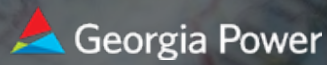




12 Georgia Counties

Georgia Power



75 Fifth Street NW Suite 175
Atlanta, Georgia 30308

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Report Parameters

12 Counties

13011	Banks County, GA	13135	Gwinnett County, GA
13013	Barrow County, GA	13139	Hall County, GA
13059	Clarke County, GA	13157	Jackson County, GA
13117	Forsyth County, GA	13195	Madison County, GA
13119	Franklin County, GA	<i>See Appendix A for all 12 Counties</i>	

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

1,993,349

Population (2022)

Population **grew by 157,908** over the last 5 years and is projected to **grow by 160,224** over the next 5 years.

874,818

Total Regional Employment

Jobs **grew by 68,695** over the last 5 years and are projected to **grow by 92,572** over the next 5 years.

\$66.0K

Avg. Earnings Per Job (2022)

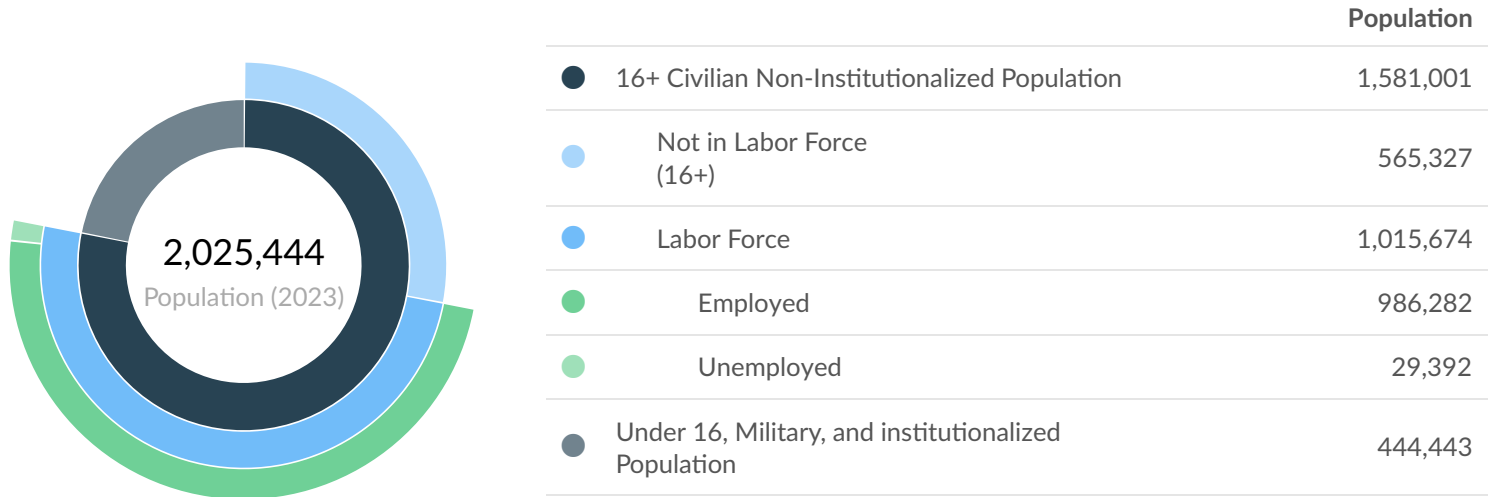
Regional average earnings per job are **\$14.9K below** the national average earnings of \$80.9K per job.

Takeaways

- As of 2022 the region's population **increased by 8.6%** since 2017, growing by 157,908. Population is expected to **increase by 8.0%** between 2022 and 2027, adding 160,224.
- From 2017 to 2022, jobs **increased by 8.5%** in 12 Georgia Counties from 806,123 to **874,818**. This change **outpaced the national growth rate of 3.4% by 5.1%**. As the number of jobs increased, the **labor force participation rate decreased from 66.6% to 64.5% between 2017 and 2022**.
- Concerning educational attainment, **23.4% of the selected regions' residents possess a Bachelor's Degree** (2.6% above the national average), and **8.4% hold an Associate's Degree** (0.4% below the national average).
- The top three industries in 2022 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Services to Buildings and Dwellings.

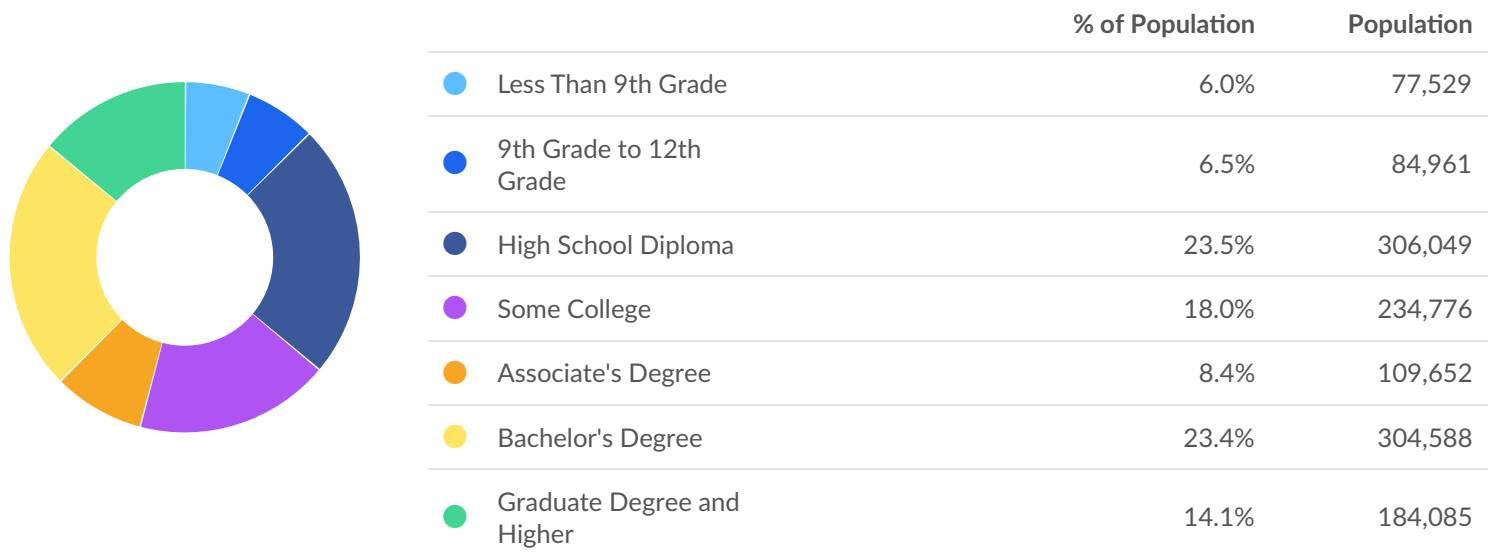
	Population (2023)	Labor Force (Mar 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	2,025,444	1,015,674	874,818	96.5	\$114.41B	\$111.46B	\$94.18B
State	11,002,337	5,323,378	5,301,496	93.4	\$738.42B	\$569.27B	\$718.57B

Mar 2023 Labor Force Breakdown



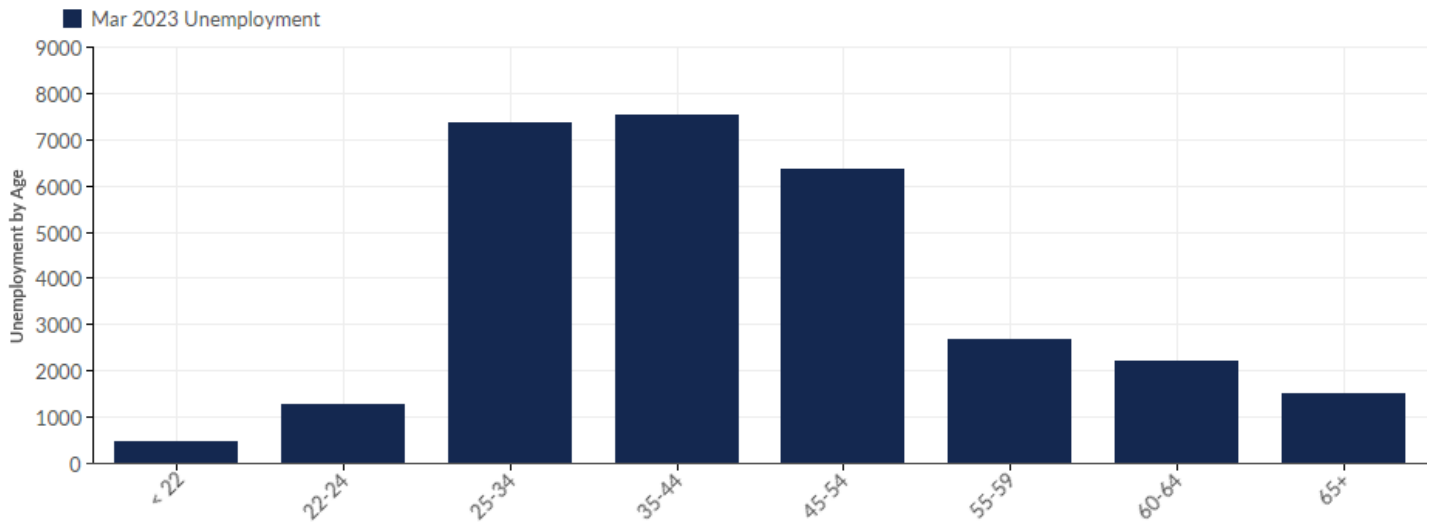
Educational Attainment

Concerning educational attainment, **23.4% of the selected regions' residents possess a Bachelor's Degree** (2.6% above the national average), and **8.4% hold an Associate's Degree** (0.4% below the national average).



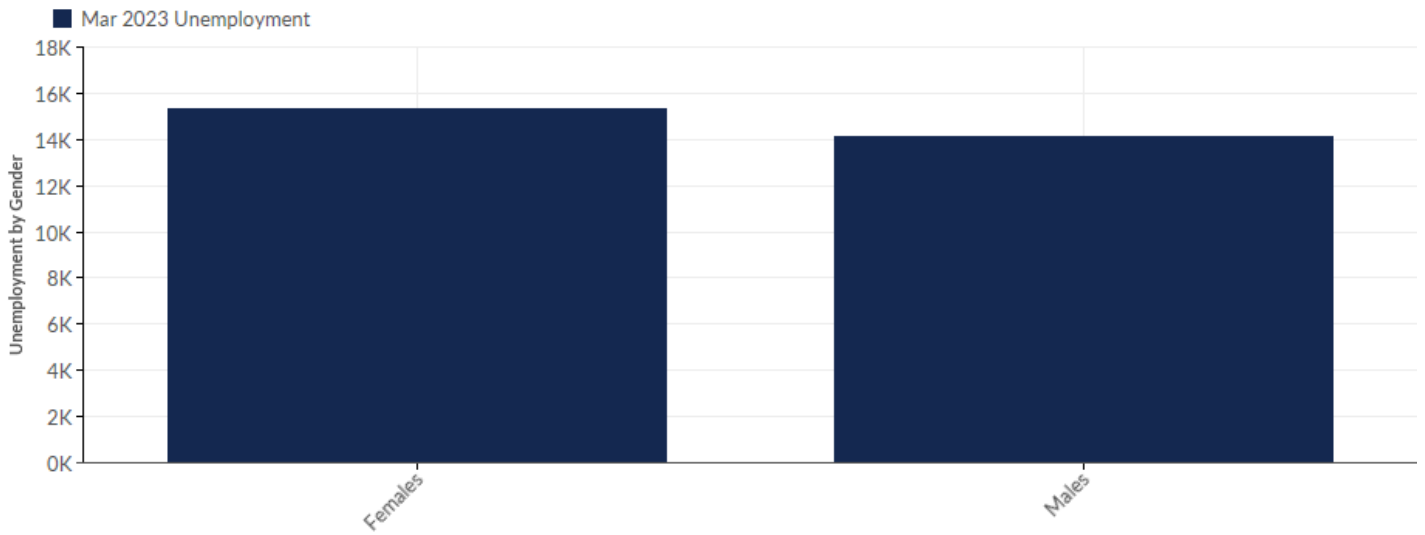
Unemployment by Demographics

Unemployment by Age



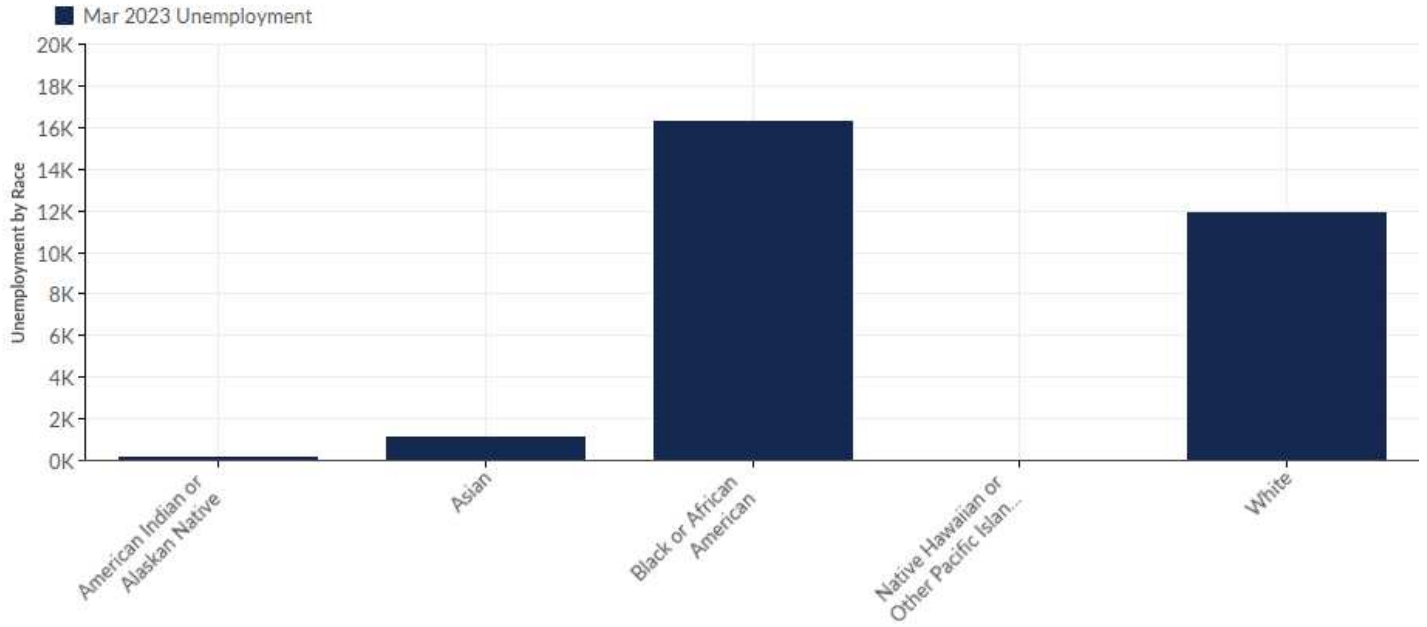
Age	Unemployment (Mar 2023)	% of Unemployed
< 22	480	1.63%
22-24	1,268	4.31%
25-34	7,366	25.06%
35-44	7,535	25.64%
45-54	6,356	21.62%
55-59	2,662	9.06%
60-64	2,220	7.55%
65+	1,505	5.12%
Total	29,392	100.00%

Unemployment by Gender



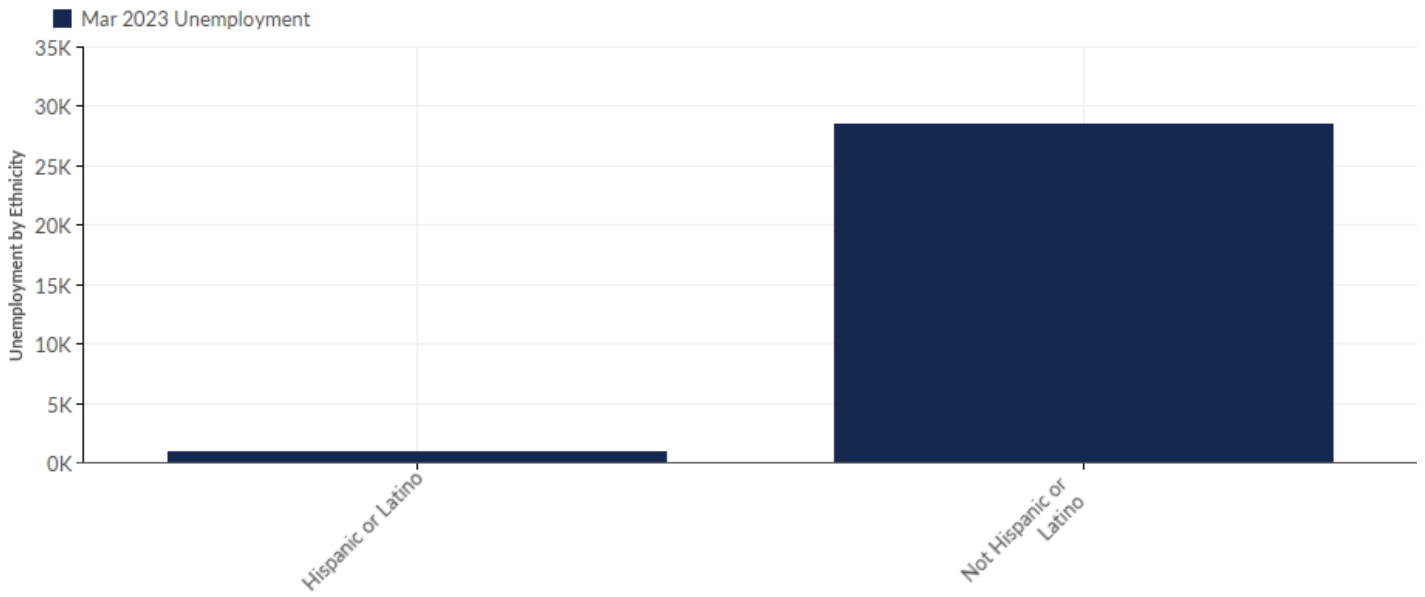
Gender	Unemployment (Mar 2023)	% of Unemployed
Females	15,298	52.05%
Males	14,094	47.95%
Total	29,392	100.00%

Unemployment by Race



Race	Unemployment (Mar 2023)	% of Unemployed
American Indian or Alaskan Native	128	0.44%
Asian	1,084	3.69%
Black or African American	16,289	55.42%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	11,891	40.46%
Total	29,392	100.00%

Unemployment by Ethnicity

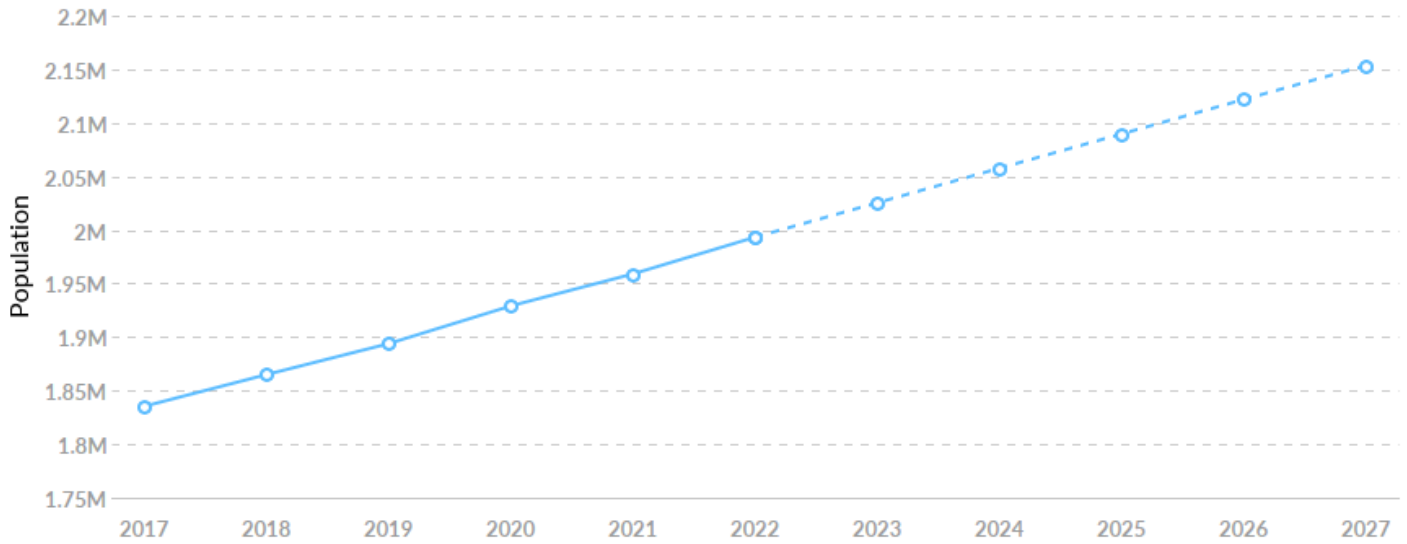


Ethnicity	Unemployment (Mar 2023)	% of Unemployed
Hispanic or Latino	888	3.02%
Not Hispanic or Latino	28,504	96.98%
Total	29,392	100.00%

Historic & Projected Trends

Population Trends

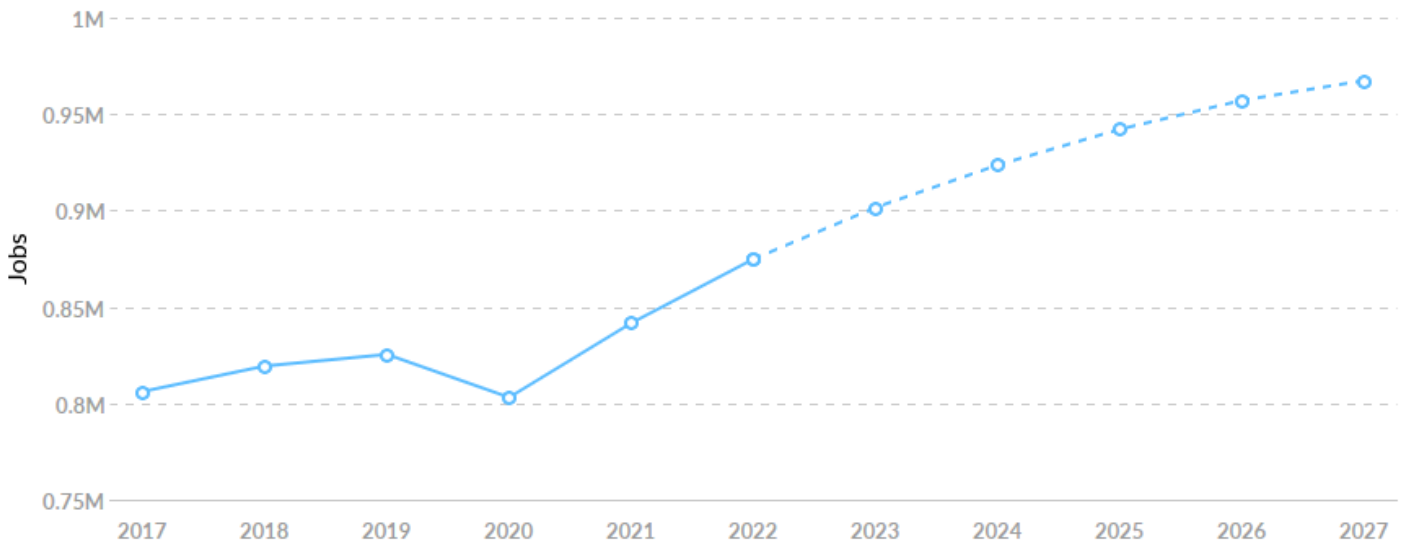
As of 2022 the region's population increased by 8.6% since 2017, growing by 157,908. Population is expected to increase by 8.0% between 2022 and 2027, adding 160,224.



Timeframe	Population
2017	1,835,441
2018	1,865,023
2019	1,893,925
2020	1,929,122
2021	1,959,024
2022	1,993,349
2023	2,025,444
2024	2,057,674
2025	2,089,685
2026	2,121,894
2027	2,153,573

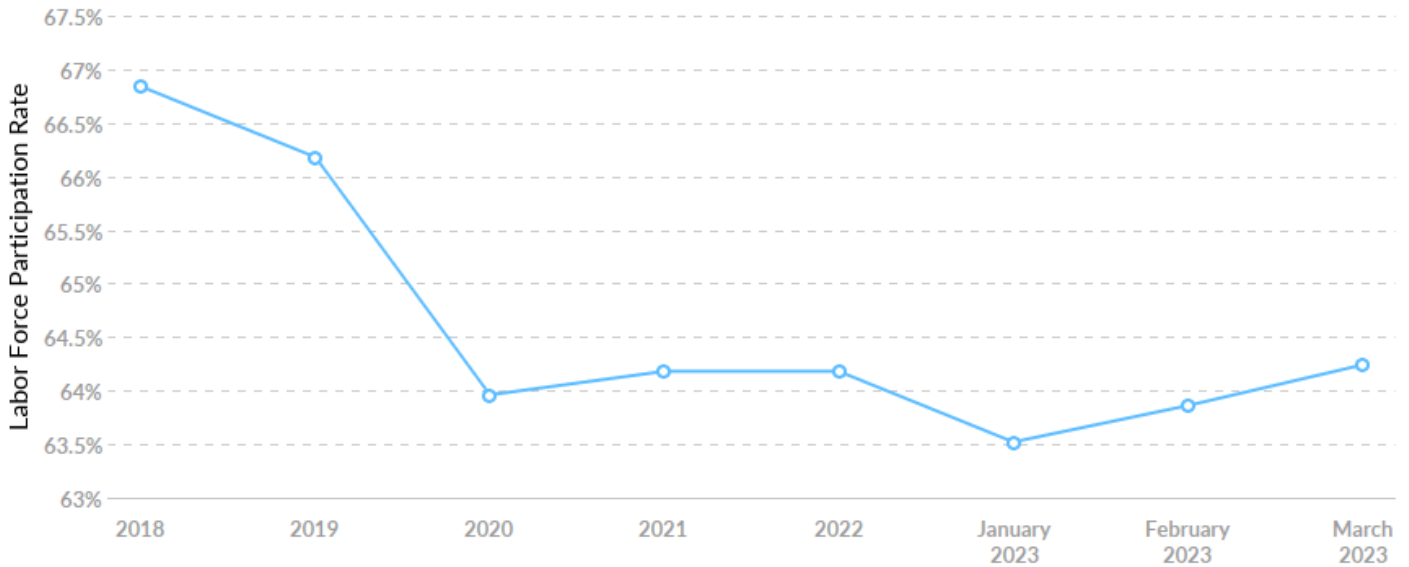
Job Trends

From 2017 to 2022, jobs increased by 8.5% in 12 Georgia Counties from 806,123 to **874,818**. This change **outpaced the national growth rate of 3.4% by 5.1%**.



Timeframe	Jobs
2017	806,123
2018	819,329
2019	825,353
2020	803,073
2021	841,646
2022	874,818
2023	901,597
2024	923,576
2025	942,165
2026	957,141
2027	967,390

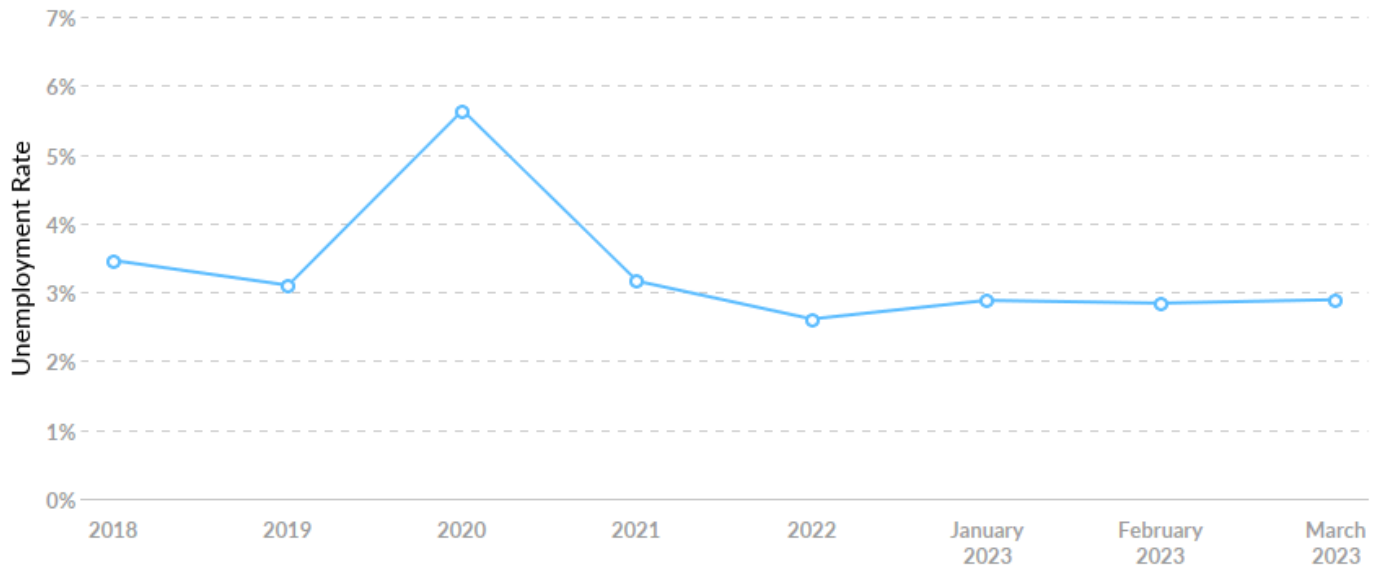
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.84%
2019	66.18%
2020	63.96%
2021	64.18%
2022	64.18%
January 2023	63.52%
February 2023	63.86%
March 2023	64.24%

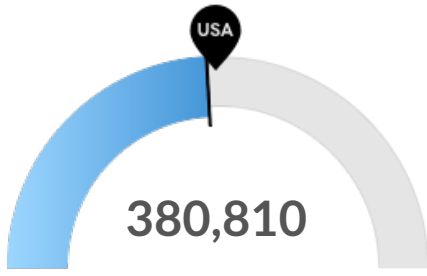
Unemployment Rate Trends

Your areas had a March 2023 unemployment rate of 2.89%, **decreasing from 3.46%** 5 years before.



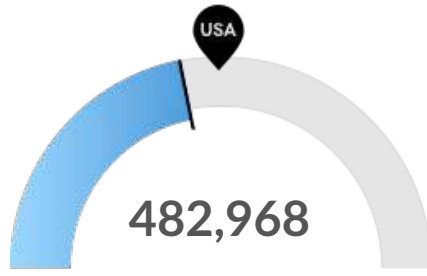
Timeframe	Unemployment Rate
2018	3.46%
2019	3.10%
2020	5.64%
2021	3.16%
2022	2.61%
January 2023	2.88%
February 2023	2.84%
March 2023	2.89%

Population Characteristics



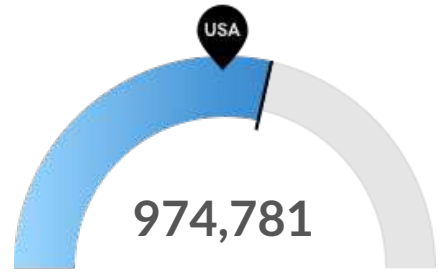
Millennials

Your area has 380,810 millennials (ages 25-39). The national average for an area this size is 400,161.



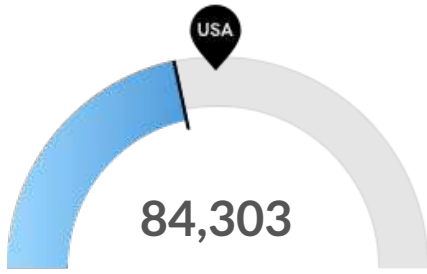
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 582,294 people 55 or older, while there are 482,968 here.



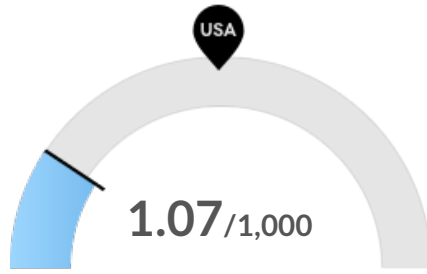
Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 797,202 racially diverse people, while there are 974,781 here.



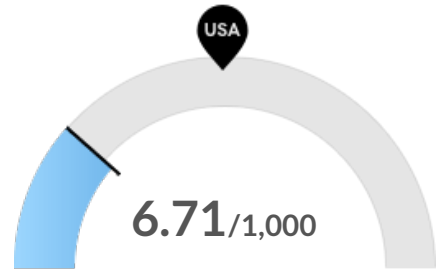
Veterans

Your area has 84,303 veterans. The national average for an area this size is 102,889.



Violent Crime

Your area has 1.07 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

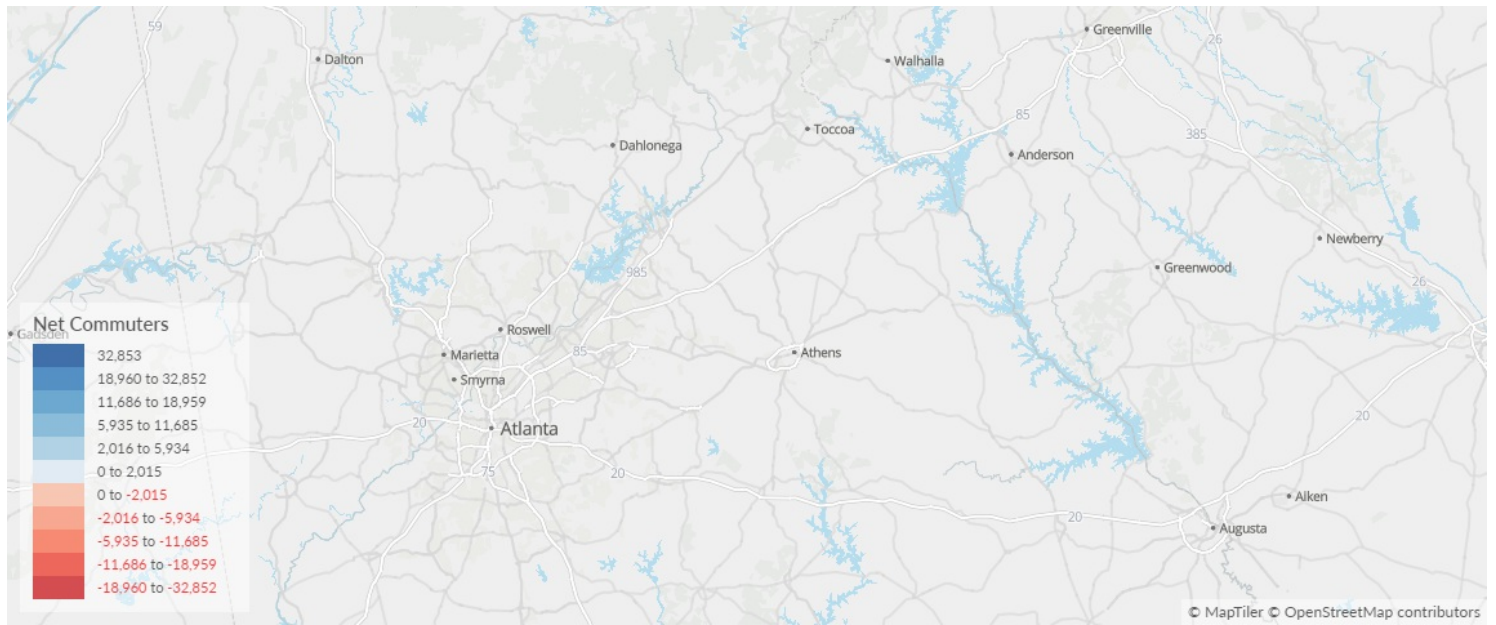


Property Crime

Your area has 6.71 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

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

ZIP	Name	2022 Employment
30096	Duluth, GA (in Gwinnett...	61,419
30024	Suwanee, GA (in Gwinn...	51,521
30501	Gainesville, GA (in Hall c...	46,598
30071	Norcross, GA (in Gwinn...	45,323
30040	Cumming, GA (in Forsyt...	44,420

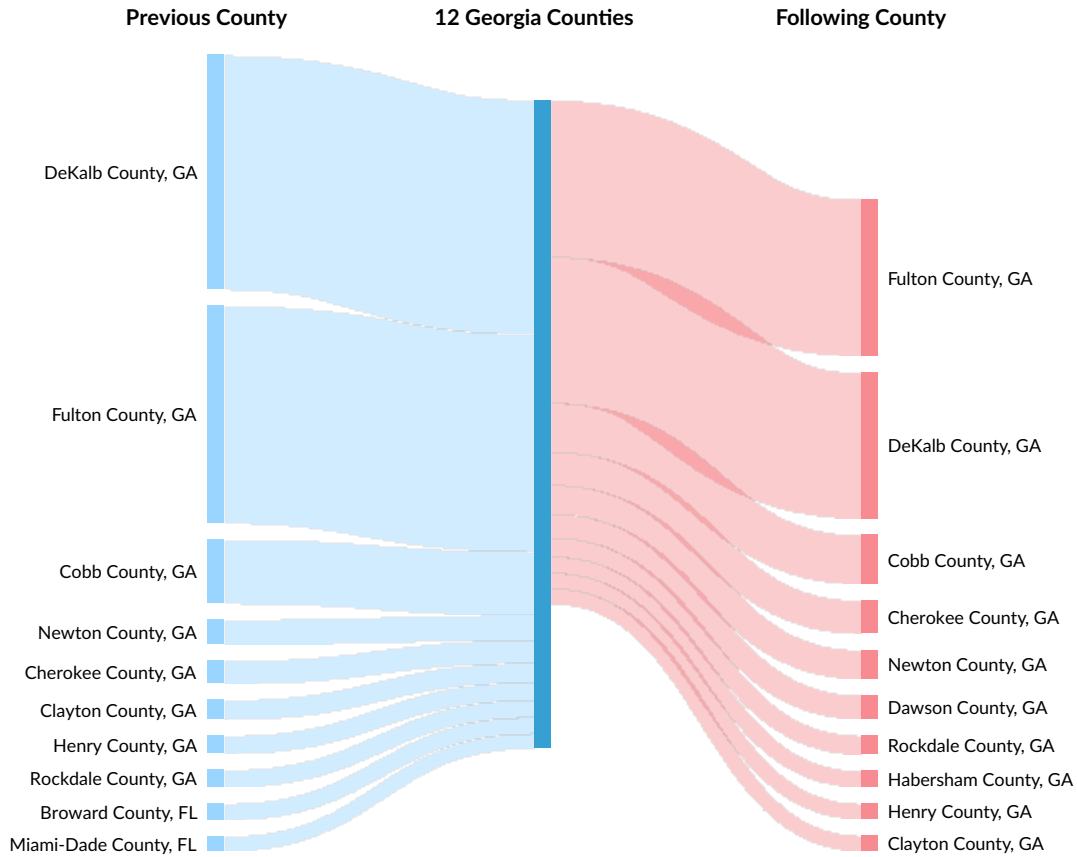
Where Talent Lives

ZIP	Name	2022 Workers
30043	Lawrenceville, GA (in G...	48,273
30040	Cumming, GA (in Forsyt...	47,292
30024	Suwanee, GA (in Gwinn...	46,733
30044	Lawrenceville, GA (in G...	42,522
30041	Cumming, GA (in Forsyt...	41,746

Inbound and Outbound Migration

The table below analyzes past and current residents of 12 Georgia Counties. The left column shows residents of other counties migrating to 12 Georgia Counties. The right column shows residents migrating from 12 Georgia Counties to other counties.

As of 2020, 13,104 people have migrated from DeKalb County, GA to 12 Georgia Counties. In the same year, 8,775 people left 12 Georgia Counties migrating to Fulton County, GA. The total Net Migration for 12 Georgia Counties in 2020 was 13,383.

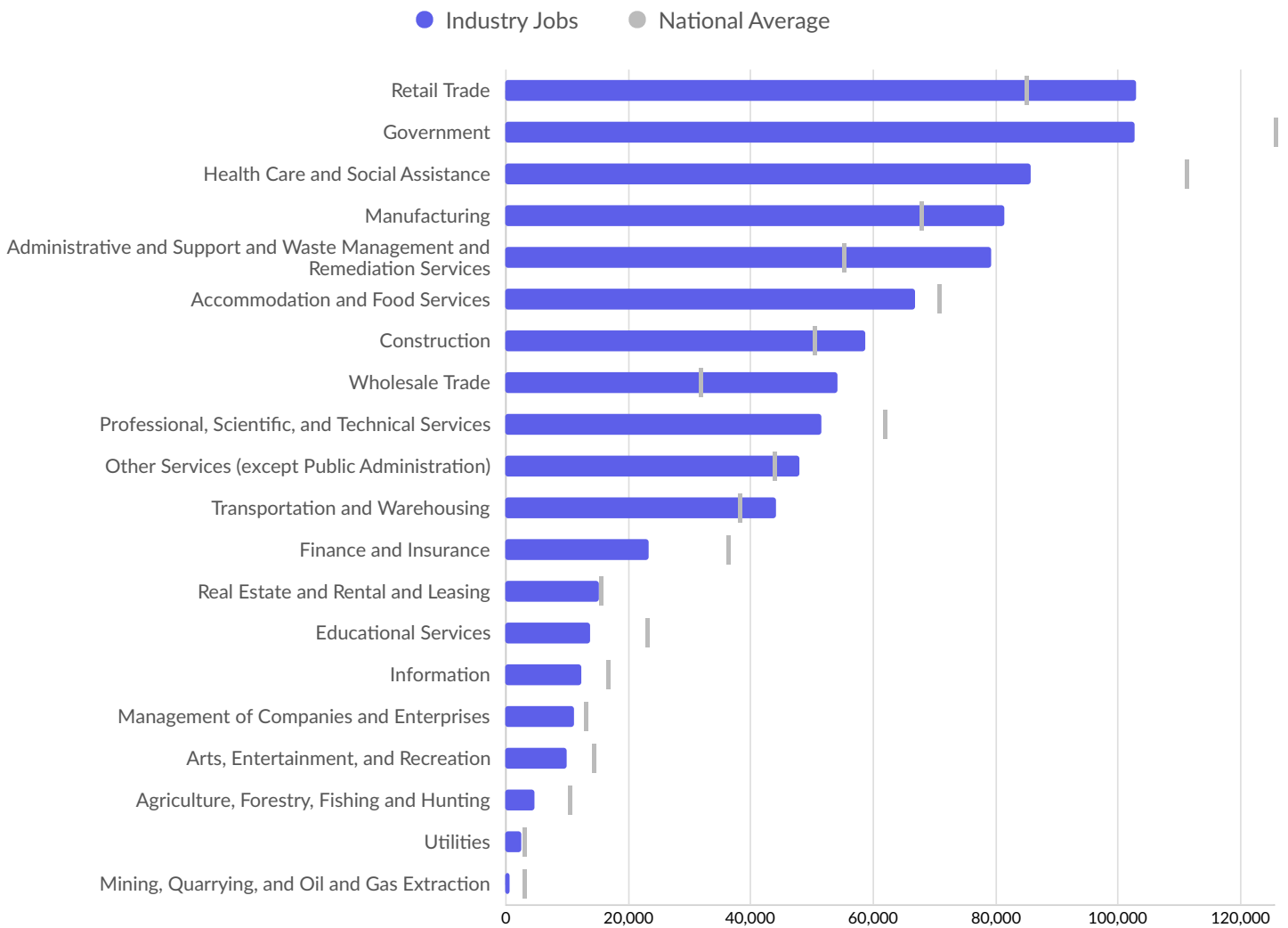


Top Previous Counties	Migrations
DeKalb County, GA	13,104
Fulton County, GA	12,167
Cobb County, GA	3,567
Newton County, GA	1,389
Cherokee County, GA	1,281
Clayton County, GA	1,073

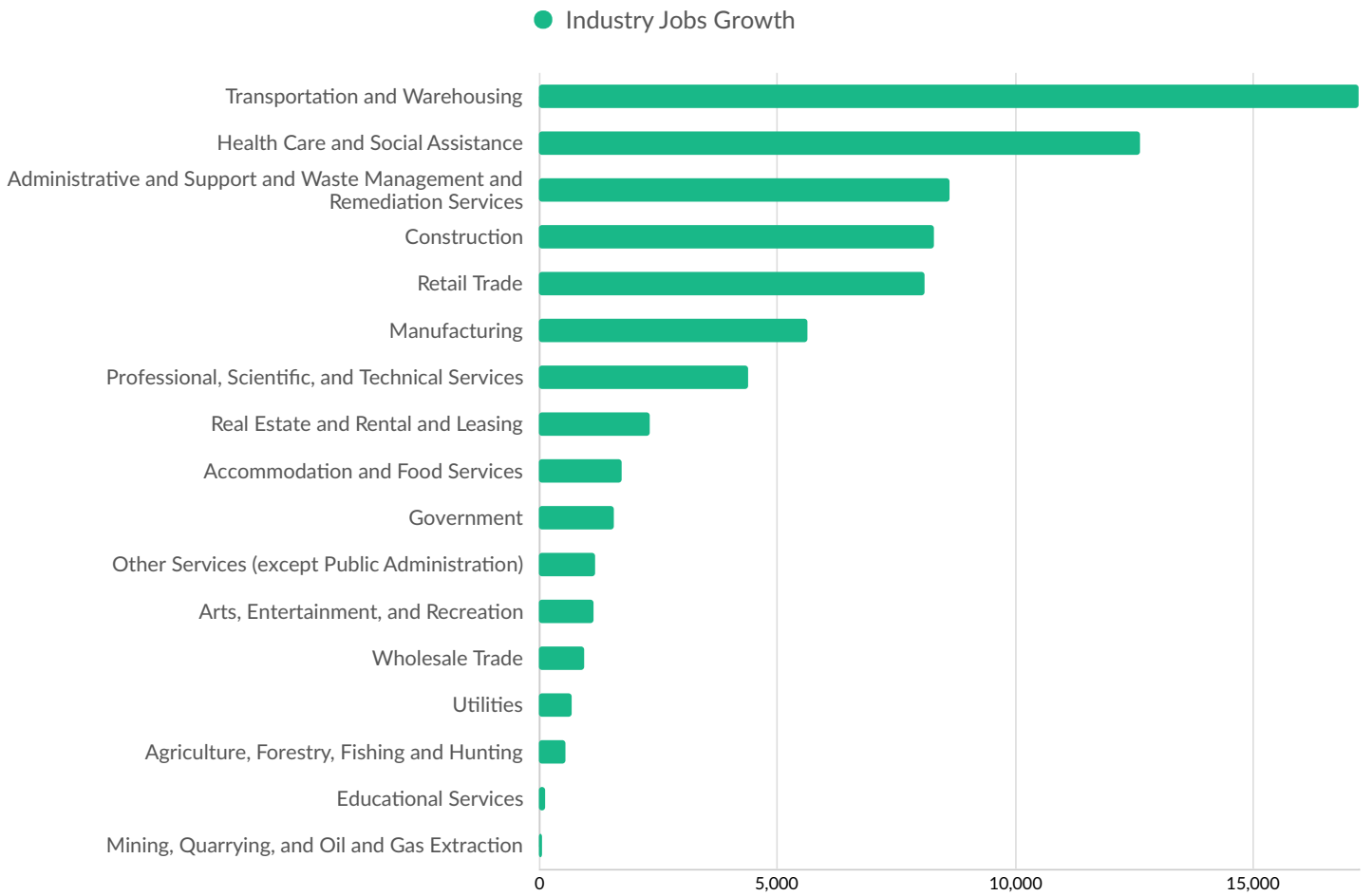
Top Previous Counties	Migrations
Henry County, GA	997
Rockdale County, GA	956
Broward County, FL	916
Miami-Dade County, FL	822
Los Angeles County, CA	754
Dawson County, GA	673
Habersham County, GA	633
Cook County, IL	525
Lumpkin County, GA	499
Top Following Counties	Migrations
Fulton County, GA	8,775
DeKalb County, GA	8,178
Cobb County, GA	2,748
Cherokee County, GA	1,847
Newton County, GA	1,615
Dawson County, GA	1,332
Rockdale County, GA	1,060
Habersham County, GA	908
Henry County, GA	870
Clayton County, GA	868
Lumpkin County, GA	825
White County, GA	711
Hart County, GA	509
Harris County, TX	455
Miami-Dade County, FL	437

Industry Characteristics

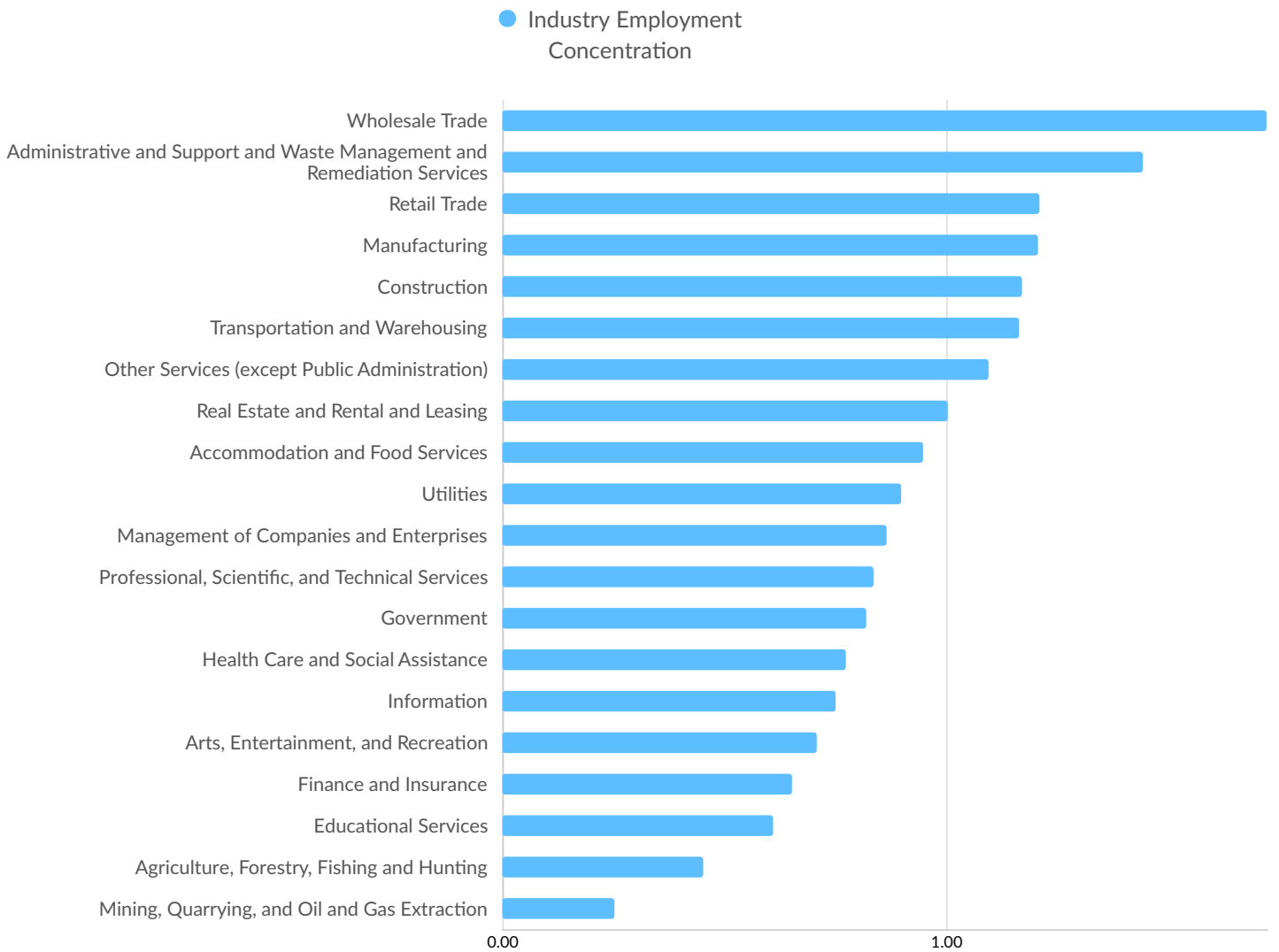
Largest Industries



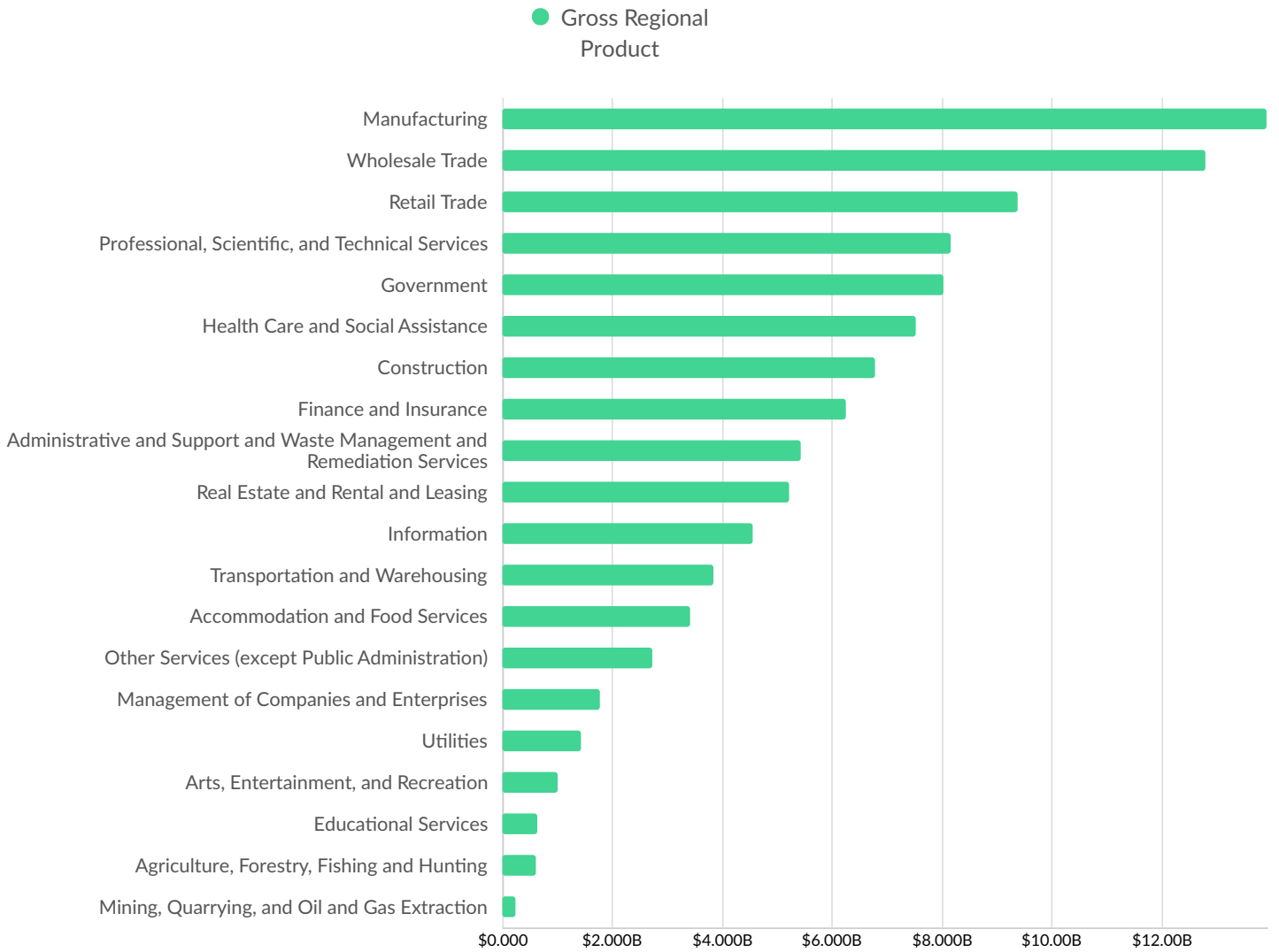
Top Growing Industries



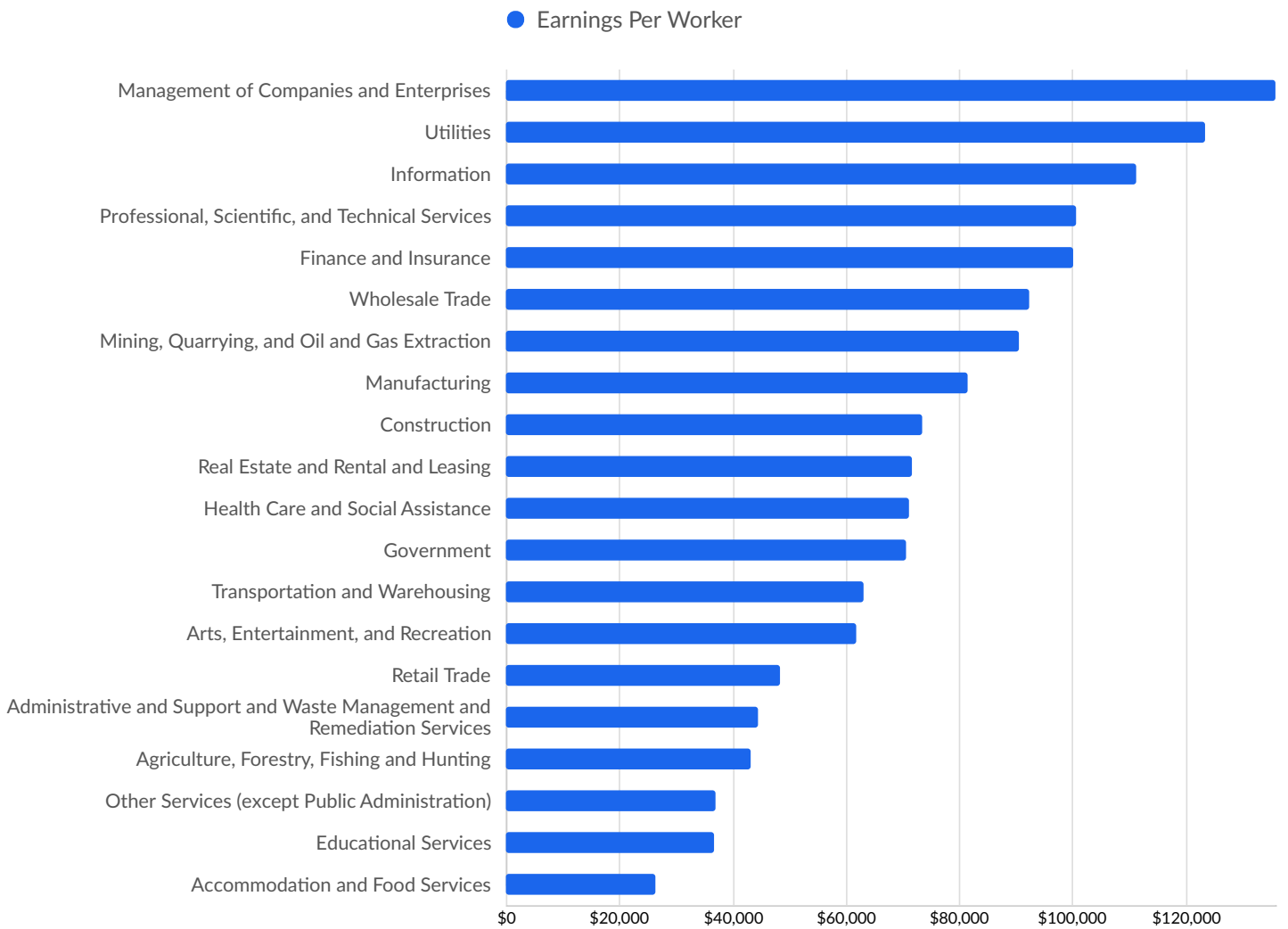
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



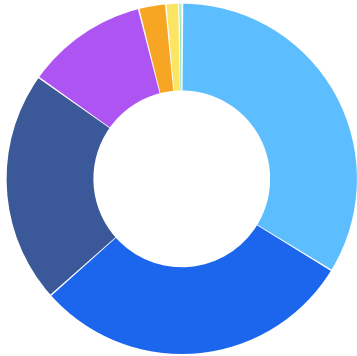
Business Characteristics

115,805 Companies Employ Your Workers

Online profiles for your workers mention 115,805 companies as employers, with the top 10 appearing below. In the last 12 months, 13,081 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Georgia	10,626 	Northeast Georgia Health System	5,226 
Gwinnett County Public Schools	6,482 	University of Georgia	4,099 
AT&T	3,366 	Randstad	3,320 
Emory Healthcare	2,615 	Amazon	2,713 
Northeast Georgia Health System	2,301 	Northside Hospital	2,685 
Walmart	2,241 	Piedmont Healthcare	2,033 
Northside Hospital	2,206 	Gwinnett County Public Schools	1,676 
Gwinnett County Government	2,006 	State of Georgia	1,356 
State Farm	1,890 	Trinity Health	1,042 
Amazon	1,785 	Walmart	1,020 

Business Size

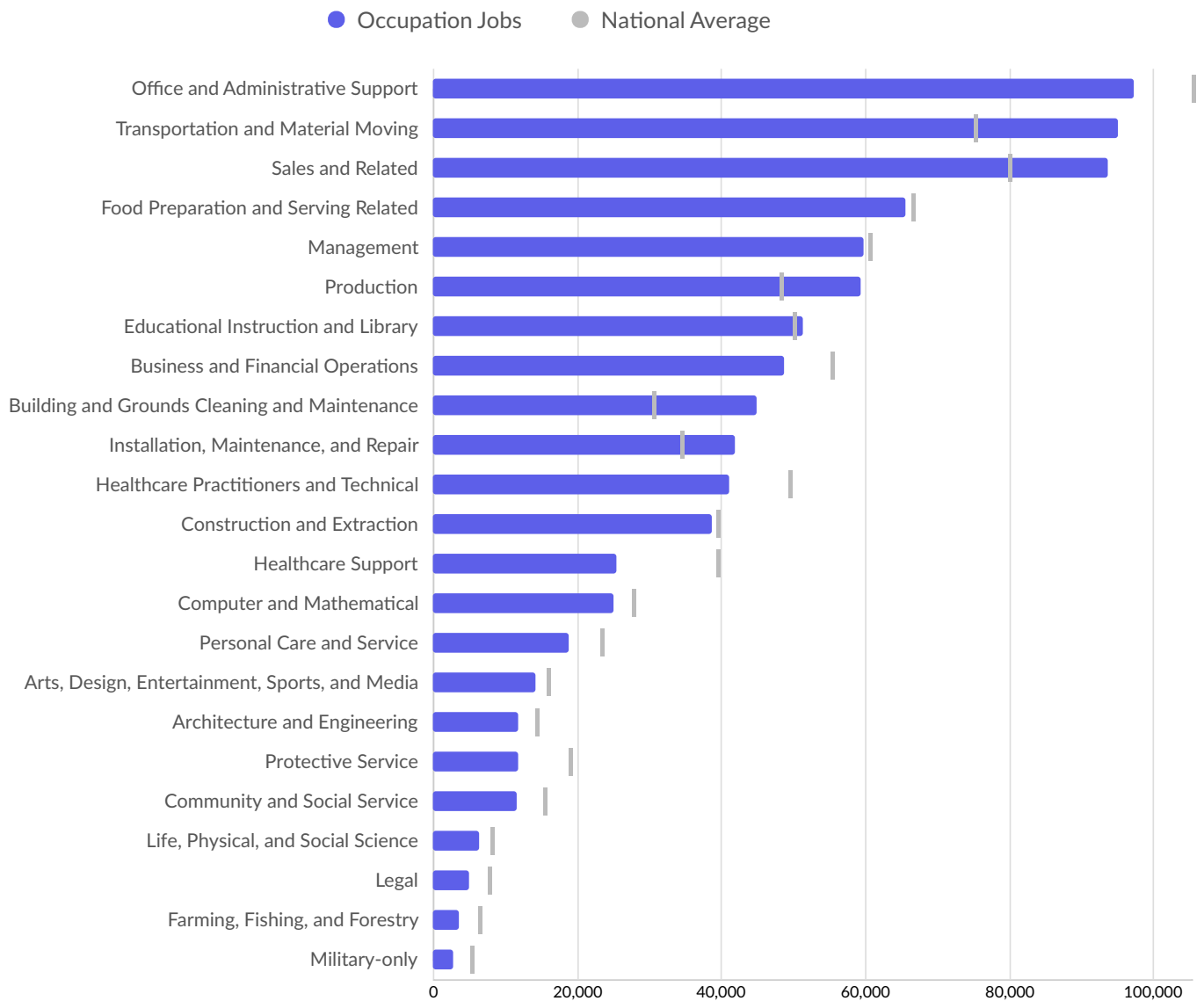


	Percentage	Business Count
● 1 to 4 employees	33.7%	23,622
● 5 to 9 employees	29.7%	20,839
● 10 to 19 employees	21.4%	14,994
● 20 to 49 employees	11.2%	7,879
● 50 to 99 employees	2.5%	1,753
● 100 to 249 employees	1.2%	839
● 250 to 499 employees	0.2%	147
● 500+ employees	0.1%	88

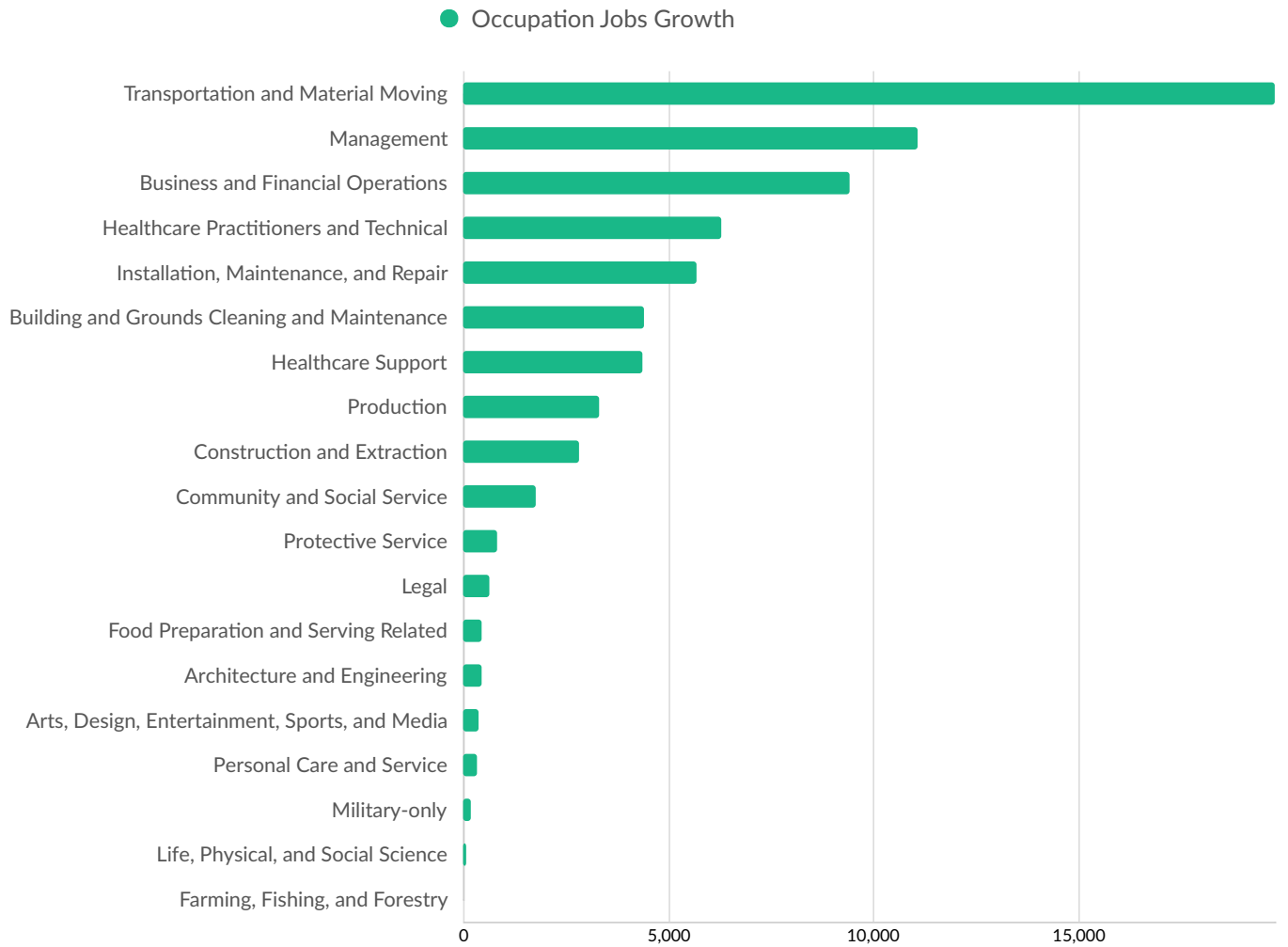
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

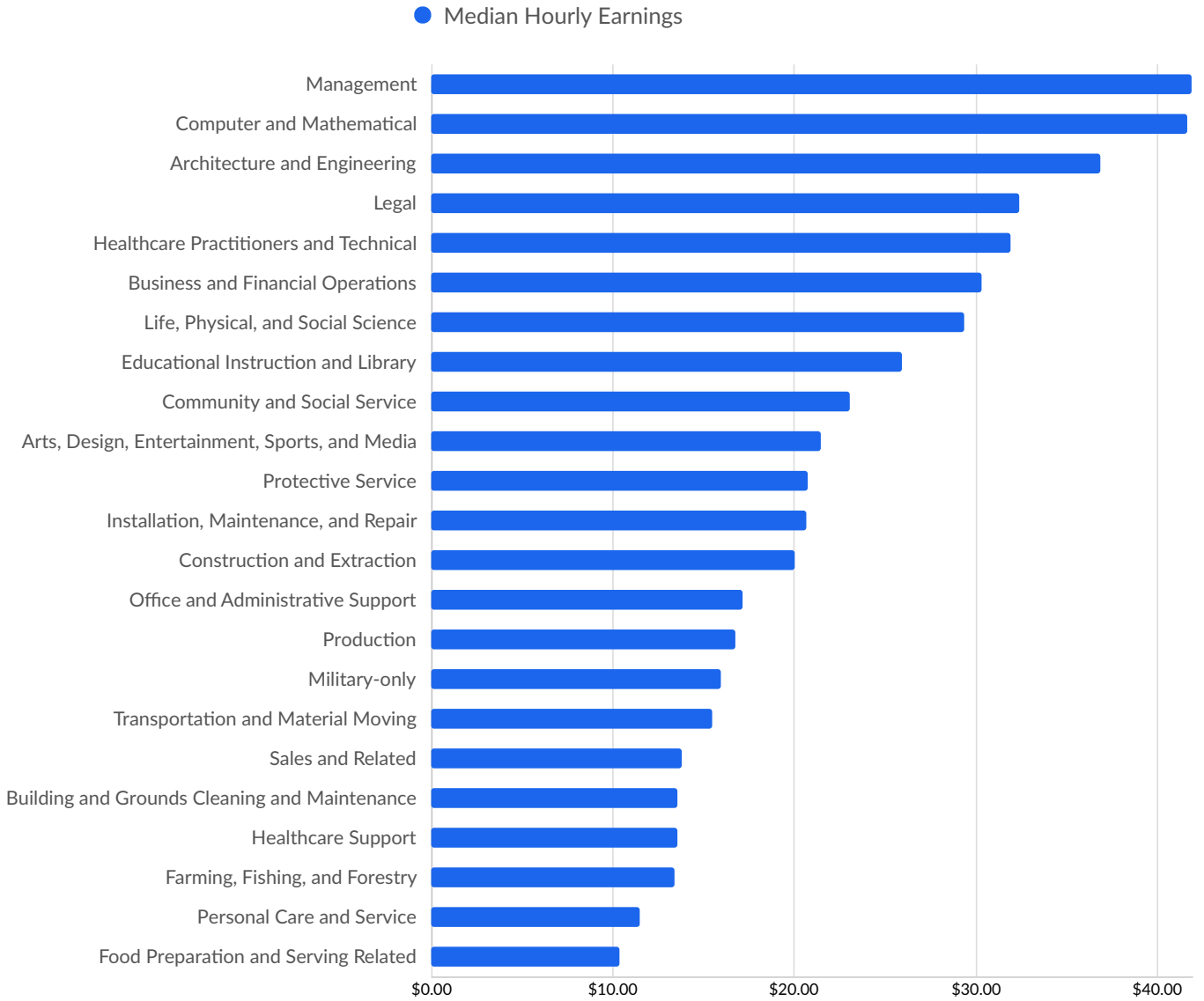


Top Occupation Employment Concentration

● Occupation Employment Concentration



Top Occupation Earnings

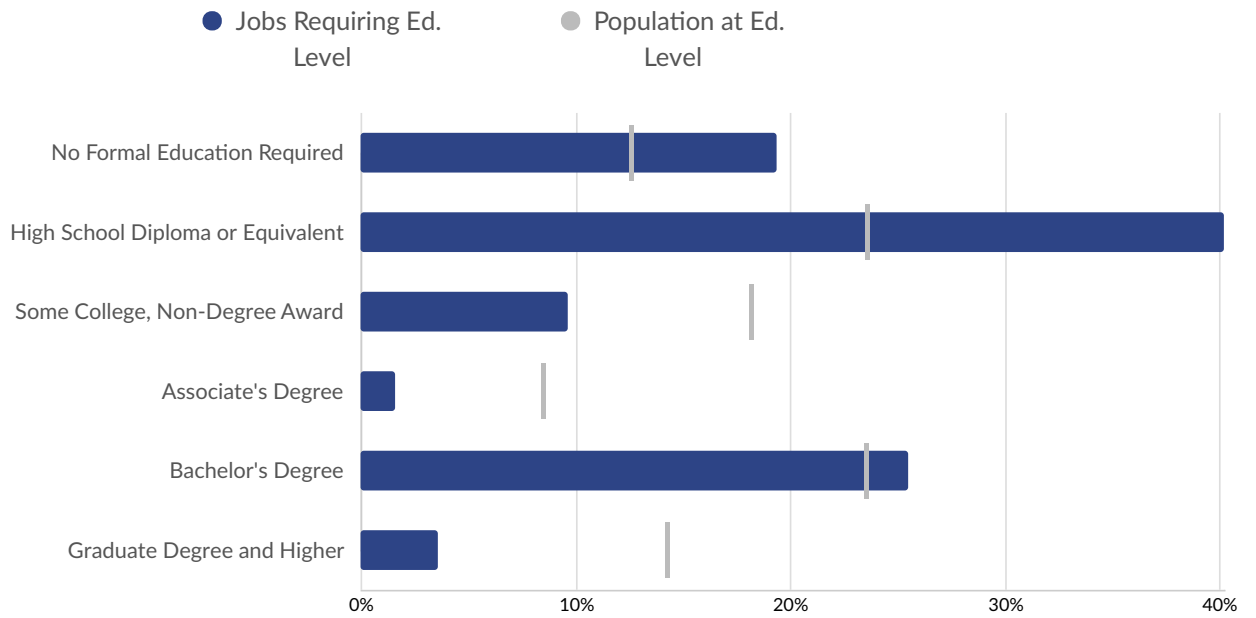


Top Posted Occupations

● Unique Average Monthly Postings

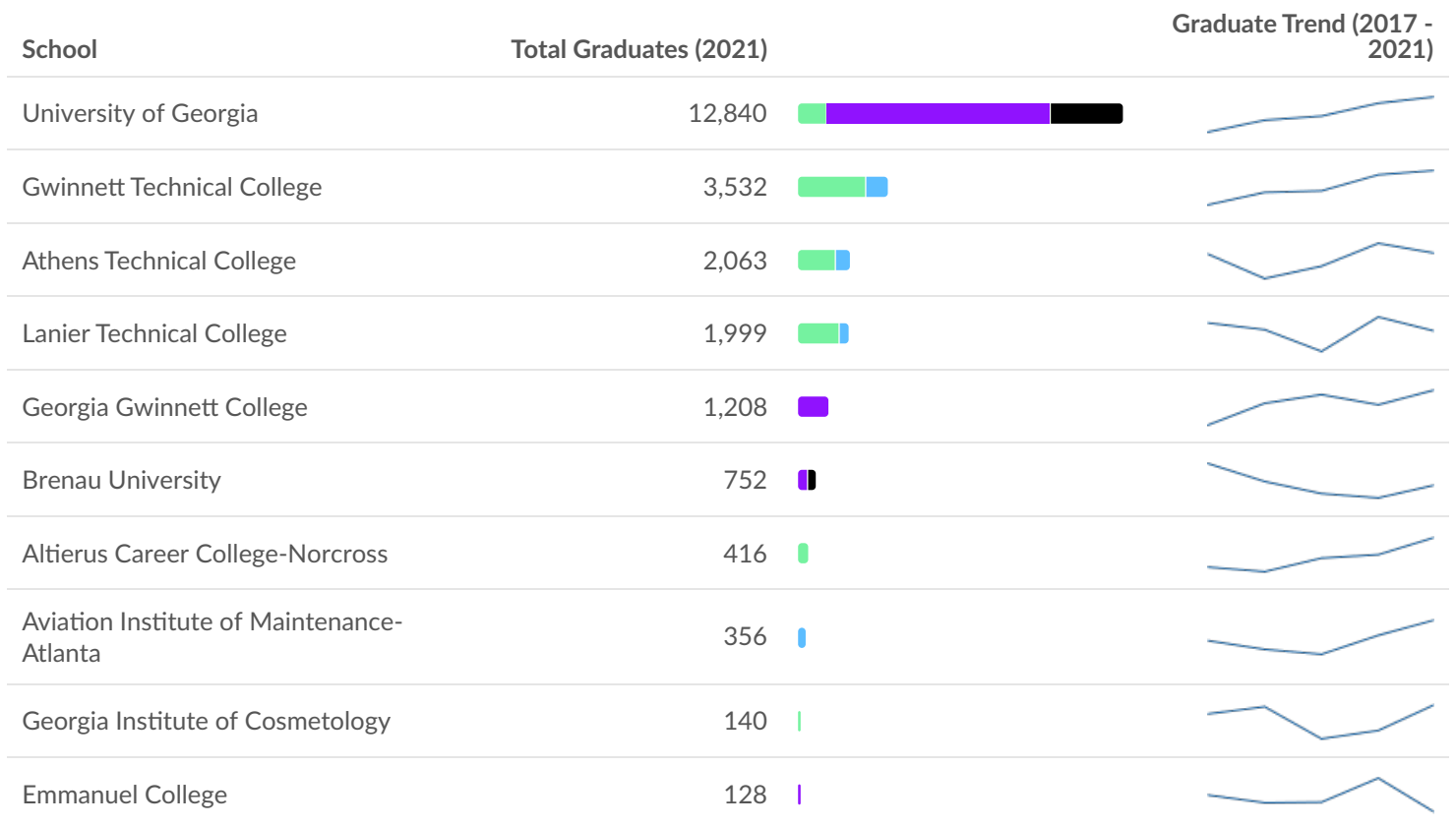


Underemployment



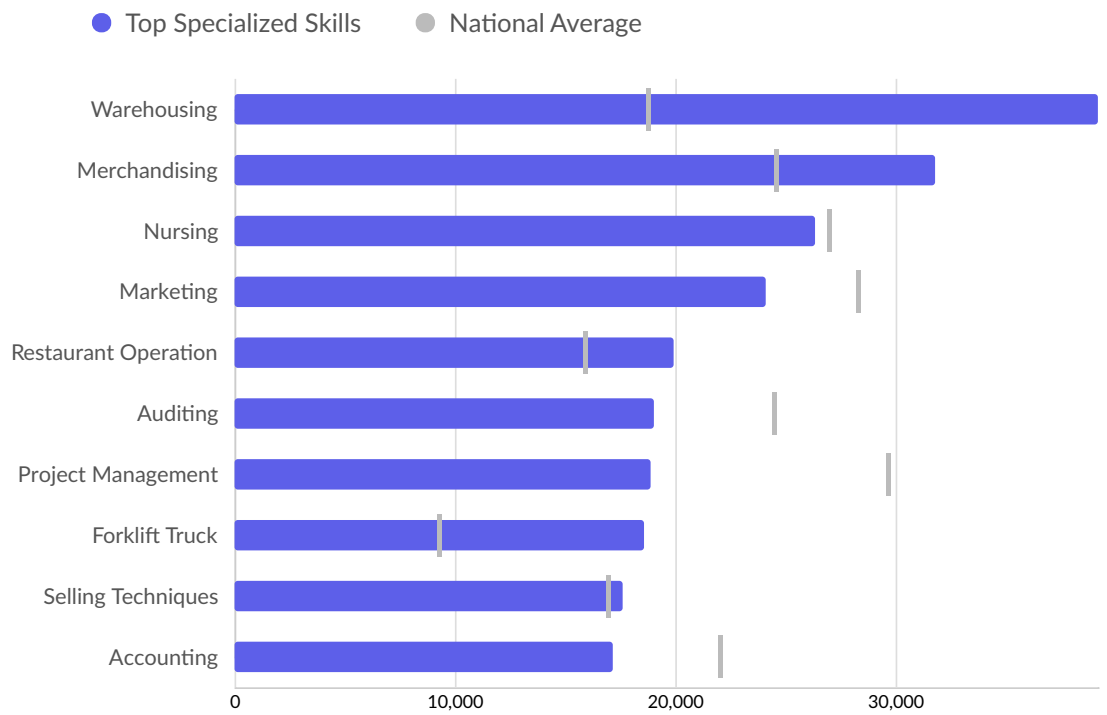
Educational Pipeline

In 2021, there were 23,746 graduates in 12 Georgia Counties. This pipeline has grown by 11% over the last 5 years. The highest share of these graduates come from "Biology/Biological Sciences, General" (Bachelor's), "Psychology, General" (Bachelor's), and "Finance, General" (Bachelor's).



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

In-Demand Skills



Appendix A (Geographies)

Code	Description	Code	Description
13011	Banks County, GA	13139	Hall County, GA
13013	Barrow County, GA	13157	Jackson County, GA
13059	Clarke County, GA	13195	Madison County, GA
13117	Forsyth County, GA	13219	Oconee County, GA
13119	Franklin County, GA	13221	Oglethorpe County, GA
13135	Gwinnett County, GA	13297	Walton County, GA