



# Changing Demographics

GMA Annual Convention  
June 24, 2022  
Taylor Hafley, Applied Demographer



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## Agenda (1:00 - 4:00)

• 1:00-1:45	OPENING ACTIVITY AND INTRO TO DEMOGRAPHICS
• 1:45-2:45	GEORGIA'S DEMOGRAPHICS
• 2:45-3:00	BREAK
• 2:45-3:30	DATA SOURCES AND COMMUNITY ANALYSIS
• 3:30-4:00	FINAL ACTIVITY AND WRAP UP

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## Ground Rules

- RESPECT
- BE HARD ON ISSUES, NOT EACH OTHER
- NO SIDE CONVERSATIONS
- LISTEN
- ASK GENUINE QUESTIONS
- BE FLEXIBLE
- HAVE FUN!

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## Activity



- Introductions and Icebreaker
- Name, City, and Position

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<ul style="list-style-type: none"><li>• What are the biggest demographic challenges in your community?</li></ul>	<ul style="list-style-type: none"><li>• What are you hoping to learn about demographics and diversity today?</li></ul>
<ul style="list-style-type: none"><li>• How would you describe the demographics in your community?</li></ul>	<ul style="list-style-type: none"><li>• What are your communities greatest demographic strengths?</li></ul>

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## Demography

- “The scientific study of human population, including its size, distribution, composition, and the factors that determine change in its size, distribution, and composition.”
  - Swanson and Siegel, Methods and Materials in Demography (2007)

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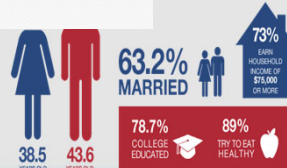
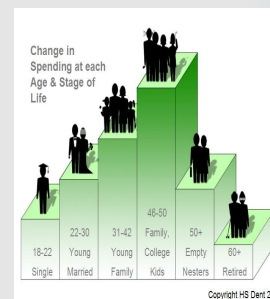
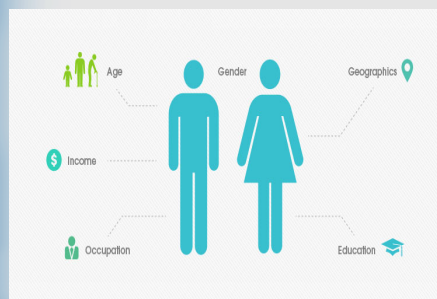
## Demographics – What are they?

- Statistical data relating to the population
- Particular groups within the population
  - What groups?



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## What is Diversity?





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# Georgia's Demographics

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# Trivia

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What is the number one agricultural product grown/produced in Georgia?

- A. Cotton
- B. Peaches
- C. Blueberries
- D. Poultry

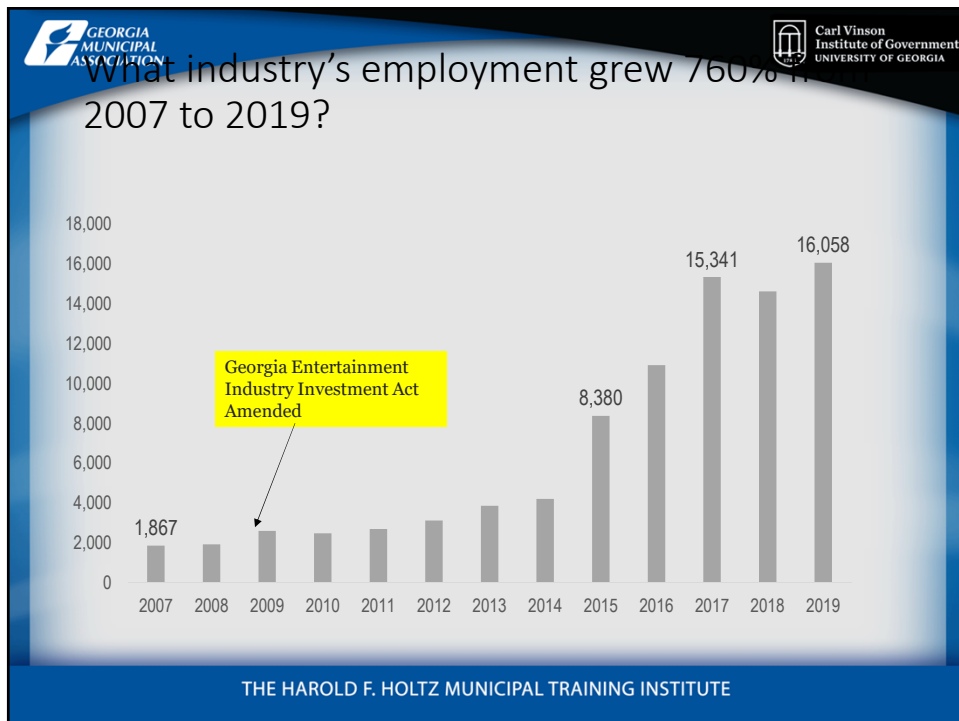
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## How many counties are in Georgia?

- A. 88
- B. 128
- C. 159
- D. 195

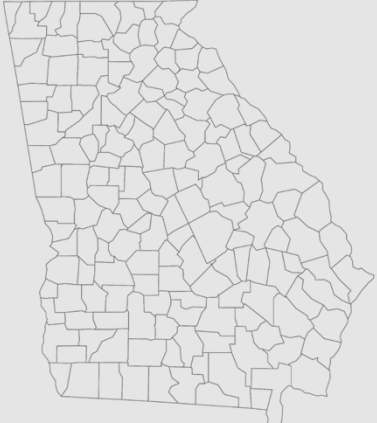
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How many cities are in Georgia?

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What is the largest city?

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What city has the lowest population

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How many cities have populations less than 1,000?

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What is the average population of Georgia municipalities?

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How many Georgians live in municipalities?



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What is the current population of Georgia?

- A. 9.6 million
- B. 10.7 million
- C. 11.6 million
- D. 12.2 million

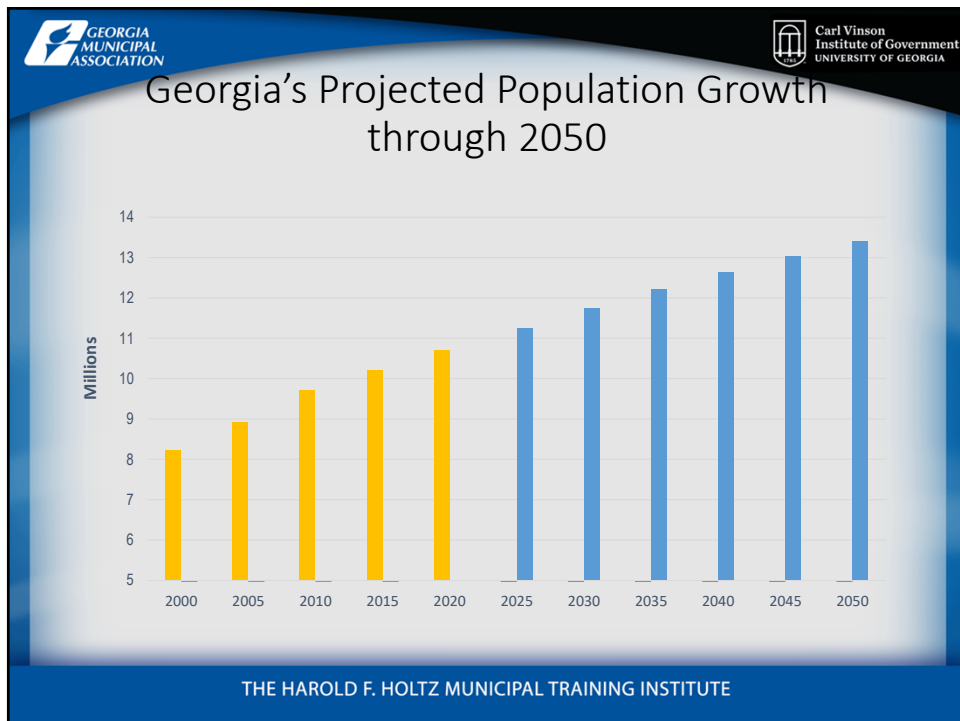
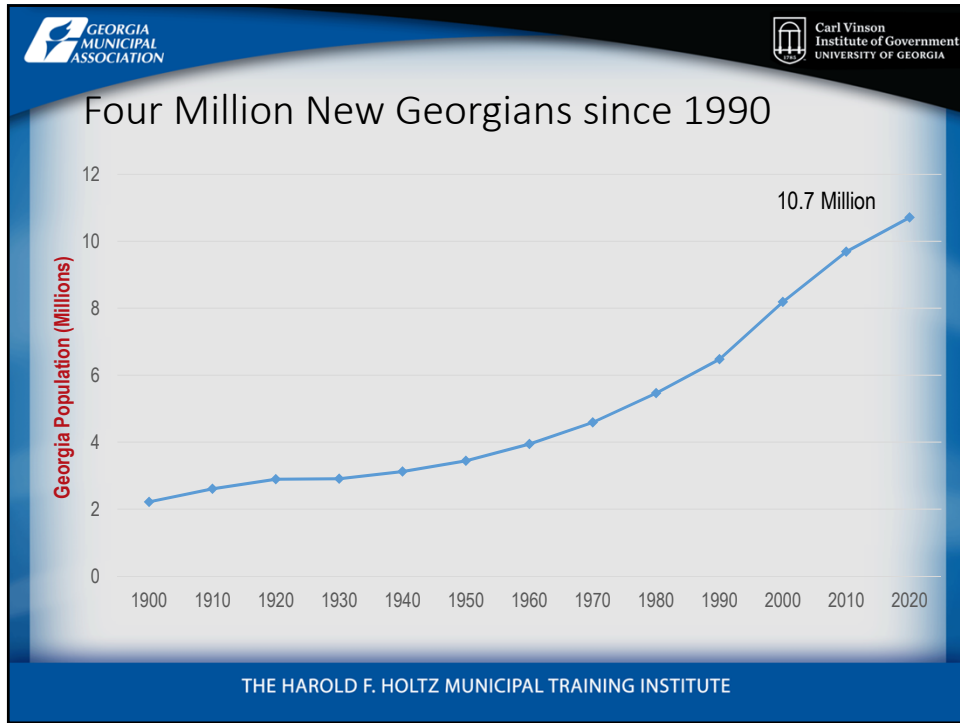
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1. Births  
2. Deaths  
3. Migration

Three Components of Population Change

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How many babies were born in Georgia in 2020?


A. 122,379  
B. 73,982  
C. 193,283  
D. 48,791

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## How many babies were born in Georgia in 2020?

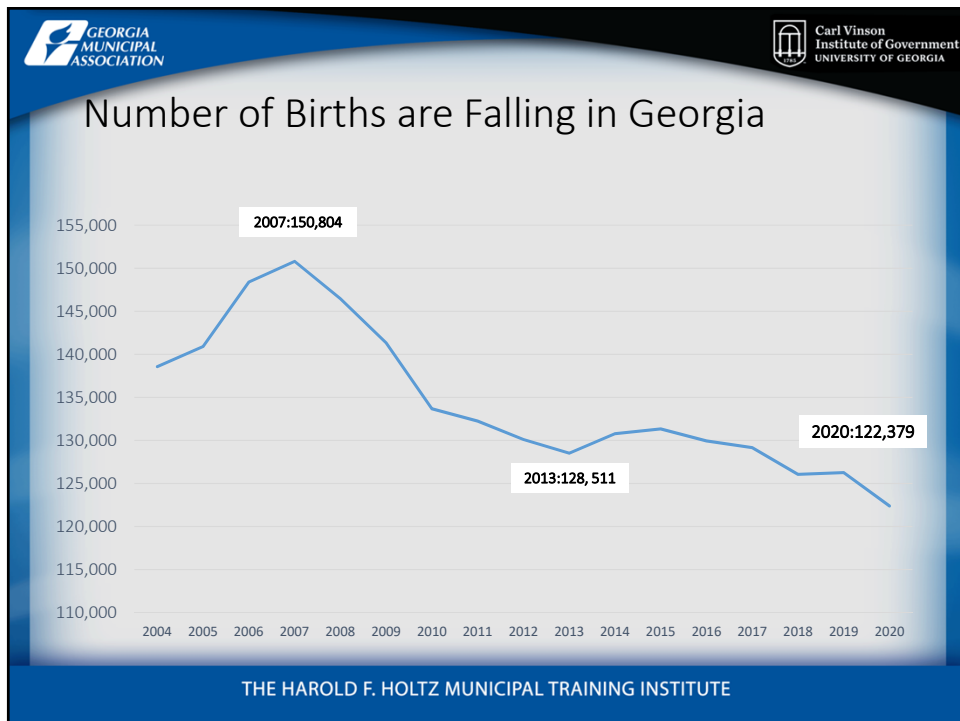
**A. 122,379**

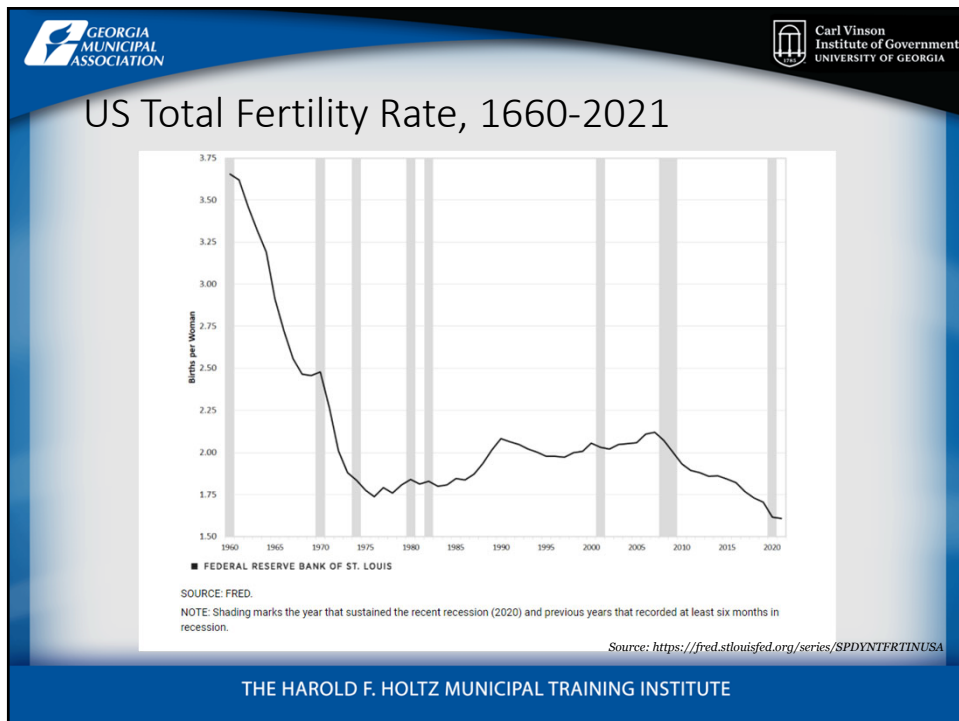
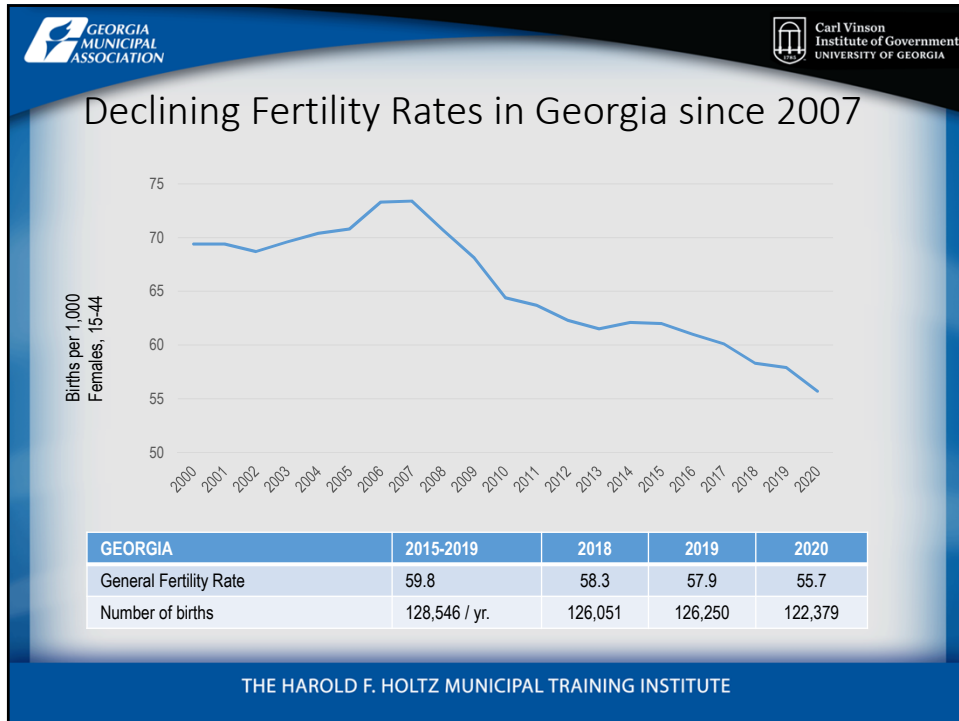
**B. 73,982**



**C. 193,283**

**D. 48,791**

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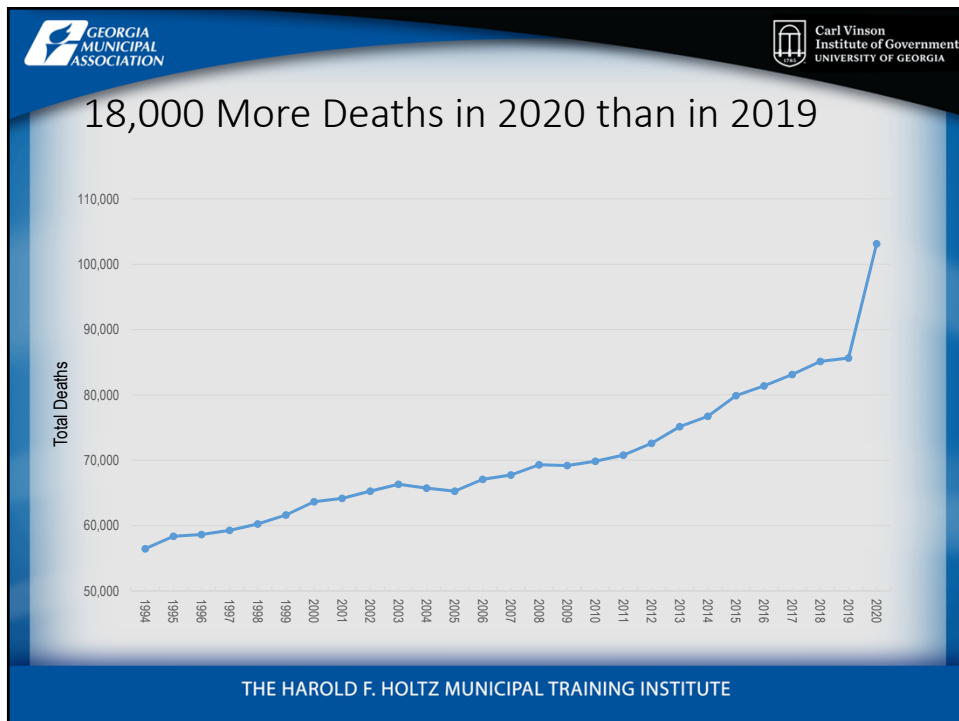


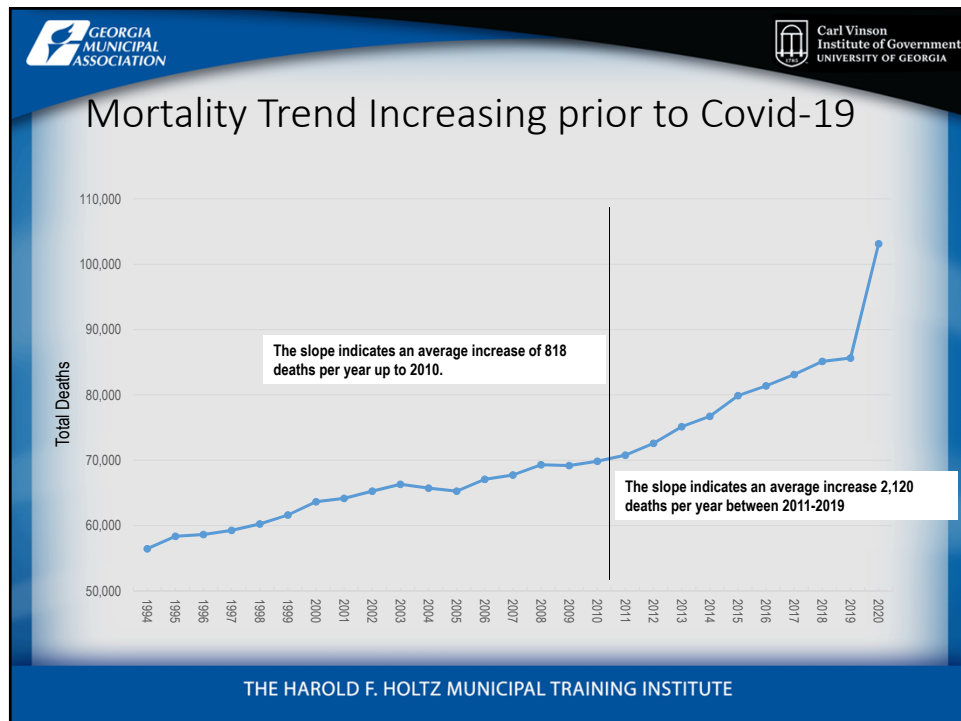
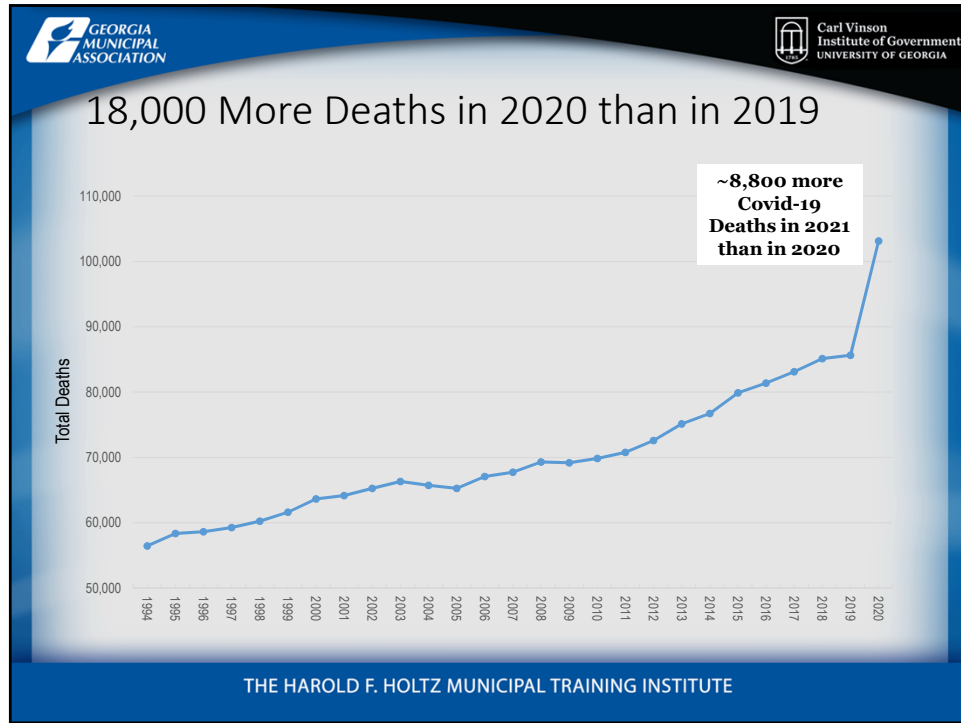


1. Births  
2. Deaths  
3. Migration

Three Components of Population Change

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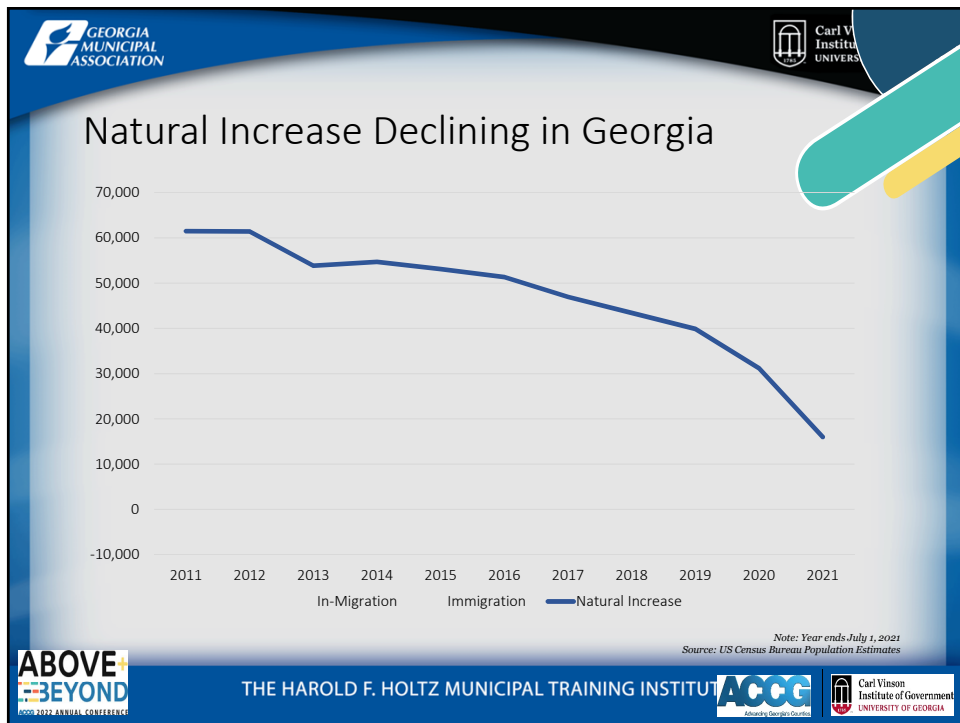
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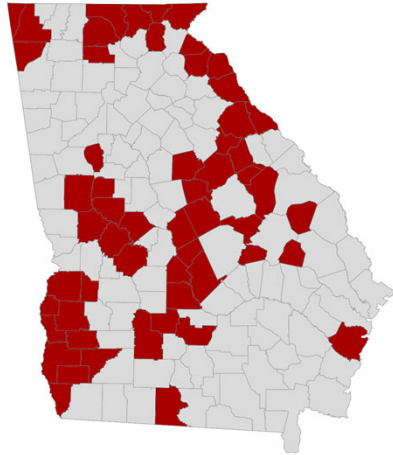
## Some Definitions of Population Change

*Natural Change* = Births – Deaths




- If Births > Deaths, then there is Natural **Increase**
- If Deaths > Births, then there is Natural **Decrease**

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56 counties (35%)  
exhibited Natural  
Decrease during  
past decade





### Over Two-Thirds of the Nation's Counties Had Natural Decrease in 2021



*COVID-19 pandemic's impact on births and deaths results in a record number of counties experiencing natural decrease*

**MARCH 24, 2022** — More than 73% (2,297) of U.S. counties experienced natural decrease in 2021, up from 45.5% in 2019 and 55.5% in 2020, according to the U.S. Census Bureau's Vintage 2021 estimates of population and components of change released today. Natural decrease occurs when there are more deaths than births in a population over a given time period.

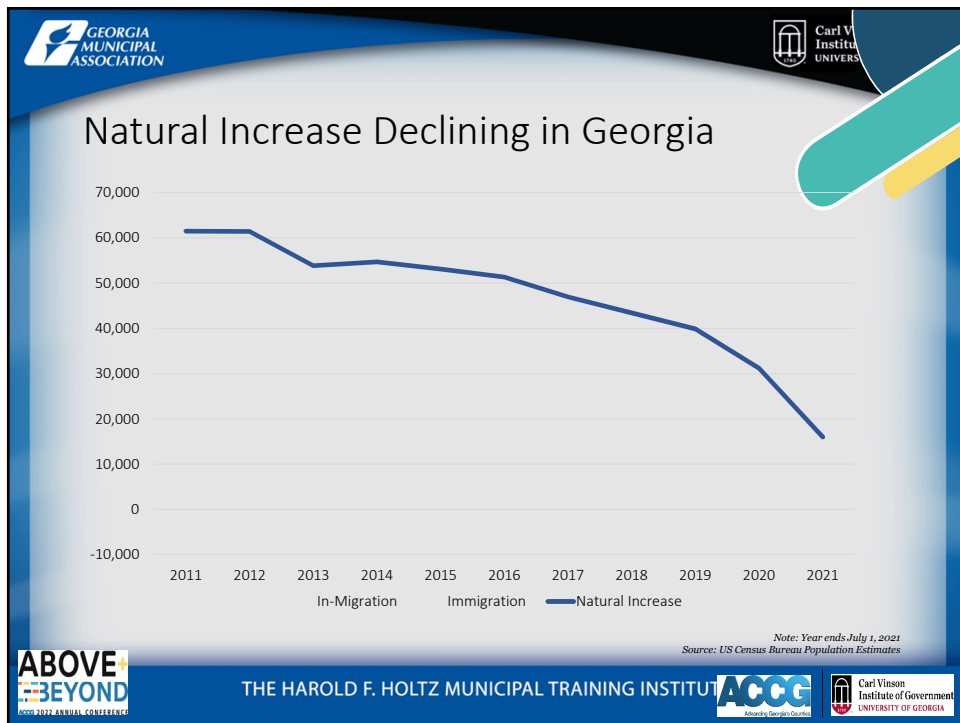
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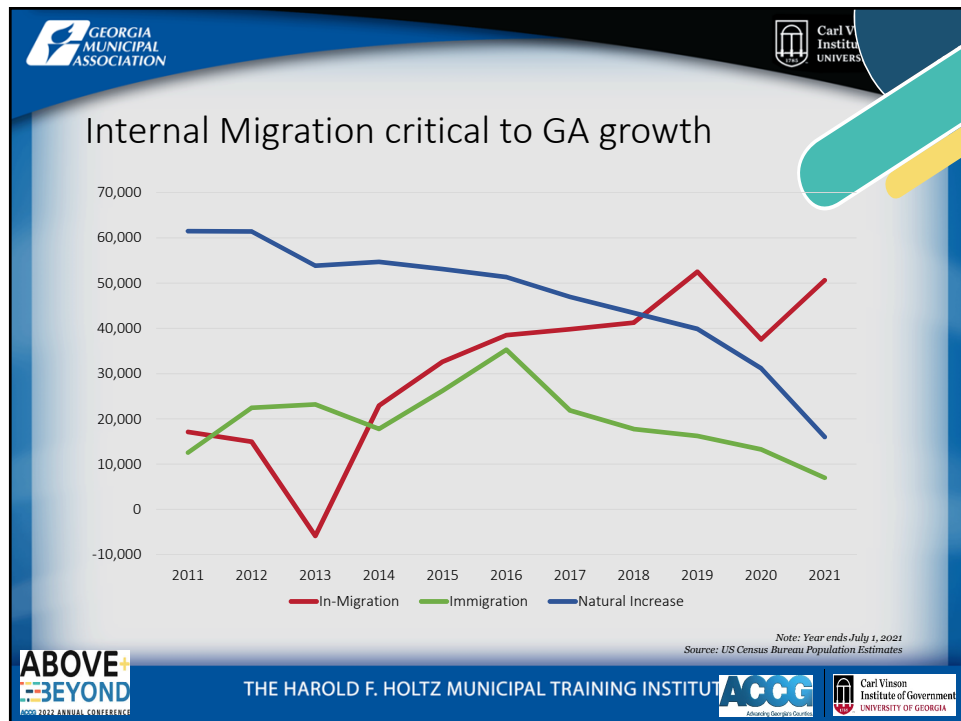
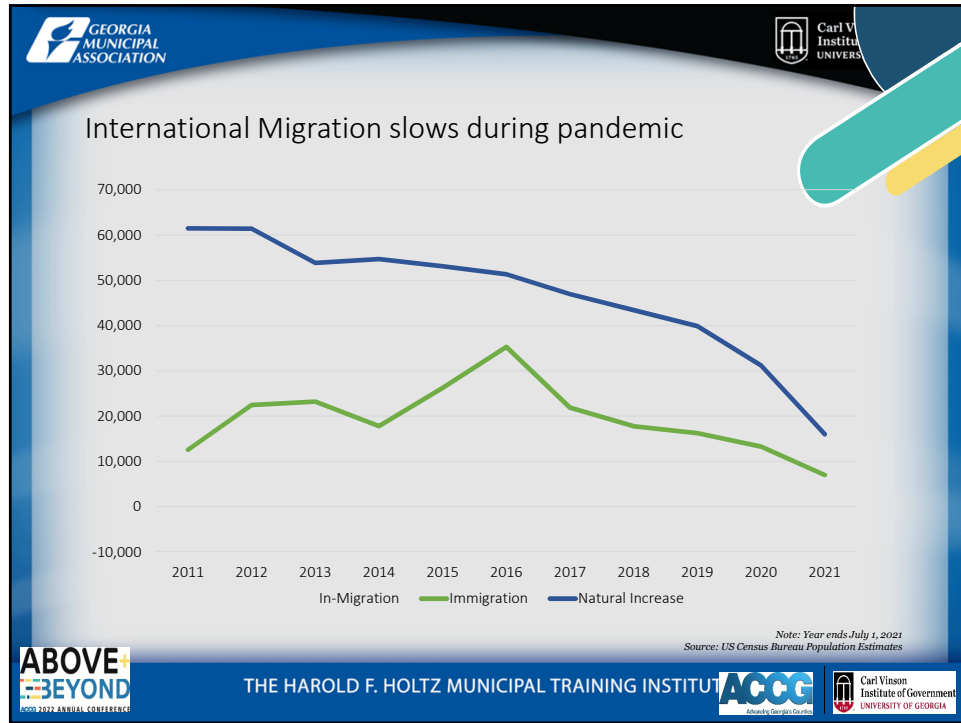


1. Births  
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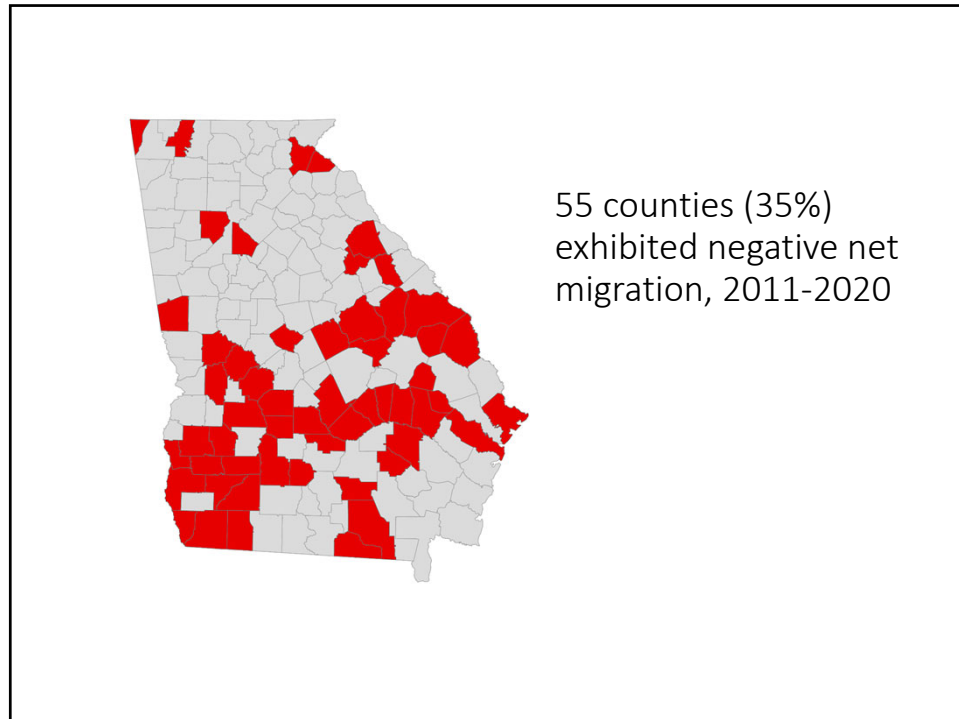
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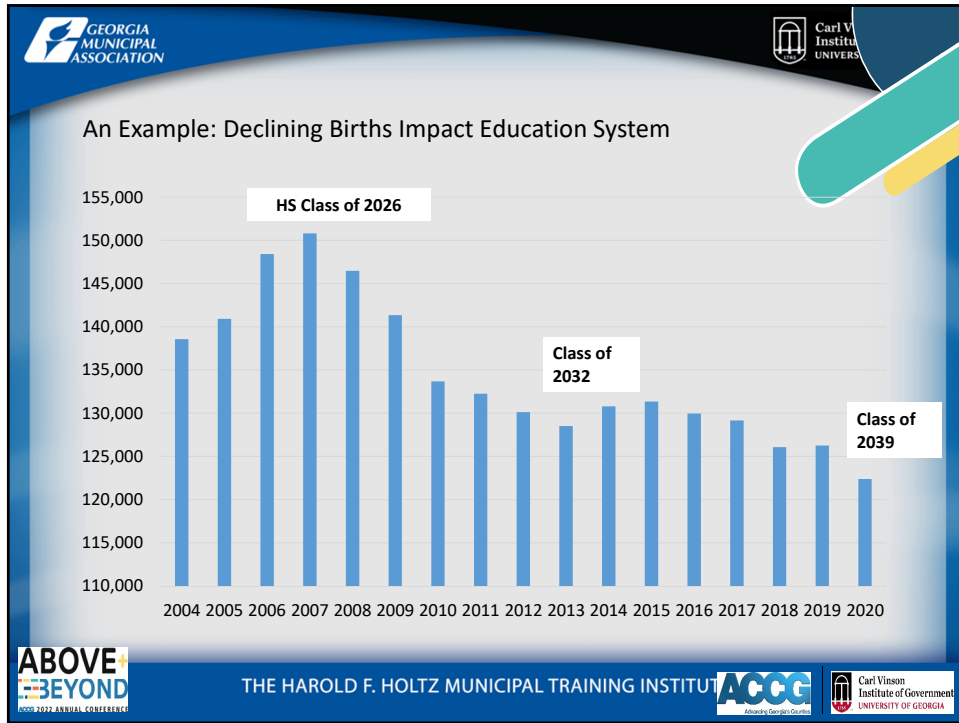






## Small Group Discussion

- **What are the implications of these demographic shifts on Georgia's:**
  - Communities, Economic Development,
  - Businesses, Schools, non-profits, and faith-based organizations?
- **What has political significance? What is the significance?**
- **How do these trends inform the questions you ask about your community?**

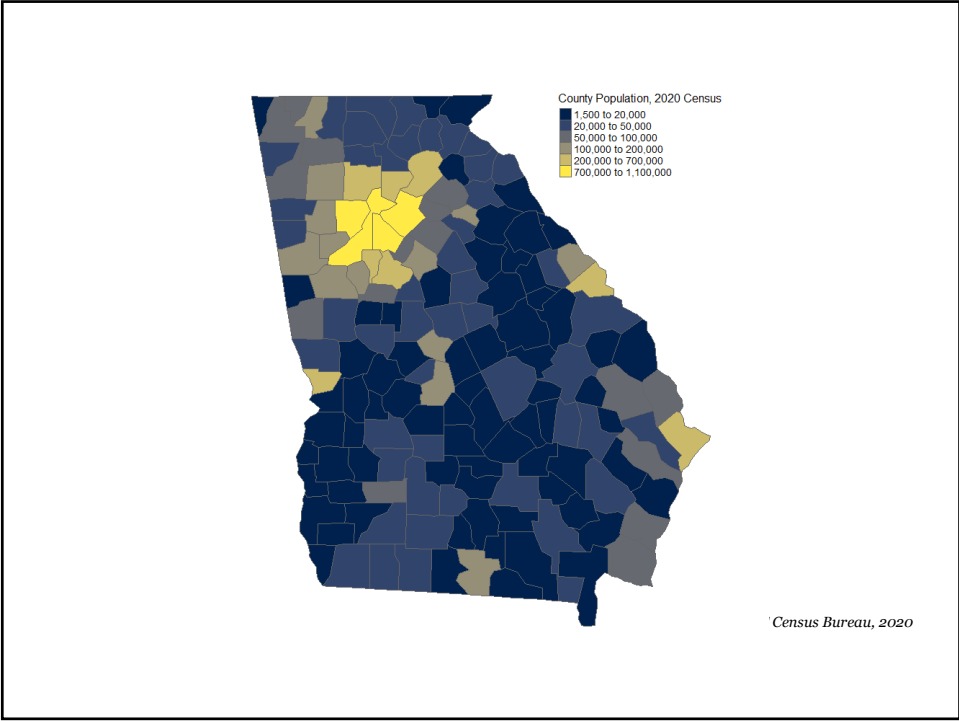


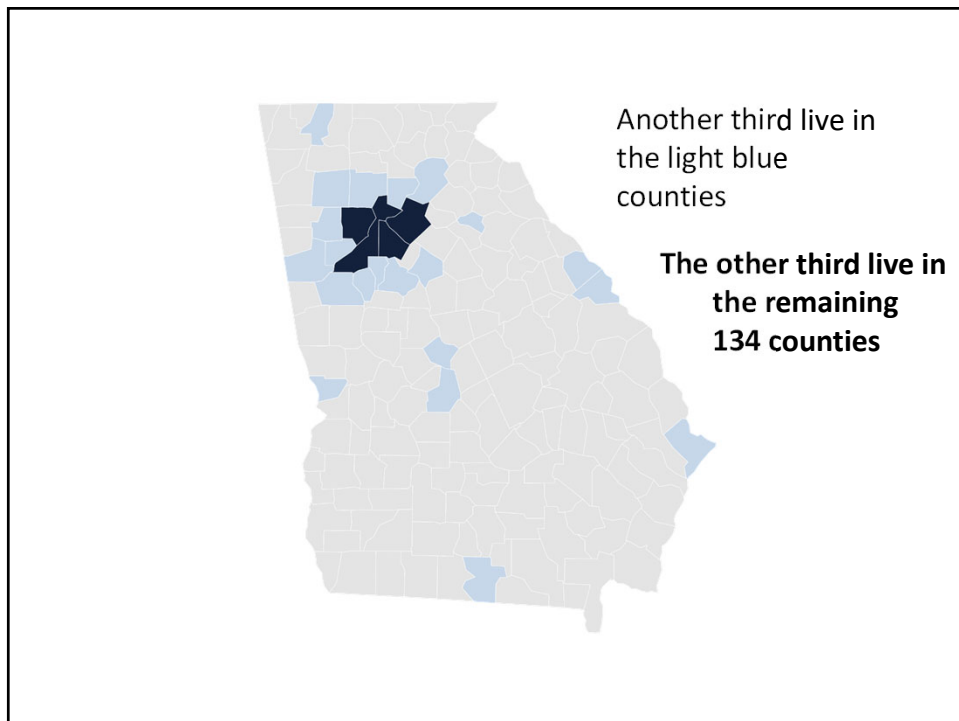
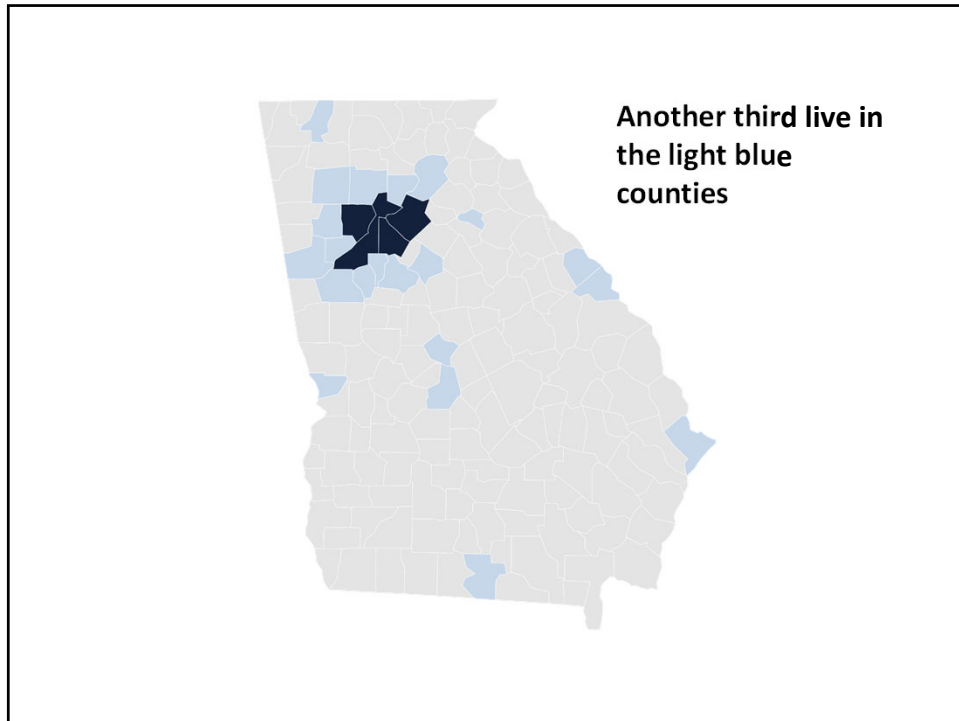
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## Georgia's Population Today

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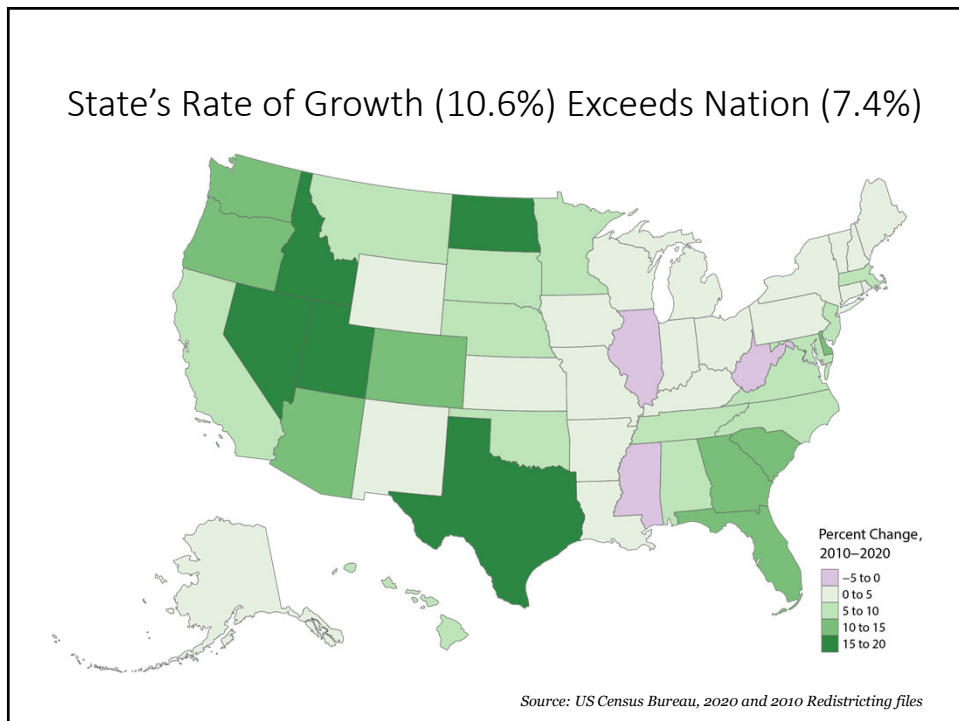




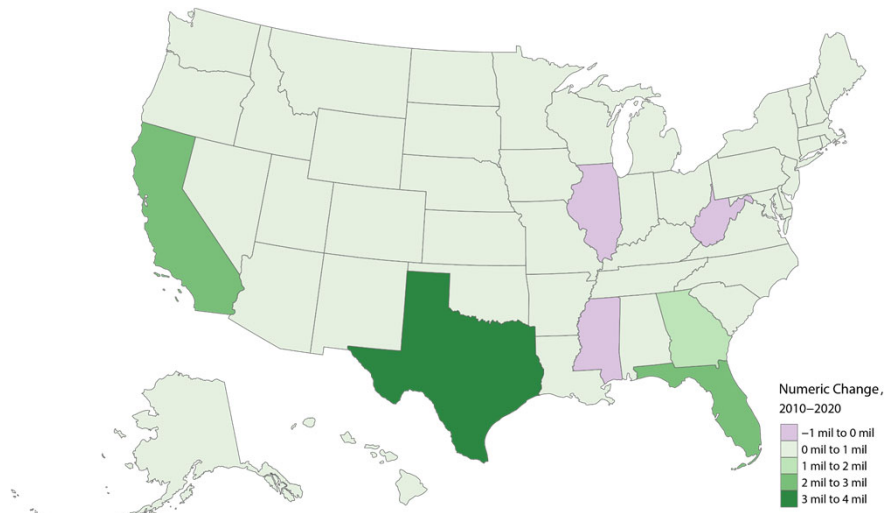


# Census 2020: Geography, Age, and Race

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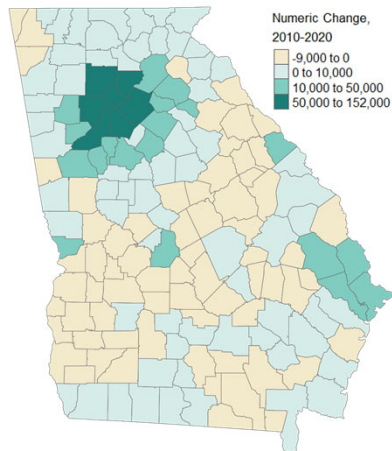


## Georgia Top 4 in Population Increase over Past Decade



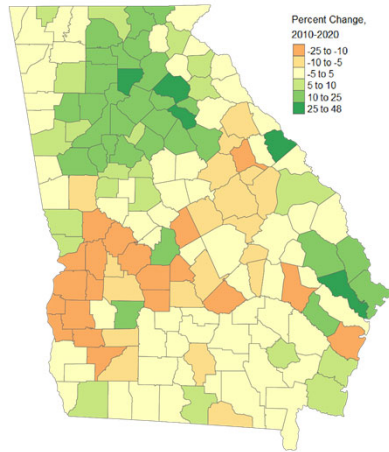
Source: US Census Bureau, 2020 and 2010 Redistricting files

## Population Growth Concentrated in Population Centers

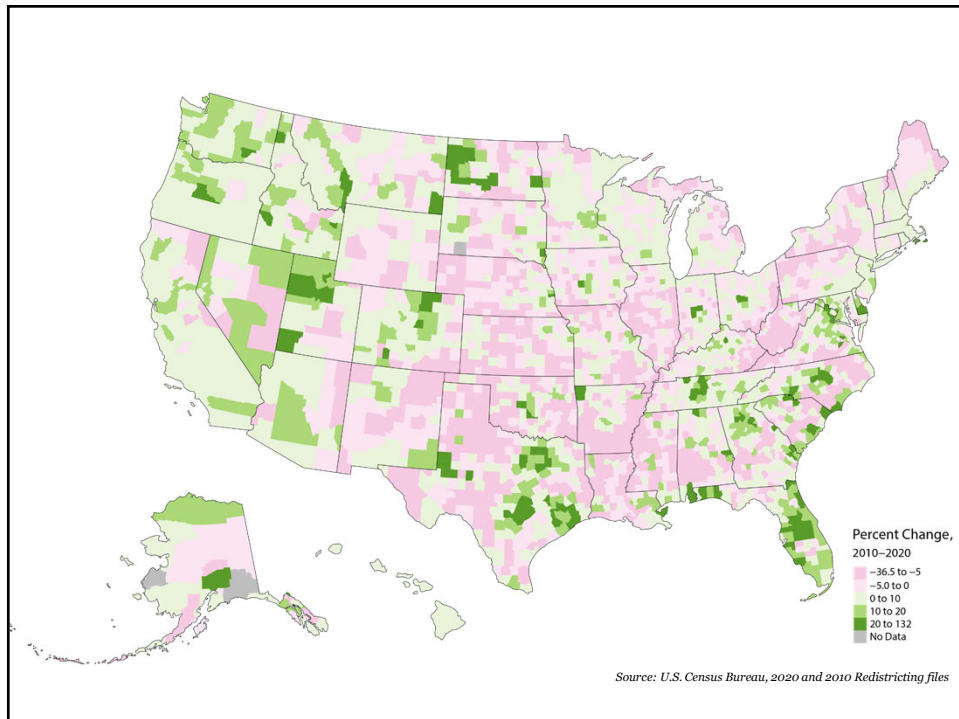


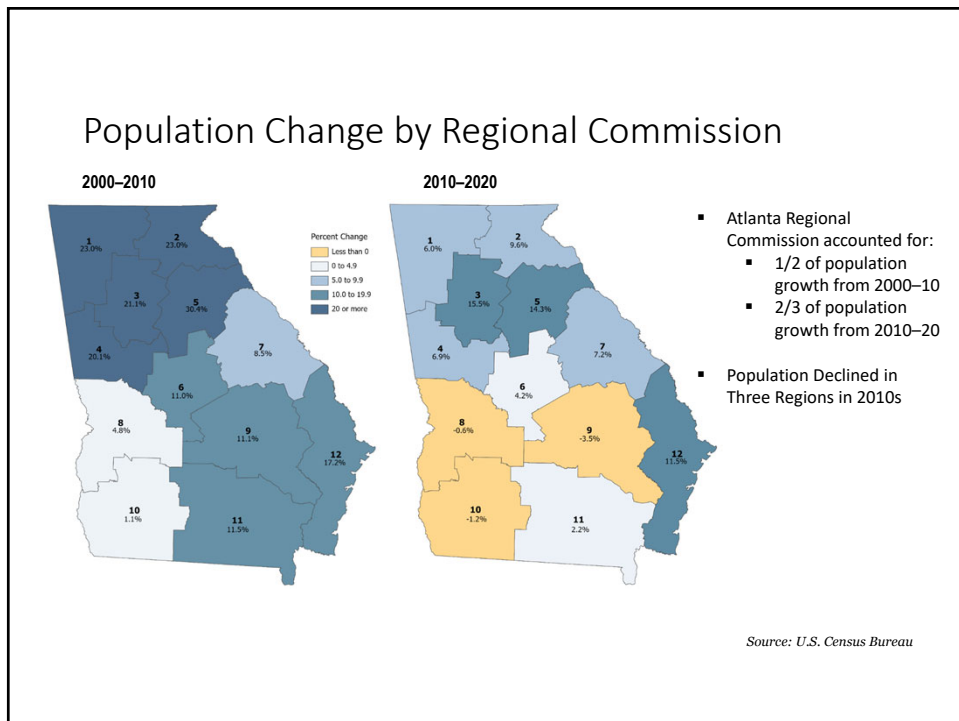
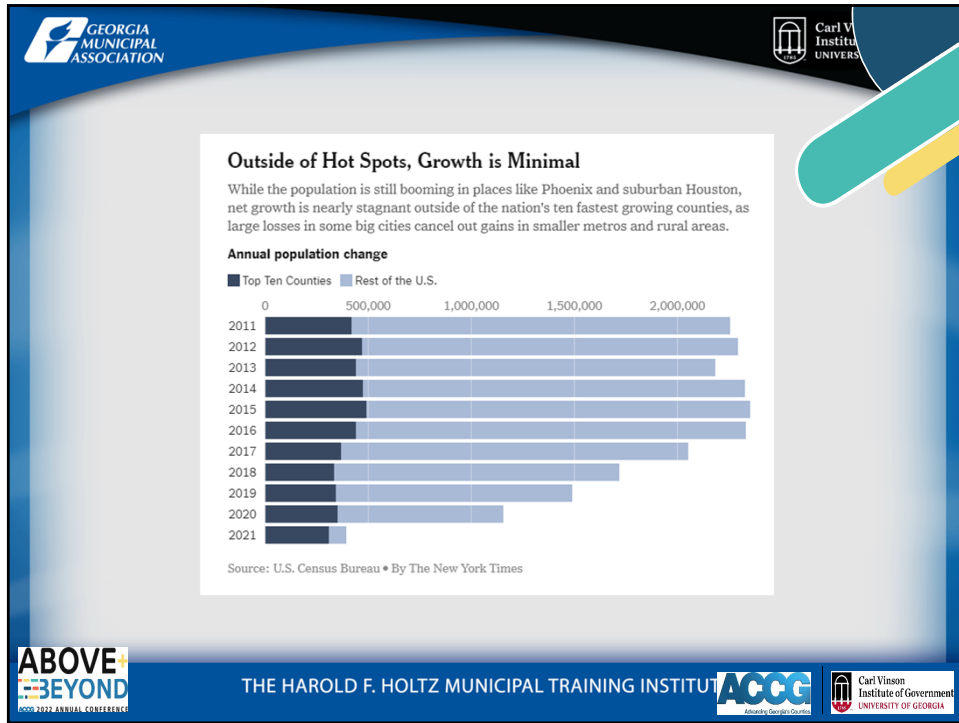
	Increase	#		Largest Decrease	#
1	Gwinnett County	151,741	150	Baldwin County	-1,921
2	Fulton County	146,129	151	Pulaski County	-2,155
3	Cobb County	78,071	152	Macon County	-2,658
4	Forsyth County	75,772	153	Tattnall County	-2,678
5	DeKalb County	72,489	154	Sumter County	-3,203
6	Cherokee County	52,274	155	Crisp County	-3,311
7	Clayton County	38,171	156	McIntosh County	-3,358
8	Henry County	36,790	157	Dooly County	-3,710
9	Columbia County	31,957	158	Telfair County	-4,023
10	Chatham County	30,163	159	Dougherty County	-8,775

## Suburban and Exurban Growth

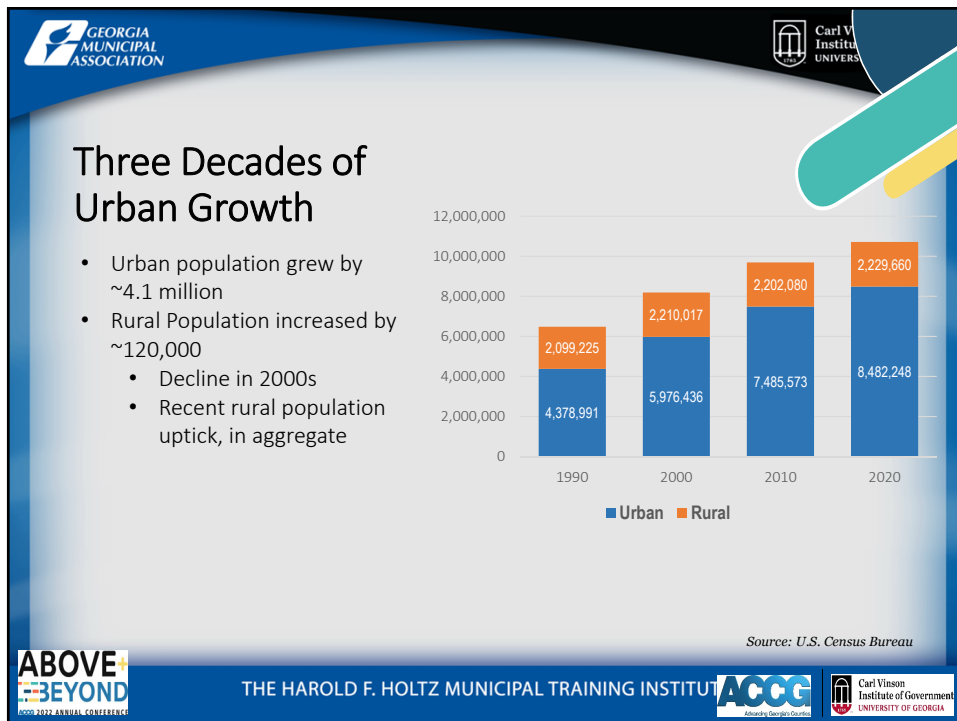
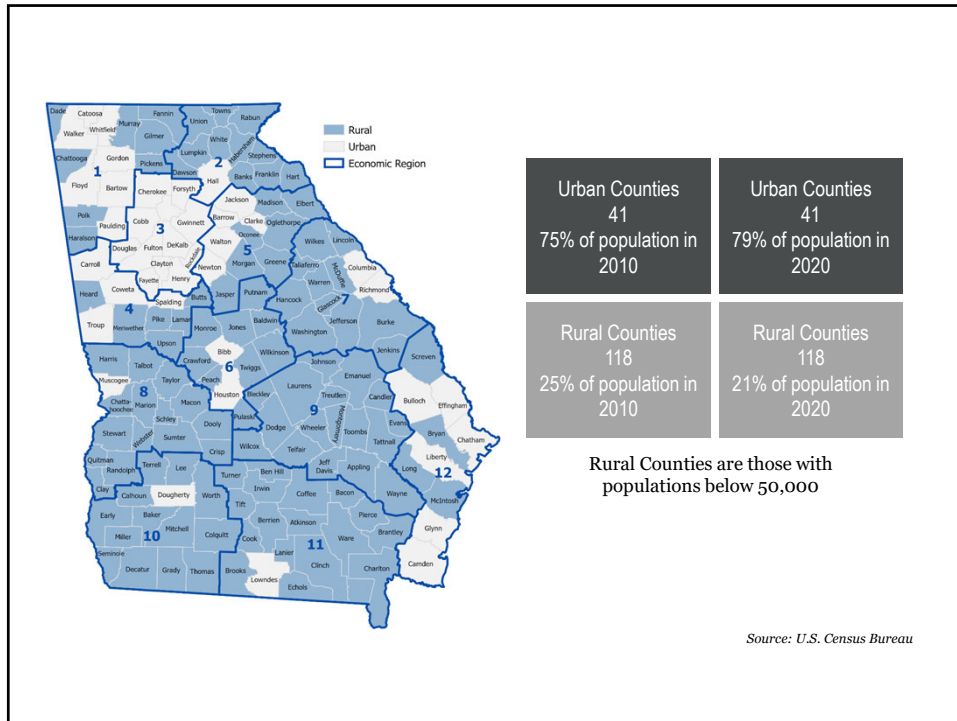


	Fastest Growing	%		Largest Decrease	%
1	Bryan County	48.0	150	Webster County	-16.1
2	Forsyth County	43.2	151	Talbot County	-16.5
3	Oconee County	27.4	152	Baker County	-16.7
4	Columbia County	25.8	153	Calhoun County	-16.7
5	Jackson County	25.5	154	Randolph County	-16.8
6	Cherokee County	24.4	155	Pulaski County	-17.9
7	Effingham County	24.0	156	Macon County	-18.0
8	Barrow County	20.4	157	McIntosh County	-23.4
9	Dawson County	20.0	158	Telfair County	-24.4
10	Towns County	19.3	159	Dooly County	-24.9

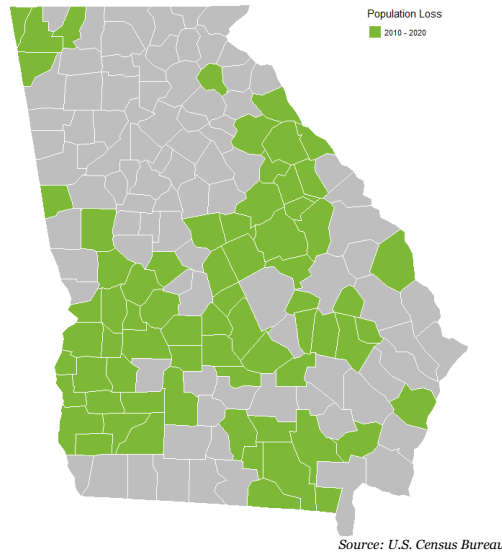






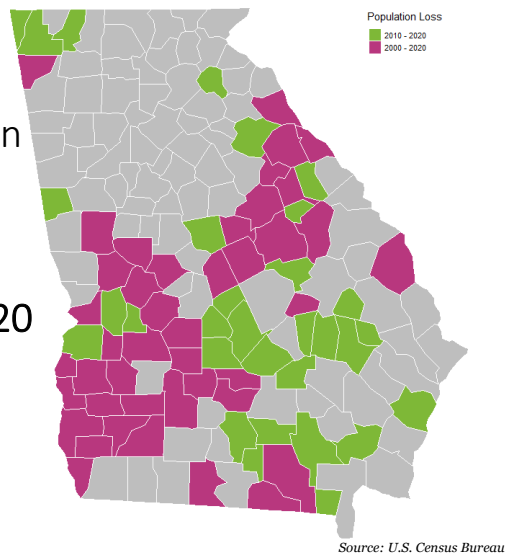




68 counties lost  
population between  
2010 and 2020



68 counties lost  
population between  
2010 and 2020


43 counties have  
fewer people in 2020  
than in 2000








## Large Group Discussion

- **In what ways do these Regional Demographic shifts complicate the implications we discussed earlier?**
  - Communities, Economic Development
  - Businesses, Schools, non-profits, and faith-based organizations?
- **Do these trends alter the questions you ask about your community?**
- **What is the 'so what' for political, social, and economic processes in your community?**



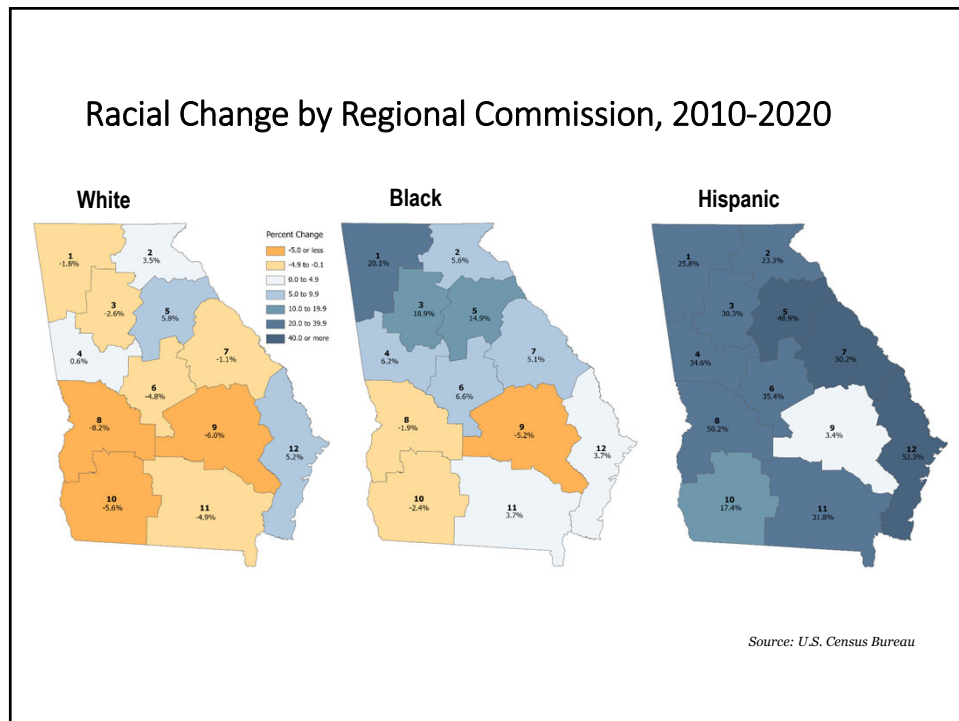
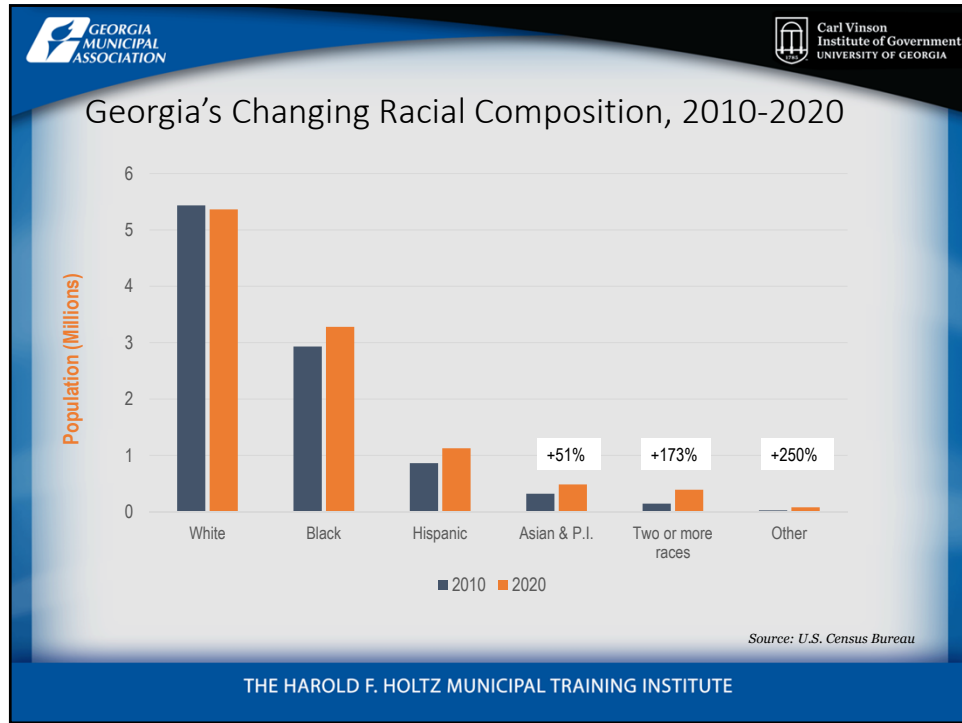
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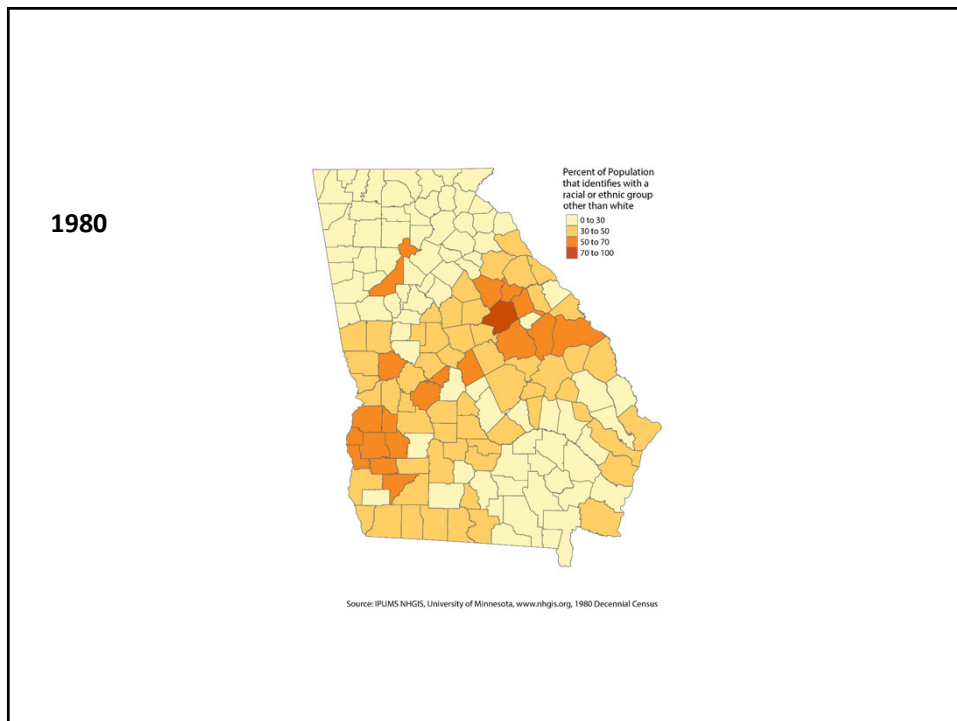
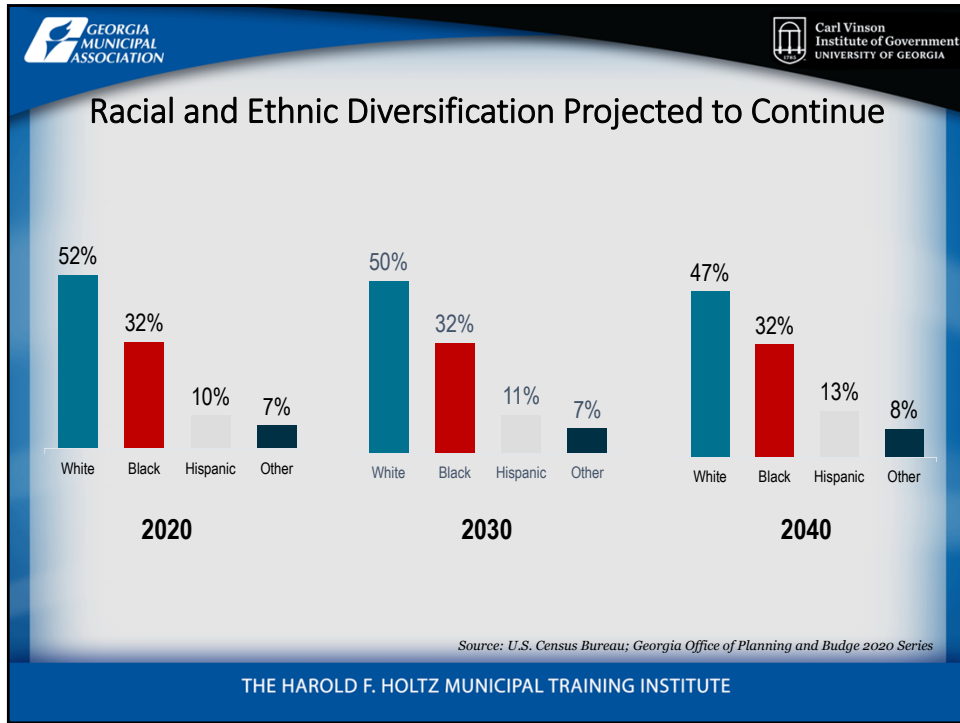





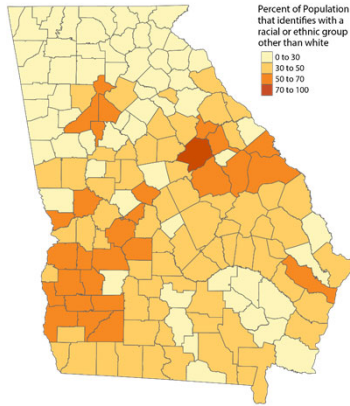
## Race and Ethnic Diversification

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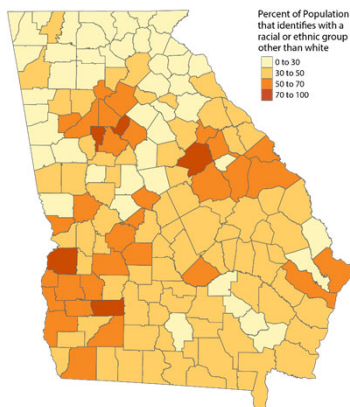


2000



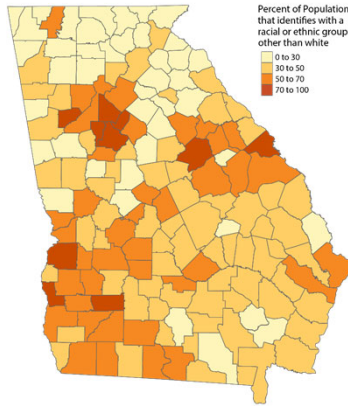
Source: IPUMS NHGIS, University of Minnesota, [www.nhgis.org](http://www.nhgis.org), 2000 Decennial Census

2020



Source: US Census Bureau, Population Estimates Program, Vintage 2020 Estimates

2040

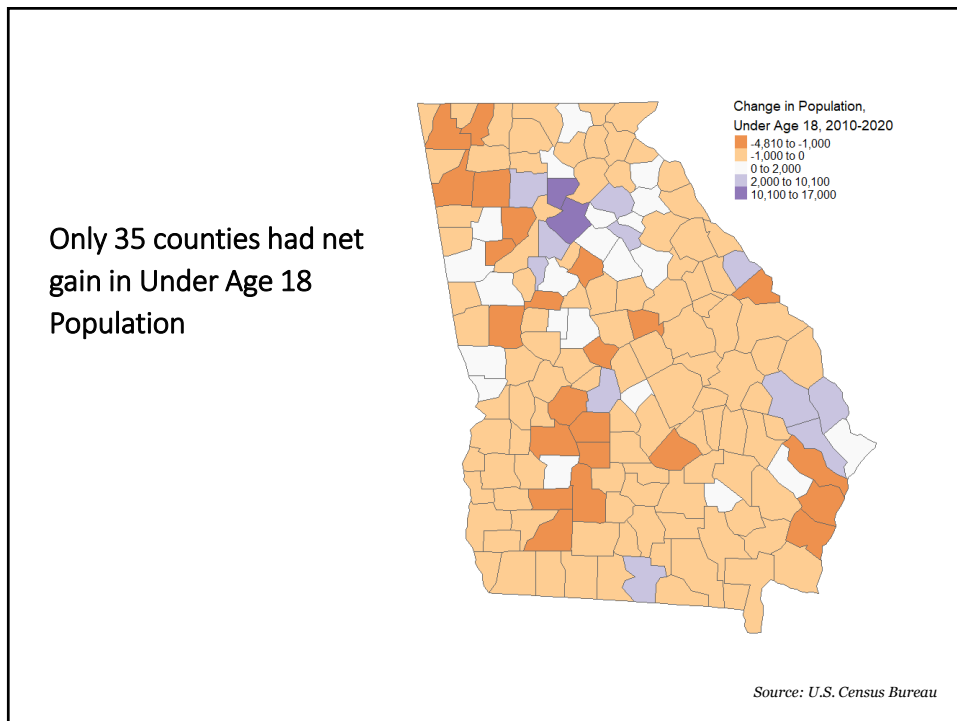
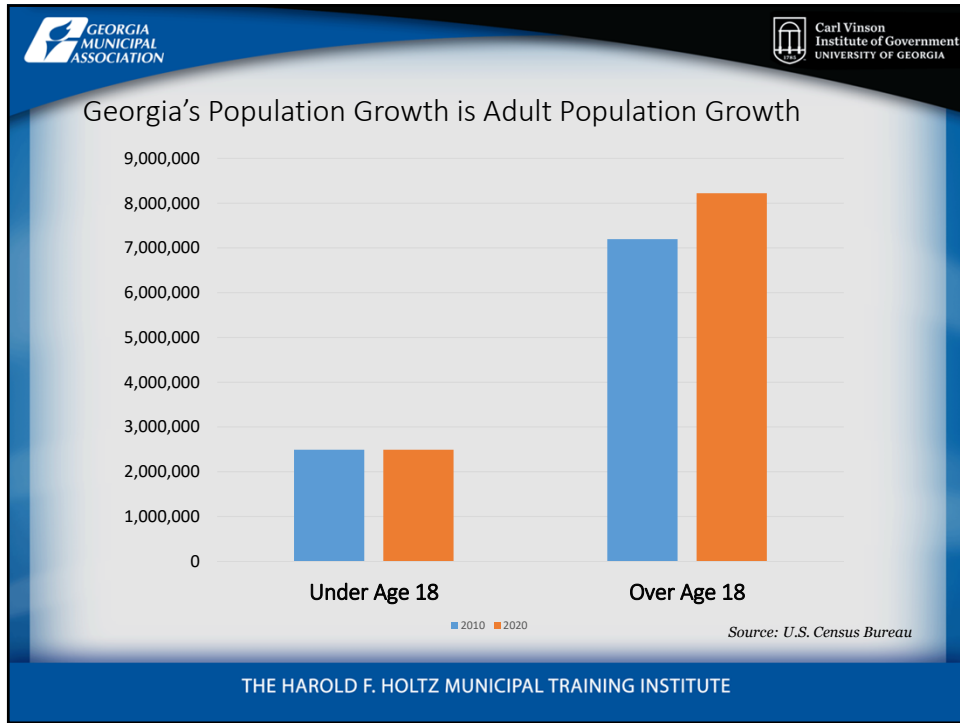


Source: Georgia Office of Planning and Budget, 2021 Interim Long-Term Population Projections  
Population Projections for 2040

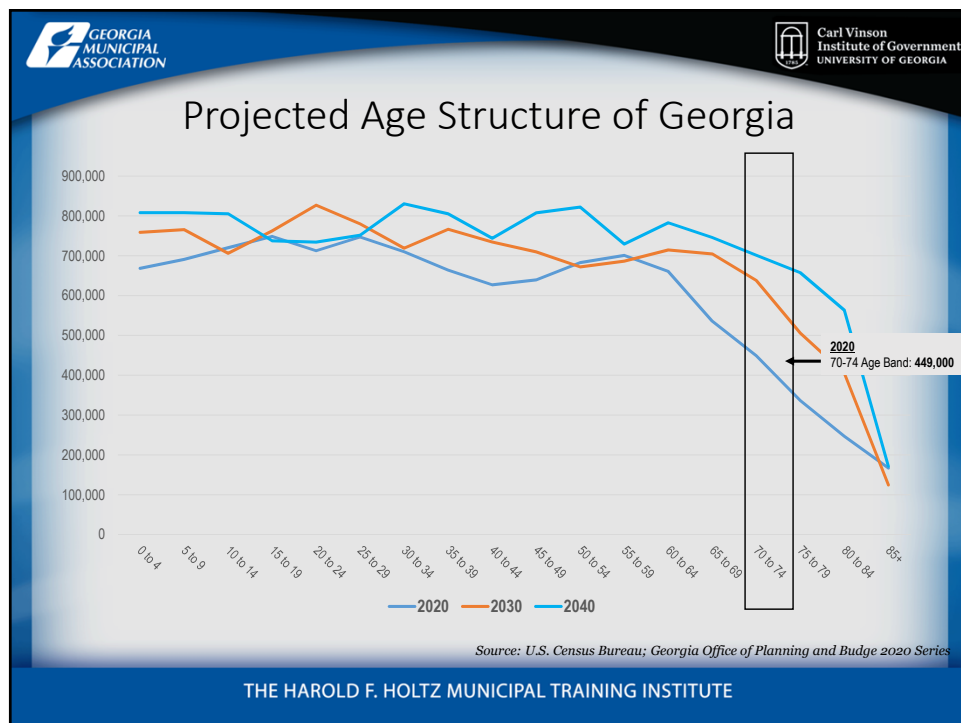
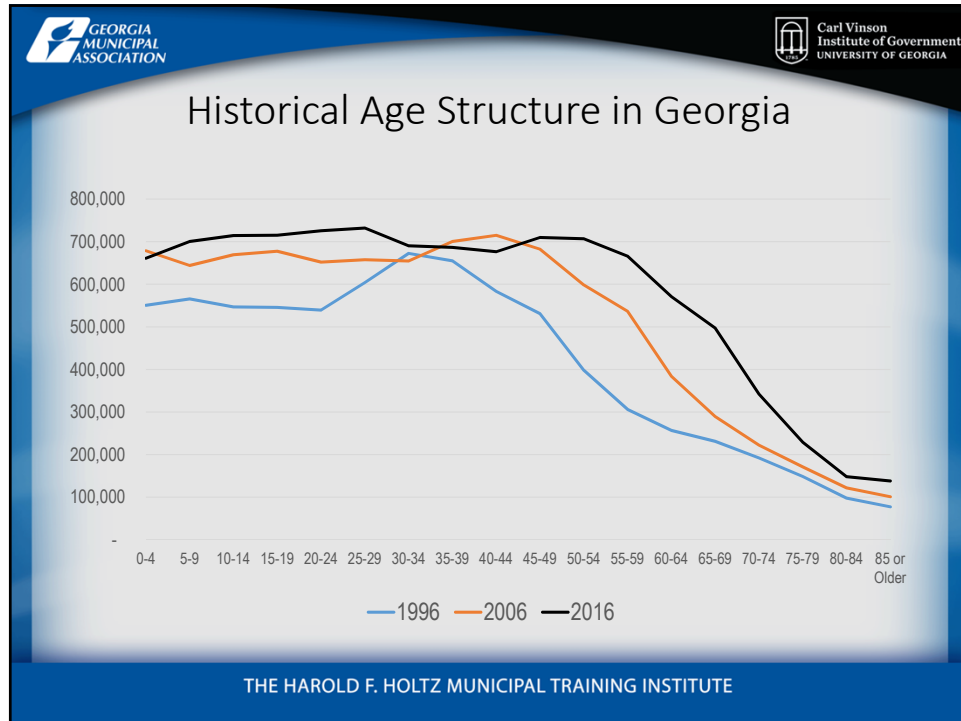


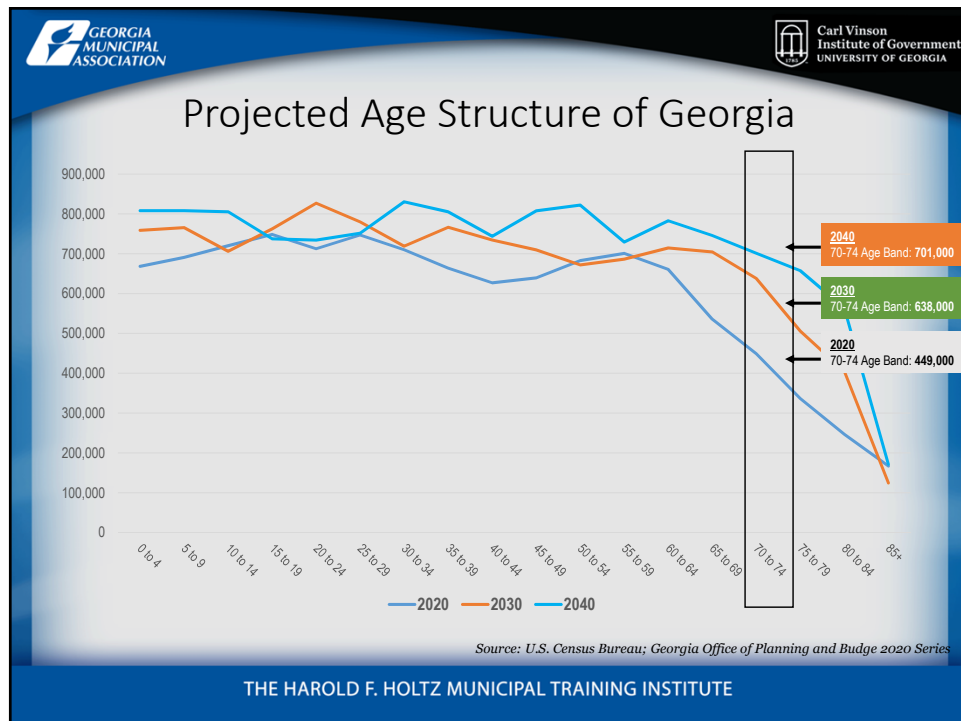
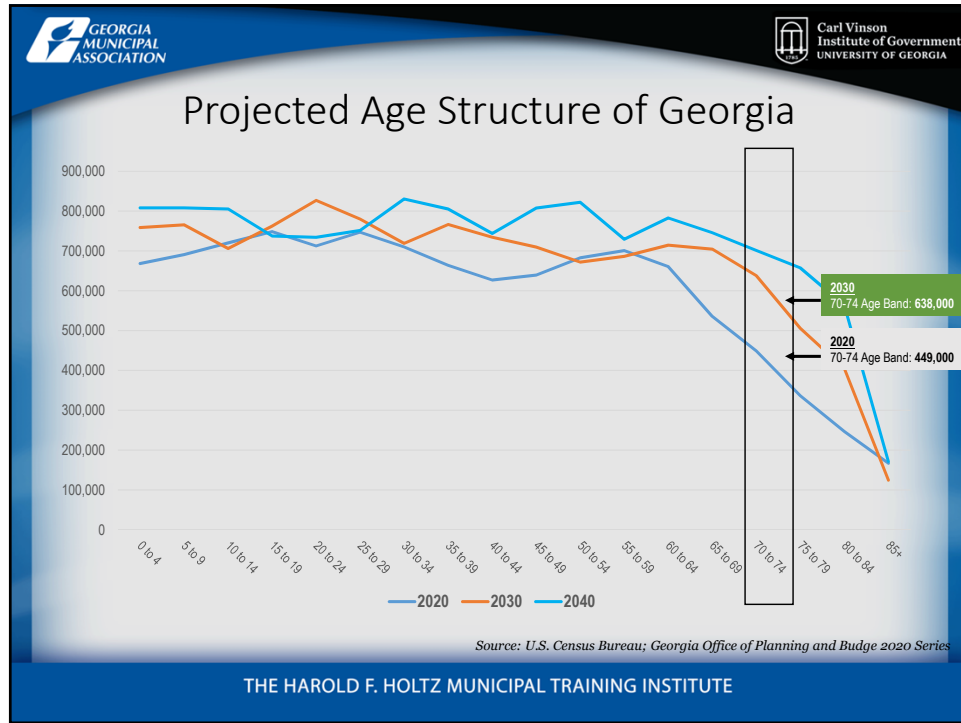
## Aging Population

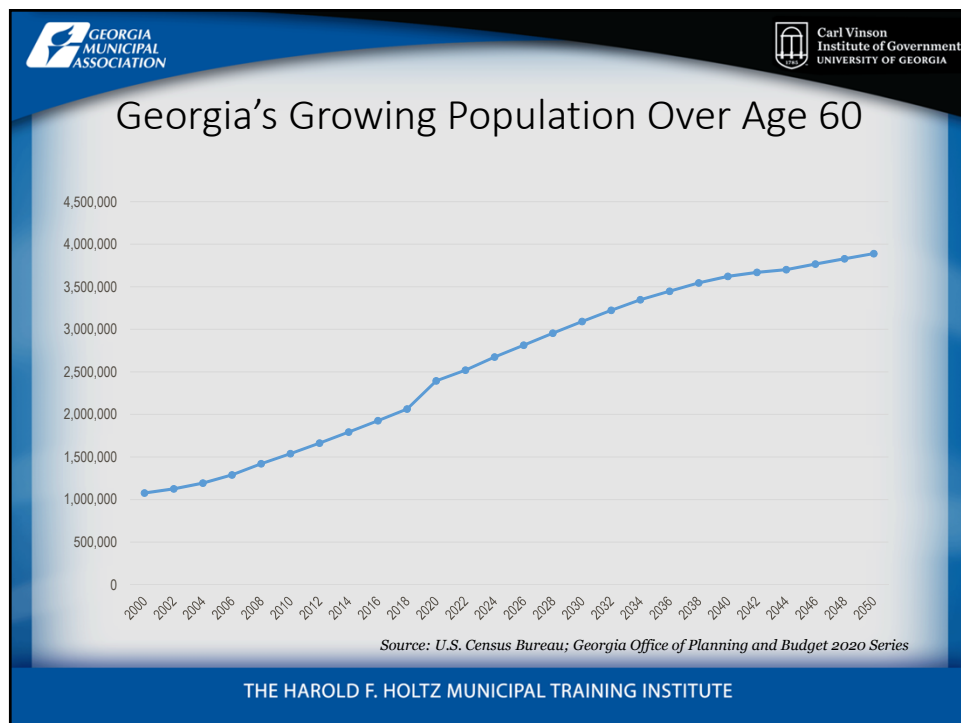
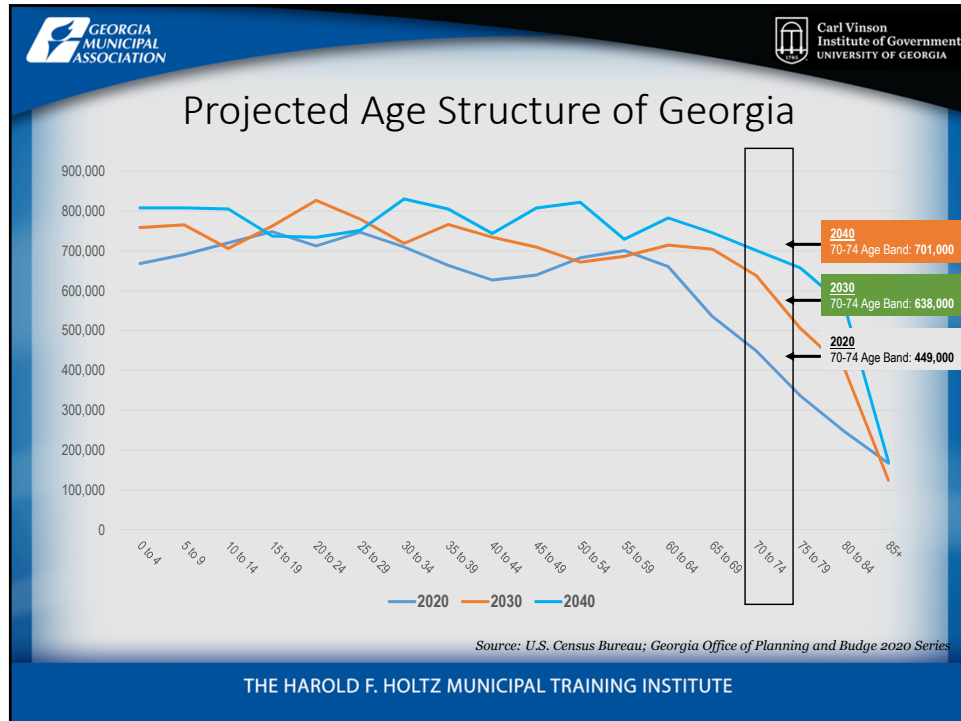
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## Georgia Demographics in Summary



- Georgia is among fastest and largest growing states in the country
  - Positive net in-migration Fuels Georgia's Growth
  - Declining Birth Rates
  - Aging Population
- Share of non-white population is growing
- Regionally Uneven Population Trends
  - Growth Concentrated in Metropolitan Atlanta, Mountains, and Coastal Areas
  - Population loss in central and southwest Georgia

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## Break

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# Census Data and Census Products

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**census:**

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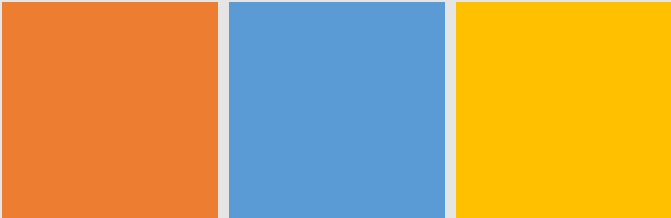


**census:**  
an official count of a population

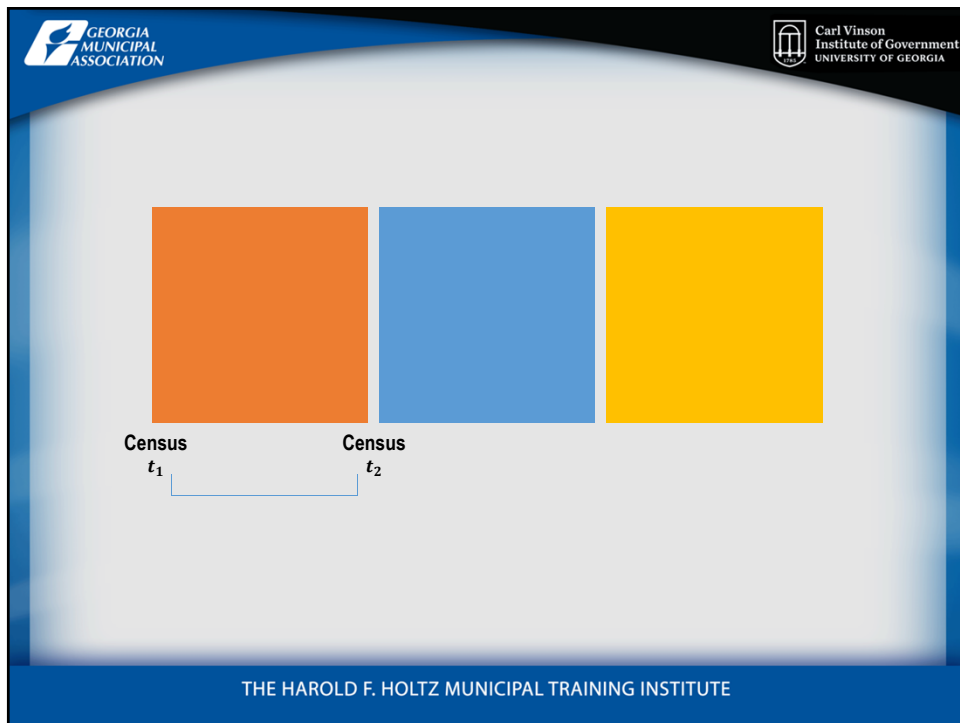
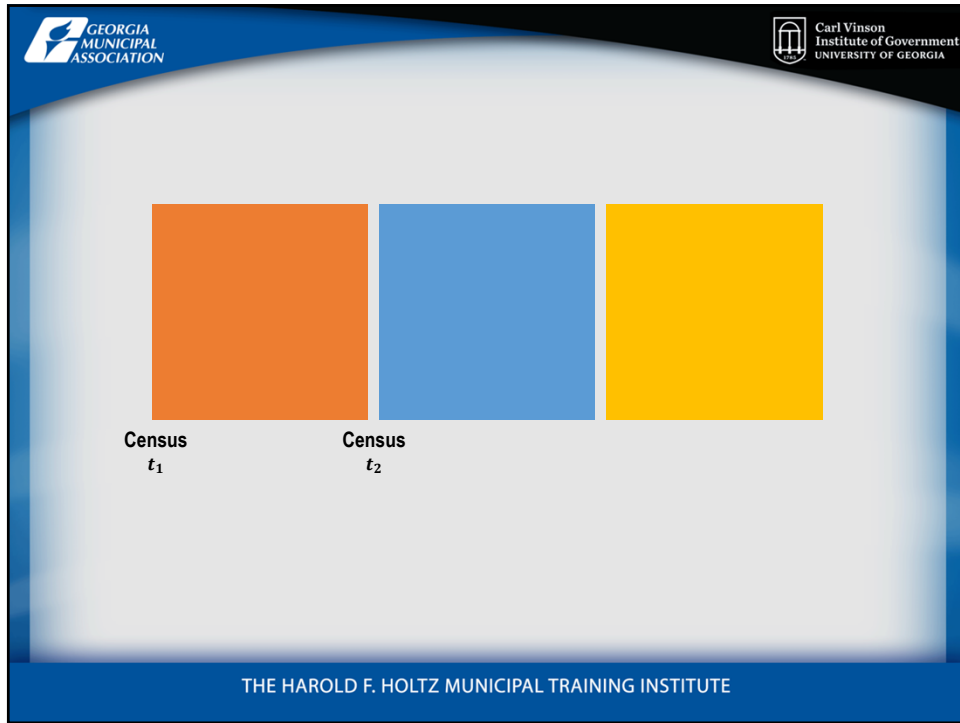
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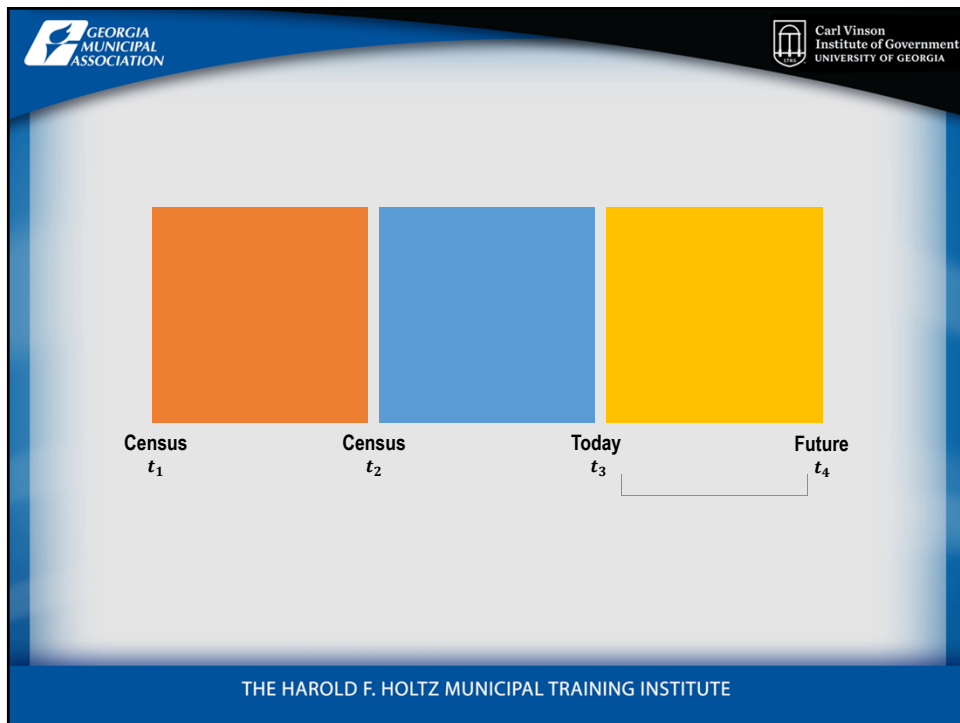
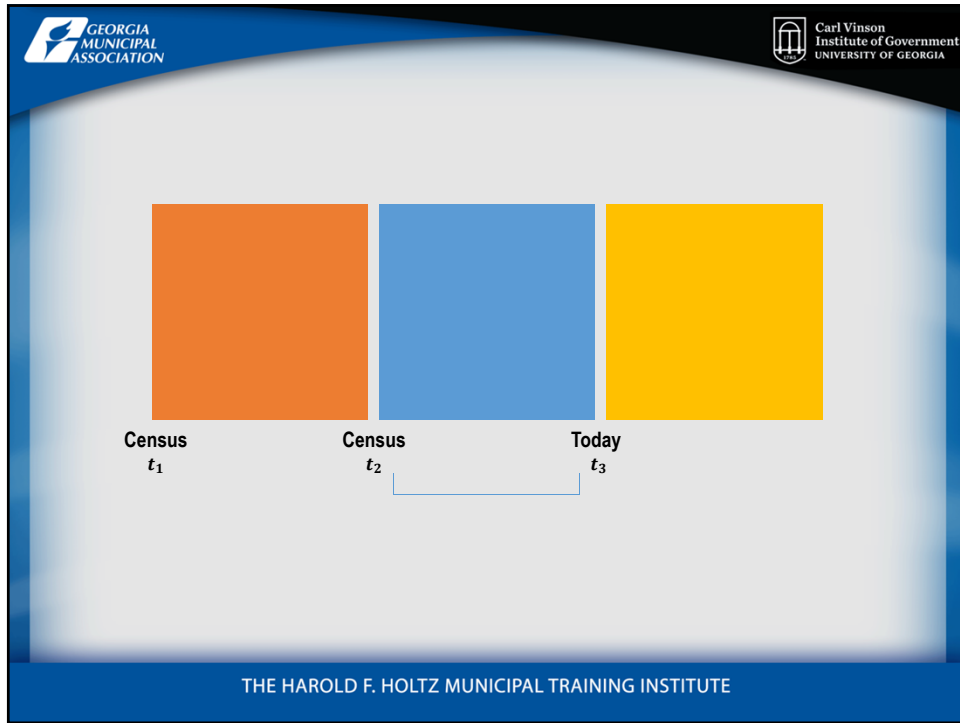


Census  
 $t_1$

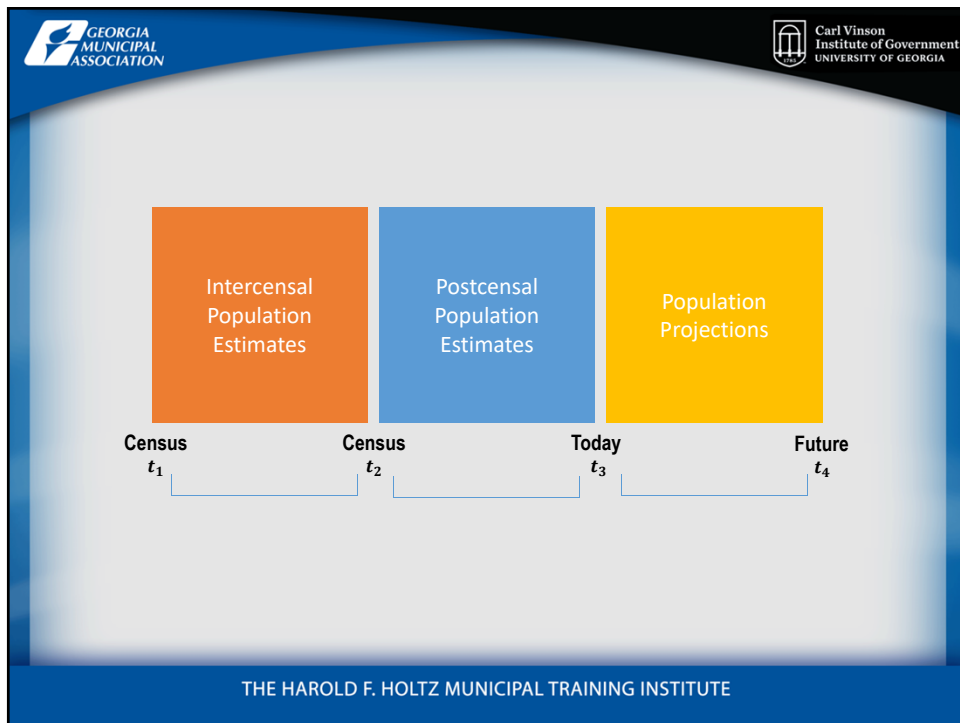
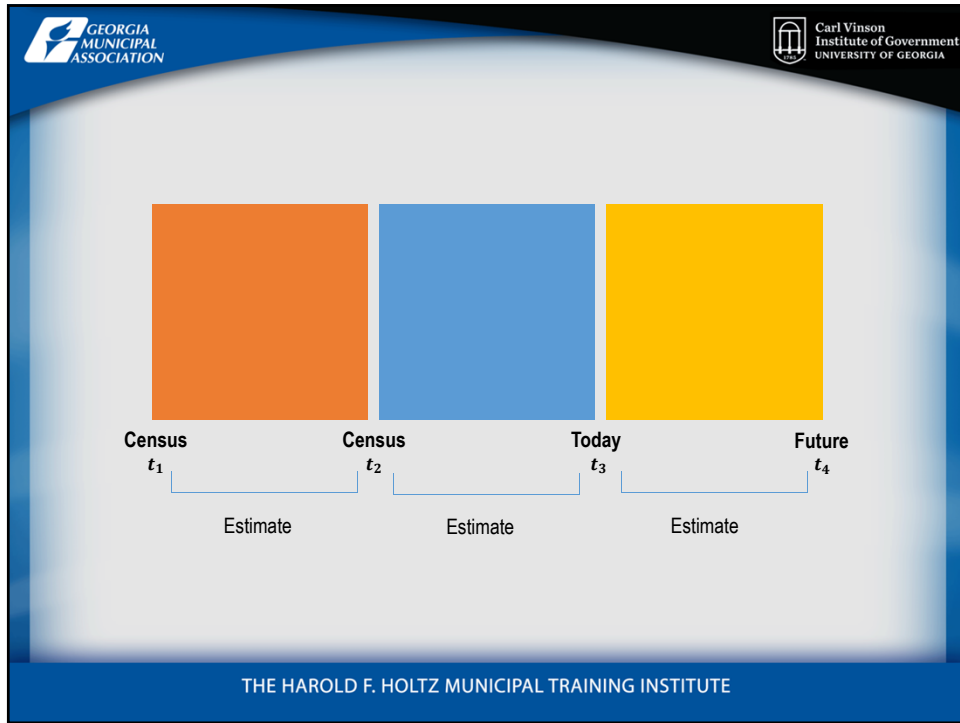


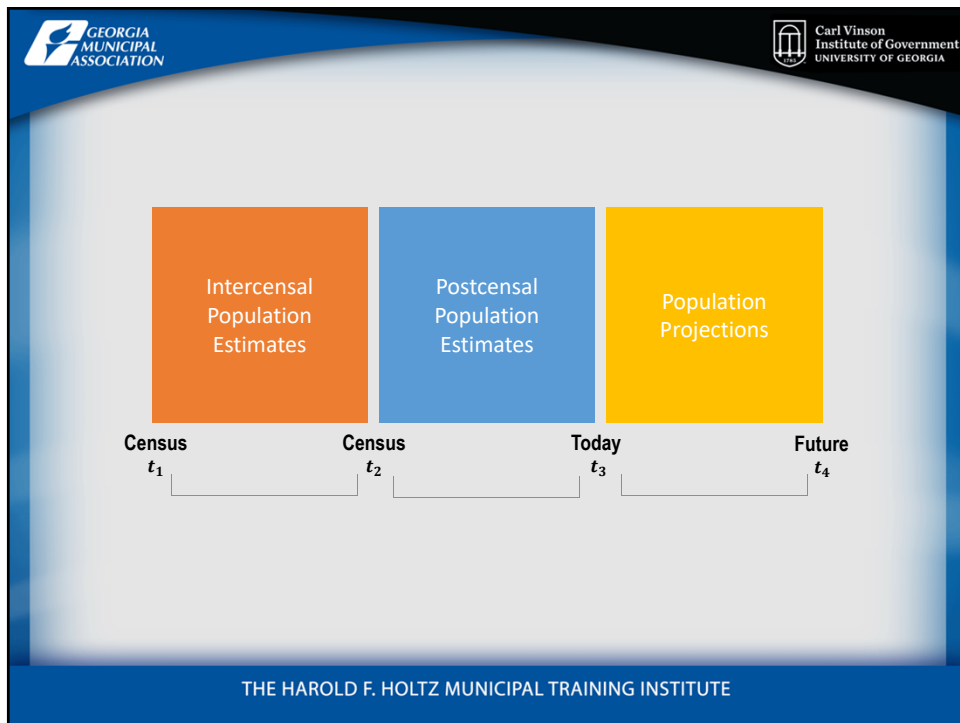
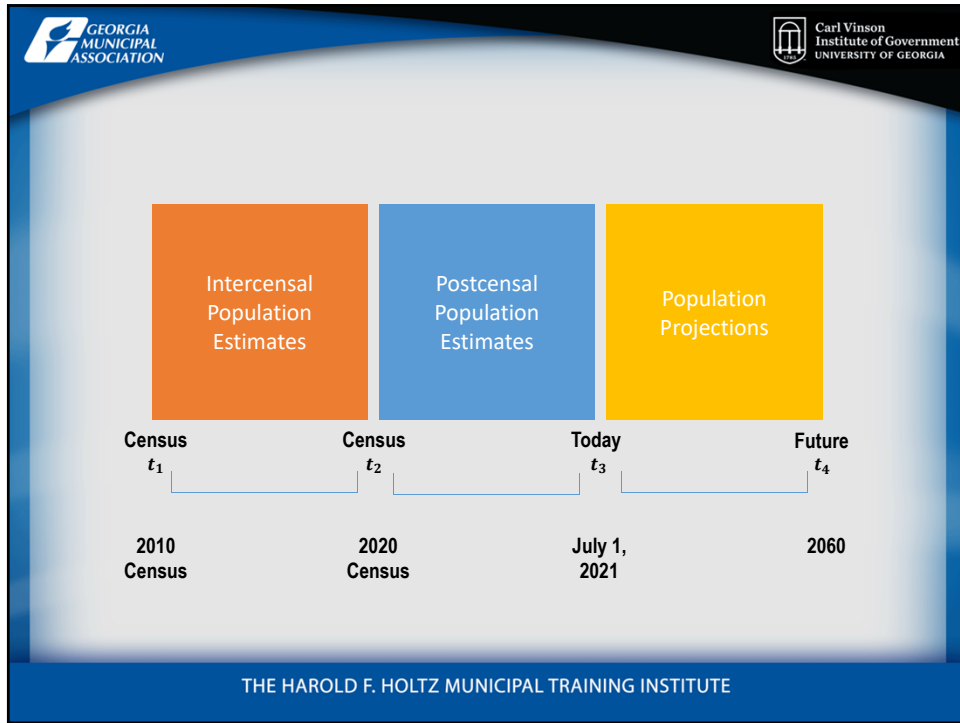
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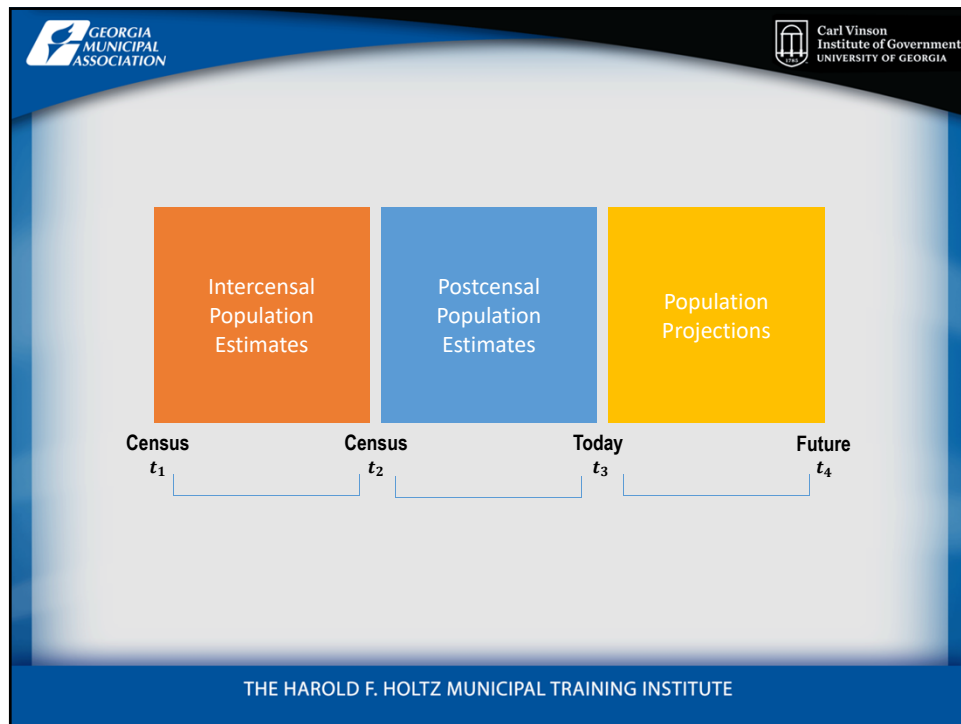








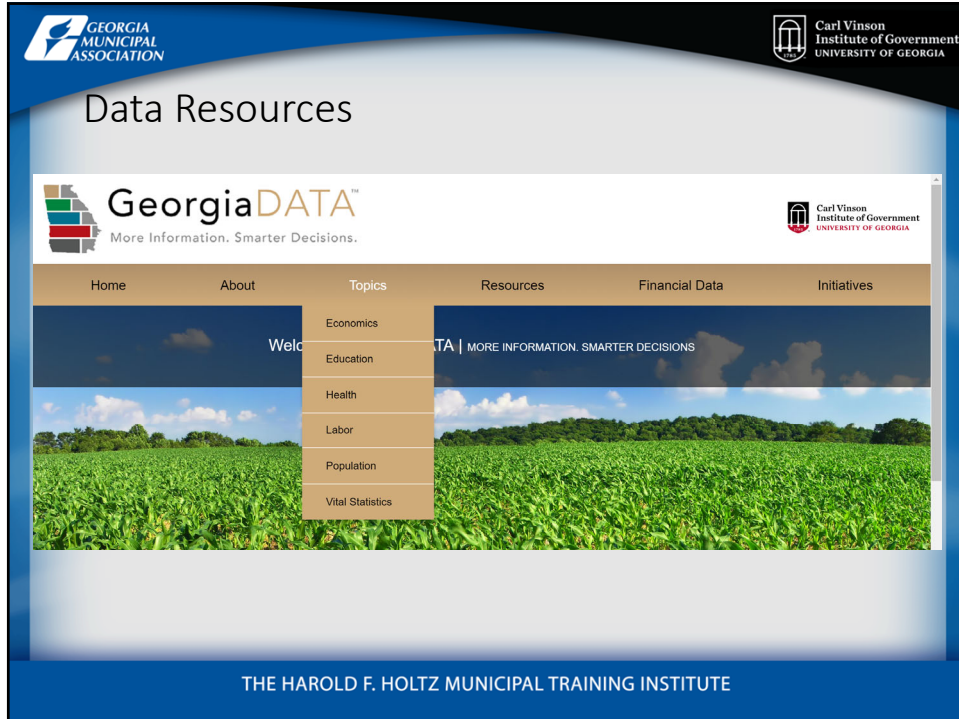




## Data Resources

- [2020 Census Data, US – Interactive Map](#)
- [ESRI 'Know Your Neighborhood' – Zip Code Segmentation](#)
- [Data Gems –Videos on Accessing and Understanding Census Data](#)
- [American Counts – Stories about the Latest Data](#)
- [Census Survey Explorer](#) – Find the Census Survey you Need!
- [Population Projections in Georgia](#), Office of Planning and Budget

The diagram is part of a presentation from the Georgia Municipal Association and the Carl Vinson Institute of Government, University of Georgia, specifically from The Harold F. Holtz Municipal Training Institute.



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## Data Resources

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## Data Activity

- Exploring Data in Your community

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The screenshot shows the census.gov homepage. At the top, there's a navigation bar with links like "BROWSE BY TOPIC", "EXPLORE DATA", "LIBRARY", "SURVEYS/ PROGRAMS", "INFORMATION FOR...", "FIND A CODE", and "ABOUT US". Below this, a banner reads "My Community Explorer is now available. Explore select demographic, business, and resilience data to help identify potentially underserved communities."

The main content area features a large graphic on the left titled "Next 2020 Census Data Products to be Released in 2023" with a "Read More" button. Below this, there are two boxes: "SURVEYS: Help for Survey Participants" and "QUICKFACTS: Access Local Data".

On the right side, there's a "POPULATION CLOCK" showing the USA population at 332,633,612 and the World population at 7,892,512,803 as of April 28, 2022. Below this is a section titled "U.S. CENSUS BUREAU ECONOMIC INDICATORS" listing various indicators like Homeownership Rate, Rental Vacancy Rate, and Advance International Trade: Goods.

This screenshot is identical to the one above, showing the census.gov homepage. The "QUICKFACTS: Access Local Data" box is highlighted with a red rectangle. The text in this box reads: "Access Local Data. Learn about your community, county, state, and the U.S. It's fast, easy and shareable."

quickfacts/fact/table/US/PST045221

government

**QuickFacts**  
United States

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Enter state, county, city, town, or zip code. Select a fact.

CLEAR TABLE MAP CHART DASHBOARD MORE

Table

All Topics	United States
Population Estimates, July 1 2021, (V2021)	331,893,745
<b>PEOPLE</b>	
<b>Population</b>	
Population Estimates, July 1 2021, (V2021)	331,893,745
Population estimates base, April 1, 2020, (V2021)	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.1%
Population, Census, April 1, 2020	331,449,281
Population, Census, April 1, 2010	308,745,538
<b>Age and Sex</b>	
Persons under 5 years, percent	5.0%
Persons under 18 years, percent	22.3%
Persons 65 years and over, percent	16.5%
Female persons, percent	50.8%
<b>Race and Hispanic Origin</b>	
White alone, percent	76.3%
Black or African American alone, percent (a)	13.4%
American Indian and Alaska Native alone, percent (a)	1.3%
Asian alone, percent (a)	5.9%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.2%
Two or More Races, percent	2.8%
Hispanic or Latino, percent (b)	18.5%
White alone, not Hispanic or Latino, percent	60.1%

Is this page helpful? Yes

quickfacts/fact/table/US/PST045221

government

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Is this page helpful? Yes



## Activity

- Look at and discuss community demographic data that may be interesting to identifying the 'so what' of political, social, and economic implications?
- Add other community perspectives to what this data means, e.g. business and economic development, non-profit, faith-based, economic development, long-time v. newer residents, younger v. older residents, etc.
- Identify key questions to ask, e.g. what does our existing community mean to us, what do we want to preserve in light of these changes, and how might we do that while taking advantage of the opportunities facing us?
- Identify challenges and opportunities
- Turn data into action, e.g., what might we do, who might we want to talk with about this data, and why?

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The screenshot displays the official Census.gov website. At the top, there is a navigation bar with links for 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. Below the navigation bar, a message states: 'My Community Explorer is now available. Explore select demographic, business, and resilience data to help identify potentially underserved communities.' A prominent teal button reads 'GO TO DATA.CENSUS.GOV'. Below this, a section titled 'Try out our new way to explore data' includes a link to 'GO TO DATA.CENSUS.GOV' and a question 'What is data.census.gov?'. The main content area features three columns: 'Data Profiles' (with a map of the United States), 'Tables and Maps' (with a table of data), and '2020 Census Data' (with a text box stating 'Data from the 2020 Census will impact communities across the country for the next 10 years.'). A red 'SUBSCRIBE' button is located below the '2020 Census Data' section. The bottom section, titled 'Data Tools', includes a 'QuickFacts' tool with a map of the United States and a list of statistics for the 'UNITED STATES'.



## Activity

- What has political significance?
- What's important v. What's Interesting?
- What does the information say about your community?
- What does today's data mean for tomorrow?
- What other data might be useful?

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## Wrap Up 3-2-1

- What are three data points you thought were interesting?
- What are two things you learned?
- What is one thing you want to know more about?

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