

FULTON COUNTY GOVERNMENT



2015 ENVIRONMENTAL SCAN

Prepared by: Office of the County Manager | April 8, 2015

Fulton County Board of Commissioners

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Dick Anderson | County Manager

Table of Contents

3 Introduction and Purpose

4 Executive Summary

6 Population

Population Information Source

Key Indications

Overall Growth

Regional Population

Age

Household Income

Race and Ethnicity

Racial Diversity

14 Economy

Economy Information Source

Key Indications

Residential Building Permits

Jobs and Employment

Job Growth

Taxation

19 Public Health

Public Health Information Source

Key Indications

Causes of Death

Sexually Transmitted Diseases

Teen Pregnancy

Diabetes

Obesity

County Health Rating

28 Public Safety

Public Safety Information

Key Indications

Crime Rates

Incarceration Rates

Juvenile Crime



32 Technology

Smartphone Usage
Broadband Access
Smartphone and Internet Usage by Age and Race

35 Commissioner District Profiles

General Profile
Population by Race and Ethnicity
Housing Units
Income Distribution
Households
Population by Age and Sex

36 *District 1*
39 *District 2*
42 *District 3*
45 *District 4*
48 *District 5*
51 *District 6*

54 Appendices – “Raw Data” Tables

Table 1 – Population Indicators
Table 2 – Economic Indicators
Table 3 – Public Health Indicators
Table 4 – Public Safety Indicators
Table 5 – Technology Indicators
Table 6 – Commission Districts

Introduction & Purpose

In preparation for the 2015 strategic planning cycle, the Fulton County Board of Commissioners requested an updated environmental scan. The last environmental scan prepared for the County was completed in 2013. Environmental scanning is the systematic use of formal methodologies to explore the organizational environment toward an end of both identifying strengths and weaknesses of internal factors, and projecting threats and opportunities in the event external factors are analyzed. This environmental scan is developed to provide the Board of Commissioners critical information to assist in the development of priorities to drive the strategic planning process.

Our approach to updating the scan included the following activities:

1. Identifying a project team and resources
2. Developing a project plan and timeline
3. Selecting a “scanning type”
4. Defining the “Focus” and “Scope of Comparison”
5. Gathering data
6. Conducting analyses
7. Generating the report



There are two fundamental scanning types: “Social Intuitive” and Formal Analytical.” Social intuitive is a less rigorous, informal means that involves networking, asking questions, and generating opinions. Formal analytical, the methodology selected, is a scanning process in which people investigate a wide range of sources and produce an analytical report. For the 2015 scan, a formal analytical study was conducted on external factors only.



FOCUS

- Population
- Economy
- Public Health
- Public Safety
- Technology

SCOPE OF COMPARISON

- Atlanta Regional Commission Core 10 Counties (ARC Core 10)
- State of Georgia
- United States
- Counties of similar size

The report is organized by “Focus Area” each of which begins with source information and key indicators. Focus Area sub-sections are then analytically summarized and graphically represented. The report concludes with a catalogue of Appendices which contain the raw data upon which the analyses were based.

Executive Summary

Population & Economy

Fulton County maintains its ranking as the most populous county within the state of Georgia with most recent estimates at nearly one million residents. An aging population will increase demands for senior services for years and even decades to come. The County's economic trends are generally consistent with that of the state and the nation, indicating slow but progressive improvement from the most recent recession. Specifically, residential building permits are on the rise after bottoming out in 2010, and healthy job growth in metro Atlanta placed it 7th in the nation in the number of jobs gained in 2014. Unemployment is on the decline and could fall below 6% by 2016 if the current trend continues.

Public Health & Public Safety

Similar to the data supporting economic trends, Fulton County's overall health trends are also consistent with those seen nationally and state-wide. For instance, death rates from cardio-vascular diseases as well as teen pregnancy rates are on the decline across the board. Notably, however, one public health area in which Fulton is dissimilar to the state is sexually transmitted diseases. Fulton has one of the highest rates of HIV and syphilis in the nation. Overall, Fulton County's health ranking falls mid-way in a comparison between members of the ARC Core 10 Counties. Likely resulting from its uniquely urban nature, Fulton County surpasses other counties in the ARC Core 10 in instances of serious crimes. However, the overall trend for all Part I (serious) crime rates has declined over the last decade, with the exception of a slight "uptick" in recent years for murder, robbery, and larceny.

Technology

Technology trends suggest Fulton's population is ripe and prepared for technological advancements to support growth and improvement in the above-summarized areas. Announcements by Google, AT&T and Comcast to bring Gigabit broadband service to the Atlanta area could place Fulton among the fastest counties in the US in terms of internet speeds. Not only will the competition be good for residents, but Gigabit networks will make the area even more attractive to business.



Opportunities and Threats Analysis

Since the 2015 scan included a study only of external environmental factors (and not internal), the analysis will be limited to a presentation of key opportunities and threats. If a scan of the internal environment had also been conducted, a full SWOT matrix analysis, including information on the strengths and weakness of the internal environment, would have been presented.

EXTERNAL OPPORTUNITIES	EXTERNAL THREATS
<ul style="list-style-type: none"> ▪ Fulton is estimated to have added 53,233 residents since the 2010 census ▪ Building permits issuances rebounded from recession levels ▪ Metro Atlanta’s 2015 employment growth rate is on trend to see a 2.7% increase (60,800 jobs) ▪ Metro Atlanta’s unemployment rate is on trend to decline to 5.7 in 2016 ▪ Teen pregnancy rate has consistently been on the decline, in all races, over the last decade. ▪ The overall obesity rate in Fulton is lower than that of the State. ▪ Plans for Gigabit broadband service in Atlanta could give much of Fulton County access to the highest internet speeds in the US. 	<ul style="list-style-type: none"> ▪ Fulton’s population is aging and younger, working-aged groups have declined ▪ The unemployment rate for the 25-34 year old demographic is increasing ▪ Mental and behavioral diseases puts Fulton outside the national pattern for 3rd “causes of death” ▪ Fulton has some of the highest rates of HIV and syphilis in the nation ▪ Fulton surpasses all other counties in the ARC Core 10 in instances of serious crimes

Population

Population Information Source

The primary source of data on population in the United States is the U.S. Census Bureau, which conducts the well-known census of population every 10 years. The decennial census produces counted, accurate information on population, age, sex and households for a variety of areas, even ones as small as the equivalent of a neighborhood.

Between decennial census years, the Census Bureau also conducts a survey known as the American Community Survey (ACS). Rather than visiting every household as is done in the decennial census, this survey is conducted by sampling households across the nation. Because the ACS information is the result of sampling, it has the disadvantage of being less accurate. On the other hand, the ACS has the advantage of being current, which becomes more important the farther we get from the last census. Moreover, information from the ACS is quite accurate for larger areas such as larger cities and counties. In fact, the ACS captures a broader spectrum of information than the decennial census.

The 2015 Fulton County Environmental Scan draws from the 2013 ACS 1-Year Summary, which represents the most current demographic and related information on population available at the time of its writing.

Key Population Indicators

- Fulton is the most populated County in the state of Georgia with close to 984,293 residents.
- Fulton is estimated to have added 58,233 residents between 2010 and 2013, more than any other county in Georgia
- Consistent with the national trend, Fulton County's population is aging.
- The younger working-aged groups between the 20-44 years declined from 43% to 39% between 2000 and 2013.
- Within Fulton, the city of Atlanta has the greatest income inequality among the nation's 50 largest cities.
- Fulton's distribution of the population by race and ethnicity is consistent with the distribution for the ARC Core 10 Counties.



Overall Growth

After a slight decline in the 1970’s, Fulton County’s population has grown continuously when viewed on a decennial basis (Figure 1). According to estimates for 2013, the latest year for which the Census Bureau has released information, the County’s population was just shy of 1 million at 984,293.

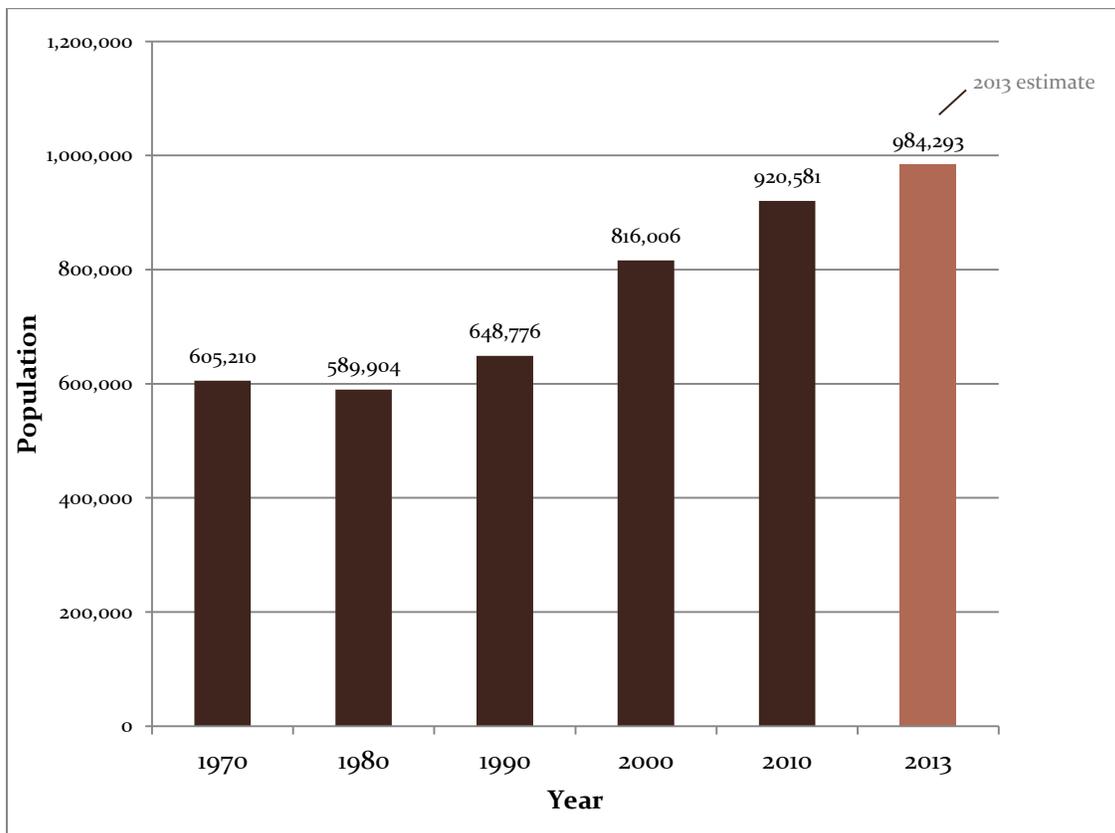


FIGURE 1 POPULATION OF FULTON COUNTY ACCORDING TO DECENNIAL CENSUS COUNTS, 1970 TO 2010, WITH 2013 ESTIMATE

Regional Population

When viewed in the context of its regional population, Fulton County has maintained the rank as the most populous county among the ARC Core 10 (Figure 2). Only Gwinnet County as consistently outpaced Fulton in terms of the number of people added each decade since 1970. Estimates for recent years, between 2010 and 2013, show that Fulton County added 58,233, while Gwinnett added 53,980. It should be noted that estimates by the Atlanta Regional Commission show somewhat smaller growth for both counties over the same period.¹

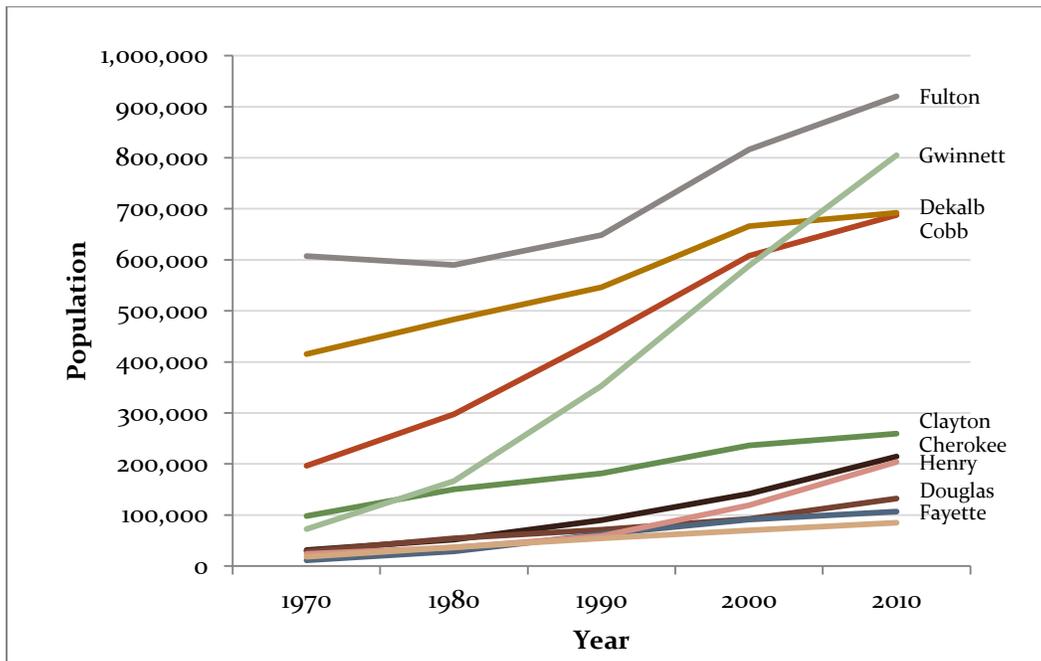


FIGURE 2 POPULATION FOR EACH OF THE ARC CORE 10 COUNTIES, 1970 TO 2010

¹ ARC's 2014 Population Estimates, http://documents.atlantaregional.com/research/pop_estimates_main2014.pdf

Although Fulton County’s population continues to grow, so does the population of the metro region. Notably, Fulton’s share of the total ARC Core 10 county population has declined in each of the last four decades (Figure 3). In 1970 for instance, Fulton County accounted for over 40% of the Core 10 population. However, by 2010, that share had fallen to just over 22%.

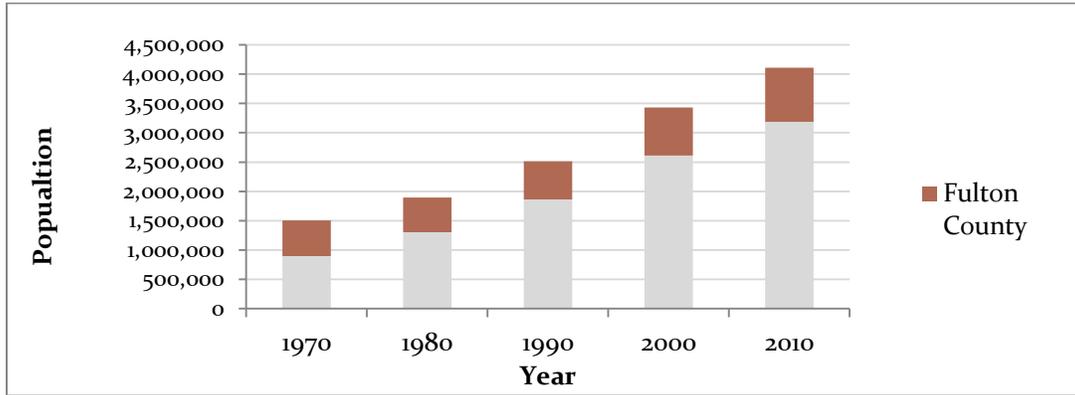


FIGURE 3 FULTON COUNTY POPULATION AS A SHARE OF THE TOTAL ARC CORE 10 COUNTY POPULATION

Age

Though Fulton County has a relatively young population typical of urban counties, the County’s population is aging in line with the nation’s aging trend. Between 2007 and 2013, the percent of County’s population 65 years of age and older increased by over 2 percentage points from 7.9% to 10.1%. The national growth in the 65 and older population is projected to continue at roughly the present rate up to 2030.²

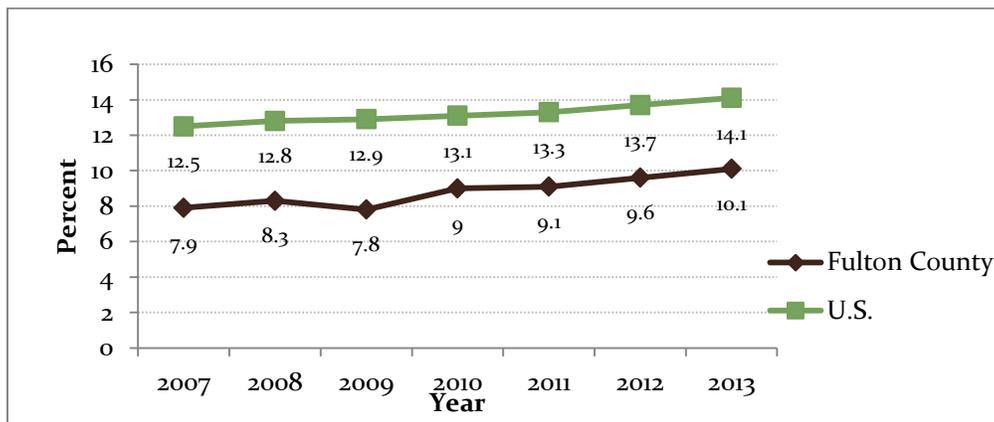


FIGURE 4 PERCENT OF POPULATION AGE 65 AND OVER³

² Administration on Aging, U.S. Department of Health and Human Services, Projected Future Growth of Older Population, http://www.aoa.acl.gov/Aging_Statistics/future_growth/future_growth.aspx#state.

³ U.S. Census Bureau, American Community Survey (ACS), 2007-2013.

The aging of the population can also be seen in a comparison of population pyramids for 2000 and 2013 (Figures 5 and 6). Though the population below age 20 has remained about the same, the younger, working age groups (20 to 44) have dropped between 2000 and 2013 from 43.4% to 39.0%. Conversely, the older working age groups (45-64 and 65+) have grown in proportion.

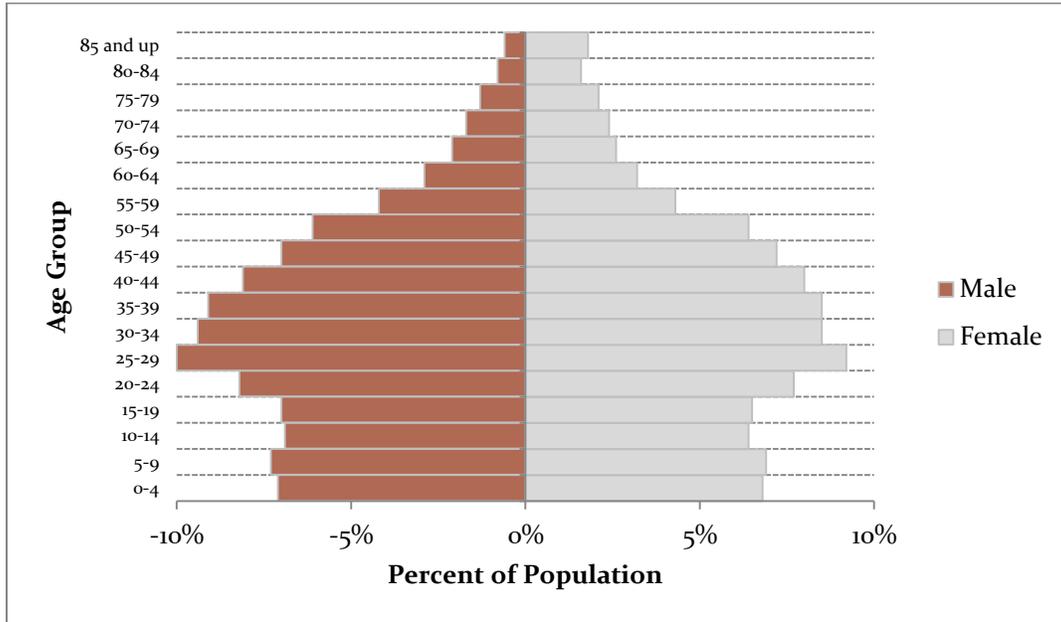


FIGURE 5 POPULATION DISTRIBUTIONS BY SEX AND AGE, FULTON COUNTY, 2000

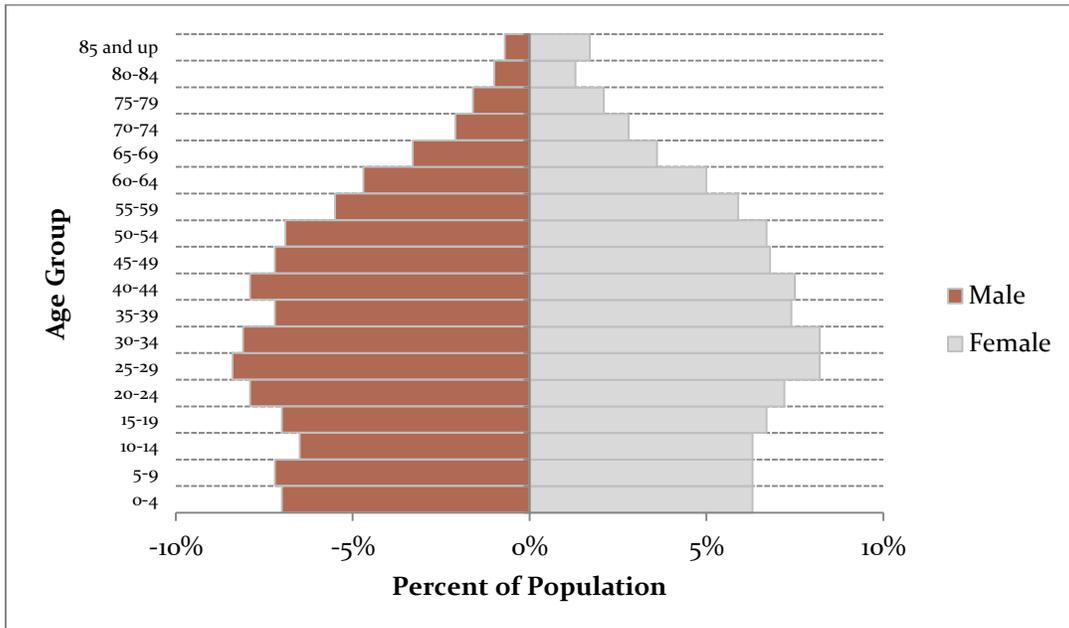


FIGURE 6 POPULATION DISTRIBUTIONS BY SEX AND AGE, FULTON COUNTY, 2013

Household Income

Analysis of income distribution shows that Fulton County has considerably more residents in the lowest income brackets than the two counties used as a means of comparison—Mecklenburg County, NC and King County, WA. According to a report by the Brookings Institute in 2014⁴, Atlanta had the greatest income inequality among the nation’s 50 largest cities.

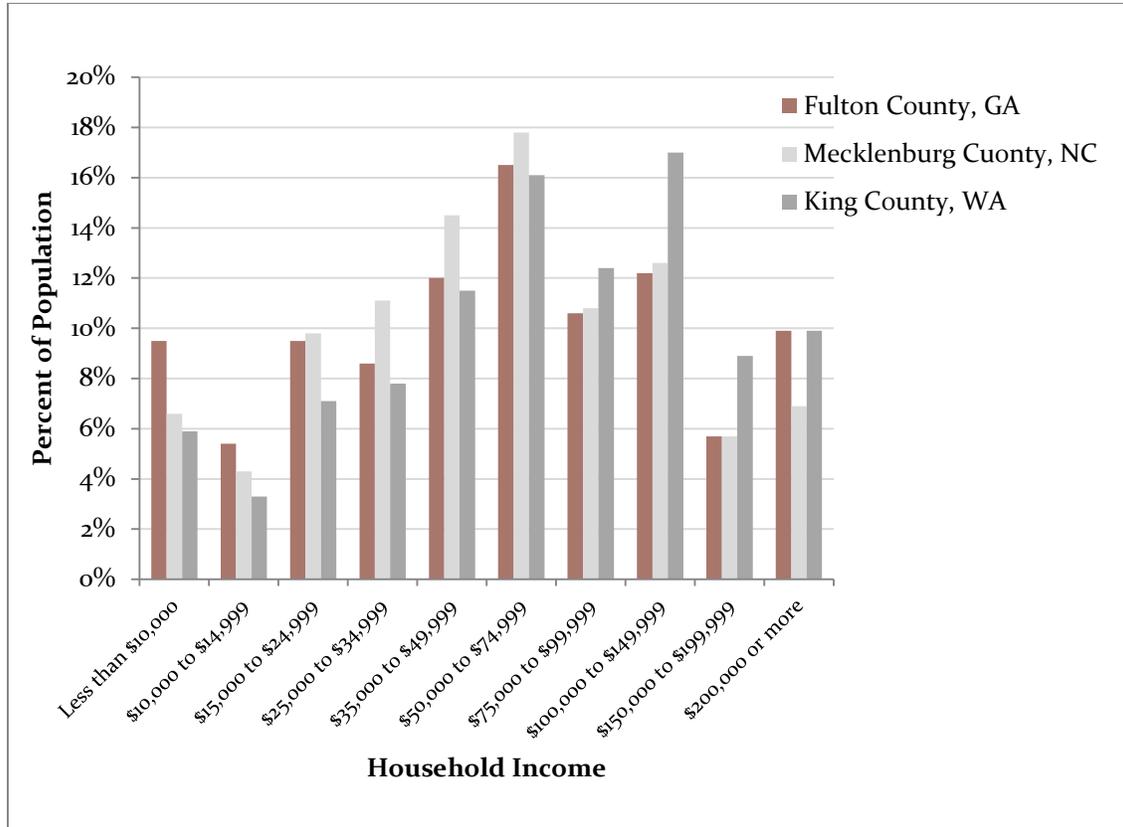


FIGURE 7 COMPARISON OF INCOME DISTRIBUTION BETWEEN FULTON COUNTY AND URBAN COUNTIES OF SIMILAR SIZE

⁴ The Brookings Institute, <http://www.brookings.edu/research/papers/2014/02/cities-unequal-berube>

Race and Ethnicity

The distribution of population by race and ethnicity for Fulton County is similar to the distribution for the ARC Core 10 counties as a whole. Fulton County has somewhat fewer Hispanic and white residents and more black residents, but racial/ethnic makeup for the County is not drastically different from that of the region as a whole.

When compared to individual counties in 2010, Fulton had a lower proportion of Hispanic residents (7.9%) than any of the Core 10, except for Fayette and Henry. Gwinnett had the highest proportion of Hispanics at 20.1%, and also had the largest absolute number of all ten counties.

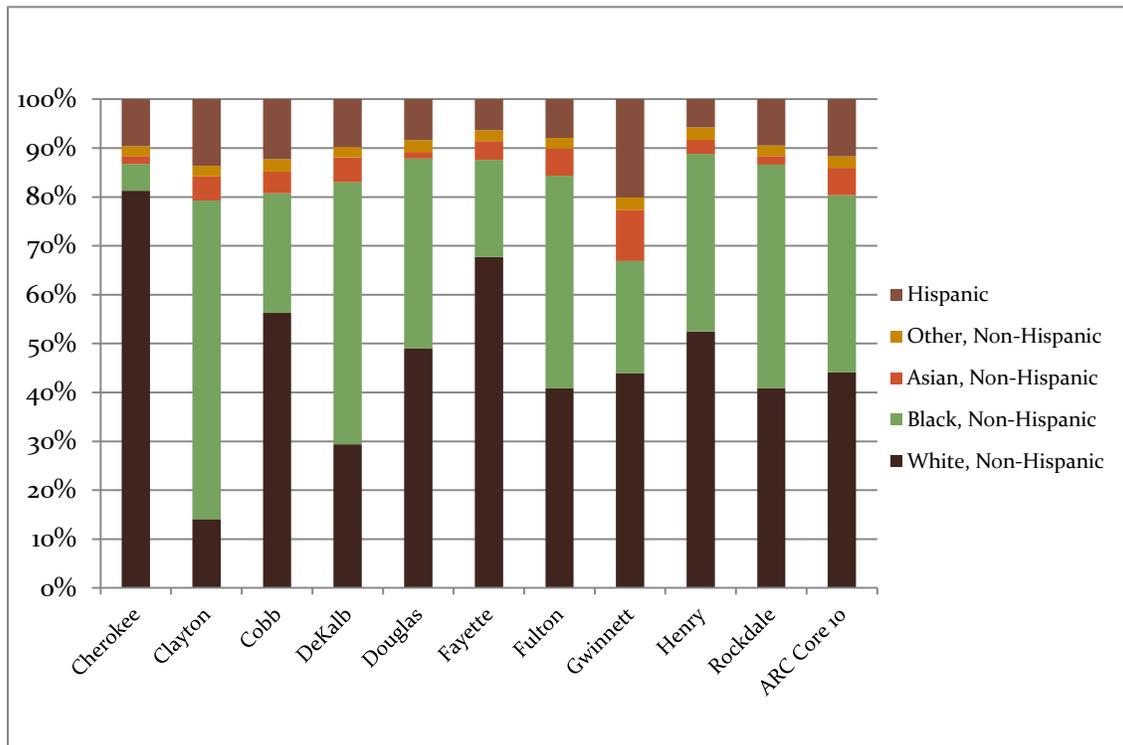


FIGURE 8 POPULATION DISTRIBUTION BY RACE AND ETHNICITY FOR ARC CORE 10 COUNTIES



Racial Diversity

Fulton County can be compared to other counties in terms of racial diversity using the Diversity Index⁵. According to the index, Fulton County is second only to Gwinnett County in terms of diversity and is tied with Rockdale and DeKalb counties (Figure 9).

It is important to note that measures of diversity are highly dependent on the geographic area over which diversity is being measured. For example, a county can have a highly diverse population even though the population *within* the county is highly segregated.

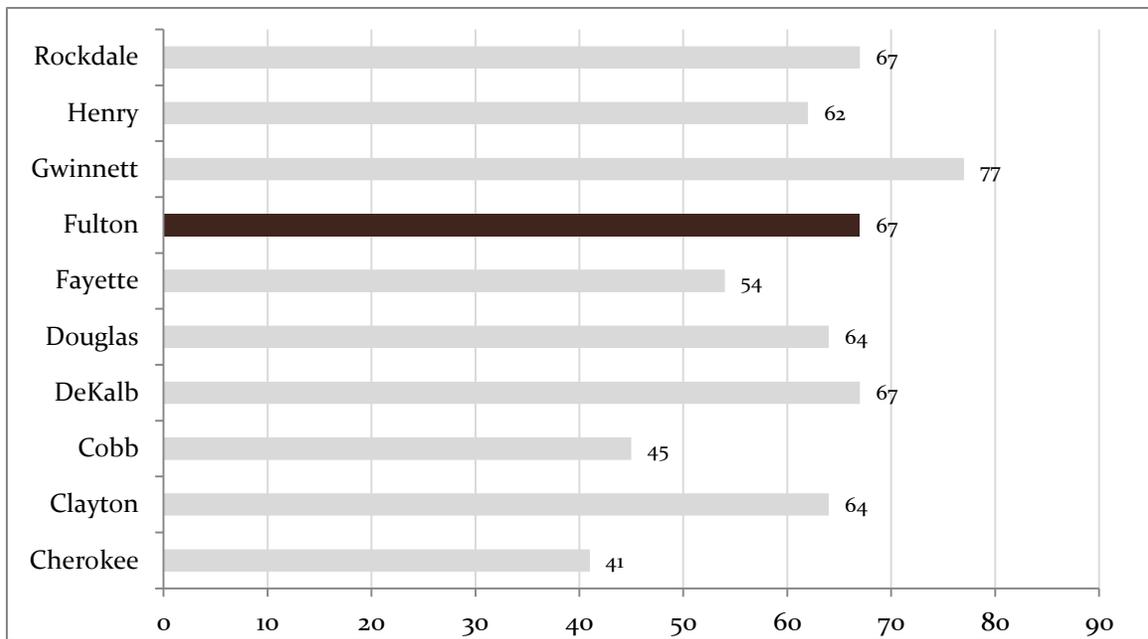


FIGURE 9 RACIAL DIVERSITY INDEX FOR ARCCORE 10 COUNTIES

⁵ The Diversity Index represents the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups.

Economy

Economy Information Source

The Bureau of Labor Statistics (BLS), an extension of the United States department of Labor, was a key source for information provided within the Economy section. The BLS has captured employment, labor, & wage related information dating back to the 1880s. The 2013 American Community Survey's 1 - Year Summary, also used to support data within the Population section, was also a key source of information.

Other sources include the Georgia Department of Labor which develops its own "Area Labor Profile" specifically for Fulton County. This profile includes labor force activity, population, industry mix, per capita, high school graduates and other important demographic information.

Lastly the Georgia Economic Forecasting Center was used for the most recent labor and economy figures. This publication is done on a quarterly basis and provides an analysis of Georgia's current economy, historical economic data for the last nine years, and the forecast for the next three years. This center is one of the few university-based forecasting centers to provide comprehensive analysis of the national economy on a quarterly basis. It is the only center to publish a quarterly forecast for Georgia and Atlanta.

Key Economic Indicators

- In 2013, building permits issuances rebounded from precipitous drops during the recession. However, they did so only ½-way to the 2006 issuance levels.
- The unemployment rate for the 25-34 year old demographic is increasing because the 55-64 year old population is remaining in the workforce longer.
- Metro Atlanta's 2015 employment growth rate is on trend to see a 2.7% increase resulting in 60,800 new jobs.
- Metro Atlanta's unemployment is at around 7.2% and is on trend to decrease to 6.3% in 2015, and 5.7% in 2016.

Residential Building Permits

Few measures accurately illustrate the Great Recession for local governments as clearly as the issuance of building permits for residential housing. Viewed annually, permits in Fulton County dropped precipitously in 2007 and hit bottom in 2010. In 2013, issuances rebounded only half way to 2006 levels based on total construction costs.

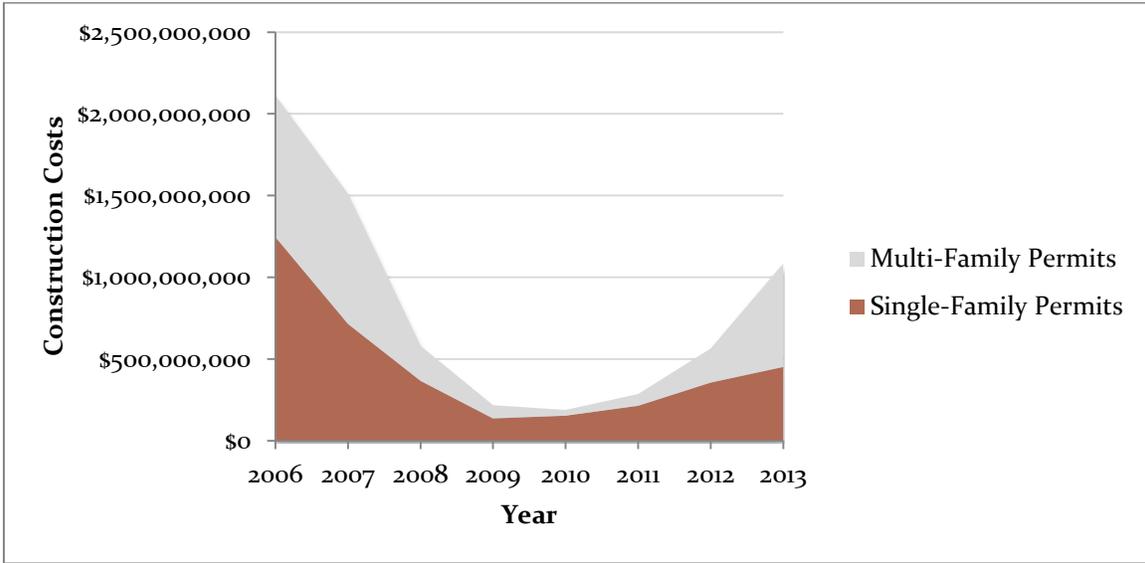


FIGURE 10 RESIDENTIAL CONSTRUCTION PERMITS ISSUED IN FULTON COUNTY BY COSTS, 2006 TO 2013

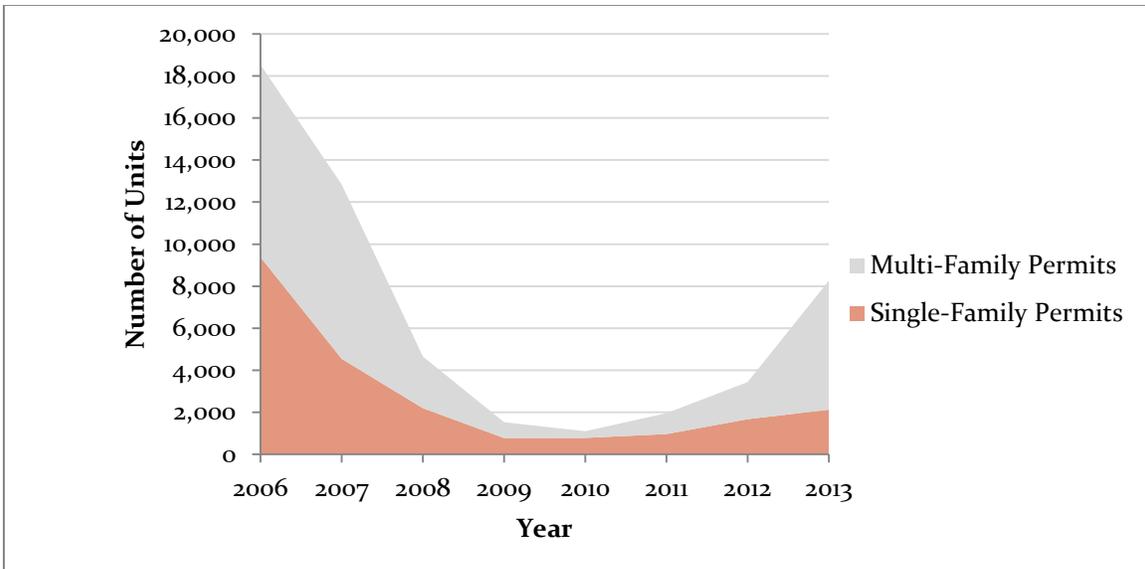


FIGURE 11 FULTON COUNTY RESIDENTIAL CONSTRUCTION PERMITS BY NUMBER OF UNITS, 2006 TO 2013

Jobs and Employment

The unemployment rate for the 25-34 year old demographic age group may be attributable to the fact that the 55-64 year old population has experienced a steady increase of jobs held since the year 2000. This age group is working longer, and since a portion of this demographic has been in the workforce for a while, their wages tend to be higher thus increasing their economic strength.

Notably, while the 65+ year old demographic of workers has also experienced a steady increase of jobs held, it does not increase at the same rate of the 55-64 year old demographic of workers cohort. The graphic below demonstrates (1) the Atlanta Region is aging, and (2) workers in the 65+ year old and 55-64 year old demographics are staying in the workforce past traditional retirement age.

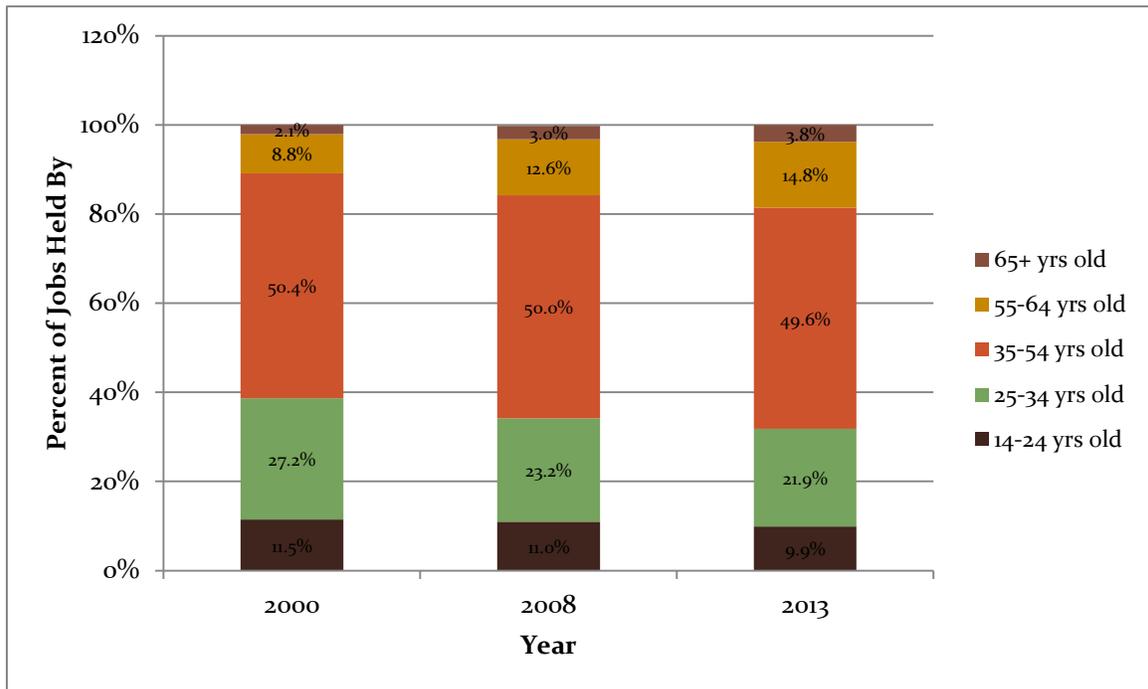


FIGURE 12 PERCENTAGE OF JOBS HELD BY AGE GROUPS.

Job Growth

Metro Atlanta's employment grew by 62,100 in calendar year 2013. Similar numbers were posted in 2014 with 57,100 jobs added. That resulted in an overall, annual increase of 2.3%. This year, 2015, will produce a slightly stronger employment growth rate of 2.7% resulting in the addition of 60,800 new jobs. Looking ahead, the 2016 forecast anticipates an increase 58,400 new jobs, reflecting a growth rate of 2.3%.

Metro Atlanta's unemployment remained around 7.2% for 2014 while projections indicate this number will fall to 6.3% in 2015. Moving forward the unemployment forecast will decrease steadily to 5.7% in 2016 and decrease again in 2017 falling to 5.3%.

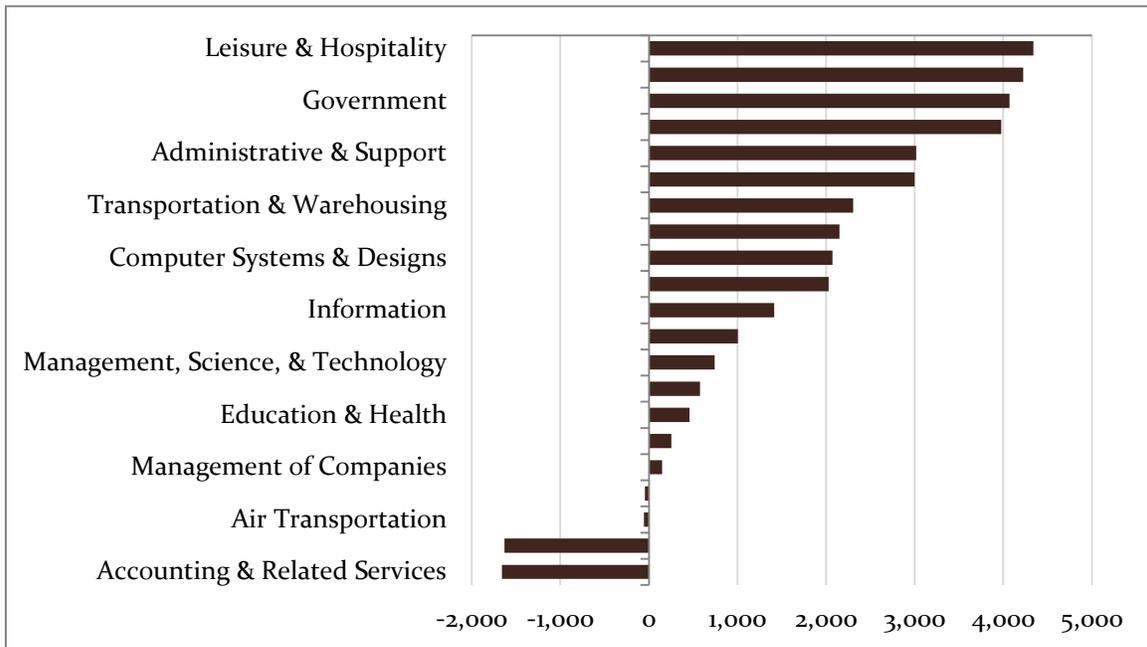


FIGURE 12 CHANGE IN NUMBER OF JOBS IN METRO ATLANTA BY NAICS CATEGORY

Taxation

Over the last five fiscal years, Fulton County has fallen near the middle among the five largest metro counties in terms of millage rate. However, it should be noted that millage rates are calculated somewhat differently for different counties as described below, making direct comparisons difficult.

- Fulton County FY15 rate is an estimate based on 2014 tax digest (subject to change upon receipt of the 2014 tax digest from the Tax Assessor).
- Gwinnett County, Cobb County, and DeKalb County FY14 rates reflect the millage adopted. So, rates for FY15 are not unknown – different FY cycles.
- DeKalb County’s millage includes the rate for Hospital and General Funds.
- Fulton County generally funds its capital budget out of the same millage for General Fund, while Gwinnett and Cobb Counties have a dedicated Special Local Option Sales Tax (SPLOST) for their capital activities.
- Gwinnett County changed the composition of its General Fund millage rate in FY2013 by transferring some of its previous General Fund expenditures into newly created tax districts along with applicable millage rate.
- Cobb County rate excludes .33 mill for County Bond and 3.06 for Fire.

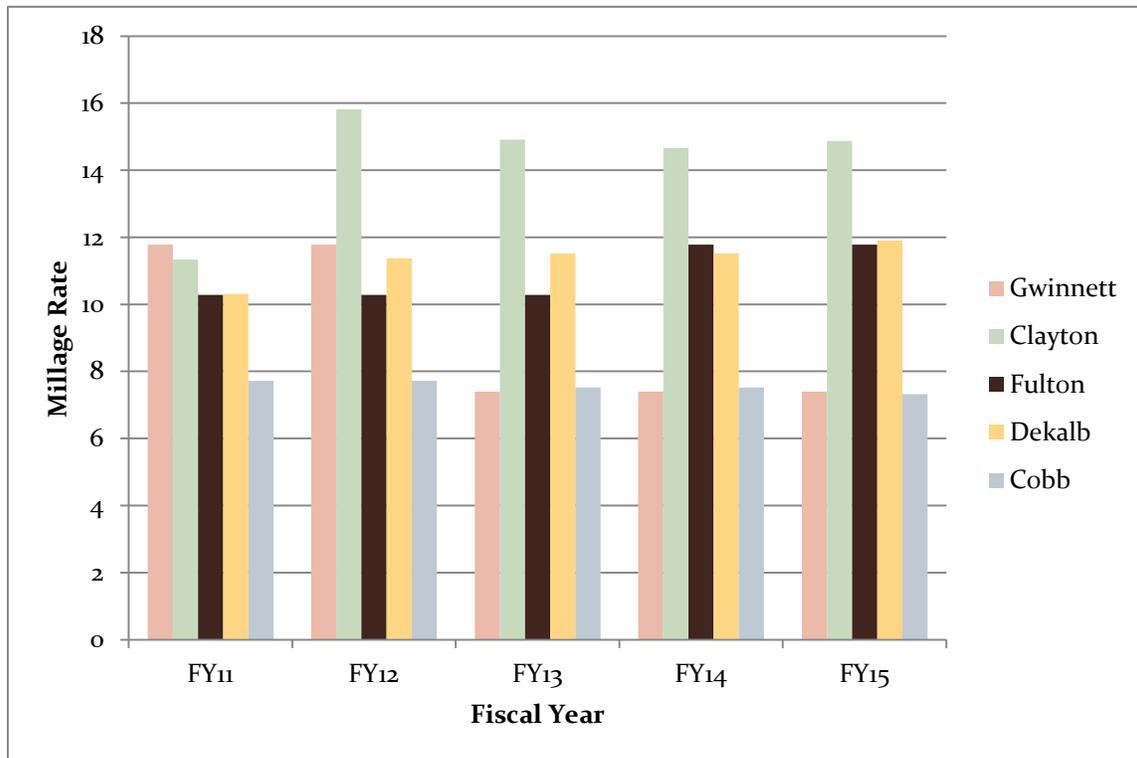


FIGURE 13 MILLAGE RATES FOR THE FIVE LARGEST ATLANTA METRO COUNTIES

Public Health

The primary source of data on public health was the Georgia Department of Public Health's Online Analytical Statistical Information System (OASIS), which contains mortality and morbidity data at the county level by cause and a number of demographic variables. Most data are available for the years 1999 to 2013.

Data from the Centers for Disease Control and Prevention (CDC) was also used where comparisons with the U.S. population were used as with causes of death. The CDC data was extracted using CDC WONDER, an online data query system. Selected facts regarding diseases and health conditions among Fulton County residents were taken from *The State of Health in Fulton County*. This publication is produced by the Fulton County Department of Health & Human Services, and served as a general guide to understanding the major health concerns for County health officials. Additional sources include the U.S. Census Bureau, the Population Health Institute and the Atlanta Regional Commission.

It should be noted that all information on public health is reported at the county level. In addition, causes of death, the prevalence of diseases and other health conditions can and do vary widely within Fulton County. Accordingly, County-level data often mask disparities that exist within the County.

Key Public Health Indicators

- Consistent with national patterns, cardiovascular diseases and cancer are the leading causes of death in Fulton County.
- Fulton diverges from the State and US in the third cause of death which is respiratory diseases for the State and US, but mental and behavioral diseases in Fulton.
- Fulton has some of the highest rates of HIV and Syphilis in the country.
- The teen pregnancy rate is on the decline, falling from 74.3 in 1994 to 27.8 in 2012.
- Fulton's overall health rating ranks it midway between the ARC Core 10 Counties, with Fayette enjoying the most impressive ranking and Clayton being the most deficient.
- The overall rate of obesity in Fulton is lower than that for the State.

Causes of Death

Overview: Causes of Death

The most recent data from the Centers for Disease Control and Prevention (CDC) show that the major causes of death in Fulton County generally match the national pattern when measured in terms of broad classifications (ICD-10 chapters). Cardio-vascular diseases and cancers are by far the two most common causes of death. However, whereas respiratory diseases rank third both nationally and in the state of Georgia, the third leading cause of death in Fulton County is mental and behavioral diseases, which include various types of dementia such as Alzheimer’s.

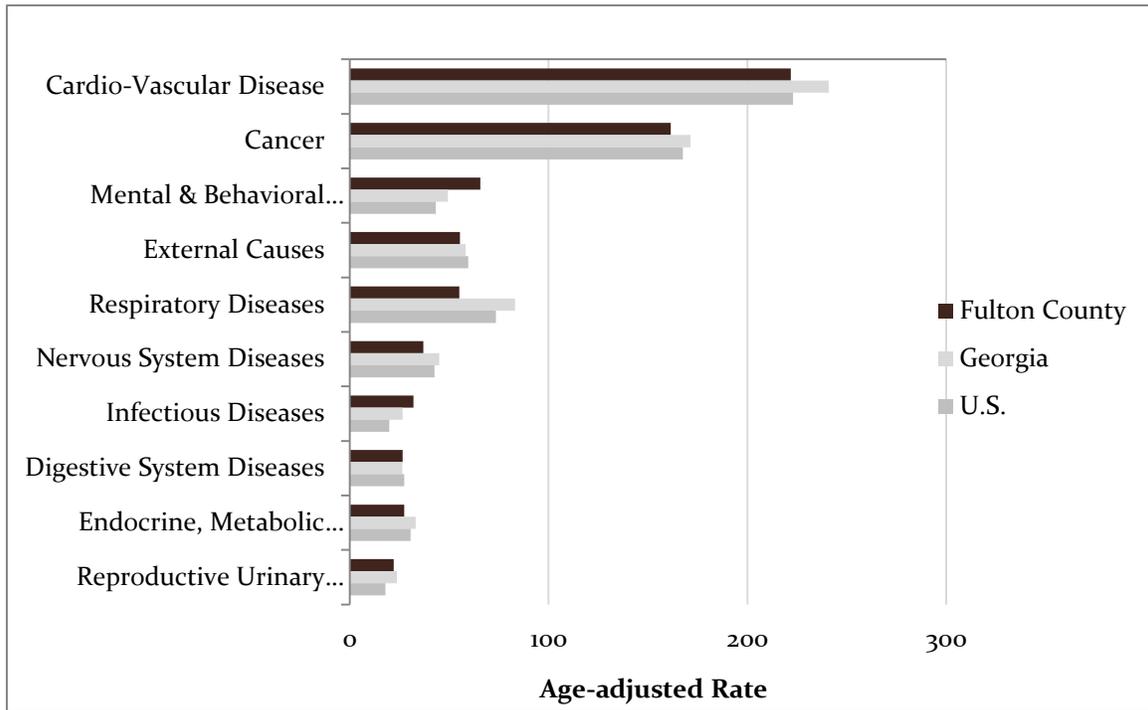


FIGURE 12 AGE-ADJUSTED MORTALITY RATES: 2013 TOP TEN CAUSES OF DEATH BY ICD CHAPTER.⁶

⁶ Centers for Disease Control and Prevention, National Center for Health Statistics. Compressed Mortality File.

Cardiovascular Disease

Death rates from cardiovascular disease have been declining over the years. However, cardiovascular disease is still responsible for 1 out of 3 deaths in Fulton County.

In 2013, 904 men and 897 women died from cardiovascular disease in the County. The rate of death from cardiovascular disease for black, Fulton County residents has approximately matched that of black Georgia residents since 1994. However, the rate for white Fulton County residents is significantly lower than that of white Georgia residents, and both are lower than for black residents.

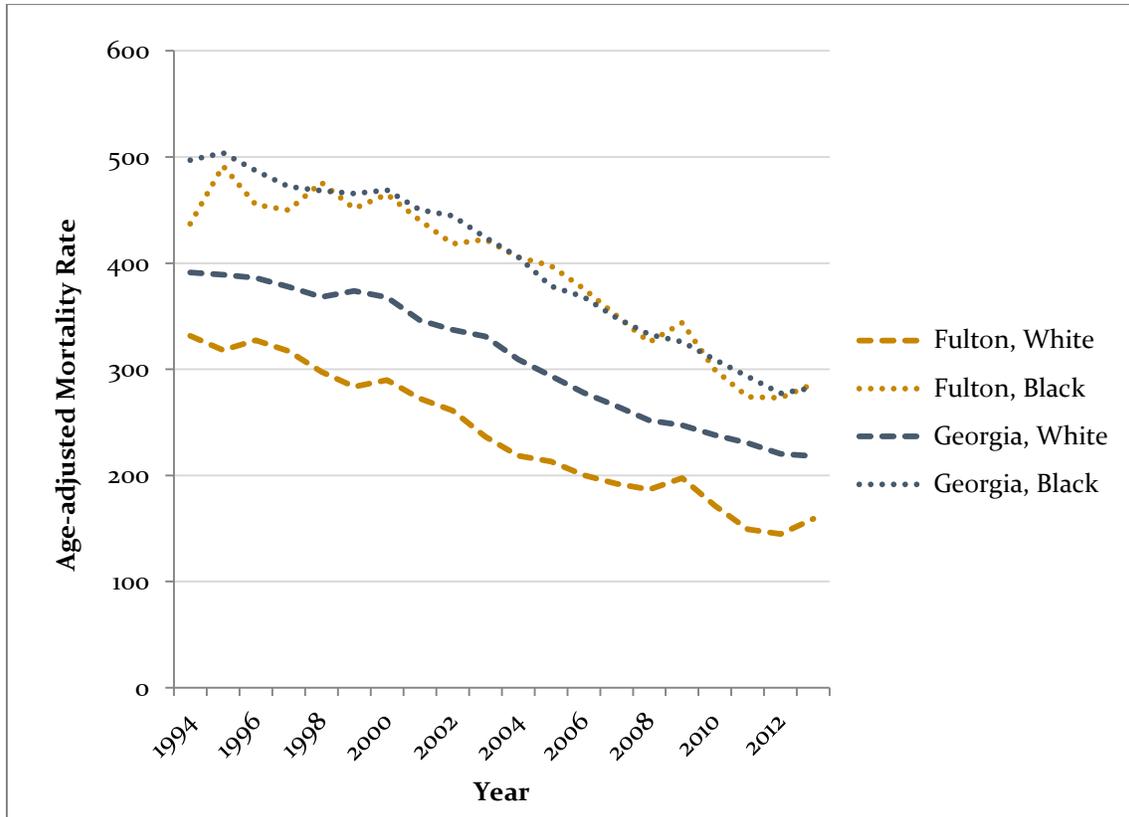


FIGURE 14 AGE-ADJUSTED MOTALITY RATES FOR MAJOR CARDIOVASCULAR DISEASES BY RACE, FULTON COUNTY AND GEORGIA, 1994 TO 2013

Lung Cancer

Lung cancer (including cancer of the bronchus and trachea) remains the leading cause of death among all types of cancer in Fulton County. Notably, however, the CDC reports that the incidence of lung cancer and mortality rates dropped significantly between 2001 and 2010 for whites, black and Hispanics and for men and women⁷. Figure 14 shows the age-adjusted death rates from the five leading types of cancer in Fulton County from 2000 to 2013.

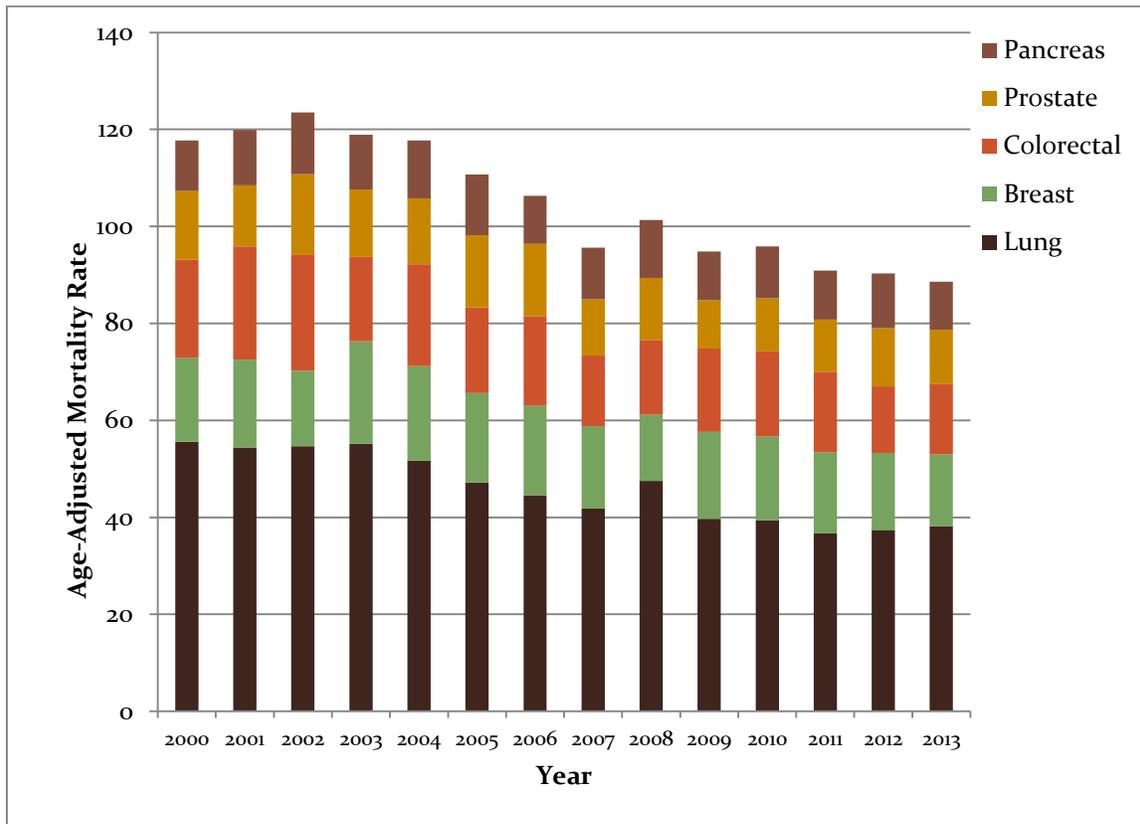


FIGURE 15 MORTALITY RATES FOR THE LEADING CAUSES OF CANCER DEATH: FULTON COUNTY, 2000 TO 2013

⁷ Centers for Disease Control and Prevention, Lung Cancer Trends, <http://www.cdc.gov/cancer/lung/statistics/trends.htm>

Diabetes

Diabetes is a leading cause of kidney failure, heart disease and stroke. Death rates due to diabetes have been generally declining in Fulton County over the years.

However, it is important to note that recorded death rates due to diabetes do not reflect the true impact of the disease, because often another cause is listed as the immediate cause of death. Although the death rate for diabetes is in decline, the number of diabetes cases is increasing. Accordingly, the falling death rate may be due to better diagnosis and control of the disease rather than a decline in its incidence.

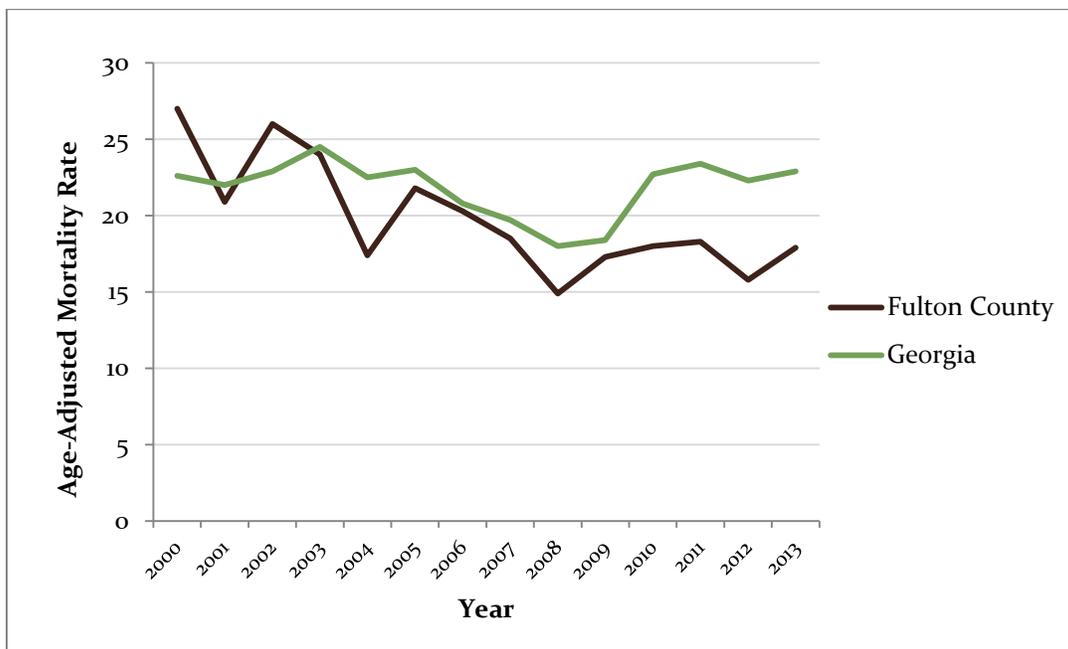


FIGURE 16 MORTALITY RATES FOR DIABETES IN FULTON COUNTY, 2000 TO 2013

Sexually Transmitted Diseases

According to a report from the Fulton County Department of Health and Wellness⁸, Fulton County has some of the highest rates of HIV and syphilis in the country. The syphilis rate for Fulton County was 37.2 cases per 100,000 in 2013 and has average a rate of 35.3 since 2000. This compares to the state’s rate of 9.8 in 2013 and average of 7.7 since 2000. Figure 15 shows the rate of the County and state from 2000 to 2013.⁹

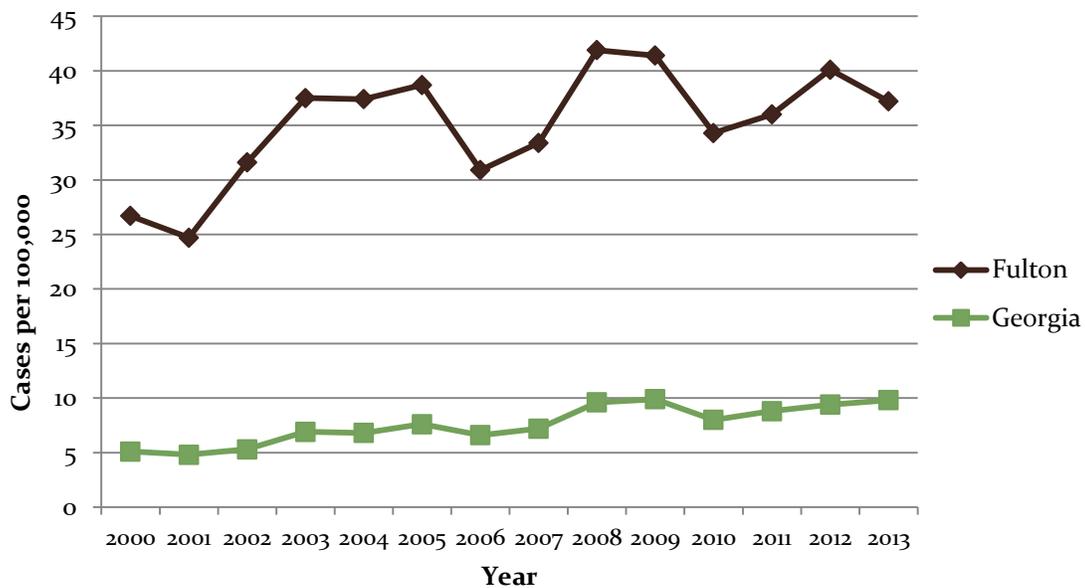


FIGURE 17 RATES SYPHILIS AS CASES PER 100,000, FULTON COUNTY AND GEORGIA, 2000 TO 2013

⁸ Status of Health in Fulton County

⁹ Georgia Department of Public Health, OASIS, <https://oasis.state.ga.us/>

Teen Pregnancy

According to the CDC, the live birth rate among U.S. teens reached a record low of 29.4 per 1,000 women in 2012. Similarly, the birth rate for teens in Fulton County was 27.8 in 2012 after falling from 74.3 in 1994. The decline can be seen for white, black and Hispanic women with the rate for Hispanic women rising up to 2003 but then falling dramatically thereafter. While reasons for the declines are not clear, teens may be less sexually active, and more of those who are sexually active may be using birth control than in previous years. The decline in teen pregnancy is good news for a number of reasons. According to the CDC¹⁰:

- “In 2011, teen pregnancy and childbirth accounted for at least \$9.4 billion in costs to U.S. taxpayers for increased health care and foster care, increased incarceration rates among children of teen parents, and lost tax revenue because of lower educational attainment and income among teen mothers.
- Pregnancy and birth are significant contributors to high school dropout rates among girls. Only about 50% of teen mothers receive a high school diploma by 22 years of age, versus approximately 90% of women who had not given birth during adolescence.
- The children of teenage mothers are more likely to have lower school achievement and drop out of high school, have more health problems, be incarcerated at some time during adolescence, give birth as a teenager, and face unemployment as a young adult.”

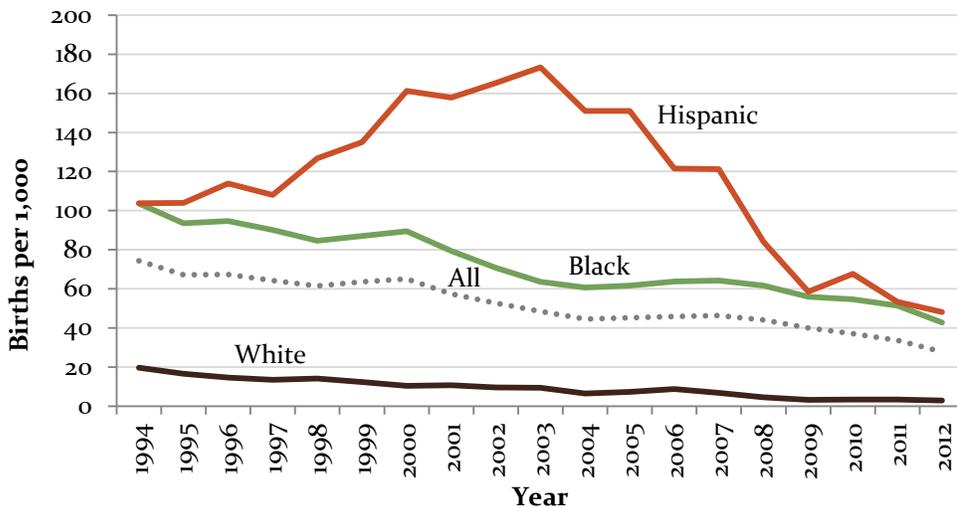


FIGURE 18 BIRTH RATE FOR TEENS, 15 TO 19 YEARS BY RACE AND ETHNICITY, FULTON COUNTY, 1994 TO 2012¹¹

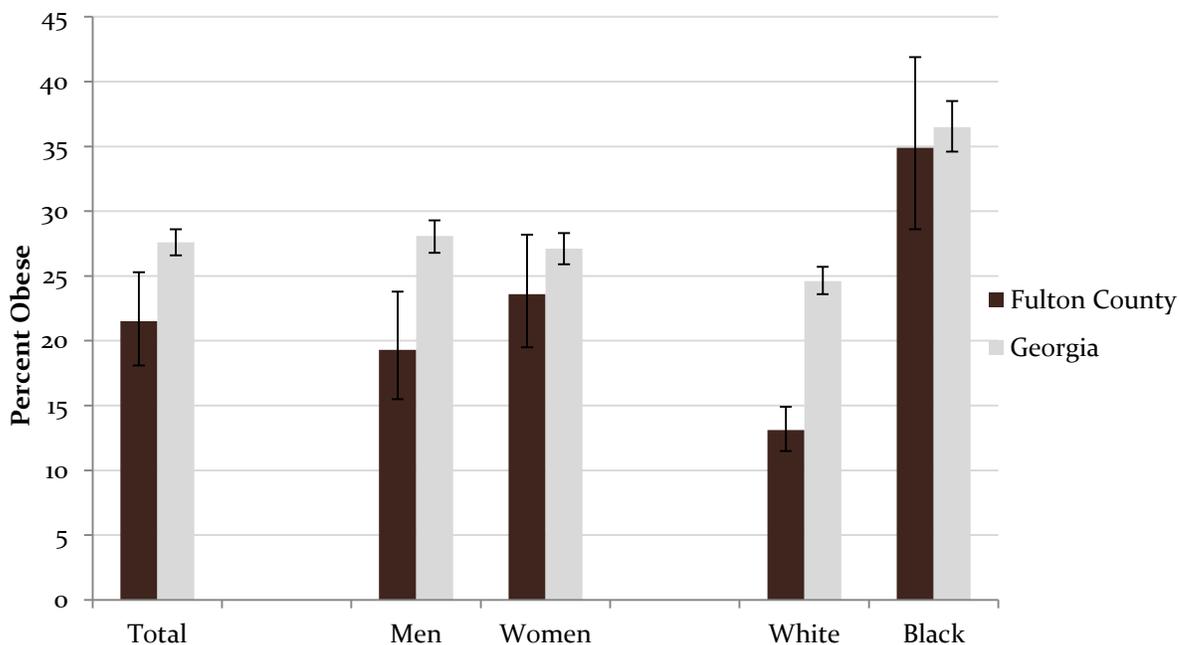
¹⁰ Centers for Disease Control and Prevention, Reproductive Health: Teen Pregnancy, <http://www.cdc.gov/teenpregnancy/>
¹¹ Georgia Department of Public Health, OASIS, <https://oasis.state.ga.us>

Obesity

Obesity is a condition in which a person has a Body Mass Index (BMI) of over 30. In comparison, a person with a BMI between 25 and 30 is classified as Overweight. Obesity is a public health issue because of the high percentage of Americans who are obese, and because of the health conditions that have been shown to be related to obesity—heart disease, stroke, type 2 diabetes and some cancers.

Obesity also takes an economic toll. According to the CDC, the estimated annual cost of obesity in the U.S. is \$147 billion in 2008 U.S. dollars and the medical costs for people who are obese is \$1,429 higher than those of normal weight.¹²

The prevalence of obesity varies by race and sex but the differences are striking between the white and black populations. In Fulton County, for the years 2006 to 2010, an estimated 35% of black residents were obese while an estimated 13% of white residents were obese. The rate of obesity was somewhat higher for women than for men. Overall, the rate of obesity was lower in Fulton County than for the entire state.¹³



¹² Centers for Disease Control and Prevention, Overweight and Obesity, <http://www.cdc.gov/obesity/index.html>

¹³ Georgia Department of Public Health, OASIS, <https://oasis.state.ga.us>

County Health Rankings

The annual *County Health Rankings*¹⁴ measure vital health factors, including high school graduation rates, obesity, smoking, unemployment, access to healthy foods, the quality of air and water, income, and teen births in nearly every county in America. The figure below shows the rankings for the ARC Core 10 counties. Counties are ranked in order among all 159 counties of the state. A higher ranking (lower number) indicates a better health score.

Of the ARC Core 10 Counties, Fayette County enjoys the most favorable Health Ranking scores with scores of less than 5 all but one measured area (Physical Environment). Fulton’s Health Ranking scores fall just about in the center of the ten compared counties. While Fulton is surpassed by Fayette, Cobb, Cherokee and Gwinnett Counties, Fulton is trailed by Clayton, DeKalb, Douglas, Henry and Rockdale Counties. Fulton received the highest Health Ranking scores in the areas of “Health Behaviors” and “Clinical Care,” and had no scores in any category that reached the “red” threat level.

	Cherokee	Clayton	Cobb	DeKalb	Douglas	Fayette	Fulton	Gwinnett	Henry	Rockdale
Health Outcomes	5	42	6	17	27	2	29	4	15	10
Length of Life	7	39	6	20	25	3	42	4	22	13
Quality of Life	6	66	10	26	37	1	31	8	18	16
Health Factors	5	147	7	29	28	1	19	8	14	35
Health Behaviors	13	126	4	6	16	2	7	8	23	20
Clinical Care	24	122	15	36	54	1	8	42	21	23
Social & Economic	6	138	10	73	29	3	67	20	22	49
Physical Environment	18	149	64	81	123	56	33	76	114	103

FIGURE 19 COUNTY HEALTH RANKINGS FOR ARC CORE 10 COUNTIES

¹⁴ County Health Rankings and Roadmaps, Robert Wood Johnson Foundation, <http://www.countyhealthrankings.org>

Public Safety

Public Safety Information Source

The primary source for information on the incidence of crime was the Crime Statistics website (<http://services.georgia.gov/gbi/crimestats>) provided by the Georgia Bureau of Investigation (GBI). Crimes are reported by the GBI as counts. However, for the purpose of comparing with other counties, rates were calculated by dividing the crime count by the county population and multiplying by 100,000 to get the number of crimes per 100,000 people.

Information on incarceration came from the University of Georgia's GeorgiaStats website at <http://georgiastats.uga.edu>.

Key Public Safety Indicators

- The murder rate has remained fairly consistent over the last decade.
- The rates of incidences of rape, robbery and assault have declined over the last decade.
- Fulton surpasses all other counties in the ARC Core 10 in instances of Part 1 (serious) crimes, with Fayette County enjoying the lowest incidents rates.

Violent Crimes

The Uniform Crime Report (UCR) Program includes the categories of murder, rape, aggravated assault and robbery as Part 1 violent crimes¹⁵. In Fulton County, the number of murders has remained fairly steady with an average of 146 murders per year being committed between 2000 and 2013. Rape on the other hand has seen a decline over the same period, averaging 370 per year over the first half of the period and 253 over the second half.¹⁶

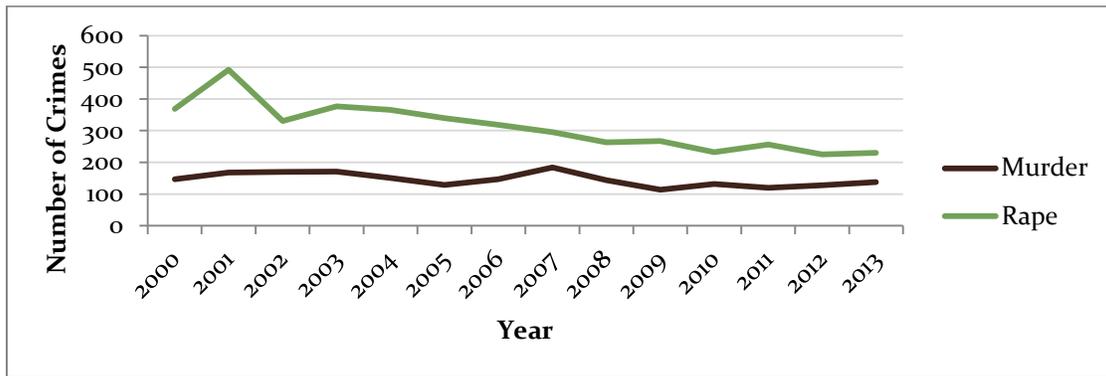


FIGURE 20 NUMBER OF MURDERS AND RAPES REPORTED IN FULTON COUNTY, 2000 TO 2013

Both aggravated assault and robbery show somewhat of a decline since 2000, though the downward trend is more pronounced for assault. Both types of crime, but robbery in particular, increased temporarily between 2006 and 2008 before continuing a general decline.

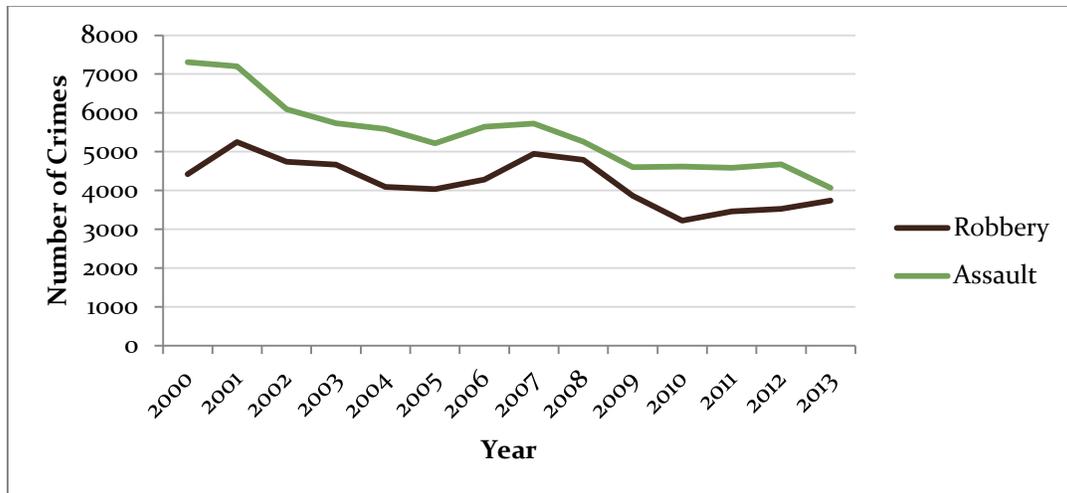


FIGURE 21 NUMBER OF ROBBERIES AND AGGRAVATED ASSAULTS IN FULTON COUNTY, 2000 TO 2013

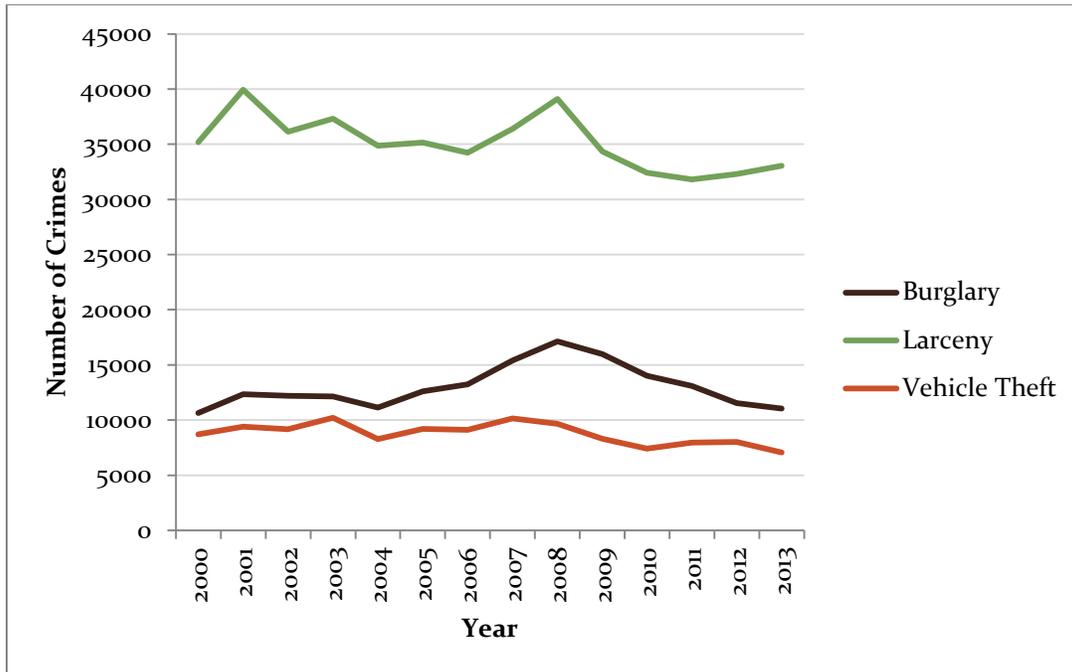
¹⁵ Part 1 crimes are serious crimes falling into one of two categories: Violent=Aggravated assault, forcible rape, murder, and robbery, and Property Crimes = arson, burglary, larceny-theft, and motor vehicle theft are classified as property crimes.

¹⁶ Georgia Bureau of Investigation, Crime Statistics, <http://services.georgia.gov/gbi/crimestats/viewCrimeStatReport.do>



Property Crime

Part 1 property crimes include burglary, larceny and vehicle theft. All three have remained relatively constant since 2000, with the exception of 2008, during which there were noticeable spikes in both burglary and larceny.



Regional Comparison of Part 1 Crimes

When viewed in terms of absolute numbers, Fulton County surpasses all other ARC Core 10 counties in all Part 1 crime categories with nearly 60,000 crimes reported in 2013 (Figure 23). DeKalb County had the second greatest total number with just fewer than 40,000. When viewed in terms of rate, Fulton County is still in the lead with about 6,000 Part 1 crimes per 100,000 people (Figure 24). Fulton County also led in each individual crime category except for rape and burglary. Clayton County led in rapes per 100,000 people followed by Fulton. DeKalb led in the rate of burglary, followed by Clayton and Fulton.

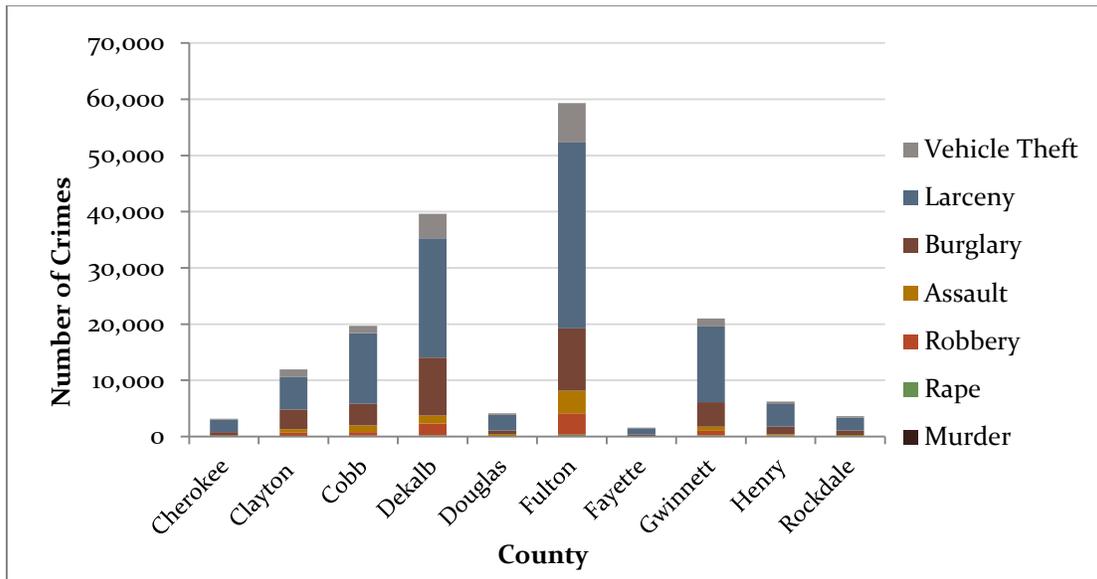


FIGURE 22 NUMBER OF PART 1 CRIMES REPORTED, ARC CORE 10 COUNTIES, 2013

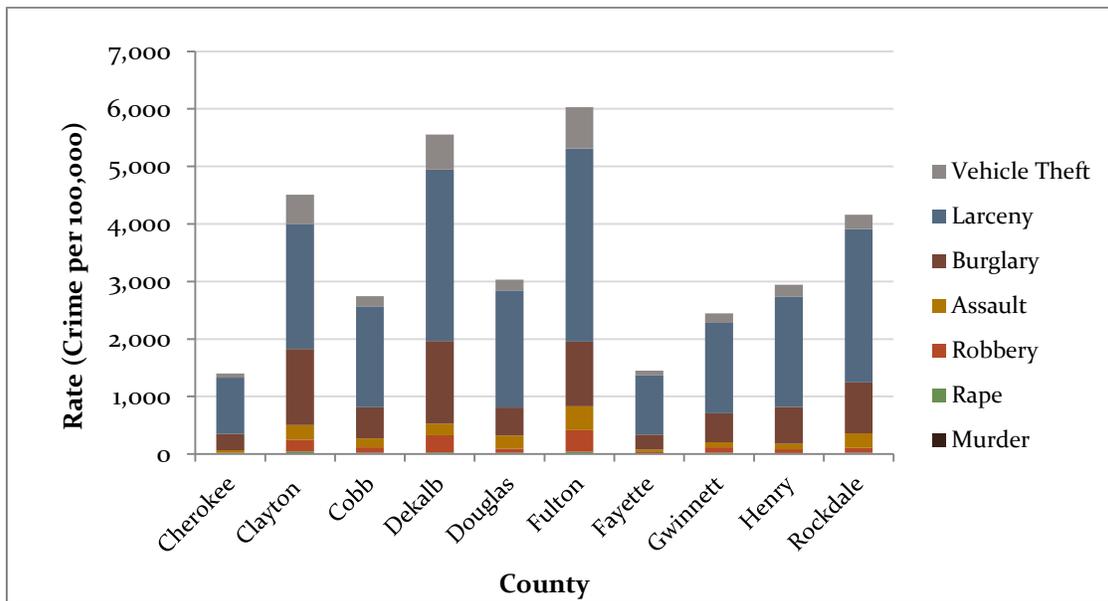


FIGURE 23 PART 1 CRIMES REPORTED PER 100,000 PEOPLE, ARC CORE 10 COUNTIES, 2013

Technology

Information on Technology came from various sources including the U.S. Census Bureau and the Pew Research Center (PRC). The PRC is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world. They conduct public opinion polling, demographic research, media content analysis and other data-driven social science research without taking policy positions on any of the data reported.

Technology information was also derived from a survey conducted by Harris Interactive. Harris is a subsidiary of the publicly traded Nielson Company, which utilizes the Harris Poll Online® to gather information from respondents that “span a diverse range from consumers to business professionals.”

Key Technology Indicators

- The city of Atlanta has a smartphone access rate of 60% and ranks 7th among a list of top 10 cities surveyed.
- As of 2013, 73.4% of American households had broadband internet access.
- At 77.1%, Fulton County has a slightly higher broadband connection rate than the national rate.
- Plans for Gigabit networks could give Fulton County some of the fastest internet speeds in the US

Smartphone Usage

According to the Pew Research Center¹⁷, 58% of American adults owned a smartphone in 2014, but the rate of ownership varies considerable by city. According to a survey sponsored by SOASTA and conducted by Harris Interactive¹⁸, Dallas ranked at the top in terms of smartphone ownership among the 10 major markets surveyed, with an ownership rate of 76%. Atlanta, with an access rate of 60%, ranked 7th among the ten cities surveyed.

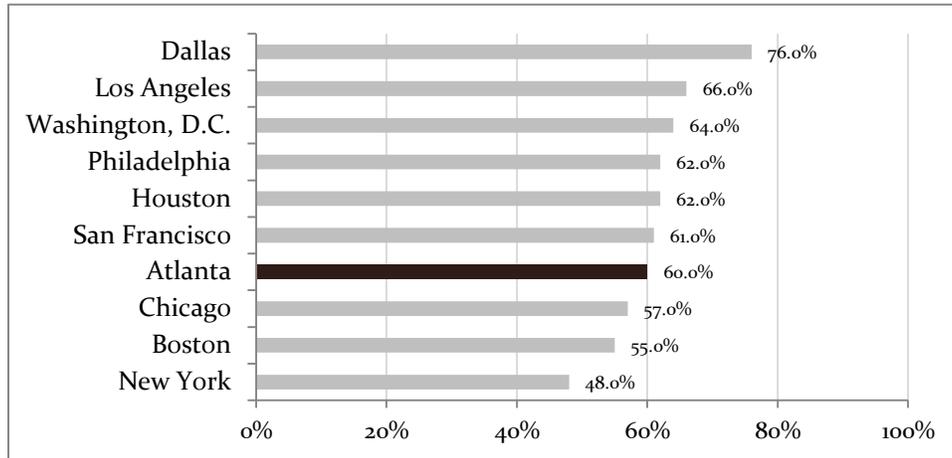


FIGURE 24 RATE OF SMARTPHONE OWNERSHIP AMONG ADULTS, 2014

Broadband Access

According to the U.S. Census Bureau¹⁹, about three-quarters (73.4%) of American households had a broadband internet connection in 2013. Fulton County had a broadband connection rate slighter higher than the national rate at 77.1%, but trailed two counties of similar size: Mecklenburg County, NC (79.0%) and King County, WA (83.6%).

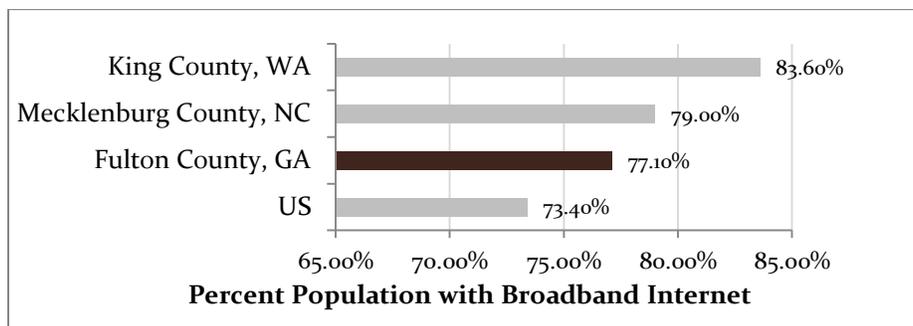


FIGURE 25 BROADBAND INTERNET ACCESS

¹⁷ Mobile Technology Fact Sheet, <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

¹⁸ <http://www.soasta.com/press-releases/soasta-names-dallas-with-highest-smartphone-and-tablet-adoption-new-york-trails-major-cities-in-smartphone-ownership-and-usage-atlanta-trailing-in-tablets/>

¹⁹ U.S. Census Bureau, 2013 American Community Survey 1-Year Summary (Table DP02)

Smartphone and Internet Usage by Age and Race

Data on the use of smartphones and the internet by age and race are not currently available at the state or county levels. However, national-level data is useful for getting a sense of how usage varies by demographics.

In 2012, only 14.5% of Americans 65 years and older used a smartphone. On the other hand, 70.6% of young adults ages 25 to 34 used them. The disparity was less extreme for internet usage but there were still distinct differences. Just over half of Americans 65 years and older used the internet while about 88% of young adults were internet users.

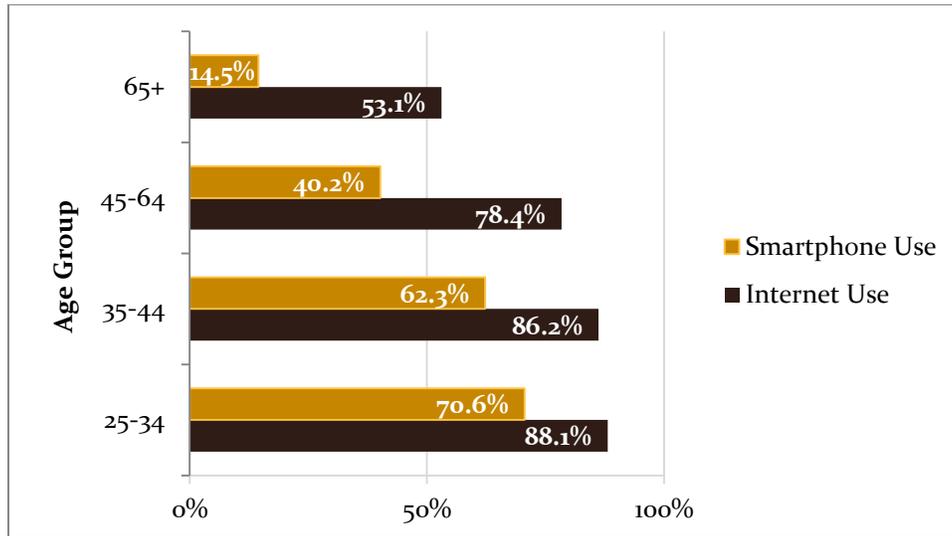


FIGURE 26 INTERNET AND SMARTPHONE USAGE BY AGE, U.S., 2012

Disparities in usage by race were not as pronounced as those by age but were significant.

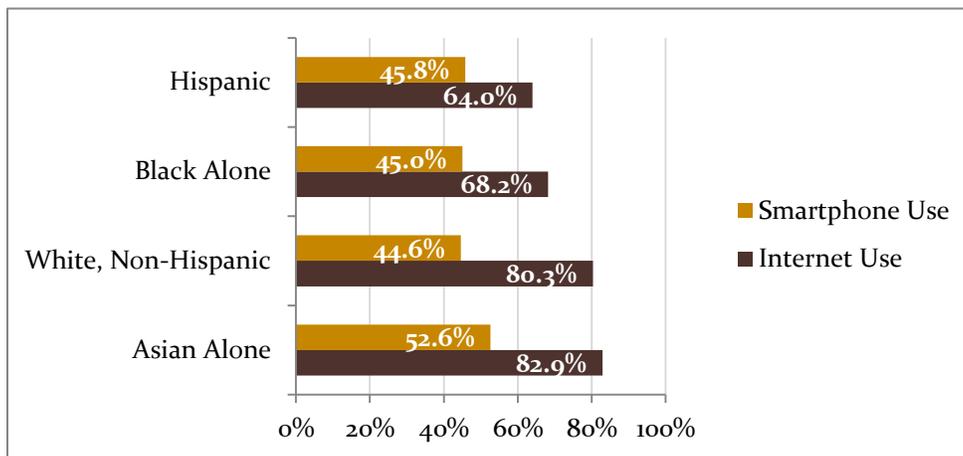


FIGURE 27 INTERNET AND SMARTPHONE USAGE BY RACE AND ETHNICITY, U.S., 2012

Commission District Profiles

The following pages provide a district by district breakdown of population and housing characteristics.

Fulton County
Board of Commissioners

John H. Eaves, District 7 (At-Large)

Liz Hausmann, District 1

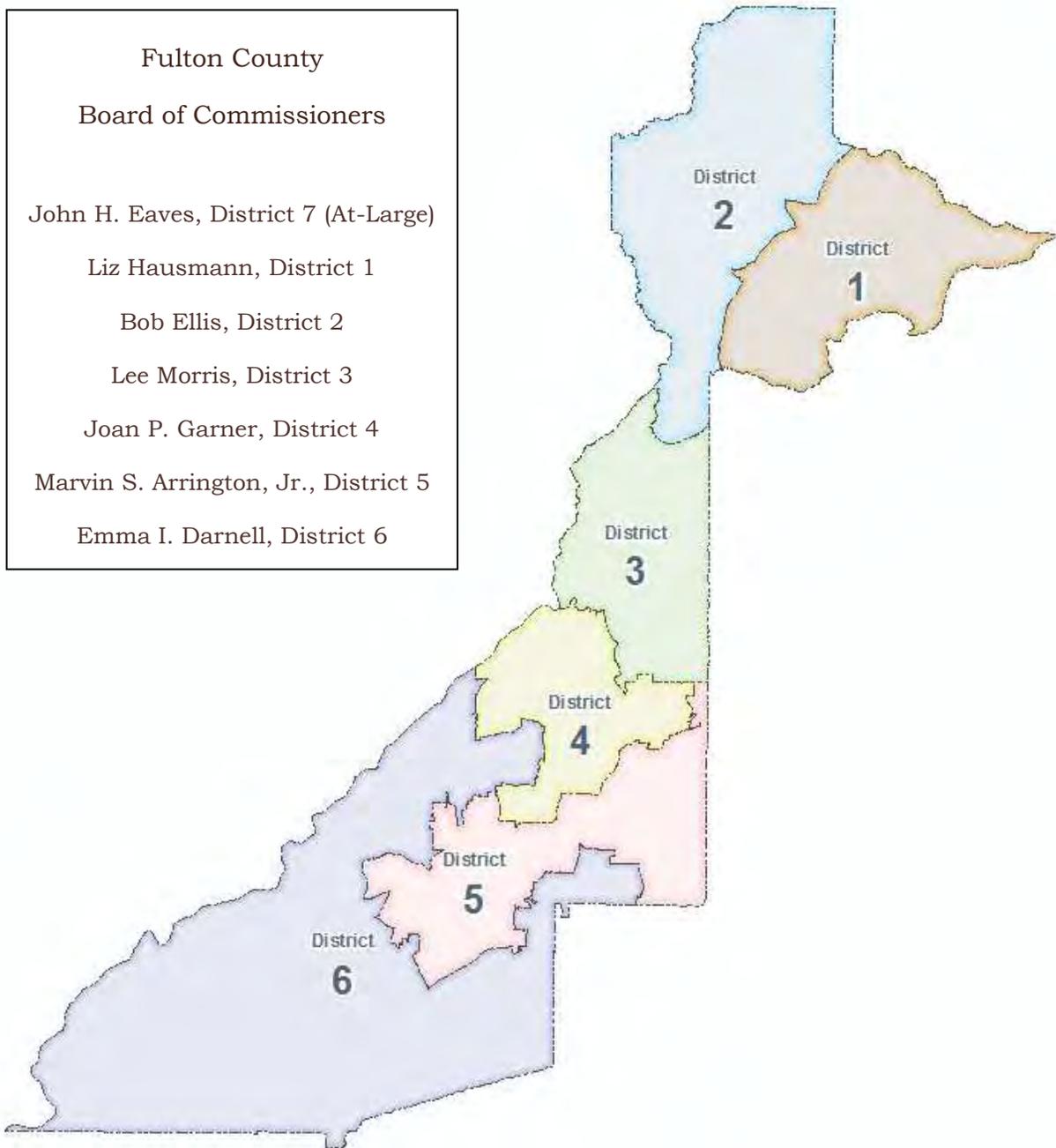
Bob Ellis, District 2

Lee Morris, District 3

Joan P. Garner, District 4

Marvin S. Arrington, Jr., District 5

Emma I. Darnell, District 6

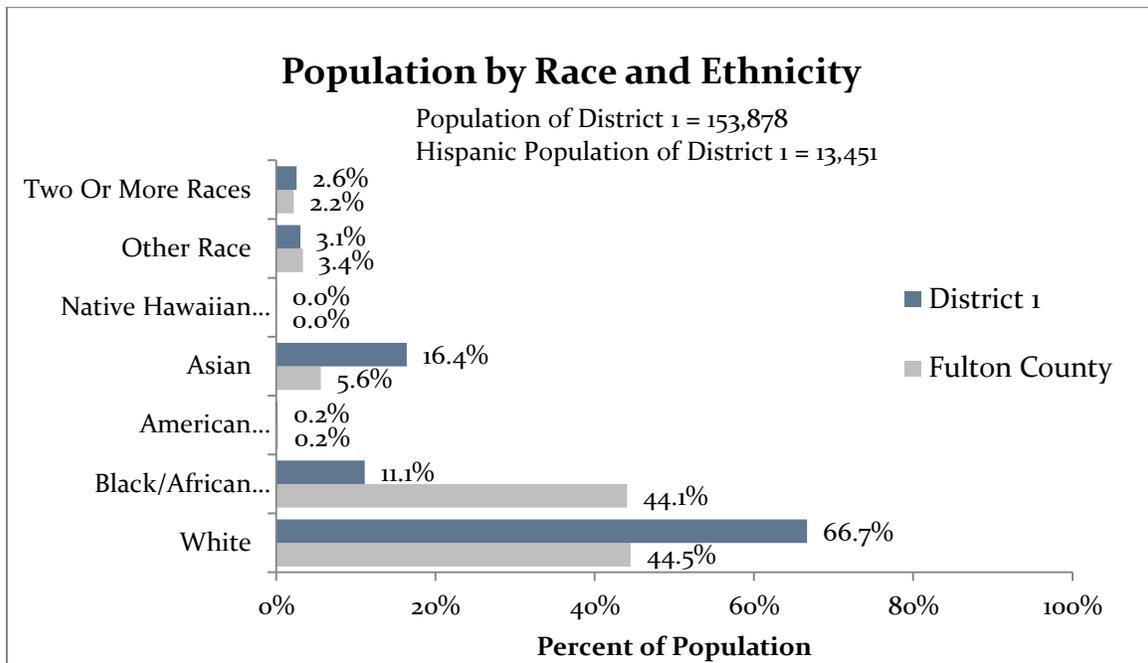


District 1

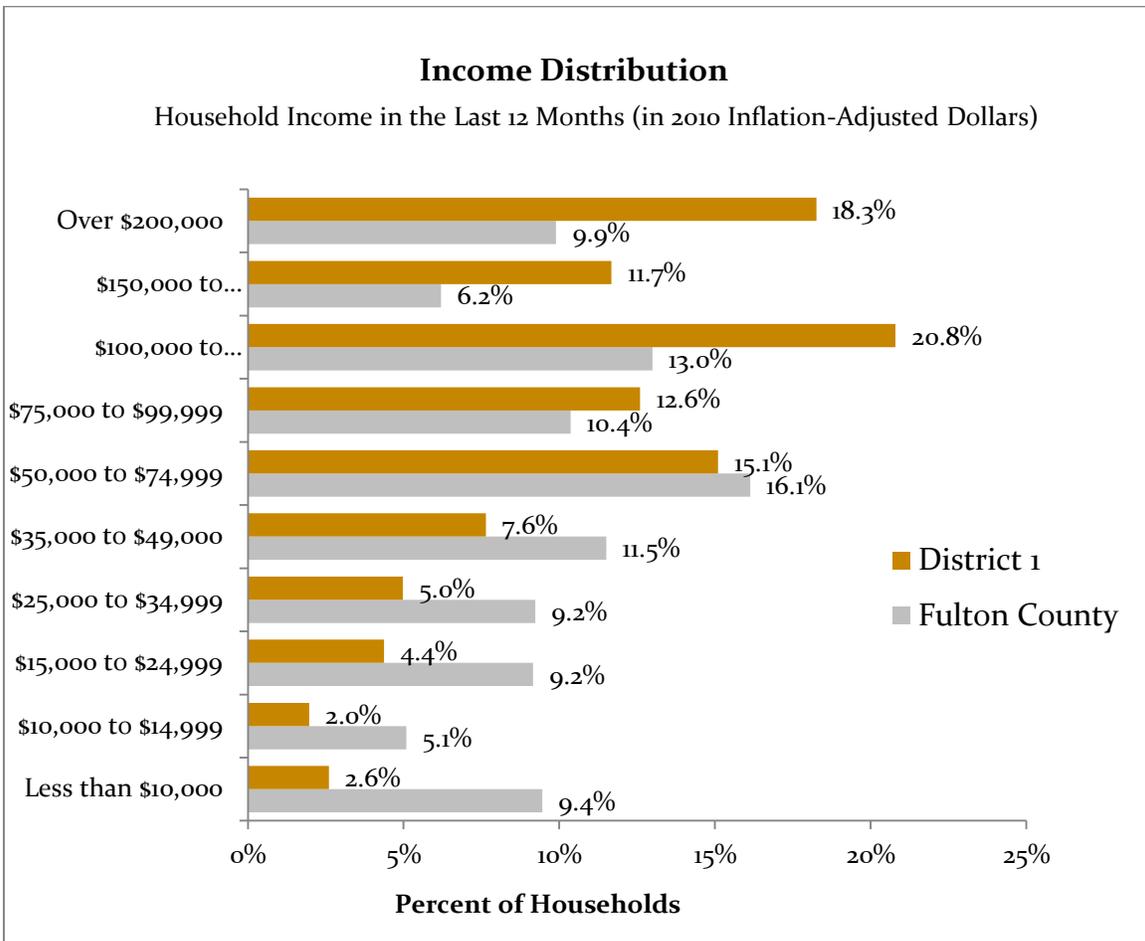
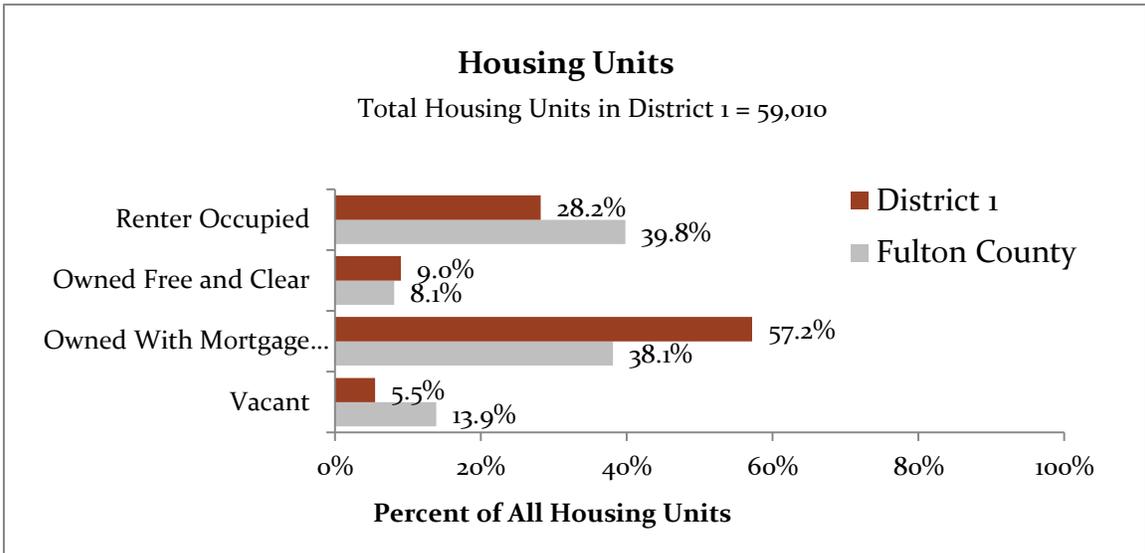


District 1 is located in north Fulton County and encompasses the city of Johns Creek and parts of the cities of Alpharetta, Roswell and Sandy Springs. The population according to the 2010 census was 153,878, 66.7% of which was white, 11.1% black, and 16.4% Asian.

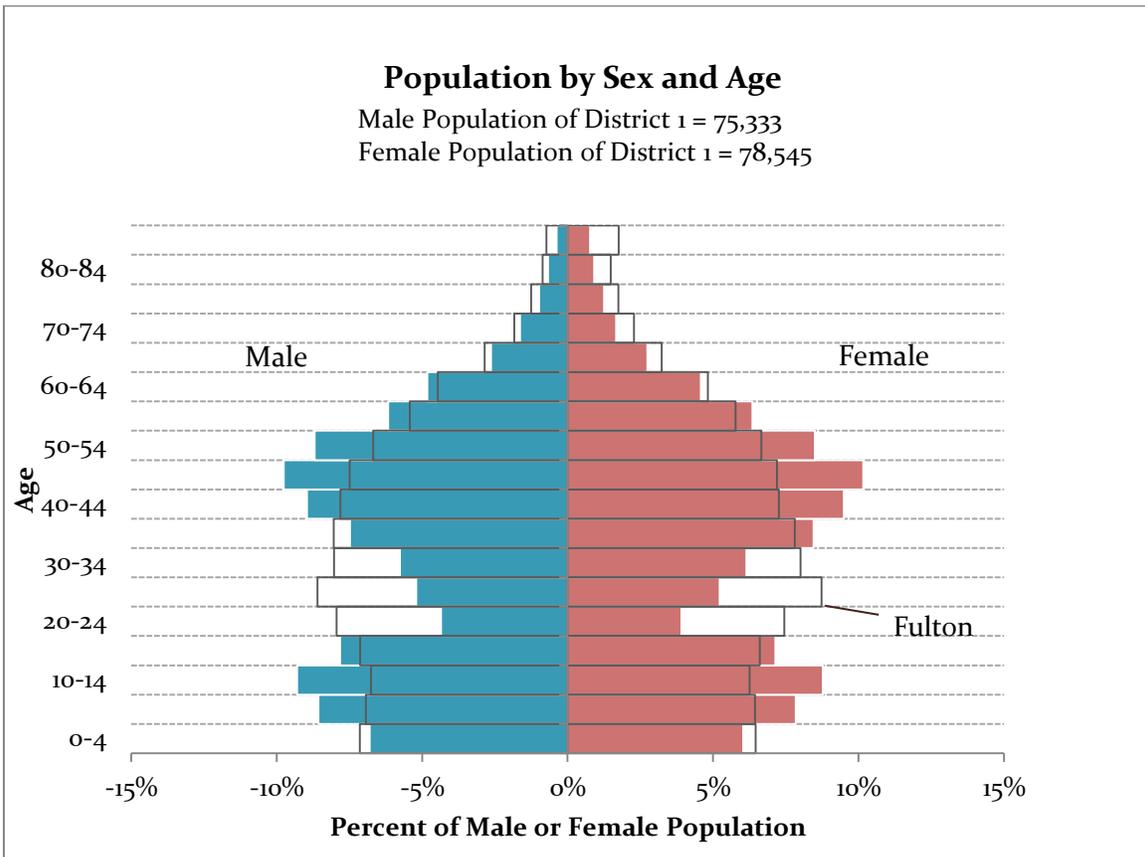
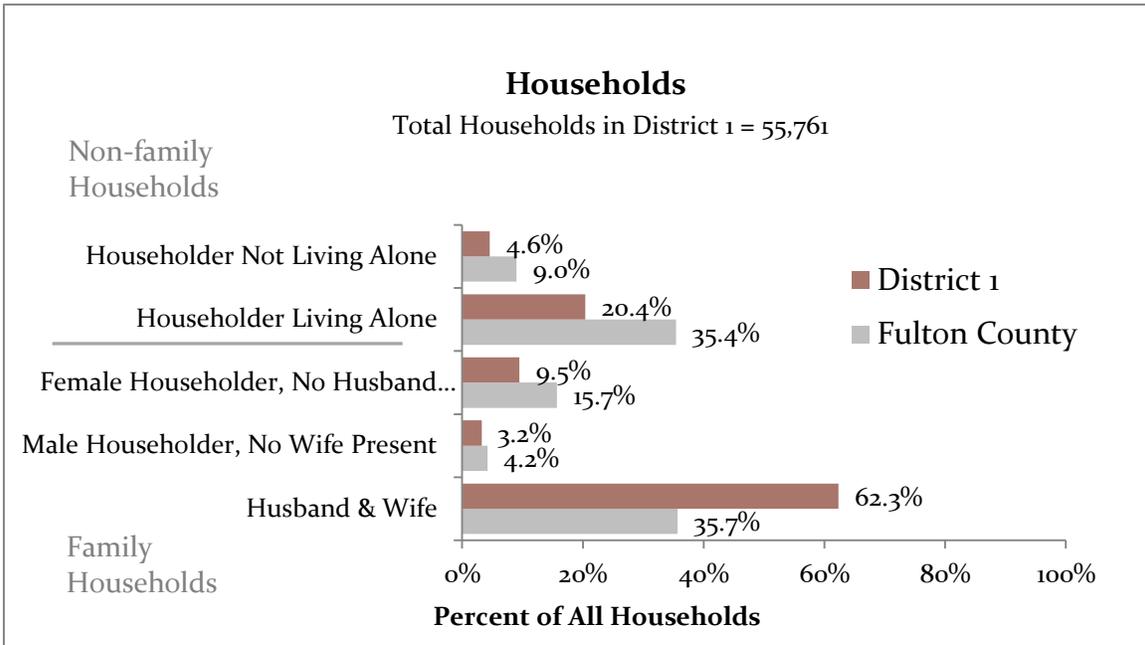
District 1 has the largest Asian population of all the districts. District 1 also has the highest proportion of high-income households with over half the households having an income of over \$100,000. The district has a relatively small number of young adults compared to other districts, but has a relatively high number of school-age children and middle-age adults. District 1 is dominated by husband-wife households (62.3%) and has the smallest proportion of households headed by a single adult of any district.



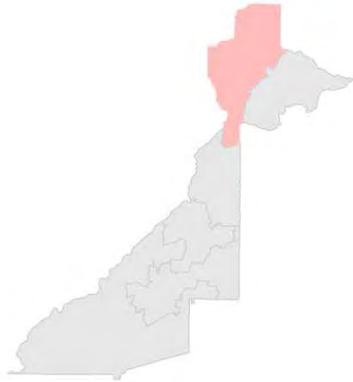
District 1



District 1



District 2

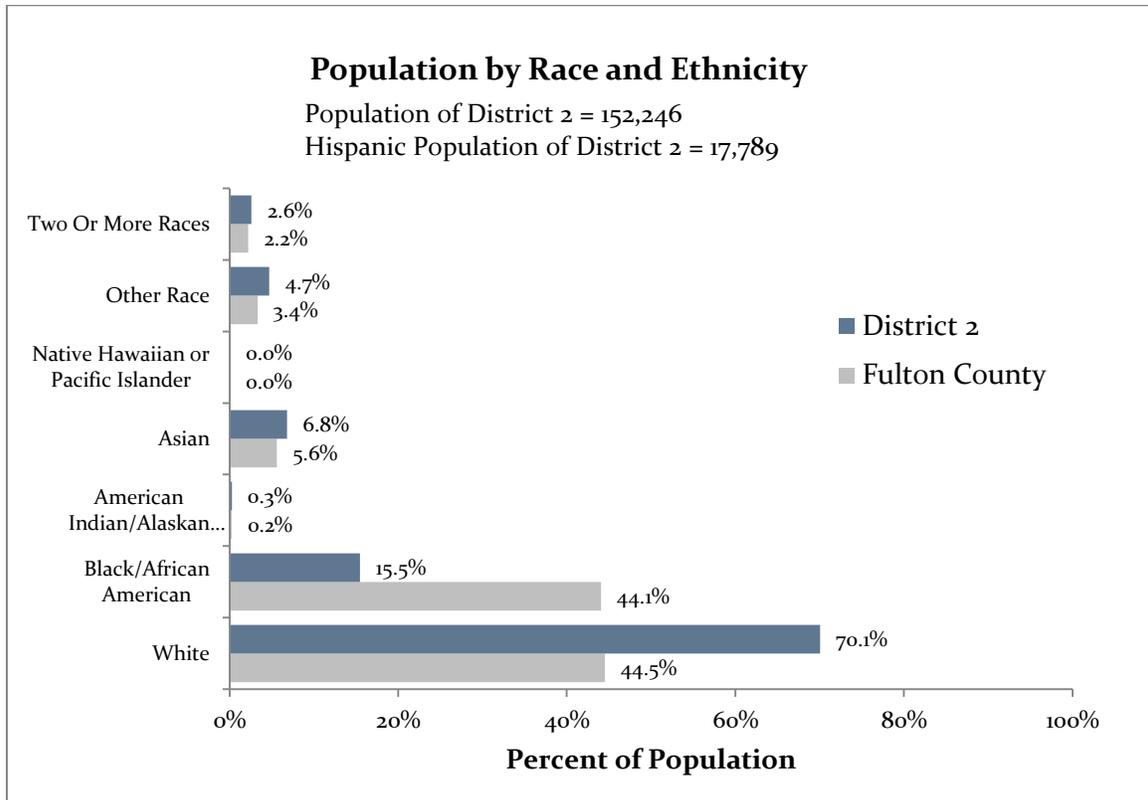


District 2 is located in north Fulton County and encompasses the city of Milton and parts of the cities of Alpharetta, Roswell and Sandy Springs. The population according to the 2010 census was 152,246, 70.1% of which was white, 15.5% black, and 6.8% Asian.

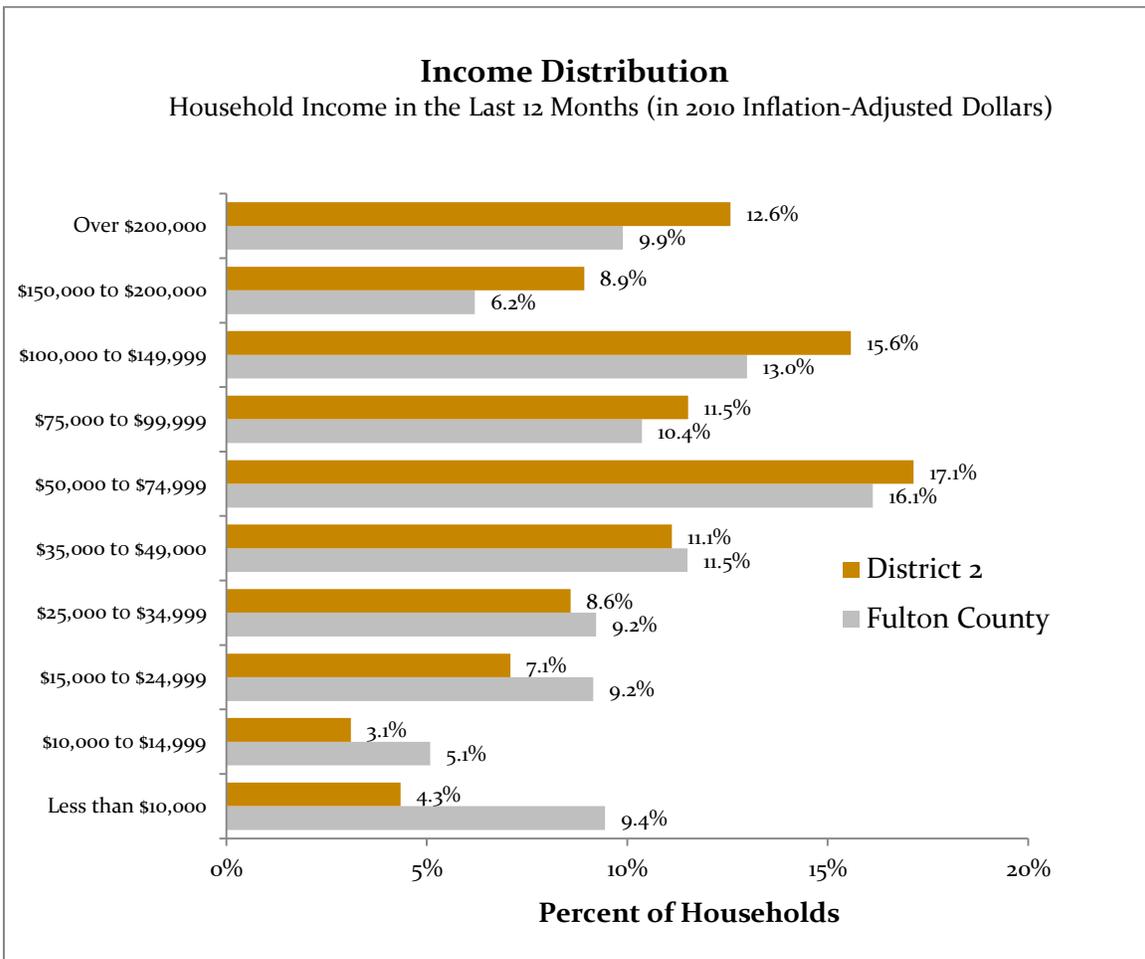
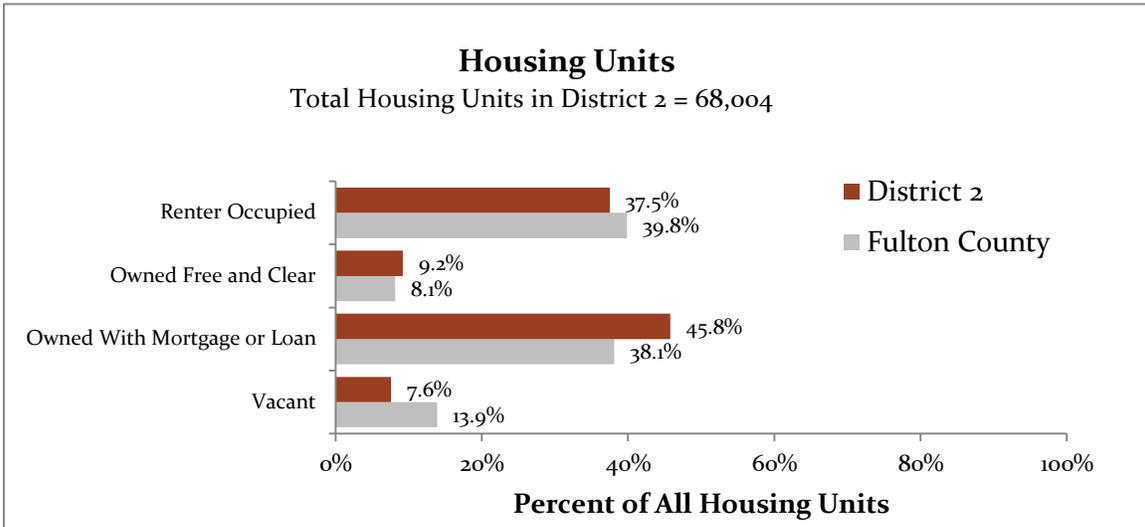
District 2 has a relatively high proportion of high-income households with over a third the households having an income of over \$100,000. The district's age distribution comes close to matching that of the

County as a whole.

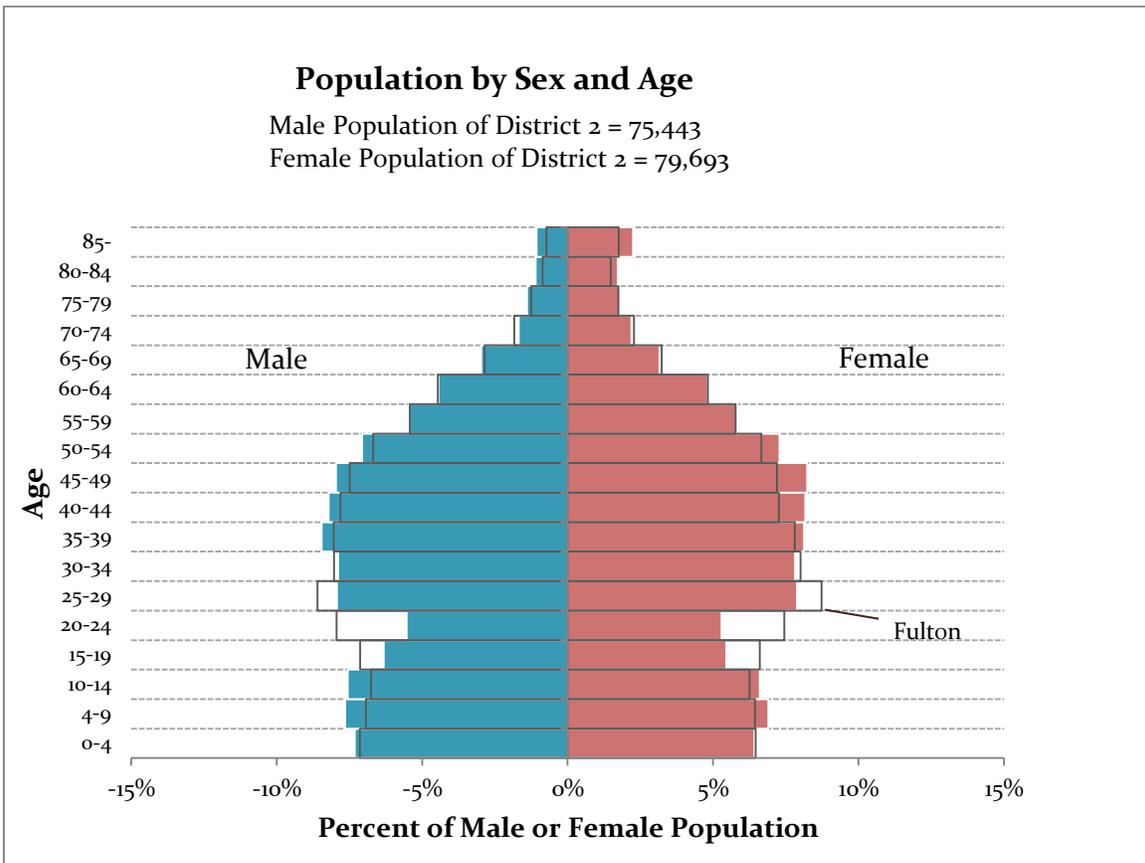
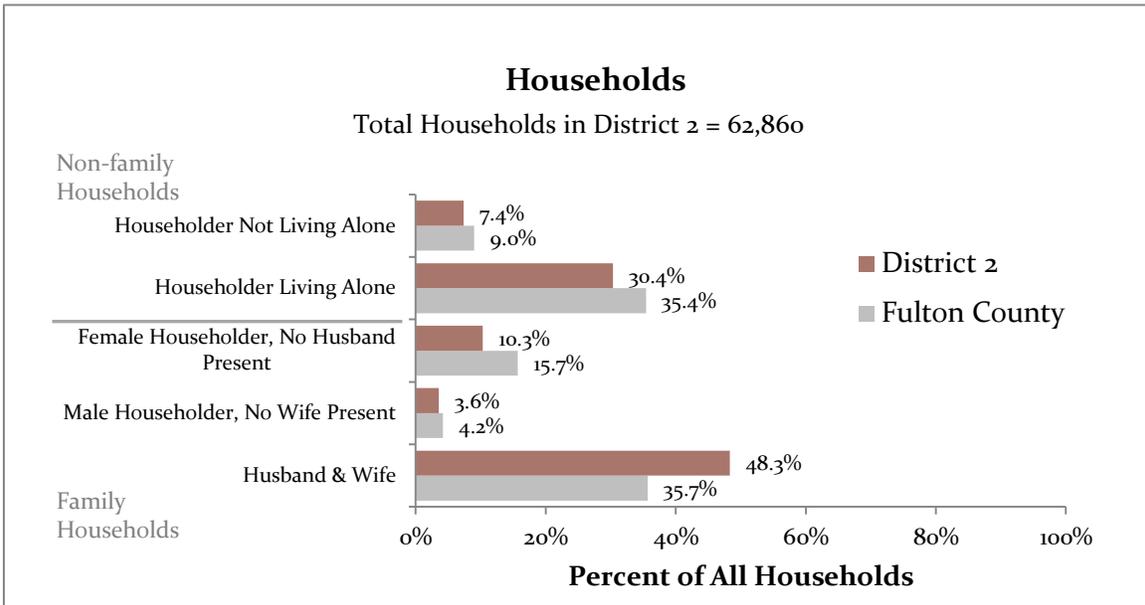
District 2 is second only to District 1 in the proportion of family households with a husband and wife (48.3%). About 14% of family households are headed by a male with no wife present or by a female with no husband present.



District 2



District 2



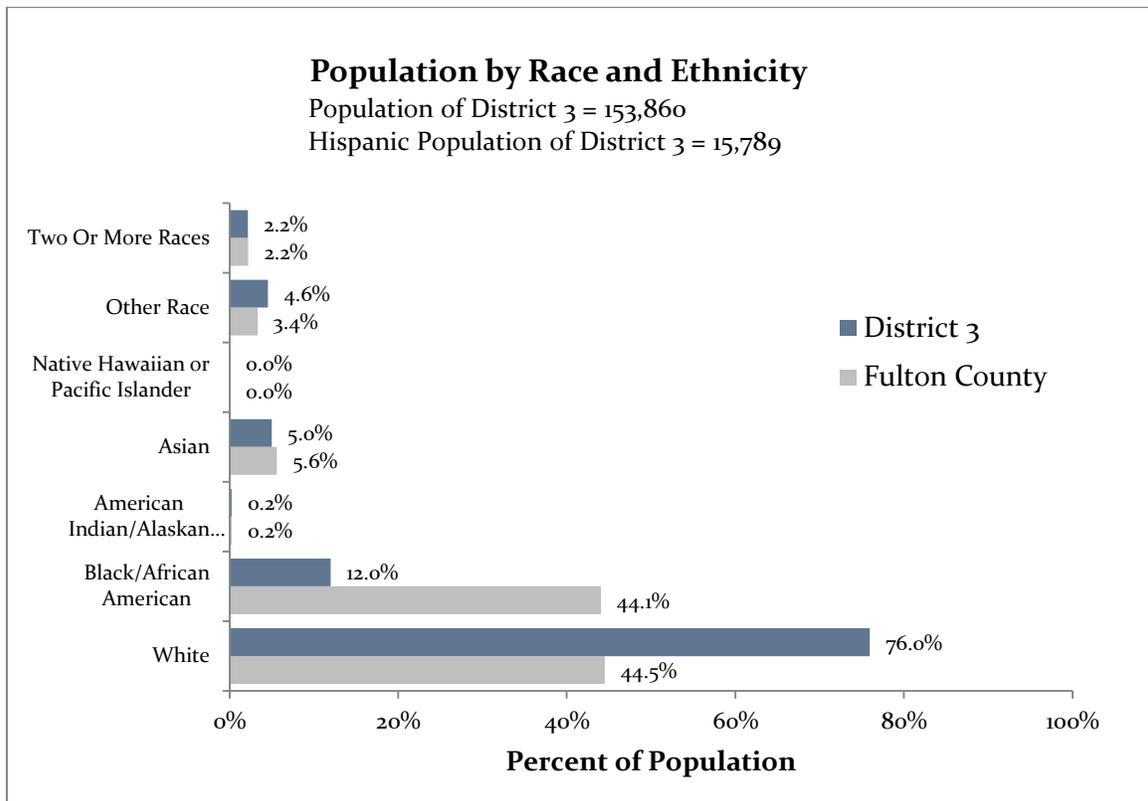
District 3



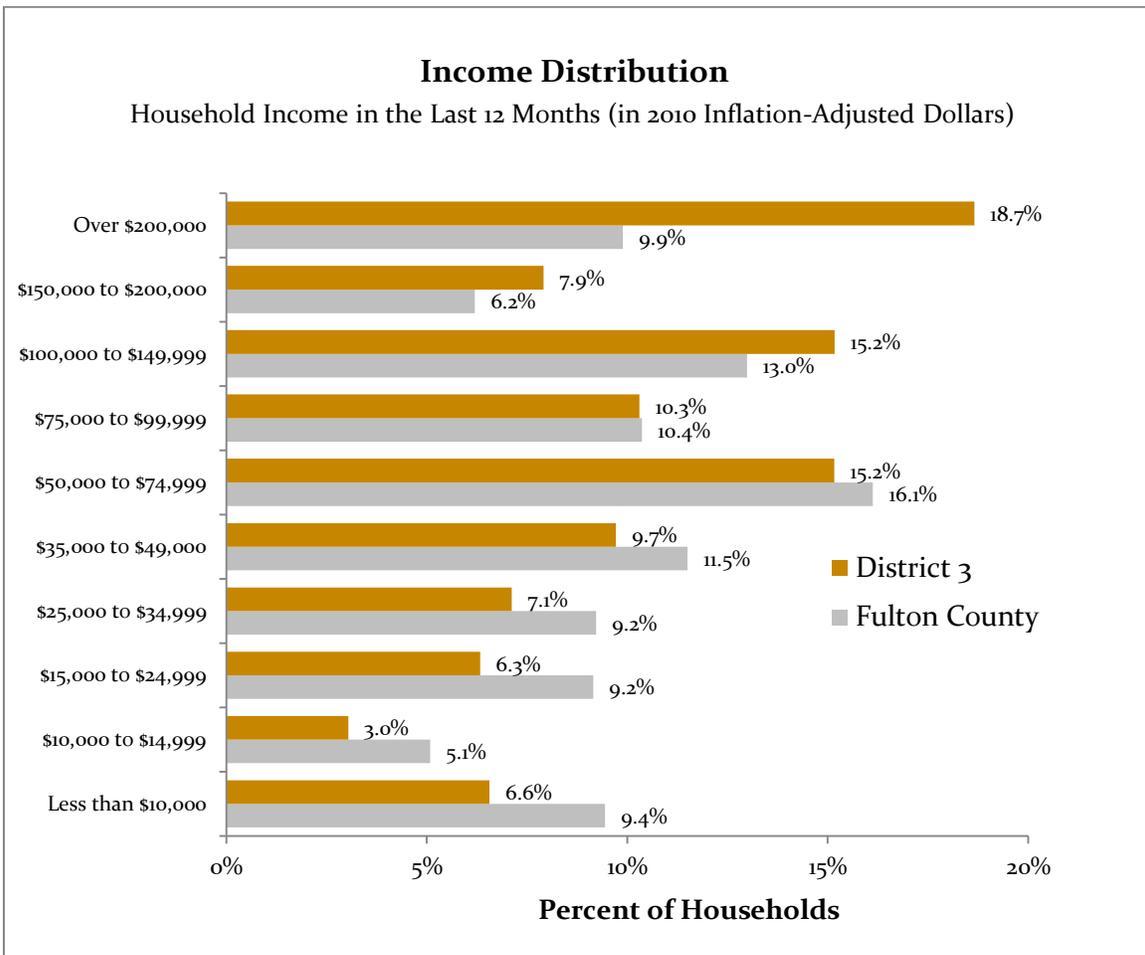
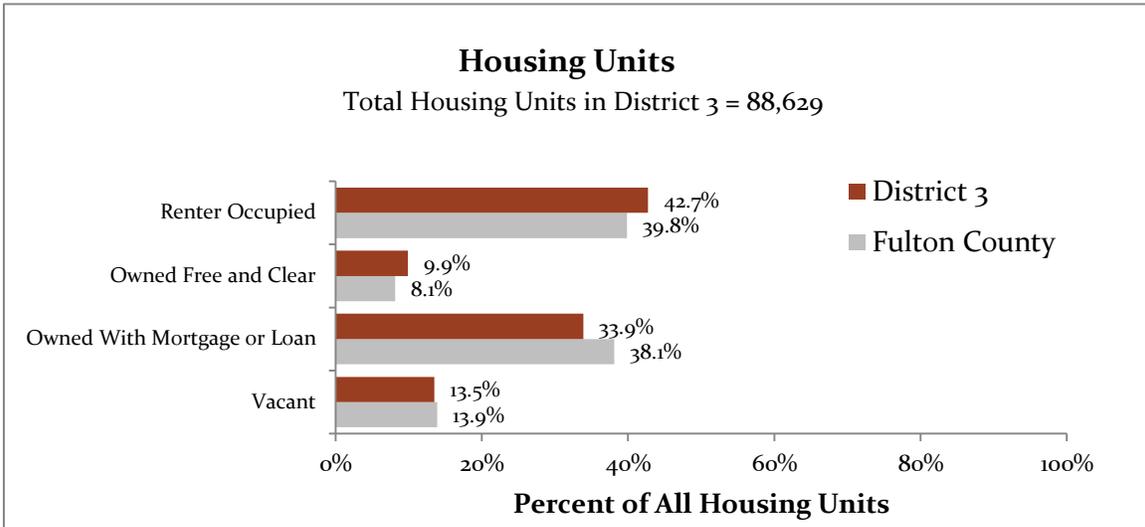
District 3 is located in central Fulton County and encompasses most of the city of Sandy Springs and the northern part of the city of Atlanta including Buckhead and Midtown. The population according to the 2010 census was 153,860, 76% of which was white, 12% black, and 5% Asian.

District 3 has the largest proportion of white residents of all the districts and is second only to District 2 in the number of Hispanic residents (about 10%). District 3 also has the highest proportion of very high-income households with 18.7% of the households having an income of over \$200,000.

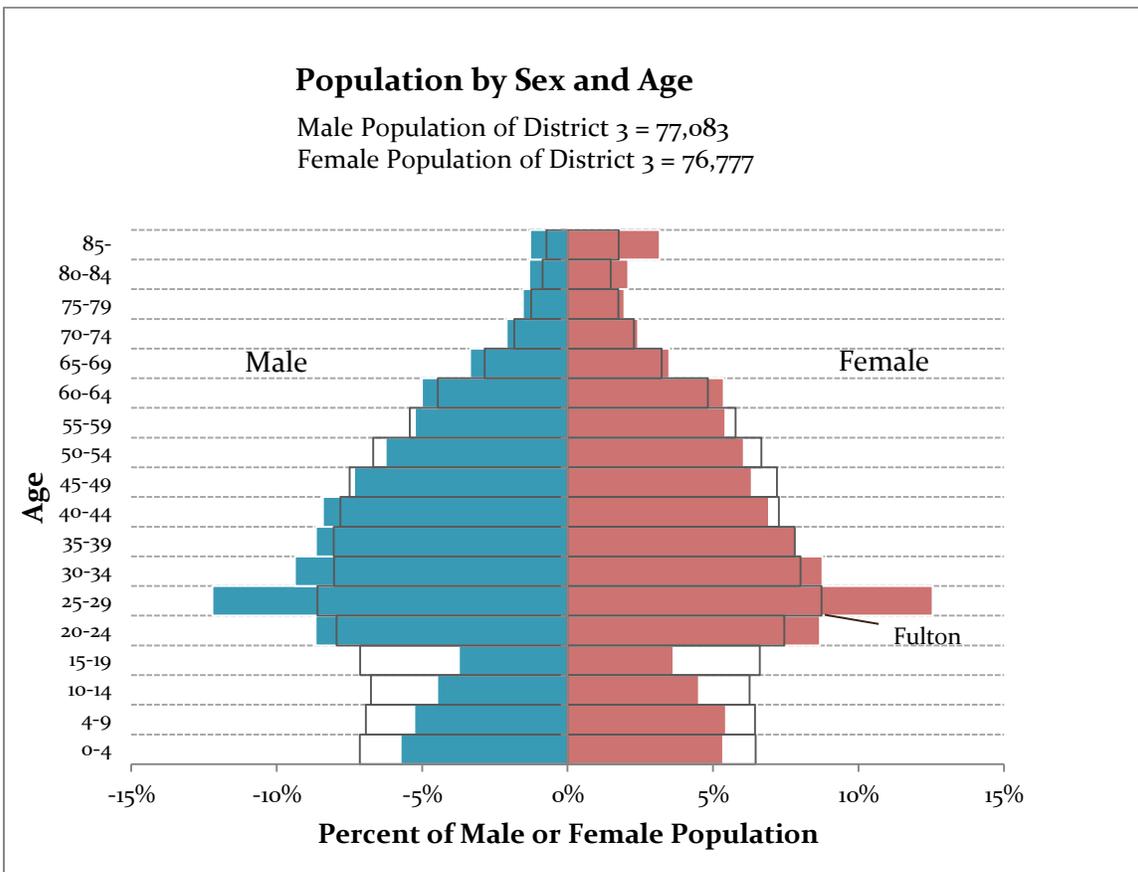
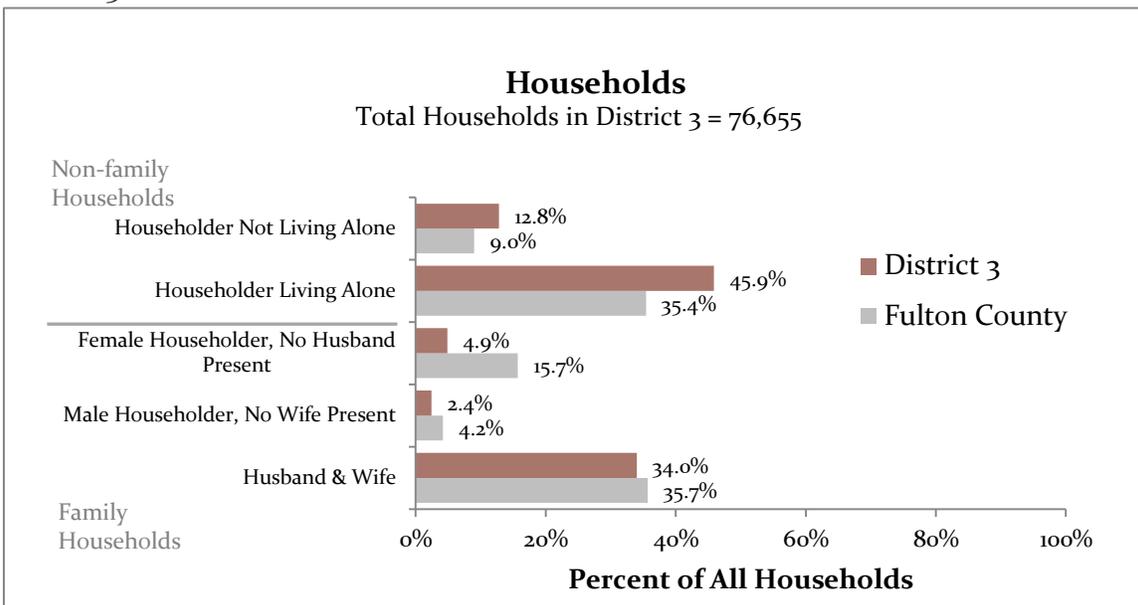
The district has a relatively small number of children and teenagers but has a very high proportion of young adults, especially between the ages of 25 and 30. District 3 ties District 4 for having the greatest proportion of households with a person living alone (45%).



District 3



District 3

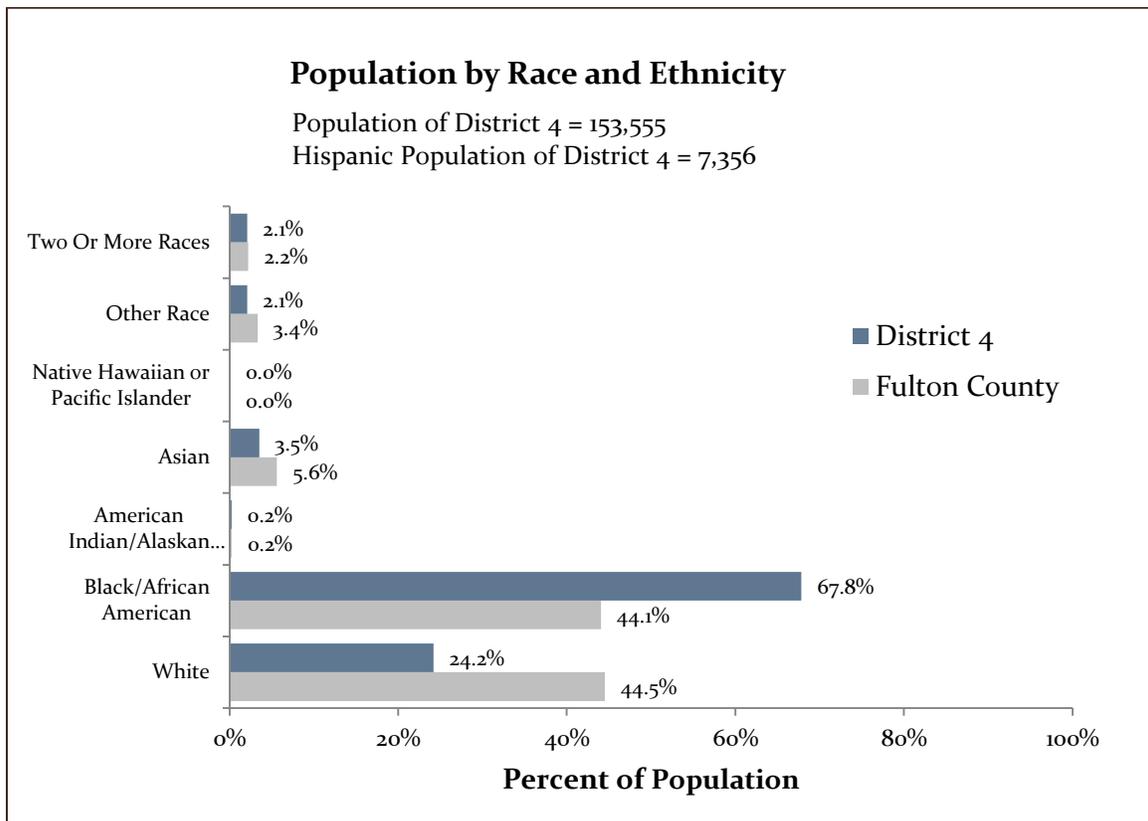


District 4

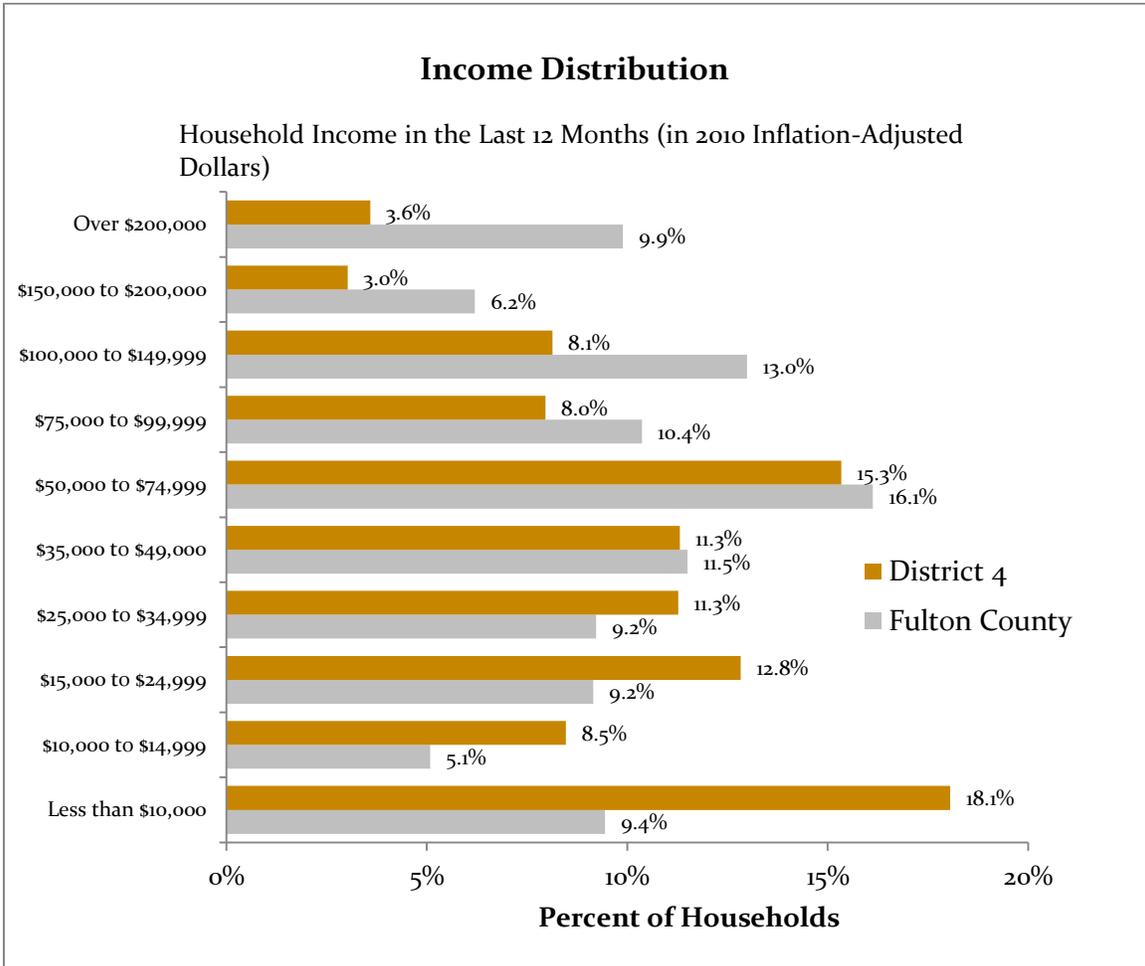
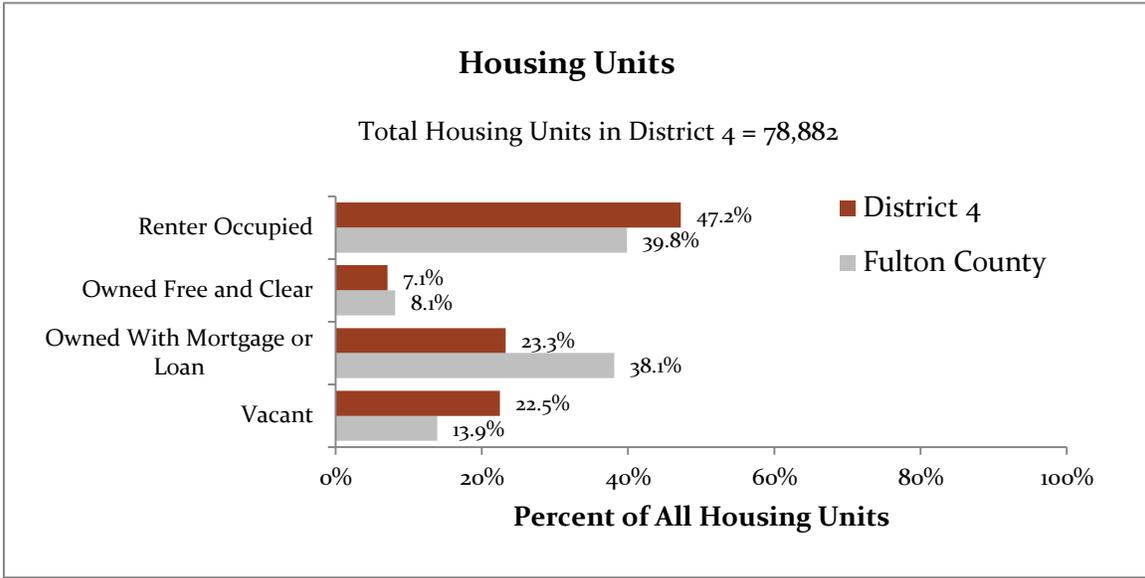


District 4 is located entirely within the city of Atlanta, including Downtown and much of the western area of the city. The population according to the 2010 census was 153,555, 67.8% of which was black and 24.2% white.

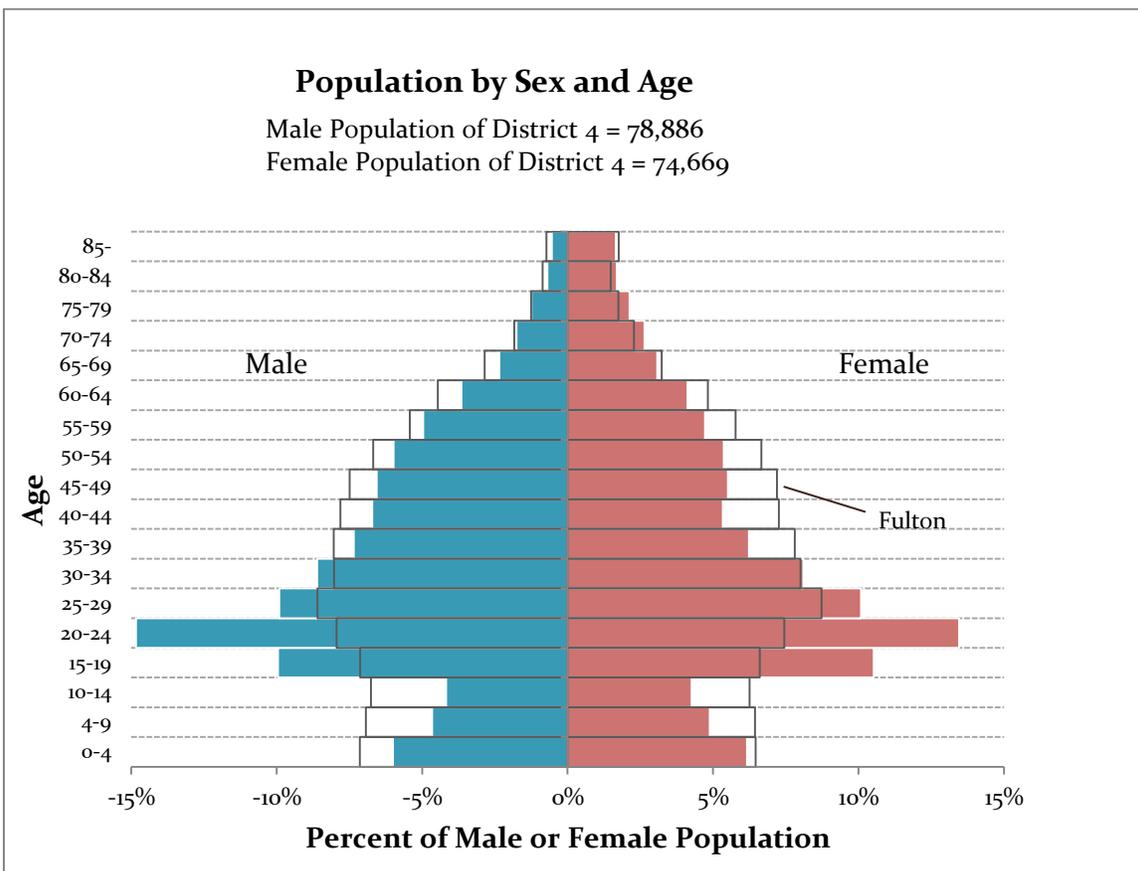
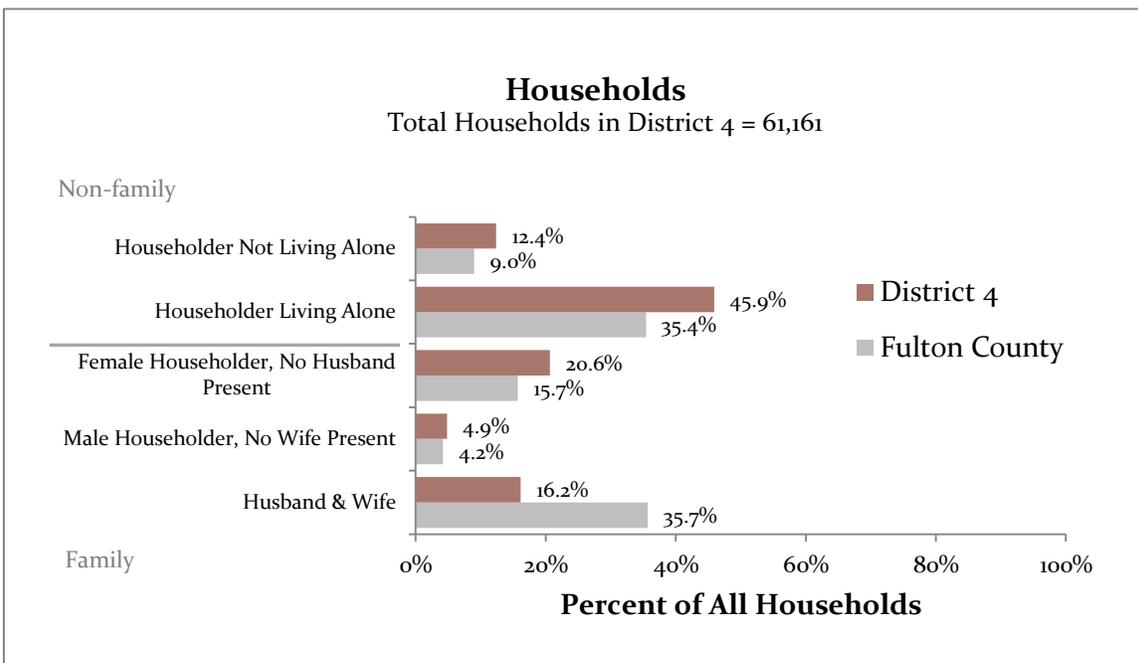
District 4 also has the highest proportion of very low-income households with 18.1% of the households having an income below \$10,000. The district has a relatively small number of children and younger teens, but has a very high proportion of college-age young adults, probably due to the presence of Georgia Tech, Clark Atlanta University, Spelman College and Morehouse College within the district. District 4 has the highest proportion of renters of all the districts (nearly 50%) and ties with District 3 for the greatest proportion of households with a person living alone (about 46%).



District 4



District 4



District 5

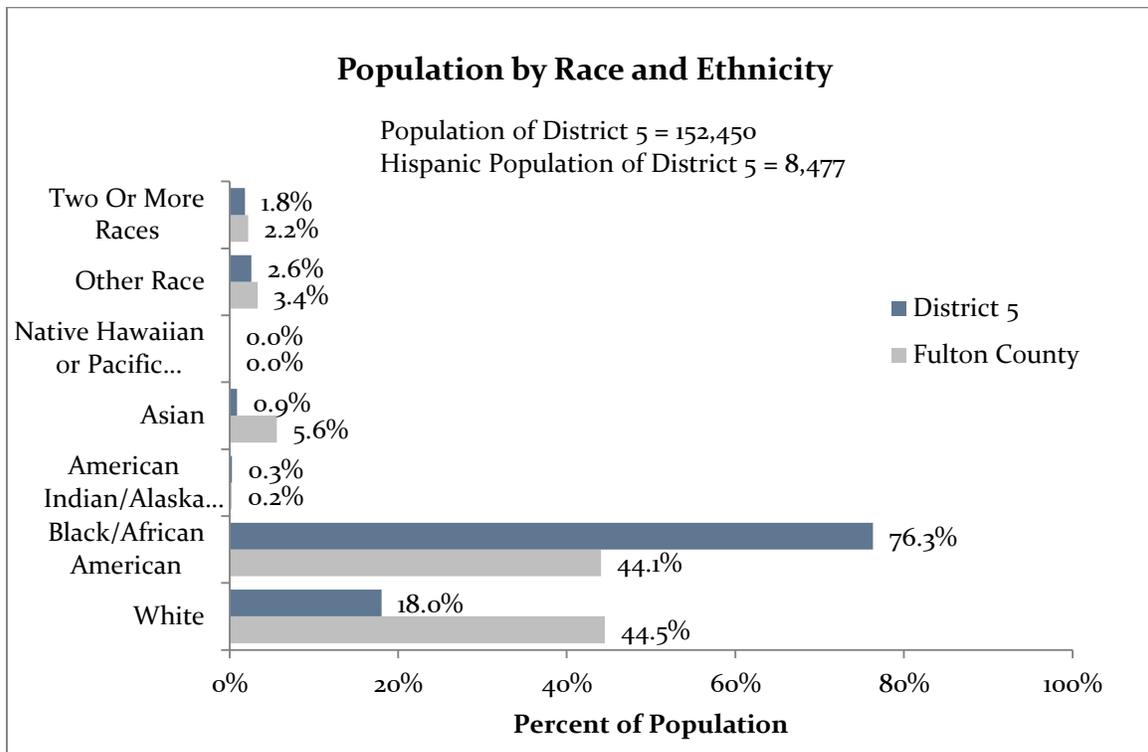


District 5 stretches from east Atlanta all the way to the unincorporated section of the County in the south. It encompasses all of southeast Atlanta, most of the city of East Point and a portion of southwest Atlanta. The population according to the 2010 census was 152,450, 67.8% of which was black, 24.2% white, and 3.5% Asian.

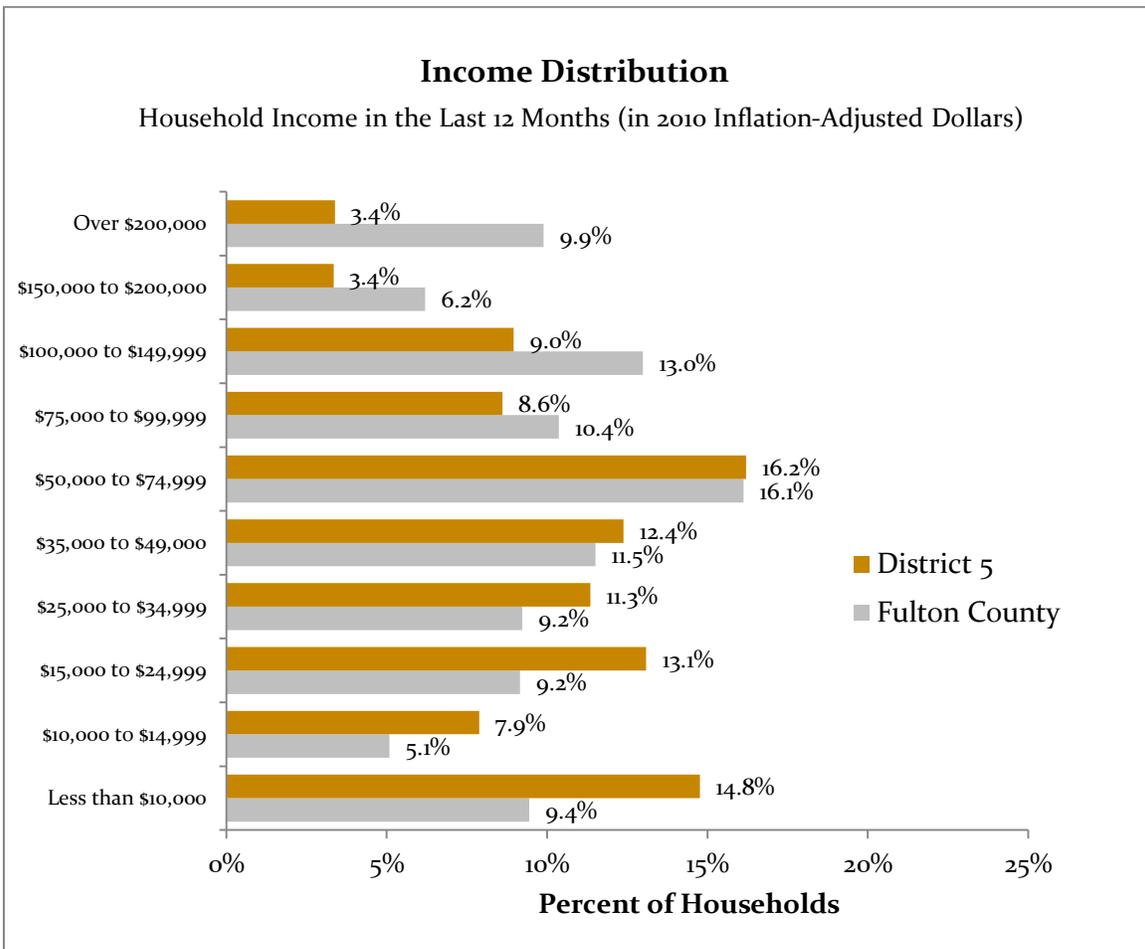
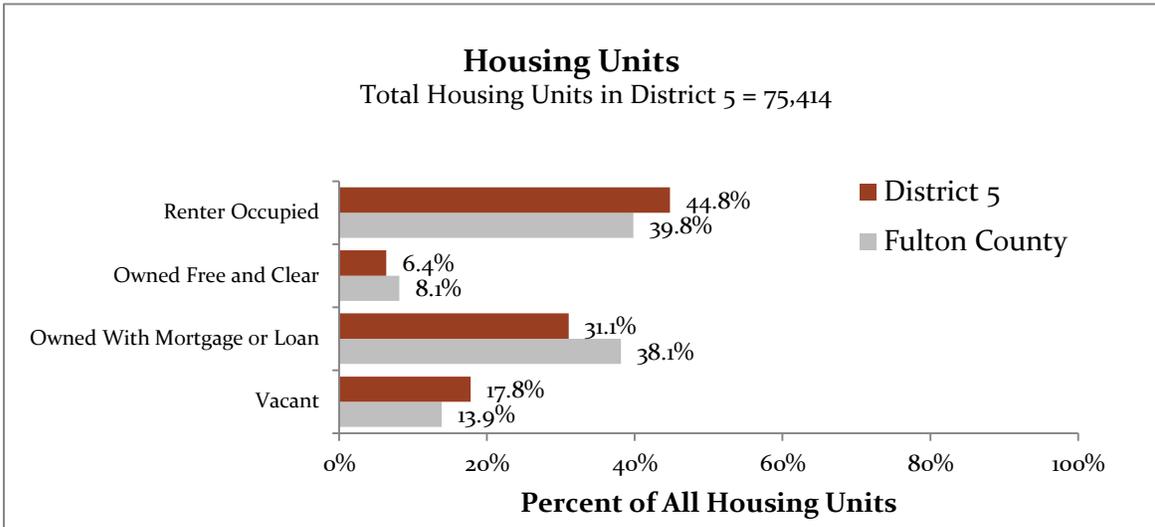
District 5 is second only to District 4 in the number of households earning less than \$10,000 (14.8%). The age distribution of residents in

District 5 is representative of the distribution for the County as a whole with the highest proportion of residents in the 25 to 40 year age bracket.

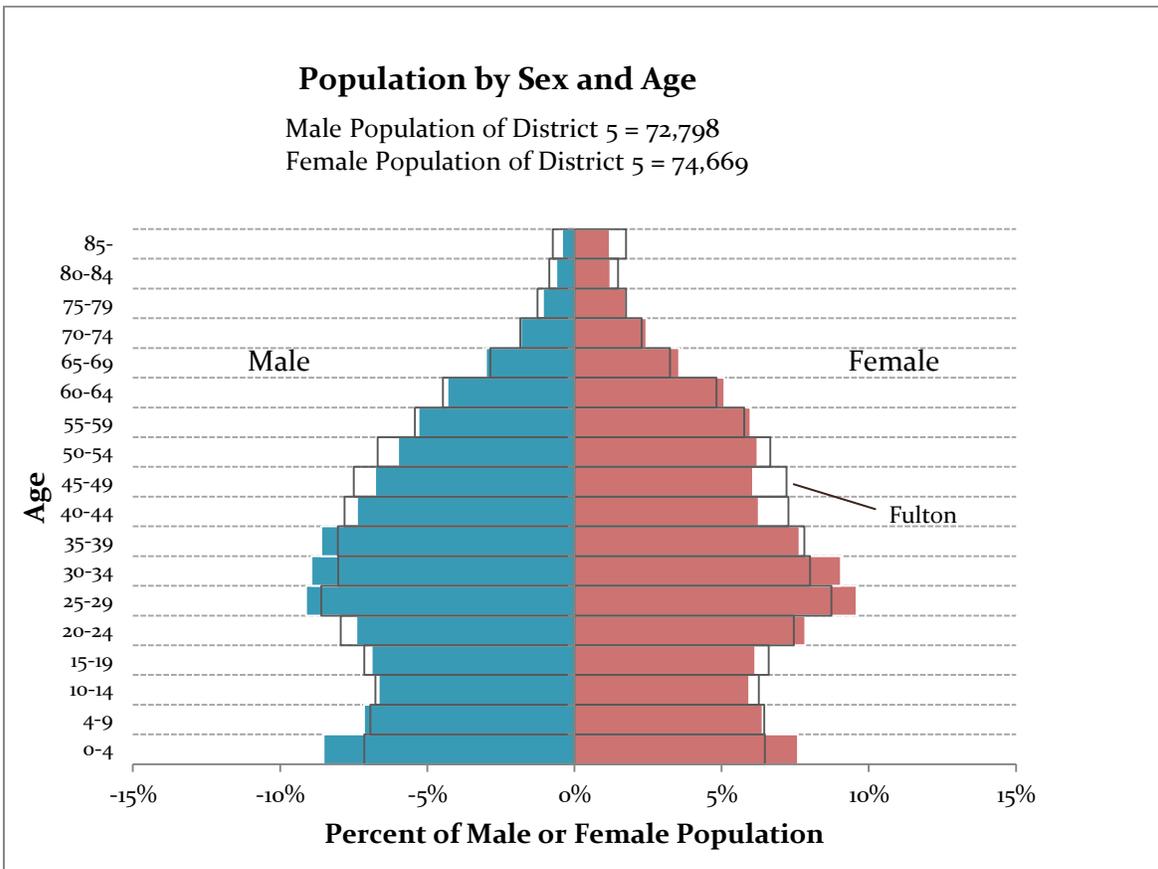
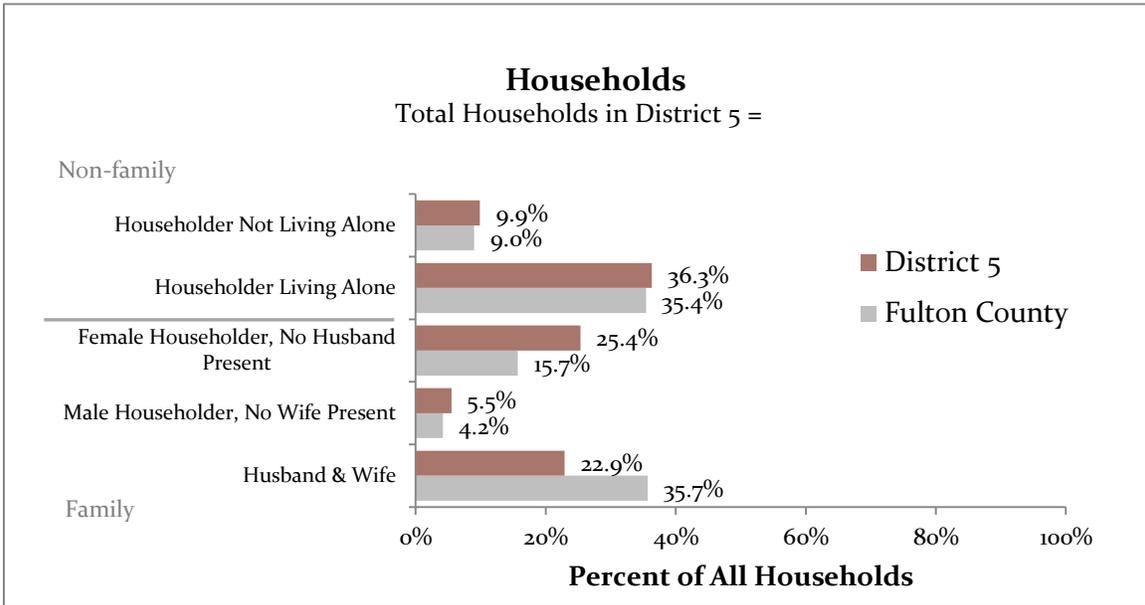
District 5 has the lowest proportion of households with both a husband and wife (22.9%) than any district other than District 4. District 5 is second only to District 4 in the proportion of renters (44.8%).



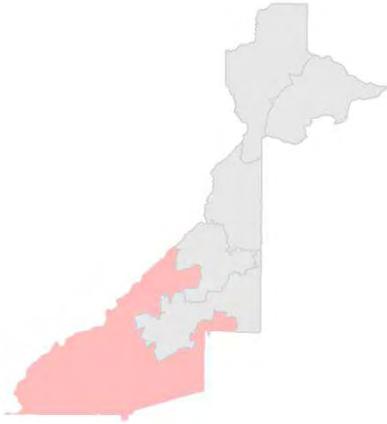
District 5



District 5

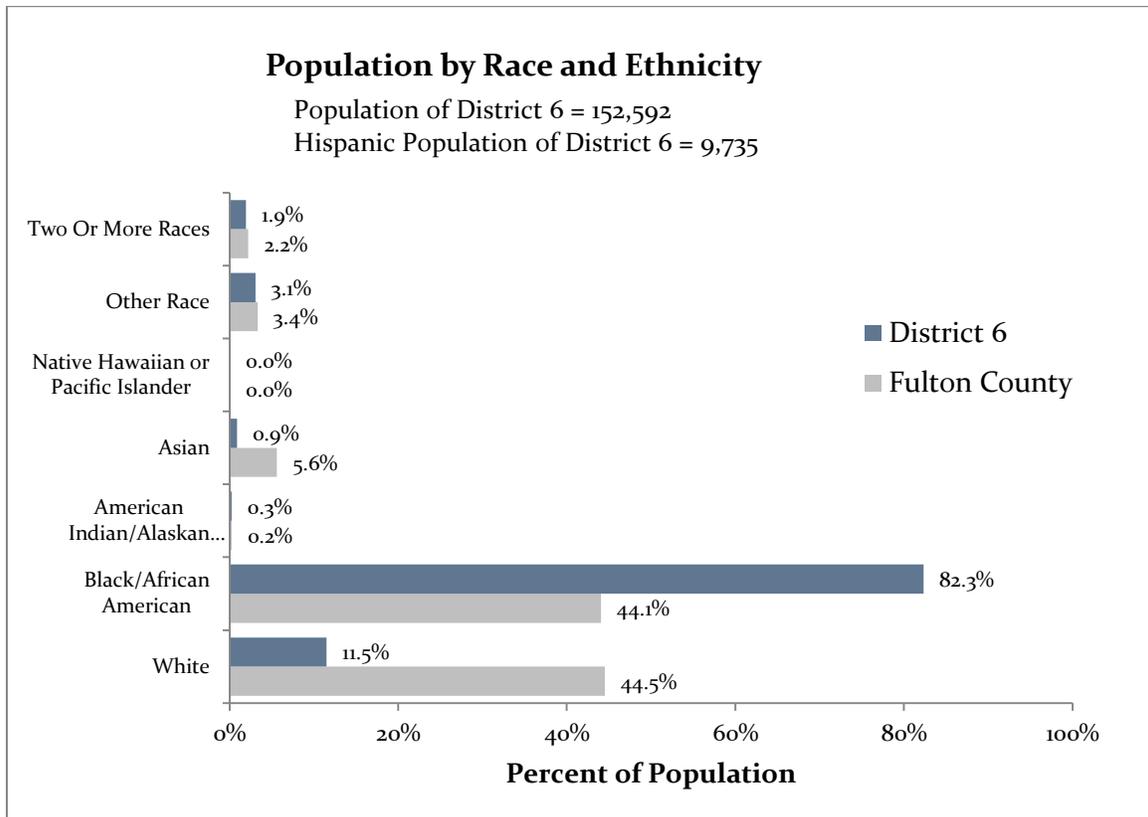


District 6

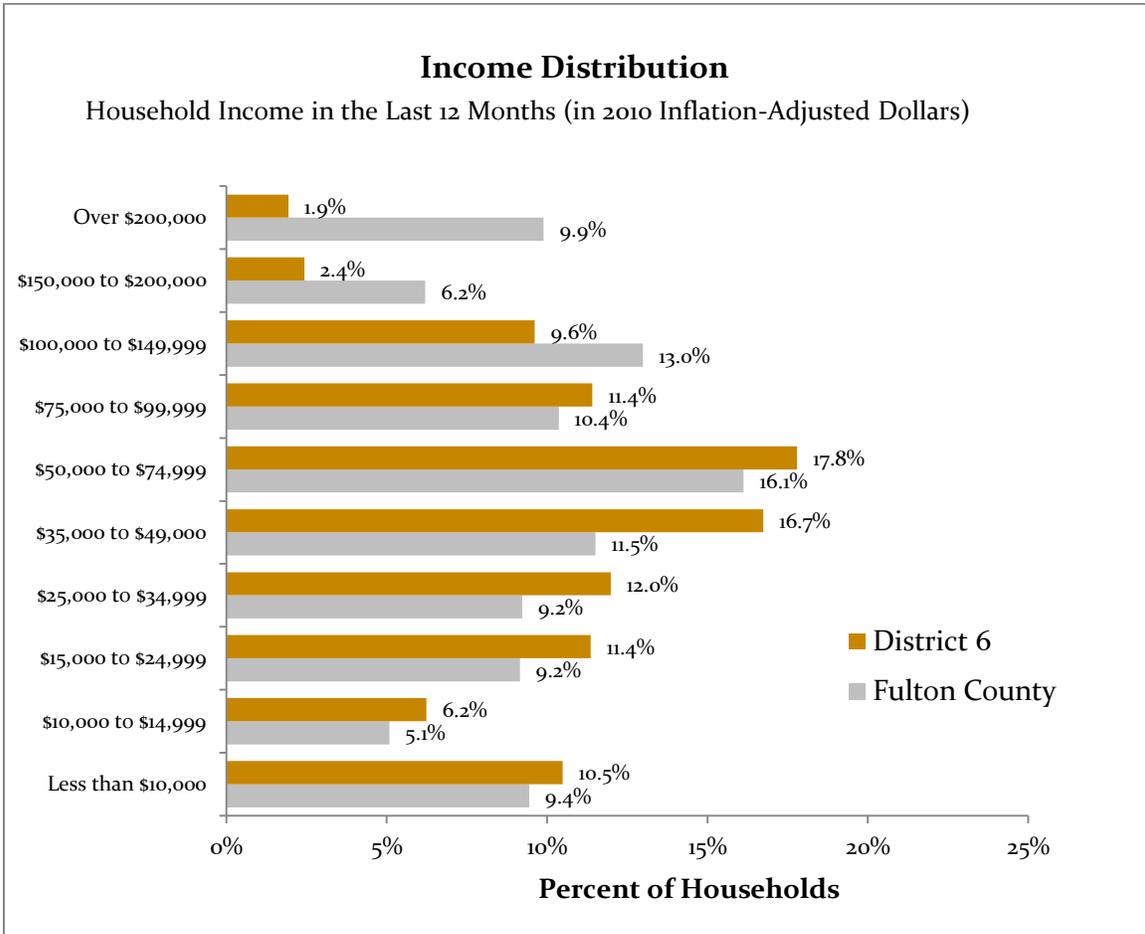
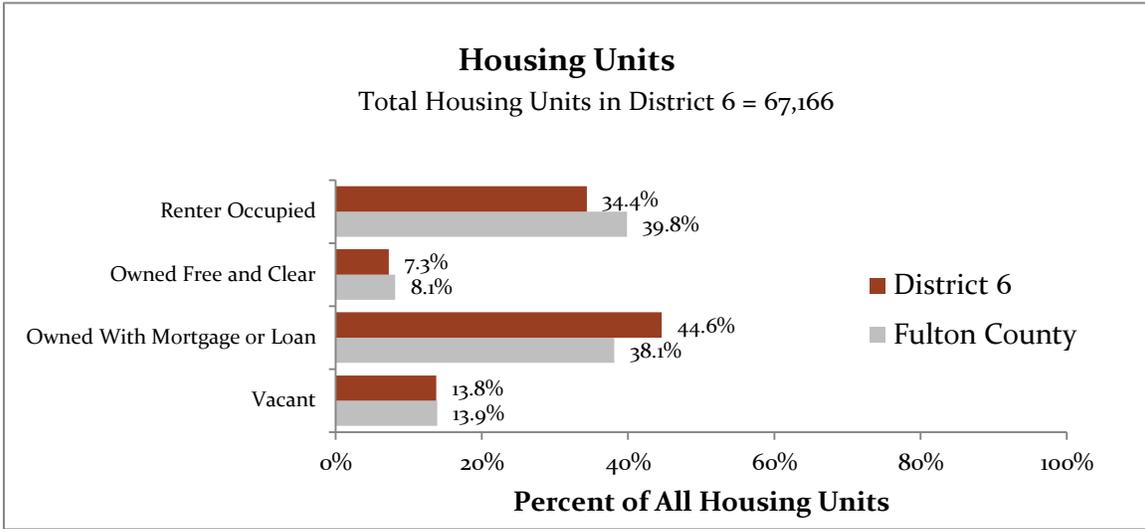


District 6 has the greatest geographic extent of any of the districts, reaching from west Atlanta down to Chattahoochee Hills, across the southern-most region of the County and back up through College Park to Hapeville. The population according to the 2010 census was 152,592, 88.2% of which was black and 11.5% white.

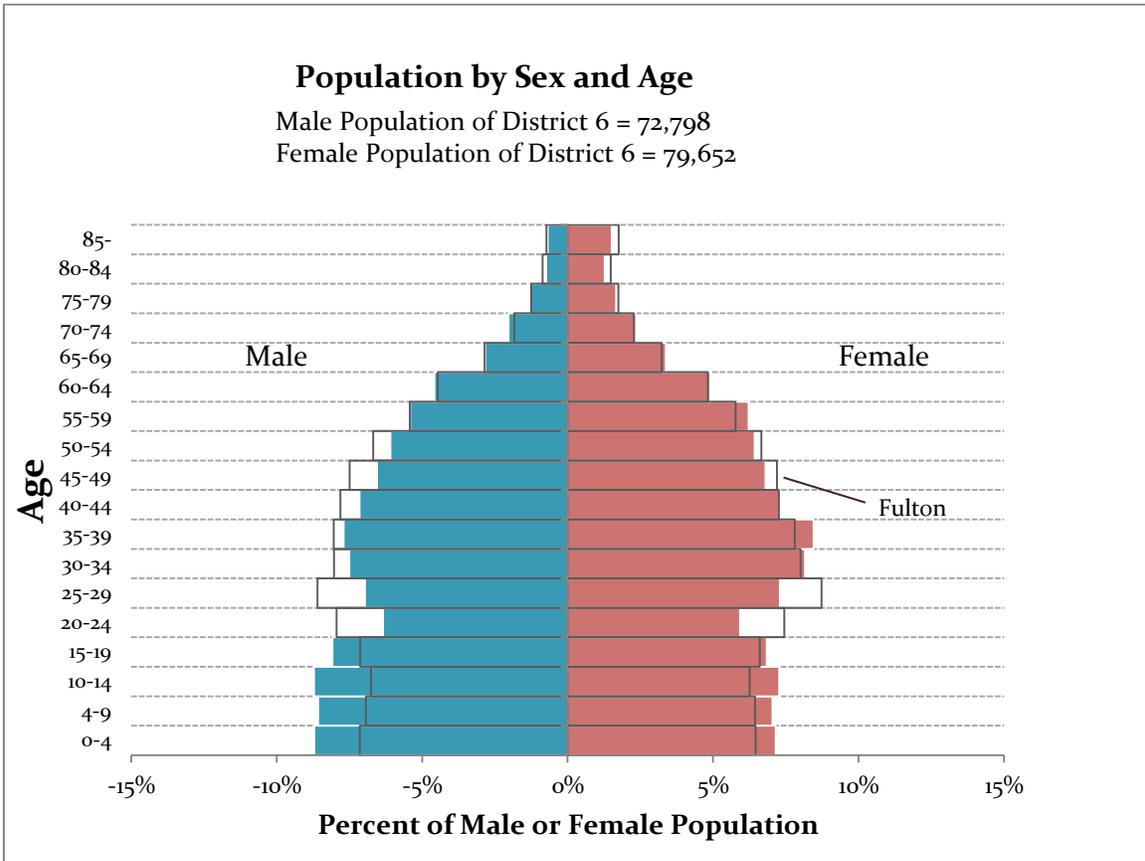
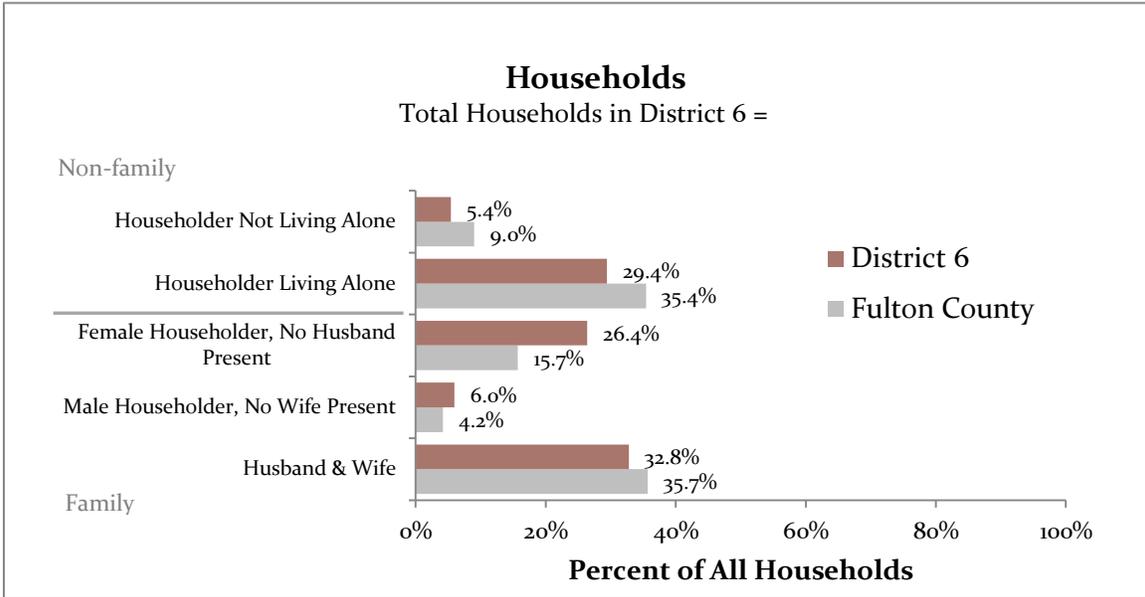
The district has a roughly normal distribution of incomes with over half the households having an income in the mid-range between \$25,000 and \$100,000. The district has a relatively young population with a high proportion below age 20, particularly males. About one third of the households are renting. Of all the districts, District 6 has the highest proportion of households headed by a female with no husband present. About a third of the households are families with both a husband and wife.



District 6



District 6





APPENDICES

The following pages include tables of “raw data” used to support summaries and conclusions made within the preceding sections of the Environmental Scan.



Table 1: Population Indicators								
Population Trends	Fulton County				ARC Core 10			
	2010	2013	% Change	% of Arc 10	2010	2013	% Change	% of Arc 10
Change in Population	920,581	984,293	6.47%		4,107,750	4,305,244	4.81%	100
2020 Forecast	977,294				4,514,056			
2030 Forecast	1,021,700				5,025,831			
2040 Forecast	1,175,962				5,659,746			
Population by Age Range	Fulton County				ARC Core 10			
	2010	2013	% Change	% of Pop (2013)	2010	2013	% Change	% of Pop (2013)
Under 5 yrs.	62,581	65,148	4.1%	6.6%	295,531	291,649	-1.31%	6.77%
5-9 yrs.	61,510	65,976	7.3%	6.7%	301,468	320,043	6.16%	7.43%
10-29 yrs.	273,646	286,191	4.6%	29.1%	1,174,188	1,200,805	2.27%	27.89%
30-44 yrs.	261,062	227,969	-12.7%	23.2%	959,250	968,548	0.97%	22.50%
45-64 yrs.	223,358	239,930	7.4%	24.4%	1,028,747	1,099,157	6.84%	25.53%
65 and over	83,424	99,079	18.8%	10.1%	348,566	421,042	20.79%	9.78%
Population by Race and Ethnicity	Fulton County				ARC Core 10			
	2010	2013	% Change	% of Pop (2013)	2010	2013	% Change	% of Pop (2013)
White	376,014	450,074	19.70%	45.73%	1,811,038	2,161,595	19.36%	50.21%
Black or African American	400,457	431,581	7.77%	43.85%	1,489,804	1,615,451	8.43%	37.52%
Asian	51,304	60,108	17.16%	6.11%	231,377	263,056	13.69%	6.11%
Other race	20,240	15,197	-24.92%	1.54%	95,002	154,182	62.29%	3.58%
Hispanic	72,566	75,465	3.99%	7.67%	480,529	506,035	5.31%	11.75%
Population by US Citizenship Status	Fulton County				ARC Core 10			
	2010	2013	% Change	% of Pop (2013)	2010	2013	% Change	% of Pop (2013)
US Citizen	806,650	813,070	0.80%	82.60%	3,474,604	3,469,654	-0.14%	80.59%
US Citizen - Naturalized	38,010	44,970	15.48%	4.57%	234,140	252,626	7.32%	5.87%
Not a US Citizen	81,537	77,689	-4.72%	7.89%	414,255	399,705	-3.64%	9.28%

Data Sources : 2010 Census, Fulton County Health & Human Services, GA Dept. of Community Health, Population Health Institute, Atlanta Regional Commission



Table 1: Population Indicators (continued)

Greenspace	Acres of Greenspace	Total Acres	Total Population	% of Total Land as Protected Greenspace	Acres of Greenspace per 1,000 Population
Fulton County	10,498	342,095	920,581	3.10%	11.4
Cherokee	49,496	95.30%	2,441	4.70%	49,496
Clayton	82,224	95.10%	4,237	4.90%	82,224
Cobb	227,546	95.80%	9,976	4.20%	227,546
DeKalb	249,476	95.50%	11,755	4.50%	249,476
Douglas	32,805	94.20%	2,020	5.80%	32,805
Fayette	31,515	96.30%	1,211	3.70%	31,515
Gwinnett	202,343	96.50%	7,339	3.50%	202,343
Henry	41,224	95.50%	1,942	4.50%	41,224
Rockdale	24,054	95.90%	1,028	4.10%	24,054
Type of Household (2013)	Fulton County		ARC Core 10		
Total Households	379,281		1,534,122		
Ave Size	Household – 2.50	Family – 3.50	Household – 2.76	Family – 3.54	
Type of Household	#	%	#	%	
Family	208,849	57.1%	998,183	69.00%	
Own children under 18	109,215	51.0%	533,295	34.80%	
Married-couple	140,264	37.3%	693,964	49.10%	
Own children under 18	65,699	17.6%	335,505	23.80%	
Male householder, family	14,268	4.0%	73,638	9.80%	
Own children under 18	7,466	1.6%	41,698	2.30%	
Female householder, family	54,317	16.0%	230,581	15.00%	
Own children under 18	36,050	10.0%	156,092	8.80%	
Educational Attainment (population 25 years and over)		Fulton County	ARC Core 10	Georgia	US
Less than 9th Grade		3.50%	5.40%	5.60%	5.80%
9th to 12th grade, no diploma		6.30%	6.40%	9.00%	7.60%
High school grad (includes equivalency)		19.70%	23.50%	28.60%	27.80%
Some college, no degree		18.90%	21.90%	21.20%	21.10%
Associate's degree		5.30%	7.50%	7.40%	8.10%
Bachelor's degree		28.40%	23.10%	17.80%	18.40%
Graduate or professional degree		17.90%	11.70%	10.60%	11.20%
% HS grad or higher		90.20%	87.80%	85.50%	88.60%
% bachelor's or higher		46.30%	34.90%	28.30%	32.90%

Data Sources : 2010 Census, Fulton County Health & Human Services, GA Dept. of Community Health, Population Health Institute, ARC



Table 2: Economic Indicators								
Total Housing Units	Fulton County			ARC Core 10				
(2000:2010 Comparison)	2000	2010	2013	2000	2010	2013		
Total Units	348,632	437,105	441,090	982,632	1,272,340	1,722,701		
Occupied	321,090	376,347	379,281	940,683	1,152,044	1,534,122		
% Occupied	92.10%	86.10%	86.00%	95.70%	90.50%	89.10%		
Vacant	27,542	60,758	61,809	41,949	120,296	188,579		
% Vacant	7.90%	13.90%	14.01%	4.30%	9.50%	10.90%		
Real Estate 'Health'	Fulton County			ARC Core 10				
Building Permits	2008	2009	2010	2013	2008	2009	2010	2013
Total Housing Permits	4,667	1,529	1,671	6,530	9,785	2,622	1,201	
Single-Family Permits	2,211	775	790	1,590	5,220	2,331	1,388	
Multi-Family Permits	2,456	754	881	4,940	4,565	291	590	
Construction Cost			\$188.5M			\$653.1M		
Foreclosures								
Foreclosures (Sept 2011)				1,477				7,466
Foreclosures (YTD)				12,851				No data
Avg. Sales Price				\$156,410				\$284,278
Avg. Foreclosure Sales Price				\$113,613				\$273,151
Monthly Owner Costs								
Units with Mortgage			148,900	No data		613,397		No data
Median Home Value			\$252,700	No data		\$176,711		No data
Median Cost With Mortgage			\$1,891	No data		\$1,539		No data
Median Real Estate Taxes Paid			\$2,954	No data		\$1,941		No data
Ratio of Value to Income (3.0 or more)			40.80%	No data		36.10%		No data
Case-Shiller Home Price Index (August 2011, ARC Core 10)								
Current Index	102.11 (1999 = 100)							
Year to Date Change (%)	-6.30%							
Prices at This level In	3/1/2000							
Change From Peak	Down 25.2% in 49 months							
Low-Tier Under	\$128,880							
Mid-Tier	\$128,880 to \$240,386							
Hi- Tier Over	Over \$240,386							
Data Sources : 2010 Census, Fulton County Health & Human Services, GA Dept. of Community Health, Population Health Institute, Atlanta Regional Commission								



Table 2: Economic Indicators (continued)

Labor Force Activity	Fulton	Metro Atlanta	Combined
Labor Force	467,937	1,756,751	2,224,688
Employed	427,811	1,623,493	2,051,304
Unemployed	40,126	133,258	173,384
Unemployment Rate	8.60%	7.80%	8.20%
Average Weekly Hours	32.3		
Percentage of Jobs held by age group	Metro Atlanta 2000	Metro Atlanta 2008	Metro Atlanta 2013
14-24 yrs old	11.50%	11.00%	9.90%
25-34 yrs old	27.20%	23.2	21.90%
35-54 yrs old	50.40%	50.00%	49.60%
55-64 yrs old	8.80%	12.60%	14.80%
65+ yrs old	2.10%	3.00%	3.80%
Job Creation: Five Highest Paying Industries - Metro Atlanta	Avg Monthly Pay	Employment per 1,000 Jobs	
Management Occupations	\$9,629	62.9	
Legal Occupations	\$8,949	9.4	
Computer and Mathematical Occupations	\$6,703	40.1	
Architecture and Engineering Occupations	\$6,417	15.2	
Healthcare Practitioners and Technical Occupations	\$6,377	49.2	
Business Financial Operations Occupations	\$6,108	68.2	
Job Creation: Five Lowest Paying Industries - Metro Atlanta	Avg Monthly Pay	Employment per 1,000 Jobs	
Production Occupations	\$2,676	56	
Farming, Fishing, and Forestry Occupations	\$2,387	0.7	
Healthcare Support Occupations	\$2,327	20.6	
Building and Grounds Cleaning and Maintenance Occupations	\$2,105	26.5	
Personal Care and Service Occupations	\$1,982	22.1	
Food preparation and serving related occupations	\$1,681	88.1	
Metro Atlanta Counties with the Highest Weekly Wage	Weekly average wage		
Fulton	\$1,290		
DeKalb	\$994		
Gwinnett	\$958		
United States	\$1,000		
Data Sources: Atlanta Regional Commission, Georgia Department of Labor Area Labor Profile, Bureau of Labor Statistics			



Table 2: Economic Indicators (continued)

Indicator	Latest (14-Q2)	Last 12 Months	Grade	Comments
Jobs Added				
Civilian Employment	-41,400	16,900	C	Data anomalies are at play
Total Non-Farm Jobs	31,700	85,200	A	Strong quarterly growth
Manufacturing	3,100	8,800	A-	Good job gains despite global slowdown
Financial Jobs	500	2,100	B-	Healthy pick-up from previous quarter
Business Services Jobs	13	27,400	A-	Corporate hiring was reasonable
Healthcare Jobs	700	5,100	B-	Sector is adjusting to new requirements
Hospitality Jobs	1,700	17,200	B	Summer tourism didn't translate into more jobs
Information Technology	900	1,600	B+	The trend is positive
Construction Activity				
Jobs Added	1,600	6,700	B	Multifamily building is ramping up
Housing Permit Growth*	4.20%	15.90%	B	Immune to market volatility
Georgia's Fiscal Health				
Tax Collections	4.70%	5.00%	A	Tax Collections continue to rise
Wages and Salaries	4.50%	4.20%	A	Finally seeing strength
Personal Income	5.70%	4.10%	A	Good increase, but below historic norms
Large Corporate Sector			B	Seasonal hiring expected to be strong
Miscellaneous				
Oil Prices	\$97.10	\$105.80	B+	Relief at the gas pump
10 - Yr Bond	2.50%	2.70%	A+	Flighty to safety continues

As Georgia added over 80,000 jobs in 2014 it is projected that this trend will continue in 2015 and 2016. Modest growth is expected for 2015 adding 71,000 (16,400 premium jobs) while 2016 numbers will produce slightly less jobs adding 71,000 jobs (including 18,400 premium job gains).

Nominal personal income in Georgia posted a weak increase in 2013 but climbed slightly in 2014 and is projected to increase yet again in 2015 with growth projected at 4.6%.

As unemployment remained average at around 7.4% in 2014, signs of a growing economy are evident as unemployment is expected to decrease to 6.6% in 2015 and drop again in 2016 to 5.9%.

Economic Forecasting Center @ Georgia State University



Table 2 : Economic Indicators (continued)							
Quality of Job Growth	Annual Atlanta Wage	U.S.		Georgia		Atlanta	
		Since Dec 2007	Last 6 Months	Since Dec 2007	Last 6 Months	Since Dec 2007	Last 6 Months
Total Non-Farm Employment	48,270	2,635,000	1,471,000	80,503	54,075	52,372	36,920
Premium Jobs	81,891	295,900	191,400	22,099	14,799	19,802	17,920
Air Transportation	143,190	8,700	-500	7	15	206	-57
Management of Companies	119,310	42,400	21,200	604	328	107	149
Utilities	86,580	1,700	1,800	-1	104	-98	-45
Computer Systems & Designs	76,630	68,500	34,000	2,913	2,250	2,399	2,073
Management, Science, & Technology	98,330	61,700	41,900	273	1,151	609	742
Information	80,440	10,000	33,000	921	1,102	1,297	1,416
Telecommunications	81,830	5,800	8,400	1,713	985	1,286	1,003
Accounting & Related Services	76,040	26,700	30,700	3,165	4,261	-1,181	-1,660
Finance & Insurance	73,290	43,000	51,000	2,745	162	4,023	4,224
Wholesale Trade	64,030	108,900	42,100	4,247	1,045	5,035	2,028
Federal Government	51,730	-33,000	-2,000	-928	592	-182	255
Transportation & Warehousing	56,020	139,700	73,500	1,973	4,187	4,163	2,307
Manufacturing	57,160	161,000	69,000	8,578	3,645	4,594	3,979
Mid-Range Jobs	47,444	1,034,300	598,100	10,443	12,759	21,757	17,678
Real Estate, Rental, & Leasing	53,410	46,300	23,800	-1,717	396	-507	576
Education & Health	50,517	399,000	250,000	6,358	2,086	2,662	459
Government	45,750	47,000	55,000	-1,457	6,893	2,026	4,072
Construction	40,100	230,000	115,000	7,275	3,231	3,834	2,153
Low-Paying Jobs	26,045	1,101,100	550,700	35,241	21,175	18,266	8,601
Administrative & Support	35,140	417,700	219,300	13,873	10,421	6,393	3,019
Other Services	23,780	47,000	2,400	7	-1,293	-2,311	-1,629
Retail Trade	24,860	264,400	146,400	6,690	4,015	5,340	3,000
Leisure & Hospitality	20,400	372,000	161,000	14,544	7,161	8,805	4,341

Metro Atlanta's employment grew by 62,100 in calendar year 2013. Similar numbers were posted in 2014 with 57,100 jobs added for an annual increase of 2.3%. 2015 will produce a slightly stronger growth rate of 2.7% adding 60,800 new jobs. Looking ahead the 2016 forecast is expected to increase by 58,400 with a growth rate of 2.3%.

Metro Atlanta's unemployment remained around 7.2% for 2014 while projections indicate this number will fall to 6.3% in 2015. Moving forward the unemployment forecast will decrease steadily to 5.7% in 2016 and decrease again in 2017 falling to 5.3%

Source: Economic Forecasting Center @ Georgia State University

Table 3: Public Health Indicators

Table 3: Public Health Indicators						
Health Outcome Ranking (Ranking within 156 GA Counties for 2010)		Mortality	Morbidity			
Fulton County		21	37			
Cherokee		6	5			
Clayton		33	74			
Cobb		5	11			
DeKalb		12	29			
Douglas		35	43			
Fayette		1	1			
Gwinnett		4	9			
Henry		16	13			
Rockdale		22	15			
Health Factor Ranking (Ranking within 156 GA Counties for 2010)		Health Behaviors	Critical Care	Social & Economic Factors	Physical Environment	
Fulton County		4	10	49	129	
Cherokee		7	33	6	28	
Clayton		132	71	104	128	
Cobb		3	25	7	144	
DeKalb		8	8	68	136	
Douglas		22	74	23	156	
Fayette		2	1	3	146	
Gwinnett		6	59	14	105	
Henry		24	19	13	84	
Rockdale		28	20	41	102	
Mortality (Top 10 Causes by ICD Chapter)	Fulton County			State of Georgia		
	2013			2013		
	Deaths	Rate	Age-adjusted Rate	Deaths	Rate	Age-adj. Rate
Cardio-Vascular Disease	1,870	190	221.8	22,165	221.8	240.9
Cancer	1,385	140.7	161.4	16,753	167.7	171.4
External Causes	544	55.3	55.5	5,746	57.5	58.3
Mental & Behavioral Diseases	525	53.3	65.7	4,939	49.4	49.4
Respiratory Diseases	447	45.4	55.2	7,564	75.7	83.2
Nervous System Diseases	297	30.2	37.1	3,904	39.1	45.1
Infectious Diseases	287	29.2	32	2,561	25.6	26.6
Digestive System Diseases	238	24.2	26.7	2,616	26.2	26.4
Endocrine, Metabolic Diseases	231	23.5	27.4	3,160	31.6	33.2
Reproductive Urinary Diseases	182	18.5	22.2	2,152	21.5	23.7

Table 3: Public Health Indicators (continued)

Health Report (FY2010)	Fulton County	State of Georgia (avg. all counties)	Birth Rate/Infant Mortality	Fulton County	State of Georgia
Diabetes	5%	8.7%	Birth Rate (10-55 years)	44 per 1,000	Data unavailable at time of report
High Blood Pressure	22.50%	25.9%	o Mothers age 10 to 14 years	1.2	Data unavailable at time of report
Few Fruits and Vegetables	74%	80.0%	Mothers age 15 to 17 years	26.6	Data unavailable at time of report
No Exercise	21%	28.1%	Mothers age 18 to 19 years	59.1	Data unavailable at time of report
Obesity	21.30%	25.1%	Infant Mortality (per live births)	8.8 deaths per 1,000	Data unavailable at time of report
Smoker	16.80%	23.0%	African American	11.1	Data unavailable at time of report
Medicaid Beneficiaries	166,314	11,066	White	6.6	Data unavailable at time of report
Elderly Medicare	70,507	5,535	Hispanic	2.1	Data unavailable at time of report
Disabled Medicare	15,204	1,412			
Primary Care Physician Rate per 100k	131.2	53.48	No Health Insurance Coverage	#	% of Population
Dentist Rate per 100k	70.2	30.9			
No Health Insurance			Fulton County	179,698	19.5%
Community Health Center	Yes		ARC 10	778,719	24.4%
Health Professional Shortage Area	No				
<p>2010 Census, Fulton County Health & Human Services, GA Dept. of Community Health, Population Health Institute, Atlanta Regional Commission</p> <p>Centers for Disease Control and Prevention, http://wonder.cdc.gov/, Mortality/Morbidity web tool https://oasis.state.ga.us/oasis/oasis/qryMorbMort.aspx</p>					



Table 4: Public Safety Indicators

Georgia Crime Statistics by County 2013	Murder	Rape	Robbery	Assault	Burglary	Larceny	Vehicle Theft
Cherokee	3	17	34	99	627	2,212	161
Clayton	30	85	547	667	3,496	5,749	1,343
Cobb	28	125	665	1,141	3,865	12,590	1,257
DeKalb	63	145	2,121	1,426	10,260	21,259	4,336
Douglas	3	28	96	308	666	2,775	262
Fulton	138	230	3,742	4,068	11,046	33,049	7,058
Fayette	2	6	31	47	282	1,112	90
Gwinnett	26	176	791	772	4,323	13,517	1,402
Henry	7	25	150	190	1,362	4,050	426
Rockdale	6	14	74	217	772	2,316	217
Fulton County Crimes (2000-2013)	Murder	Rape	Robbery	Assault	Burglary	Larceny	Vehicle Theft
2000	147	369	4,417	7,309	10,642	35,170	8,710
2001	168	492	5,245	7,201	12,344	39,945	9,394
2002	170	330	4,741	6,092	12,198	36,131	9,163
2003	171	377	4,662	5,733	12,132	37,327	10,199
2004	151	366	4,087	5,583	11,129	34,856	8,278
2005	129	339	4,037	5,217	12,616	35,157	9,215
2006	147	318	4,282	5,644	13,228	34,218	9,124
2007	184	295	4,944	5,722	15,387	36,399	10,162
2008	144	263	4,790	5,254	17,117	39,097	9,657
2009	114	267	3,861	4,602	15,965	34,336	8,302
2010	132	232	3,225	4,614	14,010	32,403	7,399
2011	120	256	3,460	4,585	13,100	31,809	7,969
2012	128	225	3,528	4,675	11,537	32,294	8,018
2013	138	230	3,742	4,068	11,046	33,049	7,058



Table 5: Technology Indicators			
Smartphone & Cell Phone Usage by Age, U.S.	Smartphone Use	Cell Phone Use	
25-34 yrs old	70.6%	88.1%	
35-44 yrs old	62.3%	86.2%	
45-64 yrs old	40.2%	78.4%	
65+ yrs old	14.5%		
Smartphone & Cell Phone Usage by Race, U.S.	Smartphone Use	Cell Phone Use	
Hispanic	45.8%	64.0%	
Black Alone	45.0%	68.2%	
White, Non-Hispanic	44.6%	80.3%	
Asian Alone	52.6%	82.9%	
Smartphone Ownership in 10 Major Markets	% of ownership		
Dallas	76.0%		
Los Angeles	66.0%		
Washington, D.C.	64.0%		
Philadelphia	62.0%		
Houston	62.0%		
San Francisco	61.0%		
Atlanta	60.0%		
Chicago	57.0%		
Boston	55.0%		
New York	48.0%		
Broadband Access Comparison	% of Households with a broadband connection		
King County, WA	83.6%		
Mecklenburg County, NC	79.0%		
Fulton County, GA	77.1%		
US	73.4%		
Computer and Internet Usage, U.S.	1984	1997	2012
% of all households had internet use at home		18.0%	74.8%
% of all households had a computer at home	8.2%		78.9%
Device Ownership, U.S.	2014		
Smartphone	58.0%		
Cell Phone	90.0%		
Tablet	42.0%		
E Reader	32.0%		
Source: 2010 US Census, Pew Research Center, www.pewinternet.org			



Table 6: Commission Districts

Population by Race	District 1	District 2	District 3	District 4	District 5	District 6	Total
Population	153,878	154,246	153,860	153,555	152,450	152,592	920,581
White	102,572	108,067	116,859	37,150	27,491	17,558	409,697
Black/African American	17,113	23,879	18,466	104,156	116,351	125,610	405,575
American Indian/Alaskan Native	260	427	384	351	446	391	2,259
Asian	25,227	10,521	7,712	5,407	1,371	1,331	51,569
Native Hawaiian or Pacific Islander	63	68	67	43	41	53	335
Other Race	4,716	7,271	7,009	3,205	3,957	4,709	30,867
Two Or More Races	3,927	4,013	3,363	3,243	2,793	2,940	20,279
Population by Sex	District 1	District 2	District 3	District 4	District 5	District 6	Total
Male	75,333	74,553	77,083	78,886	72,798	69,614	448,267
Female	78,545	79,693	76,777	74,669	79,652	82,978	472,314
Housing Tenure	District 1	District 2	District 3	District 4	District 5	District 6	Total
Occupied	55,761	62,860	76,655	61,161	62,010	57,930	376,377
Vacant	3,249	5,144	11,974	17,721	13,404	9,236	60,728
Owned With Mortgage or Loan	33,765	31,121	30,036	18,348	23,423	29,949	166,642
Owned Free and Clear	5,332	6,250	8,745	5,586	4,810	4,897	35,620
Renter Occupied	16,664	25,489	37,874	37,227	33,777	23,084	174,115



Table 6: Commission Districts (continued)

Households by Type	District 1	District 2	District 3	District 4	District 5	District 6	Total
Households	55,761	62,860	76,655	61,161	62,010	57,930	376,377
Family HH	41,831	39,133	31,685	25,493	33,345	37,728	209,215
Husband & Wife	34,749	30,388	26,088	9,891	14,203	18,989	134,308
Other Family HH	7,082	8,745	5,597	15,602	19,142	18,739	74,907
Male Householder, No Wife	1,802	2,246	1,867	2,973	3,418	3,463	15,769
Female Householder, No Husband Present	5,280	6,499	3,730	12,629	15,724	15,276	59,138
Non Family HH	13,930	23,727	44,970	35,668	28,665	20,202	167,162
Householder Living Alone	11,374	19,092	35,161	28,086	22,539	17,055	133,307
Householder Not Living Alone	2,556	4,635	9,809	7,582	6,126	3,147	33,855
Housing Units	59,010	68,004	88,629	78,882	75,414	67,166	437,105
Household Income	District 1	District 2	District 3	District 4	District 5	District 6	Total
Less than \$10,000	1,352	2,773	4,714	10,855	8,604	6,299	34,597
\$10,000 to \$14,999	1,027	1,984	2,187	5,094	4,596	3,746	18,634
\$15,000 to \$24,999	2,277	4,523	4,546	7,716	7,631	6,824	33,517
\$25,000 to \$34,999	2,591	5,480	5,113	6,777	6,615	7,201	33,777
\$35,000 to \$49,000	3,980	7,093	6,978	6,802	7,218	10,055	42,126
\$50,000 to \$74,999	7,860	10,941	10,887	9,223	9,448	10,691	59,050
\$75,000 to \$99,999	6,557	7,349	7,398	4,786	5,017	6,858	37,965
\$100,000 to \$149,999	10,826	9,943	10,890	4,892	5,224	5,777	47,552
\$150,000 to \$200,000	6,078	5,700	5,683	1,822	1,954	1,461	22,698
Over \$200,000	9,501	8,027	13,395	2,159	1,978	1,164	36,224
2010 US Census, 2012 American Community Survey							