

Economic Development Data: How to Find It, Present It, and Make It Work for Your Community

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Georgia Data Innovation Hub
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Research Manager

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Meet Georgia Power's Research Team



Jennifer Zeller >

Strategic Solutions Manager



Marion Phillips >

Research Manager



Mike Mainzer >

Data Scientist



Shani Johnson >

Research Analyst



Chelsea Tucker >

Customer Relationship Management
Administrator

Site Selection Decision Factors

History of Top Location Decision Factors Survey, Corporate Decision Makers

Top Location Decision Factors	'22	'21	'20	'19	'18	'17	'16	'15	'14	'13	'12	'11	'10	'09	'08	'07
Labor Costs	1	1	5	3	2	2	3	6	6	3	1	2	2	1	2	2
Quality of Life	2	11	4	4	6	4	10	3	X	X	X	X	X	X	X	X
Availability of Skilled Labor	3	2	1	2	1	3	2	1	5	1	3	2	7	6	6	4
Energy Availability	4	3	3	7	8	13	8	10	9	9	6	7	9	4	5	3
Construction Costs	5	11	6	5	10	5	4	4	2	4	5	5	4	7	3	5
ICT/Broadband	6	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Corporate Tax Rate	7	7	7	6	4	8	6	7	10	6	7	4	6	5	8	7
Energy Costs	8	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Environmental Regulations	9	9	13	9	16	X	X	X	X	X	X	X	X	X	X	X
Available Land	10	19	16	X	X	X	X	X	X	X	X	X	X	X	X	X
Highway Accessibility	11	5	2	1	3	1	1	2	1	2	2	1	1	2	1	1
Proximity to Markets	12	14	12	10	14	7	9	8	8	X	X	X	X	X	X	X
State & Local Incentives	13	8	9	14	7	9	5	9	X	X	X	X	X	X	X	X
Tax Exemptions	13	10	8	8	5	5	7	X	X	X	X	X	X	X	X	X
Available Buildings	15	15	14	12	9	14	11	5	4	X	X	X	X	X	X	X

Our Tools



Workforce Analytics

Lightcast
On The Map
Census/BLS
LinkedIn
ERI
Implan/LOCI



Business Data

Business Wise
Nexis
CoStar
D&B Hoovers
Pitchbook



Demographics

ESRI
Census/ACS
Domestic &
International Migration
IHS
Woods & Poole



Indexes

Moody's
Tax Foundation
RS Means SF Costs
CCH (Tax)
C2er COLI



Visualization

ArcGIS Pro
ArcGIS Online
Piktochart
Venngage
Tableau
Power BI
Infogram

Subscription-based workforce analytics tool

Industry & Occupation Analysis

- Current job estimates
- Job Projections (up to 10 years)
- Wages (10%, 25%, Average, Median, 75%, 90%)
- Typical Entry Level Education
- Openings
- Demographics
- Skills Transferability

Education Data

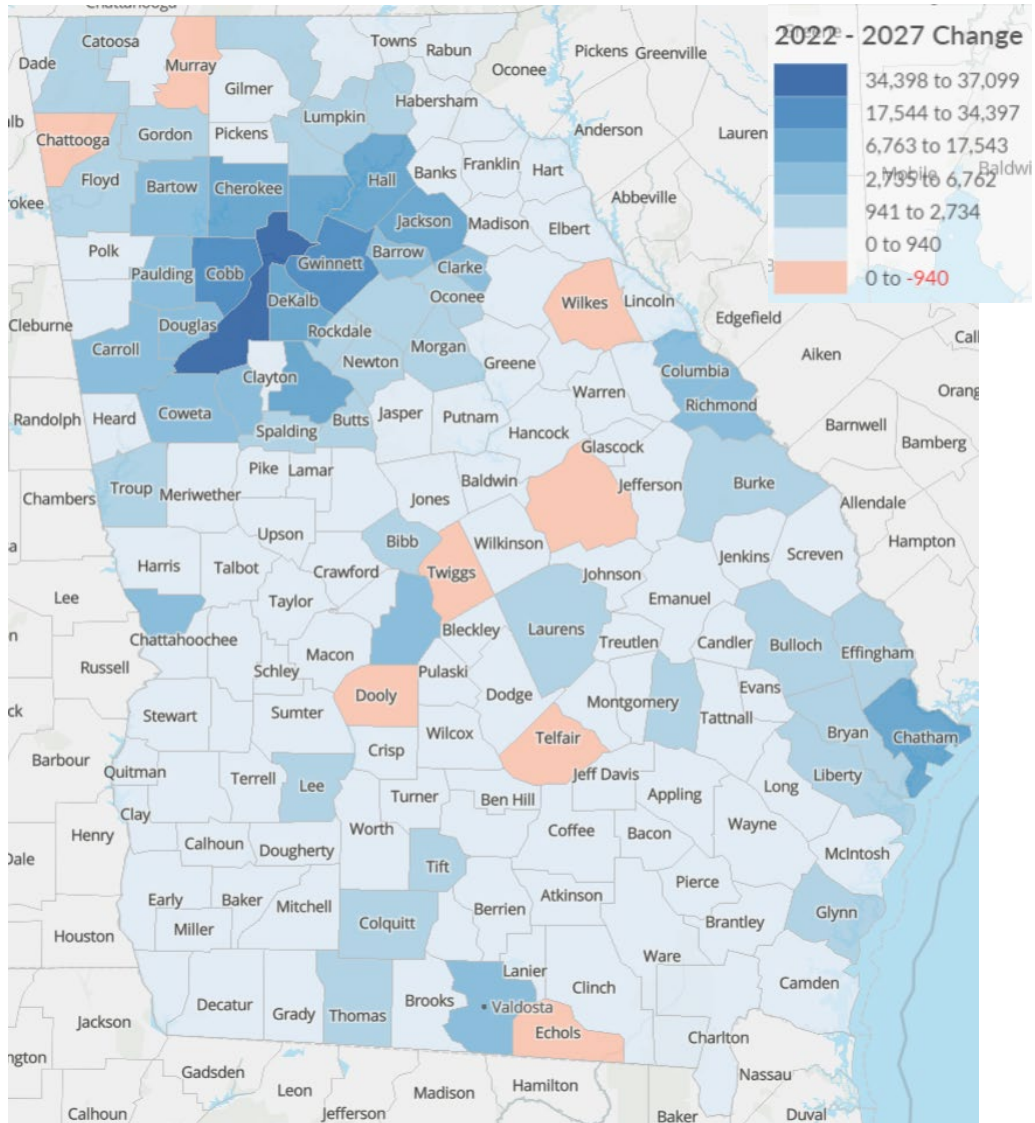
- Completions by school and program for customizable geography
- Enrollment by school
- Historical data back to 2003
- Demographics, Tuition, Fees

Job Postings

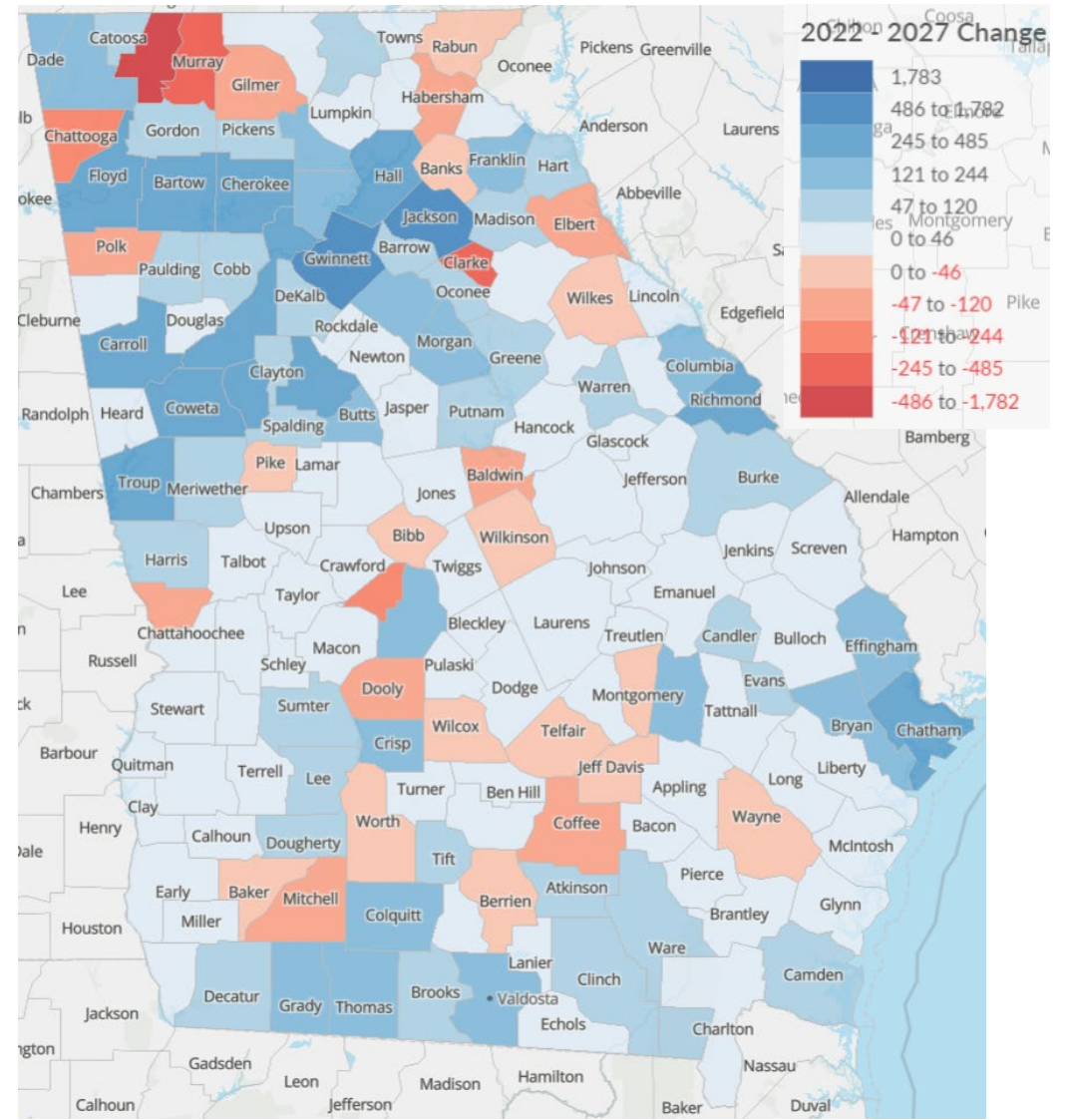
- Filter by industry, occupation, job title, company, or skill
- Customizable geography
- Flexible timeframe

Projected Job Growth

All Jobs













Production Jobs



Projected Largest Growing Jobs

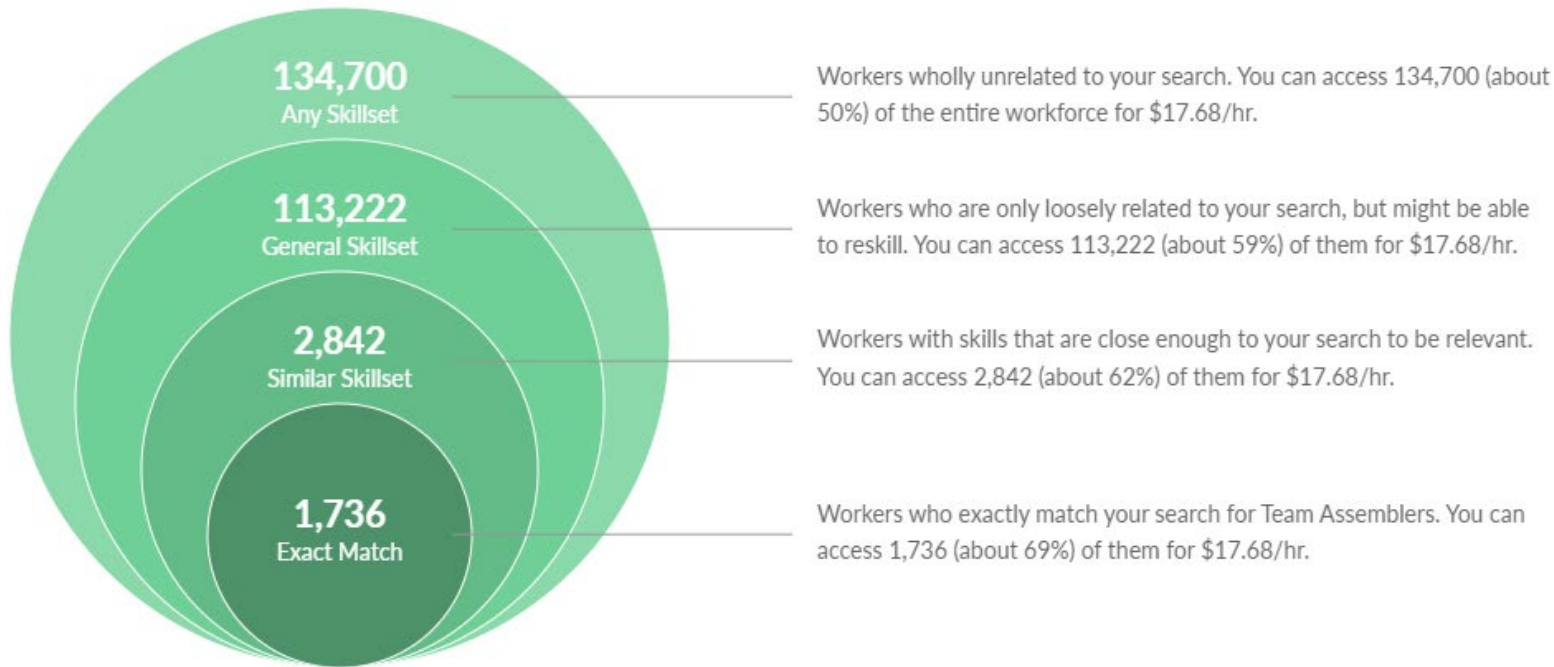
SOC	Description	2023 Jobs	2028 Jobs	2023 - 2028 Change	2023 - 2028 % Change	Median Hourly Earnings
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	137,693	148,459	10,766	8%	\$14.41
11-1021	General and Operations Managers	105,161	115,144	9,983	9%	\$38.17
31-1128	Home Health and Personal Care Aides	57,594	67,536	9,942	17%	\$11.20
53-3032	Heavy and Tractor-Trailer Truck Drivers	83,051	92,613	9,562	12%	\$23.00
15-1252	Software Developers	54,222	63,456	9,234	17%	\$56.15
41-2031	Retail Salespersons	147,220	156,401	9,181	6%	\$11.55
35-2014	Cooks, Restaurant	49,550	58,046	8,496	17%	\$13.83
35-3023	Fast Food and Counter Workers	122,247	130,048	7,801	6%	\$10.05
53-7065	Stockers and Order Fillers	81,339	89,122	7,783	10%	\$13.85
43-4051	Customer Service Representatives	115,396	122,211	6,815	6%	\$17.19

Who's Hiring?

Company	Total/Unique (Oct 2022 - Mar 2023)	Posting Intensity	Median Posting Duration
Wellstar Health System	19,352 / 8,980	2 : 1 	23 days
Emory Healthcare	18,641 / 8,193	2 : 1 	31 days
Randstad	16,104 / 8,116	2 : 1 	19 days
Piedmont Healthcare	10,533 / 5,960	2 : 1 	30 days
The Home Depot	14,635 / 4,513	3 : 1 	24 days
Walmart	8,416 / 4,379	2 : 1 	33 days
State of Georgia	5,333 / 3,391	2 : 1 	27 days
Cox Communications	8,054 / 3,149	3 : 1 	25 days
Northside Hospital	9,562 / 3,033	3 : 1 	30 days
Northeast Georgia Health System	5,788 / 2,834	2 : 1 	28 days

Transferable Skills

Workforce availability @ \$17.68/hr ranges from **1,736** to **134,700** depending on skills match.



48,000

Compatible Occupations
(90% Transferability Skills Match)

22,000

Compatible Occupations
Below Median Wage of Team
Assemblers
(90% Transferability Skills Match)

Other Helpful Tools



Business Lists

- Major Employers in Area
- Employment at Location
- Contacts



Commute/Labor Shed

- Where Workers Live
- Where Residents Work
- <https://onthemap.ces.census.gov/>



Demographics

- Population Current & Projections
- Median Age
- Educational Attainment

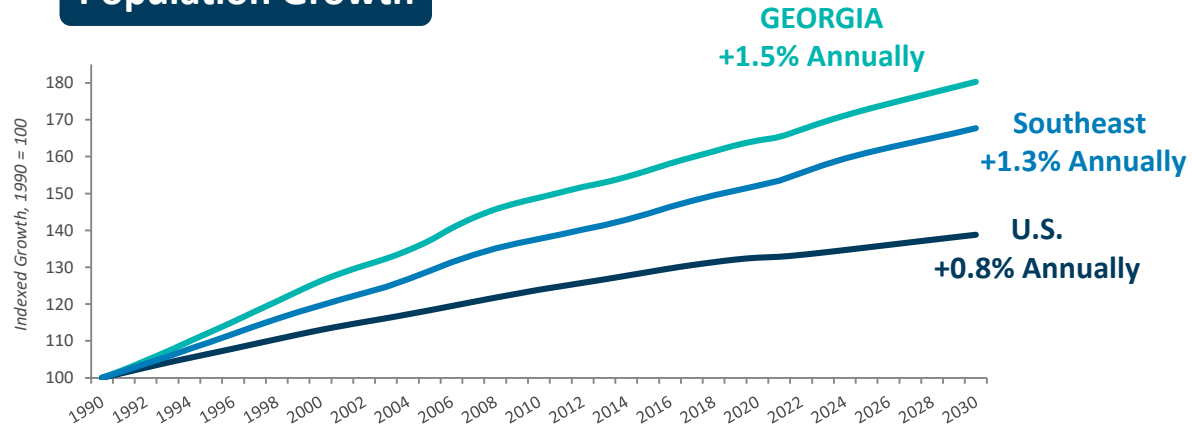


Location Analytics

- Customer Spending Patterns
- Void Analysis
- Foot Traffic/Trade Area Analysis

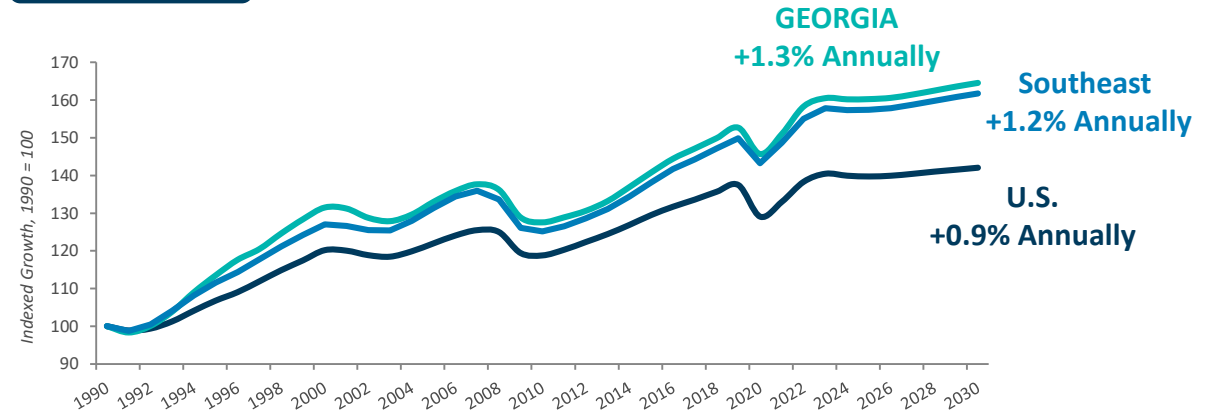
Georgia: A Growing Region

Population Growth



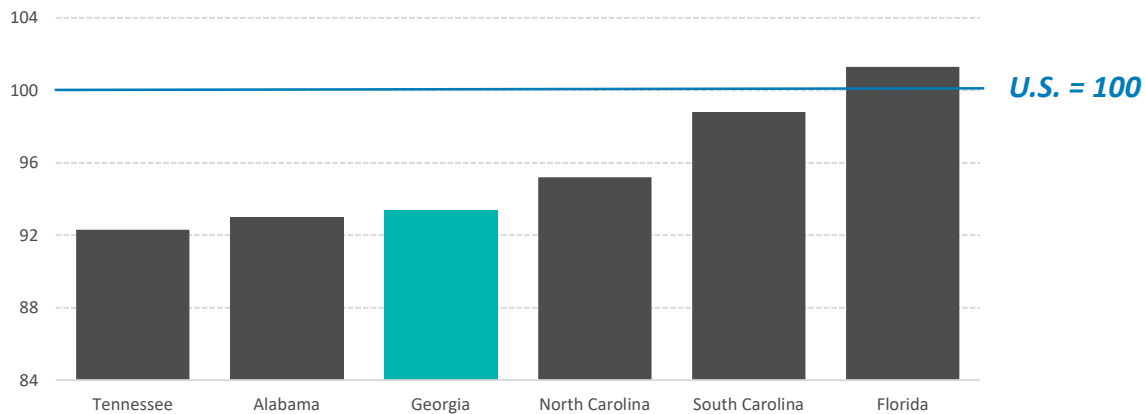
Source: IHS Markit, 2023 | Southeast includes AL, FL, GA, MS, NC, SC, TN

Job Growth



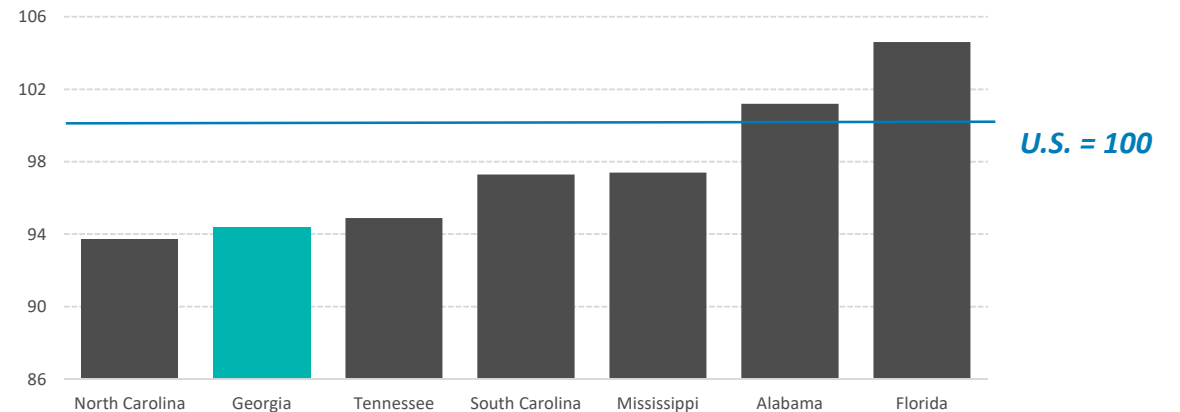
Source: IHS Markit, 2023 | Southeast includes AL, FL, GA, MS, NC, SC, TN

Cost of Living



Source: Lightcast 2023.1Q

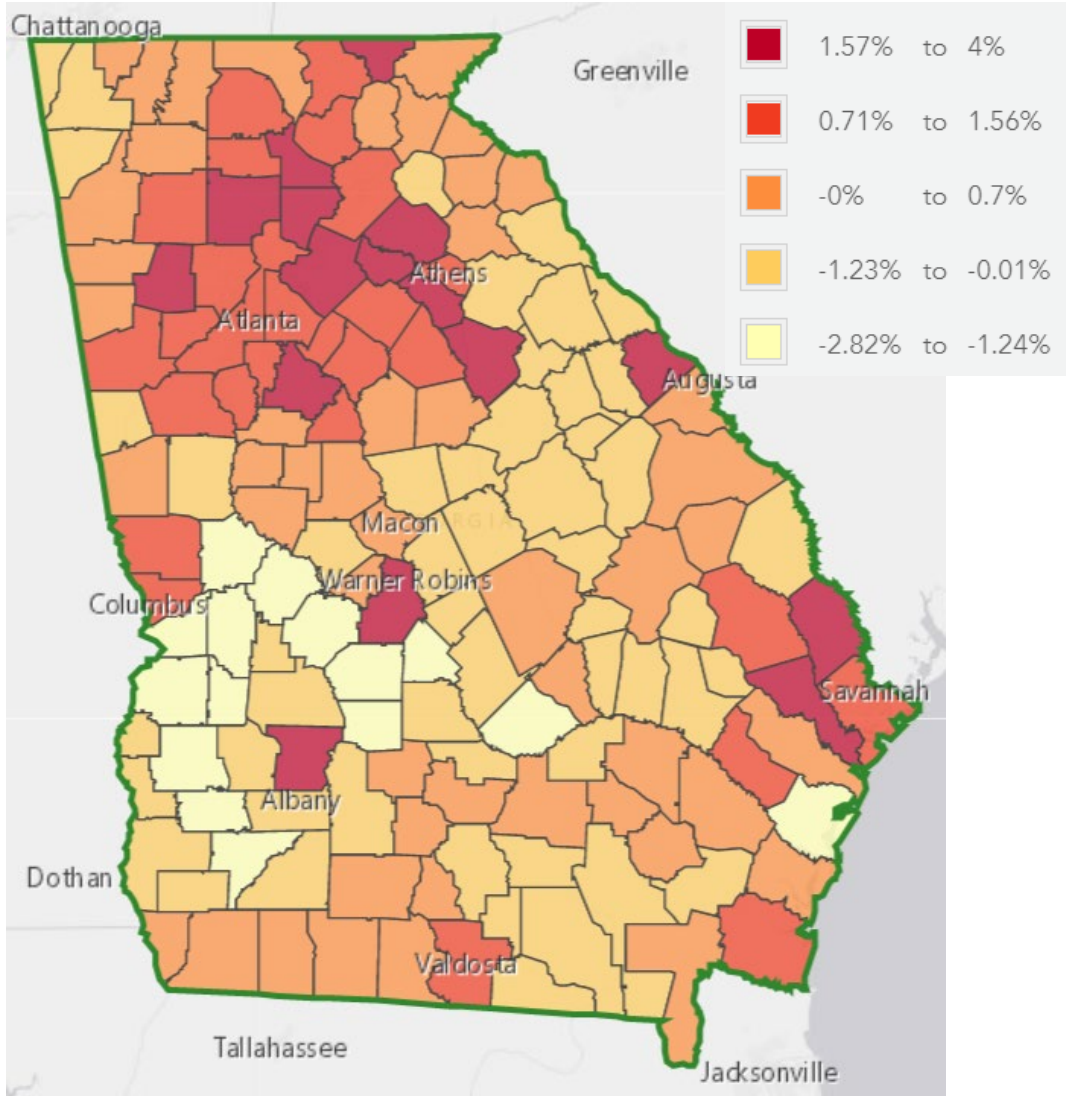
Cost of Doing Business



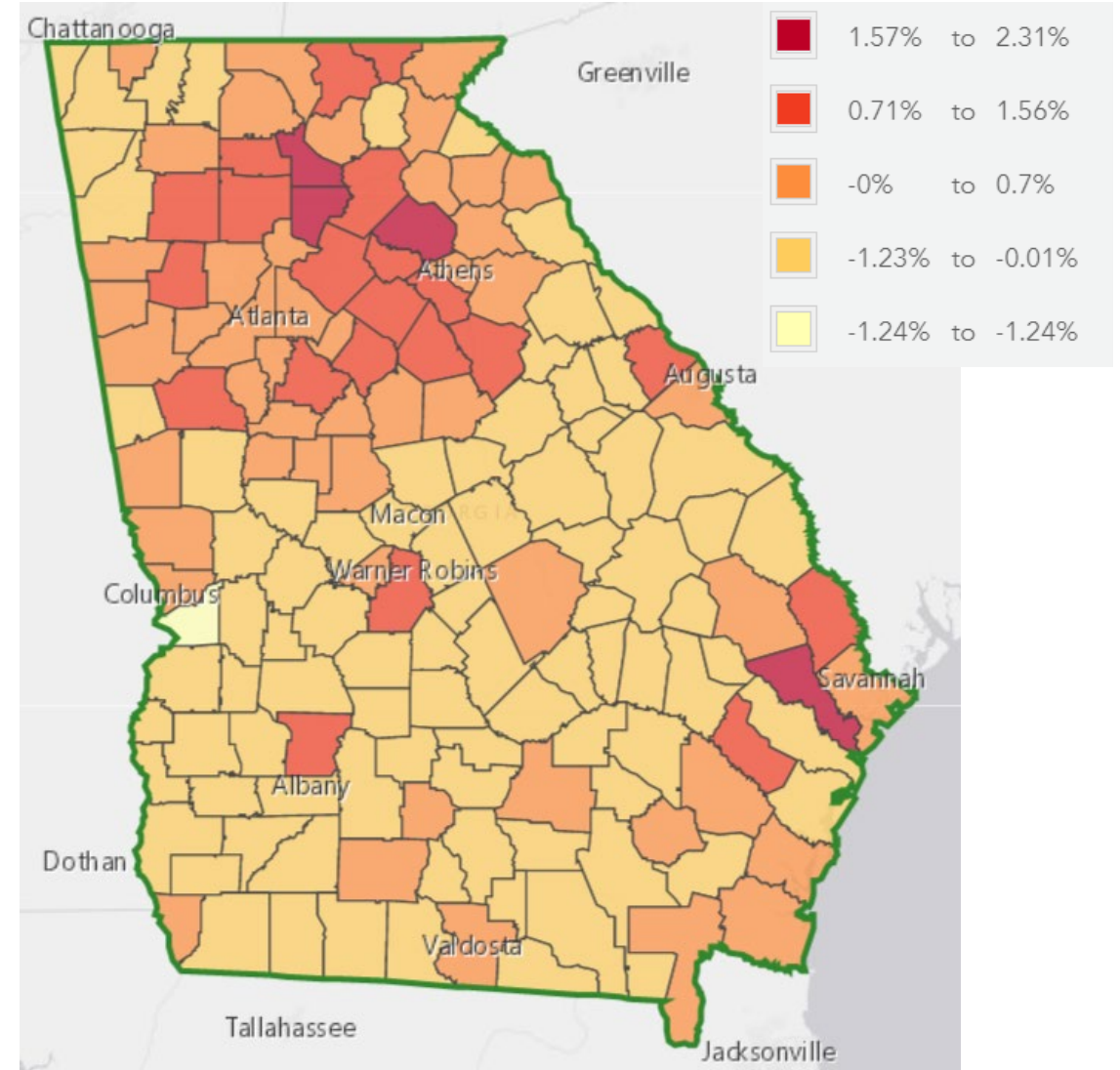
Source: Moody's Economy.com, February 2023 (2021 Data)

Population Growth

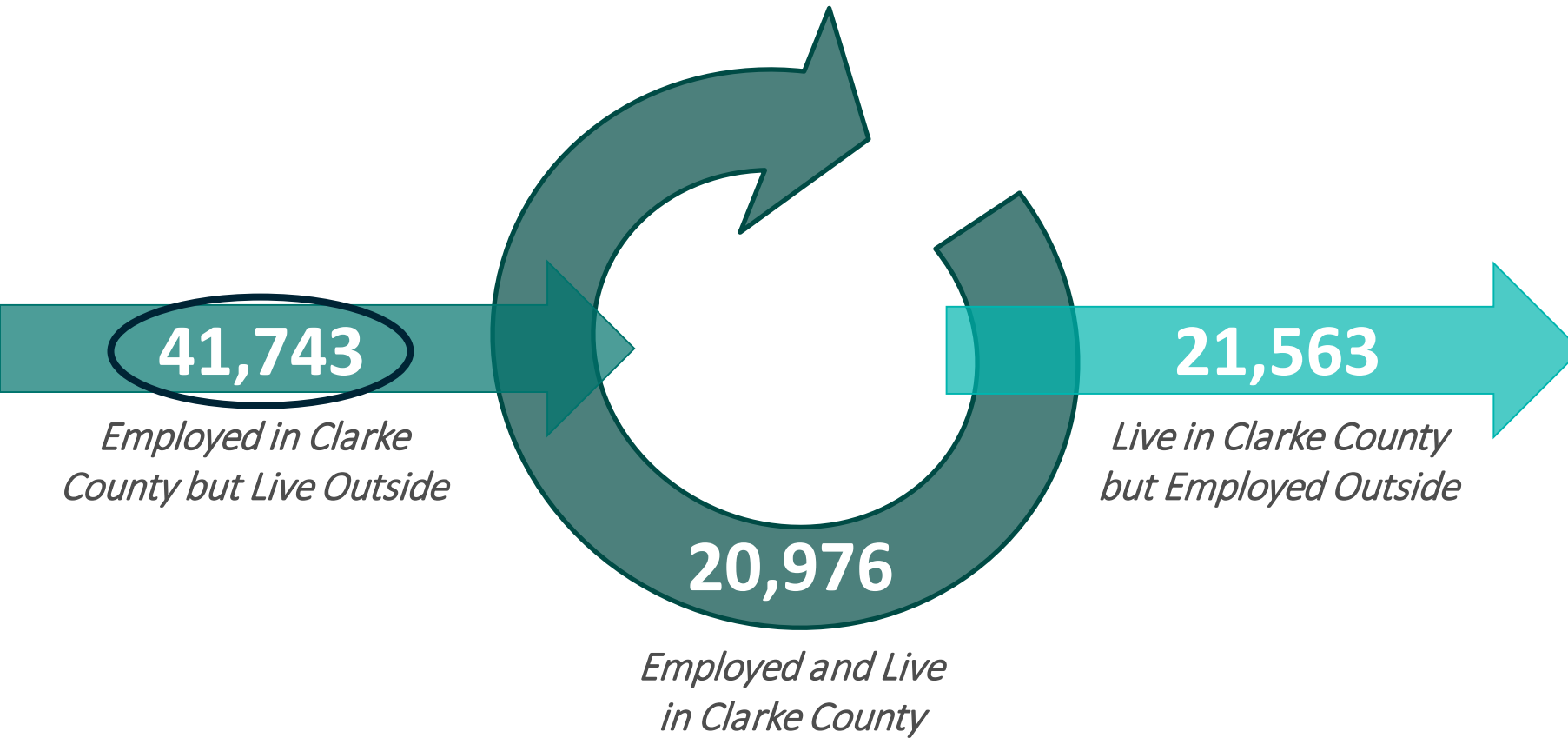
2010 - 2020



2022 - 2027



Commute/Labor Shed



Where Workers Live

County	Count	Share
Clarke	20,976	33.4%
Oconee	6,148	9.8%
Madison	3,959	6.3%
Jackson	3,421	5.5%
Gwinnett	2,694	4.3%
Barrow	2,531	4.0%
Oglethorpe	2,436	3.9%
Walton	1,800	2.9%
Fulton	1,283	2.0%
DeKalb	1,101	1.8%
All Others	16,370	26.1%

Self Service Tools

selectgeorgia.com/resources/data



Target Industries

Explore the state's target industries and associated workforce in your area



International Companies Profile

View companies with an international headquarters



City Comparison

Choose metropolitan areas to compare across a variety of data points



Labor Force Report

Capture trends in your community's labor force

Other Publicly Available Resources

Georgia LaborMarket Explorer

- Georgia Department of Labor: <https://explorer.gdol.ga.gov/>

Georgia Data

- UGA Carl Vinson: <https://georgiadata.org/>

Governor's Office of Student Achievement

- <https://gosa.georgia.gov/>

Telling a Story with Data

I have my data (yay!) so now what?



Tell Your Story

Who's your audience?

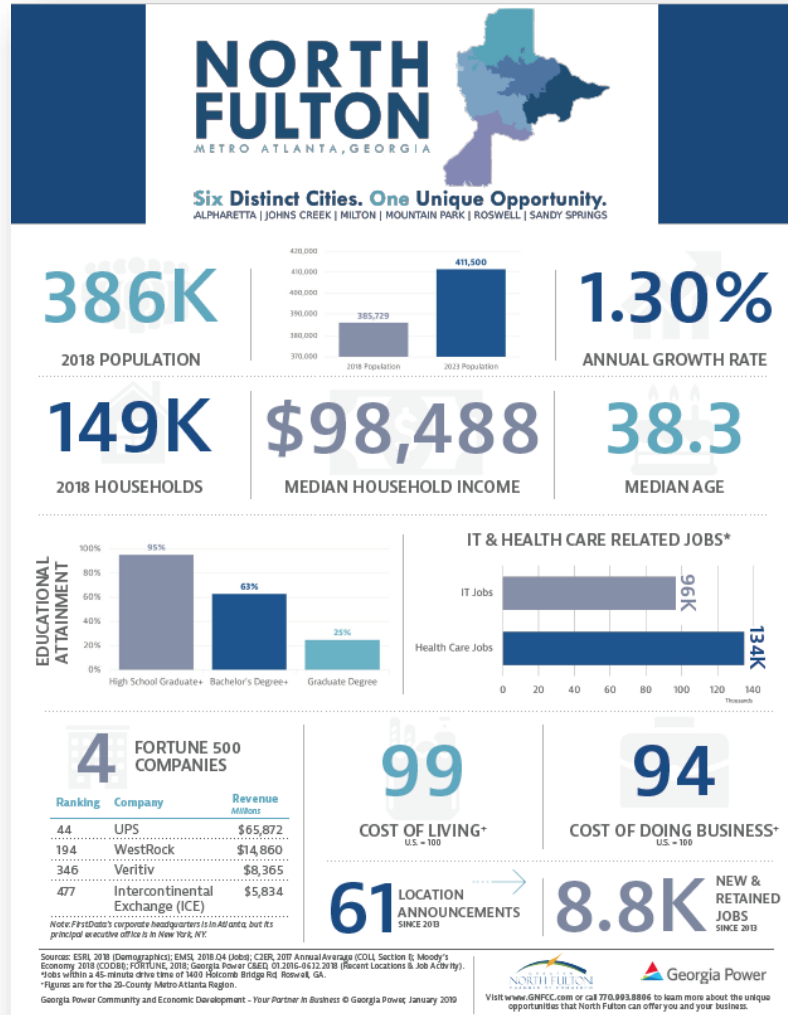
What do you want your audience to leave knowing about your organization or your community?

How do you want to display it?

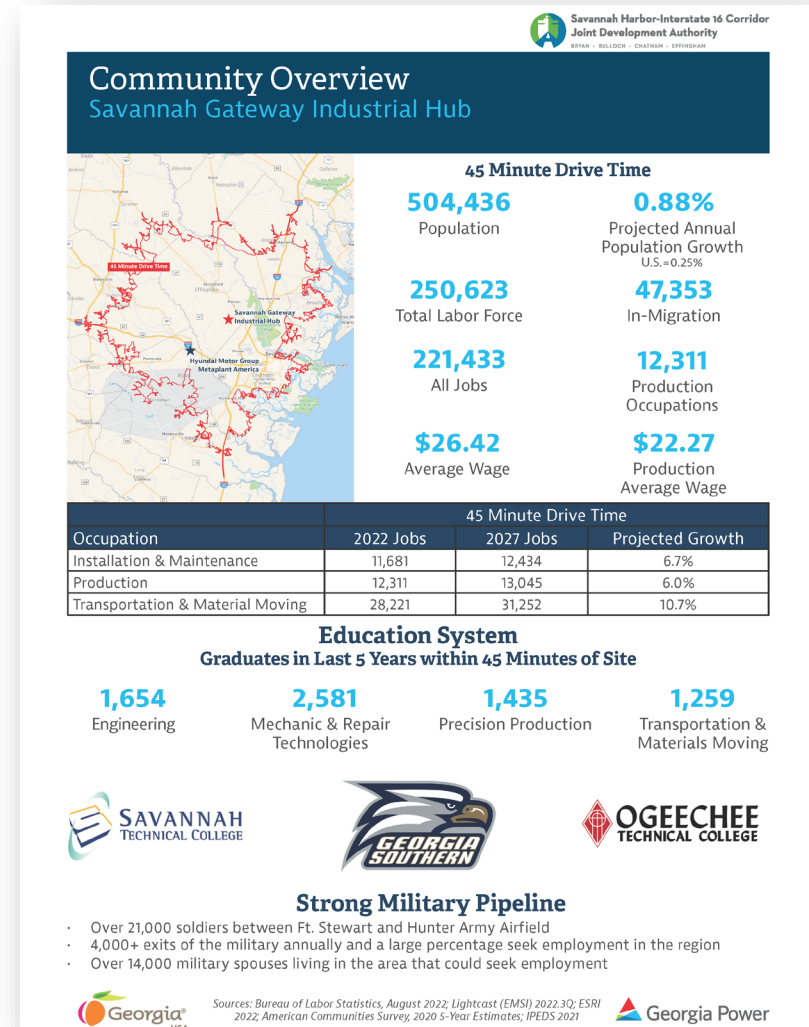
- Digital or Printable?
- Static or Interactive?
- Does someone need to explain it, or can it stand alone?
- Does it need to include a map?
- How much time do I have?
- Do I have the resources I need?

Static & Eye-Catching

Infographic

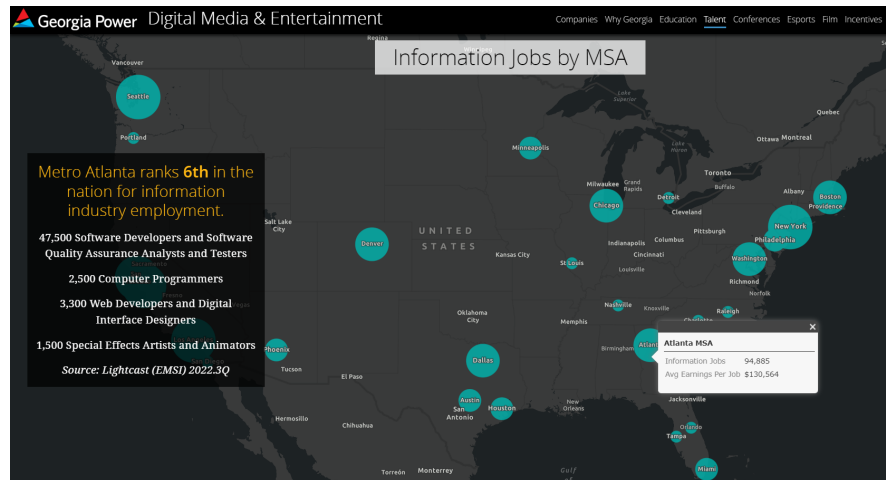


One-Pager

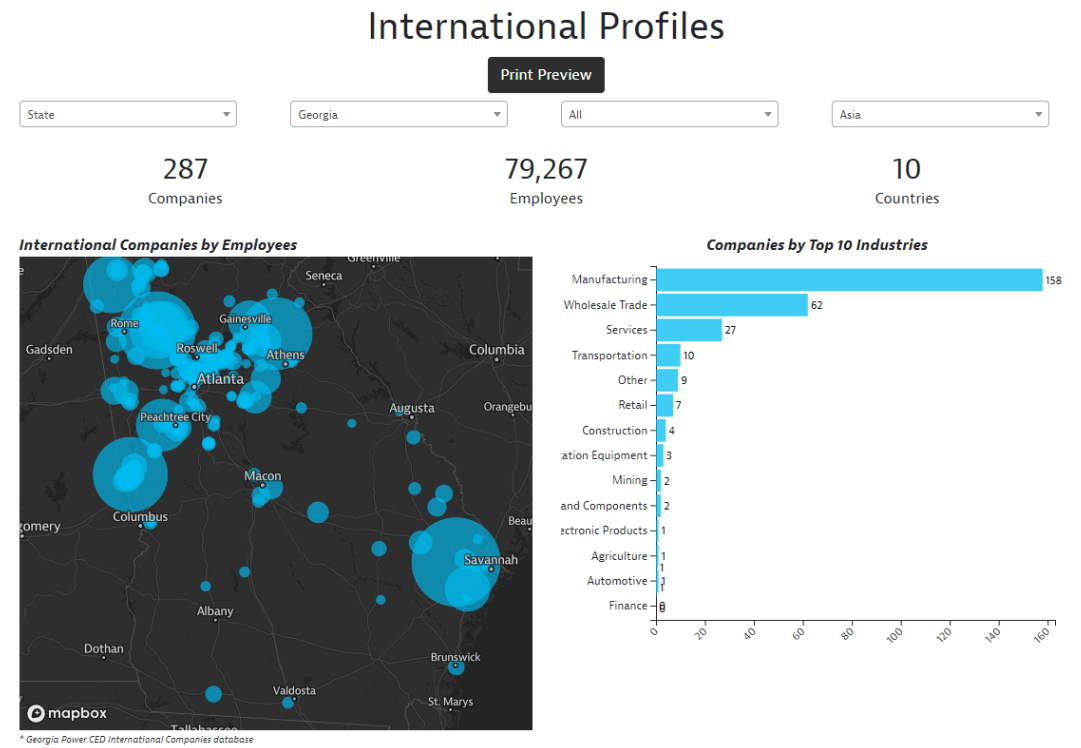


Interactive & Multifaceted

ESRI StoryMap



Dashboard (Tableau or PowerBI)



Data Collaboration

Sunny Anderson, Decide DeKalb



Thank you!

Contact your local GPC Community Development Manager for more information.

<https://www.selectgeorgia.com/about-us/our-team/community-development/>

