



# 4 Georgia Counties

# STANTON SPRINGS

# Contents

Report Parameters .....	1
Economy Overview .....	2
Historic & Projected Trends .....	4
Population Characteristics .....	8
Industry Characteristics .....	10
Business Characteristics .....	16
Workforce Characteristics .....	18
Educational Pipeline .....	26
In-Demand Skills .....	27

## Report Parameters

### 4 Counties

---

13159	Jasper County, GA
-------	-------------------

---

13211	Morgan County, GA
-------	-------------------

---

13217	Newton County, GA
-------	-------------------

---

13297	Walton County, GA
-------	-------------------

---

### Class of Worker

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

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

## Economy Overview

**238,981**

**Population (2019)**

Population **grew by 16,556** over the last 5 years and is projected to **grow by 13,472** over the next 5 years.

**68,240**

**Total Regional Employment**

Jobs **grew by 9,683** over the last 5 years and are projected to **grow by 7,222** over the next 5 years.

**\$49.5K**

**Avg. Earnings Per Job (2019)**

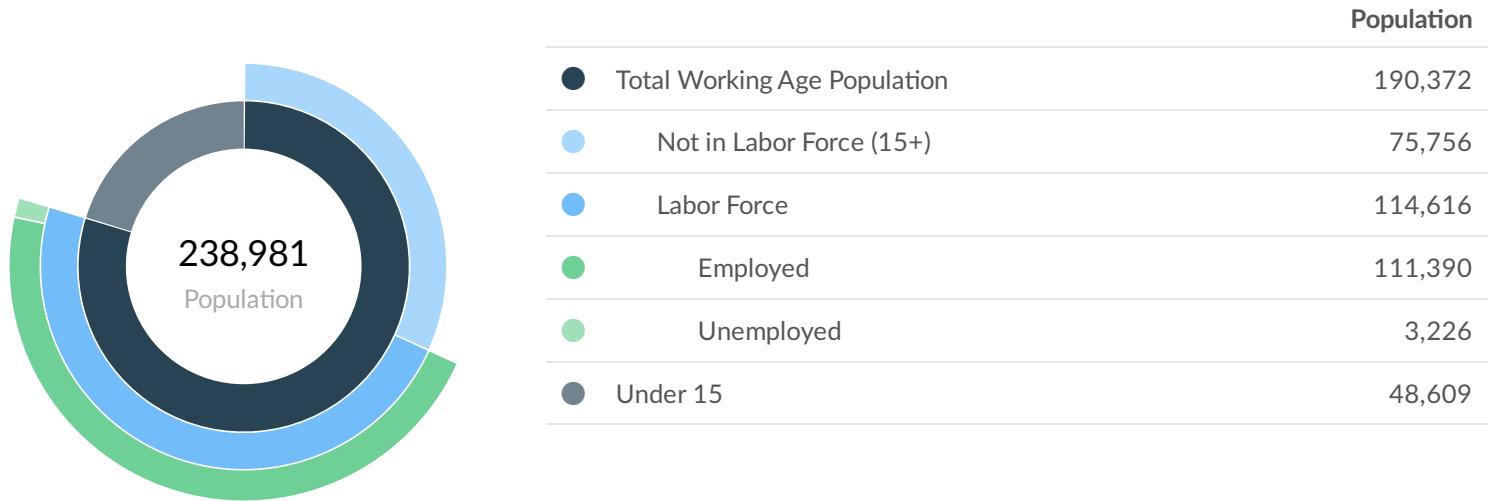
Regional average earnings per job are **\$19.0K below** the national average earnings of \$68.5K per job.

## Takeaways

- As of 2019 the region's population **increased by 7.4%** since 2014, growing by 16,556. Population is expected to **increase by 5.6%** between 2019 and 2024, adding 13,472.
- From 2014 to 2019, jobs **increased by 16.5%** in 4 Georgia Counties from 58,557 to **68,240**. This change **outpaced the national growth rate of 7.6% by 8.9%**. As the number of jobs increased, the **labor force participation rate increased from 59.0% to 60.2% between 2014 and 2019**.
- Concerning educational attainment, **12.7% of the selected regions' residents possess a Bachelor's Degree** (6.1% below the national average), and **7.6% hold an Associate's Degree** (0.5% below the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

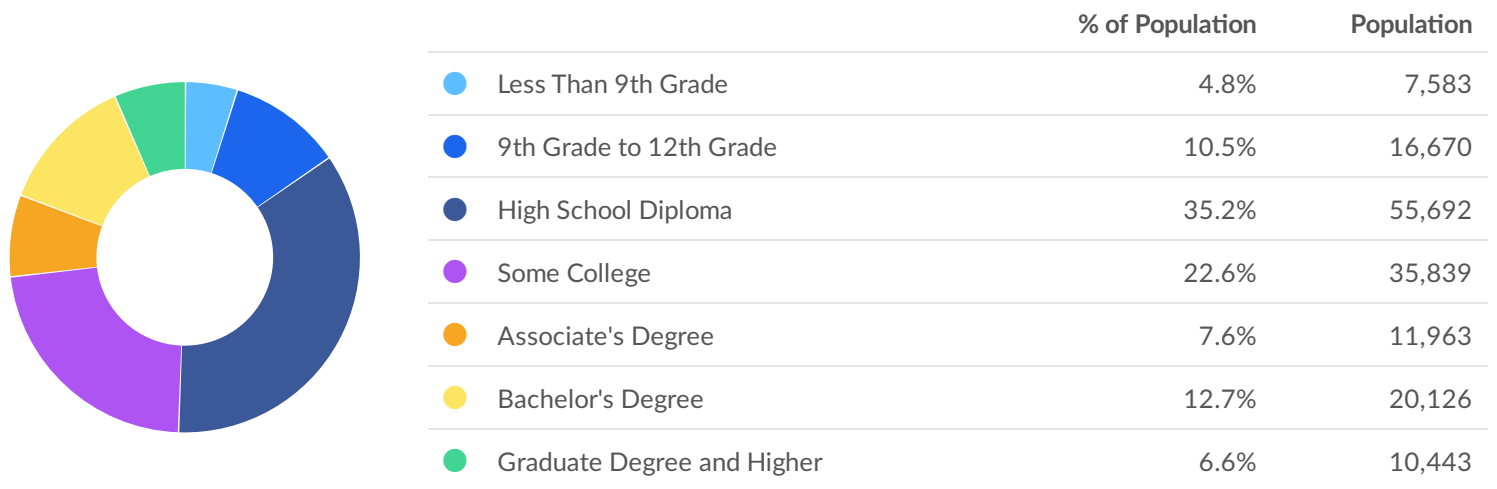
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	238,981	114,616	68,240	95.3	\$6.98B	\$12.35B	\$8.06B
State	10,625,793	5,145,939	5,042,926	93.4	\$596.36B	\$456.31B	\$585.87B

## 2019 Labor Force Breakdown



## Educational Attainment

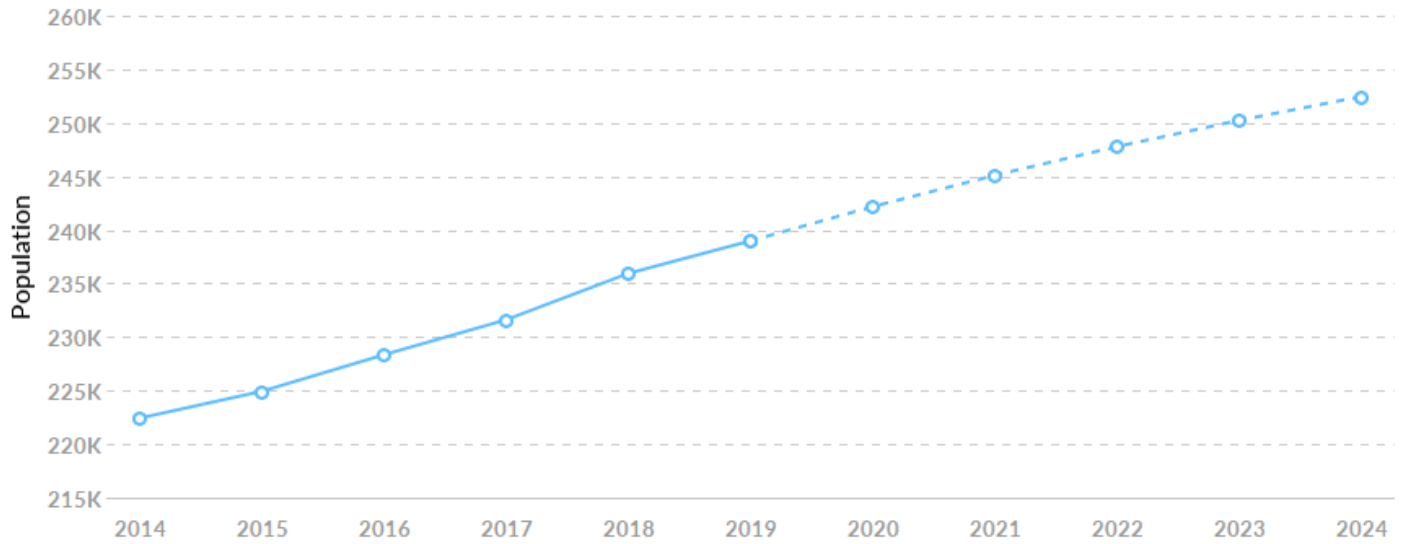
Concerning educational attainment, **12.7%** of the selected regions' residents possess a **Bachelor's Degree** (6.1% below the national average), and **7.6%** hold an **Associate's Degree** (0.5% below the national average).



# Historic & Projected Trends

## Population Trends

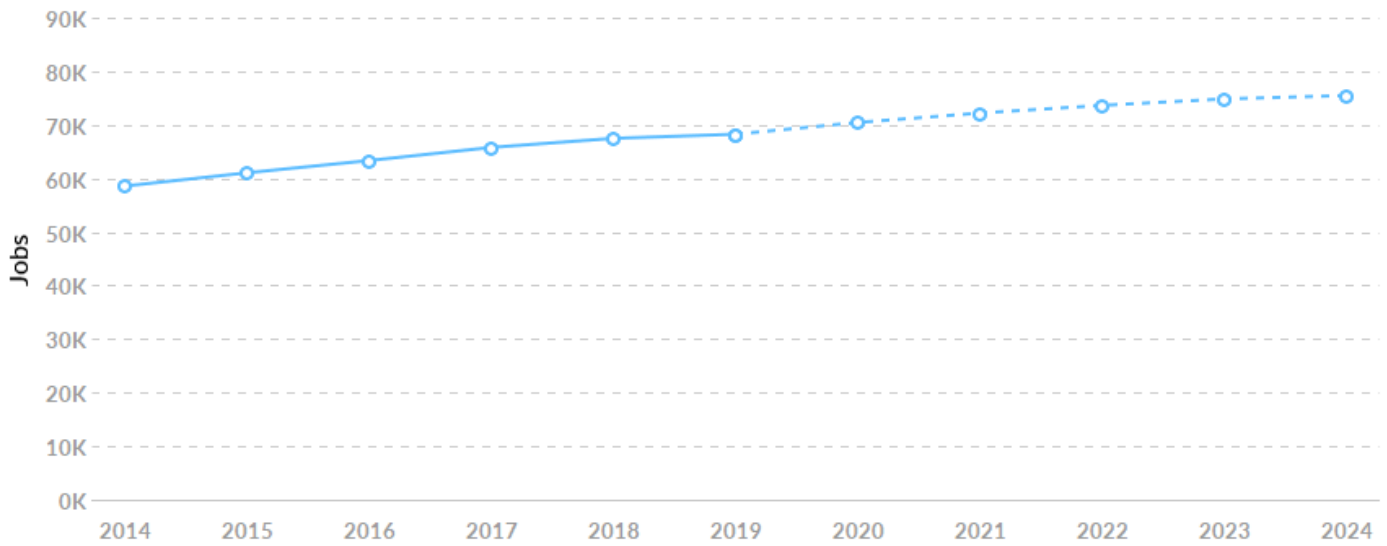
As of 2019 the region's population **increased by 7.4%** since 2014, growing by 16,556. Population is expected to **increase by 5.6%** between 2019 and 2024, adding 13,472.



Timeframe	Population
2014	222,425
2015	224,934
2016	228,349
2017	231,612
2018	235,940
2019	238,981
2020	242,172
2021	245,099
2022	247,778
2023	250,226
2024	252,453

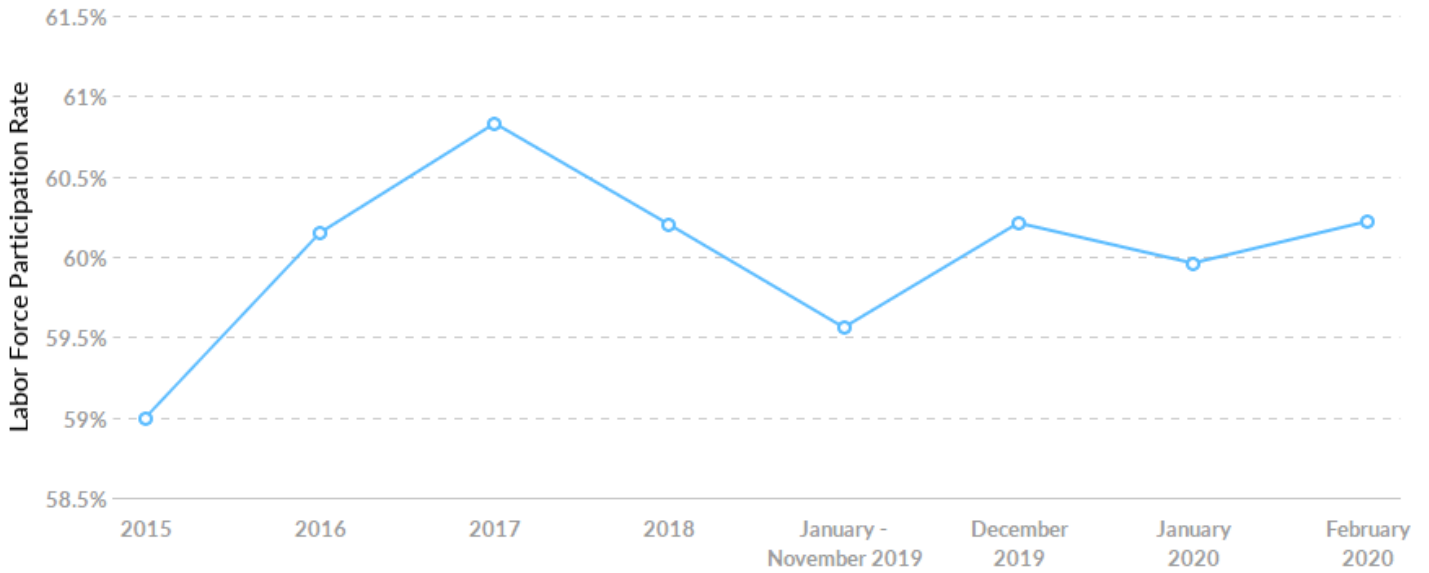
## Job Trends

From 2014 to 2019, jobs increased by **16.5%** in 4 Georgia Counties from 58,557 to **68,240**. This change **outpaced the national growth rate of 7.6%** by **8.9%**.



Timeframe	Jobs
2014	58,557
2015	61,031
2016	63,322
2017	65,772
2018	67,465
2019	68,240
2020	70,429
2021	72,182
2022	73,627
2023	74,824
2024	75,462

## Labor Force Participation Rate Trends

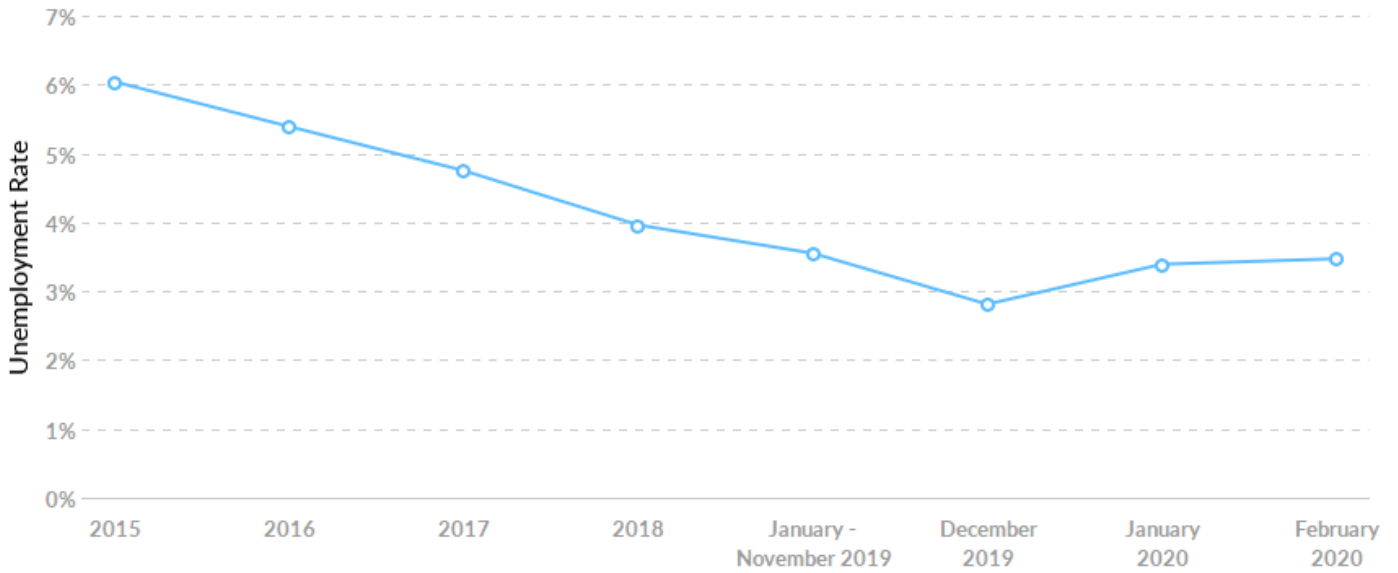


Timeframe	Labor Force Participation Rate
2015	59.00%
2016	60.15%
2017	60.83%
2018	60.20%
January - November 2019	59.56%
December 2019	60.21%
January 2020	59.96%
February 2020	60.22%



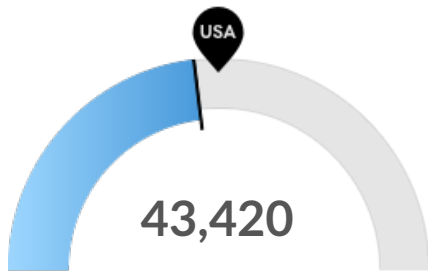
## Unemployment Rate Trends

Your areas had a February 2020 unemployment rate of 3.47%, **decreasing from 6.04%** 5 years before.



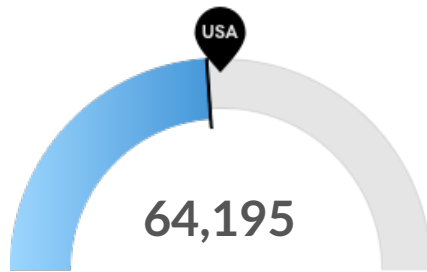
Timeframe	Unemployment Rate
2015	6.04%
2016	5.39%
2017	4.75%
2018	3.96%
January - November 2019	3.55%
December 2019	2.81%
January 2020	3.39%
February 2020	3.47%

## Population Characteristics



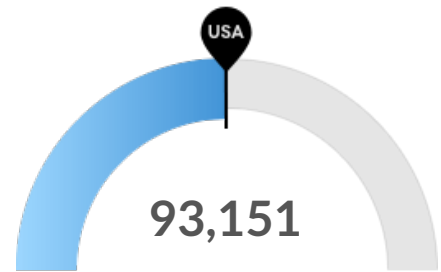
**Millennials**

Your area has 43,420 millennials (ages 25-39). The national average for an area this size is 48,506.



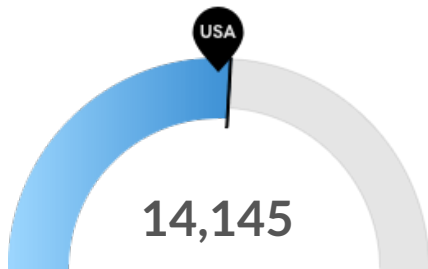
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 68,297 people 55 or older, while there are 64,195 here.



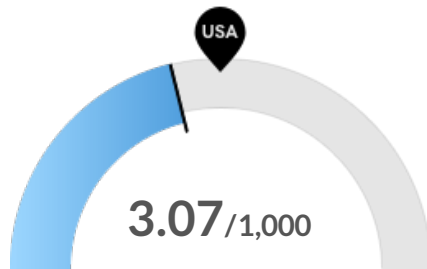
**Racial Diversity**

Racial diversity is about average in your area. The national average for an area this size is 93,477 racially diverse people, while there are 93,151 here.



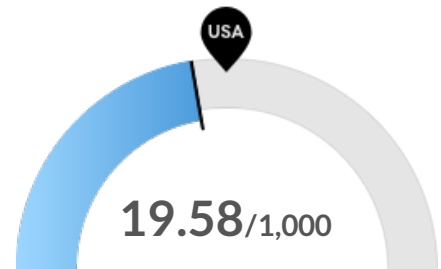
**Veterans**

Your area has 14,145 veterans. The national average for an area this size is 13,422.



**Violent Crime**

Your area has 3.07 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

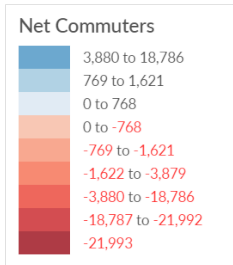


**Property Crime**

Your area has 19.58 property crimes per 1,000 people. The national rate is 22.98 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 #3 for resident workers. The top ZIP for resident workers is 30052.



© MapTiler © OpenStreetMap contributors

### Where Talent Works

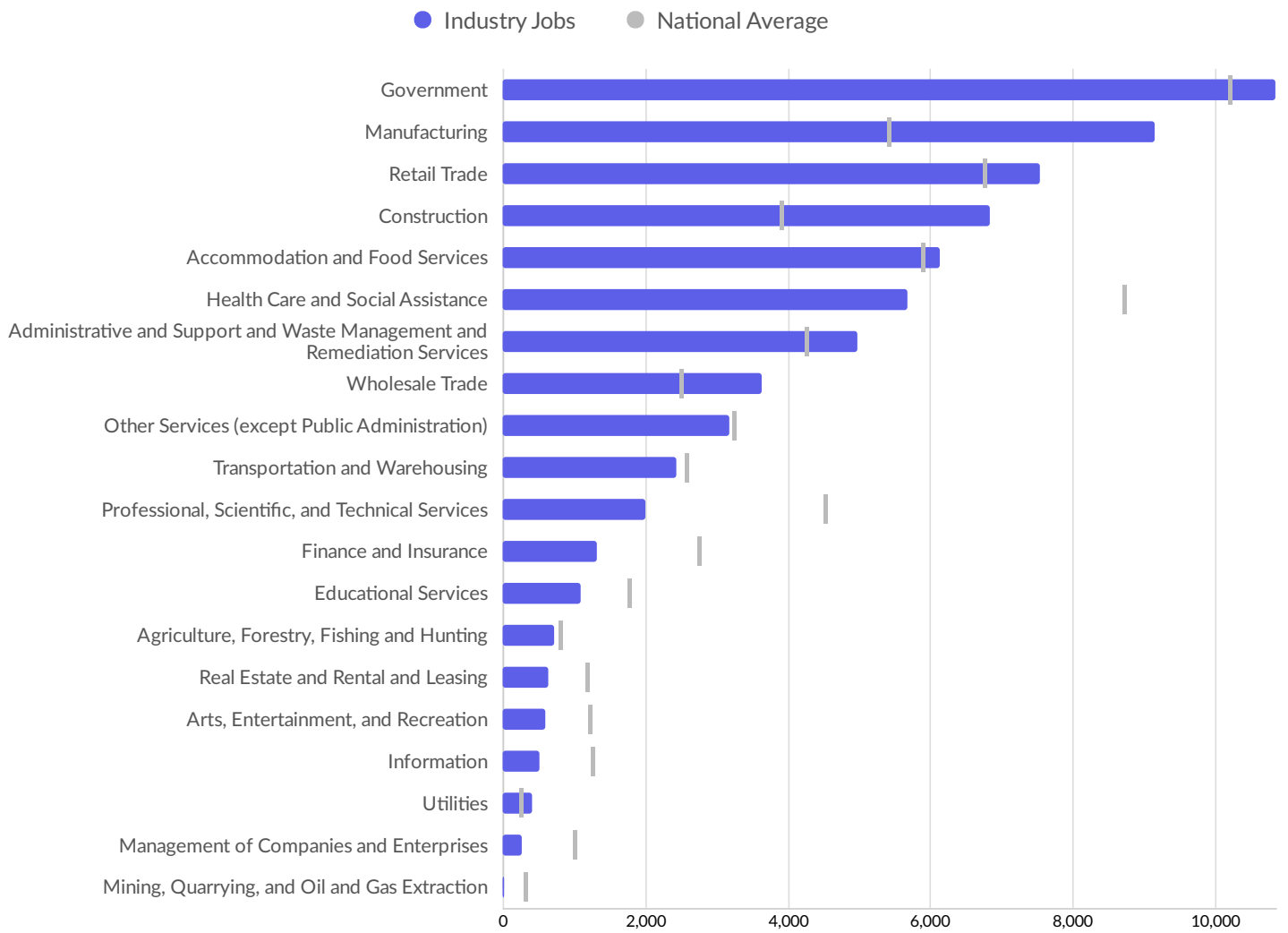
ZIP	Name	2019 Employment
30014	Covington, GA (in Newt...	21,953
30052	Loganville, GA (in Walto...	12,515
30655	Monroe, GA (in Walton ...	8,129
30650	Madison, GA (in Morgan...	7,585
30016	Covington, GA (in Newt...	4,997

### Where Talent Lives

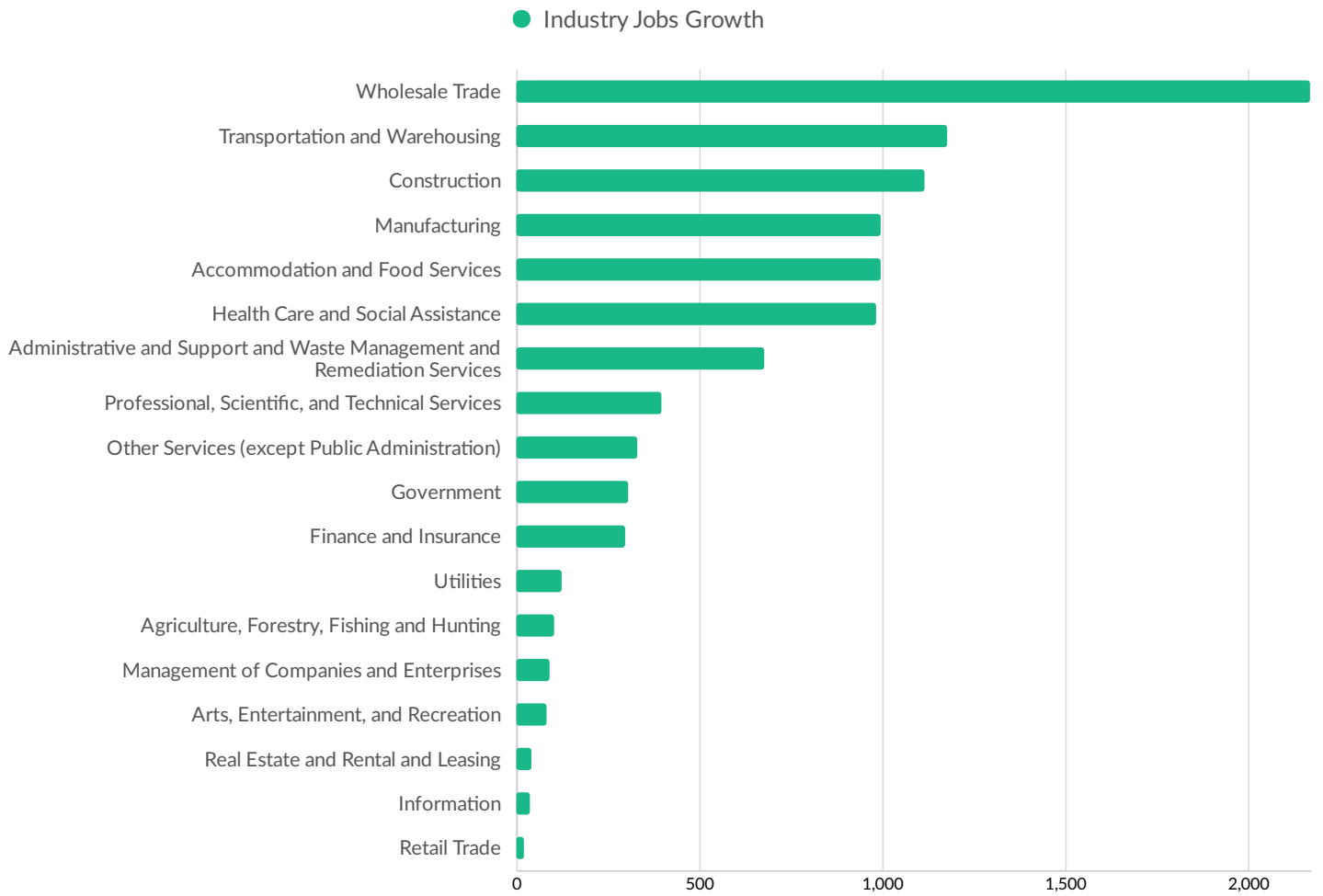
ZIP	Name	2019 Workers
30052	Loganville, GA (in Walto...	34,508
30016	Covington, GA (in Newt...	23,784
30014	Covington, GA (in Newt...	17,858
30655	Monroe, GA (in Walton ...	12,649
30656	Monroe, GA (in Walton ...	7,966

# Industry Characteristics

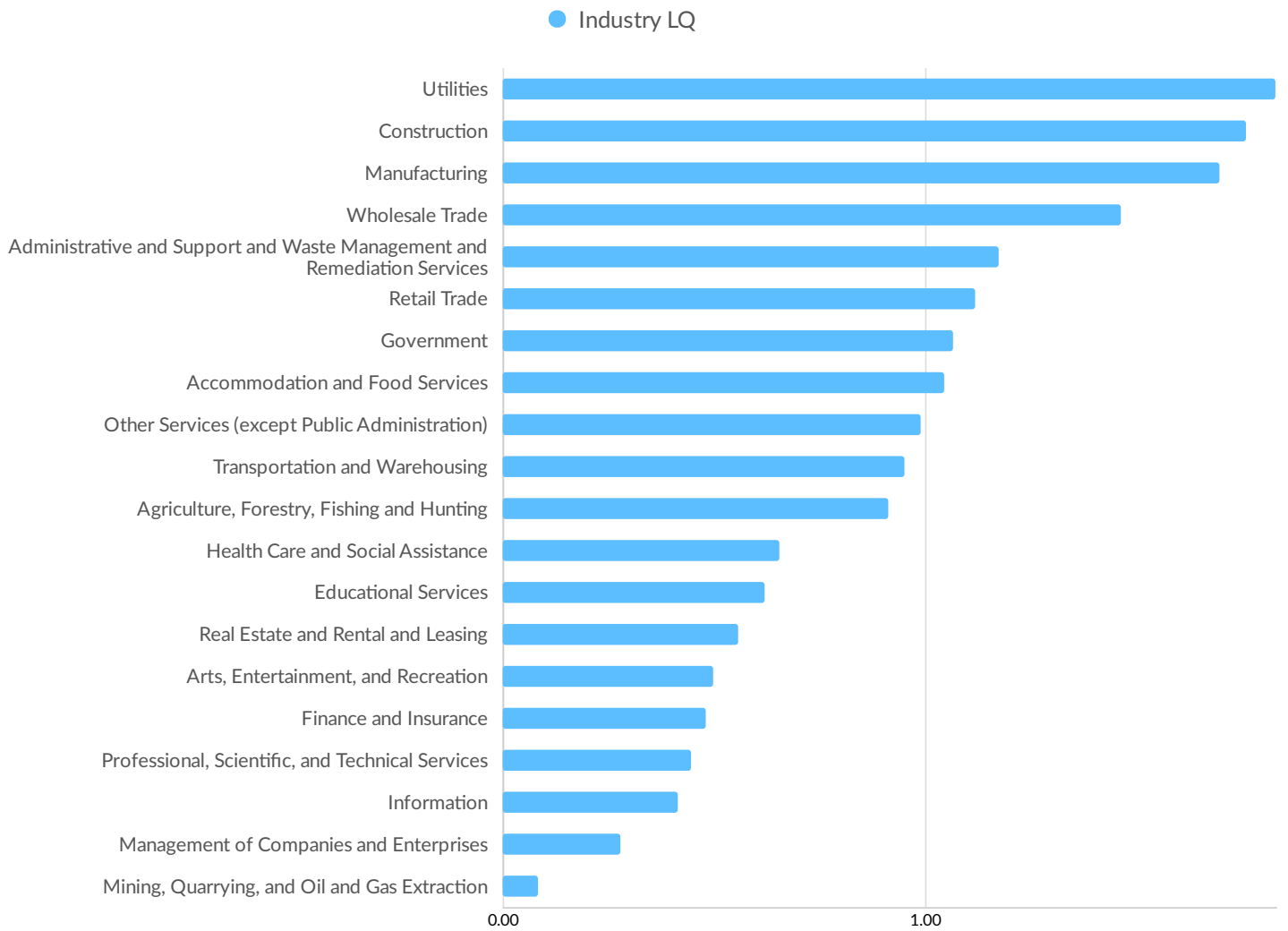
## Largest Industries



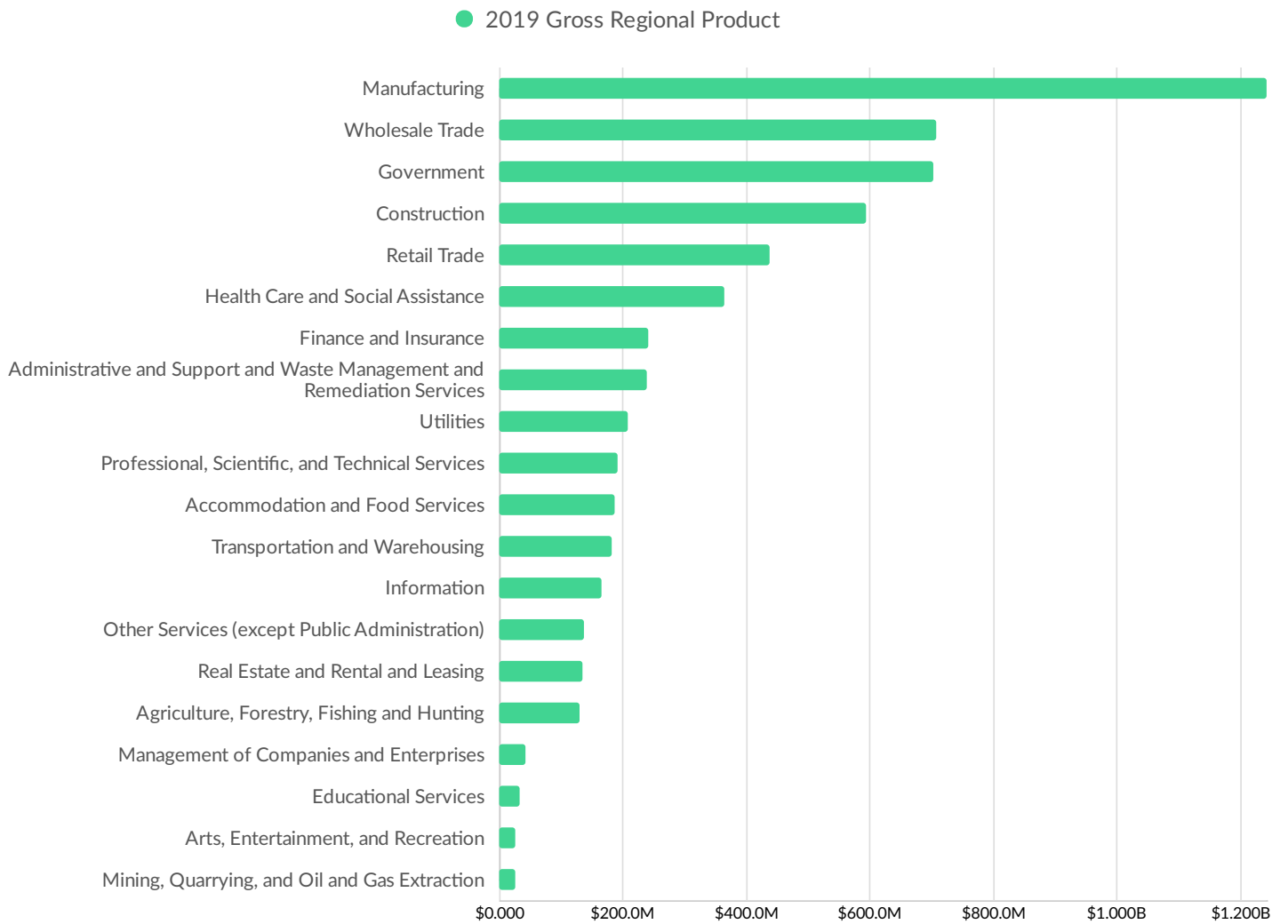
## Top Growing Industries



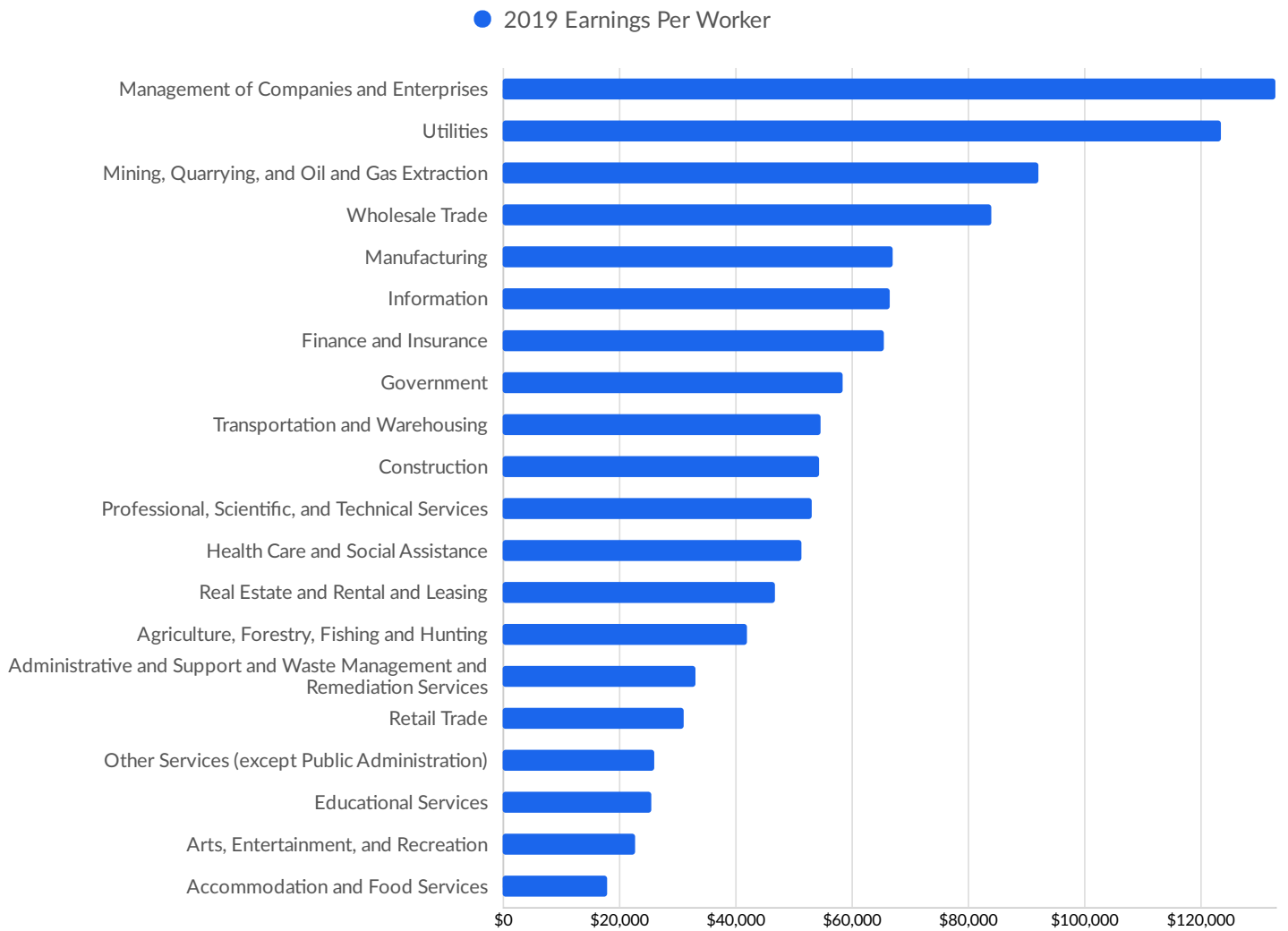
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings

























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Government	10,540	10,847	307	+3%	1.07	\$58,584	\$703.72M
Manufacturing	8,147	9,145	998	+12%	1.70	\$67,235	\$1.24B
Retail Trade	7,516	7,535	19	+0%	1.12	\$31,293	\$438.18M
Construction	5,716	6,833	1,117	+20%	1.76	\$54,496	\$593.80M
Accommodation and Food Services	5,147	6,145	998	+19%	1.05	\$18,095	\$186.30M
Health Care and Social Assistance	4,707	5,690	983	+21%	0.65	\$51,382	\$365.10M
Administrative and Support and Waste Management and Remediation Services	4,295	4,973	678	+16%	1.18	\$33,210	\$239.20M
Wholesale Trade	1,468	3,638	2,170	+148%	1.46	\$84,120	\$708.53M
Other Services (except Public Administration)	2,861	3,192	331	+12%	0.99	\$25,974	\$136.97M
Transportation and Warehousing	1,260	2,439	1,179	+94%	0.95	\$54,632	\$183.31M
Professional, Scientific, and Technical Services	1,609	2,007	398	+25%	0.44	\$53,309	\$191.40M
Finance and Insurance	1,016	1,314	298	+29%	0.48	\$65,627	\$240.89M
Educational Services	1,274	1,091	-183	-14%	0.62	\$25,583	\$32.55M
Agriculture, Forestry, Fishing and Hunting	623	726	103	+17%	0.91	\$42,122	\$130.96M
Real Estate and Rental and Leasing	605	647	42	+7%	0.56	\$46,978	\$134.24M
Arts, Entertainment, and Recreation	515	598	83	+16%	0.50	\$22,778	\$26.10M
Information	474	513	39	+8%	0.41	\$66,762	\$165.01M
Utilities	296	422	126	+43%	1.83	\$123,615	\$208.47M
Management of Companies and Enterprises	182	274	92	+51%	0.28	\$133,036	\$43.10M
Mining, Quarrying, and Oil and Gas Extraction	37	25	-12	-32%	0.09	\$92,199	\$25.51M

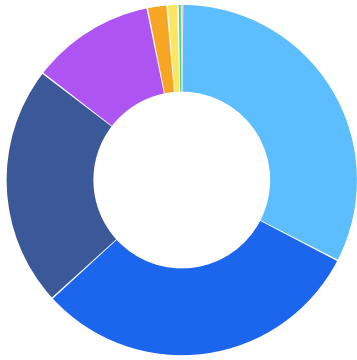
# Business Characteristics

## 25,223 Companies Employ Your Workers

Online profiles for your workers mention 25,223 companies as employers, with the top 10 appearing below. In the last 12 months, 2,983 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Wal-Mart Stores, Inc.	640 	CRST International, Inc.	994 
Miami-Dade County Public Scho...	456 	Soliant Health, Inc	497 
AT&T Inc.	410 	Middle Georgia Employer Comm...	489 
The Home Depot Inc	284 	C.R. England, Inc.	431 
The Kroger Co	259 	Bolt Express, LLC	377 
Emory University	255 	HealthCare Employment Netwo...	350 
McDonald's Corporation	232 	Dollar General Corporation	313 
United States Department of th...	232 	The Home Depot	293 
General Mills, Inc.	211 	Care.com, Inc.	292 
Publix Super Markets, Inc.	199 	Piedmont Companies Inc	242 

## Business Size

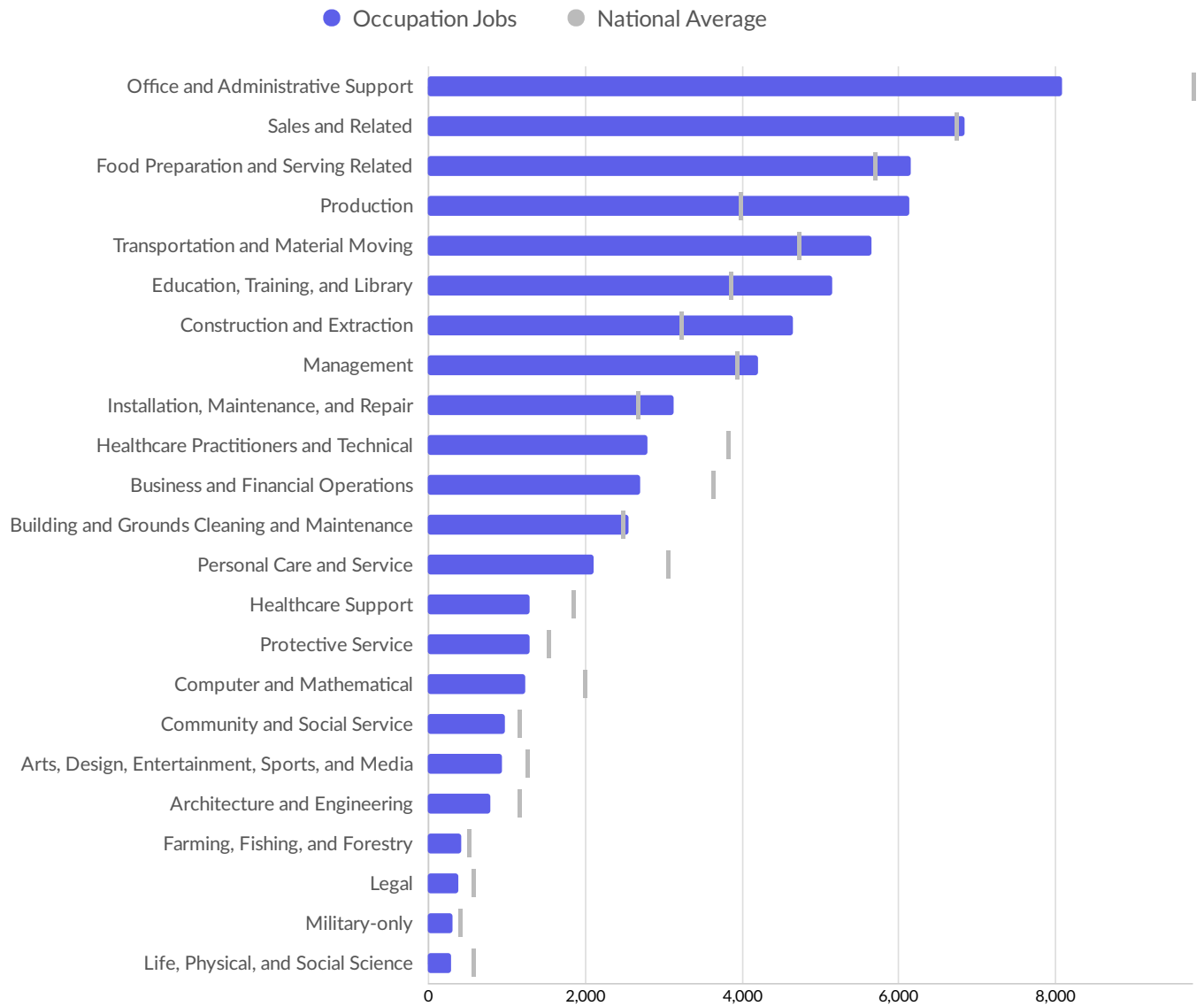


	Percentage	Business Count
1 to 4 employees	32.5%	2,103
5 to 9 employees	30.7%	1,983
10 to 19 employees	22.2%	1,436
20 to 49 employees	11.4%	738
50 to 99 employees	1.8%	118
100 to 249 employees	1.0%	64
250 to 499 employees	0.3%	21
500+ employees	0.1%	6

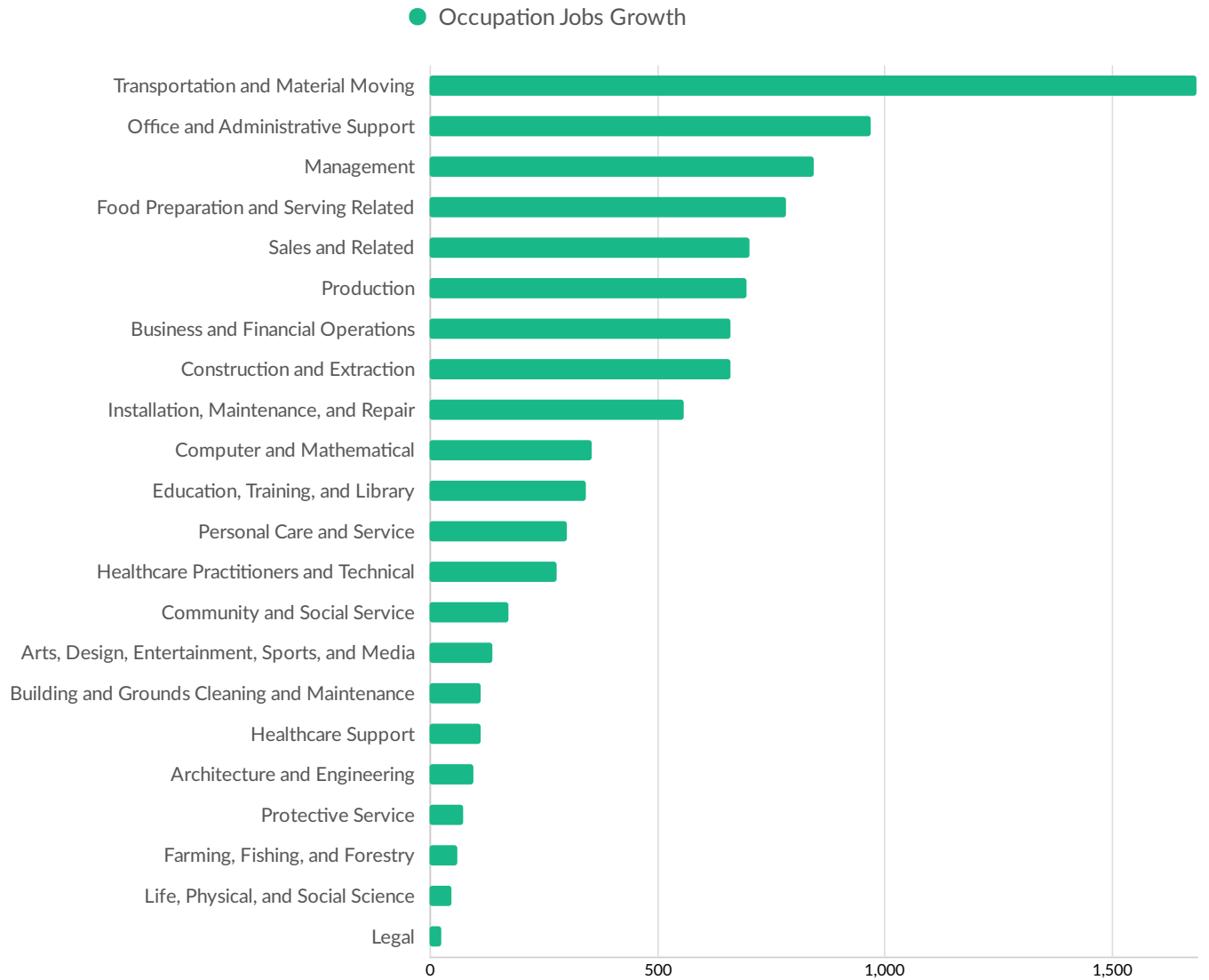
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

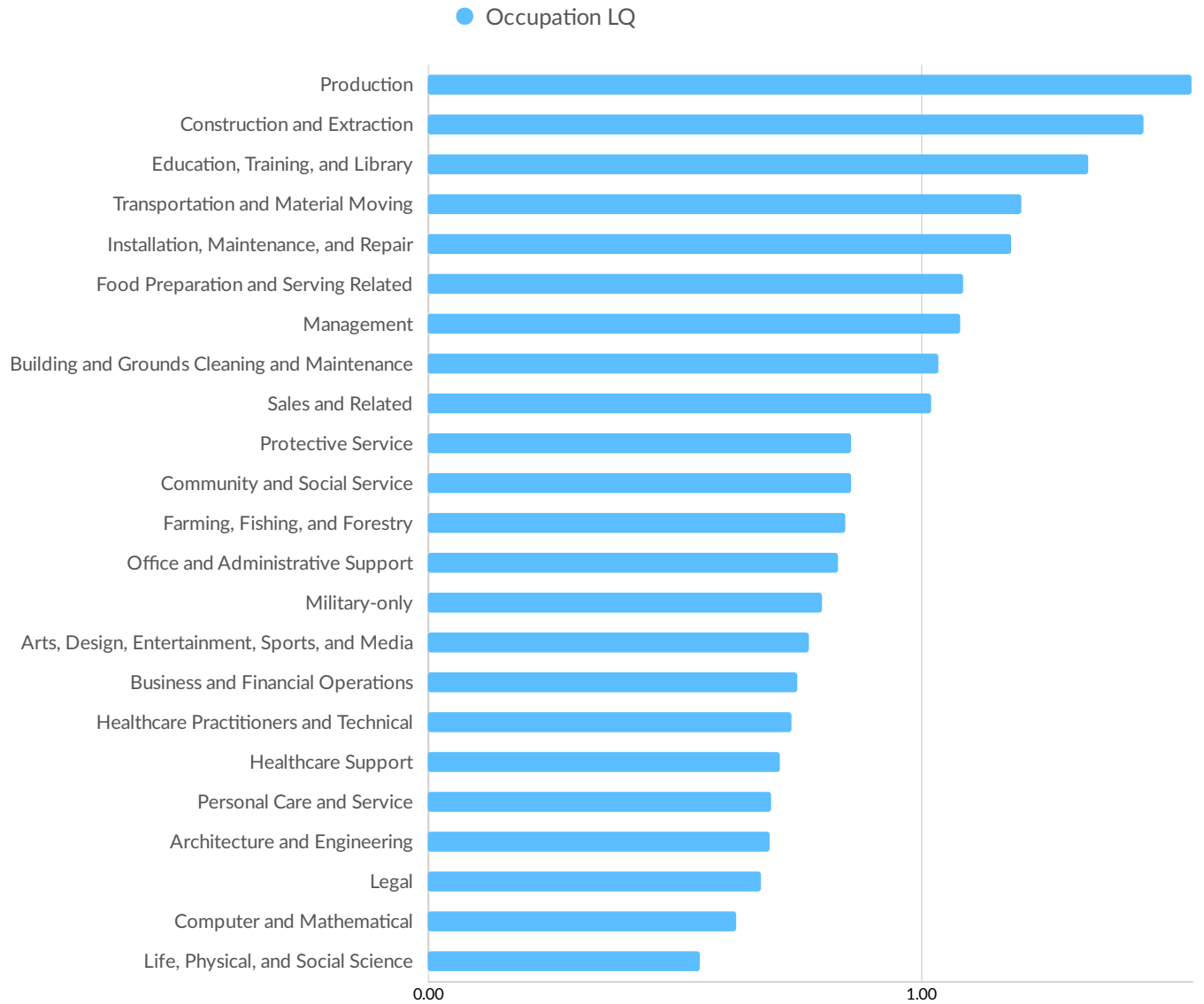
## Largest Occupations



## Top Growing Occupations



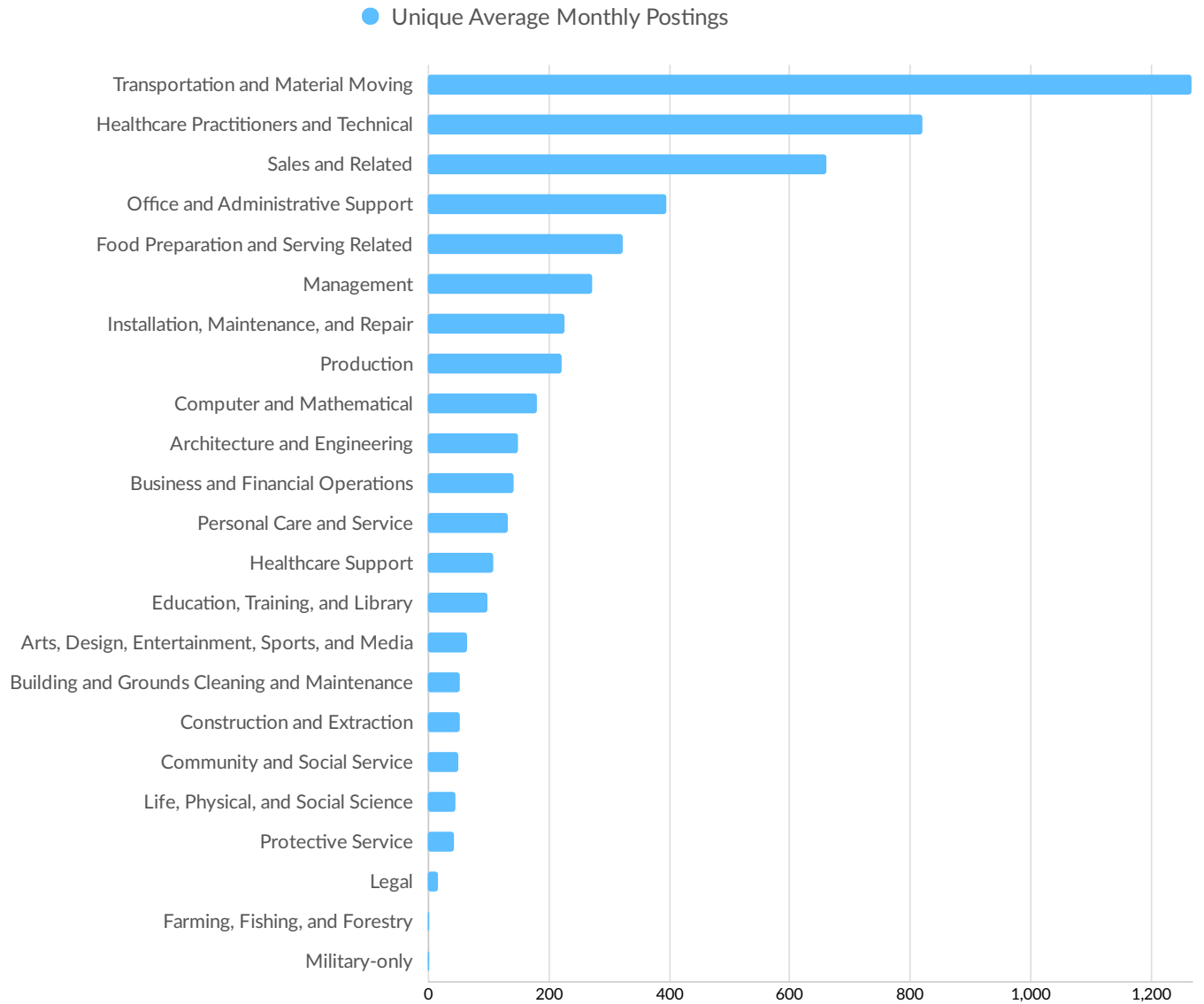
## Top Occupation LQ



## Top Occupation Earnings

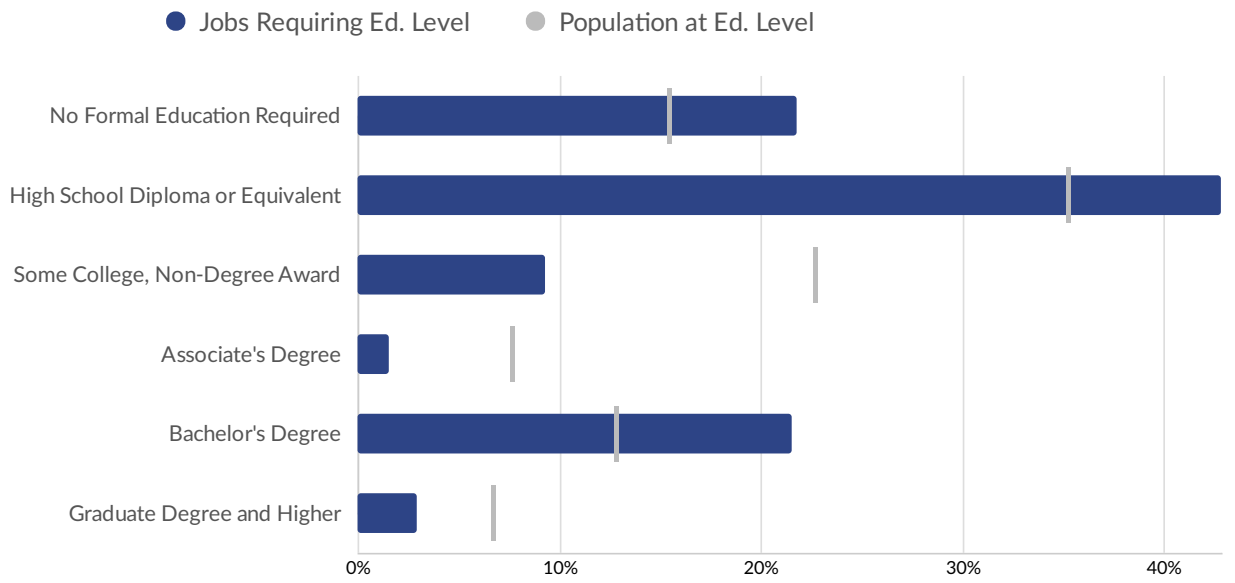


## Top Posted Occupations





## Underemployment




Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Office and Administrative Support	7,127	8,097	970	+14%	0.83	\$15.29	397
Sales and Related	6,147	6,849	702	+11%	1.02	\$11.43	663
Food Preparation and Serving Related	5,374	6,158	784	+15%	1.08	\$8.61	324
Production	5,437	6,135	698	+13%	1.55	\$15.52	223
Transportation and Material Moving	3,979	5,665	1,686	+42%	1.20	\$13.68	1,269
Education, Training, and Library	4,805	5,149	344	+7%	1.34	\$21.16	100
Construction and Extraction	3,987	4,648	661	+17%	1.45	\$16.86	52
Management	3,373	4,219	846	+25%	1.08	\$41.70	274
Installation, Maintenance, and Repair	2,584	3,144	560	+22%	1.18	\$19.54	226
Healthcare Practitioners and Technical	2,515	2,795	280	+11%	0.74	\$28.52	822
Business and Financial Operations	2,039	2,701	662	+32%	0.75	\$29.04	144
Building and Grounds Cleaning and Maintenance	2,438	2,552	114	+5%	1.03	\$11.99	53
Personal Care and Service	1,809	2,112	303	+17%	0.70	\$10.01	134
Healthcare Support	1,194	1,305	111	+9%	0.71	\$12.63	108
Protective Service	1,228	1,302	74	+6%	0.86	\$19.14	43
Computer and Mathematical	890	1,248	358	+40%	0.63	\$36.01	181
Community and Social Service	812	986	174	+21%	0.86	\$20.28	50
Arts, Design, Entertainment, Sports, and Media	816	953	137	+17%	0.77	\$19.14	65

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Architecture and Engineering	700	795	95	+14%	0.69	\$34.44	150
Farming, Fishing, and Forestry	368	430	62	+17%	0.85	\$13.27	3
Legal	357	382	25	+7%	0.68	\$35.04	17
Military-only	321	311	-10	-3%	0.80	\$14.17	1
Life, Physical, and Social Science	258	306	48	+19%	0.55	\$27.26	46

## Educational Pipeline

In 2018, there were 466 graduates in 4 Georgia Counties. This pipeline has grown by 100% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, "Agriculture, General", and Flagging and Traffic Control.

School	Total Graduates (2018)	Graduate Trend (2014 - 2018)
Emory University-Oxford College	466	

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

# In-Demand Skills

