



# St. Tammany Parish, LA

Entergy Business Development



9585 Pecue Lane  
Baton Rouge, Louisiana 70810

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## Economy Overview

**256,831**

Population (2017)

Population **grew by 17,518** over the last 5 years and is projected to **grow by 13,310** over the next 5 years.

**100,409**

Jobs (2017)

Jobs **grew by 9,247** over the last 5 years and are projected to **grow by 8,752** over the next 5 years.

**\$63.7K**

Median Household Income (2016)

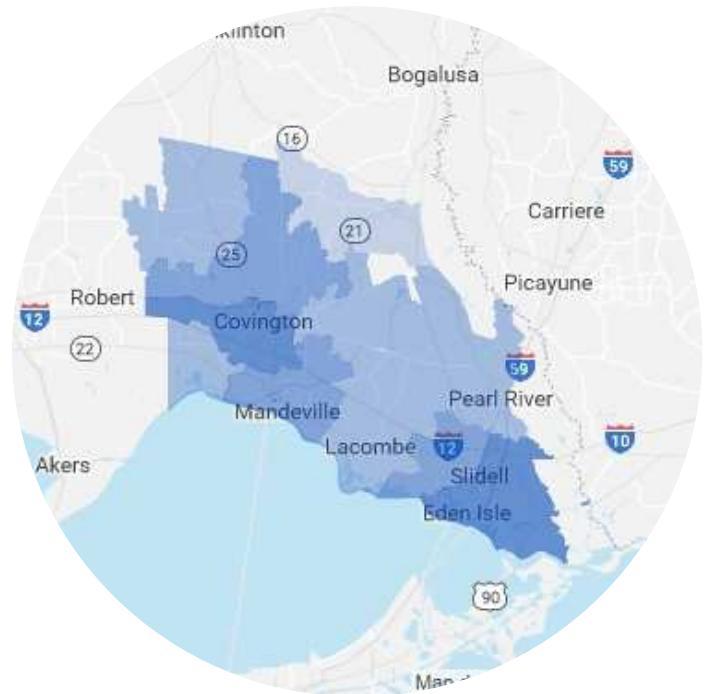
Median household income is **\$8.4K above** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 7.3%** since 2012, growing by 17,518. Population is expected to **increase by 5.2%** between 2017 and 2022, adding 13,310.

From 2012 to 2017, jobs **increased by 10.1%** in St. Tammany Parish, LA from 91,162 to 100,409. This change **outpaced the national growth rate of 8.2% by 1.9%**. As the number of jobs increased, the **labor force participation rate increased from 56.2% to 56.9% between 2012 and 2017**.

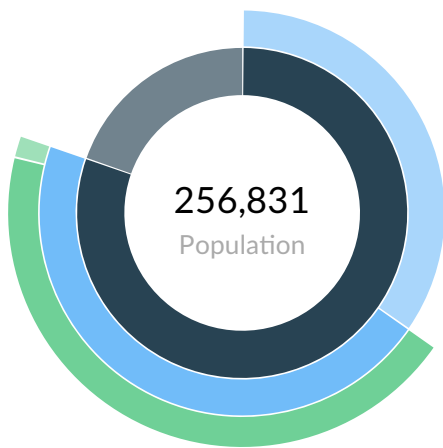
Concerning educational attainment, **20.6% of St. Tammany Parish, LA residents possess a Bachelor's Degree** (2.2% above the national average), and **6.3% hold an Associate's Degree** (1.6% below the national average).

The top three industries in 2017 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.



## Economy Overview - Cont.

### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	206,187
● Not in Labor Force (15+)	88,914
● Labor Force	117,273
● Employed	113,352
● Unemployed	3,921
● Under 15	50,645

### Educational Attainment

Concerning educational attainment, **20.6% of St. Tammany Parish, LA residents possess a Bachelor's Degree** (2.2% above the national average), and **6.3% hold an Associate's Degree** (1.6% below the national average).

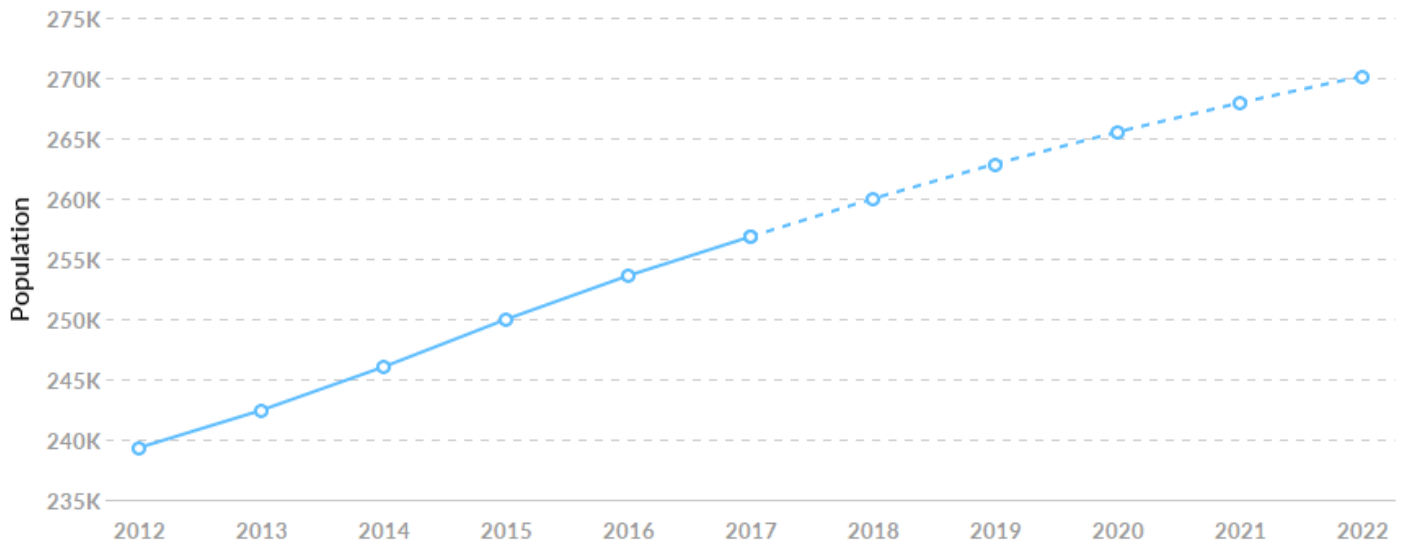


	% of Population	Population
● Less Than 9th Grade	3.5%	6,106
● 9th Grade to 12th Grade	8.1%	14,142
● High School Diploma	27.4%	48,145
● Some College	24.1%	42,401
● Associate's Degree	6.3%	11,042
● Bachelor's Degree	20.6%	36,109
● Graduate Degree and Higher	10.0%	17,641

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population increased by 7.3% since 2012, growing by 17,518. Population is expected to increase by 5.2% between 2017 and 2022, adding 13,310.

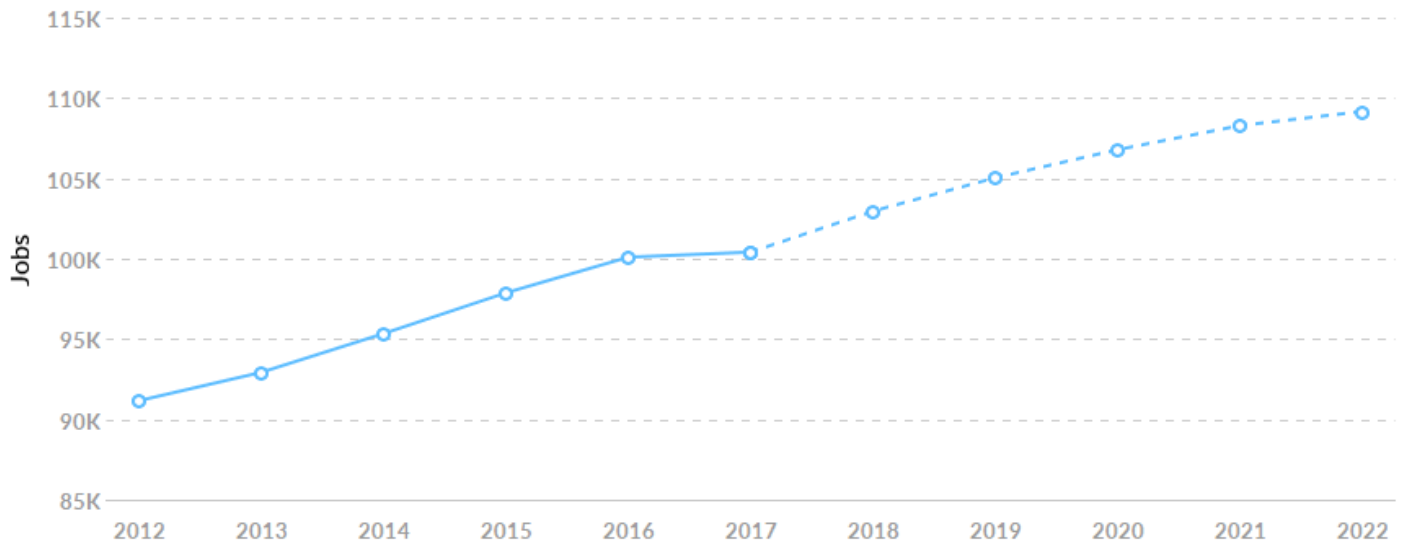


Timeframe	Population
2012	239,313
2013	242,420
2014	246,021
2015	249,962
2016	253,594
2017	256,831
2018	259,981
2019	262,870
2020	265,518
2021	267,938
2022	270,142

# Historic & Projected Trends - Cont.

## Job Trends

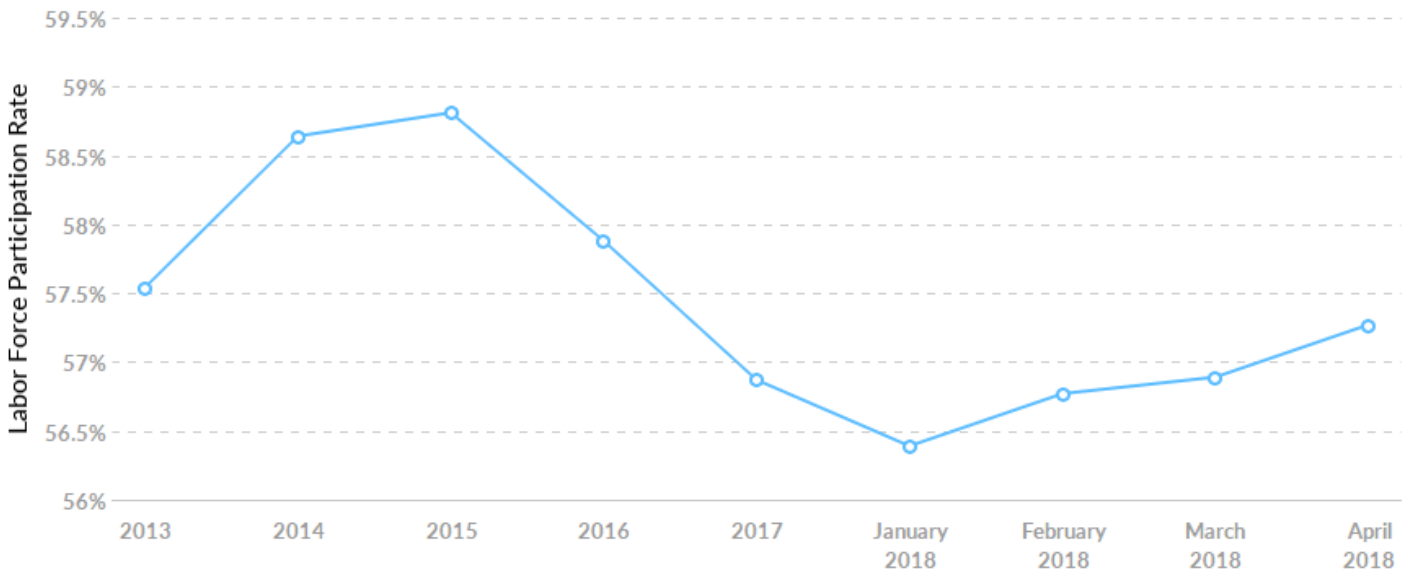
From 2012 to 2017, jobs increased by 10.1% in St. Tammany Parish, LA from 91,162 to 100,409. This change outpaced the national growth rate of 8.2% by 1.9%.



Timeframe	Jobs
2012	91,162
2013	92,926
2014	95,340
2015	97,875
2016	100,092
2017	100,409
2018	102,957
2019	105,035
2020	106,785
2021	108,283
2022	109,161

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

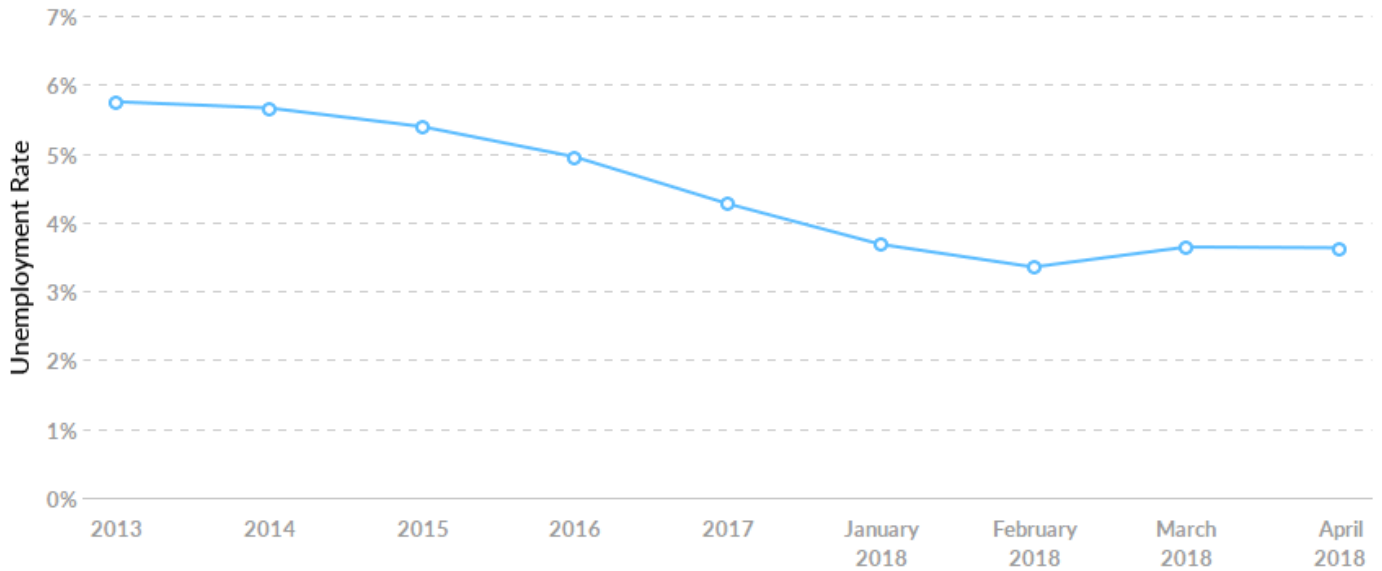


Timeframe	Labor Force Participation Rate
2013	57.54%
2014	58.64%
2015	58.81%
2016	57.88%
2017	56.87%
January 2018	56.39%
February 2018	56.77%
March 2018	56.89%
April 2018	57.27%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

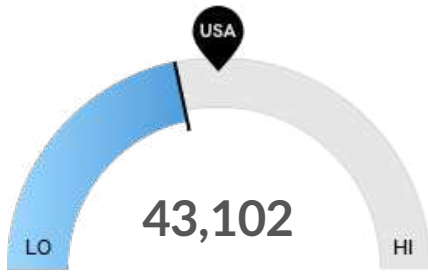
St. Tammany Parish, LA had an April 2018 unemployment rate of 3.63%, **decreasing from 5.75%** 5 years before.



Timeframe	Unemployment Rate
2013	5.75%
2014	5.66%
2015	5.39%
2016	4.95%
2017	4.27%
January 2018	3.68%
February 2018	3.35%
March 2018	3.64%
April 2018	3.63%

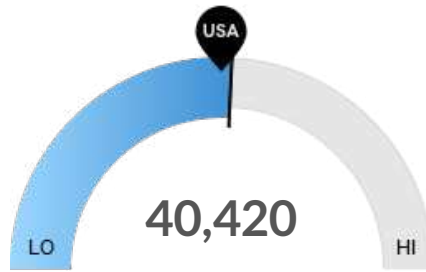


## Population Characteristics



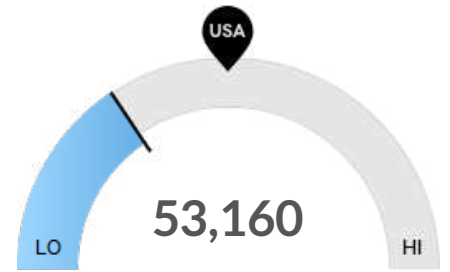
**Millennials**

St. Tammany Parish, LA has 43,102 millennials (ages 20-34). The national average for an area this size is 52,628.



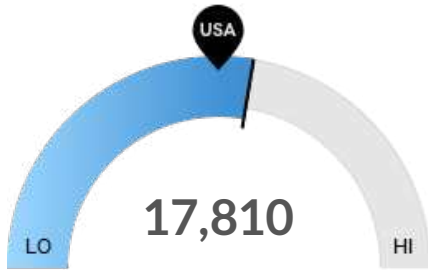
**Retiring Soon**

Retirement risk is about average in St. Tammany Parish, LA. The national average for an area this size is 38,647 people 65 or older, while there are 40,420 here.



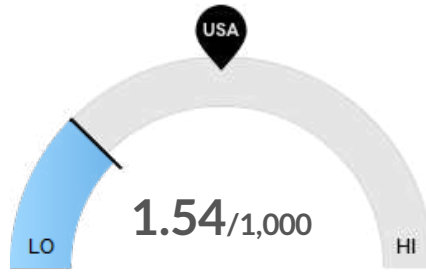
**Racial Diversity**

Racial diversity is low in St. Tammany Parish, LA. The national average for an area this size is 98,225 racially diverse people, while there are 53,160 here.



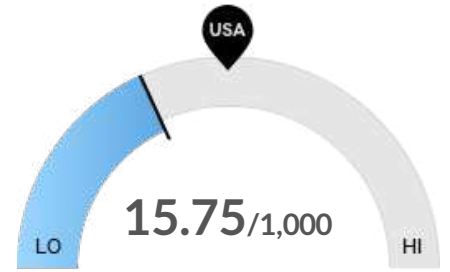
**Veterans**

St. Tammany Parish, LA has 17,810 veterans. The national average for an area this size is 15,332.



**Violent Crime**

St. Tammany Parish, LA has 1.54 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



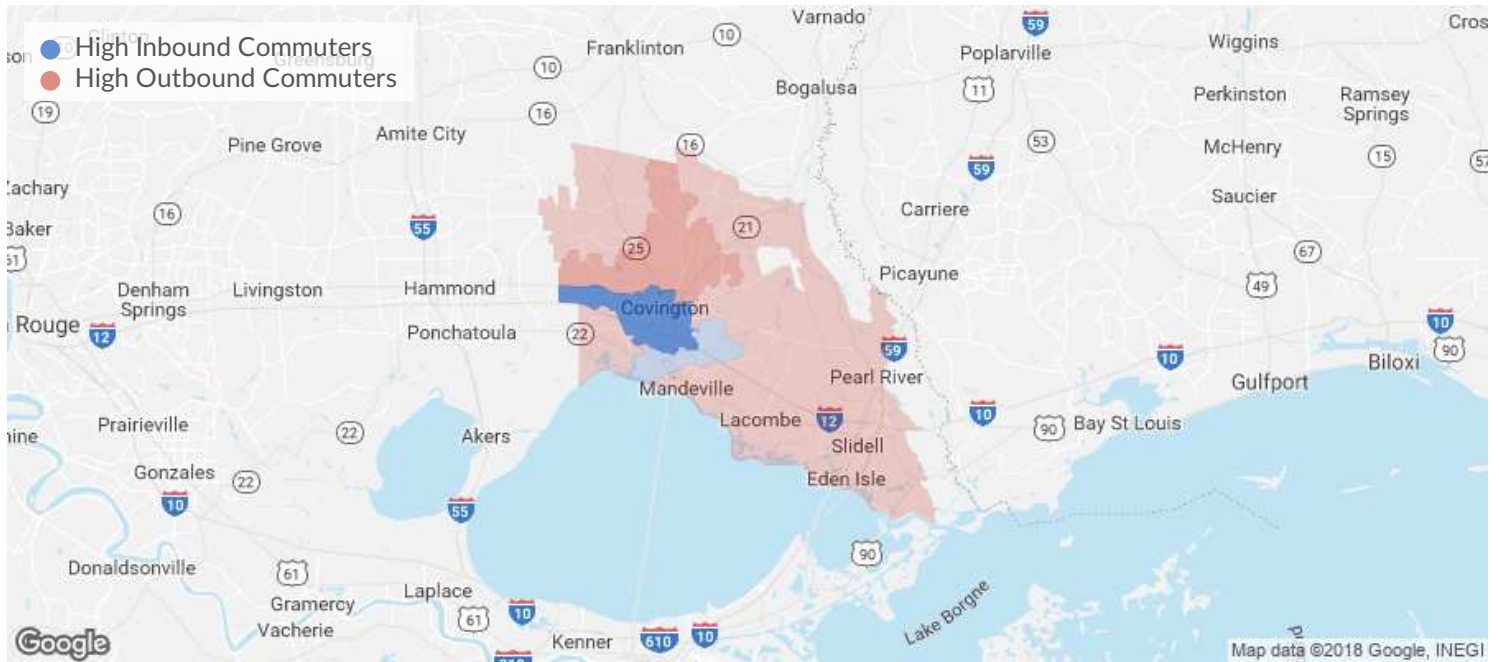
**Property Crime**

St. Tammany Parish, LA has 15.75 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in St. Tammany Parish, LA currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 70458.



### Where Talent Works

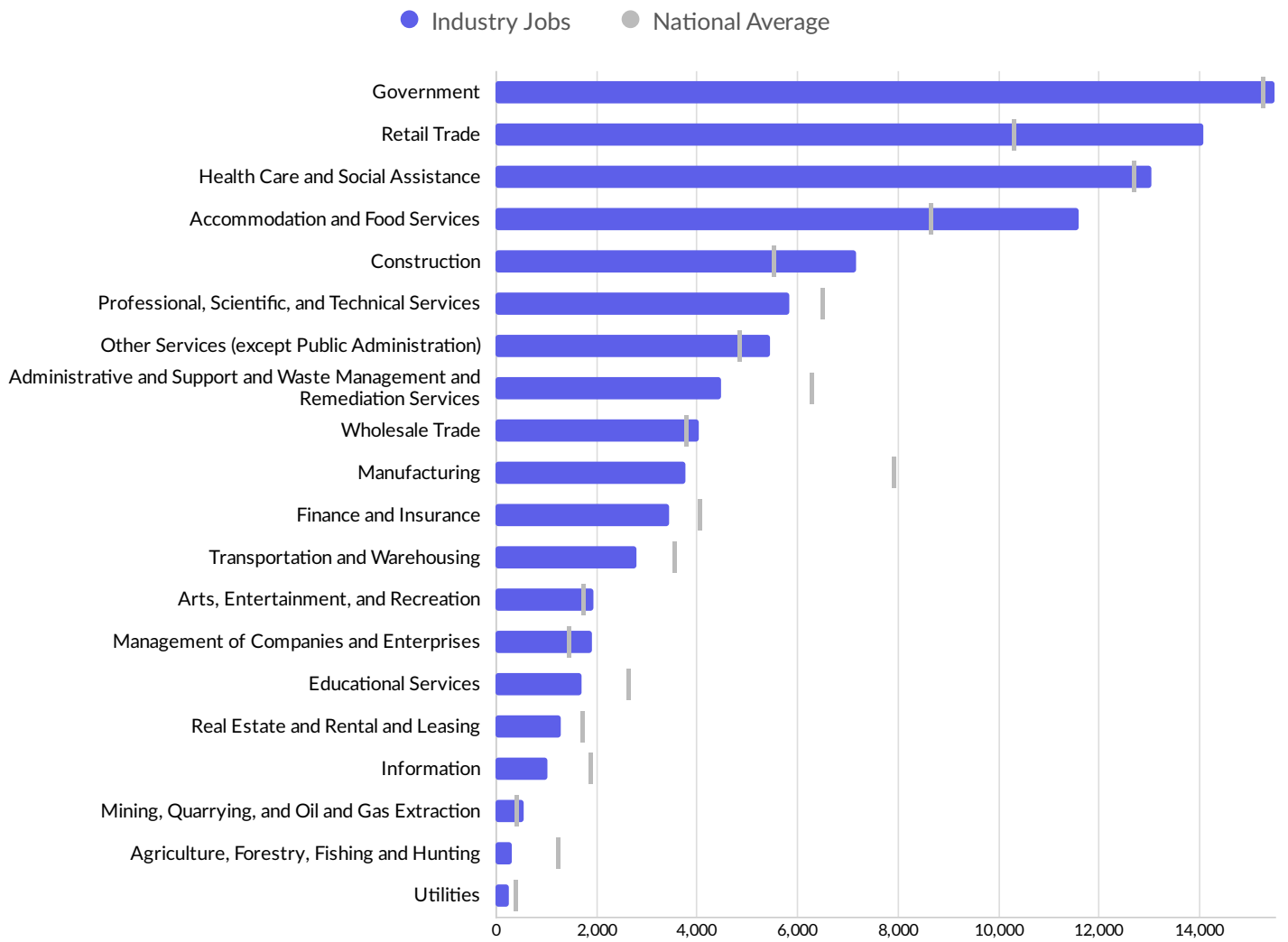
ZIP	Name	2017 Employment
70433	Covington, LA (in St. Ta...	37,025
70458	Slidell, LA (in St. Tamm...	15,239
70471	Mandeville, LA (in St. T...	11,365
70461	Slidell, LA (in St. Tamm...	8,034
70448	Mandeville, LA (in St. T...	7,905

### Where Talent Lives

ZIP	Name	2017 Workers
70458	Slidell, LA (in St. Tamm...	15,837
70433	Covington, LA (in St. Ta...	15,431
70461	Slidell, LA (in St. Tamm...	13,013
70448	Mandeville, LA (in St. T...	12,132
70471	Mandeville, LA (in St. T...	9,243

# Industry Characteristics

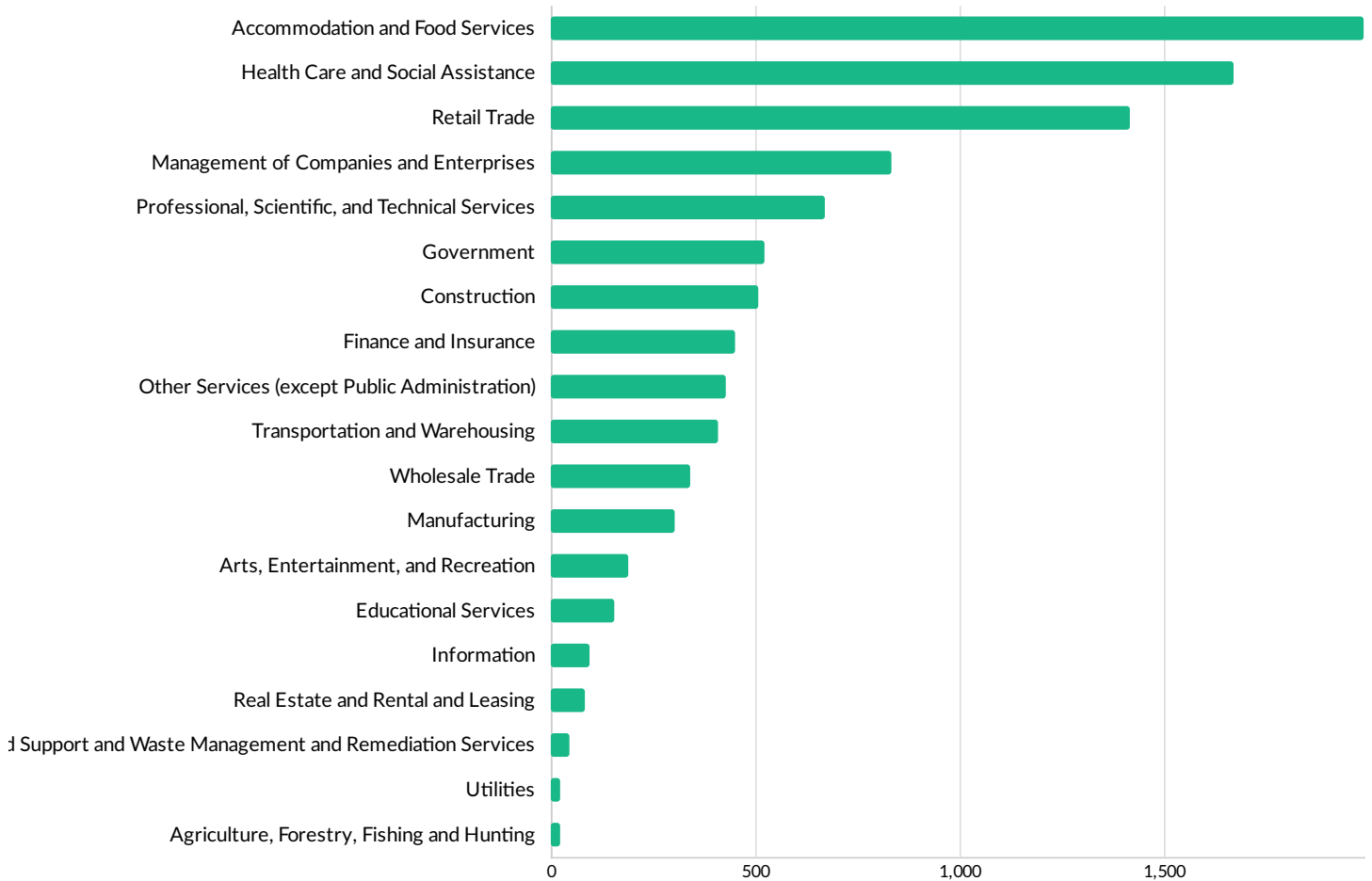
## Largest Industries



## Industry Characteristics - Cont.

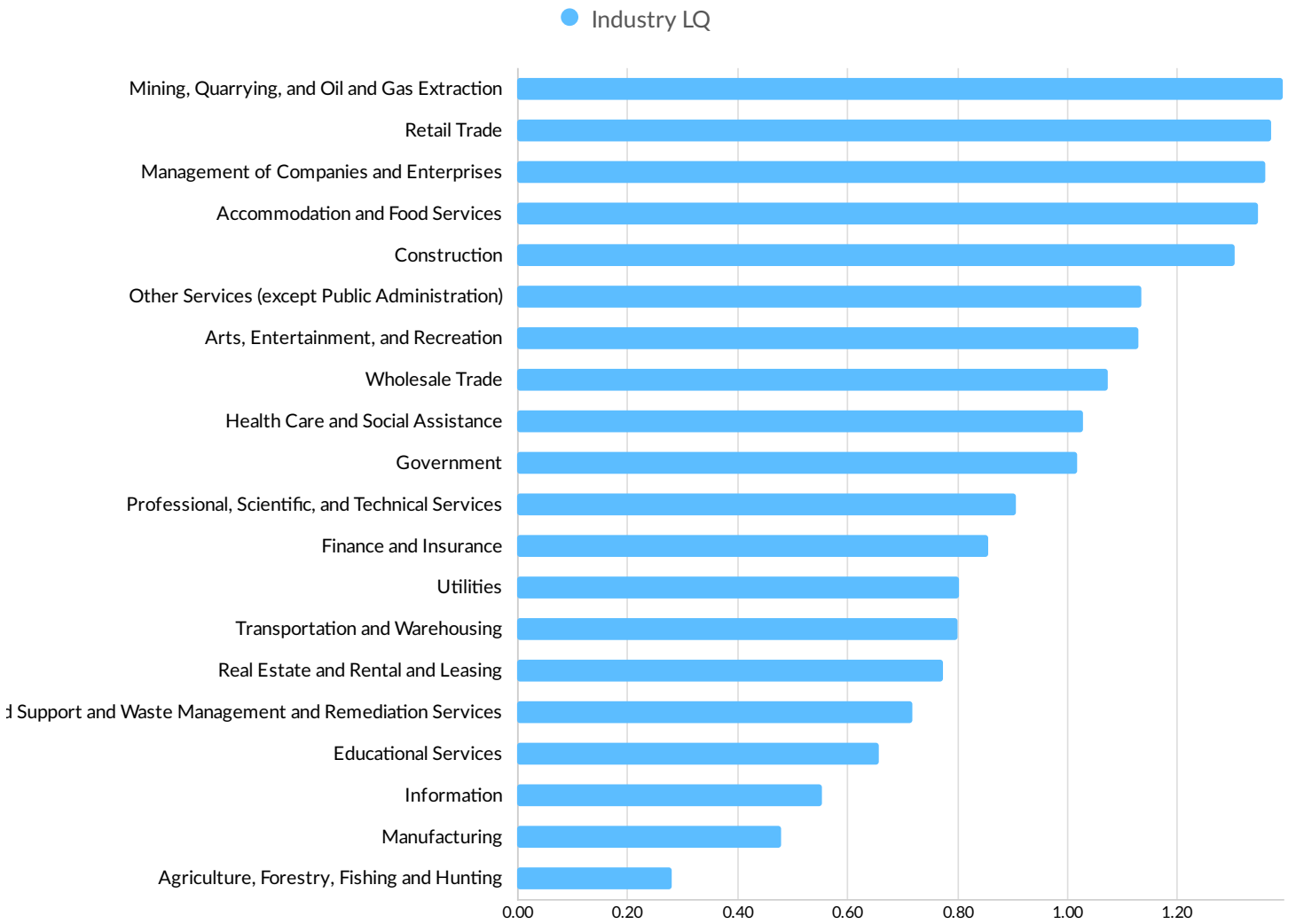
### Top Growing Industries

● Industry Jobs Growth



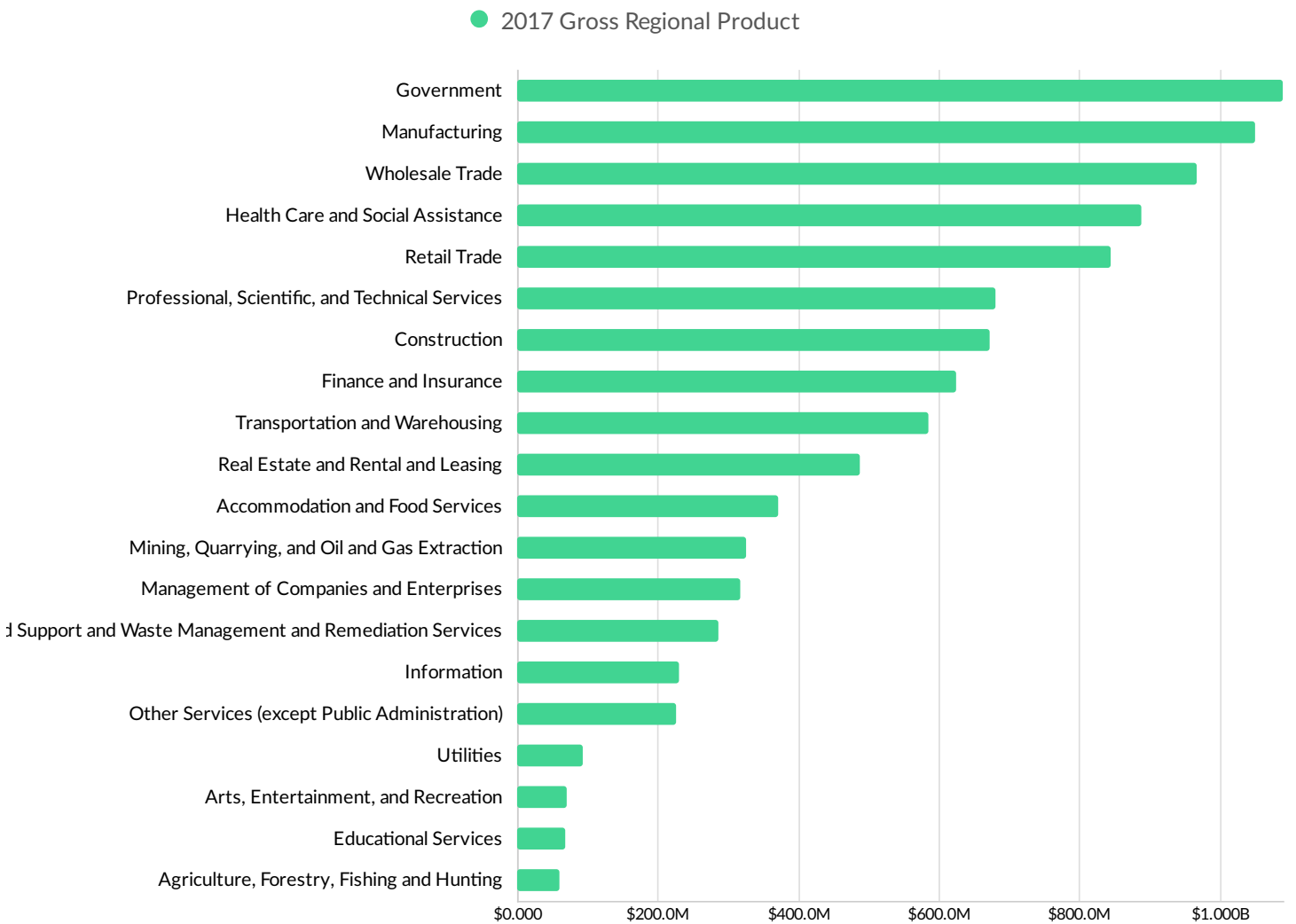
## Industry Characteristics - Cont.

### Top Industry LQ



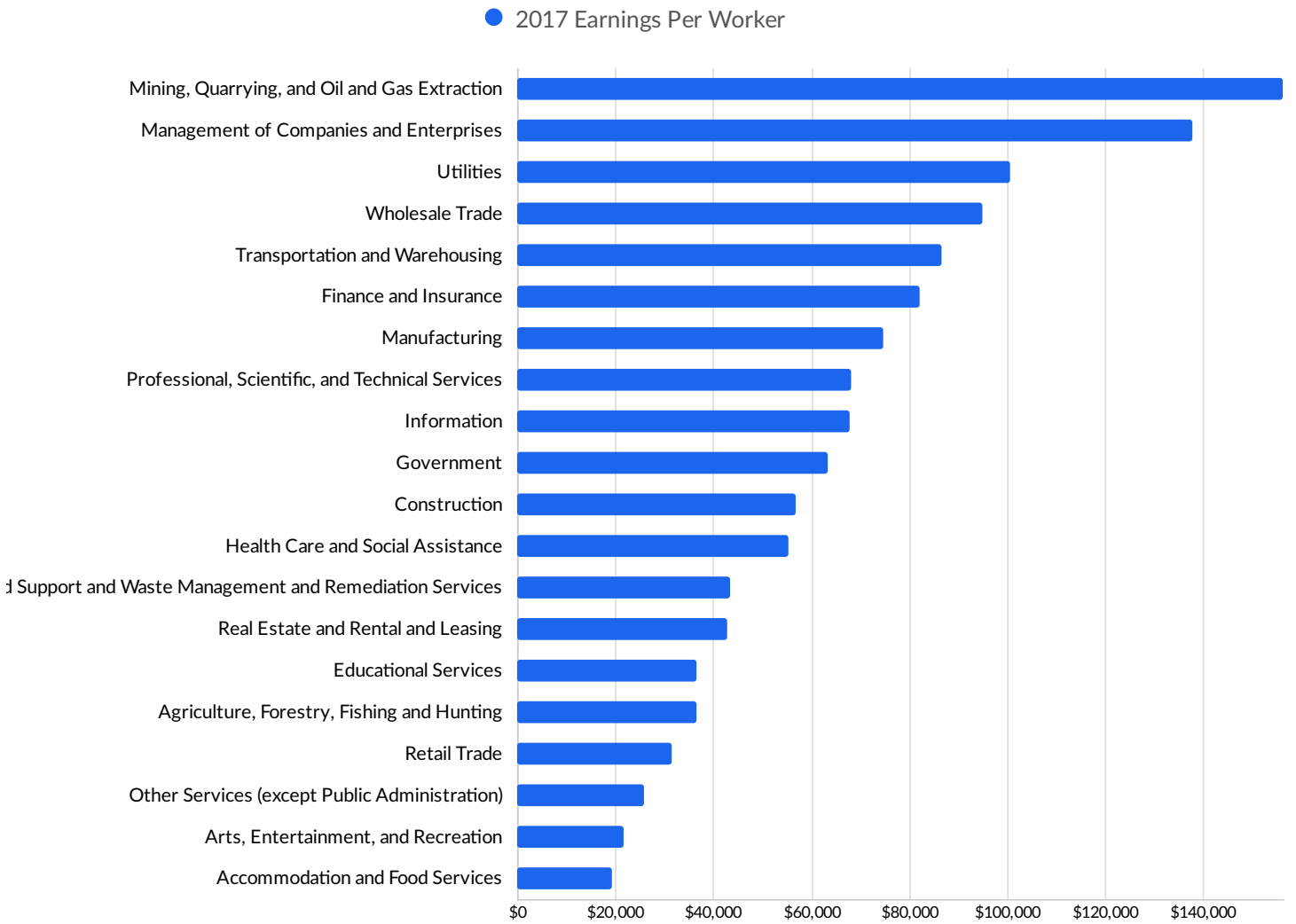
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Government	14,981	15,505	524	+3%	1.02	\$63,352	\$1.09B
Retail Trade	12,666	14,086	1,420	+11%	1.37	\$31,650	\$845.20M
Health Care and Social Assistance	11,375	13,047	1,672	+15%	1.03	\$55,323	\$888.23M
Accommodation and Food Services	9,624	11,615	1,991	+21%	1.35	\$19,304	\$371.48M
Construction	6,665	7,175	510	+8%	1.31	\$56,981	\$671.97M
Professional, Scientific, and Technical Services	5,183	5,853	670	+13%	0.91	\$68,084	\$680.39M
Other Services (except Public Administration)	5,026	5,453	427	+8%	1.14	\$25,781	\$225.53M
Administrative and Support and Waste Management and Remediation Services	4,442	4,489	47	+1%	0.72	\$43,367	\$286.96M
Wholesale Trade	3,699	4,039	340	+9%	1.07	\$94,946	\$966.75M
Manufacturing	3,482	3,784	302	+9%	0.48	\$74,591	\$1.05B
Finance and Insurance	2,997	3,447	450	+15%	0.86	\$82,052	\$624.87M
Transportation and Warehousing	2,407	2,817	410	+17%	0.80	\$86,508	\$586.32M
Arts, Entertainment, and Recreation	1,759	1,949	190	+11%	1.13	\$21,750	\$70.67M
Management of Companies and Enterprises	1,099	1,934	835	+76%	1.36	\$137,829	\$317.12M
Educational Services	1,550	1,705	155	+10%	0.66	\$36,683	\$68.66M













## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Real Estate and Rental and Leasing	1,222	1,305	83	+7%	0.77	\$42,791	\$488.24M
Information	935	1,028	93	+10%	0.55	\$67,745	\$231.04M
Mining, Quarrying, and Oil and Gas Extraction	1,391	554	-837	-60%	1.39	\$156,249	\$326.13M
Agriculture, Forestry, Fishing and Hunting	315	339	24	+8%	0.28	\$36,502	\$59.70M
Utilities	256	280	24	+9%	0.80	\$100,568	\$92.57M

## Business Characteristics

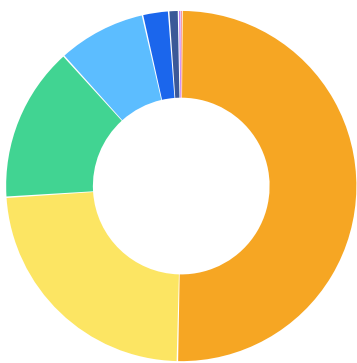
### 2,803 Companies Employ Your Workers

Online profiles for your workers mention 2,803 companies as employers, with the top 10 appearing below. In the last 12 months, 2,190 companies in St. Tammany Parish, LA posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
St Tammany Parish School Boa...	45 	CRST International, Inc.	746 
Textron Inc.	28 	Travel Nurse Inc	572 
Louisiana Medical Center and H...	23 	St Tammany Parish Hospital	509 
AT&T Inc.	22 	Ochsner Health System	367 
Wal-Mart Stores, Inc.	22 	Uber Technologies, Inc.	347 
Chevron Corporation	21 	Slidell Memorial Hospice	334 
Ochsner Health System	20 	Gardner Realtors	300 
Slidell Memorial Hospice	18 	C.R. England, Inc.	265 
St Tammany Parish Sheriff's Off...	17 	Lyft, Inc.	256 
Louisiana State University	16 	The Home Depot Inc	253 

## Business Characteristics - Cont.

### Business Size

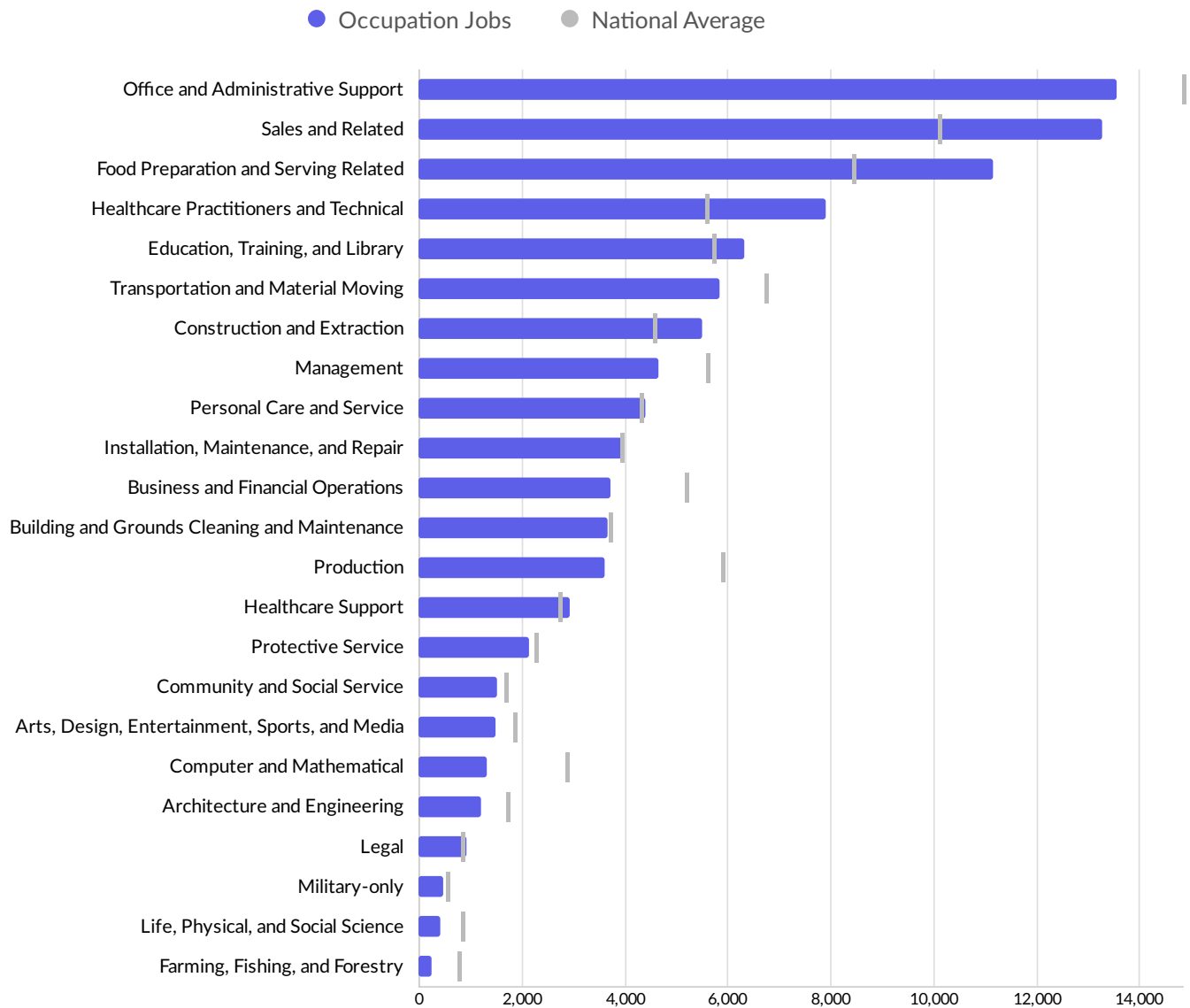


	Percentage	Business Count
● 1 to 4 employees	50.3%	5,771
● 5 to 9 employees	23.6%	2,712
● 10 to 19 employees	14.3%	1,644
● 20 to 49 employees	8.1%	934
● 50 to 99 employees	2.4%	276
● 100 to 249 employees	0.9%	103
● 250 to 499 employees	0.2%	27
● 500+ employees	0.1%	10

*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

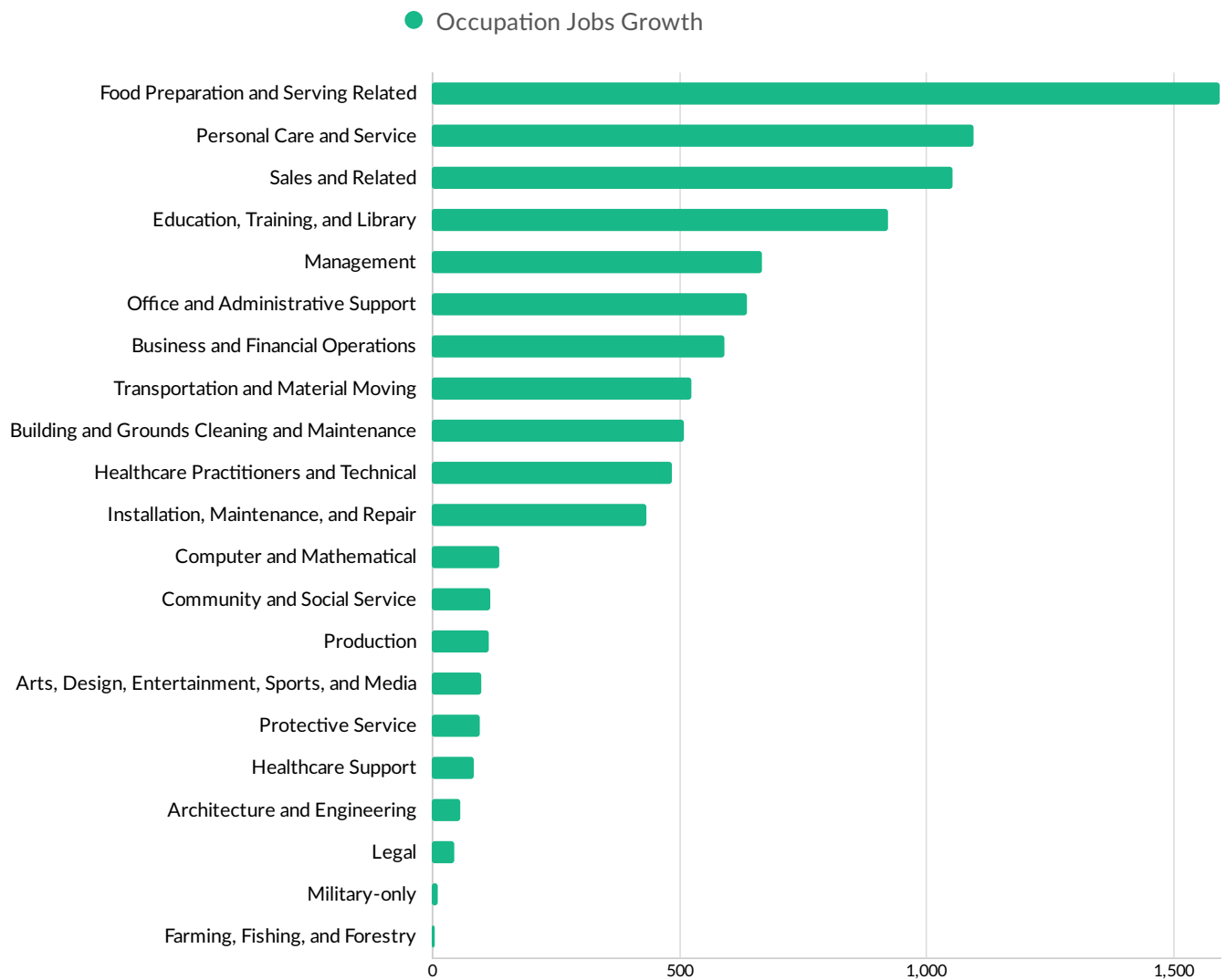
# Workforce Characteristics

## Largest Occupations



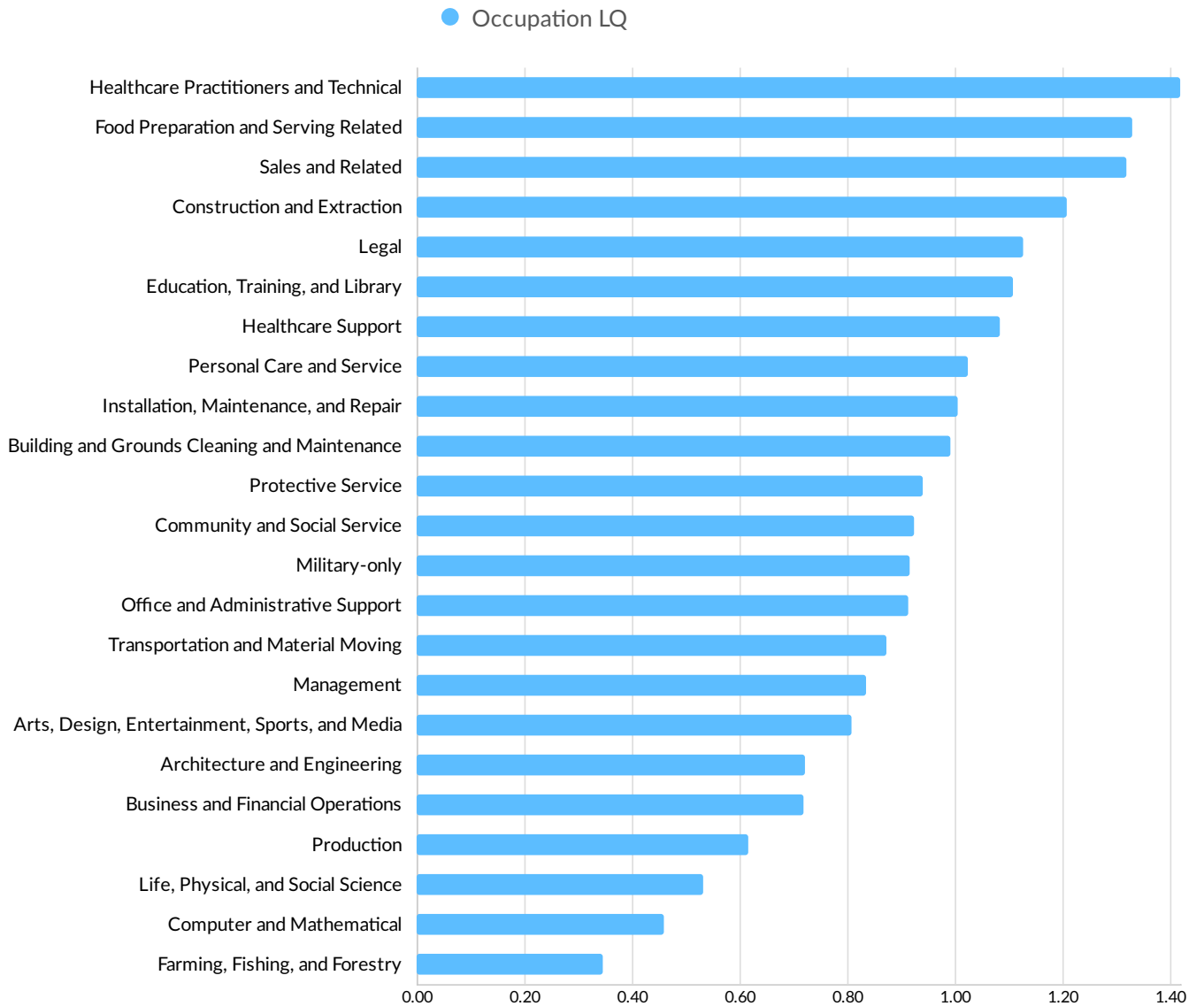
## Workforce Characteristics - Cont.

### Top Growing Occupations



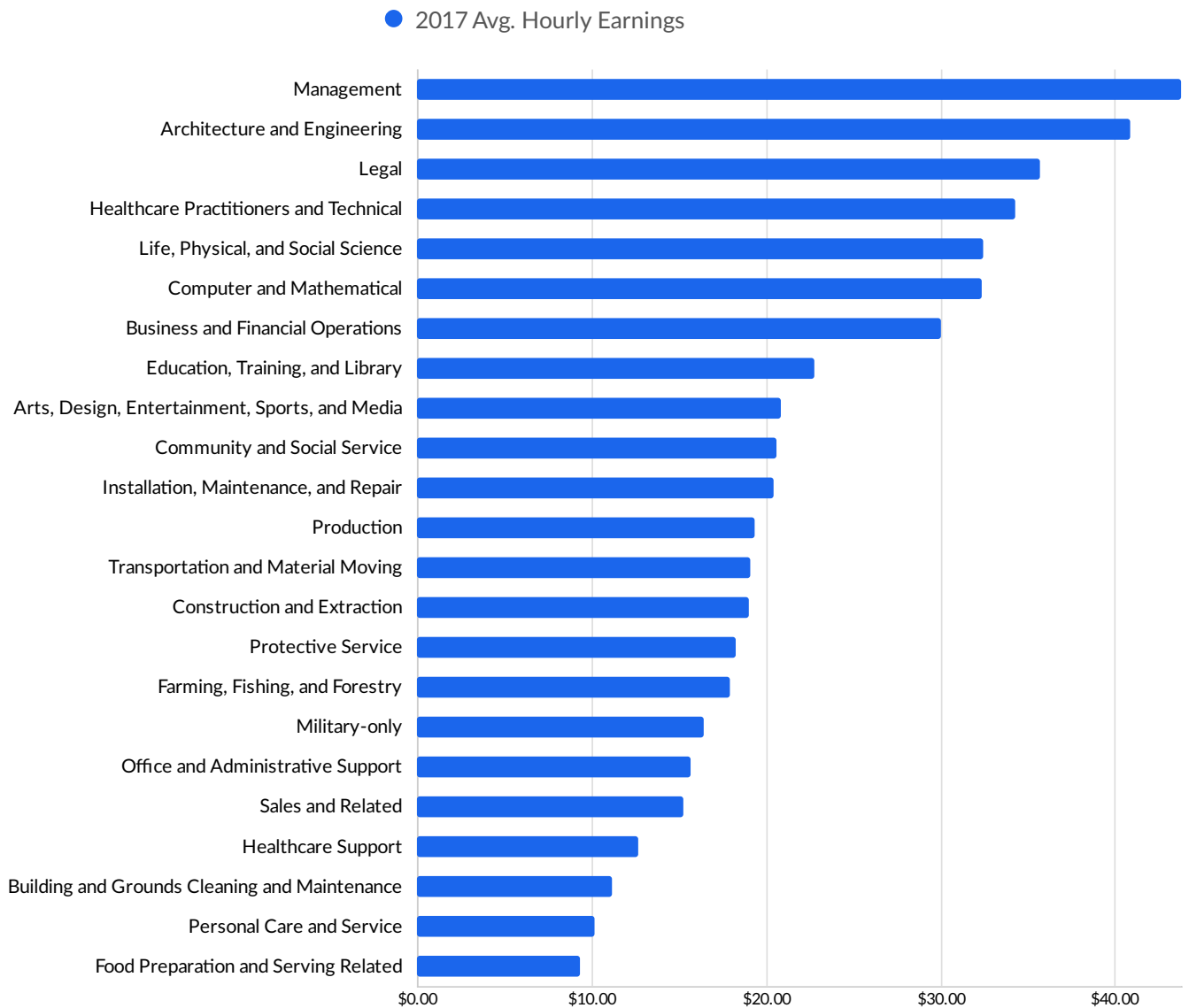
## Workforce Characteristics - Cont.

### Top Occupation LQ



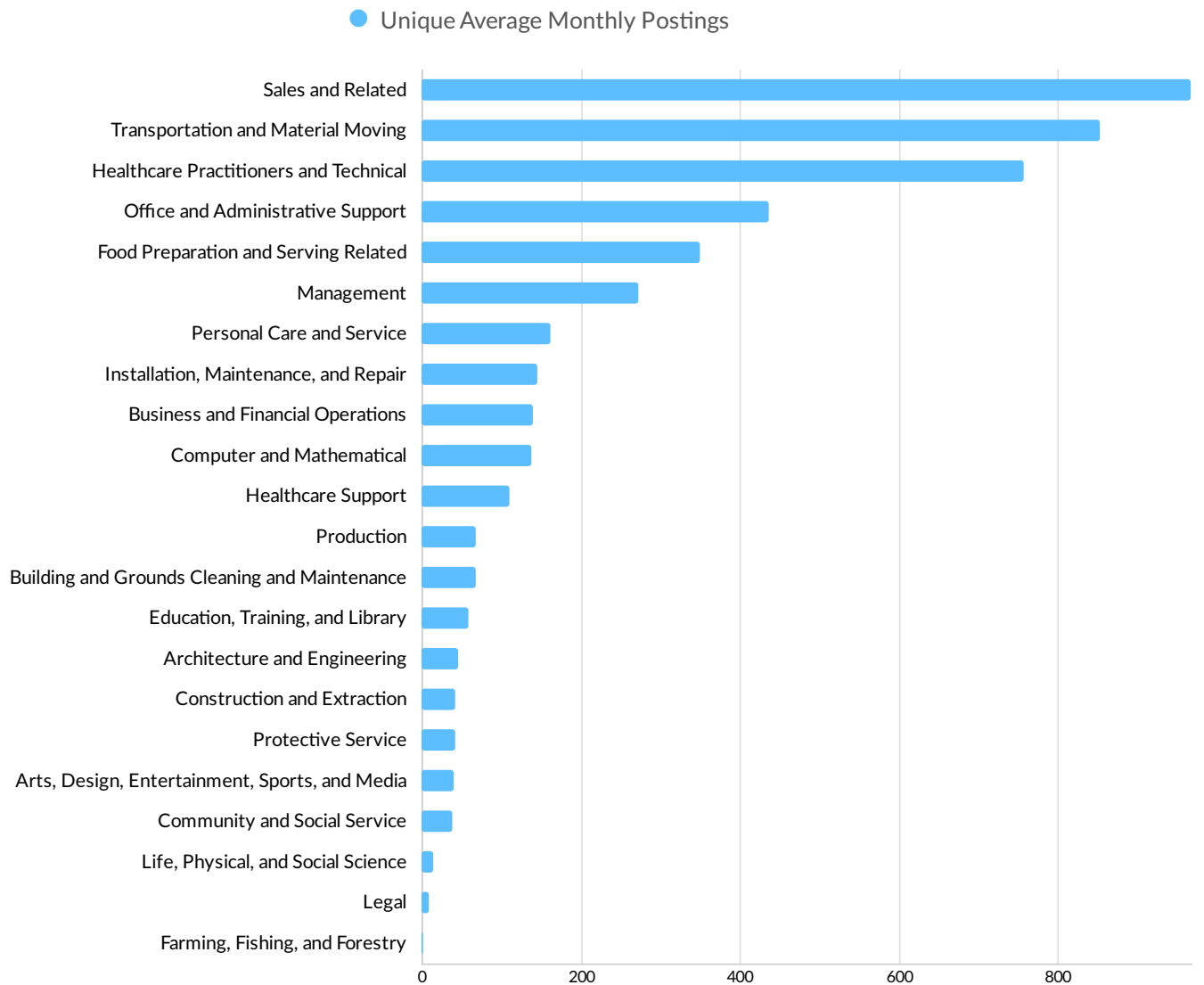
## Workforce Characteristics - Cont.

### Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations





## Workforce Characteristics - Cont.











Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Jul 2017 - Jun 2018 Unique Average Monthly Postings
Office and Administrative Support	12,929	13,567	638	+5%	0.91	\$15.66	436
Sales and Related	12,232	13,287	1,055	+9%	1.32	\$15.30	967
Food Preparation and Serving Related	9,582	11,176	1,594	+17%	1.33	\$9.34	351
Healthcare Practitioners and Technical	7,430	7,915	485	+7%	1.42	\$34.26	757
Education, Training, and Library	5,401	6,323	922	+17%	1.11	\$22.80	60
Transportation and Material Moving	5,338	5,864	526	+10%	0.87	\$19.12	853
Construction and Extraction	5,539	5,497	-42	-1%	1.21	\$19.06	43
Management	4,007	4,675	668	+17%	0.84	\$43.81	272
Personal Care and Service	3,307	4,402	1,095	+33%	1.02	\$10.15	162
Installation, Maintenance, and Repair	3,521	3,956	435	+12%	1.01	\$20.42	146
Business and Financial Operations	3,140	3,732	592	+19%	0.72	\$30.07	140
Building and Grounds Cleaning and Maintenance	3,151	3,662	511	+16%	0.99	\$11.15	68
Production	3,498	3,613	115	+3%	0.62	\$19.34	68
Healthcare Support	2,862	2,947	85	+3%	1.08	\$12.66	110
Protective Service	2,037	2,135	98	+5%	0.94	\$18.25	42

## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Jul 2017 - Jun 2018 Unique Average Monthly Postings
Community and Social Service	1,414	1,531	117	+8%	0.92	\$20.61	39
Arts, Design, Entertainment, Sports, and Media	1,384	1,484	100	+7%	0.81	\$20.86	41
Computer and Mathematical	1,182	1,318	136	+12%	0.46	\$32.37	138
Architecture and Engineering	1,154	1,212	58	+5%	0.72	\$40.86	46
Legal	891	938	47	+5%	1.13	\$35.72	9
Military-only	472	484	12	+3%	0.92	\$16.40	0
Life, Physical, and Social Science	434	428	-6	-1%	0.53	\$32.45	15
Farming, Fishing, and Forestry	258	264	6	+2%	0.35	\$17.92	2

## Educational Pipeline

In 2017, there were 1,964 graduates in St. Tammany Parish, LA. This pipeline has grown by 29% over the last 5 years. The highest share of these graduates come from "Cosmetology/Cosmetologist, General", Aesthetician/Esthetician and Skin Care Specialist, and Medical/Clinical Assistant.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Aveda Institute-Covington	1,637 	
Delta College-Slidell Campus	126 	
Delta College Inc	118 	
Vanguard College of Cosmetology-Slidell	55 	
Saint Joseph Seminary College	28 	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher