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THE ECONOMIC IMPACT OF THE 2000 NOKIA SUGAR BOWL

Timothy P Ryan

INTRODUCTION

The purpose of this section of the report is to estimate the total economic impact of the 2000 Nokia Sugar Bowl on the New Orleans economy. The total economic impact is based on the total spending in the New Orleans area that occurred as a result of the 2000 Nokia Sugar Bowl football game and other Nokia Sugar Bowl events. The spending at the football game was estimated by the following means: a survey of over 500 Nokia Sugar Bowl attendees; information on game related activities; information on total press coverage; and information provided by the Nokia Sugar Bowl Committee.

DIRECT AND INDIRECT SPENDING

The Nokia Sugar Bowl football game generates a great deal of visitor spending in the city of New Orleans during the week prior to the game. That spending is composed of several different types:

1. The spending of the visitors who come into the city to see the game;
2. The spending of visitors who come into the city for Nokia Sugar Bowl related activities or who come into the city for the game but do not get tickets and do not actually go to the game;
3. The spending of the media who came to New Orleans to cover the game itself or to report on Nokia Sugar Bowl related activities;
4. The spending of out-of-town fans at the game itself;
5. The spending of the Nokia Sugar Bowl itself on salaries, rent, insurance and other year-round expenses plus game-related spending such as awards, entertainment and other events in the city during Nokia Sugar Bowl week;
6. Spending at the other Nokia Sugar Bowl events.

Categories 1 through 4 are related to the football game exclusively. Categories 5 and 6 are related to the other Nokia Sugar Bowl activities in New Orleans. Categories 1 and 2 were estimated by means of a survey that was administered to approximately 500 game attendees before and during the game on January 4, 2000. Questions were asked about their spending on hotels, food and drink, entertainment, retail purchases, and transportation. Category 3 was estimated by obtaining information for the Nokia Sugar Bowl on the total attendance at official parties; that information was coupled with local data on average spending per person. Category 4 was estimated by obtaining information on the number of media who came into the city for the game and applying general spending information. Category 5 was estimated through data provided by the Superdome on day-of-game purchases at the Dome itself. Category 6 was estimated by official figures on out-of town participation at these events.

This direct or primary spending generates additional spending in the local area. This additional spending is referred to as secondary spending, sometimes called the ripple effect. The amount of secondary spending depends on the industry and geographical area in which the primary spending occurs.

Nokia Sugar Bowl Football Game Visitor Spending. Attendance at the 2000 Nokia Sugar Bowl football game was 79,280. According to our survey, 85.3% of those attendees came from outside the New Orleans area. One point to note is that the official ticket distribution had a smaller percentage of the tickets sold to outsiders; our surveyors were told that many people came to the city with no ticket and obtained a ticket for the game while in New Orleans, indicating that many locals may have sold their tickets. Table 1 presents the spending of visitors on both a per day basis and over the entire trip. The average length of stay of the visitors was 2.95 nights. The average Nokia Sugar Bowl football game visitor spent \$331 per day or \$977 in total during their trip to New Orleans for the 2000 football game.

Table 1: NOKIA SUGAR BOWL FOOTBALL GAME VISITOR SPENDING

Category	Daily Spending	Trip Spending
Lodging	\$144	\$424
Food	67	199
Bars	46	134
Entertainment	30	89
Shopping	35	104
Local Transportation	9	27
TOTAL	\$331	\$977

Note: Totals may not add due to rounding.

Source: Nokia Sugar Bowl Survey

Total direct spending is the product of the average spending per capita in Table 1 and total number of out-of-town visitors (85.3% of 79,280 or 67,617). Secondary spending, or the ripple effect, is based on the direct spending. Total direct and secondary spending in the area economy due to these visitors are presented in Table 2.

Table 2: SPENDING OF NOKIA SUGAR BOWL FOOTBALL GAME VISITORS (in millions)

Category	Direct Spending	Secondary Spending	Total Spending
Lodging	\$30.3	\$60.2	\$90.5
Food	14.3	28.1	42.4
Bars	9.7	19.0	28.7
Entertainment	6.4	12.6	19.0
Shopping	7.5	4.9	12.4
Local Transportation	1.9	3.8	5.7
TOTAL	\$70.11	\$128.52	\$198.63

Note: Totals may not add due to rounding.

Source: UNO Nokia Sugar Bowl Survey

Thus, the visitors who came to New Orleans to see the game spent a total of **\$70.11 million** in the area during their visit—this is referred to as the direct or primary spending. The largest single category was for lodging. Spending on food and drink was the next largest total, confirming that an important part of the success of any tourist event in New Orleans is the food. In addition

to the \$70.11 million of primary spending, the out-of-town game attendees generated a **total of \$128.52 million in secondary spending**. Combining direct and secondary produces a **total spending of \$198.63 million just by the out-of-town visitors who came to New Orleans to attend the game**.

Non-Attendee Visitor Spending. Because of the popularity of this year’s Nokia Sugar Bowl, many people came to New Orleans without a ticket in advance, hoping to purchase one once they arrived in the city. Many were able to do just that; many however were not able to purchase a ticket. For the first time, Nokia Sugar Bowl and Superdome officials sold tickets to a closed-circuit broadcast of the game in the New Orleans Arena resulting in the sale of 5,037 tickets for this broadcast. Surveyors also surveyed people attending this broadcast. Based on this part of the survey, we estimate that there were a total of 4,287 people who came to New Orleans to see the game but could not get tickets. The total spending estimates in Table 1 contains the estimated spending of these people.

Nokia Sugar Bowl Media Spending. According to Nokia Sugar Bowl officials who were responsible for media relations, there were a total of 607 media people in New Orleans to cover the game and related activities. That figure includes the reporters plus crew. The total spending estimate in Table 1 contains the estimated spending of these people.

Day of Game Spending. The next category of spending is the spending that occurred during the game itself at the Dome for concessions—food, drink, souvenirs, and catering of parties in the box suites. Since most of the questionnaires were conducted before the game, this spending was not asked for and is thus not a part of the spending in section above. The total spending estimates in Table 1 contains the estimated spending of these people. Note that we have not counted ticket sales in this or any other spending category. The reason for this is that ticket sales are a revenue source for the Nokia Sugar Bowl and as such the proportion of ticket sales that are local are included in the Nokia Sugar Bowl local spending in section below.

Nokia Sugar Bowl Organization Spending. One aspect of the Nokia Sugar Bowl that is overlooked by many is that the Nokia Sugar Bowl is a full-time, year-round operation for the city of New Orleans. The Nokia Sugar

Bowl pays salaries to employees, rent on facilities, insurance, utilities and the like on a year-round basis. That spending is part of the local economic impact of the Nokia Sugar Bowl. In addition to the year-round spending, the Nokia Sugar Bowl spends money during the week or so prior to the game on the following: entertainment, awards, and transportation of Nokia and other officials. All of this spending is local and is part of the economic impact of the Nokia Sugar Bowl. The sources of revenue for this local spending are ticket sales, sponsorship revenue, and television rights.

In 1999, the total spending of the Nokia Sugar Bowl organization was \$7,000,000. That figure includes all wages and salaries, rent, entertainment and other game related expenses. The total direct spending in this category is the organization spending multiplied by the proportion of the total revenues that are due to out of towners—85.3%. The total direct spending in this category is \$5.97 million. The secondary spending generated by this spending is \$7.41 million. Total spending is the sum of the direct and secondary spending—**\$13.38 million.**

Other Nokia Sugar Bowl Events

Most of the attention was and will be focused on the football game. The Nokia Sugar Bowl is however much more than just a football game. It includes a number of separate events that are put on within a two-week period leading up to the New Year's Day game. Those events include:

1. The Nokia Sugar Bowl Regatta.
2. The Nokia Sugar Bowl Swim Meet.
3. The Nokia Sugar Bowl Junior Tennis Tournament.
4. The Nokia Sugar Bowl Marathon.
5. The Nokia Sugar Bowl National Invitational Flag Football Championship.
6. The Nokia Sugar Bowl Track and Field Championship.
7. The Nokia Sugar Bowl Quarterback Club.
8. The Nokia Sugar Bowl Basketball Tournament.

These events are amateur athletic events that bring a large number of contestants, families of contestants and

some fans into the city. The spending of the out-of-town participants and the other groups must be included in the total economic impact. For 1999, there were a total of 11,363 out-of-town participants for these eight other events. We assume that each participant brings slightly over one additional visitor with him or her. This assumption is very conservative for these kinds of events since many participants bring along their entire family for such an event. We assume that the average spending per person of the participants and their guests is \$150 per day and that they stay a total of three days. The total out-of-town participation and the total spending due to the other Nokia Sugar Bowl events is presented in Table 3. Thus, the total direct spending generated in the New Orleans economy by all of the other Nokia Sugar Bowl events was **\$9.21 million.** The \$9.21 million of direct spending produced additional spending in the area of **\$16.70 million for a total impact of \$25.91 million.**

Table 3: SPENDING OF OTHER NOKIA SUGAR BOWL EVENTS (Dollar figures in millions)

Event	Visitors	Total Impact
Regatta	375	\$0.86
Swim Meet	525	1.20
Tennis Tournament	150	0.34
Marathon	2,625	5.99
Flag Football	1,425	3.25
Track & Field	1,500	3.40
Quarterback Club	262	0.60
Basketball Tournament	4,500	10.27
TOTAL	11,363	25.91

Note: Totals may not add due to rounding.

Source: Nokia Sugar Bowl

Total Economic Impact. The total economic impact of the Nokia Sugar Bowl is the sum of the categories of spending listed above. The 2000 Nokia Sugar Bowl generated direct spending of \$85.29 million in the New Orleans area economy. That direct spending produced an additional \$152.63 million in secondary spending for a **total economic impact of \$237.92 million** (See Table 4).

Table 4: TOTAL ECONOMIC IMPACT OF THE 2000 NOKIA SUGAR BOWL (in millions)

Category	Direct Spending	Secondary Spending	Total Spending
Football Game	\$70.11	\$128.52	\$198.63
Nokia Sugar Bowl	5.97	7.41	13.38
Other Events	9.21	16.70	25.91
TOTAL	85.29	152.63	237.92

Note: Totals may not add due to rounding.

Source: UNO Nokia Sugar Bowl Survey

STATE AND LOCAL TAX IMPACT

Whenever an event such as this brings people and money into the area, tax revenues are generated for state and local governments. That revenue is of two kinds—direct revenue and indirect revenues. Direct revenues are those tax revenues that are paid directly by the visitors. The most obvious example of this is the hotel/motel taxes that the visitors pay on their hotel rooms and the state and local sales taxes that they pay on their retail purchases, including food and drinks.

Indirect taxes are taxes paid on the income generated by the direct and secondary spending. Out of that income, the recipient pays his state income taxes; in addition, he buys goods and services and pays the taxes that apply to those goods and services. The retail sales tax applies to the purchase of some of those goods and services. Other goods and services, however, are not taxable under the retail sales tax but are taxable under various other taxes—such as the gasoline tax, the insurance premium tax, the soft drink tax, the beer tax and the like. These are referred to as excise taxes. The assumption used to estimate the revenue from these taxes is that the recipient of newly created income is no different from the average Louisiana consumer; thus, the proportion of secondary income that is paid in these various taxes is equal to average values for the State as a whole.

In total, the State of Louisiana received \$7.00 million in tax revenue from the economic activity produced by the 2000 Nokia Sugar Bowl. In addition to state taxes, local governments in the New Orleans area received a total of \$4.34 million in tax revenue. Total state and local tax

revenue is the sum of the state revenue and the local revenue. The 2000 Nokia Sugar Bowl produced a total of \$11.34 million in tax revenue for state and local governments. (See Table 5)

Table 5: STATE AND LOCAL TAX REVENUE (in millions)

Government and Tax	Total Revenue
State Taxes:	
Sales Taxes	\$2.43
Hotel/Motel Taxes	2.80
Income Taxes	0.70
Excise Taxes	0.56
Business Taxes	0.51
Total— State Taxes	7.00
Local Taxes:	
Sales Taxes	3.29
Hotel/Motel Taxes	1.05
Total— Local Revenue	4.34
TOTAL GOVERNMENTAL REVENUE	11.34

Note: Totals may not add due to rounding.

Source: UNO Nokia Sugar Bowl Survey

CONCLUSION

It is clear that the Nokia Sugar Bowl is, indeed, one of the City's big events. The 2000 football game itself brought approximately 71,900 out-of-town visitors into the city of New Orleans. The other Nokia Sugar Bowl events brought an additional 11,363 visitors over the period before the football game. In total, the Nokia Sugar Bowl activities and events brought a total of 83,263 visitors to the city. The game and its related activities generate a total economic impact of \$237.92 million—made up of \$85.29 million in direct spending in the New Orleans economy and \$152.63 million in secondary spending. In addition, \$11.34 million of state and local tax revenue are generated by the event.

(Dr. Timothy P. Ryan is the Dean of the College of Business Administration at the University of New Orleans.)

NET MIGRATION FROM LOUISIANA AND ITS MSAs: CAUSE FOR CONCERN?

Ludivine Dorée Foley

Note: Special gratitude goes to Vinnie Maruggi, former Assistant Director of the Division of Business and Economic Research, who analyzed migration figures for many years, and provided valuable assistance with this article.

INTRODUCTION

Since the oil bust economic recession of the 1980s, net out-migration has been widespread throughout Louisiana. Each year from 1983 to 1999, more persons have moved out of Louisiana than moved in. Although to a varied extent, most Metropolitan Statistical Areas (MSAs) in the state have experienced such a trend. A look at the employment situation through the years in the state and its MSAs provides a useful insight on the reasons behind the negative trend. One consequence of this negative migration is slow population growth, Louisiana lagging the nation by a large margin.

This article gives an overview of net migration, employment and population trends in Louisiana and eight MSAs from 1970 to 1999, with an emphasis over the last decade of the period. For this study, employment figures pertain to total full-time and part-time employment, data provided by the Bureau of Economic Analysis. Comparable 1999 figures are not currently available. This article still includes 1999 figures for population and migration, considering their inherent value. The eight MSAs are: Alexandria, Baton Rouge, Houma, Lafayette, Lake Charles, Monroe, New Orleans, and Shreveport-Bossier City.

Estimates of net migration are based on population evolution, and two components of change, births and deaths, figures regularly available from the U.S. Census Bureau. Consequently, the population change due to births and deaths, also referred to as natural change, can easily be computed. Whatever amount of population change is not accounted by natural increase is net migration. Net in-migration or positive net migration occurs when more people move in an area than move out. By contrast, net out-migration or negative net migration, occurs when more people move out of an area than move in. The determinants of net migration are varied, but overall reflect the attractiveness of an area relative to others. Economic factors play an important role in net migration.

States or areas with strong, dynamic economies, offering good employment and financial opportunities, will attract workers from other states or areas. Non-economic factors, such as quality-of-life (including crime, education opportunities and weather), are also determinants of migration patterns. An analysis of the evolution of total employment, a good indicator of the health of an economy, in Louisiana and its MSAs from 1970 to 1999, can, therefore, shed light onto why the state and its metropolitan areas are losing persons to other areas providing better economic opportunities. This article also raises a concern: by appearing less attractive than other states, and thus not being able to attract top-notch workers, can Louisiana build a competitive economy in the future?

Population, Migration and Employment Change in Louisiana. Louisiana population growth fell short of the national average over the past decade. Indeed, from 1990 to 1999, population in Louisiana increased by 0.4% on average each year, while the national average reached 1.0%. Rates of growth in MSAs' population around the state ranged from 0.4% in Alexandria to 1.0% in both Baton Rouge and Lafayette. Population figures are presented in Table 1 for Louisiana and the eight MSAs.

Louisiana's sluggish population growth can mostly be explained by pervasive net out-migration through which the state lost 576,000 persons since 1983. In the 1970s, the period of the oil boom, Louisiana had experienced substantial net in-migration, as high-paying jobs in the oil and gas and related industries attracted workers from other states. Figure 1 presents Louisiana annual net migration and total employment change from 1970 to 1999 and shows the strength of the Louisiana economy as measured by employment growth in the 1970s. Indeed, from 1971 to 1981, employment growth averaged 3.5% annually, attracting an average of 19,400 new persons through net migration to the state each year. The oil bust of the 1980s was accompanied by considerable lay-offs; employment decreased an average of 1.0% per year from 1981 to 1987. In 1983, net migration became negative in Louisiana. With considerably reduced employment opportunities in the State, each year more persons moved out than in, reaching a staggering 100,000 persons in 1987. The evolution of employment and migration in the following decade raises concerns for the

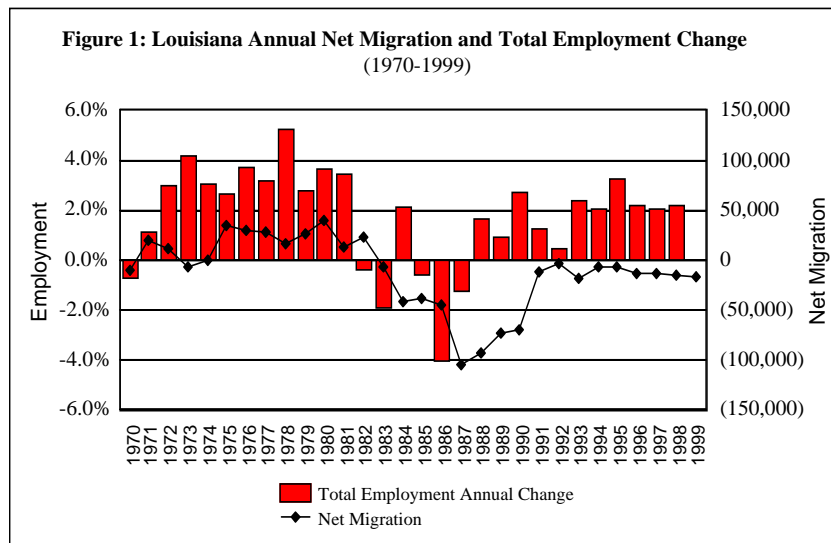
Table 1: POPULATION, Louisiana and MSAs (1970, 1980, 1990-1999)

	Louisiana	Alexandria	Baton Rouge	Houma	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport-Bossier City
1970	3,650,209	118,526	376,050	145,445	276,937	145,285	115,516	1,146,894	335,834
1980	4,223,101	135,422	497,203	178,317	332,922	168,054	139,654	1,308,411	377,944
1990	4,219,180	131,518	529,274	182,847	345,165	168,214	142,172	1,284,096	375,277
1991	4,240,953	131,657	536,246	184,433	349,215	169,729	143,202	1,290,089	373,072
1992	4,270,854	130,291	545,270	185,526	352,511	170,763	144,932	1,298,361	374,221
1993	4,284,760	124,921	552,394	186,042	356,999	171,907	145,580	1,302,899	376,039
1994	4,306,494	125,893	557,203	187,050	360,401	173,694	145,813	1,307,575	376,961
1995	4,327,969	126,643	561,662	187,948	364,425	175,782	146,490	1,310,655	378,595
1996	4,338,771	126,243	565,519	189,268	367,875	178,145	146,693	1,308,249	378,970
1997	4,351,372	126,363	570,083	191,348	371,883	179,221	146,973	1,307,184	379,820
1998	4,362,758	126,475	574,226	193,735	375,193	180,111	146,830	1,306,429	377,542
1999	4,372,035	126,775	578,946	194,591	377,238	180,607	146,672	1,305,479	377,673
1990-1999 Annual Percentage Change	0.40%	-0.41%	1.00%	0.69%	0.99%	0.79%	0.35%	0.18%	0.07%

Source: Unites States Census Bureau: www.census.gov
 Computations performed by the Division of Business and Economic Research, University of New Orleans

State. Since 1988, Louisiana employment has registered growth, averaging 1.9% per year; however, net migration remained negative with an average loss of 28,000 persons each year from 1988 to 1999. One explanation could certainly be that employment conditions, i.e. job opportunities, although improving in Louisiana are still outmatched by other states' offer-

ings. Another explanation, not exclusive, is to be found in quality of life differentials, such as quality schools, better public services, lower crime, all influential factors in relocation decisions, which draw workers to other states. The combined impact of better employment opportunities and of better quality of life leaves Louisiana with a seventeen-year negative net migration.

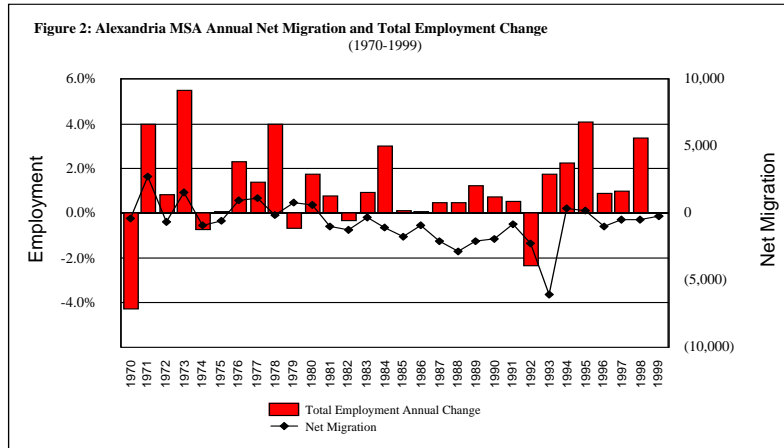


Population, Migration and Employment Change in Louisiana Metropolitan Statistical Areas. Population figures for the eight MSAs are available in Table 1, for 1970, 1980, and 1990 to 1999. Figures 2 through 8 present annual net migration and total employment change for the eight MSAs from 1970 to 1999. Negative net migration was widespread throughout Louisi-

ana over the last decade. Only Lafayette and Baton Rouge experienced slightly positive net migration from 1990 to 1999. New Orleans was the most severely hit, followed by Shreveport-Bossier City, Alexandria, Monroe, Houma and Lake Charles. An analysis of net migration in each MSA together with its employment pattern gives interesting insights on each area's particularities.

Net migration in Alexandria MSA is distinctively negative over the last two decades (Figure 2). On average, each year since 1980, Alexandria MSA has lost 1,300 persons to net out-migration. Employment in Alexandria MSA shows no distinct pattern, with no extensive period of strong growth. This lack of an extended period of economic strength could explain that the area faced net

out-migration throughout most of the period. However, since 1993, employment has shown more vigor with an average 2.2% annual growth. Like the state as a whole, however, this slight improvement in employment is not sufficient to attract more new workers in the area than are moving out. Population in the Alexandria MSA has decreased since 1990, by an average of 0.4% annually.



Baton Rouge MSA benefitted strongly from the oil boom of the 1970s as measured by net migration and employment. From 1970 to 1980 employment growth was high (averaging 5.0% annually), and so was net in-migration, with over 70,000 more persons moving in than out of the area. Baton Rouge MSA employment was not hit as severely as the rest of the State by the oil bust of the mid-eighties. Still, the downturn was hard enough to reverse the net migration trend. From 1984 to 1990, a total of 41,000 more persons moved out of Baton Rouge MSA than moved in. However, over the last decade, as employment rebounded somewhat, net migration results were overall positive, allowing population in the area to grow at a relatively robust 1.0% annual rate (Table 1).

Houma MSA migration and employment patterns are very similar to the state as a whole (Figure 4). During the decade of the 1970s, employment growth was strong and accompanied by positive net migration, as workers were attracted to an area offering job opportunities. The recession of the 1980s hit the Houma MSA severely. From 1980 to 1990, employment decreased by 1.1% annually; net migration became negative in 1983. In the early 1990s, Houma MSA regained employment growth. However, as in the State, the improvement of the employment situation was still not sufficient to draw more workers in the area than were moving out. Net out-migration averaged 500 persons annually from 1990 to 1999. Over the same period, Houma MSA population increased by an annual 0.7%, slightly faster than the state.

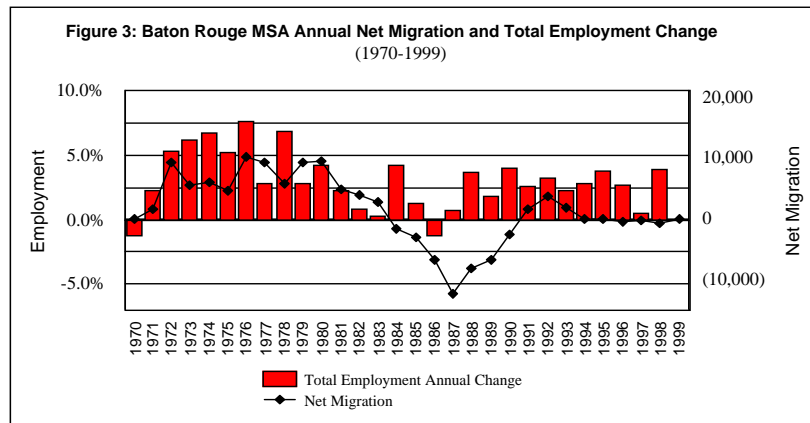
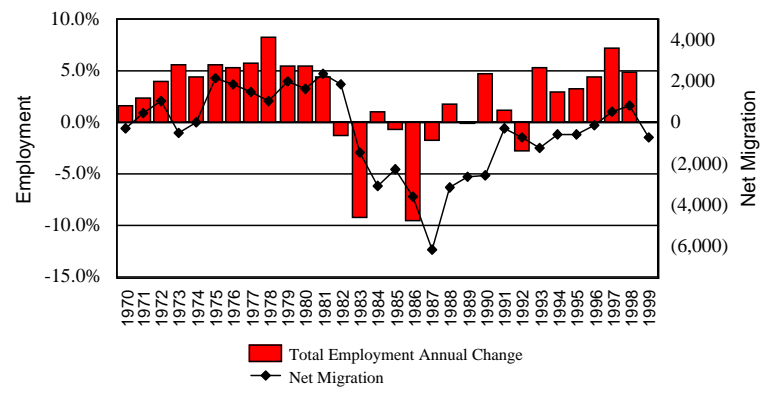


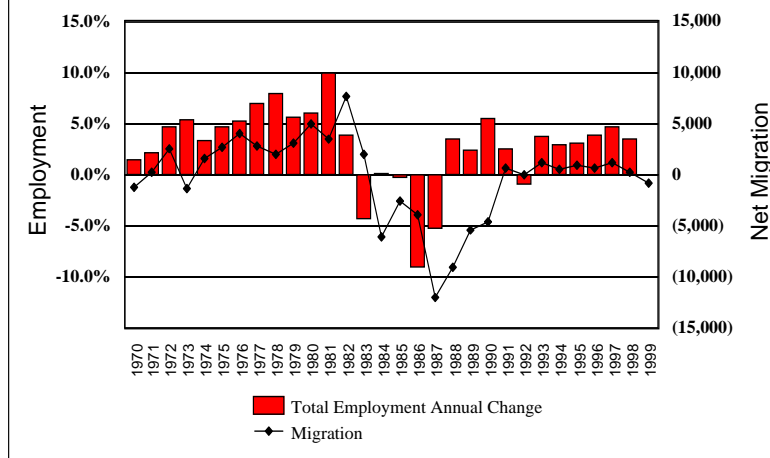
Figure 4: Houma MSA Annual Net Migration and Total Employment Change (1970-1999)



Lafayette MSA annual net migration and total employment change from 1970 to 1999 (Figure 5) presents a slightly more positive scenario. From 1970 to 1982, the Lafayette MSA experienced strong employment growth (of 5.5% annually) and positive net migration (2,500 persons per year). Like other areas in Louisiana, the Lafayette MSA experienced slower net in-migration in 1983 and then net out-migration, as employment in the area was hit by the oil bust. However, contrary to many areas in the State, the employment revival that started in

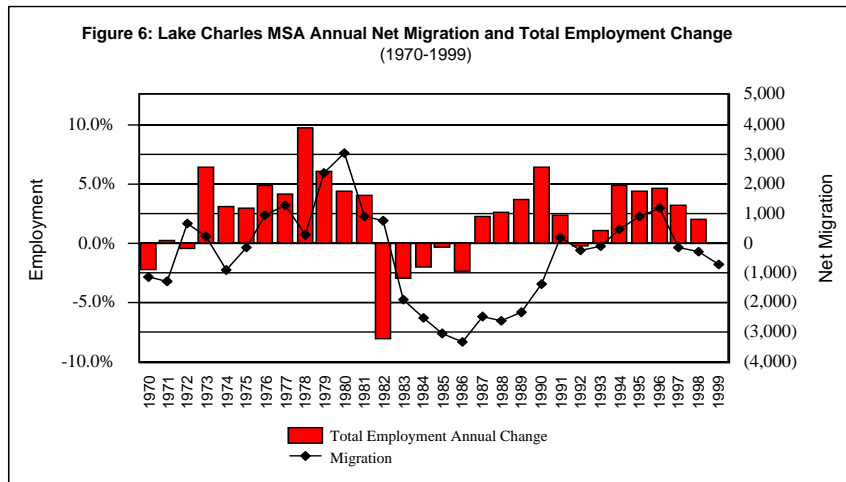
1988 was accompanied a few years later by a return of net in-migration, as workers were attracted by job opportunities. Non-economic factors, such as quality of life, could possibly also explain the better performance of this MSA relative to others in the State, but the measurement of this factors go beyond the extent of the current article. From 1991 to 1999, 4,900 more persons moved into Lafayette than moved out, an average of 500 persons per year. Lafayette MSA population increased by a relatively strong 1.0% annually over the same period.

Figure 5: Lafayette MSA Annual Net Migration and Total Employment Change (1970-1999)



Like other MSAs of the State, Lake Charles (Figure 6) experienced strong employment growth in the 1970s (4.1% annually from 1970 to 1980) which resulted in positive net migration throughout most of the decade. The Lake Charles MSA was hit by the oil bust economic recession in 1982; total employment decreased for the next five years which

resulted in net out-migration from 1983 to 1990. The more positive trend in employment that characterized the decade of the 1990s has allowed net out-migration to slow down. Indeed from 1990 to 1999, net out-migration amounted to only 100 persons. Population in Lake Charles MSA increased at a relatively fast 0.8% annually from 1990 to 1999.



Monroe MSA (Figure 7) employment change and migration pattern do not follow the trend of other MSAs in the state and show pronounced irregularity over the 1970-1999 period. During the last two decades, net migration was mostly negative averaging 700 persons per year.

With a relatively slow 1.6% annual employment growth (from 1980 to 1999), the area did not offer sufficient job opportunities to attract more workers in the area than were moving out. Population grew by a slow 0.3% annually from 1990 to 1999.

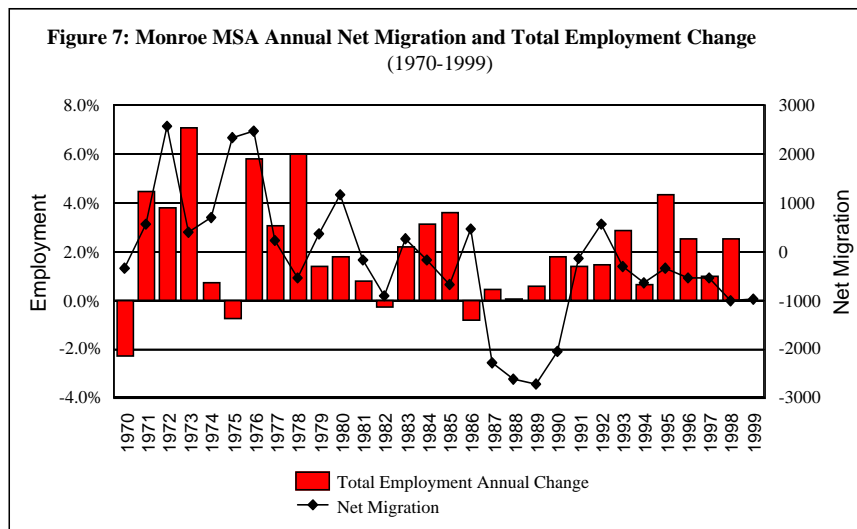
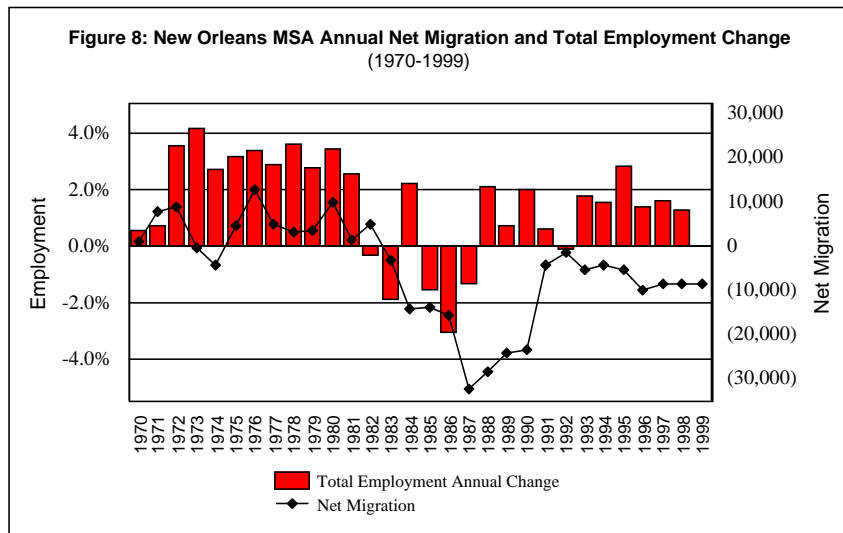


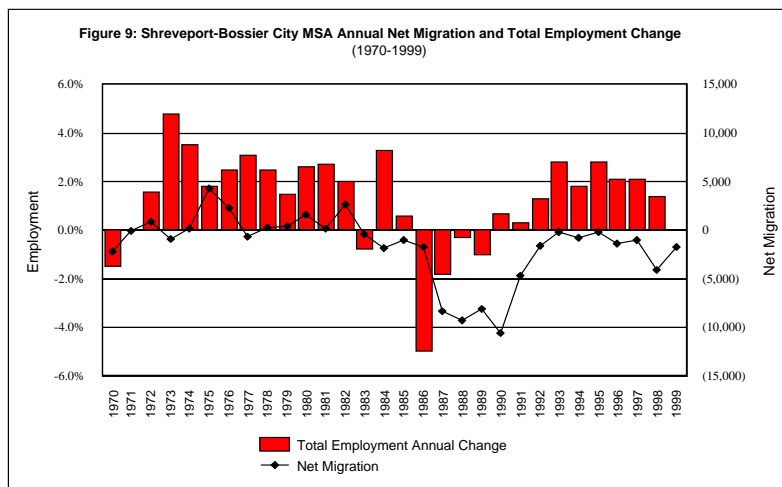
Figure 8 presents New Orleans MSA annual net migration from 1970 to 1999. The New Orleans scenario is very close to the overall state's. While New Orleans area benefitted from the 1970s oil boom, with employment growth averaging 3.0% and net in-migration over 4,000 persons each year, it was hit very severely by the oil bust, and has clearly never recovered. Since 1983, New Orleans MSA has lost an average of 12,500 persons each year to net out-migration, for a total of 212,500 persons. With only 1.3% annual growth from 1990 to 1998,

employment opportunities in New Orleans area are not sufficient to result in net in-migration. Since 1990, on average, 8,000 more persons have moved out of the area than in each year, attracted by better economic opportunities elsewhere, and probably better quality of life as well. Population in the area has registered one of the slowest growth rates in the State, with an annual 0.2% from 1990 to 1999. Over the last four years of the period, New Orleans population MSA has actually been contracting (Table 1).



Shreveport-Bossier City MSA (Figure 9) employment change and net migration patterns also reflect the state-wide trend. During the ten-year period preceding the oil bust of 1982, employment grew steadily at 2.7% annually, attracting to the area more persons than were moving out. When the oil bust hit the northwestern metropolitan area, employment opportunities escaped the State, and so did workers. Since then, Shreveport-Bossier City MSA has experienced negative net migration every year. Net out-migration averaged 3,300

persons each year from 1983 to 1999; in total, 56,800 more persons moved out of the area than moved in. Since 1990, employment growth in Shreveport-Bossier City has been positive, averaging 1.8% annually. Nonetheless, this growth is not strong enough to attract more persons in the area than are moving out, as net migration continues to be negative. Over the 1990s decade alone, a total of 26,000 more persons have moved out than in. Since 1990, population in Shreveport-Bossier city has been at a virtual standstill, increasing by less than 0.1% per year.



SUMMARY

Net migration patterns can explain the sluggish population growth affecting Louisiana and most of its metropolitan areas. But these net migration patterns offer even more interesting insight onto a state's economic health when its relationship to employment is established. Since 1970, net migration patterns have been directly

linked to the economic strength of the corresponding areas: when employment growth was slow, people moved out; when employment regained momentum, workers moved back in. In the last decade of the period, the correlation seems to be attenuated, however, and despite a revival of employment after the shock of the 1980s, most areas are still losing persons. As the nation is experiencing an economic boom and unemployment has

reached historic lows, the Louisiana economy, although improving, is faced with strong competition nationwide. The state could be faced with an enormous challenge: by not being able to attract or retain the most productive workers, attracted by better opportunities elsewhere, can Louisiana build a strong economy, which requires in an era of constant technological improvements, high-qualified and innovative workers?

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