



# MAX Minutes

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## About



University of Georgia -  
Public Service and Outreach



Carl Vinson Institute of  
Government

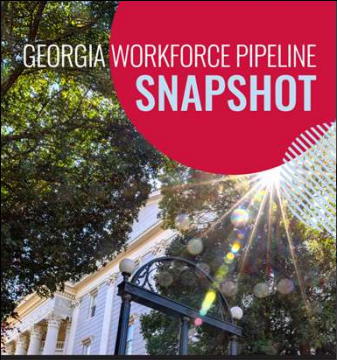


Workforce Development &  
Labor Market Data



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**2025** Georgia Workforce and Economic Resilience Center  
Carl Vinson Institute of Government  
UNIVERSITY OF GEORGIA

### GEORGIA WORKFORCE PIPELINE SNAPSHOT LABOR MARKET

28 rural counties have experienced a population increase of more than 20% since 1990.  
Source: US Census Bureau, BACS, Rurality Population Center

Georgia ranks 4th in America's population growth since 2010.  
Source: US Census Bureau, BACS, Rurality Population Center

Fertility in Georgia is shifting across age cohorts. Births to women aged 30 and older have increased while births to women under age 30 have declined. This shift contributes to smaller family sizes and slower population growth.  
Source: Georgia Department of Public Health, Statewide Vital Statistics Reporting System

Changes in childcare arrangements have significant impacts on parents in Georgia. Over the survey period, 7% of Georgians (over 200,000) reported an inability to send a child to daycare or other childcare arrangements. To ease for children, parents took the following actions:

- Cutting work hours: 29%
- Taking unpaid leave: 27%
- Using paid leave: 21%
- Leaving a job: 21%

Notes: Responses are self-reported and may not represent all parents. | Source: US Census Bureau, BACS, Rurality Population Center

Between 2020 and 2025, Georgia saw nearly 2,000 economic development projects totaling over 66,000 jobs in a variety of sectors. These jobs were spread across the state with a number in smaller communities.

County	Projects	Jobs
Cherokee	1	20
Chickasaw	1	20
Clayton	1	20
Colquhoun	1	20
Cobb	1	20
Columbia	1	20
Dade	1	20
Dawson	1	20
DeKalb	1	20
Douglas	1	20
Evans	1	20
Fayette	1	20
Floyd	1	20
Franklin	1	20
Gwinnett	1	20
Haralson	1	20
Henry	1	20
Jefferson	1	20
Jones	1	20
Lamar	1	20
Laurens	1	20
Liberty	1	20
Macon	1	20
Madison	1	20
Marietta	1	20
Meriwether	1	20
Mitchell	1	20
Morgan	1	20
Murray	1	20
Newton	1	20
Oconee	1	20
Oglethorpe	1	20
Polk	1	20
Quitman	1	20
Rockdale	1	20
Spalding	1	20
Stewart	1	20
Sumner	1	20
Taliaferro	1	20
Telford	1	20
Thomas	1	20
Towson	1	20
Union	1	20
Walker	1	20
Walton	1	20
Washington	1	20
Wayne	1	20
Wilcox	1	20
Worth	1	20
Yamacraw	1	20

Notes: There are 157 total economic development projects reported by the Georgia Department of Economic Development. | Source: Georgia Department of Economic Development

While national data shows that the number of workers with alternative arrangements has increased, the category has remained relatively small (around 10%) in proportion to other work arrangements.

Year	Total Workers	Alternative Arrangements
2025	148,136,000	14,813,600 (10%)
2017	137,913,000	13,791,300 (10%)
2008	123,843,000	12,384,300 (10%)

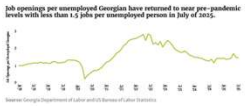
Source: US Bureau of Labor Statistics, Contingent and Alternative Employment Arrangements

Workers in retail trade and health care of 1950 earn 30% less of their annual income needed for even a one-bedroom home, underscoring the challenges many employees face in securing housing.


Year	Median Annual Income	Annual Income Needed
2025	\$30,000	\$90,000
2020	\$27,000	\$81,000
2015	\$24,000	\$72,000
2010	\$21,000	\$63,000

Source: Housing and Community Development Institute, Housing Affordability Index, 2025. Annual Income Needed for a One-Bedroom Home, 2025. Annual Income Needed for a One-Bedroom Home, 2020. Annual Income Needed for a One-Bedroom Home, 2015. Annual Income Needed for a One-Bedroom Home, 2010. | Source: Housing and Community Development Institute, Housing Affordability Index, 2025

Job openings per unemployed Georgian have returned to near pre-pandemic levels with less than 1.5 jobs per unemployed person in July of 2025.




Source: Georgia Department of Labor, US Bureau of Labor Statistics




# Session flow


Demographics




Labor Force Participation and Barriers




Education



AI

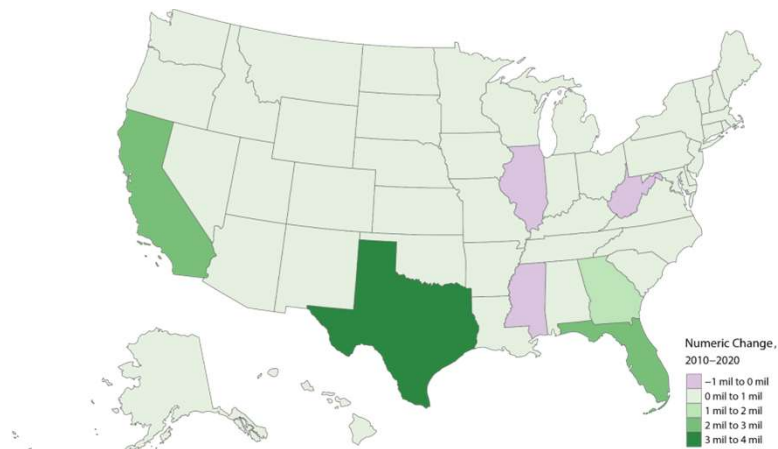




## Deep Dive on Demographics

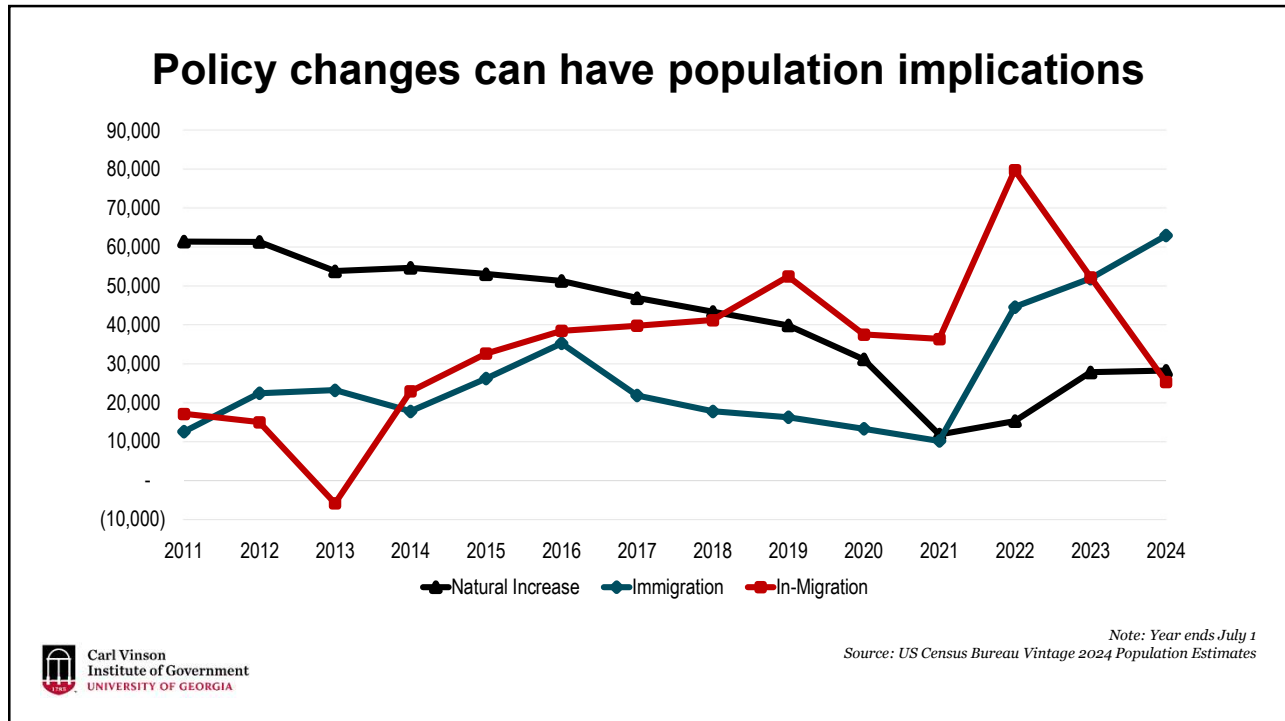
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## Between 2010 and 2020 Georgia was one of 4 states with population growth over 1 million

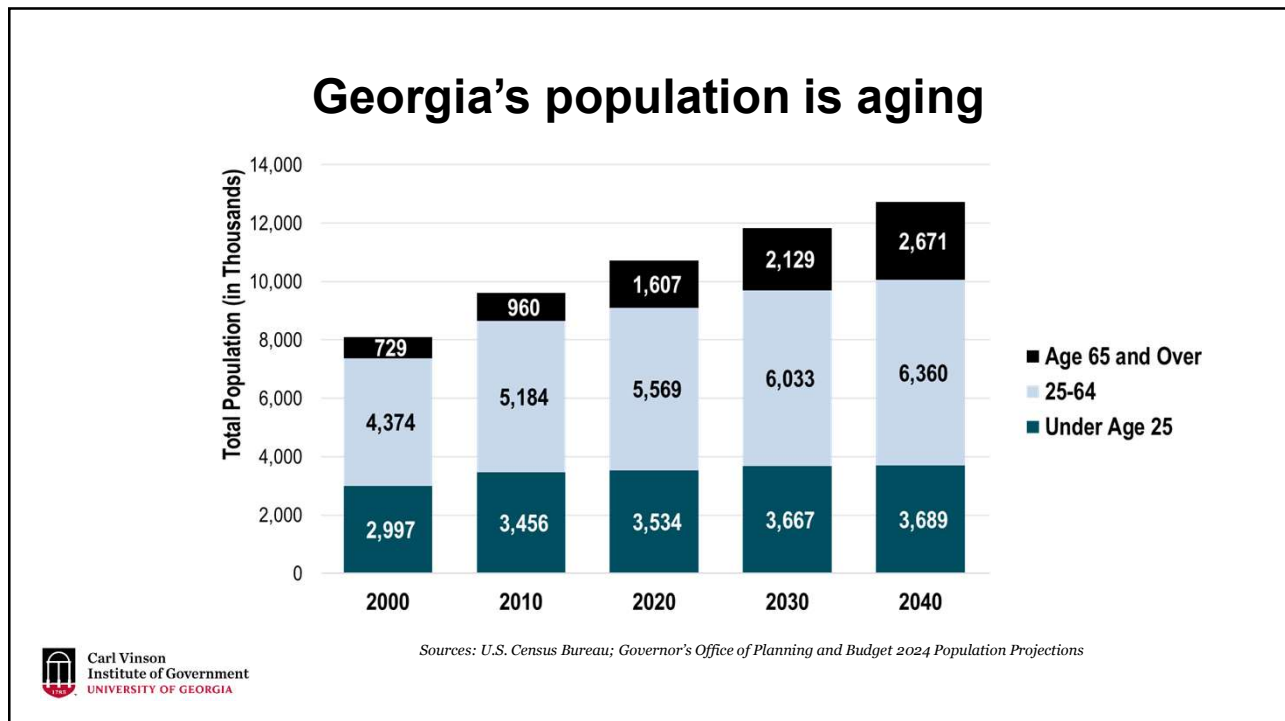


Source: US Census Bureau, 2020 and 2010 Redistricting files

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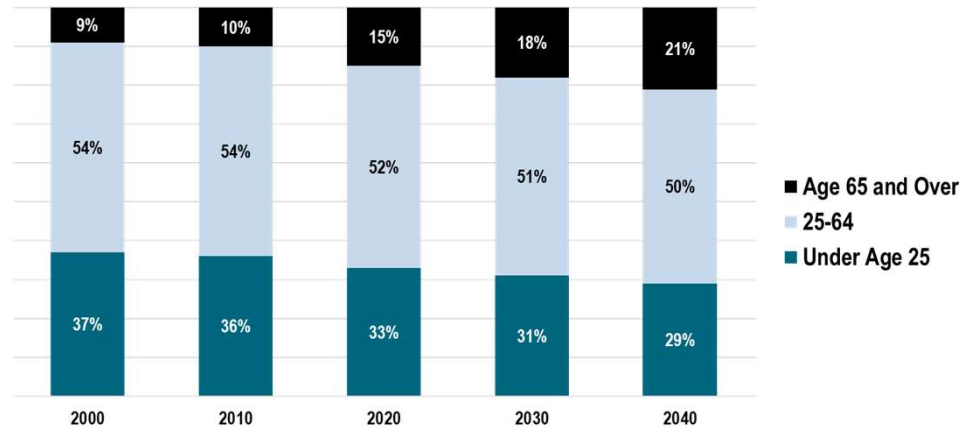


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## Georgia's changing age distribution

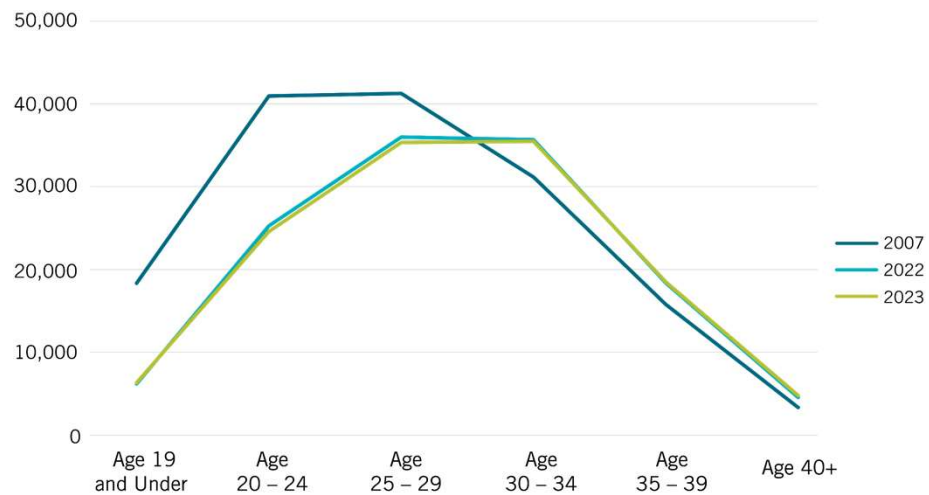


Sources: U.S. Census Bureau; Governor's Office of Planning and Budget 2024 Population Projections



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## Shifting fertility arc



Source: Georgia Department of Public Health, Office of Health Indicators for Planning (OHIP)



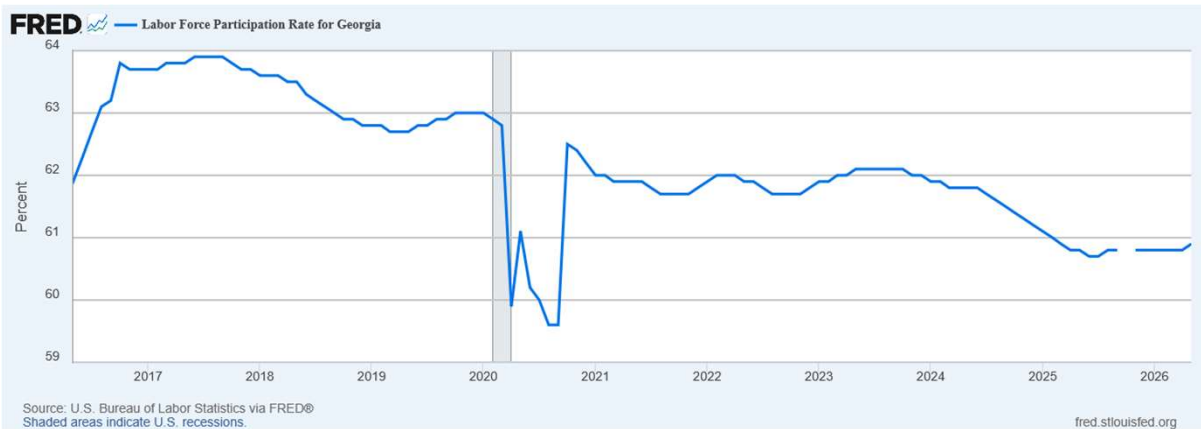
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# Deep Dive on Labor Force Participation and Barriers

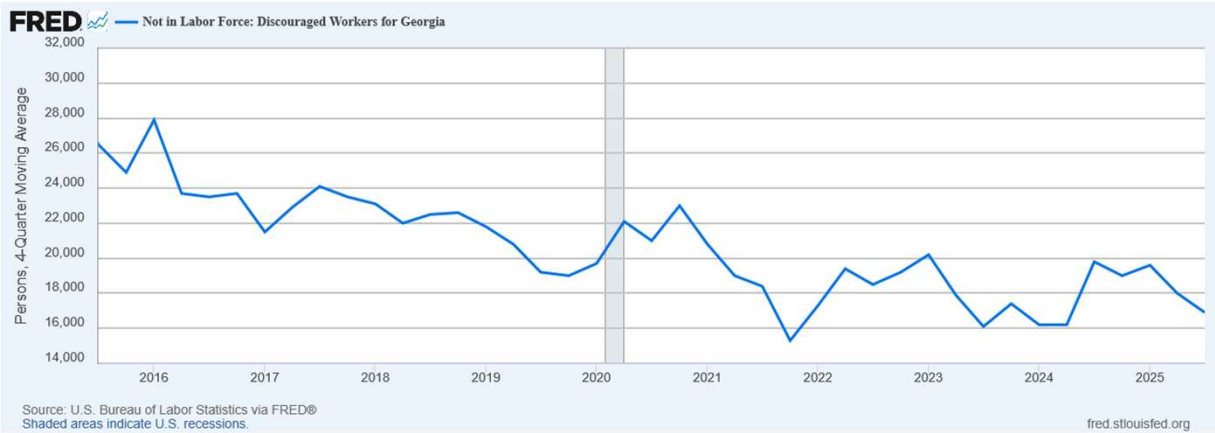
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## Labor Force Participation – close to historic low (60.8%)



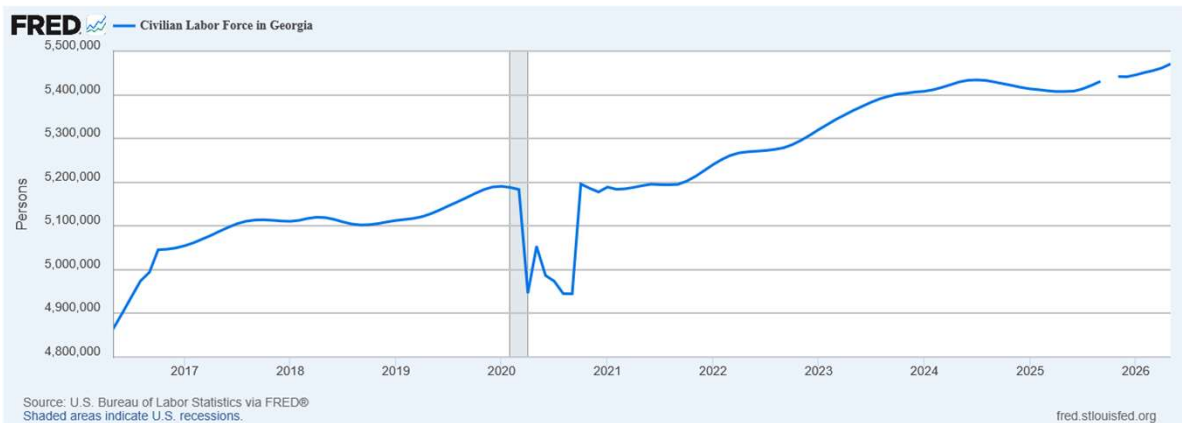
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## Good news – Less discouraged workers



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## More good news – Historically high number of workers (5.46M)



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## So what's going on??

	Total	Labor Force Participation Rate
16 to 19 years	630,262	38.5%
20 to 24 years	753,379	76.0%
<b>25 to 29 years</b>	<b>741,035</b>	<b>84.1%</b>
<b>30 to 34 years</b>	<b>785,173</b>	<b>83.6%</b>
<b>35 to 44 years</b>	<b>1,529,977</b>	<b>83.4%</b>
<b>45 to 54 years</b>	<b>1,419,828</b>	<b>82.5%</b>
<b>55 to 59 years</b>	<b>653,752</b>	<b>75.6%</b>
<b>60 to 64 years</b>	<b>693,397</b>	<b>59.3%</b>
65 to 74 years	1,053,887	27.1%
75 years and over	711,716	7.5%

Prime working age  
(25-64) participation rate

**79.6%**

Source: US Census Bureau. 2024 ACS 1-year Estimates

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## Georgians with less than a high school diploma are least likely to be working or seeking work.

EDUCATIONAL ATTAINMENT	Total	Percent
Population 25 to 64 years	5,823,162	79.6%
Less than high school graduate	566,809	63.6%
High school graduate (includes equivalency)	1,455,771	72.4%
Some college or associate's degree	1,591,991	80.2%
Bachelor's degree or higher	2,208,591	87.9%

Source: US Census Bureau. 2024 ACS 1-year Estimates

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## Generally, parents are more likely to work once their kid reaches school age in Georgia.

	Under 6 (N=705,694)	6 to 17 (N=1,033,564)
<b>Living with two parents:</b>		
Both parents in labor force	64.1%	68.1%
Father only in labor force	31.4%	26.0%
Mother only in labor force	3.3%	4.5%
Neither parent in labor force	1.2%	1.4%
<b>Living with one parent:</b>		
<b>Living with father:</b>		
In labor force	87.3%	87.1%
Not in labor force	12.7%	12.9%
<b>Living with mother:</b>		
In labor force	76.6%	84.2%
Not in labor force	23.4%	15.8%

Source: US Census Bureau, 2024 ACS 1-year Estimates

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Over the survey period, over 200,000 Georgians reported an inability to send a child to daycare or other childcare arrangements. To care for children, parents took the following actions:



Cutting work hours  
**29%**



Using paid leave  
**21%**



Taking unpaid leave  
**27%**

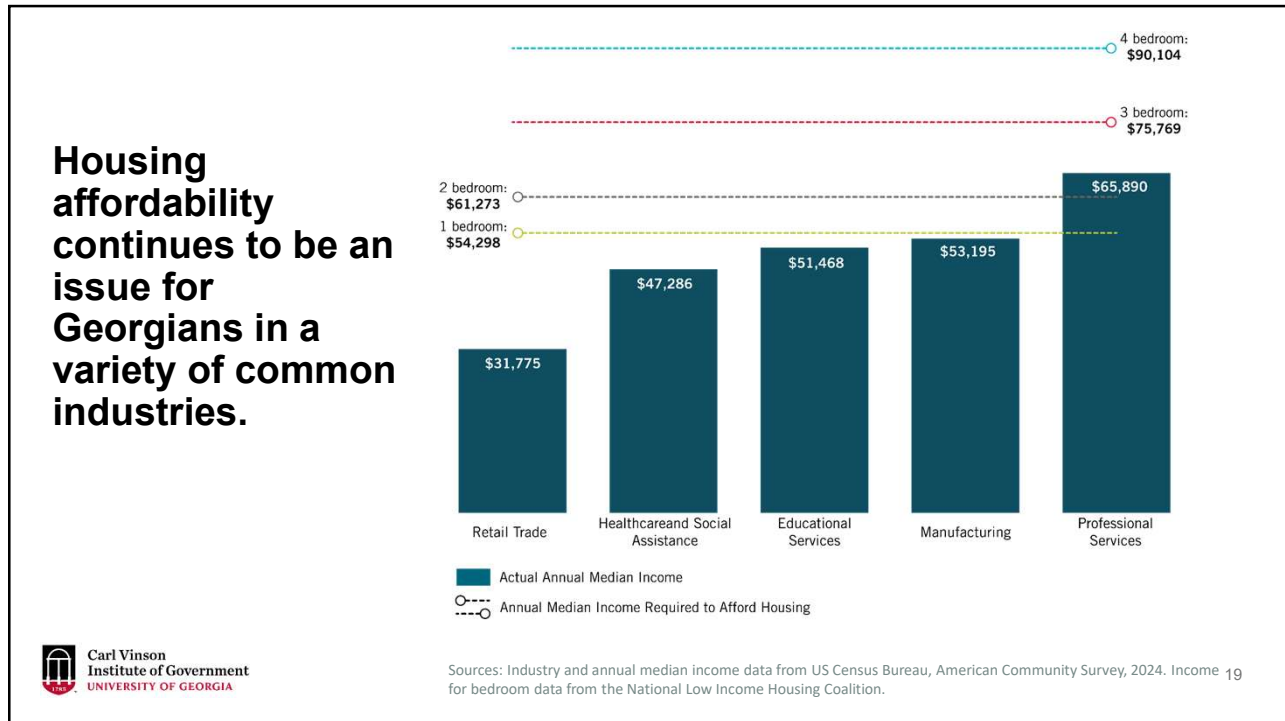


Leaving a job  
**21%**

Note: Respondents could select multiple responses.

Source: US Census Bureau Household Pulse Survey, Cycle 09

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### For the 2.1M Georgians 18+ not working (and not retired) there are a **variety of reasons** —including caregiving, sickness/disability, and not desiring employment at this time.

Reason for not working	Individuals	Percentage
I did not want to be employed at this time	118,533	5.6%
I am/was caring for children not in school or daycare	242,297	11.4%
I am/was caring for an elderly person	197,599	9.3%
I am/was sick or disabled	527,119	24.8%
I am/was laid off or furloughed	112,196	5.3%
My employer closed temporarily or went out of business	97,591	4.6%
I do/did not have transportation to work	53,357	2.5%
Other reason	666,918	31.4%
Did not report	109,741	5.2%
<b>Total</b>	<b>2,125,351</b>	

Note: Survey sample includes Georgians age 18+, retirees excluded from data presented

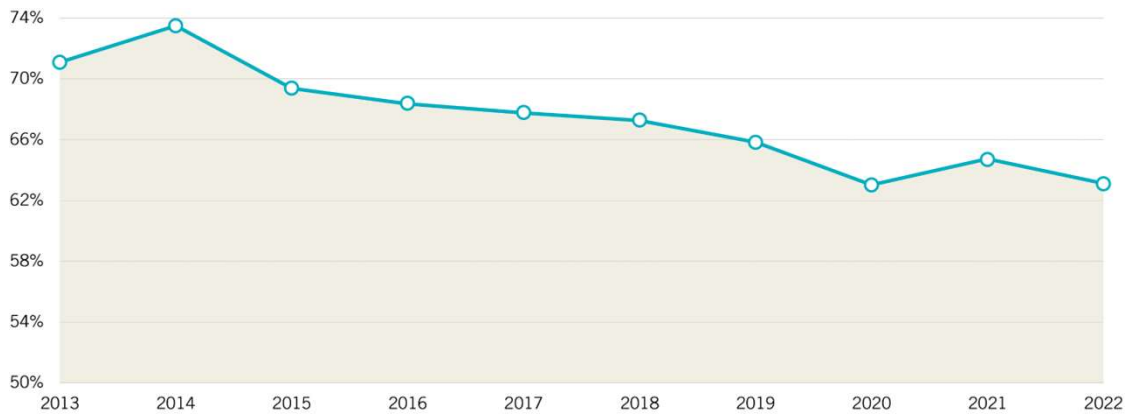
Source: US Census Bureau, Household Pulse Survey August 20 – September 16, 2024

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## A little education data

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## College going rate

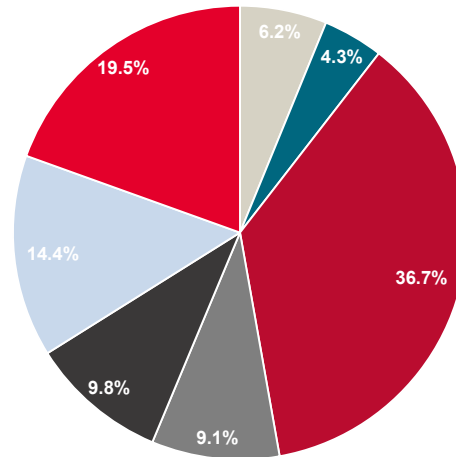


Source: Governor's Office of Student Achievement

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## Enrollment One Year after Graduation, Class of 2024 (Public Schools Statewide)

**19.5%** went straight to work  
**6.2%** working with a CTAE credential



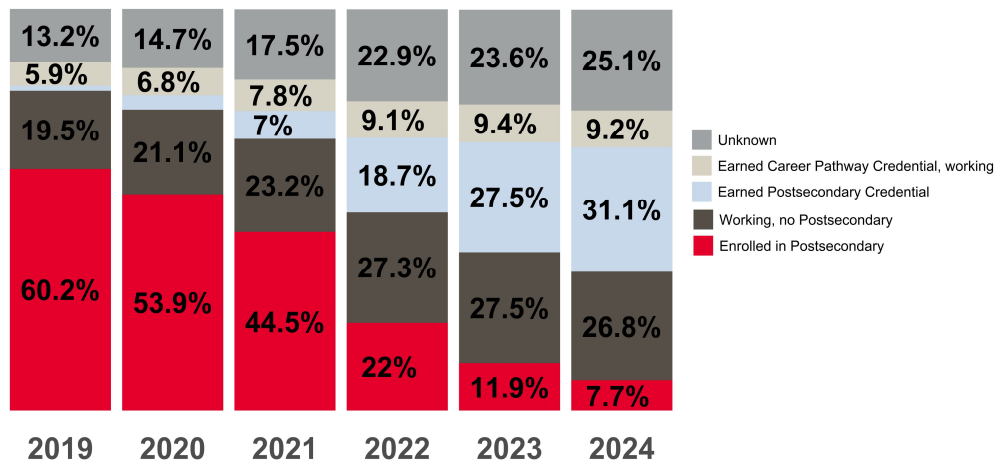
- Earned career pathway credential, working in Georgia
- Enrolled in Georgia private college/university
- Enrolled in Georgia public college/university
- Enrolled in Georgia public technical college
- Enrolled in college/university outside of Georgia
- Unknown
- Working in Georgia, not enrolled in college



Source: Governor's Office of Student Achievement

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Over **60%** of Georgia high school students in the class of 2018 enrolled in postsecondary education after graduation. Six years later only **31%** of students completed any kind of postsecondary credential or award.



Source: Governor's Office of Student Achievement

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## A little AI data

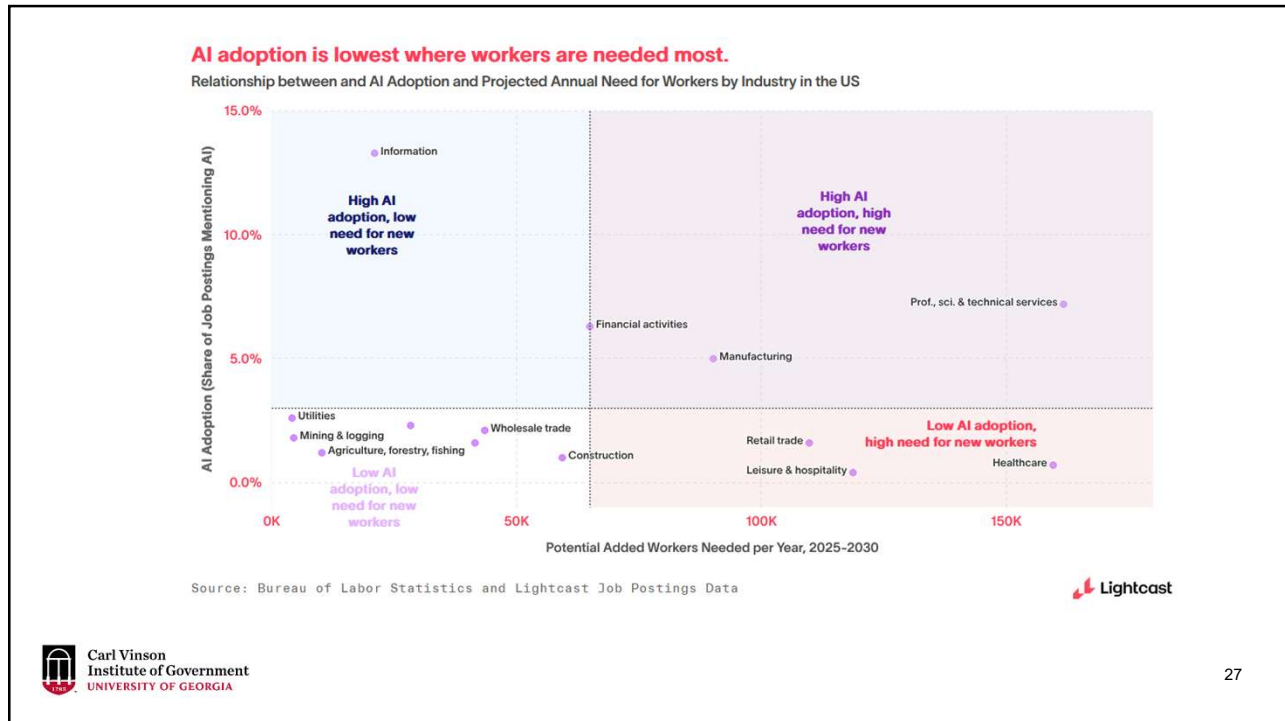
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## Most individuals are still not using AI in robust ways

Household's uses for Artificial Intelligence tools in the last 2 months	Percent of Survey Respondents
No one in household has used an AI tool in the last three months	42.4%
Finding factual information	34.6%
Brainstorming or idea generation	22.6%
Assisting with work projects	20.6%
Assisting with creative tasks	19.3%
Integrated into another product you use	18.8%
Assisting with schoolwork	11.5%
Performing a task instead of hiring someone	4.5%
Other	1.9%
Did not report	1.5%

Source: US Census Bureau. Household Trends and Outlook Pulse Survey (HTOPS) – June 2025.

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# GEORGIA'S WORKFORCE CONFERENCE

## 2026 CONFERENCE

November 10-11  
Athens, GA

UNIVERSITY OF GEORGIA  
Carl Vinson Institute of Government  
Georgia Workforce and Economic Resilience Center

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# Thanks!



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