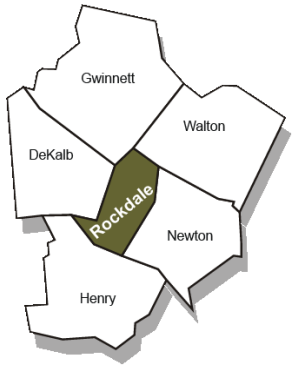
NORTON
SINCE 1928

Rockdale County

Georgia Area Labor Profile



Updated: Nov 2022

Annual Labor Force Activity - 2021

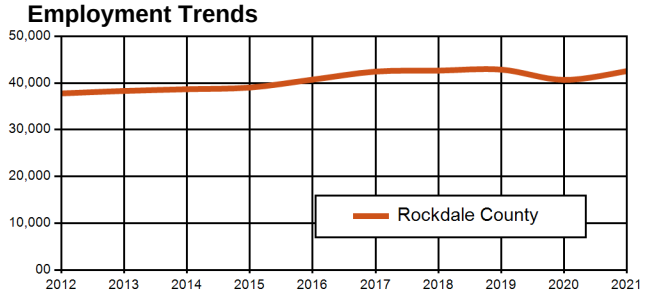
2021 ANNUAL AVERAGES

	Labor Force	Employed	Unemployed	Rate
Rockdale	44,591	42,529	2,062	4.6%
DeKalb	400,667	382,143	18,524	4.6%
Gwinnett	492,181	475,000	17,181	3.5%
Henry	118,685	113,693	4,992	4.2%
Newton	53,410	51,064	2,346	4.4%
Walton	46,945	45,448	1,497	3.2%
Rockdale Area	**1,156,479**	**1,109,877**	**46,602**	**4.0%**
Georgia	5,186,969	4,983,732	203,237	3.9%
United States	161,204,000	152,581,000	8,623,000	5.3%

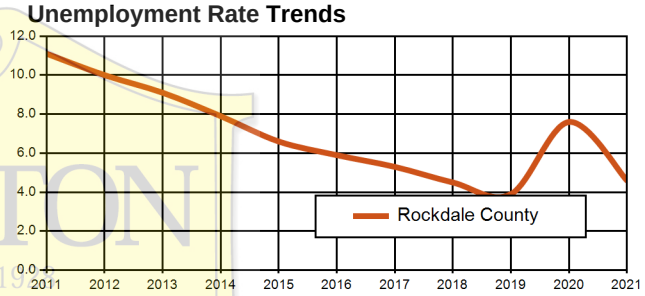
Note: This series reflects the latest information available. Labor Force includes residents of the county who are employed or actively seeking employment.

Source: Georgia Department of Labor; U.S. Bureau of Labor Statistics.

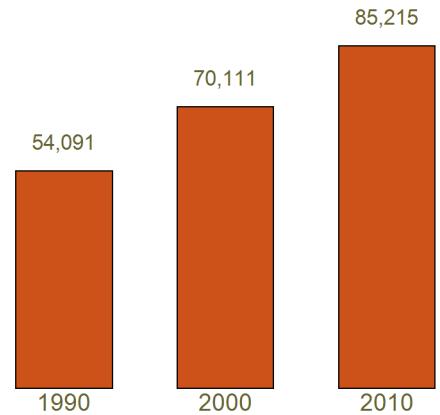
Employment Trends



Unemployment Rate Trends



Population Estimates



Population

	2010 Census	2021 Rank	2021 Estimate	% Change 2010-2021	2025 Projected*	% Change 2010-2025
Rockdale	**85,215**	**28**	**94,082**	**10.4**	**96,125**	**12.8**
City of Conyers	15,195					
Rockdale Area	**1,970,077**		**2,276,789**	**15.6**	**2,441,630**	**23.9**
Georgia	9,687,653		10,799,566	11.5	11,335,283	17.0
United States	308,745,538		331,893,745	7.5	349,439,199	13.2

Source: Population Division, U.S. Census Bureau, *Governor's Office of Planning and Budget.

MARK BUTLER - COMMISSIONER, GEORGIA DEPARTMENT OF LABOR
Equal Opportunity Employer/Program
Auxiliary Aids and Services Available upon Request to Individuals with Disabilities

Workforce Statistics & Economic Research; E-mail: Workforce_Info@gdol.ga.gov Phone: (404) 232-3875

Industry Mix - 2nd Quarter of 2022

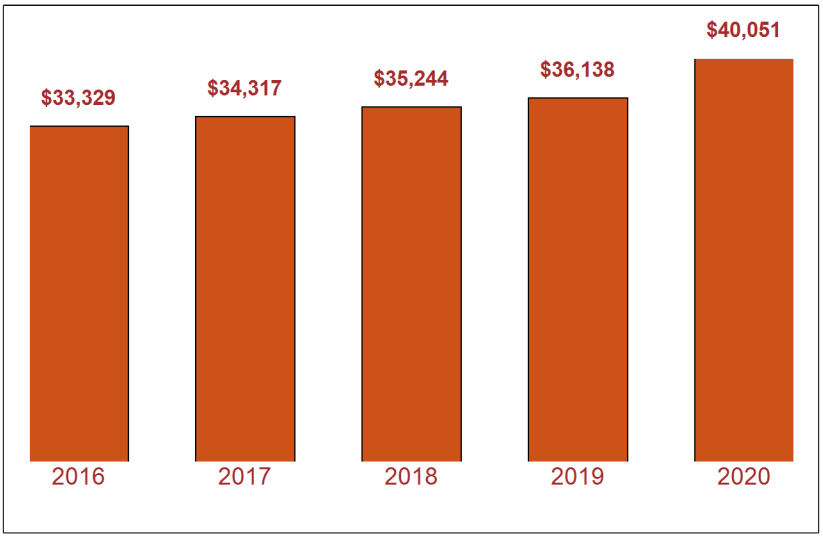
INDUSTRY	Rockdale NUMBER OF FIRMS	Rockdale EMPLOYMENT NUMBER	Rockdale EMPLOYMENT PERCENT	Rockdale WEEKLY WAGE	Rockdale Area NUMBER OF FIRMS	Rockdale Area EMPLOYMENT NUMBER	Rockdale Area EMPLOYMENT PERCENT	Rockdale Area WEEKLY WAGE
Goods-Producing	**354**	**8,179**	**24.2**	**1,303**	**7,306**	**102,043**	**12.3**	**1,302**
Agriculture, Forestry, Fishing and Hunting	3	4	0.0	1,269	71	684	0.1	978
Mining, Quarrying, and Oil and Gas Extraction	1	*	*	*	29	424	0.1	1,630
Construction	262	3,442	10.2	1,307	5,119	44,155	5.3	1,327
Manufacturing	88	4,718	13.9	1,296	2,087	56,778	6.8	1,284
Food	5	*	*	*	200	7,962	1.0	1,059
Textile Product Mills	2	*	*	*	59	599	0.1	855
Apparel	2	*	*	*	33	569	0.1	853
Wood Product	3	*	*	*	63	2,570	0.3	1,242
Paper	9	1,228	3.6	1,397	47	3,594	0.4	1,258
Printing and Related Support Activities	7	66	0.2	737	245	2,939	0.4	1,192
Chemical	13	547	1.6	1,254	188	5,221	0.6	1,314
Plastics and Rubber Products	4	224	0.7	1,141	77	4,979	0.6	1,244
Nonmetallic Mineral Product	2	*	*	*	101	2,557	0.3	1,414
Primary Metal	4	5	0.0	1,240	24	320	0.0	1,617
Fabricated Metal Product	14	357	1.1	1,172	211	5,469	0.7	1,052
Machinery	3	*	*	*	156	4,249	0.5	1,517
Computer and Electronic Product	4	*	*	*	129	3,377	0.4	2,201
Electrical Equipment, Appliance, and Component	3	*	*	*	57	2,925	0.4	1,571
Furniture and Related Product	6	*	*	*	136	2,682	0.3	1,060
Miscellaneous	7	40	0.1	941	247	2,808	0.3	1,234
Leather and Allied Product	0	0	0.0	0	5	*	*	*
Petroleum and Coal Products	0	0	0.0	0	9	*	*	*
Textile Mills	0	0	0.0	0	18	446	0.1	1,605
Beverage and Tobacco Product	0	0	0.0	0	36	1,243	0.1	934
Transportation Equipment	0	0	0.0	0	46	1,995	0.2	1,179
Service-Providing	**1,900**	**21,062**	**62.2**	**1,015**	**57,745**	**625,328**	**75.4**	**1,156**
Utilities	5	141	0.4	1,235	56	2,888	0.3	1,794
Wholesale Trade	124	1,598	4.7	1,459	4,154	49,349	6.0	1,639
Retail Trade	319	5,028	14.8	685	6,751	105,247	12.7	782
Transportation and Warehousing	102	613	1.8	1,111	1,958	35,454	4.3	1,077
Information	18	553	1.6	1,723	1,172	21,297	2.6	1,942
Finance and Insurance	119	1,120	3.3	1,642	3,001	30,248	3.6	1,505
Real Estate and Rental and Leasing	82	812	2.4	1,704	2,781	13,480	1.6	1,290
Professional, Scientific, and Technical Services	198	1,293	3.8	1,425	8,399	53,457	6.4	1,738
Management of Companies and Enterprises	5	65	0.2	1,075	274	14,623	1.8	2,393
Administrative and Support and Waste Management and Remediation Services	161	1,928	5.7	946	4,155	65,419	7.9	974
Educational Services	31	302	0.9	633	885	27,073	3.3	1,780
Health Care and Social Assistance	329	3,626	10.7	1,313	6,425	98,611	11.9	1,097
Arts, Entertainment, and Recreation	26	115	0.3	473	936	9,166	1.1	557
Accommodation and Food Services	197	3,080	9.1	394	5,124	72,930	8.8	463
Other Services (except Public Administration)	184	789	2.3	793	4,338	21,157	2.6	923
Unclassified - industry not assigned	**229**	**150**	**0.4**	**1,064**	**7,336**	**4,926**	**0.6**	**1,110**
Total - Private Sector	**2,483**	**29,391**	**86.8**	**1,096**	**65,051**	**727,371**	**87.8**	**1,176**
Total - Government	**55**	**4,474**	**13.2**	**1,118**	**931**	**101,517**	**12.2**	**1,233**
Federal Government	6	142	0.4	1,365	137	15,530	1.9	1,938
State Government	22	548	1.6	959	234	12,305	1.5	966
Local Government	27	3,784	11.2	1,132	560	73,682	8.9	1,129
ALL INDUSTRIES	**2,538**	**33,865**	**100.0**	**1,099**	**65,982**	**828,887**	**100.0**	**1,183**
ALL INDUSTRIES - Georgia					**369,327**	**4,677,957**		**1,222**

Note: *Denotes confidential data relating to individual employers and cannot be released. These data use the North American Industrial Classification System(NAICS) categories. Average weekly wage is derived by dividing gross payroll dollars paid to all employees - both hourly and salaried - by the average number of employees who had earnings; average earnings are then divided by the number of weeks in a reporting period to obtain weekly figures. Figures in other columns may not sum accurately due to rounding. All figures are 2nd Quarter of 2022.

Source: Georgia Department of Labor. These data represent jobs that are covered by unemployment insurance laws.

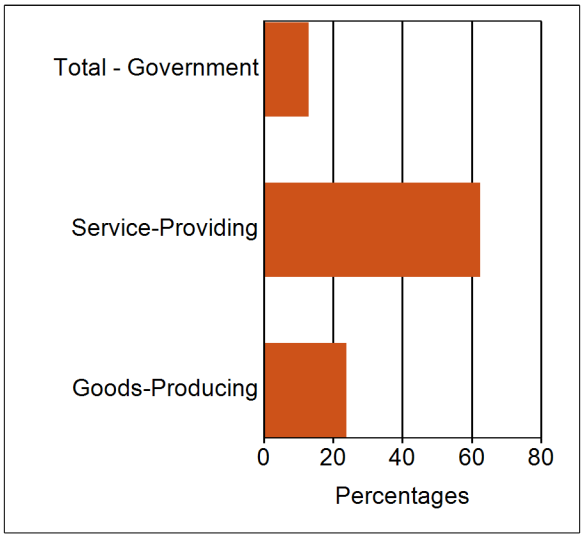
Rockdale Per Capita Income

Source: U.S. Bureau of Economic Analysis



Rockdale Industry Mix 2022

Source: See Industry Mix data on Page 2.



Top Ten Largest Employers - 2022*

Rockdale	Rockdale Area	COUNTY
Batchelor And Kimball, Inc.		
DiversiTech Corporation		
Fairway Independent Mortgage Company	Childrens Healthcare of Atlanta	DeKalb
Golden State Foods	Emory Healthcare, Inc.	DeKalb
Hill Phoenix, Inc.	Emory University	DeKalb
Piedmont Rockdale Hospital, Inc.	Northside Hospital, Inc.	Gwinnett
Pratt Industries	Optum Services, Inc.	DeKalb
Publix Super Markets, Inc.	Publix Super Markets, Inc.	Gwinnett
Southeast Connections, LLC	State Farm Mutual Auto Insurance Company	DeKalb
Walmart	The Kroger Company	DeKalb
	Walmart	Gwinnett
	Walmart	DeKalb

*Note: Represents employment covered by unemployment insurance excluding all government agencies except correctional institutions, state and local hospitals, state colleges and universities. Data shown for the Second Quarter of 2022. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor

Education of the Labor Force

Rockdale Area

		PERCENT DISTRIBUTION BY AGE				
	PERCENT OF TOTAL	18-24	25-34	35-44	45-64	65+
Elementary	5.5%	4.6%	6.6%	4.5%	3.9%	11.2%
Some High School	8.5%	16.8%	8.0%	5.5%	6.4%	12.4%
High School Grad/GED	26.1%	31.5%	23.4%	24.1%	25.6%	31.5%
Some College	22.4%	33.5%	20.6%	20.5%	21.8%	18.7%
College Grad 2 Yr	7.2%	3.9%	7.3%	9.0%	8.3%	4.1%
College Grad 4 Yr	20.0%	8.9%	24.1%	24.3%	20.9%	13.2%
Post Graduate Studies	10.3%	0.8%	10.0%	12.2%	13.1%	9.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Totals are based on the portion of the labor force between ages 18 - 65+. Some College category represents workers with some college with no degree less than two years.

Source: U.S. Census Bureau - 2010 Decennial Census.

High School Graduates - 2021

	PUBLIC SCHOOLS	PRIVATE SCHOOLS*	TOTAL
DeKalb	5,496	--	5,496
Gwinnett	12,369	--	12,369
Henry	3,228	--	3,228
Newton	1,191	--	1,191
Rockdale	1,065	--	1,065
Walton	903	--	903
Rockdale Area	**24,252**	**--**	**24,252**

Note: Public schools include city as well as county schools systems.

* Private schools data is not available for 2021 from Georgia Independent School Association.

Source: The Governor's Office of Student Achievement of Georgia.

NORTON
SINCE 1928
TM

Colleges and Universities

Rockdale Area

DeKalb

Georgia State University - Perimeter College	perimeter.gsu.edu
Agnes Scott College	www.agnesscott.edu
Columbia Theological Seminary	www.ctsnet.edu
Devry University-Georgia (Decatur Campus)	www.devry.edu/universities/georgia/decatur-campus.html
Georgia Military College (Stone Mountain Campus)	www.gmc.edu/about-gmc/stone-mountain.cms
Community Education Center (Satellite campus of Georgia Piedmont Technical College)	www.gptc.edu
Georgia Piedmont Technical College	www.gptc.edu
Paul M. Starnes Center (Satellite campus of Georgia Piedmont Technical College)	www.gptc.edu
Regional Transportation Training (Satellite campus of Georgia Piedmont Technical College)	www.gptc.edu
Gupton Jones College of Funeral Service	www.gupton-jones.edu
Interactive College of Technology (Chamblee Campus)	www.ict.edu
Luther Rice University & Seminary	www.lutherrice.edu/
Strayer University (Lithonia Campus)	www.strayer.edu/georgia/lithonia

Walton

Walton County Campus (Satellite campus of Athens Technical College)	www.athenstech.edu/

Gwinnett

Aviation Institute of Maintenance-Atlanta	www.aviationmaintenance.edu/campuses/duluth-ga/index.html
Georgia Christian University	www.gcuniv.edu
Georgia Gwinnett College	www.ggc.edu
Gwinnett College-Lilburn	www.gwinnettcollege.edu
Gwinnett Technical College	www.gwinnetttech.edu
Lincoln College of Technology (Marietta)	www.lincolntech.edu
New Horizons Medical Institute	www.newhorizonsmedical.com
Reformed University	www.runiv.edu

Newton

Emory University-Oxford College	www.emory.edu/oxford/
Newton Campus (Satellite campus of Georgia Piedmont Technical College)	www.gptc.edu
Newton Campus Building D (Satellite campus of Georgia Piedmont Technical College)	www.gptc.edu

Rockdale

Rockdale Center (Satellite campus of Georgia Piedmont Technical College)	www.gptc.edu

Henry

Henry County Academy (Satellite campus of Southern Crescent Technical College)	www.sctech.edu

Note: The colleges and universities listed include public and private institutions. This list is updated periodically as information becomes available.

Source: Integrated Postsecondary Education Data System (IPEDS).

Technical College Graduates - 2021*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2019	2020	2021	2019-2020	2020-2021
Accounting Technology/Technician and Bookkeeping°	416	365	369	-12.3	1.1
Administrative Assistant and Secretarial Science, General	53	53	54	0.0	1.9
Allied Health and Medical Assisting Services, Other°	92	41	51	-55.4	24.4
Automobile/Automotive Mechanics Technology/Technician°	886	814	732	-8.1	-10.1
Baking and Pastry Arts/Baker/Pastry Chef°	6	5	2	-16.7	-60.0
Banking and Financial Support Services°	6	11	6	83.3	-45.5

Technical College Graduates - 2021*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2019	2020	2021	2019-2020	2020-2021
Biology Technician/Biotechnology Laboratory Technician°	25	19	9	-24.0	-52.6
Business Administration and Management, General°	205	333	349	62.4	4.8
CAD/CADD Drafting and/or Design Technology/Technician°	24	27	17	12.5	-37.0
Cardiovascular Technology/Technologist	10	7	7	-30.0	0.0
Carpentry/Carpenter°	117	85	99	-27.4	16.5
Child Care and Support Services Management°	5	42	27	740.0	-35.7
Child Care Provider/Assistant°	169	230	192	36.1	-16.5
Clinical/Medical Laboratory Technician	8	14	10	75.0	-28.6
Commercial Photography°	40	22	7	-45.0	-68.2
Computer and Information Sciences, Other°	21	12	14	-42.9	16.7
Computer and Information Systems Security/Information Assurance°	215	415	360	93.0	-13.3
Computer Engineering Technology/Technician°	9	5	10	-44.4	100.0
Computer Installation and Repair Technology/Technician°	198	186	384	-6.1	106.5
Computer Programming, Specific Applications°	63	90	109	42.9	21.1
Computer Programming/Programmer, General	86	81	100	-5.8	23.5
Cosmetology/Cosmetologist, General	30	46	43	53.3	-6.5
Criminal Justice/Police Science°	14	9	20	-35.7	122.2
Criminal Justice/Safety Studies°	88	106	71	20.5	-33.0
Culinary Arts/Chef Training	24	17	12	-29.2	-29.4
Data Modeling/Warehousing and Database Administration	9	13	12	44.4	-7.7
Data Processing and Data Processing Technology/Technician°	35	39	24	11.4	-38.5
Dental Assisting/Assistant°	31	48	57	54.8	18.8
Diagnostic Medical Sonography/Sonographer and Ultrasound Technician	18	20	20	11.1	0.0
Drafting and Design Technology/Technician, General°	44	51	21	15.9	-58.8
Early Childhood Education and Teaching°	112	100	61	-10.7	-39.0
Electrical, Electronic and Communications Engineering Technology/Technician	4	5	1	25.0	-80.0
Electrical/Electronics Equipment Installation and Repair, General°	7	16	9	128.6	-43.8
Emergency Medical Technology/Technician (EMT Paramedic)°	128	149	109	16.4	-26.8
Entrepreneurship/Entrepreneurial Studies°	15	17	14	13.3	-17.6
Food Preparation/Professional Cooking/Kitchen Assistant°	15	10	14	-33.3	40.0
Game and Interactive Media Design°	25	17	15	-32.0	-11.8
Health Information/Medical Records Technology/Technician	14	5	13	-64.3	160.0
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/°	282	150	300	-46.8	100.0
Heavy Equipment Maintenance Technology/Technician°	16	13	9	-18.8	-30.8
Hospitality Administration/Management, General°	47	27	48	-42.6	77.8
Human Resources Management/Personnel Administration, General°	67	128	106	91.0	-17.2

NORTON SINCE 1928 TM

Technical College Graduates - 2021*

PROGRAMS	TOTAL GRADUATES			PERCENT CHANGE	
	2019	2020	2021	2019-2020	2020-2021
Interior Design°	79	111	117	40.5	5.4
Legal Assistant/Paralegal°	10	13	9	30.0	-30.8
Licensed Practical/Vocational Nurse Training	27	17	32	-37.0	88.2
Logistics and Materials Management°	15	12	14	-20.0	16.7
Marketing/Marketing Management, General	30	48	53	60.0	10.4
Medical Insurance Specialist/Medical Biller°	26	24	21	-7.7	-12.5
Medical Office Assistant/Specialist°	18	17	23	-5.6	35.3
Medical/Clinical Assistant	39	13	32	-66.7	146.2
Meeting and Event Planning°	16	20	20	25.0	0.0
Network and System Administration/Administrator°	166	150	432	-9.6	188.0
Nursing Assistant/Aide and Patient Care Assistant/Aide°	17	37	29	117.6	-21.6
Ophthalmic and Optometric Support Services and Allied Professions, Other°	6	24	12	300.0	-50.0
Opticianry/Ophthalmic Dispensing Optician	13	3	1	-76.9	-66.7
Parks, Recreation and Leisure Studies°	1	3	8	200.0	166.7
Phlebotomy Technician/Phlebotomist°	12	14	1	16.7	-92.9
Professional, Technical, Business, and Scientific Writing°	8	51	39	537.5	-23.5
Radiologic Technology/Science - Radiographer°	26	31	32	19.2	3.2
Registered Nursing/Registered Nurse	67	60	70	-10.4	16.7
Respiratory Care Therapy/Therapist	13	18	19	38.5	5.6
Teacher Assistant/Aide°	10	11	7	10.0	-36.4
Tourism and Travel Services Management°	9	23	14	155.6	-39.1
Truck and Bus Driver/Commercial Vehicle Operator and Instructor°	67	55	39	-17.9	-29.1
Web Page, Digital/Multimedia and Information Resources Desig	11	15	16	36.4	6.7
Web Page, Digital/Multimedia and Information Resources Design°	31	54	48	74.2	-11.1
Welding Technology/Welder°	358	267	217	-25.4	-18.7

Definition: All graduates except those listed as technical certificates(°) are diploma and degree graduates. Diploma and degree programs are one to two years in length. Technical certificates are less than a year in length. Duplication may occur due to graduates with multiple awards.

Source: Technical College System of Georgia

*Data shown represents Annual 2019, 2020, and 2021.

Note: Please visit TCSG website for any college configuration changes.

Georgia Department of Labor Location(s)

Career Center(s)
774 Jordan Lane Bldg. #4
Decatur, GA 30033-5755
Phone: (404) 679 - 5200 **Fax:** (404) 679 - 1713

For copies of Area Labor Profiles, please visit our website at: http://dol.georgia.gov or contact Workforce Statistics & Economic Research, Georgia Department of Labor, 148 Andrew Young International Blvd N.E. Atlanta, GA. 30303-1751. Phone: 404-232-3875; Fax: 404-232-3888 or Email us at workforce_info@gdol.ga.gov

SERVICES

- INSURANCE
- REAL ESTATE
  - COMMERCIAL
  - RESIDENTIAL
  - ACREAGE
  - INVESTMENTS
  - RECREATIONAL TOURISM
- MANAGEMENT
  - MULTI FAMILY
  - COMMERCIAL
  - HOME RENTAL
  - COMMUNITY MANAGEMENT
  - RAW ACREAGE
- RELOCATION
- HOME SERVICES
- CONSULTATION
- RESEARCH
- MORTGAGE
- DEVELOPMENT
- REO

DATA PRODUCTS

- COUNTY DEMOGRAPHICS
- ANNUAL FORECASTS
- DEEP DIVE
- MONTHLY NDICATORS
- TEMPERATURE GAUGES
- MARKET WATCH
- LAKE REPORTS
- RESIDENTIAL REPORTS
- COUNTY DASHBOARDS
- ANNUAL TRAFFIC PATTERNS
- NFOGRAPHICS
- CUSTOM CONSULTATIONS

NORTON
SINCE 1928

GA400 770.887.0053 |GAINESVILLE 770.532.0022
HABERSHAM 706.754.5700 | GA316 770.307.0087

NORTON NATIVE INTELLIGENCE | WWW.NORTONINTELLIGENCE.COM
434 GREEN STREET | GAINESVILLE, GA 30501 | (770) 532-0022