



Lafayette Benchmark Report

2018

Prepared by the Lafayette Economic Development Authority
December 2018-Updated 12.20.18



Introduction

> The Lafayette Economic Development Authority (LEDA) works with businesses as they make decisions to start, expand or relocate to Lafayette, Louisiana, and the surrounding communities. Through innovative collaborations with business, government and education, LEDA strives to grow the community's business base for future development and diversification.

< With LEDA's mission in mind, this analysis aims to provide those interested in moving to Lafayette, businesses considering a Lafayette expansion, or simply curious individuals with an inside look into the community.

< This analysis compares the Lafayette Metro Area with 10 Southern metro areas across a variety of socioeconomic and performance indicators. By using the same metrics to assess each area, a more accurate comparison can be drawn relative to the other metros in the peer group.

< There are many ways to compare cities, from traditional data like population, per capita income, and the unemployment rate to more unorthodox data points like community involvement, the number of young professionals, Internet connectivity, and entrepreneurship.

<



Introduction



This analysis is an opportunity to study where our community excels and where opportunities for improvement exist. The result is an effective tool to measure Lafayette's competitiveness among regions we most often contend with for workforce and business. By design, these indicators are not culminated into one ranking, instead, they are intended to be addressed both singularly and in user-identified groupings to draw upon Lafayette's unique attributes.



The following report details how the eleven peer metros fare across six categories using more than 60 individual indicators. This study is intended to be a snapshot of each community in time using the most current data available from the most reliable sources. An all-encompassing record of each metro area can be found in the Appendix of this document.



Introduction

Peer Group Metropolitan Statistical Areas

Mobile, AL

Little Rock-North Little Rock-Conway, AR

Atlanta-Sandy Springs-Marietta, GA

Baton Rouge, LA

Lafayette, LA

New Orleans-Metairie-Kenner, LA

Shreveport-Bossier City, LA

Jackson, MS

Austin-Round Rock-San Marcos, TX

Dallas-Fort Worth-Arlington, TX

Houston-Sugar Land-Baytown, TX

NEW Metropolitan Statistical Areas

Since the 2013 update of the Lafayette Benchmarking Report, the Office of Management and Budget, in conjunction with the US Census Bureau, has re-defined many of the MSA geographic boundaries. All data and figures shown in this report reflect the NEW geographic boundaries for the MSAs (unless otherwise noted).

Indicators

Vitality

Labor Force

Affordability

Tax Climate

Community

Innovation



Vitality



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affordability



tax climate



community



innovation

A community's vitality often hinges on the current and historical state of the economy. In particular, this section addresses the performance-based metrics that measure population, wealth and success over time. In an attempt to measure growth, the study takes a departure from the "snapshot" approach to show each metro's long-term health and sustainability. The subsequent sections' indicators are often reflective of the results of this section's rankings.

Metro area vitality is measured using current and projected population, present community and per capita gross domestic product, as well as its growth over time, growth in jobs and income, and the movement (via air travel) of people and goods (via exports).





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Census Population 2010

1	Dallas	6,426,214
2	Houston	5,920,416
3	Atlanta	5,286,728
4	Austin	1,716,289
5	New Orleans	1,189,866
6	Baton Rouge	802,484
7	Little Rock	699,757
8	Jackson	567,122
9	Lafayette	466,750
10	Shreveport	439,811
11	Mobile	412,992

Population Growth 2000-2010

1	Austin	37.3 %
2	Houston	26.1 %
3	Atlanta	24.0 %
4	Dallas	23.5 %
5	Little Rock	14.6 %
6	Baton Rouge	13.7 %
7	Lafayette	9.8 %
8	Jackson	8.0 %
9	Shreveport	5.3 %
10	Mobile	3.3 %
11	New Orleans	-11.1 %

Based on *new* 2013 Census Metro Area definitions

o Census Population: US Census Bureau—2010 Decennial Census—American FactFinder—DP-1 Table

o Population Growth: US Census Bureau—2000 and 2010 Decennial Census—American FactFinder—DP-1 Table





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Current Population

2017

1	Dallas	7,399,662
2	Houston	6,892,427
3	Atlanta	5,884,736
4	Austin	2,115,827
5	New Orleans	1,275,762
6	Baton Rouge	834,159
7	Little Rock	738,344
8	Jackson	578,715
9	Lafayette	491,558
10	Shreveport	440,933
11	Mobile	413,955

Projected Population

1	Austin	60.8 %
2	Houston	46.4%
3	Dallas	39.6 %
4	Atlanta	30.5 %
5	Lafayette	15.9%
6	New Orleans	15.7%
7	Baton Rouge	12.6 %
8	Little Rock	11.1 %
9	Jackson	3.4 %
10	Mobile	1.4 %
11	Shreveport	-3.7 %

o Current Population: US Census Bureau—Population Estimates—Metropolitan & Micropolitan Statistical Areas Totals: 2017

o Project Population Growth: Proximity One—Outlook 2030—Metropolitan Statistical Area—2010 and 2030

New Location Coming Soon!





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Gross Domestic Product 2017

1	Dallas	\$ 535,499
2	Houston	\$ 490,074
3	Atlanta	\$ 385,542
4	Austin	\$ 148,750
5	New Orleans	\$ 79,289
6	Baton Rouge	\$ 54,987
7	Little Rock	\$ 38,874
8	Jackson	\$ 30,236
9	Shreveport	\$ 22,746
10	Lafayette	\$ 22,113
11	Mobile	\$ 19,406

Gross Domestic Product Per Capita 2017

1	Dallas	\$ 64,824
2	Austin	\$ 63,839
3	Houston	\$ 63,311
4	Atlanta	\$ 56,840
5	Baton Rouge	\$ 53,965
6	New Orleans	\$ 52,536
7	Little Rock	\$ 46,376
8	Shreveport	\$ 45,807
9	Jackson	\$ 45,390
10	Mobile	\$ 40,592
11	Lafayette	\$ 39,233

In millions of dollars (\$ USD)

Measures the standard of living

o Gross Domestic Product (GDP): Bureau of Economic Analysis—Regional Data: 2017 GDP by Metro Area

o Gross Domestic Product Per Capita: Bureau of Economic Analysis—Regional Data: 2017 GDP by Metro Area





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3-Year Real GDP Growth 2014-2017

1	Austin	24.4 %
2	Atlanta	18.08 %
3	Dallas	12.51 %
4	Mobile	8.01 %
5	Baton Rouge	7.76 %
6	Little Rock	7.51 %
7	Jackson	6.99 %
8	New Orleans	3.9 %
9	Shreveport	2.17 %
10	Houston	-3.37 %
11	Lafayette	-16.32 %

3-Year Job Growth 2014-2017

1	Houston	19.3 %
2	Baton Rouge	14.9 %
3	Austin	11.39 %
4	Dallas	8.66 %
5	Atlanta	7.49 %
6	Jackson	3.37 %
7	Little Rock	3.36 %
8	Mobile	2.3 %
9	New Orleans	0.06 %
10	Shreveport	-3.8 %
11	Lafayette	-10.29 %

Real GDP is used to measure growth because it is inflation adjusted and shows true growth in GDP

o 3-Year Real GDP Growth: Bureau of Economic Analysis—Regional Data: 2014 and 2017 Real GDP by Metro Area

o 3-Year Job Growth: Bureau of Labor Statistics—State and Metro Area Employment, Hours, & Earnings—Annual average 2014 and 2017 total non-farm employment.

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High-Wage Job Growth 2012-2015

1	Austin	19.05 %
2	Houston	17.22 %
3	Dallas	13.01 %
4	Atlanta	12.81 %
5	Baton Rouge	12.23 %
6	Mobile	9.99 %
7	New Orleans	9.11 %
8	Jackson	8.95 %
9	Little Rock	8.59 %
10	Shreveport	3.18 %
11	Lafayette	-3.52 %

Exports (\$ USD) 2017

1	Houston	\$ 95,760,274,768
2	Dallas	\$ 30,269,101,694
3	New Orleans	\$ 31,648,534,991
4	Atlanta	\$ 21,748,003,609
5	Austin	\$ 12,451,455,827
6	Baton Rouge	\$ 8,830,297,778
7	Little Rock	\$ 2,146,107,813
8	Mobile	\$ 1,828,169,245
9	Jackson	\$ 1,155,354,854
10	Lafayette	\$ 954,843,943
11	Shreveport	\$ 502,919,389

High-wage is considered to be an annual wage of \$40,000 and up

- o 3-Year High-Wage Job Growth: US Census Bureau—OnTheMap Application of the Longitudinal Employer Household Dynamics—Annual 2012 - 2015 data for “All Jobs”
- o Exports: US Department of Commerce—International Trade Administration—Exports by Metropolitan Area, 2017

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Per Capita Income 2017

1	Dallas	\$ 52,995
2	Houston	\$ 52,765
3	Atlanta	\$ 49,657
4	New Orleans	\$ 49,134
5	Baton Rouge	\$ 45,775
6	Little Rock	\$ 43,679
7	Jackson	\$ 43,145
8	Shreveport	\$ 42,662
9	Lafayette	\$ 41,145
10	Austin	\$ 41,062
11	Mobile	\$ 37,089

3-Year Per Capita Income Growth 2014-2017

1	Atlanta	11.84 %
2	Austin	9.26 %
3	Mobile	7.04 %
4	Baton Rouge	6.87 %
5	Little Rock	6.84 %
6	Dallas	6.09 %
7	New Orleans	4.18 %
8	Jackson	3.91 %
9	Houston	-3.29%
10	Shreveport	-3.72 %
11	Lafayette	-11.52 %

o Per Capita Income: Bureau of Economic Analysis—Regional Data: 2017 Metropolitan Statistical Area Per Capita Personal Income—CA1-3 Table

o 3-Year Per Capita Income Growth: Bureau of Economic Analysis—Regional Data: 2014 - 2017 Metropolitan Statistical Area Per Capita Personal Income—CA1-3 Table

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Airport Passengers (Enplanements) 2017

1	Atlanta	50,255,223
2	Dallas	39,410,294
3	Houston	26,142,707
4	New Orleans	6,022,318
5	Austin	5,797,562
6	Little Rock	979,530
7	Jackson	462,655
8	Baton Rouge	377,670
9	Mobile	288,222
10	Shreveport	267,646
11	Lafayette	202,640

Airport Cargo (Landed Lbs.) 2017

1	Dallas	4,155,362,297
2	Atlanta	2,781,647,652
3	Houston	1,755,069,631
4	Austin	498,446,900
5	New Orleans	357,091,410
6	Shreveport	288,092,171
7	Little Rock	169,828,110
8	Mobile	146,626,250
9	Lafayette	111,144,000
10	Jackson	75,249,400
11	Baton Rouge	0

o Airport Passengers: Federal Aviation Administration—Preliminary CY 2017 Passenger Boarding and All-Cargo Data—Enplanements at Primary Airports

o Airport Cargo: Federal Aviation Administration—Preliminary CY 2017 Passenger Boarding and All-Cargo Data—Qualifying Cargo Airports

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Labor Force is often identified as the most important factor when a company is considering a location for an expansion or relocation. Knowing characteristics about that talent— where they are from, whether or not they are educated, what industries they are employed in— is becoming just as critical as their availability. In a modern world, cities are judged on not only their collective success, but also the type of employee that success attracts and retains.

This section provides the total number of people employed in each metro's Civilian Labor Force, the unemployment rate, educational attainment (both Bachelor's and graduate/professional degree percentages), the presence of wealth-creating industries, international talent, overall unionization rates, and average commute times.





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Labor Force 2017

1	Dallas	3,752,400
2	Houston	3,158,800
3	Atlanta	2,813,000
4	Austin	1,082,500
5	New Orleans	584,800
6	Baton Rouge	413,100
7	Little Rock	368,000
8	Jackson	285,000
9	Lafayette	202,200
10	Mobile	187,400
11	Shreveport	180,000

Average annual civilian labor force

Unemployment Rate 2017

1	Austin	2.70 %
2	Little Rock	3.00 %
3	Dallas	3.20 %
4	Atlanta	3.40 %
5	Jackson	3.70 %
6	Houston	3.80 %
7	Baton Rouge	4.20 %
8	New Orleans	4.40 %
9	Mobile	4.50
10	Lafayette	4.70 %
11	Shreveport	5.10 %

Average annual unemployment rate

- o Labor Force: Bureau of Labor Statistics—Local Area Unemployment Statistics—Not Seasonally Adjusted Civilian Labor Force—Average annual civilian labor force 2017
- o Unemployment Rate: Bureau of Labor Statistics—Local Area Unemployment Statistics—Not Seasonally Adjusted Unemployment Rate—Average annual rate 2017



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Bachelor's Degree 2017

1	Austin	30.80 %
2	Atlanta	27.30 %
3	Lafayette	24.10 %
4	Little Rock	24.00 %
5	New Orleans	20.70 %
6	Dallas	19.90 %
7	Houston	19.30 %
8	Baton Rouge	19.00 %
9	Mobile	17.60 %
10	Shreveport	15.60 %
11	Jackson	15.50 %

% of population 25 years old and over with at least a Bachelor's Degree

Graduate or Professional Degree 2017

1	Atlanta	21.40 %
2	Austin	18.20 %
3	Little Rock	16.40 %
4	New Orleans	15.80 %
5	Baton Rouge	13.30 %
6	Houston	12.40 %
7	Dallas	11.70 %
8	Jackson	11.60
9	Lafayette	11.90 %
10	Mobile	10.50 %
11	Shreveport	9.6 %

% of population 25 years and over with at least a Graduate or Professional Degree

o Bachelor's Degree: US Census Bureau—American FactFinder—2017 ACS 5-Year Estimates—DP02 Table

o Graduate/Professional Degree: US Census Bureau—American FactFinder—2017 ACS 5-Year Estimates—DP02 Table



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Wealth-Creating Industries 2017

1	Baton Rouge	21.66%
2	Lafayette	20.60 %
3	Houston	18.71 %
4	Mobile	17.66 %
5	Dallas	15.89 %
6	Austin	14.37 %
7	Atlanta	14.35 %
8	Shreveport	14.00 %
9	New Orleans	12.80 %
10	Jackson	12.73 %
11	Little Rock	11.68 %

International Talent 2017

1	Atlanta	61.49 %
2	Shreveport	43.23 %
3	Little Rock	42.66 %
4	Baton Rouge	40.78 %
5	Jackson	40.21 %
6	Mobile	39.37 %
7	Austin	36.84 %
8	New Orleans	36.18 %
9	Lafayette	34.55 %
10	Houston	23.37 %
11	Dallas	16.36 %

Average annual % of the labor force working in the agriculture, manufacturing, construction, mining or information industries

% of foreign-born population 25 years old and older with a 4-year degree

o Wealth-Creating Industries: Bureau of Labor Statistics—State and Metro Area Current Employment Statistics—Not Seasonally Adjusted annual average 2017 for Selected Industries

o International Talent: US Census Bureau—American Fact Finder—2017 ACS 5-Year Estimates—B06009 Table



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In-migration of Talent 2017

1	Austin	57.56 %
2	Atlanta	56.60 %
3	Dallas	49.66 %
4	New Orleans	49.39 %
5	Baton Rouge	41.09 %
6	Little Rock	41.00 %
7	Lafayette	35.83 %
8	Houston	35.80 %
9	Shreveport	33.26 %
10	Mobile	32.80 %
11	Jackson	31.00 %

% of people who moved to area within the last year with a bachelor's degree or higher

Average Work Commute Time 2017

1	Little Rock	18.6
2	Shreveport	19.2
3	Jackson	20.5
4	Lafayette	21.1
5	Baton Rouge	21.4
6	Mobile	21.9
7	New Orleans	23.8
8	Austin	24.1
9	Atlanta	26.3
10	Dallas	26.8
11	Houston	27.0

Measured in minutes

o In-migration of Talent: US Census Bureau—American FactFinder—2017 ACS 5-Year Estimates—B07009 Table

o Average Work Commute Time: The Nielsen Company—Claritas 2017 Demographic Snapshot—Estimated Average Travel Time to Work in Minutes



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Unionization Rate 2017

1	Jackson	2.90 %
2	Austin	3.00 %
3	Houston	3.60%
4	Lafayette	3.80 %
5	Baton Rouge	4.00 %
6	Atlanta	4.10 %
7	Shreveport	4.70 %
8	New Orleans	5.30 %
9	Little Rock	5.50 %
10	Dallas	5.70 %
11	Mobile	9.20 %

% of workforce that are members of a union

o Unionization Rate: Hirsch & Macpherson—2017 Metropolitan Area: Union Membership, Coverage, Density and Employment





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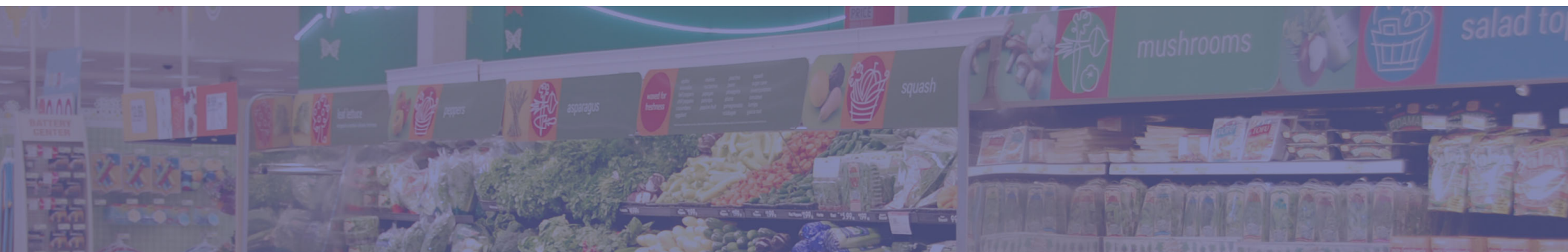
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For businesses and individuals, cost is a key deciding factor for location. As national economies fluctuate communities must consider their affordability as a key catalyst or inhibitor to their competitiveness quotient. Whether considering goods and services or live/work facilities, residents must be able to maintain a standard of living, equivalent to or higher than in other areas of the country, for them a community to remain successful in talent attraction and retention.

This section explores the peer group's relative overall cost and individual costs of groceries, housing, utilities, transportation, and health care. Business costs such as office space and electrical rates are also considered.





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Overall Cost-of-Living Index (100 = National Average) 2017—Annual Average

1	Jackson	89.4
2	Shreveport	90.0
3	Lafayette	90.6
4	Mobile	93.8
5	Houston	95.0
6	New Orleans	99.3
7	Little Rock	99.4
8	Austin	99.7
9	Baton Rouge	99.8
10	Atlanta	102.7
11	Dallas	103.7

The overall cost-of-living index is based on housing, grocery, utility, transportation, health care and miscellaneous prices.

o Composite Index: Council for Community and Economic Research—2017 Annual Average Cost of Living Index





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Grocery Index 2017

1	Houston	86.0
2	Austin	89.7
3	Little Rock	96.1
4	Shreveport	97.5
5	Jackson	97.6
6	Mobile	99.0
7	Atlanta	99.9
8	Dallas	102.7
9	Lafayette	103.0
10	New Orleans	104.2
11	Baton Rouge	104.3

Housing Index 2017

1	Mobile	74.3
2	Jackson	76.1
3	Lafayette	78.4
4	Shreveport	81.3
5	Little Rock	86.3
6	Baton Rouge	91.3
7	Houston	92.8
8	Austin	103.0
9	Dallas	107.5
10	Atlanta	108.1
11	New Orleans	116.8

Measures the prices of meats, dairy products, produce, bakery products, and other common grocery purchases. The US average for all participating places equals 100.

Measures the prices of apartment rent, home prices, and mortgage rates. The US average for all participating places equals 100.

o Grocery Index: Council for Community and Economic Research—2017 Annual Average Cost of Living Index

o Housing Index: Council for Community and Economic Research—2017 Annual Average Cost of Living Index





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Utilities Index

2017

1	Shreveport	73.0
2	New Orleans	82.0
3	Jackson	86.3
4	Atlanta	87.0
5	Baton Rouge	87.2
6	Lafayette	88.0
7	Little Rock	96.4
8	Austin	96.6
9	Dallas	104.4
10	Mobile	106.0
11	Houston	107.7

Transportation Index

2017

1	Jackson	89.3
2	Little Rock	94.3
3	Mobile	95.4
4	Dallas	95.7
5	Shreveport	96.4
6	Austin	96.6
7	Houston	97.4
8	Baton Rouge	99.0
9	Atlanta	100.8
10	Lafayette	104.4
11	New Orleans	107.5

Measures the price of residential electricity, natural gas & telephone. The US average for all participating places equals 100

Measures the price of auto maintenance & gasoline. The US average for all participating places equals 100

o Utilities Index: Council for Community and Economic Research—2017 Annual Average Cost of Living Index

o Transportation Index: Council for Community and Economic Research—2017 Average Cost of Living Index



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Health Care Index 2017

1	Little Rock	83.4
2	Jackson	84.2
3	Lafayette	88.3
4	Houston	93.9
5	Shreveport	97.8
6	New Orleans	104.9
7	Dallas	105.1
8	Mobile	105.8
9	Austin	106.1
10	Baton Rouge	107.2
11	Atlanta	108.8

Miscellaneous Index 2017

1	New Orleans	85.3
2	Lafayette	93.2
3	Houston	96.1
4	Shreveport	96.4
5	Jackson	98.5
6	Austin	101.6
7	Mobile	102.0
8	Dallas	102.8
9	Atlanta	103.5
10	Baton Rouge	107.7
11	Little Rock	115.5

Measures the price of medical care at doctors', optometrists' and dentists' offices and medications. The US average for all participating places equals 100.

Measures the price of eating out, entertainment, alcohol, clothing, personal services & miscellaneous personal products. The US average for all participating places equals 100.

o Health Care Index: Council for Community and Economic Research—2017 Annual Average Cost of Living Index

o Miscellaneous Index: Council for Community and Economic Research—2017 Annual Average Cost of Living Index





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Apartment Rent/Month 2017

1	Little Rock	\$ 750
2	Shreveport	\$ 863
3	Mobile	\$ 863
4	Jackson	\$ 880
5	Lafayette	\$ 899
5	Baton Rouge	\$ 1,030
6	New Orleans	\$ 1,255
7	Houston	\$ 1,255
8	Atlanta	\$ 1,395
9	Austin	\$ 1,411
10	Dallas	\$ 1,491

Single Family Home Price 2017

1	Mobile	\$ 252,850
2	Lafayette	\$ 267,094
3	Jackson	\$ 277,994
4	Shreveport	\$ 292,248
5	Houston	\$ 309,383
6	Baton Rouge	\$ 320,212
7	Austin	\$ 320,629
8	Little Rock	\$ 332,733
9	Dallas	\$ 337,892
10	Atlanta	\$ 356,097
11	New Orleans	\$ 419,975

Prorated, average price of a 950 square foot, two bedroom, 1 ½ or 2 bathroom, unfurnished apartment that is suited for a professional or managerial couple (excluding utilities)

Prorated, average price of a newly built 2,400 square foot house with 4 bedrooms and 2 baths on an 8,000 square foot lot and is suited for a professional or managerial couple

o Apartment Rent: Council for Community and Economic Research—2017 Annual Average Cost of Living Index

o Single Family Home Price: Council for Community and Economic Research—2017 Annual Average Cost of Living Index



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Class A Office Space (\$/SqFt)

2018

1	Lafayette	\$ 12.45
2	Shreveport	\$ 15.86
3	Mobile	\$ 17.11
4	Little Rock	\$ 18.43
5	Jackson	\$ 19.11
6	New Orleans	\$ 19.26
7	Baton Rouge	\$ 23.57
8	Atlanta	\$ 28.39
9	Dallas	\$ 28.70
10	Houston	\$ 33.34
11	Austin	\$ 38.72

Electric Commercial Rate (/kWh)

2017

1	Little Rock	\$ 0.0843
2	Baton Rouge	\$ 0.0852
3	Shreveport	\$ 0.0901
4	New Orleans	\$ 0.0907
5	Austin	\$ 0.0946
6	Jackson	\$ 0.0962
7	Lafayette	\$ 0.1024
8	Houston	\$ 0.1083
9	Dallas	\$ 0.1121
10	Mobile	\$ 0.1216
11	Atlanta	\$ 0.2282

Weighted average of retail price in the commercial sector for all providers in the Metro Area, except in Texas. Largest provider used in Texas Metro Areas because of their vast, deregulated market

o Class A Office Space: The CoStar 2018 Q1 National Office Report

o Electric Commercial Rate: Energy Information Administration—Average Retail Price of Electricity to Ultimate Customers—2017 Commercial Sector by State and Utility



Tax Climate



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State and local taxes account for a considerable portion of overall business costs. Consequently, decision-makers frequently evaluate a community on its relative tax burden. Wealth-creating businesses, like manufacturing facilities and corporate headquarters, are particularly impacted. With a focus on attracting such firms to Lafayette, it is important to fully understand our position among our peers in this arena.

This section details the peer group's tax climate, including State individual and corporate income tax, State gasoline tax, and unemployment insurance taxes. Local sales tax and per capita property tax will also be evaluated.

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State Individual Income Tax 2017

1	Austin	0.0 %
	Dallas	0.0 %
	Houston	0.0 %
4	Jackson	5.0 %
	Mobile	5.0 %
6	Lafayette	6.0 %
	Baton Rouge	6.0 %
	Atlanta	6.0 %
	New Orleans	6.0 %
	Shreveport	6.0 %
11	Little Rock	6.90 %

Highest rate shown

State Corporate Income Tax 2017

1	Austin	0.00%
	Dallas	0.00%
	Houston	0.00 %
4	Jackson	5.0 %
5	Atlanta	6.0 %
6	Little Rock	6.5 %
	Mobile	6.5 %
7	Lafayette	8.0 %
	Baton Rouge	8.0 %
	New Orleans	8.0 %
	Shreveport	8.0 %

Highest rate shown

o State Individual Income Tax: Tax Foundation—2017 State Business Tax Climate Index

o State Corporate Income Tax: Tax Foundation—2017 State Business Tax Climate Index; Texas does not have a corporate income tax but it does have a gross receipts tax which is essentially the same thing.



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State Gasoline Tax (/gal.) 2017

1	Jackson	\$ 0.1879
2	Lafayette	\$ 0.2001
	Baton Rouge	\$ 0.2001
	New Orleans	\$ 0.2001
	Shreveport	\$ 0.2001
6	Dallas	\$ 0.200
	Houston	\$ 0.200
	Austin	\$ 0.200
9	Little Rock	\$ 0.2180
10	Mobile	\$ 0.2291
11	Atlanta	\$ 0.3109

State Unemployment Insurance Tax 2017

1	Jackson	5.64 %
2	Lafayette	6.20 %
	Baton Rouge	6.20 %
	New Orleans	6.20 %
	Shreveport	6.20 %
6	Mobile	7.04 %
7	Austin	7.47 %
	Dallas	7.47 %
	Houston	7.47 %
10	Atlanta	8.10 %
11	Little Rock	14.40 %

Highest rate shown

o State Gasoline Tax: Tax Foundation—2017 State Business Tax Climate Index

o State Unemployment Insurance Tax: Tax Foundation—2017 State Business Tax Climate Index

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Sales Tax (MSA Avg.) 2017

1	Jackson	8.00 %
2	Dallas	8.25 %
	Houston	8.25 %
	Austin	8.25 %
5	Lafayette	8.45 %
6	Atlanta	8.90 %
7	Little Rock	9.00 %
8	Shreveport	9.05 %
9	Mobile	10.00 %
10	New Orleans	9.45 %
	Baton Rouge	9.45 %

Property Tax 2017

1	Lafayette	\$ 1,263
2	Baton Rouge	\$ 1,340
3	Mobile	\$ 1,365
4	Shreveport	\$ 1,403
5	New Orleans	\$ 1,850
6	Little Rock	\$ 1,945
7	Jackson	\$ 2,340
8	Atlanta	\$ 2,860
9	Austin	\$ 4,933
10	Dallas	\$ 5,433
11	Houston	\$ 5,648

Average total sales (state and local) tax rate in each Metro Area

Average property tax paid in that Metro's largest County on a \$250,000 market value house (Does not take into account special tax districts)

o Sales Tax: Various government sources—can be provided upon request

o Property Tax: Smart Asset — Property Tax 2017



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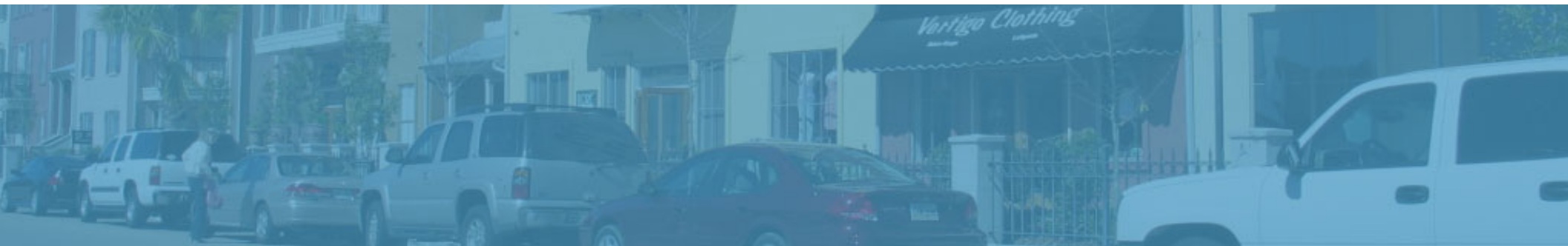
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Quality of life can be difficult measurement to monitor across metro areas. More often than not, it is a community's uniqueness that really defines what level of quality its residents experience. Rather than using factors that Lafayette typically touts, this study focuses on more universal measures that represent a population's ability to connect, engage, and ultimately enjoy the place in which it lives. Although these factors are less common among a business's consideration, they still play an important factor in retaining a productive workforce and creating a collaborative community.

Metro areas are evaluated on their walkability, broadband Internet penetration, community involvement via volunteerism, voting turn out, crime statistics, poverty rate, and weather considerations.





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Walkability 2017

1	New Orleans	58
2	Atlanta	49
3	Houston	49
4	Dallas	46
5	Lafayette	42
6	Baton Rouge	41
7	Austin	40
8	Mobile	33
9	Little Rock	32
	Shreveport	32
11	Jackson	27

Broadband Speed 2017

1	New Orleans	95.50 %
2	Atlanta	94.60 %
3	Mobile	94.2 %
4	Lafayette	93.30 %
5	Baton Rouge	89.30 %
6	Jackson	83.0 %
7	Houston	81.0 %
8	Shreveport	58.90 %
9	Little Rock	47.40 %
10	Dallas	47.60 %
11	Austin	19.2 %

Walk Score measures how easy it is to live a car-lite lifestyle—not how pretty the area is for walking

% of the population with access to broadband download Penetrations >100 MBPS

o Walkability: Walkscore.com; scores are for the MSA's main city only

o Broadband Speed: National Telecommunications and Information Administration—National Broadband Map—Metropolitan Statistical Areas—Max Advertised Download Speeds >100 MBPS





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Community Involvement 2017

1	Jackson	32.6 %
2	Houston	31.1 %
3	Dallas	27.5 %
4	Austin	27.0 %
5	Atlanta	26.8 %
6	Shreveport	24.8 %
7	Little Rock	23.8 %
	Mobile	23.8 %
9	Baton Rouge	21.3 %
10	New Orleans	24.4 %
11	Lafayette	17.3 %

Voting Participation 2016

1	Lafayette	59.07 %
2	Baton Rouge	57.65 %
3	New Orleans	56.92 %
4	Atlanta	56.84 %
5	Jackson	55.99 %
6	Shreveport	55.89 %
7	Little Rock	53.58 %
8	Mobile	52.94 %
9	Austin	51.55 %
10	Dallas	46.66 %
11	Houston	42.99 %

Average % of the Metropolitan Area population that reported volunteering for a community activity

% of the voting age population who cast a ballot during the 2016 Presidential Election

o Community Involvement: Corporation for National & Community Service—Volunteering in America—Rankings—2017 Volunteer Rates

o Voting: 2016 Presidential Election Results from uselectionatlas.org — Population of Voting Age (18+) from the Census



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Violent Crimes (/100K Population) 2017

1	Austin	306
2	Jackson	338
3	Atlanta	368
4	Dallas	369
5	Lafayette	440
6	Baton Rouge	547
7	New Orleans	564
8	Houston	593
9	Shreveport	607
10	Mobile	619
11	Little Rock	799

Poverty Rate 2017

1	Austin	15.4 %
2	Dallas	17.7 %
3	Little Rock	17.8 %
4	Lafayette	19.1 %
5	Houston	21.2 %
6	Atlanta	22.4 %
7	Mobile	22.4 %
8	New Orleans	25.4 %
9	Shreveport	25.7 %
10	Baton Rouge	26.0 %
11	Jackson	28.9 %

o Violent Crimes: Federal Bureau of Investigation—2017 Preliminary Uniform Crime Report—Table 6; figures shown are for the main city of the MSA, not for the MSA as a whole

o Poverty Rate: US Census Bureau—American FactFinder—2017 ACS 5-Year Estimates—DP03 Table



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January Avg. Temperature 2017

1	Houston	63° F
2	Lafayette	62° F
	New Orleans	62° F
	Austin	62° F
5	Mobile	61° F
	Baton Rouge	61° F
7	Jackson	59° F
8	Dallas	57° F
	Shreveport	57° F
10	Atlanta	52° F
11	Little Rock	51° F

July Avg. Temperature 2017

1	Atlanta	80° F
2	Little Rock	81° F
3	Jackson	84° F
	Shreveport	84° F
	Dallas	84° F
6	Mobile	85° F
	New Orleans	85° F
	Baton Rouge	85° F
	Houston	85° F
10	Lafayette	86° F
11	Austin	87° F

o 2017 January Average Temperature: [Weather.com—Weather—Monthly—Averages](#)

o 2017 July Average Temperature: [Weather.com—Weather—Monthly—Averages](#)



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2017 Precipitation

1	Austin	2.85"
2	Dallas	3.37"
3	Little Rock	4.13"
4	Atlanta	4.14"
	Houston	4.14"
5	Shreveport	4.28"
6	Jackson	4.51"
7	Baton Rouge	5.16"
9	Lafayette	5.16"
10	New Orleans	5.20"
11	Mobile	5.51"

2017 Snowfall (Annual Inches)

1	Houston	0.03"
2	Lafayette	0.04"
	Mobile	0.04"
4	New Orleans	0.06"
5	Baton Rouge	0.07"
6	Austin	0.25"
7	Jackson	0.34"
8	Shreveport	0.70"
9	Dallas	0.75"
10	Atlanta	1.03"
11	Little Rock	2.93"

o 2017 Precipitation: Weather.com—Weather—Monthly—Averages

o 2017 Snowfall: National Oceanic and Atmospheric Administration—National Climate Data Center—Snowfall Average Total in Inches



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The old adage states that a business must “grow or die.” But in reality, it’s more about a company— and in this case a community’s— ability to innovate that really determines its success. New indications of community health are cropping up every day showing that even innovation criteria are being innovated upon. For this study we have identified six indicators of forward-thinking on which our peer group can be evaluated.

Number of patents, Wi-Fi hotspots, and small businesses are counted in this section. This group is also measured based on its presence of self-employed adults and young professionals.





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Patents (per 10,000 Employees) 2017

1	Dallas	24.9
2	Mobile	12.4
3	Little Rock	10.2
4	Houston	9.6
5	Shreveport	3.3
6	Lafayette	3.2
7	Jackson	2.9
8	Austin	2.8
9	New Orleans	2.3
10	Baton Rouge	2.2
11	Atlanta	1.7

of utility patents issued per 10,000 employees

Small Businesses (<20 employees) 2017

1	Lafayette	22.7
2	Austin	20.7
3	Little Rock	20.6
4	Atlanta	20.5
5	New Orleans	20.3
6	Shreveport	18.9
7	Dallas	18.2
8	Baton Rouge	17.9
9	Mobile	17.1
10	Houston	16.7
11	Jackson	4.2

of firms with fewer than 20 employees per 1,000 population

o Patents: US Patent & Trademark Office—2017 Calendar Year Utility Patent Grants by Metropolitan and Micropolitan Areas

o Small Businesses: US Census Bureau—County Business Patterns—2017 county data aggregated into MSA data



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Entrepreneurship: Self-Employed 2017

1	Houston	7.6 %
2	Lafayette	7.4 %
3	Austin	7.2 %
4	Dallas	6.8 %
5	Baton Rouge	5.9 %
6	New Orleans	5.8 %
7	Jackson	5.7 %
8	Shreveport	5.5 %
9	Atlanta	4.7 %
10	Little Rock	3.3 %
11	Mobile	3.5 %

Young Professionals 2017

1	Atlanta	58.8 %
2	Austin	51.9 %
3	New Orleans	44.4 %
4	Little Rock	43.5 %
5	Lafayette	38.4 %
6	Dallas	36.3 %
7	Houston	35.9 %
8	Baton Rouge	34.5 %
9	Shreveport	34.0 %
10	Mobile	29.0 %
11	Jackson	28.3 %

% of the adult population who are self-employed

% of adult population that is 25-34 years old and has completed at least a 4-year college degree

o Self-Employed: US Census Bureau—American FactFinder—2017 ACS 5-Year Estimates—DP03 Table

o Young Professionals: US Census Bureau—American FactFinder—2017 ACS 5-Year Estimates—B15001 Table



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Creative Professionals

1	Austin	11.1 %
2	Dallas	8.4 %
3	Atlanta	7.9 %
4	Houston	7.6 %
5	Little Rock	5.9 %
6	Baton Rouge	5.6 %
7	New Orleans	5.1 %
8	Mobile	5.1 %
9	Jackson	4.8 %
10	Lafayette	3.8 %
11	Shreveport	2.7 %

% of workers employed as Mathematicians, Scientists, Engineers, Artists, Architects & Designers

- o Creative Professionals: Bureau of Labor Statistics—2017 Metropolitan Area Occupational Employment and Wage Estimates for Occupations with SOC's of 15, 17, 19 and 27

Appendix



Metropolitan Statistical Area Definitions

Mobile, AL Metropolitan Statistical Area

Mobile County, AL



Little Rock-North Little Rock-Conway, AR Metropolitan Statistical Area

Faulkner County, AR

Grant County, AR

Lonoke County, AR

Perry County, AR

Pulaski County, AR

Saline County, AR



Atlanta-Sandy Springs-Marietta, GA Metropolitan Statistical Area

Barrow County, GA

Bartow County, GA

Butts County, GA

Carroll County, GA

Cherokee County, GA

Clayton County, GA

Cobb County, GA

Coweta County, GA



Dawson County, GA

DeKalb County, GA

Douglas County, GA

Fayette County, GA

Forsyth County, GA

Fulton County, GA

Gwinnett County, GA

Haralson County, GA



Heard County, GA

Henry County, GA

Jasper County, GA

Lamar County, GA

Meriwether County, GA

Morgan County, GA



Newton County, GA

Paulding County, GA

Pickens County, GA

Pike County, GA

Rockdale County, GA

Spalding County, GA

Walton County, GA

Appendix

Metropolitan Statistical Area Definitions (continued)

Baton Rouge, LA Metropolitan Statistical Area

Ascension Parish, LA	East Baton Rouge Parish, LA
East Feliciana Parish, LA	Iberville Parish, LA
Livingston Parish, LA	Pointe Coupee Parish, LA
St. Helena Parish, LA	West Baton Rouge Parish, LA
West Feliciana Parish, LA	

Lafayette, LA Metropolitan Statistical Area

Acadia Parish, LA	Iberia Parish, LA
Lafayette Parish, LA	St. Martin Parish, LA
Vermilion Parish, LA	

New Orleans-Metairie-Kenner, LA Metropolitan Statistical Area

Jefferson Parish, LA	Orleans Parish, LA
Plaquemines Parish, LA	St. Bernard Parish, LA
St. Charles Parish, LA	St. James Parish, LA
St. John the Baptist Parish, LA	St. Tammany Parish, LA

Shreveport-Bossier City, LA Metropolitan Statistical Area

Bossier Parish, LA	Caddo Parish, LA
De Soto Parish, LA	Webster Parish, LA

Jackson, MS Metropolitan Statistical Area

Copiah County, MS	Hinds County, MS
Madison County, MS	Rankin County, MS
Simpson County, MS	Yazoo County, MS

Appendix



Metropolitan Statistical Area Definitions (continued)

Austin-Round Rock-San Marcos, TX Metropolitan Statistical Area

Bastrop County, TX

Caldwell County, TX

Hays County, TX

Travis County, TX

Williamson County, TX



Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area

Collin County, TX

Dallas County, TX

Denton County, TX

Ellis County, TX

Hood County, TX

Hunt County, TX

Johnson County, TX

Kaufman County, TX

Parker County, TX

Rockwall County, TX

Somervell County, TX

Tarrant County, TX

Wise County, TX



Houston-Sugar Land-Baytown, TX Metropolitan Statistical Area

Austin County, TX

Brazoria County, TX

Chambers County, TX

Fort Bend County, TX

Galveston County, TX

Harris County, TX

Liberty County, TX

Montgomery County, TX

Waller County, TX



Appendix

Austin—Average Rank (4.61)

2010 Census Population	1,716,289	(4)	2017 Health Care Index	106.1	(9)
2000-2010 Population Growth	37.3 %	(1)	2017 Miscellaneous Index	101.6	(6)
2017 Current Population	2,115,827	(4)	2017 Apartment Rent	\$1,411	(10)
2030 Projected Population Growth	60.8 %	(1)	2017 Single Family Home Price	\$320,629	(7)
2017 Gross Domestic Product	\$148.7 billion	(4)	2018 Class A Office Space	\$38.72	(11)
Gross Domestic Product Per Capita	\$63,839	(2)	2017 Electric Commercial Rate	\$0.0946	(5)
2014-2017 3-Year Real GDP Growth	24.4 %	(1)	2017 State Individual Income Tax	0.0 %	(1)
2014-2017 3-Year Job Growth	11.39 %	(3)	2017 State Corporate Income Tax	0.0 %	(1)
2012-2015 High Wage Job Growth	19.05 %	(1)	2017 State Gasoline Tax	\$0.20	(6)
2017 Exports	\$12.45 billion	(5)	2017 State UI Tax	7.47 %	(7)
2017 Per Capita Income	\$41,062	(10)	2017 Sales Tax	8.25 %	(2)
3-Year Per Capita Income Growth	9.26 %	(2)	2017 Property Tax	\$4,933	(9)
2017 Airport Passengers	5,797,562	(5)	2016 Walkability	40	(7)
2017 Airport Cargo	498.4 mil. lbs.	(4)	2017 Broadband Penetration	19.2 %	(11)
2017 Labor Force	1,082,500	(4)	2016 Community Involvement	27.0 %	(4)
2017 Unemployment Rate	2.70 %	(1)	2016 Voting Participation	51.55 %	(9)
2017 Bachelor's Degree	30.8 %	(1)	2017 Violent Crimes	306	(1)
2017 Graduate or Professional Degree	18.2 %	(2)	2017 Poverty Rate	15.4 %	(1)
2017 Wealth-Creating Industries	14.37 %	(6)	January Average Temperature	62 °F	(2)
2017 International Talent	36.84 %	(7)	July Average Temperature	87°F	(11)
2017 In-migration of Talent	57.56 %	(1)	Precipitation	2.85"	(1)
2017 Average Work Commute Time	24.1 min	(8)	Snowfall	0.25"	(6)
2017 Unionization Rate	3.00 %	(2)	2017 Patents	2.8	(8)
2017 Overall Cost-of-Living Index	99.7	(8)	2017 Small Businesses	20.7	(2)
2017 Grocery Index	89.7	(2)	2017 Self-Employed	7.2 %	(3)
2017 Housing Index	103.0	(8)	2017 Young Professionals	51.9 %	(2)
2017 Utilities Index	96.6	(8)	2017 Creative Professionals	11.1 %	(1)
2017 Transportation Index	96.6	(6)			

Appendix

Houston—Average Rank (4.90)

2010 Census Population	5,920,416	(2)	2017 Health Care Index	93.9	(4)
2000-2010 Population Growth	26.1 %	(2)	2017 Miscellaneous Index	96.1	(3)
2017 Current Population	6,892,427	(2)	2017 Apartment Rent	\$1,255	(8)
2030 Projected Population Growth	46.40%	(2)	2017 Single Family Home Price	\$309,383	(5)
2017 Gross Domestic Product	\$490.07 billion	(2)	2018 Class A Office Space	\$33.34	(10)
Gross Domestic Product Per Capita	\$63,311	(3)	2017 Electric Commercial Rate	\$0.1083	(8)
2014-2017 3-Year Real GDP Growth	-3-37 %	(10)	2017 State Individual Income Tax	0.0 %	(1)
2014-2017 3-Year Job Growth	19.3 %	(1)	2017 State Corporate Income Tax	0.00 %	(1)
2012-2015 High Wage Job Growth	17.22 %	(2)	2017 State Gasoline Tax	\$0.20	(6)
2017 Exports	\$95.7 billion	(1)	2017 State UI Tax	7.47 %	(7)
2017 Per Capita Income	\$52,765	(2)	2017 Sales Tax	8.25 %	(2)
3-Year Per Capita Income Growth	-3.29%	(9)	2017 Property Tax	\$5,648	(11)
2017 Airport Passengers	26,142,707	(3)	2017 Walkability	49	(3)
2017 Airport Cargo	1.7 bil. lbs.	(3)	2017 Broadband Penetration	81.0 %	(7)
2017 Labor Force	3,158,800	(2)	2017 Community Involvement	31.1 %	(2)
2017 Unemployment Rate	3.80 %	(6)	2017 Voting Participation	42.99 %	(11)
2017 Bachelor's Degree	19.3 %	(6)	2017 Violent Crimes	593	(8)
2017 Graduate or Professional Degree	12.4 %	(6)	2017 Poverty Rate	21.2 %	(5)
2017 Wealth-Creating Industries	18.71 %	(3)	January Average Temperature	63 °F	(1)
2017 International Talent	23.37 %	(10)	July Average Temperature	85 °F	(6)
2017 In-migration of Talent	35.80 %	(8)	Precipitation	4.41"	(4)
2017 Average Work Commute Time	27 min	(11)	Snowfall	0.03"	(1)
2017 Unionization Rate	3.6 %	(3)	2017 Patents	9.6	(4)
2017 Overall Cost-of-Living Index	95.0	(5)	2017 Small Businesses	16.7	(10)
2017 Grocery Index	86.0	(1)	2017 Self-Employed	7.6 %	(1)
2017 Housing Index	92.8	(7)	2017 Young Professionals	35.9 %	(7)
2017 Utilities Index	107.7	(11)	2017 Creative Professionals	7.60 %	(4)
2017 Transportation Index	97.4	(7)			

Appendix

Dallas—Average Rank (5.16)

2010 Census Population	6,426,214	(1)	2017 Health Care Index	105.1	(7)
2000-2010 Population Growth	23.5 %	(4)	2017 Miscellaneous Index	102.8	(8)
2017 Current Population	7,399,662	(1)	2017 Apartment Rent	\$1,491	(11)
2030 Projected Population Growth	39.6 %	(3)	2017 Single Family Home Price	\$337,892	(9)
2017 Gross Domestic Product	\$535.4 billion	(1)	2018 Class A Office Space	\$28.70	(9)
Gross Domestic Product Per Capita	\$64,827	(1)	2017 Electric Commercial Rate	\$0.1121	(9)
2014-2017 3-Year Real GDP Growth	12.51 %	(3)	2017 State Individual Income Tax	0.0 %	(1)
2014-2017 3-Year Job Growth	8.66 %	(4)	2016 State Corporate Income Tax	0.0%	(1)
2012-2015 High Wage Job Growth	13.01 %	(3)	2017 State Gasoline Tax	\$0.20	(6)
2017 Exports	\$30.2 billion	(2)	2017 State UI Tax	7.47 %	(7)
2017 Per Capita Income	\$52,995	(1)	2017 Sales Tax	8.25 %	(2)
3-Year Per Capita Income Growth	6.09 %	(6)	2017 Property Tax	\$5,433	(10)
2017 Airport Passengers	39,410,294	(2)	2017 Walkability	46	(4)
2017 Airport Cargo	4.1 bil. lbs.	(1)	2017 Broadband Penetration	47.6 %	(10)
2017 Labor Force	3,752,400	(1)	2017 Community Involvement	27.5 %	(3)
2017 Unemployment Rate	3.20 %	(3)	2016 Voting Participation	46.66 %	(10)
2017 Bachelor's Degree	19.9 %	(5)	2017 Violent Crimes	369	(4)
2017 Graduate or Professional Degree	11.70 %	(7)	2017 Poverty Rate	17.7 %	(2)
2017 Wealth-Creating Industries	15.89 %	(5)	January Average Temperature	57 °F	(8)
2017 International Talent	16.36 %	(11)	July Average Temperature	84 °F	(3)
2017 In-migration of Talent	49.66 %	(3)	Precipitation	3.37"	(2)
2017 Average Work Commute Time	26.8 min	(10)	Snowfall	0.75"	(9)
2017 Unionization Rate	5.7 %	(10)	2017 Patents	24.9	(1)
2017 Overall Cost-of-Living Index	103.7	(11)	2017 Small Businesses	18.2	(7)
2017 Grocery Index	102.7	(8)	2017 Self-Employed	6.8 %	(4)
2017 Housing Index	107.5	(9)	2017 Young Professionals	36.3 %	(6)
2017 Utilities Index	104.4	(9)	2017 Creative Professionals	8.4 %	(2)
2017 Transportation Index	95.7	(4)			

Appendix

Atlanta—Average Rank (5.41)

2010 Census Population	5,286,728	(3)	2017 Health Care Index	108.8	(11)
2000-2010 Population Growth	24.0 %	(3)	2017 Miscellaneous Index	103.5	(9)
2017 Current Population	5,884,736	(3)	2017 Apartment Rent	\$1,395	(9)
2030 Projected Population Growth	30.5 %	(4)	2017 Single Family Home Price	\$356,097	(10)
2017 Gross Domestic Product	\$385 billion	(3)	2018 Class A Office Space	\$28.39	(8)
Gross Domestic Product Per Capita	\$56,840	(4)	2017 Electric Commercial Rate	\$0.2282	(11)
2014-2017 3-Year Real GDP Growth	18.08 %	(2)	2017 State Individual Income Tax	6.0 %	(6)
2014-2017 3-Year Job Growth	7.49 %	(5)	2017 State Corporate Income Tax	8.0 %	(7)
2012-2015 High Wage Job Growth	12.81 %	(4)	2017 State Gasoline Tax	\$0.3109	(11)
2017 Exports	\$21.7 billion	(4)	2017 State UI Tax	8.10 %	(10)
2017 Per Capita Income	\$49,657	(3)	2017 Sales Tax	8.9 %	(6)
3-Year Per Capita Income Growth	11.84 %	(1)	2017 Property Tax	\$2,860	(8)
2017 Airport Passengers	50,255,223	(1)	2017 Walkability	49	(2)
2017 Airport Cargo	2.7 bil. lbs.	(2)	2017 Broadband Penetration	94.6 %	(2)
2017 Labor Force	2,813,000	(3)	2017 Community Involvement	26.8 %	(5)
2017 Unemployment Rate	3.40 %	(4)	2016 Voting Participation	56.84 %	(4)
2017 Bachelor's Degree	27.3 %	(2)	2017 Violent Crimes	368	(3)
2017 Graduate or Professional Degree	21.4 %	(1)	2017 Poverty Rate	22.4 %	(6)
2017 Wealth-Creating Industries	14.35 %	(7)	January Average Temperature	52 °F	(10)
2017 International Talent	61.49 %	(1)	July Average Temperature	80 °F	(1)
2017 In-migration of Talent	56.6 %	(2)	Precipitation	4.14"	(4)
2017 Average Work Commute Time	26.3 min	(9)	Snowfall	1.03"	(10)
2017 Unionization Rate	4.1 %	(6)	2017 Patents	1.7	(11)
2017 Overall Cost-of-Living Index	102.7	(10)	2017 Small Businesses	20.5	(4)
2017 Grocery Index	99.9	(7)	2017 Self-Employed	4.7 %	(9)
2017 Housing Index	108.1	(10)	2017 Creative Professionals	7.9 %	(3)
2017 Utilities Index	87.0	(4)	2017 Young Professionals	58.8 %	(1)
2017 Transportation Index	100.8	(9)			

Appendix

Jackson—Average Rank (6.05)

2010 Census Population	567,122	(8)	2017 Health Care Index	84.2	(2)
2000-2010 Population Growth	8.0 %	(8)	2017 Miscellaneous Index	98.5	(5)
2017 Current Population	578,715	(8)	2017 Apartment Rent	\$880	(4)
2030 Projected Population Growth	3.40 %	(9)	2017 Single Family Home Price	\$277,994	(3)
2017 Gross Domestic Product	\$30.2 billion	(8)	2018 Class A Office Space	\$19.11	(5)
Gross Domestic Product Per Capita	\$45,390	(9)	2017 Electric Commercial Rate	\$0.0962	(6)
2014-2017 3-Year Real GDP Growth	6.99 %	(7)	2017 State Individual Income Tax	5.0 %	(4)
2014-2017 3-Year Job Growth	3.37 %	(6)	2017 State Corporate Income Tax	5.0 %	(4)
2012-2015 High Wage Job Growth	8.95 %	(8)	2017 State Gasoline Tax	\$0.1879	(1)
2017 Exports	\$1.1 billion	(9)	2017 State UI Tax	5.64 %	(1)
2017 Per Capita Income	\$43,145	(7)	2017 Sales Tax	8.00 %	(1)
3-Year Per Capita Income Growth	3.91 %	(8)	2017 Property Tax	\$2,340	(7)
2017 Airport Passengers	462,655	(7)	2017 Walkability	27	(11)
2017 Airport Cargo	75.2 mil. lbs.	(10)	2017 Broadband Penetration	83.0 %	(6)
2017 Labor Force	285,000	(8)	2017 Community Involvement	32.6 %	(1)
2017 Unemployment Rate	3.7 %	(5)	2016 Voting Participation	55.99 %	(5)
2017 Bachelor's Degree	15.5 %	(11)	2017 Violent Crimes	338	(2)
2017 Graduate or Professional Degree	11.6 %	(8)	2017 Poverty Rate	28.9 %	(11)
2017 Wealth-Creating Industries	12.73 %	(10)	January Average Temperature	59 °F	(7)
2017 International Talent	40.21 %	(5)	July Average Temperature	84 °F	(3)
2017 In-migration of Talent	31 %	(11)	Precipitation	4.51"	(6)
2017 Average Work Commute Time	20.5 min	(3)	Snowfall	0.34"	(7)
2017 Unionization Rate	2.90 %	(1)	2017 Patents	2.9	(7)
2017 Overall Cost-of-Living Index	89.4	(1)	2017 Small Businesses	4.2	(11)
2017 Grocery Index	97.6	(5)	2017 Self-Employed	5.7 %	(7)
2017 Housing Index	76.1	(2)	2017 Young Professionals	28.3 %	(11)
2017 Utilities Index	86.3	(3)	2017 Creative Professionals	4.8 %	(9)
2017 Transportation Index	89.3	(1)			

Appendix



Baton Rouge—Average Rank (6.05)

2010 Census Population	802,484	(6)	2017 Health Care Index	107.2	(10)
2000-2010 Population Growth	13.7 %	(6)	2017 Miscellaneous Index	107.7	(10)
2017 Current Population	834,159	(6)	2017 Apartment Rent	\$1,030	(6)
2030 Projected Population Growth	12.60 %	(7)	2017 Single Family Home Price	\$320,212	(6)
2017 Gross Domestic Product	\$54.9 billion	(6)	2018 Class A Office Space	\$23.57	(7)
Gross Domestic Product Per Capita	\$53,965	(5)	2017 Electric Commercial Rate	\$0.0852	(2)
2014-2017 3-Year Real GDP Growth	7.76 %	(5)	2017 State Individual Income Tax	6.0 %	(6)
2014-2017 3-Year Job Growth	14.9 %	(2)	2017 State Corporate Income Tax	8.0 %	(7)
2012-2015 High Wage Job Growth	12.23 %	(5)	2017 State Gasoline Tax	\$0.2001	(2)
2017 Exports	\$8.8 billion	(6)	2017 State UI Tax	6.20 %	(2)
2017 Per Capita Income	\$45,775	(5)	2017 Sales Tax	9.45 %	(10)
3-Year Per Capita Income Growth	6.87 %	(4)	2017 Property Tax	\$1,340	(2)
2017 Airport Passengers	377,670	(7)	2017 Walkability	41	(6)
2017 Airport Cargo	0 lbs.	(11)	2017 Broadband Penetration	89.3 %	(5)
2017 Labor Force	413,100	(6)	2017 Community Involvement	21.3 %	(9)
2017 Unemployment Rate	4.20 %	(7)	2016 Voting Participation	57.65 %	(2)
2017 Bachelor's Degree	19 %	(7)	2017 Violent Crimes	547	(6)
2017 Graduate or Professional Degree	13.3 %	(5)	2017 Poverty Rate	26 %	(10)
2017 Wealth-Creating Industries	21.66 %	(1)	January Average Temperature	61 °F	(5)
2017 International Talent	40.78 %	(4)	July Average Temperature	85 °F	(6)
2017 In-migration of Talent	41.09 %	(5)	Precipitation	5.16"	(7)
2017 Average Work Commute Time	21.4 min	(5)	Snowfall	0.07"	(5)
2017 Unionization Rate	4 %	(5)	2017 Patents	2.2	(10)
2017 Overall Cost-of-Living Index	99.8	(9)	2017 Small Businesses	17.9	(8)
2017 Grocery Index	104.2	(11)	2017 Self-Employed	5.9 %	(5)
2017 Housing Index	91.3	(6)	2017 Young Professionals	34.5 %	(8)
2017 Utilities Index	87.2	(5)	2017 Creative Professionals	5.6 %	(6)
2017 Transportation Index	99	(8)			

Appendix



Lafayette—Average Rank (6.18)

2010 Census Population	466,750	(9)	2017 Health Care Index	88.3	(3)
2000-2010 Population Growth	9.8 %	(7)	2017 Miscellaneous Index	93.2	(2)
2017 Current Population	491,558	(9)	2017 Apartment Rent	\$899	(5)
2030 Projected Population Growth	15.9 %	(5)	2017 Single Family Home Price	\$267,094	(2)
2017 Gross Domestic Product	\$22.1 billion	(10)	2018 Class A Office Space	\$12.45	(1)
Gross Domestic Product Per Capita	\$39,233	(11)	2017 Electric Commercial Rate	\$0.1024	(7)
2014-2017 3-Year Real GDP Growth	-16.32	(11)	2017 State Individual Income Tax	6.0 %	(6)
2014-2017 3-Year Job Growth	-10.29 %	(11)	2017 State Corporate Income Tax	8.0 %	(7)
2012-2015 High Wage Job Growth	-3.52 %	(11)	2017 State Gasoline Tax	\$0.2001	(2)
2017 Exports	\$954 million	(10)	2017 State UI Tax	6.20 %	(2)
2017 Per Capita Income	\$41,145	(9)	2017 Sales Tax	8.45 %	(5)
3-Year Per Capita Income Growth	-11.52 %	(11)	2017 Property Tax	\$1,263	(1)
2017 Airport Passengers	202,640	(11)	2017 Walkability	42	(5)
2017 Airport Cargo	111.1 mil. lbs.	(9)	2017 Broadband Penetration	93.3 %	(4)
2017 Labor Force	202,200	(9)	2017 Community Involvement	17.3 %	(11)
2017 Unemployment Rate	4.7 %	(10)	2016 Voting Participation	59.07 %	(1)
2017 Bachelor's Degree	24.10 %	(3)	2017 Violent Crimes	440	(5)
2017 Graduate or Professional Degree	11.9 %	(9)	2017 Poverty Rate	19.1 %	(4)
2017 Wealth-Creating Industries	20.60 %	(2)	January Average Temperature	62 °F	(2)
2017 International Talent	34.55 %	(9)	July Average Temperature	98.6°F	(10)
2017 In-migration of Talent	35.83 %	(7)	Precipitation	5.16"	(9)
2017 Average Work Commute Time	21.1 min	(4)	Snowfall	0.04"	(2)
2017 Unionization Rate	3.8 %	(4)	2017 Patents	3.2	(6)
2017 Overall Cost-of-Living Index	90.6	(3)	2017 Small Businesses	22.7	(1)
2017 Grocery Index	103.0	(9)	2017 Self-Employed	7.4 %	(2)
2017 Housing Index	78.4	(3)	2017 Young Professionals	38.4 %	(5)
2017 Utilities Index	88.0	(6)	2017 Creative Professionals	3.8 %	(10)
2017 Transportation Index	104.4	(10)			

Appendix

New Orleans—Average Rank (6.00)

2010 Census Population	1,189,866	(5)	2017 Health Care Index	104.9	(6)
2000-2010 Population Growth	-11.1 %	(11)	2017 Miscellaneous Index	85.3	(1)
2017 Current Population	1,275,762	(5)	2017 Apartment Rent	\$1,255	(7)
2030 Projected Population Growth	15.7 %	(6)	2017 Single Family Home Price	\$419,975	(11)
2017 Gross Domestic Product	\$79,289 billion	(5)	2018 Class A Office Space	\$19.26	(6)
Gross Domestic Product Per Capita	\$52,536	(6)	2017 Electric Commercial Rate	\$0.0907	(4)
2014-2017 3-Year Real GDP Growth	3.9 %	(8)	2017 State Individual Income Tax	6.0 %	(6)
2014-2017 3-Year Job Growth	0.06 %	(9)	2016 State Corporate Income Tax	8.0 %	(7)
2012-2015 High Wage Job Growth	9.11 %	(7)	2017 State Gasoline Tax	\$0.2001	(2)
2017 Exports	\$31.6 billion	(3)	2017 State UI Tax	6.20 %	(2)
2017 Per Capita Income	\$49,134	(4)	2017 Sales Tax	9.45 %	(10)
3-Year Per Capita Income Growth	4.18 %	(7)	2017 Property Tax	\$1,850	(5)
2017 Airport Passengers	6,022,318	(4)	2017 Walkability	58	(1)
2017 Airport Cargo	357 mil. lbs.	(5)	2017 Broadband Penetration	95.5%	(1)
2017 Labor Force	584,800	(5)	2017 Community Involvement	24.4 %	(10)
2017 Unemployment Rate	4.40 %	(7)	2016 Voting Participation	56.92 %	(3)
2017 Bachelor's Degree	20.70 %	(4)	2017 Violent Crimes	564	(7)
2017 Graduate or Professional Degree	15.8 %	(4)	2017 Poverty Rate	25.4 %	(8)
2017 Wealth-Creating Industries	12.8 %	(9)	January Average Temperature	62 °F	(2)
2017 International Talent	36.18 %	(8)	July Average Temperature	85 °F	(6)
2017 In-migration of Talent	49.39 %	(4)	Precipitation	5.20"	(10)
2017 Average Work Commute Time	23.8 min	(7)	Snowfall	0.06"	(4)
2017 Unionization Rate	5.3 %	(8)	2017 Patents	2.3	(9)
2017 Overall Cost-of-Living Index	99.3	(6)	2017 Small Businesses	20.3	(5)
2017 Grocery Index	104.2	(10)	2017 Self-Employed	5.8 %	(6)
2017 Housing Index	116.8	(11)	2017 Creative Professionals	5.1 %	(7)
2017 Utilities Index	82	(2)	2016 Young Professionals	44.4 %	(3)
2017 Transportation Index	107.5	(11)			

Appendix



Little Rock—Average Rank (6.12)

2010 Census Population	699,757	(7)	2017 Health Care Index	83.4	(1)
2000-2010 Population Growth	14.6 %	(5)	2017 Miscellaneous Index	115.5	(11)
207 Current Population	738,344	(7)	2017 Apartment Rent	\$750	(1)
2030 Projected Population Growth	11.10 %	(8)	2017 Single Family Home Price	\$332,733	(8)
2017 Gross Domestic Product	\$38.8 billion	(7)	2018 Class A Office Space	\$18.43	(4)
Gross Domestic Product Per Capita	\$46,376	(7)	2017 Electric Commercial Rate	\$0.0843	(1)
2014-2017 3-Year Real GDP Growth	7.51 %	(6)	2017 State Individual Income Tax	6.90%	(11)
2014-2017 3-Year Job Growth	3.36 %	(7)	2016 State Corporate Income Tax	6.5 %	(6)
2012-2015 High Wage Job Growth	8.59 %	(9)	2017 State Gasoline Tax	\$0.2180	(9)
2017 Exports	\$ 2.14 billion	(7)	2017 State UI Tax	14.40 %	(11)
2017 Per Capita Income	\$43,679	(6)	2017 Sales Tax	9.00 %	(7)
3-Year Per Capita Income Growth	6.84 %	(5)	2017 Property Tax	\$1,945	(6)
2017 Airport Passengers	979,530	(6)	2017 Walkability	32	(9)
2017 Airport Cargo	169 mil. lbs..	(7)	2017 Broadband Penetration	47.40 %	(9)
2017 Labor Force	368,000	(7)	2017 Community Involvement	23.8 %	(7)
2017 Unemployment Rate	3.00 %	(2)	2016 Voting Participation	53.58 %	(7)
2017 Bachelor's Degree	24 %	(3)	2017 Violent Crimes	799	(11)
2017 Graduate or Professional Degree	16.4 %	(3)	2017 Poverty Rate	17.8 %	(3)
2017 Wealth-Creating Industries	11.68 %	(11)	January Average Temperature	51 °F	(11)
2017 International Talent	42.66 %	(3)	July Average Temperature	81 °F	(2)
2017 In-migration of Talent	41.00 %	(6)	Precipitation	4.13"	(3)
2017 Average Work Commute Time	18.6 min	(1)	Snowfall	2.93"	(11)
2017 Unionization Rate	5.50 %	(9)	2017 Patents	10.2	(3)
2017 Overall Cost-of-Living Index	99.4	(7)	2017 Small Businesses	20.6	(3)
2017 Grocery Index	96.1	(3)	2017 Self-Employed	3.3 %	(10)
2017 Housing Index	86.3	(5)	2017 Creative Professionals	5.9 %	(5)
2017 Utilities Index	96.4	(7)	2017 Young Professionals	43.5 %	(4)
2017 Transportation Index	94.3	(2)			

Appendix

Shreveport—Average Rank (6.87)

2010 Census Population	439,811	(10)	2017 Health Care Index	97.8	(5)
2000-2010 Population Growth	5.3 %	(9)	2017 Miscellaneous Index	96.4	(4)
2017 Current Population	440,933	(10)	2017 Apartment Rent	\$863	(2)
2030 Projected Population Growth	-3.70 %	(11)	2017 Single Family Home Price	\$292,248	(4)
2017 Gross Domestic Product	\$22.7 billion	(9)	2018 Class A Office Space	\$15.86	(2)
Gross Domestic Product Per Capita	\$45,807	(8)	2017 Electric Commercial Rate	\$0.0901	(3)
2014-2017 3-Year Real GDP Growth	2.17 %	(9)	2017 State Individual Income Tax	6.0 %	(6)
2014-2017 3-Year Job Growth	-3.8 %	(10)	2016 State Corporate Income Tax	8.0 %	(7)
2012-2015 High Wage Job Growth	3.18 %	(10)	2017 State Gasoline Tax	\$0.2001	(2)
2017 Exports	\$50.2 million	(11)	2017 State UI Tax	6.20 %	(2)
2017 Per Capita Income	\$42,662	(8)	2017 Sales Tax	9.05 %	(8)
3-Year Per Capita Income Growth	-3.72 %	(10)	2017 Property Tax	\$1,403	(4)
2017 Airport Passengers	267,646	(10)	2017 Walkability	32	(9)
2017 Airport Cargo	288 mil. lbs.	(6)	2017 Broadband Penetration	58.90 %	(8)
2017 Labor Force	180,000	(11)	2017 Community Involvement	24.8 %	(6)
2017 Unemployment Rate	5.10 %	(11)	2016 Voting Participation	55.59 %	(6)
2017 Bachelor's Degree	15.6 %	(10)	2017 Violent Crimes	607	(9)
2017 Graduate or Professional Degree	9.6 %	(11)	2017 Poverty Rate	25.7 %	(10)
2017 Wealth-Creating Industries	14 %	(8)	January Average Temperature	5657 °F	(8)
2017 International Talent	43.23 %	(2)	July Average Temperature	84 °F	(3)
2017 In-migration of Talent	33.26 %	(9)	Precipitation	4.28"	(5)
2017 Average Work Commute Time	19.2 min	(2)	Snowfall	0.7"	(8)
2017 Unionization Rate	4.70 %	(7)	2017 Patents	3.3	(5)
2017 Overall Cost-of-Living Index	90.0	(2)	2017 Small Businesses	18.9	(6)
2017 Grocery Index	97.5	(4)	2017 Self-Employed	5.5 %	(8)
2017 Housing Index	81.3	(4)	2017 Young Professionals	34.0 %	(9)
2017 Utilities Index	73.0	(1)	2017 Creative Professionals	2.7 %	(11)
2017 Transportation Index	96.4	(5)			

Appendix

Mobile—Average Rank (7.16)

2010 Census Population	412,992	(11)	2017 Health Care Index	105.8	(8)
2000-2010 Population Growth	3.3 %	(10)	2017 Miscellaneous Index	102.0	(7)
2017 Current Population	413,955	(11)	2017 Apartment Rent	\$863	(3)
2030 Projected Population Growth	1.40 %	(10)	2017 Single Family Home Price	\$252,850	(1)
2017 Gross Domestic Product	\$19 billion	(11)	2018 Class A Office Space	\$17.11	(3)
Gross Domestic Product Per Capita	\$40,592	(10)	2017 Electric Commercial Rate	\$0.1216	(10)
2014-2017 3-Year Real GDP Growth	8.01 %	(4)	2017 State Individual Income Tax	5.0 %	(4)
2014-2017 3-Year Job Growth	2.3 %	(8)	2017 State Corporate Income Tax	6.5 %	(6)
2012-2015 High Wage Job Growth	9.99 %	(6)	2017 State Gasoline Tax	\$0.2291	(10)
2017 Exports	\$1.8 billion	(8)	2017 State UI Tax	7.04 %	(6)
2017 Per Capita Income	\$37,089	(11)	2017 Sales Tax	10.00 %	(9)
3-Year Per Capita Income Growth	7.04 %	(3)	2017 Property Tax	\$1,365	(3)
2017 Airport Passengers	288,222	(9)	2017 Walkability	33	(8)
2017 Airport Cargo	146.6 mil. lbs.	(8)	2017 Broadband Penetration	94.20 %	(3)
2017 Labor Force	187,400	(10)	2017 Community Involvement	23.8 %	(7)
2017 Unemployment Rate	4.5 %	(9)	2016 Voting Participation	52.94 %	(9)
2017 Bachelor's Degree	17.60 %	(8)	2017 Violent Crimes	619	(10)
2017 Graduate or Professional Degree	10.50 %	(10)	2017 Poverty Rate	22.4 %	(6)
2017 Wealth-Creating Industries	17.66 %	(4)	January Average Temperature	61 °F	(5)
2017 International Talent	39.37 %	(6)	July Average Temperature	85 °F	(6)
2017 In-migration of Talent	32.80 %	(10)	Precipitation	5.51"	(10)
2017 Average Work Commute Time	21.9 min	(6)	Snowfall	0.04"	(2)
2017 Unionization Rate	9.20 %	(11)	2017 Patents	12.4	(2)
2017 Overall Cost-of-Living Index	93.8	(4)	2017 Small Businesses	17.1	(9)
2017 Grocery Index	99	(6)	2017 Self-Employed	3.5 %	(11)
2017 Housing Index	74.3	(1)	2017 Creative Professionals	5.1 %	(8)
2017 Utilities Index	106.0	(10)	2017 Young Professionals	29.0 %	(10)
2017 Transportation Index	95.4	(3)			



For more information:

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