

# College of Business Administration University of Louisiana—Monroe



PRODUCED BY THE ULM COLLEGE OF BUSINESS ADMINISTRATION  
CENTER FOR BUSINESS AND ECONOMIC RESEARCH

*Business and Economic Climate  
of Monroe, Louisiana,  
and the Surrounding Area: 2008*

## **The Economy and Demography of Northeast Louisiana: 2008 Edition**

Northeast Louisiana is a 12-parish area bordered to the north by Arkansas and to the east by Mississippi. The twelve parishes of Northeast Louisiana, for the purposes of this publication, are Caldwell, East Carroll, Franklin, Jackson, Lincoln\*, Madison, Morehouse, Ouachita, Richland, Tensas, Union, and West Carroll. The Monroe metropolitan statistical area (Ouachita and Union Parishes: 2006 MSA rank by population=228/364) 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.

\* The State of Louisiana does not typically include Lincoln Parish in the Northeast Louisiana statistical area.



*University of Louisiana Monroe Library on Bayou DeSiard*

### ***INSIDE the 2008 Factbook:***

<b>Population and Demographic Data.....</b>	<b>pp. 3-8</b>
<b>Labor Force Statistics.....</b>	<b>pp. 9-16</b>
<b>Business Climate Data.....</b>	<b>pp. 17-21</b>
<b>Quality of Life Information.....</b>	<b>pp. 22-28</b>

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.

**Questions or comments may be referred to**

**Robert Eisenstadt, PhD  
Center for Business and Economic Research  
College of Business Administration, ULM**

**318.342.1151 (voice)  
318.342.3096 (fax)**

**eisenstadt@ulm.edu**

**Please check on-line for updates and/or supplements.**

**<http://cba.ulm.edu/cba/factbook>**

## Population and Demographic Data

### Annual Population and Population Percent Change, 2003-2007

	2003	2004	2005	2006	2007	% Change 2003- 2007	% Change 2006- 2007
<b>Louisiana</b>	4,490,380	4,506,685	4,523,628	4,287,768	4,293,204	-4.39%	0.13%
<b>Northeast LA</b>	350,985	350,557	348,983	349,422	347,173	-1.09%	-0.64%
<b>Monroe MSA*</b>	170,595	171,089	171,138	171,987	172,275	0.98%	0.17%
<b>Monroe City</b>	52,023	52,145	51,914	53,952	51,555	-0.90%	-4.44%
<b>Caldwell Parish</b>	10,604	10,689	10,563	10,593	10,307	-2.80%	-2.70%
<b>East Carroll Parish</b>	9,010	8,870	8,756	8,651	8,302	-7.86%	-4.03%
<b>Franklin Parish</b>	20,876	20,690	20,380	19,962	20,060	-3.91%	0.49%
<b>Jackson Parish</b>	15,293	15,262	15,135	15,036	15,139	-1.01%	0.69%
<b>Lincoln Parish</b>	42,108	42,285	42,108	42,647	42,562	1.08%	-0.20%
<b>Madison Parish</b>	12,908	12,658	12,457	12,914	11,858	-8.13%	-8.18%
<b>Morehouse Parish</b>	30,592	30,383	29,989	29,715	28,783	-5.91%	-3.14%
<b>Ouachita Parish</b>	147,691	148,238	148,237	149,788	149,502	1.23%	-0.19%
<b>Richland Parish</b>	20,565	20,535	20,526	20,371	20,469	-0.47%	0.48%
<b>Tensas Parish</b>	6,274	6,157	6,125	6,018	5,865	-6.52%	-2.54%
<b>Union Parish</b>	22,904	22,851	22,901	22,199	22,773	-0.57%	2.59%
<b>West Carroll Parish</b>	12,160	11,939	11,806	11,528	11,553	-4.99%	0.22%

\*Monroe MSA includes Ouachita & Union Parishes.

Population figures are July estimates.

Source: U.S. Census Bureau

### 2006 Population by Age Bracket by Parish

	age 0-19	age 20-34	age 35-49	age 50-64	age 65+	total	Median age*
<b>Caldwell</b>	2,708	2,377	2,177	1,872	1,481	10,615	36.7
<b>East Carroll</b>	2,821	1,917	1,587	1,274	1,100	8,699	30.8
<b>Franklin</b>	5,836	3,832	4,002	3,531	3,254	20,455	37.3
<b>Jackson</b>	3,968	2,977	2,959	2,816	2,482	15,202	38.9
<b>Lincoln</b>	12,578	11,959	6,546	5,794	4,980	41,857	26.6
<b>Madison</b>	4,033	2,624	2,224	2,037	1,410	12,328	31.7
<b>Morehouse</b>	8,399	5,759	5,899	5,183	4,521	29,761	36.9
<b>Ouachita</b>	44,984	32,353	29,565	24,287	18,070	149,259	33.5
<b>Richland</b>	5,811	4,267	4,083	3,444	2,949	20,554	36.0
<b>Tensas</b>	1,679	1,201	1,158	1,218	882	6,138	38.0
<b>Union</b>	6,123	4,490	4,526	4,217	3,608	22,964	38.1
<b>West Carroll</b>	2,987	2,420	2,310	2,078	1,937	11,732	38.1
<b>NE Louisiana</b>	101,927	76,176	67,036	57,751	46,674	349,564	34.07
<b>% of NE Louisiana</b>	29.2%	21.8%	19.2%	16.5%	13.4%	100.0%	

\*2006 Median Age for Louisiana= 35.6; for United States= 36.4 (source: U.S. Census, Pop. Est. Program)

## Population and Demographic Data (continued)

### Percent of Total Population by Race and Gender, by Parish (2006)

	Female	Hispanic (not Black)	Black	Asian
Caldwell Parish	49.4%	1.4%	17.0%	0.1%
East Carroll Parish	48.3%	0.8%	68.0%	0.4%
Franklin Parish	52.2%	0.7%	31.9%	0.2%
Jackson Parish	52.2%	0.8%	27.4%	0.2%
Lincoln Parish	51.0%	1.4%	40.7%	1.4%
Madison Parish	50.6%	2.3%	61.9%	0.2%
Morehouse Parish	52.1%	0.5%	45.1%	0.2%
Ouachita Parish	52.4%	1.3%	35.4%	0.9%
Richland Parish	53.1%	1.2%	37.4%	0.2%
Tensas Parish	49.6%	1.5%	57.4%	0.2%
Union Parish	51.4%	2.7%	27.0%	0.3%
West Carroll Parish	49.3%	1.4%	18.4%	0.2%
<b>NE Louisiana</b>	<b>51.8%</b>	<b>1.30%</b>	<b>37.0%</b>	<b>0.7%</b>

### Population continues to be a point of weakness in Northeast Louisiana

Northeast Louisiana population has declined an estimated 1.09% over the past 5 years. While this number appears insignificant, the decline is concurrent with the population gains much of the rest of Louisiana experienced following the population shifts brought about by hurricanes Katrina and Rita. The regional center, Ouachita Parish, has gained population (1.23%) as has Lincoln Parish. The gains, however, appear to be largely the result of regional shifts of otherwise rural Parish population to the urbanized areas of Monroe and Ruston. The source of the declines is illustrated well on the facing page in under the column titled "Net Internal Migration."

A concerted effort on job growth and/or quality of life in the region can go a long way towards arresting this trend.

### Educational Attainment by Parish, as Percent of Population over Age 25 (2000)

	Less than High School	High School (includes GED)	Some College - no Degree	Associate's Degree	Bachelor's Degree	Graduate or Professional Degree	Population 25+ years (in year 2000)
Caldwell Parish	34.6	38.6	16.5	1.5	5.6	3.2	6,922
East Carroll Parish	42.2	31.2	12.4	1.9	7.2	5.1	5,542
Franklin Parish	38.6	36.5	13.9	1.2	6.2	3.6	13,423
Jackson Parish	26.4	39.7	18.5	2.5	8.1	4.8	10,062
Lincoln Parish	19.6	24.7	20.5	3.4	16.5	15.3	22,059
Madison Parish	36.6	33.7	16.5	2.2	7.7	3.3	7,670
Morehouse Parish	33.4	38.8	15.8	2.3	6.7	3	19,446
Ouachita Parish in 2000	21.4	30.0	23.1	2.8	14.8	7.9	88,430
Ouachita Parish in 2007*	18.7	33.3	20.6	4.8	16.8	6.0	92,370
Richland Parish	38.1	32.1	14.8	2.1	8.8	4.1	13,060
Tensas Parish	36.9	31.5	15.4	1.4	10.1	4.7	4,208
Union Parish	28.3	40.1	17.6	2.2	8.1	3.7	14,819
West Carroll Parish	40.4	34.8	13.7	1.6	6.3	3.2	7,994
<b>NE Louisiana 2000</b>	<b>27.7%</b>	<b>32.6%</b>	<b>19.3%</b>	<b>2.5%</b>	<b>11.4%</b>	<b>6.6%</b>	<b>213,635</b>
<b>Louisiana 2000</b>	<b>25.2%</b>	<b>32.4%</b>	<b>20.2%</b>	<b>3.5%</b>	<b>12.2%</b>	<b>6.5%</b>	<b>2,775,468</b>
<b>Louisiana 2007*</b>	<b>20.6%</b>	<b>35.2%</b>	<b>19.5%</b>	<b>4.5%</b>	<b>13.4%</b>	<b>6.8%</b>	<b>2,734,518</b>

Sources: US Census Bureau Profile of Selected Characteristics 2000; \* US Census Bureau, American Community Survey 2007 (pop.>65,000)

## Migration and Natural Increase: 2001 to 2007

	Total Population Change*	Natural Increase			Net Migration		
		Total	Births	Deaths	Total Migration	Net International Migration	Net Internal Migration
Louisiana	(167,081)	150,405	444,985	294,580	(355,054)	27,267	(327,787)
Caldwell Parish	(172)	78	932	854	(289)	(5)	(294)
East Carroll Parish	(875)	329	1,008	679	(1,447)	18	(1,429)
Franklin Parish	(901)	264	2,138	1,874	(1,447)	33	(1,414)
Jackson Parish	(229)	7	1,445	1,438	(178)	(2)	(180)
Lincoln Parish	369	1,407	3,814	2,407	(1,849)	332	(1,517)
Madison Parish	(1,538)	349	1,437	1,088	(2,192)	5	(2,187)
Morehouse Parish	(1,848)	380	3,003	2,623	(2,466)	12	(2,454)
Ouachita Parish	2,889	6,284	16,032	9,748	(3,935)	269	(3,666)
Richland Parish	(382)	319	2,113	1,794	(62)	5	(57)
Tensas Parish	(598)	118	631	513	(236)	40	(196)
Union Parish	(37)	497	2,257	1,760	(623)	105	(518)
West Carroll Parish	(519)	9	1,025	1,016	(698)	5	(693)

Source: Population Division, U.S. Census Bureau

\* Release Date: March 20, 2008

## Number of Housing Units by Year, by Parish

	Housing units 2002	Housing units 2003	Housing units 2004	Housing units 2005	Housing units 2006
Caldwell Parish	5,087	5,104	5,113	5,140	5,189
East Carroll Parish	3,250	3,256	3,264	3,267	3,284
Franklin Parish	8,719	8,770	8,814	8,845	8,945
Jackson Parish	7,440	7,470	7,503	7,522	7,597
Lincoln Parish	17,346	17,481	17,660	18,033	10,310
Madison Parish	5,022	5,031	5,033	5,037	5,079
Morehouse Parish	12,909	12,971	13,051	13,076	13,176
Ouachita Parish	61,076	61,492	61,958	62,317	63,242
Richland Parish	8,439	8,476	8,536	8,604	8,754
Tensas Parish	3,380	3,388	3,415	3,446	3,477
Union Parish	11,077	11,210	11,337	11,597	11,967
West Carroll Parish	5,066	5,089	5,114	5,129	5,184
NE Louisiana	148,811	149,738	150,798	152,013	146,204

## Population and Demographic Data (continued)

### Total Personal Income (thousands of current dollars)

	2002	2003	2004	2005	2006	% growth 2002-05	% growth 2005-06
Louisiana	112,743,677	115,694,842	121,780,899	111,167,116	135,026,187	(1.4%)	21.5%
NE Louisiana	7,677,584	7,964,097	8,206,299	8,507,700	9,088,922	10.8%	6.8%
Caldwell	197,779	203,275	215,657	223,510	239,978	13.0%	7.4%
East Carroll	138,915	164,267	162,310	163,955	183,192	18.0%	11.7%
Franklin	374,005	407,571	406,215	421,892	458,639	12.8%	8.7%
Jackson	361,817	365,221	370,972	386,061	383,400	6.7%	-0.7%
Lincoln	903,577	904,639	983,219	1,011,047	1,110,503	11.9%	9.8%
Madison	209,795	238,043	223,691	234,742	241,487	11.9%	2.9%
Morehouse	583,852	635,820	630,541	650,345	665,916	11.4%	2.4%
Ouachita	3,710,791	3,794,746	3,903,988	4,047,130	4,341,195	9.1%	7.3%
Richland	380,861	406,099	423,432	439,242	469,585	15.3%	6.9%
Tensas	106,251	130,828	125,993	134,495	156,577	26.6%	16.4%
Union	495,804	491,989	546,072	561,846	579,229	13.3%	3.1%
West Carroll	214,137	221,599	214,209	233,435	259,221	8.5%	11.0%

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

### Per Capita Personal Income (current dollars)

	2002	2003	2004	2005	2006	% growth 2002-05	% growth 2005-06
Louisiana	25,219	25,819	27,088	24,664	31,821	(2.2%)	29.0%
NE Louisiana	22,031	22,854	23,549	24,414	26,001	10.8%	6.50%
Caldwell	18,646	19,157	20,129	21,050	23,166	12.9%	10.1%
East Carroll	15,307	18,307	18,363	18,661	22,021	21.9%	18.0%
Franklin	17,921	19,574	19,678	20,691	22,828	15.5%	10.3%
Jackson	23,730	23,936	24,388	25,594	25,116	7.9%	(1.9%)
Lincoln	21,614	21,536	23,347	24,126	26,080	11.6%	8.1%
Madison	15,936	18,510	17,715	18,823	20,184	18.1%	7.2%
Morehouse	19,165	20,843	20,812	21,737	22,748	13.4%	4.7%
Ouachita	25,262	25,758	26,400	27,397	28,993	8.5%	5.8%
Richland	18,412	19,797	20,705	21,541	22,937	17.0%	6.5%
Tensas	16,584	20,926	20,497	21,987	25,932	32.6%	17.9%
Union	21,759	21,526	23,937	24,571	25,354	12.9%	3.2%
West Carroll	17,616	18,255	17,996	19,758	22,159	12.2%	12.2%
<b>United States</b>	<b>30,795</b>	<b>31,466</b>	<b>33,090</b>	<b>34,471</b>	<b>36,714</b>	<b>11.9%</b>	<b>6.5%</b>

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

	Wage and Salary Disbursements as Percent of Area Personal Income					Area Per Capita Personal Income as % of U.S. Per Capita Personal Income	
	2002	2003	2004	2005	2006	2005	2006
Louisiana	52.8%	53.0%	52.5%	59.6%	52.4	72.0%	86.7%
NE Louisiana	47.3%	45.6%	45.1%	45.1%	44.4	70.8%	70.9%
Caldwell	29.4%	29.4%	28.6%	29.2%	28.4	61.0%	63.1%
East Carroll	38.4%	33.3%	35.2%	35.3%	33.4	54.0%	60.0%
Franklin	32.8%	29.7%	31.2%	30.9%	29.1	60.0%	62.2%
Jackson	31.6%	32.0%	30.5%	30.1%	30.4	74.0%	68.4%
Lincoln	53.2%	53.2%	50.9%	50.5%	48.7	70.0%	71.0%
Madison	45.5%	39.5%	40.9%	38.8%	38.0	55.0%	55.0%
Morehouse	40.4%	38.6%	37.3%	35.7%	34.0	63.0%	62.0%
Ouachita	56.4%	54.9%	54.5%	54.7%	53.7	79.0%	79.0%
Richland	35.4%	34.2%	34.3%	34.6%	34.2	62.0%	62.5%
Tensas	38.7%	28.6%	32.7%	33.0%	31.4	64.0%	70.6%
Union	27.6%	27.1%	25.3%	25.2%	25.3	71.0%	69.1%
West Carroll	31.8%	27.6%	30.5%	36.2%	43.1	57.0%	60.4%
United States	56.1%	55.8%	55.4%	55.4%	54.8	100.0%	100%

Calculated using data available from U.S. Bureau of Economic Analysis.

**Northeast Louisiana is situated** in the Delta region, one of the poorest areas of the United States. The region is largely agricultural. Metropolitan Monroe constitutes the retail and healthcare center of the region. The table at the top of this page shows the proportion of area personal income made up of wage and salary disbursements. The percentages exclude proprietors' income and focus only on that of employers. (Inclusion of proprietors' income raises the above percentages by an average 10%, approximately.)

Note the small percentages in many of the parishes when compared to the Nation. These parishes are largely agricultural with limited employment opportunities and relatively low educational achievement. The more metropolitan areas of Ouachita Parish and the city of Ruston in Lincoln Parish display percentages that emulate the Nation more closely.

As would be expected in a poor area, total personal income is also low. The last two columns of the table illustrate the considerable differences between 2005 and 2006 area income and that of the Nation. Weighted average personal income in Northeast Louisiana in 2006 is approximately 71% of the National average.

## Population and Demographic Data (continued)

<b>2004-2005 Median Household Income by Parish, NE Louisiana, State, and US</b>				
	<b>2004: Median Household Income</b>	<b>2005: Median Household Income</b>	<b>2004: % of Louisiana Median Income</b>	<b>2005: % of Louisiana Median Income</b>
Caldwell Parish	\$29,227	\$31,957	83.0%	87.4%
East Carroll Parish	\$20,622	\$22,260	58.6%	60.9%
Franklin Parish	\$25,046	\$25,286	71.1%	69.2%
Jackson Parish	\$31,714	\$31,811	90.1%	87.0%
Lincoln Parish	\$29,007	\$30,132	82.4%	82.4%
Madison Parish	\$22,548	\$22,951	64.0%	62.8%
Morehouse Parish	\$26,354	\$27,224	74.8%	74.5%
Ouachita Parish	\$32,969	\$34,618	93.6%	94.7%
Richland Parish	\$25,648	\$28,740	72.8%	78.6%
Tensas Parish	\$21,040	\$23,441	59.7%	64.1%
Union Parish	\$30,697	\$32,123	87.2%	87.9%
West Carroll Parish	\$26,661	\$28,101	75.7%	76.9%
NE LA (w/Lincoln)	\$29,591	\$31,041	84.0%	86.1%
Louisiana	\$35,216	\$36,547	100.0%	100%
United States	\$44,334	\$46,242	125.9%	126.5%

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

<b>2004-2005 Persons below Poverty by Parish, NE Louisiana, State, and US</b>				
	<b>2004: % of population below poverty</b>	<b>2005: % of population below poverty</b>	<b>2004: % difference from Louisiana 2004 poverty rate</b>	<b>2005: % difference from Louisiana 2005 poverty rate</b>
Caldwell Parish	20.6%	21.8%	1.4%	1.6%
East Carroll Parish	36.0%	45.4%	16.8%	25.2%
Franklin Parish	24.8%	30.4%	5.6%	10.2%
Jackson Parish	17.8%	18.9%	-1.4%	-1.3%
Lincoln Parish	22.6%	27.0%	3.4%	6.8%
Madison Parish	30.6%	36.6%	11.4%	16.4%
Morehouse Parish	25.0%	28.2%	5.8%	8.0%
Ouachita Parish	21.2%	22.7%	2.0%	2.5%
Richland Parish	24.7%	26.5%	5.5%	6.3%
Tensas Parish	31.3%	36.6%	12.1%	16.4%
Union Parish	18.7%	20.0%	-0.5%	-0.2%
West Carroll Parish	22.7%	24.7%	3.5%	4.5%
NE LA (w/Lincoln)	22.7%	25.4%	3.5%	5.2%
Louisiana	19.2%	20.2%	0.0%	0.0%
United States	12.7%	13.3%	-6.5%	-6.9%

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



## Labor Force Statistics

<b>Labor Force</b>					
	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>City of Monroe</b>	<b>22,856</b>	<b>22,690</b>	<b>22,523</b>	<b>21,766</b>	<b>21,476</b>
<b>Caldwell</b>	4,442	4,276	4,337	4,374	4,507
<b>E. Carroll</b>	3,147	3,017	2,919	2,982	3,011
<b>Franklin</b>	8,097	7,749	7,827	7,761	7,691
<b>Jackson</b>	6,586	6,419	6,435	6,437	6,456
<b>Lincoln</b>	18,367	18,345	18,673	18,580	18,484
<b>Madison</b>	5,040	4,670	4,686	4,649	4,356
<b>Morehouse</b>	12,769	11,881	11,725	11,475	11,486
<b>Ouachita</b>	72,477	71,621	72,685	71,950	70,403
<b>Richland</b>	8,813	8,452	8,576	8,560	8,555
<b>Tensas</b>	2,432	2,268	2,300	2,301	2,185
<b>Union</b>	10,655	10,394	10,491	10,394	10,113
<b>W. Carroll</b>	4,790	4,555	4,725	5,202	4,343
<b>NE Louisiana</b>	<b>157,615</b>	<b>153,647</b>	<b>155,379</b>	<b>154,665</b>	<b>151,590</b>
<b>Louisiana</b>	<b>2,025,006</b>	<b>2,039,182</b>	<b>2,077,123</b>	<b>1,990,120</b>	<b>1,997,879</b>

Monroe City data source [www.bls.gov](http://www.bls.gov)

Source: Louisiana Department of Labor, [www.laworks.net](http://www.laworks.net)

<b>Total Employment (Household Survey, including Proprietor Employment)</b>					
	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>City of Monroe</b>	<b>21,023</b>	<b>21,037</b>	<b>21,026</b>	<b>20,822</b>	<b>20,394</b>
<b>Caldwell</b>	4,013	3,935	4,044	4,207	4,311
<b>E. Carroll</b>	2,731	2,630	2,558	2,743	2,745
<b>Franklin</b>	7,305	7,086	7,164	7,315	7,227
<b>Jackson</b>	6,033	6,018	6,080	6,191	6,203
<b>Lincoln</b>	17,188	17,233	17,484	17,802	17,655
<b>Madison</b>	4,478	4,241	4,287	4,393	4,086
<b>Morehouse</b>	11,494	10,749	10,732	10,785	10,643
<b>Ouachita</b>	68,210	67,850	68,569	69,276	67,214
<b>Richland</b>	8,054	7,799	7,962	8,161	8,071
<b>Tensas</b>	2,208	2,087	2,002	2,137	2,034
<b>Union</b>	9,881	9,763	9,889	9,991	9,653
<b>W. Carroll</b>	4,154	3,999	4,245	4,898	3,969
<b>NE Louisiana</b>	<b>145,749</b>	<b>143,390</b>	<b>145,016</b>	<b>147,899</b>	<b>143,811</b>
<b>Louisiana</b>	<b>1,899,642</b>	<b>1,926,594</b>	<b>1,938,280</b>	<b>1,910,348</b>	<b>1,921,347</b>

Monroe City data source: [www.bls.gov](http://www.bls.gov)

Source: Louisiana Department of Labor, [www.laworks.net](http://www.laworks.net)

## Labor Force Statistics (continued)

Unemployment Rate					
	2003	2004	2005	2006	2007
<b>City of Monroe</b>	<b>8.0%</b>	<b>7.3%</b>	<b>6.6%</b>	<b>4.3%</b>	<b>5.0%</b>
Caldwell	9.7%	8.0%	6.8%	3.8%	4.3%
E. Carroll	13.2%	12.8%	12.4%	8.0%	8.8%
Franklin	9.8%	8.6%	8.5%	5.7%	6.0%
Jackson	8.4%	6.2%	5.5%	3.8%	3.9%
Lincoln	6.4%	6.1%	6.4%	4.2%	4.5%
Madison	11.2%	9.2%	8.5%	5.5%	6.2%
Morehouse	10.0%	9.5%	8.5%	6.0%	7.3%
Ouachita	5.9%	5.3%	5.7%	3.7%	4.5%
Richland	8.6%	7.7%	7.2%	4.7%	5.7%
Tensas	9.2%	8.0%	13.0%	7.1%	6.9%
Union	7.3%	6.1%	5.7%	3.9%	4.5%
W. Carroll	13.3%	12.2%	10.2%	5.8%	8.6%
<b>NE Louisiana</b>	<b>7.5%</b>	<b>6.7%</b>	<b>6.7%</b>	<b>4.4%</b>	<b>5.1%</b>
<b>Louisiana</b>	<b>6.2%</b>	<b>5.5%</b>	<b>6.7%</b>	<b>4.0%</b>	<b>3.8%</b>

Source: Louisiana Department of Labor, [www.laworks.net](http://www.laworks.net)

Monroe City data source: [www.bls.gov](http://www.bls.gov)

Unemployment					
	2003	2004	2005	2006	2007
<b>City of Monroe</b>	<b>1,833</b>	<b>1,653</b>	<b>1,497</b>	<b>944</b>	<b>1,082</b>
Caldwell	429	341	293	167	196
East Carroll	416	387	361	239	266
Franklin	792	663	663	446	464
Jackson	553	401	355	246	253
Lincoln	1,179	1,112	1,189	778	829
Madison	562	429	399	256	270
Morehouse	1,275	1,132	993	690	843
Ouachita	4,267	3,771	4,116	2,674	3,189
Richland	759	653	614	399	484
Tensas	224	181	298	164	151
Union	774	631	602	403	460
West Carroll	636	556	480	304	374
<b>NE Louisiana</b>	<b>11,866</b>	<b>10,257</b>	<b>10,363</b>	<b>6,766</b>	<b>7,779</b>
<b>Louisiana</b>	<b>125,364</b>	<b>112,588</b>	<b>138,843</b>	<b>79,772</b>	<b>76,532</b>

Source: Louisiana Department of Labor, [www.laworks.net](http://www.laworks.net)

Monroe City data source: [www.bls.gov](http://www.bls.gov)

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

	2002	2003	2004	2005	2006
<b>Louisiana</b>	<b>2,019,981</b>	<b>2,025,043</b>	<b>2,033,543</b>	<b>2,006,271</b>	<b>1,967,129</b>
Caldwell	2,785	2,751	2,710	2,750	2,825
East Carroll	2,671	2,531	2,550	2,396	2,570
Franklin	6,439	6,273	6,250	6,215	6,234
Jackson	4,230	4,242	3,995	3,866	3,741
Lincoln	19,101	19,086	19,260	19,273	19,421
Madison	4,471	4,250	4,044	4,046	3,991
Morehouse	9,139	9,095	8,530	8,341	8,219
Ouachita	77,522	76,531	76,225	75,490	76,063
Richland	6,372	6,398	6,380	6,436	6,550
Tensas	2,016	1,783	1,811	1,814	1,867
Union	6,706	6,513	6,405	6,291	6,140
West Carroll	3,139	2,918	2,923	3,142	3,476
<b>NE Louisiana</b>	<b>144,591</b>	<b>142,371</b>	<b>141,083</b>	<b>140,060</b>	<b>141,097</b>

Source: U.S. Bureau of Economic Analysis, [www.bea.gov](http://www.bea.gov); 2006 not available at printing.

## Wage and Salary Disbursements (thousands of current dollars)

	2002	2003	2004	2005	2006	% growth 2002-05	% growth 2005-06
<b>Louisiana</b>	59,573,493	61,325,403	63,875,117	66,298,256	70,740,436	11.3%	6.7%
<b>NE Louisiana</b>	3,633,044	3,628,712	3,704,231	3,839,323	4,036,366	5.7%	5.1%
Caldwell	58,232	59,786	61,598	65,289	68,183	12.1%	4.4%
East Carroll	53,326	54,623	57,109	57,902	61,199	8.6%	5.7%
Franklin	122,606	121,050	126,753	130,358	133,335	6.3%	2.3%
Jackson	114,183	116,876	113,163	116,388	116,533	1.9%	0.1%
Lincoln	480,763	481,451	500,597	510,683	540,504	6.2%	5.8%
Madison	95,466	93,927	91,473	91,141	91,708	-4.5%	0.6%
Morehouse	235,846	245,163	234,932	232,353	226,651	-1.5%	-2.5%
Ouachita	2,091,535	2,085,158	2,129,031	2,212,354	2,330,138	5.8%	5.3%
Richland	134,944	138,880	145,182	152,104	160,487	12.7%	5.5%
Tensas	41,153	37,474	41,174	44,446	49,162	8.0%	10.6%
Union	137,001	133,237	137,897	141,756	146,629	3.5%	3.4%
West Carroll	67,989	61,087	65,322	84,549	111,837	24.4%	32.3%
<b>United States</b>	—	—	—	—	—	<b>13.8%</b>	<b>6.3%</b>

Source: U.S. Bureau of Economic Analysis. 2006 not available at printing.

# Labor Force Statistics (continued)

## Labor Market Data by Industry, by Region and Selected Parishes, 2006-2007

	2006				2007			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
<b>Northeast Louisiana (w/ Lincoln Parish)</b>								
All Industries	9,305	129,640	\$3,783,809,687	\$562.93	9191	129,213	\$3,906,873,229	\$581.46
Agriculture, forestry, fishing and hunting	328	2,673	\$60,899,599	\$438.14	329	2,259	\$56,599,633	\$481.94
Mining	55	382	\$20,221,453	\$1,017.96	57	469	\$25,895,841	\$1,062.39
Utilities	113	1,027	\$41,563,717	\$778.55	111	1,022	\$41,876,878	\$788.18
Construction	834	6,931	\$219,999,794	\$610.45	787	6,900	\$244,787,573	\$682.29
Manufacturing	298	13,173	\$561,923,847	\$820.36	300	12,581	\$566,339,456	\$865.68
Wholesale trade	469	4,769	\$192,822,247	\$777.59	454	4,758	\$203,005,760	\$820.59
Retail trade	1,419	16,942	\$340,589,218	\$386.60	1402	17,304	\$354,707,374	\$394.20
Transportation and warehousing	399	3,380	\$120,363,166	\$685.05	365	3,080	\$119,323,805	\$745.09
Information	153	2,340	\$84,241,909	\$692.62	143	2,252	\$78,595,797	\$671.16
Finance and insurance	679	5,374	\$195,996,092	\$701.65	676	5,446	\$208,842,366	\$737.49
Real estate and rental and leasing	412	1,804	\$43,395,577	\$462.20	403	1,775	\$47,335,798	\$512.85
Professional and technical services	757	3,680	\$137,798,690	\$719.77	754	3,739	\$152,338,530	\$783.52
Management of companies and enterprises	34	1,787	\$118,137,251	\$1,270.94	35	1,731	\$107,257,925	\$1,191.94
Administrative and waste services	358	4,973	\$138,016,481	\$533.99	351	4,681	\$102,961,578	\$422.99
Educational services	77	15,079	\$439,205,314	\$560.23	77	15,393	\$475,277,446	\$593.79
Health care and social assistance	1,039	24,161	\$674,220,827	\$536.97	1055	24,502	\$707,582,705	\$555.36
Arts, entertainment, and recreation	105	1,121	\$15,290,460	\$261.26	108	1,234	\$16,848,311	\$262.67
Accommodation and food services	516	9,761	\$102,777,055	\$202.29	530	10,049	\$109,581,202	\$209.71
Other services, except public administration	785	3,517	\$72,385,955	\$396.01	767	3,271	\$73,369,801	\$431.32
Public administration	417	6,654	\$201,746,861	\$583.30	420	6,645	\$211,016,967	\$610.73

Note: Due to unclassified and non-publishable data, major divisions may be under-reported. Annual values for 2006 compiled from quarterly data.

	2006				2007			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
<b>Ouachita Parish</b>								
All Industries	4,685	71,162	\$2,213,554,507	\$598	21,631	71,126	\$2,306,072,507	\$623.51
Agriculture, forestry, fishing and hunting	22	150	\$4,037,087	\$518	47	129	\$3,257,668	\$487.53
Mining	25	123	\$5,618,278	\$878	60	146	\$7,098,077	\$934.94
Utilities	24	522	\$22,469,631	\$828	146	521	\$22,935,702	\$846.18
Construction	442	3,864	\$127,499,506	\$635	1,271	3,826	\$144,496,370	\$726.38
Manufacturing	158	7,131	\$329,295,021	\$888	1,764	6,722	\$332,682,943	\$951.83
Wholesale trade	258	2,687	\$115,082,350	\$824	905	2,822	\$123,617,425	\$842.33
Retail trade	735	9,281	\$193,364,413	\$401	2,965	9,250	\$197,520,933	\$410.65
Transportation and warehousing	139	1,930	\$70,257,495	\$700	504	1,644	\$67,652,099	\$791.24
Information	90	1,786	\$68,210,370	\$734	477	1,678	\$62,636,695	\$717.96
Finance and insurance	382	3,517	\$130,577,740	\$714	1,151	3,629	\$142,192,276	\$753.56
Real estate and rental and leasing	226	1,146	\$29,338,253	\$492	452	1,105	\$31,432,945	\$546.92
Professional and technical services	473	2,540	\$97,567,594	\$739	1,034	2,675	\$112,712,667	\$810.45
Management of companies and enterprises	19	1,409	\$106,058,426	\$1,448	347	1,355	\$94,789,446	\$1,345.54
Administrative and waste services	213	3,254	\$69,190,116	\$409	1,064	3,474	\$75,704,050	\$419.07
Educational services	36	6,553	\$195,644,834	\$574	1,972	6,772	\$213,882,078	\$607.39
Health care and social assistance	565	12,846	\$406,702,458	\$609	3,715	13,112	\$423,645,849	\$621.35
Arts, entertainment, and recreation	48	758	\$10,274,779	\$261	235	828	\$11,053,722	\$256.73
Accommodation and food services	279	6,113	\$69,052,759	\$217	1,788	6,244	\$72,178,545	\$222.30
Other services, except public administration	423	2,382	\$49,928,124	\$403	845	2,062	\$48,488,907	\$452.33
Public administration	97	3,110\$	\$112,110,439	\$693	855	3,087	\$116,914,378	\$728.27

# Labor Force Statistics (continued)

Labor Market Data by Industry, by Region and Selected Parishes, 2006-2007

Morehouse Parish	2006				2007			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
All Industries	613	7,284	\$205,277,906	\$542	604	7399.75	\$213,918,073	\$555.94
Agriculture, forestry, fishing and hunting	56	426	\$8,954,134	\$404	53	362.5	\$8,250,615	\$437.70
Mining	2	*	*	*	1.25	*	*	*
Utilities	10	62	\$2,682,988	\$832	7	54.75	\$2,261,889	\$794.48
Construction	47	338	\$10,035,014	\$571	45	343.25	\$10,855,569	\$608.19
Manufacturing	17	*	*	*	18.75	822.5	\$46,950,434	\$1,097.74
Wholesale trade	24	237	\$10,706,593	\$869	21.5	219.75	\$10,290,316	\$900.53
Retail trade	99	1,041	\$22,697,721	\$419	99.5	1137	\$25,071,669	\$424.05
Transportation and warehousing	29	182	\$6,378,861	\$674	25.75	161.25	\$5,890,219	\$702.47
Information	8	104	\$2,749,228	\$508	7.75	96.75	\$2,804,544	\$557.45
Finance and insurance	50	231	\$7,928,506	\$660	50.5	228.5	\$8,179,124	\$688.36
Real estate and rental and leasing	26	93	\$1,579,056	\$327	28.5	105	\$1,898,245	\$347.66
Professional and technical services	32	104	\$2,859,521	\$529	29	94.5	\$2,923,844	\$595.00
Management of companies and enterprises	0	0	\$0	\$0	0.75	*	*	*
Administrative and waste services	13	62	\$1,233,587	\$383	12.75	68.75	\$1,785,225	\$499.36
Educational services	4	*	*	*	4	*	*	*
Health care and social assistance	76	1,574	\$36,608,895	\$447	79.75	1666.75	\$39,646,283	\$457.43
Arts, entertainment, and recreation	5	49	\$794,807	\$312	4.25	43.25	\$789,196	\$350.91
Accommodation and food services	30	448	\$4,253,125	\$183	29.75	444.75	\$4,649,386	\$201.04
Other services, except public administration	52	216	\$3,027,232	\$270	50	236	\$3,287,746	\$267.91
Public administration	34	404	\$10,960,956	\$522	33.75	416	\$11,654,713	\$538.77

\* non-published data

	2006				2007			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
<b>Lincoln Parish</b>								
All Industries	1,154	18,019	\$513,832,374	\$548	1,146	18,196	\$545,982,290	\$577.03
Agriculture, forestry, fishing and hunting	32	368	\$8,399,885	\$439	33	233	\$6,500,244	\$536.50
Mining	13	158	\$9,338,026	\$1,137	10	121	\$7,627,927	\$1,217.35
Utilities	23	124	\$4,620,765	\$717	23	121	\$4,572,670	\$725.25
Construction	100	1,033	\$35,073,850	\$653	99	1,070	\$39,573,617	\$711.24
Manufacturing	37	1,497	\$61,658,738	\$792	38	1,475	\$63,916,072	\$833.47
Wholesale trade	55	857	\$33,964,707	\$762	53	786	\$34,204,247	\$837.40
Retail trade	178	2,263	\$45,199,576	\$384	179	2,407	\$49,588,133	\$396.27
Transportation and warehousing	44	294	\$11,930,675	\$780	33	301	\$12,459,076	\$797.33
Information	19	216	\$6,302,072	\$561	18	240	\$6,556,496	\$525.36
Finance and insurance	92	688	\$27,923,451	\$781	91	649	\$27,822,359	\$824.10
Real estate and rental and leasing	59	261	\$5,726,913	\$422	55	263	\$6,413,838	\$469.88
Professional and technical services	92	428	\$15,981,857	\$718	88	431	\$19,622,519	\$876.04
Management of companies and enterprises	7	70	\$6,050,230	\$1,662	7	68	\$5,930,297	\$1,677.12
Administrative and waste services	54	580	\$13,358,855	\$443	54	688	\$13,903,133	\$388.90
Educational services	12	3,511	\$112,667,389	\$617	13	3,619	\$124,379,154	\$660.98
Health care and social assistance	105	3,189	\$78,133,556	\$471	115	3,157	\$82,652,235	\$503.47
Arts, entertainment, and recreation	9	77	\$734,689	\$183	11	79	\$901,718	\$219.50
Accommodation and food services	78	1,638	\$14,818,090	\$174	76	1,677	\$15,497,474	\$177.77
Other services, except public administration	97	323	\$6,821,918	\$406	97	345	\$7,610,494	\$424.22
Public administration	41	435	\$14,902,480	\$659	41	445	\$15,491,529	\$670.22

# Labor Force Statistics (continued)

## Labor Market Data by Selected Parishes, 2006-2007

Parishes	2006				2007			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
Caldwell	251	2,528	\$61,721,970	\$470	250.25	2,663	\$66,858,367	\$482.82
East Carroll	207	2,171	\$51,628,753	\$457	208.5	2,146	\$53,644,780	\$480.83
Franklin	467	5,405	\$119,035,809	\$424	450	5,461	\$126,967,189	\$447.13
Jackson	314	3,408	\$108,699,189	\$613	309.5	3,612	\$118,105,999	\$628.77
Madison	300	3,382	\$79,954,854	\$455	296.25	3,286	\$83,453,857	\$488.44
Richland	514	5,942	\$147,950,523	\$479	517.25	6,097	\$156,099,245	\$492.36
Tensas	163	1,475	\$42,184,260	\$550	161.25	1,433	\$39,427,322	\$529.02
Union	409	5,579	\$136,088,419	\$469	406	5,191	\$131,610,690	\$487.57
West Carroll	228	3,285	\$103,881,123	\$608	236	2,602	\$64,732,910	\$478.38

Source: www.laworks.net, Louisiana Employment and Wages Annual Report, 2005, and quarterly data for 2006.

## Average Annual Wages per Job (2002-06 current dollars)

	2002	2003	2004	2005	2006	% growth 2002-05	% growth 2005-06
Louisiana	29,492	30,284	31,411	33,046	35,906	12.1%	8.7%
NE Louisiana	24,927	25,497	25,544	25,951	28,291	4.1%	9.0%
Caldwell	20,909	21,732	22,730	23,741	24,136	13.5%	1.7%
East Carroll	19,965	21,582	22,396	24,166	23,813	21.0%	-1.5%
Franklin	19,041	19,297	20,280	20,975	21,338	10.2%	1.7%
Jackson	26,994	27,552	28,326	30,106	31,150	11.5%	3.5%
Lincoln	25,170	25,225	25,992	26,437	27,831	5.0%	5.3%
Madison	21,352	22,100	22,619	22,526	22,979	5.5%	2.0%
Morehouse	25,807	29,956	27,542	27,857	27,576	7.9%	-1.0%
Ouachita	26,980	27,246	27,931	29,307	30,634	8.6%	4.5%
Richland	21,178	21,707	22,756	23,633	24,502	11.6%	3.7%
Tensas	20,413	21,017	22,736	24,502	26,332	20.0%	7.5%
Union	20,430	20,457	21,530	22,533	23,881	10.3%	6.0%
West Carroll	21,659	20,935	22,348	26,909	32,174	24.2%	19.6%
United States	36,150	37,169	38,792	40,146	41,991	11.1%	4.6%

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



**Major Area (private/non-retail) Businesses**

Company	Product/Service	Employees
Chase Manhattan Mortgage/J.P. Morgan Chase	Mortgage/Financial Services Center	1,800
St. Francis Medical Center	Medical Services	1,600
Graphics Packaging	Pulp & paper processing	1,500
CenturyTel	Telecommunications Services	1,470
Glenwood Regional Medical Center	Medical Services	950
International Paper (Morehouse Parish)	Paper Manufacturing	600
Entergy	Electrical Utility	470
Bancroft Bag	Bags, Paper Containers	450
Tyco	Plastics	420
ANGUS Chemical Company	Specialty Chemicals	150
Pilgrim's Pride (Union Parish)	Chicken Processing	1,900

These 11 companies employ more than 10% of the wage and salary workers in NE LA. One conspicuous absence in this year's edition is Guide Corporation, which closed its headlight manufacturing plant in Monroe in early 2007. The closure resulted in the loss of 800 manufacturing jobs in the region. Commercial/industrial electric utility prices in Louisiana have fallen relative to National rates. Relative natural gas prices for commercial use, however, remain high. Building permits for 2007 are below their 2006 levels suggesting a slowing of construction activity. We expect markedly slower growth for 2008.

**Commercial/Industrial Utility Rates for Louisiana and the United States, 2007-2008**

	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08
<b>Electricity cents/kwh:</b>													
U.S. Commercial	9.13	9.31	9.37	9.37	9.55	10.02	10.2	10.05	9.88	9.79	9.6	9.41	9.53
Louisiana Commercial	8.97	9.33	9.18	9.54	9.51	9.10	9.20	9.13	8.75	9.32	8.86	9.27	8.93
U.S. Industrial	6.09	6.18	6.16	6.19	6.2	6.51	6.61	6.84	6.55	6.44	6.22	6.25	6.27
Louisiana Industrial	6.56	6.98	6.91	7.00	7.18	6.57	6.94	6.89	6.47	6.79	6.12	6.77	6.70
<b>Natural Gas \$/mcf:</b>													
U.S. Commercial	11.81	11.51	11.50	11.87	11.63	11.18	10.9	10.8	11.04	11.02	11.07	11.37	11.76
Louisiana Commercial	12.28	12.15	12.25	12.02	11.37	10.51	10.04	11.04	11.95	12.31	12.41	12.69	12.93
U.S. Industrial	8.40	8.13	8.10	7.98	7.54	6.57	6.11	6.85	7.63	7.97	8.24	8.94	9.64
Louisiana Industrial	8.28	8.29	8.25	7.40	7.72	n/a	5.58	6.27	6.78	7.23	7.69	n/a	9.82

Source: U.S. Dept. of Energy, Energy Information Agency

## Business Climate Data (continued)

Construction Permits for Monroe MSA by Parish: 2006-2007									
	Number of Projects		Dwelling Units		Square Feet (000's)		Value (millions \$)		
	2006	2007	2006	2007	2006	2007	2006	2007	%Change
<b>Total Non-Residential</b>	31	36	n/a	n/a	425	264	\$45.8	\$37.8	-18%
<b>Ouachita</b>	28	35	n/a	n/a	313	264	\$38.0	\$37.5	-1%
<b>Union</b>	3	1	n/a	n/a	112	0	\$7.8	\$0.3	-96.0%
<b>Total Residential</b>	761	719	763	769	1,603	1,553	\$122.7	\$116.8	-5%
<b>Ouachita</b>	514	489	516	539	1,082	1,067	\$89.9	\$82.2	-9%
<b>Union</b>	247	230	247	230	522	486	\$32.7	\$34.6	6%
<b>Total Non-Building</b>	27	30	n/a	n/a	n/a	n/a	\$141.4	\$140.0	-1%
<b>Ouachita</b>	19	24	n/a	n/a	n/a	n/a	\$82.4	\$130.3	58%
<b>Union</b>	8	6	n/a	n/a	n/a	n/a	\$58.9	9.7\$	-84%
<b>Total all projects</b>	<b>819</b>	<b>785</b>	<b>763</b>	<b>769</b>	<b>2,028</b>	<b>1,817</b>	<b>\$309.9</b>	<b>\$294.6</b>	<b>-0.04%</b>

In the % Change Column, increases of 100% or more are indicated by \*.

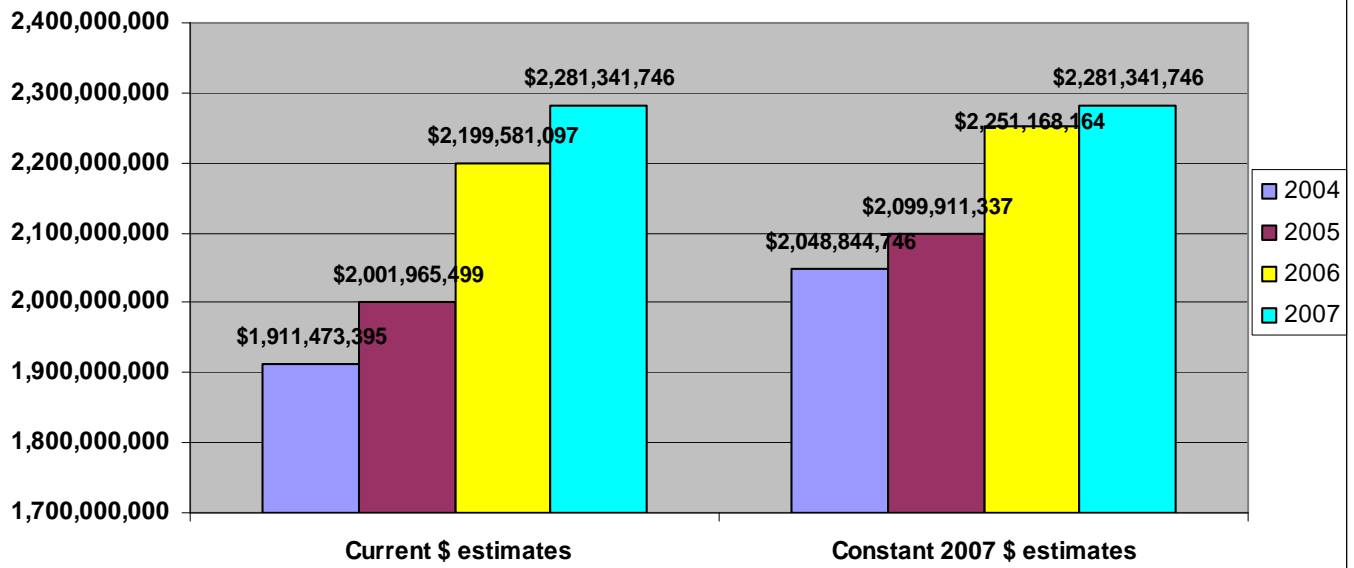
Source: Dodge MarkeTrack (McGraw Hill Construction Research and Analysis)

Hotel Motel Average Occupancy Rates 2006-07								
	% Occupancy				Average Room Rate			# of rooms
	2006	2007	% change		2006	2007	% change	
<b>Monroe MSA</b>	68.8%	69.1%	<b>-4.8%</b>		\$62.75	\$63.51	<b>3.2%</b>	1,981
<b>*Louisiana North Area</b>	66.3%	62.3%	<b>-6.0%</b>		\$60.10	\$63.06	<b>4.9%</b>	8,590
<b>State of Louisiana</b>	67.3%	62.2%	<b>-7.6%</b>		\$88.67	\$90.04	<b>1.5%</b>	76,418

\*LA North Area excludes Monroe and Shreveport MSAs.

Source: Smith Travel Reports.

### Estimated Non Automotive Retail Sales in Ouachita Parish



### Estimated Constant Dollar (2005) per Capita Non-Automotive Retail Sales\*

	2005	2006	2007	% chg 06-07
<b>Ouachita Parish</b>	\$13,365	\$14,478	\$14,672	1.3%
<b>Lincoln Parish</b>	\$13,577	\$14,853	\$16,163	8.8%
<b>United States</b>	\$8,516	n/a	n/a	n/a

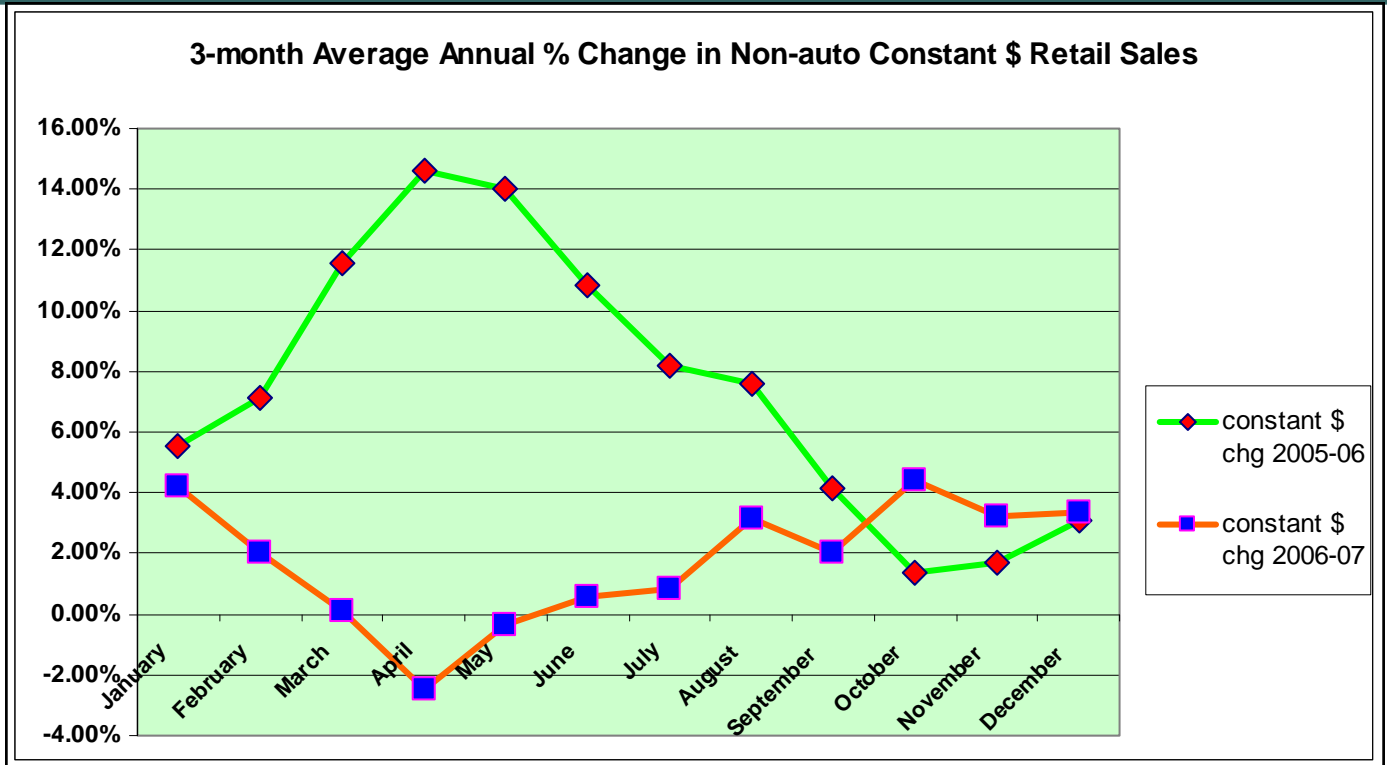
\*Estimates of Parish retail sales are calculated from local sales tax collections.

**Ouachita Parish is the retail center** for the Northeast Louisiana region. Estimated retail sales in the Parish (and, by extension, in Northeast Louisiana) increased dramatically in 2006 and have remained relatively strong through 2007. Inflation-adjusted retail sales showed a 1.2% increase in 2007 over that of 2006. The first 2 quarters of 2008, however, have begun to show some weakness in the retail sector as post-hurricane gains have largely diminished and, especially, as high fuel and food prices have begun to take a larger bite out of household disposable income.

Though not pictured in this document, 2007 inflation-adjusted estimated retail sales in Lincoln Parish grew by more than 11% over that of 2006. The discovery of natural gas fields in and around the parish contributed to the growth as company purchases of drilling equipment and supplies accelerated during 2007.

The magnitude of retail sales for Ouachita Parish and for Lincoln Parish is illustrated especially by the relative per-capita figures. Non-automotive (constant 2005 \$) per-capita retail sales in Ouachita Parish in 2005 were \$13,365 versus \$8,516 in the U.S. Similarly, per-capita retail sales in 2005 in Lincoln Parish were \$13,577. The considerable differences over the national number is attributable to the degree to which Ouachita Parish and Lincoln Parish serve as retail centers for the region (and the fact that Interstate 20 runs through both cities). The trend will likely continue as population continues to consolidate in and around the primary metropolitan (and micropolitan) areas of Monroe/West Monroe and Ruston.

# Business Climate Data (continued)



\* Retail sales are estimated from local sales tax revenue.

<b>Total New Car, Van, and Light Truck Registrations * (includes fleet)</b>				
	2005	2006	2007	change 06-07
NE LA	15,154	15,163	15,003	-160
Ouachita	6,862	6,725	6,904	+179
Lincoln	1,926	1,978	1,827	-151
Morehouse	1,012	1,036	966	-70
Union	1,057	978	988	+10
Louisiana	260,050	294,253	255,738	-38,515

<b>Estimated Constant \$ Value of New Vehicle Registrations * : Ouachita Only</b>		
Estimated Constant \$ Auto Sales: 2005	\$251,614,036	<b>Annual % Change</b>
Estimated Constant \$ Auto Sales: 2006	\$238,254,422	-5.31%
Estimated Constant \$ Auto Sales: 2007	\$254,674,177	+6.89

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

	Sales Tax%	Property Tax Millage range* (\$ amount/\$1000)
<b>Louisiana Portion (statewide): 4.00</b>		
<b>Local Sales Tax Rates:</b>		
<b>Caldwell Parish</b>	<b>5.00</b>	<b>112.41-123.29</b>
<b>East Carroll Parish</b>		<b>103.96-120.99</b>
Lake Providence	<b>7.00</b>	
Balance of Parish	<b>5.00</b>	
<b>Franklin Parish</b>		<b>73.65-87.07</b>
Gilbert, Wisner, Winnsboro	<b>5.00</b>	
Balance of Parish	<b>4.00</b>	
<b>Jackson Parish</b>	<b>5.00</b>	<b>101.86-111.61</b>
<b>Lincoln Parish</b>		<b>74.0-155.70</b>
Ruston	<b>4.50</b>	
Grambling	<b>4.75</b>	
Dubach	<b>3.75</b>	
Choudrant	<b>4.00</b>	
Balance of Parish	<b>2.75</b>	
<b>Madison Parish</b>		<b>103.95-137.69</b>
Tallulah, Richmond	<b>5.50</b>	
Delta	<b>4.50</b>	
Balance of Parish	<b>3.50</b>	
<b>Morehouse Parish</b>		<b>71.35-100.91</b>
Bastrop Including District 1	<b>6.00</b>	
Bastrop Excluding District 1	<b>5.50</b>	
Mer Rouge, Bonita, Collinston	<b>5.00</b>	
Rural	<b>3.00</b>	
<b>Ouachita Parish</b>		<b>79.11-136.38</b>
Monroe	<b>5.99</b>	
Richwood, Sterlington, W. Monroe	<b>5.50</b>	
East Ouachita	<b>4.60</b>	
West Ouachita	<b>5.60</b>	
<b>Richland Parish</b>		<b>78.07-118.15</b>
Delhi, Rayville	<b>5.50</b>	
Mangham	<b>5.00</b>	
Balance of Parish	<b>4.00</b>	
<b>Tensas Parish</b>		<b>93.30-118.20</b>
Newellton, Waterproof	<b>6.00</b>	
St. Joseph	<b>6.25</b>	
Balance of Parish	<b>5.25</b>	
<b>Union</b>		<b>56.32-66.32</b>
Bernice	<b>6.00</b>	
Farmerville	<b>5.50</b>	
Marion, Junction City	<b>5.00</b>	
Balance of Parish	<b>4.00</b>	
<b>West Carroll</b>		<b>65.25 - 83.85</b>
Oak Grove	<b>6.00</b>	
Balance of Parish	<b>5.00</b>	

Source for Sales Tax Rates: [www.laota.com](http://www.laota.com)

**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, Robert Eisenstadt, at [eisenstadt@ulm.edu](mailto:eisenstadt@ulm.edu).

**To calculate the taxes on your primary home,** you must take the assessed value, which is a percentage of "fair market value," and multiply it by the appropriate tax or millage rate to arrive at the amount due.

If, as an example, you had \$1000 of taxable assessed value and the tax rate was 120 mills, you would pay \$1000 X .120 = \$120 in taxes.

If your home was valued at \$100,000, and you were eligible and had signed for homestead exemption, you would calculate your taxes as follows:

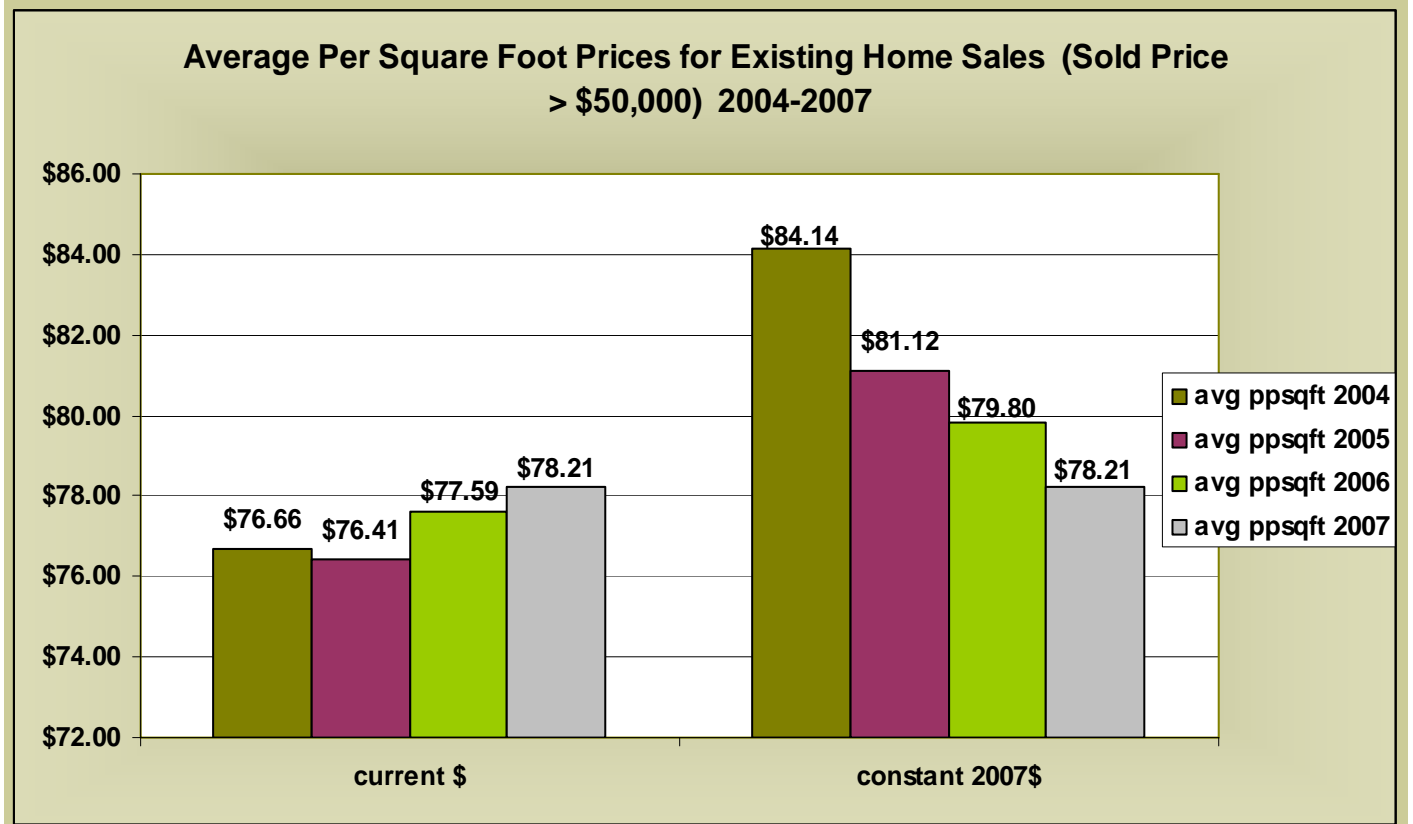
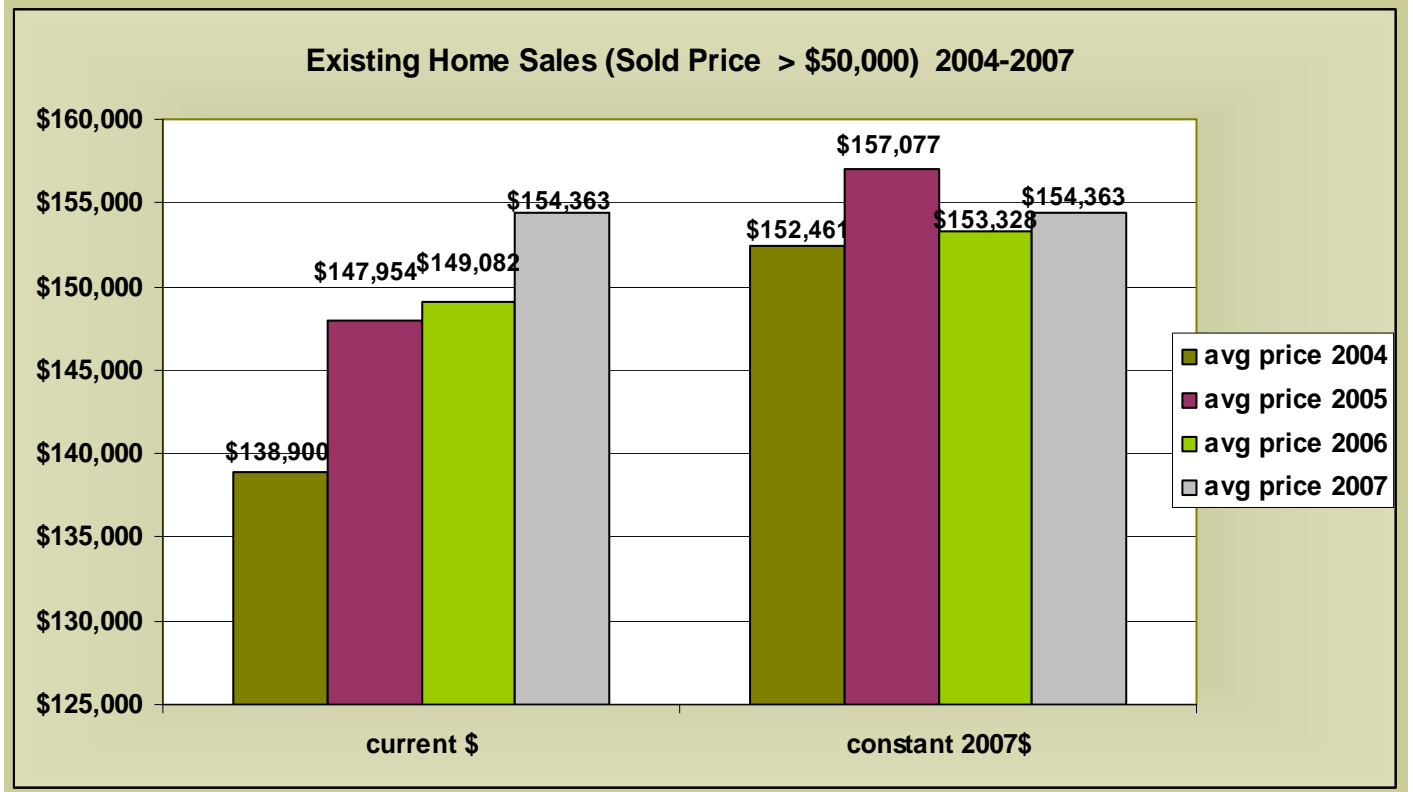
$$\begin{array}{r}
 \$100,000 \text{ (Fair Market Value)} \\
 \times 10\% \text{ (Level of Assessment)} \\
 \hline
 \$10,000 \text{ (Assessed Value)} \\
 -\$7,500 \text{ (Maximum Homestead Exemption)} \\
 \hline
 \$2,500 \text{ (Taxable Value)} \\
 \times 0.120 \text{ (Tax Rate)} \\
 \hline
 \$300 \text{ (Total Parish Taxes Due)}
 \end{array}$$

*Note: Homestead exemption does not apply to millages assessed specifically for Monroe City.*

**To calculate the taxes on your business:** Property taxes (millage rates) are levied on 15% of the assessed value of the business. For example, if the millage rate is 120 you would pay \$120 per \$1000 increment of 15% of the market value. An example is provided below for a representative business valued at \$100,000 and a millage rate of 120.

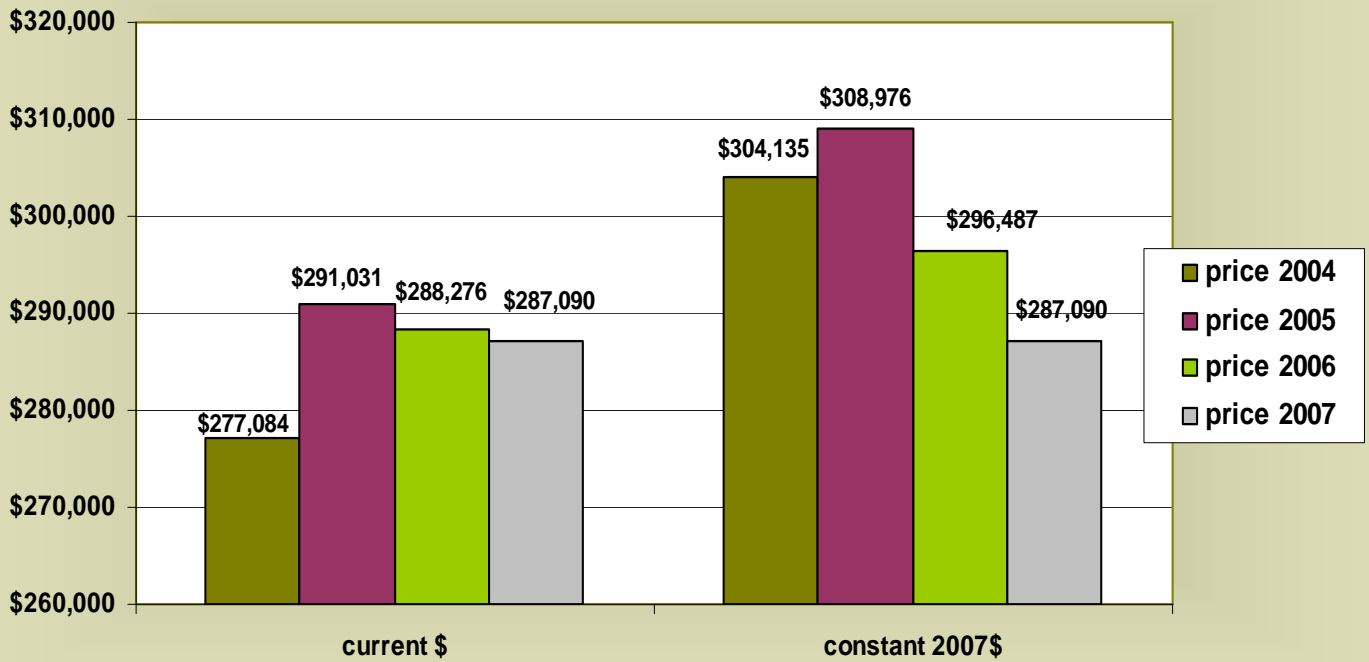
$$\begin{array}{r}
 \$100,000 \text{ (Fair Market Value)} \\
 \times 15\% \text{ (Level of Assessment)} \\
 \hline
 \$15,000 \text{ (Assessed Value)} \\
 \times 0.120 \text{ (Tax Rate)} \\
 \hline
 \$1,800 \text{ (Taxes Due)}
 \end{array}$$

# Quality of Life

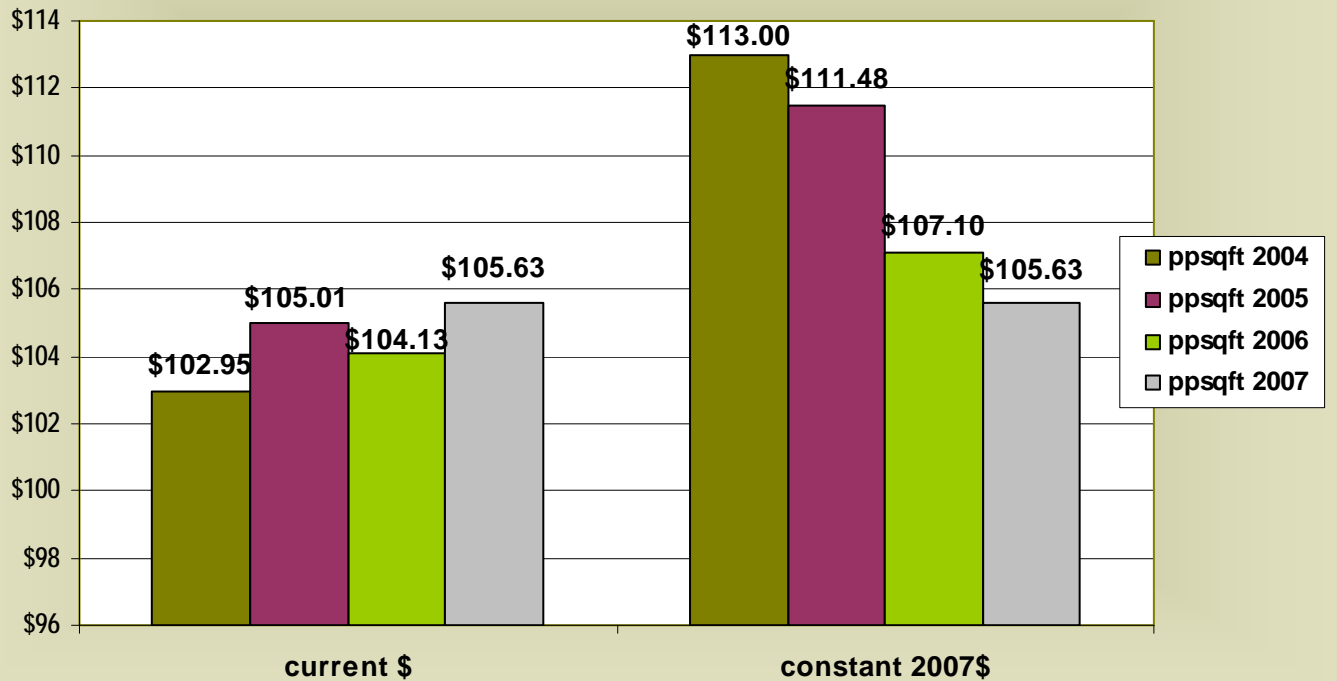


Source: Northeast Louisiana Board of Realtors Multi-Listing Service Data, (12) NE Louisiana Parishes

### Existing Home Sales (Sold Price >\$200,000) 2004-2007



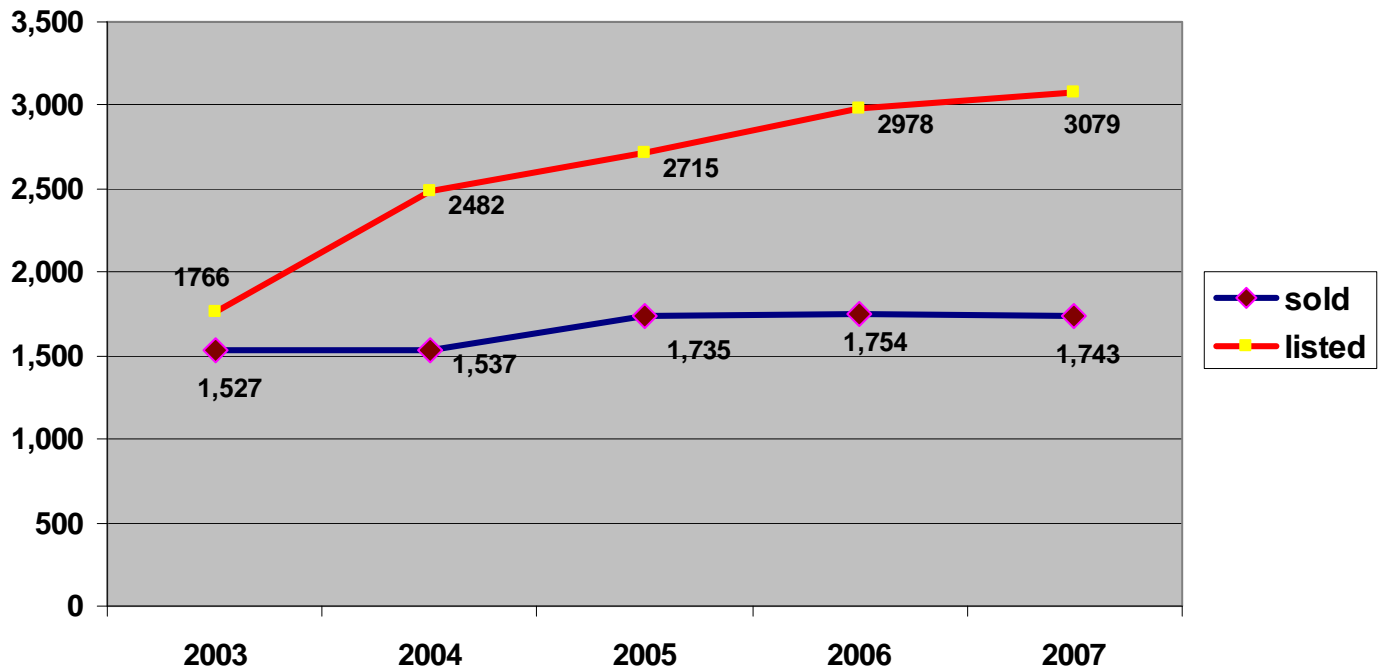
### Average per Square Foot Prices for Existing Home Sales (Sold Price > \$200,000) 2004-2007



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

## Quality of Life (continued)

### Homes listed versus homes sold in NE LA: 2003-2007



Source: Northeast Louisiana Board of Realtors

### Residential Utility Rates for Louisiana and the United States: March 2006- February 2007

Electricity Rates	Feb-07	Mar-07	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08
United States residential average cents/kwh	9.88	10.21	10.65	10.77	11.07	11.06	11.05	10.94	10.81	10.69	10.31	10.20
Louisiana residential average cents/kwh	9.05	9.13	9.71	9.91	9.50	9.64	9.55	9.25	9.71	8.89	9.19	8.84
Natural Gas Prices	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08
United States residential average price/mcf	13.27	14.61	16.2	16.65	16.64	15.94	14.25	12.82	12.17	12.12	12.46	12.92
Louisiana residential average price/mcf	15.20	16.29	17.36	17.42	16.74	16.86	16.31	14.89	13.41	13.03	13.75	14.21

source: U.S. Energy Information Agency, [www.eia.doe.gov](http://www.eia.doe.gov).



### School Performance Scores\* and Performance Labels by School District: 2006-07

Rank in State (out of 60 School Districts)	School District	2006-2007 (District) Performance Scores (DPS)	DPS Label	Student Enrollment in District
17	Caldwell Parish	92.8	Two Stars	1,779
44	City of Monroe	76.8	One Star	8,949
55	East Carroll Parish	67.2	One Star	1,433
58	Franklin Parish	63.8	One Star	3,426
22	Jackson Parish	89	Two Stars	2,284
21	Lincoln Parish	90.1	Two Stars	6,612
60	Madison Parish	55.0	Unacceptable	2,183
43	Morehouse Parish	77.1	One Star	4,916
4	Ouachita Parish	101.1	Three Stars	19,214
47	Richland Parish	76.0	One Star	3,397
54	Tensas Parish	67.6	One Star	768
52	Union Parish	69.1	One Star	2,960
13	West Carroll Parish	94.7	Two Stars	2,308
	<b>State of Louisiana</b>	<b>85.3</b>	<b>Two Stars</b>	<b>658,498</b>

### Performance Scores\* for Free/Reduced Lunch-Eligible Students, Teacher Certification Label by District

Rank in State (out of 60 School Districts)	School District	Free/Reduced Lunch (Group) Performance Scores (GPS)	Percent Free/Reduced Lunch Students	Teacher Certification Label
10	Caldwell Parish	82.0	67.1%	Exceptional
38	City of Monroe	69.8	78.8%	Exceptional
57	East Carroll Parish	59.2	92.3%	Marginal
58	Franklin Parish	57.8	77.1%	Unacceptable
24	Jackson Parish	75.5	55.5%	Exceptional
27	Lincoln Parish	74.0	59.1%	Exceptional
60	Madison Parish	51.4	79.2%	Unacceptable
44	Morehouse Parish	68.6	78.8%	Exceptional
7	Ouachita Parish	83.9	49.3%	Adequate
50	Richland Parish	64.1	69.1%	Unacceptable
52	Tensas Parish	63.4	91.3%	Unacceptable
56	Union Parish	59.6	69.1%	Marginal
6	West Carroll Parish	84.8	72.7%	Adequate
	<b>State of Louisiana</b>	<b>72.1</b>	<b>61.6%</b>	<b>Marginal</b>

*District and Group Performance Score (DPS, GPS) Labels and Ranges	140.0 or more	Five Stars
	120.0 - 139.9	Four Stars
	100.0 - 119.9	Three Stars
	80.0 - 99.9	Two Stars
	60.0 - 79.9	One Star
	Below 60.0	(Academically) Unacceptable

Source: Louisiana Department of Education

## Quality of Life (continued)

### Arts, Entertainment, Museums, and Points of Interest

Attraction	Address	Phone	Type
<b>Arts, Theatres, Convention Centers</b>			
Monroe Civic Center Theater	401 Lea Joiner Expwy, Monroe	318-329-2338	Impresario's Choice, theater, concerts, sporting events
Monroe Symphony Orchestra	P.O Box 4353, Monroe	318-435-0029	Classical music, pops concerts
Princess Theatre	714 Prairie St., Winnsboro	318-435-6299	Performing arts
Rose Theatre	102 E. Jefferson Ave., Bastrop	318-283-0120	Performing arts
ThreatreWorks.ULM	700 University Ave, Monroe	318-342-1382	Performing arts
Twin City Ballet Company	2905 DeSoto St, Monroe	318-388-3011	Performing arts, dance
ULM Concert Series	701 University Ave, Monroe	318-342-3811	Call for information
Strauss Theatre/Youngstage	1300 Lamy Lane, Monroe	318-323-6681	Performing arts
West Monroe Convention Center	901 Ridge Ave., W. Monroe	318-396-5000	Meeting facilities, concerts
Northeast LA Arts Council	2305 N 7th St., W. Monroe	318-396-9520	Umbrella for more than 50 arts groups in 11 parishes
<b>Golf Courses</b>			
Calvert Crossing Golf Club	515 Hodge Watson Rd, W Monroe	318-397-0064	
Chennault Golf Course	Millhaven Road, Monroe	318-329-2454	18 holes; driving range
Frenchman's Bend	1484 Frenchman's Bend Rd, Monroe	318-387-2363	18 holes; driving range
Municipal/Forsythe Golf Course	2500 Sycamore, Monroe	318-329-2457	9 holes; practice green - chipping area
Trenton St Golf Course & Driving Range	2411 Trenton St, W Monroe	318-361-9345	9 holes; lighted driving range
<b>Museums</b>			
African American Museum	503 Plum St, Monroe	318-323-1167	Local history/culture
Aviation Historical Museum of Louisiana	701 Kansas Ln, Monroe	318-361-9020	History displays: Delta Airlines, Selman Filed, General Chennault, Flying Tigers, and war memorabilia
Biedenharn Museum & Gardens	2006 Riverside Dr, Monroe	318-387-5281	Bible history & gardens
Masur Museum	1400 S Grand St, Monroe	318-329-2237	Fine art

Northeast Louisiana Children's Museum	323 Walnut St, Monroe	318-361-9611	"Hands-on" education center
Ouachita Valley Heritage Museum	309 McClendon Ave, W Monroe	318-322-5720	
Shepis Museum	107 Main St, Columbia	318-649-9931	Culture/heritage of Caldwell Parish
ULM Natural History Museum	ULM main campus	318-342-1868	Natural history -- fossils and artifacts
<b>Strauss Senior Center</b>	2407 Ferrand St., Monroe	318-387-0535	Services, events, activities for senior citizens
<b>National Wildlife Refuges</b>	Local Office, Farmerville	318-726-4222	U.S. Fish and Wildlife Service
Black Bayou Lake National Wildlife Refuge	Richland Place Rd., Monroe	318-387-1114	1800-acre cypress lake, hiking, canoeing, arboretum, herpetology exhibit, observation pier/deck/blinds, hunting, fishing, boat launch
D'Arbonne National Wildlife Refuge	10 miles north of W. Monroe	318-726-4222	Hunting, fishing, boat launch, trails
Handy Brake National Wildlife Refuge	Cooper Lake Rd, Bastrop	318-726-4400	Wildlife Observation/photography from Observation Platform
Tensas National Wildlife Refuge	2312 Quebec Rd, Tallulah	318-574-2664	Visitor's center, boardwalk
Upper Ouachita National Wildlife Refuge	11372 Hwy 143, Farmerville	318-726-4222	Hunting, fishing, hiking
<b>State and Local Parks</b>			
Chemin a Haut State Park	14656 State Park Rd, Bastrop	318-283-0812	Camping, cabins, hiking
Cheniere Lake Park	104 Cheniere Lake Rd, W Monroe	318-325-8327	Picnic areas, boat launches, fishing
Claire Chennault Park	8475 Millhaven Rd, Monroe	318-329-3267	Golf, tennis, frisbee golf, picnic areas, softball field
Forsythe Park	2300 Sycamore St, Monroe	318-329-4100	Picnic area, 9-hole golf course, tennis and volleyball courts, softball and soccer fields, children's park and public boat launch
Kiroli Park	820 Kiroli Rd, W Monroe	318-396-4016	Playgrounds, trails, fishing, gardens, picnic areas
Louisiana Purchase Gardens & Zoo	1405 Bernstein Park Dr, Monroe	318-329-2400	500 animal species, 700 plants
Poverty Point State Park	6859 Hwy 577, Pioneer	318-926-5492	Historic, 5000-year-old Indian mounds/archaeological site

## Quality of Life (continued)

General and Specialty Hospitals and Facilities -- Ouachita, Lincoln, Morehouse Parishes			
Facility	Address	Phone Number	# of beds
Brentwood Hospital	1900 Lamy Ln, Monroe	318-325-0897	130
Cornerstone Hospital of West Monroe	6198 Cypress St, W Monroe	318-397-6360	40
Glenwood Behavioral Health Unit	6200 Cypress St, W. Monroe	318-329-4525	n/a
Glenwood Regional Medical Center	503 McMillan Rd, W Monroe	318-329-4200	240
Green Clinic (and Surgical Hospital)	1200 S. Farmerville St, Ruston	318-255-3690	10
LSU Health Sciences Center	4864 Jackson St, Monroe	318-330-7000	247
LA Center for the Blind	101 S. Trenton St, Ruston	318-251-2891	n/a
Monroe MRI Center	501 Catalpa St, Monroe	318-327-4433	n/a
Monroe Rehab Hospital	4320 S Grand St, Monroe	318-322-5775	20
Monroe Surgical Hospital	2408 Broadmoor Blvd, Monroe	318-410-0002	10
Morehouse General Hospital	323 West Walnut, Bastrop	318-283-3600	60
Northern LA Medical Center	401 E. Vaughn Ave, Ruston	318-254-2100	159
Saint Francis North Monroe Medical Center	3421 Medical Park Dr, Monroe	318-388-1946	225
Ouachita Surgical Hospital	1275 Glenwood Dr, W Monroe	318-322-1339	10
Premier Rehabilitation	4310 S Grand St, Monroe	318-812-1000	20
P&S Surgical Hospital	312 Grammont St, Ste 101, Monroe	318--388-4040	10
St Francis Medical Center	309 Jackson St, Monroe	318-327-4000	237
St Francis Specialty Hospital	309 Jackson St, Monroe	318-327-4600	50
St Patrick's Psychiatric Hospital	309 Jackson St, Monroe	318-327-4686	28
West Monroe Urgent Care	1416 Natchitoches St, Monroe	318-998-4878	NA

Source: Northeast Louisiana Yellow Pages May 2007.



*This complimentary print edition made possible by the Monroe Chamber of Commerce, Monroe, Louisiana.*



**PRODUCED BY THE ULM COLLEGE OF  
BUSINESS ADMINISTRATION  
CENTER FOR BUSINESS AND ECONOMIC  
RESEARCH**

College of Business Administration  
University of Louisiana at Monroe  
700 University Avenue  
Monroe, LA 71209

**(318)-342-1151  
Email: EISENSTADT@ULM.EDU**

*Prepared by Robert C. Eisenstadt, PhD  
Department of Economics  
Director, Center for Business and  
Economic Research  
College of Business Administration  
ULM*

*This document was designed and produced by Ann  
Bloxom Smith, Director, ULM Center for Student  
Internships. Research assistance for this document was  
provided by Ms. Eddna Castro, Ms. Nona L. Broxson,  
MBA, ULM, and Ms. Juanita Hernandez.*



**The College of Business Administration at ULM is pleased to be able to partner with the business community of Northeast Louisiana to provide this third annual compendium of regional demographic and economic data.**

**Last year, we redefined the mission of our Center for Business and Economic Research (CBER) to become the provider of independent, reliable, and valuable information for use by economic development entities in our region. The Factbook is a direct output of that change in mission. Our plan is to publish an updated version each year, with intra-year updates available through the online edition at [cba.ulm.edu/cba/factbook](http://cba.ulm.edu/cba/factbook).**



**We look forward to continuing our role as a partner in economic and community development in Northeast Louisiana.**

**Dr. Ron Berry, Dean  
College of Business Administration  
University of Louisiana—Monroe**