Whitfield County Community Profile

98th in order of county creation
December 30, 1851

Prepared for Whitfield County Cooperative Extension by the Center for Agribusiness and Economic Development
The University of Georgia • Athens, GA
Total Population
Whitfield County

- 2020 OPB Proj. 116,186
- 2015 OPB Proj. 109,225
- 2013 Estimate 102,945
- 2010 Est. Base 102,599
- 2000 83,525
- 1990 72,462
- 1980 65,789
- 1970 55,108
- 1960 42,109
- 1950 34,432
- 1940 26,105
- 1930 20,808

0 20,000 40,000 60,000 80,000 100,000 120,000

Primary data sources: U.S. Census Bureau, decennial censuses and estimates; GA Office of Planning & Budget projections (2012 series).
Population Composition by Age
Whitfield County

2012 Median Age
Whitfield Co. = 34.2 yrs.  GA = 35.7 yrs.

Primary data source: U.S. Census Bureau
## 2013 County Population Comparisons

<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Rank</th>
<th>Density per sq.mi.</th>
<th>% Chg. 2010-13</th>
<th>Rank of % Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>102,945</td>
<td>23</td>
<td>354.4</td>
<td>0.34</td>
<td>72</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>65,311</td>
<td>35</td>
<td>402.8</td>
<td>2.14</td>
<td>37</td>
</tr>
<tr>
<td>CHATTOOCA</td>
<td>25,138</td>
<td>74</td>
<td>80.2</td>
<td>-3.37</td>
<td>141</td>
</tr>
<tr>
<td>FLOYD</td>
<td>95,821</td>
<td>26</td>
<td>187.9</td>
<td>-0.51</td>
<td>90</td>
</tr>
<tr>
<td>GORDON</td>
<td>55,757</td>
<td>39</td>
<td>156.7</td>
<td>1.03</td>
<td>58</td>
</tr>
<tr>
<td>MURRAY</td>
<td>39,267</td>
<td>50</td>
<td>114.0</td>
<td>-0.91</td>
<td>100</td>
</tr>
</tbody>
</table>

Primary data source: U. S. Census Bureau (3/14)
Population Change: 1930-2010

Primary data source: U.S. Census Bureau
Population Change: 2000-2010

Loss

Gain < US

Gain > US but < GA

Gain > GA

Gain > 2x GA

Avg. GA County = 14.2%

GA = 18.3%

US = 9.7%

Primary data source: U.S. Census Bureau (3/11)
## Components of Population Change

**Natural Increase & Net Migration**

<table>
<thead>
<tr>
<th>Area</th>
<th>4/1/2010-7/1/2013 Numerical Change*</th>
<th>4/1/2010-7/1/2013 # Natural Increase (Births-Deaths)</th>
<th>4/1/2010-7/1/2013 # Net Migration</th>
<th>7/1/2012-7/1/2013 1-yr Natural Increase Rate</th>
<th>7/1/2012-7/1/2013 1-yr Net Migration Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>346</td>
<td>2,235</td>
<td>-1,855</td>
<td>6.5</td>
<td>-7.9</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>1,371</td>
<td>673</td>
<td>591</td>
<td>2.5</td>
<td>2.1</td>
</tr>
<tr>
<td>CHATTOOGA</td>
<td>-877</td>
<td>-36</td>
<td>-846</td>
<td>-0.2</td>
<td>-19.4</td>
</tr>
<tr>
<td>FLOYD</td>
<td>-496</td>
<td>676</td>
<td>-1,188</td>
<td>1.6</td>
<td>-4.2</td>
</tr>
<tr>
<td>GORDON</td>
<td>571</td>
<td>866</td>
<td>-273</td>
<td>4.7</td>
<td>-3.5</td>
</tr>
<tr>
<td>MURRAY</td>
<td>-361</td>
<td>447</td>
<td>-825</td>
<td>2.8</td>
<td>-5.9</td>
</tr>
<tr>
<td>Avg. GA County</td>
<td>1,915</td>
<td>1,242</td>
<td>631</td>
<td>2.9</td>
<td>-2.4</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>304,504</td>
<td>197,541</td>
<td>100,318</td>
<td>5.9</td>
<td>1.6</td>
</tr>
</tbody>
</table>

* Numerical change includes “residual” not represented in either NI or NM.

Primary data source: U. S. Census Bureau (3/14)
Selected Vital Statistics

2011 Rates

Total births per 1,000 pop
- Whitfield Co.: 13.9
- Georgia: 13.5

Unwed per 100 total births
- Whitfield Co.: 46.0
- Georgia: 45.1

Teen pregnancy per 1,000 females age 10-19
- Whitfield Co.: 29.5
- Georgia: 25.5

Deaths per 1,000 pop
- Whitfield Co.: 7.1
- Georgia: 7.2

Induced terminations per 1,000 females age 15-44
- Whitfield Co.: 5.9
- Georgia: 14.7

Low birth weight per 100 births
- Whitfield Co.: 7.1
- Georgia: 9.4

Infant deaths per 1,000 births
- Whitfield Co.: 6.0
- Georgia: 7.9

10-yr. rates 2002-2011

2011 Whitfield Co. Natality Data
- 1,431 total births
- 658 unwed births
- 103 induced terminations
- 221 teen pregnancies
- 113 low birth weight babies

2011 Whitfield Co. Mortality Data
- 729 total deaths
- 9 infant deaths

Primary data source:
GA Dept. Public Health, OASIS
Highest Level of Educational Attainment: 2008-2012
5 Yr. Avg. – American Community Survey

Grad or Prof Degree: Whitfield Co. 5.9% vs. Georgia 10.1%
Bachelor's degree: Whitfield Co. 8.9% vs. Georgia 17.7%
Associate degree: Whitfield Co. 5.2% vs. Georgia 6.8%
Some college, no degree: Whitfield Co. 19.9% vs. Georgia 21.0%
HS Grad: Whitfield Co. 29.2% vs. Georgia 28.9%
9th-12th no diploma: Whitfield Co. 15.2% vs. Georgia 15.7%
<9th grade: Whitfield Co. 5.8% vs. Georgia 15.7%

Whitfield Co.
Not completing HS = 30.9%
With a bachelor’s + degree = 14.7%

Primary data source: U.S. Census Bureau
<table>
<thead>
<tr>
<th>County</th>
<th>PCI</th>
<th>Rank of PCI</th>
<th>% PCI of GA Total</th>
<th>% Change in PCI 2008-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>$29,397</td>
<td>97</td>
<td>78.5</td>
<td>2.7</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>$31,016</td>
<td>70</td>
<td>82.8</td>
<td>7.3</td>
</tr>
<tr>
<td>CHATTOOGA</td>
<td>$24,194</td>
<td>148</td>
<td>64.6</td>
<td>8.1</td>
</tr>
<tr>
<td>FLOYD</td>
<td>$34,230</td>
<td>39</td>
<td>91.4</td>
<td>6.4</td>
</tr>
<tr>
<td>GORDON</td>
<td>$28,656</td>
<td>107</td>
<td>76.5</td>
<td>7.1</td>
</tr>
<tr>
<td>MURRAY</td>
<td>$26,320</td>
<td>137</td>
<td>70.3</td>
<td>3.7</td>
</tr>
<tr>
<td>GA Avg. Co.</td>
<td>$31,645</td>
<td>–</td>
<td>84.5</td>
<td>9.3</td>
</tr>
</tbody>
</table>

Primary data source: U. S. Bureau of Economic Analysis (3/14)
Per Capita Income: 2008-2012
Percentage Change

<table>
<thead>
<tr>
<th>Year</th>
<th>Whitfield Co.</th>
<th>Georgia</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>-6</td>
<td>-2</td>
<td>-4</td>
</tr>
<tr>
<td>2009-10</td>
<td>-8</td>
<td>-2</td>
<td>-4</td>
</tr>
<tr>
<td>2010-11</td>
<td>4</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>2011-12</td>
<td>6</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

Primary data source: U.S. Bureau of Economic Analysis (3/14)
Per Capita Income: 2008-2012

2012 PCI
Whitfield Co. = $29,397
Georgia = $37,449
US = $43,735

Primary data source: U.S. Bureau of Economic Analysis (3/14)
Medicin Household Income
2012 Model-Based Estimates

Primary data source: U.S. Census Bureau (12/13)
Transfer Receipts as a Percentage of Total Personal Income: 2008-2012

Primary data source: U.S. Bureau of Economic Analysis (3/14)
### Persons Living Below Poverty Level
#### 2012 Model-Based Estimates

<table>
<thead>
<tr>
<th>County</th>
<th># of Persons</th>
<th>% of all Persons</th>
<th>Rank of %</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>20,324</td>
<td>19.9</td>
<td>48</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>9,528</td>
<td>14.8</td>
<td>24</td>
</tr>
<tr>
<td>CHATTOOCA</td>
<td>5,523</td>
<td>23.3</td>
<td>84</td>
</tr>
<tr>
<td>FLOYD</td>
<td>21,533</td>
<td>23.3</td>
<td>85</td>
</tr>
<tr>
<td>GORDON</td>
<td>10,238</td>
<td>18.6</td>
<td>40</td>
</tr>
<tr>
<td>MURRAY</td>
<td>8,534</td>
<td>21.9</td>
<td>75</td>
</tr>
<tr>
<td>GA Avg. Co.</td>
<td>11,651</td>
<td>23.1</td>
<td>–</td>
</tr>
</tbody>
</table>

Primary data source: U.S. Census Bureau (12/13)
Persons Living Below the Poverty Level
2012 Model-Based Estimates

Weighted average poverty threshold for a family household of 4 persons in 2012 = $23,492

Georgia
1,852,459 Persons
--
19.2%

US = 15.9%

Primary data source: U.S. Census Bureau (12/13)
Civilian Labor Force Average Annual Unemployment Rates

2013 Rates
- Whitfield Co. = 10.3
- GA = 8.2
- US = 7.4

Avg. GA County = 9.2

Primary data source: GA Dept. of Labor
<table>
<thead>
<tr>
<th>Whitfield County</th>
<th>Avg. #</th>
<th>Avg. Monthly</th>
<th>Avg. Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishments</td>
<td></td>
<td>Employment</td>
<td>Weekly</td>
</tr>
<tr>
<td>TOTAL GOODS PRODUCING</td>
<td>466</td>
<td>17,572</td>
<td>$790</td>
</tr>
<tr>
<td>Ag/Forestry/Fishing</td>
<td>13</td>
<td>106</td>
<td>$628</td>
</tr>
<tr>
<td>Construction</td>
<td>150</td>
<td>808</td>
<td>$635</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>300</td>
<td>16,593</td>
<td>$797</td>
</tr>
<tr>
<td>TOTAL SERVICE PROVIDING</td>
<td>1,805</td>
<td>28,863</td>
<td>$706</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>252</td>
<td>3,608</td>
<td>$815</td>
</tr>
<tr>
<td>Retail trade</td>
<td>435</td>
<td>6,531</td>
<td>$472</td>
</tr>
<tr>
<td>Transportation/Warehousing</td>
<td>85</td>
<td>3,774</td>
<td>$672</td>
</tr>
<tr>
<td>Finance/Insurance</td>
<td>112</td>
<td>605</td>
<td>$893</td>
</tr>
<tr>
<td>Professional/Scientific/Tech</td>
<td>195</td>
<td>2,587</td>
<td>$1,270</td>
</tr>
<tr>
<td>Admin/Suppt/WasteMgmt/Remediation</td>
<td>103</td>
<td>2,184</td>
<td>$506</td>
</tr>
<tr>
<td>Health Care/Social Services</td>
<td>180</td>
<td>4,065</td>
<td>$887</td>
</tr>
<tr>
<td>Accommodations/Food Service</td>
<td>162</td>
<td>2,885</td>
<td>$276</td>
</tr>
<tr>
<td>TOTAL GOVERNMENT</td>
<td>91</td>
<td>5,256</td>
<td>$710</td>
</tr>
<tr>
<td>TOTAL ALL INDUSTRIES</td>
<td>2,437</td>
<td>51,760</td>
<td>$735</td>
</tr>
</tbody>
</table>

Primary data source: GA Dept. of Labor (7/13)
Components of 2012 Property Tax Gross Digest
Whitfield County

- Residential: 36.3%
- Commercial: 20.3%
- Industrial: 29.9%
- Mobile Home: 0.5%
- Motor Vehicle: 7.2%
- Public Utility: 2.0%
- Heavy Equipment: 0.003%
- Ag-Preferential-Environ-Conserv: 3.7%
- Timber *: 0.03%

40% Assessment Value of Property
Gross Digest = $3,379,494,728
Homestead & Property Exemptions = $835,850,611
Net M&O Digest = $2,543,644,117
Value of exempt property = $415,177,290

* Timber taxed at 100% based on previous year sales

Primary data source: GA Dept. of Revenue
## Millage Rates, Taxes Levied, & Sales Tax Rate

<table>
<thead>
<tr>
<th>County</th>
<th>2012 County-wide Millage*</th>
<th>2012 Taxes Levied*</th>
<th>Sales Tax Rate as of 4/1/2014</th>
<th>LOST Type* as of 4/1/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>20.067</td>
<td>$82,333,899</td>
<td>6</td>
<td>LE</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>22.408</td>
<td>$35,905,453</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>CHATTOOGA</td>
<td>25.580</td>
<td>$11,020,831</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>FLOYD</td>
<td>29.938</td>
<td>$88,812,550</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>GORDON</td>
<td>29.278</td>
<td>$47,087,400</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>MURRAY</td>
<td>21.550</td>
<td>$19,785,756</td>
<td>7</td>
<td>LSE</td>
</tr>
</tbody>
</table>

*Countywide Includes .250 state millage. Taxes levied, but not necessarily collected. L=Local Option, S=Special Purpose, E=Educational

Primary data source: GA Dept. of Revenue
Farm Gate Value by Commodity Group: 2012
Whitfield Co. Total Value = $60,443,152

- Poultry-Egg: 83.3%
- Ornamental Horticulture: 4.0%
- Row-Forage crops: 1.8%
- Livestock: 10.0%
- Forestry: 0.6%
- Veges-Fruits-Nuts: 0.03%
- Ag Tourism: 0.01%
- Other: 0.27%

Primary data source: Center for Agribusiness & Economic Development, UGA (12/13)
A “pull factor” of 1.0 means that the county’s sales are what would be expected based upon the number of residents and their relative wealth.

Primary data sources: Georgia Dept. of Revenue, Sales & Use Tax Unit. Pull factors calculated.
Commuting to Work: 2008-2012
5 Yr. Average – American Community Survey

Percentage of:

- Residents working in county: 83.6%
- Residents working out of county: 11.5%
- Residents driving to work alone: 82.6%
- Residents carpooling: 11.1%
- Residents working at home: 2.5%

Whitfield Co.
Resident workers 16+ = 43,682

Travel time to work for residents not working at home:
< 20 min. = 54.6%
45+ min. = 6.5%

Mean travel time to work = 20.1 minutes

Primary data source: U.S. Census Bureau
This study was developed to assist community leadership with their future planning and decision making.

Special Area Report
# 14-06           April 2014

Prepared for Whitfield County Cooperative Extension
by Susan R. Boatright

Center for Agribusiness and Economic Development
College of Agricultural and Environmental Sciences
The University of Georgia • Athens, GA

Georgia Cooperative Extension
www.caes.uga.edu/center/caed/

To learn more about your county check the “Georgia Statistics System” website:
www.georgiastats.uga.edu