

## APPENDIX A: NEW ORLEANS AREA DEMOGRAPHICS AND POPULATION ESTIMATES

|  | Greater New Orleans | Orleans Parish | Jefferson Parish |
|--|---------------------|----------------|------------------|
| <b>Estimated total population</b>            | 711,348             | 220,831        | 455,941          |
| <b>Estimated adult population (ages 18+)</b> | 553,275             | 167,844        | 354,800          |
| <b>Demographics of adult population</b>      | % of adults         | % of adults    | % of adults      |
| <b>Gender</b>                                |                     |                |                  |
| Male   | 46                  | 44             | 47               |
| Female                                       | 54                  | 56             | 53               |
| <b>Age (years)</b>                           |                     |                |                  |
| 18-29  | 16                  | 18             | 17               |
| 30-49  | 36                  | 39             | 36               |
| 50-64  | 30                  | 27             | 29               |
| 65+  | 18                  | 17             | 18               |
| Refused                                      | 1                   | <1             | 0                |
| <b>Race/ethnicity</b>                        |                     |                |                  |
| White, non-Hispanic                          | 56                  | 39             | 62               |
| African American, non-Hispanic               | 30                  | 53             | 19               |
| Asian American                               | 2                   | 1              | 3                |
| Hispanic                                     | 10                  | 5              | 13               |
| Some other race                              | 2                   | 1              | 2                |
| Refused                                      | <1                  | <1             | 1                |
| <b>Marital status</b>                        |                     |                |                  |
| Married                                      | 51                  | 40             | 53               |
| Living as married                            | 6                   | 7              | 6                |
| Single, never married                        | 21                  | 29             | 19               |
| Separated                                    | 3                   | 4              | 2                |
| Divorced                                     | 10                  | 12             | 10               |
| Widowed                                      | 8                   | 7              | 9                |
| Refused                                      | 1                   | 1              | 1                |
| <b>Education</b>                             |                     |                |                  |
| Less than high school graduate               | 14                  | 12             | 14               |
| High school graduate                         | 29                  | 29             | 29               |
| Business, tech/vocational after high school  | 9                   | 7              | 10               |
| Some college, no 4-year degree               | 19                  | 18             | 20               |
| College graduate or more                     | 25                  | 31             | 23               |
| Refused                                      | 4                   | 2              | 4                |
| <b>Insurance coverage</b>                    |                     |                |                  |
| Private, employer-provided                   | 40                  | 37             | 42               |
| Private, purchased on own                    | 10                  | 11             | 10               |
| Medicare                                     | 20                  | 16             | 20               |
| Medicaid                                     | 7                   | 8              | 7                |
| The VA or other government program           | 1                   | 2              | 1                |
| None, uninsured                              | 20                  | 26             | 18               |
| Don't know/Refused                           | 2                   | 1              | 2                |

|  | Greater New Orleans | Orleans Parish | Jefferson Parish |
|--|---------------------|----------------|------------------|
|  | % of adults         | % of adults    | % of adults      |
| <b>Annual household income</b>             |                     |                |                  |
| Less than \$30,000                         | 21                  | 29             | 18               |
| \$30,000 but less than \$50,000            | 11                  | 9              | 11               |
| \$50,000 or more                           | 19                  | 18             | 19               |
| Don't know                                 | 6                   | 5              | 7                |
| Refused                                    | 44                  | 40             | 45               |
| <b>Proxy income measure*</b>               |                     |                |                  |
| Economically disadvantaged                 | 35                  | 43             | 33               |
| Not economically disadvantaged             | 62                  | 57             | 65               |
| Undetermined                               | 2                   | 1              | 3                |
| <b>Home ownership</b>                      |                     |                |                  |
| Own  | 64                  | 54             | 68               |
| Rent                                       | 26                  | 36             | 23               |
| Staying with friends or family             | 6                   | 6              | 7                |
| Temporary housing                          | 3                   | 3              | 1                |
| Don't know/Refused/Other                   | 1                   | 1              | 1                |
| <b>Any child under age 19 in household</b> |                     |                |                  |
| Yes  | 35                  | 34             | 36               |
| No   | 65                  | 66             | 63               |

\* Because of the large number of respondents who did not answer the household income question, we created a proxy income measure designed to capture whether or not households are economically disadvantaged. Individuals are defined as economically disadvantaged if they meet any of the following criteria: (a) reported annual household income is less than \$30,000; (b) respondent or any child in the household is on Medicaid; and/or (c) no adult in the household is employed (and respondent is not retired or a student).