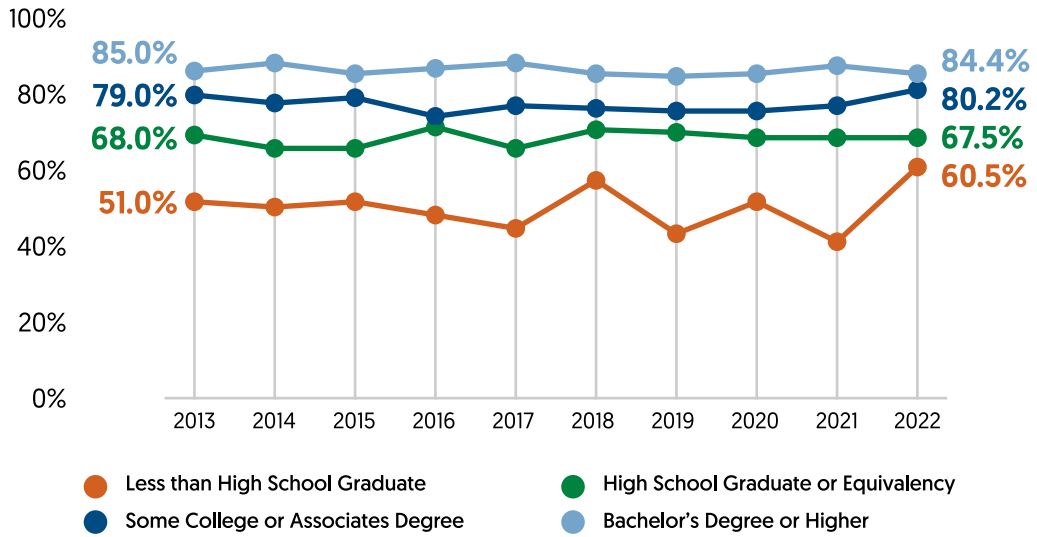
Educational Attainment by Race by Sex for the Shreveport-Bossier MSA, 2022



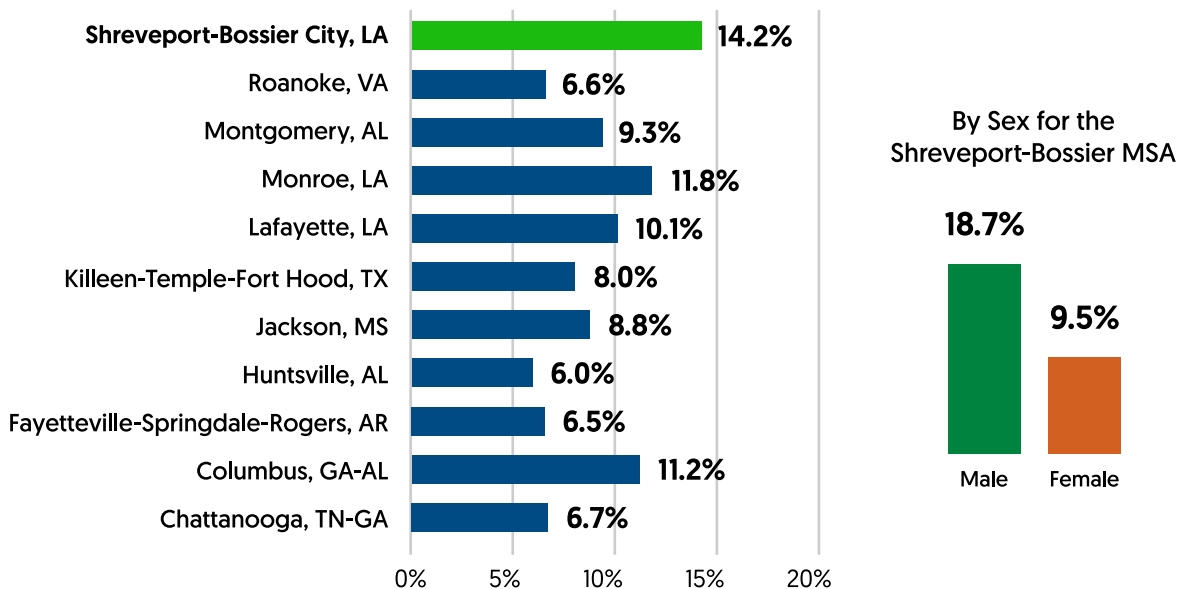
The Cohort Graduation Rate for Shreveport-Bossier MSA has increased from **69.4%** in 2013 to **85.1%** in 2022.



Labor Force Participation Rate by Educational Attainment for Ages 25 to 64 in the Shreveport-Bossier MSA, 2013-2022

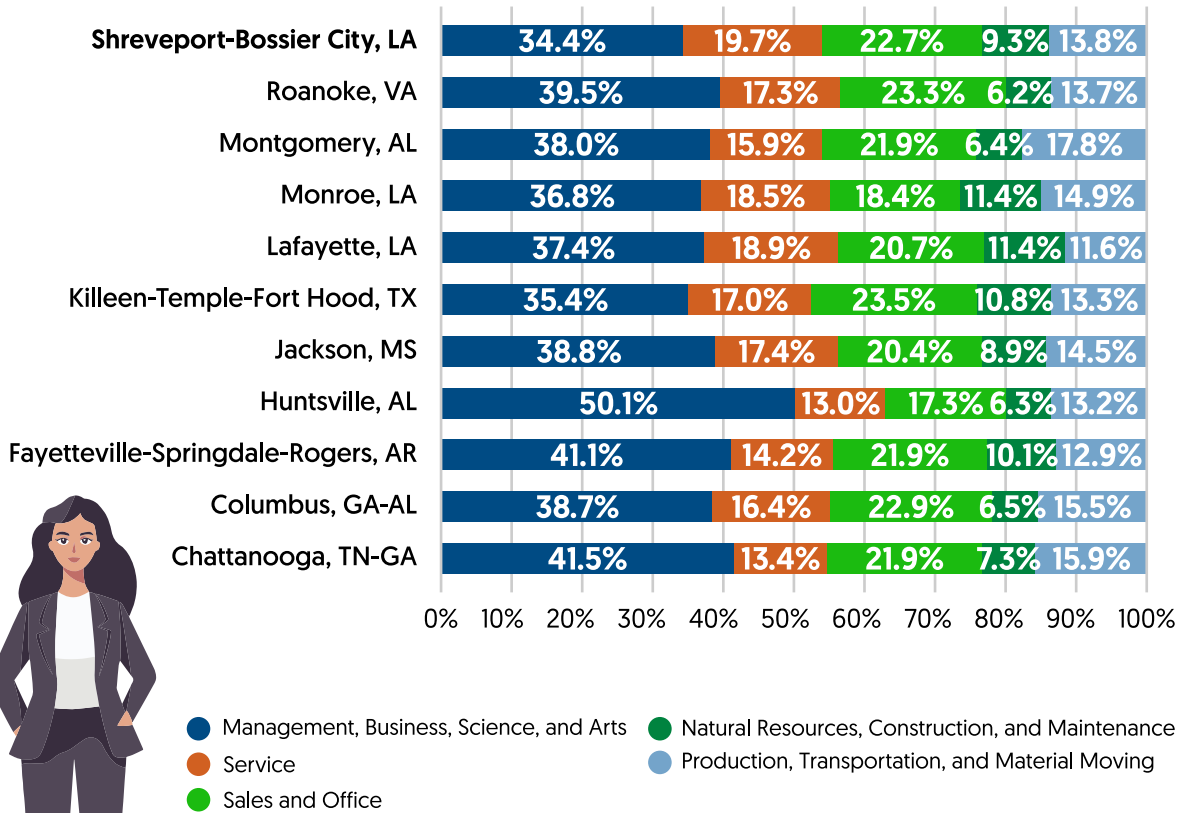


Percent of 16- to 19-Year-Olds Not Enrolled in School, Not in the Labor Force, and Unemployed for MSAs, 2022

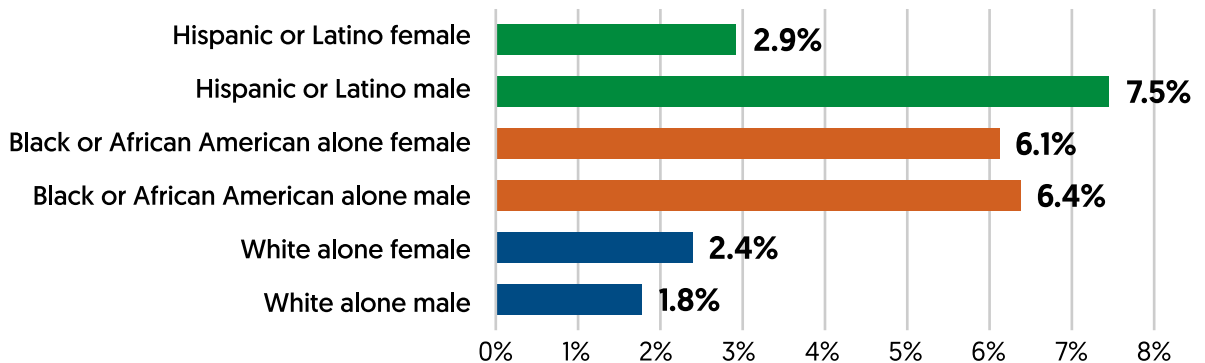




Employment by Occupation for MSAs, 2022

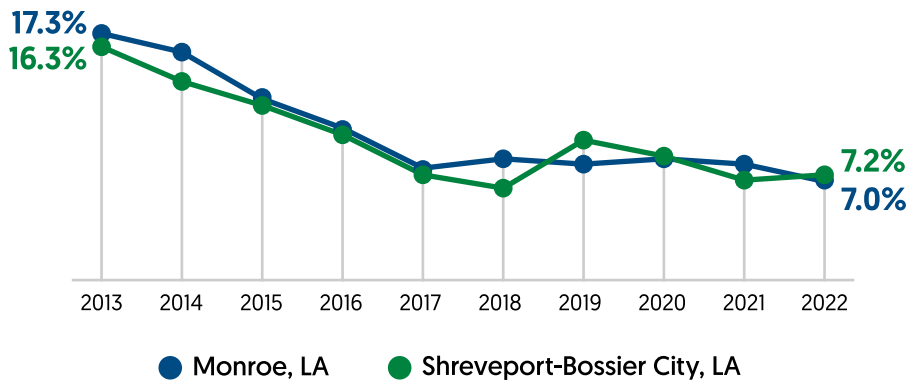


Unemployment Rate by Race by Sex for the Shreveport-Bossier MSA, 2022



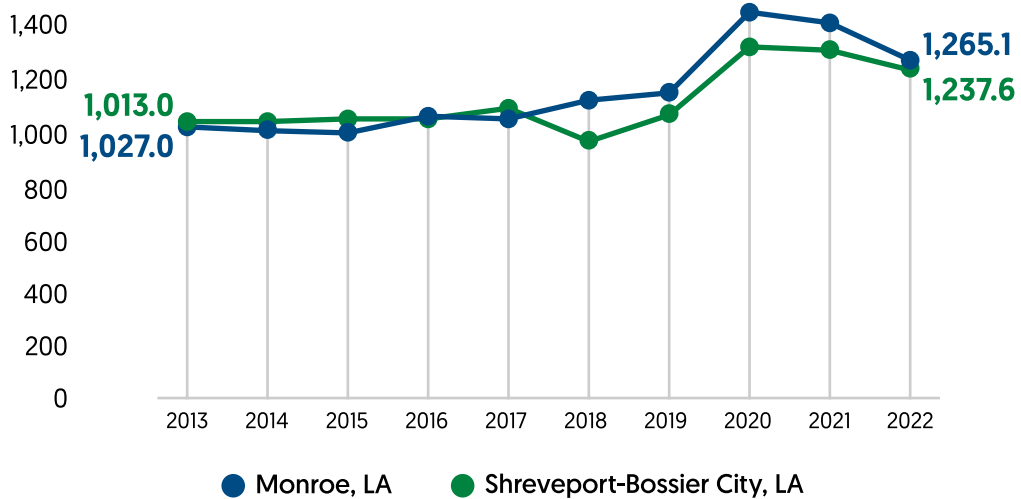


Percent of Uninsured for Shreveport-Bossier and Monroe MSAs, 2013-2022



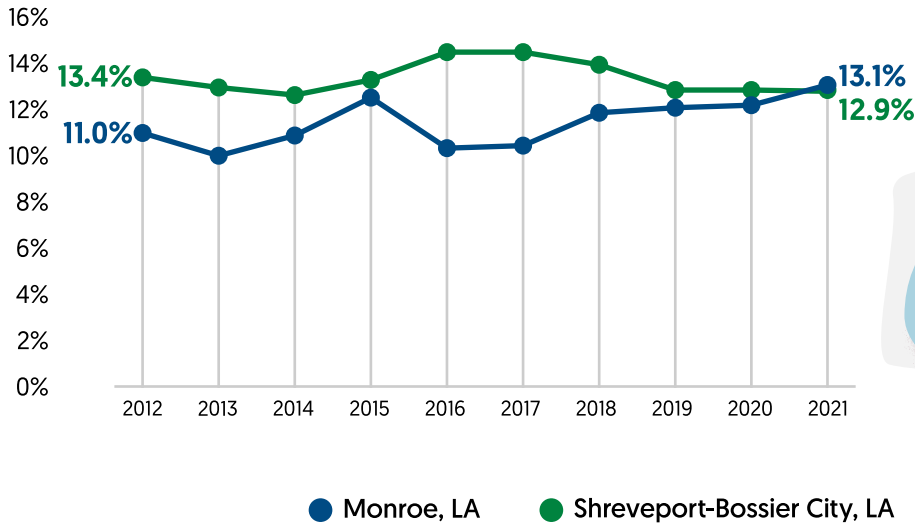
The percent of population 19 to 64 years old employed and uninsured for the Shreveport-Bossier MSA has decreased from **21.1%** in 2013 to **10.3%** in 2022.

Mortality Rate for Shreveport-Bossier and Monroe MSAs, 2013-2022

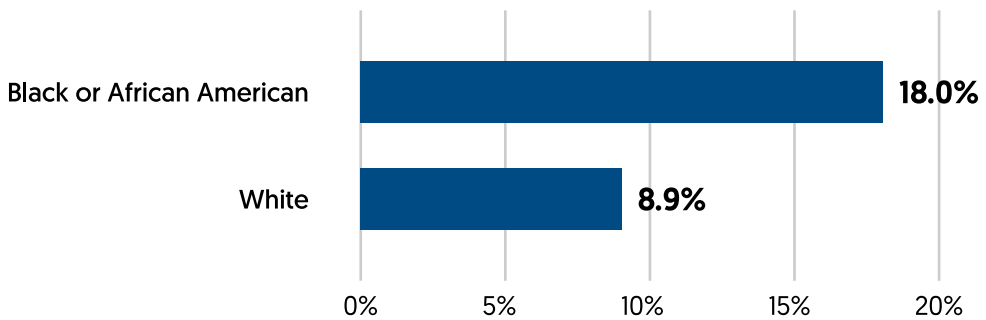




Percentage of Live Births with Low Birth Weight for Shreveport-Bossier and Monroe MSAs, 2012-2021



Low Birth Weight by Race of Mother for Shreveport-Bossier MSA, 2022



Defining Low Birth Weight

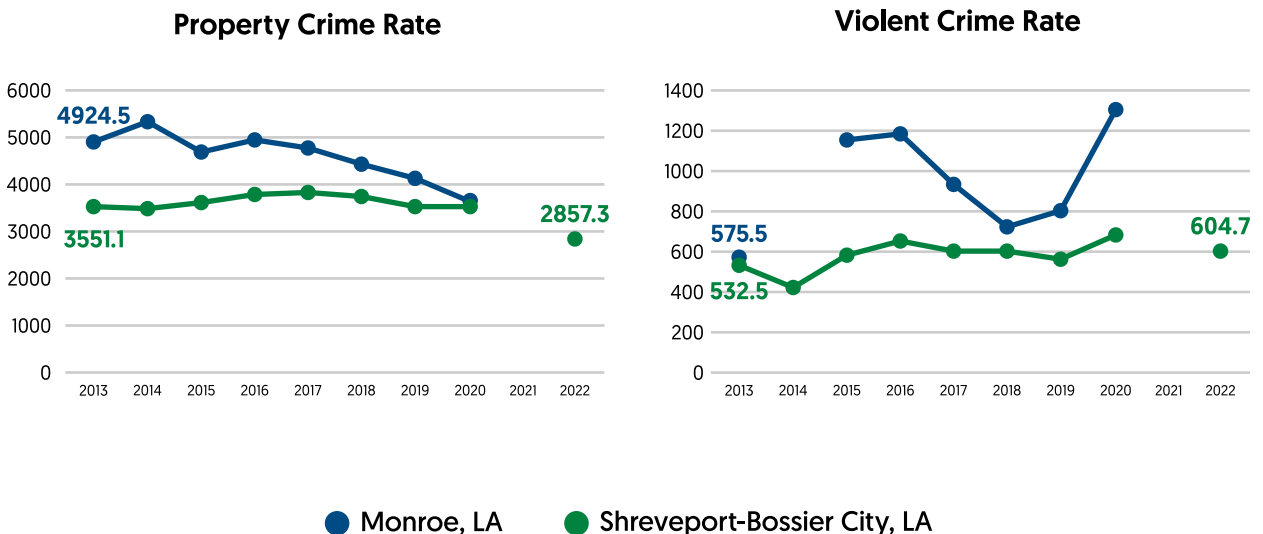
Low birth weight (LBW) is the percentage of live births in which the infant weighed less than 5 pounds, 8 ounces. LBW impacts an infant's current and future morbidity, as well as premature mortality risk. From the perspective of maternal health risks in all categories of health factors including the mother's health behaviors, access to health care, the social and economic environment she inhabits, and environmental risks to which she is exposed. In terms of the infant's health outcomes, LBW serves as a predictor of both premature mortality and morbidity over the life span and potential cognitive development problems.



Number of Deaths Due to Homicide and Firearms Per 100,000 Population by Race for the Shreveport-Bossier MSA, 2024

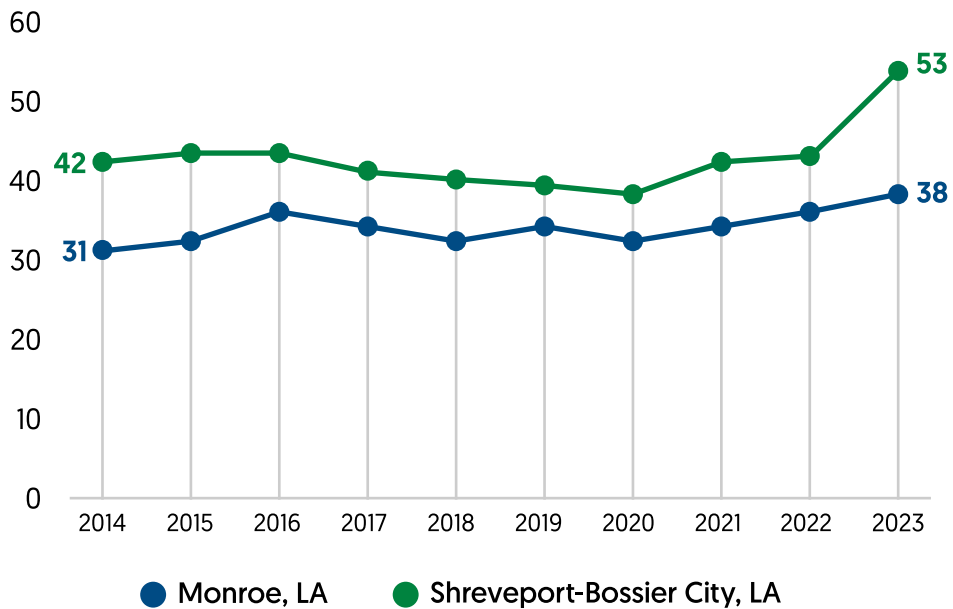


Property Crime Rate and Violent Crime Rate for Shreveport-Bossier and Monroe MSA, 2013-2022





Median Air Quality Index for Shreveport-Bossier and Monroe MSAs, 2014-2023



Air quality is vitally important as on average each of us breathes over 3,000 gallons of air daily. Sources of fine particulate matter in the air include forest fires, power plants, industrial processes, and automobiles, among other things. Air pollution has significant impacts on agriculture and forestry, including damage to trees, crops, plants, lakes, and animals. Furthermore, pollutants like tiny airborne particles and ground-level ozone have been shown to trigger respiratory problems, especially for people with asthma, and the consequences of ambient air pollution include decreased lung function and chronic bronchitis. Asthma sufferers can be severely affected by air pollution which also aggravates health problems for the elderly and others with heart or respiratory diseases. Toxic chemicals released in the air, such as benzene or vinyl chloride, are highly toxic and can cause cancer, birth defects, and long-term injury to the lungs, as well as brain and nerve damage. The potential for health, environmental, and economic impacts of air pollution is significant, including lost days at work and reduction in the productivity of crops and commercial forest. The costs can be in the tens of billions per year.

The EPA designates the 0 to 50 range of the index as good air quality, 50 to 100 is moderate, and values above 100 are associated with a wide variety of unhealthy conditions. Shreveport-Bossier and four of the peer communities fall in the 0-50 range with good air quality.

Summary and Conclusions

Overall Rankings for Shreveport-Bossier MSA, 2024



Category	Socio-Economic Indicator	Ranking	Average Ranking
Population	Total Population	8	9.5
	Population Growth	11	
Economic Well-Being	Median Household Income	9	8.3
	Per Capita Income	8	
	Median Hourly Wage	8	
	Poverty Rate	8	
	Poverty Rate for Families with Children Under 5	11	
	Households Receiving SNAP Benefits	9	
	Households with Cash Public Assistance	2	
	Children Under 18 Living with SSI, TANF or SNAP	7	
	Percent of Occupied Housing Units Owner-Occupied	8	
	Percent of Occupied Units with Monthly Owner Costs of 35% or More of Income	10	
	Percent of Occupied Units with Monthly Gross Rent of 35% or More of Income	10	
Human Capital	Percent of 3 and 4- Year Olds Enrolled in School	6	7.6
	Percent of Population 25+ with Less than High School Diploma	7	
	Percent of Population 25+ with an Associate's Degree	6	
	Percent of Population 25+ with a Bachelor's Degree or Higher	9	
	Unemployment Rate	10	
	Percent of Population 16 and Over in Labor Force	6	
	Per Capital Personal Income	3	
	Percent Increase in Personal Income	10	
Per Capita Real GDP	5		
Health	Percent Uninsured	5	7.7
	Percent of Children Under Age 19 Uninsured	5	
	Percent of Population 19 to 64 Years Employed and Uninsured	5	
	Food Environment	9	
	Mortality Rate	9	
Percent of Live Births with Low Birth Weight	10		
Physical Environment	Median Air Quality Index	9	9.0
Social Environment	Violent Crime Rate	4	8.0
	Property Crime Rate	4	
	Percent of Population Registered to Vote	8	
	Arts Vibrancy Index	9	
	Family Support	11	

Overall Shreveport-Bossier MSA Ranking: 8.4

Economics, Human Capital, Health, Social: 7.9



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- U.S. Census Bureau, 2022 American Community Survey 1-Year Estimates at data.census.gov/cedsci/

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- U.S. Census Bureau, 2022 American Community Survey 1-Year Estimates at data.census.gov/cedsci/
- Bureau of Labor Statistics Occupational Employment Statistics at bls.gov/oes/current/oesrcma.htm

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- Bureau of Labor Statistics Occupational Employment Statistics at bls.gov/oes/current/oesrcma.htm
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- U.S. Census Bureau, 2022 American Community Survey 1-Year Estimates at data.census.gov/cedsci/
- U.S. Census Bureau, 2013-2019 and 2021-2022 American Community Survey, 1-Year Estimates and U.S. Census Bureau, 2020 American Community Survey, 5-Year Estimates at data.census.gov/cedsci/

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- U.S. Census Bureau, 2022 American Community Survey 1-Year Estimates at data.census.gov/cedsci/
- City Health Dashboard at cityhealthdashboard.com/1639

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- Calculated by author using data from Louisiana Believes Fall 2014-2023 DIBELS Reading Reports and U.S. Census Bureau, 2013-2022 American Community Survey 5-Year Estimates at data.census.gov/cedsci/
- Calculated by author using data from the 2014-2023 State LEA-LEAP Achievement Level Summaries at louisianabelieves.com/resources/library/test-results and U.S. Census Bureau, 2013-2022 American Community Survey 5-Year Estimates at data.census.gov/cedsci/
- Spring 2023 LEAP 2025 LEA Achievement Level Summary and 2014-2022 State LEA-LEAP Achievement Level Summaries at louisianabelieves.com/resources/library/elementary-and-middle-school-performance

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- U.S. Census Bureau 2013-2019 and 2021-2022 American Community Survey 1-Year Estimates and U.S. Census Bureau 2020 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

- U.S. Census Bureau, 2022 American Community Survey 1-Year Estimates at data.census.gov/cedsci
- Calculated by author using 2005-2022 State School System Cohort Graduation and Credential Rate Summary from the Louisiana Believes Data Center at louisianabelieves.com/resources/library/high-school-performance and the 2013-2022 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

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- U.S. Census Bureau 2013-2019 and 2021-2022 American Community Survey 1-Year Estimates and U.S. Census Bureau 2020 American Community Survey 5-Year Estimates at data.census.gov/cedsci/
- U.S. Census Bureau, 2022 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

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- U.S. Census Bureau, 2022 American Community Survey 1-Year Estimates at data.census.gov/cedsci/

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- U.S. Census Bureau 2013-2019 and 2021-2022 American Community Survey 1-Year Estimates and 2020 American Community Survey 5-Year Estimates at data.census.gov/cedsci/
- Calculated by author based on Center for Disease Control online database, WONDER, at wonder.cdc.gov and U.S. Census Bureau 2013-2022 American Community Survey 5-Year Estimates at data.census.gov/cedsci/

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- Calculated by author using data from the 2014-2024 County Health Rankings at countyhealthrankings.org/rankings/data and the U.S. Census Bureau 2012-2021 American Community Survey 5-Year Estimates at data.census.gov/cedsci/
- Calculated by author with data from the 2024 County Health Rankings at countyhealthrankings.org

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- Calculated by author with data from the 2024 County Health Rankings at countyhealthrankings.org/explore-health-rankings
- 2013-2019 FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area at fbi.gov/services/cjis/ucr/publications; FBI Uniform Crime Reports, 2020 at data.dailyworld.com/crime-report/us-metro-areas/00000/violent-crimes/; and Crime in the United States Annual Reports, 2022 at cde.ucr.cjis.gov/LATEST/webapp/#

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



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

Established in 1961, the Foundation oversees more than \$190 million in assets for the benefit of North Louisiana. The funds managed by the Foundation are invested for the community's benefit and then are returned to the community in the form of grants to a wide variety of charitable endeavors. Since inception, the Community Foundation has granted over \$140 million in grants to nonprofit organizations.

What We Do

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

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

Get Involved

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

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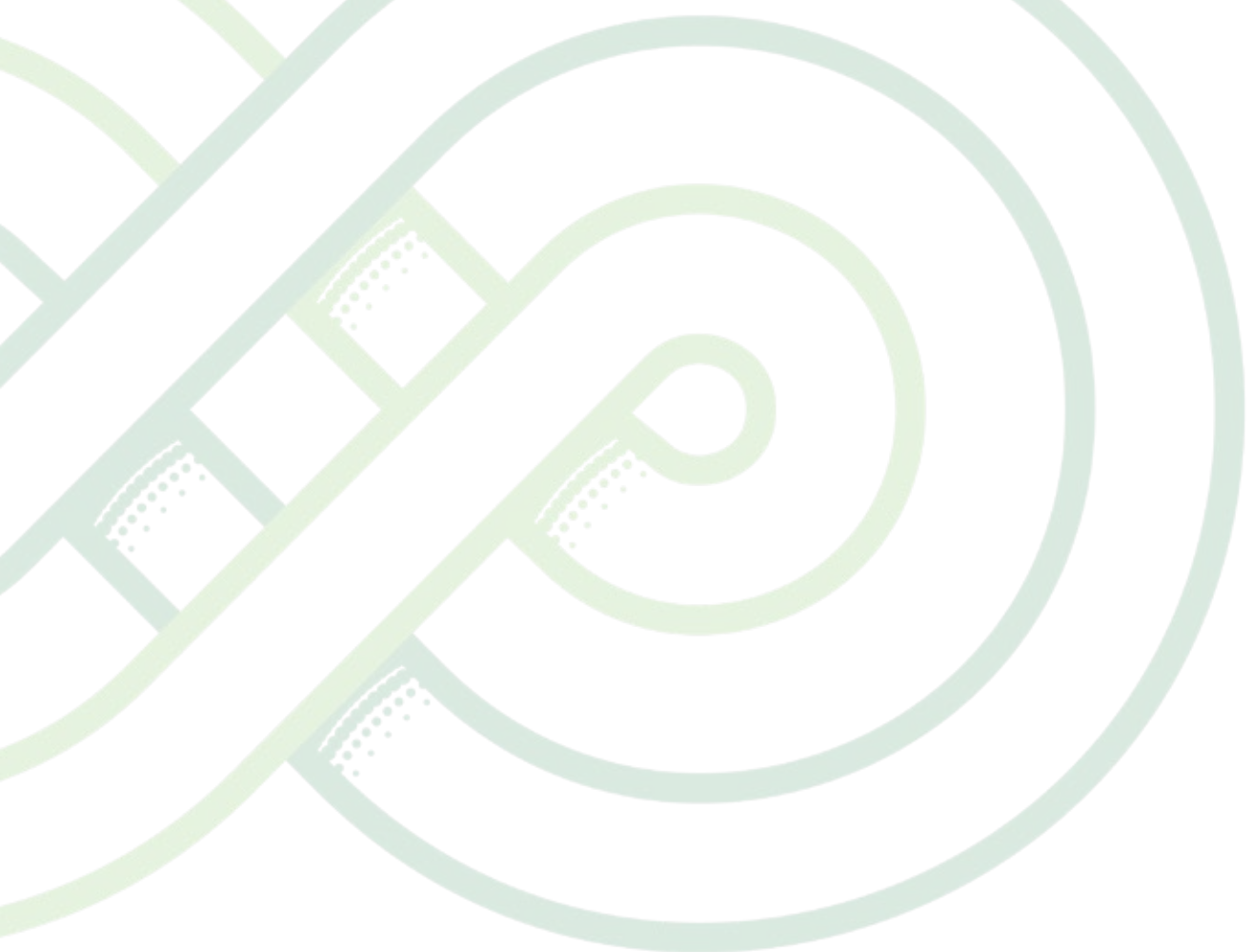
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