

IT'S ES SEN TIAL

AN ECONOMIC VALUATION OF

THE ESSENTIAL ECONOMY®

IN THE STATE OF GEORGIA

SUMMARY OF FINDINGS

February 2013

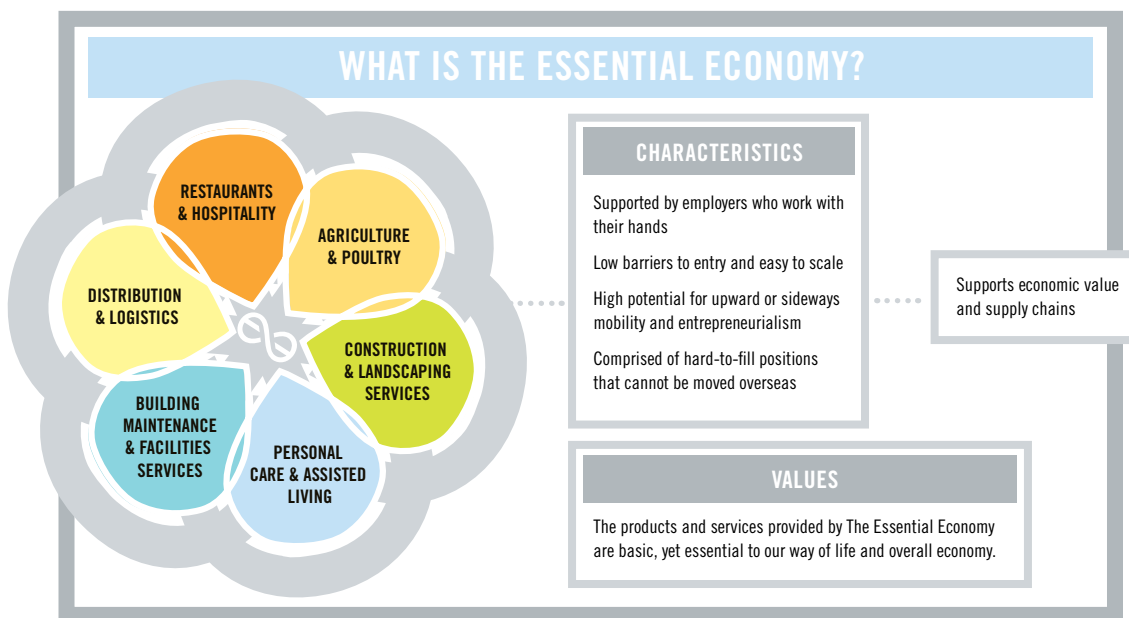


Defining The Essential Economy

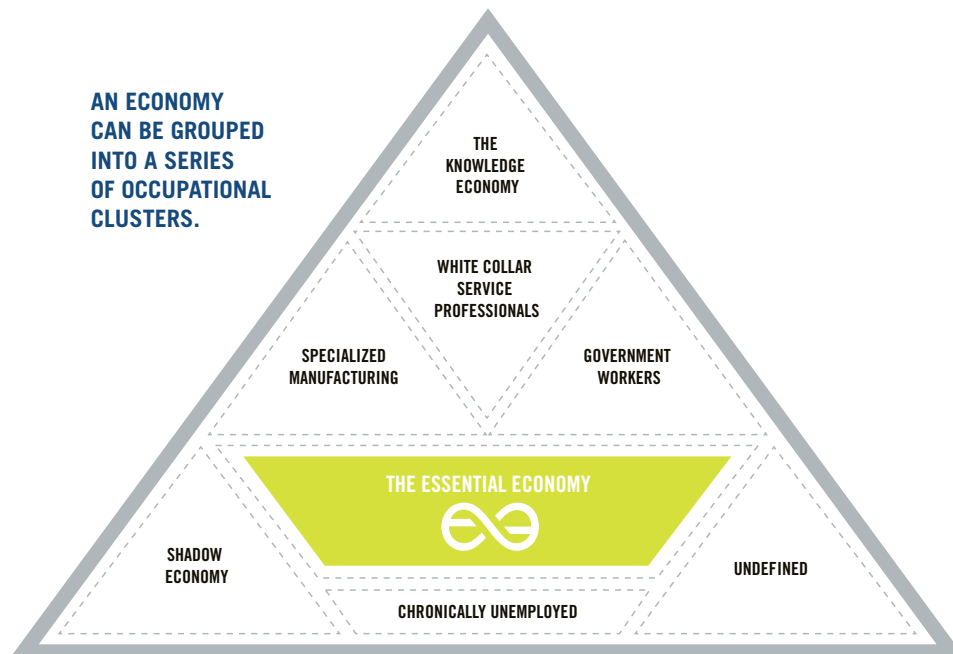
The Essential Economy is an occupational cluster that includes restaurant kitchen staff, janitors, landscape crews, farm workers, nursing aides, stock clerks and other non-managerial positions. The cluster spans six major economic sectors from agriculture and construction to hospitality and personal care.

Early in our analysis, we saw that the goods and services provided by these occupations are basic and essential to our economy and our way of life, hence the term Essential Economy. While every sector in The Essential Economy is unique and contributes significant economic value as a stand-alone industry group, the workforce of these individual industries share a number of common attributes.

Workers in The Essential Economy have traditionally been described as low wage and unskilled. Their work is generally routine and labor intensive. As a group, they are undereducated and possess few, if any, educational degrees or certifications. The six sectors of The Essential Economy can be studied by business leaders, economists and elected officials to reveal valuable economic trends, patterns and information.



AN ECONOMY CAN BE GROUPED INTO A SERIES OF OCCUPATIONAL CLUSTERS.



* This figure is for illustrative purposes only. The pyramid is not set to scale.

Key Findings

STATE ECONOMIC IMPACT

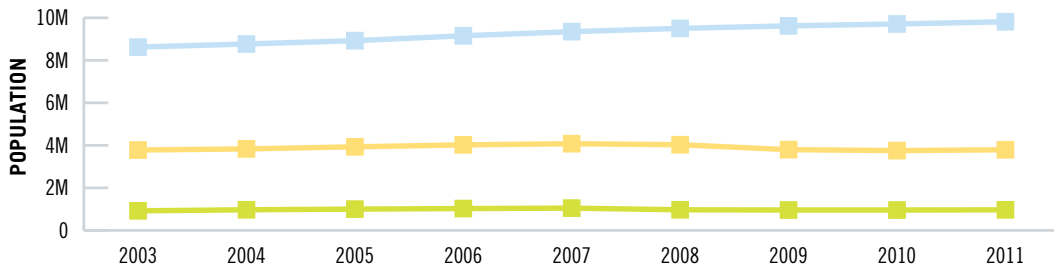
The Essential Economy is a major, long-term structural component of Georgia's economy.

- The group contributed 12%, or \$49 billion, to Georgia's GDP in 2010.
- Its employees contribute over \$114 million in sales tax each year (2011).
- The Essential Economy's financial contribution has been consistent for the past 9 years.

STATE JOB CREATION

The Essential Economy is among the largest employers in Georgia.

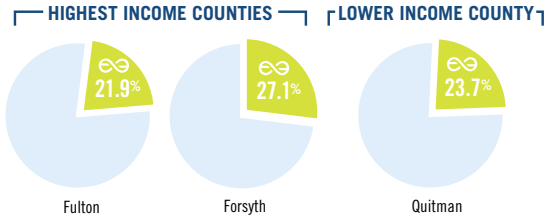
- In 2011, The Essential Economy employed 966,046 people out of 3.7 million employees in Georgia.
- The group represents 25% of all jobs in Georgia, therefore, one out of every four employees in the Georgia workforce works in The Essential Economy.
- Over a nine-year period, the Essential Economy wage averaged \$21,718, which represents 57% of the average working wage in Georgia for the same period.



COUNTY IMPACT

The Essential Economy is present in every single county of Georgia, regardless of population, location or local economics.

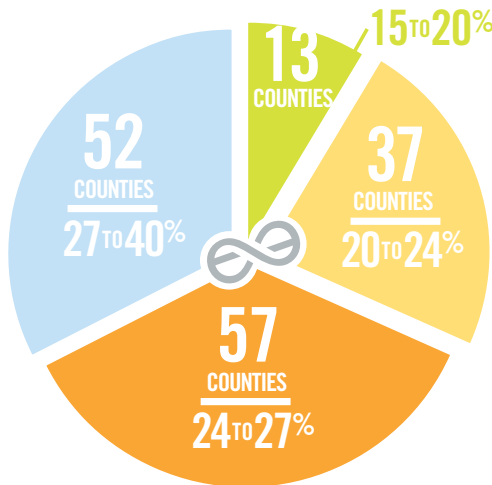
- The Essential Economy is present in the state's highest and lowest income counties.



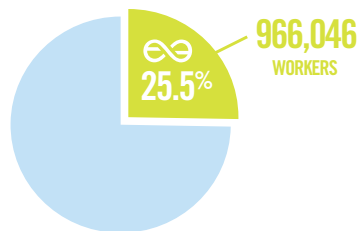
- The Essential Economy is present in counties regardless of their industrial makeup or composition.
- 55% of all Georgia counties have 25% or more of their workforce in The Essential Economy.



MOST GEORGIA COUNTIES HAVE AT LEAST 25% OF THEIR WORKFORCE IN THE ESSENTIAL ECONOMY.



966,046 OUT OF ALL 3.7M EMPLOYED GEORGIANS IN 2011 WERE A PART OF THE ESSENTIAL ECONOMY.



AVERAGE WAGE OF THE ESSENTIAL ECONOMY OVER A NINE YEAR PERIOD

\$21,718

SALES TAXES COLLECTED FROM THE ESSENTIAL ECONOMY

\$114,806,385

THE ESSENTIAL ECONOMY COUNCIL

The Essential Economy Council is a bipartisan, nonprofit 501(c)(3) organization that originates research and communications that will be used to educate elected officials and business leaders on the value of Georgia's Essential Economy. The Council is managed by a board of industry specialists and professionals, and it partners with leading businesses, economic development organizations and academic institutions to design and execute its research and communications.

The Council's mission is to provide credible, local research and data on the economic value of The Essential Economy, the opportunities it provides and its fundamental impact on the quality of life. The Council's work is designed to help decisionmakers create data-driven informed public policy. Our research is designed to benefit Georgia's economy including its workforce, customers and business owners.

GOALS OF ADVANCING THE ESSENTIAL ECONOMY

The Essential Economy Council has established five goals for advancing the Essential Economy:

1. Develop a data-driven analysis of the composition and economic value of the Essential Economy in Georgia.
2. Provide data that is localized, relevant, credible and easy to use.
3. Through data, strengthen policy making that affects Essential Economy workers and sectors.
4. Facilitate bipartisan discussions of the data's policy implications and potential policy recommendations to enhance The Essential Economy.
5. Develop research and communication processes that can be replicated in other states.

FOR MORE INFORMATION

For more information about specific county data or The Essential Economy Council, contact us at **(404) 961-7658**, info@essentialeconomy.org or direct mail to The Essential Economy Council at 817 West Peachtree, Suite 915, Atlanta, Georgia 30308. To receive updates on ongoing projects or to download a full copy of the report summarized here, visit us online at www.essentialeconomy.org. Or, find us on facebook and twitter at [@EssentialEconomy](https://www.facebook.com/EssentialEconomy).

OUR BOARD OF DIRECTORS AND ECONOMIC ADVISORS

The Essential Economy Council Board includes industry specialists and professionals who understand both the business world and the political process as they regularly interact with elected officials at multiple levels of government. Our board members include:

Dan Moody

Former State Senator – Johns Creek
Co-Chairman

dan@essentialeconomy.org

Sam Zamarripa

Former State Senator – Atlanta
Co-Chairman

sam@essentialeconomy.org

Karen Bremer

Executive Director
Georgia Restaurant Association

Chris Butts

Director of Legislative Affairs
Georgia Green Industry Association

David Ellis

Executive Vice President
Greater Atlanta Home Builders

Valerie Ferguson

Regional Vice President
Loews Atlanta Hotel

Mike Giles

President
Georgia Poultry Federation

Charles Hall

Executive Director
Georgia Vegetable & Fruit
Growers Association

Jay Morgan

J.L. Morgan, Inc.
Public Affairs

Mary Kay Woodworth

Executive Director
Georgia Urban Ag Council

Bryan Tolar

President
Georgia Agribusiness Council

Steve Simon

Partner
Fifth Group Restaurants

Zippy Duval

President
Georgia Farm Bureau

ECONOMIC ADVISORY COUNCIL

John McKissick, PhD

Professor Emeritus
& Distinguished Agricultural
Marketing Professor
University of Georgia

Jennifer Clark, PhD

Associate Professor
School of Public Policy
Georgia Institute of Technology

Thomas Cunningham, PhD

Vice President, Senior Economist
& Regional Executive
Federal Reserve Bank of Atlanta

