County Facts: Heard County, GA
Population 12,000

The Local Economy

- Unemployment rate: 5.0% (Heard County), 4.7% (GA), 4.4% (United States)
- Poverty rate: 21.4% (Heard County), 7.8% (GA), 5.1% (United States)
- Median family income (000s): $57 (Heard County), $53 (GA), $40 (United States)
- Population growth 2000-2017: 27% (Heard County), 7% (GA), 16% (United States)
- Manufacturing share of workforce: 24% (Heard County), 11% (GA), 10% (United States)
- Farming share of workforce: 1.7% (Heard County), 1.3% (GA), 1.5% (United States)
- Great Recession unemployment spike (pp): 7.1% (Heard County), 5.4% (GA), 4.7% (United States)

How Local Kids' Lives Turn Out

- Percent graduating any college: 46% (Heard County), 43% (GA), 27% (United States)
- Percent reaching upper-middle class: 20% (Heard County), 16% (GA), 9% (United States)
- Percent achieving American Dream: 10% (Heard County), 6% (GA), 4% (United States)
- Percent giving birth as a teen: 34% (Heard County), 25% (GA), 20% (United States)
- Percent landing in jail: 2.3% (Heard County), 2.2% (GA), 1.5% (United States)
- Local school expenditure per student (000s): $6.4 (Heard County), $5.9 (GA), $5.5 (United States)
Local Colleges and Upward Mobility

4-Year Colleges

<table>
<thead>
<tr>
<th></th>
<th>U of W. Georgia (public)†</th>
<th>Georgia 4-year-college average</th>
<th>U.S. 4-year-college average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income share of students</td>
<td>7.0%</td>
<td>9.1%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Low-income student success rate</td>
<td>49.3%</td>
<td>48.2%</td>
<td>51.3%</td>
</tr>
</tbody>
</table>

2-Year Colleges

<table>
<thead>
<tr>
<th></th>
<th>W. Georgia Tech College (public)†</th>
<th>Georgia 2-year-college average</th>
<th>U.S. 2-year-college average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income share of students</td>
<td>17.1%</td>
<td>15.6%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Low-income student success rate</td>
<td>23.5%</td>
<td>32.9%</td>
<td>23.5%</td>
</tr>
</tbody>
</table>

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

Local Demographics

<table>
<thead>
<tr>
<th></th>
<th>Heard County</th>
<th>GA</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Black</td>
<td>35%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Percent Hispanic</td>
<td>17%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Percent over age 65</td>
<td>13.2%</td>
<td>10.7%</td>
<td>11%</td>
</tr>
<tr>
<td>Percent college grad</td>
<td>13%</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>Crime rate (arrests per 10K residents)</td>
<td>84</td>
<td>52</td>
<td>76</td>
</tr>
<tr>
<td>Opioid deaths (deaths per 10k residents)</td>
<td>15</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>
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