



REGIONAL SNAPSHOT

SET FOREVER Region, Louisiana



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01 overview

SET FOREVER Region, LA

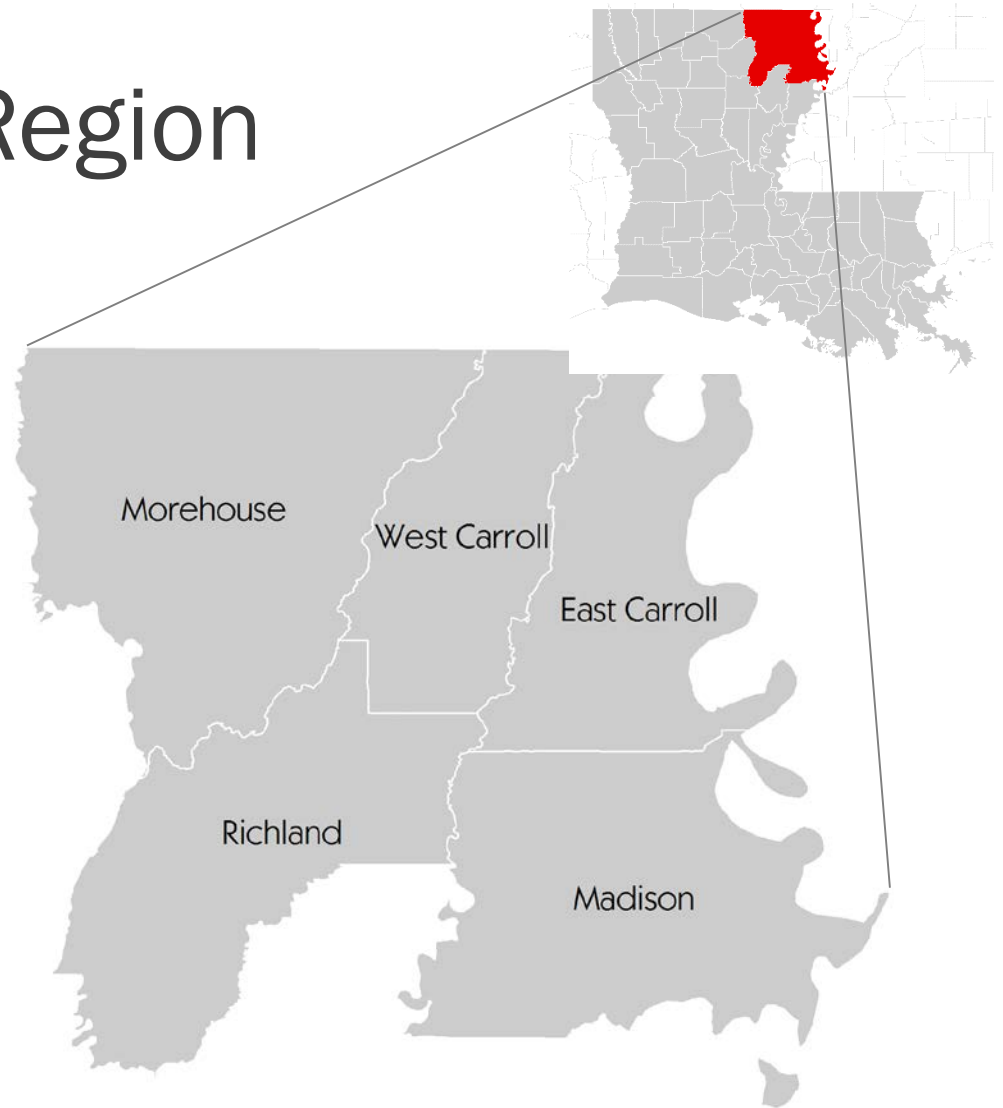
What is a regional snapshot?

Overview

SET FOREVER Region

The SET FOREVER Region is comprised of five Louisiana counties. I-20 passes through the southern part of the region and connects to I-55 to the east.

- East Carroll
- Madison
- Morehouse
- Richland
- West Carroll



Overview

What is a regional snapshot?

What is the snapshot?

This snapshot is a demographic and economic assessment of the SET FOREVER Region in Louisiana. Using county-level data, PCRCD analyzed a number of indicators to gauge the overall economic performance of the SET FOREVER Region in comparison to the rest of the state.

What is its purpose?

The snapshot is intended to inform the region's leaders, organizations and residents of the key attributes of the region's population and economy. In particular, it takes stock of the region's important assets and challenges. With such data in hand, regional leaders and organizations are in a better position to invest in the mix of strategies that will spur the growth of the economy and provide a higher quality of life for residents of the region.

What are its focus areas?

PCRCD secured and analyzed recent data from both public and private sources to generate the snapshot. In order to build a more comprehensive picture of the region, the report presents information under four key categories.

- Demography
- Human Capital
- Labor Force
- Industry & Occupation

When appropriate or relevant, the report compares information on the region with data on the remainder of the state. By so doing, the region is better able to determine how well it is performing relative to the state on a variety of important metrics.

02 demography

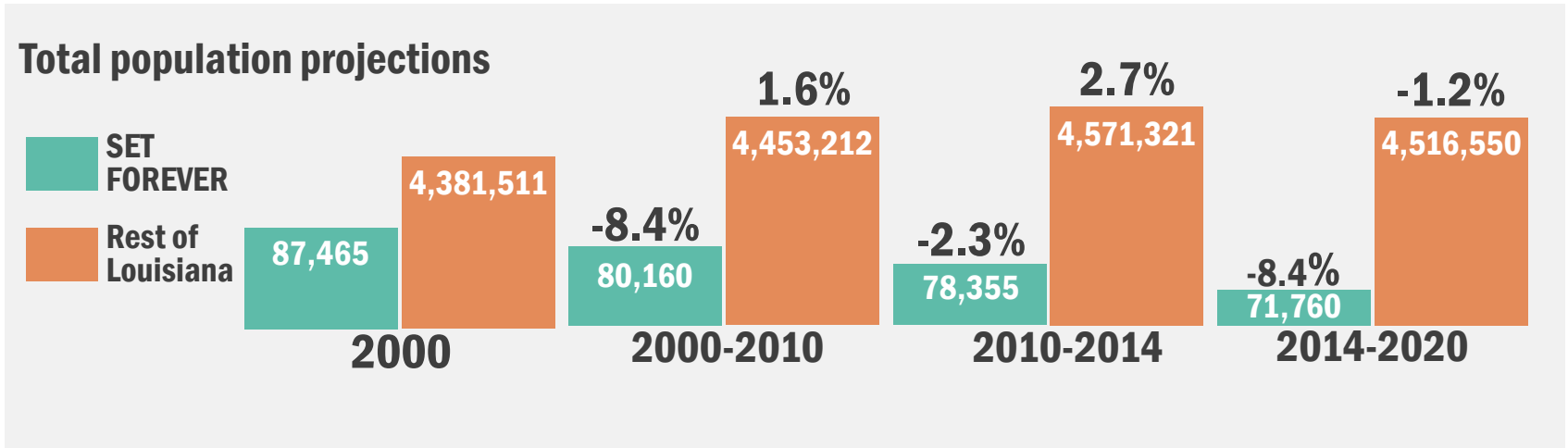
Population change

Age structure

Income and poverty

Demography

Population change



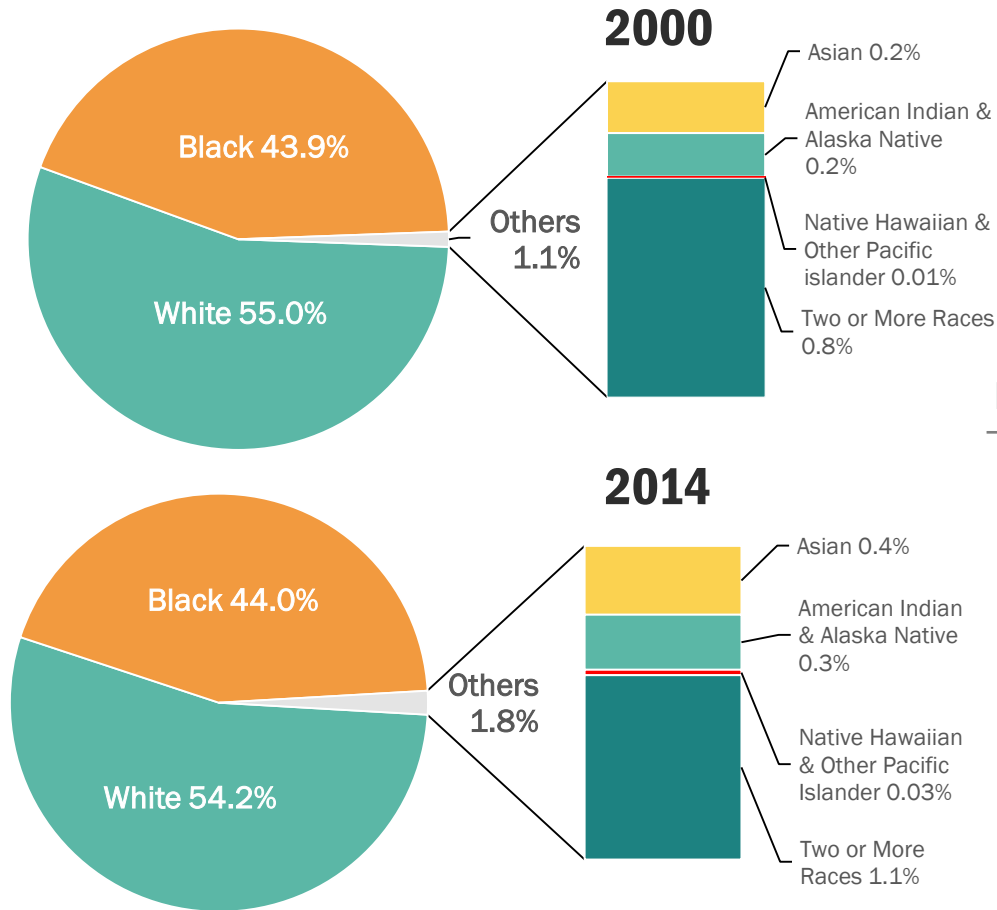
Questions:

- How does the region's population trend compare to that of the state?
- What may be some of the elements driving the trends in the region? In the state?
- What strengths or challenges might these trends present?

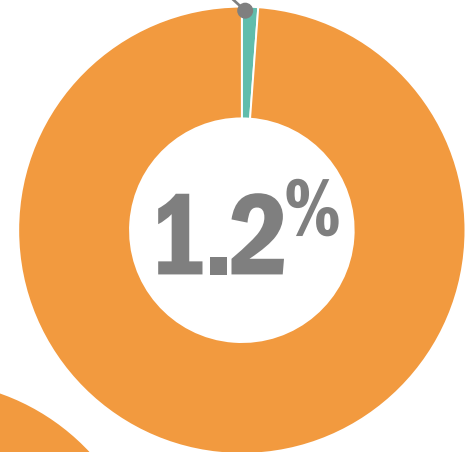
Demography

Race

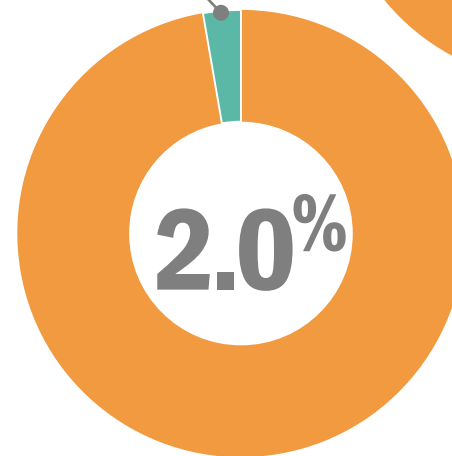
Ethnicity



Hispanics - 2000



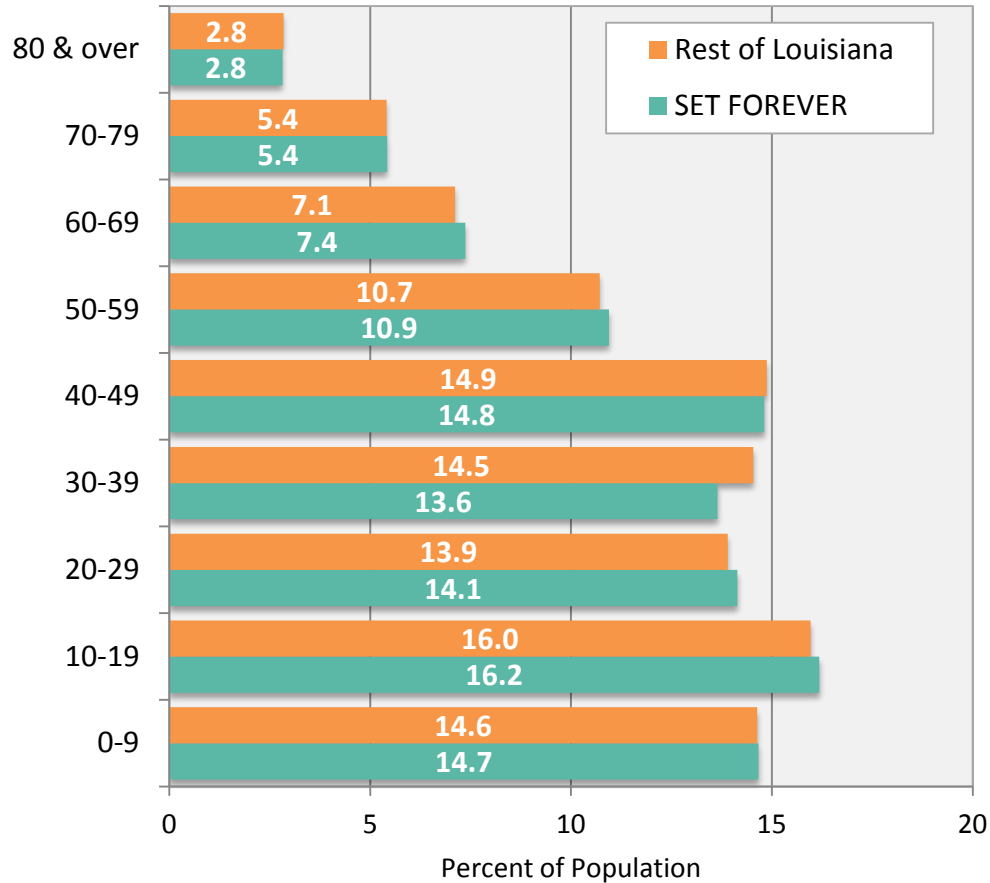
Hispanics - 2014



Demography

Population Age Structure, 2000

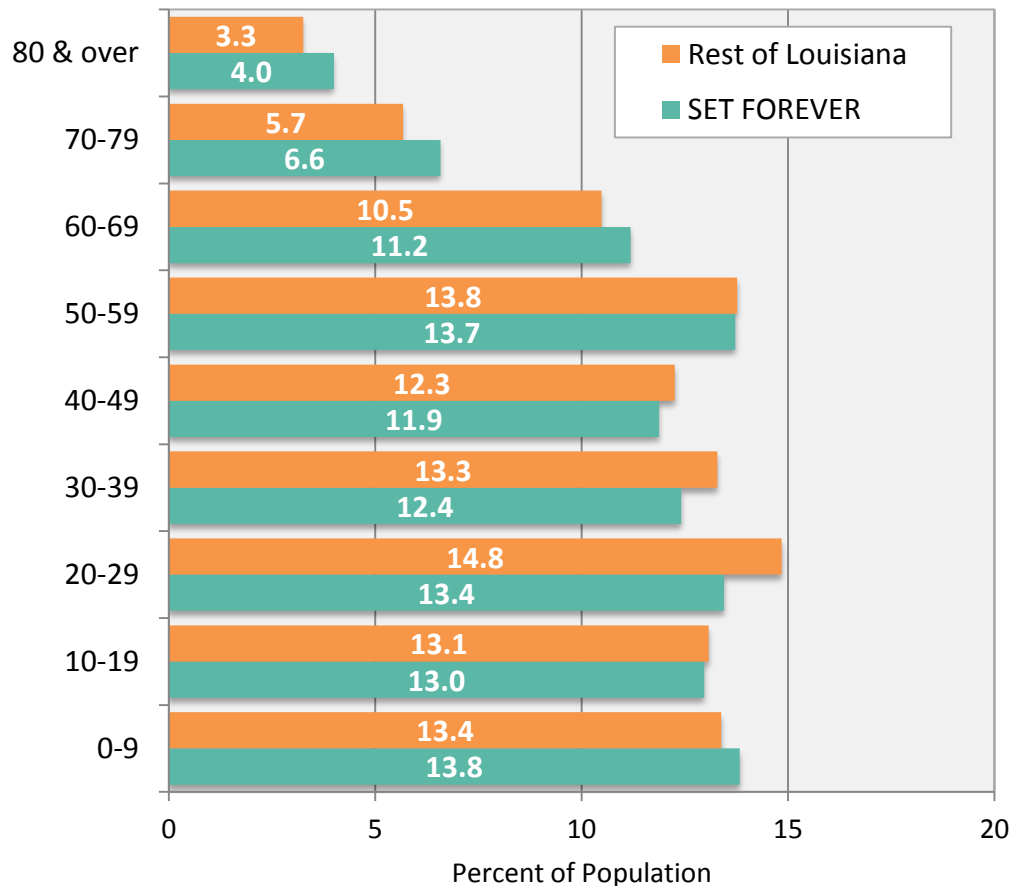
A visual presentation of the age distribution of the population (in percent)



Demography

Population Age Structure, 2014

A visual presentation of the age distribution of the population (in percent)



Questions:

- Is the region experiencing an aging of its population? How does this compare to the rest of the state?
- Is there a sizable number of people of prime working age (20-49 years of age) in the region?
- Is the youth population (under 20 years old) growing or declining?
- What are the implications of the region's age structure for the economic development efforts of the region?

Demography

Income and poverty

	2003	2008	2013
Total Population in Poverty	24.6%	27.8%	30.3%
Minors (Age 0-17) in Poverty	37.6%	40.2%	43.7%
Real Median Household Income* (\$ 2013)	\$31,485	\$32,434	\$30,245

Questions:

- Is the poverty rate for individuals in the county getting better or worse?
- Is poverty for minors in the county lower or higher than the overall poverty rate for all individuals? Why?
- Has real median income (adjusted for inflation) improved or worsened over the 2003 to 2013 time period? What may be reasons for these changes?

section 02

* Note: Regional Median Household income is the population-weighted average of median household income values across the SET FOREVER counties.

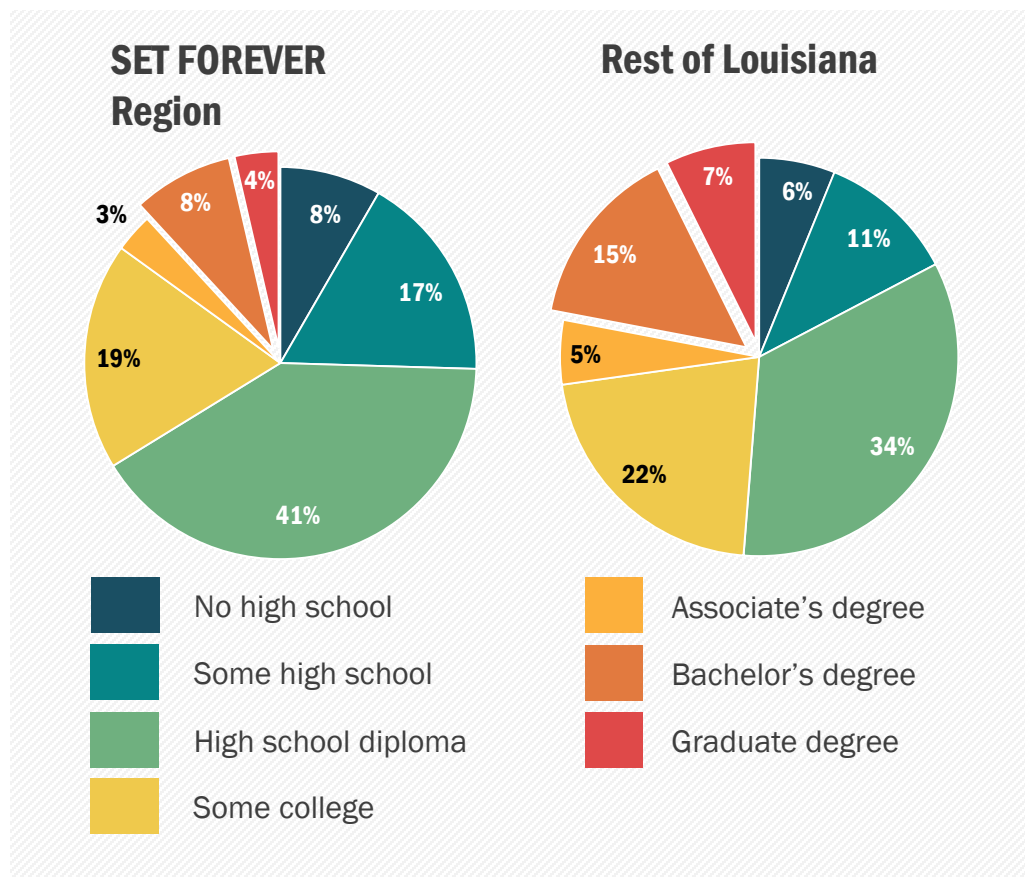
Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

03 human capital

Educational attainment

Patents

Educational attainment, 2013



Questions:

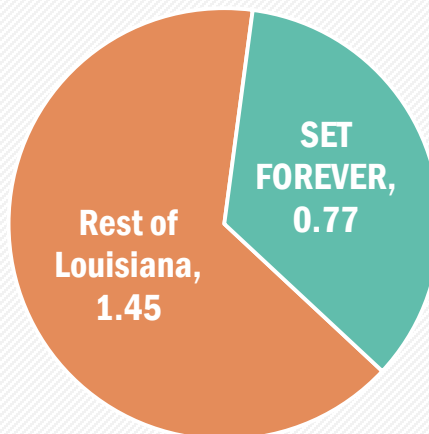
- What proportion of the adult population in the region has only a high school education?
- How many are college graduates (bachelors degree or higher)?
- How does the educational profile of the region compare to that of the rest of the state?
- What are the implications of the educational profile of the region in terms of the region's economic opportunities or workforce challenges?

Human capital

Patents

Patents per 10,000 Jobs 2000-2013

From 2000 to 2013, SET FOREVER counties were issued patents at a rate of 0.77 per 10,000 jobs, while the remaining Louisiana counties garnered 1.45 patents per 10,000 jobs.

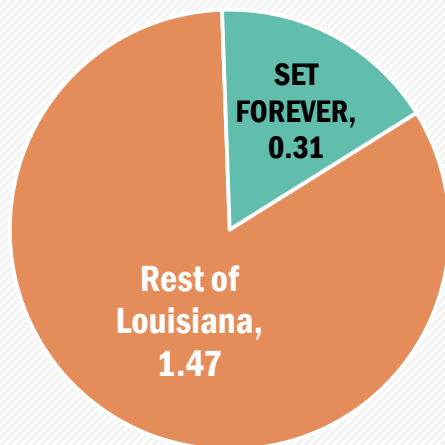


Patenting trends are an important indicator of the level of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.

Questions:

- How does the region's patent rate compare to that of the rest of the state?
- How have rates changed over time?
- What might this data suggest for the future of the region?



Patents per 10,000 residents 2000-2013

From 2000 to 2013, 0.31 patents per 10,000 residents were issued in SET FOREVER counties. The rest of Louisiana amassed 1.47 patents per 10,000 residents.

section 03

Source: U.S. Patent and Trademark Office, Census, BEA, and EMSI

*Note: Patent origin is determined by the residence of the first-named inventor. Since a number of workers commute into the region, the number of patents produced in the FOREVER Region could be high. However, among residents of the region, patent production is relatively low.

04 labor force

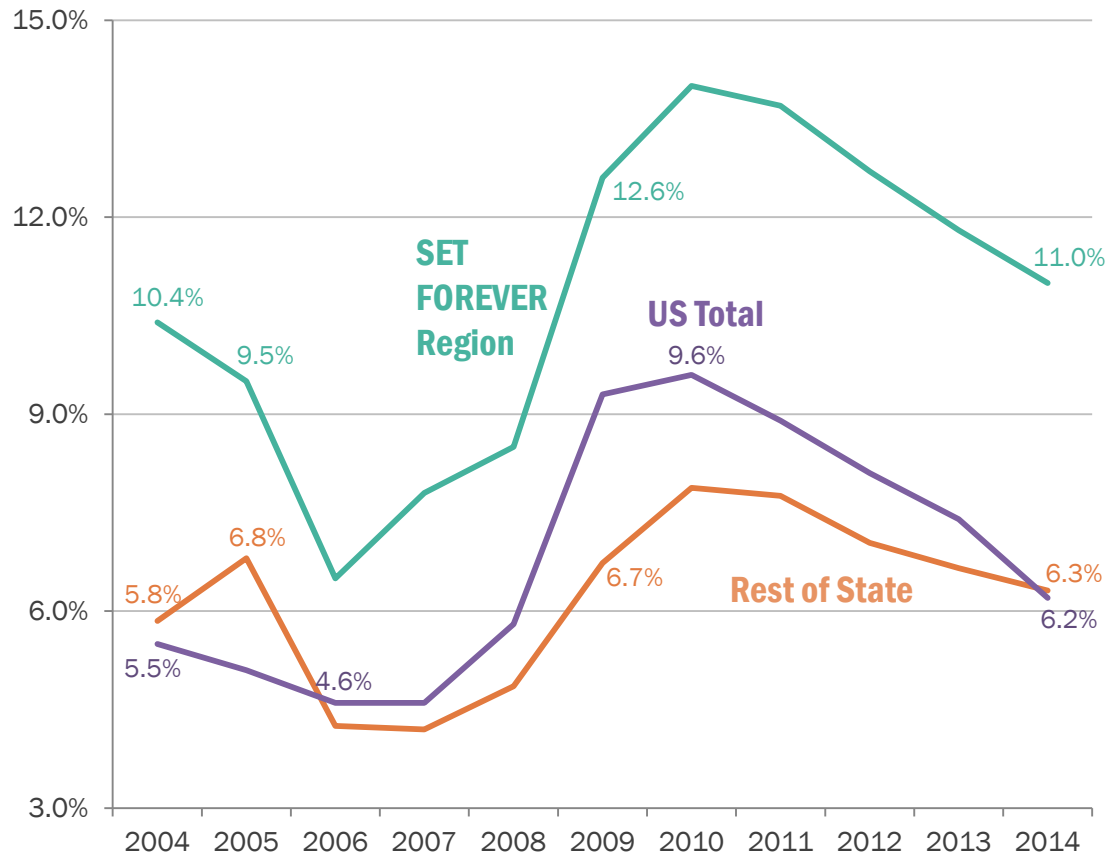
Unemployment rates

Earnings per worker

**Source of labor for the
region**

Labor force

Unemployment rates



Questions:

- How does the region's unemployment rate compare to the rest of the state and nation?
- How does the region's unemployment peak and post-2009 recovery compare to the state and nation?
- What might this suggest for the region's economic future?

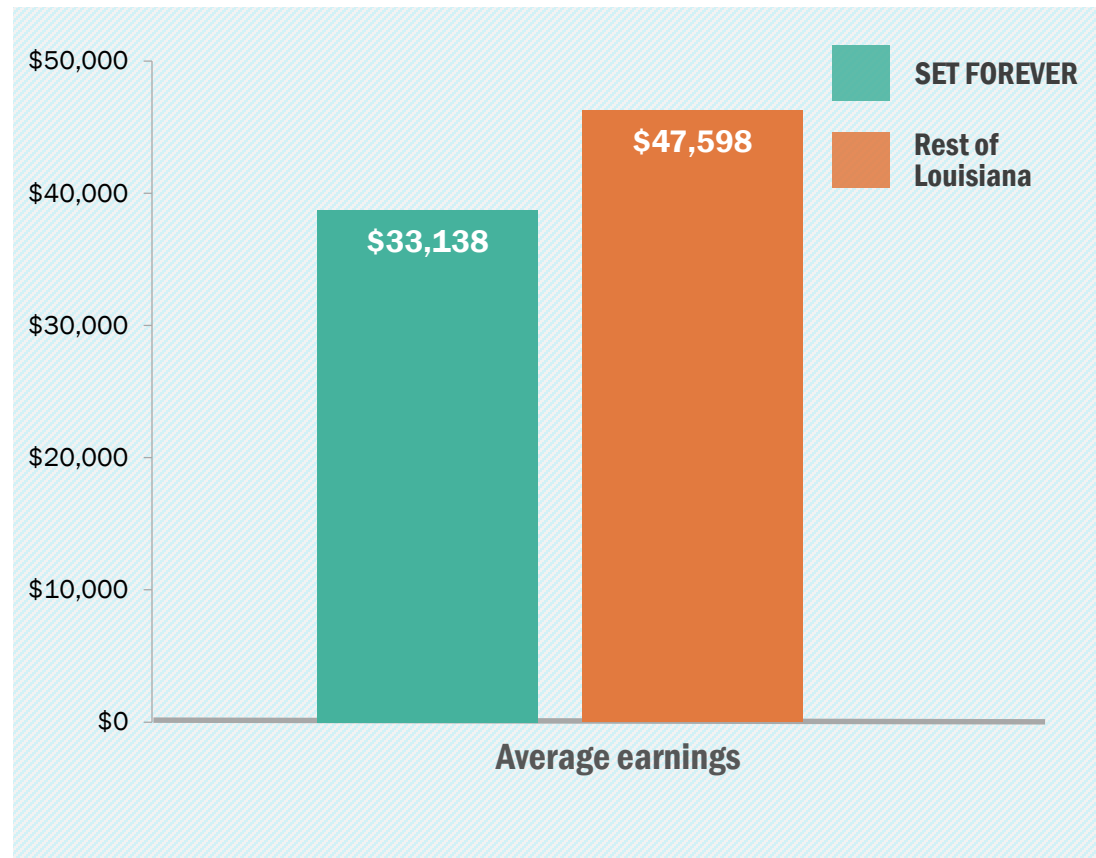
Labor force

Earnings per worker in 2014

Questions:

- How does the region's average earnings compare to that of the rest of the state?
- What might be some driving factors for the differences?
- Do these represent potential strengths or challenges for the region?

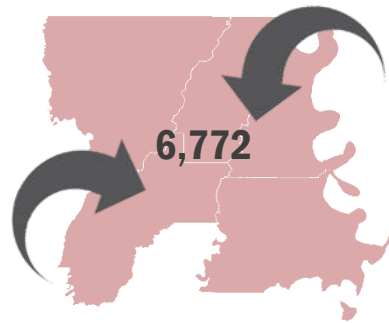
NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships.



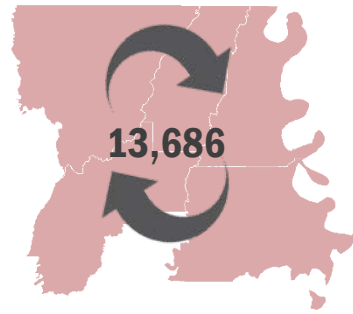
Labor force

Journey to Work

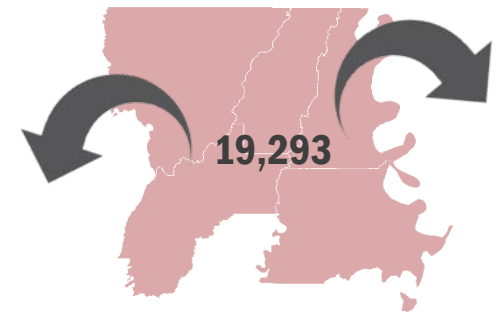
In-Commuters



Same Work/Home



Out-Commuters



Population	2013 Jobs	Proportion
Employed in Region	20,458	100.0%
Employed in Region but Living Outside	6,772	33.1%
Employed and Living in Region	13,686	66.9%

Population	2013 Jobs	Proportion
Region Residents	32,979	100.0%
Employed Outside Region but Living in Region	19,293	58.5%
Employed and Living in Region	13,686	41.5%

Questions:

- How many people employed in the region actually reside outside the region? How many who live in the region commute to jobs outside the region?
- What are the implications for the region's economic development efforts?

05 industry and occupation

Establishments

Employment by industry

Cluster analysis

Top occupations

STEM occupations

Industry and occupation

Establishments

Components of Change for Establishments 2000-2011

Establishments Launched	9,600
Establishments Closed	4,616
Net Change	4,984
Net Migration (number leaving vs. the number moving into the region)	-13
Total Change	4,971
Percent Change	127.2%

An establishment is a physical
business location.

Branches, standalones
and headquarters are all
considered types of
establishments.



Definition of Company Stages



Industry and occupation

Establishments

Number of Establishments by Company Stages

Stage	2000		2011	
	Establishments	Proportion	Establishments	Proportion
Stage 0	937	24%	3,950	44.5%
Stage 1	2,391	61.2%	4,359	49.1%
Stage 2	555	14.2%	540	6.1%
Stage 3	25	0.6%	30	0.3%
Stage 4	1	0.0%	1	0.0%
Total	3,909	100%	8,880	100%

Questions:

- What stage businesses have shaped the region's economic growth in the last 10 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

Industry and occupation

Establishments

Number of Jobs by Company Stages

Year	2000	2011	% Change
Stage 0	937	3,950	321.6%
Stage 1	8,485	12,718	49.9%
Stage 2	14,207	13,753	-3.2%
Stage 3	3,866	4,605	19.1%
Stage 4	1,112	900	-19.1%
Total	28,607	35,926	25.6%

Sales (\$ 2013) by Company Stages

Year	2000	2011	% Change
Stage 0	\$108,948,137	\$258,284,996	137.1%
Stage 1	\$1,109,189,125	\$1,077,098,235	-2.9%
Stage 2	\$1,722,416,602	\$1,404,374,094	-18.5%
Stage 3	\$443,519,156	\$422,211,205	-4.8%
Stage 4	\$102,912,340	\$59,314,198	-42.4%
Total	\$3,486,985,359	\$3,221,282,728	-7.6%

Questions:

- What establishments are the most numerous based on company stages?
- What stages have experienced the largest growth? The greatest decline?
- What company stage employs the largest number of people?
- What stage captures the most sales?
- Which ones have experienced the greatest percentage loss over the 2000-11 period?

Industry and occupation

Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
61	Educational Services	332	540	208	63%	23%
31	Manufacturing	1,123	1,720	597	53%	4%
56	Administrative and Support and Waste Management and Remediation Services	989	1,420	431	44%	16%
53	Real Estate and Rental and Leasing	849	1,147	298	35%	20%
42	Wholesale Trade	879	1,057	178	20%	5%
21	Mining, Quarrying, and Oil and Gas Extraction	111	132	21	19%	9%
55	Management of Companies and Enterprises	265	303	38	14%	7%
62	Health Care and Social Assistance	5,566	6,251	685	12%	12%
72	Accommodation and Food Services	1,456	1,635	179	12%	18%
52	Finance and Insurance	1,093	1,227	134	12%	11%

Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

Industry and occupation

Top four industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
51	Information	169	136	-33	-20%	3%
90	Government	5,988	5,271	-717	-12%	-9%
23	Construction	1,424	1,336	-88	-6%	1%
54	Professional, Scientific, and Technical Services	712	692	-20	-3%	6%

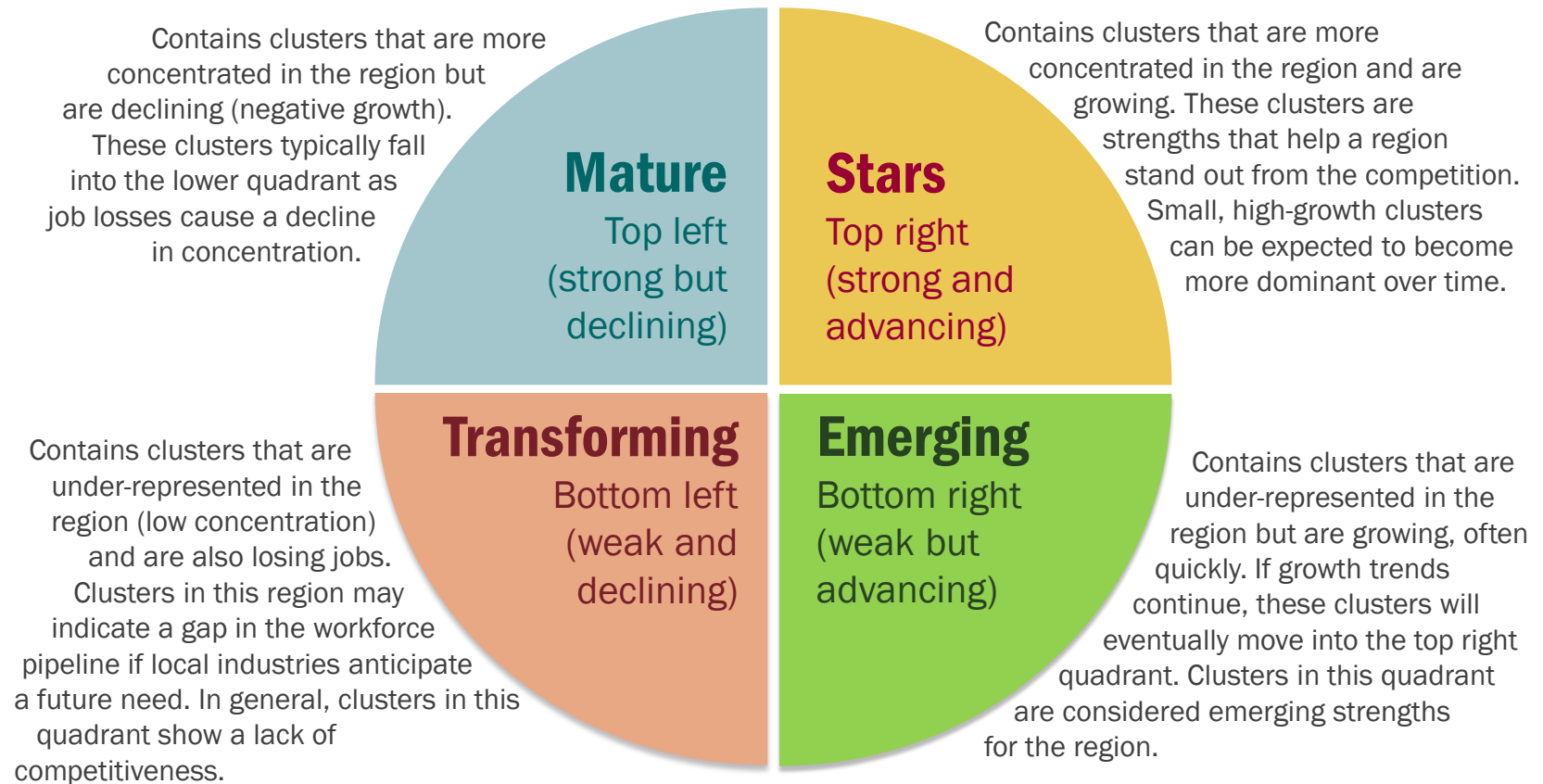
Questions:

- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

Industry cluster analysis

How to interpret cluster data results

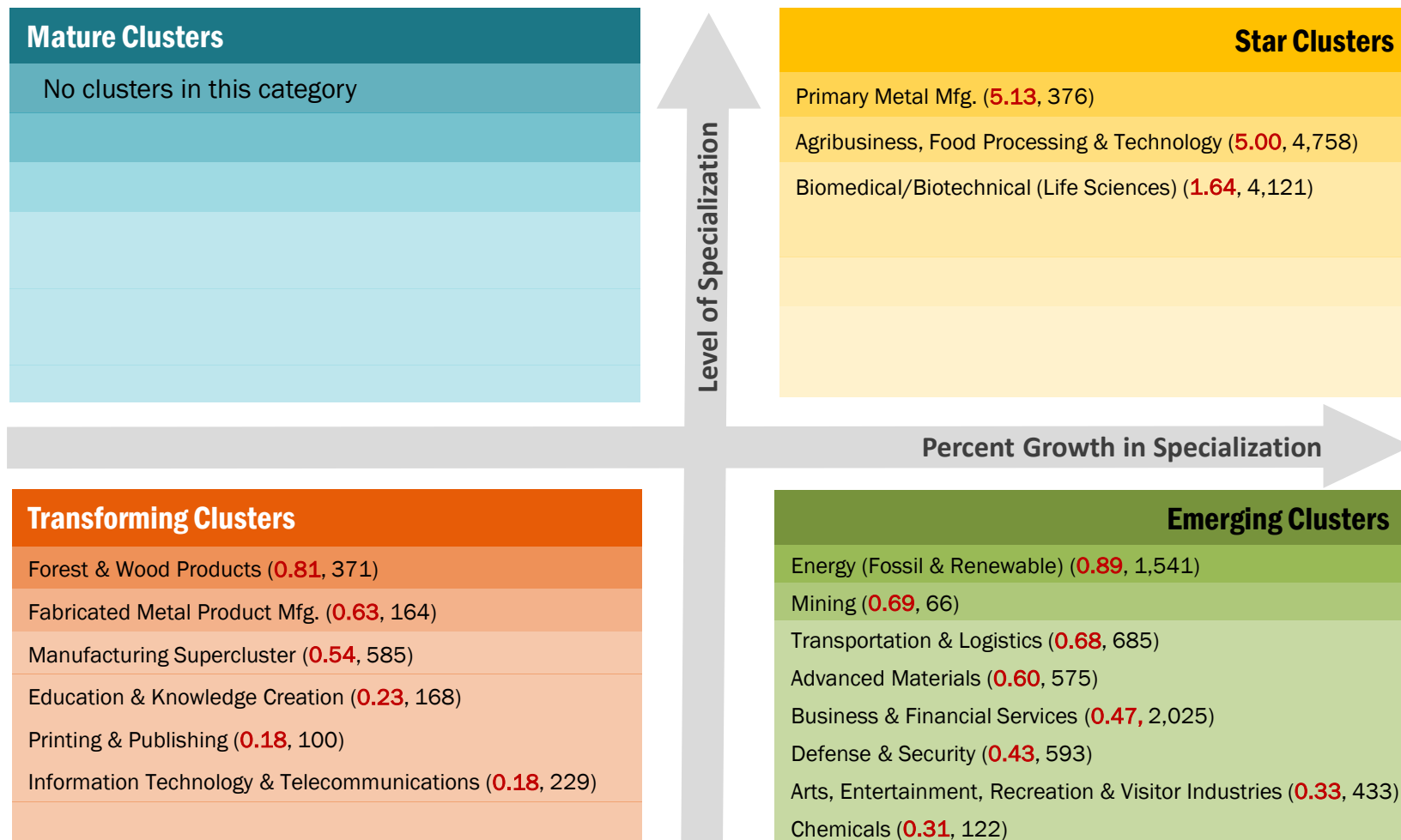
The graph's four quadrants tell a different story for each cluster.



Distribution of clusters in the Region by quadrants



Industry cluster analysis



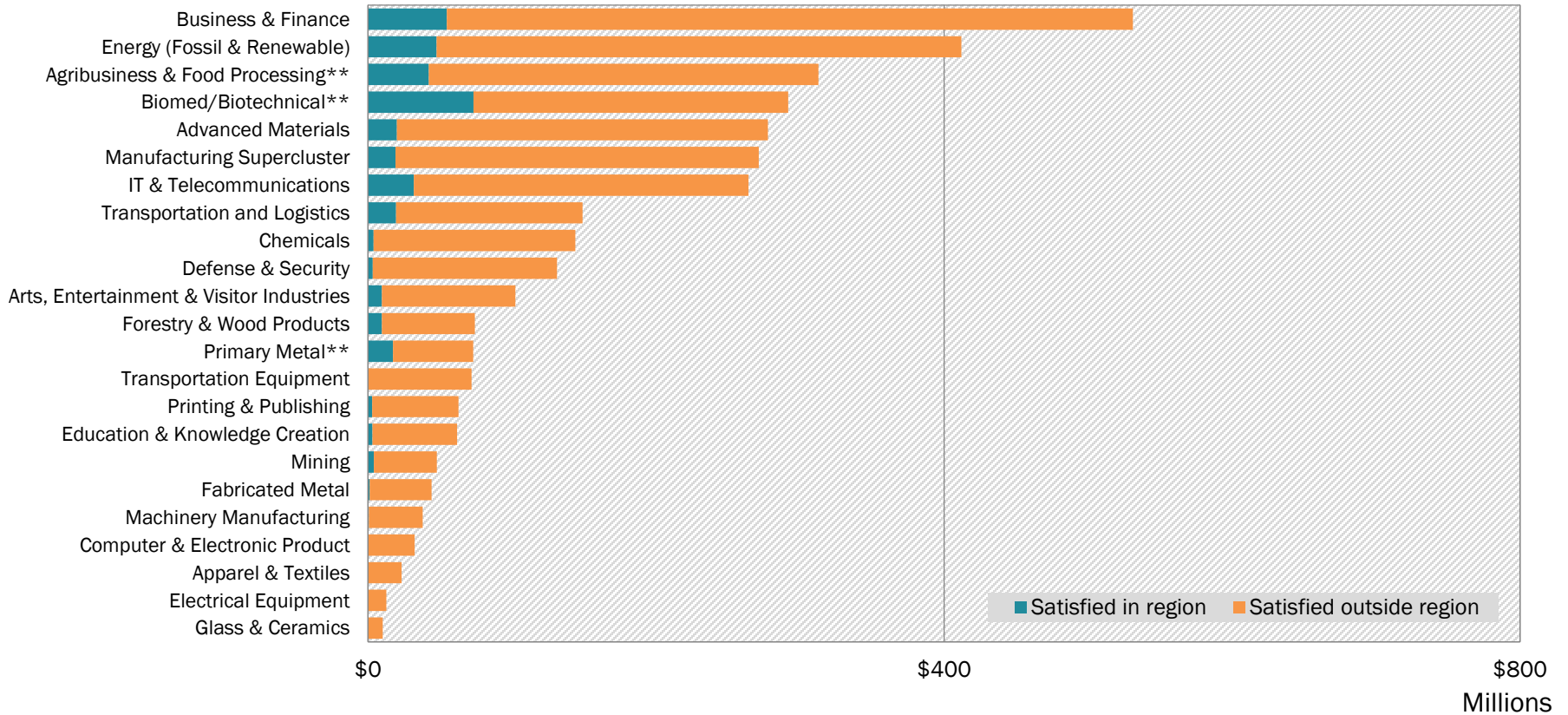
Note: Apparel & Textiles and Glass & Ceramics clusters and Transportation Equipment Mfg., Electrical Equip, Appliance & Component Mfg. and Machinery Mfg. subclusters have too few jobs. Computer & Electronic Product Mfg. does not exist in the region.

section 05

NOTE: The first number after each cluster represents its location quotient while the second number represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2014. The clusters are sorted in decreasing order by location quotient.

Industry Clusters: Leakages

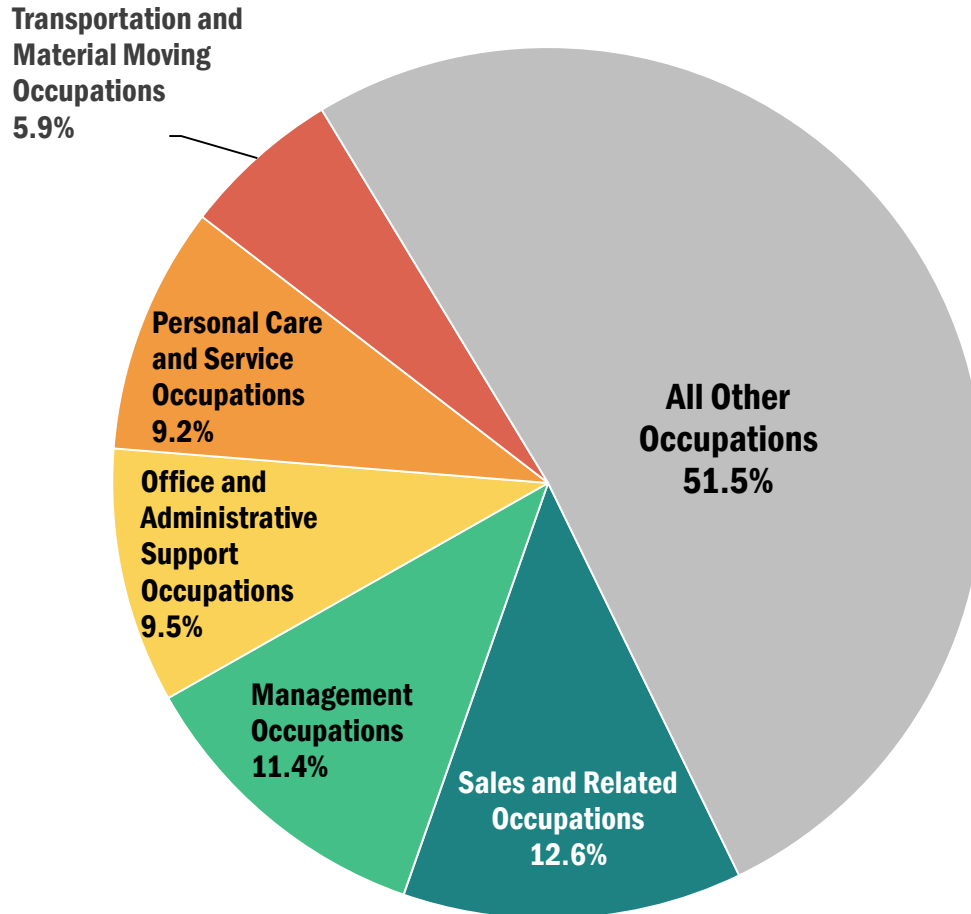
Regional requirements, 2014



Note: ** shows Star clusters

Industry and occupation

Top five occupations in 2014

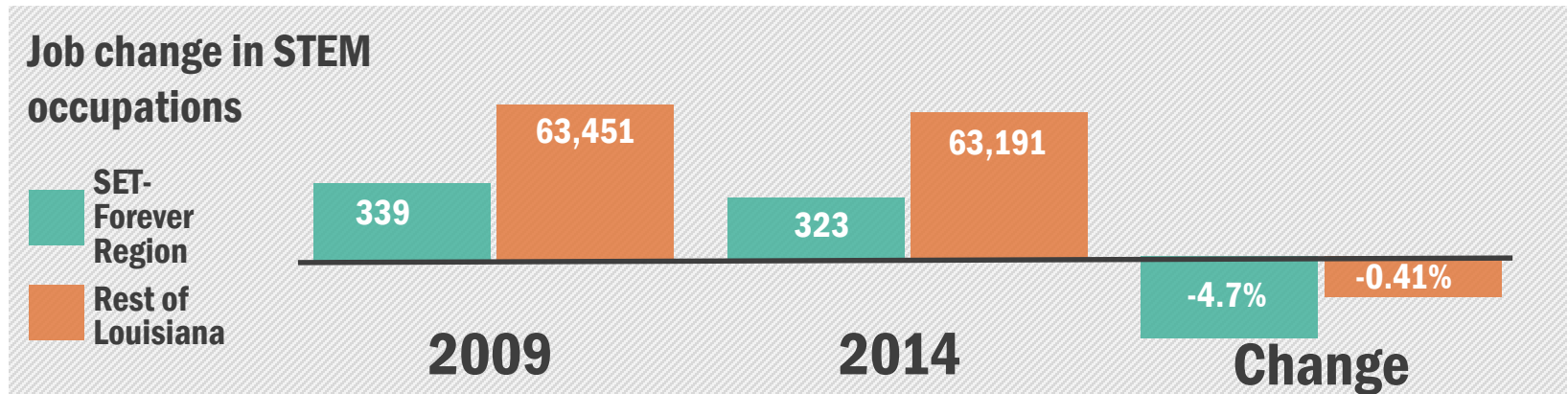


Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

Industry and occupation

Science, Technology, Engineering & Math



Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

Report Contributors

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The Purdue Center for Regional Development (PCRD) seeks to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity.

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