ADVAN'S NET MIGRATION REPORT

NEW ORLEANS

Presented by **Thomas Paulson**
Head of Market Insights, Advan Research

+4.5K	Orleans Parish net inflow of residents, past 12 months
-7.9K	Louisiana residents lost to Florida, past 12 months
+3.6K	Louisiana residents gained from Texas, past 12 months
-3.1K	Orleans residents net lost to St. Tammany, past 12 months

KEY CONCLUSIONS

1. Louisiana has been building back its population that it had lost during the 2018 – 2022 downswing.
2. Over the past 12 months, Louisiana lost the most residents to Florida; it gained the most from Texas.
3. The Orleans Parish's population declined from 2018 through 2023; since 2023 it has stabilized.
4. Over the past 12 months, Orleans Parish enjoyed net inflows of 4.5K residents, and it was the strongest parish of the neighboring parishes.
5. Orleans is winning the most residents from Lafayette and losing the most to St. Tammany.
6. Orleans is experiencing in-migration by lower income households, while losing higher income households.
7. Orleans is also losing jobs, especially higher-paying jobs. Despite this, Census has median HHI up in 2024 ($57.9K) from 2023's $53.7K. That seems like an improbable large increase.

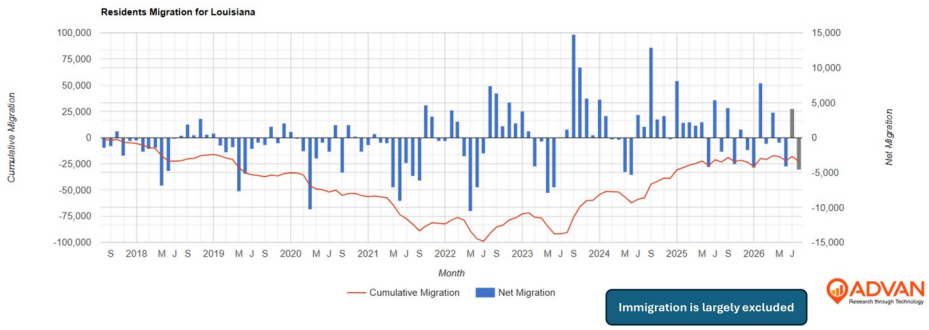
LOUISIANA

Recovering residence since 2022's nadir

ADVAN'S DATA

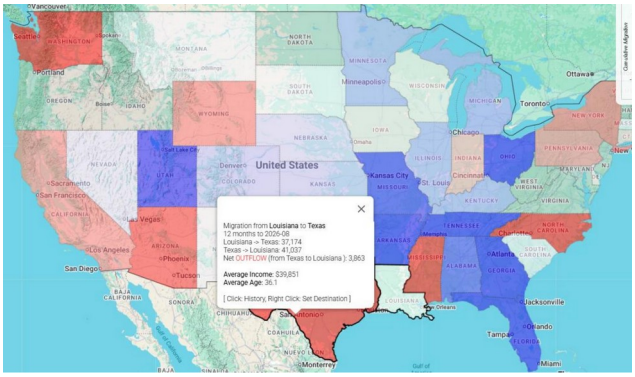
- Monthly
- Net migration between any two geographies (i.e. who's gaining from who)
- Contextualized – income, age, etc.

RESIDENTS MIGRATION FOR LOUISIANA

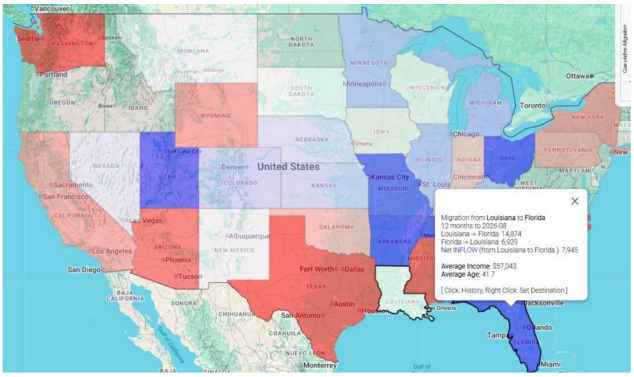


LAST 12 MONTHS: LOST 7.9K TO FL, GAINED 3.6K FROM TX

LOUISIANA & TEXAS



LOUISIANA & FLORIDA



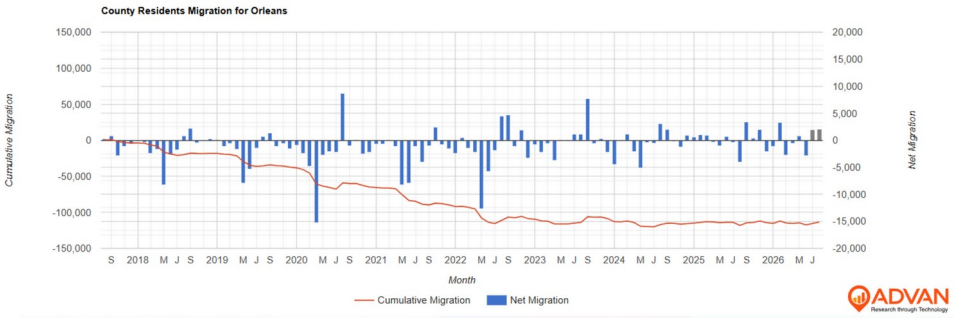
ORLEANS PARISH

Down since 2018, flat since 2023

FOR 2025

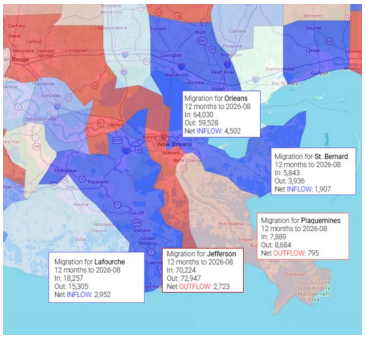
-1.3K	-2.0K
Census says	Advan says (excluding immigration)

COUNTY RESIDENTS MIGRATION FOR ORLEANS

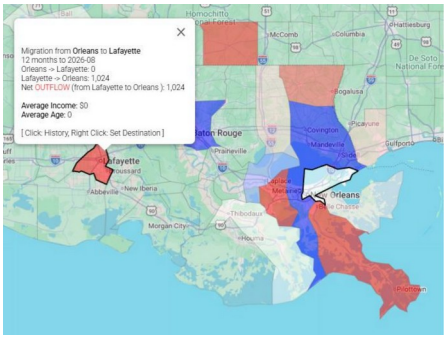


PAST 12 MONTHS: GAINS, WINS & LOSSES

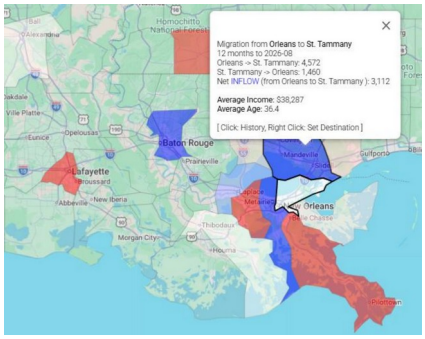
ORLEANS PARISH GAINED IN THE PAST 12 MONTHS



WINS: LAFAYETTE



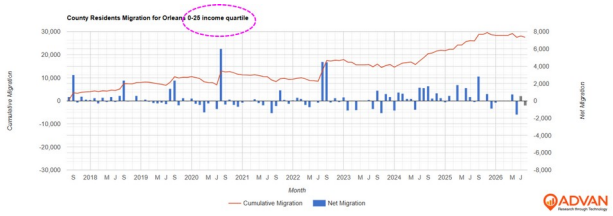
LOSSES: ST. TAMMANY



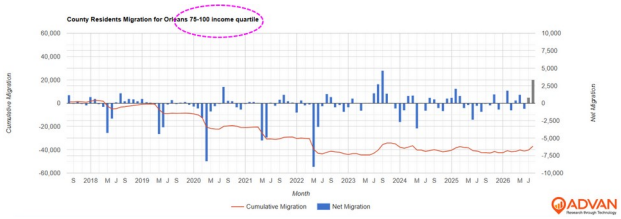
AFFLUENCE & JOBS

Orleans Parish losing affluence

RESIDENTS: 0–25 INCOME QUARTILE

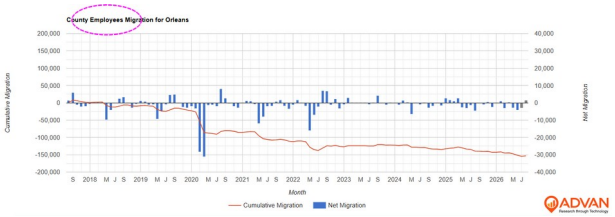


RESIDENTS: 75–100 INCOME QUARTILE

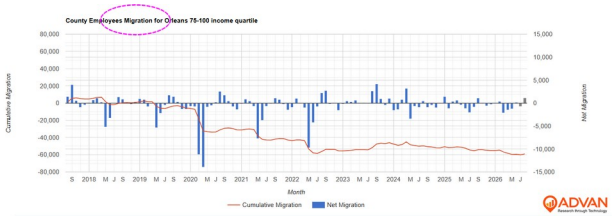


Orleans Parish losing higher-income jobs

EMPLOYEES: ALL



EMPLOYEES: 75–100 INCOME QUARTILE



* Advan's data: aggregated foot traffic data sourced from mobile phones (lat/long/ID), about 12% of the US population. Phones overlaid and tagged with Census data + other pattern data providing demographic and psychographic profiles of the activity aggregated at the CBG level.