



*Reimagined* new  
**GEORGIA**  
economy  
GEORGIA CHAMBER

## REGION 4

---

For over a century, the Georgia Chamber has helped businesses and communities mitigate risk, take advantage of opportunities, and better understand the changes impacting our state.

Today, Georgia's society and economy are rapidly changing and the pandemic, coupled with the recession, has changed how we address innovation, what we consider community, how we work, and ultimately how we approach life.

From free enterprise, diversity, and talent to healthcare, infrastructure, innovation, and rural Georgia, we want your feedback about what comes next and how we plan for the future.

## Regional Data

Counties: Butts, Carroll, Coweta, Heard, Lamar, Meriwether, Pike, Spaulding, Troup, Upson

### Population:

By **2030**, the average population of each county in region 4 is expected to grow **13%** to **58,741**.

By **2040**, the population is projected to grow **8%** to **63,521**.

### Economic Overview:

Regional poverty rate: **18.85%**

Regional distress score: **60.4**

- On average, the zip codes in region 4 are considered at-risk. 1/5 of Georgians live in distressed zip codes.

The top industry in region 4 is **Manufacturing**.

- Georgia's manufacturing industry employs more than 480,000 and accounts for 92 percent of the state's exports.

Regional Employment Growth: **2.02%** per year

- From 2019 to 2020, employment in Georgia grew at a rate of **1.17%**

### Regional Economic Recovery Statistics:

- Average Small Business Revenue\* **-40.81%**
  - Average Number of Small Business Openings\* **-38.46%**
  - Average Consumer Spending\* **9%**
- \*Compared to January 2020

### Regional Workforce Statistics:

- 17.2%** of adults are without a high school degree.
- 16.5%** of adults 25+ years old have a bachelor's degree or higher.
- 29.7%** of adults are not in work.

