Georgia’s Demographic and Economic Trends

Kennesaw State University Counselor Workshop 2019
What is the current population of Georgia?

A. 9.8M
B. 10.5M
C. 11.6M
D. 12.2M
What is the current population of Georgia?

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B. 10.5M
C. 11.6M
D. 12.2M

Source: US Census Bureau, Population Estimates Program
What is the number one agricultural product grown/produced in Georgia?
A. Cotton
B. Peaches
C. Blueberries
D. Poultry
How many babies were born in Georgia in 2017?

A. 129,518
B. 73,982
C. 193,283
D. 48,791
How many babies were born in Georgia in 2017?

A. 129,518
B. 73,982
C. 193,283
D. 48,791

Source: Georgia Department of Public Health, OASIS
What industry’s employment has grown 700% from 2007 to 2017?

Source: EMSI inc.
Film Employment in Georgia has grown by over 700% since 2007

Source: EMSI inc.
Deal: Georgia was home to a record 455 film and television projects in FY 18

August 16, 2018

Gov. Nathan Deal today announced that Georgia-lensed feature film and television productions generated a total economic impact of $9.5 billion during FY 2018. The record 455 film and television productions shot in Georgia represent $2.7 billion in direct spending in the state.

“With a record 455 productions shot in Georgia, the film industry continues to support jobs for Georgians, boost small businesses and expand offerings for tourists,” said Deal. “Today, Georgia is one of the world’s top destinations for film production and communities across the state are seeing the benefits of welcoming the industry. I am proud to see our success continue, as the $9.5 billion in total economic impact reflects the sustainability of the film industry and the benefits of our competitive incentives program.”
Most of the population growth over the past 8 years has been in Metro Atlanta

Population Change 2010–2018

Source: U.S. Census Bureau Population Estimates
Fertility rates in Georgia have been declining since 2007

Source: CDC
The number of births in Georgia is falling

Source: Georgia Department of Public Health, OASIS
The number of births in Georgia is falling

Source: Georgia Department of Public Health, OASIS
Georgia is aging, but we are still growing in overall population

Projected Age Structure 2010-2030

Source: U.S. Census Bureau; Georgia Office of Planning and Budget 2015 Series
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Source: U.S. Census Bureau; Georgia Office of Planning and Budget 2015 Series
Natural Increases is lower or negative in rural areas

Source: U.S. Census Bureau
Metro Atlanta is benefiting from Migration

Source: U.S. Census Bureau
Metro Atlanta, North Georgia, and the Coast are projected to grow.

Source: U.S. Census Bureau; Georgia Office of Planning and Budget 2015 Projection Series
Georgia is becoming increasingly diverse

Georgia’s Race Distribution 1980-2030

Source: US Census Bureau, and Internal Population Projections
Poverty has increased across the State over the past decade.

Poverty is defined as the weighted average income for a family of four of $24,563.

Source: U.S. Census Bureau
Poverty is defined as the weighted average income for a family of four of $24,257.

Source: U.S. Census Bureau
Recovery from the great recession isn’t evenly distributed

2016 County Economies
Recovered on # Indicators

County Economic Indicators
1) Jobs Recovered
2) Unemployment Rate Recovered
3) GDP Recovered
4) Home Prices Recovered

Source: NACo Analysis of Moody’s & Fusion Economics Inc. Data, 2016
Recovery from the great recession isn’t evenly distributed

Source: NACO Analysis of Woods and Poole Data

County Economic Indicators
1) Jobs Recovered
2) Unemployment Rate Recovered
3) GDP Recovered
4) Home Prices Recovered
Over half of Georgia counties haven’t returned to pre-recession job levels

Change in Total Jobs, 2007-2017

Georgia’s Comparative Advantage

<table>
<thead>
<tr>
<th>Industry</th>
<th>2017 Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>51,955</td>
</tr>
<tr>
<td>Textiles</td>
<td>48,681</td>
</tr>
<tr>
<td>Telecommunication</td>
<td>43,000</td>
</tr>
<tr>
<td>Air Transportation</td>
<td>39,920</td>
</tr>
<tr>
<td>Forestry &amp; Forest Products</td>
<td>23,929</td>
</tr>
</tbody>
</table>

Source: EMSI inc. (3 Digit NAICS)
## What Industries are Growing?

<table>
<thead>
<tr>
<th>Industry</th>
<th>2007 Jobs</th>
<th>2017 Jobs</th>
<th>Change in Jobs (07-17)</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Services and Drinking Places</td>
<td>310,072</td>
<td>379,388</td>
<td>69,316</td>
<td>22%</td>
</tr>
<tr>
<td>Ambulatory Health Care Services</td>
<td>140,507</td>
<td>195,132</td>
<td>54,625</td>
<td>39%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>218,951</td>
<td>268,875</td>
<td>49,924</td>
<td>23%</td>
</tr>
<tr>
<td>Administrative and Support Services</td>
<td>279,114</td>
<td>320,962</td>
<td>41,848</td>
<td>15%</td>
</tr>
<tr>
<td>Hospitals</td>
<td>123,171</td>
<td>153,089</td>
<td>29,918</td>
<td>24%</td>
</tr>
<tr>
<td>Warehousing and Storage</td>
<td>27,196</td>
<td>44,794</td>
<td>17,598</td>
<td>65%</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>52,902</td>
<td>68,018</td>
<td>15,116</td>
<td>29%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>56,303</td>
<td>71,373</td>
<td>15,070</td>
<td>27%</td>
</tr>
<tr>
<td>Motion Picture and Sound Recording Industries</td>
<td>6,300</td>
<td>20,040</td>
<td>13,740</td>
<td>218%</td>
</tr>
<tr>
<td>Social Assistance</td>
<td>55,189</td>
<td>68,155</td>
<td>12,966</td>
<td>23%</td>
</tr>
</tbody>
</table>

Source: EMSI inc. (3 Digit NAICS)
## What Industries are Slowing?

<table>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Specialty Trade Contractors</td>
<td>137,595</td>
<td>114,678</td>
<td>(22,917)</td>
<td>(17%)</td>
</tr>
<tr>
<td>Local Government</td>
<td>422,000</td>
<td>402,974</td>
<td>(19,026)</td>
<td>(5%)</td>
</tr>
<tr>
<td>State Government</td>
<td>153,636</td>
<td>142,761</td>
<td>(10,875)</td>
<td>(7%)</td>
</tr>
<tr>
<td>Construction of Buildings</td>
<td>49,418</td>
<td>39,701</td>
<td>(9,717)</td>
<td>(20%)</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>51,853</td>
<td>43,000</td>
<td>(8,853)</td>
<td>(17%)</td>
</tr>
<tr>
<td>Textile Product Mills</td>
<td>37,409</td>
<td>28,969</td>
<td>(8,440)</td>
<td>(23%)</td>
</tr>
<tr>
<td>Credit Intermediation and Related Activities</td>
<td>82,464</td>
<td>74,339</td>
<td>(8,125)</td>
<td>(10%)</td>
</tr>
<tr>
<td>Textile Mills</td>
<td>26,748</td>
<td>19,712</td>
<td>(7,036)</td>
<td>(26%)</td>
</tr>
<tr>
<td>Printing and Related Support Activities</td>
<td>19,715</td>
<td>12,909</td>
<td>(6,806)</td>
<td>(35%)</td>
</tr>
<tr>
<td>Heavy and Civil Engineering Construction</td>
<td>34,119</td>
<td>27,686</td>
<td>(6,433)</td>
<td>(19%)</td>
</tr>
</tbody>
</table>

Source: EMSI inc.
Georgia has a diverse economy

Source: USDA Economic Research Services, 2015
“70% of all payment transactions are handled in Atlanta”

Source: PC World; Technology Association of Georgia
Advanced Manufacturing

Georgia Manufacturing Employment

Source: EMSI inc.
Manufacturing has changed significantly over the past decade.

“I think a way to gauge the progress, over the years, of tire building would be that one of our competitors had a plant down here in Albany, Ga., that made about the same amount of tires we're projected to make a year—about 4 million. ... They had about 2,300 employees to operate their place. We're doing it with just under 400.”

Source: Rubber News
Automation isn’t just impacting manufacturing
What about the Gig Economy?
The Gig Economy isn’t actually growing

This Measure of the Gig Economy Isn’t Growing
Percentage of U.S. workers in alternative work arrangements

- Independent contractors
- On-call workers
- Temporary help agency workers
- Workers provided by contract firms

Data: U.S. Bureau of Labor Statistics; graphic by Bloomberg QuickTake
Maybe some side gigs are though... the number of nonemployer businesses in ground transit increased by 140% in 3 years

<table>
<thead>
<tr>
<th>Year</th>
<th>Establishments</th>
<th>Receipts ($000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>362,445</td>
<td>11,727,104</td>
</tr>
<tr>
<td>2015</td>
<td>577,809</td>
<td>14,300,546</td>
</tr>
<tr>
<td>2016</td>
<td>869,052</td>
<td>17,990,278</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, Non Employer Statistics
Georgia sends a lot of students to college, but only 27% graduate after 5 years.

Source: Governor’s Office of Student Achievement High School Outcomes Dashboard
Percentage of Students Enrolled in Post-Secondary Education One Year after High School Graduation by School District

Source: Governor's Office of Student Achievement
The Georgia Department of Education does not report on schools at military installations.
Bachelor’s Degree Attainment 2012 - 2016

Source: U.S. Census Bureau, ACS 2012-2016 5-year estimates
Questions/Discussion

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