

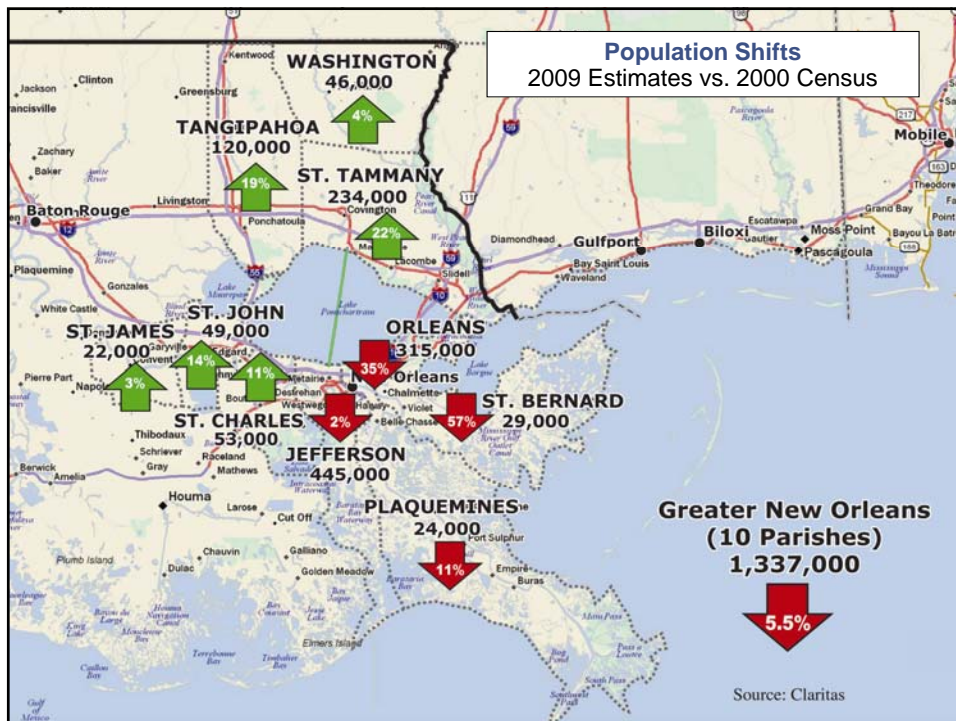
Demographics



- Post-Katrina Challenges
 - Population is a moving target and estimates, particularly in Orleans, vary greatly
 - Traditional methods unreliable
 - The July 2008 Census population estimate for New Orleans was 311,000, but officials believe the estimate is understated by 24,000 and plan to challenge the figure
- Population Shifts
 - Shift within Metro Area and nearby regions
 - Minimal shift outside the region

MARKET WATCH: New Orleans Southshore & Northshore Markets

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Parish Demographics



	<u>Orleans</u>	<u>Jefferson</u>	<u>St. Tammany</u>	<u>Tangipahoa</u>
Population				
2014 Projection	374,016	451,357	257,078	131,674
2009 Estimate	315,383	445,001	234,155	120,030
2000 Census	484,674	455,466	191,268	100,588
Growth 2009-2014	18.59%	1.43%	9.79%	9.70%
Growth 2000-2009	-34.93%	-2.30%	22.42%	19.33%
Growth 1990-2000	-2.47%	1.60%	32.36%	17.36%
Income				
2009 Average Household	\$59,442	\$63,751	\$78,895	\$46,455
5-Yr Projected Growth	14.6%	11.0%	11.6%	8.9%
2009 Per Capita	\$23,848	\$24,951	\$29,328	\$17,451
2009 Households above \$75K	23.42%	28.09%	38.66%	17.69%

Source: Claritas

MARKET WATCH: New Orleans Southshore & Northshore Markets

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Parish Demographics



	<u>Orleans</u>	<u>Jefferson</u>	<u>St. Tammany</u>	<u>Tangipahoa</u>
Education (Population Age 25+)				
Bachelor's Degree	16.41%	14.57%	18.84%	11.10%
Master's Degree	6.68%	3.96%	6.05%	3.59%
Professional School Degree	3.94%	2.47%	2.40%	1.01%
Doctorate Degree	1.55%	0.59%	0.89%	0.80%
Bachelor's or More	28.59%	21.59%	28.18%	16.49%
Housing				
Owner-Occupied	46.10%	64.00%	81.01%	73.97%
Med. Owner-Occ. Value	\$156,308	\$162,744	\$180,517	\$125,235

Source: Claritas

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Parish Demographics



	<u>St. John</u>	<u>St. Charles</u>	<u>St. James</u>
Population			
2014 Projection	52,092	56,035	22,230
2009 Estimate	48,859	53,148	21,842
2000 Census	43,044	48,072	21,216
Growth 2009-2014	6.62%	5.43%	1.78%
Growth 2000-2009	13.51%	10.56%	2.95%
Growth 1990-2000	7.62%	13.28%	1.61%
Income			
2009 Average Household	\$57,862	\$66,498	\$57,473
5-Yr Projected Growth	10.6%	10.2%	12.8%
2009 Per Capita	\$19,826	\$22,993	\$19,744
2009 Households above \$75K	28.83%	33.28%	28.81%

Source: Claritas

MARKET WATCH: New Orleans Southshore & Northshore Markets

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Parish Demographics



	<u>St. John</u>	<u>St. Charles</u>	<u>St. James</u>
Education (Population Age 25+)			
Bachelor's Degree	9.49%	12.55%	6.62%
Master's Degree	2.49%	3.84%	2.99%
Professional School Degree	0.95%	0.93%	0.50%
Doctorate Degree	0.19%	0.38%	0.04%
Bachelor's or More	13.13%	17.70%	10.15%
Housing			
Owner-Occupied	81.27%	81.67%	85.98%
Med. Owner-Occ. Value	\$125,185	\$143,554	\$98,354

Source: Claritas

MARKET WATCH: New Orleans Southshore & Northshore Markets

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Employment Outlook



	<u>2009</u>	<u>2010</u>	<u>2011</u>
EMPLOYMENT			
<i>New Orleans MSA*</i>	523,100	526,100	528,600
Absolute Change	-3,500	3,000	2,500
Percent Growth Rate	-.07%	0.6%	.5%

* Orleans, Jefferson, Plaquemines, St. Bernard, St. Charles, St. John & St. Tammany Parishes
 Source: Louisiana Economic Outlook 2010 - 2011

MARKET WATCH: New Orleans Southshore & Northshore Markets

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Employment



	<u>August 2009**</u>	<u>August 2008</u>
<i>New Orleans-Metairie-Kenner MSA*</i>		
Employed	489,092	512,476
Unemployed	40,966	27,095
Unemployment Rate	7.7%	5.0%
<i>Orleans Parish / City of New Orleans</i>		
Employed	101,388	106,236
Unemployed	12,834	8,372
Unemployment Rate	11.2%	7.3%

* Orleans, Jefferson, Plaquemines, St. Bernard, St. Charles, St. John & St. Tammany Parishes
 Source: Louisiana Department of Labor ** Preliminary

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Employment



	<u>August 2009*</u>	<u>August 2008</u>
<i>Jefferson Parish</i>		
Employed	211,755	221,880
Unemployed	15,629	10,269
Unemployment Rate	6.9%	4.4%
<i>St. Tammany Parish</i>		
Employed	111,807	117,152
Unemployed	6,796	4,879
Unemployment Rate	5.7%	4.0%

Source: Louisiana Department of Labor *Preliminary

MARKET WATCH: New Orleans Southshore & Northshore Markets

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Employment



	<u>August 2009*</u>	<u>August 2008</u>
<i>Tangipahoa Parish</i>		
Employed	49,326	51,688
Unemployed	4,766	3,242
Unemployment Rate	8.8%	5.9%
<i>St. John the Baptist Parish</i>		
Employed	21,211	22,225
Unemployed	2,069	1,334
Unemployment Rate	8.9%	5.7%

Source: Louisiana Department of Labor *Preliminary

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Employment



	<u>August 2009*</u>	<u>August 2008</u>
St. Charles Parish		
Employed	25,075	26,274
Unemployed	1,900	1,230
Unemployment Rate	7.0%	4.5%
St. James Parish		
Employed	8,486	8,341
Unemployed	1,014	762
Unemployment Rate	10.7%	8.4%

Source: Louisiana Department of Labor *Preliminary

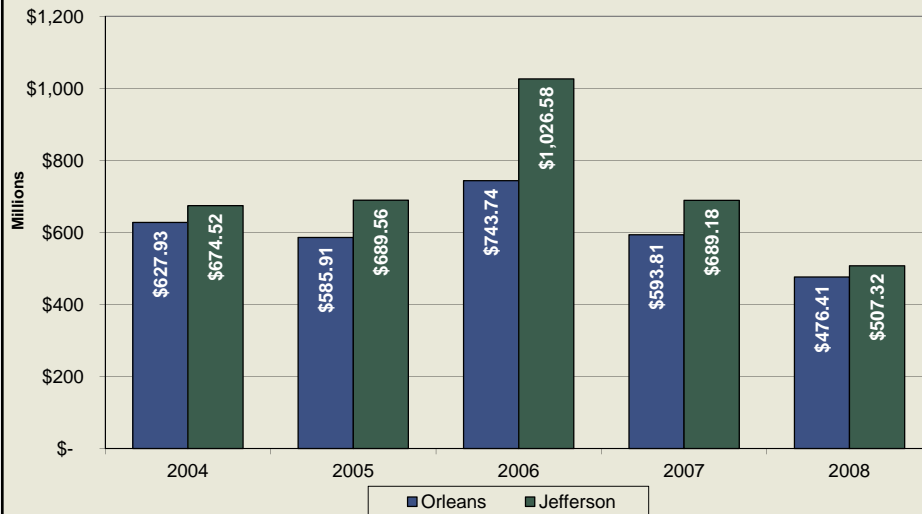
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Residential Sold Stats – Annual Single-Family Attached & Detached



Total Sold Dollar Volume by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

MARKET WATCH: New Orleans Southshore & Northshore Markets

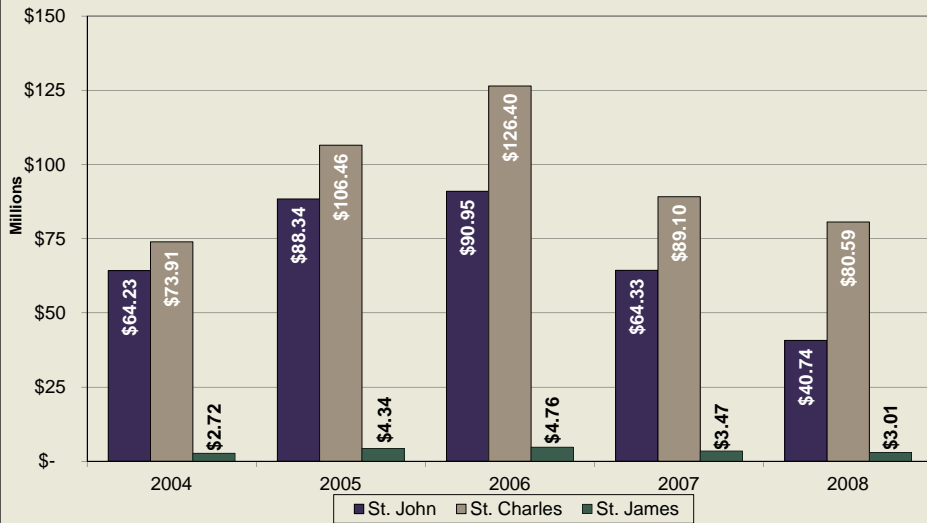
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Residential Sold Stats – Annual

Single-Family Attached & Detached



Total Sold Dollar Volume by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

MARKET WATCH: New Orleans Southshore & Northshore Markets

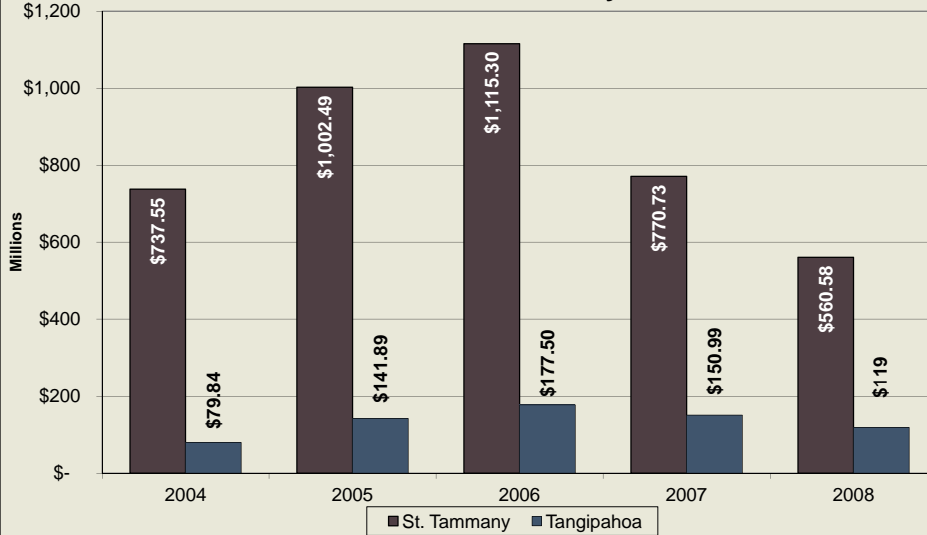
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Residential Sold Stats – Annual

Single-Family Attached & Detached



Total Sold Dollar Volume by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

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Residential Sold Stats – Annual

Single-Family Attached & Detached



Total Sold Dollar Volume by Parish: % Change from 2004



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

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Residential Sold Stats – Annual

Single-Family Attached & Detached



Total Sold Dollar Volume by Parish: % Change from 2004



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

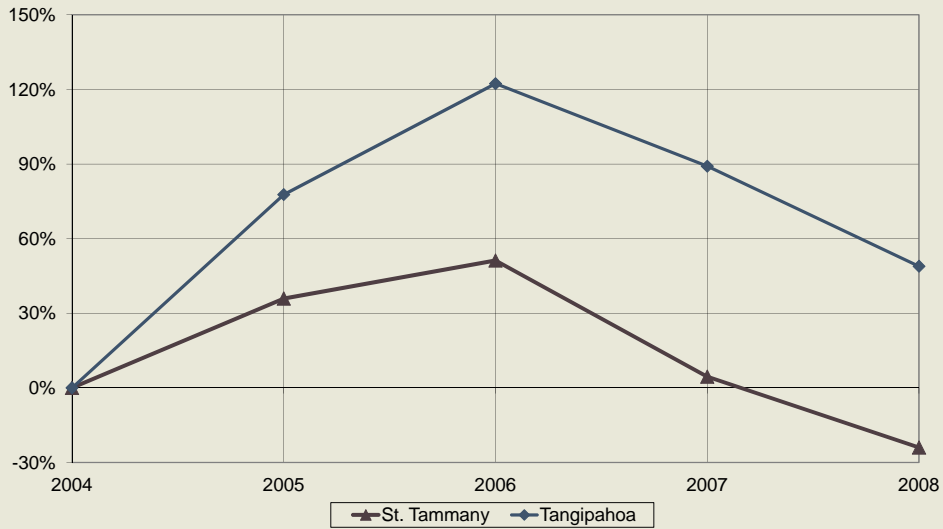
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Residential Sold Stats – Annual Single-Family Attached & Detached



Total Sold Dollar Volume by Parish: % Change from 2004



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

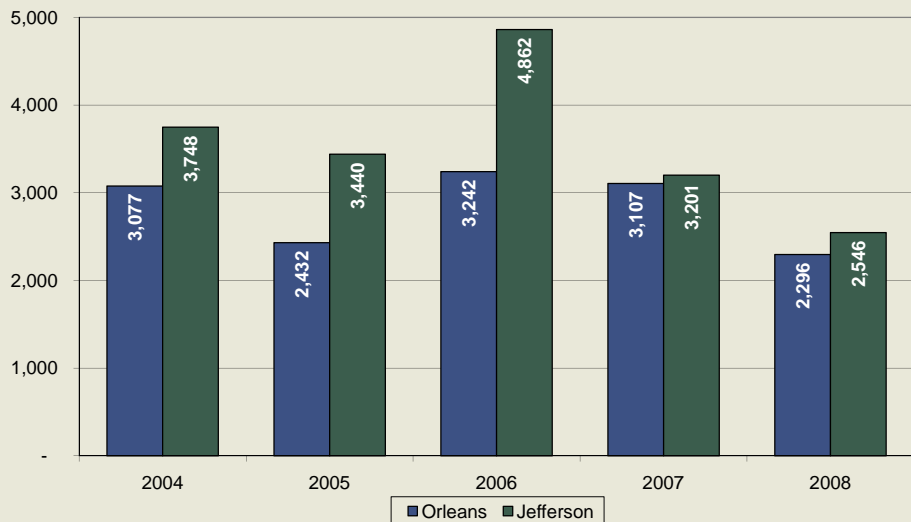
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Residential Sold Stats – Annual Single-Family Attached & Detached



Units Sold by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

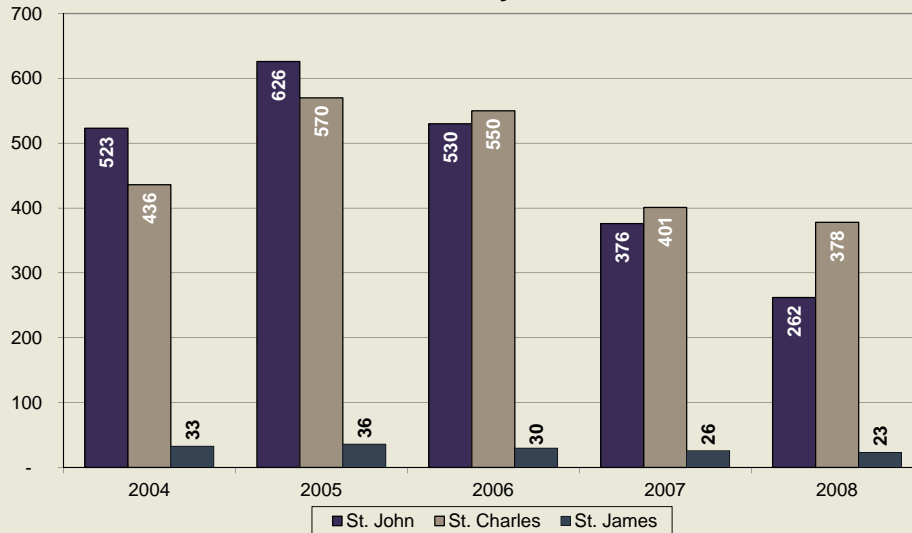
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Residential Sold Stats – Annual Single-Family Attached & Detached



Units Sold by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

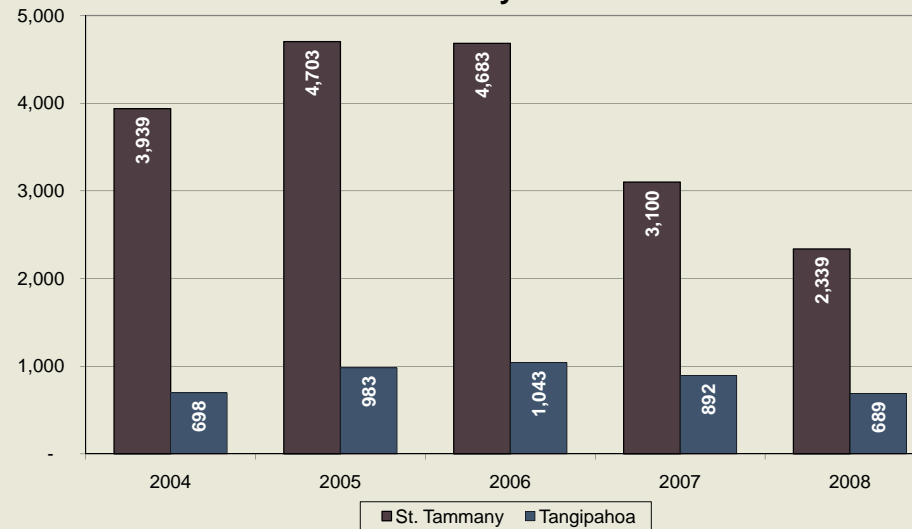
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Residential Sold Stats – Annual Single-Family Attached & Detached



Units Sold by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 12/31/08

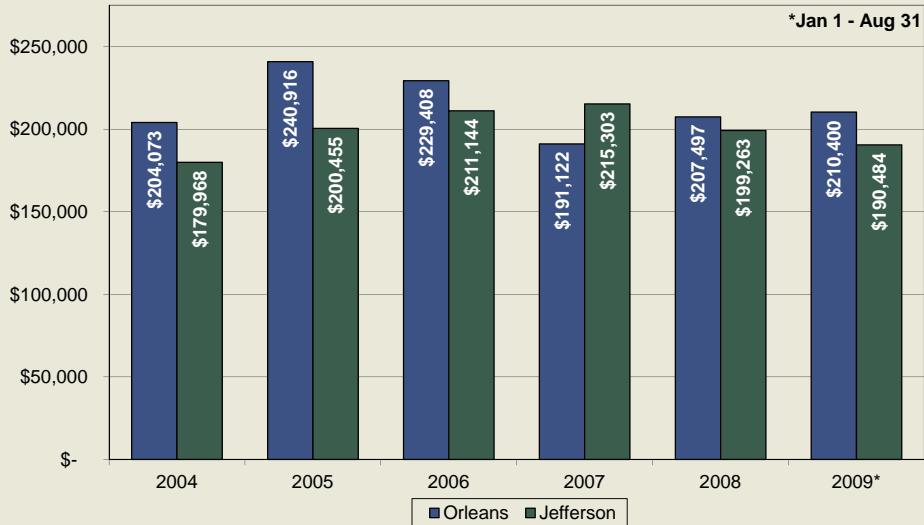
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Residential Sold Stats – Annual Single-Family Attached & Detached



Average Sold Price by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 8/31/09

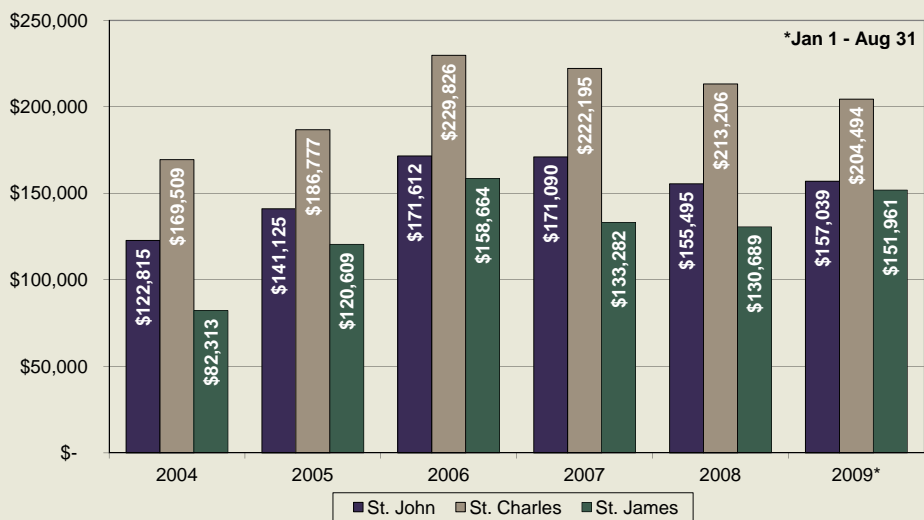
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Residential Sold Stats – Annual Single-Family Attached & Detached



Average Sold Price by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 8/31/09

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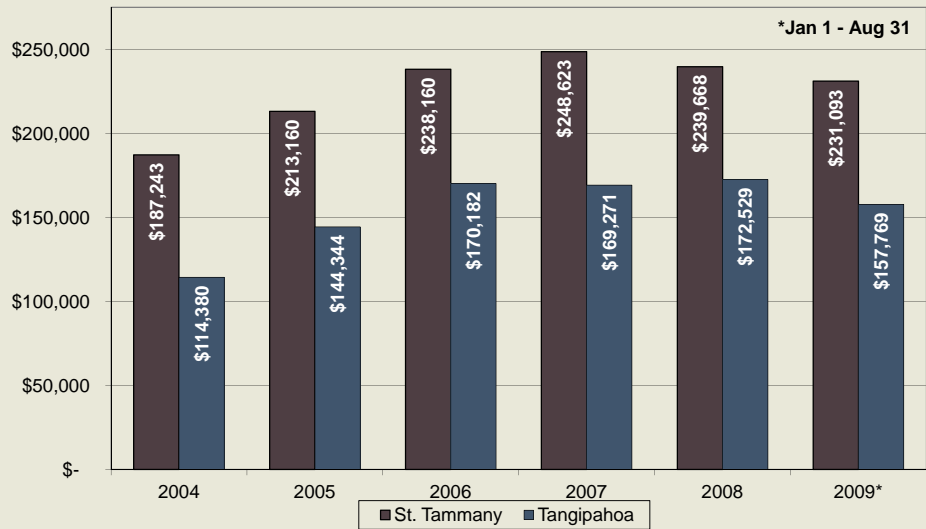
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Residential Sold Stats – Annual

Single-Family Attached & Detached



Average Sold Price by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 8/31/09

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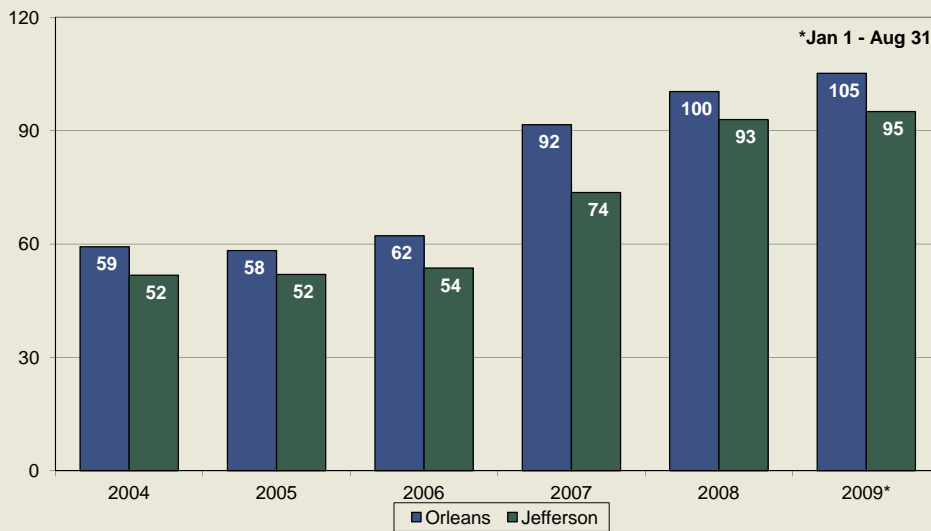
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Residential Sold Stats – Annual

Single-Family Attached & Detached



Average Days on Market by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 8/31/09

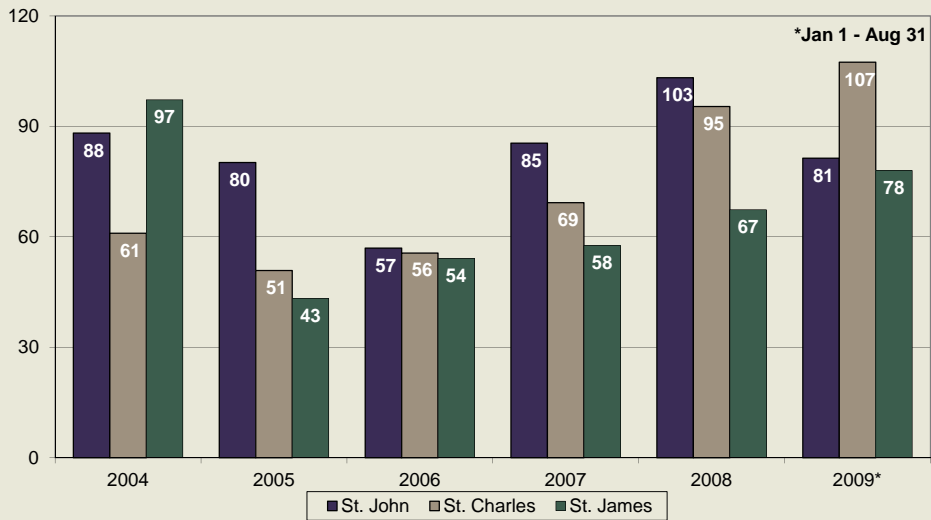
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Residential Sold Stats – Annual Single-Family Attached & Detached



Average Days on Market by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 8/31/09

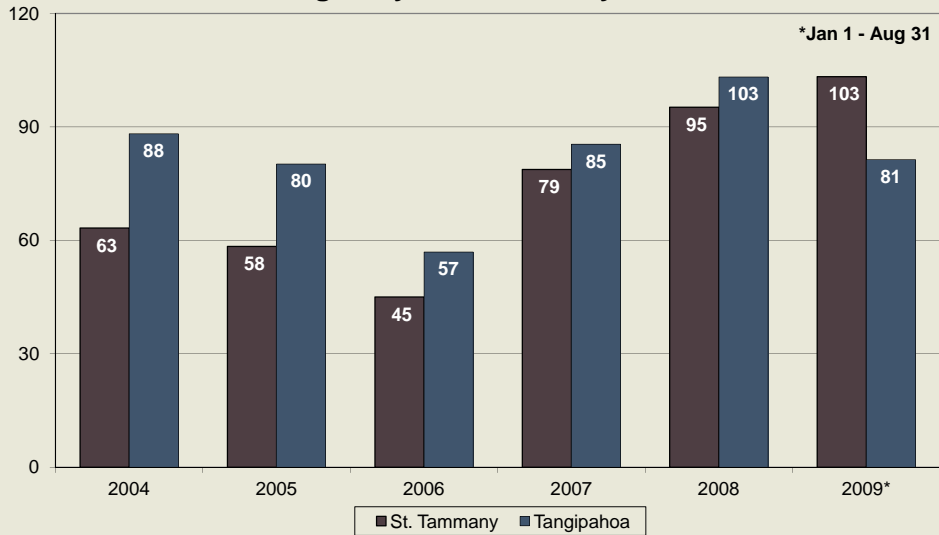
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Residential Sold Stats – Annual Single-Family Attached & Detached



Average Days on Market by Parish



Source: Gulf South Real Estate Information Network for the period 1/1/04 – 8/31/09

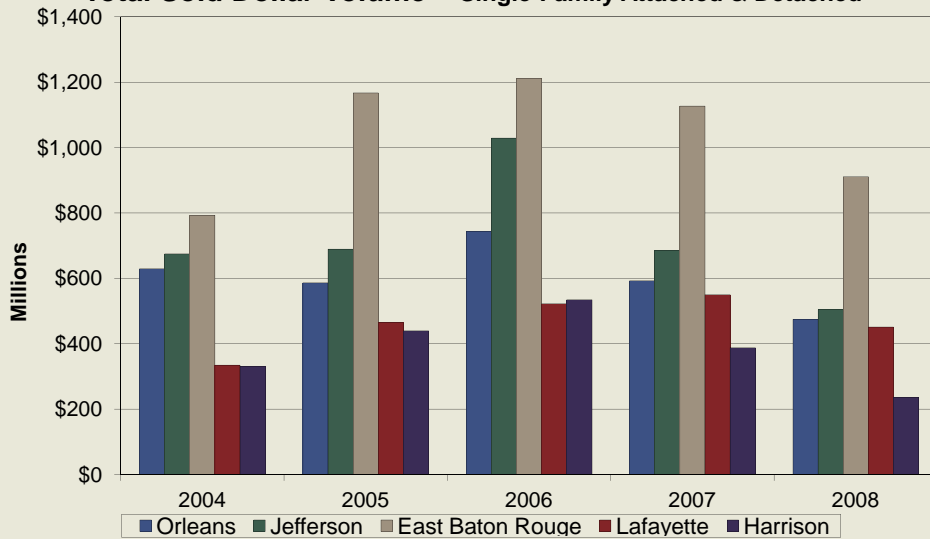
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Residential Market Comparison Select Counties/Parishes



Total Sold Dollar Volume – Single-Family Attached & Detached



Source: NOMAR, GBRAR, RAA, & GCAR, for the period 1/1/04 – 12/31/08

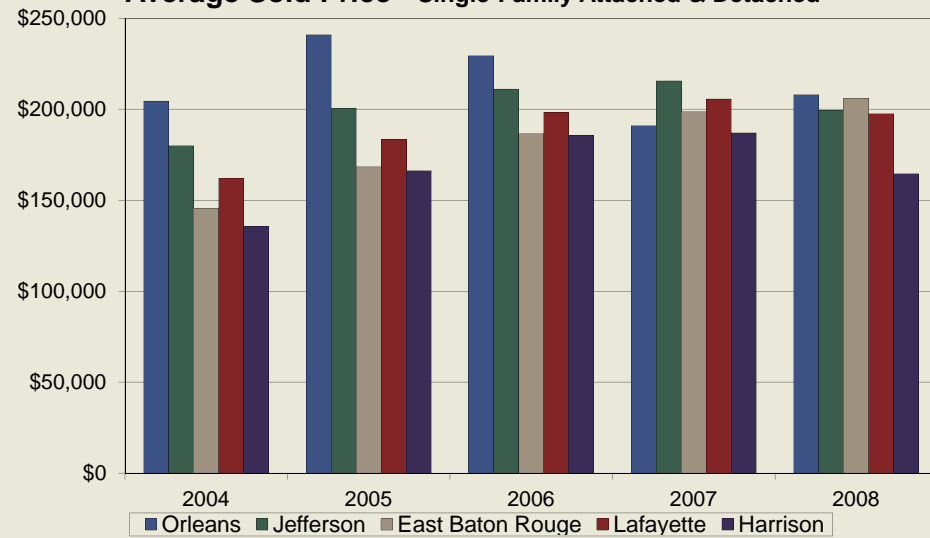
MARKET WATCH: New Orleans Southshore & Northshore Markets

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Residential Market Comparison Select Counties/Parishes



Average Sold Price - Single-Family Attached & Detached



Source: NOMAR, GBRAR, RAA, & GCAR, for the period 1/1/04 – 12/31/08

MARKET WATCH: New Orleans Southshore & Northshore Markets

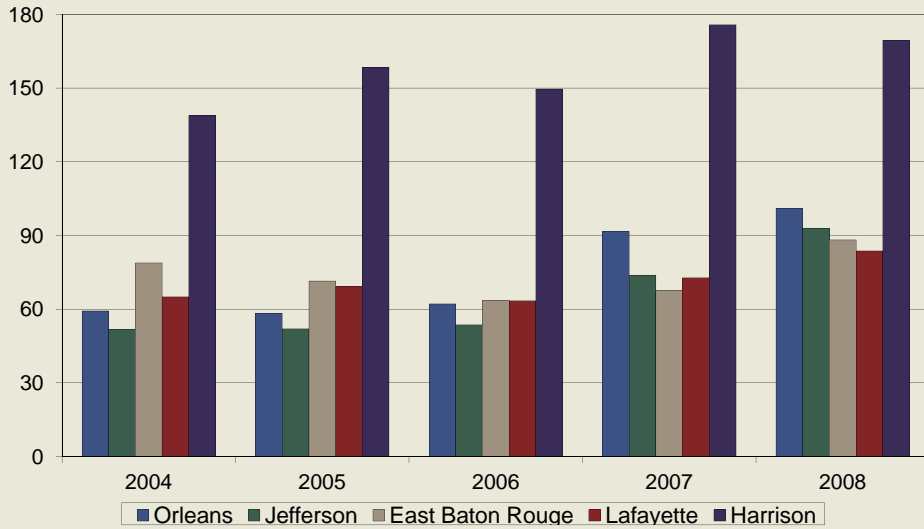
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Residential Market Comparison

Select Counties/Parishes



Average Days on the Market - Single-Family Attached & Detached



Source: NOMAR, GBRAR, RAA, & GCAR, for the period 1/1/04 – 12/31/08

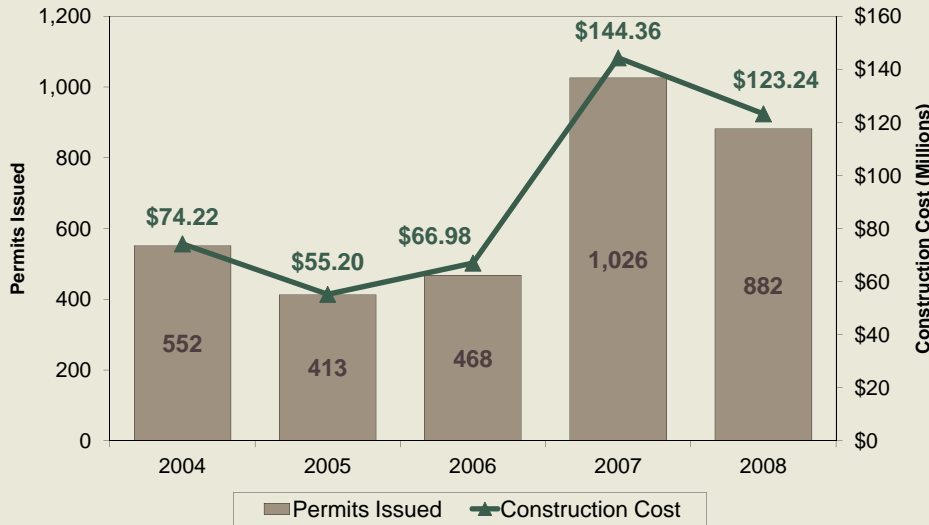
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Single-Family Building Permits



Orleans Parish* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

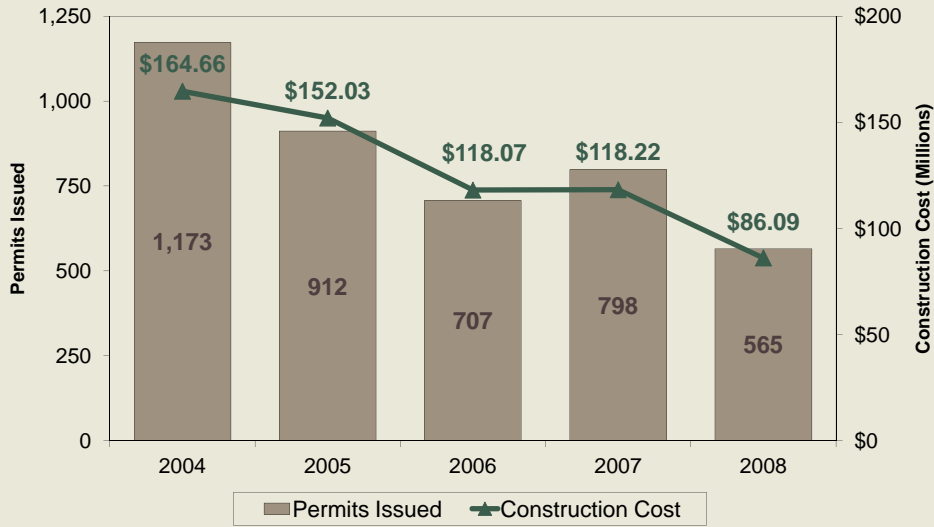
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Single-Family Building Permits



Jefferson Parish* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

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Single-Family Building Permits



St. Tammany Parish* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

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Single-Family Building Permits



Tangipahoa Parish* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

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Single-Family Building Permits



St. John Parish* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

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Single-Family Building Permits



St. Charles Parish* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

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Single-Family Building Permits



St. James Parish* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

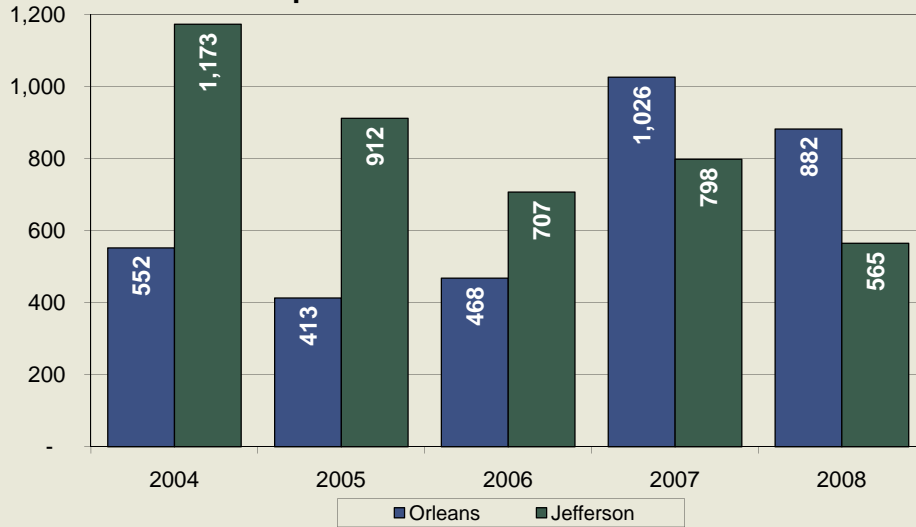
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Single-Family Building Permits



Parish Comparison* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

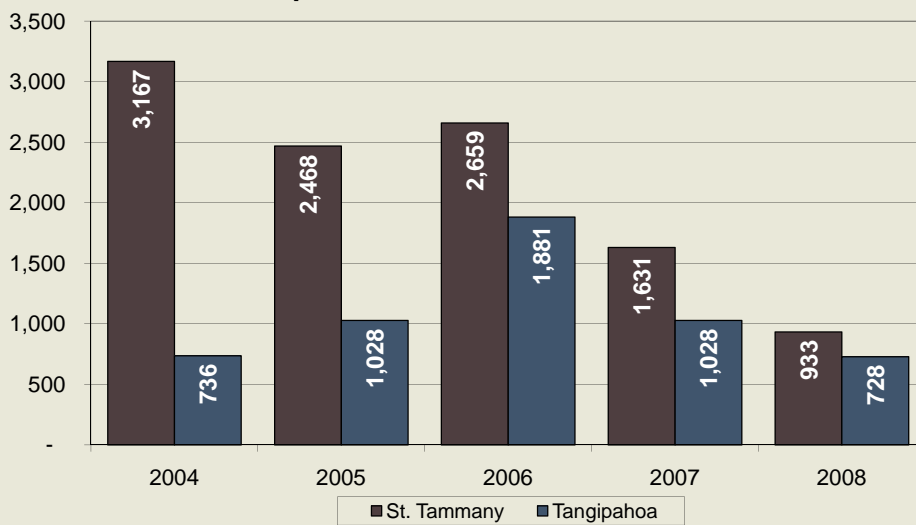
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Single-Family Building Permits



Parish Comparison* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

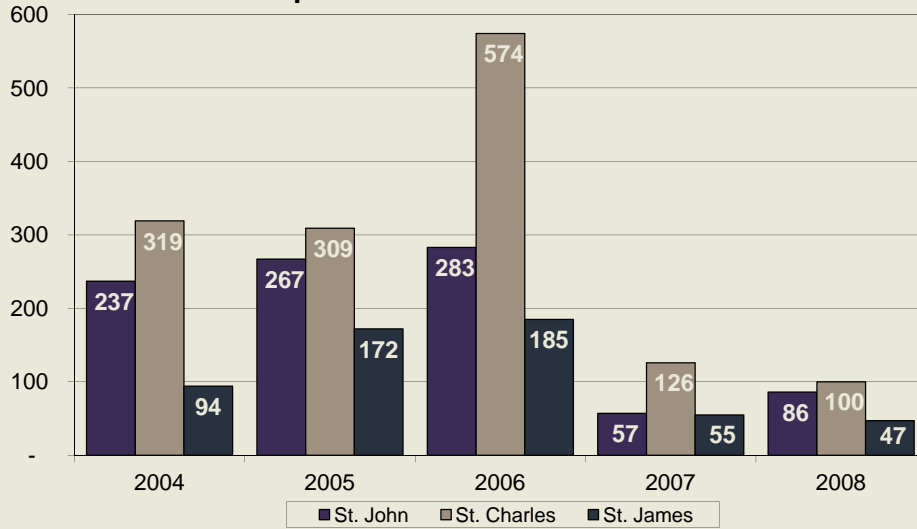
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Single-Family Building Permits



Parish Comparison* – New Construction Permits



* Includes all permit-issuing jurisdictions in the parish Source: Residential Construction Branch, US Census Bureau

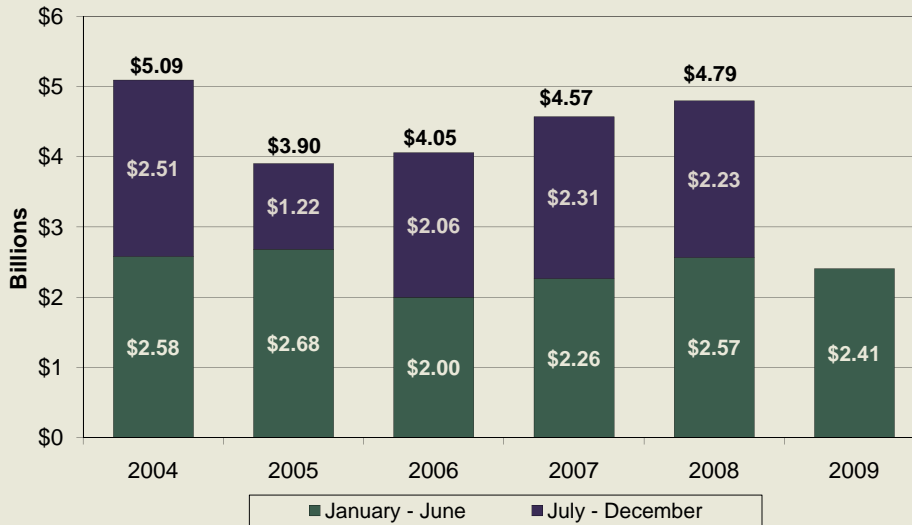
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Retail Market Overview



Estimated Retail Sales – Orleans Parish



Source: City of New Orleans Finance Department

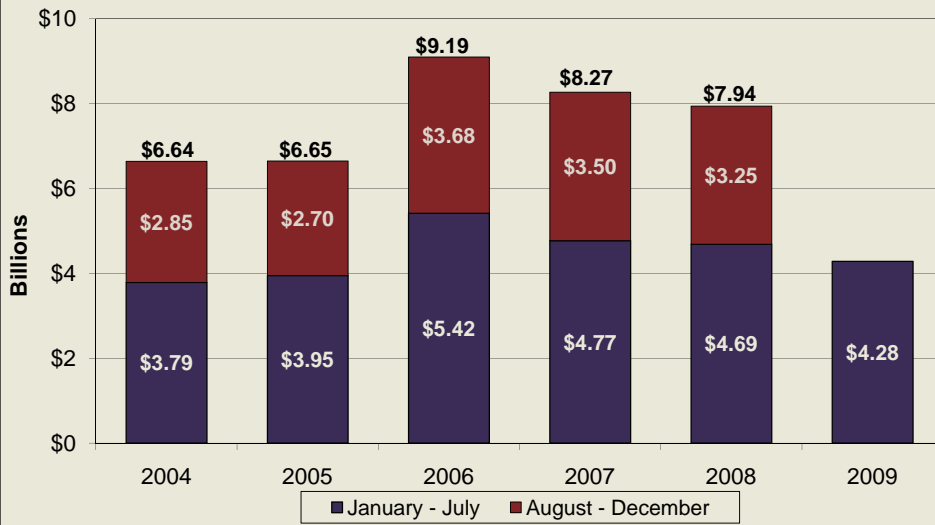
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Retail Market Overview



Estimated Retail Sales – Jefferson Parish



Source: Jefferson Parish Accounting Department

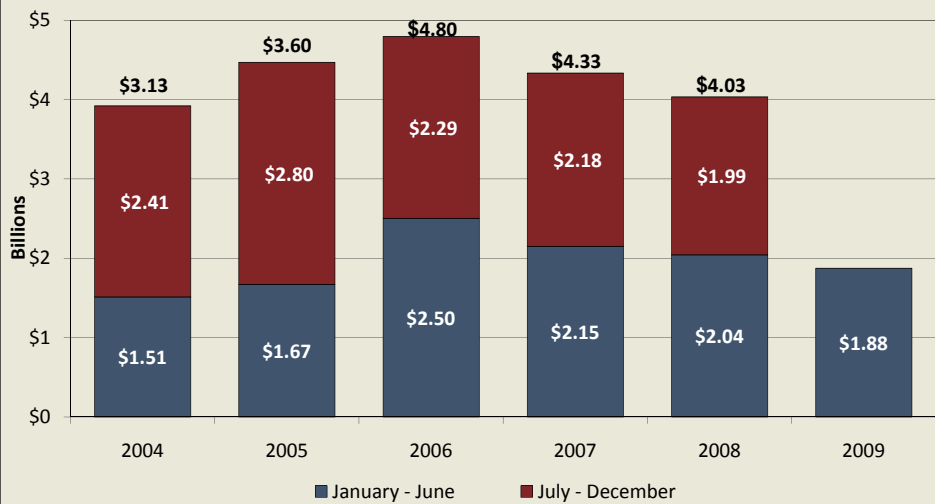
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Retail Market Overview



Estimated Retail Sales – St. Tammany Parish



Source: SLU Business Research Center

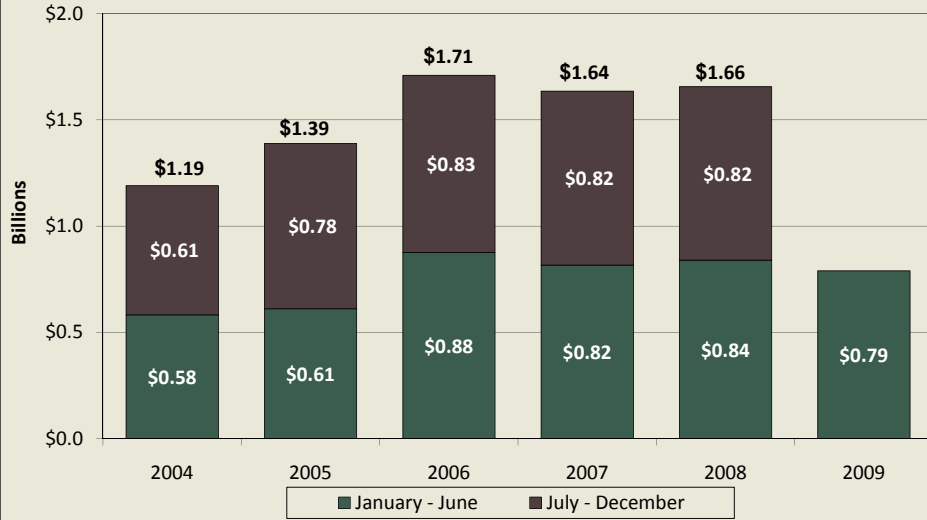
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Retail Market Overview



Estimated Retail Sales – Tangipahoa Parish



Source: Tangipahoa Parish Government

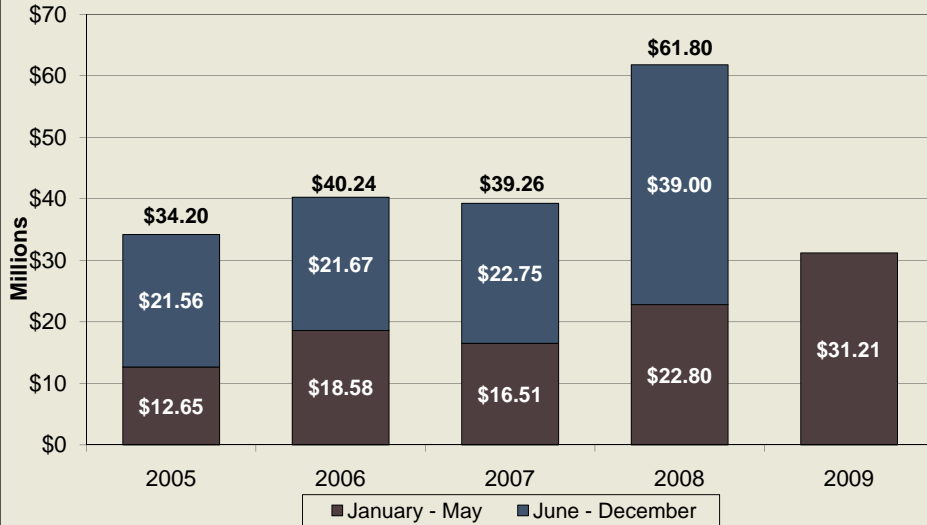
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Retail Market Overview



Sales & Use Tax Collections – St. John Parish



Source: Brookings Katrina Index, St. John the Baptist Parish & St. Charles Parish School Board

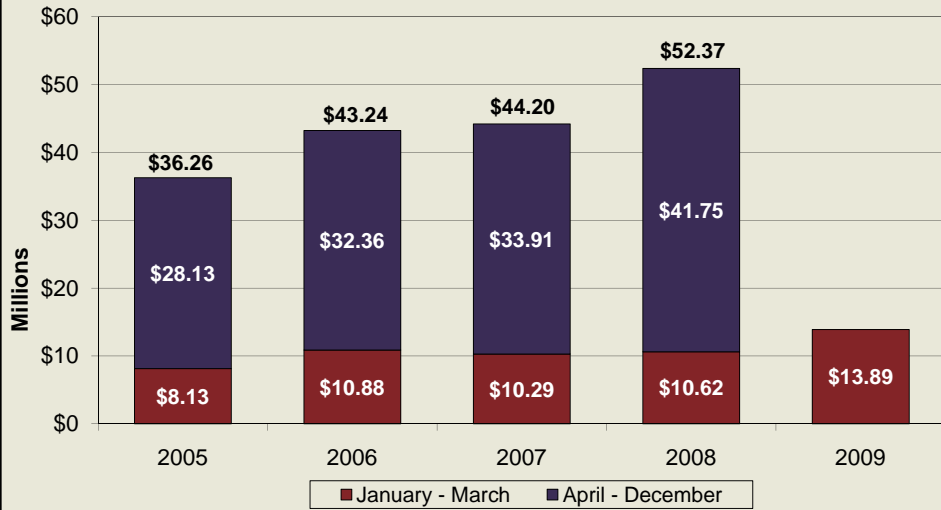
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Retail Market Overview



Sales & Use Tax Collections – St. Charles Parish



Source: Brookings Katrina Index, St. John the Baptist Parish & St. Charles Parish School Board

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