



Jackson County Community-Wide Survey Hoschton Insights

A 2024 Generational Grounding

Millennials make up 60% and GenZers 25% of the 2024 U.S. workforce



Generation	Birth Years	Ages in 2024	U.S. 2024
Matures	1925-1942	Age 82+	12M
Boomers	1946 - 1964	60 - 78	71M
GenXers	1965 - 1977	47 - 59	52M
Millennials	1979 - 1994	30 - 45	81M
GenZers	2000 - 2014	10 - 24	59M
Alphas	2015+	New Born - 9	45M

'Tweeners
Age 25-29
23M U.S.



80 Million U.S. projected by 2030... Largest Generation Born in U.S.

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Response from 7.8%
of the Age 25+
Hoschton Residents

Survey Participants

181 Hoschton / 922 Jackson County-Wide

Female
66.3% H
67.0% JC



Male
33.7% H
33.0% JC



Own
97.2%
93.7% JC

HOUSEHOLD COMPOSITION	% H	% JC
Single / Coupled	13.8	11.1
Married No Kids	10.5	8.1
Parent (s) All Kids Home	26.0	31.5
Parent (s) Some Kids Home	12.2	16.5
Empty Nesters	16.6	17.4
Retired Single or Couple	12.7	9.3
Widowed	8.2	3.1

AGE	% H	% JC
25-34 Years	5.6	9.1
35-44 Years	19.9	25.1
45-54 Years	18.2	26.4
55-64 Years	28.7	23.0
65 Years+	27.6	16.4

Time in Jackson Co.	% H	% JC
< 1 Year	6.6	3.3
1-3 Years	28.2	17.0
4-5 Years	13.3	10.1
6-10 Years	10.5	15.8
11-20 Years	20.4	21.5
21-30 Years	10.5	12.0
30 Years+	6.6	7.3
Born/Lived Only Here	3.9	10.9

35%
< 3yrs

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Input Reviewed Tonight

- Description / image of Jackson County today and in five years
- Satisfaction ratings of Jackson County and the City of Hoschton
- Satisfaction with leadership groups
- Perceived population mix in County
- Top strengths and top challenges in the County
- Actions for positive growth
- Open forum discussion and Q&A

Description of Jackson County Today 2023 and Five Years From Now in 2028

Descriptions of Jackson County Currently in 2023

Top FIVE

Bottom FIVE

	% Hoschton Respondents
A community exploding in growth	57.5
The next “Gwinnett County”	47.0
A network of hectic traffic and clogged up roadways	37.6
An expanding industrial and distribution corridor	26.5
A community of local and newly relocated empty-nesters and retirees	17.8
A community of diverse cultural and ethnic roots	1.1
A scenic outdoor community	0.6
A hybrid live-work community	0.6
A community of skilled trade, high tech and service workers	0.6
An environmentally anchored community	0

“Other” Descriptions of Jackson County Currently in 2023

“What used to be a great community sold out to developers”

“Cookie-cutter houses being built on top of one another”

“A community of failed leadership with no plan for the long-term”

“The typical transition of a rural area into suburbia”

“A county not addressing the needs of all the different groups coming here”

“A huge cash-cow for out-of-State, non-local developers”

“A poor handling of growth that will result in over-crowding”

“The next ‘Gwinnett’ meaning it is turning into a S* &#t Hole”

Overall Rating of Jackson County and Local Community of Respondent

Satisfaction with “Overall Quality of Life” Hoschton Specific Respondents

	% Satisfaction with HOSCHTON	% Satisfaction with JACKSON COUNTY
Extremely Satisfied	5.0	2.8
	34.8	32.2
Very Satisfied	29.8	29.4
Somewhat Satisfied	29.3	43.3
Somewhat Dissatisfied	22.7	20.0
	36.0	24.4
Very Dissatisfied	13.3	4.4

Satisfaction Levels with Specific Leadership Groups

County-wide Satisfaction with Leadership

Hoschton Respondents

	Extremely Satisfied	Very Satisfied	Just Okay	Somewhat Dissatisfied	Very Dissatisfied		
County-wide Leadership - County Manager, County Commissioners & County Sheriff	2.2	13.8	11.6	48.1	23.2	38.1	14.9
Local Leadership - Mayors, City Council Members & Local Police	0.6	6.7	6.1	28.7	25.4	64.6	39.2
Local Business & Economics Leadership like Jackson County Chamber of Commerce	1.1	10.7	9.6	49.2	24.9	40.1	15.2
The Local and County Boards of Education, Trade Schools and Empower Career Center	6.7	27.4	20.7	48.6	14.0	24.0	10.0
Jackson County & Regional State and Congressional Representatives	0	7.8	7.8	60.3	17.9	31.9	14.0



Perceived Composition of Jackson County

Perceptions of the Population Groups

Largest Population Group Perceived Residing in Hoschton and County-Wide **Hoschton Respondents**

	% Residing in Hoschton	% Residing County Wide
Young singles & childless couples	1.7	1.7
Young families with kids elementary school or less	40.6	52.8
Families with teen-age and college-age kids	16.7	16.1
New empty-nesters and new retirees	28.3 →	16.7
Fully retired couples	5.0 →	3.3
Seniors Age 75+ couples and widowed	1.1	1.1
“Other”	6.7	8.3

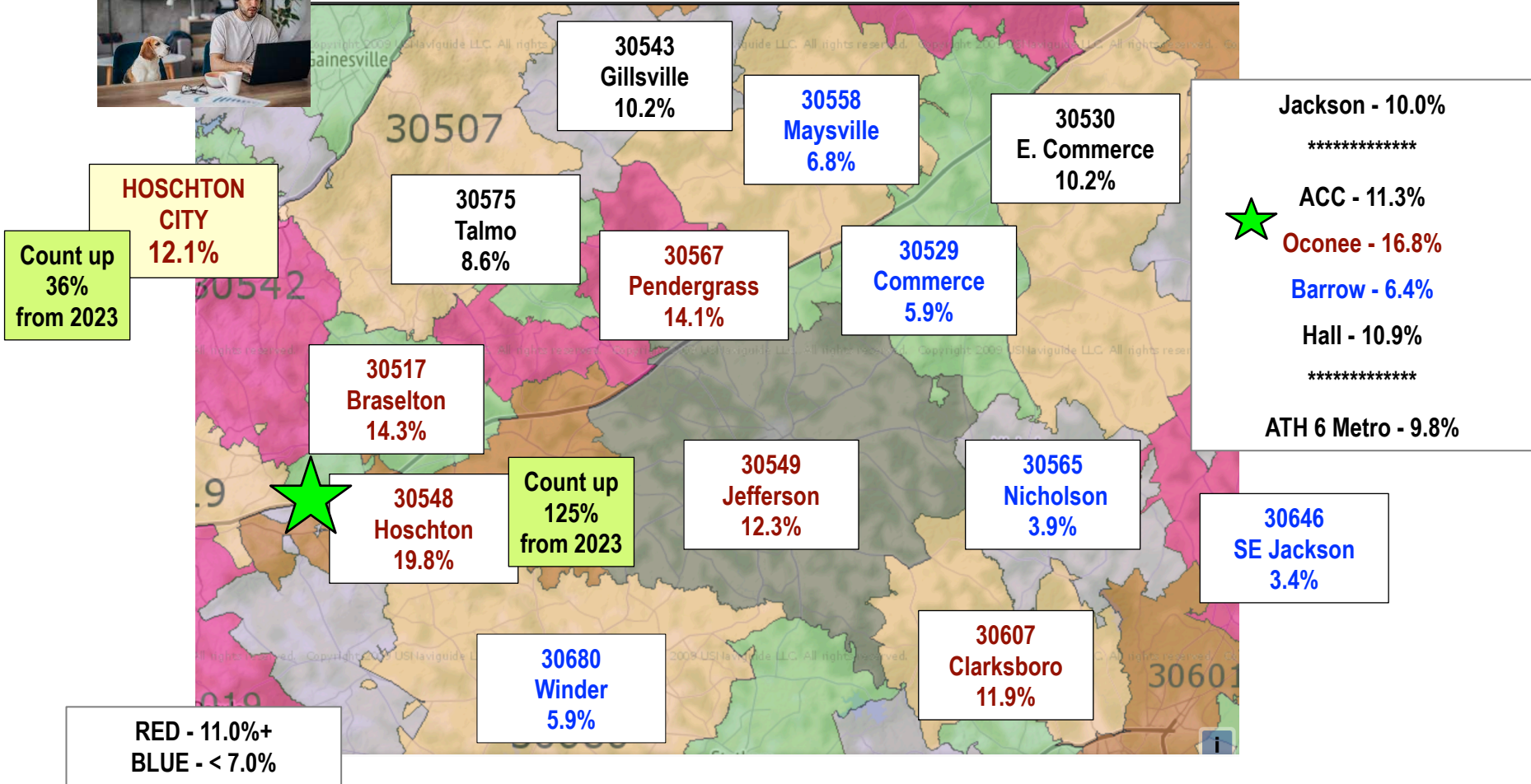


Perceived Group Representing Majority of Jackson County WORKFORCE Currently in 2023 **Hoschton Respondents**

	% Residing in Hoschton	% Residing County Wide
→ A hybrid skilled trade, high tech & professionals	21.6	16.2
Wide range in age working 9-5, retail, restaurants	19.3	20.7
→ Mngmt & professionals working Jackson-ATL-ATH	16.0	14.2
A labor base of locals - some H.S. grads & others not	16.0	14.2
Hispanics & Latinos from Hall & Gwinnett	15.5	23.0
Skilled work force of tech and college grads	7.2	6.6
“Other”	5.0	5.8



2024 Percent Age 16+ Work-From-Home



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Perceived Group Representing Majority of Jackson County Workforce Currently in 2023 and Five Years in 2028

Hoschton Respondents

	% Jackson Workforce 2023	% Jackson Workforce 2028
A hybrid skilled trade, high tech & professionals	21.6	20.7
Wide range in age working 9-5, retail, restaurants	19.3	15.6
Mngmt & professionals working Jackson-ATL-ATH	16.0	16.2
A labor base of locals - some H.S. grads & others not	16.0	13.4
Hispanics & Latinos from Hall & Gwinnett	15.5	20.1
Skilled work force of tech and college grads	7.2	9.5

Perceived Top Strengths and Top Challenges of Jackson County

Current Perceived Strengths & Weaknesses of Jackson County in 2023

		% Hoschton Respondents
STRENGTHS	Home Values	44.7
	Access to quality K-12 education	35.2
	The farmland and countryside views	32.4
	A small town feel	24.6
	A sense of community	20.1
WEAKNESSES	Commute traffic and drive times	65.6
	Zoning and building code enforcement	56.7
	Pro-active commercial and retail development	27.8
	Access to dining options	21.7
	Parks, walking paths and recreational facilities	21.1

Actions For Positive Growth



Actions For Positive Growth & Development

	% Hoschton Respondents
Preserve the small town feel and personality of the towns in Jackson County	68.3
Integrate new traffic lights, turning lanes and passing lanes to handle traffic	51.7
Preserve current farmland from conventional subdivision development	43.3
Expand future parks, recreational space and walking trails	40.6
Foster more locally-owned retail and restaurant development	30.6

Business Development Along I-85 Corridor Hoschton Participants



- **71.5% Alignment** — “Jackson County needs to **limit future business growth and development** along the I-85 corridor until the impact of current and planned development on local communities, farm land and traffic flow is addressed by leadership and local developers.” (68.3% county-wide)
- **12.2% Alignment** — “**Light business development** should be fostered and encourage by Jackson County along the I-85 corridor that compliments and supports current business and limited further impact on housing, core communities and farm land.” (14.5% county-wide)
- **11.1% Alignment** — “Industrial business development, distribution warehouses and manufacturing should be **fostered and encouraged by Jackson County along the I-85 corridor provided that it is environmentally sound** and located away from housing, core communities and farm land (12.6% county-wide)
- **3.3% Alignment** — “Jackson County needs to attract as much industrial development, distribution warehouses and manufacturing as it can along the I-85 corridor... **continue moving full speed ahead** (3.7% county-wide)

Preferred Business Sectors For Growth & Development

	% Hoschton Respondents
Agribusiness Firms & Farming	57.5
Healthcare, Medical & Wellness Firms	48.6
High Technology Firms	38.6
Light Manufacturing & Line Assembly like Controls, Flooring & Home Goods	19.0
Alternative Clean Energy Firms / Solar & Wind Energy	19.0

Educational Development

	% Hoschton Respondents
The Integration of trade skill training & certification into HS course mix	69.6
The integration of technology in the grades K-12 course mix	40.9
Continued education for adults to learn new skills / equip for career changes	34.3
Early development & education programs for pre-school children	27.6
The integration of fine arts into the grades K-12 course mix	17.7
Ability for age 62+ to take tech school and college courses for free	16.0

Top 10 Desired Retail Development

	% Hoschton Respondents
Local Restaurants & Cafes (not national chains)	54.1
Organic and Natural Grocery Store (Whole Foods, Trader Joes, Sprouts)	49.7
Locally-owned “Mom & Pop” Grocery Stores	29.8
Combination Live / Work / Shop / Dine / Play Centers	24.9
Local Brew Pubs	24.9
Sit-down Restaurant Chains	23.2
“Big Box” Home & Landscape Stores (Home Depot / Loews)	19.3
Local Locations of Large Branded Grocery Store Like Kroger / Publix	16.0
Mass Retailers Like Walmart & Target	15.6
Adult Clothing Stores	14.4

Recreational Development

	% Hoschton Respondents
A network of walking & bike pathways connecting Jackson County cities	51.7
More hiking trails	31.7
A functioning farm with volunteer & educational programs	27.8
Cafes & Pubs with playing cards and board games	20.0
More public recreational grounds for sports like basketball, soccer and tennis	18.3