



*"Strategic economic growth in Georgia can be traced back to the state's vast range of competitive resources that keeps Georgia top of mind for businesses here and around the world. From our talented workforce, comprehensive incentives and other business assets, Georgia takes intentional steps to make certain businesses in our state can compete in the global market place."*

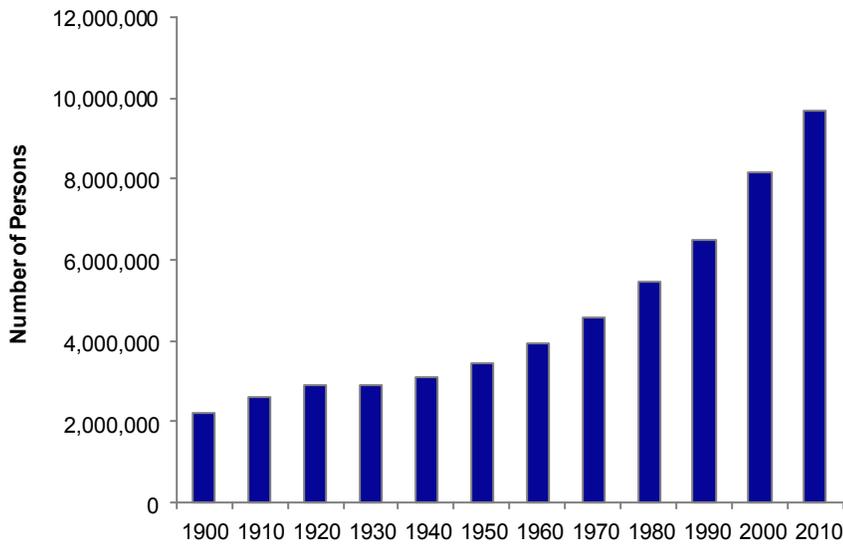
*Georgia Department of Economic Development*

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# Population Growth

**Georgia's Population, 1900-2010**



Source: U.S. Census Bureau

❖ Georgia's population was relatively stable during the first half of the last century, followed by a period of rapid population growth.

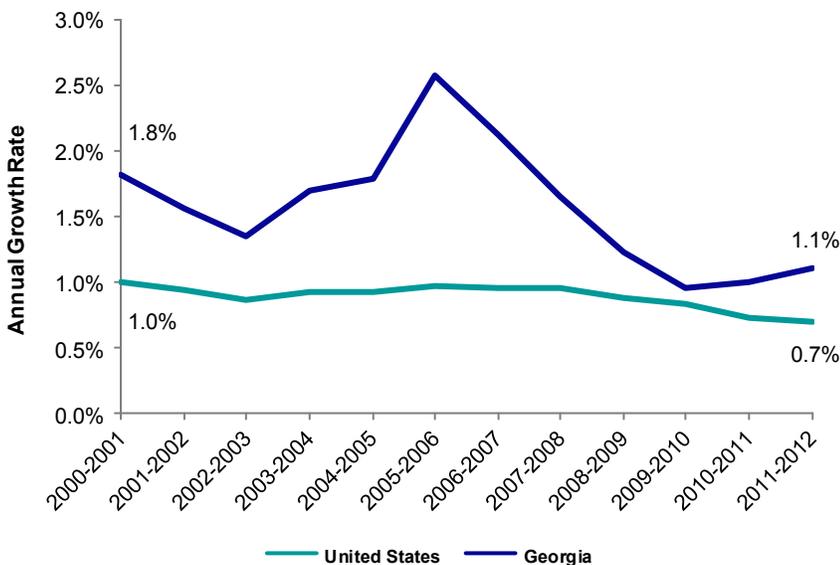
❖ During the 1960s, Georgia's population grew by 16.3% followed by growth rates of approximately 19% during each of the succeeding two decades.

❖ The fastest pace of growth occurred in Georgia during the decade between 1990 and 2000, ranking it 6<sup>th</sup> in population growth among the 50 states. Growth increased by 26.4%, twice the national average rate of 13.2%.

❖ The overall population growth rate in Georgia for the decade between 2000 and 2010 was 18.3%.

❖ During the most recent decade, the growth rate peaked at 2.6% between 2005 and 2006. The high growth rate between 2005 and 2006 was due in part to migration following Hurricane Katrina.

**Population Annual Growth Rate: United States and Georgia, 2000-2012**



Source: U.S. Census Bureau

❖ In 2007, Georgia's population growth slowed in response to changing economic conditions, reaching the lowest point (1.0%) in 2010.

❖ Between 2010 and 2012 Georgia added 205,197 new residents. Despite the 2<sup>nd</sup> lowest growth rate in more than a decade (1.1%), the state was the 4<sup>th</sup> fastest growing in the nation.

❖ Between 2010 and 2011, 3 of Georgia's metropolitan statistical areas ranked among the country's 25 fastest growing areas:

-Hinesville-Fort Stewart ranked 1<sup>st</sup>, with a 4.1% growth rate,

-Warner Robins ranked 8<sup>th</sup> with a growth rate of 2.2%,

-Savannah ranked 16<sup>th</sup> with a growth rate of 2.0%, and

-Fort Stewart and Warner Robins metropolitan areas are home to large military installations.

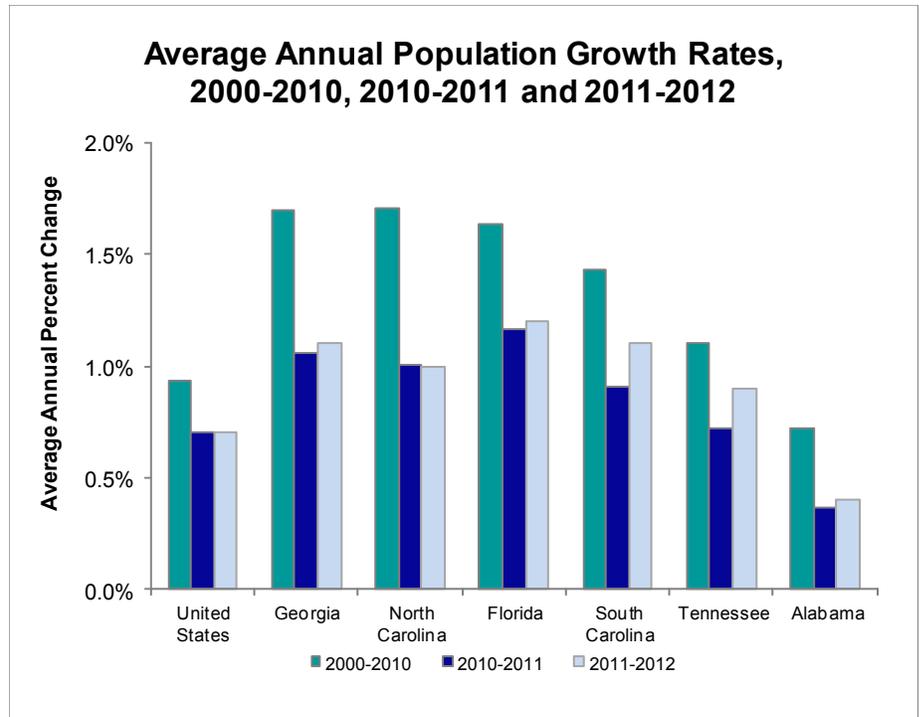
# Population Change

❖ During the last decade, Georgia, North Carolina, and Florida registered annual growth rates exceeding 1.5%. Alabama and Tennessee experienced the slowest growth rates in the region.

❖ The slowdown in population growth that occurred in the latter part of the last decade persisted into the first two years of the current decade. Population growth rates between 2010 and 2012 are well below the average annual growth rates experienced by southeastern states and the nation as a whole during the prior decade.

❖ During the last decade, Georgia and North Carolina experienced the highest growth rates in the region. In the current decade, Georgia's population grew at the 2<sup>nd</sup> fastest rate among the southeastern states.

❖ Population growth rates between 2011 and 2012 among the southeastern states ranged from 1.2% in Florida to 0.4% in Alabama.

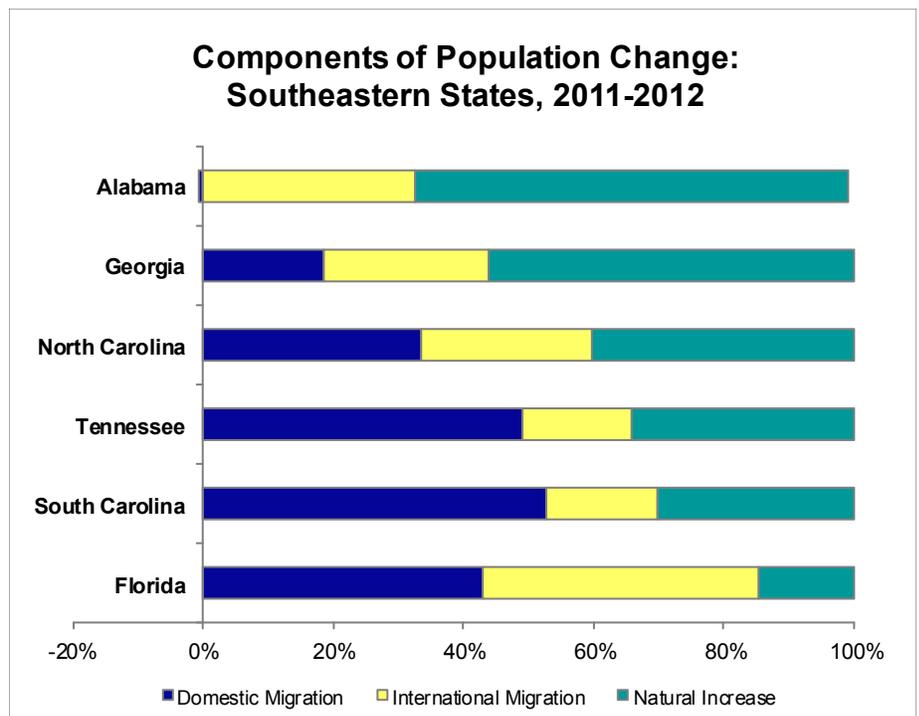


Source: U.S. Census Bureau

❖ Population change occurs due to natural increase (number of births minus number of deaths) and net migration (people moving into the area minus people moving out). Since the shift in economic conditions in 2007, natural increase has become a larger contributor to population growth regionally.

❖ Overall, between 2000 and 2009 natural increase accounted for 45% of the state's population growth. Between 2011 and 2012, natural increase was the driving force in Georgia's population growth, accounting for 56.1% of the population increase.

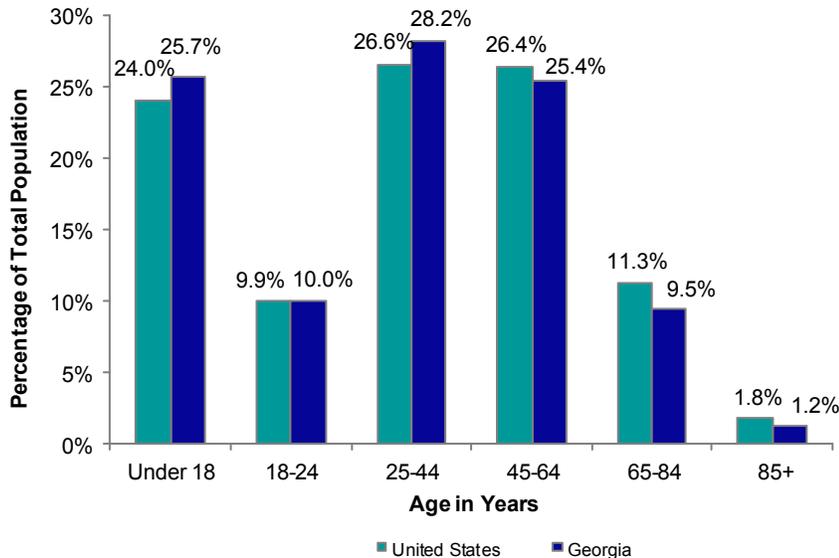
❖ Migration represented more than half of the population growth in 4 of the 6 southeast states (Florida, South Carolina, North Carolina and Tennessee) between 2011 and 2012. Natural increase was the major contributor to growth in only 2 of the region's states (Alabama and Georgia).



Source: U.S. Census Bureau

# Age Distribution and Population by Race

**Age Distribution:  
United States and Georgia, 2010**



Source: U.S. Census Bureau

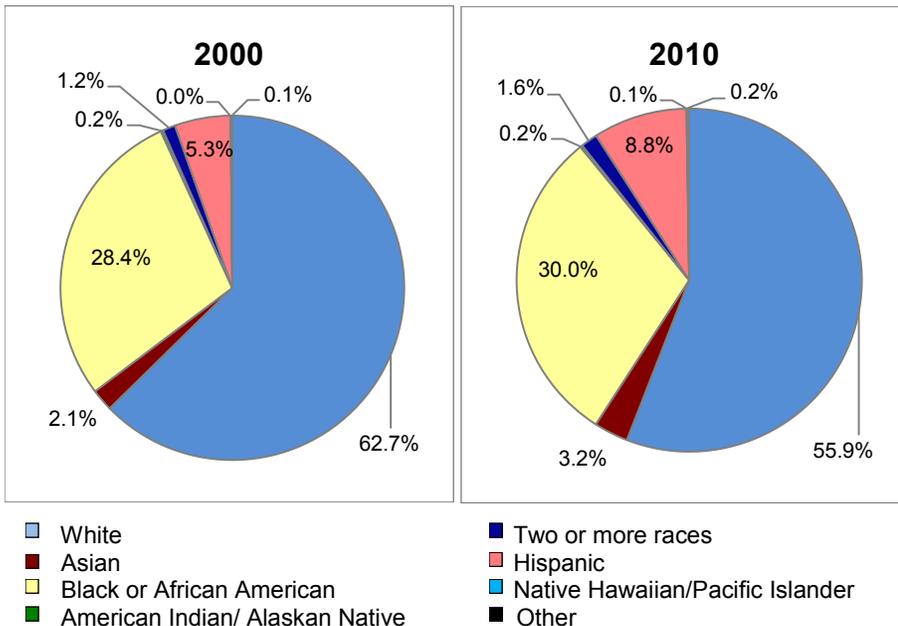
❖ Georgia had the 6<sup>th</sup> youngest population among the 50 states in 2010, with a median age of 35.3 years, and more than one-quarter of the population (25.7%), was under the age of 18 in 2010.

❖ Georgia's older population continues to increase; residents who are over the age of 65 years account for 10.7% of the total population, an increase of 31.4% since 2000.

❖ The Centers for Disease Control and Prevention reports that, by 2030, the population aged 65 and over will double to 71 million people nationwide.

❖ According to the U.S. Census Bureau, approximately 4 out of 5 seniors in the United States have 1 chronic health condition and half have 2 or more conditions. The conditions that most frequently limit activity among older Americans include arthritis, hypertension, heart disease, diabetes and respiratory diseases.

**Population by Race and Hispanic Origin: Georgia**



Source: U.S. Census Bureau

❖ Whites represent the largest racial group in Georgia. However, as a percentage of the total population, the white population declined between 2000 and 2010, from 62.7% to 55.9%.

❖ Blacks represent the second largest race group in Georgia, comprising 30% of the total population in 2010, a small increase from 28.4% in 2000.

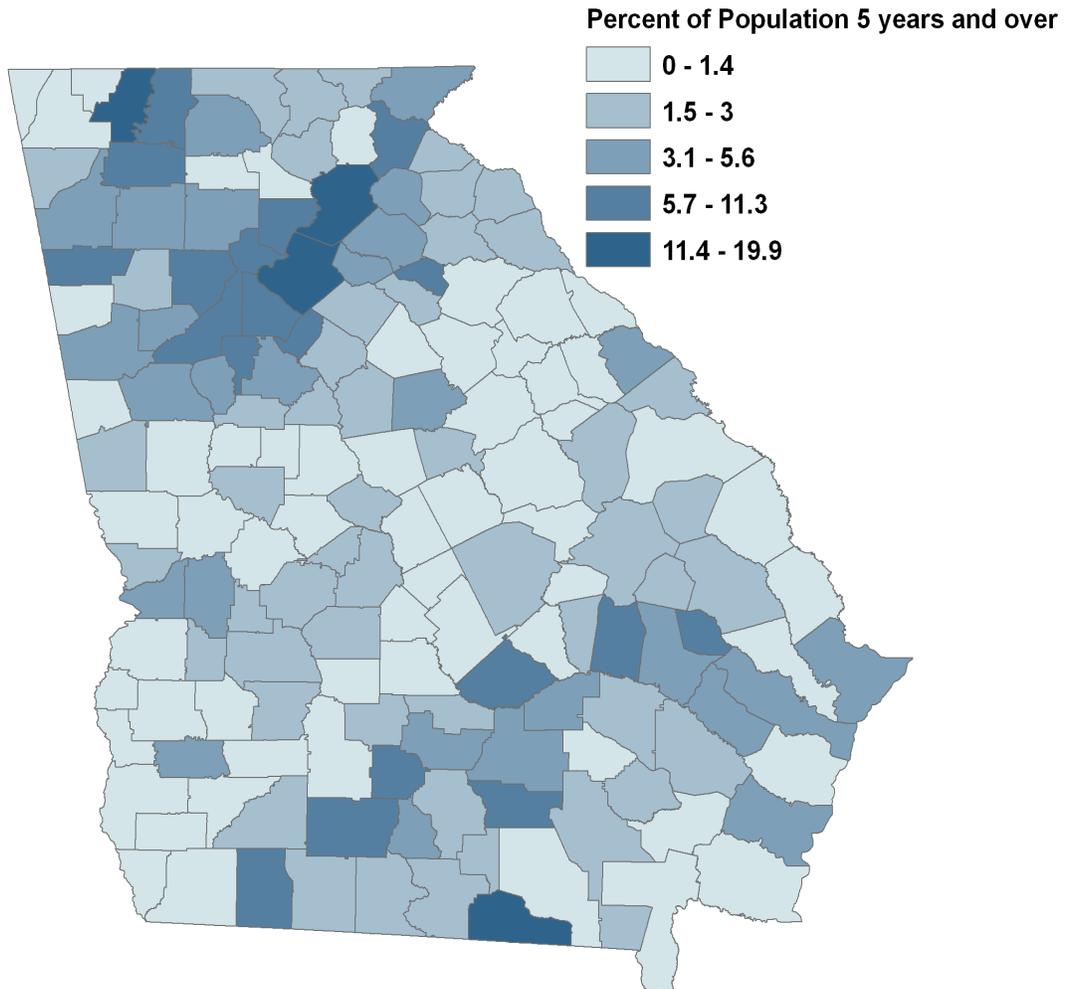
❖ The Hispanic population experienced the fast growth between 2000 and 2010, nearly doubling from 429,976 to 853,689 during that decade.

❖ Asians represented the second fastest growing group, increasing 83.6% between 2000 and 2010.

❖ The number of persons indicating that they were of 2 or more races increased from 1.2% in 2000 to 1.6% in 2010.

❖ The Native Hawaiian and other Pacific Islander population increased from 3,146 to 5,152 over the last decade.

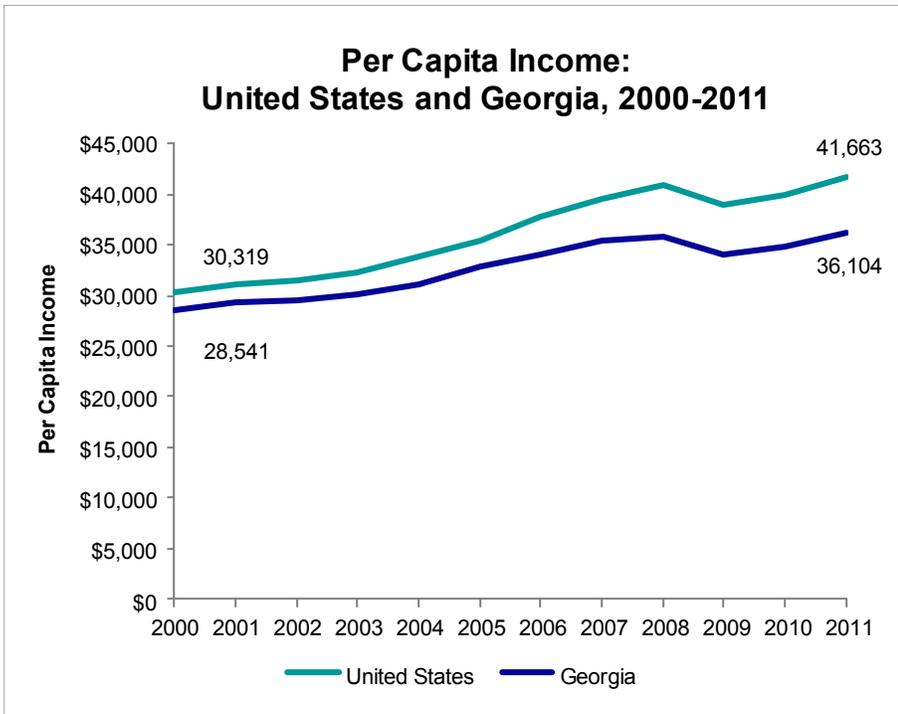
## Percentage of Population 5 Years and Over that Speak English Less Than Very Well: Georgia Counties, 2006-2010



Source: U.S. Census Bureau

- ❖ The U.S. Census Bureau's five-year American Community Survey (ACS) provides information about language spoken at home for each county in the state.
- ❖ The 2006–2010 ACS data indicates that the percentage of households with residents who speak English less than very well ranges from 4 counties with 0% to 6 counties with more than 10% of households (Echols, Whitfield, Gwinnett, Hall, Atkinson, and Clayton).
- ❖ Spanish is the primary language spoken in 4 of Georgia's counties (Atkinson, Hall, Whitfield, and Echols) with high proportions of households with residents who do not speak English well.
- ❖ Clayton and Gwinnett counties have the greatest diversity of languages spoken among their residents. While Spanish is the primary non-English language spoken, approximately one-quarter of limited English proficient residents speak an Asian language.

## Income and Gross Domestic Product



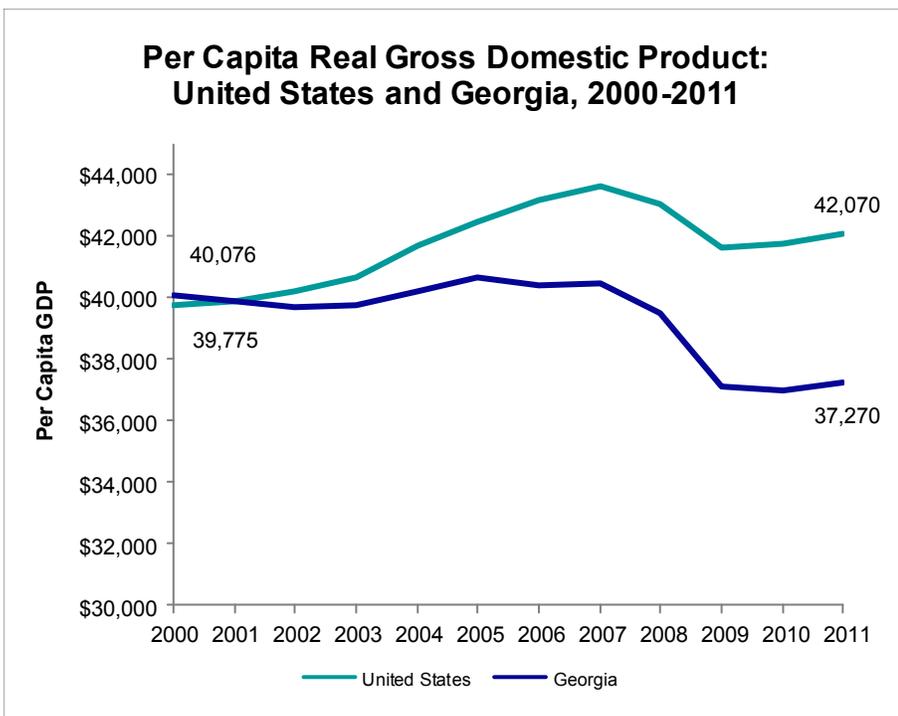
Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Accounts

❖ Per capita income in Georgia and the nation as a whole experienced a temporary decline in response to changing economic conditions during the last decade.

❖ Despite the temporary dip, Georgia experienced an overall 26.5% increase in per capita income between 2000 and 2011, from \$28,541 to \$36,104. Nationally, income increased at a faster pace during this period (37.4%).

❖ Although Georgia's per capita income lags behind the national average, the state has the 14<sup>th</sup> lowest cost of living among the 50 states.

❖ Income among Georgia's counties varies considerably, from \$23,887 in Hancock County to \$81,629 in Forsyth County. Forsyth and Fayette counties rank among the top 50 highest income counties in the country.



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Accounts

❖ Per capita gross domestic product (GDP) is the total value of goods and services produced by a state per resident.

❖ In 2000, Georgia's per capita real GDP (\$40,076) was very similar to the national average (\$39,775).

❖ Nationally, per capita GDP generally increased until 2007, while in Georgia GDP remained fairly stable. As a result, there was a widening gap in GDP between Georgia and the nation as a whole.

❖ GDP declined steeply between 2008 and 2009 both nationally and in Georgia, in response to the economic recession, followed by a period of stabilization.

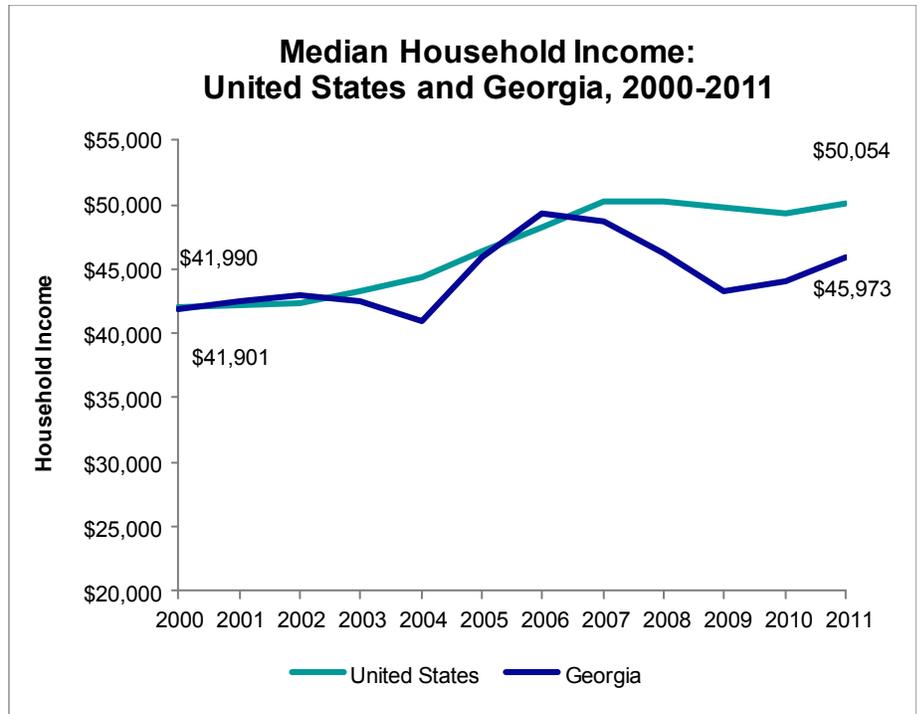
❖ The most current figures indicate Georgia (\$37,270) lagged behind the nation (\$42,070) in GDP in 2011.

## Median Household Income and Poverty Rate

❖ Median income in Georgia fluctuated considerably over the past decade, peaking mid-decade but declining during the economic downturn. There were gains, however, during 2010 and 2011.

❖ Although Georgia ranks 36<sup>th</sup> for median household income among the states, the state's median household income of \$45,973 is the highest among southeast states.

❖ More than half of Georgia's population, 53.8%, is in the prime workforce ages between 25 and 64 years old. According to the Census Bureau, among all metropolitan areas in the country, the Atlanta-Sandy Springs-Marietta metropolitan area has the second highest percent of young workforce-aged adults between 35 to 44 years old.



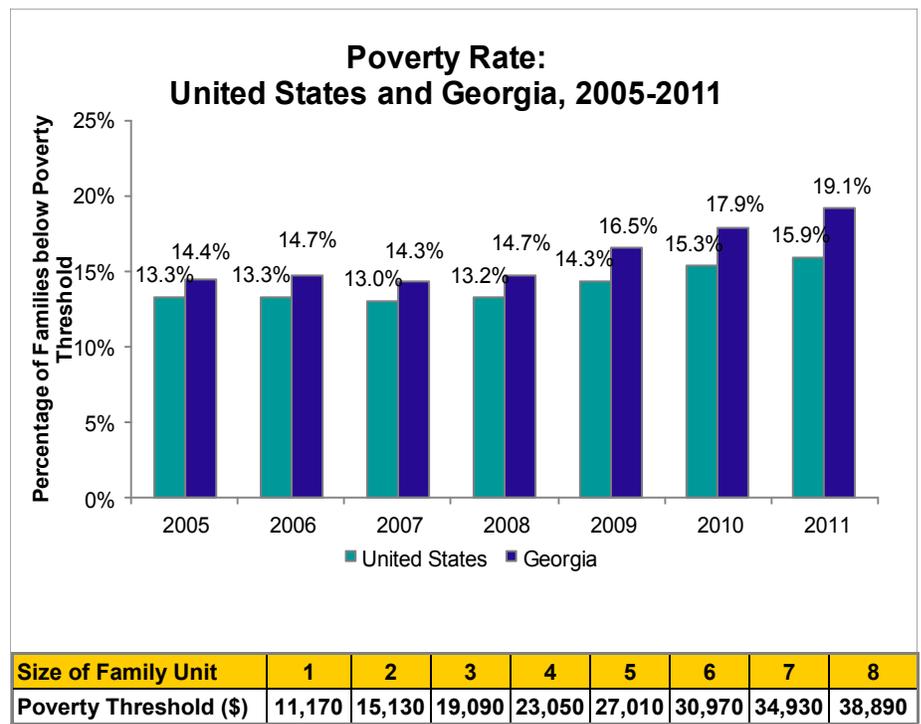
Source: U.S. Census Bureau

❖ The poverty rate measures the percentage of people in families with income below the thresholds specified by the federal government. The thresholds vary by family size.

❖ Georgia's poverty rate, 19.1% in 2011, ranked 5<sup>th</sup> highest among the 50 states, and higher than the national rate of 15.9%.

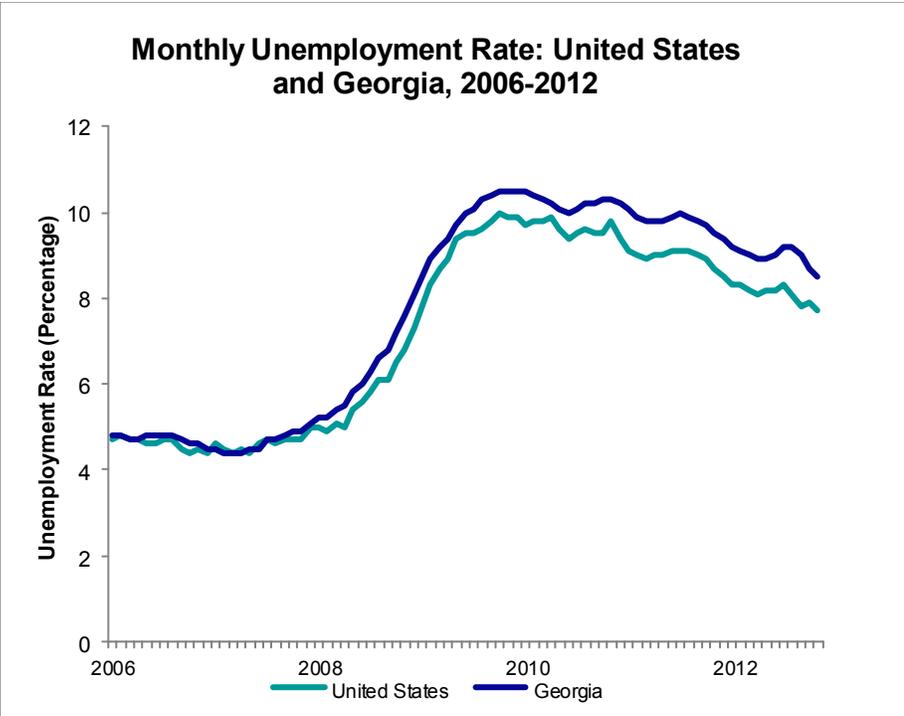
❖ The poverty rate has increased both nationally and in Georgia since the mid-2000s. In Georgia, the poverty rate increased from 14.4% in 2005 to 19.1% in 2011.

❖ 11 of Georgia's 159 counties had poverty rates above 30% in 2010: Stewart, Calhoun, Atkinson, Clay, Dougherty, Bulloch, Clarke, Wheeler, Hancock, Burke, and Telfair.



Source: U.S. Census Bureau, and U.S. Department of Health and Human Services

# Unemployment Rate and TANF

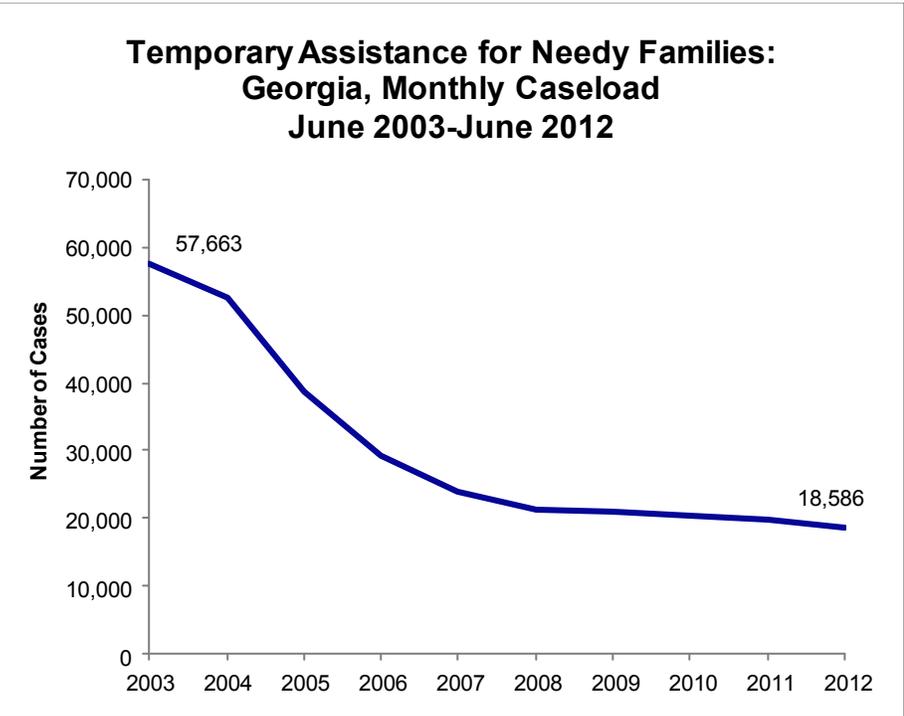


Source: Bureau of Labor Statistics, State and Local Unemployment

❖ During the early part of the last decade, Georgia's unemployment rate was below the national average. However, since August 2007, the state's unemployment rate has exceeded the national average every month.

❖ According to the U.S. Bureau of Labor Statistics, Georgia's unemployment rate peaked in late 2009 at 10.5%, but has since decreased and was 8.5% in November 2012.

❖ Annual unemployment rates vary considerably at the local level. Two of Georgia's counties registered average annual unemployment rates below 7% in 2011: Oconee and Miller. Five counties had rates exceeding 15% during that same year: Telfair, Warren, Chattahoochee, Jenkins, and Hancock.



Source: Georgia Department of Human Services, Division of Family and Children's Services

❖ Temporary Assistance for Needy Families (TANF) is a monthly cash and work opportunities assistance program for low income families and children under the age of 18.

❖ The TANF program has four purposes:

- Assist needy families so children can be cared for in their home.
- Reduce dependency of needy parents by promoting job preparation, work and marriage.
- Prevent out-of-wedlock pregnancies.
- Encourage the formation and maintenance of two-parent families.

❖ The number of TANF cases decreased 67% from 57,663 in June 2003 to 18,586 in June 2012.

❖ At \$280, Georgia's monthly TANF benefit ranked 8<sup>th</sup> lowest among the states for a single parent family of three in July 2011.

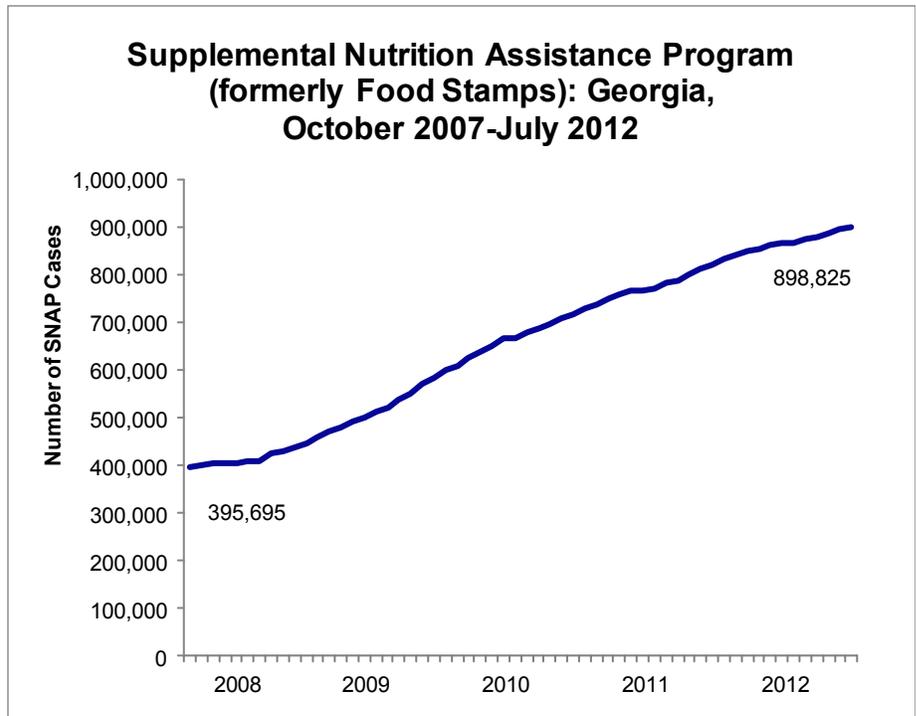
# SNAP and Homeownership

❖ The Supplemental Nutrition Assistance Program (SNAP) provides food and nutrition assistance to eligible families. SNAP cases can include one person or entire families.

❖ Between October 2007 and July 2012, the number of SNAP cases increased by 127% in Georgia with an average monthly caseload of 860,000 in FY 2011.

❖ Georgia ranked 10<sup>th</sup> among the states in the increase in average monthly household food stamp participation between 2007 and 2011.

❖ According to the Department of Human Services, the average amount a family received in SNAP assistance in FY 2011 was \$305 per month. Households are eligible if total resources, such as checking accounts, savings accounts, and savings bonds are less than \$2,000.



Source: Georgia Department of Human Services, Division of Family and Children's Services

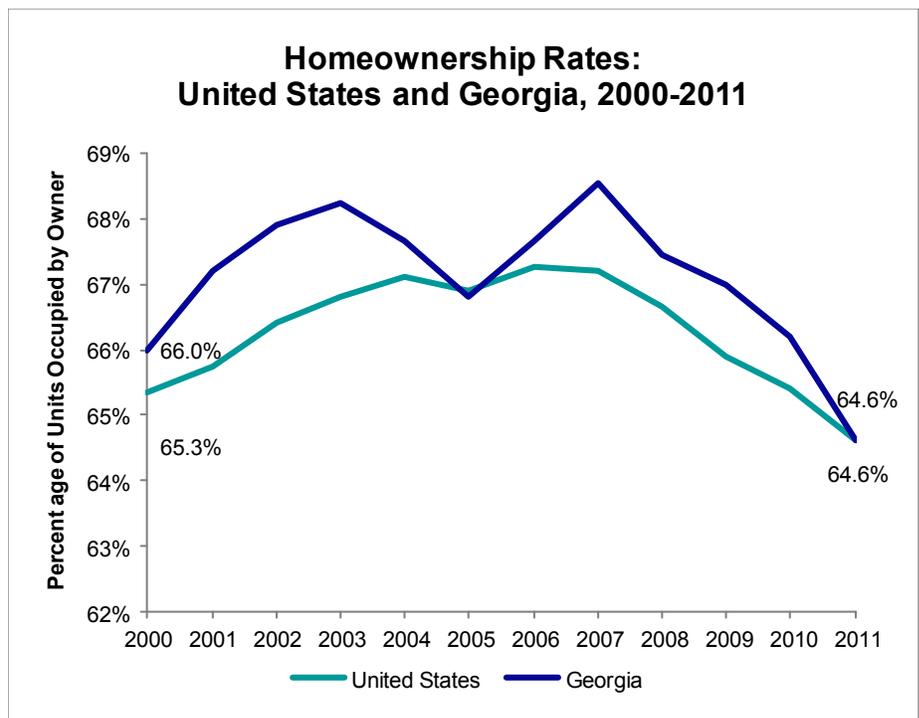
❖ Homeownership rates are the number of owner-occupied housing units divided by the total occupied housing units.

❖ Georgia's homeownership rate has fluctuated over the past decade, from a high of 68.5% in 2007 to a low of 64.6% in 2011. The recent decline in homeownership rates began in 2006 nationally and in 2007 in Georgia.

❖ Homeownership rates in Georgia were slightly higher than the national rate in all but one year during the period between 2000 and 2011.

❖ Atlanta-Sandy Springs-Marietta had the 19<sup>th</sup> highest foreclosure rate among metropolitan areas in August 2012, however, foreclosures were down 22.3% compared to a year earlier.

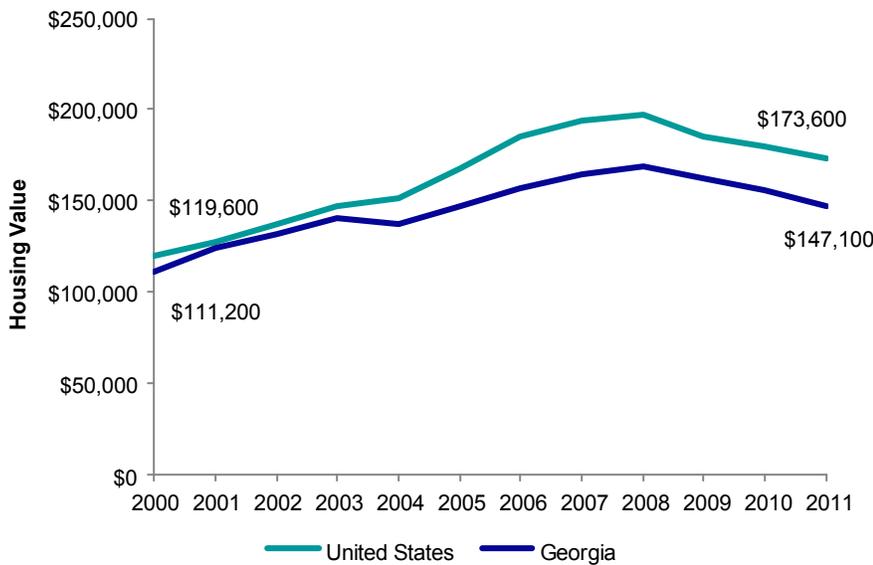
❖ New single unit residential construction in Georgia fluctuated greatly over the past decade, ranging more than 94,000 units in 2005 to less than 14,000 in 2011.



Source: US Census Bureau, American Community Survey

# Housing Values and Employment by Industry

**Median Housing Values:  
United States and Georgia, 2000-2011**



Source: US Census Bureau, American Community Survey

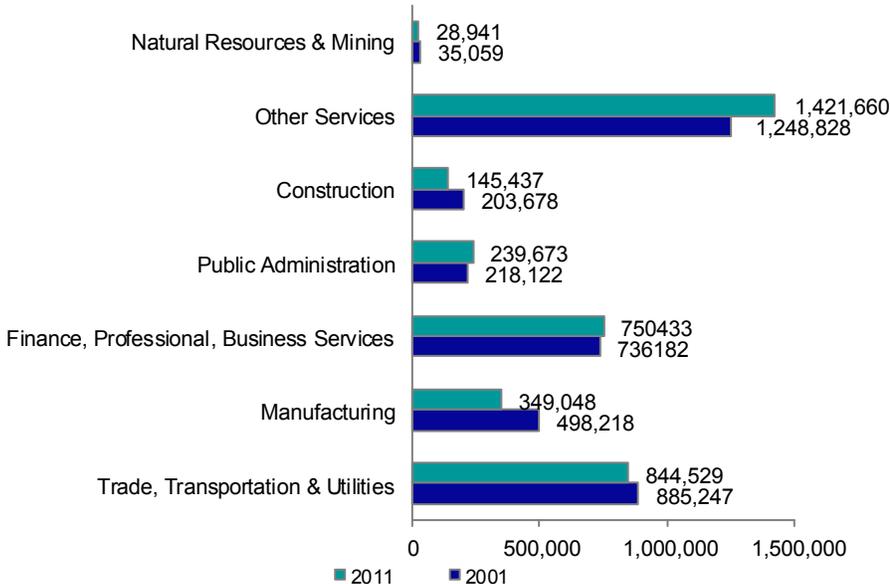
❖ Median housing values peaked nationally and in Georgia in 2008 but have declined each year since that time.

❖ Median housing values in Georgia were slightly below national levels, during the last decade, but the gap widened during the middle part of the past decade.

❖ Median rent in Georgia's 35 most populous counties ranged from \$416 per month in Walker County to \$908 in Forsyth County in 2011 according to the Census Bureau.

❖ Georgia has the 6<sup>th</sup> highest foreclosure rate in the nation, which has resulted in declining housing values. As of August 2012, there were 9,478 foreclosure filings in Georgia, representing 1 in every 431 housing units. The August figure, however, represents a decline in filings statewide, compared to June 2010 when there were 12,037 filings.

**Employment by Major Industry:  
Georgia, 2001 and 2011**



Source: Bureau of Labor Statistics

❖ Overall employment in Georgia declined 2.1% between 2001 and 2011.

❖ The recession and housing foreclosures have impacted the construction industry, which lost more than 58,000 jobs between 2001 and 2011.

❖ Employment in the manufacturing industry decreased by 28.6% between 2001 to 2011.

❖ In contrast to construction and manufacturing, the finance, professional and business services sector remained relatively stable during the period between 2001 and 2011, increasing by 1.9%.

❖ Georgia's service sector, which includes the industries of leisure and hospitality, information, education and health, gained 172,832 jobs over the past decade, posting a 13.8% increase.

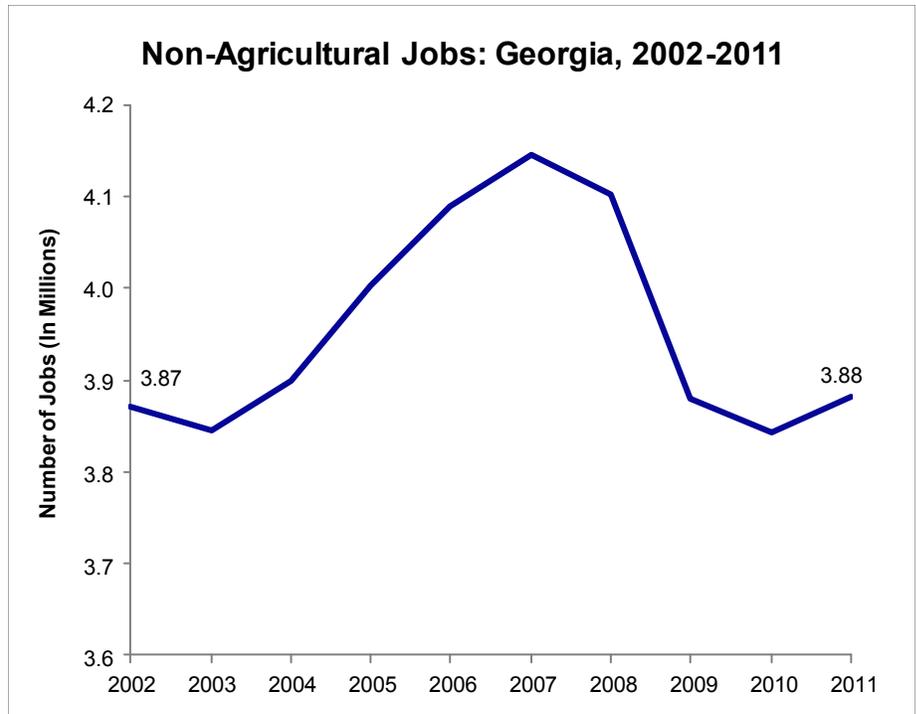
## Jobs and Agricultural Production

❖ The Bureau of Labor Statistics tracks the number of jobs covered by the Unemployment Insurance Tax Program, which excludes farm employment.

❖ The number of non-agricultural jobs peaked in Georgia at 4.1 million in 2007. As economic conditions worsened, the number jobs in Georgia declined to 3.84 million in 2010. There was a small recovery in 2011, with the number of jobs increasing to 3.88 million.

❖ Small business contributes 1 out of 5 jobs to the U.S. economy. The Department of Community Affairs State Small Business Credit Initiative encourages small business through lending programs, a loan participation program for underserved markets, a hybrid loan guarantee/risk reserve pool program, and a portfolio insurance program.

❖ Georgia was ranked by Forbes Magazine as the 8<sup>th</sup> best state for business climate in 2012 because of the state's regulatory environment, labor supply and growth prospects.



Source: U.S. Department of Labor, Bureau of Labor Statistics

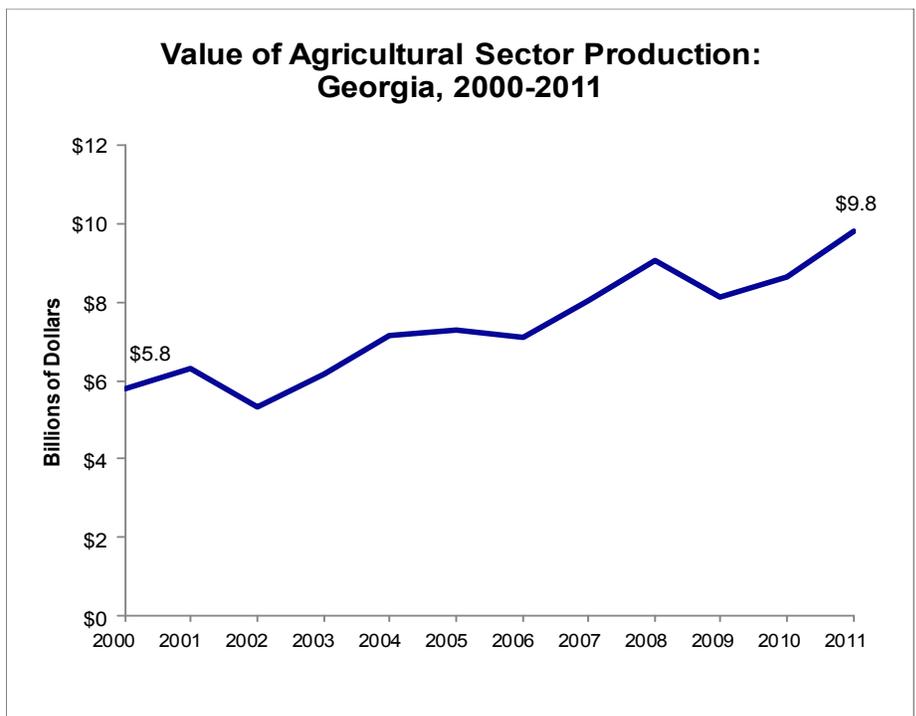
❖ Value of agricultural sector production is the gross value of the commodities and services produced. Overall, Georgia's agricultural value increased from \$5.8 billion to \$9.8 billion between 2000 and 2011.

❖ Georgia's top five agricultural commodities in 2011 were:

- Broilers,
- Cotton,
- Chicken Eggs,
- Peanuts, and
- Greenhouse/Nursery.

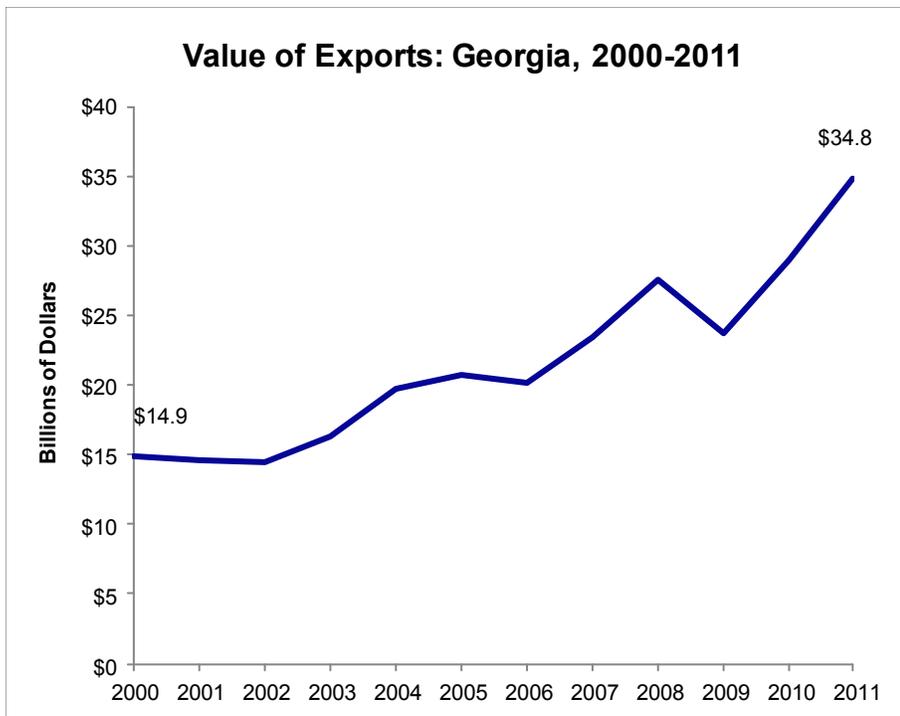
❖ Georgia also leads the nation in pecan production. Albany is known as the "pecan capital of the world".

❖ Net farm income in Georgia increased between 2000 and 2011, from \$2.1 billion to \$2.5 billion according to the US Department of Agriculture.



Source: Economic Research Service, U.S. Department of Agriculture

## Exports and Tourism



Source: U.S. Department of Commerce, Trade Statistics Express

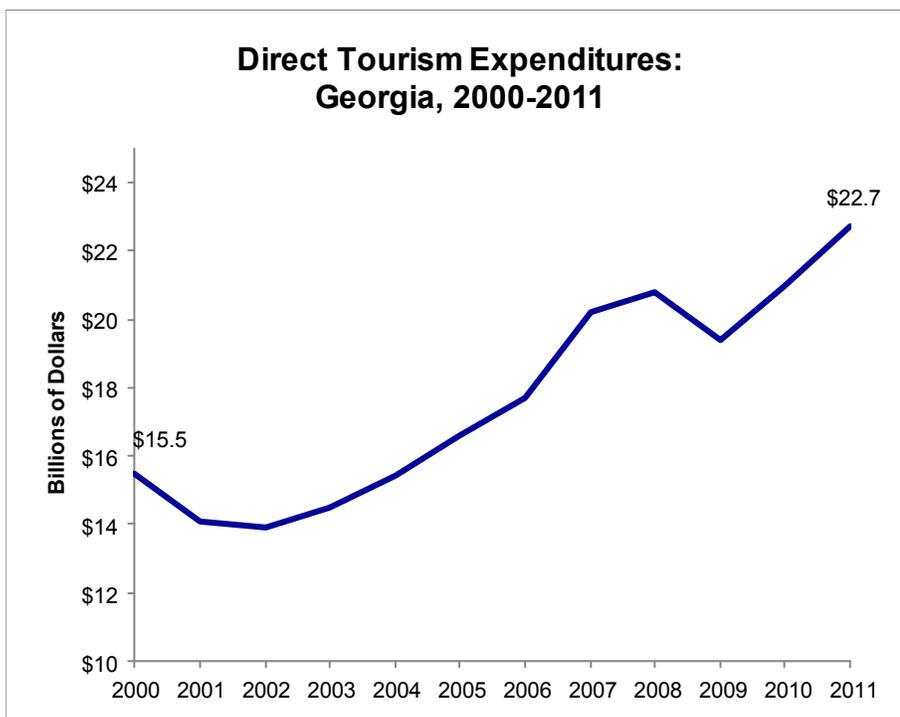
❖ The value of Georgia's exports more than doubled between 2000 and 2011 from \$14.9 billion to \$34.8 billion.

❖ Georgia's top 5 exports in 2011:

- Transportation equipment,
- Machinery (except electrical),
- Chemicals,
- Paper, and
- Computers and electronic products.

❖ Georgia's top trade partners are Canada, China, Mexico, Singapore, Japan, Germany, and Brazil, exporting more than \$1 billion worth of products to each of these countries.

❖ Georgia exported to 221 destinations in 2011 and is ranked 12<sup>th</sup> in the nation in terms of export value.



Source: The Travel Industry Association

❖ Georgia cultivates strong tourism through convention and conference business, coastal tourism, and the world's busiest airport.

❖ Despite a dip in tourism expenditures in 2009, direct tourism expenditures in Georgia increased 46.5% between 2000 and 2011.

❖ Tourism generated more than \$1.7 billion in tax revenue for state and local governments in 2011.

❖ According to the Georgia Department of Economic Development, travel industry spending directly supported 238,400 of the state's jobs in 2011.

❖ In 2011, \$7.3 billion in wages and salaries were generated in Georgia from the travel industry. Domestic travelers accounted for \$20.5 billion in spending, and international travelers generated \$2.2 billion the same year.

# Energy Consumption and Clean Water

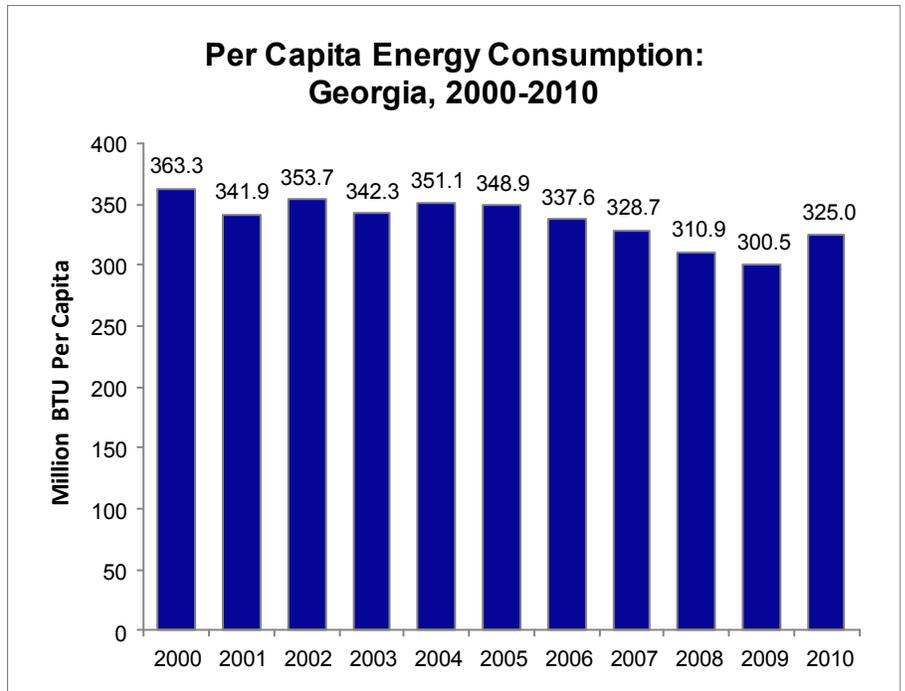
❖ Four main fuel types contribute to Georgia's total energy consumption: coal, petroleum, natural gas and electricity fuels such as nuclear, hydropower and wood.

❖ The average amount of energy consumed by each Georgian decreased by 10.6% between 2000 to 2010.

❖ Georgia ranked 24<sup>th</sup> among the 50 states for per capita total energy consumption in 2010.

❖ Georgia is a leading state in the production of lumber and pulpwood, which contribute feedstock for biomass electricity generation. In 2011, Georgia ranked 3<sup>rd</sup> in the nation in net electricity generation from biomass.

❖ Between 2006 and 2010, Georgia's electric power generation from renewable sources increased by 8.6%.



Source: Energy Information Administration and Bureau of Economic Analysis

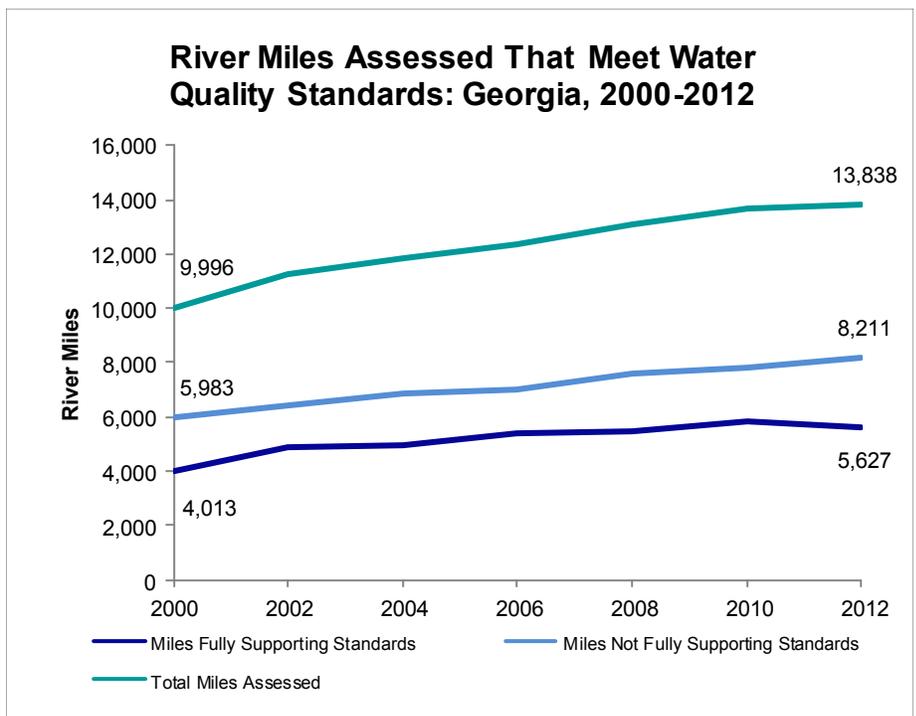
❖ Pollutants that cause water quality standard violations can pose risks to human health, impact fish and wildlife populations and decrease the recreational quality of these waters.

❖ Total number of river miles in Georgia is 70,150 miles.

❖ The total number of river miles assessed in Georgia increased 38% between 2000 and 2012, from 9,996 to 13,838.

❖ The proportion of river miles assessed that met standards remained stable at 40.2% in 2000 and 40.7% in 2012.

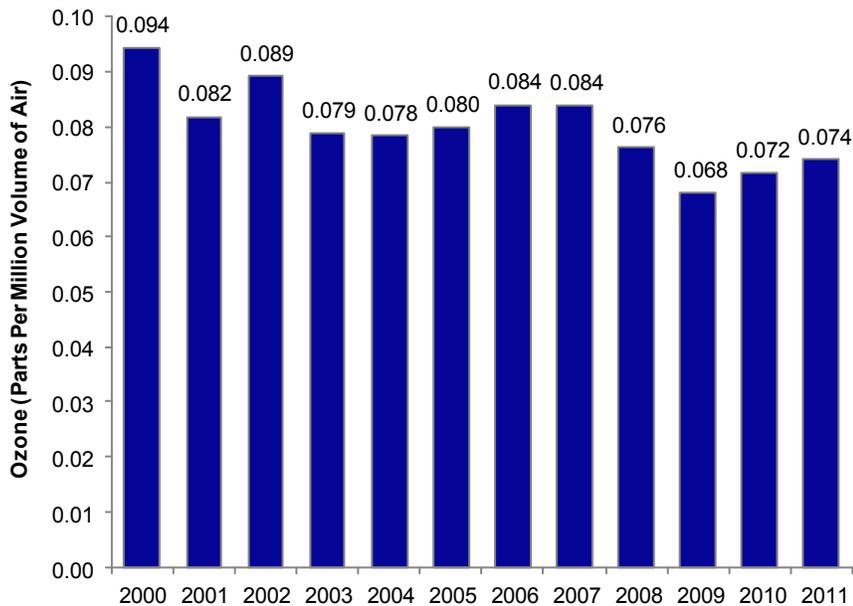
*Note:* Water quality standards define the goals for a water body by designating its uses and setting criteria to protect those uses, including limits that define acceptable amounts of specific pollutants.



Source: Georgia Department of Natural Resources, Environmental Protection Division

# Air Quality

### Ozone Levels: Georgia, 2000-2011



❖ Despite fluctuations over the past decade, ozone levels have decreased from 0.094 parts per million of volume of air in 2000 to 0.074 in 2011.

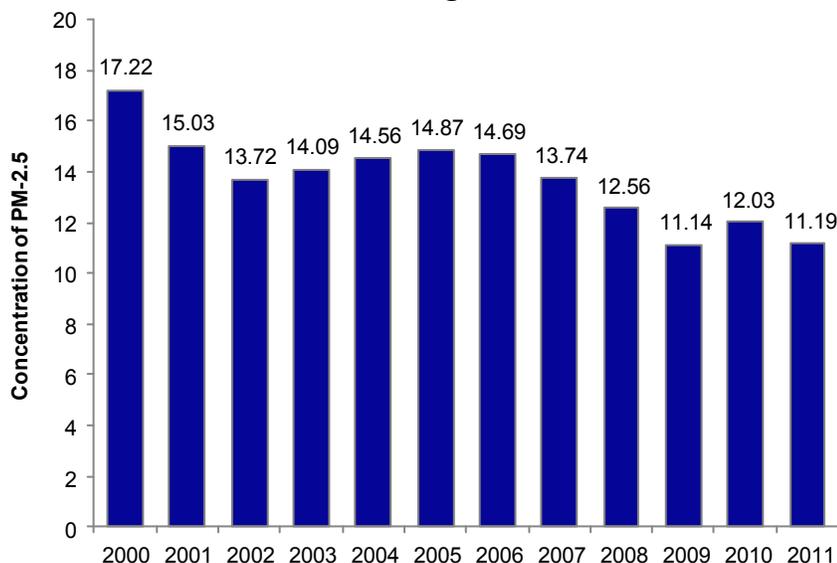
❖ The number of days the Air Quality Index exceeded 100 in the Atlanta metropolitan area has also fluctuated over the past decade, from a high of 81 in 2000 to a low of 15 in 2009.

❖ The Clean Air Campaign in Georgia estimates that by using commute alternatives, Georgians reduce the amount of pollutants released into the air by 1,800 pounds per day. Commute alternatives include vanpools, carpools, teleworking and public transit.

❖ The Georgia Clean Air Campaign offers financial incentives to Georgians who use commute alternatives, including commuter cash and prizes as well as carpool rewards.

Source: Georgia Department of Natural Resources, Environmental Protection Division, Ambient Monitoring Program

### Particulate Matter (PM-2.5) Concentration Levels: Georgia, 2000-2011



❖ Particulate Matter 2.5 (PM-2.5) is a mixture of solid particles and liquid droplets found in the air. Fine particles can be emitted directly from smoke or formed in the atmosphere from emissions from sources such as power plants, industrial, and mobile sources. Fine particulate matter is less than 2.5 microns in diameter.

❖ Portions of Georgia, including Macon, Atlanta and Rome, have been in "non-attainment status" for PM-2.5. Non-Attainment occurs when the area in question does not meet the air quality standard set by the U.S. Environmental Protection Agency.

❖ PM-2.5 concentrations declined in Georgia by 35% between 2000 and 2011, from 17.22 to 11.19.

Source: Georgia Department of Natural Resources, Environmental Protection Division, Ambient Monitoring Program