



REGIONAL SNAPSHOT

**Louisiana Alliance Cultivating Economic
Success (LACES)**

PURDUE
UNIVERSITY



Center for Regional Development
Advancing Collaboration : Energizing Regions

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01 overview

LACES Region, LA

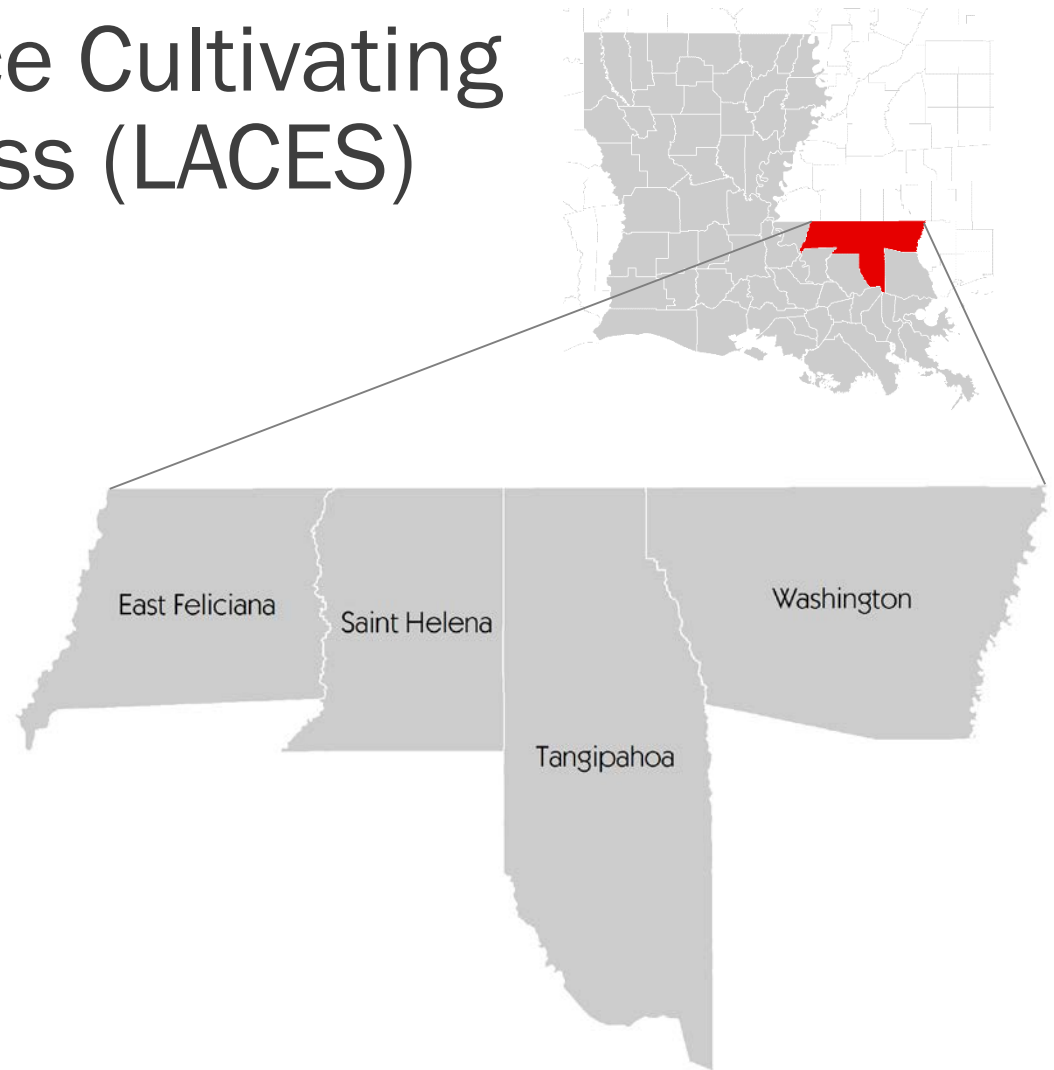
What is a regional snapshot?

Overview

Louisiana Alliance Cultivating Economic Success (LACES) Region

The LACES Region is comprised of four Louisiana counties. Interstate I-55 passes through the central part of the region connecting to I-12 to the south.

- East Feliciana
- St. Helena
- Tangipahoa
- Washington



Overview

What is a regional snapshot?

What is the snapshot?

This snapshot is a demographic and economic assessment of the LACES region in Louisiana. Using county-level data, PCRCD analyzed a number of indicators to gauge the overall economic performance of the LACES 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

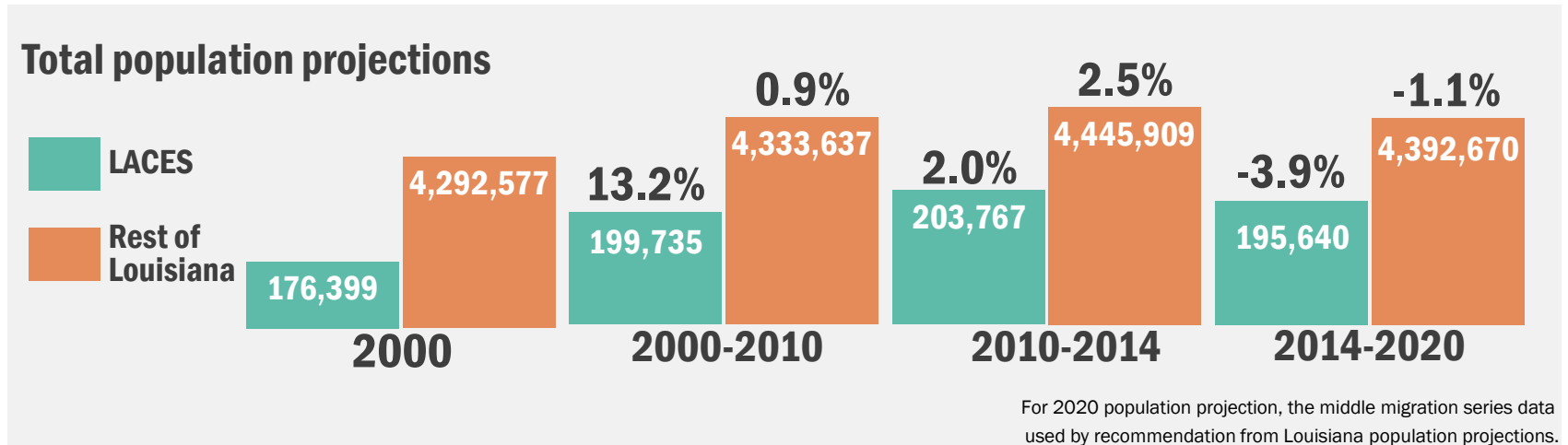
Population change

Age structure

Income and poverty

Demography

Population change

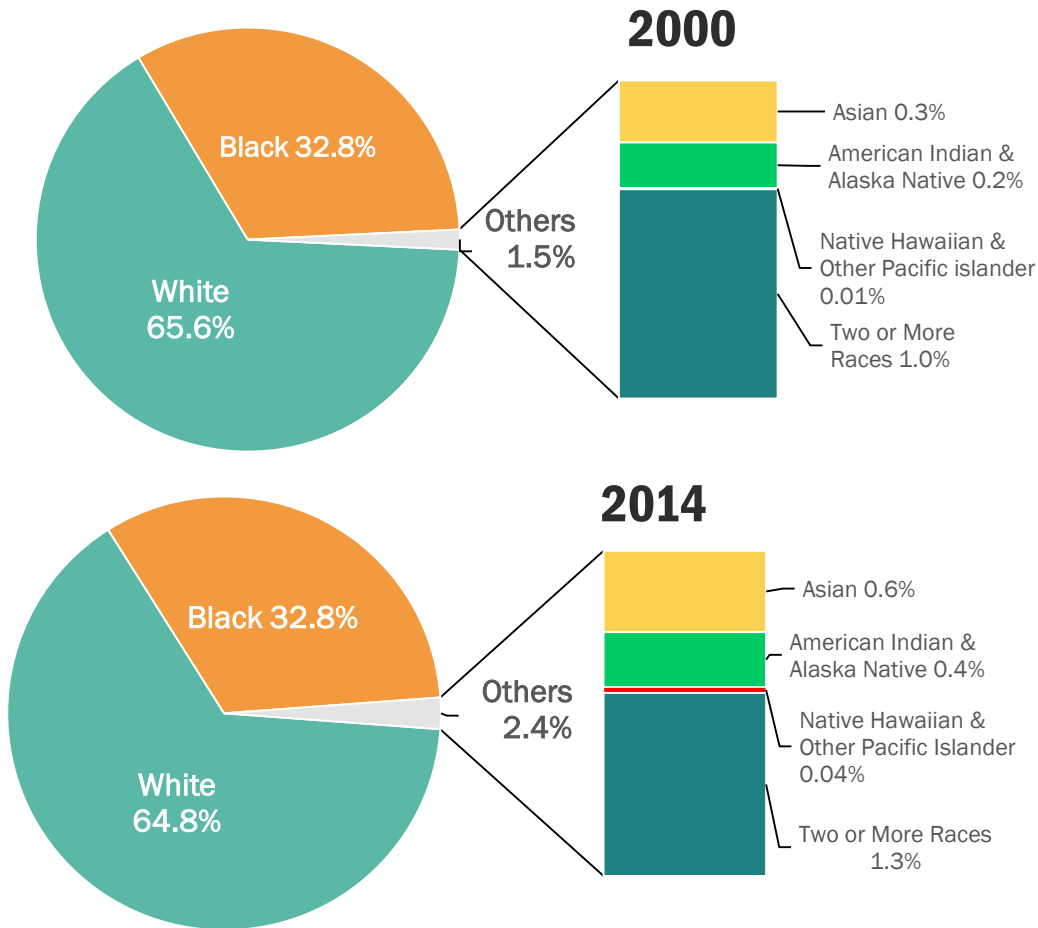


Questions:

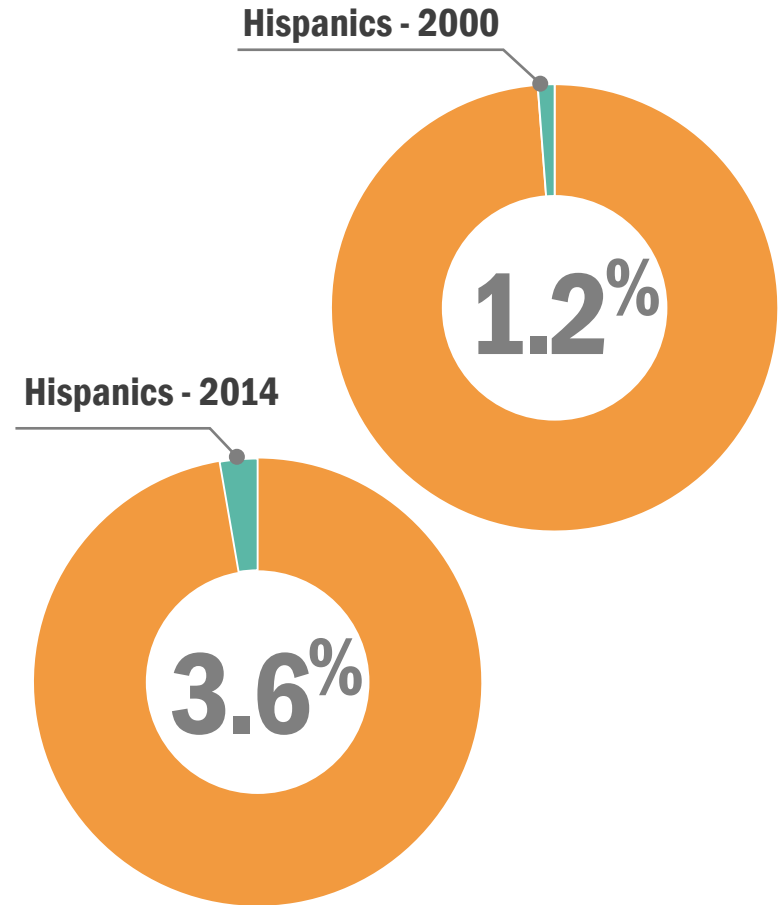
- How does the region's population trend compare to that of the state?
- What may be some of the elements driving the trends in the region? In the state?
- What strengths or challenges might these trends present?

Demography

Race



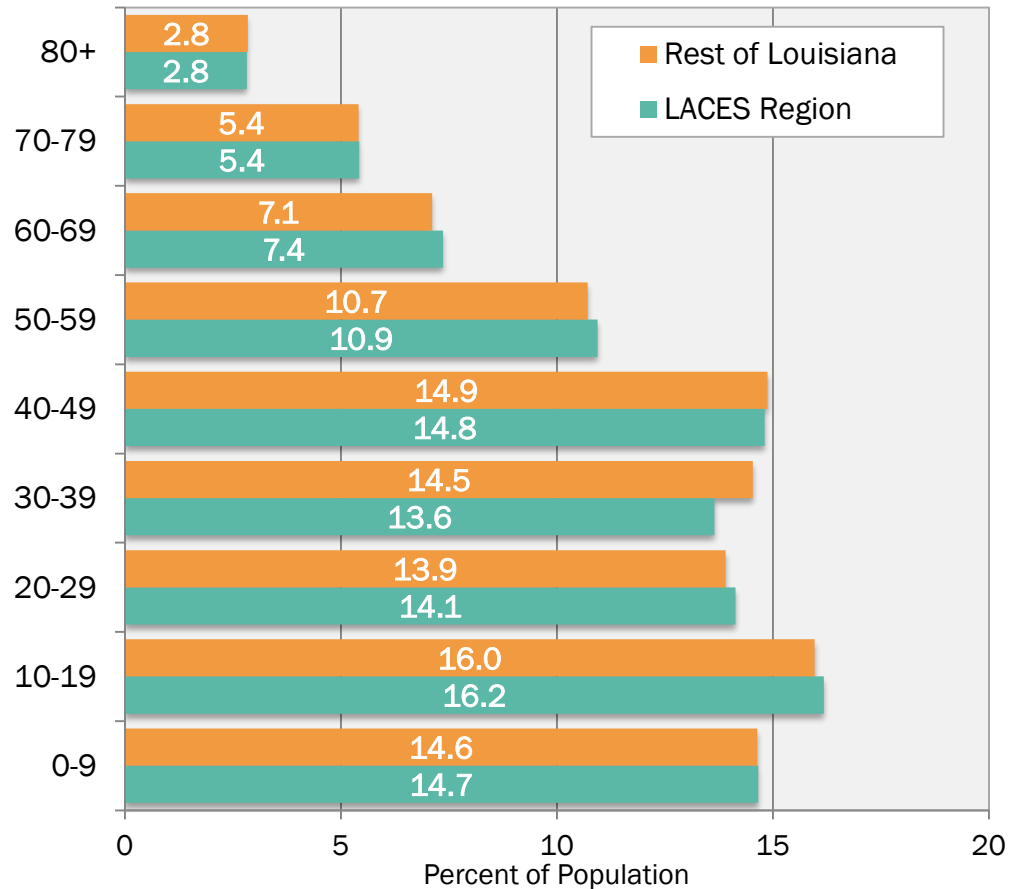
Ethnicity



Demography

Population Age Structure, 2000

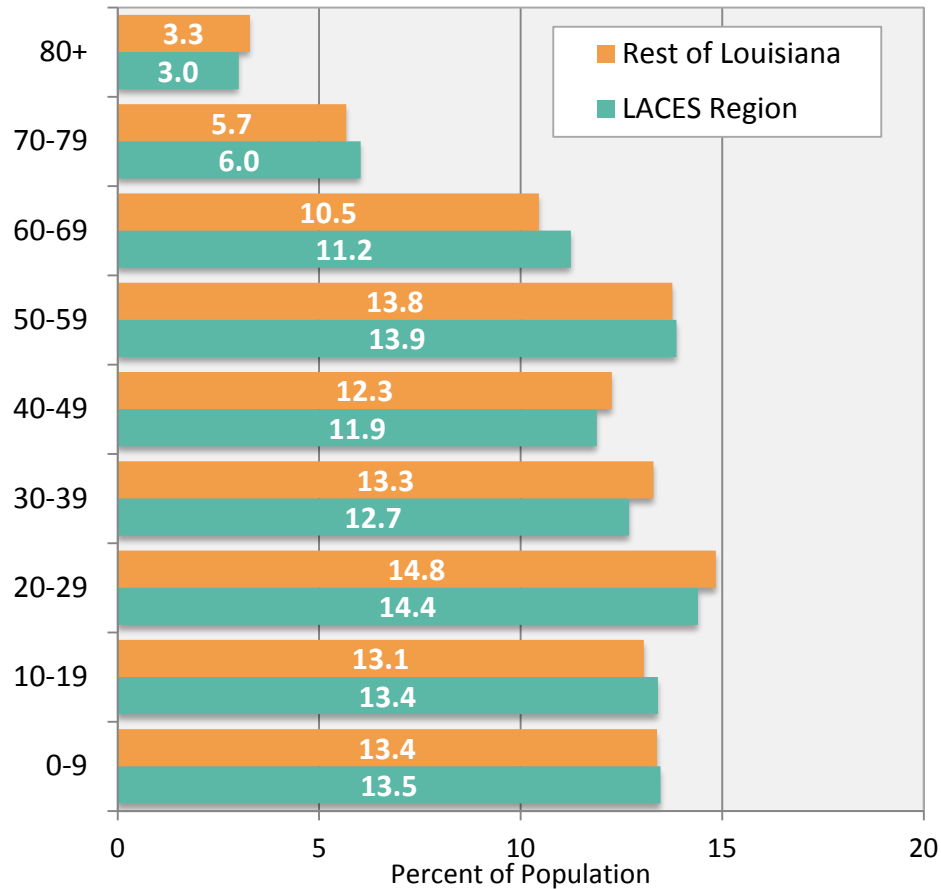
A visual presentation of the age distribution of the population (in percent)



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 | 21.1% | 22.4% | 23.0% |
| Minors (Age 0-17) in Poverty | 31.6% | 30.3% | 32.4% |
| Real Median Household Income* (\$ 2013) | \$36,636 | \$40,165 | \$38,042 |

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

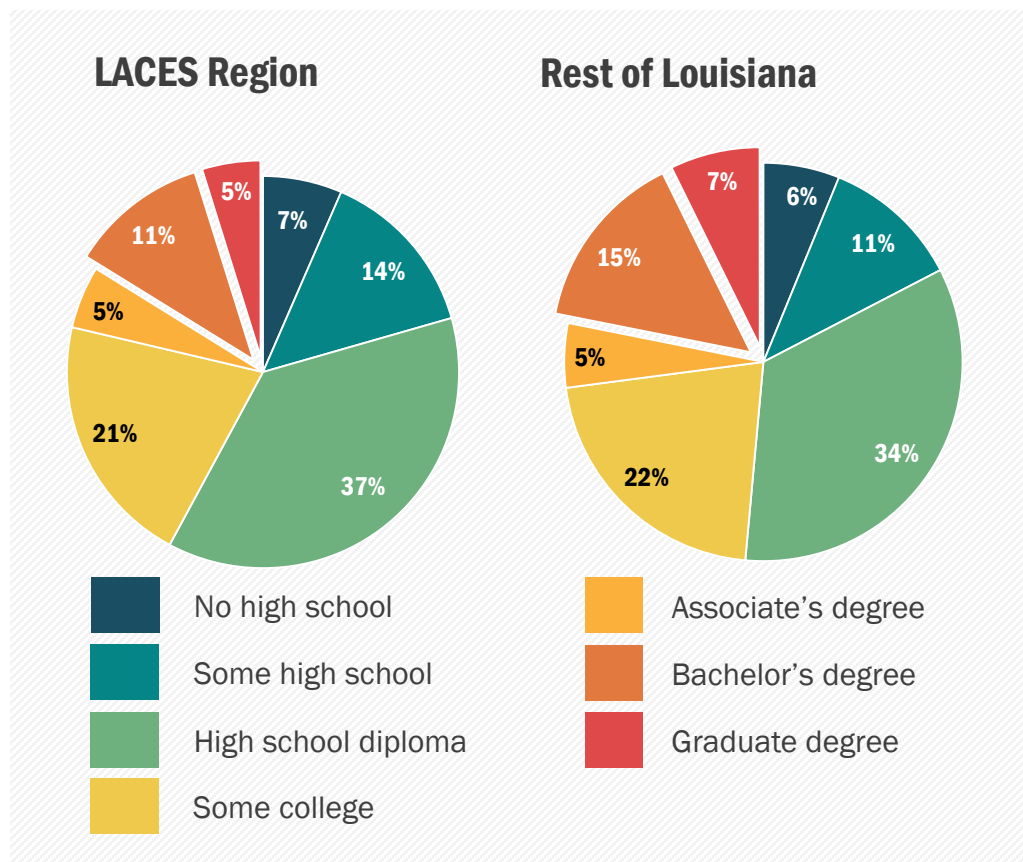
03 human capital

Educational attainment

Patents

Human capital

Educational attainment, 2013



Questions:

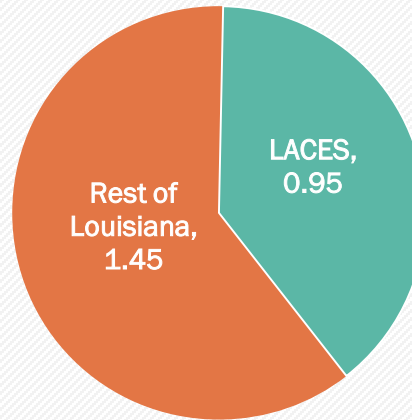
- What proportion of the adult population in the region has only a high school education?
- How many are college graduates (bachelors degree or higher)?
- How does the educational profile of the region compare to that of the rest of the state?
- What are the implications of the educational profile of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

Human capital

Patents

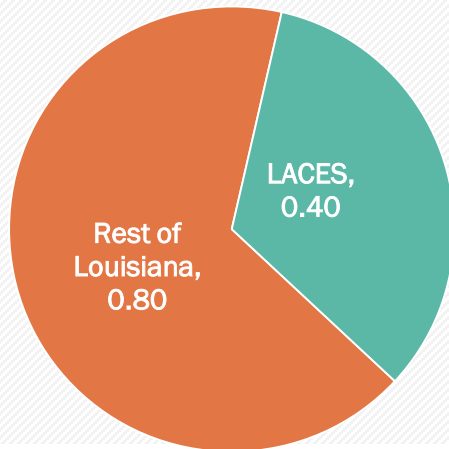
Patents per 10,000 Jobs 2000-2013

From 2000 to 2013, LACES counties were issued patents at a rate of 0.95 per 10,000 jobs, while the remaining Louisiana counties garnered 1.45 patents per 10,000 jobs.



Patents per 10,000 residents 2000-2013

From 2000 to 2013, 0.40 patents per 10,000 residents were issued in LACES counties. The rest of Louisiana amassed 0.80 patents per 10,000 residents.



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 state?
- How have rates changed over time?
- What might this data suggest for the future of the region?

04 labor force

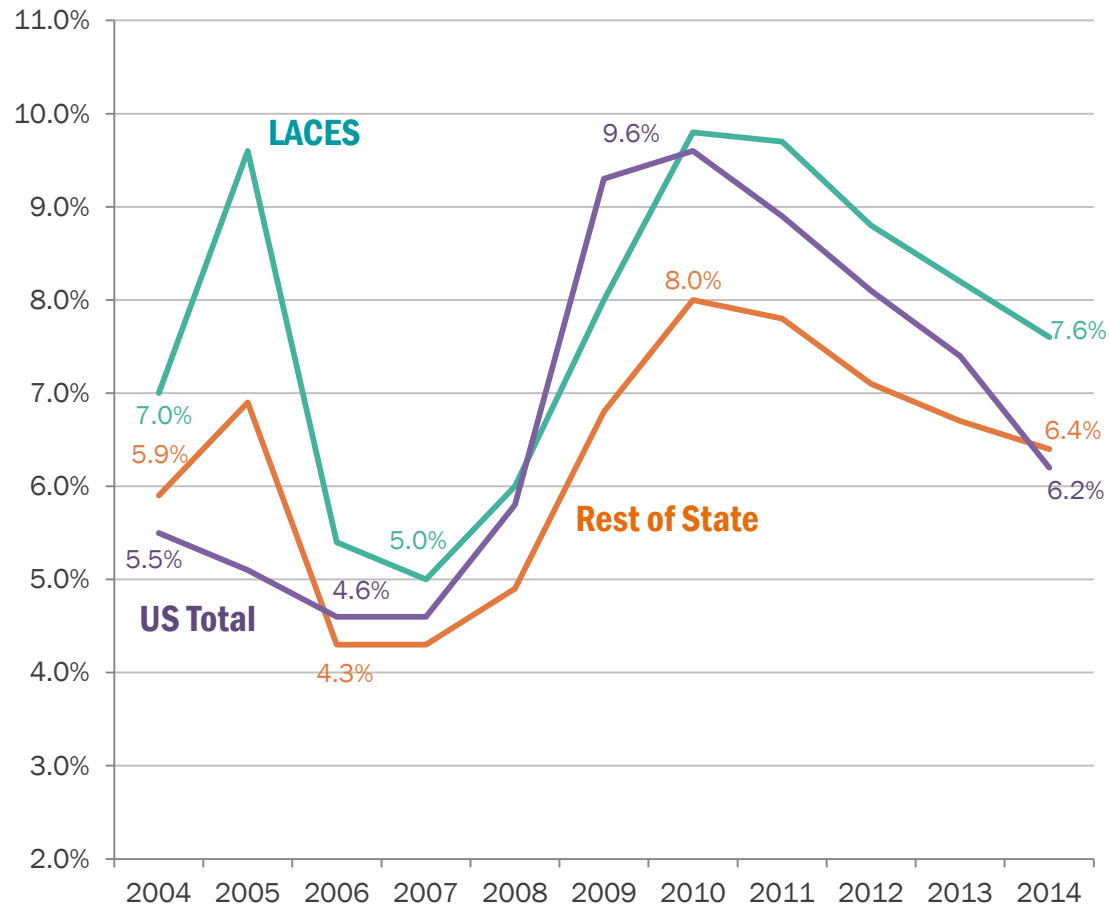
Unemployment rates

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?

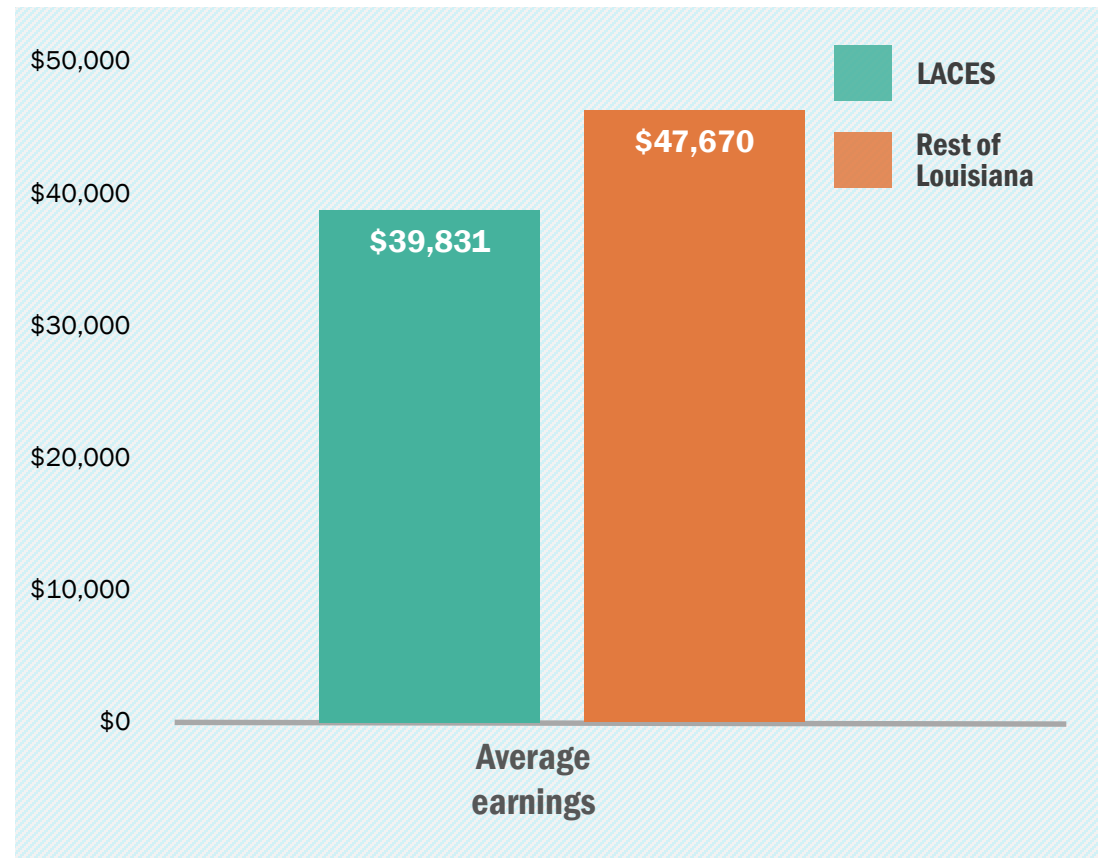
Labor force

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?

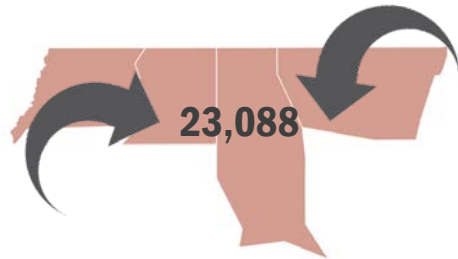
NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships.



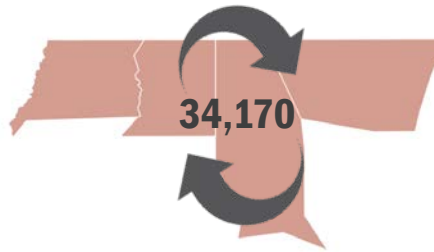
Labor force

Journey to Work

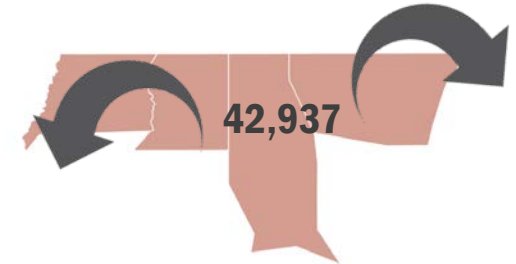
In-Commuters



Same Work/Home



Out-Commuters



| Population | 2013 Jobs | Proportion |
|---------------------------------------|-----------|------------|
| Employed in Region | 57,258 | 100.0% |
| Employed in Region but Living Outside | 23,088 | 40.3% |
| Employed and Living in Region | 34,170 | 59.7% |

| Population | 2013 Jobs | Proportion |
|--|-----------|------------|
| Region Residents | 77,107 | 100.0% |
| Employed Outside Region but Living in Region | 42,937 | 55.7% |
| Employed and Living in Region | 34,170 | 44.3% |

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 | 19,867 |
| Establishments Closed | 9,696 |
| Net Change | 10,171 |
| Net Migration (Establishments moving into minus Establishments moving out of the region) | 256 |
| Total Change | 10,427 |
| Percent Change | 144.5% |

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

| | 2000 | | 2011 | |
|--------------|----------------|-------------|----------------|-------------|
| Stage | Establishments | Proportion | Establishments | Proportion |
| Stage 0 | 1,725 | 23.9% | 6,707 | 38.0% |
| Stage 1 | 4,353 | 60.3% | 9,695 | 54.9% |
| Stage 2 | 1,065 | 14.7% | 1,161 | 6.5% |
| Stage 3 | 60 | 0.8% | 69 | 0.3% |
| Stage 4 | 8 | 0.1% | 6 | 0.0% |
| Total | 7,211 | 100% | 17,638 | 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 | 1,725 | 6,707 | 288.8% |
| Stage 1 | 15,722 | 28,016 | 78.1% |
| Stage 2 | 26,588 | 29,275 | 10.1% |
| Stage 3 | 11,028 | 12,272 | 11.2% |
| Stage 4 | 5,760 | 5,425 | -5.8% |
| Total | 60,823 | 81,695 | 34.3% |

Sales (\$ 2013) by Company Stages

| Year | 2000 | 2011 | % Change |
|--------------|----------------------|----------------------|--------------|
| Stage 0 | 148,375,184 | 418,420,031 | 182.0% |
| Stage 1 | 1,488,307,507 | 2,081,507,365 | 39.8% |
| Stage 2 | 2,268,659,524 | 2,628,410,425 | 15.8% |
| Stage 3 | 848,056,020 | 779,588,129 | -8.0% |
| Stage 4 | 294,120,600 | 40,2218,900 | 36.7% |
| Total | 5,047,518,835 | 6,310,144,550 | 25.0% |

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 2002-11 period?

Industry and occupation

Top ten industry sector employment growth

| NAICS | Description | 2009 Jobs | 2014 Jobs | Change | Change (%) | State Change (%) |
|-------|--|-----------|-----------|--------|------------|------------------|
| 61 | Educational Services | 811 | 1,013 | 202 | 25% | 23% |
| 72 | Accommodation and Food Services | 5,247 | 6,301 | 1,054 | 20% | 18% |
| 62 | Health Care and Social Assistance | 9,734 | 11,165 | 1,431 | 15% | 12% |
| 81 | Other Services (except Public Administration) | 5,348 | 5,945 | 597 | 11% | 10% |
| 48 | Transportation and Warehousing | 3,420 | 3,749 | 329 | 10% | 18% |
| 53 | Real Estate and Rental and Leasing | 2,481 | 2,719 | 238 | 10% | 20% |
| 71 | Arts, Entertainment, and Recreation | 1,014 | 1,097 | 83 | 8% | 10% |
| 54 | Professional, Scientific, and Technical Services | 2,320 | 2,463 | 143 | 6% | 6% |
| 52 | Finance and Insurance | 3,066 | 3,194 | 128 | 4% | 11% |
| 42 | Wholesale Trade | 2,224 | 2,306 | 82 | 4% | 5% |

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 eight industry sector employment decline

| NAICS | Description | 2009 Jobs | 2014 Jobs | Change | Change (%) | State Change (%) |
|-------|--|-----------|-----------|---------|------------|------------------|
| 90 | Government | 20,014 | 17,118 | - 2,896 | - 14% | - 9% |
| 23 | Construction | 5,171 | 4,595 | - 576 | - 11% | 1% |
| 21 | Mining, Quarrying, and Oil and Gas Extraction | 370 | 333 | - 37 | - 10% | 9% |
| 55 | Management of Companies and Enterprises | 336 | 317 | - 19 | - 6% | 7% |
| 56 | Administrative and Support and Waste Management and Remediation Services | 4,897 | 4,626 | - 271 | - 6% | 16% |
| 51 | Information | 672 | 649 | - 23 | - 3% | 3% |
| 11 | Crop and Animal Production | 3,224 | 3,158 | - 66 | - 2% | - 5% |
| 31 | Manufacturing | 4,429 | 4,413 | - 16 | - 0% | 4% |

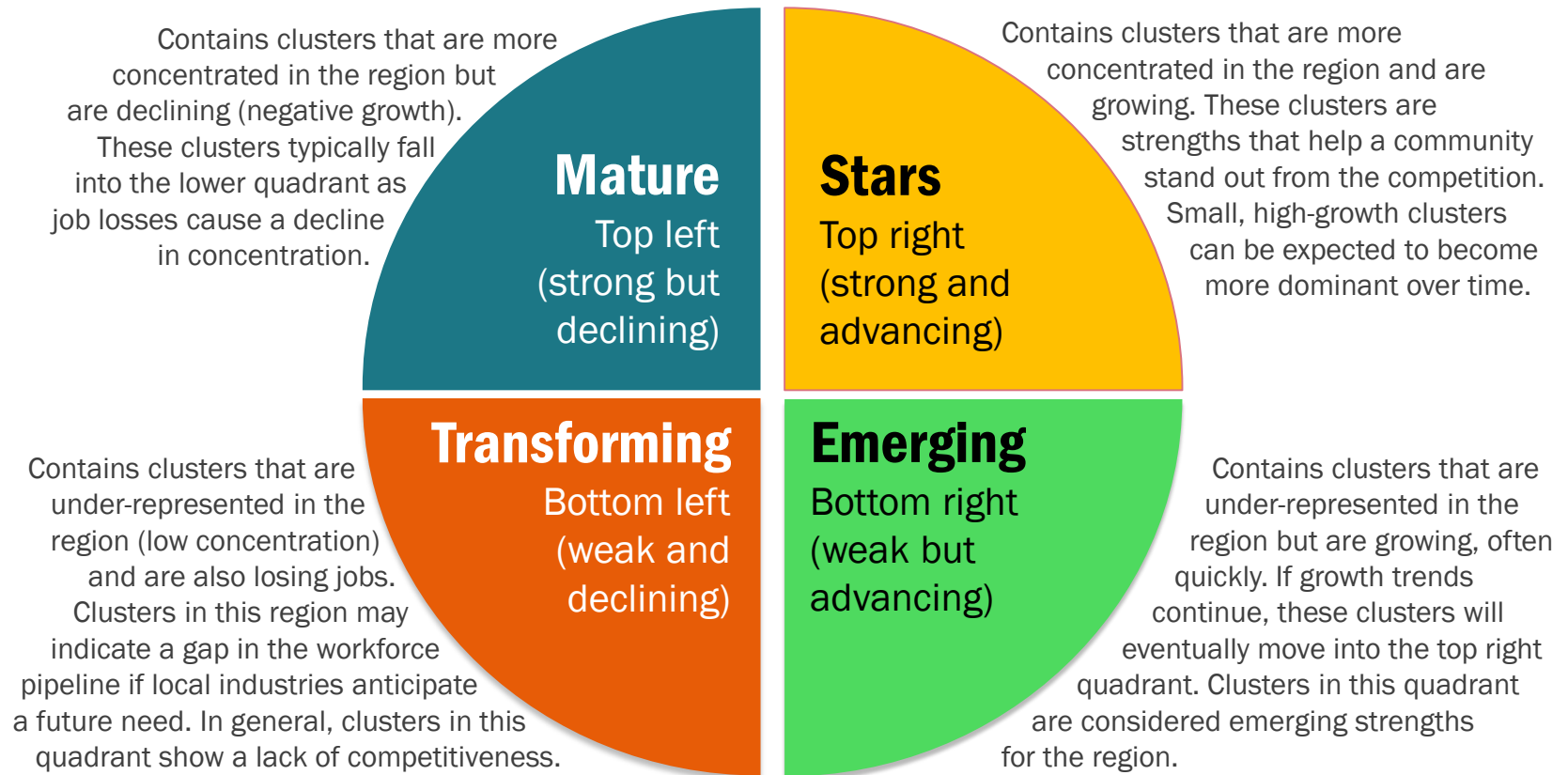
Questions:

- 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 and occupation

How to interpret cluster data results

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

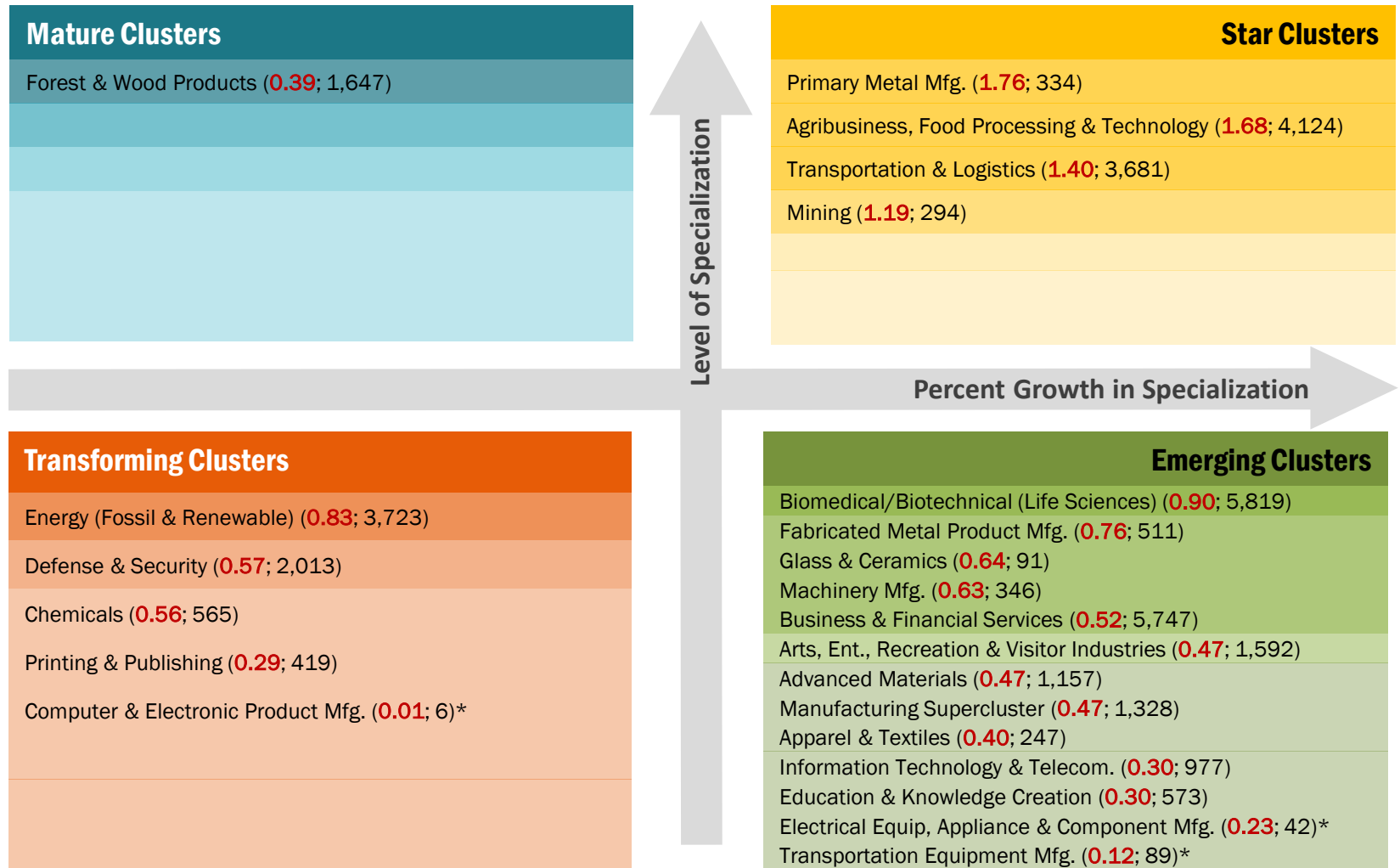


section 05

Distribution of clusters in the Region by quadrants



Industry cluster analysis



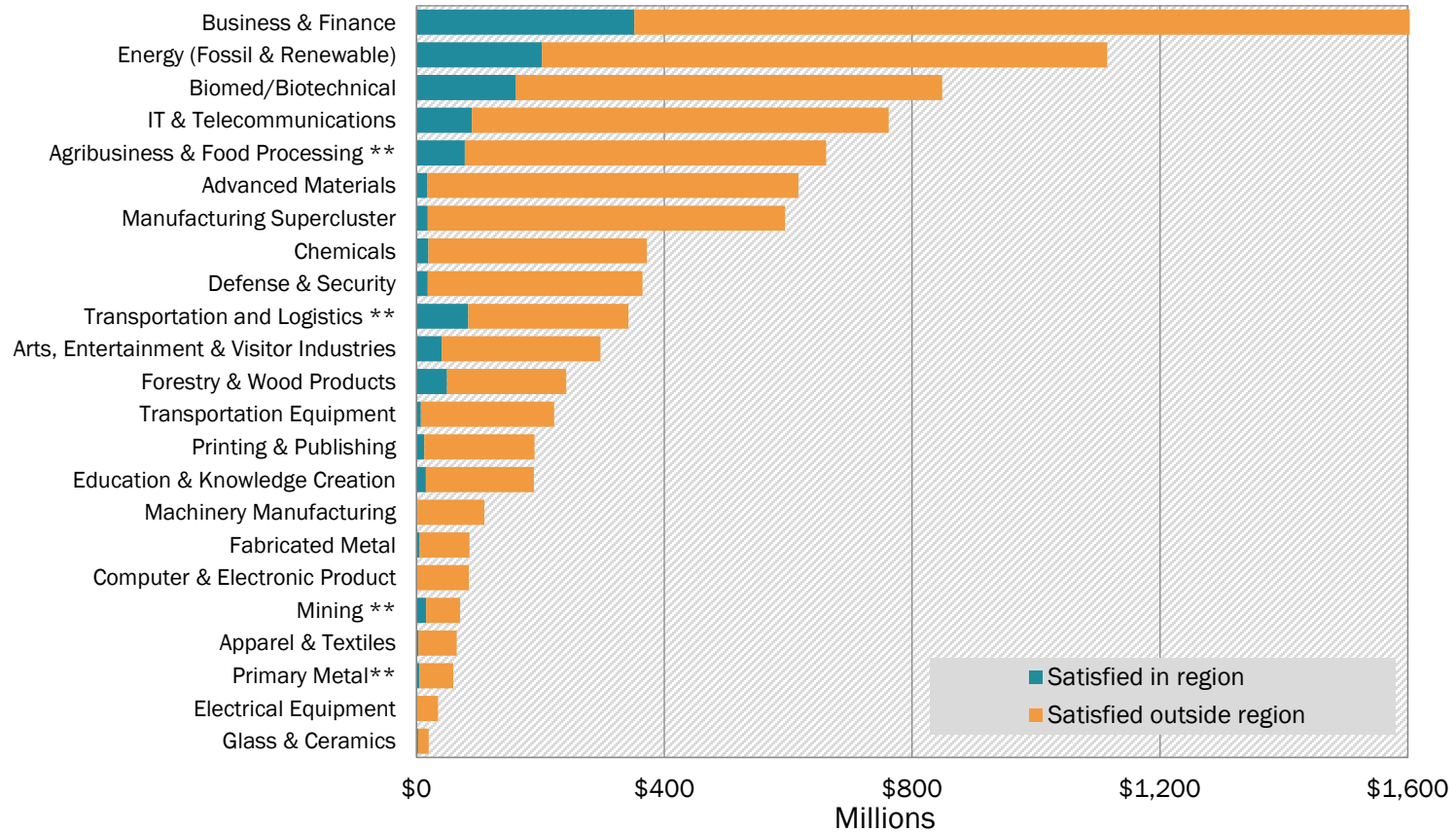
* Computer & Electronic Product Mfg., Electrical Equip, Appliance & Component Mfg. and Transportation Equipment Mfg. Sub-clusters have too few jobs.

section 02

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

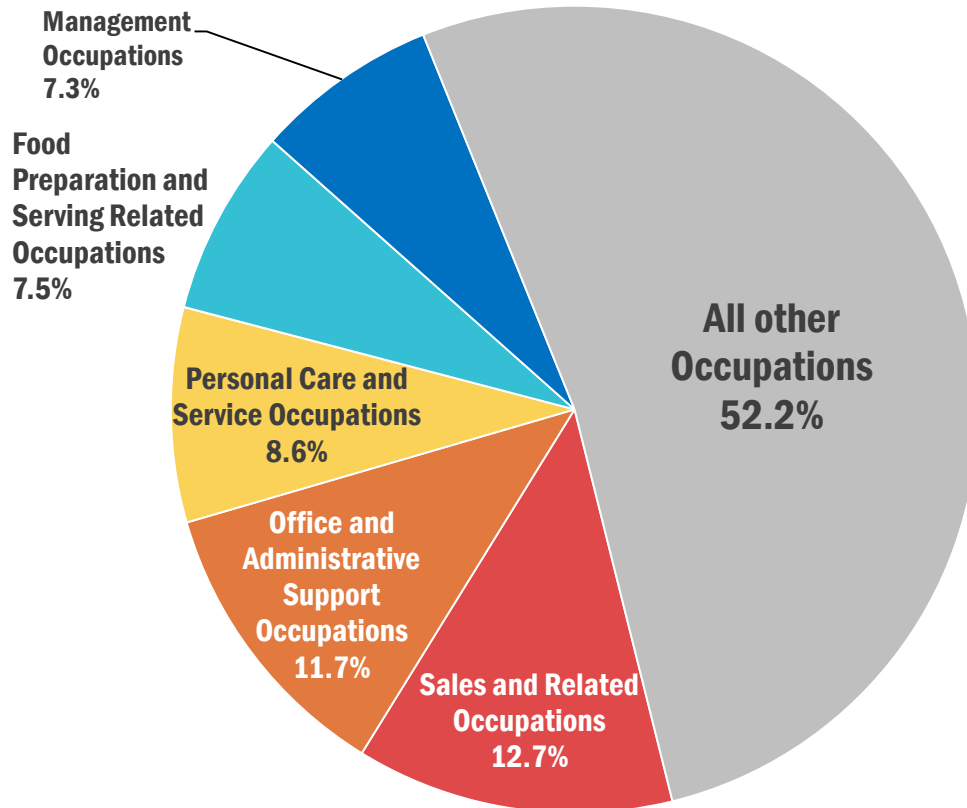
Regional requirements, 2013



Note: **shows Star clusters

Industry and occupation

Top five occupations in 2014

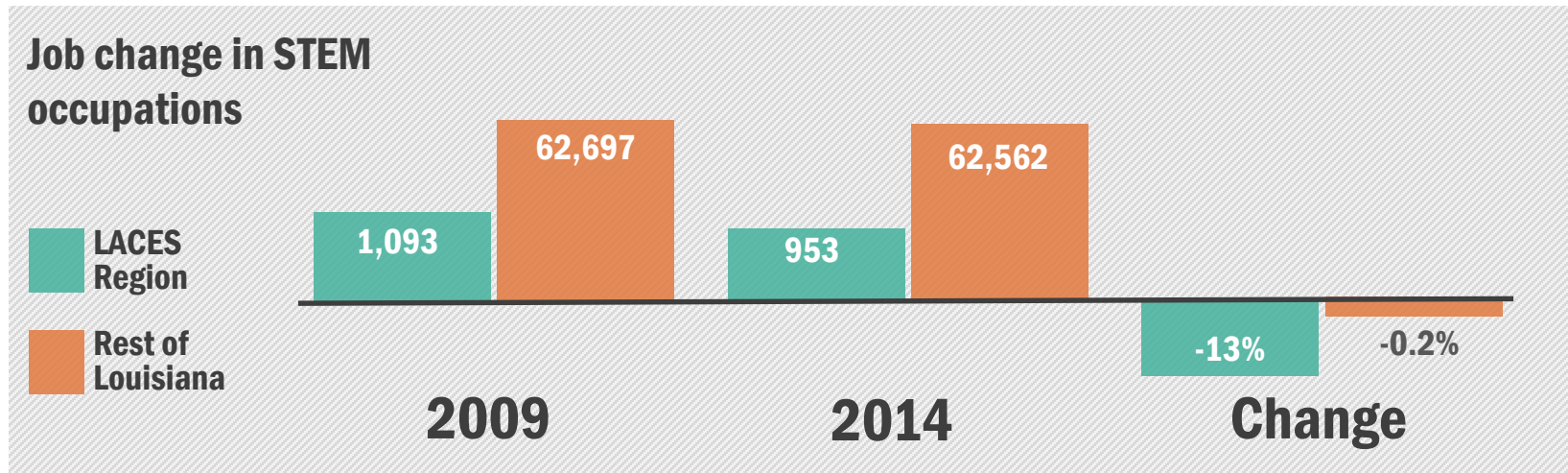


Questions:

- 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



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

This report was prepared by the Purdue Center for Regional Development, in partnership with the Southern Rural Development Center and USDA Rural Development, in support of the Stronger Economies Together program.



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This report was supported, in part, by grant from the USDA Rural Development through the auspices of the Southern Rural Development Center. It was produced in support of the Stronger Economies Together (SET) program.

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Advancing Collaboration : Energizing Regions

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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October 2015