



March 16, 2011

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The following study was commissioned by the Washington Parish Council and the Washington Economic Development Foundation (WEDF). The analysis was conducted using generally accepted research methods, models and techniques.

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Sincerely,

A handwritten signature in black ink that reads 'William Joubert'. The signature is written in a cursive style with a long, sweeping tail on the 't'.

William Joubert
Director
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Southeastern Louisiana University Business Research Center
A Collaborative Effort of the Southeast Louisiana Business Center and
the Southeastern Louisiana University College of Business

WASHINGTON PARISH STRATEGIC OPPORTUNITIES STUDY

Prepared for the
Washington Parish Council
and the
Washington Economic
Development Foundation

March 2011



Southeastern Louisiana
University Business
Research Center and
College of Business

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INTRODUCTION

The economy of Washington Parish has traditionally been focused on natural resource-based industries, primarily forestry and agriculture and associated processing and manufacturing facilities.

Washington Parish more recently has sought to diversify its economy by growing and recruiting businesses in the health care, communications, food processing, retail, and service sectors.

This study will serve as a “snapshot” of current conditions in Washington Parish and illustrates the recent trends of several important factors. It also points out particular strengths and opportunities in the parish that could facilitate economic growth and development.

The study utilizes secondary data sources from the U.S. Census Bureau, U.S. Bureau of Labor Statistics, Claritas Incorporated, ESRI, and the Louisiana Department of Transportation and Development.

This analysis will contribute to informed planning and decision-making as the Washington Parish Council and Washington Economic Development Foundation seek to enhance growth opportunities in the parish.

BACKGROUND AND DEMOGRAPHICS

Washington Parish is located in the northeastern corner of the Florida Parishes region of Louisiana, bordered on the west by Tangipahoa Parish, Louisiana, on the south by St. Tammany Parish, Louisiana, and on the north and east by the state of Mississippi (see Figure 1).

There are four incorporated communities in Washington Parish – one city (Bogalusa), one town (Franklinton), and two villages (Angie and Varnado). Franklinton is the parish seat.

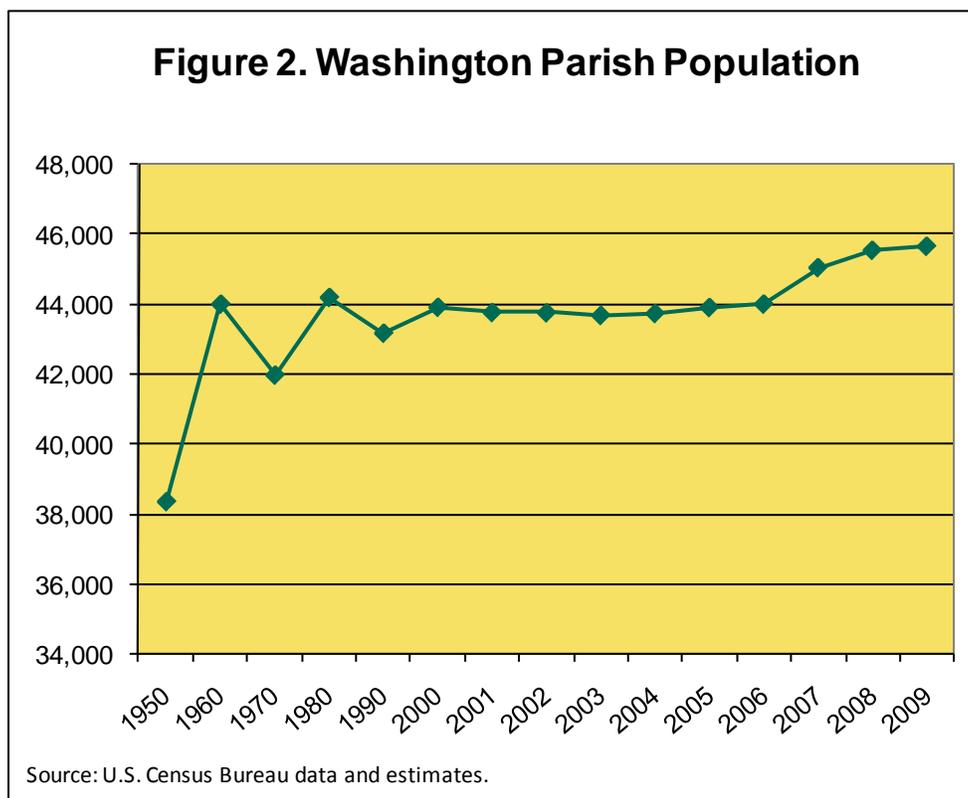
Washington Parish uses a President-Council form of government operating under a Home Rule Charter.

Population

Washington Parish’s population increased from 38,371 in 1950 to 44,015 in 1960, then declined to approximately 42,000 in 1970 (see Figure 2). The population increased again to 44,207 in 1980 before declining to 43,185 in 1990 following Louisiana’s oil and agriculture crises in the mid to late 1980s.

Figure 1. Washington Parish Location and Driving Distances





The parish's population grew somewhat during the 1990s to 43,926 in 2000, and settled in the 43,700-43,900 range from 2000 to 2005. Following Hurricane Katrina in August 2005, the population of Washington Parish experienced a growth spurt as evacuees from the storm resettled north of Lake Pontchartrain.

The population grew by 2.4 percent from 2006-2007, from 44,017 to 45,059, and another 1.1 percent from 2007-2008. The population grew only slightly from 2008-2009, and seems to have plateaued again at approximately 45,700. (Note that the x-axis in Figure 2 is not to scale, and that all population numbers after 2000 are estimates. Data from the 2010 Census, which may lead to revisions of these estimates, will begin to be released in 2011.)

Figure 3 illustrates Washington Parish's 2000 and 2010 populations by age category. The largest numeric and percentage growth occurred among 55-64 year olds, which grew from 4,222 to an estimated 5,829 (+38.1 percent, and up from 9.6 percent to 12.8 percent of the population). The number of individuals aged 0-24 and 35-44 are estimated to have declined from 2000-2010, while the number of residents from 25-34 and 45+ increased. In 2010 an estimated 38.4 percent of residents were in the prime working age categories of 25-54.

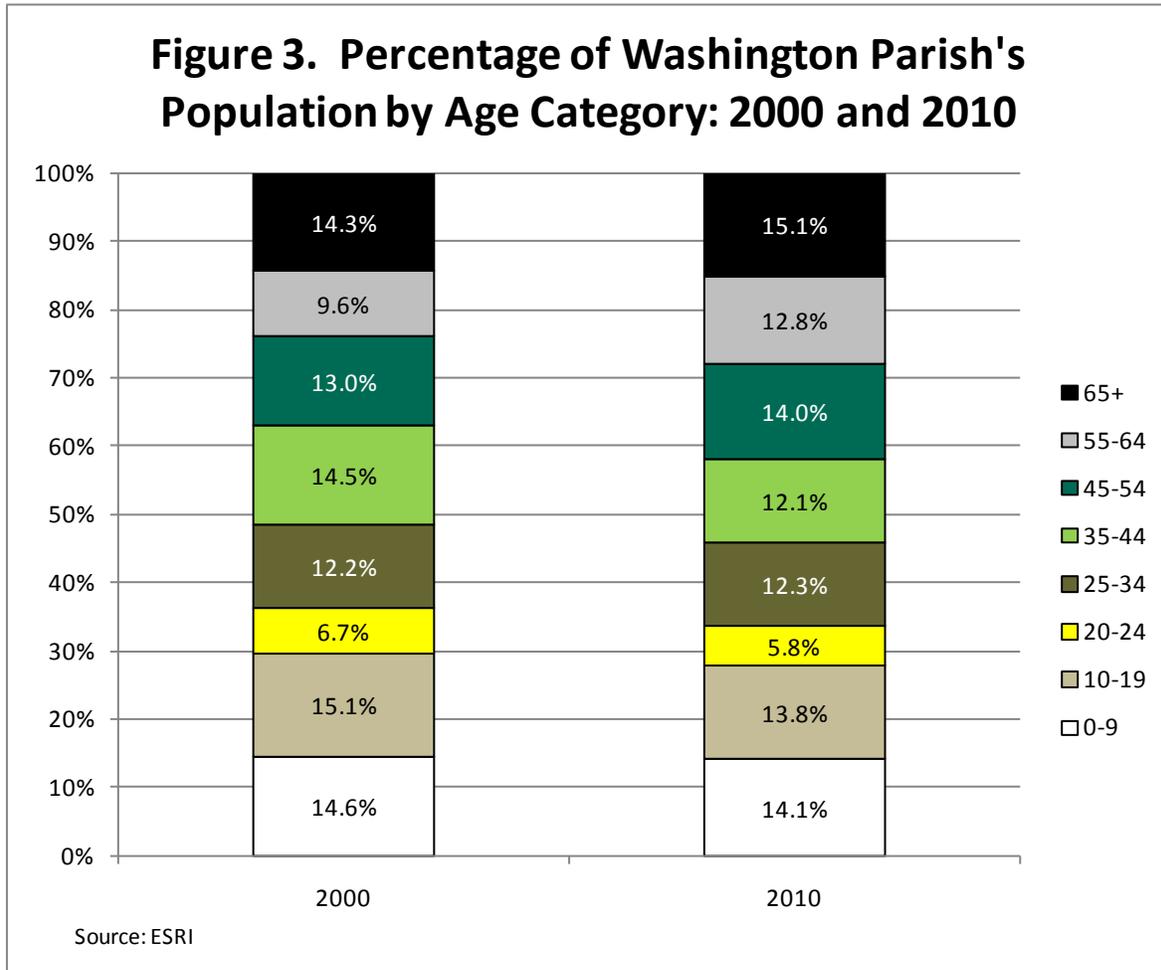
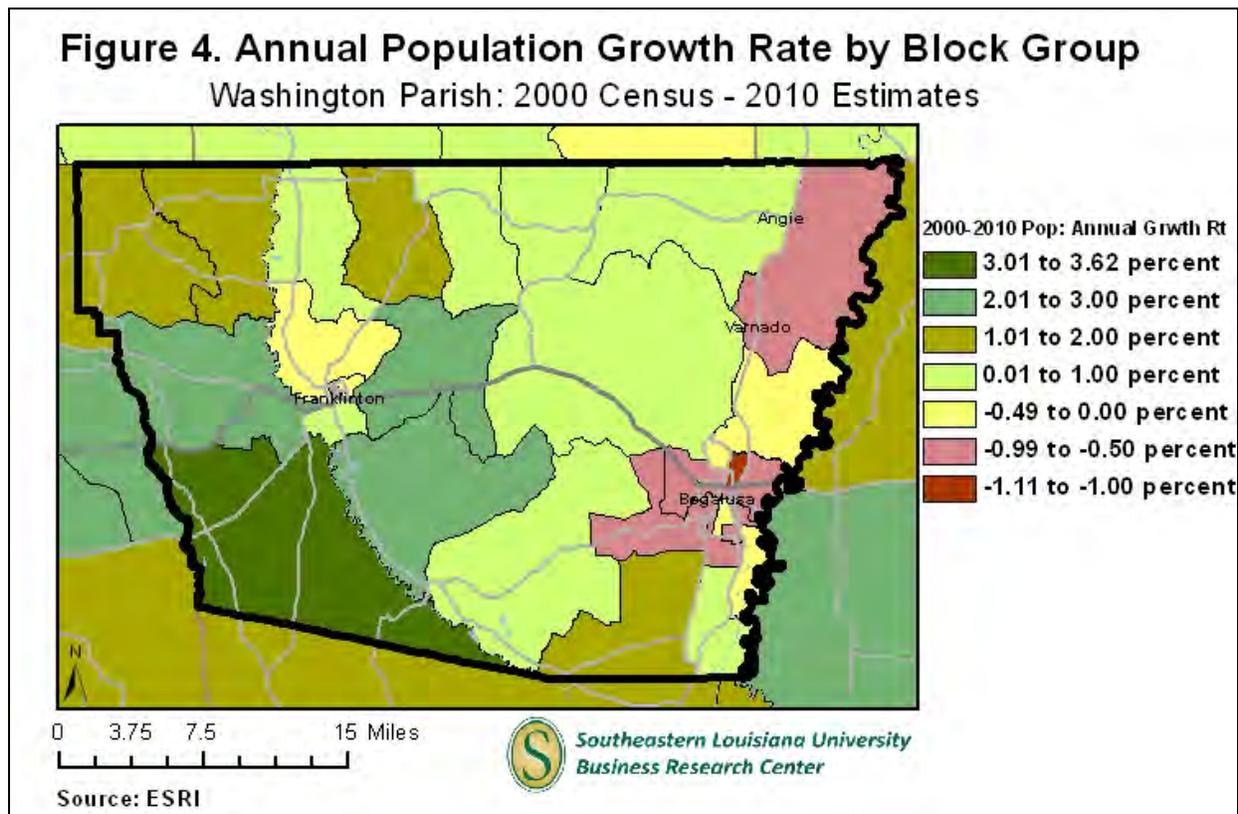


Figure 4 illustrates the 2000-2010 average annual population growth rates in Washington Parish by Census block group.

The greatest growth occurred in the Census block group in the southwest corner of the parish, where the population increased an average of 3.62 percent per year. Several other areas in the southwest quadrant of the parish around Franklinton grew between 2.0 and 3.0 percent per year.

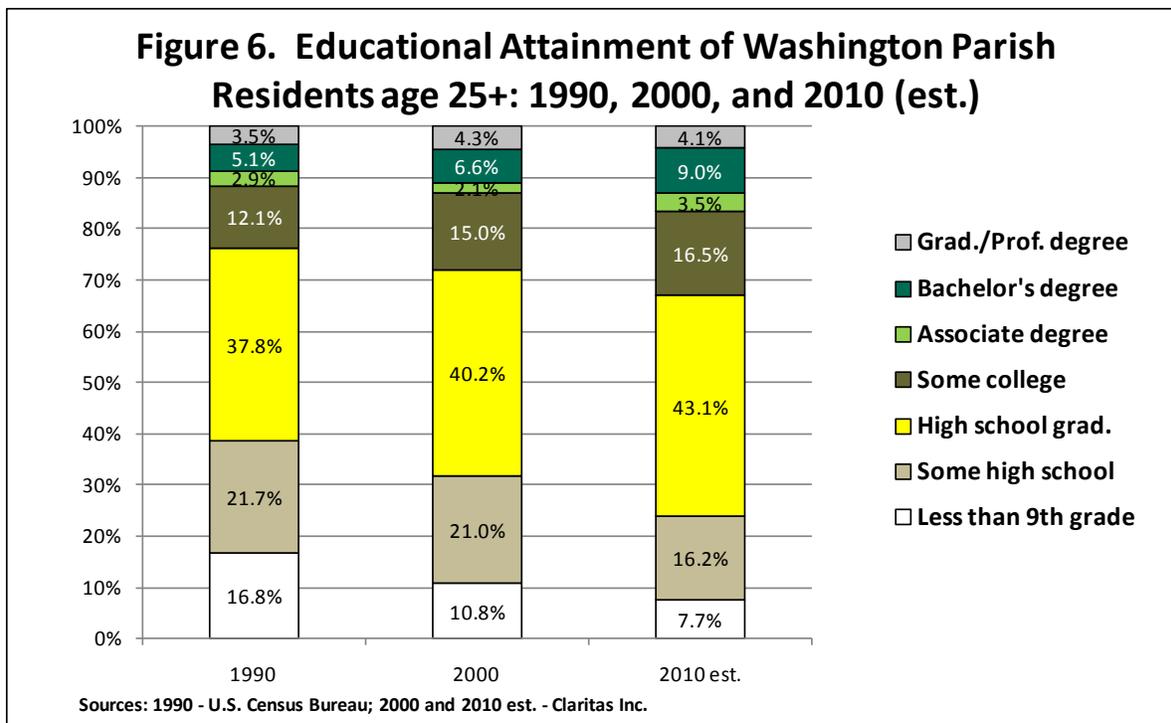
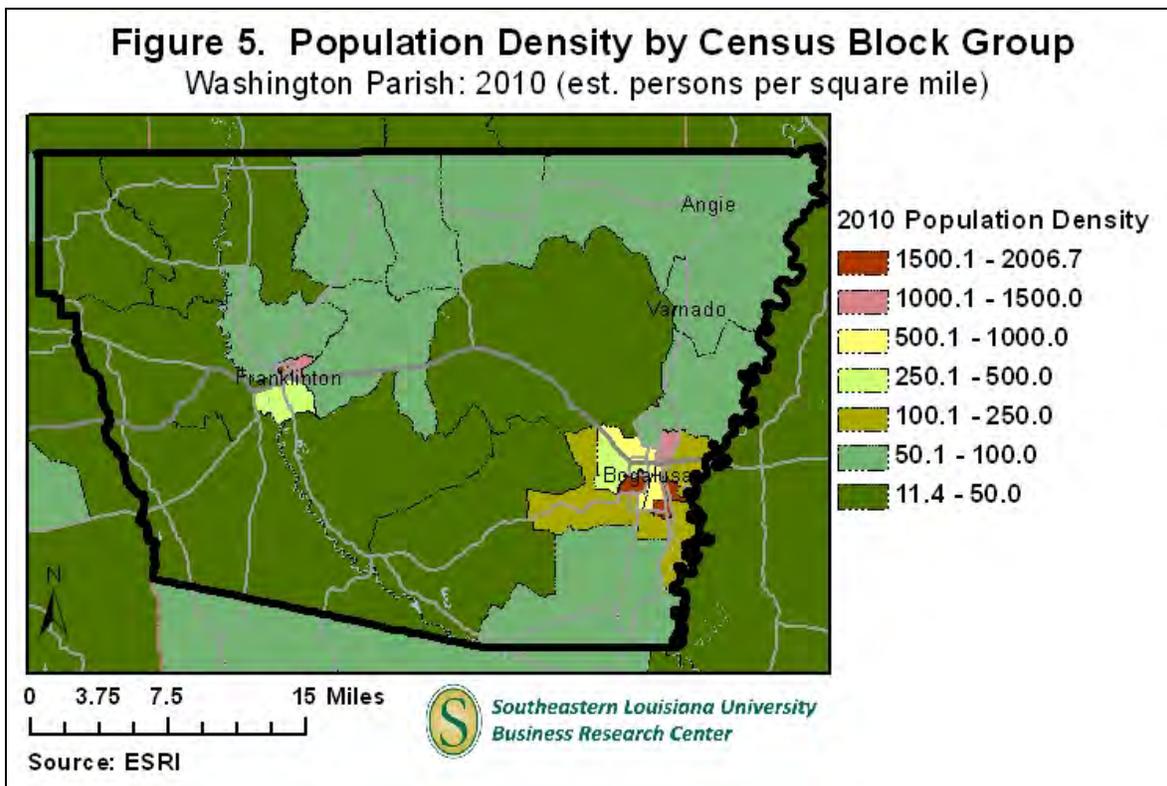
Areas along the eastern edge of the parish had the greatest estimated declines in population over this period, with one small block group on the north side of Bogalusa declining an average of 1.11 percent per year.



Most of Washington Parish has very low population densities, with an average density in 2000 of 65.6 persons/square mile (Census Bureau). Only those block groups in and around Bogalusa and Franklinton have 2010 estimated population densities exceeding 100 persons per square mile (Figure 5). The highest densities in the parish (1,500 – 2006.7 persons/square mile) are found in three block groups in south Bogalusa and a very small one in north Franklinton. The low population densities are advantageous for industrial development and activities requiring substantial amounts of open space.

Educational Attainment of Washington Parish Residents

The education levels attained by Washington Parish residents increased significantly from 1990 to 2010, with the percentage of residents having less than a high school diploma declining from 38.5 percent in 1990 to an estimated 23.9 percent in 2010. The percentage of residents with a high school diploma (or equivalent) increased from 37.8 percent in 1990 to an estimated 43.1 percent in 2010, and the percentage of residents with *more* than a high school education increased from 23.7 percent to 33.0 percent over the same period (see Figure 6).



LAND USE

Washington Parish encompasses an area of 670 square miles (approximately 429,000 acres). As suggested by the low population densities discussed in the previous section, Washington Parish is a largely rural parish with expanses of undeveloped land. Based on 2005 land use data, only 3.4 percent of the acreage in the parish was developed at that time (Table 1).

Almost 290,000 acres of undeveloped, non-wetlands acreage is located throughout the parish.

Table 1. Washington Parish Land Use: 2005

Source: NOAA Coastal Services Center

<u>Land Use Description</u>	<u>Acreage</u>	<u>Percent of Total</u>
Forest/Scrub/Shrub	189,315	43.8%
Forested or Scrub/Shrub wetlands	123,945	28.7%
Pasture & Cultivated land	66,134	15.3%
Bare land/Grassland	31,639	7.3%
Developed land	14,829	3.4%
Water	5,892	1.4%
Other	860	0.2%

INFRASTRUCTURE

Highways

The primary traffic artery in Washington Parish is LA10, which bisects the parish in an east-west direction, passes through both Franklinton and Bogalusa, and connects the parish with Amite, Louisiana to the west and Poplarville, Mississippi (via MS26) to the east (Figure 7). This highway is slated to be a part of the proposed Zachary Taylor Parkway, which, when completed, will stretch 210 miles from Interstate 49 near Alexandria, Louisiana in the west to Interstate 59 near Poplarville, Mississippi in the east. Construction of the John James Audubon Bridge, a key component of the parkway, is nearing completion. The Audubon Bridge will cross the Mississippi River between St. Francisville and New Roads, Louisiana, and will be the only bridge across the river in the 90-mile stretch between Baton Rouge, Louisiana and Natchez, Mississippi.

Future plans include the four-laning of all highways which make up the parkway – LA1, LA10, and MS26 – thus allowing travelers a convenient, scenic alternative to the congestion of Interstates 10 and 12.

Other primary highways in Washington Parish include LA25 from Franklinton south to Covington and north to Tylertown, Mississippi (via MS27), LA21 which connects Bogalusa with Covington to the southwest and Columbia, Mississippi to the north (via MS35), and LA21/LA41 from Bogalusa to Slidell.

Washington Parish is located between three major interstate highways. As illustrated in Figure 1, interstate highway access from the center of Washington Parish is about 33 miles to both the east and west (I-59 near Poplarville, MS and I-55 in Amite) and approximately 42 miles to the south (I-12 in Covington/Mandeville).

Rail

Freight rail service is provided by Canadian National Railway with a line running from Bogalusa northward through Varnado and Angie, on through Columbia, Mississippi, and ultimately connecting with the main line in Brookhaven, Mississippi.

Pipelines

As shown in Figure 7, Washington Parish is transected by several natural gas transmission lines and one liquefied petroleum gas line owned by various companies.

Airports

Washington Parish has two local airports with asphalt runways. The Bogalusa-Carr Memorial Airport, located immediately north of Bogalusa, has a 5,000 foot runway. The Franklinton Airport, located southeast of Franklinton on LA1072, has a 3,000 foot runway.

Industrial Parks

Both Bogalusa and Franklinton have industrial parks with available lots and infrastructure in place.

The 100-acre Bogalusa Industrial Park is located in an Enterprise Zone. The park is adjacent to four-lane LA21 and the Canadian National Railway main track. Plot sizes range from five to 25 acres, and an additional 40 acres are located adjacent to the park for future development. The entrance road to the park is in the process of being widened at this time.

The Franklinton Business and Industrial Park is located on LA Highway 10 North. It includes five total acres of flat industrial land that is ready for construction. The site includes 3-phase electric power and is serviced by six-inch water and eight-inch sewage lines.

TRAFFIC COUNTS

Based on the latest available data from the Louisiana Department of Transportation and Development, the recording station with the highest average daily traffic (ADT) in 2007 was

on LA10 west of Franklinton, just east of the Bogue Chitto River, which recorded 15,703 vehicles per day (Figure 8). The second highest traffic count was 15,489 on Cumberland Street in Bogalusa. As shown in Figure 8, all of the recording stations with counts greater than 10,000 vehicles per day are clustered around Franklinton and Bogalusa.

However, several of the locations which recorded the greatest percentage increases in traffic from 2004 to 2007 are in the extreme northern reaches of the parish. The recording station farthest to the northwest in the parish, on LA450 northwest of Mt. Hermon, increased from 447 vehicles/day in 2004 to 1,647 in 2007, an increase of 268.5 percent. The second highest increase in the parish was nearby on LA38 south of Mt. Hermon, where the ADT increased 154.1 percent, from 1,777 in 2004 to 4,516 in 2007.

Temporary disruptions or events which may have altered normal traffic flow at the recording stations, such as road construction, evacuations, etc., must be kept in mind when analyzing traffic count changes.

EDUCATION and HEALTH CARE

Education

Children in Washington Parish are educated in two public school systems and several private/parochial schools (Figure 9). Schools are located throughout the parish for convenient accessibility to all residents.

The Washington Parish School System includes one primary, four elementary, two junior high, two high schools, one combination junior/senior high school, and one pre-kindergarten to 12th (PK-12) grade school.

The Bogalusa City School System includes four elementary, two middle schools, and two high schools.

Private and parochial schools in the parish include one PK-8 and two PK-12 schools.

The Northshore Technical College (NTC) – Sullivan Main Campus, located in Bogalusa, provides post-secondary education in 16 programs of study. NTC's Workforce Development Division also offers customized workforce training and industry certification programs.

Numerous four-year colleges are located within 100 miles of Washington Parish, with the closest being Southeastern Louisiana University in Hammond, approximately 40-50 miles to the southwest.

Health Care

Washington Parish is served by three hospitals, one mental health clinic, and one psychiatric care hospital (Figure 9). One of the hospitals, the Bogalusa Medical Center, is one of eight

hospitals managed by the LSU Health Care Services Division, which has the mission of providing care for the uninsured and training for future health care professionals.

Figure 7. Washington Parish Infrastructure

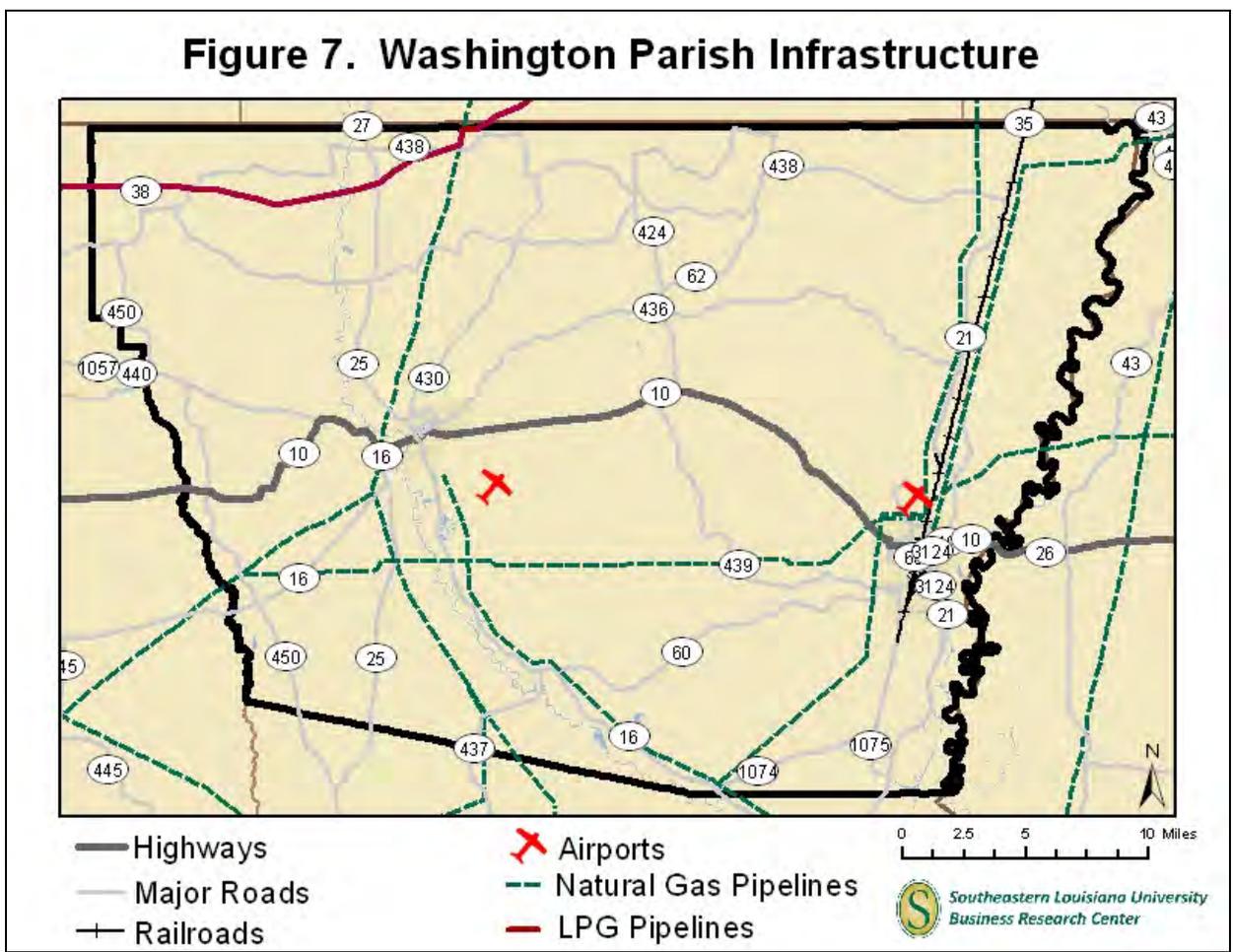
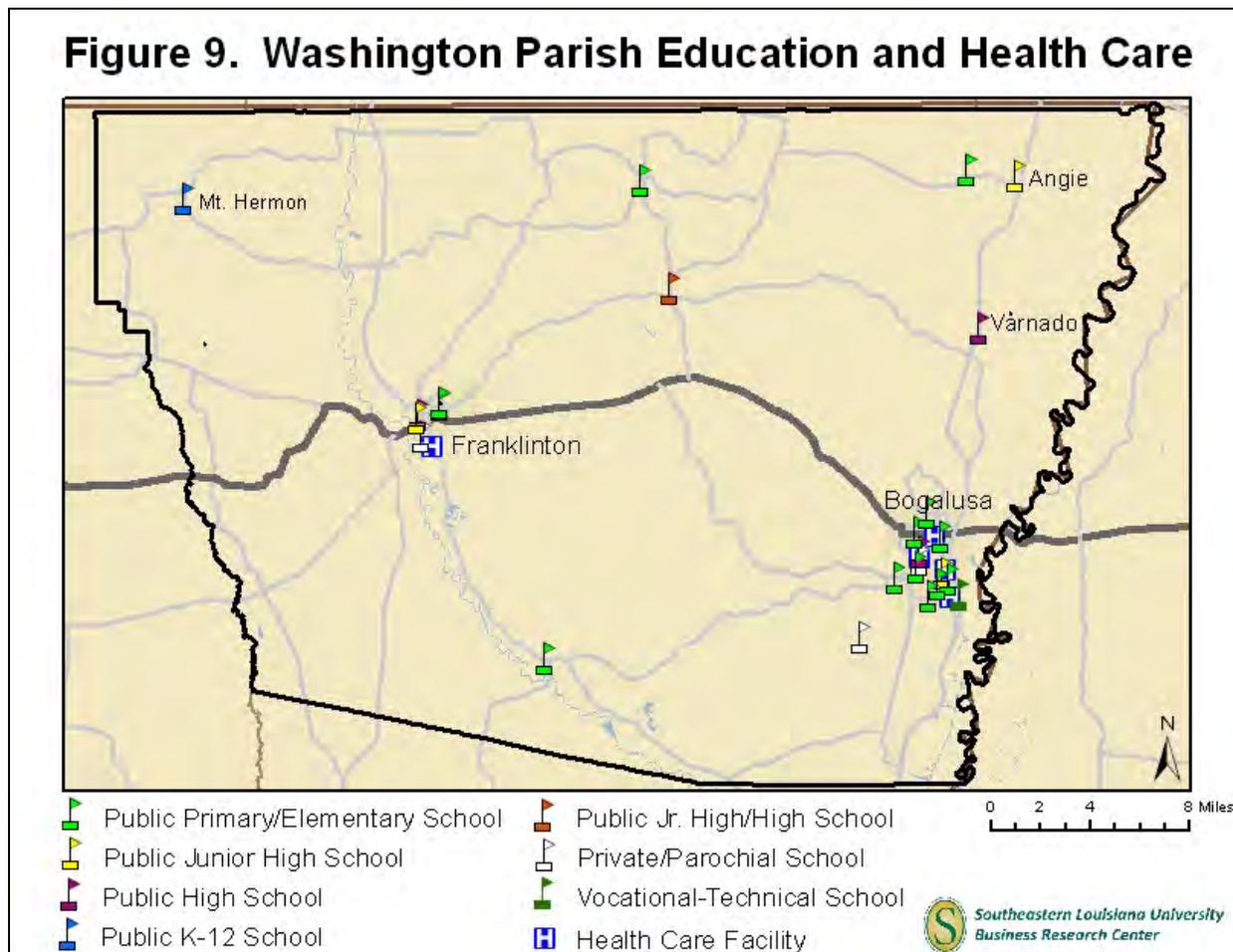


Figure 9. Washington Parish Education and Health Care



CULTURAL ACTIVITIES and RECREATION

Washington Parish is known for the beauty of its landscape and the events and sites which celebrate its heritage. Family-friendly events and activities are available throughout the year and across the parish.

Washington Parish Free Fair

The Washington Parish Free Fair is the second-oldest fair in the State of Louisiana and is believed to be the largest free county/parish fair in the United States. The fair celebrates its 100th anniversary in 2011.

Held in October of each year, the fair enjoys the participation and support of volunteers from across the parish, and draws many visitors from Washington Parish, southeast Louisiana, and southwest Mississippi. Activities include a 5K race, livestock and food exhibits, professional rodeo, historic displays and events, a midway, and numerous free concerts by local, regional, and national talent.

Mile Branch Settlement

Located on the Washington Parish Fairgrounds, the historic Mile Branch Settlement (MBS) is a collection of period structures (some listed on the National Register of Historic Places) from across Washington Parish gathered to re-create an early Washington Parish settlement and commemorate the pioneers who settled the parish.

Volunteers in authentic costumes provide entertaining stories while educating visitors about the everyday life of early Washington Parish residents.

Special activities are held at MBS during the Parish Fair and at Christmas.

Bogue Chitto State Park

One of the newest and most impressive state parks in Louisiana is the Bogue Chitto State Park, located on the Bogue Chitto River south of Franklinton. As described on the Office of State Parks website:

At Bogue Chitto State Park, visitors will experience a diversity of natural habitats on one of the most dynamic and scenic river systems in Louisiana. The 1,786-acre site includes small streams, cypress tupelo swamps, a hardwood forest, upland forests and a rolling landscape.

Overnight visitors will find accommodations from tent camping to RV camping to cabins overlooking the bluffs. For larger groups and family reunions, the park offers a group camp and a conference room.

Fourteen miles of equestrian trails wind through some of the most interesting topography of southern Louisiana, with the trailhead located near Fricke's Cave. A day trip to Bogue Chitto State Park will be a full one, with a river perfect for canoeing or kayaking, 11 lakes stocked with a variety of freshwater fish, a water playground, numerous picnic pavilions and an outdoor classroom.

Poole's Bluff Recreation Area

The Poole's Bluff Recreation Area (PBRA) is the result of a cooperative effort between the Army Corps of Engineers (which owns the property), the State of Louisiana (which leases the property from the Corps of Engineers), and Washington and St. Tammany parishes (which sub-lease the property from the state.)

Located on the Pearl River Navigational Canal southeast of Bogalusa, the PBRA is a popular recreation location and launching site for anglers and boaters to access the Canal and the West Pearl River. The Parish has expended \$300,000 since 2005 to upgrade road access and the grounds of the 6-acre site, and private donors provided the funding for the *U.S. Marine Cpl. David "Bear" Stewart/Veterans Memorial* located on the PBRA grounds.

Public Lands

Hunters, hikers, anglers, and nature watchers enjoy public access to Ben's Creek Wildlife Management Area (BCWMA), managed by the Louisiana Department of Wildlife and Fisheries (LDWF), and the Bogue Chitto National Wildlife Refuge (BCNWR), owned and managed by the U.S. Fish and Wildlife Service.

As described on the LDWF website, BCWMA is:

... comprised of 13,044 acres ... located west of Bogalusa in Washington Parish. This property was leased by the Department in 1987 from Cavenham Forest Industries and is currently leased from Weyerhaeuser Co, Inc. Access to the area is gained from LA 10. Some roads within the WMA have been closed to vehicular traffic and are so marked.

The terrain is rolling hills managed primarily for pine timber. Loblolly Pine is the dominant overstory species. To a much lesser extent, longleaf pine, red maple, black cherry, persimmon and red oak are also found in the overstory. The area is actively managed by Weyerhaeuser Company for pine production. Extensive clear cutting and thinnings result in thick underbrush. Species such as yaupon, broomsedge, French mulberry, blackberry, and wax myrtle are found in the understory.

Several small creeks are found on the area. In these areas blackgum, yellow poplar, and sweetbay magnolia are the dominant overstory species. Wax myrtle, titi, green briar, gallberry, and switchcane are commonly found in the understory.

Deer, wild turkey, and rabbits are the primary species sought by hunters. Hunting for these species is considered good at this time but could fluctuate with changes in timber management practices. Quail, woodcock and squirrel are also hunted. An extensive system of wildlife food plots has been established, benefiting deer, turkey, quail, and rabbits as well as other non-game species.

The U.S. Fish and Wildlife Service website's overview of the BCNWR describes the history and ecology of the Refuge as follows:

On June 30, 1980, President Jimmy Carter signed Public Law 96-288 authorizing the 40,000-acre Bogue Chitto National Wildlife Refuge (NWR) in Washington and St. Tammany Parishes, LA, and Pearl River County, MS. Since that time, the U.S. Fish and Wildlife Service has been acquiring bottomland hardwood habitat in the Pearl River Basin. On December 13, 1989, Congress authorized a boundary expansion for Bogue Chitto NWR that included an additional 8,400 acres of bottomland hardwoods in St. Tammany Parish. To date, some 36,447 acres have been placed under refuge management. The refuge is still in an acquisition phase.

White-tail deer, squirrel, turkey and hog hunting and fishing are offered to the public. The endangered and threatened species found on the refuge are bald eagle, ringed-sawback turtle, gopher tortoise, inflated heelsplitter mussel, and gulf sturgeon. Access is primarily by boat on the refuge's Louisiana side and road access is available on the refuge's Mississippi

side. In Summer 2002, a new walking trail was unveiled on the Louisiana side of the Refuge. This 3/4 of a mile walking trail offers a unique journey into the interior of Bogue Chitto's majestic habitat.

Bogue Chitto NWR is primarily composed of bottomland hardwood habitat interlaced by the Bogue Chitto and Pearl River Systems. Numerous sloughs, bayous and lakes are located on the refuge. Water levels fluctuate by several feet from their low point in the summer to winter/spring flood stage. Over 90% of the refuge can be flooded during seasonal high river periods. The mixed hardwood forest includes water oak, overcup oak, American elm, sweetgum, and swamp red maple on higher elevations and bald cypress, tupelo gum, and swamp blackgum along the wettest areas. Mid-story in mixed hardwoods includes ironwood, arrowwood, Virginia willow and reproduction of the overstory. Typical mid-story plants along the sloughs and bayous are buttonbush, swamp privet, and water elm.

EMPLOYMENT, COMMUTING PATTERNS, and EARNINGS

Employment by Industry

Figure 10 illustrates the percentage of Washington Parish residents employed in various industries in 2008 (including residents who commute to jobs outside the parish). Note that 2007 data is used for *Educational Services* because of problems with the 2008 data for that sector.

Approximately one of every six (15.6 percent) employed Washington Parish residents worked in the *Health Care and Social Assistance* sector in 2008. Other sectors employing over 10 percent of total employees were *Retail Trade* (12.7 percent), *Educational Services* (10.7 percent), and *Manufacturing* (10.4 percent). These four sectors employ almost half (49.4 percent) of all employed Washington Parish residents.

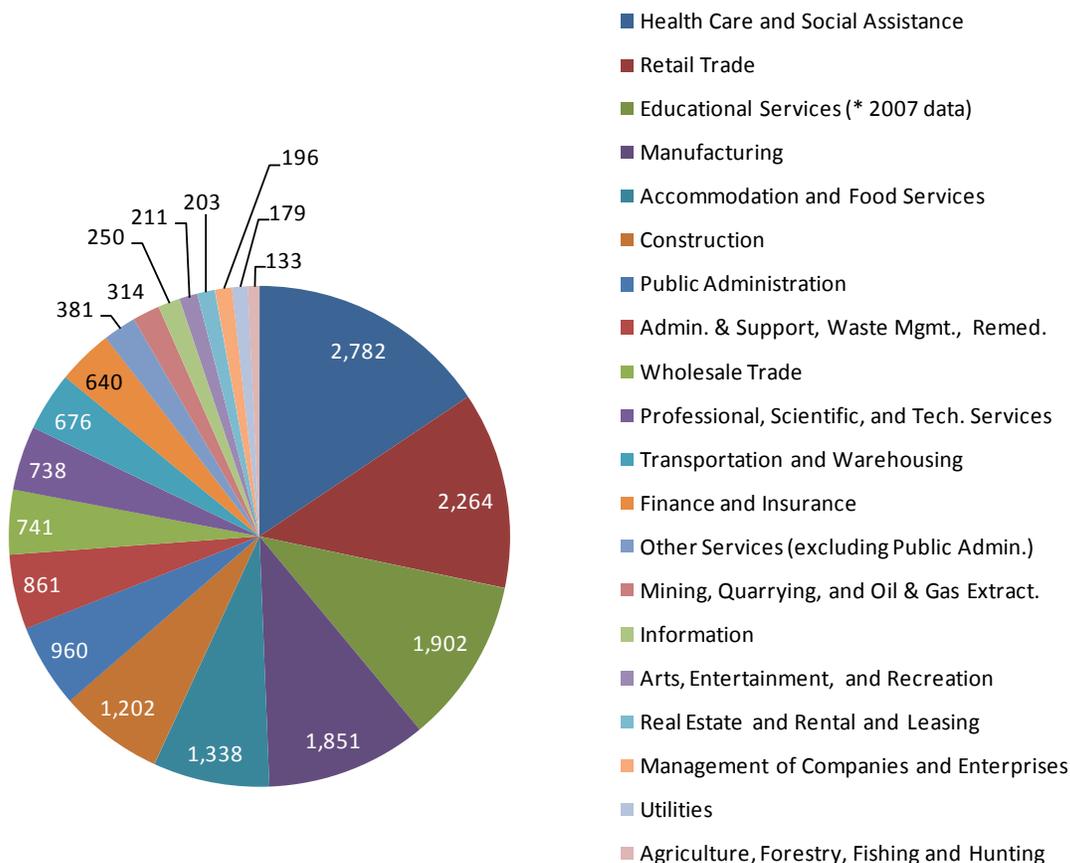
Jobs by Sector

Data on the number of jobs in Washington Parish is available through 2009. Figure 11 reflects the number of jobs by industry sector in 2009, regardless of where the workers lived. (Note: The number of jobs in *Management of Companies and Enterprises* was not actually zero. The count was not available due to suppression of data for confidentiality reasons.)

The industry providing the most jobs in Washington Parish in 2009 was *Health Care and Social Assistance* (1,980 or 19.7 percent of all jobs), followed by *Educational Services* (1,863 or 18.5 percent). The number of jobs provided by the third and fourth ranked industries were almost identical – 1,225 in *Retail Trade* and 1,224 in *Manufacturing*, each representing 12.2 percent of all Washington Parish jobs.

These top four industries accounted for 62.5 percent of all jobs in the parish in 2009.

Figure 10. Number of Washington Parish Residents Employed in Various Sectors: 2008*

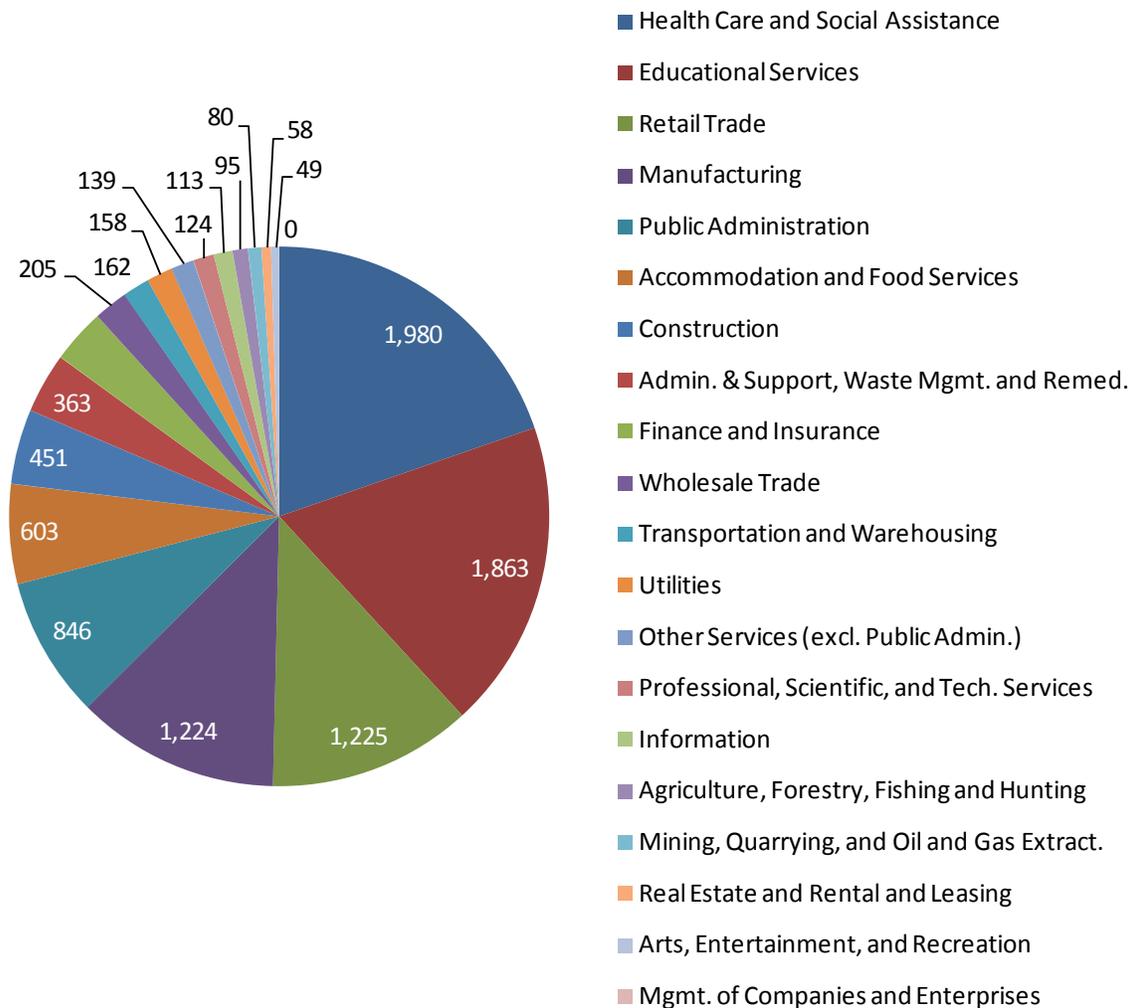


Source: U.S. Census Bureau, LED OnTheMap Origin-Destination Database
 * 2007 data used for Educational Services

Table 2 compares 2008 employment (2007 for *Educational Services*) by sector to employment in 2003. The sectors in Table 2 are ranked in declining order of the change in number of employees from 2003 to 2008. The number of *Administration & Support and Waste Management and Remediation* employees increased the most (+391, +83.2 percent), while the number of *Educational Services* workers declined the most (-200, -9.5 percent).

The number of employed Washington Parish residents increased in 13 sectors and declined in seven. The overall number of employed residents grew from 16,623 to 17,822, an increase of 7.2 percent.

Figure 11. Number of Washington Parish Jobs by Sector: 2009



Source: U.S. Census Bureau, Quarterly Workforce Indicators (QWI Online)

Sector	2003		2008*		2003-2008* Change	
	Number	%	Number	%	# Change	% Change
Admin. & Support and Waste Mgmt. and Remediation	470	2.8%	861	5.1%	391	83.2%
Health Care and Social Assistance	2,400	14.4%	2,782	16.6%	382	15.9%
Retail Trade	2,065	12.4%	2,264	13.5%	199	9.6%
Construction	1,040	6.3%	1,202	7.2%	162	15.6%
Accommodation and Food Services	1,202	7.2%	1,338	8.0%	136	11.3%
Professional, Scientific, and Tech. Services	634	3.8%	738	4.4%	104	16.4%
Transportation and Warehousing	601	3.6%	676	4.0%	75	12.5%
Wholesale Trade	685	4.1%	741	4.4%	56	8.2%
Management of Companies and Enterprises	160	1.0%	196	1.2%	36	22.5%
Arts, Entertainment, and Recreation	182	1.1%	211	1.3%	29	15.9%
Real Estate and Rental and Leasing	181	1.1%	203	1.2%	22	12.2%
Utilities	168	1.0%	179	1.1%	11	6.5%
Mining, Quarrying, and Oil and Gas Extraction	308	1.9%	314	1.9%	6	1.9%
Information	255	1.5%	250	1.5%	-5	-2.0%
Agriculture, Forestry, Fishing and Hunting	138	0.8%	133	0.8%	-5	-3.6%
Other Services (excluding Public Admin.)	406	2.4%	381	2.3%	-25	-6.2%
Finance and Insurance	675	4.1%	640	3.8%	-35	-5.2%
Public Administration	1,019	6.1%	960	5.7%	-59	-5.8%
Manufacturing	1,932	11.6%	1,851	11.0%	-81	-4.2%
Educational Services* (2007 data used for 2008)	2,102	12.6%	1,902	10.7%	-200	-9.5%
All Employees	16,623	100.0%	17,822	100.0%	1,199	7.2%

Table 3 displays the change in Washington Parish jobs by industry from 2003 to 2009. The sectors are listed in declining order of the change in number of jobs.

The greatest increase in number of jobs was in *Health Care and Social Assistance*, which added 440 jobs from 2003 to 2009. The largest percentage increase was in *Administration & Support and Waste Management and Remediation*, up approximately 153 percent.

The largest decline in number of Washington Parish jobs was in the *Manufacturing* sector, which lost 312 positions. The greatest percentage decline of jobs was in *Professional, Scientific, and Technical Services*, down 58.5 percent over the six-year period.

Seven sectors increased employment in Washington Parish from 2003-2009, while 13 had reductions in the number of jobs. The total number of jobs across all sectors was down 2.7 percent.

Sector	2003		2009		2003-2009 Change	
	Number	%	Number	%	# Change	% Change
Health Care and Social Assistance	1,539	14.9%	1,980	19.7%	440	28.6%
Admin. & Support and Waste Mgmt. and Remediation	144	1.4%	363	3.6%	219	152.8%
Public Administration	747	7.2%	846	8.4%	99	13.3%
Educational Services	1,836	17.8%	1,863	18.5%	27	1.4%
Utilities	141	1.4%	158	1.6%	16	11.5%
Accommodation and Food Services	592	5.7%	603	6.0%	12	1.9%
Real Estate and Rental and Leasing	52	0.5%	58	0.6%	6	11.7%
Wholesale Trade	206	2.0%	205	2.0%	-1	-0.5%
Arts, Entertainment, and Recreation	54	0.5%	49	0.5%	-5	-9.3%
Finance and Insurance	342	3.3%	327	3.2%	-15	-4.4%
Mining, Quarrying, and Oil and Gas Extraction	100	1.0%	80	0.8%	-20	-20.1%
Transportation and Warehousing	186	1.8%	162	1.6%	-24	-12.9%
Information	145	1.4%	113	1.1%	-32	-22.2%
Agriculture, Forestry, Fishing and Hunting	152	1.5%	95	0.9%	-58	-37.8%
Other Services (excl. Public Admin.)	225	2.2%	139	1.4%	-87	-38.4%
Retail Trade	1,400	13.5%	1,225	12.2%	-174	-12.5%
Professional, Scientific, and Tech. Services	299	2.9%	124	1.2%	-175	-58.5%
Construction	648	6.3%	451	4.5%	-197	-30.4%
Manufacturing	1,536	14.9%	1,224	12.2%	-312	-20.3%
Management of Companies and Enterprises	n/a	n/a	n/a	n/a	n/a	n/a
All Employees	10,341	100.0%	10,061	100.0%	-281	-2.7%

Commuting Inflows and Outflows

Due to the aforementioned problems with 2008 *Educational Services* employment data, 2007 data on primary jobs were used to analyze commuting patterns (see Table 4).

With 18,243 employed Washington Parish residents in 2007, but only 9,712 jobs in the parish, there was a net outflow of 8,531 workers who left the parish for employment.

This net outflow is the result of an estimated 11,126 Washington Parish residents who commuted to jobs outside of the parish minus an inflow of approximately 2,595 workers who lived outside of Washington Parish but commuted to jobs inside the parish.

Approximately 39 percent of employed Washington Parish residents worked within the parish in 2007, filling 73 percent of Washington Parish jobs.

The other 61 percent of employed Washington Parish residents commuted to jobs outside of the parish.

Table 4. Washington Parish Commuting Inflows and Outflows: Primary Jobs, 2007

(Source: U.S. Census Bureau, LED OnTheMap Origin-Destination Database)

	<u>Number</u>	<u>Percentage</u>
Number of employed Washington Parish residents	18,243	100.0%
Residents who live in Washington Parish but work elsewhere	11,126	61.0%
Residents who live and work in Washington Parish	7,117	39.0%
Number of people employed in Washington Parish	9,712	100.0%
Employees who work in Washington Parish but live elsewhere	2,595	26.7%
Employees who work and live in Washington Parish	7,117	73.3%

When analyzed by industry groupings, differences in commuting flows emerge (Table 5 and Figures 12 and 13). While the percentages of Washington Parish residents employed in “Goods Producing” and “All Other Services” industries who commute out of the parish (56.8 percent and 57.4 percent, respectively) were similar and not much different from the percentage of all employed residents (61.0 percent, Table 4), almost three-fourths (74.1 percent) of parish residents employed in “Trade, Transportation, and Utilities” industries commuted out of the parish. This same industry class has the highest percentage of parish jobs filled by outside workers commuting into the parish (41.2 percent).

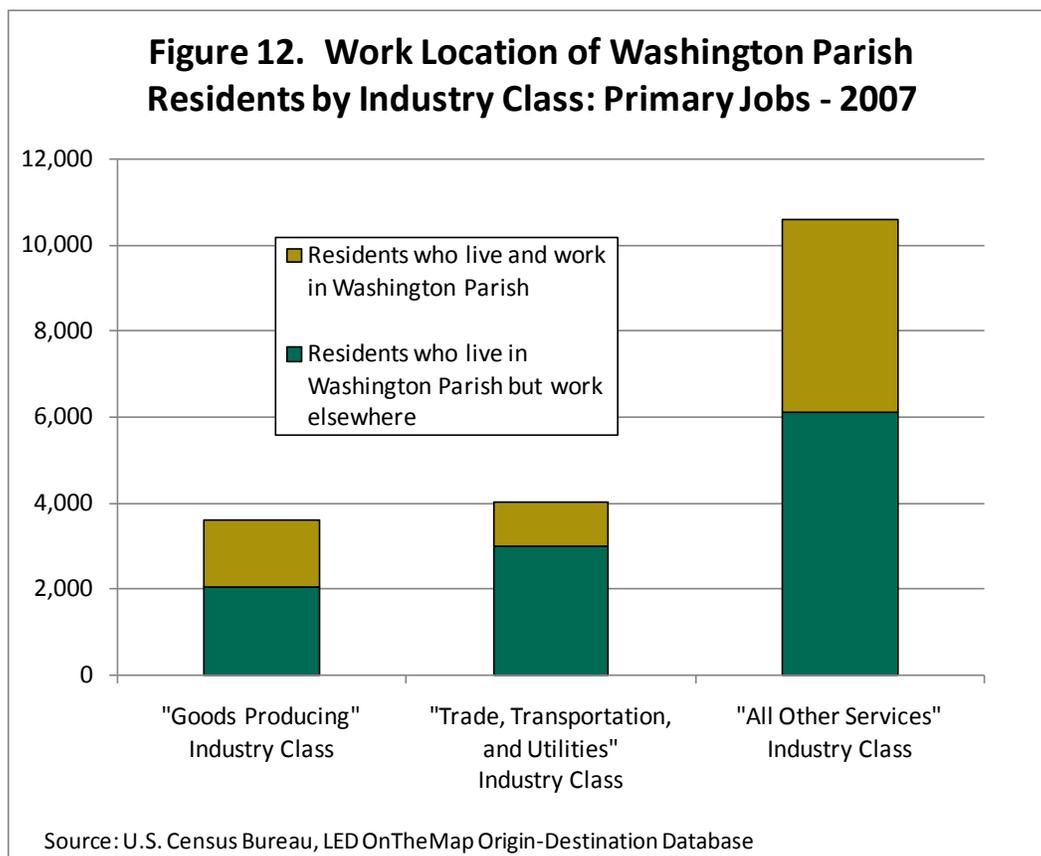
Conversely, as illustrated in Figure 13, approximately 4 out of 5 (77.9 percent) “All Other Services” jobs in Washington Parish are held by Washington Parish residents.

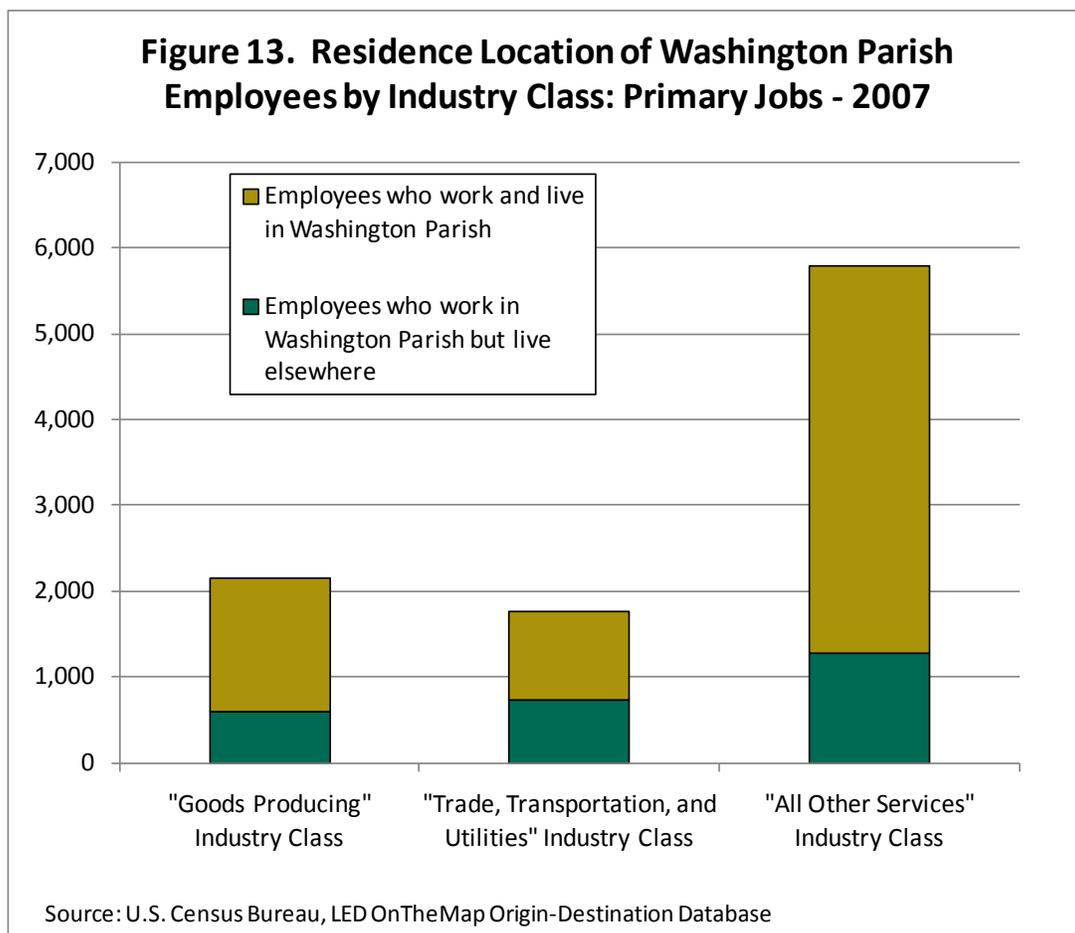
The many Washington Parish residents leaving the parish for work are a readily-available source of skills and experienced labor for companies wishing to locate or expand in Washington Parish. If comparable pay and benefits were offered, most employees would rather work near their residence than have to commute, both in order to save money and free up discretionary time. Recent increases in fuel prices have only added to the costs of commuting.

**Table 5. Washington Parish Commuting Inflows and Outflows by Industry Class:
Primary Jobs, 2007**

(Source: U.S. Census Bureau, LED OnTheMap Origin-Destination Database)

	"Goods Producing" Industry Class		"Trade, Transportation, and Utilities" Industry Class		"All Other Services" Industry Class	
	Number	%	Number	%	Number	%
Number of employed						
Washington Parish residents	3,608	100.0%	4,024	100.0%	10,611	100.0%
Residents who live in Washington Parish but work elsewhere	2,050	56.8%	2,983	74.1%	6,093	57.4%
Residents who live and work in Washington Parish	1,558	43.2%	1,041	25.9%	4,518	42.6%
Number of people employed in Washington Parish	2,144	100.0%	1,769	100.0%	5,799	100.0%
Employees who work in Washington Parish but live elsewhere	586	27.3%	728	41.2%	1,281	22.1%
Employees who work and live in Washington Parish	1,558	72.7%	1,041	58.8%	4,518	77.9%





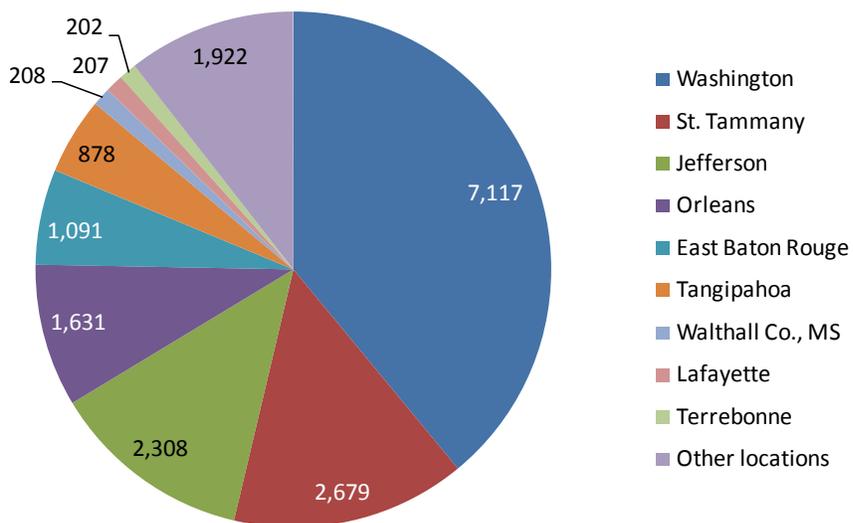
Commuting Patterns

Approximately one of every seven (2,679 or 14.7 percent) employed Washington Parish residents worked in St. Tammany Parish in 2007 (Figure 14). This was followed fairly closely by Jefferson Parish, where 2,308 Washington Parish residents (12.7 percent) were employed.

Other parishes employing substantial numbers of Washington Parish residents were Orleans (1,631 or 8.9 percent), East Baton Rouge (1,091 or 6.0 percent) and Tangipahoa (878 or 4.8 percent). All parishes or counties which employed 1.0 percent or more of employed Washington Parish residents are shown separately in Figure 14.

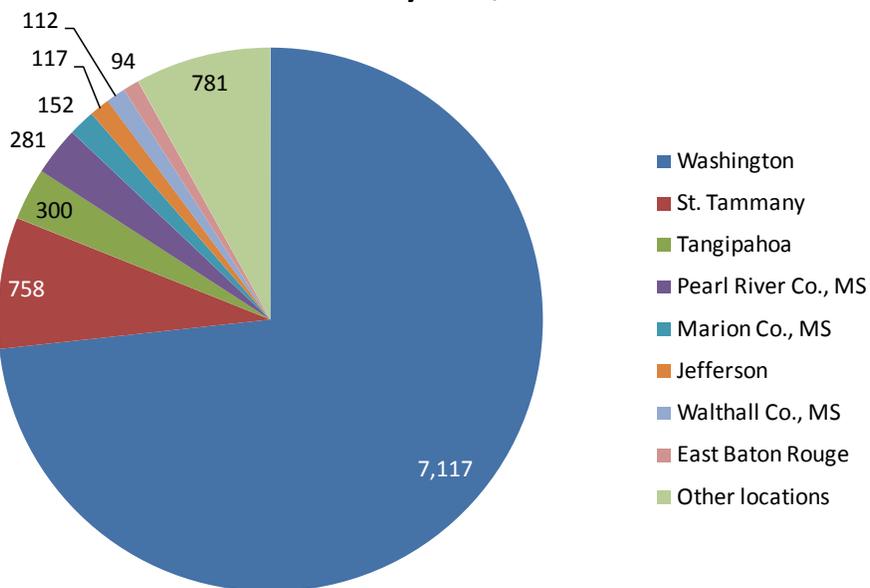
Figure 15 illustrates the parish or county of residence of Washington Parish workers, with each location providing more than 1.0 percent of employees listed separately. St. Tammany Parish residents held 758 (7.8 percent) Washington Parish jobs in 2007. The next two locations - Tangipahoa Parish and Pearl River County, MS - were very similar with 300 (3.1 percent) and 281 (2.9 percent) residents, respectively, working in Washington Parish.

Figure 14. Number of Washington Parish Residents by Parish/County of Employment: Primary Jobs, 2007



Source: U.S. Census Bureau, LED OnTheMap Origin-Destination Database

Figure 15. Number of Washington Parish Employees by Parish/County of Residence: Primary Jobs, 2007



Source: U.S. Census Bureau, LED OnTheMap Origin-Destination Database

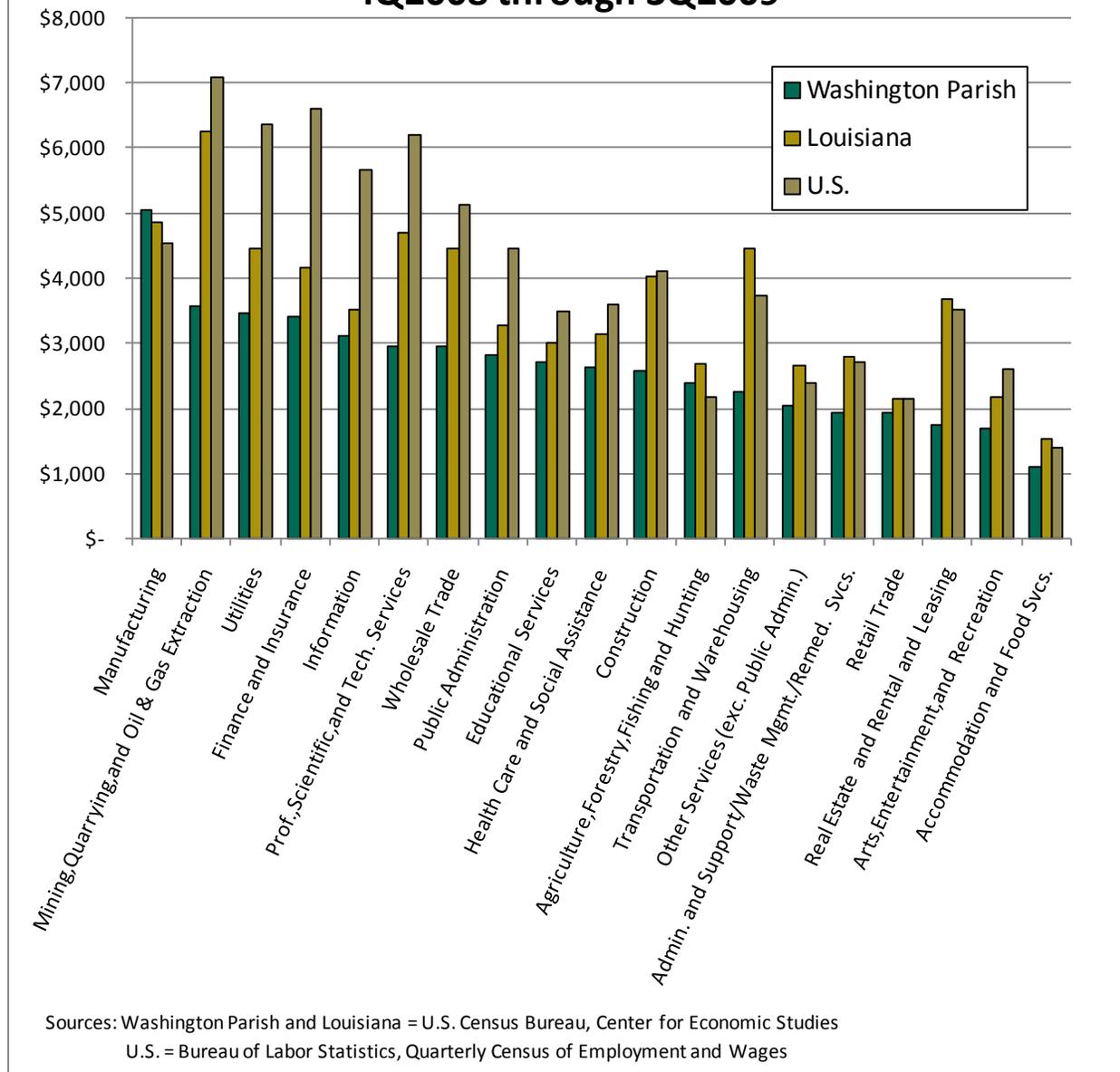
Earnings by Sector

As illustrated in Table 6 and Figure 16, wages in Washington Parish for the period 4Q2008-3Q2009 tended to be lower than for either Louisiana or the U.S. The only sector where Washington Parish wages exceeded those of both the state and nation were in the *Manufacturing* sector, which was also the highest-paying sector in the parish. Parish wages in the *Agriculture, Forestry, Fishing, and Hunting* sector exceeded those of the U.S., but are only 88.7 percent of those of the state.

Washington Parish wages in the other 17 sectors with available data ranged from 47.8 to 89.5 percent of average state wages and 47.7 to 89.2 percent of average national wages, highlighting potential labor cost savings for companies that locate in Washington Parish.

	Washington Parish	Louisiana	U.S.	Washington Parish vs. LA	Washington Parish vs. U.S.
Manufacturing	\$5,037	\$4,860	\$4,528	103.6%	111.2%
Mining, Quarrying, and Oil & Gas Extraction	\$3,561	\$6,247	\$7,078	57.0%	50.3%
Utilities	\$3,472	\$4,453	\$6,357	78.0%	54.6%
Finance and Insurance	\$3,401	\$4,153	\$6,608	81.9%	51.5%
Information	\$3,125	\$3,506	\$5,676	89.1%	55.1%
Prof., Scientific, and Tech. Services	\$2,957	\$4,690	\$6,196	63.0%	47.7%
Wholesale Trade	\$2,949	\$4,468	\$5,119	66.0%	57.6%
Public Administration	\$2,821	\$3,290	\$4,453	85.7%	63.3%
Educational Services	\$2,704	\$3,020	\$3,504	89.5%	77.1%
Health Care and Social Assistance	\$2,646	\$3,137	\$3,606	84.3%	73.4%
Construction	\$2,580	\$4,036	\$4,117	63.9%	62.7%
Agriculture, Forestry, Fishing and Hunting	\$2,385	\$2,689	\$2,169	88.7%	109.9%
Transportation and Warehousing	\$2,251	\$4,463	\$3,742	50.4%	60.2%
Other Services (exc. Public Admin.)	\$2,057	\$2,648	\$2,404	77.7%	85.5%
Admin. and Support/Waste Mgmt./Remediation Services	\$1,943	\$2,783	\$2,709	69.8%	71.7%
Retail Trade	\$1,926	\$2,157	\$2,159	89.3%	89.2%
Real Estate and Rental and Leasing	\$1,752	\$3,666	\$3,515	47.8%	49.8%
Arts, Entertainment, and Recreation	\$1,684	\$2,185	\$2,597	77.1%	64.8%
Accommodation and Food Services	\$1,109	\$1,524	\$1,387	72.8%	80.0%

**Figure 16: Average Monthly Earnings by Sector:
4Q2008 through 3Q2009**



PROPERTY and SALES TAXES

Property Taxes

Residential improvements and land are assessed at 10 percent of fair market value (FMV) or use value, and commercial improvements and other commercial property are assessed at 15 percent of FMV or use value, as prescribed by law. All Louisiana homeowners can receive a homestead exemption on the first \$75,000 of their primary residence's FMV

(\$7,500 assessed value), so that no property tax is due on homes valued at \$75,000 or less if the homeowner is eligible and signs the necessary homestead exemption documents.

According to the [Louisiana Tax Commission Annual Report: 2009](#), property assessments in Washington Parish in 2009 totaled \$213,109,540. Maximum homestead exemptions equaled \$62,889,970 (29.5 percent of assessed value), resulting in a total taxable value for 2009 of \$150,219,570.

The assessed value of primary residences exceeding \$7,500 and the assessed value of all other property is taxed based on millages and fees passed by registered voters in the various political districts located in Washington Parish. Based on information from the [Louisiana Tax Commission Annual Report: 2009](#), the parishwide millage rate in Washington Parish in 2009 was 117.5. The parishwide millage rate in St. Tammany Parish, the neighboring parish immediately to the south, was 152.5.

Sales Taxes

Local sales tax rates range from 3.5 percent to 5.5 percent, depending on location, in addition to the state sales tax rate of 4.0 percent (Table 7). Food for home consumption is exempt from the 4.0 percent state sales tax.

<u>Location</u>	<u>Local Rate</u>	<u>State Rate</u>	<u>Total Sales Tax Rate</u>
Within the Village of Angie	4.500%	4.000%	8.500%
Within the City of Bogalusa	5.163%	4.000%	9.163%
Within the Town of Franklinton	5.500%	4.000%	9.500%
Within the Village of Varnado	4.500%	4.000%	8.500%
Within the 4 th Ward but outside the city limits of Bogalusa	3.500%	4.000%	7.500%
Remainder of parish	4.500%	4.000%	8.500%

GEODEMOGRAPHIC MARKET SEGMENTATION

ESRI's Tapestry[®] market segmentation system is used by retailers and marketers to locate favorable markets for their particular types of products. As described in ESRI's 2010 Tapestry Methodology Statement:

For the past 30 years, companies, agencies, and organizations have used segmentation to divide and group their markets to more precisely target their best customers, prospects, citizens, residents, members, and donors. Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes—"like seeks like." These behaviors can be measured, predicted, and targeted. Segmentation

explains customer diversity, describes lifestyle and lifestages, and incorporates a wide range of data.

ESRI categorizes neighborhoods into one of 65 Tapestry[®] segments based on more than 60 attributes including income, employment, home value, housing type, education, household composition, age, and other key determinants of consumer behavior. To provide a broader view, the 65 Tapestry[®] segments are also consolidated into 12 LifeMode[®] groups based on lifestyle and lifestage composition.

Table 8 lists the Tapestry[®] Segments and associated LifeMode[®] groups that ESRI has determined are represented in Washington Parish, and the estimated number and percentage of total households characterized by each segment.

<u>Tapestry[®] Segment</u>	<u>Tapestry[®] LifeMode Group</u>	<u># of Households</u>	<u>% of Households</u>
Rooted Rural (Segment 46)	American Quilt	4,617	26.2%
Rural Bypasses (Segment 56)	Factories & Farms	4,571	26.0%
Modest Income Homes (Segment 62)	Metropolis	3,766	21.4%
Heartland Communities (Segment 50)	Senior Styles	2,540	14.4%
Southern Satellites (Segment 42)	Factories & Farms	856	4.9%
Crossroads (Segment 41)	American Quilt	383	2.2%
Prosperous Empty Nesters (Segment 14)	Senior Styles	358	2.0%
Salt of the Earth (Segment 25)	Factories & Farms	283	1.6%
Home Town (Segment 53)	Factories & Farms	<u>227</u>	<u>1.3%</u>
	Totals	17,601	100.0%

ESRI's descriptions of the nine Tapestry[®] segments shown in Table 8 are included as Appendices 1-9, and the descriptions of the LifeMode[®] groups are shown in Appendix 10.

CONSUMER SPENDING PATTERNS

Claritas Incorporated publishes Consumer Spending Patterns Reports which are derived from the Consumer Buying Power database using information from the U.S. Bureau of Labor Statistics Consumer Expenditure Survey. These data can be compared to national averages using a Market Index to illustrate how local spending patterns differ from the U.S.

Table 9 illustrates the estimated annual spending per household in Washington Parish and shows the Market Index for each category compared to the U.S. average.

If Washington Parish residents spent their money in the same proportions among the various categories as the national average, their index for each category would be the same as their overall spending index (77). Obviously they don't, so categories with an index less

<u>Category</u>	Average Washington Parish Household	Market Index to U.S.
Total Specified Consumer Expenditures	\$ 38,037	77
FOOD AT HOME	\$ 4,939	86
Bakery Products	\$ 471	87
Cereal Products	\$ 221	82
Dairy Products	\$ 509	84
Fresh Milk and Cream	\$ 139	90
Other Dairy Products	\$ 317	81
Eggs	\$ 53	86
Fats and Oils	\$ 50	89
Fish and Seafood	\$ 105	77
Fruits and Vegetables	\$ 579	79
Juices	\$ 139	78
Meats (All)	\$ 1,020	91
Nonalcoholic Beverages	\$ 550	87
Prepared Foods	\$ 996	89
Sugar and Other Sweets	\$ 301	83
FOOD AWAY FROM HOME & ALCOHOL		
Alcoholic Beverages	\$ 825	80
Alcoholic Beverages at Home	\$ 727	82
Alcoholic Bvgs. away from Home	\$ 98	70
Total Food away from Home	\$ 2,061	72
Lunch	\$ 522	71
Dinner	\$ 826	71
Breakfast and Brunch	\$ 173	72
DAY CARE, EDUC. & CONTRIBUTIONS		
All Day Care	\$ 264	77
Contributions (All)	\$ 855	60
Education	\$ 780	42
Room and Board	\$ 31	24
Tuition/School Supplies	\$ 749	43
HEALTHCARE		
Medical Services	\$ 1,756	79
Prescription Drugs	\$ 2,445	100
Medical Supplies	\$ 136	71
HOUSEHOLD FURN. & APPLIANCES		
Total Furniture	\$ 491	69
Bedroom Furniture	\$ 134	71
Living/Dining Room Furniture	\$ 222	68
Other Furniture	\$ 127	66
Total Household Textiles	\$ 379	78
Domestic Textiles	\$ 302	78
Window and Furniture Covers	\$ 78	77
Major Appliances	\$ 210	83
Misc Household Equipment	\$ 378	80
Small Appliances/Housewares	\$ 412	68

<u>Category</u>	<u>Average Washington Parish Household</u>	<u>Market Index to U.S.</u>
HOUSING RELATED & PERSONAL		
Total Housing Expenses	\$ 4,011	93
Fuels and Utilities	\$ 2,304	98
Telephone Service	\$ 967	86
Household Repairs	\$ 399	85
Household Services	\$ 371	62
Housekeeping Supplies	\$ 318	86
Personal Expenses and Services	\$ 1,248	76
PERSONAL CARE & SMOKING PRODUCTS		
Personal Care Products and Services	\$ 803	74
Personal Care Services	\$ 344	74
Smoking Products/Supplies	\$ 1,032	110
PET EXPENSES	\$ 508	93
SPORTS & ENTERTAINMENT		
Photographic Equipment	\$ 62	59
Reading Materials	\$ 278	65
Sports and Recreation	\$ 1,085	72
Sports Equipment	\$ 634	74
Travel	\$ 1,024	52
TV, Radio and Sound Equipment	\$ 504	68
Computers, Software & Accessories	\$ 368	65
TRANSPORTATION & AUTO EXPENSES		
Automotive Maintenance/Repair/Other	\$ 1,643	82
Gasoline	\$ 1,854	90
Diesel Fuel	\$ 16	95
Motor Oil	\$ 43	98
Vehicle Purchases & Leases	\$ 3,523	73
New Autos/Trucks/Vans	\$ 1,260	51
Used Vehicles	\$ 1,839	92
Boats and Recreational Vehicle Purchases	\$ 424	119
Rented Vehicles	\$ 87	40
TOTAL APPAREL	\$ 2,807	71
Women's Apparel	\$ 925	72
Men's Apparel	\$ 561	69
Girl's Apparel	\$ 240	84
Boy's Apparel	\$ 177	88
Infant's Apparel	\$ 98	85
Footwear (excl. Infants)	\$ 430	85
Other Apparel Prods/Services	\$ 375	53
Source: Claritas, Inc. Retail Market Power (RMP) Report		

than 77 are categories where residents spend proportionately less than the national average; the categories with an index higher than 77 are those where local residents spend proportionately more.

Table 10 lists the 10 categories or sub-categories where Washington Parish households spend the least relative to national averages. Table 11 shows the 10 categories or sub-categories where local residents spend the most compared to national averages.

The categories where local residents spend proportionately low amounts are *Education* expenses including *Room and Board* and *Tuition/School Supplies*, *Rented Vehicles*, *New Autos/Trucks/Vans*, *Travel*, *Other Apparel Products/Services*, *Photographic Equipment*, *Contributions*, and *Household Services* (see Table 10).

As shown in Table 11, Washington Parish residents spend disproportionately more than national norms on *Boats and Recreational Vehicle Purchases*, *Smoking Products/Supplies*, *Prescription Drugs*, *Motor Oil*, *home Fuels and Utilities*, *Diesel Fuel*, *Pet Expenses*, *Total Housing Expenses*, *Used Vehicles*, and *Meats*.

RETAIL TRADE ANALYSIS

Using the known population (or number of households) of an area and the estimated per capita (per household) expenditures (as detailed in Table 10, collected by the U.S. Census Bureau for the Bureau of Labor Statistics), it is possible to estimate the cumulative **demand** for various products and services by residents of the area based on their spending patterns.

These demand estimates can then be compared to sales data for businesses in the area derived from the Census of Retail Trade reported by the U.S. Census Bureau, which represent the **supply** of goods and services in that area.

If the demand (consumer expenditures) for goods and services exceeds the supply (sales totals) in the area under study, the difference represents how much the residents of the area are spending *outside* the area for goods and services. These dollars, known as *retail leakages*, represent the loss of potential economic activity, jobs, and sales tax revenue for the community.

On the other hand, if total sales (supply) by business establishments in the area exceed consumer expenditures (demand) by residents, this indicates that the businesses are drawing customers (and their spending) from outside the area, creating a *retail sales surplus*.

It should be noted that any retail trade analysis is based on estimates and averages. Many times there may be mitigating factors that can cause a market's retail activity and potential to deviate substantially from what would be expected or predicted. Proximity to large regional shopping areas, geographic features, road networks, and traffic and commuting patterns are among the factors that could affect an area's actual retail potential.

Table 10. Categories Where Washington Parish Residents Spend the LEAST Compared to National Averages	
Category or Sub-category	Category Market Index
Room and Board (Education)	24
Rented Vehicles	40
Education	42
Tuition/School Supplies	43
New Autos/Trucks/Vans	51
Travel	52
Other Apparel Prods/Services	53
Photographic Equipment	59
Contributions (All)	60
Household Services	62
Source: Claritas Incorporated	

Table 11. Categories Where Washington Parish Residents Spend the MOST Compared to National Averages	
Category or Sub-category	Category Market Index
Meats (All)	91
Used Vehicles	92
Total Housing Expenses	93
Pet Expenses	93
Diesel Fuel	95
Fuels and Utilities (Housing Related)	98
Motor Oil	98
Prescription Drugs	100
Smoking Products/Supplies	110
Boats and Recreational Vehicle Purchases	119
Source: Claritas Incorporated	

Therefore, a retail trade analysis should not be thought of as a detailed schematic or plan of action, but rather as one piece of information that can contribute to a retail development and growth strategy by highlighting retail sectors that are not fully meeting the needs of the community.

Washington Parish's retail trade balance was analyzed using Claritas Incorporated's RMP[®] (Retail Market Power) Opportunity Gap report (Table 12).

The RMP report analyzes retail supply and demand at multiple levels based on 3-digit to 6-digit NAICS (North American Industry Classification System) codes. The 3-digit codes are the broadest categories – Food and Beverage Stores (Code 445), Motor Vehicle and Parts Dealers (Code 441), etc. As more digits are added to the code, the scope of that

classification becomes increasingly narrow. For example, one 4-digit code under Food and Beverage Stores (Code 445) is Grocery Stores (Code 4451), which is further sub-divided into two 5-digit codes – Supermarkets & Grocery (exc. Convenience) Stores (Code 44511) and Convenience Stores (Code 44512).

The RMP Opportunity Gap report includes 13 primary 3-digit sectors. Washington Parish's retail supply and demand in these 13 major categories is illustrated in Figure 17.

Washington Parish has a retail surplus in two of the 3-digit sectors:

<u>Sector</u>	<u>Demand-Supply</u>
Health and Personal Care Stores	\$ (26,870,752)
Gasoline Stations	\$ (14,404,173)

These are the sectors where Washington Parish businesses are “pulling” customers and spending from outside the parish, i.e. they are selling more than is demanded by residents of the parish alone.

There may still be opportunities for growth in these two sectors through increased sales to both local and non-local customers. Measuring that potential would require more in-depth data collection and analysis than is possible in this study.

The other eleven sectors show retail leakages (*deficits* or *opportunity gaps*) ranging from approximately \$5 million to almost \$30 million, totaling \$164 million of sales lost to businesses outside the parish.

<u>Sector</u>	<u>Demand-Supply</u>
Foodservice and Drinking Places-722	\$ 29,974,744
Non-Store Retailers-454	\$ 28,270,593
Motor Vehicle and Parts Dealers-441	\$ 26,975,556
Building Material, Garden Equip Stores -444	\$ 16,496,003
Clothing and Clothing Accessories Stores-448	\$ 15,740,162
Miscellaneous Store Retailers-453	\$ 9,648,026
Food and Beverage Stores-445	\$ 8,748,315
Electronics and Appliance Stores-443	\$ 8,413,780
General Merchandise Stores-452	\$ 7,658,857
Sporting Goods, Hobby, Book, Music Stores-451	\$ 7,034,618
Furniture and Home Furnishings Stores-442	\$ 5,144,718

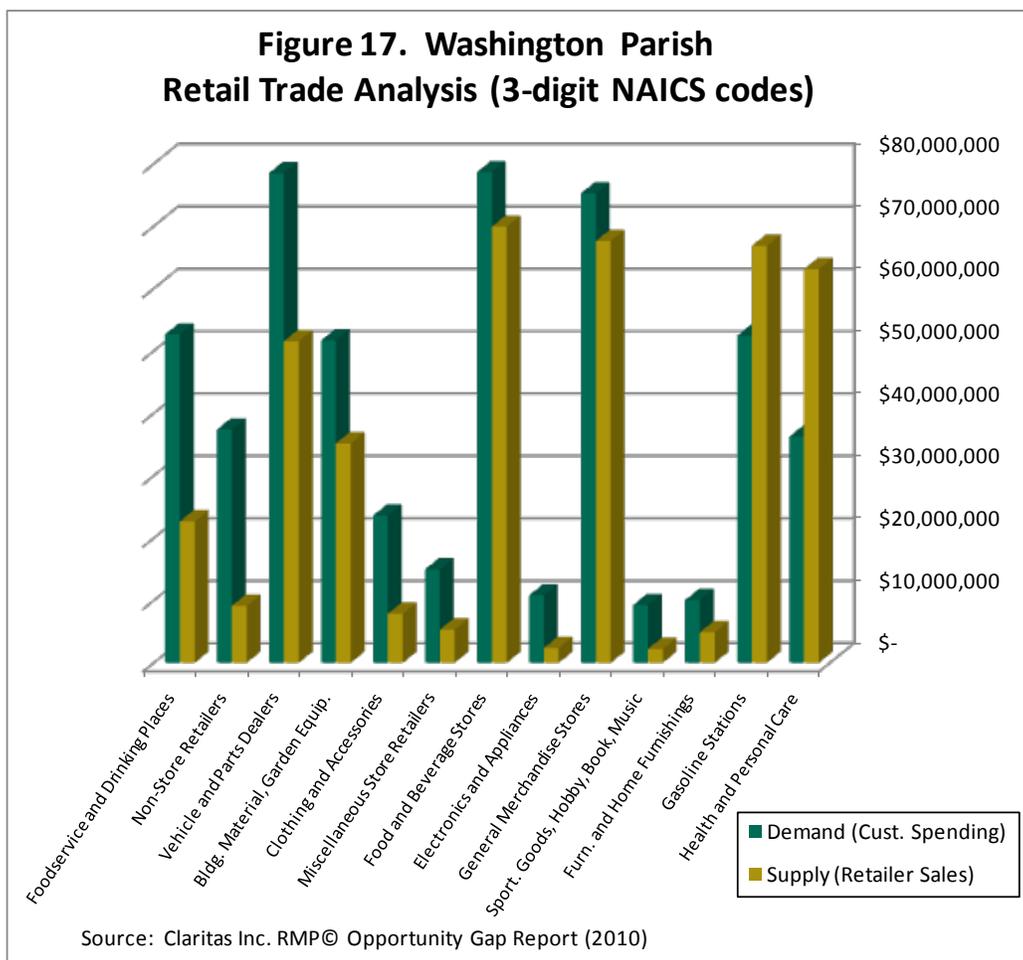
The *Non-Store Retailers* sector, which includes mail-order and Internet-based firms, may not be a feasible sector for growth in Washington Parish, and there may be structural barriers to growth in other sectors (such as *Motor Vehicle Dealers*) but some of the sectors with leakages could be opportunity areas for increased retail activity.

	Trade Area Demand (Consumer Exp.)	Trade Area Supply (Retail Sales)	Opportunity Gap/ Surplus
Total Retail Sales Including Eating and Drinking Places	\$ 531,447,984	\$ 408,617,537	\$ 122,830,447
Motor Vehicle and Parts Dealers-441	\$ 78,508,925	\$ 51,533,369	\$ 26,975,556
Automotive Dealers-4411	\$ 63,901,386	\$ 41,111,168	\$ 22,790,218
Other Motor Vehicle Dealers-4412	\$ 7,613,064	\$ 744,073	\$ 6,868,991
Automotive Parts/Accessories, Tire Stores-4413	\$ 6,994,475	\$ 9,678,128	\$ (2,683,653)
Furniture and Home Furnishings Stores-442	\$ 10,038,391	\$ 4,893,673	\$ 5,144,718
Furniture Stores-4421	\$ 5,295,274	\$ 4,080,488	\$ 1,214,786
Home Furnishing Stores-4422	\$ 4,743,117	\$ 813,185	\$ 3,929,932
Electronics and Appliance Stores-443	\$ 10,799,605	\$ 2,385,825	\$ 8,413,780
Appliances, TVs, Electronics Stores-44311	\$ 8,317,030	\$ 2,385,825	\$ 5,931,205
Household Appliances Stores-443111	\$ 1,998,015	\$ 1,644,125	\$ 353,890
Radio, Television, Electronics Stores-443112	\$ 6,319,015	\$ 741,700	\$ 5,577,315
Computer and Software Stores-44312	\$ 2,094,158	\$ -	\$ 2,094,158
Camera and Photo. Equipment Stores-44313	\$ 388,417	\$ -	\$ 388,417
Building Material, Garden Equip Stores -444	\$ 51,663,807	\$ 35,167,804	\$ 16,496,003
Building Material and Supply Dealers-4441	\$ 46,721,278	\$ 20,385,072	\$ 26,336,206
Home Centers-44411	\$ 20,176,884	\$ 14,402,661	\$ 5,774,223
Paint and Wallpaper Stores-44412	\$ 1,044,458	\$ -	\$ 1,044,458
Hardware Stores-44413	\$ 4,596,977	\$ 4,027,129	\$ 569,848
Other Building Materials Dealers-44419	\$ 20,902,959	\$ 1,955,282	\$ 18,947,677
Building Materials, Lumberyards-444191	\$ 8,021,004	\$ 764,929	\$ 7,256,075
Lawn, Garden Equip., Supplies Stores-4442	\$ 4,942,529	\$ 14,782,732	\$ (9,840,203)
Outdoor Power Equipment Stores-44421	\$ 880,811	\$ 739,769	\$ 141,042
Nursery and Garden Centers-44422	\$ 4,061,718	\$ 14,042,963	\$ (9,981,245)
Food and Beverage Stores-445	\$ 78,659,663	\$ 69,911,348	\$ 8,748,315
Grocery Stores-4451	\$ 71,600,814	\$ 66,570,356	\$ 5,030,458
Supermarkets, Groc. (Ex Conv) Stores-44511	\$ 67,866,373	\$ 64,133,775	\$ 3,732,598
Convenience Stores-44512	\$ 3,734,441	\$ 2,436,581	\$ 1,297,860
Specialty Food Stores-4452	\$ 2,406,991	\$ 2,125,951	\$ 281,040
Beer, Wine and Liquor Stores-4453	\$ 4,651,858	\$ 1,215,041	\$ 3,436,817
Health and Personal Care Stores-446	\$ 36,219,080	\$ 63,089,832	\$ (26,870,752)
Pharmacies and Drug Stores-44611	\$ 31,611,904	\$ 62,224,479	\$ (30,612,575)
Cosmetic, Beauty Supplies, Perfume Stores-44612	\$ 1,310,973	\$ 457,786	\$ 853,187
Optical Goods Stores-44613	\$ 976,555	\$ 119,463	\$ 857,092
Other Health and Personal Care Stores-44619	\$ 2,319,648	\$ 288,104	\$ 2,031,544
Gasoline Stations-447	\$ 52,432,135	\$ 66,836,308	\$ (14,404,173)
Gasoline Stations With Conv. Stores-44711	\$ 39,409,250	\$ 53,785,345	\$ (14,376,095)
Other Gasoline Stations-44719	\$ 13,022,885	\$ 13,050,963	\$ (28,078)
Clothing and Clothing Accessories Stores-448	\$ 23,597,708	\$ 7,857,546	\$ 15,740,162
Clothing Stores-4481	\$ 17,089,805	\$ 4,097,523	\$ 12,992,282
Men's Clothing Stores-44811	\$ 1,017,292	\$ 366,675	\$ 650,617

Table 12. RMP Opportunity Gap – Retail Stores 2010
Demand and supply within Washington Parish (continued)

	Trade area Demand (Consumer Exp.)	Trade area Supply (Retail Sales)	Opportunity Gap/ Surplus
Women's Clothing Stores-44812	\$ 4,081,013	\$ 3,672,492	\$ 408,521
Children's, Infant's Clothing Stores-44813	\$ 1,157,373	\$ -	\$ 1,157,373
Family Clothing Stores-44814	\$ 9,307,461	\$ -	\$ 9,307,461
Clothing Accessories Stores-44815	\$ 386,142	\$ -	\$ 386,142
Other Clothing Stores-44819	\$ 1,140,524	\$ 58,356	\$ 1,082,168
Shoe Stores-4482	\$ 3,704,161	\$ 600,281	\$ 3,103,880
Jewelry, Luggage, Leather Goods Stores-4483	\$ 2,803,742	\$ 3,159,742	\$ (356,000)
Jewelry Stores-44831	\$ 2,538,576	\$ 3,159,742	\$ (621,166)
Luggage and Leather Goods Stores-44832	\$ 265,166	\$ -	\$ 265,166
Sporting Goods, Hobby, Book, Music Stores-451	\$ 9,247,990	\$ 2,213,372	\$ 7,034,618
Sporting Goods, Hobby, Musical Inst Stores-4511	\$ 6,663,979	\$ 1,556,098	\$ 5,107,881
Sporting Goods Stores-45111	\$ 3,293,706	\$ 1,097,563	\$ 2,196,143
Hobby, Toys and Games Stores-45112	\$ 2,327,960	\$ -	\$ 2,327,960
Sew/Needlework/Piece Goods Stores-45113	\$ 485,472	\$ 319,447	\$ 166,025
Musical Instrument and Supplies Stores-45114	\$ 556,841	\$ 139,088	\$ 417,753
Book, Periodical and Music Stores-4512	\$ 2,584,011	\$ 657,274	\$ 1,926,737
Book Stores and News Dealers-45121	\$ 1,740,628	\$ 246,080	\$ 1,494,548
Book Stores-451211	\$ 1,618,340	\$ 246,080	\$ 1,372,260
News Dealers and Newsstands-451212	\$ 122,288	\$ -	\$ 122,288
Prerecorded Tapes, CDs, Record Stores-45122	\$ 843,383	\$ 411,194	\$ 432,189
General Merchandise Stores-452	\$ 75,261,936	\$ 67,603,079	\$ 7,658,857
Department Stores Excl Leased Depts-4521	\$ 35,158,577	\$ 35,063,890	\$ 94,687
Other General Merchandise Stores-4529	\$ 40,103,359	\$ 32,539,189	\$ 7,564,170
Miscellaneous Store Retailers-453	\$ 14,975,506	\$ 5,327,480	\$ 9,648,026
Florists-4531	\$ 983,034	\$ 932,598	\$ 50,436
Office Supplies, Stationery, Gift Stores-4532	\$ 5,032,309	\$ 1,728,341	\$ 3,303,968
Office Supplies and Stationery Stores-45321	\$ 2,759,993	\$ 1,030,457	\$ 1,729,536
Gift, Novelty and Souvenir Stores-45322	\$ 2,272,316	\$ 697,884	\$ 1,574,432
Used Merchandise Stores-4533	\$ 1,047,277	\$ 205,241	\$ 842,036
Other Miscellaneous Store Retailers-4539	\$ 7,912,886	\$ 2,461,300	\$ 5,451,586
Non-Store Retailers-454	\$ 37,401,102	\$ 9,130,509	\$ 28,270,593
Foodservice and Drinking Places-722	\$ 52,642,136	\$ 22,667,392	\$ 29,974,744
Full-Service Restaurants-7221	\$ 23,384,861	\$ 9,835,108	\$ 13,549,753
Limited-Service Eating Places-7222	\$ 22,236,383	\$ 12,330,031	\$ 9,906,352
Special Foodservices-7223	\$ 4,352,206	\$ -	\$ 4,352,206
Drinking Places -Alcoholic Beverages-7224	\$ 2,668,686	\$ 502,253	\$ 2,166,433

Source: Claritas Incorporated. Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census Bureau. The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



However, the analysis must go deeper than the 3-digit level of the 13 primary sectors, because included in the 3-digit summations are vastly different retail trade balances for more detailed sub-sectors within the major sectors. As shown in the complete RMP Opportunity Gap Report (Table 12), within the *Motor Vehicle and Parts Dealers* sector, which in sum has a deficit (opportunity gap) of almost \$27 million, the sub-sector of *Automotive Parts/Accessories, Tire Stores* shows a surplus of \$2.7 million, illustrating that Washington Parish has enough auto parts and tire stores to meet the demands of parish residents, as well as service some customers from outside the parish.

In the *Health and Personal Care Stores* sector, which has a surplus of almost \$27 million, the *Optical Goods Stores* sub-sector has an opportunity gap of \$857,092.

Outside and extenuating factors have to be considered when analyzing opportunities. For some major purchases, travel to a distant market may contribute to the enjoyment and excitement of the shopping activity, and there may be perceived advantages of retailers in major markets that are difficult with which to compete.

Some of the residents of Washington Parish may live closer to, or work in, communities outside the parish, and it would be difficult to draw their spending away from those communities.

As mentioned earlier, there may also be economic and/or structural factors such as economies of scale or supplier restrictions that would make it difficult to build or grow profitable businesses in Washington Parish in some of the sectors that show opportunity gaps.

Therefore, Table 12 should be analyzed carefully for insight into the particular types of businesses that could be targeted for growth or expansion, but it should be considered as only one piece of information that can contribute to an informed decision.

CONCLUSIONS

Washington Parish is a lightly populated parish with expanses of rolling open lands and pine timber lands. The parish experienced a surge of population growth after Hurricane Katrina in 2005 as displaced residents from parishes further south discovered the available land, natural amenities, and moderate housing prices in Washington Parish.

Parish residents significantly increased their levels of educational attainment from 1990-2010, with the percentage of high school graduates increasing from 37.8 percent to 43.1 percent, and the percentage of residents with more than a high school diploma increasing from 23.7 to 33 percent.

Only 3.4 percent of the approximately 429,000 acres in the parish are developed, leaving 290,000 acres of undeveloped, non-wetlands acreage.

Approximately 11,000 Washington Parish residents commute outside of the parish for employment, with approximately 2,000 of them working in “goods-producing” industries. These commuting employees are a readily-available source of experienced, skilled workers, and the Northshore Technical College (NTC) – Sullivan Main Campus, located in Bogalusa, offers customized workforce training and industry certification programs for easy skill-enhancement or retraining. Louisiana’s QuickStart program can also be utilized for free or low-cost training of employees for new and expanding companies.

Washington Parish also offers opportunities for retail expansions and development, with only two of 13 retail sectors currently meeting the shopping demands of parish residents.

Opportunity would seem to be a key word describing Washington Parish in 2011. Abundant open land and available labor provides opportunities for industrial relocations and expansions, unmet retail demand offers opportunities for retail growth, and a low-to-moderate cost of living and abundant recreational opportunities and natural areas are available to new residents.

Appendix 1

46 Rooted Rural

Segment Code.....46
 Segment Name *Rooted Rural*
 LifeMode Summary Group L12 *American Quilt*
 Urbanization Summary Group ... U11 *Rural II*



Demographic

The population of the *Rooted Rural* segment is slightly older, with a median age of 42.3 years; 50 percent are older than age 55. Married-couple families dominate these rural neighborhoods; however, 23 percent are singles who live alone. More of the married-couple families are empty-nesters than those who have children. There is little ethnic diversity in the *Rooted Rural* segment; almost 90 percent of the residents are white.

Socioeconomic

The median household income for this segment is \$38,234; the median net worth is \$62,041. The labor force participation of 56 percent is below the national level. One-third of the households receive Social Security benefits. Although the agricultural industry is more prominent in this market than at the U.S. level, many employed residents work in the service and manufacturing industry sectors. More than three in four people aged 25 or more have graduated from high school; 12 percent hold a bachelor's or graduate degree.

Residential

Although *Rooted Rural* neighborhoods are located in rural areas throughout the country, more than three-fifths of the households are found in the South. Housing types include single-family dwellings (70 percent of households) and mobile homes (26 percent). Homeownership is at 82 percent; the median home value is \$96,569. Most of the housing units were built after 1970. A higher proportion of seasonal housing contributes to higher vacancy rates in these neighborhoods. Local residents tend to move infrequently.

Preferences

Rooted Rural residents are do-it-yourselfers. These settled families take pride in their homes and keep busy with home improvement and remodeling projects. They also take pride in their gardens, regularly buying lawn and garden insecticides, flower and vegetable seeds, and plants. Typical of their rural lifestyle, many have a lawn or garden tractor and ATVs and own an assortment of tools. They prefer domestic vehicles; most households own or lease a truck. Typically, a household member handles vehicle maintenance. Many homes have pets.

When families eat out, they prefer Ryan's Family Steakhouse, but they generally prepare meals at home with fresh vegetables from their gardens. Many homes own a separate freezer to store their produce. They shop for groceries and buy their favorite Folger's coffee at Winn-Dixie, Piggly Wiggly, or a Wal-Mart Supercenter.

They hunt, fish, ride horseback, attend country music concerts, and go to car races. They read hunting and fishing magazines and listen to country music and auto racing on the radio. Many have a satellite dish so they can watch rodeo/bull riding, truck and tractor pulls, reality TV, auto racing, and fishing programs as well as a variety of shows on CMT.

Appendix 2

56 Rural Bypasses

Segment Code.....56
 Segment Name *Rural Bypasses*
 LifeMode Summary Group L11 *Factories and Farms*
 Urbanization Summary Group ... U11 *Rural II*



Demographic

The age and household composition of the *Rural Bypasses* market is very similar to U.S. distributions. Half of the households consist of married-couple families, 15 percent are single-parent families, and 7 percent are other family types. One-fourth of the households consist of a single person. The median age for this segment is 38 years, near the U.S. median of 36.9 years. Fifty-seven percent of the residents are white; 37 percent are black.

Socioeconomic

The median household income is \$28,595. Wages and salaries provide the primary sources of income; however, many depend upon Social Security, Supplemental Security Income, and public assistance for support. Because of low home values and household debt, the median net worth of \$22,550 is below the median household income. Overall, two in three residents aged 25 years and older have graduated from high school; the population with a bachelor's degree is one-third that of the U.S. level. Employed residents work in a variety of occupations, with a slightly higher percentage in blue-collar occupations. Higher-than-average proportions of employed residents work in the agricultural, mining, manufacturing, and construction industry sectors. Compared to U.S. levels, the labor force participation rate of 50 percent is low and the unemployment rate of 14.5 percent is high.

Residential

Open space, undeveloped land, and farmland are found in *Rural Bypasses* neighborhoods, located almost entirely in the South. Families live in small towns along country back roads. Residents enjoy the open air in these sparsely populated neighborhoods. Most houses are modest, single-family dwellings; 32 percent are mobile homes. Homeownership is at 76 percent; the median home value is \$64,229, one of the three lowest of the Tapestry segments. Most housing in this market was built after 1969. The vacancy rate of 16 percent is high.

Preferences

Typical of their country lifestyle, *Rural Bypasses* residents prefer to drive trucks and SUVs and listen to country radio. To save money, they eat at home and maintain their homes and gardens themselves. In areas with no cable access, some residents install satellite dishes to watch TV. They frequently watch sports on TV, particularly NASCAR, auto racing, college football games, and fishing programs. They read fishing and hunting magazines. Conservative with their long-distance calls, resident demand for cost-effective cellular services is growing. They shop at discount stores, preferably at Wal-Mart. They also order from catalogs and from their Avon representatives. They shop at home improvement stores such as Lowe's and fill prescriptions at the local Wal-Mart Pharmacy instead of regular pharmacies. This is the top Tapestry segment to own and/or buy new motorcycles.



Appendix 3

62 Modest Income Homes

Segment Code.....62
 Segment Name *Modest Income Homes*
 LifeMode Summary GroupL3 *Metropolis*
 Urbanization Summary Group...U6 *Urban Outskirts II*



Demographic

Eighty-four percent of the residents in *Modest Income Homes* neighborhoods are black. Single-person and single-parent household types are predominant; however, a higher-than-average proportion of other family households is also present. The median age of 35.7 years is slightly younger than the national median of 36.8 years. Many adult children still live at home. More than one-fourth are aged 65 years or older and have retired. Many are caregivers for their grandchildren, demonstrating strong family ties in these neighborhoods.

Socioeconomic

Most of the retirees in *Modest Income Homes* rely on Social Security benefits for support. Slightly more employed residents work part-time than full-time, mainly in service and blue-collar occupations. The median household income is \$21,374; the median net worth is \$13,098. The unemployment rate is 23.1 percent. Thirteen percent of households receive Supplemental Security Income, and 10 percent receive public assistance. With little savings, home equity contributes the lion's share to a household's net worth in these neighborhoods. More than 60 percent of residents aged 25 years and older have graduated from high school. Eight percent hold a bachelor's or graduate degree, and 28 percent have attended college.

Residential

Most *Modest Income Homes* neighborhoods are in older suburbs of Southern metropolitan areas, with a smaller concentration in the Midwest. More than two-thirds of the housing is single-family dwellings; 15 percent are duplexes. Homeowners and renters are almost evenly divided. Seventy-one percent of the households own at least one vehicle. Because demand for housing is low, home prices are very moderate; the median home value is \$53,765.

Preferences

Residents are big fans of daytime and primetime TV. They go to the movies occasionally and also like to watch movies on TV channels such as the Lifetime Movie Network and The Movie Channel. They also watch football and basketball games on TV. They listen to urban radio. The Internet is the least effective way to reach these folks.

To save money, they shop at discount stores, limit their long-distance telephone calls, and restrict nonessential services such as Internet access and fitness center memberships. When they participate in physical activities, they might play basketball. Most drive used, domestic sedans.



Appendix 4

50 Heartland Communities



Segment Code.....50
 Segment Name*Heartland Communities*
 LifeMode Summary GroupL5 *Senior Styles*
 Urbanization Summary Group ...U9 *Small Towns*

Demographic

Settled and close-knit, residents of *Heartland Communities* have a median age of 42.4 years. Approximately half of the residents have already retired, many in the same towns where they have lived and worked their whole lives. Nearly half are aged 55 years or older. Although married-couple families comprise nearly half of the household types and almost one-third are singles who live alone, other family types and shared housing are also represented. Children are found in 30 percent of the households. Diversity is minimal; nearly 9 in 10 residents are white.

Socioeconomic

The median household income is \$35,701. Two-thirds of the households earn wage and salary income, and 39 percent receive Social Security benefits. Because of low home value, their median net worth is \$49,675. Employed residents work in occupations ranging from management positions to unskilled labor jobs; approximately 40 percent are employed in service industries. The percentage of the population aged 25 years or older that has completed high school is higher than the U.S. level; the percentage that has attended college is far lower than the U.S. figure.

Residential

Home to six million people, *Heartland Communities* neighborhoods are found primarily in small towns scattered across the Midwest and South. Low-density neighborhoods dominate, with older homes in urban clusters and rural, nonfarm areas. More than half of the housing units were built before 1960. Homeownership is at 71 percent; the median home value is \$79,488, less than half of the U.S. median. More than three-fourths of the housing is single-family dwellings.

Preferences

Heartland Communities residents invest time and money in their cherished homes and communities. They take pride in their gardening skills and in growing their own vegetables. Many homes own a riding lawn mower to keep up their relatively large lots. Residents tackle home improvement projects such as exterior painting and faucet replacement and shop at Ace Hardware or Lowe's. Many residents order items from catalogs, QVC, and Avon sales representatives. They also shop at Wal-Mart or Kmart and buy groceries at Wal-Mart Supercenters. Favorite restaurants include Golden Corral and Cracker Barrel. The residents in this segment rarely travel by plane.

Heartland Communities residents have a distinctly country lifestyle. They go hunting and fishing. They also read gardening, fishing, and hunting magazines and listen to country music and auto racing on the radio. Reading two or more Sunday newspapers is important to them. Some join fraternal orders or religious clubs and even get involved with local politics. Many *Heartland Communities* households subscribe to cable and usually watch news programs and movies on TV.

Appendix 5

42 Southern Satellites

Segment Code.....42
 Segment Name *Southern Satellites*
 LifeMode Summary Group L11 *Factories and Farms*
 Urbanization Summary Group ... U11 *Rural II*



Demographic

Found primarily in the rural South, *Southern Satellites* households consist of married couples with and without children; 22 percent are singles. The median age of 38.1 years is near the U.S. median of 36.9. This segment has low diversity; 87 percent of the residents are white.

Socioeconomic

The median household income is \$39,969; the median net worth is \$52,475. Sixty percent participate in the labor force, slightly below the U.S. percentage. Most households earn income from wages and salaries; 28 percent receive Social Security benefits. The manufacturing and service industry sectors provide most of their jobs. Educational attainment is lower than the national level; 16 percent of residents aged 25 years and older have not graduated from high school.

Residential

Eighty percent of these households are in the South. Primary housing types in these neighborhoods are newer single-family dwellings for two-thirds of the households; 30 percent live in mobile homes. The homeownership rate is 81 percent; the median home value is \$87,166. Nearly two-thirds of the housing was built after 1969. Vacancy rates are slightly above average.

Preferences

These rural residents enjoy country life. Fishing and hunting are two favorite leisure activities, and *Southern Satellites* residents spend money for magazines, clothes, and gear related to these interests. Because cable is not always available, many residents own satellite dishes.

Many own pets. They work in their vegetable gardens and might own equipment such as riding mowers and tillers to help with outdoor chores. Most households have two or more vehicles to meet their transportation needs; they prefer domestic cars, and many drive trucks.

They consider themselves to be politically conservative. They read newspapers and magazines infrequently; however, they listen to country radio and watch fishing programs, NASCAR racing, and country music programs on TV. Owning personal computers and going online from home isn't important to these residents.

Appendix 6

41 Crossroads



Segment Code.....41
 Segment Name *Crossroads*
 LifeMode Summary Group L12 *American Quilt*
 Urbanization Summary Group ... U9 *Small Towns*

Demographic

Crossroads neighborhoods are growing communities in small towns in the South, Midwest, and West. Married couples with and without children and single parents are the primary household types in these areas. Younger than the U.S. average, they have a median age of 32.1 years; nearly half are younger than 45. This population is growing at 1.6 percent annually, faster than the growth of the U.S. population. One in five is Hispanic, a higher proportion than the U.S.

Socioeconomic

The median household income is \$44,410, somewhat below the U.S. median; the median net worth is \$53,300. Educational attainment is lower than the U.S. average; 37 percent of residents aged 25 years or older have attended college, compared to 54 percent for the U.S. Most employed residents work in the manufacturing, retail, construction, and service industries. Labor force participation is comparable to the U.S. level; unemployment is slightly higher.

Residential

Affordable housing in these small-town communities provides opportunities for young families to own their homes. Homeownership is 74 percent; the median home value is \$62,469, much lower than the U.S. median. More than half of the housing is mobile homes; 36 percent are single-family dwellings. Most were built after 1969.

Preferences

Mindful of their expenses, *Crossroads* households budget for what they buy and choose selectively where to spend their money. They shop at discount department stores such as Wal-Mart and Kmart. Many shop for groceries at Wal-Mart Supercenters. Their priorities are their families and their cars. Children are the focus of their lives, and they buy children's products in addition to groceries. They drive domestic cars and trucks and handle the maintenance themselves. Investing and saving for retirement are a low priority; many households do not own mutual funds, stocks, or retirement savings accounts. Home improvement projects also rank low.

They watch NASCAR racing and other sports on TV. Typically, they own a satellite dish or subscribe to cable. They also like to listen to the radio, preferring country and contemporary hit music to other formats. They read the newspaper less frequently than average U.S. households; however, they read magazines, especially automotive, boating, motorcycle, and fishing publications. They go fishing and watch movies on DVD.

Appendix 7

14 Prosperous Empty Nesters

Segment Code..... 14
 Segment Name *Prosperous Empty Nesters*
 LifeMode Summary Group L5 *Senior Styles*
 Urbanization Summary Group ... U7 *Suburban Periphery I*



Demographic

Approximately 6 in 10 householders in *Prosperous Empty Nesters* neighborhoods are aged 55 years or older. Forty percent of the households are composed of married couples with no children living at home. Residents are enjoying the move from child-rearing to retirement. The median age is 48.6 years. Population in this segment is increasing slowly, at 0.7 percent annually; however, the pace will probably accelerate as the Baby Boomers mature. *Prosperous Empty Nesters* residents are not ethnically diverse; approximately 90 percent are white.

Socioeconomic

With a median net worth of \$275,233, *Prosperous Empty Nesters* invest prudently for the future. The median household income is \$69,227. Although 71 percent of the households earn income from wages and salaries, 59 percent receive investment income, 30 percent collect Social Security benefits, and 28 percent receive retirement income. Forty-one percent of residents aged 25 years and older hold bachelor's or graduate degrees; nearly 70 percent have attended college. Many residents who are still working have solid professional and management careers, especially in the education and health care industry sectors.

Residential

These residents live in established neighborhoods located throughout the United States; approximately one-third of these households are found on the East Coast. These neighborhoods experience little turnover from year to year. Seventy-seven percent of the housing was built before 1980. Most of the housing is single-family, with a median home value of \$197,617.

Preferences

Prosperous Empty Nesters residents value their health and financial well-being. Their investments include annuities, certificates of deposit held longer than six months, mutual funds, money market funds, tax-exempt funds, and common stock. They hold universal life insurance policies. Residents exercise regularly and take a multitude of vitamins. They refinish furniture and play golf. They also attend golf tournaments and sports events, particularly baseball games and college football games. They order by phone from catalogs and use coupons. Households are likely to own or lease a luxury car.

Prosperous Empty Nesters residents take pride in their homes and communities, so home remodeling, improvements, and lawn care are priorities. Residents will join a civic club or charitable organization, help with fund-raising, write to a radio station or newspaper editor, and volunteer. They travel extensively in the U.S. and abroad. They read biographies, mysteries, and history books; two or more daily newspapers; and business or fitness magazines. They watch golf, news, and talk programs on TV.

Appendix 8

25 Salt of the Earth

Segment Code.....25
 Segment Name *Salt of the Earth*
 LifeMode Summary Group L11 *Factories and Farms*
 Urbanization Summary Group ... U10 *Rural I*



Demographic

Sixty-five percent of *Salt of the Earth* households are married couples with and without children. Twenty percent of the households are singles who live alone. The average household size of 2.6 people matches the U.S. figure; the average family size of three is below the U.S. value. The median age is 41.5 years. These neighborhoods are the least diverse of the Tapestry segments.

Socioeconomic

Although these residents are older, the labor participation rate is higher than that of the U.S., and the unemployment rate of 5.5 percent is lower. They work in professional and managerial positions and unskilled labor jobs. Higher than average proportions work in skilled labor occupations. Approximately 20 percent of the workers are employed in the manufacturing sector. The median household income of \$51,080 is similar to the U.S. figure. At higher than national rates, residents supplement their wages with income from interest, dividends, rental properties, self-employment businesses, retirement plans, and Social Security benefits. The median net worth is \$105,690. Forty-one percent of the residents aged 25 years and older have attended college; 15 percent have earned a bachelor's or graduate degree.

Residential

Although these neighborhoods are found in rural areas across the U.S., nearly half are in the Midwest, with concentrations in Pennsylvania, Ohio, Indiana, and Michigan. The other half are in the South and Northeast. Eighty-four percent of the residents own their homes; the median home value is \$125,418. Most of the housing is single family; 12 percent are mobile homes. Twenty-two percent of the homes were built before 1940.

Preferences

Salt of the Earth residents are settled, traditional, and hardworking. Independent and self-reliant, they tackle small home improvement and remodeling projects. They spend money and time on their flower and vegetable gardens and own the necessary tools to handle these chores successfully. Twenty-eight percent of the households own three or more vehicles including a truck; many own a motorcycle. One of Tapestry's top segments for owning or leasing multiple vehicles, these residents prefer domestic vehicles and do their own maintenance. Most of them carry insurance policies to protect themselves and their families. They invest in annuities, certificates of deposit, and U.S. savings bonds. Many families own two or more pets, either dogs or cats.

They eat out at family restaurants such as Bob Evans Farms or Cracker Barrel. Satisfying their sweet tooth, they often bake goodies at home. They go fishing, hunting, target shooting, and boating and work out on indoor exercise equipment such as stationary bikes and treadmills. They read fishing and hunting magazines. They listen to country music radio and follow NASCAR racing. Many households own a satellite dish so they can watch CMT and the Speed Channel. Favorite TV programs include auto racing, horse racing, truck and tractor pulls/mud racing, and weekly sitcoms.

Appendix 9

53 Home Town

Segment Code.....53
 Segment Name *Home Town*
 LifeMode Summary GroupL11 *Factories and Farms*
 Urbanization Summary Group ...U8 *Suburban Periphery II*



Demographic

Home Town households are a mix of married-couple families, singles who live alone, and single-parent families. With a median age of 34.3 years, this is a slightly younger market than the U.S. as a whole. However, one in three is aged 65 years or older. Many families encompass two generations who have lived and worked in the community; their children plan to do the same. Seventy percent of the residents are white; 16 percent are black.

Socioeconomic

The median household income is \$33,319; the median net worth is \$20,078. Although 73 percent of households derive income from wages and salaries, some rely on Supplemental Security Income and public assistance for support. The manufacturing, retail trade, and service industry sectors are the primary sources of employment for these residents. Unemployment in this segment is slightly higher than the U.S. level. Overall, educational attainment is lower for *Home Town* than for the U.S. Only 8 percent hold a bachelor's or graduate degree; 31 percent have attended college.

Residential

Change is rare in these low-density, settled neighborhoods, located primarily in the Midwest and South. *Home Town* residents may move from one house to another, but they seldom cross the county line. Seventy-three percent of homes are single-family dwellings, and 11 percent are two- to four-unit structures. Homeownership is at 58 percent; the median home value is \$63,878. The average gross rent is two-thirds of the U.S. average. Because the population in these neighborhoods hardly grows, new construction is scarce. Most of the housing was built before 1970.

Preferences

Home Town residents savor their quasi-country lifestyle by spending time outdoors fishing and playing football. Indoors, they play video games or watch TV favorites such as courtroom programs, wrestling, or reality shows. Internet access and cell phone use are less important here than in other markets.

They shop for groceries at Kroger, Aldi, and Wal-Mart Supercenters. They buy clothes at discount department stores such as Wal-Mart and Kmart, typically located in small local malls. When they eat out, they go to Bob Evans and Ryan's family restaurants or fast-food places.



Appendix 10

LifeMode Group: L12 *American Quilt* Segment Codes: 26, 31, 41, 46

Location in America's small towns and rural areas links the four segments in *American Quilt*. Unlike *Factories and Farms*, this group represents a more diverse microcosm of small-town life, including the largest segment of Tapestry Segmentation, *Midland Crowd*. Manufacturing and agriculture remain part of the local economy, but *American Quilt* also includes workers in local government, service, construction, communication, and utilities. In addition to farmers, *American Quilt* includes the *Rural Resort Dwellers* segment, an older population that is retiring to seasonal vacation spots, and *Crossroads*, young families who live in mobile homes. Households in *American Quilt* are also more affluent, with a median household income of \$45,729, and more are homeowners. However, the rural lifestyle is also evident, with fishing, hunting, and power boats along with a preference for pickups and country music.

LifeMode Group: L3 *Metropolis* Segment Codes: 20, 22, 45, 51, 54, 62

Residents in the six segments of the *Metropolis* group live and work in America's cities. They live in older, single-family homes or row houses built in the 1940s or earlier. Those living in larger cities tend to own fewer vehicles and rely more on public transportation; however, workers in most of the *Metropolis* segments commute to service-related jobs. The median value of their homes is \$143,320. The *Metropolis* group reflects the segments' diversity in housing, age, and income. For example, ages among the segments range from Generation Xers to retirees; households include married couples with children and single parents with children. Employment status also varies from well-educated professionals to unemployed. The median household income of the group is \$42,109. Their lifestyle is also uniquely urban and media oriented. They like music, especially urban and contemporary formats, which they listen to during their commutes. They watch a variety of TV programs, from news to syndicated sitcoms, and would rather see movies than read books.

LifeMode Group: L11 *Factories and Farms* Segment Codes: 25, 37, 42, 53, 56

The segments in the *Factories and Farms* summary group represent rural life—from small towns and villages to farms. Employment in manufacturing and agricultural industries is typical in these small, settled communities across America's breadbasket. Population change is nominal, and the profile is classic. Most households are families, either married couples or married couples with children. By age, the residents of *Factories and Farms* mirror the U.S. distribution, with slightly more retirees. Median household income is a bit lower, almost \$40,524, but so is the home value of \$92,572. Most own their homes. Their lifestyle reflects their locale, emphasizing home and garden care, fishing and hunting, pets, and membership in local clubs.

LifeMode Group: L5 *Senior Styles* Segment Codes: 14, 15, 29, 30, 43, 49, 50, 57, 65

More than 14.4 million households in the nine *Senior Styles* segments comprise one of the largest LifeMode summary groups. As the U.S. population ages, two of the fastest-growing American markets are found among *The Elders* and the *Silver and Gold* segments. *Senior Styles* segments illustrate the diversity among today's senior markets. Although incomes within this group cover a wide range, the median is \$45,396, attributable mostly to retirement income or Social Security payments. Younger, more affluent seniors, freed of their child-rearing responsibilities, are traveling and relocating to warmer climates. Settled seniors are looking forward to retirement and remaining in their homes. Residents in some of the older, less privileged segments live alone and collect Social Security and other benefits. Their choice of housing depends on their income. This group may reside in single-family homes, retirement homes, or high-rises. Their lifestyles can be as diverse as their circumstances, but senior markets do have common traits among their preferences. Golf is their favorite sport; they play and watch golf on TV. They read the newspaper daily and prefer to watch news shows on television. Although their use of the Internet is nearly average, they are more likely to shop through QVC than online.



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