



LOCAL OUTCOME REPORT NEW ORLEANS, LA

PROSPERITY NOW SCORECARD

The *Prosperity Now Scorecard* equips advocates, policymakers, practitioners and others with data on how residents in states, counties and cities are faring when it comes to their financial health and whether opportunities to prosper are equitable. These data jump-start a conversation about solutions and policies to put all households on stronger financial footing.

Financial Assets & Income

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Income Poverty Rate	19.3%	19.2%	13.0%
Asset Poverty Rate	37.1%	23.0%	25.3%
Liquid Asset Poverty Rate	48.0%	52.1%	40.0%
Households with Zero Net Worth	25.8%	15.0%	16.5%
Unbanked Households	13.9%	14.8%	6.5%
Underbanked Households	23.0%	21.4%	18.7%
Income Inequality	7.5x as high for top 20%	5.8x as high for top 20%	4.9x as high for top 20%

Businesses & Jobs

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Business Value by Race	\$280,442	\$457,543	\$440,190
Business Value by Gender	3.6x as high for men	2.4x as high for men	3x as high for men
Unemployment Rate	6.9%	4.8%	4.0%

Homeownership & Housing

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Homeownership Rate	47.1%	65.2%	63.9%
Affordability of Homes	5.3x higher than median income	3.5x higher than median income	3.6x higher than median income
Housing Cost Burden - Renters	61.1%	55.4%	49.5%
Housing Cost Burden - Homeowners	41.1%	25.4%	27.5%

Health Care

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Uninsured Rate	14.1%	9.7%	10.2%
Uninsured Low-Income Children	4.9%	3.5%	6.9%
Employer-Provided Insurance Coverage	45.7%	52.2%	59.1%

Education

OUTCOME MEASURE	PLACE DATA	STATE DATA	US DATA
Early Childhood Education Enrollment	60.7%	52.7%	48.0%
Four-Year College Degree	36.5%	23.8%	32.0%

In order to generate more robust estimates at the local level, specifically estimates disaggregated by race, many local estimates are derived using five-year data averages. For more information on how local estimates are calculated, [visit scorecard.prosperitynow.org/methodology](https://scorecard.prosperitynow.org/methodology).

NEW ORLEANS, LA

OUTCOMES BY RACE & ETHNICITY

Racial economic inequality limits a household's ability to achieve prosperity, and it is important to explore the impact that race and ethnicity have on outcomes. See the table below for the available data by race and ethnicity on key Scorecard outcomes in your community. The acknowledgement of disparities between populations and their origins make our data clearer and our policy and programmatic solutions stronger.

Financial Assets & Income

OUTCOME MEASURE	OVERALL	WHITE, NH*	PEOPLE OF COLOR	BLACK	AMERICAN INDIAN	ASIAN	NHPI**	LATINO
Income Poverty Rate	19.3%	3.9%	26.6%	28.2%	22.1%	13.3%	-	17.7%
Asset Poverty Rate	37.1%	23.8%	44.8%	45.8%	-	25.0%	-	42.8%
Liquid Asset Poverty Rate	48.0%	25.3%	61.3%	62.8%	-	43.8%	-	54.3%
Households with Zero Net Worth	25.8%	18.6%	30.2%	31.1%	-	14.9%	-	28.3%
Unbanked Households	13.9%	2.8%	20.0%	20.9%	-	7.6%	-	16.6%
Underbanked Households	23.0%	14.1%	27.9%	29.0%	-	18.1%	-	21.3%

Businesses & Jobs

OUTCOME MEASURE	OVERALL	WHITE, NH*	PEOPLE OF COLOR	BLACK	AMERICAN INDIAN	ASIAN	NHPI**	LATINO
Business Value by Race	\$280,442	\$487,748	\$65,840	\$35,237	\$32,018	\$187,548	-	\$214,104
Unemployment Rate	6.9%	2.4%	9.7%	11.3%	-	-	-	2.1%

Homeownership & Housing

OUTCOME MEASURE	OVERALL	WHITE, NH*	PEOPLE OF COLOR	BLACK	AMERICAN INDIAN	ASIAN	NHPI**	LATINO
Homeownership Rate	47.1%	55.1%	42.6%	42.4%	35.9%	58.6%	-	36.2%
Affordability of Homes	5.29 : 1	2.98 : 1	-	7.93 : 1	6.83 : 1	4.13 : 1	-	5.13 : 1

Health Care

OUTCOME MEASURE	OVERALL	WHITE, NH*	PEOPLE OF COLOR	BLACK	AMERICAN INDIAN	ASIAN	NHPI**	LATINO
Uninsured Rate	14.1%	9.5%	16.0%	14.8%	27.9%	20.0%	-	27.4%

Education

OUTCOME MEASURE	OVERALL	WHITE, NH*	PEOPLE OF COLOR	BLACK	AMERICAN INDIAN	ASIAN	NHPI**	LATINO
Four-Year College Degree	36.5%	65.1%	21.1%	18.3%	25.7%	38.5%	-	33.2%

* White, Non-Hispanic ** Native Hawaiian or Other Pacific Islander

Limitations of Scorecard Data by Race & Ethnicity

Where possible, the Scorecard disaggregates measures for racial and ethnic groups within communities, but as our sources are primarily national surveys, there are limitations to the data we publish. For each population, we use the data for people identifying only as that racial or ethnic group and have a minimum threshold for the number of observations available to produce an estimate. The result is significant amount of missing data for populations of color, particularly outside of states and the largest local areas. In addition, we use aggregate definitions of populations (e.g., "Asian," "Latino") which group people with ancestry from a variety of countries and varying backgrounds, concealing diversity and economic disparity within groups.

The Scorecard data offer a starting place for understanding financial health in your community, but you may want to dig deeper. More detailed data may exist in state or local data sources not included in the Scorecard, or you may want to collection information directly from community members.

NEW ORLEANS

DEMOGRAPHICS



POPULATION
388,182



HOUSEHOLDS
154,895

HOUSEHOLD INCOME QUINTILES

Lowest Quintile	\$0 to \$12,656
2nd Quintile	\$12,657 to \$28,103
3rd Quintile	\$28,104 to \$51,429
4th Quintile	\$51,430 to \$94,892
Highest Quintile	Over \$94,892

MEDIAN HOUSEHOLD INCOME **\$38,721**

White	\$68,828
Black	\$25,860
Asian	\$49,667
Latino	\$39,939
Native	\$30,000
NHPI	n/a
Two or More	\$45,452
Other	\$31,281

RACE AND ETHNICITY (% OF POPULATION)

White	30.6%
Black	59.1%
Asian	2.9%
Latino	5.5%
Native	0.1%
NHPI	n/a
Two or More	1.4%
Other	0.3%

AGE (% OF THE POPULATION)

Under 18	20.3%
18 to 24	9.7%
25 to 44	31.3%
45 to 64	25.7%
65 and Over	12.9%

PEOPLE WITH A DISABILITY **13.8%**

PROSPERITY NOW COMMUNITY

Prosperity Now is committed to continuing our support of and partnerships with our movement of committed advocates and practitioners seeking to create a clear path to financial stability, wealth and prosperity. The Prosperity Now Community expands our reach, creates strong connections between those in our community and mobilizes advocates to create lasting social change.

The Prosperity Now Community facilitates learning, creates connections and inspires action to create and improve programs and policies that foster opportunity, especially for those who have not had it before. Our unwavering commitment to creating prosperity includes efforts on a wide range of issues, such as consumer protections, equity in the tax code, increasing affordable housing and removing barriers to saving and building wealth.

To Join the Community, visit prosperitynow.org/get-involved

COMMUNITY CHAMPIONS IN LOUISIANA

Greater New Orleans Housing Alliance — New Orleans, LA

The Middleburg Institute — St. Gabriel, LA

ABOUT PROSPERITY NOW

PROSPERITY NOW

Prosperity Now (formerly CFED) believes that everyone deserves a chance to prosper. Since 1979, we have helped make it possible for millions of people, especially people of color and those of limited incomes, to achieve financial security, stability and, ultimately, prosperity. We offer a unique combination of scalable practical solutions, in-depth research and proven policy solutions, all aimed at building wealth for those who need it most.