



As of May 2017

Overview

Unemployment Rate, March 2017:

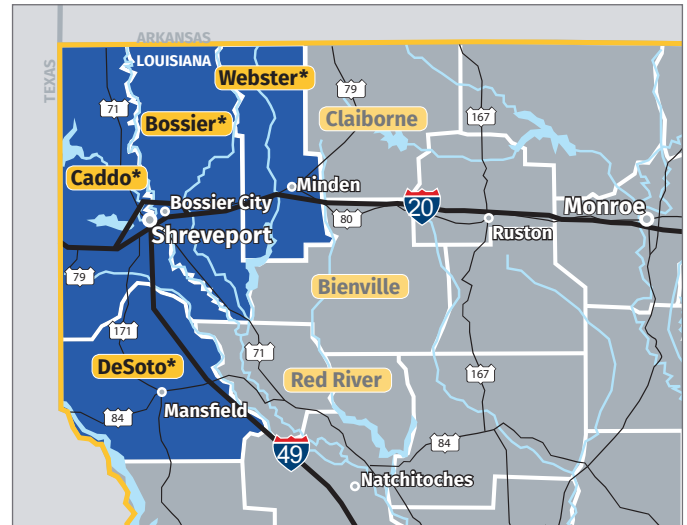
Preliminary, Not Seasonally Adjusted

- United States: 4.6%
- Louisiana: 5.4%
- Caddo Parish: 6.1%
- Bossier Parish: 4.8%
- DeSoto Parish: 6.7%
- Webster Parish: 7.4%
- Shreveport-Bossier City MSA: 5.8%

Parish Demographics:

Population	Caddo	Bossier	DeSoto	Webster
2017 Estimate	250,775	126,675	27,136	39,775
Annual Growth (2017-2022)	-0.5%	0.3%	0.3%	-0.8%
Avg. Household Income				
2017 Estimate	\$65,232	\$72,683	\$58,182	\$53,389
Annual Growth (2017-2022)	3.3%	3.1%	2.8%	2.8%
Households above \$75K	28%	35.6%	27.9%	22%

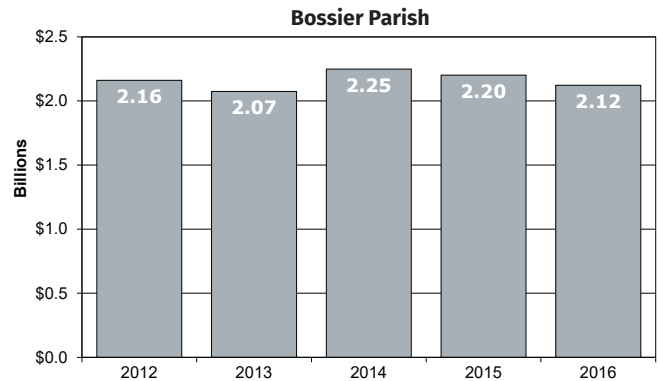
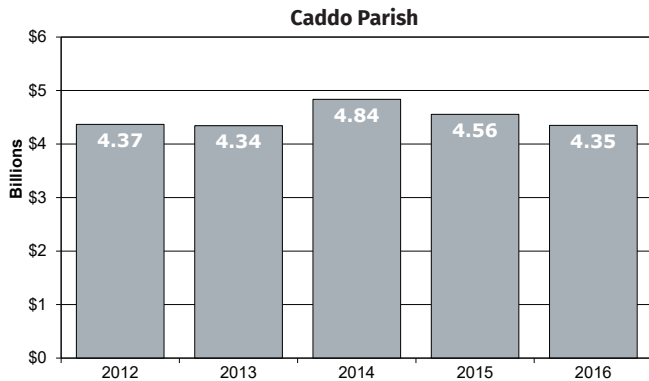
Sources: La. Dept. of Labor, SitesUSA



Retail Sales Estimates

Retail Sales less Motor Vehicle Sales (Parishwide)

Source: LSU-Shreveport's Center for Business & Economic Research



Shreveport/Bossier City:

- North Louisiana is ranked #1 most cost competitive place to do business in the nation by Forbes.com and KPMG Competitive Alternatives for five years.
- N. Louisiana's central location, system of interstates and federal highways, Class 1 rail, airports and four ports make the region a leader in logistics, offering savings and accessibility to businesses.
- Region residents enjoy a low cost of living, low housing costs and low unemployment rates which allow for a high standard of living. Shreveport-Bossier City residents enjoy a cost of living that's only 89.5% of the national average. The cost of living in the Monroe MSA is just 96.4% of the national average.
- Nearly 58,000 students are enrolled in North Louisiana's 11 colleges and universities in key fields such as allied health, pharmacology, engineering, manufacturing, process technology, and business.
- CSRA's Integrated Technology Center located in the National Cyber Research Park in Bossier City opened in 2016, and has plans to open a Customer Engagement Center. Both projects are well underway to adding 1,100 new jobs to the community by 2018.
- Bossier Parish has been named winner of a 2016 Achievement Award from the National Association of Counties (NACo) for its program, "Developing an Innovation Hub," in the Community/Economic Development category.

Source: North Louisiana Economic Partnership