

# FACTBOOK

Cobb County, Georgia



# C O N T E N T S

Introduction.....	1
Cobb Advantages.....	2
Demographics.....	3
Business & Development Activity.....	4
Educational Opportunities,,,,,,.....	6
Unemployment Rates.....	7
Workforce Characteristics.....	8
Largest Employers.....	9
Credits	

---

## **COVER PHOTOS:**

Main photo: Cobblestone Golf Course, Acworth

L to R: Kennesaw State University, Georgia's third largest university

Six Flags Over Georgia

Home Depot Corporate Office

**COBB COUNTY, GEORGIA** is highly-regarded for its pro-business environment, a product of careful planning, cooperation with other local governments, and progressive leadership which, over the years, has generated a strong and diverse economy that is not dependent on any one industry or sector.

Major national and international companies are represented in the County. In addition, several employers including Wellstar Health System (Healthcare), Home Depot (Retail), Novelis (Manufacturing), and Alorica-formerly Ryla Teleservices (customer service support) have expanded their presence in the County, creating approximately 3,239 new jobs in 2011. Alorica recently announced plans to add 1,000 new jobs by the end of 2012. Some jobs are to fill seasonal vacancies and others will be permanent.

Currently, there are over 28,000 businesses in unincorporated Cobb. There are 416 international companies that have a presence in Cobb. Five Fortune 500 companies have their headquarters in Cobb County; they are The Home Depot, Coca-Cola



*ABOVE: Cobb County's Parks Recreation and Cultural Affairs department operates 44 facilities and maintains more than 1,350 developed acres for recreation.*



*ABOVE: CBeyond, a telecommunications company, is headquartered in Cobb County*

Enterprises, Genuine Parts (NAPA), NCR, and First Data. Each of these companies represents a different type of commercial enterprise that has found the County's business environment to be conducive to future growth.

Cobb County's superior service delivery and infrastructure improvements are effectively managed to maintain the lowest comparative property tax burden in the Metro Atlanta area.

## ADVANTAGES OF COBB COUNTY

- County offers one-stop permitting and was voted “best government in metro area” by business leaders.
- Three 4-year colleges and one technical school provide an educated work force.
- Low insurance ISO rating (3).
- Cobb’s award-winning school system rated in top 10 percent by national standardized test scores.
- 43 percent of county residents have college degrees (bachelor’s or higher). US Census
- Suburban transit system provides inter and intra-county movement.
- Multi-million dollar bond referendum met with voter approval for parks and recreation program.
- Two Community Improvement Districts have been established in the Cumberland-Galleria and Town Center areas to address transportation issues.

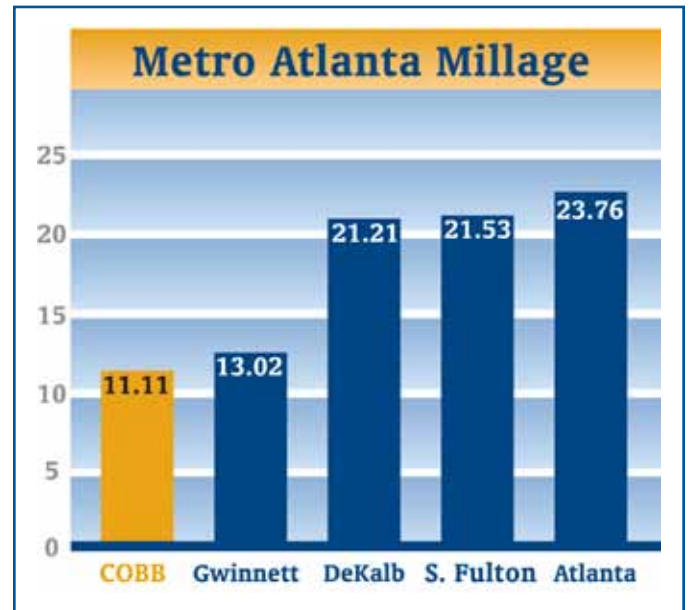


ABOVE: Cobb County has more than eight universities and colleges and provides a highly educated workforce.

- Over \$850 million in SPLOST funded transportation improvement projects.
- Lowest property tax rate in Metro Atlanta based on FY12 numbers.



ABOVE: Quintiles headquarters is located in the Cumberland Galleria area off Interstate 75.



# DEMOGRAPHICS

Source: U.S. Census Bureau, 2006-2012 American Community Survey

SEX AND AGE		Estimate	INDUSTRY	Estimate
Population estimate (2012)		697,553	Agriculture, forestry, fishing and hunting, and mining	0.2%
Male		48.8%	Construction	7.9%
Female		51.2%	Manufacturing	8.3%
Median age (years)		34.9	Wholesale trade	4.0%
18 years and over		74.1%	Retail trade	11.8%
21 years and over		70.3%	Transportation and warehousing, and utilities	5.4%
62 years and over		10.6%	Information	3.9%
65 years and over		8.3%	Finance and insurance, and real estate and rental and leasing	8.6%
RACE			Professional, scientific, and management, and administrative and waste management services	15.7%
White		62.8%	Educational services, and health care and social assistance	18.0%
Black or African American		24.2%	Arts, entertainment, and recreation, and accommodation and food services	8.0%
American Indian and Alaska Native		.2%	Other services, except public administration	4.7%
Asian		4.4%	Public administration	3.6%
Native Hawaiian and Other Pacific Islander		0.1%	INCOME AND BENEFITS (IN 2009 INFLATION-ADJUSTED DOLLARS)	
Some other race		6.7%	Median household income	\$65,522
HOUSING OCCUPANCY			Mean household income	\$85,962
Occupied housing units		90.7%	Per capita income	\$33,110
Vacant housing units		9.3%	HOUSEHOLDS BY TYPE	
Homeowner vacancy rate		3.8	Family households (families)	67.8%
Rental vacancy rate		11.7	Non-family households	32.2%
HOUSING TENURE			Average household size	2.62
Owner-occupied		69.6%	Average family size	3.18
Renter-occupied		30.4%	SCHOOL ENROLLMENT	
Average household size of owner-occupied unit		2.71	Nursery school, preschool	7.4%
Average household size of renter-occupied unit		2.42	Kindergarten	5.5%
HOME VALUE			Elementary school (grades 1-8)	39.8%
Median (dollars)		211,000	High school (grades 9-12)	20.8%
GROSS RENT			College or graduate school	26.5%
Median (dollars)		933	EDUCATIONAL ATTAINMENT	
EMPLOYMENT STATUS			Less than 9th grade	4.2%
In labor force		72.8%	9th to 12th grade, no diploma	5.7%
Civilian labor force		72.6%	High school graduate (includes equivalency)	20.4%
Employed		67.4%	Some college, no degree	19.6%
Unemployed		5.2%	Associate's degree	6.3%
COMMUTING TO WORK			Bachelor's degree	29.3%
Mean travel time to work (minutes)		29.7	Graduate or professional degree	14.6%
			Percent high school graduate or higher	90.2%
			Percent bachelor's degree or higher	43.8%

# DEMOGRAPHICS

Census.gov 100 Fast Growing Counties list has Cobb County listed as one of the fastest growing counties in the nation (86<sup>th</sup>).

Geographic Area	April 1, 2010		Population Estimates (as of July 1)	
	Census	Estimates Base	2010	2011
Cobb County	688,078	688,078	689,749	697,553

Citation: Table 1. Annual Estimates of the Resident Population for Counties of Georgia: April 1, 2010 to July 1, 2011 (CO-EST2011-01-13); Source: U.S. Census Bureau, Population Division; Release Date: April 2012

## Cobb County Announcements 2011

Company	Projected Jobs	Industry
Home Depot	700	Retail
Osmotica Pharmaceuticals	156	Pharmaceutical
Glock Expansion	100	Manufacturing
Novelis	120	Manufacturing/Recycling
Manhattan Associates	100	Corporate HQ/Supply Chain Management Software
Boxercraft	50	Manufacturing/Distribution Center
Maandi Park	200	Media
WellStar Health System	300	Healthcare
Waste Management	50	Regional Office/Call Center
Lockheed Expansion	400	Manufacturing/Defense Contractor
Gentiva	100	U.S. HQ/Healthcare Services
Reliance Worldwide	150	U.S. HQ/Manufacturing
Georgia Hydraulics	60	Manufacturing
SMI S.P.A. Corporation	15	U.S. HQ/Distribution Center/Manufacturing
Amendia	30	Manufacturing
TOTO	5	Manufacturing
NuernbergMesse North America	10	Trade Show Production
Trophikos/SJ Pharma	40	Pharmaceutical
Spine 360	35	Corporate HQ/Operations Center/Medical Device Development
Wal-Mart Corporation	20	Regional HQ/Retail
HB Solar	20	U.S. HQ/Manufacturing
Sigma Thermal	28	Heating Systems
Calex Electronics, LTD	25	Laboratory/Manufacturing
CCH Small Firm Services	400	U.S. HQ/ Tax & Accounting Software Developer
Polytan	25	U.S. HQ/Artificial Turf Manufacturing
Silverpop, Inc.	100	Corporate HQ/ Marketing Software Development
<b>Total Jobs</b>	<b>3,239</b>	

Source: Cobb County Office of Economic Development, Cobb Chamber of Commerce, Metro Atlanta Chamber of Commerce

PERMITS ISSUED MONTHLY 2011							
	Single Family	Multi-Family		Res.		Total	Const. Cost
January	47	4	units	149	160	360	\$24,596,132
			4				
February	70	5	5	173	156	404	\$33,846,370
March	73	17	17	290	199	579	\$50,427,644
April	41	0	0	297	147	485	\$63,590,352
May	58	17	17	261	182	518	\$57,623,544
June	50	11	11	318	172	551	\$62,343,697
July	31	13	13	216	214	474	\$22,887,612
August	51	6	Apts 320	220	203	480	\$159,365,496
September	45	26	27	230	181	482	\$52,356,293
October	53	10	15	201	198	462	\$50,671,713
November	33	9	194	215	138	395	\$48,030,275
December	45	19	19	202	131	397	\$29,947,534
<b>Total</b>	<b>597</b>	<b>137</b>	<b>255</b>	<b>2772</b>	<b>2081</b>	<b>5,587</b>	<b>\$655,686,662</b>
					ELEC	913	\$2,161,205
					PLUM	2,019	\$2,540,528
					HVAC	1,283	\$6,744,750
					TOTAL	9,802	\$667,133,145



# EDUCATIONAL OPPORTUNITIES

---

## Marietta City Schools (MCS)

More than eight thousand students attend the city’s schools.

**Number of Schools:** 8 elementary (one is grades 3-5 Science, Technology, Engineering and Math (STEM) Magnet school); 1 sixth grade academy; 1 middle; 1 high school.

- ❖ SAT Combined Average Score (Critical Reading, Math, and Writing) 1482
- ❖ Pupil-teacher ratios 20:1
- ❖ High School Graduation Rate 85.8%
- ❖ Student Enrollment 8,279
- ❖ Expenditure Per Pupil \$9,110

Source: <http://www.marietta-city.org/>

## Cobb County School District (CCSD)

Cobb County is the second largest school system in Georgia with more than 106,509 students attending 114 schools.

**Number of Schools:** 69 elementary; 25 middle; 16 high schools; 1 alternative school; 2 special education centers; 1 adult education center; 1 open campus high school; 1 ESOL center

**Per pupil expenditure:** \$7,788

- ❖ SAT Combined Average Score (Critical Reading, Math, and Writing) 1522
- ❖ Pupil Teacher Ratio 14:1
- ❖ High School Graduation Rate 87.3%

Source: <http://www.cobbk12.org/>

COLLEGES & UNIVERSITIES	PRIVATE SCHOOLS	SPECIAL SCHOOLS
Chattahoochee Technical College	Covered Bridge Montessori	Adaptive Learning Center
DeVry University	Dominion Christian High School	Devereux Christian Academy
Kennesaw State University	Eastside Christian	Pathways Academy
Life University	Mount Paran Christian School	
Southern Polytechnic State University	North Cobb Christian School	
ITT Technical Institute	Shiloh Hills Christian	
Medix College	St. Joseph Catholic	
Strayer University	Walker School	
	Whitfield Academy	

Source: Cobb County, Office of Economic Development



# EMPLOYMENT/UNEMPLOYMENT

The table below shows estimated labor force, employment and unemployment information for Cobb County, Georgia as of December 2011.

Area Name	Civilian Labor Force	Number Employed	Number Unemployed	Unemployment Rate
Cobb	372,274	340,810	31,464	8.5%
Georgia	4,750,808	4,291,532	459,276	9.7%
United States	153,887,000	140,790,000	13,097,000	8.5%

Source: Labor Market Statistics, Local Area Unemployment Statistics Program, Georgia Department of Labor

Unemployment 5-Year History					
	2007	2008	2009	2010	2011
<b>January</b>	4.0%	4.5%	7.8%	10.1%	9.6%
<b>February</b>	3.8%	4.5%	8.4%	10.1%	9.4%
<b>March</b>	3.5%	4.5%	8.6%	9.7%	9.1%
<b>April</b>	3.6%	4.4%	8.6%	9.3%	9.0%
<b>May</b>	3.6%	5.0%	8.9%	9.3%	9.2%
<b>June</b>	4.0%	5.3%	9.8%	10.0%	9.8%
<b>July</b>	4.1%	5.6%	9.7%	9.8%	9.5%
<b>August</b>	3.9%	5.7%	9.4%	9.9%	9.6%
<b>September</b>	4.0%	5.8%	9.6%	9.6%	9.5%
<b>October</b>	4.0%	6.2%	9.6%	9.1%	9.1%
<b>November</b>	3.5%	6.3%	9.1%	9.6%	8.4%
<b>December</b>	3.9%	6.7%	9.3%	9.5%	8.5%
<b>Yearly Average</b>	3.8%	5.4%	9.1%	9.7%	9.2%

Source: Georgia Department of Labor

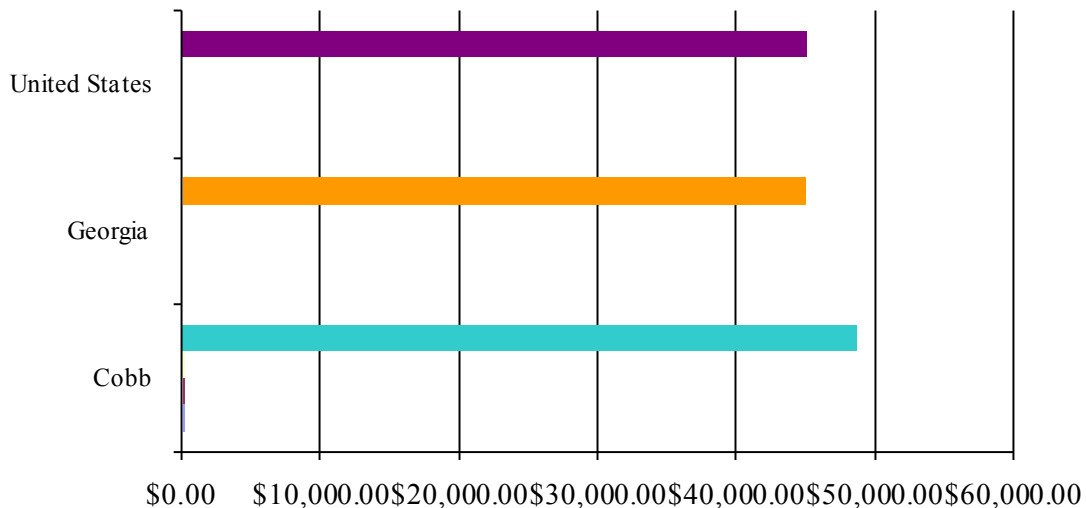


# WORKFORCE CHARACTERISTICS

## OCCUPATIONAL EMPLOYMENT DISTRIBUTION

#	Occupational Group	2011	2018 Projected Employment
1	Office and Administrative Support Occupations	766,221	820,662
2	Sales and Related Occupations	474,832	518,455
3	Food Preparation and Serving Related Occupations	345,651	416,287
4	Education, Training, and Library Occupations	288,024	367,758
5	Transportation and Material Moving Occupations	339,542	361,446
6	Production Occupations	310,435	310,340
7	Management Occupations	275,200	300,307
8	Business and Financial Operations Occupations	222,521	248,673
9	Healthcare Practitioners and Technical Occupations	189,983	244,918
10	Construction and Extraction Occupations	193,804	202,448

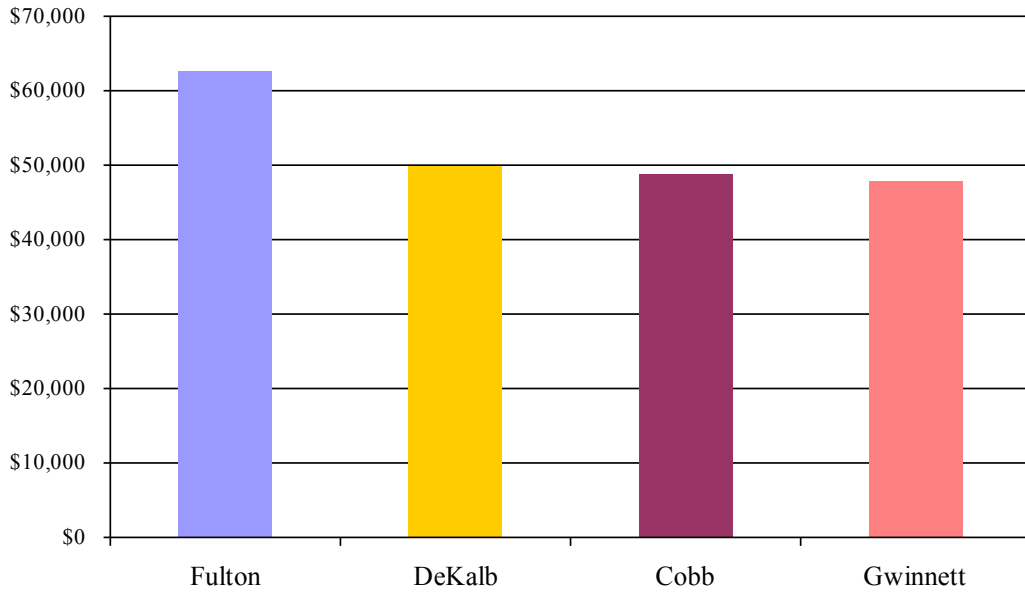
### Average Annual Wage Comparison



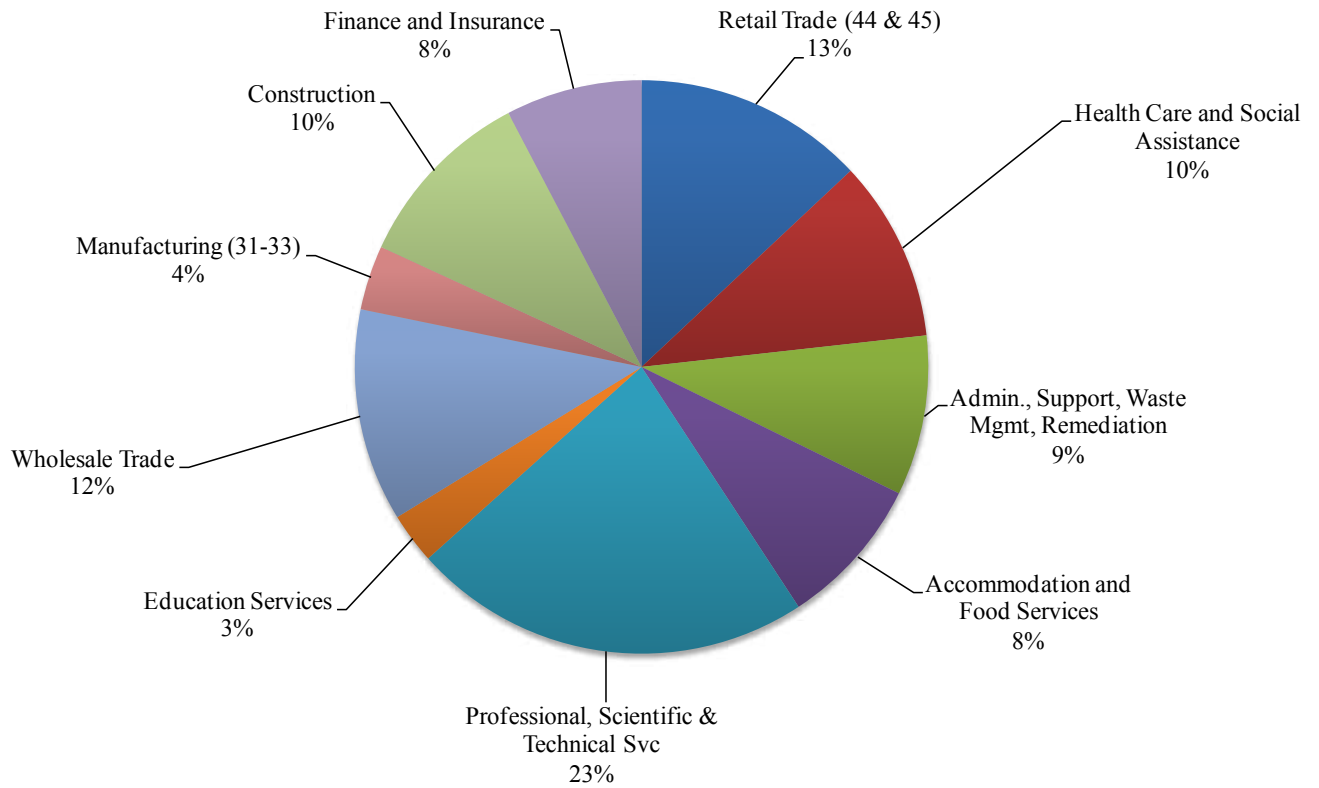
# EMPLOYMENT WAGE STATISTICS

<b>Top 25 Employers - 2011</b>		
	<b>Company</b>	<b>Cobb Employees</b>
1	Cobb County Schools	18,914
2	WellStar	12,492
3	Lockheed Martin	8,100
4	Cobb County Government	4,964
5	Kennesaw State University	4,758
6	Publix Super Markets Inc	3,097
7	The Kroger Company	2,618
8	Wal-Mart	2,338
9	Genuine Parts	2,077
10	Six Flags Over GA includes White Water & American Adventure	2,031
11	Ykk USA Inc	1,836
12	Alorica Inc. (Ryla Teleservices Inc)	1,800
13	Marietta City Schools	1,127
14	Cbeyond	925
15	YRC (Yellow Transportation)	873
16	AT&T	820
17	City of Marietta	761
18	CCH Small Firm Services	752
19	Tip Top Poultry Inc	749
20	Chattahoochee Technical Institute	746
21	Ed Voyles Automotive Group	670
22	CUSA, LLC Hospitality & Property Management	600
23	Heidelberg USA	596

# County-to-County Wage Comparison



## INDUSTRY EMPLOYMENT DISTRIBUTION





*Cobb County...Expect the Best!*

This is an official publication of the  
**Cobb County Board of Commissioners**

Tim Lee, Chairman

Helen Goreham, District One

Bob Ott, District Two

JoAnn Birrell, District Three

Lisa Cupid, District Four

**County Manager**

David Hankerson

Prepared by

**Office of Economic Development**

Michael Hughes, AICP, Director

100 Cherokee Street, Suite 450

Marietta, Georgia 30090

770-528-2607

770-528-2636 fax

[economic.cobbcountyga.gov](http://economic.cobbcountyga.gov)



*Cobb County...Expect the Best!*