

Supplementary Document 2

Shift-Share Analysis: Georgia, 2005 - 2018

**Prepared for the Appalachian Regional Commission by the
West Virginia University Regional Research Institute**

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Chapter 1. Banks County, Georgia

Employment in Banks County, Georgia, grew from 3,481 in 2005 to 4,513 in 2018, for a change of 1,032, or 29.65%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Banks County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	393	642	-295	937
vs. Appalachia	8	1,018	-104	1,122
vs. Neighbors	737	292	-319	611

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Banks County, Georgia, in comparison to at least one of the three referent regions.

Chapter 1. Banks County, Georgia

Industry Group Membership for Banks County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
01	Farms	F III a iii	no	yes	yes	yes
02	Forestry, fishing, and ...	E I c i	no	yes	yes	yes
20	Food and beverage ...	E I c i	no	yes	yes	yes
23	Paper products	D I a i	no	yes	yes	yes
28	Wholesale trade	F III c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
55	Administrative and ...	A I a ii	yes	yes	yes	yes
56	Waste management and ...	A I a i	yes	yes	yes	yes
57	Educational services	F III a iii	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
63	Amusements, gambling, ...	B I a i	yes	yes	yes	yes
64	Accommodation	A V b iv	yes	no	yes	no
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III a iii	no	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Banks County, Georgia vs. the United States

Groups a, b, and c are from Banks County, Georgia vs. Appalachia

Groups i, ii, and iii are from Banks County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Banks County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Banks County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Banks County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Banks County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

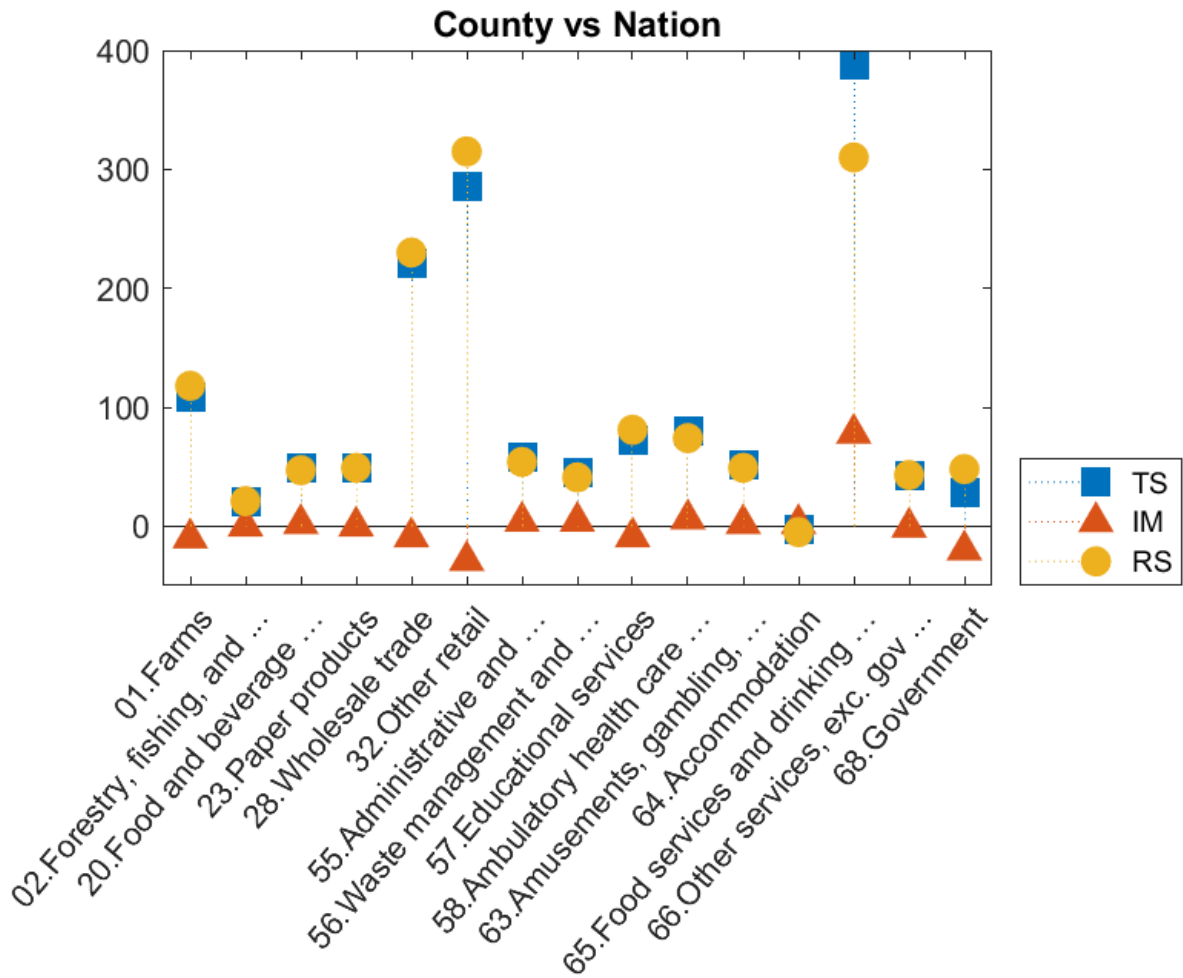
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Banks County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Banks County, Georgia vs the U.S.

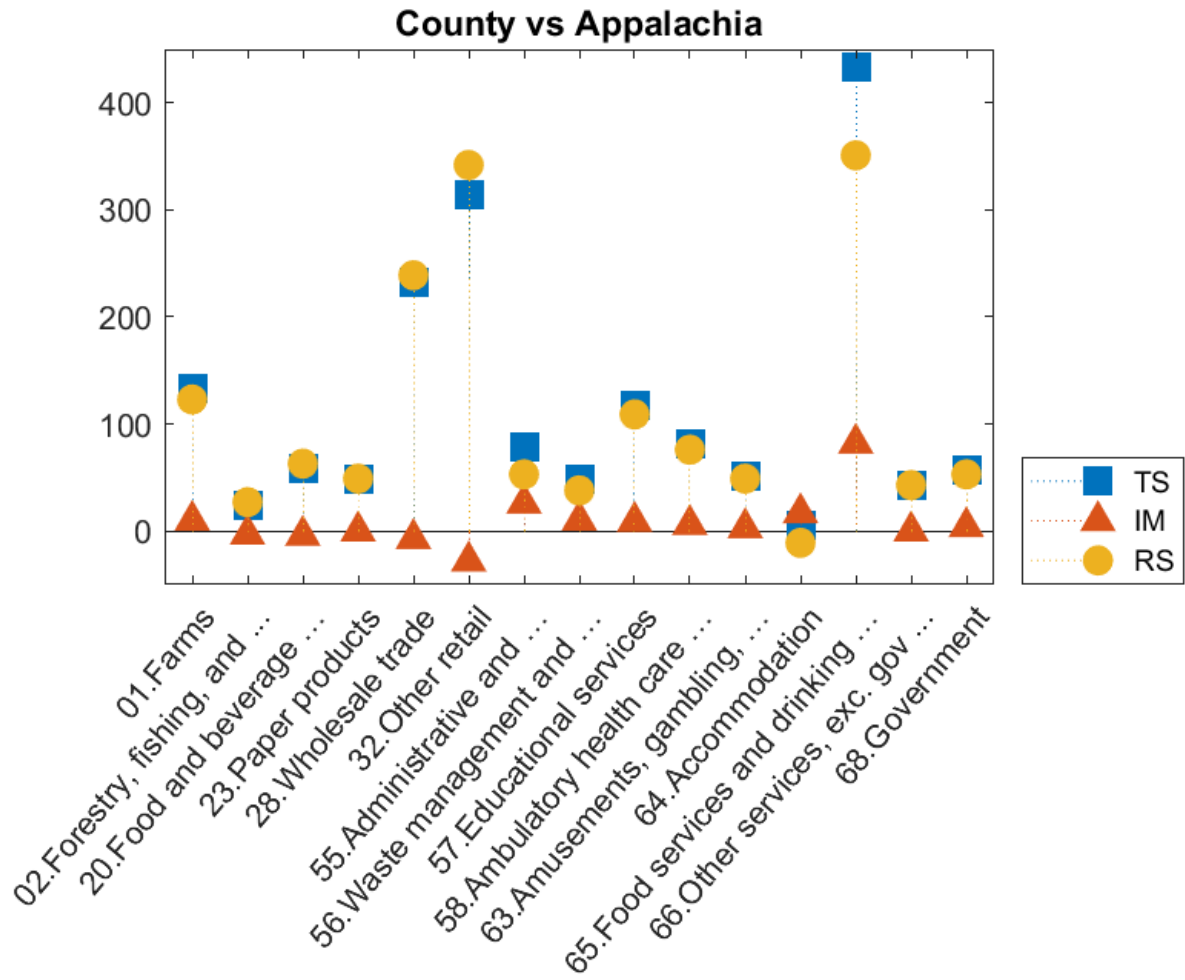


Chapter 1. Banks County, Georgia

Banks County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	26	108	-10	118	366
02	Forestry, fishing, and ...	3	21	0	21	49
20	Food and beverage ...	11	49	2	47	158
23	Paper products	0	49	0	49	49
28	Wholesale trade	11	221	-9	230	328
32	Other retail	29	286	-29	315	571
55	Administrative and ...	22	58	4	54	272
56	Waste management and ...	4	45	4	41	81
57	Educational services	47	72	-9	81	540
58	Ambulatory health care ...	2	80	6	74	100
63	Amusements, gambling, ...	2	51	2	49	75
64	Accommodation	9	-3	2	-5	89
65	Food services and drinking ...	46	388	78	310	843
66	Other services, exc. gov ...	1	42	-1	43	53
68	Government	30	28	-20	48	328

Selected SSA Components for Banks County, Georgia vs the Appalachian Region

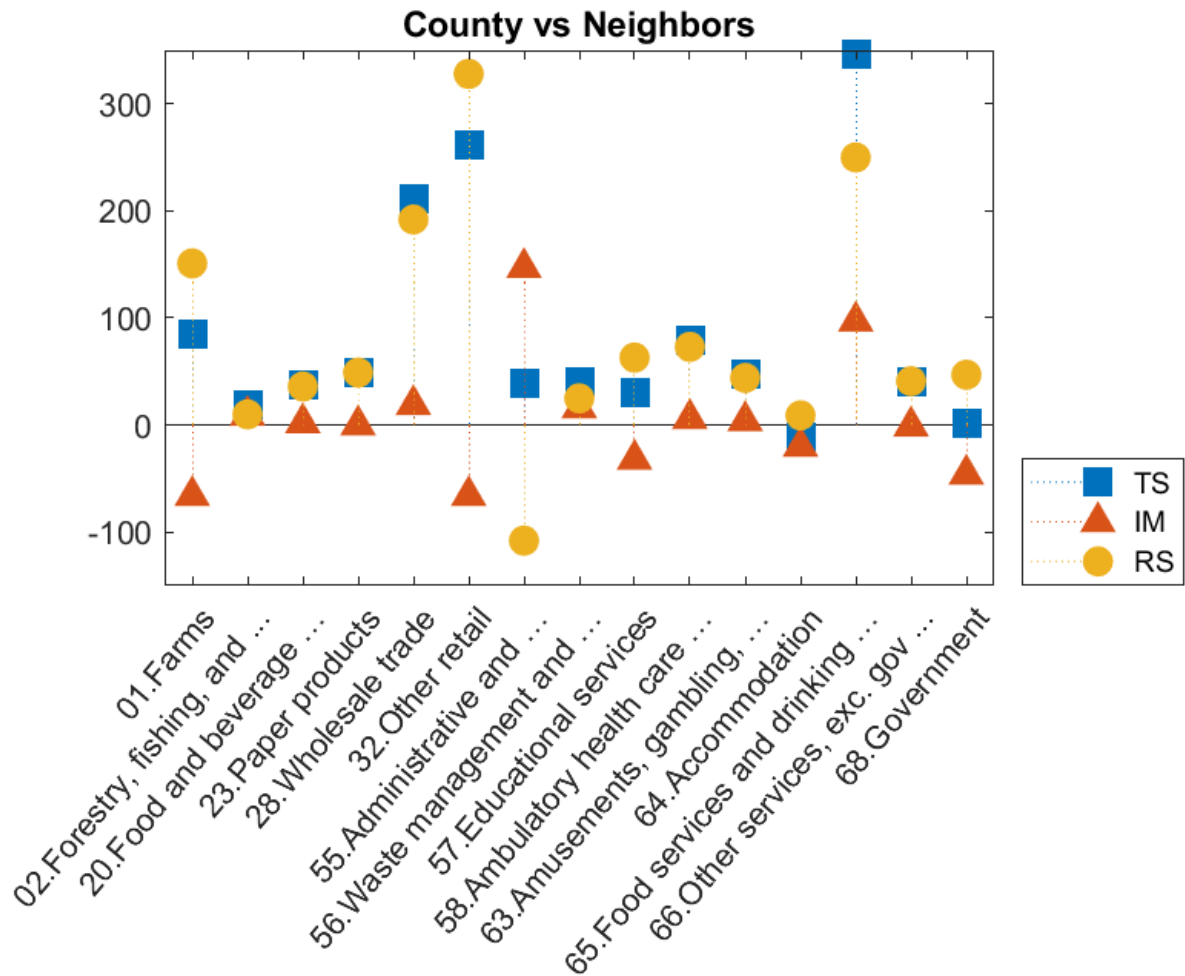


Chapter 1. Banks County, Georgia

Selected SSA Components for Banks County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	1	133	10	123	366
02	Forestry, fishing, and ...	0	24	-3	27	49
20	Food and beverage ...	0	59	-4	63	158
23	Paper products	0	49	0	49	49
28	Wholesale trade	0	232	-7	239	328
32	Other retail	1	314	-28	342	571
55	Administrative and ...	1	79	26	53	272
56	Waste management and ...	0	48	10	38	81
57	Educational services	1	118	9	109	540
58	Ambulatory health care ...	0	82	6	76	100
63	Amusements, gambling, ...	0	52	3	49	75
64	Accommodation	0	6	17	-11	89
65	Food services and drinking ...	1	433	82	351	843
66	Other services, exc. gov ...	0	43	-0	43	53
68	Government	1	57	4	53	328

Selected SSA Components for Banks County, Georgia vs Neighbors



Chapter 1. Banks County, Georgia

Selected SSA Components for Banks County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	49	85	-66	151	366
02	Forestry, fishing, and ...	5	19	9	10	49
20	Food and beverage ...	21	38	2	36	158
23	Paper products	0	49	0	49	49
28	Wholesale trade	20	211	19	192	328
32	Other retail	54	262	-66	328	571
55	Administrative and ...	41	39	147	-108	272
56	Waste management and ...	7	41	16	25	81
57	Educational services	89	31	-32	63	540
58	Ambulatory health care ...	4	79	6	73	100
63	Amusements, gambling, ...	5	48	4	44	75
64	Accommodation	18	-11	-20	9	89
65	Food services and drinking ...	87	347	97	250	843
66	Other services, exc. gov ...	2	40	-1	41	53
68	Government	57	1	-46	47	328

Chapter 2. Barrow County, Georgia

Employment in Barrow County, Georgia, grew from 15,307 in 2005 to 19,379 in 2018, for a change of 4,072, or 26.6%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Barrow County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,727	2,342	-432	2,774
vs. Appalachia	49	4,027	-70	4,097
vs. Neighbors	2,507	1,568	-345	1,913

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Barrow County, Georgia, in comparison to at least one of the three referent regions.

Chapter 2. Barrow County, Georgia

Industry Group Membership for Barrow County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
20	Food and beverage ...	E I c i	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
31	General merchandise ...	F III c iii	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
40	Warehousing and storage	E I a i	no	yes	yes	yes
53	Miscellaneous profession ...	B II a ii	yes	yes	yes	yes
57	Educational services	F III a i	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B I a i	yes	yes	yes	yes
64	Accommodation	A I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Barrow County, Georgia vs. the United States

Groups a, b, and c are from Barrow County, Georgia vs. Appalachia

Groups i, ii, and iii are from Barrow County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Barrow County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Barrow County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Barrow County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Barrow County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

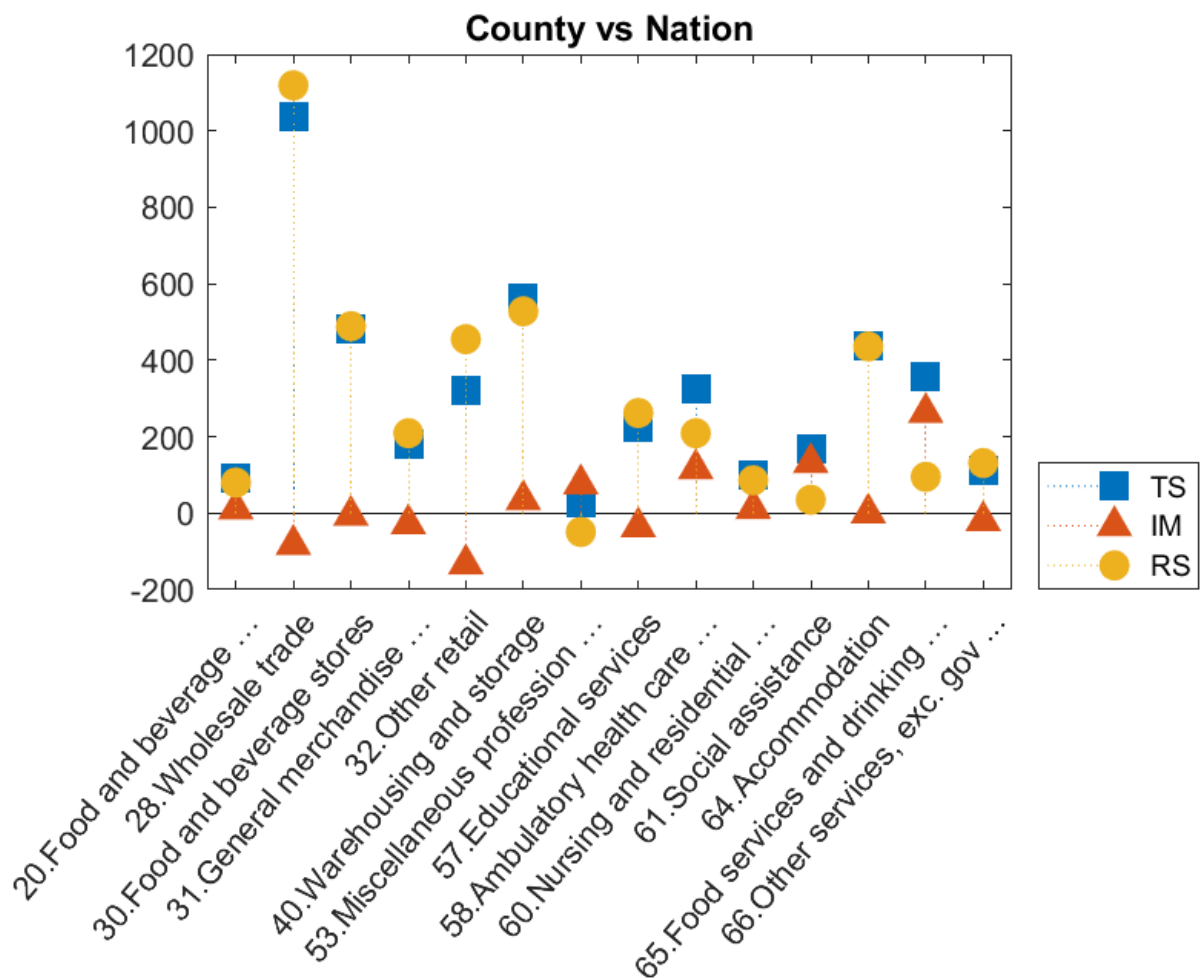
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Barrow County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

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Selected SSA Components for Barrow County, Georgia vs the U.S.

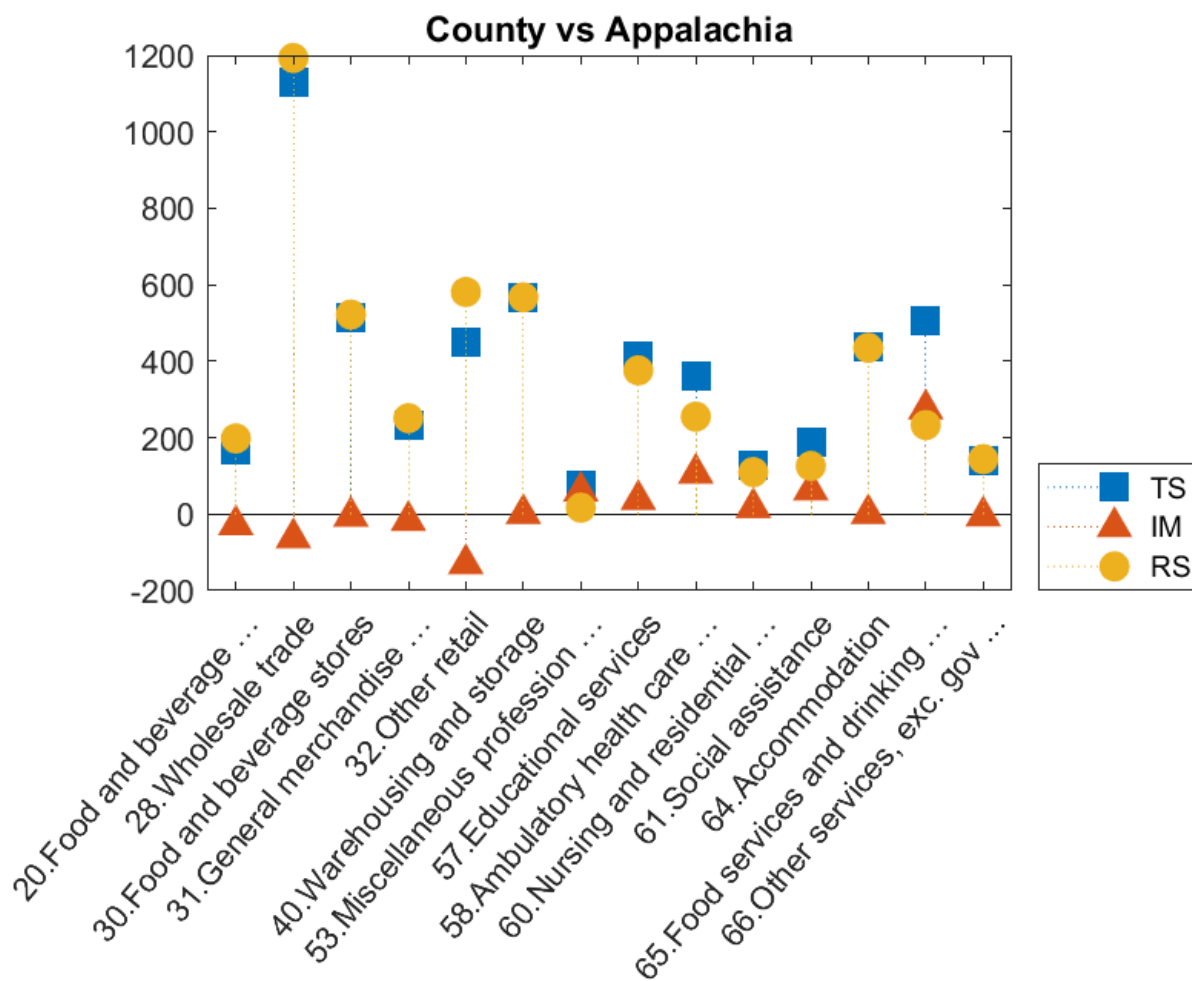


Chapter 2. Barrow County, Georgia

Barrow County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	81	91	11	80	891
28	Wholesale trade	97	1,037	-82	1,119	1,993
30	Food and beverage stores	34	483	-6	489	817
31	General merchandise ...	55	181	-28	209	723
32	Other retail	134	322	-133	455	1,646
40	Warehousing and storage	5	563	35	528	610
53	Miscellaneous profession ...	51	27	76	-49	527
57	Educational services	194	226	-36	262	2,137
58	Ambulatory health care ...	37	325	116	209	694
60	Nursing and residential ...	30	98	12	86	393
61	Social assistance	23	167	132	35	390
64	Accommodation	0	436	0	436	439
65	Food services and drinking ...	155	358	263	95	1,890
66	Other services, exc. gov ...	29	111	-20	131	396

Selected SSA Components for Barrow County, Georgia vs the Appalachian Region

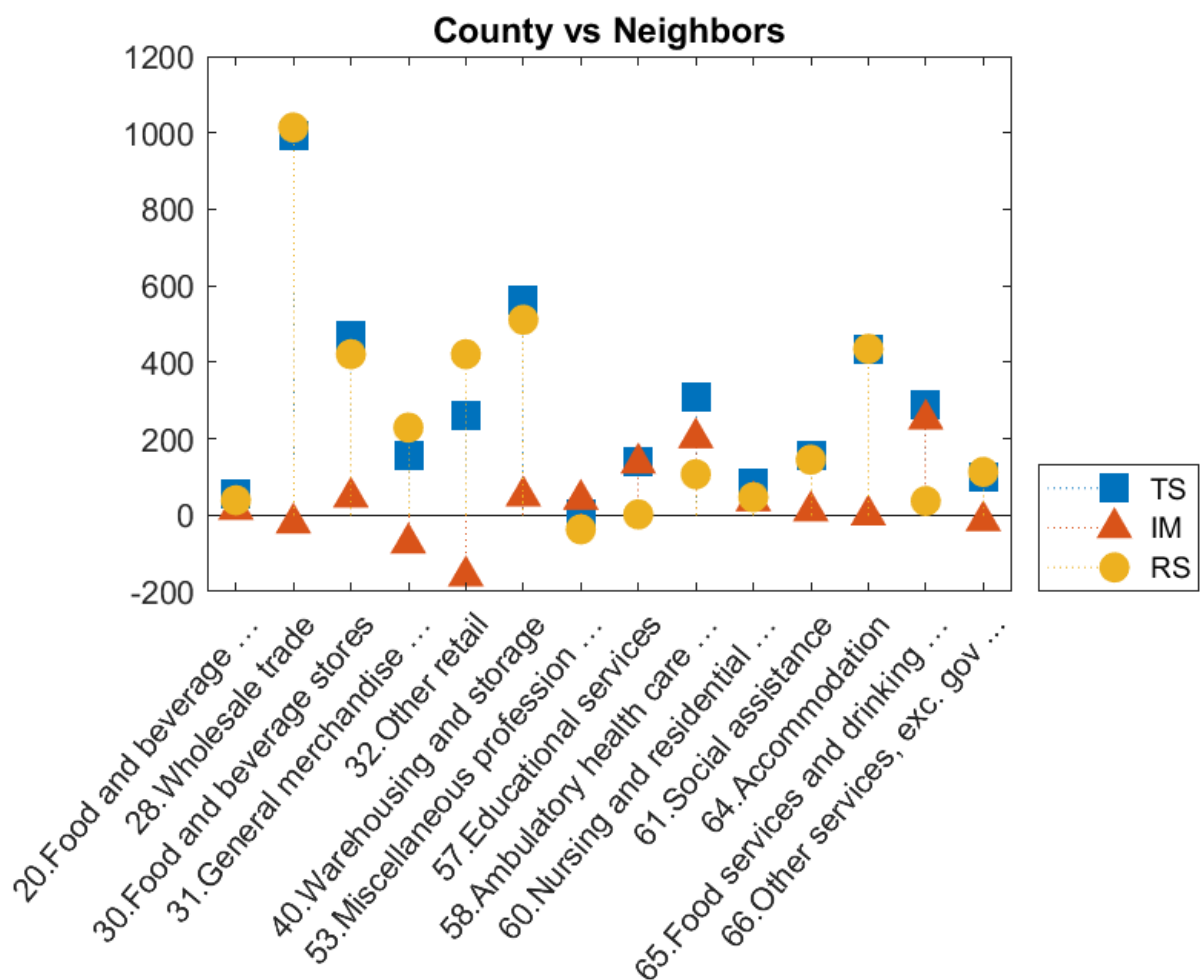


Chapter 2. Barrow County, Georgia

Selected SSA Components for Barrow County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	2	170	-28	198	891
28	Wholesale trade	3	1,131	-62	1,193	1,993
30	Food and beverage stores	1	516	-6	522	817
31	General merchandise ...	2	234	-17	251	723
32	Other retail	4	451	-130	581	1,646
40	Warehousing and storage	0	568	1	567	610
53	Miscellaneous profession ...	2	77	60	17	527
57	Educational services	6	414	38	376	2,137
58	Ambulatory health care ...	1	362	107	255	694
60	Nursing and residential ...	1	127	17	110	393
61	Social assistance	1	189	63	126	390
64	Accommodation	0	436	1	435	439
65	Food services and drinking ...	5	508	275	233	1,890
66	Other services, exc. gov ...	1	139	-5	144	396

Selected SSA Components for Barrow County, Georgia vs Neighbors



Chapter 2. Barrow County, Georgia

Selected SSA Components for Barrow County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	118	54	15	39	891
28	Wholesale trade	141	993	-21	1,014	1,993
30	Food and beverage stores	49	468	47	421	817
31	General merchandise ...	80	156	-73	229	723
32	Other retail	195	262	-159	421	1,646
40	Warehousing and storage	7	561	50	511	610
53	Miscellaneous profession ...	73	4	41	-37	527
57	Educational services	281	138	136	2	2,137
58	Ambulatory health care ...	54	309	202	107	694
60	Nursing and residential ...	43	84	37	47	393
61	Social assistance	33	156	11	145	390
64	Accommodation	0	435	0	435	439
65	Food services and drinking ...	225	288	251	37	1,890
66	Other services, exc. gov ...	42	98	-15	113	396

Chapter 3. Bartow County, Georgia

Employment in Bartow County, Georgia, grew from 34,384 in 2005 to 38,741 in 2018, for a change of 4,357, or 12.67%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Bartow County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	3,878	479	-1,494	1,973
vs. Appalachia	116	4,241	-1,049	5,290
vs. Neighbors	5,320	-956	-1,202	246

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Bartow County, Georgia, in comparison to at least one of the three referent regions.

Chapter 3. Bartow County, Georgia

Industry Group Membership for Bartow County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
20	Food and beverage ...	E I c iii	no	yes	yes	yes
21	Textile mills and ...	D III c iii	no	yes	yes	yes
27	Plastics and rubber prod...	D III a i	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a iii	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
36	Truck transportation	F III c iii	no	yes	yes	yes
52	Computer systems design ...	B I a i	yes	yes	yes	yes
53	Miscellaneous profession ...	B V b v	yes	no	yes	no
58	Ambulatory health care ...	B II a ii	yes	yes	yes	yes
59	Hospitals	E II a v	no	yes	yes	no
61	Social assistance	B II b ii	yes	yes	yes	yes
64	Accommodation	A I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a ii	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c iii	no	yes	yes	yes

Notes:

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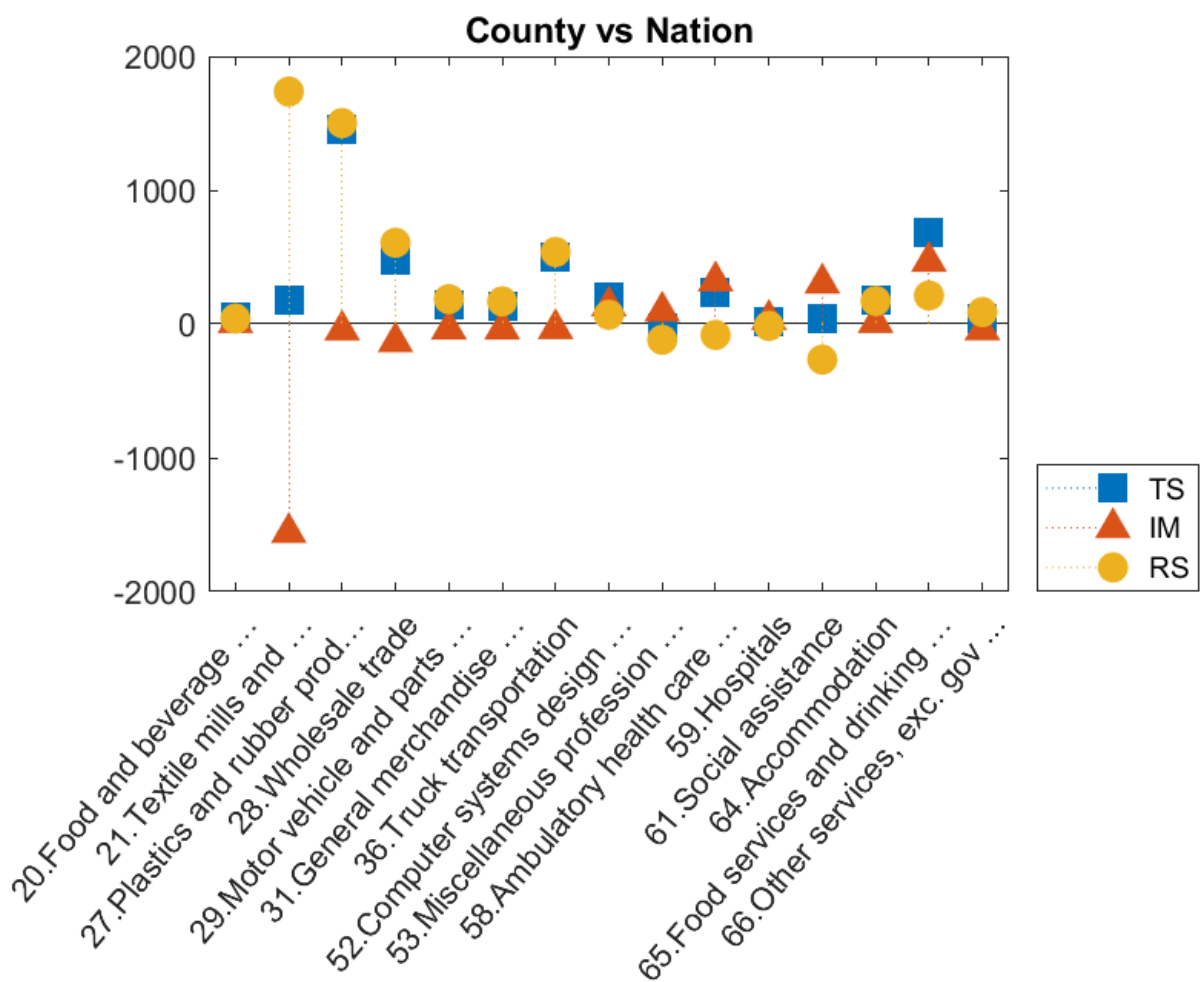
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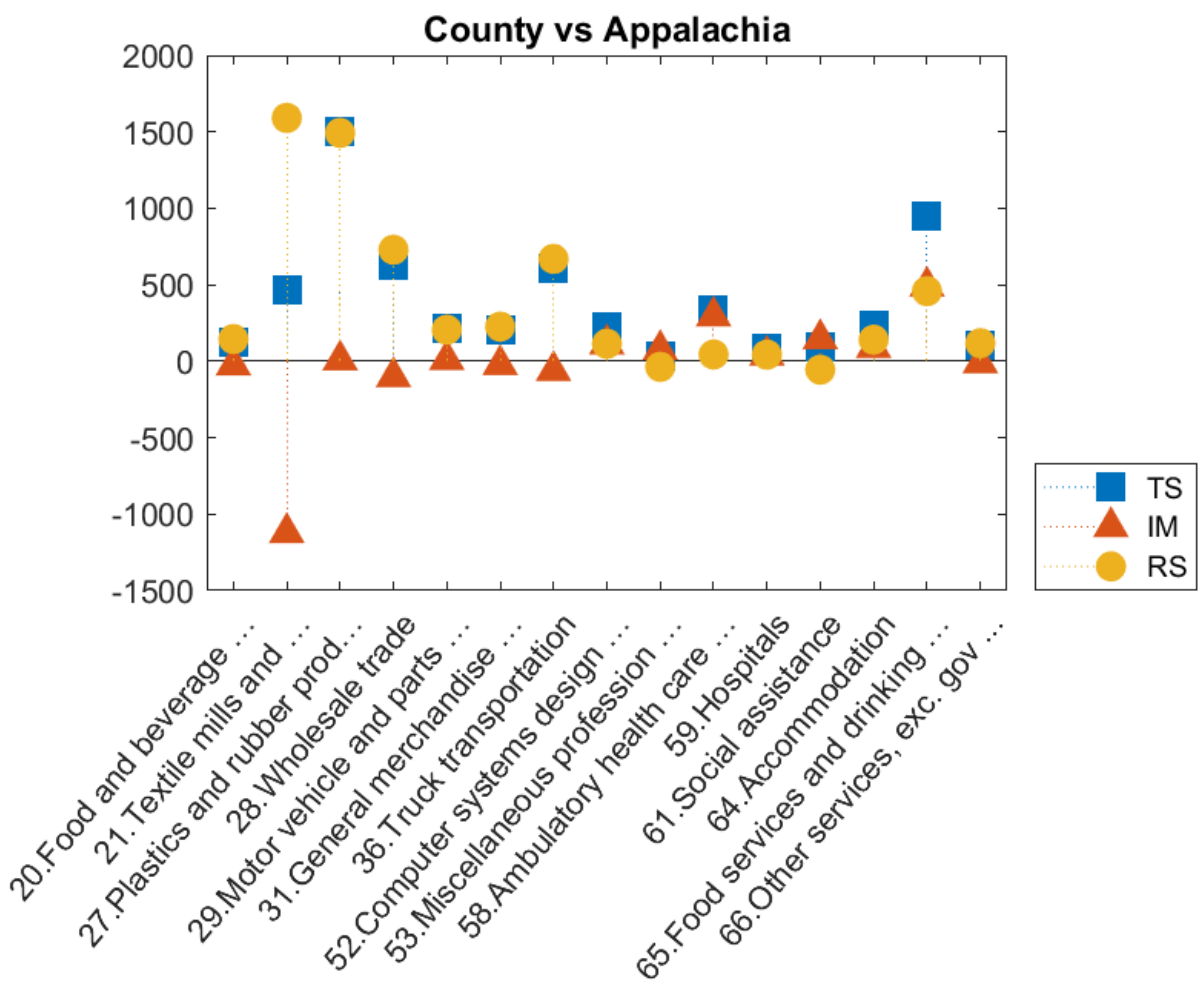


Chapter 3. Bartow County, Georgia

Bartow County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	72	50	10	40	759
21	Textile mills and ...	301	178	-1,559	1,737	3,151
27	Plastics and rubber prod...	47	1,455	-46	1,501	1,919
28	Wholesale trade	159	473	-134	607	2,040
29	Motor vehicle and parts ...	69	148	-38	186	833
31	General merchandise ...	75	131	-38	169	868
36	Truck transportation	107	502	-36	538	1,562
52	Computer systems design ...	23	203	134	69	429
53	Miscellaneous profession ...	63	-23	95	-118	601
58	Ambulatory health care ...	103	239	321	-82	1,256
59	Hospitals	66	19	33	-14	671
61	Social assistance	53	39	305	-266	558
64	Accommodation	49	182	10	172	668
65	Food services and drinking ...	277	680	467	213	3,409
66	Other services, exc. gov ...	64	45	-44	89	675

Selected SSA Components for Bartow County, Georgia vs the Appalachian Region

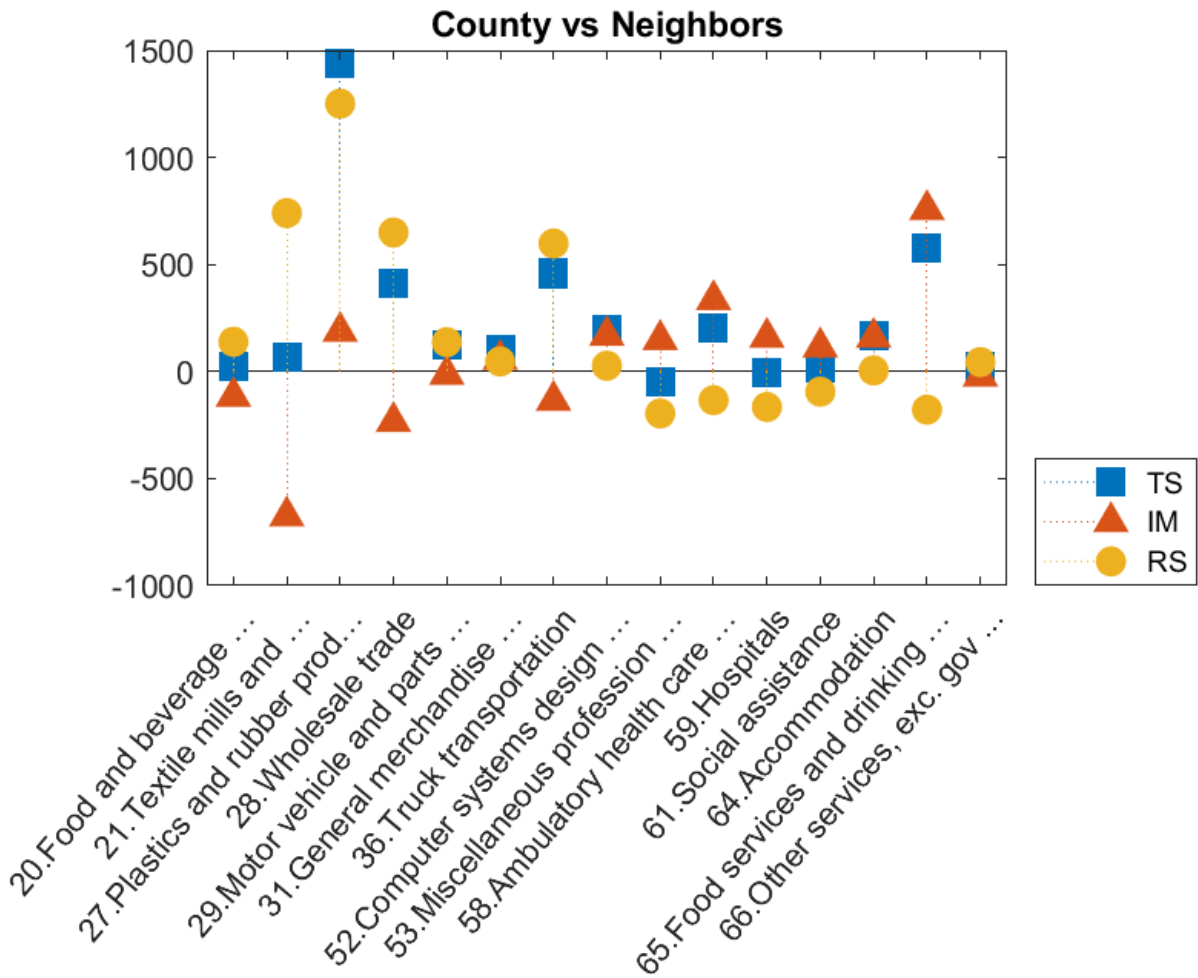


Chapter 3. Bartow County, Georgia

Selected SSA Components for Bartow County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	2	120	-25	145	759
21	Textile mills and ...	9	470	-1,121	1,591	3,151
27	Plastics and rubber prod...	1	1,501	8	1,493	1,919
28	Wholesale trade	5	627	-102	729	2,040
29	Motor vehicle and parts ...	2	216	10	206	833
31	General merchandise ...	2	203	-23	226	868
36	Truck transportation	3	607	-62	669	1,562
52	Computer systems design ...	1	226	112	114	429
53	Miscellaneous profession ...	2	38	75	-37	601
58	Ambulatory health care ...	3	339	295	44	1,256
59	Hospitals	2	82	39	43	671
61	Social assistance	2	91	146	-55	558
64	Accommodation	1	230	89	141	668
65	Food services and drinking ...	8	948	490	458	3,409
66	Other services, exc. gov ...	2	107	-11	118	675

Selected SSA Components for Bartow County, Georgia vs Neighbors



Chapter 3. Bartow County, Georgia

Selected SSA Components for Bartow County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	99	23	-116	139	759
21	Textile mills and ...	413	65	-675	740	3,151
27	Plastics and rubber prod...	64	1,438	187	1,251	1,919
28	Wholesale trade	218	415	-234	649	2,040
29	Motor vehicle and parts ...	95	123	-14	137	833
31	General merchandise ...	102	103	56	47	868
36	Truck transportation	147	463	-135	598	1,562
52	Computer systems design ...	31	195	168	27	429
53	Miscellaneous profession ...	87	-47	149	-196	601
58	Ambulatory health care ...	141	201	335	-134	1,256
59	Hospitals	91	-7	159	-166	671
61	Social assistance	72	20	114	-94	558
64	Accommodation	68	164	159	5	668
65	Food services and drinking ...	379	578	756	-178	3,409
66	Other services, exc. gov ...	88	22	-22	44	675

Chapter 4. Carroll County, Georgia

Employment in Carroll County, Georgia, grew from 34,610 in 2005 to 40,785 in 2018, for a change of 6,175, or 17.84%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Carroll County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	3,898	2,272	-1,152	3,424
vs. Appalachia	119	6,059	-800	6,859
vs. Neighbors	5,242	934	-624	1,558

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Carroll County, Georgia, in comparison to at least one of the three referent regions.

Chapter 4. Carroll County, Georgia

Industry Group Membership for Carroll County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
07	Utilities	F III c iii	no	yes	yes	yes
08	Construction	F III c iv	no	yes	yes	no
12	Fabricated metal products	F III c iii	no	yes	yes	yes
15	Electrical equipment, ...	D III c i	no	yes	yes	yes
16	Motor vehicles, bodies ...	C III a iii	yes	yes	yes	yes
22	Apparel and leather ...	F III c iv	no	yes	yes	no
29	Motor vehicle and parts ...	F III a iii	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
57	Educational services	F III a v	no	yes	yes	no
58	Ambulatory health care ...	B II b ii	yes	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E II a iv	no	yes	yes	no
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Carroll County, Georgia vs. the United States

Groups a, b, and c are from Carroll County, Georgia vs. Appalachia

Groups i, ii, and iii are from Carroll County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Carroll County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Carroll County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Carroll County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Carroll County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

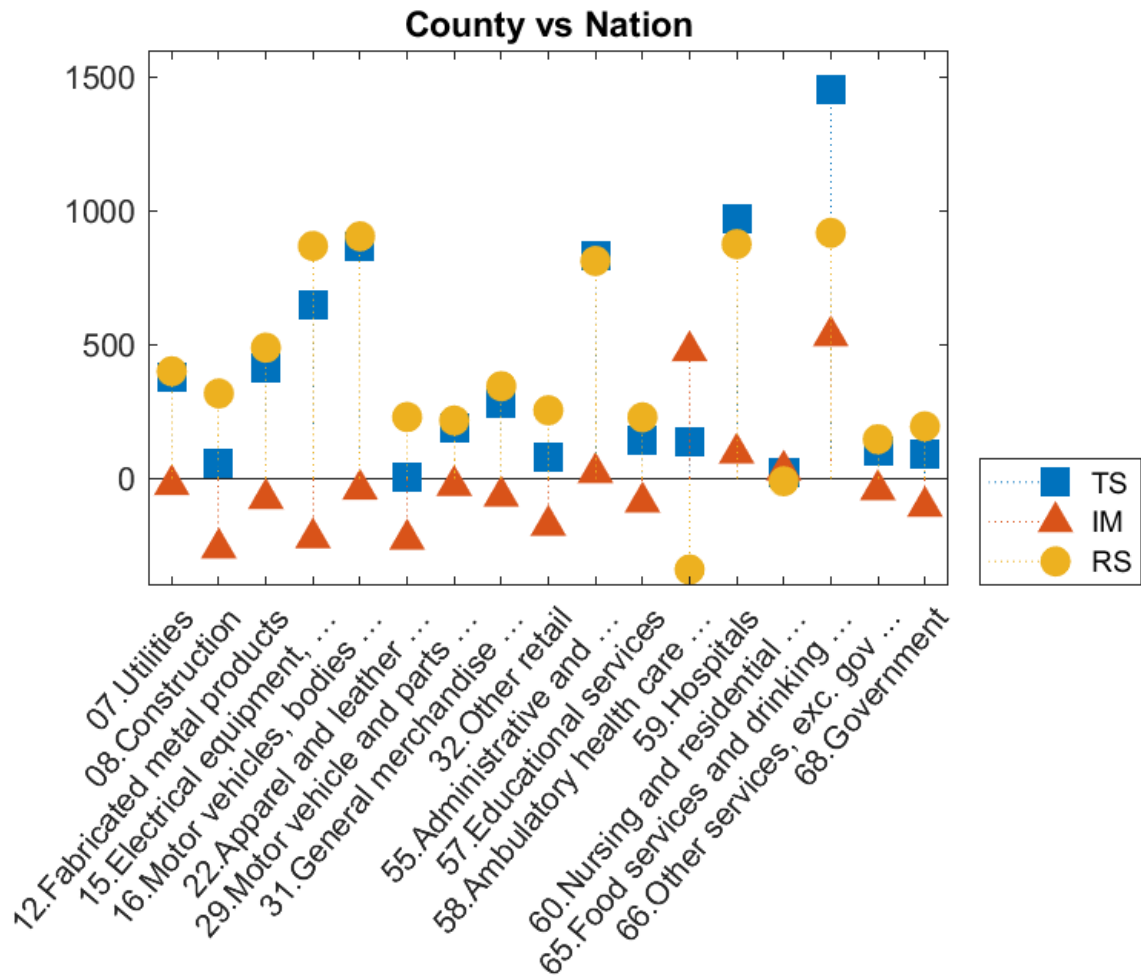
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Carroll County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Carroll County, Georgia vs the U.S.

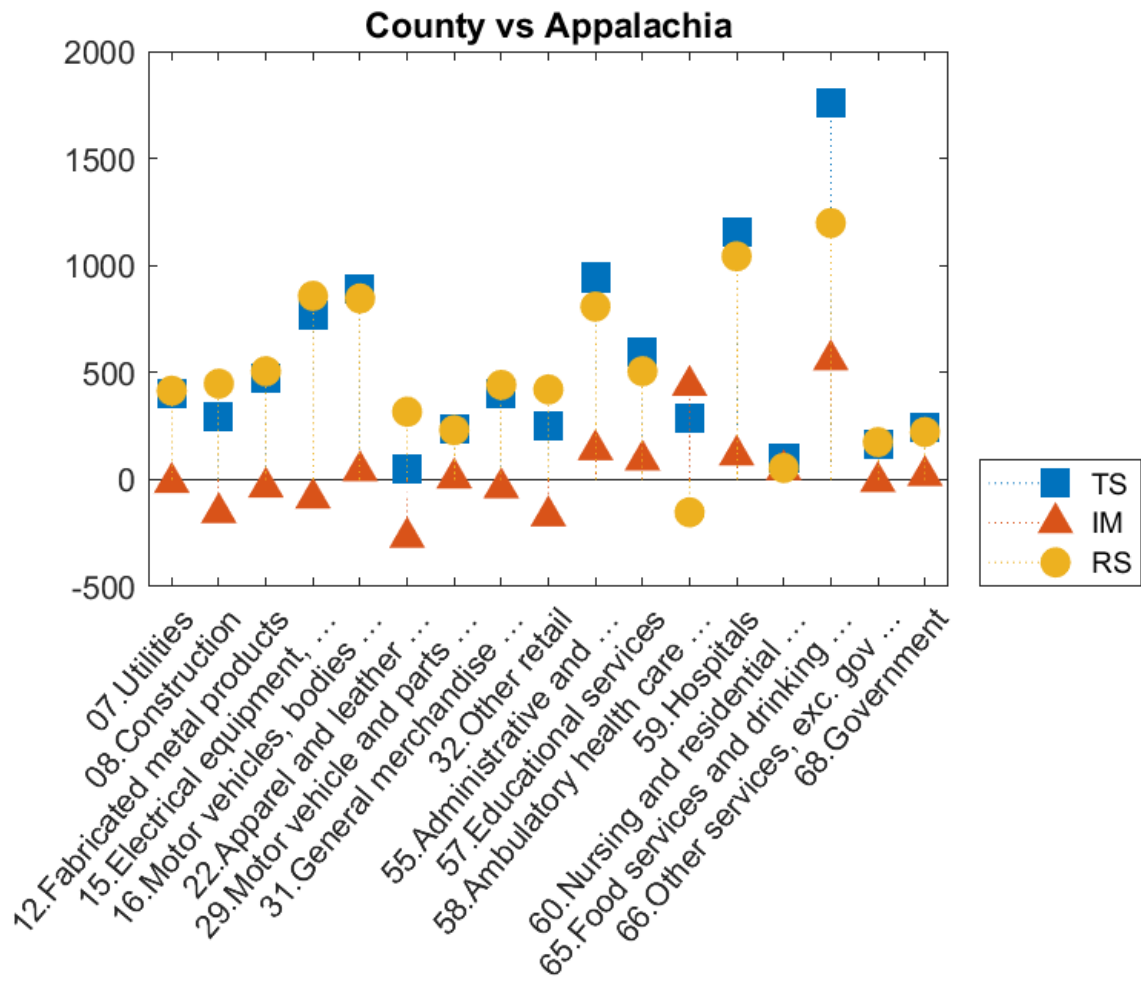


Chapter 4. Carroll County, Georgia

Carroll County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
07	Utilities	25	378	-23	401	624
08	Construction	242	58	-260	318	2,449
12	Fabricated metal products	57	414	-75	489	979
15	Electrical equipment, ...	127	647	-222	869	1,900
16	Motor vehicles, bodies ...	23	865	-40	905	1,087
22	Apparel and leather ...	46	3	-227	230	455
29	Motor vehicle and parts ...	48	191	-26	217	668
31	General merchandise ...	127	279	-66	345	1,537
32	Other retail	176	80	-175	255	1,819
55	Administrative and ...	115	835	22	813	1,973
57	Educational services	470	141	-88	229	4,776
58	Ambulatory health care ...	153	137	477	-340	1,649
59	Hospitals	192	971	95	876	2,870
60	Nursing and residential ...	80	21	31	-10	810
65	Food services and drinking ...	315	1,451	533	918	4,560
66	Other services, exc. gov ...	62	105	-42	147	713
68	Government	154	91	-104	195	1,610

Selected SSA Components for Carroll County, Georgia vs the Appalachian Region

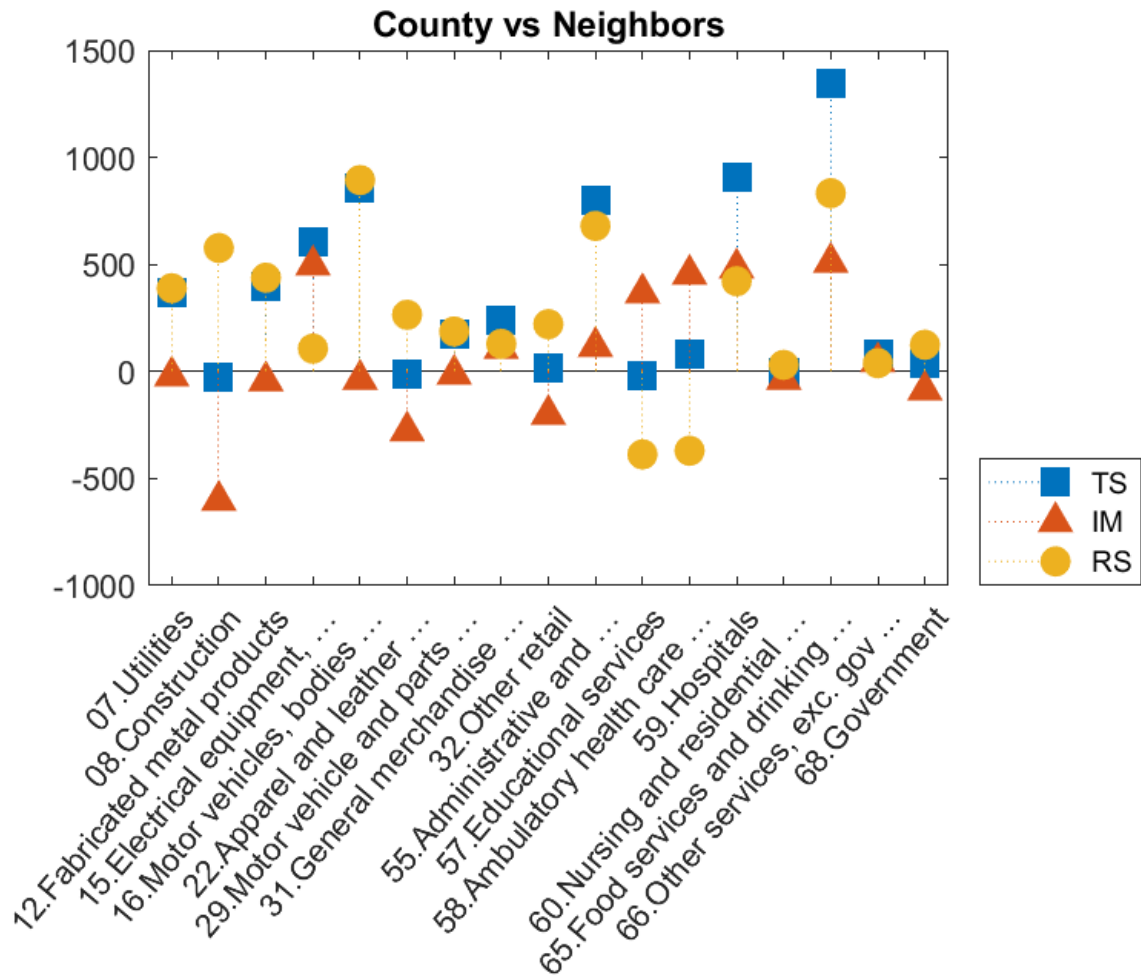


Chapter 4. Carroll County, Georgia

Selected SSA Components for Carroll County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
07	Utilities	1	401	-14	415	624
08	Construction	7	293	-155	448	2,449
12	Fabricated metal products	2	470	-36	506	979
15	Electrical equipment, ...	4	771	-87	858	1,900
16	Motor vehicles, bodies ...	1	887	41	846	1,087
22	Apparel and leather ...	1	47	-270	317	455
29	Motor vehicle and parts ...	1	238	7	231	668
31	General merchandise ...	4	403	-39	442	1,537
32	Other retail	5	251	-170	421	1,819
55	Administrative and ...	3	947	139	808	1,973
57	Educational services	14	597	91	506	4,776
58	Ambulatory health care ...	5	286	439	-153	1,649
59	Hospitals	6	1,157	114	1,043	2,870
60	Nursing and residential ...	2	99	45	54	810
65	Food services and drinking ...	10	1,757	559	1,198	4,560
66	Other services, exc. gov ...	2	165	-10	175	713
68	Government	5	240	18	222	1,610

Selected SSA Components for Carroll County, Georgia vs Neighbors



Chapter 4. Carroll County, Georgia

Selected SSA Components for Carroll County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
07	Utilities	34	368	-21	389	624
08	Construction	325	-25	-602	577	2,449
12	Fabricated metal products	77	394	-44	438	979
15	Electrical equipment, ...	170	604	497	107	1,900
16	Motor vehicles, bodies ...	30	857	-37	894	1,087
22	Apparel and leather ...	62	-13	-278	265	455
29	Motor vehicle and parts ...	65	174	-13	187	668
31	General merchandise ...	171	236	107	129	1,537
32	Other retail	237	20	-201	221	1,819
55	Administrative and ...	155	796	116	680	1,973
57	Educational services	630	-20	367	-387	4,776
58	Ambulatory health care ...	206	84	454	-370	1,649
59	Hospitals	258	905	483	422	2,870
60	Nursing and residential ...	107	-6	-37	31	810
65	Food services and drinking ...	423	1,343	510	833	4,560
66	Other services, exc. gov ...	83	84	45	39	713
68	Government	207	38	-87	125	1,610

Chapter 5. Catoosa County, Georgia

Employment in Catoosa County, Georgia, declined from 15,320 in 2005 to 15,217 in 2018, for a change of -103, or -0.67%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Catoosa County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,727	-1,834	218	-2,052
vs. Appalachia	47	-152	-101	-51
vs. Neighbors	-487	380	766	-386

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Catoosa County, Georgia, in comparison to at least one of the three referent regions.

Chapter 5. Catoosa County, Georgia

Industry Group Membership for Catoosa County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
08	Construction	F III c i	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a i	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
36	Truck transportation	F III c iii	no	yes	yes	yes
47	Insurance carriers and ...	F III c iii	no	yes	yes	yes
49	Real estate	F I a i	no	yes	yes	yes
57	Educational services	F III a ii	no	yes	yes	yes
58	Ambulatory health care ...	B II b ii	yes	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B V b ii	yes	no	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes
68	Government	F III a i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Catoosa County, Georgia vs. the United States

Groups a, b, and c are from Catoosa County, Georgia vs. Appalachia

Groups i, ii, and iii are from Catoosa County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Catoosa County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Catoosa County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Catoosa County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Catoosa County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

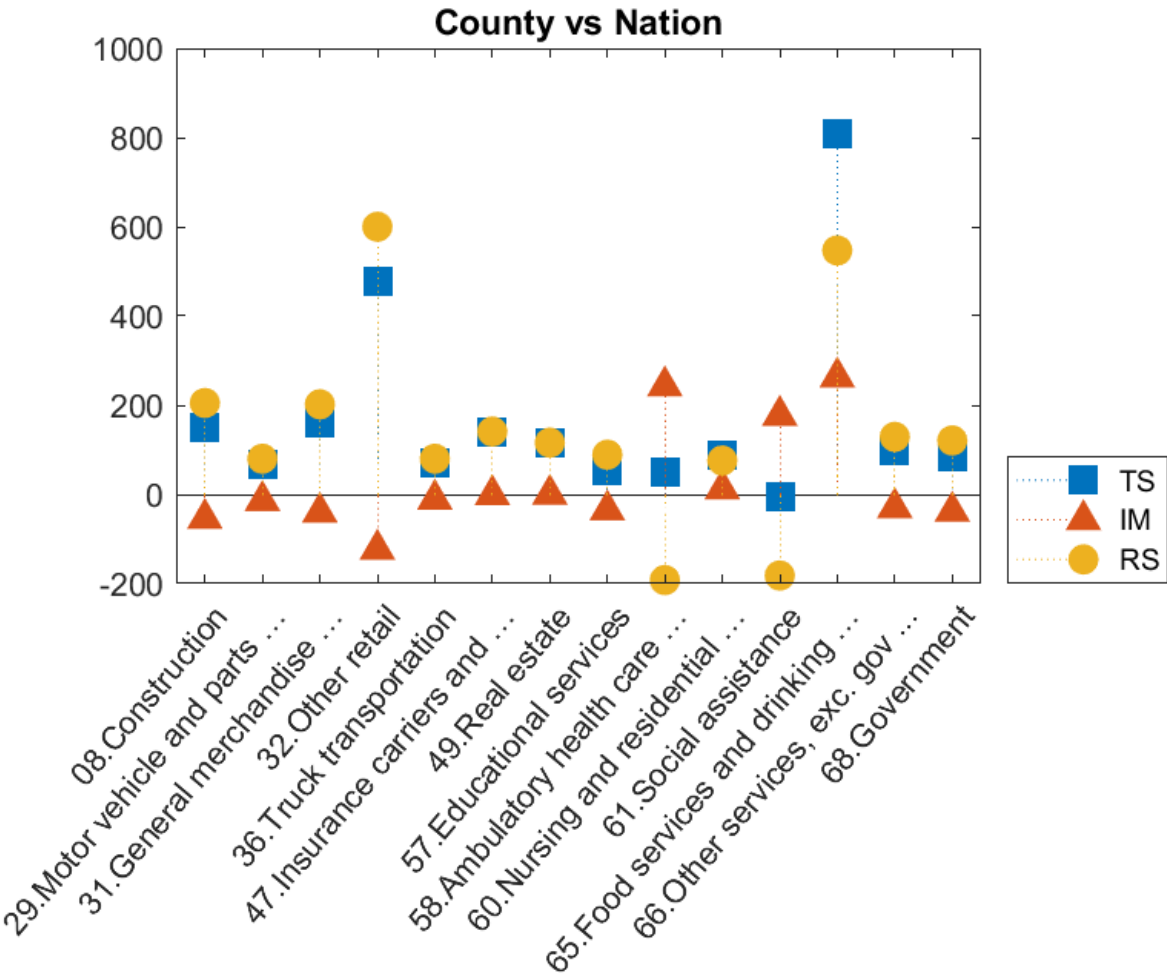
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Catoosa County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Catoosa County, Georgia vs the U.S.

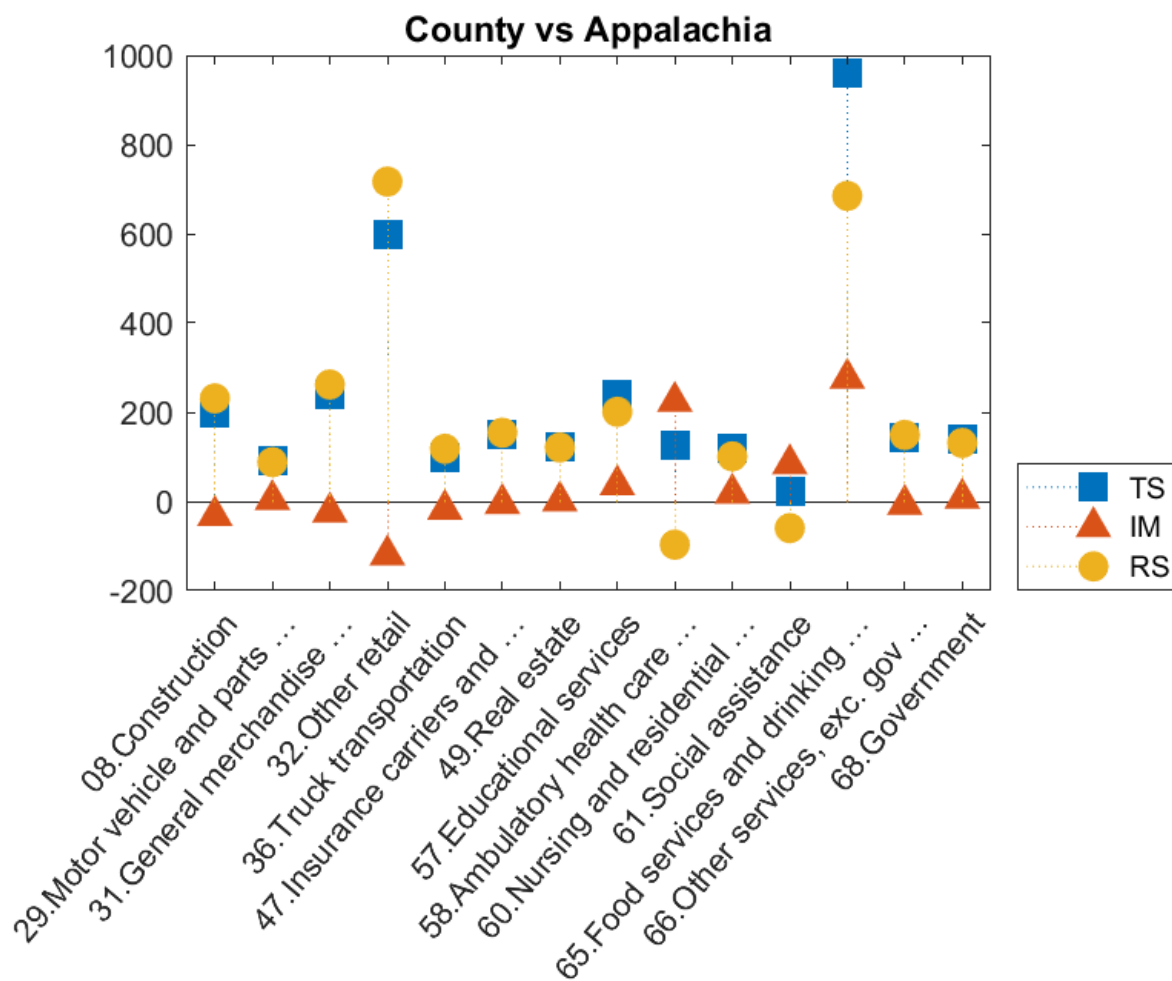


Chapter 5. Catoosa County, Georgia

Catoosa County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	50	151	-54	205	643
29	Motor vehicle and parts ...	25	66	-14	80	317
31	General merchandise ...	79	162	-40	202	937
32	Other retail	124	477	-123	600	1,700
36	Truck transportation	32	69	-11	80	384
47	Insurance carriers and ...	10	140	-1	141	238
49	Real estate	6	116	-0	116	172
57	Educational services	190	54	-35	89	1,929
58	Ambulatory health care ...	78	51	243	-192	822
60	Nursing and residential ...	31	88	12	76	394
61	Social assistance	30	-5	177	-182	295
65	Food services and drinking ...	156	810	263	547	2,344
66	Other services, exc. gov ...	44	99	-30	129	530
68	Government	56	83	-38	121	638

Selected SSA Components for Catoosa County, Georgia vs the Appalachian Region

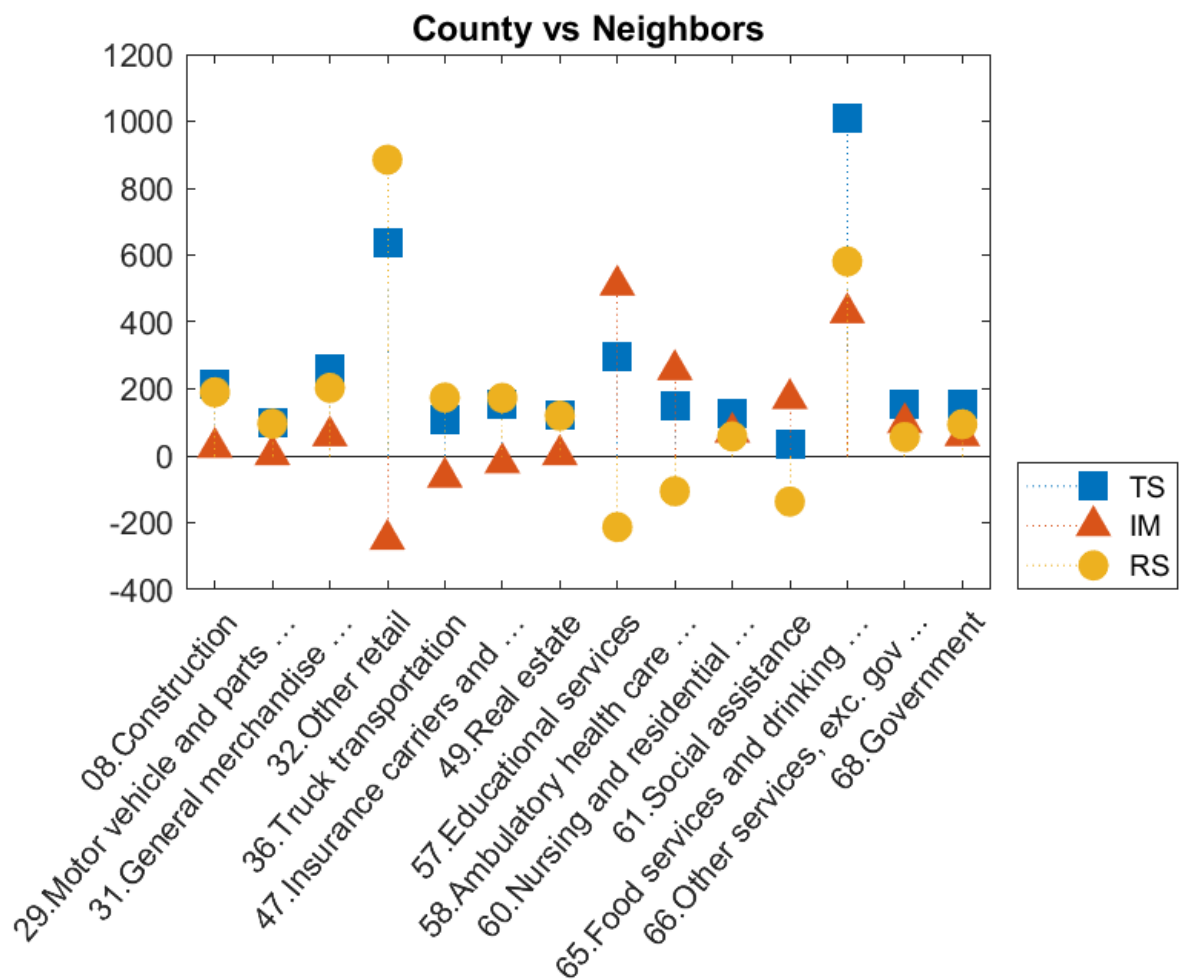


Chapter 5. Catoosa County, Georgia

Selected SSA Components for Catoosa County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	2	199	-32	231	643
29	Motor vehicle and parts ...	1	92	4	88	317
31	General merchandise ...	2	238	-24	262	937
32	Other retail	4	597	-120	717	1,700
36	Truck transportation	1	100	-18	118	384
47	Insurance carriers and ...	0	149	-5	154	238
49	Real estate	0	122	1	121	172
57	Educational services	6	238	37	201	1,929
58	Ambulatory health care ...	2	127	224	-97	822
60	Nursing and residential ...	1	119	18	101	394
61	Social assistance	1	24	84	-60	295
65	Food services and drinking ...	5	961	276	685	2,344
66	Other services, exc. gov ...	1	142	-7	149	530
68	Government	2	138	7	131	638

Selected SSA Components for Catoosa County, Georgia vs Neighbors



Chapter 5. Catoosa County, Georgia

Selected SSA Components for Catoosa County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	-14	215	25	190	643
29	Motor vehicle and parts ...	-7	99	3	96	317
31	General merchandise ...	-22	262	59	203	937
32	Other retail	-35	635	-250	885	1,700
36	Truck transportation	-9	110	-64	174	384
47	Insurance carriers and ...	-3	152	-21	173	238
49	Real estate	-2	123	3	120	172
57	Educational services	-53	297	510	-213	1,929
58	Ambulatory health care ...	-22	151	257	-106	822
60	Nursing and residential ...	-9	128	70	58	394
61	Social assistance	-9	34	171	-137	295
65	Food services and drinking ...	-44	1,008	427	581	2,344
66	Other services, exc. gov ...	-12	155	99	56	530
68	Government	-16	154	60	94	638

Chapter 6. Chattooga County, Georgia

Employment in Chattooga County, Georgia, declined from 7,713 in 2005 to 6,253 in 2018, for a change of -1,460, or -18.93%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Chattooga County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	864	-2,326	-1,705	-621
vs. Appalachia	20	-1,492	-1,237	-255
vs. Neighbors	-636	-823	-888	65

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Chattooga County, Georgia, in comparison to at least one of the three referent regions.

Chapter 6. Chattooga County, Georgia

Industry Group Membership for Chattooga County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
12	Fabricated metal products	F III c i	no	yes	yes	yes
16	Motor vehicles, bodies ...	C III a ii	yes	yes	yes	yes
26	Chemical products	F III c i	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
68	Government	F III a i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Chattooga County, Georgia vs. the United States

Groups a, b, and c are from Chattooga County, Georgia vs. Appalachia

Groups i, ii, and iii are from Chattooga County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Chattooga County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Chattooga County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Chattooga County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Chattooga County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

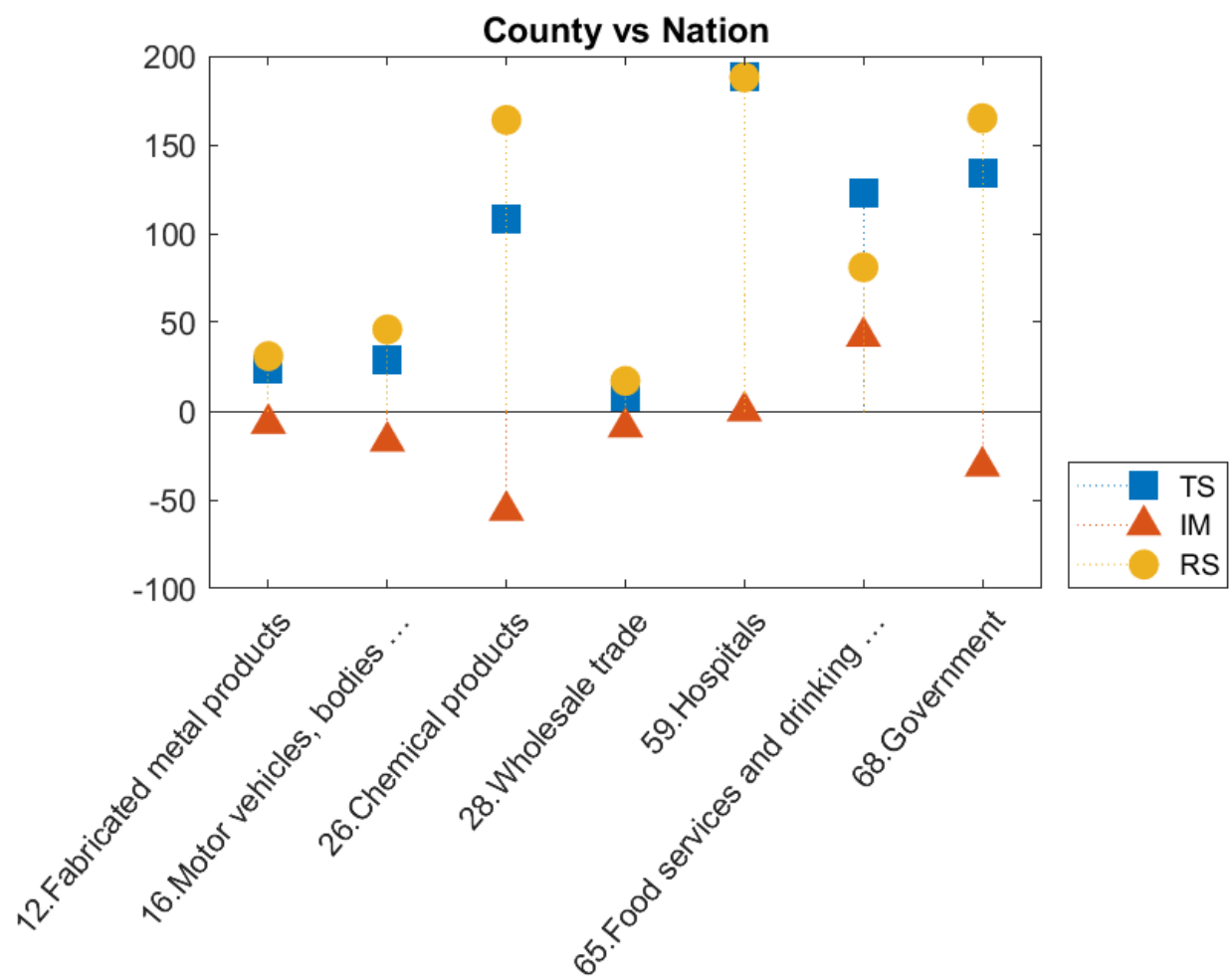
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Chattooga County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Chattooga County, Georgia vs the U.S.

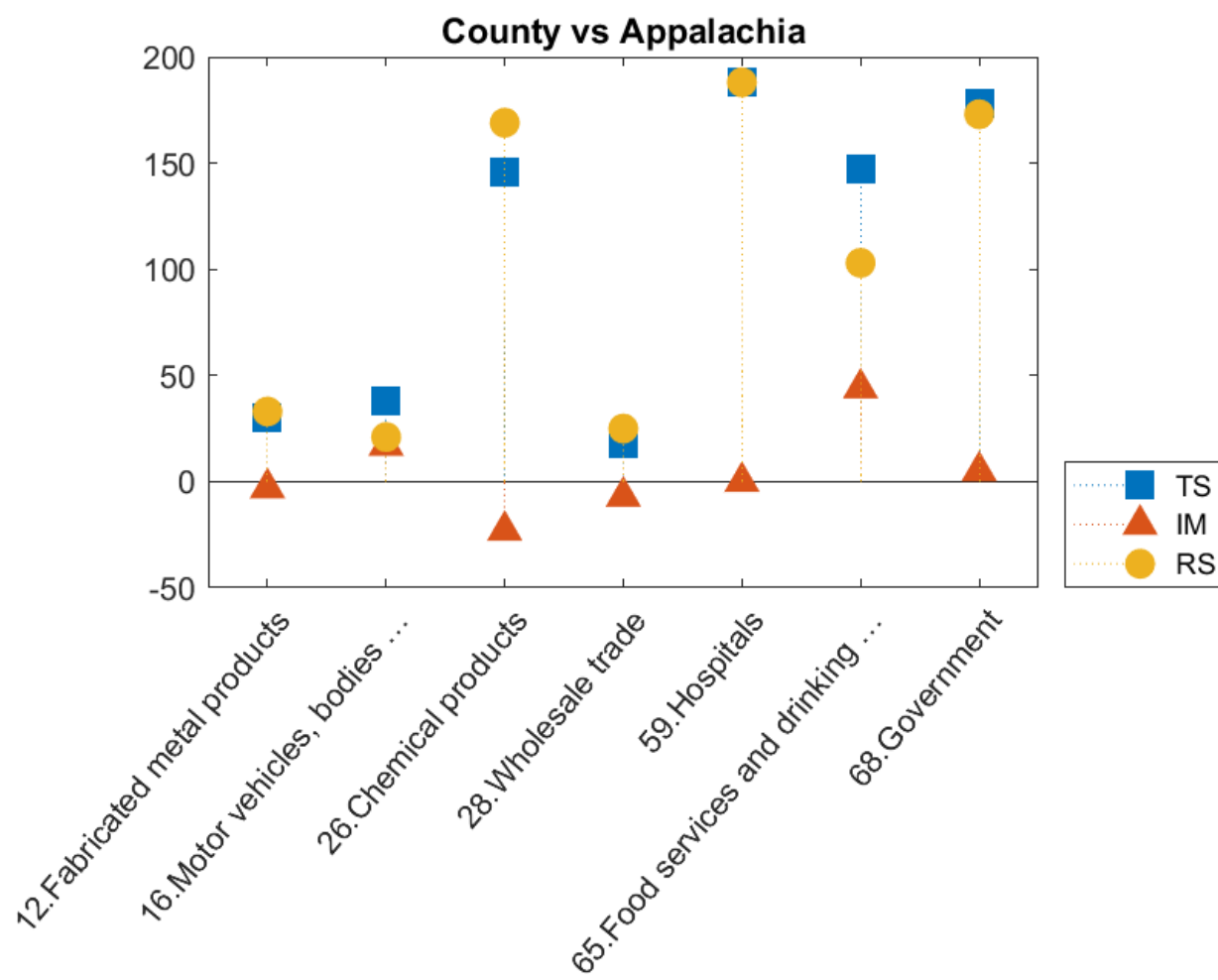


Chapter 6. Chattooga County, Georgia

Chattooga County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	5	24	-7	31	77
16	Motor vehicles, bodies ...	9	29	-17	46	121
26	Chemical products	39	108	-56	164	494
28	Wholesale trade	10	8	-9	17	109
59	Hospitals	0	188	0	188	188
65	Food services and drinking ...	25	123	42	81	370
68	Government	46	134	-31	165	585

Selected SSA Components for Chattooga County, Georgia vs the Appalachian Region

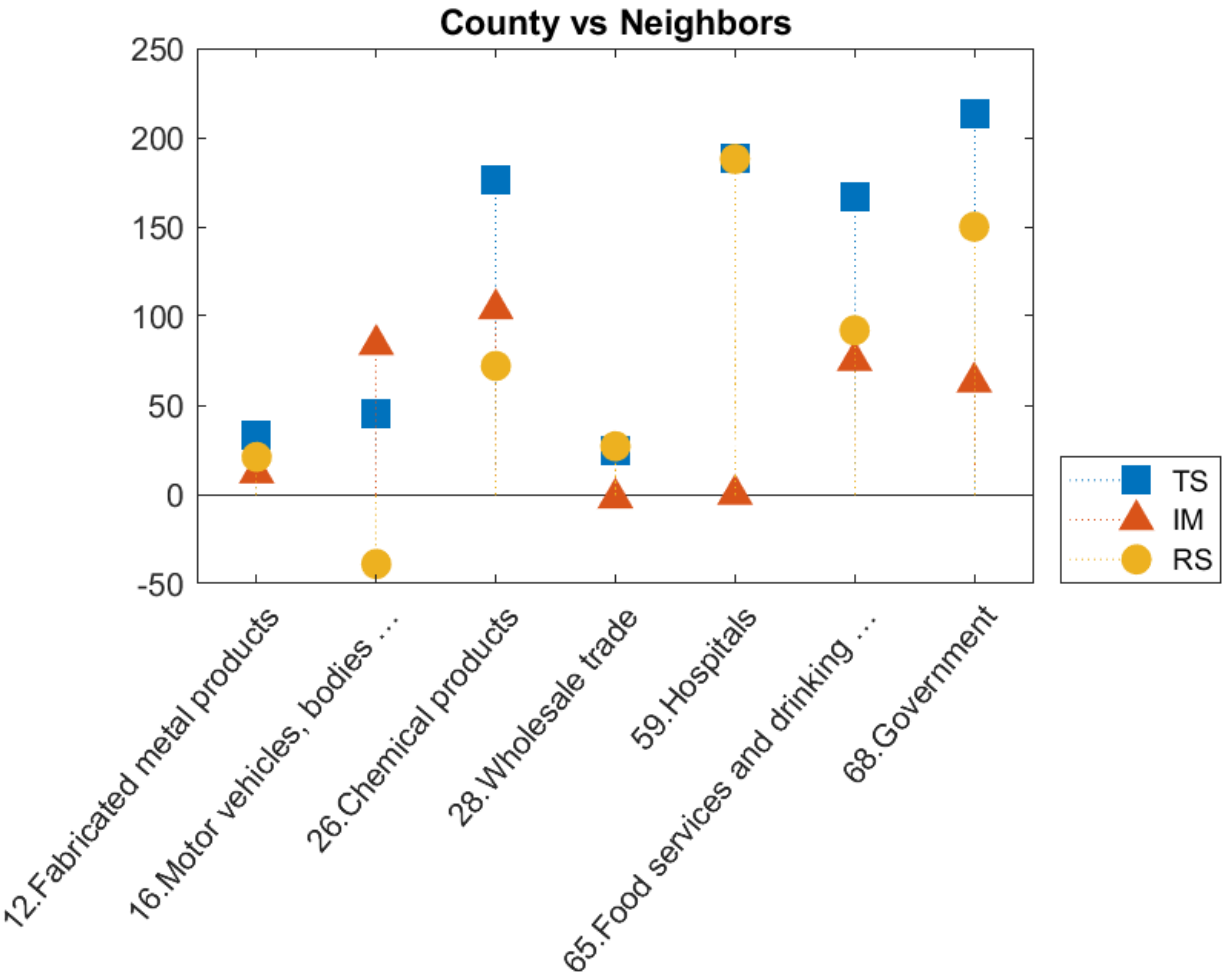


Chapter 6. Chattooga County, Georgia

Selected SSA Components for Chattooga County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	0	30	-3	33	77
16	Motor vehicles, bodies ...	0	38	17	21	121
26	Chemical products	1	146	-23	169	494
28	Wholesale trade	0	18	-7	25	109
59	Hospitals	0	188	0	188	188
65	Food services and drinking ...	1	147	44	103	370
68	Government	1	178	5	173	585

Selected SSA Components for Chattooga County, Georgia vs Neighbors



**Selected SSA Components for Chattooga County, Georgia vs Neighbors for
Selected Industries**

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	-4	33	12	21	77
16	Motor vehicles, bodies ...	-7	45	84	-39	121
26	Chemical products	-29	176	104	72	494
28	Wholesale trade	-7	25	-2	27	109
59	Hospitals	-0	188	0	188	188
65	Food services and drinking ...	-18	167	75	92	370
68	Government	-33	213	63	150	585

Chapter 7. Cherokee County, Georgia

Employment in Cherokee County, Georgia, grew from 43,118 in 2005 to 61,273 in 2018, for a change of 18,155, or 42.11%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Cherokee County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	4,863	13,297	177	13,120
vs. Appalachia	142	18,008	727	17,281
vs. Neighbors	7,468	10,682	1,458	9,224

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Cherokee County, Georgia, in comparison to at least one of the three referent regions.

Chapter 7. Cherokee County, Georgia

Industry Group Membership for Cherokee County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
08	Construction	F III c iv	no	yes	yes	no
12	Fabricated metal products	F III c i	no	yes	yes	yes
27	Plastics and rubber prod...	D III a ii	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a iii	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
47	Insurance carriers and ...	F III c i	no	yes	yes	yes
49	Real estate	F III a i	no	yes	yes	yes
52	Computer systems design ...	B I a i	yes	yes	yes	yes
53	Miscellaneous profession ...	B I a ii	yes	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
57	Educational services	F III a i	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B II a i	yes	yes	yes	yes
63	Amusements, gambling, ...	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Chapter 7. Cherokee County, Georgia

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Cherokee County, Georgia vs. the United States

Groups a, b, and c are from Cherokee County, Georgia vs. Appalachia

Groups i, ii, and iii are from Cherokee County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Cherokee County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Cherokee County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Cherokee County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Cherokee County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

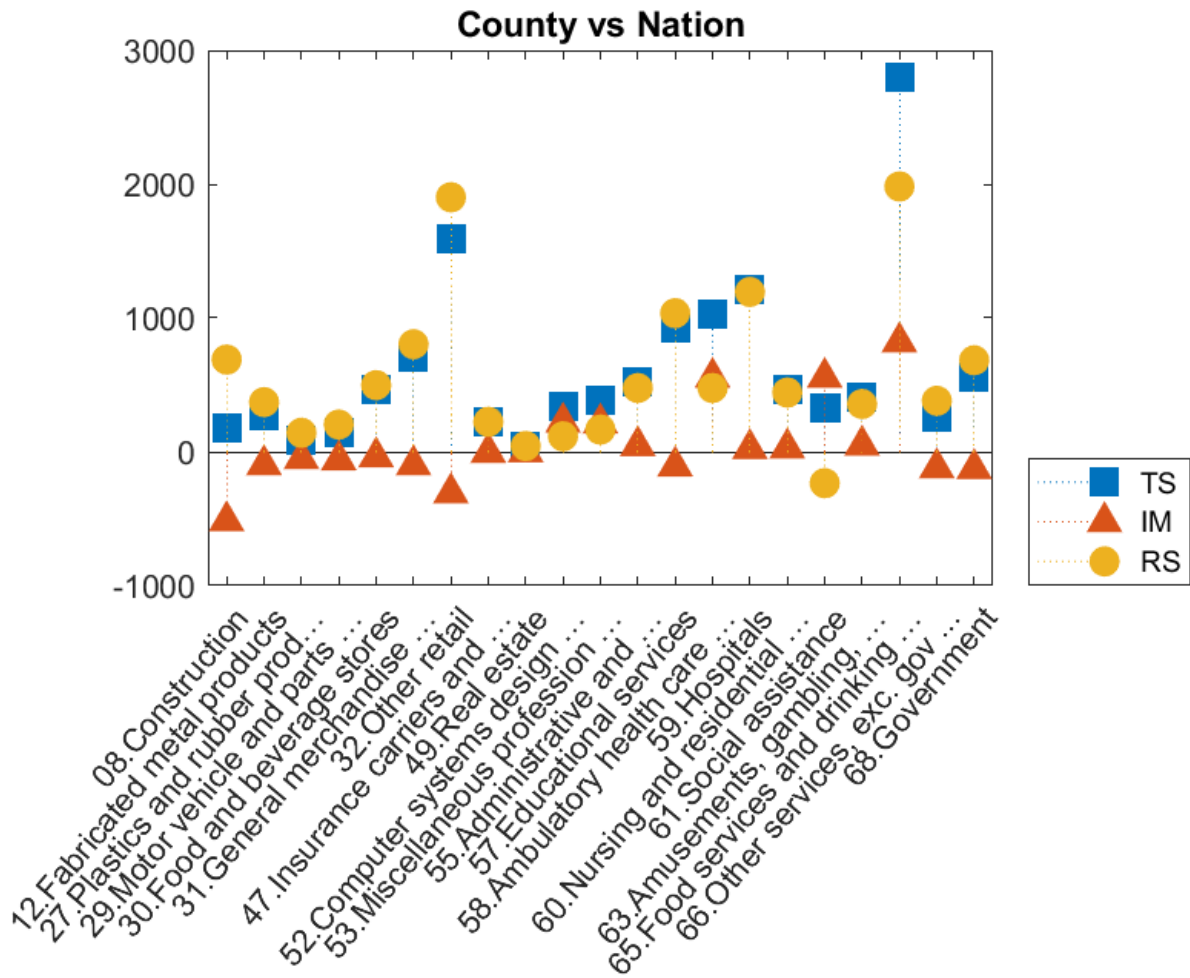
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Cherokee County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Cherokee County, Georgia vs the U.S.

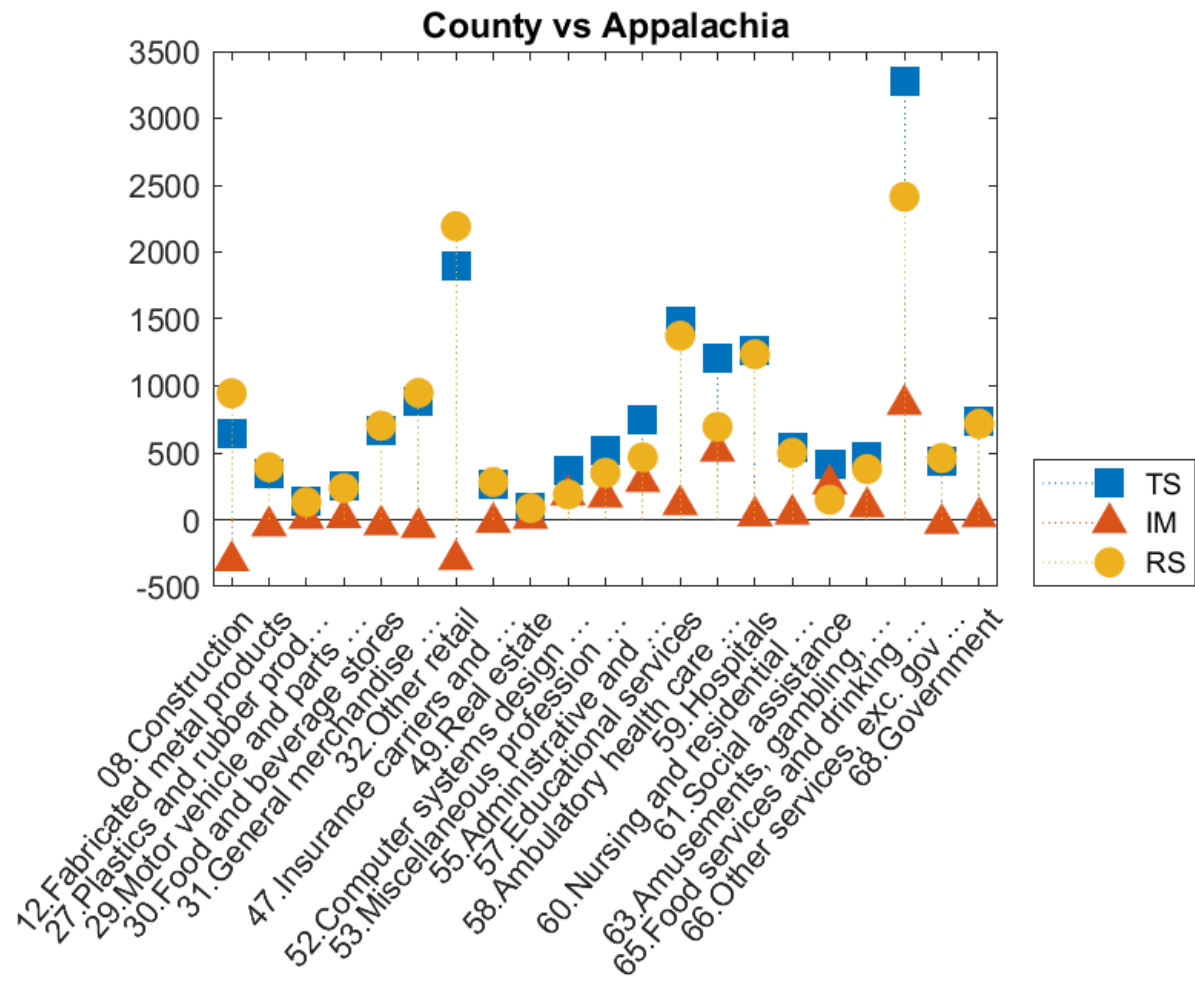


Chapter 7. Cherokee County, Georgia

Cherokee County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	480	173	-516	689	4,910
12	Fabricated metal products	74	274	-97	371	1,002
27	Plastics and rubber prod...	53	90	-52	142	615
29	Motor vehicle and parts ...	111	143	-61	204	1,243
30	Food and beverage stores	210	460	-38	498	2,531
31	General merchandise ...	190	706	-98	804	2,579
32	Other retail	309	1,595	-307	1,902	4,641
47	Insurance carriers and ...	43	219	-5	224	647
49	Real estate	55	42	-1	43	586
52	Computer systems design ...	38	337	221	116	708
53	Miscellaneous profession ...	143	380	214	166	1,792
55	Administrative and ...	236	522	45	477	2,848
57	Educational services	575	929	-107	1,036	6,606
58	Ambulatory health care ...	179	1,033	556	477	2,795
59	Hospitals	46	1,218	23	1,195	1,677
60	Nursing and residential ...	71	471	28	443	1,174
61	Social assistance	96	322	556	-234	1,267
63	Amusements, gambling, ...	70	406	49	357	1,100
65	Food services and drinking ...	486	2,804	821	1,983	7,597
66	Other services, exc. gov ...	175	261	-120	381	1,990
68	Government	187	558	-126	684	2,404

Selected SSA Components for Cherokee County, Georgia vs the Appalachian Region

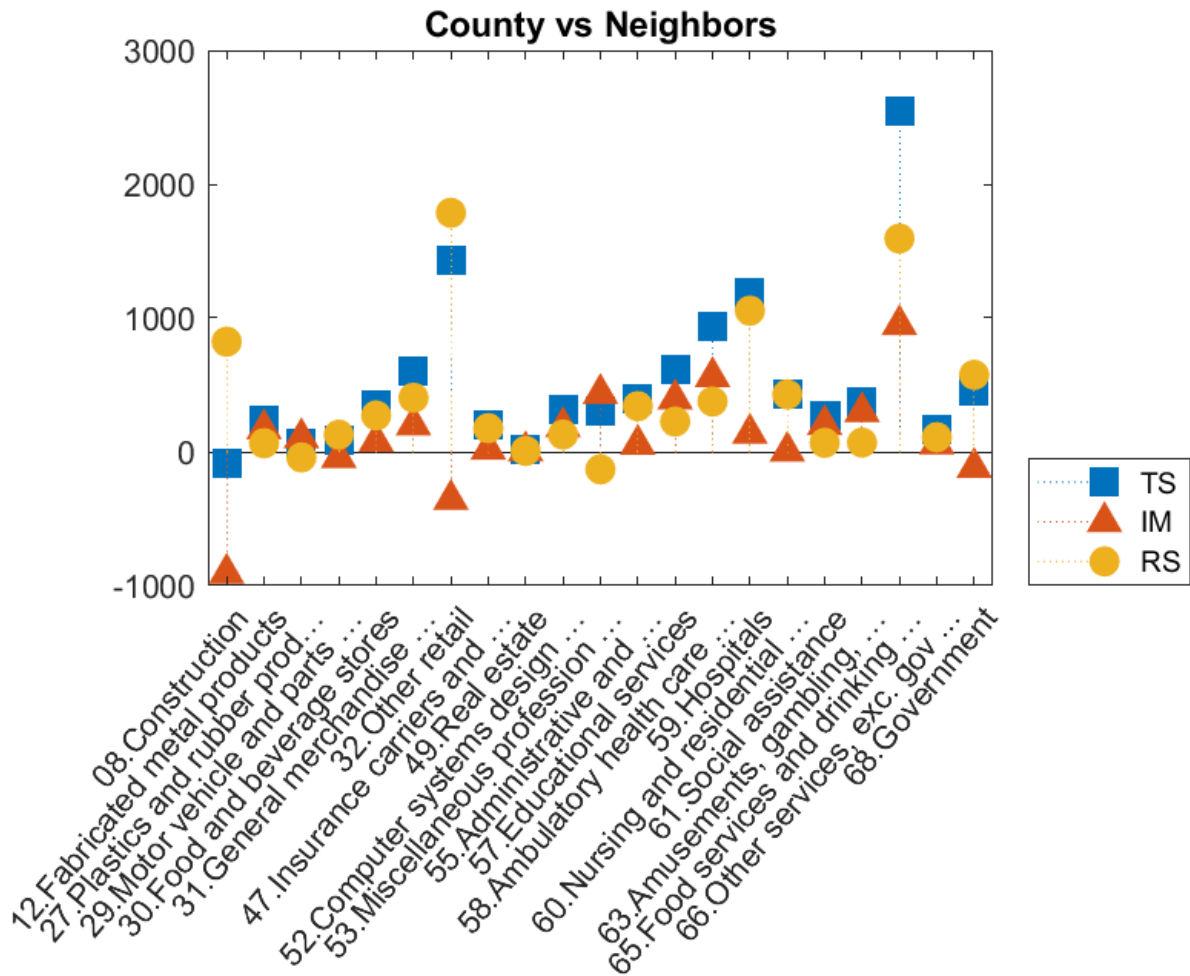


Chapter 7. Cherokee County, Georgia

Selected SSA Components for Cherokee County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	14	638	-307	945	4,910
12	Fabricated metal products	2	345	-47	392	1,002
27	Plastics and rubber prod...	2	141	9	132	615
29	Motor vehicle and parts ...	3	251	15	236	1,243
30	Food and beverage stores	6	664	-39	703	2,531
31	General merchandise ...	6	890	-58	948	2,579
32	Other retail	9	1,895	-298	2,193	4,641
47	Insurance carriers and ...	1	261	-21	282	647
49	Real estate	2	96	9	87	586
52	Computer systems design ...	1	373	184	189	708
53	Miscellaneous profession ...	4	519	169	350	1,792
55	Administrative and ...	7	750	284	466	2,848
57	Educational services	17	1,486	111	1,375	6,606
58	Ambulatory health care ...	5	1,205	511	694	2,795
59	Hospitals	1	1,264	28	1,236	1,677
60	Nursing and residential ...	2	539	40	499	1,174
61	Social assistance	3	416	266	150	1,267
63	Amusements, gambling, ...	2	474	96	378	1,100
65	Food services and drinking ...	15	3,275	861	2,414	7,597
66	Other services, exc. gov ...	5	432	-29	461	1,990
68	Government	6	739	22	717	2,404

Selected SSA Components for Cherokee County, Georgia vs Neighbors



Chapter 7. Cherokee County, Georgia

Selected SSA Components for Cherokee County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	737	-85	-908	823	4,910
12	Fabricated metal products	113	235	171	64	1,002
27	Plastics and rubber prod...	82	62	104	-42	615
29	Motor vehicle and parts ...	171	84	-44	128	1,243
30	Food and beverage stores	322	348	76	272	2,531
31	General merchandise ...	292	604	200	404	2,579
32	Other retail	474	1,430	-356	1,786	4,641
47	Insurance carriers and ...	67	196	19	177	647
49	Real estate	85	13	6	7	586
52	Computer systems design ...	58	316	187	129	708
53	Miscellaneous profession ...	220	304	435	-131	1,792
55	Administrative and ...	362	396	55	341	2,848
57	Educational services	884	620	394	226	6,606
58	Ambulatory health care ...	274	937	561	376	2,795
59	Hospitals	71	1,193	138	1,055	1,677
60	Nursing and residential ...	109	433	4	429	1,174
61	Social assistance	147	270	203	67	1,267
63	Amusements, gambling, ...	108	368	299	69	1,100
65	Food services and drinking ...	746	2,544	950	1,594	7,597
66	Other services, exc. gov ...	269	167	58	109	1,990
68	Government	287	457	-118	575	2,404

Chapter 8. Dade County, Georgia

Employment in Dade County, Georgia, grew from 3,800 in 2005 to 3,869 in 2018, for a change of 69, or 1.82%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Dade County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	425	-361	-409	48
vs. Appalachia	10	57	-149	206
vs. Neighbors	-60	131	885	-754

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Dade County, Georgia, in comparison to at least one of the three referent regions.

Chapter 8. Dade County, Georgia

Industry Group Membership for Dade County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
11	Primary metals	F III c i	no	yes	yes	yes
12	Fabricated metal products	F III c i	no	yes	yes	yes
19	Miscellaneous manufac ...	F III c i	no	yes	yes	yes
20	Food and beverage ...	E I a i	no	yes	yes	yes
27	Plastics and rubber prod...	D III a ii	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
30	Food and beverage stores	F III c ii	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
61	Social assistance	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B V b ii	yes	no	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Dade County, Georgia vs. the United States

Groups a, b, and c are from Dade County, Georgia vs. Appalachia

Groups i, ii, and iii are from Dade County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Dade County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Dade County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Dade County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Dade County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

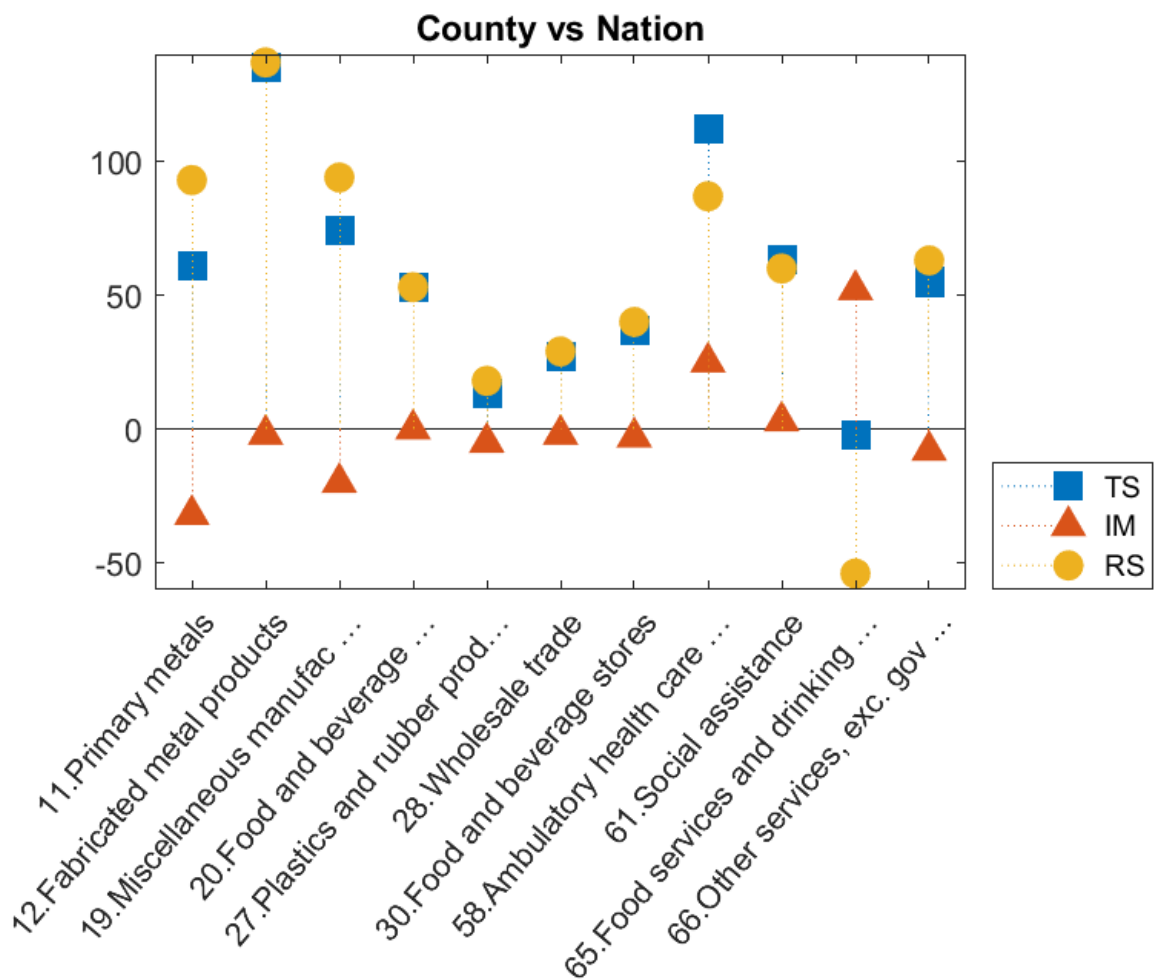
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Dade County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Dade County, Georgia vs the U.S.

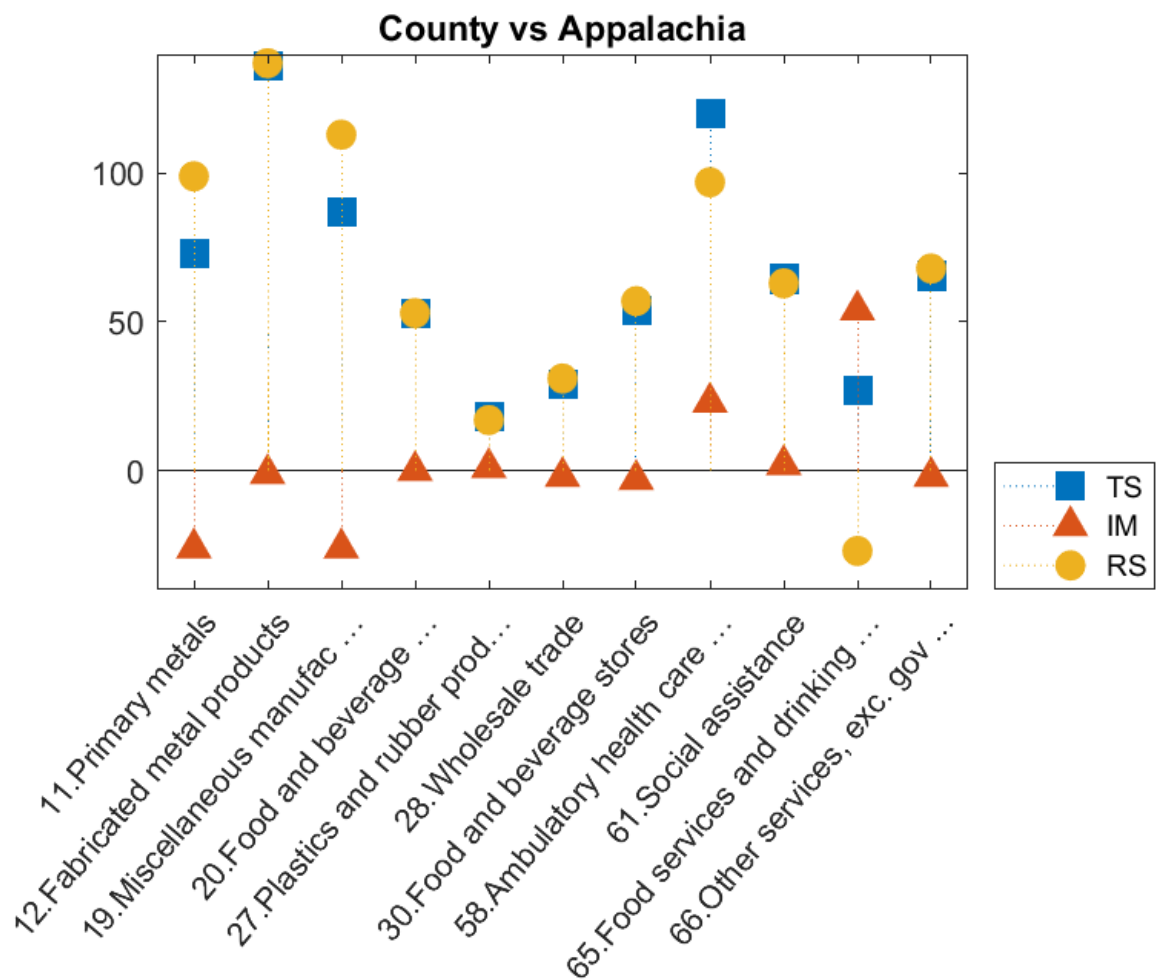


Chapter 8. Dade County, Georgia

Dade County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
11	Primary metals	12	61	-32	93	181
12	Fabricated metal products	2	135	-2	137	151
19	Miscellaneous manufac ...	14	74	-20	94	211
20	Food and beverage ...	0	53	0	53	53
27	Plastics and rubber prod...	5	13	-5	18	64
28	Wholesale trade	2	27	-2	29	51
30	Food and beverage stores	17	37	-3	40	206
58	Ambulatory health care ...	8	112	25	87	190
61	Social assistance	1	63	3	60	69
65	Food services and drinking ...	31	-2	52	-54	299
66	Other services, exc. gov ...	11	55	-8	63	167

Selected SSA Components for Dade County, Georgia vs the Appalachian Region

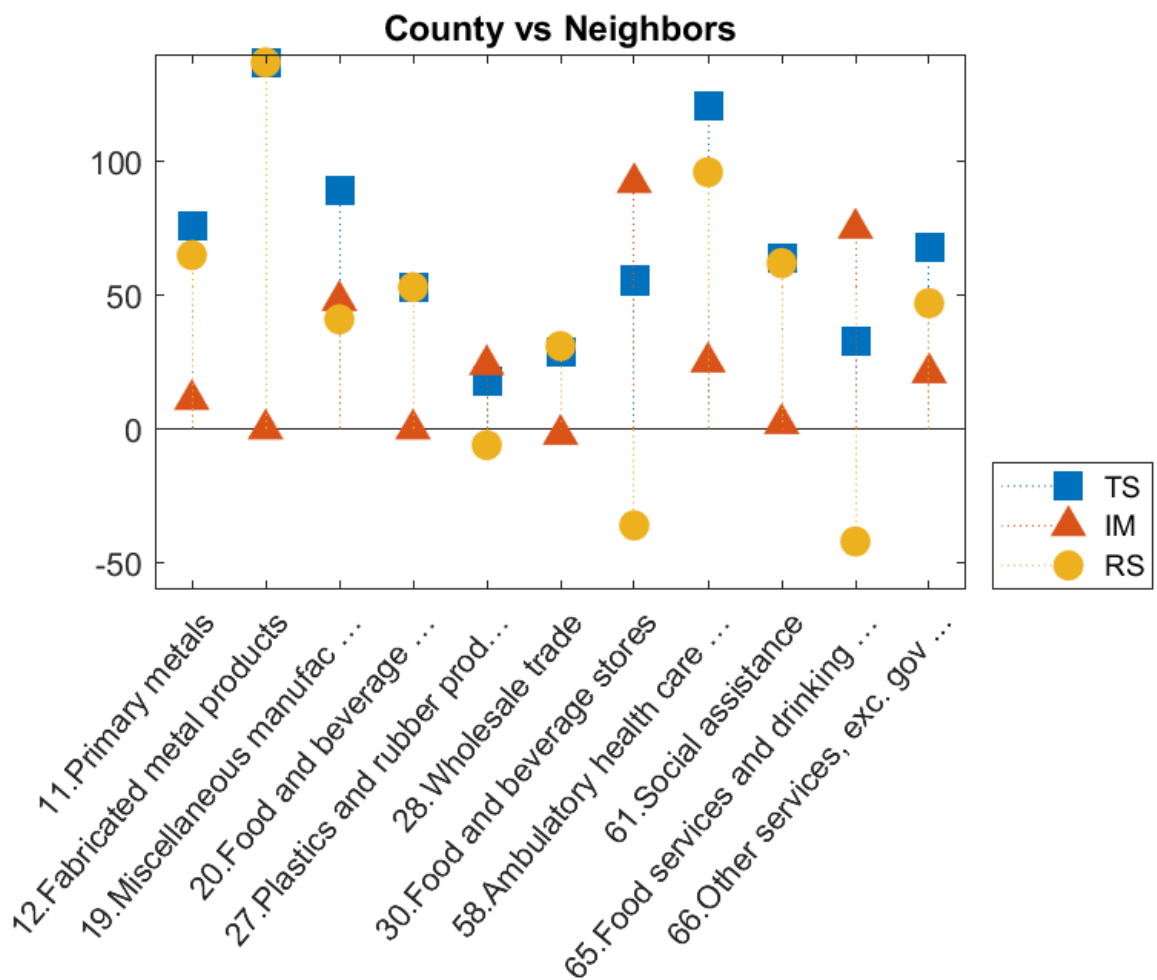


Chapter 8. Dade County, Georgia

Selected SSA Components for Dade County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
11	Primary metals	0	73	-26	99	181
12	Fabricated metal products	0	136	-1	137	151
19	Miscellaneous manufac ...	0	87	-26	113	211
20	Food and beverage ...	0	53	0	53	53
27	Plastics and rubber prod...	0	18	1	17	64
28	Wholesale trade	0	29	-2	31	51
30	Food and beverage stores	1	54	-3	57	206
58	Ambulatory health care ...	0	120	23	97	190
61	Social assistance	0	65	2	63	69
65	Food services and drinking ...	1	27	54	-27	299
66	Other services, exc. gov ...	0	66	-2	68	167

Selected SSA Components for Dade County, Georgia vs Neighbors



Chapter 8. Dade County, Georgia

Selected SSA Components for Dade County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
11	Primary metals	-2	76	11	65	181
12	Fabricated metal products	-0	137	-0	137	151
19	Miscellaneous manufac ...	-2	89	48	41	211
20	Food and beverage ...	-0	53	0	53	53
27	Plastics and rubber prod...	-1	18	24	-6	64
28	Wholesale trade	-0	29	-2	31	51
30	Food and beverage stores	-3	56	92	-36	206
58	Ambulatory health care ...	-1	121	25	96	190
61	Social assistance	-0	64	2	62	69
65	Food services and drinking ...	-5	33	75	-42	299
66	Other services, exc. gov ...	-2	68	21	47	167

Chapter 9. Dawson County, Georgia

Employment in Dawson County, Georgia, grew from 6,472 in 2005 to 9,275 in 2018, for a change of 2,803, or 43.31%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Dawson County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	729	2,073	-92	2,165
vs. Appalachia	20	2,783	13	2,770
vs. Neighbors	2,373	430	149	281

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Dawson County, Georgia, in comparison to at least one of the three referent regions.

Chapter 9. Dawson County, Georgia

Industry Group Membership for Dawson County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
12	Fabricated metal products	F III c i	no	yes	yes	yes
17	Other transportation ...	F III c i	no	yes	yes	yes
20	Food and beverage ...	E I c iii	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a i	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
49	Real estate	F I a i	no	yes	yes	yes
53	Miscellaneous profession ...	B V b v	yes	no	yes	no
57	Educational services	F III a vi	no	yes	yes	no
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
63	Amusements, gambling, ...	B I a ii	yes	yes	yes	yes
64	Accommodation	A I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c vi	no	yes	yes	no
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Dawson County, Georgia vs. the United States

Groups a, b, and c are from Dawson County, Georgia vs. Appalachia

Groups i, ii, and iii are from Dawson County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Dawson County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Dawson County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Dawson County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Dawson County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

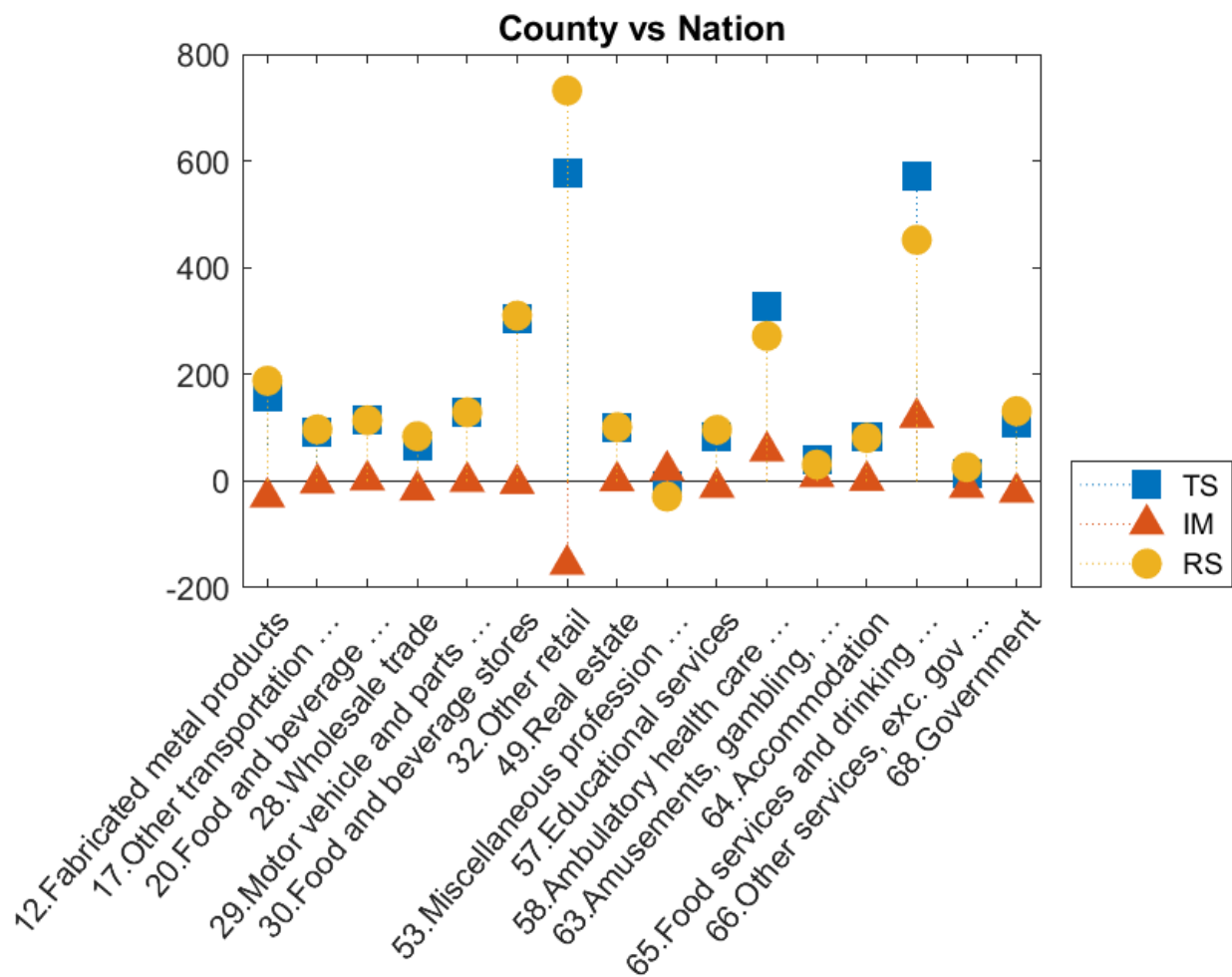
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Dawson County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Dawson County, Georgia vs the U.S.

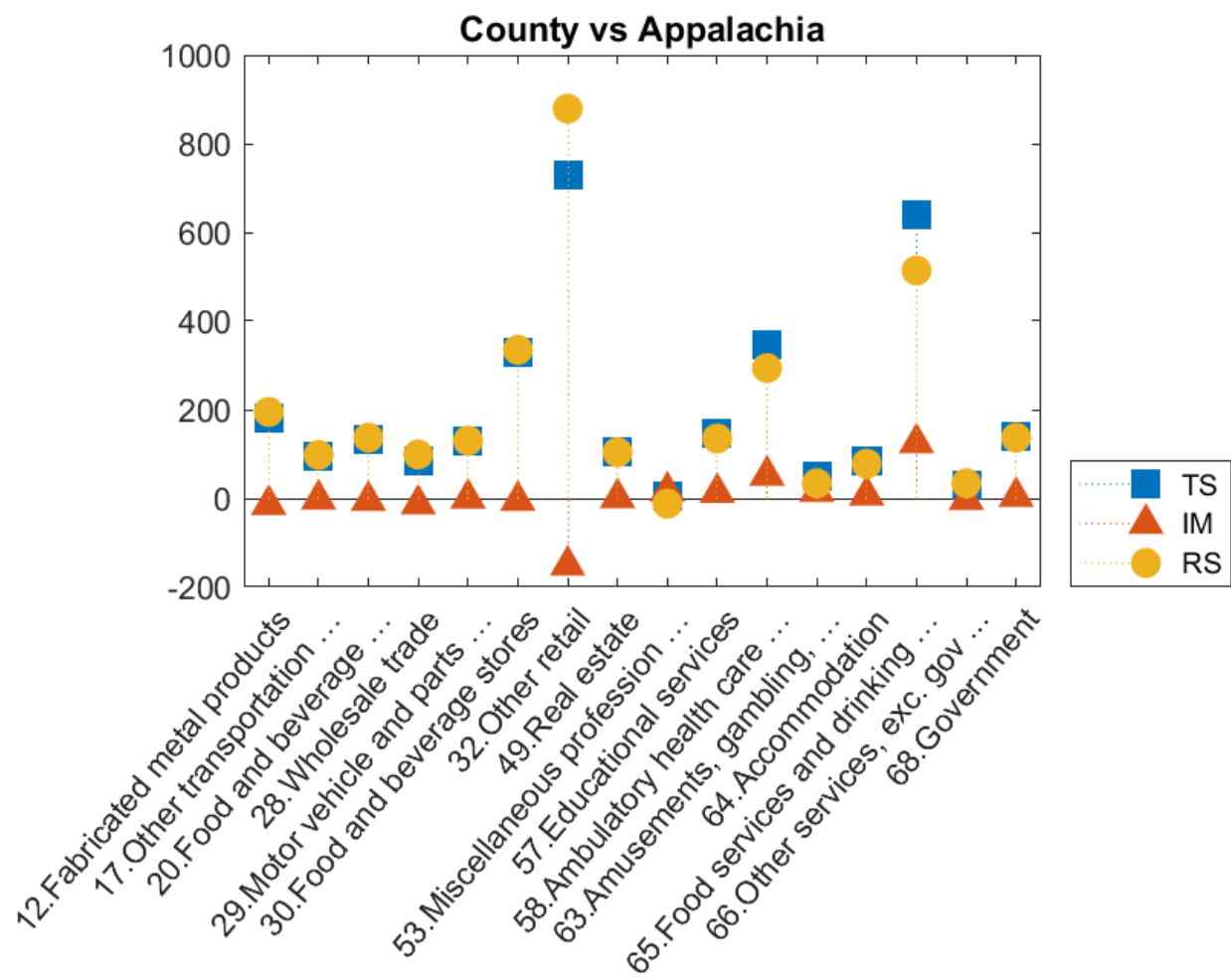


Chapter 9. Dawson County, Georgia

Dawson County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	23	158	-30	188	382
17	Other transportation ...	3	93	-4	97	119
20	Food and beverage ...	15	116	2	114	269
28	Wholesale trade	20	67	-17	84	263
29	Motor vehicle and parts ...	2	128	-1	129	148
30	Food and beverage stores	26	305	-5	310	561
32	Other retail	156	576	-156	732	2,120
49	Real estate	4	101	-0	101	143
53	Miscellaneous profession ...	13	-9	20	-29	123
57	Educational services	66	84	-12	96	739
58	Ambulatory health care ...	18	328	56	272	506
63	Amusements, gambling, ...	11	39	8	31	150
64	Accommodation	4	82	1	81	118
65	Food services and drinking ...	70	571	119	452	1,264
66	Other services, exc. gov ...	18	14	-12	26	190
68	Government	31	110	-21	131	413

Selected SSA Components for Dawson County, Georgia vs the Appalachian Region

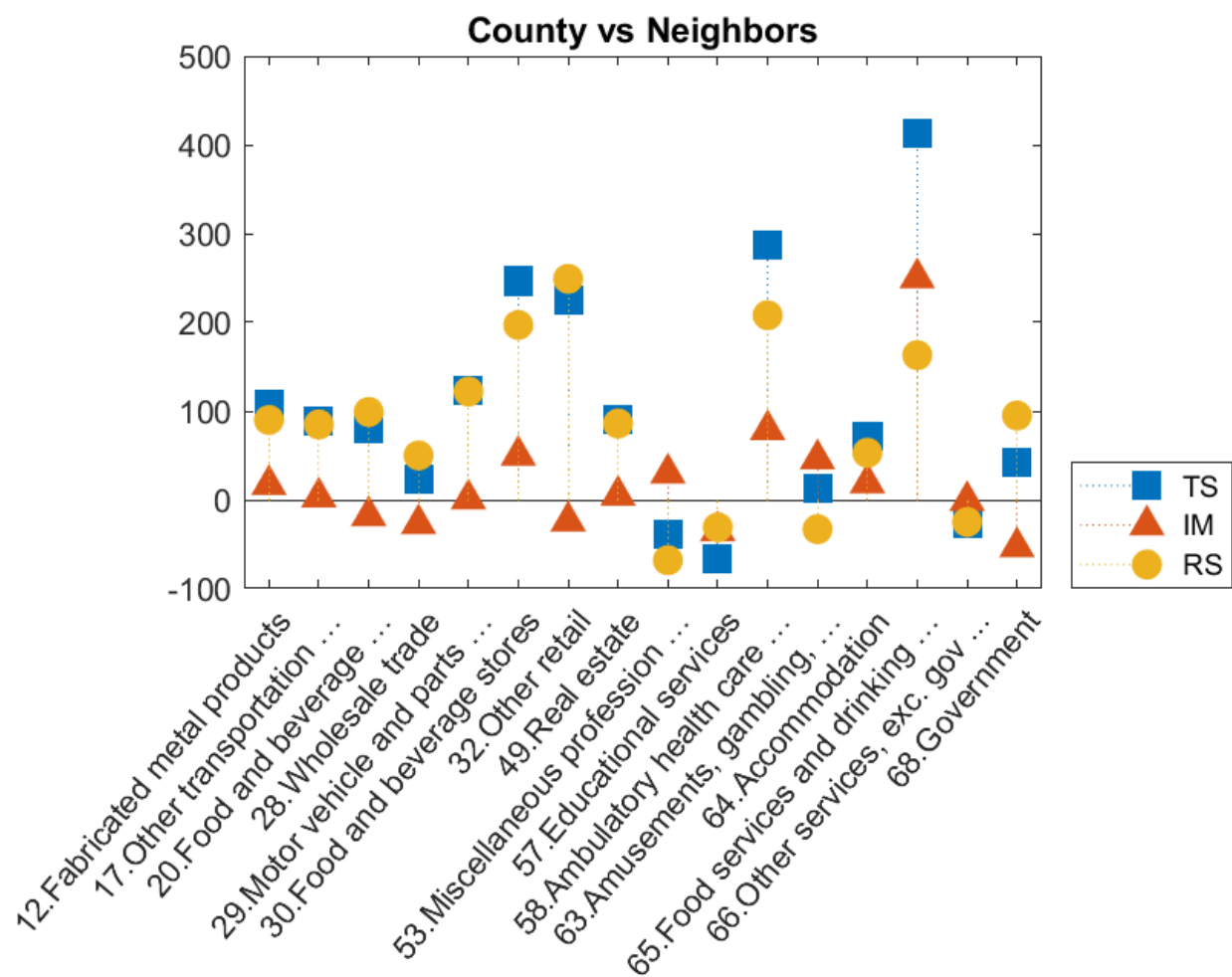


Chapter 9. Dawson County, Georgia

Selected SSA Components for Dawson County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	1	181	-14	195	382
17	Other transportation ...	0	96	-2	98	119
20	Food and beverage ...	0	132	-5	137	269
28	Wholesale trade	1	86	-13	99	263
29	Motor vehicle and parts ...	0	130	0	130	148
30	Food and beverage stores	1	330	-5	335	561
32	Other retail	5	728	-151	879	2,120
49	Real estate	0	105	1	104	143
53	Miscellaneous profession ...	0	4	16	-12	123
57	Educational services	2	148	13	135	739
58	Ambulatory health care ...	1	346	52	294	506
63	Amusements, gambling, ...	0	49	15	34	150
64	Accommodation	0	85	7	78	118
65	Food services and drinking ...	2	639	125	514	1,264
66	Other services, exc. gov ...	1	31	-3	34	190
68	Government	1	141	4	137	413

Selected SSA Components for Dawson County, Georgia vs Neighbors



Chapter 9. Dawson County, Georgia

Selected SSA Components for Dawson County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	74	107	17	90	382
17	Other transportation ...	8	88	3	85	119
20	Food and beverage ...	50	81	-18	99	269
28	Wholesale trade	65	23	-27	50	263
29	Motor vehicle and parts ...	7	123	1	122	148
30	Food and beverage stores	84	247	50	197	561
32	Other retail	508	225	-24	249	2,120
49	Real estate	14	91	5	86	143
53	Miscellaneous profession ...	43	-38	30	-68	123
57	Educational services	216	-66	-35	-31	739
58	Ambulatory health care ...	59	287	79	208	506
63	Amusements, gambling, ...	37	13	46	-33	150
64	Accommodation	12	72	19	53	118
65	Food services and drinking ...	228	413	250	163	1,264
66	Other services, exc. gov ...	58	-26	-1	-25	190
68	Government	100	42	-53	95	413

Chapter 10. Douglas County, Georgia

Employment in Douglas County, Georgia, grew from 36,754 in 2005 to 44,420 in 2018, for a change of 7,666, or 20.86%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Douglas County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	4,142	3,518	-135	3,653
vs. Appalachia	124	7,539	179	7,360
vs. Neighbors	5,696	1,977	24	1,953

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Douglas County, Georgia, in comparison to at least one of the three referent regions.

Chapter 10. Douglas County, Georgia

Industry Group Membership for Douglas County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
27	Plastics and rubber prod...	D III a iii	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
30	Food and beverage stores	F III c iii	no	yes	yes	yes
32	Other retail	F III c iv	no	yes	yes	no
36	Truck transportation	F III c i	no	yes	yes	yes
40	Warehousing and storage	E I a i	no	yes	yes	yes
53	Miscellaneous profession ...	B V b v	yes	no	yes	no
55	Administrative and ...	A I a ii	yes	yes	yes	yes
57	Educational services	F III a ii	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
60	Nursing and residential ...	E I a iii	no	yes	yes	yes
61	Social assistance	B II a i	yes	yes	yes	yes
64	Accommodation	A I a iii	yes	yes	yes	yes
65	Food services and drinking ...	B II b v	yes	yes	yes	no
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Douglas County, Georgia vs. the United States

Groups a, b, and c are from Douglas County, Georgia vs. Appalachia

Groups i, ii, and iii are from Douglas County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Douglas County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Douglas County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Douglas County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Douglas County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

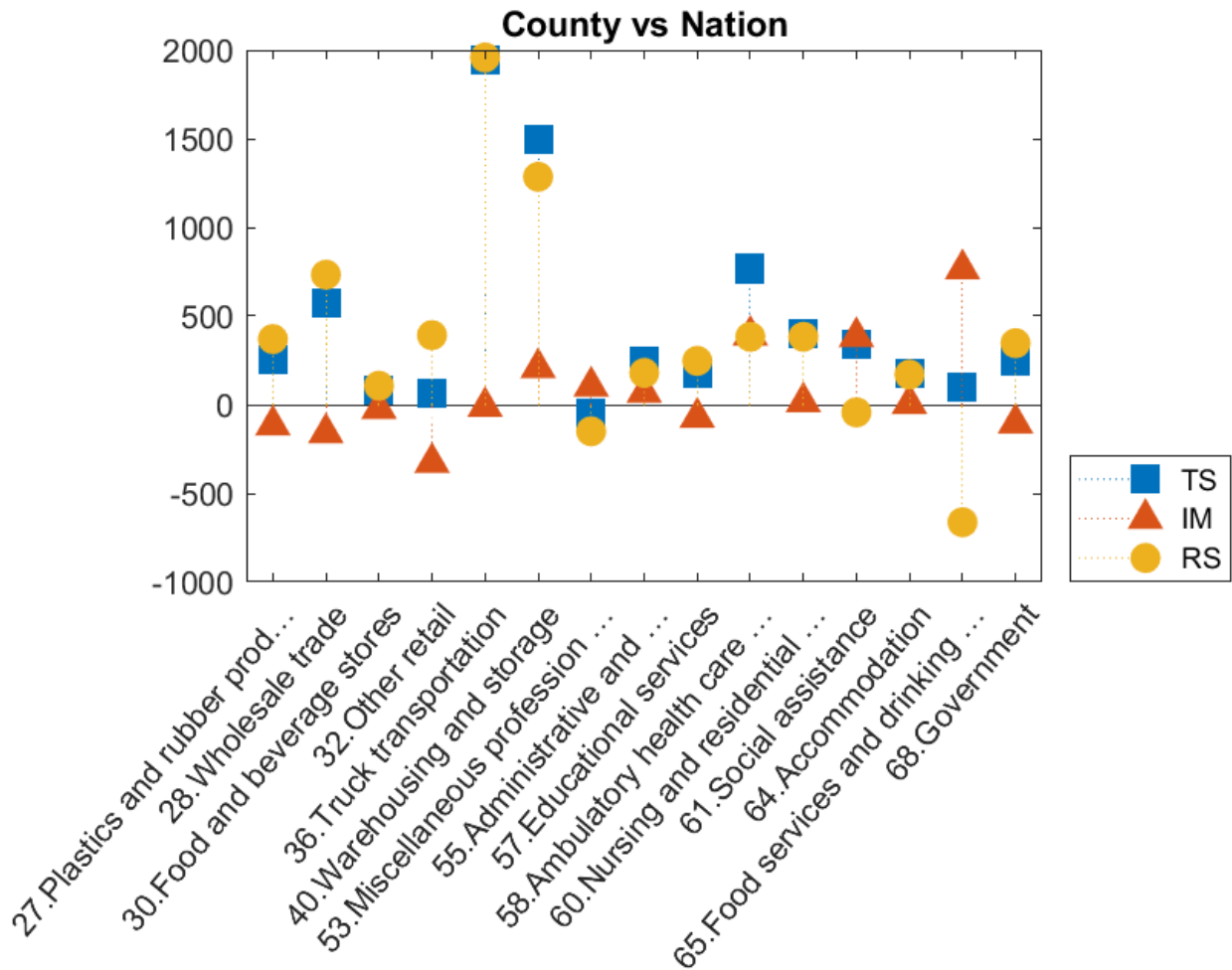
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Douglas County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Douglas County, Georgia vs the U.S.

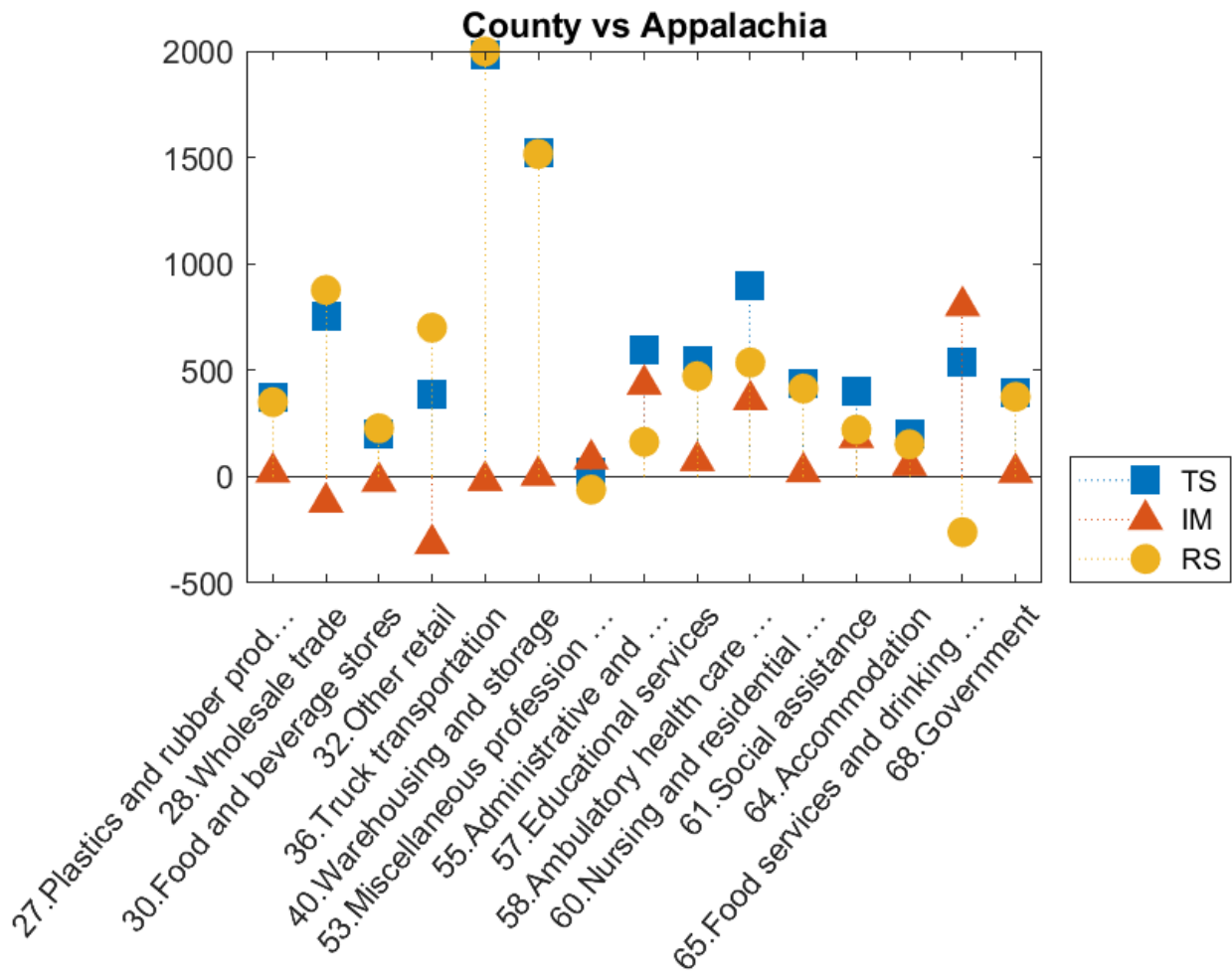


Chapter 10. Douglas County, Georgia

Douglas County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
27	Plastics and rubber prod...	119	255	-115	370	1,424
28	Wholesale trade	188	574	-159	733	2,426
30	Food and beverage stores	122	85	-22	107	1,294
32	Other retail	328	66	-326	392	3,300
36	Truck transportation	33	1,947	-11	1,958	2,277
40	Warehousing and storage	28	1,493	208	1,285	1,770
53	Miscellaneous profession ...	69	-46	104	-150	636
55	Administrative and ...	359	248	69	179	3,792
57	Educational services	383	175	-72	247	3,954
58	Ambulatory health care ...	126	774	391	383	2,013
60	Nursing and residential ...	39	398	15	383	785
61	Social assistance	66	340	383	-43	990
64	Accommodation	29	176	6	170	463
65	Food services and drinking ...	453	102	765	-663	4,568
68	Government	155	243	-104	347	1,774

Selected SSA Components for Douglas County, Georgia vs the Appalachian Region

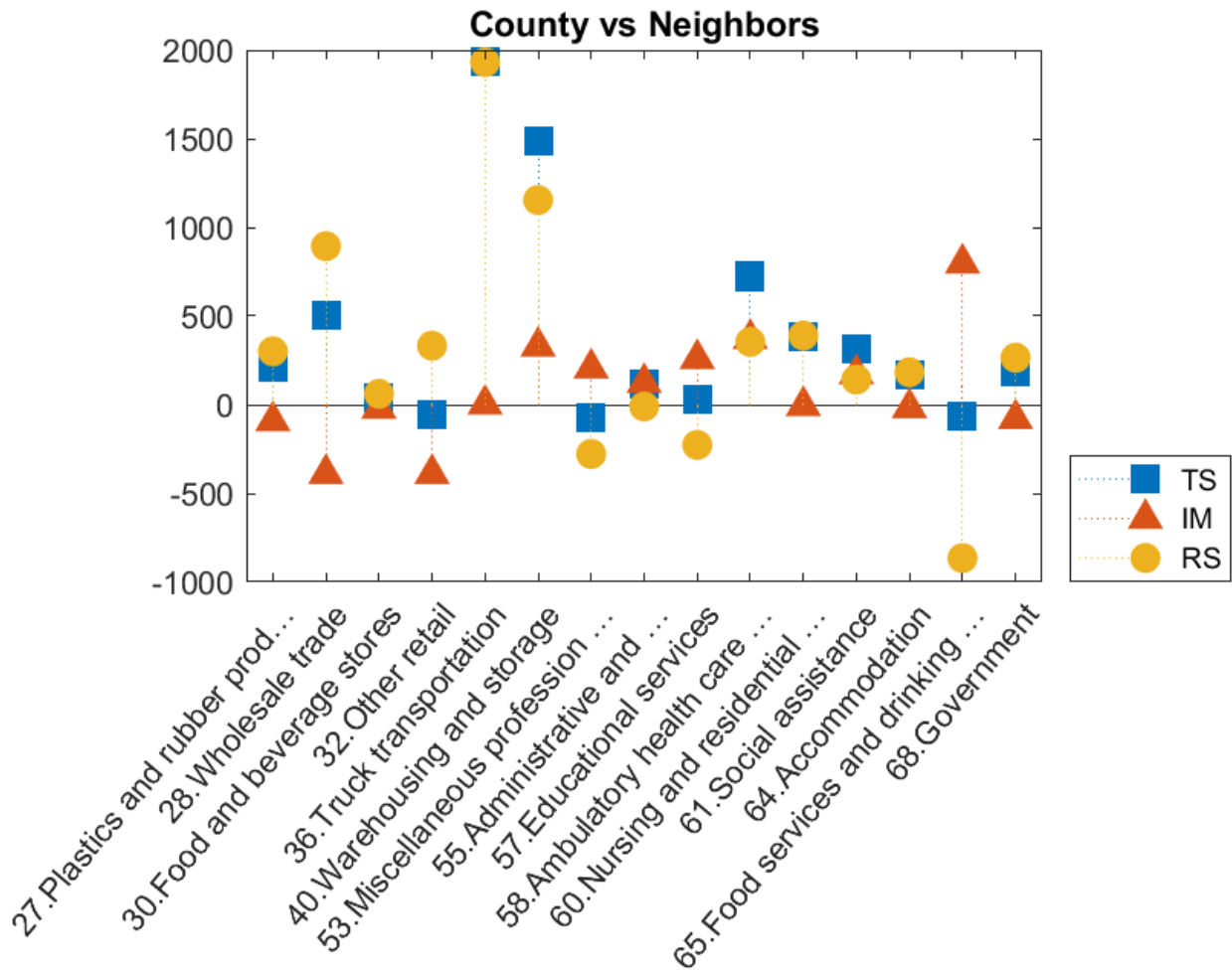


Chapter 10. Douglas County, Georgia

Selected SSA Components for Douglas County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
27	Plastics and rubber prod...	4	370	20	350	1,424
28	Wholesale trade	6	756	-121	877	2,426
30	Food and beverage stores	4	204	-23	227	1,294
32	Other retail	10	384	-316	700	3,300
36	Truck transportation	1	1,979	-19	1,998	2,277
40	Warehousing and storage	1	1,521	5	1,516	1,770
53	Miscellaneous profession ...	2	21	82	-61	636
55	Administrative and ...	11	596	433	163	3,792
57	Educational services	12	546	74	472	3,954
58	Ambulatory health care ...	4	896	360	536	2,013
60	Nursing and residential ...	1	436	22	414	785
61	Social assistance	2	404	183	221	990
64	Accommodation	1	204	52	152	463
65	Food services and drinking ...	14	541	802	-261	4,568
68	Government	5	393	18	375	1,774

Selected SSA Components for Douglas County, Georgia vs Neighbors



Chapter 10. Douglas County, Georgia

Selected SSA Components for Douglas County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
27	Plastics and rubber prod...	163	210	-91	301	1,424
28	Wholesale trade	258	505	-389	894	2,426
30	Food and beverage stores	168	40	-21	61	1,294
32	Other retail	450	-56	-389	333	3,300
36	Truck transportation	46	1,934	2	1,932	2,277
40	Warehousing and storage	39	1,483	329	1,154	1,770
53	Miscellaneous profession ...	95	-72	206	-278	636
55	Administrative and ...	493	114	124	-10	3,792
57	Educational services	526	32	259	-227	3,954
58	Ambulatory health care ...	173	726	372	354	2,013
60	Nursing and residential ...	54	384	-6	390	785
61	Social assistance	90	316	174	142	990
64	Accommodation	40	165	-18	183	463
65	Food services and drinking ...	622	-67	798	-865	4,568
68	Government	213	185	-80	265	1,774

Chapter 11. Elbert County, Georgia

Employment in Elbert County, Georgia, declined from 7,578 in 2005 to 5,726 in 2018, for a change of -1,852, or -24.44%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Elbert County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	856	-2,710	-669	-2,041
vs. Appalachia	22	-1,876	-469	-1,407
vs. Neighbors	-27	-1,829	-220	-1,609

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Elbert County, Georgia, in comparison to at least one of the three referent regions.

Chapter 11. Elbert County, Georgia

Industry Group Membership for Elbert County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
36	Truck transportation	F III c iii	no	yes	yes	yes
58	Ambulatory health care	B V b ii	yes	no	yes	yes
	...					

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Elbert County, Georgia vs. the United States

Groups a, b, and c are from Elbert County, Georgia vs. Appalachia

Groups i, ii, and iii are from Elbert County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Elbert County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Elbert County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Elbert County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Elbert County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

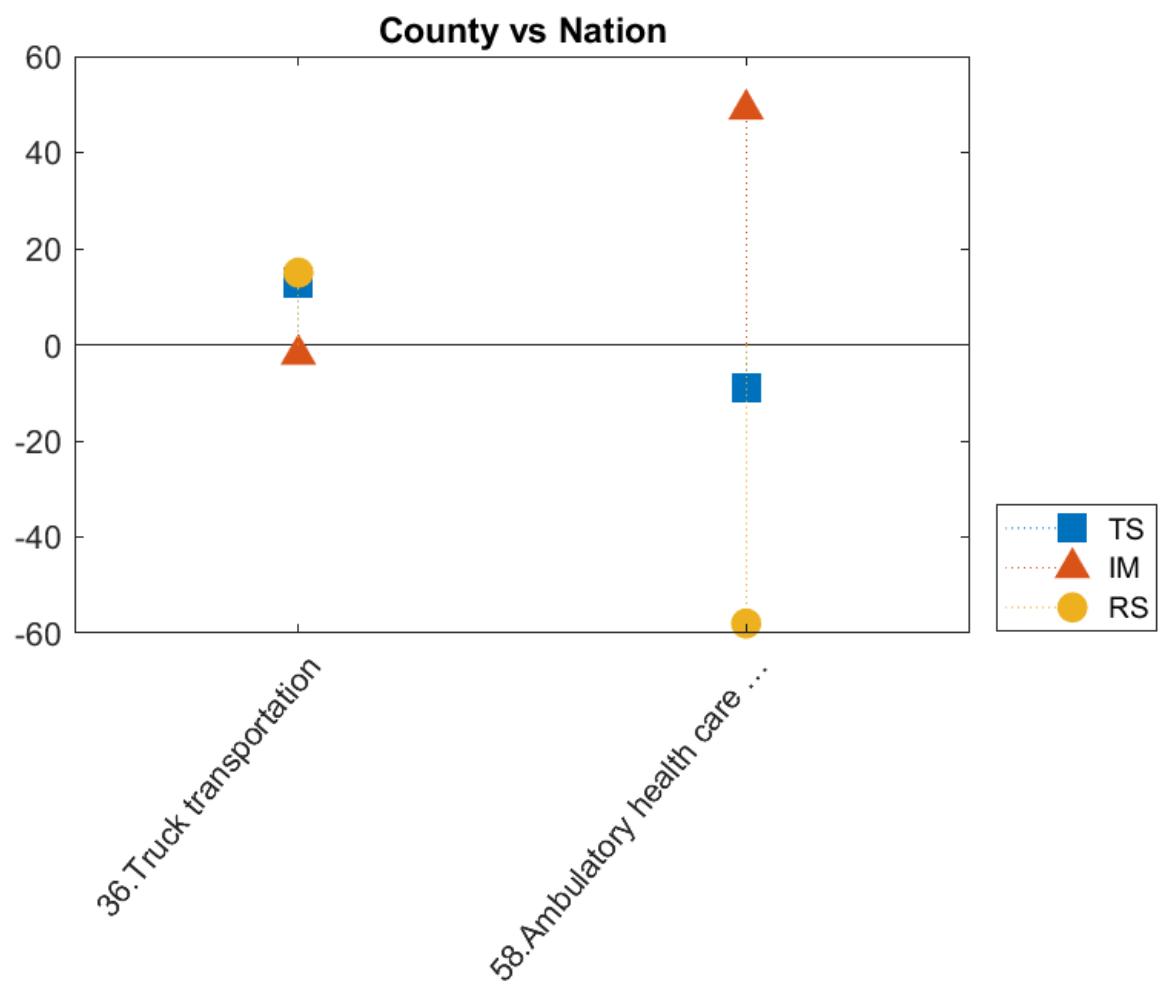
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Elbert County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Elbert County, Georgia vs the U.S.

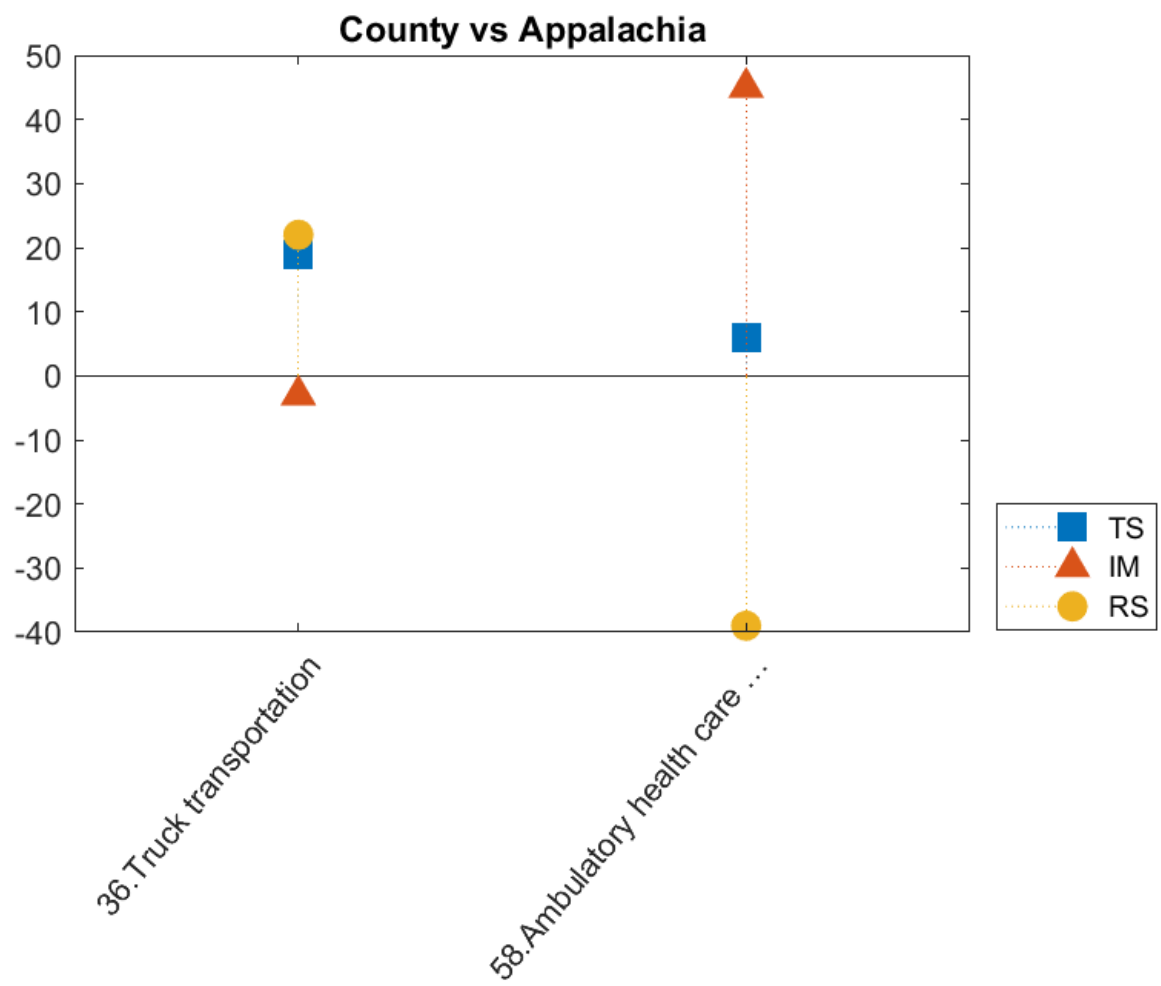


Chapter 11. Elbert County, Georgia

Elbert County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
36	Truck transportation	6	13	-2	15	71
58	Ambulatory health care	16	-9	49	-58	146
	...					

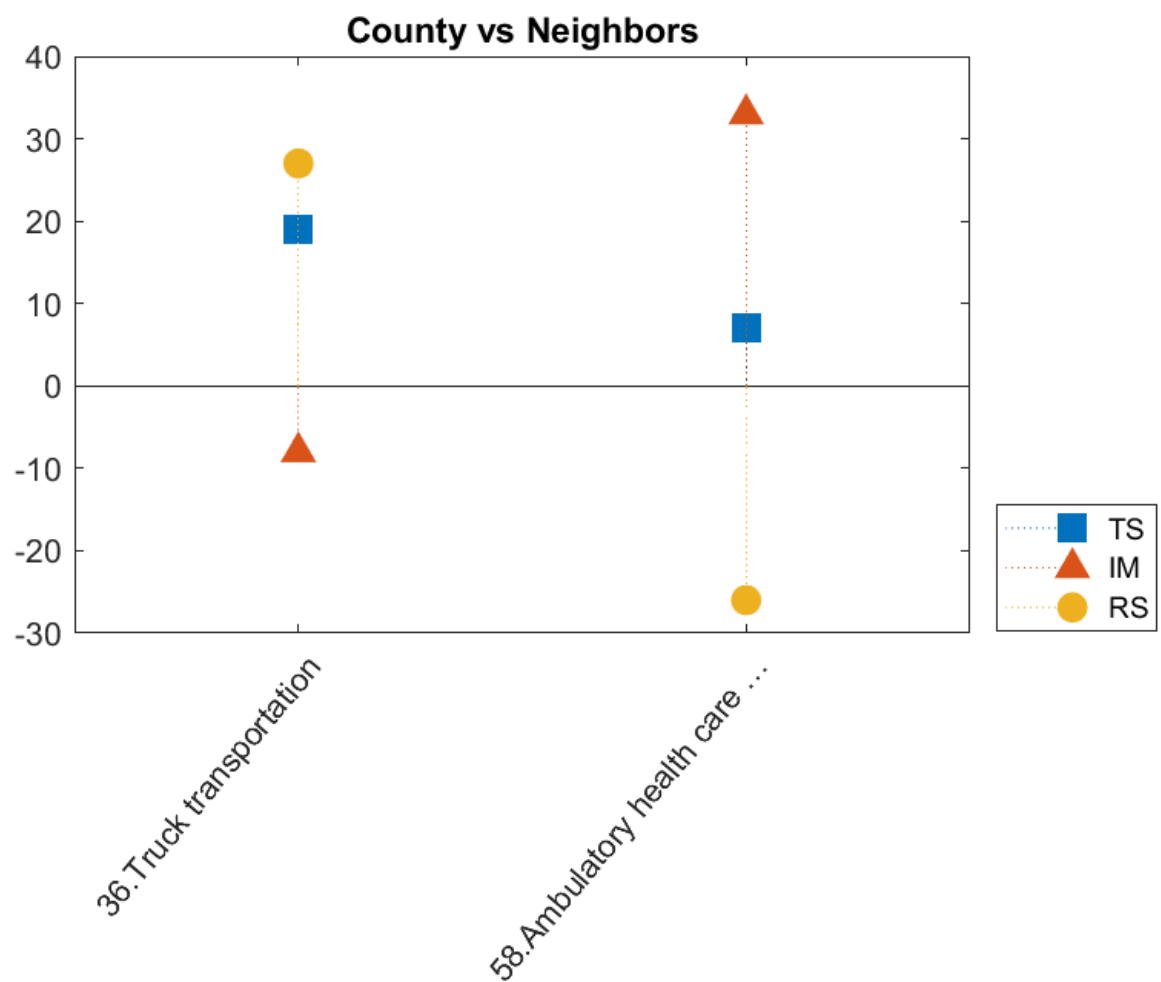
Selected SSA Components for Elbert County, Georgia vs the Appalachian Region



Selected SSA Components for Elbert County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
36	Truck transportation	0	19	-3	22	71
58	Ambulatory health care	0	6	45	-39	146
	...					

Selected SSA Components for Elbert County, Georgia vs Neighbors



Selected SSA Components for Elbert County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
36	Truck transportation	-0	19	-8	27	71
58	Ambulatory health care	-1	7	33	-26	146
	...					

Chapter 12. Fannin County, Georgia

Employment in Fannin County, Georgia, grew from 5,584 in 2005 to 6,545 in 2018, for a change of 961, or 17.21%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Fannin County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	627	332	-156	488
vs. Appalachia	16	943	-38	981
vs. Neighbors	-362	1,319	612	707

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Fannin County, Georgia, in comparison to at least one of the three referent regions.

Chapter 12. Fannin County, Georgia

Industry Group Membership for Fannin County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
20	Food and beverage ...	E I c iii	no	yes	yes	yes
28	Wholesale trade	F III c i	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a i	no	yes	yes	yes
31	General merchandise ...	F III c iii	no	yes	yes	yes
39	Other transportation ...	E I c iii	no	yes	yes	yes
49	Real estate	F I a i	no	yes	yes	yes
53	Miscellaneous profession ...	B I a i	yes	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
56	Waste management and ...	A V b ii	yes	no	yes	yes
58	Ambulatory health care ...	B II b ii	yes	yes	yes	yes
60	Nursing and residential ...	E II a iii	no	yes	yes	yes
61	Social assistance	B II b ii	yes	yes	yes	yes
63	Amusements, gambling, ...	B I a i	yes	yes	yes	yes
64	Accommodation	A I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes
68	Government	F III a i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Fannin County, Georgia vs. the United States

Groups a, b, and c are from Fannin County, Georgia vs. Appalachia

Groups i, ii, and iii are from Fannin County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Fannin County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Fannin County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Fannin County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Fannin County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

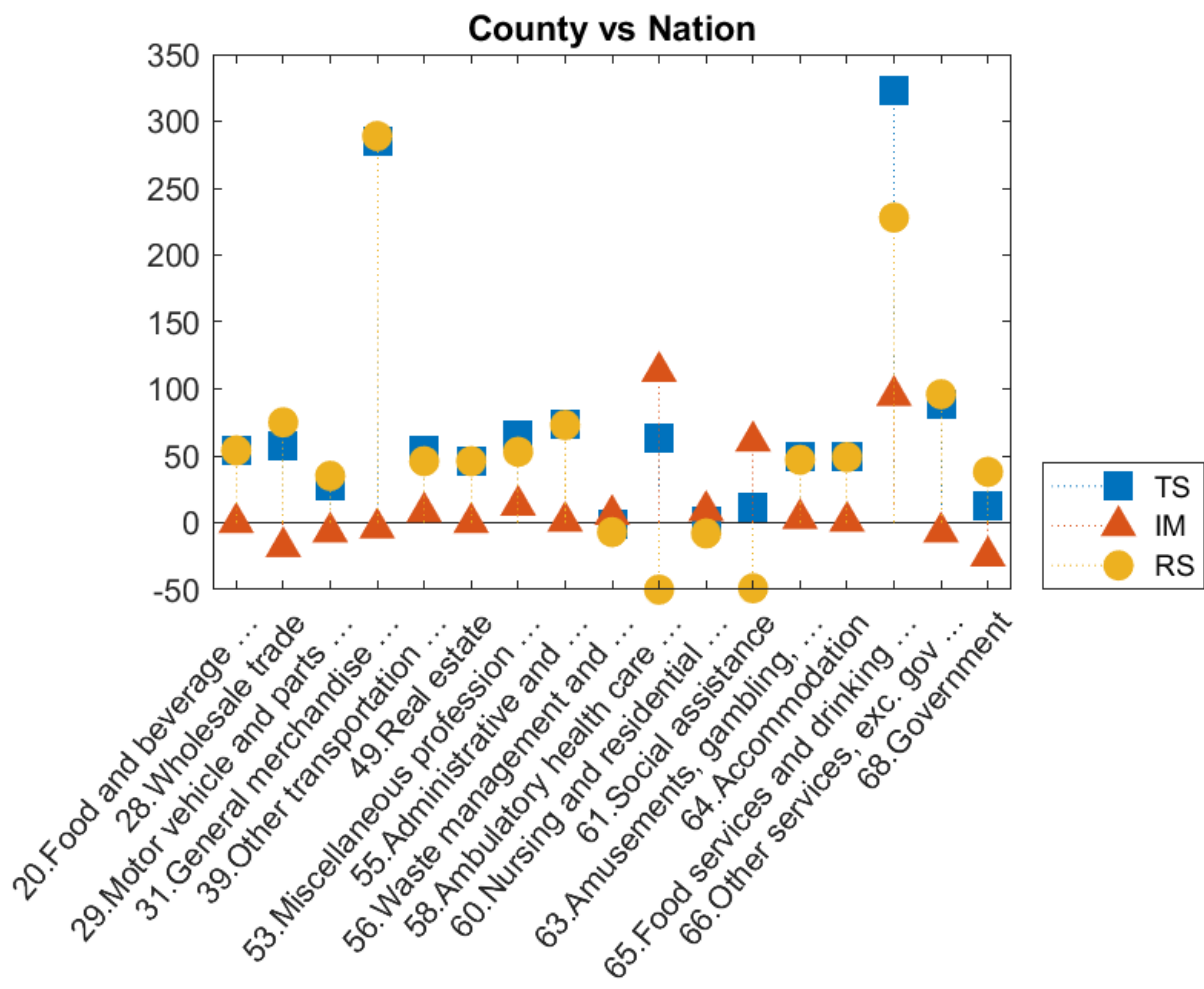
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Fannin County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Fannin County, Georgia vs the U.S.

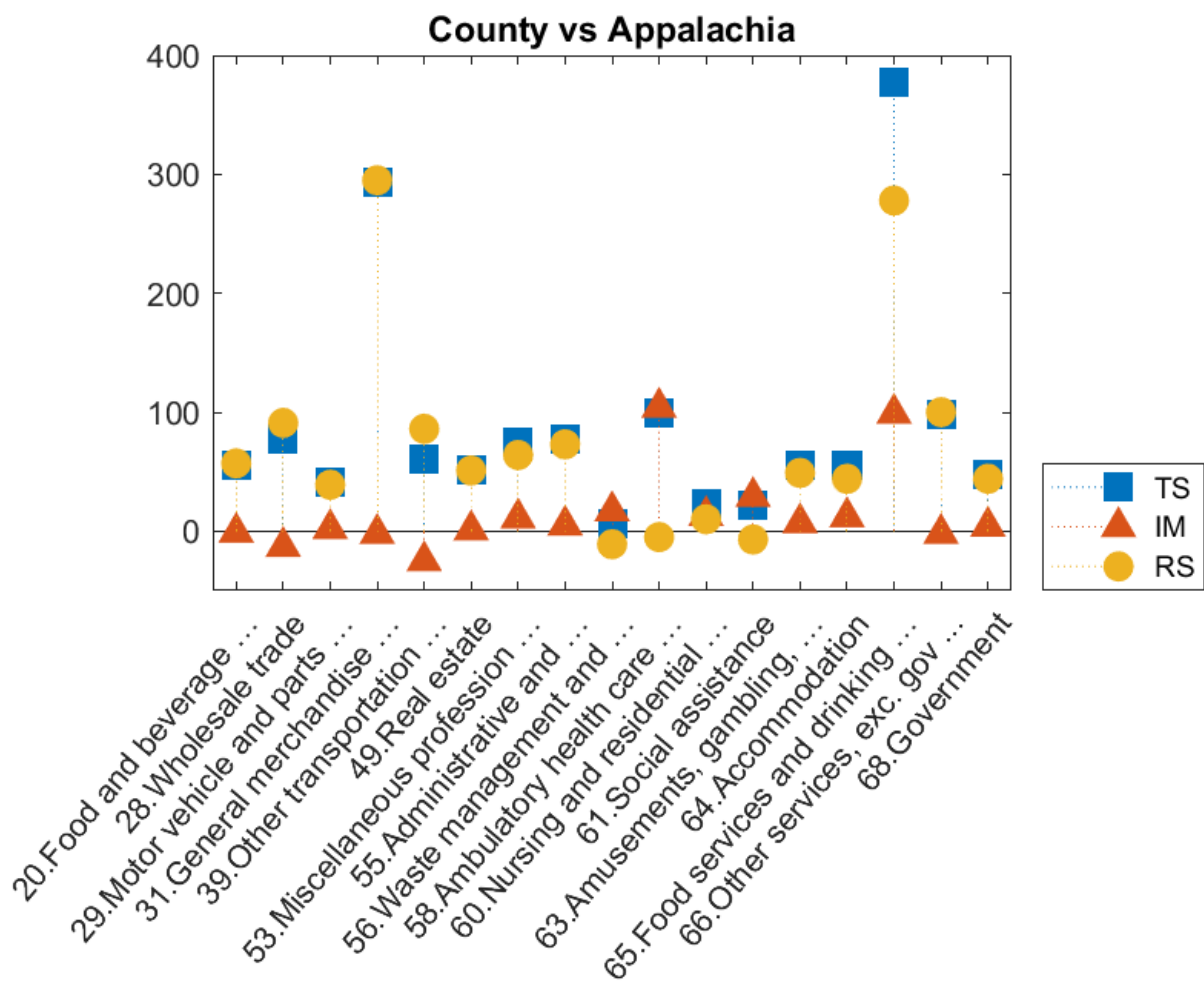


Chapter 12. Fannin County, Georgia

Fannin County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	2	54	0	54	73
28	Wholesale trade	21	57	-18	75	263
29	Motor vehicle and parts ...	14	28	-7	35	161
31	General merchandise ...	7	285	-4	289	357
39	Other transportation ...	7	54	8	46	119
49	Real estate	6	46	-0	46	106
53	Miscellaneous profession ...	9	66	13	53	154
55	Administrative and ...	4	74	1	73	114
56	Waste management and ...	6	-1	6	-7	62
58	Ambulatory health care ...	36	63	113	-50	421
60	Nursing and residential ...	22	1	9	-8	222
61	Social assistance	10	12	61	-49	115
63	Amusements, gambling, ...	5	50	3	47	100
64	Accommodation	7	50	1	49	118
65	Food services and drinking ...	56	323	95	228	876
66	Other services, exc. gov ...	10	89	-7	96	187
68	Government	37	13	-25	38	381

Selected SSA Components for Fannin County, Georgia vs the Appalachian Region

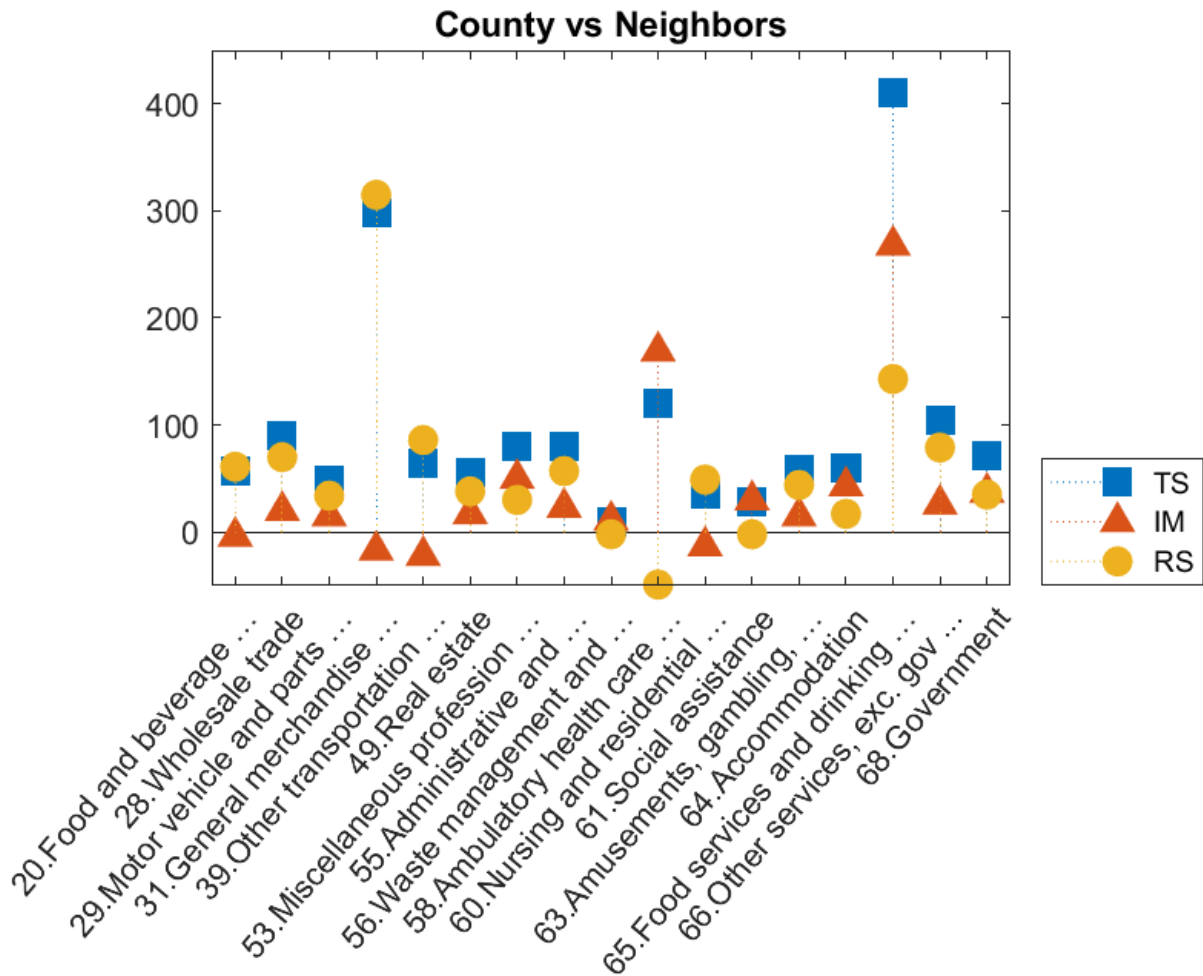


Chapter 12. Fannin County, Georgia

Selected SSA Components for Fannin County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	0	56	-1	57	73
28	Wholesale trade	1	78	-13	91	263
29	Motor vehicle and parts ...	0	41	2	39	161
31	General merchandise ...	0	293	-2	295	357
39	Other transportation ...	0	61	-25	86	119
49	Real estate	0	52	1	51	106
53	Miscellaneous profession ...	0	75	11	64	154
55	Administrative and ...	0	78	5	73	114
56	Waste management and ...	0	6	17	-11	62
58	Ambulatory health care ...	1	99	104	-5	421
60	Nursing and residential ...	1	23	13	10	222
61	Social assistance	0	22	29	-7	115
63	Amusements, gambling, ...	0	56	7	49	100
64	Accommodation	0	56	12	44	118
65	Food services and drinking ...	2	377	99	278	876
66	Other services, exc. gov ...	0	98	-2	100	187
68	Government	1	48	4	44	381

Selected SSA Components for Fannin County, Georgia vs Neighbors



Chapter 12. Fannin County, Georgia

Selected SSA Components for Fannin County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	-1	57	-4	61	73
28	Wholesale trade	-12	90	20	70	263
29	Motor vehicle and parts ...	-8	49	15	34	161
31	General merchandise ...	-4	298	-17	315	357
39	Other transportation ...	-4	64	-22	86	119
49	Real estate	-3	55	17	38	106
53	Miscellaneous profession ...	-5	80	50	30	154
55	Administrative and ...	-2	80	23	57	114
56	Waste management and ...	-4	9	11	-2	62
58	Ambulatory health care ...	-21	120	169	-49	421
60	Nursing and residential ...	-13	36	-13	49	222
61	Social assistance	-6	28	30	-2	115
63	Amusements, gambling, ...	-3	59	15	44	100
64	Accommodation	-4	60	43	17	118
65	Food services and drinking ...	-32	411	268	143	876
66	Other services, exc. gov ...	-6	105	26	79	187
68	Government	-21	72	37	35	381

Chapter 13. Floyd County, Georgia

Employment in Floyd County, Georgia, declined from 41,867 in 2005 to 39,449 in 2018, for a change of -2,418, or -5.78%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Floyd County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	4,723	-7,142	-1,725	-5,417
vs. Appalachia	142	-2,564	-426	-2,138
vs. Neighbors	-1,009	-1,404	585	-1,989

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Floyd County, Georgia, in comparison to at least one of the three referent regions.

Chapter 13. Floyd County, Georgia

Industry Group Membership for Floyd County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
12	Fabricated metal products	F III c i	no	yes	yes	yes
16	Motor vehicles, bodies ...	C III a i	yes	yes	yes	yes
29	Motor vehicle and parts ...	F III a i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
58	Ambulatory health care ...	B II b i	yes	yes	yes	yes
59	Hospitals	E II a ii	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B II b i	yes	yes	yes	yes
65	Food services and drinking ...	B II a i	yes	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Floyd County, Georgia vs. the United States

Groups a, b, and c are from Floyd County, Georgia vs. Appalachia

Groups i, ii, and iii are from Floyd County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Floyd County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Floyd County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Floyd County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Floyd County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

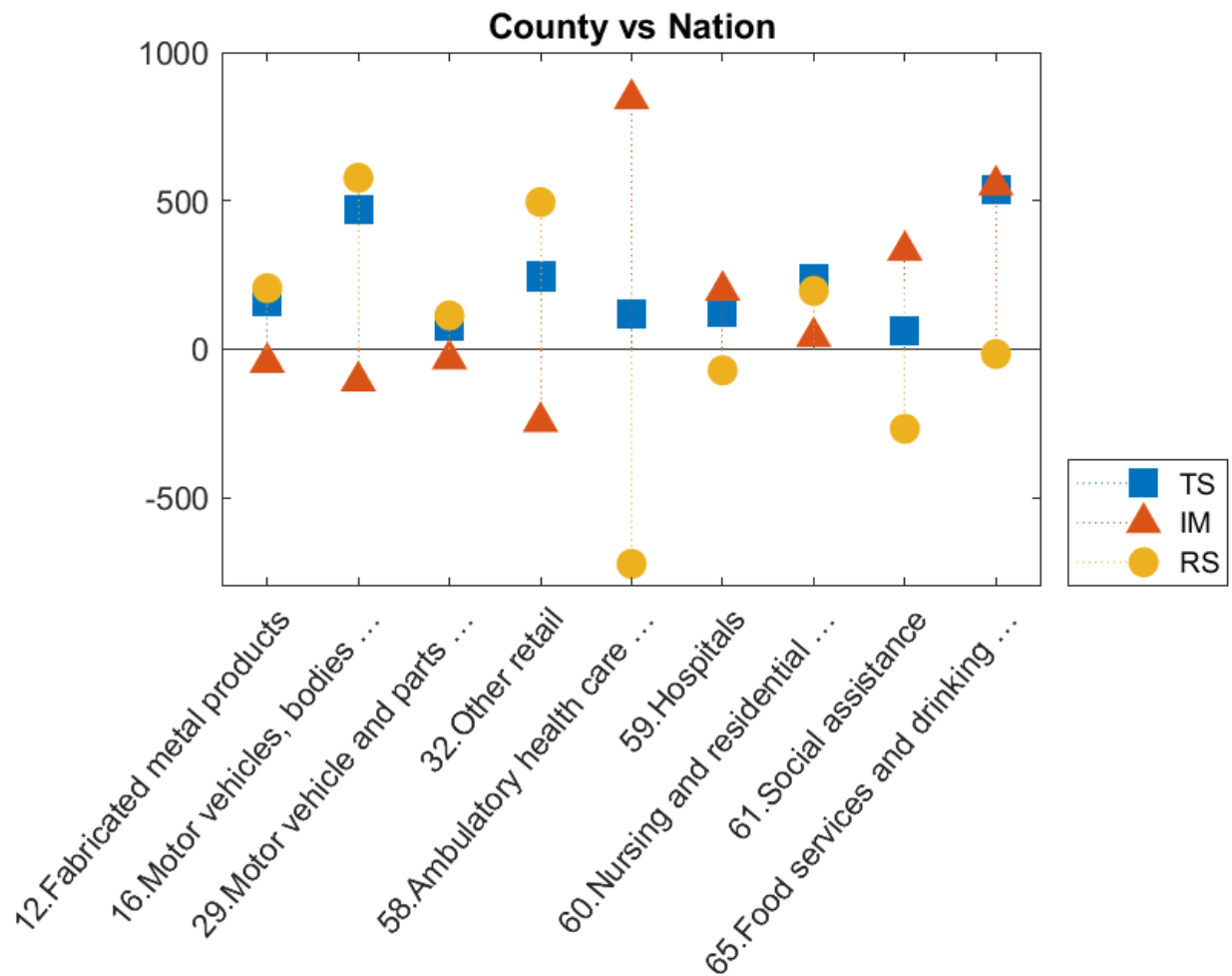
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Floyd County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Floyd County, Georgia vs the U.S.

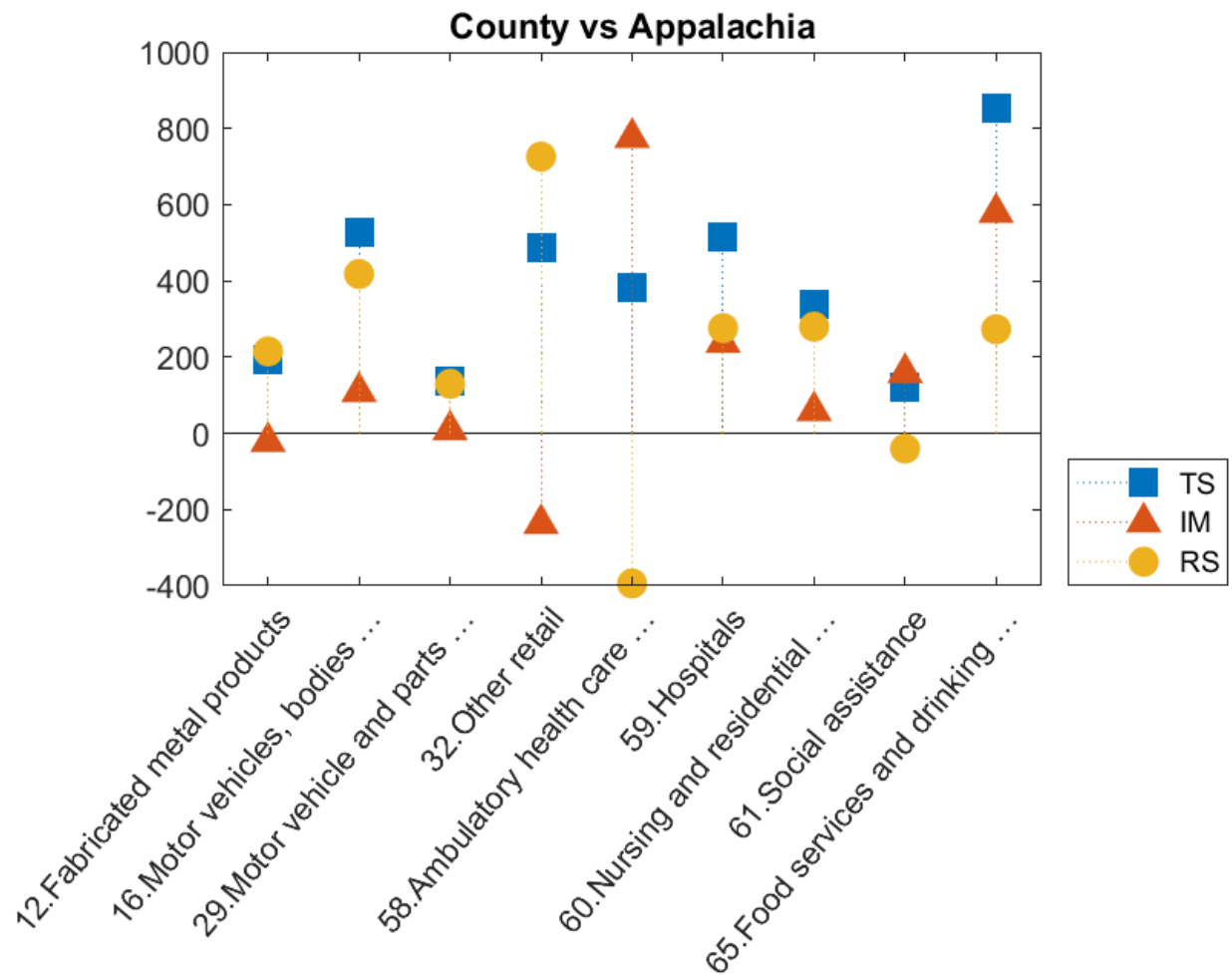


Chapter 13. Floyd County, Georgia

Floyd County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	35	159	-46	205	505
16	Motor vehicles, bodies ...	61	469	-108	577	1,066
29	Motor vehicle and parts ...	62	79	-34	113	693
32	Other retail	246	250	-245	495	2,676
58	Ambulatory health care ...	271	119	843	-724	2,794
59	Hospitals	401	125	197	-72	4,079
60	Nursing and residential ...	105	237	41	196	1,272
61	Social assistance	57	63	332	-269	628
65	Food services and drinking ...	327	535	552	-17	3,760

Selected SSA Components for Floyd County, Georgia vs the Appalachian Region

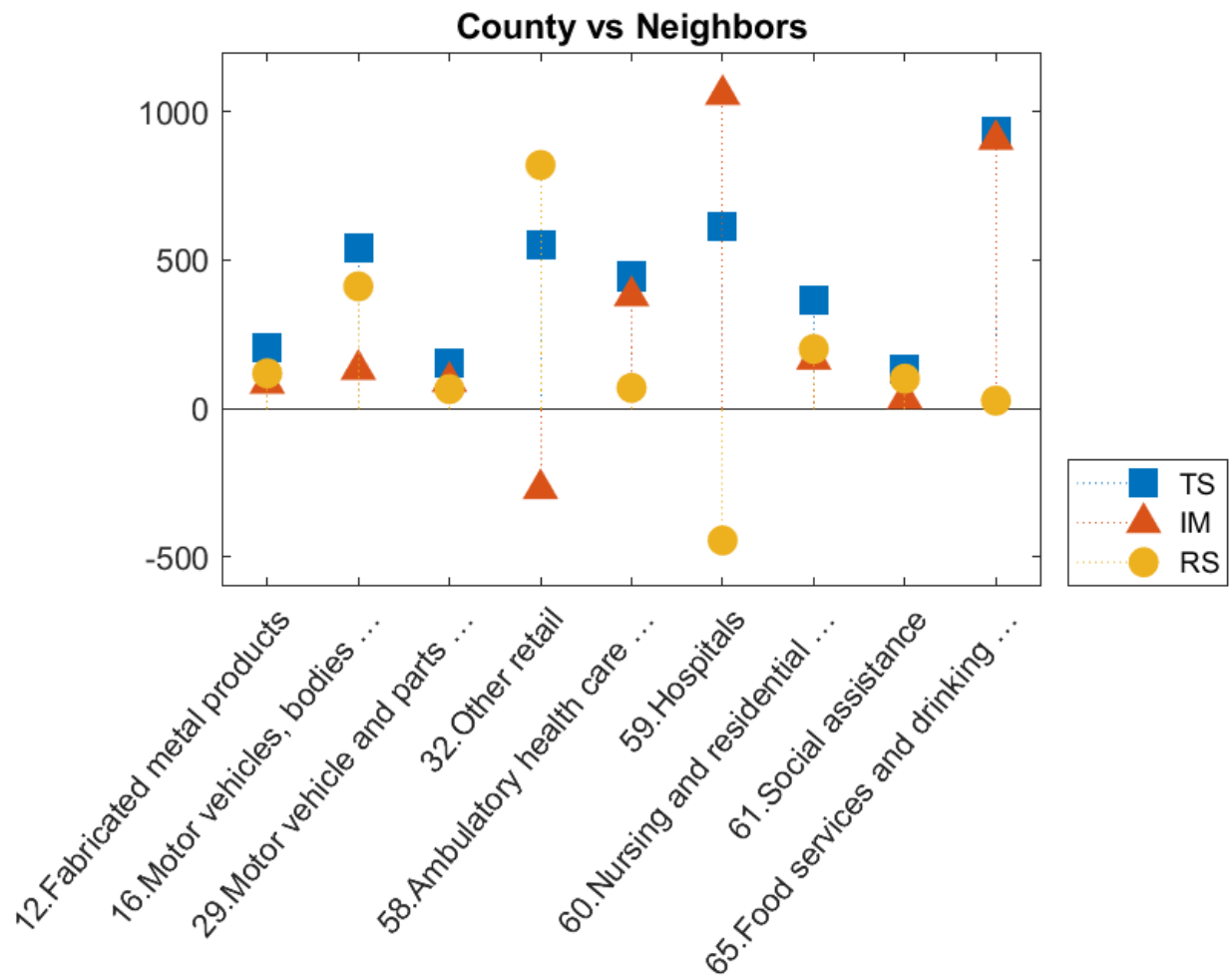


Chapter 13. Floyd County, Georgia

Selected SSA Components for Floyd County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	1	193	-22	215	505
16	Motor vehicles, bodies ...	2	527	109	418	1,066
29	Motor vehicle and parts ...	2	139	9	130	693
32	Other retail	7	489	-237	726	2,676
58	Ambulatory health care ...	8	382	776	-394	2,794
59	Hospitals	12	514	238	276	4,079
60	Nursing and residential ...	3	339	59	280	1,272
61	Social assistance	2	119	159	-40	628
65	Food services and drinking ...	10	852	579	273	3,760

Selected SSA Components for Floyd County, Georgia vs Neighbors



Chapter 13. Floyd County, Georgia

Selected SSA Components for Floyd County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	-8	202	84	118	505
16	Motor vehicles, bodies ...	-13	542	131	411	1,066
29	Motor vehicle and parts ...	-13	155	90	65	693
32	Other retail	-53	549	-271	820	2,676
58	Ambulatory health care ...	-58	448	379	69	2,794
59	Hospitals	-86	612	1,057	-445	4,079
60	Nursing and residential ...	-22	365	165	200	1,272
61	Social assistance	-12	133	33	100	628
65	Food services and drinking ...	-70	932	906	26	3,760

Chapter 14. Forsyth County, Georgia

Employment in Forsyth County, Georgia, grew from 45,993 in 2005 to 75,311 in 2018, for a change of 29,318, or 63.74%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Forsyth County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	5,188	24,133	-619	24,752
vs. Appalachia	157	29,168	201	28,967
vs. Neighbors	7,961	21,360	-238	21,598

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Forsyth County, Georgia, in comparison to at least one of the three referent regions.

Chapter 14. Forsyth County, Georgia

Industry Group Membership for Forsyth County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
12	Fabricated metal products	F III c i	no	yes	yes	yes
14	Computer and electronic ...	F III c iii	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a i	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
52	Computer systems design ...	B I a i	yes	yes	yes	yes
53	Miscellaneous profession ...	B I a i	yes	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
57	Educational services	F III a i	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B II a i	yes	yes	yes	yes
63	Amusements, gambling, ...	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Chapter 14. Forsyth County, Georgia

Groups I, II, and III are from Forsyth County, Georgia vs. the United States

Groups a, b, and c are from Forsyth County, Georgia vs. Appalachia

Groups i, ii, and iii are from Forsyth County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Forsyth County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Forsyth County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Forsyth County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Forsyth County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

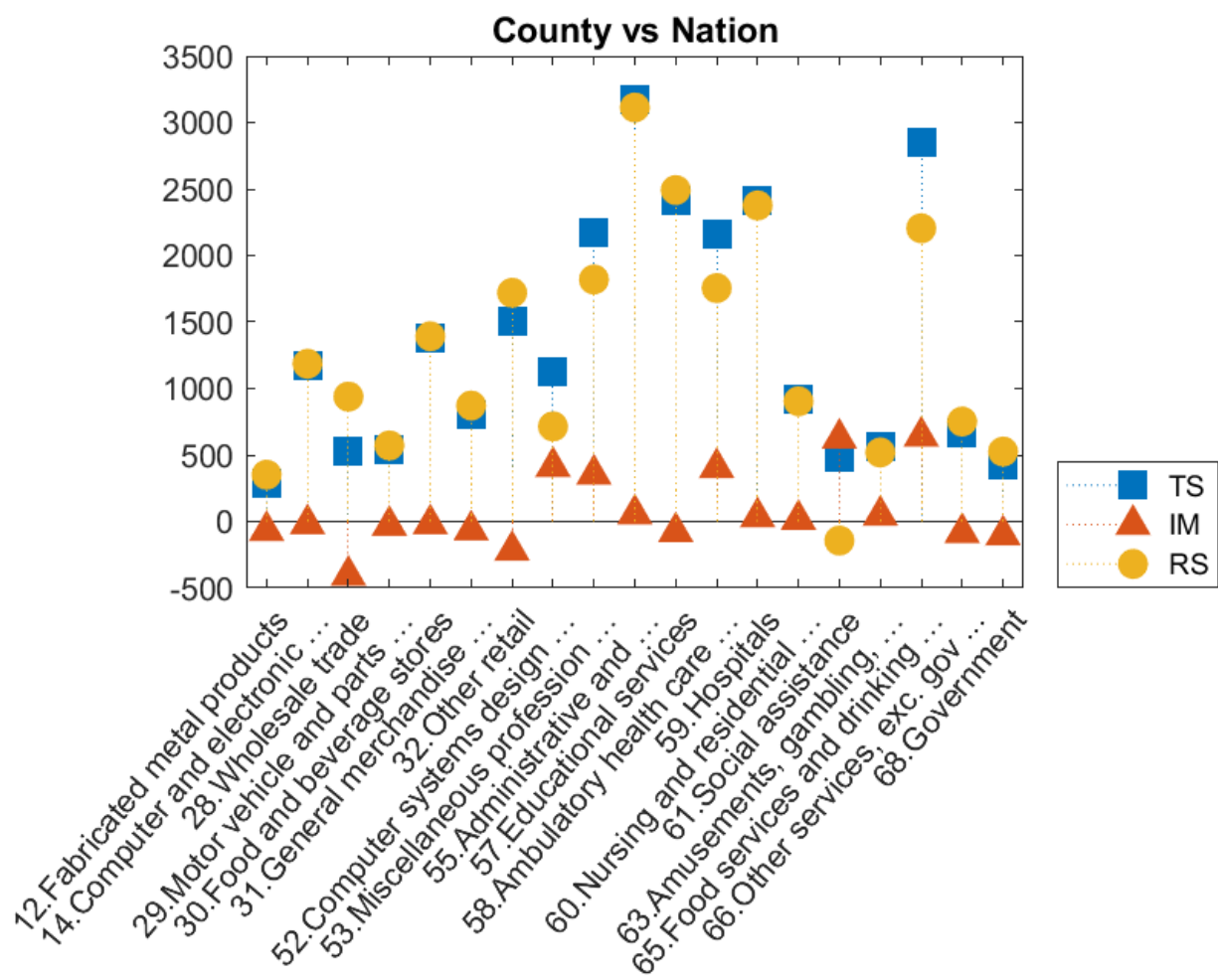
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Forsyth County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Forsyth County, Georgia vs the U.S.

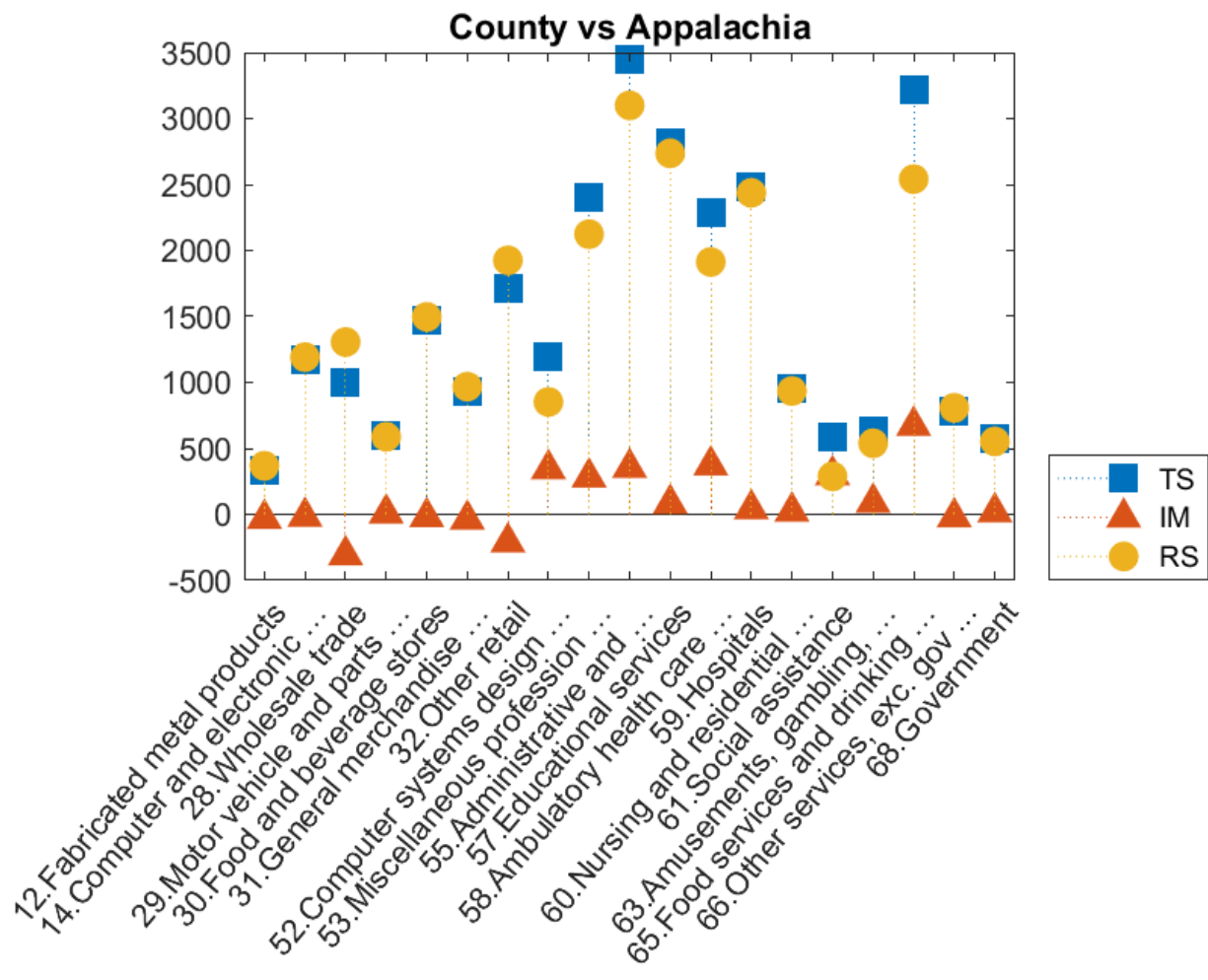


Chapter 14. Forsyth County, Georgia

Forsyth County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	53	283	-69	352	804
14	Computer and electronic ...	7	1,168	-18	1,186	1,236
28	Wholesale trade	478	534	-405	939	5,254
29	Motor vehicle and parts ...	56	542	-30	572	1,092
30	Food and beverage stores	106	1,374	-19	1,393	2,422
31	General merchandise ...	126	807	-65	872	2,047
32	Other retail	218	1,503	-217	1,720	3,657
52	Computer systems design ...	71	1,128	413	715	1,825
53	Miscellaneous profession ...	237	2,175	355	1,820	4,513
55	Administrative and ...	292	3,169	56	3,113	6,054
57	Educational services	416	2,414	-78	2,492	6,521
58	Ambulatory health care ...	130	2,159	404	1,755	3,442
59	Hospitals	68	2,411	34	2,377	3,086
60	Nursing and residential ...	39	919	15	904	1,299
61	Social assistance	108	482	625	-143	1,543
63	Amusements, gambling, ...	66	565	46	519	1,211
65	Food services and drinking ...	379	2,846	641	2,205	6,584
66	Other services, exc. gov ...	122	668	-84	752	1,876
68	Government	151	424	-102	526	1,914

Selected SSA Components for Forsyth County, Georgia vs the Appalachian Region

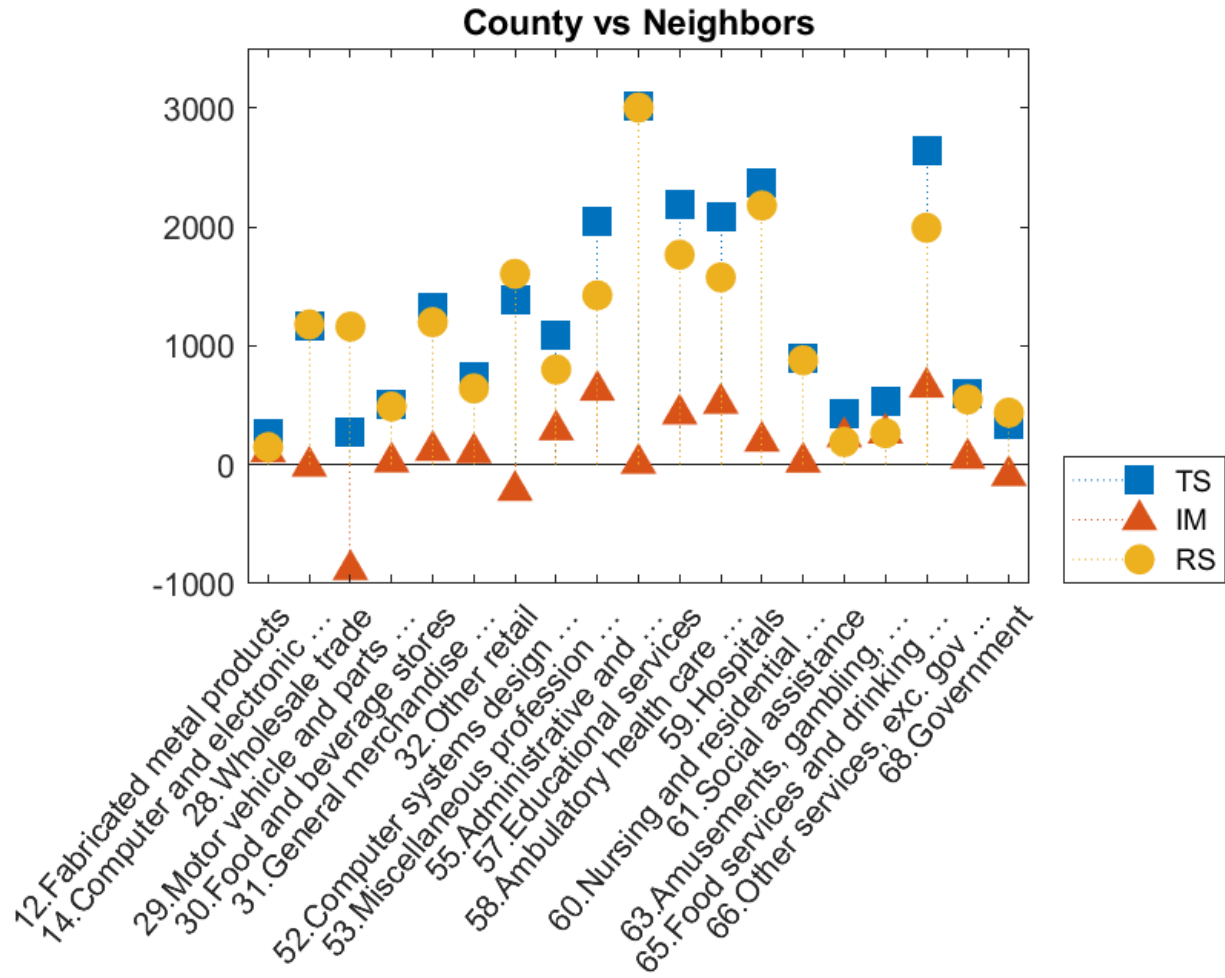


Chapter 14. Forsyth County, Georgia

Selected SSA Components for Forsyth County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	2	335	-33	368	804
14	Computer and electronic ...	0	1,175	-17	1,192	1,236
28	Wholesale trade	14	998	-308	1,306	5,254
29	Motor vehicle and parts ...	2	596	8	588	1,092
30	Food and beverage stores	3	1,477	-20	1,497	2,422
31	General merchandise ...	4	930	-38	968	2,047
32	Other retail	7	1,714	-211	1,925	3,657
52	Computer systems design ...	2	1,196	344	852	1,825
53	Miscellaneous profession ...	7	2,405	281	2,124	4,513
55	Administrative and ...	9	3,453	353	3,100	6,054
57	Educational services	13	2,818	81	2,737	6,521
58	Ambulatory health care ...	4	2,285	372	1,913	3,442
59	Hospitals	2	2,478	41	2,437	3,086
60	Nursing and residential ...	1	957	22	935	1,299
61	Social assistance	3	586	298	288	1,543
63	Amusements, gambling, ...	2	628	89	539	1,211
65	Food services and drinking ...	11	3,213	672	2,541	6,584
66	Other services, exc. gov ...	4	786	-21	807	1,876
68	Government	5	571	18	553	1,914

Selected SSA Components for Forsyth County, Georgia vs Neighbors



Chapter 14. Forsyth County, Georgia

Selected SSA Components for Forsyth County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	81	255	107	148	804
14	Computer and electronic ...	11	1,165	-14	1,179	1,236
28	Wholesale trade	734	278	-883	1,161	5,254
29	Motor vehicle and parts ...	86	511	22	489	1,092
30	Food and beverage stores	163	1,317	119	1,198	2,422
31	General merchandise ...	193	741	100	641	2,047
32	Other retail	335	1,386	-218	1,604	3,657
52	Computer systems design ...	108	1,091	291	800	1,825
53	Miscellaneous profession ...	364	2,048	624	1,424	4,513
55	Administrative and ...	449	3,013	11	3,002	6,054
57	Educational services	639	2,191	426	1,765	6,521
58	Ambulatory health care ...	200	2,090	515	1,575	3,442
59	Hospitals	105	2,375	196	2,179	3,086
60	Nursing and residential ...	59	898	20	878	1,299
61	Social assistance	165	425	234	191	1,543
63	Amusements, gambling, ...	101	529	264	265	1,211
65	Food services and drinking ...	582	2,643	651	1,992	6,584
66	Other services, exc. gov ...	188	602	53	549	1,876
68	Government	232	344	-93	437	1,914

Chapter 15. Franklin County, Georgia

Employment in Franklin County, Georgia, declined from 8,361 in 2005 to 7,875 in 2018, for a change of -486, or -5.81%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Franklin County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	942	-1,428	-402	-1,026
vs. Appalachia	29	-512	-340	-172
vs. Neighbors	-64	-418	-327	-91

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Franklin County, Georgia, in comparison to at least one of the three referent regions.

Chapter 15. Franklin County, Georgia

Industry Group Membership for Franklin County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
01	Farms	F III a i	no	yes	yes	yes
12	Fabricated metal products	F III c i	no	yes	yes	yes
13	Machinery	F III c i	no	yes	yes	yes
27	Plastics and rubber prod...	D III a i	no	yes	yes	yes
28	Wholesale trade	F III c i	no	yes	yes	yes
31	General merchandise ...	F III c iii	no	yes	yes	yes
39	Other transportation ...	E I c i	no	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
58	Ambulatory health care ...	B I a ii	yes	yes	yes	yes
59	Hospitals	E I a iii	no	yes	yes	yes
64	Accommodation	A I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Franklin County, Georgia vs. the United States

Groups a, b, and c are from Franklin County, Georgia vs. Appalachia

Groups i, ii, and iii are from Franklin County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Franklin County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Franklin County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Franklin County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Franklin County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

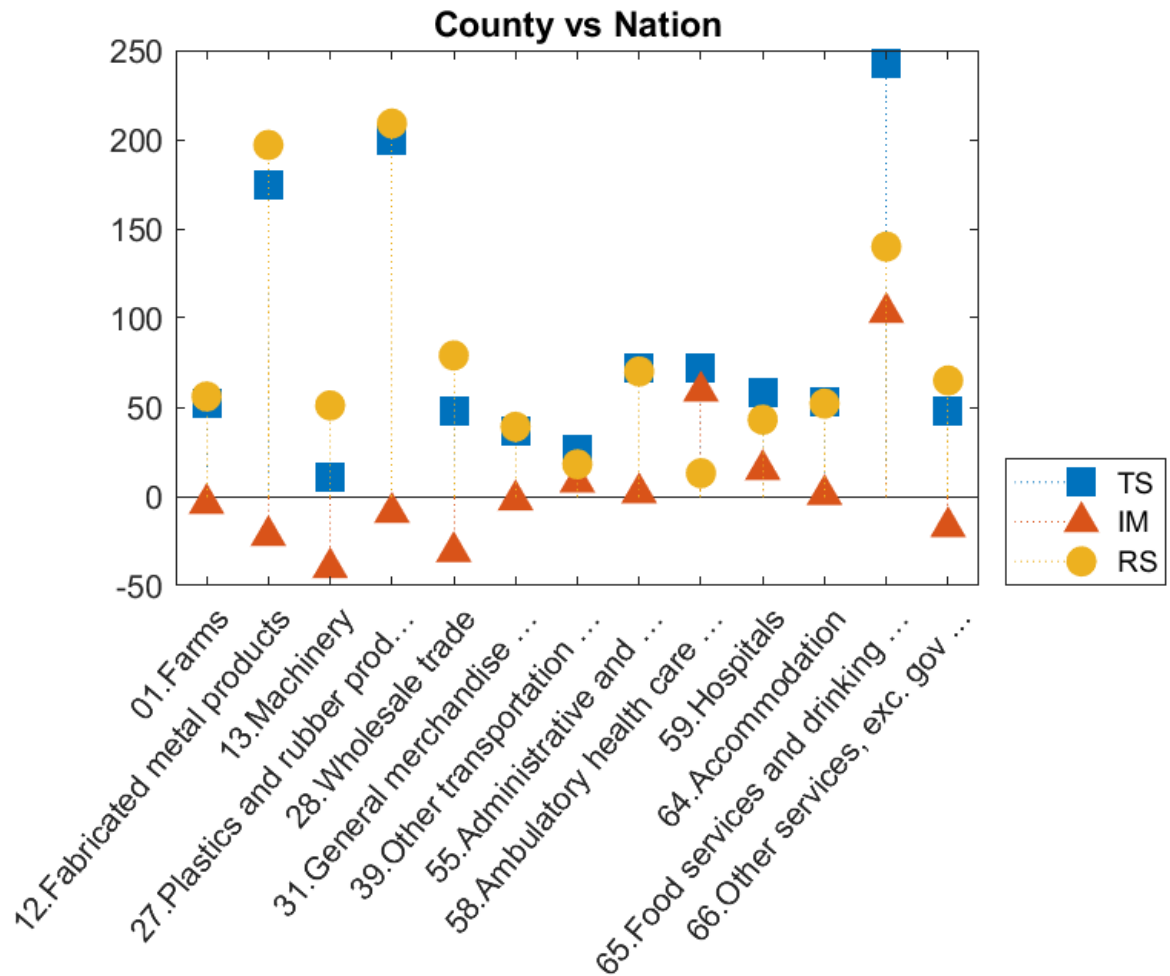
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Franklin County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Franklin County, Georgia vs the U.S.

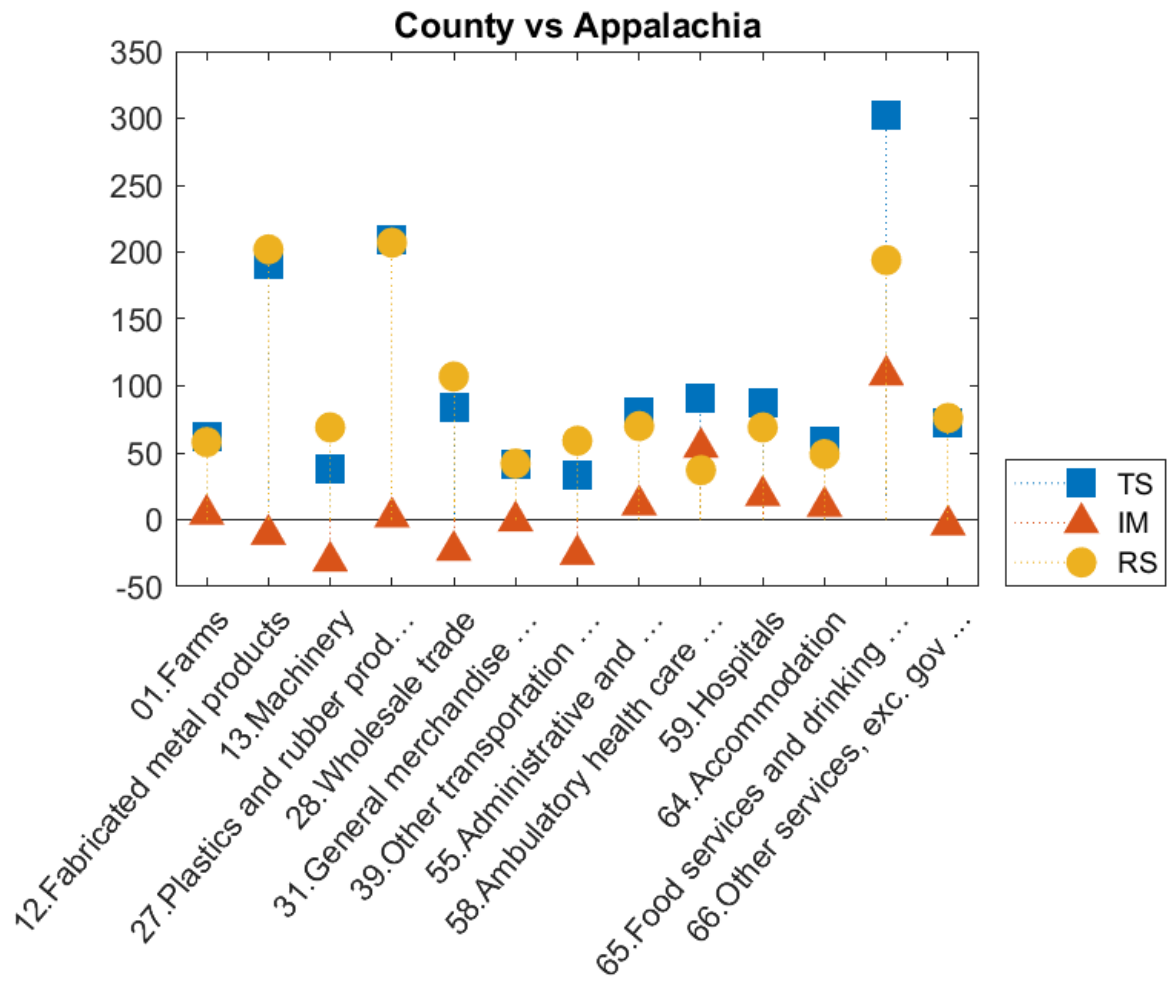


Chapter 15. Franklin County, Georgia

Franklin County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	10	52	-4	56	153
12	Fabricated metal products	17	175	-22	197	344
13	Machinery	27	11	-40	51	279
27	Plastics and rubber prod...	10	200	-9	209	295
28	Wholesale trade	36	48	-31	79	405
31	General merchandise ...	4	37	-2	39	80
39	Other transportation ...	7	26	8	18	93
55	Administrative and ...	9	72	2	70	166
58	Ambulatory health care ...	19	72	59	13	260
59	Hospitals	30	58	15	43	358
64	Accommodation	5	53	1	52	106
65	Food services and drinking ...	61	243	103	140	843
66	Other services, exc. gov ...	25	48	-17	65	297

Selected SSA Components for Franklin County, Georgia vs the Appalachian Region

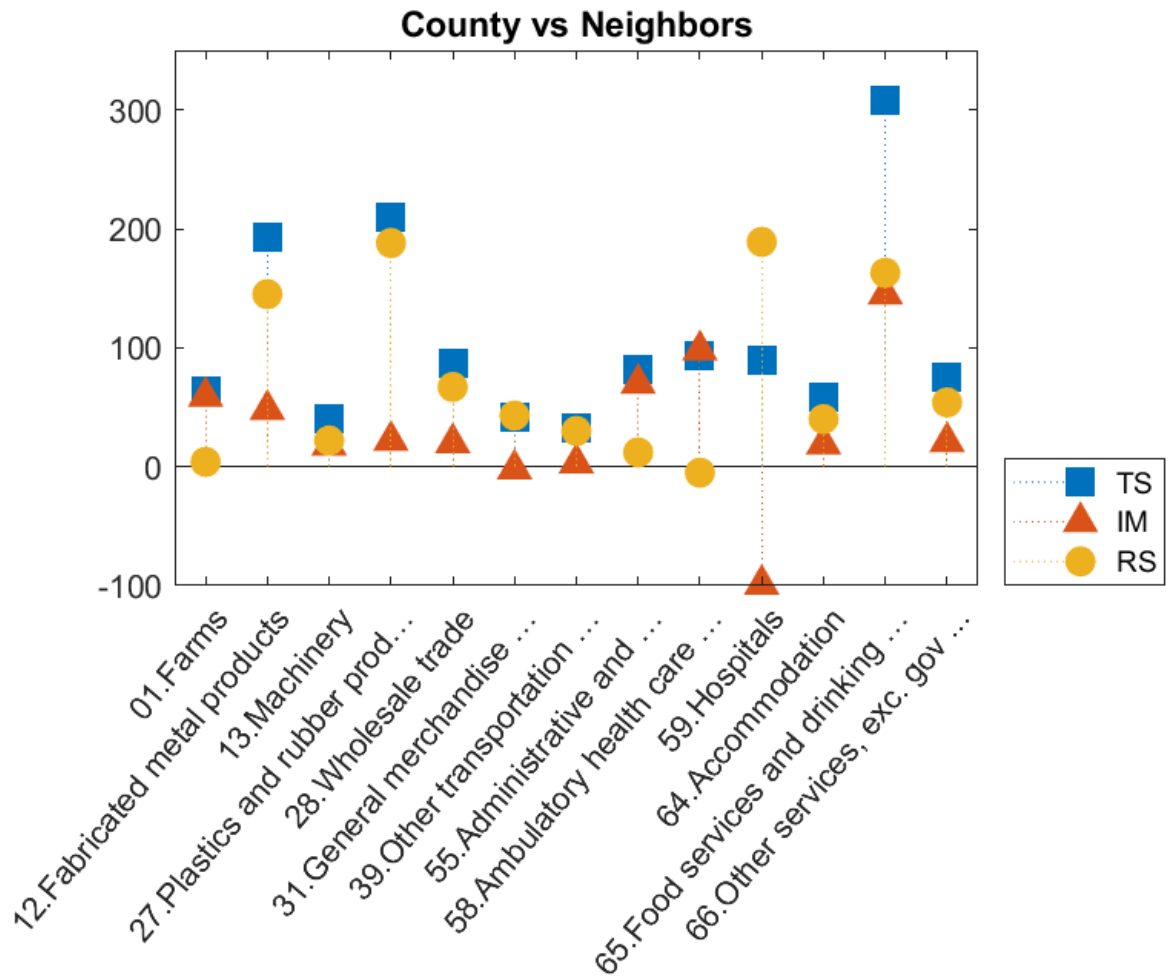


Chapter 15. Franklin County, Georgia

Selected SSA Components for Franklin County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	0	62	4	58	153
12	Fabricated metal products	1	191	-11	202	344
13	Machinery	1	38	-31	69	279
27	Plastics and rubber prod...	0	209	2	207	295
28	Wholesale trade	1	84	-23	107	405
31	General merchandise ...	0	41	-1	42	80
39	Other transportation ...	0	33	-26	59	93
55	Administrative and ...	0	81	11	70	166
58	Ambulatory health care ...	1	91	54	37	260
59	Hospitals	1	87	18	69	358
64	Accommodation	0	59	10	49	106
65	Food services and drinking ...	2	302	108	194	843
66	Other services, exc. gov ...	1	72	-4	76	297

Selected SSA Components for Franklin County, Georgia vs Neighbors



Chapter 15. Franklin County, Georgia

Selected SSA Components for Franklin County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	-1	63	59	4	153
12	Fabricated metal products	-1	193	48	145	344
13	Machinery	-2	40	18	22	279
27	Plastics and rubber prod...	-1	210	22	188	295
28	Wholesale trade	-3	87	20	67	405
31	General merchandise ...	-0	41	-2	43	80
39	Other transportation ...	-0	33	3	30	93
55	Administrative and ...	-1	82	70	12	166
58	Ambulatory health care ...	-1	93	98	-5	260
59	Hospitals	-2	90	-99	189	358
64	Accommodation	-0	59	19	40	106
65	Food services and drinking ...	-4	308	145	163	843
66	Other services, exc. gov ...	-2	75	21	54	297

Chapter 16. Gilmer County, Georgia

Employment in Gilmer County, Georgia, declined from 8,951 in 2005 to 6,874 in 2018, for a change of -2,077, or -23.2%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Gilmer County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,009	-3,084	-437	-2,647
vs. Appalachia	29	-2,110	-323	-1,787
vs. Neighbors	-364	-1,715	305	-2,020

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Gilmer County, Georgia, in comparison to at least one of the three referent regions.

Chapter 16. Gilmer County, Georgia

Industry Group Membership for Gilmer County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
01	Farms	F III a i	no	yes	yes	yes
28	Wholesale trade	F III c i	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
58	Ambulatory health care ...	B II b ii	yes	yes	yes	yes
64	Accommodation	A I a i	yes	yes	yes	yes
65	Food services and drinking ...	B II b ii	yes	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Gilmer County, Georgia vs. the United States

Groups a, b, and c are from Gilmer County, Georgia vs. Appalachia

Groups i, ii, and iii are from Gilmer County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Gilmer County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Gilmer County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Gilmer County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Gilmer County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

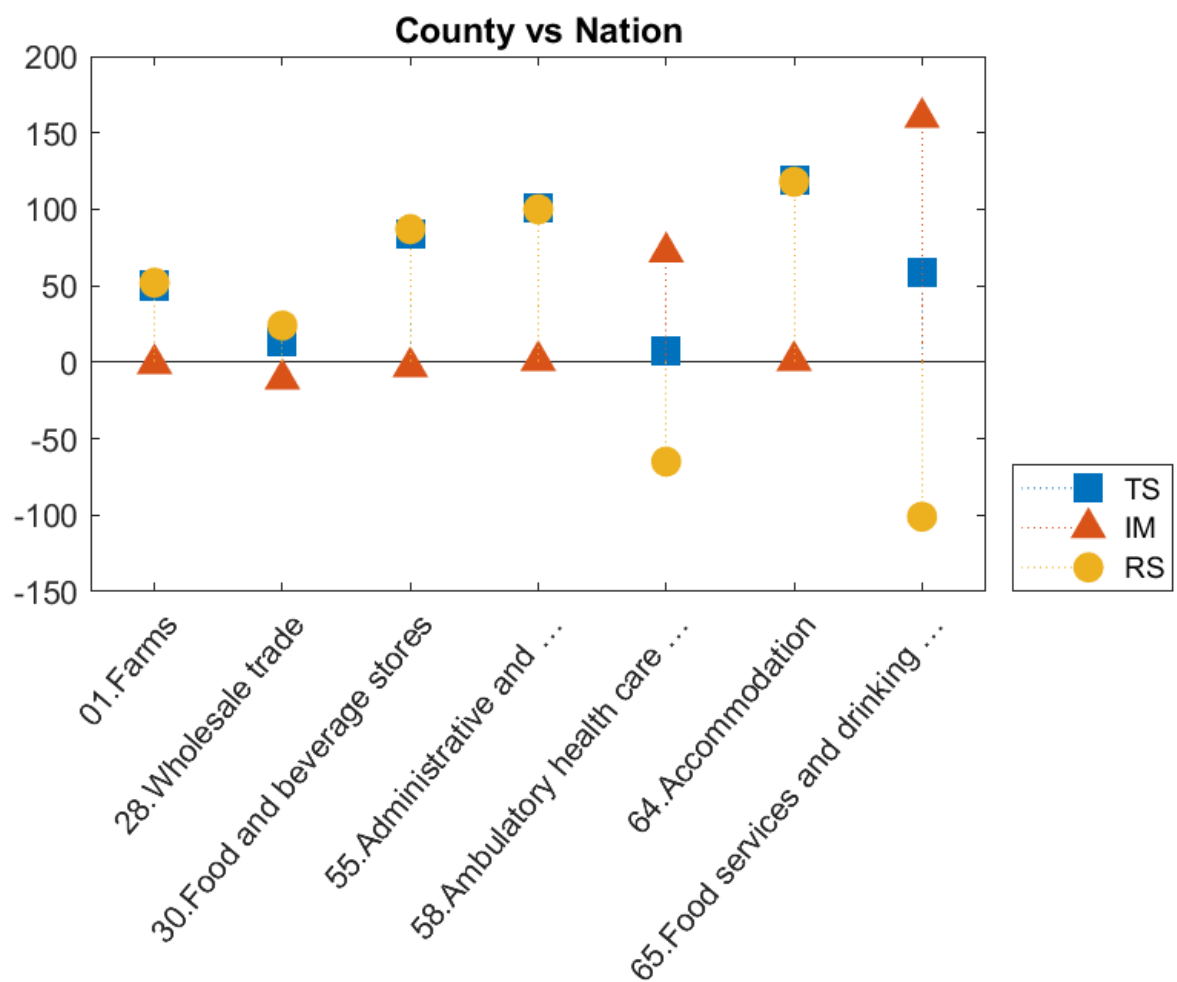
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Gilmer County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Gilmer County, Georgia vs the U.S.

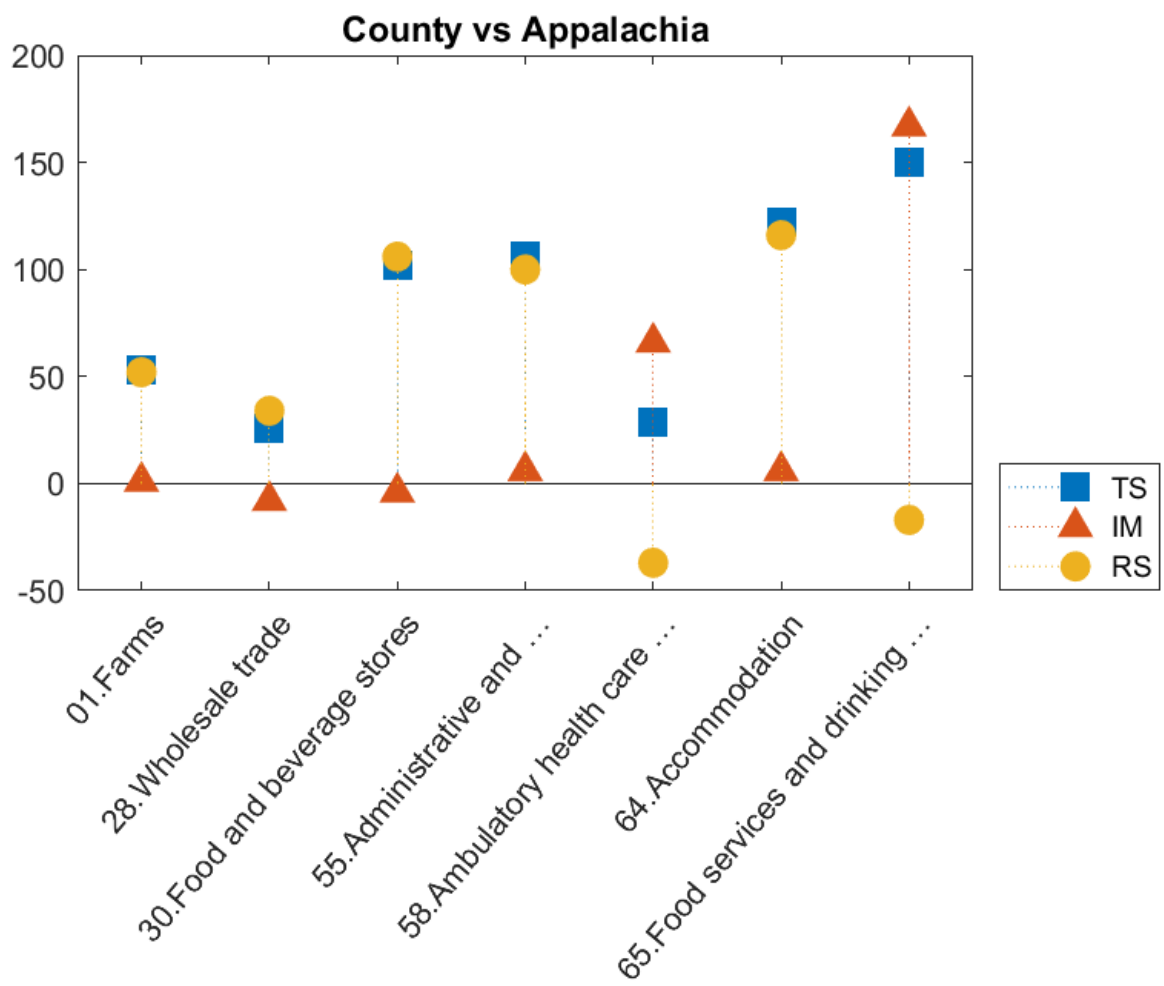


Chapter 16. Gilmer County, Georgia

Gilmer County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	3	51	-1	52	82
28	Wholesale trade	13	13	-11	24	137
30	Food and beverage stores	19	84	-3	87	271
55	Administrative and ...	5	101	1	100	154
58	Ambulatory health care ...	23	7	72	-65	233
64	Accommodation	3	119	1	118	151
65	Food services and drinking ...	94	59	160	-101	990

Selected SSA Components for Gilmer County, Georgia vs the Appalachian
Region

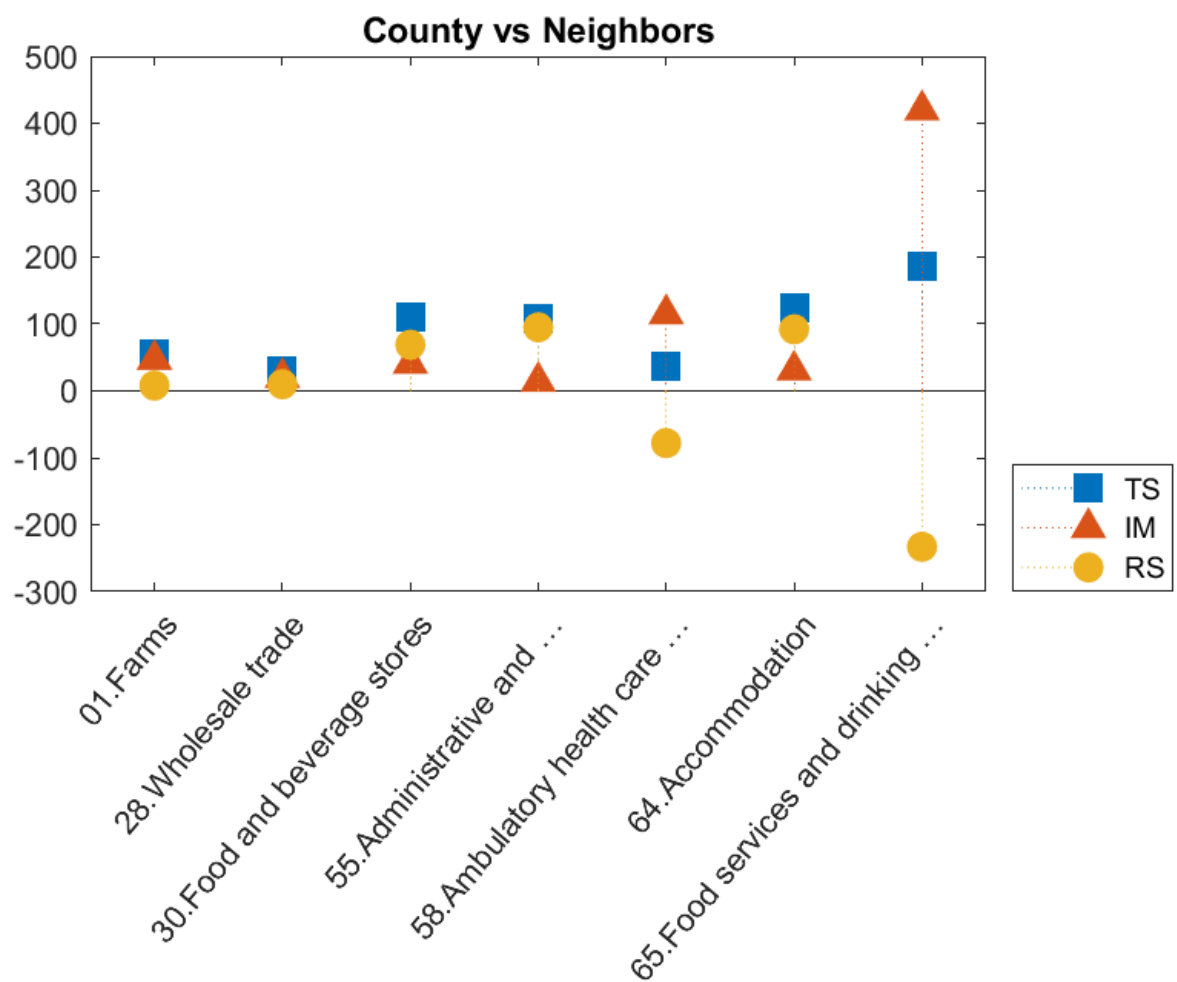


Chapter 16. Gilmer County, Georgia

Selected SSA Components for Gilmer County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	0	53	1	52	82
28	Wholesale trade	0	26	-8	34	137
30	Food and beverage stores	1	102	-4	106	271
55	Administrative and ...	0	106	6	100	154
58	Ambulatory health care ...	1	29	66	-37	233
64	Accommodation	0	122	6	116	151
65	Food services and drinking ...	3	150	167	-17	990

Selected SSA Components for Gilmer County, Georgia vs Neighbors



Chapter 16. Gilmer County, Georgia

Selected SSA Components for Gilmer County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	-1	55	47	8	82
28	Wholesale trade	-5	30	20	10	137
30	Food and beverage stores	-7	110	41	69	271
55	Administrative and ...	-2	109	14	95	154
58	Ambulatory health care ...	-8	37	115	-78	233
64	Accommodation	-1	123	31	92	151
65	Food services and drinking ...	-34	187	420	-233	990

Chapter 17. Gordon County, Georgia

Employment in Gordon County, Georgia, declined from 23,465 in 2005 to 22,633 in 2018, for a change of -832, or -3.55%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Gordon County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	2,642	-3,476	-4,039	563
vs. Appalachia	77	-907	-2,551	1,644
vs. Neighbors	397	-1,233	-462	-771

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Gordon County, Georgia, in comparison to at least one of the three referent regions.

Chapter 17. Gordon County, Georgia

Industry Group Membership for Gordon County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
20	Food and beverage ...	E I c iii	no	yes	yes	yes
26	Chemical products	F III c i	no	yes	yes	yes
27	Plastics and rubber prod...	D III a ii	no	yes	yes	yes
28	Wholesale trade	F III c i	no	yes	yes	yes
40	Warehousing and storage	E II a iii	no	yes	yes	yes
47	Insurance carriers and ...	F III c i	no	yes	yes	yes
55	Administrative and ...	A V b iii	yes	no	yes	yes
58	Ambulatory health care ...	B V b v	yes	no	yes	no
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
65	Food services and drinking ...	B V b ii	yes	no	yes	yes
68	Government	F III a i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Gordon County, Georgia vs. the United States

Groups a, b, and c are from Gordon County, Georgia vs. Appalachia

Groups i, ii, and iii are from Gordon County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Gordon County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Gordon County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Gordon County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Gordon County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

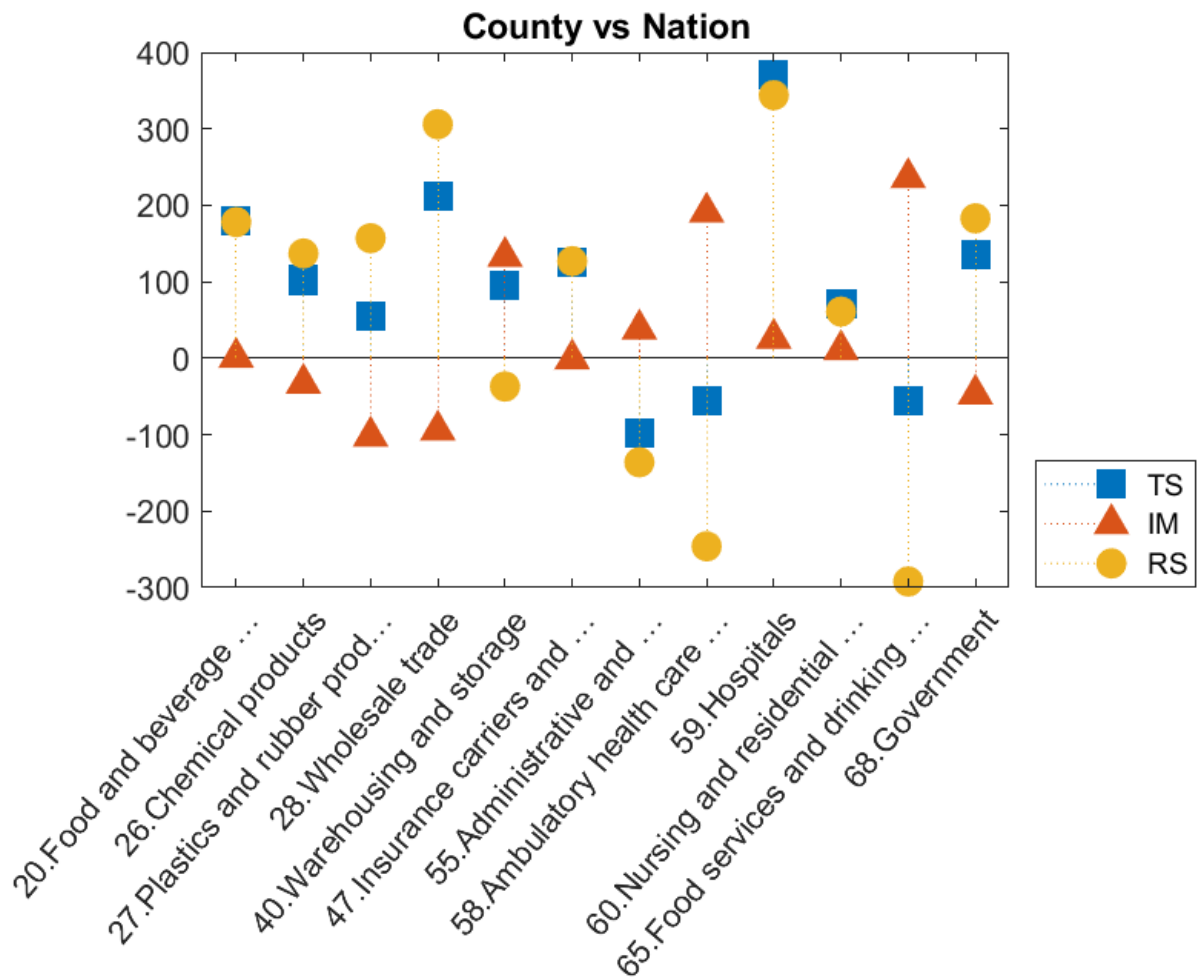
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Gordon County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Gordon County, Georgia vs the U.S.

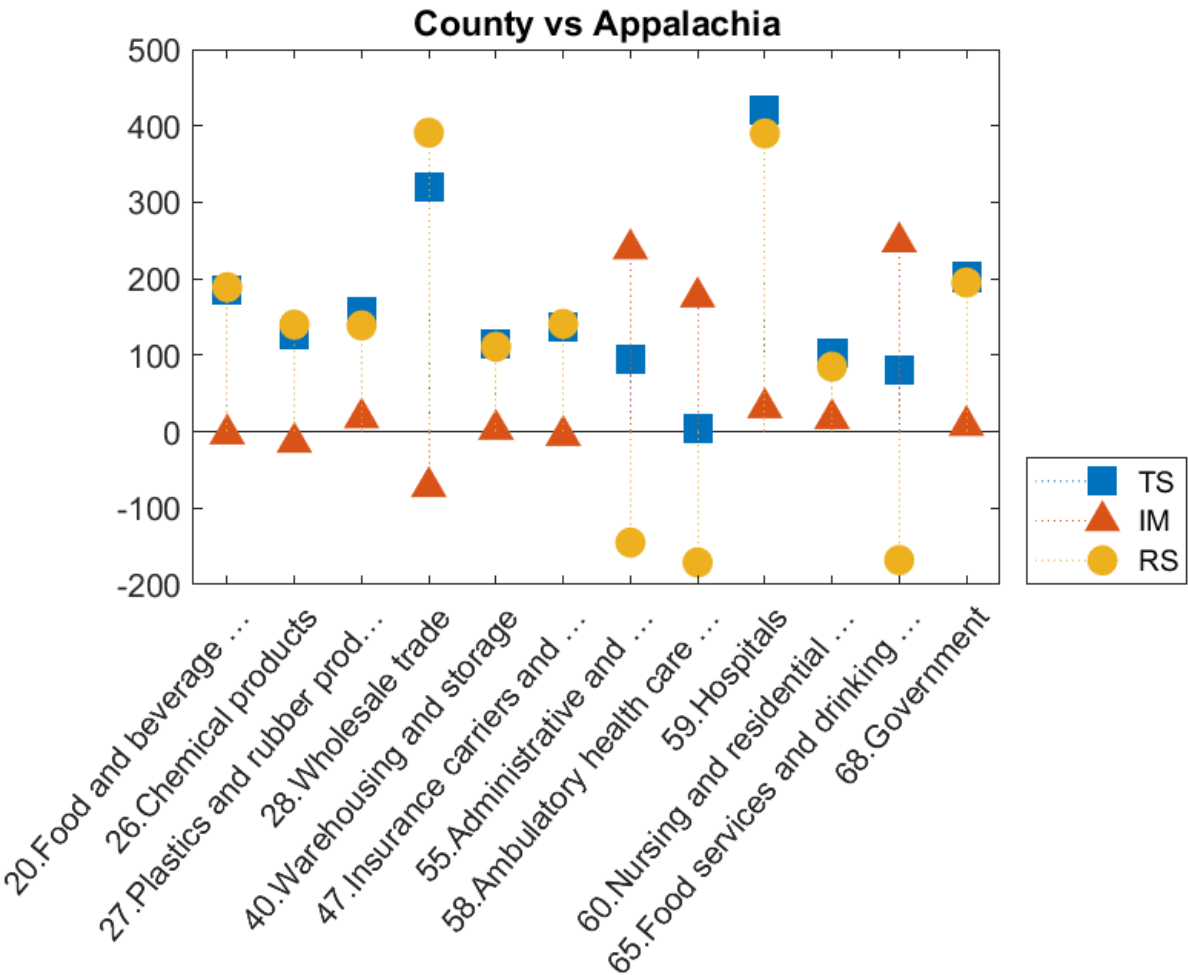


Chapter 17. Gordon County, Georgia

Gordon County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	7	179	1	178	253
26	Chemical products	23	104	-33	137	333
27	Plastics and rubber prod...	104	55	-102	157	1,086
28	Wholesale trade	111	212	-94	306	1,311
40	Warehousing and storage	18	96	133	-37	274
47	Insurance carriers and ...	10	126	-1	127	229
55	Administrative and ...	198	-98	38	-136	1,854
58	Ambulatory health care ...	61	-55	191	-246	552
59	Hospitals	53	370	26	344	891
60	Nursing and residential ...	29	72	11	61	361
65	Food services and drinking ...	140	-56	236	-292	1,324
68	Government	70	136	-47	183	824

Selected SSA Components for Gordon County, Georgia vs the Appalachian Region

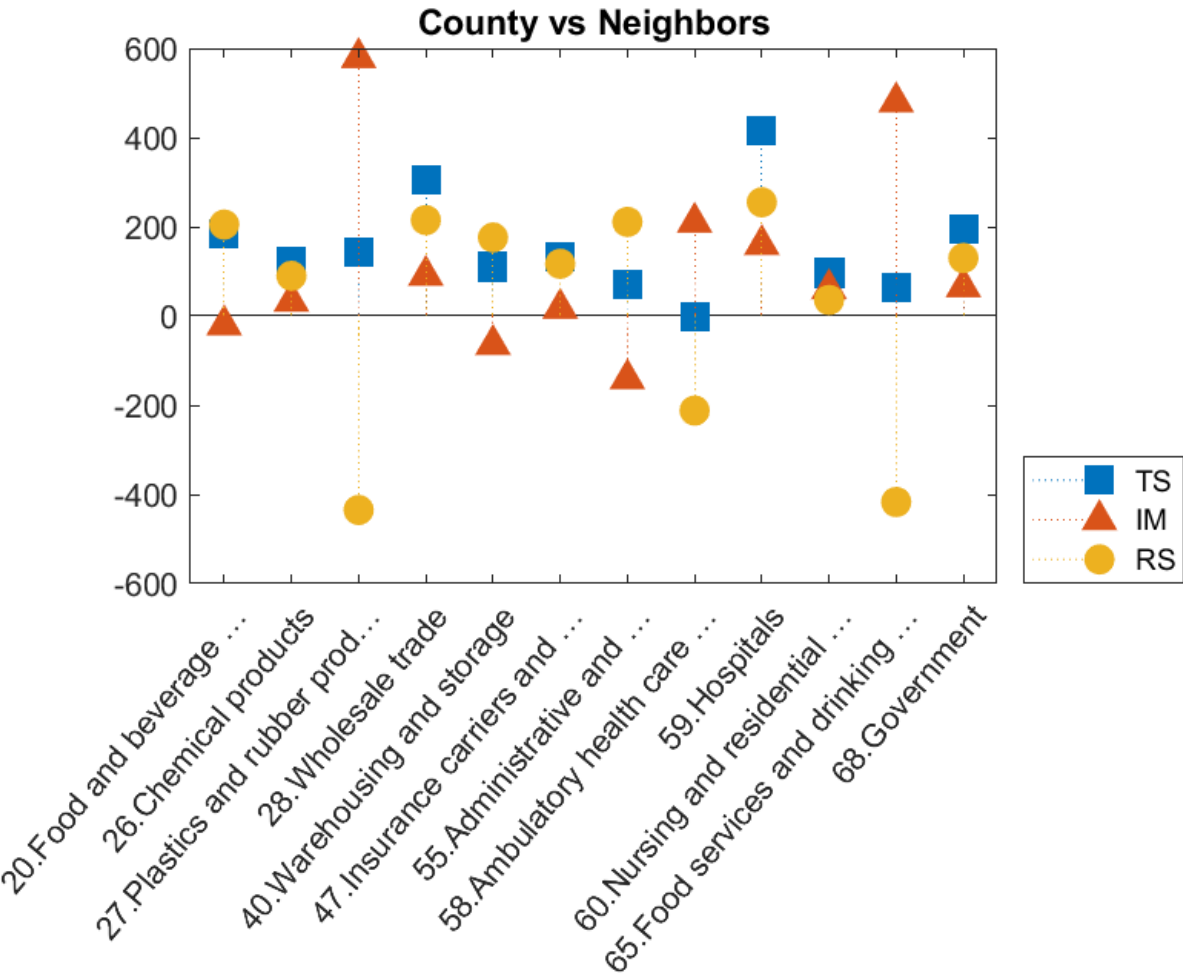


Chapter 17. Gordon County, Georgia

Selected SSA Components for Gordon County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	0	186	-3	189	253
26	Chemical products	1	126	-14	140	333
27	Plastics and rubber prod...	3	157	18	139	1,086
28	Wholesale trade	3	319	-72	391	1,311
40	Warehousing and storage	1	114	3	111	274
47	Insurance carriers and ...	0	136	-5	141	229
55	Administrative and ...	6	94	239	-145	1,854
58	Ambulatory health care ...	2	5	176	-171	552
59	Hospitals	2	421	31	390	891
60	Nursing and residential ...	1	102	17	85	361
65	Food services and drinking ...	4	80	248	-168	1,324
68	Government	2	203	8	195	824

Selected SSA Components for Gordon County, Georgia vs Neighbors



Chapter 17. Gordon County, Georgia

Selected SSA Components for Gordon County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	1	185	-20	205	253
26	Chemical products	3	123	33	90	333
27	Plastics and rubber prod...	16	144	579	-435	1,086
28	Wholesale trade	17	306	91	215	1,311
40	Warehousing and storage	3	112	-64	176	274
47	Insurance carriers and ...	2	134	17	117	229
55	Administrative and ...	30	70	-141	211	1,854
58	Ambulatory health care ...	9	-2	210	-212	552
59	Hospitals	8	415	160	255	891
60	Nursing and residential ...	4	97	61	36	361
65	Food services and drinking ...	21	63	480	-417	1,324
68	Government	10	195	65	130	824

Chapter 18. Gwinnett County, Georgia

Employment in Gwinnett County, Georgia, grew from 318,414 in 2005 to 353,975 in 2018, for a change of 35,561, or 11.17%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Gwinnett County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	35,905	-349	-1,297	948
vs. Appalachia	1,079	34,482	4,486	29,996
vs. Neighbors	43,724	-8,158	1,256	-9,414

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Gwinnett County, Georgia, in comparison to at least one of the three referent regions.

Chapter 18. Gwinnett County, Georgia

Industry Group Membership for Gwinnett County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
29	Motor vehicle and parts ...	F III a iii	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
36	Truck transportation	F III c i	no	yes	yes	yes
52	Computer systems design ...	B II a ii	yes	yes	yes	yes
53	Miscellaneous profession ...	B I a ii	yes	yes	yes	yes
54	Management of companies ...	A I a ii	yes	yes	yes	yes
57	Educational services	F III a i	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
59	Hospitals	E I a ii	no	yes	yes	yes
61	Social assistance	B II a i	yes	yes	yes	yes
65	Food services and drinking ...	B II a ii	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c ii	no	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Gwinnett County, Georgia vs. the United States

Groups a, b, and c are from Gwinnett County, Georgia vs. Appalachia

Groups i, ii, and iii are from Gwinnett County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Gwinnett County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Gwinnett County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Gwinnett County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Gwinnett County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

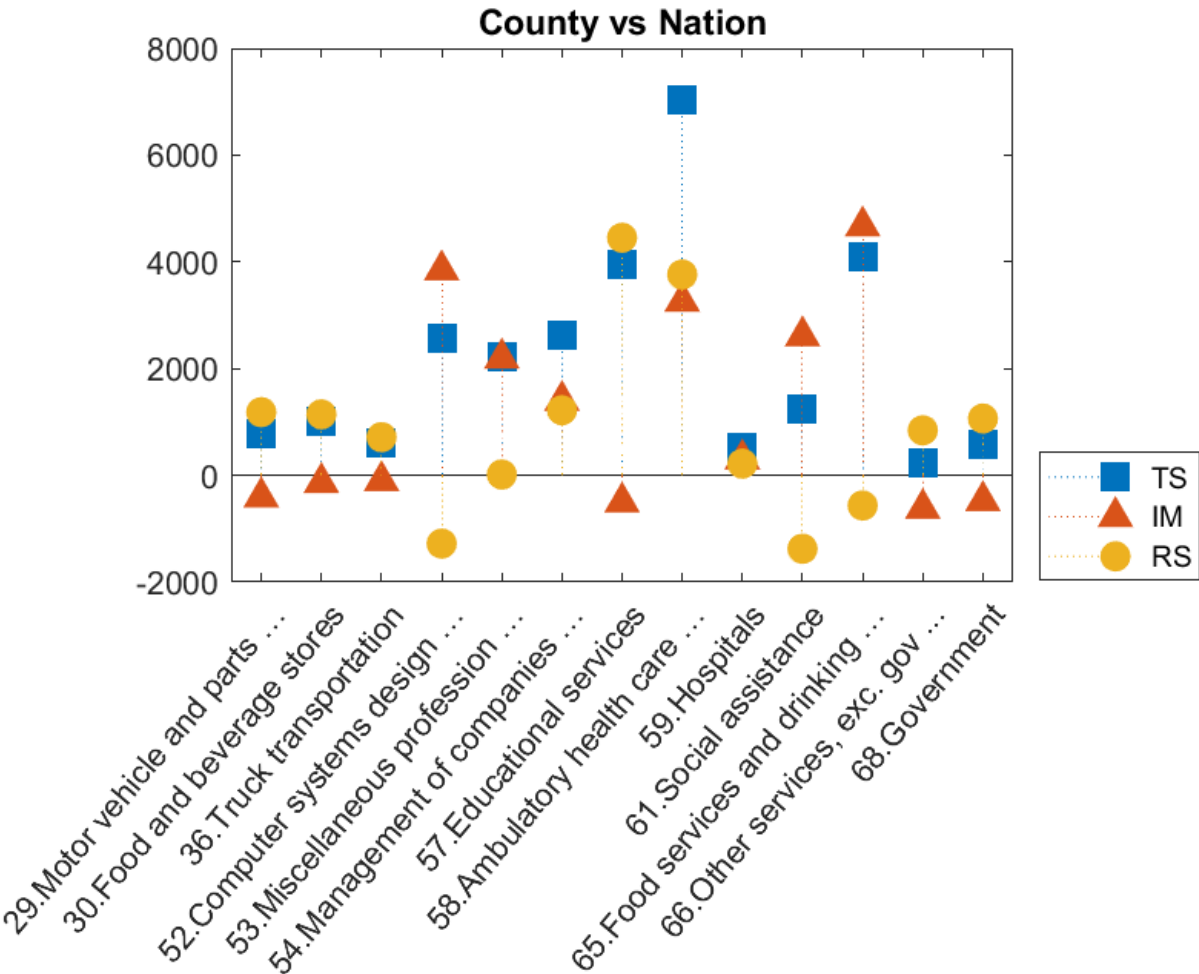
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Gwinnett County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Gwinnett County, Georgia vs the U.S.

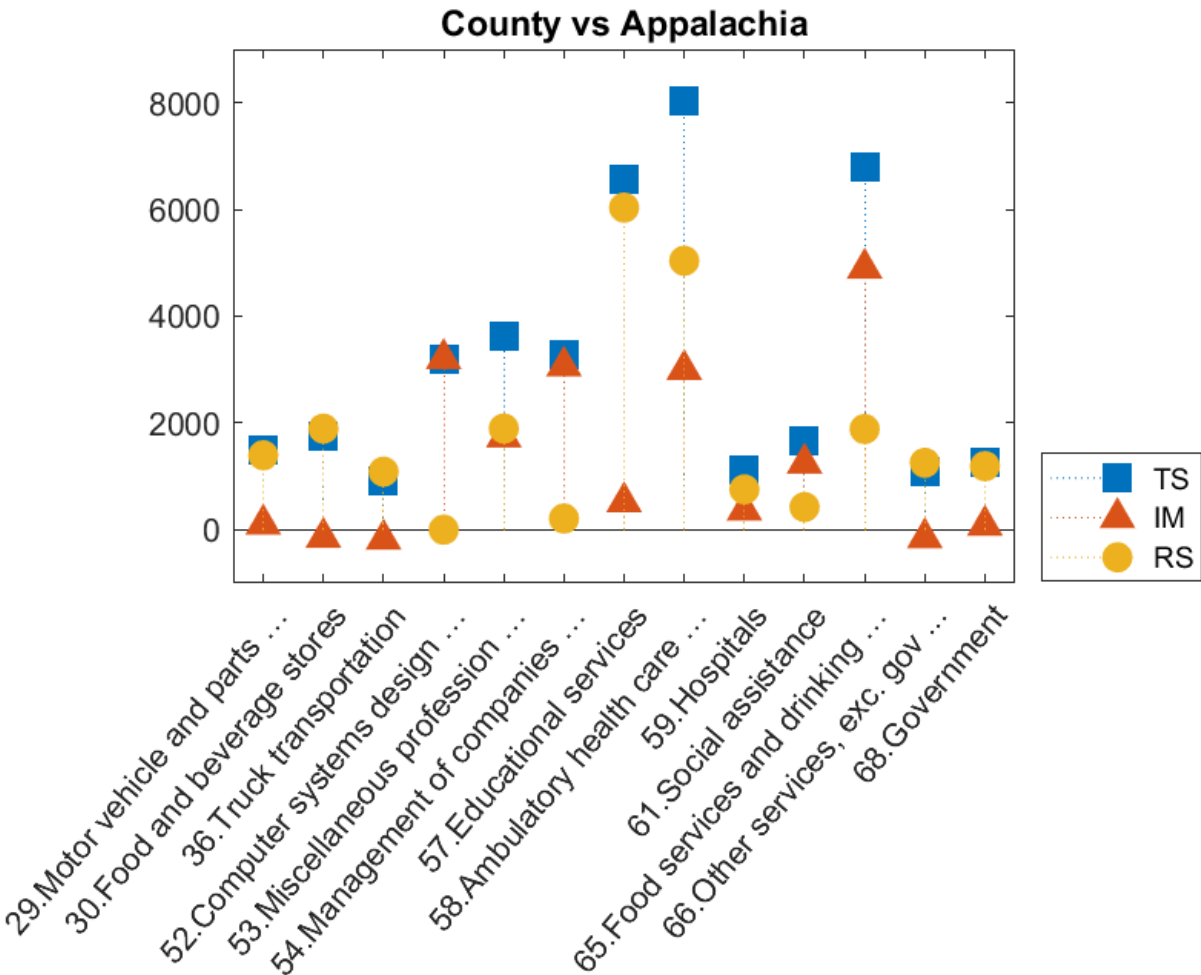


Chapter 18. Gwinnett County, Georgia

Gwinnett County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
29	Motor vehicle and parts ...	744	777	-406	1,183	8,121
30	Food and beverage stores	768	1,005	-137	1,142	8,583
36	Truck transportation	309	612	-102	714	3,657
52	Computer systems design ...	657	2,568	3,847	-1,279	9,051
53	Miscellaneous profession ...	1,464	2,209	2,194	15	16,659
54	Management of companies ...	674	2,621	1,401	1,220	9,271
57	Educational services	2,688	3,949	-502	4,451	30,476
58	Ambulatory health care ...	1,048	7,023	3,260	3,763	17,364
59	Hospitals	617	523	304	219	6,608
61	Social assistance	449	1,235	2,611	-1,376	5,668
65	Food services and drinking ...	2,763	4,106	4,671	-565	31,375
66	Other services, exc. gov ...	906	223	-621	844	9,158
68	Government	708	587	-477	1,064	7,578

Selected SSA Components for Gwinnett County, Georgia vs the Appalachian Region

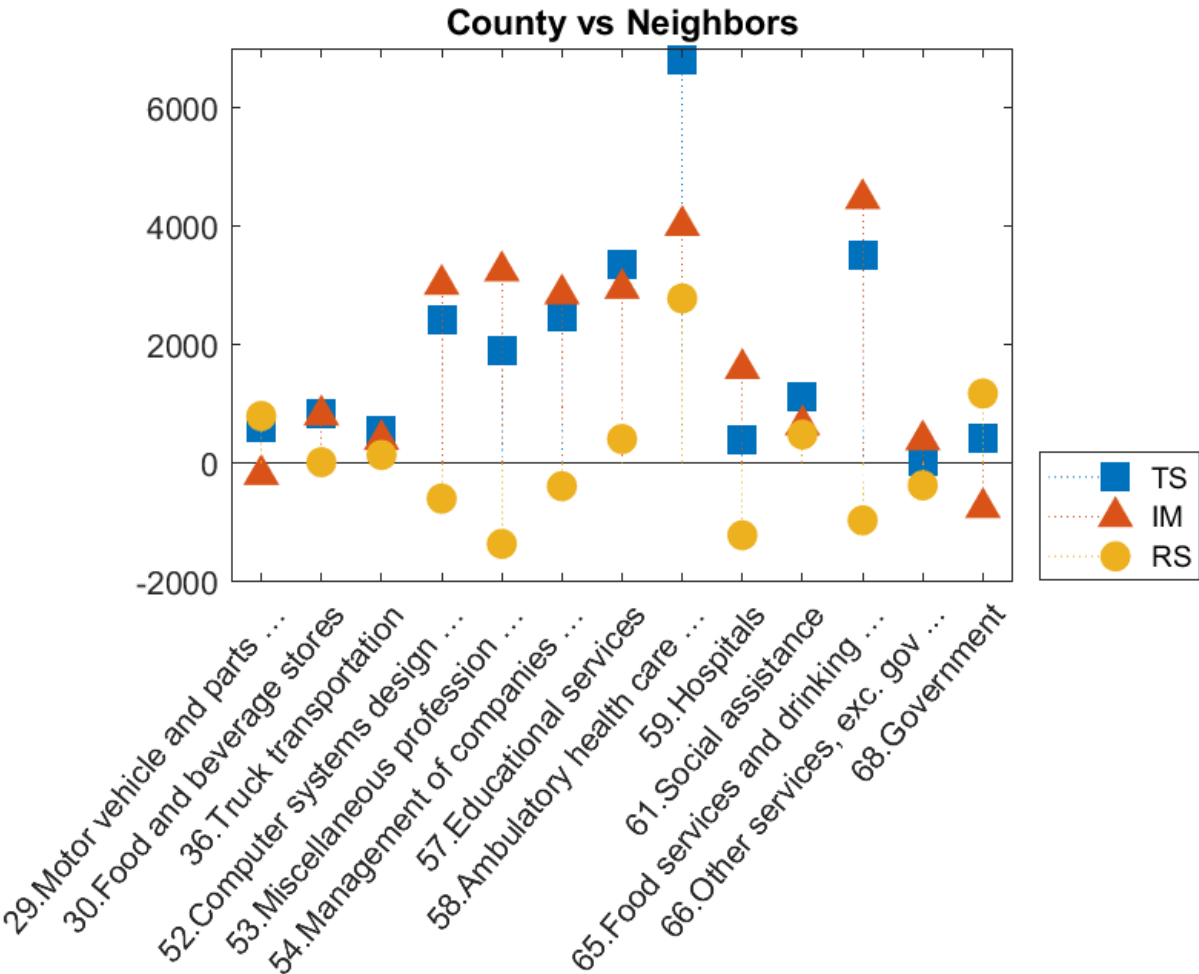


Chapter 18. Gwinnett County, Georgia

Selected SSA Components for Gwinnett County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
29	Motor vehicle and parts ...	22	1,498	103	1,395	8,121
30	Food and beverage stores	23	1,750	-144	1,894	8,583
36	Truck transportation	9	910	-178	1,088	3,657
52	Computer systems design ...	20	3,206	3,206	-0	9,051
53	Miscellaneous profession ...	44	3,629	1,734	1,895	16,659
54	Management of companies ...	20	3,275	3,066	209	9,271
57	Educational services	81	6,556	521	6,035	30,476
58	Ambulatory health care ...	32	8,039	3,000	5,039	17,364
59	Hospitals	19	1,121	366	755	6,608
61	Social assistance	14	1,671	1,246	425	5,668
65	Food services and drinking ...	83	6,786	4,899	1,887	31,375
66	Other services, exc. gov ...	27	1,102	-152	1,254	9,158
68	Government	21	1,274	83	1,191	7,578

Selected SSA Components for Gwinnett County, Georgia vs Neighbors



Chapter 18. Gwinnett County, Georgia

Selected SSA Components for Gwinnett County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
29	Motor vehicle and parts ...	906	614	-186	800	8,121
30	Food and beverage stores	935	838	816	22	8,583
36	Truck transportation	376	545	402	143	3,657
52	Computer systems design ...	800	2,425	3,018	-593	9,051
53	Miscellaneous profession ...	1,783	1,891	3,247	-1,356	16,659
54	Management of companies ...	821	2,474	2,857	-383	9,271
57	Educational services	3,273	3,364	2,951	413	30,476
58	Ambulatory health care ...	1,276	6,795	4,012	2,783	17,364
59	Hospitals	751	389	1,599	-1,210	6,608
61	Social assistance	547	1,137	648	489	5,668
65	Food services and drinking ...	3,365	3,505	4,464	-959	31,375
66	Other services, exc. gov ...	1,103	26	395	-369	9,158
68	Government	863	434	-746	1,180	7,578

Chapter 19. Habersham County, Georgia

Employment in Habersham County, Georgia, declined from 15,356 in 2005 to 14,557 in 2018, for a change of -799, or -5.2%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Habersham County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,730	-2,533	-890	-1,643
vs. Appalachia	48	-852	-512	-340
vs. Neighbors	2,298	-3,092	-617	-2,475

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Habersham County, Georgia, in comparison to at least one of the three referent regions.

Chapter 19. Habersham County, Georgia

Industry Group Membership for Habersham County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
27	Plastics and rubber prod...	D I a i	no	yes	yes	yes
43	Broadcasting and telecom ...	F III c iii	no	yes	yes	yes
45	Federal Reserve banks, ...	F III c iii	no	yes	yes	yes
53	Miscellaneous profession ...	B II b iv	yes	yes	yes	no
57	Educational services	F III a i	no	yes	yes	yes
65	Food services and drinking ...	B I a ii	yes	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Habersham County, Georgia vs. the United States

Groups a, b, and c are from Habersham County, Georgia vs. Appalachia

Groups i, ii, and iii are from Habersham County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Habersham County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Habersham County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Habersham County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Habersham County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

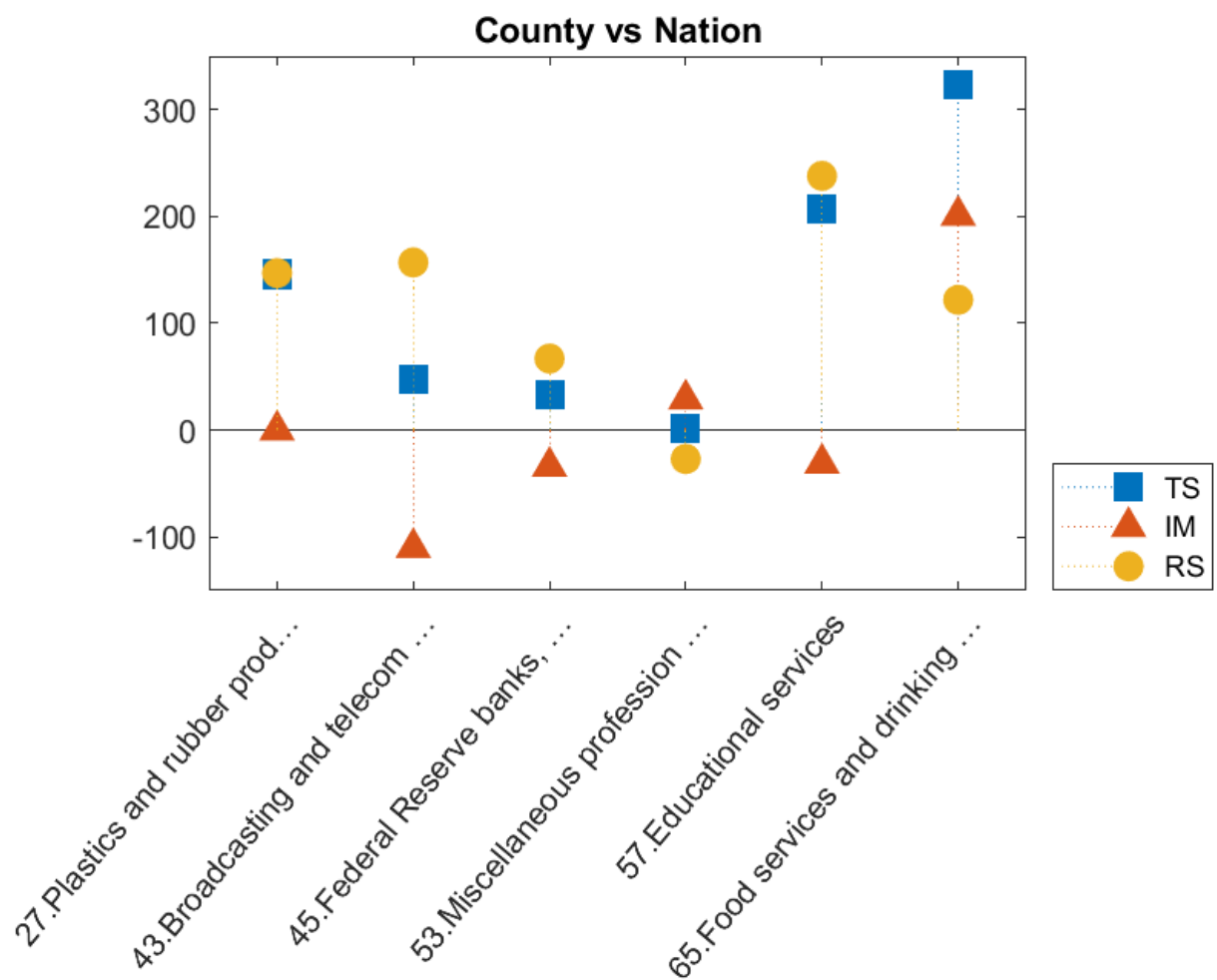
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Habersham County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Habersham County, Georgia vs the U.S.

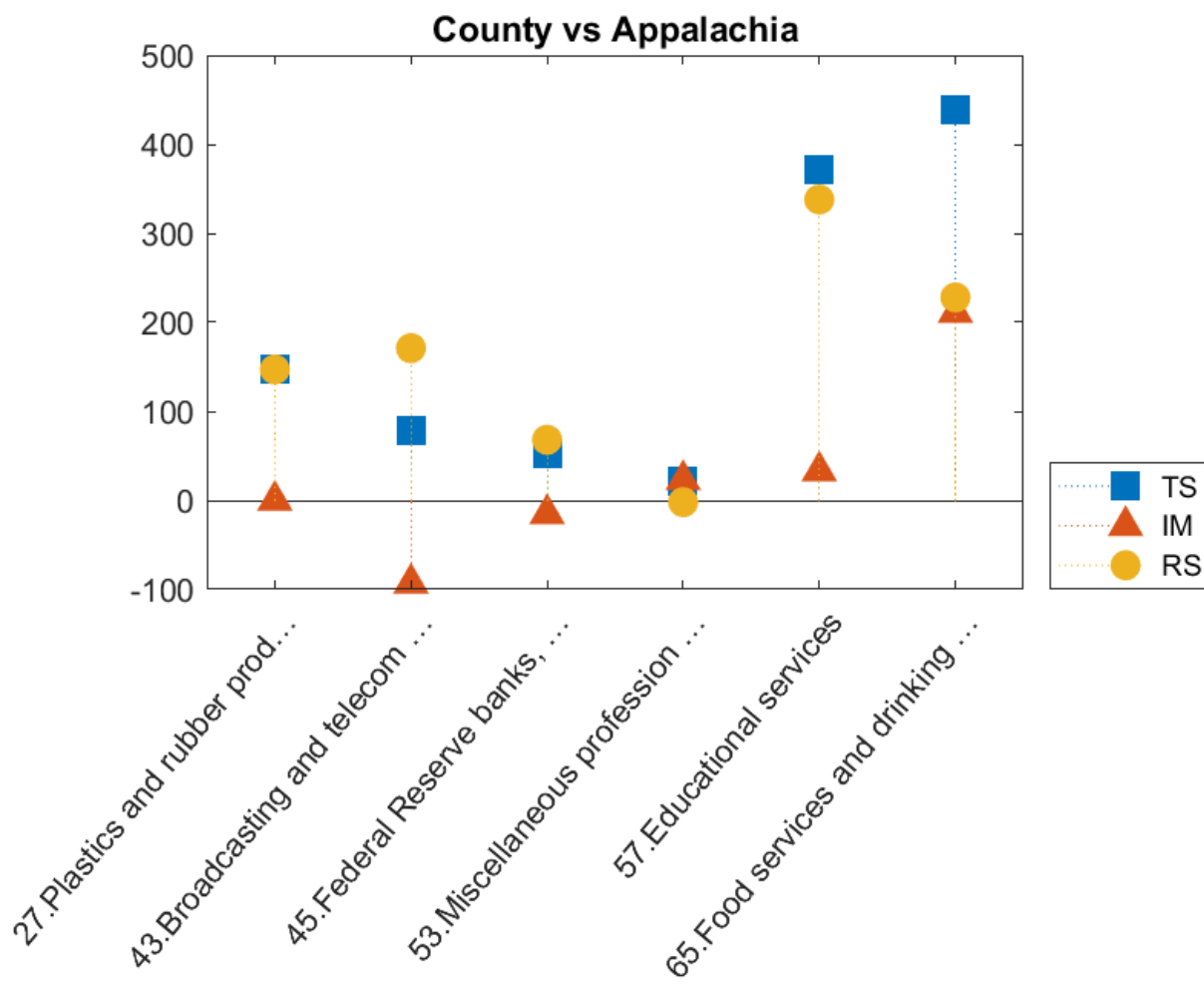


Chapter 19. Habersham County, Georgia

Habersham County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
27	Plastics and rubber prod...	0	147	0	147	147
43	Broadcasting and telecom ...	31	47	-110	157	358
45	Federal Reserve banks, ...	20	33	-34	67	228
53	Miscellaneous profession ...	19	2	29	-27	194
57	Educational services	168	207	-31	238	1,869
65	Food services and drinking ...	119	323	201	122	1,500

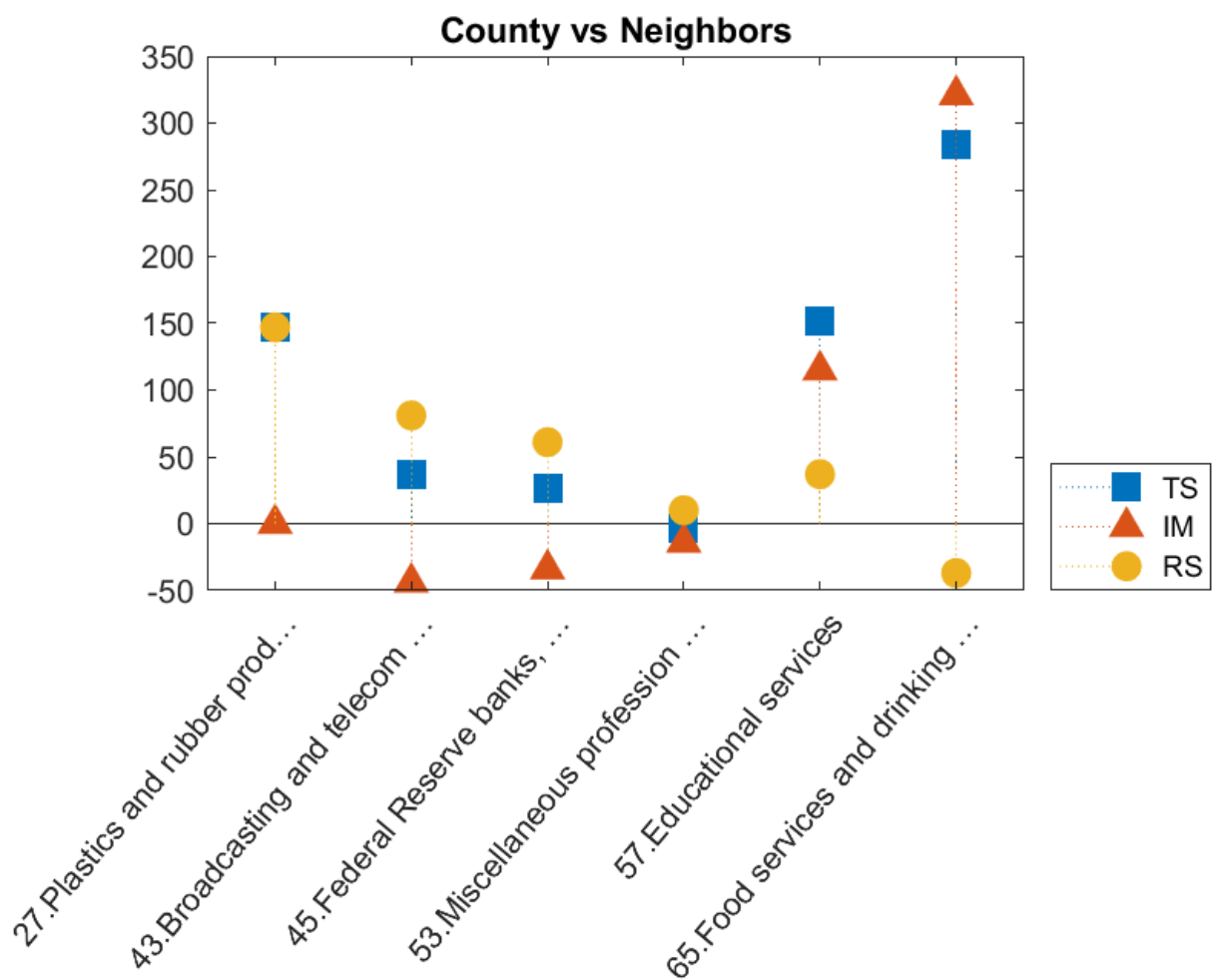
Selected SSA Components for Habersham County, Georgia vs the Appalachian Region



Selected SSA Components for Habersham County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
27	Plastics and rubber prod...	0	147	0	147	147
43	Broadcasting and telecom ...	1	78	-93	171	358
45	Federal Reserve banks, ...	1	53	-15	68	228
53	Miscellaneous profession ...	1	21	23	-2	194
57	Educational services	5	371	33	338	1,869
65	Food services and drinking ...	4	439	211	228	1,500

Selected SSA Components for Habersham County, Georgia vs Neighbors



**Selected SSA Components for Habersham County, Georgia vs Neighbors for
Selected Industries**

Industry	Name	NS	TS	IM	RS	Employment 2018
27	Plastics and rubber prod...	0	147	0	147	147
43	Broadcasting and telecom ...	42	37	-44	81	358
45	Federal Reserve banks, ...	26	27	-34	61	228
53	Miscellaneous profession ...	26	-4	-14	10	194
57	Educational services	224	152	115	37	1,869
65	Food services and drinking ...	158	284	321	-37	1,500

Chapter 20. Hall County, Georgia

Employment in Hall County, Georgia, grew from 67,968 in 2005 to 88,276 in 2018, for a change of 20,308, or 29.88%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Hall County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	7,661	12,639	-674	13,313
vs. Appalachia	228	20,077	8	20,069
vs. Neighbors	13,875	6,433	2,649	3,784

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Hall County, Georgia, in comparison to at least one of the three referent regions.

Chapter 20. Hall County, Georgia

Industry Group Membership for Hall County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
12	Fabricated metal products	F III c i	no	yes	yes	yes
13	Machinery	F III c i	no	yes	yes	yes
16	Motor vehicles, bodies ...	C III a i	yes	yes	yes	yes
20	Food and beverage ...	E I c i	no	yes	yes	yes
26	Chemical products	F III c ii	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a i	no	yes	yes	yes
30	Food and beverage stores	F III c ii	no	yes	yes	yes
31	General merchandise ...	F III c iii	no	yes	yes	yes
36	Truck transportation	F III c i	no	yes	yes	yes
53	Miscellaneous profession ...	B V b v	yes	no	yes	no
54	Management of companies ...	A I a i	yes	yes	yes	yes
55	Administrative and ...	A I a iii	yes	yes	yes	yes
57	Educational services	F III a v	no	yes	yes	no
58	Ambulatory health care ...	B I a ii	yes	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E I a ii	no	yes	yes	yes
61	Social assistance	B II b ii	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c v	no	yes	yes	no

Chapter 20. Hall County, Georgia

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Hall County, Georgia vs. the United States

Groups a, b, and c are from Hall County, Georgia vs. Appalachia

Groups i, ii, and iii are from Hall County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Hall County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Hall County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Hall County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Hall County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

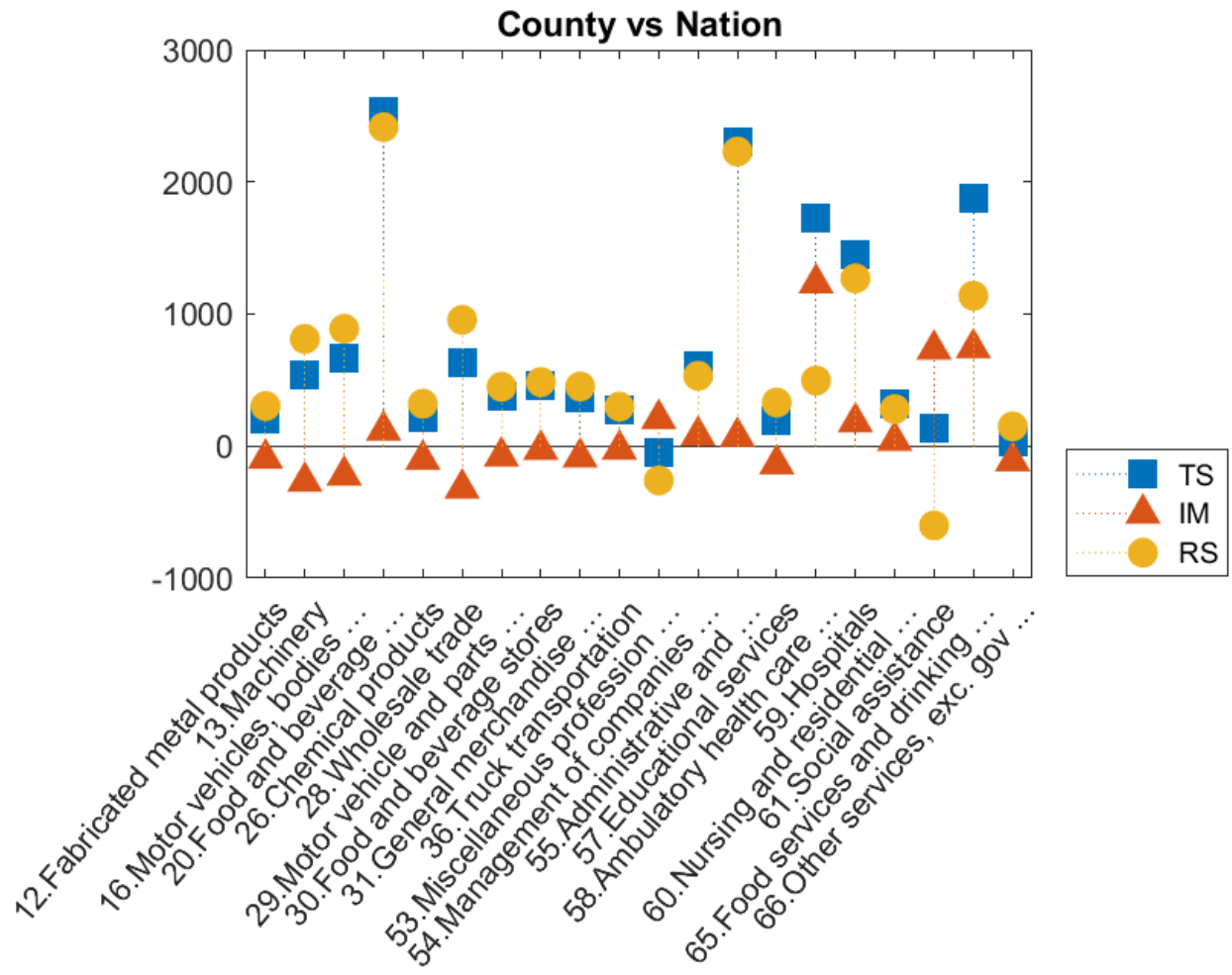
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Hall County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Hall County, Georgia vs the U.S.

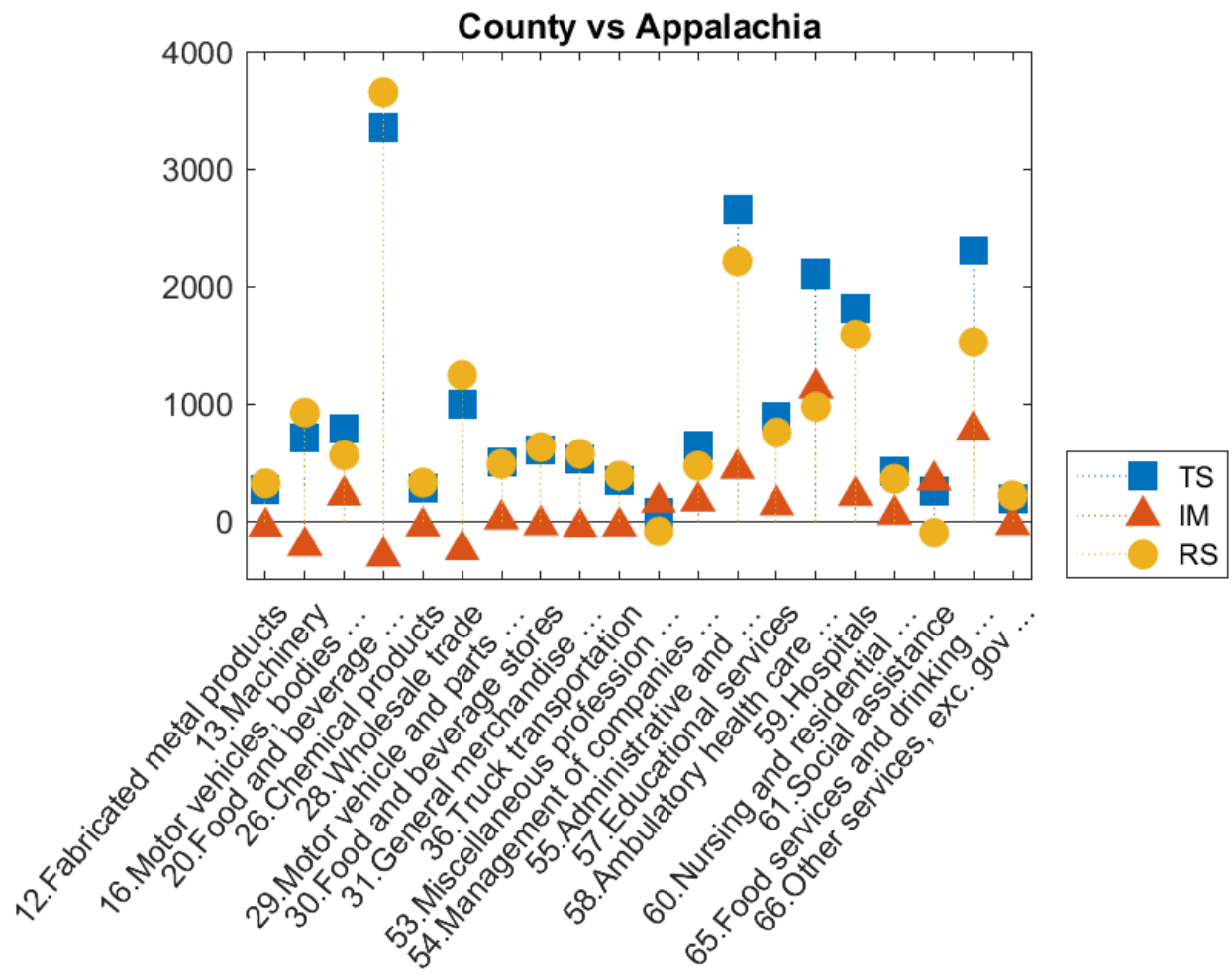


Chapter 20. Hall County, Georgia

Hall County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	72	209	-94	303	919
13	Machinery	181	543	-268	811	2,331
16	Motor vehicles, bodies ...	123	667	-221	888	1,885
20	Food and beverage ...	849	2,534	119	2,415	10,913
26	Chemical products	71	219	-102	321	924
28	Wholesale trade	378	636	-320	956	4,362
29	Motor vehicle and parts ...	141	372	-77	449	1,765
30	Food and beverage stores	153	457	-27	484	1,967
31	General merchandise ...	165	366	-85	451	1,992
36	Truck transportation	75	274	-25	299	1,014
53	Miscellaneous profession ...	137	-54	206	-260	1,302
54	Management of companies ...	38	611	79	532	987
55	Administrative and ...	371	2,301	71	2,230	5,967
57	Educational services	728	193	-136	329	7,375
58	Ambulatory health care ...	396	1,729	1,233	496	5,640
59	Hospitals	370	1,452	182	1,270	5,107
60	Nursing and residential ...	105	320	41	279	1,359
61	Social assistance	126	131	732	-601	1,374
65	Food services and drinking ...	439	1,880	742	1,138	6,210
66	Other services, exc. gov ...	165	36	-113	149	1,663

Selected SSA Components for Hall County, Georgia vs the Appalachian Region

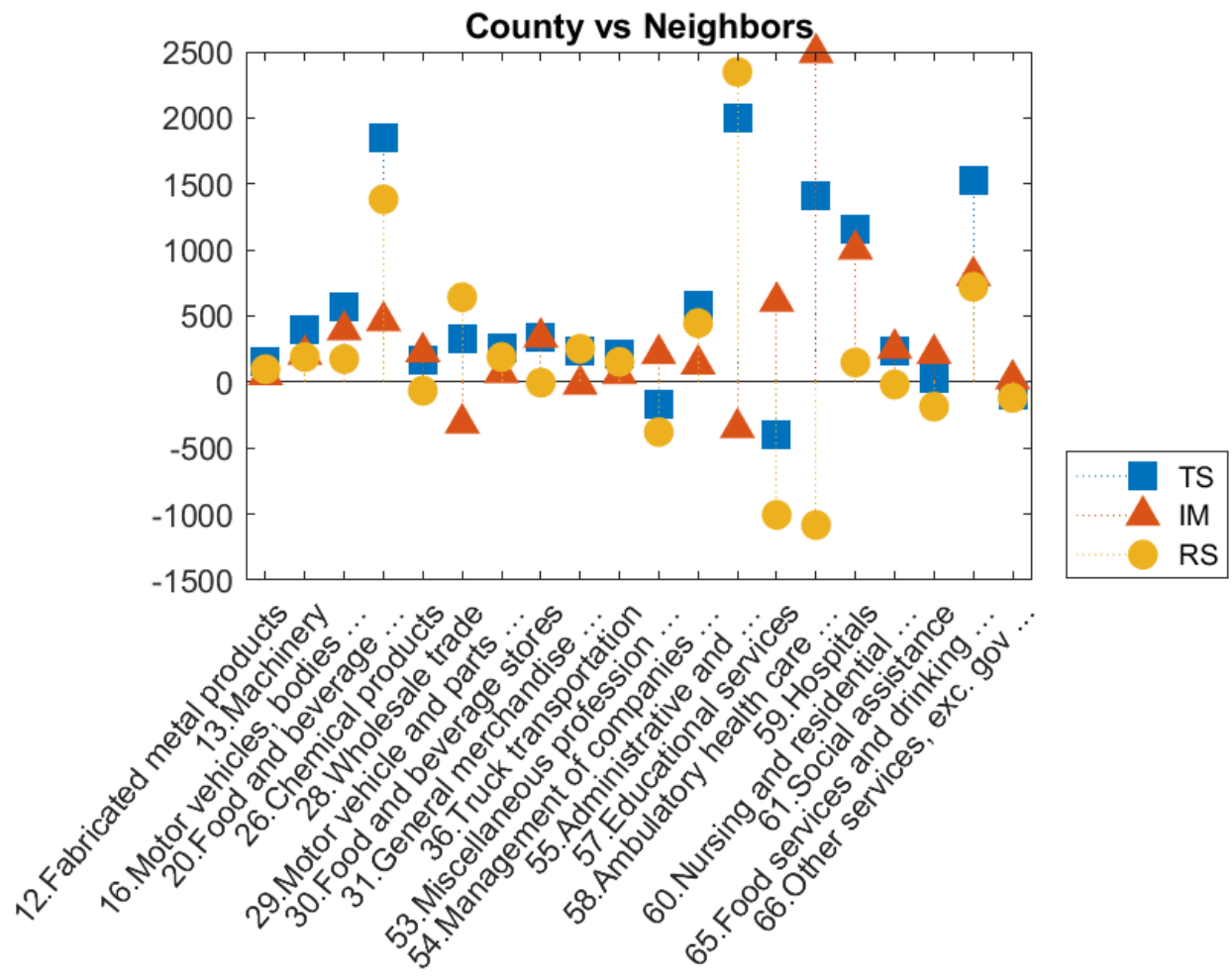


Chapter 20. Hall County, Georgia

Selected SSA Components for Hall County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	2	278	-46	324	919
13	Machinery	5	718	-209	927	2,331
16	Motor vehicles, bodies ...	4	787	223	564	1,885
20	Food and beverage ...	26	3,357	-298	3,655	10,913
26	Chemical products	2	289	-42	331	924
28	Wholesale trade	11	1,003	-243	1,246	4,362
29	Motor vehicle and parts ...	4	509	20	489	1,765
30	Food and beverage stores	5	605	-29	634	1,967
31	General merchandise ...	5	526	-50	576	1,992
36	Truck transportation	2	347	-43	390	1,014
53	Miscellaneous profession ...	4	79	163	-84	1,302
54	Management of companies ...	1	647	173	474	987
55	Administrative and ...	11	2,662	448	2,214	5,967
57	Educational services	22	899	141	758	7,375
58	Ambulatory health care ...	12	2,113	1,135	978	5,640
59	Hospitals	11	1,812	220	1,592	5,107
60	Nursing and residential ...	3	423	60	363	1,359
61	Social assistance	4	253	349	-96	1,374
65	Food services and drinking ...	13	2,306	778	1,528	6,210
66	Other services, exc. gov ...	5	195	-28	223	1,663

Selected SSA Components for Hall County, Georgia vs Neighbors



Chapter 20. Hall County, Georgia

Selected SSA Components for Hall County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	130	150	53	97	919
13	Machinery	328	396	207	189	2,331
16	Motor vehicles, bodies ...	223	567	393	174	1,885
20	Food and beverage ...	1,537	1,846	463	1,383	10,913
26	Chemical products	129	161	227	-66	924
28	Wholesale trade	683	330	-312	642	4,362
29	Motor vehicle and parts ...	256	258	69	189	1,765
30	Food and beverage stores	277	333	338	-5	1,967
31	General merchandise ...	298	233	-19	252	1,992
36	Truck transportation	136	214	62	152	1,014
53	Miscellaneous profession ...	249	-166	213	-379	1,302
54	Management of companies ...	69	580	134	446	987
55	Administrative and ...	672	2,001	-347	2,348	5,967
57	Educational services	1,318	-396	610	-1,006	7,375
58	Ambulatory health care ...	718	1,408	2,491	-1,083	5,640
59	Hospitals	671	1,153	1,005	148	5,107
60	Nursing and residential ...	191	235	254	-19	1,359
61	Social assistance	228	28	214	-186	1,374
65	Food services and drinking ...	794	1,525	804	721	6,210
66	Other services, exc. gov ...	299	-98	22	-120	1,663

Chapter 21. Haralson County, Georgia

Employment in Haralson County, Georgia, declined from 7,369 in 2005 to 6,823 in 2018, for a change of -546, or -7.41%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Haralson County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	829	-1,379	-540	-839
vs. Appalachia	19	-574	-308	-266
vs. Neighbors	1,035	-1,588	-326	-1,262

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Haralson County, Georgia, in comparison to at least one of the three referent regions.

Chapter 21. Haralson County, Georgia

Industry Group Membership for Haralson County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
08	Construction	F III c iii	no	yes	yes	yes
16	Motor vehicles, bodies ...	C I a i	yes	yes	yes	yes
17	Other transportation ...	F III c iii	no	yes	yes	yes
45	Federal Reserve banks, ...	F III c iii	no	yes	yes	yes
53	Miscellaneous profession ...	B II a iii	yes	yes	yes	yes
55	Administrative and ...	A I a ii	yes	yes	yes	yes
58	Ambulatory health care ...	B II b ii	yes	yes	yes	yes
61	Social assistance	B N b v	yes	no	yes	no
65	Food services and drinking ...	B I a ii	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c v	no	yes	yes	no

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Haralson County, Georgia vs. the United States

Groups a, b, and c are from Haralson County, Georgia vs. Appalachia

Groups i, ii, and iii are from Haralson County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Haralson County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Haralson County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Haralson County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Haralson County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

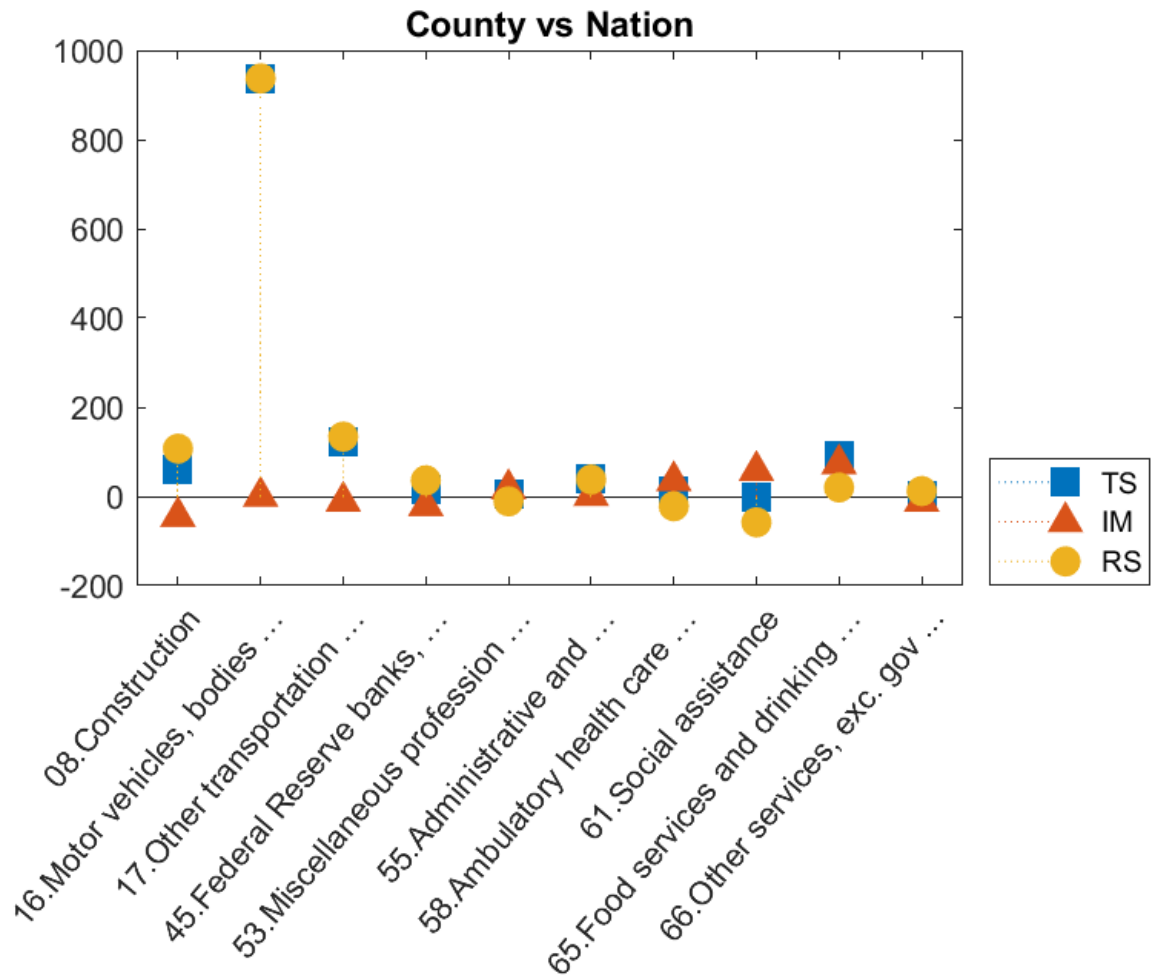
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Haralson County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Haralson County, Georgia vs the U.S.

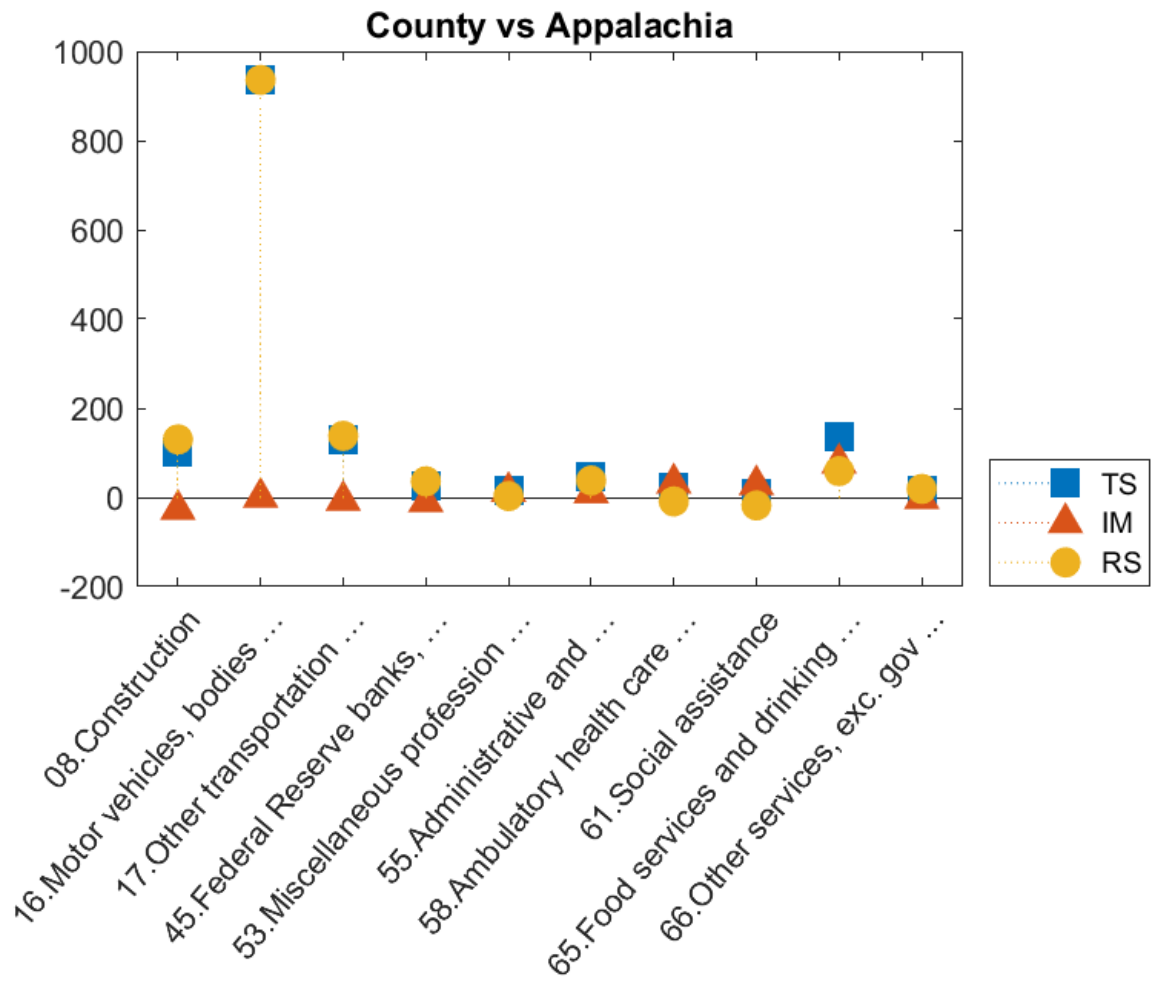


Chapter 21. Haralson County, Georgia

Haralson County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	42	62	-45	107	476
16	Motor vehicles, bodies ...	0	937	-0	937	938
17	Other transportation ...	8	123	-11	134	202
45	Federal Reserve banks, ...	12	15	-21	36	136
53	Miscellaneous profession ...	11	6	17	-11	117
55	Administrative and ...	9	40	2	38	124
58	Ambulatory health care ...	11	13	35	-22	122
61	Social assistance	10	0	58	-58	99
65	Food services and drinking ...	43	93	73	20	522
66	Other services, exc. gov ...	16	1	-11	12	162

Selected SSA Components for Haralson County, Georgia vs the Appalachian Region

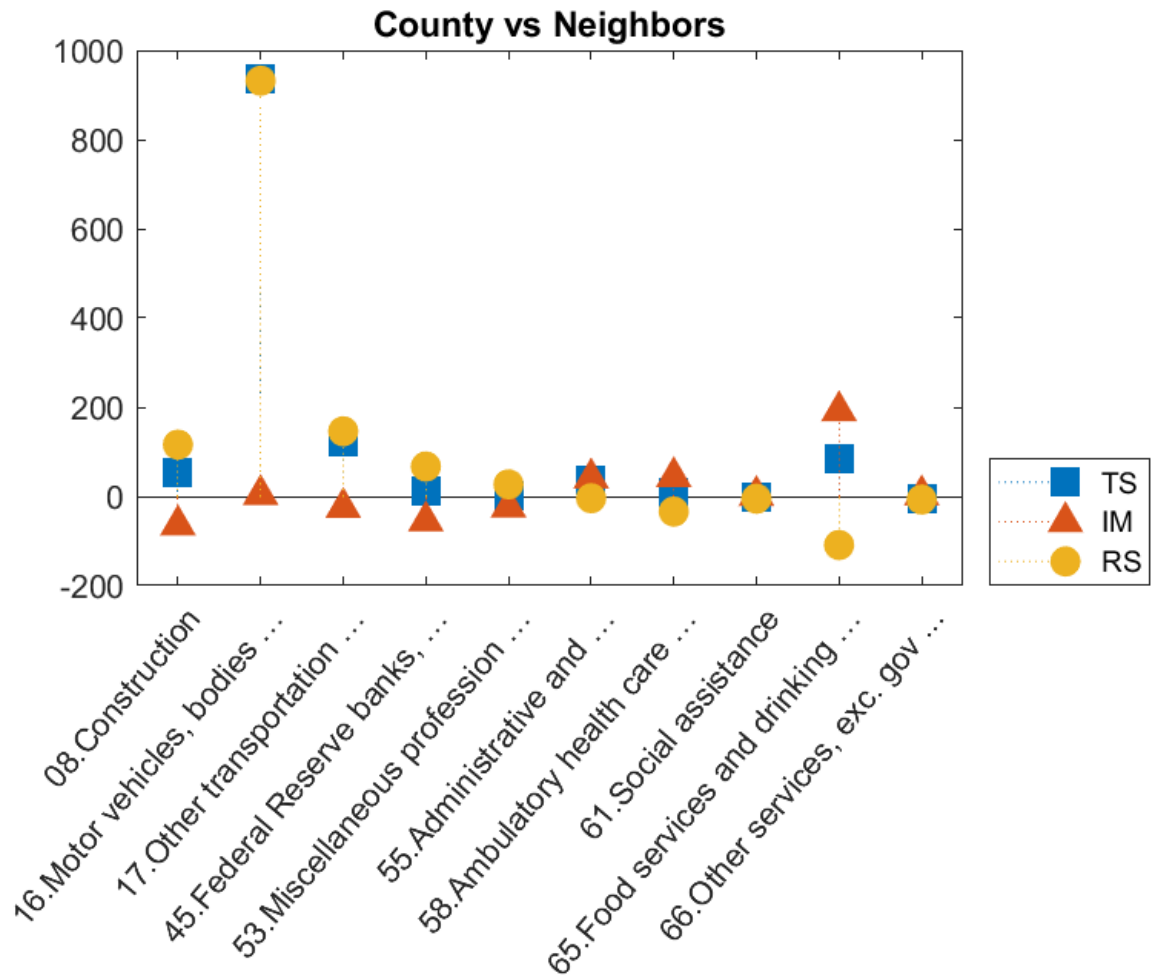


Chapter 21. Haralson County, Georgia

Selected SSA Components for Haralson County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	1	103	-27	130	476
16	Motor vehicles, bodies ...	0	936	0	936	938
17	Other transportation ...	0	131	-7	138	202
45	Federal Reserve banks, ...	0	26	-10	36	136
53	Miscellaneous profession ...	0	16	13	3	117
55	Administrative and ...	0	48	10	38	124
58	Ambulatory health care ...	0	23	32	-9	122
61	Social assistance	0	10	28	-18	99
65	Food services and drinking ...	1	136	77	59	522
66	Other services, exc. gov ...	0	16	-3	19	162

Selected SSA Components for Haralson County, Georgia vs Neighbors



Chapter 21. Haralson County, Georgia

Selected SSA Components for Haralson County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	52	52	-64	116	476
16	Motor vehicles, bodies ...	0	936	4	932	938
17	Other transportation ...	10	121	-25	146	202
45	Federal Reserve banks, ...	15	12	-55	67	136
53	Miscellaneous profession ...	14	3	-24	27	117
55	Administrative and ...	11	37	41	-4	124
58	Ambulatory health care ...	14	10	44	-34	122
61	Social assistance	13	-3	2	-5	99
65	Food services and drinking ...	54	83	192	-109	522
66	Other services, exc. gov ...	20	-4	3	-7	162

Chapter 22. Hart County, Georgia

Employment in Hart County, Georgia, declined from 7,069 in 2005 to 6,863 in 2018, for a change of -206, or -2.91%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Hart County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	797	-996	-719	-277
vs. Appalachia	20	-231	-207	-24
vs. Neighbors	227	-429	-25	-404

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Hart County, Georgia, in comparison to at least one of the three referent regions.

Chapter 22. Hart County, Georgia

Industry Group Membership for Hart County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
01	Farms	F III a iii	no	yes	yes	yes
07	Utilities	F III c iii	no	yes	yes	yes
12	Fabricated metal products	F III c i	no	yes	yes	yes
18	Furniture and related ...	F III c i	no	yes	yes	yes
19	Miscellaneous manufac ...	F I a i	no	yes	yes	yes
20	Food and beverage ...	E I a i	no	yes	yes	yes
26	Chemical products	F III c iii	no	yes	yes	yes
27	Plastics and rubber prod...	D III a i	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
53	Miscellaneous profession ...	B I a i	yes	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
58	Ambulatory health care ...	B II b ii	yes	yes	yes	yes
65	Food services and drinking ...	B II a i	yes	yes	yes	yes
68	Government	F III a i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Hart County, Georgia vs. the United States

Groups a, b, and c are from Hart County, Georgia vs. Appalachia

Groups i, ii, and iii are from Hart County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Hart County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Hart County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Hart County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Hart County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

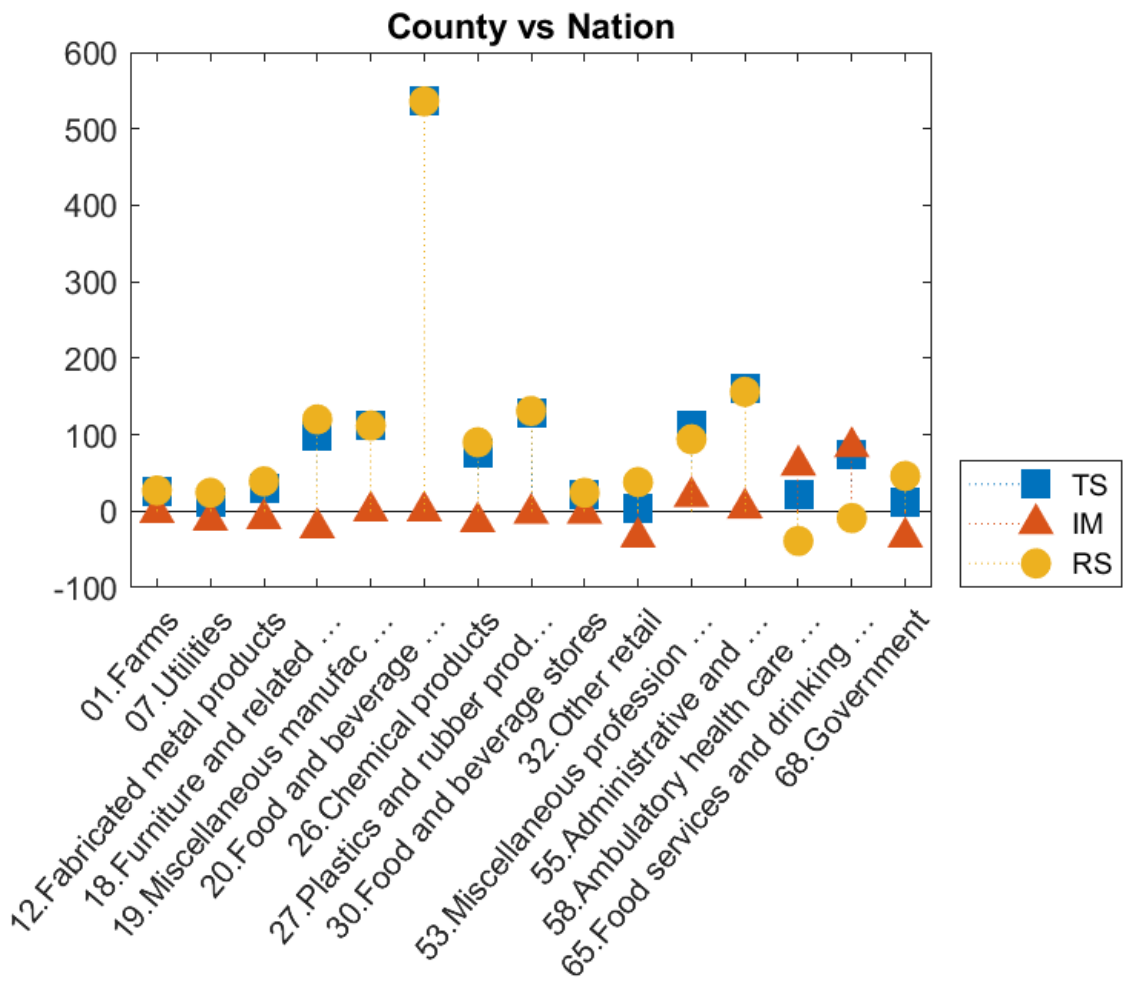
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Hart County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Hart County, Georgia vs the U.S.

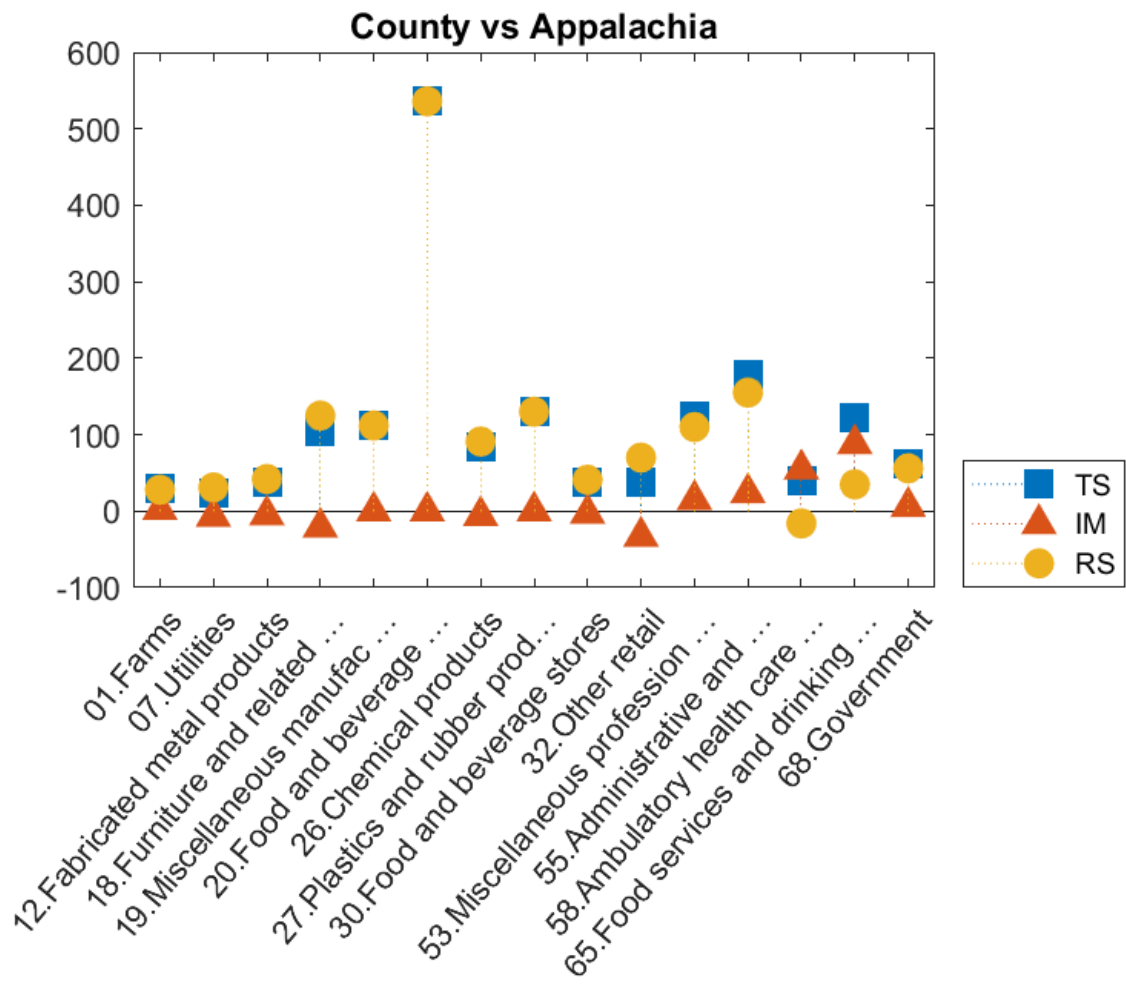


Chapter 22. Hart County, Georgia

Hart County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	5	25	-2	27	79
07	Utilities	13	12	-12	24	140
12	Fabricated metal products	8	29	-10	39	108
18	Furniture and related ...	6	98	-22	120	157
19	Miscellaneous manufac ...	0	112	0	112	112
20	Food and beverage ...	0	536	0	536	536
26	Chemical products	10	76	-14	90	176
27	Plastics and rubber prod...	3	128	-3	131	157
30	Food and beverage stores	17	21	-3	24	187
32	Other retail	34	4	-34	38	340
53	Miscellaneous profession ...	13	113	19	94	238
55	Administrative and ...	20	160	4	156	359
58	Ambulatory health care ...	19	21	60	-39	211
65	Food services and drinking ...	50	75	84	-9	564
68	Government	51	12	-34	46	514

Selected SSA Components for Hart County, Georgia vs the Appalachian Region

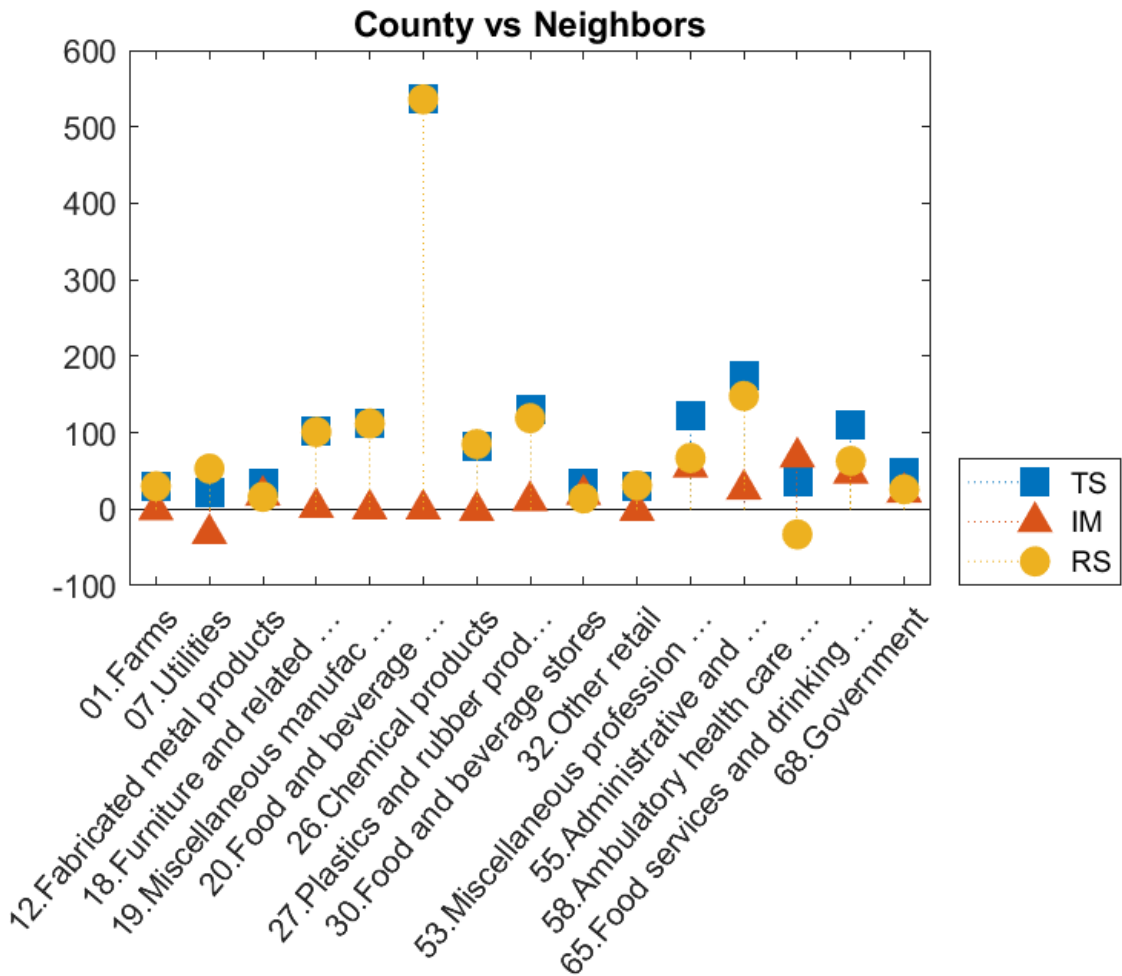


Chapter 22. Hart County, Georgia

Selected SSA Components for Hart County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	0	30	2	28	79
07	Utilities	0	24	-7	31	140
12	Fabricated metal products	0	37	-5	42	108
18	Furniture and related ...	0	104	-21	125	157
19	Miscellaneous manufac ...	0	112	0	112	112
20	Food and beverage ...	0	536	0	536	536
26	Chemical products	0	85	-6	91	176
27	Plastics and rubber prod...	0	130	0	130	157
30	Food and beverage stores	1	38	-3	41	187
32	Other retail	1	37	-33	70	340
53	Miscellaneous profession ...	0	125	15	110	238
55	Administrative and ...	1	179	24	155	359
58	Ambulatory health care ...	1	39	55	-16	211
65	Food services and drinking ...	1	123	88	35	564
68	Government	2	62	6	56	514

Selected SSA Components for Hart County, Georgia vs Neighbors



Chapter 22. Hart County, Georgia

Selected SSA Components for Hart County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	2	29	-1	30	79
07	Utilities	4	21	-32	53	140
12	Fabricated metal products	2	34	18	16	108
18	Furniture and related ...	2	103	2	101	157
19	Miscellaneous manufac ...	0	112	0	112	112
20	Food and beverage ...	0	536	0	536	536
26	Chemical products	3	83	-2	85	176
27	Plastics and rubber prod...	1	130	11	119	157
30	Food and beverage stores	5	33	19	14	187
32	Other retail	10	29	-2	31	340
53	Miscellaneous profession ...	4	122	55	67	238
55	Administrative and ...	6	174	26	148	359
58	Ambulatory health care ...	5	35	68	-33	211
65	Food services and drinking ...	14	110	47	63	564
68	Government	14	48	22	26	514

Chapter 23. Heard County, Georgia

Employment in Heard County, Georgia, declined from 2,455 in 2005 to 2,029 in 2018, for a change of -426, or -17.35%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Heard County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	278	-703	-254	-449
vs. Appalachia	6	-435	-129	-306
vs. Neighbors	494	-923	-60	-863

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Heard County, Georgia, in comparison to at least one of the three referent regions.

Chapter 23. Heard County, Georgia

Industry Group Membership for Heard County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
01	Farms	F III a iii	no	yes	yes	yes
07	Utilities	F III c ii	no	yes	yes	yes
11	Primary metals	F III c iv	no	yes	yes	no
28	Wholesale trade	F III c iii	no	yes	yes	yes
30	Food and beverage stores	F I a i	no	yes	yes	yes
36	Truck transportation	F I a i	no	yes	yes	yes
49	Real estate	F I a i	no	yes	yes	yes
58	Ambulatory health care	B I a i	yes	yes	yes	yes
	...					
60	Nursing and residential ...	E I a iii	no	yes	yes	yes
61	Social assistance	B I a iii	yes	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Heard County, Georgia vs. the United States

Groups a, b, and c are from Heard County, Georgia vs. Appalachia

Groups i, ii, and iii are from Heard County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Heard County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Heard County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Heard County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Heard County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

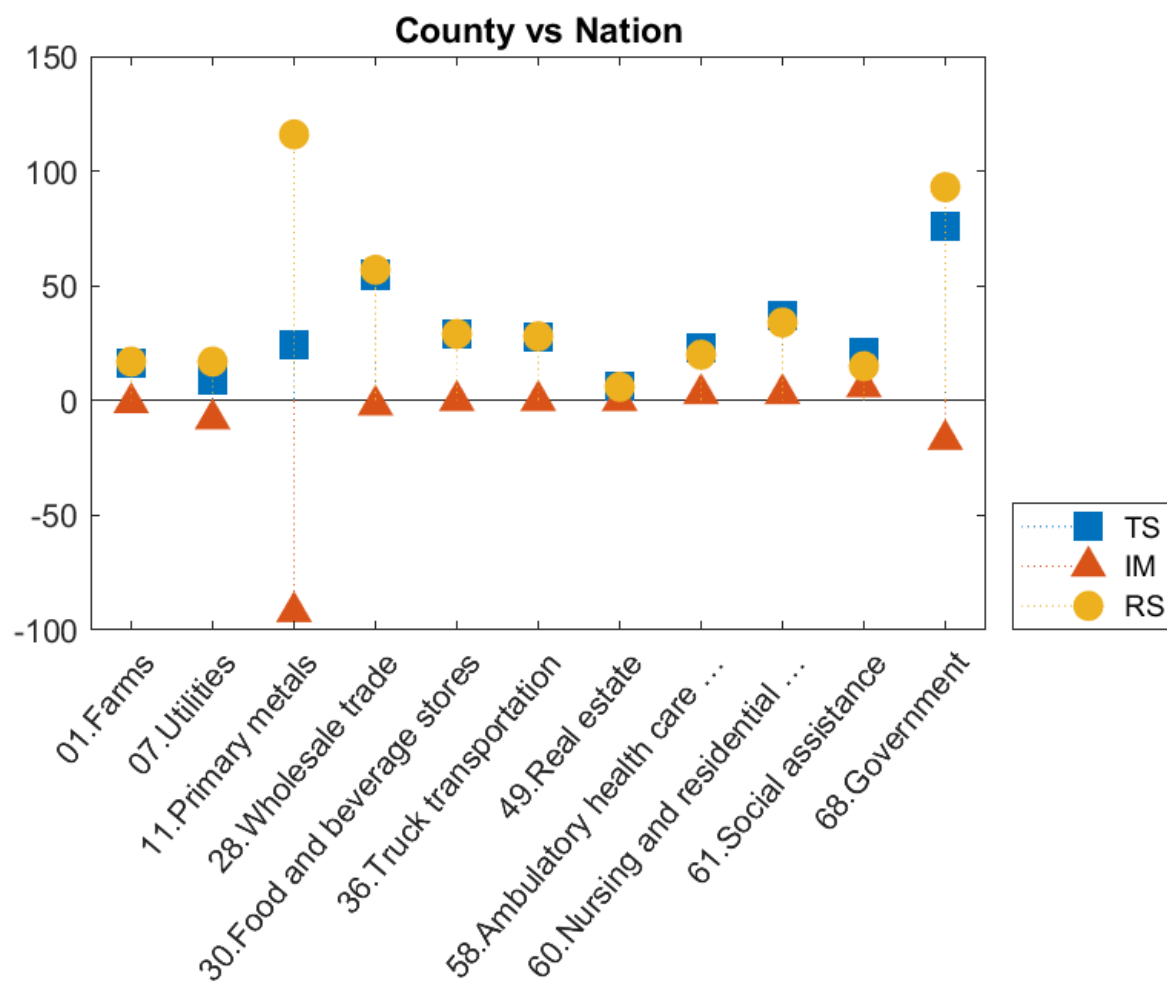
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Heard County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Heard County, Georgia vs the U.S.

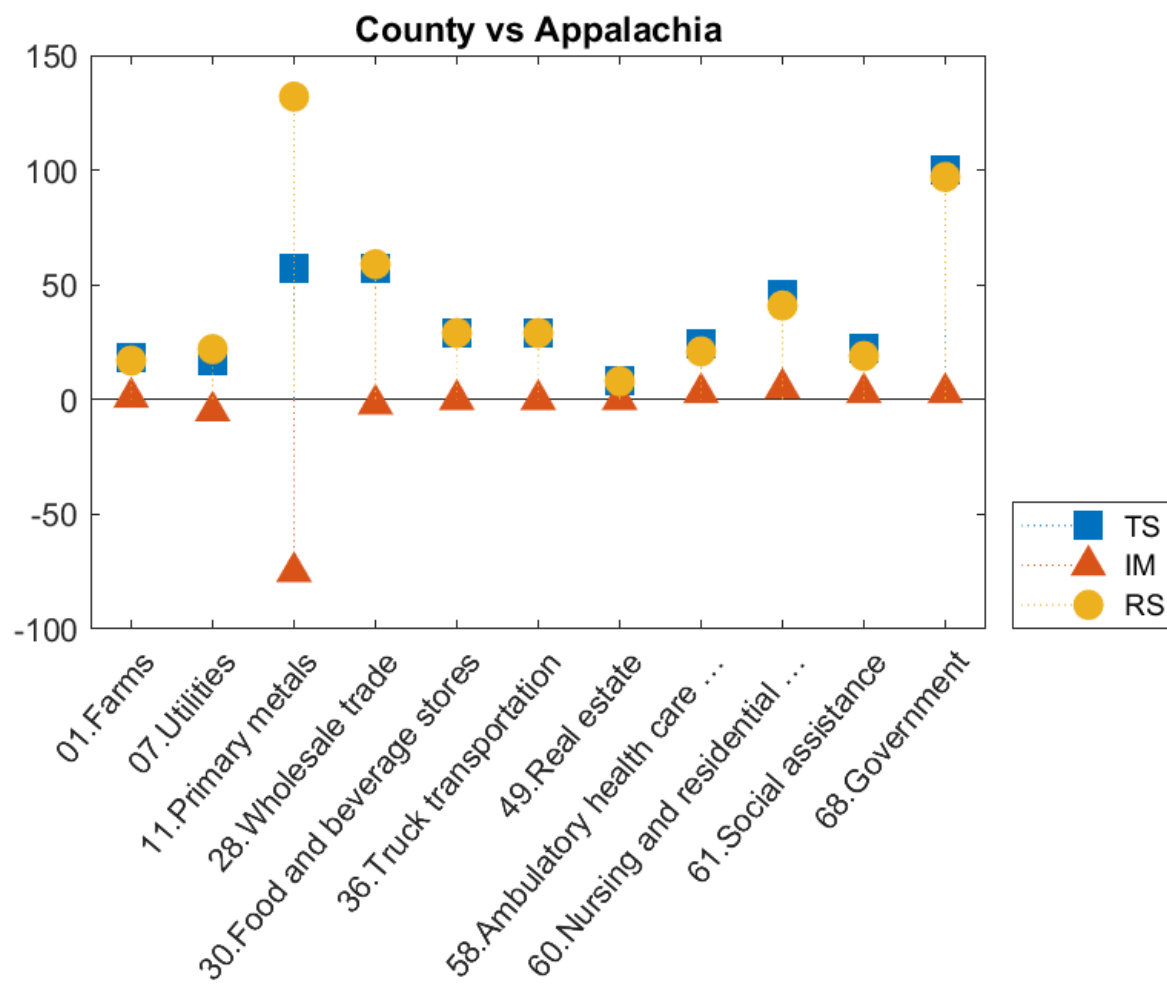


Chapter 23. Heard County, Georgia

Heard County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	3	16	-1	17	44
07	Utilities	9	9	-8	17	94
11	Primary metals	35	24	-92	116	369
28	Wholesale trade	2	55	-2	57	80
30	Food and beverage stores	0	29	0	29	29
36	Truck transportation	1	28	-0	28	33
49	Real estate	2	6	-0	6	29
58	Ambulatory health care	1	23	3	20	33
60	Nursing and residential ...	8	37	3	34	120
61	Social assistance	1	21	6	15	31
68	Government	25	76	-17	93	321

Selected SSA Components for Heard County, Georgia vs the Appalachian Region

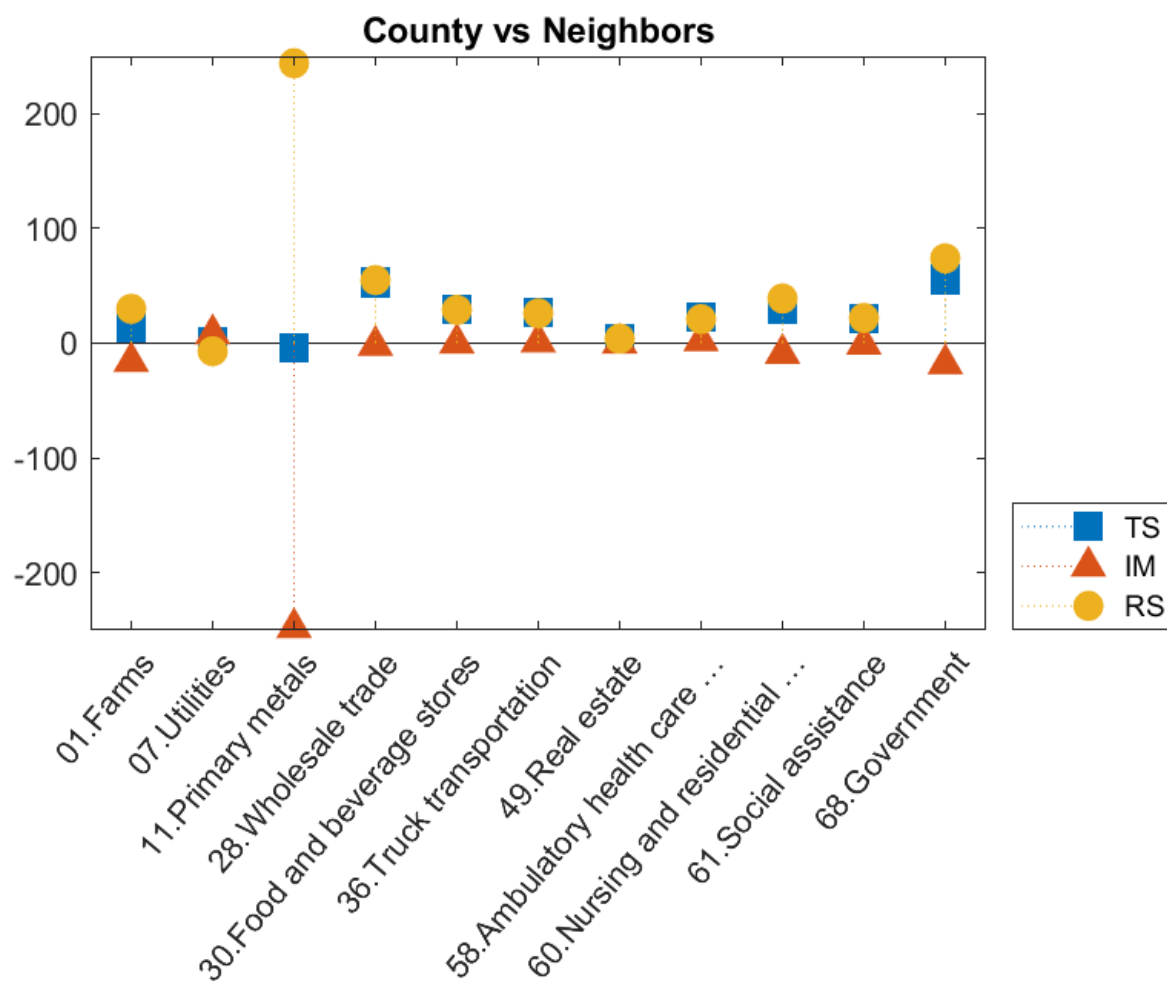


Chapter 23. Heard County, Georgia

Selected SSA Components for Heard County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	0	18	1	17	44
07	Utilities	0	17	-5	22	94
11	Primary metals	1	57	-75	132	369
28	Wholesale trade	0	57	-2	59	80
30	Food and beverage stores	0	29	0	29	29
36	Truck transportation	0	29	-0	29	33
49	Real estate	0	8	0	8	29
58	Ambulatory health care	0	24	3	21	33
60	Nursing and residential ...	0	46	5	41	120
61	Social assistance	0	22	3	19	31
68	Government	1	100	3	97	321

Selected SSA Components for Heard County, Georgia vs Neighbors



Chapter 23. Heard County, Georgia

Selected SSA Components for Heard County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
01	Farms	5	14	-16	30	44
07	Utilities	15	1	8	-7	94
11	Primary metals	63	-4	-248	244	369
28	Wholesale trade	4	53	-2	55	80
30	Food and beverage stores	0	29	0	29	29
36	Truck transportation	1	27	1	26	33
49	Real estate	4	4	0	4	29
58	Ambulatory health care ...	2	23	2	21	33
60	Nursing and residential ...	15	30	-9	39	120
61	Social assistance	2	21	-1	22	31
68	Government	44	56	-18	74	321

Chapter 24. Jackson County, Georgia

Employment in Jackson County, Georgia, grew from 18,901 in 2005 to 27,667 in 2018, for a change of 8,766, or 46.38%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Jackson County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	2,131	6,637	-139	6,776
vs. Appalachia	64	8,699	-216	8,915
vs. Neighbors	3,034	5,736	587	5,149

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Jackson County, Georgia, in comparison to at least one of the three referent regions.

Chapter 24. Jackson County, Georgia

Industry Group Membership for Jackson County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
13	Machinery	F III c i	no	yes	yes	yes
16	Motor vehicles, bodies ...	C III a i	yes	yes	yes	yes
21	Textile mills and ...	D III c iii	no	yes	yes	yes
27	Plastics and rubber prod...	D III a i	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
30	Food and beverage stores	F III c ii	no	yes	yes	yes
36	Truck transportation	F III c v	no	yes	yes	no
40	Warehousing and storage	E I a i	no	yes	yes	yes
49	Real estate	F I a i	no	yes	yes	yes
53	Miscellaneous profession ...	B I a i	yes	yes	yes	yes
54	Management of companies ...	A I a i	yes	yes	yes	yes
55	Administrative and ...	A I a iii	yes	yes	yes	yes
57	Educational services	F III a ii	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B V b v	yes	no	yes	no
66	Other services, exc. gov ...	F III c iii	no	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Jackson County, Georgia vs. the United States

Groups a, b, and c are from Jackson County, Georgia vs. Appalachia

Groups i, ii, and iii are from Jackson County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Jackson County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Jackson County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Jackson County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Jackson County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

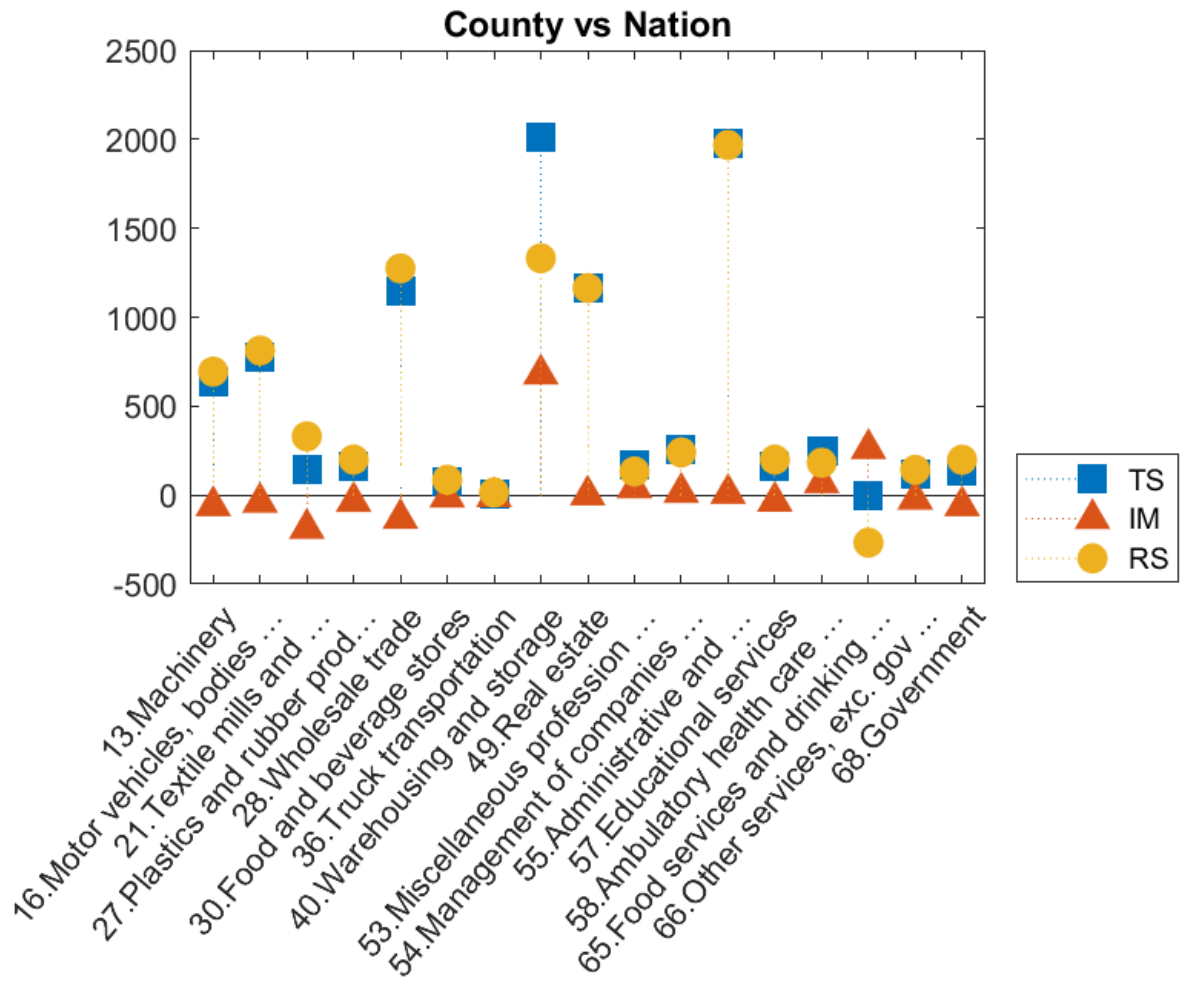
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Jackson County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Jackson County, Georgia vs the U.S.

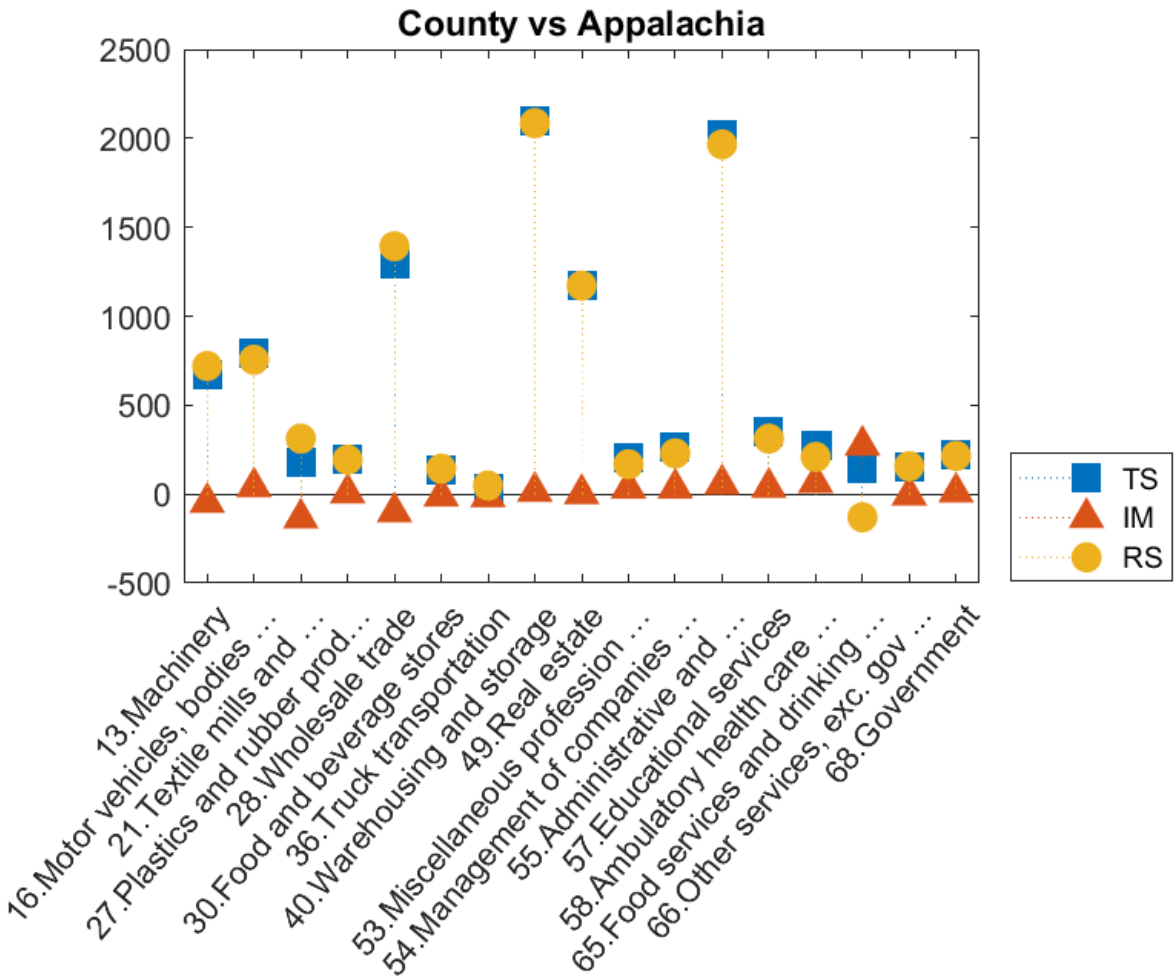


Chapter 24. Jackson County, Georgia

Jackson County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	40	634	-60	694	1,034
16	Motor vehicles, bodies ...	22	773	-40	813	994
21	Textile mills and ...	36	143	-187	330	500
27	Plastics and rubber prod...	37	164	-36	200	531
28	Wholesale trade	155	1,143	-131	1,274	2,672
30	Food and beverage stores	59	75	-11	86	656
36	Truck transportation	27	6	-9	15	274
40	Warehousing and storage	92	2,011	680	1,331	2,917
49	Real estate	11	1,164	-0	1,164	1,268
53	Miscellaneous profession ...	27	174	41	133	445
54	Management of companies ...	7	255	15	240	326
55	Administrative and ...	46	1,977	9	1,968	2,435
57	Educational services	190	165	-35	200	2,040
58	Ambulatory health care ...	23	252	70	182	474
65	Food services and drinking ...	154	-6	261	-267	1,519
66	Other services, exc. gov ...	33	119	-23	142	446
68	Government	89	139	-60	199	1,019

Selected SSA Components for Jackson County, Georgia vs the Appalachian Region

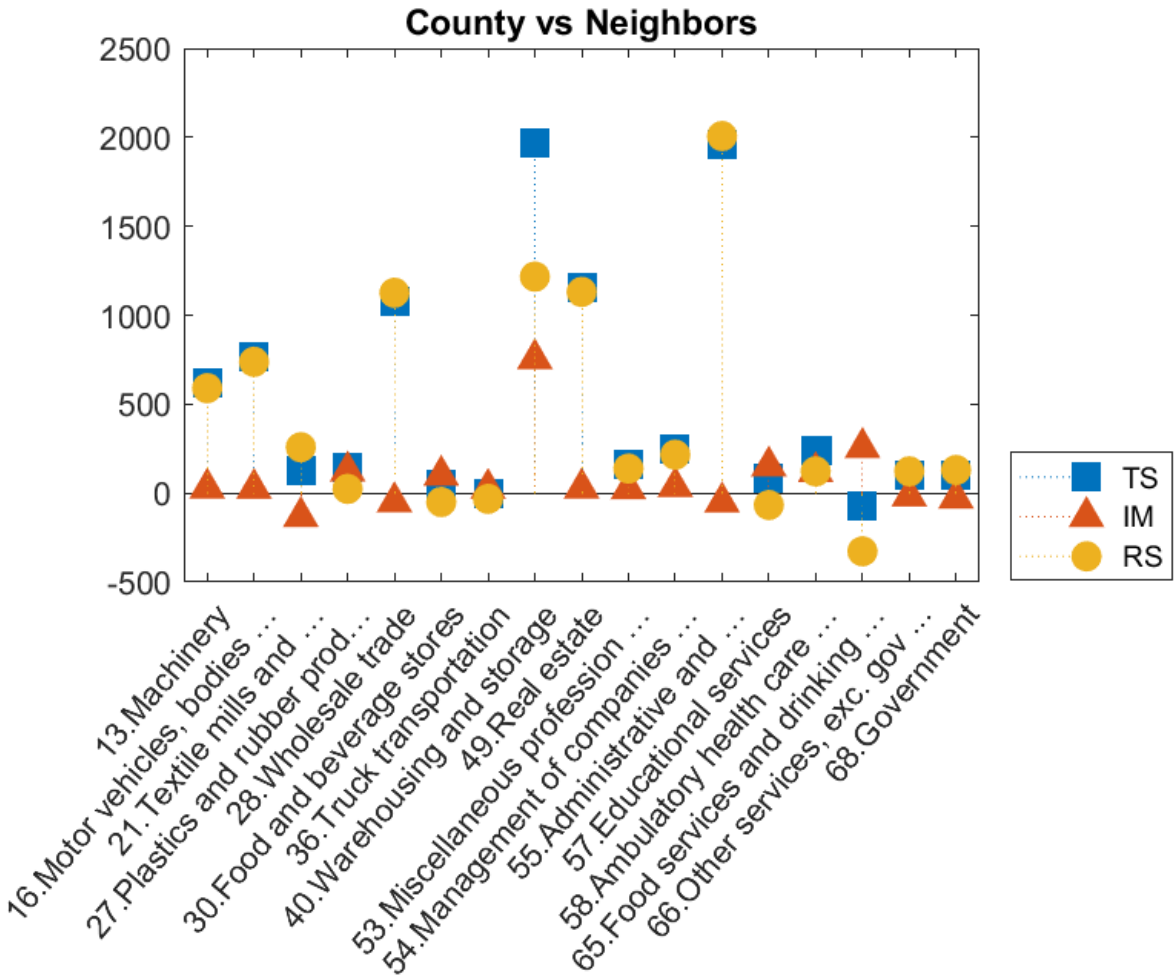


Chapter 24. Jackson County, Georgia

Selected SSA Components for Jackson County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	1	673	-47	720	1,034
16	Motor vehicles, bodies ...	1	795	40	755	994
21	Textile mills and ...	1	177	-135	312	500
27	Plastics and rubber prod...	1	200	6	194	531
28	Wholesale trade	5	1,293	-100	1,393	2,672
30	Food and beverage stores	2	132	-11	143	656
36	Truck transportation	1	32	-16	48	274
40	Warehousing and storage	3	2,100	15	2,085	2,917
49	Real estate	0	1,174	2	1,172	1,268
53	Miscellaneous profession ...	1	201	33	168	445
54	Management of companies ...	0	262	33	229	326
55	Administrative and ...	1	2,022	56	1,966	2,435
57	Educational services	6	349	37	312	2,040
58	Ambulatory health care ...	1	273	64	209	474
65	Food services and drinking ...	5	144	274	-130	1,519
66	Other services, exc. gov ...	1	151	-6	157	446
68	Government	3	226	11	215	1,019

Selected SSA Components for Jackson County, Georgia vs Neighbors



Chapter 24. Jackson County, Georgia

Selected SSA Components for Jackson County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	58	618	28	590	1,034
16	Motor vehicles, bodies ...	32	764	26	738	994
21	Textile mills and ...	52	126	-132	258	500
27	Plastics and rubber prod...	53	148	124	24	531
28	Wholesale trade	221	1,077	-49	1,126	2,672
30	Food and beverage stores	84	50	100	-50	656
36	Truck transportation	39	-6	26	-32	274
40	Warehousing and storage	131	1,972	755	1,217	2,917
49	Real estate	15	1,159	28	1,131	1,268
53	Miscellaneous profession ...	39	162	24	138	445
54	Management of companies ...	10	252	36	216	326
55	Administrative and ...	66	1,957	-50	2,007	2,435
57	Educational services	270	85	152	-67	2,040
58	Ambulatory health care ...	32	242	120	122	474
65	Food services and drinking ...	220	-71	256	-327	1,519
66	Other services, exc. gov ...	47	105	-17	122	446
68	Government	127	101	-29	130	1,019

Chapter 25. Lumpkin County, Georgia

Employment in Lumpkin County, Georgia, grew from 6,799 in 2005 to 6,814 in 2018, for a change of 15, or 0.22%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Lumpkin County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	769	-753	-339	-414
vs. Appalachia	20	-6	-280	274
vs. Neighbors	1,840	-1,825	-705	-1,120

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Lumpkin County, Georgia, in comparison to at least one of the three referent regions.

Chapter 25. Lumpkin County, Georgia

Industry Group Membership for Lumpkin County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
08	Construction	F III c iv	no	yes	yes	no
15	Electrical equipment, ...	D III c iii	no	yes	yes	yes
20	Food and beverage ...	E I c i	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
53	Miscellaneous profession ...	B I a iii	yes	yes	yes	yes
57	Educational services	F III a iii	no	yes	yes	yes
59	Hospitals	E I a v	no	yes	yes	no
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B II b iii	yes	yes	yes	yes
64	Accommodation	A V b v	yes	no	yes	no
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Lumpkin County, Georgia vs. the United States

Groups a, b, and c are from Lumpkin County, Georgia vs. Appalachia

Groups i, ii, and iii are from Lumpkin County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Lumpkin County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Lumpkin County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Lumpkin County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Lumpkin County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

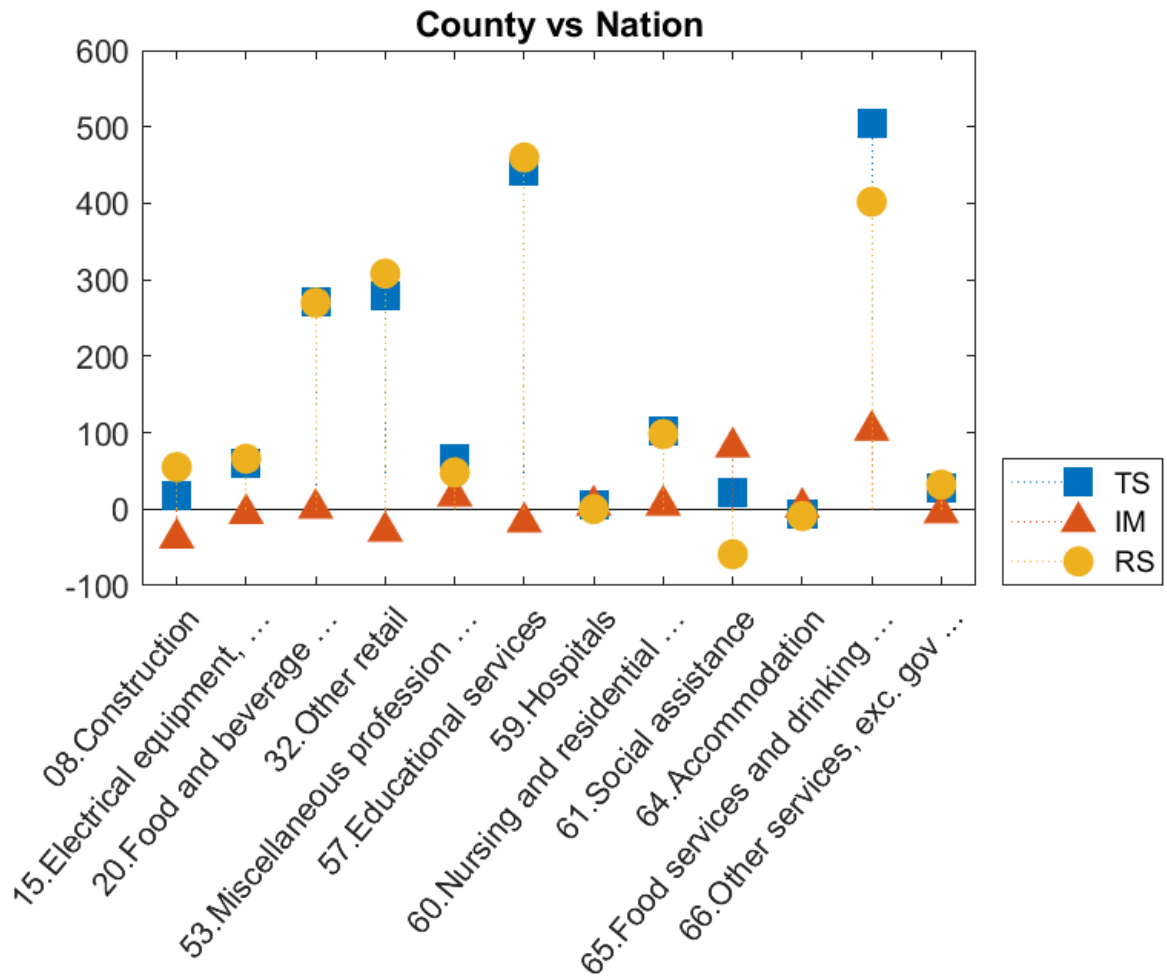
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Lumpkin County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Lumpkin County, Georgia vs the U.S.

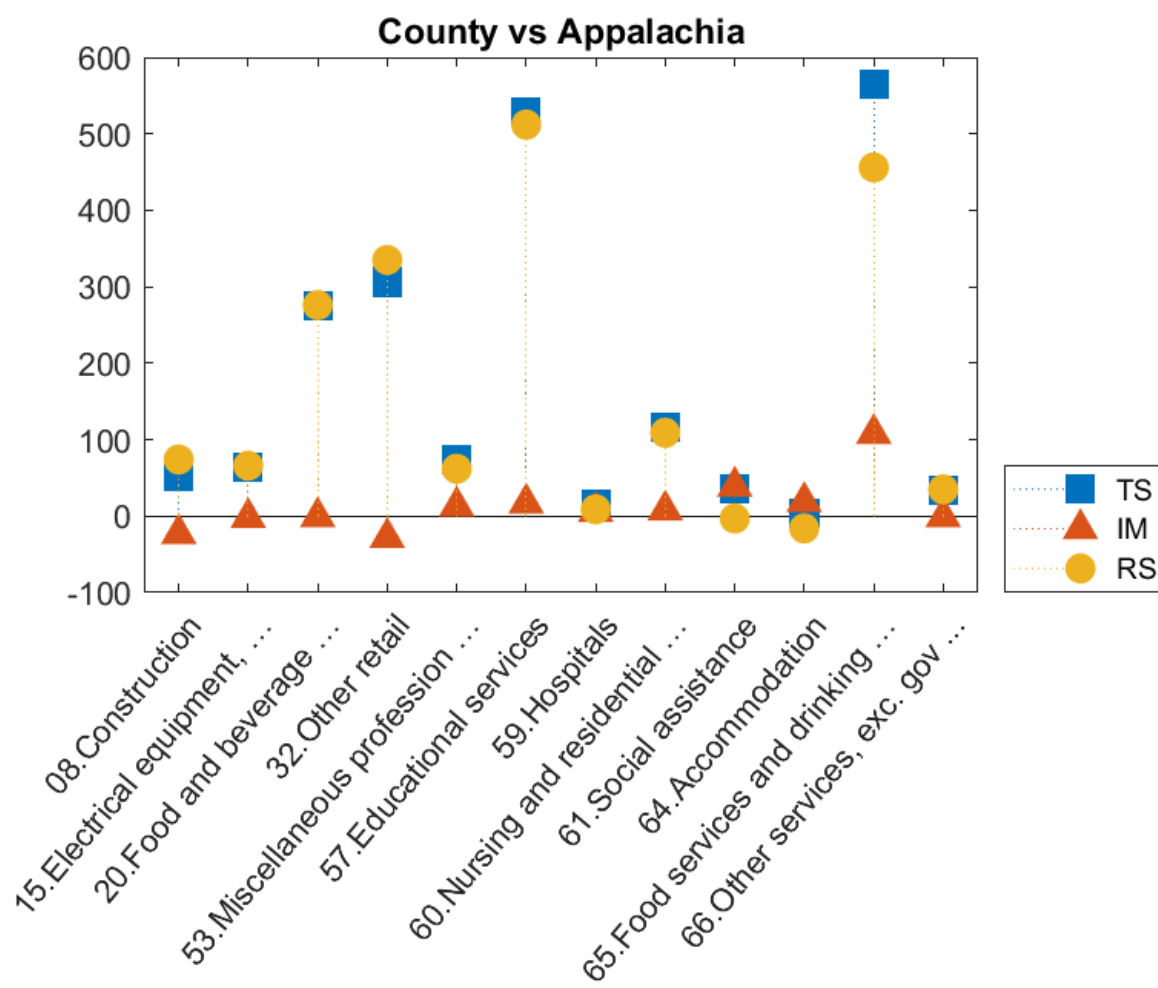


Chapter 25. Lumpkin County, Georgia

Lumpkin County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	36	17	-38	55	369
15	Electrical equipment, ...	3	60	-6	66	95
20	Food and beverage ...	4	271	1	270	310
32	Other retail	29	279	-29	308	565
53	Miscellaneous profession ...	11	65	17	48	173
57	Educational services	90	443	-17	460	1,327
59	Hospitals	11	5	5	-0	112
60	Nursing and residential ...	14	103	5	98	237
61	Social assistance	14	22	81	-59	160
64	Accommodation	11	-7	2	-9	99
65	Food services and drinking ...	61	505	103	402	1,105
66	Other services, exc. gov ...	8	27	-5	32	101

Selected SSA Components for Lumpkin County, Georgia vs the Appalachian Region

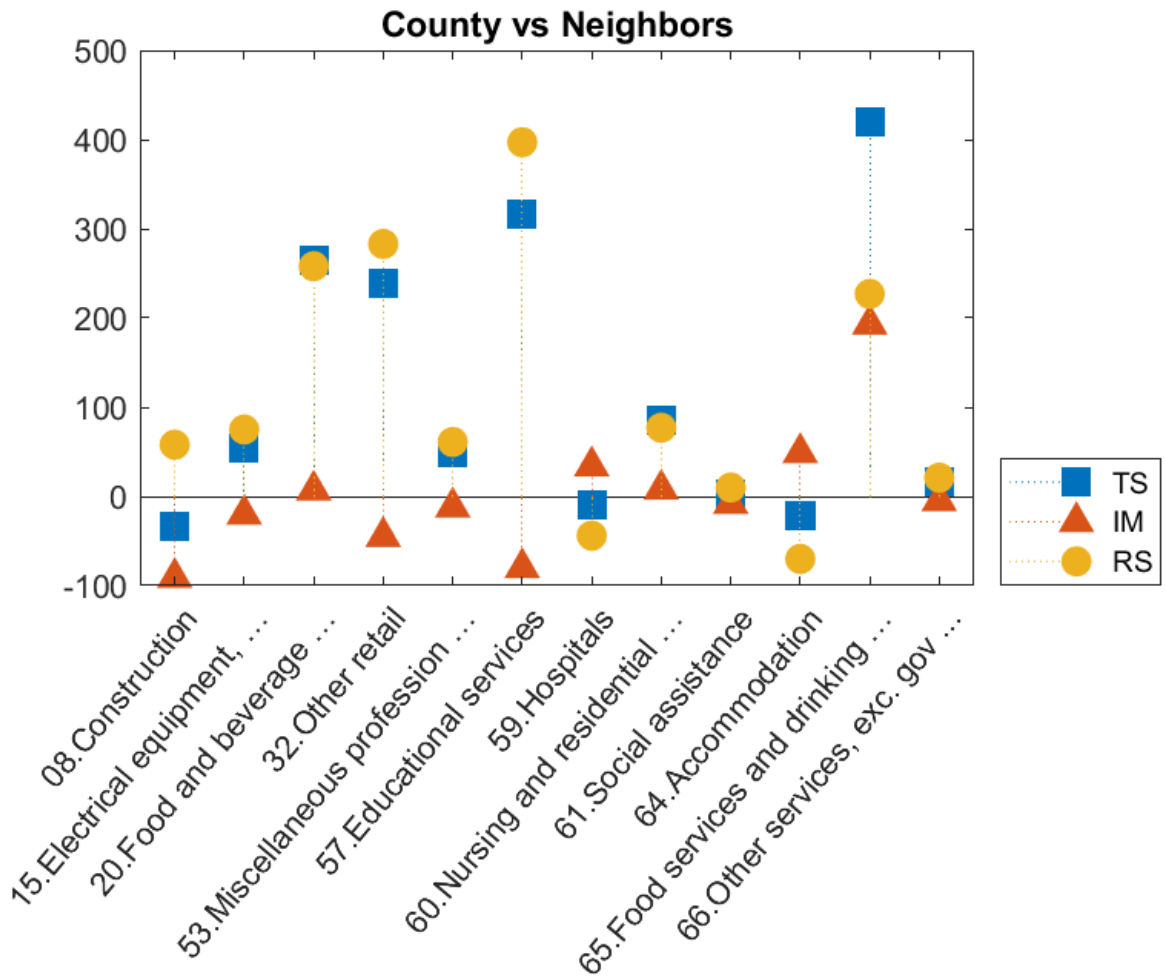


Chapter 25. Lumpkin County, Georgia

Selected SSA Components for Lumpkin County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	1	51	-23	74	369
15	Electrical equipment, ...	0	64	-2	66	95
20	Food and beverage ...	0	275	-1	276	310
32	Other retail	1	307	-28	335	565
53	Miscellaneous profession ...	0	75	13	62	173
57	Educational services	3	529	17	512	1,327
59	Hospitals	0	15	6	9	112
60	Nursing and residential ...	0	117	8	109	237
61	Social assistance	0	36	39	-3	160
64	Accommodation	0	3	19	-16	99
65	Food services and drinking ...	2	564	108	456	1,105
66	Other services, exc. gov ...	0	34	-1	35	101

Selected SSA Components for Lumpkin County, Georgia vs Neighbors



Chapter 25. Lumpkin County, Georgia

Selected SSA Components for Lumpkin County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	86	-33	-91	58	369
15	Electrical equipment, ...	8	55	-20	75	95
20	Food and beverage ...	9	265	7	258	310
32	Other retail	70	238	-45	283	565
53	Miscellaneous profession ...	26	49	-12	61	173
57	Educational services	215	317	-80	397	1,327
59	Hospitals	26	-10	34	-44	112
60	Nursing and residential ...	32	85	8	77	237
61	Social assistance	34	2	-8	10	160
64	Accommodation	26	-21	49	-70	99
65	Food services and drinking ...	146	420	193	227	1,105
66	Other services, exc. gov ...	18	16	-5	21	101

Chapter 26. Madison County, Georgia

Employment in Madison County, Georgia, declined from 3,854 in 2005 to 3,251 in 2018, for a change of -603, or -15.65%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Madison County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	433	-1,040	-297	-743
vs. Appalachia	8	-614	-180	-434
vs. Neighbors	450	-1,053	-359	-694

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Madison County, Georgia, in comparison to at least one of the three referent regions.

Chapter 26. Madison County, Georgia

Industry Group Membership for Madison County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
23	Paper products	D I a i	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
55	Administrative and ...	A I a ii	yes	yes	yes	yes
56	Waste management and ...	A I a i	yes	yes	yes	yes
57	Educational services	F III a i	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
61	Social assistance	B II b iii	yes	yes	yes	yes
65	Food services and drinking ...	B V b v	yes	no	yes	no
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Madison County, Georgia vs. the United States

Groups a, b, and c are from Madison County, Georgia vs. Appalachia

Groups i, ii, and iii are from Madison County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Madison County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Madison County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Madison County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Madison County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

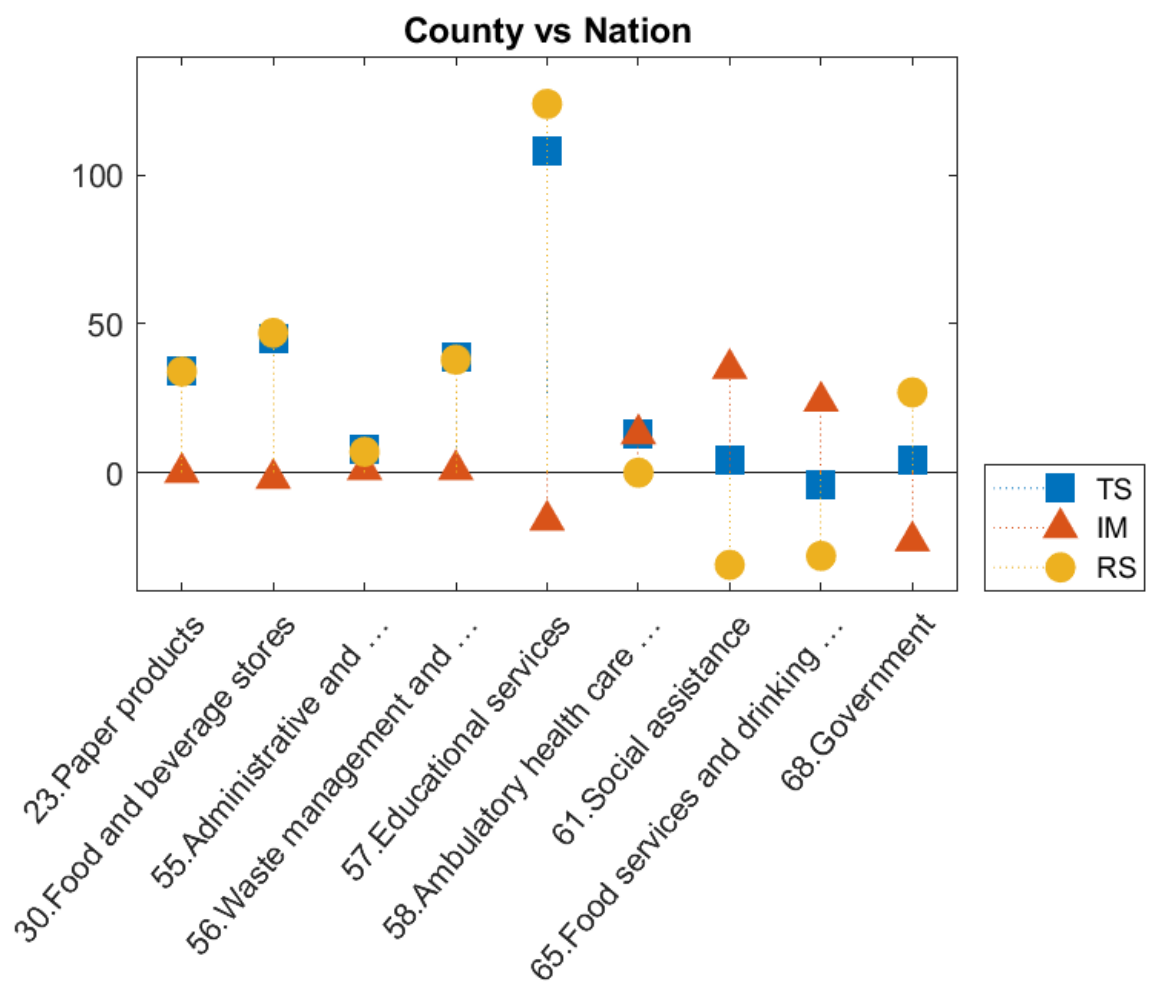
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Madison County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Madison County, Georgia vs the U.S.

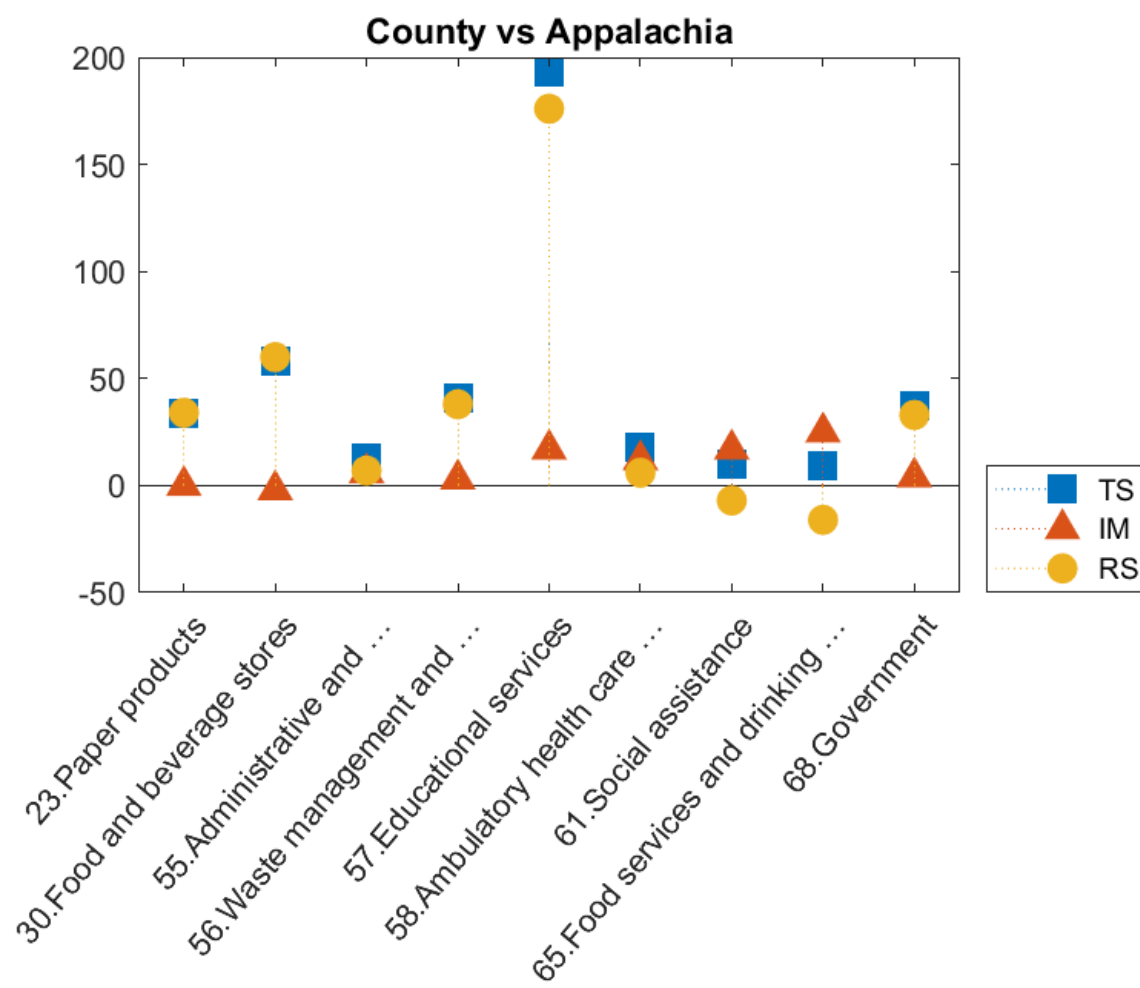


Chapter 26. Madison County, Georgia

Madison County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
23	Paper products	0	34	0	34	34
30	Food and beverage stores	13	45	-2	47	176
55	Administrative and ...	5	8	1	7	58
56	Waste management and ...	1	39	1	38	51
57	Educational services	88	108	-16	124	975
58	Ambulatory health care ...	4	13	13	0	56
61	Social assistance	6	4	35	-31	63
65	Food services and drinking ...	14	-4	24	-28	135
68	Government	34	4	-23	27	340

Selected SSA Components for Madison County, Georgia vs the Appalachian Region

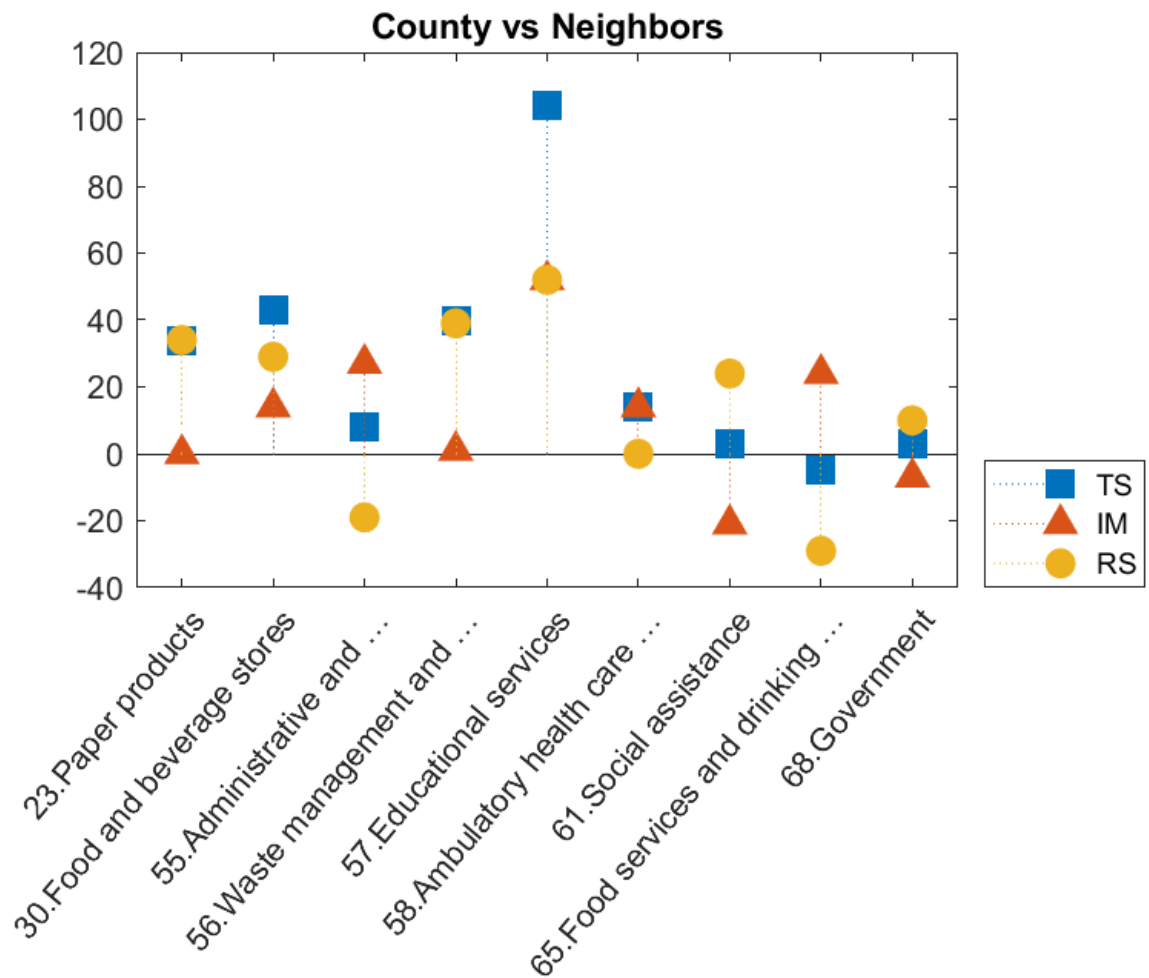


Chapter 26. Madison County, Georgia

Selected SSA Components for Madison County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
23	Paper products	0	34	0	34	34
30	Food and beverage stores	0	58	-2	60	176
55	Administrative and ...	0	13	6	7	58
56	Waste management and ...	0	41	3	38	51
57	Educational services	3	193	17	176	975
58	Ambulatory health care ...	0	18	12	6	56
61	Social assistance	0	10	17	-7	63
65	Food services and drinking ...	0	9	25	-16	135
68	Government	1	37	4	33	340

Selected SSA Components for Madison County, Georgia vs Neighbors



Chapter 26. Madison County, Georgia

Selected SSA Components for Madison County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
23	Paper products	0	34	0	34	34
30	Food and beverage stores	14	43	14	29	176
55	Administrative and ...	5	8	27	-19	58
56	Waste management and ...	1	40	1	39	51
57	Educational services	91	104	52	52	975
58	Ambulatory health care ...	4	14	14	-0	56
61	Social assistance	6	3	-21	24	63
65	Food services and drinking ...	15	-5	24	-29	135
68	Government	35	3	-7	10	340

Chapter 27. Murray County, Georgia

Employment in Murray County, Georgia, declined from 13,384 in 2005 to 9,009 in 2018, for a change of -4,375, or -32.69%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Murray County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,508	-5,877	-3,064	-2,813
vs. Appalachia	41	-4,423	-2,567	-1,856
vs. Neighbors	-917	-3,463	15	-3,478

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Murray County, Georgia, in comparison to at least one of the three referent regions.

Chapter 27. Murray County, Georgia

Industry Group Membership for Murray County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
09	Wood products	F III c iii	no	yes	yes	yes
26	Chemical products	F III c i	no	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B II b ii	yes	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Murray County, Georgia vs. the United States

Groups a, b, and c are from Murray County, Georgia vs. Appalachia

Groups i, ii, and iii are from Murray County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Murray County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Murray County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Murray County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Murray County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

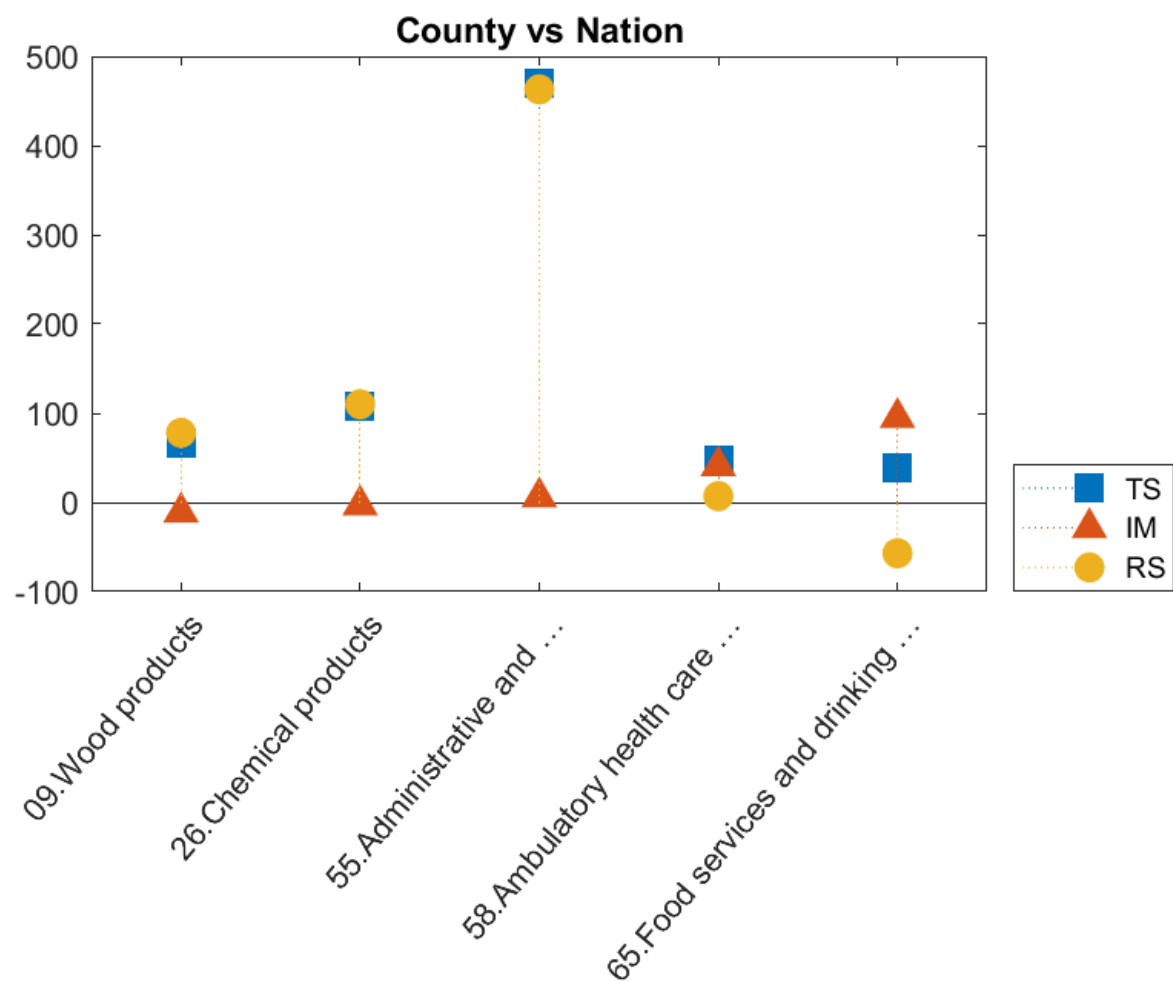
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Murray County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Murray County, Georgia vs the U.S.

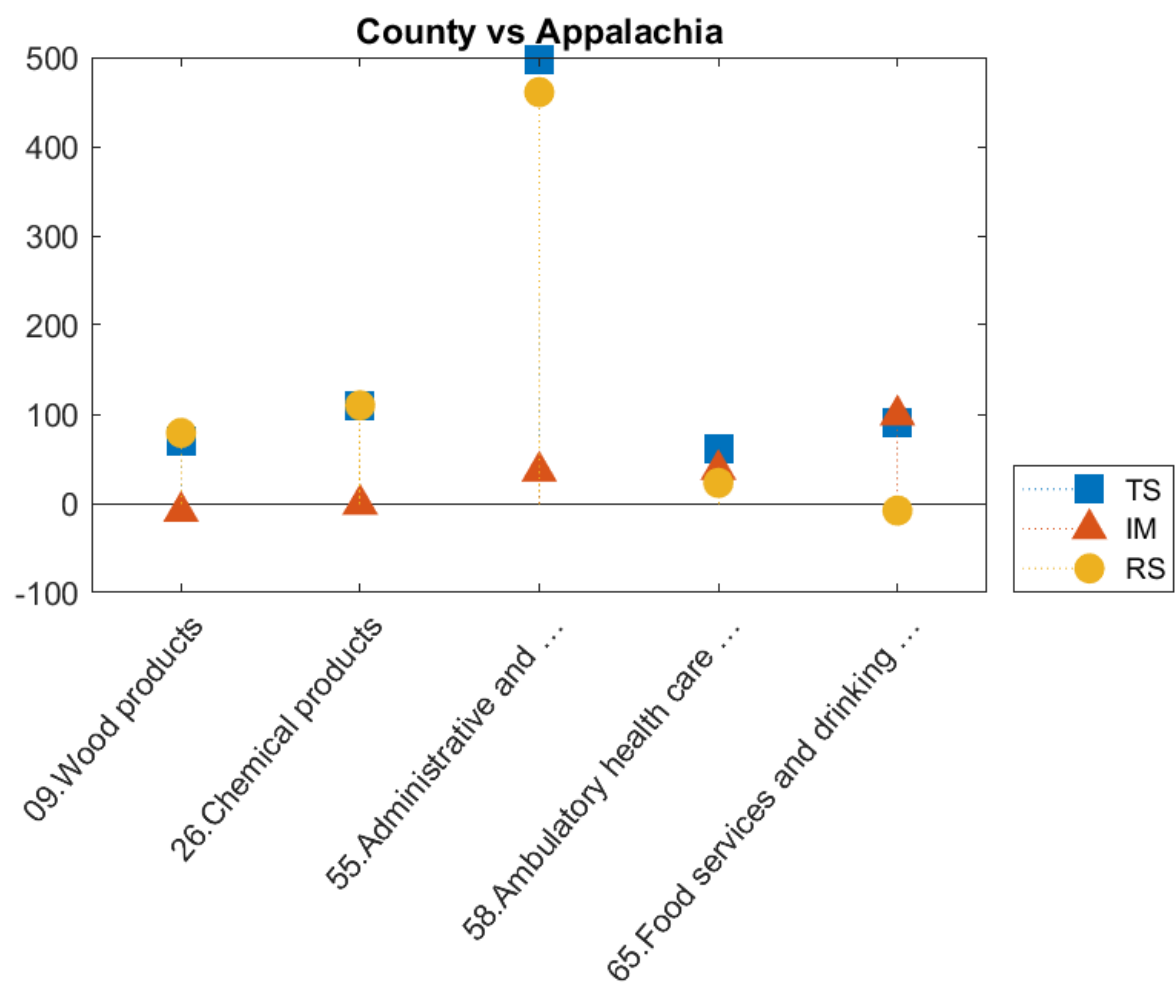


Chapter 27. Murray County, Georgia

Murray County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
09	Wood products	3	67	-11	78	99
26	Chemical products	2	107	-3	110	130
55	Administrative and ...	30	469	6	463	762
58	Ambulatory health care ...	13	48	41	7	179
65	Food services and drinking ...	56	38	95	-57	589

Selected SSA Components for Murray County, Georgia vs the Appalachian Region

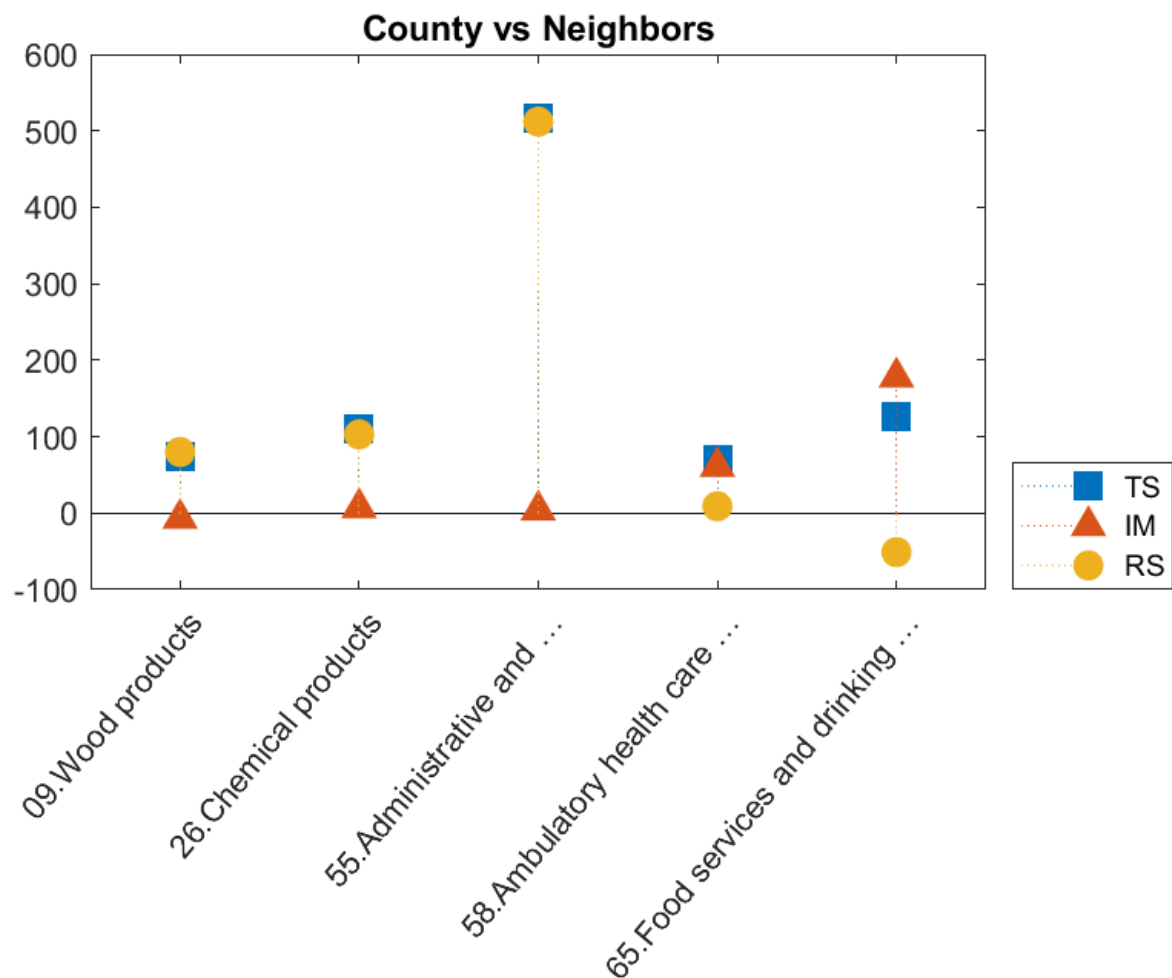


Chapter 27. Murray County, Georgia

Selected SSA Components for Murray County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
09	Wood products	0	70	-9	79	99
26	Chemical products	0	109	-1	110	130
55	Administrative and ...	1	497	36	461	762
58	Ambulatory health care ...	0	61	38	23	179
65	Food services and drinking ...	2	91	99	-8	589

Selected SSA Components for Murray County, Georgia vs Neighbors



Chapter 27. Murray County, Georgia

Selected SSA Components for Murray County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
09	Wood products	-2	73	-7	80	99
26	Chemical products	-1	110	7	103	130
55	Administrative and ...	-18	516	4	512	762
58	Ambulatory health care ...	-8	70	61	9	179
65	Food services and drinking ...	-34	127	178	-51	589

Chapter 28. Paulding County, Georgia

Employment in Paulding County, Georgia, grew from 16,996 in 2005 to 23,946 in 2018, for a change of 6,950, or 40.89%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Paulding County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,917	5,029	-211	5,240
vs. Appalachia	50	6,900	68	6,832
vs. Neighbors	2,746	4,203	358	3,845

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Paulding County, Georgia, in comparison to at least one of the three referent regions.

Chapter 28. Paulding County, Georgia

Industry Group Membership for Paulding County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
10	Nonmetallic mineral prod ...	F III c iv	no	yes	yes	no
12	Fabricated metal products	F III c i	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a iii	no	yes	yes	yes
30	Food and beverage stores	F III c iii	no	yes	yes	yes
31	General merchandise ...	F III c iii	no	yes	yes	yes
32	Other retail	F III c iii	no	yes	yes	yes
53	Miscellaneous profession ...	B V b v	yes	no	yes	no
55	Administrative and ...	A I a iii	yes	yes	yes	yes
57	Educational services	F III a iii	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c iii	no	yes	yes	yes
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Paulding County, Georgia vs. the United States

Groups a, b, and c are from Paulding County, Georgia vs. Appalachia

Groups i, ii, and iii are from Paulding County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Paulding County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Paulding County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Paulding County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Paulding County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

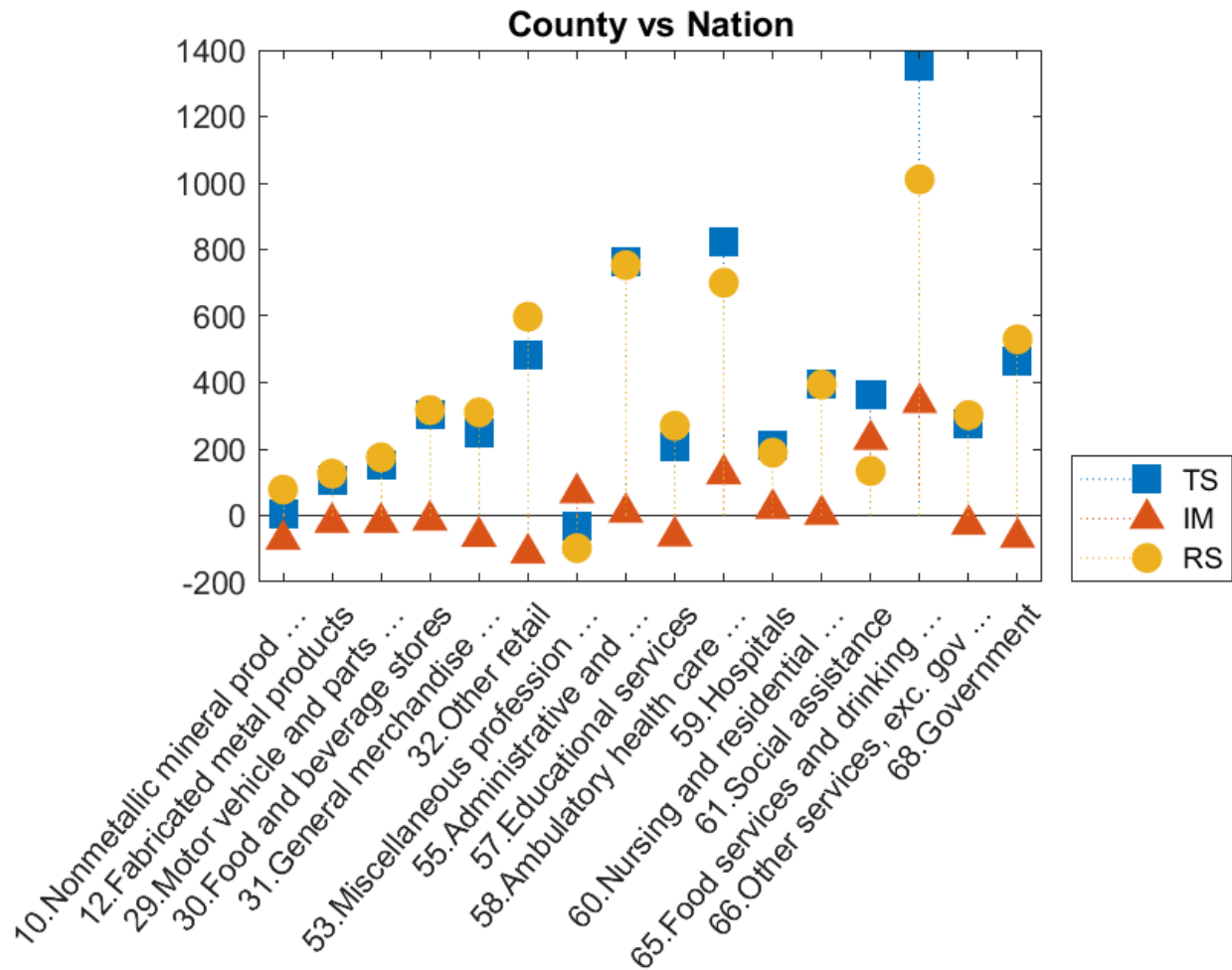
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Paulding County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Paulding County, Georgia vs the U.S.

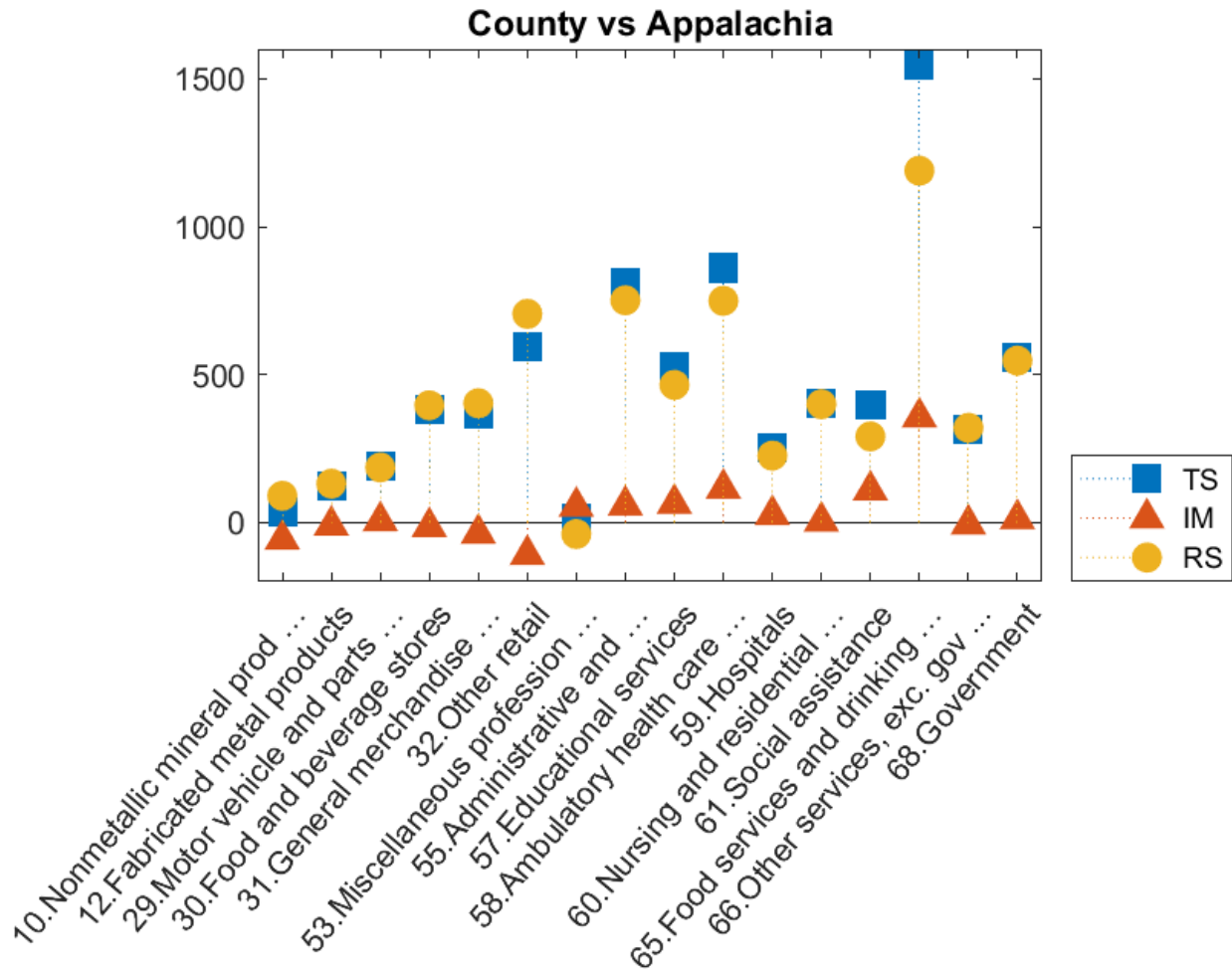


Chapter 28. Paulding County, Georgia

Paulding County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
10	Nonmetallic mineral prod ...	28	6	-72	78	283
12	Fabricated metal products	16	105	-21	126	261
29	Motor vehicle and parts ...	39	154	-21	175	538
30	Food and beverage stores	80	303	-14	317	1,095
31	General merchandise ...	121	247	-63	310	1,446
32	Other retail	113	485	-113	598	1,603
53	Miscellaneous profession ...	46	-30	68	-98	421
55	Administrative and ...	48	762	9	753	1,233
57	Educational services	331	208	-62	270	3,478
58	Ambulatory health care ...	40	825	125	700	1,224
59	Hospitals	44	210	21	189	641
60	Nursing and residential ...	7	397	3	394	469
61	Social assistance	39	362	228	134	749
65	Food services and drinking ...	201	1,350	339	1,011	3,330
66	Other services, exc. gov ...	39	275	-27	302	657
68	Government	98	464	-66	530	1,430

Selected SSA Components for Paulding County, Georgia vs the Appalachian Region

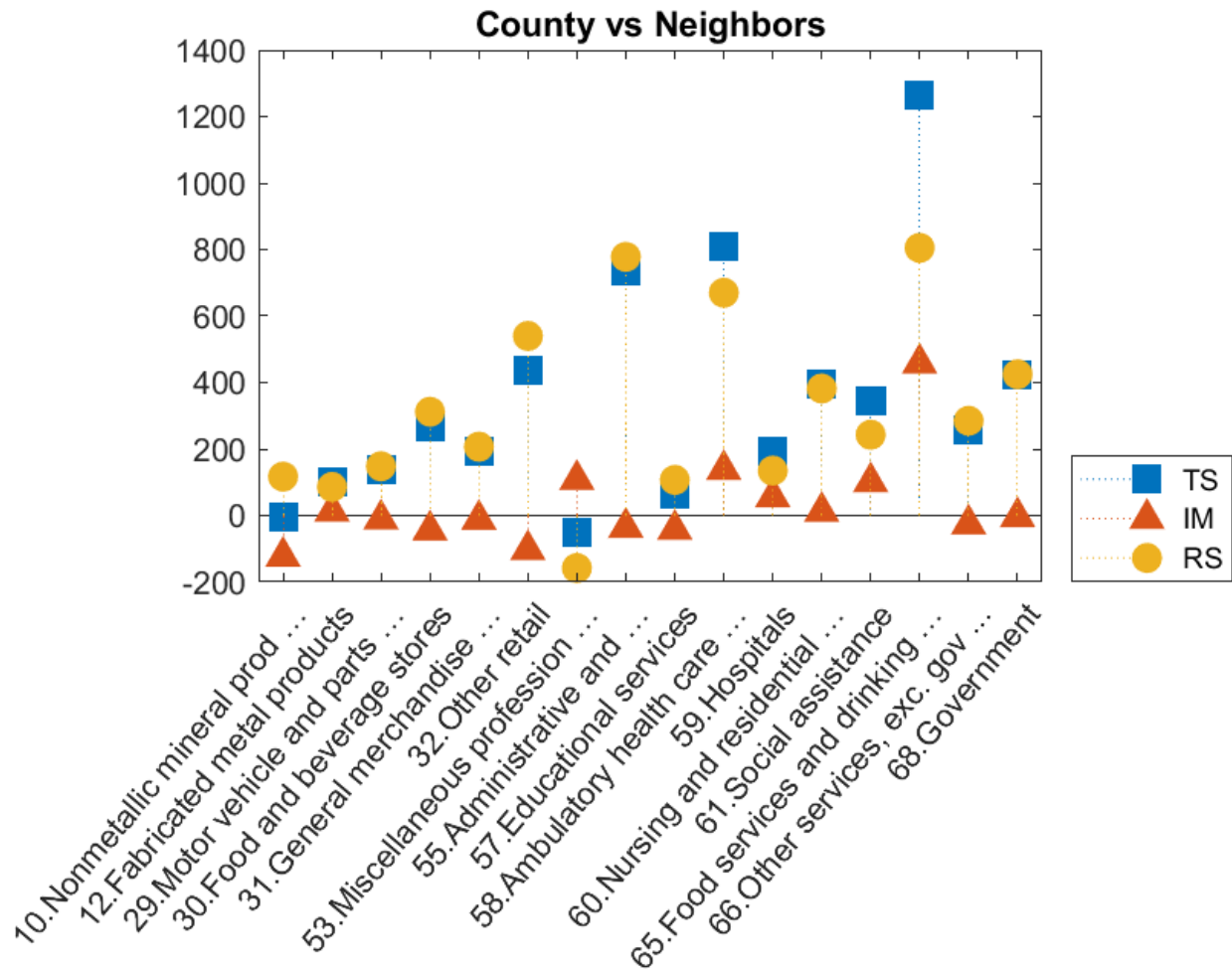


Chapter 28. Paulding County, Georgia

Selected SSA Components for Paulding County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
10	Nonmetallic mineral prod ...	1	33	-57	90	283
12	Fabricated metal products	0	121	-10	131	261
29	Motor vehicle and parts ...	1	191	5	186	538
30	Food and beverage stores	2	381	-15	396	1,095
31	General merchandise ...	4	366	-37	403	1,446
32	Other retail	3	596	-109	705	1,603
53	Miscellaneous profession ...	1	15	54	-39	421
55	Administrative and ...	1	809	58	751	1,233
57	Educational services	10	529	64	465	3,478
58	Ambulatory health care ...	1	864	115	749	1,224
59	Hospitals	1	252	26	226	641
60	Nursing and residential ...	0	404	4	400	469
61	Social assistance	1	400	109	291	749
65	Food services and drinking ...	6	1,545	356	1,189	3,330
66	Other services, exc. gov ...	1	314	-6	320	657
68	Government	3	559	12	547	1,430

Selected SSA Components for Paulding County, Georgia vs Neighbors



Chapter 28. Paulding County, Georgia

Selected SSA Components for Paulding County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
10	Nonmetallic mineral prod ...	40	-6	-123	117	283
12	Fabricated metal products	23	99	13	86	261
29	Motor vehicle and parts ...	56	137	-11	148	538
30	Food and beverage stores	115	268	-44	312	1,095
31	General merchandise ...	174	195	-12	207	1,446
32	Other retail	162	437	-103	540	1,603
53	Miscellaneous profession ...	65	-50	108	-158	421
55	Administrative and ...	68	742	-36	778	1,233
57	Educational services	475	65	-42	107	3,478
58	Ambulatory health care ...	58	808	138	670	1,224
59	Hospitals	63	191	56	135	641
60	Nursing and residential ...	11	394	12	382	469
61	Social assistance	56	344	101	243	749
65	Food services and drinking ...	288	1,263	458	805	3,330
66	Other services, exc. gov ...	55	259	-26	285	657
68	Government	140	421	-4	425	1,430

Chapter 29. Pickens County, Georgia

Employment in Pickens County, Georgia, grew from 7,054 in 2005 to 7,916 in 2018, for a change of 862, or 12.22%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Pickens County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	791	68	-168	236
vs. Appalachia	20	839	-155	994
vs. Neighbors	1,329	-469	-211	-258

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Pickens County, Georgia, in comparison to at least one of the three referent regions.

Chapter 29. Pickens County, Georgia

Industry Group Membership for Pickens County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
10	Nonmetallic mineral prod ...	F III c iii	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
49	Real estate	F I a i	no	yes	yes	yes
53	Miscellaneous profession ...	B N b v	yes	no	yes	no
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
63	Amusements, gambling, ...	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Pickens County, Georgia vs. the United States

Groups a, b, and c are from Pickens County, Georgia vs. Appalachia

Groups i, ii, and iii are from Pickens County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Pickens County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Pickens County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Pickens County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Pickens County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

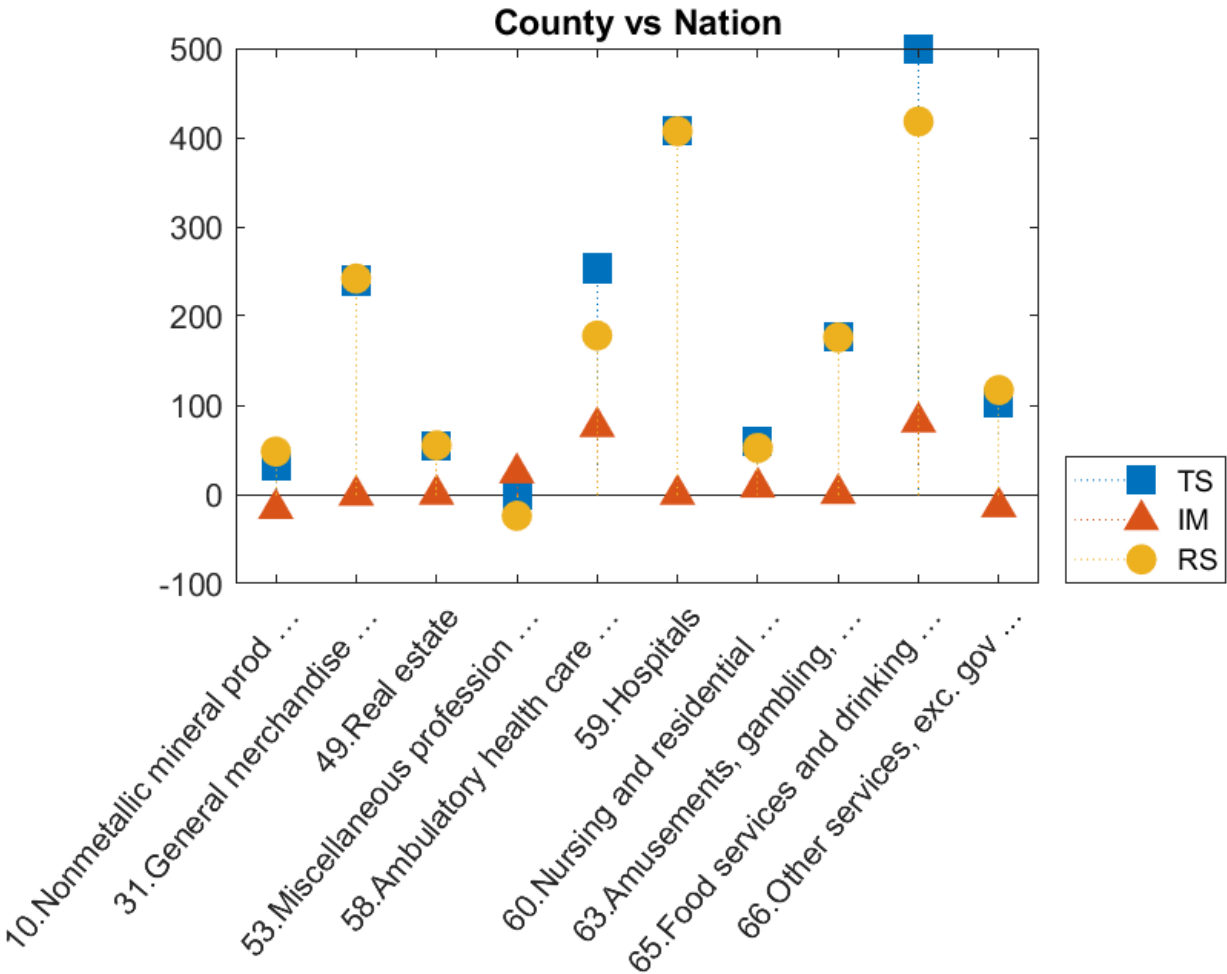
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Pickens County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Pickens County, Georgia vs the U.S.

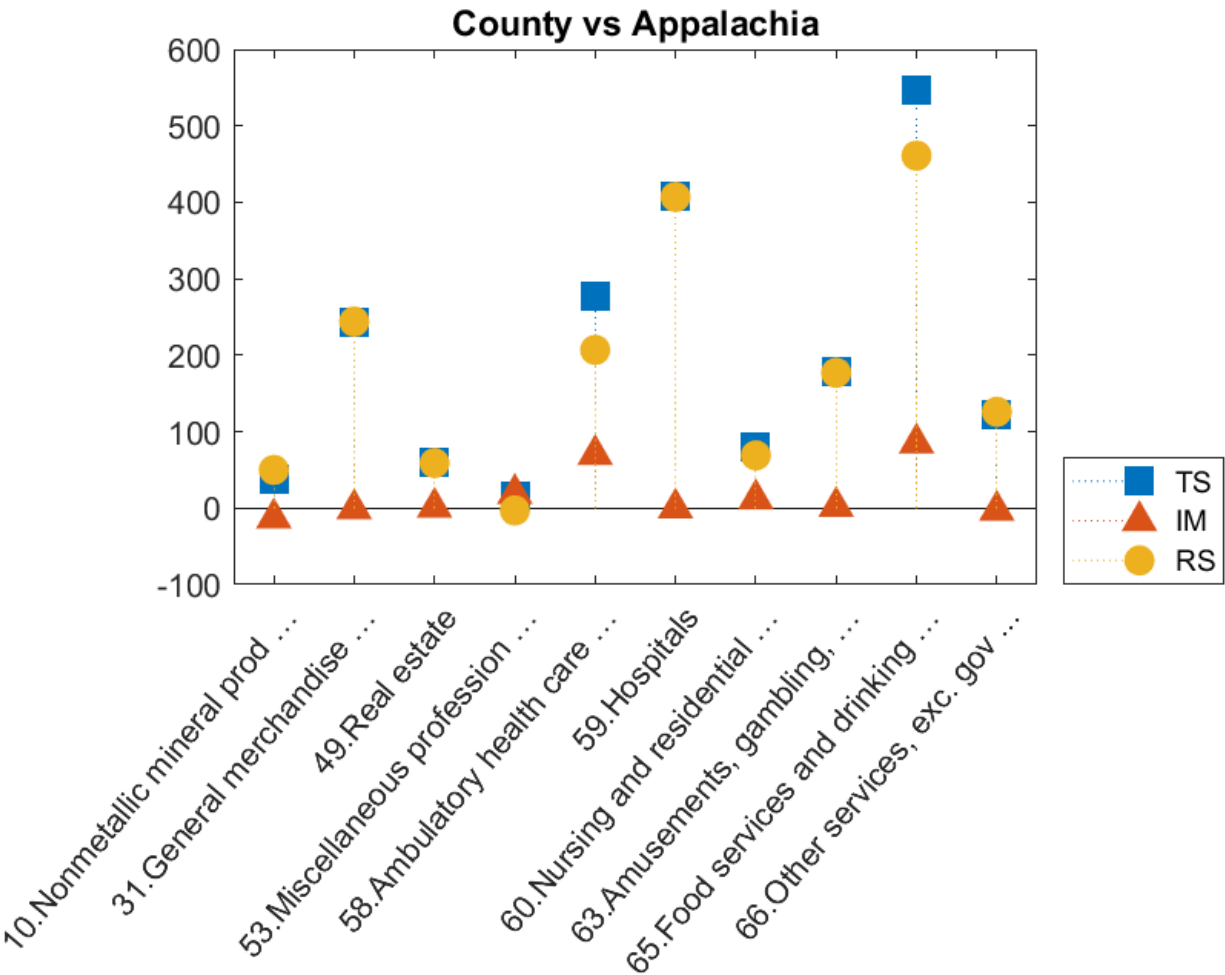


Chapter 29. Pickens County, Georgia

Pickens County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
10	Nonmetallic mineral prod ...	6	32	-16	48	93
31	General merchandise ...	2	241	-1	242	260
49	Real estate	5	55	-0	55	106
53	Miscellaneous profession ...	16	0	24	-24	161
58	Ambulatory health care ...	24	254	76	178	494
59	Hospitals	0	407	0	407	411
60	Nursing and residential ...	21	60	8	52	269
63	Amusements, gambling, ...	2	177	1	176	194
65	Food services and drinking ...	48	499	81	418	972
66	Other services, exc. gov ...	20	103	-14	117	304

Selected SSA Components for Pickens County, Georgia vs the Appalachian Region

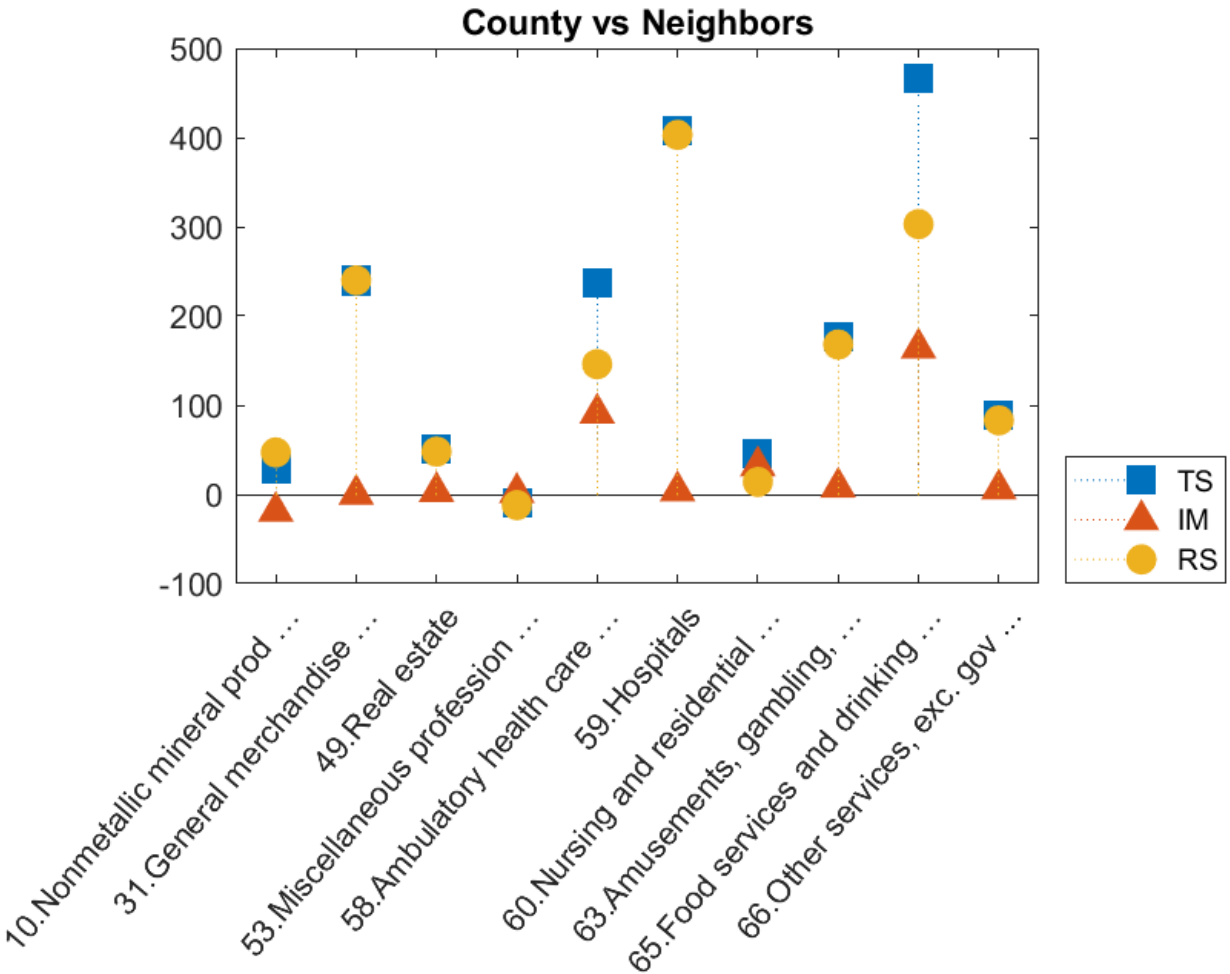


Chapter 29. Pickens County, Georgia

Selected SSA Components for Pickens County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
10	Nonmetallic mineral prod ...	0	37	-13	50	93
31	General merchandise ...	0	243	-1	244	260
49	Real estate	0	60	1	59	106
53	Miscellaneous profession ...	0	16	19	-3	161
58	Ambulatory health care ...	1	277	70	207	494
59	Hospitals	0	407	0	407	411
60	Nursing and residential ...	1	81	12	69	269
63	Amusements, gambling, ...	0	179	2	177	194
65	Food services and drinking ...	1	546	85	461	972
66	Other services, exc. gov ...	1	123	-3	126	304

Selected SSA Components for Pickens County, Georgia vs Neighbors



Chapter 29. Pickens County, Georgia

Selected SSA Components for Pickens County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
10	Nonmetallic mineral prod ...	10	28	-19	47	93
31	General merchandise ...	3	240	-0	240	260
49	Real estate	9	51	3	48	106
53	Miscellaneous profession ...	27	-10	2	-12	161
58	Ambulatory health care ...	41	237	91	146	494
59	Hospitals	1	407	4	403	411
60	Nursing and residential ...	35	46	32	14	269
63	Amusements, gambling, ...	3	176	8	168	194
65	Food services and drinking ...	80	467	164	303	972
66	Other services, exc. gov ...	34	89	6	83	304

Chapter 30. Polk County, Georgia

Employment in Polk County, Georgia, declined from 12,392 in 2005 to 11,214 in 2018, for a change of -1,178, or -9.51%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Polk County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,400	-2,578	-644	-1,934
vs. Appalachia	41	-1,220	-307	-913
vs. Neighbors	587	-1,762	13	-1,775

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Polk County, Georgia, in comparison to at least one of the three referent regions.

Chapter 30. Polk County, Georgia

Industry Group Membership for Polk County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
12	Fabricated metal products	F III c iii	no	yes	yes	yes
13	Machinery	F III c i	no	yes	yes	yes
18	Furniture and related ...	F III c iii	no	yes	yes	yes
21	Textile mills and ...	D I a i	no	yes	yes	yes
27	Plastics and rubber prod...	D III a ii	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
56	Waste management and ...	A I a i	yes	yes	yes	yes
58	Ambulatory health care ...	B V b ii	yes	no	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
65	Food services and drinking ...	B I a ii	yes	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Polk County, Georgia vs. the United States

Groups a, b, and c are from Polk County, Georgia vs. Appalachia

Groups i, ii, and iii are from Polk County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Polk County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Polk County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Polk County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Polk County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

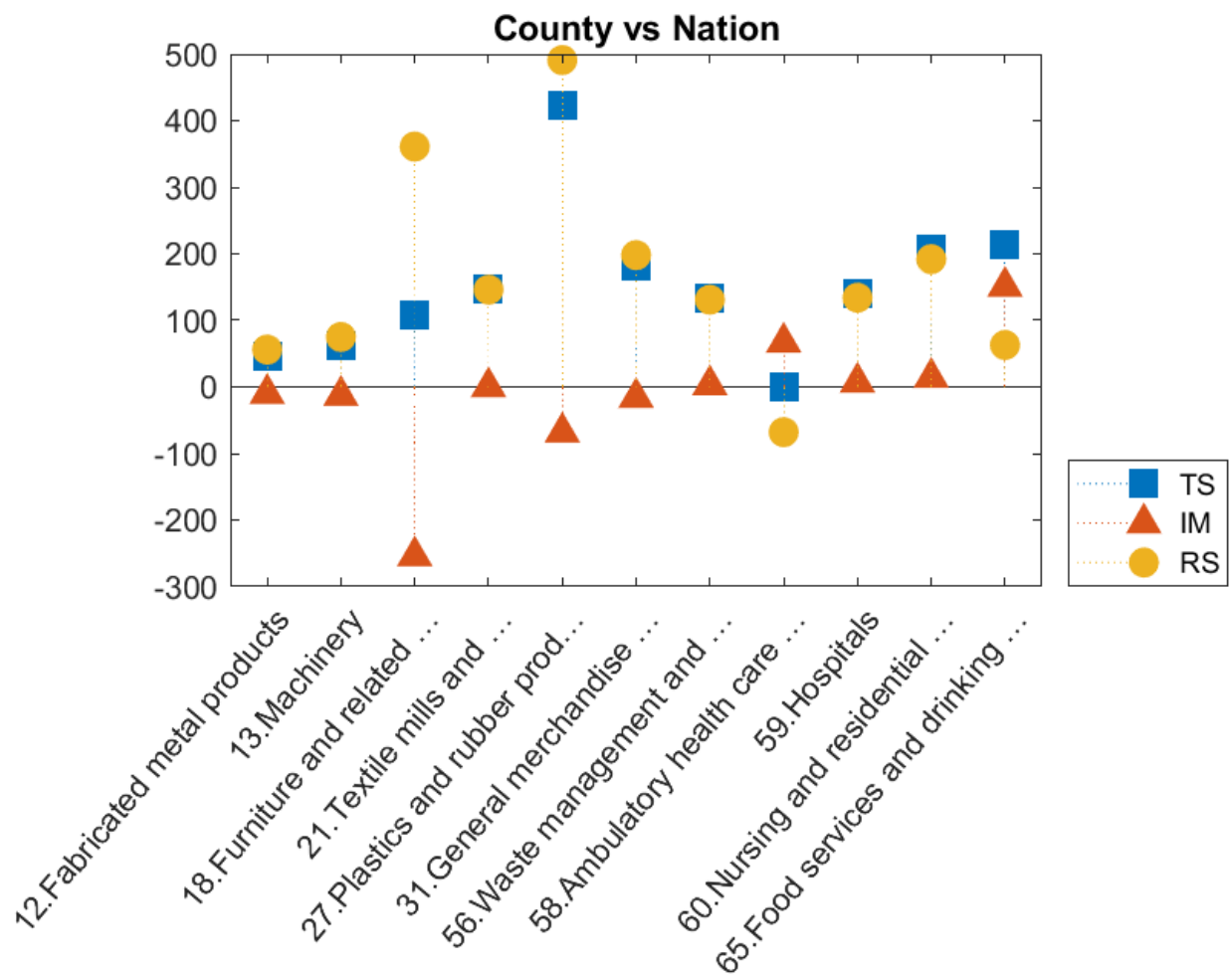
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Polk County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Polk County, Georgia vs the U.S.

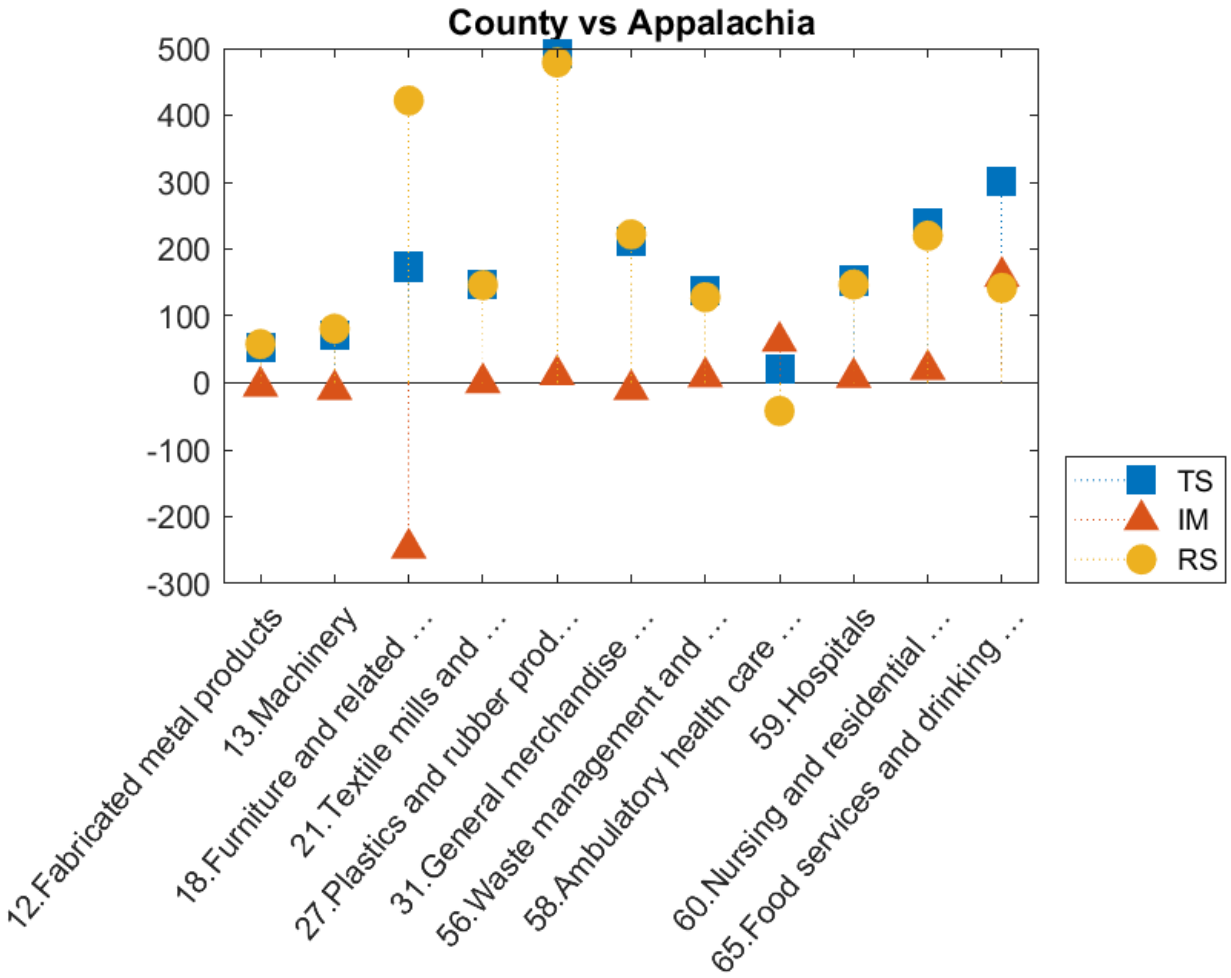


Chapter 30. Polk County, Georgia

Polk County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	8	46	-10	56	123
13	Machinery	9	62	-13	75	148
18	Furniture and related ...	69	107	-254	361	786
21	Textile mills and ...	0	146	0	146	146
27	Plastics and rubber prod...	70	423	-68	491	1,111
31	General merchandise ...	32	182	-16	198	494
56	Waste management and ...	3	134	3	131	167
58	Ambulatory health care ...	22	-1	67	-68	213
59	Hospitals	14	141	7	134	280
60	Nursing and residential ...	36	206	14	192	562
65	Food services and drinking ...	90	214	151	63	1,098

Selected SSA Components for Polk County, Georgia vs the Appalachian Region

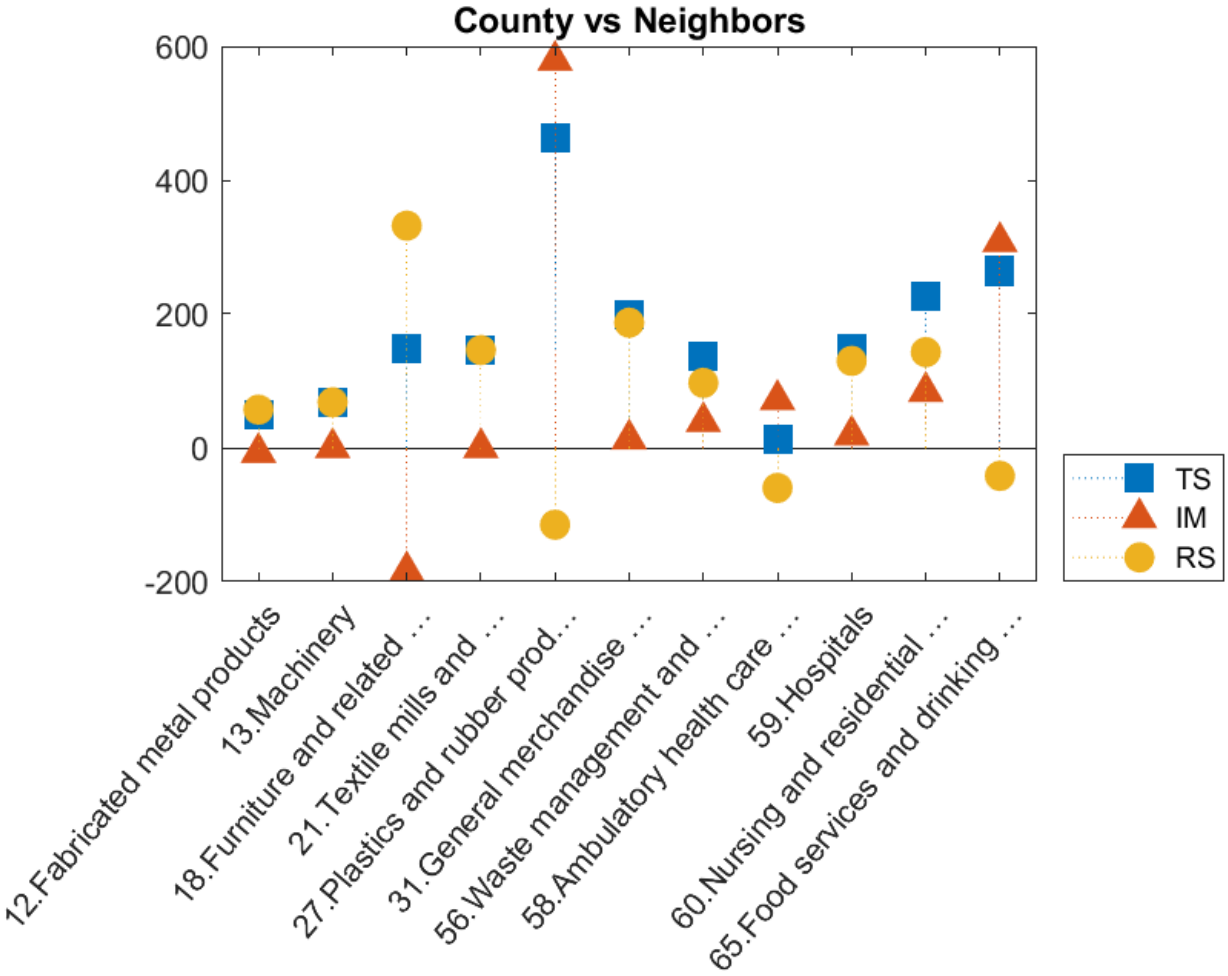


Chapter 30. Polk County, Georgia

Selected SSA Components for Polk County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	0	53	-5	58	123
13	Machinery	0	71	-10	81	148
18	Furniture and related ...	2	175	-247	422	786
21	Textile mills and ...	0	146	0	146	146
27	Plastics and rubber prod...	2	491	12	479	1,111
31	General merchandise ...	1	212	-10	222	494
56	Waste management and ...	0	137	9	128	167
58	Ambulatory health care ...	1	20	62	-42	213
59	Hospitals	0	155	8	147	280
60	Nursing and residential ...	1	240	20	220	562
65	Food services and drinking ...	3	301	159	142	1,098

Selected SSA Components for Polk County, Georgia vs Neighbors



Chapter 30. Polk County, Georgia

Selected SSA Components for Polk County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	3	50	-7	57	123
13	Machinery	4	68	-0	68	148
18	Furniture and related ...	29	148	-184	332	786
21	Textile mills and ...	0	146	0	146	146
27	Plastics and rubber prod...	29	464	579	-115	1,111
31	General merchandise ...	13	200	13	187	494
56	Waste management and ...	1	136	39	97	167
58	Ambulatory health care ...	9	12	72	-60	213
59	Hospitals	6	149	19	130	280
60	Nursing and residential ...	15	227	84	143	562
65	Food services and drinking ...	38	266	308	-42	1,098

Chapter 31. Rabun County, Georgia

Employment in Rabun County, Georgia, declined from 6,561 in 2005 to 5,186 in 2018, for a change of -1,375, or -20.96%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Rabun County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	739	-2,114	-918	-1,196
vs. Appalachia	19	-1,400	-511	-889
vs. Neighbors	-186	-1,186	-688	-498

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Rabun County, Georgia, in comparison to at least one of the three referent regions.

Chapter 31. Rabun County, Georgia

Industry Group Membership for Rabun County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
20	Food and beverage ...	E I c iii	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a i	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
53	Miscellaneous profession ...	B II a ii	yes	yes	yes	yes
55	Administrative and ...	A V e ii	yes	no	no	yes
57	Educational services	F III a i	no	yes	yes	yes
58	Ambulatory health care ...	B II a i	yes	yes	yes	yes
63	Amusements, gambling, ...	B I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Rabun County, Georgia vs. the United States

Groups a, b, and c are from Rabun County, Georgia vs. Appalachia

Groups i, ii, and iii are from Rabun County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Rabun County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Rabun County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Rabun County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Rabun County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

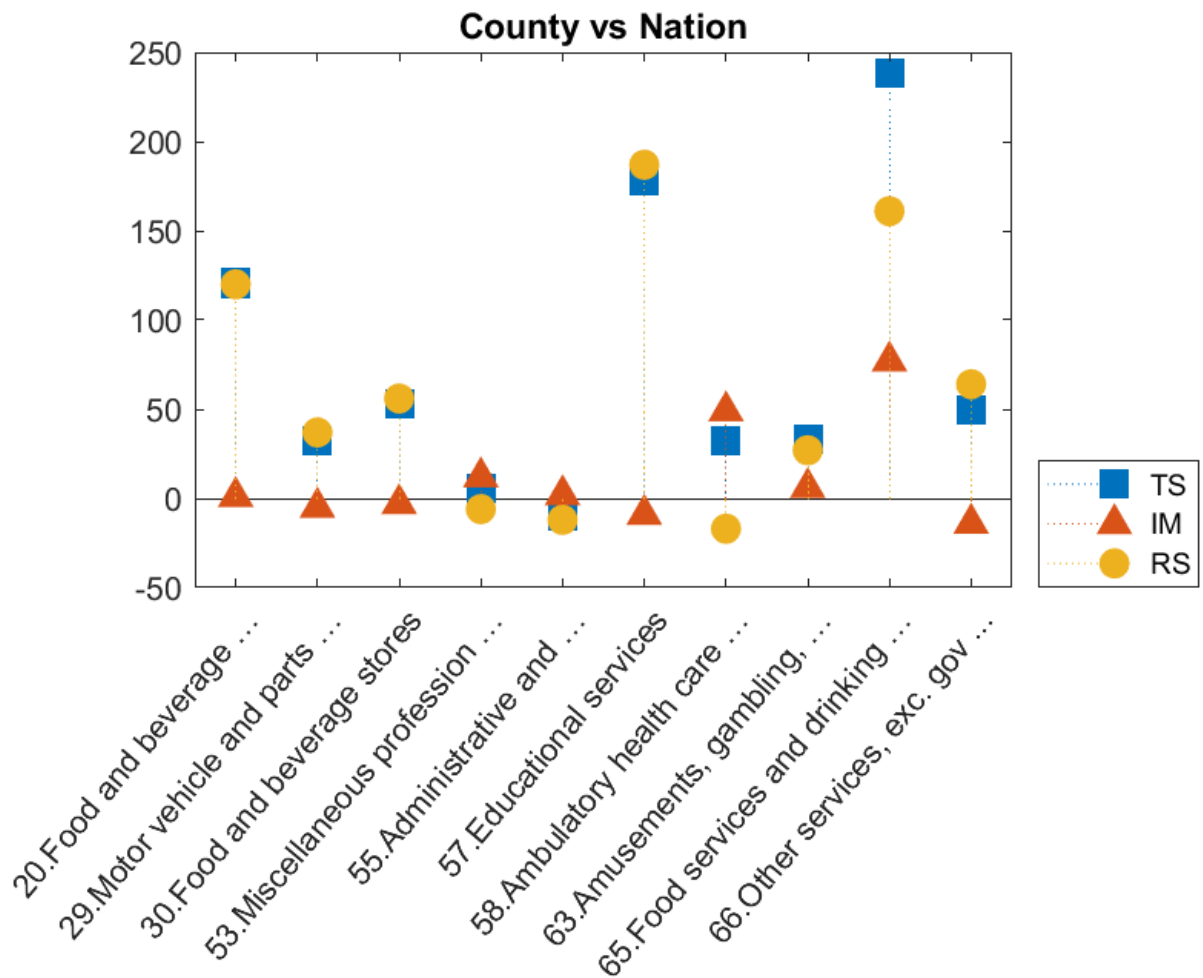
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Rabun County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Rabun County, Georgia vs the U.S.

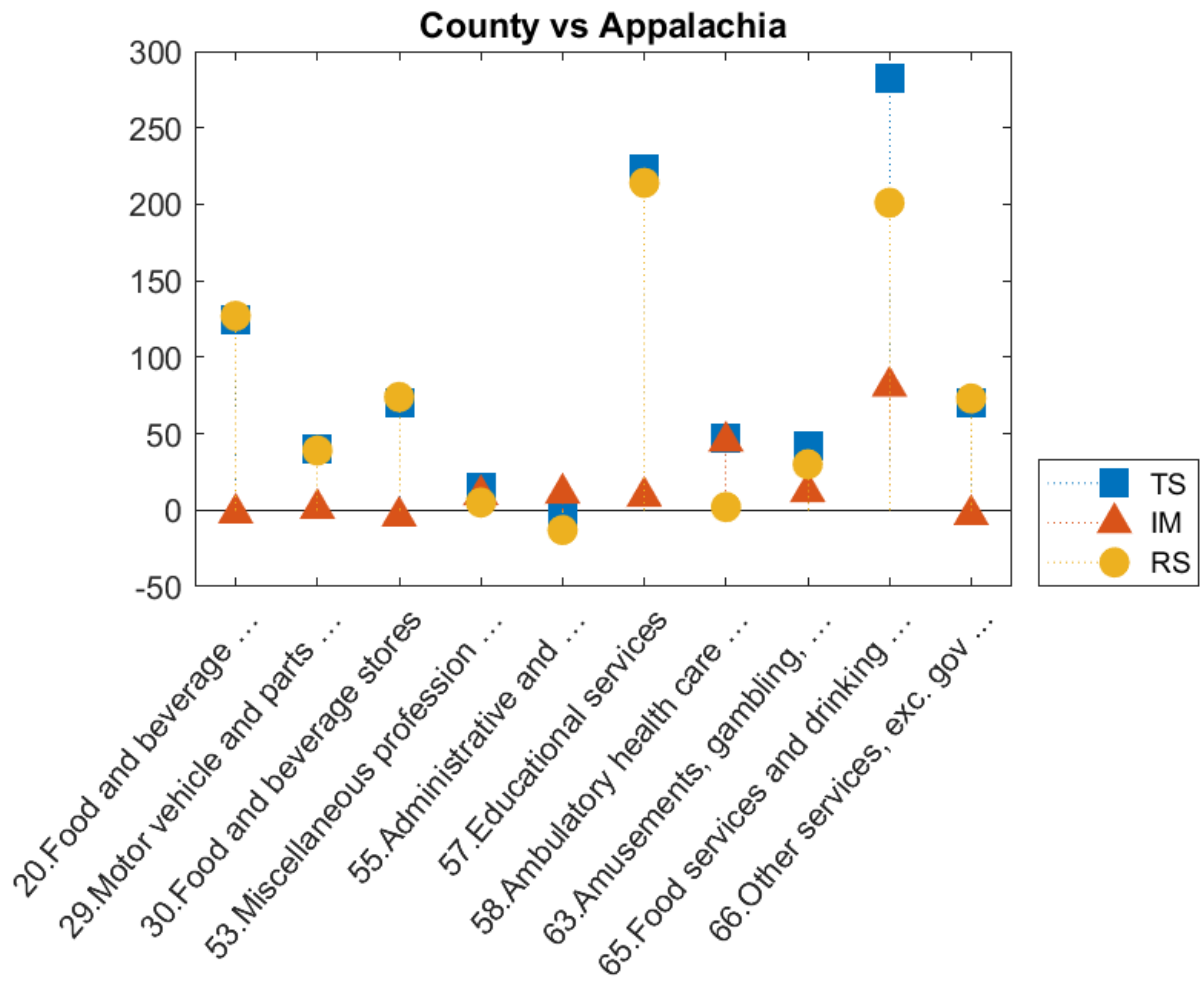


Chapter 31. Rabun County, Georgia

Rabun County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	5	121	1	120	169
29	Motor vehicle and parts ...	9	32	-5	37	121
30	Food and beverage stores	19	53	-3	56	237
53	Miscellaneous profession ...	8	6	12	-6	87
55	Administrative and ...	9	-10	2	-12	83
57	Educational services	46	178	-9	187	631
58	Ambulatory health care ...	16	32	49	-17	189
63	Amusements, gambling, ...	9	33	6	27	120
65	Food services and drinking ...	45	238	77	161	686
66	Other services, exc. gov ...	20	50	-14	64	250

Selected SSA Components for Rabun County, Georgia vs the Appalachian Region

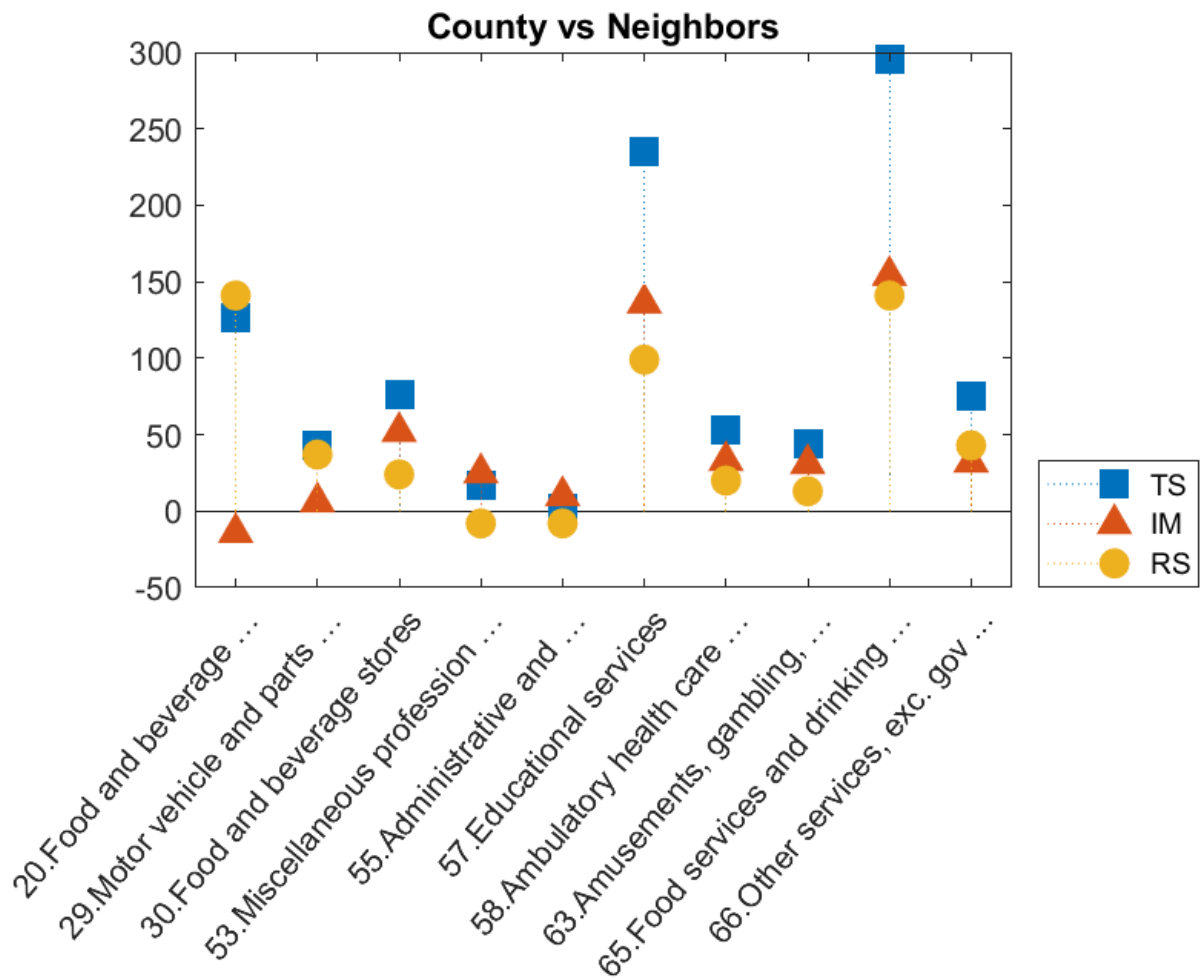


Chapter 31. Rabun County, Georgia

Selected SSA Components for Rabun County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	0	125	-2	127	169
29	Motor vehicle and parts ...	0	40	1	39	121
30	Food and beverage stores	1	70	-4	74	237
53	Miscellaneous profession ...	0	15	10	5	87
55	Administrative and ...	0	-2	11	-13	83
57	Educational services	1	223	9	214	631
58	Ambulatory health care ...	0	47	45	2	189
63	Amusements, gambling, ...	0	42	12	30	120
65	Food services and drinking ...	1	282	81	201	686
66	Other services, exc. gov ...	1	70	-3	73	250

Selected SSA Components for Rabun County, Georgia vs Neighbors



Chapter 31. Rabun County, Georgia

Selected SSA Components for Rabun County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
20	Food and beverage ...	-1	127	-14	141	169
29	Motor vehicle and parts ...	-2	43	6	37	121
30	Food and beverage stores	-5	76	52	24	237
53	Miscellaneous profession ...	-2	17	25	-8	87
55	Administrative and ...	-2	2	10	-8	83
57	Educational services	-12	235	136	99	631
58	Ambulatory health care ...	-4	53	33	20	189
63	Amusements, gambling, ...	-2	44	31	13	120
65	Food services and drinking ...	-12	295	154	141	686
66	Other services, exc. gov ...	-5	75	32	43	250

Chapter 32. Stephens County, Georgia

Employment in Stephens County, Georgia, declined from 10,117 in 2005 to 9,104 in 2018, for a change of -1,013, or -10.01%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Stephens County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,143	-2,157	-732	-1,425
vs. Appalachia	31	-1,049	-396	-653
vs. Neighbors	-71	-933	190	-1,123

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Stephens County, Georgia, in comparison to at least one of the three referent regions.

Chapter 32. Stephens County, Georgia

Industry Group Membership for Stephens County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
13	Machinery	F III c i	no	yes	yes	yes
18	Furniture and related ...	F III c i	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
54	Management of companies ...	A I a i	yes	yes	yes	yes
55	Administrative and ...	A V e ii	yes	no	no	yes
58	Ambulatory health care ...	B V b ii	yes	no	yes	yes
61	Social assistance	B I a i	yes	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Stephens County, Georgia vs. the United States

Groups a, b, and c are from Stephens County, Georgia vs. Appalachia

Groups i, ii, and iii are from Stephens County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Stephens County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Stephens County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Stephens County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Stephens County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

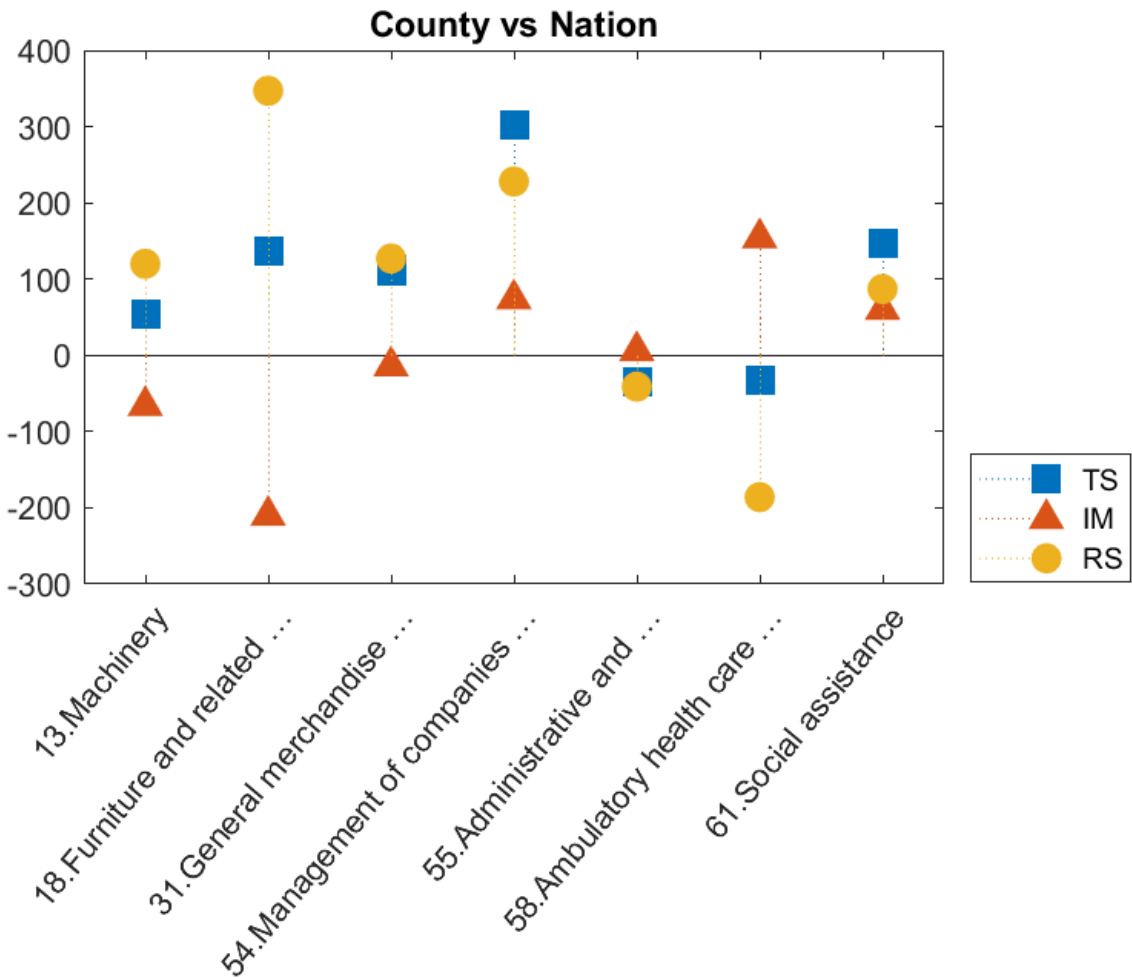
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Stephens County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Stephens County, Georgia vs the U.S.

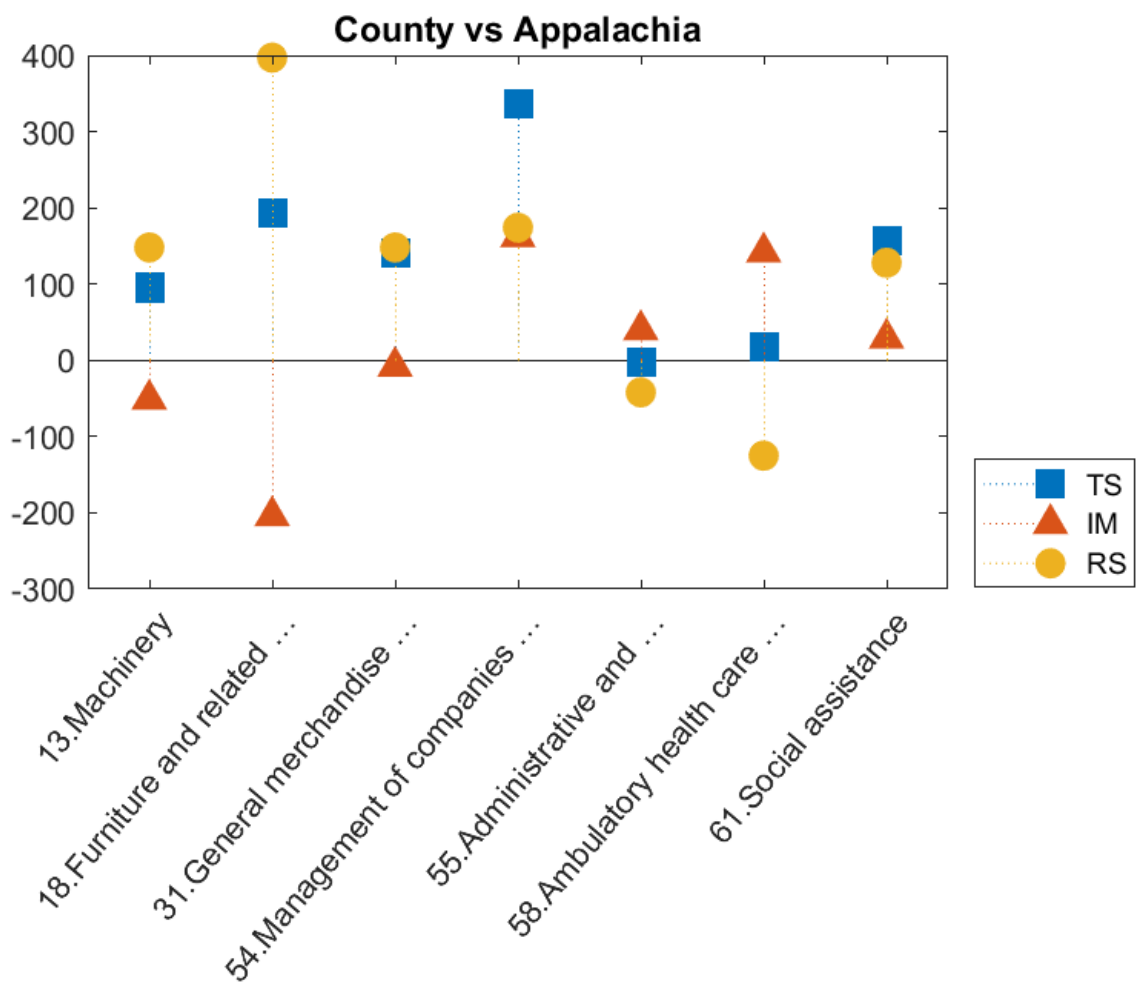


Chapter 32. Stephens County, Georgia

Stephens County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	45	54	-66	120	494
18	Furniture and related ...	57	137	-210	347	698
31	General merchandise ...	27	113	-14	127	383
54	Management of companies ...	36	302	74	228	652
55	Administrative and ...	33	-35	6	-41	292
58	Ambulatory health care ...	50	-32	154	-186	457
61	Social assistance	10	147	60	87	250

Selected SSA Components for Stephens County, Georgia vs the Appalachian Region

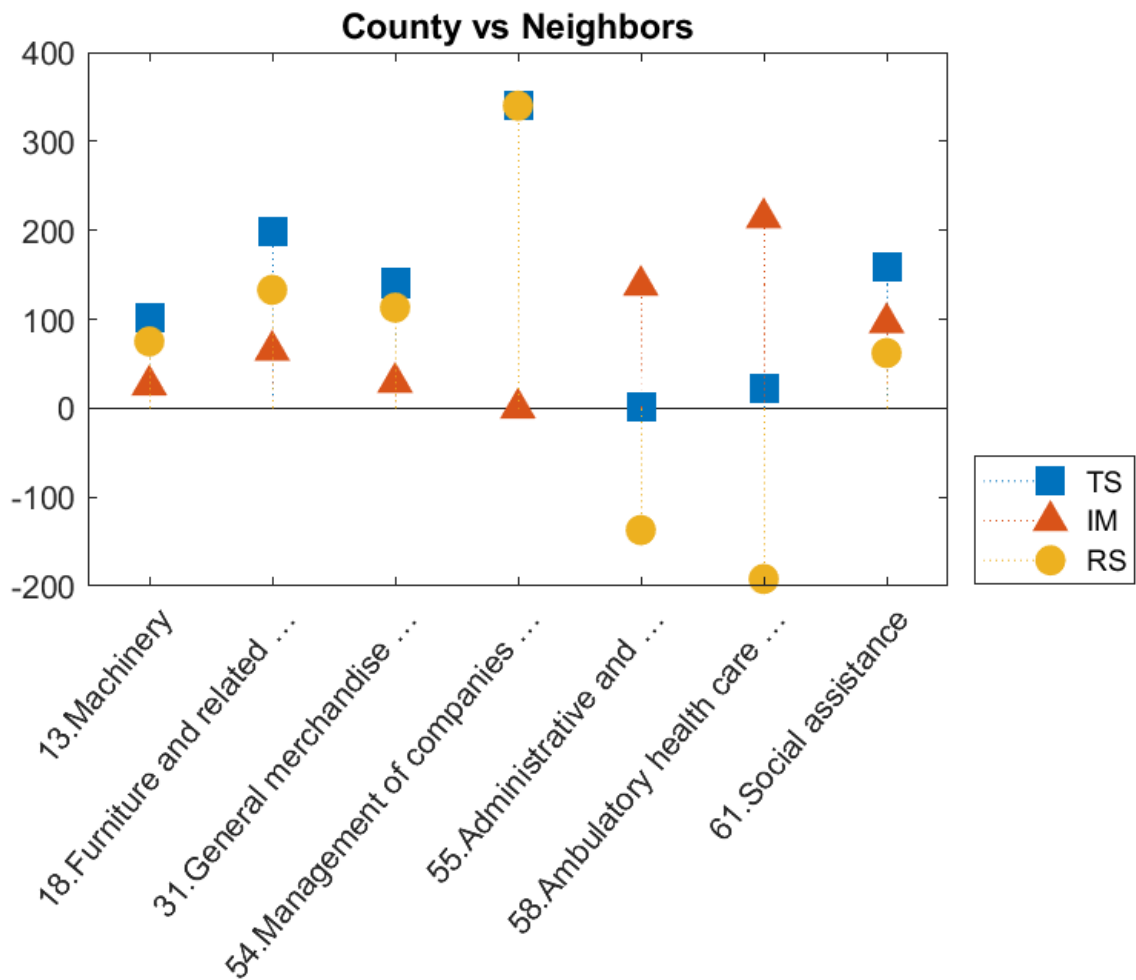


Chapter 32. Stephens County, Georgia

Selected SSA Components for Stephens County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	1	97	-51	148	494
18	Furniture and related ...	2	193	-204	397	698
31	General merchandise ...	1	140	-8	148	383
54	Management of companies ...	1	336	162	174	652
55	Administrative and ...	1	-2	40	-42	292
58	Ambulatory health care ...	1	17	142	-125	457
61	Social assistance	0	157	29	128	250

Selected SSA Components for Stephens County, Georgia vs Neighbors



**Selected SSA Components for Stephens County, Georgia vs Neighbors for
Selected Industries**

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	-3	101	26	75	494
18	Furniture and related ...	-4	198	65	133	698
31	General merchandise ...	-2	142	29	113	383
54	Management of companies ...	-2	340	-0	340	652
55	Administrative and ...	-2	1	138	-137	292
58	Ambulatory health care ...	-3	22	214	-192	457
61	Social assistance	-1	158	96	62	250

Chapter 33. Towns County, Georgia

Employment in Towns County, Georgia, declined from 3,812 in 2005 to 3,314 in 2018, for a change of -498, or -13.06%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Towns County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	428	-925	24	-949
vs. Appalachia	9	-514	109	-623
vs. Neighbors	5	-506	227	-733

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Towns County, Georgia, in comparison to at least one of the three referent regions.

Chapter 33. Towns County, Georgia

Industry Group Membership for Towns County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
15	Electrical equipment, ...	D I a i	no	yes	yes	yes
30	Food and beverage stores	F III c i	no	yes	yes	yes
50	Rental and leasing services ...	D III c i	no	yes	yes	yes
53	Miscellaneous profession ...	B I a i	yes	yes	yes	yes
57	Educational services	F III a i	no	yes	yes	yes
59	Hospitals	E I a ii	no	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
65	Food services and drinking ...	B I a ii	yes	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Towns County, Georgia vs. the United States

Groups a, b, and c are from Towns County, Georgia vs. Appalachia

Groups i, ii, and iii are from Towns County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Towns County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Towns County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Towns County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Towns County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

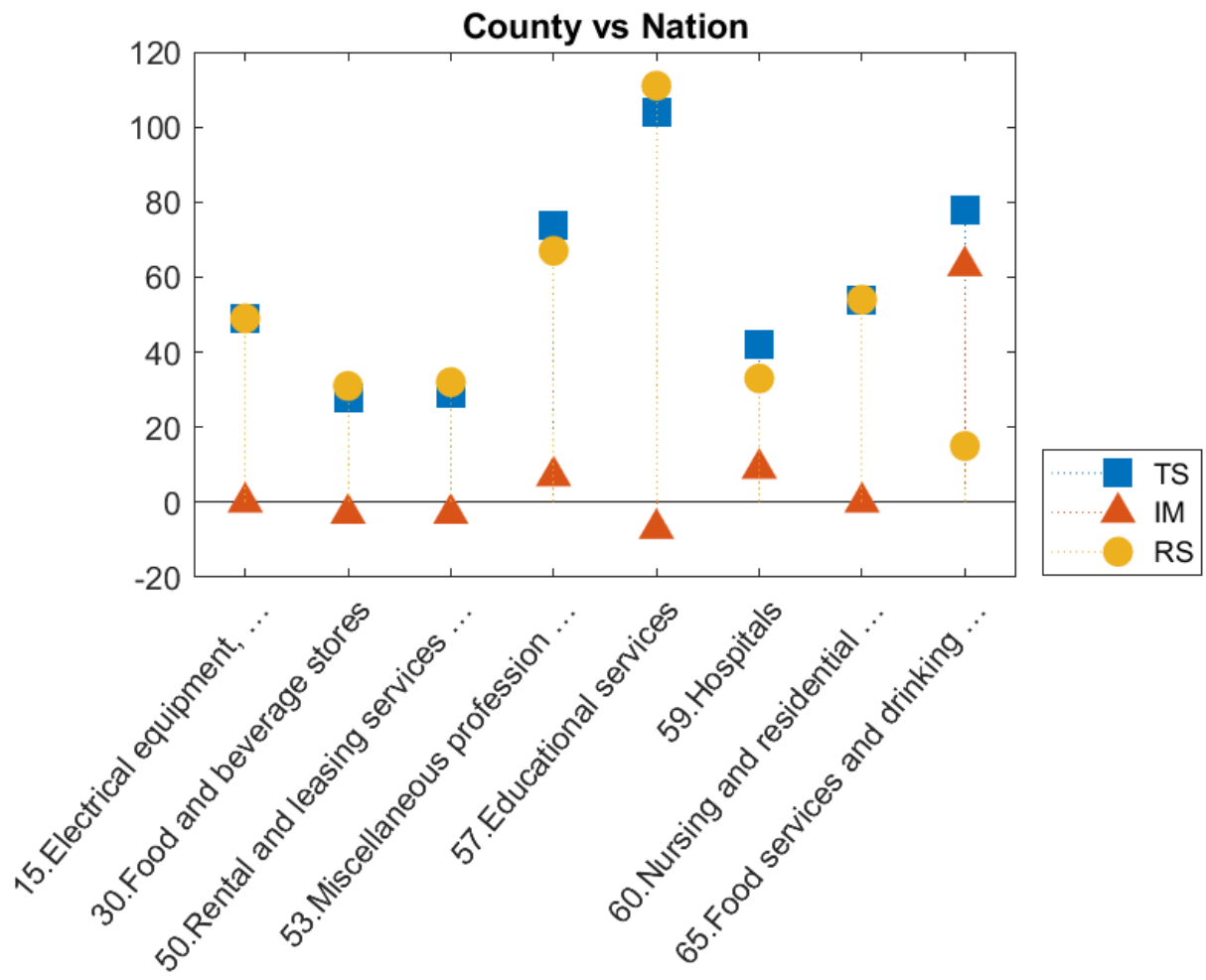
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Towns County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Towns County, Georgia vs the U.S.

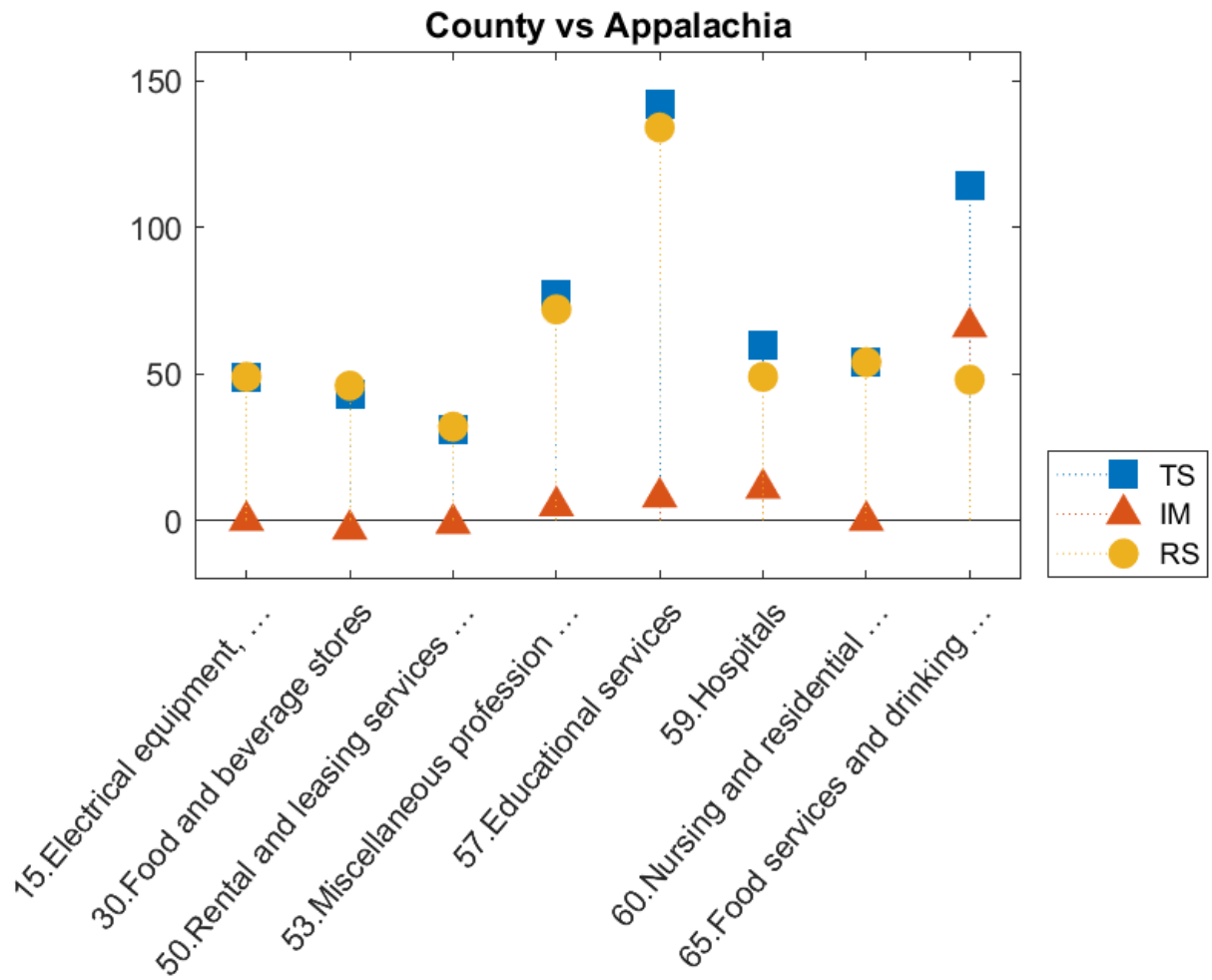


Chapter 33. Towns County, Georgia

Towns County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
15	Electrical equipment, ...	0	49	0	49	49
30	Food and beverage stores	15	28	-3	31	179
50	Rental and leasing services ...	1	29	-3	32	42
53	Miscellaneous profession ...	5	74	7	67	118
57	Educational services	40	104	-7	111	496
59	Hospitals	19	42	9	33	229
60	Nursing and residential ...	0	54	0	54	54
65	Food services and drinking ...	37	78	63	15	444

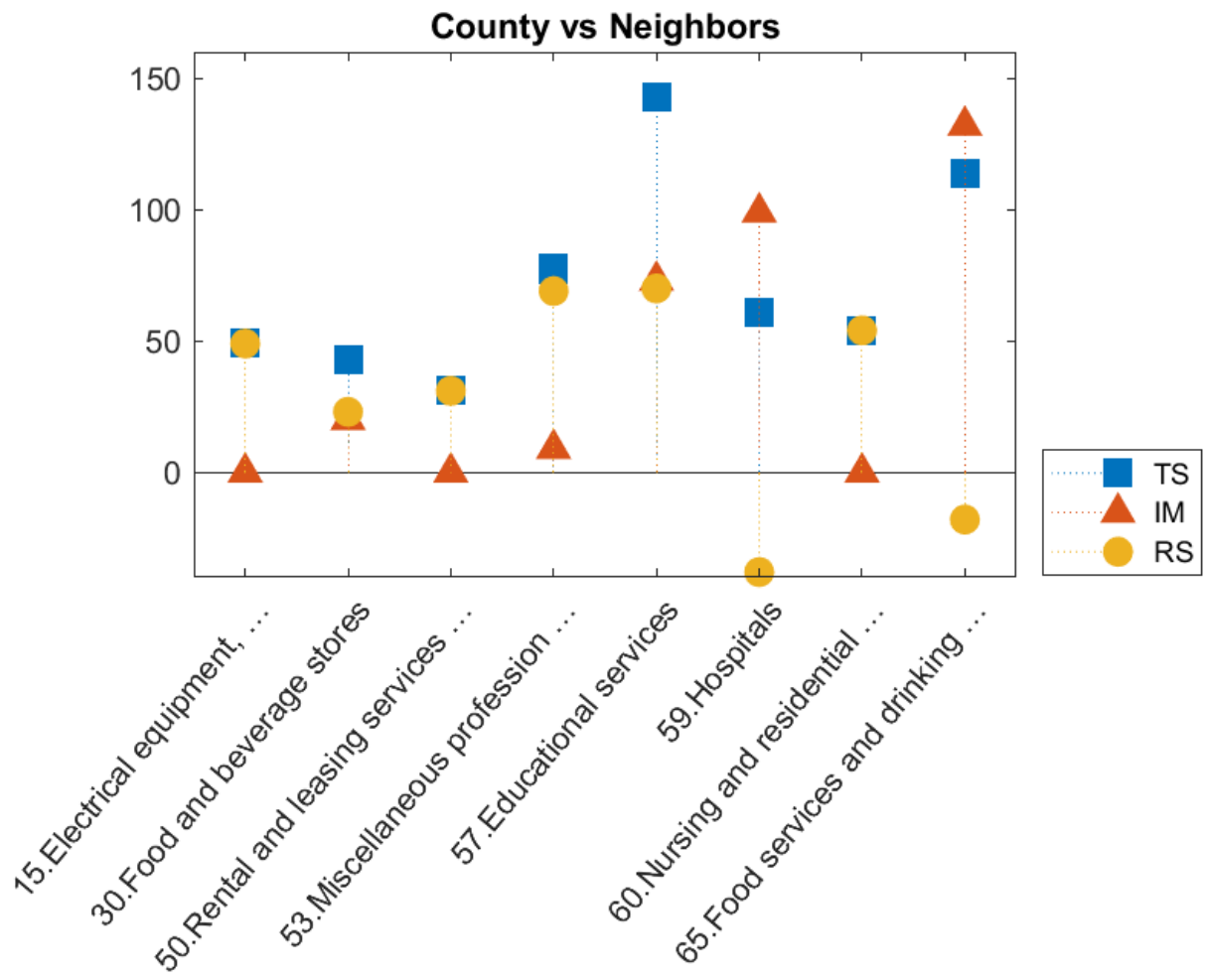
Selected SSA Components for Towns County, Georgia vs the Appalachian Region



Selected SSA Components for Towns County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
15	Electrical equipment, ...	0	49	0	49	49
30	Food and beverage stores	0	43	-3	46	179
50	Rental and leasing services ...	0	31	-1	32	42
53	Miscellaneous profession ...	0	77	5	72	118
57	Educational services	1	142	8	134	496
59	Hospitals	1	60	11	49	229
60	Nursing and residential ...	0	54	0	54	54
65	Food services and drinking ...	1	114	66	48	444

Selected SSA Components for Towns County, Georgia vs Neighbors



Selected SSA Components for Towns County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
15	Electrical equipment, ...	0	49	0	49	49
30	Food and beverage stores	0	43	20	23	179
50	Rental and leasing services ...	0	31	0	31	42
53	Miscellaneous profession ...	0	78	9	69	118
57	Educational services	1	143	73	70	496
59	Hospitals	0	61	99	-38	229
60	Nursing and residential ...	0	54	0	54	54
65	Food services and drinking ...	1	114	132	-18	444

Chapter 34. Union County, Georgia

Employment in Union County, Georgia, grew from 6,029 in 2005 to 6,783 in 2018, for a change of 754, or 12.51%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Union County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	675	76	20	56
vs. Appalachia	16	734	125	609
vs. Neighbors	277	486	592	-106

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Union County, Georgia, in comparison to at least one of the three referent regions.

Chapter 34. Union County, Georgia

Industry Group Membership for Union County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
12	Fabricated metal products	F III c iii	no	yes	yes	yes
29	Motor vehicle and parts ...	F III a iii	no	yes	yes	yes
30	Food and beverage stores	F III c iii	no	yes	yes	yes
31	General merchandise ...	F III c iii	no	yes	yes	yes
45	Federal Reserve banks, ...	F III c iii	no	yes	yes	yes
55	Administrative and ...	A V b v	yes	no	yes	no
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
59	Hospitals	E I a i	no	yes	yes	yes
61	Social assistance	B II a i	yes	yes	yes	yes
65	Food services and drinking ...	B V b v	yes	no	yes	no
68	Government	F III a iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Union County, Georgia vs. the United States

Groups a, b, and c are from Union County, Georgia vs. Appalachia

Groups i, ii, and iii are from Union County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Union County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Union County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Union County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Union County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

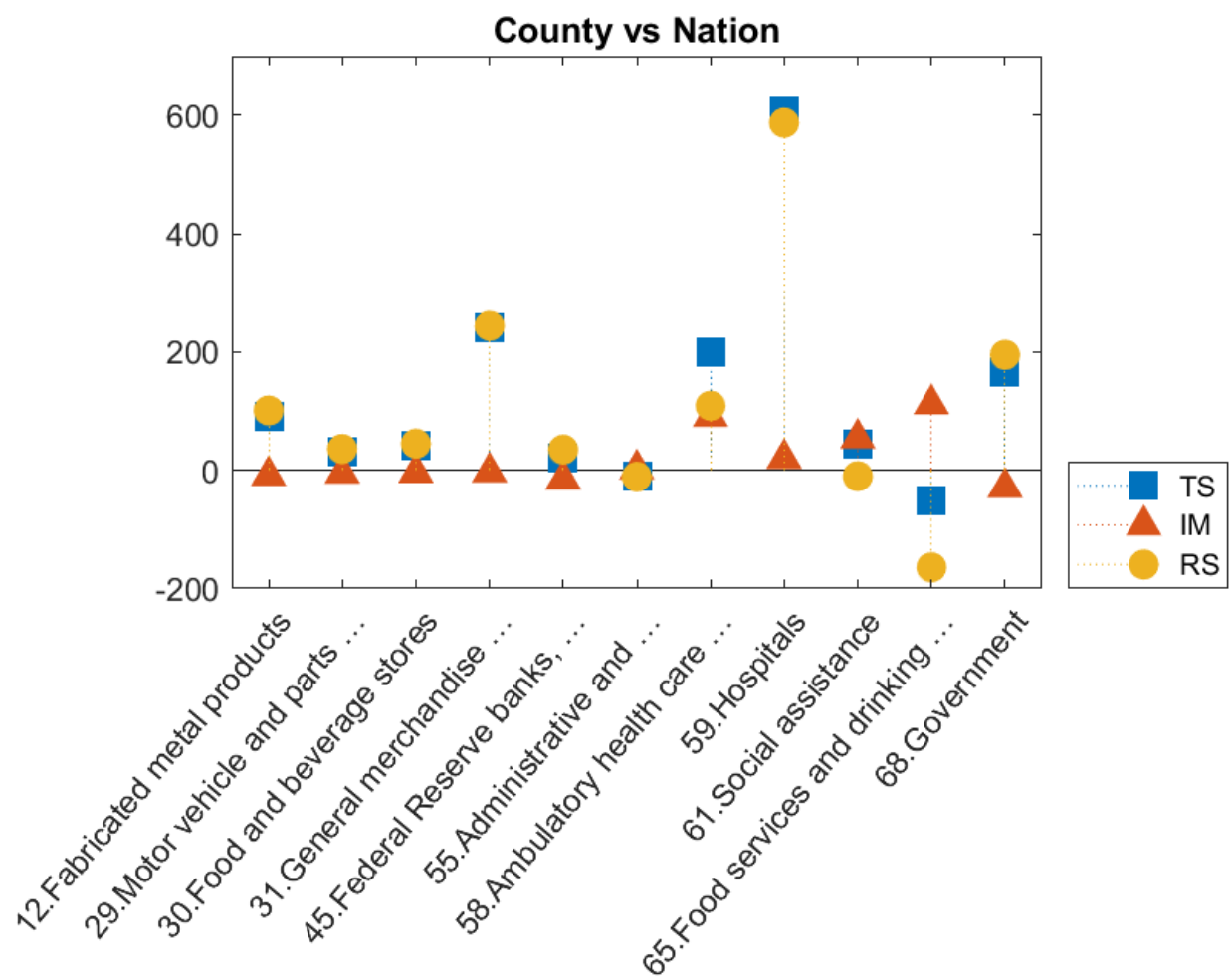
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Union County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Union County, Georgia vs the U.S.

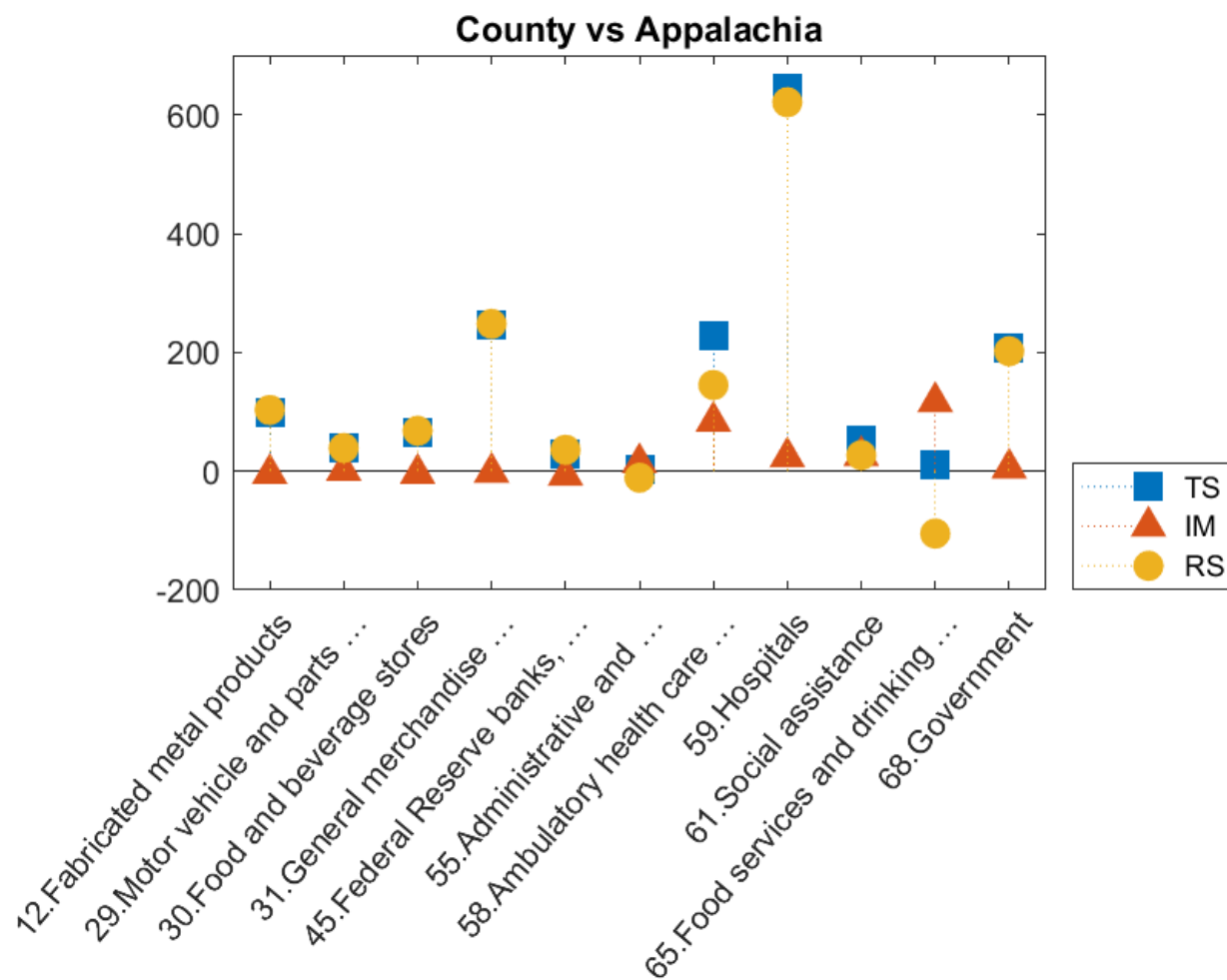


Chapter 34. Union County, Georgia

Union County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	7	92	-9	101	159
29	Motor vehicle and parts ...	8	31	-5	36	114
30	Food and beverage stores	23	41	-4	45	271
31	General merchandise ...	6	241	-3	244	303
45	Federal Reserve banks, ...	9	20	-15	35	107
55	Administrative and ...	11	-9	2	-11	104
58	Ambulatory health care ...	29	200	91	109	489
59	Hospitals	40	607	20	587	1,001
61	Social assistance	9	44	54	-10	135
65	Food services and drinking ...	66	-52	112	-164	600
68	Government	43	166	-29	195	586

Selected SSA Components for Union County, Georgia vs the Appalachian Region

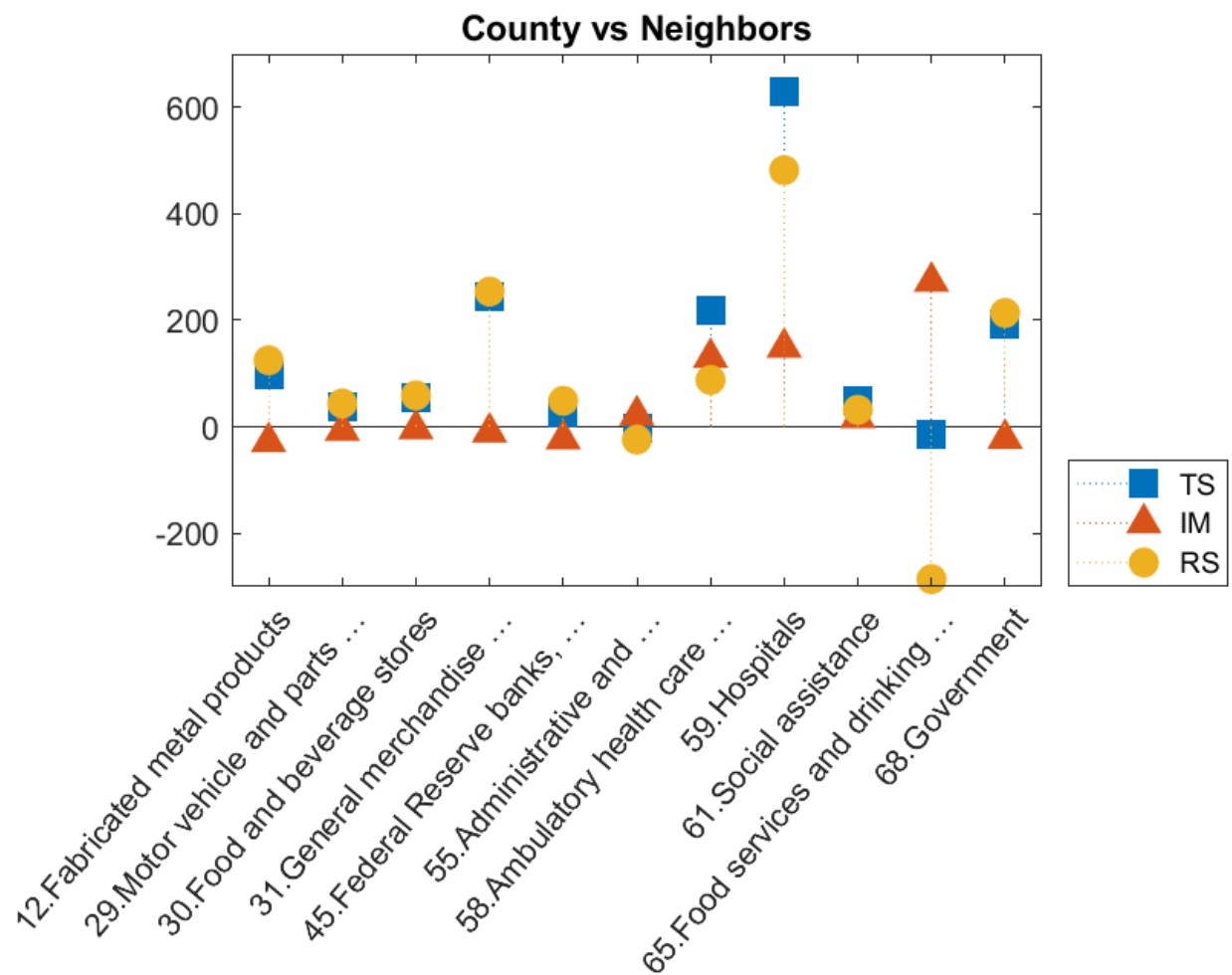


Chapter 34. Union County, Georgia

Selected SSA Components for Union County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	0	99	-4	103	159
29	Motor vehicle and parts ...	0	40	1	39	114
30	Food and beverage stores	1	64	-4	68	271
31	General merchandise ...	0	246	-2	248	303
45	Federal Reserve banks, ...	0	29	-7	36	107
55	Administrative and ...	0	3	14	-11	104
58	Ambulatory health care ...	1	229	84	145	489
59	Hospitals	1	645	24	621	1,001
61	Social assistance	0	53	26	27	135
65	Food services and drinking ...	2	12	117	-105	600
68	Government	1	207	5	202	586

Selected SSA Components for Union County, Georgia vs Neighbors



Chapter 34. Union County, Georgia

Selected SSA Components for Union County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
12	Fabricated metal products	3	97	-28	125	159
29	Motor vehicle and parts ...	3	37	-7	44	114
30	Food and beverage stores	9	55	-4	59	271
31	General merchandise ...	3	244	-10	254	303
45	Federal Reserve banks, ...	4	26	-23	49	107
55	Administrative and ...	5	-2	22	-24	104
58	Ambulatory health care ...	12	218	130	88	489
59	Hospitals	16	631	149	482	1,001
61	Social assistance	4	49	17	32	135
65	Food services and drinking ...	27	-13	273	-286	600
68	Government	17	192	-22	214	586

Chapter 35. Walker County, Georgia

Employment in Walker County, Georgia, declined from 14,548 in 2005 to 13,174 in 2018, for a change of -1,374, or -9.44%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Walker County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	1,639	-3,010	-1,990	-1,020
vs. Appalachia	46	-1,420	-1,016	-404
vs. Neighbors	-583	-787	809	-1,596

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Walker County, Georgia, in comparison to at least one of the three referent regions.

Chapter 35. Walker County, Georgia

Industry Group Membership for Walker County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
13	Machinery	F III c iii	no	yes	yes	yes
16	Motor vehicles, bodies ...	C III a ii	yes	yes	yes	yes
17	Other transportation ...	F I a i	no	yes	yes	yes
47	Insurance carriers and ...	F III c iii	no	yes	yes	yes
53	Miscellaneous profession ...	B I a iii	yes	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
61	Social assistance	B I a i	yes	yes	yes	yes
62	Performing arts, spectator ...	B II b i	yes	yes	yes	yes
65	Food services and drinking ...	B II b ii	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c ii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Walker County, Georgia vs. the United States

Groups a, b, and c are from Walker County, Georgia vs. Appalachia

Groups i, ii, and iii are from Walker County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Walker County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Walker County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Walker County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Walker County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

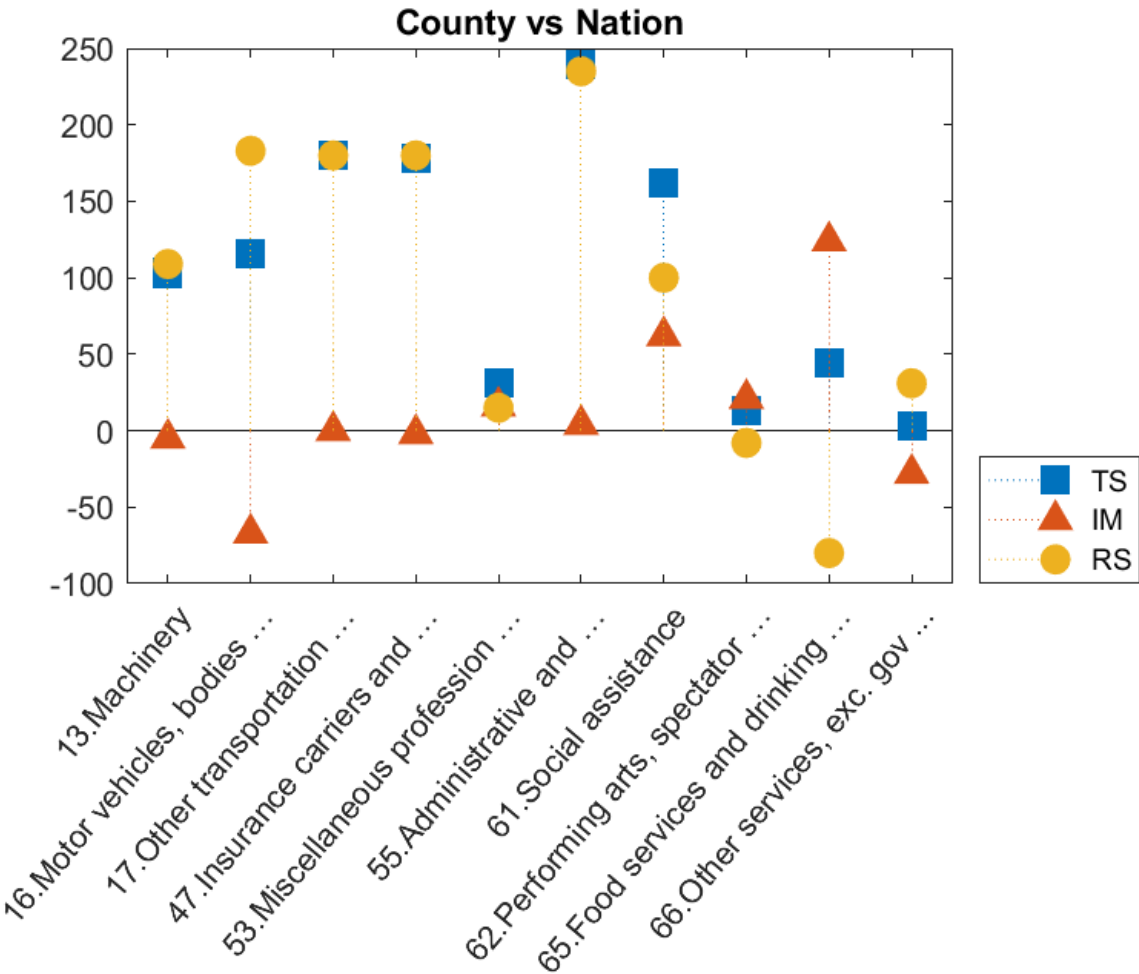
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Walker County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Walker County, Georgia vs the U.S.

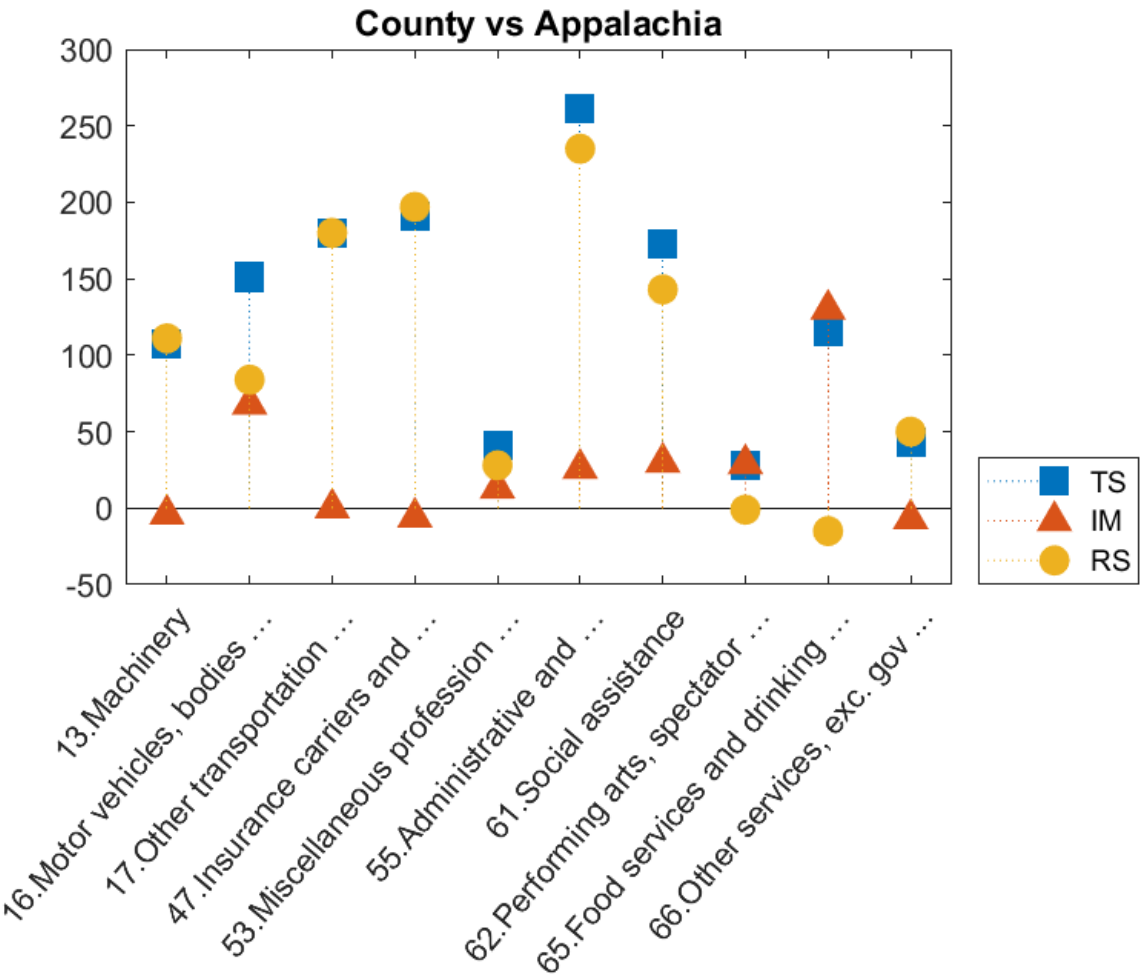


Chapter 35. Walker County, Georgia

Walker County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	4	104	-5	109	139
16	Motor vehicles, bodies ...	37	116	-67	183	485
17	Other transportation ...	0	180	0	180	180
47	Insurance carriers and ...	13	178	-2	180	303
53	Miscellaneous profession ...	11	31	16	15	136
55	Administrative and ...	21	239	4	235	451
61	Social assistance	11	162	62	100	268
62	Performing arts, spectator ...	15	13	21	-8	164
65	Food services and drinking ...	73	44	124	-80	767
66	Other services, exc. gov ...	41	3	-28	31	408

Selected SSA Components for Walker County, Georgia vs the Appalachian Region

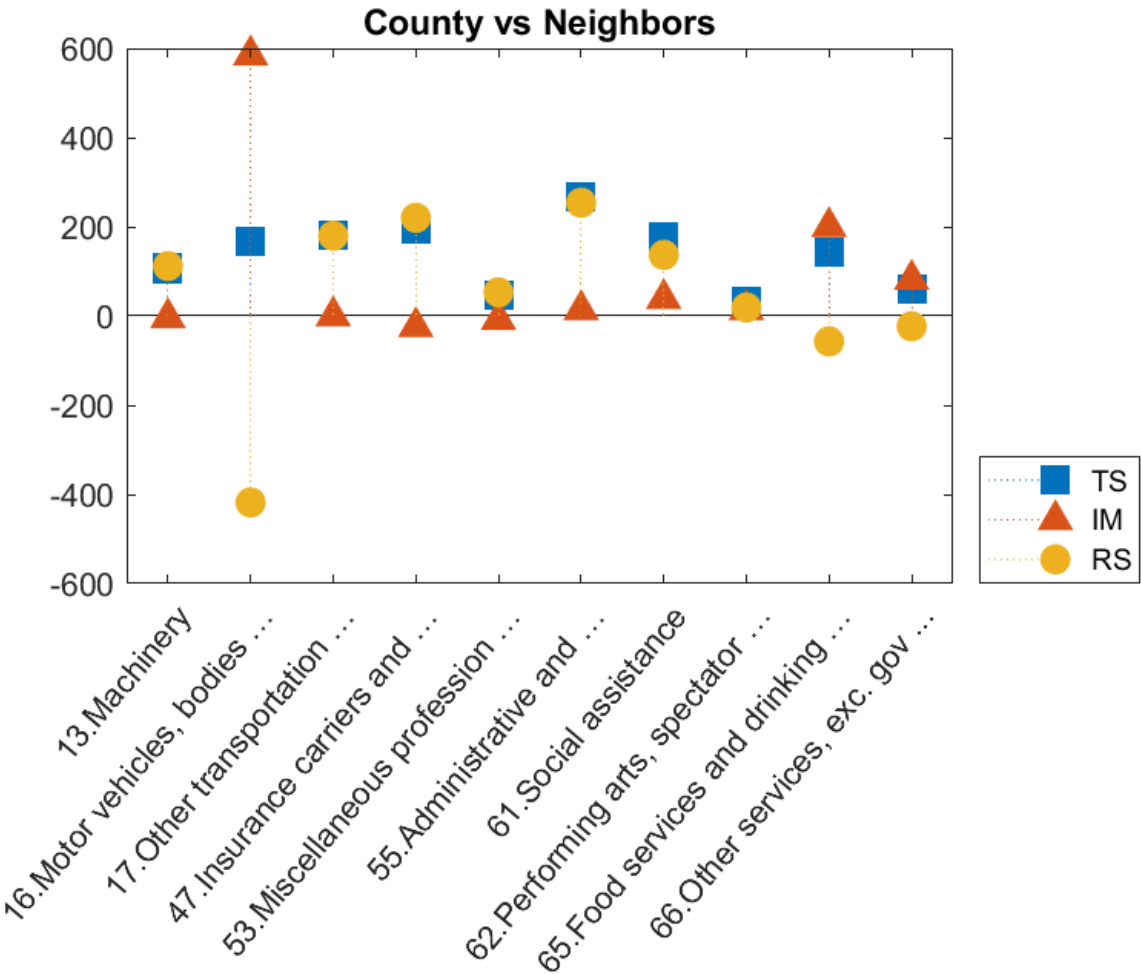


Chapter 35. Walker County, Georgia

Selected SSA Components for Walker County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	0	107	-4	111	139
16	Motor vehicles, bodies ...	1	152	68	84	485
17	Other transportation ...	0	180	0	180	180
47	Insurance carriers and ...	0	191	-6	197	303
53	Miscellaneous profession ...	0	41	13	28	136
55	Administrative and ...	1	261	26	235	451
61	Social assistance	0	173	30	143	268
62	Performing arts, spectator ...	0	28	29	-1	164
65	Food services and drinking ...	2	115	130	-15	767
66	Other services, exc. gov ...	1	43	-7	50	408

Selected SSA Components for Walker County, Georgia vs Neighbors



Chapter 35. Walker County, Georgia

Selected SSA Components for Walker County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
13	Machinery	-1	108	-4	112	139
16	Motor vehicles, bodies ...	-13	167	585	-418	485
17	Other transportation ...	-0	180	0	180	180
47	Insurance carriers and ...	-5	196	-24	220	303
53	Miscellaneous profession ...	-4	45	-8	53	136
55	Administrative and ...	-8	268	14	254	451
61	Social assistance	-4	176	39	137	268
62	Performing arts, spectator ...	-5	33	14	19	164
65	Food services and drinking ...	-26	143	200	-57	767
66	Other services, exc. gov ...	-15	59	82	-23	408

Chapter 36. White County, Georgia

Employment in White County, Georgia, grew from 6,723 in 2005 to 8,823 in 2018, for a change of 2,100, or 31.24%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for White County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	760	1,340	-234	1,574
vs. Appalachia	24	2,079	-143	2,222
vs. Neighbors	1,376	717	-802	1,519

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III – and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to White County, Georgia, in comparison to at least one of the three referent regions.

Chapter 36. White County, Georgia

Industry Group Membership for White County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
08	Construction	F III c iv	no	yes	yes	no
13	Machinery	F III c i	no	yes	yes	yes
16	Motor vehicles, bodies ...	C III a i	yes	yes	yes	yes
20	Food and beverage ...	E I c i	no	yes	yes	yes
28	Wholesale trade	F III c i	no	yes	yes	yes
31	General merchandise ...	F III c i	no	yes	yes	yes
36	Truck transportation	F III c i	no	yes	yes	yes
53	Miscellaneous profession ...	B I a iii	yes	yes	yes	yes
55	Administrative and ...	A I a i	yes	yes	yes	yes
56	Waste management and ...	A I a i	yes	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
60	Nursing and residential ...	E I a iii	no	yes	yes	yes
61	Social assistance	B II a iii	yes	yes	yes	yes
64	Accommodation	A I a i	yes	yes	yes	yes
65	Food services and drinking ...	B I a i	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c iii	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from White County, Georgia vs. the United States

Groups a, b, and c are from White County, Georgia vs. Appalachia

Groups i, ii, and iii are from White County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing White County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by White County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in White County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that White County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

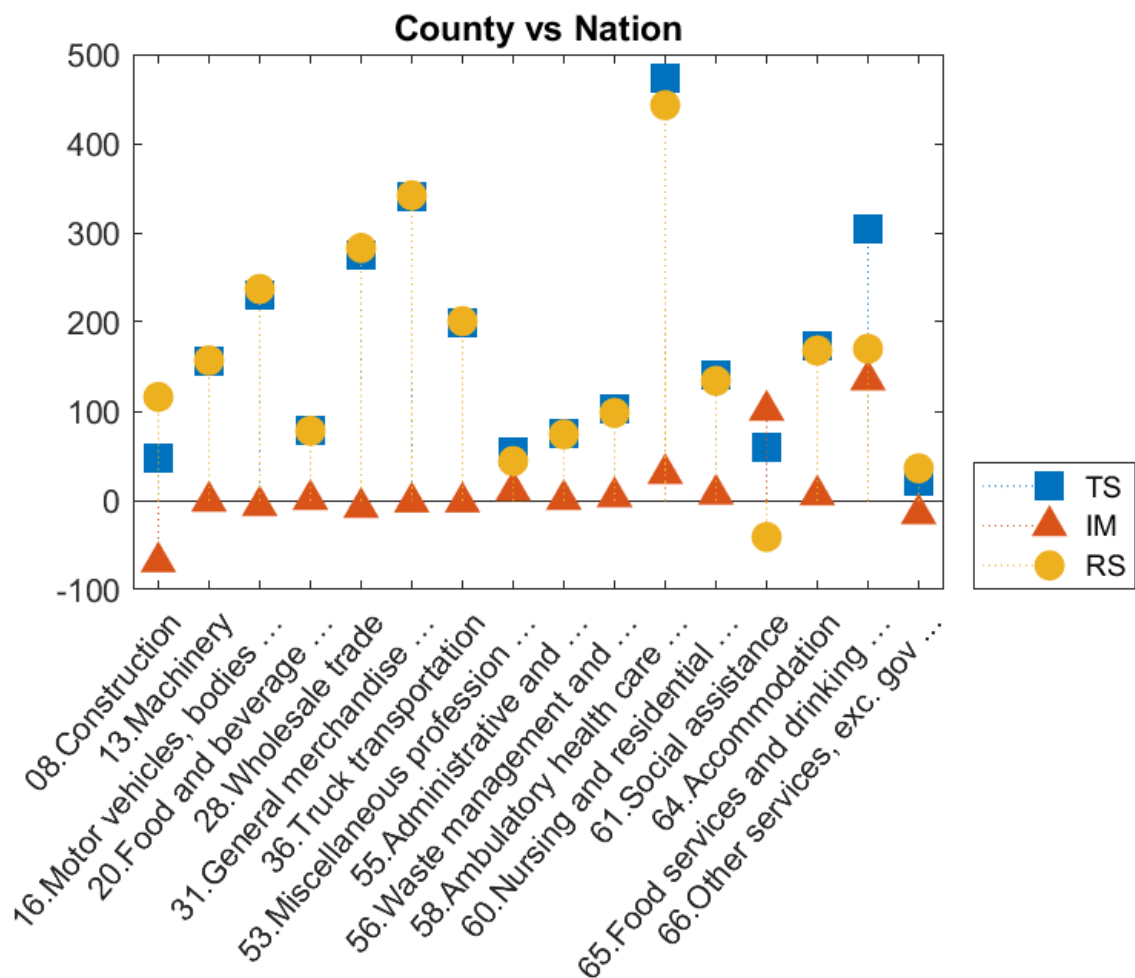
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in White County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for White County, Georgia vs the U.S.

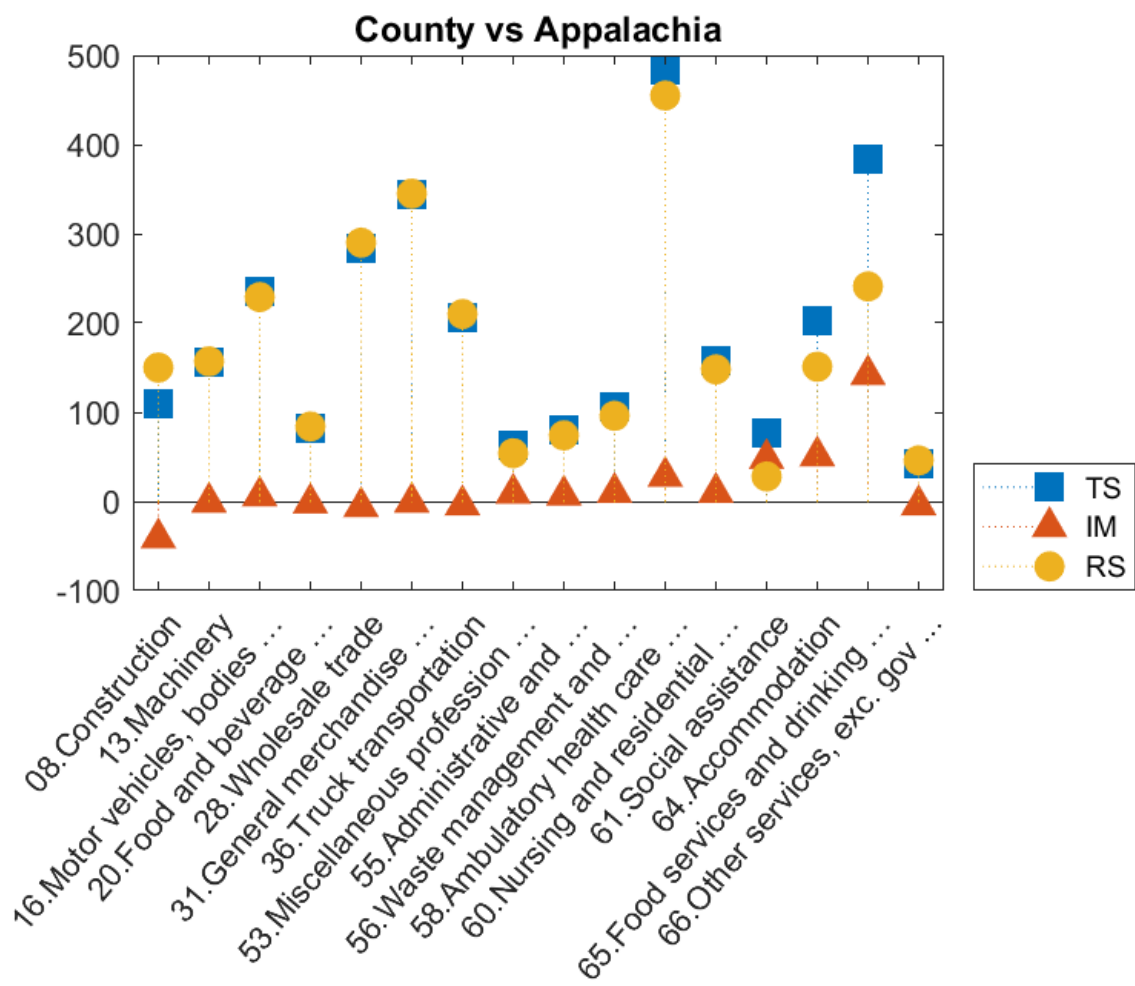


Chapter 36. White County, Georgia

White County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	64	47	-69	116	679
13	Machinery	1	156	-1	157	163
16	Motor vehicles, bodies ...	3	231	-6	237	263
20	Food and beverage ...	5	79	1	78	124
28	Wholesale trade	9	275	-8	283	367
31	General merchandise ...	3	340	-2	342	372
36	Truck transportation	7	199	-2	201	270
53	Miscellaneous profession ...	8	55	11	44	132
55	Administrative and ...	6	75	1	74	133
56	Waste management and ...	4	102	4	98	138
58	Ambulatory health care ...	10	473	30	443	570
60	Nursing and residential ...	17	141	7	134	314
61	Social assistance	17	60	101	-41	231
64	Accommodation	28	174	6	168	451
65	Food services and drinking ...	80	305	135	170	1,093
66	Other services, exc. gov ...	22	21	-15	36	234

Selected SSA Components for White County, Georgia vs the Appalachian Region

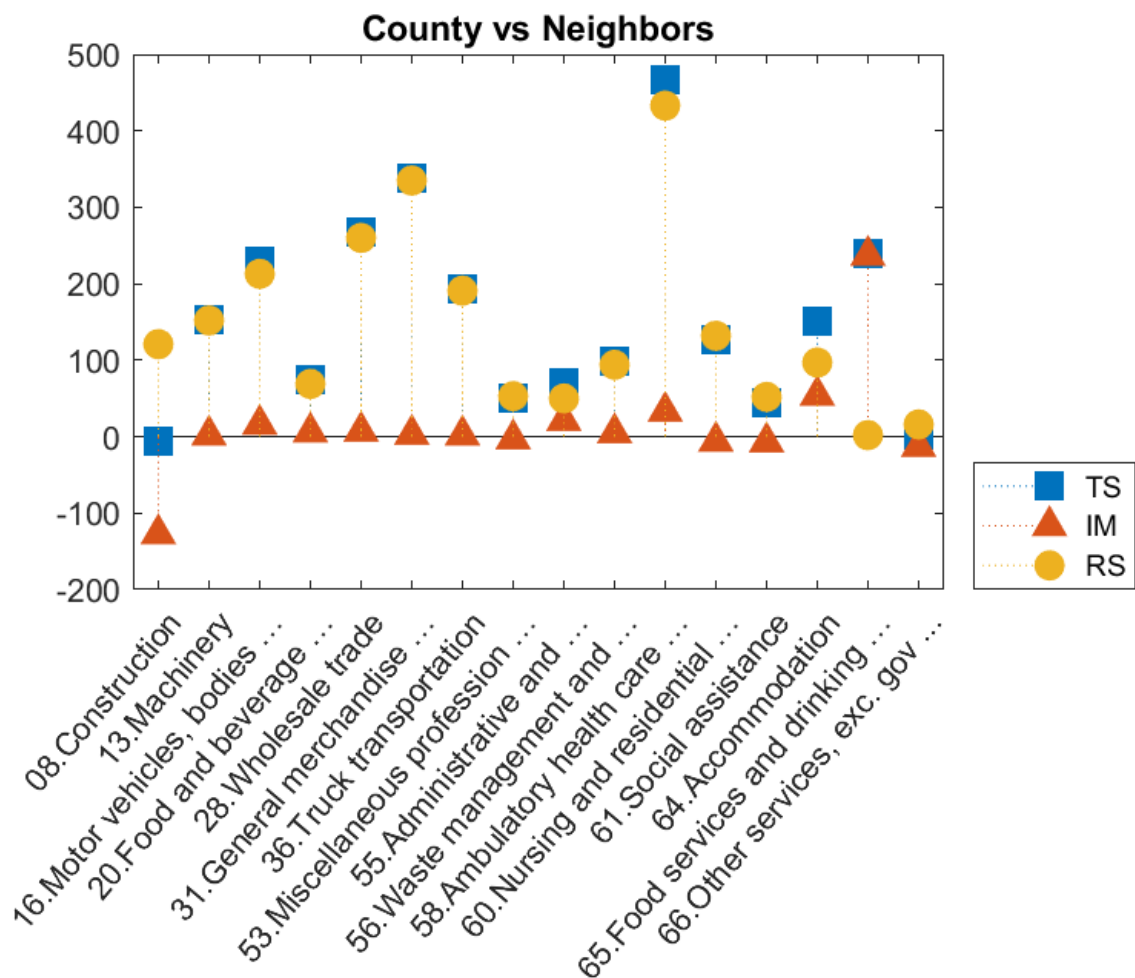


Chapter 36. White County, Georgia

Selected SSA Components for White County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	2	109	-41	150	679
13	Machinery	0	156	-1	157	163
16	Motor vehicles, bodies ...	0	235	6	229	263
20	Food and beverage ...	0	82	-2	84	124
28	Wholesale trade	0	284	-6	290	367
31	General merchandise ...	0	344	-1	345	372
36	Truck transportation	0	206	-4	210	270
53	Miscellaneous profession ...	0	63	9	54	132
55	Administrative and ...	0	81	7	74	133
56	Waste management and ...	0	106	10	96	138
58	Ambulatory health care ...	0	483	28	455	570
60	Nursing and residential ...	1	158	10	148	314
61	Social assistance	1	76	48	28	231
64	Accommodation	1	202	51	151	451
65	Food services and drinking ...	2	383	142	241	1,093
66	Other services, exc. gov ...	1	42	-4	46	234

Selected SSA Components for White County, Georgia vs Neighbors



Chapter 36. White County, Georgia

Selected SSA Components for White County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
08	Construction	116	-6	-127	121	679
13	Machinery	1	154	2	152	163
16	Motor vehicles, bodies ...	6	229	16	213	263
20	Food and beverage ...	8	75	6	69	124
28	Wholesale trade	17	267	7	260	367
31	General merchandise ...	6	338	3	335	372
36	Truck transportation	13	193	2	191	270
53	Miscellaneous profession ...	14	50	-3	53	132
55	Administrative and ...	11	71	21	50	133
56	Waste management and ...	7	99	5	94	138
58	Ambulatory health care ...	18	466	33	433	570
60	Nursing and residential ...	32	126	-6	132	314
61	Social assistance	32	45	-7	52	231
64	Accommodation	51	151	54	97	451
65	Food services and drinking ...	145	239	237	2	1,093
66	Other services, exc. gov ...	39	3	-13	16	234

Chapter 37. Whitfield County, Georgia

Employment in Whitfield County, Georgia, declined from 64,536 in 2005 to 56,499 in 2018, for a change of -8,037, or -12.45%. Readers should compare the employment values in the tables below to total county employment.

The first table shows the referent region share (NS), the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) job values for the county. The summary values shown represent sums of individual industry component values for all county industries. To be clear, the SSA components always refer to the county that is being compared to the referent region, and the NS label always refers to the county growth that would have taken place had it matched overall average growth in the referent region, which can be the United States, the Appalachian Region, or the county and its neighbors. The largest and smallest NS components in the summary table correspond to the fastest and slowest growing referent regions.

Summary Results for Whitfield County, Georgia

County Summary	NS	TS	IM	RS
vs. U.S.	7,274	-15,313	-9,587	-5,726
vs. Appalachia	221	-8,258	-7,173	-1,085
vs. Neighbors	-1,810	-6,236	-2,734	-3,502

The next table displays the group membership categories for industries belonging to any of the first three categories (signifying a positive total share value) for the Appalachian Region or the county relative to the United States — i.e., A, B, C, I, II, or III — and for the county relative to the Appalachian Region or its neighboring counties — i.e., a, b, c, i, ii, or iii. These are the industries that have passed the first screening step, as they have proven to be positive contributors to either the Appalachian Region in comparison to the United States as a whole, or to Whitfield County, Georgia, in comparison to at least one of the three referent regions.

Chapter 37. Whitfield County, Georgia

Industry Group Membership for Whitfield County, Georgia

Industry	Name	Group Membership	Type A or B or C	Type I or II or III	Type a or b or c	Type i or ii or iii
24	Printing and related ...	F III c iii	no	yes	yes	yes
28	Wholesale trade	F III c iii	no	yes	yes	yes
36	Truck transportation	F III c iii	no	yes	yes	yes
58	Ambulatory health care ...	B I a i	yes	yes	yes	yes
60	Nursing and residential ...	E I a i	no	yes	yes	yes
61	Social assistance	B II a i	yes	yes	yes	yes
65	Food services and drinking ...	B II b ii	yes	yes	yes	yes
66	Other services, exc. gov ...	F III c i	no	yes	yes	yes

Notes:

Groups A, B, and C are from Appalachia vs. the United States

Groups I, II, and III are from Whitfield County, Georgia vs. the United States

Groups a, b, and c are from Whitfield County, Georgia vs. Appalachia

Groups i, ii, and iii are from Whitfield County, Georgia vs. its neighbors

Industry-Specific Results

Below we report the results for the three shift-share analyses comparing Whitfield County, Georgia, to each of three referent regions: the United States as a whole, the Appalachian Region, and the region defined by Whitfield County, Georgia, and its neighboring counties. The results for each of the three analyses are presented both visually and in tabular form.

The chart provides a visual display of the Total Share (TS), Industry Mix (IM), and Regional Shift (RS) components of change. The IM indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. So, a positive value here also means that the industry is growing more rapidly than the overall growth rate for the referent region. The RS component measures the actual employment change in the industry in Whitfield County, Georgia, after adjusting for overall referent-region and industry-specific growth rates. A positive value here reflects better than expected industry performance, which implies that Whitfield County, Georgia, might have a comparative advantage as a location for this industry. The tables also include the 2018 employment estimates for each reported industry.

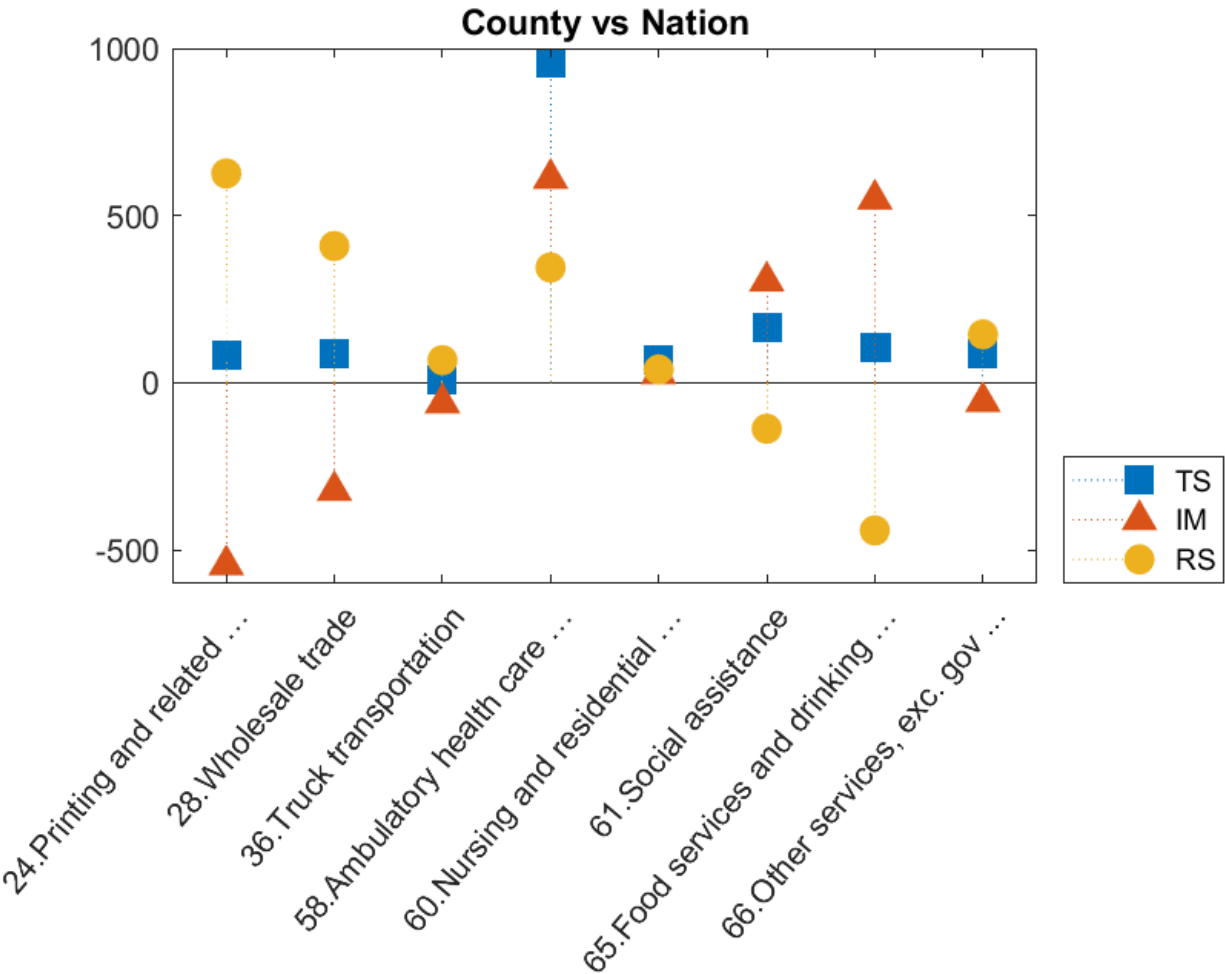
The TS component is the sum of the IM and RS components. A positive TS value also conveys a positive message, especially when both IM and RS are positive. When IM is positive but RS is negative, a positive TS indicates that although the county might not enjoy a regional comparative advantage, the industry in Whitfield County, Georgia, is still growing at a faster rate than the overall referent region average. Likewise, when IM is negative and RS is positive, the implication is that the regional comparative advantage is sufficiently strong to overcome the slower than average industry growth rate.

Interpreting Different Referent Region Results

The three SSA are conducted relative to three different referent regions: (1) the United States as a whole, (2) the Appalachian Region, and (3) the region defined by the county and its neighboring counties. As such, the IM component indicates the change in industry employment that would have occurred had the industry grown at a rate equal to the difference between the industry-specific growth rate in the referent region and the overall referent-region growth rate. Likewise, the regional shift components, RS, reflect county-specific industry comparative (dis)advantages relative to those same industries in each of the three referent regions. As before, the NS label always refers to county growth that would have occurred had the county industry grown at the overall average rate of growth in the referent region.

Reporting the results for each of three referent regions enables readers to compare county performance to the United States, the Appalachian Region, and the region defined by the county and its neighboring counties. Although economic growth in Appalachia overall and by industry generally lags the rest of the United States, positive SSA components can still be useful for identifying industries that are positive contributors relative to Appalachian Region and to the more localized economy.

Selected SSA Components for Whitfield County, Georgia vs the U.S.

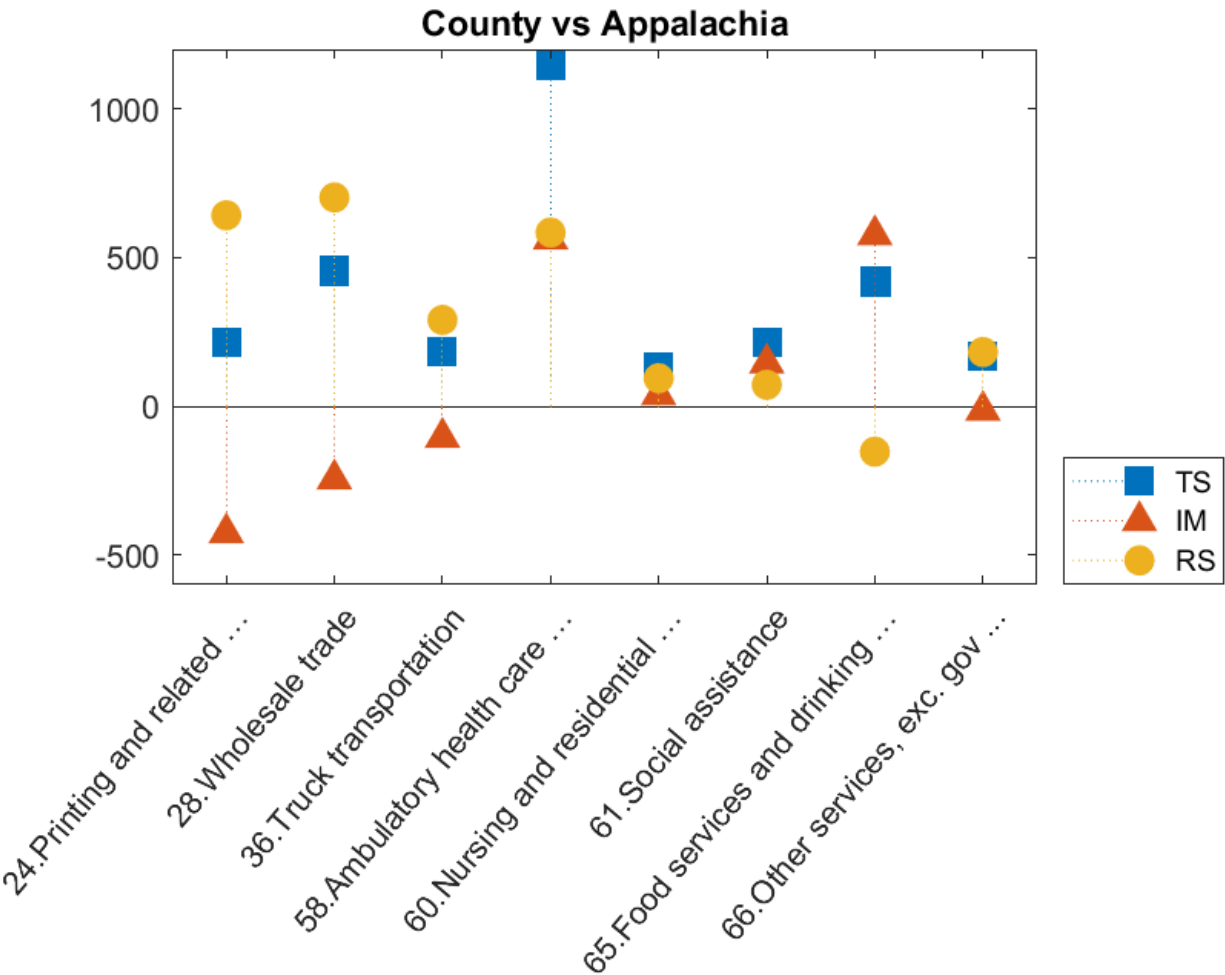


Chapter 37. Whitfield County, Georgia

Whitfield County, Georgia vs U.S. for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
24	Printing and related ...	137	82	-544	626	1,438
28	Wholesale trade	381	87	-322	409	3,843
36	Truck transportation	182	8	-60	68	1,808
58	Ambulatory health care ...	196	956	611	345	2,894
60	Nursing and residential ...	68	67	27	40	735
61	Social assistance	52	167	304	-137	681
65	Food services and drinking ...	325	108	549	-441	3,313
66	Other services, exc. gov ...	82	89	-56	145	899

Selected SSA Components for Whitfield County, Georgia vs the Appalachian Region

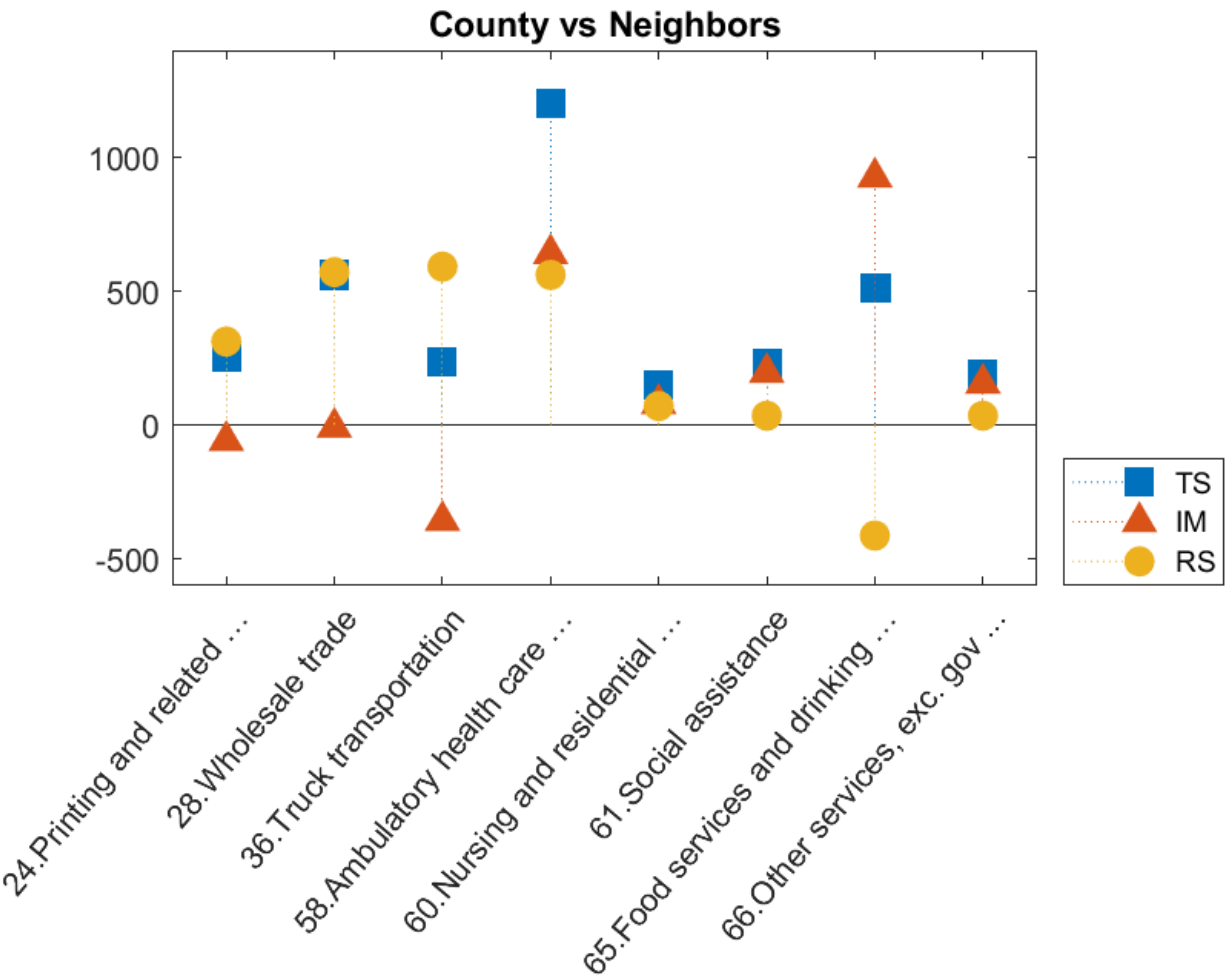


Chapter 37. Whitfield County, Georgia

Selected SSA Components for Whitfield County, Georgia vs the Appalachian Region

Industry	Name	NS	TS	IM	RS	Employment 2018
24	Printing and related ...	4	216	-426	642	1,438
28	Wholesale trade	11	457	-245	702	3,843
36	Truck transportation	6	185	-105	290	1,808
58	Ambulatory health care ...	6	1,146	562	584	2,894
60	Nursing and residential ...	2	132	38	94	735
61	Social assistance	2	217	145	72	681
65	Food services and drinking ...	10	423	576	-153	3,313
66	Other services, exc. gov ...	2	168	-14	182	899

Selected SSA Components for Whitfield County, Georgia vs Neighbors



Chapter 37. Whitfield County, Georgia

Selected SSA Components for Whitfield County, Georgia vs Neighbors for Selected Industries

Industry	Name	NS	TS	IM	RS	Employment 2018
24	Printing and related ...	-34	254	-58	312	1,438
28	Wholesale trade	-94	562	-9	571	3,843
36	Truck transportation	-45	235	-357	592	1,808
58	Ambulatory health care ...	-49	1,201	640	561	2,894
60	Nursing and residential ...	-17	151	80	71	735
61	Social assistance	-13	231	196	35	681
65	Food services and drinking ...	-81	513	926	-413	3,313
66	Other services, exc. gov ...	-20	191	156	35	899