

## SUMMARY

Clarke County's demographic and economic trend lines are disturbing. The county is drifting with minimal population growth and a weakening economic mix. Without the growth in state government jobs (i.e. the University), the only job growth since 1988 has been in retail and services. The county has 40% of its population with household incomes under \$20,000 and the percentage of children in poverty range is 25-37%.

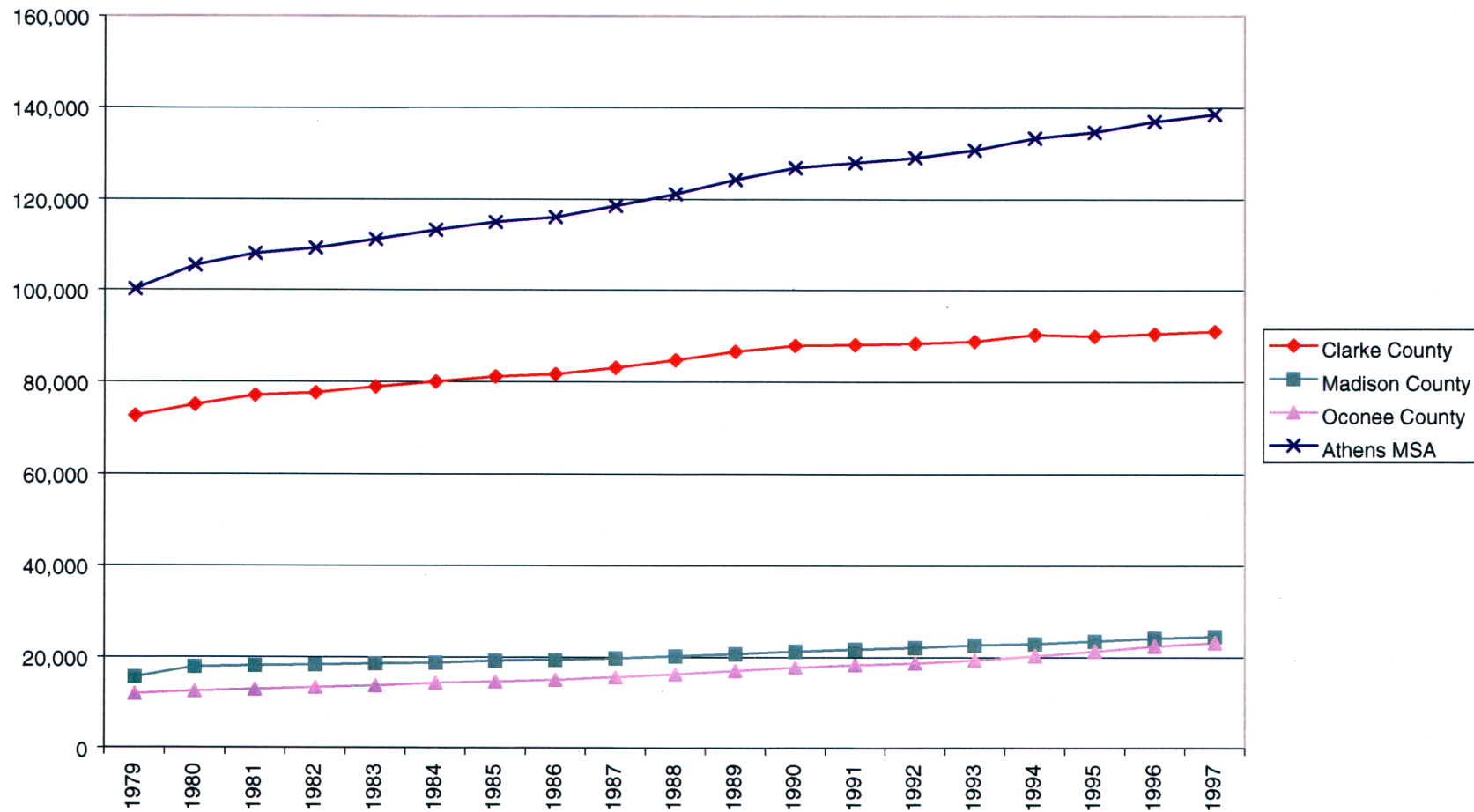
While overall educational attainment is strong, a significant portion of the county's residents have not finished high school. The only sector in the Clarke economy that pays the state average wage is the state government category; the shrinking manufacturing sector (down 456 jobs in the past 8 years) pays only 84% of the Georgia average for that sector. While the healthcare portion of the service sector is strong (\$690 weekly wage), it cannot carry the other very weak service jobs (averaging \$294 a week), which pay only 61% of state average wage for those jobs. The student employee is a factor in these low wages across the services sector.

The racial makeup of the county is changing with a lessening white population (fewer than in 1990) and an increasing black and international population that make up 34% of the total in 1997. While job growth has been substantial and the unemployment rate is low, there are two concerns. First, 80% of the net new jobs are in retail and services and second, the labor force participation rate increase has reduced the pool of potential new workers.

Finally, while small business job growth is driving the national economy, Clarke County's percentage of proprietorships is very low, the rate of new business formation lags, and average annual proprietor earnings are far below the state and national averages.

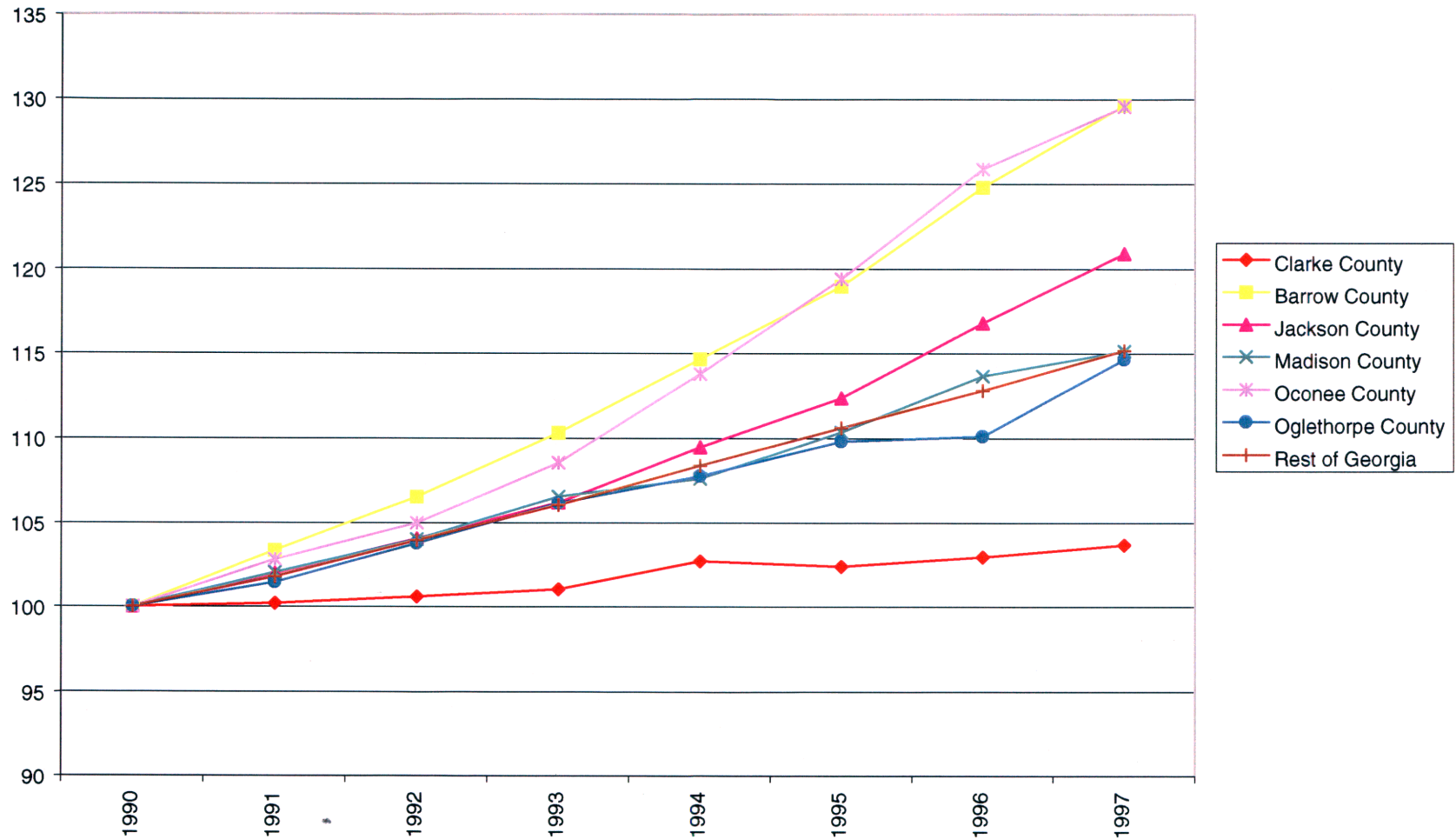
Clearly, Clarke is not enjoying the rapid increase in per capita income that comes from a growing, diverse, strong economy. While the Athens-Clarke County economy has a strong stability factor because of the University, it is by no means dynamic. There is almost no evidence of "high-tech spinoff" from the University. The changing regional outlook provides further competition for quality job creation and sustained population growth.

Chart 1  
Population, Athens MSA and Component Counties, 1979-1997



Source: U.S. Census Bureau

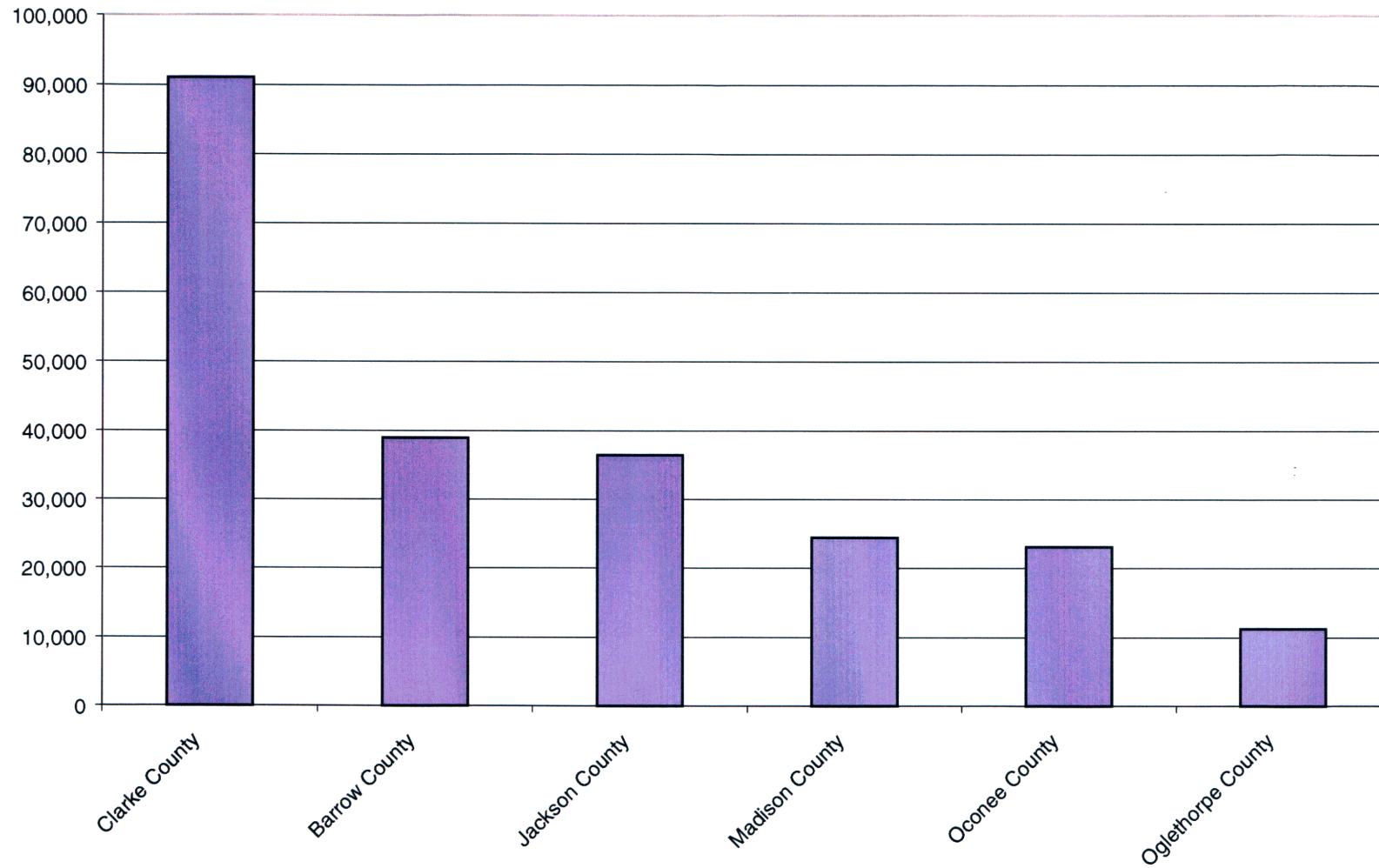
Chart 2  
Index of Population Growth, Clarke County and Other Areas, 1990 - 1997



Source: U.S. Census Bureau

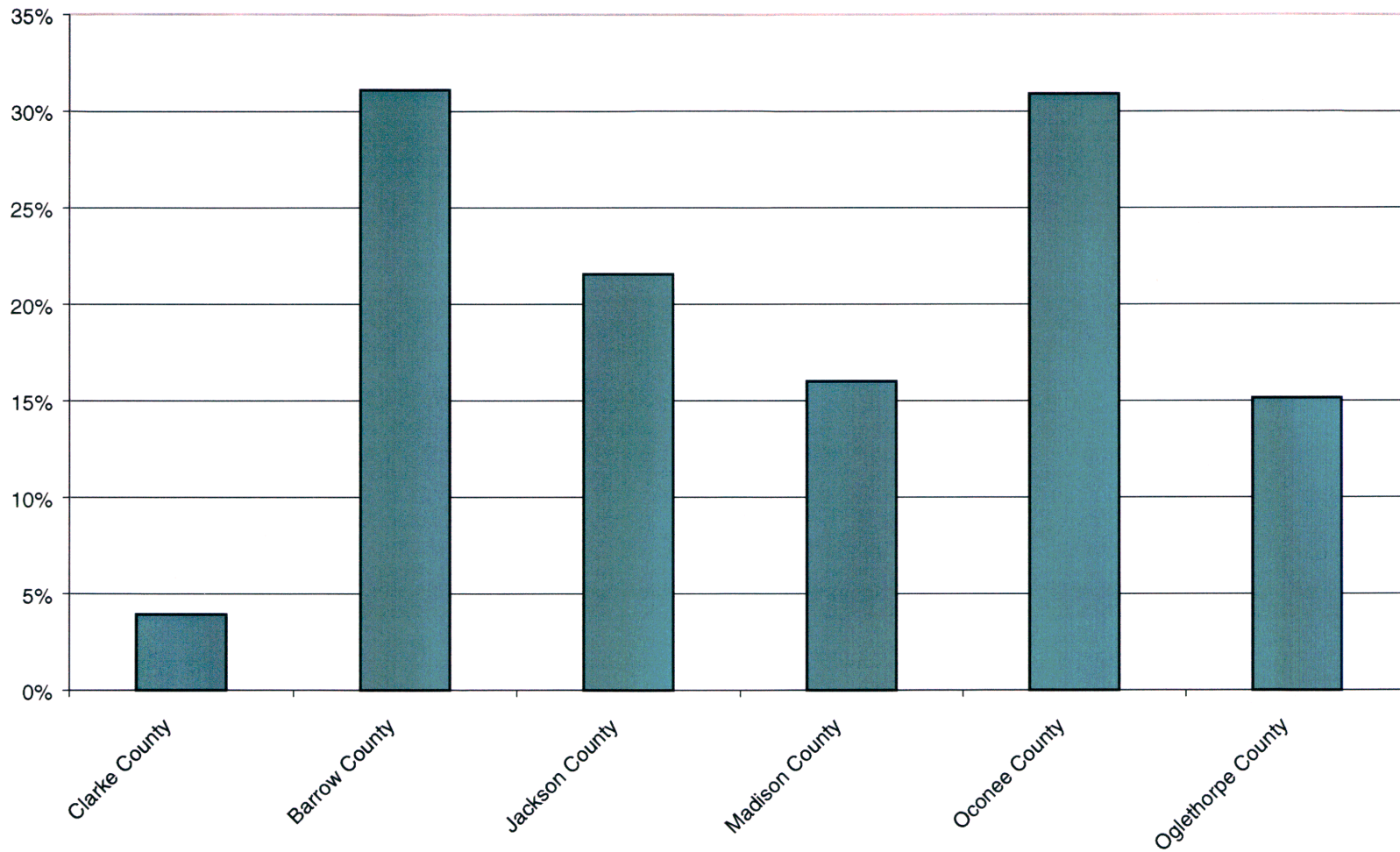


Chart 3  
Population, Clarke County and Contiguous Counties, July 1, 1997



Source: U.S. Census Bureau

Chart 4  
Percent Change in Population, Clarke County and Contiguous Counties, 1990-1997



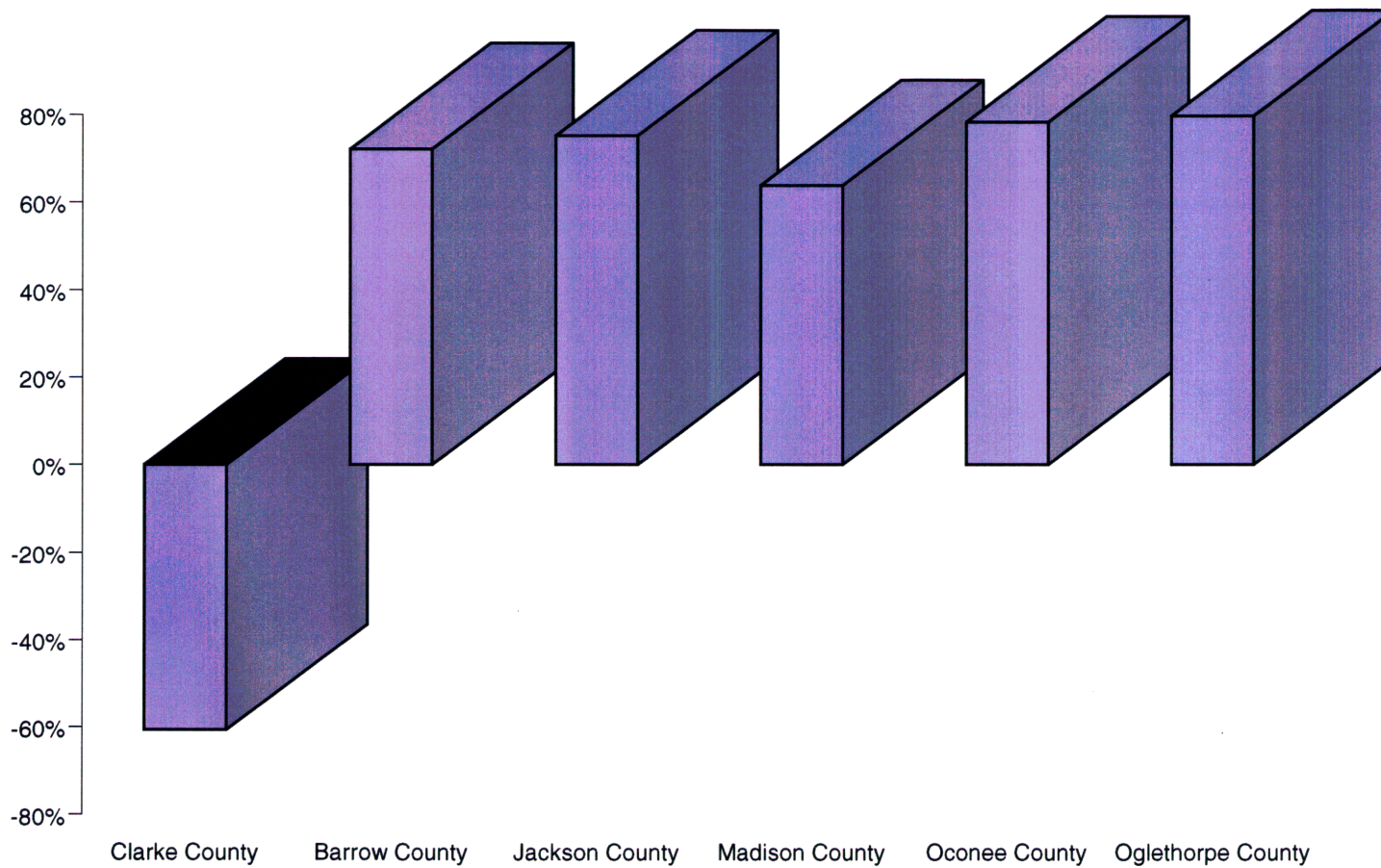
Source: U.S. Census Bureau

Chart 5  
Net Domestic Migration, Clarke County and Contiguous Counties, 1990-97



Source: U.S. Census Bureau

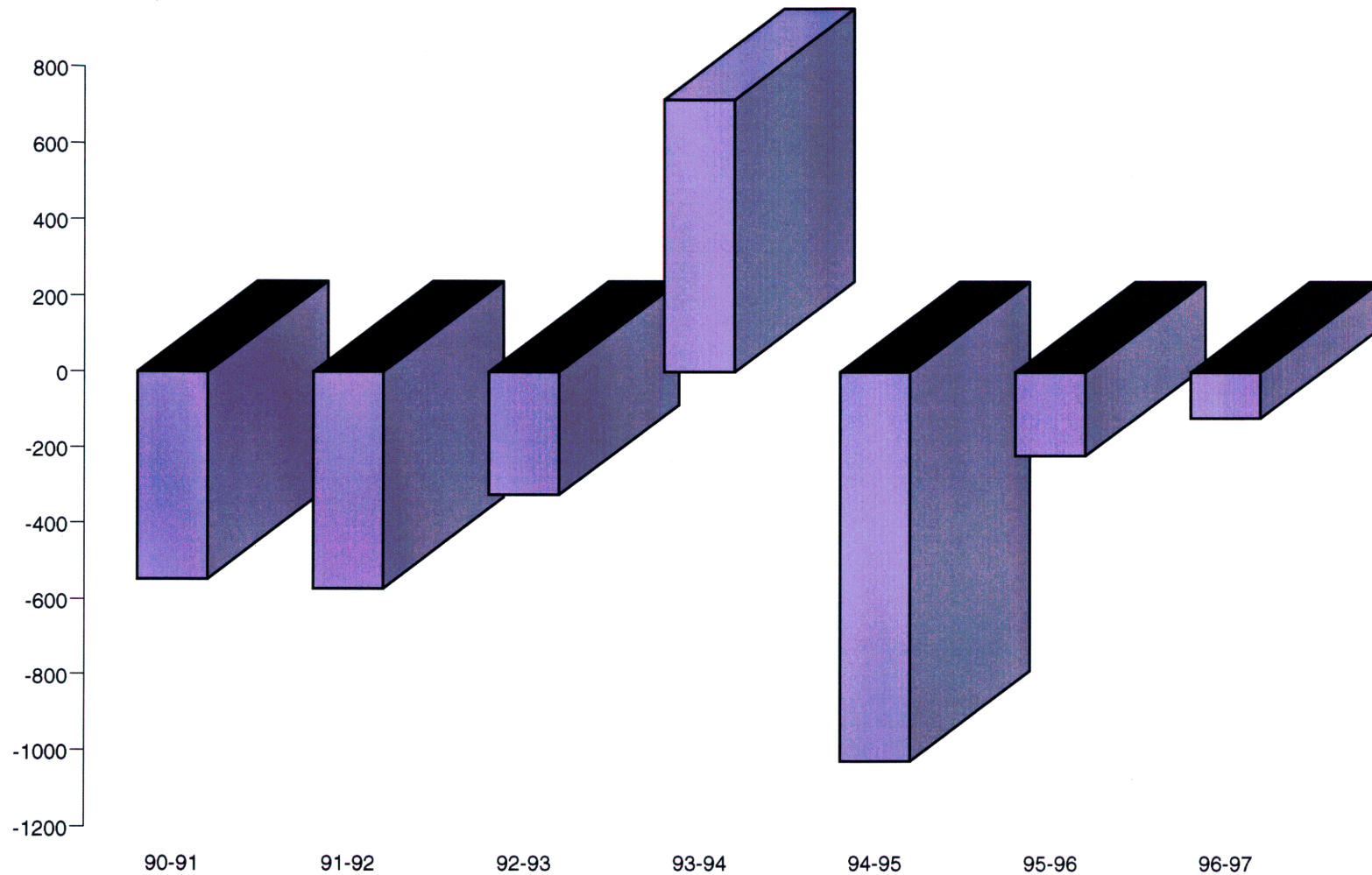
Chart 6  
Net Domestic Migration as a Percentage of Population Change,  
Clarke County and Contiguous Counties, 1990-97



Source: U.S. Census Bureau

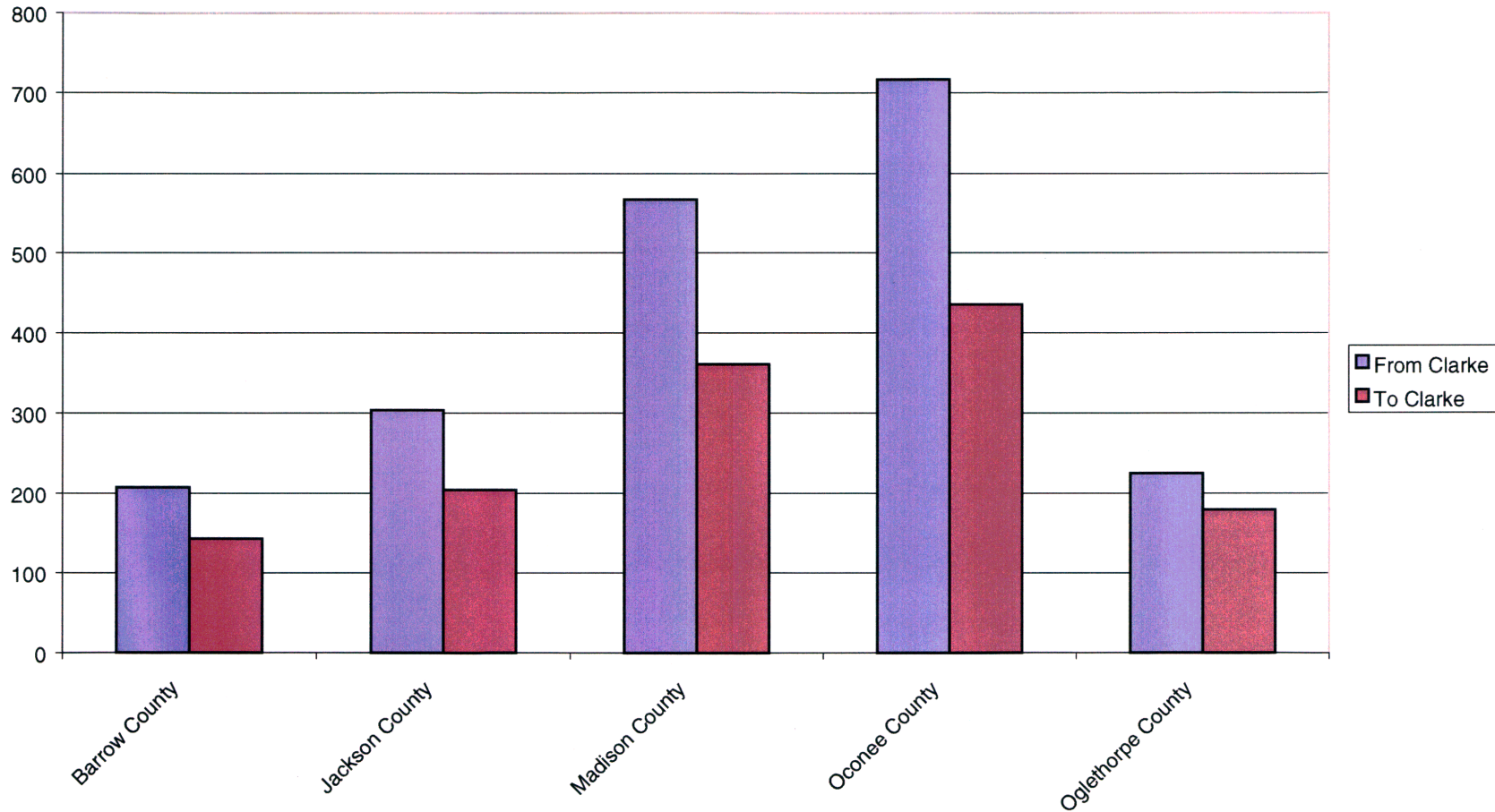


Chart 7  
Annual Net Domestic Migration, Clarke County, 1990-1997



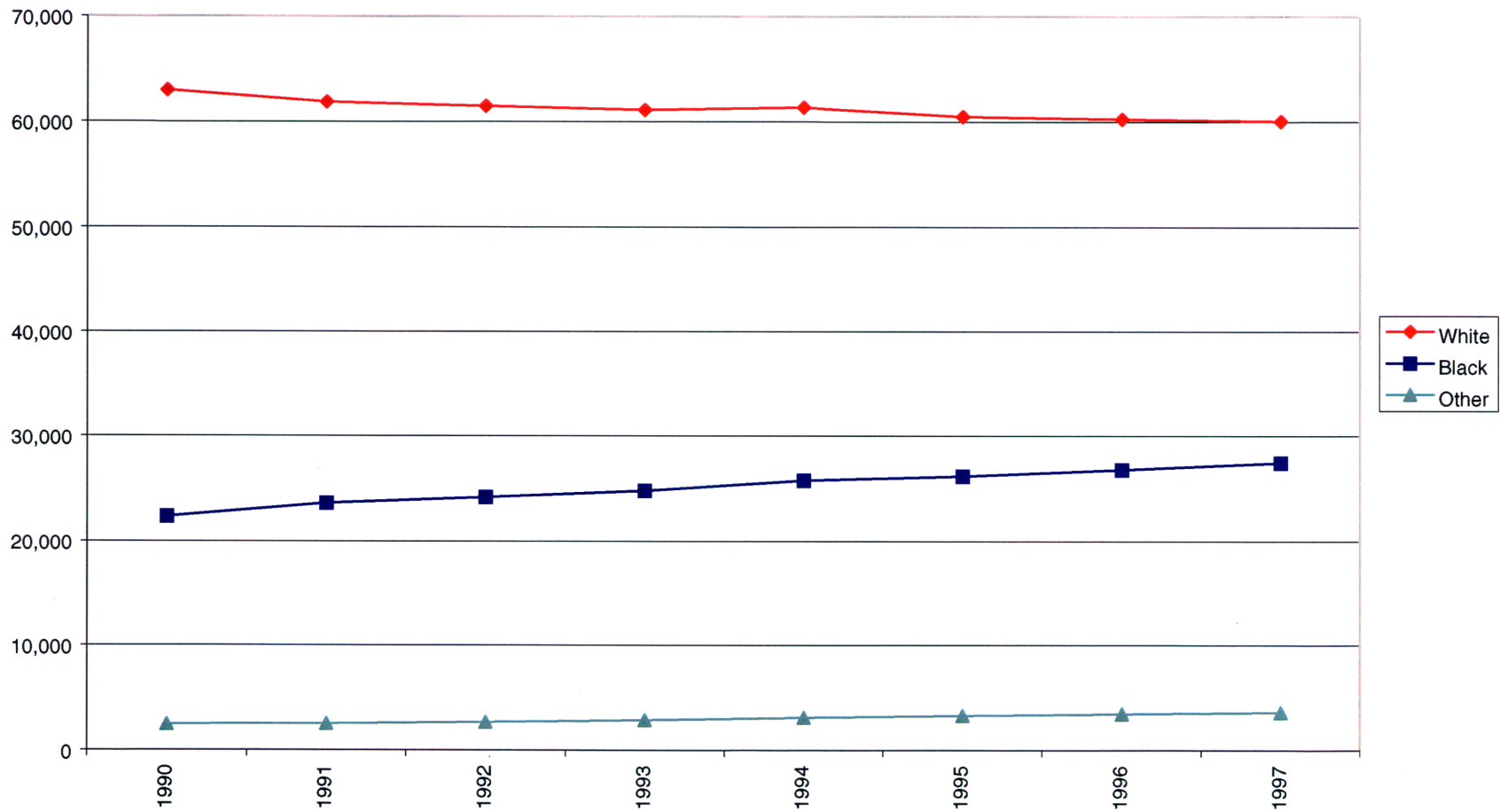
Source: U.S. Census Bureau

Chart 8  
County-to-County Net Migration,  
Clarke County and Neighboring Counties, 1995-1996



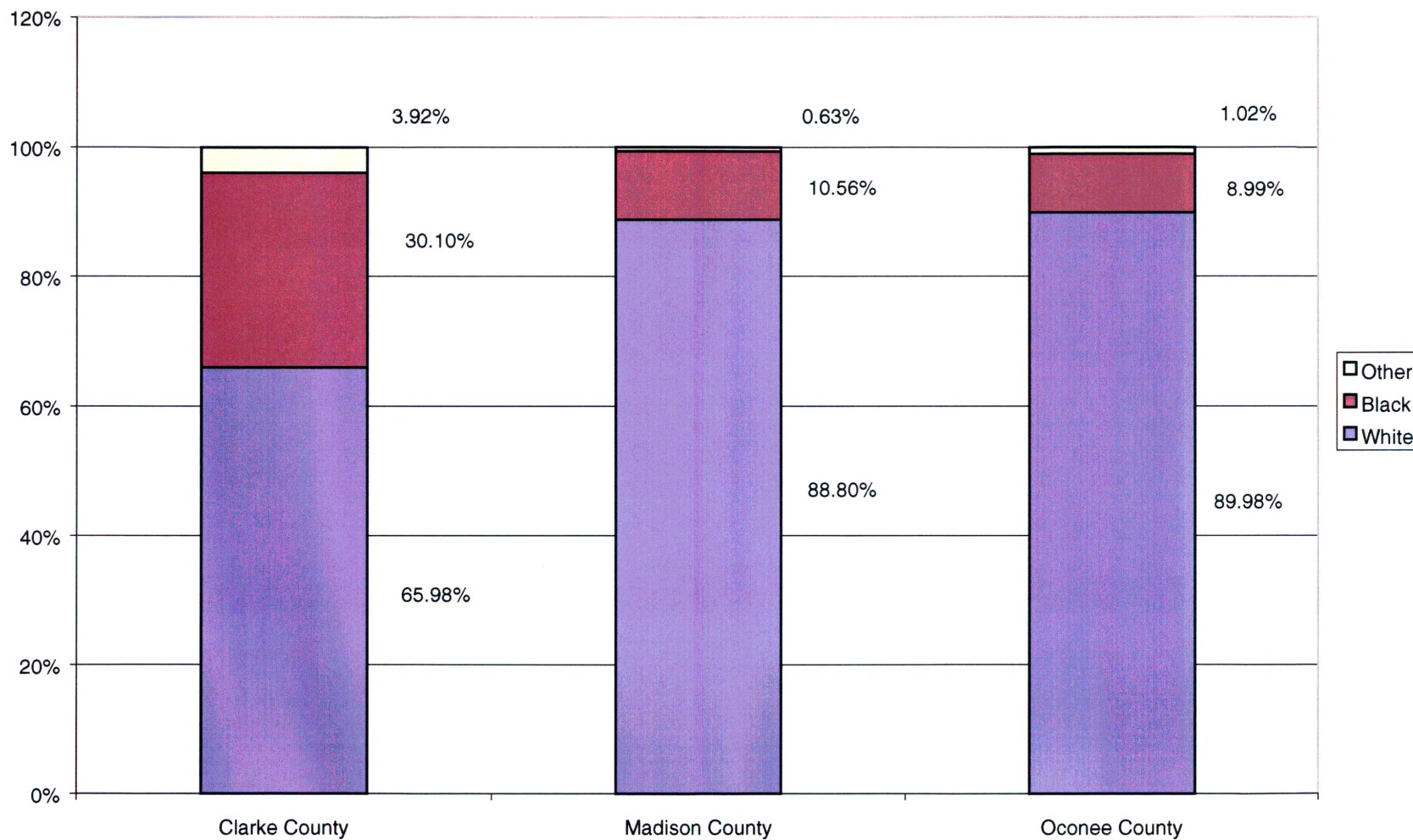
Source: Internal Revenue Service, Statistics of Income

Chart 9  
Clarke County  
Population by Race, 1990-1997



Source: U.S. Census Bureau

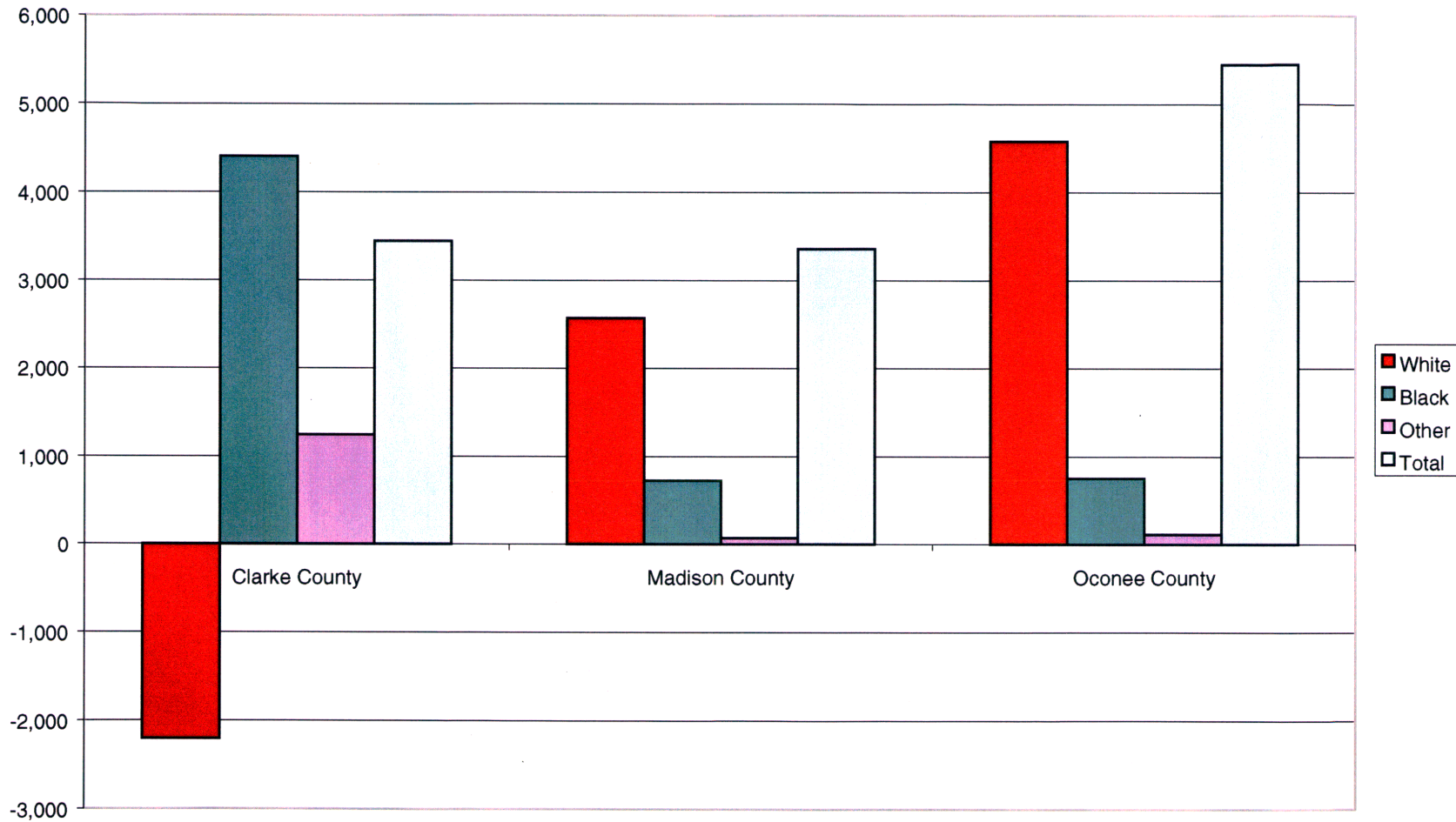
Chart 10  
Percent Distribution of Population by Race,  
Clarke, Madison, and Oconee Counties, 1997



Source: U.S. Census Bureau

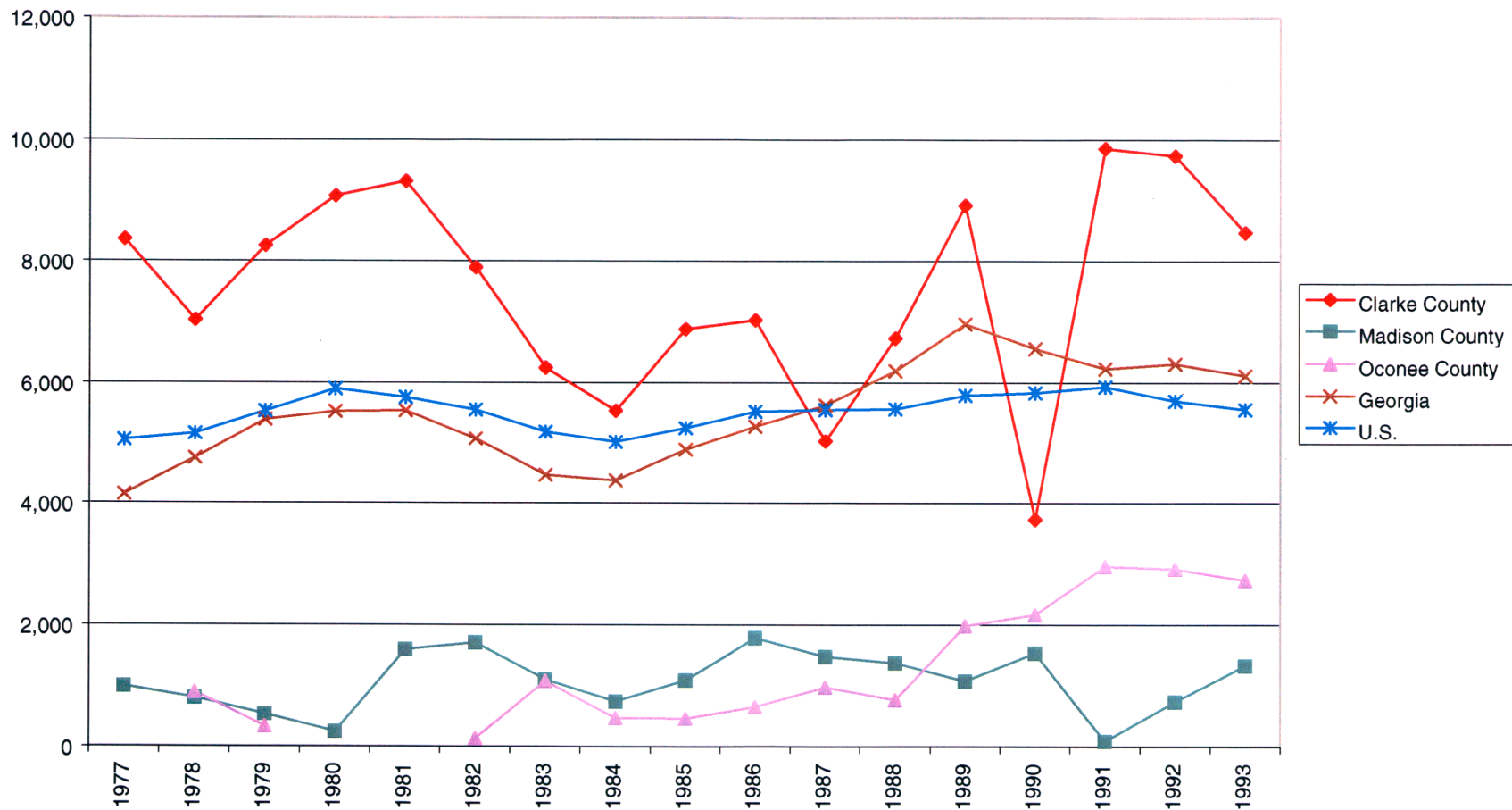


Chart 11  
Change in Population by Race, Clarke, Madison, and Oconee Counties, 1990-1997



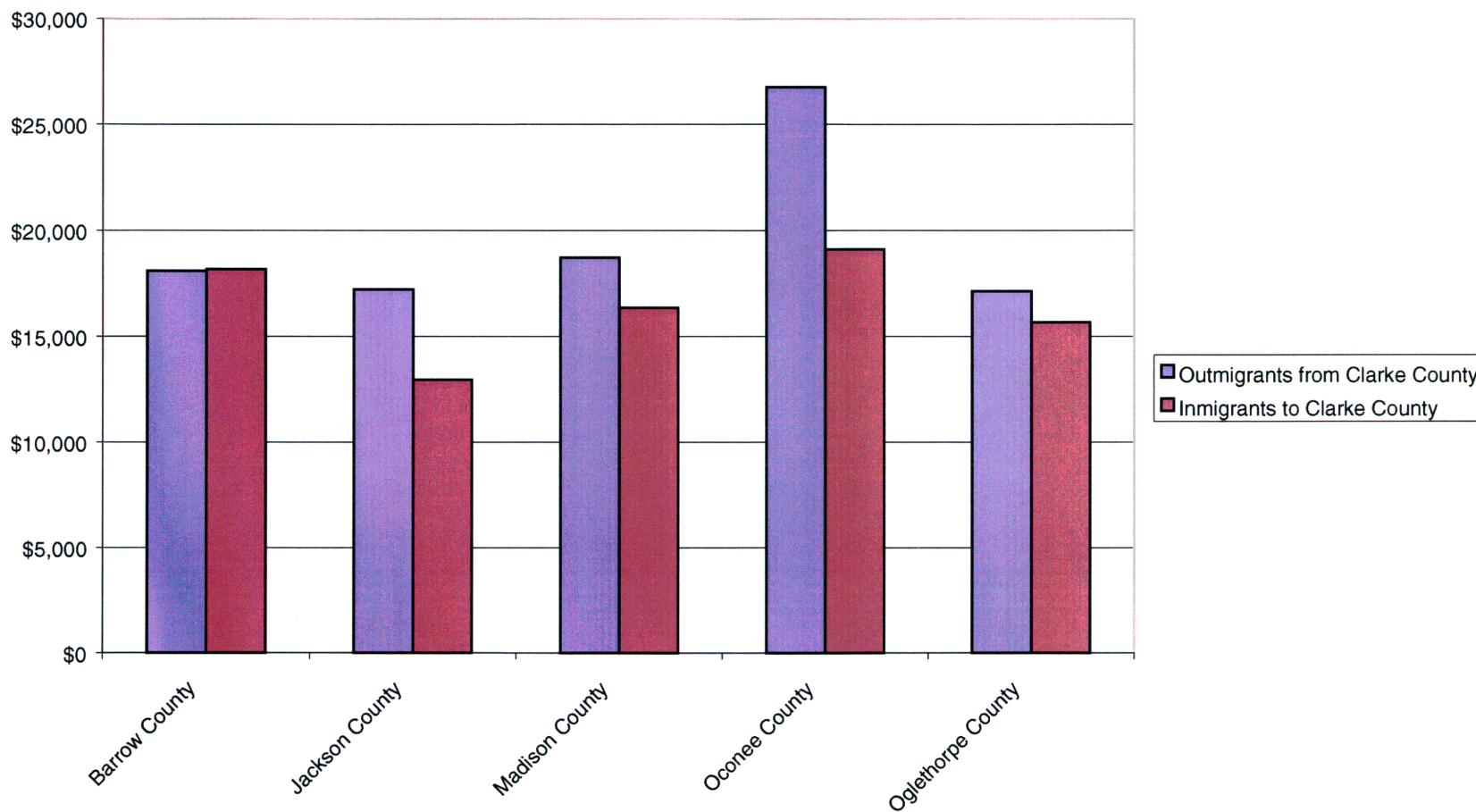
Source: U.S. Census Bureau

Chart 12  
 Serious Crimes Known to Police per 100,000 Population,  
 Clarke County and Other Areas, 1977-1993



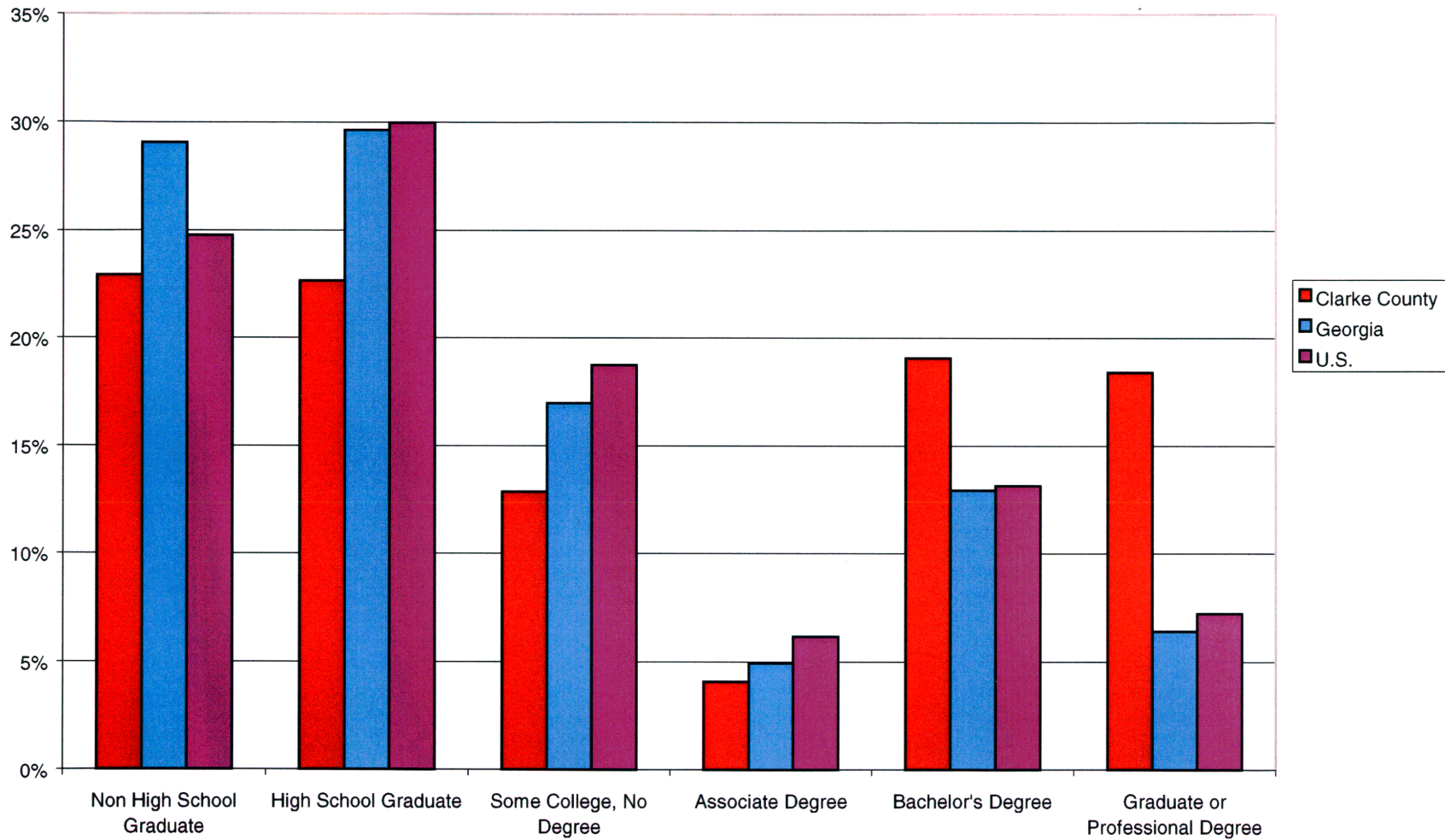
Source: ~~USA Counties~~, U.S. Census Bureau

Chart 13  
Median Money Income, Immigrants and Outmigrants  
Between Clarke County and Neighboring Counties, 1995-1996



Source: Internal Revenue Service, Statistics of Income

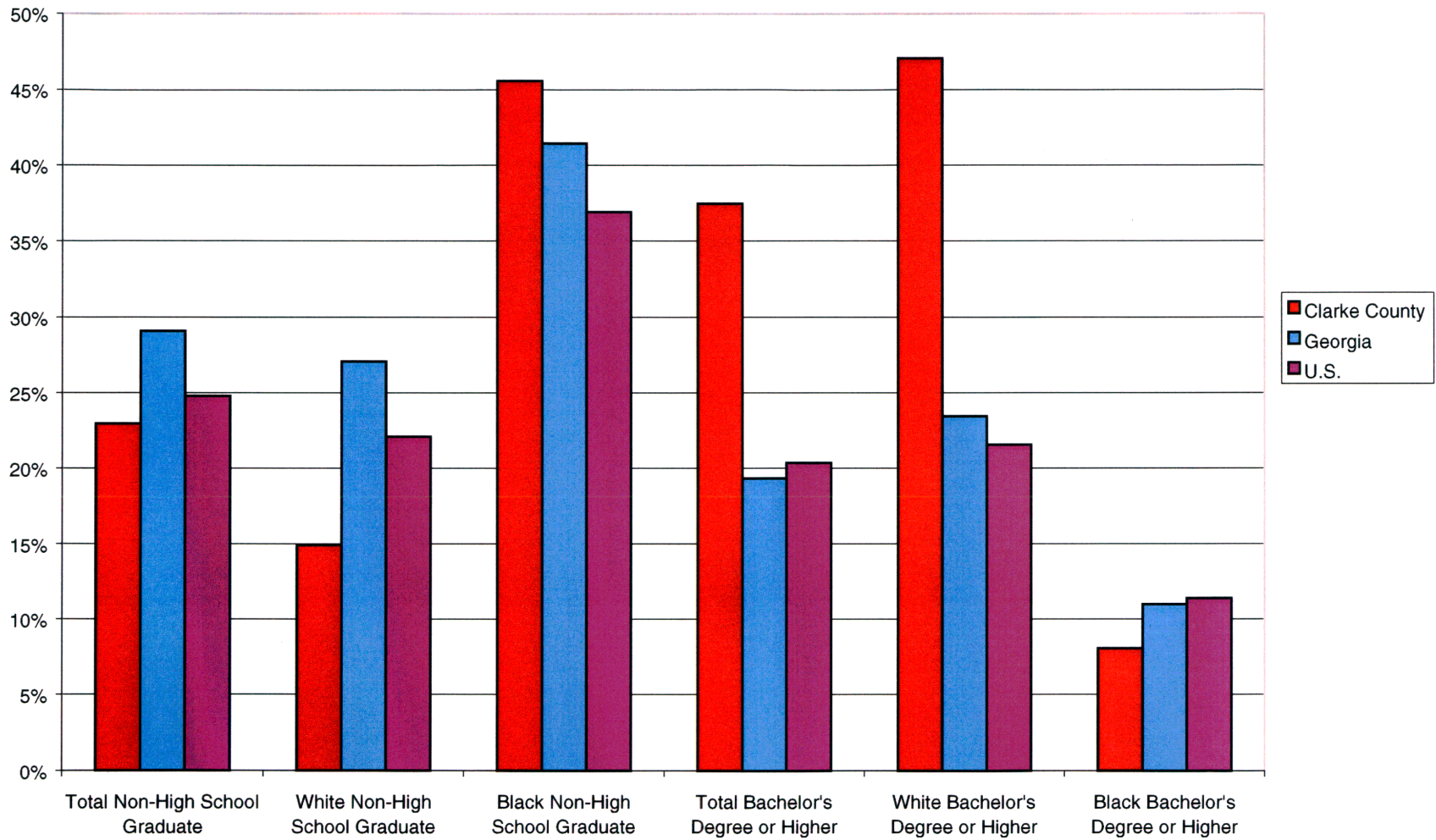
Chart 14  
Educational Attainment, Clarke County, Georgia, and U.S., 1990  
Percent of Persons 25 and Over



Source: U.S. Census Bureau

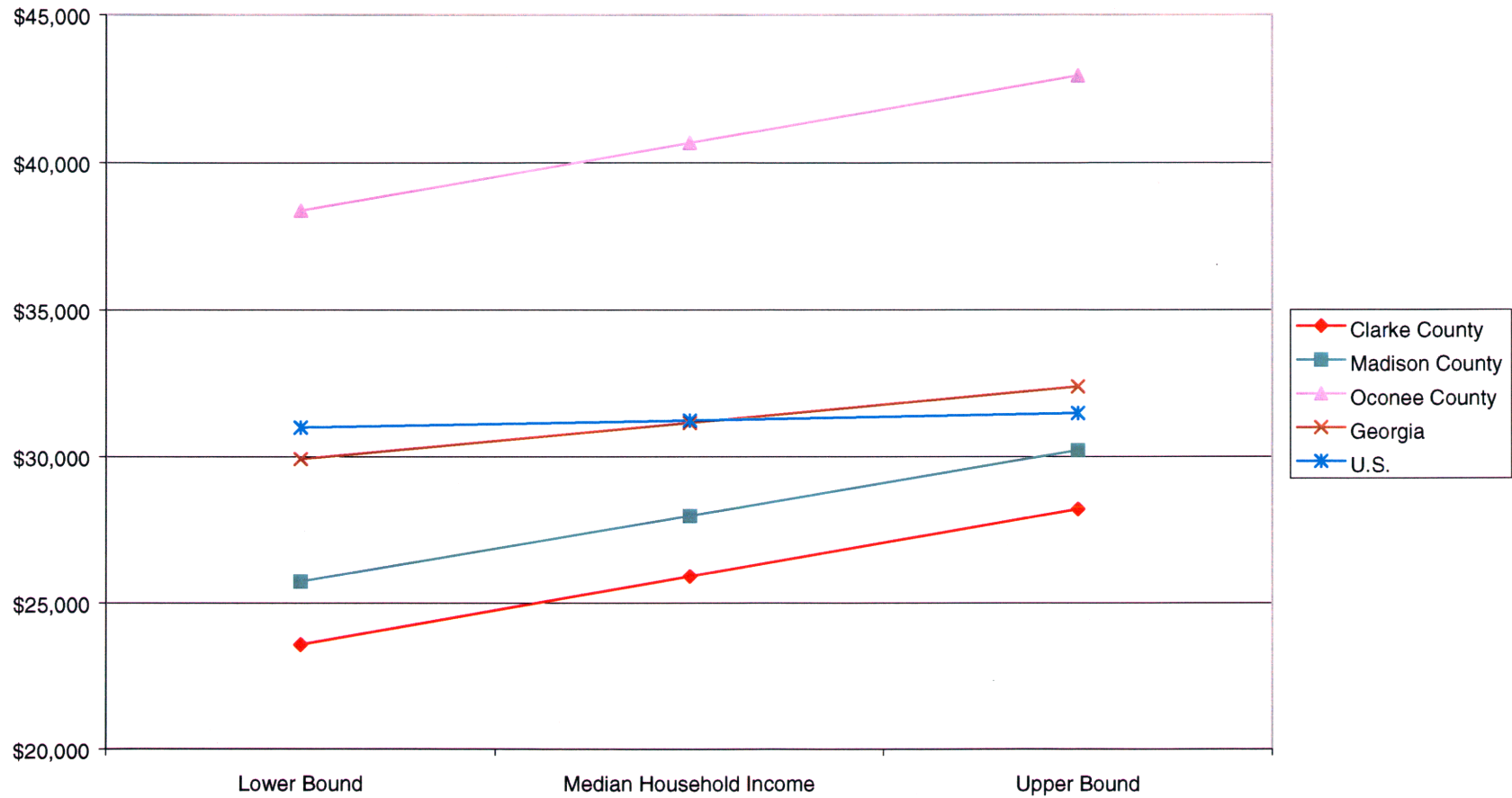


Chart 15  
Educational Attainment by Race, Clarke County, Georgia, and U.S., 1990



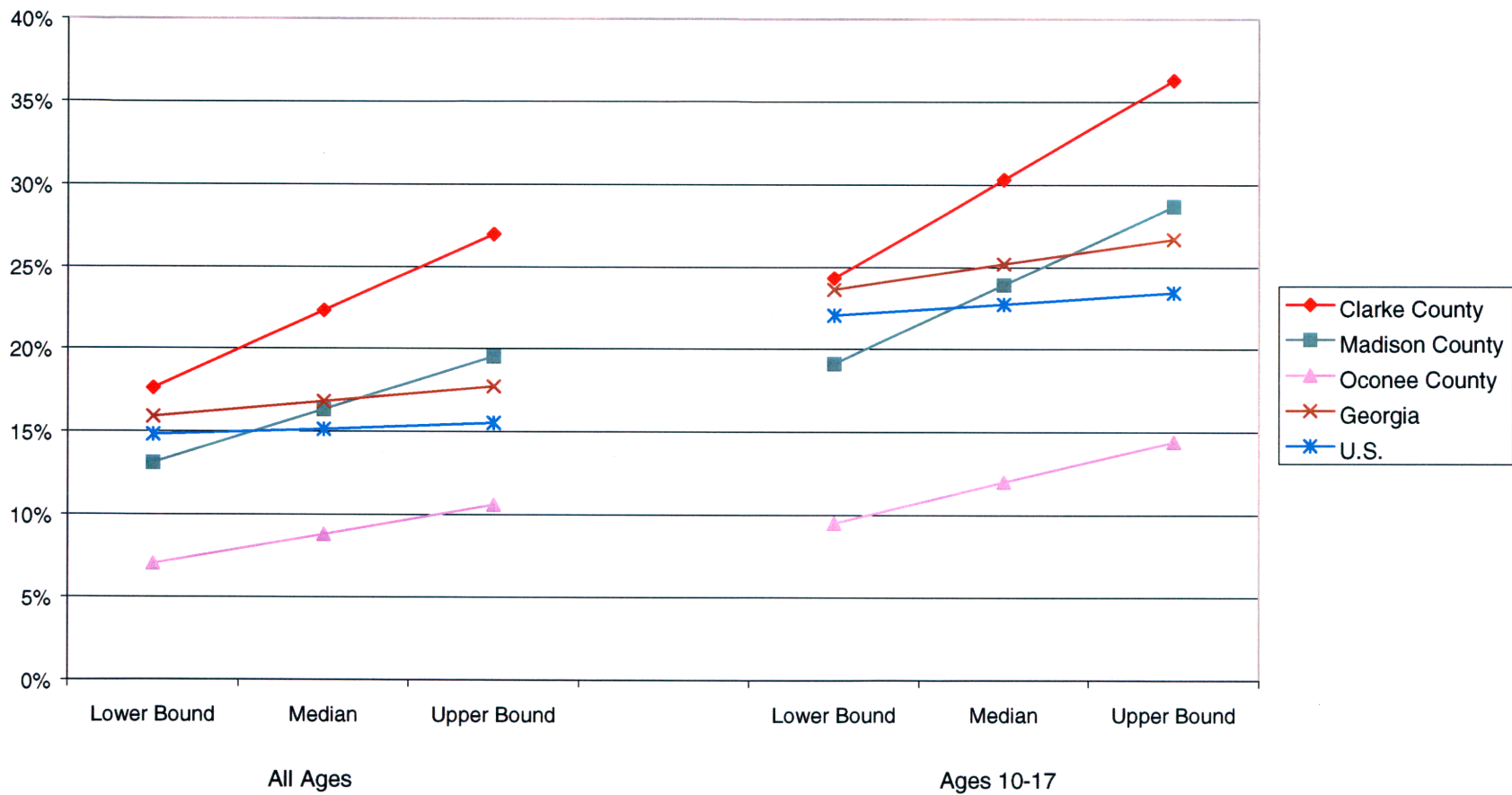
Source: U.S. Census Bureau

Chart 18  
Estimate of Median Household Income, 90% Confidence Interval,  
Clarke County and Surrounding Areas, 1993



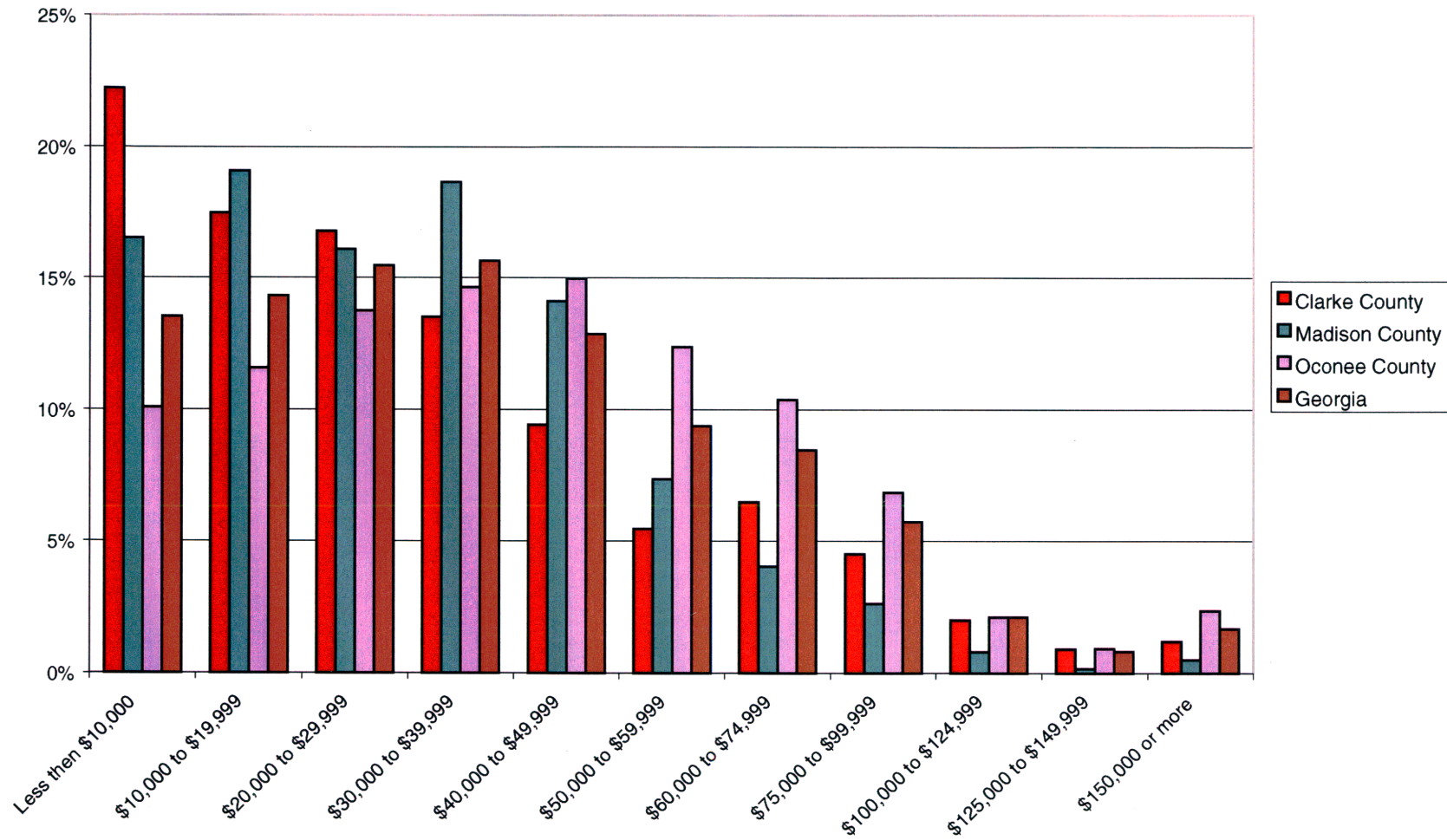
Source: U.S. Census Bureau

Chart 19  
Estimate of Poverty Rate, 90% Confidence Interval,  
All Persons and Children, Clarke County and Other Areas, 1993



Source: U.S. Census Bureau

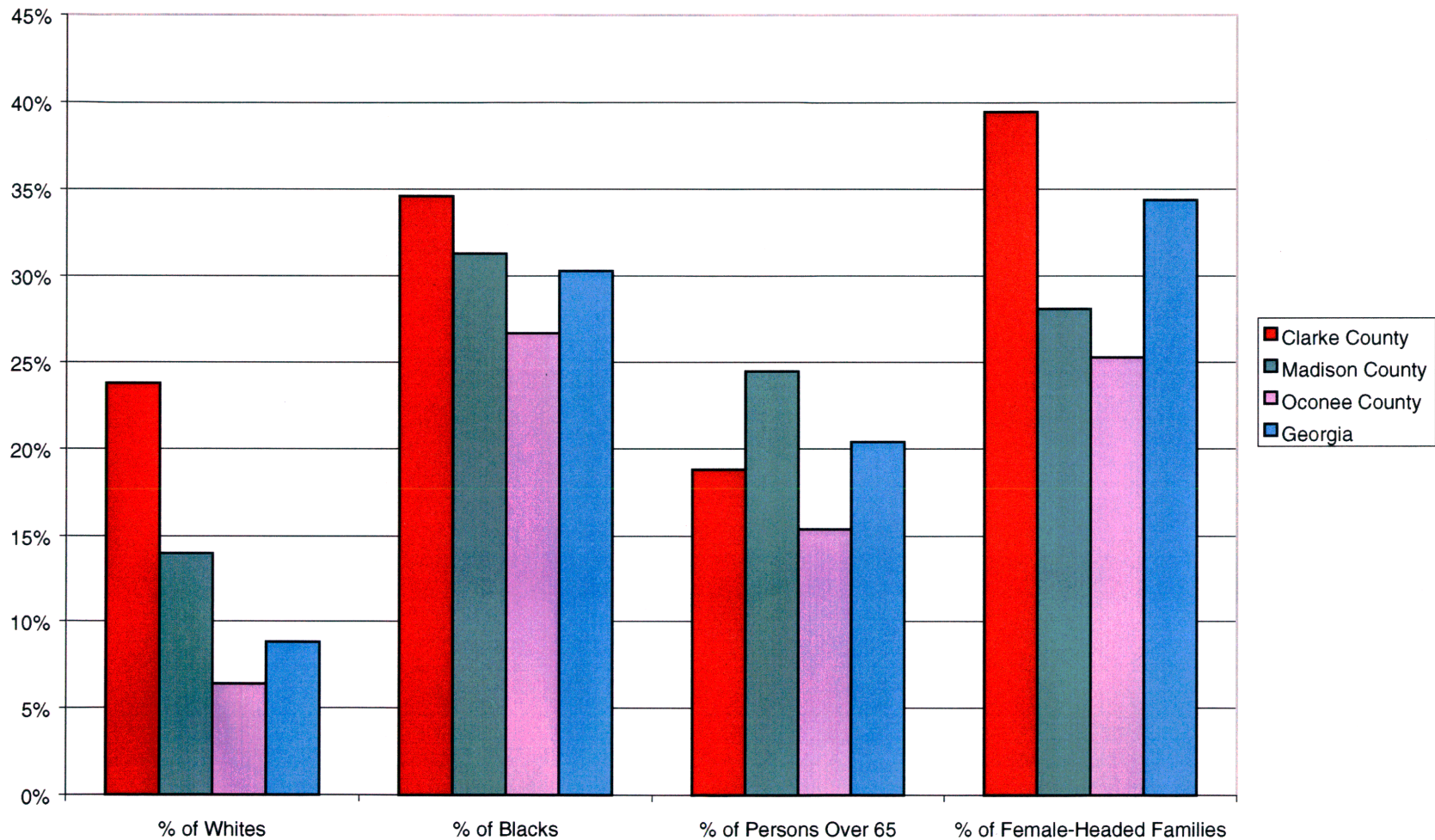
Chart 20  
Percent Distribution of Household Income by Income Level,  
Clarke County and Other Areas, 1998



Source: Woods and Poole Economics, Inc.



Chart 21  
Percent of Persons Below Poverty Level by Selected Characteristics,  
Clarke County and Other Areas, 1989



Source: U.S. Census Bureau (from the Georgia County Guide, 1997)