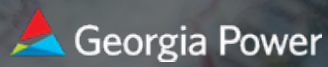




41 Georgia ZIPs

Georgia Power



75 Fifth Street NW Suite 175
Atlanta, Georgia 30308

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Report Parameters

41 ZIPs

30004	Alpharetta, GA (in Fulton county)	30066	Marietta, GA (in Cobb county)
30028	Cumming, GA (in Forsyth county)	30067	Marietta, GA (in Cobb county)
30040	Cumming, GA (in Forsyth county)	30090	Marietta, GA (in Cobb county)
30060	Marietta, GA (in Cobb county)	30102	Acworth, GA (in Cherokee county)
30062	Marietta, GA (in Cobb county)		<i>See Appendix A for all 41 ZIPs</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

980,151

Population (2019)

Population grew by **82,902** over the last 5 years and is projected to grow by **59,962** over the next 5 years.

500,333

Total Regional Employment

Jobs grew by **65,657** over the last 5 years and are projected to grow by **42,494** over the next 5 years.

\$65.5K

Avg. Earnings Per Job (2019)

Regional average earnings per job are **\$2.5K below** the national average earnings of \$68.0K per job.

Takeaways

- As of 2019 the region's population **increased by 9.2%** since 2014, growing by 82,902. Population is expected to **increase by 6.1%** between 2019 and 2024, adding 59,962.
- From 2014 to 2019, jobs **increased by 15.1%** in 41 Georgia ZIPs from 434,676 to **500,333**. This change **outpaced the national growth rate of 7.3% by 7.8%**. Labor force data is not available for 41 Georgia ZIPs.
- There is no education attainment data for 41 Georgia ZIPs.
- The top three industries in 2019 are Restaurants and Other Eating Places, Employment Services, and Education and Hospitals (Local Government).

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	980,151	N/A	500,333	97.8	\$65.44B	\$66.47B	\$67.93B
Georgia	10,625,793	5,132,689	5,028,611	93.4	\$590.19B	\$452.98B	\$582.75B
United States	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

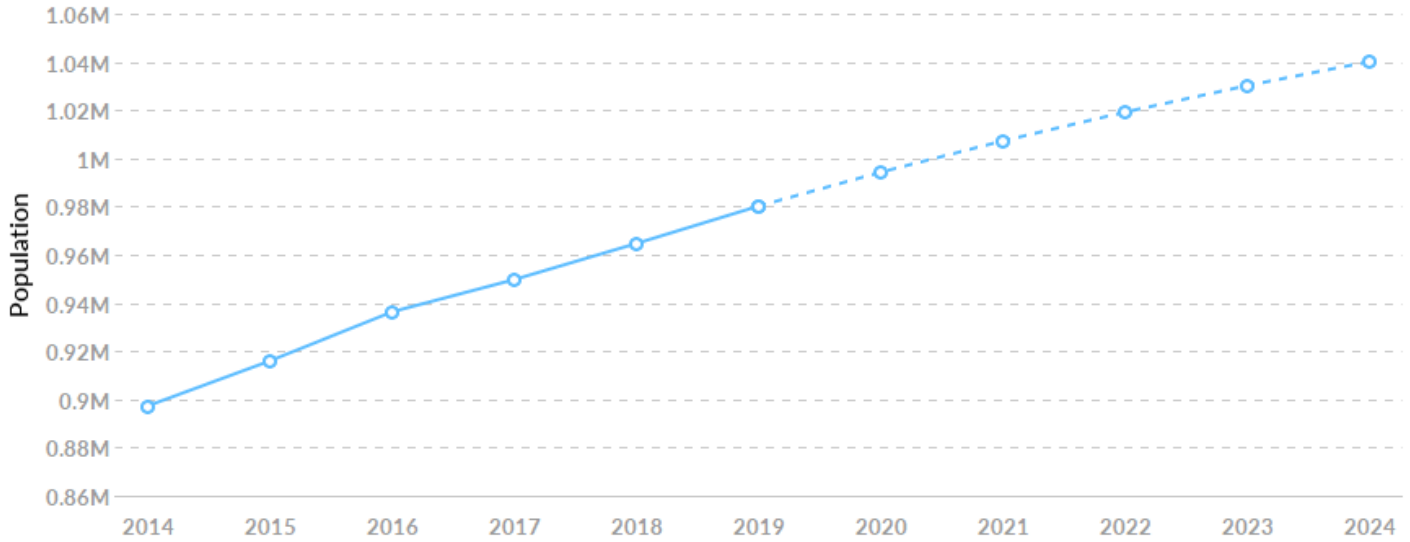
Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

Historic & Projected Trends

Population Trends

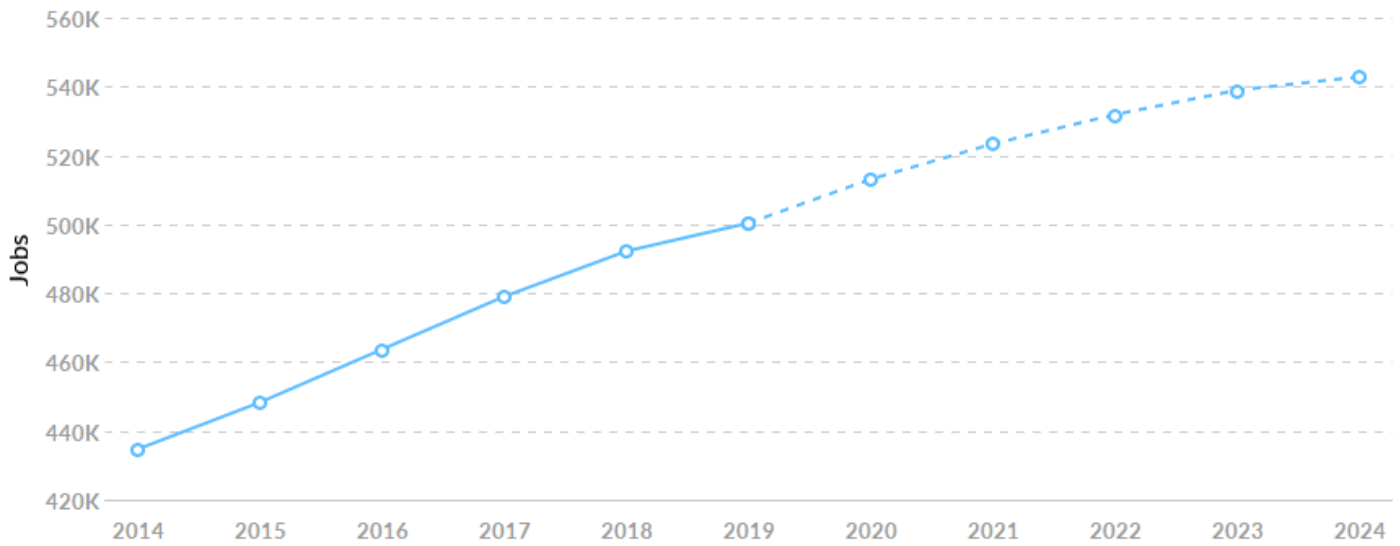
As of 2019 the region's population **increased by 9.2%** since 2014, growing by 82,902. Population is expected to **increase by 6.1%** between 2019 and 2024, adding 59,962.



Timeframe	Population
2014	897,249
2015	915,930
2016	936,282
2017	949,665
2018	964,651
2019	980,151
2020	994,221
2021	1,007,214
2022	1,019,163
2023	1,030,152
2024	1,040,113

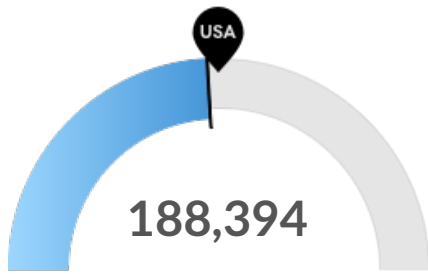
Job Trends

From 2014 to 2019, jobs increased by **15.1%** in 41 Georgia ZIPs from 434,676 to **500,333**. This change **outpaced the national growth rate of 7.3%** by **7.8%**.



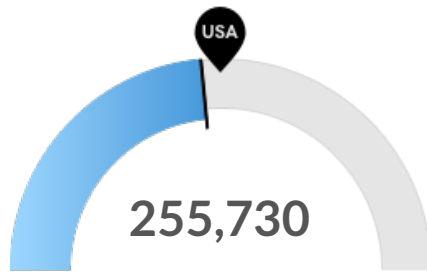
Timeframe	Jobs
2014	434,676
2015	448,257
2016	463,676
2017	479,016
2018	492,190
2019	500,333
2020	513,091
2021	523,356
2022	531,851
2023	538,941
2024	542,827

Population Characteristics



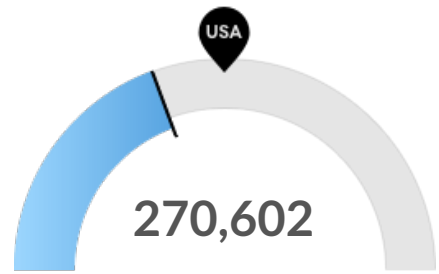
Millennials

Your area has 188,394 millennials (ages 25-39). The national average for an area this size is 198,320.



Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 279,234 people 55 or older, while there are 255,730 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 382,187 racially diverse people, while there are 270,602 here.



Veterans

Veterans data is not available at the ZIP level. Please choose a different region level to see this data.



Violent Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.

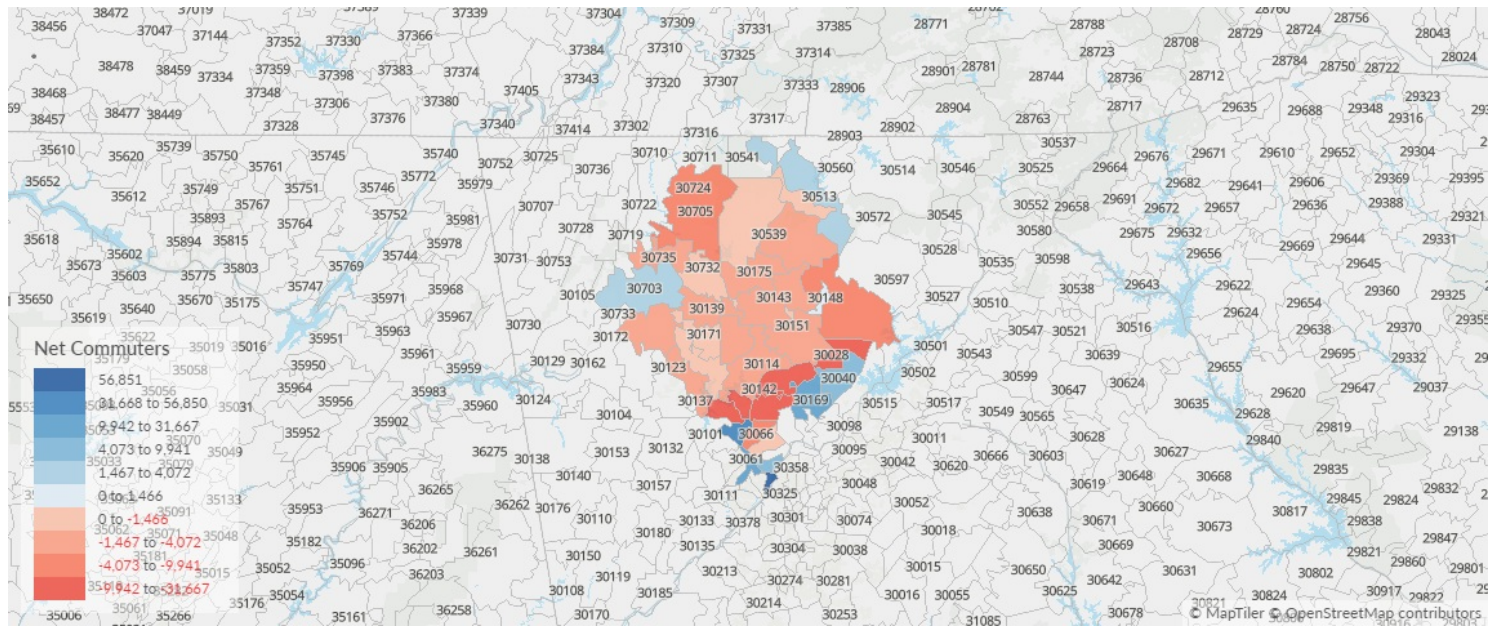


Property Crime

Crime data is not available at the ZIP level. Please choose a different region level to see this data.

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 #12 for resident workers. The top ZIP for resident workers is 30040.



Where Talent Works

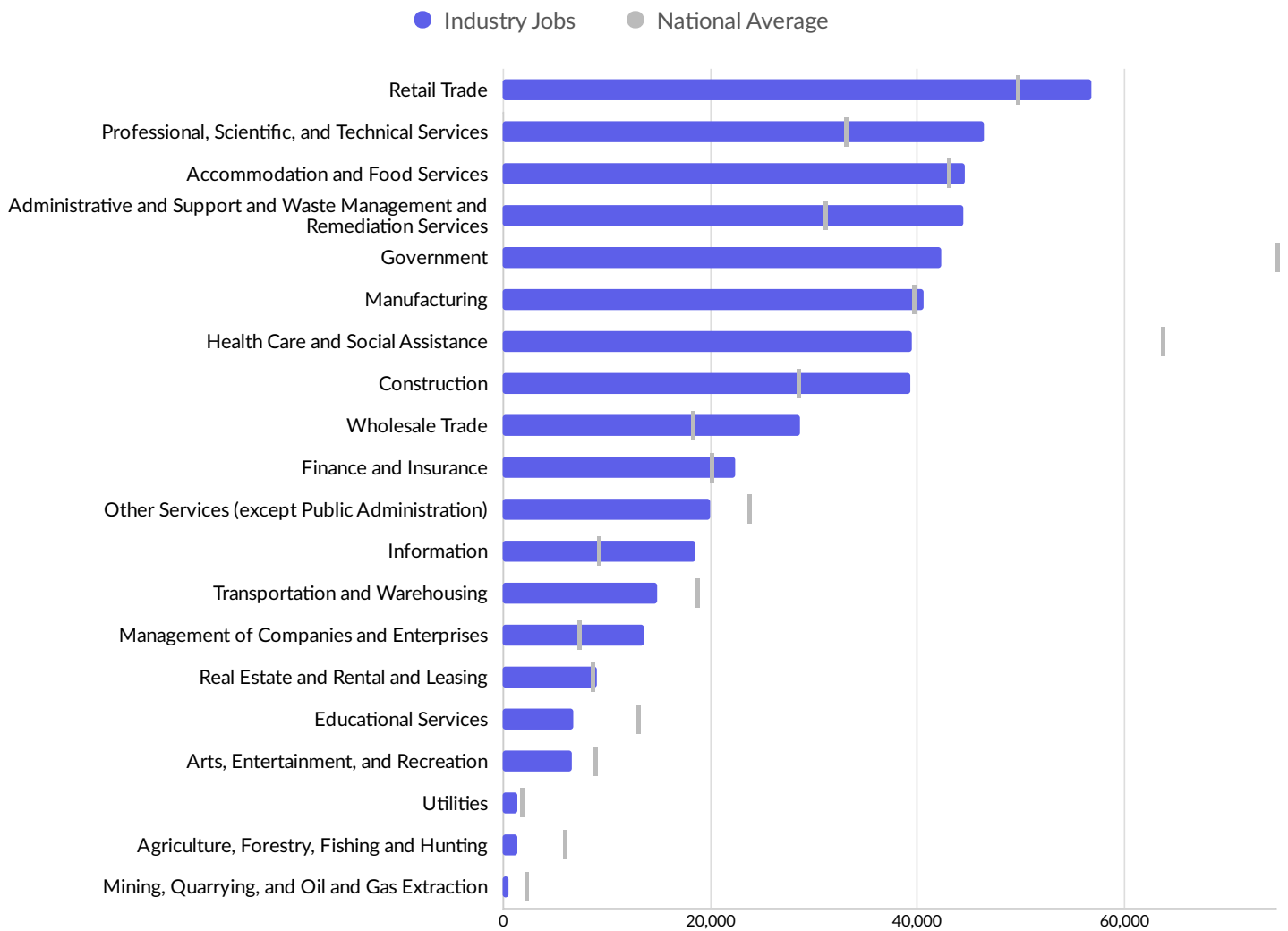
Where Talent Lives

ZIP	Name	2019 Employment
30339	Atlanta, GA (in Cobb co...	76,464
30144	Kennesaw, GA (in Cobb...	58,634
30004	Alpharetta, GA (in Fulto...	47,025
30040	Cumming, GA (in Forsyt...	44,026
30062	Marietta, GA (in Cobb c...	30,913

ZIP	Name	2019 Workers
30040	Cumming, GA (in Forsyt...	39,876
30188	Woodstock, GA (in Cher...	32,065
30062	Marietta, GA (in Cobb c...	32,047
30004	Alpharetta, GA (in Fulto...	31,805
30066	Marietta, GA (in Cobb c...	31,027

Industry Characteristics

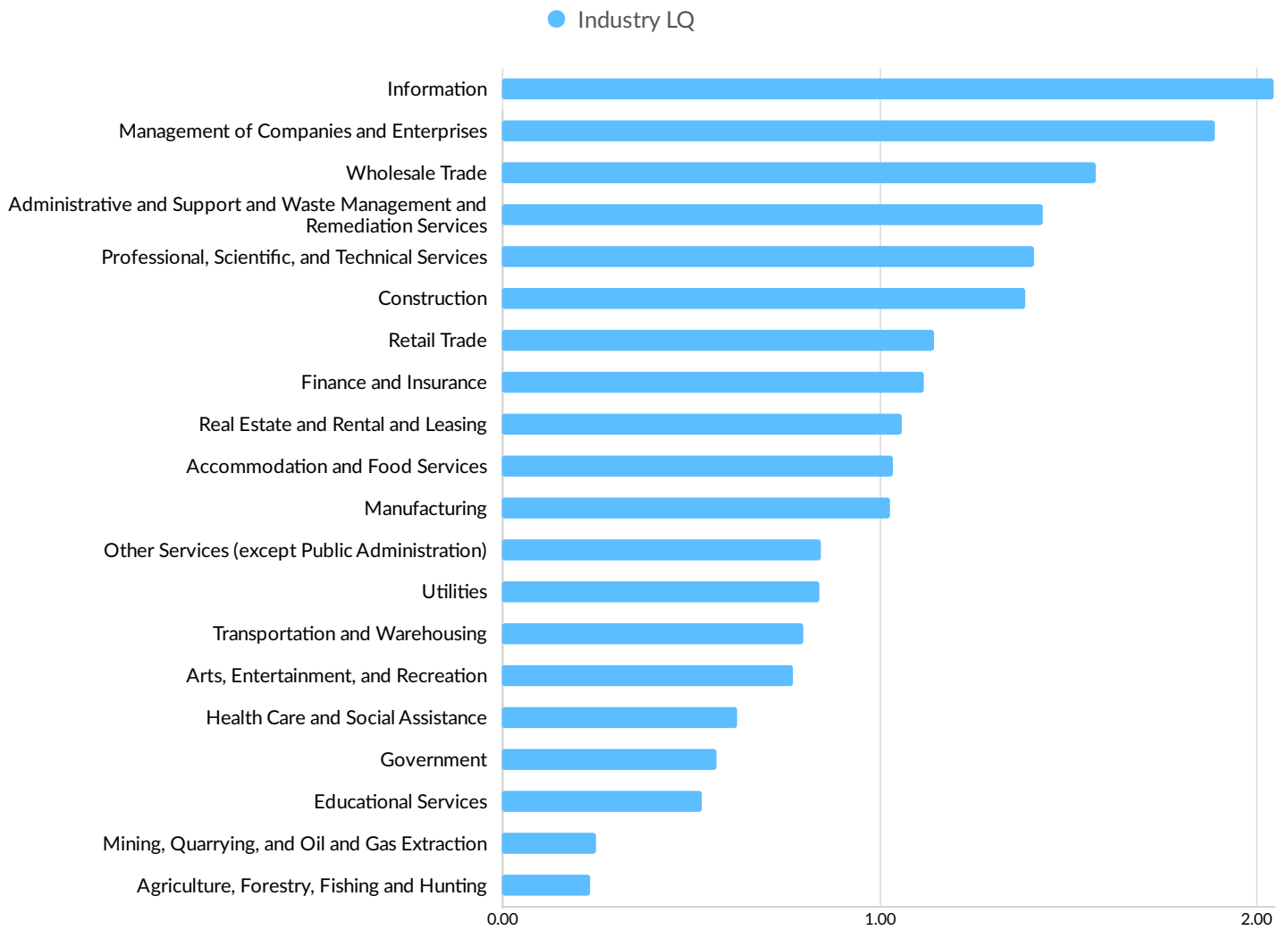
Largest Industries



Top Growing Industries



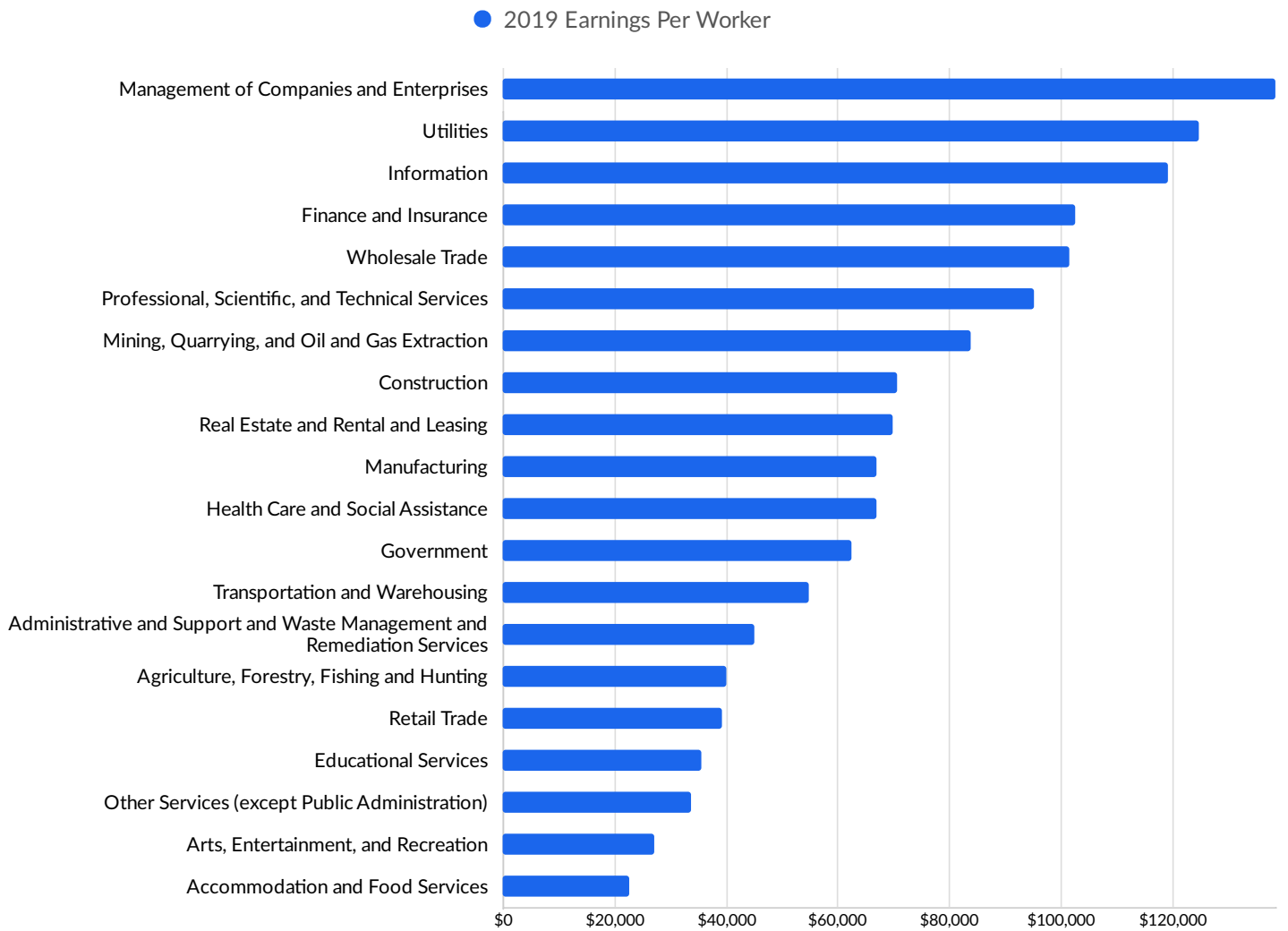
Top Industry LQ



Top Industry GRP



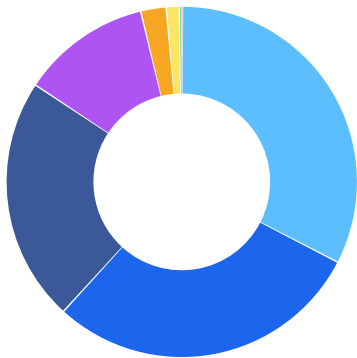
Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Retail Trade	50,823	56,965	6,142	+12%	1.15	\$39,362	\$4.00B
Professional, Scientific, and Technical Services	39,059	46,465	7,406	+19%	1.41	\$95,102	\$6.70B
Accommodation and Food Services	37,787	44,628	6,841	+18%	1.04	\$22,649	\$1.71B
Administrative and Support and Waste Management and Remediation Services	38,731	44,541	5,810	+15%	1.43	\$45,226	\$2.99B
Government	39,556	42,433	2,877	+7%	0.57	\$62,386	\$3.00B
Manufacturing	36,147	40,705	4,558	+13%	1.03	\$67,072	\$5.44B
Health Care and Social Assistance	33,322	39,578	6,256	+19%	0.62	\$66,965	\$3.27B
Construction	31,115	39,382	8,267	+27%	1.39	\$70,636	\$4.17B
Wholesale Trade	28,473	28,790	317	+1%	1.58	\$101,520	\$6.27B
Finance and Insurance	20,173	22,425	2,252	+11%	1.12	\$102,692	\$5.45B
Other Services (except Public Administration)	17,520	20,054	2,534	+14%	0.85	\$33,777	\$1.07B
Information	14,352	18,590	4,238	+30%	2.05	\$119,255	\$7.12B
Transportation and Warehousing	10,322	14,906	4,584	+44%	0.80	\$54,905	\$1.27B
Management of Companies and Enterprises	12,877	13,663	786	+6%	1.89	\$138,488	\$2.30B
Real Estate and Rental and Leasing	7,767	9,037	1,270	+16%	1.06	\$69,807	\$2.11B
Educational Services	6,015	6,808	793	+13%	0.53	\$35,628	\$315.70M
Arts, Entertainment, and Recreation	5,421	6,752	1,331	+25%	0.77	\$27,252	\$325.05M
Utilities	1,461	1,429	-32	-2%	0.84	\$124,891	\$762.34M
Agriculture, Forestry, Fishing and Hunting	1,240	1,353	113	+9%	0.23	\$40,068	\$249.52M
Mining, Quarrying, and Oil and Gas Extraction	479	534	55	+11%	0.25	\$83,832	\$172.06M

Business Characteristics

Business Size

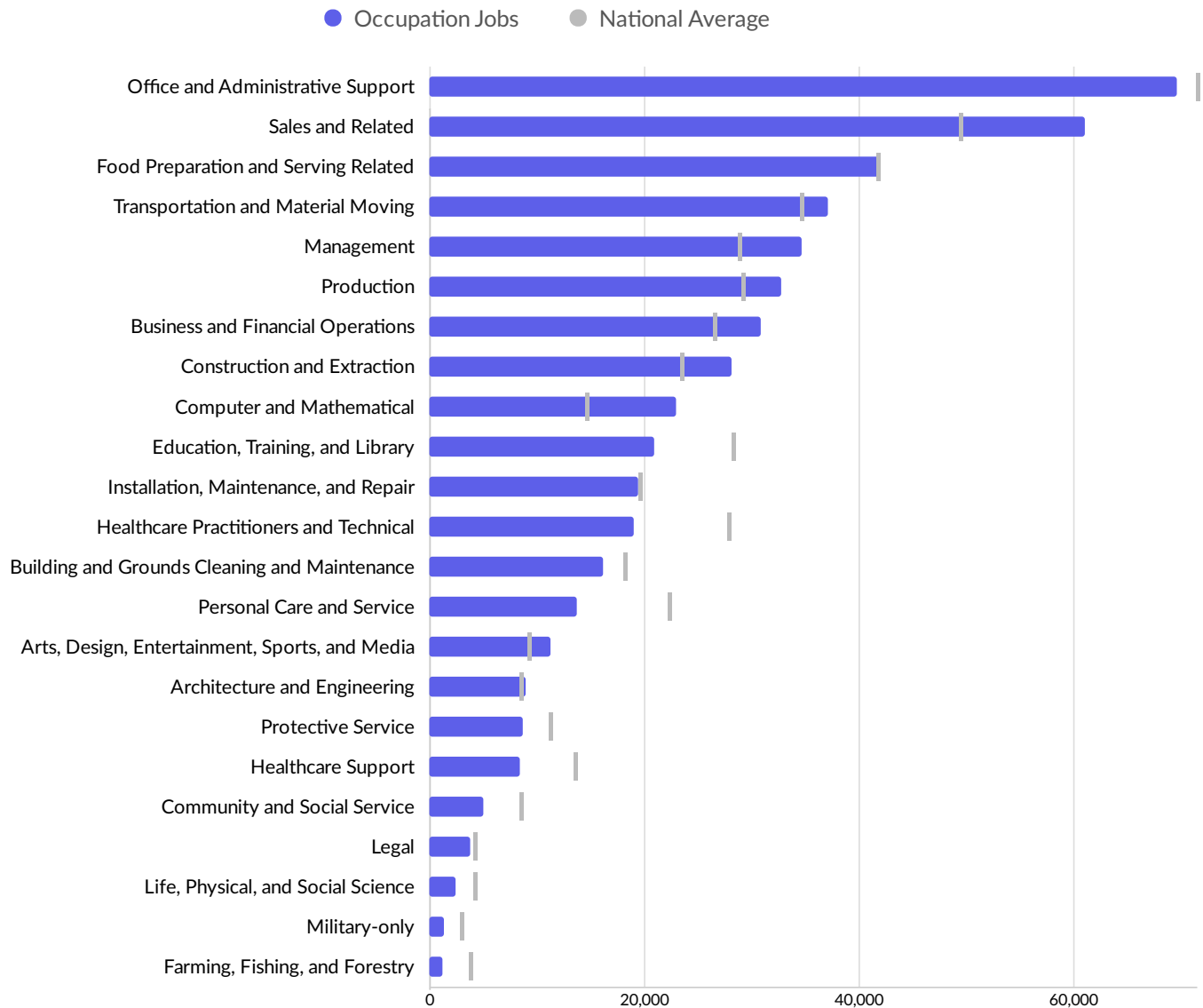


	Percentage	Business Count
1 to 4 employees	32.5%	13,179
5 to 9 employees	29.2%	11,847
10 to 19 employees	22.5%	9,134
20 to 49 employees	11.9%	4,837
50 to 99 employees	2.3%	950
100 to 249 employees	1.2%	484
250 to 499 employees	0.2%	87
500+ employees	0.1%	35

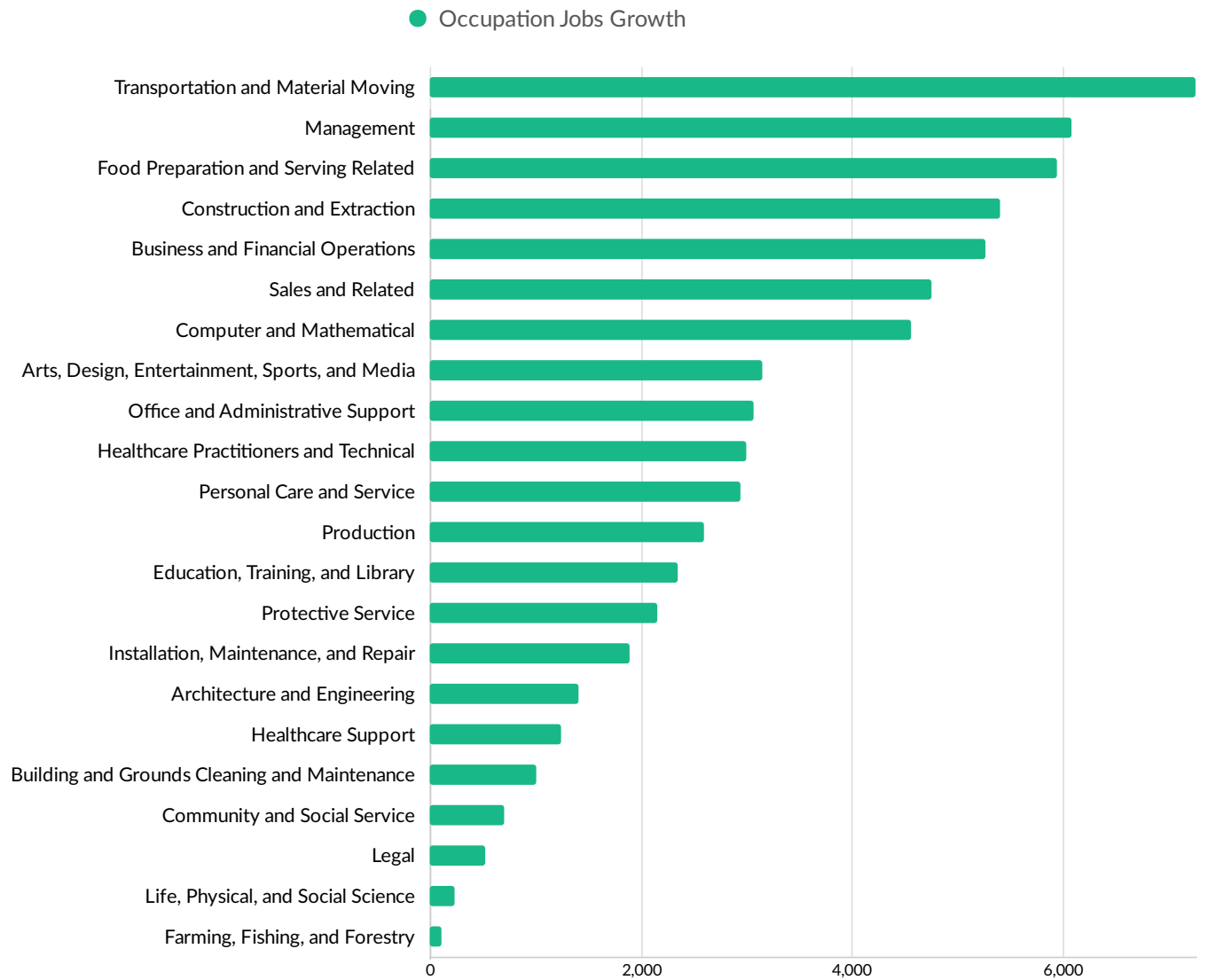
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

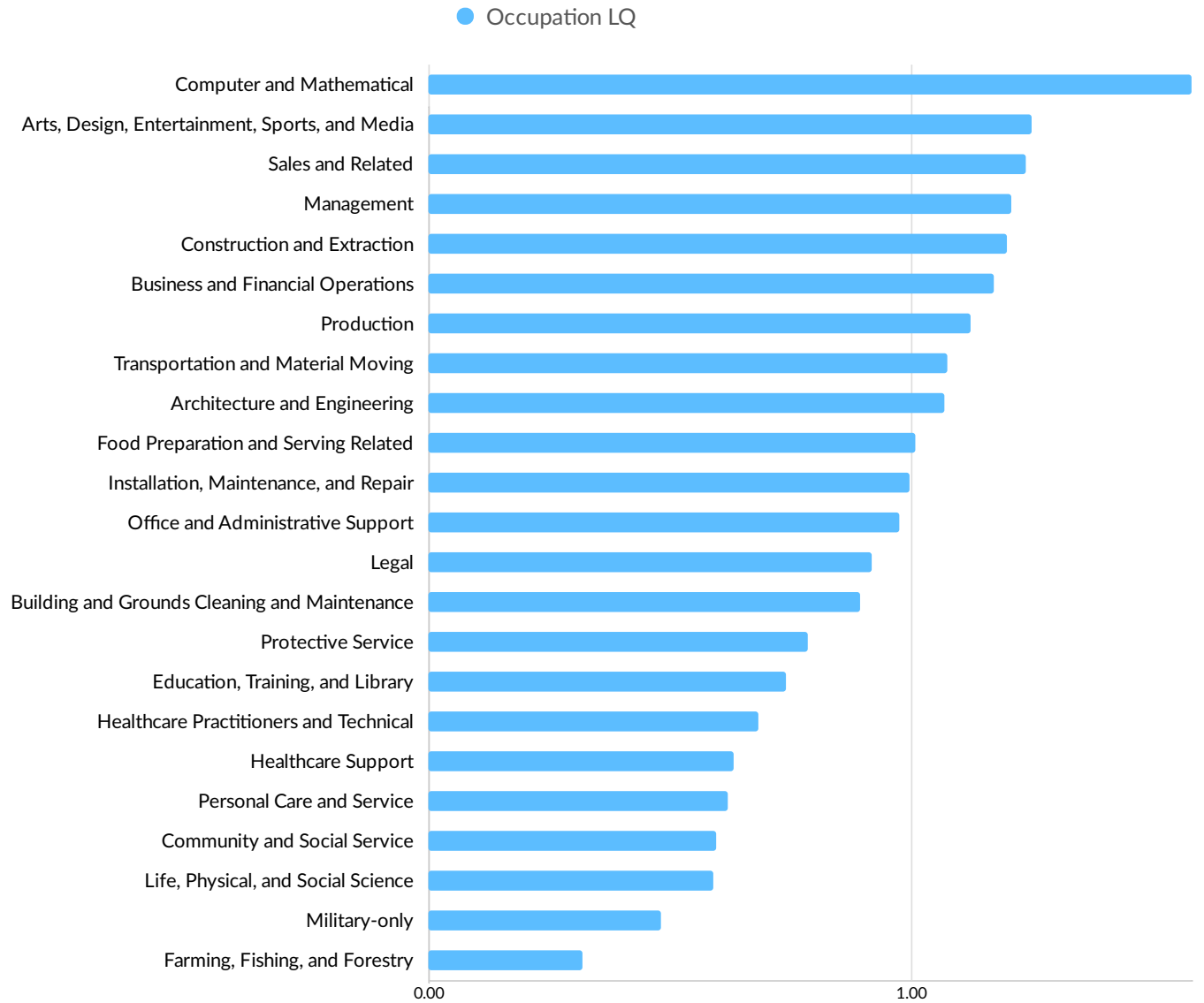
Largest Occupations



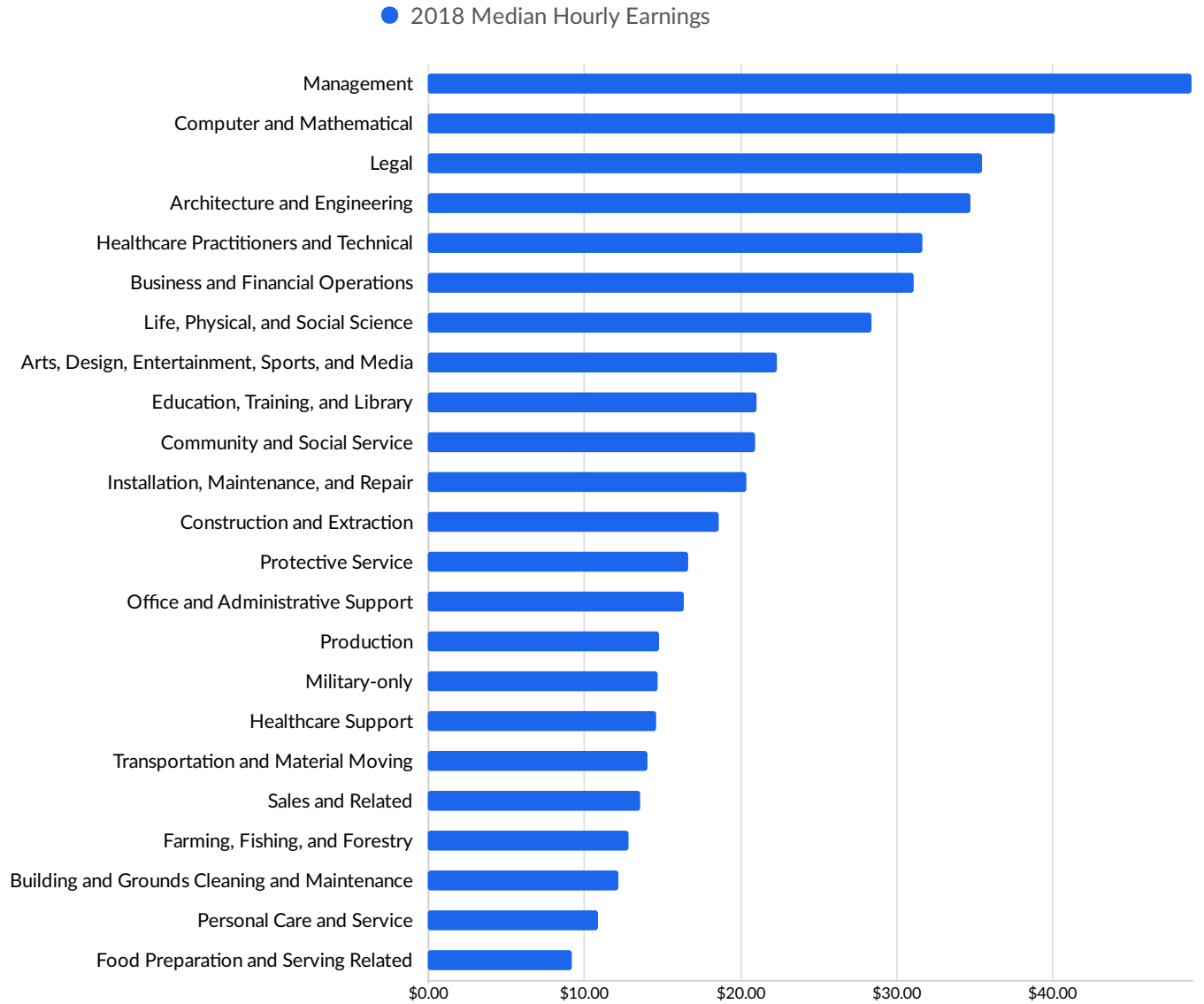
Top Growing Occupations



Top Occupation LQ



Top Occupation Earnings



Postings data is not available for the currently selected region.

Underemployment data is not available for the currently selected region.

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	66,649	69,712	3,063	+5%	0.98	\$16.39	0
Sales and Related	56,383	61,142	4,759	+8%	1.24	\$13.64	0
Food Preparation and Serving Related	36,100	42,048	5,948	+16%	1.01	\$9.22	0
Transportation and Material Moving	29,880	37,139	7,259	+24%	1.08	\$14.04	0
Management	28,590	34,679	6,089	+21%	1.21	\$48.95	0
Production	30,153	32,759	2,606	+9%	1.12	\$14.85	0
Business and Financial Operations	25,687	30,952	5,265	+20%	1.17	\$31.11	0
Construction and Extraction	22,716	28,127	5,411	+24%	1.20	\$18.62	0
Computer and Mathematical	18,486	23,043	4,557	+25%	1.58	\$40.20	0
Education, Training, and Library	18,549	20,893	2,344	+13%	0.74	\$21.07	0
Installation, Maintenance, and Repair	17,548	19,441	1,893	+11%	1.00	\$20.46	0
Healthcare Practitioners and Technical	16,055	19,059	3,004	+19%	0.69	\$31.73	0
Building and Grounds Cleaning and Maintenance	15,175	16,183	1,008	+7%	0.89	\$12.24	0
Personal Care and Service	10,832	13,776	2,944	+27%	0.62	\$10.92	0
Arts, Design, Entertainment, Sports, and Media	8,197	11,348	3,151	+38%	1.25	\$22.36	0
Architecture and Engineering	7,574	8,985	1,411	+19%	1.07	\$34.76	0
Protective Service	6,593	8,745	2,152	+33%	0.79	\$16.65	0

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
Healthcare Support	7,247	8,497	1,250	+17%	0.63	\$14.65	0
Community and Social Service	4,327	5,029	702	+16%	0.60	\$21.01	0
Legal	3,287	3,807	520	+16%	0.92	\$35.56	0
Life, Physical, and Social Science	2,166	2,399	233	+11%	0.59	\$28.44	0
Military-only	1,403	1,377	-26	-2%	0.48	\$14.75	0
Farming, Fishing, and Forestry	1,080	1,193	113	+10%	0.32	\$12.89	0

Educational Pipeline

In 2018, there were 10,475 graduates in 41 Georgia ZIPs. This pipeline has grown by 8% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Chiropractic, and Speech Communication and Rhetoric.

School	Total Graduates (2018)	Graduate Trend (2014 - 2018)
Kennesaw State University	5,953	
Chattahoochee Technical College	3,165	
Life University	606	
Reinhardt University	302	
Lincoln College of Technology-Marietta	156	
Shorter University-College of Adult & Professional Programs	90	
Empire Beauty School-Kennesaw	78	
Toni & Guy Hairdressing Academy-Atlanta	58	
Gwinnett College-Marietta Campus	56	
Cobb Beauty College Inc	10	

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

Appendix A (Geographies)

Code	Description
30004	Alpharetta, GA (in Fulton county)
30028	Cumming, GA (in Forsyth county)
30040	Cumming, GA (in Forsyth county)
30060	Marietta, GA (in Cobb county)
30062	Marietta, GA (in Cobb county)
30066	Marietta, GA (in Cobb county)
30067	Marietta, GA (in Cobb county)
30090	Marietta, GA (in Cobb county)
30102	Acworth, GA (in Cherokee county)
30103	Adairsville, GA (in Bartow county)
30107	Ball Ground, GA (in Cherokee county)
30114	Canton, GA (in Cherokee county)

Code	Description
30115	Canton, GA (in Cherokee county)
30121	Cartersville, GA (in Bartow county)
30139	Fairmount, GA (in Gordon county)
30142	Holly Springs, GA (in Cherokee county)
30143	Jasper, GA (in Pickens county)
30144	Kennesaw, GA (in Cobb county)
30146	Lebanon, GA (in Cherokee county)
30148	Marble Hill, GA (in Pickens county)
30151	Nelson, GA (in Cherokee county)
30171	Rydal, GA (in Bartow county)
30175	Talking Rock, GA (in Pickens county)
30177	Tate, GA (in Pickens county)

Code	Description
30183	Waleska, GA (in Cherokee county)
30184	White, GA (in Bartow county)
30188	Woodstock, GA (in Cherokee county)
30189	Woodstock, GA (in Cherokee county)
30339	Atlanta, GA (in Cobb county)
30513	Blue Ridge, GA (in Fannin county)
30522	Cherry Log, GA (in Gilmer county)
30534	Dawsonville, GA (in Dawson county)
30536	Ellijay, GA (in Gilmer county)

Code	Description
30539	East Ellijay, GA (in Gilmer county)
30540	Ellijay, GA (in Gilmer county)
30701	Calhoun, GA (in Gordon county)
30705	Chatsworth, GA (in Murray county)
30732	Oakman, GA (in Gordon county)
30734	Ranger, GA (in Gordon county)
30735	Resaca, GA (in Gordon county)
31144	Kennesaw, GA (in Cobb county)