Greater New Orleans Jobs Report
2023

Interactive Data:

Introduction

GNO, Inc. and Bank of America share a united vision to grow the Greater New Orleans area into an environment where future generations can live and thrive, offering a wide range of job opportunities and a robust quality of life. Our aim is to nurture a strong, accessible, and expanding economy that provides high-wage, high-demand careers for local residents. Together, we understand that realizing this goal requires an in-depth knowledge of the area's potential for job creation and wealth generation.

The Greater New Orleans Jobs Report does more than just showcase promising careers; it also underscores the potential for collaboration among key players, fostering partnerships based on the most reliable data available.

The report, a data-centric tool, encourages stakeholders to unite and take strategic actions. So far, this approach has been successful. Now in its fifth edition, the report has significantly influenced the local educational and training landscape, thanks to proactive engagement from regional workforce development leaders who have adopted a demand-driven approach to career guidance.

The data presented in this report represents a momentary glimpse; continued shifts in these figures and job profiles are to be expected. Certain jobs will rise in demand due to new announcements, investments, and advancements. Others will adapt as emerging technologies and new industrial sectors reshape the economic terrain.

This year's report unveils two significant changes in format.

First, in lieu of a comprehensive printed book, the data is now accessible through interactive modules on gnoinc.org/jobsreport, or via the QR code on the front of this executive summary of the online component.

Second, the report now encompasses "on ramp" jobs, providing insights into entry-level positions that lead to high-wage, high-demand careers previously highlighted.

Together, GNO, Inc. and Bank of America are excited about what this data will yield for the future. We hope you will join us in our efforts to build a strong economy and workforce of Greater New Orleans.

Sincerely,

Jonathan Matessino
President
Bank of America New Orleans / Baton Rouge

Michael Hecht
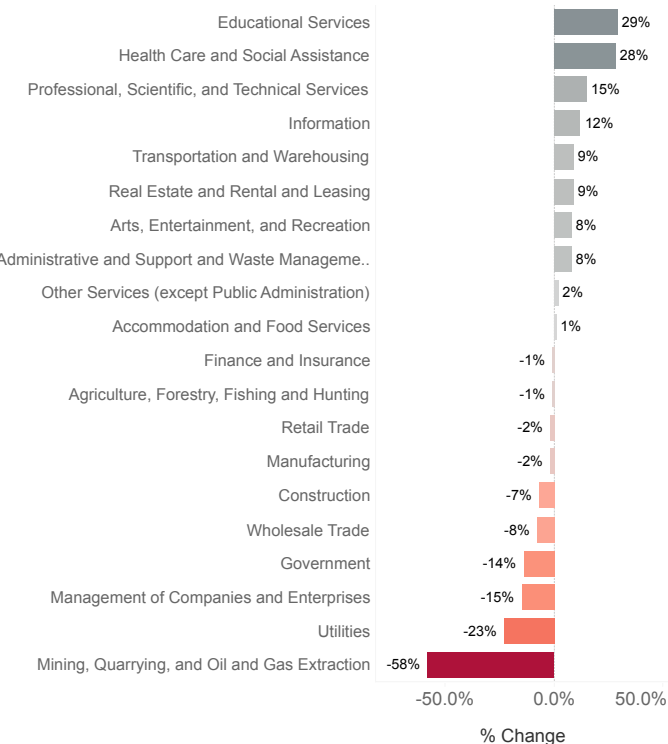*President and CEO*
Greater New Orleans, Inc.

Regional Trends

Understanding regional labor market trends is crucial to interpreting the occupation-level trends and figures within the 2023 Greater New Orleans Jobs. While the report offers valuable insights into our immediate job market, analyzing it alongside macro-level labor market data paints a richer and more meaningful picture. The metrics included in the regional outlook such as industry growth, unemployment rate, and labor force participation rate are important indicators of the health of our region's labor market.

INDUSTRY OUTLOOK

Over the past decade, the Greater New Orleans region has experienced a significant shift in many industries. Gone are the days of sole reliance on tourism and the energy sector. While these traditional sectors remain pillars of the economy, new forces are shaping the local workforce. Healthcare and education, bolstered by the demands of a pandemic and an aging population, have emerged as power players, offering steady growth and competitive salaries. This trend reflects that healthcare here encompasses the bustling bioscience scene, while education boasts a thriving tourism-hospitality training sector.

Meanwhile, the energy sector undergoes its own transformation. The rise of renewables presents new opportunities, demanding new skillsets and providing high-wage career pathways. Adapting existing infrastructure and expertise to renewable energy could create thousands of high-paying jobs, solidifying the region's energy leadership while ushering in a greener future. These dynamics paint a picture of a labor market in flux, but one brimming with potential.
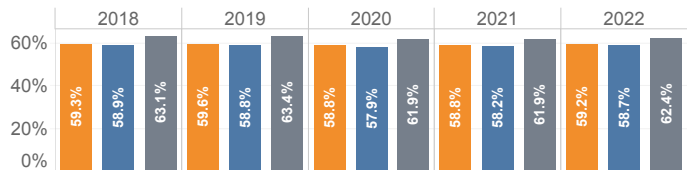
Industry Outlook (2013-2023)

Industry	% Change
Educational Services	29%
Health Care and Social Assistance	28%
Professional, Scientific, and Technical Services	15%
Information	12%
Transportation and Warehousing	9%
Real Estate and Rental and Leasing	9%
Arts, Entertainment, and Recreation	8%
Administrative and Support and Waste Manageme..	8%
Other Services (except Public Administration)	2%
Accommodation and Food Services	1%
Finance and Insurance	-1%
Agriculture, Forestry, Fishing and Hunting	-1%
Retail Trade	-2%
Manufacturing	-2%
Construction	-7%
Wholesale Trade	-8%
Government	-14%
Management of Companies and Enterprises	-15%
Utilities	-23%
Mining, Quarrying, and Oil and Gas Extraction	-58%

% Change

LABOR FORCE PARTICIPATION RATE

Our region's labor force participation rate is a key indicator of the talent available for employers in the region, as well as how many of our working-aged residents are sitting on the sidelines. Our 59.2% rate indicates that a significant portion of the population is not engaged in the labor market, which could be due to factors like higher education attendance, retirement, or personal and family responsibilities. Such a participation rate could also suggest potential challenges in the regional economy, such as lack of job opportunities or barriers to employment for certain groups. Moreover, a lower labor force participation rate can impact the region's economic growth potential, as a smaller proportion of the population is contributing to economic activities.
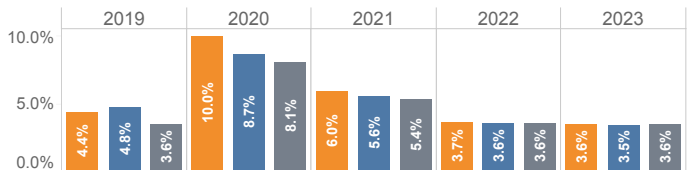
Civilian Labor Force
New Orleans, Louisiana, and United States

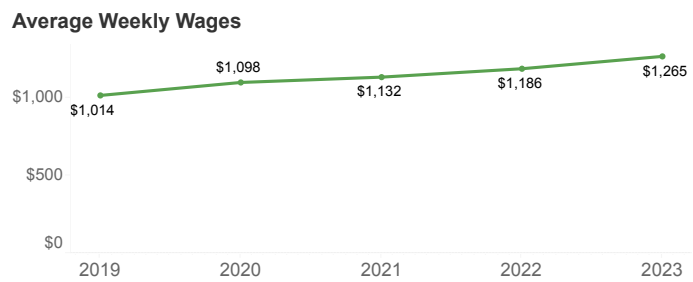|	2018	2019	2020	2021	2022
New Orleans	59.3%	59.6%	58.8%	58.8%	59.2%
Louisiana	58.9%	58.8%	57.9%	58.2%	58.7%
United States	63.1%	63.4%	61.9%	61.9%	62.4%

UNEMPLOYMENT RATE

The unemployment rate across the Greater New Orleans region continues to hover around historic lows. Our current relatively low unemployment rate suggests that the regional economy is fairly healthy, with most individuals who are willing and able to work securing employment. It also reflects a stable job market where opportunities for employment are relatively abundant, which can attract more talent and investment to the area. This low unemployment rate often correlates with a robust economy, where businesses are thriving and creating job opportunities.

Unemployment Rate
New Orleans, Louisiana, and United States

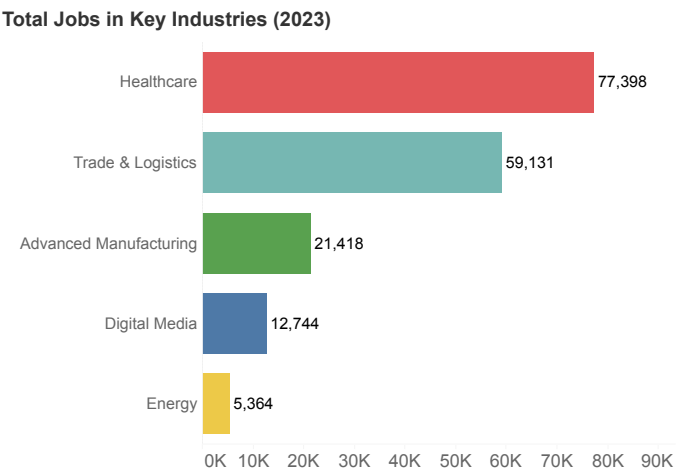|	2019	2020	2021	2022	2023
New Orleans	4.4%	10.0%	6.0%	3.7%	3.6%
Louisiana	4.8%	8.7%	5.6%	3.6%	3.5%
United States	3.6%	8.1%	5.4%	3.6%	3.6%

WAGE GROWTH

Tracking regional average weekly wages is crucial for understanding economic health and identifying trends in employment and income distribution, which can inform policy decisions and workforce development strategies. This data helps in assessing the affordability of living in a region and guides businesses and investors in making informed decisions about where to allocate resources. Average weekly wages across the region continue their steady growth over the past five years. While this is positive news, there is still work to be done to ensure weekly wages keep in line with inflation and the overall increase in cost of living.

Average Weekly Wages

	2019	2020	2021	2022	2023
	$1,014	$1,098	$1,132	$1,186	$1,265

WHERE ARE THE JOBS?

While healthcare continues to be the largest driver of jobs in our region, a significant number of jobs are spread across our other key industries. Economic diversification plays a crucial role in enhancing the resilience and stability of our region's economy and labor market. By spreading economic activity across multiple industries, Greater New Orleans can reduce its dependence on a single sector, mitigating the impacts and risk of economic downturns due to sector-specific challenges. This diversification not only stimulates job creation in a variety of fields but also fosters innovation, as the cross-pollination of ideas from different industries can lead to new technologies and business practices. Moreover, a diversified economy can better adapt to global economic shifts, ensuring a more stable employment landscape.

Total Jobs in Key Industries (2023)

Industry	Jobs
Healthcare	77,398
Trade & Logistics	59,131
Advanced Manufacturing	21,418
Digital Media	12,744
Energy	5,364

METHODOLOGY

For the purpose of the 2023 Greater New Orleans Jobs Report, GNO, Inc. defines a Top Job as an occupation that:

* Is comprised of at least 100 jobs across the region

* Has a median hourly wage of at least $23.59 per hour (identified by MIT's Living Wage Calculator for a 4-person household with two working adults)

* Experienced growth from 2013 – 2023

* Is related to one of GNO, Inc.'s focus industry sectors (Advanced Manufacturing, Energy, Healthcare & Life Sciences, Technology & Digital Media, and Trade & Logistics)

New to this year's edition of the Greater New Orleans Jobs Report is the inclusion of On-ramp Jobs. These occupations provide gateways to higher-wage, high demand careers and maintain positive future growth prospects based on business development projects and economic conditions. Wages for On-ramp Jobs fall within 25% of the $23.59 per hour median wage threshold ($17.69 per hour) and occupations categorized as On-Ramp Jobs are denoted.

Note: This report focuses on immediate workforce development needs and pathways, so occupations that require a graduate degree or higher are not included. The data in this report was extracted from the labor market analytics platform Lightcast.

Regional Industries

GNO, Inc. fosters growth in the Greater New Orleans region through a focus on a key group of industries carefully selected based on a variety of criteria, including projections for economic growth, global market trends, and community goals.

These include Advanced Manufacturing, Digital Media, Energy, Healthcare, and Transportation & Logistics. Each represent a significant number of existing business entities and residents employed in the sector.

Furthermore, their relevance and potential for sustained employment levels in the region are highlighted in the Greater New Orleans Jobs Report due to measurable demand and growth trends.

Each represent tangible and sustainable career opportunities for the residents of southeast Louisiana to explore, and for education & training partners to develop curriculum and programming around.

Total Jobs in Key Industries	Median Wage	Accessible Jobs^
175,000+	$33.62	70%

^Accessible jobs refer to occupations that require a post-secondary nondegree award or less

Advanced Manufacturing

Top Jobs, By Count

- Production Workers, All Other*
- Inspectors, Testers, Sorters, Samplers, and Weighers
- Miscellaneous Assemblers and Fabricators*
- Chemical Equipment Operators and Tenders
- Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders
- Plant and System Operators, All Other
- Aircraft Structure, Surfaces, Rigging, and Systems Assemblers
- Jewelers and Precious Stone and Metal Workers*
- Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers*
- Paper Goods Machine Setters, Operators, and Tenders

Median Hourly Salary $25

Top Skills

- Machinery
- Hand Tools
- Communications
- Machine Operation
- Forklift Truck

Denotes On-ramp Jobs, as defined in report methodology

Digital Media

Top Jobs, By Count

- Computer Occupations, All Other
- Software Developers
- Computer User Support Specialists*
- Computer Systems Analysts
- Computer and Information Systems Managers
- Database Administrators
- Web and Digital Interface Designers
- Film and Video Editors
- Web Developers
- Special Effects Artists and Animators*

Median Hourly Salary $37

Top Skills

- Agile Methodology
- Information Technology
- Computer Science
- Operations
- Communications

Energy

Top Jobs, By Count

- Earth Drillers, Except Oil and Gas
- Industrial Engineers
- Extraction Workers, All Other*
- Surveyors
- Environmental Engineers
- Chemical Technicians
- Health and Safety Engineers, Except Mining Safety Engineers and Inspectors
- Excavating and Loading Machine and Dragline Operators, Surface Mining*

Median Hourly Salary $36

Top Skills

- Operations
- Project Management
- Chemistry
- Air Brakes
- Abrasive Blasting

Denotes On-ramp Jobs, as defined in report methodology

Healthcare

Top Jobs, By Count

- Registered Nurses
- Licensed Practical and Licensed Vocational Nurses
- Healthcare Practitioners and Technical Workers, All Other
- Health Technologists and Technicians, All Other*
- Radiologic Technologists and Technicians
- Respiratory Therapists
- Medical Records Specialists
- Surgical Technologists
- Dental Hygienists
- Diagnostic Medical Sonographers

Median Hourly Salary $27

Top Skills

- Communications
- Writing
- Rehabilitation
- Patient Education and Counseling
- Basic Life Support (BLS) Certification

Trade & Logistics

Top Jobs, By Count

- Heavy and Tractor-Trailer Truck Drivers*
- Maintenance and Repair Workers, General*
- Installation, Maintenance, and Repair Workers, All Other*
- Captains, Mates, and Pilots of Water Vessels
- First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors
- Industrial Truck and Tractor Operators
- Inspectors, Testers, Sorters, Samplers, and Weighers
- Driver/Sales Workers*
- Logisticians
- Tank Car, Truck, and Ship Loaders

Median Hourly Salary $30

Top Skills

- Communications
- Operations
- Warehousing
- Valid Driver's License
- Customer Service

*Denotes On-ramp Jobs, as defined in report methodology