Metropolitan Report - May 18, 1989

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FOR IMMEDIATE RELEASE

LEADING INDICATORS: CONTINUED SLUGGISHNESS EXPECTED; FIRST QUARTER GENERAL INDICATOR DOWN IN JANUARY, UP IN FEBRUARY, BACK DOWN IN MARCH; TOURISM SECTOR REMAINS THE STRONGEST.

CONCURRENT INDICATORS: FOURTH QUARTER PERFORMANCE FLAT; VIRTUALLY NO CHANGE IN WAGE AND SALARY EMPLOYMENT; CIVILIAN LABOR FORCE DOWN, INDICATING CONTINUED OUTMIGRATION; PERSONAL INCOME UP; INCREASES IN TAXABLE SALES DON'T COVER INFLATION.

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New Orleans, LA -- First-quarter, 1989 leading economic indicators from the University of New Orleans' Division of Business and Economic Research suggest that, in the short run, no significant changes from the recent past are expected for the New Orleans metropolitan area. Some growth may be possible; however, another round of declines is not at all inconceivable.

The tourism sector is expected to continue its trend of growth, but at a slower pace. Rising crude oil prices could bolster the petroleum industry, but uncertainty regarding future prices clouds the industry outlook. The port of New Orleans could feel adverse effects from the recent rise of the dollar. Also, increasing interest rates and an already soft real estate market bodes ill for construction.

First quarter performance can be characterized as flat. The deseasonalized unemployment rate of 9.2% was the same in the previous quarter but was 0.7% below the first quarter of 1988 figure (9.7%).

Although the number of unemployed persons fell and the number employed rose somewhat, the major factor behind the unemployment rate decline is the substantial reduction of the civilian labor force. The drop of roughly 5,400 in the labor force from 1988:1 to 1989:1 suggests that outmigration has continued, although perhaps at a slower pace than in recent years.

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LEADING INDICATORS

The leading indicators presented in this report all have January, 1976 as a basis. That is, the value for each indicator series for January, 1976 equals 100.

GENERAL

The general leading indicator, the barometer of future overall economic performance in the metro area, fell 1.7 points from 92.3 in December, 1988 to 90.6 in January, the largest monthly decline since July, 1982. The index rebounded by 0.6 points in February, only to fall back to the January level in March. (See Table 1 and Figure 1.) A similar pattern of two declines and one increase was found in two of the previous three quarters.

Three consecutive movements in the same direction usually indicate the true course the economy will take over the next six to nine months. But in eight of the last nine quarters, no such consistent movements have occurred. Therefore, the continued fluctuation of the general leading indicator makes forecasting the short term extremely difficult. However, since the index shows an overall decline from the beginning of 1988, the expectations are for stability at best, with declines quite possible.

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Three individual series are combined to form the general leading indicator -- an index of help-wanted advertisements in New Orleans, the count of Louisiana oil and gas rigs in operation, and the prime interest rate. Table 2 includes values for these series and the underlying variables used in calculating the other leading indicators.

After the normally high December value (143), primarily due to Christmas season hirings, the help-wanted index dropped significantly in January to 133. The index rose again in February to 137 and fell again in March to 127. Recall, however, that the December figure was the highest value since April, 1984, just prior to the opening of the World's Fair. Therefore, the January decline is not considered exceptionally serious. In deseasonalized terms (not shown), the first quarter values were nearly as high as those for the fourth quarter, and, in fact, surpassed the first quarter of 1988.

The prime interest rate increased steadily over the quarter, from 10.50% in January to 11.50% in March, continuing a year-long trend. An increase in the cost of obtaining funds deters business development and expansion, thus limiting overall economic opportunity.

The Louisiana rig count dropped considerably from 164 in December to 129 in January, dipped slightly again in February to 126, and bounced back a bit to 128 in March. The rig count usually rises substantially at year's end and slips again in

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January. However, the first quarter 1989 rig count is substantially below the 1988 level, indicating cause for future concern. This is particularly troublesome since it comes at a time of increasing, not decreasing, oil prices. Coupling the declining rig count with fluctuating oil futures prices paints a very unclear picture for the petroleum industry locally.

Once again, the unsteady course of the leading indicators over the last four quarters is sending mixed signals. Clearly, additional interest rate increases (which would probably lead to a national economic downturn) or declines in the rig count could hinder the fragile local recovery. On the other hand, rising or stable oil prices could stimulate drilling activity, thereby contributing to the recovery process. Note that all of the above is independent of the decision by Amoco to relocate or lay off some 800 highly paid workers in the New Orleans area. This decision will surely cause a downward ripple in the economy, which, if not offset by some positive phenomenon, will be felt throughout the entire metro area.

Another factor which will have a significant effect upon the metropolitan area economic recovery is the recent rejection of Governor Roemer's fiscal reform referendum. State and local government cutbacks appear imminent. In addition, in-state and out-of-state firms will continue to view Louisiana in a dim light as a place to conduct business. Both of these

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developments will hinder economic opportunity in the New Orleans area.

PETROLEUM

The petroleum indicator has increased for four consecutive months, after six straight months of decline. (See Table 1 and Figure 2). This indicator is based upon two components--crude and futures oil prices. The crude oil price bottomed out at $11.00 per barrel in October of 1988, but increased each month since. By March, it had recovered to $15.25. Likewise, futures prices had declined to $13.79 in November, and have also risen each month. The March price was $17.78.

The petroleum industry seems to be on a slight recovery course. As mentioned earlier, the announcement by Amoco to reduce its New Orleans work force by 800 jobs dampens the outlook. It is generally considered that at least six to nine months of price stability are required before any significant new drilling activity will be initiated. Prices have now been on the rise for five months, while the number of operating rigs has fallen. It appears, therefore, that the time lag before price stability results in increased drilling and production may be lengthening.

PORT

The port indicator showed four months of successive declines after four straight increases. However, immediately preceding those increases was another four month span of consecutive declines. (See Table 1 and Figure 3). The port indicator is based on a single component -- the trade-weighted exchange rate of the U.S. dollar. A downward movement in the indicator reflects the rising value of the dollar, which makes American goods more costly and, thus, less attractive abroad. An upward movement indicates just the opposite. The end result of the past year has been a fluctuation in the value of the dollar.

Since New Orleans is primarily an export port, in the long term, valuation of the dollar translates into less local activity. However, in the short term, it is expected to have little impact, if any. In general, contracts for shipping of goods are negotiated well in advance of the shipping date. Therefore, New Orleans port activity at a given point in time is more dependent upon the value of the dollar at some prior time than the current exchange rate. As a result, short term movements can be somewhat discounted in favor of long term prospects. The dollar is expected to continue its gradual fall for several years, making New Orleans' long term outlook optimistic. However, the ability of the port to capitalize on its future opportunities depends heavily upon the Board of

Commissioners of the Port of New Orleans' capital investment plan currently under consideration by the State.

TOURISM

Tourism remains one of the few growth sectors in the metro New Orleans economic picture. The tourism indicator, comprised of two component series -- U.S. Gross National Product and Disposable Personal Income -- has increased for seven consecutive quarters (See Table 1 and Figure 4). However, as mentioned in previous editions of this publication, not as many large conventions are scheduled in New Orleans this year. Also, the addition to the Convention Center will not be completed until 1991. And if a national economic slowdown eventuates, the local tourism industry would feel the adverse effects.

The ability of the local tourism industry to sustain its growth and lead the economy will depend upon the willingness and ability of state and local governments to invest in tourism promotion. The New Orleans Convention Center is already booked to full capacity. Therefore, until the Convention Center expansion is completed, significant tourism growth will occur only if the city can attract more discretionary pleasure visitors. To do this requires increased promotional and advertising efforts.

CONSTRUCTION

The construction indicator fell steadily throughout the first quarter of 1989. (See Table 1 and Figure 5). The calculation of this indicator utilizes three components -- the value of residential construction contracts awarded, the value of nonresidential construction contracts awarded, and the mortgage interest rate on new home sales.

As is the case with the prime interest rate, mortgage rates are on the rise. This trend further hinders home sales in an already soft real estate market. In addition, 1988 new home sales in the United States were the lowest since World War II. This factor indicates that the problems facing New Orleans contractors are shared by home builders nationwide.

The office market in New Orleans is in a glut state. High vacancy rates are widespread and much of the new occupancy is comprised of tenants drawn away from other properties. Commercial and industrial vacancies are also relatively high. By its nature, the construction sector cannot lead an economic recovery. It reacts to the performance and requirements of the economy as a whole. Therefore, until a recovery is truly in progress, construction trades can expect continued difficulties in metro New Orleans.

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SUMMARY

In the short run, tourism should enjoy continued modest gains; the petroleum industry could be revived if oil prices remain at or above current levels; port activity should remain steady, but could suffer if substantial increases in the value of the dollar continue; and construction can expect continued tough times ahead. In sum, the New Orleans economy is expected to continue on a slow, wobbly pace, with no major catalyst on the horizon. In the wake of the Amoco relocation decision coupled with the prospect of a national economic slowdown, the downside risk for the local economy is as great as it has been since oil prices collapsed in 1986.

CONCURRENT INDICATORS

The concurrent indicators reported in Table 3 are measures of ongoing economic activity which reflect current conditions of the New Orleans metropolitan area economy.

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LABOR FORCE AND EMPLOYMENT

Wage and salary employment grew by only 120 jobs in the first quarter of 1989. The 518,663 figure for the period was 5,700 or 1.1% above the previous year. These facts equate to a slight overall improvement in the business climate in 1988, but little advancement in the beginning of 1989.

The construction sector experienced the largest growth over the year in percentage terms (3.3%). But that gain amounted to only 740 additional jobs. However, first quarter construction employment declined by 3.3%, reflecting the industry's woes. Similar patterns of annual job gains, but first quarter losses were found in the transportation, communications, and public utilities, services, and durable goods manufacturing sectors. The fragile status of the New Orleans economy is underscored by the first quarter job losses which occurred across a number of industries.

Mining employment had the largest percentage increase in the first quarter (2.9%), but the largest absolute job gains were in wholesale and retail trade (2,081). Gains or losses in all the industrial sectors were minimal. In general, very little change occurred in the employment composition of the New Orleans economy in the first quarter of 1989.

The first quarter unemployment rate of 9.2% was identical to the previous quarter and 0.7% below the first quarter of 1988.

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However, these facts do not necessarily indicate a healthier economy. The metro area civilian labor force plummeted by 5,400 from the fourth quarter of 1988. The civilian labor force is the sum of those people who are employed and those who are actively looking for work. In contrast, employment dropped over 5,000 while unemployment dipped roughly 360. Consequently, the metro area economy has actually contracted in the first quarter of 1989. These facts point to continued net outmigration of persons from the New Orleans area. Outmigration was thought to have tapered off lately, but the dramatic labor force decline suggests that it may well be continuing. Total employment fell, while wage and salary rose, indicating that the labor force drop (and corresponding outmigration) is largely attributable to a reduction in the number of self-employed workers. As a result, the unemployment rate decline does not tell the whole story of the metro economy.

OTHER CONCURRENT INDICATORS

First quarter deplanements at the New Orleans International Airport, one indicator of the local tourism industry, fell 4.9% from the fourth quarter of 1988 and 4.1% from the first quarter of 1988. Hotel/motel occupancy tax revenues also fell in the first quarter, but only by 0.2% from the previous quarter. In comparison, hotel/motel tax figures were up 6.8% from the first quarter of 1988. One observation is that relative to traditional seasonal patterns the first quarter

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tourism activity was not as strong as in the previous three quarters, but ahead of the pace set at the beginning of 1988. This seems to bear out earlier predictions of slower growth in the tourism industry in 1989.

Personal income has been on the upswing in the metro area. The fourth quarter, 1988 estimate (the latest figure available), was up a phenomenal 4.1% from the third quarter and 5.9% from the fourth quarter of 1987. In fact, fourth quarter personal income was the highest ever, eclipsing the previous all-time high set in the third quarter. Data for the year 1988 show an increase of 5.2% over 1987. In comparison, consumer prices rose 4.4% over that same period. Therefore, purchasing power of New Orleans area residents increased in real terms by nearly 1% in 1988.

SUMMARY

Concurrent economic indicators for the New Orleans metropolitan area have been extremely flat in the beginning of 1989. Only one noticeable exception stands out -- a decline of some 5,400 individuals in the civilian labor force. Indications are that self-employed individuals comprised the bulk of the drop. The most probable interpretation is that substantial numbers of those individuals have moved their businesses elsewhere.

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TAXABLE SALES

The last section of this report is normally dedicated to the discussion of parish economic indicators -- employment and taxable sales. However, due to the unavailability of employment data by the press deadline, only taxable sales trends through the end of 1988 will be presented. UNO's Division of Business and Economic Research estimates taxable sales on a quarterly basis for each of the six parishes in the metro area. Taxable sales include all sales subject to sales or use taxes, including retail sales, auto sales, and assorted business purchases. Tables 4 and 5 and figures 7 through 10 and 12 through 15 display taxable sales for the metro area and its constituent parishes. For comparative purposes metro area wage employment is presented in figures 6 and 11.

The increase in fourth quarter personal income did not translate into taxable sales. Metro area personal income rose 4.1% while metro area taxable sales increased only 3.4% in the fourth quarter. However, for 1988 as a whole, the increase in taxable sales (5.1%) nearly matched that of personal income (5.2%). After adjusting for inflation, taxable sales were up approximately 0.7% from 1987 levels. In light of the continued outmigration that the metro area has suffered, this is a good sign. However, the Christmas buying season (best depicted by fourth quarter estimates) proved to be less than sparkling. Taxable sales in the period were up 3.2% from the

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previous year. But after adjusting for inflation, the figures represented a decline by some 1.2%.

The pattern in taxable sales is not uniformly distributed across parish boundaries. In Orleans Parish, taxable sales have declined for two straight quarters. Third quarter figures were down 4.0%, followed by decline of 0.5% in the subsequent quarter. As a result, the Christmas buying season was not a good one in the parish. Sales were up 3.2% from the 1987 levels, but that still leaves inflation-adjusted sales about 1.2% below the previous year. For the year 1988 as a whole, taxable sales rose a modest 2.4% from 1987. Again, this increase was not even enough to cover costs due simply to inflation.

Fourth quarter taxable sales in Jefferson Parish increased 10.7% from the prior quarter. However, it must be noted that third quarter sales were off from the second quarter. Yet the picture is still bright. The $1 billion taxable sales registered in the fourth quarter were the highest ever for any parish in the metro area. Clearly, Jefferson Parish is the center of retailing in the New Orleans area. The Christmas season was a relatively poor one for Jefferson retailers, however. Taxable sales in the fourth quarter were up 4.0% from the previous year. Again, this increase does not cover the effect of inflation, leaving real sales off about 0.4% from the 1987 Christmas season. For the year 1988 as a whole,

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taxable sales grew 4.3% from 1987. nearly, but not quite offsetting inflation.

St. Tammany Parish experienced a dreadful Christmas season. Taxable sales in the parish fell 4.6% from 1987 levels. Coupled with an inflation rate of 4.4%,this amounts to a decline of over 9% in real sales. Sales generally fared poorly throughout the year in St. Tammany. Declines were experienced in both the third (down 2.1%) and fourth quarters (down an additional 4.6%). The yearly summary shows that sales performed dismally, declining 0.9% from 1987 figures.

On the other hand, taxable sales in St. Charles were generally on the rise. And since roughly 70% those sales are business purchases, the implications regarding the parish economy are good. Buoyed by an exceptionally good second quarter (+13.1%) and despite declines in the following two periods (-10.1% and -0.5%, respectively) St. Charles enjoyed a 23.3% increase over 1987 taxable sales levels. Fourth quarter sales were up 6.0% from 1987, indicating a fair Christmas buying season.

St. Bernard Parish taxable sales rose substantially in 1988. Figures for the year reveal a 14.9% jump from the prior year. The 14.1% increase from the first to the second quarter provided the basis for much of the growth. Fourth quarter sales rose 5.1% from the relatively weak third quarter, but translated into a 19.0% increase over the same quarter of 1987. Retailers in St. Bernard have reason to be cheerful,

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since it appears that the Parish may have begun to come out of the economic doldrums which have gripped it for several years.

In 1988, St. John the Baptist Parish estimated taxable sales jumped 24.1% from 1987 levels. However, this jump is not entirely due to increased sales activity. The sales figures also reflect an increase in collections of previously owed sales taxes, particularly in the second half of the year, due largely to a much improved audit function. Therefore, it is unclear exactly how sales have fared in the parish in recent months.

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TABLE 1: NEW ORLEANS METROPOLITAN LEADING INDICATORS, 1987-1989
(JANUARY, 1976 = 100)

	I	II	III	IV	V
MONTH	GENERAL	PETROLEUM	PORT	TOURISM	CONSTRUCTION
1987					
APRIL	91.7	100.1	104.0		85.0
MAY	92.1	100.2	105.3	117.7	83.5
JUNE	91.4	100.7	105.4		85.2
JULY	93.4	101.7	104.9		85.1
AUGUST	93.1	101.4	104.4	118.4	85.2
SEPTEMBER	92.9	100.6	107.3		84.8
OCTOBER	92.9	99.9	107.0		84.4
NOVEMBER	93.2	99.6	109.7	119.7	84.2
DECEMBER	93.1	98.4	111.9		85.0
1988					
JANUARY	93.6	96.5	111.8		86.3
FEBRUARY	94.1	97.1	109.9	120.6	84.3
MARCH	94.3	97.5	110.8		82.4
APRIL	95.3	97.8	111.2		81.6
MAY	94.9	98.1	110.7	120.9	82.6
JUNE	93.5	97.7	109.9		86.9
JULY	93.9	96.6	107.3		88.5
AUGUST	92.6	96.2	105.5	121.3	88.6
SEPTEMBER	93.0	94.8	106.8		83.4
OCTOBER	92.3	93.5	108.4		84.3
NOVEMBER	91.9	93.4	109.4	123.3	83.8
DECEMBER	92.3	95.0	108.8		85.8
1989					
JANUARY	90.6	96.0	106.5		85.7
FEBRUARY	91.2	97.2	105.8	123.8	85.2
MARCH	90.6	98.7	104.4		84.3

Note: Values may differ from those previously reported due to recalculation of seasonal factors.

TABLE 2: UNDERLYING VARIABLES FOR THE NEW ORLEANS METROPOLITAN INDICATORS, 1987-1989

MONTH	Help-Wanted Index (1967=100)	Prime Interest Rate (%)	La. Rig Count	Crude Oil Price ($)	Futures Oil Price ($)	U.S. $ Exchange Rate (1973=100)	U.S. GNP ($MM)	U.S. Disposable Income ($MM)	Res. Const. Contracts ($MM)	Nonres. Const. Contracts ($MM)	Mortgage Interest Rate (%)
1987											
APRIL	109	7.75	104	14.95	17.75	97.09			31.8	32.4	9.21
MAY	113	8.14	113	15.29	18.80	96.05	4,484	3,154	18.6	40.6	9.37
JUNE	115	8.25	112	15.95	19.33	97.78			32.6	31.1	9.45
JULY	123	8.25	151	16.88	20.69	99.36			25.5	20.2	9.41
AUGUST	115	8.25	147	17.06	20.00	99.43	4,568	3,225	27.2	24.1	9.38
SEPTEMBER	106	8.70	164	16.29	19.02	97.23			26.0	26.2	9.37
OCTOBER	119	9.07	165	15.95	19.39	96.65			20.9	11.6	9.26
NOVEMBER	125	8.78	170	15.85	18.49	91.49	4,663	3,316	20.0	18.9	9.35
DECEMBER	128	8.75	184	15.75	16.22	88.70			36.7	30.1	9.17
1988											
JANUARY	130	8.75	178	13.63	16.41	89.29			17.3	24.9	9.10
FEBRUARY	126	8.51	171	13.50	16.46	91.09	4,725	3,376	13.4	15.6	9.12
MARCH	124	8.50	165	13.50	15.48	89.73			17.1	15.2	9.14
APRIL	128	8.50	169	13.50	17.93	88.95			23.2	27.2	9.06
MAY	128	8.84	163	13.25	17.71	89.74	4,824	3,422	21.9	30.8	8.95
JUNE	124	9.00	162	14.00	16.70	92.58			18.9	101.9	9.07
JULY	140	9.29	156	12.37	15.42	96.53			17.3	38.0	9.17
AUGUST	126	9.84	152	12.30	16.27	98.29	4,909	3,508	19.4	20.9	9.07
SEPTEMBER	126	10.00	148	11.50	14.64	97.91			20.5	21.1	9.25
OCTOBER	129	10.00	146	11.00	14.19	95.10			13.6	45.1	9.10
NOVEMBER	126	10.05	165	11.75	13.79	91.91	5,000	3,583	16.3	10.5	9.43
DECEMBER	143	10.50	164	12.75	15.10	91.88			24.6	50.2	9.39
1989											
JANUARY	133	10.50	129	13.79	16.50	95.12			16.9	42.4	9.52
FEBRUARY	137	10.93	126	14.21	15.80	95.77	5,117	3,696	16.1	23.5	9.82
MARCH	127	11.50	128	15.25	17.78	96.99			22.1	21.7	10.03

LE 3: NEW ORLEANS METROPOLITAN CONCURRENT INDICATORS, 1988-1989
arterly data seasonally adjusted, except Taxable Sales and Consumer Price Index)

IES	1988:1	1988:2	1988:3	1988:4	1989:1	COMPARATIVE PERFORMANCE 1989:1 VERSUS 1988:1 %	1989:1 VERSUS 1988:4 %
	QUARTERLY DATA						
E & SALARY EMPLOYMENT (a)	512,956	517,583	518,865	518,543	518,663	1.1	0.0
ANUFACTURING	43,116	43,518	43,244	42,910	43,122	0.0	0.5
DURABLE GOODS	22,147	22,426	22,629	22,408	22,319	0.8	-0.4
NONDURABLE GOODS	20,970	21,093	20,615	20,503	20,804	-0.8	1.5
ONMANUFACTURING	469,840	474,065	475,621	475,633	475,540	1.2	0.0
MINING	15,390	15,305	15,158	15,025	15,463	0.5	2.9
CONSTRUCTION	22,084	22,701	22,723	23,605	22,824	3.3	-3.3
TRANSPORTATION, COMMUNICATION, & PUBLIC UTILITIES	43,335	44,091	44,620	44,752	44,498	2.7	-0.6
WHOLESALE & RETAIL TRADE	133,204	134,781	135,182	134,201	135,285	1.6	0.8
FINANCE, INSURANCE, & REAL ESTATE	34,002	33,728	33,798	33,915	33,880	-0.4	-0.1
SERVICES	135,258	137,138	138,336	138,218	137,300	1.5	-0.7
GOVERNMENT	86,566	86,320	85,804	85,917	86,291	-0.3	0.4
LIAN LABOR FORCE (b)	597,639	595,911	598,223	597,103	591,692	-1.0	-0.9
LOYMENT (b)	539,510	539,031	541,585	542,380	537,328	-0.4	-0.9
MPLOYMENT (b)	58,129	56,880	56,638	54,723	54,364	-6.5	-0.7
PLOYMENT RATE (%)	9.7	9.5	9.5	9.2	9.2	-0.5	0.0
ANEMENTS (1,000)	836	847	851	843	801	-4.1	-4.9
L/MOTEL OCCUPANCY REVENUES (1,000)	$3,215	$3,510	$3,510	$3,442	$3,435	6.8	-0.2
ONAL INCOME (MILL) (c)	$4,751	$4,670	$4,732	$4,924	NA	5.9 (d)	4.1 (e)
BLE SALES (MILL) (c)	$2,115	$2,322	$2,283	$2,356	NA	3.4 (d)	3.2 (e)
CONSUMER PRICE INDEX URBAN (1982-84=100)	116.1	117.5	119.2	120.3	121.7	4.8	1.1

: Values may differ from those previously reported due to recalculation of seasonal and/or revisions in the series by the source agency.

e number of non-agricultural wage and salary jobs in the metro area, self-employed individuals and salepersons on commission-only bases.
vilian Labor Force includes the number of metro area residents who have one or more jobs (Employment), plus the number of residents without a job but actively seeking work (Unemployment).
timated by UNO Division of Business and Economic Research.
88:4 versus 1987:4.
88:4 versus 1988:3.

TABLE 4: QUARTERLY TAXABLE SALES (a), BY PARISH, 1987-1988 ($ MILLIONS)

Quarter	Metro New Orleans	Orleans	Jefferson	St. Tammany	St. Charles	St. Bernard	St. John the Baptist
1987:1	$2,068.9	$840.8	$789.7	$226.7	$103.8	$45.3	$62.6
1987:2	$2,147.5	$850.7	$866.0	$225.6	$95.9	$46.4	$62.9
1987:3	$2,140.9	$829.6	$863.4	$230.2	$106.2	$44.4	$67.1
1987:4	$2,279.9	$842.6	$961.8	$234.7	$120.6	$46.8	$73.4
1988:1	$2,115.3	$838.7	$818.0	$211.6	$126.8	$47.4	$72.8
1988:2	$2,322.2	$902.9	$908.0	$239.4	$142.9	$54.1	$74.9
1988:3	$2,282.7	$867.2	$903.7	$234.4	$128.4	$53.0	$96.0
1988:4	$2,356.4	$863.0	$1,000.0	$223.6	$127.8	$55.7	$86.3

a Estimated by UNO Division of Business and Economic Research.

TABLE 5: ANNUAL TAXABLE SALES (a), BY PARISH, 1980-1988 ($ MILLIONS)

	Metro New Orleans	Orleans	Jefferson	St. Tammany	St. Charles	St. Bernard	St. John the Baptist
1980	$7,444.7	$2,960.4	$3,049.8	$510.0	$529.3	$176.4	$218.8
1981	$8,306.4	$3,274.2	$3,394.5	$579.8	$586.9	$189.0	$282.0
1982	$8,418.4	$3,284.4	$3,442.5	$672.2	$545.8	$194.8	$278.7
1983	$8,638.0	$3,327.6	$3,562.9	$781.8	$436.8	$245.0	$283.9
1984	$9,389.4	$3,615.4	$3,935.2	$877.9	$437.2	$230.8	$292.9
1985	$8,835.6	$3,337.5	$3,617.5	$927.3	$468.0	$209.8	$275.5
1986	$8,856.9	$3,512.9	$3,551.8	$899.9	$424.8	$200.5	$267.0
1987	$8,637.0	$3,363.7	$3,480.9	$917.2	$426.4	$182.8	$266.0
1988	$9,076.7	$3,471.9	$3,629.8	$909.0	$525.9	$210.1	$330.0

a Estimated by UNO Division of Business and Economic Research.

FIGURE 1: GENERAL INDICATOR

Monthly Data

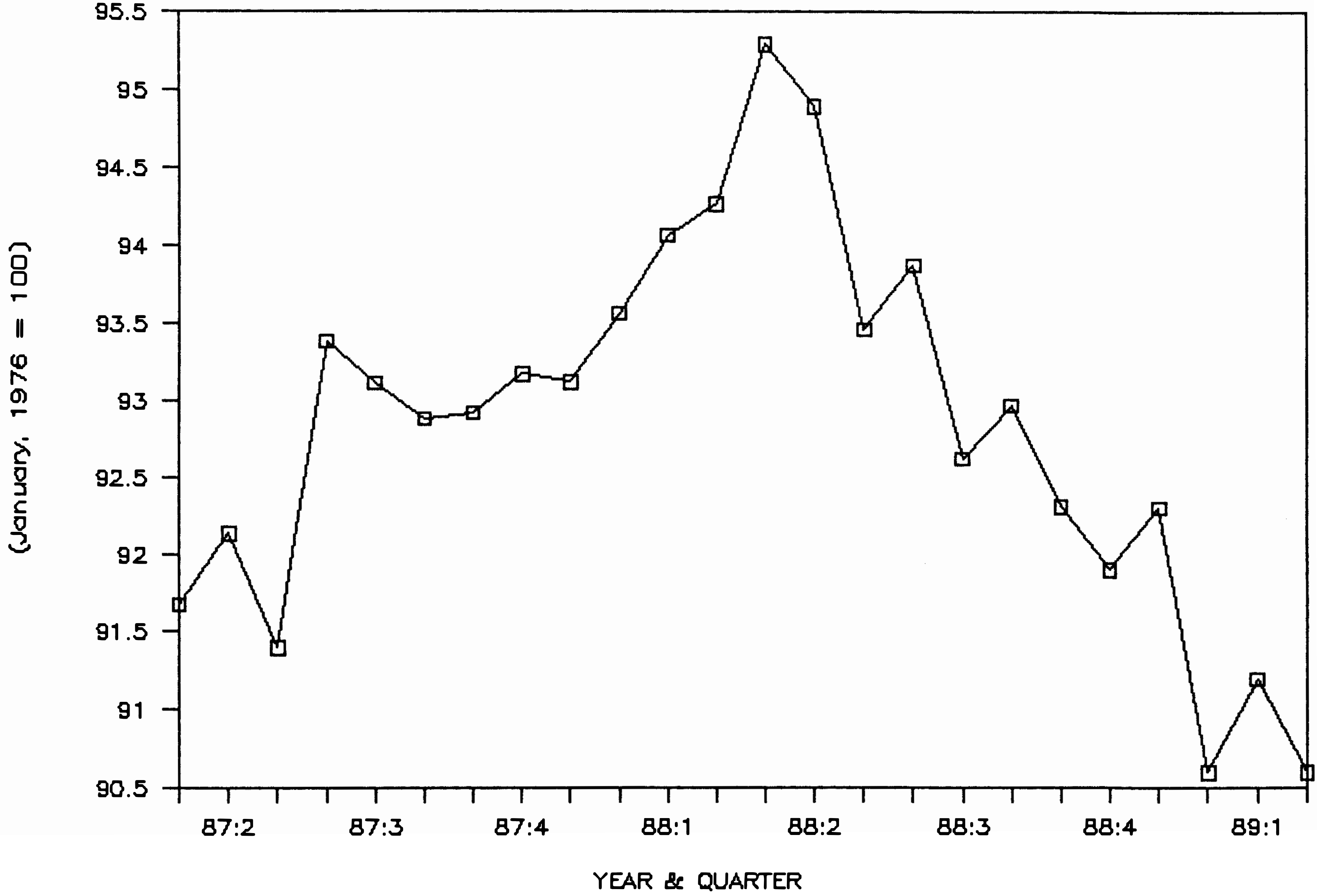


FIGURE 2: PETROLEUM INDICATOR

Monthly Data

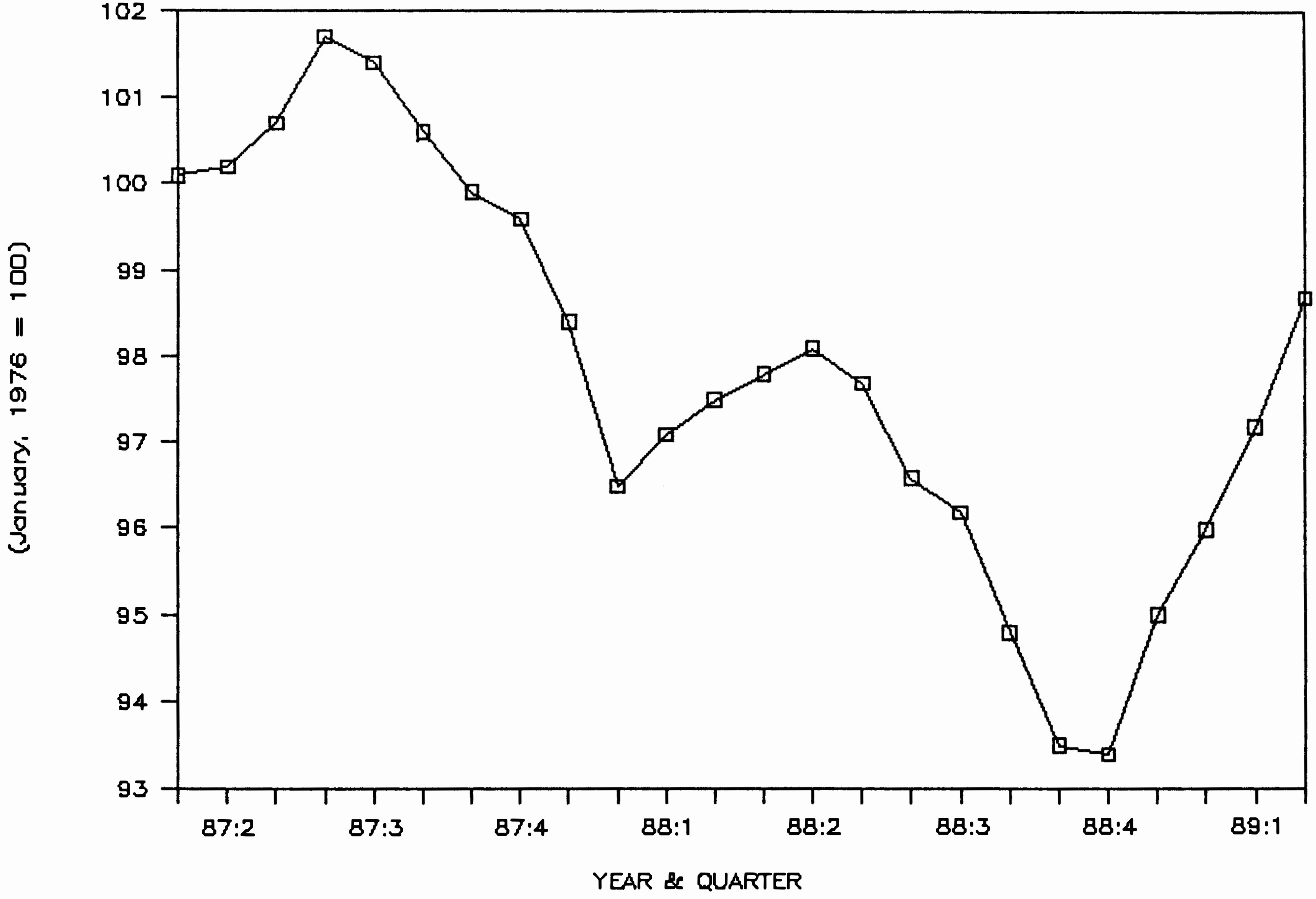


FIGURE 3: PORT INDICATOR

Monthly Data

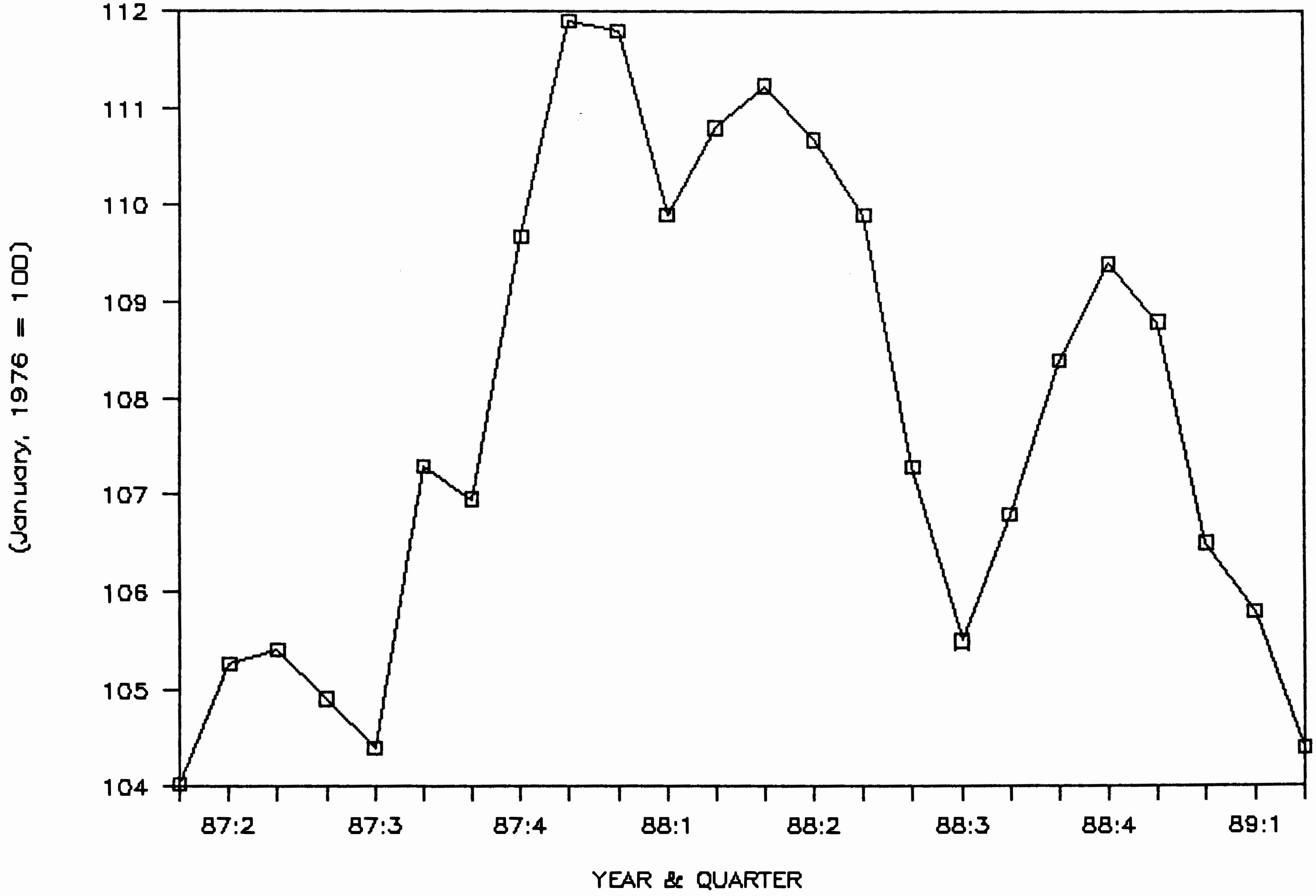


FIGURE 4: TOURISM INDICATOR

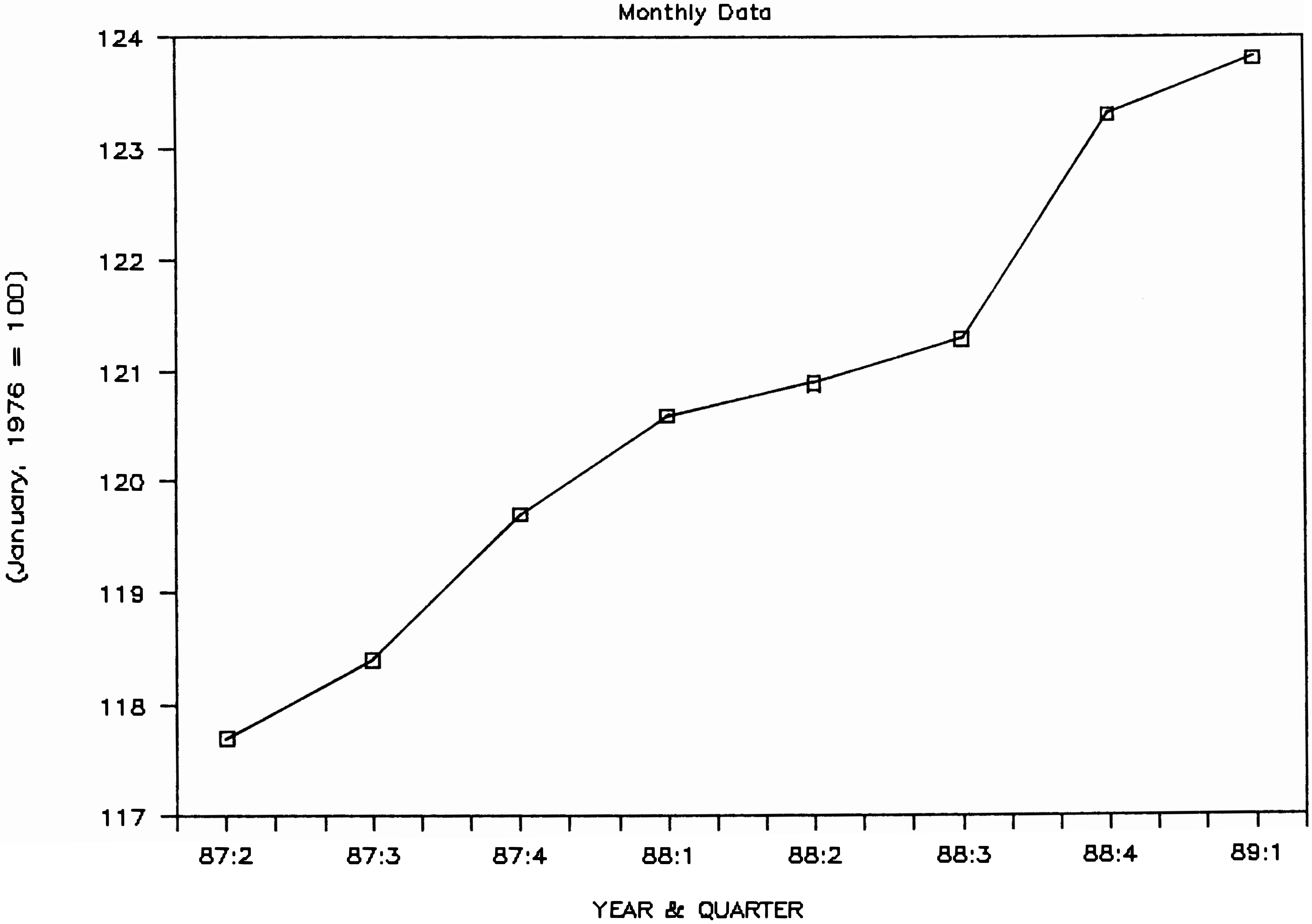


FIGURE 5: CONSTRUCTION INDICATOR

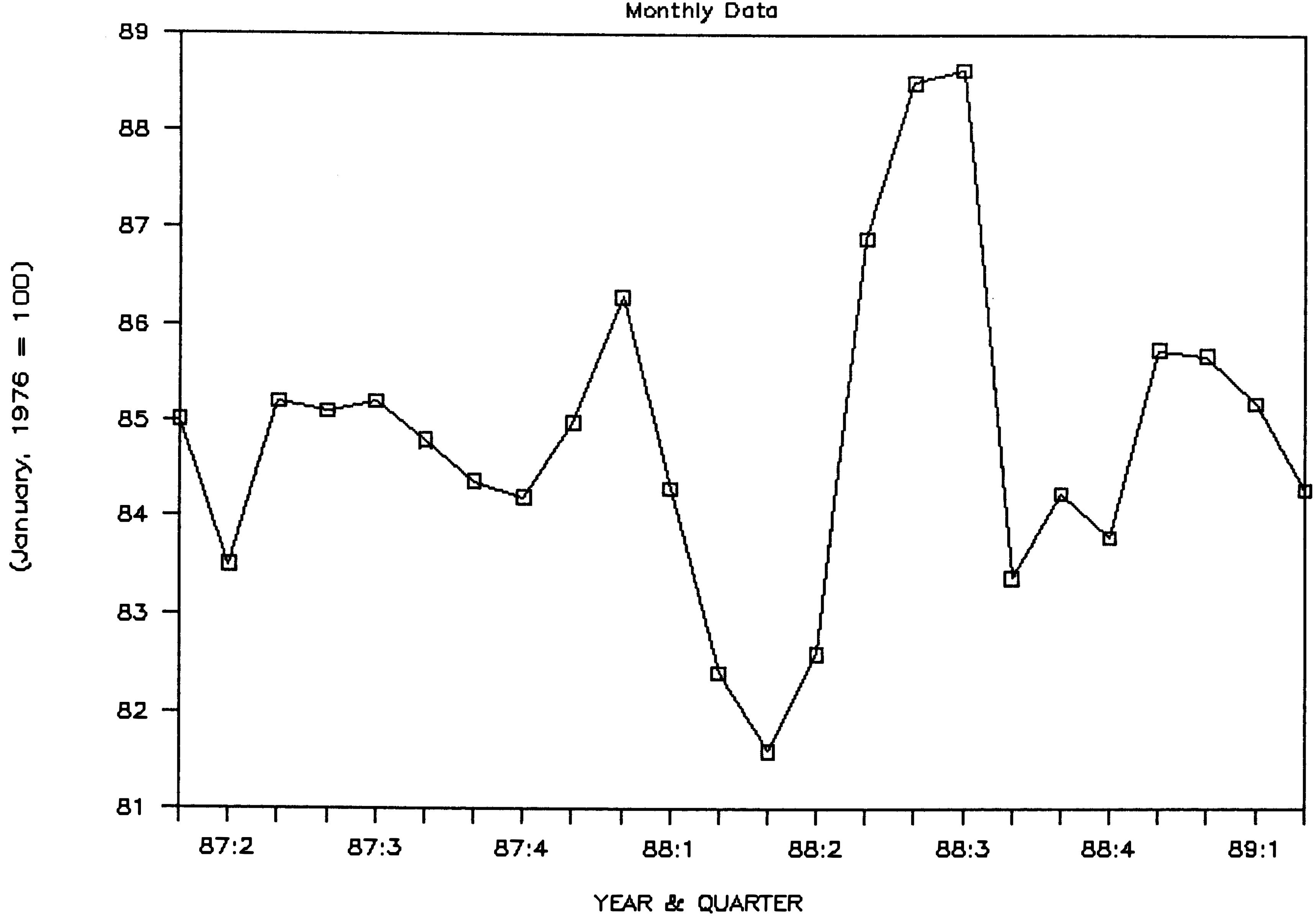
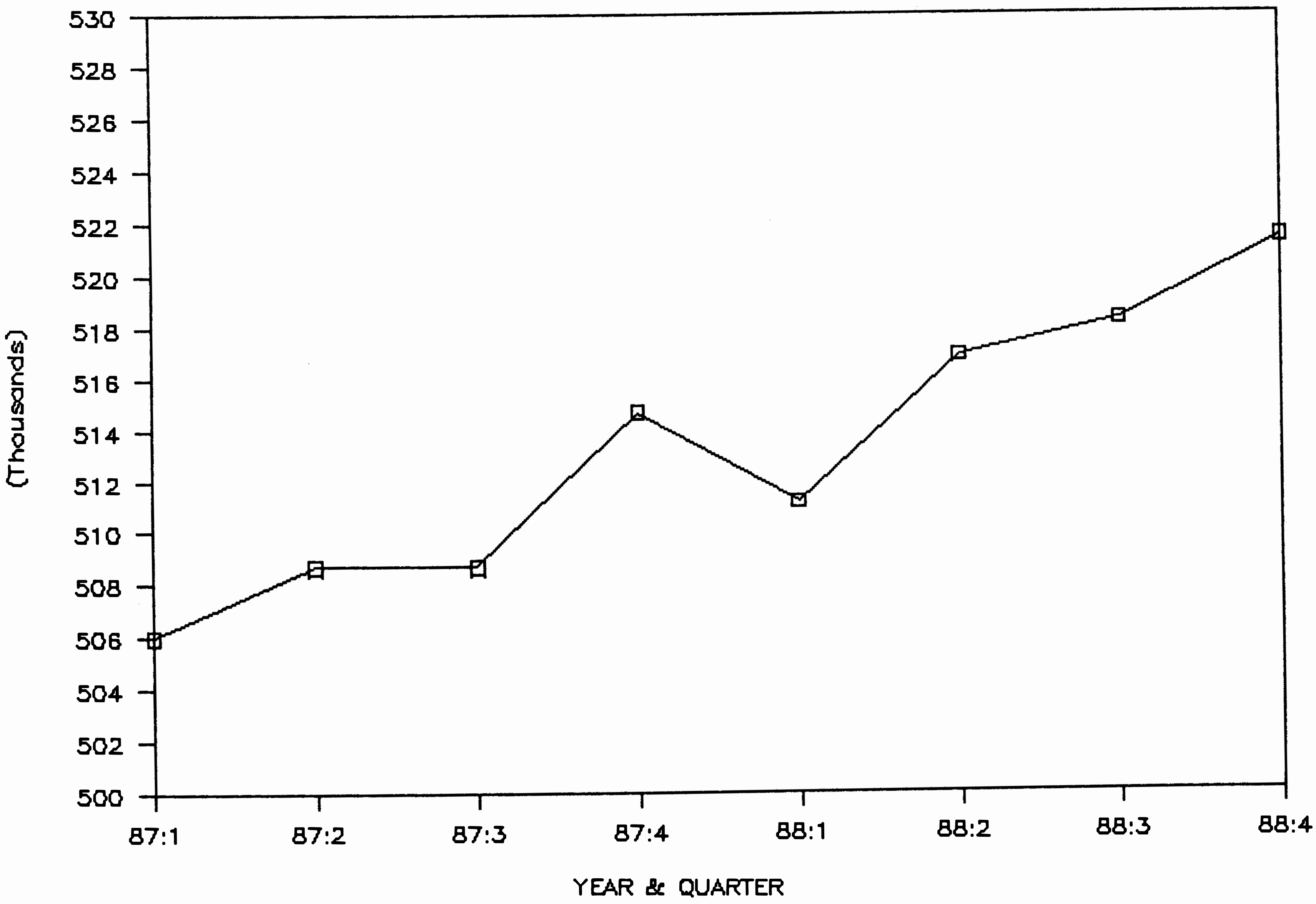


FIGURE 6: METRO AREA EMPLOYMENT

1987:1 — 1988:4



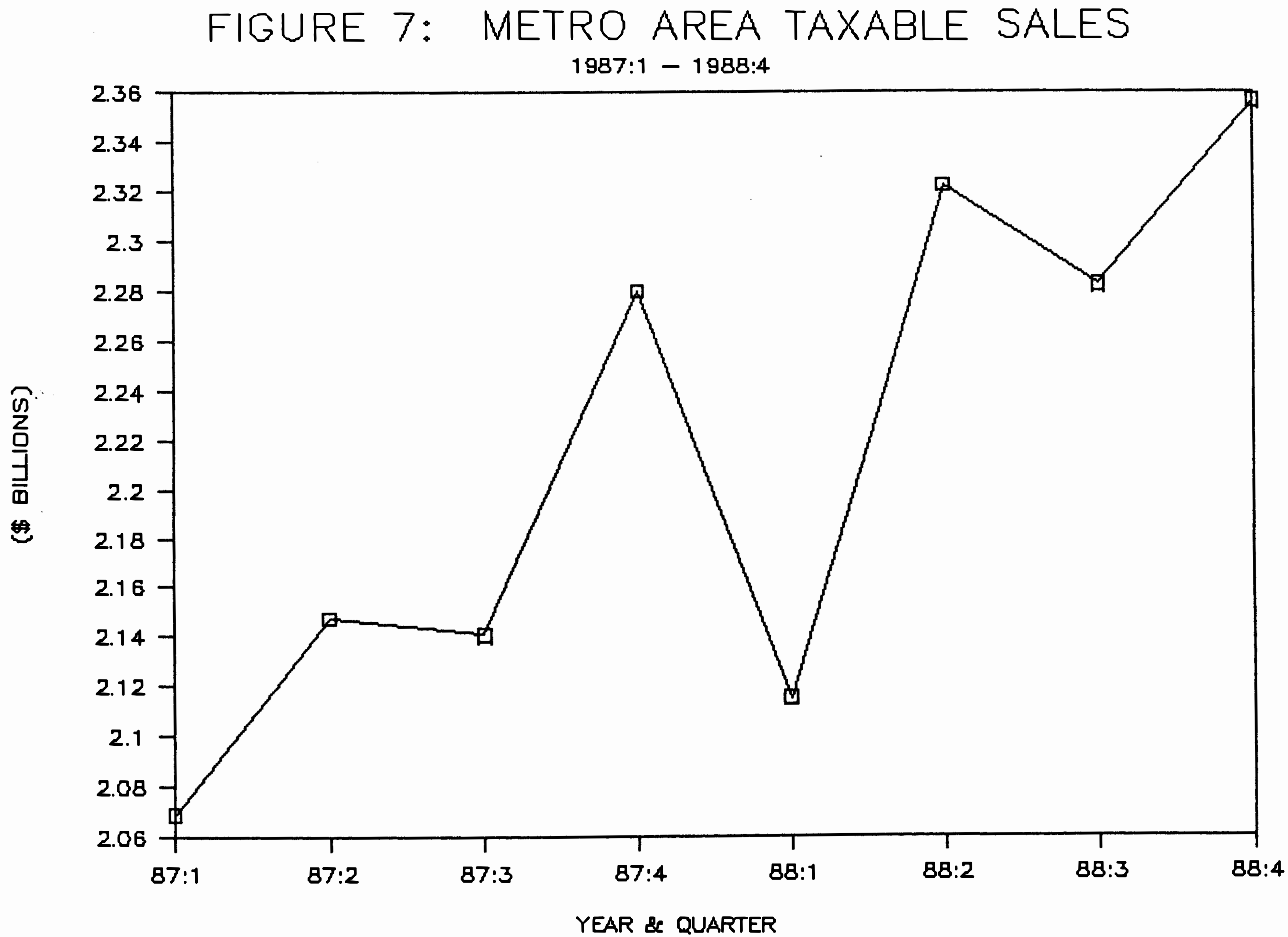


FIGURE 7: METRO AREA TAXABLE SALES
1987:1 — 1988:4
2.36
2.34
2.32
2.3
2.28
2.26
2.24
2.22
2.2
2.18
2.16
2.14
2.12
2.1
2.08
2.06
($ BILLIONS)
87:1
87:2
87:3
87:4
88:1
88:2
88:3
88:4
YEAR & QUARTER

FIGURE 8: ORLEANS & JEFF TAXABLE SALES

1987:1 — 1988:4

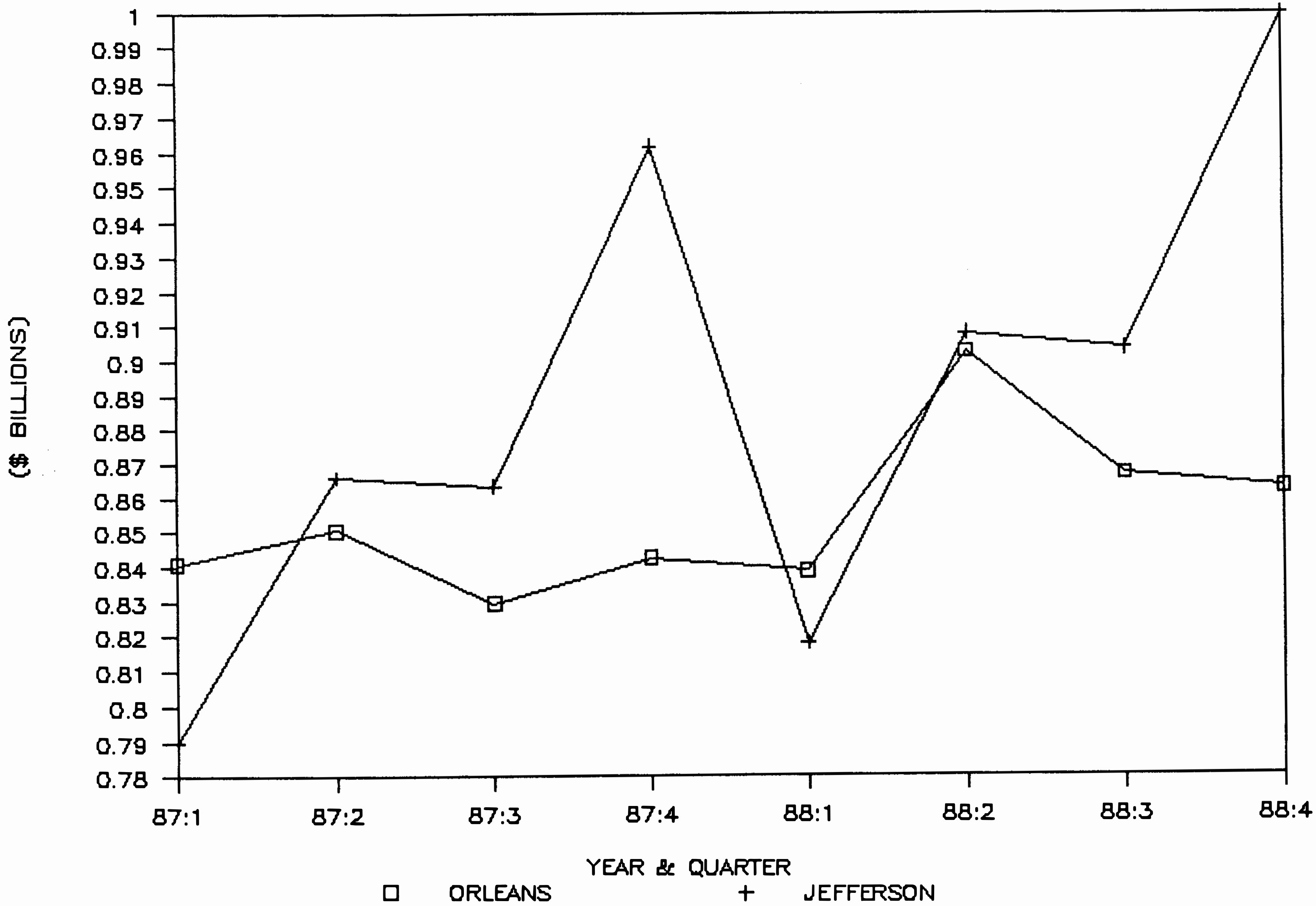


FIGURE 9: ST. TAMMANY & ST. CHARLES

TAXABLE SALES, 1987:1 — 1988:4

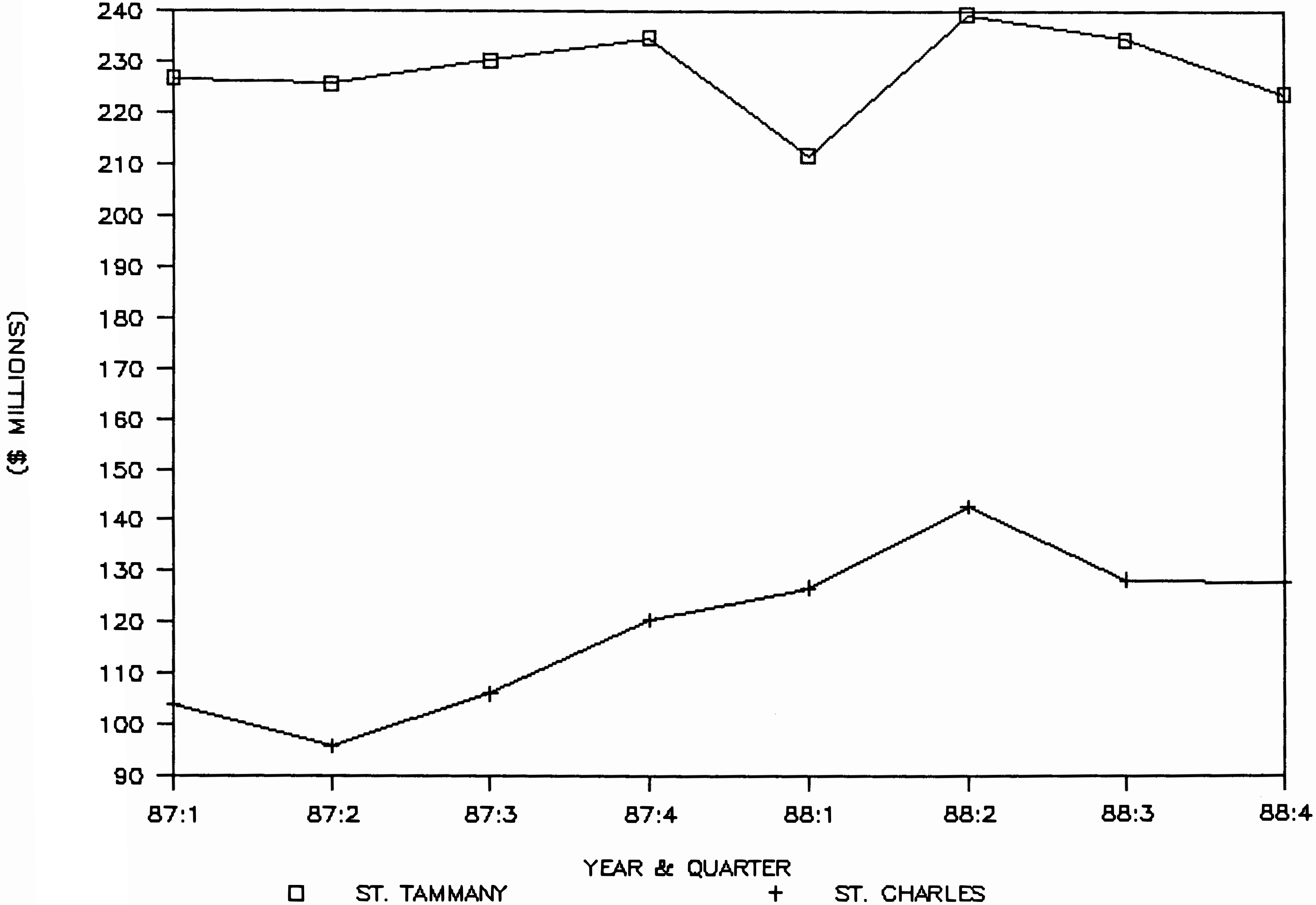


FIGURE 10: ST. JOHN & ST. BERNARD

TAXABLE SALES, 1987:1 – 1988:4

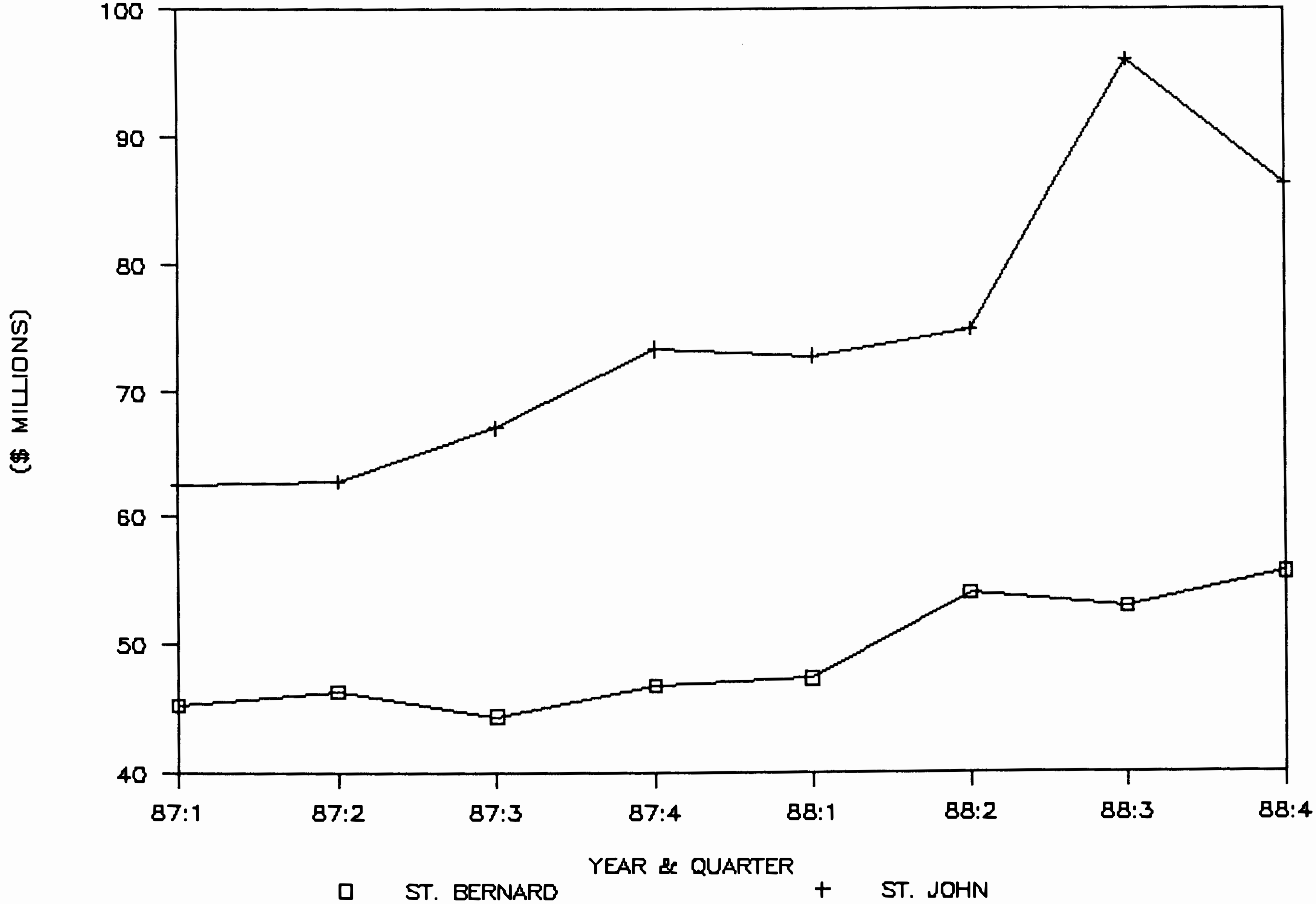
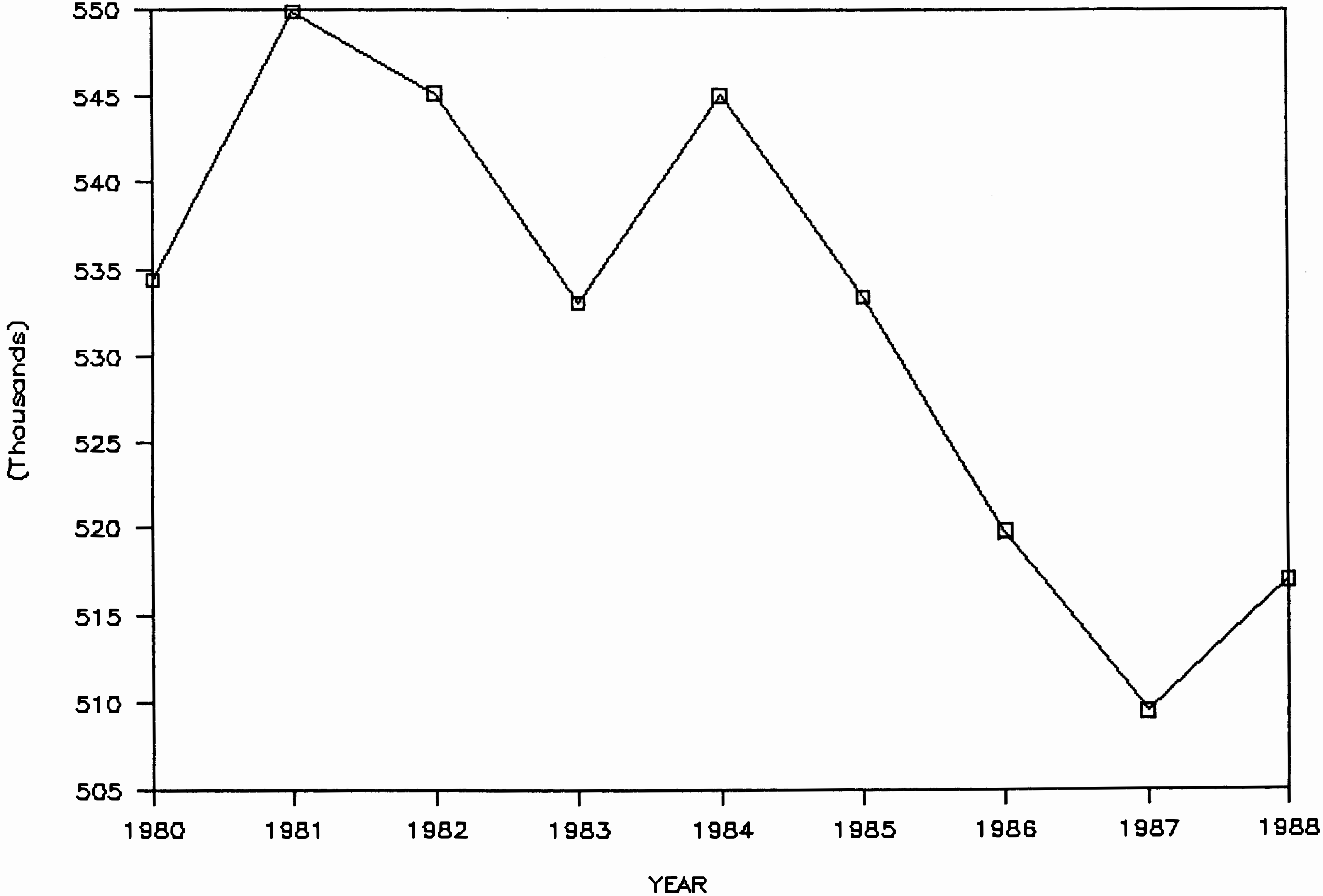


FIGURE 11: METRO AREA EMPLOYMENT

1980 — 1988



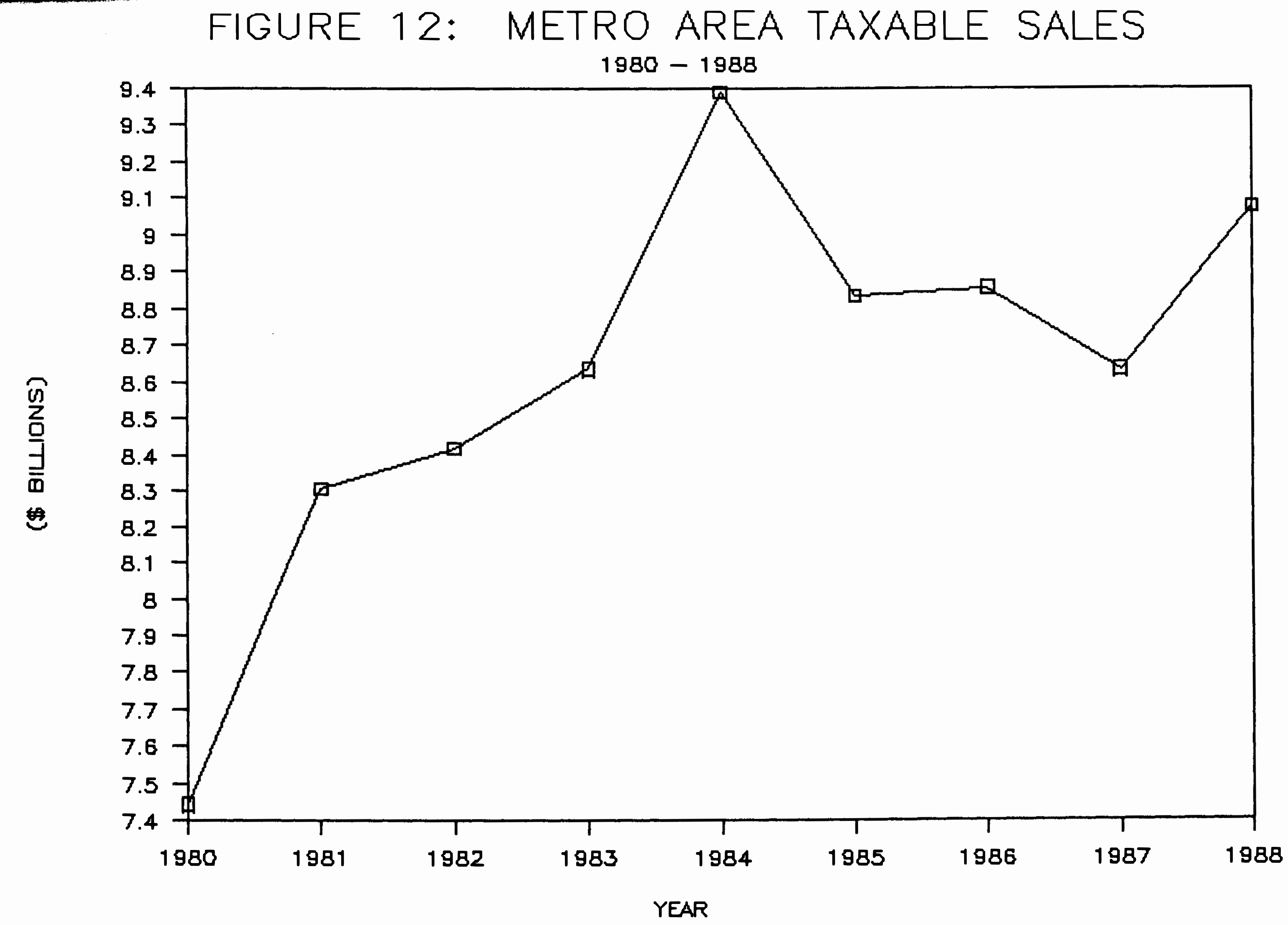


FIGURE 12: METRO AREA TAXABLE SALES
1980 — 1988
9.4
9.3
9.2
9.1
9
8.9
8.8
8.7
8.6
8.5
8.4
8.3
8.2
8.1
8
7.9
7.8
7.7
7.6
7.5
7.4
($ BILLIONS)
1980
1981
1982
1983
1984
1985
1986
1987
1988
YEAR

FIGURE 13: ORLEANS & JEFF TAXABLE SALES

1980 – 1988

FIGURE 14: ST. TAMMANY & ST. CHARLES

TAXABLE SALES, 1980 – 1988

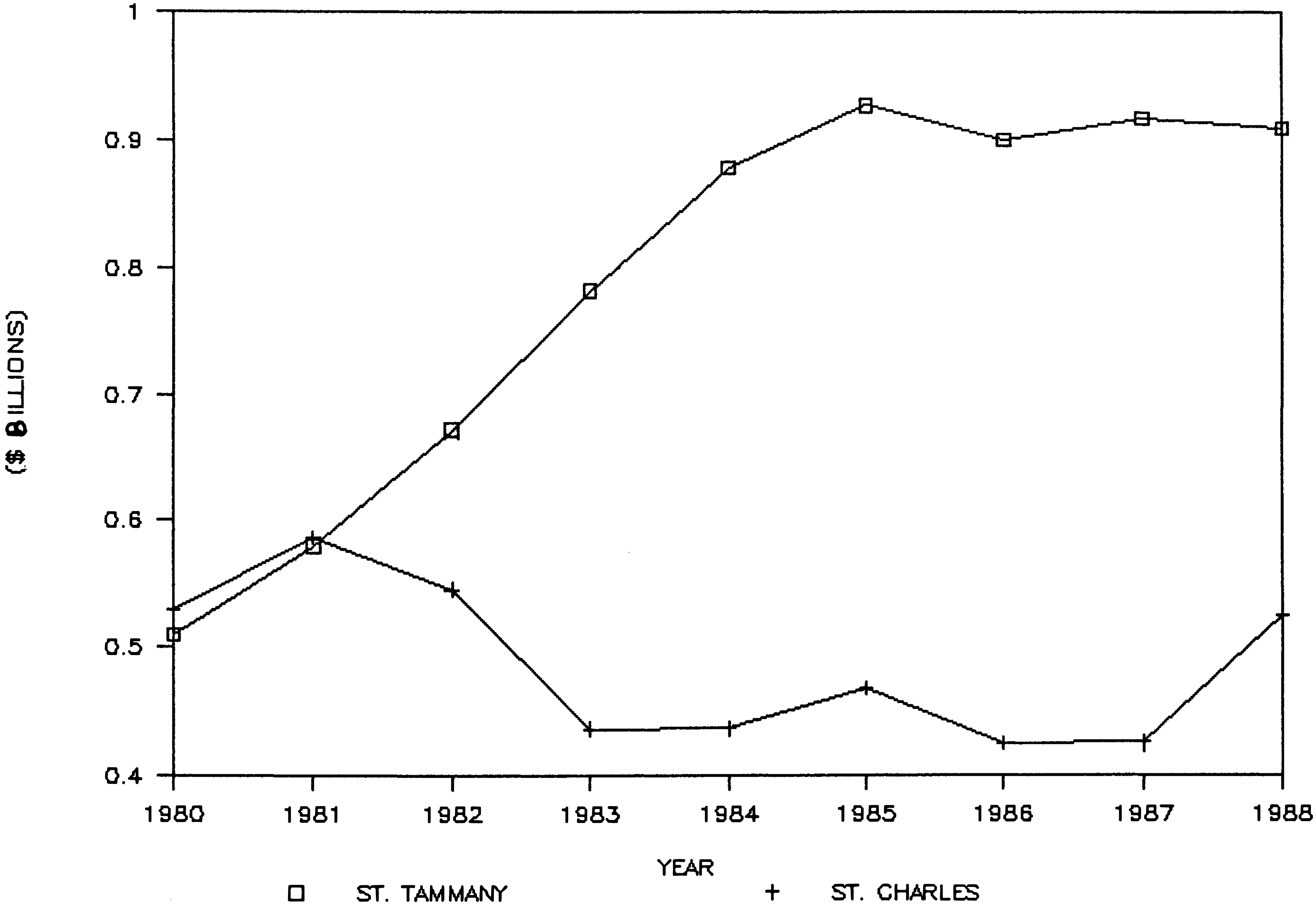


FIGURE 15: ST. BERNARD & ST. JOHN

TAXABLE SALES, 1980 — 1988