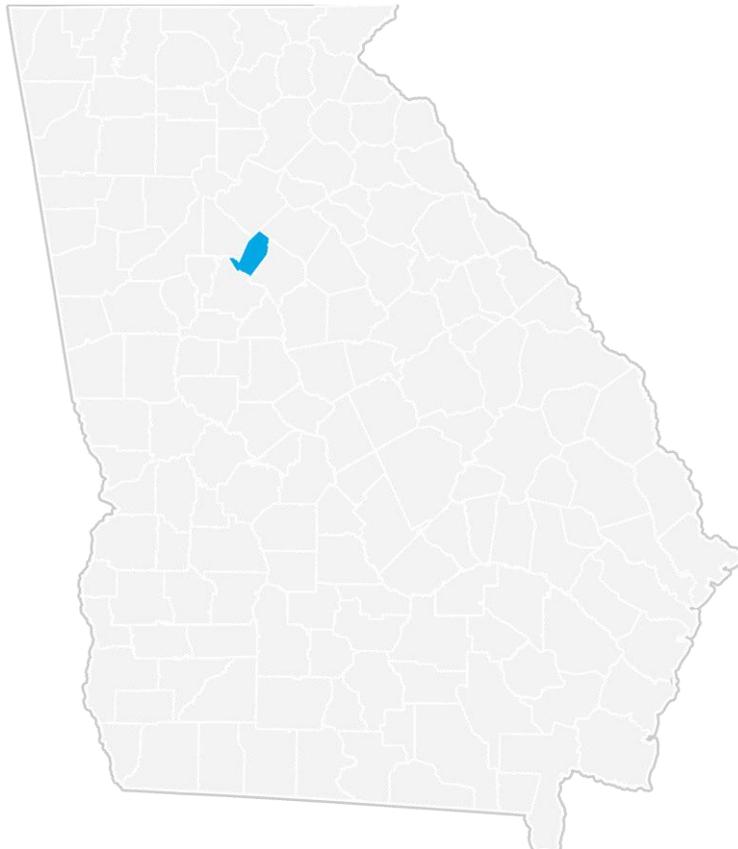


July 7, 2016



Economic Overview

Rockdale County, Georgia



DEMOGRAPHIC PROFILE.....	3
EMPLOYMENT TRENDS.....	5
UNEMPLOYMENT RATE	5
WAGE TRENDS	6
COST OF LIVING INDEX	6
INDUSTRY SNAPSHOT.....	7
OCCUPATION SNAPSHOT	9
INDUSTRY CLUSTERS	11
EDUCATION LEVELS	11
REGION DEFINITION	12
FAQ.....	13

Demographic Profile

In 2015, the population in Rockdale County, Georgia was 88,856. Between 2005 and 2015, the region's population grew at an annual average rate of 1.3%.

The region has a civilian labor force of 42,777 with a participation rate of 64.7%. Of individuals 25 to 64 in Rockdale County, Georgia, 27.0% have a bachelor's degree or higher which compares with 27.6% in the nation.

The median household income in Rockdale County, Georgia is \$52,341 and the median house value is \$143,900.

Demographic Profile ¹						
	Percent			Value		
	Rockdale County, Georgia	ARC	Georgia	Rockdale County, Georgia	ARC	Georgia
Demographics						
Population ²	—	—	—	88,856	4,450,487	10,214,860
Population Annual Average Growth ²	1.3%	1.7%	1.4%	1,077	70,359	128,894
Median Age ³	—	—	—	36.9	34.6	35.3
Under 18 Years	26.9%	26.2%	25.7%	22,914	1,078,118	2,491,552
18 to 24 Years	9.0%	9.4%	10.0%	7,681	386,336	970,157
25 to 34 Years	11.6%	15.0%	13.8%	9,877	615,733	1,335,560
35 to 44 Years	14.4%	15.8%	14.4%	12,271	650,250	1,397,540
45 to 54 Years	15.5%	14.7%	14.4%	13,206	604,177	1,391,252
55 to 64 Years	12.0%	10.3%	11.0%	10,200	424,570	1,069,557
65 to 74 Years	6.3%	5.1%	6.3%	5,389	207,534	606,429
75 Years, and Over	4.3%	3.4%	4.4%	3,677	141,032	425,606
Race: White	44.8%	49.4%	59.7%	38,187	2,027,583	5,787,440
Race: Black or African American	46.4%	36.9%	30.5%	39,559	1,515,359	2,950,435
Race: American Indian and Alaska Native	0.3%	0.4%	0.3%	253	14,392	32,151
Race: Asian	1.8%	5.7%	3.2%	1,516	232,937	314,467
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.1%	56	2,171	6,799
Race: Some Other Race	4.5%	5.1%	4.0%	3,816	211,174	388,872
Race: Two or More Races	2.1%	2.5%	2.1%	1,828	104,134	207,489
Hispanic or Latino (of any race)	9.5%	11.7%	8.8%	8,063	480,529	853,689
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁴	64.7%	68.7%	62.6%	42,777	2,250,402	4,819,365
Armed Forces Labor Force ⁴	0.0%	0.1%	0.6%	30	3,873	49,477
Veterans, Age 18-64 ⁴	8.1%	6.0%	6.9%	4,315	164,191	432,360
Median Household Income ^{3,4}	—	—	—	\$52,341	\$57,846	\$49,342
Poverty Level (of all people) ⁴	15.9%	16.0%	18.5%	13,587	666,095	1,781,388
Mean Commute Time (minutes) ⁴	—	—	—	31.7	30.2	27.2
Commute via Public Transportation ⁴	1.7%	3.8%	2.1%	637	74,282	89,210

Demographic Profile ¹						
	Percent			Value		
	Rockdale County, Georgia	ARC	Georgia	Rockdale County, Georgia	ARC	Georgia
Union Membership ⁵	5.1%	4.8%	4.6%	—	—	—
Educational Attainment, Age 25-64						
No High School Diploma ⁴	12.9%	10.1%	13.2%	5,865	236,881	694,310
High School Graduate ⁴	28.1%	21.2%	27.6%	12,804	499,355	1,453,169
Some College, No Degree ⁴	24.1%	20.9%	21.8%	10,970	492,043	1,151,557
Associate's Degree ⁴	7.9%	7.6%	7.7%	3,590	179,262	403,820
Bachelor's Degree ⁴	19.3%	26.1%	19.1%	8,793	614,081	1,007,873
Postgraduate Degree ⁴	7.7%	14.2%	10.6%	3,515	334,061	561,451
Housing						
Total Housing Units ⁴	—	—	—	33,288	1,721,147	4,114,496
Median House Value (of owner-occupied units) ^{3,4}	—	—	—	\$143,900	\$182,576	\$148,000
Homeowner Vacancy ⁴	2.6%	3.0%	3.0%	543	29,240	71,360
Rental Vacancy ⁴	15.0%	10.4%	9.7%	1,577	68,289	137,849
Renter-Occupied Housing Units (% of Occupied Units) ⁴	30.2%	38.1%	35.8%	8,843	579,930	1,268,689
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁴	4.5%	6.8%	6.9%	1,332	103,228	243,211
Social						
Enrolled in Grade 12 (% of total population) ⁴	2.7%	1.5%	1.5%	2,356	65,742	145,727
Disabled, Age 18-64 ⁴	9.1%	7.7%	10.7%	4,823	211,671	652,372
Foreign Born ⁴	10.1%	15.4%	9.7%	8,742	654,671	962,746
Speak English Less Than Very Well (population 5 yrs and over) ⁴	6.1%	8.4%	5.7%	4,922	334,120	522,940

Source: [JobsEQ®](#)

1. Census 2010, unless noted otherwise

2. Census 2015, annual average growth rate since 2005

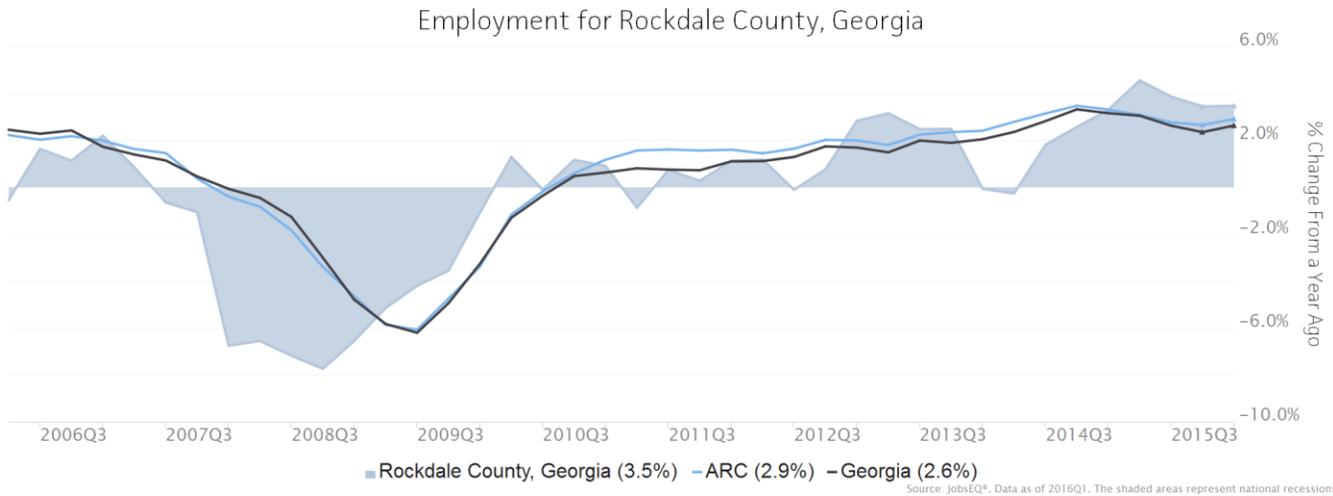
3. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

4. ACS 2010-2014

5. 2014; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

Employment Trends

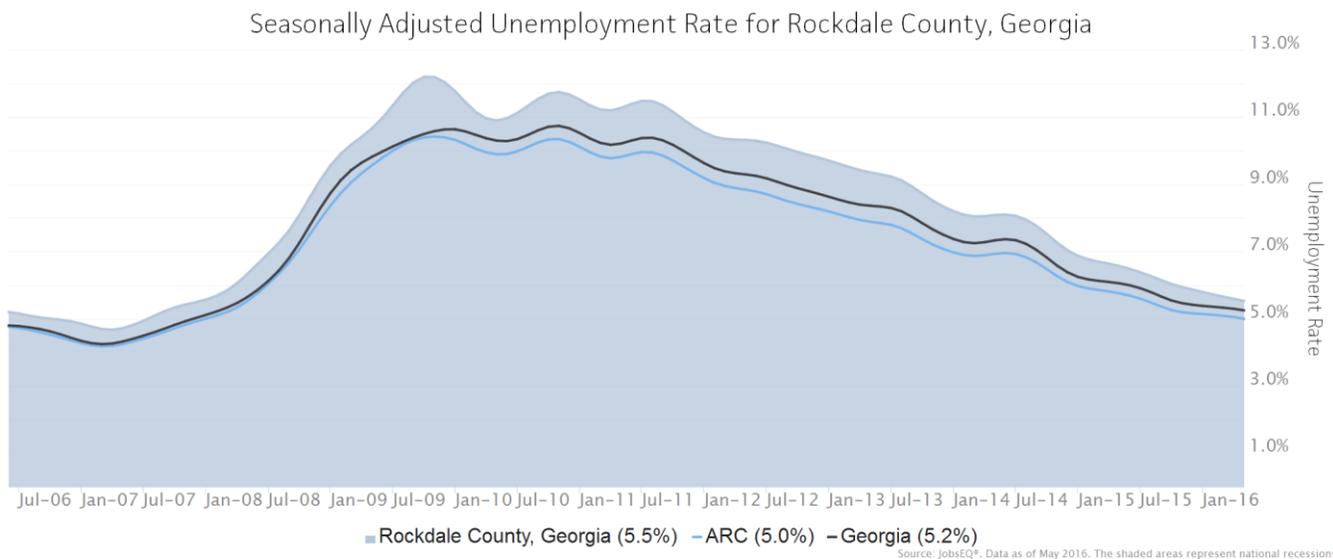
As of 2016Q1, total employment for Rockdale County, Georgia was 35,802 (based on a four-quarter moving average). Over the year ending 2016Q1, employment increased 3.5% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q3 with preliminary estimates updated to 2016Q1.

Unemployment Rate

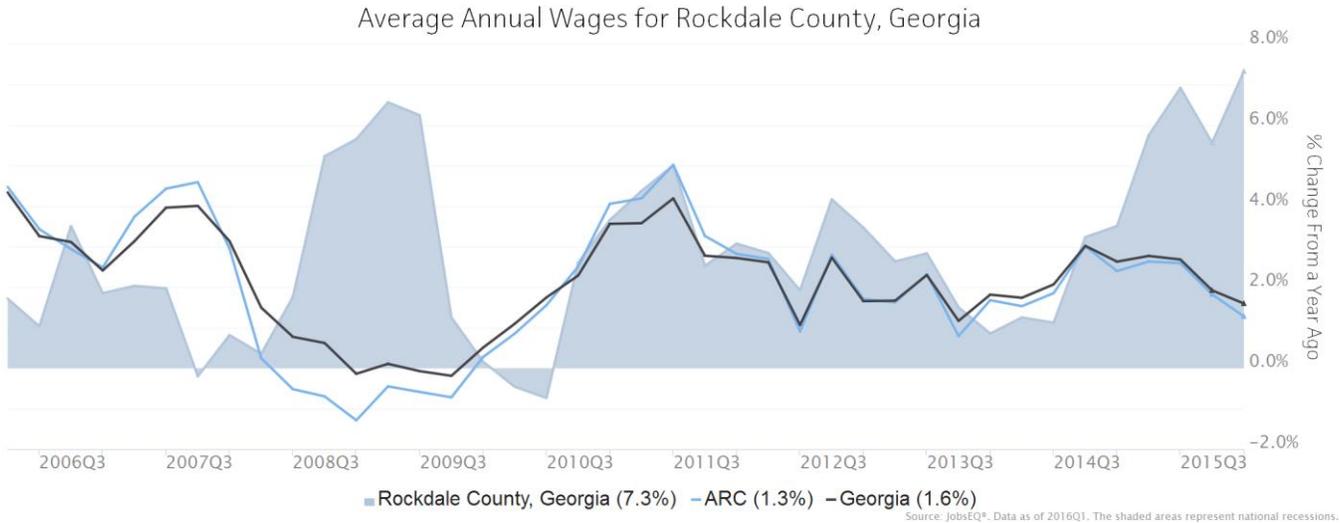
The seasonally adjusted unemployment rate for Rockdale County, Georgia was 5.5% as of May 2016. The regional unemployment rate was higher than the national rate of 4.9%. One year earlier, in May 2015, the unemployment rate in Rockdale County, Georgia was 6.6%.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through May 2016.

Wage Trends

The average worker in Rockdale County, Georgia earned annual wages of \$45,817 as of 2016Q1. Average annual wages per worker increased 7.3% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$52,595 in the nation as of 2016Q1.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q3 with preliminary estimates updated to 2016Q1.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 6.2% lower in Rockdale County, Georgia than the U.S. average.

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Rockdale County, Georgia	\$47,680	93.8	\$50,830
ARC	\$57,489	100.5	\$57,197
Georgia	\$49,126	95.7	\$51,344
USA	\$52,595	100.0	\$52,595

Source: [JobsEQ®](#)

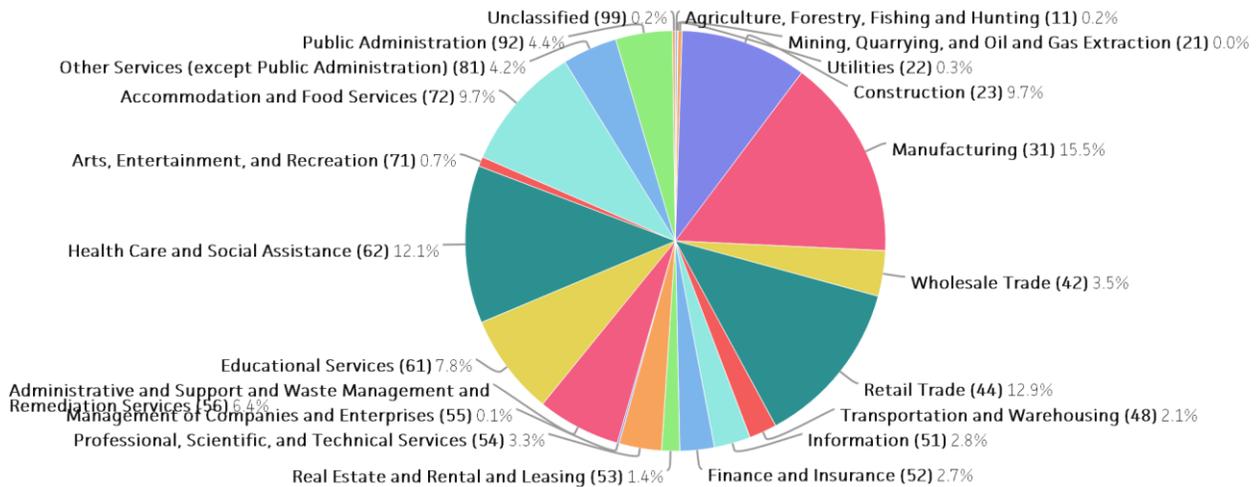
Data as of 2016Q1

The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

Industry Snapshot

The largest sector in Rockdale County, Georgia is Manufacturing, employing 5,547 workers. The next-largest sectors in the region are Retail Trade (4,601 workers) and Health Care and Social Assistance (4,339). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Manufacturing (LQ = 1.85), Construction (1.80), and Information (1.39).

Total Workers for Rockdale County, Georgia by Industry



Source: JobsEQ®, Data as of 2016Q1

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q3 with preliminary estimates updated to 2016Q1.

Sectors in Rockdale County, Georgia with the highest average wages per worker are Mining, Quarrying, and Oil and Gas Extraction (\$83,106), Manufacturing (\$81,515), and Information (\$72,046). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+1,784 jobs), Construction (+648), and Retail Trade (+379).

Over the next 5 years, employment in Rockdale County, Georgia is projected to expand by 713 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+394 jobs), Construction (+294), and Administrative and Support and Waste Management and Remediation Services (+77).

		Current			Historical				Forecast		
		Four Quarters Ending with 2016q1			Total Change over the Last 5 Years	Average Annual % Change in Employment 2011q1-2016q1			Over the Next 5 Years		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient	Empl	Rockdale County, Georgia	ARC	Georgia	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	64	\$31,212	0.12	-57	-12.0%	1.6%	-0.1%	11	-1	-0.3%
21	Mining, Quarrying, and Oil and Gas Extraction	9	\$83,106	0.05	-9	-12.7%	4.3%	-0.4%	1	0	0.6%
22	Utilities	112	\$63,341	0.58	5	1.0%	0.1%	0.3%	14	-2	-0.4%
23	Construction	3,489	\$49,259	1.80	648	4.2%	2.6%	1.4%	354	294	1.6%
31	Manufacturing	5,547	\$81,515	1.85	1,784	8.1%	1.5%	1.9%	628	-292	-1.1%
42	Wholesale Trade	1,248	\$63,183	0.87	263	4.8%	1.2%	2.0%	139	29	0.5%
44	Retail Trade	4,601	\$27,609	1.18	379	1.7%	2.5%	2.2%	716	74	0.3%
48	Transportation and Warehousing	764	\$49,358	0.52	-772	-13.0%	2.5%	2.2%	100	-10	-0.3%
51	Information	1,001	\$72,046	1.39	180	4.0%	1.0%	0.8%	117	-74	-1.5%
52	Finance and Insurance	950	\$57,058	0.67	146	3.4%	2.5%	2.3%	113	24	0.5%
53	Real Estate and Rental and Leasing	496	\$53,599	0.82	144	7.1%	1.7%	1.7%	55	-1	-0.1%
54	Professional, Scientific, and Technical Services	1,166	\$66,694	0.50	-198	-3.1%	3.3%	3.2%	123	57	1.0%
55	Management of Companies and Enterprises	51	\$48,303	0.10	-32	-9.2%	5.6%	4.3%	5	0	0.2%
56	Administrative and Support and Waste Management and Remediation Services	2,293	\$38,997	0.99	52	0.5%	3.1%	3.6%	260	77	0.7%
61	Educational Services	2,795	\$37,513	0.94	-149	-1.0%	0.3%	-0.3%	291	8	0.1%
62	Health Care and Social Assistance	4,339	\$42,507	0.86	340	1.6%	3.1%	2.1%	432	394	1.8%
71	Arts, Entertainment, and Recreation	263	\$22,375	0.38	-55	-3.7%	3.5%	3.1%	40	6	0.4%
72	Accommodation and Food Services	3,466	\$15,399	1.10	284	1.7%	3.8%	3.7%	609	54	0.3%
81	Other Services (except Public Administration)	1,511	\$25,033	0.95	11	0.1%	1.7%	1.2%	190	26	0.3%
92	Public Administration	1,559	\$38,744	0.91	95	1.3%	-1.0%	-1.0%	188	7	0.1%
99	Unclassified	77	\$32,826	1.20	38	14.3%	11.0%	9.8%	9	2	0.4%
	Total - All Industries	35,802	\$45,817	1.00	3,097	1.8%	2.3%	1.9%	4,394	713	0.4%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2015Q3 with preliminary estimates updated to 2016Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Rockdale County, Georgia is Office and Administrative Support Occupations, employing 4,792 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,908 workers) and Production Occupations (3,710). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.66), Construction and Extraction Occupations (1.51), and Installation, Maintenance, and Repair Occupations (1.42).

Occupation groups in Rockdale County, Georgia with the highest average wages per worker are Management Occupations (\$103,700), Legal Occupations (\$92,300), and Computer and Mathematical Occupations (\$73,500). The unemployment rate in the region varied among the major groups from 1.5% among Legal Occupations to 12.5% among Farming, Fishing, and Forestry Occupations.

Over the next 5 years, the fastest growing occupation group in Rockdale County, Georgia is expected to be Healthcare Support Occupations with a +2.0% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Construction and Extraction Occupations (+168 jobs) and Healthcare Practitioners and Technical Occupations (+149). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (651 jobs) and Sales and Related Occupations (632).

Occupation Snapshot in Rockdale County, Georgia														
		Current					Historical					Forecast		
		Four Quarters Ending with 2016q1			2016q1		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2011q1-2016q1			Over the Next 5 Years			
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	Rockdale County, Georgia	ARC	Georgia	Current Online Job Ads ²	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	1,797	\$103,700	0.83	46	2.2%	144	1.7%	2.1%	1.5%	41	280	32	0.4%
13-0000	Business and Financial Operations Occupations	1,213	\$64,100	0.69	64	3.9%	79	1.3%	2.3%	2.0%	12	140	35	0.6%
15-0000	Computer and Mathematical Occupations	621	\$73,500	0.63	30	3.3%	52	1.8%	3.1%	2.9%	7	46	22	0.7%
17-0000	Architecture and Engineering Occupations	477	\$71,300	0.79	23	4.4%	85	4.0%	1.6%	2.3%	2	60	-1	0.0%
19-0000	Life, Physical, and Social Science Occupations	154	\$59,000	0.54	7	3.3%	-2	-0.3%	1.4%	0.9%	0	24	4	0.6%
21-0000	Community and Social Service Occupations	459	\$40,500	0.81	14	2.7%	38	1.8%	1.4%	0.6%	1	50	19	0.8%
23-0000	Legal Occupations	178	\$92,300	0.63	4	1.5%	6	0.7%	0.9%	0.6%	0	18	5	0.6%
25-0000	Education, Training, and Library Occupations	2,144	\$41,500	1.05	47	2.1%	-145	-1.3%	0.3%	-0.3%	49	236	24	0.2%

Occupation Snapshot in Rockdale County, Georgia														
		Current					Historical					Forecast		
		Four Quarters Ending with 2016q1			2016q1		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2011q1-2016q1			Over the Next 5 Years			
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	Rockdale County, Georgia	ARC	Georgia	Current Online Job Ads ²	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	408	\$45,100	0.66	23	3.9%	5	0.3%	2.5%	2.3%	1	74	0	0.0%
29-0000	Healthcare Practitioners and Technical Occupations	1,859	\$72,100	0.92	35	1.8%	110	1.2%	2.9%	2.1%	30	199	149	1.6%
31-0000	Healthcare Support Occupations	920	\$26,200	0.88	45	4.4%	75	1.7%	3.2%	2.2%	13	98	94	2.0%
33-0000	Protective Service Occupations	796	\$32,000	1.15	44	5.2%	229	7.0%	0.9%	0.9%	3	87	9	0.2%
35-0000	Food Preparation and Serving Related Occupations	3,416	\$18,800	1.11	368	9.1%	185	1.1%	3.8%	3.5%	23	651	59	0.3%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	1,082	\$23,000	0.84	149	9.6%	41	0.8%	2.2%	1.7%	7	122	22	0.4%
39-0000	Personal Care and Service Occupations	1,080	\$22,200	0.76	66	4.9%	12	0.2%	2.3%	1.8%	15	168	59	1.1%
41-0000	Sales and Related Occupations	3,908	\$34,200	1.04	242	5.3%	420	2.3%	2.2%	2.0%	114	632	51	0.3%
43-0000	Office and Administrative Support Occupations	4,792	\$32,200	0.89	430	6.8%	355	1.6%	2.3%	2.1%	63	521	6	0.0%
45-0000	Farming, Fishing, and Forestry Occupations	49	\$24,900	0.21	9	12.5%	-4	-1.6%	2.4%	0.2%	0	9	-1	-0.3%
47-0000	Construction and Extraction Occupations	2,405	\$37,200	1.51	238	10.5%	370	3.4%	2.4%	1.3%	3	224	168	1.4%
49-0000	Installation, Maintenance, and Repair Occupations	1,948	\$40,900	1.42	115	5.7%	330	3.8%	1.9%	1.7%	40	230	62	0.6%
51-0000	Production Occupations	3,710	\$30,300	1.66	242	7.4%	916	5.8%	2.3%	2.3%	15	479	-146	-0.8%
53-0000	Transportation and Material Moving Occupations	2,387	\$29,200	0.99	269	8.0%	-203	-1.6%	2.7%	2.4%	36	308	25	0.2%
00-0000	Total - All Occupations	35,802	\$39,900	1.00	n/a	n/a	3,097	1.8%	2.3%	1.9%	475	4,654	715	0.4%

Source: [JobsEQ®](#)

Note: Figures may not sum due to rounding.

1. Occupation wages are as of 2014 and should be taken as the average for all Covered Employment

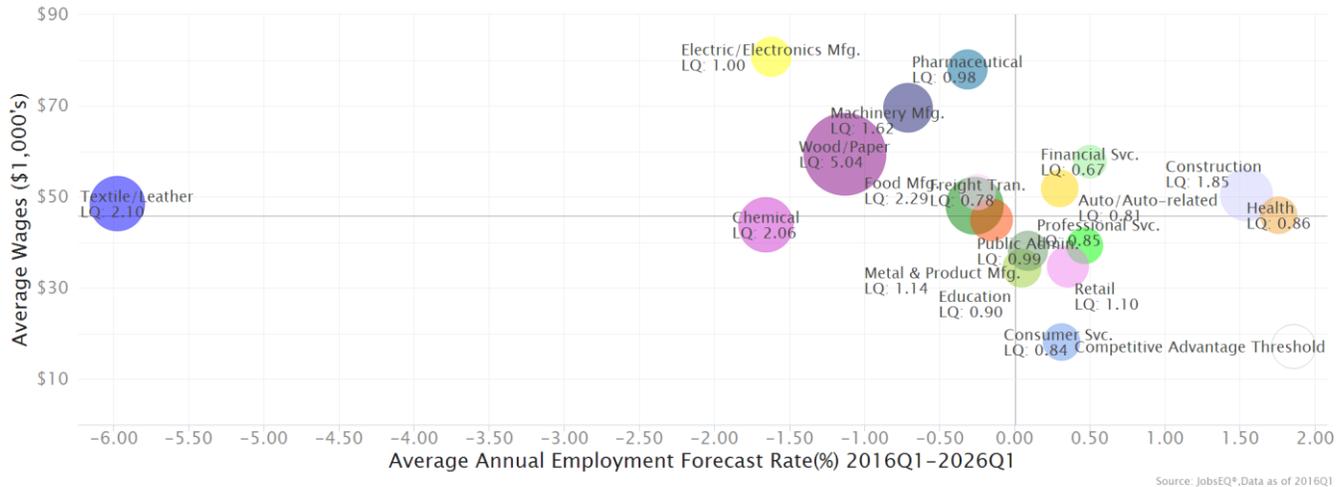
2. Data represent found online ads active within the last thirty days in any zip code intersecting or within the selected region; data represents a sampling rather than the complete universe of postings; the listing search uses keywords that are similar to but not the equivalent of the SOC occupation definitions.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2015Q3, imputed where necessary with preliminary estimates updated to 2016Q1. Wages by occupation are as of 2014 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Rockdale County, Georgia with the highest relative concentration is Wood/Paper with a location quotient of 5.04. This cluster employs 1,501 workers in the region with an average wage of \$59,345. Employment in the Wood/Paper cluster is projected to contract in the region about 1.1% per year over the next ten years.

Industry Clusters for Rockdale County, Georgia as of 2016Q1



Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2015Q3 with preliminary estimates updated to 2016Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Rockdale County, Georgia is projected to grow 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.1% per year, those requiring a bachelor's degree are forecast to grow 0.5% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.8% per year.

Annual Average Projected Job Growth by Training Required for Rockdale County, Georgia



Employment by occupation data are estimates as of 2016Q1. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Region Definition

ARC is defined as the following counties: Cherokee County, Georgia; Clayton County, Georgia; Cobb County, Georgia; DeKalb County, Georgia; Douglas County, Georgia; Fayette County, Georgia; Fulton County, Georgia; Gwinnett County, Georgia; Henry County, Georgia; Rockdale County, Georgia

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is replacement demand?

Replacement demand is the number of jobs required due to replacements—retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.