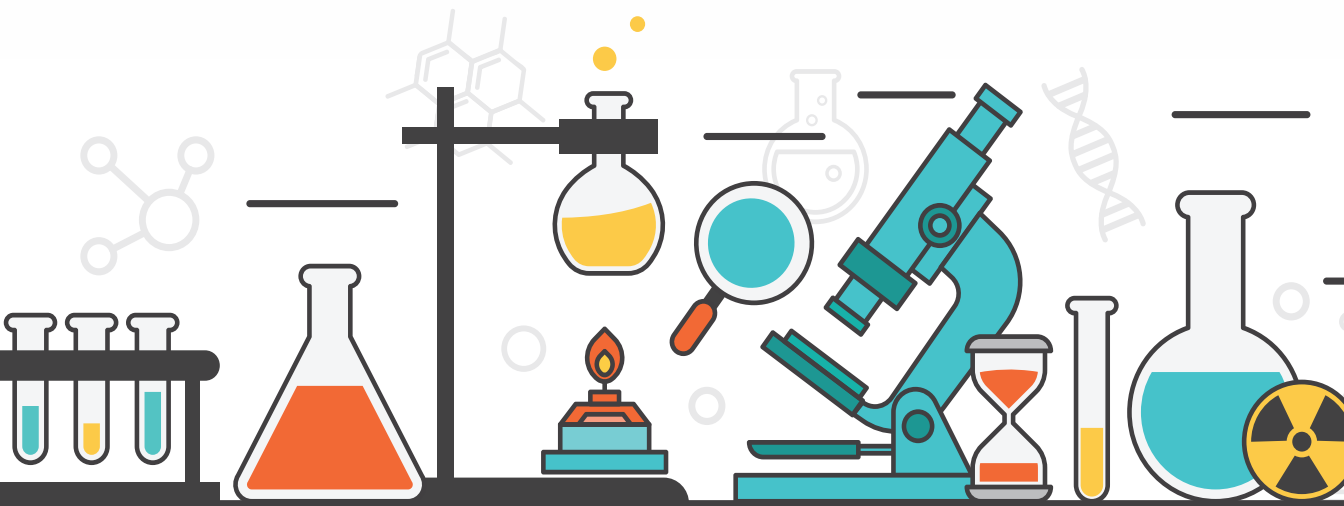


# Community Counts

THE SCIENCE OF DATA

2019



**Community Foundation**

of North Louisiana



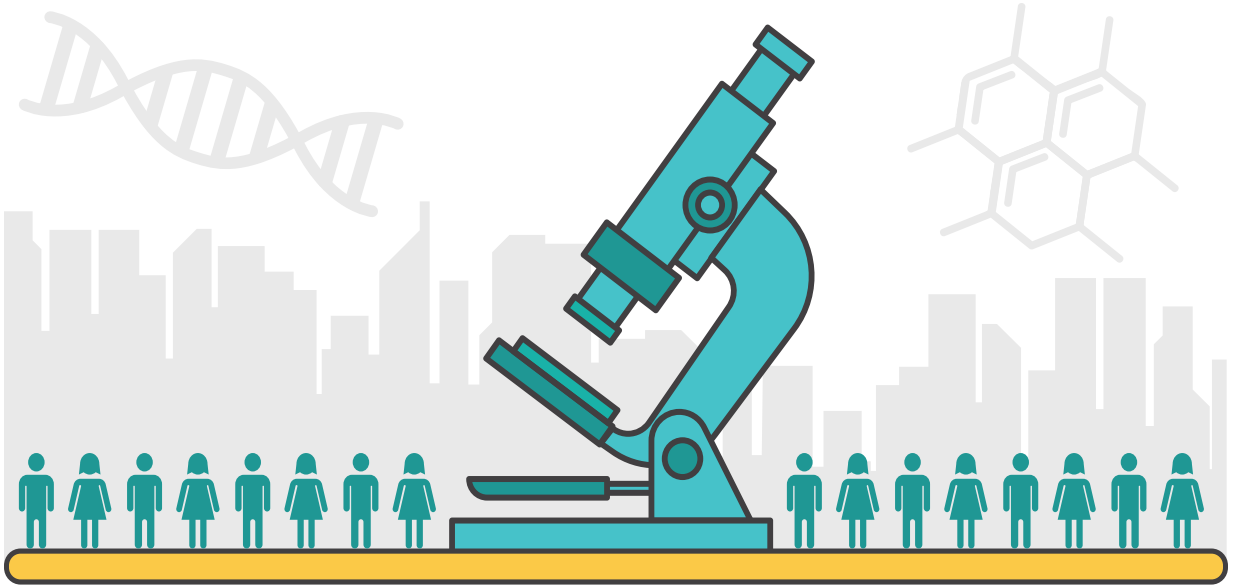
# TABLE OF CONTENTS

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5 <b>Po</b> POPULATION	6 <b>Ec</b> ECONOMICS	8 <b>Pv</b> POVERTY
10 <b>Ed</b> EDUCATION	13 <b>He</b> HEALTH	18 <b>Cs</b> CRIME & SAFETY
19 <b>Of</b> OUR FUTURE	To view all indicators, results, and commentary visit the Community Foundation's website, <a href="http://cfnla.org/data">cfnla.org/data</a> .	
		
		



# INTRODUCTION



For scientists, thorough, controlled, and accurate research is critical to reveal data trends and take steps toward innovation. Similarly, the science of data is vital to the work of Community Foundation of North Louisiana and propels us in all we do. Since 2008, CFNLA has been collecting, tracking, and publishing data in *Community Counts* for the Shreveport-Bossier Metropolitan Statistical Area [MSA]. Chronological data for the MSA is collected in six categories – Population, Economic Well-Being, Human Capital, Health, and Social and Physical Environment. That data is then measured alongside 10 comparative communities and three smaller population centers along the Louisiana I-20 corridor -- Bastrop, Natchitoches, and Ruston. Notably, because of the complexities in gathering and reporting data, most data in *Community Counts 2019* is data from 2017.

Viewing our community under a microscope reveals emerging trends of progress made and areas where our MSA needs concentrated attention. Accurate data is an essential catalyst to help CFNLA and other community leaders set priorities, track progress, formulate policy, and make resource allocation decisions. Data collection is also a key ingredient in the formula for effective philanthropy.

This year, the overall combined ranking for Shreveport-Bossier was 6.5 out of 11 [versus 6.9, 7.0, 7.9 and 6.8 in years past]. The ranking of 6.5 is the highest reported in *Community Counts*, using the current collection of indicators. In addition, Shreveport-Bossier ranked number one relative to the comparative communities in three separate indicators. While these improvements are reasons for celebration and optimism, we must not turn our focus away from areas needing more meaningful improvement.

We invite all to use *Community Counts* to spark community discussions, as a scientific method for social capital investment, or as a call to action for philanthropy and volunteerism. *Community Counts* data should inform work today as well as guide long-term strategic planning. CFNLA asks you to join us in using data to create formulas for change that ensure the success of North Louisiana today and tomorrow.

The MSA includes Bossier, Caddo, DeSoto and Webster parishes. 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.

## POPULATION, 2017

RANK	MSA	POPULATION	CHANGE FROM 2016
1	Jackson, MS	578,794	
2	Chattanooga, TN-GA	554,876	
3	Fayetteville-Springdale-Rogers, AR-MO	535,557	
4	Lafayette, LA	491,558	
5	Huntsville, AL	455,448	
6	Killeen-Temple, TX	442,693	
<b>7</b>	<b>Shreveport-Bossier City, LA</b>	<b>440,933</b>	<b>-0.19%</b>
8	Montgomery, AL	373,889	
9	Roanoke, VA	312,688	
10	Columbus, GA-AL	305,911	
<b>11</b>	<b>Monroe, LA</b>	<b>178,445</b>	

Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at <http://factfinder2.census.gov>

## 10-YEAR POPULATION GROWTH, 2007-2017

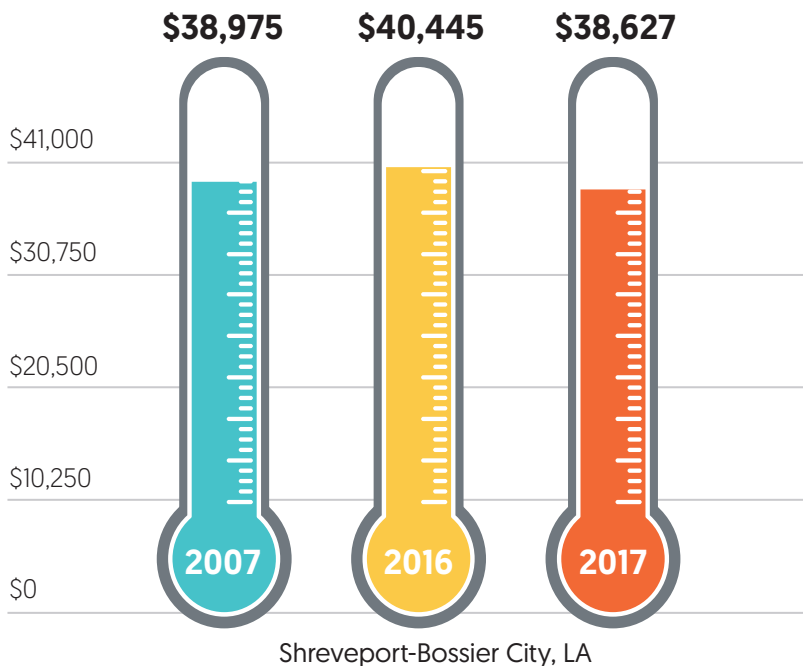
RANK	MSA	POPULATION GROWTH
1	Fayetteville-Springdale-Rogers, AR-MO	26.7%
2	Killeen-Temple-Fort Hood, TX	22.7%
3	Huntsville, AL	20.5%
<b>4</b>	<b>Shreveport-Bossier City, LA</b>	<b>14.4%</b>
5	Lafayette, LA	11.2%
6	Jackson, MS	9.4%
7	Chattanooga, TN-GA	9.2%
8	Columbus, GA-AL	6.5%
9	Roanoke, VA	6.2%
<b>10</b>	<b>Monroe, LA</b>	<b>3.8%</b>
11	Montgomery, AL	3.4%

Source: Calculated by Author with data from the U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at <http://factfinder2.census.gov>

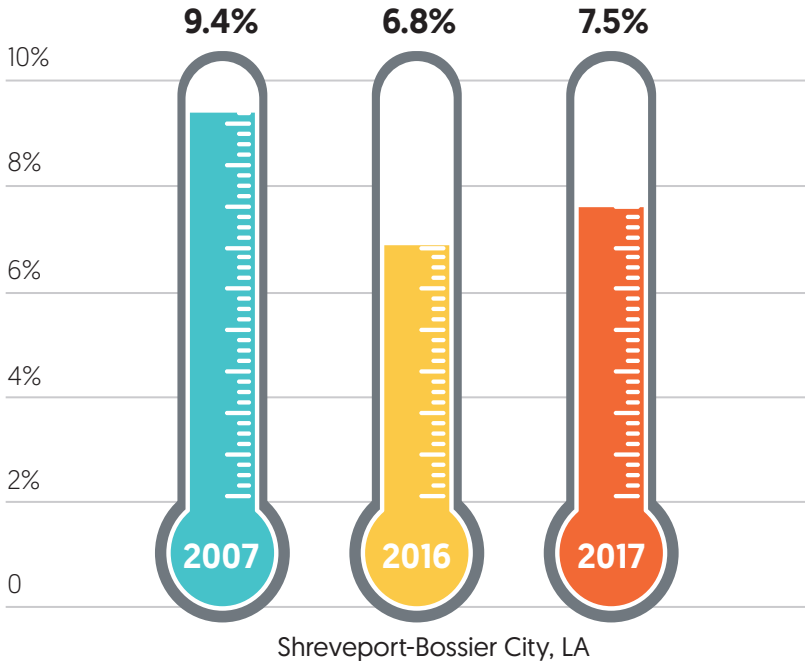
## MEDIAN HOUSEHOLD INCOME, 2017

RANK	MSA	MEDIAN HOUSEHOLD INCOME	CHANGE FROM 2016
1	Huntsville, AL	\$61,331	
2	Fayetteville-Springdale-Rogers, AR-MO	\$56,038	
3	Roanoke, VA	\$54,233	
4	Killeen-Temple-Fort Hood, TX	\$53,303	
5	Jackson, MS	\$52,434	
6	Chattanooga, TN-GA	\$50,250	
7	Montgomery, AL	\$49,123	
8	Lafayette, LA	\$47,848	
9	Columbus, GA-AL	\$43,051	
<b>10</b>	<b>Monroe, LA</b>	<b>\$39,610</b>	
<b>11</b>	<b>Shreveport-Bossier City, LA</b>	<b>\$38,627</b>	<b>-4.49%</b>

## 10-YEAR MEDIAN HOUSEHOLD INCOME, 2007-2017

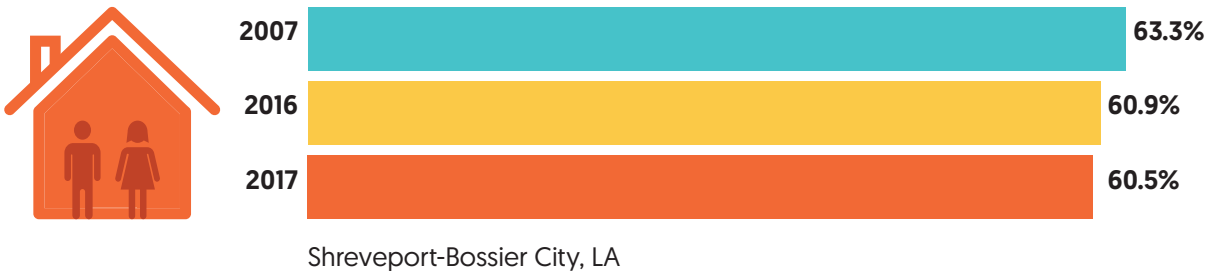


## 10-YEAR UNEMPLOYMENT RATE, 2007-2017



**2017 NATIONAL UNEMPLOYMENT RATE:**  
**4.1%**

## 10-YEAR PERCENT OF OCCUPIED HOUSING UNITS THAT ARE OWNER-OCCUPIED, 2007-2017



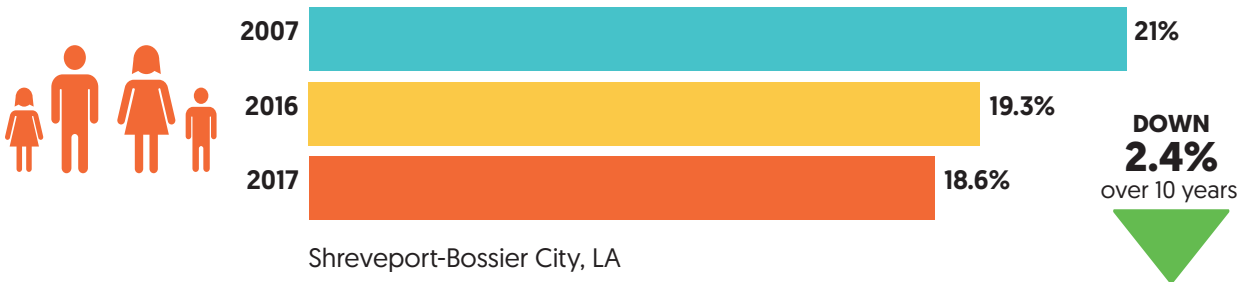
Per capita income is a measure of the economic output of a community relative to its population, but reveals little about the average person's situation. Median household income and median wage exposes more about how the typical household might be faring. The Shreveport-Bossier MSA ranks poorly on median household income. It fell from 10th to last place among the peer communities from last year's report. The median household income of \$38,627 was only 62% of the top ranking MSA, Huntsville, and only 81% of the amount for Lafayette.

Additionally, home ownership in the Shreveport-Bossier and Monroe MSAs has declined 3 percentage points over the last decade. The cost of housing relative to household income is an important indicator of the affordability of housing across MSAs. 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.

## PERCENT OF FAMILIES BELOW POVERTY LEVEL, 2017

RANK	MSA	FAMILIES BELOW POVERTY LEVEL	CHANGE FROM 2016
1	Fayetteville-Springdale-Rogers, AR-MO	8.3%	
2	Roanoke, VA	8.7%	
3	Chattanooga, TN-GA	9.2%	
4	Huntsville, AL	10.0%	
5	Killeen-Temple-Fort Hood, TX	10.2%	
6	Jackson, MS	11.1%	
7	Lafayette, LA	15.0%	
8	Montgomery, AL	15.4%	
9	Columbus, GA-AL	17.2%	
<b>10</b>	<b>Shreveport-Bossier City, LA</b>	<b>18.6%</b>	<b>-0.7%</b>
11	Monroe, LA	19.4%	

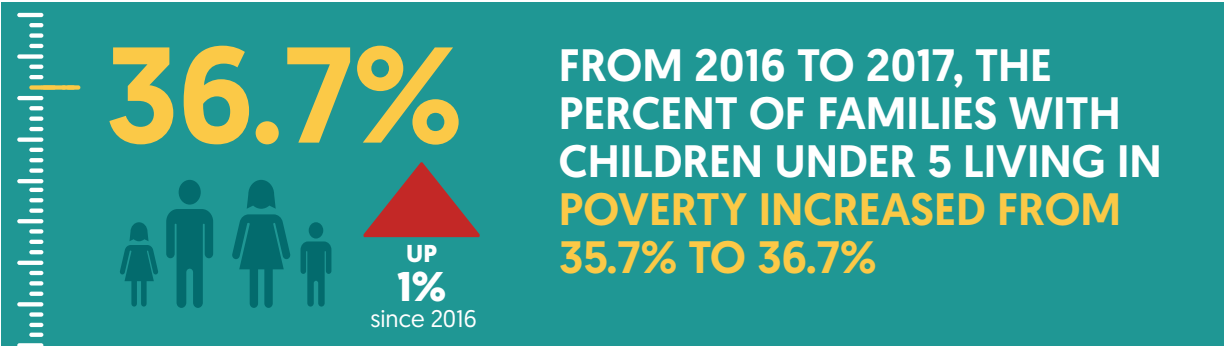
## 10-YEAR PERCENT OF FAMILIES BELOW POVERTY LEVEL, 2007-2017



## DEFINING POVERTY

The United States 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 the family's threshold, then that family and every individual in it is considered in poverty. The official poverty thresholds do not vary geographically, but are updated for inflation using the Consumer Price Index (CPI-U). The official poverty definition uses money income before taxes and does not include capital gains or noncash benefits (such as public housing, Medicaid, and food stamps). The income used to compute poverty status includes (before taxes): earnings, unemployment compensation, worker's compensation, Social Security, Supplemental Security Income Public assistance, veteran's payments, survivor benefits, pension or retirement income interest, dividends, rents, royalties, income from estates, trusts, educational assistance, alimony, child support, and assistance from outside the household. For more information visit [www.census.gov](http://www.census.gov).





25 AND OLDER POPULATION



FACT FUSION



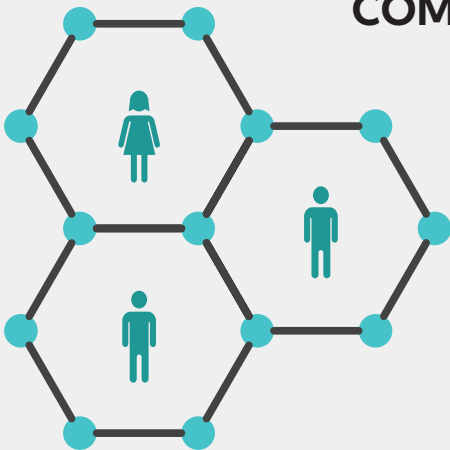
**12.8%**  
H.S. Diploma or less



**22.1%**  
Bachelor or higher

In 2017, 12.8% of the 25 and older population had less than a high school diploma or equivalency while only 22.1% of that population had a bachelor's degree or higher.

## COMPOUND REACTION



25 AND OLDER  
LIVING IN POVERTY

**77.6%**  
Have less than a Bachelor Degree

In 2017, 77.6% of the persons age 25 and over living in poverty had less than a bachelor's degree.

The Shreveport-Bossier MSA remained in 10th place among peer communities in overall poverty rate (18.6%). In addition, Shreveport-Bossier has the 4th highest rate of poverty (36.7%) for families with children under 5 years of age. More than one out of three families with children under 5 years of age in the MSA are living in poverty. Children in poverty are at a much greater risk of poor academic performance, dropping out of school, abuse and neglect, behavioral or physical problems, and developmental delays. This can result in much lower long-term prospects in terms of overall educational attainment, earnings, and health. All of this leads to the cycle of poverty we have seen for decades.

## PERCENT OF 3 AND 4-YEAR-OLDS IN SCHOOL, 2017

RANK	MSA	PERCENT ENROLLED IN SCHOOL	CHANGE FROM 2016
1	Shreveport-Bossier City, LA	59.1%	+9.4%
2	Jackson, MS	52.4%	
3	Columbus, GA-AL	51.7%	
4	Lafayette, LA	49.5%	
5	Roanoke, VA	49.4%	
6	Huntsville, AL	44.3%	
7	Killeen-Temple-Fort Hood, TX	43.4%	
8	Chattanooga, TN-GA	41.7%	
9	Fayetteville-Springdale-Rogers, AR-MO	35.8%	
10	Monroe, LA	33.8%	
11	Montgomery, AL	30.7%	

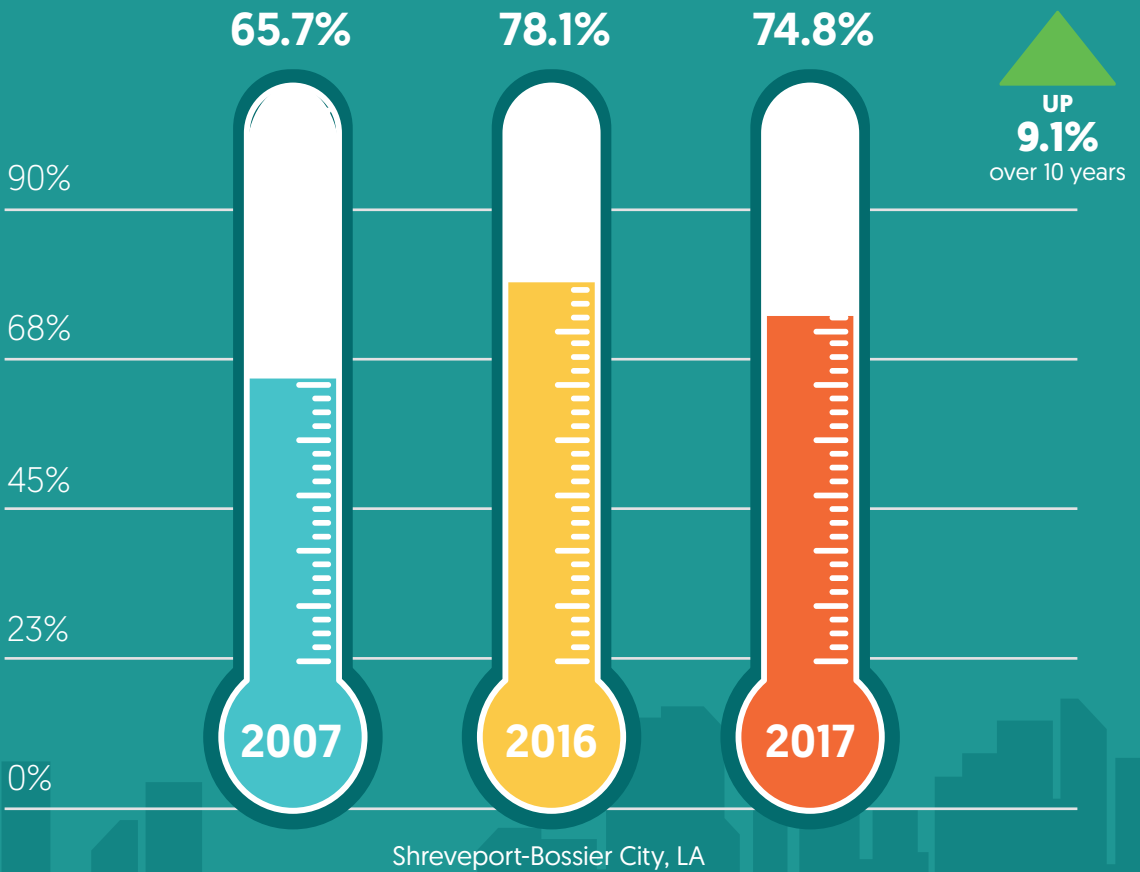
## 10-YEAR PERCENT OF 3 AND 4-YEAR-OLDS IN SCHOOL, 2007-2017



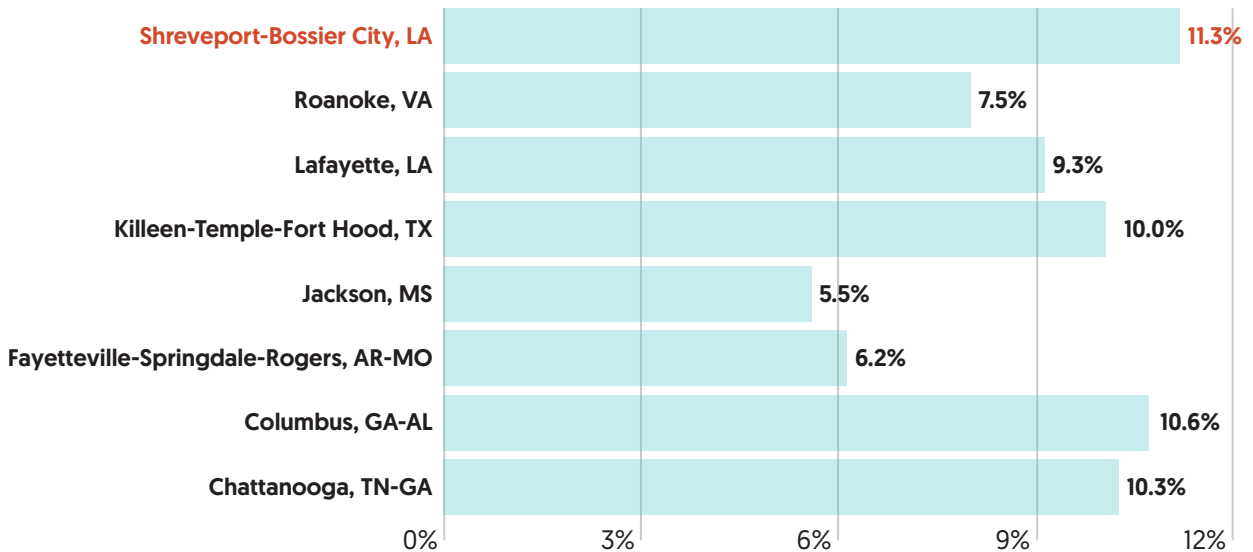
There is strong evidence that children who participate in high-quality pre-k programs enter school more ready to learn than their peers. In last year's report, Shreveport-Bossier saw a significant increase in the percentage of 3- and 4-year-olds enrolled in school from 39.8% to 49.7% in 2016. In this year's report the Shreveport-Bossier percentage grew significantly again to 59.1%, resulting in a ranking of 1st among the peer communities. This represents a tremendous success for the Shreveport-Bossier community, and because of the nature of this indicator, it is a promising sign for the future. Unfortunately, Shreveport-Bossier saw a large increase in the number of 16- to 19-year-olds that are not enrolled in school, not in the labor force, and unemployed. This is a critical measure of how well the education system, business sector, and community as a whole are engaging and preparing young people for success in the labor market.



## 10-YEAR COHORT GRADUATION RATE, 2007-2017



## PERCENT OF 16 TO 19-YEAR-OLDS WHO ARE NOT ENROLLED IN SCHOOL, NOT IN THE LABOR FORCE, 2017



THE NUMBER OF 16 TO 19-YEAR-OLDS NOT WORKING OR IN SCHOOL INCREASED

**8.3% TO 11.3%**

FROM 2016 TO 2017



Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates at <http://factfinder2.census.gov>

Note: Data not available for Huntsville, AL; Monroe, LA; or Montgomery, AL



**IN 2008, 17.1% OF SHREVEPORT-BOSSIER CITIZENS WERE UNINSURED. IN 2017, THIS NUMBER DECREASED TO 7.3%.**

## PERCENT UNINSURED, 2017

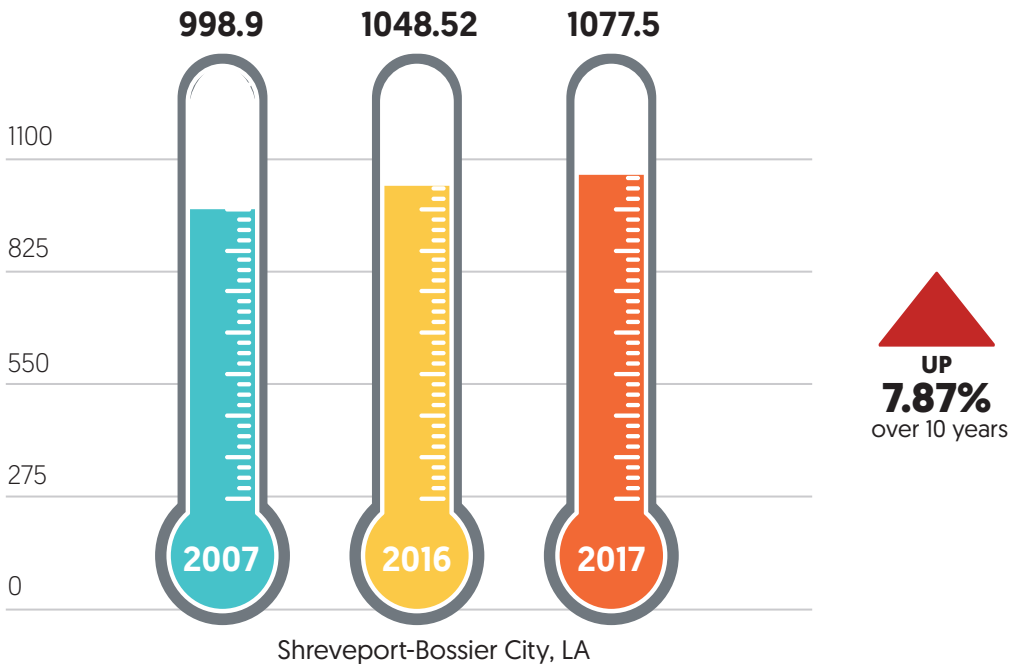
RANK	MSA	PERCENT UNINSURED	CHANGE FROM 2016
1	Shreveport-Bossier City, LA	7.3%	-2.9%
2	Monroe, LA	7.6%	
3	Roanoke, VA	8.3%	
4	Montgomery, AL	8.4%	
5	Huntsville, AL	8.8%	
6	Chattanooga, TN-GA	9.7%	
7	Lafayette, LA	9.8%	
8	Jackson, MS	10.1%	
9	Fayetteville-Springdale-Rogers, AR-MO	10.4%	
10	Columbus, GA-AL	11.0%	
11	Killeen-Temple-Fort Hood, TX	11.5%	

The most significant positive movement in the health indicators has been the reduction in the share of uninsured persons. Shreveport-Bossier has the most insured citizens of all the comparative communities, which should begin to result in better health outcomes for the people of North Louisiana. The most alarming areas and trends for concern are the stubbornly high and rising mortality rate and low birth weight (LBW) figures. Shreveport-Bossier has the highest percentage [13.3%] of LBW among the peer communities. The overall rate in Louisiana is 10.9%, one of the highest in the nation. This is a preventable health crisis that should be addressed by community and health industry leaders.

MORTALITY RATE, 2017 (PER 100,000 POPULATION)

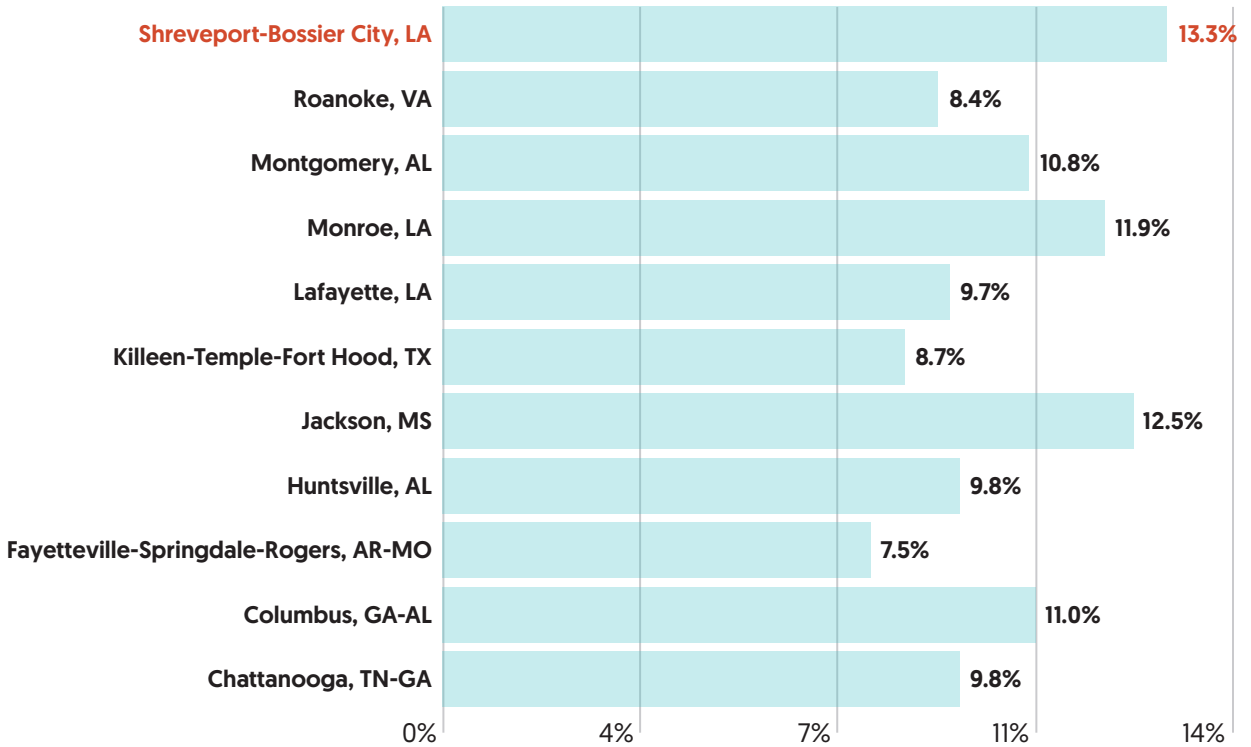
RANK	MSA	MORTALITY RATE	CHANGE FROM 2016
1	Killeen-Temple-Fort Hood, TX	651.7	
2	Fayetteville-Springdale-Rogers, AR-MO	736.6	
3	Lafayette, LA	874.0	
4	Huntsville, AL	886.4	
5	Jackson, MS	937.6	
6	Montgomery, AL	972.2	
7	Columbus, GA-AL	997.0	
8	<b>Monroe, LA</b>	<b>1,039.5</b>	
9	<b>Shreveport-Bossier City, LA</b>	<b>1,077.5</b>	<b>+2.76%</b>
10	Chattanooga, TN-GA	1,086.7	
11	Roanoke, VA	1,132.4	

10-YEAR MORTALITY RATE, 2007-2017 (PER 100,000 POPULATION)



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

## PERCENTAGE OF LIVE BIRTHS WITH LOW BIRTH WEIGHT, 2011-2017

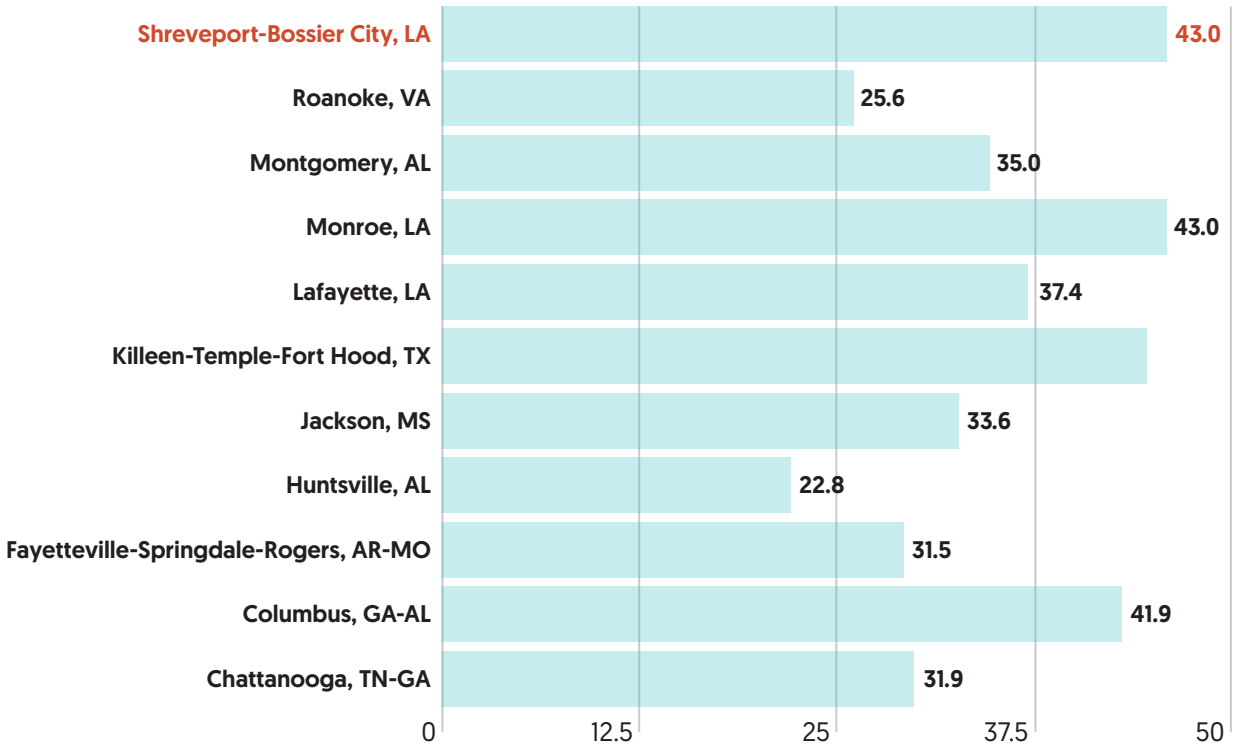


## DEFINING LOW BIRTH WEIGHT

Low birth weight (LBW) is the percentage of live births where the infant weighed less than 5 pounds, 8 ounces. LBW impacts an infant's current and future morbidity, as well as premature mortality risk. From the perspective of maternal health outcomes, LBW indicates maternal exposure to health risks in all categories of health factors including the mother's health behaviors, access to health care, the social and economic environment she inhabits, and environmental risks to which she is exposed. In terms of the infant's health outcomes, LBW serves as a predictor of both premature mortality and morbidity over the life span and potential cognitive development problems. Shreveport-Bossier has the highest percentage [13.3%] 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 US.



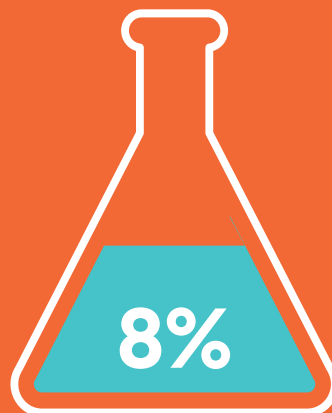
## TEEN BIRTH RATE PER 1,000 FEMALE POPULATION, 2011-2017



## LOW BIRTH WEIGHT (LBW) VS. NATIONAL AVERAGE, 2011-2017



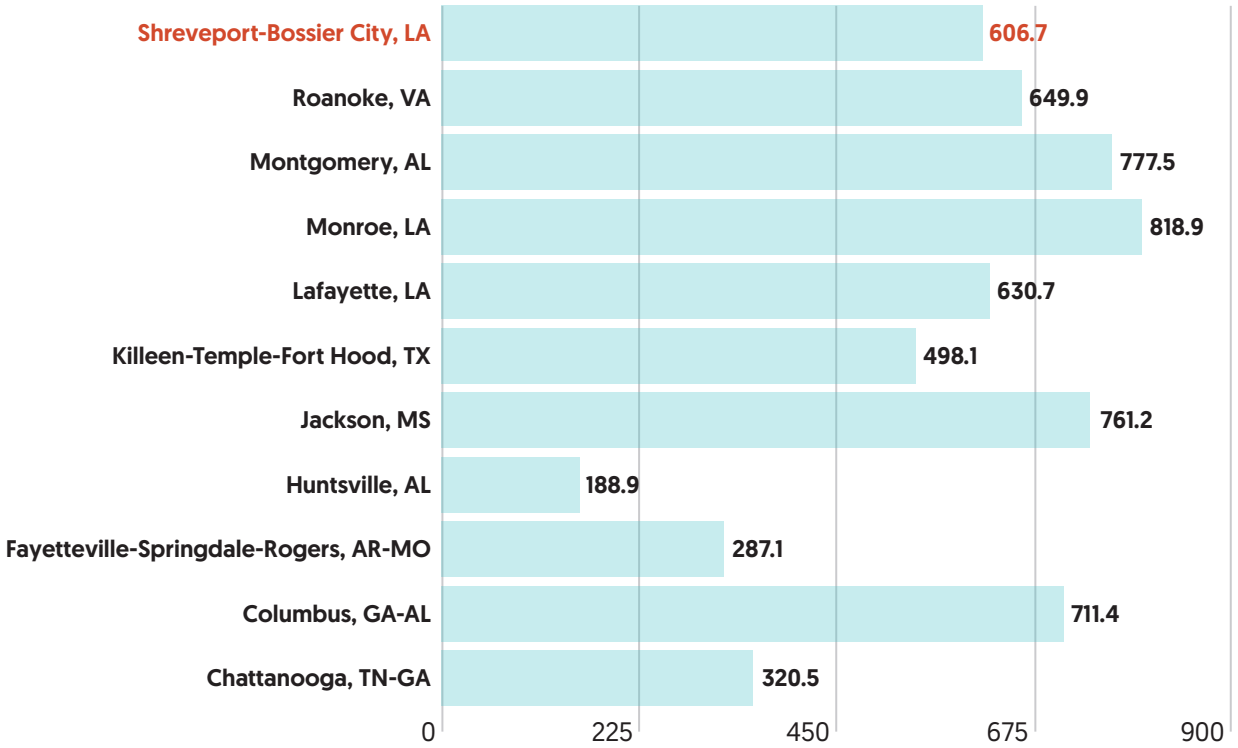
Shreveport-Bossier City, LA



National



## CHLAMYDIA RATE, 2016 (INFECTIONS PER 100,000 POPULATION)



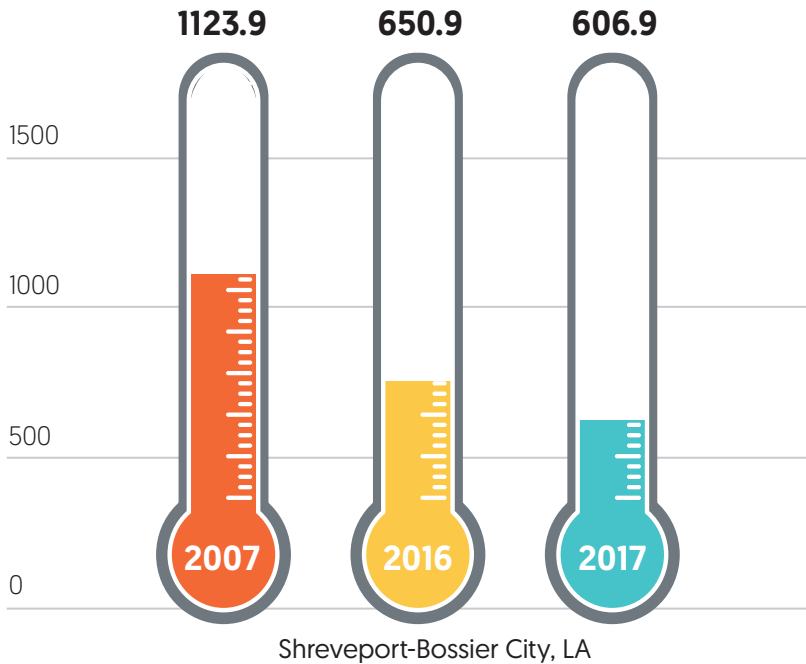
**THIS IS AN IMPROVEMENT**  
**FROM THE 2015 CHLAMYDIA RATE OF**  
**799.8**



**THE OVERALL CHLAMYDIA RATE FOR LOUISIANA IS THE**  
**2ND HIGHEST IN THE NATION**

# CRIME & SAFETY

## 10-YEAR VIOLENT CRIME RATE, 2007-2017 (OFFENSES PER 100,000 POPULATION)



## 10-YEAR PROPERTY CRIME RATE, 2007-2017 (OFFENSES PER 100,000 POPULATION)



An encouraging trend in the data on social environment since 2005 has been the falling crime rates in Shreveport-Bossier. The Shreveport-Bossier MSA has seen the violent crime rate fall by more than half from 2005 to 2017, and the property crime rate fell almost 30 percent over that period. 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. Property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson.

Source: FBI Uniform Crime Reports Table 6: Crime in the United States by Metropolitan Statistical Area, 2007, 2016, and 2017

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# OUR FUTURE

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There is no magic formula that will solve all community issues. People-centric, data-driven solutions that are carefully implemented and tracked over time will result in real and positive change. *Community Counts* provides both one-year and 10-year data that identify areas of positive growth and areas needing more attention.

## One-Year Results

Of the six major categories measured, Shreveport-Bossier ranked highest in Physical Environment (namely, Air Quality; 4.0), Health (5.5), and Population (5.5). Physical Environment and Health showed significant one-year improvement. While there was slight regression in the Social Environment and Human Capital categories, there was meaningful improvement in the Economic Well-Being category. Improvements in data on children in poverty and home ownership made a positive difference after three straight years of decline in this category. Notably, however, the rank in Economic Well-Being is still very low (9.1). Poverty and household income are the most significant issues demanding attention by Shreveport-Bossier. Reasons for optimism can be extracted from the data on per capita GDP and per capita income, which indicate Shreveport-Bossier has a productive workforce and local economy, giving it a solid foundation on which to drive improvements in other categories.

## 10-Year Trends

Since the 1980s, the MSA has had periods of significant out-migration—particularly of young and high-skilled workers. The last decade, however, has generally seen a moderate recovery from those losses.

Shreveport-Bossier saw significant growth in median household income from 2006 to 2015. However, that trend reversed in 2016 and 2017, showing a significant drop from \$43,292 to \$38,627. Home ownership declined three percentage points over the last decade, and renters have seen a substantial increase in housing costs relative to income.

Shreveport-Bossier has improved the cohort graduation rate significantly since 2007, despite a one-year drop-off. The percentage of 3- and 4-year-olds in pre-K has also risen since 2007 with another large one-year increase. The share of the population with a bachelor's degree or higher has remained steady since 2007.

The unemployment rate, while lower than 2007, showed an uptick during 2017. In addition, the declining labor force participation rate since 2007 is cause for concern. In terms of productivity from 2007 to 2017, the Shreveport-Bossier MSA has seen per capita output stagnate like most of our peer communities. Over those 10 years, there were four years of economic contraction and six years of expansion.

The most significant positive movement in the health indicators over the last decade has been the reduction in the share of uninsured persons. High priorities for the community should be reducing the high and rising mortality rate and low birth weight figures. The mortality rate is generally a function of other indicators of health behaviors, health care access, health care quality, and even poverty and environmental quality. The direct costs and loss of economic productivity resulting from poor health indicators are too costly to be ignored. Luckily Shreveport-Bossier has the capacity in the health care sector to begin addressing the problems.

Shreveport-Bossier has many reasons for optimism for the future but must continue to persist to address the identified areas of concern.



# Community Counts

An initiative of Community Foundation of North Louisiana