

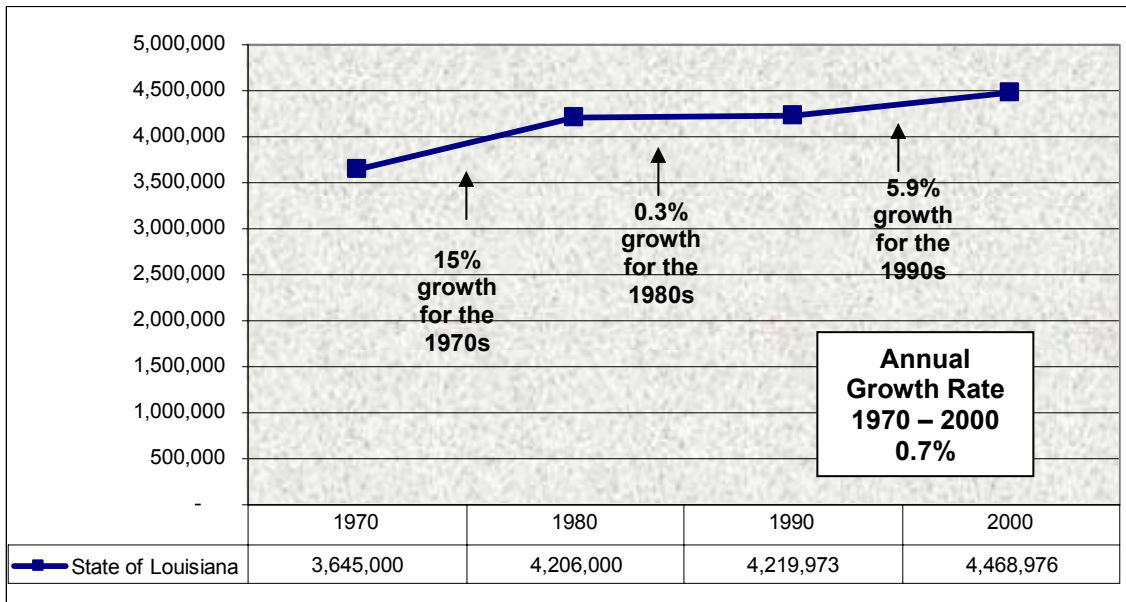
An overview of key demographic characteristics in Louisiana related to population, employment and income is presented in this chapter. Additionally, this chapter includes forecasts for population and employment, which served as inputs into the statewide travel demand model and helped identify transportation improvements that will be needed in the future.

## HISTORICAL POPULATION AND EMPLOYMENT GROWTH

### Population

**Figure 4.1** displays historical population growth in Louisiana. As shown, Louisiana’s population in the Years 1970 and 2000 were 3.6 million and 4.5 million, respectively. The population grew by just over 800,000 persons or 23 percent between 1970 and 2000, an annual growth rate of 0.7 percent. The majority of this growth occurred during the 1970s when the population grew by 15 percent. Minimal growth occurred during the 1980s and population began to increase again during the 1990s with a 5.9 percent growth over 10 years.

**Figure 4.1**  
**Historical Population**



Source: US Census Bureau

As shown in **Table 4.1**, the population in Louisiana increased by 249,000 persons between 1990 and 2000. This represents an annual growth rate of 0.6 percent. St. Tammany Parish accounted for 19 percent of this increase, followed by East Baton Rouge Parish with 13 percent, and Lafayette Parish with 10 percent. Although the majority of parishes experienced growth during the 1990s several parishes, including Orleans, Rapides, St. Mary and Vernon Parishes, experienced population loss. **Figure 4.2** displays the parishes in Louisiana.

**Table 4.1  
Population by Parish**

Parish	Population			Employment			Median Household Income		
	1990	2000	% Difference	1990	2000	% Difference	1989 (\$)	1999 (\$)	% Difference
	Acadia	55,882	58,861	5.33%	18,087	21,705	20.00%	16,022	26,684
Allen	21,226	25,440	19.85%	6,570	11,561	75.97%	15,838	27,777	75.38%
Ascension	58,214	76,627	31.63%	28,504	41,152	44.37%	27,435	44,288	61.43%
Assumption	22,753	23,388	2.79%	6,434	6,756	5.00%	20,021	31,168	55.68%
Avoyelles	39,159	41,481	5.93%	12,270	15,960	30.07%	13,451	23,851	77.32%
Beauregard	30,083	32,986	9.65%	10,823	12,622	16.62%	22,442	32,582	45.18%
Bienville	15,979	15,752	-1.42%	5,212	5,587	7.19%	16,043	23,663	47.50%
Bossier	86,088	98,310	14.20%	37,827	55,260	46.09%	26,058	39,203	50.45%
Caddo	248,253	252,161	1.57%	134,850	151,703	12.50%	22,395	31,467	40.51%
Calcasieu	168,134	183,577	9.18%	82,838	105,265	27.07%	24,375	35,372	45.12%
Caldwell	9,810	10,560	7.65%	3,186	3,972	24.67%	16,069	26,972	67.85%
Cameron	9,260	9,991	7.89%	5,503	5,702	3.62%	25,164	34,232	36.04%
Catahoula	11,065	10,920	-1.31%	3,707	4,243	14.46%	14,956	22,528	50.63%
Claiborne	17,405	16,851	-3.18%	5,810	6,054	4.20%	16,073	25,344	57.68%
Concordia	20,828	20,247	-2.79%	6,789	7,578	11.62%	17,265	22,742	31.72%
Desoto	25,346	25,494	0.58%	8,010	9,596	19.80%	16,315	28,252	73.17%
East Baton Rouge	380,105	412,852	8.62%	231,480	291,026	25.72%	27,224	37,224	36.73%
East Carroll	9,709	9,421	-2.97%	3,158	3,428	8.55%	9,791	20,723	111.65%
East Feliciana	19,211	21,360	11.19%	6,516	8,188	25.66%	20,139	31,631	57.06%
Evangeline	33,274	35,434	6.49%	9,963	11,955	19.99%	13,797	20,532	48.81%
Franklin	22,387	21,263	-5.02%	7,647	9,122	19.29%	15,159	22,964	51.49%
Grant	17,526	18,698	6.69%	4,295	4,640	8.03%	17,711	29,622	67.25%
Iberia	68,297	73,266	7.28%	30,632	36,561	19.36%	20,838	31,204	49.75%
Iberville	31,049	33,320	7.31%	15,729	18,186	15.62%	20,371	29,039	42.55%
Jackson	15,705	15,397	-1.96%	5,222	5,511	5.53%	18,804	28,352	50.78%
Jefferson	448,306	455,466	1.60%	226,552	278,308	22.85%	27,916	38,435	37.68%
Jefferson Davis	30,722	31,435	2.32%	10,548	11,360	7.70%	18,467	27,736	50.19%
Lafayette	164,762	190,503	15.62%	107,340	142,173	32.45%	24,339	36,518	50.04%
Lafourche	85,860	89,974	4.79%	31,497	41,221	30.87%	21,416	34,910	63.01%
Lasalle	13,662	14,282	4.54%	5,399	5,580	3.35%	18,597	28,189	51.58%
Lincoln	41,745	42,509	1.83%	20,622	24,290	17.79%	19,254	26,977	40.11%
Livingston	70,526	91,814	30.18%	16,118	26,375	63.64%	25,470	38,887	52.68%
Madison	12,463	13,728	10.15%	4,101	5,238	27.72%	12,792	20,509	60.33%
Morehouse	31,938	31,021	-2.87%	11,043	11,764	6.53%	17,309	25,124	45.15%
Natchitoches	36,689	39,080	6.52%	13,656	18,153	32.93%	15,778	25,722	63.02%
Orleans	496,938	484,674	-2.47%	327,098	323,199	-1.19%	18,477	27,133	46.85%
Ouachita	142,191	147,250	3.56%	70,451	86,316	22.52%	21,129	32,047	51.67%
Plaquemines	25,575	26,757	4.62%	19,790	21,967	11.00%	24,076	38,173	58.55%
Pointe Coupee	22,540	22,763	0.99%	6,824	8,585	25.81%	18,772	30,618	63.10%

**Table 4.1, continued  
Population by Parish**

Parish	Population			Employment			Median Household Income		
	1990	2000	% Difference	1990	2000	% Difference	1989 (\$)	1999 (\$)	% Difference
Rapides	131,556	126,337	-3.97%	61,959	72,563	17.11%	20,811	29,856	43.46%
Red River	9,387	9,622	2.50%	3,406	3,546	4.11%	14,831	23,153	56.11%
Richland	20,629	20,981	1.71%	8,418	8,882	5.51%	15,298	23,668	54.71%
Sabine	22,646	23,459	3.59%	7,427	8,443	13.68%	16,790	26,655	58.76%
St. Bernard	66,631	67,229	0.90%	18,081	23,207	28.35%	25,482	35,939	41.04%
St. Charles	42,437	48,072	13.28%	22,033	25,141	14.11%	31,777	45,139	42.05%
St. Helena	9,874	10,525	6.59%	2,295	2,757	20.13%	15,475	24,970	61.36%
St. James	20,879	21,216	1.61%	9,338	8,598	-7.92%	23,105	35,277	52.68%
St. John	39,996	43,044	7.62%	14,014	16,487	17.65%	29,035	39,456	35.89%
St. Landry	80,331	87,700	9.17%	26,042	29,444	13.06%	14,670	22,855	55.79%
St. Martin	43,978	48,583	10.47%	14,301	15,529	8.59%	19,116	30,701	60.60%
St. Mary	58,086	53,500	-7.90%	31,141	33,056	6.15%	20,980	28,072	33.80%
St. Tammany	144,508	191,268	32.36%	50,421	84,759	68.10%	30,656	47,883	56.19%
Tangipahoa	85,709	100,588	17.36%	31,477	45,219	43.66%	16,849	29,412	74.56%
Tensas	7,103	6,618	-6.83%	2,460	2,913	18.41%	11,931	19,799	65.95%
Terrebonne	96,982	104,503	7.76%	43,766	54,864	25.36%	21,765	35,235	61.89%
Union	20,690	22,803	10.21%	5,791	8,751	51.11%	18,083	29,061	60.71%
Vermillion	50,055	53,807	7.50%	17,731	21,087	18.93%	18,202	29,500	62.07%
Vernon	61,961	52,531	-15.22%	30,000	25,194	-16.02%	19,147	31,216	63.03%
Washington	43,185	43,926	1.72%	14,938	17,665	18.26%	16,246	24,264	49.35%
Webster	41,989	41,831	-0.38%	16,913	17,263	2.07%	18,716	28,408	51.78%
West Baton Rouge	19,419	21,601	11.24%	9,218	14,099	52.95%	24,852	37,117	49.35%
West Carroll	12,093	12,314	1.83%	3,714	4,347	17.04%	14,924	24,637	65.08%
West Feliciana	12,915	15,111	17.00%	7,001	8,066	15.21%	19,402	39,667	104.45%
Winn	16,269	16,894	3.84%	5,922	6,750	13.98%	16,967	25,462	50.07%
<b>Totals/State Average</b>	<b>4,219,973</b>	<b>4,468,976</b>	<b>5.9%</b>	<b>2,019,908</b>	<b>2,416,492</b>	<b>19.63%</b>	<b>21,949</b>	<b>32,566</b>	<b>48.37%</b>

Source: Employment – Woods & Poole, Population and Income - US Census Bureau

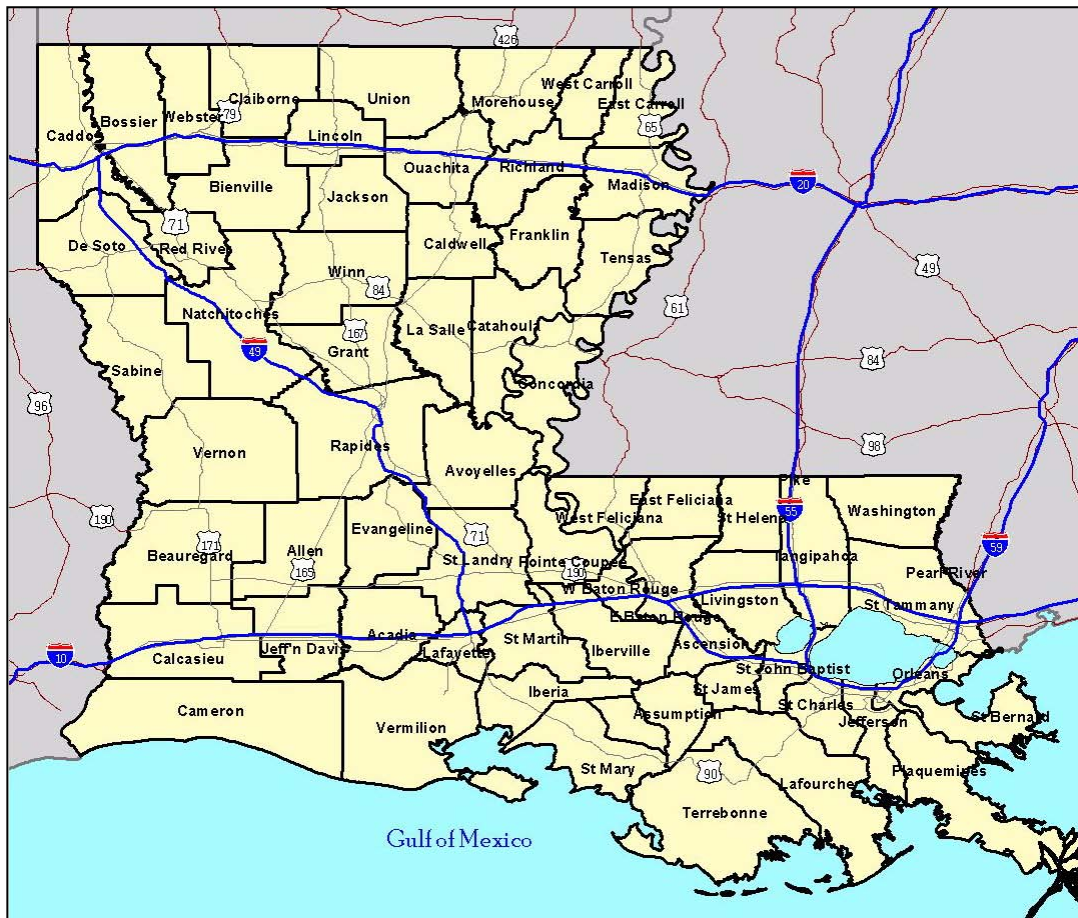
### Employment

Employment in Louisiana increased from 2.0 million jobs in 1990 to 2.4 million in 2000. While population grew at an annual rate of 0.6 percent between 1990 and 2000, employment grew three times faster at a rate of 1.8 percent. Nearly half (46 percent) of the employment growth during the 1990s occurred in the following four parishes: East Baton Rouge, Jefferson, Lafayette and St. Tammany. Three parishes experienced a loss in employment during the 1990s, including Orleans, St. James and Vernon Parishes.

### Median Household Income

Median household income in Louisiana grew from \$21,949 in 1989 to \$32,566 in 1999 (unadjusted dollars), an increase of 48 percent (annual increase of 4 percent). This is 22 percent below the 1999 national average of \$41,994. Median household income in 1999 ranged from \$19,799 in Tensas Parish to \$47,883 in St. Tammany Parish.

**Figure 4.2  
Parishes**



**POPULATION AND EMPLOYMENT FORECASTS**

Forecasts are important to long range transportation planning and serve as a basis for determining future transportation needs in the State. Future year forecasts serve as inputs into the statewide travel demand model which is used to estimate future trip generation and traffic volumes for roadways and to evaluate highway improvement options. Forecasts utilized in this study were obtained from Woods & Poole Economics, who develop long-term economic and demographic regional projections for every county (parish) in the United States. Projections at the Parish level for population and employment for the Years 2010 and 2030 are shown in **Tables 4.2 and 4.3**.

**The Woods & Poole Forecasting Process**

Woods & Poole uses a five-step process for developing their population and employment forecasts:

**US Population and Employment Projections** – National population projections are based on cohort analysis from the US Census Bureau. Employment projections are based on Woods & Poole’s nationally-recognized employment forecasting model.

**Table 4.2  
Projected Population by Parish**

Parish	2000	2010	Annual Growth Rate (2000-2010)	2030	Annual Growth Rate (2010-2030)
Acadia	58,861	61,348	0.4%	67,749	0.5%
Allen	25,440	26,521	0.4%	29,155	0.5%
Ascension	76,627	93,204	2.0%	127,672	1.6%
Assumption	23,388	24,273	0.4%	26,751	0.5%
Avoyelles	41,481	42,644	0.3%	46,043	0.4%
Beauregard	32,986	34,987	0.6%	39,884	0.7%
Bienville	15,752	15,785	0.0%	16,235	0.1%
Bossier	98,310	111,227	1.2%	139,499	1.1%
Caddo	252,161	257,106	0.2%	273,595	0.3%
Calcasieu	183,577	197,574	0.7%	230,168	0.8%
Caldwell	10,560	10,852	0.3%	11,691	0.4%
Cameron	9,991	10,600	0.6%	12,140	0.7%
Catahoula	10,920	10,760	-0.1%	10,759	0.0%
Claiborne	16,851	16,934	0.0%	17,467	0.2%
Concordia	20,247	19,851	-0.2%	19,589	-0.1%
De Soto	25,494	26,710	0.5%	29,853	0.6%
East Baton Rouge	412,852	466,696	1.2%	585,120	1.1%
East Carroll	9,421	8,956	-0.5%	8,221	-0.4%
East Feliciana	21,360	22,806	0.7%	26,356	0.7%
Evangeline	35,434	36,792	0.4%	40,432	0.5%
Franklin	21,263	20,812	-0.2%	20,430	-0.1%
Grant	18,698	19,656	0.5%	22,091	0.6%
Iberia	73,266	77,180	0.5%	86,803	0.6%
Iberville	33,320	33,966	0.2%	36,195	0.3%
Jackson	15,397	15,491	0.1%	16,164	0.2%
Jefferson	455,466	492,782	0.8%	579,739	0.8%
Jefferson Davis	31,435	32,214	0.2%	34,548	0.4%
Lafayette	190,503	217,538	1.3%	276,551	1.2%
Lafourche	89,974	93,037	0.3%	101,471	0.4%
La Salle	14,282	14,683	0.3%	15,874	0.4%
Lincoln	42,509	44,066	0.4%	48,279	0.5%
Livingston	91,814	113,899	2.2%	159,733	1.7%
Madison	13,728	14,242	0.4%	15,644	0.5%
Morehouse	31,021	30,734	-0.1%	30,945	0.0%
Natchitoches	39,080	40,086	0.3%	43,088	0.4%
Orleans	484,674	461,888	-0.5%	430,181	-0.4%
Ouachita	147,250	156,095	0.6%	177,723	0.7%
Plaquemines	26,757	27,032	0.1%	28,283	0.2%
Pointe Coupee	22,763	22,602	-0.1%	22,936	0.1%
Rapides	126,337	128,686	0.2%	136,826	0.3%

**Table 4.2, Continued  
Projected Population by Parish**

<b>Parish</b>	<b>2000</b>	<b>2010</b>	<b>Annual Growth Rate (2000-2010)</b>	<b>2030</b>	<b>Annual Growth Rate (2010-2030)</b>
Red River	9,622	9,699	0.1%	10,016	0.2%
Richland	20,981	20,813	-0.1%	21,009	0.0%
Sabine	23,459	23,836	0.2%	25,244	0.3%
St. Bernard	67,229	70,598	0.5%	79,287	0.6%
St. Charles	48,072	52,630	0.9%	62,855	0.9%
St. Helena	10,525	10,742	0.2%	11,475	0.3%
St. James	21,216	21,279	0.0%	22,007	0.2%
St. John The Baptist	43,044	46,474	0.8%	54,513	0.8%
St. Landry	87,700	92,017	0.5%	102,546	0.5%
St. Martin	48,583	51,131	0.5%	57,372	0.6%
St. Mary	53,500	52,413	-0.2%	51,522	-0.1%
St. Tammany	191,268	230,525	1.9%	312,066	1.5%
Tangipahoa	100,588	111,738	1.1%	135,995	1.0%
Tensas	6,618	6,227	-0.6%	5,590	-0.5%
Terrebonne	104,503	112,480	0.7%	130,967	0.8%
Union	22,803	24,343	0.7%	28,039	0.7%
Vermilion	53,807	56,203	0.4%	62,312	0.5%
Vernon	52,531	53,228	0.1%	56,319	0.3%
Washington	43,926	43,902	0.0%	45,005	0.1%
Webster	41,831	42,230	0.1%	44,132	0.2%
West Baton Rouge	21,601	23,433	0.8%	27,759	0.9%
West Carroll	12,314	12,578	0.2%	13,380	0.3%
West Feliciana	15,111	16,034	0.6%	18,288	0.7%
Winn	16,894	16,992	0.1%	17,564	0.2%
<b>Total Population</b>	<b>4,468,976</b>	<b>4,753,860</b>	<b>0.6%</b>	<b>5,437,145</b>	<b>0.7%</b>

Source: US Census Bureau, Woods &amp; Poole

**Table 4.3  
Projected Employment by Parish**

<b>Parish</b>	<b>2000</b>	<b>2010</b>	<b>Annual Growth Rate (2000-2010)</b>	<b>2030</b>	<b>Annual Growth Rate (2010-2030)</b>
Acadia	21,705	23,222	0.7%	28,477	1.0%
Allen	11,561	12,769	1.0%	15,264	0.9%
Ascension	41,152	49,751	1.9%	66,000	1.4%
Assumption	6,756	7,254	0.7%	8,636	0.9%
Avoyelles	15,960	17,137	0.7%	19,865	0.7%
Beauregard	12,622	13,882	1.0%	16,121	0.8%
Bienville	5,587	5,839	0.4%	6,506	0.5%
Bossier	55,260	68,394	2.2%	96,511	1.7%
Caddo	151,703	159,346	0.5%	186,958	0.8%

**Table 4.3, Continued**  
**Projected Employment by Parish**

Parish	2000	2010	Annual Growth Rate	2030	Annual Growth Rate
Calcasieu	105,265	117,304	1.1%	147,726	1.2%
Caldwell	3,972	4,364	0.9%	5,230	0.9%
Cameron	5,702	6,545	1.4%	7,874	0.9%
Catahoula	4,243	4,463	0.5%	5,029	0.6%
Claiborne	6,054	6,419	0.6%	7,287	0.6%
Concordia	7,578	8,441	1.1%	10,606	1.1%
De Soto	9,596	10,681	1.1%	12,968	1.0%
East Baton Rouge	291,026	339,646	1.6%	452,913	1.4%
East Carroll	3,428	3,680	0.7%	4,528	1.0%
East Feliciana	8,188	9,343	1.3%	11,677	1.1%
Evangeline	11,955	13,279	1.1%	16,748	1.2%
Franklin	9,122	9,637	0.6%	11,133	0.7%
Grant	4,640	5,116	1.0%	6,162	0.9%
Iberia	36,561	40,510	1.0%	50,615	1.1%
Iberville	18,186	18,952	0.4%	21,198	0.6%
Jackson	5,511	5,573	0.1%	6,167	0.5%
Jefferson	278,308	315,135	1.3%	424,450	1.5%
Jefferson Davis	11,360	12,204	0.7%	13,962	0.7%
Lafayette	142,173	169,494	1.8%	225,313	1.4%
Lafourche	41,221	43,271	0.5%	50,507	0.8%
La Salle	5,580	5,990	0.7%	6,998	0.8%
Lincoln	24,290	27,477	1.2%	32,495	0.8%
Livingston	26,375	32,479	2.1%	44,198	1.6%
Madison	5,238	5,582	0.6%	6,630	0.9%
Morehouse	11,764	12,637	0.7%	15,244	0.9%
Natchitoches	18,153	19,980	1.0%	22,800	0.7%
Orleans	323,199	315,683	-0.2%	332,851	0.3%
Ouachita	86,316	97,481	1.2%	124,080	1.2%
Plaquemines	21,967	23,721	0.8%	27,234	0.7%
Pointe Coupee	8,585	9,598	1.1%	11,786	1.0%
Rapides	72,563	81,579	1.2%	102,265	1.1%
Red River	3,546	3,910	1.0%	4,666	0.9%
Richland	8,882	9,553	0.7%	11,876	1.1%
Sabine	8,443	8,924	0.6%	10,048	0.6%
St. Bernard	23,207	24,804	0.7%	31,690	1.2%
St. Charles	25,141	28,280	1.2%	32,891	0.8%
St. Helena	2,757	2,915	0.6%	3,261	0.6%
St. James	8,598	8,720	0.1%	9,626	0.5%
St. John The Baptist	16,487	18,077	0.9%	22,921	1.2%
St. Landry	29,444	31,558	0.7%	39,599	1.1%

**Table 4.3, Continued**  
**Projected Employment by Parish**

Parish	2000	2010	Annual Growth Rate	2030	Annual Growth Rate
St. Martin	15,529	17,040	0.9%	21,265	1.1%
St. Mary	33,056	34,376	0.4%	39,390	0.7%
St. Tammany	84,759	107,498	2.4%	154,305	1.8%
Tangipahoa	45,219	50,970	1.2%	62,712	1.0%
Tensas	2,913	3,117	0.7%	3,600	0.7%
Terrebonne	54,864	60,394	1.0%	74,153	1.0%
Union	8,751	10,343	1.7%	12,630	1.0%
Vermilion	21,087	22,782	0.8%	27,570	1.0%
Vernon	25,194	27,849	1.0%	33,297	0.9%
Washington	17,665	18,700	0.6%	21,280	0.6%
Webster	17,263	17,768	0.3%	19,637	0.5%
West Baton Rouge	14,099	16,697	1.7%	21,814	1.3%
West Carroll	4,347	4,624	0.6%	5,446	0.8%
West Feliciana	8,066	8,831	0.9%	10,888	1.1%
Winn	6,750	6,873	0.2%	7,496	0.4%
<b>Total Employment</b>	<b>2,416,492</b>	<b>2,678,461</b>	<b>1.0%</b>	<b>3,345,073</b>	<b>1.1%</b>

Source: Woods & Poole, 2002

**Regional and Countywide Allocation of Primary Employment** – Primary employment categories include agribusiness, mining, manufacturing and federal government. National projection figures are used as control totals for regions, while regional projections are used as control totals for counties.

**Development of Secondary Regional and Countywide Employment Forecasts based on Primary Employment Projections** – Secondary employment categories include retail and various other service-based categories as well as state and local government.

**Allocation of Population based on Employment Opportunities** – National projections are used as control totals for regions, regional projections are used as control totals for counties. Retiree estimates are based on migration trends.

### Population

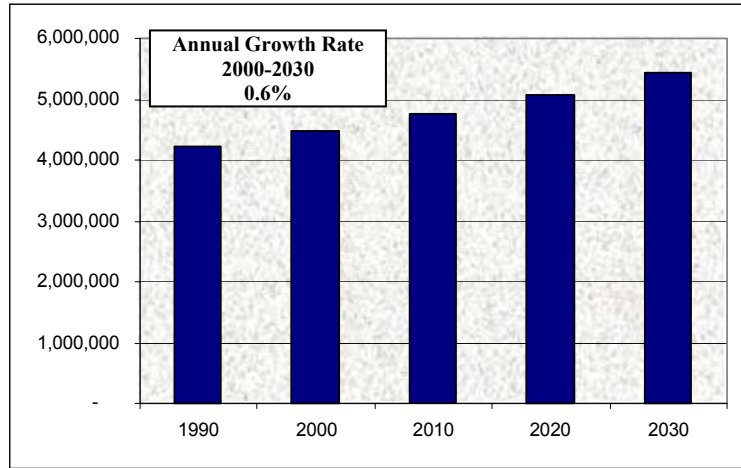
As shown in **Figure 4.3**, population in Louisiana is expected to grow from 4.5 million in 2000 to 5.4 million in 2030. This represents an annual growth rate of 0.6 percent, which is slightly lower than the historic growth rate of 0.7 percent (1970-2000). The largest growth, 43 percent, is projected to occur in three Parishes: East Baton Rouge, Jefferson and St. Tammany. Several Parishes are expected to experience population decline over the next 20 years, including Catahoula, Concordia, East Carroll, Franklin, Orleans, St. Mary and Tensas Parishes.



**Metropolitan Statistical Area**

Table 4.4 shows projected population for major metropolitan areas. There are eight Metropolitan Statistical Areas (MSAs) in Louisiana, with a population in the Year 2000 of 3.4 million, which represents 75 percent of the State’s total population. The eight MSAs are expected to grow to 4.1 million by the Year 2030. In the Year 2000 the New Orleans Metropolitan Statistical Area had the largest population of 1.3 million and is expected to grow to over 1.5 million by the year 2030.

**Figure 4.3**  
**Projected Population (Louisiana)**



Source: US Census Bureau, Woods & Poole

**Table 4.4**  
**Population by MSA**

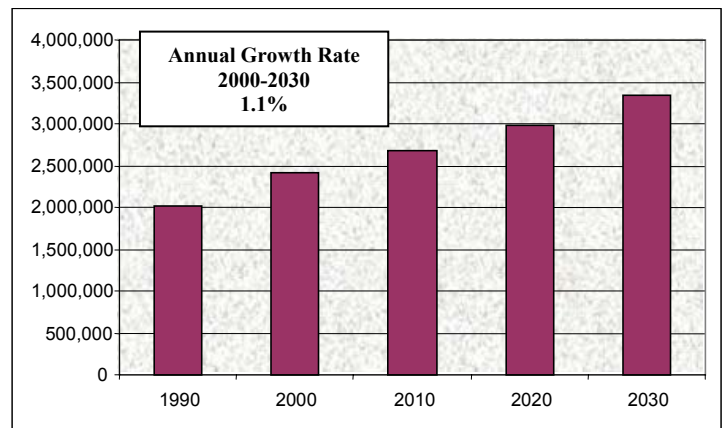
Year	Alexandria MSA	Baton Rouge MSA	Houma MSA	Lafayette MSA	Lake Charles MSA	Monroe MSA	New Orleans MSA	Shreveport--Bossier City MSA	Total
2000	126,337	602,894	194,477	385,647	183,577	147,250	1,337,726	392,302	3,370,210
2010	128,686	697,232	205,517	422,034	197,574	156,095	1,403,208	410,563	3,620,909
2030	136,826	900,284	232,438	504,218	230,168	177,723	1,514,418	457,226	4,153,301

Source: US Census Bureau, Woods & Poole

**Employment**

Figure 4.4 displays projected employment trends in Louisiana until the Year 2030. As shown, over 900,000 jobs are expected to be added to the economy by the year 2030, increasing employment from 2,416,492 in the Year 2000 to 3,345,073 in the Year 2030. This represents an annual increase of 1.1 percent, which is slightly lower than the annual growth rate during the 1990s of 1.8 percent. As with population, the largest employment growth, 42 percent, is expected to occur in three Parishes, East Baton Rouge, Jefferson and Lafayette.

**Figure 4.4**  
**Projected Employment (MSAs)**



Source: US Census Bureau, Woods & Poole