

# Gauging the Gaps Between Metro Atlanta & Notlanta

Prepared and Presented by:

Charles Hayslett, author, “Trouble in God’s Country” blog

To:

***Georgia Municipal Association***

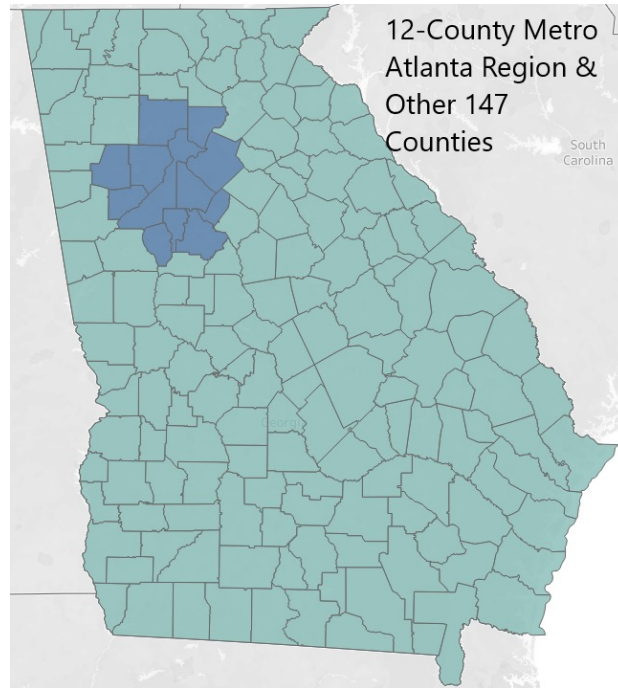
***Cities Connect Call***

***December 13, 2022***

# Presentation Agenda, Data Sources & Methodology

## Presentation Agenda

- Population
- Economics: GDP & PCI
- Population Health
- Educational Achievement
- Costs & Consequences
- Politics
- Tipping Points
- Strategic Challenges

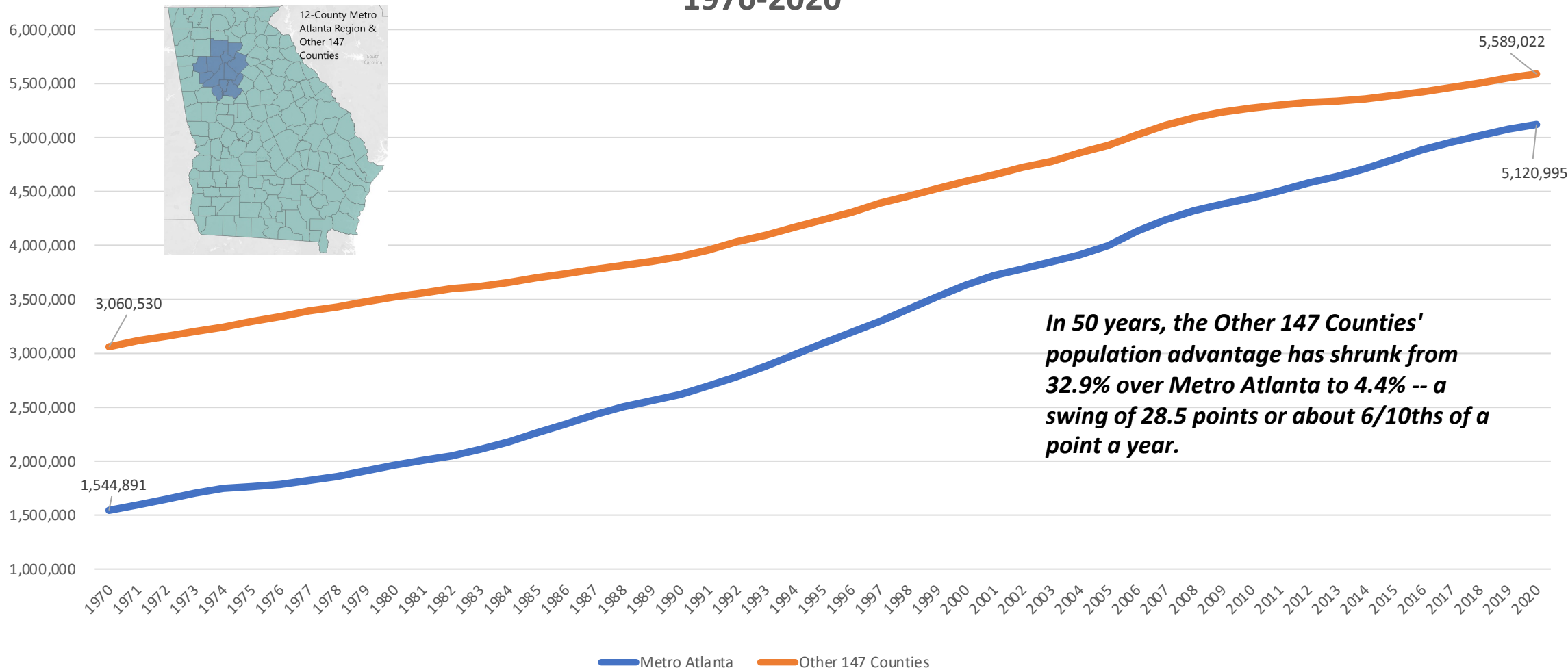


## Data Sources

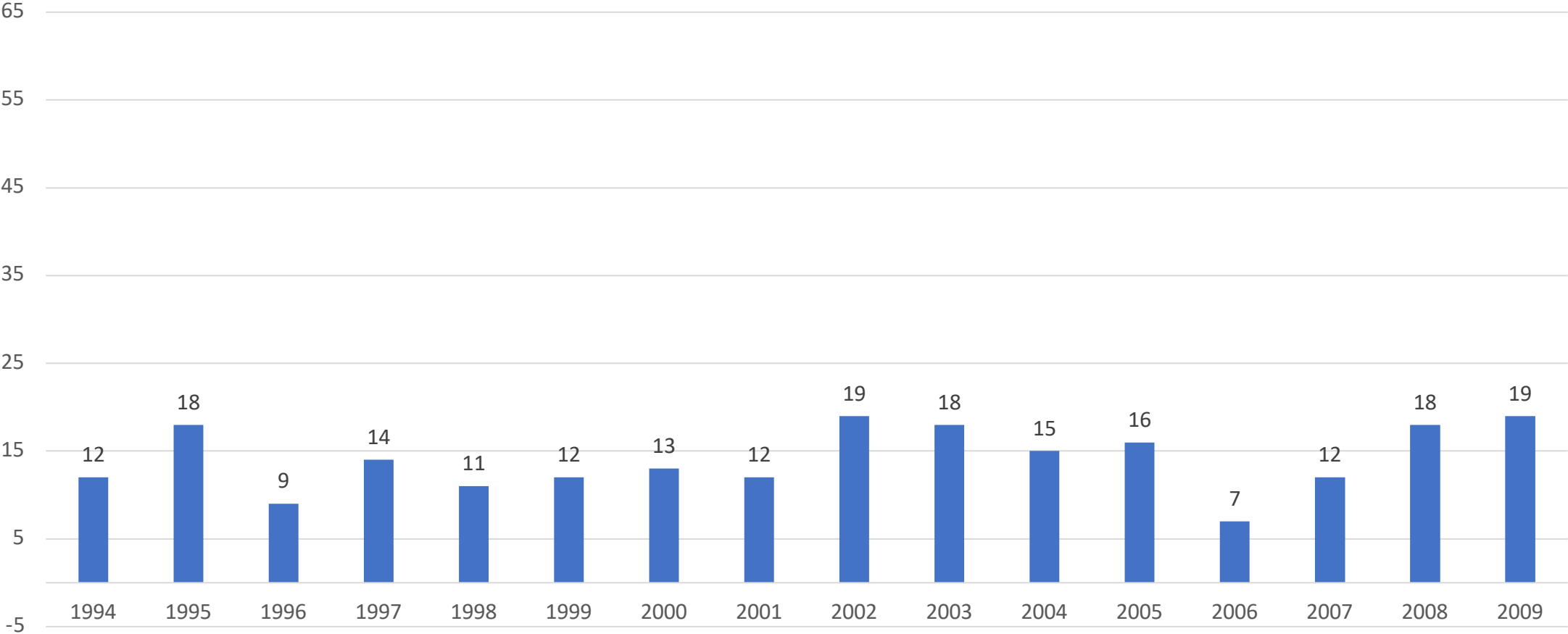
- U.S. Census Bureau/American Community Survey
- U.S. Bureau of Economic Analysis
- U.S.D.A. Economic Research Service
- Georgia Department of Public Health
- Georgia Secretary of State
- University System of Georgia
- U.S. Internal Revenue Service
- Georgia Department of Human Services
- County Health Rankings & Roadmap

# Population Trends: Metro Atlanta vs. Notlanta

## 1970-2020

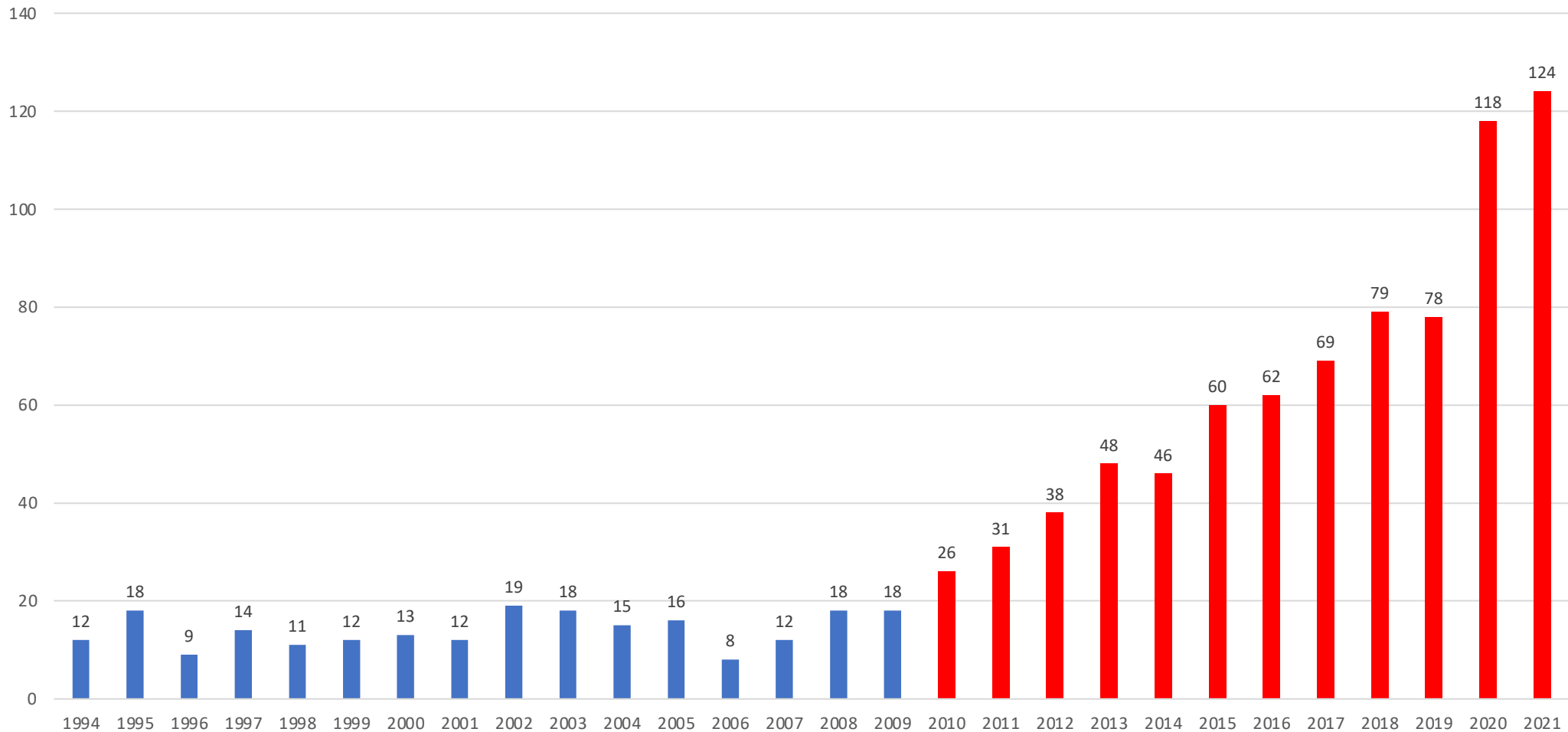


# Number Ga Counties with More Deaths than Births (1994-2009)



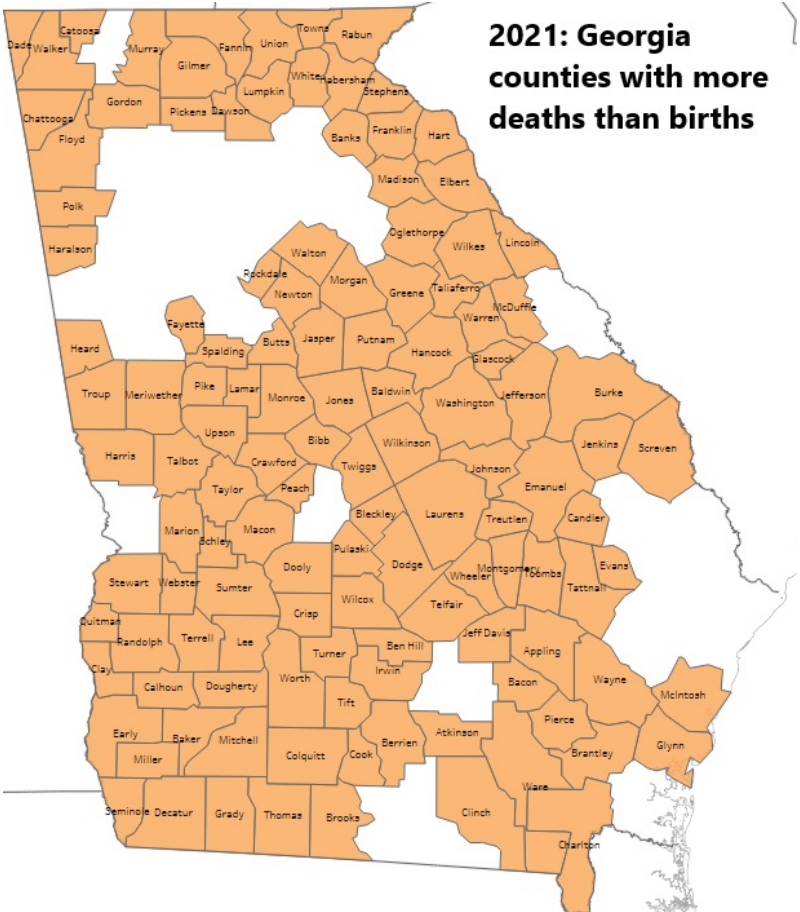
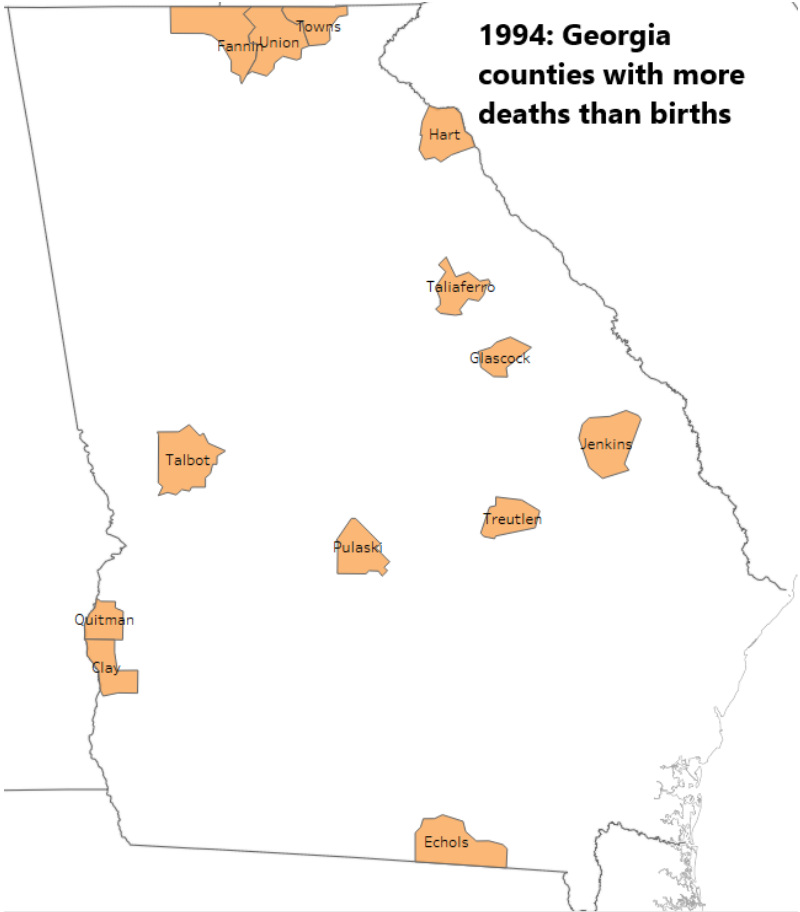
--Georgia Department of Public Health OASIS System

# # GA counties with more deaths than births: 1994-2021



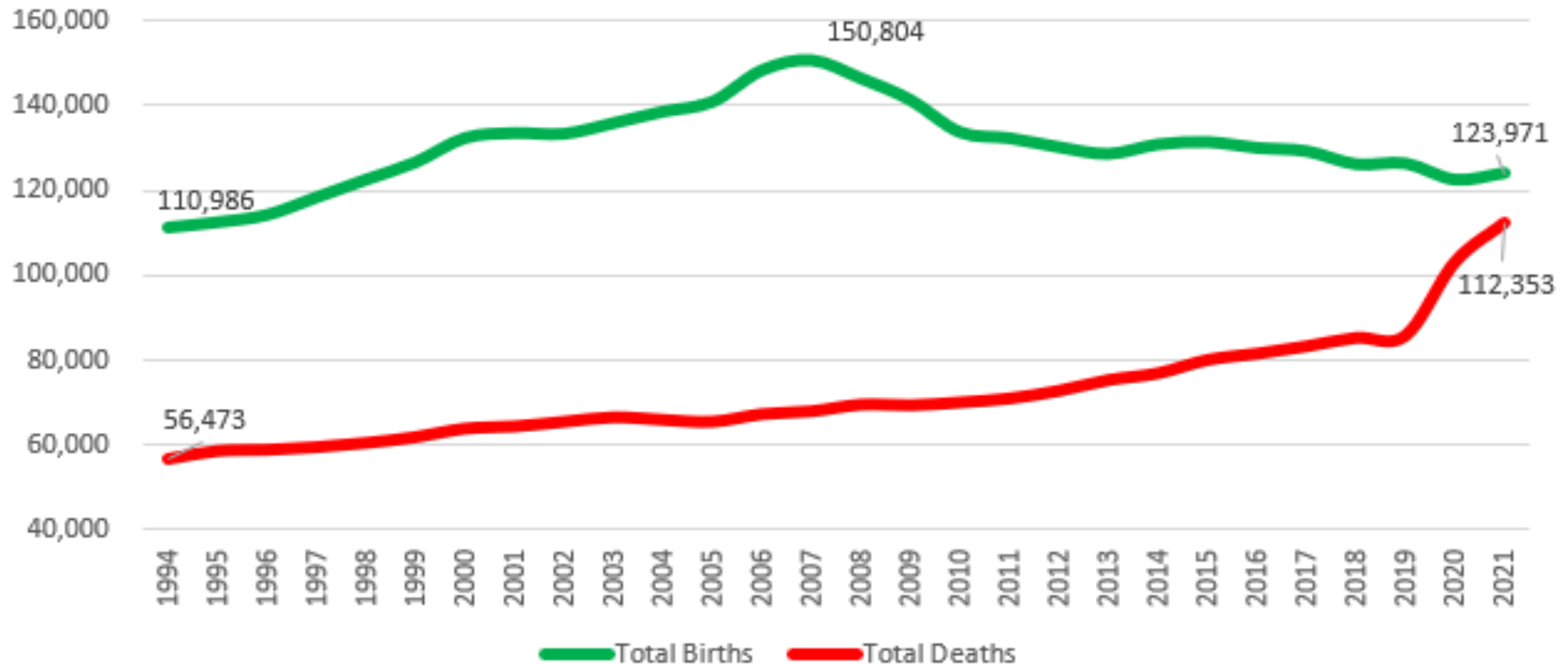
--Georgia Department of Public Health OASIS System

# GA Counties with more deaths than births: 1994 & 2020

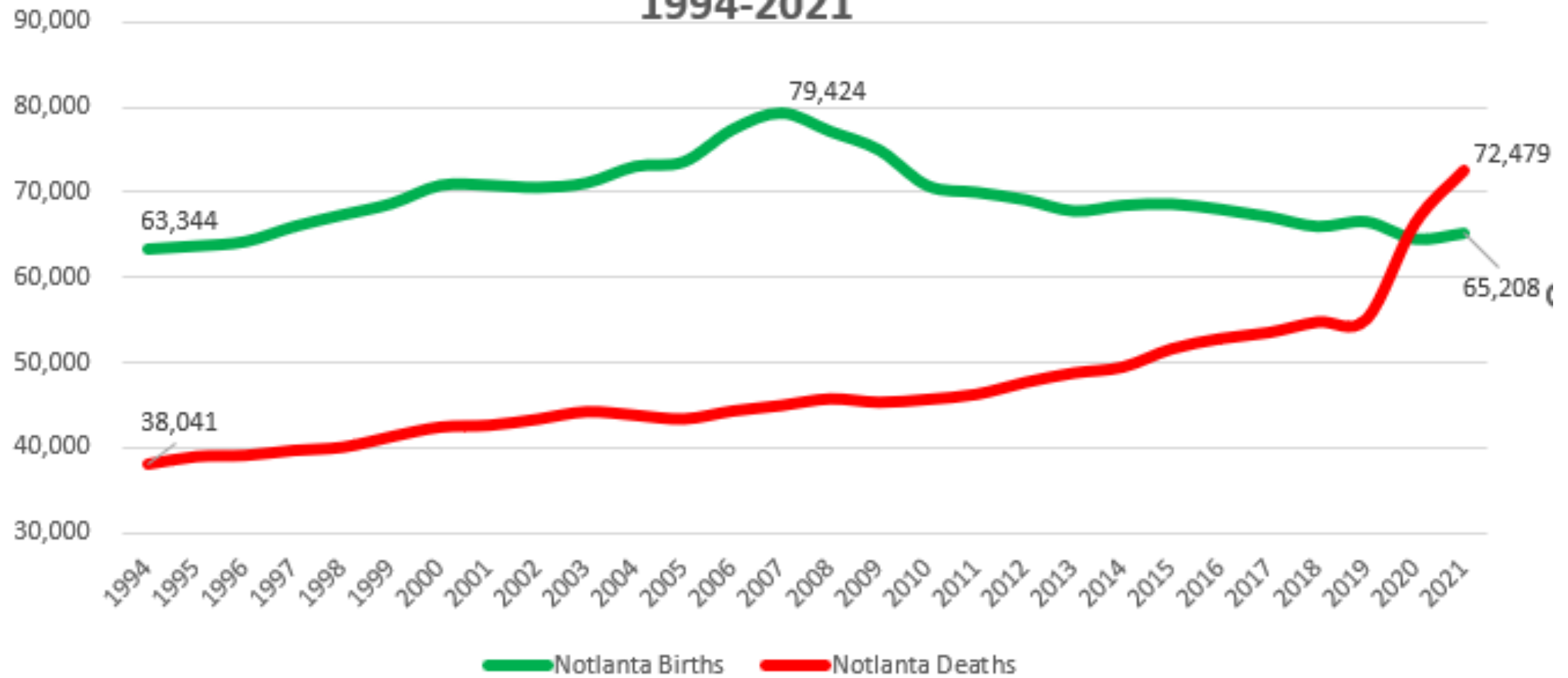


--Georgia Department of Public Health OASIS System

## Total Births & Deaths in Georgia 1994-2021

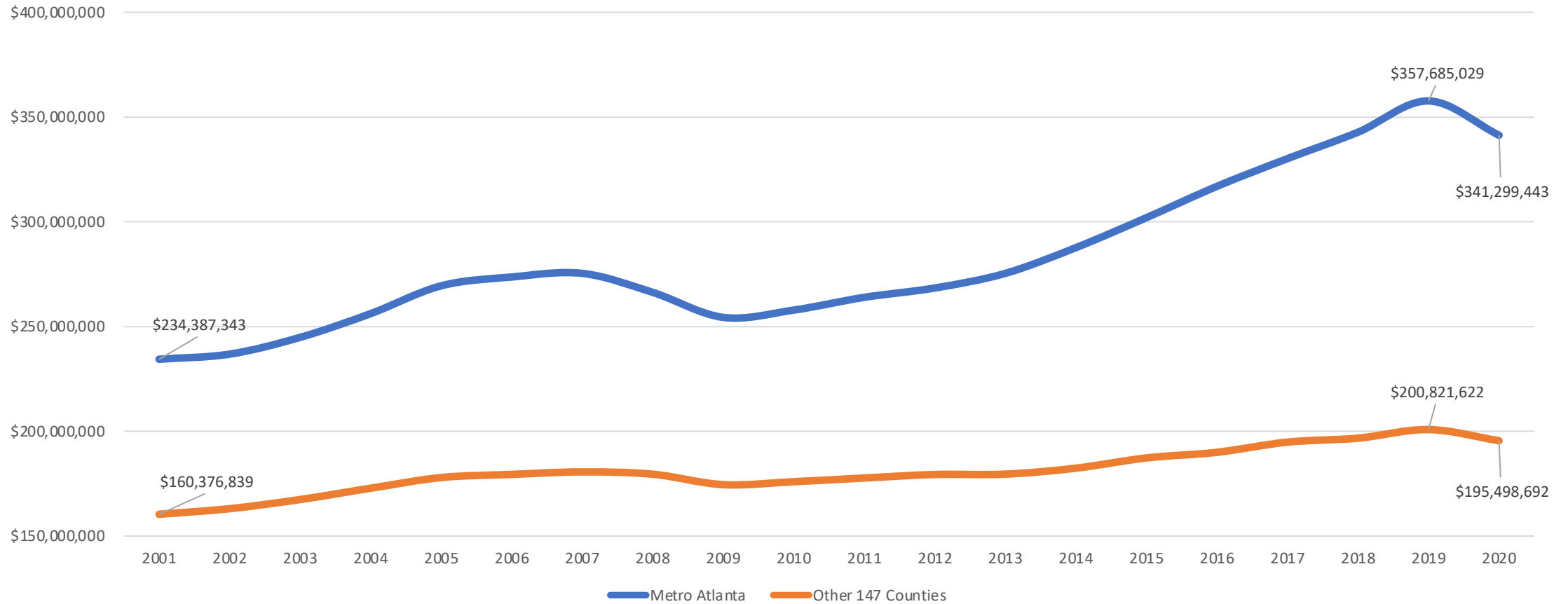


## Notlanta Births & Deaths 1994-2021



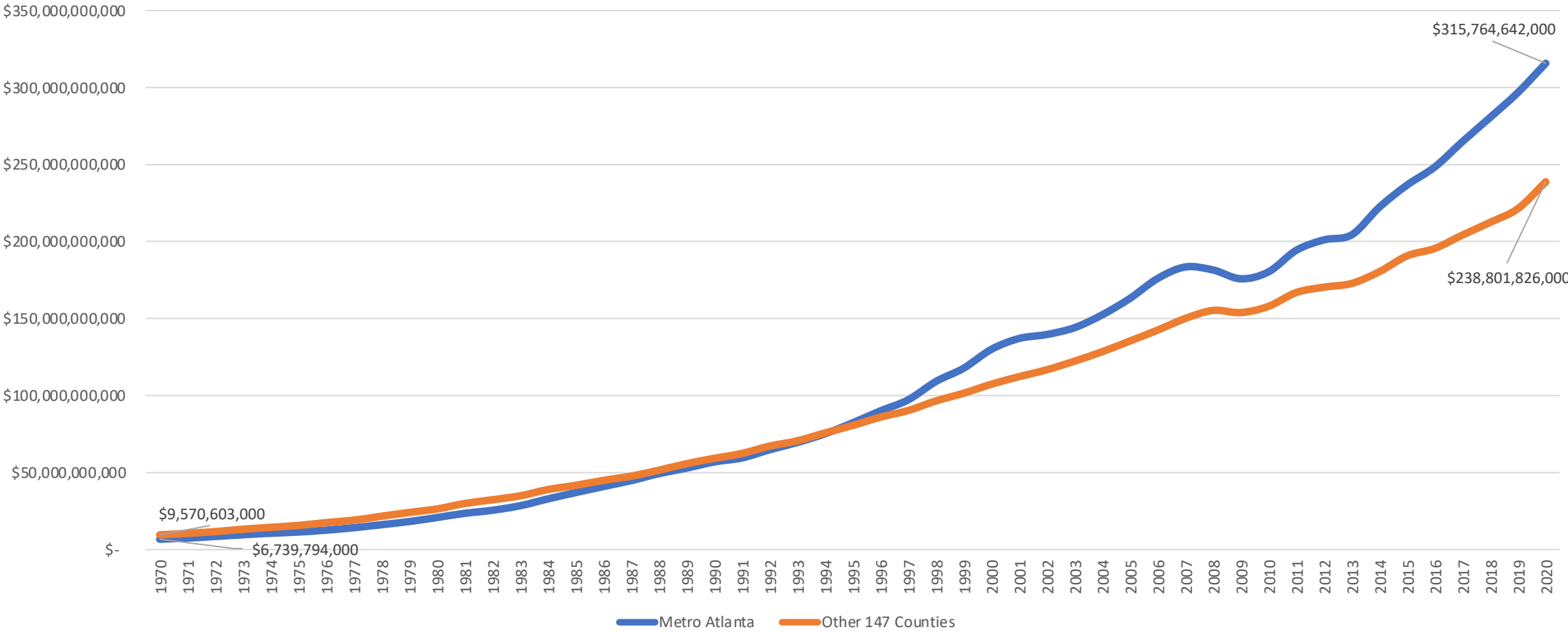


# Gross Domestic Product Metro Atlanta vs. Notlanta 2001-2020 (\$s in 000s)

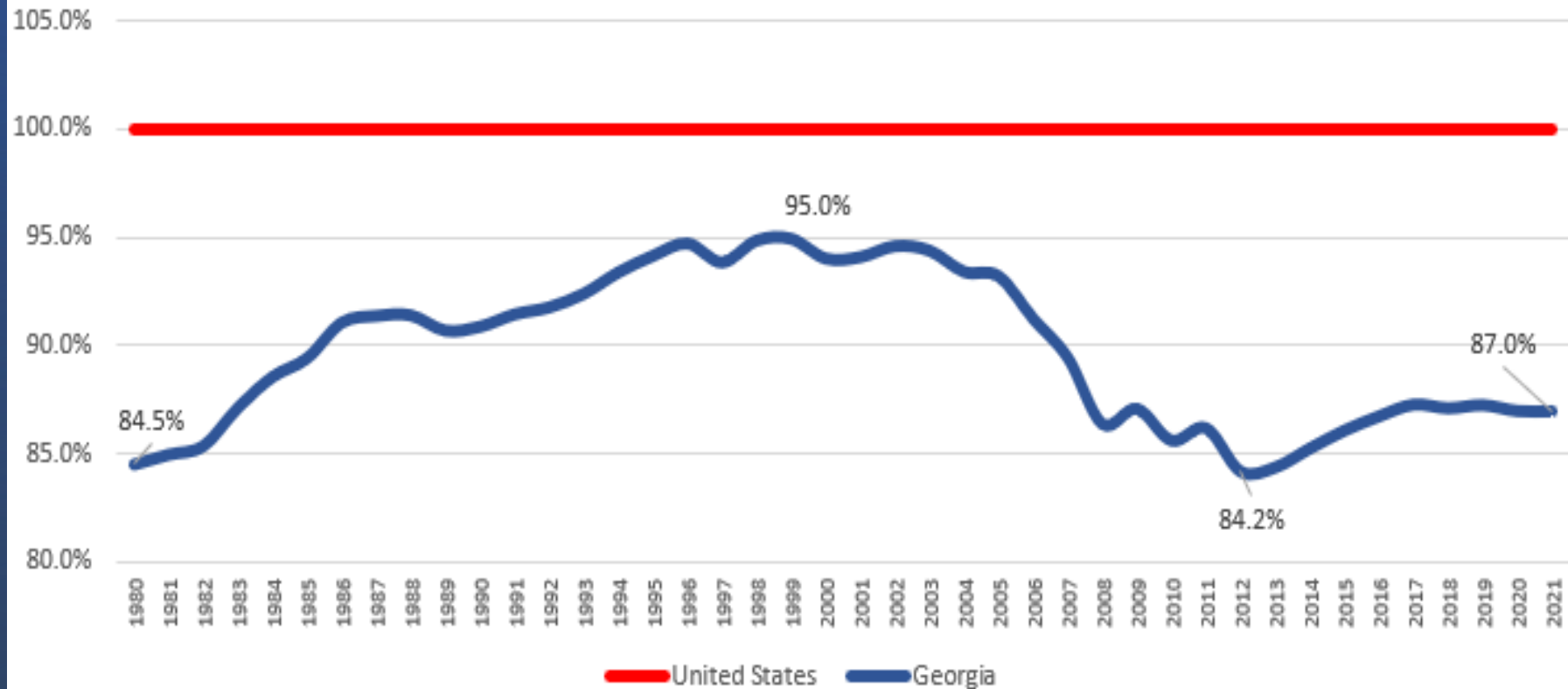


# Total Personal Income: Metro Atlanta vs. Other 147 Counties

1970-2020

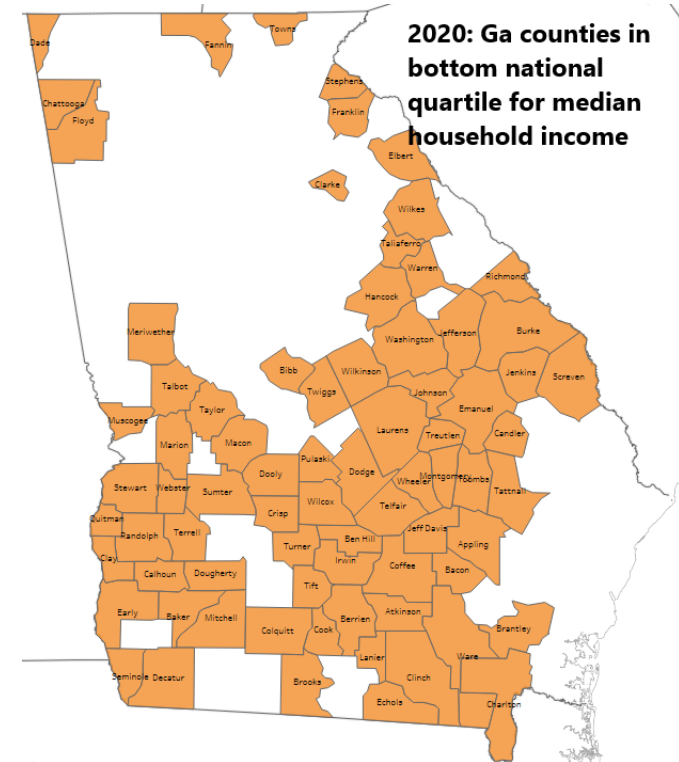
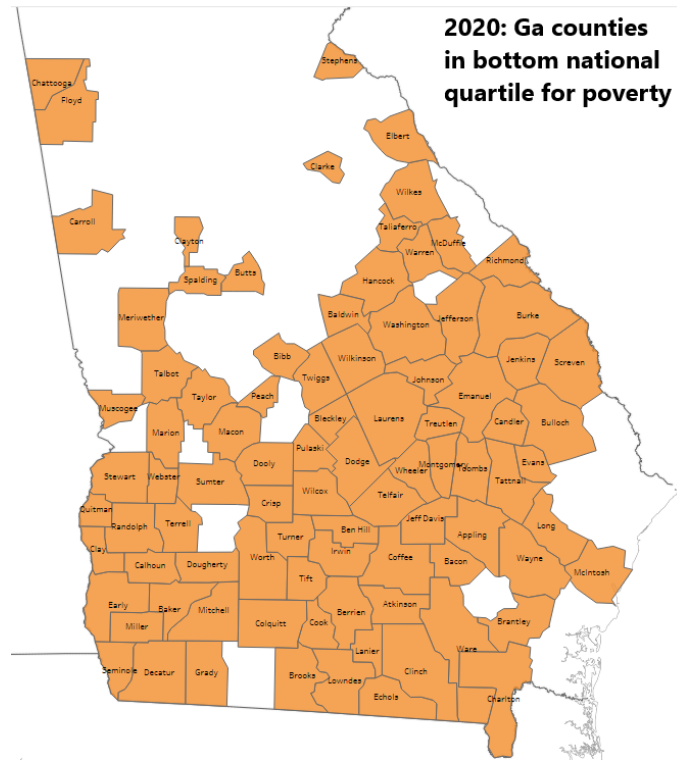
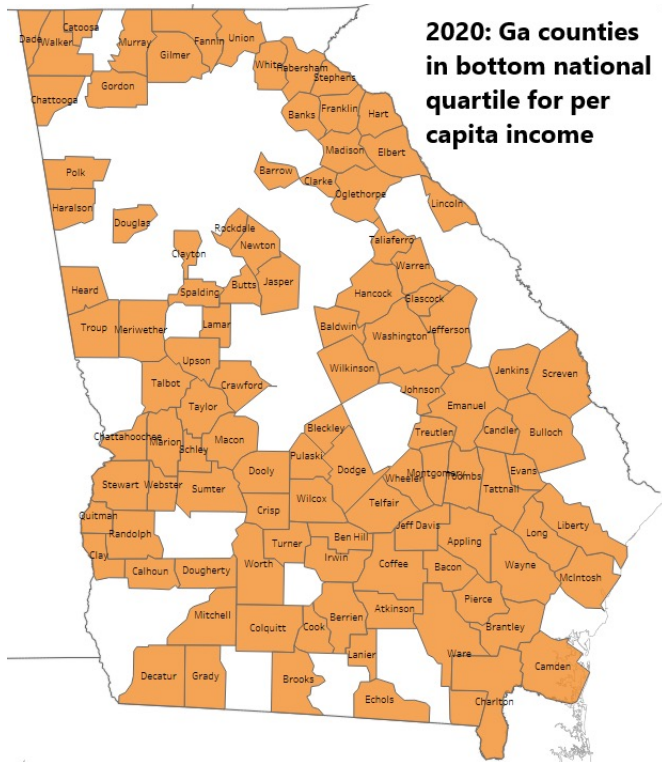


## Georgia Per Capita Income as Percent of National Average 1980 thru 2021



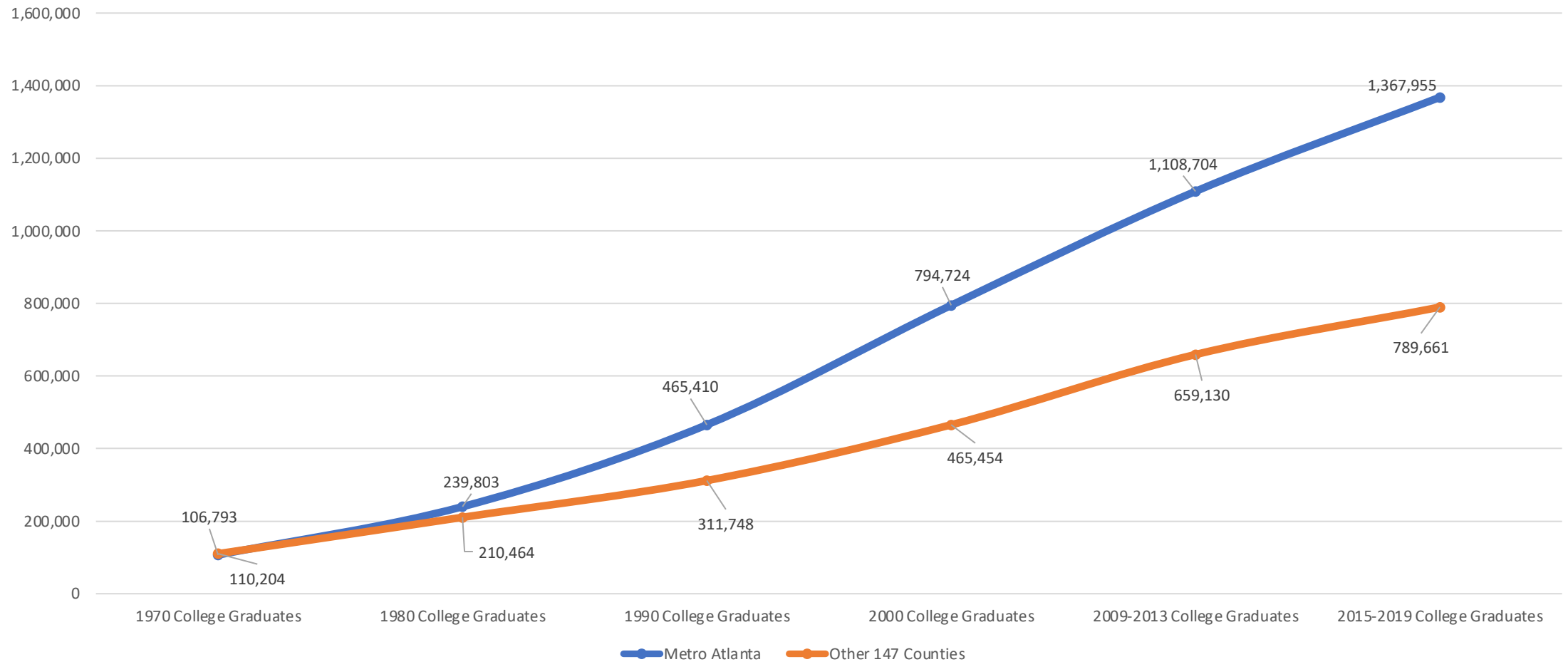
- Between 1980 and 2000, Georgia's Per Capita Income rose from 84.5% of the national average to 95%
- In the process, the state's national ranking rose from 41<sup>st</sup> to a high of 25<sup>th</sup> in 1999 and then plateaued at 26<sup>th</sup> for the next three years
- Only 3 states gained more ground over the 20-year period
- Georgia gave back nearly all those gains by 2010 and was back in 41<sup>st</sup> place
- Only two other states fell as far in the first decade of this century

# Georgia counties in bottom national quartile for PCI, poverty & median household income



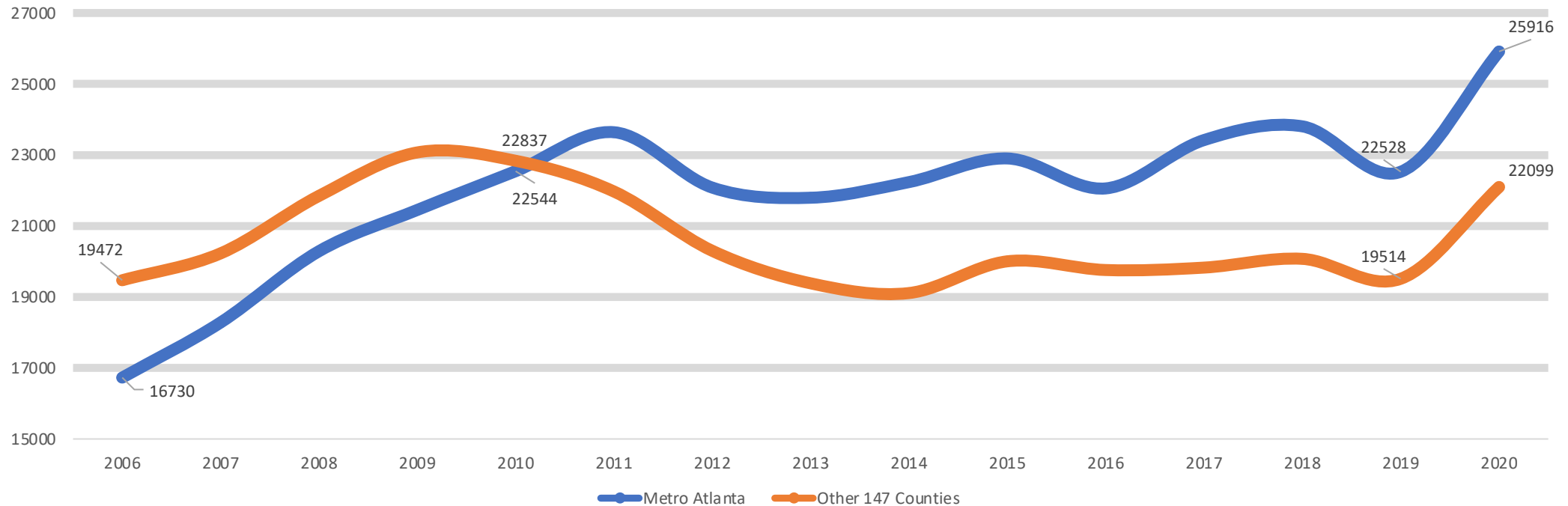
# Educational Attainment Trends

Metro Atlanta vs. Other 147 Counties  
College Graduates: 1970 thru 2015-2019



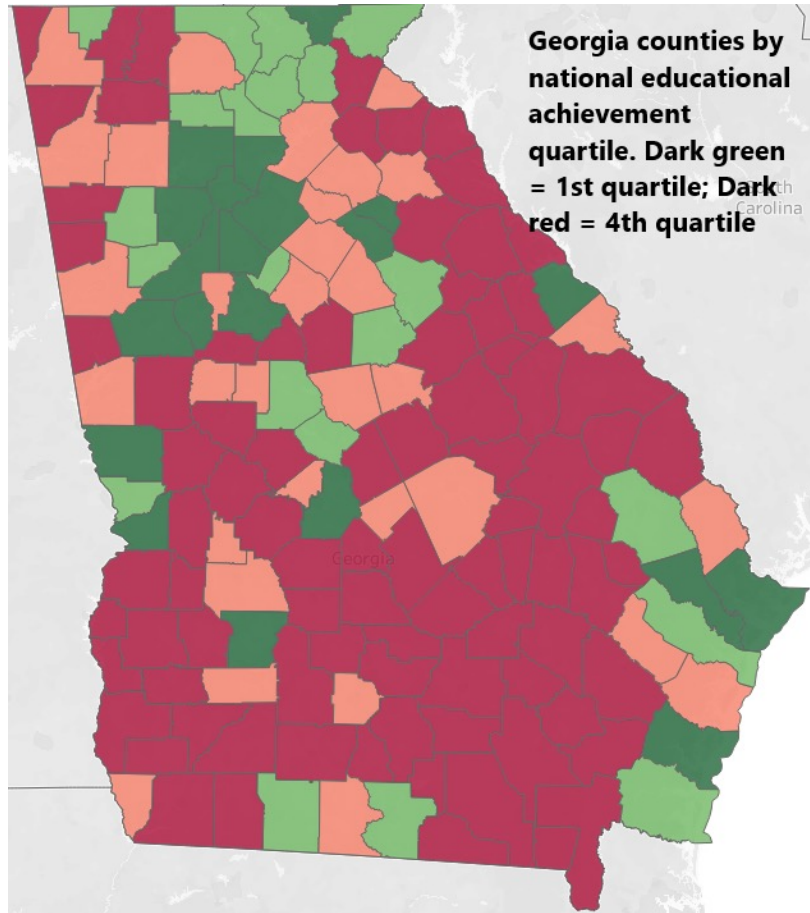
# University System of Georgia Enrollment Trends

Freshman Fall Enrollment at University System of Georgia Institutions  
12 Metro Atlanta Counties vs. 147 Other Counties  
2006-2020



- Similarly, the Other 147 Counties have seen their advantage in sending students to USG colleges evaporate in recent years
- Between 2006 and 2020, they went from sending about 15% more students to Georgia's public colleges to sending nearly 16% fewer, a swing of roughly 30 points

# Introducing the TIGC Educational Achievement Index

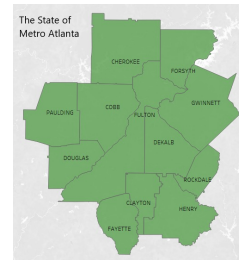
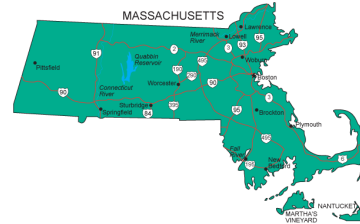
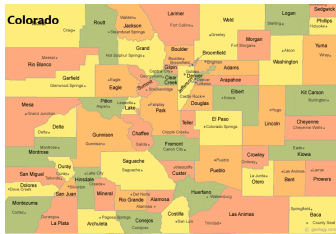


## Georgia's Top and Bottom 3 Counties

County	% HS Drop-outs	% HS Diploma	% Some College	% 4-Year Degree	TIGC Ed Attainment Index	National Rank
Forsyth	7.0%	15.6%	24.3%	53.1%	223.5	41 <sup>st</sup>
Oconee	5.5%	19.3%	22.9%	52.3%	222.1	52 <sup>nd</sup>
Fulton	7.4%	17.7%	22.0%	52.9%	220.3	57 <sup>th</sup>
Taliaferro	29.0%	46.2%	16.8%	8.1%	103.9	3084 <sup>th</sup>
Telfair	29.7%	47.2%	14.4%	8.6%	102.1	3088 <sup>th</sup>
Quitman	35.3%	35.4%	22.2%	7.1%	101.0	3089 <sup>th</sup>

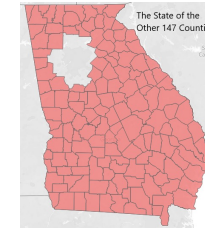
# How the two states of Georgia would rank *(Or: Forget the 2 Georgias & Welcome to Massassippi)*

## The Top 3 'States'



State	% Adults w/ College Degrees	TIGC Educational Attainment Index
Colorado	40.9%	203.0
Massachusetts	43.7%	201.2
Metro Atlanta	41.9%	200.8

## The Bottom 3 'States'



State	% Adults w/ College Degrees	TIGC Educational Attainment Index
Mississippi	22.0%	160.6
Notlanta	20.4%	157.3
West Virginia	20.6%	154.1

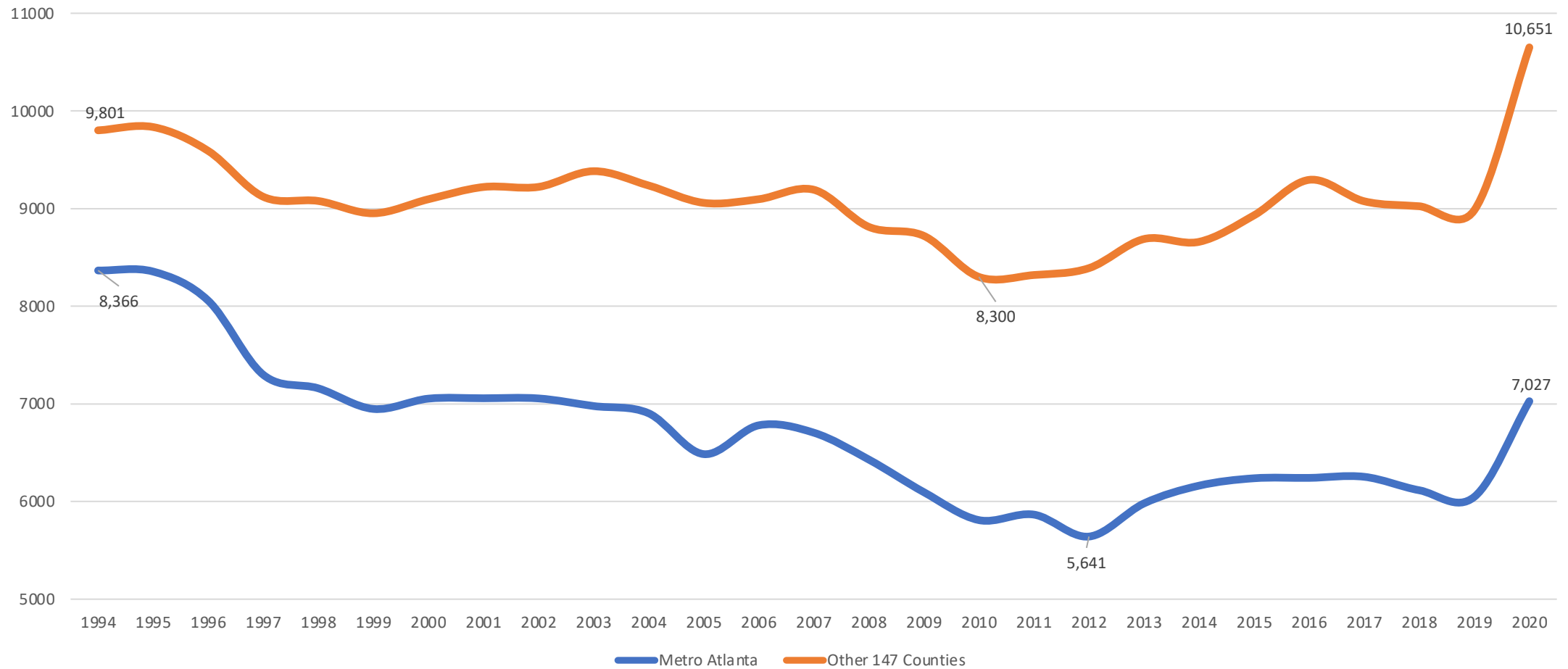


# Regional Hub Cities Losing Ground on Educational Achievement

	1970 State Rank	1980 State Rank	1990 State Rank	2000 State Rank	State Rank, 2007-2011	State Rank, 2016-2020	50-Year Change in State Rank
Bibb (Macon)	14	20	26	30	34	38	-24
Bulloch (Statesboro)	16	22	21	20	19	27	-11
Chatham (Savannah)	11	16	17	16	13	13	-2
Clarke (Athens)	2	3	6	10	8	7	-5
Dougherty (Albany)	9	18	24	33	51	50	-41
Floyd (Rome)	23	34	36	53	62	61	-38
Glynn (Brunswick)	10	13	15	13	18	21	-11
Hall (Gainesville)	28	32	30	46	46	71	-43
Laurens (Dublin)	60	46	52	67	61	68	-8
Lowndes (Valdosta)	13	19	20	29	30	31	-18
Muscogee (Columbus)	7	17	18	21	28	23	-16
Richmond (Augusta)	8	15	19	28	36	48	-40
Ware (Waycross)	32	41	58	76	66	105	-73
Whitfield (Dalton)	61	49	46	109	131	142	-81

# Premature Death Rates: Metro Atlanta vs. Other 147 Counties

## 1994-2020



# Gauging the Gaps: Atlanta v. Notlanta

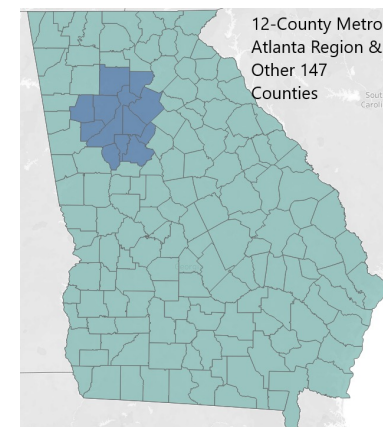
	Metro Atlanta	Notlanta	% Change
<b>Population</b>			
<b>1970</b>	<b>1,544,891</b>	<b>3,060,530</b>	<i>Notlanta's population advantage shrunk from 65.8% to 8.2%, a shift of 57.6 points.</i>
<b>2020</b>	<b>5,120,995</b>	<b>5,589,022</b>	
<b>College Graduates</b>			
<b>1970</b>	<b>106,204</b>	<b>110,204</b>	<i>Notlanta went from having 3.1% more college grads in 1970 to having 53.6% fewer in ACS's 2015-19 surveys, a shift of 56.7 points</i>
<b>2015-2019</b>	<b>1,367,955</b>	<b>789,661</b>	
<b>Total Personal Income</b>			
<b>1970</b>	<b>\$ 6.74 Billion</b>	<b>\$ 9.57 Billion</b>	<i>Notlanta has gone from generating 34.7% more in TPI than Metro Atlanta 1970 to 27.8% less in 2020, a swing of 62.5 points</i>
<b>2020</b>	<b>\$ 315.7 Billion</b>	<b>\$ 238.8 Billion</b>	

# Gauging the Gaps: Atlanta v. Notlanta

	Metro Atlanta	Notlanta	% Change
<b>Gross Domestic Product</b>			
<b>2001</b>	<b>\$234.4 Billion</b>	<b>\$160.4 Billion</b>	<i>Metro Atlanta's GDP size advantage expanded from 37.5% in 2001 to 54.3% in 2020, a change of 16.8 points</i>
<b>2020</b>	<b>\$341.3 Billion</b>	<b>\$195.5 Billion</b>	
<b>Premature Death Rates (YPLL 75)</b>			
<b>1994</b>	<b>8,365.9</b>	<b>9,801.3</b>	<i>Metro Atlanta's Premature Death Rate advantage more than doubled from 15.8% in 1994 to 41.0% in 2020</i>
<b>2020</b>	<b>7,027.3</b>	<b>10,650.71</b>	

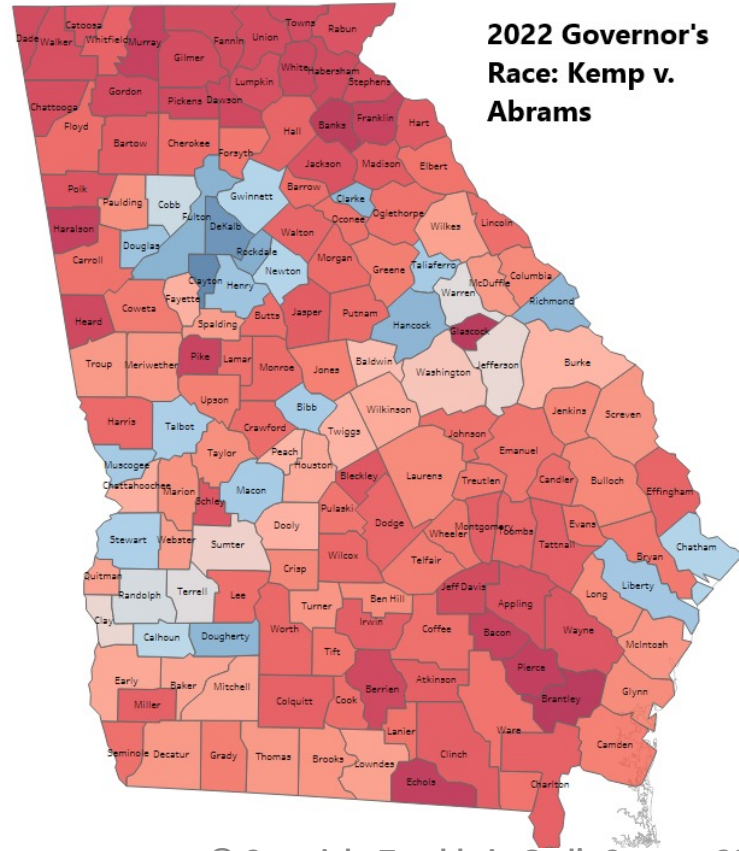
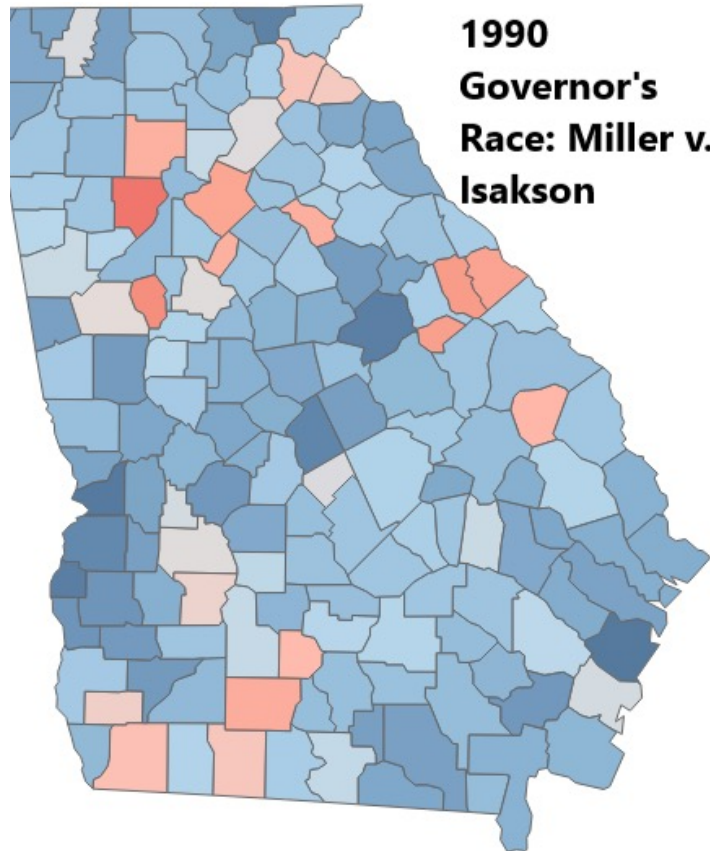
# *Costs & Consequences:*

## Tax Contribution & Social Service Consumption: Metro Atlanta & the Other 147 Counties



Region	2018 Population	2018 Gross Domestic Product	2018 Federal Income Tax Liability	2018 Federal Share of Medicaid, Peachcare & SNAP
Metro Atlanta	5.01M (47.7%)	\$330.3B (62.4%)	\$27.01B (67.6%)	\$3.34B (38.6%)
Notlanta	5.50M (52.3%)	\$198.8B (37.8%)	\$12.95B (32.4%)	\$5.30B (61.4%)

# Georgia's Widening Political Divide



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- 1990:
  - Miller won 54%-46%
  - 7 counties went >70% for Miller; none for Isakson
  - 37 counties decided by <10 points
  - Miller's home county (Towns County) went 73.5% for him
- 2022
  - Kemp won 54%-46%
  - 86 counties went >70% for Kemp; 3 for Abrams
  - 10 counties decided by <10 points
  - Towns County went 82.5% for Kemp

# Strategic Challenges

Most regional hub cities and smaller cities deteriorating in various ways and must be shored up as key part of rural strategy

Emergency response mechanism needed to address challenges in state's worst areas

Political and cultural divides pose major barriers that will somehow have to be overcome as part of this process

Covid-19 now seems likely to generate rural aftershocks that may be even more damaging than those produced by the Great Recession





# Trouble In God's Country

Contact Information:

Charles Hayslett

404-402-1087

[chayslett@gmail.com](mailto:chayslett@gmail.com)

[www.troubleingodscountry.com](http://www.troubleingodscountry.com)

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