

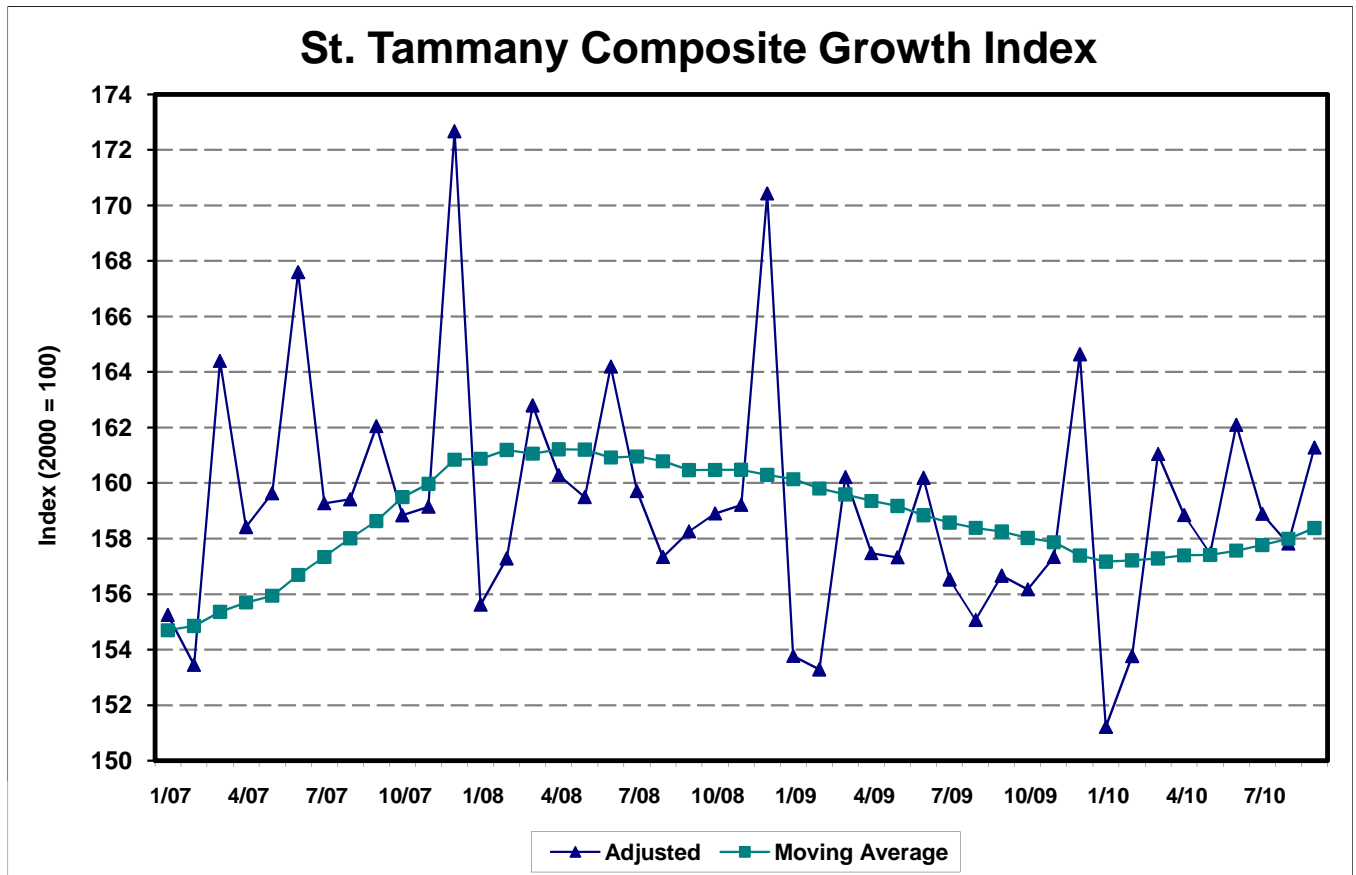
# St. Tammany Economic Growth Index

St. Tammany Economic Development Foundation

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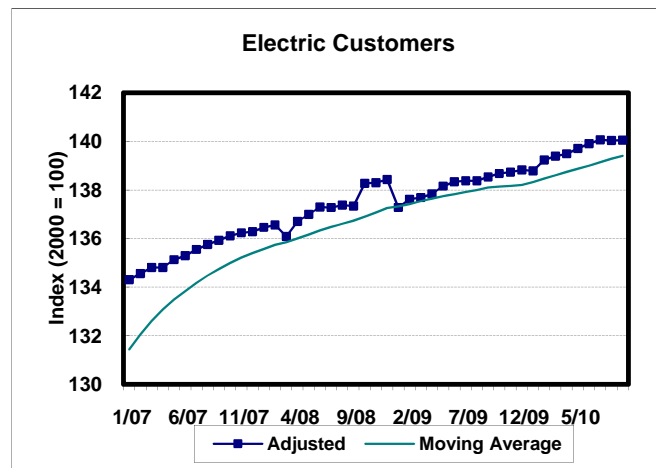
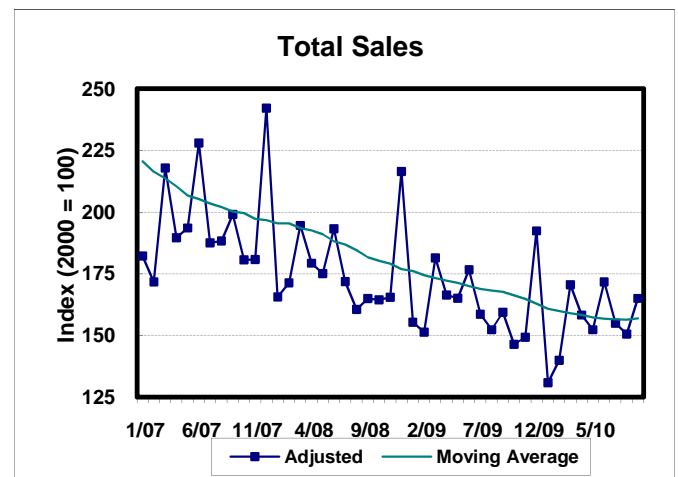
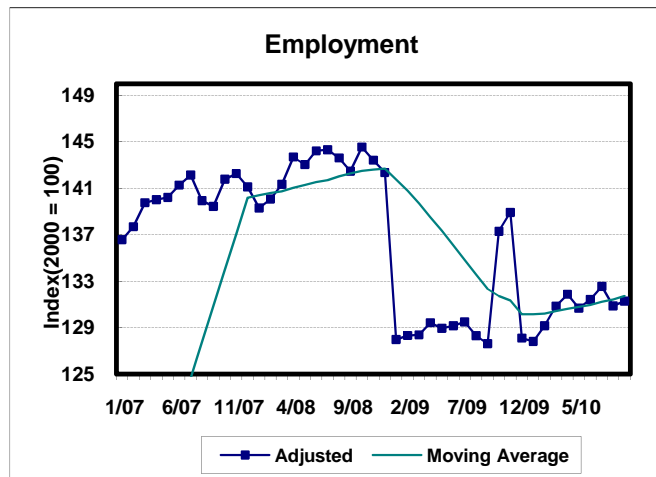
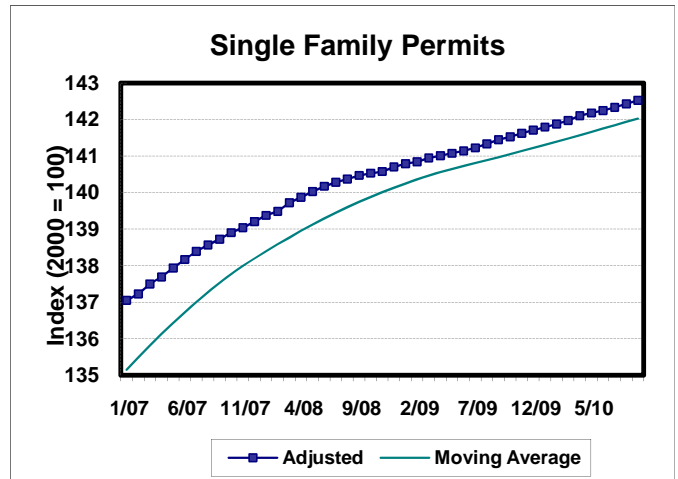
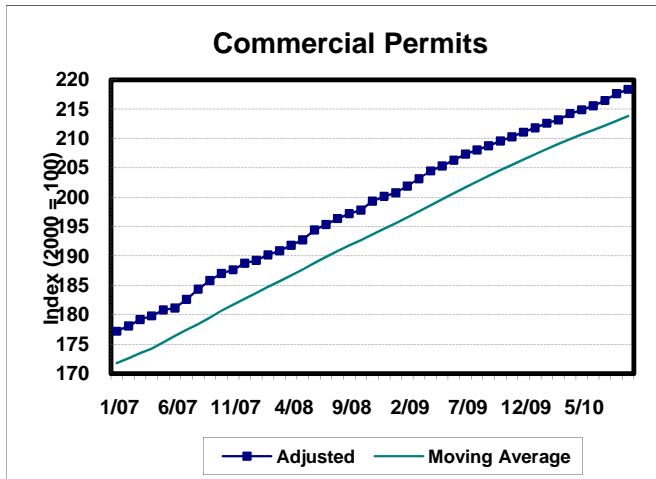
## Notes

The St. Tammany Parish Economic Growth Index is a measure of economic expansion comparing changes in five economic components over time thus, collectively, tracking changes and growth of the St. Tammany economy. Components used to develop the composite economic index include employment, single family building permits, Parish total sales (computed from parish sales tax), electric customers, and commercial building permits. Weighted ratios of each component are totaled to produce a composite index. For a look at the components comprising the composite index, see the back of this page.

## Quarterly Summary

The St. Tammany Parish economy continues to improve from the tone set in 2Q10. The 3Q10 composite index grew 2.1% compared to 3Q09 with the 12-month improvement of 0.1%. During 3Q10 three of five indicators making up the composite index continued improving with gains in single family building permits, up 0.8%; commercial building permits, up 5.0%; and electric customer count, up 1.0%. Employment turned in a marginal decline of 0.5% while retail sales continues to point downward but at an improving rate. All five indicators had positive 12-month growth led by commercial building permits, up 4.5%; employment, up 2.4%; electric customers, up 1.1%; single family building permits, up 0.8%; and retail sales, up 0.1%. Retail sales has been negatively affected by slumping national consumer confidence in the economy. Consumers have been and continue to spend only on necessary household items and withhold spending on items that are beyond household needs. Since the third quarter includes the start of a new school year, spending for school supplies has boosted spending for those items in 3Q10. In current weakness, consumers' biggest concern is job security and the fear of losing those jobs. Many economic prognosticators are estimating the national economic slump and low consumer confidence will continue through the end of 2010 and likely into early 2011. The 2010 Christmas shopping season, which is under way, could be negatively affected by the economic slump as consumers may restrict some gift spending in favor of holding onto their money for better economic times when jobs and incomes become more available and stable. In light of all the current economic turmoil, the Parish economy appears to remain strong and pointing in an upward direction.

# St. Tammany Economy At A Glance



Sources: St. Tammany Sheriff's Office; St. Tammany Parish Permit Office, Washington-St. Tammany Electric Co-op, CLECO, Louisiana Department of Labor, and St. Tammany Parish Tourist and Convention Commission. The ST. TAMMANY ECONOMIC GROWTH INDEX is developed by John C. Borland, CCR, Director of Borland Econometrics and published quarterly by the St. Tammany Economic Development Foundation. Correspondence should be addressed to: 21489 Koop Drive, Suite 7, Mandeville, LA 70471. Telephone: (985) 809-7874. Web: [www.stedf.org](http://www.stedf.org). Copyright 2004. All rights reserved.