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Finally, this publication would not have been possible without the contributions of many individuals within federal, state, and local agencies and organizations who have provided us with the most robust and up-to-date information available. Their tireless efforts to collect and make public these data have been invaluable to the readership of this Index.
About The New Orleans Index at Six

Following Hurricane Katrina and the levee failures, the Brookings Institution Metropolitan Policy Program began publishing *The Katrina Index* in December 2005 to track the recovery of the New Orleans metro with indicators measuring population, economy, housing, and infrastructure. In 2007, the Greater New Orleans Community Data Center began to co-publish the Index with the Brookings Institution, with an expanded number of indicators. Together, the Data Center and Brookings renamed the report *The New Orleans Index*. The Index’s value as a regularly updated, one-stop shop of Katrina recovery indicators made it the go-to resource for national and local media, decision-makers across all levels of government, researchers, and leaders in the private sector and nonprofit community.

*The New Orleans Index at Five*, published for the occasion of the fifth anniversary of Katrina in August 2010, moved past disaster recovery to assess the remaking of a great American city. This report relied on 20 indicators to examine progress toward metropolitan prosperity, organized by economy, inclusion, quality of life, and sustainability. In addition, *The New Orleans Index at Five* systematically documented major post-Katrina reforms with the inclusion of seven essays contributed by leading local scholars and practitioners.

For the occasion of the sixth anniversary of Katrina, Brookings Institution Press is releasing an edited volume entitled *Resilience and Opportunity: Lessons from the U.S. Gulf Coast after Katrina and Rita*. This volume combines the essays published as part of *The New Orleans Index at Five* collection along with additional essays covering a larger number of post-Katrina reform efforts, including Mississippi reforms. Thus, the volume captures and immortalizes many of the important efforts undertaken over the last six years along the Gulf Coast.

*The New Orleans Index at Six* provides the most up-to-date data on New Orleans’ transition from recovery to transformation. This Index is intended to be part of an ongoing series of reports that measure progress and prosperity in the greater New Orleans area with indicators selected from reliable data sources that are regularly updated to allow for tracking going forward.

*The New Orleans Index at Six* examines trends in the federally-defined 7-parish metropolitan statistical area (MSA). For some of the economic indicators, we also consider the 10-parish area often used in local economic development efforts. (See Reference Maps on pages 10-11.) For several indicators of inclusion and quality of life, the Index examines trends for the city of New Orleans as compared to the rest of the metro area.

For the vast majority of indicators, we compare the New Orleans metro area to the United States. For many economic indicators, the New Orleans metro is also compared to 57 “weak city” metros as a generalizable peer group. These metros were selected from a 2007 Brookings Institution report entitled “Restoring Prosperity: The State Role in Revitalizing America’s Older Industrial Cities.” In this report, Brookings identifies New Orleans among a group of 65 older industrial cities that have experienced decades of economic decline. These 65 weak cities yielded 57 “weak city” metros for which the indicators were averaged to provide a comparison to the New Orleans metro’s performance on economic growth.
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Executive Summary

Nearly six years after Hurricane Katrina and the levee failures inundated 80 percent of New Orleans and much of the metro area, the results of the decennial census confirm that New Orleans had 29 percent fewer residents in 2010 than in 2000, and the metro area had 11 percent fewer residents. But while the decennial census provides an accurate snapshot of the New Orleans population as of April 2010, it does not provide insight into the post-Katrina trajectory of recovery. To assess this trajectory, it is essential to look at intervening years of data since 2005, as well as indicators of prosperity and well-being such as economic growth, sustainability, inclusive growth, and quality of life.

Researchers analyzing disasters as far back as the Great Plains droughts of the 1890s found that catastrophes the magnitude of Hurricane Katrina often accelerate pre-disaster trajectories. Yet there are cases where regions hit by disasters broke from their historical path when residents and leaders used the interruption in the status quo to transform key institutions while leveraging massive rebuilding investments and capitalizing on emerging economic opportunities. New Orleans’ case is particularly striking because the region was hit by not one crisis but three in five years: Katrina, the Great Recession, and the Deepwater Horizon oil spill. Despite this, there is evidence to suggest that the region may be on the path to transformation.

In Resilience and Opportunity: Lessons from the U.S. Gulf Coast after Katrina and Rita, local scholars document measurable progress in the transformation of public education, health care delivery, criminal justice, and evacuation planning. The installation of an inspector general’s office in New Orleans city government has laid the foundation for greater integrity and less waste in public spending. And the adoption of a citywide master plan supports greater transparency in land use decisions. There has been a measurable rise in civic engagement in shaping public policies post-Katrina. And a more informed and sophisticated network of neighborhood organizations and nonprofits has emerged and undertaken holistic strategies to rebuild neighborhoods for returning and existing residents. Yet the authors of Resilience and Opportunity remain only cautiously optimistic, as some of this progress is under threat, and much of it is dependent on federal disaster related dollars. Moreover, meaningful progress in restoring the wetlands that are New Orleans’ first line of defense against hurricanes has yet to be initiated, leaving the city and region vulnerable to strong storm surge.

The moment of the Katrina anniversary is a good time for leaders to assess whether efforts to date are putting the New Orleans metro on a course toward greater prosperity, inclusion, sustainability, and improved quality of life. By looking at more than twenty indicators reaching back to 1980, we assess the extent to which the New Orleans metro area is rebounding from Katrina, the recession, and the Deepwater Horizon oil spill better than its historic path. In short, this research finds:
Greater New Orleans continues to recover and in some ways is rebuilding “better than before” with emerging signs of a healthier economy, better social outcomes, and improved schools and basic services.

**Economic Growth**

- The New Orleans metro economy has been buffered from the worst of the Great Recession by substantial rebuilding activities. The metro lost only 1.2 percent of jobs from 2008 to 2010 compared to the national job loss rate of 5.1 percent.

- The New Orleans regional economy has begun to diversify with growth in knowledge-based industries such as higher education, legal services, and insurance agencies. Together, regional “export” jobs in these sectors have grown from approximately 10,000 in 1980 to over 17,000 in 2010.

- From 2000 to 2004, average wages in the New Orleans metro grew 7 percent. This trend accelerated after Katrina when wages jumped 14 percent from 2004 to 2006. Although growth stalled when the Great Recession struck, average wages in the New Orleans metro at $45,492 in 2009 are now nearly on par with the national average after having significantly trailed the nation since 1985.

- Entrepreneurship has spiked post-Katrina, from 218 individuals starting businesses out of every 100,000 metro area adults in 2003-05 to 427 in 2008-10, and remains well above the national average of 333.

**Inclusion**

- While the 2009 median household income in the New Orleans metro is no higher than in 1999, this stands in contrast to the 7 percent drop in incomes nationwide from 1999 to 2009. Moreover, incomes locally are now only 8 percent lower than incomes nationally – a gap that has narrowed significantly since 1989 when local incomes trailed national incomes by 19 percent.

- The share of households that are middle-income within the city is steadily expanding, growing from 16 percent in 1989 to 17 percent in 1999 to 18 percent in 2009.

**Quality of Life**

- The number of relatively large arts and culture nonprofits in New Orleans has grown from 81 in 2004 to 98 in 2008 despite a smaller population to support this growth. With 29 such nonprofits per 100,000 residents, New Orleans outpaces the nation more than 2 to 1.

- A greater share of public school students across the metro attends schools that meet state standards. Orleans Parish has made the largest gains since 2003, with 68 percent of Orleans students attending academically satisfactory schools in 2010, up from 28 percent in 2003 and 44 percent in 2008.
Sustainability

• Air quality has continued to improve in the New Orleans metro since 2000, reflecting, in part, national and state regulations mandating emissions reductions as well as a more modern fleet of post-Katrina buses and cars.

Yet several economic, social, and environmental trends in the New Orleans metro remain troubling, and indicate the region has significant challenges and unmet needs.

Economic Growth

• The New Orleans regional economy is still largely reliant on legacy industries. The three largest economic driver industries—tourism, oil and gas, and shipping and logistics—have shed tens of thousands of jobs over the last three decades, and the gains in knowledge industries have not made up for the losses in these top three drivers.

• The share of adults with a college education in the metro area has grown every decade since 1980. However, these gains lag national gains. In the New Orleans metro, 26 percent of adults have a bachelor’s degree compared to 28 percent nationwide, and 54 percent of adults locally have at least some college compared to 57 percent nationally.

• Since 2004, jobs sprawl has accelerated in the New Orleans metro such that Jefferson Parish now has the largest share of jobs at 39 percent. There are now two job clusters in Jefferson Parish that are each nearly as large as the Central Business District/French Quarter. In 2008, Greater Elmwood and Causeway-Veterans area had 30,233 and 29,586 jobs respectively while the CBD/French Quarter had 39,293 jobs.

Inclusion

• In the New Orleans metro, African American and Hispanic households earn 50 percent and 30 percent less than white households, respectively. Income disparities in the New Orleans metro are particularly stark because white households locally earn significantly more than white households nationally, and black households locally earn significantly less than black households nationally.

• From 1989 to 1999, the number of people living in poverty declined in the city while it grew in the rest of the metro area. The trend toward suburbanization of poverty accelerated post-Katrina, and today the surrounding parishes are home to 56 percent of the metro’s impoverished population.

• Housing costs spiked post-Katrina and 55 percent of New Orleans renters paid more than 35 percent of their pre-tax household income on rent and utilities in 2009, up from 43 percent in 2004. At 33 percent, New Orleans homeowners are burdened with housing costs at rates higher than the nation.

Quality of life

• Violent and property crime rates in the city have fallen to below pre-Katrina levels. Still public safety continues to be a significant problem in New Orleans with violent crime rates 80 percent higher than the national average as of 2009.
EXECUTIVE SUMMARY

Sustainability

- During a time when commuters are increasingly using public transportation nationally, the percent of workers in New Orleans using public transit fell from 13.2 percent in 2000 to 7.4 percent in 2009.

- Fully 29 percent of the coastal wetlands that protect the New Orleans metro has been converted to open water since 1932.

Conclusion

Although enormous progress has been made in New Orleans in the last six years, leaders must be vigilant to sustain and expand on that progress for the long term. The public education, health care, housing, and criminal justice reforms underway have significant potential to raise the standard of living for families who have struggled to break out of poverty, and at the same time build a safer and more just community for everyone. These reforms have been greatly aided by massive federal rebuilding investments. Over the long term New Orleans will need a stronger economy in order to further prosperity and inclusion in the region.

There are currently significant opportunities to expand the economy by helping new and existing industries better tap the growth in emerging world markets. Just as residents and civic and political leaders came together to tackle health care, public education, ethics, and criminal justice reform, that same collective energy is needed to strengthen the economy and capitalize on these emerging opportunities. Specifically, the region needs to come together around an economic agenda that leverages competitive strengths in energy, shipping, engineering, and higher education to expand into rapidly growing industries such as oil spill remediation, wind energy manufacturing, carbon storage, and water management. This agenda could include tapping new entrepreneurial networks to help older industries make the transition to new products and services. Importantly, this agenda must include workforce training well matched to the needs of emerging industries. An effective workforce development system will be critical to ensuring that New Orleans can grow knowledge industries as well as higher paying jobs.

While growing the economy and lifting up opportunities for all residents is essential, perhaps more important still are additional flood risk reduction efforts. The Army Corps of Engineers has now largely completed its multi-billion dollar “Hurricane and Storm Damage Risk Reduction System” designed to protect many of the areas most damaged in 2005. This system provides protection from storms with a 1 percent chance of occurring in any given year. Still the 1 percent standard is low and more is needed. State and federal leaders must invest in extensive wetland restoration and New Orleanians should lead by example by implementing many of the good Dutch-inspired ideas in the city’s master plan for integrating water into the city’s form and function. These efforts will be crucial to ensure the long term sustainability of the city and region as sea levels continue to rise and the coast continues to subside.
Reference Maps: Geographies of Analysis

New Orleans metro (MSA)

The New Orleans metro refers to the seven-parish New Orleans-Metairie-Kenner Metropolitan Statistical Area (MSA). Federal agencies use MSAs when they collect, tabulate, and publish federal statistics, such as the decennial census and the American Community Survey utilized in this report. An MSA is an area that includes an urban core with a population over 50,000 and adjacent counties/parishes with a high degree of social and economic integration with that core.

Orleans Parish and the rest of the New Orleans metro

For some indicators in this report (including crime rates, poverty rates and estimates, and households paying unaffordable housing costs), the data for Orleans Parish is compared to the rest of the New Orleans metro to highlight the contrast between the city of New Orleans, which has the exact same boundaries as Orleans Parish, and the more suburban surrounding parishes.
The New Orleans 10-parish region is the area served by a regional economic agency and it adds the three parishes of St. James, Tangipahoa and Washington to the official federal definition of the metro. The Economic Growth section of this report includes data on total jobs by sector and regional “export” jobs by the 10 largest “export” specializations for this 10-parish region as a whole.

57 “Weak City” metros
For some indicators, the New Orleans metro is compared to a peer group of 57 “weak city” metros. These metros were selected from a 2007 Brookings Institution report entitled “Restoring Prosperity: The State Role in Revitalizing America’s Older Industrial Cities.” In this report, Brookings identifies New Orleans among a group of 65 older industrial cities that have similarly experienced decades of economic decline, and suggests policies for restoring economic success. The 65 weak cities yielded 57 “weak city” metros because a few of the 65 cities were in the same metro area, New Orleans was deleted, and the metro area for one city (Newark NJ) was omitted as it is part of the much larger and stronger New York City metro area.
• From 2008 to 2010, the New Orleans metro lost only 1.2 percent of jobs compared to 5.1 percent of jobs lost nationwide.

• New Orleans' traditional industries—tourism, oil and gas, and shipping—still represent the top drivers of the economy even though all have declined since 1980. Consequently, the regional economy is smaller today than it was in 1980 as measured by total jobs.

• Average wages in the New Orleans metro area surged 14 percent from 2004 to 2006, after growing 7 percent from 2000 to 2004. Today average wages in the New Orleans metro are roughly on par with the national average.

• Although productivity has increased 17 percent in the New Orleans metro since 1980, productivity growth has not kept up with the pace of increase at the national level (53 percent) or among other weak city metros (56 percent).

• Entrepreneurship is an important “bright spot” for the New Orleans economy. With 427 individuals starting up businesses for every 100,000 metro area adults in 2008-2010, the local entrepreneurship rate continues to be higher than the national average of 333.

• Over the last several decades, jobs have been moving from New Orleans' city center to increasingly distant parishes. Today, Jefferson is home to two of the three largest job clusters in the metro.
**Job Growth**

**Why is this important?** Job growth is commonly used to assess the pace of economic growth in a metro area. The Bureau of Labor Statistics measures nonfarm jobs, which is the number of full-time and part-time positions on company payrolls, including civilian government agencies.¹ This definition excludes self-employed, unpaid, and household workers.² Job growth is important in order to raise living standards, provide opportunities for an expanding labor force, and increase the tax base.

**How is the New Orleans metro area doing?**

Although New Orleans has weathered the Great Recession relatively well, the recession stunted post-Katrina jobs recovery and by 2010, the New Orleans metro had 15 percent fewer jobs than in 2004. New Orleans’ job gains and losses have followed a somewhat different pattern compared to the nation, largely because of the metro economy’s dependence on oil and gas, and more recently due to substantial public and private spending to rebuild housing and infrastructure. New Orleans experienced an oil bust in the mid 1980s and jobs hit a low point in 1987. Following this, the New Orleans metro grew jobs even when the United States and other weak city metros were losing jobs during the recession of the early 1990s. However, in the late 1990s, while the nation experienced strong job growth primarily associated with the dot.com boom, the New Orleans metro experienced only tepid job growth and then fell into recession along with the rest of the United States in 2001. Jobs in the New Orleans metro rebounded from the 2001 recession at a pace similar to the nation, but Katrina caused the loss of 22 percent of the area’s jobs from 2004 to 2006. The metro regained jobs from 2006 through 2008 when the Great Recession stalled post-Katrina jobs recovery. But local job losses since 2008 have been much more modest (1.2 percent) than the national loss rate (5.1 percent) and the average for weak market metros (5.7 percent), likely because of billions of dollars of rebuilding investments flowing to the region.

**Job growth and loss**

Annual percent change in jobs

---

Job Growth, continued

How is the New Orleans 10-parish region doing?

Since 2004, all sectors of the New Orleans regional economy have lost jobs, although declines in construction and oil and gas have been relatively minor. The heaviest losses over the last six years have been in government, wholesale and retail trade, leisure and hospitality, and professional, financial, and information services. Nonetheless, government still represents the largest share of employment in the region at 17 percent, followed by wholesale and retail trade at 15 percent, and leisure and hospitality and professional, financial, and information services tied at 13 percent. Health care represents a growing share of employment regionally as it does nationally, but still accounts for only for 11 percent of employment in the 10-parish region.
Job Growth, continued

Share of nonfarm jobs by sector
New Orleans 10-parish region

700 thousand

<table>
<thead>
<tr>
<th>Sector</th>
<th>Total Jobs, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Sectors</td>
<td>581,485</td>
</tr>
<tr>
<td>Government</td>
<td>100,415</td>
</tr>
<tr>
<td>Wholesale &amp; Retail Trade</td>
<td>89,196</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>74,882</td>
</tr>
<tr>
<td>Prof. Services, Financial, &amp; Information</td>
<td>75,000</td>
</tr>
<tr>
<td>Health Care</td>
<td>62,505</td>
</tr>
<tr>
<td>Admin., Waste, &amp; Other Services</td>
<td>54,331</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>28,109</td>
</tr>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>23,874</td>
</tr>
<tr>
<td>Educational Services</td>
<td>20,000</td>
</tr>
<tr>
<td>Utilities</td>
<td>2,819</td>
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<tr>
<td>Oil, Gas, &amp; Related Manufacturing</td>
<td>18,224</td>
</tr>
<tr>
<td>Construction</td>
<td>32,130</td>
</tr>
</tbody>
</table>
Drivers of the Economy

**Why is this important?** All regional economies generate wealth from the production and sale of goods and services. Products are either sold to the local population or “exported” for sale to customers outside the region. It is the “export” of products to other regions that chiefly drives regional growth and development. The sale of goods and services for local consumption is, on the other hand, more a consequence of the region’s overall development than a driver of it. “Export” industries generate income from outside the region, supporting additional jobs (and the associated incomes) in supplier industries as well as industries that serve local consumption needs. This dynamic is so powerful that the presence and growth of “export” jobs are often considered an indicator of a region’s overall economic success. Economists generally agree that an increase (or decrease) in the number of “export” jobs actually causes an increase (or decrease) in the number of local serving jobs. Although the number of additional jobs that each “export” job supports will vary by industry and region, a rough rule is that each “export” job generates, on average, two additional jobs in the region. In addition, “export” jobs typically pay higher than average wages.

Every regional economy has a number of “export” jobs. However, the degree to which regional economies specialize in different “export” industries varies greatly. We define “export” specializations as industries with a large number of “export” jobs and a high concentration of total jobs relative to the United States. These “export” specializations distinguish the New Orleans economy from the economies of other regions and point to New Orleans’ competitive advantages. Quantifying and tracking these industries over time requires a more sophisticated analysis than is typically available in regional economic reports, but doing so allows for a clearer understanding of the strengths and vulnerabilities of the New Orleans area economy.

About regional “export” jobs

In the New Orleans 10-parish region, one-third of jobs are “export” oriented - serving customers outside the region - and two-thirds of jobs serve local customers. Thus, each “export” industry job supports, on average, two local jobs. In addition, “export” industries pay about one-third more, on average, than local industries.

**Jobs**

<table>
<thead>
<tr>
<th>Jobs</th>
<th>10-parish region, 2010</th>
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</thead>
<tbody>
<tr>
<td>Local-serving</td>
<td>387,238</td>
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<tr>
<td>Regional “export”</td>
<td>194,247</td>
</tr>
</tbody>
</table>

**Average annual wages**

<table>
<thead>
<tr>
<th>10-parish region, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local-serving</td>
</tr>
<tr>
<td>Regional “export”</td>
</tr>
</tbody>
</table>

To learn more about New Orleans’ regional “export” specializations, see [Regional “Export” Industries: Drivers of the New Orleans Economy](www.gnocdc.org) available at www.gnocdc.org.

**How is the New Orleans 10-parish region doing?**

The New Orleans region is largely dependent on drivers that are declining, which has resulted in a loss of 1.1 percent of total jobs from 1980 to 2010 during a time when the nation grew jobs by 43 percent. For three decades, tourism, oil and gas, and shipping have been the top economic drivers in the New Orleans region despite shedding tens of thousands of jobs. In 2010, they represented only 65,000 “export” jobs, down from 96,000 in 1980. Knowledge-based jobs, such as those in higher education (including medical research and training), legal services, and insurance agencies have begun to gradually emerge. In the 1990s, jobs in higher education surpassed ship building to be the fourth largest economic driver in the metropolitan area. But the expansion in knowledge-based industries has not made up for the downfall in the top economic drivers and the shift to a more diverse economy has been slow.

All told, the 10-parish area had 250,000 “export” jobs in 1980. Three decades later, total “export” jobs have fallen to 194,000. The loss of “export” jobs sparked a decline in local-serving jobs, such that the New Orleans economy now has only 581,000 total jobs, down from 588,000 jobs in 1980.

Among the top ten sectors, tourism, oil and gas, shipping, and higher education account for the largest number of “export” jobs. However, average annual wages for “export” jobs in the tourism sector—by far the region’s largest “export” sector—are 16 percent less than for local jobs, which average $39,805. After Katrina, employment in tourism sustained heavy losses, but oil and gas and shipping weathered the shock relatively well. Higher education has largely rebounded while legal services has held steady and insurance agency jobs have grown slightly.
Drivers of the Economy, *continued*

Regional “export” jobs for the 10 largest “export” specializations
New Orleans 10-parish region
50 thousand jobs

Source: Moody’s Analytics
See source notes on page 46 for technical details.
Wages

Why is this important? Wage levels and wage growth are important because they measure the ability of a metro economy to secure a high and rising standard of living for its residents.

How is the New Orleans metro area doing?

Average wages surged 14 percent from 2004 to 2006 - accelerating a trend that began in 2000 - but wage growth has since stagnated. Prior to the oil bust in the 1980s, the New Orleans metro actually enjoyed higher average wages than the nation. But average wages plummeted 5 percent in the metro from 1980 to 1990. And in the 1990s, wage growth locally trailed the nation as average wages grew 8 percent, while nationally they grew 17 percent. From 2000 to 2004, wage growth accelerated 7 percent (compared to 2 percent nationally). From 2004 to 2006, metro area wages skyrocketed 14 percent—to some extent due to the elimination of many lower paid tourism jobs—and reached the national average for the first time since 1984. But wage growth has stagnated locally and nationally since the onset of the Great Recession, and average wages are now roughly the same as they were in 2006 after adjusting for inflation.

Average annual wages
2009 inflation-adjusted dollars

See source notes on page 46 for technical details.

Source: Regional Economic Information System, Bureau of Economic Analysis, U.S. Department of Commerce.
**Productivity**

**Why is this important?** Growth in productivity, or the total value of goods and services per worker in a region, is fundamental to the long-term improvement of living standards for a community’s workers and businesses. Growth in productivity can be spurred by local ingenuity, where communities “take resources and rearrange them in ways that are more valuable.”

Gross metro product (GMP) per job is an indicator of productivity that measures the average value of goods and services produced by each job in the region. Although growth in GMP per job is important for a region’s long-term improvement of living standards, it does not mean that everyone in the metropolitan area benefits equally, or even at all, from that growth.

**How is the New Orleans metro area doing?**

*Between 2004 and 2009, productivity in greater New Orleans increased by $4,000 per job, while at the same time it increased $5,000 across weak city metros, and $6,000 nationally.* Historically, the level of productivity has been higher in the New Orleans metro than in the United States, due in large part to New Orleans’ lucrative natural resources in the form of oil and gas. However, growth in the metro area’s GMP per job has risen by just 17 percent since 1980, compared to 53 percent nationally. Thus, today, GMP per job is roughly on par with national productivity.

**Gross metro product (GMP) per job**

2009 inflation-adjusted dollars

$140 thousand

See page 11 for a reference map of the “Weak City” metros.

See source notes on page 46 for technical details.


“Productivity isn’t everything, but in the long run it is almost everything. A country’s ability to improve its standard of living over time depends almost entirely on its ability to raise its output per worker.”

– Paul Krugman

*Productivity isn’t everything, but in the long run it is almost everything. A country’s ability to improve its standard of living over time depends almost entirely on its ability to raise its output per worker.”*

– Paul Krugman

*Productivity isn’t everything, but in the long run it is almost everything. A country’s ability to improve its standard of living over time depends almost entirely on its ability to raise its output per worker.”*

– Paul Krugman
Entrepreneurship

**Why is this important?** Entrepreneurship is a critical source of innovation and productivity in a regional and global economy. Entrepreneurship is also important for creating jobs and boosting incomes and wealth for individuals and their families, especially for immigrants and African-Americans. While entrepreneurship includes cycles of business start-ups and failures, the ability of a region’s entrepreneurs to identify market needs and gaps is a strong indicator of the creativity needed in today’s innovation economy. This indicator measures adults starting businesses in the New Orleans region.

**How is the New Orleans metro area doing?**

*Post-Katrina, the rate of entrepreneurship spiked and the New Orleans metro has continued to outpace the nation since 2006.* Residents who remained, returned, or moved to New Orleans after the storm were more likely to start a business than pre-Katrina residents, and they were more likely to start a business than the residents in peer “weak city” metros or nationwide. During 2008-10, on average, 427 out of every 100,000 adults started up businesses annually in the New Orleans metro area, compared with 333 out of every 100,000 adults nationally and 281 out of every 100,000 adults in “weak city” metro peers. Before Katrina, entrepreneurship in the New Orleans metro lagged the nation just as it did in “weak city” metros in general. But entrepreneurship jumped from 218 out of every 100,000 adults starting up businesses during 2003-05 to 350 out of every 100,000 adults starting up businesses during 2005-07, and entrepreneurship in the New Orleans metro has remained well above the national average ever since.

**Individuals starting up businesses**

per 100,000 adult population (three-year averages)

<table>
<thead>
<tr>
<th>Year</th>
<th>United States</th>
<th>New Orleans Metro</th>
<th>49 “Weak City” Metros*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>228</td>
<td>218</td>
<td>281</td>
</tr>
<tr>
<td>2000</td>
<td>230</td>
<td>293</td>
<td>297</td>
</tr>
<tr>
<td>2004</td>
<td>297</td>
<td>319</td>
<td>281</td>
</tr>
<tr>
<td>2006</td>
<td>333</td>
<td>427</td>
<td>333</td>
</tr>
</tbody>
</table>

Data for eight of the 57 “Weak City” metros defined on page 11 were not available.

See source notes on page 46 for technical details.

Source: Federal Reserve Bank of Atlanta analysis of Kauffman Index of Entrepreneurial Activity.
Innovation

**Why is this important?** In recent decades, a large number of economists have concluded that innovation is the key to boosting productivity and overall economic competitiveness. Innovation involves putting new ideas into commercial use, including the creation of new products or services ("product innovation"), the use of new production technologies and techniques ("process innovation"), and the implementation of new ways to organize work and business processes ("organizational innovation"). All these types of innovation are important for improving the American standard of living. Though innovation is notoriously difficult to measure, the number of patent applications is often used as a rough proxy for innovation because it specifically indicates the level at which people are seeking intellectual property protection for their innovative ideas.

**How is the New Orleans metro area doing?**

Since Hurricane Katrina, patent activity in the New Orleans area has declined slightly to approximately 21 patent applications per 100,000 people, a level six times lower than that of "weak city" metro peers. Overall, the number of applications for new business product or service inventions in the region has lagged significantly behind peer metros since 2001.

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See page 11 for a reference map of the 57 "Weak City" metros.

See source notes on page 46 for technical details.


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“...no policy of macroeconomic fine-tuning, no set of tax and spending incentives can generate sustained economic growth unless it is accompanied by the countless large and small discoveries that are required to create more value from a fixed set of natural resources.”  

– Paul M. Romer*ix
To learn more about the distribution of jobs by industry and wage level across the New Orleans metro see Job Sprawl in Metro New Orleans available at www.gnocdc.org.
This brief examines exactly where jobs are located within Jefferson and Orleans parishes, compared to where workers live. It looks at where industries are clustered geographically and identifies the clusters with the largest numbers of low-, moderate-, and high-wage jobs.

**Job Sprawl**

**Why is this important?** The geographic distribution of jobs in a metro area is important because it influences productivity, sustainability, and inclusion. In short, the literature shows that low-density economic development away from the urban core can undermine worker productivity due to increased commute times and hurt overall productivity that comes from the innovation created by the close clustering of like firms and workers. “Job sprawl” can also increase fiscal costs to taxpayers from the inefficient delivery and maintenance of services and infrastructure. It is energy inefficient. And it can result in isolating low-income and minority workers in the urban core away from employment opportunities in the outlying areas. The share of jobs by parish measures job sprawl over time from the urban core to suburban parishes.

**How is the New Orleans metro area doing?**

**Jefferson Parish surpassed Orleans Parish and now has the largest share of jobs in the region at 39 percent.** In 1980, more than half of the region’s jobs were in Orleans Parish, but between 1980 and 2000 jobs began to sprawl out to Jefferson and St. Tammany parishes such that Orleans had only 44 percent of the metro’s jobs by 2000. This trend accelerated post-Katrina, and in 2009, Jefferson accounted for a larger share of the region’s jobs (39 percent) than Orleans (34 percent). Two of the three largest job clusters in the metro are now in Jefferson Parish. Specifically, the Greater Elmwood area (30,233 jobs) and the Causeway-Veterans area (29,586 jobs) were the largest job clusters in the region after the Central Business District/French Quarter, which had 39,293 jobs in 2008.

**Share of jobs by parish**

<table>
<thead>
<tr>
<th>New Orleans Metro</th>
<th>Orleans</th>
<th>Jefferson</th>
<th>St. Tammany</th>
<th>St. John the Baptist</th>
<th>St. Charles</th>
<th>St. Bernard</th>
<th>Plaquemines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>29%</td>
<td>56%</td>
<td>4%</td>
<td>3%</td>
<td>6%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>1990</td>
<td>33%</td>
<td>50%</td>
<td>6%</td>
<td>5%</td>
<td>11%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>2000</td>
<td>36%</td>
<td>44%</td>
<td>10%</td>
<td>2%</td>
<td>15%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>2004</td>
<td>36%</td>
<td>42%</td>
<td>11%</td>
<td>3%</td>
<td>15%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>2009</td>
<td>39%</td>
<td>34%</td>
<td>15%</td>
<td>3%</td>
<td>15%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

See source notes on page 46 for technical details.

Job Sprawl, continued

Distribution of jobs
New Orleans Metro, 2008

See source notes on page 46 for technical details.

Educated Workforce

Why is this important? There are many reasons why an educated workforce is critical to the long-term economic success of a city and metro area. First, educated cities add jobs and population faster than comparable ones with lower education levels. Second, the quality of the region’s labor force predicts job growth and overall economic health better than any other factor. Firms looking to relocate or expand routinely put workforce skills at the top of their location criteria. High-skill industries with high potential for growth especially require regions with highly-educated workforces. Third, wages increase for workers for each additional year of education they accumulate and that wage premium is widening over time. Between 1973 and 2005, national wages for highly-educated workers rose considerably, while wages for less educated workers stagnated or dropped. Finally, skilled cities are more resilient to economic shocks because they have the skills and capacity to adapt to change. The prevalence of adults with a college degree is the most meaningful indicator of an educated workforce.

How is the New Orleans metro area doing?

Although the share of college-educated adults has grown in the New Orleans metro area since 1980, New Orleans educational attainment gains lag national gains at an increasing rate. Since 1980, adult educational attainment in the New Orleans metro has improved when measured as the percent of adults 25 years and older with either a bachelor’s degree or with at least some college. However, educational attainment in the New Orleans area is increasingly falling behind the nation. In 1990, 20 percent of adults had a bachelor’s degree in both the New Orleans metro and nationally, but by 2000, that share had grown to 24 percent nationally and only 23 percent in the New Orleans metro. Nearly a decade later, despite an influx of newcomers, the gap has grown between the nation and metro area such that 28 percent of adults nationwide have a bachelor’s degree but only 26 percent of the metro area’s adult population has a bachelor’s degree. The metro area also falls behind in the percent of adults with at least some college education at 54 percent, compared to 57 percent nationally.

Educational attainment
for the population 25 years and older

See source notes on page 47 for technical details.
Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2009.
Inclusion

• Although metro area median household income is lower than the national average, New Orleans was less affected by the Great Recession. Median household income in the New Orleans metro is statistically unchanged from one decade ago, whereas median household income in the United States has declined 7 percent since 1999.

• Income disparities by race in the New Orleans metro have increasingly surpassed the same disparities at the national level.

• The share of New Orleans households that are middle-income (that is, have incomes in the middle quintile of incomes nationally after adjusting for cost-of-housing differences) has grown from 16 percent in 1989 to 18 percent in 2009, while households in the lowest quintile have declined from 37 percent to 32 percent. However, low-income households still outnumber middle-income households nearly 2 to 1 in the city.

• The poverty rate within New Orleans city limits continues to drop, while the suburban parishes are now home to the majority of the metro area’s impoverished population.

• Renters and homeowners in New Orleans struggle to afford housing costs at greater rates than renters and homeowners nationwide.

An inclusive community is one that expands educational and employment opportunities, reduces poverty, and fosters a strong and diverse middle class.
Median Household Income

Why is this important? Household income is a basic measure of the extent to which a household can provide for itself and build wealth. Household income growth is an important measure of increasing family well-being but also key to driving overall economic growth, boosting tax bases, and supporting local businesses. And household income by race and ethnicity is important in demonstrating the extent to which income gains and economic growth are broadly shared.

How is the New Orleans metro area doing?

The New Orleans metro’s median household income in 2009 is unchanged from one decade earlier, while nationwide incomes fell 7 percent over the decade. In 2009, although local incomes trail national incomes by 8 percent, the gap is smaller than in 1999. Median household incomes in the New Orleans metro were 6 percent lower than the national average in 1979, but fell significantly after the oil bust of the 1980s, while national incomes grew such that the gap between national and local incomes reached 19 percent by 1989. In the 1990s, incomes grew both nationally and locally, and the gap between the two narrowed slightly to 16 percent. The Great Recession that began in late 2007 has blunted any post-Katrina income gains, and the 2009 median household income in the New Orleans metro at $46,219 is statistically unchanged from 1999. However, nationwide, the Great Recession pushed incomes down 7 percent, from $54,058 in 1999 to $50,221 in 2009, such that the gap between national and New Orleans area household median income has narrowed to 8 percent.

Median household income 2009 inflation-adjusted dollars

n.s. = The difference between 1999 and 2009 is not statistically significant for the New Orleans metro.

See source notes on page 47 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2009.
**Affordable Housing**

**Why is this important?** Housing is a large monthly expense for nearly every American household, and the ability to afford stable housing can significantly impact a family’s well-being. A common measure of affordability community-wide is the percent of households paying more than 30 percent of their pre-tax income on all housing costs. Many households spend more than 30 percent of their income on housing and experts have argued that the commonly accepted threshold of 30 percent should be increased. This indicator looks at households paying unaffordable housing costs of 35 percent or more of their pre-tax income.

**How is the New Orleans metro area doing?**

**Housing is unaffordable for renters and homeowners in post-Katrina New Orleans at rates much higher than the nation or the surrounding suburbs.** Renters in the city have historically struggled to afford housing costs, largely due to lower incomes, while rental affordability in the surrounding parishes has typically been on par with the nation. Housing affordability worsened for renters within the city after Katrina such that city renters are much more likely than suburban renters to pay at least 35 percent of their household income on housing. In 2009, 55 percent of New Orleans renters are housing cost burdened compared to 46 percent of renters in the suburbs, and 42 percent nationally. New Orleans homeowners also struggle to afford housing costs at greater rates than homeowners nationwide, while homeownership in the suburbs is more affordable. In the city, 33 percent of homeowners spend more than 35 percent of pre-tax household income on their mortgage, taxes, utilities and insurance, compared to only 20 percent of homeowners in the suburbs and 23 percent of homeowners nationwide.

**Households paying unaffordable housing costs**

35% or more of pre-tax income on housing

```
<table>
<thead>
<tr>
<th>Year</th>
<th>Orleans Parish</th>
<th>Rest of the New Orleans Metro</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>28</td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td>1989</td>
<td>31</td>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>1999</td>
<td>32</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>'04</td>
<td>39</td>
<td>39</td>
<td>40</td>
</tr>
<tr>
<td>'09</td>
<td>39</td>
<td>39</td>
<td>40</td>
</tr>
</tbody>
</table>
```

n.s. = For renters, the difference between 2004 and 2009 is not statistically significant for the rest of the New Orleans metro, and the difference between the rest of the New Orleans metro and the United States is not significant in 2009. For homeowners, the difference between 2004 and 2009 is not significant for Orleans or the rest of the New Orleans metro.

See source notes on page 47 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2004 and 2009.

“Community developers and neighborhood leaders’ continued work for the next decade will be critical to the long-term prosperity of New Orleans.”

- Kalima Rose

*Resilience and Opportunity: Lessons from the U.S. Gulf Coast after Katrina and Rita*
Median Household Income by Race and Ethnicity

Income disparities are particularly stark in the New Orleans metro, with black and Hispanic households earning incomes that are 50 percent and 30 percent lower than white households, respectively. While median incomes for white, Hispanic, and African American households in the New Orleans metro have not changed since 1999, median incomes nationwide have fallen 6 percent for white households, 8 percent for Latino households, and 12 percent for African American households. Because of the decreases in income nationally, the median income of white households locally is now higher than among white households nationwide. But despite falling incomes among African American households across the nation, in the New Orleans metro African American median household income is still significantly lower than national peers. Thus, the gap in median income between white and African American households locally is more severe than nationwide.

Median household income by race/ethnicity
2009 inflation-adjusted dollars

n.s. = The difference between the United States and the New Orleans metro in 2009 is not statistically significant for Hispanic/Latino (any race). The difference between 1999 and 2009 for the New Orleans metro is not statistically significant for any race/ethnicity.

See source notes on page 47 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2009
Educational Attainment by Race and Ethnicity

**Why is this important?** As summarized earlier, educational attainment is critical to a region’s economic success and to an individual’s economic advancement and wealth creation. However, overall educational attainment hides how different segments of the community are faring. Economic success is dependent upon the ability of all racial and ethnic groups to be performing at their utmost potential and participating fully in the economy.

**How is the New Orleans metro area doing?**

**In 2009, whites and Hispanics are more likely to have a bachelor’s degree and blacks are less likely to have a bachelor’s degree than their national peers.** The percent of whites and African Americans with a bachelor’s degree in the New Orleans metro has grown since 2000. But while whites in the New Orleans metro are more likely than whites nationwide to have a 4-year degree (33 percent versus 31 percent), African Americans in the New Orleans metro are less likely than their national peers to have a 4-year degree (15 percent versus 18 percent). The percent of Hispanics with a bachelor’s degree stagnated locally while it grew nationally from 2000 to 2009, but Hispanics in the New Orleans metro are still more likely to be college-educated than Latinos nationwide (19 percent versus 13 percent).

**Bachelor’s degree by race/ethnicity** for the population 25 years and older

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2000</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>White (alone, not Hispanic)</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>Hispanic/Latino (any race)</td>
<td>21</td>
<td>19% n.s.</td>
</tr>
<tr>
<td>Black/African American (alone)</td>
<td>14</td>
<td>18%</td>
</tr>
</tbody>
</table>

**United States**

- White: 10 to 13
- Hispanic/Latino: 10 to 13
- Black/African American: 10 to 13

**New Orleans Metro**

- White: 13 to 15
- Hispanic/Latino: 13 to 15
- Black/African American: 13 to 15

n.s. = The difference between 2000 and 2009 for the New Orleans metro is not statistically significant for Hispanic/Latino.

See source notes on page 47 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2009.
Size of the City’s Middle Class

**Why is this important?** Poverty within U.S. cities grew substantially in the last half of the 20th century. Reversing this trend and increasing the size of a city’s middle class is important because it can increase the local tax base, decrease the fiscal costs associated with poverty, and fuel the local economy through the growth of consumers with greater purchasing power. Moreover, research has shown that the economies of large cities and their surrounding suburbs are linked and that income increases in the urban core actually benefit the entire metro. A simple measure like median household income (on page 26) indicates the place where the exact middle of the income distribution falls—where 50 percent of households earn less and 50 percent of households earn more. A more sophisticated analysis is needed to examine the balance of households across the national income spectrum (divided into five equal categories, or “quintiles”). This allows a focus specifically on the size of the middle class and whether it represents a growing share of total households. Differences in the distribution of white and non-white households across the income spectrum may reveal disparities that may hamper community cohesiveness and all residents from contributing to regional prosperity.

**How is New Orleans doing?**

In the city, the share of households that are middle- and upper-class has grown slightly post-Katrina, and the share that is low-income has fallen slightly, but more than half of all New Orleans households remain lower income. A disproportionate number of New Orleans households occupy the bottom tiers of the national income distribution— even after adjusting for cost-of-housing differences. In 1979, one-third of households in New Orleans had incomes that put them in the bottom fifth of households nationally. In fact, low-income New Orleans households outnumbered high-income households more than two to one. This situation worsened by 1989 as New Orleans lost households in the top three quintiles and the share of low-income households swelled—outnumbering high-income households three to one—but the share of middle-class households remained unchanged. The size of the middle-class increased one percentage point by 1999 as the share of low-income households shrank slightly. By 2009, the share of middle-class households grew one more percentage point, the share of high-income households grew two percentage points, and the share of low-income households shrank two percentage points. Overall the city’s household income distribution now looks much like it did in 1979—with nearly one-third of households in the bottom fifth of households nationally (earning less than $21,263) - double the number of high-income households (earning more than $102,227).

**Proportion of households by national income quintiles**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>$6,896</td>
<td>15</td>
<td>14</td>
<td>13</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>Lower Middle</td>
<td>$12,264</td>
<td>22</td>
<td>22</td>
<td>15</td>
<td>22</td>
<td>22</td>
<td>22</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Middle</td>
<td>$21,264</td>
<td>14</td>
<td>13</td>
<td>12</td>
<td>14</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Upper Middle</td>
<td>$36,420</td>
<td>34%</td>
<td>37%</td>
<td>34%</td>
<td>32%</td>
<td>34%</td>
<td>32%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>High</td>
<td>$102,227</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
<td>32%</td>
</tr>
</tbody>
</table>

See source notes on page 48 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2009; IPUMS USA; and HUD Fair Market Rents.
How is New Orleans doing?

Although the share of black households that are middle-income grew from 17 percent in 1999 to 18 percent in 2009, the share of upper-income black households shrunk from 7 percent to 5 percent, and black households are now more than twice as likely to be low-income as white households in New Orleans. In 1999, 65 percent of African American households were in the bottom two quintiles of the national income spectrum. This situation worsened by 2009 when 68 percent of black households had low- or lower-middle incomes. In contrast, a smaller share of white households occupied the bottom two tiers of the income spectrum in 2009 than ten years prior, at 36 percent down from 40 percent.

On the other end of the income spectrum, white households were by far the most likely to have incomes in the highest quintile in 1999 (earning over $76,175) at 25 percent, and that share grew to 29 percent by 2009 (earning incomes over $102,227). Meanwhile, the share of African American households that earned high incomes actually diminished from 7 percent in 1999 to 5 percent ten years later.

The share of other (including Hispanic and Asian) households that earned high incomes also shrunk, from 13 percent in 1999 to 10 percent in 2009. But the share of other households that are low-income declined, too, from 31 percent in 1999 to 30 percent in 2009, while such households in the lower-middle, and upper-middle income tiers grew.

See source notes on page 48 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2009; IPUMS USA; and HUD Fair Market Rents.
Suburbanization of Poverty

**Why is this important?** Changes in the poverty rate not only indicate the overall strength of a region’s economy but also show whether economic prosperity is benefitting those on the lowest rungs of the economic ladder. The geography of poverty is important, because regional policymakers and social service providers need to provide social safety nets, transportation options, and job opportunities where they are most needed. This indicator defines poverty based on household income, composition, and size.

**How is the New Orleans metro area doing?**

**The city’s poverty rate fell from 32 percent in 1989 to 28 percent in 1999 to 24 percent in 2009, while it remained unchanged in the suburbs at about 13 percent. But with larger overall population, the suburban parishes are now home to the majority of the poor in the region.** After the 1980s oil bust, the poverty rate in the city and surrounding parishes jumped to 32 and 14 percent respectively. By 1999, the poverty level had dropped in the city as poverty began to suburbanize such that nearly half of all poor individuals across the metro lived in the suburban parishes. From 1999 to 2009, the city’s poverty rate fell—to some extent due to the inability of poorer individuals to return after Katrina—and the suburban poverty rate remained static. The suburban parishes are now home to 56 percent of the metro’s impoverished population with an estimated 104,349 poor residents compared to 82,469 in the city.

“As employment opportunities increasingly locate in the outer reaches of metropolitan areas, it makes sense that low-wage workers would also make up a growing presence outside primary cities.”

— Elizabeth Kneebone and Emily Garr

32
THE NEW ORLEANS INDEX AT SIX: Measuring Greater New Orleans’ Progress Toward Prosperity
Suburbanization of Poverty, continued

Poverty rate
for population for whom poverty status is determined

<table>
<thead>
<tr>
<th>Year</th>
<th>Orleans Parish</th>
<th>Rest of the New Orleans Metro</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>26%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>1989</td>
<td>32%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>1999</td>
<td>28%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>2009</td>
<td>24%</td>
<td>13%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Population living in poverty
for population for whom poverty status is determined

<table>
<thead>
<tr>
<th>Year</th>
<th>Orleans Parish</th>
<th>Rest of the New Orleans Metro</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>143,793</td>
<td>105,687</td>
<td>82,469</td>
</tr>
<tr>
<td>1989</td>
<td>152,042</td>
<td>110,179</td>
<td>n.s.</td>
</tr>
<tr>
<td>1999</td>
<td>130,896</td>
<td>104,349 n.s.</td>
<td>n.s.</td>
</tr>
<tr>
<td>2009</td>
<td>114,076</td>
<td>101,179</td>
<td>n.s.</td>
</tr>
</tbody>
</table>

n.s. = The difference between 1999 and 2009 is not statistically significant for the rest of the New Orleans metro. The difference between the rest of the New Orleans metro and the United States is not significant in 2009.

See source notes on page 48 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2009.
Quality of Life

A high quality of life for residents and businesses often includes access to good amenities, like strong arts and culture and vibrant neighborhoods, and quality basic services, like good schools and safe streets.

• New Orleans has a significantly larger number of arts and culture organizations per capita than the per capita number nationwide at 29 per 100,000 population and 13 per 100,000 population respectively.

• Orleans and St. Bernard parishes have 38,867 and 5,829 fewer blighted and vacant addresses respectively comparing March 2007 to September 2010, while the number of blighted and vacant addresses has escalated in Jefferson Parish by 3,067 during the same time period.

• The percentage of Orleans Parish public school students that attend schools meeting state standards has more than doubled since Hurricane Katrina. Jefferson and St. John the Baptist parishes have also made measurable gains.

• Crime rates in New Orleans and the metro area have fallen since the post-Katrina surge, yet they are still significantly higher than national rates.
Arts and Culture

Why is this important? For New Orleanians, arts and culture are among the city’s most important assets and critical to the quality of life enjoyed here. Indeed, the culture of New Orleans is so vibrant, it is the basis for an entire “cultural economy” that attracts millions of visitors each year. Arts and culture is difficult to measure, but one indicator often used is arts and culture nonprofits filing form 990s with the IRS per 100,000 residents.

How is New Orleans doing?
The number of arts and culture nonprofits continues to grow post-Katrina, from 76 in 2006, to 86 in 2007, to 98 in 2008. As just one indicator of New Orleans’ culture, the number of relatively large arts and culture nonprofits per 100,000 residents in New Orleans has historically been higher than the national rate. In 2004, New Orleans had 81 such nonprofits, or 18 per 100,000 residents. Although this number fell after Katrina to 76 in 2006, it has since grown. By 2008, the city had 98 arts and culture nonprofits, despite a smaller population. All told, the city has 29 arts and culture nonprofits per 100,000 -- well above the national rate of 13 per 100,000.

Registered arts and culture nonprofit organizations
per 100,000 population, Orleans Parish

See source notes on page 48 for technical details.
Sources: National Center for Charitable Statistics and Census Bureau Population Estimates Program.
Quality Public Education

Why is this important? Quality K-12 public education is important to workforce development and increased individual opportunities, and access to good public schools is also a key factor for firms and families in choosing to locate to, or stay in a particular community. In 2002, the Louisiana Department of Education began assessing the quality of public schools based on test scores, attendance, and dropout rates. This indicator measures the percentage of students attending schools that meet or fail to meet state standards, thus providing a snapshot of the supply of quality schools in each parish.

How is the New Orleans metro area doing?

An increasing share of public school students in Orleans and Jefferson parishes attend schools that pass state standards of quality. A large share of New Orleans area school children and their families have historically chosen private schools over public schools. Enrollment in private schools is particularly prevalent in St. John the Baptist, Jefferson, and Orleans parishes, where 28 to 32 percent of all school children enrolled in private schools in the 2010-2011 school year. In St. Tammany, 17 percent of school children attend private schools, and in Plaquemines, St. Bernard, and St. Charles, 8 percent or less attend private schools.

Among public schools, quality has varied greatly by parish. Jefferson Parish is the metro’s largest public school district with 31 percent of all the metro’s public school students. Jefferson has improved its school ratings since 2003 when 20 percent of its students attended schools that were academically unsatisfactory and 80 percent attended schools that passed state standards. Now fully 97 percent of students in that district attend schools that pass state standards.

Public schools in Orleans Parish (including charter schools) currently provide schooling for only 27 percent of the metro’s public school students. In 2003, the majority of students attended schools that were academically unsatisfactory and only 28 percent of students attended schools that met state standards. Public schools in Orleans Parish have made significant progress, which has accelerated post-Katrina, and now 68 percent of students in Orleans attend schools that meet state standards.

In Plaquemines, St. Bernard, St. Charles, and St. Tammany, 95 percent of students attend schools that pass state standards and nearly all schools have passed state standards since 2003. In St. John the Baptist, 96 percent of students now attend schools that pass state standards, a significant improvement since 2003 when only 76 percent of students in this district attended schools that passed state standards.

“Changes to the public education system in New Orleans have produced some encouraging results. Student achievement has improved, schools are being rebuilt better than before, and students now have a range of schools from which to choose. At the same time, the system faces a host of challenges.”

– Andre Perry and Michael Schwam-Baird

Resilience and Opportunity: Lessons from the U.S. Gulf Coast after Katrina and Rita
Quality Public Education, continued

Enrollment by school performance by parish, as of fall for each year

Orleans

<table>
<thead>
<tr>
<th>Year</th>
<th>Unsatisfactory</th>
<th>Unknown quality</th>
<th>Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>28%</td>
<td>30%</td>
<td>44%</td>
</tr>
<tr>
<td>2004</td>
<td>68%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

St. John the Baptist

<table>
<thead>
<tr>
<th>Year</th>
<th>Unsatisfactory</th>
<th>Unknown quality</th>
<th>Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>76%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>87%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>96%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>96%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Jefferson

<table>
<thead>
<tr>
<th>Year</th>
<th>Unsatisfactory</th>
<th>Unknown quality</th>
<th>Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>91%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>97%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Plaquemines, St. Tammany, St. Charles, St. Bernard

<table>
<thead>
<tr>
<th>Year</th>
<th>Unsatisfactory</th>
<th>Unknown quality</th>
<th>Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>97%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>99%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>94%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>95%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See source notes on page 48 for technical details.

Source: Louisiana Department of Education.
Public Safety

Why is this important? Safe communities encourage private sector investments and support a higher overall quality of life in the form of stable, healthier neighborhoods. In contrast, the presence of crime undermines a community’s sense of security and decreases quality of life. In general, property crime tends to be more commonplace, whereas violent crime tends to directly affect a smaller population. The FBI’s rate of violent and property crimes is the standard indicator of how safe a community is from crime, and allows for comparison to the nation as a whole.

How is the New Orleans metro area doing?

Violent and property crime rates spiked in New Orleans post-Katrina, but have now fallen to below pre-Katrina rates. Nonetheless, violent crimes in the city are still nearly twice the national average. In the late 1980s and early 1990s, violent and property crime rates in the New Orleans metro surged significantly above national rates. Crime rates dropped across the United States in the late 1990s and they dropped more dramatically in the New Orleans area, but remained well above national rates. After Katrina, property and violent crime rates surged within the city, but have since fallen and are now lower than pre-Katrina. Still violent crime in the city is nearly twice the national average, while violent crime in the rest of the metro, and property crime in the city are just above national rates.

“While the chaos wrought by the storm provided a unique opportunity to reinvent a troubled criminal justice system, doing so would require a major change in the professional culture in which New Orleans’ criminal justice agencies operated.”

– Nadiene Van Dyke, Jon Wool, & Luceia LeDoux

Resilience and Opportunity: Lessons from the U.S. Gulf Coast after Katrina and Rita
PUBLIC SAFETY, continued

Violent and property crime rates per 100,000 population

12 thousand per 100,000 population

See source notes on page 48 for technical details.

Sources: Federal Bureau of Investigation (FBI), Crime in the United States; and Federal Reserve Bank of Atlanta analysis of data from FBI Criminal Justice Information Services.

*Property crime data for the rest of the New Orleans Metro in 2009 was not available.
Neighborhood Quality and Blight

**Why is this important?** Blighted buildings can depress neighborhood quality by reducing property values and deterring new investment. In some cases blighted buildings act as magnets for crime or pose health hazards. As such, the number of blighted buildings may be considered one measure of the quality of life experienced by residents. A large number of vacant but habitable residences is also a worrisome sign in that it suggests a weak market for properties, which can be the precursor to blight.

**How is the New Orleans region doing?**

The overall number of blighted and vacant addresses in Orleans, Jefferson, and St. Bernard parishes today remains higher than before Katrina; but has dropped 39 percent in Orleans and 30 percent in St. Bernard since March 2007, while climbing 23 percent in Jefferson. Orleans and Jefferson parishes both struggled with blight prior to Katrina. But after flooding from multiple levee breaches and non-functioning pumps, blight and vacancy skyrocketed in these two parishes—as well as in St. Bernard Parish, which was hard hit by levee failures. Over the last three years, the number of blighted and vacant addresses in Orleans Parish and St. Bernard parishes declined measurably as Road Home recipients rebuilt their homes and large-scale housing redevelopments were completed. But in Jefferson, the number of unoccupied addresses continues to climb, suggesting that parts of Jefferson Parish may be increasingly struggling with weak real estate markets.

**Unoccupied addresses**
residential, commercial, and other

- 120 thousand
- Orleans Parish
- 98,402
- 18,388
- 7,669
- Pre-Katrina estimate
- Mar. 2007
- Mar. ‘08
- Mar. ‘09
- Mar. ‘10
- Sep. ‘10
- St. Bernard Parish
- 59,535
- 19,525
- 16,573
- Jefferson Parish
- 13,696
- 13,506
- 759

“The recovery of New Orleans’ population—and its housing stock—depends on the creation of a vibrant, 21st century economy.”

- Allison Plyer, Elaine Ortiz, & Kathryn L.S. Pettit

See source notes on page 49 for technical details.

Source: HUD Aggregated USPS Administrative Data on Address Vacancies.
Sustainability

• In New Orleans city limits, workers are more likely to commute using public transit (7.4 percent) than workers in the United States (5 percent) despite a decrease in usage since the storm. However, workers in the rest of the metro (0.8 percent) are much less likely to commute using public transit than the national average.

• The percentage of days with unhealthy air quality has decreased greatly since 2000 in the New Orleans metro - consistent with national trends.

• The coastal wetlands, a critical piece of New Orleans’ hurricane protection system, have been rapidly disappearing.

A sustainable metropolitan area is one that conserves natural resources, maintains environmental quality, and takes a comprehensive approach toward reducing the impact of disasters.
Commuting by Public Transit

Why is this important? The use of public transportation to get to work reduces congestion and harmful emissions, and in many cases saves workers money relative to commuting via car. Moreover, a high quality public transit network can increase labor market flexibility across a metro area, and support the clustering of businesses, which in turn enhances innovation and ultimately productivity. But as metro regions expand and jobs move into the suburbs, public transit authorities are faced with the challenge of providing service to multiple job-centers. Although a growing percent of workers commuting via public transit may have multiple benefits for a region, it is important to recognize that many factors influence personal transportation choices including access to vehicles, congestion, and availability of alternative modes of transit.

How is the New Orleans metro area doing?
The share of workers in the metro area using public transit to get to work dwindled significantly since 2000, while growing nationally from 4.6 percent in 2000 to 5.0 percent in 2009. In 2000, 13.2 percent of workers in New Orleans used public transit to get to their jobs, a much higher share than the national average. But commuters’ use of public transit dropped significantly in New Orleans after Katrina. By 2006, commuting via public transit fell to 5.3 percent of all workers in the city, a rate no longer statistically higher than the national average. Moreover, the rate at which New Orleans’ workers commute to work using public transit has not grown significantly since 2006. In 2009, at only 0.8 percent, workers in the rest of the metro are much less likely than the average American worker to commute to work using public transit.

Share of commuters using public transit for workers 16 years and older

<table>
<thead>
<tr>
<th>Year</th>
<th>Orleans Parish</th>
<th>United States</th>
<th>Rest of the New Orleans Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>4.6</td>
<td>4.9</td>
<td>n.s.</td>
</tr>
<tr>
<td>2006</td>
<td>5.3</td>
<td>4.8</td>
<td>1.4 n.s.</td>
</tr>
<tr>
<td>2007</td>
<td>6.3 n.s.</td>
<td>n.s.</td>
<td>1.1 n.s.</td>
</tr>
<tr>
<td>2008</td>
<td>7.3 n.s.</td>
<td>n.s.</td>
<td>0.7 n.s.</td>
</tr>
<tr>
<td>2009</td>
<td>7.4 n.s.</td>
<td>n.s.</td>
<td>1.0 n.s.</td>
</tr>
</tbody>
</table>

n.s. = For Orleans Parish, the difference between 2000 and 2006 is statistically significant as it is between 2000 and all subsequent years. However, there are no statistical differences between or among 2006 and later years. For the rest of the New Orleans metro, the difference between 2000 and 2007 is statistically significant, but there are no statistical differences between or among any other years. For the U.S., differences between and among all years are statistically significant except 2006-2007 and 2008-2009. The differences between all geographies are statistically significant except between Orleans Parish and the U.S. in 2006 and 2007 only.

See source notes on page 49 for technical details.

Sources: U.S. Census Bureau, Decennial Census & American Community Survey 2006-2009.
Air Quality

**Why is this important?** Poor air quality can injure health, harm the environment, and cause property damage. The U.S. Environmental Protection Agency’s Air Quality Index (AQI) tracks the concentration of ground-level ozone, particle matter, carbon monoxide, sulfur dioxide, and nitrogen dioxide. AQI values higher than 100 are considered to be unhealthy—at first for certain sensitive groups of people, then for everyone as AQI values get higher. Percent of days in a year that have “unhealthy” AQI values is a useful indicator of air quality for a region.

**How is the New Orleans metro area doing?**

The levels of air pollutants in the New Orleans metro have continued to fall since Hurricane Katrina, and are much lower than about a decade ago. A combination of federal and state regulations mandating emissions reductions from facilities and cars is likely behind the improvement in regional air quality, which reflects nationwide trends over the same time period. Since Katrina, there are some unique local factors that may have positively affected air quality (such as the decrease in cars and occupied buildings due to a smaller population, as well as a more modern fleet of buses and cars citywide) and some temporary factors that may have had a negative effect (such as demolitions and increases in construction vehicles on city roads).

**Percent of days with “unhealthy” air quality**

AQI greater than 100 for the New Orleans metro (3-year averages)

<table>
<thead>
<tr>
<th>Year</th>
<th>% Days with AQI &gt; 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>12.0%</td>
</tr>
<tr>
<td>2003</td>
<td>8.8%</td>
</tr>
<tr>
<td>2006</td>
<td>4.6%</td>
</tr>
<tr>
<td>2009</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

See source notes on page 49 for technical details.

Coastal Wetlands

**Why is this important?** The vitality of the coastal landscape is tied directly to New Orleans’ livelihood and economic survival. The wetlands provide essential ecological functions to the metro—buffering the region from hurricane flooding and serving as spawning, breeding, and foraging grounds for a wide diversity of fish and wildlife.

Coastal wetlands absorb storm energy by reducing wave action and amplitude of storm surge. They are often cited as cities’ primary line of defense against hurricanes. In fact, it is estimated that in total, coastal wetlands provide 23 billion dollars in storm protection services to the United States annually. Man-made defenses such as levees and floodwalls are insufficient without the natural lines of defense provided by features such as healthy marshes, natural ridges, cypress swamps, and barrier islands.

Additionally, the metro area’s three largest economic drivers (tourism, oil and gas, and shipping) and the fishing industry (especially in parishes outside the city) rely on a robust coastal landscape to protect their infrastructure, assets, and resources.

**How is the region doing?**

Coastal land has been eroding for more than a century, and measurements as far back as 1932 reveal a loss of 29 percent of the land that protects the New Orleans metro. Because of their location, wetlands in the Breton Sound, Barataria Basin, and Pontchartrain Basin areas are particularly important for protecting the New Orleans metro from hurricane storm surge. Over time, these wetlands have degraded and disappeared due to the construction of navigation channels, activities in oil and gas, damage from hurricanes, and, most importantly, flood control of the Mississippi River that deprives the wetlands of sediments and fresh water.

The slight land area increase from 2009 to 2010 may indicate recovery from recent hurricanes; however, several additional years of observations will be needed to determine if these changes are permanent or environmental variability.

“The fate and fortune of New Orleans and the communities around it is tied to that of the coast. That aspect of direct and immediate dependence on an ecosystem sets New Orleans apart from most other places, where the connections are less clear or at least less immediate.”

– Mark Davis

*Resilience and Opportunity: Lessons from the U.S. Gulf Coast after Katrina and Rita*
Coastal Wetlands, continued

78 years of land loss in the Mississippi deltaic plain square miles

<table>
<thead>
<tr>
<th>Year</th>
<th>Land Area (sq miles)</th>
<th>Percent Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>'32</td>
<td>3,275</td>
<td></td>
</tr>
<tr>
<td>'56</td>
<td>2,327</td>
<td>29%</td>
</tr>
</tbody>
</table>

Note: 1932 and 1956 land area data are derived from a different source of imagery than later years. Thus, there are issues of comparability with these time frames.

See source notes on page 49 for technical details.


Reference map of the coastal basins protecting the New Orleans Metro
SHARE OF JOBS BY SECTOR
The Bureau of Labor Statistics measures nonfarm jobs, which is the number of full-time and part-time positions on company payrolls, including civilian government agencies. This definition excludes self-employed, unpaid, and household workers. Job growth is important in order to raise living standards, provide opportunities for an expanding labor force, and increase the tax base. Health Care includes NAICS 62. Oil, Gas, and Related Manufacturing includes NAICS Supersector 1011 and select chemical and rubber products manufacturing (which are therefore excluded from the Manufacturing sector). Prof. Services, Financial, and Information includes NAICS 51-55. Admin., Waste, and Other Services includes NAICS 56 and 81.

REGIONAL “EXPORT” JOBS
Data from the Bureau of Labor Statistics measures nonfarm jobs. Numbers reflect estimates of the “export” component of legal services, insurance agencies, heavy construction and engineering, and tourism. For example, total jobs in heavy construction and engineering was 21,000 in 2010, of which 8,800 are estimated to be “export” jobs. Data on commercial fishing jobs are not available, but seafood packaging jobs are included in food manufacturing. Average annual wages are for 2009 and do not necessarily apply to earlier years even if adjusted for inflation. Wages include commissions, tips, and bonuses. Wages may be skewed upward by the presence of a few high-wage workers or downward by the presence of many part-time workers. However, ACS 2009 data for the New Orleans metro indicates that full-time, year-round wages for many tourism-related occupations are well below $33,461, such as food preparation and serving at $19,012 and personal care and service at $25,171.

AVERAGE ANNUAL WAGES
Wages are in 2009 inflation-adjusted dollars using the CPI-U-RS. Wage and salary disbursements consist of the monetary remuneration of employees, including the compensation of corporate officers; commissions, tips, and bonuses; and receipts in kind.

GROSS METRO PRODUCT PER JOB
Data from the Bureau of Labor Statistics measures nonfarm jobs. Gross product is in 2009 inflation-adjusted dollars using the Moody’s Analytics implicit price deflator. Benchmark revisions released by the BEA account for large differences between New Orleans Metro GDP per job data published in the New Orleans Index at Five, and the GDP per job data in the New Orleans Index at Six because benchmark revisions made nationally did not get reflected into GDP by State and Metro area statistics until December 2010.

INDIVIDUALS STARTING BUSINESSES
Data represent the percent of the adult population that start a business each year. Entrepreneurs are included who own incorporated or unincorporated businesses, and who are employers or non-employers. The business must be the individual’s main job with fifteen or more usual hours worked per week. Data for eight of 57 “weak city” metros were not available: Albany, GA, Altoona, PA, Danville, VA, Muncie, IN, Odessa, TX, Pine Bluff, AR, Rocky Mount, NC, and Terre Haute, IN.

PATENT APPLICATIONS
Data include “utility” and all other types of patent applications. Data for this indicator has not been updated since the New Orleans Index at Five: Measuring Greater New Orleans’ Progress Toward Prosperity.

JOB SPRAWL
Data from the Bureau of Labor Statistics measures nonfarm jobs. The source for the 2008 distribution of jobs data is information filed by employers with the State of Louisiana for the purpose of administering unemployment insurance taxes. The state, in turn, supplies this data to the U.S. Census Bureau, where it is aggregated to census blocks and broken down by three wage levels, three employee-age levels, and twenty economic sectors. State unemployment insurance programs have relatively comprehensive coverage in the United States labor force. Approximately 96 percent of the wage and salary civilian labor force and 98 percent of nonagricultural employment are covered by state unemployment insurance laws, and so are reflected in the data. The prime exclusions to coverage are self-employed individuals, agriculture workers, U.S. Armed Forces military personnel, and work-study students. Self-employment in the fishing industry, which is critical to the economies of Plaquemines and other coastal parishes, is heavily undercounted due to these limitations. One additional limitation of this dataset is that some jobs, in particular government-sector jobs, may be reported at a central administrative office rather than where the compensated activity actually occurs.
EDUCATIONAL ATTAINMENT
Data reflect the U.S. Office of Management and Budget (OMB) definition for the New Orleans MSA at the time of each survey, and thus vary slightly over time. Tests of significance were computed for the period between 2000 and 2009. In the New Orleans metro and the U.S. changes between 2000 and 2009 are significant at the 95% confidence interval for both the population with at least some college and with a Bachelor’s Degree or higher. Tests of significance for differences between the United States and New Orleans MSA were computed for 2009. Differences between the U.S. and New Orleans metro are significant for the population with at least some college and with a Bachelor’s Degree or higher.

MEDIAN HOUSEHOLD INCOME
The 2009 ACS data reflect incomes during 2008-2009. The 1979, 1989 and 1999 Decennial Census data represent the calendar year. All income is in 2009 inflation-adjusted dollars using the CPI-U-RS. Data reflect the U.S. Office of Management and Budget (OMB) definition for the New Orleans MSA at the time of each survey, and thus vary slightly over time. Tests of significance were computed for the period between 1999 and 2009. Changes in total median household income between 1999 and 2009 are significant at the 95% confidence interval for the U.S., but not for the New Orleans MSA. Tests of significance for differences between the United States and the New Orleans MSA were computed for 2009. Differences between the United States and the New Orleans MSA are significant at the 95% confidence interval.

HOUSEHOLDS PAYING UNAFFORDABLE HOUSING COSTS
This affordable housing indicator includes occupied units where housing costs as a percentage of household income were computed. The Decennial Census universe is slightly different from the ACS because the former excludes single-family houses on 10 acres or more. Data reflect the U.S. Office of Management and Budget (OMB) definition for the New Orleans MSA at the time of each survey, and thus vary over time. Tests of significance were computed for the period between 2004 and 2009. Changes between 2004 and 2009 are significant at the 95% confidence interval for the United States and Orleans Parish. Tests of significance for differences between geographies were computed for 2009. Differences between Orleans Parish and the United States as well as between Orleans Parish and rest of the New Orleans metro are significant at the 95% confidence interval. However, differences between the United States and the rest of New Orleans metro are not significant. Homeowners: Changes between 2004 and 2009 are significant at the 95% confidence interval for only the United States. Tests of significance for differences between geographies were computed for 2009. Differences between the United States, Orleans Parish, and the rest of New Orleans metro are significant at the 95% confidence interval.

MEDIAN HOUSEHOLD INCOME BY RACE/ETHNICITY
The 2009 ACS data reflect incomes during 2008-2009. The 1999 Decennial Census data represent the calendar year. All income is in 2009 inflation-adjusted dollars using the CPI-U-RS. Data reflect the U.S. Office of Management and Budget (OMB) definition for the New Orleans MSA at the time of each survey, and thus vary over time. Data was not available for black or African American, not Hispanic. Tests of significance were computed for the period between 1999 and 2009. Changes between 1999 and 2009 are significant at the 95% confidence interval for all races/ethnicities in the United States, but for none of the races/ethnicities in the New Orleans MSA. Tests of significance were computed for 2009. Differences between all races/ethnicities are significant at the 95% confidence interval for the United States and for the New Orleans MSA. Tests of significance were computed for 2009. Differences between the United States and New Orleans MSA are significant at the 95% confidence interval for black or African-American (alone) and for white (alone), not Hispanic, but not for Hispanic or Latino (any race).

BACHELOR DEGREES BY RACE/ETHNICITY
Data reflect the U.S. Office of Management and Budget (OMB) definition for the New Orleans MSA at the time of each survey, and thus vary slightly over time. Data was not available for black or African American, not Hispanic. Tests of significance were computed for the period between 2000 and 2009. For the New Orleans MSA, changes between 2000 and 2009 are significant at the 95% confidence interval for white (alone) and black or African American (alone), but not Hispanic. For the United States, changes between 2000 and 2009 are significant at the 95% confidence interval for all races/ethnicities. Tests of significance for differences between races/ethnicities were computed for 2009. Differences between all races/ethnicities are significant at the 95% confidence interval for the United States, and for the New Orleans MSA. Tests of significance for differences between the United States and the New Orleans MSA were computed for 2009. Differences between the United States and New Orleans MSA are significant at the 95% confidence interval for all races and ethnicities.
PROPORTION OF HOUSEHOLDS BY NATIONAL INCOME QUINTILES
The 2009 ACS data reflect incomes during 2008-2009. The 1979, 1989 and 1999 Decennial Census data represent the calendar year. National income quintiles were adjusted to reflect cost of living differences using Fair Market Rents. Households in tabulated data tables were distributed across the adjusted national income quintiles using linear interpolation. Data was not available for black or African American, not Hispanic.

POVERTY RATES AND POPULATION LIVING IN POVERTY
The 2009 ACS data reflect incomes during 2008-2009. The 1979, 1989 and 1999 Decennial Census data represent the calendar year. Data reflect the U.S. Office of Management and Budget (OMB) definition for the New Orleans MSA at the time of each survey, and thus vary slightly over time. Poverty Rates: Tests of significance were computed for the period between 1999 and 2009. For Orleans Parish and the United States (but not for the rest of New Orleans metro), changes between 1999 and 2009 are significant at the 95% confidence interval. Tests of significance for differences between geographies were computed for 2009. Differences between Orleans Parish and the rest of New Orleans metro are significant at the 95% confidence interval, as are differences between Orleans Parish and the United States. However, there is no significant difference in the poverty rate between the United States and the rest of New Orleans metro. Poverty Estimates: Tests of significance were computed for the period between 1999 and 2009. For Orleans Parish and the U.S. (but not the rest of New Orleans metro), changes between 1999 and 2009 are significant at the 95% confidence interval. Tests of significance for differences between Orleans Parish and the rest of New Orleans metro were computed for 2009. Differences between Orleans Parish and the rest of New Orleans metro are significant at the 95% confidence interval.

REGISTERED ARTS AND CULTURE NONPROFIT ORGANIZATIONS
This data source includes public charities (501(c)(3) organizations) with gross receipts over $25,000 that filed annual information reports (Form 990s) with the IRS. Tax-exempt organizations with more than $5,000 in annual gross receipts must register with the IRS, but they do not have to file the annual information report until they reach annual gross receipts of $25,000. Religious congregations, denominations, and organizations controlled by religious denominations have automatic Section 501(c)(3) status and are not required to register or file.

ENROLLMENT BY SCHOOL PERFORMANCE
Data reflect all students attending public schools in Orleans Parish including schools run directly by and chartered by the Orleans Parish School Board, schools run directly by the Recovery School District and charter schools overseen by the Recovery School District, and schools chartered by the State Board of Elementary and Secondary Education. Academically satisfactory schools earned a performance label of between one and five stars (School Performance Score of 60 or above) in the previous school year. In Fall 2003 and Fall 2004, academically unsatisfactory schools earned a performance label of Academic Warning (SPS between 45 and 59.9) or Academically Unacceptable (SPS below 45) in the previous school year. In Fall 2005, performance requirements increased such that all schools with an SPS below 60 are labeled as Academically Unacceptable. Thus, in Fall 2007 and Fall 2008, academically unsatisfactory schools earned a performance label of Academically Unacceptable (SPS below 60.0). Schools of “unknown quality” include enrollment at schools that do not have a School Performance Score because the school is new, is an alternative school, or is a pre-school or Kindergarten program.

VIOLENT AND PROPERTY CRIME RATES
Data reflect known offenses (not arrests or convictions). Violent crime includes murder and non-negligent manslaughter; forcible rape; robbery; and aggravated assault. Property crime includes burglary; larceny-theft; and motor vehicle theft. The FBI uses population estimates that are lagged by one year and based on provisional estimates. This is a particular problem post-Katrina, causing distortedly low 2006 crime rates for Orleans Parish. For this reason we recalculate the 2006 crime rates for Orleans Parish and the metropolitan area based on the Census Bureau’s 2006 population estimates (vintage 2009). Data for 1995-2008 includes estimates by the FBI when agencies fail to report. Data for 1982-1994 does not include estimates for missing data. Thus, St. Bernard crime and population is excluded for years 1982-1994, and St. John crime and population is excluded for years 1982-1985, and 1987. The FBI strongly cautions users against making direct comparisons of crime rates between cities. The rest of the New Orleans metro includes St. James Parish for the years 1995-2002. The FBI did not publish 1998 and 2005 crime data for the New Orleans metro.
UNOCCUPIED ADDRESSES

Unoccupied addresses include addresses identified as “Vacant” or “No-Stat” by the United States Postal Service. Vacant addresses have not had mail collected for 90 days or longer. No-Stat addresses include addresses identified by the letter carrier as uninhabitable and not likely to receive mail for some time, buildings under construction and not yet occupied, and rural route addresses vacant for 90 days or longer. In the parishes affected by Hurricanes Katrina and Rita, No-Stat addresses include heavily damaged homes that have not been re-occupied. Due to HUD’s aggregation process, about 1% of records are not included. The pre-Katrina estimate represents USPS data for November 18, 2005 to December 31, 2005. Other studies indicate USPS data through January 2006 in Katrina-affected parishes do not differ significantly from July 2005 (pre-Katrina). The post office in these parishes was not able to provide basic services for many months, and, thus, data reported for the fall of 2005 are largely reflective of pre-Katrina conditions. The HUD Aggregated USPS Administrative Data on Address Vacancies has not been updated since September 2010. As of April 2011, HUD and the U. S. Postal Service are working out the details of an agreement to continue to make the vacancy data available.


COMMUTING BY PUBLIC TRANSIT

Data reflect the U.S. Office of Management and Budget (OMB) definition for the New Orleans MSA at the time of each survey, and thus vary slightly over time. Tests of significance were computed at the 95% confidence interval for Orleans Parish. The difference between 2000 and 2006 is statistically significant as it is between 2000 and all subsequent years. However, there are no statistical differences between or among 2006 and later years. Tests of significance were computed at the 95% confidence interval for the rest of the New Orleans metro. The difference between 2000 and 2007 is statistically significant, but there are no statistical differences between or among any other years. Tests of significance were computed at the 95% confidence interval for the U.S. The differences between and among all years are statistically significant except 2006-2007 and 2008-2009. The differences between all geographies are statistically significant except between Orleans Parish and the U.S. in 2006 and 2007 only.

PERCENT OF DAYS WITH “UNHEALTHY” AIR QUALITY

The pollutants used to calculate AQI are: CO, NO2, O3, SO2, PM2.5, and PM10. Days with AQI less than 100 include categories “good” and “moderate.” Days with AQI greater than 100 include categories “unhealthy for sensitive groups,” “unhealthy,” “very unhealthy,” and “hazardous.” Because weather conditions can strongly influence the AQI, change over time is evaluated by comparing 3-year averages. The federal standard for ozone and sulfur dioxide has recently been strengthened and, as a result, although air quality has been improving, AQI days over 100 may start increasing again.

COASTAL LAND LOSS

The 1932 and 1956 dataset and the 1973-2010 dataset do not have the same spatial resolution, nor the same source imagery, and interpretation of the data should proceed only with the knowledge that there are issues of comparability between these two time frames. Portions outside of the area of coverage in Pontchartrain Basin in 1932 and 1956 are assumed not to have undergone change with regard to land and water categories between 1932 and 1973 (Refer to USGS SIM 3164 to view the boundaries of data coverage). This assumption is necessary to compare areas for the entire basin, and is based on the assumption that those areas which were not covered in the 1932 and 1956 data are typically forested wetlands in the upper portions of the basin. Forested wetlands in this portion of the basin have historically been very stable with regard to change among land and water categories.
Endnotes

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2 Thus, though important to this coastal metro, many commercial fishing jobs are not included in official job estimates.
3 To the extent that production for local consumption can replace the need for imports, this economic activity also increases total production, sales, and income of firms within the region. For general information on “export” industries and regional economics, see An Introduction to Regional Economics, Edgar M. Hoover and Frank Giarratani. Accessed June 21, 2010 at http://www.rri.wvu.edu/WebBook/Giarratani/chaptereleven.htm#11.3.
4 The evidence for this relationship is that “export” sectors are leading indicators of overall regional job growth or decline. For example, declines in “export” industry employment and output typically lead regional economies into recessions and increases in such employment typically lead them into economic recovery. See Measuring and Analyzing Urban Employment Fluctuations, N. Edward Coulson, July 2004. Accessed June 21, 2010 at http://econ.la.psu.edu/~ecoulson/blackwell4.pdf.
15 Ibid.
Endnotes, continued

\footnote{Paul Jargowsky, Poverty and Place: Ghettos, Barrios and the American City (New York: Russell Sage Foundation, 1997).}

\footnote{Rebecca Sohmer, “Mind the Gap: Disparities and Competitiveness in the Twin Cities” (Washington: Brookings Institution, 2005).}

\footnote{Manuel Pastor Jr., and others, Regions that Work: How Cities and Suburbs Can Grow Together (Minneapolis: University of Minnesota Press, 2000).}


\footnote{Ibid.}

\footnote{Adie Tomer, Elizabeth Kneebone, Robert Puentes, and Alan Berube, “Missed Opportunity: Transit and Jobs in Metropolitan America” (Washington: Brookings Institution, 2010).}


\footnote{“Louisiana’s Comprehensive Master Plan for a Sustainable Coast” available at www.lacpra.org/index.cfm?md=pagebuilder&tmp=home&nid=24&pid=0&fid=28&fmid=0&catid=0&elid=0 (May 3, 2007).}


The Greater New Orleans Community Data Center gathers, analyzes and disseminates data to help nonprofit and civic leaders work smarter and more strategically. By publishing the most reliable data in a highly usable format, www.gnocdc.org has become the definitive source for information about New Orleans, its neighborhoods, and the New Orleans metro area. The Data Center was founded in 1997 and is used by federal agencies, national media, elected officials, neighborhood organizations, and local nonprofits. The Community Data Center is a product of Nonprofit Knowledge Works, and a longtime member of the Urban Institute’s National Neighborhood Indicators Partnership—local data experts dedicated to community change.

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Plyer’s areas of expertise are market research and analysis, post-Katrina demographics and population estimates, and New Orleans recovery indicators. Plyer joined the Data Center in 2001 with 12 years experience developing the management capacity of nonprofit and micro-enterprise organizations in New Orleans, the San Francisco Bay Area, and Guatemala. Additionally, she has almost a decade of experience in the for-profit sector as a marketing consultant to large and small companies including AT&T, Barnes and Noble, Lexus, and Inc. Magazine. Plyer received her Doctor of Science from Tulane University’s School of Public Health and Tropical Medicine with a dissertation entitled “An Analysis of Administrative Data for Measuring Population Displacement and Resettlement Following a Catastrophic U.S. Event.” Plyer also has an MBA from the Kellogg Graduate School of Management at Northwestern University.

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Ortiz’ expertise is identifying the most reliable source of economic, housing, or demographic data for tracking New Orleans recovery and development. She has particular expertise with Census Bureau, United States Postal Service, and Bureau of Labor Statistics data sets. Ortiz has a M.S. in urban and regional planning from the University of Iowa and has published research on issues ranging from state fiscal policy to labor market conditions to homelessness.