

GCR POPULATION UPDATE



GCR Releases Population Estimate for December 2007

Current estimates put the New Orleans metro area population at 87 percent of pre-storm levels and suggest that the City's population is approaching 300,000. Voting data from the fall cycle confirm population trends in both the City of New Orleans and the metro area.

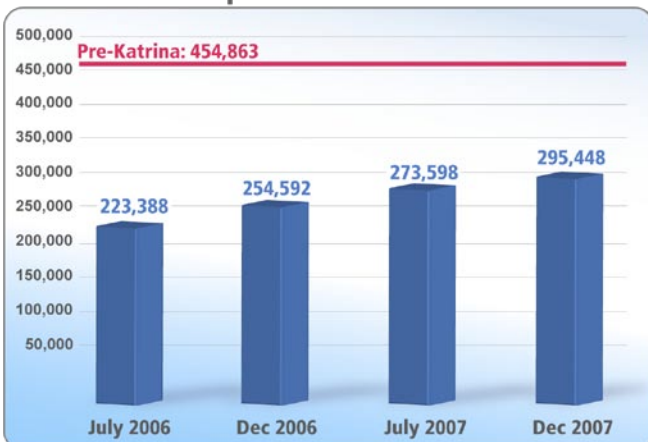
The population of the eight parishes* commonly thought of as the metropolitan New Orleans area is estimated to be 1,236,505 in December, 2007. This represents approximately 87 percent of the pre-Katrina level. While Orleans and St. Bernard parishes are well below their pre-storm population, the remaining parishes in the area have recaptured their population or in the case of the north shore parishes (St. Tammany and Tangipahoa) have grown beyond pre storm levels. Given the extent of the destruction and displacement experienced in the latter half of 2005, this is indeed a remarkable achievement for the area and a definitive sign that the recovery is sustainable.

In December, 2007, the population of New Orleans reached 295,448, 65% of its pre-Katrina level of 454,863. This estimate, prepared by GCR & Associates, suggests that residents continue to return or relocate to the City at a steady rate and that the population will soon eclipse 300,000. In the past two months, the population has grown by over 7,000 people. Since January, 2007, the population of the City has grown by 3,000 to 4,000 residents per month.

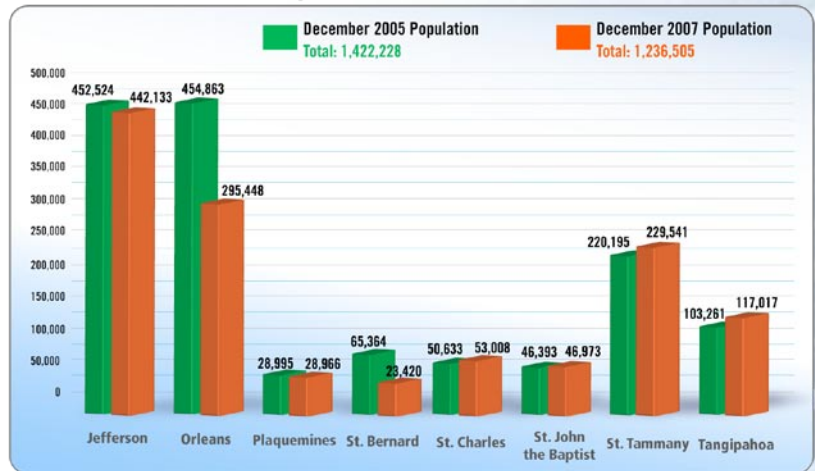
Although the population remains well below its level prior to Hurricane Katrina, the 300,000-resident benchmark is a significant indication of New Orleans' sustained viability as a major city and as an anchor for a large metropolitan area. The City's current population is comparable to cities such as Pittsburgh, and the population of the New Orleans metropolitan area is approximately the same size as the Richmond, Louisville, and Memphis metro areas.

To develop these estimates, GCR tracks recovery activity in the City by calculating an "activity index" for each block. More specifically, we analyze patterns of active utility accounts and utilization, postal service delivery statistics, and other resettlement indicators throughout New Orleans at the address and block level to gauge the number of returning residents. This approach allows GCR to monitor repopulation trends throughout New Orleans and to report findings at a variety of geographical levels including neighborhoods and political jurisdictions.

New Orleans Population



New Orleans Metro Population



In addition to the activity index, GCR studies electoral participation throughout the community and the state. Voter turnout in recent elections closely mirrors the population trends identified by our estimates. For example, in the October, 2007 gubernatorial primary election, 72,993 votes were cast in New Orleans, representing 62% of the votes cast from the City in the 2003 gubernatorial primary. The population in October, 2007, estimated by GCR to be 288,057, constituted precisely the same percentage (62%) of the population at the time of the 2003 primary, which the Census placed at 465,287. This correlation, even allowing for slight fluctuations in rates of voter turnout, suggests a population very close to that derived from the activity index.

Voting data confirms our understanding of the population trends throughout the metropolitan area as well. As more residents return to New Orleans, the overall population of the metro area (including Tangipahoa Parish) has reached 87% of its pre-Katrina level. Likewise, in the 2007 gubernatorial primary, the metro area's "share" of statewide votes was 87% of its 2003 share of statewide primary votes. These data demonstrate the return of not only the metro area's population but also its electoral clout.

* The eight parishes include: Orleans, Jefferson, St. Bernard, Plaquemines, St. Charles, St. John the Baptist, St. Tammany, and Tangipahoa. While Tangipahoa Parish is not commonly included in the metro area for reporting purposes, it is for this estimate because of the number of displaced residents that have relocated there.

For more information about these estimates and other demographic data for the region, please contact Greg Rigamer of GCR & Associates, Inc., at grigamer@gcrconsulting.com.

GCR & Associates, Inc.



2021 Lakeshore Drive, Suite 500
 UNO Research & Technology Park
 Advanced Technology Center
 New Orleans, Louisiana 70122

TEL 504.304.2500
 800.259.6192
 FAX 504.304.2525
 WEB www.gcrconsulting.com

2007 Voting Patterns by Neighborhood

Neighborhoods

Vote Comparison 2007 - 2003

- Under 25%
- 25% - 50%
- 50% - 75%
- 75% - 100%
- Above 100%



December 2007 Resettlement Patterns by Blocks

Percent

- 0% - 20%
- 21% - 40%
- 41% - 60%
- 61% - 80%
- 80% - 100%
- No Pre Katrina Activity

