



Jackson County Community-Wide Survey

Fall 2023 Jackson County-Wide Survey

- Assessed current and future perceptions of the County and the participants' local communities
- Online survey that took about 10-12 minutes to complete
- Survey **fielded in October 2023**
- Individuals channeled to the website through Chamber of Commerce, local leadership, community groups, houses of worship and parent-student groups
- A total of **922 respondents completed the survey** that results in **+/- 1.8%** at the 95% confidence level

922 Respondents Participating in Survey

| AGE | % |
|--------------------|-------------|
| < 25 Years | 0.8 |
| 25-34 Years | 8.3 |
| 35-44 Years | 25.1 |
| 45-54 Years | 26.4 |
| 55-64 Years | 23.0 |
| 65 Years+ | 16.4 |

Millennials

Boomers+

Female
67.7%



Male
33.0%

Own
93.7%



Newbies

| Time in Jackson Co. | % |
|------------------------|-------------|
| < 1 Year | 3.3 |
| 1-3 Years | 17.0 |
| 4-5 Years | 10.1 |
| 6-10 Years | 15.8 |
| 11-20 Years | 21.5 |
| 21-30 Years | 12.0 |
| 30 Years+ | 7.3 |
| Born / Lived Only Here | 10.9 |

| Geographics | % |
|--|------|
| West Braselton-Hoschton | 28.7 |
| Central Jefferson-Arcade- Pendergrass-Talmo | 43.4 |
| East Commerce-Maysville- Nicholson | 16.0 |
| Unincorporated Jackson County | 11.9 |

| HOUSEHOLD COMPOSITION | % |
|----------------------------------|------|
| Single - Alone/Room-mate/Parents | 7.9 |
| Coupled | 3.2 |
| Married No Kids | 8.1 |
| Parent (s) w/ All Kids @ Home | 31.5 |
| Parent (s) w/ Some Kids @ Home | 16.5 |
| Empty Nesters / Still Working | 17.4 |
| Fully Retired Couple | 9.3 |
| Widowed | 3.1 |





Perceptions of Jackson County



TOP Five Descriptions of Jackson County Today

Top FIVE

| | % Cited | |
|---|---------|----------------------|
| A community exploding in growth | 52.0 | All Groups! |
| The next "Gwinnett County" | 45.4 | Newbies 33.5% |
| An expanding industrial and distribution corridor | 36.1 | |
| A network of hectic traffic and clogged up roadways | 28.0 | |
| A community of local and newly relocated young families | 11.8 | Millennials 20.3% |

TOP Five Descriptions of Jackson County Today By Geographic Zone

Top FIVE

| | % West | % Central | % East |
|---|-------------|-------------|-------------|
| A community exploding in growth | 57.9 | 59.8 | 60.7 |
| The next "Gwinnett County" | 38.9 | 41.0 | 39.3 |
| An expanding industrial and distribution corridor | 29.0 | 37.5 | 60.7 |
| A network of hectic traffic and clogged up roadways | 38.8 | 20.5 | 14.3 |
| A community of local and newly relocated young families | 11.5 | 17.9 | 7.1 |

Descriptions of Jackson County Five Years From Now

| | | Today | % 5 Yrs Out |
|----------|---|--------|-------------|
| Top FIVE | A network of hectic traffic and clogged up roadways | 28.0 → | 54.0 |
| | The next “Gwinnett County” | 45.4 → | 51.3 |
| | A community exploding in growth | 52.0 | 25.8 |
| | An expanding industrial and distribution corridor | 36.1 | 25.7 |
| | An Atlanta bedroom community | 5.6 → | 14.5 |

Millennials 18.9%

EXPERIENCE
Insight + Strategy + Engagement





Perceptions of People Who Make Up Jackson County Residents & Workforce

Perceived Largest Population Group Residing in Jackson County by Lifestage

| Aging Lifestage | | % Cited Jackson County | |
|-----------------|--|------------------------|------------------------------|
| ↓ | Young singles & childless couples | 1.2 | |
| | Young families with kids elementary school or less | 60.2 | Millennials 69.0% |
| | Families with teen-age and college-age kids | 20.3 | |
| | New empty-nesters and new retirees | 9.7 | Boomers+ 31.5% |
| | Fully retired couples | 2.1 | |
| | Seniors Age 75+ couples and widowed | 0.8 | |



Perceived Largest Group Representing Majority of Jackson County Workforce

| | | % Jackson Workforce 2023 | % Jackson Workforce 2028 |
|--|--|--------------------------|--------------------------|
| <div data-bbox="79 339 262 482" style="border: 1px solid black; padding: 5px;"> 9-5 & Blue Collar Workers </div> | A labor base of locals - some H.S. grads & others not | 23.0 | 14.3 |
| | Wide range in age working 9-5 , retail, restaurants | 20.7 | 14.1 |
| <div data-bbox="34 696 262 839" style="border: 1px solid black; padding: 5px;"> Professional Management Tech </div> | A hybrid skilled trade, high tech & professionals | 16.2 | 17.5 |
| | Management & professionals / Commuters | 14.2 | 16.4 |
| | Hispanics & Latinos from Hall & Gwinnett | 13.5 | 21.7 |
| | Skilled work force of tech and college grads | 6.6 | 10.4 |





Perceived Strengths & Challenges

Top Features / Strengths of Jackson County

| | % Total | % Newbies |
|------------------------------------|---------|-------------|
| Access to quality K-12 education | 47.8 | 43.4 |
| Home Values | 33.8 | 44.6 |
| The farmland and countryside views | 31.9 | 41.3 |
| A small town feel | 27.0 | 40.8 |
| A sense of community | 21.2 | 34.2 |

Your Brand Equity

Top Challenges of Jackson County

| | % Total | % Newbies |
|--|---------|-------------|
| Commute Traffic and Drive Time | 48.8 | 53.5 |
| Zoning and Building Code Enforcement | 40.4 | 39.5 |
| Limited Parks, Walking Paths & Recreational Facilities | 28.8 | 35.1 |
| Lack of Pro-active Commercial and Retail Development | 25.4 | 28.7 |
| Access to Dining Options | 25.0 | 31.9 |



Future Forward Development

Top Priority Actions Regarding Growth & Development

| | % Cited |
|--|---------|
| Preserve the small town feel & personality of Jackson County towns | 65.9 |
| Integrate new traffic lights, turning lanes and passing lanes to handle traffic | 43.3 |
| Preserve and protect farmland from subdivision development | 43.2 |
| Expand parks, recreational space and walking trails | 41.8 |
| Foster more locally-owned retail and restaurant development | 29.6 |

Satisfaction with Current Restaurant Mix



| | Satisfied | Just Okay | Dissatisfied | |
|---|-----------|-----------|--------------|----------------------|
| Current Number of Fast Food Restaurants | 45.1 | 35.6 | 19.3 | |
| Access to Local Restaurants vs. National Chains | 15.8 | 39.1 | 45.1 | Millennials 69.0% |
| Quality of Existing Restaurants | 14.8 | 28.9 | 56.3 | Newbies 60.0% |
| Diversity of Restaurant Options | 14.2 | 28.2 | 57.6 | |
| Current Number of Sit Down Restaurants | 13.8 | 23.2 | 63.0 | Boomer+ 69.4% |



Top 10 Priority Areas of Retail Development

| | % Cited |
|---|---------|
| Local Restaurants & Cafes (not national chains) | 49.3 |
| Organic and Natural Grocery Store (Whole Foods, Trader Joes, Sprouts) | 43.1 |
| Sit-down Restaurant Chains | 31.8 |
| Locally-owned "Mom & Pop" Grocery Stores | 27.1 |
| Combination Live / Work / Shop / Dine / Play Centers | 25.5 |
| Local Brew Pubs | 24.5 |
| "Big Box" Home & Landscape Stores (Home Depot / Loews) | 21.1 |
| Bakery & pastry stores | 20.7 |
| Adult Clothing Stores | 18.1 |
| Mass Retailers Like Walmart and Target | 17.9 |

Food Driven

\$68M Spend / \$33M Sales

\$48M Spend / \$0 Sales

Businesses For Future Growth & Development

| | | % Cited |
|-------------|--|---------|
| Top FIVE | Agribusiness Firms & Farming | 59.6 |
| | Healthcare, Medical & Wellness Firms | 48.7 |
| | High Technology Firms | 31.0 |
| | Light Manufacturing & Assembly like Control Panels, Flooring, Home Goods | 21.1 |
| | Alternative Clean Energy Firms / Solar & Wind Energy | 16.9 |
| Bottom FIVE | Manufacturing & Line Assembly like Automotive, Appliance & Motors | 9.0 |
| | Construction Firms | 6.5 |
| | Distribution Centers For Large Retail & Digital Brands (Walmart, Amazon) | 6.3 |
| | Warehousing & Storage | 4.0 |
| | Textile Firms | 3.5 |

Business Development Along I-85 Corridor Participant Agreement

| | % Agree |
|---|-------------|
| <p>“Limited development & growth until impact on local communities, farm land and traffic flow addressed by leadership”</p> | <p>68.3</p> |
| <p>“Light development fostered the compliments area housing, core communities & farmland”</p> | <p>14.5</p> |
| <p>“Industrial, distribution and manufacturing fostered as long as environmentally sound and away from area housing, core communities & farmland”</p> | <p>12.6</p> |
| <p>“Continue moving full speed ahead and attract as much as can be “</p> | <p>3.7</p> |

Millennials
73.0%%



Education & Recreation

Top Areas of Educational Focus

| | % Cited | |
|---|---------|-----------------------|
| Integration of trade skill training/certification into HS course mix | 70.6 | Millennials 78.8%% |
| Integration of technology in the grades K-12 course mix | 38.1 | Millennials 48.6%% |
| Pre-School early development & education programs | 35.0 | |
| Continued education for adults to learn new skills & equip for career changes | 31.1 | Boomers+ 39.8%% |
| Pre-college prep courses integrated into high school course mix | 25.6 | |

Top Areas of Recreational Focus

| | | % Cited |
|--|--|---------|
| <div data-bbox="48 292 318 435" style="border: 1px solid black; padding: 5px;"> West - 52.9% Central - 46.3% East - 39.6% </div> | | |
| Network of walking/bike pathways connecting Jackson County cities | | 46.8 |
| More hiking trails | | 28.3 |
| Network of residential pathways in and around neighborhoods | | 26.2 |
| Cafes and pubs with playing cards and board games | | 22.3 |
| More public recreational grounds for basketball, soccer and tennis | | 21.6 |

Newbies
59.8%%

Millennials
28.9%%

Top Areas of Recreational Focus



More Public Pickleball Courts

West 11%

Central 10%

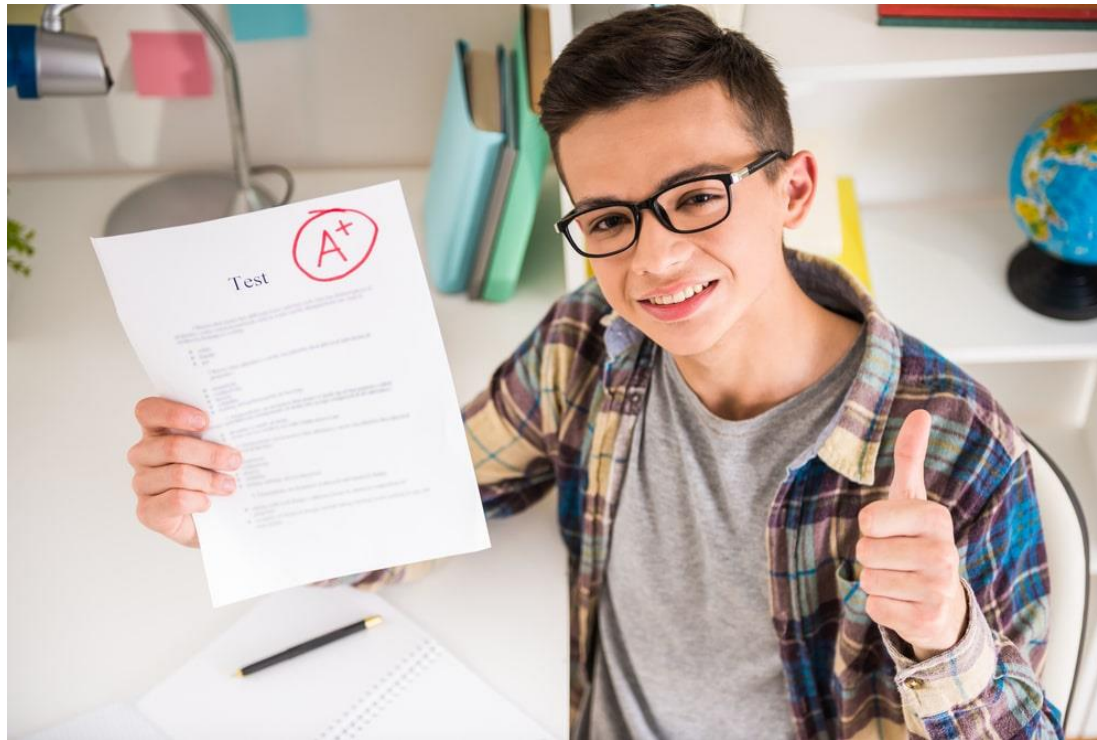
→ East 18%

Boomers+ 9%

Millennials 8%

→ Newbies 13%





Overall Ratings

Satisfaction with “Overall Quality of Life” in Jackson County ... And Your Local Community



| | Percent County | Percent Local |
|-----------------------|----------------|---------------|
| Extremely Satisfied | 4.6 | 8.3 |
| | 39.7% | 42.6% |
| Very Satisfied | 35.1 | 34.3 |
| Somewhat Satisfied | 42.7 | 40.4 |
| Somewhat Dissatisfied | 13.1 | 10.9 |
| | 17.6% | 17.0% |
| Very Dissatisfied | 4.5 | 6.1 |

County-wide Satisfaction with Leadership



| | Extremely Satisfied | Very Satisfied | Just Okay | Somewhat Dissatisfied | Very Dissatisfied |
|---|---------------------|----------------|-----------|-----------------------|-------------------|
| County-wide Leadership - County Manager, County Commissioners & County Sheriff | 3.8 | 20.0 | 45.4 | 22.8 | 34.6 |
| Local Leadership - Mayors, City Council Members & Local Police | 1.9 | 14.1 | 42.4 | 26.0 | 43.5 |
| Local Business & Economics Leadership like Jackson County Chamber of Commerce | 3.1 | 18.3 | 49.7 | 22.1 | 32.0 |
| The Local and County Boards of Education, Trade Schools and Empower Career Center | 8.2 | 36.2 | 44.3 | 12.6 | 19.5 |
| Jackson County & Regional State and Congressional Representatives | 1.3 | 16.2 | 51.3 | 20.0 | 32.5 |



Summary of Key Insights

Key Insights

- There is equity in being a network of cities and towns
- Locality is a brand value ...
- The Gwinnett paradigm of the past is different from what drives communities today
- Your population is not “escaping from a big city” but rather electing to live and dwell in an alternative
- Small towns today are what’s hot ... and big cities are what’s not
- Craft channels and avenues of local involvement... and investment
- Food unites and appears to be a Jackson County community driver!
- This survey can function as a benchmark moving forward



Thoughts & Questions

2024 Just Shy of 1 Million

5 Year Growth - 4.6%

Black/AA - 29%

Hispanic/LA - 25%

Asian/Indian - 14%

Other Race - 13%

Mixed Race - 11%

White - 8%

Median Income - \$108K

20% Work From Home

33% Retired



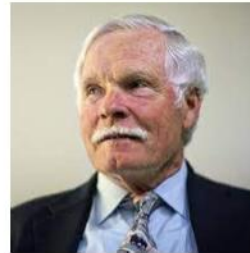
A 1990s Model Radically Changing

Gwinnett
vibrantly connected



Your County 2024

- Growing at a higher 5-year pace rate than a year ago ... 10.3% vs. 9.5% in 2023
- In last 12 months your county grew 5.7% in population!
- More diverse... Non-White 36% vs. 32% a year ago
- Millennial (age 30-45) and Boomer+ (age 65+) population up across the county
- Percent college-educated 27% now vs. 24% a year ago
- 2024 Median income county-wide \$110.8K ... up 10% from 2023
- 2024 Median home value \$374.1K ... up 17% from a year ago
- One-out-of-four homes now valued at \$500K+
- 10% of residents work from home ... up from 6% in 2023



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Insight + Strategy + Engagement



2003



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Satisfaction with “Overall Quality of Life” in Jackson County

| | Newbies | Millennials | Boomers+ |
|-----------------------|---------|-------------|----------|
| Extremely Satisfied | 6.0 | 4.7 | 4.6 |
| Very Satisfied | 40.4 | 37.5 | 34.8 |
| Somewhat Satisfied | 46.5 | 43.2 | 45.7 |
| Somewhat Dissatisfied | 7.1 | 9.8 | 10.3 |
| Very Dissatisfied | 0 | 4.8 | 4.6 |
| | 46.4% | 42.2% | 39.4% |
| | 7.1% | 14.6% | 14.9% |

Satisfaction with “Overall Quality of Life” in Local Community

| | Newbies | Millennials | Boomers+ |
|-----------------------|--------------|--------------|--------------|
| Extremely Satisfied | 13.0 | 8.9 | 7.2 |
| Very Satisfied | 42.4 | 35.7 | 40.1 |
| Somewhat Satisfied | 34.8 | 37.4 | 33.6 |
| Somewhat Dissatisfied | 8.1 | 13.1 | 13.2 |
| Very Dissatisfied | 1.7 | 4.9 | 5.9 |
| | 55.4% | 44.6% | 47.3% |
| | 9.8% | 18.0% | 19.1% |

Local Leadership - Mayors, City Council Members & Local Police

| | Newbies | Millennials | Boomers+ |
|-----------------------|--------------|--------------|--------------|
| Extremely Satisfied | 1.7 | 2.1 | 1.3 |
| Very Satisfied | 14.4 | 18.0 | 11.3 |
| Somewhat Satisfied | 46.4 | 42.3 | 40.4 |
| Somewhat Dissatisfied | 19.3 | 21.3 | 23.5 |
| Very Dissatisfied | 18.2 | 16.4 | 18.5 |
| | 16.1% | 20.1% | 12.6% |
| | 37.5% | 37.7% | 42.0% |