



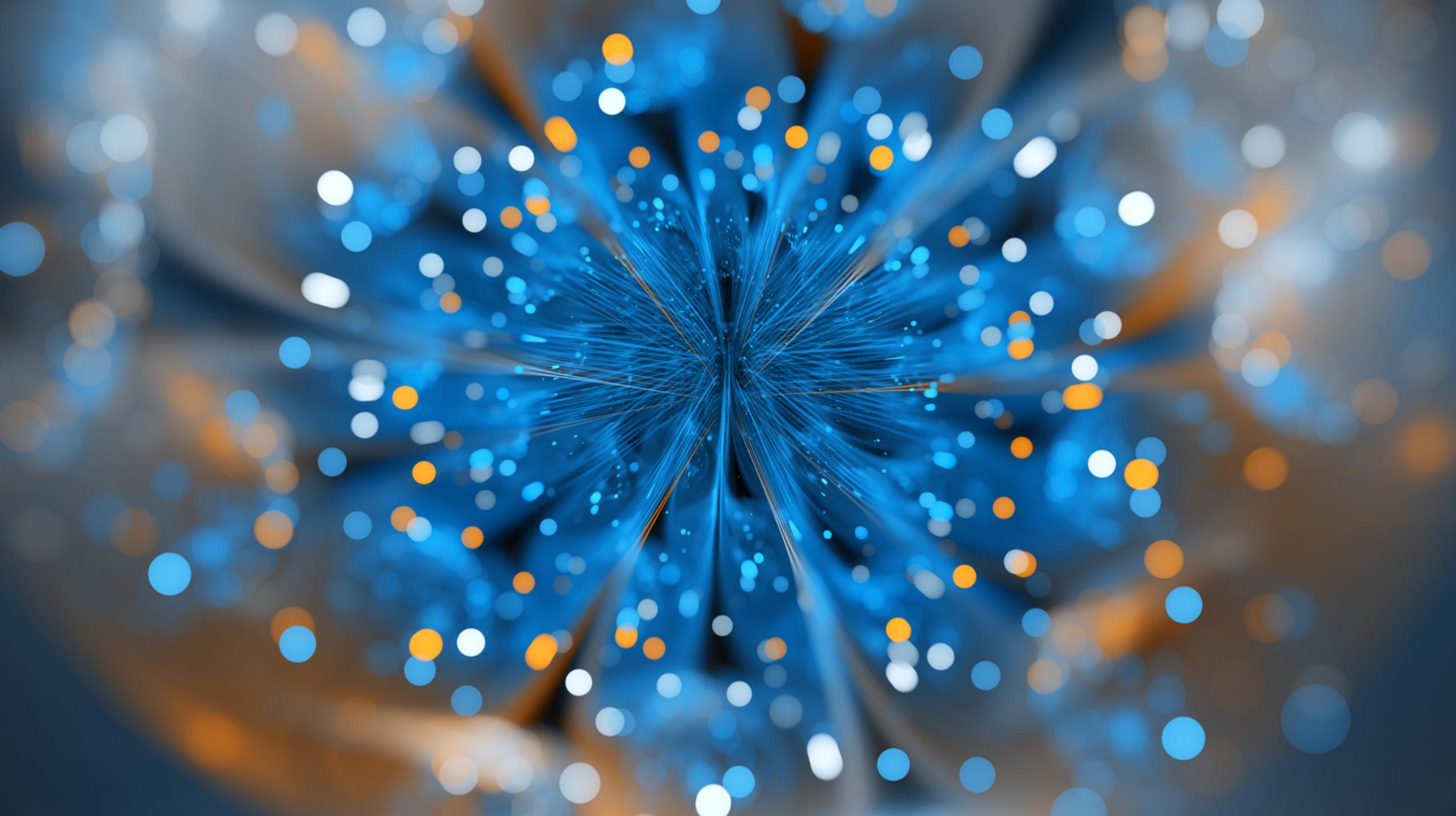
# Navigating Covid: Winners & Losers

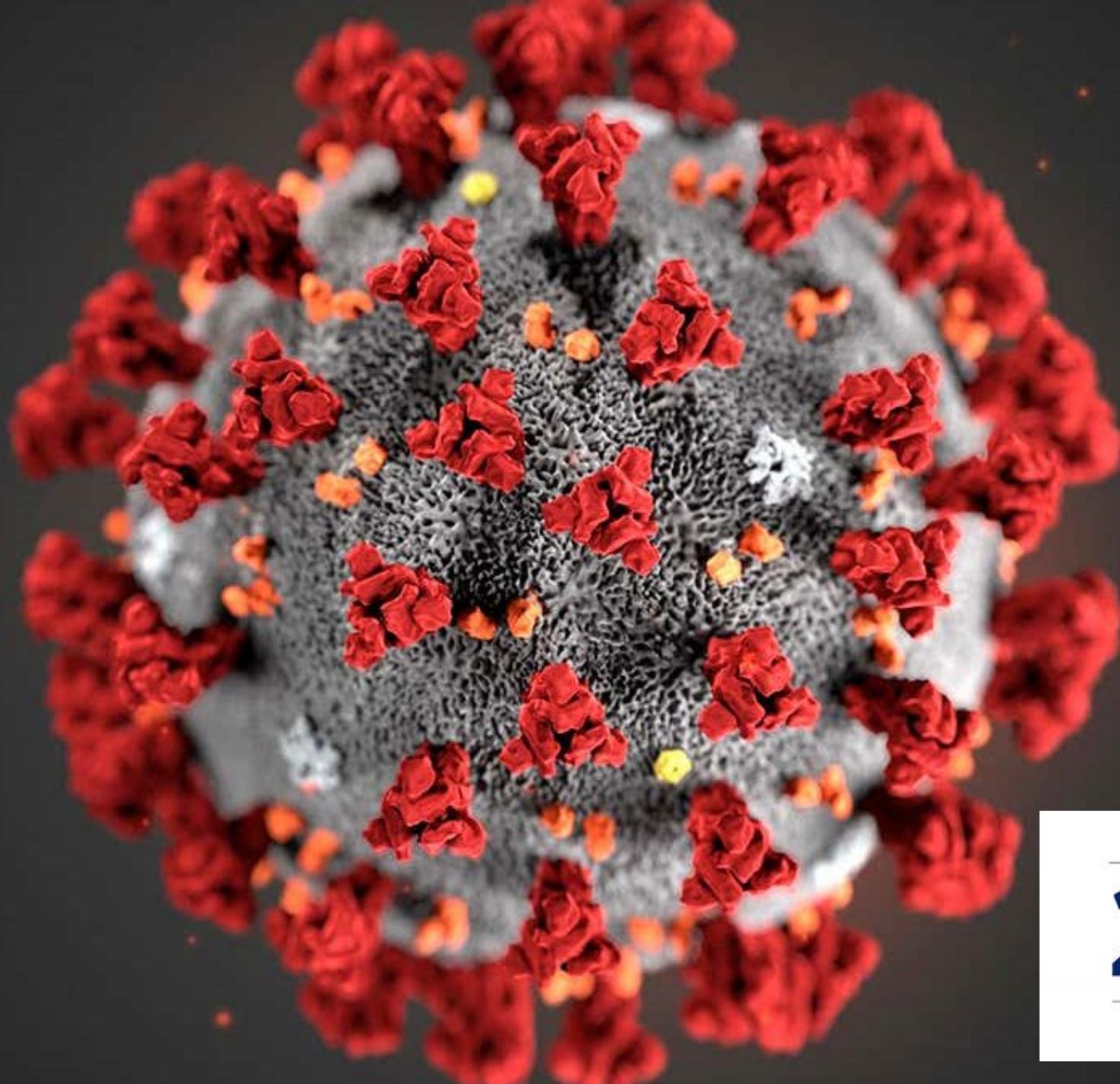
*Georgia Power: Your Power Partner*

Jennifer Zeller, Strategic Solutions Manager, C&ED

Marion Phillips, Sr. Research Analyst







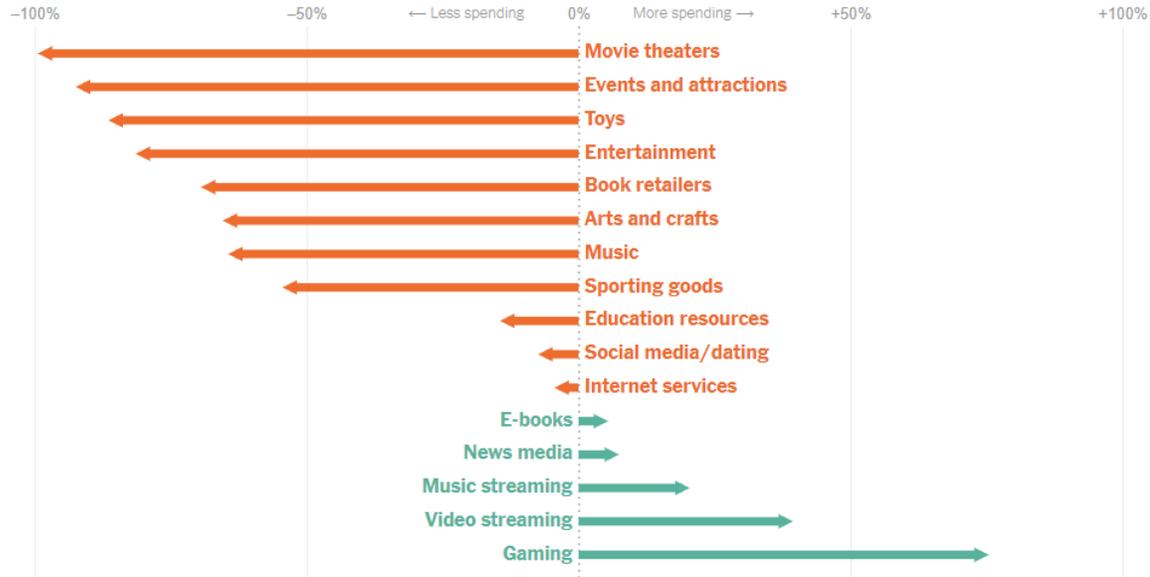
# Today's Discussion

- The Pandemic and Concerns
- Silver Linings
- Taking a Deeper Dive into:
  - Spending, Occupational & Industry Growth Decline
  - The Inside View:
    - Our Customers
    - Economic Development Prospects



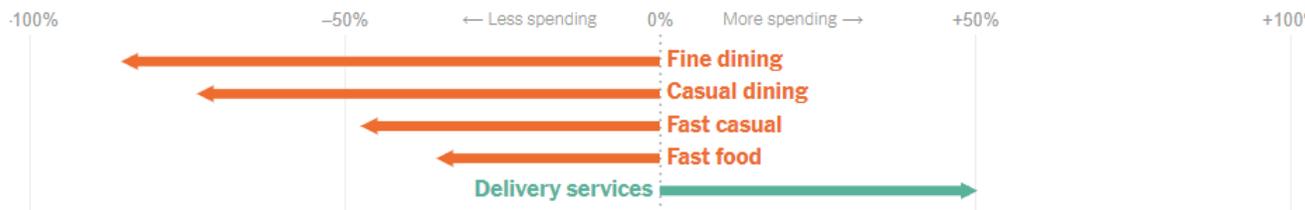
# Silver Lining, Digital Companies are Winners

Spending on media and entertainment is mixed, with many losers and a few winners.



Change in spending from 2019 for the week ending April 1.

Restaurant sales have plummeted.



Change in spending from 2019 for the week ending April 1.

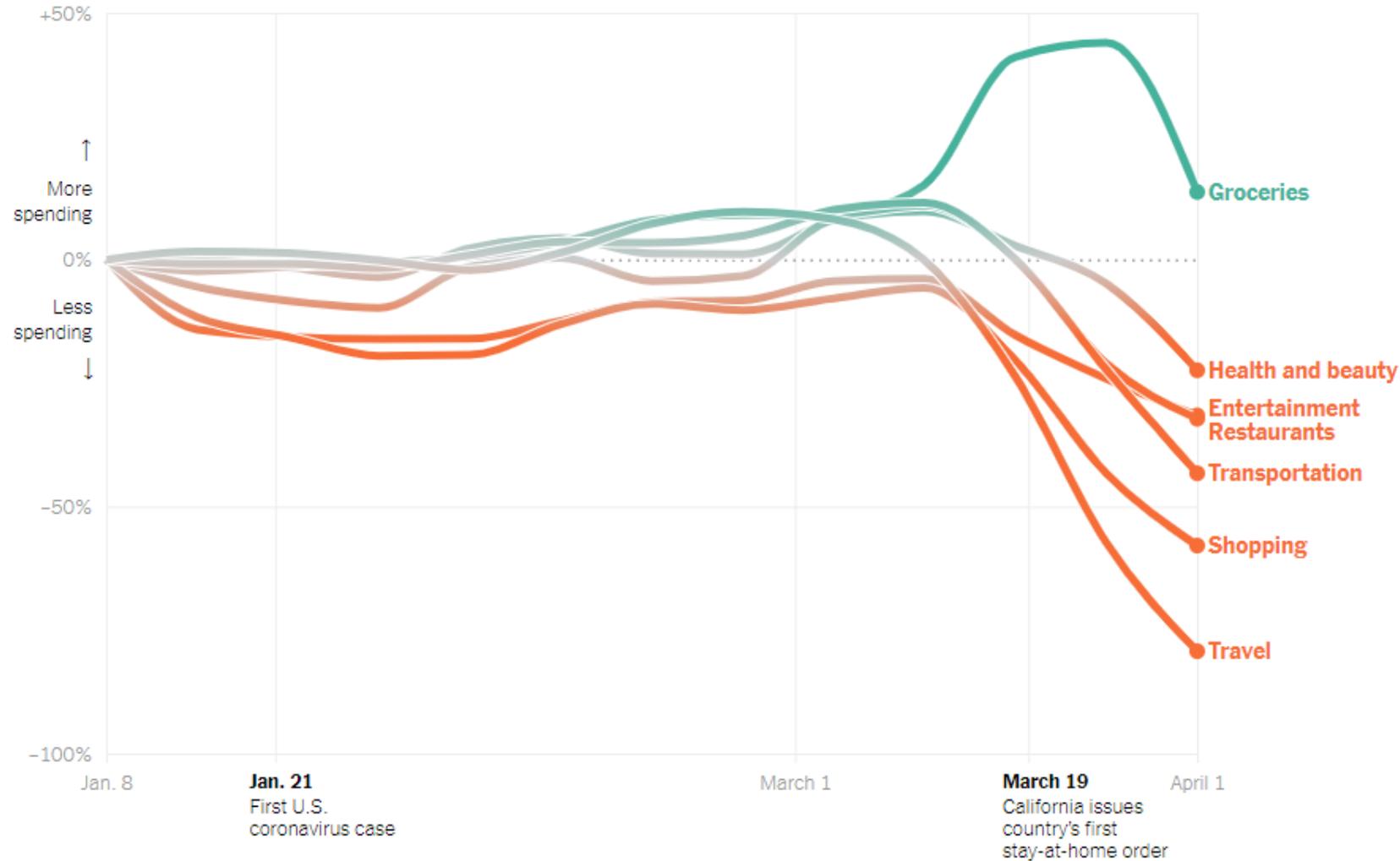


# How the Virus Transformed the Way Americans Spend Money

The New York Times

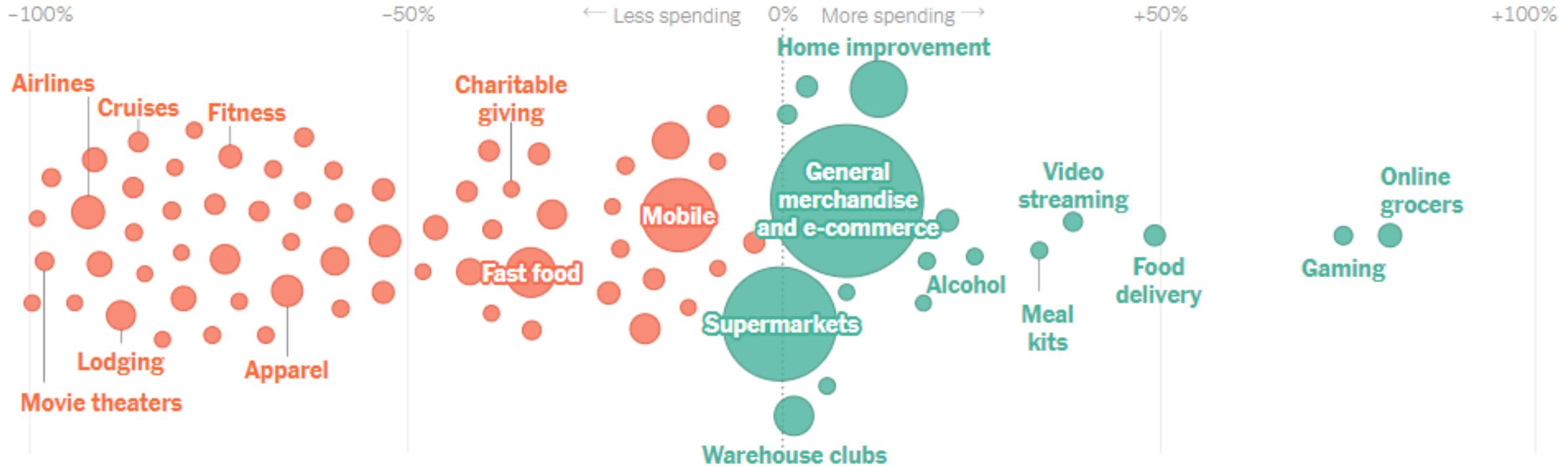


### Change in credit and debit card spending



The chart shows the percentage change in spending from the beginning of the year. Each line is an average of the previous two weeks, which smooths out weekly anomalies. | Source: Earnest Research

# How the Virus Transformed the Way Americans Spend Money



Change in spending from 2019 for the week ending April 1. Bubbles are sized by industry sales.

# Industry & Occupation Hiring on the Rise



What industries & occupations nationally saw the largest increase in postings since pre-COVID?

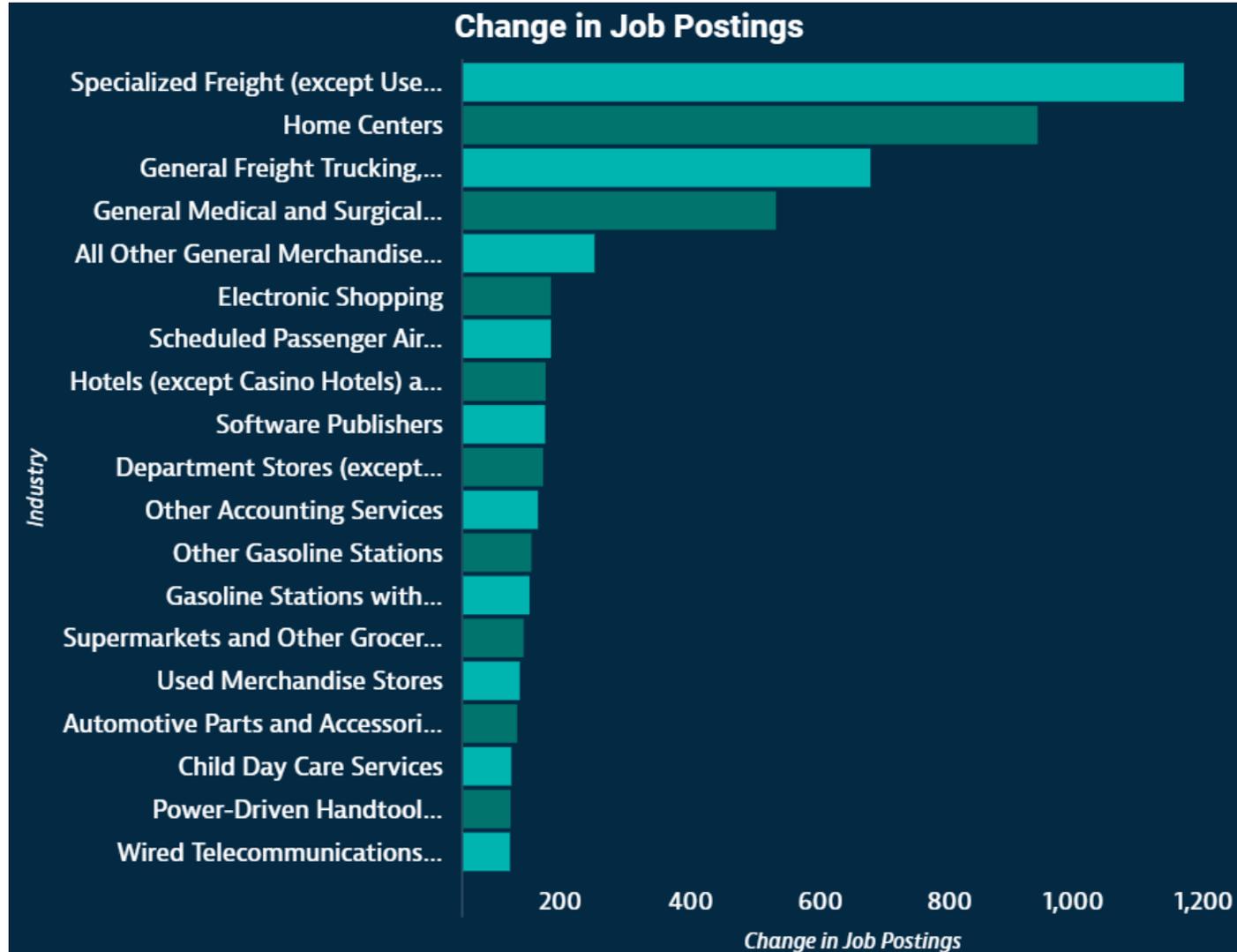
## The Obvious Industries:

- Couriers & Messengers (+411%)
- Online Shopping (+82%)
- Sporting Goods, Hobby, Musical Instrument, and Book Stores (+67%)
- Food & Beverage Stores (+41%)
- General Merchandise Stores (+39%)

## The More Interesting Occupations:

- Military (+182%)
- Extraction Workers (+145%)
- Supervisors of Personal Care & Service Workers (+93%)
- Material Moving Workers (+88%)
- Motor Vehicle Operators (+59%)

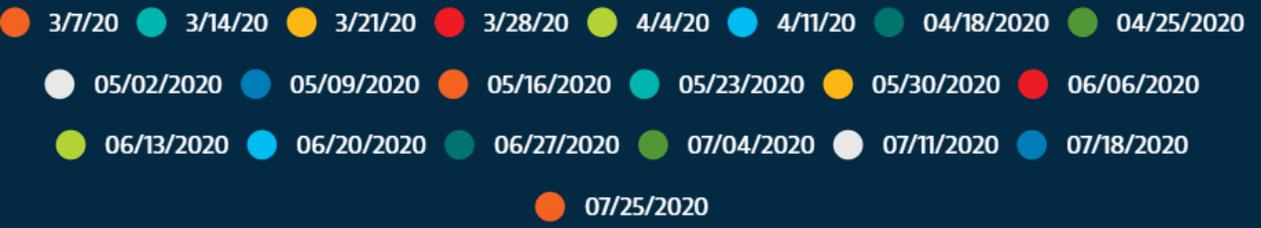
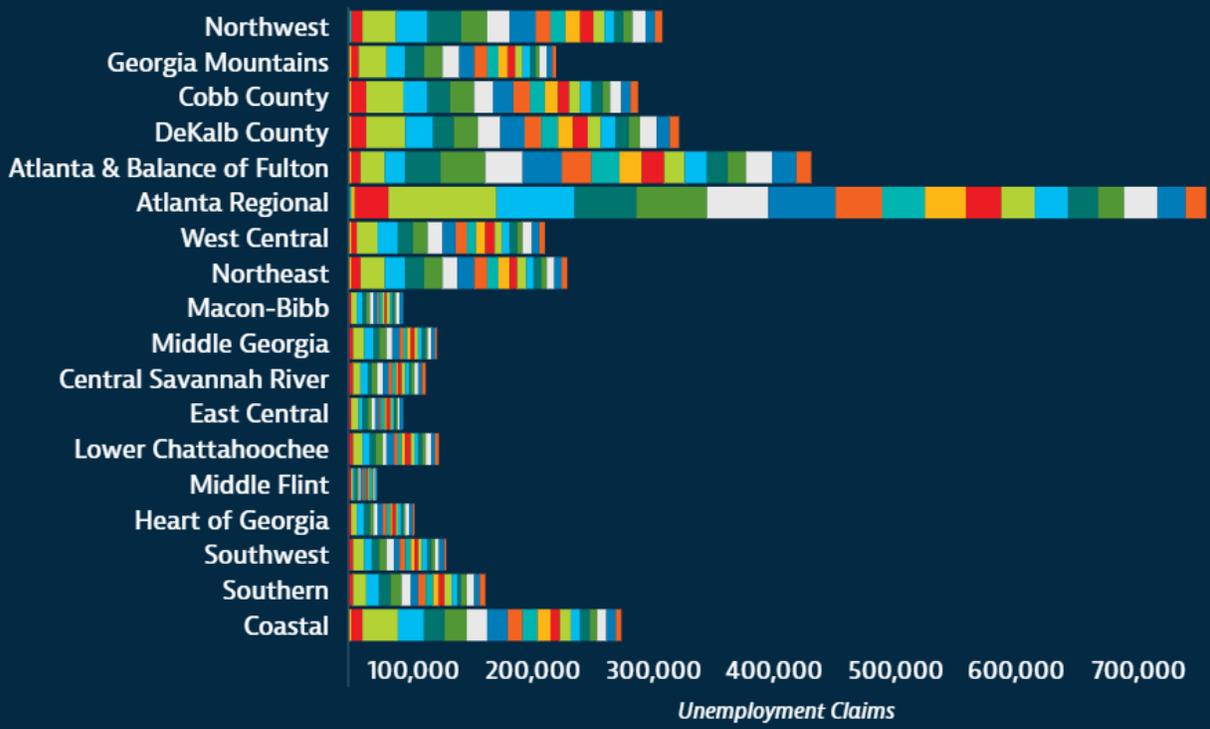
# What are Georgia's rebounding industries?



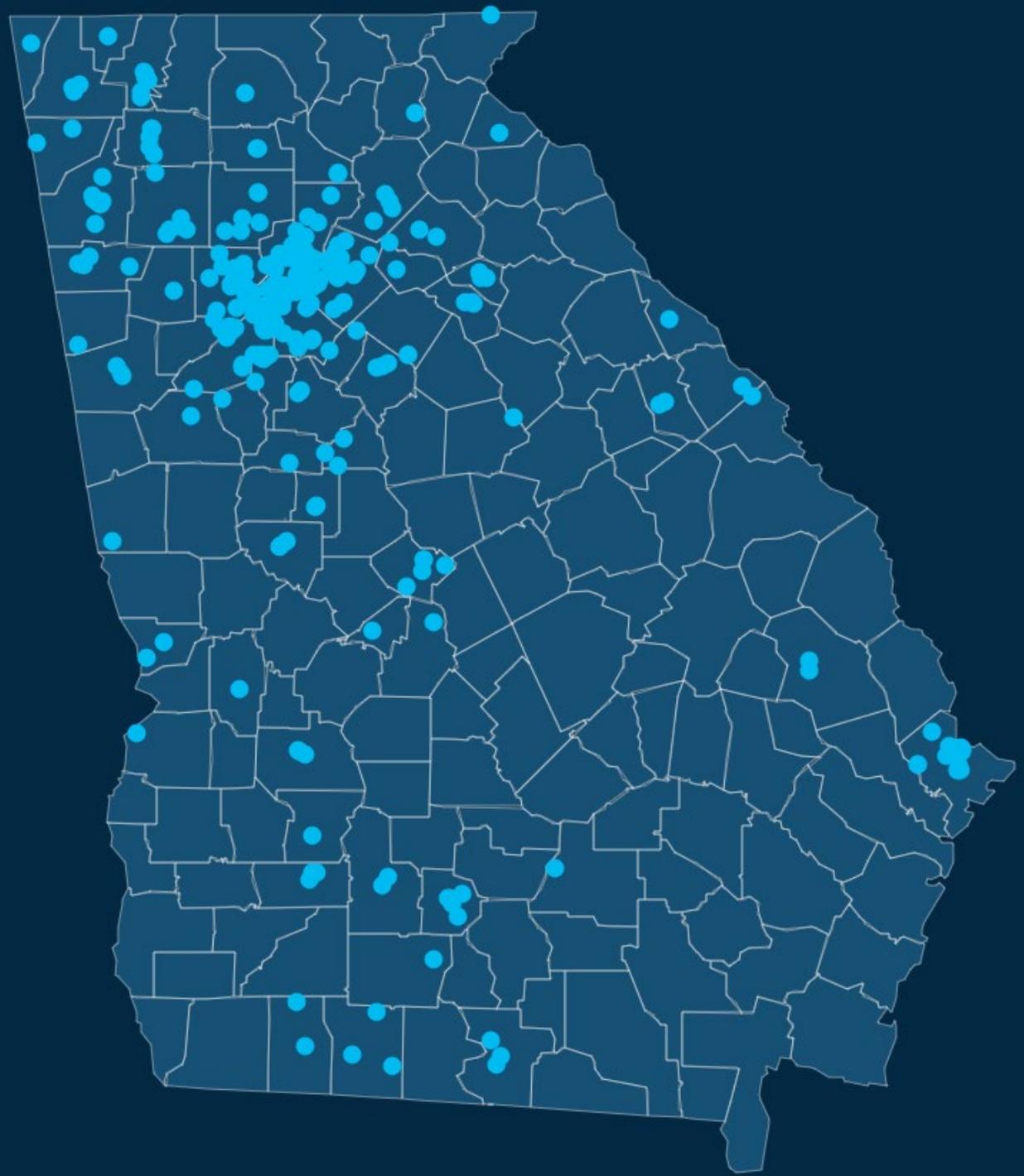
For more COVID-19 indicators, visit our site:

<https://www.selectgeorgia.com/resources/covid-19-resources/community-resources/>

## Unemployment Claims by Region

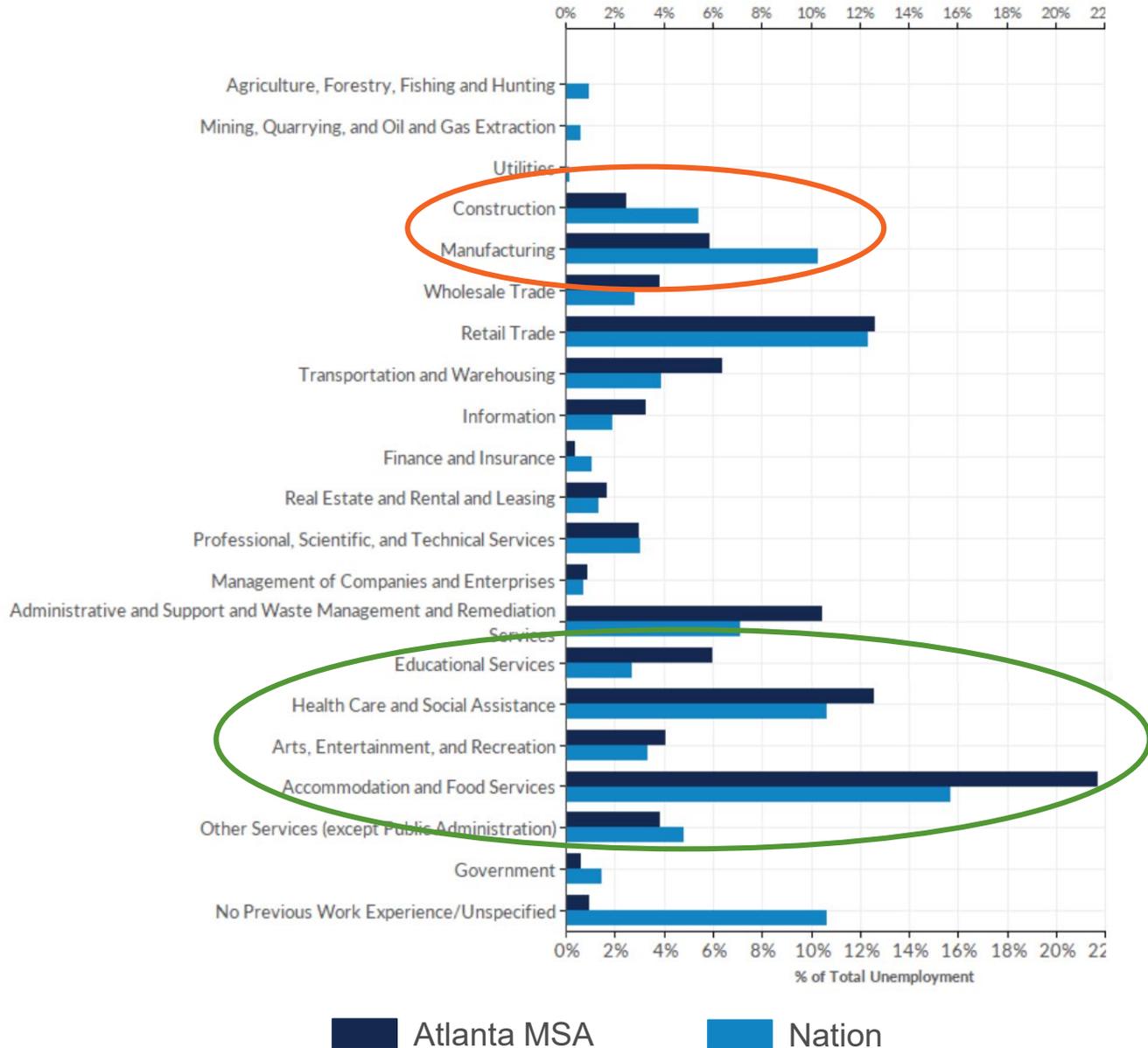


Source: UI Weekly Claims by Industry, Georgia Department of Labor, July 2020



- NY Times Virus Database: U.S. & GA:  
<https://www.nytimes.com/interactive/2020/us/coronavirus-us-cases.html>
- Georgia Tech COVID-19 Event Risk Assessment Planning Tool: U.S. by county:  
<https://covid19risk.biosci.gatech.edu/>

# How are Atlanta's industries recovering?



## Industries with Lower Unemployment Rates than the Nation:

- Construction
- Manufacturing
- Professional, Scientific, and Technical Services
- Government
- No Previous Work Experience

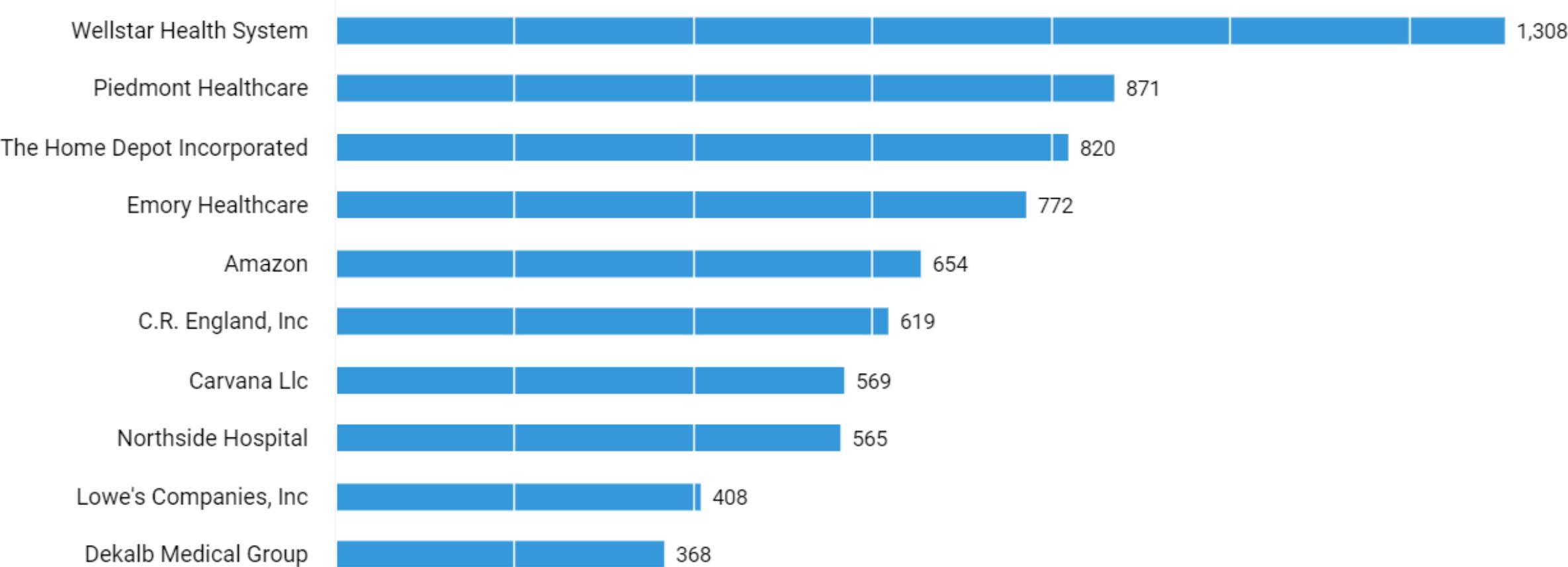
## Industries with Higher Unemployment Rates than the Nation:

- Transportation and Warehousing
- Educational Services
- Health Care and Social Assistance
- Accommodation and Food Services

# Who's hiring in Atlanta?



## Top Companies Hiring

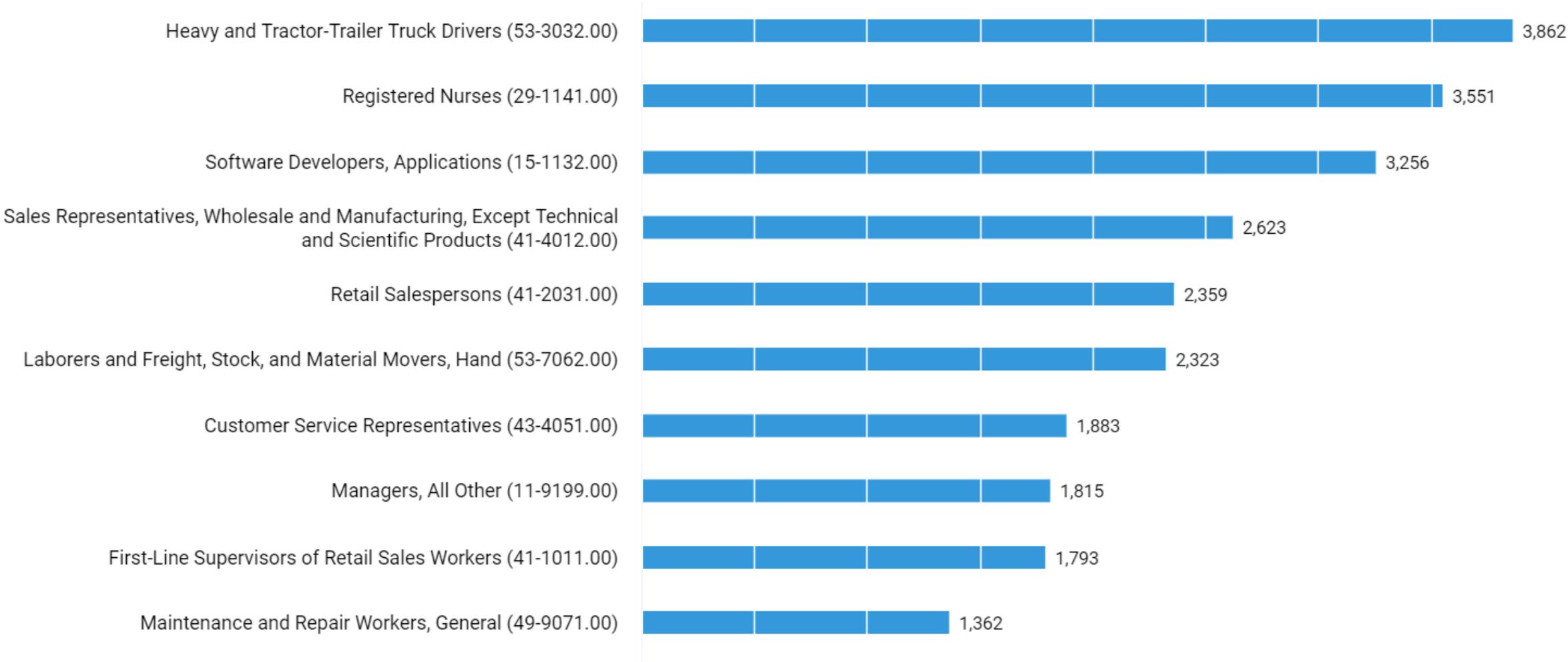


Source: Burning Glass, July 1, 2020 – August 17, 2020

# What are Atlanta's most in demand jobs?



## Top Occupations by Job Postings



Source: Burning Glass, July 1, 2020 – August 17, 2020

# What is our own electricity data telling us?

## Industrial Customers:



- Forest Products
- Metal & Transportation
- Plastics & Rubber
- Textile & Apparels
- Food & Agriculture

## Commercial Customers:



Data Centers  
Warehouses

Grocery Stores

Healthcare  
Airlines



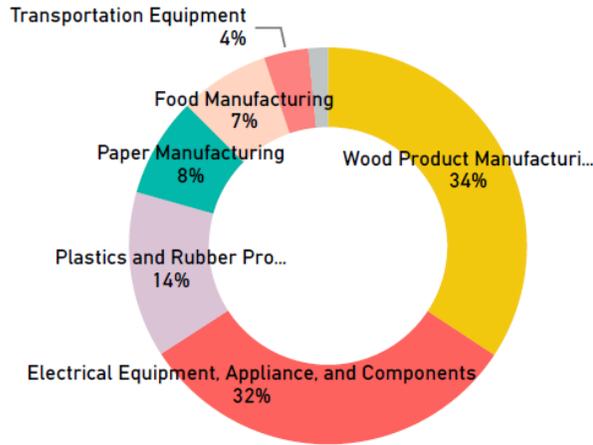
# Our Economic Development View



## Located Projects YTD

## Pipeline is Active!

### Manufacturing Sectors

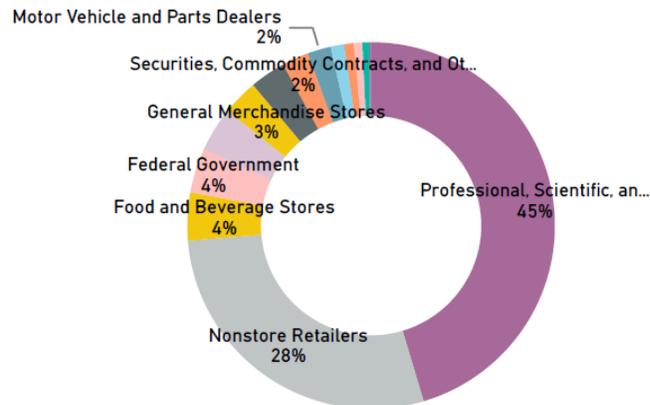


Projects  
**199**

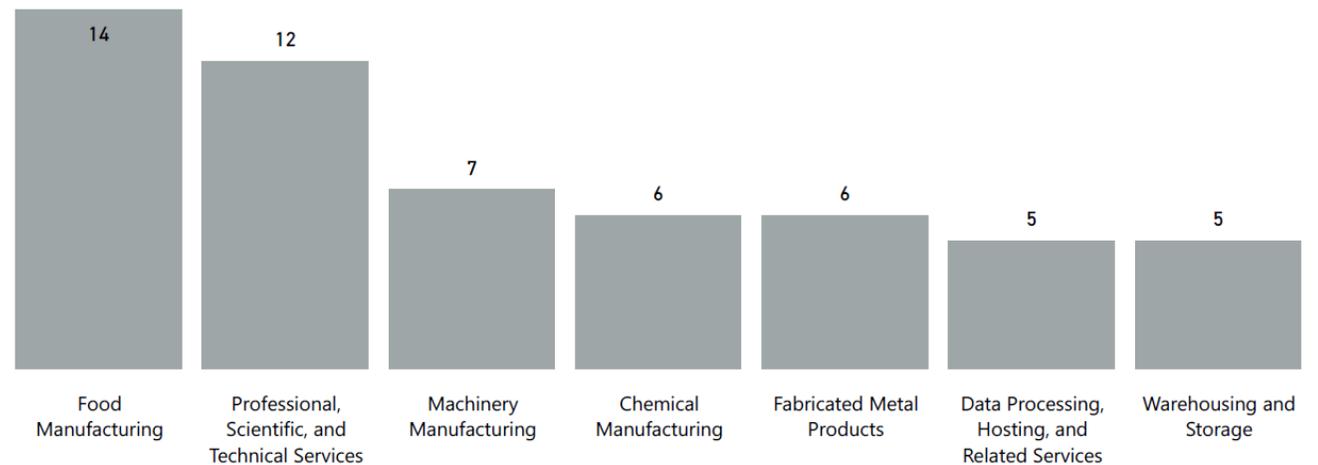
Potential Jobs  
**27.7K**

Potential Investment  
**\$6.3bn**

### Non-Manufacturing Sectors



### Active Projects by Industry Sector (5+ projects)



# How COVID-19 is shifting corporate location strategy



## Are Corporate Location Decisions Moving Forward?

61%

say companies are moving forward with site selection projects

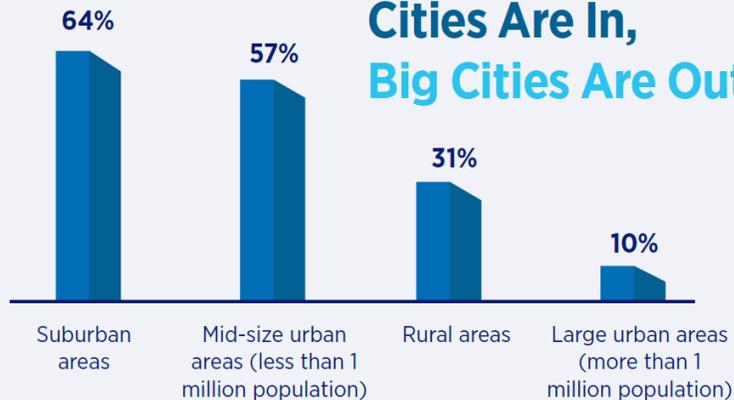
34%

say companies are pausing site selection projects

5%

say companies are canceling site selection projects or consolidating facilities

## Suburbs & Mid-Size Cities Are In, Big Cities Are Out



## Industries With the Most Project Activity



67%

Biotech and Life Sciences



51%

Advanced Manufacturing



47%

Food and Beverage Processing



44%

Transportation and Logistics



31%

Software and IT

## Helpful Links: Let us help you be informed



- New Census Website: <https://data.census.gov/>
- GDOL Labor Market Explorer: <https://explorer.gdol.ga.gov/>
- Georgia Workforce Toolkit: <https://gaworkforce.org/>
- GDOE's Georgia's Career Pipeline: <http://gacareerpipeline.gadoe.org/>
- Metro Atlanta eXchange for Workforce Solutions (MAX) Provider Portal:  
<http://metroatlantaexchange.org/portal/>
- UGA Carl Vinson Institute Covid Tracking: <https://cviog.uga.edu/covid-19-resources.html>
- ARC Neighborhood Nexus: <https://neighborhoodnexus.org/covid19/> [[neighborhoodnexus.org](https://neighborhoodnexus.org)]
  - ARC: <https://33n.atlantaregional.com/regional-snapshot>
- GA Power Select Georgia: <https://www.selectgeorgia.com/>
  - Understanding Impact of Covid: <https://www.selectgeorgia.com/resources/covid-19-resources/>