County Facts: Cobb County, GA
Population 756,000

The Local Economy

<table>
<thead>
<tr>
<th>Metric</th>
<th>Cobb County</th>
<th>GA</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment Rate</td>
<td>4.1%</td>
<td>4.7%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Poverty Rate</td>
<td>12.1%</td>
<td>17.8%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Median Family Income (000s)</td>
<td>$71</td>
<td>$57</td>
<td>$71</td>
</tr>
<tr>
<td>Population Growth 2000-2017</td>
<td>17%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Manufacturing Share of Workforce</td>
<td>11%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Farming Share of Workforce</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Great Recession Unemployment Spike (pp)</td>
<td>1.3%</td>
<td>1.7%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

How Local Kids' Lives Turn Out

<table>
<thead>
<tr>
<th>Metric</th>
<th>Cobb County</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Percent graduating any college</td>
<td>60%</td>
<td>43%</td>
<td>60%</td>
</tr>
<tr>
<td>Percent reaching upper-middle class</td>
<td>27%</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>Percent achieving American Dream</td>
<td>11%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Percent giving birth as a teen</td>
<td>10%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Percent landing in jail</td>
<td>25%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Local school expenditure per student (000s)</td>
<td>2.2%</td>
<td>1.5%</td>
<td>2.2%</td>
</tr>
</tbody>
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<td>10%</td>
<td>13%</td>
<td>10%</td>
</tr>
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<td>1.5%</td>
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<td>1.5%</td>
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</table>
Local Colleges and Upward Mobility

### 4-Year Colleges

- **Kennesaw State Univ. (public)**
  - Low-income share of students: 4.9%
  - Low-income student success rate: 9.1%
  - Georgia 4-year-college average: 9.3%
  - U.S. 4-year-college average: 51.3%

- **Chattahoochee Tech College (public)**
  - Low-income share of students: 12.0%
  - Low-income student success rate: 22.9%
  - Georgia 2-year-college average: 15.6%
  - U.S. 2-year-college average: 26.7%

### 2-Year Colleges

- **Kennesaw State Univ. (public)**
  - Low-income share of students: 22.9%
  - Low-income student success rate: 15.6%
  - Georgia 4-year-college average: 23.5%
  - U.S. 4-year-college average: 32.9%

- **Chattahoochee Tech College (public)**
  - Low-income share of students: 32.9%
  - Low-income student success rate: 26.7%
  - Georgia 2-year-college average: 32.9%
  - U.S. 2-year-college average: 32.9%

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

- **Percent Black**
  - Cobb County: 28%
  - GA: 32%
  - United States: 14%

- **Percent Hispanic**
  - Cobb County: 17%
  - GA: 13%
  - United States: 9%

- **Percent over age 65**
  - Cobb County: 10.7%
  - GA: 8.7%
  - United States: 8.7%

- **Percent college grad**
  - Cobb County: 31%
  - GA: 21%
  - United States: 19%

- **Crime rate (arrests per 10K residents)**
  - Cobb County: 84
  - GA: 76
  - United States: 68

- **Life expectancy (years)**
  - Cobb County: 83.5
  - GA: 82.4
  - United States: 83.2

- **Opioid deaths (deaths per 10k residents)**
  - Cobb County: 16
  - GA: 10
  - United States: 15
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau