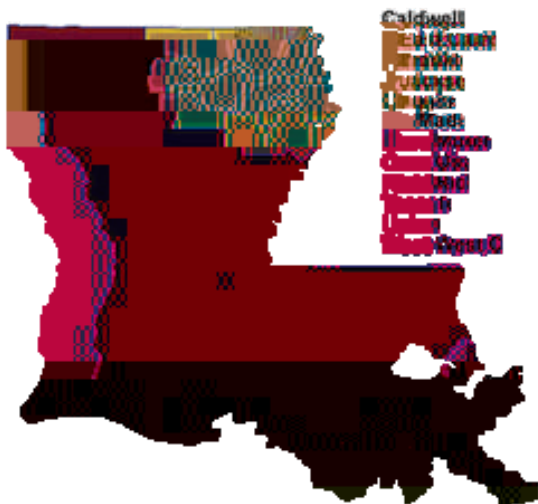

Business and Economic Climate of Monroe and Northeast Louisiana: 2009

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The Economy and Demography of Northeast Louisiana

Northeast Louisiana is a 12-parish area bordered to the north by Arkansas and to the east by Mississippi. The Monroe metropolitan statistical area (Ouachita and Union Parishes: MSA rank by 2008 population=230/363) is the population and business center for the greater area. The data contained herein is compiled from many sources and is as current as availability permits.

Material in this publication was researched and compiled by Robert C. Eisenstadt, PhD, of the Economics Department, Center for Business and Economic Research, College of Business Administration, at the University of Louisiana Monroe. All information presented here is the responsibility of the author and not that of the University of Louisiana Monroe or its affiliates.

Center for Business and Economic Research

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Dear Reader:

This 2009 edition is the 4th annual publication of our **Northeast Louisiana Economic Factbook**. We strive to make a desktop quality print edition available every other year (the 2008 edition is on-line only, along with earlier editions, at cba.ulm.edu/cber).

The 2009 edition differs from past copies insofar as we have removed the section on area attractions and places of interest leaving that data to area tourist

List of Tables and Figures

Population and Demographic Data

Labor Force Statistics

List of Tables and Figures (continued)

Population and Demographic Data

Annual Population and Population Percent Change, 2004-2008

	2004	2005	2006	2007	2008	% Change 2004- 2008	% Change 2007- 2008
Louisiana	4,487,830	4,495,627	4,243,634	4,373,310	4,410,796		


Population and Demographic Data (continued)

The 4-year population trend in Northeast Louisiana has been negative, due in large part to the decline of rural populations in the non-metropolitan areas of the region and a decidedly negative pattern of outmigration from the region that has outpaced in-migration by a considerable margin.

Forecast economic growth in the region, however, bodes well for net positive population in-migration. Population in-migration is expected to be attracted to the following (not an exhaustive list):

- Gardner Denver Thomas: 200+ jobs.
- V-Vehicles: 1,400+ jobs.
- Delta Community College construction.
-

Source: Population Division, U.S. Census Bureau
* Release Date: March 20, 2009



Population and Demographic Data (continued)

Total Personal Income (thousands of current dollars)							
	2003	2004	2005	2006	2007	% growth 2003-06	% growth 2006-07
Louisiana	\$115,694,842	\$121,780,899	\$111,167,116	\$135,026,187	\$153,503,932	16.71%	13.7%
NE Louisiana	7,964,097	8,206,299	8,507,700	9,088,922	9,722,738	14.12%	7.0%
Caldwell	203,275	215,657	223,510	239,978	247,304	18.06%	3.1%
East Carroll	164,267	162,310	163,955	183,192	195,295	11.52%	6.6%
Franklin	407,571	406,215	421,892	458,639	470,239	12.53%	2.5%
Jackson	365,221	370,972	386,061	383,400	390,162	4.98%	1.8%
Lincoln	904,639	983,219	1,011,047	1,110,503	1,226,291	22.76%	10.4%
Madison	238,043	223,691	234,742	241,487	248,703	1.45%	3.0%
Morehouse	635,820	630,541	650,345	665,916	688,440	4.73%	3.4%
Ouachita	3,794,746	3,903,988	4,047,130	4,341,195	4,760,142	14.40%	9.7%
Richland	406,099	423,432	439,242	469,585	497,418	15.63%	5.9%
Tensas	130,828	125,993	134,495	156,577	158,693	19.68%	1.4%
Union	491,989	546,072	561,846	579,229	597,211	17.73%	3.1%
West Carroll	221,599	214,209	233,435	259,221	242,840	16.98%	-6.3%

Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce

Per Capita Personal Income (current dollars)							
	2003	2004	2005	2006	2007	% growth 2003-06	% growth 2006-07
Louisiana	\$25,819	\$27,088	\$24,664	\$31,821	\$35,100	23.25%	10.3%
NE Louisiana	22,854	23,549	24,414	26,001	25,114	13.77%	-3.4%
Caldwell	19,157	20,129	21,050	23,166	23,998	20.93%	3.6%
East Carroll	18,307	18,363	18,661	22,021	23,615	20.29%	7.2%
Franklin	19,574	19,678	20,691	22,828	23,440	16.62%	2.7%
Jackson	23,936	24,388	25,594	25,116	25,835	4.93%	2.9%
Lincoln	21,536	23,347	24,126	26,080	28,815	21.10%	10.5%
Madison	18,510	17,715	18,823	20,184	21,052	9.04%	4.3%
Morehouse	20,843	20,812	21,736	25,511	27,418	23.69%	7.2%

Population and Demographic Data (continued)

2005-2006 Median Household Income by Parish, NE Louisiana, State, and US				
	2005: Median Household Income	2006: Median Household Income	2005: % of Louisiana Median Income	2006: % of Louisiana Median Income
Caldwell Parish	\$31,957	\$31,269	87.4%	79.9%
East Carroll Parish	\$22,260	\$22,381	60.9%	57.2%
Franklin Parish	\$25,286	\$25,896	69.2%	66.2%
Jackson Parish	\$31,811	\$34,901	87.0%	89.2%
Lincoln Parish	\$30,132	\$31,094	82.4%	79.5%
Madison Parish	\$22,951	\$23,434	62.8%	59.9%
Morehouse Parish	\$27,224	\$28,562	74.5%	73.0%
Ouachita Parish	\$34,618	\$35,400	94.7%	90.5%
Richland Parish	\$28,740	\$27,896	78.6%	71.3%
Tensas Parish	\$23,441	\$22,934	64.1%	58.6%
Union Parish	\$32,123	\$33,709	87.9%	86.2%
West Carroll Parish	\$28,101	\$29,463	76.9%	75.3%
NE LA (w/Lincoln)	\$31,029	\$31,923	86.1%	81.6%
Louisiana	\$36,547	\$39,122	100.0%	100.0%
United States	\$46,242	\$48,451	126.5%	123.8%

Source: US Census Bureau, Small Area Income and Poverty Estimates.

2005-2006 Persons below Poverty by Parish, NE Louisiana, State, and US				
	2005: % of population below poverty	2006: % of population below poverty	2005: % difference from Louisiana 2005 poverty rate	2006: % difference from Louisiana 2006 poverty rate
Caldwell Parish	21.8%	21.4%	1.6%	2.5%
East Carroll Parish	45.4%	40.9%	25.2%	22.0%
Franklin Parish	30.4%	30.6%	10.2%	11.8%
Jackson Parish	18.9%	18.4%	-1.3%	-0.4%
Lincoln Parish	27.0%	24.4%	6.8%	5.6%
Madison Parish	36.6%	33.8%	16.4%	14.9%
Morehouse Parish	28.2%	26.8%	8.0%	7.9%
Ouachita Parish	22.7%	20.6%	2.5%	1.8%
Richland Parish	26.5%	26.0%	6.3%	7.1%
Tensas Parish	36.6%	33.3%	16.4%	14.4%
Union Parish	20.0%	20.4%	-0.2%	1.5%
West Carroll Parish	24.7%	21.9%	4.5%	3.0%
NE LA (w/Lincoln)	25.4%	23.6%	5.2%	4.7%
Louisiana	20.2%	18.9%	0.0%	0.0%
United States	13.3%	12.9%	-6.9%	-5.9%

Source: US Census Bureau, Small Area Income and Poverty Estimates.

Labor Force Statistics

Labor Force					
	2004	2005	2006	2007	2008
City of Monroe*	22,733	22,603	21,920	21,600	21,754
Caldwell		4,337	4,374	4,507	4,380

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Labor Force Statistics (continued)

	Unemployment Rate				
	2004	2005	2006	2007	2008
City of Monroe*	7.3%	6.6%	4.3%	5.0%	5.8%
Caldwell	8.0%	6.8%	3.8%	4.3%	4.8%
E. Carroll	12.8%	12.4%	8.0%	8.8%	10.0%
Franklin	8.6%	8.5%	5.7%	6.0%	7.3%
Jackson	6.2%	5.5%	3.8%	3.9%	4.7%
Lincoln	6.1%	6.4%	4.2%	4.5%	5.1%
Madison	9.2%	8.5%	5.5%	6.2%	7.7%
Morehouse	9.5%	8.5%	6.0%	7.3%	8.7%
Ouachita	5.3%	5.7%	3.7%	4.5%	4.9%
Richland	7.7%	7.2%	4.7%	5.7%	6.2%
Tensas	8.0%	13.0%	7.1%	6.9%	7.9%
Union	6.1%	5.7%	3.9%	4.5%	5.2%
W. Carroll	12.2%	10.2%	5.8%	8.6%	10.0%
iana	6.7%	6.7%	4.4%	5.1%	5.8%
Louisiana	5.5%	6.7%	4.0%		

Wage and Salary Employment (Number of Jobs in Parishes and State)

	2003	2004	2005	2006	2007
Louisiana	2,025,043	2,033,543	2,006,271	1,967,129	2,031,158
Caldwell	2,751	2,710	2,750	2,825	2,943
East Carroll	2,531	2,550	2,396	2,570	2,572
Franklin	6,273	6,250	6,215	6,234	6,190
Jackson	4,242	3,995	3,866	3,741	3,960
Lincoln	19,086	19,260	19,273	19,421	19,931
Madison					
Morehouse	9,095	8,530	8,341	8,219	8,241
Ouachita	76,531	76,225	75,490	76,063	76,069
Richland	6,398	6,380	6,436	6,550	6,652
Tensas	1,783	1,811	1,814	1,867	1,755

Labor Market Data by Industry, by Region and Selected Parishes, 2007-2008

Northeast Louisiana (w/ Lincoln Parish)	Units	Employ-	2007		2008	

Labor Force Statistics (continued)

Note: Due to unclassified and non-publishable data, major divisions may be under-reported. Annual values for 2008 compiled from quarterly data.

Labor Market Data by Industry, by Region and Selected Parishes, 2007-2008



Lincoln Parish	2007				2008			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
All Industries	1,146	18,196	\$545,982,290	\$577	1,167	18,604		

Labor Market Data by Selected Parishes, 2007-2008

Average Annual Wages per Job (2003-07 current dollars)

2003

2004

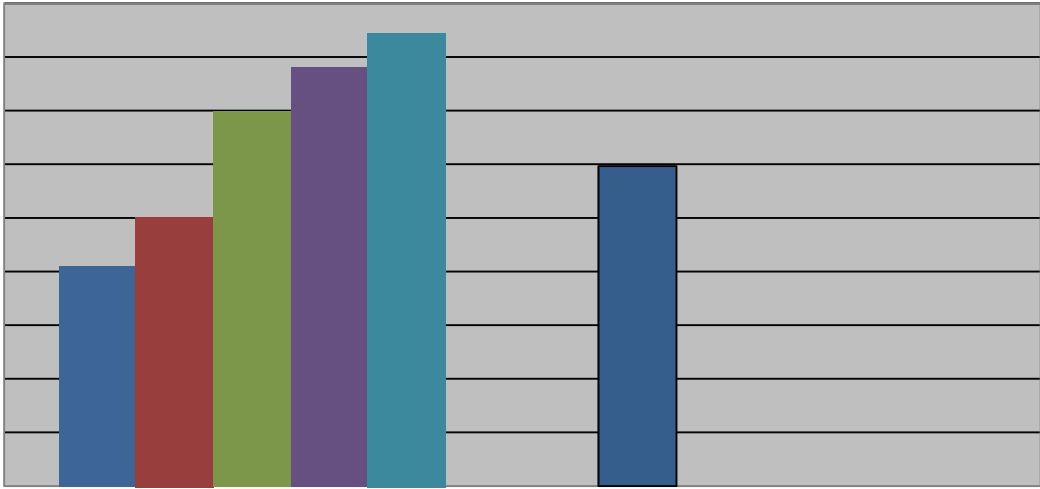
2005

Commercial/Industrial Utility Rates for Louisiana and the United States, 2008-2009

<i>Electricity cents/ kwh:</i>	Feb '08	Mar '08	Apr '08	May '08	Jun '08	Jul '08	Aug '08	Sep '08	Oct '08	Nov '08	Dec '08	Jan '09	Feb '09
U.S. Commercial	9.47		1.86			11.11		10.77			9.95	10.03	

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Business Climate Data (continued)



Business Climate Data (continued)

Annual % Change in Non-Automotive Retail Sales				
Current \$ Values	'04-'05	'05-'06	'06-'07	'07-'08
Ouachita	4.73%	9.87%	3.72%	2.79%
U. S.	7.70%	6.30%	3.81%	2.39%
Constant (2008) \$ Values				
Ouachita	2.49%	7.20%	1.34%	0.48%
U.S.	5.40%	3.72%	1.43%	0.09%

Retail sales are estimated from local sales tax revenue.

Total New Car, Van, and Truck Registrations * (includes car fleet)				
	2006	2007	2008	change '07-'08
NE LA	15,163	15,003	13,050	-1,953
Ouachita	6,725	6,904	5,812	-1,092
Lincoln	1,978	1,827	1,652	-175
Morehouse	1,036	966	865	-101
Union	978	988	860	-128
Louisiana	294,253	255,738	219,413	-36,325

Estimated Constant (2008) \$ Value of New and Used Vehicle Registrations * : Ouachita Parish Only		
Estimated Constant \$ Auto Sales: 2006	\$248,460,294	Annual % Change
Estimated Constant \$ Auto Sales: 2007	\$260,527,129	4.86%
Estimated Constant \$ Auto Sales: 2008	\$231,018,087	-11.33%

* New Car/truck registrations obtained from Cross-Sell Reports: Statewide Dealer Summaries.

Millage rates vary between and within Parishes. Some Parishes have numerous rates that are voting-ward specific. The rates given in the adjacent listing are the range of millage rates within each Parish and can be used to estimate the (range of) expected property tax liability.

Millage rates shown were obtained via telephone interviews with Parish Assessors' offices.

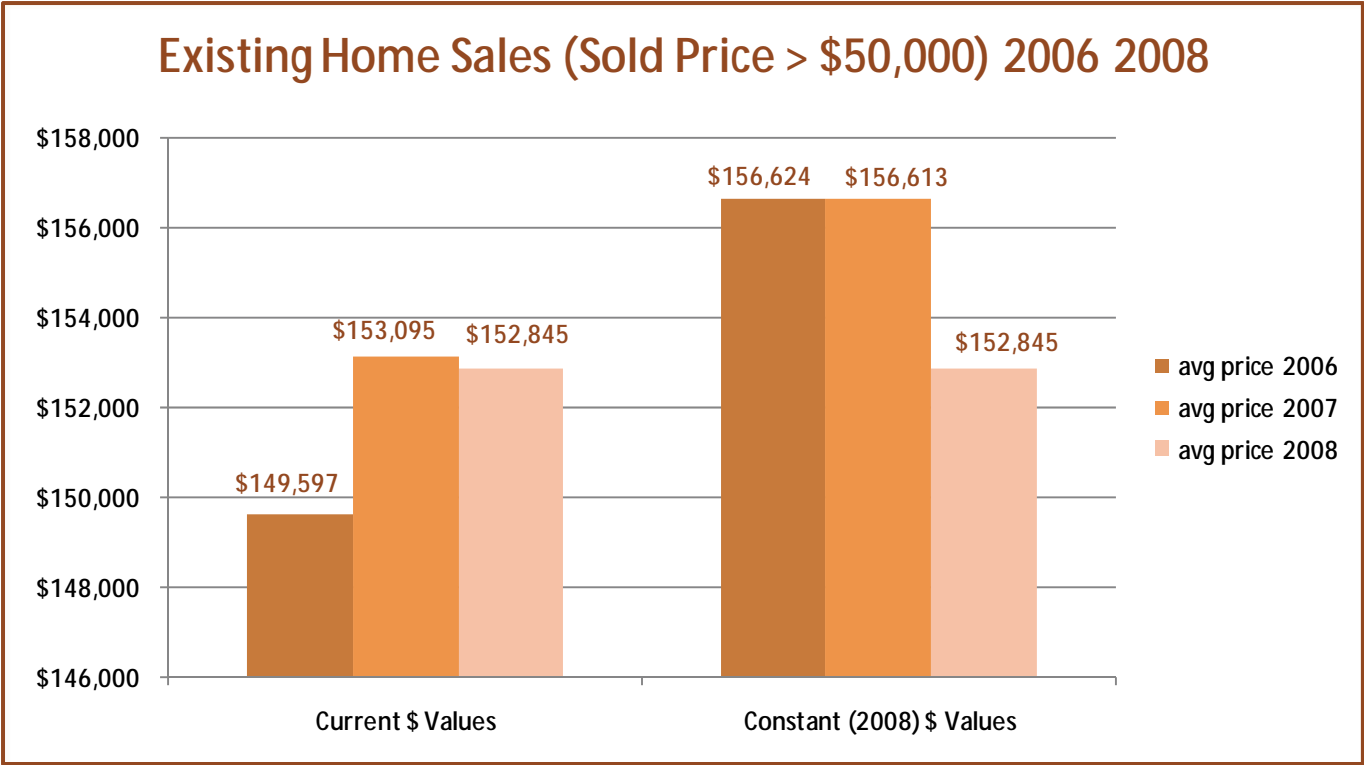
To find rates for specific Parish wards, please contact the author,

Total FDIC Deposit Values (thousand \$) by NELA Parishes, 2005-2008 (as of June)

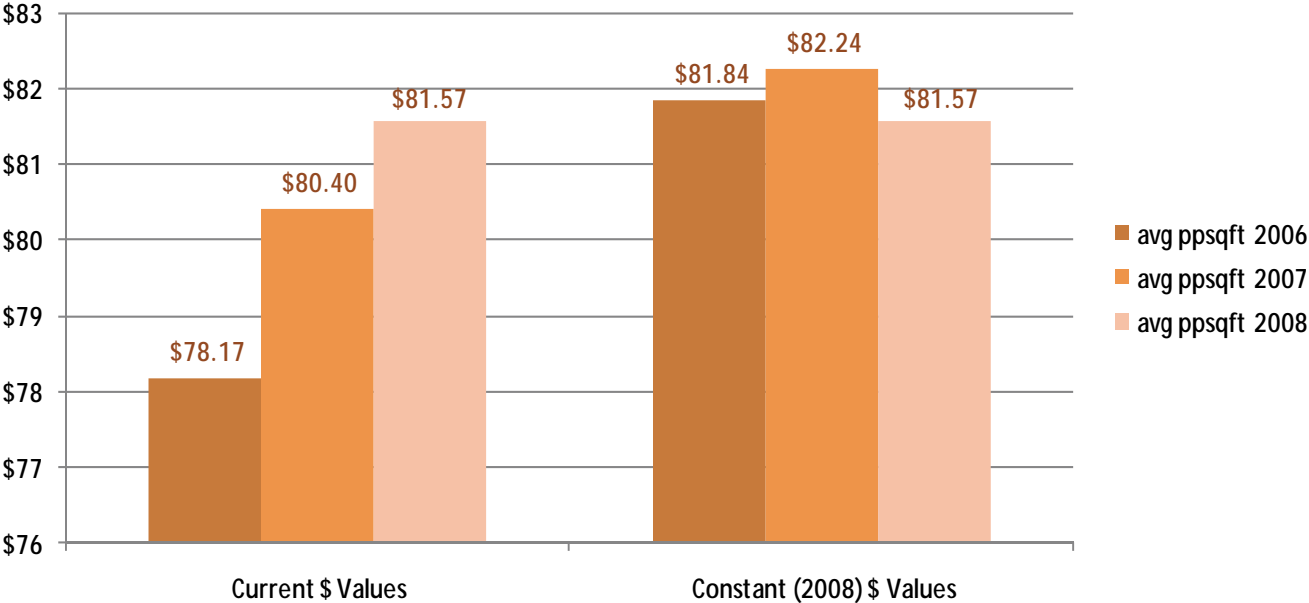
2005

2006

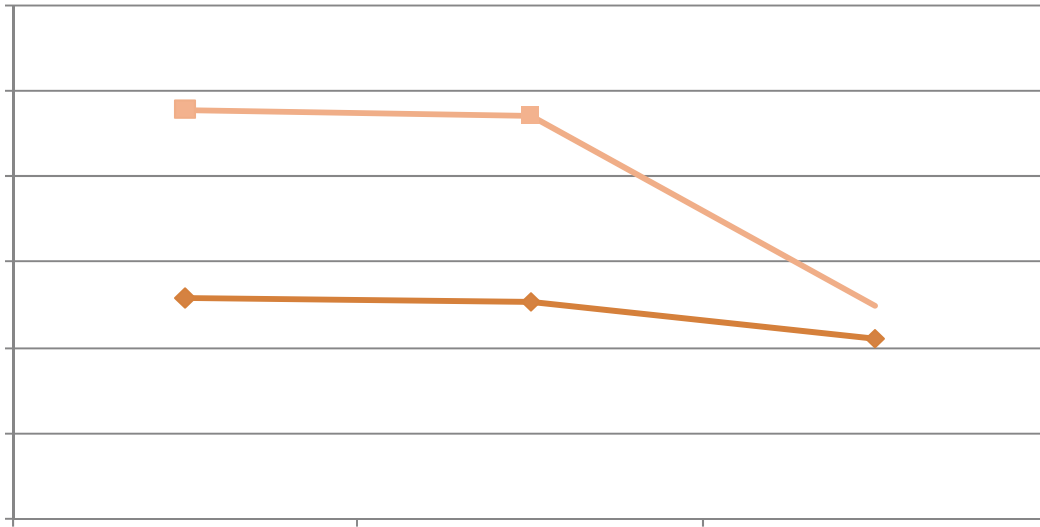
2007



Average Per Square Foot Prices for Existing Home Sales (Sold Price > \$50,000) 2006 2008



Source: Northeast Louisiana Board of Realtors Multi-Listing Service Data, (12) NE Louisiana Parishes



Source: Northeast Louisiana Board of Realtors

Quality of Life (Continued)

School Performance Scores* by School District			
School District	2006-07 District Performance Scores	2007-08 (District) Performance Scores	2007-08 Rank in State (out of 68 districts)
Caldwell Parish	92.8	92.2	20
City of Monroe	76.8	80.3	50
East Carroll Parish	67.2	72	61
Franklin Parish	63.8	71.5	63
Jackson Parish	89	89.4	28
Lincoln Parish	90.1	91.9	22
Madison Parish	55	61.1	67
Morehouse Parish	77.1	82.3	44
Ouachita Parish	101.1	101.1	8
Richland Parish	76	79	52
Tensas Parish	67.6	69.6	64
Union Parish	69.1	72.9	58
West Carroll Parish	94.7	91.1	26
State of Louisiana	85.3	86.4	--

*District and Group Performance Score (DPS, GPS) Labels and Ranges

140.0 or more
120.0 - 139.9

Five Stars

School Enrollment by School District			
School District	Total K-12 Enrollment 2006-07	Total K-12 Enrollment 2007-08	2007-08 Free/reduced lunch: % of enrollment
Caldwell Parish	1,779	1,753	70.4
City of Monroe	8,949	8,890	79.7
East Carroll Parish	1,433	1,422	91.2
Franklin Parish	3,426	3,412	76.1
Jackson Parish	2,284	2,266	56
Lincoln Parish	6,612	5,838	59.2
Madison Parish	2,183	2,145	88.1
Morehouse Parish	4,916	4,816	77.8
Ouachita Parish	19,214	19,050	49.9
Richland Parish	3,397	3,373	74.4
Tensas Parish	768	757	90.4
Union Parish	2,960	2,933	70.5
West Carroll Parish	2,308	2,282	72
State of Louisiana	658,498	681,038	63.2

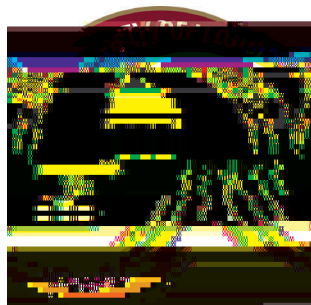
Source: Louisiana Department of Education

Notes and Updates (<http://cba.ulm.edu/cber>)



Major Area (private/non-retail) Businesses

Company	Product/Service	Approximate Northeast LA Employment
St Francis Medical Center	Medical Services	2,500
J.P. Morgan Chase	Mortgage/Financial Services/ Retail Banking	1,800
CenturyLink	Telecommunications	1,360
Foster Farms	Poultry Processing	1,100
Graphic Packaging	Paper/Container Products	1,100
Glenwood Regional Medical Center	Medical Services	900
Entergy	Electrical Utility	470
Accent Marketing	Call Center Operations	470
Bancroft Bag	Bags, Paper Containers	400
Berry Plastics Corporation	Plastics	360
Angus Chemical Company	Specialty Chemicals	180
V-Vehicles (Under development/forthcoming)	Automobile Assembly	1,400
Gardner Denver-Thomas (forthcoming)	Pumps (manufacturing)	300



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