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
Whitfield County Total Population

- 2030 OPB Proj.: 114,277
- 2020 OPB Proj.: 108,222
- 2015 Estimate: 104,216
- 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

Data sources:
- U.S. Census Bureau, decennial censuses and estimates
- GA Office of Planning & Budget projections (2015 series)
<table>
<thead>
<tr>
<th>Year</th>
<th>&lt;5</th>
<th>5-19</th>
<th>20-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>10.4</td>
<td>33.0</td>
<td>29.8</td>
<td>12.3</td>
<td>14.0</td>
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<tr>
<td>1950</td>
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<td>29.8</td>
<td>12.3</td>
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<tr>
<td>1960</td>
<td>10.2</td>
<td>33.1</td>
<td>30.6</td>
<td>12.3</td>
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<tr>
<td>1970</td>
<td>7.9</td>
<td>26.7</td>
<td>35.0</td>
<td>18.1</td>
<td>18.1</td>
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<td>1980</td>
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<td>22.3</td>
<td>38.6</td>
<td>18.2</td>
<td>18.2</td>
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<tr>
<td>1990</td>
<td>8.2</td>
<td>22.1</td>
<td>40.6</td>
<td>20.0</td>
<td>20.0</td>
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<tr>
<td>2000</td>
<td>7.9</td>
<td>23.6</td>
<td>37.9</td>
<td>21.5</td>
<td>21.5</td>
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<tr>
<td>2010</td>
<td>7.9</td>
<td>23.5</td>
<td>33.9</td>
<td>23.5</td>
<td>23.5</td>
</tr>
</tbody>
</table>

2015 Median Age
- Whitfield Co. = 35.3 yrs.
- GA = 35.3 yrs.

Primary data source: U.S. Census Bureau
<table>
<thead>
<tr>
<th>County</th>
<th>Total</th>
<th>Total Rank</th>
<th>Density per sq.mi.</th>
<th>% Chg. 2010-15</th>
<th>Rank of % Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>104,216</td>
<td>24</td>
<td>358.8</td>
<td>1.58</td>
<td>59</td>
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<tr>
<td>CATOOSA</td>
<td>66,050</td>
<td>35</td>
<td>407.3</td>
<td>3.30</td>
<td>44</td>
</tr>
<tr>
<td>CHATTOOGA</td>
<td>24,922</td>
<td>74</td>
<td>79.5</td>
<td>-4.20</td>
<td>137</td>
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<tr>
<td>FLOYD</td>
<td>96,504</td>
<td>26</td>
<td>189.3</td>
<td>0.19</td>
<td>78</td>
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<tr>
<td>GORDON</td>
<td>56,574</td>
<td>40</td>
<td>159.0</td>
<td>2.52</td>
<td>51</td>
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<tr>
<td>MURRAY</td>
<td>39,565</td>
<td>50</td>
<td>114.9</td>
<td>-0.16</td>
<td>85</td>
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</tbody>
</table>

Primary data source: U. S. Census Bureau (3/16)
Population Change: 1930-2010

Primary data source: U.S. Census Bureau, Decennial Censuses
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></th>
<th></th>
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<tbody>
<tr>
<td>WHITFIELD</td>
<td>1,617</td>
<td>3,349</td>
<td>-1,720</td>
<td>5.9</td>
<td>-0.3</td>
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<td>CATOOSA</td>
<td>2,110</td>
<td>1,093</td>
<td>856</td>
<td>2.3</td>
<td>3.9</td>
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<td>CHATTOOGA</td>
<td>-1,093</td>
<td>-162</td>
<td>-894</td>
<td>-0.8</td>
<td>3.3</td>
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<tr>
<td>FLOYD</td>
<td>187</td>
<td>920</td>
<td>-673</td>
<td>1.3</td>
<td>3.3</td>
</tr>
<tr>
<td>GORDON</td>
<td>1,388</td>
<td>1,174</td>
<td>256</td>
<td>3.2</td>
<td>8.6</td>
</tr>
<tr>
<td>MURRAY</td>
<td>-63</td>
<td>743</td>
<td>-887</td>
<td>3.2</td>
<td>0.8</td>
</tr>
<tr>
<td>Avg. County</td>
<td>3,309</td>
<td>1,883</td>
<td>1,368</td>
<td>2.2</td>
<td>1.6</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>526,179</td>
<td>299,340</td>
<td>217,464</td>
<td>5.3</td>
<td>6.2</td>
</tr>
</tbody>
</table>

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

Primary data source: U. S. Census Bureau (3/16)
Selected Vital Statistics

2014 Rates

- **Total births per 1,000 pop**
  - Whitfield Co.: 13.1
  - Georgia: 13.0

- **Unwed per 100 total births**
  - Whitfield Co.: 46.2
  - Georgia: 45.1

- **Teen pregnancy per 1,000 females age 10-19**
  - Whitfield Co.: 23.5
  - Georgia: 18.6

- **Deaths per 1,000 pop**
  - Whitfield Co.: 7.6
  - Georgia: 7.6

- **ITOP per 1,000 females age 10-55**
  - Whitfield Co.: 3.4
  - Georgia: 9.2

- **Low birth weight per 100 births**
  - Whitfield Co.: 7.3
  - Georgia: 9.5

- **Infant deaths per 1,000 births**
  - Whitfield Co.: 5.4
  - Georgia: 7.6

10-yr. rates 2005-2014

- **2014 Whitfield Co. Natality Data**
  - 1,358 total births, 626 unwed births
  - 89 induced terminations
  - 175 teen pregnancies
  - 104 low birth weight babies

- **2014 Whitfield Co. Mortality Data**
  - 783 total deaths
  - 5 infant deaths

Primary data source: GA Dept. Public Health, OASIS

**ITOP**—Induced Terminations of Pregnancy
Highest Level of Educational Attainment: 2010-2014
5 Yr. Avg. – American Community Survey

Grad or Prof Degree: 5.8% (Whitfield Co.), 10.2% (Georgia)
Bachelor’s degree: 8.5% (Whitfield Co.), 17.7% (Georgia)
Associate degree: 6.9% (Whitfield Co.), 20.1% (Georgia)
Some college, no degree: 4.8% (Whitfield Co.), 21.1% (Georgia)
HS Grad: 29.3% (Whitfield Co.), 28.7% (Georgia)
9th-12th no diploma: 16.2% (Whitfield Co.), 15.3% (Georgia)
<9th grade: 5.8% (Whitfield Co.), 15.3% (Georgia)

Whitfield Co.
Not completing HS = 31.5%
With a bachelor’s + degree = 14.3%

Primary data source: U.S. Census Bureau
Selected Public School Statistics
Whitfield Co. Public School System
School Year 2014-15

- Teachers w/Adv Degrees
  - Whitfield Co.: 44.2%
  - Georgia: 66.7%

- HOPE Eligible
  - Whitfield Co.: 43.5%
  - Georgia: 44.2%

- Class '15 Grad Rate
  - Whitfield Co.: 75.1%
  - Georgia: 78.8%

- Students w/Disabilities
  - Whitfield Co.: 11.2%
  - Georgia: 11.0%

- Limited English Proficiency
  - Whitfield Co.: 19.0%
  - Georgia: 8.0%

- Gifted
  - Whitfield Co.: 13.1%
  - Georgia: 11.5%

- Free/Reduced Lunch
  - Whitfield Co.: 62.0%
  - Georgia: 71.7%

- Absent >15 Days
  - Whitfield Co.: 9.9%
  - Georgia: 8.7%

- Retained in Grade
  - Whitfield Co.: 4.3%
  - Georgia: 3.6%

- HS Dropout Rate
  - Whitfield Co.: 3.5%
  - Georgia: 2.8%

Primary data source:
Governor's Office of Student Achievement

Whitfield Co.
K12 – FTE enrollment = 13,105
HS dropouts = 181
General Fund Expenditures per FTE = $7,597
<table>
<thead>
<tr>
<th>County</th>
<th>PCI</th>
<th>Rank of PCI</th>
<th>% PCI of GA Total</th>
<th>% Change in PCI 2010-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>$32,435</td>
<td>54</td>
<td>83.2</td>
<td>19.3</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>$31,531</td>
<td>69</td>
<td>80.9</td>
<td>13.3</td>
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<tr>
<td>CHATTOOGA</td>
<td>$27,704</td>
<td>124</td>
<td>71.1</td>
<td>17.0</td>
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<tr>
<td>FLOYD</td>
<td>$33,705</td>
<td>34</td>
<td>86.5</td>
<td>11.2</td>
</tr>
<tr>
<td>GORDON</td>
<td>$30,872</td>
<td>77</td>
<td>79.2</td>
<td>17.4</td>
</tr>
<tr>
<td>MURRAY</td>
<td>$26,057</td>
<td>137</td>
<td>66.8</td>
<td>13.0</td>
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<tr>
<td>GA Avg. Co.</td>
<td>$32,146</td>
<td>–</td>
<td>84.9</td>
<td>12.9</td>
</tr>
</tbody>
</table>

Primary data source: U. S. Bureau of Economic Analysis (12/15)
Per Capita Income: 2010-2014
Percentage Change

Primary data source: U.S. Bureau of Economic Analysis (12/15)
Per Capita Income: 2010-2014

2014 PCI
Whitfield Co. = $32,435
Georgia = $38,980
US = $46,049

Primary data source: U.S. Bureau of Economic Analysis (12/15)
Median Household Income
2014 Model-Based Estimates

- **US**: $53,657
- **GEORGIA**: $49,240
- **GA Avg. Co.**: $41,210
- **WHITFIELD**: $43,731
- **CATOOSA**: $50,728
- **CHATTOOGA**: $34,830
- **FLOYD**: $41,814
- **GORDON**: $43,880
- **MURRAY**: $40,976

Primary data source: U. S. Census Bureau (12/15)
Personal Current Transfer Receipts: 2014
Whitfield Co. Total = $706,548,000

Whitfield Co.
$6,824 per capita
transfer receipts
21.0% of total personal income
2.7% change in total 2013-14

Primary data source: Bureau of Economic Analysis (12/15)
Transfer Receipts as a Percentage of Total Personal Income 2009-2014

Primary data source: U.S. Bureau of Economic Analysis (12/15)
## Persons Living Below Poverty Level
### 2014 Model-Based Estimates

<table>
<thead>
<tr>
<th>County</th>
<th># of Persons</th>
<th>% of all Persons</th>
<th>Rank of %</th>
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<tbody>
<tr>
<td>WHITFIELD</td>
<td>21,240</td>
<td>20.7</td>
<td>64</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>8,217</td>
<td>12.6</td>
<td>15</td>
</tr>
<tr>
<td>CHATTOOGA</td>
<td>4,944</td>
<td>21.1</td>
<td>66</td>
</tr>
<tr>
<td>FLOYD</td>
<td>19,408</td>
<td>21.1</td>
<td>67</td>
</tr>
<tr>
<td>GORDON</td>
<td>9,800</td>
<td>17.8</td>
<td>39</td>
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<tr>
<td>MURRAY</td>
<td>7,283</td>
<td>18.7</td>
<td>45</td>
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<tr>
<td>GA Avg. Co.</td>
<td>11,338</td>
<td>22.8</td>
<td>-</td>
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Primary data source: U. S. Census Bureau (12/15)
Persons Living Below the Poverty Level
2014 Model-Based Estimates

Weighted average poverty threshold for a family household of 4 persons in 2014 = $24,230

Georgia
1,8202,783 Persons
18.4%

US = 15.5%

Primary data source: U.S. Census Bureau (12/15)
Civilian Labor Force Average Annual Unemployment Rates

2015 Rates
Whitfield Co. = 6.3
GA = 5.9
US = 5.3
Avg. GA County = 6.7

Primary data source: GA Dept. of Labor
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Whitfield County</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Establishments</strong></td>
<td></td>
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<tr>
<td><strong>TOTAL GOODS PRODUCING</strong></td>
<td>470</td>
<td>19,525</td>
<td>$870</td>
</tr>
<tr>
<td>Ag, forestry, fishing</td>
<td>10</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Construction</td>
<td>160</td>
<td>1,053</td>
<td>$755</td>
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<tr>
<td>Manufacturing</td>
<td>296</td>
<td>18,313</td>
<td>$877</td>
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<tr>
<td><strong>TOTAL SERVICE PROVIDING</strong></td>
<td>1820</td>
<td>30,068</td>
<td>$755</td>
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<tr>
<td>Wholesale trade</td>
<td>242</td>
<td>3,506</td>
<td>$939</td>
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<tr>
<td>Retail trade</td>
<td>425</td>
<td>7,329</td>
<td>$477</td>
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<td>Transp/Warehousing</td>
<td>90</td>
<td>3,604</td>
<td>$770</td>
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<tr>
<td>Finance/Insurance</td>
<td>121</td>
<td>630</td>
<td>$932</td>
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<tr>
<td>Professional/Sci/Tech</td>
<td>205</td>
<td>2,557</td>
<td>$1,377</td>
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<tr>
<td>Admin/Suppt/WasteMgmt/Remediation</td>
<td>105</td>
<td>1,814</td>
<td>$593</td>
</tr>
<tr>
<td>Health care/Soc Svcs</td>
<td>185</td>
<td>4,956</td>
<td>$928</td>
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<tr>
<td>Accommodations/Food Svc</td>
<td>176</td>
<td>3,237</td>
<td>$287</td>
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<tr>
<td><strong>TOTAL GOVERNMENT</strong></td>
<td>88</td>
<td>5,320</td>
<td>$739</td>
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<tr>
<td><strong>TOTAL ALL INDUSTRIES</strong></td>
<td>2448</td>
<td>55,006</td>
<td>$794</td>
</tr>
</tbody>
</table>

*Primary data source: GA Dept. of Labor (7/16)  * data not disclosed
Employment Comparisons by Industry Group: 2015

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>Whitfield Co.</th>
<th>Avg. GA County</th>
<th>Georgia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goods Producing</td>
<td>35.5</td>
<td>22.1</td>
<td>13.8</td>
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<tr>
<td>Service Providing</td>
<td>54.7</td>
<td>52.3</td>
<td>15.4</td>
</tr>
<tr>
<td>Government</td>
<td>9.7</td>
<td>24.7</td>
<td>15.4</td>
</tr>
</tbody>
</table>

Primary data source: GA Dept. of Labor (7/16)
Components of 2014 Property Tax Gross Digest
Whitfield County

- Residential: 35.1%
- Ag-Preferential-Environ-Conserv: 3.5%
- Timber *: 0.008%
- Commercial: 21.9%
- Heavy Equipment: 0.02%
- Mobile Home: 0.5%
- Motor Vehicle: 6.9%
- Industrial: 30.0%
- Public Utility: 2.0%

40% Assessment Value of Property
Gross Digest = $3,456,291,471
Homestead & Property Exemptions = $869,629,696
Net M&O Digest = $2,586,661,775
Value of exempt property = $421,854,053

* Timber taxed at 100% based on previous year sales

Primary data source:
GA Dept. of Revenue
Data downloaded 12/15
## Millage Rates, Taxes Levied, & Sales Tax Rate

<table>
<thead>
<tr>
<th>County</th>
<th>2014 County-wide Millage*</th>
<th>2013 Taxes Levied*</th>
<th>Sales Tax Rate as of 10/1/2016</th>
<th>LOST Type* as of 10/1/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITFIELD</td>
<td>26.917</td>
<td>$84,853,262</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>CATOOSA</td>
<td>25.390</td>
<td>$40,212,409</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>CHATTOOGA</td>
<td>26.715</td>
<td>$11,392,656</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>FLOYD</td>
<td>29.779</td>
<td>$89,182,692</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>GORDON</td>
<td>29.121</td>
<td>$48,015,679</td>
<td>7</td>
<td>LSE</td>
</tr>
<tr>
<td>MURRAY</td>
<td>22.870</td>
<td>$18,685,975</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
2014 Farm Gate Value by Commodity Group
Whitfield Co. Total Value = $69,557,580

- Poultry-Egg: 74.0%
- Livestock: 17.9%
- Ornamental Horticulture: 5.3%
- Veges-Fruits-Nuts: 0.03%
- Forestry: 0.5%
- Row-Forage crops: 2.1%
- Livestock crops: 2.1%
- Other: 0.23%
- Ag Tourism: 0.02%

Primary data source: UGA Center for Agribusiness & Economic Development
http://farmgate.caes.uga.edu/TotalValueReport.aspx
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 Tax Commodity Report, Dec. 2014.
Pull factors calculated.
Commuting to Work: 2010-2014
5 Yr. Average – American Community Survey

Percentage of:

- Residents working in county: 81.9%
- Residents working out of county: 18.1%
- Residents driving to work alone: 83.3%
- Residents carpooling: 10.6%
- Residents working at home: 2.3%

Whitfield Co.
Resident workers 16+ = 43,916

Travel time to work for residents not working at home:
- < 20 min. = 51.4%
- 45+ min. = 5.3%

Mean travel time to work = 20.0 minutes

Primary data source: U.S. Census Bureau 12/15
This study was developed to assist community leadership with their future planning and decision making.

**Special Area Report**

# 16-10    September 2016

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