

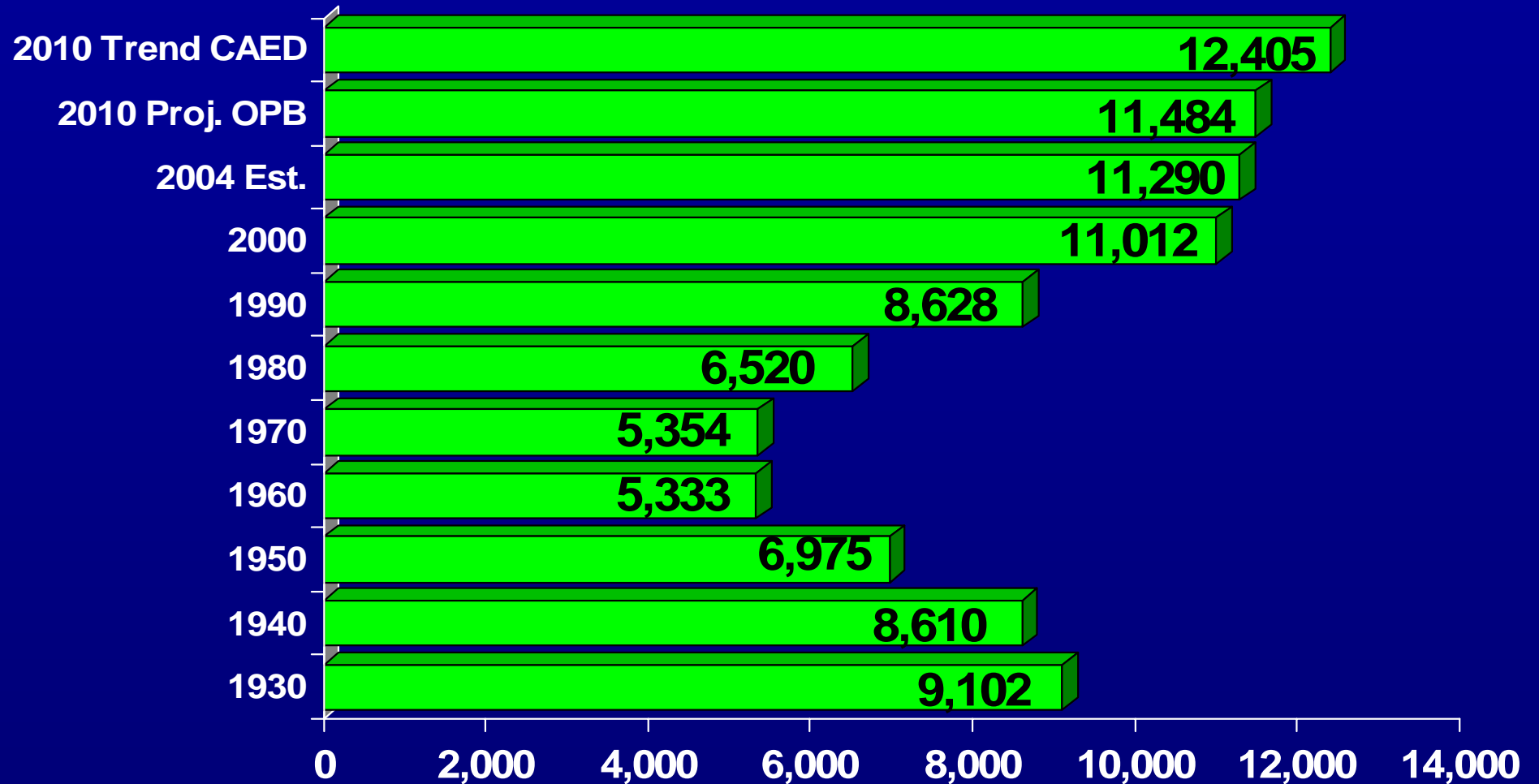
# Heard County Community Profile



**77<sup>th</sup> in order of  
county creation  
Dec. 22, 1830**

**Prepared for the Heard County Cooperative Extension Service  
by The Center for Agribusiness and Economic Development  
The University of Georgia • Athens, GA**

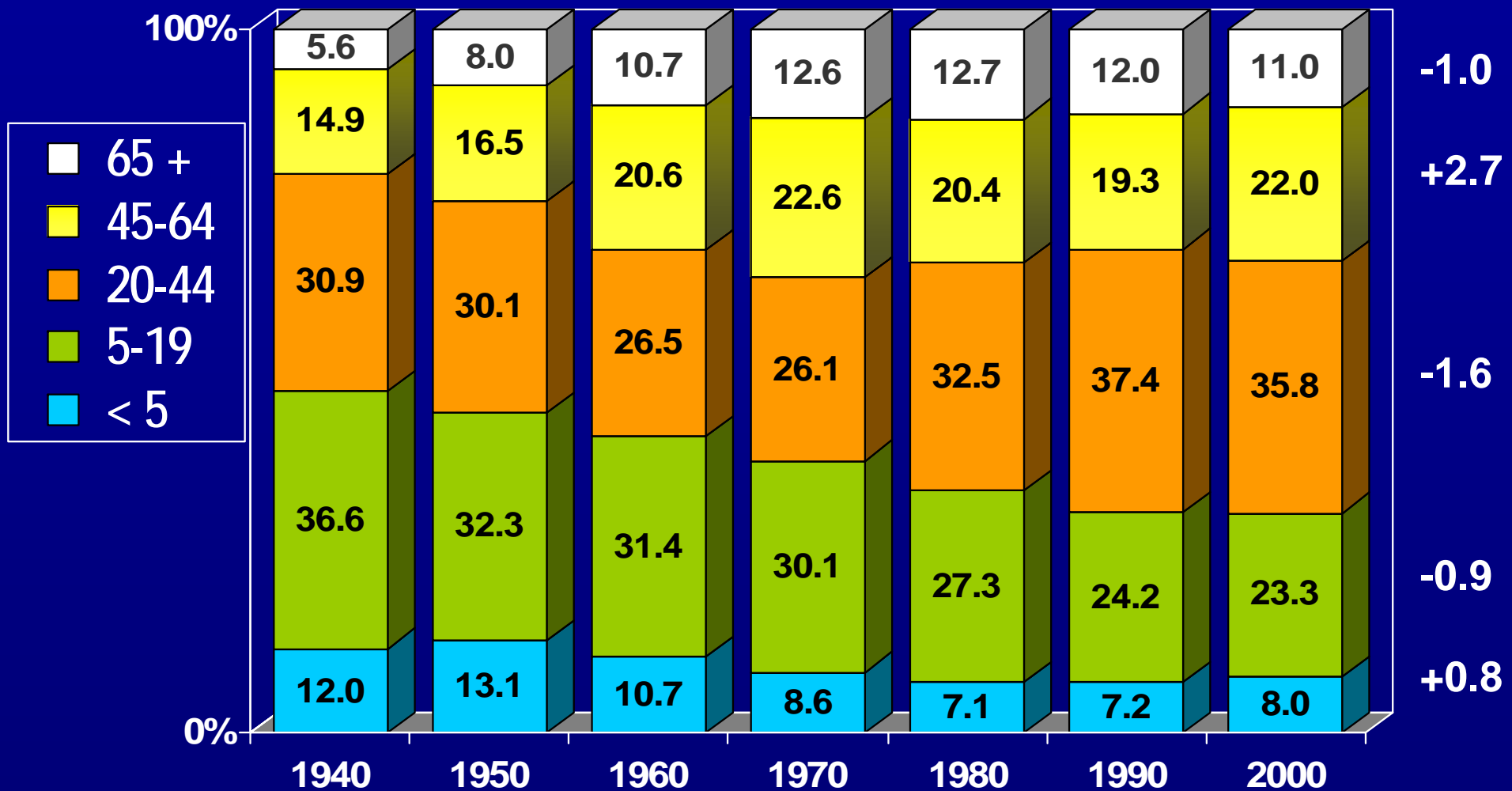
# Total Population Heard County



Primary data sources: U.S. Census Bureau, decennial censuses & estimate; CAED (Center for Agribusiness & Economic Development); OPB (State Office of Planning & Budget).

# Population Composition by Age Heard County

Change in  
proportion  
1990-2000



**2000 Median Age**

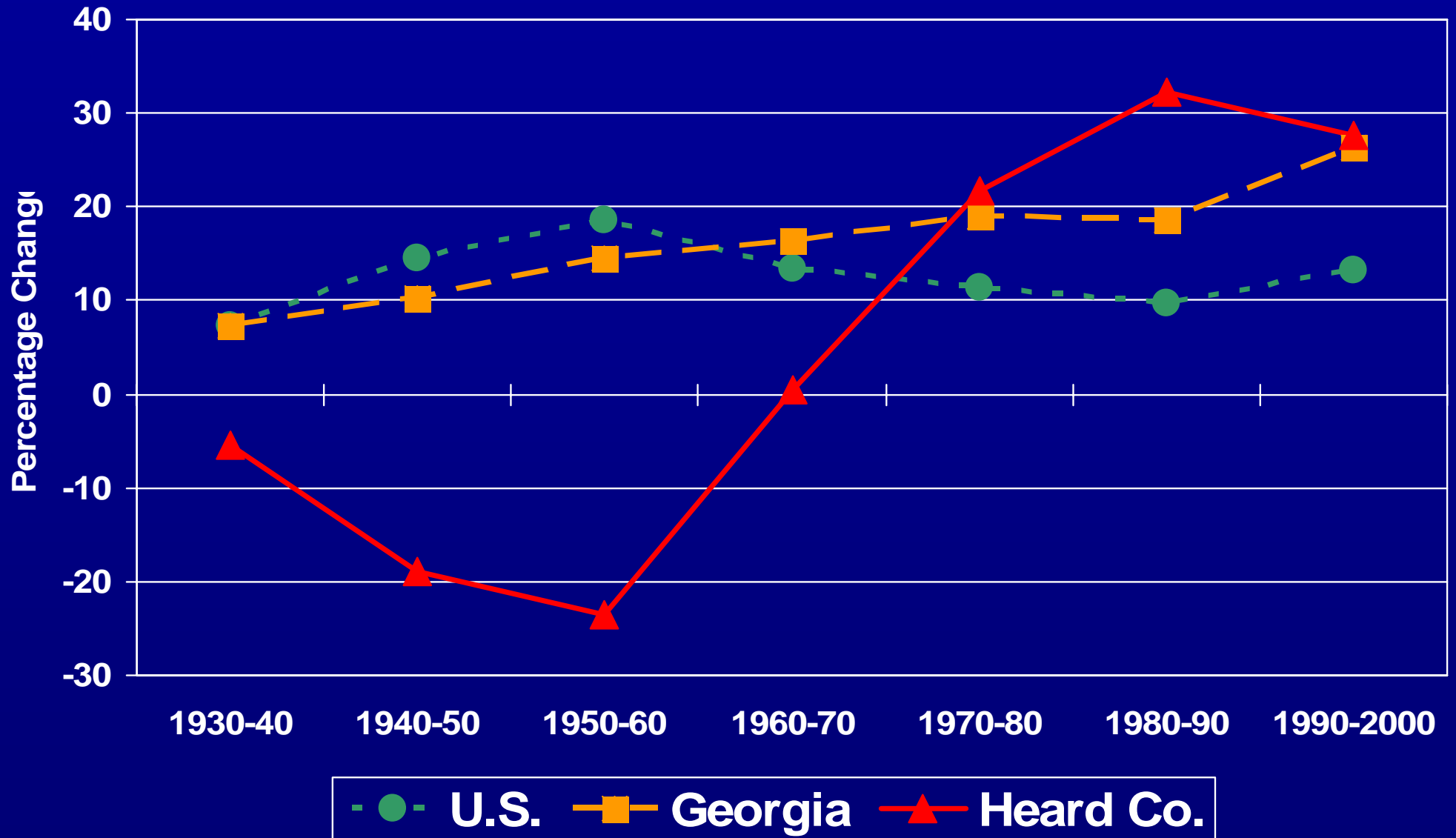
**Heard Co. = 34.1 yrs.**

**GA = 33.4 yrs.**

# 2004 County Population Comparisons

County	Total	Total Rank	Density per sq.mi. land area	% Chg. 2000-04	Rank of % Chg.
HEARD	11,290	117	38.1	2.5	101
CARROLL	101,577	19	203.6	16.4	17
COWETA	105,376	17	238.1	18.1	15
MERIWETHER	22,750	77	45.2	1.0	119
TROUP	61,201	33	147.9	4.1	77

# Population Change: 1930-2000



# Components of Population Change: 2000-2004

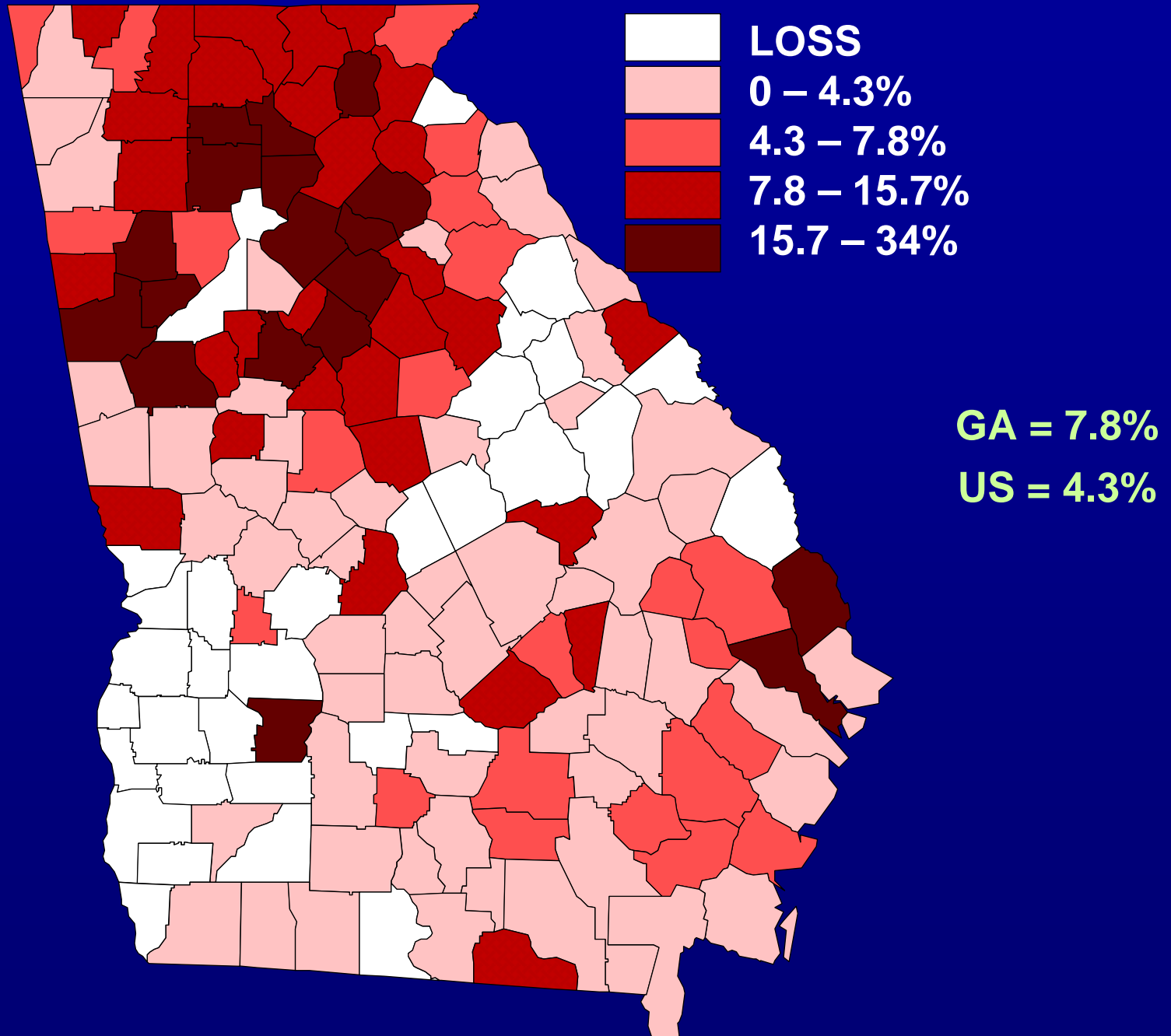
## Natural Increase & Net Migration\*

Area	Numerical Change	# Natural Increase (Births-Deaths)	Rate of Natural Increase	# Net Migration	Rate of Net Migration
HEARD	278	196	4.1	91	1.9
CARROLL	14,309	2,798	7.0	11,554	28.8
COWETA	16,161	3,667	8.9	12,553	30.4
MERIWETHER	216	340	3.5	-112	-1.2
TROUP	2,422	1,146	4.5	1,301	5.1
Avg. GA Co.	4,041	1,878	4.8	2,156	8.4
GEORGIA	642,567	298,562	8.3	342,818	9.5

Primary data source:  
U. S. Census Bureau

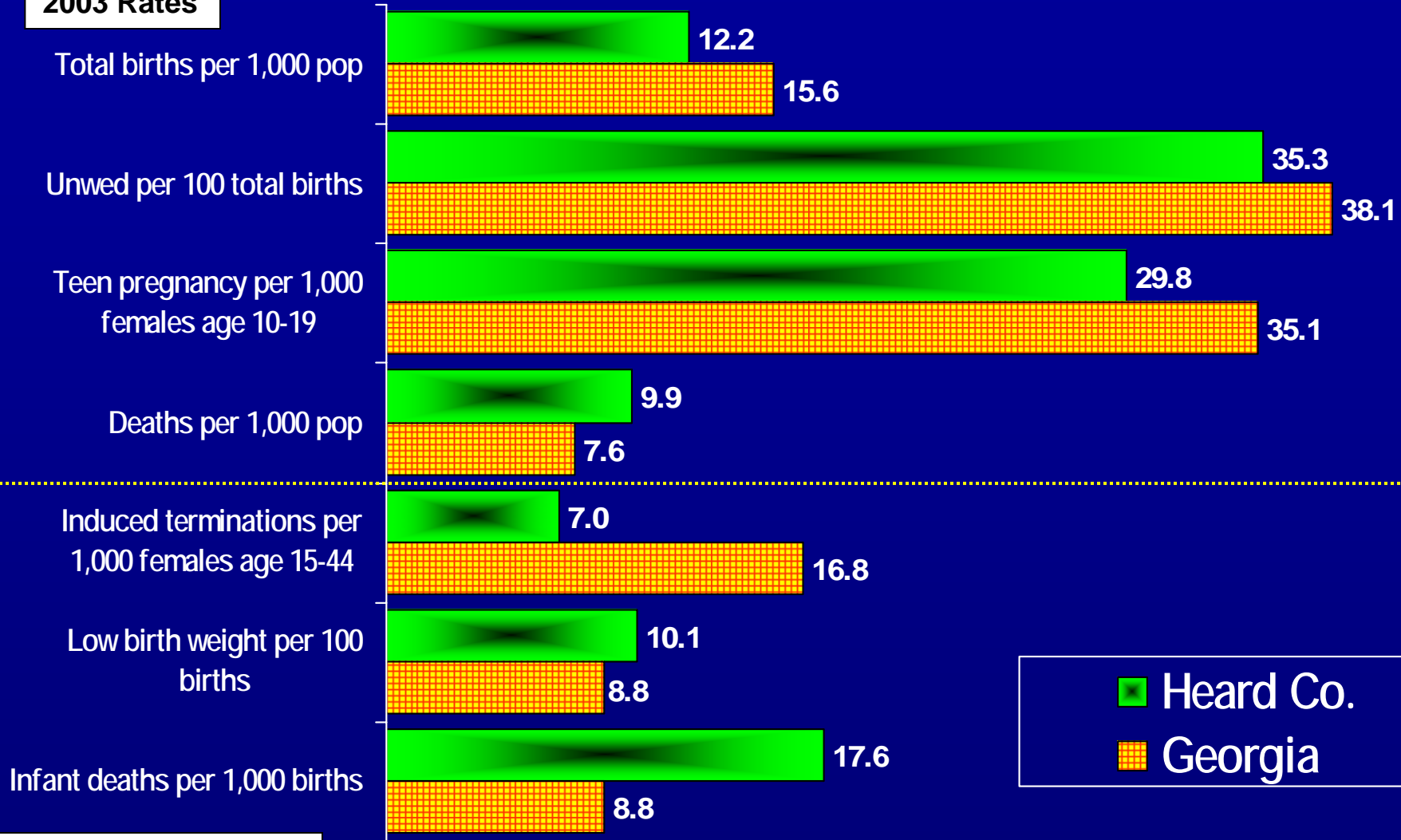
\* Numerical change includes "residual" not represented in either NI or NM.  
Average annual estimates of annual rates per 1,000 population

# Population Change: 2000-2004



# Selected Vital Statistics

## 2003 Rates



## 10-yr. rates 1994-2003

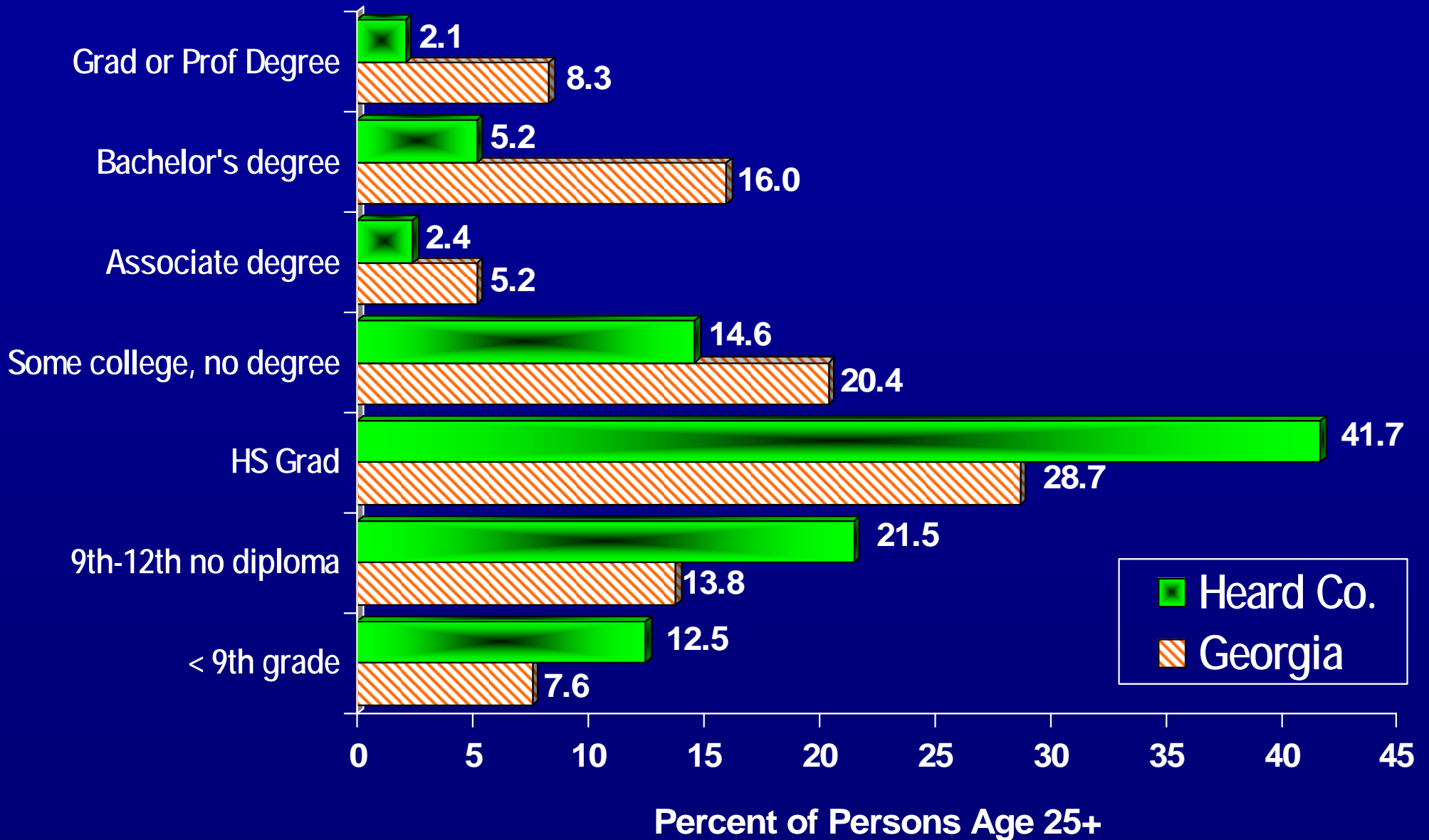
### 2003 Heard Co. Natality Data

136 total births, 48 unwed births  
 13 induced terminations  
 25 teen pregnancies  
 14 low-birth-weight babies

### 2003 Heard Co. Mortality Data

110 total deaths  
 1 infant deaths

# Highest Level of Educational Attainment: 2000



**Heard Co.**

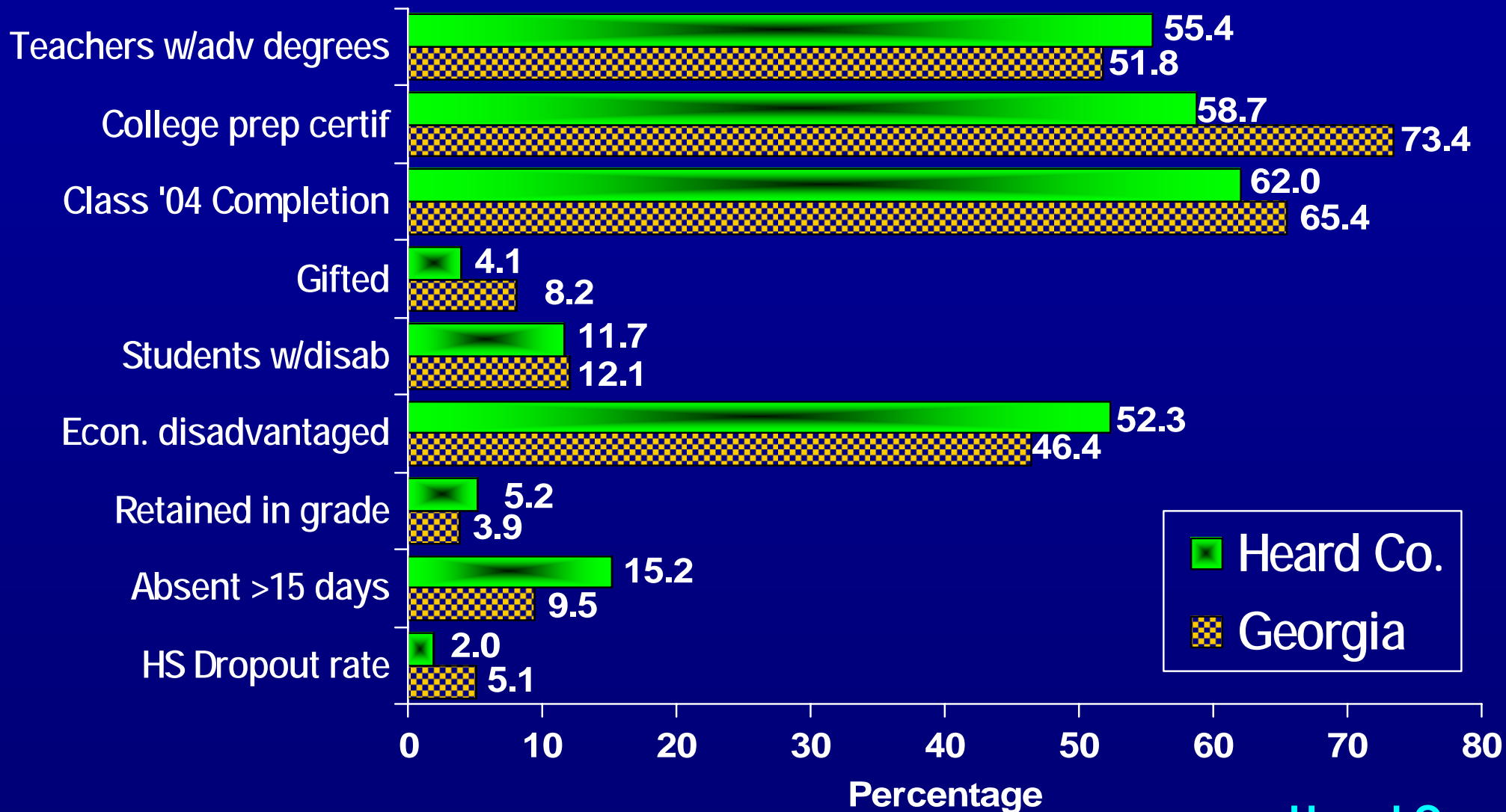
**Not completing HS = 34.0%**

**With a bachelor's + degree = 7.3%**

Primary data source: U.S. Census Bureau

# Selected Public School Statistics

## School Year 2003-04



Heard Co.

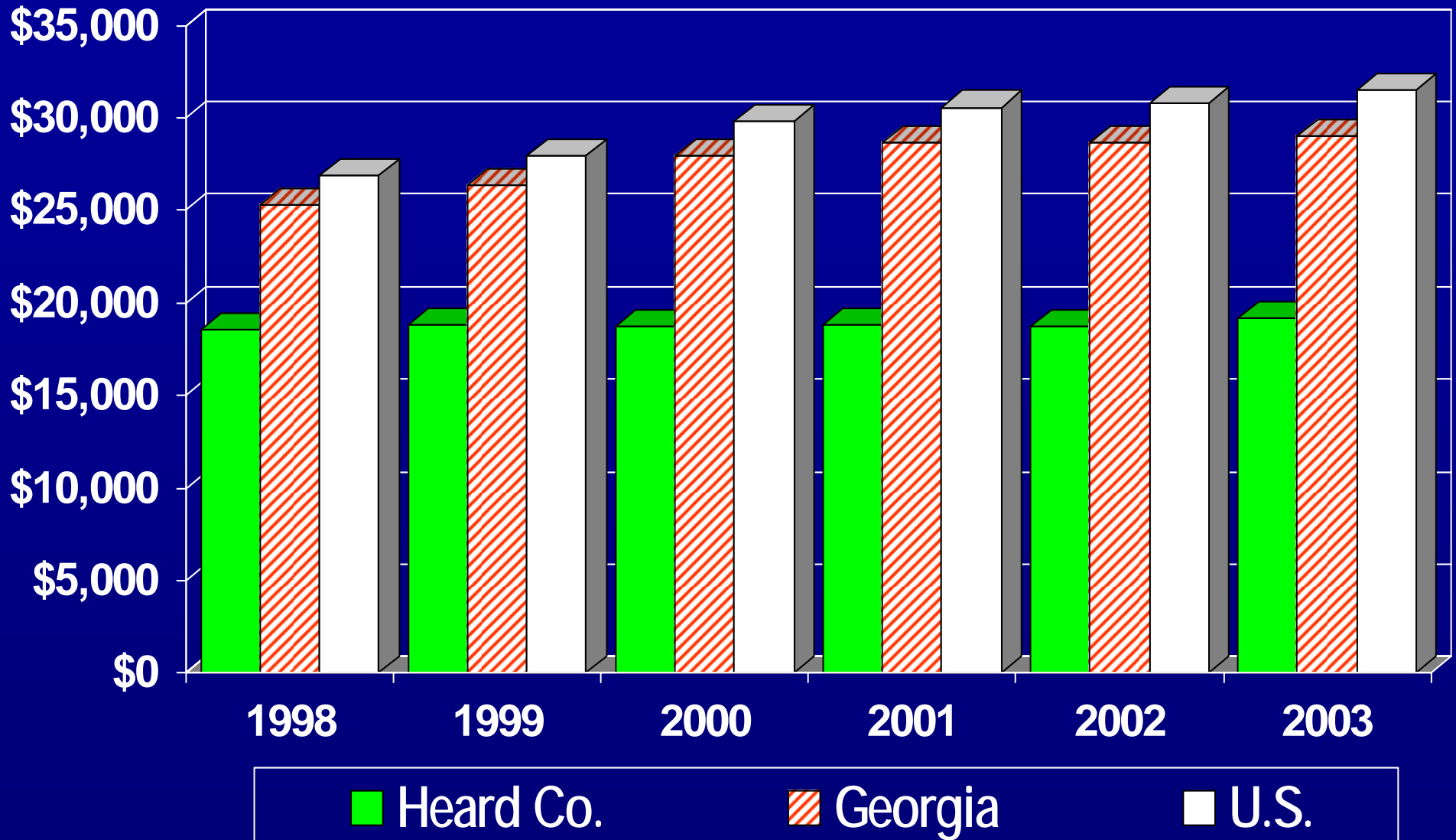
Enrollment, K-12 = 2,022

H.S. dropouts, grades 9-12 = 11

Expenditures per pupil = \$6,767

Primary data sources: Governor's Office of Student Achievement, and GA Dept. of Education

# Per Capita Income: 1998-2003

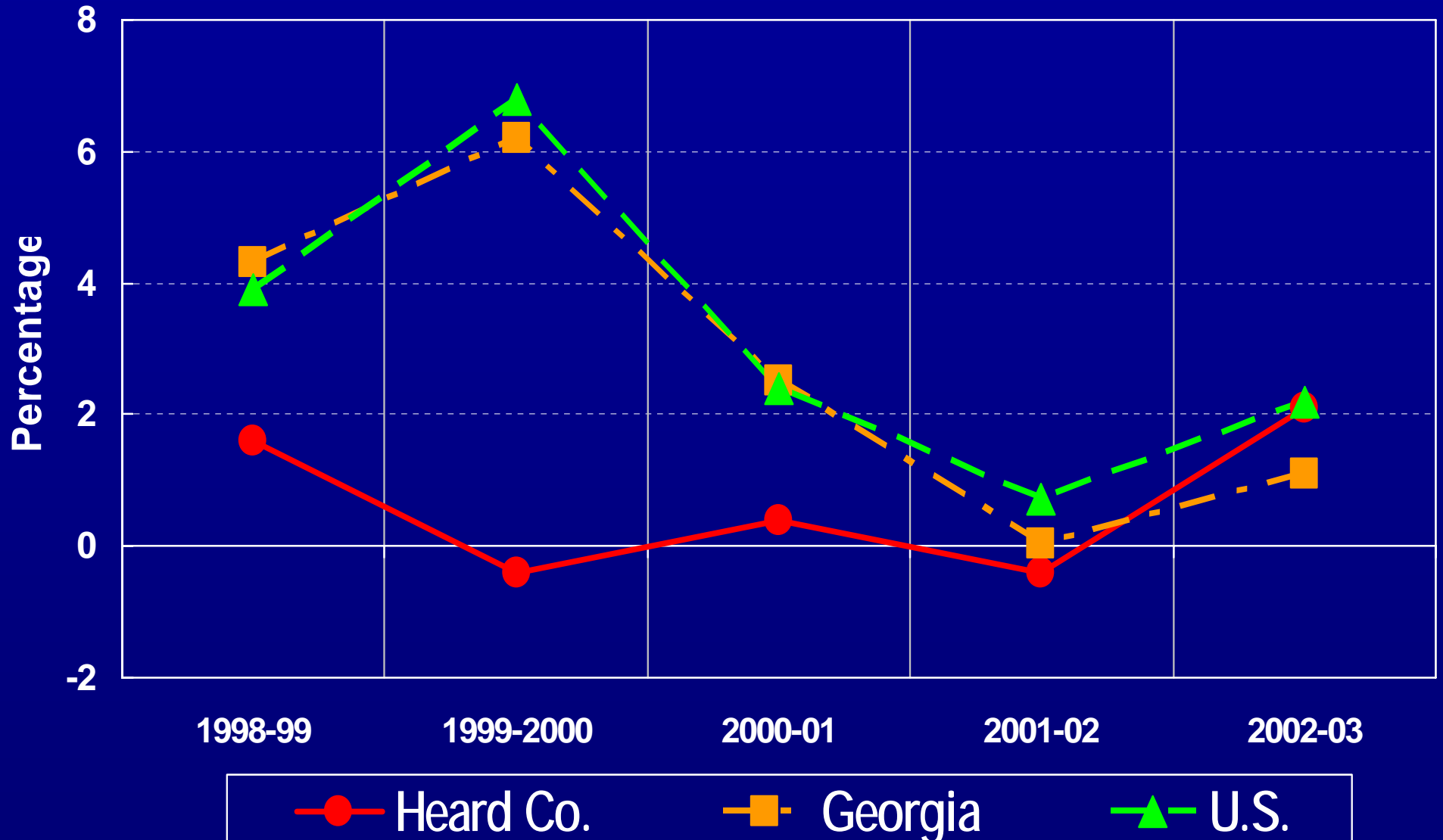


**2003 PCI**  
**Heard Co. = \$19,172**

**Georgia = \$29,000**  
**U.S. = \$31,472**

# Per Capita Income: 1998-2003

## Percentage Change

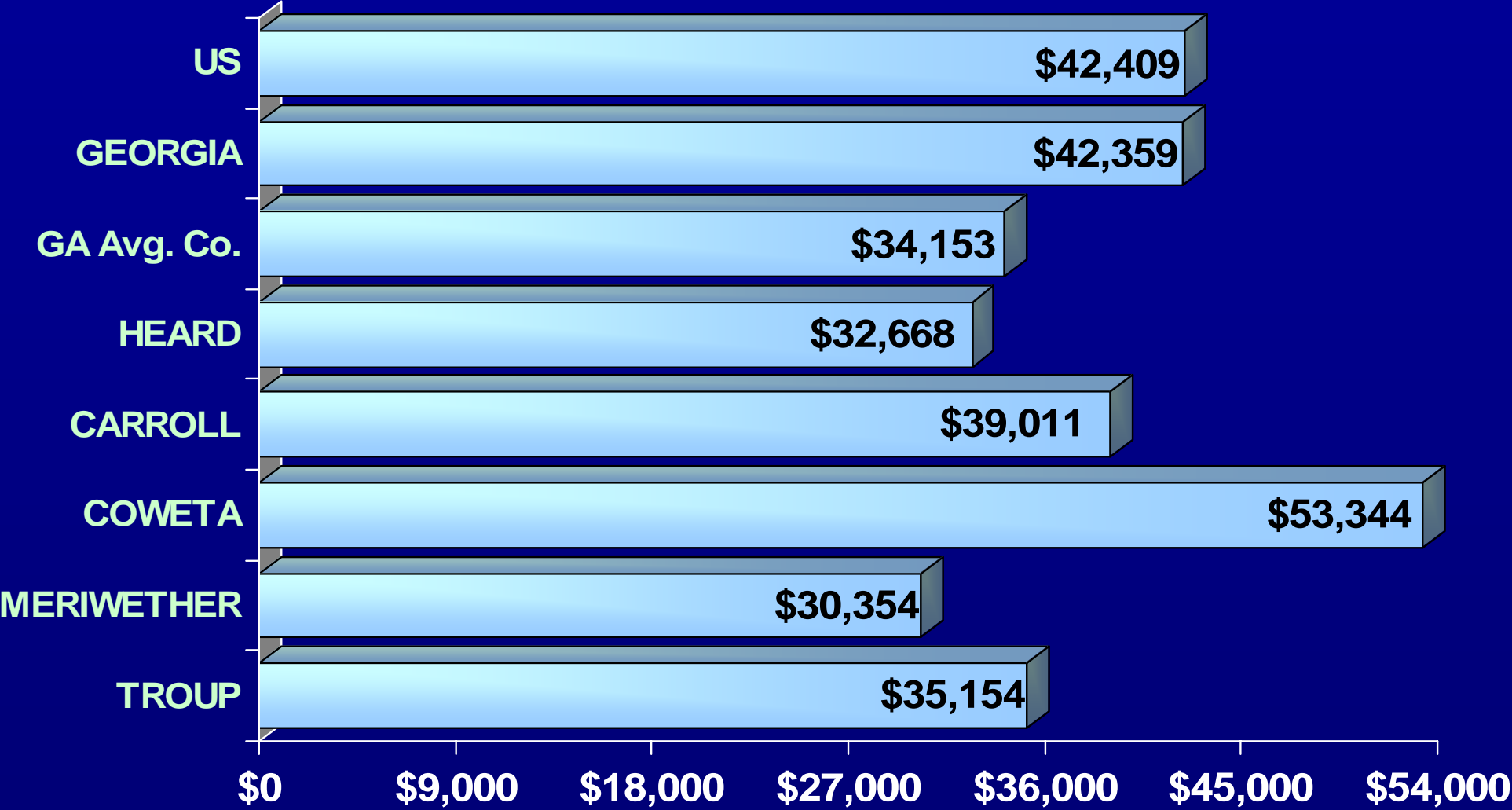


# Per Capita Income: 2003

County	PCI	Rank of PCI	% PCI of GA Total	% Change in PCI 1998-2003
HEARD	\$19,172	142	66.1	3.4
CARROLL	\$22,476	73	77.5	12.4
COWETA	\$26,869	21	92.7	10.9
MERIWETHER	\$20,730	109	71.5	14.1
TROUP	\$25,318	28	87.3	15.9
GA Avg. Co.	\$22,879	--	78.9	15.5

# Median Household Income

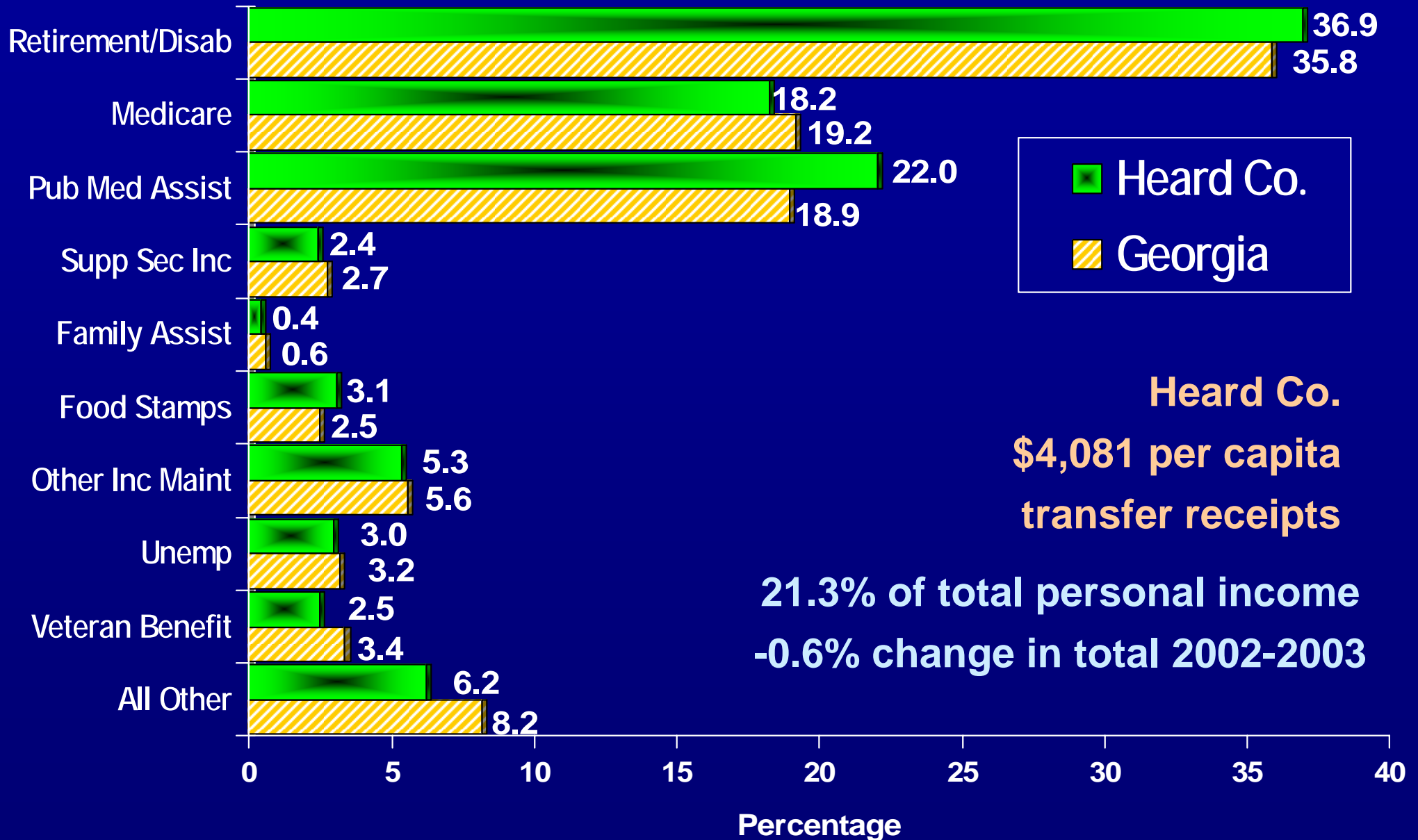
## 2002 Model-Based Estimates



Primary data source: U. S. Census Bureau

# Transfer Receipts: 2003

## Heard Co. Total = \$45,723,000



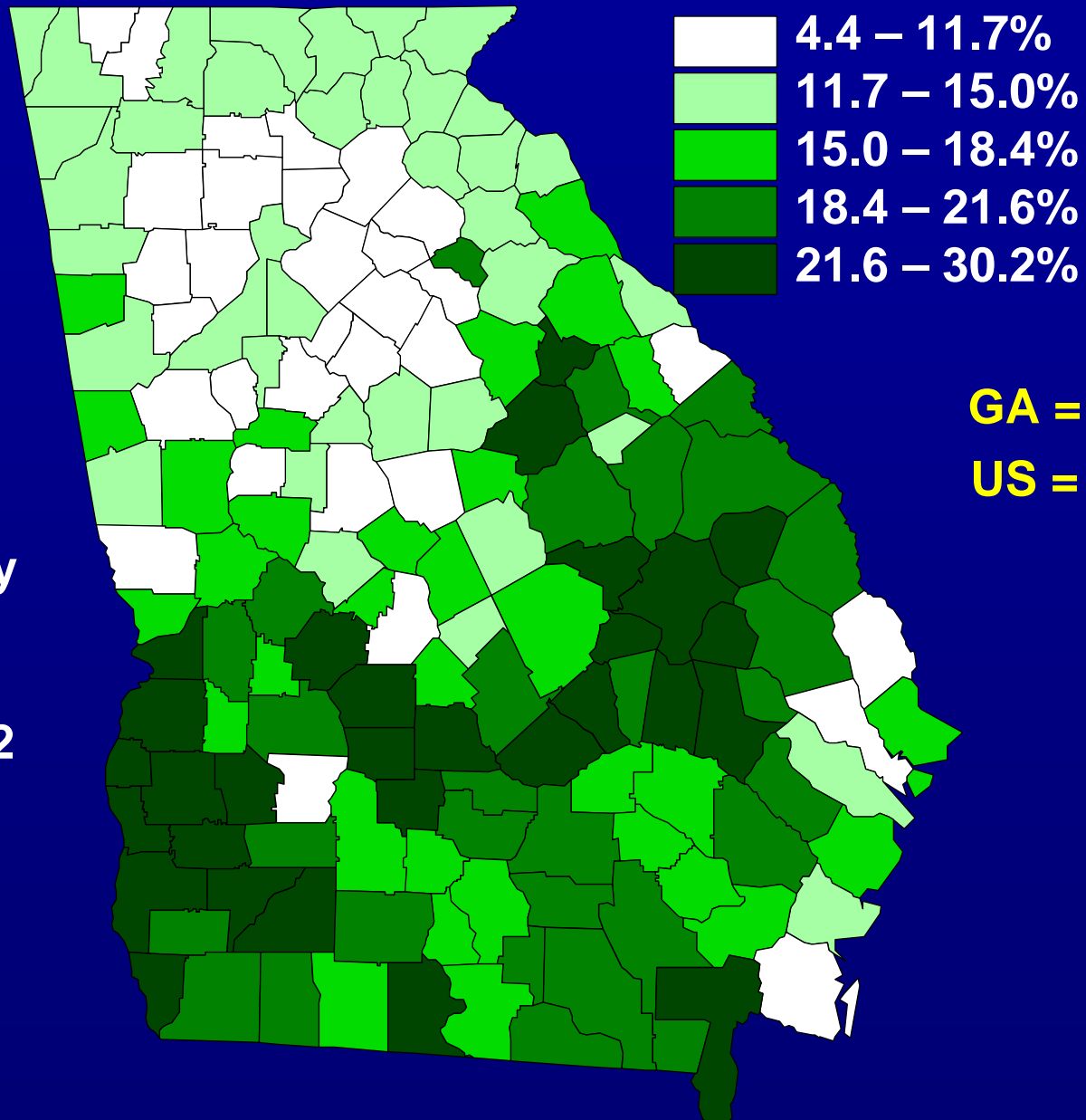
# Persons Living Below Poverty Level

## 2002 Model-Based Estimates

County	# of Persons	% of all Persons	Rank of %
HEARD	1,679	15.1	70
CARROLL	13,046	13.6	48
COWETA	8,520	8.4	9
MERIWETHER	3,824	17.1	86
TROUP	8,535	14.5	60
GA Avg. Co.	6,964	16.5	--

# Persons Living Below the Poverty Level

## 2002 Model-Based Estimates

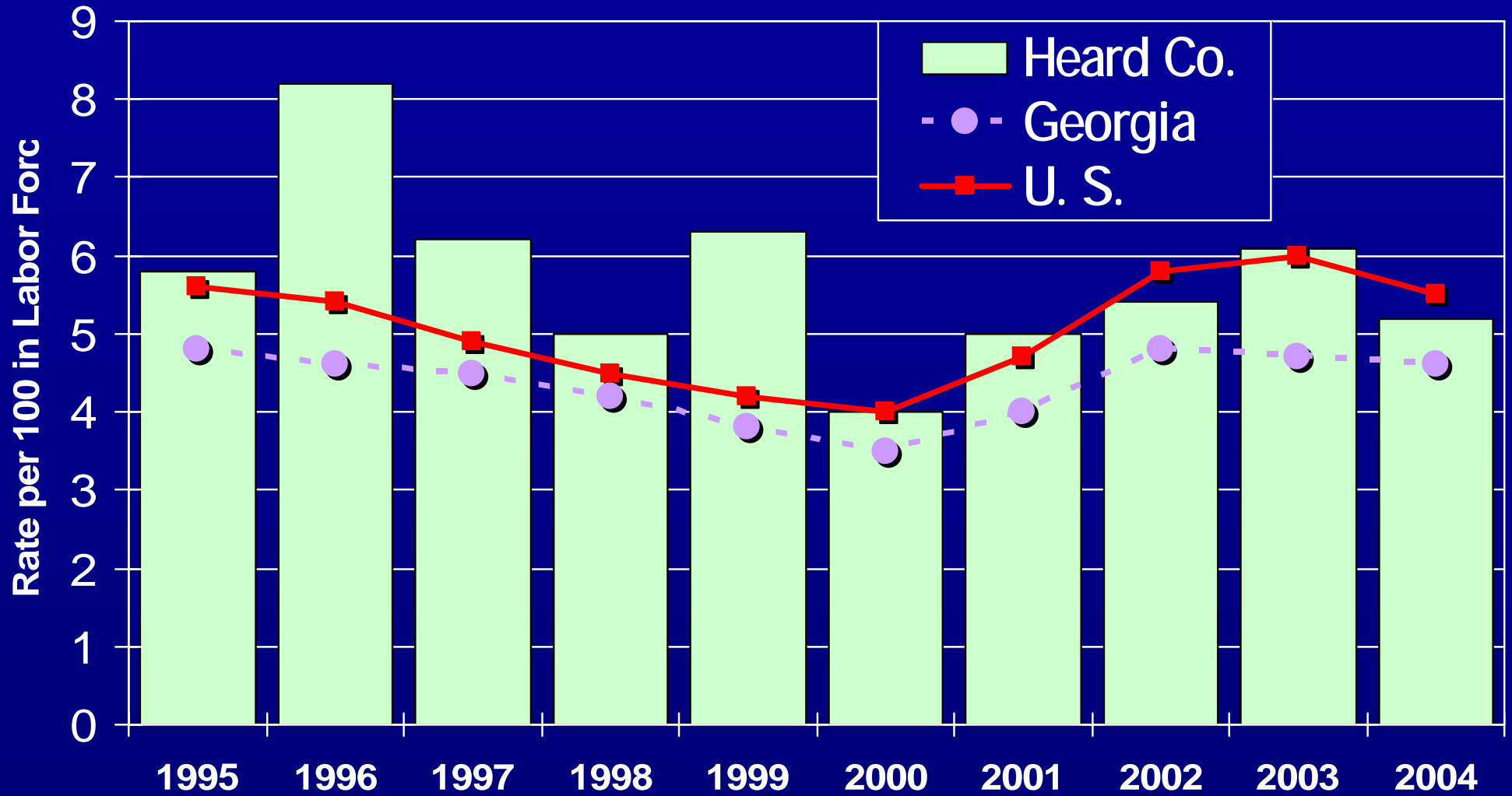


**GA = 13.0%**

**US = 12.1%**

Weighted  
average poverty  
threshold for a  
family of 4  
persons in 2002  
= \$18,392

# Unemployment Rates



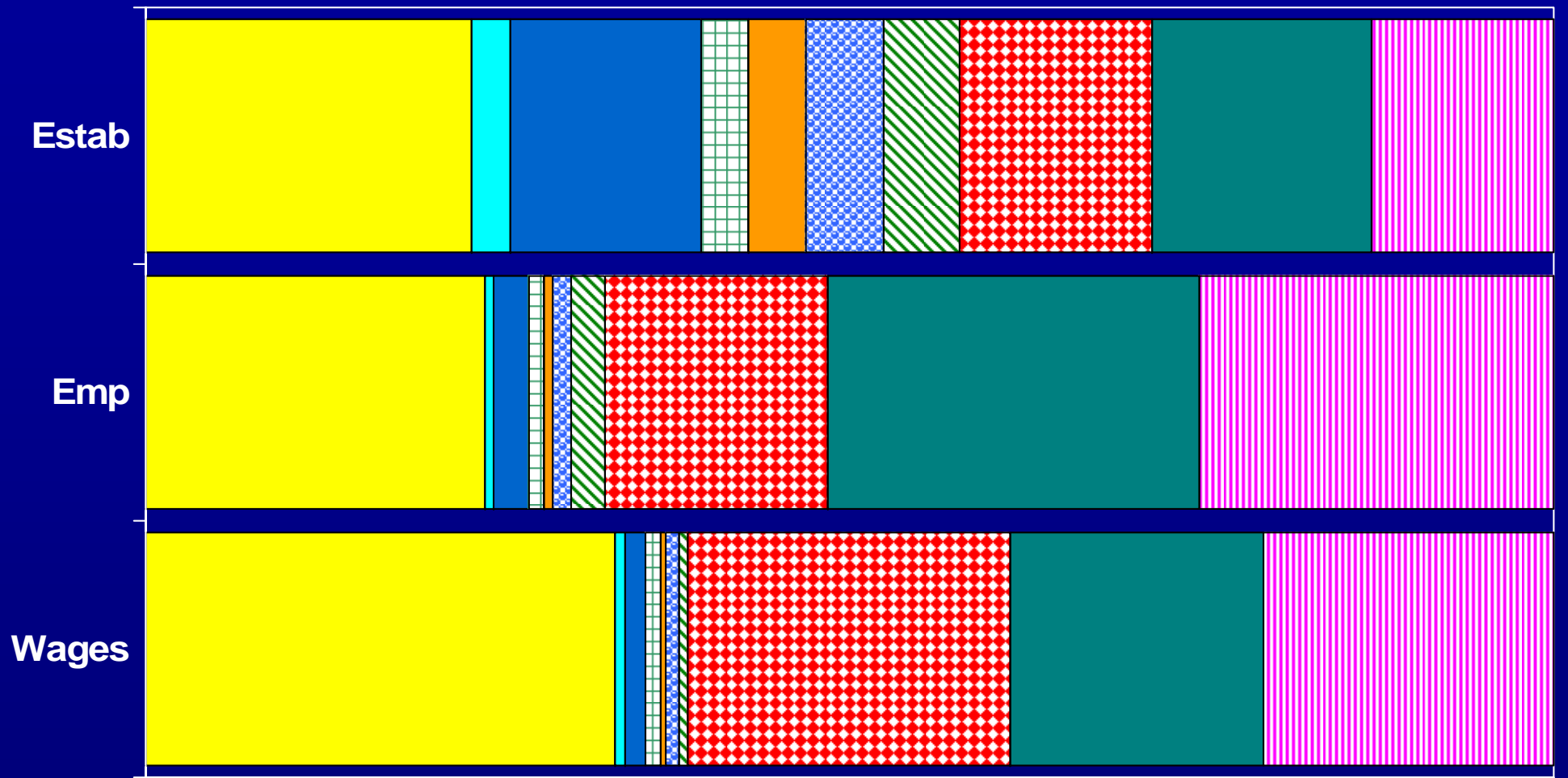
**2004 Rates**

**Heard Co. = 5.2**

**GA = 4.6**

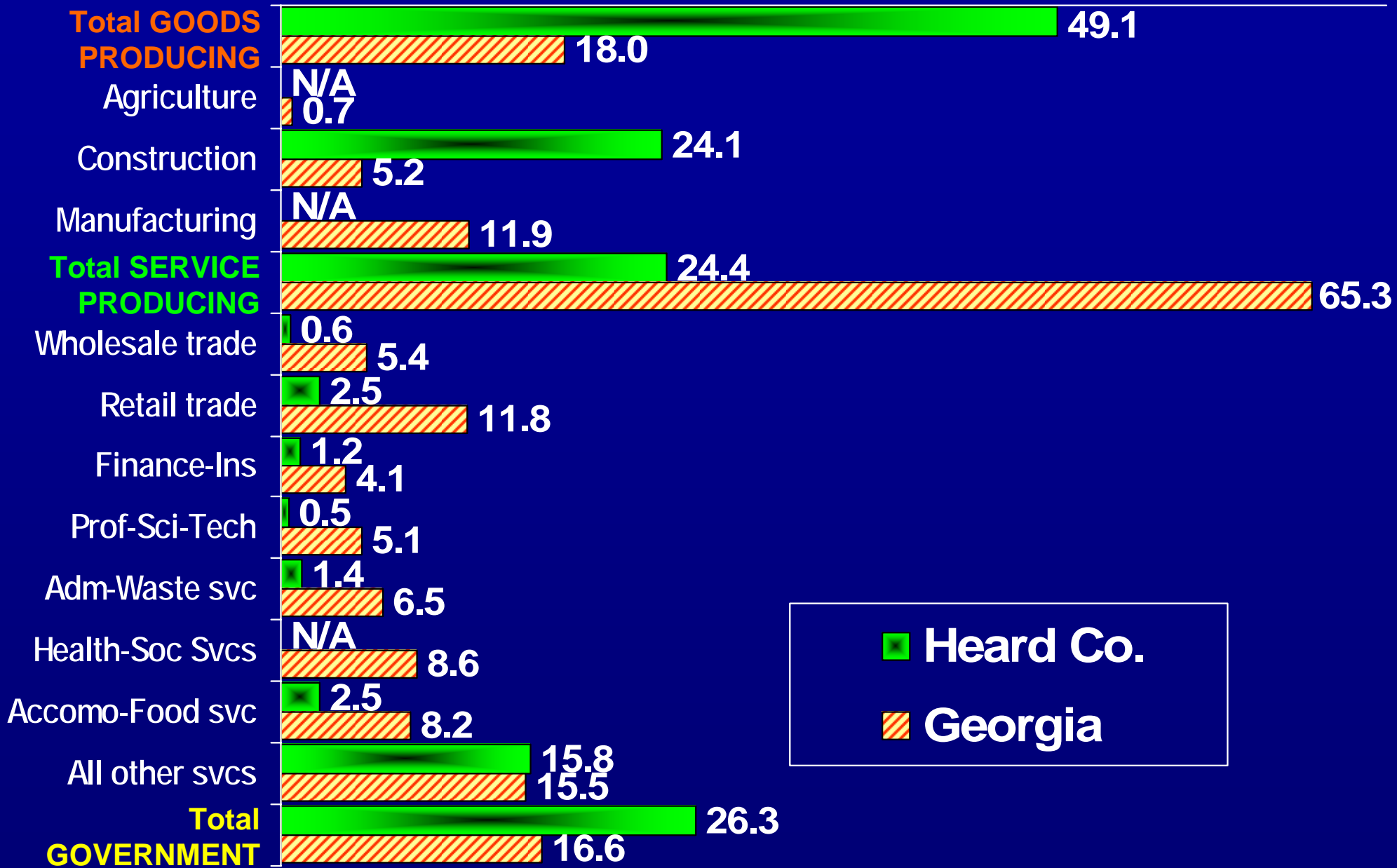
**US = 5.5**

# Business Establishments, Employment and Wages Heard County 2003 Annual Averages, % of Total



- Construction
- Wholesale trade
- Retail trade
- Finance/Insur
- Prof-Sci-Tech Svc
- Admin-waste svc
- Accom/Food Svc
- All other svc
- Govt
- All Other

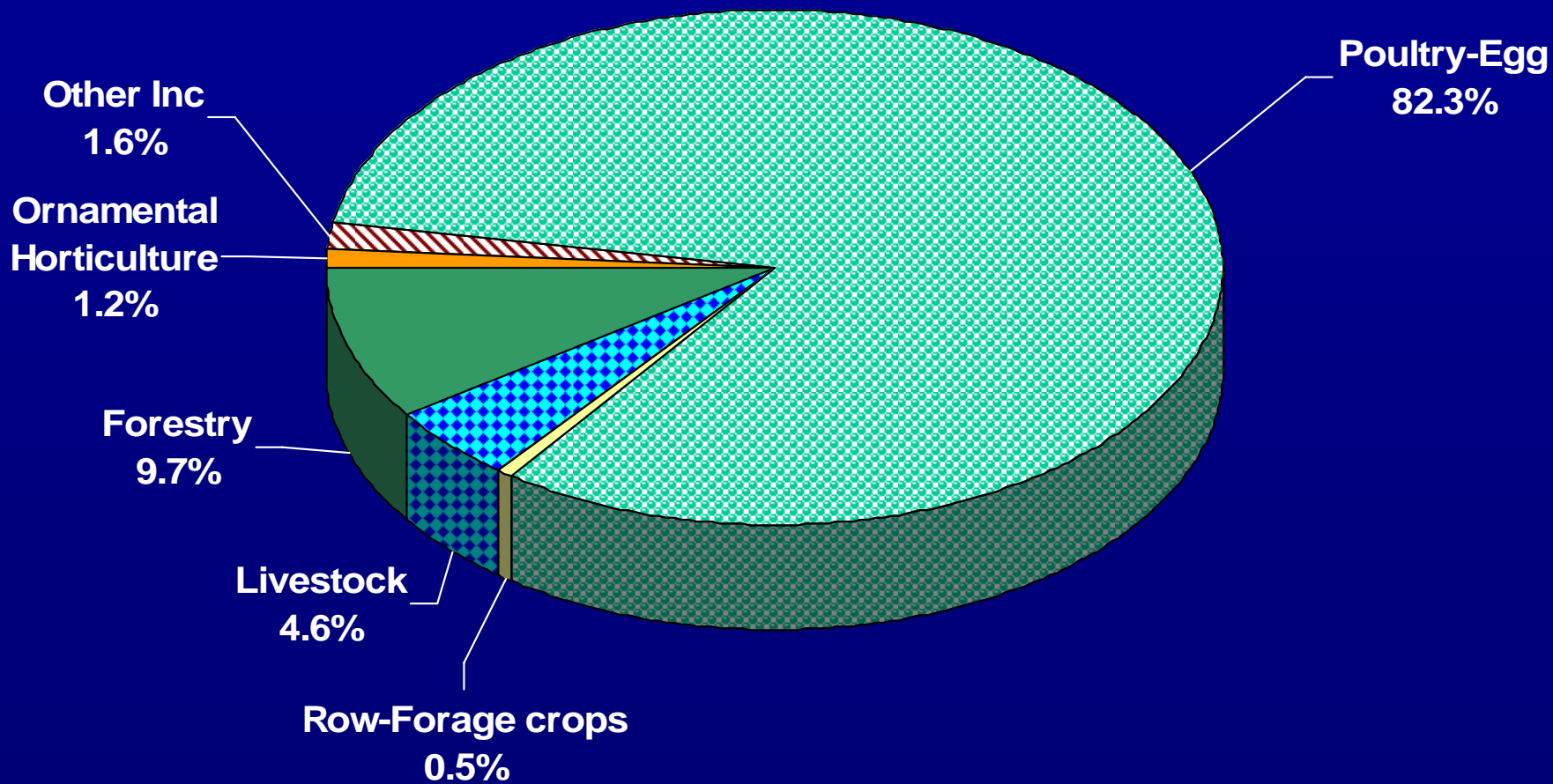
# Employment Comparisons by Industry: 2003



# Farm Gate Value by Commodity Group: 2004

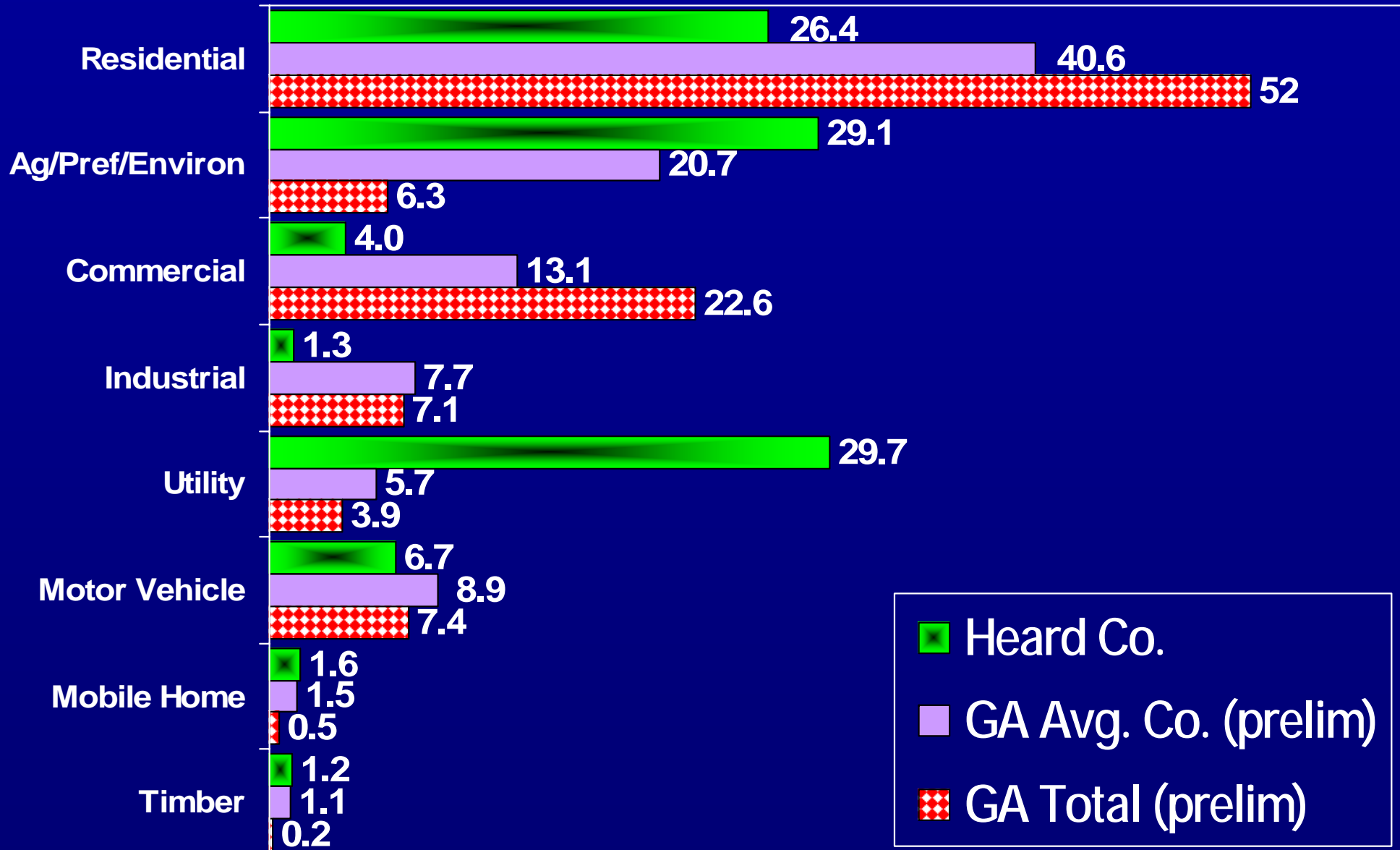
## Heard Co. Total Value = \$46,256,514

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# Components of Gross Property Tax Digest: 2004

## Heard Co. Gross Digest (40% Value) = \$387,164,175



# County Property Tax Digest Comparisons: 2004

County	% Residential	% Agricultural	% Commercial	% Industrial	% Motor Vehicle	% Other
HEARD	26.4	29.1	4.0	1.3	6.7	32.5
CARROLL	51.3	7.7	17.9	9.3	10.0	3.8
COWETA	58.2	7.4	15.4	5.9	8.3	4.8
MERIWETHER	30.6	41.0	7.9	4.8	9.2	6.6
TROUP	38.9	8.7	16.2	25.2	7.8	3.1
Avg. GA Co.	40.6	20.7	13.1	7.7	8.9	8.3

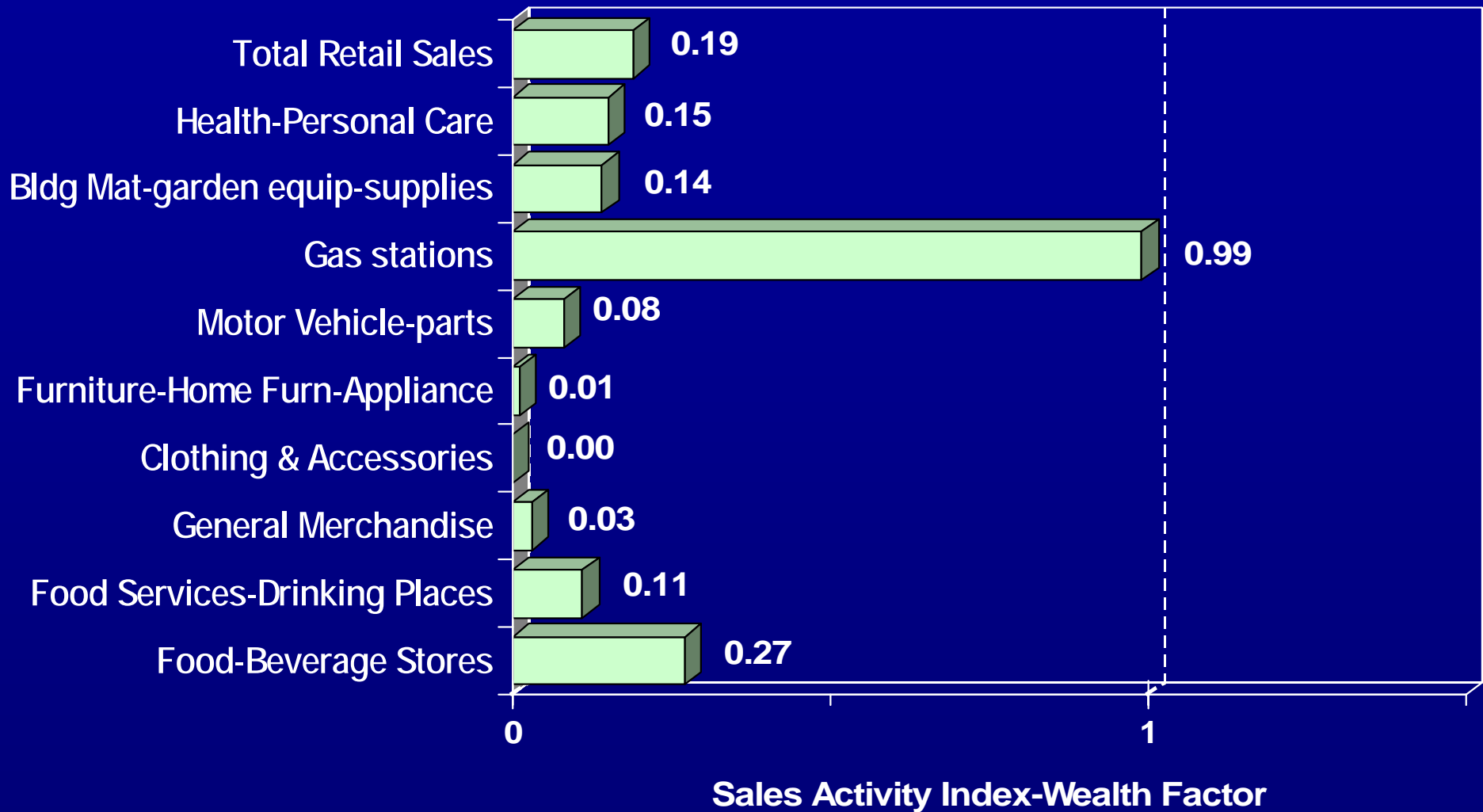
# Millage Rates, Taxes Levied, & Sales Tax

County	'03 County-wide Millage*	'03 School Millage*	'03 Taxes Levied* (\$000)	as of 7/05 Sales Tax Rate	LOST Type*
HEARD	21.35	13.42	\$6,391	7	LSE
CARROLL	24.28	18.10	\$58,696	7	LSE
COWETA	25.04	18.61	\$77,466	7	LSE
MERIWETHER	24.88	16.31	\$13,164	7	LSE
TROUP	30.11	19.28	\$51,174	7	LSE

\*All tax districts are assessed an additional .250 state millage. Taxes Levied, but not necessarily collected. L=Local Option Sales Tax, S=Special Purpose, E=Educational

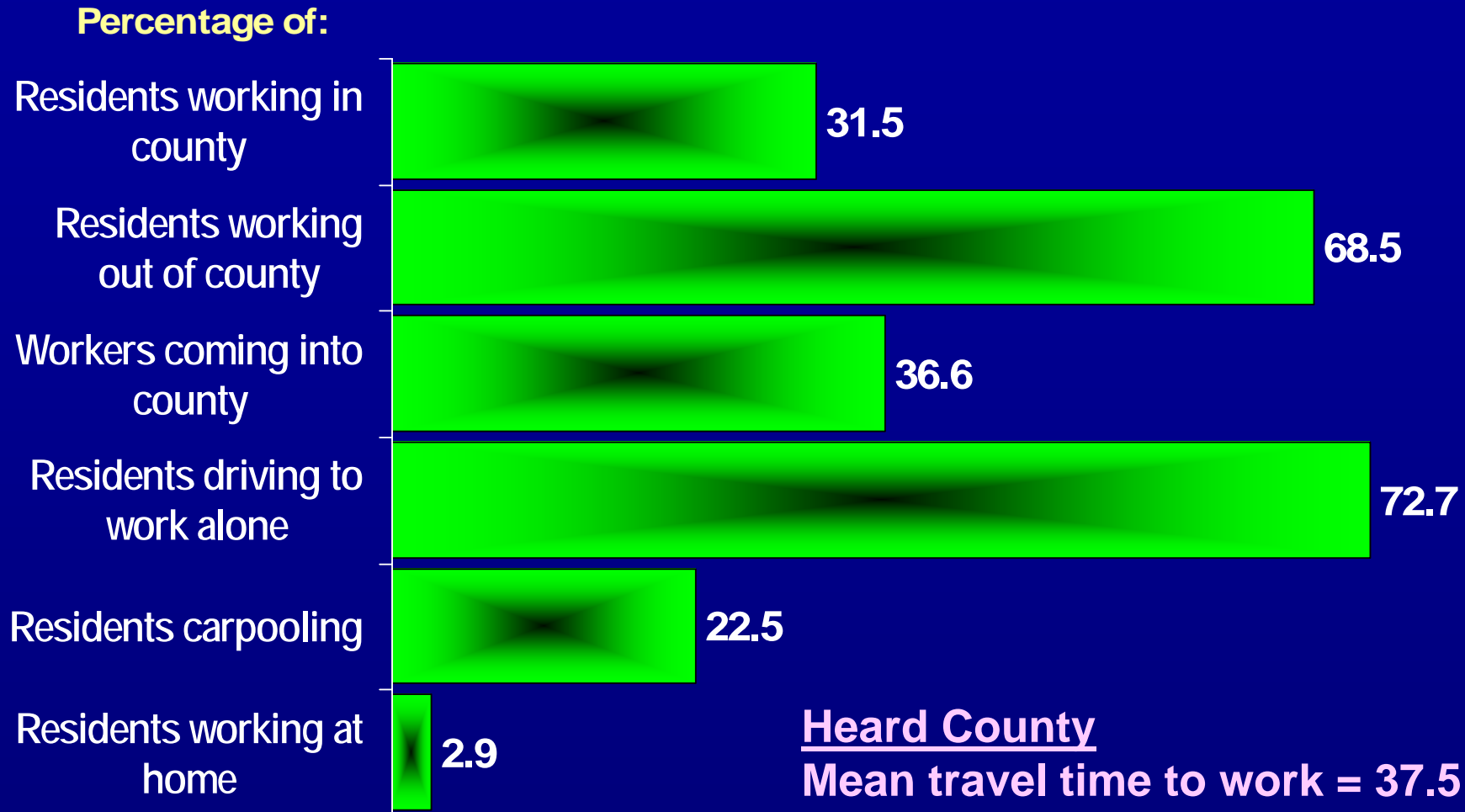
# Retail Sales Analysis: 2004

## Heard Co. Total Retail Sales = \$23,175,000



**A “pull factor” of 1.0 means that the county’s sales are what would be expected based upon the number of residents and their relative wealth.**

# Commuting to Work: 2000



## Heard County

Mean travel time to work = 37.5 min.

Ratio of IN to OUT = 0.26

Resident workers 16+ = 4,488

Residents working in county = 1,413

Residents working out of county = 3,075

Total working in county = 2,227

Workers commuting into county = 814

*This study was developed  
to assist community leadership  
with their future planning  
and decision making.*

*Special County Area Report  
# 05 -17 September, 2005*



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*Prepared for the Heard County  
Cooperative Extension Service*

*by Susan R. Boatright*

*Center for Agribusiness and Economic Development*

*College of Agricultural and Environmental Sciences*

*The University of Georgia • Athens, GA*

*Georgia Cooperative Extension Service*

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