The U.S. Endowment for Forestry and Communities

The Jefferson County Assets Index

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August 2012

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Jefferson County Assets Index

Executive Summary

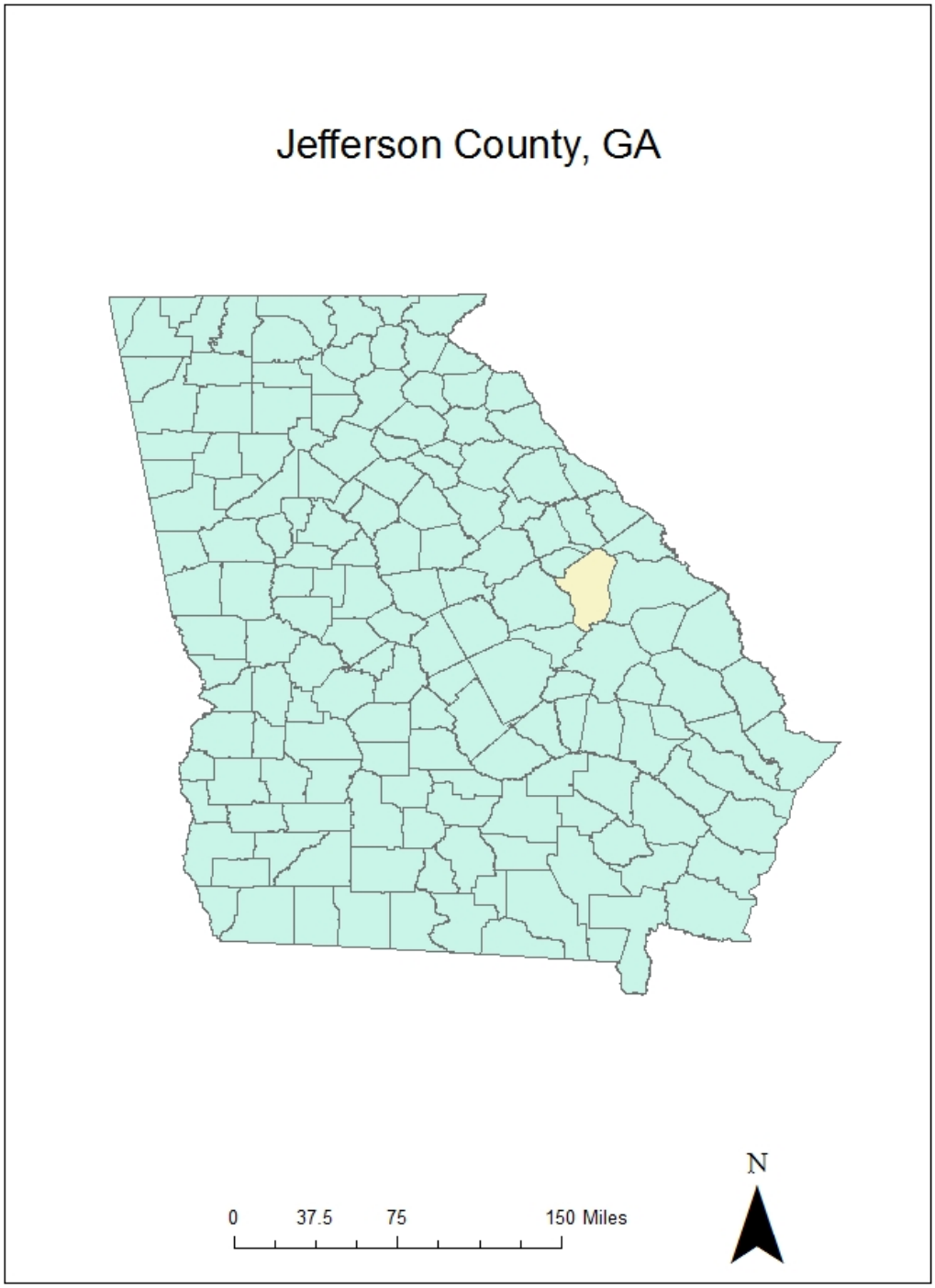
The Jefferson County Assets Index analyzes the economic and social trends within the county in order to determine the importance of certain community aspects. Information was gathered from a variety of sources including the most recent Censes and the International Revenue Service. The report analyzes Jefferson County (Map 1) on multiple levels; these levels include a comparison of Jefferson to its eight immediately surrounding counties (Maps 2-3) as well as on a more specified level of census tracts within Jefferson County (Map 4).

The report separates the indicators into three sections – baseline, trend, and target – that describe economic and social characteristics.

Baseline Data
Charitable Giving
Social Capital
Educational Attainment
Conservation Easements
Land Use
Trend Data
Population Change
Race Distribution
Emerging / Dominant Economic Sectors
Labor Force Stability
Retirement Income
Target Data
Farm and Timber Proprietors
Prosperity
Income Statistics
Affluent and Middle Class Families
Disposable Income
Net Worth
Household Ownership

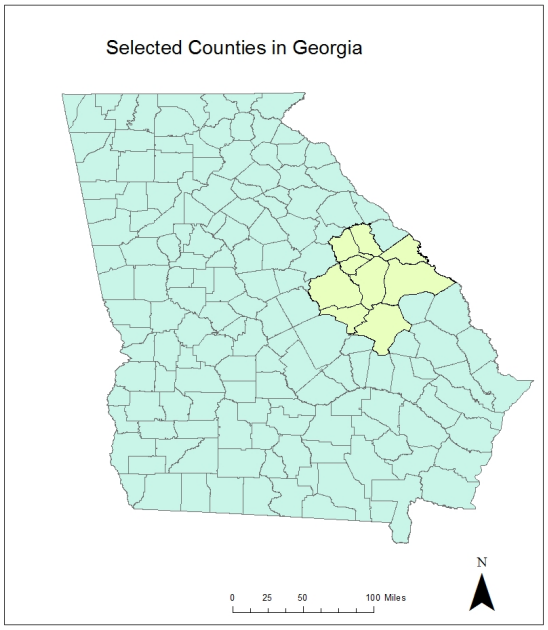
Jefferson County Assets Index

Map 1: Jefferson County



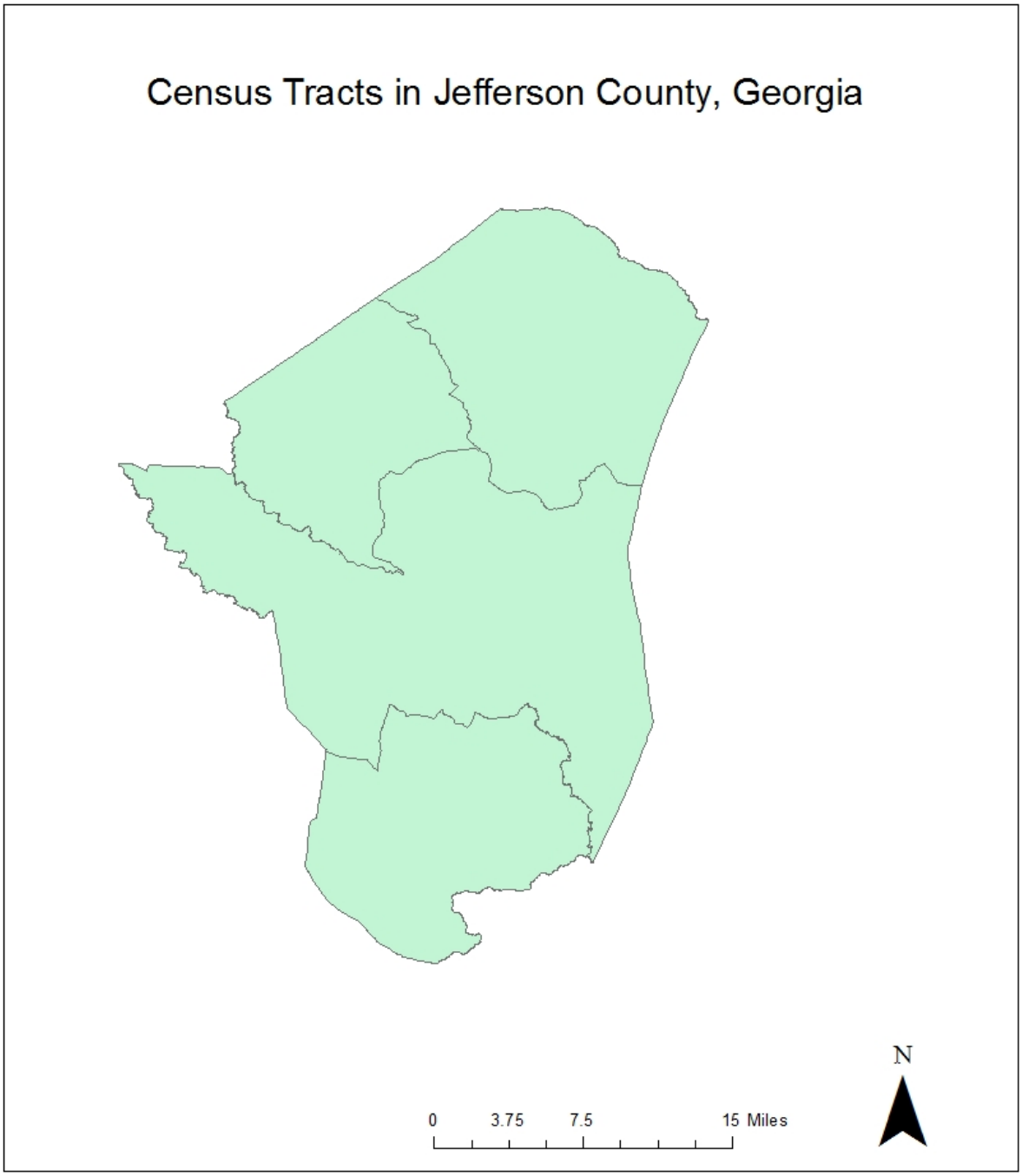
Jefferson County Assets Index

Maps 2 and 3: Jefferson County and Surrounding Counties



Jefferson County Assets Index

Map 4: Jefferson County Census Tracts



Jefferson County Assets Index

Summary of Baseline Data

This section outlines community variables to measure civic spirit, residential roots, and land use. By presenting this collected information and data before the beginning of a project, we can later use it to assess the program's impact. While some of this data is closely related to the goals and objectives of the program, other data may not necessarily be directly related, but still provide useful background information regarding the social context in which the program is set.

Defining Key Values and Presenting Findings:

Charitable Giving – this section identifies the average itemized charitable giving for each county as well as the aggregate, or total average, charitable giving. This data is important in the understanding of the amount of donations individuals are making in a year in comparison to surrounding counties, and State/National averages. In addition, Charitable Organizations who have awarded money to groups within Jefferson County are listed.

- **Methodology** – collecting this data on the county level allowed a comparison to be made depicting the average amount of donations being made in a year.

- **Findings** – in the county comparison, Jefferson County gives more than some counties, but less than most, however, as a percentage of income, Jefferson County residents on average give roughly 6% of their income.

Social Capital – these indicators represent social capital in the late 1990's, and were compiled by sociologists to measure civic spirit and residential roots.

- **Methodology** – collecting data on the county level from various sources for each social capital indicator and ranking the counties in order to determine Jefferson County's rank in comparison to the other counties in Georgia.

- **Findings** – Jefferson County ranked highest in the category of "Small manufacturing operations per capita", coming in at 9th place out of the 159 counties in Georgia.

Educational Attainment – comparing Jefferson County to eight directly surrounding counties provided insight to the level of educational attainment in Jefferson County in relation to surrounding counties and the State of Georgia.

- **Methodology** – data was collected from the Georgia Department of Education. The graduation rates from high schools in each county were taken from years 2010 and 2011 in order to compare the changes in recent graduation rates.

- **Findings** – Jefferson County has seen the largest improvement in high school graduation rates from 2010 to 2011, with nearly a 10% increase. The trend of graduation rates from 2003 to 2011 was mostly positive in Jefferson County, but the largest increase was from 2010 to 2011, surpassing the state of Georgia's graduation rate by over 10%.

Jefferson County Assets Index

Summary of Baseline Data (cont'd)

Conservation Easements – legally enforceable land preservation agreements, conservation easements provide insight in to the amount of land a county has that is protected from development. Conservation easements can protect both working and non-working land.

- **Methodology** – taken from the National Conservation Easement Database, the number of easements in Jefferson County and its eight surrounding county neighbors was collected. After determining the average number of easements in counties in Georgia, each of the 9 selected counties was assessed.

- **Findings** – with Burke County being the only one of the nine selected counties being above the county average with 16 easements, Jefferson County holds three conservation easements, which is more easements than six other of its county neighbors. The holder of the three easements in Jefferson County is the US Fish and Wildlife Service, protecting nearly 52 acres of land.

Land Use – this section outlines the current use of land in Jefferson County as well as land ownership and residential development. This provides us with important data regarding how the land of Jefferson County has changed over the years, specifically from 1980 to 2000, and what types of land are most valued within the community.

- **Methodology** – first analyzing the current use of land in acres, data tables, graphs, and maps were created to represent the current state of land in Jefferson County. Next, looking at land ownership, data was collected to determine the distribution of owned land throughout the county. Lastly, comparing residential development from 1980 to 2000, it was possible to see how much the land in Jefferson County has changed over the past 30+ years.

- **Findings** – with the highest percentage of land total at 84.5% and almost 300,000 acres, forested land is the largest portion of Jefferson County. Looking at land ownership, 98.9% of all lands in Jefferson County are privately owned, totaling 335,126 acres. The only other types of land ownership that hold acreage in Jefferson County are federal lands and military lands. Residential development in Jefferson County from 1980 to 2000 has seen a 130.4% increase, with 38,353 acres in residential land.

Jefferson County Assets Index

Summary of Trend Data

This section examines important socioeconomic trends in Jefferson County, GA over the past decade with focus on population shifts, changes in economic sectors, and growth or loss of retirement income. Changes in these factors impact economic and social welfare options.

Defining Key Values and Presenting Findings:

Population Changes – Changes in the population of Jefferson County from 2000 to 2010 are reviewed.

- **Methodology** – Examination of the U.S. Census Database allows comparison of population trends from 2000 to 2010. Comparing the population trends in Jefferson County to its immediately surrounding counties, Georgia, and the nation provides a context for understanding changes in Jefferson.

- **Findings** – While Jefferson County was one of the only two counties that experienced decrease in their populations from 2000 to 2010, we see that static concentrated in children and young adults, whereas mature adults and seniors both experienced increases of 15% and 31% respectively. The overall change in population for Jefferson County is 1.9%.

Race Distribution – The distribution of racial groups within Jefferson County is compared to the surrounding counties.

- **Methodology** – Data from the 2010 Census provided the distribution of racial groups in Jefferson County as well as its surrounding counties, the state of Georgia, and the United States.

- **Findings** – Jefferson County is predominantly African American at 54.42%. The percentage of whites closely follows at 42.56%, with the remaining small percentages, making up Asian, some other race, and two or more races, accounts for less than 5% of the population.

Jefferson County Assets Index

Summary of Trend Data (cont'd)

Emerging / Dominant Economic Sectors – understanding the economy and industries important to the vitality of Jefferson County.

- **Methodology** – With data from a variety of sources such as the Decennial Census, the Regional Economic Information System, and the Georgia Department of Labor, industries most important to the economy of Jefferson County are identified. Analyzing factors such as largest industries, changes in personal income (in regards to industries) and changes in the labor force, identified the industries that have been important to Jefferson County over the past decade.

- **Findings** –Overall, Jefferson County saw an increase of 5% in earnings from 2000 to 2010. The economic sectors that grew were Agriculture/Forestry, Resource Extraction, Trade, and Government. In contrast, Manufacturing, Construction, and High Value Services all experienced decreases. The two industries that stood out as valued were Agriculture/Forestry and Manufacturing. For example, the manufacturing industry brought in $38,232,000 in annual payroll in 2000. The sources of payroll are highly concentrated in Jefferson County. The top 5 industry sectors represent nearly 75% of annual payroll, whereas the state of Georgia and the United States only account for 50% of their payroll with their top 5 industry sectors. Jefferson County saw an increase of 0.81% in its labor force from 2000 to 2010 along with an increase of 6.53% in unemployment. The latest reported unemployment rate is 13.4% in Jefferson County, above rates of most surrounding counties, Georgia, and the United States.

Retirement Income – This section analyzes the aggregate and average retirement incomes for households in Jefferson County, and the changes in those factors from 2000 to 2010.

- **Methodology** – Data from the 2000 and 2010 Decennial Census is used to compare retirement income data in Jefferson County and its surrounding counties. A map comparing average retirement income within Jefferson County was generated to represent the distribution and value of retirement income within the county.

- **Findings** – In Jefferson County, only 961 out of 6,302 households have retirement income. Although that number has increased by nearly 8% from 2000 to 2010, it is still well below the state and national averages.

Jefferson County Assets Index

Summary of Target Data

This section of data outlines the economic side of household trends in relation to income, jobs, and ownership in order to analyze the holding of assets in the community of Jefferson County, Georgia. By looking at aspects of household data in regards to jobs, income, and ownership of homes, it was possible to begin to establish a baseline of assets within the community.

Defining Key Values and Presenting Findings:

Farm and Timber Proprietors – this data provides insight in to the industries that are important to Jefferson County.

- **Methodology** - The collection of employment and income data for the nine selected counties in these two industries shows the value to each county's economies. Found from Headwaters Economic 2012, the data collected showed the importance of each sectors' employment and income.

- **Findings** – Proprietary sectors of farm and timber employ over 8,000 people in the 9 counties and brought in over $220,000,000 in income this past year. While the manufacturing industry employs the most people in Jefferson County, farm and timber remain important to the economy.

Prosperity – the average earnings per job and unemployment rate in 2011

- **Methodology** – The data for average earnings per job along with the unemployment rate in 2011 for the selected counties were collected from Headwaters Economics. This data illustrates the earnings of an average employee in each county as well as the rate of unemployment.

- **Findings** – While Richmond County had the highest value of average earnings per job in the year of 2011 at $52,380, the average earnings per job in Jefferson County was very similar to surrounding counties such as Emanuel, McDuffie, and Washington; these four counties were all within $5,000 of each other in their averages. The rate of unemployment was overall similar from one county to the next, with the Jefferson County unemployment rate at 13.4%.

Income Statistics – this data set looks at median and per capita income in addition to poverty to further determine the demographics of prosperity mentioned above.

- **Methodology** – Collected from the 2000 Census, this data provides us with an in depth look at the comparison of the selected counties in regards to earnings and poverty. These data sets allow us to begin to understand household earning demographics.

Summary of Target Data (cont'd)

- **Findings** – with the Jefferson County poverty level percentage among the top three of the 9 counties compared at 26.9%, all of the counties are above the poverty level percentages of the State of Georgia and the United States. Median and Per Capita Income illustrated that the counties compared are similar in their averages, while all are below the averages of Georgia and the United States.

Affluent and Middle Class Families – beginning to determine the demographics of wealthier families within each county, this data set allows us to compare the selected counties in regards to high income .

- **Methodology** – this data was collected from the 2000 Census Database, and then modified to represent the percentages of households with high income in the selected categories. Affluent and middle class families are identified as households with income above $50,000 per year, and high-income households are identified as households with income above $100,000 and $200,000 per year respectively.

- **Findings** – while Jefferson County is among the lowest of the counties with percentages of households that are categorized as affluent/middle class and high income, like trends seen above, all counties compared were below the percentages of the State of Georgia and the United States. 20% of households in Jefferson County are categorized as affluent and middle class, while only 4% and 1.3% of households were categorized as above $100,000 and $200,000 per year respectively.

Disposable Income and Net Worth – defined as the income left over after taxes and personal expenditures respectively, these demographics further illustrate true income and personal assets.

- **Methodology** – this data was downloaded from the ESRI Business Online Analyst, giving us median and average disposable income and net worth for each county. Further analyzing this data, we were able to graph the retention of disposable income over time for each defined age group, which illustrates the change in disposable income as people age, as well as the total net worth by age.

- **Findings** – average disposable income was always higher than median disposable income; median disposable income gives us a more accurate representation since it is not skewed by higher values within one county. The median disposable income for households in Jefferson County is $25,269. Jefferson's median disposable income is higher than only two surrounding counties but within a very close range (within $3,000) with Burke, Emanuel, Glascock, Johnson, and Warren. Similarly, average net worth is higher than median net worth, with both median and averages below those of Georgia and the United States.

Jefferson County Assets Index

Baseline Data

Charitable Giving
Social Capital
Educational Attainment
Conservation Easements
Land Use

Jefferson County Assets Index

Baseline Data

1 Charitable Giving

Key Value: Average itemized charitable giving for each county

(Map 5)

Geography	Average Itemized Gifts by All Returns	Average Charitable Gifts Itemized on 1040 A	Total Itemized Charitable Gifts
Jefferson County	$874	$4,302	$6,648,000
Burke County	$811	$4,008	$7,166,000
Emanuel County	$673	$3,639	$6,032,000
Glascock County	$582	$4,577	$714,000
Johnson County	$768	$3,709	$2,346,000
McDuffie County	$1,048	$5,618	$9,872,000
Richmond County	$1,119	$5,192	$93,871,000
Washington County	$1,650	$6,104	$13,404,000
Georgia	$1,387	$9,001	$5,906,644,000
United States	$1,127	$9,359	$155,103,000,000

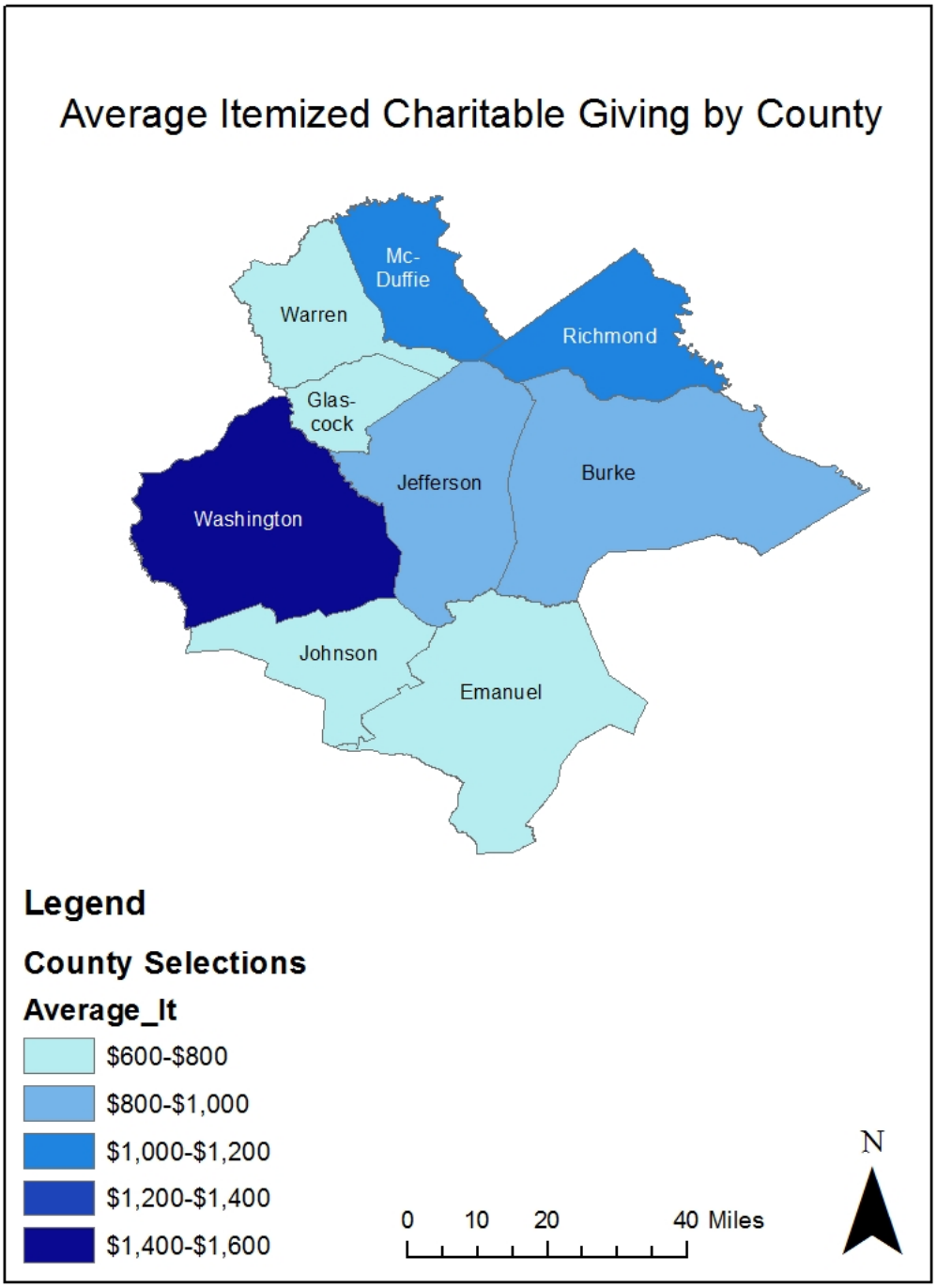
Key Value Charitable Organizations

City	Name of Foundation	Type of Grant-maker	Total Assets	Total Giving
Bartow	Dr. J. Harold Harrison Foundation, Inc.	Independent foundation	$22,651,138	$983,354
Louisville	George E. Crouch Foundation	Independent foundation	$1,648,500	$90,200
Louisville	George E. Crouch Foundation Charitable Trust	Independent foundation	$467,309	$200
Thomson	The Watson Brown Foundation	Independent foundation	$109,574,234	$3,449,554

Sources: **The Internal Revenue Service**
The National Center for Charitable Statistics, 2008
The Foundation Center, 2009

Jefferson County Assets Index

Map 5: Average Itemized Charitable Giving (in thousands)



Jefferson County Assets Index

Baseline Data

2 Social Capital

Key Value: Jefferson County on 6 social capital factors*

Jefferson County Only

No.	Rank in GA**	Category	Description	Source	Coverage Year	First Available
1	77th	Historic sites per capita	Buildings, sites, and structures on the National Register of Historic Places, maintained by the National Park Service	National Register Information System	Current, online registry	N.A.
2	19th	Percent Church Adherents	Number of adherents or church members identified from 149 religious denominations, associations and affiliations	Religious Congregations & Membership in the U.S.	2010	1980
3	153rd	Churches per capita	Number of churches / congregations identified from 149 religious denominations, associations and affiliations	Religious Congregations & Membership in the U.S.	2010	1980
4	66th	Associations per capita	Exempt organizations master list	Internal Revenue Service	2012	N.A.
5	9th	Small manufacturing operations per capita	The number of manufacturing firms with 20 or fewer employees	County Business Patterns	2000	2004
6	77th	Percent of non-movers to residents	Number of residents who live in the same residence in 2000 that they did in 1995	Census 2000	2000	2002

*These are updated indicators, which were originally determined by the Home Town Index (see www.ePodunk.com) to represent social capital in the late 1990's. The Hometown Index was compiled by sociologists to measure civic spirit and residential roots.

** The rank is based on the comparison of all 159 counties on a per capita or percent of the population basis.

Jefferson County Assets Index

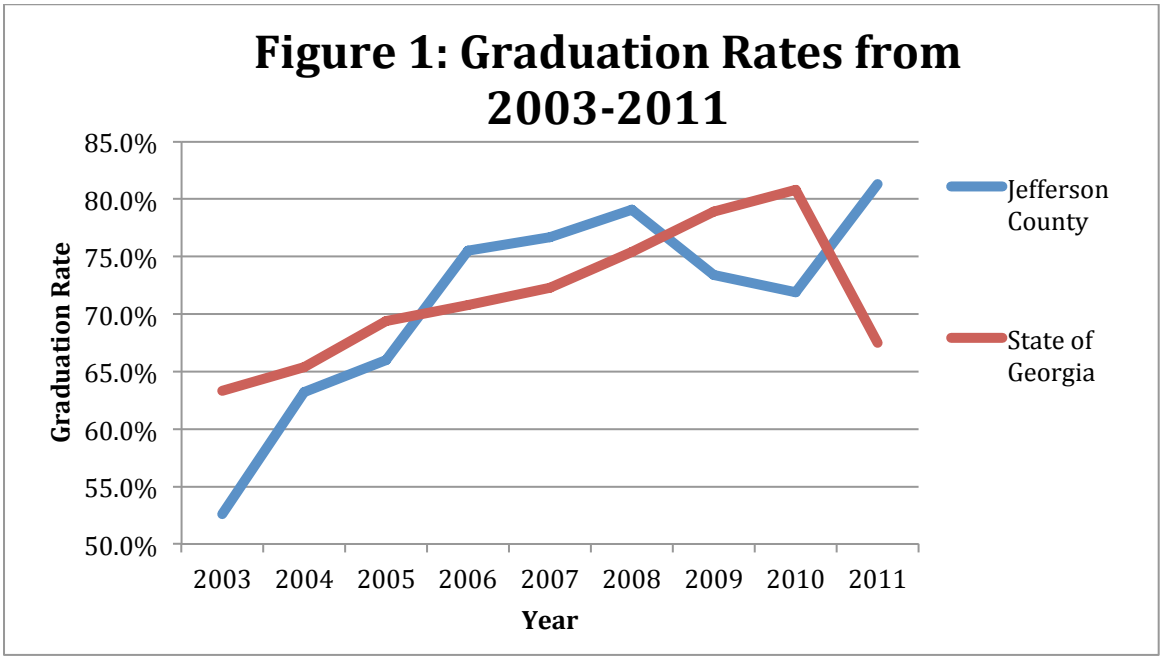
Baseline Data

3 Educational Attainment

Key Value: Percentage of educational attainment and ranking in GA

Area	Graduation Rate in 2010	Graduation Rate in 2011	Percent Change
Jefferson	71.90%	81.30%	9.40%
Burke	72.00%	79.60%	7.60%
Emanuel	81.70%	78.70%	**-3.00%**
Glascock	79.50%	84.80%	5.30%
Johnson	67.60%	76.50%	8.90%
McDuffie	85.40%	86.00%	0.60%
Richmond	74.70%	79.30%	4.60%
Warren	75.50%	74.50%	**-1.00%**
Washington	76.50%	74.50%	**-2.00%**
Georgia	80.80%	67.50%	**-13.30%**

Key Value: Graduation rates from 2003-2011



Sources: **Georgia Department of Education**

Jefferson County Assets Index

Baseline Data

4 Conservation Easements

Key Value: Identify protected lands in each county and their ranking in GA (2012)

Area	Number of Easements	Ranking in Georgia
Jefferson County	3	below average
Burke County	16	above average
Emanuel County	3	below average
Glascock County	0	below average
Johnson County	0	below average
McDuffie County	2	below average
Richmond County	1	below average
Warren County	0	below average
Washington County	2	below average
Georgia	707	
Ranking		
County Average	5.75	
County Median	4	

Key Value: Identify current easements held in Jefferson County (Map 6)

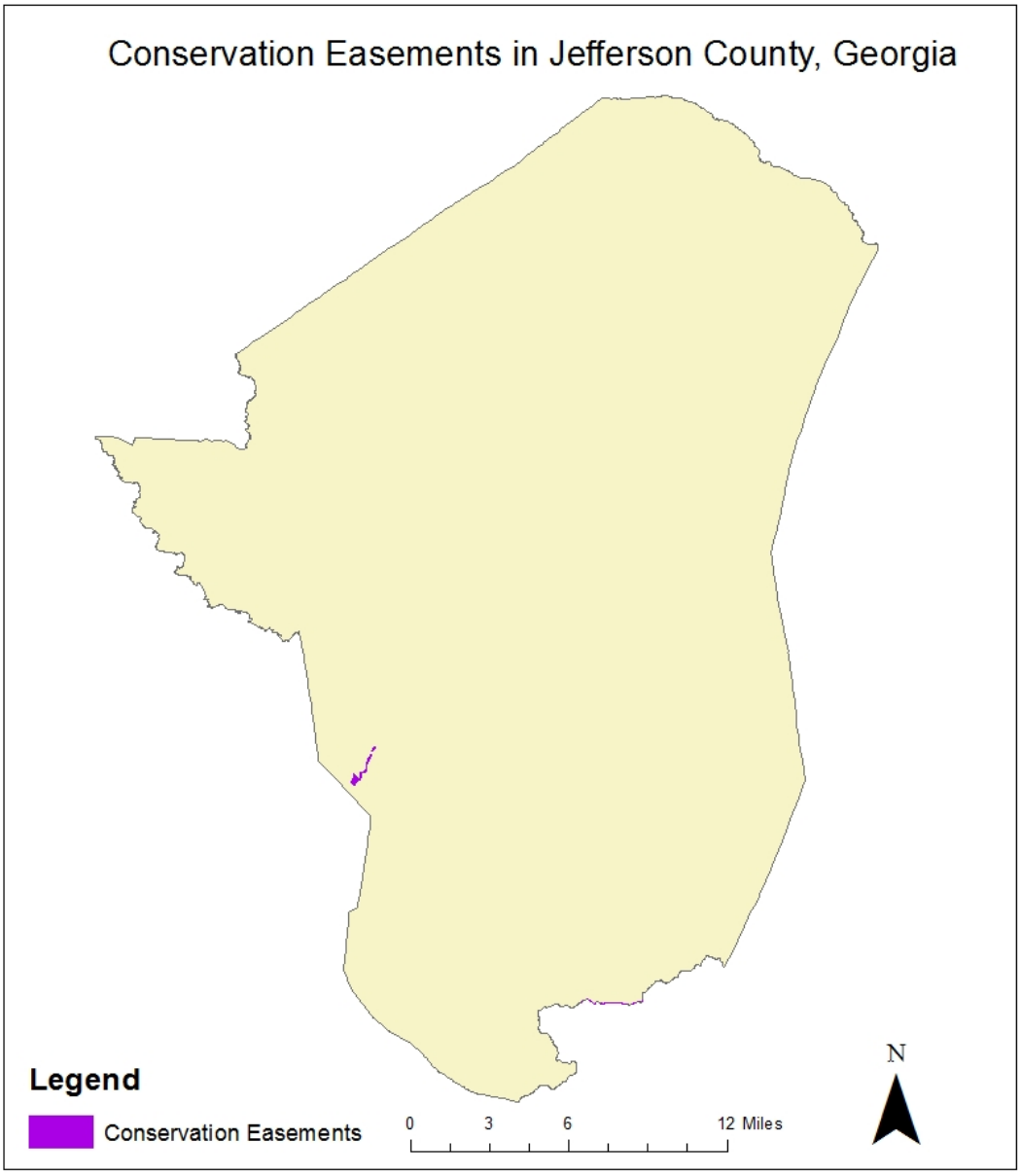
Jefferson County Only

Easements in Georgia	Holder	Acreage	Percent of County
Piedmont NWR	US Fish and Wildlife Service	30.33	0.0089%
Piedmont NWR	US Fish and Wildlife Service	18.95	0.0056%
Piedmont NWR	US Fish and Wildlife Service	2.55	0.0008%
	TOTALS	51.8	0.0153%

Source: The Conservation Registry Easement Database (2012), State of Georgia

Jefferson County Assets Index

Map 6: Conservation Easements



Jefferson County Assets Index

Baseline Data

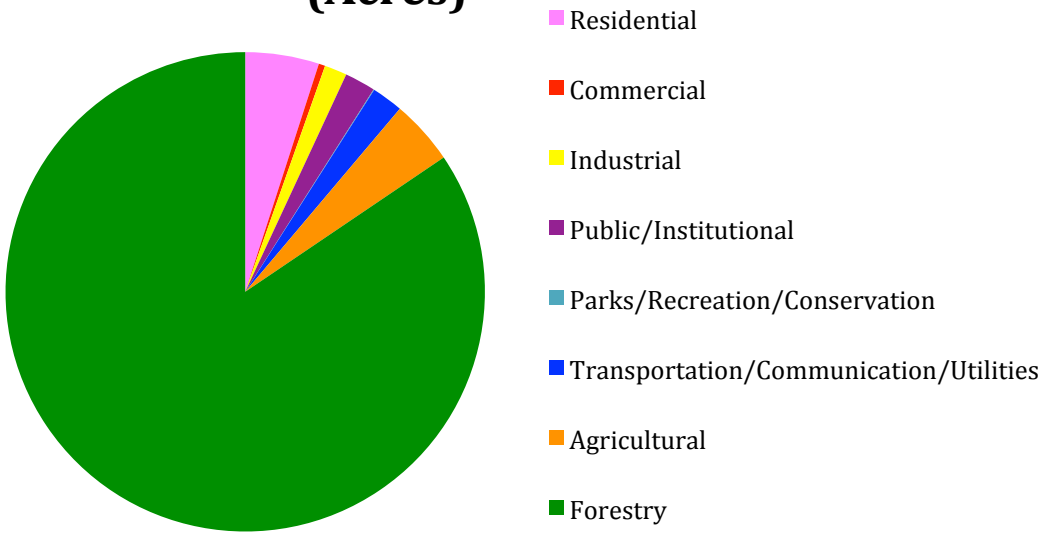
5 Land Use (Map 7)

Key Value: Identify the uses of land and their percentages of total acreage (Figure 1, Maps 7-9)

Jefferson County Only

Land Use	Acres	Percent of Total
Residential (Map 9)	16,916	5%
Commercial	1,470	0.40%
Industrial	5,166	1.50%
Public/Institutional	7,041	2%
Parks/Recreation/Conservation	168	0.10%
Transportation/Communication/Utilities	7,197	2.10%
Agricultural	14,847	4.40%
Forestry (Map 10)	287,186	84.50%
Totals	**339,991**	**100%**

Figure 2: Land Use in Jefferson County, GA (Acres)



Source: Jefferson County Comprehensive Plan, Tax Assessor's Office, 2009

Jefferson County Assets Index

Baseline Data

5 Land Use (cont'd)

Key Value: Land Ownership

Land Type	Jefferson County, GA
Total Area	338,843
Private Lands	335,126
Federal Lands	3,717
Forest Service	0
BLM	0
National Park Service	0
Military	3,680
Other Federal	37
State Lands	0
State Trust Lands*	0
Other State	0
Tribal Lands	0
Water	0
City, County, Other	0

98.9% of land in Jefferson County, Georgia is privately owned

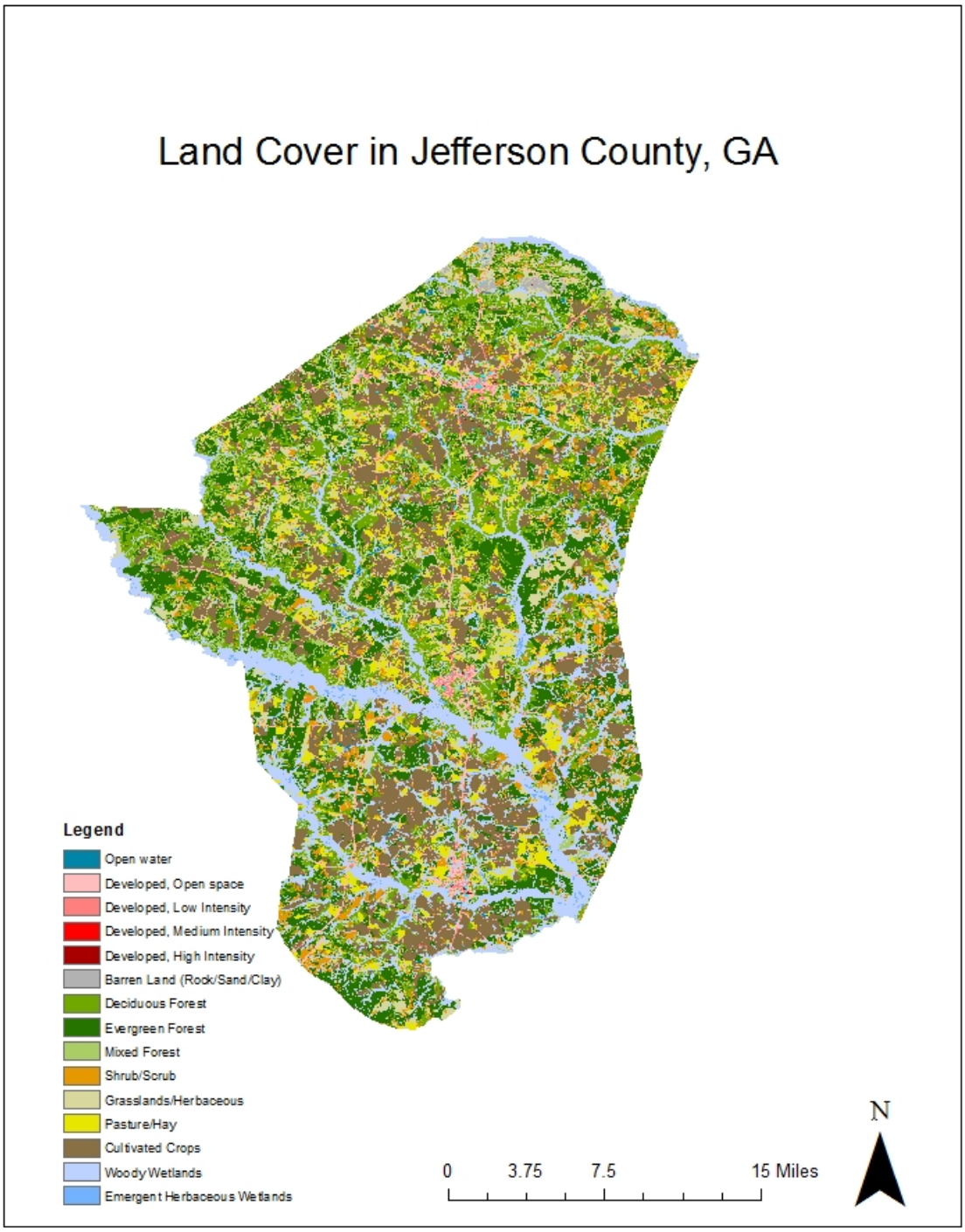
Key Value: Residential Development

Land Type	Jefferson County, GA
Total Private Land	335,126
Total Residential, 1980	16,647
Urban/Suburban, 1980	1,035
Exurban, 1980	15,612
Total Residential, 2000	38,353
Urban/Suburban, 2000	1,829
Exurban, 2000	36,525
Percent Change in Total Residential	**130.4%**

Source: **Headwaters Economics 2012**
Census Bureau 2000

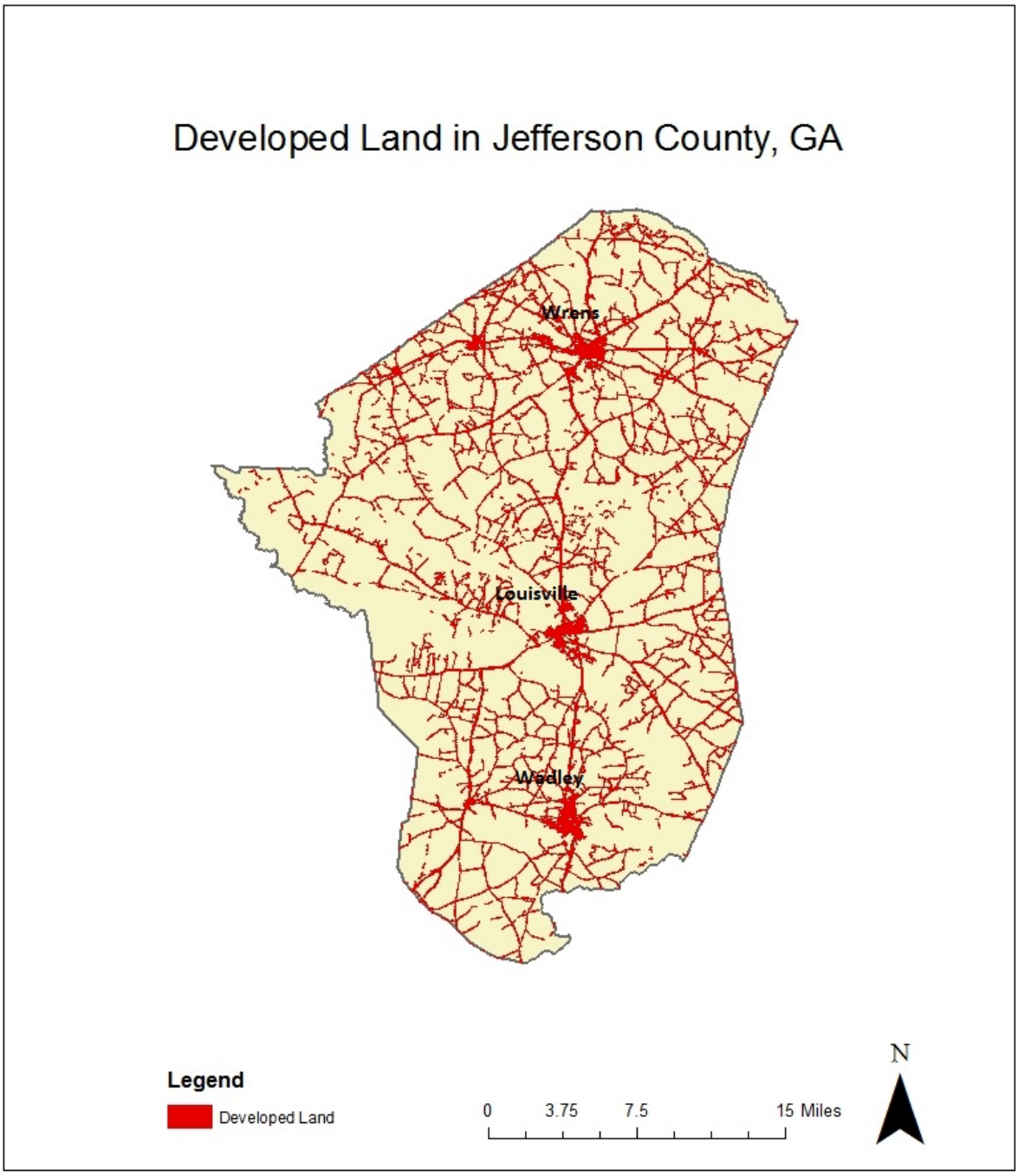
Jefferson County Assets Index

Map 7: Land Use – Land Cover (2009)



Jefferson County Assets Index

Map 8: Land Use – Developed Land (2009)



Map 9: Land Use – Forest Cover (2009)

Jefferson County Assets Index

Trend Data

Population Change
Race Distribution
Emerging / Dominant Economic Sectors
Labor Force Stability
Retirement Income

Jefferson County Assets Index

Trend Data

6 Population Change

Key Value: Changes in Population

Geography	Population 2000	Population 2010	Net Change	Percent Change
Jefferson	17,266	16,930	**-336**	**-1.90%**
Burke	22,243	23,316	1,073	4.80%
Emanuel	21,837	22,598	761	3.50%
Glascock	2,556	3,082	526	20.60%
Johnson	8,560	9,980	1,420	16.60%
McDuffie	21,231	21,875	644	3.033%
Richmond	199,775	200,549	774	0.38%
Warren	6,336	5,834	**-502**	**-7.92%**
Washington	21,176	21,187	11	0.10%
Georgia	8,186,453	9,687,653	1,501,200	18.30%
National	281,421,906	308,745,538	27,323,632	9.710%

Key Value: Population change for adults 45 and older

Jefferson County Only

Generational Groupings	Population 2000	Population 2010	Net Change	Percent Change
Elderly: 75 or older	1,183	1,101	**-82**	**-6.93%**
Seniors: 60-75	1,853	2,428	575	31.03%
Mature Adults: 45-59	3,095	3,580	485	15.67%
Seasoned Adults: 35-44	2,482	2,119	**-363**	**-14.63%**
Early Adults: 20-34	3,267	2,994	**-273**	**-8.36%**
Children: 0-19	5,386	4,708	**-678**	**-12.59%**

Source: **Decennial Census**
Year 2000 & 2010

Released: January 2012

Jefferson County Assets Index

Trend Data

6 Population Change (cont'd)

Key Value: Change in percentage of adult groups

Jefferson County Only

Generational Groupings	Percentage in 2000	Percentage in 2010	Net Change in Percentage
Elderly: 75 or older	6.85%	6.50%	**-0.35%**
Seniors: 60-75	10.73%	14.34%	3.61%
Mature Adults: 45-59	17.93%	21.15%	3.22%
Seasoned Adults: 35-44	14.38%	12.52%	**-1.86%**
Early Adults: 20-34	18.92%	17.68%	**-1.24%**
Children: 0-19	31.19%	27.81%	**-3.39%**

Key Value: Population change in family households

Jefferson County Only

Household & Family Grouping	Population 2000	Population 2010	Net Change	Percent Change
Households	6,339.00	6,241.00	**-98**	**-1.55%**
Family Households	4,548.00	4,407.00	**-141**	**-3.10%**
Non-Family Households	1,791.00	1,834.00	43	2.40%
Family HHs with Children	2,175.00	1,782.00	**-393**	**-18.07%**
Family HHs no Children	2,802.00	2,612.00	**-190**	**-6.78%**

Key Value: Change in percentage for family households

Jefferson County Only

Household & Family Grouping	Percentage in 2000	Percentage in 2010	Net Change in Percentage
Family Households	71.75%	70.61%	**-1.13%**
Non-Family Households	28.25%	29.39%	1.13%
Family HHs with Children	34.31%	28.55%	**-5.76%**
Family HHs no Children	44.20%	41.85%	**-2.35%**

Source: **Decennial Census STF3** **Year: 2000, 2010**

Jefferson County Assets Index

Trend Data

7 Race Distribution

Key Factor: Distribution of race

Geography	White	African American	Asian	American Indian or Native Alaskan	Some Other Race	Two or More Races
Jefferson	7,206	9,213	68	18	275	148
Burke	11,070	11,533	77	49	260	307
Emanuel	13,928	7,562	1,54	58	681	212
Glascock	2,767	253	1	7	19	35
Johnson	6,301	3,489	22	19	65	81
McDuffie	12,518	8,706	76	65	191	304
Richmond	79,624	108,633	3,331	685	2,646	5,230
Warren	2,152	3,602	22	10	12	36
Washington	9,531	11,173	104	25	143	210
Georgia	5,787,440	2,950,435	314,467	32,151	388,872	207,489
United States	223,553,265	38,929,319	14,674,252	2,932,248	19,107,368	9,009,073

Key Factor: Percent distribution of race

County	Percent White	Percent African American	Percent Asian	Percent American Indian and Native Alaskan	Percent Two or More Races
Jefferson	42.56%	54.42%	0.40%	0.11%	1.62%
Burke	47.48%	49.46%	0.33%	0.21%	1.12%
Emanuel	61.63%	33.46%	0.68%	0.26%	3.01%
Glascock	89.78%	8.21%	0.03%	0.23%	0.62%
Johnson	63.14%	34.96%	0.22%	0.19%	0.65%
McDuffie	57.23%	39.80%	0.35%	0.30%	0.87%
Richmond	39.70%	54.17%	1.66%	0.34%	1.32%
Warren	36.89%	61.74%	0.38%	0.17%	0.21%
Washington	44.99%	52.74%	0.49%	0.12%	0.67%
Georgia	59.74%	30.46%	3.25%	0.33%	4.01%
National	72.41%	12.61%	4.75%	0.95%	6.19%

Source: Census 2010 SF3

Jefferson County Assets Index

Trend Data

8 Emerging / Dominant Economic Sectors

Key Value: Changes in personal income*

Jefferson County Only

Economic Sector	Earnings 2000 (in thousands)	Earnings 2010 (in thousands)	Net Change (thousands)	Percentage Change
Personal Income[1]	$682,077	$715,926	$33,849	5%
Agriculture & Forestry	$341,928	$397,736	$55,808	16%
Resource extraction	$0	$24,041	$24,041	100%
Construction	$9,260	$8,004	**-$1,256**	**-14%**
Manufacturing	$147,112	$64,020	**-$83,092**	**-56%**
Transportation, communications & utilities	$4,605	$4,564	**-$41**	**-1%**
Trade	$30,077	$37,999	$7,922	26%
High value services	$24,751	$17,864	**-$6,887**	**-28%**
Low value services	$11,822	$12,416	$594	5%
Government	$112,522	$149,282	$36,760	33%

**Not adjusted for inflation*

[1]Personal income includes income from work, as represented by income from economic sectors, plus income from other sources, e.g. retirement, dividends, interest, etc.

Source: Regional Economic Information System **Year: 2000-2010**

Jefferson County Assets Index

Trend Data

8 Emerging / Dominant Economic Sectors (cont'd)

Key Value: Change in percentage for economic sectors

Jefferson County Only

Economic Sector	Percent personal income in 2000	Percent personal income in 2010	Net change in percentage
Agriculture & Forestry	50.13%	55.56%	5.43%
Resource extraction	0.00%	3.36%	3.36%
Construction	1.36%	1.12%	**-0.24%**
Manufacturing	21.57%	8.94%	**-12.63%**
Transportation, communications & utilities	0.68%	0.64%	**-0.04%**
Trade	4.41%	5.31%	0.90%
High value services	3.63%	2.50%	**-1.13%**
Low value services	1.73%	1.73%	0.00%
Government	16.50%	20.85%	4.35%

Two types of sectors stand out at *valued*:

Agriculture and Forestry
- Fishing, Hunting and Trapping
- Forestry and Logging
- Agriculture and Forestry Support Activities

Manufacturing
- Durable Goods Manufacturing
- Nondurable Goods Manufacturing

Source: Regional Economic Information System **Year: 2000-2010**

Jefferson County Assets Index

Trend Data

8 Emerging / Dominant Economic Sectors (cont'd)

Key Value: Largest Industry Comparison

County	Largest Industry	Number of Employees	Annual Payroll (in thousands)	Number of Establishments
Jefferson	Manufacturing	1,090	$38,232	28
Burke	Manufacturing	728	$25,251	16
Emanuel	Manufacturing	2,100	$53,213	31
Glascock	Retail Trade	n/a	$199	4
Johnson	Health Care and Social Assistance	328	$7,520	11
McDuffie	Manufacturing	1,622	$44,751	30
Richmond	Health Care and Social Assistance	21,475	$834,635	595
Warren	Manufacturing	634	$20,110	5
Washington	Mining, quarrying, and oil and gas extraction	1,167	$71,261	11
Georgia	Health Care and Social Assistance	431,360	$17,934,318	21,517
United States	Health Care and Social Assistance	17,531,142	$735,531,215	799,271

Source: **Decennial Census** **STF3** **Year: 2000**

Jefferson County Assets Index

Trend Data

8 Emerging / Dominant Economic Sectors (cont'd)

Key Value: Top 5 Industry Comparison

Area	Top 5 Industries	Number of Employees	Annual Payroll (in thousands)	Number of Establishments
Jefferson County	Manufacturing	1,090	$38,232	28
	Mining, quarrying, and oil and gas extraction	401	$20,214	3
	Health Care and Social Assistance	525	$14,469	24
	Retail Trade	653	$12,448	73
	Finance and Insurance	179	$5,718	21
	Top 5 Industry Totals	*2,848*	*$91,081*	*149*
	County Totals	*4,031*	*$122,710*	*330*
	Percentage of County Total	***70.65%***	***74.22%***	***45.15%***
Georgia	Health Care and Social Assistance	431,360	$17,934,318	21,517
	Professional, scientific, and technical services	239,870	$14,814,122	27,625
	Manufacturing	351,203	$14,044,290	8,010
	Wholesale Trade	191,424	$11,047,856	13,323
	Finance and Insurance	168,206	$10,603,108	15,184
	Top 5 Industry Totals	*1,382,063*	*$68,443,694*	*85,659*
	State Totals	*3,410,505*	*$136,632,394*	*219,348*
	Percentage of State Total	***40.52%***	***50.09%***	***39.05%***
United States	Health Care and Social Assistance	17,531,142	$735,531,215	799,271
	Manufacturing	11,632,956	$549,635,989	308,934
	Professional, scientific, and technical services	7,839,965	$527,047,828	842,566
	Finance and Insurance	6,171,240	$460,665,302	488,909
	Retail Trade	14,802,767	$355,492,525	1,076,645
	Top 5 Industry Totals	*57,978,070*	*$2,628,372,859*	*3,516,325*
	State Totals	*114,509,626*	*$4,855,545,239*	*7,433,465*
	Percentage of State Total	***50.63%***	***54.13%***	***47.30%***

Source: **Decennial Census** **STF3** **Year: 2000**

Jefferson County Assets Index

Trend Data

9 Labor Force Stability

Key Value: Changes in the labor force

Geography	Labor Force 2000	Labor Force 2011	Net Change	Percentage Change
Jefferson	6,792	6,847	55	0.81%
Burke	9,217	9,645	428	4.64%
Emanuel	9,974	10,165	191	1.91%
Glascock	1,195	1,144	**-51**	**-4.27%**
Johnson	3,415	3,595	180	5.27%
McDuffie	9,712	10,262	550	5.66%
Richmond	94,690	87,830	**-6,860**	**-7.24%**
Warren	2,581	2,520	**-61**	**-2.36%**
Washington	8,606	7,616	**-990**	**-11.50%**
State of Georgia	4,129,666	4,725,104	595,438	14.42%
National	138,820,935	153,617,000	14,796,065	10.66%

Key Value: Employment Change

Geography	Persons employed in 2000	Persons employed in 2011	Net change	Percentage change	Rate of Unemployment*
Jefferson County	6,344	5,930	**-414**	**-6.53%**	13.4%
Burke County	8,758	8,544	**-214**	**-2.44%**	11.4%
Emanuel County	9,418	8,987	**-431**	**-4.58%**	11.6%
Glascock County	1,147	1,008	**-139**	**-12.12%**	11.9%
Johnson County	3,211	3,137	**-74**	**-2.30%**	12.7%
McDuffie County	9,512	9,124	**-388**	**-4.08%**	11.1%
Richmond County	83,766	78,540	**-5,226**	**-6.24%**	10.6%
Warren County	2,509	423	**-2,086**	**-83.14%**	16.8%
Washington County	8,204	6,587	**-1,617**	**-19.71%**	13.5%
State of Georgia	3,839,756	4,262,175	422,419	11.00%	9.8%
National	129,721,512	139,869,000	10,147,488	7.82%	8.9%

*This value indicates the percentage of the 2011 population that were unemployed

Source: **GEORGIA LABORMARKET EXPLORER** **Year: 2000-2011**
Georgia Department of Labor

Jefferson County Assets Index

Trend Data

10 Retirement Income (Map 10)

Key Value: Retirement Income Income

Geography	Households	Households with Retirement Income	Households without Retirement Income	Aggregate Retirement Income
Jefferson	6,302	961	5341	$11,604,700
Burke	7,928	1188	6740	$21,884,300
Emanuel	8,040	1114	6926	$13,999,800
Glascock	1,013	142	871	$1,936,800
Johnson	3,117	447	2670	$8,364,300
McDuffie	7,439	1289	6691	$18,155,200
Richmond	73,939	14381	59558	$251,804,500
Warren	7,980	367	2062	$4,936,800
Washington	2,429	1013	6426	$14,869,300
Georgia	3,007,678	433,034	2,574,644	$7,776,117,500
National	105,539,122	17,659,058	87,880,064	$306,842,031,500

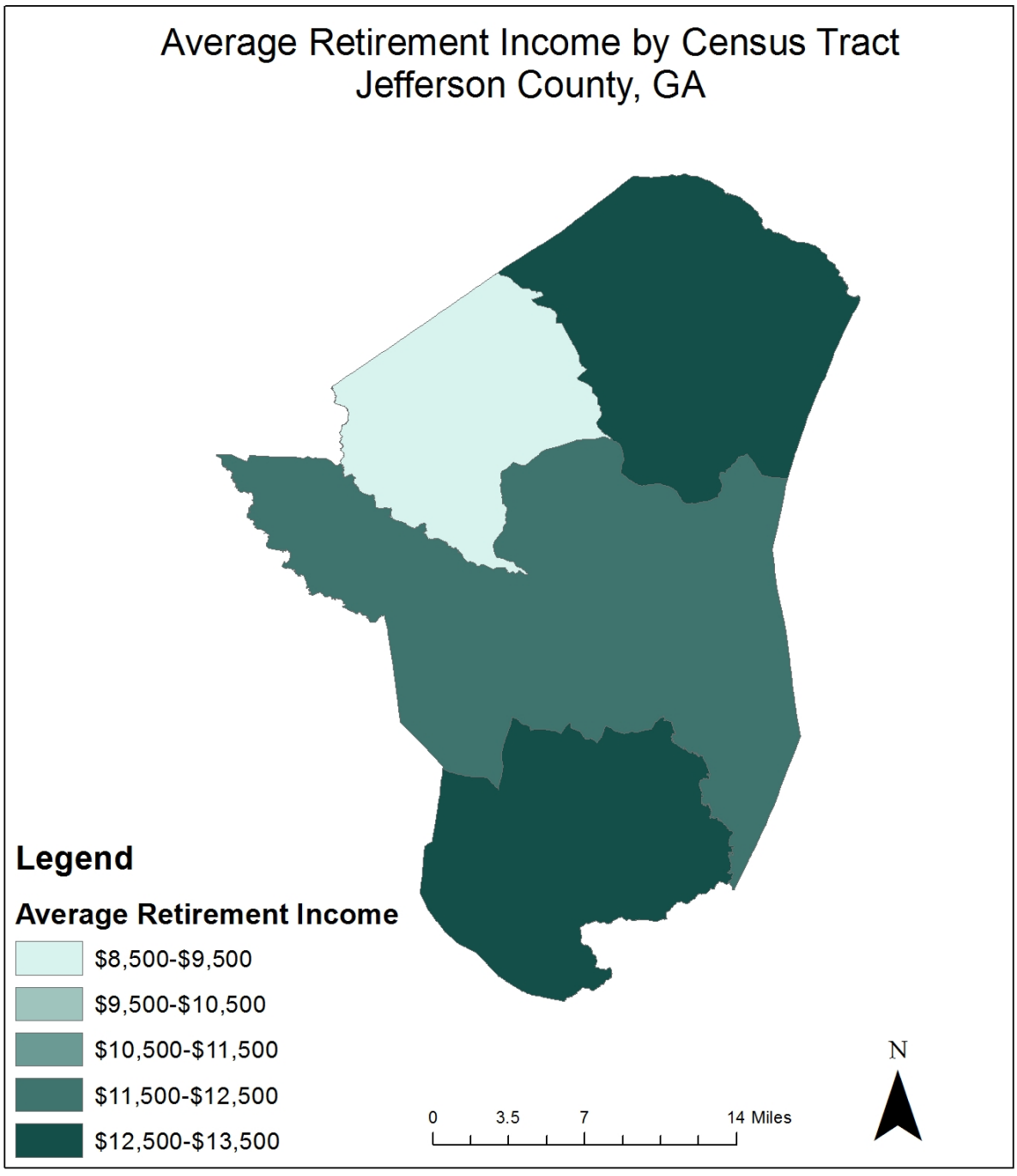
Key Value: Change in Retirement Income and Aggregate Income

Geography	Retirement Income in 2010	Retirement Income in 2000	Net Change	Percentage Change
Jefferson	$12,527,700	$11,604,700	$923,000	7.95%
Burke	$21,228,800	$21,884,300	**-$655,500**	**-3.00%**
Emanuel	$19,069,600	$13,999,800	$5,069,800	36.21%
Glascock	$2,899,500	$1,936,800	$962,700	49.71%
Johnson	$8,079,800	$8,364,300	**-$284,500**	**-3.40%**
McDuffie	$26,108,000	$18,155,200	$7,952,800	43.80%
Richmond	$288,177,100	$251,804,500	$36,372,600	14.44%
Warren	$4,823,100	$4,936,800	**-$113,700**	**-2.30%**
Washington	$22,402,300	$14,869,300	$7,533,000	50.66%
Georgia	$12,293,327,100	$7,776,117,500	$4,517,209,600	58.09%
National	$440,035,399,700	$306,842,031,500	$133,193,368,200	43.41%

Source: **Decennial Census** **STF3** **Year: 2000-2010**

Jefferson County Assets Index

Map 10: Retirement Data



Jefferson County Assets Index

Target Data

Farm and Timber Proprietors
Prosperity
Income Statistics
Affluent and Middle Class Families
Disposable Income
Net Worth
Household Ownership

Jefferson County Assets Index

Target Data

11 Farm Proprietors

Key Value: Number of Farm Proprietors

Geography	Total Employment	Farm Employment	Farm Proprietors Employment	Farm Employment as percent of total	Farm Proprietors Income as percent of total
Jefferson	7,118	362	263	5.09%	3.69%
Burke	9,433	516	388	5.47%	4.11%
Emanuel	10,169	479	420	4.71%	4.13%
Glascock	974	88	78	9.03%	8.01%
Johnson	2,704	251	236	9.28%	8.73%
McDuffie	9,629	434	179	4.51%	1.86%
Richmond	133,864	140	126	0.10%	0.09%
Warren	1,867	202	159	10.82%	8.52%
Washington	9,436	385	362	4.08%	3.84%
Georgia	5,274,086	53,397	39,486	1.01%	0.75%
U.S.	173,767,400	2,665,000	1,900,000	1.53%	1.09%

Key Value: Farm Proprietor Income

Geography	Farm Earnings*	Farm Proprietors' Income
Jefferson	$11,310	$8,686,000
Burke	$32,256	$28,200,000
Emanuel	$12,209	$10,272,000
Glascock	$260	$165,000
Johnson	**-$1,575**	**-$1,759,000**
McDuffie	$16,904	$7,045,000
Richmond	**-$468**	**-$726,000**
Warren	$1,786	$972,000
Washington	$7,829	$7,149,000
Georgia	$1,886,360	$1,460,661,000
U.S.	$79,652,678	$51,001,852,000

Source: **Headwaters Economics 2012**
Census Bureau 2000

Jefferson County Assets Index

Target Data

12 Timber Proprietors

Key Value: Number of Timber Proprietors

Geography	Total Proprietors	Timber	Forestry & Logging	Non-Timber
Jefferson	986	7	7	979
Burke	1617	15	15	1602
Emanuel	1694	20	20	1674
Glascock	176	0	na	176
Johnson	493	4	4	489
McDuffie	1333	12	12	1321
Richmond	11292	23	15	11269
Warren	328	4	4	324
Washington	1118	5	na	1113
Georgia	734830	2182	1543	732648
U.S.	21090761	70828	45393	21019933

Key Value: Timber Proprietor Income

Geography	All Sectors*	Private*	Timber*	Forestry & Logging*	Paper Manufacturing*	Non-Timber*	Government*
Jefferson	$33,190	$34,390	$36,736	$36,762	na	$32,085	$29,503
Burke	$40,695	$42,895	na	na	na	$28,980	$34,217
Emanuel	$28,316	$26,925	$41,076	$40,677	na	$25,426	$31,841
Glascock	$23,358	$22,798	na	na	na	$16,253	$23,892
Johnson	$27,800	$27,941	na	na	na	$26,445	$27,596
McDuffie	$30,788	$30,092	na	na	na	$24,769	$33,130
Richmond	$40,721	$38,360	$64,878	na	$70,369	$37,579	$47,394
Warren	$29,504	$30,883	na	na	na	$21,785	$25,813
Washington	$33,361	$35,251	$33,017	$33,226	na	$30,859	$29,741
Georgia	$45,298	$45,725	$51,066	$40,001	$65,154	$45,614	$43,331
U.S.	$48,218	$47,917	$48,877	$38,400	$60,460	$47,910	$49,691

*In thousands

Source: **Headwaters Economics 2012**
Census Bureau 2000

Jefferson County Assets Index

Target Data

13 Prosperity

Key Value: Average Earnings per Job

Geography	Unemployment rate, 2011	Average earnings per job, 2010* (2011 $'s)
Burke County, GA	0.114	$44,230.63
Emanuel County, GA	0.116	$31,978.67
Glascock County, GA	0.119	$17,618.18
Jefferson County, GA	0.134	$36,555.75
Johnson County, GA	0.127	$27,967.93
McDuffie County, GA	0.111	$35,471.57
Richmond County, GA	0.106	$52,380.03
Warren County, GA	0.168	$27,754.39
Washington County, GA	0.135	$37,391.32
Georgia	0.098	$49,526.71

Source: **Headwaters Economics 2012**
Census Bureau 2000

Jefferson County Assets Index

Target Data

14 Income Statistics

Key Value: Median and Per Capita Income (Maps 11-12)

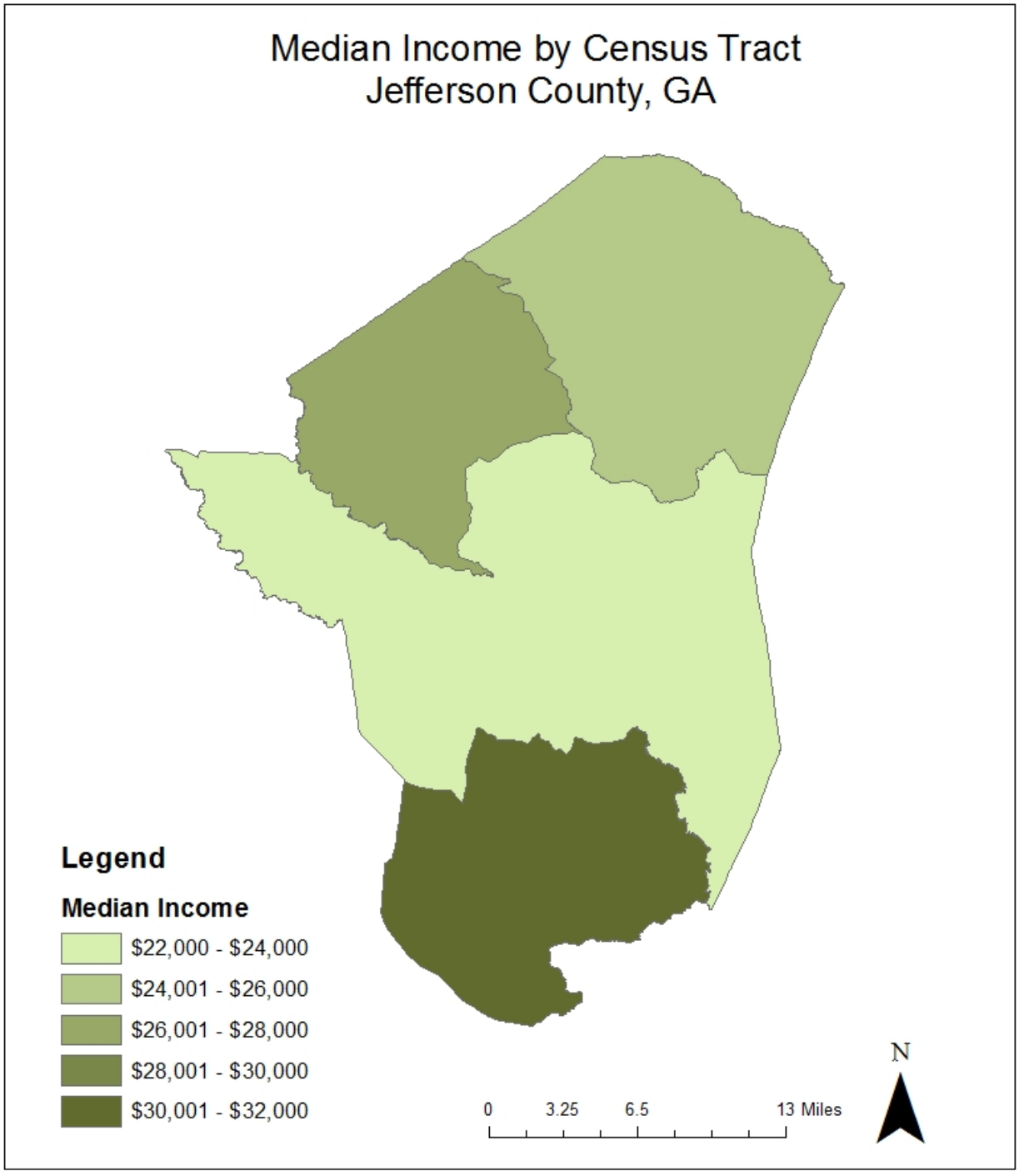
Geography	Median Household Income	Per Capita Income
Jefferson County	$26,120	$15,165
Burke County	$27,877	$15,934
Emanuel County	$24,383	$16,076
Glascock County	$29,743	$16,844
Johnson County	$23,848	$15,659
McDuffie County	$31, 920	$18,005
Richmond County	$33,866	$17,088
Warren County	$27,366	$14,022
Washington County	$29,910	$15,033
State of Georgia	$49,347	$25,134
National	$51,914	$27,334

Key Value: Poverty Level (Map 13)

Geography	Percent Below Poverty Level
Jefferson County	26.90%
Burke County	25.70%
Emanuel County	24.20%
Glascock County	16.60%
Johnson County	27.70%
McDuffie County	14.10%
Richmond County	16.20%
Warren County	24.10%
Washington County	27.60%
State of Georgia	15.70%
National	13.80%

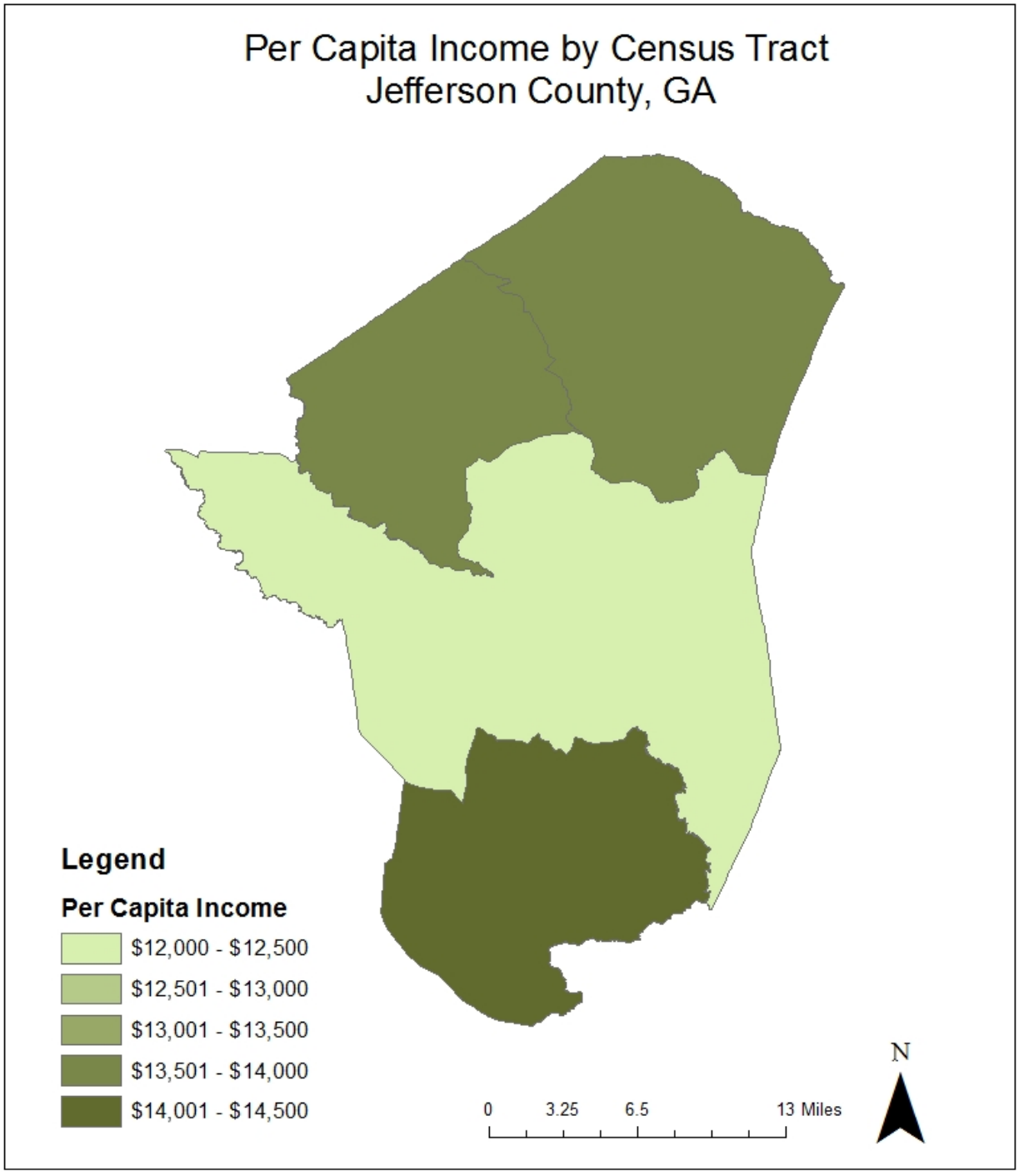
Source: Census 2000 STF3 Year: 2000

Map 11: Median Income

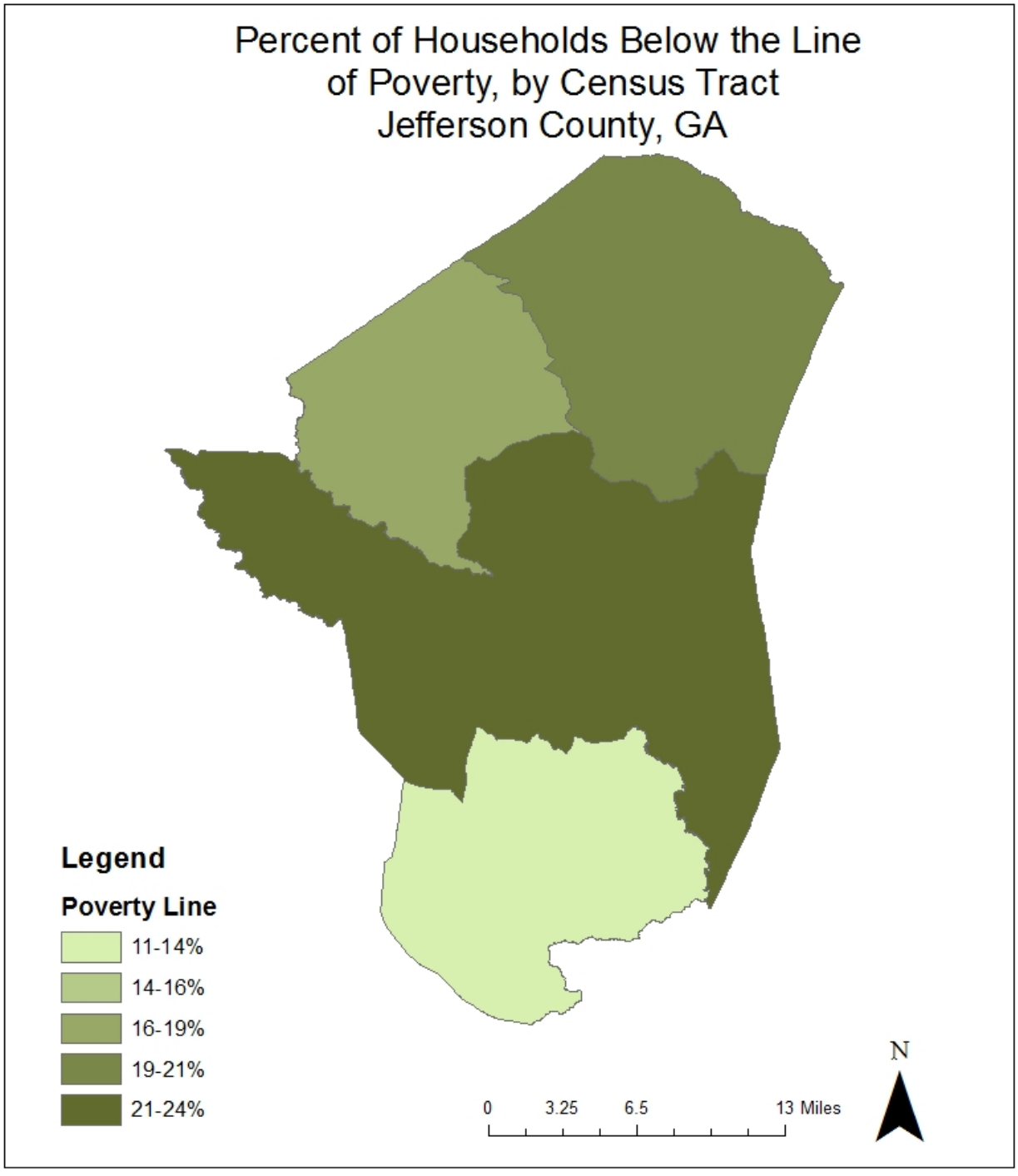


Jefferson County Assets Index

Map 12: Per Capita Income



Map 13: Per Capita Income



Jefferson County Assets Index

Target Data

15 Affluent and Middle Class Families

Key Value: Number of affluent and middle class families* (Maps 14-15)

Geography	Households	Income greater than $50,000	Percentage of all households
Jefferson County	6,302	1,265	20.07%
Burke County	7,928	2,011	25.37%
Emanuel County	8,040	1,777	22.10%
Glascock County	1,013	247	24.38%
Johnson County	3,117	1,015	32.56%
McDuffie County	7,439	2,307	31.01%
Richmond County	73,939	23,006	31.11%
Warren County	7,980	566	7.09%
Washington County	7,439	2,208	29.68%
State of Georgia	3,007,678	1,275,874	42.42%
National	105,539,122	44,312,388	41.99%

Key Value: Number of high income households* above $100,000 (Map 16)

Geography	Households	All high income households: >$100K	Percentage of all Households
Jefferson County	6,302	247	3.92%
Burke County	7,928	347	4.38%
Emanuel County	8,040	351	4.37%
Glascock County	1,013	38	3.75%
Johnson County	3,117	99	3.18%
McDuffie County	7,439	454	6.10%
Richmond County	73,939	5,854	7.91%
Warren County	7,980	525	6.58%
Washington County	2,429	90	3.70%
State of Georgia	3,007,678	371,020	12.34%
National	105,539,122	12,972,539	12.29%

**The Census Bureau defines households as those living under one roof*

Source: Census 2000 STF3 Released Sept. 2000

Jefferson County Assets Index

Target Data

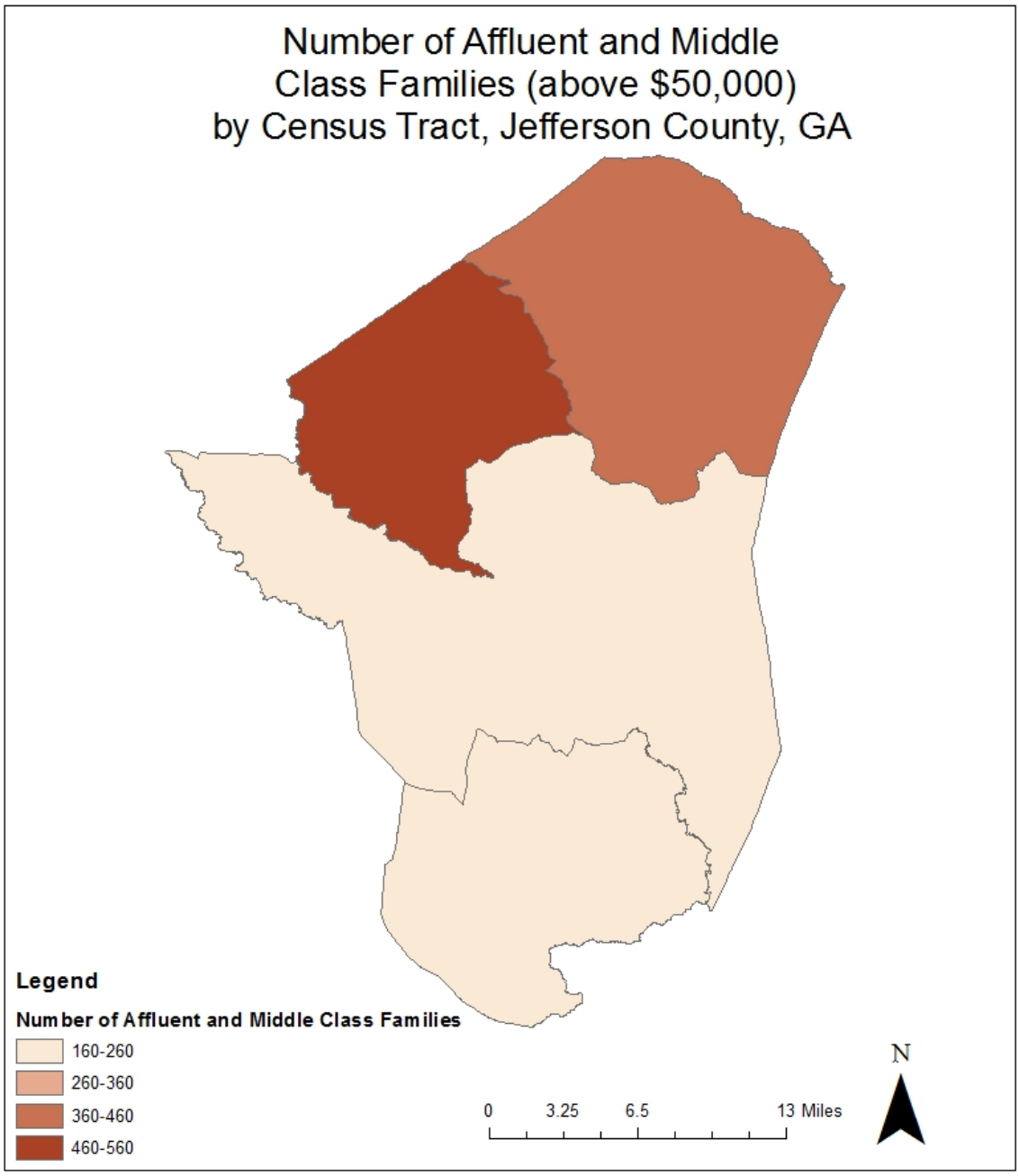
15 Affluent and Middle Class Families (cont'd)

Key Value: High Income Households above $200K (Map 17)

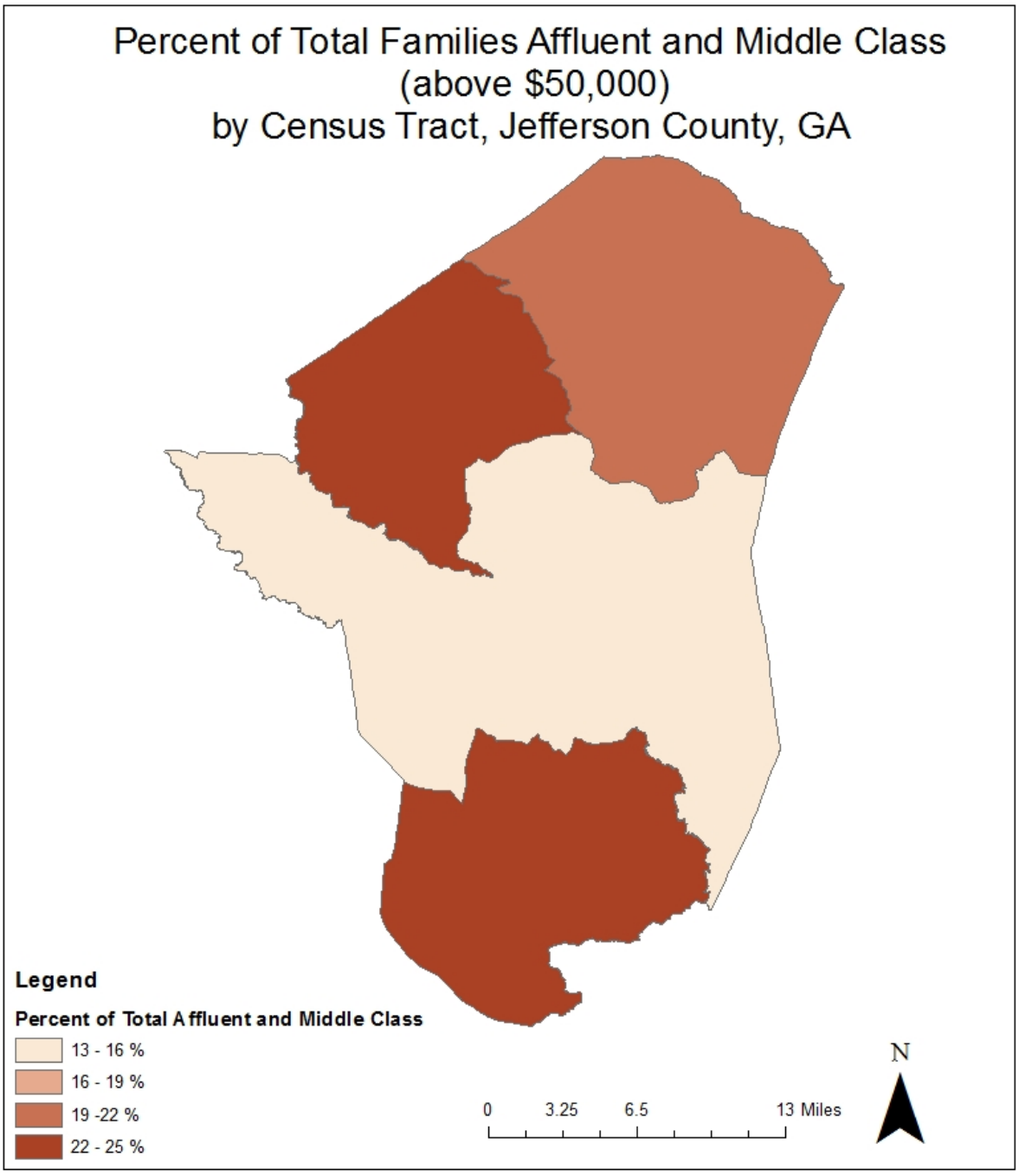
Geography	Households	All High Income Households: >$200K	Percentage of all Households
Jefferson	6,302	80	1.27%
Burke	7,928	47	0.59%
Emanuel	8,040	87	1.08%
Glascock	1,013	0	0.00%
Johnson	3,117	15	0.48%
McDuffie	7,439	130	1.75%
Richmond	73,939	1,112	1.50%
Warren	7,980	28	0.35%
Washington	2,429	49	2.02%
State of Georgia	3,007,678	70,843	2.36%
National	105,539,122	2,502,675	2.37%

Source: Census 2000 STF3 **Released Sept. 2002**

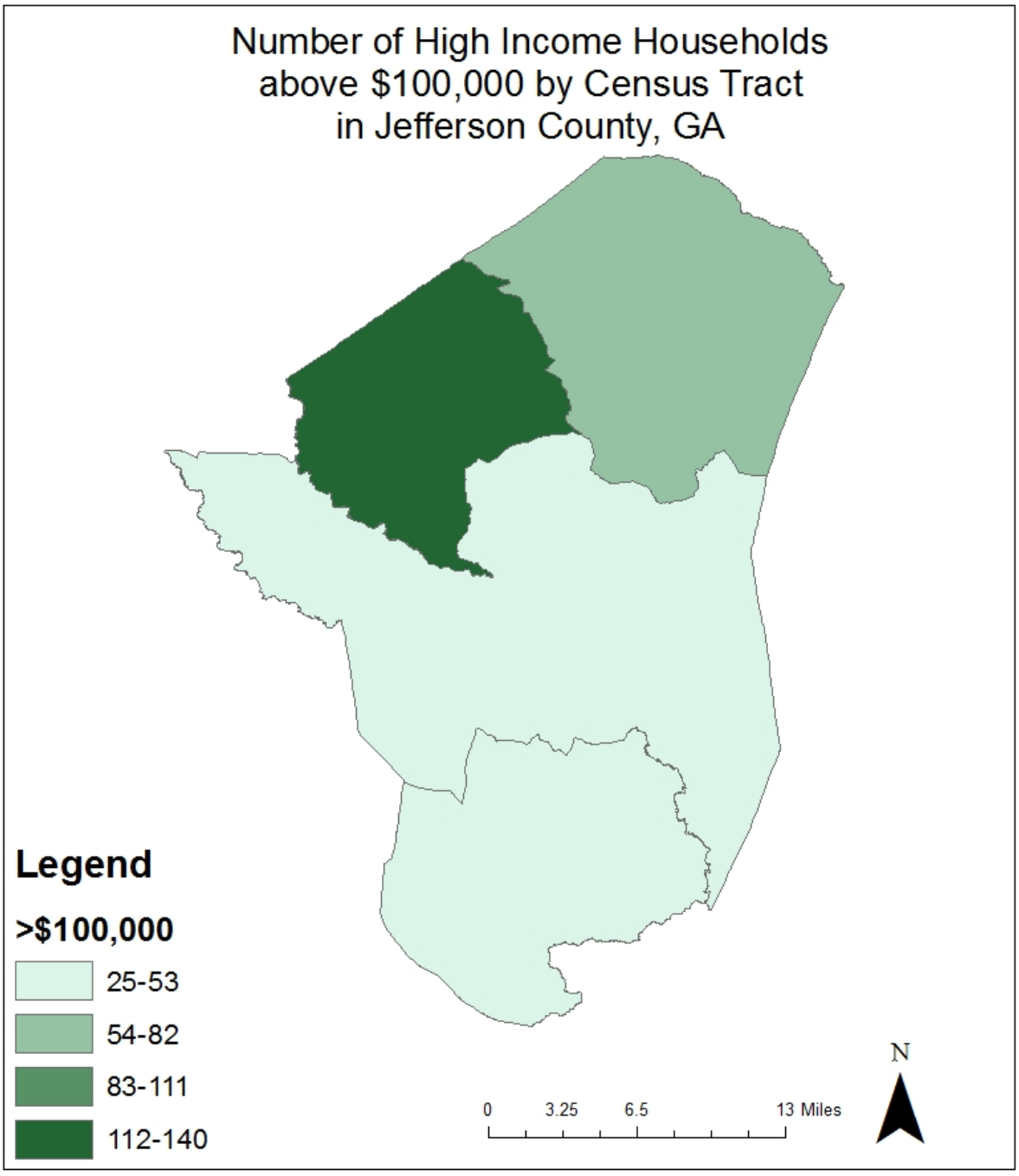
Map 14: Affluent and Middle Class Families



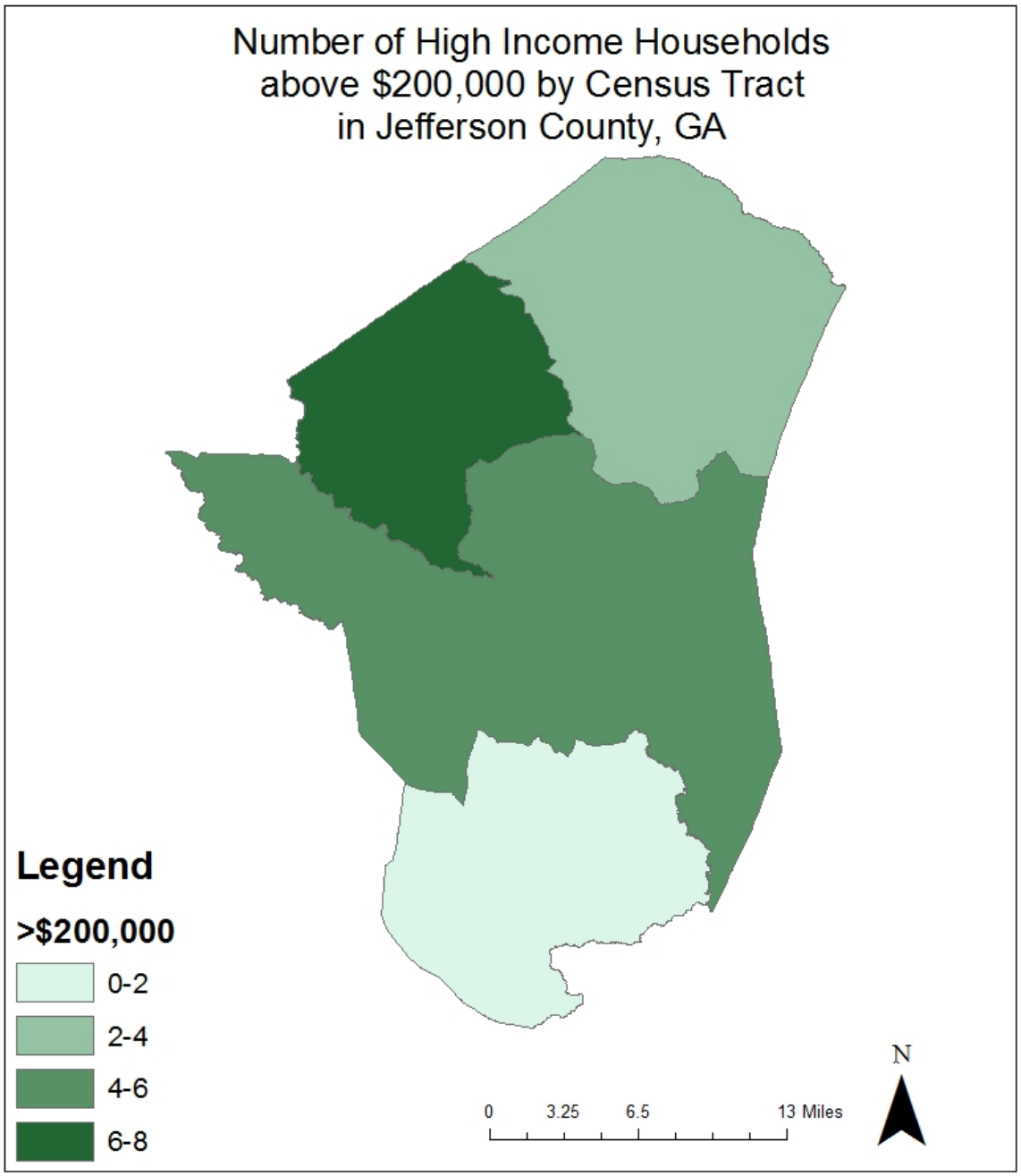
Map 15: Affluent and Middle Class Families



Map 16: Affluent and Middle Class Families



Map 17: Affluent and Middle Class Families



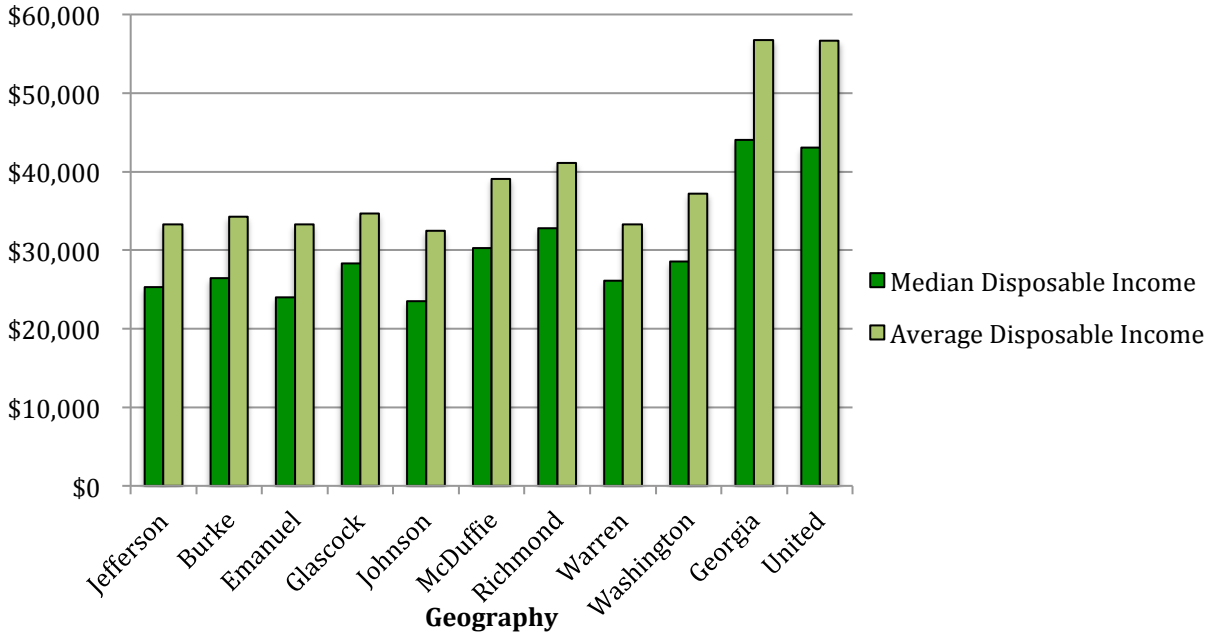
Target Data

16 Disposable Income (Maps 18-21)

Key Value: Median and Average Disposable Income by County 2010 (2010)

Geography	Median Disposable Income	Average Disposable Income
Jefferson	$25,269	$33,278
Burke	$26,424	$34,240
Emanuel	$23,971	$33,304
Glascock	$28,288	$34,642
Johnson	$23,539	$32,467
McDuffie	$30,296	$39,113
Richmond	$32,774	$41,147
Warren	$26,107	$33,312
Washington	$28,557	$37,220
Georgia	$44,029	$56,752
United States	$43,033	$56,638

Figure 3: Median and Average Disposable Income

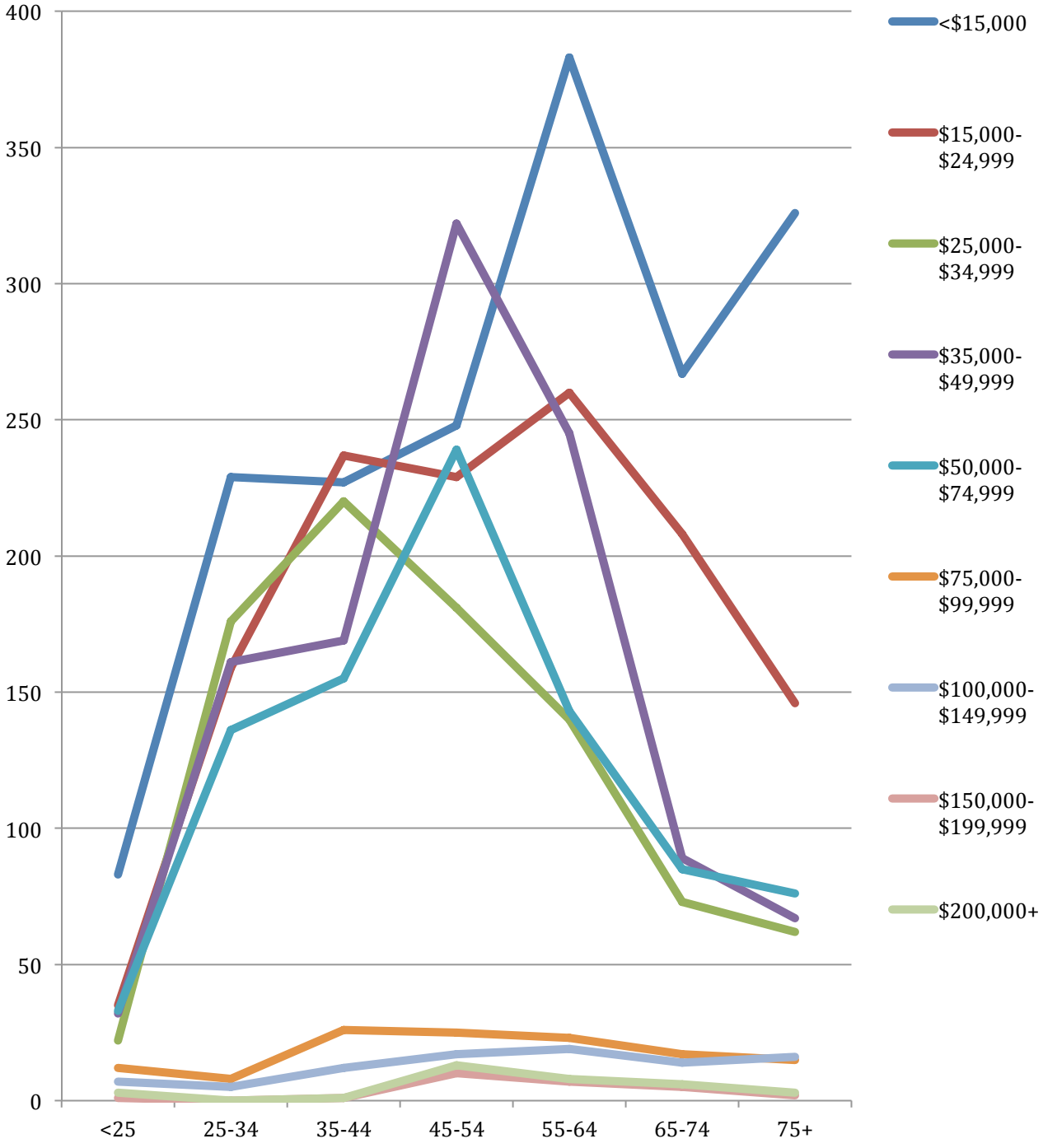


Source: ESRI Business Online Analysis 2010

Target Data

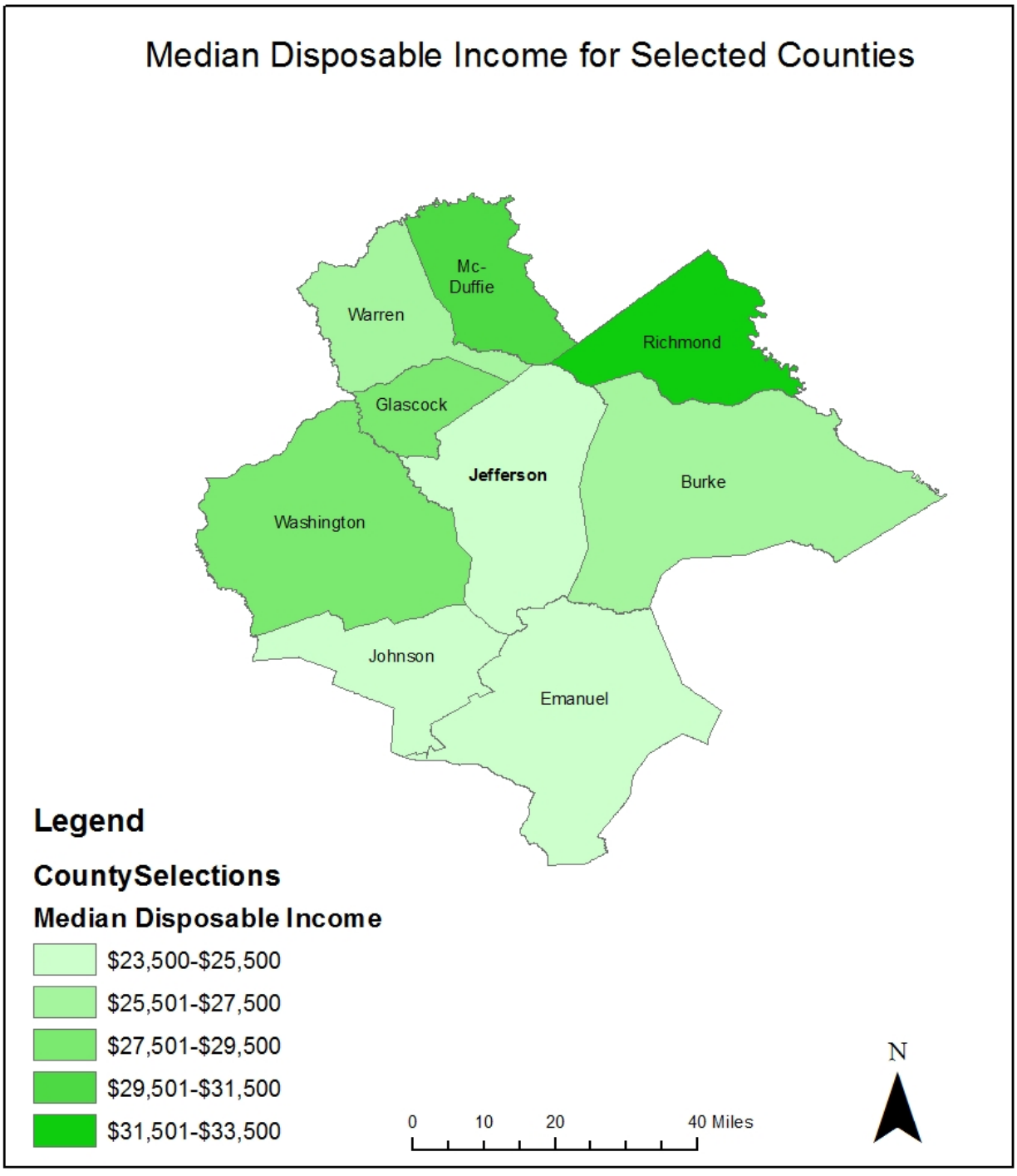
16 Disposable Income (cont'd)

Figure 4: Disposable Income: Retention Over Time



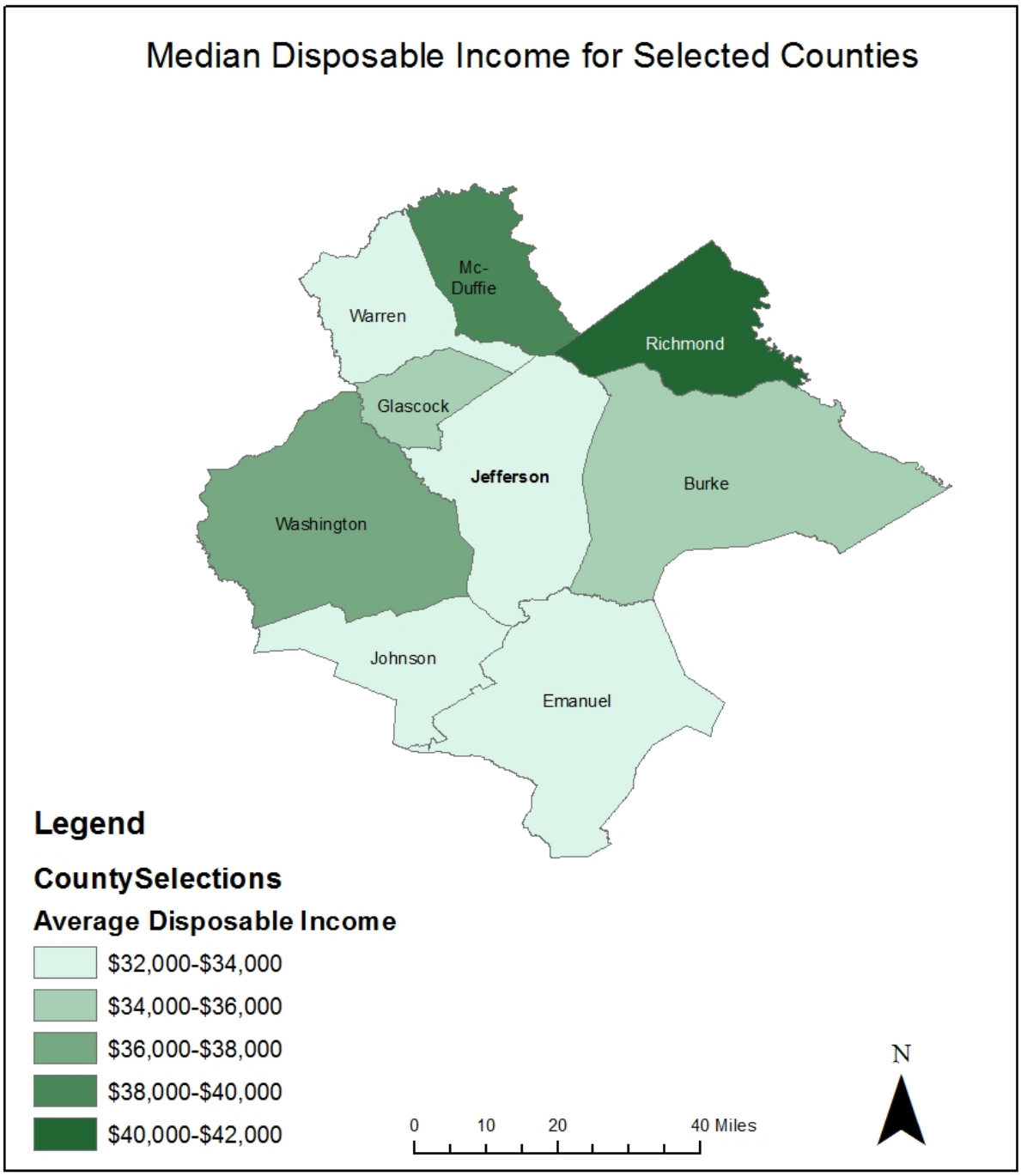
Jefferson County Assets Index

Map 18: Disposable Income



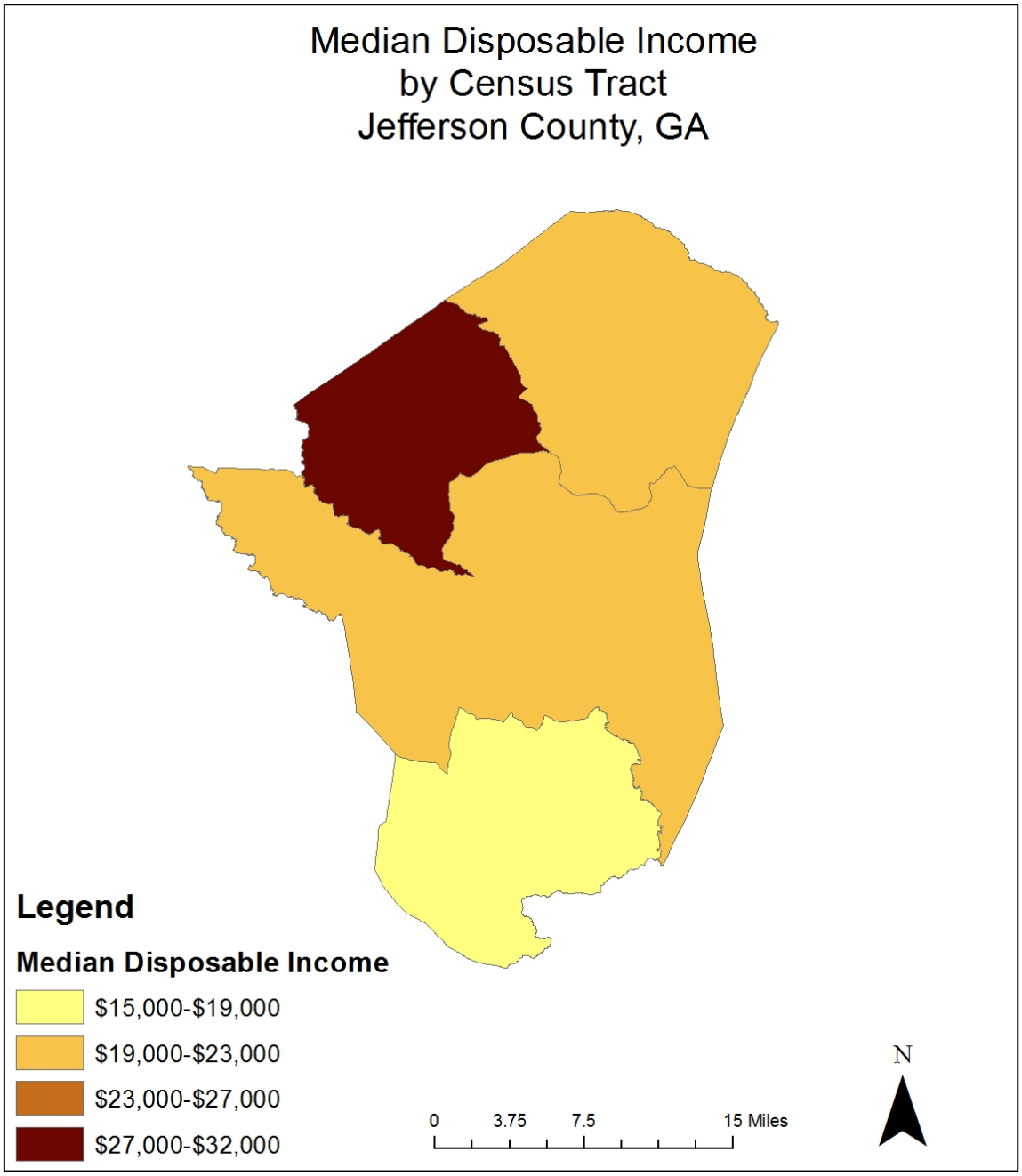
Jefferson County Assets Index

Map 19: Disposable Income

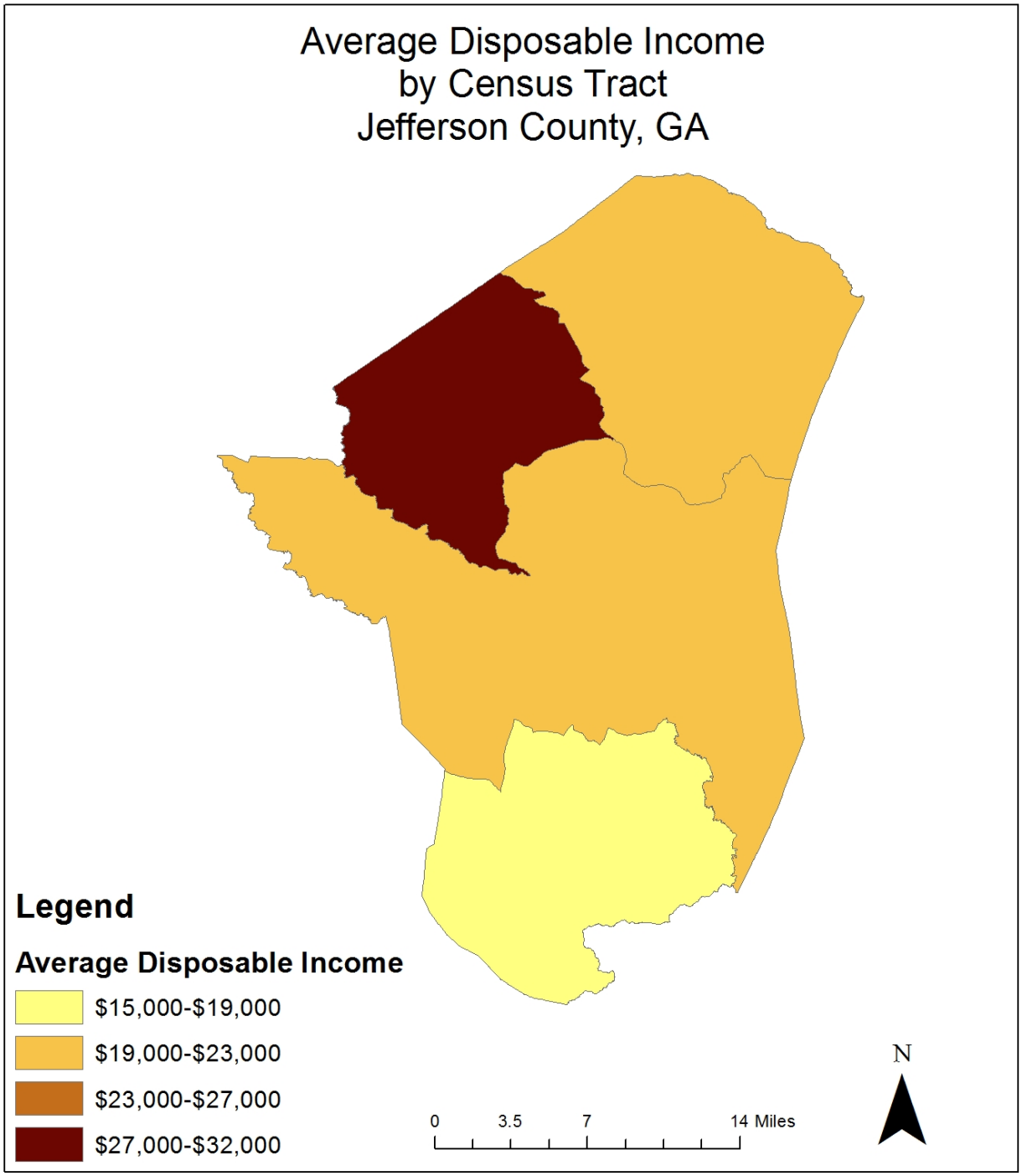


Jefferson County Assets Index

Map 20: Disposable Income



Map 21: Disposable Income



Jefferson County Assets Index

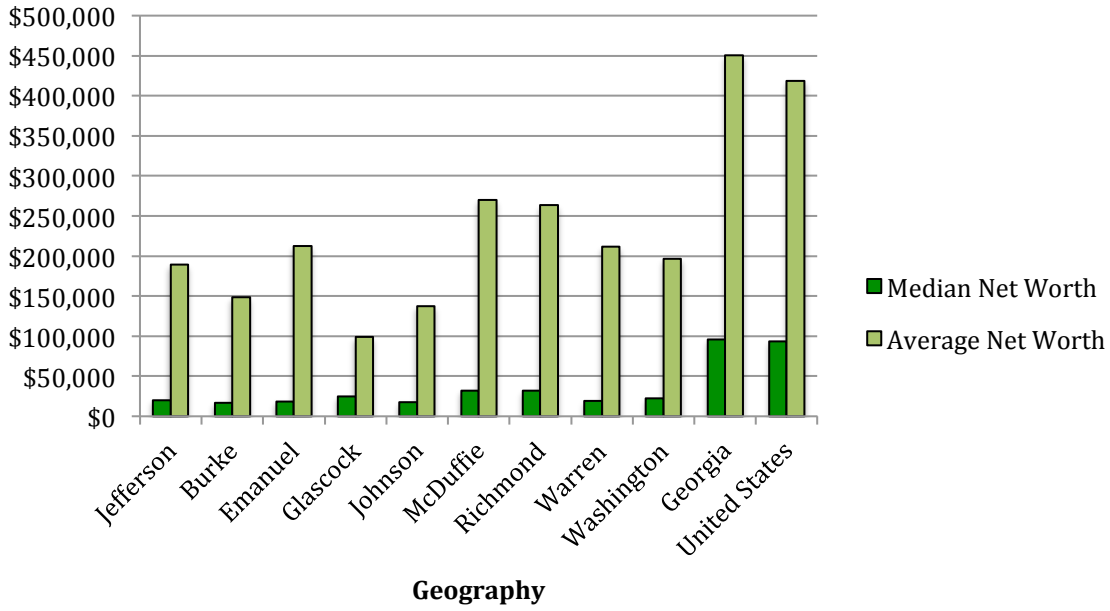
Target Data

17 Net Worth

Key Value: Median and Average Net Worth 2010 (Maps 22-25)

Geography	Median Net Worth	Average Net Worth
Jefferson	$20,402	$189,062
Burke	$17,203	$148,236
Emanuel	$18,669	$212,723
Glascock	$24,598	$98,730
Johnson	$17,715	$137,559
McDuffie	$32,036	$270,149
Richmond	$31,680	$263,420
Warren	$19,361	$211,743
Washington	$22,341	$196,584
Georgia	$95,589	$450,545
United States	$93,084	$418,865

Figure 5: Median and Average Net Worth



Source: ESRI Business Online Analyst 2010

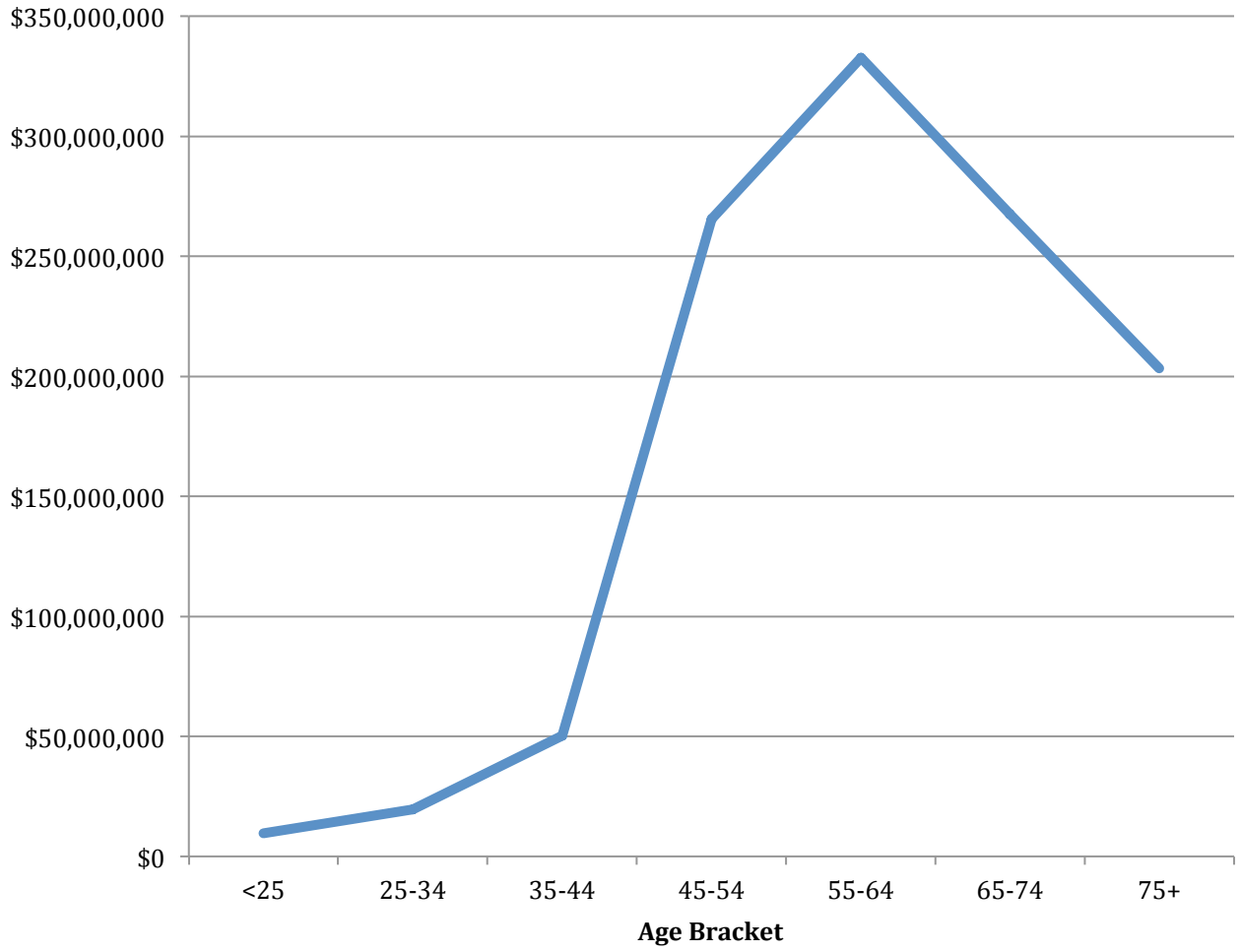
Target Data

17 Net Worth (cont'd)

Key Value: Total Net Worth by Age

Jefferson County Only

Figure 6: Total Net Worth* by Age

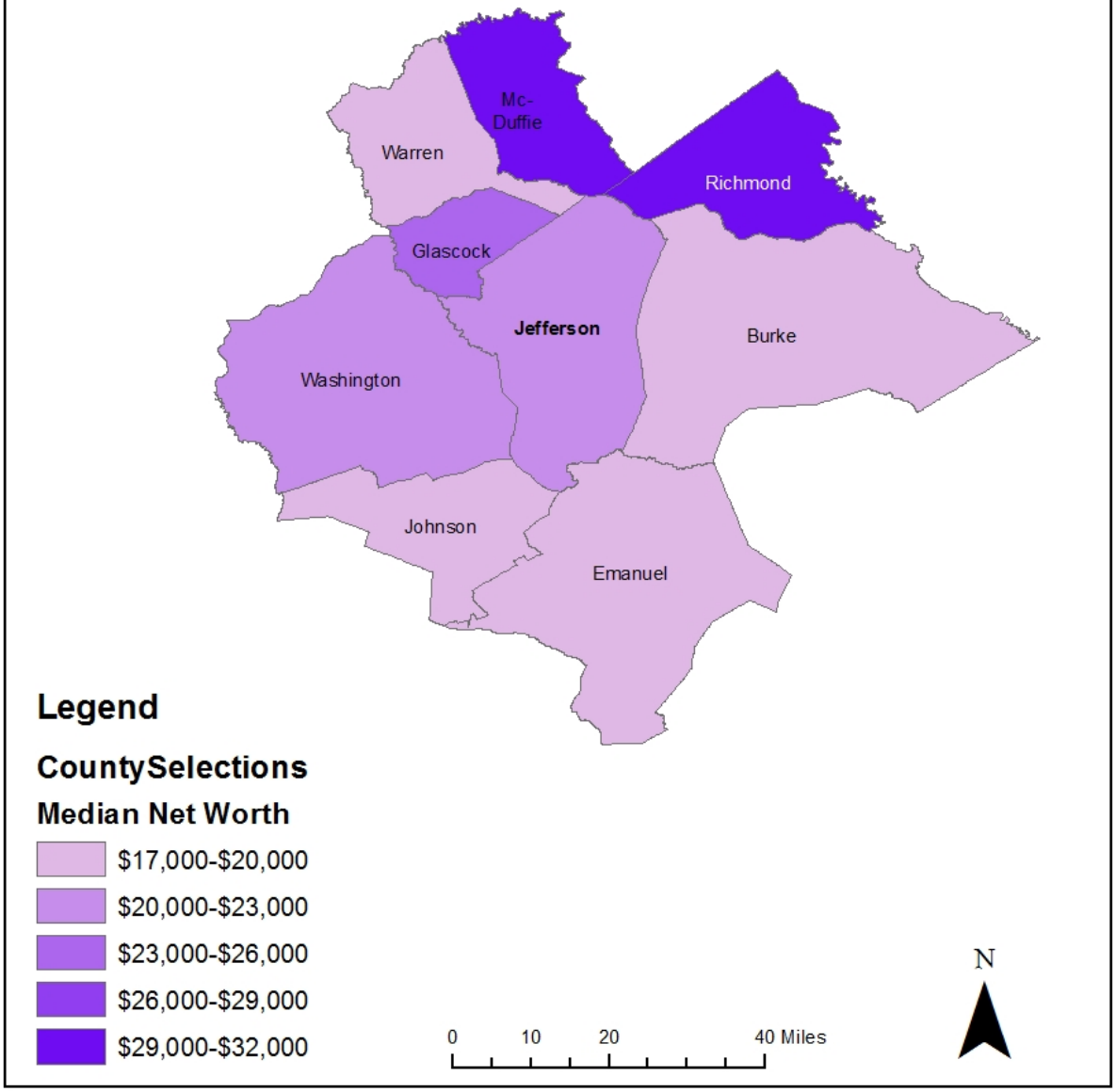


*This value was calculated by multiplying the average net worth for each age group by the number of households within that age group

Source: ESRI Business Online Analysis 2010

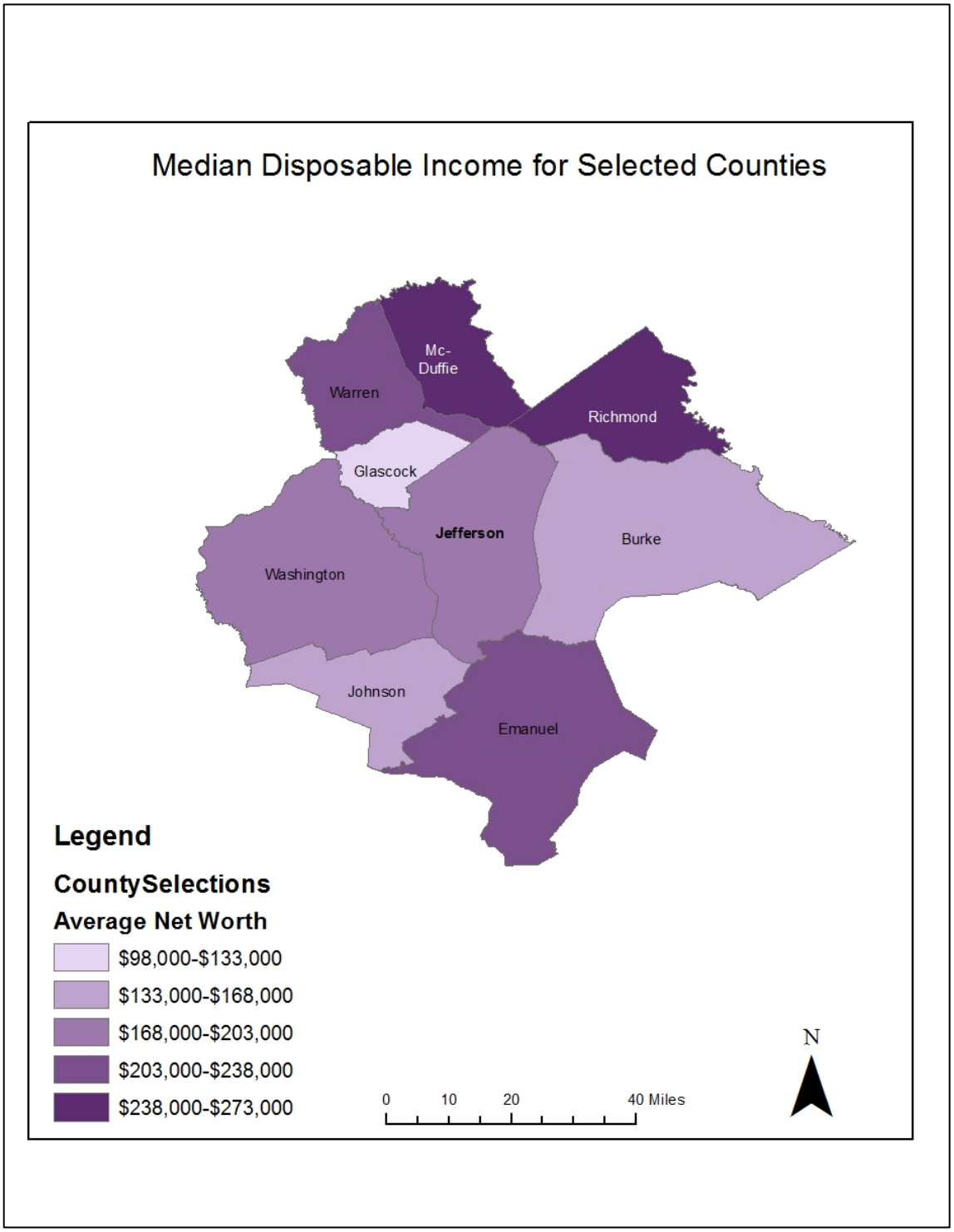
Jefferson County Assets Index

Map 22: Net Worth



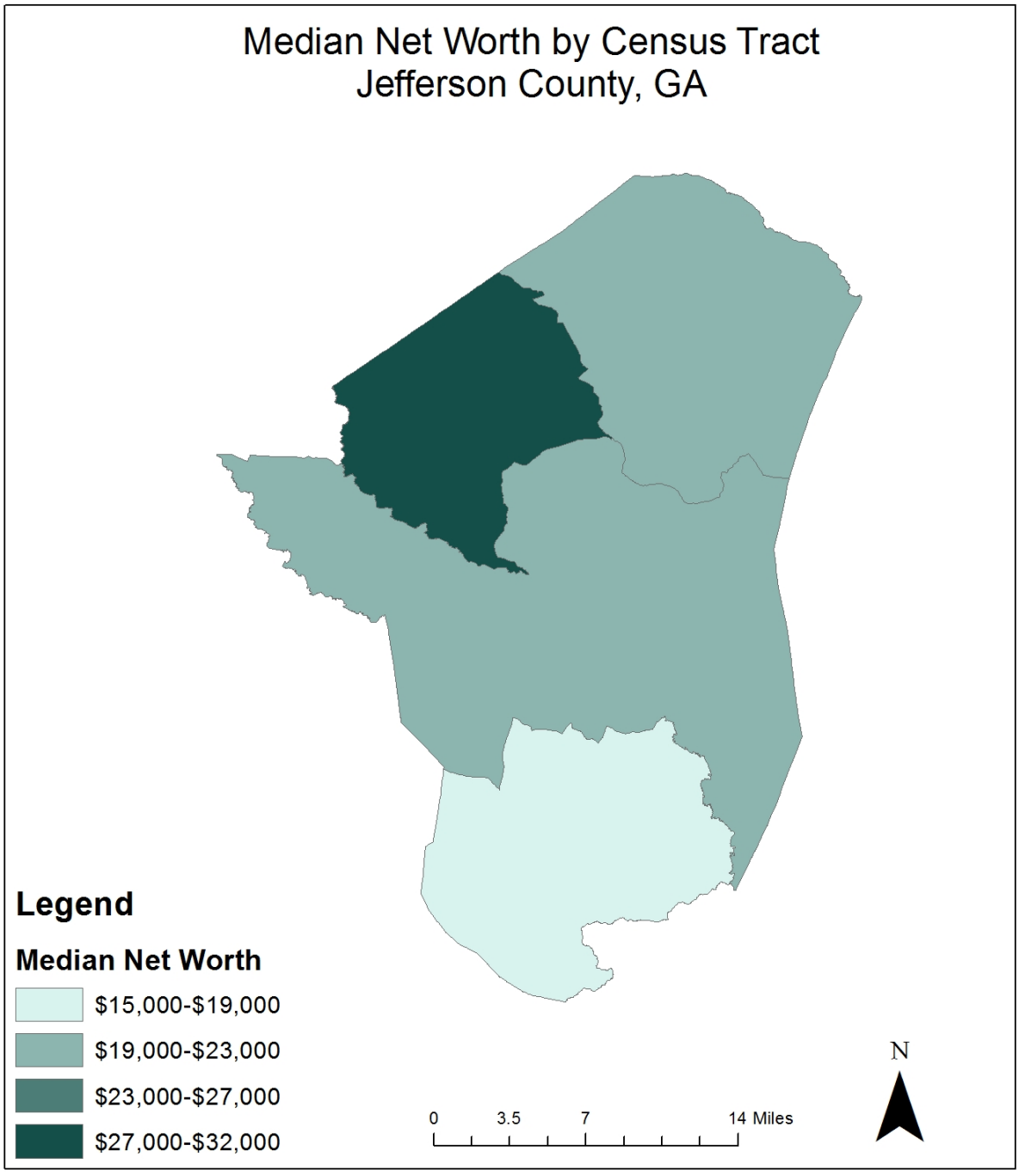
Jefferson County Assets Index

Map 23: Net Worth



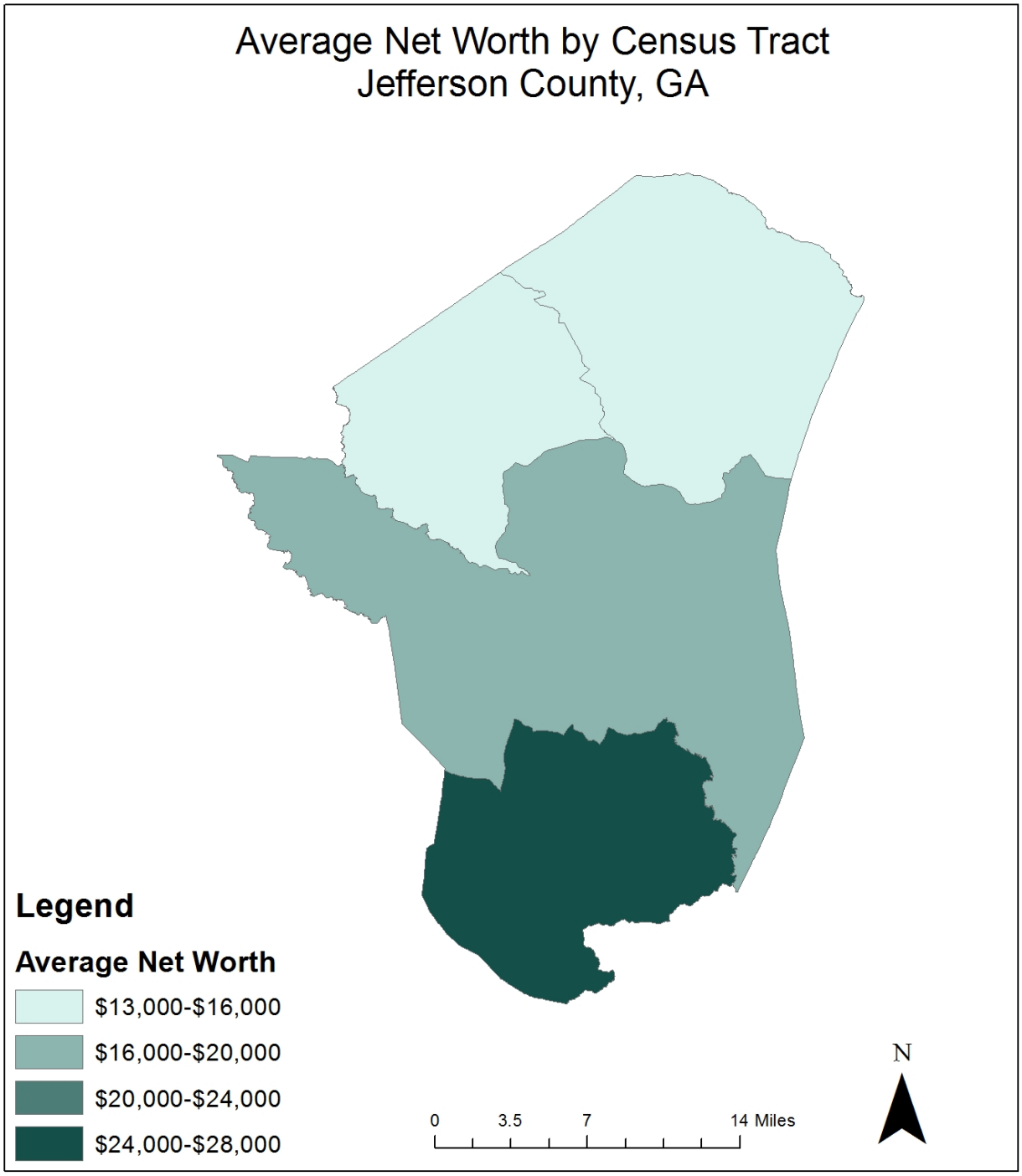
Jefferson County Assets Index

Map 24: Net Worth



Jefferson County Assets Index

Map 25: Net Worth



Jefferson County Assets Index

Target Data

18 Household Ownership

Key Value: Family Home-Ownership

Area	Total Housing Units	Occupied Housing Units	Owner-Occupied Housing Units	Percent Owner-Occupied	Percent Net Change*
Jefferson	7221	6339	4577	72.20%	**-3.70%**
Burke	8,842	7,934	6,030	76.00%	**-6.40%**
Emanuel	9,419	8,045	5,722	71.12%	**-5.52%**
Glascock	1,192	1,004	803	79.98%	**-7.28%**
Johnson	3,634	3,130	2,498	79.81%	**-5.61%**
McDuffie	8,916	7,970	5,685	71.33%	**-3.13%**
Richmond	82,312	73,920	42,840	57.95%	**-3.75%**
Warren	2,767	2,435	1,874	76.96%	**-5.46%**
Washington	8,327	7,435	5,500	73.97%	**-3.47%**
Georgia	3,281,737	3,006,369	2,029,154	67.50%	**-1.80%**
United States	115,904,641	105,480,101	69,815,753	66.19%	**-1.09%**

*This value represents the change in the percentage of home ownership from 2000 to 2011

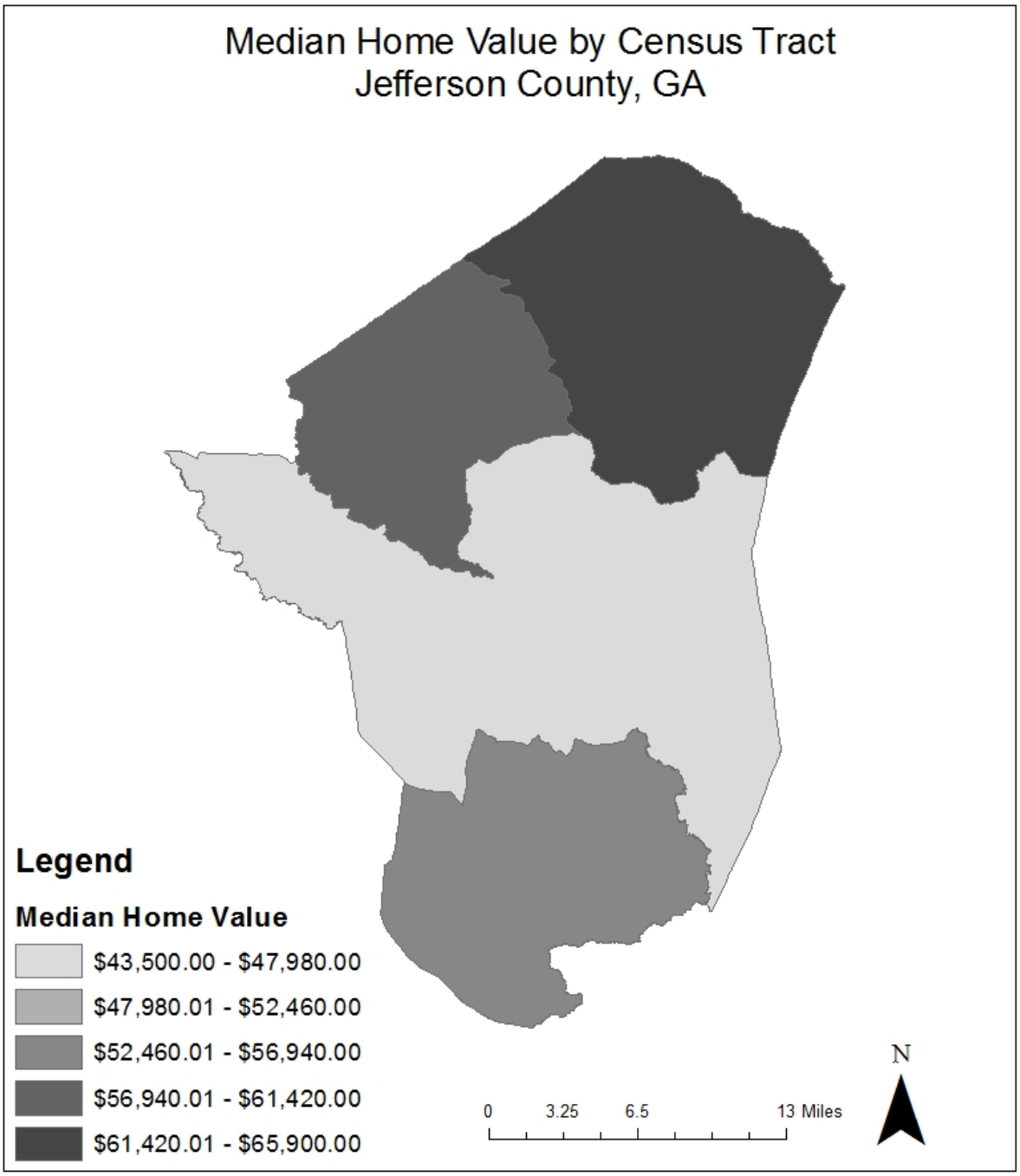
19 Home Values

Key Value: Family-Owned Homes Values (Map 26)

Area	Less than $50,000	$50-100K	$100-150K	$150-200K	$200-300K	$300-500K	$1,000,000 or more	Median Value
Jefferson	1,085	1,157	162	96	17	0	0	**$56,900**
Burke	1,165	1,376	318	139	56	18	0	**$59,800**
Emanuel	1,679	1,285	246	169	32	11	0	**$50,800**
Glascock	181	126	32	5	5	0	0	**$48,600**
Johnson	666	451	139	22	0	0	0	**$48,000**
McDuffie	693	1,606	660	248	138	42	6	**$74,600**
Richmond	6,172	21,119	5,874	1,693	1,010	608	25	**$76,800**
Warren	2,672	2,759	686	227	94	31	10	**$56,700**
Washington	1,081	1,253	408	311	119	18	0	**$66,900**
Georgia	151,952	545,851	411,817	211,796	163,422	81,487	5,058	**$111,200**
US	5,457,817	16,778,971	13,110,384	8,075,904	6,583,049	3,583,108	313,759	**$119,600**

Source: **Census 2000 STF3** **Released Sept. 2002**
American Community Survey 5-yr 2010

Map 26: Household Ownership



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MLA formatting by BibMe.org.

Appendix A
Accessing Census Data

This Appendix intends to provide detailed information regarding the collection and manipulation of data from the U.S. Census Bureau's American Fact Finder. The American Fact Finder website is a tool in which we can find and download census data from current and past censes.

What is included:

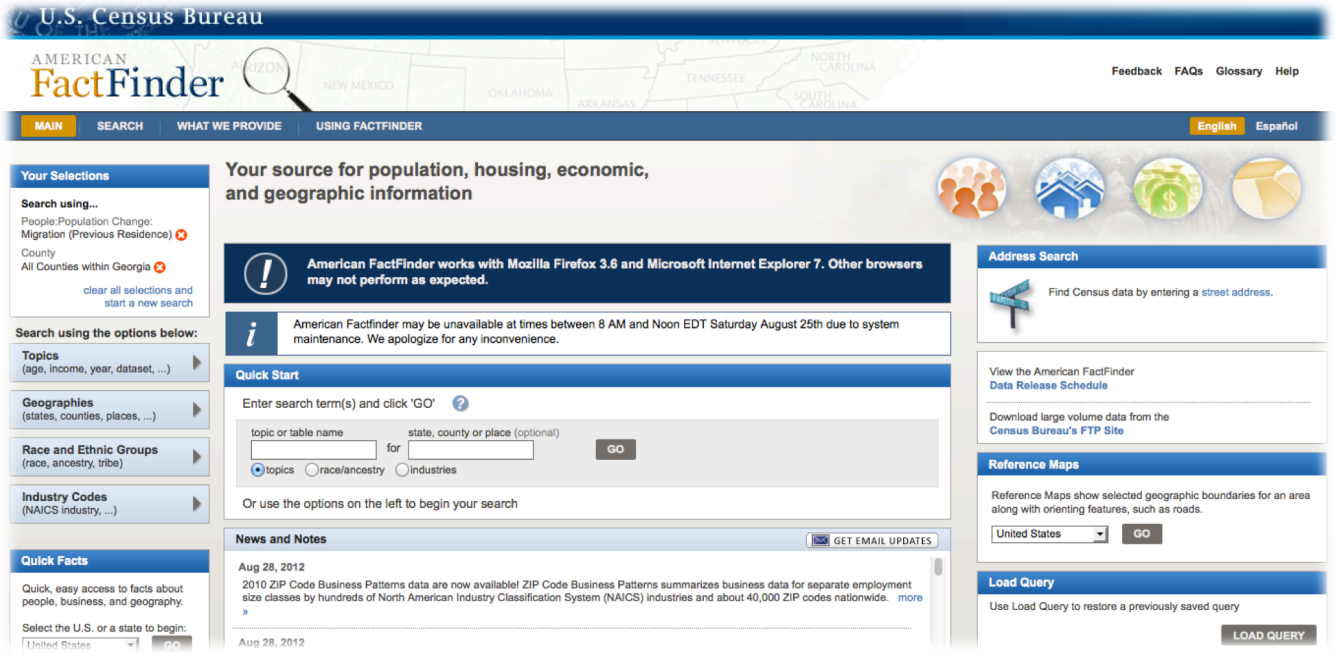
- How to access the American Fact Finder website
- Selecting Geographies and Topics

What is not included:

- The extent of available Census Data
- How to find specific Census Data

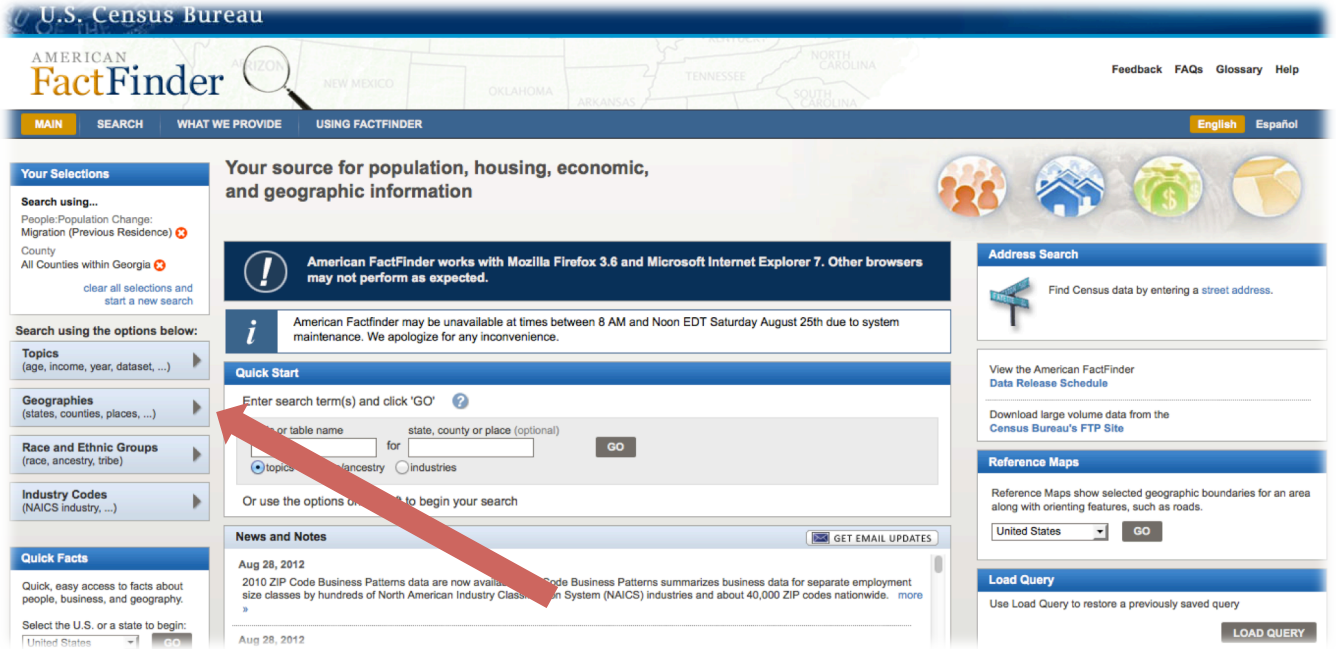
Accessing the American Fact Finder Website

The web address for the new American Fact Finder website is: www.factfinder2.census.gov

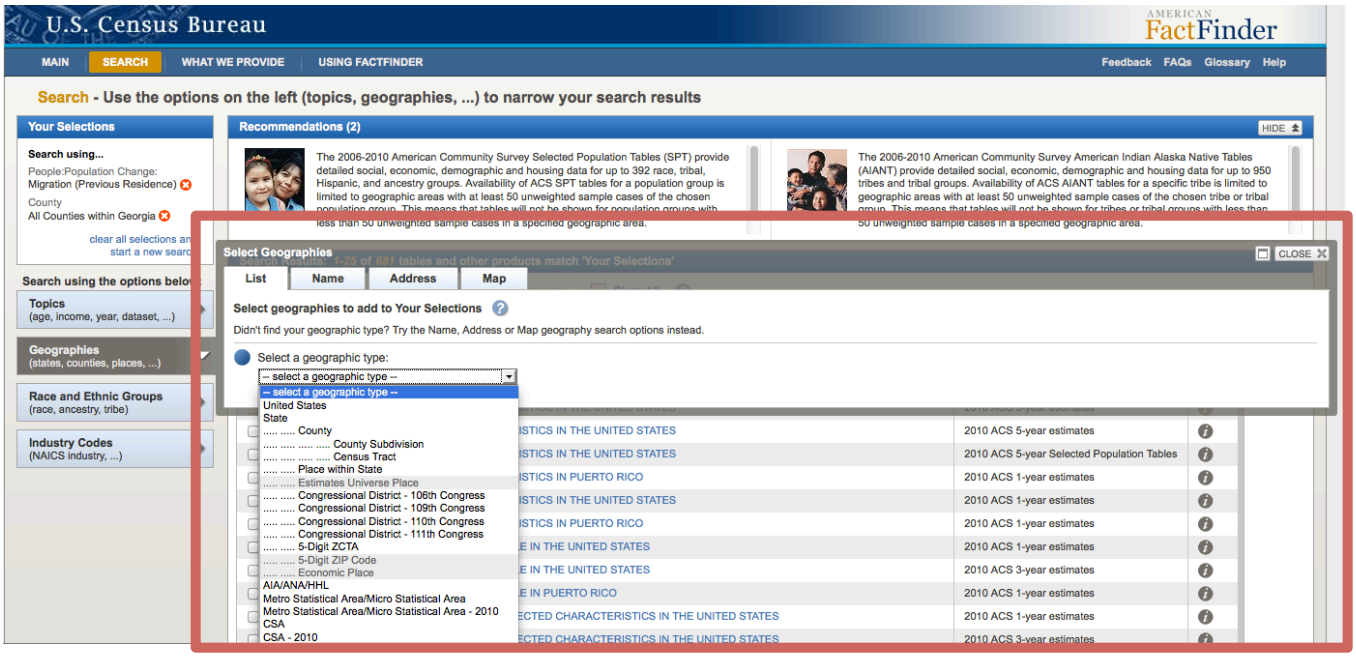


Selecting Your Geography

Once you have accessed the main page, click on the tab entitled "**Geography**" on the toolbar of the left-hand side of the page:

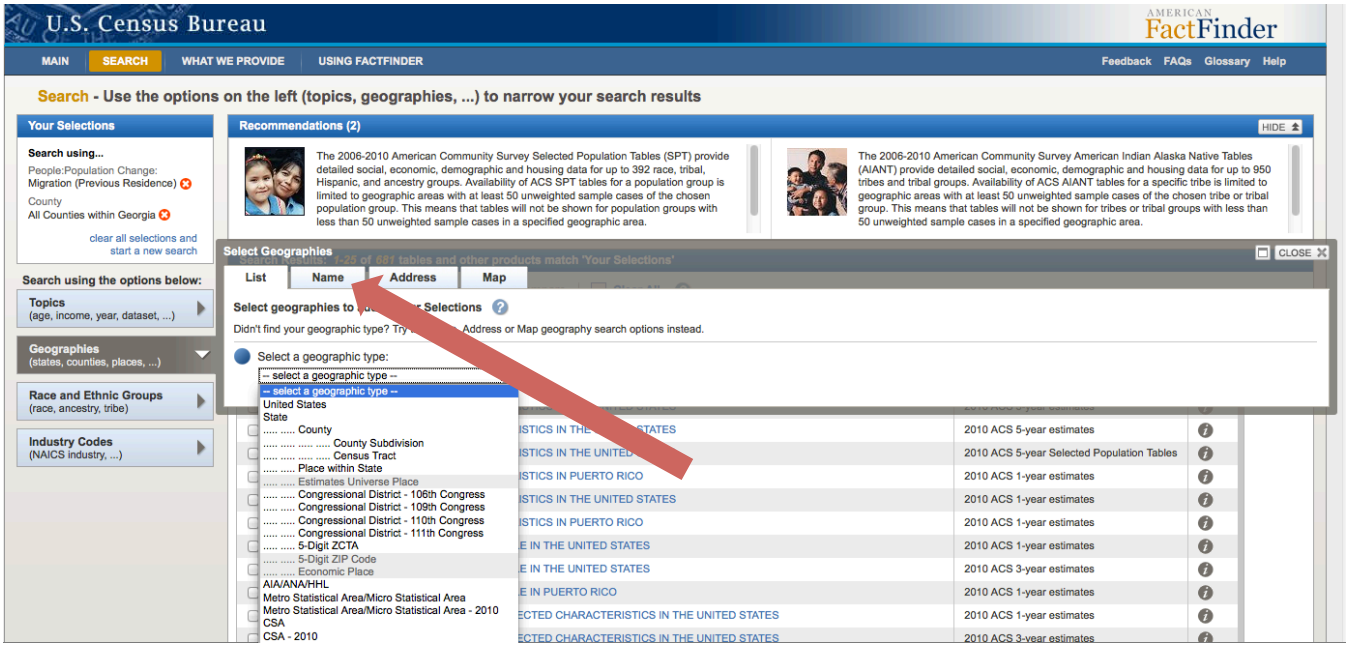


Once you select this, a new window will pop up, allowing you to specify your geography of interest:

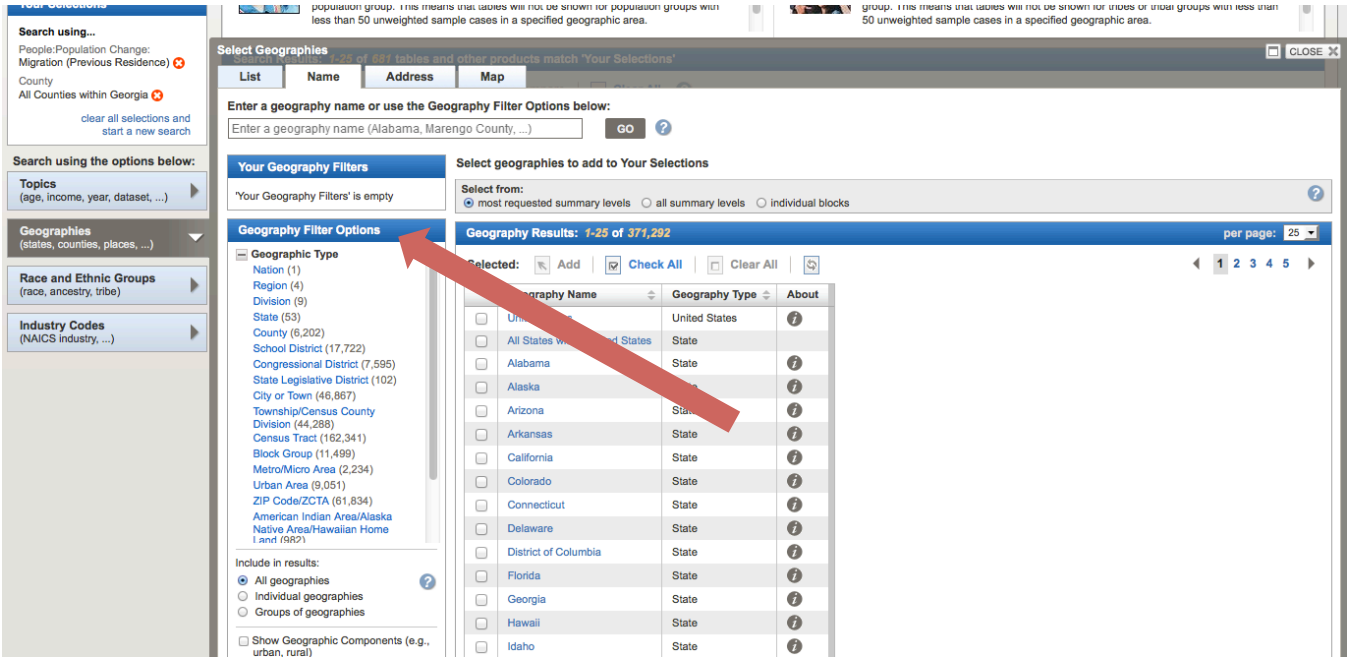


From here, you can select any geography you are interested in. For example, if you are interested in a county, then you simply click on “County”, specify your state, and choose your county of interest.

If, however, you are interested in more specific geographies, such as **Census Tracts or Block Groups**, you will need to specify by “Name”:



Once you choose “Name”, you will be able to choose geographic filters.



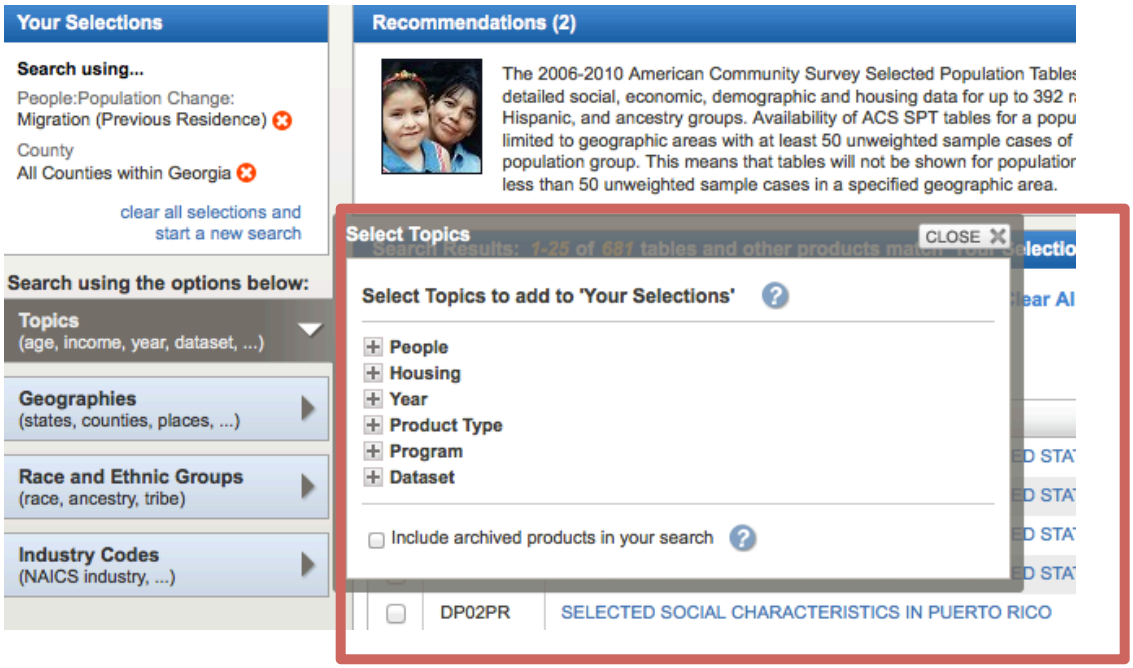
From here, you can choose block groups, census tracts, metro areas, etc.

Once your selections are made, click “Close”

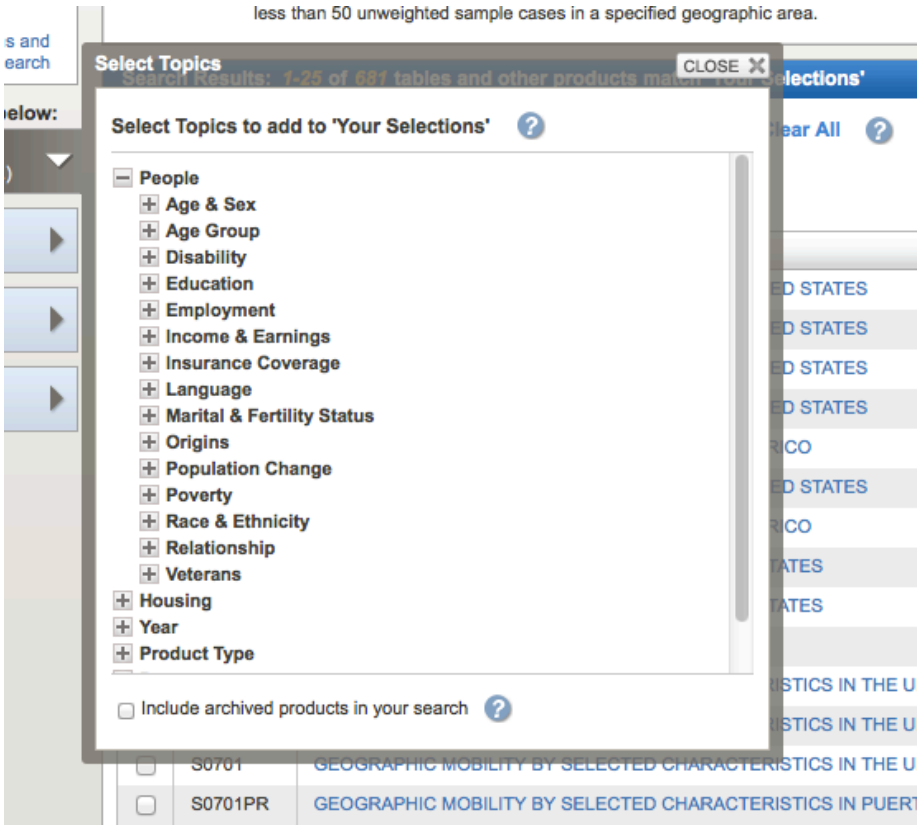
Selecting a Topic

Once your geography has been specified, you can now choose the topic of interest so that once you choose a topic, the tables will already be geographically specified.

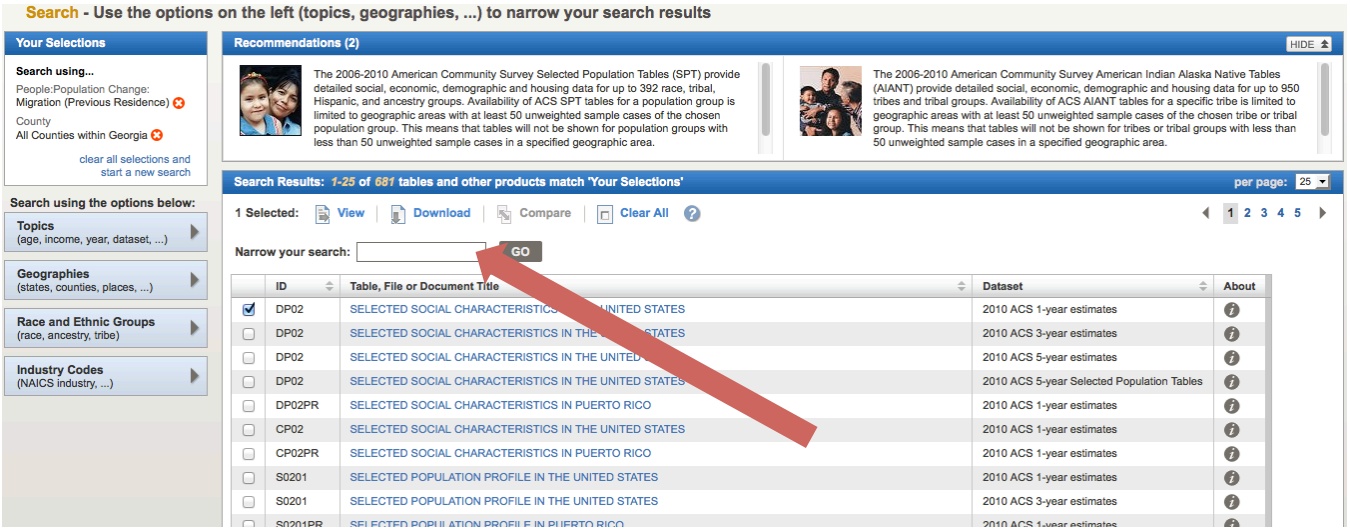
From the same toolbar where we found “Geography”, choose “Topics”, which will pull up a similar menu to choose from:



This menu allows you to choose your topic of interest. For example, if you are interested in how many people reside within a state, you would choose “People”, and select from the new menu:



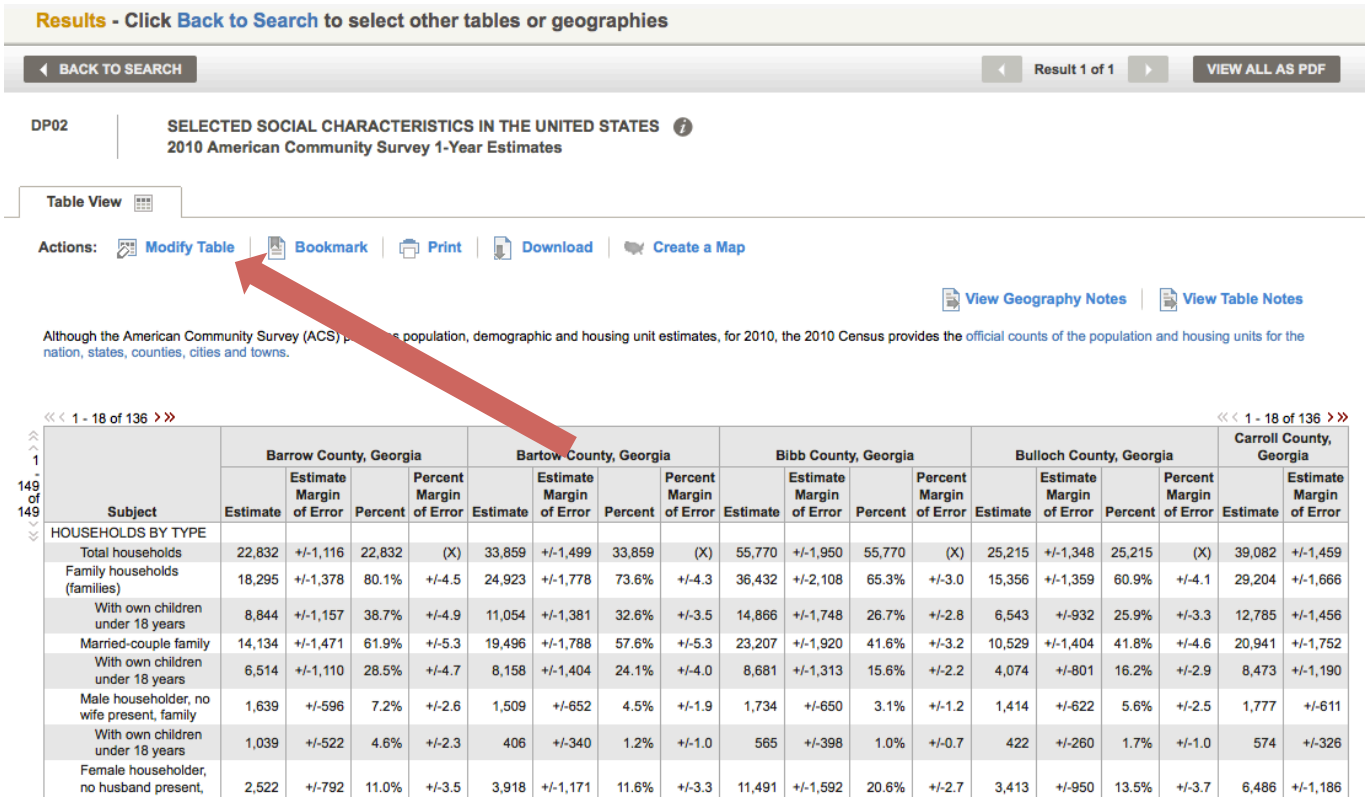
If you are having trouble finding the data you are looking for, you can always search by Keyword in the search bar:



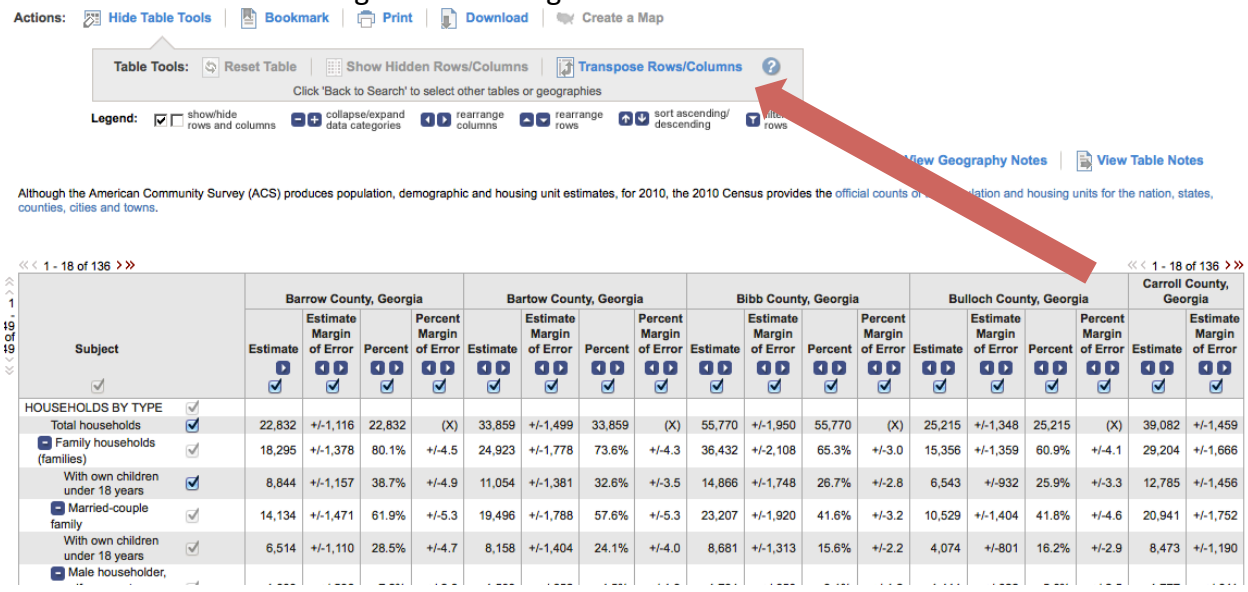
Using and Downloading Data

Once you have chosen your geographies and topics, and have found the table containing the necessary data, there are a few options you have to better use the data provided.

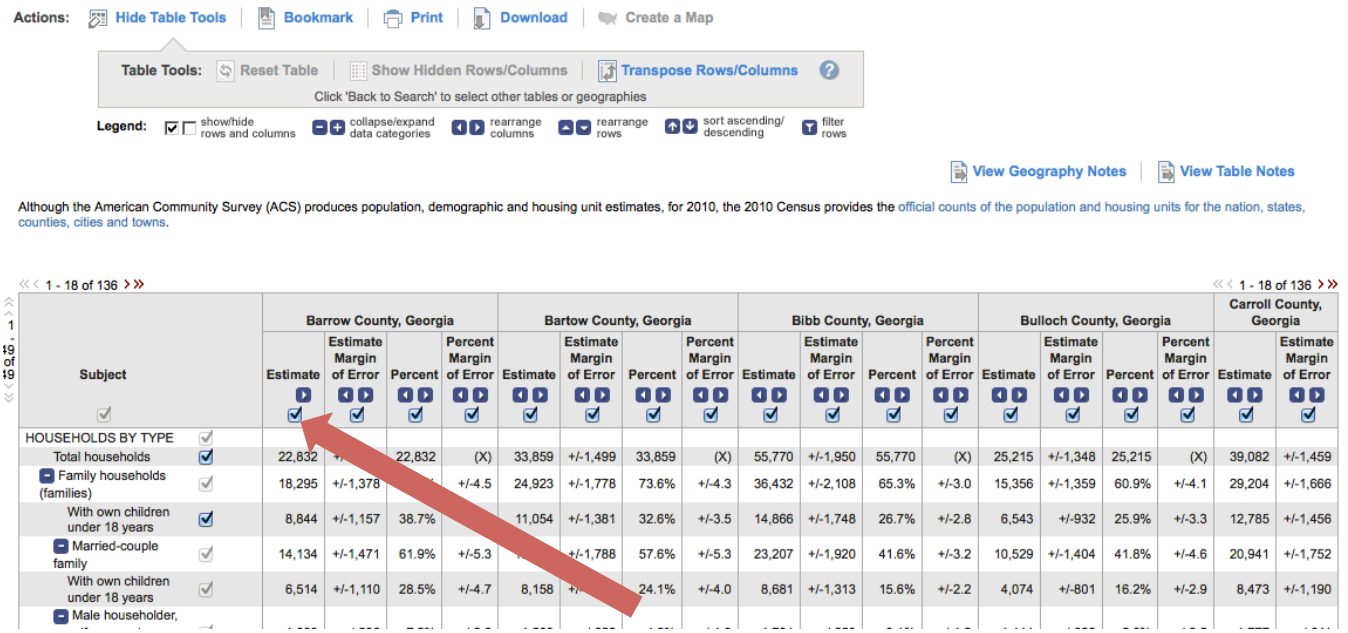
If the data is not in the format you want it to be, you can make minor changes by clicking on the "Modify Table" button:



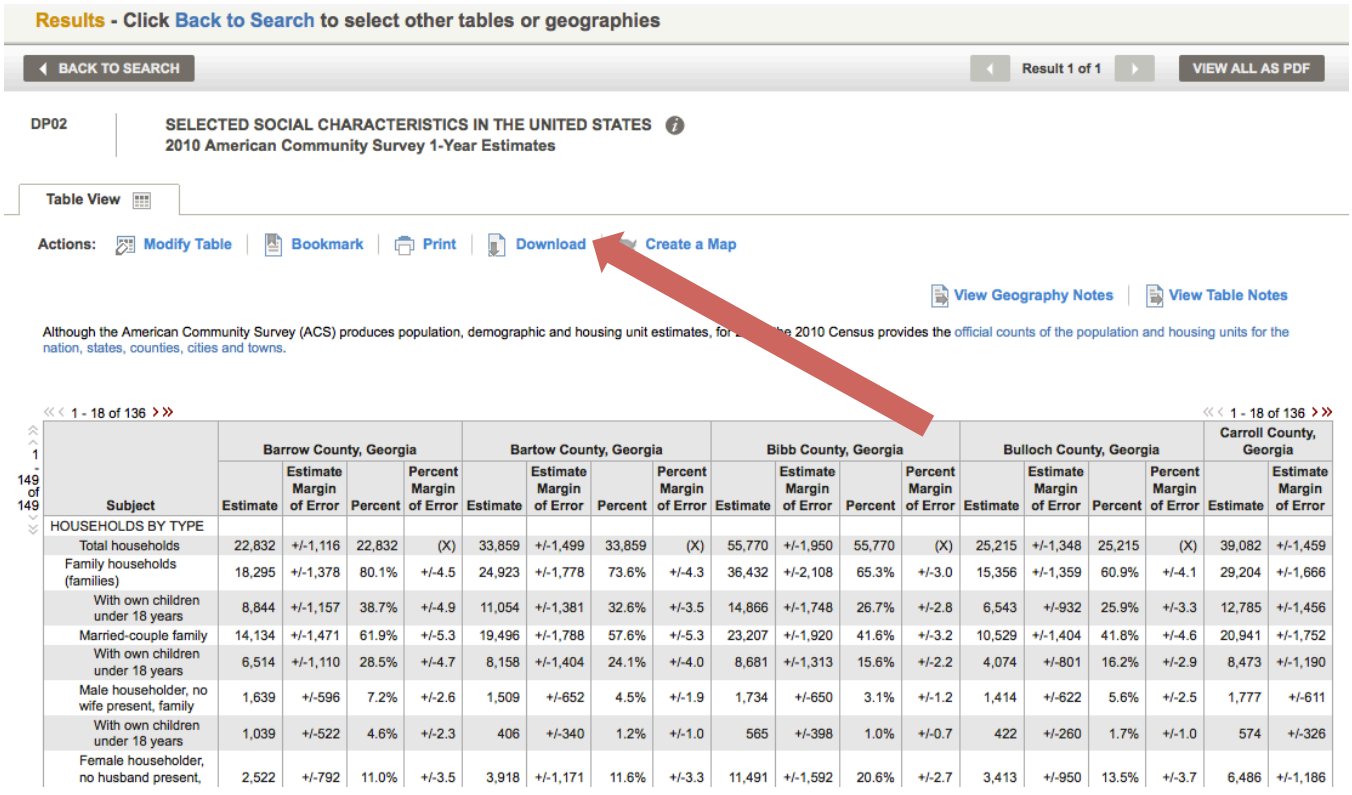
One helpful option is "Transpose Rows and Columns". This option allows you to switch the columns and the rows for a more organized viewing:



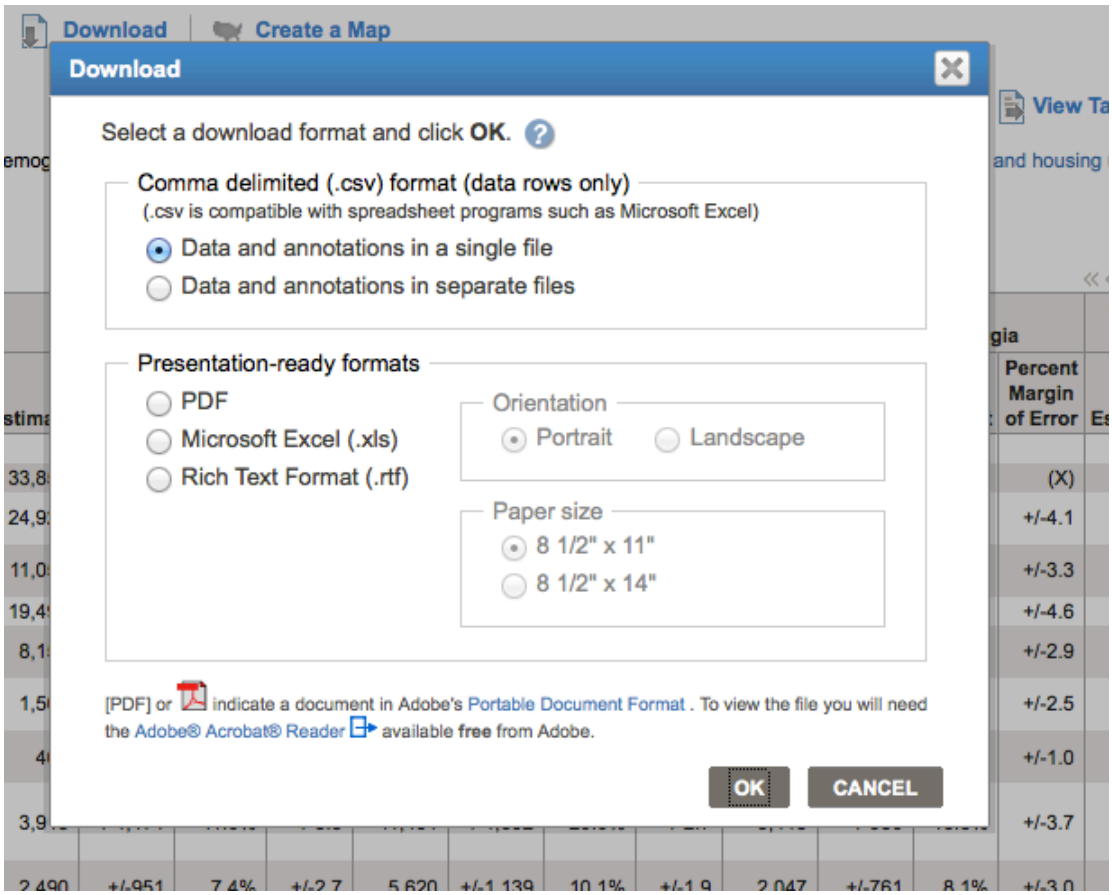
You can also turn off any row or column you are not interested in by unchecking the box next to each category:



To download the table you are viewing, click the download button:



This will bring up a window with your downloading options:



From here, you can choose the format of the data you download. If you want to use the data in an excel sheet, make sure you choose the excel format.

Appendix B
How to Re-Create the Assets Index for another County

This Appendix intends to provide detailed information regarding the collection and manipulation of data included in this Assets Index with the intent of being able to re-create the Index for another geographical area of interest.

What is included:

- Data sources for each category included in this Assets Index
- How to find and download the necessary data for each category
- What was done in this Assets Index to create the final data presented in this report

What is not included:

- Data sources and processes of GIS map rendering
- Specifications of report formatting
- Specifications of the creation of the Figures included in this report

Jefferson County Assets Index

Baseline Data

Charitable Giving

- Source → National Center for Charitable Statistics
- Accessing the Data:
  - First, start by visiting the NCCS website: http://nccs.urban.org/
  - Once you have accessed the homepage, click on the button "**Research Database**" located on the toolbar of the left-hand side of the page. Next click the link "**Custom Table Wizard**".
  - After accessing the table wizard, choose "**Charitable Giving**" under the "**Choose a report category**" toolbar on the left-hand side of the page. Choose your categories and click "**Show Results**".
- Using the Data:
  - For this report, the data for average itemized charitable giving was found under the category of "**Average Giving and AGI**". Once you have accessed your table, simply identify the values for your chosen geographies.

Historic Sites Per Capita

- Source → National Park Service's National Register of Historic Places
- Accessing the Data:
  - First, start by visiting this website: www.nps.gov/nr
  - Once you see the home page, click on **Database/Research** on the tool bar seen on the left hand side of the page
  - After accessing the Research page, click on the link "**Click here for the National Register of Historic Places database".** This will take you to the search engine.
  - Once you have accessed the search engine, you have a few options. You can search for your State/County of interest individually, or you can access downloadable data by clicking the **Download Center** tab on the tool bar on the left-hand side of the page.
  - The Download Center allows you to access information in Excel Spreadsheet form and GIS spatial data form. For this report, clicking the Excel Spreadsheet link entitled "Main.xlsx" downloaded Simplified Data.
- Using the Data:
  - After the spreadsheet is downloaded, you can find the state/counties of interest. For this report, all records for the state of Georgia were copied in to a new spreadsheet and organized by county.
  - **To determine historic sites per capita**, the total number of historic sites for each county was divided by that county's population total, then all counties were ranked in order from largest historic sites per capita to smallest historic sites per capita within the excel spreadsheet to find the county of interest's ranking among all counties in Georgia.

Percent Church Adherents, Churches Per Capita

- Source → Association of Religion Data Archives (ARDA)
- Accessing the Data:
  - First, start by visiting this website: www. theARDA.com
  - Once you see the home page, scroll down to **Online Tools**, clicking on the link entitled "**2010 U.S. Congregational Membership Report**". This will take you to the data search homepage.
  - After you have accessed the data homepage, click **Counties** under the Reports section to take you to the search engine.
  - From here, you can view the data for your county of interest within your state of interest. Click on your state, then county. This will take you to the data report you have requested.
  - Once you are viewing the data report you have requested, scroll down to the bottom to view the **Totals**, seen in bold underneath the table provided. This gives you the data you need to calculate Percent of Church Adherents (Total Adherents/County's Total Population) and Churches Per Capita (Total Churches/County's Total Population).

Associations Per Capita

- Source → The Internal Revenue Service
- Accessing the Data:
  - First, start by visiting the IRS homepage: www.irs.gov
  - Once you have accessed the homepage, click on the tab **Charities and Non-Profits**
  - After you've clicked on this tab, scroll to the toolbar on the left hand side of the page, and click "**More Topics**". Again, scroll to the toolbar on the left hand sife of the page, and click "**Search for Charities**".
  - Once you have clicked this, find the link entitled "**Exempt Organizations Business Master File Extract (EO BMF)**". This will take you to a page where you can download excel spreadsheets by state.
  - At this new page, you can now download the excel spreadsheet for your state of interest. Once your spreadsheet has downloaded, you now have a master file of all of the Charitable Organizations in your state of interest.
- Using the Data
  - In order to organize this data in to counties, you will need to sort by city and assign each city its respective county (this will be very tedious). Once your counties are assigned, you can sort by county and total the number of organizations in each county. In a new sheet, display Counties in one column, number of Organizations in the next column, and rank by size to find your county of interest's ranking.

Small Manufacturing Operations Per Capita

- Source → The U.S. Census's County Business Patterns
- Accessing the Data:
  - First, start by visiting the County Business Patterns webpage: www.census.gov/econ/cbp/

- Once you are on the County Business Patterns webpage, you will see a section in the middle called "**View data in tables**". Under this section, choose your state of interest in the U.S., States, and Counties section, and click Go!
- This will take you to a new interactive table. From here, you can choose your county of interest, find the total establishments in Manufacturing, and begin your comparison to the other counties.

Percent Native Residents/Non-Movers

- Source → American Fact Finder, U.S. Census Bureau
- Accessing the Data:
  - Following the steps from Appendix A, choose your geographies of interest.
  - After your geography is specified, click on the **Topics** tab to pull up a similar window. For From here, you will choose **People → Population Change → Migration (previous residence)**. Once your selection is made, close the window.
  - A few options are available. The easiest option is to choose the first table, **Selected Social Characteristics**. For **Native Residents** you will scroll down in the table to find **Place of Birth**, and in a subcategory, **State of Residence.** This number will indicate, within each county, how many people who were born in their state of birth are still residing in that state. For **Non-Movers**, you will scroll down in the table to find **Residence 1 year ago**, then **Same House**. This number indicates how many people still live in the same house they did last year.
- Using the Data:
  - After the data for the number of State-born residents is collected, you will need to divide that number by the total population of the county in order to determine the percent of all residents who are native to that state.
  - After the data for same-house residents is collected, you will need to divide that number by the total population of the county in order to determine the percent of all residents who have not moved from their current residence.

Educational Attainment

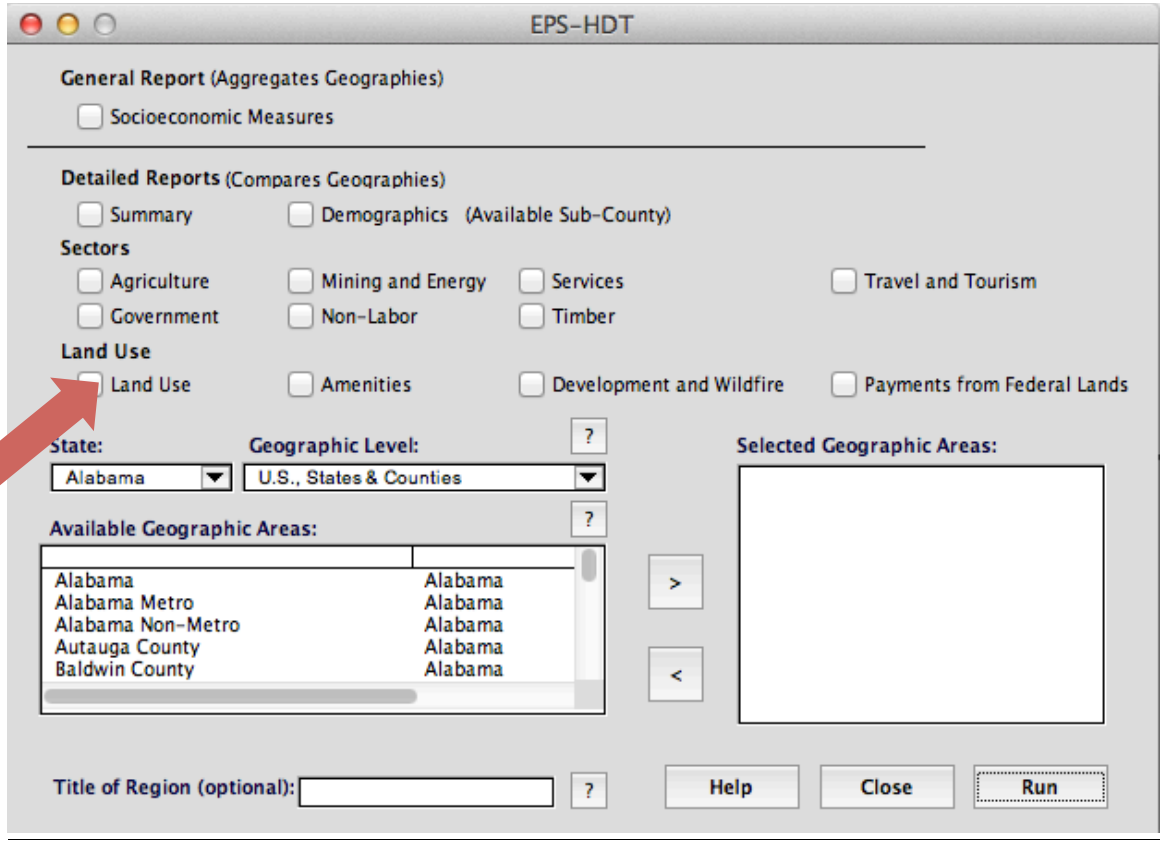
- Source → The Georgia Department of Education
- Accessing the Data:
  - First, start by visiting the Georgia Department of Education's website at http://www.doe.k12.ga.us/Pages/Home.aspx
  - You will be accessing the school reports by District, or County. Click the "**By District**" link on the right hand side of the page underneath the red state of Georgia image.
  - Next, choose your county then school of interest. On the left-hand toolbar, click "**Report Card**". Then, click "**Indicators**" on the top toolbar, then "**Graduation Rate**".
- Using the Data:
  - This site will allow you to access graduation rates for schools in all counties of Georgia for years 2003-2010 for comparison purposes.

Conservation Easements

- Source → The National Conservation Easement Database (NCED)
- Accessing the Data:
  - First, start by visiting the NCED website at www.conservationeasement.us
  - Once you have accessed the homepage, click "**Advanced Search**" on the toolbar on the left-hand side of the page. This will bring you to a search engine.
  - After accessing the Advanced Search tab, you will need to specify your search instructions. Finding easements for a county can be found by selecting "**Location (County)**" in the *Select a search field*. Next, you will choose your state of interest, then the county. Click "**Run Report**" to view the easements held within your county of interest.
- Using the Data:
  - In order to rank your county among all counties within your state, you will need to follow the above steps for all counties until you have a master list of the number of easements in each county. It is easiest to organize this information in an excel spreadsheet. After collecting this data, you can then find the average and median number of easements for counties in your state.

Land Use

- Source → For this report, Land Cover data was taken from the Jefferson County Comprehensive Plan. GIS coverage, however, was taken from the United States Geological Survey. Land Ownership was taken from Headwaters Economics 2012.
- Accessing the Data (Land Ownership and Residential Development):
  - First, start by visiting the Headwaters Economics website at www.headwaterseconomics.org
  - Once you have accessed the homepage, point your mouse to the tab entitled "**Land and Communities"**, then selecting "**Reports**". On the report page, you will select the link on the right hand side of the page entitled "**Socioeconomic Profiles**". This will take you to the page where you can download the excel plugin to access detailed data on your computer. Click the "**Download**" button on the right hand side of the webpage, and this will take you to the registration and download page with instructions.
- Using the Data:
  - Once you have downloaded the plugin for Headwaters Economics for Microsoft Excel, you will be able to view data in the Land Use category.



Jefferson County Assets Index

Trend Data

Population Change

- Source → The U.S. Census Bureau's Decennial Census, Years 2000 and 2010
- Accessing the Data:
  - Following the steps from Appendix A, select your desired geographies. The topics for each subcategory of population change can be found: "People → Basic Count/Estimate"
    - Follow this step for datasets 2000 and 2010 to compare the changes
- Using the Data:
  - Once the data for populations in years 2000 and 2010 (or any other censes years) has been collected, subtract the current population from the past population to find the change from the previous year to current year.
  - Percentage changes can be calculated by dividing the change in population by the earlier year of data collected (population change / population of year 2000)

Race Distribution

- Source → The U.S. Census Bureau's Decennial Census, Year 2000
- Accessing the Data:
  - Following the steps from Appendix A, select your desired geographies. The topics for each subcategory of population change can be found: "People → Race & Ethnicity → Race/Ethnicity of Individual"
- Using the Data:
  - In order to calculate race percentages, divide the race of interest by total population to determine the percentage of the population made up of that race.

Changes in Personal Income

- Source → Bureau of Economic Analysis, Regional Economic Information System, 2000-2010
- Accessing the Data:
  - First, start by visiting the Bureau of Economic Analysis' website: www.bea.gov
  - Once you have accessed the home page, click on the "**Interactive Data**" tab on the toolbar at the top of the page. This will take you to the data main page.
  - After choosing the Interactive Data tab, you will choose "**GDP & Personal Income"** under the section of **Regional Economic Data**. Then, click the button entitled "**Begin Using the Data**".
  - You are now ready to select your geographies. Choose the section labeled "**Local Area Personal Income and Earnings by Industry**", then choose the first link which is "**Personal Income, per capita personal income, and population**". County is selected by default; click "**Next Step**. Next, choose your state, county (or counties), statistic of interest, and click "**Next Step**".

- Choose your year (or years) of interest, and click "**Next Step**". You will then be able to view the data you have requested, and download it if you choose.

❖ Using the Data:
- Once you have downloaded your data, you can compare the changes from one year to another by subtracting the current year's data from the previous year's data.
- To calculate the percentage change, divide the net change (current year – previous year) by the previous year.

Largest Industry Comparison and Top 5 Industry Comparison

❖ Source → U.S. Census Bureau Decennial Census, Year 2000
❖ Accessing the Data:
- Following the steps from Appendix A, select your geographies.
- Once you have selected your geographies, the Industry Comparison can be found under the topic of "**Business and Industry → Establishments/Firms → Establishments with Payroll**".

❖ Using the Data:
- Once you have collected all of the data for your geographies, you can now analyze for each county the top 5 industries, their payrolls, number of employees, and number of establishments.
- This data can be used to calculate the percentage of the county's total industry earnings.

Changes in the Labor Force and Employment

❖ Source → U.S. Census Bureau Decennial Census, Year 2000 and 2011
❖ Accessing the Data:
- Following the steps from Appendix A, select your geographies.
- Once you have selected your geographies, the Labor Force data can be found under the topic of "**People → Employment → Employment (Labor Force) Status**"

❖ Using the Data:
- To find changes in labor force, you will need to collect data from multiple censes for comparison purposes. From here, you will subtract current labor force participation from previous labor force participation in order to find net change. To calculate the percentage change, divide the net change in labor force participation by the previous year's labor force participation value.
- To find changes in employment, follow the same instructions as labor force participation. In order to find the rate of unemployment, you will subtract total people employed from total population, and then divide that value by the total population to calculate the percentage.

Retirement Income and Aggregate Income

- Source → U.S. Census Bureau Decennial Census, Year 2000
- Accessing the Data:
    - Following the steps from Appendix A, select your geographies.

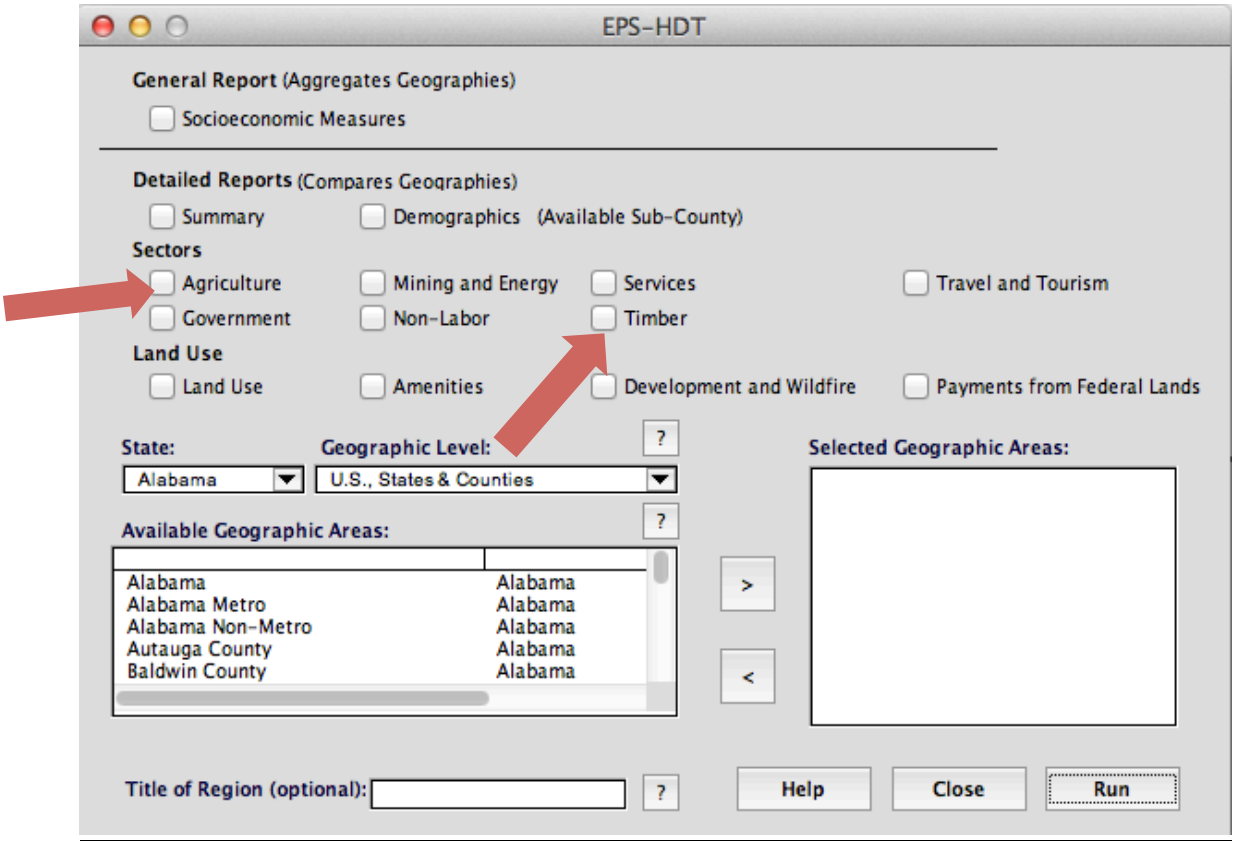
    - Once you have selected your geographies, for this section, you must search specifically for "**Retirement Income**" and "**Aggregate Retirement Income**" to find the data you are looking for. This is because the data for retirement income is imbedded in another table, and searching for it individually pulls up a table of just the data you are looking for.

Jefferson County Assets Index

Target Data

Farm/Timber Proprietors and Income

- Source → Headwaters Economics 2012
- Accessing the Data:
  - First, start by visiting the Headwaters Economics website at www.headwaterseconomics.org
  - Once you have accessed the homepage, point your mouse to the tab entitled "**Land and Communities"**, then selecting "**Reports**". On the report page, you will select the link on the right hand side of the page entitled "**Socioeconomic Profiles**". This will take you to the page where you can download the excel plugin to access detailed data on your computer. Click the "**Download**" button on the right hand side of the webpage, and this will take you to the registration and download page with instructions.
- Using the Data:
  - Once you have downloaded the plugin for Headwaters Economics for Microsoft Excel, you will be able to view data in the Agriculture category and Timber category.



Prosperity

- Source → Headwaters Economics 2012
- Accessing the Data:
  - Follow the same instruction as above
  - You will find the data on **Prosperity** under the Summary and/or Demographics section

Median and Per Capita Income

- Source → U.S. Census Bureau Decennial Census, Year 2000
- Accessing the Data:
  - Following the steps from Appendix A, select your geographies.
  - Once you have selected your geographies, the data for median and per capita income can be found under the topic of "**People → Income & Earnings → Income/Earnings (Individuals)**".

Poverty Level

- Source → U.S. Census Bureau Decennial Census, Year 2000
- Accessing the Data:
  - Following the steps from Appendix A, select your geographies.
  - Once you have selected your geographies, the data for percentage of people below the line of poverty can be found under the topic of "**People → Poverty → Poverty**".

Affluent and Middle Class Families

- Source → U.S. Census Bureau Decennial Census, Year 2000
- Accessing the Data:
  - Following the steps from Appendix A, select your geographies.
  - Once you have selected your geographies, the data for households with income above $50,000, $100,000, and $200,000 can all be found under the topic of "**People → Income & Earnings → Income/Earnings (Individuals)**".

Disposable Income

- Source → ESRI Business Online Analyst
- Accessing the Data:
  - First, start by visiting the ESRI Business Analyst Online website: www.bao.esri.com
  - Because this data source requires a subscription, you can sign up for a free trial for a limited number of reports. Create an account and login.
  - Once you have logged in and are viewing the BAO homepage, select your location by choosing the tab entitled **"Select Location**" on the toolbar at the top of the page. Next, choose "**Select Geographies**" at the top of the map's toolbar. This will bring up a new window. Next, choose, your geography of interest and press "**Close**".
  - Once your geographies are set, click the gray "**Next**" button on the toolbar at the top of the map. Click the button entitled "**Get Reports**" to access the PDF versions of the

reports. Because you are only allowed a certain number of downloaded reports per free trial, be sure to select your downloads carefully.
- Choose the report for "**Disposable Income**" and download.

Net Worth

- Source → ESRI Business Online Analyst
- Accessing the Data:
  - First, start by visiting the ESRI Business Analyst Online website: www.bao.esri.com
  - Because this data source requires a subscription, you can sign up for a free trial for a limited number of reports. Create an account and login.
  - Once you have logged in and are viewing the BAO homepage, select your location by choosing the tab entitled **"Select Location**" on the toolbar at the top of the page. Next, choose "**Select Geographies**" at the top of the map's toolbar. This will bring up a new window. Next, choose, your geography of interest and press "**Close**".
  - Once your geographies are set, click the gray "**Next**" button on the toolbar at the top of the map. Click the button entitled "**Get Reports**" to access the PDF versions of the reports. Because you are only allowed a certain number of downloaded reports per free trial, be sure to select your downloads carefully.
  - Choose the report for "**Net Worth**" and download.

Household Ownership and Value

- Source → Source → U.S. Census Bureau Decennial Census, Year 2000
- Accessing the Data:
  - Following the steps from Appendix A, select your geographies.
  - Once you have selected your geographies, the data for household ownership can be found under the topic of "**Housing → Basic Count/Estimate → Housing Units**".
  - Choose the table entitled "**Selected Housing Characteristics**".
  - To find household ownership, scroll down to the section entitled "**Housing Tenure**". To find the value of owned-homes, scroll down to the section entitled "**Value**".