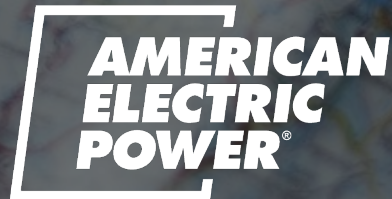




Southwestern Electric Power Company-Served Louisiana Counties



1 Riverside Plaza, 12th Floor
Columbus, Ohio 43215

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Report Parameters

11 Counties

22013	Bienville Parish, LA	22069	Natchitoches Parish, LA
22015	Bossier Parish, LA	22081	Red River Parish, LA
22017	Caddo Parish, LA	22085	Sabine Parish, LA
22031	De Soto Parish, LA	22115	Vernon Parish, LA
22043	Grant Parish, LA	<i>See Appendix A for all 11 Counties</i>	

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

577,797

Population (2023)

Population **decreased by 28,225** over the last 5 years and is projected to **decrease by 25,414** over the next 5 years.

261,404

Total Regional Employment

Jobs **decreased by 3,570** over the last 5 years but are projected to **grow by 5,864** over the next 5 years.

\$63.1K

Avg. Earnings Per Job (2023)

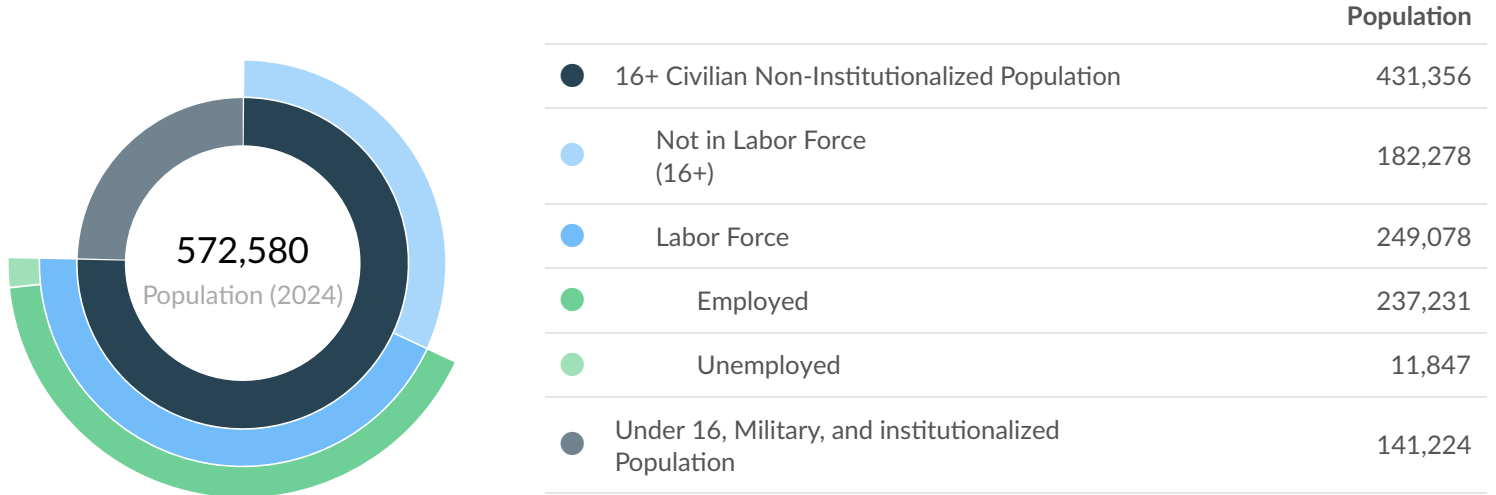
Regional average earnings per job are **\$20.3K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **declined by 4.7%** since 2018, falling by 28,225. Population is expected to **decrease by 4.4%** between 2023 and 2028, losing 25,414.
- From 2018 to 2023, jobs **declined by 1.3%** in Southwestern Electric Power Company-Served Louisiana Counties from 264,974 to **261,404**. This change **fell short of the national growth rate of 4.3% by 5.6%**. As the number of jobs declined, the **labor force participation rate increased from 55.1% to 56.8% between 2018 and 2023**.
- Concerning educational attainment, **13.9% of the selected regions' residents possess a Bachelor's Degree** (7.2% below the national average), and **7.9% hold an Associate's Degree** (0.9% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Federal Government, Military.

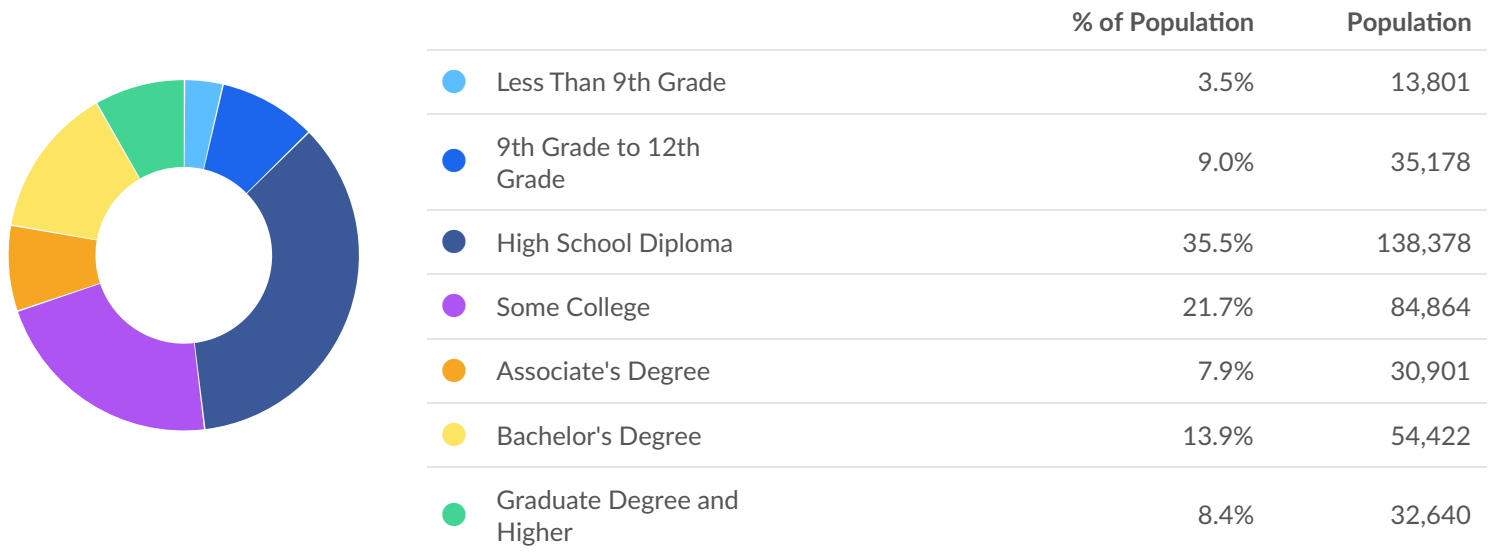
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	572,580	249,078	261,404	97.0	\$34.68B	\$43.82B	\$50.15B
State	4,558,838	2,085,983	2,168,693	97.2	\$302.01B	\$304.73B	\$376.13B

Mar 2024 Labor Force Breakdown



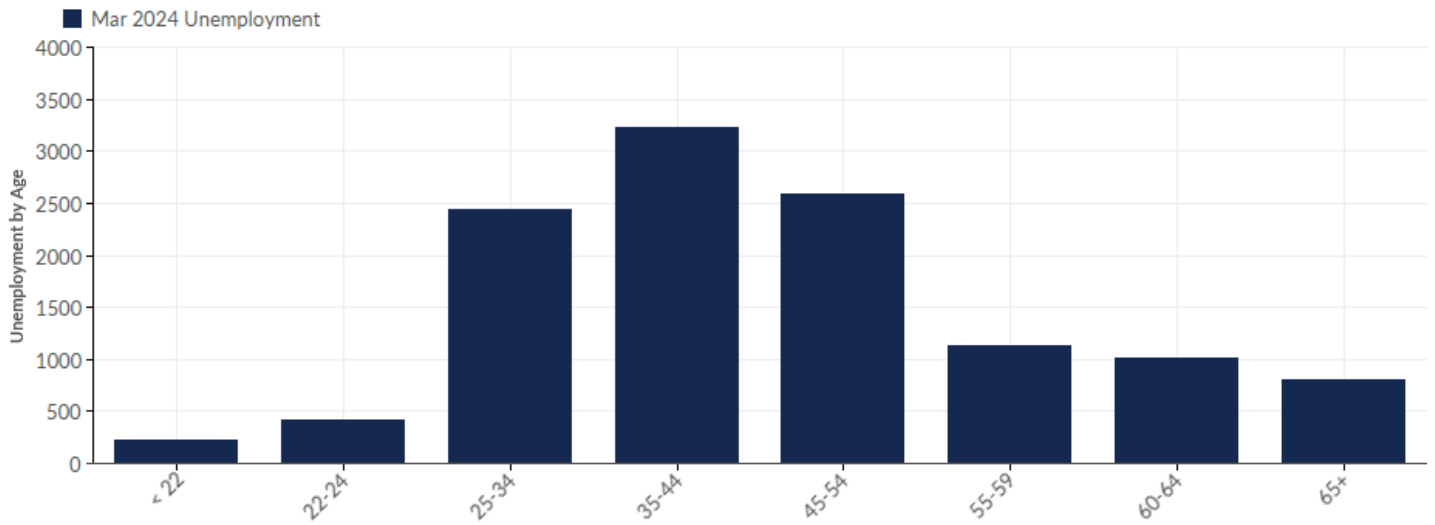
Educational Attainment

Concerning educational attainment, **13.9% of the selected regions' residents possess a Bachelor's Degree** (7.2% below the national average), and **7.9% hold an Associate's Degree** (0.9% below the national average).



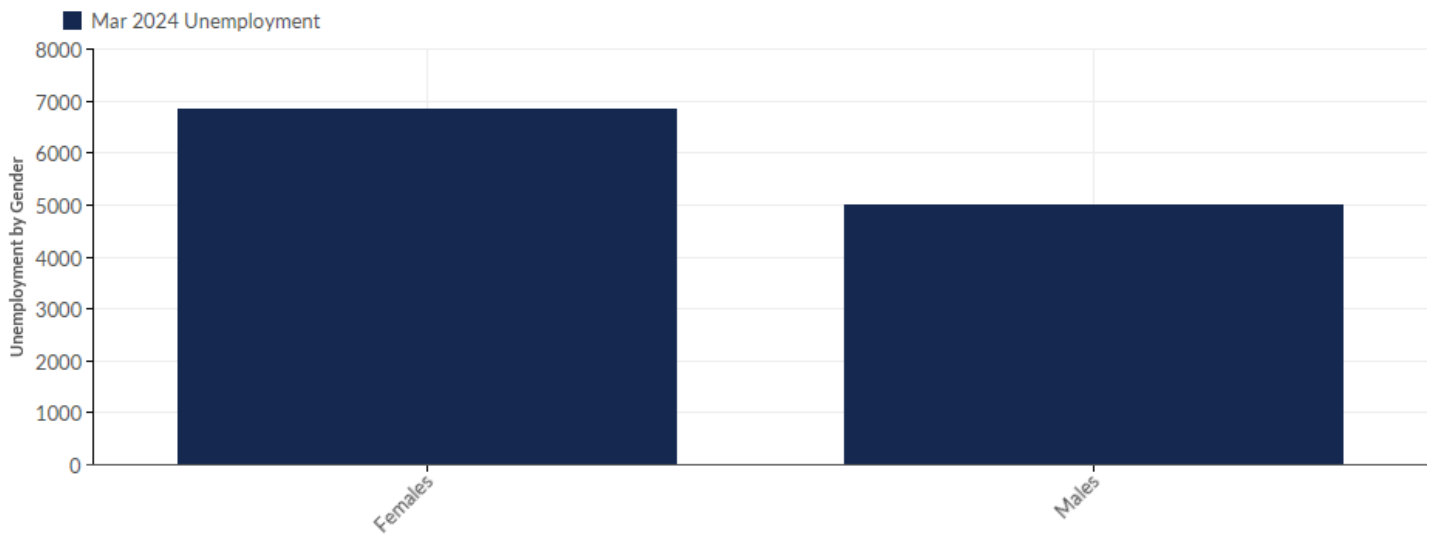
Unemployment by Demographics

Unemployment by Age



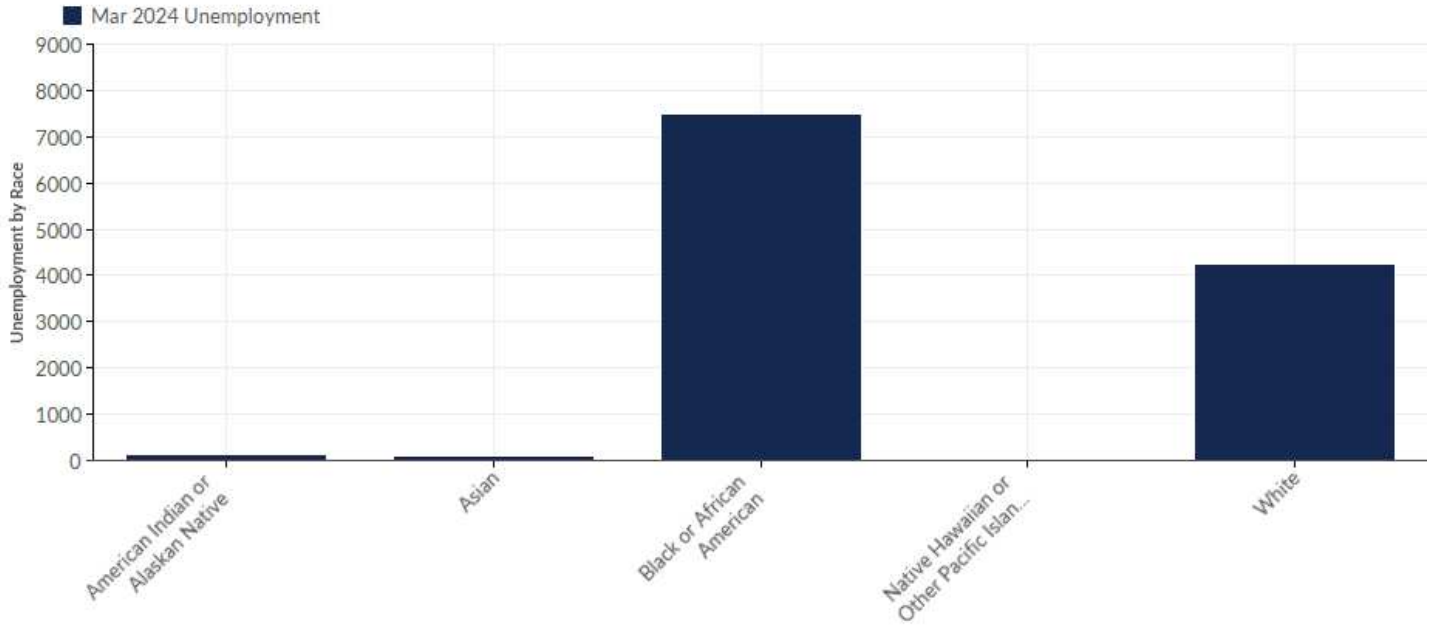
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	217	1.83%
22-24	419	3.54%
25-34	2,444	20.63%
35-44	3,232	27.28%
45-54	2,592	21.88%
55-59	1,126	9.50%
60-64	1,012	8.54%
65+	805	6.79%
Total	11,847	100.00%

Unemployment by Gender



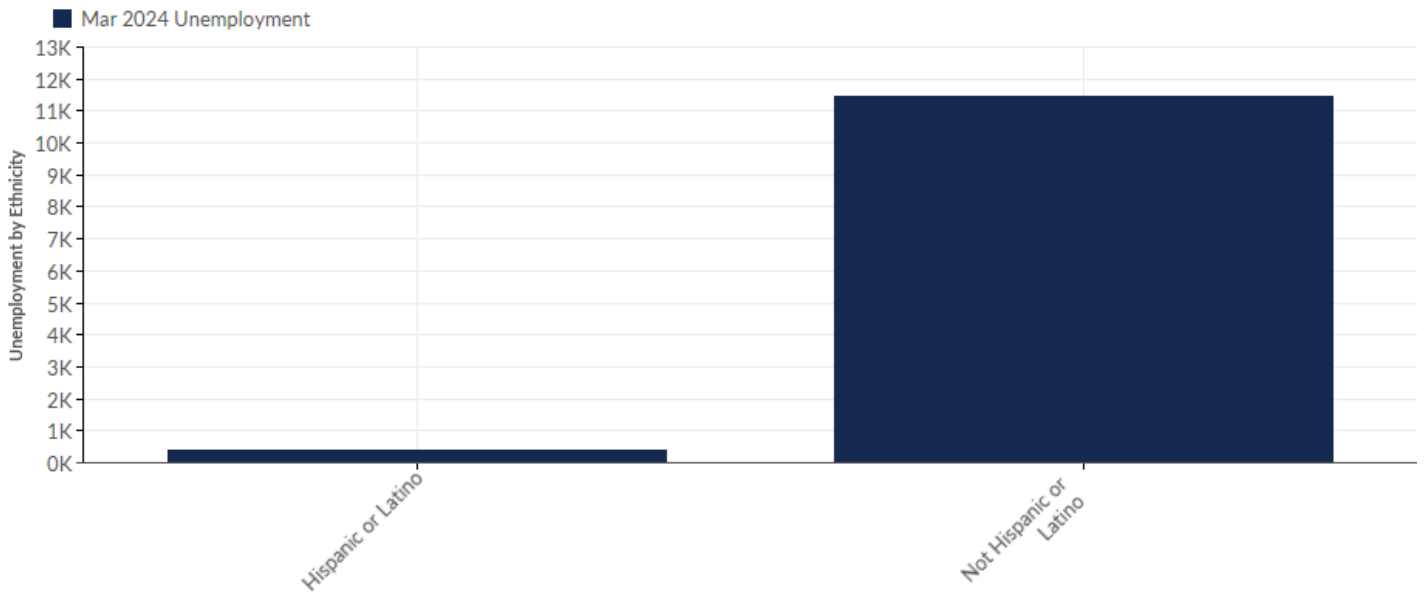
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	6,851	57.83%
Males	4,996	42.17%
Total	11,847	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	93	0.79%
Asian	58	0.49%
Black or African American	7,467	63.03%
Native Hawaiian or Other Pacific Islander	11	0.09%
White	4,219	35.61%
Total	11,847	100.00%

Unemployment by Ethnicity

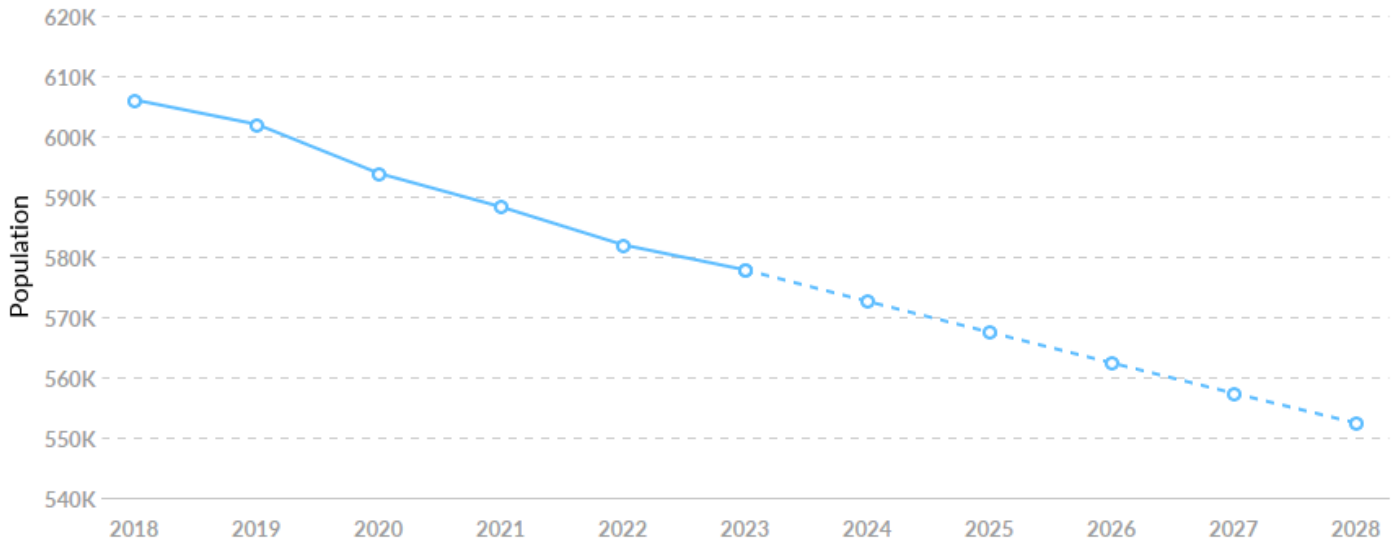


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	403	3.40%
Not Hispanic or Latino	11,444	96.60%
Total	11,847	100.00%

Historic & Projected Trends

Population Trends

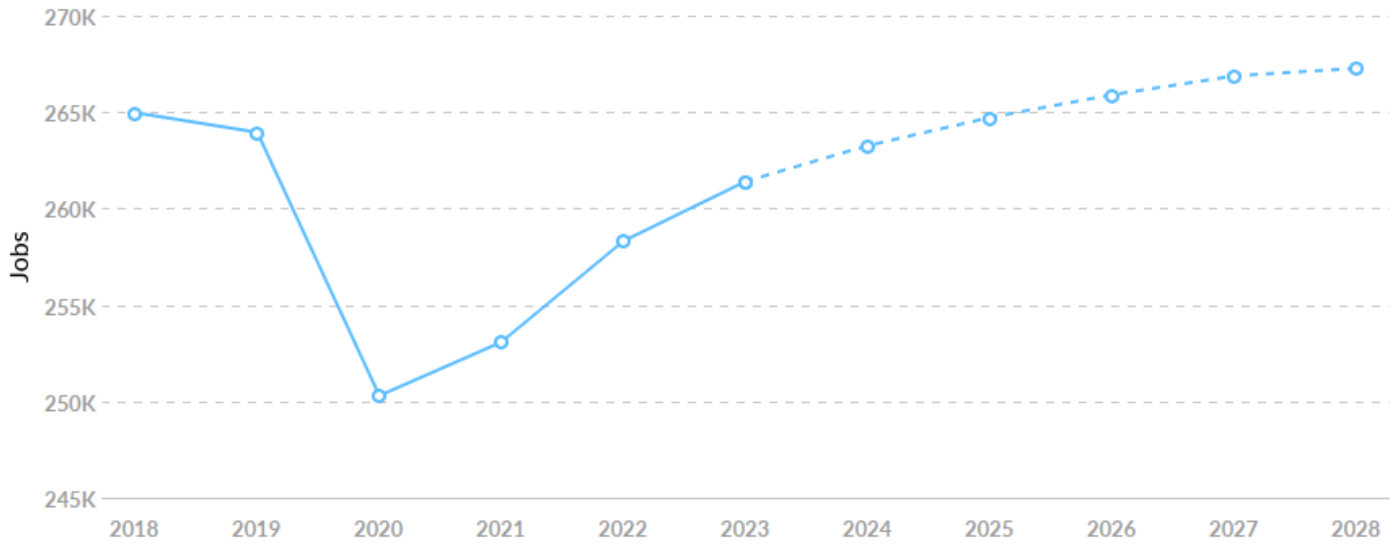
As of 2023 the region's population **declined by 4.7%** since 2018, falling by 28,225. Population is expected to **decrease by 4.4%** between 2023 and 2028, losing 25,414.



Timeframe	Population
2018	606,022
2019	601,966
2020	593,825
2021	588,259
2022	581,958
2023	577,797
2024	572,580
2025	567,455
2026	562,361
2027	557,318
2028	552,383

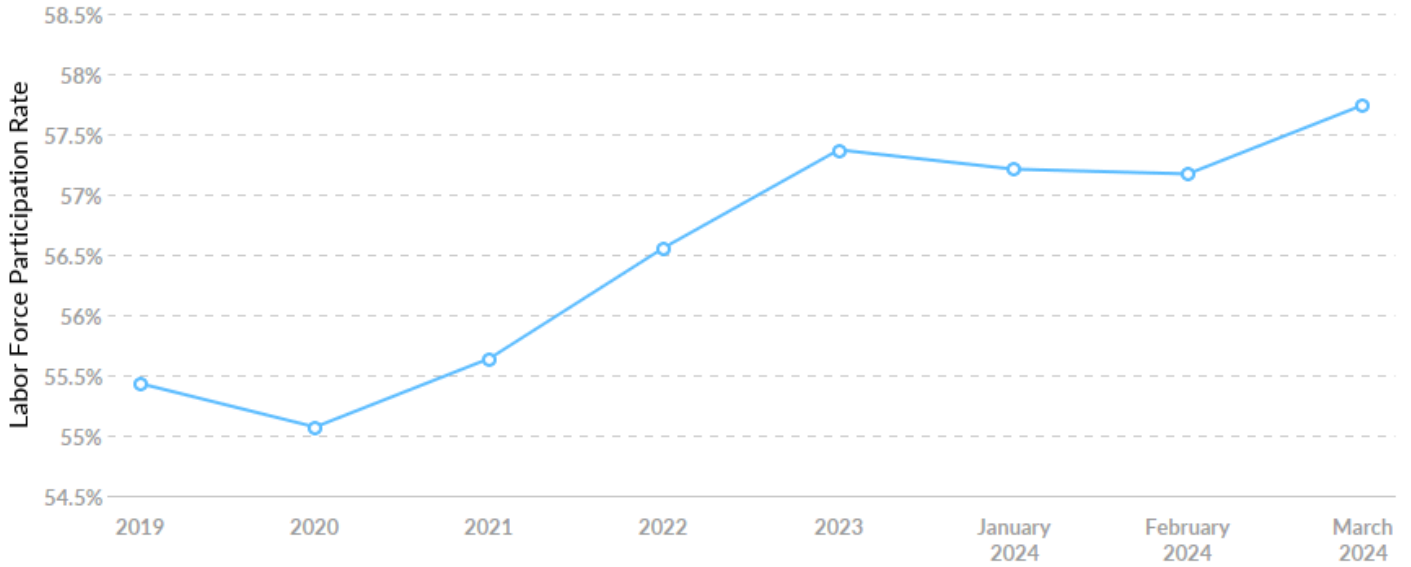
Job Trends

From 2018 to 2023, jobs **declined by 1.3%** in Southwestern Electric Power Company-Served Louisiana Counties from 264,974 to 261,404. This change **fell short of the national growth rate of 4.3% by 5.6%**.



Timeframe	Jobs
2018	264,974
2019	263,952
2020	250,285
2021	253,067
2022	258,307
2023	261,404
2024	263,260
2025	264,718
2026	265,897
2027	266,874
2028	267,268

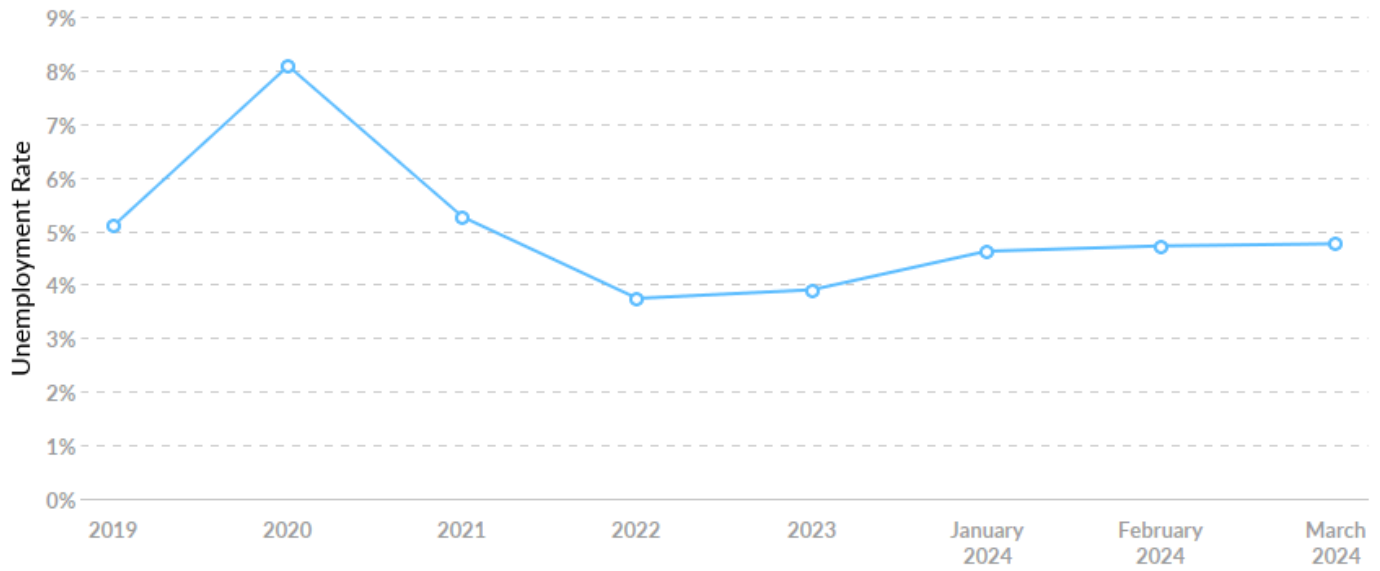
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	55.43%
2020	55.07%
2021	55.64%
2022	56.56%
2023	57.37%
January 2024	57.21%
February 2024	57.17%
March 2024	57.74%

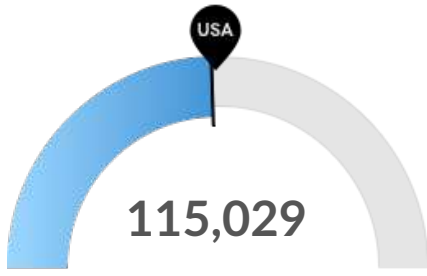
Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 4.76%, **decreasing from 5.10%** 5 years before.



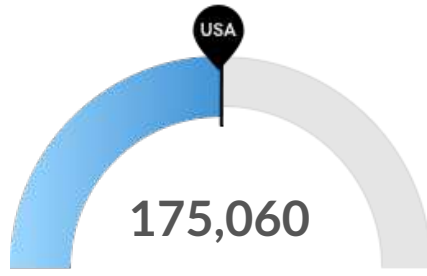
Timeframe	Unemployment Rate
2019	5.10%
2020	8.08%
2021	5.26%
2022	3.74%
2023	3.90%
January 2024	4.62%
February 2024	4.72%
March 2024	4.76%

Population Characteristics



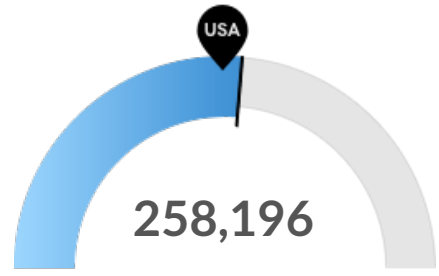
Millennials

Your area has 115,029 millennials (ages 25-39). The national average for an area this size is 118,333.



Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 174,402 people 55 or older, while there are 175,060 here.



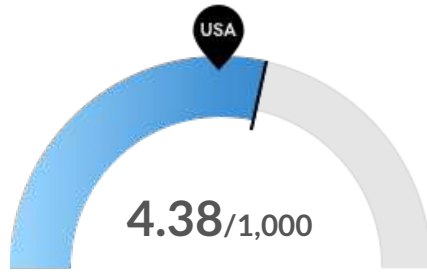
Racial Diversity

Racial diversity is about average in your area. The national average for an area this size is 239,325 racially diverse people, while there are 258,196 here.



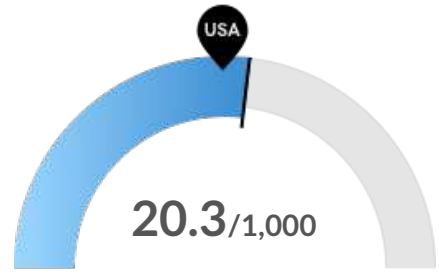
Veterans

Your area has 38,989 veterans. The national average for an area this size is 29,752.



Violent Crime

Your area has 4.38 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

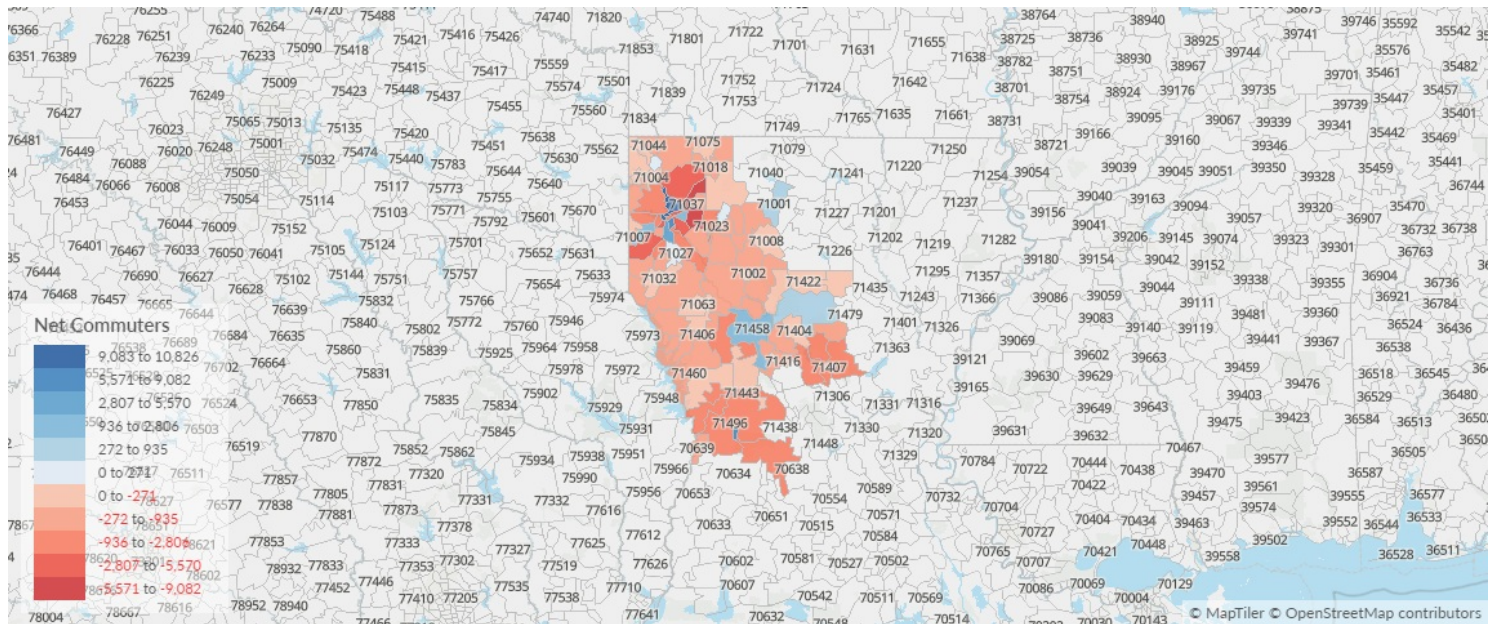


Property Crime

Your area has 20.3 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

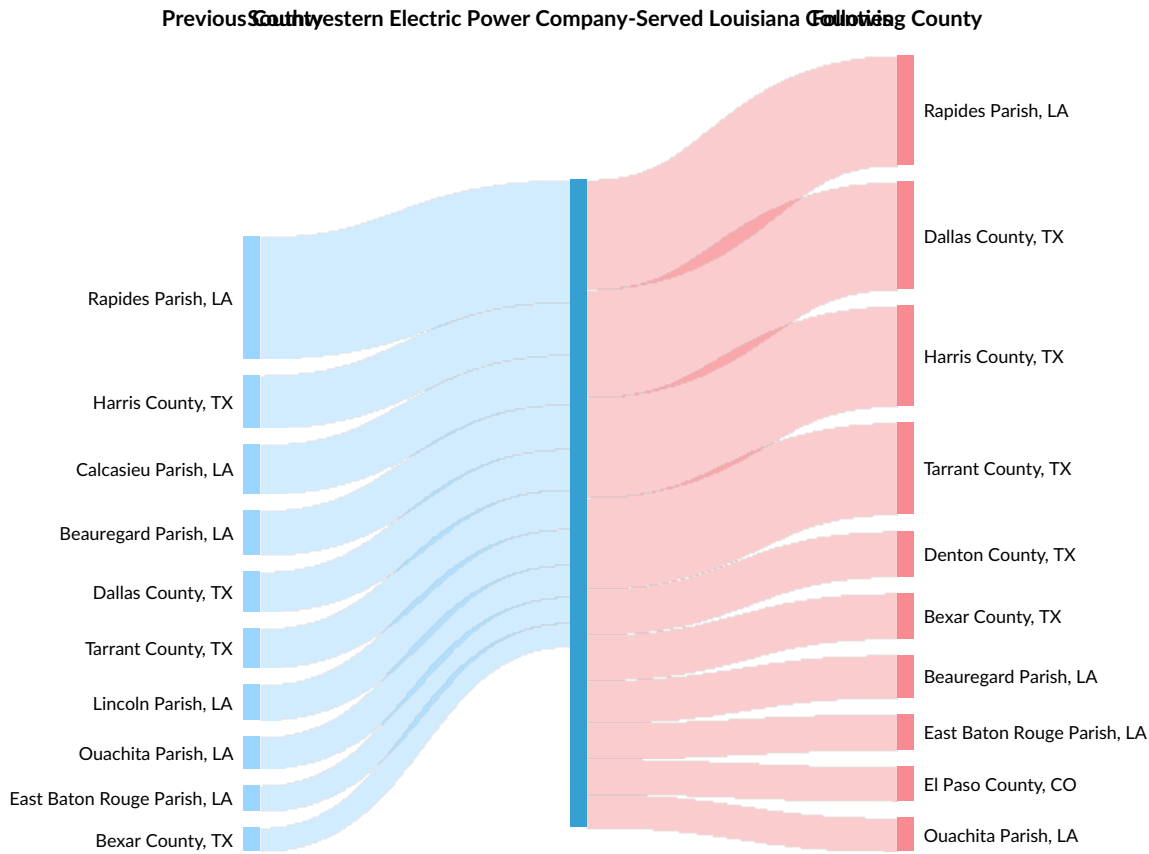
ZIP	Name	2023 Employment
71111	Bossier City, LA (in Boss...	29,274
71106	Shreveport, LA (in Cadd...	19,525
71105	Shreveport, LA (in Cadd...	17,962
71101	Shreveport, LA (in Cadd...	14,318
71457	Natchitoches, LA (in Na...	12,944

ZIP	Name	2023 Workers
71111	Bossier City, LA (in Boss...	20,041
71112	Bossier City, LA (in Boss...	15,444
71106	Shreveport, LA (in Cadd...	15,365
71107	Shreveport, LA (in Cadd...	13,092
71457	Natchitoches, LA (in Na...	11,934

Inbound and Outbound Migration

The table below analyzes past and current residents of Southwestern Electric Power Company-Served Louisiana Counties. The left column shows residents of other counties migrating to Southwestern Electric Power Company-Served Louisiana Counties. The right column shows residents migrating from Southwestern Electric Power Company-Served Louisiana Counties to other counties.

As of 2021, **1,021** people have migrated from Rapides Parish, LA to Southwestern Electric Power Company-Served Louisiana Counties. In the same year, **918** people left Southwestern Electric Power Company-Served Louisiana Counties migrating to Rapides Parish, LA. The total Net Migration for Southwestern Electric Power Company-Served Louisiana Counties in 2021 was **-4,170**.



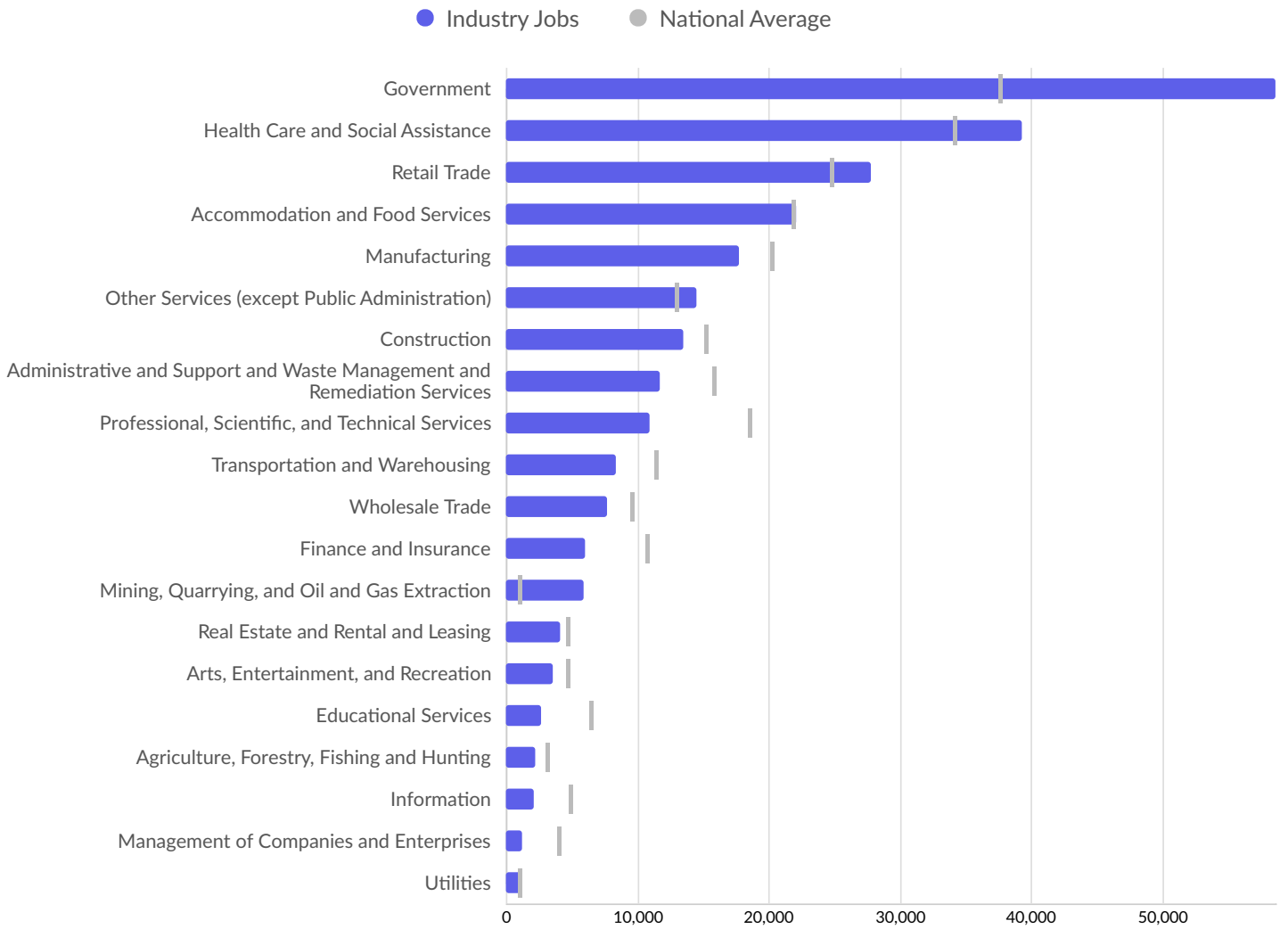
Top Previous Counties	Migrations
Rapides Parish, LA	1,021
Harris County, TX	441
Calcasieu Parish, LA	414

Top Previous Counties	Migrations
Beauregard Parish, LA	373
Dallas County, TX	338
Tarrant County, TX	331
Lincoln Parish, LA	299
Ouachita Parish, LA	268
East Baton Rouge Parish, LA	216
Bexar County, TX	198
Harrison County, TX	183
El Paso County, CO	180
Honolulu County, HI	179
Claiborne Parish, LA	177
Clark County, NV	159
Top Following Counties	Migrations
Rapides Parish, LA	918
Dallas County, TX	901
Harris County, TX	836
Tarrant County, TX	767
Denton County, TX	382
Bexar County, TX	379
Beauregard Parish, LA	357
East Baton Rouge Parish, LA	300
El Paso County, CO	292
Ouachita Parish, LA	281
Collin County, TX	268
Lincoln Parish, LA	268

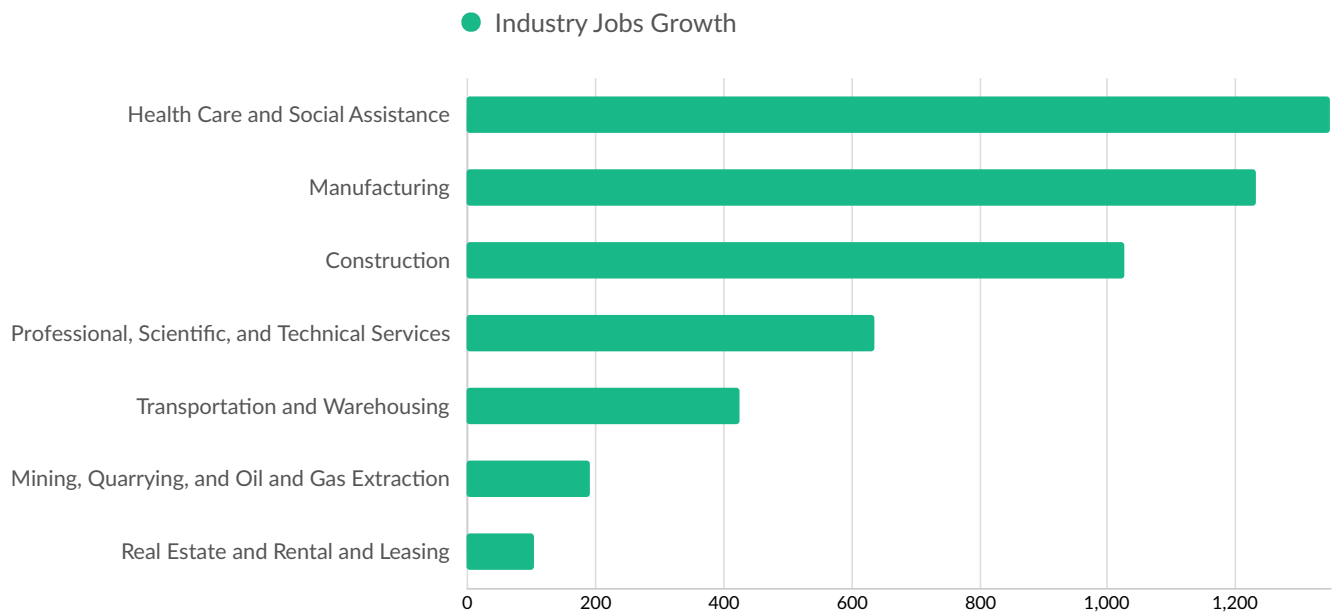
Top Following Counties	Migrations
Claiborne Parish, LA	211
Montgomery County, TX	202
Bell County, TX	197

Industry Characteristics

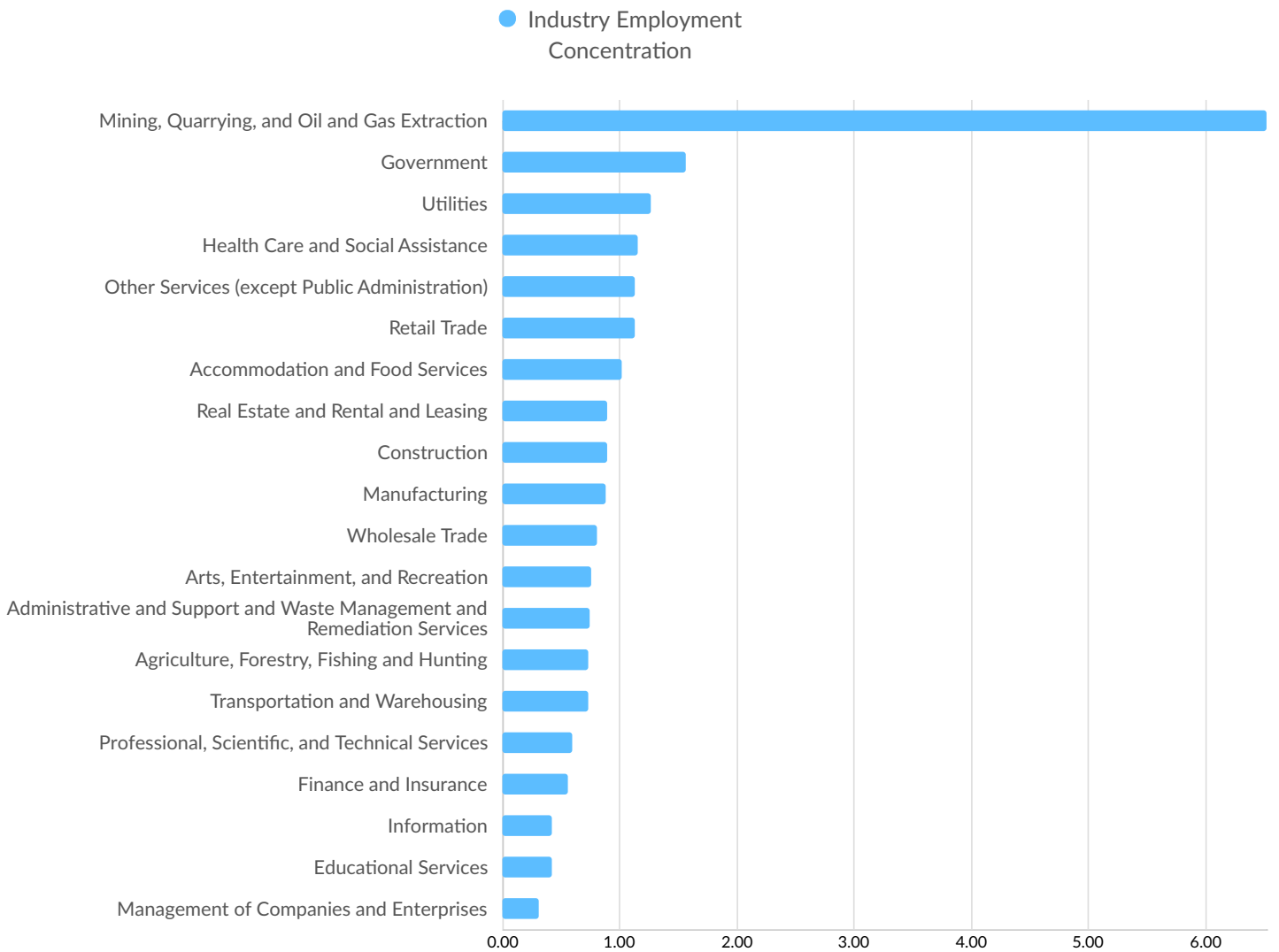
Largest Industries



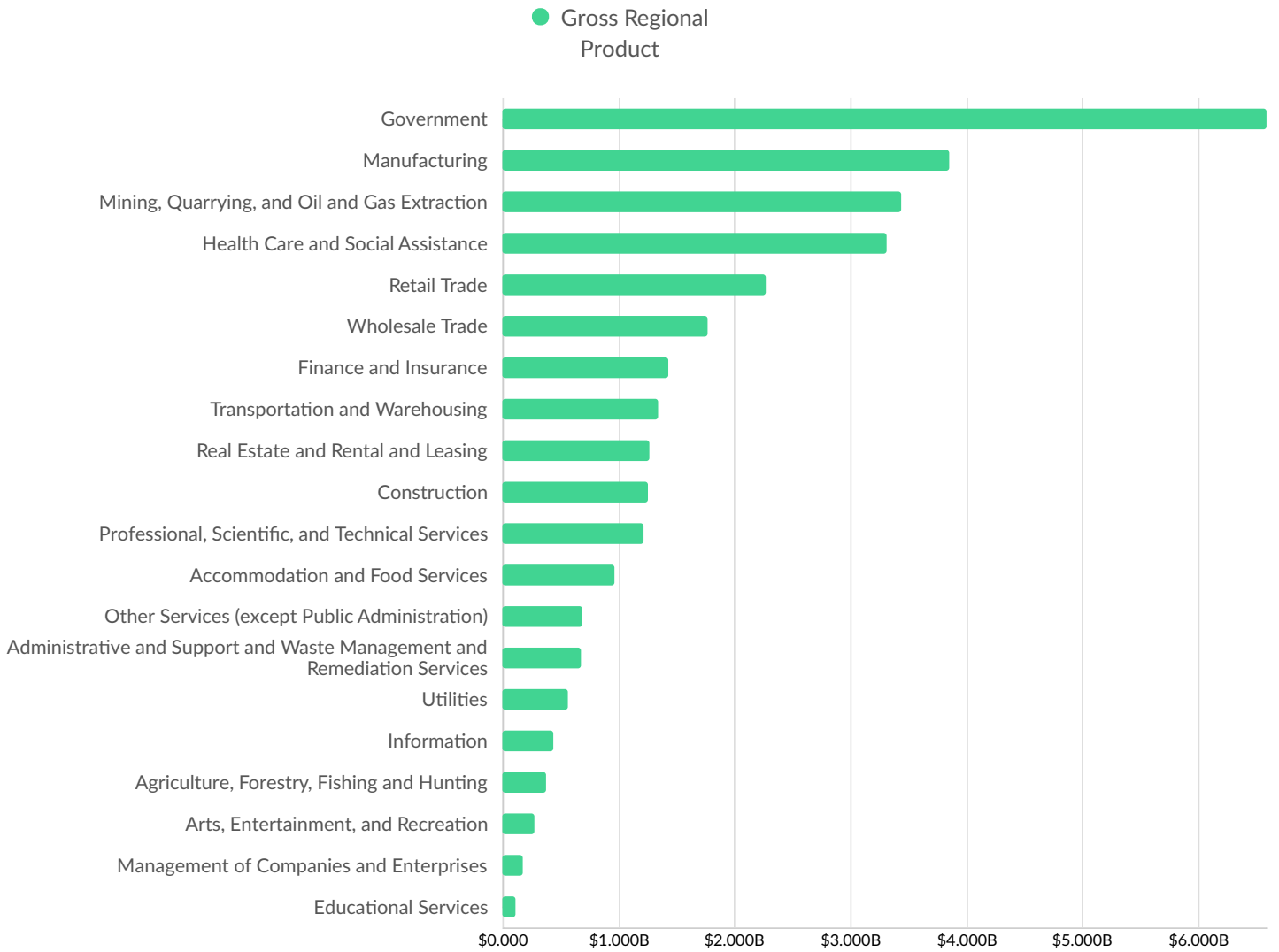
Top Growing Industries



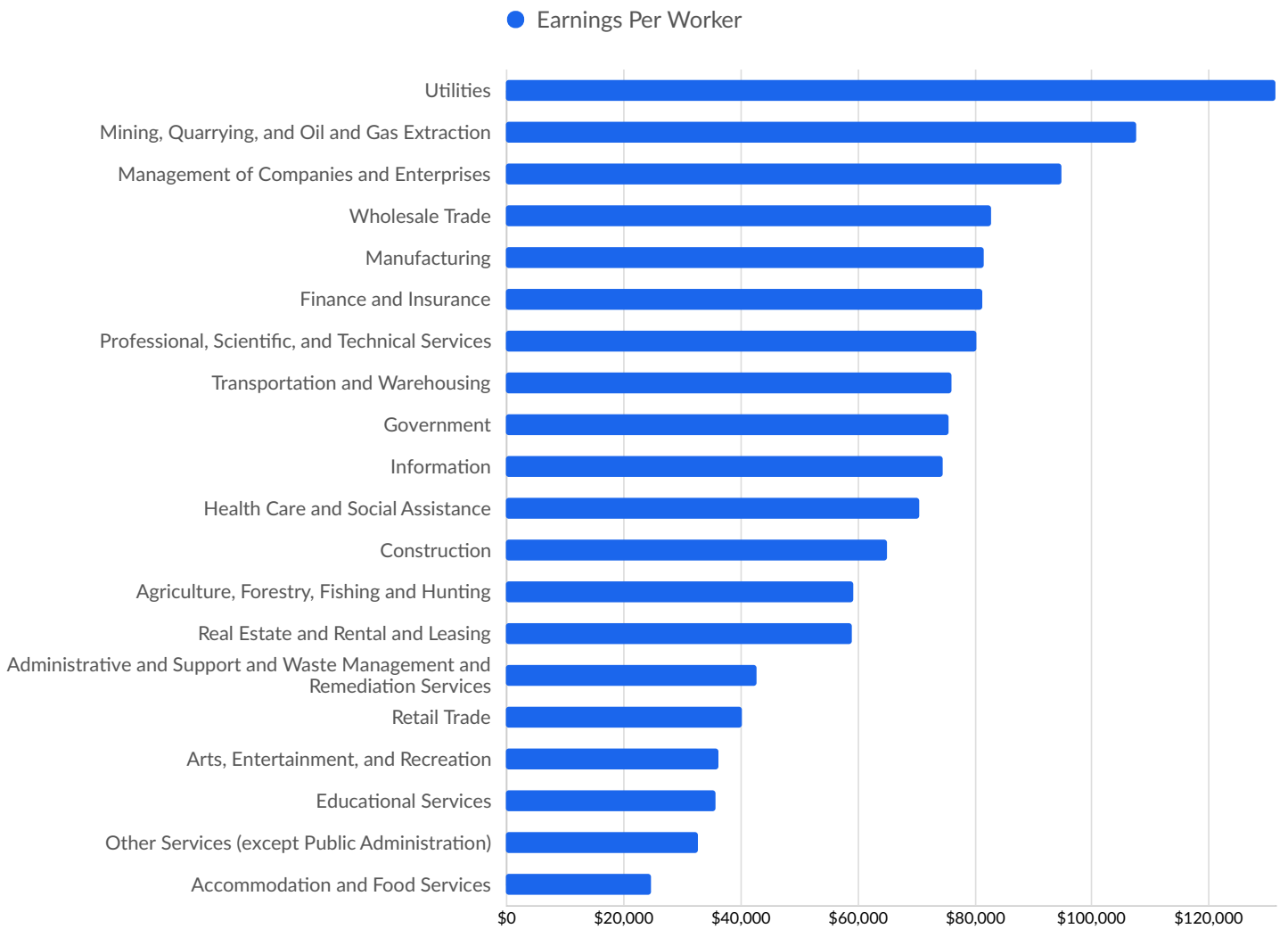
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



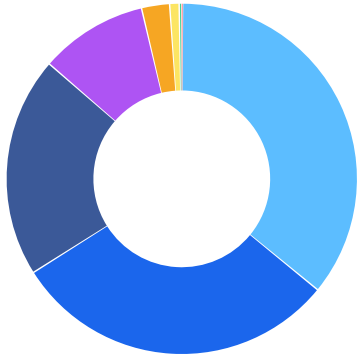
Business Characteristics

27,210 Companies Employ Your Workers

Online profiles for your workers mention 27,210 companies as employers, with the top 10 appearing below. In the last 12 months, 6,040 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Army	2,780 	CHRISTUS Health	1,053 
LSU Health Sciences Center	2,210 	LSU Health Sciences Center	790 
United States Air Force	2,179 	State of Louisiana	736 
Willis-Knighton Health System	1,727 	Caddo Parish School Board	711 
Walmart	929 	Brookshire Grocery Company	638 
Caddo Parish School Board	810 	Willis-Knighton Health System	496 
Northwestern State University ...	751 	Walmart	425 
Teleperformance	645 	Sonic Drive-In	324 
CHRISTUS Health	622 	United States Department of Ve...	307 
General Dynamics	548 	Walgreens Boots Alliance	281 

Business Size

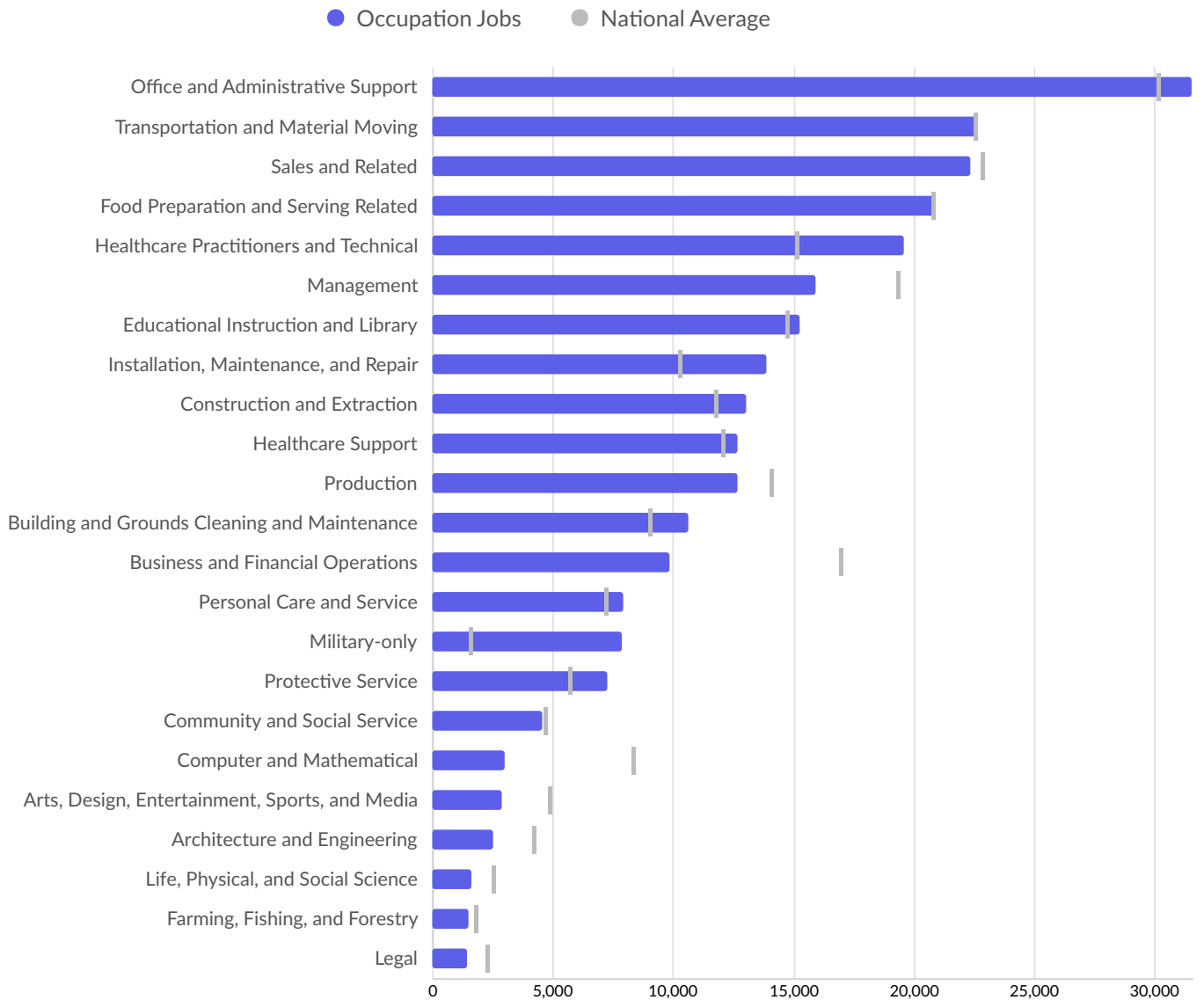


	Percentage	Business Count
● 1 to 4 employees	35.8%	8,603
● 5 to 9 employees	30.1%	7,237
● 10 to 19 employees	20.3%	4,881
● 20 to 49 employees	9.9%	2,386
● 50 to 99 employees	2.6%	620
● 100 to 249 employees	0.9%	209
● 250 to 499 employees	0.2%	57
● 500+ employees	0.1%	17

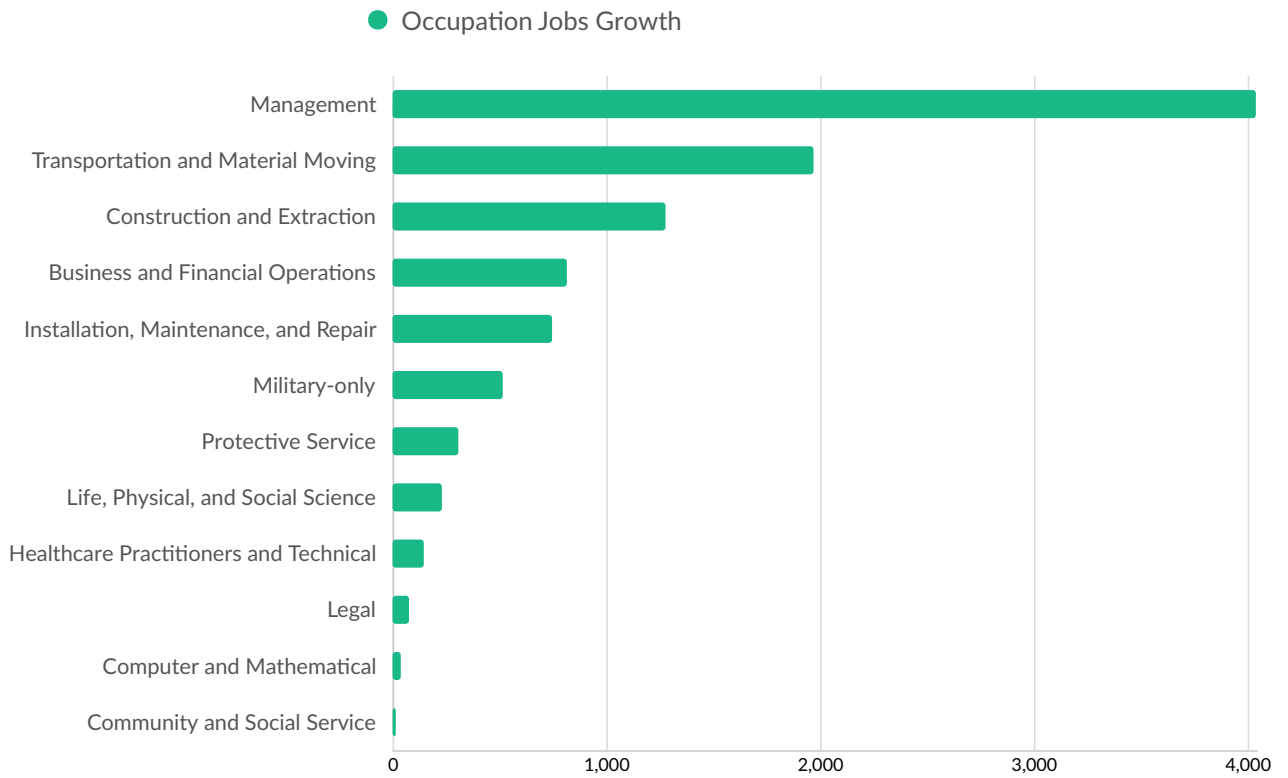
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

Largest Occupations

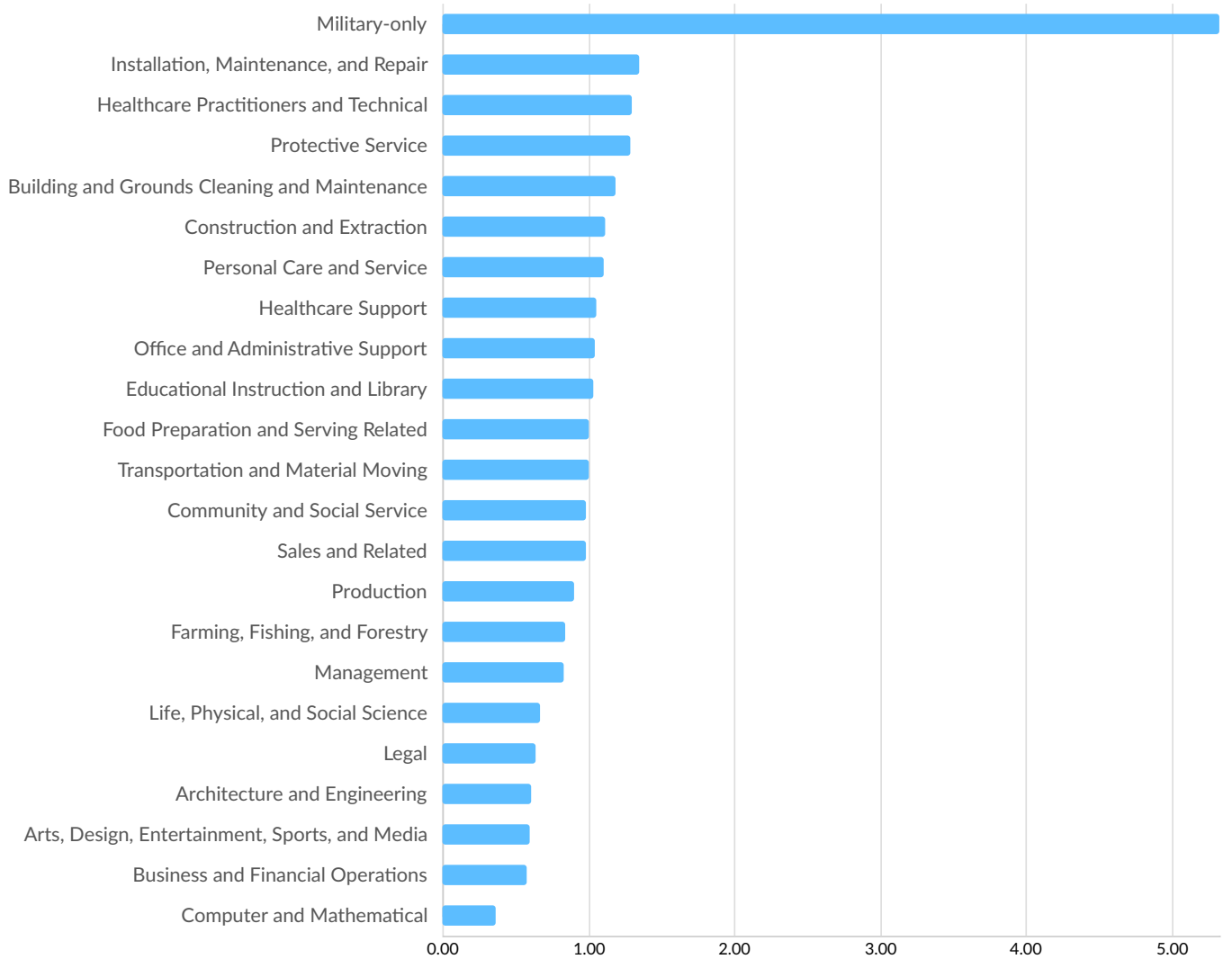


Top Growing Occupations

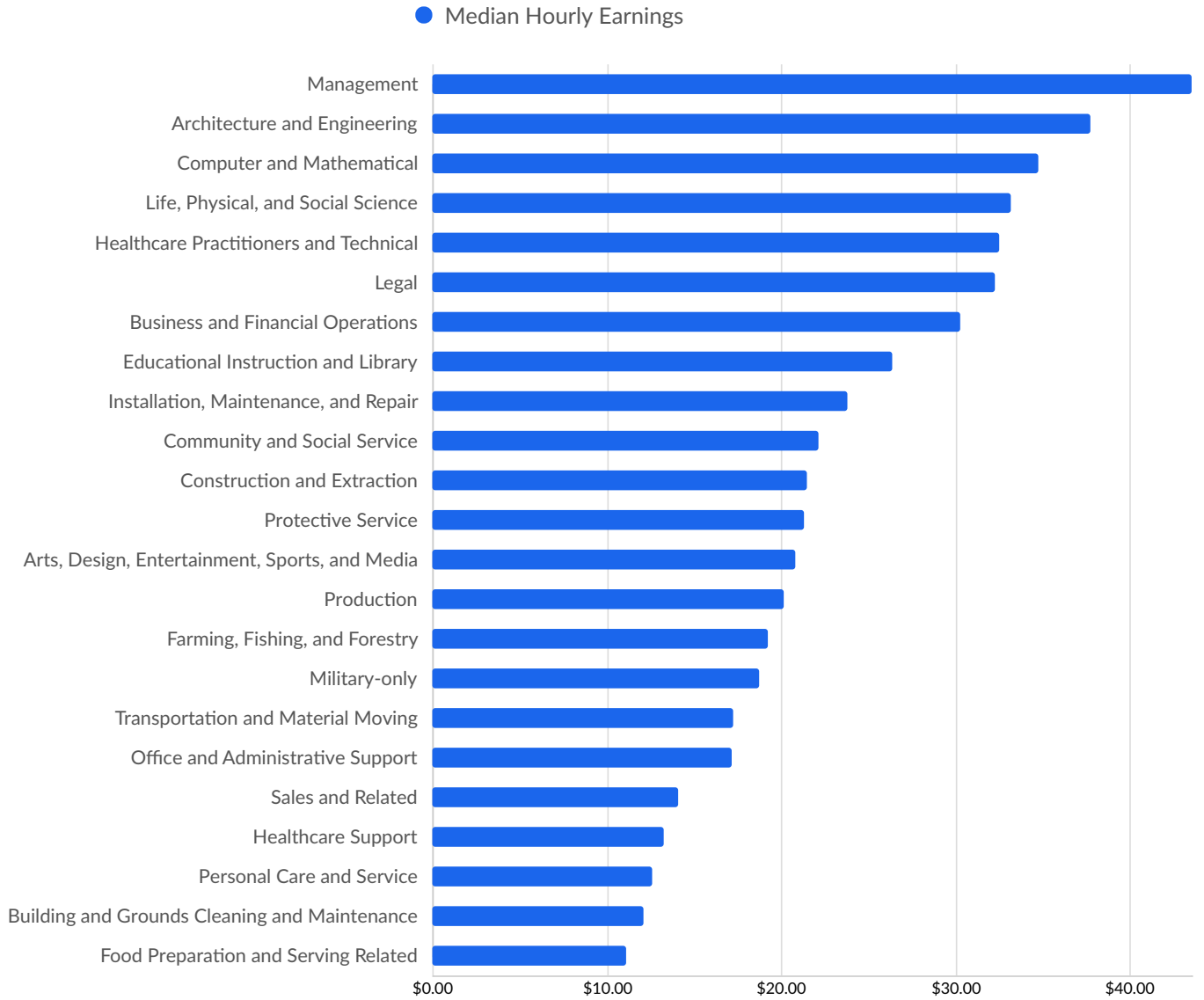


Top Occupation Employment Concentration

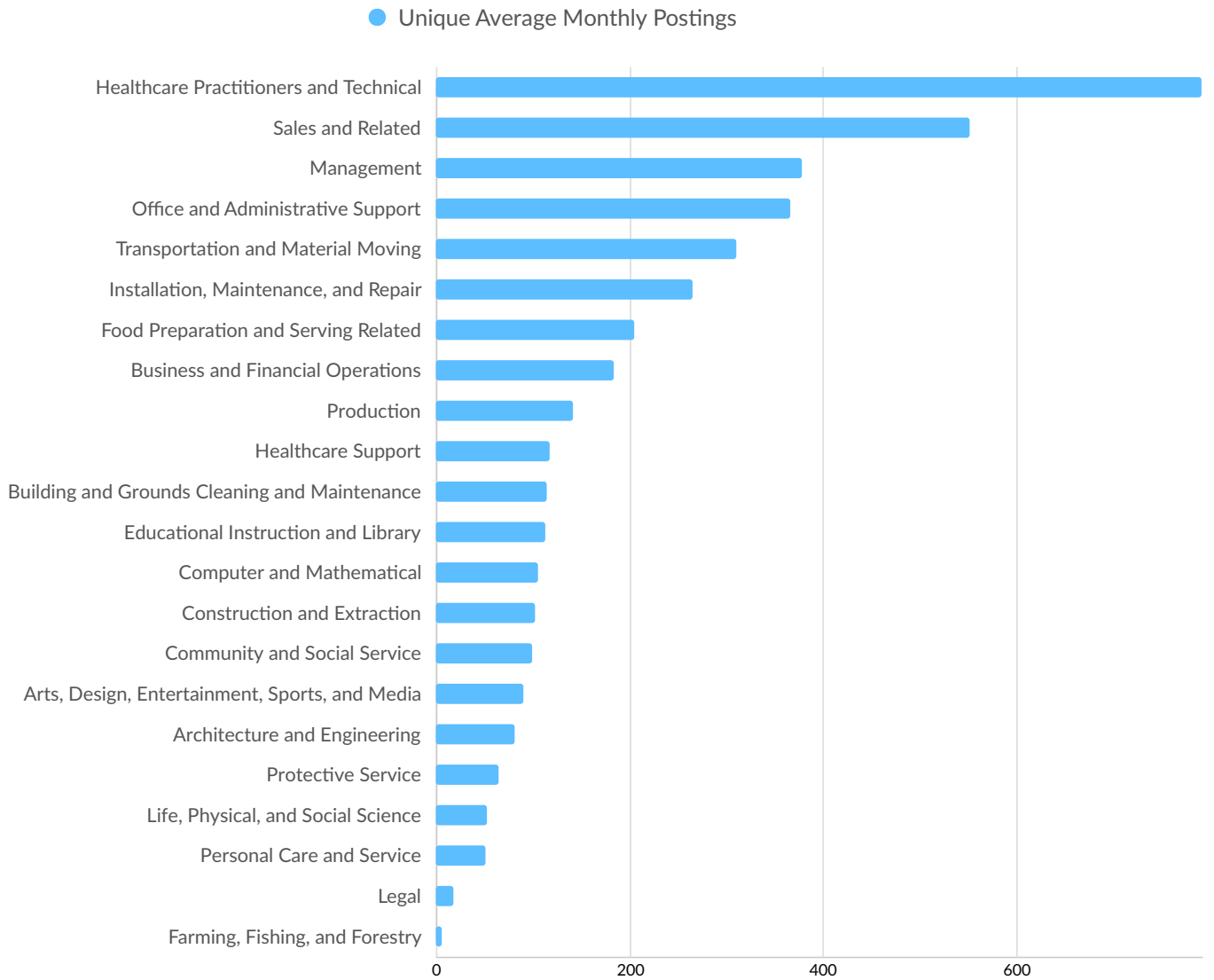
● Occupation Employment Concentration



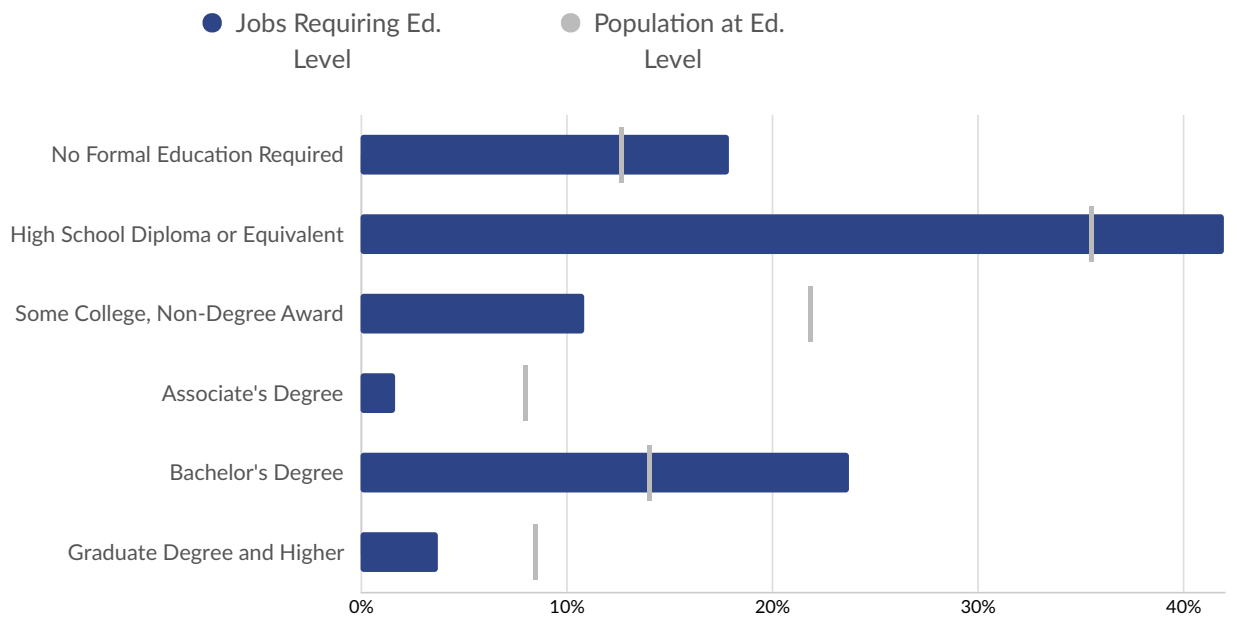
Top Occupation Earnings



Top Posted Occupations



Underemployment



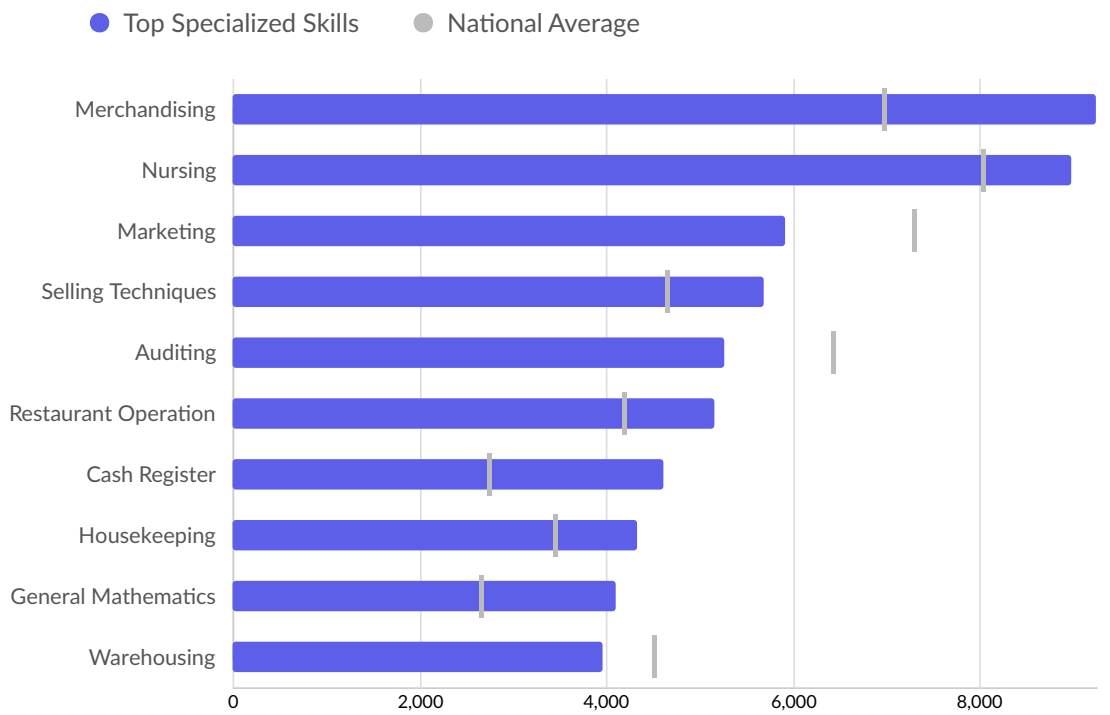
Educational Pipeline

In 2022, there were 10,189 graduates in Southwestern Electric Power Company-Served Louisiana Counties. This pipeline has grown by 26% over the last 4 years. The highest share of these graduates come from "Business Administration and Management, General" (Master's or Higher), "General Studies" (Certificate), and "General Studies" (Associate's).

School	Total Graduates (2022)	Graduate Trend (2019 - 2022)
Louisiana State University-Shreveport	3,939	
Northwestern State University of Louisiana	2,103	
Bossier Parish Community College	1,555	
Northwest Louisiana Technical Community College	886	
Diesel Driving Academy-Shreveport	547	
Louisiana State University Health Sciences Center-Shreveport	269	
Southern University at Shreveport	242	
Remington College-Shreveport Campus	206	
Centenary College of Louisiana	133	
Pat Goins Benton Road Beauty School	131	



In-Demand Skills



Appendix A (Geographies)

Code	Description
22013	Bienville Parish, LA
22015	Bossier Parish, LA
22017	Caddo Parish, LA
22031	De Soto Parish, LA
22043	Grant Parish, LA
22069	Natchitoches Parish, LA

Code	Description
22081	Red River Parish, LA
22085	Sabine Parish, LA
22115	Vernon Parish, LA
22119	Webster Parish, LA
22127	Winn Parish, LA