

# LOUISIANA FACT BOOK

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## 2009 EDITION

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HOW DO WE MEASURE UP?  
HOW FAR DO WE HAVE TO GO?



COUNCIL FOR A BETTER LOUISIANA

# Transforming Louisiana's Economy

The 2007 report from the National Governors Association, *Innovation America: A Final Report* contains a striking statement that applies to every state in the country, but sounds like it could have been written specifically for Louisiana. It speaks to the strategies states must embrace if they hope to make their economies relevant in today's global environment. Simply put, it says, "21st century places will succeed because of assets they create, not assets they inherit."

This statement speaks to our state at a most critical juncture. If Louisiana's goal is to invigorate its economy, increase personal income for its citizens and improve their quality of life, the state must take a pro-active role to build on the many natural assets we have inherited, but also create the new ones we will need to succeed in the future. The key is innovation. Louisiana must be a place where innovation occurs. Where it grows. Where it becomes pervasive.

*Economic strategy was somewhat easier in past generations. The destiny of states was largely shaped by their natural assets: a pleasant climate, abundant natural resources, availability of land, coastal locations, and so on. Though these continue to be important factors for the states, it has become abundantly clear that 21st century places will succeed because of assets they create, not assets they inherit.*

**--National Governors Association**

If one were to look around the country at states with strong, growing economies, a common element in many of them is that their success is being fueled by innovation and technology. What does that mean? Basically, it's the "build a better mousetrap" plan updated for the 21st century. Globalization and improved technology have taken away many of the competitive advantages regions and states had in the past and that's sent hundreds of thousands of job overseas. How does any state compete when third world countries produce quality products at third world wages?

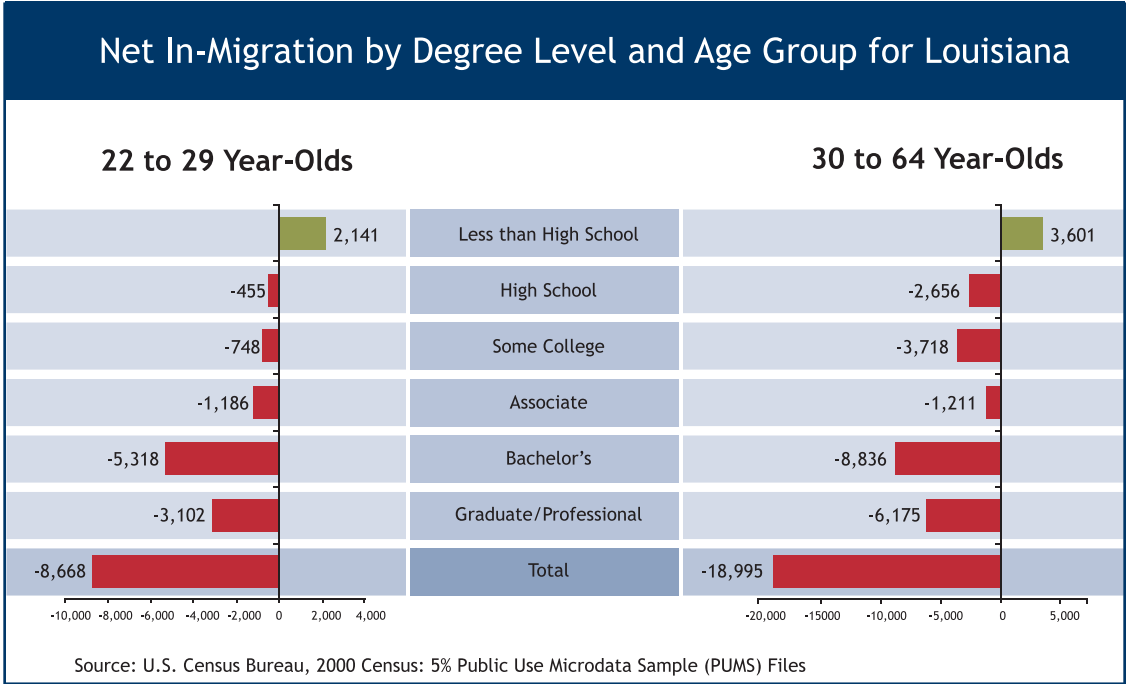
But companies can still compete in the critical modern market place of new ideas - building the better mousetrap. And that's what innovation is all about. Today, more and more companies succeed in the global economy by developing innovative new ideas and harnessing them to the new processes created by technology. They're not tied to cheap labor markets or natural resources. Instead they rely on human capital and cutting-edge research.

Many states have figured this out and are positioning themselves to reap the benefits that these kinds of companies produce. In order to guarantee a high quality of life for citizens, these states are focusing on transforming their economies by increasing innovation, commercializing innovative technologies and creating the environment where both of these critical pieces can thrive. They are doing this for a variety of reasons, but the bottom line is simple: these knowledge/technology jobs are the jobs that pay high wages. As such, regions with large numbers of technology jobs are growing, increasing incomes and wealth, and improving the quality of life for citizens. Regions without these types of jobs are generally lagging behind.

Unfortunately, Louisiana falls in the latter category. Despite the economic surge caused by hurricane recovery and soaring oil and gas prices, Louisiana's economy remains fundamentally unchanged. We are living off of our inherited assets and not adequately growing the new ones that will position us for the future.

To succeed Louisiana must forge an economy that supports entrepreneurial endeavors and competes - even thrives - in the global marketplace. To do this Louisiana must commit to a long-term emphasis on building an economic environment that is based on innovation, technology development and commercialization.

The need to transform and modernize Louisiana’s economy could not be more apparent. Louisiana’s per capita income as a percentage of the national average is historically low. Though there have been increases recently as a result of hurricane recovery and booms in oil and gas, those are, to some degree, artificial in nature and not reflective of the economy of the future. Even with these gains, Louisiana’s most recent poverty rate is more than 16% - third highest in the nation.



In addition, we still rank extremely low in educational attainment. Louisiana has hundreds of poorly-performing public schools, a high dropout rate and far too many adults without any type of post-secondary degree. Many of our bright, educated young people leave Louisiana in search of higher wages and more exciting job opportunities, but we are not replacing them with other people who see a promising future in our state. All of these things are products of an economy that is not as dynamic or robust as many of the other states in our region.

What makes the need for economic change more urgent is that Louisiana is not well positioned in this arena. As a recent study by the Baton Rouge Area Chamber points out, Louisiana currently has no focused, strategic effort to grow the technology jobs that are needed to transform our economy. The result: Louisiana stands at grave risk of falling farther behind the majority of states that are already far ahead of us in this area and our economic future is threatened.

One barometer of that is the American Electronics Association’s *Cyberstates 2008* report. It details high-tech employment and wages in all 50 states and in the most recent edition, Louisiana ranks poorly.

**Cyberstates 2008: Louisiana**

- 45th among the states in the number of high tech workers per 1,000 private sector workers
- 43rd in high tech average wage
- 48th in per capita R&D spending

In addition, the Milken Institute recently released an update of its *State Technology and Science Index*. Again, the results for Louisiana are dismal. Louisiana ranks 46th overall, down from 42nd in the 2004 index. The report looks at 77 indicators in five categories and ranks the states based on their performance:

Composite Index	Louisiana's Rank
Technology Concentration and Dynamism	50
Human Capital Investment	34
Risk Capital and Entrepreneurial Structure	30
Research and Development Inputs	47
Technology & Science Work Force Inputs	46

Though behind most other states, Louisiana has not been sitting still. Over the last decade, the state has made substantial investments in technology infrastructure and university research upon which the state should be able to capitalize. That's a good start, but as the BRAC report points out, it's only part of the equation. Despite these very positive efforts, some fundamental issues remain:

- 1. To date there are only a few examples of new private sector activity surrounding these sizable state investments. They are not producing the economic benefits that other states are reaping.
- 2. While some regions have set up programs to facilitate technology-based economic development, the overall efforts are sporadic and uncoordinated. We need greater direction and focus.
- 3. Virtually all of the groups working in this arena struggle for adequate funding to enable them to be successful. They are under-capitalized and often fail to achieve the desired results.

As the NGA's report *Innovation America* points out, a two-step approach is needed. States can influence their future economies by making sustained investments in R&D, but those investments must also be focused on spurring innovation in niche areas and commercializing new technology developed within their state.

In other words, while the investment in research is extremely important there must also be a parallel focus on connecting the research product with private sector investment to create the high-paying jobs that can transform the economy. In Louisiana, that has largely been the missing link.

The NGA report goes on to say that the biggest lessons learned are straightforward:

- 1. How much a state spends on R&D is secondary. How it is spent is absolutely critical.
- 2. R&D efforts must be considered investments, not expenditures.
- 3. Just like any investors, states must begin by carving out areas where returns are tangible and commensurate with risk taken.
- 4. Not only do the benefits include building talent and high-paying jobs in the state, but they also can be seen in solutions to pressing social problems, improved business efficiency and productivity, and success in global markets.



Other states are learning these lessons and making sustained investments in niche areas of R&D and commercialization that offer the potential for a positive return on investment. Keep in mind, these are long-term investments that can take years to show results. But they are critical. Louisiana should act now to develop a strategic approach to growing a 21st century economy positioned for the future.

What Louisiana Can Do: 10 Steps to Success

One of the primary roles of state government in economic development is to implement policies and programs that can help facilitate the development of a higher value-added economy, thereby increasing incomes and wealth. In today's global economy, that means these policies and programs must focus on developing innovation capacity and creating the infrastructure and support systems firms need to innovate and move quickly to market.



A review of states throughout the country indicates that most now include a heavy focus on innovation and technology development and commercialization in their economic development efforts. They are also focusing on developing the workforce needed by knowledge-based companies. More than half of the states now have a separate economic development entity focused on developing an innovation-based economy, and virtually all the others have major efforts within the economic development agency focused on implementing policies and programs to grow that part of their economies. Louisiana continues to lag behind in these areas.

So given where we stand, what should we do? That's an extremely important question that requires a disciplined approach.

If the goal is simply to fund research and increase the dollars flowing into institutions, there are processes to do that which are somewhat basic. If, however, the goal is to invest in R&D to create a positive economic impact for the state and its citizens, there are some common lessons learned from states that have been successful.

1. The state must have a statewide research and innovation strategy.
2. The strategy must include not only the components needed to foster innovation, but align them in ways that provide advantages to in-state companies.
3. Research investments must be extremely focused and targeted: The state needs to identify the strongest R&D investment opportunities from the standpoint of economic development based on existing strengths and emerging potential to develop a competitive advantage.
4. There needs to be an entity made up of private and public sector representatives to set the strategic direction of the state's R&D investments. It must establish a process to award funds based on quality and relevance, independent of politics and removed from the culture that every university and every region must share in the distribution.
5. The investments must be substantial and sustained but targeted to niche areas where the state can be world class. It will take time for the state to realize economic outcomes from these investments, so perseverance is essential.
6. Collaboration is critical. Success in this area requires two distinct pieces: top-flight research on the academic side coupled with expertise on the business development side to transform that research into a product for the market.
7. Private sector involvement is critical. Since technology is commercialized and jobs grow in the private sector, the private sector's leadership, participation, support and funding are needed.
8. World-class talent is critical. Top researchers bring major grants, young and emerging talent, and the best opportunity for success.
9. Besides conducting top-flight research, universities must also focus on producing the highly-skilled workforce companies will need to develop and market their products.
10. It is important that states measure the results of their investments and hold the recipients of these investments accountable for delivering on the benefits they have promised.

## Louisiana Must Act Now

The good news is that Louisiana is not starting at ground zero. We have made some significant investments in technology infrastructure that position us well with other states. We also have some niche areas of research where Louisiana is, or has the potential to be, world class.

But the need to move forward is urgent. Failure to establish Louisiana as a progressive state focused on creating an innovation economy will leave us farther behind the many states we already trail. The loss of our educated citizens leaving the state in pursuit of better jobs and higher wages will continue. Today an opportunity exists like never before to transform and modernize Louisiana's economy. But it is imperative that we begin now.









# Louisiana Snapshot

## Who We Are, Where We Live, Where We're Going

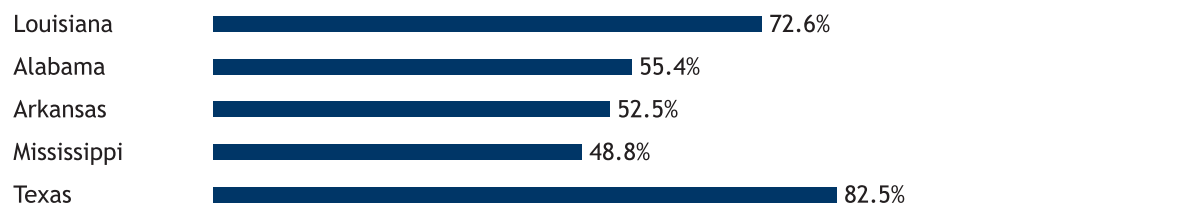
### Population

		<u>National Rank</u>
Population, 2007 est.	4,293,204	25th
Population change, 2000-2007	-3.9%	50th

### Where We Live

Metropolitan Statistical Area (MSA)	Population (2007 est.)	Population Change (2000-2007)
New Orleans	 1,030,363	-21.7%
Baton Rouge	 770,037	9.11%
Shreveport - Bossier City	 387,582	3.1%
Lafayette	 256,494	7.4%
Houma	 201,137	3.4%
Lake Charles	 191,926	-0.8%
Monroe	 172,275	1.3%
Alexandria	 149,837	3.3%

### Urban vs Rural: Population in Metropolitan Areas



### By the Numbers









		<u>2007 est.</u>
White		65.2%
Black		32.3%
Hispanic or Latino Origin		3.1%
Female		51.4%
Male		48.6%
Median Age		35.7%
High School Graduate		79.9%
Bachelor's Degree or Higher		20.4%

## We're Leaving, but Who's Coming?

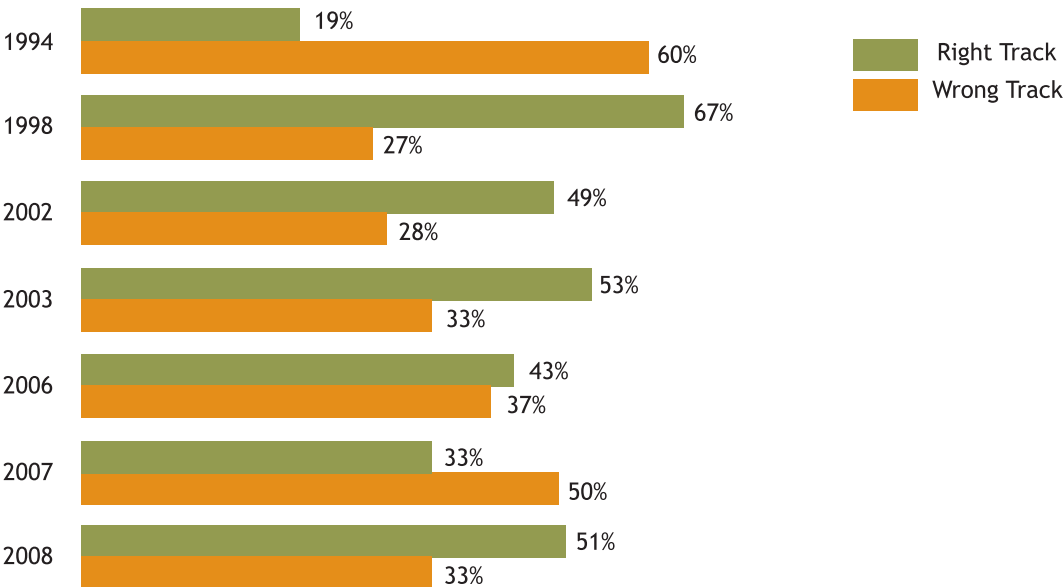
Population born in LA, 2004 est.	79.5%
Net Out Migration 1990 - 2000	139,704
Net Out Migration 2000 - 2007	-335,216

While Louisiana was on track to be one of only two southern states where more people moved out than in during the decade before Hurricane Katrina, the large portion of the 335,000 in lost population since 2000 is a result of the hurricane.

## At the Ballot Box

Percentage of eligible population registered to vote		90%
Female		55%
Male		45%
Democrat		53%
Republican		25%
Other		22%
Voted in '07 Governor's Election		47%
Voted in '04 Presidential Election		66%

## Louisiana's Moving, but Which Direction?



Sources: CABL Voter Surveys (1994 - 2003) LSU Public Research Lab (2006, 2007, 2008)



## How Much Do We Spend?

Louisiana's total State General Fund budget for FY '09 is \$9.1 billion.






# Our Economy

## Where Do We Really Stand?

### What We Earn 2007

	<u>LA</u>	<u>National Rank</u>	<u>Southern Rank</u>
Per Capita Income, 2007	\$35,770	27th	4th
Average Annual Pay, 2006	\$36,604	31st	7th

### Earning of Louisiana's Households 2007

<\$25,000		32.2%	Only six states have a higher percentage than Louisiana of the “working poor” - those who earn less than one-and-a-half times the poverty level.
\$25,000 - \$49,999		26.2%	
\$50,000 - \$74,000		16.7%	According to the Corporation for Enterprise Development, Louisiana has the widest gap between those at the lowest end of the income ladder and those at the top.
\$75,000 - \$99,000		10.6%	
\$100,000 +		14.4%	

### Income Distribution Within Louisiana

MSA	PerCapita Income, 2006
New Orleans	\$40,211
Lafayette	\$34,250
Shreveport - Bossier City	\$31,941
Houma	\$31,562
Baton Rouge	\$31,443
Alexandria	\$30,800
Lake Charles	\$30,224
Monroe	\$28,511

### Poverty

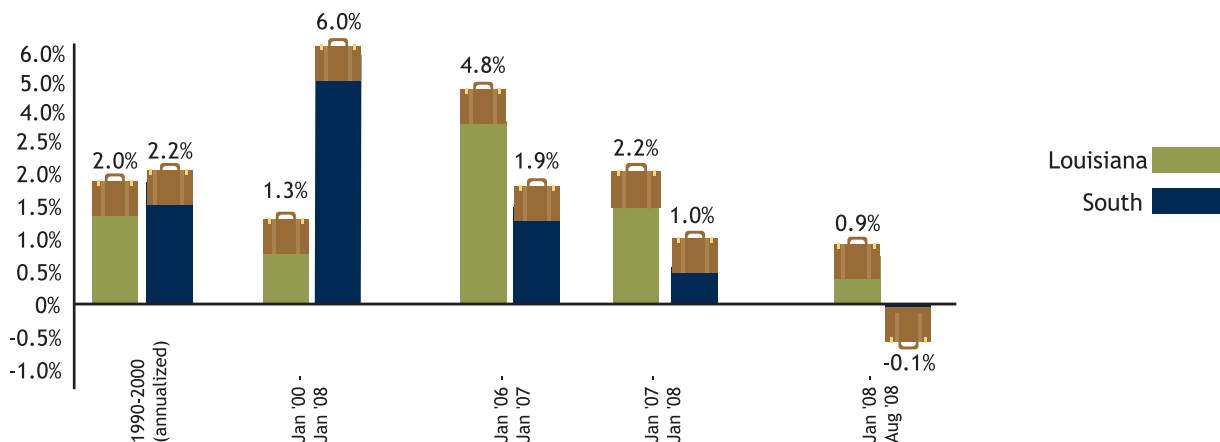
What is poverty? Income of less than \$21,200 a year for a family of four.

	<u>LA, 2007</u>	<u>U.S., 2007</u>
Poverty Rate	16.1%	12.5%
Children in Poverty	22.7%	18%

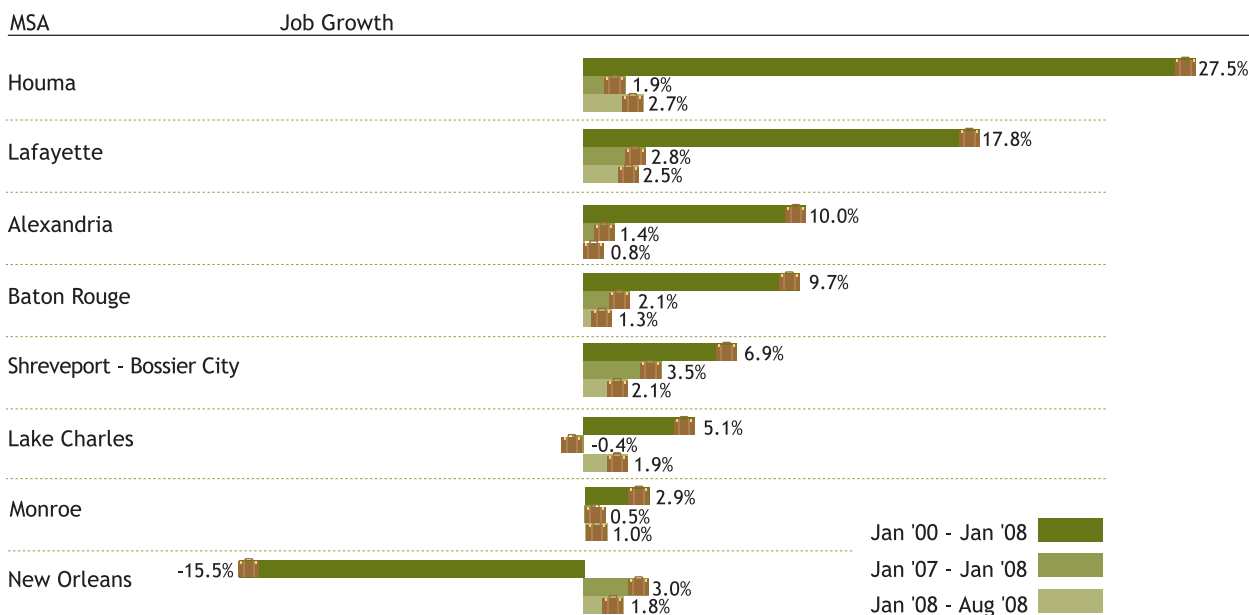
✿ Louisiana ranked third highest in the nation and in the south in our overall poverty rate and fourth highest in the nation and in the south in our rate of children in poverty.

✿ Louisiana's 2007 homeownership rate of 71.5% is the seventh highest in the south.

## Job Growth: What are the State's Trends?



## Job Growth inside Louisiana



## Business Vitality: How Competitive is Louisiana?

Number of:	National Rank
Businesses	24th
People Self-Employed	28th
New Firms Created	26th
Firms Closed	29th
Rate of:	
Federal Investment in R & D	42nd
Private Investment in R & D	47th
Patents Issued	45th
University Developed Royalties and Licenses	14th
Technology Jobs	48th

✿ In 2007, Louisiana had a total of 14,277 personal and business bankruptcies.

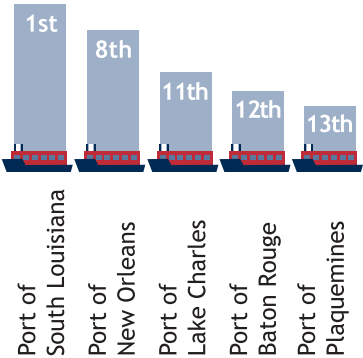
✿ Louisiana ranks 46th in the nation in percentage of people who get their health insurance through an employer. Besides being a health indicator, this also speaks to the quality of jobs in our state and the vitality of the economy.



# How Busy Are Our Ports?

	<u>National Rank</u>
Total “port calls” to New Orleans	4th
“Dry bulk” port calls to New Orleans	1st
Total tonnage handled at Louisiana ports	1st

In terms of tonnage handled in 2006, Louisiana has five of the top thirteen ports in the U.S.



Following the devastation caused by Hurricanes Katrina and Rita in 2005, Louisiana’s worldwide merchandise exports recovered in 2006 by achieving an all-time record value of \$23.5 billion. In 2007, the state once again reached new heights by recording \$30.4 billion in exports, an unprecedented increase of 29.2%. (World Trade Center of New Orleans)

# Running the Roads

Percent of state roads in poor condition	22%
Percent of deficient or obsolete bridges	32%
Projected highway unmet construction needs in 2007	\$14 billion
Projected highway unmet construction needs in 2010	\$15.5 billion

It is estimated that it costs Louisiana drivers \$425 extra per year for driving on roads that are deficient and in need of repair and improvement. That is almost twice the national average.



# Did You Know?



Louisiana exports goods to over 200 countries, with the largest share of exports going to Japan - \$28 billion in 2007.



The Latin American Trade and Transportation Study conducted by the Southeastern Transportation Alliance projects world cargo through Louisiana ports will nearly double between 2000 and 2020.

# Louisiana on the Information Superhighway?


	<u>2003 Louisiana</u>	<u>National Rank</u>
Households with Computers	52.5%	48th
Households with Internet Access	44.1%	48th



# Pre-K - 12 Education





## Will Our Kids Be Ready For the Future?

### Who Attends Our Public Schools?

	Oct. 2007	
Number of students in public schools	687,142	 At 18.6%, Louisiana has one of the highest rates in the country of school children in non-public schools.
Percent of public school children who are minority	50.8%	
Percent of public school children who are white	49.2%	
Percent of public school children on free/reduced lunch	63.1%	

### Are Our Students Making the Grade?

#### Percent of Students At or Above "Basic" Level on LEAP Test, 2007-2008


4th Grade English Language Arts		71%
4th Grade Math		69%
8th Grade Language Arts		60%
8th Grade Math		60%

#### Percent of Students Passing Grade 10 Graduate Exit Exam, 2005-2006


English Language Arts		82%
Math		82%

ACT Composite Score, 2008  
(U.S. Average 21.1, out of 36)

20.3

 During the 2006-2007 school year 15,914 students in grades 7-12 dropped out of Louisiana public schools. In the last 4 years of record, almost 70,000 kids dropped out of schools. That number does not include those working on GEDs or transfers.

### Our Teachers




Average teacher salary '07 - '08	\$46,964	 The Southern average for teacher pay is \$45,662 (2006-2007).
Percentage of core classes taught by highly qualified teachers	83.5%	
Percentage of new teachers in public schools leaving their position within three years ('03 - '04)	43%	

## School Performance Scores (SPS), 2007 - 08 School Year



(SPS academic ranges from 0 to 200)

Ratings	Number of Schools	Percent of Schools
5-Star ★★★★★ (140 and above)	10	<1
4-Star ★★★★ (120 - 139.9) <i>120 = State Goal in 2014</i>	30	2.4
3-Star ★★★ (100 - 119.9) <i>100 = State Goal in '09-'10</i>	261	20.7
2-Star ★★ (80 - 99.9)	505	40
1-Star ★ (60 - 79.9)	367	29.1
Academically Unacceptable (<60)	90	7.1

### Are Our Schools Improving?

-  The total number of schools at or above the 2009-10 goal of 100 (meaning, a school on average has students performing at Basic) has risen from 153 in the baseline year of 98-99 to 301 schools. Another 505 schools are moving toward the goal, scoring in the 80-99.9 range. But, 457 schools are below 80 and still have a long way to go. Of those, 90 are at very low performing or failing levels.
-  For the state as a whole, the average SPS was at 87.2 in 2007-08. As the chart above shows, there is a significant majority of schools (76%) that fall below 100 at this time - and we are only two school years away from Louisiana's 2009-10 goal of 100.
-  In 2007-08, 25% of our schools met their annual growth target and an additional 32% had minimal improvement, though didn't reach their annual target. That means 57% of schools had some improvement - a good sign. Schools that showed no growth totaled 16% and an additional 20% showed a decline in academic performance.

### Our Most Troubled Schools

-  Of the 68 schools that are at failing levels, 18 were in East Baton Rouge and 14 were in Caddo (pre-Katrina). The remaining number of these schools are scattered among several parishes - especially in urban and rural neighborhoods where poverty is prevalent. Districts severely impacted by the 2005 hurricanes are still not included in data.
-  All of our failing schools are high-poverty schools, but not all high-poverty schools are failing. Poverty contributes negative factors in schools, but high-quality teaching over time can overcome many of these factors and these children do learn. It is also critical that these children get quality pre-K at early stages in life, as research shows that at-risk kids make significant cognitive and academic gains with quality early education.

# Post-Secondary Education

## Are We Building a Knowledge-based Workforce?

### From Start to Finish

Number of first-time freshmen, Fall 2007	21,395
First-time college freshmen who graduated from public high schools enrolled in remedial courses, Fall 2007	29%
Six-year graduation rate for Louisiana public colleges and universities, 2007	42%
Southeast region graduation rate, 2006	52%











Graduation rates at our universities vary considerably. The highest rates are at LSU Baton Rouge with 65% and Louisiana Tech with 51%. One regional university has a rate of 43%, four regional universities have rates in the 30 - 37% range, and six colleges range between 9 - 29%.

### Four-Year vs. Two-Year: Where Do We Go?




<u>Percent of 2006 Post-Secondary Students in</u>	<u>Louisiana</u>	<u>South</u>
4-year colleges/universities	77%	55%
2-year community colleges/technical	23%	45%

In 2007, an estimated 4.5% of the Louisiana population had a two-year associate degree, compared with 7.4% in the United States.

### Louisiana’s Public Institutions of Higher Education

Number of public four-year universities	  14
Number of two-year junior colleges	  2
Number of community colleges	  7
Number of technical college campuses	  40
Number of technical community colleges	  2

### Diplomas = Jobs: 2012 U.S. Workforce Projection

Jobs requiring a four-year college degree	 23%
Jobs requiring a two-year associate degree or advanced training	 54%
Jobs requiring minimal skills	 23%

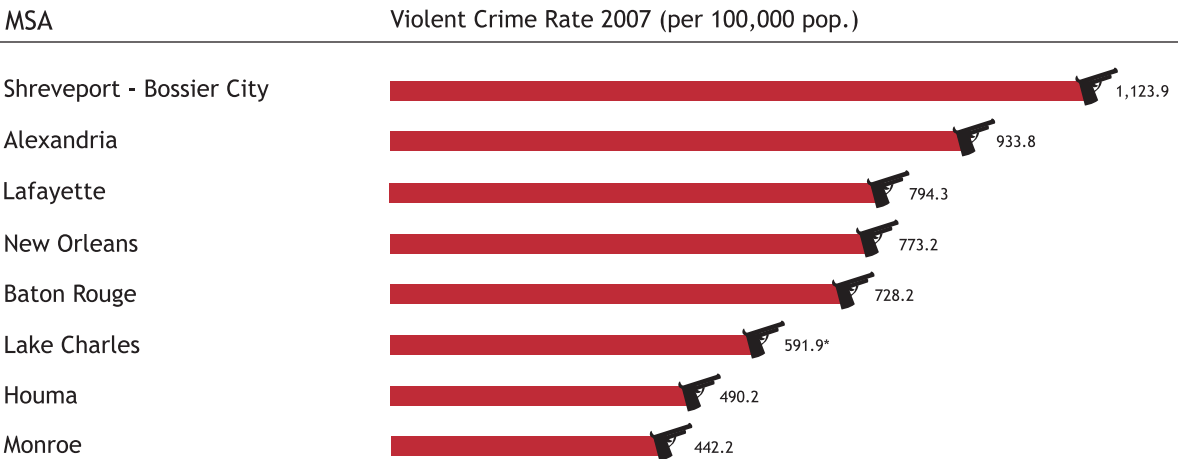
# Public Safety

## The Costs of High Poverty and Low Education

### Crime: The Hard Numbers

	2007 National Rank
Murder rate per 100,000 habitants	1st
Violent crime rate per 100,000 habitants	4th
State prisoner incarceration rate (2006)	1st

### Where Is the Crime?



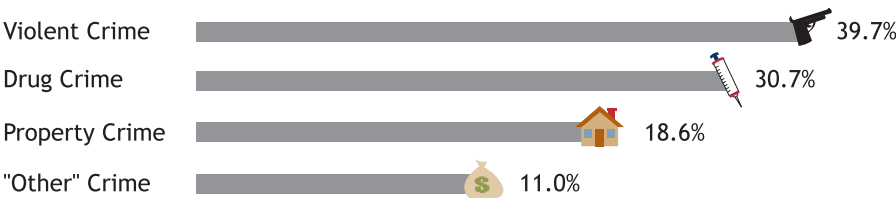
\*2005 data; no update available

### State Prisoners: By the Numbers

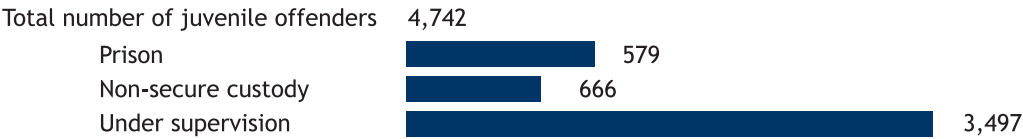
Adult state prison population, 2008	37,969
Percent of state prisoners with sentences over 10 years	39.9%
Percent of state prisoners serving life sentences	11.1%
Percent of state prisoners 50 years and older	13.2%
Number of state prisoners on death row	83

🌸 Louisiana spends \$57.32 per day for a total of \$20,921.80 per year for each prisoner in a state institution.

### What Are They in For?












For each youthful offender in a state juvenile institution, the state of Louisiana spends \$361.52 per day for a total of \$131,954.80 per year. When including costs for medical/mental health, the state spends \$437.82 per day on incarcerated juvenile offenders for a total of \$159,804.30 per year.

Health  
Costly Programs, Disappointing Outcomes

Births: By the Numbers

	Louisiana	2006 National Rank
Birth Rate (per 1,000 inhabitants)	 14.8	16th
Percent of births to unmarried mothers	 49.1%	3rd
Birth rates for teenage mothers (per 1,000 teenage women)	 52.7	13th
Percent of low birthweight births	 11.3%	2nd
Infant Mortality Rate (per 1,000 live births)*	 10.1	2nd

\*2005 Data

Insurance: Are We Covered

	LA	2007 National Rank	2007 Southern Rank
Percent of population without health insurance	18.5%	46th	10th
Percent of children without health insurance	12.5%	39th	10th

Since 1999, 350,000 children have received health coverage under the LaCHIP program, which helps provide health insurance coverage for children in low-income families.

Plenty of Beds

Louisiana has the 10th highest rate of hospitals per capita in the country, yet the state’s occupancy rate in 2006 was only the 35th highest.

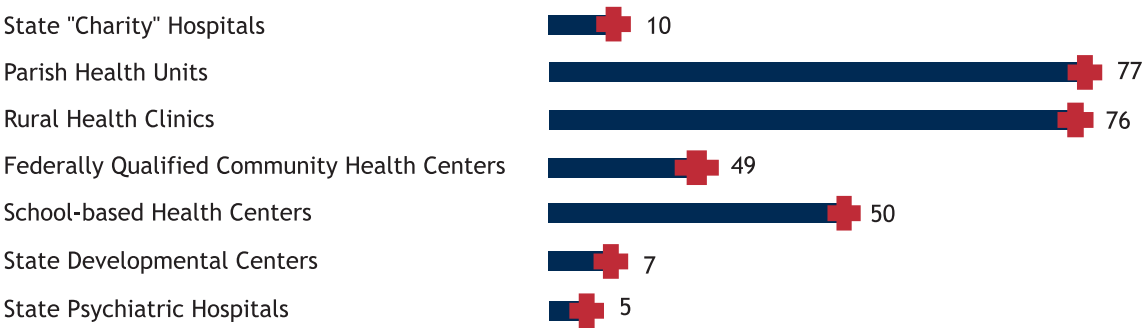
Louisiana ranks 15th highest in the number of nursing home beds, but ranks 45th in the country in terms of occupancy.

	National Rank		
	Rate of Cases	Age-Adjusted Death Rate	
Diabetes	8th	1st	Louisiana had an overall, age-adjusted death rate in 2005 of 1,020.8 per 100,000 residents. This is the second highest in the nation, meaning our citizens die much more prematurely than those in other states.
HIV / AIDS	5th	2nd	
Cancer	15th	2nd	

The State of Medicaid

Percent of LA population receiving Medicaid, 2005	26%
Percent of U.S. population receiving Medicaid, 2005	20%
Percent of births in Louisiana financed by Medicaid, 2002	56.4%
Medicaid enrollees, 2005	1,152,500
Total Medicaid budget, State Fiscal Year '08	\$6.2 billion

Number of Publicly Funded Health Facilities



Where We Rank

Two groups that have developed health care rankings for the states place Louisiana near the bottom. CQ Press ranks Louisiana as the 49th “least healthy” state. United Health Foundation ranks us 49th in its America’s Health Rankings.

# Environment

## Louisiana, Worth Protecting

### Louisiana’s Wetlands Are America’s Wetlands

Thirty percent of all U.S. coastal marsh is in Louisiana.



Ninety percent of the coastal wetland loss in the lower 48 states occurs in Louisiana.

Louisiana’s 3.4 million acres of coastal wetlands are the seventh largest delta region on earth.

Louisiana loses a football field of marshland every 38 minutes. Since 1930, the amount of wetlands lost in Louisiana is greater than the size of Rhode Island.

As a result of Hurricanes Katrina & Rita, Louisiana lost 217 square miles of wetlands in two days.

### Wetlands and Wildlife

Ninety-five percent of marine species in the Gulf of Mexico spend all or part of their lifecycle in Louisiana wetlands.

Louisiana’s coastal wetlands provide habitat for 1.8 million migratory waterfowl.

This estuary is home to more than 70 rare, threatened, and endangered species and America’s largest wintering habitat for migratory waterfowl and songbird.

### Wetlands and Economics

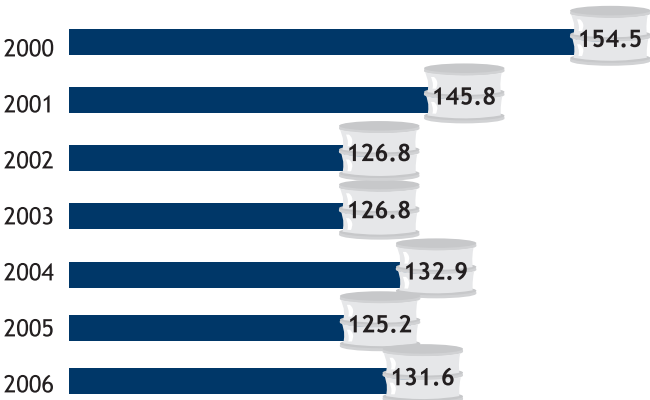
Approximately 21 percent of the nation’s commercial fisheries catch in the lower 48 states comes from Louisiana coastal areas and is valued at \$202 million. Recreational fishing industry in Louisiana’s coastal areas is valued at \$895 million - \$1.2 billion.

Over 25 percent of oil and gas consumed in the U.S. travels through Louisiana wetlands.

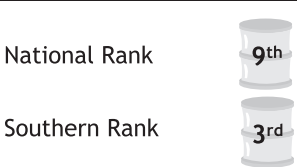
Louisiana’s Congressional delegation has secured portions of our continental shelf royalties to help pay for restoration. Congress also passed a bill to provide \$14 billion for coastal protection in Louisiana. The estimated cost of inaction - more than \$100 billion in infrastructure alone.

### Environmental Quality

Toxic Releases in Millions of Pounds - LA



2006 National Rankings - LA



# The Qualities of Our Life

## Louisiana Lagniappe

Clearly, Louisiana faces many challenges and has many serious issues to address. But the statistical data doesn't reveal the many other attributes about Louisiana, our people and culture that are also important. These qualities are often hard to quantify, but some do have measurable impacts, and they help complete the picture of life in Louisiana.

### We Are Generous.

According to the Catalogue for Philanthropy, Louisiana citizens are seventh in the nation in the percentage of their earnings given to charity.



### We Support Nonprofit Organizations.

Louisiana has 11,000 nonprofits employing 130,000 people in every area of the state. More than two-thirds of Louisiana citizens contribute to nonprofits and more than one-third volunteer.

### We Like the Arts.

Louisiana arts organizations and arts participants make a direct contribution of \$202 million to the state economy and have an indirect annual economic impact of \$934 million.



### We Have a Literary Tradition.

Twelve writers with ties to Louisiana have won the Pulitzer Prize for literature.

### We Have a Musical Tradition.

A total of 35 artists with ties to Louisiana have won Grammy awards in the categories of jazz, blues, folk, country and gospel.

In addition, the recordings of 15 Louisiana artists have been inducted into the Grammy Hall of Fame and 5 Louisiana artists have received lifetime achievement awards from the Grammys.

Another 15 Louisiana artists have been inducted into the Rock & Roll Hall of Fame.



### We Have a Historical Tradition.

Louisiana has over 1,100 entries on the National Register of Historic Places.

## We Have a Culinary Tradition.

We spend nearly \$5 billion a year at restaurants.



## We Have an Entertainment Tradition

With the passage in 2002 of the Louisiana Motion Picture Incentive Program, film has become a significant component of the state's entertainment industry. Since its passage, over \$1 billion in new production has come into the state and the number continues to grow.

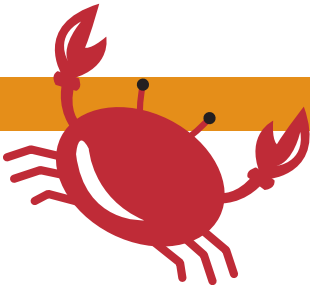
## We Corner the Market on Crawfish.

More than 90% of the crawfish harvested in the U.S. comes from Louisiana.



## And Shrimp.

More than 63 million pounds of shrimp are caught each year in Louisiana's fisheries.



## And Crabs.

Nearly a third of blue crabs come from Louisiana.

## We Pass a Good Time.

Louisiana hosts more than 600 festivals every year.

## And Others Come to Join Us.

About 20 million people a year come to visit Louisiana.





## The Report Card on Louisiana *How others grade us*

	Source	Ranking / Grade
<b>Health</b>		
2008 State Health Care Rankings	<i>CQ Press</i>	49th
2007 <i>America's Health Rankings</i>	<i>United Health Foundation</i>	49th
<b>Economic</b>		
2008 Best States for Business Rankings	<i>Forbes Magazine</i>	49th
Location for making a movie (outside of California)	<i>P3 Production Update Magazine</i>	4th
2009 State Business Tax Climate Index	<i>The Tax Foundation</i>	33rd
Overall national poverty rate	<i>Census Bureau</i>	3rd
Rate of children in poverty	<i>Census Bureau</i>	4th
<hr/>		
2007 Development Report for the States ( <i>Louisiana</i> )	<i>Corporation for Enterprise Development</i>	
Performance:		F
Business Vitality:		C
Development Capacity:		F
<b>Education</b>		
Louisiana 2006 Report Card on Higher Education	<i>The National Center for Public Policy and Higher Education</i>	
Preparation:		F
Participation:		C-
Affordability:		F
Completion:		C-
Benefits:		D+
Learning:		I
<hr/>		
Louisiana's 2007 NAEP Scores (% At or Above Basic)	<i>National Center for Education Statistics</i>	
4th Grade Math:		73
4th Grade Reading:		52
8th Grade Math:		64
8th Grade Reading:		64
<hr/>		
School accountability program	<i>Education Week</i>	2nd
Number of teachers receiving a benchmark national certification	<i>National Board for Professional Teaching Standards</i>	13th
Louisiana's Pre-K education program (LA4)	<i>Georgetown University</i>	Top-tier state
Louisiana schools on the 2009 list of top 130 schools	<i>U.S. News and World Report</i>	1
LSU E. J. Ourso College of Business	<i>U.S. News and World Report</i>	62nd
<b>Crime</b>		
2008 Crime State Rankings	<i>CQ Press</i>	2nd
Murder rate in nation	<i>FBI</i>	1st
<b>Ethics</b>		
Legislator Personal Financial Disclosure practices	<i>The Center for Public Integrity</i>	A / 1st
Governor Personal Financial Disclosure practices	<i>The Center for Public Integrity</i>	A / 3rd
<b>Miscellaneous</b>		
2008 Most Livable State Awards	<i>CQ Press</i>	45th
Most Improved State Awards	<i>CQ Press</i>	9th

# Louisiana Fact Book: 2009 Edition

## How Do We Measure Up...How Far Do We Have to Go?

This is the fourth edition of CABL's *Louisiana Fact Book*. Since our first publication came out in 2003, we have distributed tens of thousands of copies to state leaders, policymakers and citizens around the state. Thousands more have downloaded copies online.

Its popularity stems from a simple premise. People need good information - data - to make good decisions. This is a book full of data - about our state and our communities. While many of the individual statistics may be interesting or revealing, this is more than just a collection of numbers. It's a picture of our state which, when viewed as a whole, shows us where we stand. It points to the challenges we face and the foundations upon which we can build.

We hope citizens will use the *Louisiana Fact Book* as a tool to measure our progress, hold our elected officials accountable for results and make good decisions for our future. The noted American educator John Dewey once said, "We can have facts without thinking but we cannot have thinking without facts." Here they are.

### Following through on the 2007 Elections

During the 2007 state elections, CABL published its *Quantum Change Agenda*, a framework of reforms and ideas to move Louisiana forward. The good news is that in the year after the elections progress has been made in a number of areas including ethics reform, workforce development, continued tax restructuring, transportation, coastal restoration and expanded access to quality preK programs and charter schools.

Now we believe an opportunity exists to make progress on another area in our *Quantum Change Agenda* - modernizing and diversifying our economy. In this edition of the *Louisiana Fact Book* we focus on that important issue which we believe is of critical importance for Louisiana's future, particularly in uncertain economic times.

The world is changing and so are the economies of many states and nations. Louisiana must change, too. While we value and take advantage of our natural resources, we must also grow the human resources we need to compete in a global economy that hinges more and more on technology and innovation. The need to transform our economy is urgent. The time to begin is now.



# Council for A Better Louisiana

The Independent Voice of Louisiana’s Leaders

CABL provides an extensive web site for elected officials, opinion makers, news media, and engaged citizens. It is kept up to date with information on the most important public policy issues facing our state.

Go Online at: [www.CABL.org](http://www.CABL.org)

- **Issue briefings on the state’s critical presented in an easy-to-understand format.**
- **Legislative commentary** to ensure that state government is accountable to citizens.
- CABL’s **Louisiana Fact Book** for quick information you need to know about where we stand in education, job growth, state spending, and more.
- CABL **publications** on issues in the forefront like fiscal reform, education, economy, and poverty that get the public’s attention.
- The only **Report Card** on public education in LA, Pre-K through college.
- Information on elected officials in **statewide offices and the state House and Senate.**
- **Polls of citizens** to gauge their attitudes of the important issues facing out state and the performance of state government.
- Highlights of the **Leadership Louisiana** program, a nationally recognized program that enhances the capacity of emerging or current leaders from across the state to effectively address key public issues.
- And, much, much **more...**

**Become a Member. Join CABL today!**

## Resources

The following is a list of sources CABL utilized in developing this report. A more detailed account of these sources may be found in the *Elections* section of CABL’s web site at [www.cabl.org](http://www.cabl.org).

ACT, Inc.	LSU Public Policy Research Lab
Administrative Office of the U.S. Courts	LSU School of Social Work Office of Social Service Research and Development
American Cancer Society	National Marine Fisheries Service
Arts Council of Greater Baton Rouge	National Restaurant Association
Baton Rouge Area Chamber of Commerce	National Telecommunications and Information Administration
Catalogue for Philanthropy	Office of Juvenile Justice and Delinquency Prevention
Centers for Disease Control	Pulitzer Prizes
Corporation for Enterprise Development	Recording Academy
- State Asset Development Report Card	Southeastern Transportation Alliance
- Development Report Card for the States	Southern Regional Education Board
CQ Press	Travel Industry Association of America
Environmental Protection Agency	The Road Information Program (TRIP)
Federal Bureau of Investigation	United Health Foundation
Ann Guissinger	U.S. Army Corps of Engineers
Kaiser Family Foundation	U.S. Census Bureau
LA Cultural Development Office Division of Historic Preservation	U.S. Department for Health and Human Services, National Center for Health Statistics
LA Department of Education	U.S. Department of Commerce, Bureau of Economic Analysis
Louisiana Association of Nonprofit Organizations	U.S. Department of Commerce, International Trade Administration
Louisiana Board of Regents	U.S. Department of Justice, Bureau of Justice Statistics
Louisiana Crawfish Promotion & Research Board	U.S. Department of Labor, Bureau of Labor Statistics
Louisiana Department of Agriculture	U.S. Department of Transportation, Maritime Administration
Louisiana Department of Culture, Recreation & Tourism	U.S. Small Business Administration
Louisiana Department of Health and Hospitals	
Louisiana Department of Natural Resources	
Louisiana Department of Public Safety and Corrections	
Louisiana Department of Transportation and Development	
Louisiana Economic Development	
Louisiana Secretary of State	
Louisiana State Senate Fiscal Services	
Louisiana Youth Services Office of Youth Development	



## **The Council for A Better Louisiana**

Founded in 1962, CABL works to improve the quality of life for Louisiana citizens by raising awareness of critical issues, promoting sound public policy, fostering civic leadership, and championing government accountability.





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