

NWLA Northwest Louisiana ECONOMIC DASHBOARD

May 2022



Center for Business
and Economic
Research

[Center for Business and Economic Research](#)

Louisiana State University Shreveport

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Goals:

The Northwest Louisiana Economic Dashboard has the following goals:

- Visualize a set of economic indexes based on sound and credible data.
- Act as a reference for people interested in making investments in Northwest Louisiana.

Index:

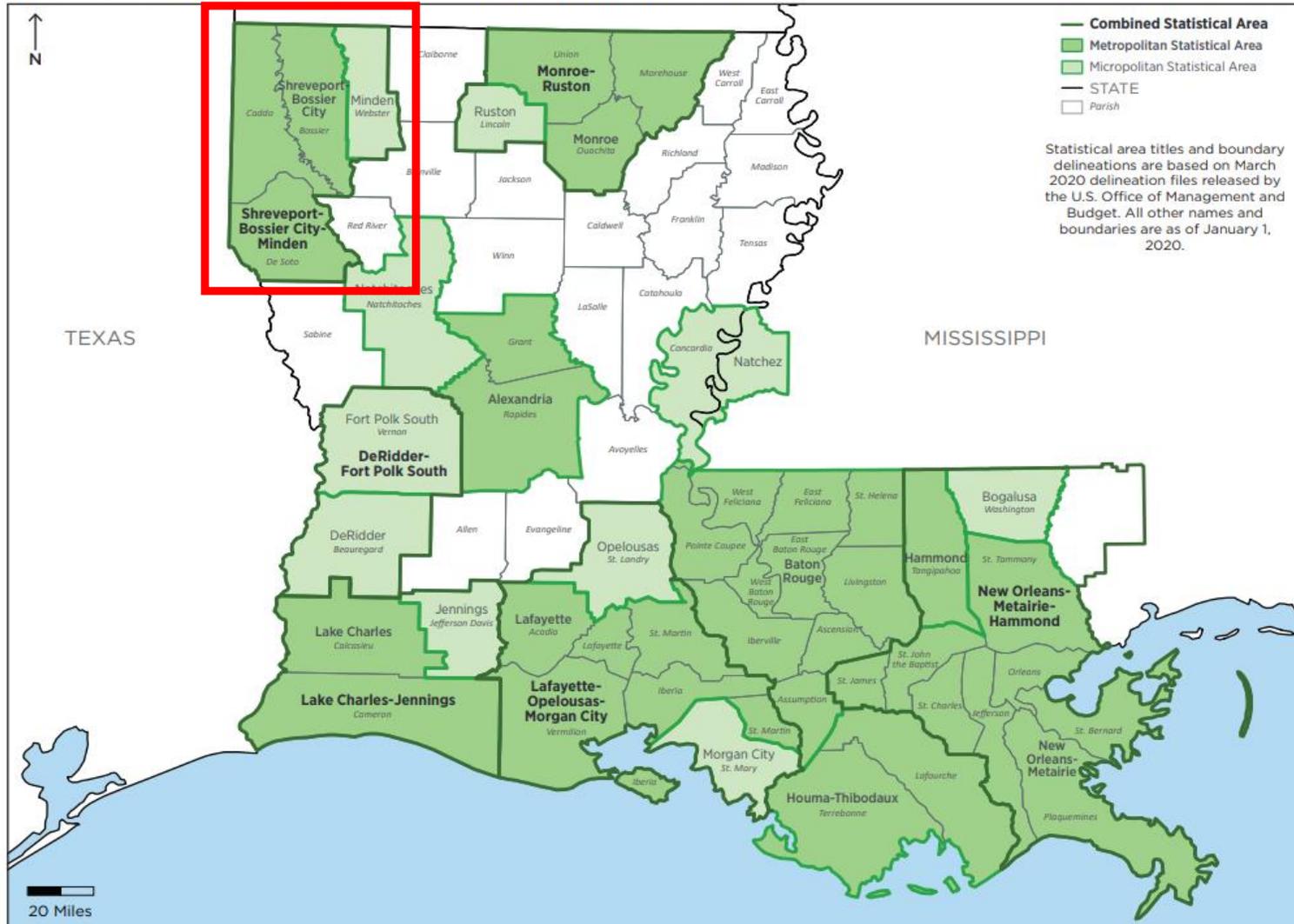
The content of this presentation is the following:

- 2020 Census Data
- Income and Population
- Tax Collection
- Housing
- Building Permits
- Unemployment
- Casino Revenue and Admission
- Airport Traffic
- Oil and Gas

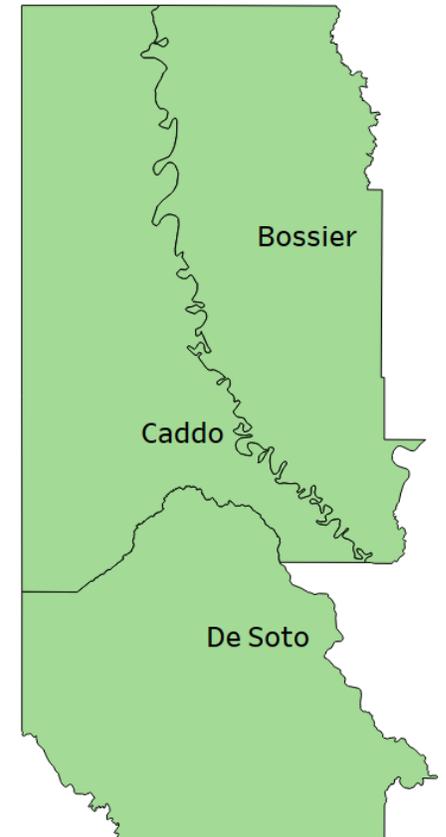
Northwest Louisiana - Shreveport-Bossier City-Minden Core Based Statistical Area



Louisiana: 2020 Core Based Statistical Areas and Counties



Shreveport-Bossier City MSA Area





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■ Key Findings

Census Data:

Between 2010 & 2020: Caddo Parish saw a 6.7% decrease in population, Shreveport saw a 5.8% decrease in population, Bossier Parish saw a 10.1% increase in population, Bossier City saw a 2.3% percent increase in population.

Income and Population:

Even though the population has decreased from 2017 in both Shreveport-Bossier City MSA and Caddo Parish, the Income per capita has increased creating an increasing index Population x Income.

Tax Collection:

Last year, a considerable increase in tax collection can be verified: January (19.1%), February (18.4%), and March (17.6%).

Housing:

From January 2018 to March 2022 there was a considerable decrease in listings in Bossier Parish (-39.8%), Caddo Parish (-41.2%), and Shreveport-Bossier City MSA (-75.5%).

Building Permits:

Two peaks in building permits are observable in December 2021 (75.3%) and February 2022 (29.6%).

Unemployment:

The unemployment rate in Shreveport-Bossier City MSA, Bossier Parish, and Caddo Parish, has recovered to pre-pandemic levels.

Casino Revenue and Admissions:

The Casinos in Shreveport-Bossier City MSA and Caddo Parish are on the way to recovering pre-pandemic Revenues and Admissions levels.

Airport Traffic:

Recovering from a tough time in 2020, in 2021 the Shreveport Regional Airport is rapidly improving traffic in both enplaned and deplaned.

Oil and Gas:

From 2020 to 2021, oil production increased 27.1%, gas production increased 31.4%, and the daily average oil rig increased 41.1%.



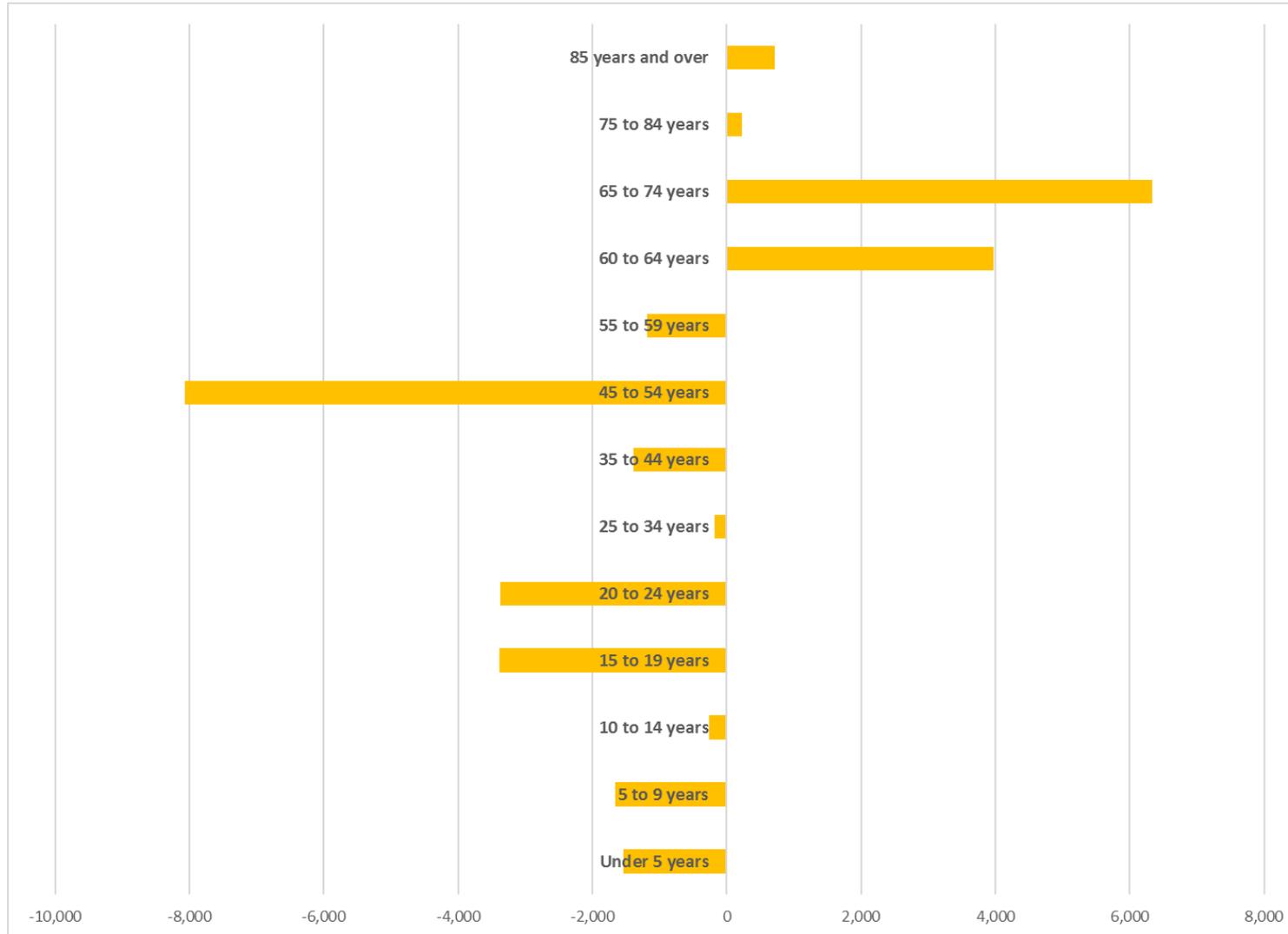
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■ 2020

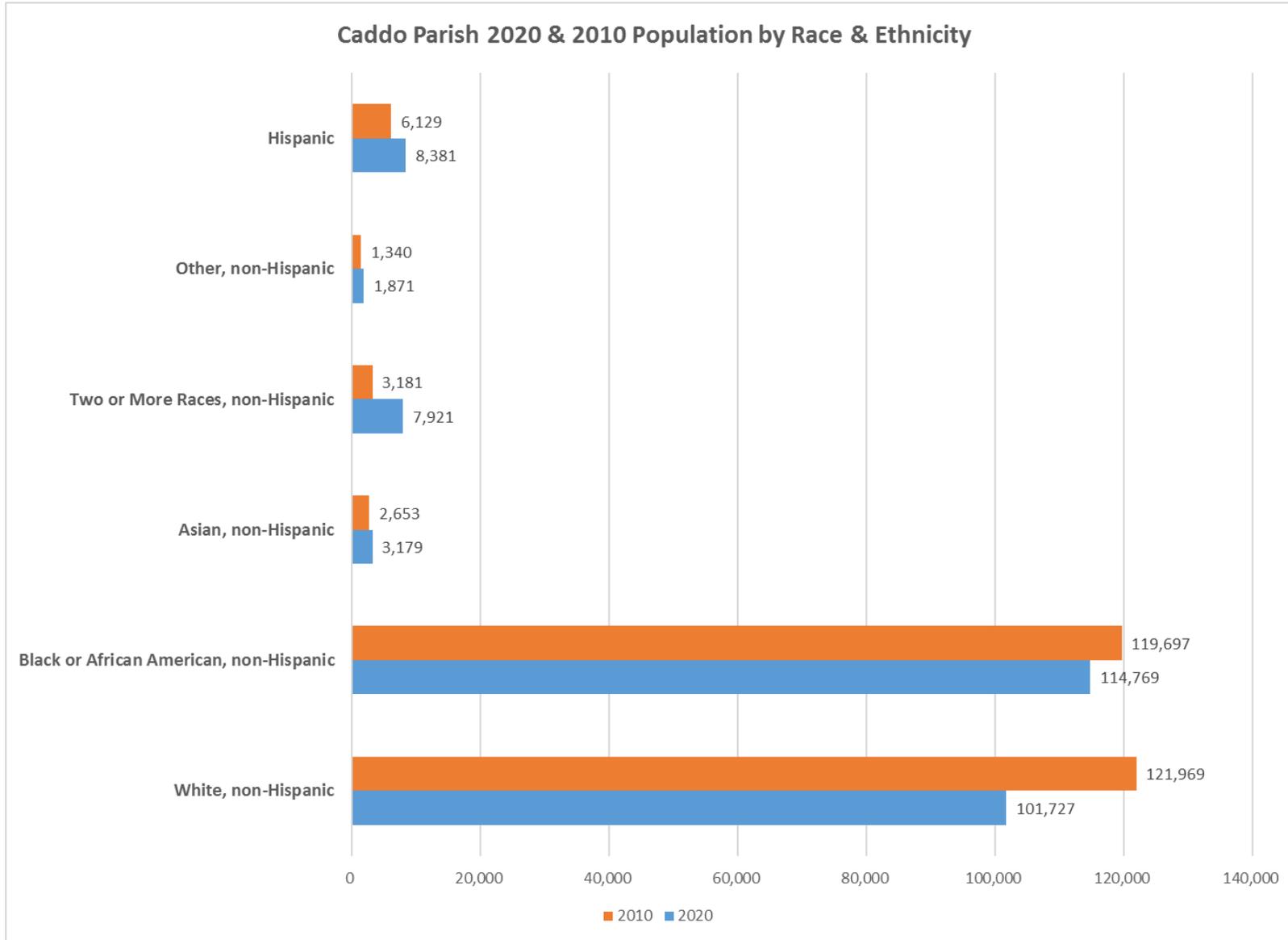
Census Data



Change in Caddo Parish Population by Age 2010 to 2020



Data from: U.S. Census Bureau



2020 Population – 237,848
2010 Population – 254,969

Caddo Parish saw a 6.7% decrease in population between 2010 & 2020

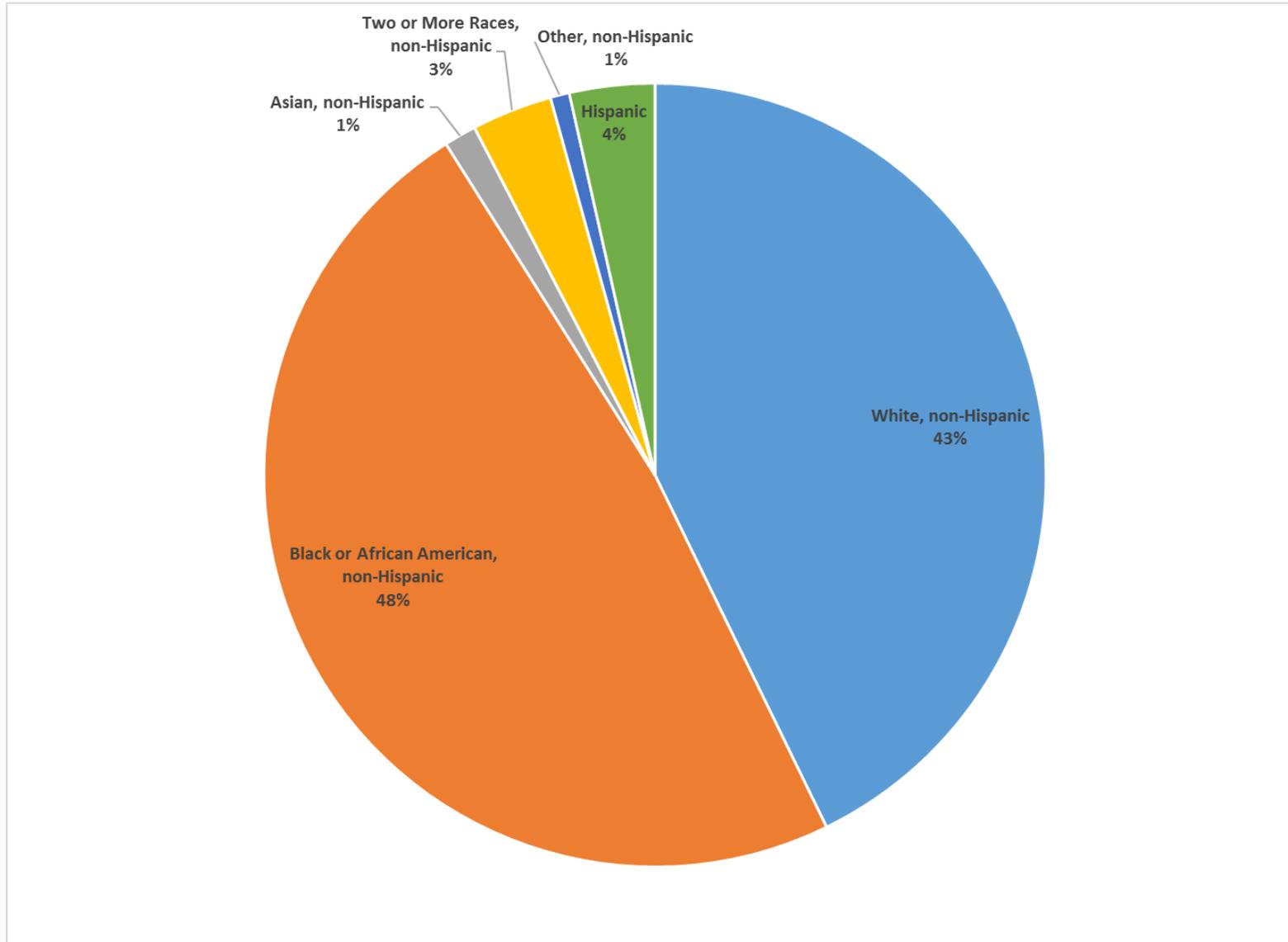
2020 Diversity Index 58.2

- The population that is:
- White, non-Hispanic decreased by 20,242
 - Black or African American, non-Hispanic decreased by 4,928
 - Hispanic increased by 2,252

Data from: 2020 Census Redistricting Data



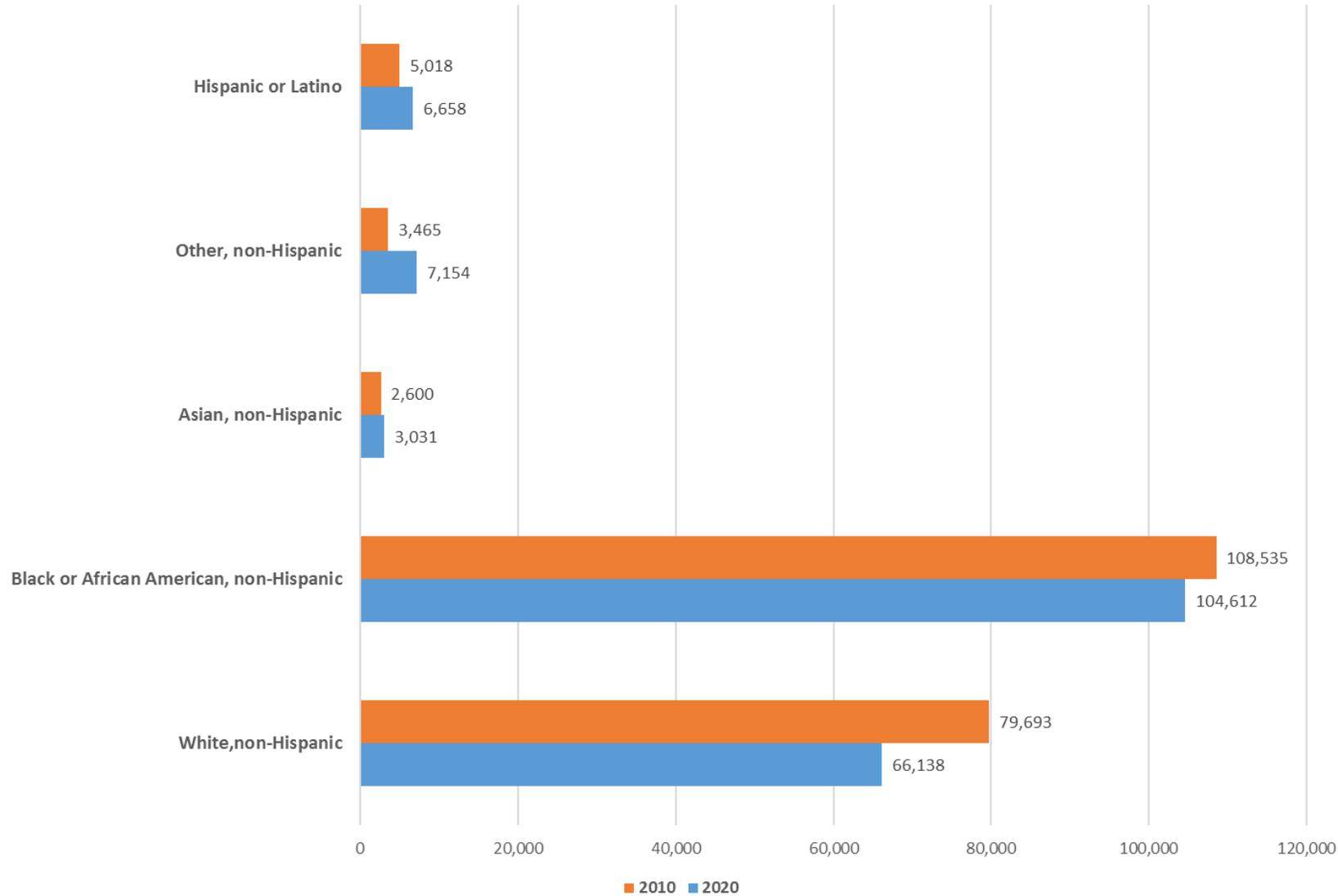
Caddo Parish 2020 Percent of Population by Race & Ethnicity



Data from: 2020 Census Redistricting Data



City of Shreveport 2020 & 2010 Population by Race & Ethnicity



2020 Population – 187,593
2010 Population – 199,311

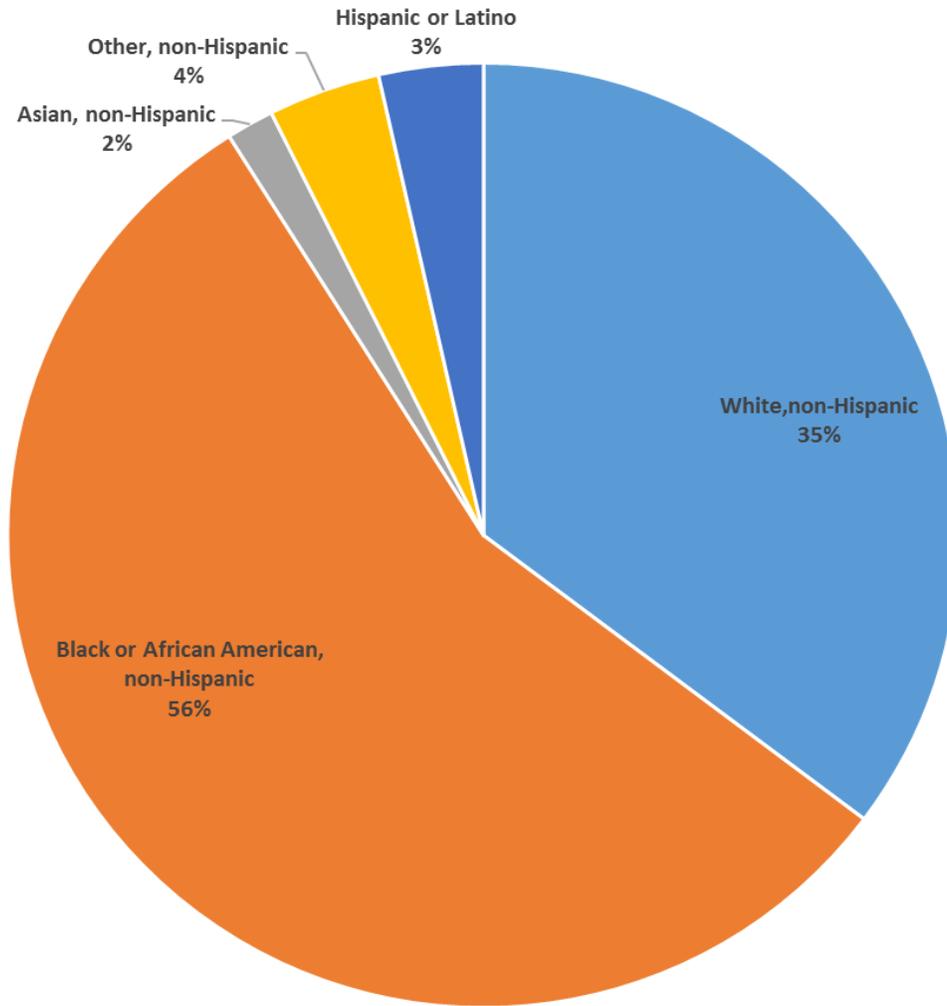
Shreveport saw a 5.8 percent decrease in population between 2010 & 2020

- The population that is:
- White, non-Hispanic decreased by 13,555
 - Black or African American, non-Hispanic decreased by 3,923
 - Hispanic increased by 1,640

Data from: 2020 Census Redistricting Data



Shreveport 2020 Percent of Population by Race & Ethnicity



Data from: 2020 Census Redistricting Data



Caddo Parish Migration 2015-2019

State	Into Caddo Migration
Louisiana	4,434
Texas	1,228
Alabama	341
Arkansas	293

State	Out Caddo Migration
Louisiana	6,352
Texas	3,447
Georgia	915
Florida	301

State	Net Migration
Texas	(2,219)
Louisiana	(1,918)
Georgia	(780)

- Between 2010 & 2014 Caddo Parish had an out migration of 3,000 people
- Between 2015 & 2019 Caddo Parish had an out migration of 6,000 people

Data from: [U.S. Census County-to-County Migration Flows](#)



Caddo Parish Migration 2015-2019

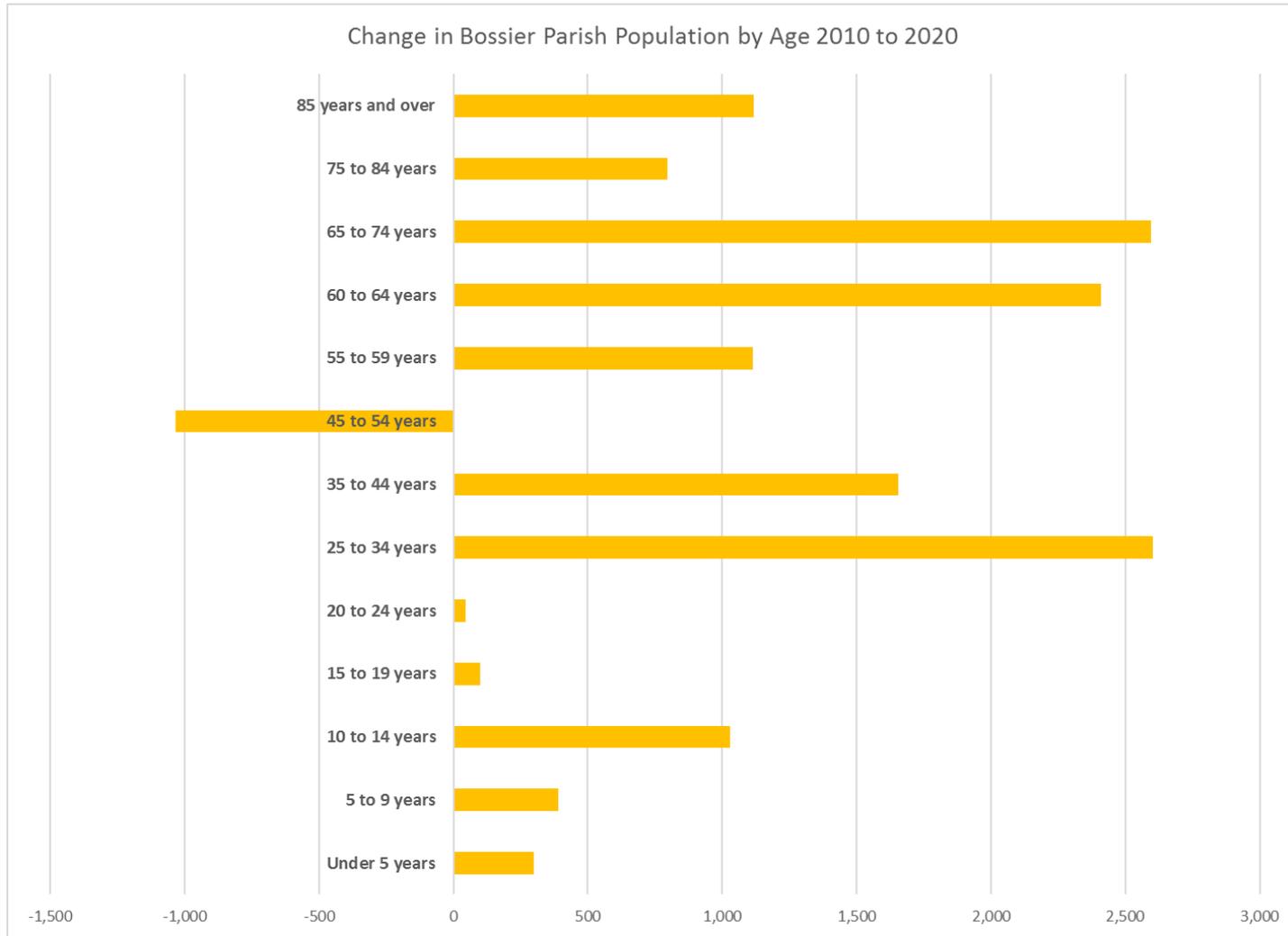
Parish	Into Caddo Migration
Bossier	2,654
DeSoto	278
Ouachita	245
Lincoln	177

Parish	Out Caddo Migration
Bossier	2,086
DeSoto	847
Calcasieu	472
Webster	428

Parish	Net Migration
Bossier	559
Webster	(344)
Calcasieu	(461)
DeSoto	(569)

Data from: [U.S. Census County-to-County Migration Flows](#)

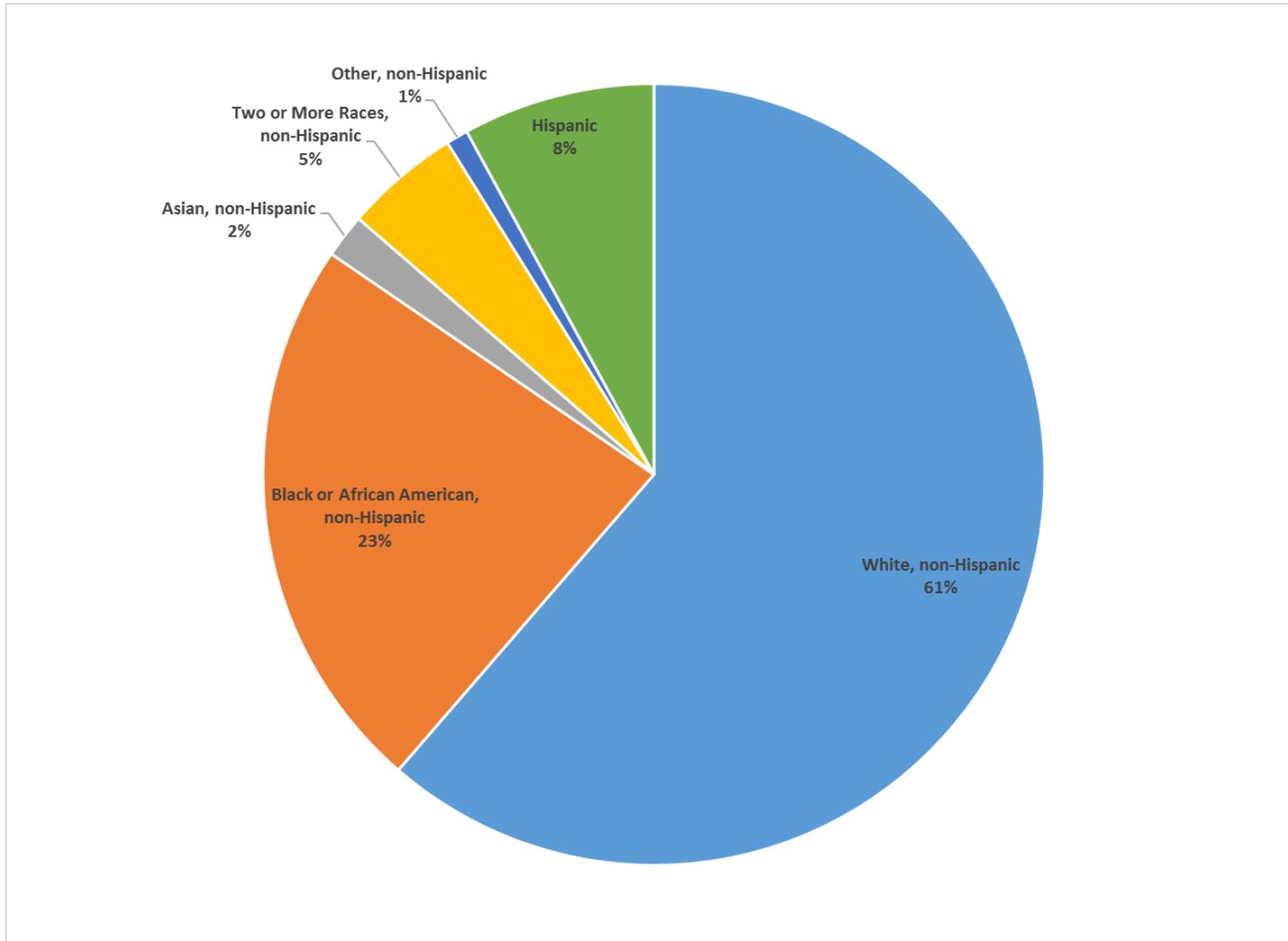
Change in Bossier Parish Population by Age 2010 to 2020



Data from: U.S. Census Bureau



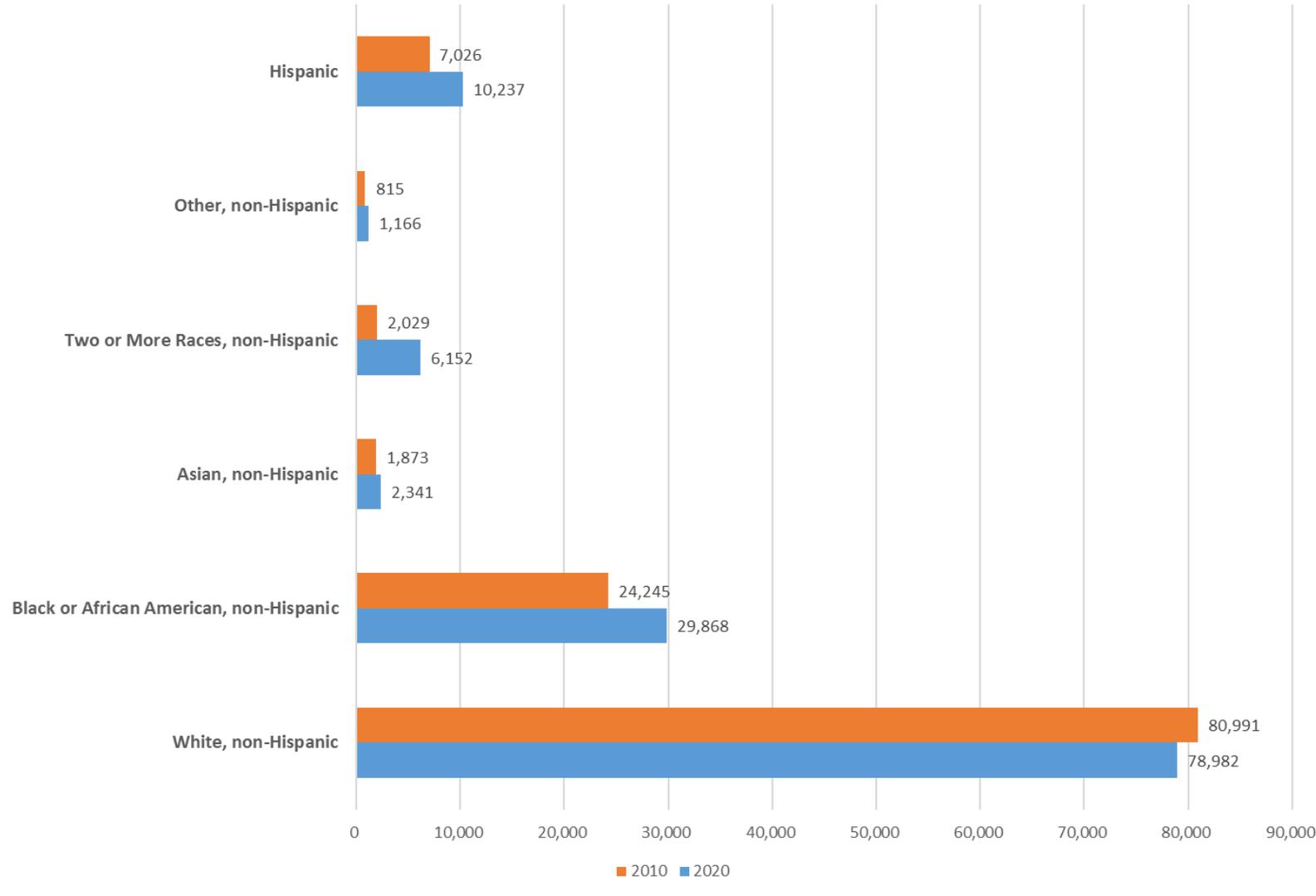
Bossier Parish 2020 Percent of Population by Race & Ethnicity



Data from: 2020 Census Redistricting Data



Bossier Parish 2020 & 2010 Population by Race & Ethnicity



2020 Population -128,746
2010 Population - 116,979

Bossier Parish saw a 10.1% increase in population between 2010 & 2020

2020 Diversity Index 56.1

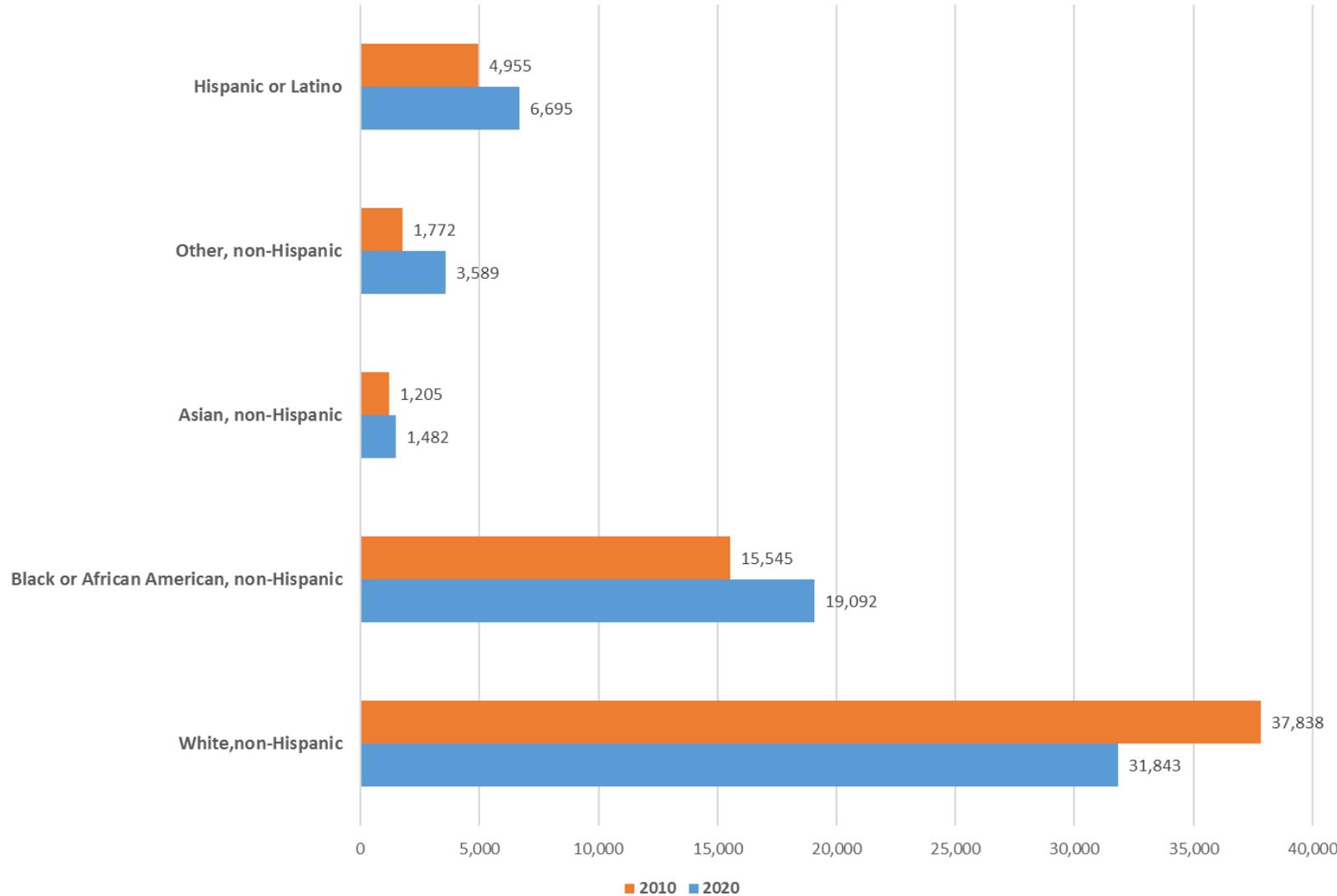
The population that is:

- White, non-Hispanic decreased by 2,009
- Black or African American, non-Hispanic increased by 5,623
- Hispanic increased by 3,211

Data from: 2020 Census Redistricting Data



Bossier City 2020 & 2010 Population by Race & Ethnicity



2020 Population – 62,701
2010 Population – 61,315

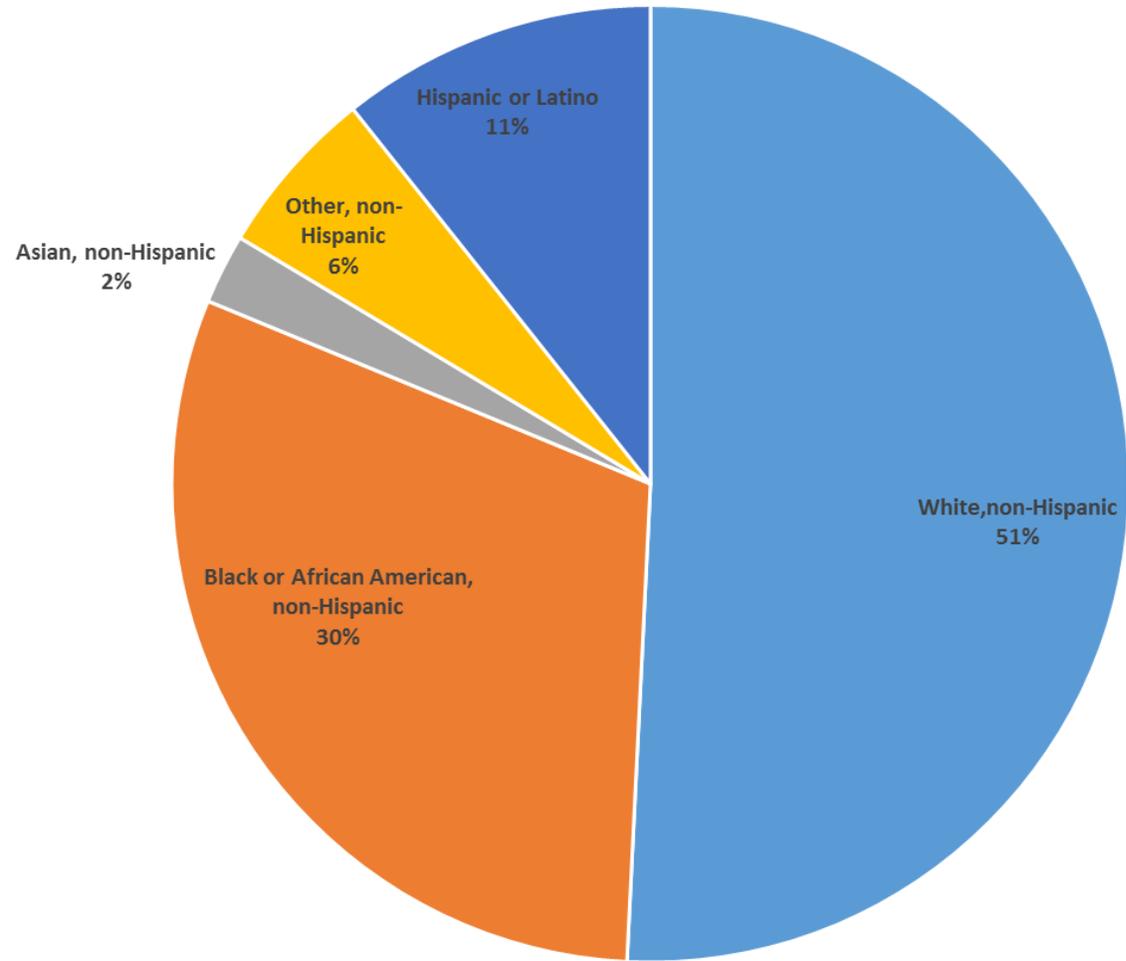
Bossier City saw a 2.3 percent increase in population between 2010 & 2020

- The population that is:
- White, non-Hispanic decreased by 5,995
 - Black or African American, non-Hispanic increased by 3,547
 - Hispanic increased by 1,740

Data from: 2020 Census Redistricting Data



Bossier City 2020 Percent of Population by Race & Ethnicity



Data from: 2020 Census Redistricting Data

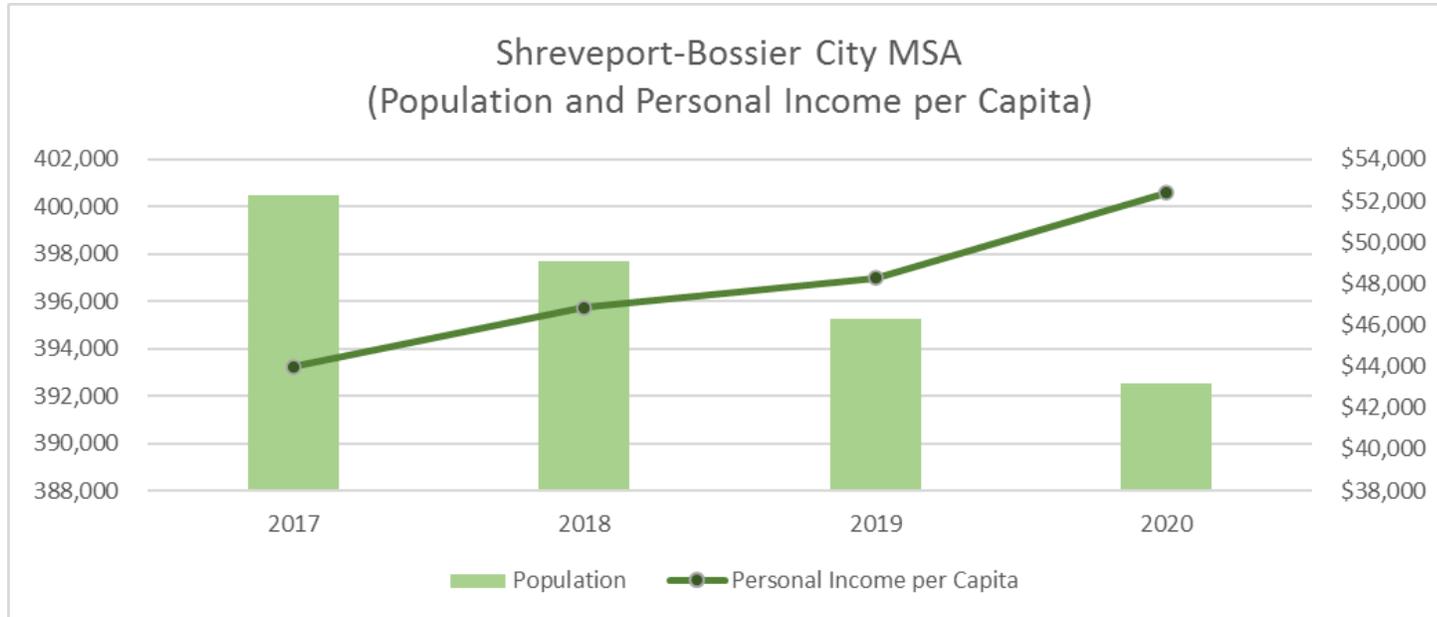


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■ Income and Population



Population and Income per Capita



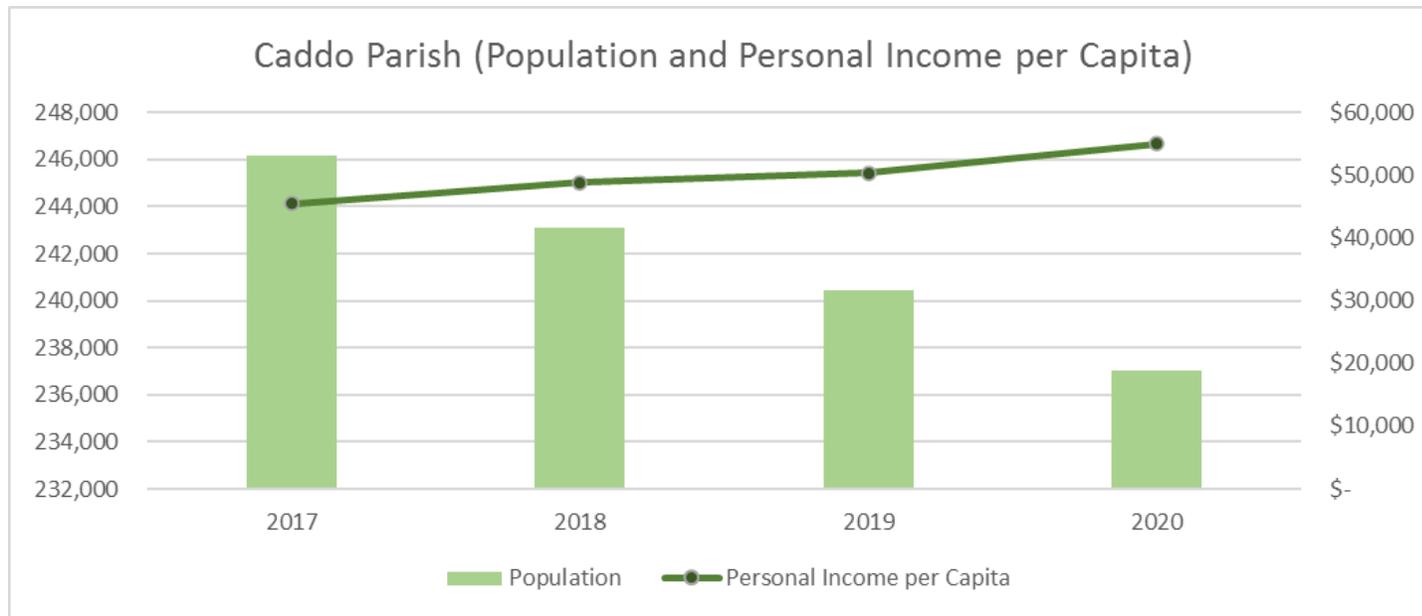
Year	Population	Personal Income per Capita	Population x Income (in Millions)
2017	400,469	\$ 44,002	\$ 17,621
2018	397,670	\$ 46,853	\$ 18,632
2019	395,248	\$ 48,256	\$ 19,073
2020	392,525	\$ 52,391	\$ 20,565

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>

Picture from: <https://grouptourmagazine.com/shreveport-bossier-reasons-to-visit/>



Population and Income per Capita

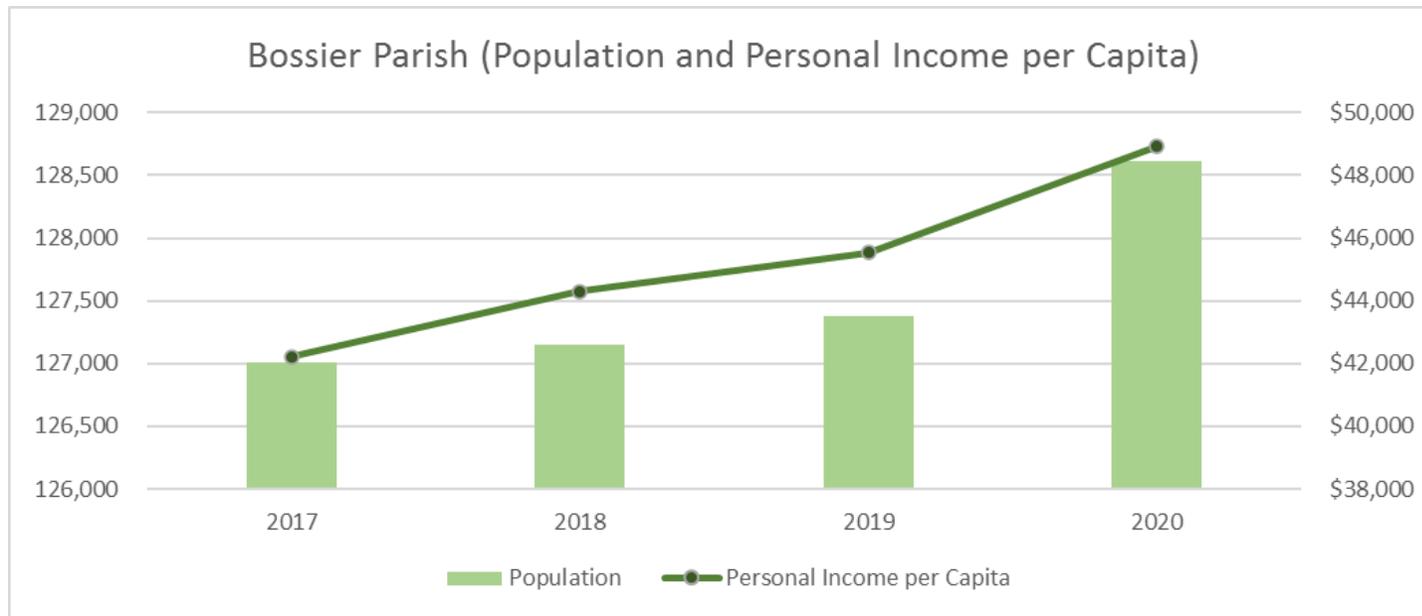


Year	Population	Personal Income per Capita	Population x Income (in Millions)
2017	246,177	\$ 45,504	\$ 11,202
2018	243,105	\$ 48,822	\$ 11,869
2019	240,431	\$ 50,376	\$ 12,112
2020	237,056	\$ 55,047	\$ 13,049

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>
 Picture from: <https://www.shreveport-bossier.org>



Population and Income per Capita



Year	Population	Personal Income per Capita	Population x Income (in Millions)
2017	127,011	\$ 42,210	\$ 5,361
2018	127,153	\$ 44,292	\$ 5,632
2019	127,377	\$ 45,535	\$ 5,800
2020	128,615	\$ 48,907	\$ 6,290

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>
Picture from: www.ksaeng.com

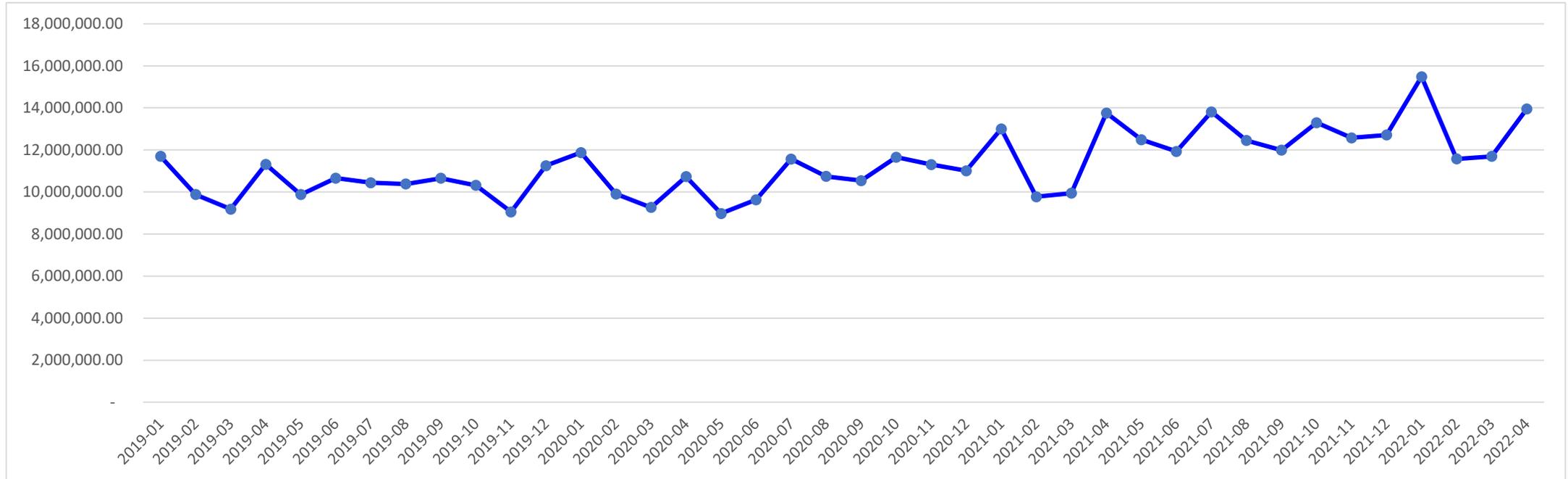


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■ Tax
Collection



Tax Collection – City of Shreveport



Data from: City of Shreveport

Year-Month	Tax Collection	Year-Month	Tax Collection	%	
2021-01	13,000,330.17	2022-01	15,487,177.50	19.1%	↑
2021-02	9,774,242.66	2022-02	11,574,786.16	18.4%	↑
2021-03	9,943,560.74	2022-03	11,692,727.30	17.6%	↑
2021-04	13,756,900.02	2022-04	13,946,357.29	1.4%	↑

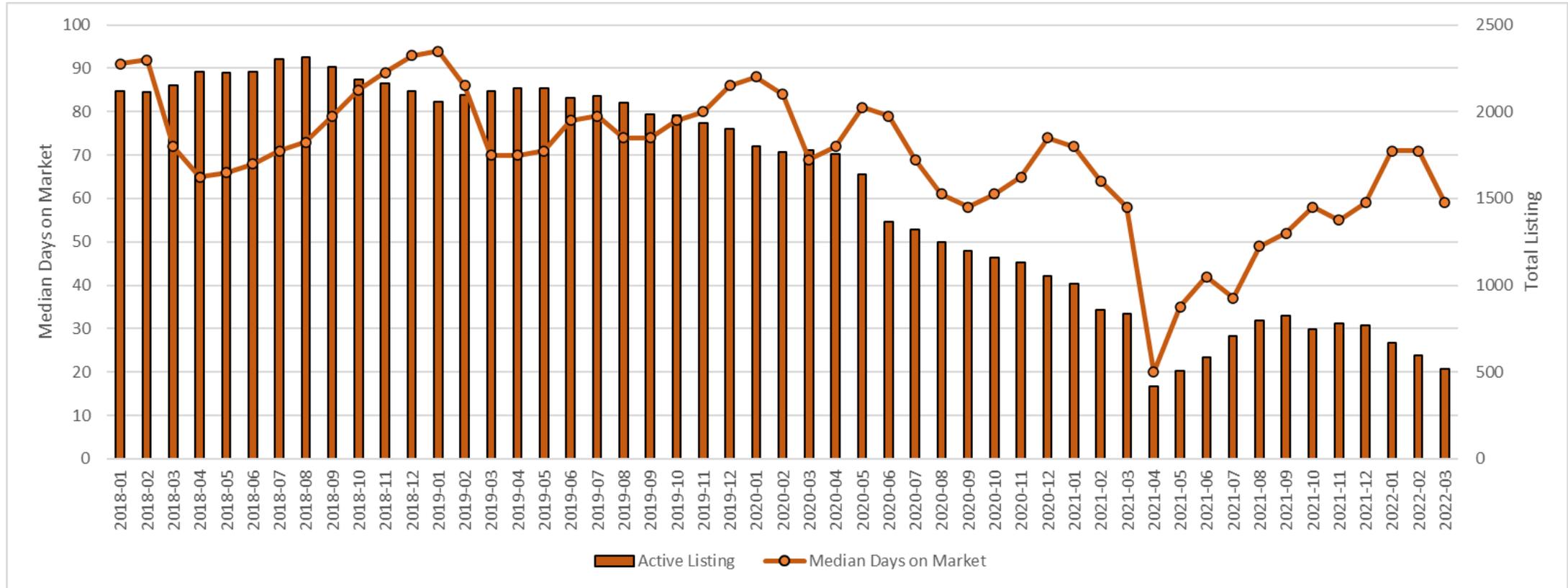


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■ Housing



Housing Inventory: Shreveport-Bossier City MSA



January 2018

Total Listing

-75.5%

Median Days
in Market

-35.2%

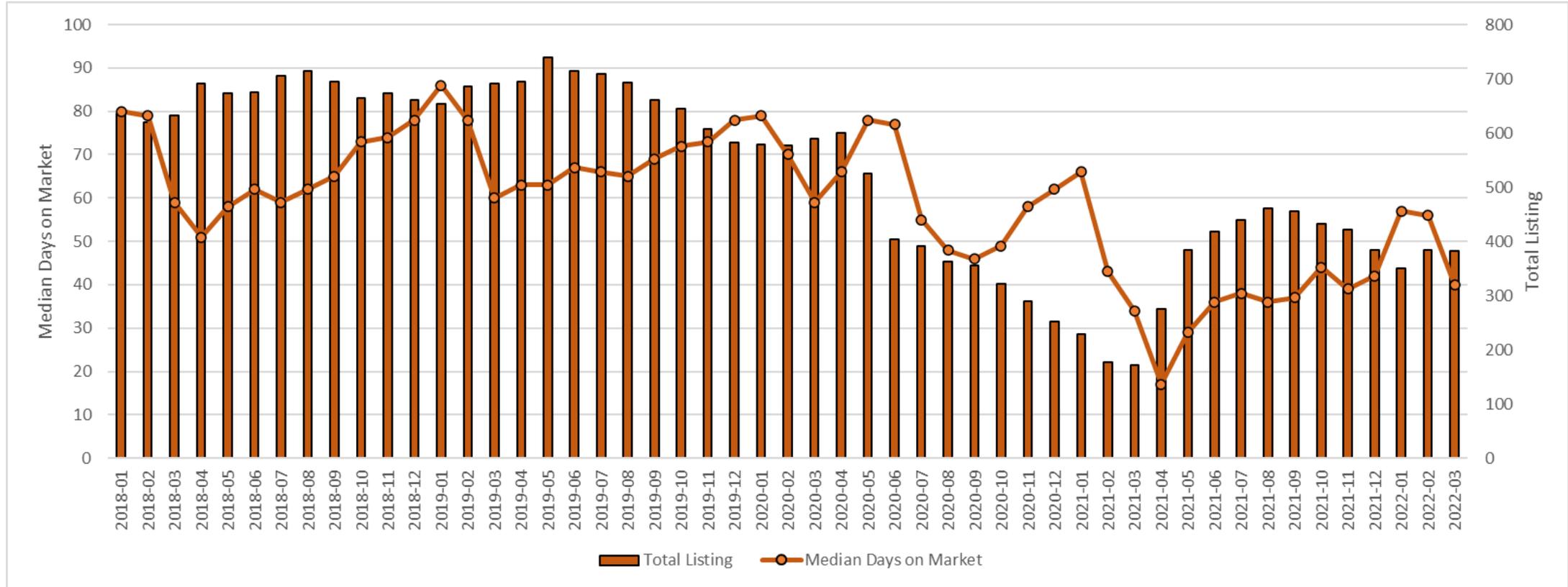
March 2022

Year-Month	Total Listing	Variation %	Median Days on Market	Variation %
2022-01	666		71	
2022-02	595	-10.7%	71	0.0%
2022-03	519	-12.8%	59	-16.9%

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>



Housing Inventory: Bossier Parish



January 2018

Total Listing

-39.8%

Median Days
in Market

-50.0%

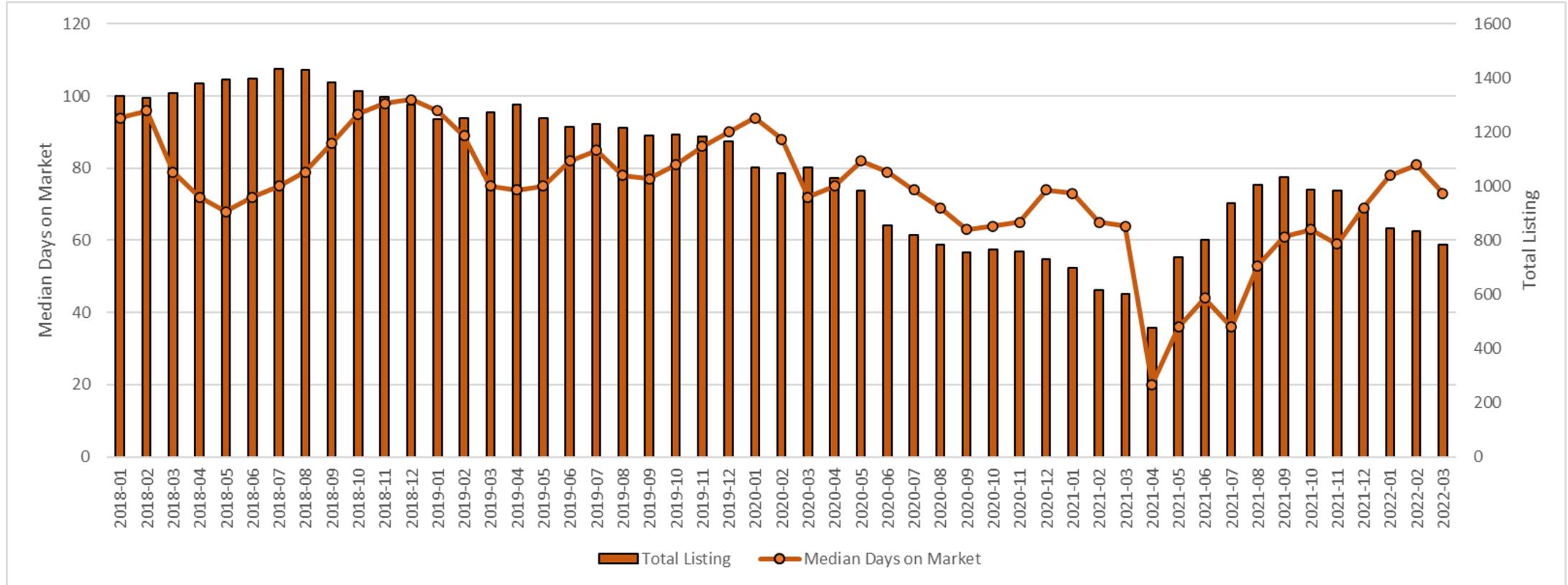
March 2022

Year-Month	Total Listing	Variation %	Median Days on Market	Variation %
2022-01	350		57	
2022-02	385	10.0%	56	-1.8%
2022-03	383	-0.5%	40	-28.6%

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>



Housing Inventory: Caddo Parish



January 2018

Total Listing

-41.2%

Median Days
in Market

-22.3%

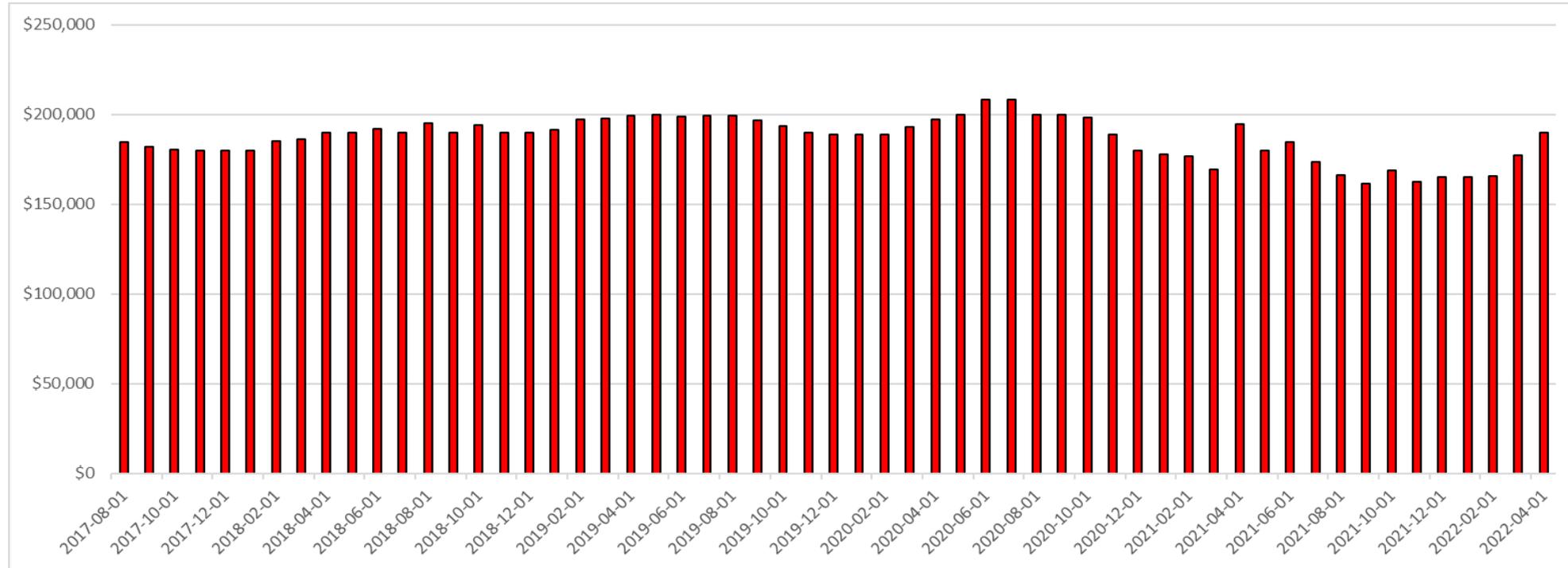
March 2022

Year-Month	Total Listing	Variation %	Median Days on Market	Variation %
2022-01	845		78	
2022-02	834	-1.3%	81	3.8%
2022-03	783	-6.1%	73	-9.9%

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>



Median Listing Price: Shreveport-Bossier City CBSA

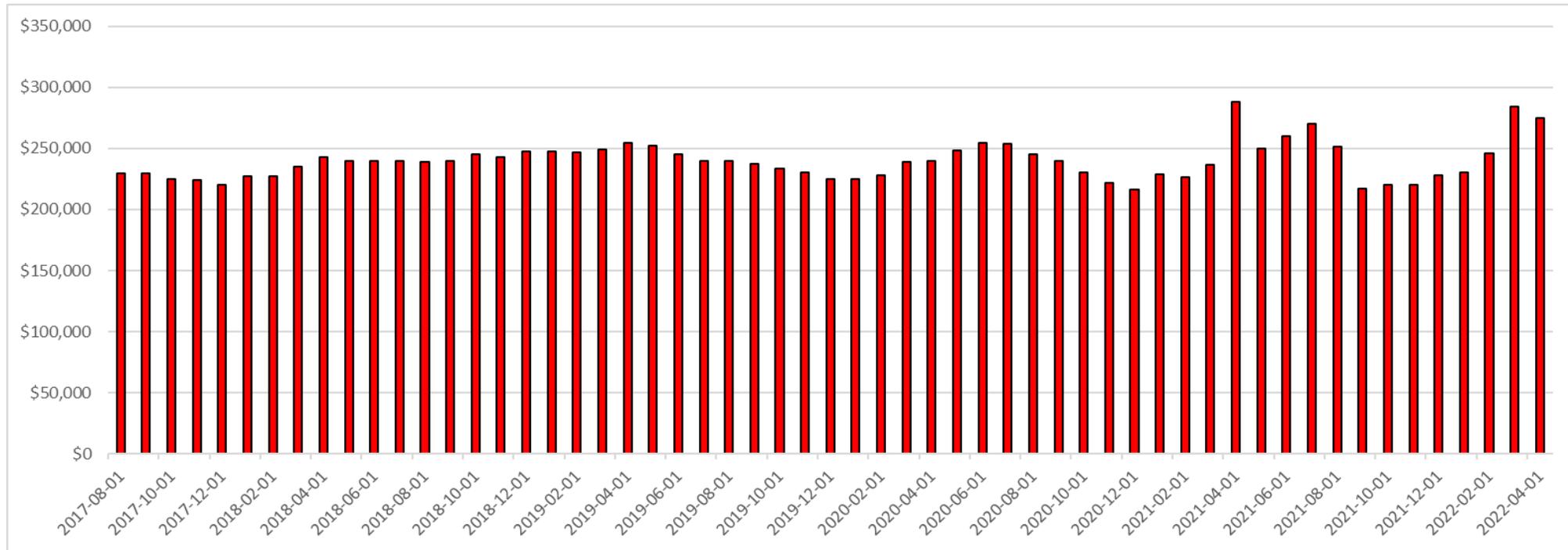


Year-Month	Median Listing Price	Monthly % Change
2022-01-01	\$165,000	
2022-02-01	\$165,750	0.5%
2022-03-01	\$177,475	7.1%
2022-04-01	\$190,000	7.1%

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>



Median Listing Price: Bossier Parish

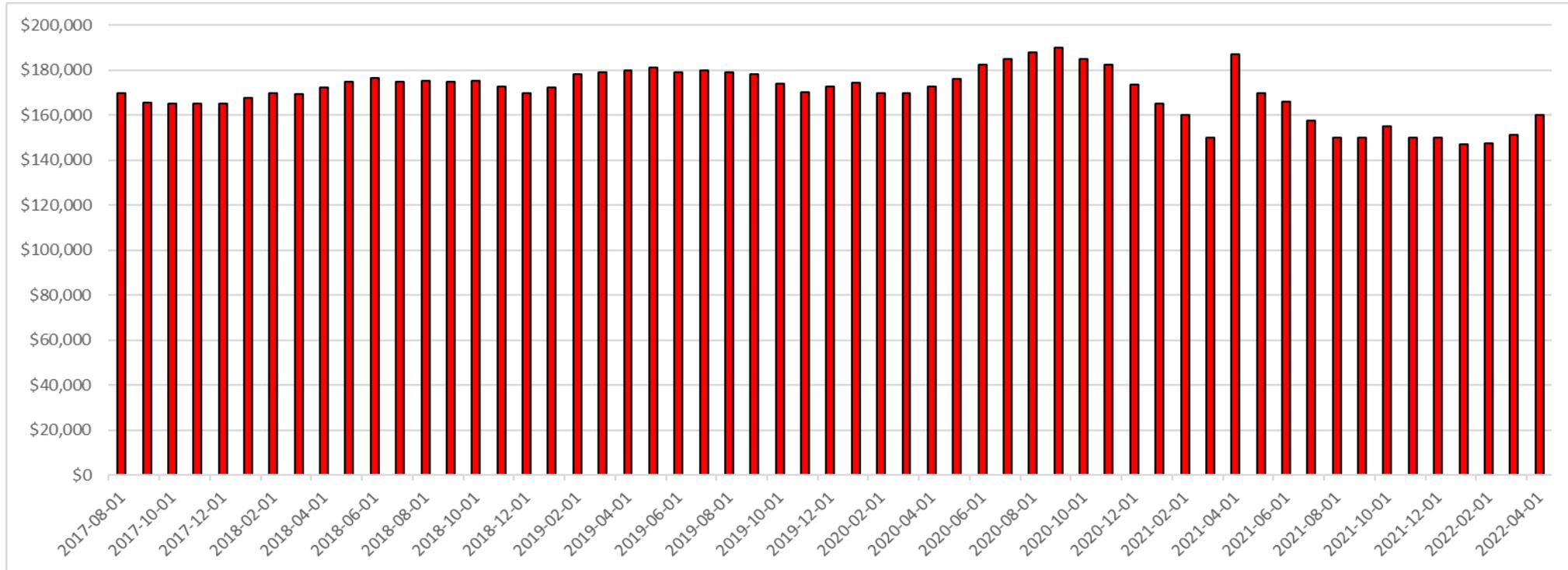


Year-Month	Median Listing Price	Monthly % Change
2022-01-01	\$230,000	
2022-02-01	\$245,900	6.9%
2022-03-01	\$284,450	15.7%
2022-04-01	\$274,900	-3.4%

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>



Median Listing Price: Caddo Parish



Year-Month	Median Listing Price	Monthly % Change
2022-01-01	\$147,000	
2022-02-01	\$147,500	0.3%
2022-03-01	\$151,350	2.6%
2022-04-01	\$160,000	5.7%

Data from: Federal Reserve Bank of St. Louis. <https://fred.stlouisfed.org>

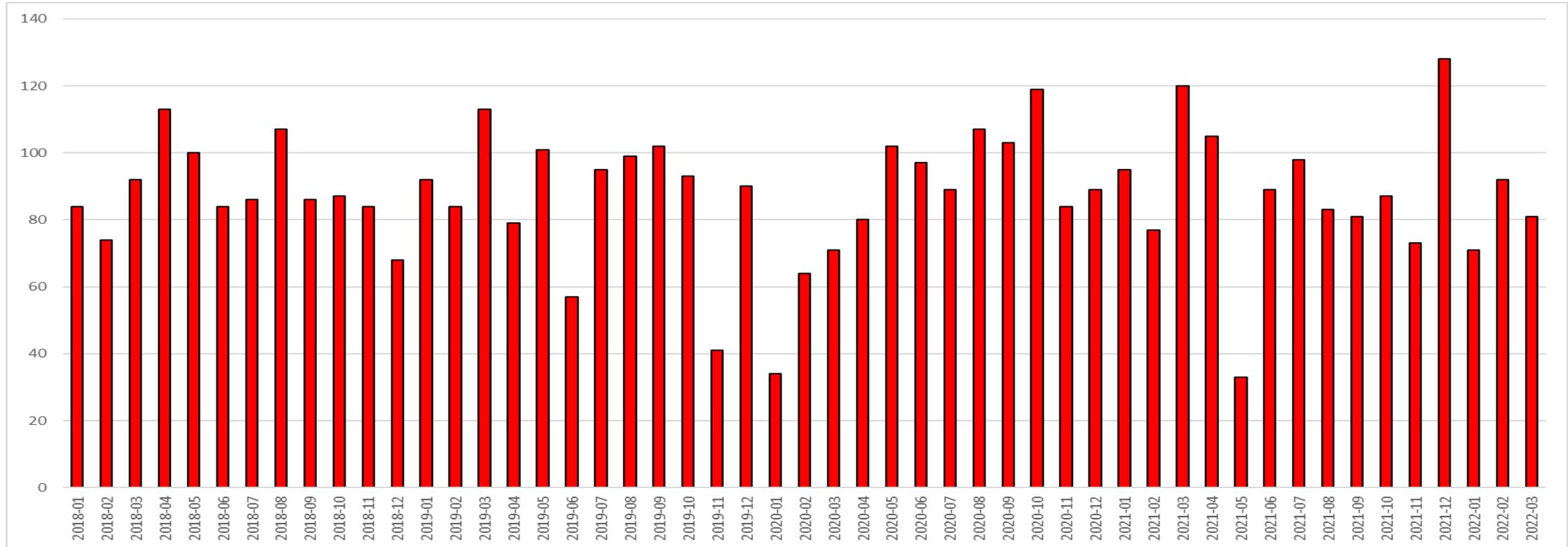


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- Building
Permits



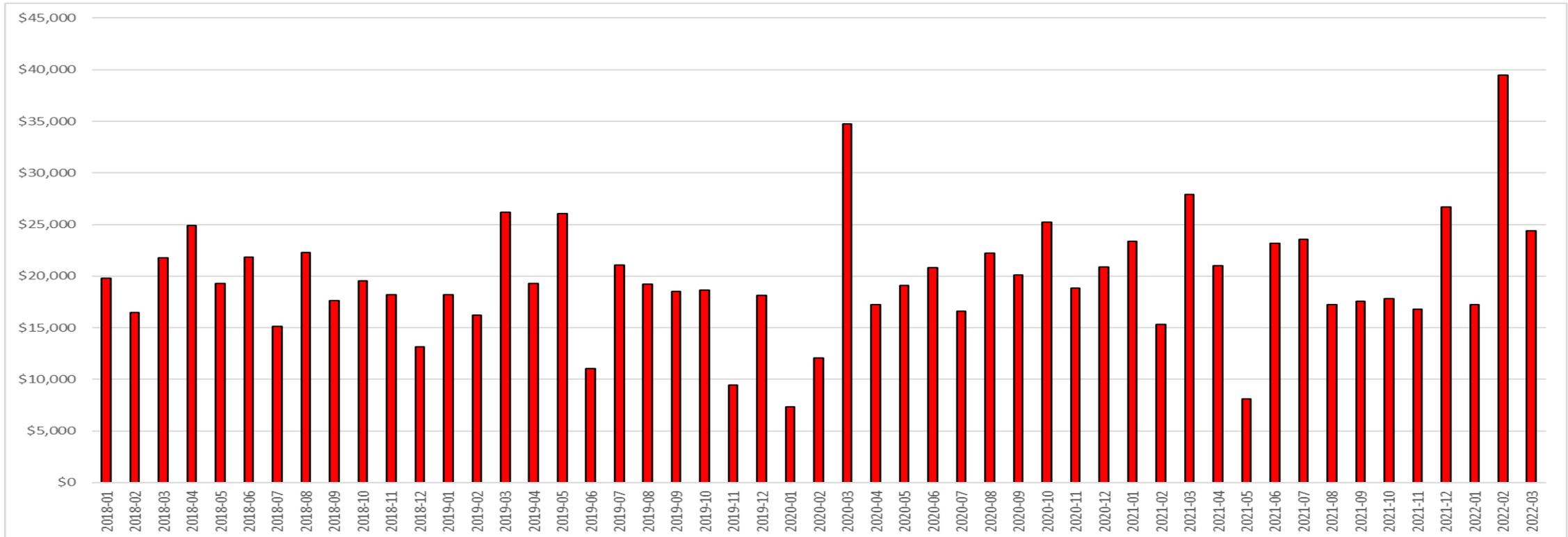
Number of Building Permits: Shreveport-Bossier City MSA



Month-Year	# Building Permits	Variation %
2021-10	87	
2021-11	73	-16.1%
2021-12	128	75.3%
2022-01	71	-44.5%
2022-02	92	29.6%
2022-03	81	-12.0%



Valuation of Building Permits (1000s of Dollars): Shreveport-Bossier City MSA



Month-Year	Valuation of Building Permits (1000s of Dollars)	Variation %
2021-10	\$17,813	
2021-11	\$16,778	-5.8%
2021-12	\$26,702	59.1%
2022-01	\$17,213	-35.5%
2022-02	\$39,464	129.3%
2022-03	\$24,366	-38.3%

Data from: United States Census Bureau. [Building Permits Survey](#)

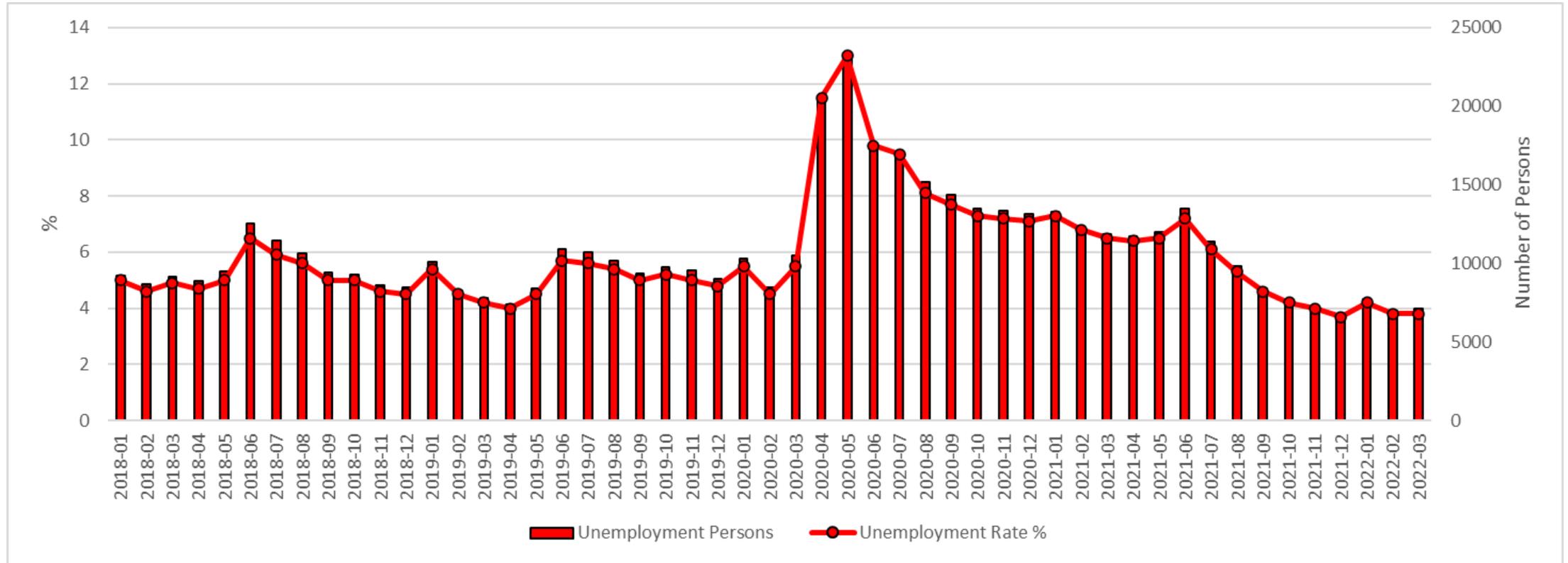


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■ Unemployment



Unemployment: Shreveport-Bossier City MSA

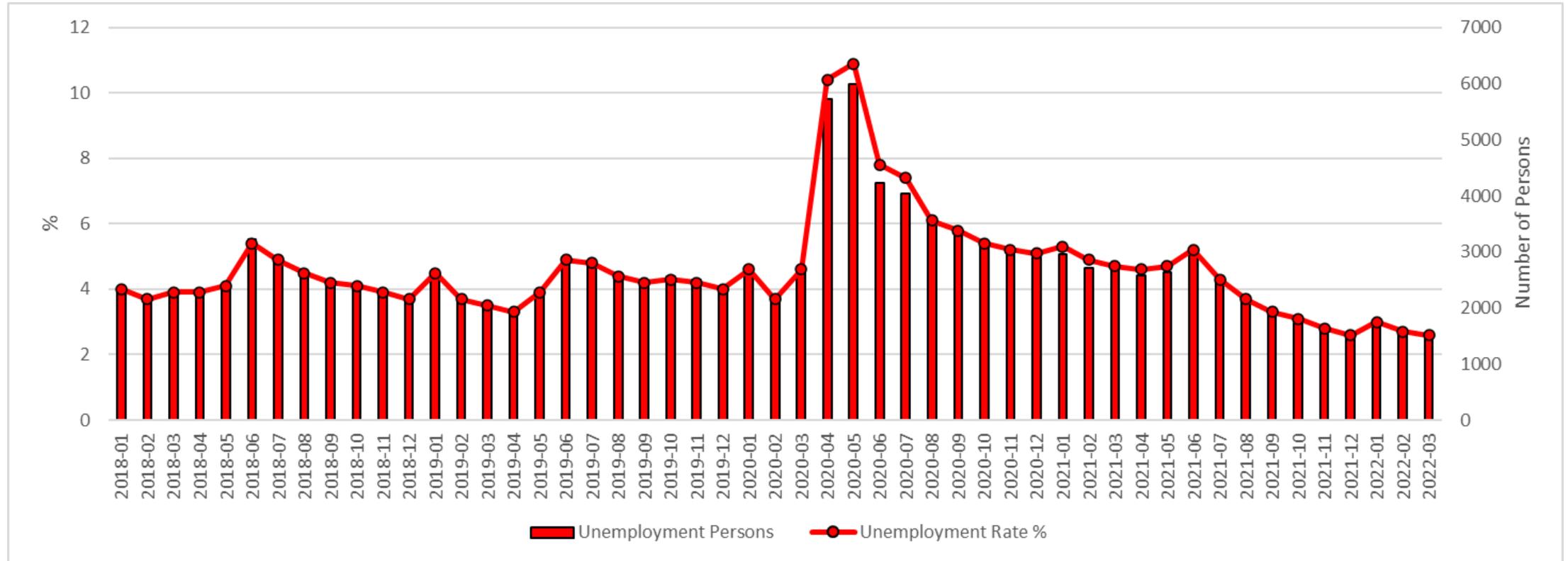


Data from: <https://www.bls.gov/>

Month-Year	# Persons	Rate %
Sep-21	8380	4.6
Oct-21	7633	4.2
Nov-21	7283	4
Dec-21	6730	3.7
Jan-22	7697	4.2
Feb-22	7008	3.8
Mar-22	7093	3.8



Unemployment: Bossier Parish

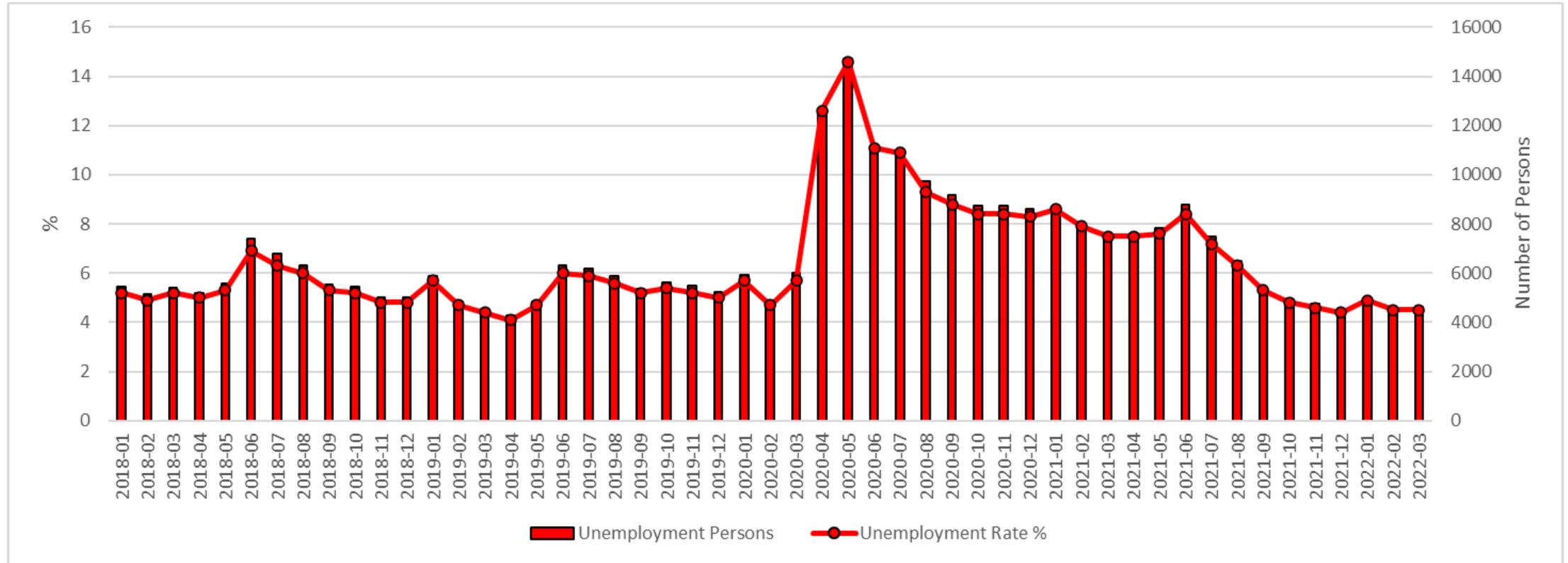


Data from: <https://www.bls.gov/>

Month-Year	# Persons	Rate %
Sep-21	1888	3.3
Oct-21	1729	3.1
Nov-21	1611	2.8
Dec-21	1471	2.6
Jan-22	1715	3
Feb-22	1533	2.7
Mar-22	1545	2.6



Unemployment: Caddo Parish



Data from: <https://www.bls.gov/>

Month-Year	# Persons	Rate %
Sep-21	5408	5.3
Oct-21	4909	4.8
Nov-21	4737	4.6
Dec-21	4409	4.4
Jan-22	4990	4.9
Feb-22	4567	4.5
Mar-22	4631	4.5



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■ Casino Revenue and Admissions



Admission and Revenue by CASINO in NWLA

CASINO	2020 Admission (# People)	2020 Revenue (in Millions \$)	2021 Admission (# People)	2021 Revenue (in Millions \$)	2021 % Revenue	2021 Index Revenue/Person
Margaritaville Resort Casino	1,532,161	\$ 139,994	1,421,604	\$ 209,849	32.5%	\$ 147.61
Horseshoe Bossier City Hotel & Casino	836,534	\$ 130,518	1,009,518	\$ 165,580	25.6%	\$ 164.02
Bally's Shreveport Casino & Hotel	922,568	\$ 64,917	1,512,145	\$ 114,582	17.7%	\$ 75.77
Sam's Town Hotel and Casino Shreveport	571,577	\$ 44,726	588,520	\$ 53,933	8.3%	\$ 91.64
Boomtown Casino and Hotel Bossier	475,320	\$ 37,776	610,658	\$ 53,585	8.3%	\$ 87.75
Louisiana Downs Casino & Racetrack	503,571	\$ 35,370	682,947	\$ 48,928	7.6%	\$ 71.64
TOTAL	4,841,731	\$ 453,300	5,825,392	\$ 646,457	100.0%	\$ 110.97

Data from: Louisiana Gaming Control Board. <http://lgcb.dps.louisiana.gov/>



Admission and Revenue by CASINO in NWLA (2022 Q1: First Quarter 2022)

CASINO	2022 Q1 Admission (# People)	2022 Q1 Revenue (in Millions \$)	2022 Q1 % Revenue	2021 Index Revenue/Person
Margaritaville Resort Casino	376,457	\$ 53,966	34.2%	\$ 143.35
Horseshoe Bossier City Hotel & Casino	266,030	\$ 43,297	27.4%	\$ 162.75
Bally's Shreveport Casino & Hotel	338,941	\$ 28,061	17.8%	\$ 82.79
Sam's Town Hotel and Casino Shreveport	124,494	\$ 10,561	6.7%	\$ 84.83
Boomtown Casino and Hotel Bossier	152,294	\$ 13,256	8.4%	\$ 87.04
Louisiana Downs Casino & Racetrack	124,956	\$ 8,617	5.5%	\$ 68.96
TOTAL	1,383,172	\$ 157,757	100.0%	\$ 114.05

Data from: Louisiana Gaming Control Board. <http://lgcb.dps.louisiana.gov/>

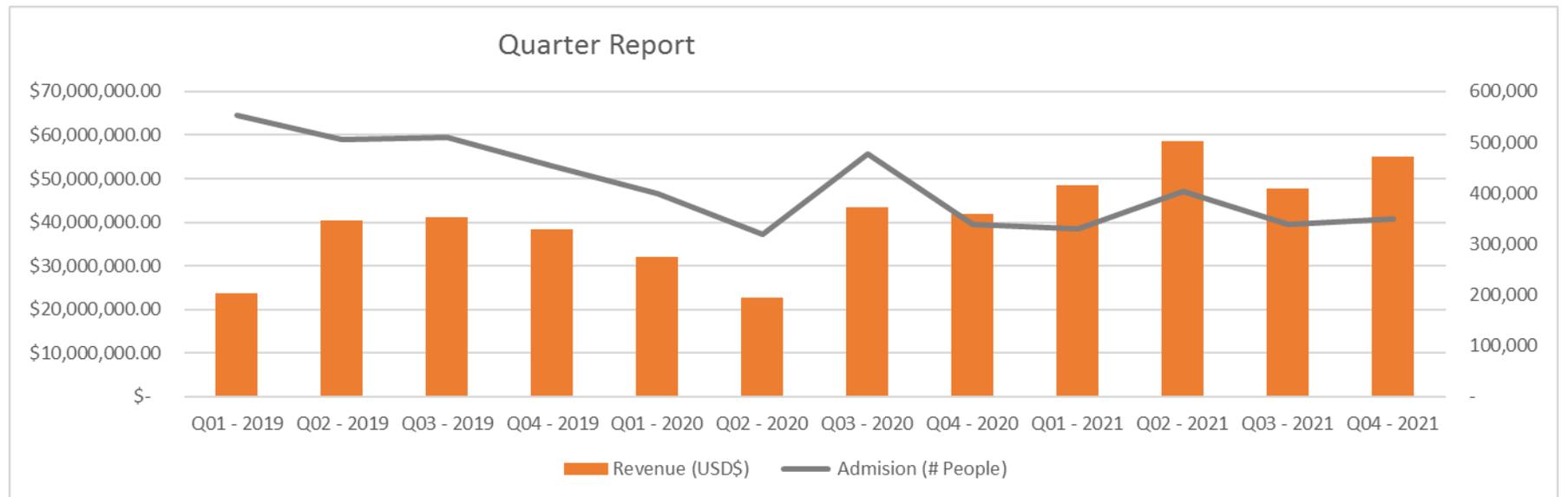
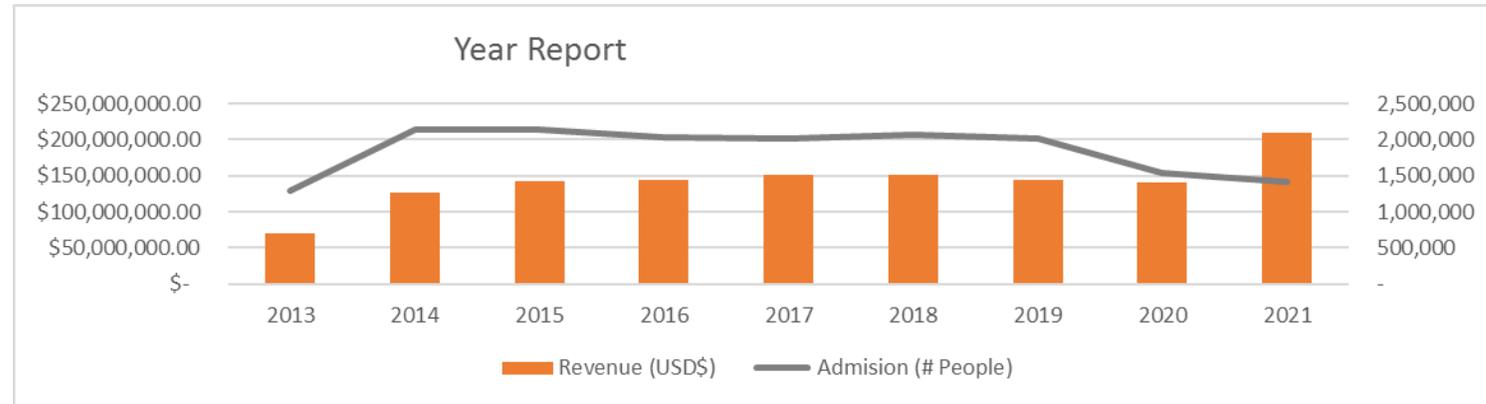


Margaritaville Resort Casino

Situated next to Louisiana Boardwalk Outlets, Margaritaville provides its guests with a comfortable atmosphere and memorable entertainment experience. The single-level casino offers more than 1,200 slot machines and 54 table games including craps, blackjack, roulette and many more of your favorite games in spacious and comfortable surroundings.

From: www.shreveport-bossier.org

2021 Admission (# People)	2021 Revenue (in Millions \$)	% Revenue 2021
1,421,604	\$ 209,849	32.5%
Index Revenue/Person	\$	147.61



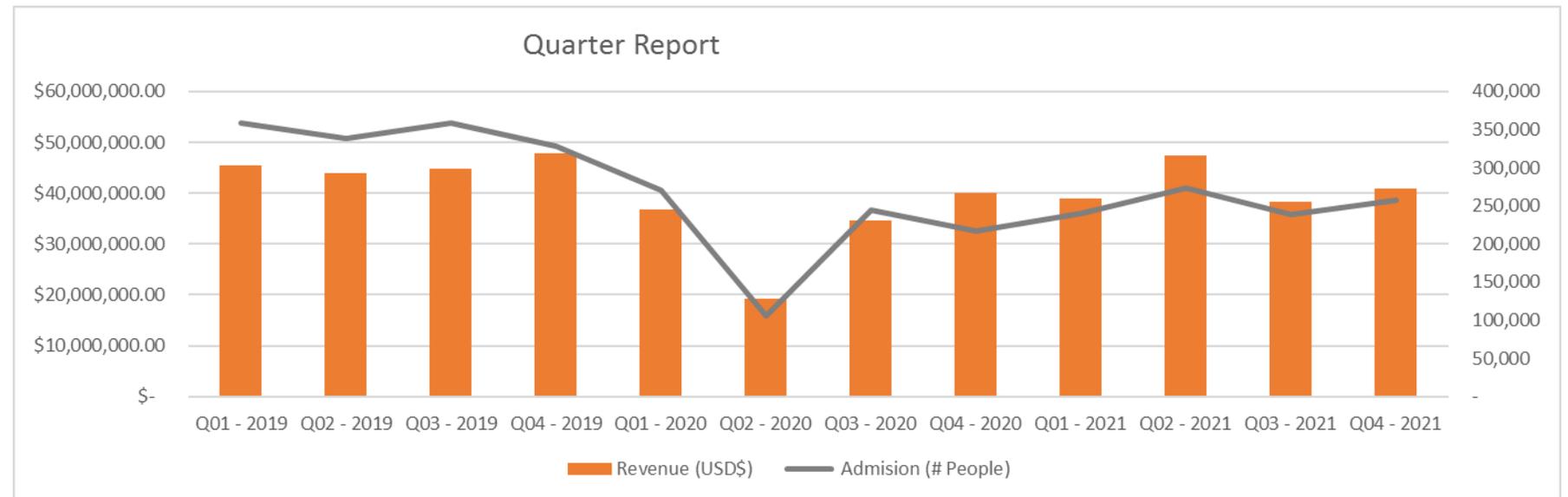
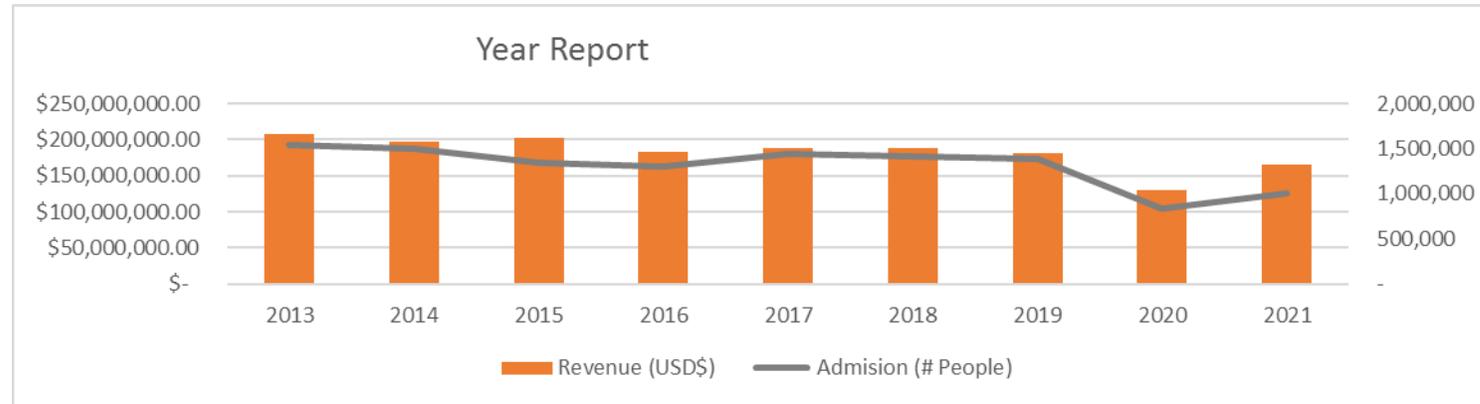


Horseshoe Bossier City Hotel & Casino

Risk is its own reward at Horseshoe, home of the best odds, the highest table limits, and the famous World Series of Poker Room. Your choices also include 68 of the most popular table games and more than 1,500 games including 370 multi-denominational slot machines that let you play anything from pennies to dollars or higher. The luxury hotel boasts 606 rooms and lots of amenities.

From: www.shreveport-bossier.org

2021 Admission (# People)	2021 Revenue (in Millions \$)	% Revenue 2021
1,009,518	\$ 165,580	25.6%
Index Revenue/Person	\$	164.02



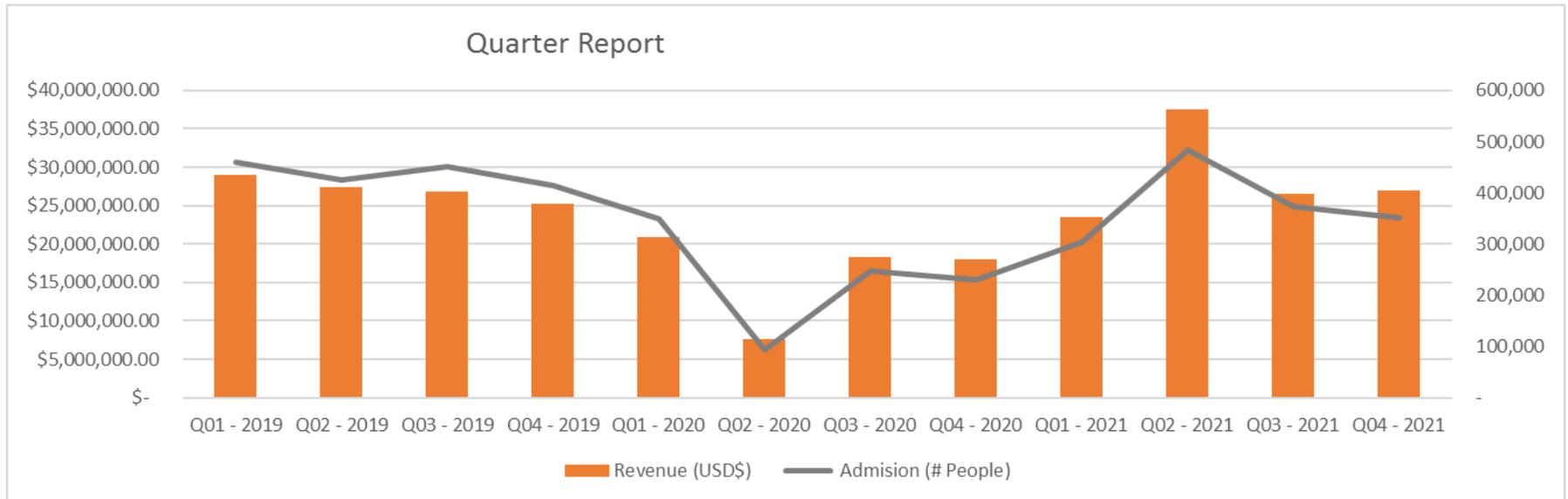
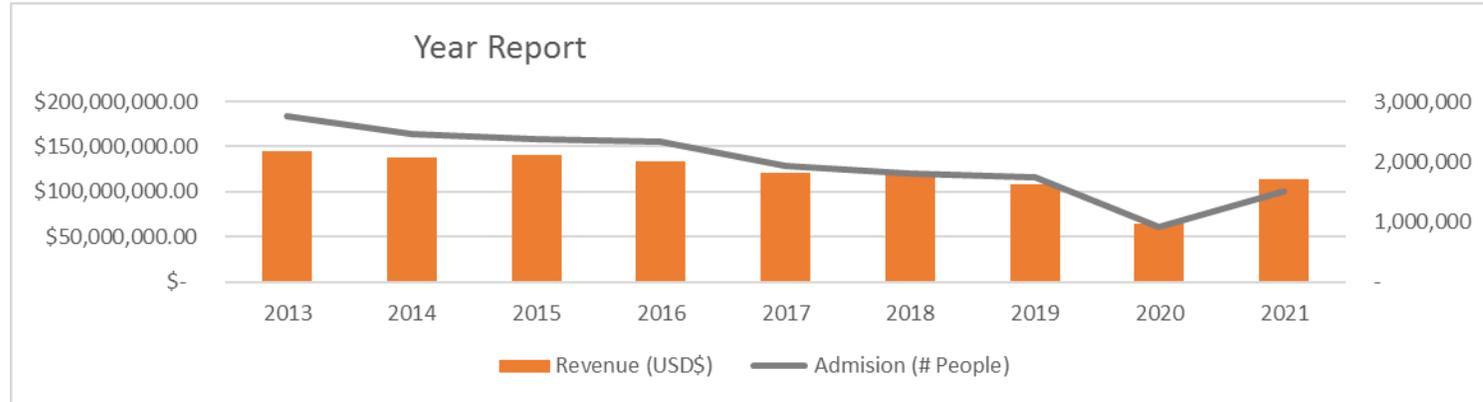


Bally's Shreveport Casino & Hotel

Bally's Shreveport Casino & Hotel offers the ultimate in gaming excitement with a 30,000-square-foot gaming floor with more than 50 table games and more than 1,500 of the newest slots and video poker machines.

From: www.shreveport-bossier.org

2021 Admission (# People)	2021 Revenue (in Millions \$)	% Revenue 2021
1,512,145	\$ 114,582	17.7%
Index Revenue/Person	\$	75.77



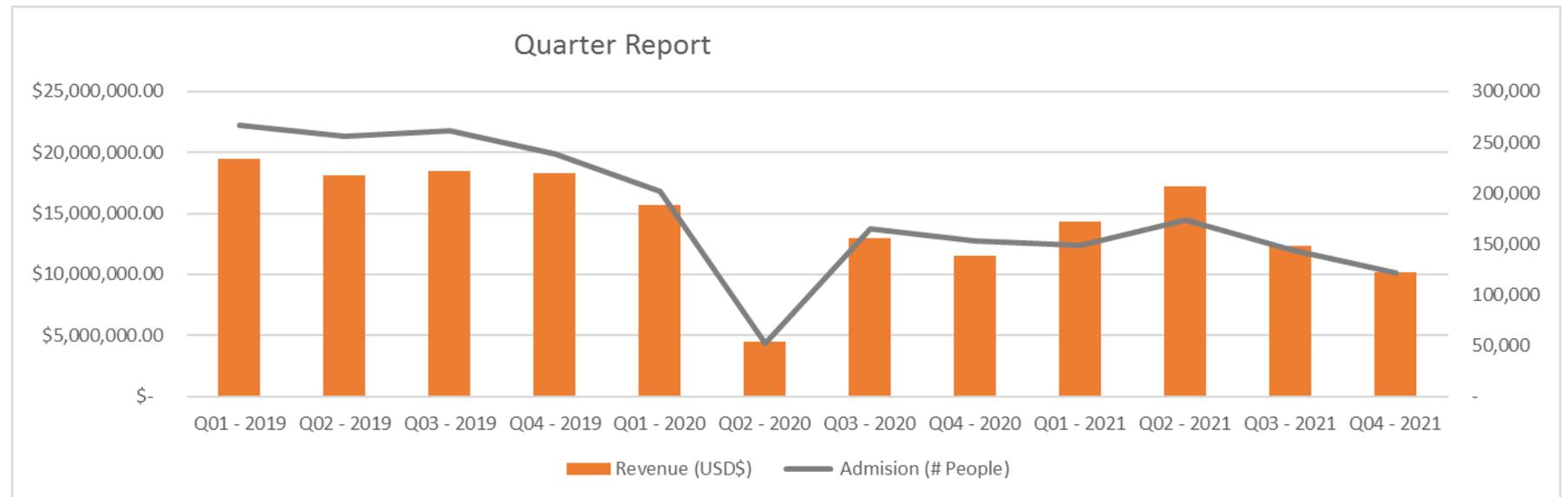
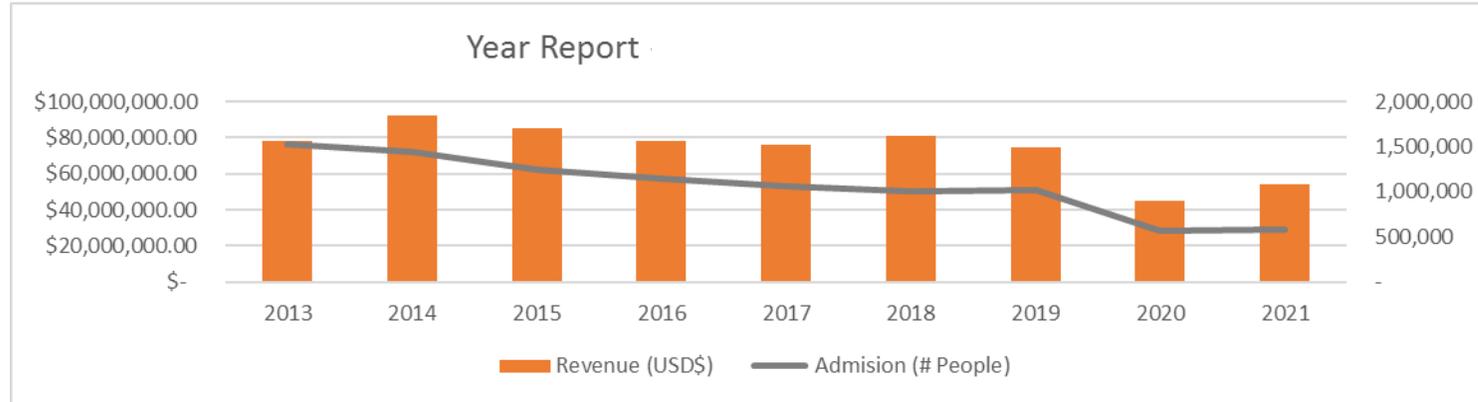


Sam's Town Hotel and Casino Shreveport

Sam's Town Hotel and Casino offers an enjoyable experience with nonstop gaming, live performances, a signature spa, and a wide variety of culinary experiences. The casino offers three floors of gaming with blackjack, craps, roulette, mini-baccarat, Mississippi stud poker, and more than 1,100 slot machines.

From: www.shreveport-bossier.org

2021 Admission (# People)	2021 Revenue (in Millions \$)	% Revenue 2021
588,520	\$ 53,933	8.3%
Index Revenue/Person		\$ 91.64



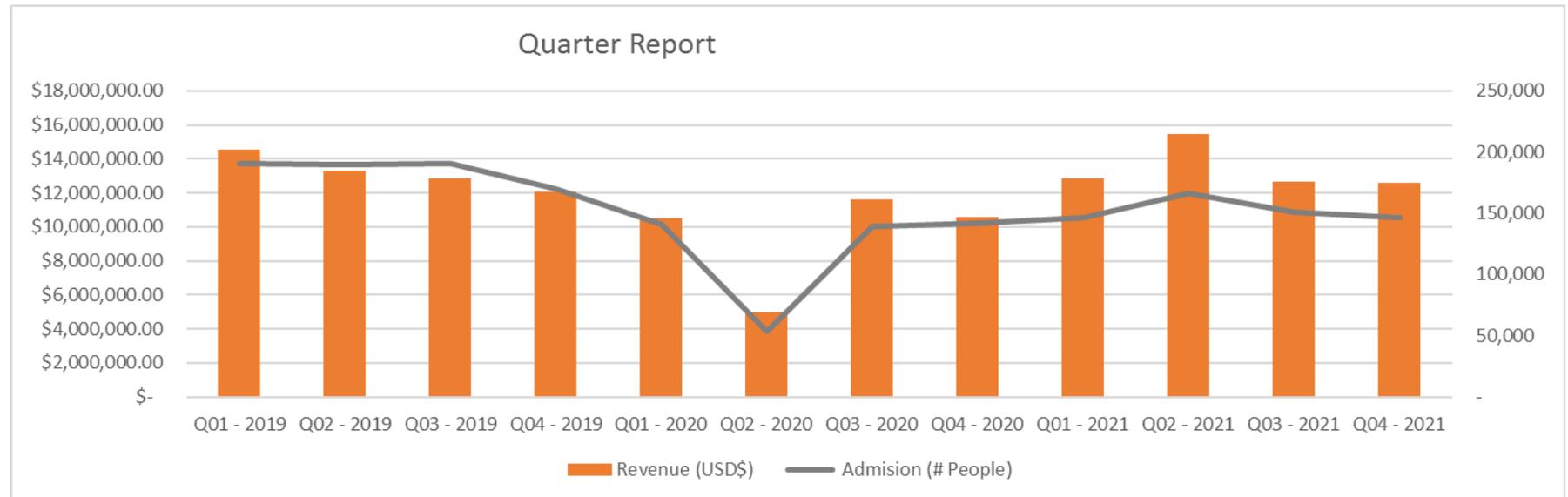
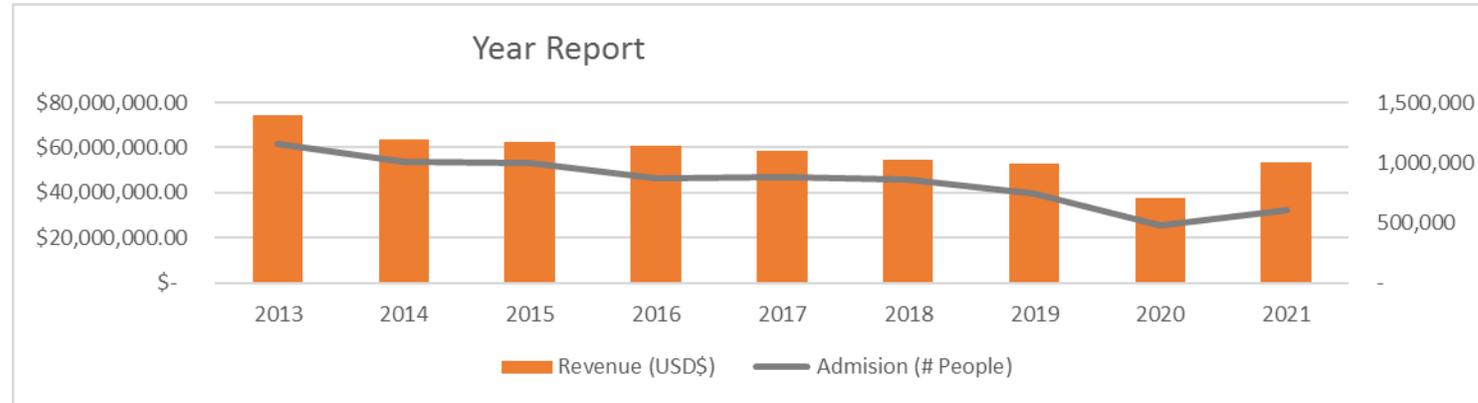


Boomtown Casino and Hotel Bossier

At Boomtown you can experience more than 30,000 square feet of gaming space on three levels, with more than 1,100 slot machines and more than 16 table games. Enjoy great dining at one of three on-site restaurants.

From: www.shreveport-bossier.org

2021 Admission (# People)	2021 Revenue (in Millions \$)	% Revenue 2021
610,658	\$ 53,585	8.3%
Index Revenue/Person		\$ 87.75



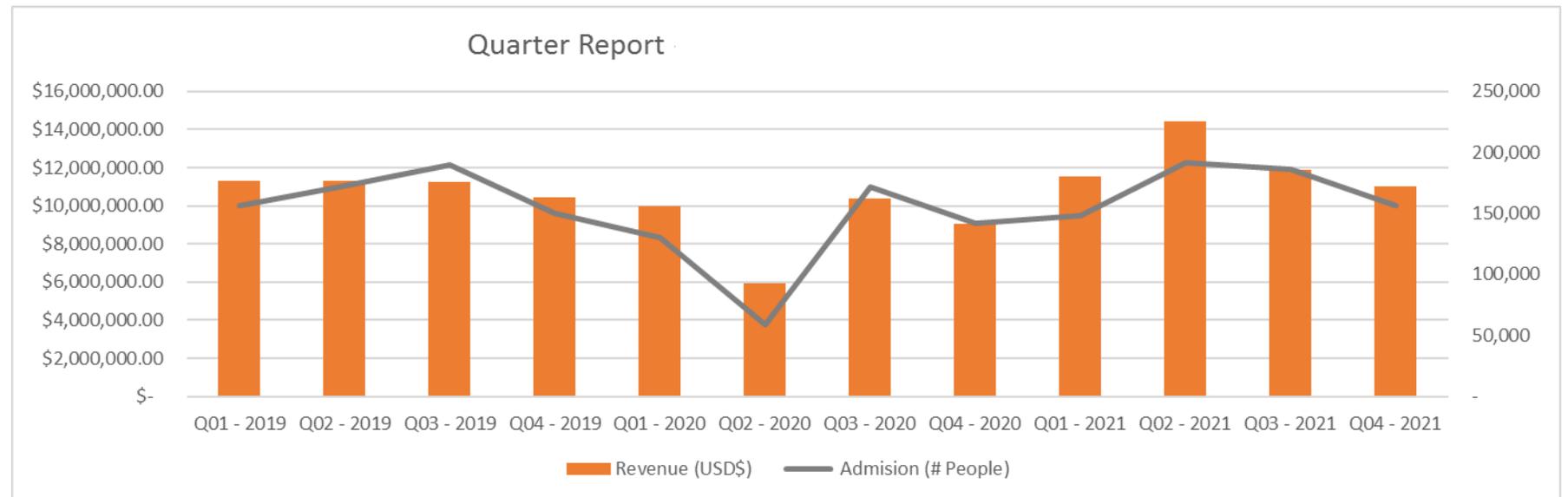
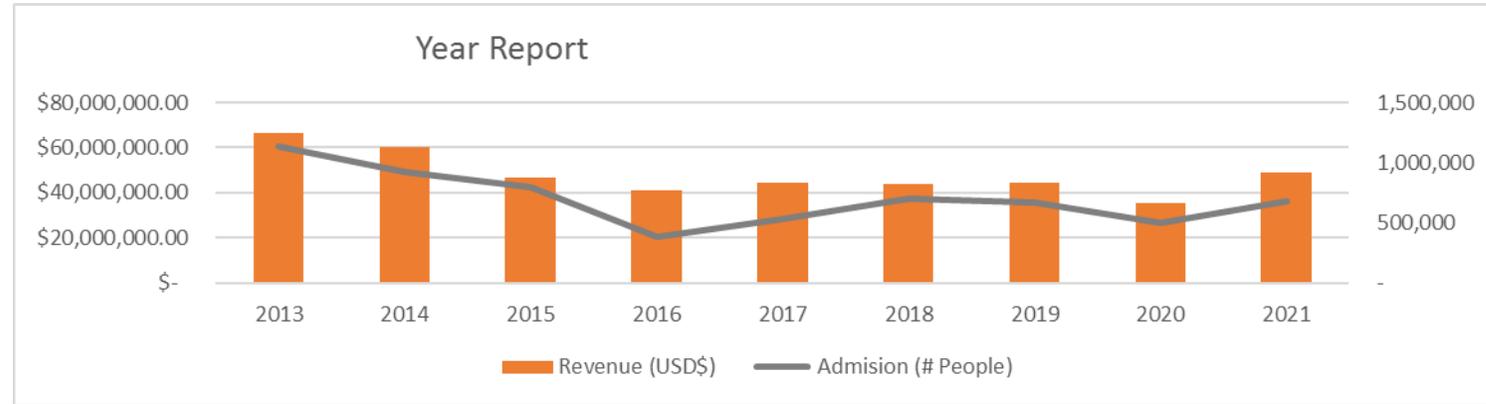


Louisiana Downs Casino & Racetrack

Louisiana Downs Casino & Racetrack is home of the Super Derby, one of the premier races for three-year-old horses in North America. Enjoy thoroughbred racing May through September, quarter horse racing January through March, and year-round live simulcast. Open 7 days a week. Wheelchair accessible.

From: www.shreveport-bossier.org

2021 Admission (# People)	2021 Revenue (in Millions \$)	% Revenue 2021
682,947	\$ 48,928	7.6%
Index Revenue/Person		\$ 71.64





Center for Business
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■ Airport Traffic



SHREVEPORT REGIONAL AIRPORT

Enplaned versus Deplaned per Year

Year	Enplaned	% Variation	Deplaned	% Variation	Index Enplaned / Deplaned
2017	282,494		280,798		100.6%
2018	315,803	11.8%	313,506	11.6%	100.7%
2019	345,718	9.5%	337,856	7.8%	102.3%
2020	160,793	-53.5%	159,427	-52.8%	100.9%
2021	255,414	58.8%	248,825	56.1%	102.6%

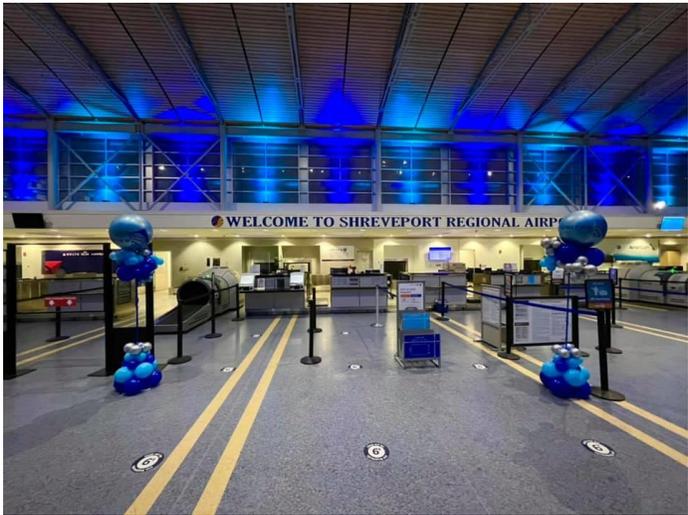
Q1 Year	Enplaned	% Variation	Deplaned	% Variation	Index Enplaned / Deplaned
Q1 2021	33,461		31,819		105.2%
Q1 2022	59,671	78.3%	57,948	82.1%	103.0%

Data and images from: Shreveport Regional Airport. www.flyshreveport.com

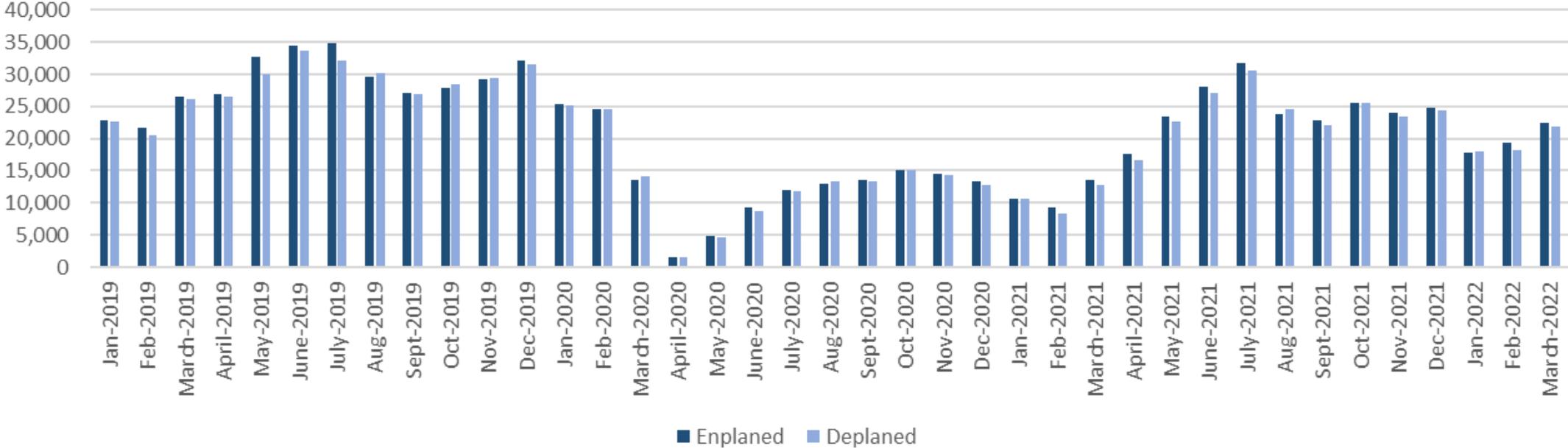




**SHREVEPORT
 REGIONAL
 AIRPORT**



Enplaned versus Deplaned per Month-Year



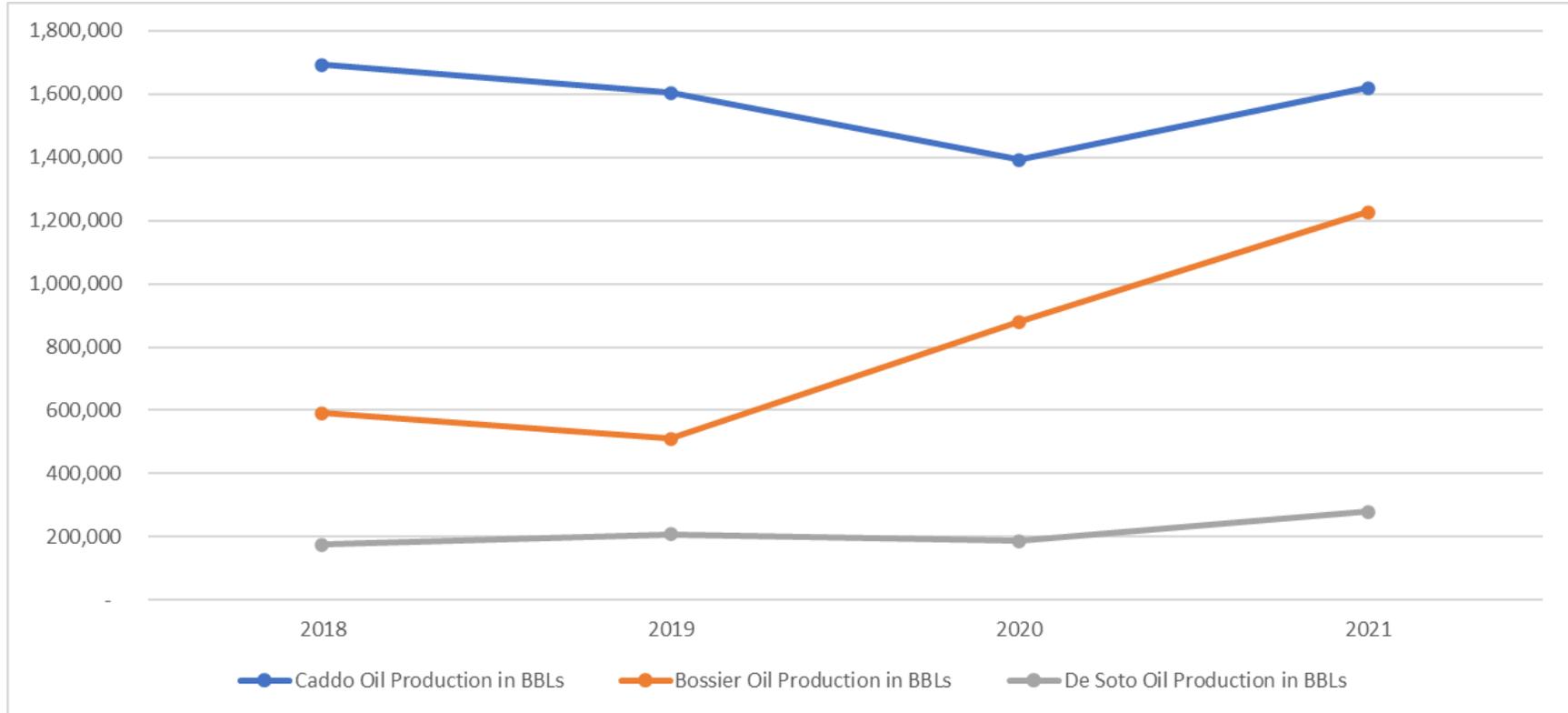


Center for Business
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■ Oil and Gas



Oil Production in Billion Barrels of Petroleum Liquids (BBL)



Total Oil Production
BBLs

2021
↑
2020
27.1%

Data from: <https://www.mineralanswers.com/louisiana/>
Picture from: <http://www.caddo.org/543/Oil-Gas>



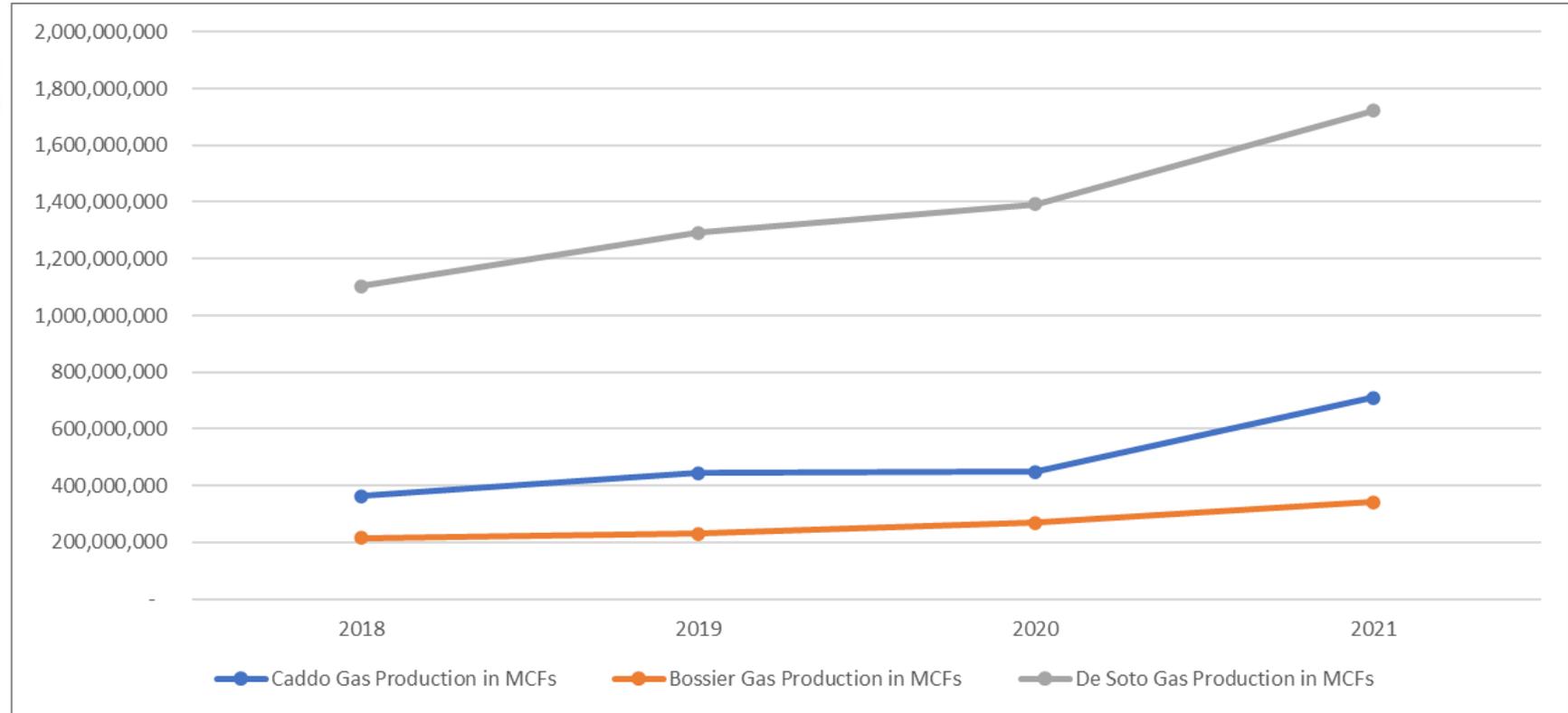
Total Gas Production
MCFs

2021

2020

31.4%

Gas Production in Thousands of Cubic Feet (MCFs)

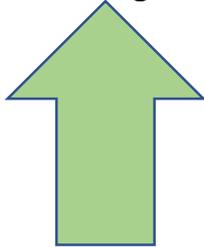


Data from: <https://www.mineralanswers.com/louisiana/>
Picture from: <https://www.shreveporttimes.com/>



Total
Oil Rigs

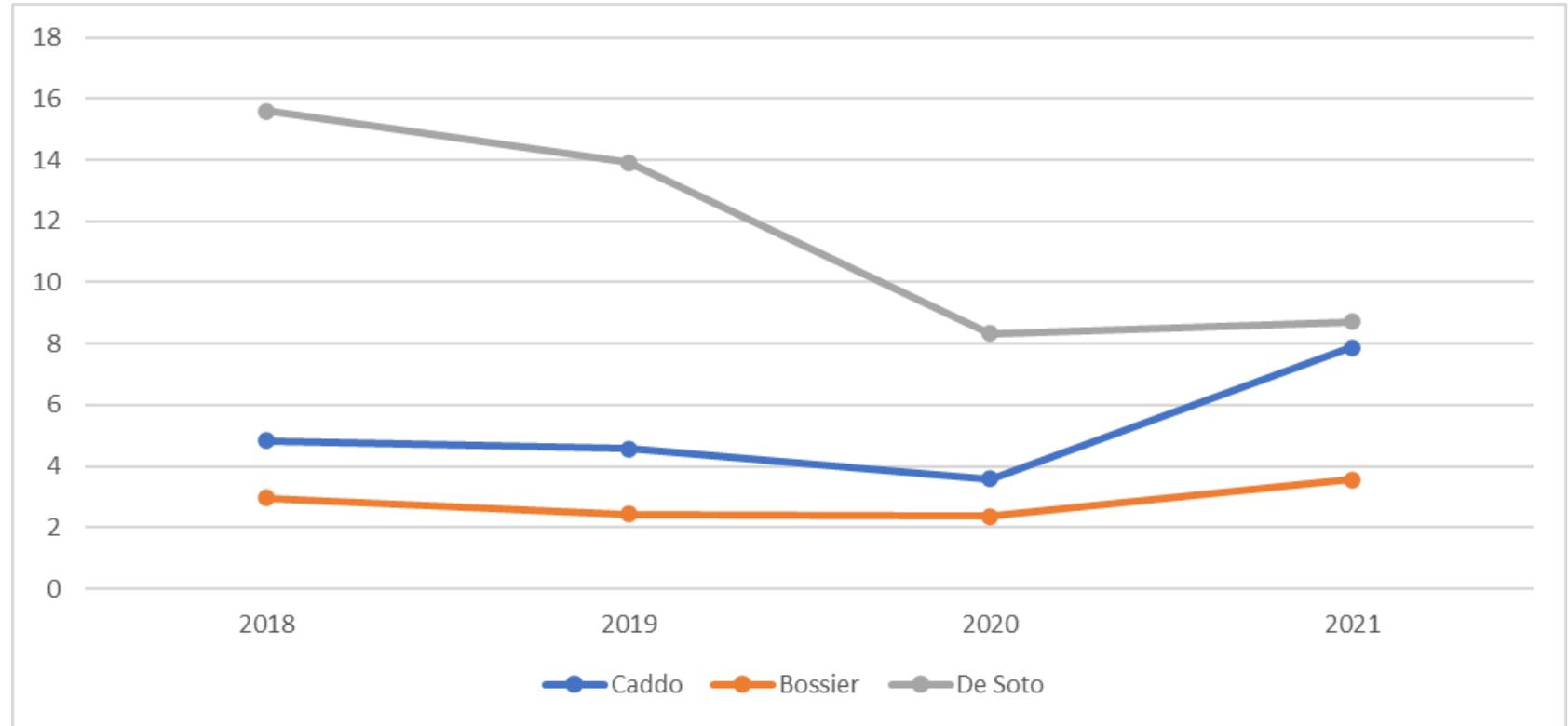
2021



2020

41.1%

Oil Rigs - Daily Average



Data from: <https://rigcount.bakerhughes.com/na-rig-count>

Picture from: <https://www.basindrilling.com/>

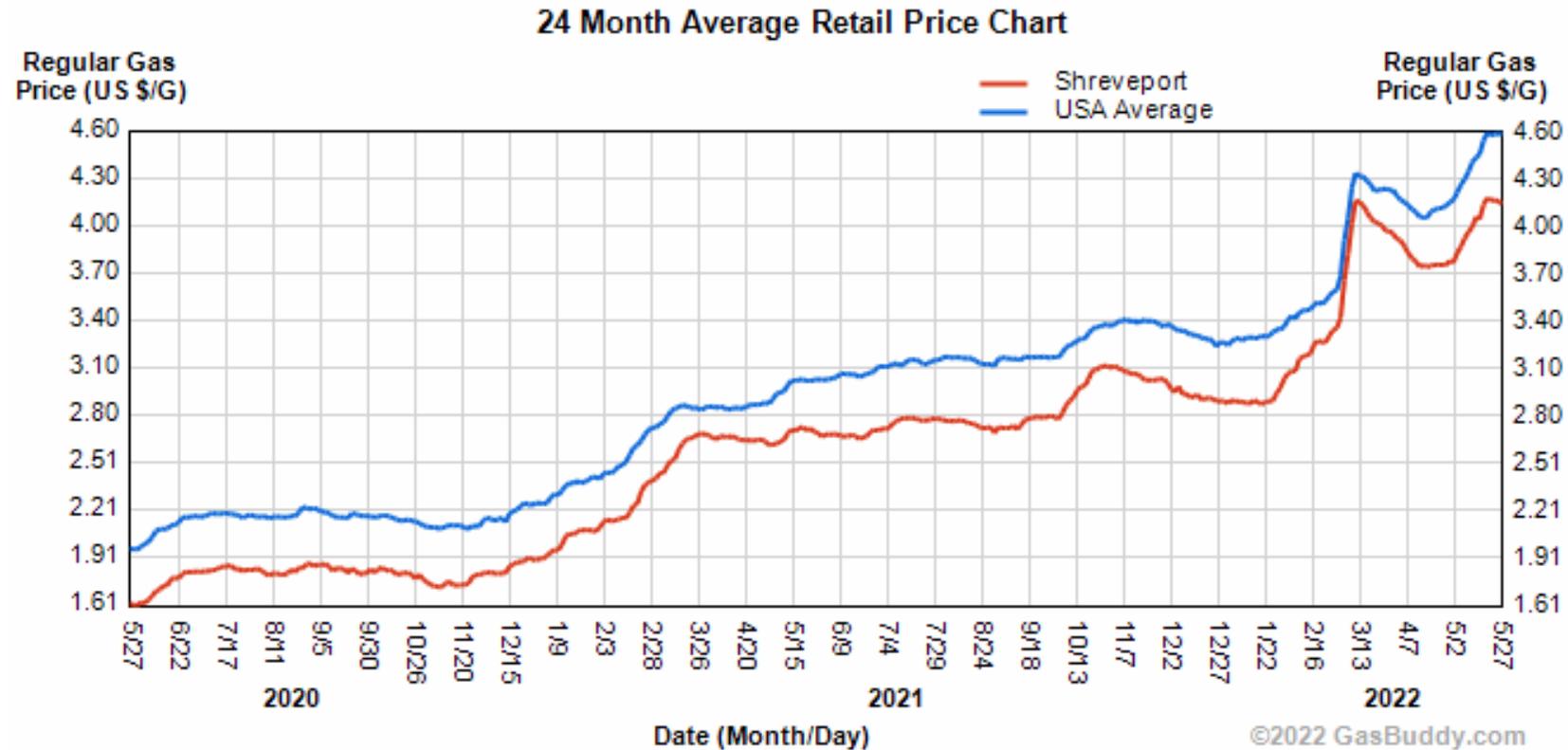
Gas Prices – May 27, 2022

 Shreveport-Bossier City ▼				
	Regular	Mid	Premium	Diesel
Current Avg.	\$4.217	\$4.527	\$4.824	\$5.163
Yesterday Avg.	\$4.224	\$4.528	\$4.857	\$5.174
Week Ago Avg.	\$4.253	\$4.532	\$4.833	\$5.235
Month Ago Avg.	\$3.803	\$4.111	\$4.424	\$4.853
Year Ago Avg.	\$2.752	\$3.044	\$3.337	\$2.965
HIGHEST RECORDED AVERAGE PRICE				
		Price	Date	
Regular Unleaded		\$4.253	5/21/22	
Diesel		\$5.286	5/15/22	

Data from: [AAA](#)



Gas Prices – May 27, 2022



Data from: [GasBuddy](https://www.gasbuddy.com)

Thank you

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Marcelo Vilches Robert

Marcelo Vilches Robert is an MBA Student at LSUS specializing in Data Analytics.

He has an extensive experience as an International Business Consultant in the Oil and Gas industry. Today, he works in the Financial Sector in Houston, Texas.



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