

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.



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

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

Population and Demographic Data

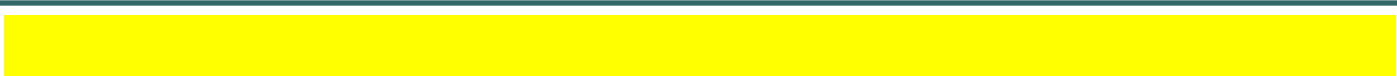
Population and Demographic Data (continued)

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%
NE Louisiana		1.30%	37.0%	0.7%

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 6 (areas of) 8.3.





**growth
005-06**

21.5%
6.8%
7.4%
11.7%
8.7%
-0.7%
9.8%
2.9%
2.4%
7.3%
6.9%
16.4%
3.1%
11.0%

erage

**growth
005-06**

29.0%
6.50%
10.1%
18.0%



	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%						

2004-2005 Median Household Income by Parish, NE Louisiana, State, and US

	2004: Median Household Income	2005: Median Household Income	2004: % of Louisiana Median Income	2005: % of Louisiana Median Income
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%

Labor Force Statistics (continued)

Unemployment					
	2003	2004	2005	2006	2007
City of Monroe	1,833	1,653	1,497	944	1,082
Caldwell	429	341	293	167	196

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

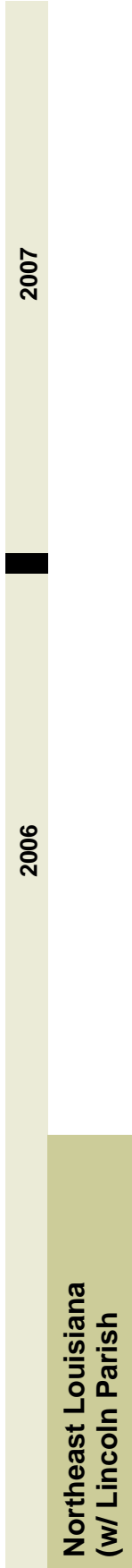
	2002	2003	2004	2005	2006
Louisiana	2,019,981	2,025,043	2,033,543	2,006,271	1,967,129
Caldwell	2,785	2,751	2,710	2,750	2,825
East Carroll	2,671	2,531	2,550	2,396	2,570
Franklin	6,439	6,273	6,250	6,215	6,234
Jackson	4,230	4,242	3,995	3,866	3,741
Lincoln	19,101	19,086	19,260	19,273	19,421
Madison	4,471	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
NE Louisiana	144,591	142,371	141,083	140,060	141,097

Source: U.S. Bureau of Economic Analysis, www.bea.gov; 2006 not available at printing.

Wage and Salary Disbursements

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 \$
Ouachita Parish								
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

Lincoln Parish	2006			2007	
	Units	Employment	Estimated total wages	Weekly Wage \$	Employment

Labor Force Statistics (continued)

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	3,302		430			\$457	

Tyco	Plastics	420
ANGUS Chemical Company	Specialty Chemicals	150
Pilgrim's Pride (Union Parish)	Chicken Processing	1,900 Cha60

002.14 489.6

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
Electricity cents/kwh:													
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
Natural Gas \$/mcf:													
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
Total Non-Residential	31	36	n/a	n/a	425	264	\$45.8	\$37.8	-18%
Ouachita	28	6							

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

	2005	2006	2007	% chg 06-07
Ouachita Parish	\$13,365	\$14,478	\$14,672	1.3%
Lincoln Parish	\$13,577	\$14,853	\$16,163	8.8%
United States	\$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.

Business Climate Data (continued)

Total New Car, Van, and Light Truck Registrations * (includes fleet)

	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				

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

Source for Sales Tax Rates: 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.

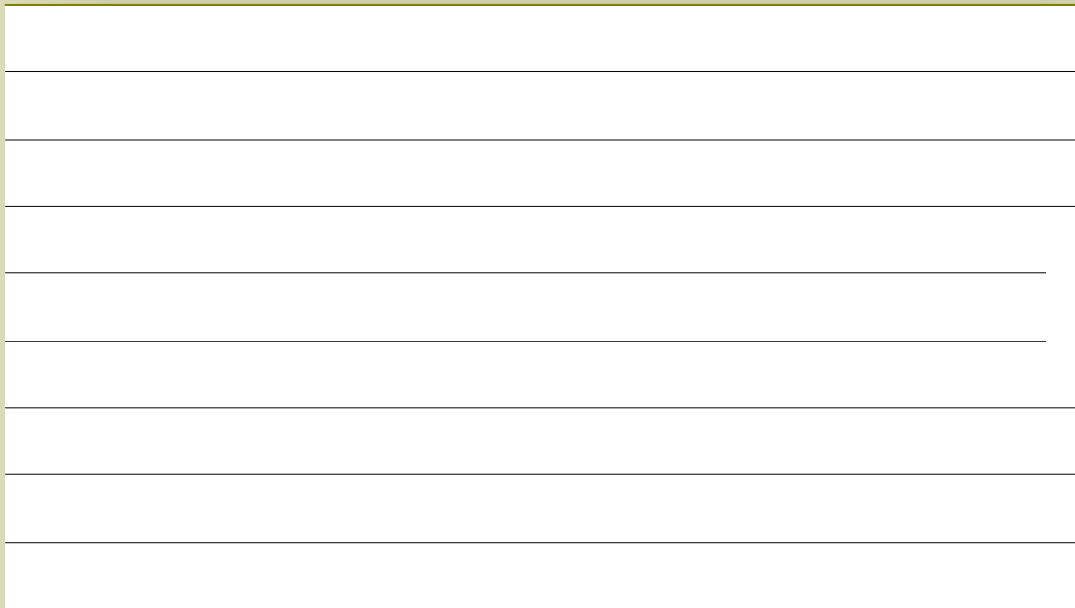
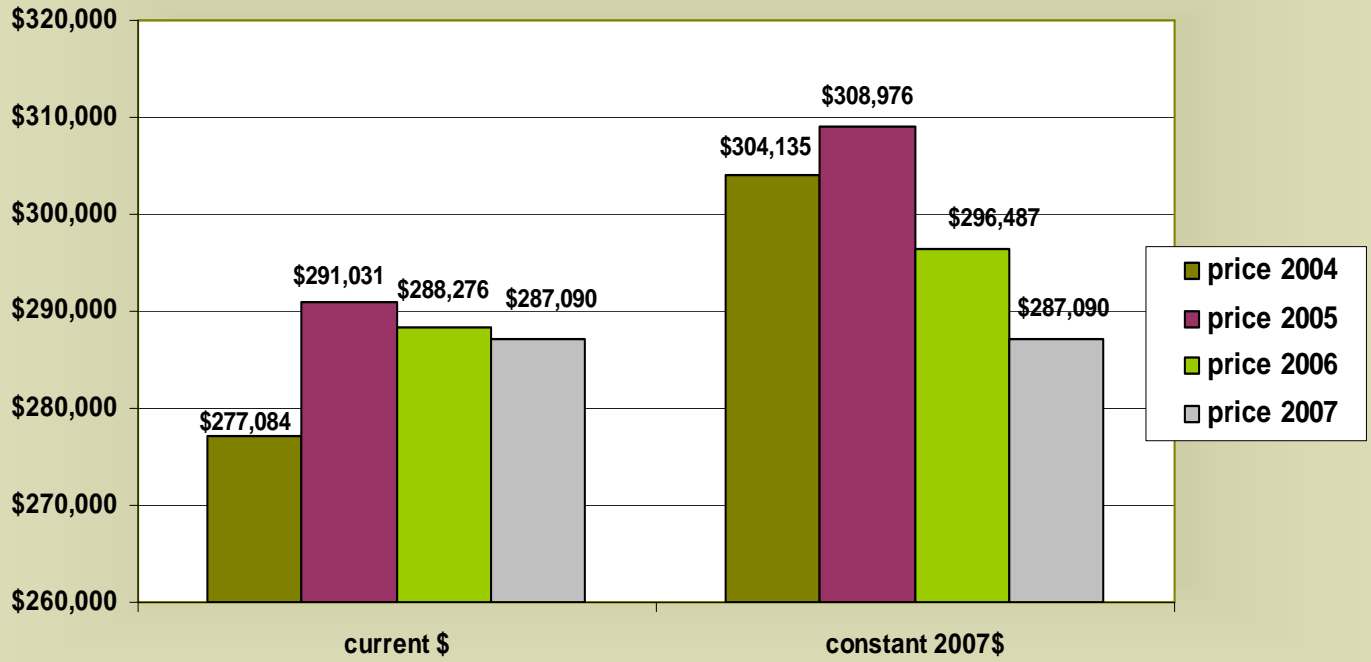
Millage rates shown were obtained via telephone interviews with Parish Assessors' offices.

To find rates for specific Parish wards, please contact the author, Robert Eisenstadt, at eisenstadt@ulm.edu.

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 ass .9215an example, you had \$1000 of At65.02 4d18 0 9 1 1 a7i9 1 174 ref-

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



Quality of Life (continued)

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

Quality of Life (continued)

	Phone	Type
Arts, Theatres, Convention Centers		
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 Louisiana Children's
Museum

323 Walnut St, Monroe

318-361-9611 "Hands-on" education center

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.



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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.

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**