

MARKET COMPARISON

Demographics	New Orleans, LA	Atlanta, GA	Austin, TX	Charlotte, NC	Dallas, TX	Houston, TX	Miami, FL	Memphis, TN	New York, NY	San Francisco, CA
Metro Area Population										
Estimated Population (2012)	1,205,374	5,442,113	1,834,303	1,831,084	6,647,496	6,204,161	5,762,717	1,333,315	19,160,024	4,455,560
Median Age (2012)	37.2	35.40	33.10	35.90	34.00	33.50	40.20	35.20	37.80	38.50
Foreign Born Population (2012)	6.8%	13.2%	14.4%	10.5%	17.7%	22.3%	38.2%	4.8%	29.3%	30.1%

Sources: Woods & Poole Economics
MSA Profile, 2010, U.S. Census Bureau
American Community Survey, 2012.

Metro Area Education										
Earned High School Degree or Higher (2012)	84.8%	87.8%	88.14%	87.63%	83.92%	81.10%	84.55%	86.23%	84.84%	87.85%
Earned Bachelor's Degree or Higher (2012)	26.7%	35.3%	40.54%	33.45%	31.61%	29.61%	29.44%	26.13%	36.97%	45.01%
Earned Graduate or Professional Degree (2012)	9.5%	12.6%	13.22%	10.42%	10.58%	10.31%	10.68%	9.21%	15.17%	17.72%

Sources: U.S. Census Bureau American
Community Survey, 2013.

Economic Indicators	New Orleans, LA	Atlanta, GA	Austin, TX	Charlotte, NC	Dallas, TX	Houston, TX	Miami, FL	Memphis, TN	New York, NY	San Francisco, CA
GDP (Millions) (2012)	\$84,835	\$294,589	\$98,677	\$137,189	\$420,340	\$449,439	\$274,105	\$66,778	\$1,358,416	\$360,395
Metro Area Workforce										
Labor Force (March 2014)	554,586	2,737,407	1,021,495	924,927	3,432,957	3,157,800	2,985,483	591,932	9,567,373	2,367,838
Unemployment Rate (March 2014)	4.50%	6.8%	4.4%	6.4%	5.3%	5.2%	650.0%	8.2%	7.4%	6.0%
Median Hourly Wage (2012)	\$15.86	\$17.16	\$17.48	\$16.99	\$16.90	\$17.33	\$15.03	\$15.17	\$20.80	\$23.43

Sources: U.S. Bureau of Labor Statistics,
U.S. Bureau of Economic Analysis.

Transportation	New Orleans, LA	Atlanta, GA	Austin, TX	Charlotte, NC	Dallas, TX	Houston, TX	Miami, FL	Memphis, TN	New York, NY	San Francisco, CA
Regional Container Port Service	New Orleans, LA	Savannah, GA	Houston, TX	Wilmington, NC	Houston, TX	Houston, TX	Miami, FL	Memphis, TN	New York, NY	San Francisco, CA
Distance to port (miles)	0	251	188	200	245	0	0	0	0	0
Total Trade (Tons)	255,358	32,919	247,337	7,552	247,337	247,337	15,861	N/A	80,802	49,490

Source: Google Maps, Individual Port
Websites, 2014; AAPA US Waterborne
Trade 2012.

Freight Railroad Industry	New Orleans, LA	Atlanta, GA	Austin, TX	Charlotte, NC	Dallas, TX	Houston, TX	Miami, FL	Memphis, TN	New York, NY	San Francisco, CA
Number of Freight Railroads in State	18	23	46	22	46	46	14	25	38	25

Source: Association of American Railroads,
<https://www.aar.org/keyissues/Pages/Railroads-And-States.aspx>