



ROWEN

The Rowen Region: Georgia's Nexus for Economic Growth

From the moment we began transforming 2,000 acres into Georgia's largest knowledge community, we knew our greatest strength was our region — the Rowen Region.

Now, with research from the University of Georgia's nationally recognized Carl Vinson Institute of Government, we have the data to quantify the extraordinary quality of life and opportunities that make this 11-county region so appealing for millions of Georgians.

Our findings reveal that the Rowen Region is home to innovators of all kinds—scientists, entrepreneurs, students, businesses, creatives, and inventors. And it will be home to many more in the future, some currently in our local schools and others who have yet to arrive.

For all these trailblazers, Rowen is a hub of possibility — a place where talent meets opportunity, where groundbreaking ideas take shape, and where the future is built. The numbers speak for themselves:



- **43%** of Georgia's population growth will come from our 11-county region.
- More than **24,000** people move here each year.
- Our high school graduation rate stands at 90%, with recent years averaging over **50,000** college graduates – top degrees are in business, computer science, healthcare and engineering.
- We are surrounded by colleges and technical schools and have board level partnerships with **four** of America's top-ranked institutions of higher educations.

- More than **100,000** residents with higher education experience are not yet in the labor force— an untapped well of potential.

The data on the following pages paints a bright future for our region—and for Rowen. If you're a boundary breaker, or know someone who is, Rowen is ready.

I invite you to reach out to me directly to learn more about our project. You can also visit www.rowenlife.com to explore the Nexus of What's Next.

Sincerely,

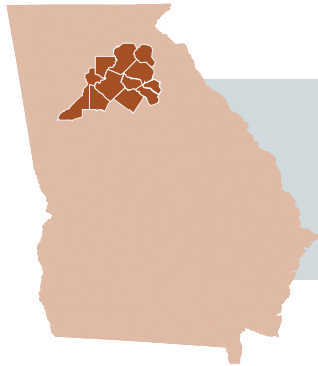
Mason Ailstock

CEO, The Rowen Foundation



Rowen Region Labor Force Snapshot

The Rowen Region includes Banks, Barrow, Clarke, DeKalb, Forsyth, Fulton, Gwinnett, Hall, Jackson, Oconee, and Walton counties.

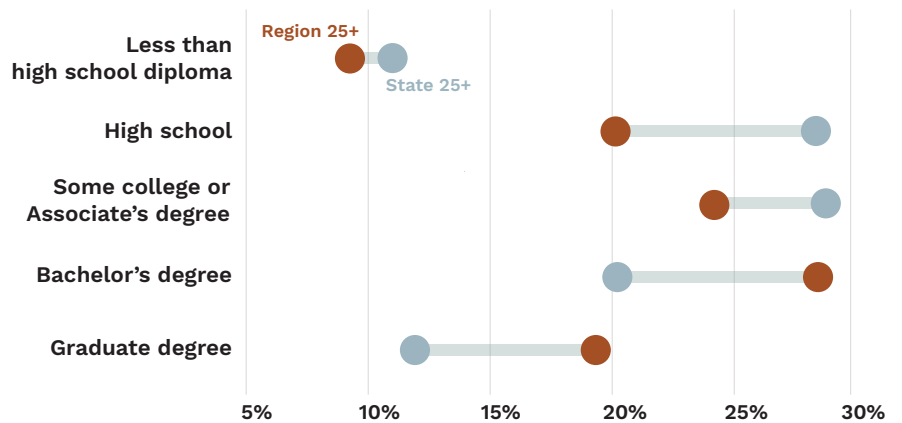


The labor force in the 11-county Rowen Region is strong, with significant diversity in **educational attainment, race, industry, and income.**

25+ EDUCATION ATTAINMENT

The Rowen Region outpaces the state average for bachelor's degree and graduate degree population, with nearly **70%** of the regional population having some educational training beyond high school.

EDUCATIONAL ATTAINMENT, POPULATION AGE 25+

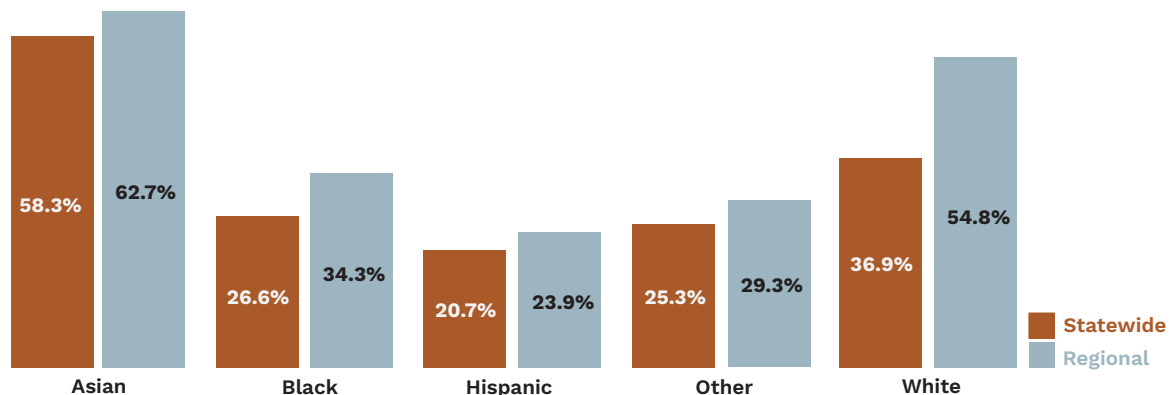


Source: American Community Survey 5-Year Data, 2018-2022

EDUCATIONAL ATTAINMENT AND RACE

People who have earned a bachelor's degree or higher are more common across all racial groups in the Rowen Region than statewide. These differences range from around **4%** to **18%**.

STATEWIDE AND REGIONAL EDUCATIONAL ATTAINMENT BY RACE FOR BACHELOR'S DEGREES OR HIGHER

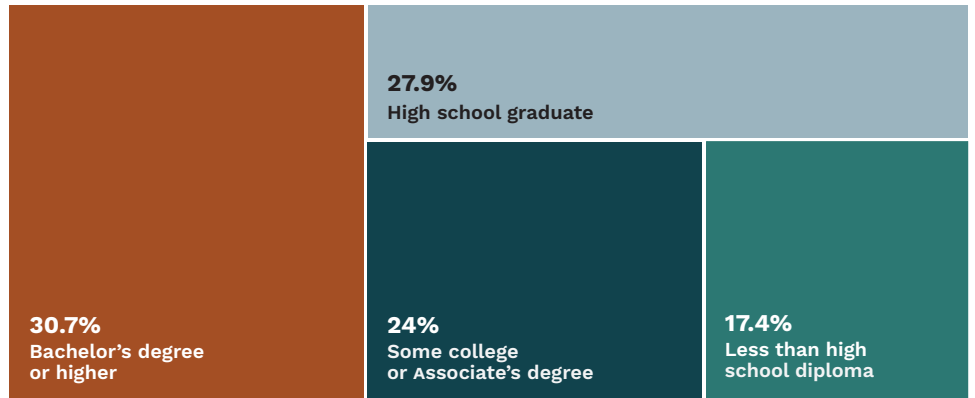


Source: American Community Survey 5-Year Data, 2018-2022

EDUCATIONAL ATTAINMENT FOR ROWEN REGION CITIZENS NOT IN THE LABOR FORCE

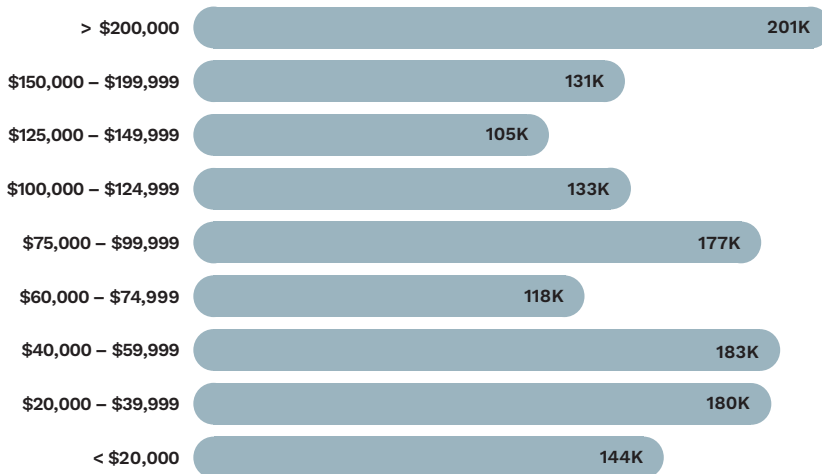
POTENTIAL TALENT

Of the nearly 370,000 individuals across the Rowen Region that were not in the labor force between 2018 and 2022, **54%** had some additional higher education experience.



Source: American Community Survey 5-Year Data, 2018-2022

HOUSEHOLD INCOME



Source: American Community Survey 5-Year Data, 2018-2022

The Rowen Region features a diverse mix of household incomes and provides opportunities for workers across **various entry points into the labor market.**

INDUSTRY OVERVIEW

The Rowen Region has a high concentration of workers in educational services, health care, administration, and science related roles.

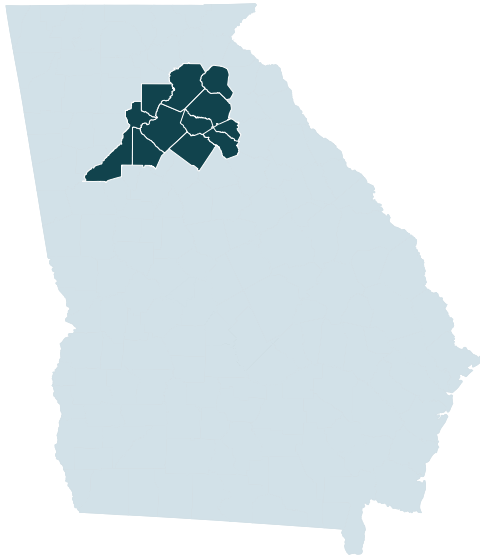
Industry	Total Workers	% Of Total	Avg Median Earnings
Educational Services, Health Care, or Social Assistance	373,514	19.96%	\$48,698.70
Professional, Scientific and Management, Administration, or Waste Management	325,871	17.41%	\$59,164.60
Retail	199,060	10.64%	\$29,835.80
Arts, Entertainment, and Recreation	163,627	8.74%	\$18,101.10
Manufacturing	153,807	8.22%	\$58,281.50
Finance, Insurance, and Real Estate	142,286	7.60%	\$64,774.00
Transportation, Warehousing, and Utilities	121,659	6.50%	\$52,441.40
Construction	114,427	6.11%	\$45,821.00
Other Services	85,052	4.54%	\$32,225.90
Public Administration	68,878	3.68%	\$61,922.10
Information	58,817	3.14%	\$70,257.30
Wholesale Trade	57,179	3.06%	\$63,770.00
Agriculture, Forestry, Fishing and Hunting, and Mining	7,364	0.39%	\$35,219.10

Source: American Community Survey 5-Year Data, 2018-2022



Rowen Region Demographic Snapshot

The Rowen Region includes Banks, Barrow, Clarke, DeKalb, Forsyth, Fulton, Gwinnett, Hall, Jackson, Oconee, and Walton counties.



POPULATION GROWTH

Between 2023 and 2050, the Rowen Region is expected to account for **43%** of Georgia's population growth, with the region growing faster than the state.

	Rowen Region	Georgia
2023 Base Population	3.79M	11.0M
2028 Projected	4.03M	11.6M
5-year Growth Rate	4.89%	4.11%
2050 Projected	4.81M	13.4M
25-year Growth Rate	25.1%	19.9%

Source: US Census Bureau Population Estimates Program and Georgia Office of Planning and Budget 2024 Population Projections

	Rowen Region	Georgia
2023 Base Population	2.05M	5.75M
2028 Projected	2.13M	5.93M
5-year Growth Rate	3.32%	2.56%
2050 Projected	2.36M	6.58M
25-year Growth Rate	14.2%	13.8%

Source: US Census Bureau Population Estimates Program and Georgia Office of Planning and Budget 2024 Population Projections

25-64 POPULATION

Nearly half (**46%**) of the growth in prime working age population is expected in the Rowen Region during the next five years.

The Rowen Region has experienced significant movement over the past decade, with an average annual net migration of **24k** people, even after accounting for the COVID years of 2020 and 2021 when movement was limited.

Total Net Migration

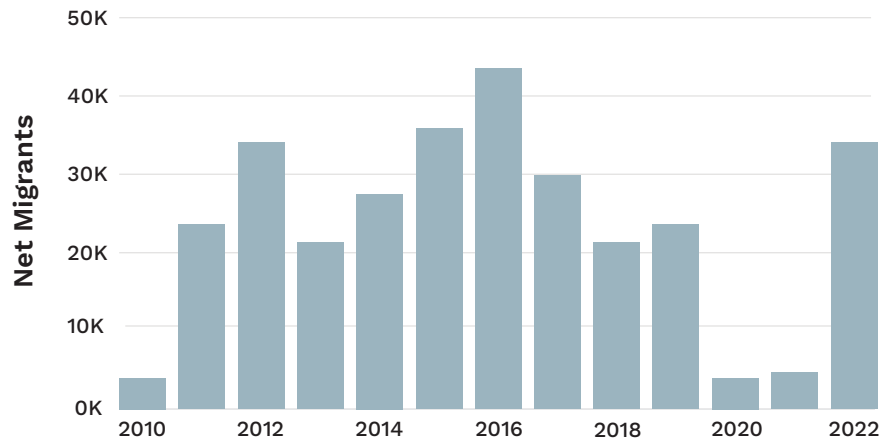
305k

Average Annual Net Migration

23.5k

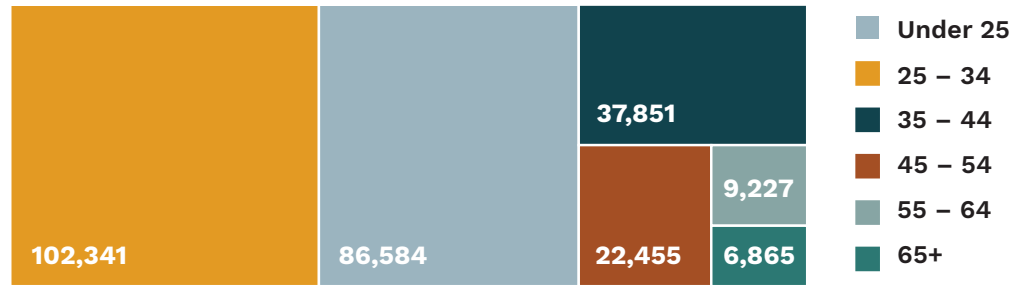
Source: US Census Bureau Population Estimates Program

ANNUAL NET MIGRATION



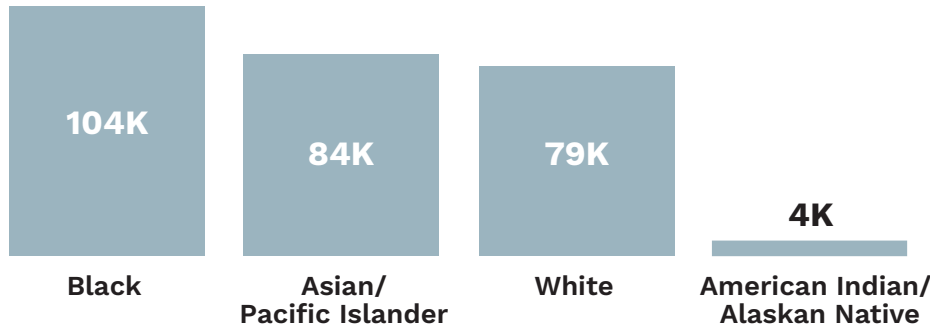
INDIVIDUALS MOVING TO THE ROWEN REGION BY AGE 2010-2019

Between 2010 and 2019, over **70%** of the individuals that moved into the Rowen Region were under the age of **34**.



Source: Wisconsin Applied Population Laboratory, 2010s

NET MOVEMENT OF INDIVIDUALS BY RACE 2010-2019



During that same time, The Rowen Region saw the most influx from **people of color**, especially among Black and Asian and Pacific Islander populations.

Source: Wisconsin Applied Population Laboratory, 2010s
Note: Reliable data on the Hispanic population was unavailable for this analysis.

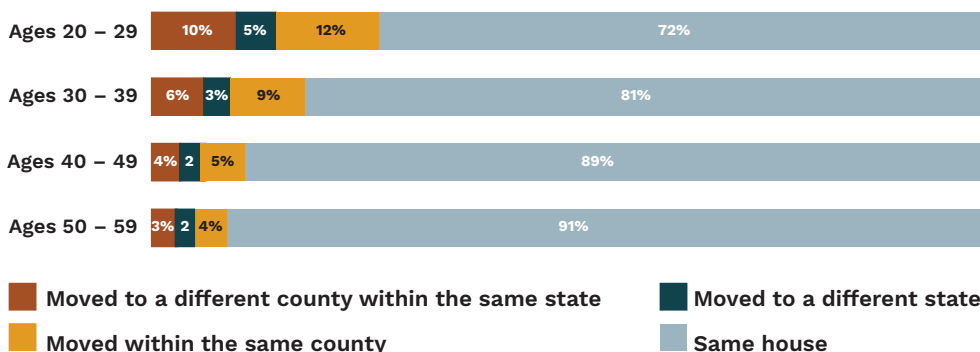
PROGRESSION OF WORKFORCE DIVERSITY 2030-2050

As the region grows, it is expected to become **increasingly diverse**, with the workforce of color projected to expand by **14%** over the next **25** years.

Age Group	2030	2050	Change	% Change
25 - 34	342,481	367,009	24,528	7%
35 - 44	359,898	386,994	27,096	7%
45 - 54	326,572	364,644	38,072	10%
55 - 64	266,270	353,710	87,440	25%

Source: US Census Bureau Population Estimates Program and Georgia Office of Planning and Budget 2024 Population Projections

GEOGRAPHIC MOBILITY BY AGE GROUP



Data suggests that once someone moves to the Rowen Region, they are very likely to stay, with **85-95%** of remaining in the region year after year, depending on age.

Source: American Community Survey 5-year Data, 2018-2022



Rowen Region Workforce Snapshot

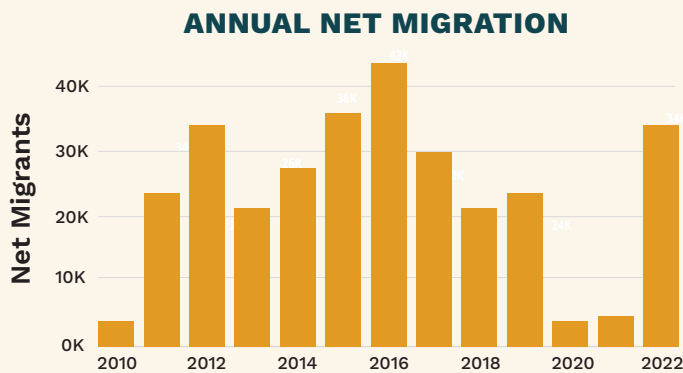
The Rowen Region includes Banks, Barrow, Clarke, DeKalb, Forsyth, Fulton, Gwinnett, Hall, Jackson, Oconee, and Walton counties.



The workforce within the Rowen Region is unparalleled across Georgia especially in areas such as **growth**, **diversity**, and **qualified talent**.

GROWTH The Rowen Region has witnessed substantial in-migration, with a net increase of 305,000 people since 2010. This trend is expected to continue.

Over the past 12 years, the Rowen Region has seen an average of almost 24,000 individuals moving in each year.



Nearly half of the growth in the state's prime working age (25-64 year olds) between 2023 and 2028 is expected in the Rowen Region.

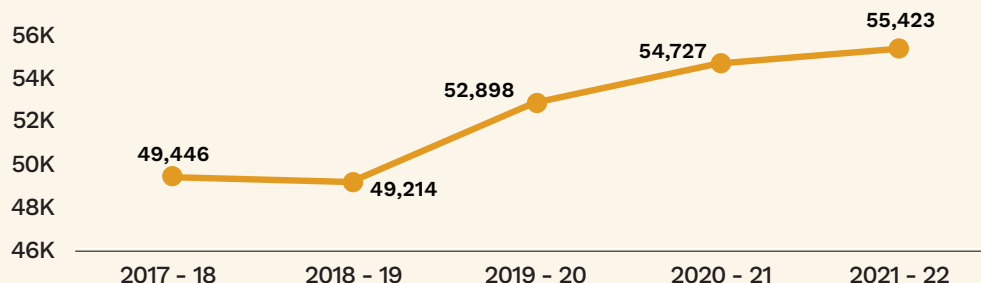


Total Growth 180,000
Rowen Region 80,000

Source: US Census Bureau Population Estimates Program & Georgia Office of Planning and Budget 2024 Population Projections

In addition to population growth, degree completions across the Region increased by more than 5,000 graduates in the past five years.

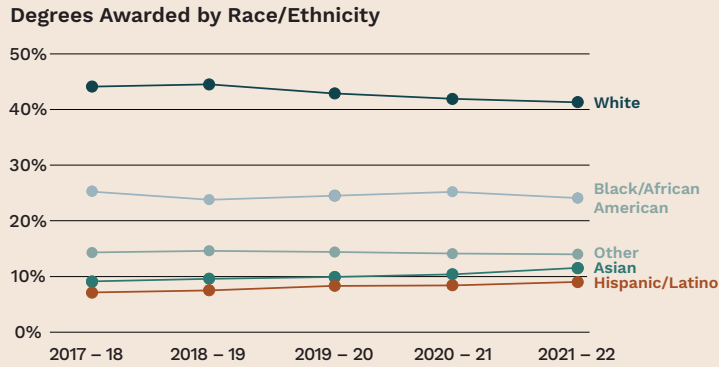
COMPLETIONS BY ACADEMIC YEAR IN THE REGION



Source: Integrated Postsecondary Education Data System (IPEDS)

DIVERSITY The Rowen Region has a diverse workforce and talent pipeline.

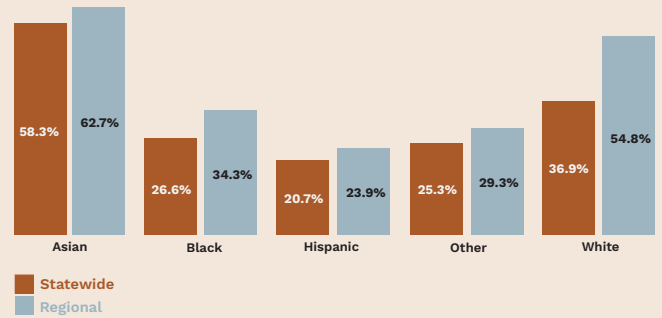
Educational institutions in the Rowen Region train a diverse student population; over 50% of all degrees are completed by students of color.



Source: Integrated Postsecondary Education Data System (IPEDS)

People who have earned a bachelor's degree or higher are more common across all racial groups in the Rowen Region than statewide.

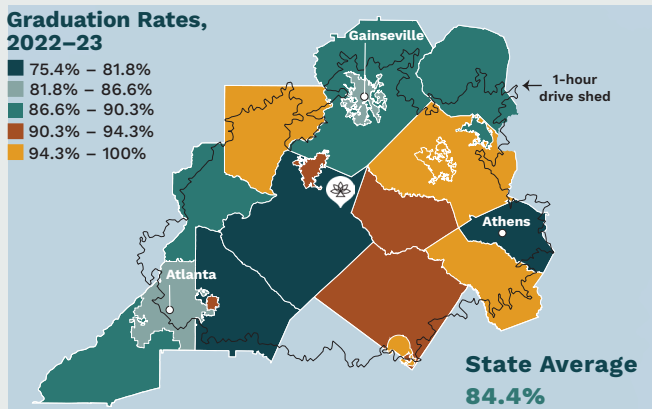
EDUCATIONAL ATTAINMENT BY RACE: BACHELOR'S DEGREES AND ABOVE



Source: 2018 - 2022 American Community Survey (ACS)

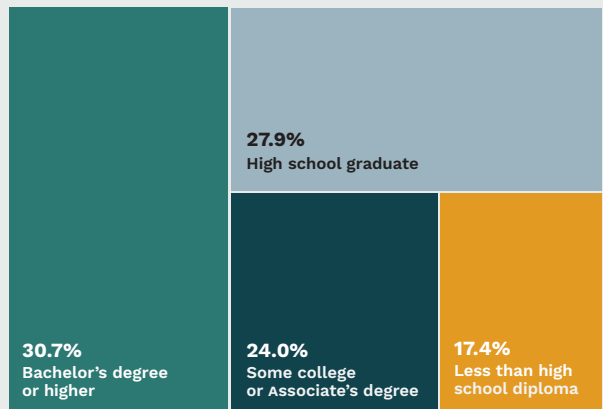
QUALIFIED TALENT Not only is the talent within the region growing and diversifying, it is also highly qualified.

The Rowen Region outpaces the state average graduation rate by nearly 6% with a graduation rate hovering around 90%, compared to 84.4% statewide.

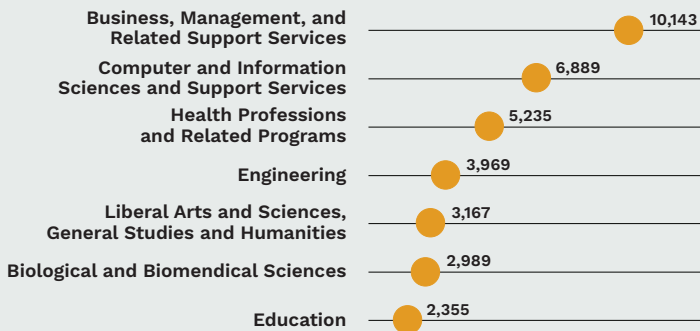


Source: Georgia Governor's Office of Student Achievement

Of the nearly 370,000 individuals across the Rowen Region that were not in the labor force between 2018 and 2022, 54% had some additional higher education experience.



Source: 2018 - 2022 American Community Survey (ACS)



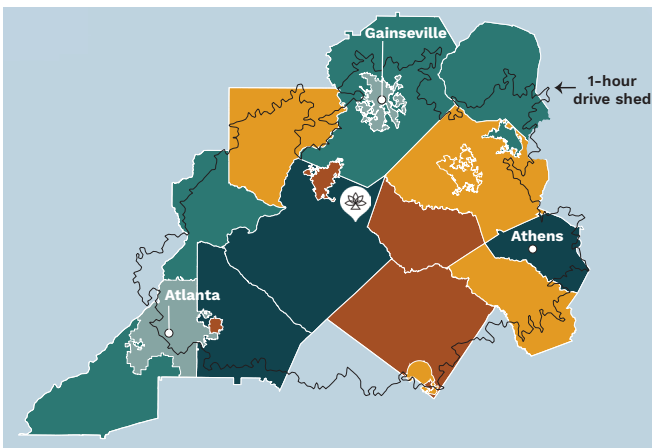
In 2022, there were over 55,000 degree completions at Rowen Region Institutions, with business, computer, health, and engineering degrees being the most common.

Source: Integrated Postsecondary Education Data System (IPEDS)

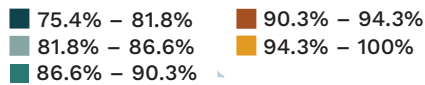
Rowen Region Education Snapshot

The Rowen Region includes Banks, Barrow, Clarke, DeKalb, Forsyth, Fulton, Gwinnett, Hall, Jackson, Oconee, and Walton counties.

HIGH SCHOOL GRADUATION RATES The Rowen Region has stellar high school graduation rates with an average around **90%**, while the statewide graduation rate is **84.4%**. Strong graduation rates also persist across racial groups in this region.



Graduation Rates, 2022–23



State Average 84.4%

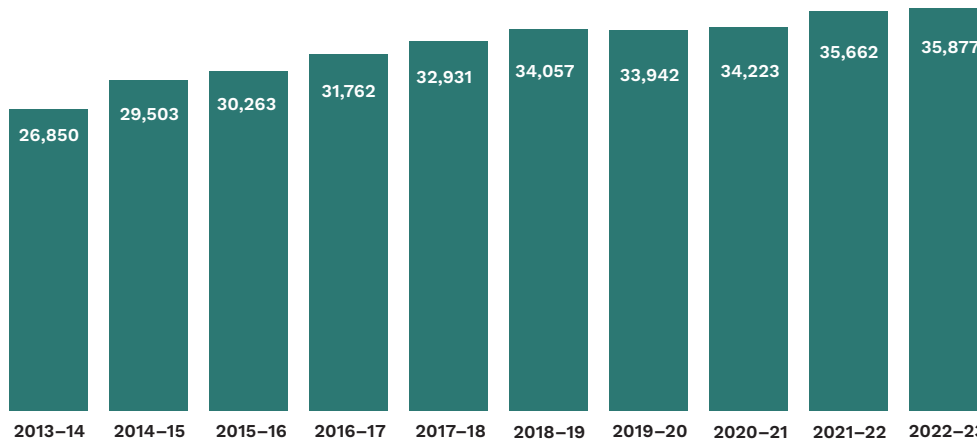
AVERAGE GRADUATION RATES BY CATEGORY, 2022 -23



Note: Some districts are excluded from some racial categories due to a lack data
Source: Georgia Governor's Office of Student Achievement

HIGH SCHOOL GRADUATES Over the past decade the Rowen Region high school graduate cohorts have increased in size from nearly 27,000 to nearly 36,000, a **33.6%** increase compared to only **27.1%** across the state.

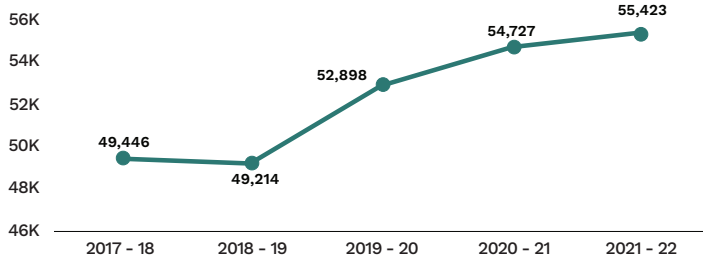
NUMBER OF HIGH SCHOOL GRADUATES



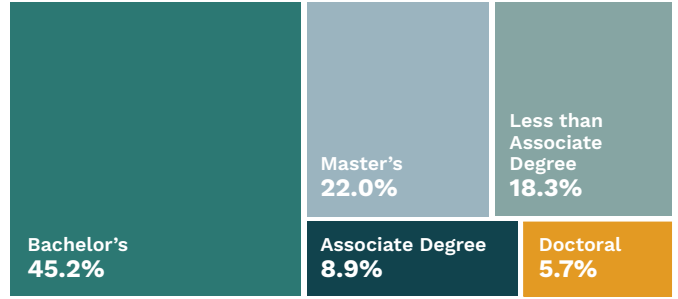
Source: Georgia Governor's Office of Student Achievement

DEGREE COMPLETIONS Degree completions are on the rise at institutions. Bachelor's degrees continue to be the most earned degree.

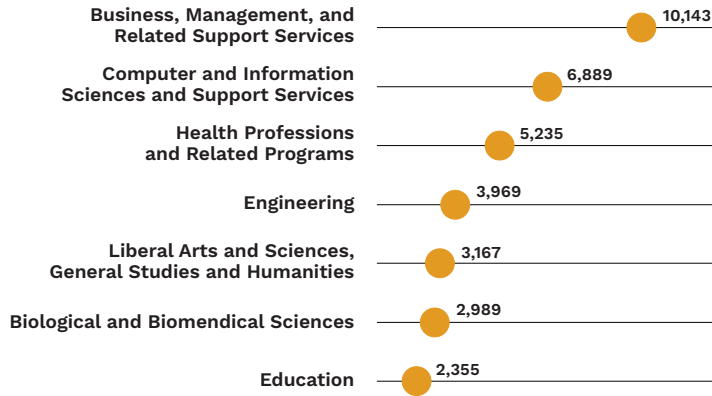
COMPLETIONS BY ACADEMIC YEAR IN THE REGION



Source: Integrated Postsecondary Education Data System (IPEDS)



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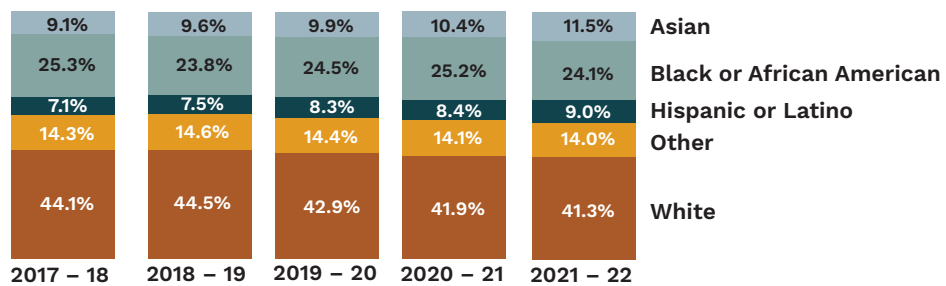


Source: Integrated Postsecondary Education Data System (IPEDS)

In 2022, there were over **55,000** degree completions at Rowen Region institutions, with business, computer, health, and engineering degrees being the most common.

GRADUATE DIVERSITY Degree earners in Rowen Region institutions have become more diverse in the past five years. Asian and Hispanic students have seen the largest growth.

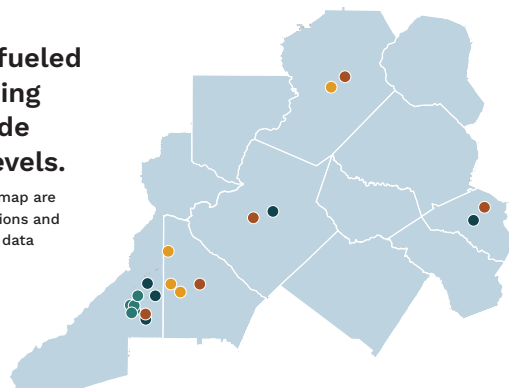
DEGREES AWARDED BY RACE/ETHNICITY



Source: Integrated Postsecondary Education Data System (IPEDS)

The post-secondary workforce pipeline is fueled by institutions producing graduates across a wide variety of fields and levels.

Note: Campus locations depicted on the map are the main campus(es) of reporting institutions and do not include satellite campuses due to data availability.



Source: Integrated Postsecondary Education Data System (IPEDS)

- Technical College System of Georgia**
 - Athens Technical College
 - Atlanta Technical College
 - Georgia Piedmont Technical College
 - Gwinnett Technical College
 - Lanier Technical College
- University System of Georgia**
 - Atlanta Metropolitan State College
 - Georgia Gwinnett College
 - Georgia Institute of Technology
 - Georgia State University
 - Georgia State University-Perimeter College
 - University of Georgia
- Private**
 - Agnes Scott College
 - Brenau University
 - Emory University
 - Oglethorpe University
- Private - HBCU**
 - Clark Atlanta University
 - Morehouse College
 - Morehouse School of Medicine
 - Morris Brown College
 - Spelman College