

Conservative  
**62%**

Economy  
**69%**

Productivity  
**71%**

Family  
**78%**

Housing  
**53%**

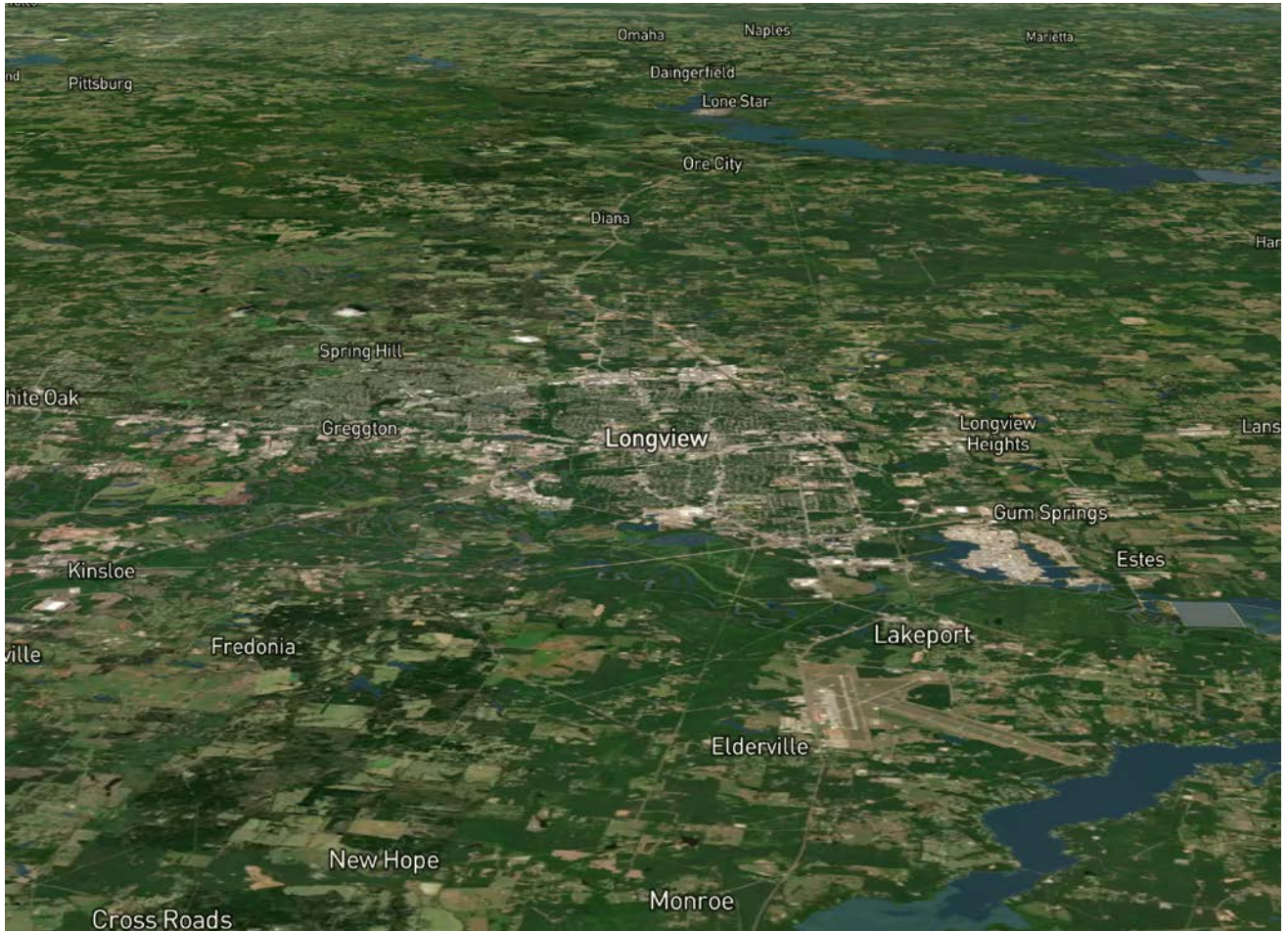
Demographics  
**55%**

Social Health  
**31%**

English-Speaking  
**30%**

Climate  
**24%**

Outdoors  
**51%**



**About the Area**

Moderate traditionalism. Suburban with rural fringes. Family-friendly environment. Mix of newcomers and natives.

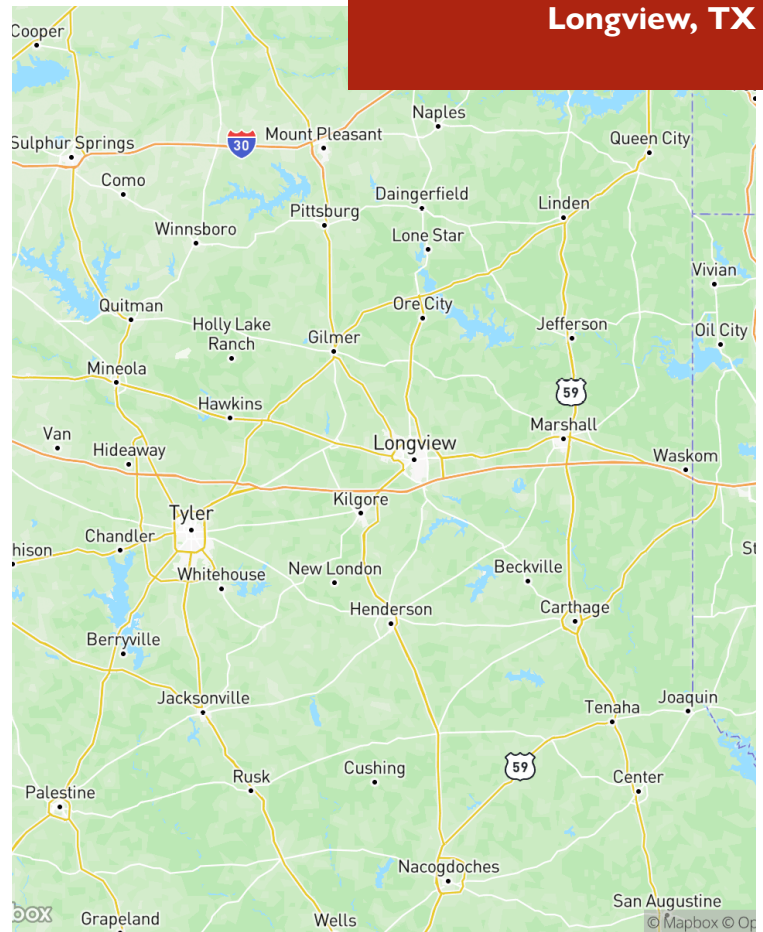
The region sits in the Piney Woods of East Texas, characterized by rolling hills, dense forests of loblolly and shortleaf pine, and mixed hardwoods. It's part of the larger Gulf Coastal Plain; expect rich, acidic soils—good for timber, less so for farming without amendments. The Sabine River runs nearby, with Lake Cherokee and Lake O' the Pines offering limited water resources. No significant mountain ranges or valleys, just gentle undulating terrain. The ecology leans towards warm, humid habitats, insects, and plenty of wildlife.

The economy is bolstered by agriculture and manufacturing, with key players including Eastman Chemical, Komatsu, and Christus Good Shepherd Health System. Diverse economic drivers and a focus on these industries signal steady growth with reasonable stability. Bands of boom-bust are lesser concerns here, but don't expect Silicon Valley dynamism. Safe bet for steady jobs, not rapid prosperity.

Housing availability in Longview, TX and its surroundings ranges widely. Single-family starter homes can be found in areas like Pine Tree and Spring Hill, starting around \$150,000. Upper-class neighborhoods such as Wildwood and Huntington Springs offer larger homes and more amenities, typically exceeding \$400,000. For those seeking rural living, the outskirts around Gladewater, White Oak, and Kilgore provide homesteads and ranch properties, often over five acres, priced from \$250,000 and up, depending on



<b>Population</b> <b>287,359</b>	<b>Natural Resources Employment</b> <b>5%</b>	3%
<b>Population Change Rate</b> <b>+0.2%</b>	<b>Industrial/Mfg Employment</b> <b>41%</b>	40%
<b>Birth Rate</b> <b>+0.3%</b>	<b>Government Employment</b> <b>13%</b>	17%
<b>Age (children/adults/elders)</b> <b>27% / 49% / 23%</b>	<b>Veteran Population</b> <b>7.4%</b>	8%
<b>Presidential Election Results</b> <b>+47.5%</b>	<b>Growing Season</b> <b>241 days</b>	192 days
<b>Median Individual Income</b> <b>\$30,979</b>	<b>Heating Degree Days</b> <b>2,213</b>	4,851
<b>High-Income Households Rate</b> <b>28%</b>	<b>Cooling Degree Days</b> <b>2,437</b>	1,250
<b>Median Home Price</b> <b>\$162,656</b>	<b>Precipitation (summer/total)</b> <b>3.18" / 48.83"</b>	2.4" / 42.9"
<b>Housing Affordability Index</b> <b>5.3x</b>	<b>Comfort Score (humidity)</b> <b>45/100</b>	0-100
<b>Unemployment Rate</b> <b>4.4%</b>	<b>Sunshine Score</b> <b>53/100</b>	0-100
<b>Limited English Speaking</b> <b>2.0%</b>	<b>Mountains Score</b> <b>21/100</b>	0-100
<b>Poverty Rate</b> <b>15.6%</b>	<b>Lakes and Rivers Score</b> <b>54/100</b>	0-100
<b>Disability Rate</b> <b>15.5%</b>	<b>Crime Rates (city/metro/county)</b> <b>3407 / 324 / na</b>	3320/2450/435



land quality and improvements.

The cultural landscape here reflects a predominantly conservative, family-oriented environment with deep roots in agriculture and manufacturing. Predominantly English-speaking, though with notable bilingual communities. Lifestyle leans traditional, with strong church attendance and community activities centered around family values. Major events include county fairs, local sports, and church gatherings. Institutions like regional medical centers and local colleges play a supporting role in daily life. Traditional

Southern hospitality influences social interactions, but there's an undercurrent of economic and social challenges.

Prominent conservative Protestant influence, with high church attendance; Catholic presence moderate, Orthodox minimal. Faith integrates noticeably into governance and public life.

The region is serviceable for food production and self-sufficiency; decent soil and long growing seasons support gardening and small-scale farming, though climate can be hot and humid. Large-scale agriculture, especially in livestock and certain crops, is well-established, offering ample opportunities for self-reliance with effort.



Conservative  
**57%**

Economy  
**78%**

Productivity  
**46%**

Family  
**84%**

Housing  
**42%**

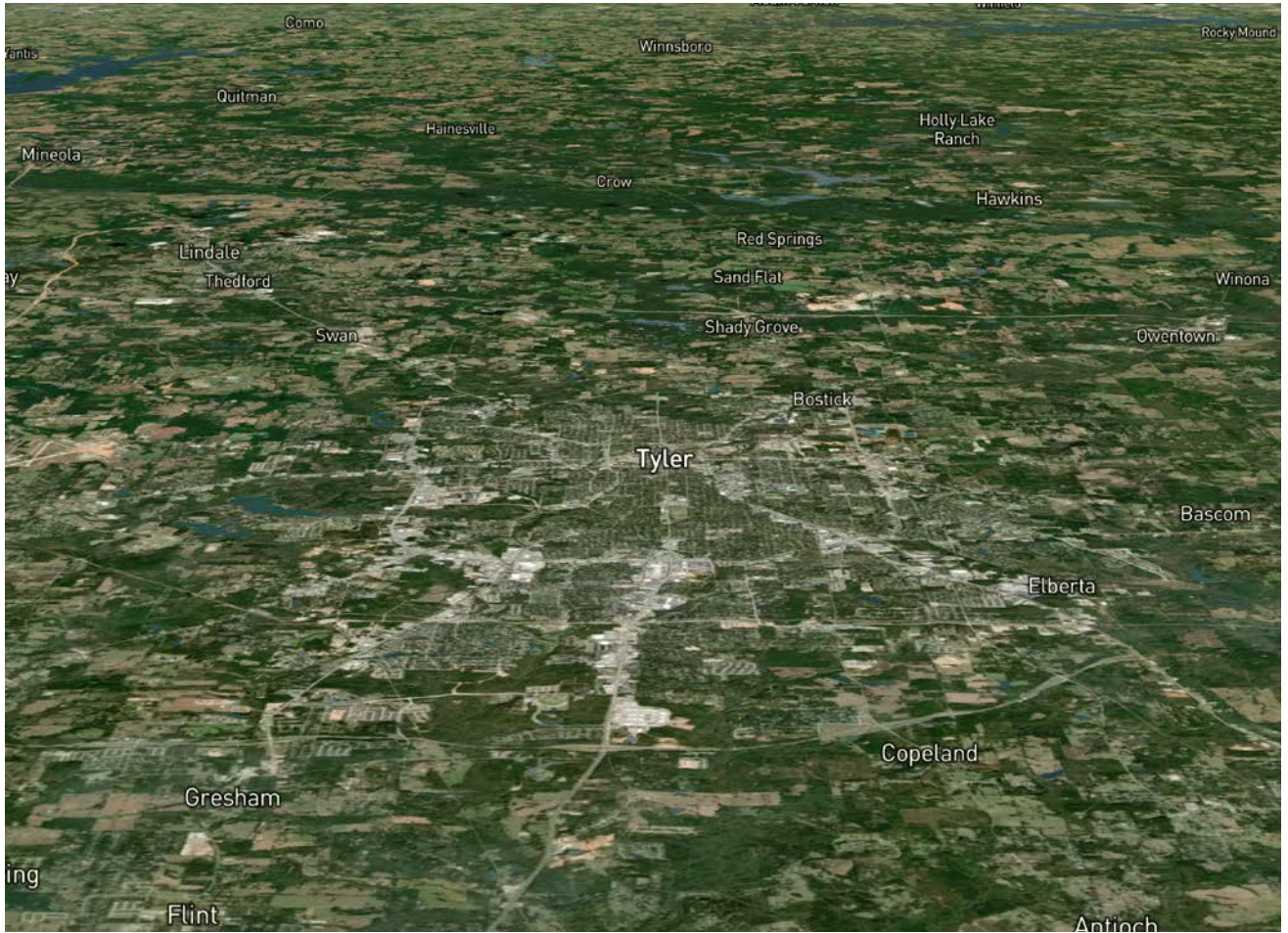
Demographics  
**43%**

Social Health  
**59%**

English-Speaking  
**17%**

Climate  
**24%**

Outdoors  
**37%**



**About the Area**

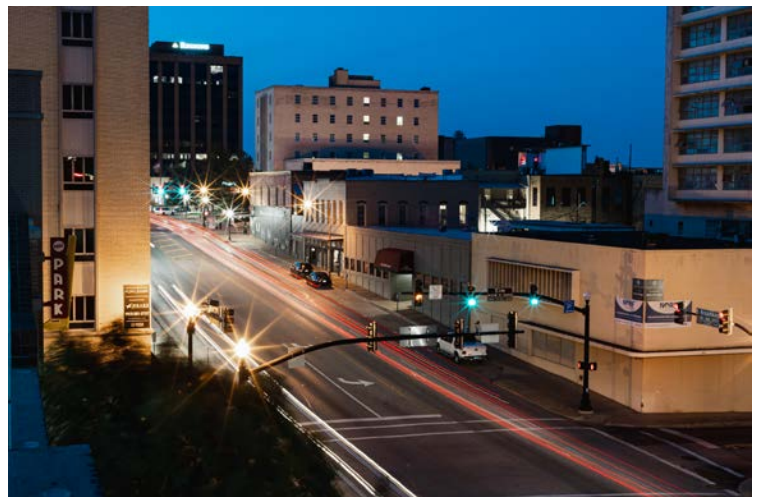
Moderately traditional, more rural than urban, leans family-friendly with mixed age groups, more balanced between newcomers and natives.

Located in East Texas, this region is part of the Piney Woods, characterized by rolling hills and dense forests. Geologically, it's underlain by sandy loam over the East Texas Basin, rich in oil and natural gas. Hydrologically, numerous small lakes and ponds dot the area, with major water sources being the Sabine and Neches Rivers. The ecology supports diverse flora and fauna, with pine, oak, and hickory dominating, and plentiful wildlife like deer, turkey, and waterfowl.

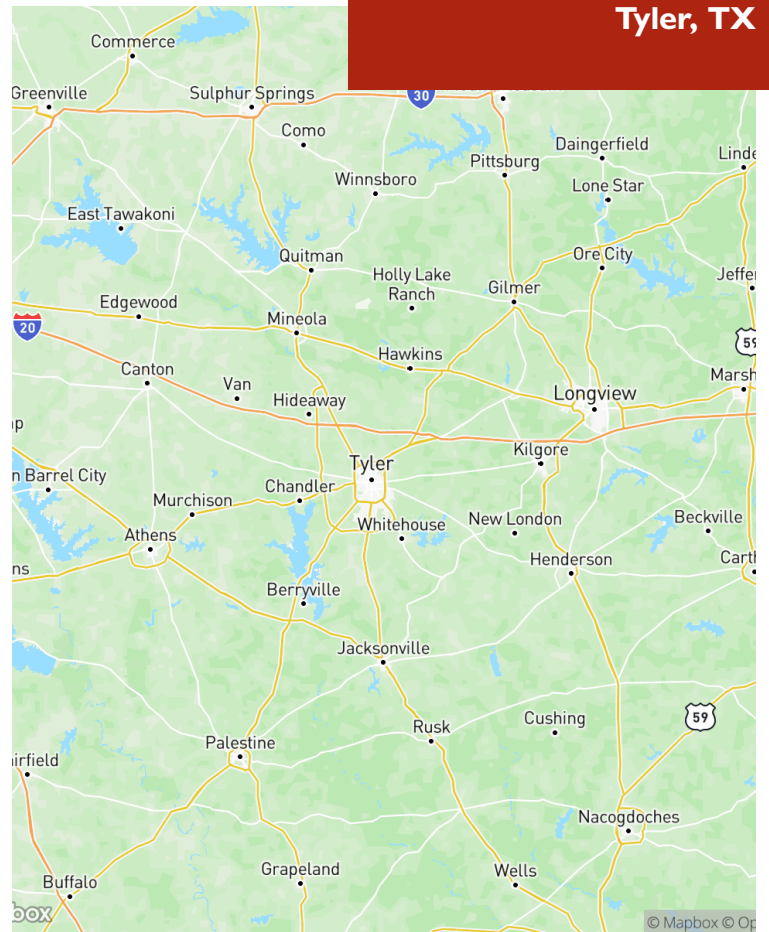
Tyler's economy is strong, built on healthcare, education, and manufacturing. Major employers include UT Health East Texas and Brookshire Grocery Company. Economic health indicators are promising, though housing affordability is less favorable. Future growth likely stable but not spectacular.

Housing in the area varies. Single-family starter homes can be found in neighborhoods like Azalea District and Chapel

Hill, typically priced from \$180,000 to \$250,000. Upper-class neighborhoods like Hollytree and The Ridge at The Woods feature larger, newer homes ranging from \$450,000 to over \$1 million. Exurbs such as Lindale and Whitehouse offer a mix of affordability and space, with prices for single-family homes typically between \$200,000 and \$350,000. For rural homesteads and ranch properties, the surrounding areas like Flint and Bullard offer options starting at approximately \$300,000, but can exceed \$1 million for extensive acreage



<b>Population</b> <b>234,667</b>	<b>Natural Resources Employment</b> <b>2%</b>	3%
<b>Population Change Rate</b> <b>+0.3%</b>	<b>Industrial/Mfg Employment</b> <b>39%</b>	40%
<b>Birth Rate</b> <b>+0.3%</b>	<b>Government Employment</b> <b>13%</b>	17%
<b>Age (children/adults/elders)</b> <b>27% / 50% / 23%</b>	<b>Veteran Population</b> <b>6.1%</b>	8%
<b>Presidential Election Results</b> <b>+39.4%</b>	<b>Growing Season</b> <b>220 days</b>	192 days
<b>Median Individual Income</b> <b>\$32,894</b>	<b>Heating Degree Days</b> <b>2,236</b>	4,851
<b>High-Income Households Rate</b> <b>32%</b>	<b>Cooling Degree Days</b> <b>2,414</b>	1,250
<b>Median Home Price</b> <b>\$198,659</b>	<b>Precipitation (summer/total)</b> <b>2.97" / 46.20"</b>	2.4" / 42.9"
<b>Housing Affordability Index</b> <b>6.0x</b>	<b>Comfort Score (humidity)</b> <b>45/100</b>	0-100
<b>Unemployment Rate</b> <b>3.7%</b>	<b>Sunshine Score</b> <b>53/100</b>	0-100
<b>Limited English Speaking</b> <b>3.6%</b>	<b>Mountains Score</b> <b>15/100</b>	0-100
<b>Poverty Rate</b> <b>12.6%</b>	<b>Lakes and Rivers Score</b> <b>61/100</b>	0-100
<b>Disability Rate</b> <b>12.4%</b>	<b>Crime Rates (city/metro/county)</b> <b>3375 / 2510 / 9540</b>	2024/2450/435



and modern amenities. The market remains competitive, with moderate housing affordability overall.

Tyler, TX and its surrounds embody a predominantly conservative, family-oriented culture, rooted in Christian values with strong Baptist and Methodist influences. Key social events include the annual Tyler Rose Festival and the East Texas State Fair, which reinforce traditional, agrarian-based lifestyles. Important institutions like the University of Texas at Tyler and the Tyler Junior College underscore the region's educational and cultural facets. The regional culture is steeped in Southern hospitality, with a slower-

paced, community-centric lifestyle that adheres closely to conservative ideals.

The region is predominantly conservative Protestant. Church attendance is high, with strong community participation in Baptist, Methodist, and non-denominational congregations. Catholic and Orthodox influence is minor. Public expressions of faith are common, impacting governance, local policy, and community events.

The region's mix of soil types and climate permits diverse gardening and small-scale farming, but it's not optimal for all crops due to its hot, humid summers and variable rainfall. Larger-scale agricultural productivity is feasible but requires strategic irrigation and mitigation against pests and diseases common to the area. Self-sufficiency is achievable with effort and knowledge, but it's not plug-and-play.



Conservative  
**66%**

Economy  
**49%**

Productivity  
**41%**

Family  
**86%**

Housing  
**64%**

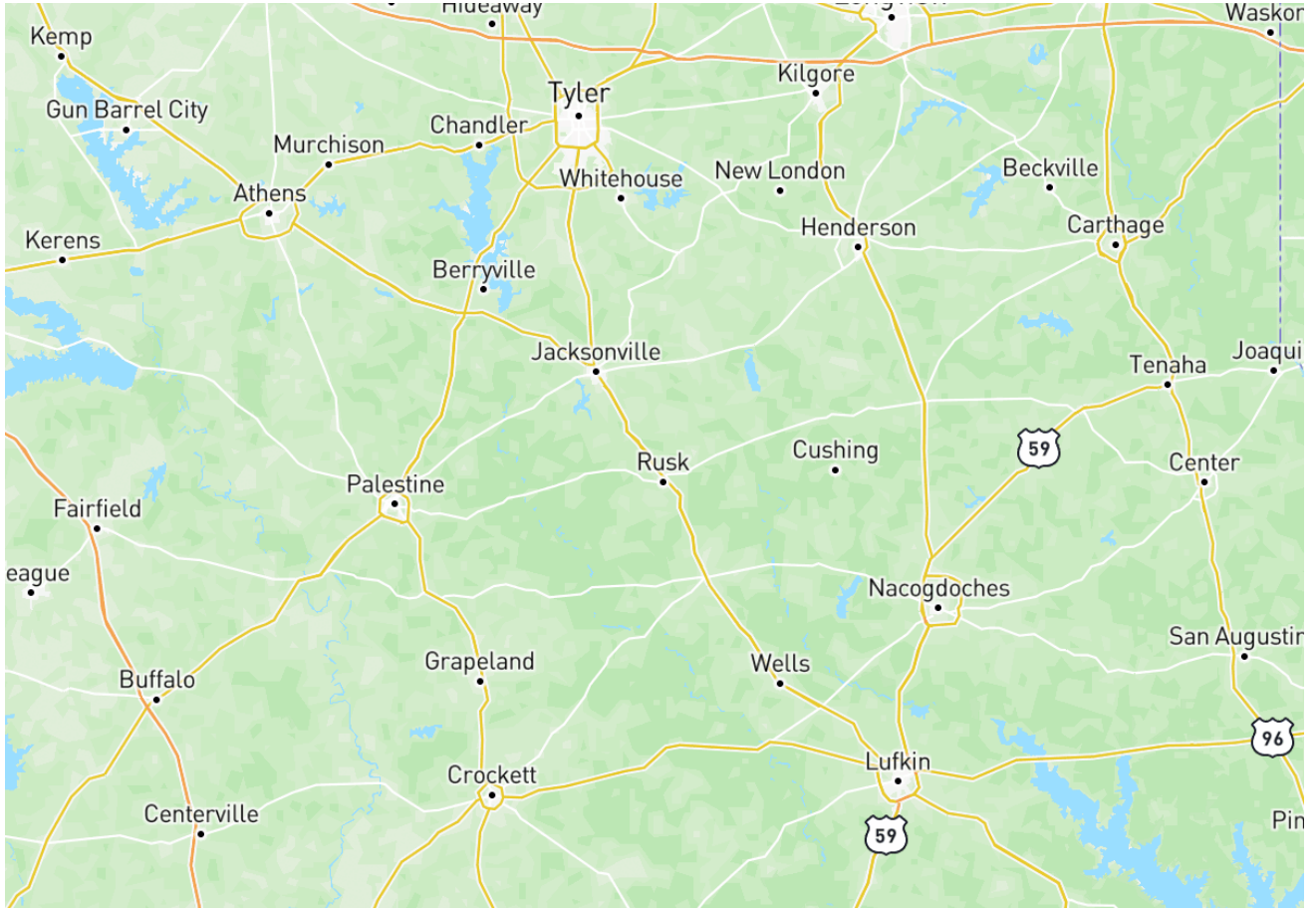
Demographics  
**52%**

Social Health  
**35%**

English-Speaking  
**14%**

Climate  
**22%**

Outdoors  
**51%**



**About the Area**

Located in the Piney Woods of East Texas, Jacksonville is known for its agriculture, particularly the cultivation of tomatoes, earning it the nickname “Tomato Capital of the World.” The city is situated within Cherokee County and benefits from a humid subtropical climate, characterized by hot, humid summers and mild winters. Historically, the area has a strong conservative political stance, often reflecting traditional Texas values and community cohesion. Additionally, the city’s history dates back to the mid-19th century, with a legacy of religious and cultural homogeneity, which is still evident today. The region is interlaced with natural beauty, including numerous lakes and forests, providing ample outdoor recreational opportunities. Economically, it relies on agriculture, small businesses, and some manufacturing, while maintaining a low cost of living compared to larger metropolitan areas.

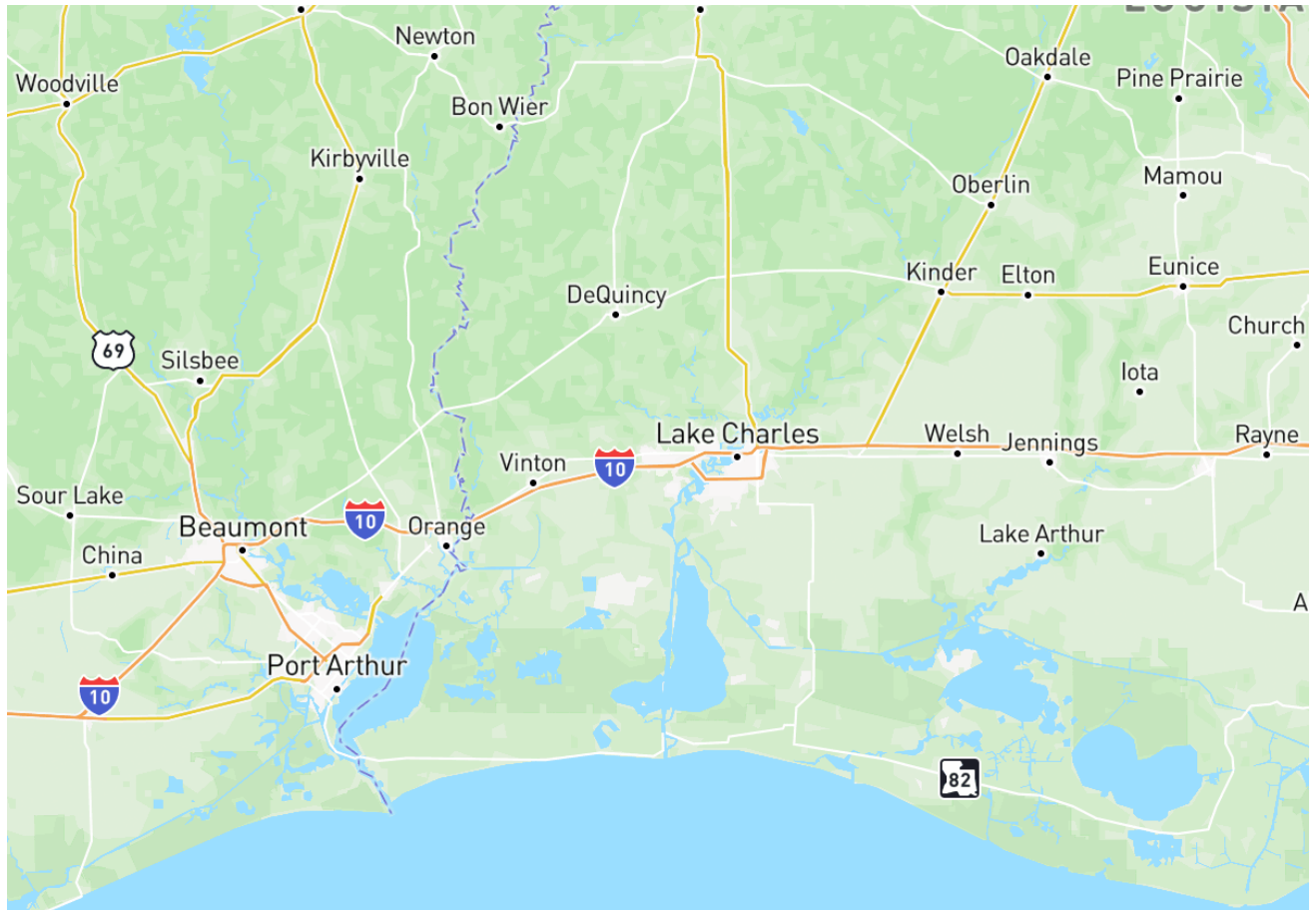
<b>Population</b> 50,824	<b>Natural Resources Employment</b> 4%	3%
<b>Population Change Rate</b> +0.2%	+0.02%	
<b>Birth Rate</b> +0.3%	+0.22%	
<b>Age (children/adults/elders)</b> 28% / 48% / 24%	25/50/25	
<b>Presidential Election Results</b> +55.8%	-4.5%	
<b>Median Individual Income</b> \$27,832	\$42,220	
<b>High-Income Households Rate</b> 26%	28%	
<b>Median Home Price</b> \$140,039	\$181,400	
<b>Housing Affordability Index</b> 5.0x	5.5x	
<b>Unemployment Rate</b> 4.4%	4%	
<b>Limited English Speaking</b> 4.2%	1%	
<b>Poverty Rate</b> 16.6%	14%	
<b>Disability Rate</b> 12.6%	15%	
	<b>Industrial/Mfg Employment</b> 40%	40%
	<b>Government Employment</b> 27%	17%
	<b>Veteran Population</b> 6.8%	8%
	<b>Growing Season</b> 256 days	192 days
	<b>Heating Degree Days</b> 2,055	4,851
	<b>Cooling Degree Days</b> 2,529	1,250
	<b>Precipitation (summer/total)</b> 3.20" / 47.65"	2.4" / 42.9"
	<b>Comfort Score (humidity)</b> 45/100	0-100
	<b>Sunshine Score</b> 53/100	0-100
	<b>Mountains Score</b> 40/100	0-100
	<b>Lakes and Rivers Score</b> 51/100	0-100
	<b>Crime Rates (city/metro/county)</b> na / na / 773	3320/2450/435

OVERALL RATING: **49%**

LAKE CHARLES-DERIDDER, LA  
**Lake Charles, LA**

AREA POPULATION: **248,494**  
REGION POPULATION: **285,047**

- Conservative **72%**
- Economy **16%**
- Productivity **49%**
- Family **70%**
- Housing **51%**
- Demographics **16%**
- Social Health **39%**
- English-Speaking **63%**
- Climate **6%**
- Outdoors **3%**

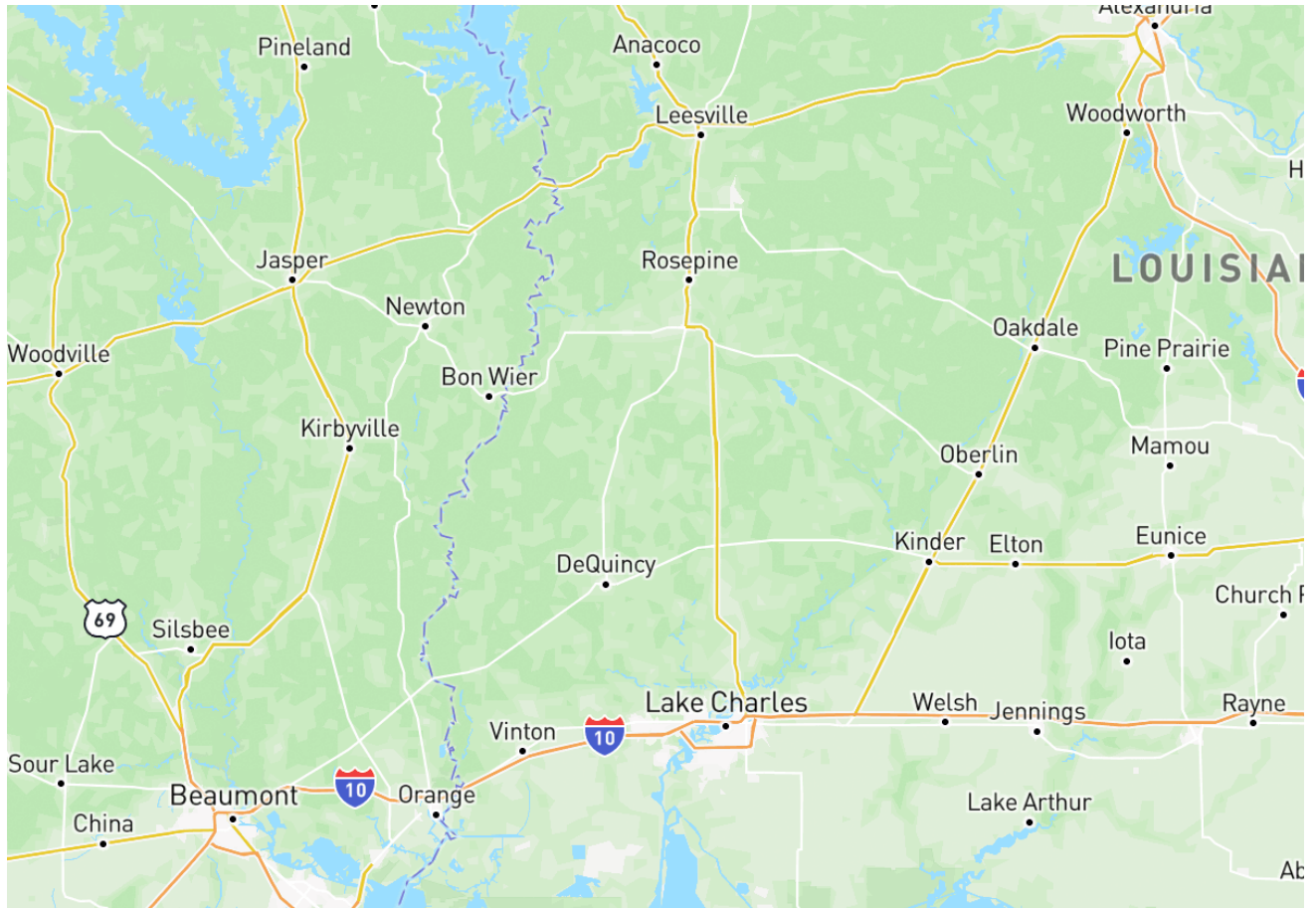


**About the Area**

Lake Charles, located in southwestern Louisiana, is notable for its deep connections to the petrochemical industry, with large facilities like the Calcasieu Refinery and industries related to shale gas extraction playing significant economic roles. The region is historically tied to plantation agriculture and has evolved into a hub for trade and shipping, thanks to its strategic access to the Gulf of Mexico via the Calcasieu Ship Channel. Geographically, its proximity to waterways poses hurricane risks, highlighted by destructive events like Hurricanes Laura and Delta in 2020, which deeply impacted infrastructure and housing. Culturally, the area is a blend of Cajun and Creole influences, evident in its cuisine, music, and festivals. The climate is humid subtropical, with hot, muggy summers and mild winters, suitable for year-round agricultural activities, with rice and crawfish being notable products. Politically, the region leans conservative, reflecting broader trends in rural Louisiana.

<b>Population</b> 248,494	<b>Natural Resources Employment</b> 1% 3%
<b>Population Change Rate</b> -0.4% +0.02%	<b>Industrial/Mfg Employment</b> 40% 40%
<b>Birth Rate</b> +0.2% +0.22%	<b>Government Employment</b> 15% 17%
<b>Age (children/adults/elders)</b> 27% / 51% / 22% 25/50/25	<b>Veteran Population</b> 7.9% 8%
<b>Presidential Election Results</b> +40.0% -4.5%	<b>Growing Season</b> 288 days 192 days
<b>Median Individual Income</b> \$30,810 \$42,220	<b>Heating Degree Days</b> 1,472 4,851
<b>High-Income Households Rate</b> 31% 28%	<b>Cooling Degree Days</b> 2,825 1,250
<b>Median Home Price</b> \$186,455 \$181,400	<b>Precipitation (summer/total)</b> 3.99" / 61.10" 2.4" / 42.9"
<b>Housing Affordability Index</b> 6.1x 5.5x	<b>Comfort Score (humidity)</b> 15/100 0-100
<b>Unemployment Rate</b> 3.6% 4%	<b>Sunshine Score</b> 39/100 0-100
<b>Limited English Speaking</b> 0.7% 1%	<b>Mountains Score</b> /100 0-100
<b>Poverty Rate</b> 16.9% 14%	<b>Lakes and Rivers Score</b> 67/100 0-100
<b>Disability Rate</b> 14.4% 15%	<b>Crime Rates (city/metro/county)</b> 4215 / 4444 / na 20/2450/435 145

- Conservative **86%**
- Economy **52%**
- Productivity **47%**
- Family **86%**
- Housing **94%**
- Demographics **74%**
- Social Health **34%**
- English-Speaking **87%**
- Climate **7%**
- Outdoors **2%**



**About the Area**

DeRidder, located in Beauregard Parish, stands out for its rich forestry and timber operations, which remain a backbone of the local economy and provide a stable employment source. The area is deeply rooted in historical significance with several preserved early 20th-century structures like the Beauregard Parish Courthouse and the downtown post office, both listed on the National Register of Historic Places. Its proximity to Fort Polk, a major U.S. Army installation, underpins a strong military presence and community connection. The region is characterized by a humid subtropical climate, with hot, humid summers and mild winters, typical of southern Louisiana, which supports diverse flora and fauna and presents opportunities for hunting and outdoor recreational activities. Additionally, the area's culture is infused with southern charm and hospitality, reflecting a traditional rural lifestyle with numerous churches and a community guided by conservative values.

<b>Population</b> <b>36,553</b>	<b>Natural Resources Employment</b> <b>4%</b> 3%
<b>Population Change Rate</b> <b>+0.0%</b> +0.02%	<b>Industrial/Mfg Employment</b> <b>38%</b> 40%
<b>Birth Rate</b> <b>+0.3%</b> +0.22%	<b>Government Employment</b> <b>20%</b> 17%
<b>Age (children/adults/elders)</b> <b>27% / 52% / 21%</b> 25/50/25	<b>Veteran Population</b> <b>10.9%</b> 8%
<b>Presidential Election Results</b> <b>+67.5%</b> -4.5%	<b>Growing Season</b> <b>263 days</b> 192 days
<b>Median Individual Income</b> <b>\$34,992</b> \$42,220	<b>Heating Degree Days</b> <b>1,710</b> 4,851
<b>High-Income Households Rate</b> <b>35%</b> 28%	<b>Cooling Degree Days</b> <b>2,607</b> 1,250
<b>Median Home Price</b> <b>\$140,263</b> \$181,400	<b>Precipitation (summer/total)</b> <b>4.43" / 60.12"</b> 2.4" / 42.9"
<b>Housing Affordability Index</b> <b>4.0x</b> 5.5x	<b>Comfort Score (humidity)</b> <b>15/100</b> 0-100
<b>Unemployment Rate</b> <b>3.8%</b> 4%	<b>Sunshine Score</b> <b>39/100</b> 0-100
<b>Limited English Speaking</b> <b>0.2%</b> 1%	<b>Mountains Score</b> <b>/100</b> 0-100
<b>Poverty Rate</b> <b>13.3%</b> 14%	<b>Lakes and Rivers Score</b> <b>44/100</b> 0-100
<b>Disability Rate</b> <b>18.0%</b> 15%	<b>Crime Rates (city/metro/county)</b> <b>na / na / 677</b> 3320/2450/435

OVERALL RATING: **29%**

# MONROE-RUSTON, LA Monroe, LA

AREA POPULATION: **48,323**

REGION POPULATION: **274,423**

Conservative  
**63%**

Economy  
**24%**

Productivity  
**38%**

Family  
**57%**

Housing  
**27%**

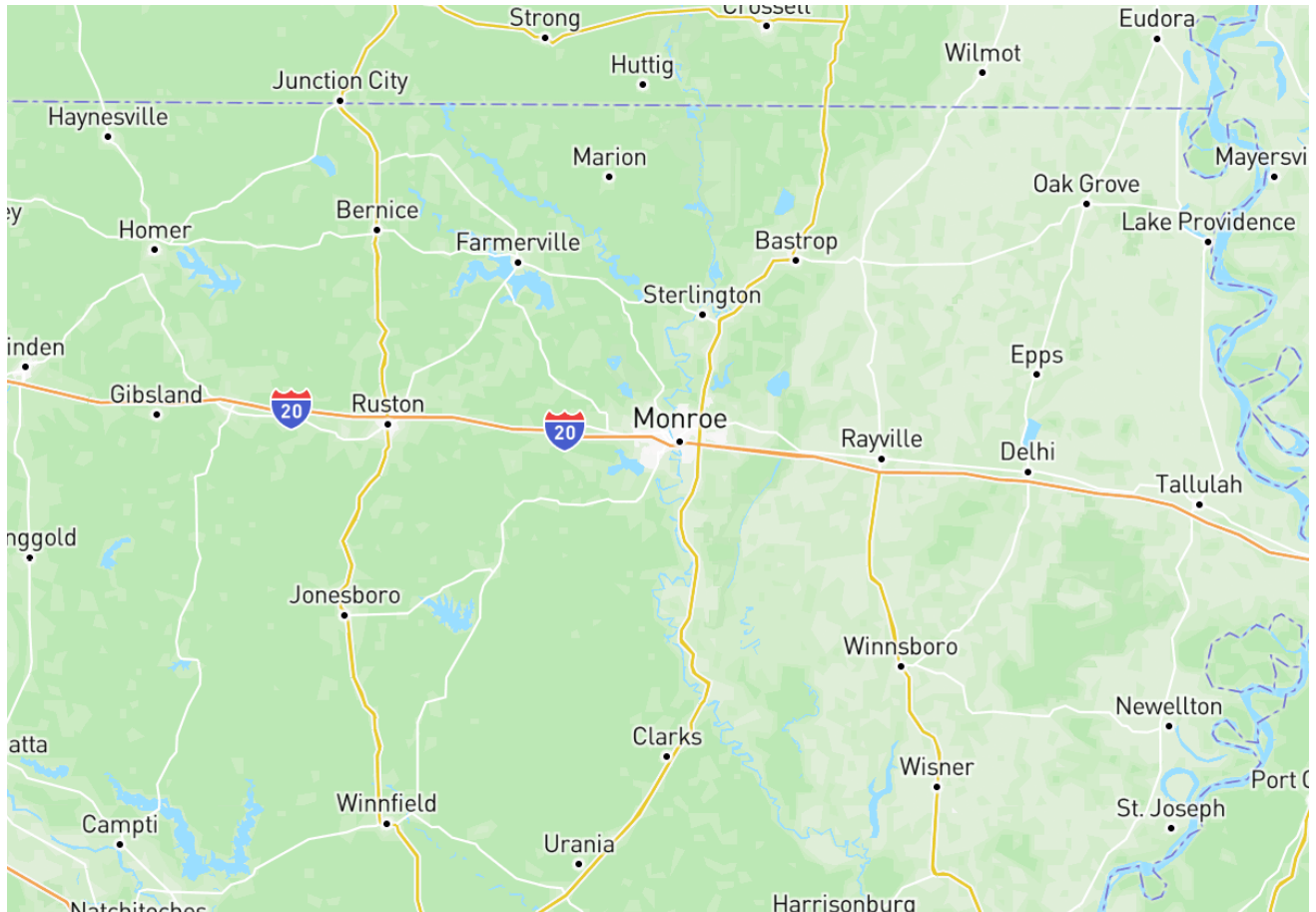
Demographics  
**42%**

Social Health  
**16%**

English-Speaking  
**81%**

Climate  
**15%**

Outdoors  
**32%**



## About the Area

Monroe is situated along the Ouachita River, notable for being a historically strategic location in the Northeast Louisiana region. Its economy benefits from a mix of agriculture, especially cotton and corn, and energy industries, with several major employers in telecommunications and aeronautics. The climate is characterized by hot, humid summers and mild winters, typical of the Deep South, which supports a long growing season. Culturally, Monroe is recognized for the Biedenharn Museum, linked to the first bottler of Coca-Cola, and its proximity to the natural beauty of Black Bayou Lake National Wildlife Refuge, which offers diverse ecosystems. Politically, the area leans conservative, reflected in its voting patterns, making it a fit for red state movers seeking community alignment in social values.

<b>Population</b> 48,323	<b>Natural Resources Employment</b> 2%	3%
<b>Population Change Rate</b> -0.1%	<b>Industrial/Mfg Employment</b> 33%	40%
<b>Birth Rate</b> +0.2%	<b>Government Employment</b> 20%	17%
<b>Age (children/adults/elders)</b> 27% / 55% / 18%	<b>Veteran Population</b> 5.8%	8%
<b>Presidential Election Results</b> +19.5%	<b>Growing Season</b> 238 days	192 days
<b>Median Individual Income</b> \$21,768	<b>Heating Degree Days</b> 2,407	4,851
<b>High-Income Households Rate</b> 20%	<b>Cooling Degree Days</b> 2,225	1,250
<b>Median Home Price</b> \$185,161	<b>Precipitation (summer/total)</b> 3.74" / 56.88"	2.4" / 42.9"
<b>Housing Affordability Index</b> 8.5x	<b>Comfort Score (humidity)</b> 33/100	0-100
<b>Unemployment Rate</b> 4.1%	<b>Sunshine Score</b> 48/100	0-100
<b>Limited English Speaking</b> 2.0%	<b>Mountains Score</b> 15/100	0-100
<b>Poverty Rate</b> 29.7%	<b>Lakes and Rivers Score</b> 33/100	0-100
<b>Disability Rate</b> 13.0%	<b>Crime Rates (city/metro/county)</b> 3444 / na / 487	320/2450/435 147