County Facts: Talladega County, AL
Population 80,000

The Local Economy

- Unemployment rate: Talladega County 5.0%, AL 4.4%, United States 4.4%
- Poverty rate: Talladega County 20.1%, AL 8.4%, United States 5.1%
- Median family income (000s): Talladega County $57, AL $46, United States $41
- Population growth 2000-2017: Talladega County -1%, AL 10%, United States 16%
- Manufacturing share of workforce: Talladega County 16%, AL 14%, United States 10%
- Farming share of workforce: Talladega County 22%, AL 14%, United States 10%
- Great Recession unemployment spike (pp): Talladega County 7%, AL 4.7%, United States 3%

How Local Kids' Lives Turn Out

- Percent graduating any college: Talladega County 37%, AL 41%, United States 46%
- Percent reaching upper-middle class: Talladega County 11%, AL 15%, United States 20%
- Percent achieving American Dream: Talladega County 5%, AL 6%, United States 10%
- Percent giving birth as a teen: Talladega County 6%, AL 20%, United States 27%
- Percent landing in jail: Talladega County 1.5%, AL 1.7%, United States 2.3%
- Local school expenditure per student (000s): Talladega County $6.4, AL $4.8, United States $4.8
**Local Colleges and Upward Mobility**

<table>
<thead>
<tr>
<th></th>
<th>4-Year Colleges</th>
<th>2-Year Colleges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income share of students</td>
<td>11.7%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Low-income student success rate</td>
<td>9.3%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Alabama 4-year-college average</td>
<td>51.3%</td>
<td>26.7%</td>
</tr>
<tr>
<td>U.S. 4-year-college average</td>
<td>44.3%</td>
<td>32.9%</td>
</tr>
<tr>
<td>Alabama 2-year-college average</td>
<td>19.1%</td>
<td>26.7%</td>
</tr>
<tr>
<td>U.S. 2-year-college average</td>
<td>15.6%</td>
<td>32.9%</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>Talladega County</th>
<th>AL</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Black</td>
<td>22%</td>
<td>14%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Percent Hispanic</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Percent over age 65</td>
<td>14.1%</td>
<td>13%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Percent college grad</td>
<td>16%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Crime rate (arrests per 10K residents)</td>
<td>65</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>Life expectancy (years)</td>
<td>80.5</td>
<td>81.7</td>
<td>81.7</td>
</tr>
</tbody>
</table>

Talladega County, AL Katie Donnelly, Clancy Green, and Danny Yagan
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