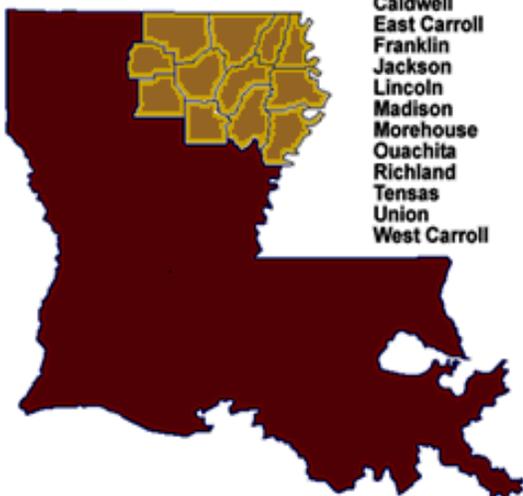
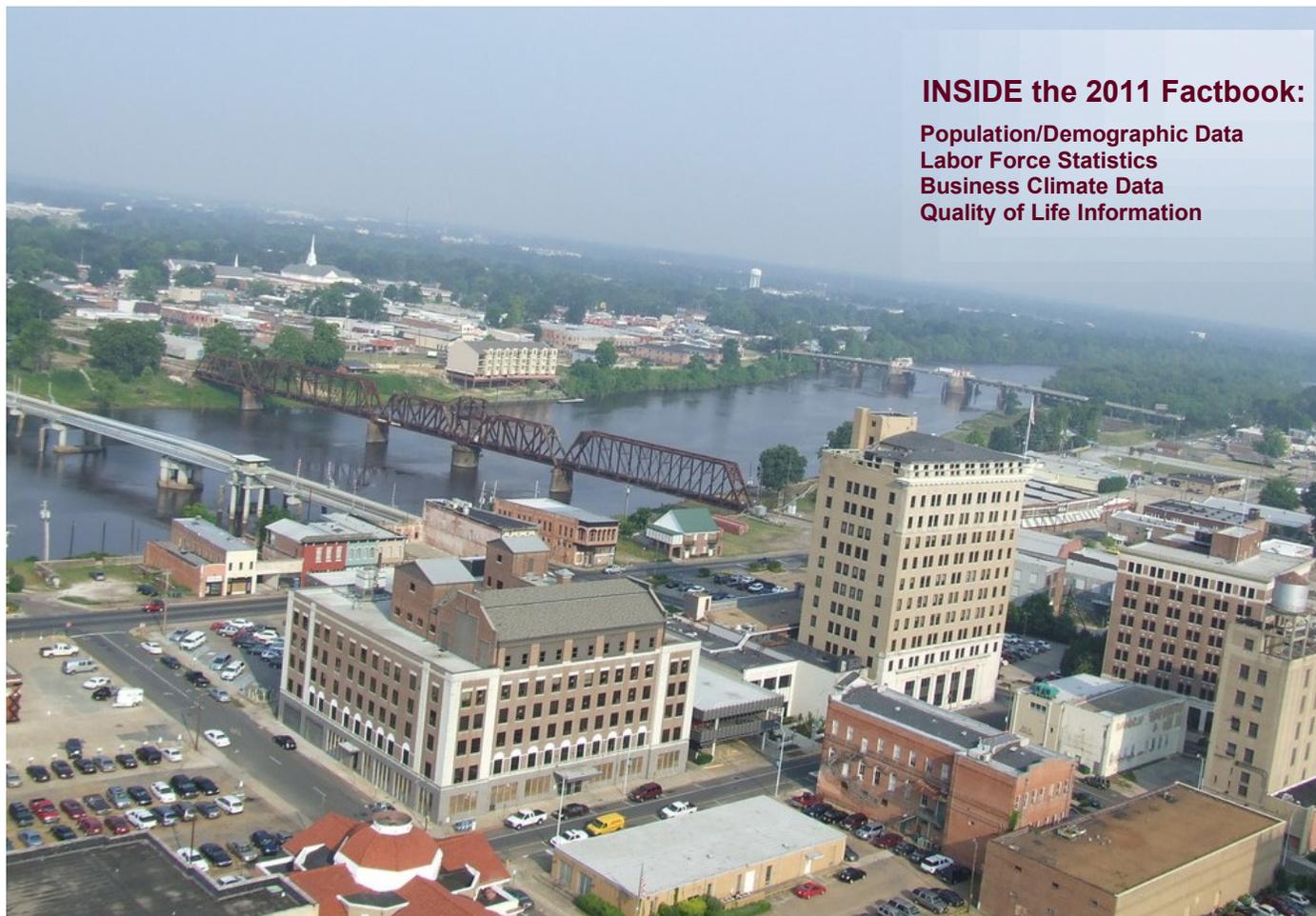


## Business and Economic Climate of Monroe and Northeast Louisiana: 2011

### INSIDE the 2011 Factbook:

Population/Demographic Data  
Labor Force Statistics  
Business Climate Data  
Quality of Life Information



Caldwell  
East Carroll  
Franklin  
Jackson  
Lincoln  
Madison  
Morehouse  
Ouachita  
Richland  
Tensas  
Union  
West Carroll

### 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 2010 population=229/366) is the population and business center for the greater area.*

The complete version of the Factbook is available on-line at:  
[cba.ulm.edu/cber](http://cba.ulm.edu/cber)

# List of Tables and Figures

---

## Population and Demographic Data

Annual Population and Population Change, by Parish and Region: 2006-2010	Page 4
Population by Age by Parish: 2010	Page 4
Population Change in Northeast Louisiana: 2000-2010	Page 5
Population Change by Louisiana MSA: 2000-2010	Page 5
Number of Housing Units by Parish: 2005-2009	Page 6
Percent Northeast LA Population by Race by Parish	Page 6
Educational Attainment of Population age 25 and Over by NELA Parish	Page 7
Total Personal Income by NELA Parish: 2005-2009	Page 7
Per Capita Personal Income by NELA Parish: 2005-2009	Page 8
Wage and salary Disbursement as % of Personal Income: 2005-2009	Page 8
Median Household Income by Parish, Region, State: 2008-2009	Page 9
Percent of Persons Below Poverty, by Parish, Region, State: 2008-2009.	Page 9
Gross Domestic Product by Louisiana MSA: 2005-2009	Page 10
Per Capita Gross Domestic Product (2005 \$) by Louisiana MSA: 2005-2009	Page 10

## Labor Force Statistics

Labor Force by Parish (City), Region, State: 2006-2010	Page 11
Total Employment (Household Survey) by Parish (City), State: 2006-2010	Page 11
Unemployment Rates by Parish (City), State: 2006-2010	Page 12
Number of Unemployed by Parish (City), State: 2006-2010	Page 12
Wage and Salary Employment by Parish (City), State: 2005-2009	Page 13
Wage and Salary Disbursements (\$) by Parish (City), State: 2005-2009	Page 13
Northeast LA Labor Market Data by Industry: 2009-2010	Page 14
Ouachita Parish Labor Market Data by Industry: 2009-2010	Page 15
Morehouse Parish Labor Market Data by Industry: 2009-2010	Page 16
Lincoln Parish Labor Market Data by Industry: 2009-2010	Page 17
Labor Market Data (aggregates only) by Selected Parish: 2009-2010	Page 18
Average Annual Wages per Job by Parish, Region, State: 2005-2009	Page 18

# List of Tables and Figures (continued)

---

## Business Climate Data

Major Northeast Louisiana Private (non-retail) Employers	Page 19
Total FDIC Bank Deposits in Northeast Louisiana: 2006-2010	Page 20
New Vehicle Registrations in Louisiana, Northeast Louisiana, Select Parishes: 2007-2010	Page 20
\$ Value of all Motor Vehicle Registration in Ouachita Parish: 2007-2010	Page 20
Estimated Non-Auto Retail Sales (\$) for Ouachita Parish: 2006-2010	Page 21
3-Month Average % Change in Non-Auto Retail Sales for Ouachita Parish, US: 2010-2011	Page 21
Annual and Seasonal % Change in Non-Auto Retail Sales for Ouachita and US: 2009-2010	Page 21
Index of New Residential Construction Permits (Monroe MSA, LA, US): 2006-2010	Page 22
Index of New Residential Construction Permit Valuation (Monroe MSA, LA, US): 2006-2010	Page 22
Monthly Commercial/Industrial Utility Rates for LA, US: 2010-2011	Page 23
Annual Average Commercial/Industrial Utility Rates for LA, US: 2005-2010	Page 23

## Quality of Life

Average Annual Price Index for Monroe with Selected City Comparison: 2009	Page 24
Median Price Index for Existing Home Sales for LA MSAs and US: 2008-2010	Page 24
Median Selling Price (Price<\$200k) of Existing Homes: Ouachita Parish and NELA 2008-2010	Page 26
Median Sq Ft Price (Price<\$200k) of Existing Homes: Ouachita Parish and NELA 2008-2010	Page 26
Median Selling Price (Price>\$200k) of Existing Homes: Ouachita Parish and NELA 2008-2010	Page 27
Median Sq Ft Price (Price>\$200k) of Existing Homes: Ouachita Parish and NELA 2008-2010	Page 27
Index of Existing Homes Listed vs Existing Homes Sold: Ouachita, Morehouse, Union, Lincoln	Page 28
Residential Utility Rates for Louisiana, US: 2009-2010	Page 28
NELA 2009-2010 School District Performance Scores and 2011 School Enrollment	Page 28

# Population and Demographic Data

Annual Population and Population Percent Change: 2006-2010*							
	Census 2000	2006**	2007	2008	2009	Census 2010	% Change 2000 - 2010
Louisiana	4,468,976	4,237,693	4,373,448	4,448,806	4,489,490	4,533,372	1.40%
Northeast LA	353,865	348,651	347,212	347,208	347,506	355,761	0.50%
Monroe MSA***	170,053	172,906	172,658	173,055	174,188	176,441	3.80%
Monroe City	53,107	51,860	51,452	51,414	51,640	48,815	-8.10%
Caldwell Parish	10,560	10,361	10,352	10,417	10,403	10,132	-4.10%
East Carroll Parish	9,421	8,326	8,267	8,128	8,078	7,759	-17.60%
Franklin Parish	21,263	20,048	20,018	19,948	19,784	20,767	-2.30%
Jackson Parish	15,397	15,202	15,074	15,147	15,058	16,274	5.70%
Lincoln Parish	42,509	42,617	42,740	42,814	42,975	46,735	9.90%
Madison Parish	13,728	11,948	11,805	11,714	11,393	12,093	-11.90%
Morehouse Parish	31,021	29,164	28,597	28,460	28,323	27,979	-9.80%
Ouachita Parish	147,250	150,054	149,959	150,433	151,663	153,720	4.40%
Richland Parish	20,981	20,466	20,456	20,490	20,408	20,725	-1.20%
Tensas Parish	6,618	5,985	5,786	5,650	5,583	5,252	-20.60%
Union Parish	22,803	22,852	22,699	22,622	22,525	22,721	-0.40%
West Carroll Parish	12,314	11,628	11,459	11,385	11,313	11,604	-5.80%

\*Data reflects most current revisions

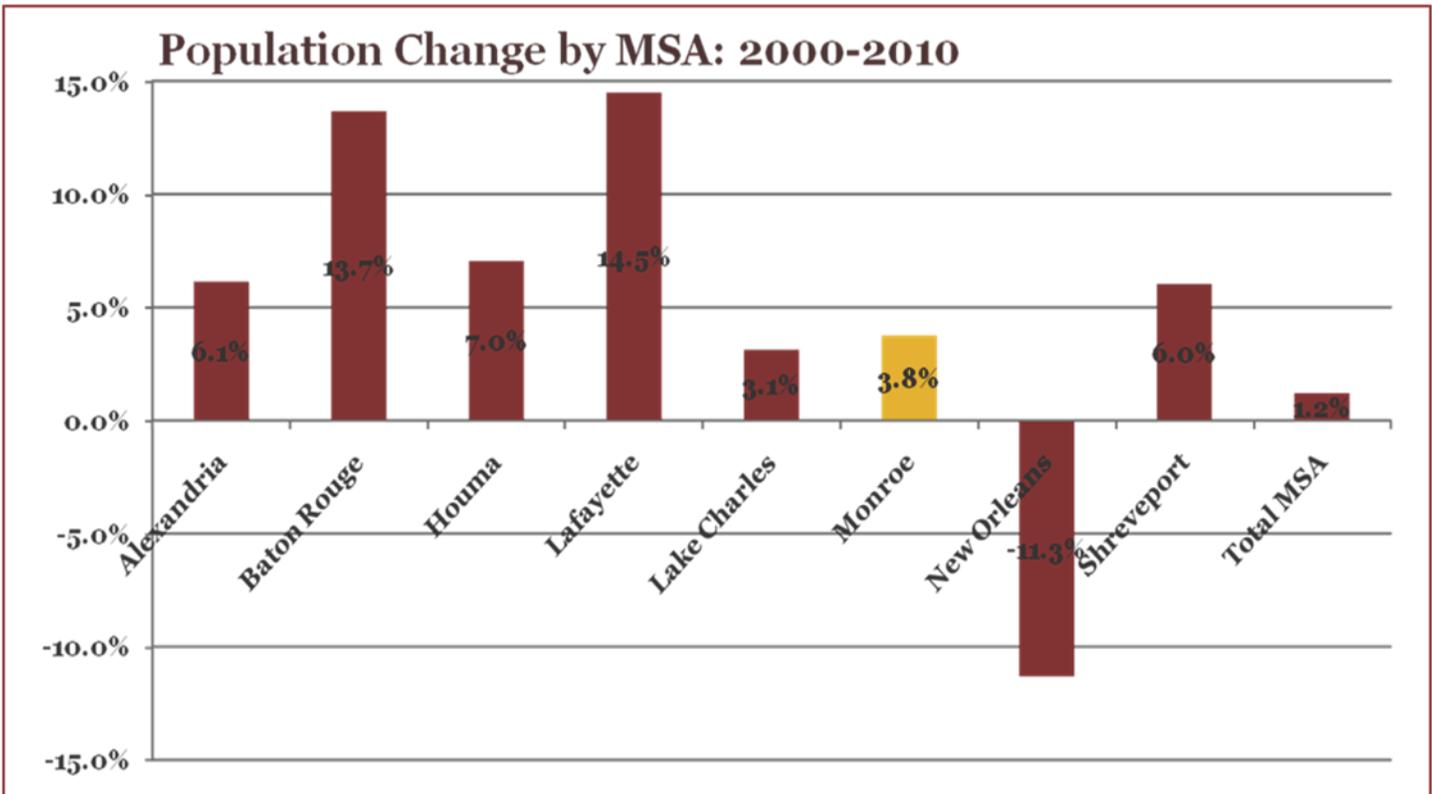
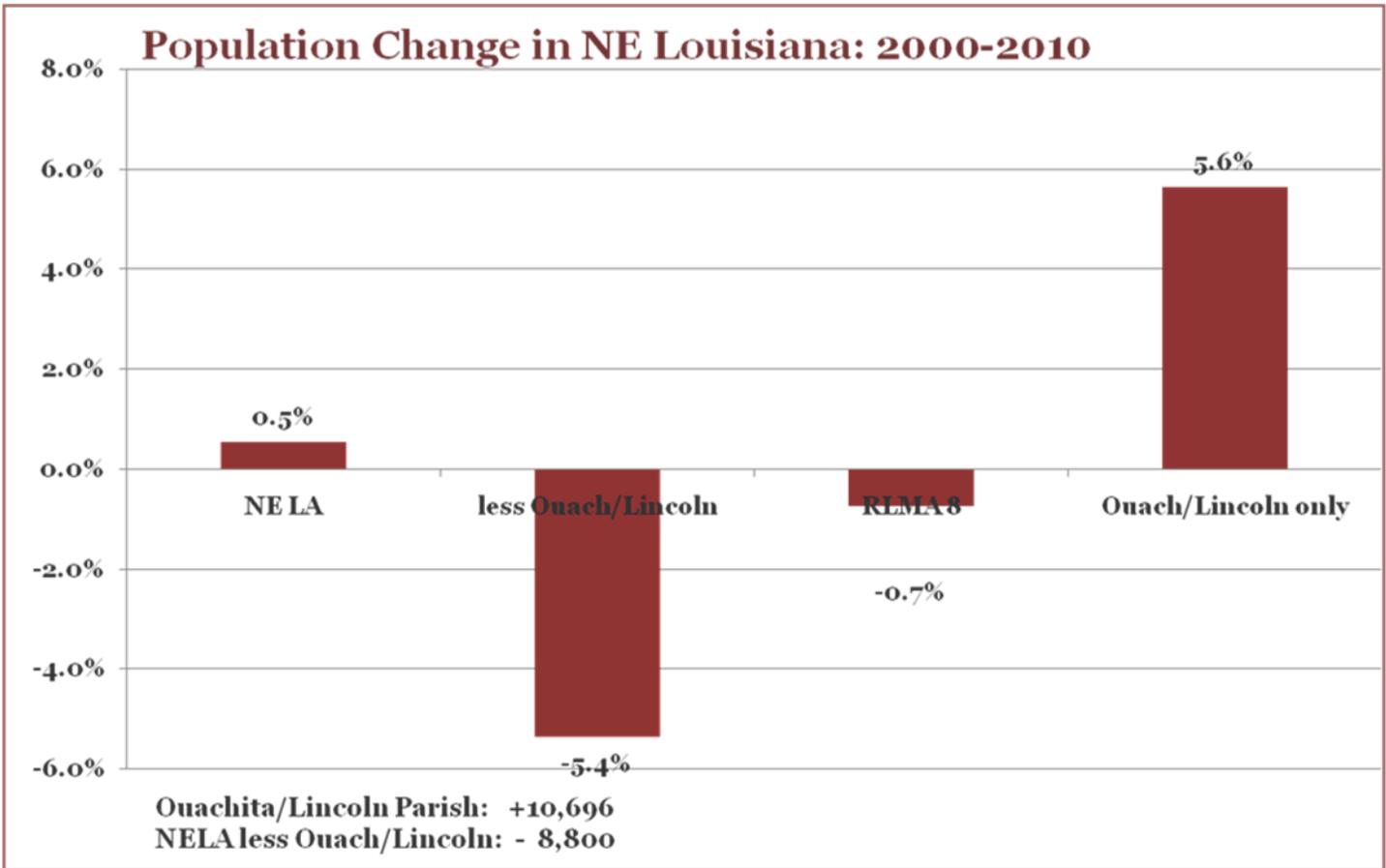
\*\*2006-2009 Population figures are July estimates.

\*\*\*Monroe MSA includes Ouachita & Union Parishes.

2010 Population by Age Bracket by Parish							
	age 0-19	age 20-34	age 35-49	age 50-64	age 65+	total	Median age*
Caldwell	2,653	1,827	2,052	2,096	1,504	10,132	39.6
East Carroll	2,222	1,734	1,481	1,351	971	7,759	34.3
Franklin	5,874	3,654	3,818	4,033	3,388	20,767	38.8
Jackson	4,126	3,140	3,119	3,172	2,717	16,274	39.6
Lincoln	13,053	14,318	6,948	7,130	5,286	46,735	27.8
Madison	3,329	2,775	2,341	2,214	1,434	12,093	34.6
Morehouse	7,643	5,080	5,122	5,824	4,310	27,979	39.1
Ouachita	45,667	32,842	29,070	27,221	18,920	153,720	34.1
Richland	5,835	3,912	3,882	4,112	2,984	20,725	37.6
Tensas	1,443	789	888	1,224	908	5,252	42.5
Union	5,827	4,018	4,229	4,897	3,750	22,721	41.0
West Carroll	3,182	1,992	2,219	2,257	1,954	11,604	39.4
NE Louisiana	100,854	76,081	65,169	65,531	48,126	355,761	35.3
% of NE Louisiana	28%	21%	18%	18%	14%	100%	n/a

\*2010 Median Age for Louisiana= 35.8; for United States= 37.2 (source: U.S. 2010 Census)

# Population and Demographic Data



# Population and Demographic Data

## Number of Housing Units by Year, by Parish\*

	Housing units 2005	Housing units 2006	Housing units 2007	Housing units 2008	Housing units 2009
Caldwell Parish	5,171	5,226	5,264	5,290	5,305
East Carroll Parish	3,272	3,290	3,308	3,318	3,328
Franklin Parish	8,879	8,985	9,069	9,124	9,161
Jackson Parish	7,554	7,636	7,690	7,729	7,779
Lincoln Parish	17,887	18,172	18,358	18,627	18,717
Madison Parish	5,050	5,094	5,127	5,152	5,168
Morehouse Parish	13,121	13,230	13,284	13,343	13,387
Ouachita Parish	62,474	63,419	64,092	64,640	64,925
Richland Parish	8,644	8,799	8,938	9,006	9,161
Tensas Parish	3,454	3,486	3,503	3,523	3,534
Union Parish	11,658	12,037	12,284	12,362	12,412
West Carroll Parish	5,157	5,218	5,256	5,289	5,309
NE Louisiana	152,321	154,592	156,173	157,403	158,186

Source: Population Estimates Program, U.S. Census Bureau

\*2011 table reflects most recent data revisions.

## Percent of Total Population by Race, by Parish (2010)

	White alone	Black alone	Hispanic	Asian
Caldwell Parish	81.1%	17.2%	2.2%	0.2%
East Carroll Parish	28.9%	69.0%	1.6%	0.6%
Franklin Parish	67.1%	31.5%	0.9%	0.2%
Jackson Parish	68.1%	29.8%	1.3%	0.2%
Lincoln Parish	55.2%	40.5%	2.5%	1.7%
Madison Parish	37.2%	61.0%	1.6%	0.2%
Morehouse Parish	51.3%	46.9%	0.9%	0.4%
Ouachita Parish	60.4%	36.6%	1.8%	0.9%
Richland Parish	62.1%	36.0%	1.6%	0.3%
Tensas Parish	41.9%	56.5%	1.2%	0.2%
Union Parish	69.0%	27.2%	4.2%	0.1%
West Carroll Parish	81.8%	15.7%	2.6%	0.2%
NE Louisiana	59.9%	37.3%	0.7%	1.9%

Source: U.S. Census Bureau

**A careful consideration** of the bar charts on the previous page reveals a mostly underwhelming 10-year change in population for the Northeast Louisiana geography. The entire region has grown by only .5% since the 2000 census. That is, the apparent change in population in Ouachita and Lincoln Parishes (5.6% increase) has come almost entirely at the expense of the surrounding parishes. The household and consumer base on which most of the local commercial establishment depends, therefore, has remained essentially static over the past 10 years. Note, however, that commercial activity has increased in Ouachita and in Lincoln while it has fallen in the surrounding area. On the other hand, with the expansion of direct and related employment at **CenturyLink** over the next several years, we anticipate a return to positive net in-migration and growth in the Northeast Louisiana population.

## 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+ yrs. (in yr. 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	3.0	19,446
Ouachita Parish in 2000	21.4	30.0	23.1	2.8	14.8	7.9	88,430
Ouachita Parish in 2009*	<b>16.9</b>	<b>32.8</b>	<b>21.9</b>	<b>4.2</b>	<b>16.6</b>	<b>7.6</b>	<b>93,785</b>
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
NE Louisiana 2000	27.7%	32.6%	19.3%	2.5%	11.4%	6.6%	213,635
Louisiana 2000	25.2%	32.4%	20.2%	3.5%	12.2%	6.5%	2,775,468
Louisiana 2009*	17.8%	34.3%	21.6%	4.8%	14.5%	6.9%	2,896,932

Sources: U.S. Census Bureau Profile of Selected Characteristics 2000; \* U.S. Census Bureau, American Community Survey 2009

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

	2005	2006	2007	2008	2009	% growth 2005-09	% growth 2008-09
Louisiana	\$135,318,475	\$143,223,368	\$156,618,305	\$169,791,033	\$169,045,907	24.9%	-0.4%
NE Louisiana	\$9,062,285	\$9,615,858	\$10,085,184	\$10,903,392	\$11,127,472	22.8%	2.1%
Caldwell	\$234,401	\$244,319	\$262,202	\$285,512	\$295,186	25.9%	3.4%
East Carroll	\$172,845	\$185,358	\$203,430	\$224,286	\$232,580	34.6%	3.7%
Franklin	\$453,719	\$474,100	\$508,387	\$554,060	\$569,817	25.6%	2.8%
Jackson	\$372,655	\$383,771	\$410,834	\$448,247	\$455,022	22.1%	1.5%
Lincoln	\$1,128,962	\$1,209,892	\$1,283,412	\$1,432,779	\$1,454,172	28.8%	1.5%
Madison	\$252,444	\$258,470	\$273,321	\$297,282	\$293,790	16.4%	-1.2%
Morehouse	\$682,458	\$680,272	\$722,884	\$789,133	\$801,808	17.5%	1.6%
Ouachita	\$4,300,698	\$4,654,795	\$4,834,743	\$5,178,354	\$5,270,451	22.5%	1.8%
Richland	\$479,828	\$508,860	\$545,679	\$587,147	\$598,917	24.8%	2.0%
Tensas	\$156,934	\$159,266	\$163,901	\$170,625	\$185,331	18.1%	8.6%
Union	\$576,945	\$586,658	\$622,118	\$673,620	\$688,398	19.3%	2.2%
West Carroll	\$250,396	\$270,097	\$254,273	\$262,347	\$282,000	12.6%	7.5%

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

\*2011 table reflects most recent data revisions.

# Population and Demographic Data

<b>Per Capita Personal Income (current dollars)*</b>							
	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>% growth 2005-08</b>	<b>% growth 2008-09</b>
<b>Louisiana</b>	<b>\$30,086</b>	<b>\$33,776</b>	<b>\$35,789</b>	<b>\$38,142</b>	<b>\$37,632</b>	<b>26.78%</b>	<b>-1.3%</b>
<b>NE Louisiana</b>	\$26,084	\$27,591	\$29,058	\$31,408	\$31,999	20.41%	3.3%
<b>Caldwell</b>	\$22,578	\$23,547	\$25,263	\$27,390	\$28,277	21.31%	3.2%
<b>East Carroll</b>	\$20,349	\$22,271	\$24,628	\$27,554	\$28,706	35.41%	4.2%
<b>Franklin</b>	\$22,534	\$23,635	\$25,384	\$27,774	\$28,768	23.25%	3.6%
<b>Jackson</b>	\$24,756	\$25,233	\$27,253	\$29,576	\$30,208	19.47%	2.1%
<b>Lincoln</b>	\$26,467	\$28,431	\$30,060	\$33,466	\$33,595	26.44%	0.4%
<b>Madison</b>	\$20,887	\$21,644	\$23,171	\$25,324	\$25,805	21.24%	1.9%
<b>Morehouse</b>	\$23,199	\$23,335	\$25,286	\$27,762	\$28,410	19.67%	2.3%
<b>Ouachita</b>	\$28,973	\$31,034	\$32,257	\$34,450	\$34,788	18.90%	1.0%
<b>Richland</b>	\$23,645	\$24,900	\$26,711	\$28,648	\$29,327	21.16%	2.4%
<b>Tensas</b>	\$26,349	\$26,642	\$28,366	\$30,087	\$33,042	14.19%	9.8%
<b>Union</b>	\$25,378	\$25,652	\$27,396	\$29,722	\$30,482	17.12%	2.6%
<b>West Carroll</b>	\$21,249	\$23,214	\$22,172	\$23,047	\$24,892	8.46%	8.0%
<b>United States</b>	<b>\$35,424</b>	<b>\$37,698</b>	<b>\$39,461</b>	<b>\$40,674</b>	<b>\$39,635</b>	<b>14.82%</b>	<b>-2.6%</b>

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

\*2009 table reflects most recent data revisions.

<b>Wage and Salary Disbursements as percent of Area Personal Income</b>						<b>Area Per Capita Personal Income as % of U.S. Per Capita Personal Income</b>	
	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2008</b>	<b>2009</b>
<b>Louisiana</b>	50.3%	50.7%	50.2%	49.4%	48.9%	93.8%	94.9%
<b>NE Louisiana</b>	43.7%	45.1%	45.1%	44.4%	43.0%	70.6%	74.9%
<b>Caldwell</b>	28.6%	28.9%	29.2%	29.0%	28.2%	67.3%	71.3%
<b>East Carroll</b>	33.2%	33.3%	31.8%	29.3%	28.8%	67.7%	72.4%
<b>Franklin</b>	29.3%	29.2%	29.2%	28.4%	27.6%	68.3%	72.6%
<b>Jackson</b>	32.4%	31.5%	32.2%	29.8%	29.2%	72.7%	76.2%
<b>Lincoln</b>	47.0%	47.8%	47.9%	46.6%	45.4%	82.3%	84.8%
<b>Madison</b>	36.4%	36.3%	36.2%	36.4%	37.5%	62.3%	65.1%
<b>Morehouse</b>	35.0%	34.9%	33.8%	33.0%	30.2%	68.3%	71.7%
<b>Ouachita</b>	53.3%	51.9%	52.1%	49.7%	49.4%	84.7%	87.8%
<b>Richland</b>	32.3%	32.1%	31.7%	31.7%	31.7%	70.4%	74.0%
<b>Tensas</b>	28.3%	30.4%	28.1%	29.5%	28.3%	74.0%	83.4%
<b>Union</b>	24.7%	24.9%	23.9%	22.6%	20.3%	73.1%	76.9%
<b>West Carroll</b>	33.6%	41.6%	29.5%	30.0%	28.9%	56.7%	62.8%
<b>United States</b>	<b>54.4%</b>	<b>53.8%</b>	<b>53.9%</b>	<b>52.9%</b>	<b>51.5%</b>	<b>100.0%</b>	<b>100.0%</b>

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

## 2008-2009 Median Household Income by Parish, NE Louisiana, State, and US

	2008: Median Household Income	2009: Median Household Income	2008: % of Louisiana Median Income	2009: % of Louisiana Median Income
Caldwell Parish	\$34,298	\$35,345	78.6%	83.2%
East Carroll Parish	\$25,100	\$23,186	57.5%	54.6%
Franklin Parish	\$29,904	\$30,031	68.5%	70.7%
Jackson Parish	\$36,073	\$35,359	82.7%	83.3%
Lincoln Parish	\$36,720	\$35,111	84.2%	82.7%
Madison Parish	\$25,788	\$24,485	59.1%	57.7%
Morehouse Parish	\$32,168	\$28,909	73.7%	68.1%
Ouachita Parish	\$39,056	\$37,928	89.5%	89.3%
Richland Parish	\$30,504	\$31,557	69.9%	74.3%
Tensas Parish	\$26,135	\$24,456	59.9%	57.6%
Union Parish	\$35,624	\$35,269	81.6%	83.1%
West Carroll Parish	\$30,922	\$38,038	70.9%	89.6%
NE LA (w/Lincoln)	\$34,425	\$34,664	61.2%	63.0%
Louisiana	\$43,635	\$42,460	100.0%	100.0%
United States	\$52,029	\$50,221	119.2%	118.3%

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

## 2008-2009 Persons below Poverty by Parish, NE Louisiana, State, and US

	2008: % of population below poverty	2009: % of population below poverty	2008: % difference from Louisiana 2008 poverty rate	2009: % difference from Louisiana 2009 poverty rate
Caldwell Parish	21.5	21.2	3.9	3.6
East Carroll Parish	43.7	44.3	26.1	26.7
Franklin Parish	26.1	26.1	8.5	8.5
Jackson Parish	18.4	17.3	0.8	-0.3
Lincoln Parish	23.6	26.1	6.0	8.5
Madison Parish	34.6	37.1	17.0	19.5
Morehouse Parish	25.2	25.9	7.6	8.3
Ouachita Parish	21.9	20.8	4.3	3.2
Richland Parish	24.2	23.1	6.6	5.5
Tensas Parish	32.4	35.6	14.8	18.0
Union Parish	18.3	20.8	0.7	3.2
West Carroll Parish	23.7	23.7	6.1	6.1
NE LA (w/Lincoln)	23.5	23.5	8.5	9.2
Louisiana	17.6	17.6	n/a	n/a
United States	13.2	14.3	-4.4	-3.3

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

# Population and Demographic Data

## GDP by Metropolitan Area (millions of current dollars)

Metropolitan Area	2005	2006	2007	2008	2009
Alexandria, LA (MSA)	4,272	4,657	4,882	5,018	5,047
Baton Rouge, LA (MSA)	37,267	38,360	38,189	38,870	39,686
Lafayette, LA (MSA)	11,879	14,223	15,662	16,775	15,497
Lake Charles, LA (MSA)	16,292	15,370	13,212	12,779	12,461
Monroe, LA (MSA)	<b>5,663</b>	<b>5,981</b>	<b>6,089</b>	<b>6,151</b>	<b>6,270</b>
New Orleans, LA (MSA)	68,292	66,536	66,939	68,991	68,008
Shreveport LA (MSA)	16,860	18,853	18,707	19,776	19,217

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

## Per capita real GDP by Metropolitan Area (chained 2005 dollars)

Metropolitan Area	2005	2006	2007	2008	2009
Alexandria, LA (MSA)	29,035	29,490	29,862	29,712	28,895
Baton Rouge, LA (MSA)	51,058	47,076	44,471	43,360	44,397
Lafayette, LA (MSA)	48,026	51,532	53,964	53,312	55,059
Lake Charles, LA (MSA)	83,991	73,194	58,463	54,201	57,898
Monroe, LA (MSA)	<b>33,084</b>	<b>33,650</b>	<b>33,448</b>	<b>32,843</b>	<b>32,641</b>
New Orleans, LA (MSA)	51,994	63,702	54,573	50,481	53,835
Shreveport LA (MSA)	44,200	47,029	44,922	43,031	48,599
Louisiana	44,118	45,510	42,385	41,074	42,352
United States	42,469	43,212	43,610	43,067	41,655

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



Photograph provided by of <http://www.loyno.edu/luchomelouisiana>

# Labor Force Statistics

Labor Force					
	2006	2007	2008	2009	2010
City of Monroe	21,839	21,516	21,514	21,349	21,750
Caldwell	4,389	4,513	4,537	4,587	4,571
E. Carroll	3,099	3,030	3,034	2,962	2,986
Franklin	7,739	7,716	7,765	7,760	7,876
Jackson	6,479	6,429	6,605	6,496	6,543
Lincoln	18,512	18,782	19,226	19,252	19,657
Madison	4,536	4,411	4,626	4,662	4,628
Morehouse	11,436	11,546	11,720	11,502	11,453
Ouachita	71,545	7,1157	71,169	70,927	71,778
Richland	8,535	8,633	8,800	8,875	9,217
Tensas	2,305	2,190	2,104	2,043	1,999
Union	10,294	10,123	10,078	10,268	10,082
W. Carroll	5,014	4,427	4,400	4,465	4,402
NE Louisiana	153,883	152,957	154,064	153,799	155,192
Louisiana	1,978,063	2,017,509	2,065,610	2,059,885	2,081,675
Source: US Bureau of Labor Statistics					

Total Employment (Household Survey, including Proprietor Employment)					
	2006	2007	2008	2009	2010
City of Monroe	20,894	20,445	20,336	19,791	19,819
Caldwell	4,221	4,322	4,326	4,162	4,124
E. Carroll	2,865	2,767	2,747	2,588	2,532
Franklin	7,296	7,259	7,237	6,952	6,997
Jackson	6,231	6,181	6,315	6,014	6,068
Lincoln	17,733	17,962	18,287	17,862	18,022
Madison	4,283	4,148	4,297	4,236	4,139
Morehouse	10,752	10,715	10,774	9,885	9,821
Ouachita	68,859	67,985	67,874	66,150	66,246
Richland	8,137	8,152	8,285	8,037	8,284
Tensas	2,143	2,044	1,944	1,804	1,698
Union	9,889	9,667	9,582	9,205	9,218
W. Carroll	4,713	4,053	3,987	3,760	3,695
NE Louisiana	143,092	141,370	141,687	136,845	137,194
Louisiana	1,900,240	1,941,642	1,974,881	1,923,739	1,926,492
Source: US Bureau of Labor Statistics					

# Labor Force Statistics

Unemployment Rate					
	2006	2007	2008	2009	2010
City of Monroe	4.3	5.0	5.5	7.3	8.9
Caldwell	3.8	4.2	4.7	9.3	9.8
E. Carroll	7.6	8.7	9.5	12.6	15.2
Franklin	5.7	5.9	6.8	10.4	11.2
Jackson	3.8	3.9	4.4	7.4	7.3
Lincoln	4.2	4.4	4.9	7.2	8.3
Madison	5.6	6.0	7.1	9.1	10.6
Morehouse	6.0	7.2	8.1	14.1	14.2
Ouachita	3.8	4.5	4.6	6.7	7.7
Richland	4.7	5.6	5.9	9.4	10.1
Tensas	7.0	6.7	7.6	11.7	15.1
Union	3.9	4.5	4.9	10.4	8.6
W. Carroll	6.0	8.4	9.4	15.8	16.1
NE Louisiana	5.2	5.8	6.5	8.6	9.5
Louisiana	3.9	3.8	4.4	6.6	7.5

Source: US Bureau of Labor Statistics

Unemployment					
	2006	2007	2008	2009	2010
City of Monroe	945	1,071	1,178	1,558	1,931
Caldwell	168	191	211	425	447
East Carroll	234	263	287	374	454
Franklin	443	457	528	808	879
Jackson	248	248	290	482	475
Lincoln	779	820	939	1,390	1,635
Madison	253	263	329	426	489
Morehouse	684	831	946	1,617	1,632
Ouachita	2,686	3,172	3,295	4,777	5,532
Richland	398	481	515	838	933
Tensas	162	146	160	239	301
Union	405	456	496	1,063	864
West Carroll	301	374	413	705	707
NE Louisiana	6,761	7,702	8,409	13,144	14,348
Louisiana	77,823	75,867	90,729	136,146	155,183

Source: US Bureau of Labor Statistics

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

	2005	2006	2007	2008	2009
<b>Louisiana</b>	<b>1,982,867</b>	<b>1,949,562</b>	<b>2,014,645</b>	<b>2,040,446</b>	<b>2,000,884</b>
Caldwell	2,693	2,755	2,898	2,892	2,829
East Carroll	2,261	2,408	2,437	2,380	2,345
Franklin	5,914	5,906	5,975	5,958	5,884
Jackson	3,868	3,751	3,972	3,955	3,810
Lincoln	19,055	19,802	19,896	20,243	19,822
Madison	3,880	3,802	3,727	3,896	3,979
Morehouse	8,238	8,197	8,090	8,129	7,507
Ouachita	74,838	75,528	75,349	74,997	73,861
Richland	6,262	6,304	6,458	6,628	6,591
Tensas	1,793	1,750	1,703	1,759	1,735
Union	6,040	5,801	5,637	5,599	5,090
West Carroll	2,965	3,294	2,797	2,729	2,679
NE Louisiana	137,807	139,298	138,939	139,165	136,132
<b>United States</b>	<b>139,554,000</b>	<b>141,916,000</b>	<b>143,526,000</b>	<b>143,024,000</b>	<b>136,736,000</b>

Source: U.S. Bureau of Economic Analysis

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

	2005	2006	2007	2008	2009	% growth 2005-08	% growth 2007-08
<b>Louisiana</b>	<b>68,015,139</b>	<b>72,632,253</b>	<b>78,629,015</b>	<b>83,867,373</b>	<b>82,583,704</b>	<b>23.3%</b>	<b>-1.5%</b>
NE Louisiana	3,956,845	4,187,466	4,340,825	4,515,420	4,520,462	14.1%	0.1%
Caldwell	67,074	70,572	76,552	82,713	83,350	23.3%	0.8%
East Carroll	57,401	61,786	64,613	65,781	66,988	14.6%	1.8%
Franklin	132,890	138,454	148,700	157,623	157,023	18.6%	-0.4%
Jackson	120,665	121,062	132,201	133,763	132,769	10.9%	-0.7%
Lincoln	530,511	578,016	614,255	667,936	660,517	25.9%	-1.1%
Madison	91,915	93,739	98,974	108,197	110,287	17.7%	1.9%
Morehouse	238,717	237,668	244,022	260,135	242,302	9.0%	-6.9%
Ouachita	2,291,358	2,415,862	2,518,647	2,571,808	2,603,558	12.2%	1.2%
Richland	155,008	163,372	172,896	186,284	189,656	20.2%	1.8%
Tensas	44,450	48,467	46,089	50,358	52,494	13.3%	4.2%
Union	142,612	146,012	148,982	152,242	139,943	6.8%	-8.1%
West Carroll	84,244	112,456	74,894	78,580	81,575	-6.7%	3.8%
<b>United States</b>	<b>5,694,792,000</b>	<b>6,060,261,000</b>	<b>6,414,505,000</b>	<b>6,551,432,000</b>	<b>6,266,732,000</b>	<b>15.0%</b>	<b>-4.3%</b>

Source: U.S. Bureau of Economic Analysis

## Labor Market Data by Industry, by Region and Selected Parishes, 2009-2010

Northeast Louisiana (w/ Lincoln Parish)	2009				2010			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
<b>All Industries</b>	<b>9,287</b>	<b>125,965</b>	<b>\$4,073,692,680</b>	<b>\$622</b>	<b>9,457</b>	<b>124,474</b>	<b>\$4,068,480,406</b>	<b>\$629</b>
Agriculture, forestry, fishing and hunting	331	2,094	\$53,628,185	\$493	333	2,050	\$57,801,528	\$542
Mining	60	390	\$23,995,083	\$1,183	64	448	\$24,573,543	\$1,056
Utilities	108	1,052	\$46,291,892	\$846	108	1,020	\$44,418,208	\$838
Construction	779	6,779	\$276,253,029	\$784	802	6,238	\$227,564,469	\$702
Manufacturing	293	10,048	\$476,897,097	\$913	303	10,050	\$468,466,412	\$896
Wholesale trade	444	4,367	\$209,905,810	\$924	441	3,993	\$193,702,173	\$933
Retail trade	1,397	16,393	\$355,039,949	\$417	1,413	16,401	\$369,022,583	\$433
Transportation and warehousing	359	2,858	\$118,081,470	\$795	378	2,901	\$125,079,645	\$829
Information	146	2,165	\$80,340,789	\$714	146	2,100	\$79,312,672	\$726
Finance and insurance	690	5,531	\$213,256,984	\$741	706	5,817	\$225,570,305	\$746
Real estate and rental and leasing	422	1,727	\$50,837,583	\$566	412	1,634	\$50,447,209	\$594
Professional and technical services	783	4,003	\$170,729,383	\$820	798	3,966	\$173,644,387	\$842
Management of companies and enterprises	39	1,730	\$111,054,840	\$1,234	44	1,725	\$130,580,520	\$1,456
Administrative and waste services	373	4,909	\$121,423,935	\$476	390	4,509	\$114,942,027	\$490
Educational services	79	15,530	\$528,808,242	\$655	83	15,712	\$528,468,025	\$647
Health care and social assistance	1,105	25,271	\$788,001,404	\$600	1,128	25,078	\$800,056,906	\$614
Arts, entertainment, and recreation	113	1,220	\$17,782,318	\$280	118	1,177	\$17,427,218	\$285
Accommodation and food services	539	10,016	\$119,387,330	\$229	569	9,682	\$121,490,527	\$241
Other services, except public administration	746	3,121	\$75,834,633	\$467	755	2,985	\$74,492,403	\$480
Public administration	421	6,660	\$233,929,174	\$675	424	6,867	\$238,932,758	\$669

## Labor Market Data by Industry, by Region and Selected Parishes, 2009-2010

Ouachita Parish	2009				2010			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
<b>All Industries</b>	<b>4,697</b>	<b>69,361</b>	<b>\$2,374,245,757</b>	<b>\$658</b>	<b>4790</b>	<b>68,325</b>	<b>\$2,374,606,802</b>	<b>\$713</b>
Agriculture, forestry, fishing and hunting	24	107	\$3,027,730	\$544	26	120.75	\$4,962,796	\$743
Mining	27	124	\$7,133,072	\$1,106	27	105.75	\$5,577,976	\$758
Utilities	24	537	\$26,265,746	\$941	22	496.25	\$24,271,539	\$746
Construction	416	3,592	\$157,811,871	\$845	432	3,260	\$119,901,952	\$714
Manufacturing	151	5,567	\$268,880,450	\$929	156	5,413	\$278,271,002	\$749
Wholesale trade	247	2,629	\$130,710,717	\$956	246	2,430	\$124,086,425	\$747
Retail trade	716	8,794	\$194,072,875	\$424	719	8,851	\$203,616,082	\$680
Transportation and warehousing	129	1,558	\$67,624,904	\$835	128	1,532	\$67,011,479	\$730
Information	83	1,623	\$63,752,956	\$755	82	1,593	\$63,422,009	\$721
Finance and insurance	391	3,819	\$147,934,104	\$745	400	4,098	\$157,086,745	\$715
Real estate and rental and leasing	231	1,072	\$34,942,126	\$627	229	1,026	\$34,880,712	\$706
Professional and technical services	486	2,827	\$123,217,667	\$838	498	2,791	\$124,507,690	\$733
Management of companies and enterprises	20	1,290	\$96,484,324	\$1,438	22	1,253	\$114,792,342	\$837
Administrative and waste services	224	3,471	\$78,462,655	\$435	239	3,195	\$76,486,098	\$662
Educational services	34	6,951	\$240,536,197	\$665	38	7,076	\$242,206,038	\$690
Health care and social assistance	605	13,108	\$458,559,810	\$673	622	13,005	\$459,819,003	\$702
Arts, entertainment, and recreation	55	823	\$11,812,858	\$276	58	793	\$11,661,514	\$652
Accommodation and food services	297	6,202	\$77,169,223	\$239	307	5,996	\$78,263,350	\$648
Other services, except public administration	406	2,026	\$50,069,117	\$475	406	1,962	\$49,395,849	\$677
Public administration	96	3,195	\$134,649,981	\$810	97	3,273	\$133,073,459	\$715

## Labor Market Data by Industry, by Region and Selected Parishes, 2009-2010

Morehouse Parish	2009				2010			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
<b>All Industries</b>	<b>588</b>	<b>6,804</b>	<b>\$213,422,339</b>	<b>\$603</b>	<b>592</b>	<b>6,616</b>	<b>\$186,373,163</b>	<b>\$542</b>
Agriculture, forestry, fishing and hunting	53	375	\$8,559,473	\$439	51	366	\$8,949,917	\$465
Mining	2	*	*	*	2	*	*	*
Utilities	8	58	\$2,435,954	\$808	9	61	\$2,535,616	\$801
Construction	40	298	\$10,996,948	\$710	43	283	\$11,070,137	\$763
Manufacturing	23	285	\$36,612,219	\$2,470	23	227	\$8,637,382	\$735
Wholesale trade	20	234	\$11,773,843	\$968	21	255	\$12,761,227	\$964
Retail trade	96	991	\$22,112,498	\$429	98	971	\$21,993,586	\$436
Transportation and warehousing	21	127	\$5,511,992	\$835	21	95	\$3,987,546	\$808
Information	8	86	\$2,710,340	\$606	8	88	\$2,723,528	\$600
Finance and insurance	46	190	\$6,794,895	\$688	47	184.75	\$6,987,512	\$729
Real estate and rental and leasing	29	103	\$2,080,899	\$389	27	91	\$1,904,984	\$403
Professional and technical services	24	100	\$3,125,571	\$601	24	92	\$2,866,930	\$603
Management of companies and enterprises	1	*	*	*	1	*	*	*
Administrative and waste services	14	107	\$4,187,367	\$753	15	67	\$2,085,055	\$605
Educational services	4	*	*	*	4	*	*	*
Health care and social assistance	83	1,862	\$46,301,989	\$478	82	1,883	\$47,433,447	\$485
Arts, entertainment, and recreation	4	38	\$724,326	\$367	4	36	\$628,711	\$349
Accommodation and food services	31	470	\$5,333,383	\$218	33	453	\$5,520,765	\$234
Other services, except public administration	48	197	\$3,345,666	\$327	48	177	\$3,164,856	\$347
Public administration	34	401	\$12,260,502	\$588	34	408	\$14,287,363	\$677

## Labor Market Data by Industry, by Region and Selected Parishes, 2009-2010

Lincoln Parish	2009				2010			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
<b>All Industries</b>	<b>1,188</b>	<b>18,246</b>	<b>\$598,782,497</b>	<b>\$631</b>	<b>1,205</b>	<b>17,963</b>	<b>\$594,682,716</b>	<b>\$637</b>
Agriculture, forestry, fishing and hunting	29	182	\$4,762,417	\$503	25	121	\$3,553,717	\$570
Mining	13	131	\$10,205,375	\$1,498	13	96	\$5,964,304	\$1,204
Utilities	23	124	\$3,946,026	\$612	23	135	\$4,761,868	\$680
Construction	110	1,305	\$53,910,558	\$794	105	1095	\$42,638,106	\$744
Manufacturing	32	1,383	\$65,100,805	\$905	36	1336	\$63,849,798	\$920
Wholesale trade	51	565	\$25,866,733	\$880	52	346	\$13,760,401	\$766
Retail trade	182	2,279	\$50,859,635	\$429	187	2250	\$52,313,760	\$447
Transportation and warehousing	34	339	\$15,164,387	\$860	34	504	\$25,342,241	\$967
Information	18	251	\$7,415,686	\$568	17	215	\$6,657,066	\$597
Finance and insurance	96	627	\$25,602,805	\$785	100	654	\$26,819,711	\$789
Real estate and rental and leasing	61	246	\$5,554,041	\$434	61	245	\$6,024,252	\$472
Professional and technical services	102	477	\$21,886,573	\$882	104	497	\$24,091,234	\$930
Management of companies and enterprises	10	91	\$7,787,365	\$1,646	10	113	\$8,762,762	\$1,534
Administrative and waste services	61	752	\$19,334,005	\$494	57	830	\$22,009,871	\$509
Educational services	13	3,520	\$135,576,980	\$741	14	3601	\$132,116,295	\$705
Health care and social assistance	113	3,408	\$100,940,964	\$570	112	3362	\$109,452,244	\$627
Arts, entertainment, and recreation	11	81	\$894,823	\$212	10	86	\$1,076,365	\$242
Accommodation and food services	79	1,650	\$17,600,016	\$205	88	1643	\$18,497,735	\$217
Other services, except public administration	101	352	\$8,942,858	\$489	108	347	\$8,976,828	\$498
Public administration	42	456	\$16,955,741	\$715	42	471	\$17,648,877	\$722

Parishes	2009				2010			
	Units	Employment	Estimated total wages	Weekly Wage \$	Units	Employment	Estimated total wages	Weekly Wage \$
Caldwell	241	2,591	\$73,294,535	\$544	245	2,463	\$71,898,502	\$561
East Carroll	207	2,041	\$56,311,858	\$531	212	1,965	\$56,151,399	\$551
Franklin	448	5,322	\$135,242,660	\$489	458	5,280	\$137,391,941	\$500
Jackson	310	3,504	\$120,070,125	\$659	318	3,597	\$128,546,671	\$687
Madison	299	3,556	\$94,980,484	\$514	312	3,430	\$89,888,487	\$504
Richland	524	6,157	\$170,178,015	\$532	530	6,367	\$184,675,562	\$558
Tensas	155	1,313	\$43,038,538	\$630	152	1,212	\$42,155,284	\$669
Union	407	4,633	\$123,514,058	\$513	420	4,889	\$134,803,290	\$530
West Carroll	225	2,438	\$70,611,814	\$557	227	2,368	\$67,306,589	\$546

#### Average Annual Wages per Job, by Parish: 2005-2009 (current dollars)

	2005	2006	2007	2008	2009	% growth 2005-09	% growth 2008-09
Louisiana	34,301	37,256	39,029	41,102	41,274	20.3%	0.4%
NE Louisiana	26,388	27,895	28,263	29,691	30,425	15.3%	2.5%
Caldwell	24,907	25,616	26,415	28,601	29,463	18.3%	3.0%
East Carroll	25,387	25,659	26,513	27,639	28,566	12.5%	3.4%
Franklin	22,470	23,443	24,887	26,456	26,686	18.8%	0.9%
Jackson	31,196	32,275	33,283	33,821	34,848	11.7%	3.0%
Lincoln	27,841	29,190	30,873	32,996	33,322	19.7%	1.0%
Madison	23,689	24,655	26,556	27,771	27,717	17.0%	-0.2%
Morehouse	28,978	28,995	30,163	32,001	32,277	11.4%	0.9%
Ouachita	30,618	31,986	33,426	34,292	35,249	15.1%	2.8%
Richland	24,754	25,916	26,772	28,106	28,775	16.2%	2.4%
Tensas	24,791	27,695	27,063	28,629	30,256	22.0%	5.7%
Union	23,611	25,170	26,429	27,191	27,494	16.4%	1.1%
West Carroll	28,413	34,140	26,777	28,794	30,450	7.2%	5.8%
United States	40,807	42,703	44,692	45,807	45,831	12.3%	0.1%

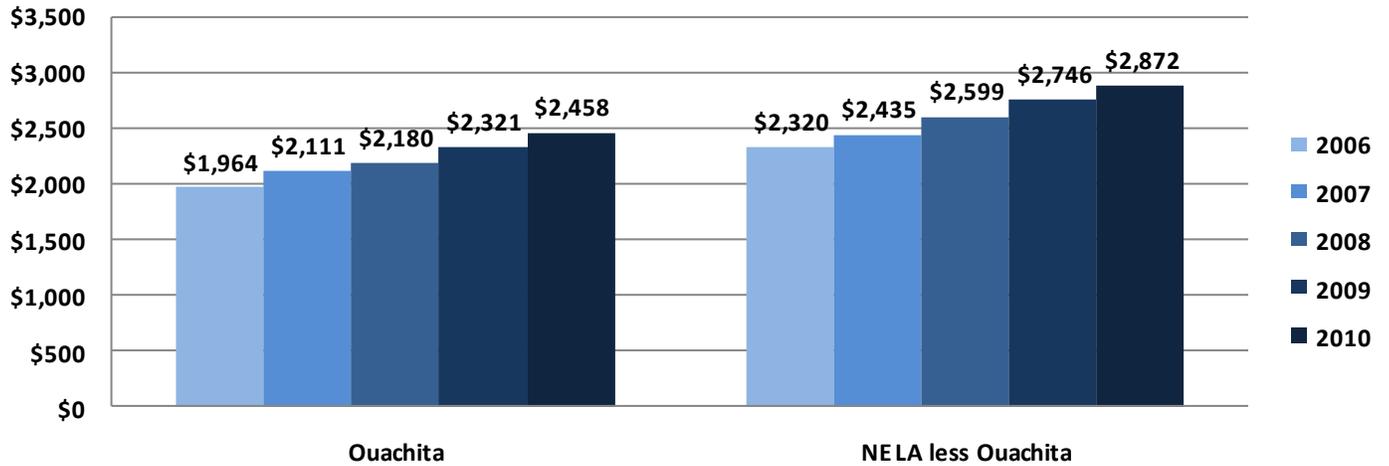
## Business Climate Data

Major Northeast Louisiana Private (non-retail) Employers (employment ≥ 200)		
Company	Product/Service	Approximate Northeast LA Employment
St Francis Medical Center	Medical Services	2500
J.P. Morgan Chase	Mortgage/Financial Services/Retail Banking	2000
CenturyLink	Telecommunications	1500
Graphic Packaging	Paper/Container Products	1200
Foster Farms	Poultry Processing	1100
Glenwood Regional Medical Center	Medical Services	900
Entergy	Electrical Utility	400
Bancroft Bags	Bags, Paper Containers	400
Berry Plastics Corporation	Plastics	360
D G Foods	Chicken Processing	320
Gardner Denver-Thomas	Pumps (manufacturing)	300
Con Agra Foods	Food processing	280
Angus Chemical	Chemicals	250
Sapa Extrusions, Inc.	Aluminum Extrusion	235

**Of course, the big news for 2011 is the announcement by CenturyLink** that they plan to expand their Monroe operations and bring an additional 800 jobs (average annual compensation of \$65,000) to our area over the next 5 to 10 years. This expansion is on top of the local consolidation of 300 jobs they announced previously in 2009.

**The estimated economic impact of the current (800 job) expansion** is in excess of \$100 million dollars of annual household income and more than 2000 jobs created from both direct hiring by CenturyLink and secondary effects. That the average compensation rates reflect mortgage qualifying income suggests, as well, eventual increases in demand for new and existing homes in Northeast Louisiana as well as the possibility of in-migration, something this area has lacked for the past 10 years.

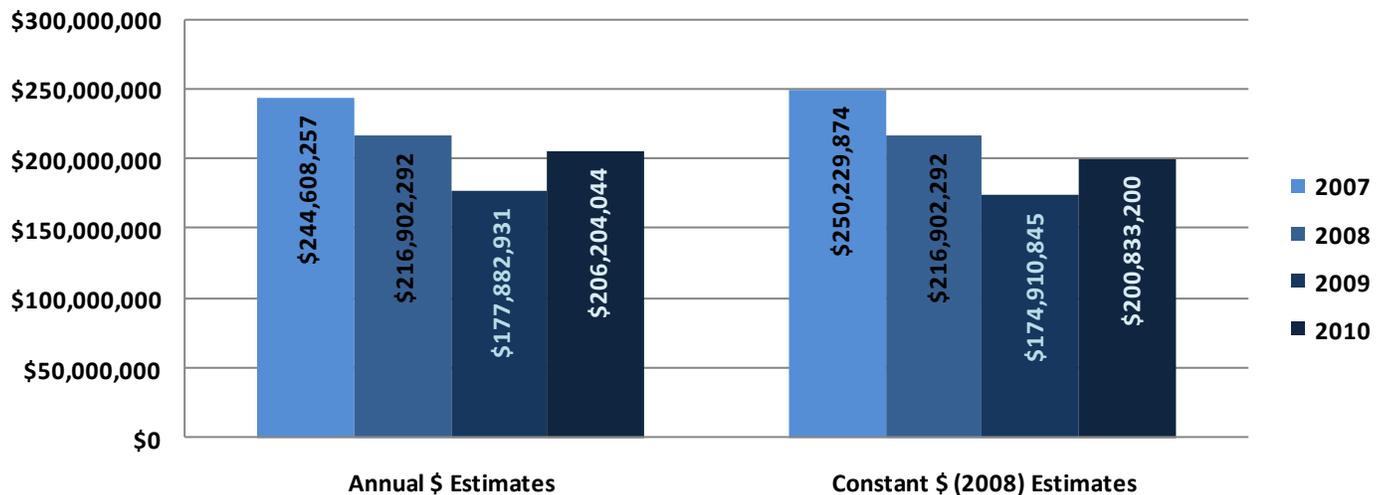
## Total FDIC Deposit values (in millions)



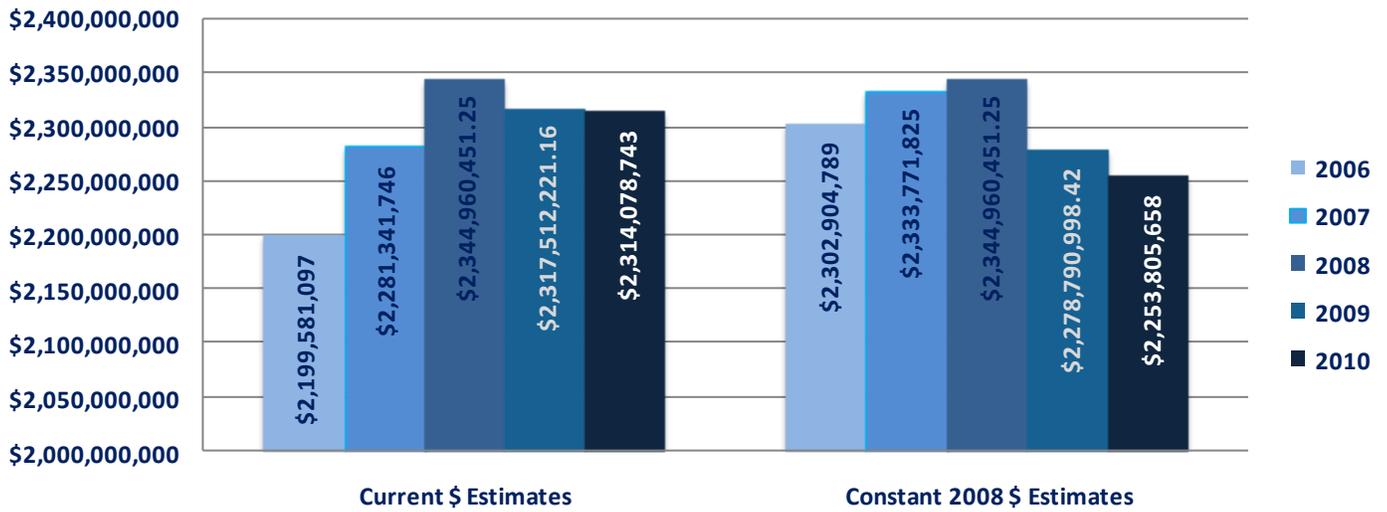
## Total New Car, Van, and Truck Registrations \* (includes car fleet)

	2007	2008	2009	2010	change '09-'10
NE LA	14,663	12,794	9,535	10,456	921
Ouachita	6,690	5,654	4,221	4,755	534
Lincoln	1,778	1,613	1,221	1,267	46
Morehouse	963	860	637	683	46
Union	963	850	640	689	49
Louisiana	255,748	215,832	157,887	160,420	2,533

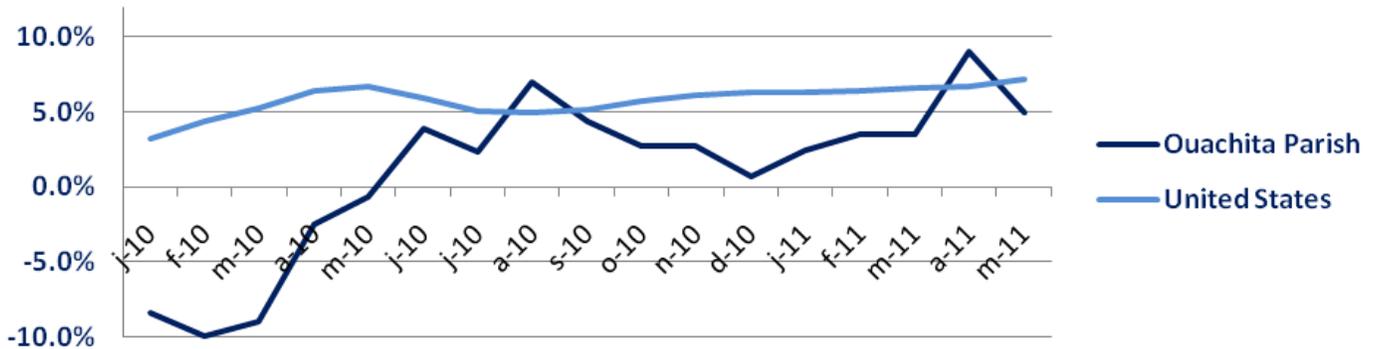
## \$ Value of New and Used Vehicle Registrations : Ouachita Parish Only



### Estimated Non-Auto Retail Sales for Ouachita Parish, 2006-2010 \*



### 3 month average change in non-automotive retail sales for Ouachita Parish (Monroe) and the U.S.: Jan 2010-May 2011

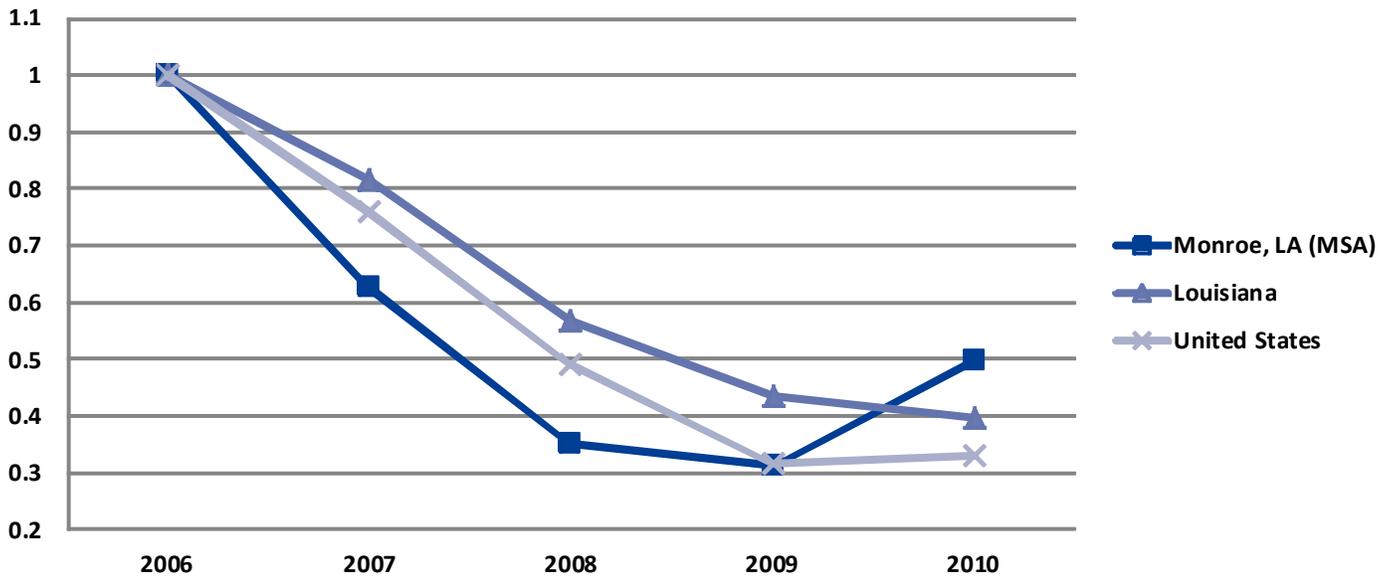


### Percentage Change in Annual/Seasonal (Estimated) Non-auto Retail Sales

2009	% change Annual	% change Seasonal
United States	-4.80%	3.50%
Ouachita Parish	-1.20%	-3.00%
2010	% change Annual	% change Seasonal
United States	5.80%	6.40%
Ouachita Parish	-0.15%	4.70%

\*All Ouachita Parish estimated retail sales and auto registration values derived from Parish sales tax collections.

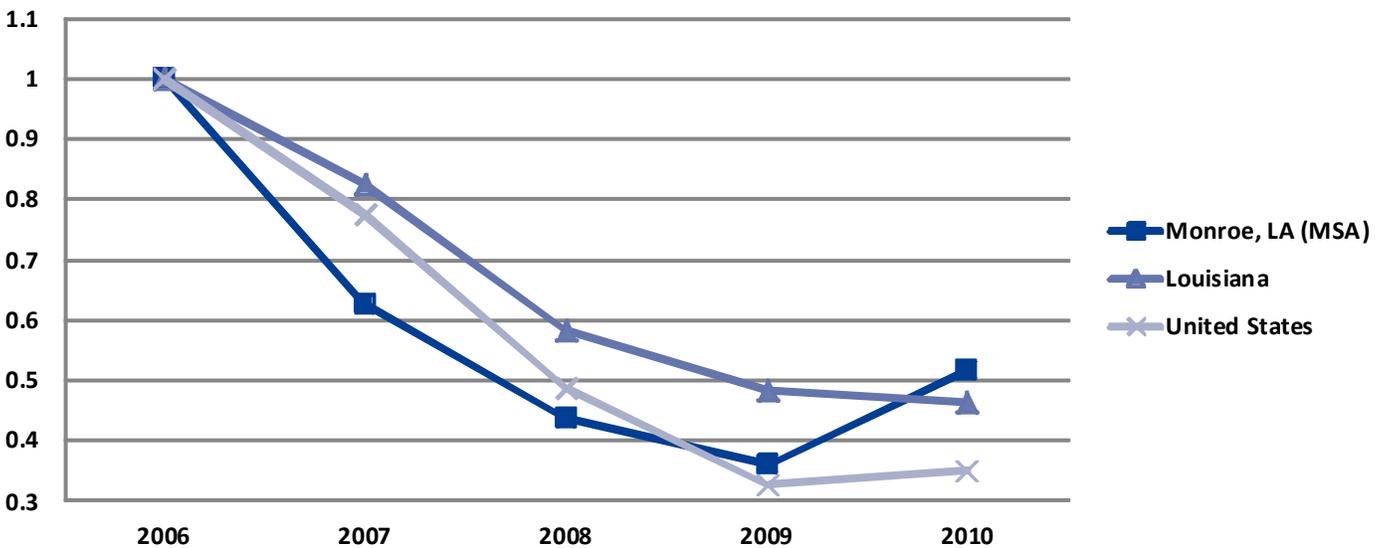
## Residential Construction Permits Index: 2006=1



Housing units	2006	2007	2008	2009	2010
Monroe (MSA)	883	555	311	276	441

Source: US Department of Commerce, Census Division

## Residential Construction Permit Valuation Index: 2006=1



Valuation	2006	2007	2008	2009	2010
Monroe (MSA)	\$118,315,000	\$74,076,000	\$51,477,000	\$42,457,000	\$60,939,000

Commercial/Industrial Utility Rates for Louisiana and the United States, Feb 2010- Feb 2011

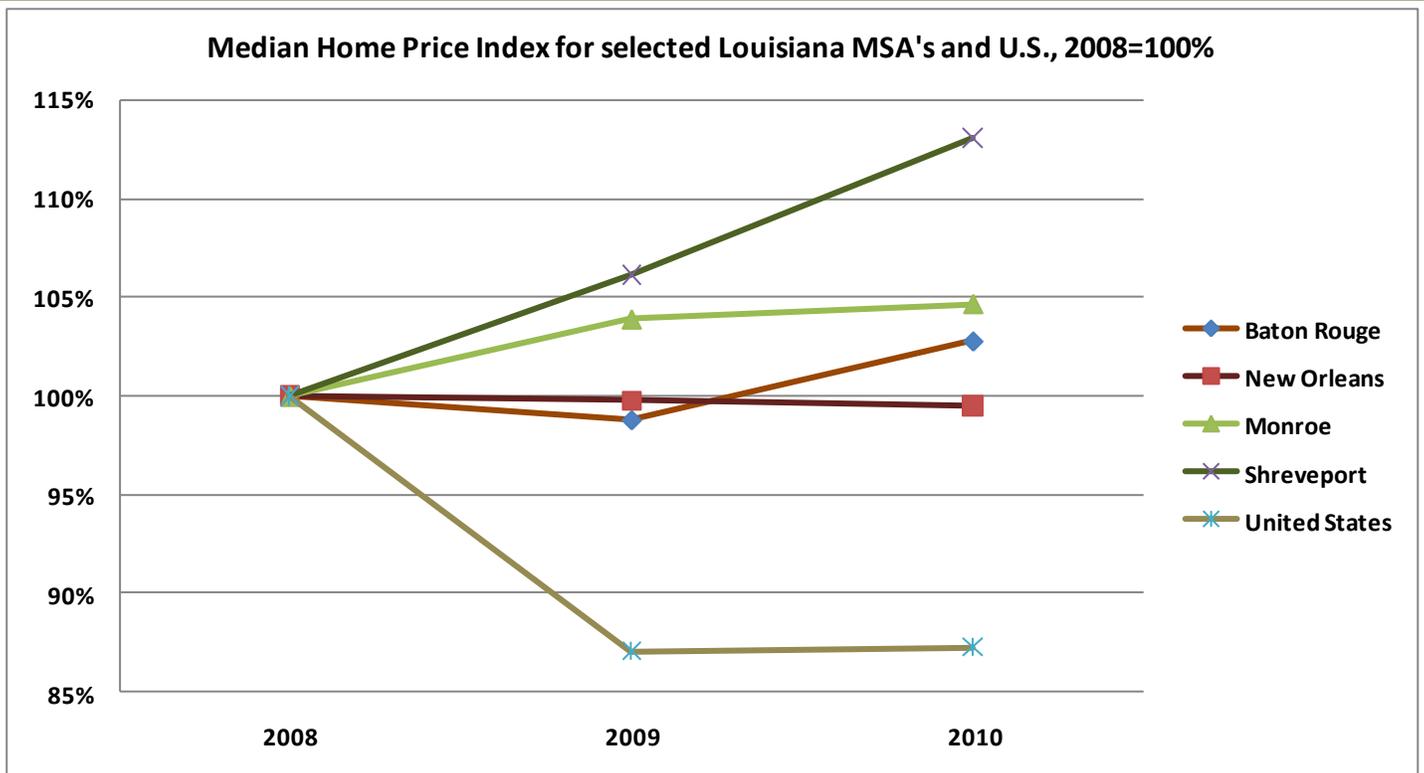
<i>Electricity price/kwh:</i>	Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11
U.S. Commercial	\$0.0993	\$0.1008	\$0.0999	\$0.1024	\$0.1061	\$0.1076	\$0.1074	\$0.1062	\$0.1029	\$0.1007	\$0.0981	\$0.0988	\$0.1011
<b>Louisiana Commercial</b>	<b>\$0.0854</b>	<b>\$0.0919</b>	<b>\$0.0909</b>	<b>\$0.0899</b>	<b>\$0.0880</b>	<b>\$0.0905</b>	<b>\$0.0919</b>	<b>\$0.0938</b>	<b>\$0.0954</b>	<b>\$0.0883</b>	<b>\$0.0809</b>	<b>\$0.0794</b>	<b>\$0.0836</b>
U.S. Industrial	\$0.0655	\$0.0651	\$0.0659	\$0.0666	\$0.0700	\$0.0728	\$0.0718	\$0.0704	\$0.0682	\$0.0659	\$0.0659	\$0.0673	\$0.0672
<b>Louisiana Industrial</b>	<b>\$0.0869</b>	<b>\$0.0937</b>	<b>\$0.0872</b>	<b>\$0.0826</b>	<b>\$0.0808</b>	<b>\$0.0832</b>	<b>\$0.0847</b>	<b>\$0.0870</b>	<b>\$0.0880</b>	<b>\$0.0844</b>	<b>\$0.0803</b>	<b>\$0.0799</b>	<b>\$0.0838</b>
<i>Natural Gas price/mcf:</i>													
U.S. Commercial	\$9.31	\$9.26	\$9.25	\$9.13	\$9.40	\$9.85	\$9.74	\$9.31	\$9.02	\$8.62	\$8.56	\$8.57	\$8.73
<b>Louisiana Commercial</b>	<b>\$10.19</b>	<b>\$10.22</b>	<b>\$9.47</b>	<b>\$9.88</b>	<b>\$9.91</b>	<b>\$10.32</b>	<b>\$10.37</b>	<b>\$9.49</b>	<b>\$9.46</b>	<b>\$9.20</b>	<b>\$9.04</b>	<b>\$9.18</b>	<b>\$9.11</b>
U.S. Industrial	\$6.70	\$5.92	\$4.99	\$4.99	\$4.95	\$5.39	\$5.27	\$4.52	\$4.65	\$4.51	\$5.42	\$5.55	\$5.56
<b>Louisiana Industrial</b>	<b>\$5.74</b>	<b>\$4.75</b>	<b>\$4.11</b>	<b>\$4.40</b>	<b>\$4.65</b>	<b>\$4.90</b>	<b>\$4.77</b>	<b>\$4.01</b>	<b>\$3.76</b>	<b>\$3.74</b>	<b>\$4.43</b>	<b>\$4.59</b>	<b>\$4.45</b>

Commercial/Industrial Utility Rates for Louisiana and the U.S., Annual Averages: 2005-2010

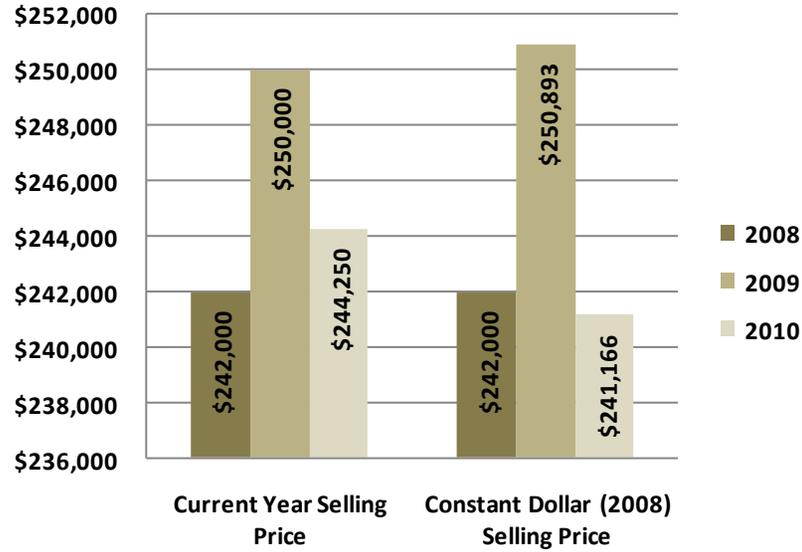
	2005	2006	2007	2008	2009	2010
<i>Electricity price/kwh:</i>						
U.S. Commercial	\$0.0867	\$0.0946	\$0.0965	\$0.1036	\$0.1017	\$0.1026
<b>Louisiana Commercial</b>	<b>\$0.0857</b>	<b>\$0.0903</b>	<b>\$0.0914</b>	<b>\$0.1006</b>	<b>\$0.0775</b>	<b>\$0.0850</b>
U.S. Industrial	\$0.0573	\$0.0616	\$0.0639	\$0.0683	\$0.0681	\$0.0679
<b>Louisiana Industrial</b>	<b>\$0.0675</b>	<b>\$0.0688</b>	<b>\$0.0677</b>	<b>\$0.0794</b>	<b>\$0.0530</b>	<b>\$0.0584</b>
<i>Natural Gas price/mcf:</i>						
U.S. Commercial	\$11.34	\$12.00	\$11.34	\$12.23	\$10.06	\$9.15
<b>Louisiana Commercial</b>	<b>\$11.41</b>	<b>\$11.84</b>	<b>\$11.83</b>	<b>\$13.52</b>	<b>\$10.46</b>	<b>\$9.93</b>
U.S. Industrial	\$8.56	\$7.87	\$7.68	\$9.65	\$5.33	\$5.40
<b>Louisiana Industrial</b>	<b>\$9.11</b>	<b>\$7.42</b>	<b>\$7.08</b>	<b>\$9.32</b>	<b>\$4.31</b>	<b>\$4.63</b>

Local/ Regional Comparison of Monroe/Ouachita Cost of Living: 2010 Average							
Each entry equals the % of the US average (ex. Monroe cost of living is 92.6% of U.S. average)							
MSA	Composite (weight=>)	Grocery (12.49%)	Housing (29.18%)	Utilities (9.98%)	Transp. (11.1%)	Health Care (4.06%)	Misc. Gd & Svc (33.19%)
U.S.	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Baton Rouge	96.0	100.4	101.9	78.3	90.4	97.6	95.8
Hammond	95.8	98.9	95.5	84.9	93	97.2	98.9
Lafayette	99.1	93.5	109.8	81.4	104	88.7	97.3
Lake Charles	97.4	99.8	103.2	89.8	97.1	84.3	95.4
<b>Monroe LA</b>	<b>92.6</b>	<b>95.8</b>	<b>82.8</b>	<b>89.3</b>	<b>97.5</b>	<b>95.8</b>	<b>99.3</b>
New Orleans MSA	96.9	95	100.7	82.4	96.2	93.3	99.4
Shreveport MSA	95.2	95.2	93.3	89.6	93.4	92.9	99.5
Jackson MS	96.9	92.9	93.8	118.4	92	95.5	96.1
Tupelo MS	88.1	91.1	72.1	110.4	93.8	86.4	92.6
Conway AR	86.6	97.9	78.6	92.2	96.6	89.6	84.0
Little Rock- AR	96.4	92.9	92	104.3	94	93.4	100.4
Tyler TX	96.2	92.7	91.2	102.3	100.2	93.0	99.3
Dallas TX	91.8	96.2	70.5	105.7	100.9	103.6	100.4

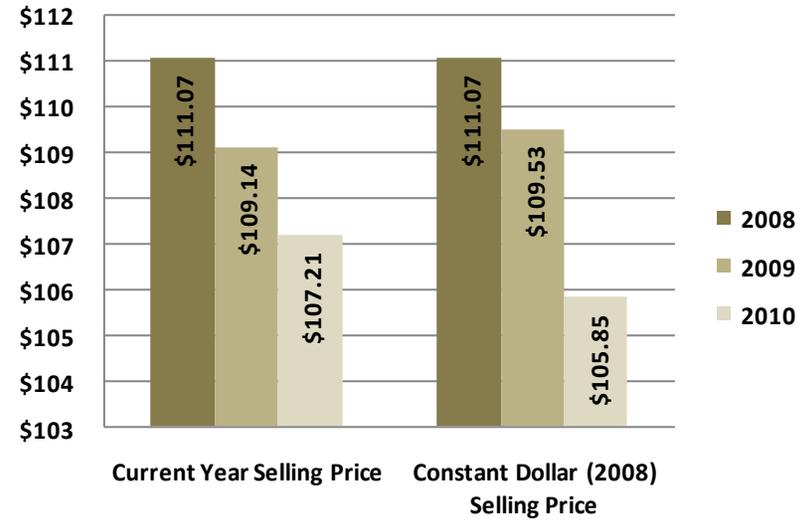
Source: Council for Community and Economic Research (Monroe area data collected by ULM CBER)



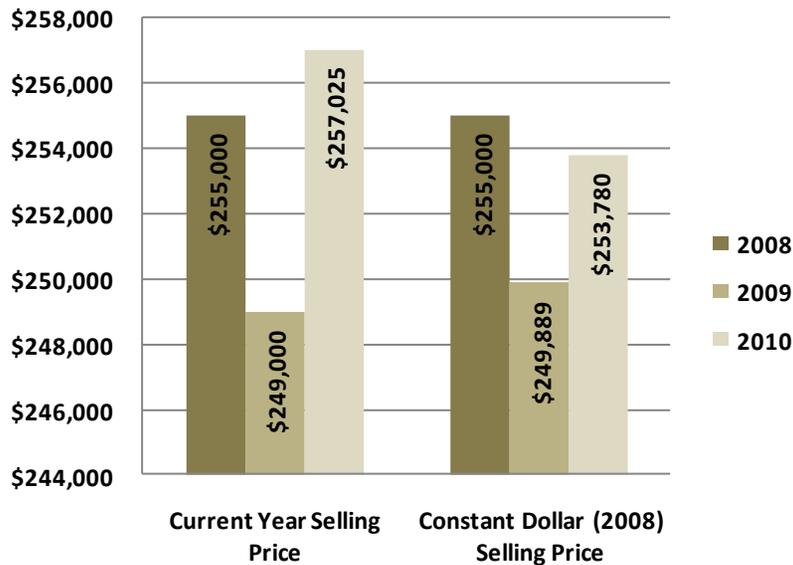
**Median Selling Price for Existing Home ≥ \$200,000 NELA excluding Ouachita**



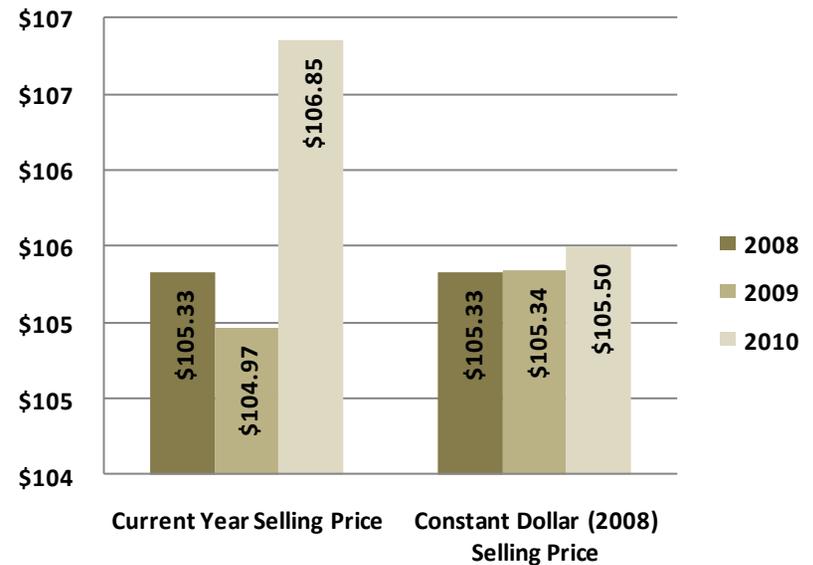
**Price Per Sq. Ft. for Existing Home ≥ \$200,000 NELA excluding Ouachita**



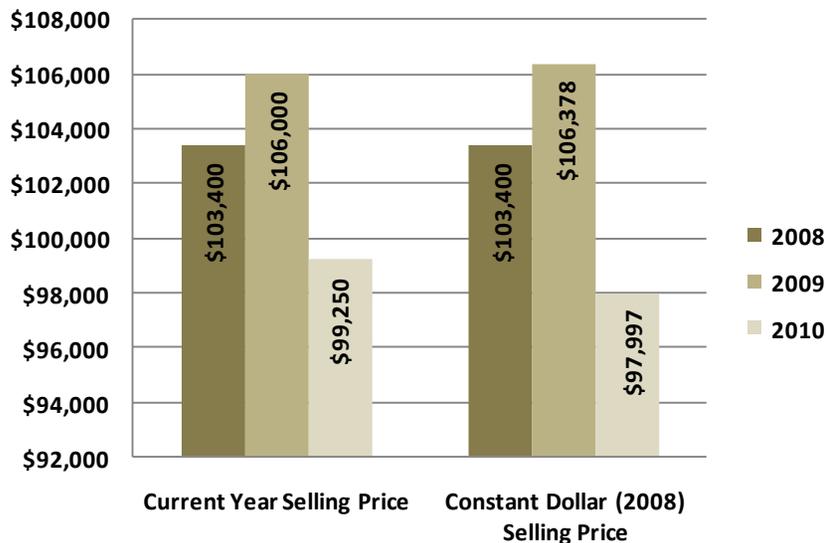
**Median Selling Price for Existing Home ≥ \$200,000 Ouachita Only**



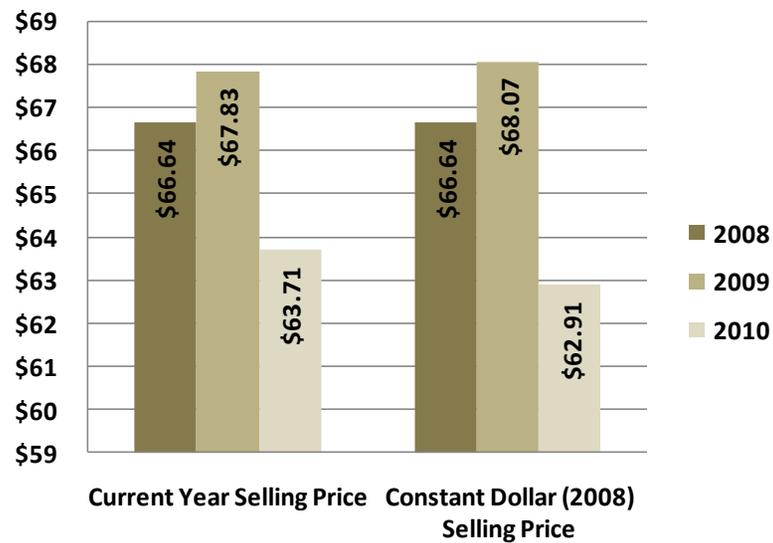
**Price per Sq. Ft. for Existing Home ≥ \$200,000 Ouachita Only**



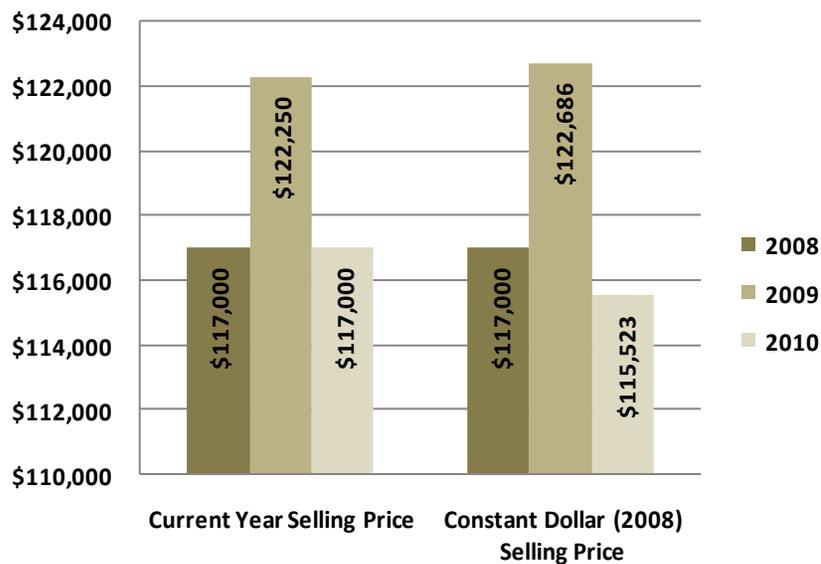
**Median Selling Price for Existing Home <200,000  
NELA excluding Ouachita**



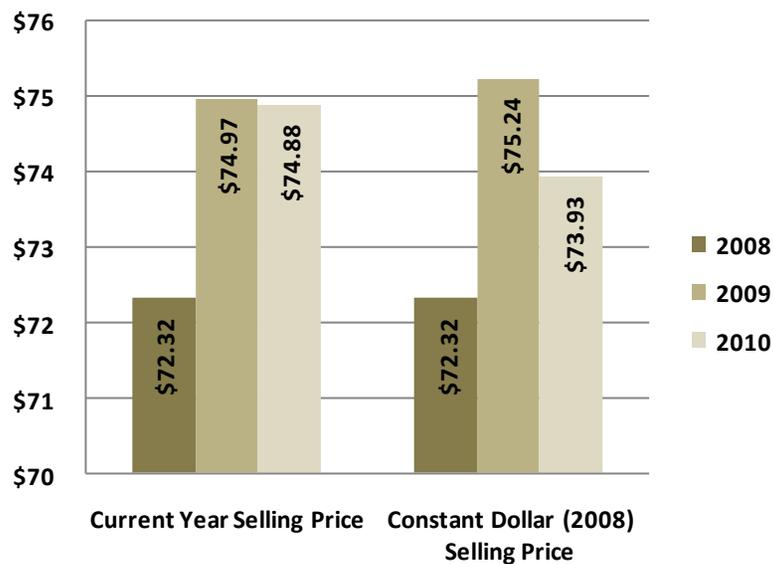
**Price Per Sq. Ft. for Existing Home < \$200,000  
NELA excluding Ouachita**



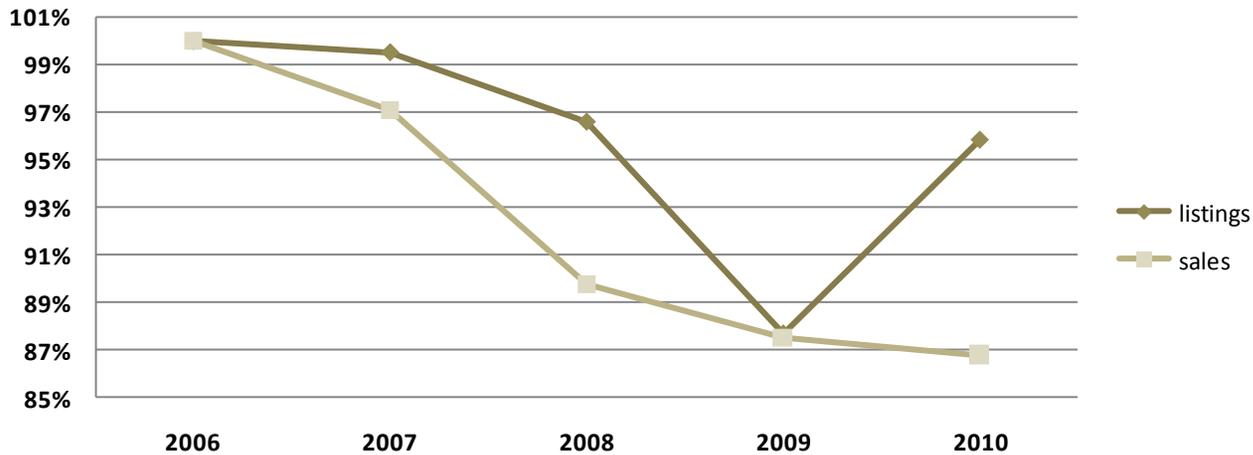
**Median Selling Price for Existing Home <\$200,000  
Ouachita Parish Only**



**Price Per Sq. Ft. for Existing Home < \$200,000  
Ouachita Only**



### Index of Change in Market for existing Homes: Listings and Sales for Lincoln, Morehouse, Ouachita, and Union Parishes



Market for Existing Homes: Ouachita, Morehouse, Lincoln, Union		
	Listings	Sales
2006	2,758	1,730
2007	2,745	1,679
2008	2,664	1,552
2009	2,417	1,513
2010	2,643	1,501

### Residential Utility Rates for Louisiana and the United States, Feb 2009- Feb 2010

Electricity Rates	Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11
<b>United States</b> residential average price/kwh	\$0.11	\$0.11	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.12	\$0.11	\$0.11	\$0.11
<b>Louisiana</b> residential average cents/kwh	\$0.09	\$0.09	\$0.09	\$0.09	\$0.09	\$0.09	\$0.09	\$0.09	\$0.10	\$0.09	\$0.08	\$0.08	\$0.08
Natural Gas Prices	Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Sep '10	Oct '10	Nov '10	Dec '10	Jan '11	Feb '11
<b>United States</b> residential average price/mcf	\$10.57	\$10.83	\$11.7	\$12.71	\$14.24	\$15.5	\$15.91	\$15.03	\$13.07	\$10.71	\$9.88	\$9.79	\$10.00
<b>Louisiana</b> residential average price/mcf	\$10.67	\$10.83	\$12.10	\$15.37	\$16.14	\$17.05	\$17.58	\$16.61	\$15.59	\$11.83	\$9.68	\$9.40	\$9.69

## School Performance Scores\* by School District

School District	SPS 2009	SPS 2010	2009-10 Rank in State	2010-11 % of Free and Reduced Price Lunch	Total K-12 Enrollment 2010 - 11
Caldwell Parish	96.0	97.3	21	70.5	1,670
City of Monroe	85.7	90.1	40	78.9	8,818
East Carroll Parish	81.3	79.4	61	92.2	1,229
Franklin Parish	83.1	77.6	63	84.6	3175
Jackson Parish	89.9	91.8	35	60.9	2,246
Lincoln Parish	94.1	98.0	20	59.6	6,663
Madison Parish	71.8	72.8	66	88.6	1,957
Morehouse Parish	81.2	80.4	58	83.1	4,512
Ouachita Parish	81.2	80.4	13	56.9	19,680
Richland Parish	83.2	88.2	42	79.3	3,349
Tensas Parish	78.8	75.0	65	93.8	676
Union Parish	78.7	81.2	56	78.2	2,590
West Carroll Parish	97.6	97.1	22	74.3	2,219
State of Louisiana	89.4	91.8	n/a	66.2	<b>696,558</b>

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

<b>140.0 or more</b>	<b>Five Stars</b>
<b>120.0 - 139.9</b>	<b>Four Stars</b>
<b>100.0 - 119.9</b>	<b>Three Stars</b>
<b>80.0 - 99.9</b>	<b>Two Stars</b>
<b>60.0 - 79.9</b>	<b>One Star</b>
<b>Below 60.0</b>	<b>(Academically) Unacceptable</b>



"Observation Deck" (Black Bayou Lake NWR) by Charlie Heck.



**Prepared by  
Robert Eisenstadt, PhD**

- **Department of Economics**
- **Director, Center for Business and Economic Research**

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

**Email: [eisenstadt@ulm.edu](mailto:eisenstadt@ulm.edu)  
(318)-342-1151**

**The CBER acknowledges support  
from:**



*Mr. Josh Tubre (MBA, 05/2012) designed and produced the front and back covers and the interior design for this 2011 Edition . The original document layout and design was produced by Ann Bloxom Smith (ULM - retired). Research assistance for this document was provided by Manish Manandhar and Josh Tubre.*