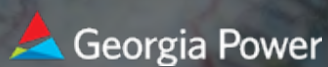




# Greater Jackson County Region

12 Georgia Counties

Georgia Power



75 Fifth Street NW Suite 175  
Atlanta, Georgia 30308

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## Economy Overview

**1,869,684**

**Population (2018)**

Population grew by **176,333** over the last 5 years and is projected to grow by **131,529** over the next 5 years.

**777,216**

**Jobs (2018)**

Jobs grew by **103,166** over the last 5 years and are projected to grow by **70,027** over the next 5 years.

**\$55.5K**

**Avg. Earnings Per Job (2018)**

Regional average earnings per job are **\$9.7K below** the national average earnings of \$65.1K per job.

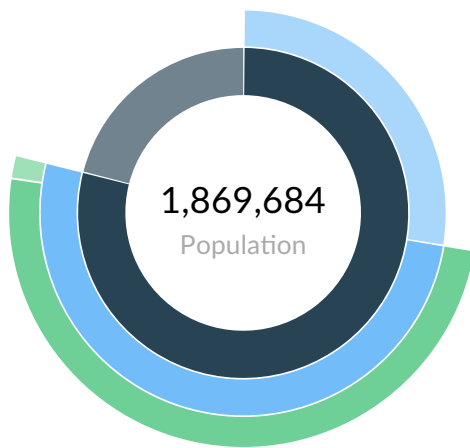
### Takeaways

- As of 2018 the region's population **increased by 10.4%** since 2013, growing by 176,333. Population is expected to **increase by 7.0%** between 2018 and 2023, adding 131,529.
- From 2013 to 2018, jobs **increased by 15.3%** in 12 Georgia Counties from 674,050 to **777,216**. This change **outpaced the national growth rate of 7.8% by 7.5%**. As the number of jobs increased, the **labor force participation rate increased from 64.0% to 65.1% between 2013 and 2018**.
- Concerning educational attainment, **20.9% of the selected regions' residents possess a Bachelor's Degree** (2.3% above the national average), and **8.0% hold an Associate's Degree** (the same as the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Education and Hospitals (State Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	1,869,684	960,957	777,216	96.6	\$84.34B	\$82.29B	\$71.90B
State	10,532,638	5,137,436	4,934,158	93.5	\$563.39B	\$421.89B	\$549.70B
Nation	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

## Economy Overview - Cont.

### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	1,475,107
● Not in Labor Force (15+)	514,150
● Labor Force	960,957
● Employed	930,891
● Unemployed	30,066
● Under 15	394,577

### Educational Attainment

Concerning educational attainment, **20.9% of the selected regions' residents possess a Bachelor's Degree** (2.3% above the national average), and **8.0% hold an Associate's Degree** (the same as the national average).

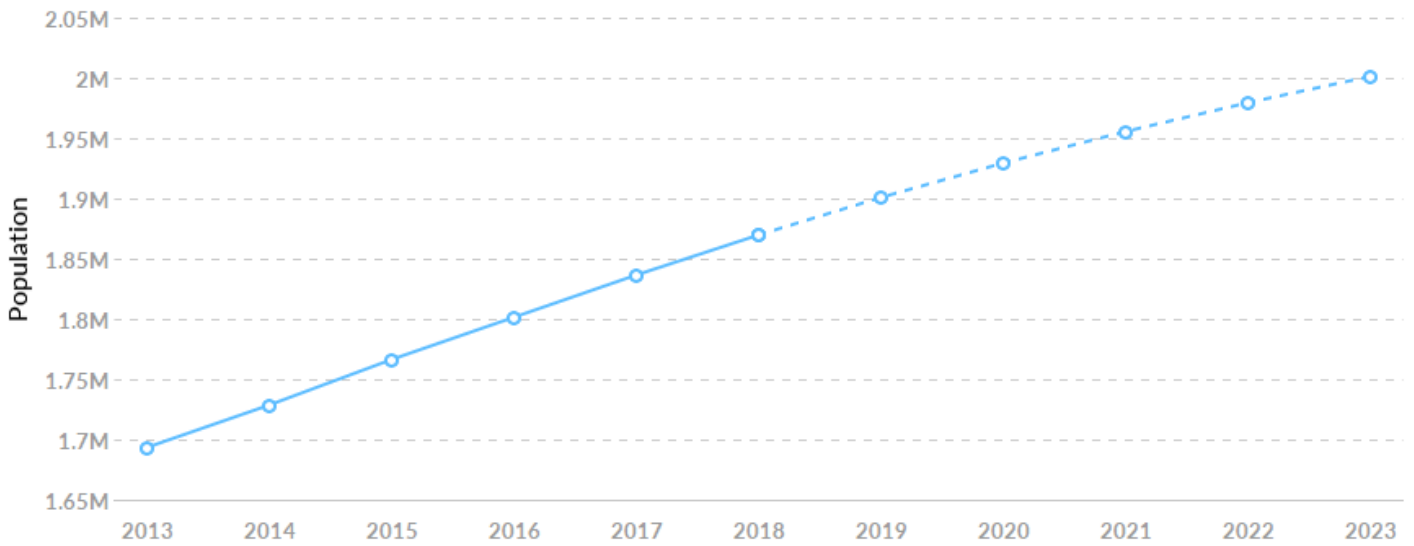


	% of Population	Population
● Less Than 9th Grade	7.8%	93,814
● 9th Grade to 12th Grade	6.9%	83,510
● High School Diploma	25.2%	303,128
● Some College	19.5%	234,337
● Associate's Degree	8.0%	96,708
● Bachelor's Degree	20.9%	251,590
● Graduate Degree and Higher	11.6%	139,466

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population increased by 10.4% since 2013, growing by 176,333. Population is expected to increase by 7.0% between 2018 and 2023, adding 131,529.

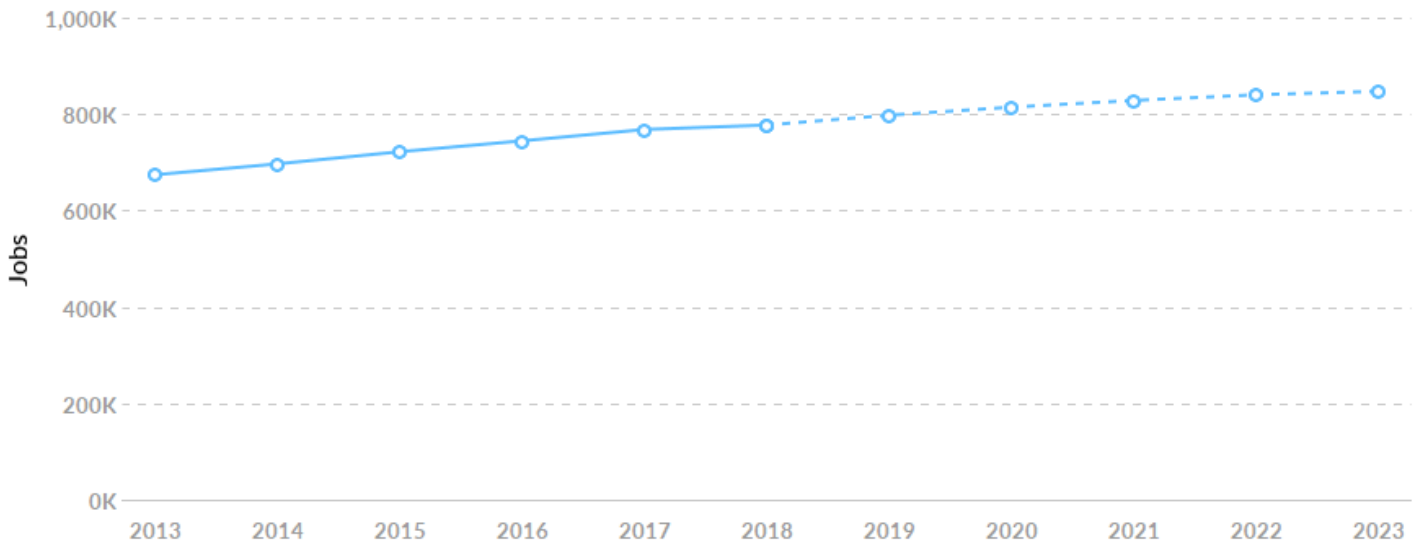


Timeframe	Population
2013	1,693,351
2014	1,728,567
2015	1,766,332
2016	1,801,395
2017	1,836,443
2018	1,869,684
2019	1,900,794
2020	1,929,358
2021	1,955,530
2022	1,979,434
2023	2,001,213

# Historic & Projected Trends - Cont.

## Job Trends

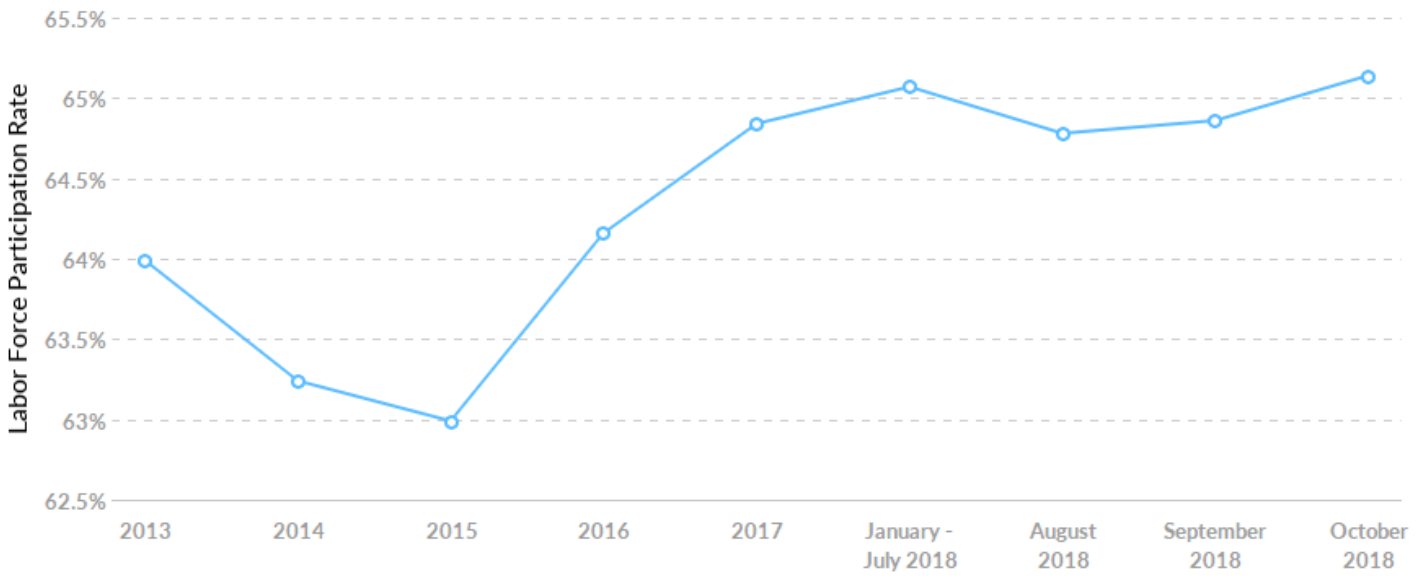
From 2013 to 2018, jobs increased by 15.3% in 12 Georgia Counties from 674,050 to 777,216. This change **outpaced the national growth rate of 7.8% by 7.5%.**



Timeframe	Jobs
2013	674,050
2014	696,626
2015	721,829
2016	744,416
2017	767,959
2018	777,216
2019	797,616
2020	814,269
2021	828,289
2022	839,964
2023	847,243

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

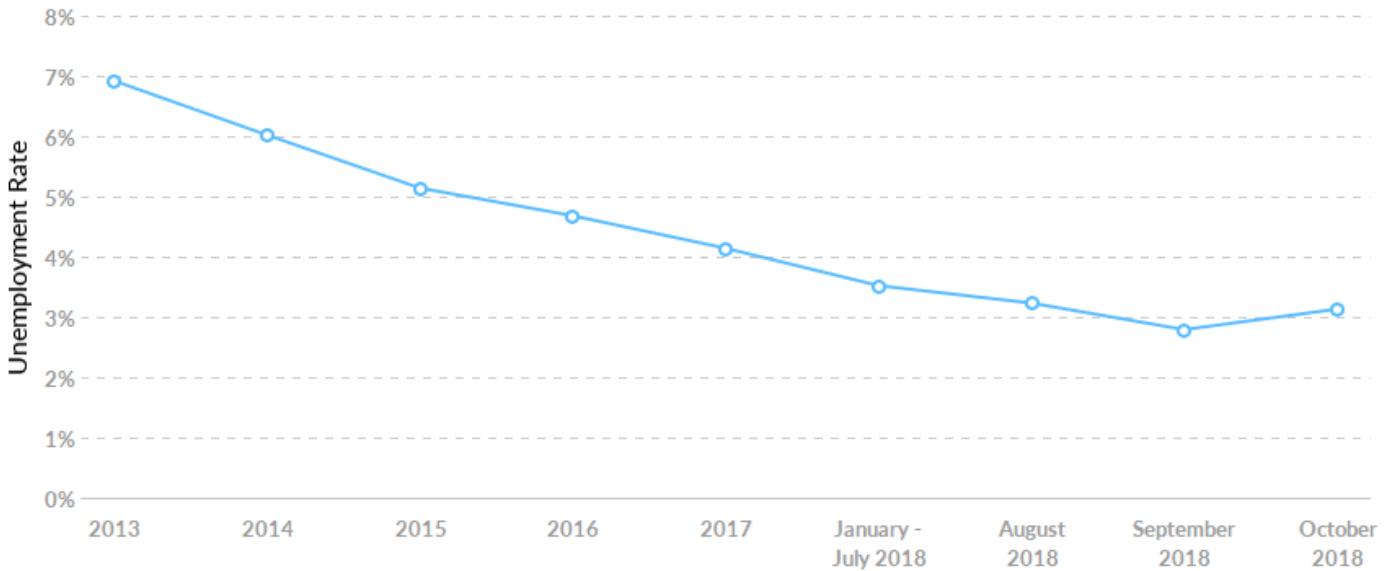


Timeframe	Labor Force Participation Rate
2013	63.99%
2014	63.24%
2015	62.99%
2016	64.16%
2017	64.84%
January - July 2018	65.07%
August 2018	64.78%
September 2018	64.86%
October 2018	65.14%

# Historic & Projected Trends - Cont.

## Unemployment Rate Trends

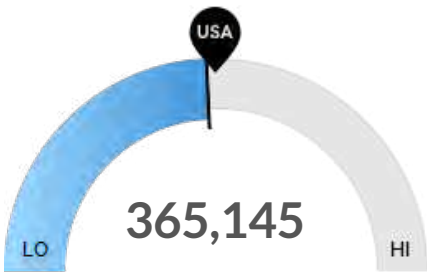
Your areas had an October 2018 unemployment rate of 3.13%, **decreasing from 6.92%** 5 years before.



Timeframe	Unemployment Rate
2013	6.92%
2014	6.02%
2015	5.14%
2016	4.68%
2017	4.14%
January - July 2018	3.52%
August 2018	3.23%
September 2018	2.79%
October 2018	3.13%

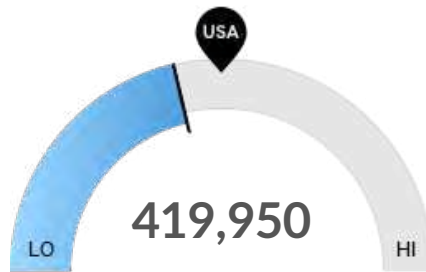


## Population Characteristics



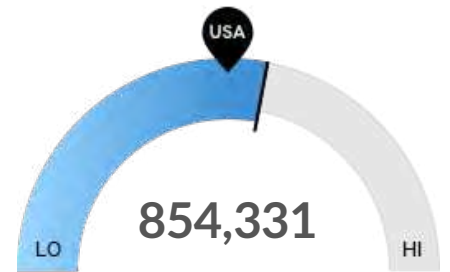
**Millennials**

Your area has 365,145 millennials (ages 20-34). The national average for an area this size is 380,355.



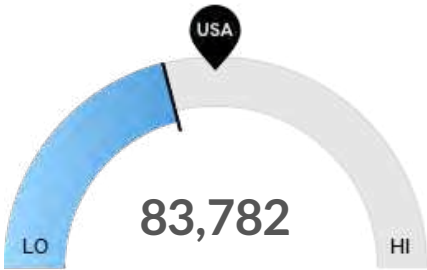
**Retiring Soon**

Retirement risk is low in your area. The national average for an area this size is 523,524 people 55 or older, while there are 419,950 here.



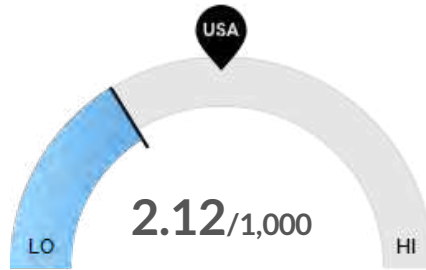
**Racial Diversity**

Racial diversity is high in your area. The national average for an area this size is 721,206 racially diverse people, while there are 854,331 here.



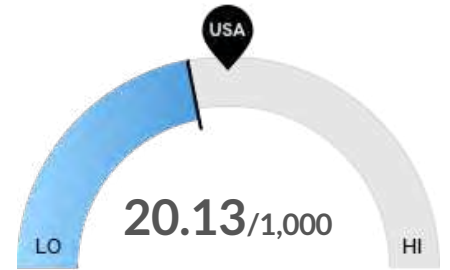
**Veterans**

Your area has 83,782 veterans. The national average for an area this size is 106,782.



**Violent Crime**

Your area has 2.12 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



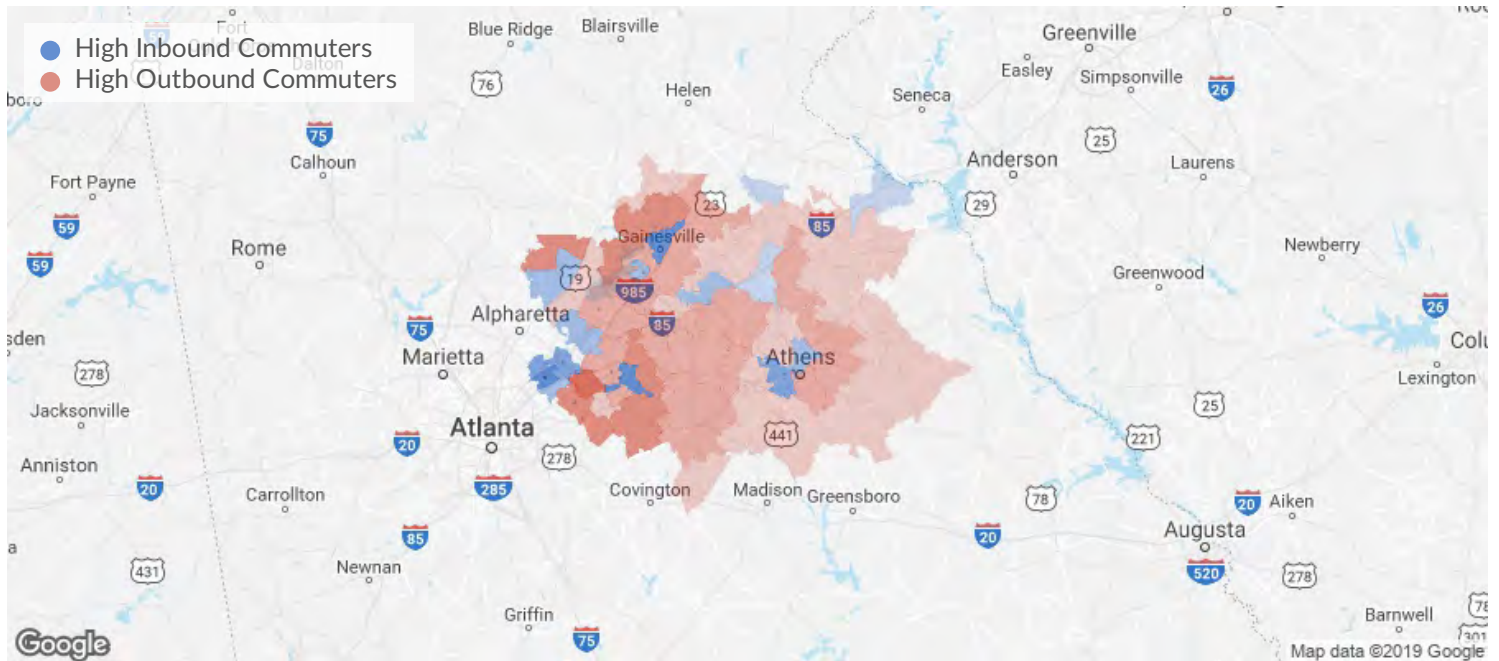
**Property Crime**

Your area has 20.13 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #6 for resident workers. The top ZIP for resident workers is 30043.



**Where Talent Works**

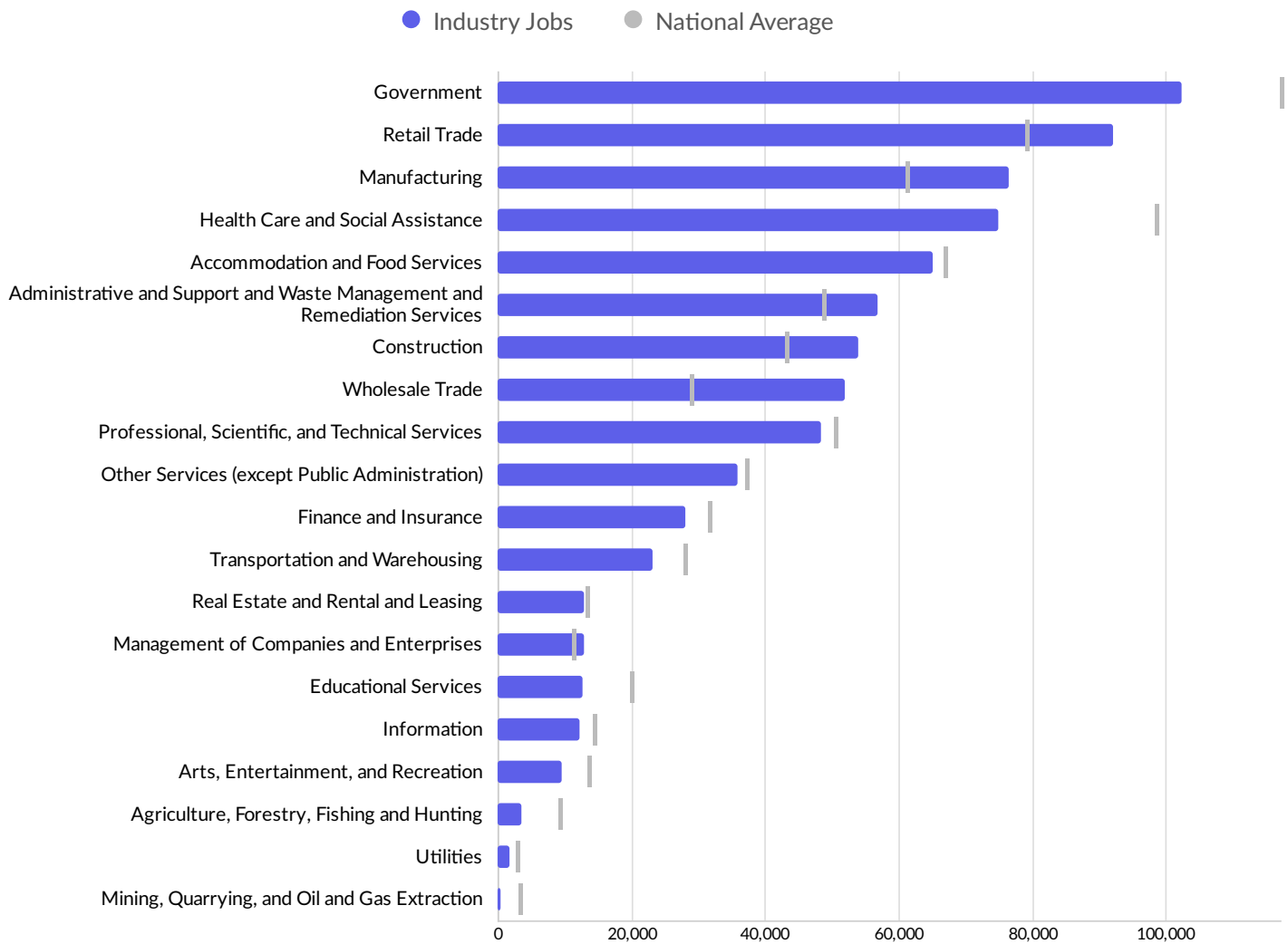
**Where Talent Lives**

ZIP	Name	2018 Employment
30096	Duluth, GA (in Gwinne...	53,537
30501	Gainesville, GA (in Hall...	46,342
30071	Norcross, GA (in Gwin...	44,218
30040	Cumming, GA (in Forsy...	42,641
30024	Suwanee, GA (in Gwin...	42,340

ZIP	Name	2018 Workers
30043	Lawrenceville, GA (in G...	42,434
30024	Suwanee, GA (in Gwin...	39,547
30044	Lawrenceville, GA (in G...	38,619
30040	Cumming, GA (in Forsy...	38,148
30041	Cumming, GA (in Forsy...	36,050

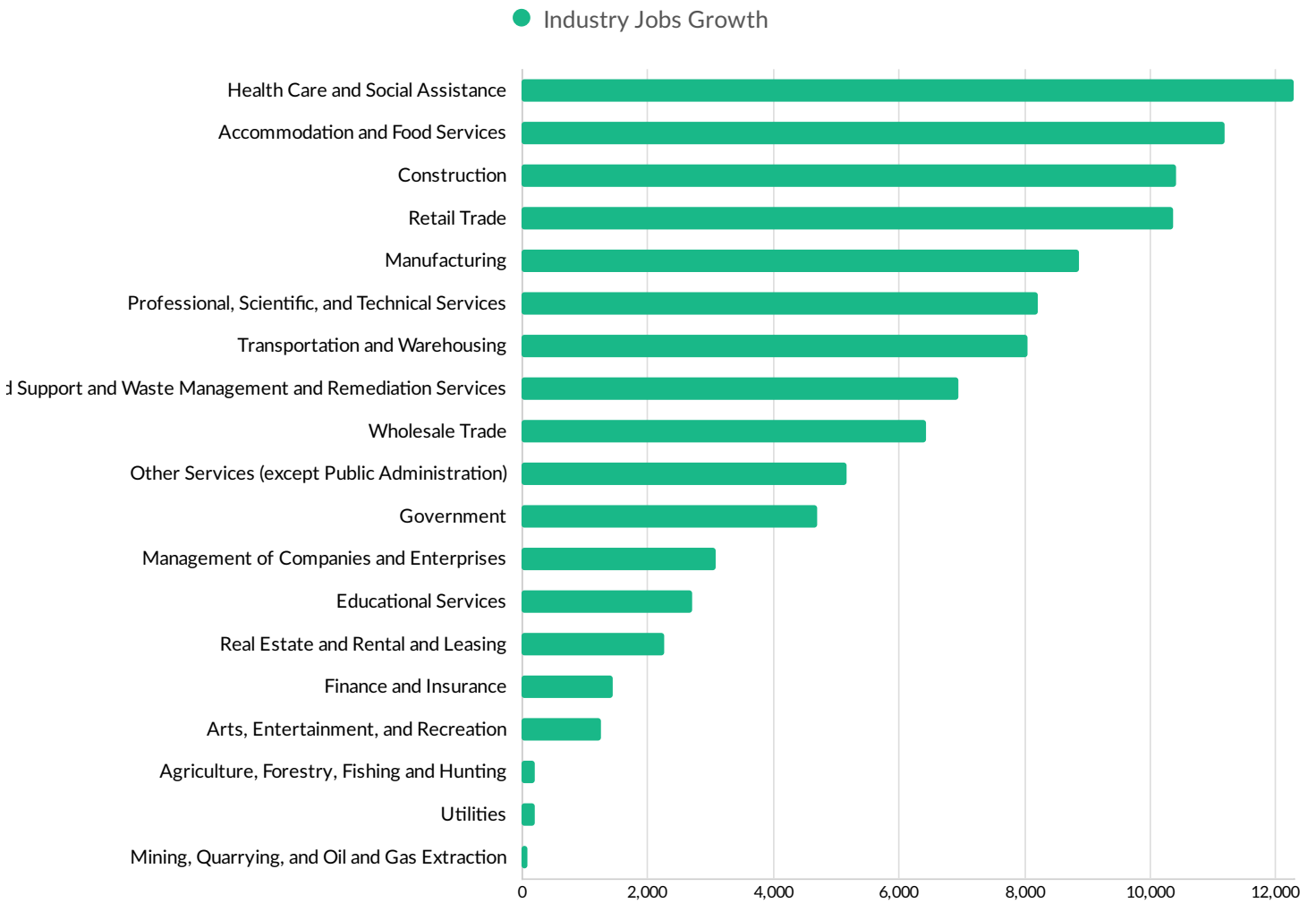
# Industry Characteristics

## Largest Industries



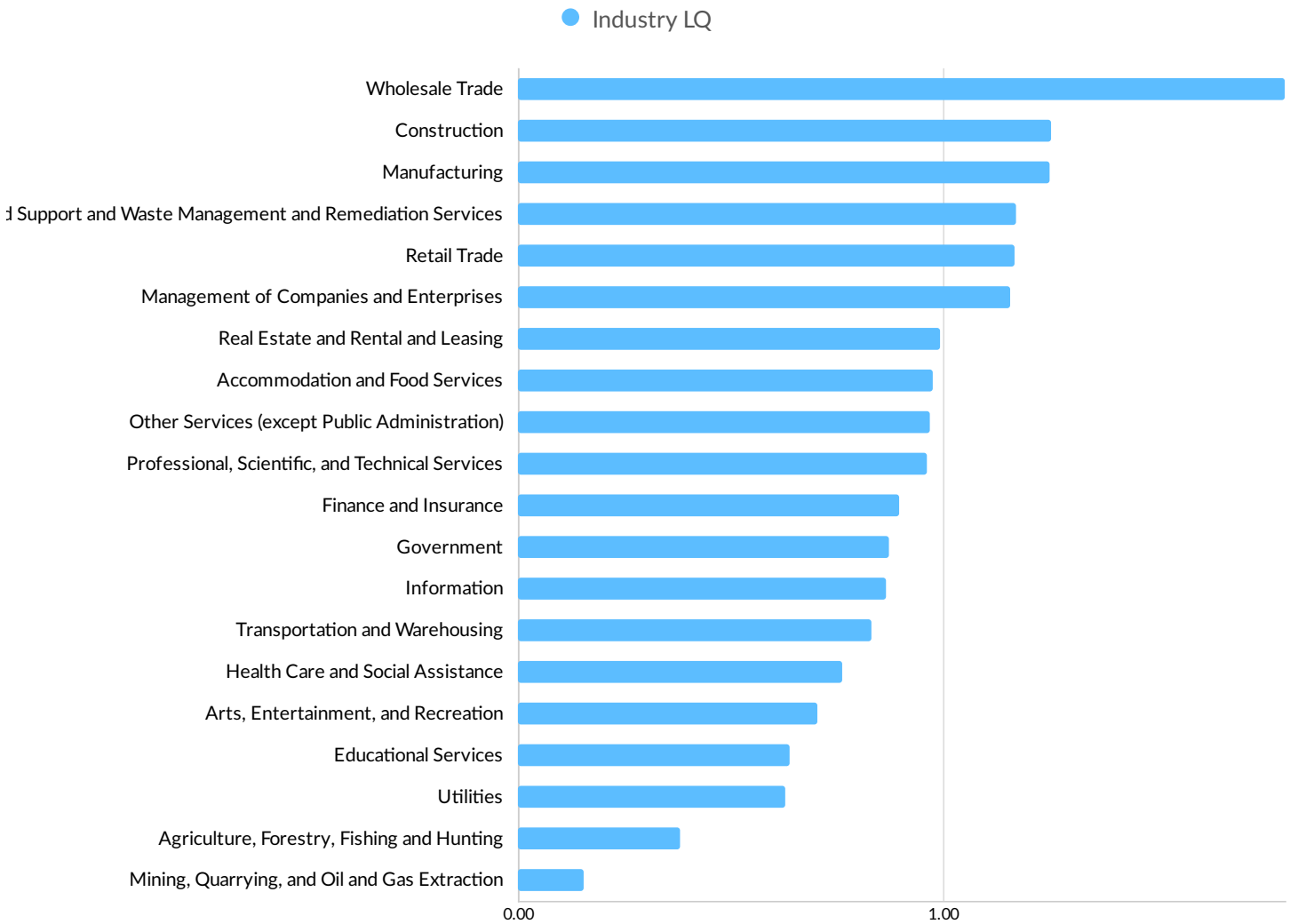
# Industry Characteristics - Cont.

## Top Growing Industries



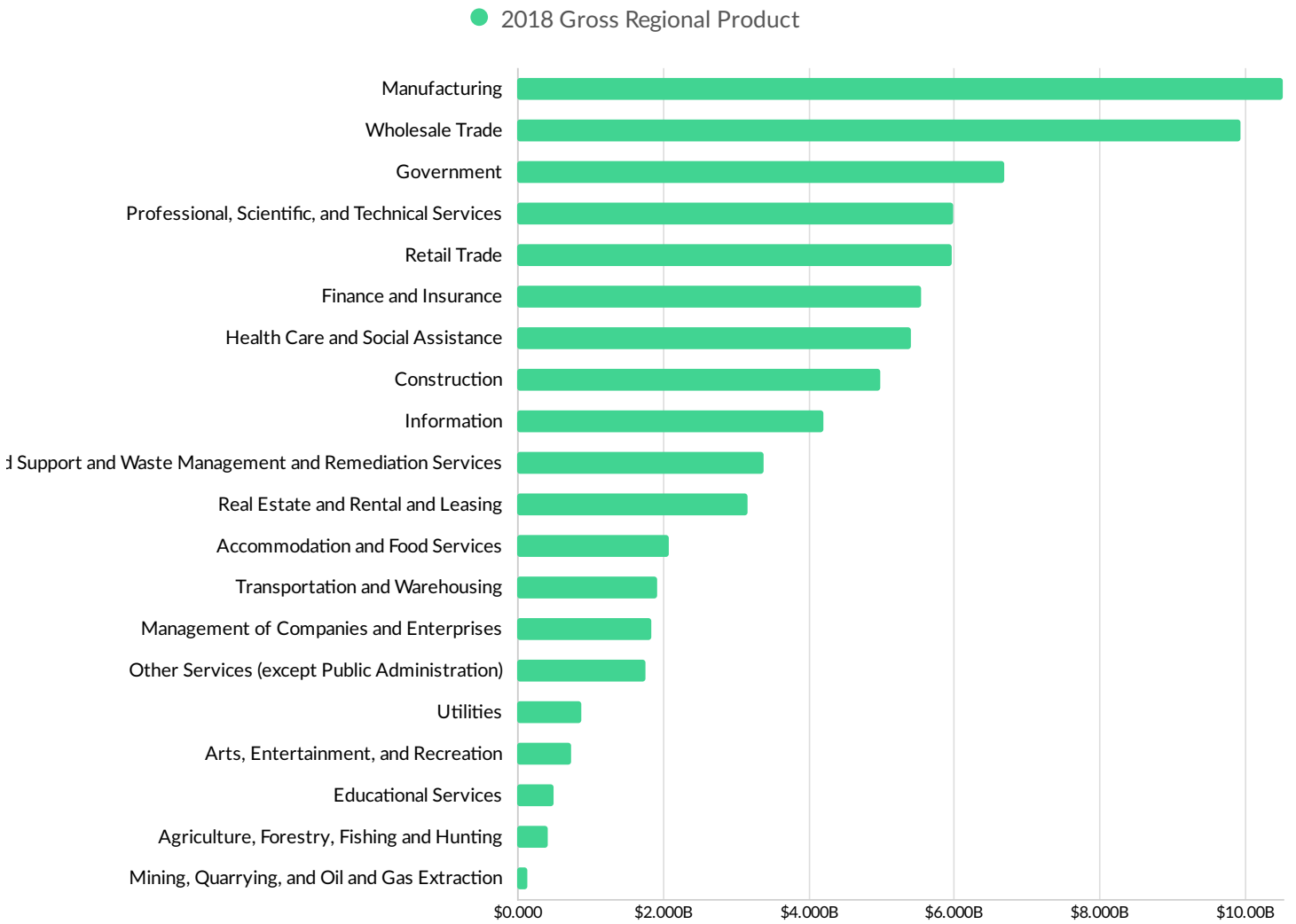
# Industry Characteristics - Cont.

## Top Industry LQ



# Industry Characteristics - Cont.

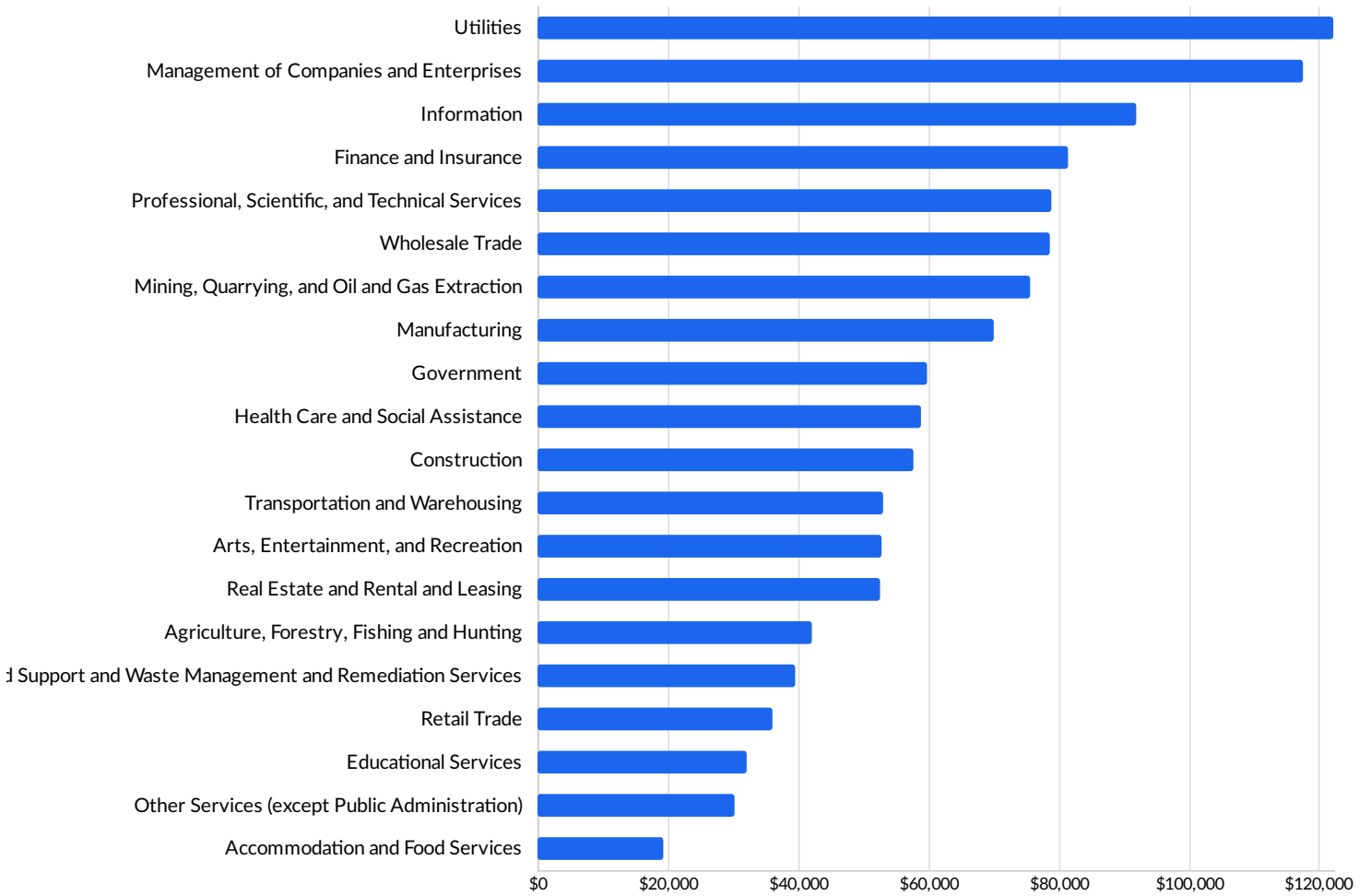
## Top Industry GRP



# Industry Characteristics - Cont.

## Top Industry Earnings

● 2018 Earnings Per Worker



## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Government	97,568	102,269	4,701	+5%	0.87	\$59,912	\$6.69B
Retail Trade	81,815	92,194	10,379	+13%	1.17	\$36,182	\$5.97B
Manufacturing	67,706	76,581	8,875	+13%	1.25	\$70,093	\$10.52B
Health Care and Social Assistance	62,569	74,867	12,298	+20%	0.76	\$58,811	\$5.42B
Accommodation and Food Services	54,036	65,232	11,196	+21%	0.98	\$19,399	\$2.08B
Administrative and Support and Waste Management and Remediation Services	49,886	56,844	6,958	+14%	1.17	\$39,577	\$3.39B
Construction	43,522	53,955	10,433	+24%	1.25	\$57,733	\$4.98B
Wholesale Trade	45,526	51,958	6,432	+14%	1.80	\$78,761	\$9.93B
Professional, Scientific, and Technical Services	40,095	48,310	8,215	+20%	0.96	\$78,864	\$6.00B
Other Services (except Public Administration)	30,671	35,843	5,172	+17%	0.97	\$30,184	\$1.77B
Finance and Insurance	26,646	28,108	1,462	+5%	0.90	\$81,426	\$5.55B
Transportation and Warehousing	15,105	23,160	8,055	+53%	0.83	\$53,037	\$1.92B
Real Estate and Rental and Leasing	10,732	12,999	2,267	+21%	0.99	\$52,619	\$3.17B
Management of Companies and Enterprises	9,731	12,826	3,095	+32%	1.16	\$117,454	\$1.85B
Educational Services	10,003	12,711	2,708	+27%	0.64	\$32,016	\$500.85M
Information	12,881	12,356	-525	-4%	0.87	\$91,927	\$4.20B
Arts, Entertainment, and Recreation	8,219	9,489	1,270	+15%	0.70	\$52,809	\$750.55M
Agriculture, Forestry, Fishing and Hunting	3,286	3,507	221	+7%	0.38	\$42,120	\$419.57M
Utilities	1,480	1,692	212	+14%	0.63	\$122,217	\$883.86M




## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Mining, Quarrying, and Oil and Gas Extraction	396	486	90	+23%	0.15	\$75,722	\$133.50M

## Business Characteristics

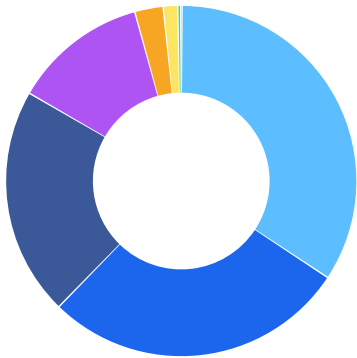
### 85,422 Companies Employ Your Workers

Online profiles for your workers mention 85,422 companies as employers, with the top 10 appearing below. In the last 12 months, 12,879 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Georgia	5,804 	Uber Technologies, Inc.	4,668 
S.T.O.P.	1,647 	CRST International, Inc.	3,512 
AT&T Inc.	1,437 	Anthem, Inc.	1,917 
Northeast Georgia Medical Cen...	1,205 	RANDSTAD HOLDING nv	1,902 
Wal-Mart Stores, Inc.	1,201 	C.R. England, Inc.	1,824 
State Farm Insurance	936 	Averitt Express, Inc.	1,784 
The Kroger Co	863 	The Home Depot Inc	1,667 
Publix Super Markets, Inc.	821 	Hub Group, Inc.	1,505 
Gwinnette Medical Center	737 	USA Truck, Inc.	1,407 
Emory University	735 	State of Georgia	1,397 

## Business Characteristics - Cont.

### Business Size

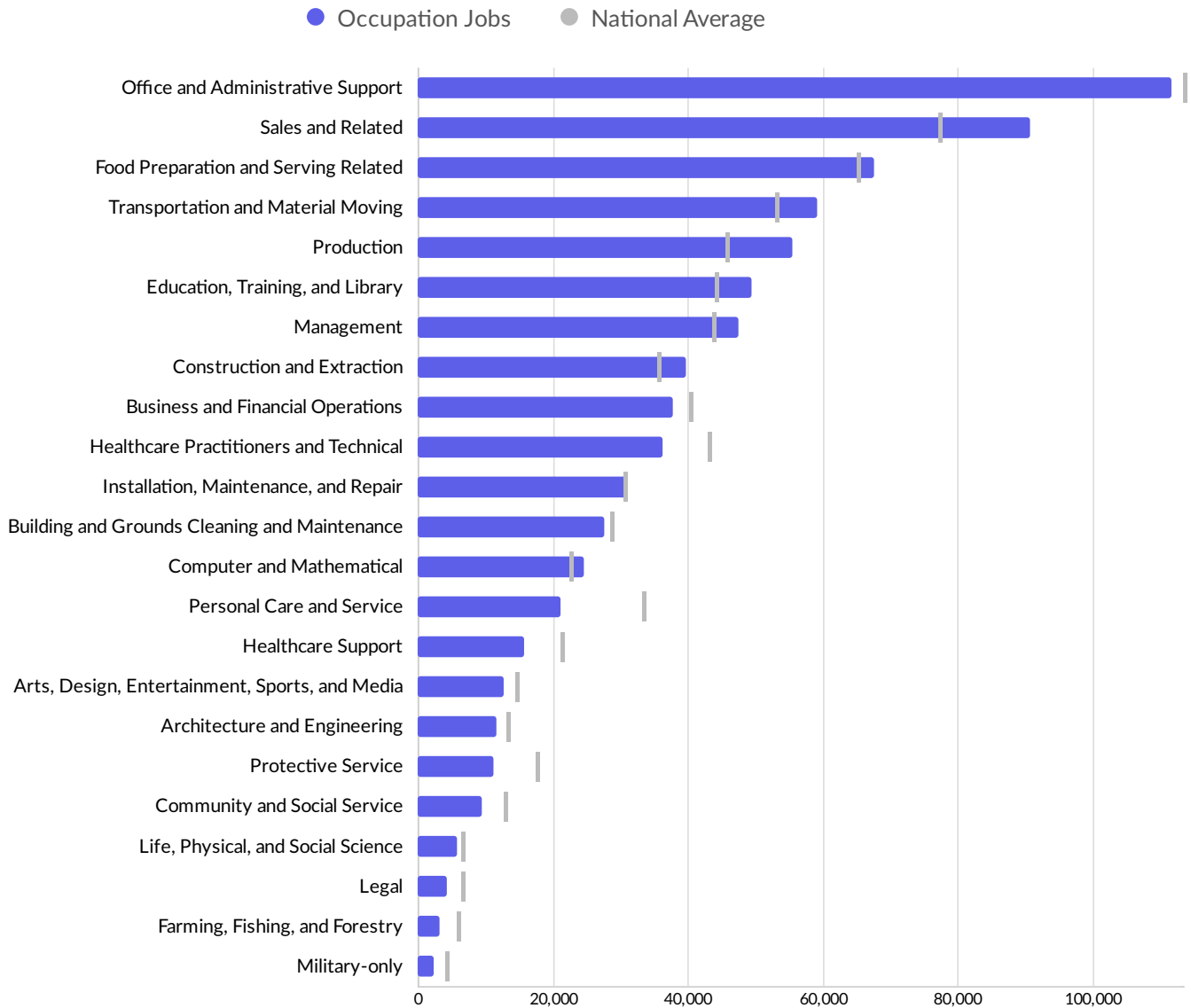


	Percentage	Business Count
1 to 4 employees	34.2%	21,931
5 to 9 employees	28.0%	17,962
10 to 19 employees	21.1%	13,501
20 to 49 employees	12.4%	7,942
50 to 99 employees	2.6%	1,679
100 to 249 employees	1.3%	848
250 to 499 employees	0.3%	181
500+ employees	0.1%	75

*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

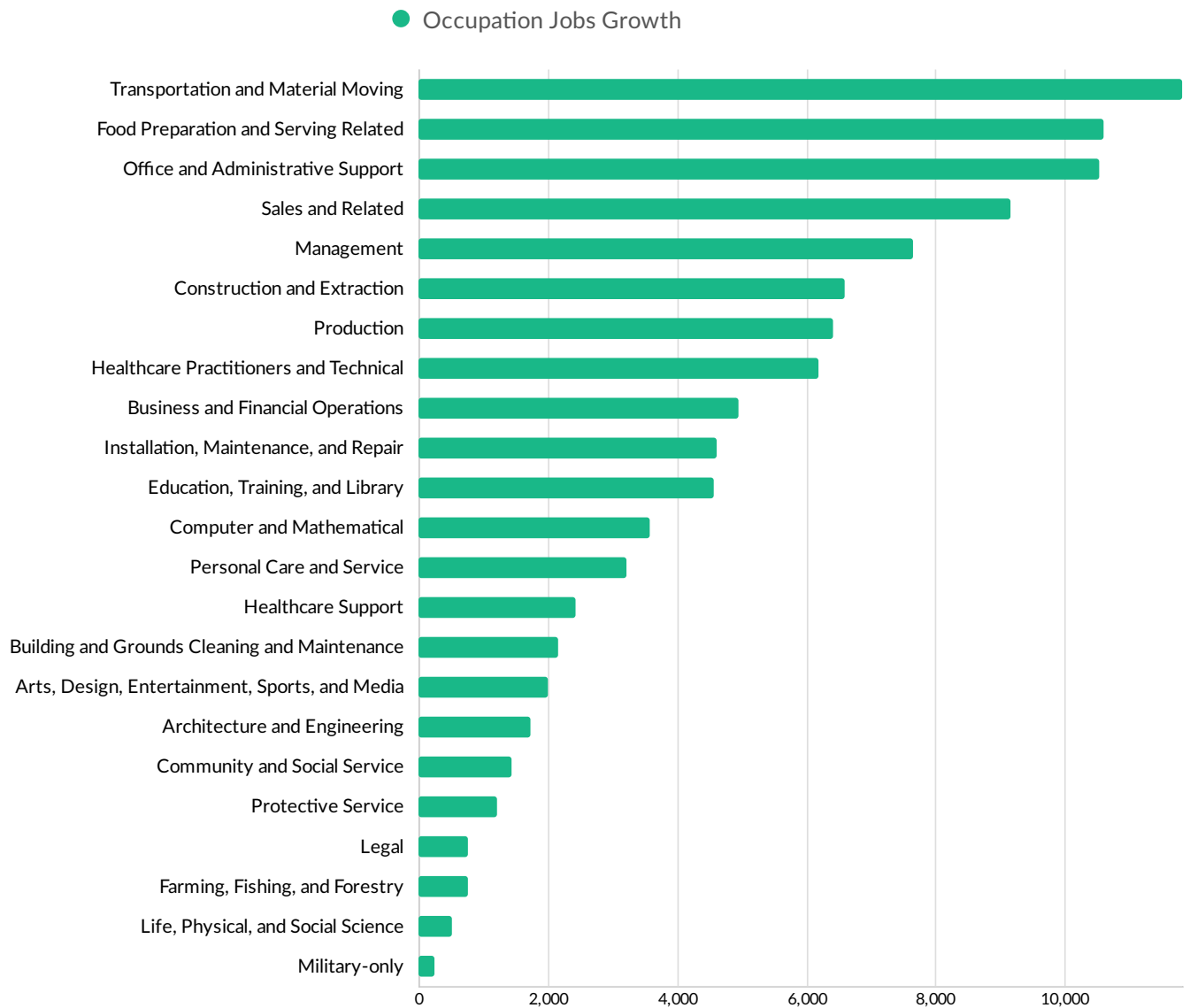
# Workforce Characteristics

## Largest Occupations



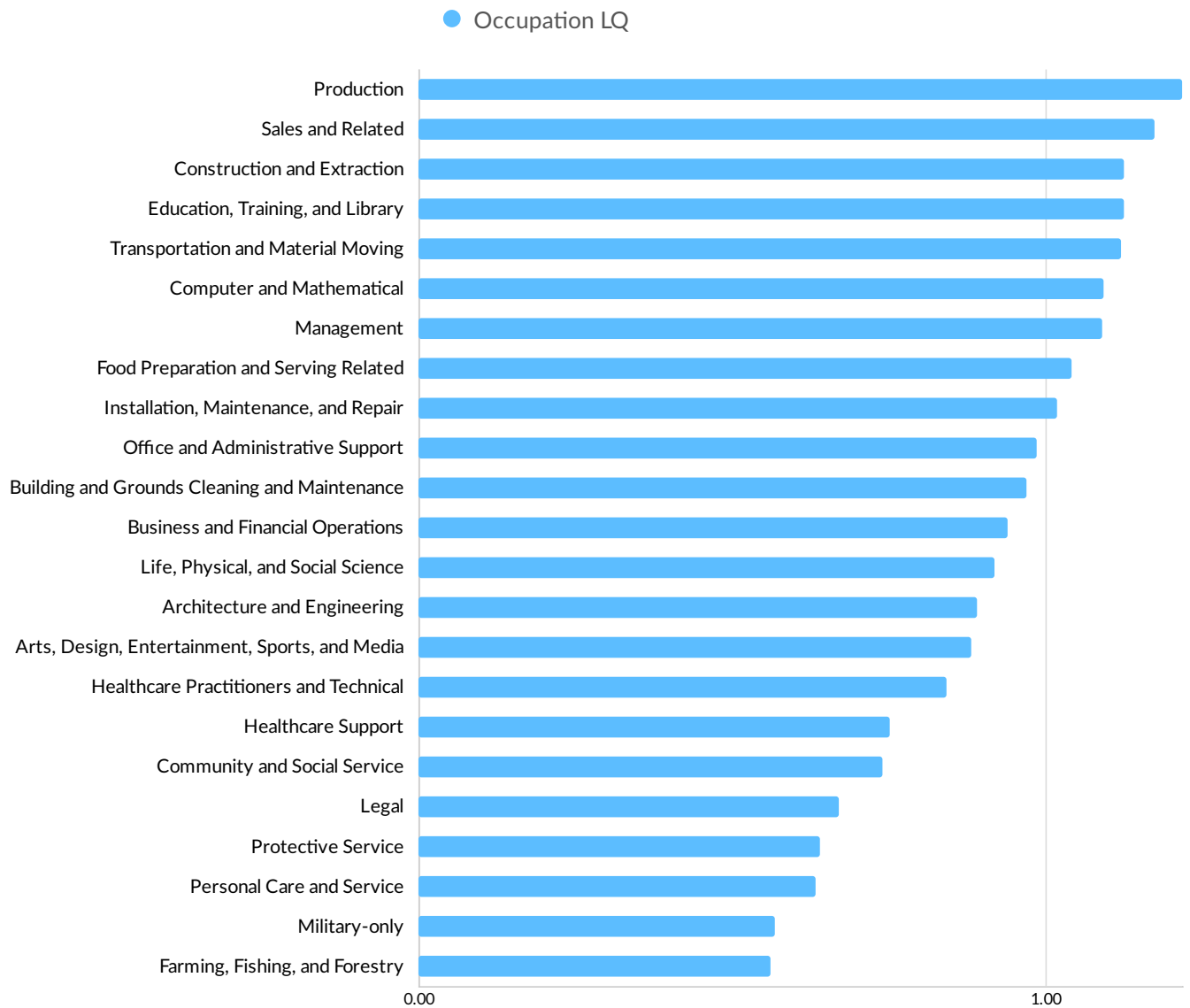
# Workforce Characteristics - Cont.

## Top Growing Occupations



## Workforce Characteristics - Cont.

### Top Occupation LQ



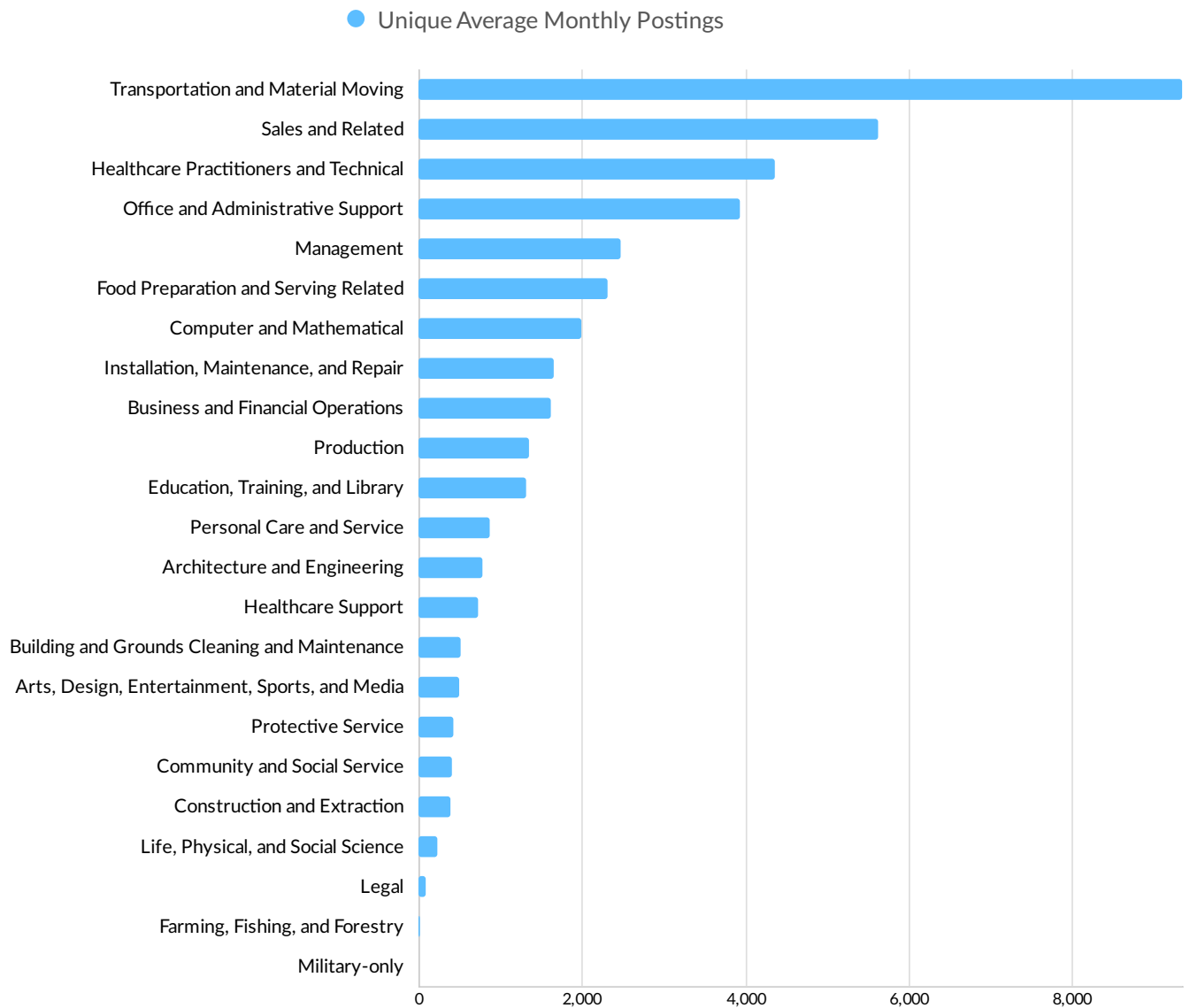
## Workforce Characteristics - Cont.

### Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Office and Administrative Support	101,322	111,843	10,521	+10%	0.99	\$15.27	3,938
Sales and Related	81,579	90,731	9,152	+11%	1.17	\$12.51	5,617
Food Preparation and Serving Related	57,123	67,724	10,601	+19%	1.04	\$8.88	2,312
Transportation and Material Moving	47,402	59,217	11,815	+25%	1.12	\$13.43	9,345
Production	49,097	55,517	6,420	+13%	1.22	\$14.42	1,357
Education, Training, and Library	45,015	49,591	4,576	+10%	1.12	\$21.36	1,316
Management	39,884	47,530	7,646	+19%	1.09	\$42.09	2,474
Construction and Extraction	33,267	39,865	6,598	+20%	1.12	\$16.08	394
Business and Financial Operations	32,816	37,769	4,953	+15%	0.94	\$28.83	1,625
Healthcare Practitioners and Technical	30,142	36,342	6,200	+21%	0.84	\$28.47	4,362
Installation, Maintenance, and Repair	26,386	31,005	4,619	+18%	1.02	\$18.65	1,649
Building and Grounds Cleaning and Maintenance	25,503	27,655	2,152	+8%	0.97	\$11.47	510
Computer and Mathematical	20,969	24,541	3,572	+17%	1.09	\$35.49	1,994
Personal Care and Service	17,911	21,138	3,227	+18%	0.63	\$10.52	866
Healthcare Support	13,410	15,834	2,424	+18%	0.75	\$13.96	728
Arts, Design, Entertainment, Sports, and Media	10,677	12,687	2,010	+19%	0.88	\$18.46	503

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Architecture and Engineering	10,019	11,757	1,738	+17%	0.89	\$32.82	786
Protective Service	9,963	11,176	1,213	+12%	0.64	\$17.69	421
Community and Social Service	8,053	9,498	1,445	+18%	0.74	\$20.11	411
Life, Physical, and Social Science	5,386	5,893	507	+9%	0.92	\$26.83	229
Legal	3,544	4,311	767	+22%	0.67	\$32.82	90
Farming, Fishing, and Forestry	2,543	3,299	756	+30%	0.56	\$11.54	23
Military-only	2,039	2,294	255	+13%	0.57	\$15.45	5

## Educational Pipeline

In 2017, there were 21,333 graduates in 12 Georgia Counties. This pipeline has grown by 17% over the last 5 years. The highest share of these graduates come from "Psychology, General", "Biology/Biological Sciences, General", and "Finance, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
University of Georgia	10,985	
Gwinnett Technical College	2,923	
Athens Technical College	2,054	
Lanier Technical College	2,010	
Georgia Gwinnett College	1,017	
Brenau University	857	
Aviation Institute of Maintenance-Atlanta	313	
Altierus Career College-Norcross	224	
Emmanuel College	160	
Georgia Institute of Cosmetology	132	

● Certificate    
 ● Associate's    
 ● Bachelor's    
 ● Master's or Higher