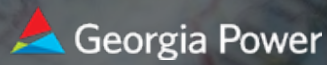




# Greater Butts County Area Economy Overview

Georgia Power



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Atlanta, Georgia 30308

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## Report Parameters

### 7 Counties

13035	Butts County, GA	13207	Monroe County, GA
13151	Henry County, GA	13217	Newton County, GA
13159	Jasper County, GA	13255	Spalding County, GA
13171	Lamar 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

**537,030**

**Population (2023)**

Population **grew by 46,924** over the last 5 years and is projected to **grow by 51,847** over the next 5 years.

**170,008**

**Total Regional Employment**

Jobs **grew by 19,897** over the last 5 years and are projected to **grow by 18,224** over the next 5 years.

**\$58.6K**

**Avg. Earnings Per Job (2023)**

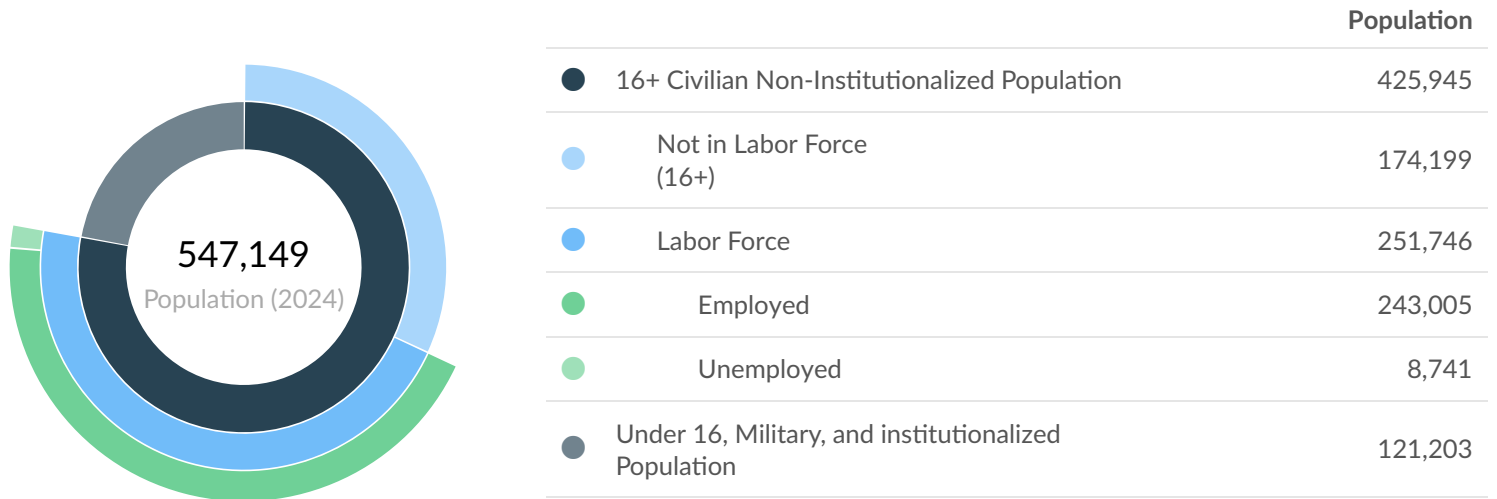
Regional average earnings per job are **\$24.7K below** the national average earnings of \$83.3K per job.

## Takeaways

- As of 2023 the region's population **increased by 9.6%** since 2018, growing by 46,924. Population is expected to **increase by 9.7%** between 2023 and 2028, adding 51,847.
- From 2018 to 2023, jobs **increased by 13.3%** in 7 Georgia Counties from 150,112 to **170,008**. This change **outpaced the national growth rate of 4.3% by 9.0%**. As the number of jobs increased, the **labor force participation rate decreased from 62.2% to 59.4% between 2018 and 2023**.
- Concerning educational attainment, **15.2% of the selected regions' residents possess a Bachelor's Degree** (6.0% below the national average), and **9.8% hold an Associate's Degree** (0.9% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Warehousing and Storage.

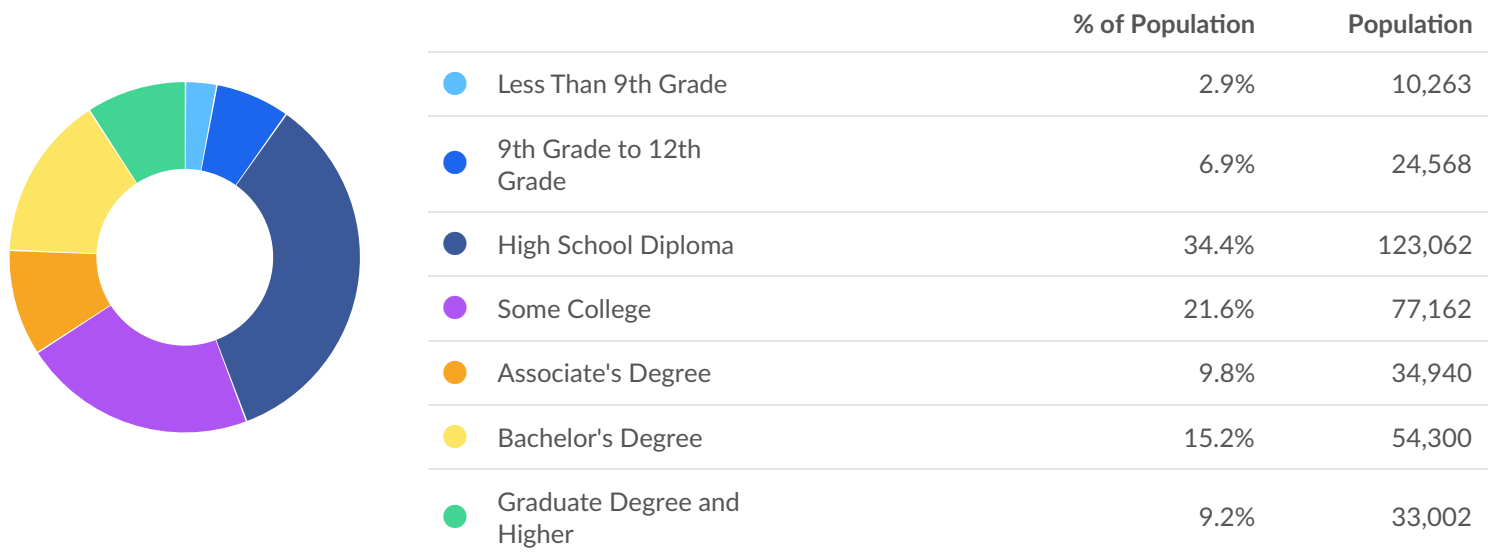
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	547,149	251,746	170,008	93.5	\$21.83B	\$35.48B	\$25.80B
State	11,146,302	5,402,933	5,446,346	93.5	\$808.73B	\$607.50B	\$770.35B

## Mar 2024 Labor Force Breakdown



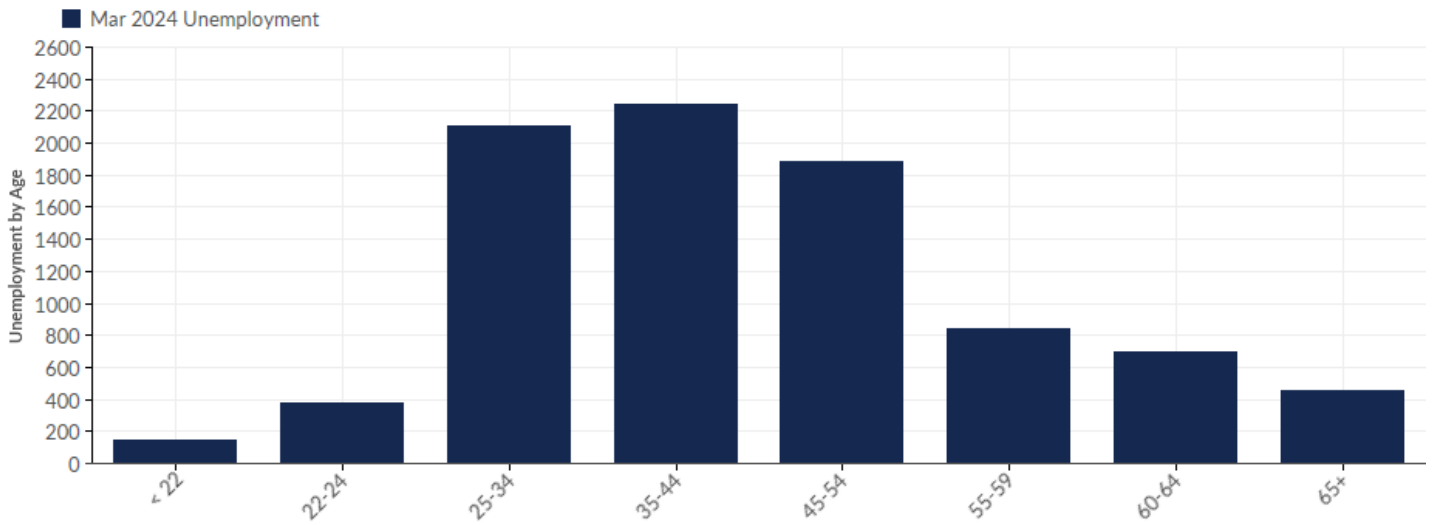
## Educational Attainment

Concerning educational attainment, **15.2% of the selected regions' residents possess a Bachelor's Degree** (6.0% below the national average), and **9.8% hold an Associate's Degree** (0.9% above the national average).



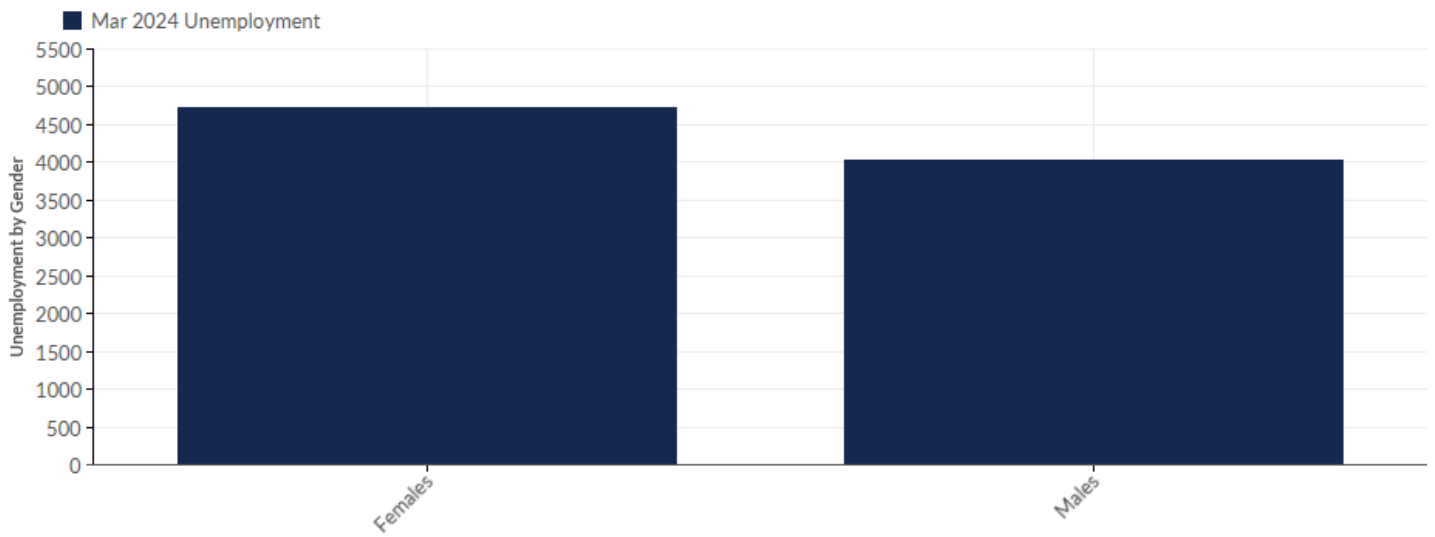
# Unemployment by Demographics

## Unemployment by Age



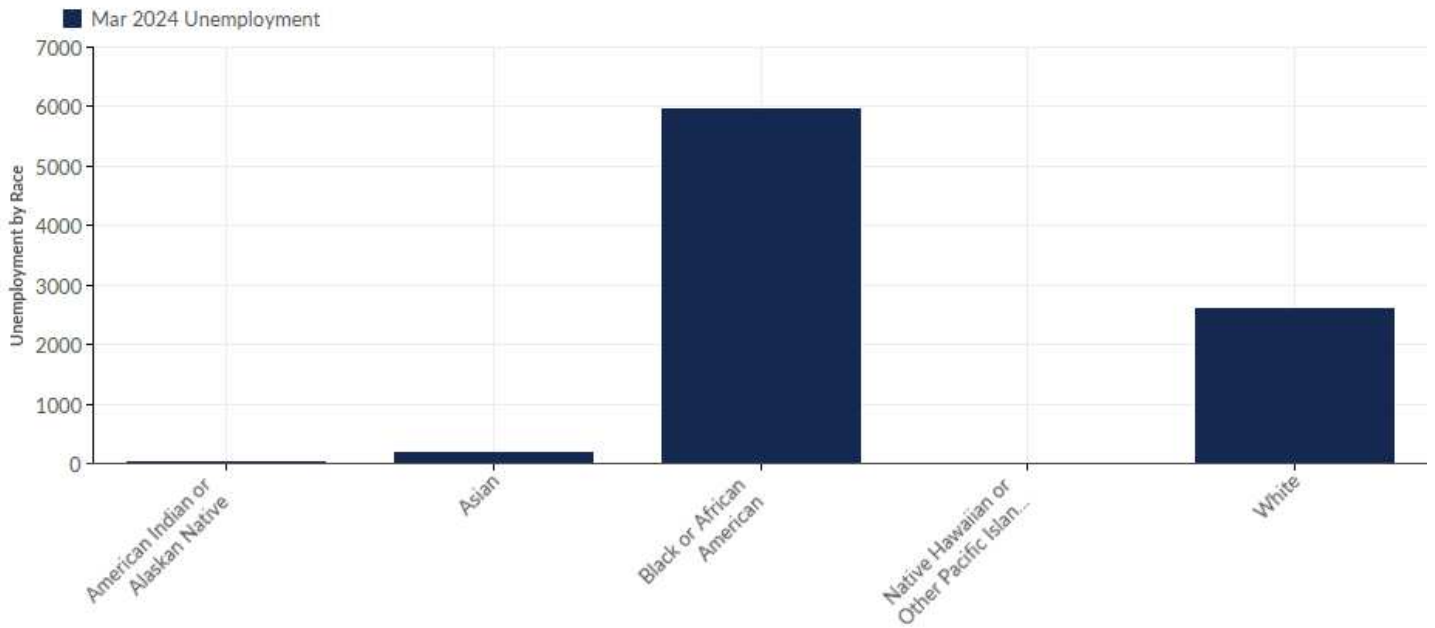
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	142	1.62%
22-24	376	4.30%
25-34	2,109	24.13%
35-44	2,244	25.67%
45-54	1,883	21.54%
55-59	839	9.60%
60-64	693	7.93%
65+	455	5.21%
Total	8,741	0.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2024)	% of Unemployed
Females	4,720	54.00%
Males	4,021	46.00%
Total	8,741	0.00%

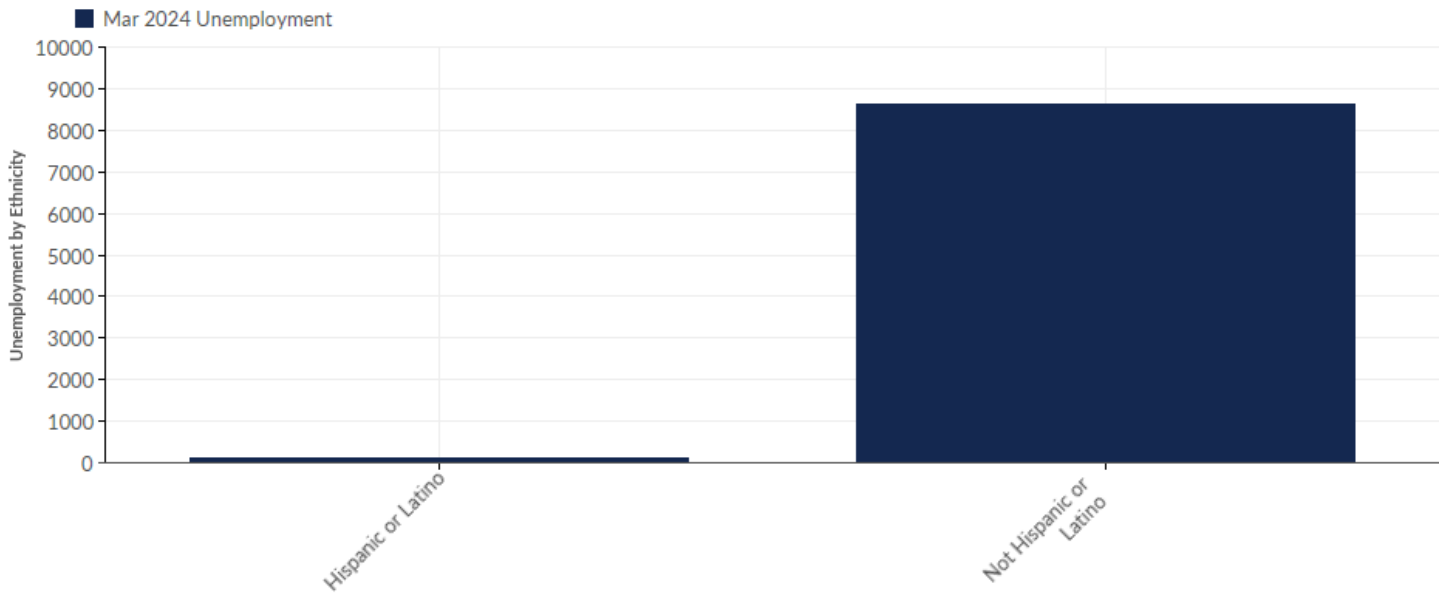
## Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	21	0.24%
Asian	170	1.94%
Black or African American	5,956	68.14%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	2,593	29.66%
Total	8,741	0.00%



## Unemployment by Ethnicity

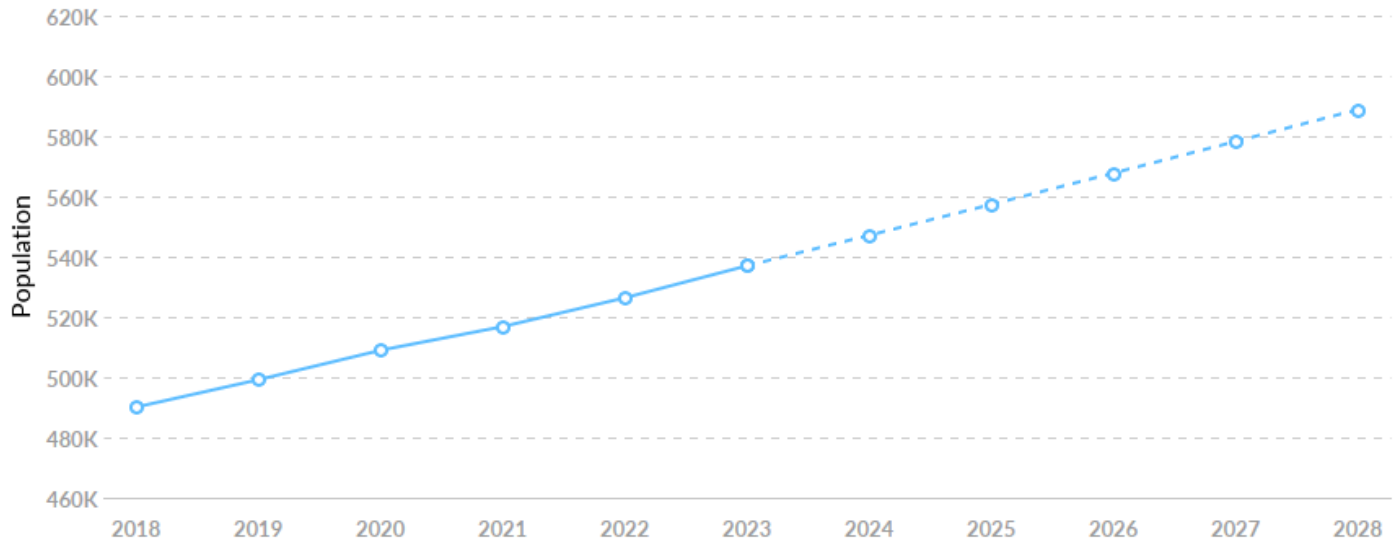


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	107	1.22%
Not Hispanic or Latino	8,634	98.78%
Total	8,741	0.00%

# Historic & Projected Trends

## Population Trends

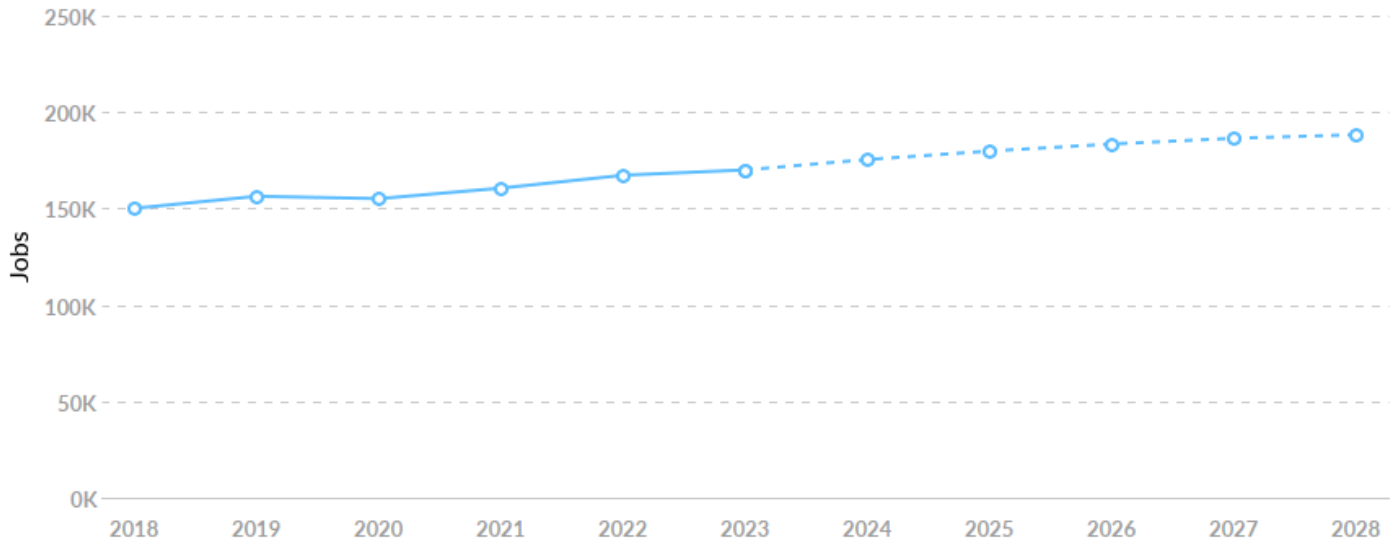
As of 2023 the region's population **increased by 9.6%** since 2018, growing by 46,924. Population is expected to **increase by 9.7%** between 2023 and 2028, adding 51,847.



Timeframe	Population
2018	490,106
2019	499,202
2020	508,969
2021	516,826
2022	526,398
2023	537,030
2024	547,149
2025	557,387
2026	567,796
2027	578,291
2028	588,877

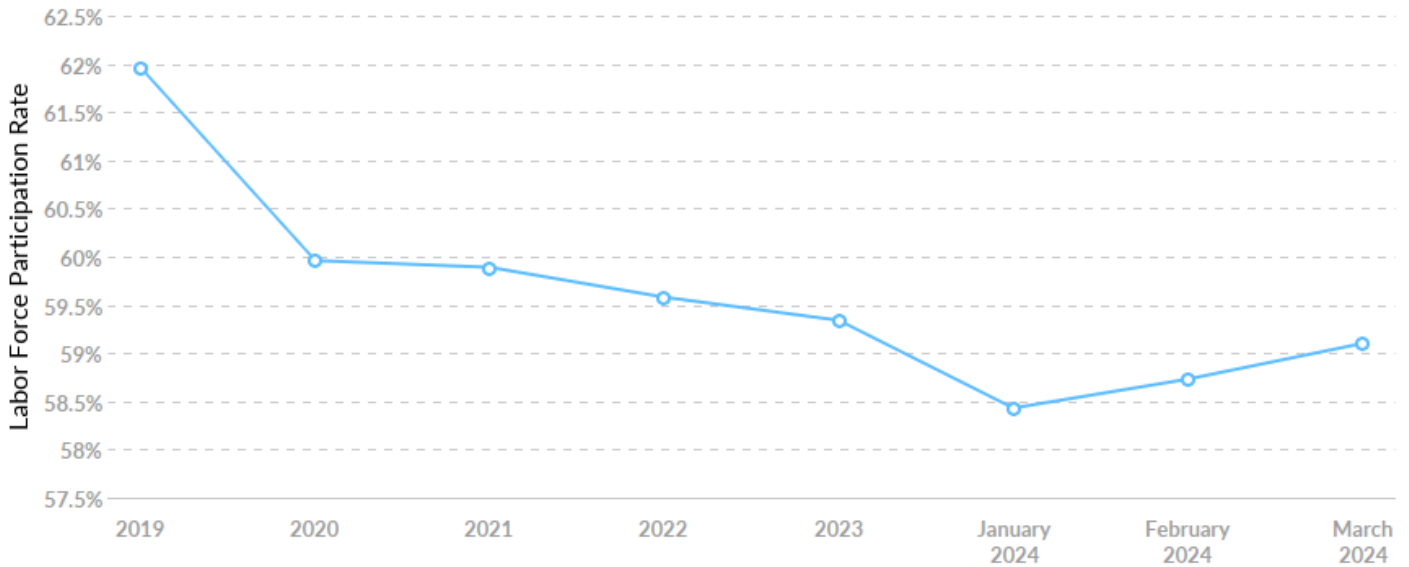
## Job Trends

From 2018 to 2023, jobs increased by **13.3%** in 7 Georgia Counties from 150,112 to **170,008**. This change **outpaced the national growth rate of 4.3% by 9.0%**.



Timeframe	Jobs
2018	150,112
2019	156,338
2020	155,108
2021	160,565
2022	167,243
2023	170,008
2024	175,397
2025	179,772
2026	183,434
2027	186,429
2028	188,233

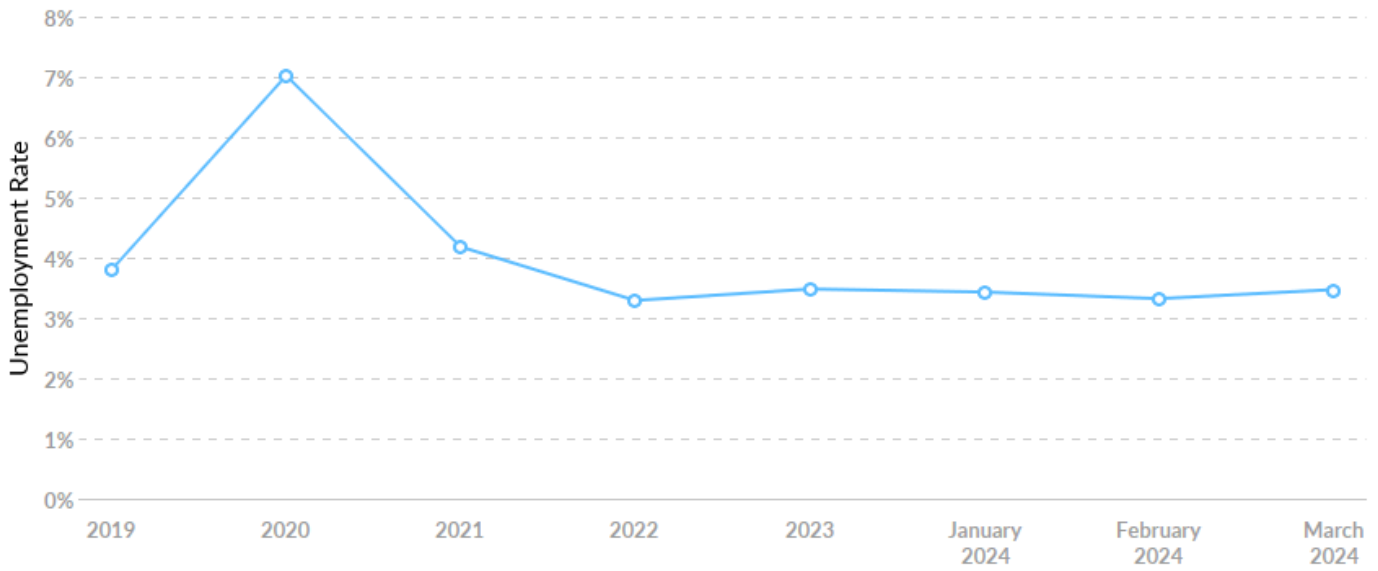
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	61.96%
2020	59.96%
2021	59.89%
2022	59.58%
2023	59.34%
January 2024	58.43%
February 2024	58.73%
March 2024	59.10%

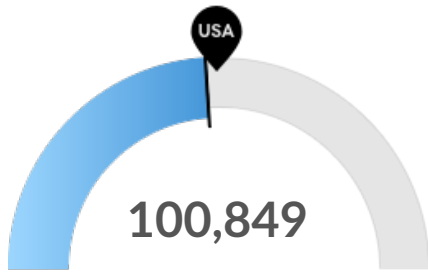
## Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 3.47%, **decreasing from 3.80%** 5 years before.



Timeframe	Unemployment Rate
2019	3.80%
2020	7.02%
2021	4.18%
2022	3.29%
2023	3.48%
January 2024	3.43%
February 2024	3.32%
March 2024	3.47%

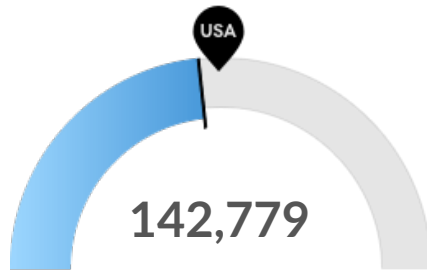
## Population Characteristics



**100,849**

**Millennials**

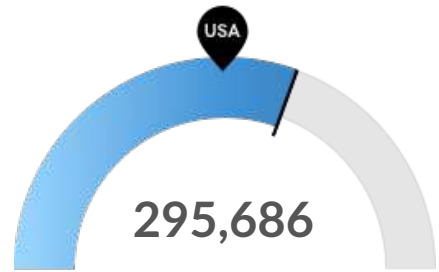
Your area has 100,849 millennials (ages 25-39). The national average for an area this size is 107,035.



**142,779**

**Retiring Soon**

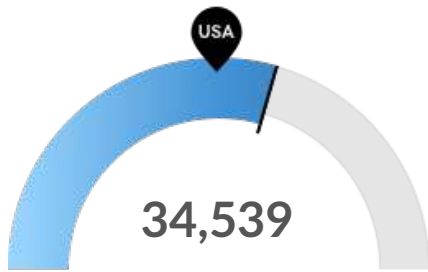
Retirement risk is about average in your area. The national average for an area this size is 157,752 people 55 or older, while there are 142,779 here.



**295,686**

**Racial Diversity**

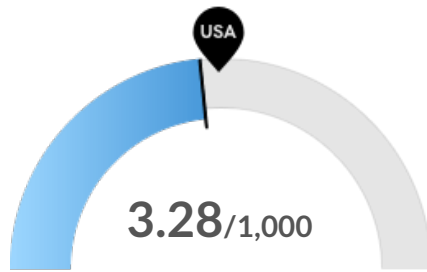
Racial diversity is high in your area. The national average for an area this size is 216,477 racially diverse people, while there are 295,686 here.



**34,539**

**Veterans**

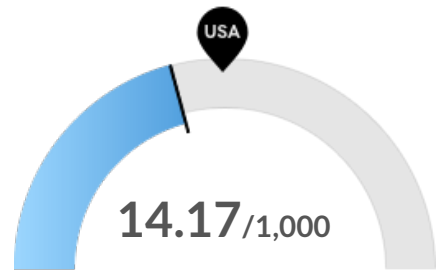
Your area has 34,539 veterans. The national average for an area this size is 26,911.



**3.28/1,000**

**Violent Crime**

Your area has 3.28 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.



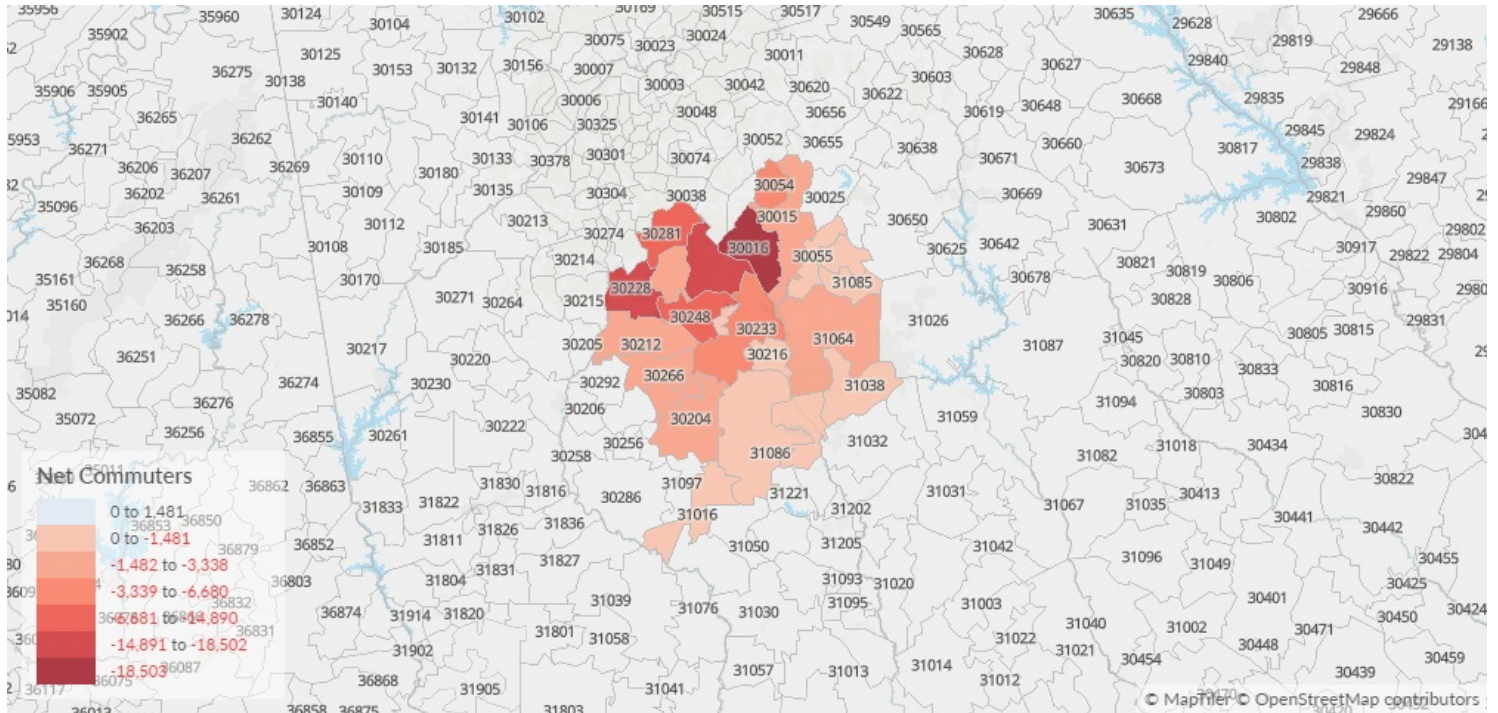
**14.17/1,000**

**Property Crime**

Your area has 14.17 property crimes per 1,000 people. The national rate is 18.22 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 #2 for resident workers. The top ZIP for resident workers is 30281.



### Where Talent Works

ZIP	Name	2023 Employment
30253	Mcdonough, GA (in Hen...	29,604
30281	Stockbridge, GA (in Hen...	26,374
30014	Covington, GA (in Newt...	17,713
30223	Griffin, GA (in Spalding c...	15,129
30224	Griffin, GA (in Spalding c...	11,324

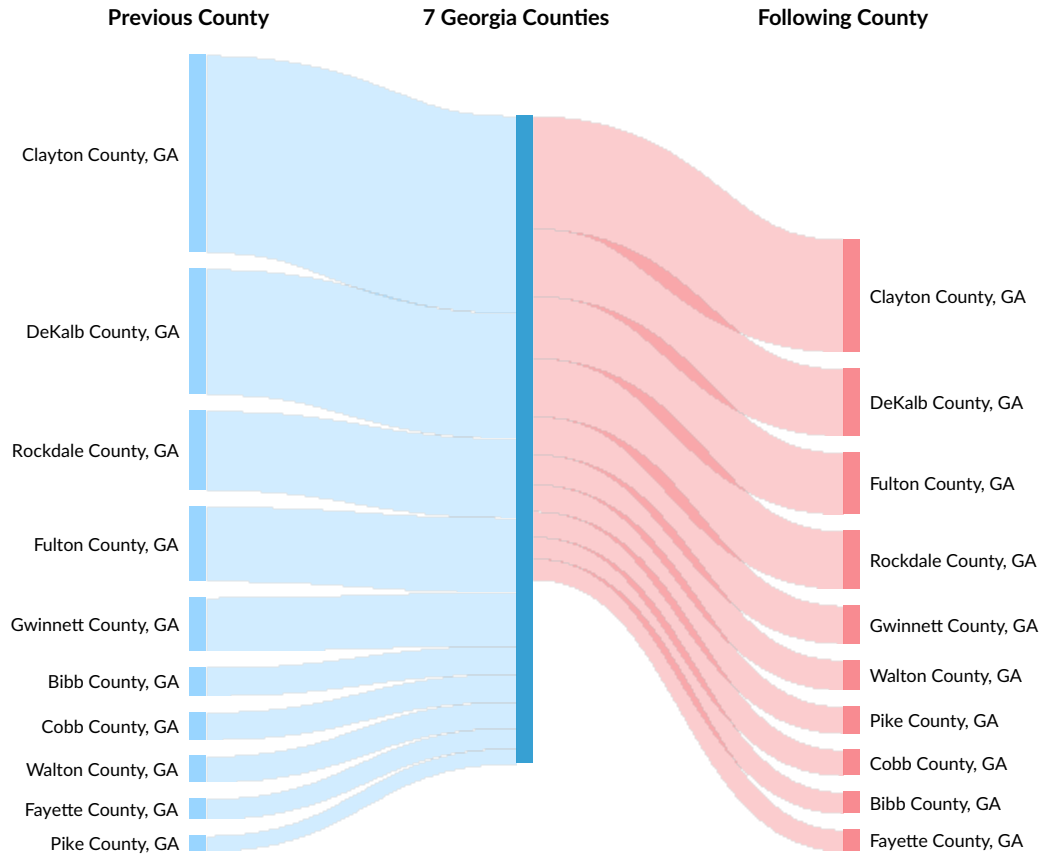
### Where Talent Lives

ZIP	Name	2023 Workers
30281	Stockbridge, GA (in Hen...	35,642
30253	Mcdonough, GA (in Hen...	31,787
30016	Covington, GA (in Newt...	27,435
30252	Mcdonough, GA (in Hen...	26,263
30228	Hampton, GA (in Henry ...	25,284

# Inbound and Outbound Migration

The table below analyzes past and current residents of 7 Georgia Counties. The left column shows residents of other counties migrating to 7 Georgia Counties. The right column shows residents migrating from 7 Georgia Counties to other counties.

As of 2021, 5,536 people have migrated from Clayton County, GA to 7 Georgia Counties. In the same year, 3,166 people left 7 Georgia Counties migrating to Clayton County, GA. The total Net Migration for 7 Georgia Counties in 2021 was 7,115.



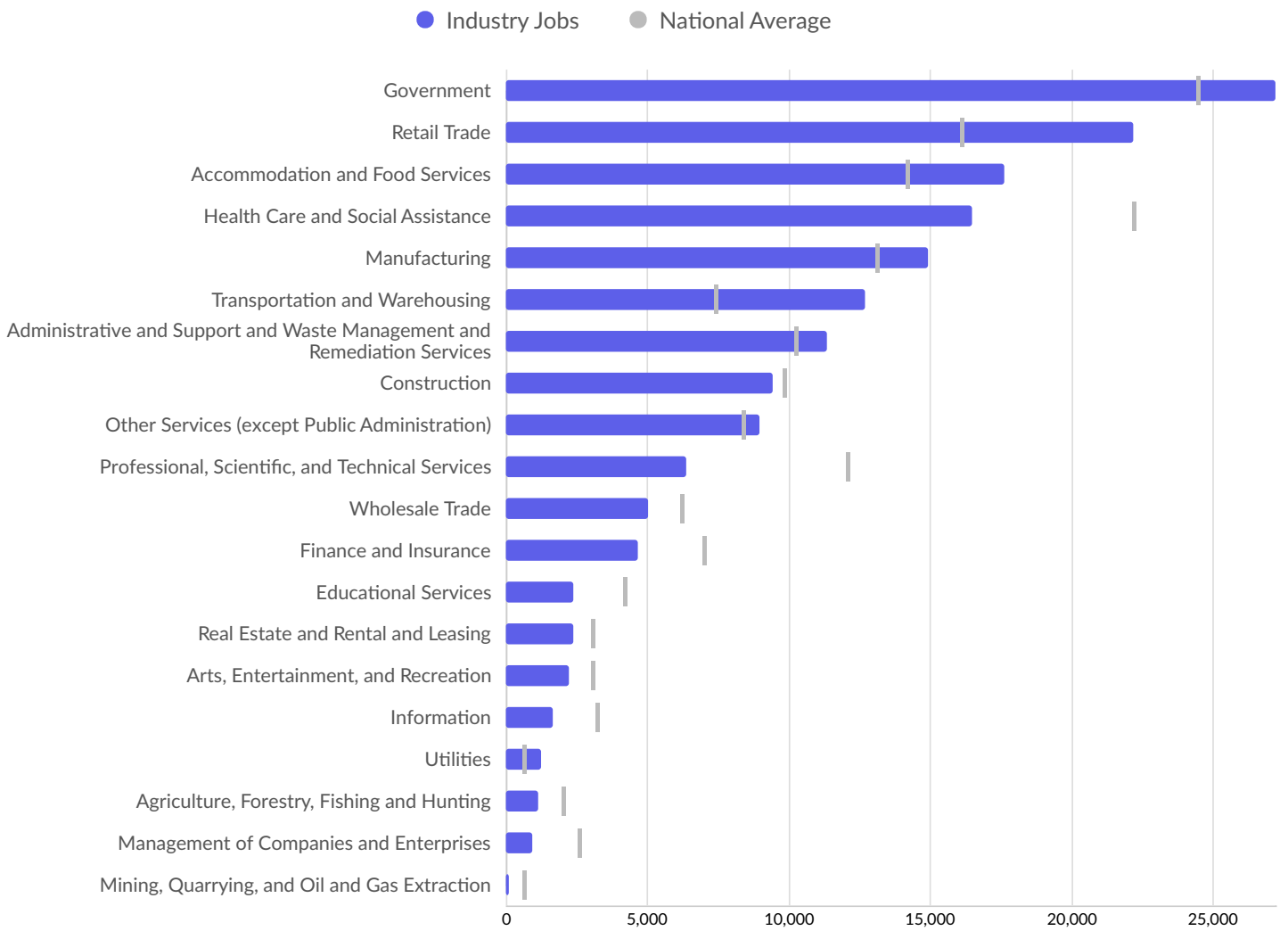
Top Previous Counties	Migrations
Clayton County, GA	5,536
DeKalb County, GA	3,518
Rockdale County, GA	2,224
Fulton County, GA	2,092
Gwinnett County, GA	1,501
Bibb County, GA	793



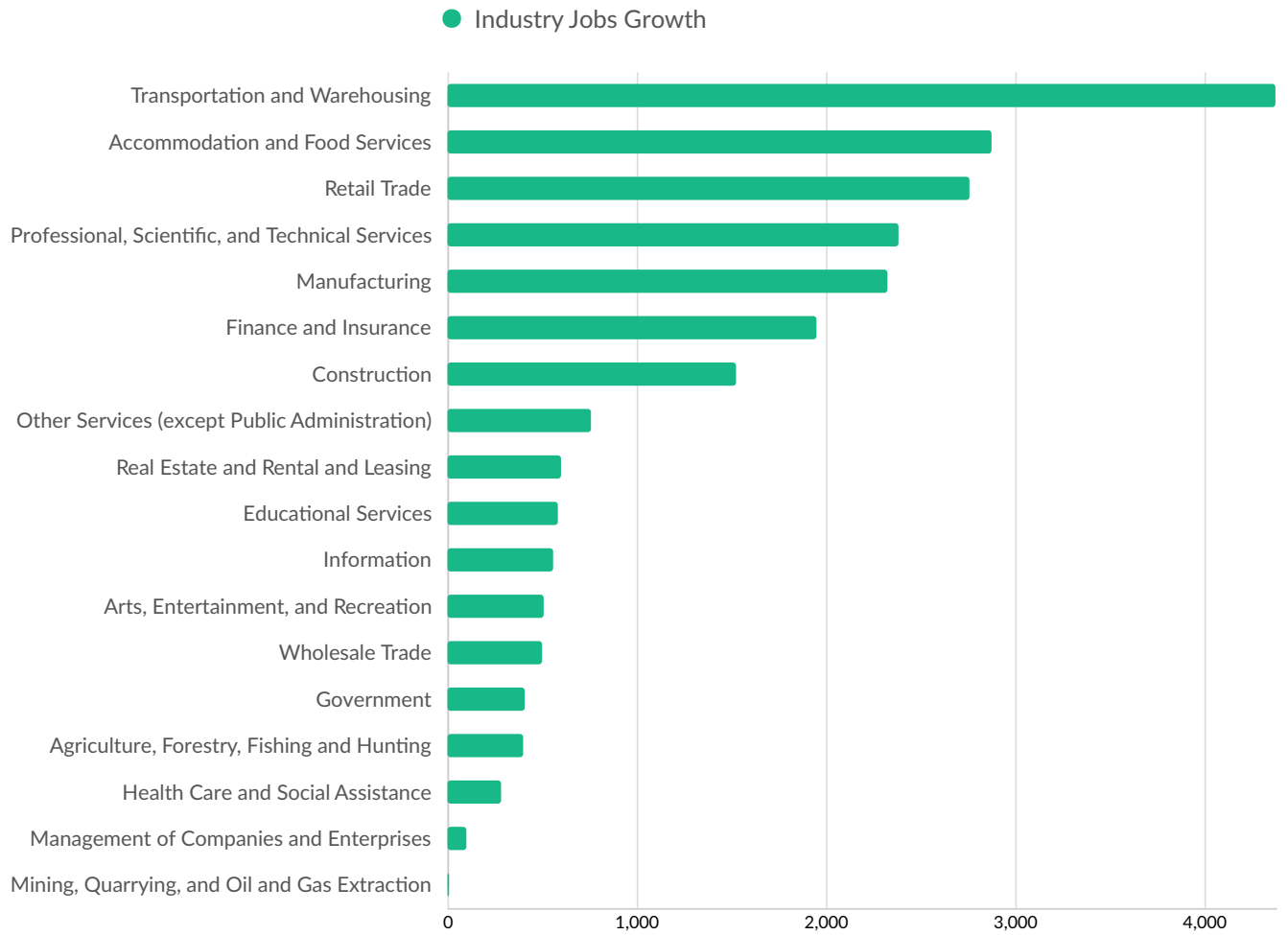
Top Previous Counties	Migrations
Cobb County, GA	774
Walton County, GA	733
Fayette County, GA	574
Pike County, GA	436
Coweta County, GA	297
Upson County, GA	292
Houston County, GA	276
Broward County, FL	271
Douglas County, GA	242
Top Following Counties	Migrations
Clayton County, GA	3,166
DeKalb County, GA	1,893
Fulton County, GA	1,739
Rockdale County, GA	1,634
Gwinnett County, GA	1,067
Walton County, GA	840
Pike County, GA	758
Cobb County, GA	720
Bibb County, GA	602
Fayette County, GA	594
Coweta County, GA	536
Upson County, GA	346
Houston County, GA	282
Cherokee County, GA	268
Morgan County, GA	260

# Industry Characteristics

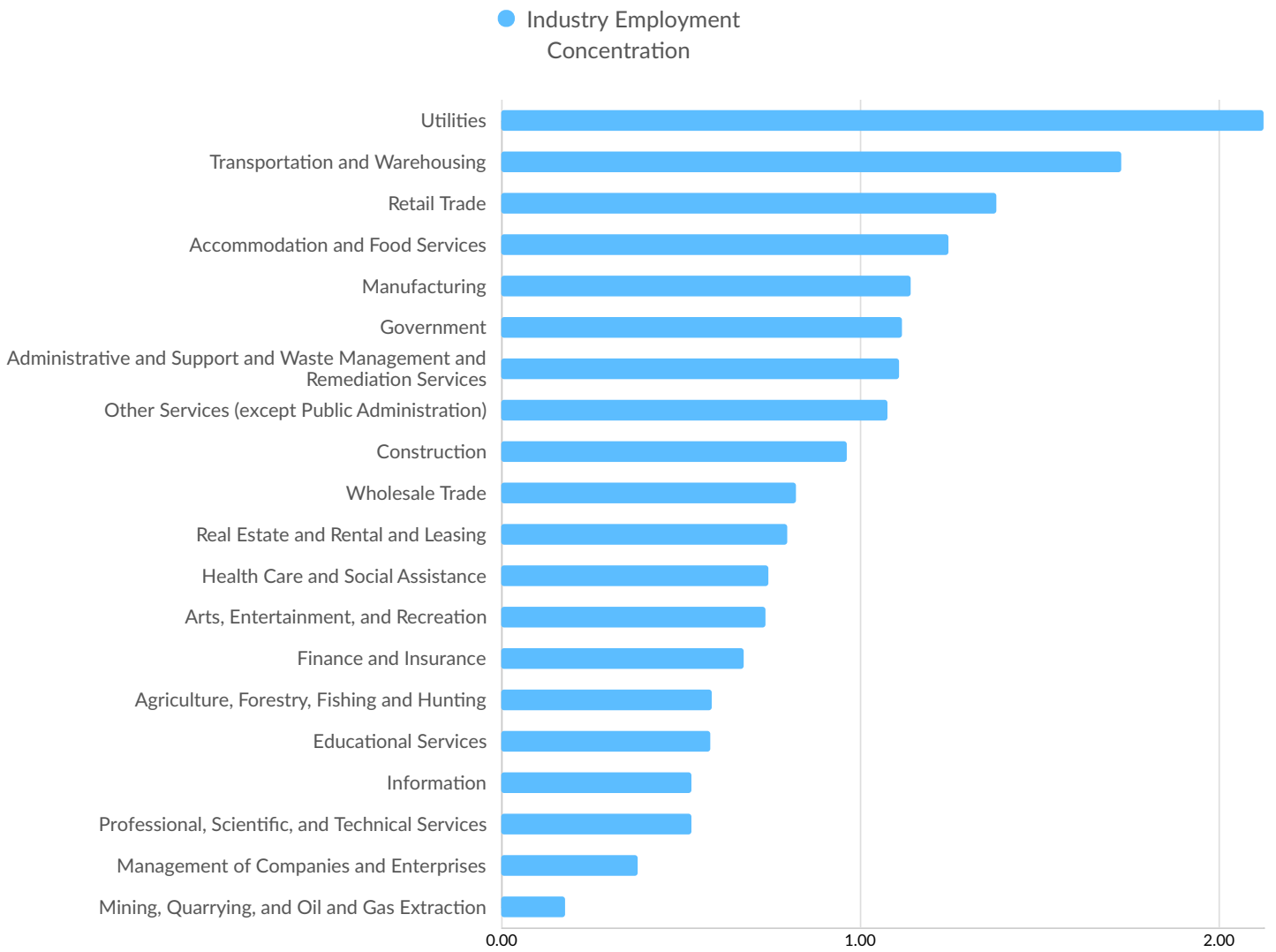
## Largest Industries



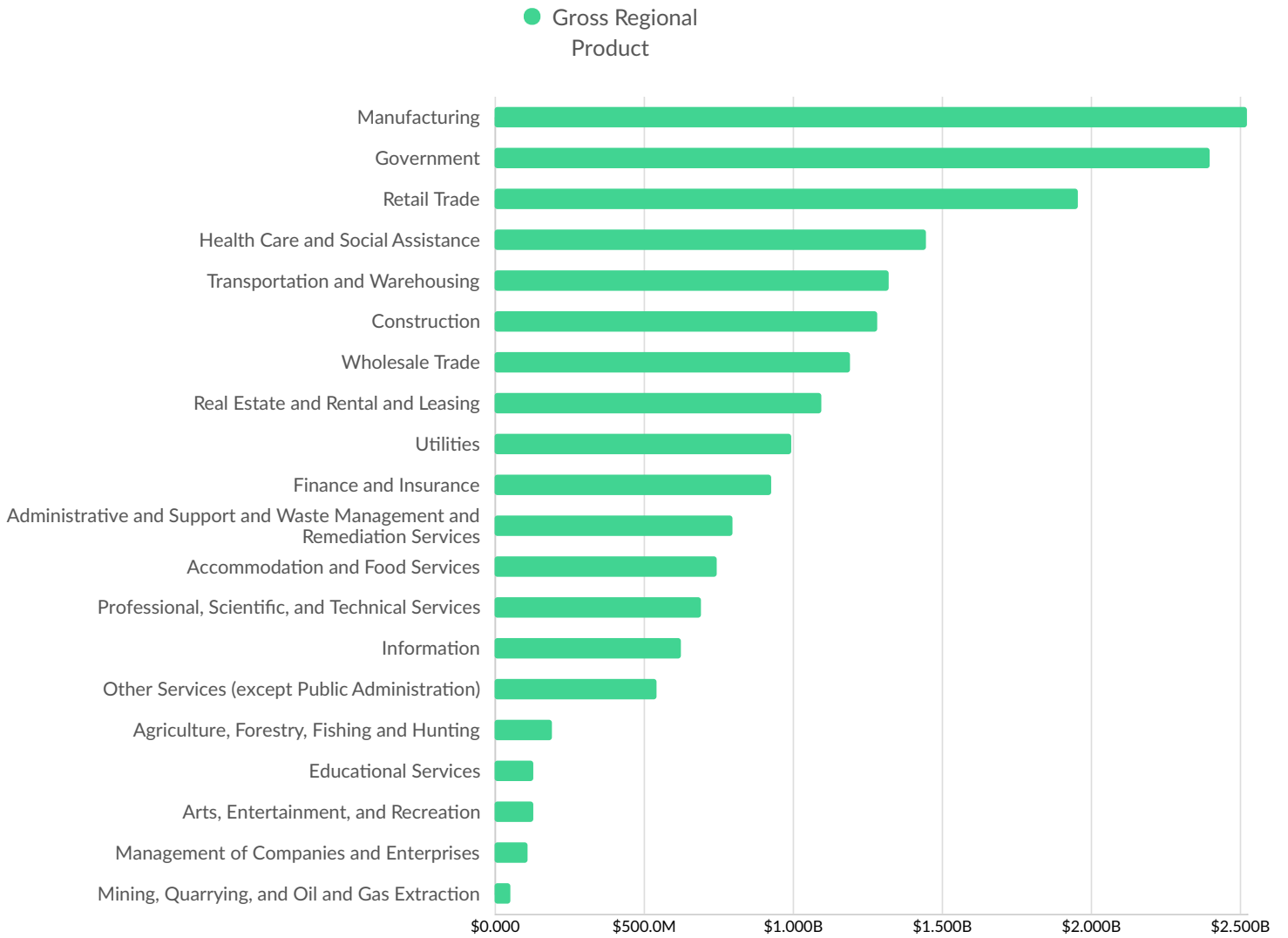
## Top Growing Industries



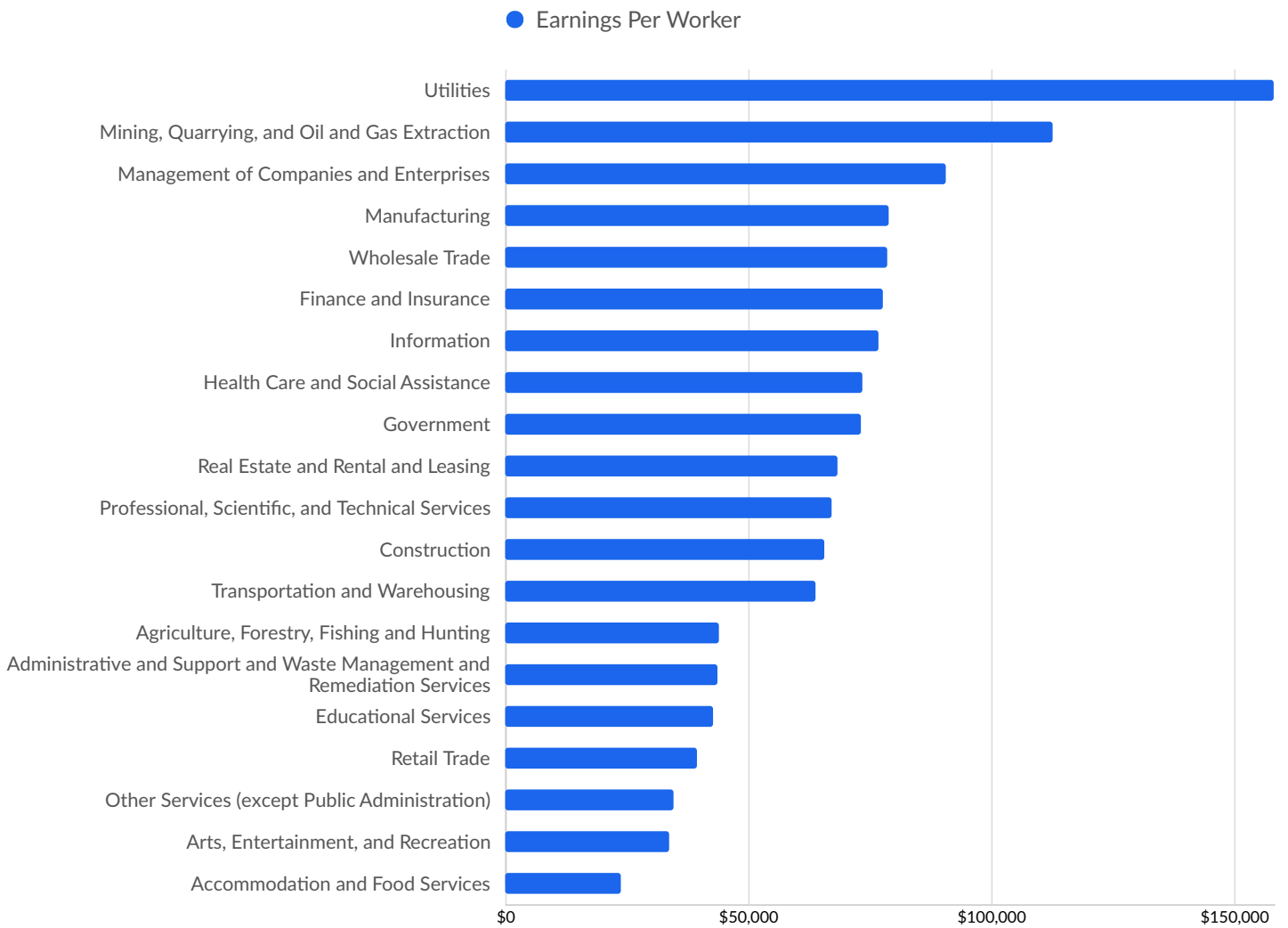
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



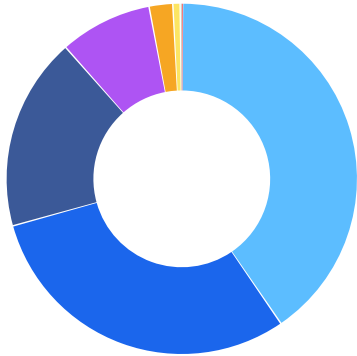
## Business Characteristics

### 33,417 Companies Employ Your Workers

Online profiles for your workers mention 33,417 companies as employers, with the top 10 appearing below. In the last 12 months, 3,673 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Delta Air Lines	1,650 	Piedmont Healthcare	1,203 
United States Army	1,008 	Piedmont Henry Hospital	708 
Emory Healthcare	942 	Wellstar Health System	415 
Walmart	848 	Piedmont Newton Hospital	364 
Piedmont Healthcare	841 	Walmart	326 
Henry County Public Schools	760 	Ingles	306 
AT&T	726 	EssilorLuxottica	284 
The Home Depot	631 	Newton County School System	279 
Clayton County Public Schools	515 	State of Georgia	279 
Henry County Schools	484 	PruittHealth	274 

## Business Size



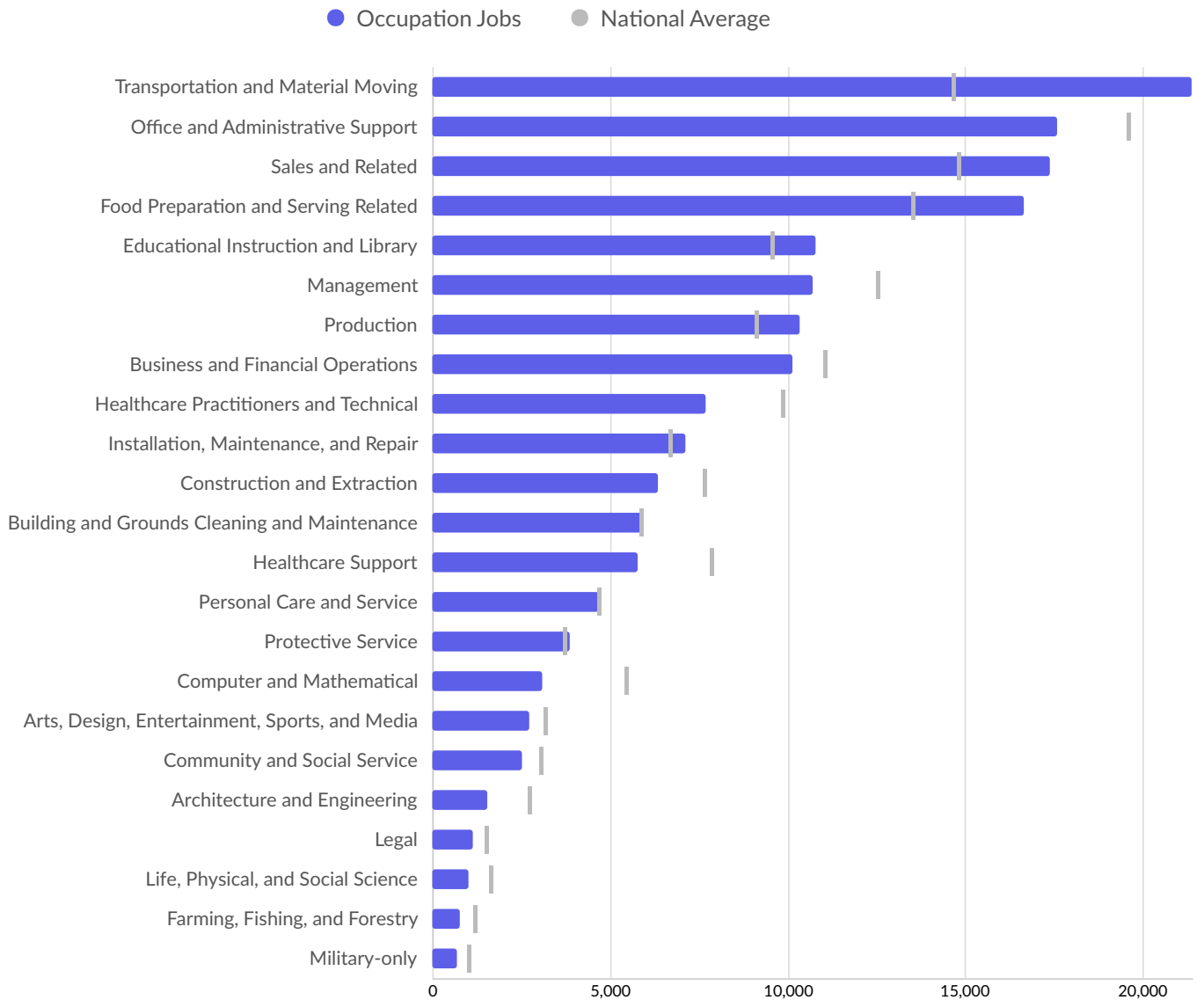
	Percentage	Business Count
● 1 to 4 employees	40.4%	8,358
● 5 to 9 employees	30.2%	6,262
● 10 to 19 employees	17.8%	3,687
● 20 to 49 employees	8.5%	1,765
● 50 to 99 employees	2.2%	450
● 100 to 249 employees	0.7%	139
● 250 to 499 employees	0.2%	35
● 500+ employees	0.0%	10

*\*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.*

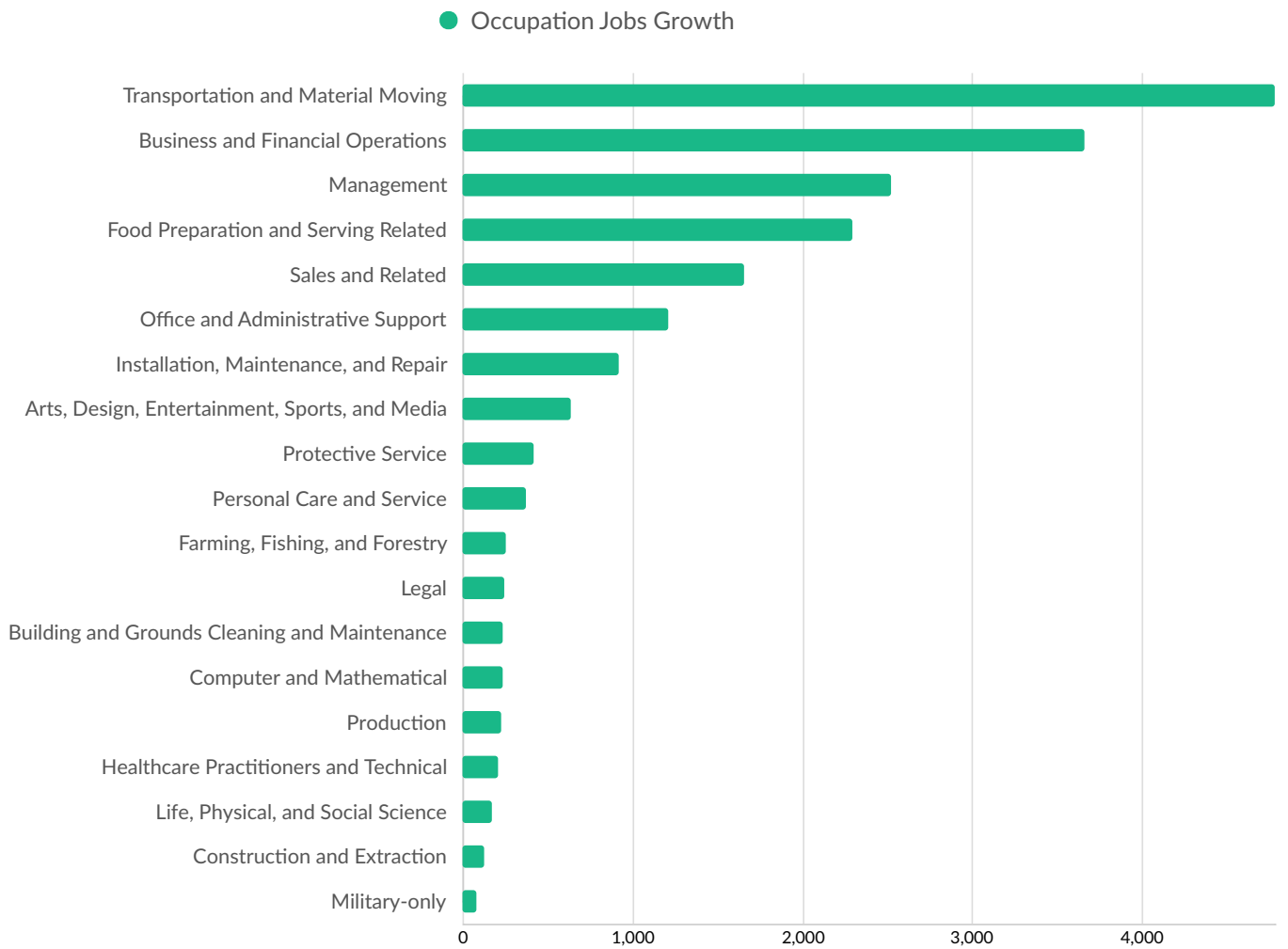


# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations



## Top Occupation Employment Concentration

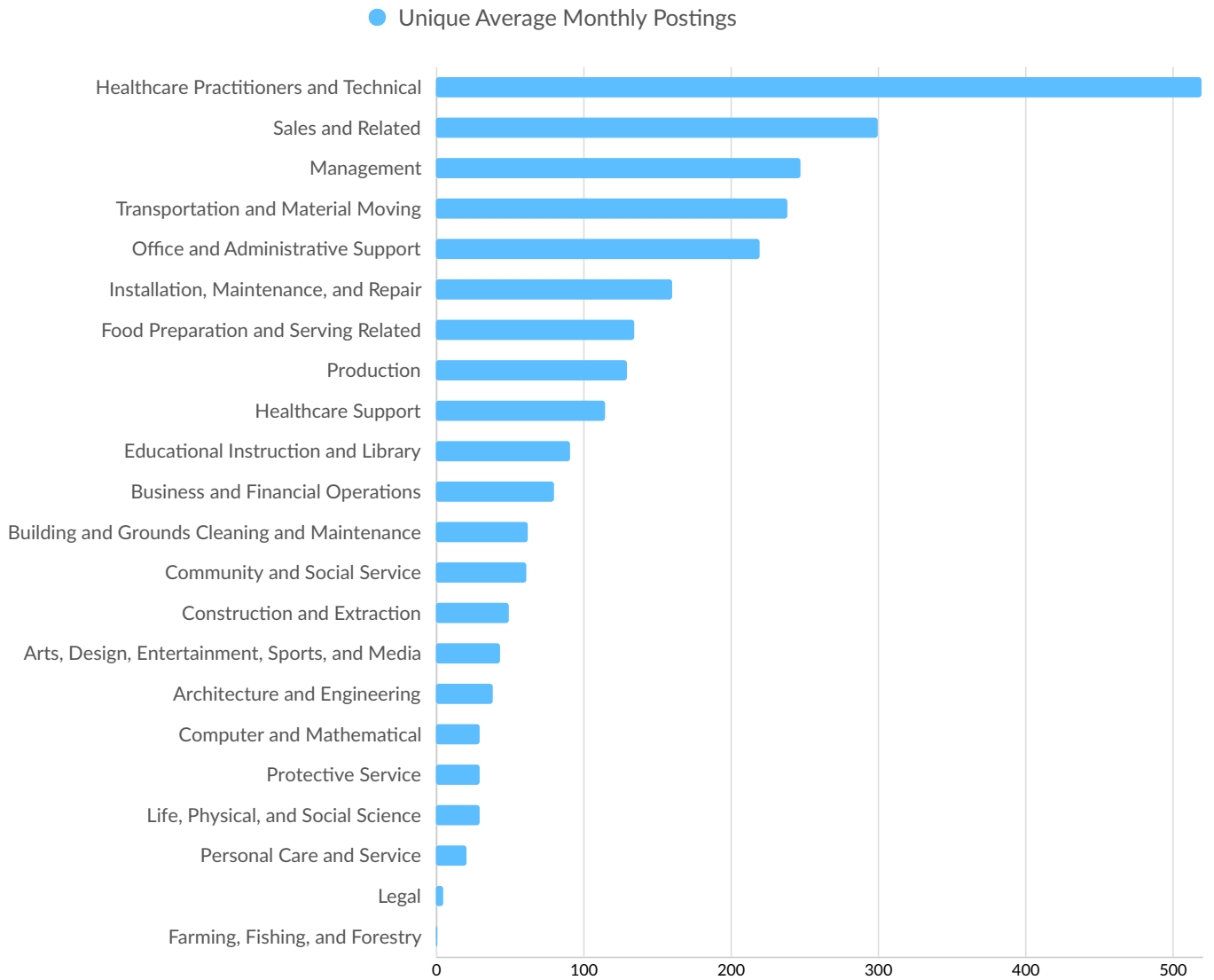
● Occupation Employment Concentration



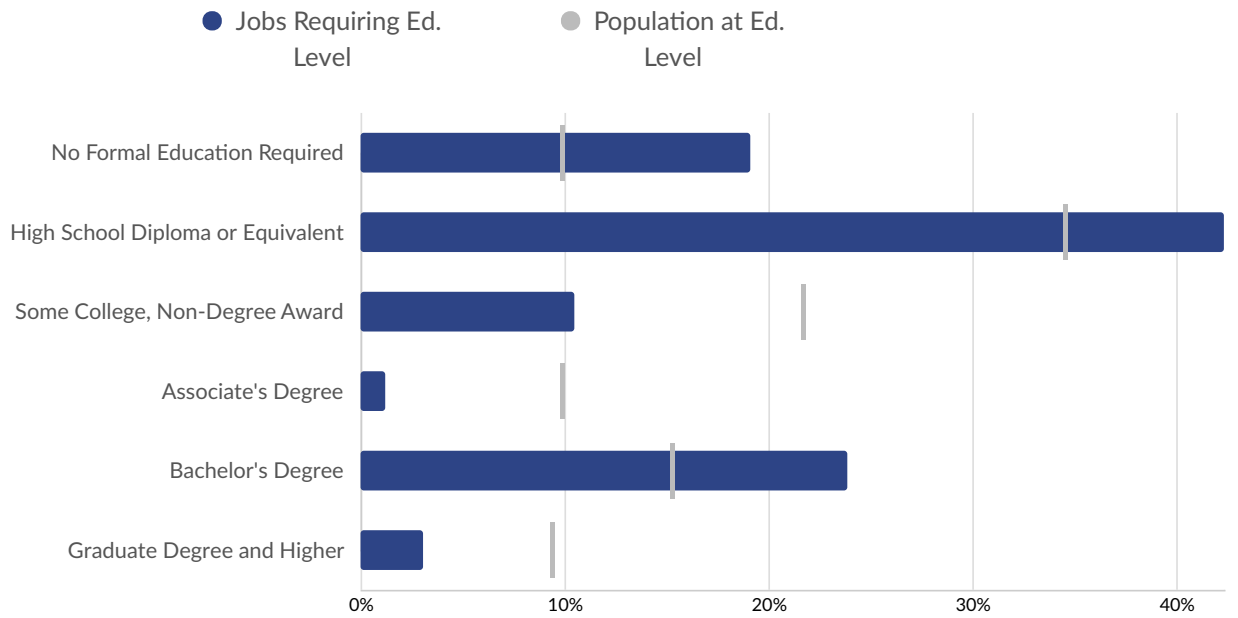
## Top Occupation Earnings



## Top Posted Occupations









## Underemployment



## Educational Pipeline

In 2022, there were 4,849 graduates in 7 Georgia Counties. This pipeline has grown by 10% over the last 4 years. The highest share of these graduates come from "Liberal Arts and Sciences, General Studies and Humanities, Other" (Certificate), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Business Administration and Management, General" (Certificate).

School	Total Graduates (2022)	Graduate Trend (2019 - 2022)
Southern Crescent Technical College	3,906 	
Gordon State College	502 	
Emory University-Oxford College	441 	

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

# In-Demand Skills

