

APPENDIX B

KEY FINDINGS OF 3 PERCEPTION SURVEYS

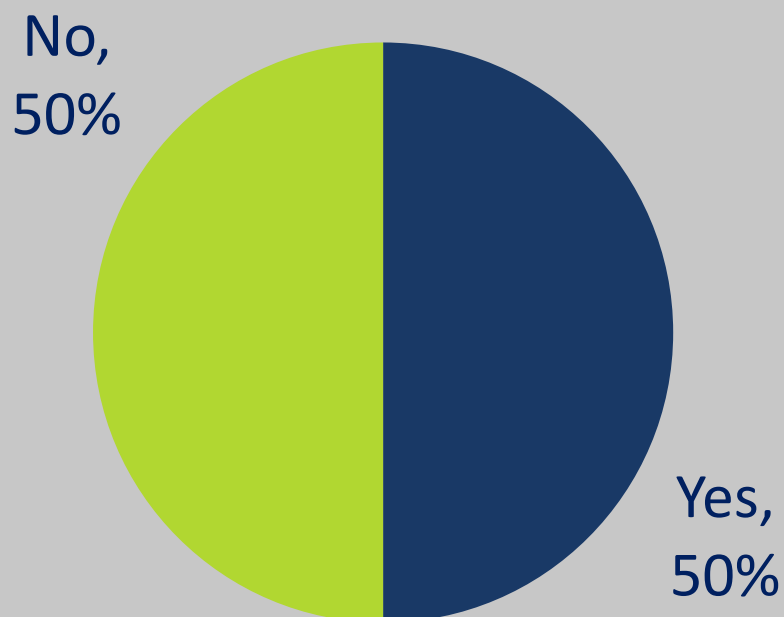


WHO WE SURVEYED

- Site Selection Consultants
- Talent
- Stakeholders

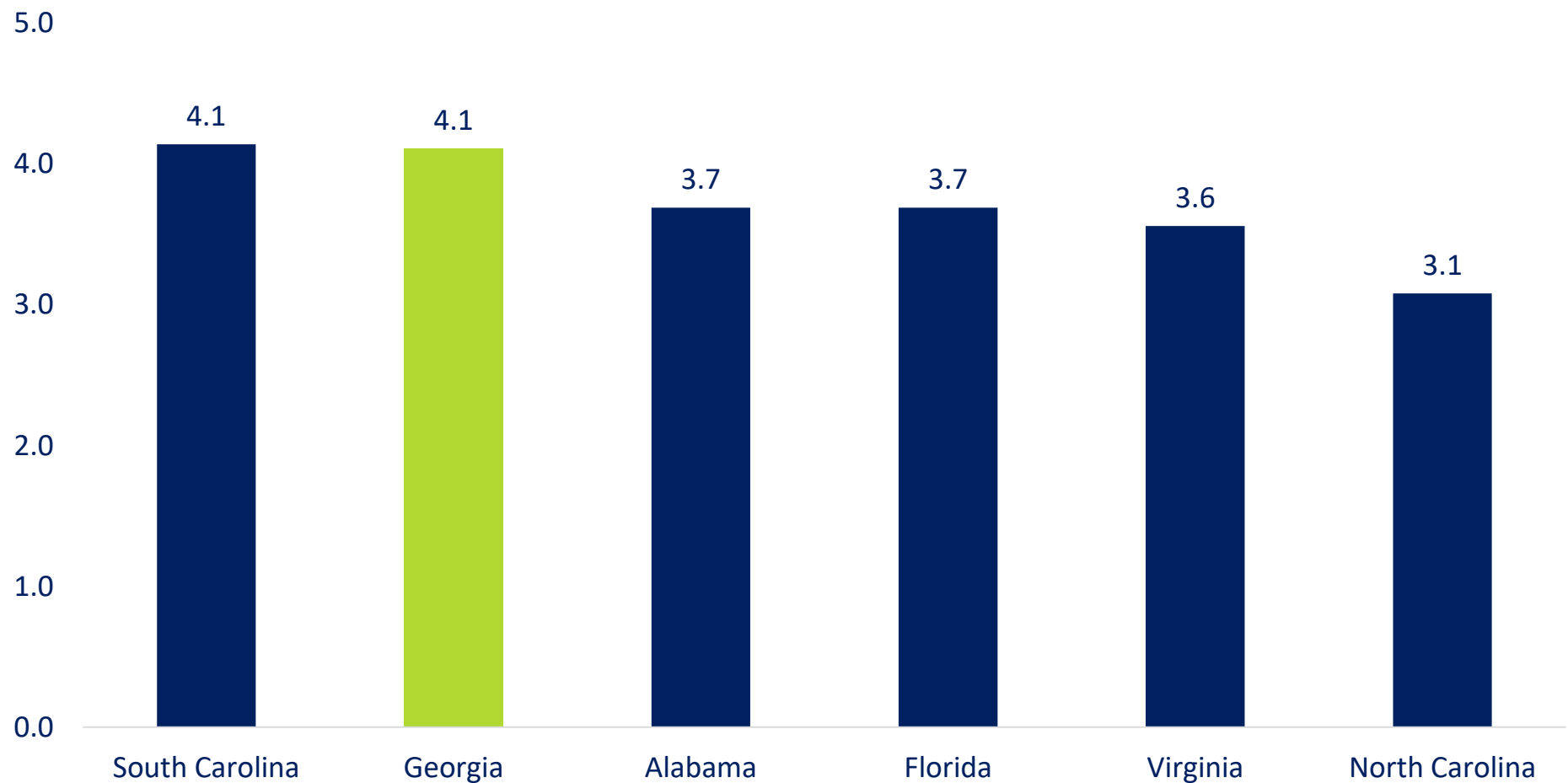
Site Selection Consultants

Visited Fayette County?

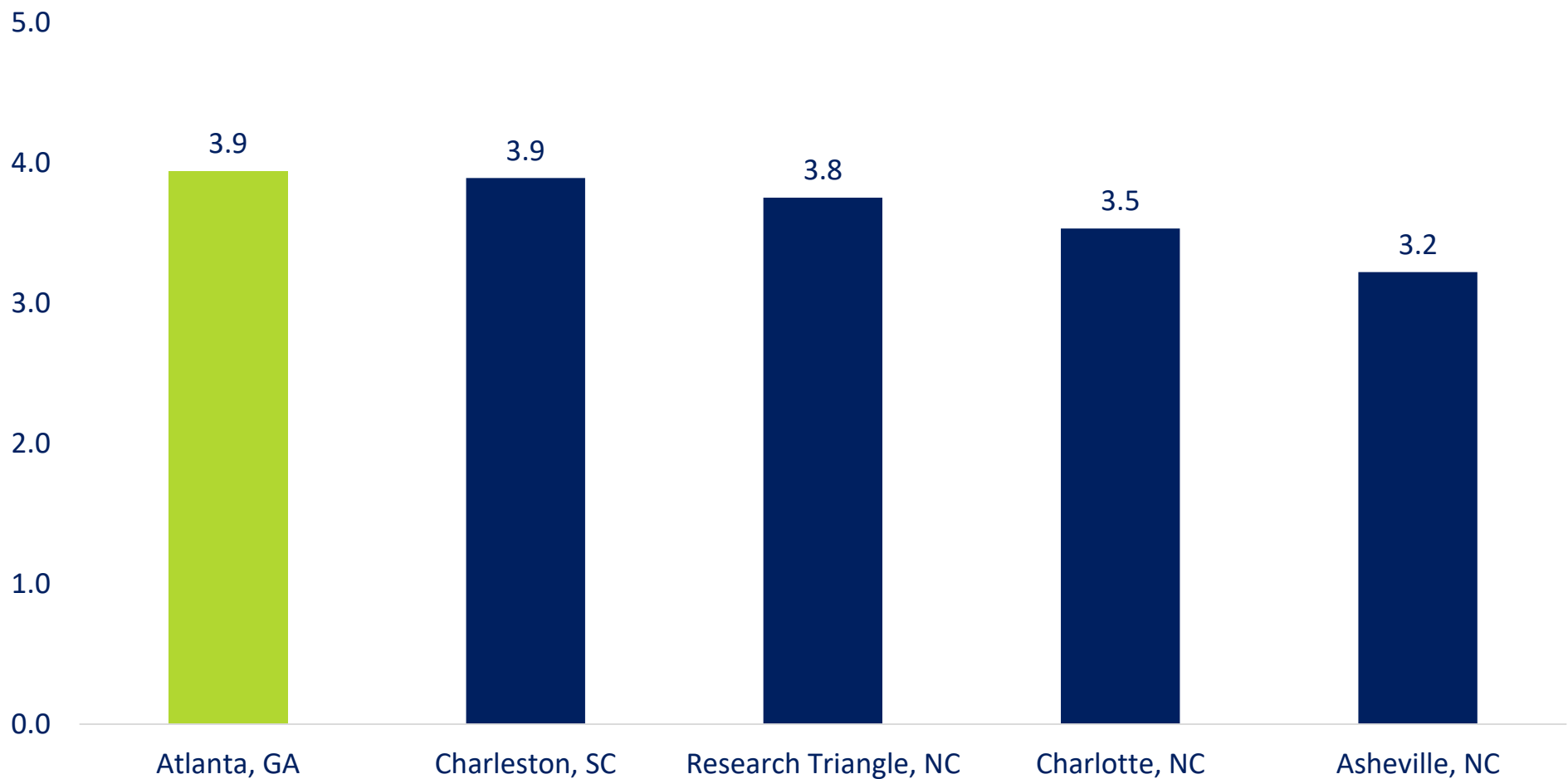


- 36 total responses from Site Selection Consultants based in Georgia and the Northeast
- A split divide in visitation
- Primary purpose of visit was Business (78%), followed by,
 - Visiting family/friends (22%)
 - Vacation (6%)
 - Convention/Conference (6%)
 - Other (6%)

Rating of Select State Business Climates



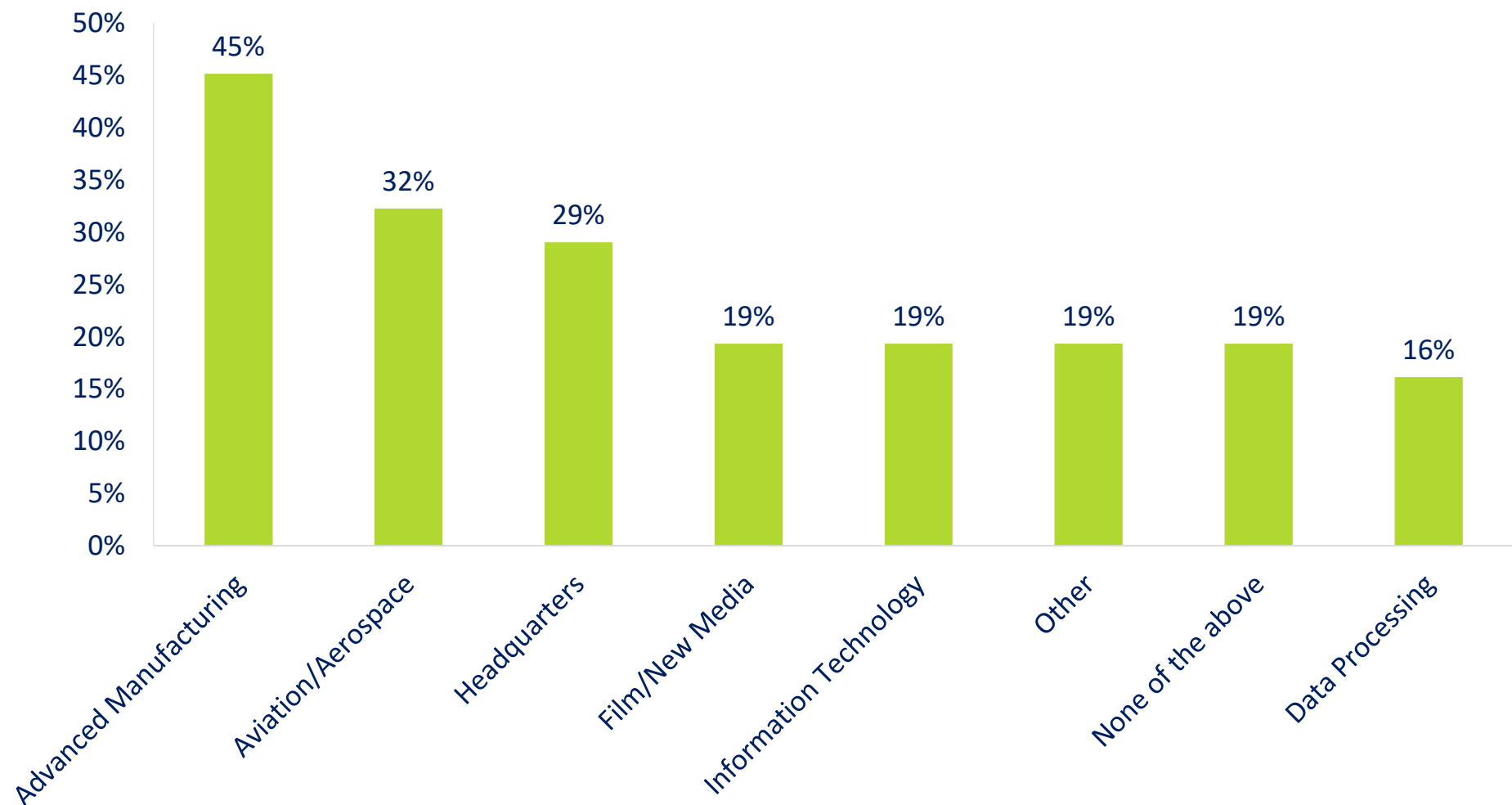
Rating of Select MSA Business Climates



Perceptions of Region on Select Location Factors



Associated Industries



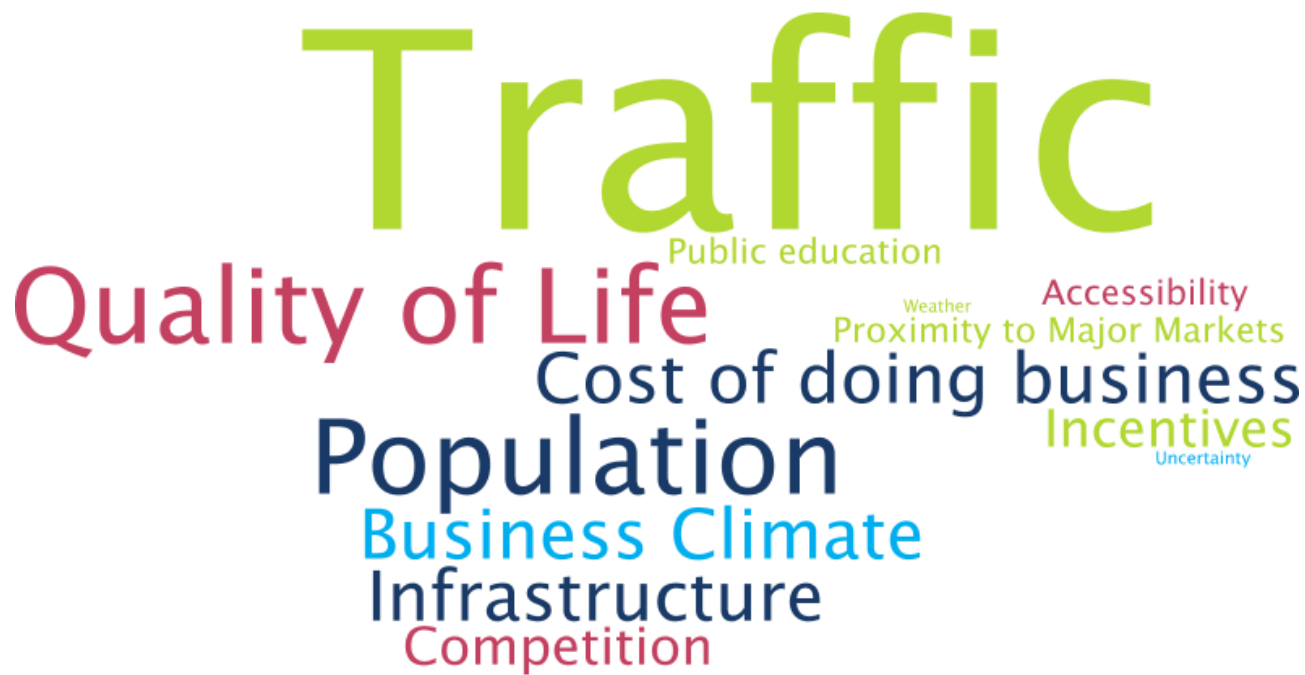
Strengths of Fayette County



Top Strengths

1. Labor Availability (20%)
2. Transportation (15%)
3. Logistics (15%)
4. Airport Proximity (12%)
5. Business Climate (12%)

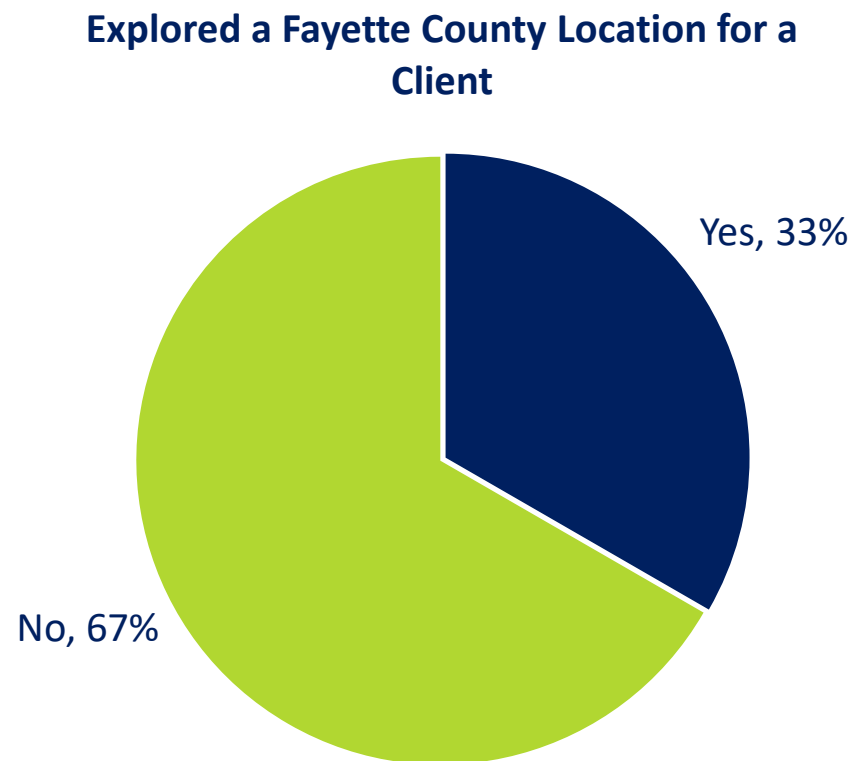
Weaknesses of Fayette County



Top Weaknesses

1. Traffic (30%)
2. Population (11%)
3. Quality of Life (11%)
4. Business Climate (7%)
5. Infrastructure (7%)
6. Cost of business (7%)

Recent Projects



- Only 8% of projects where Fayette County was considered ultimately ended up in Fayette County
- Top reasons for not locating in Fayette County:
 - Competitor locations
 - Population density
 - Real estate
 - Workforce turnover

“It's a great place to work and live. There are many great communities within short driving distance that offer a good quality of life including employment opportunities.”

“Considered a safe suburb to work and live near Atlanta.”





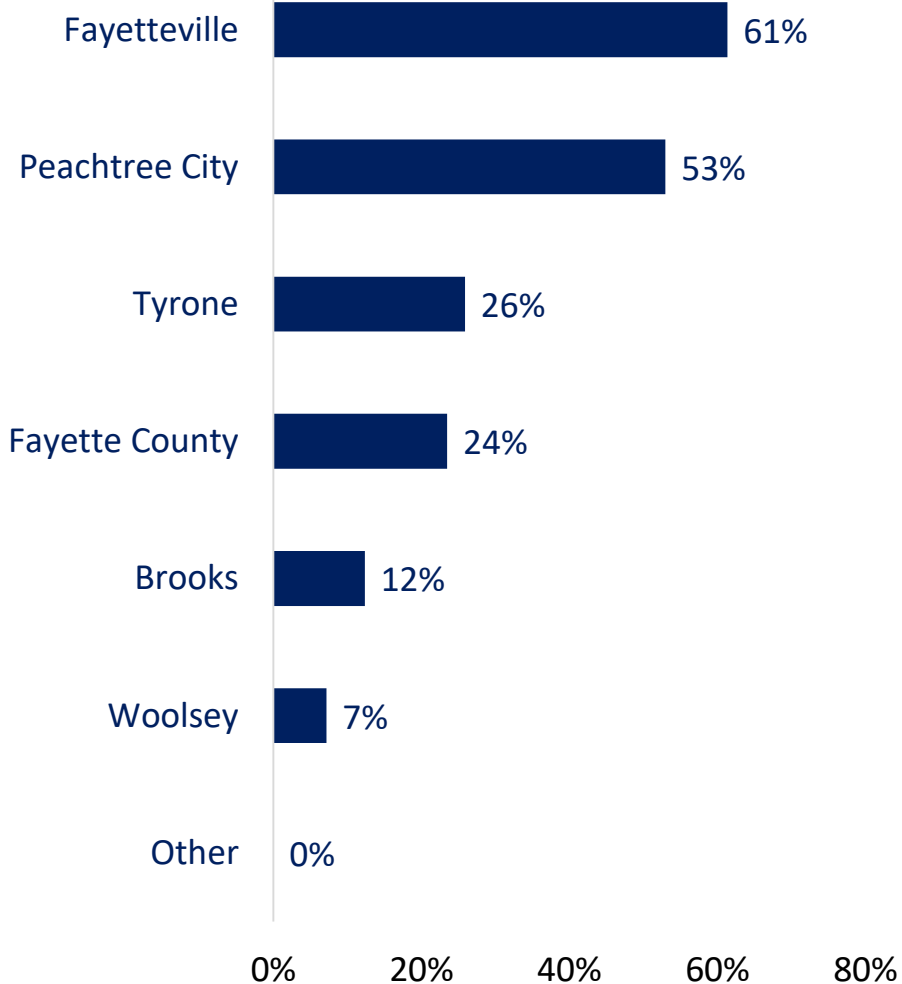
Talent

- 250 total responses from individuals ages 25-44 from Atlanta Metro Area
- Only 10% of respondents have lived in Fayette County
- Educational attainment of respondents:
 - Bachelor's: 38%
 - 1-3 years of college: 20%
 - Master's: 15%
 - High school: 12%
 - Associate's: 10%
 - Doctorate: 3%
 - Professional degree: 2%

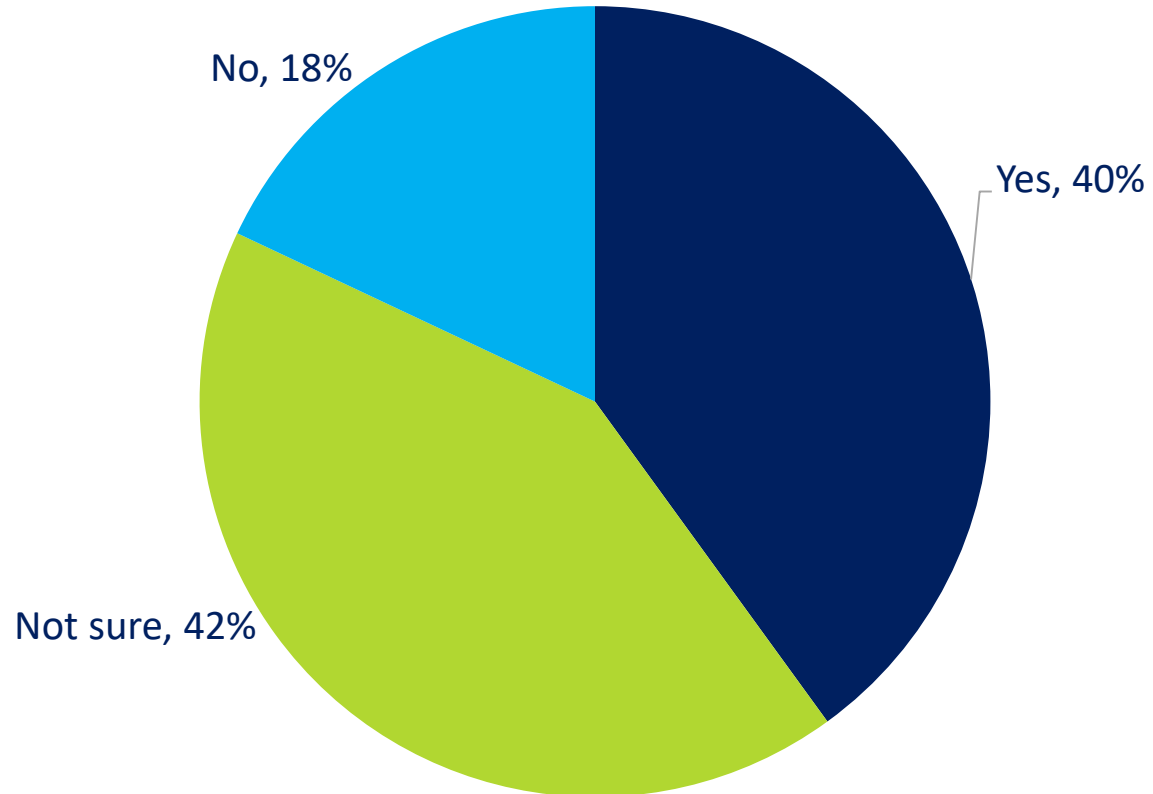
Familiarity with Fayette County



I don't know any cities in Fayette County



Interest in Relocating to Fayette County



**"I WOULD
CONSIDER
MOVING TO
FAYETTE
COUNTY IF..."**

"There was high quality education cultural activities, and attractive housing."

"More convenient public transportation were available"

"I could find a good home at a decent price, and my work commute was manageable"

"It included a university where I could work and sufficient amenities associated with Urban Living."

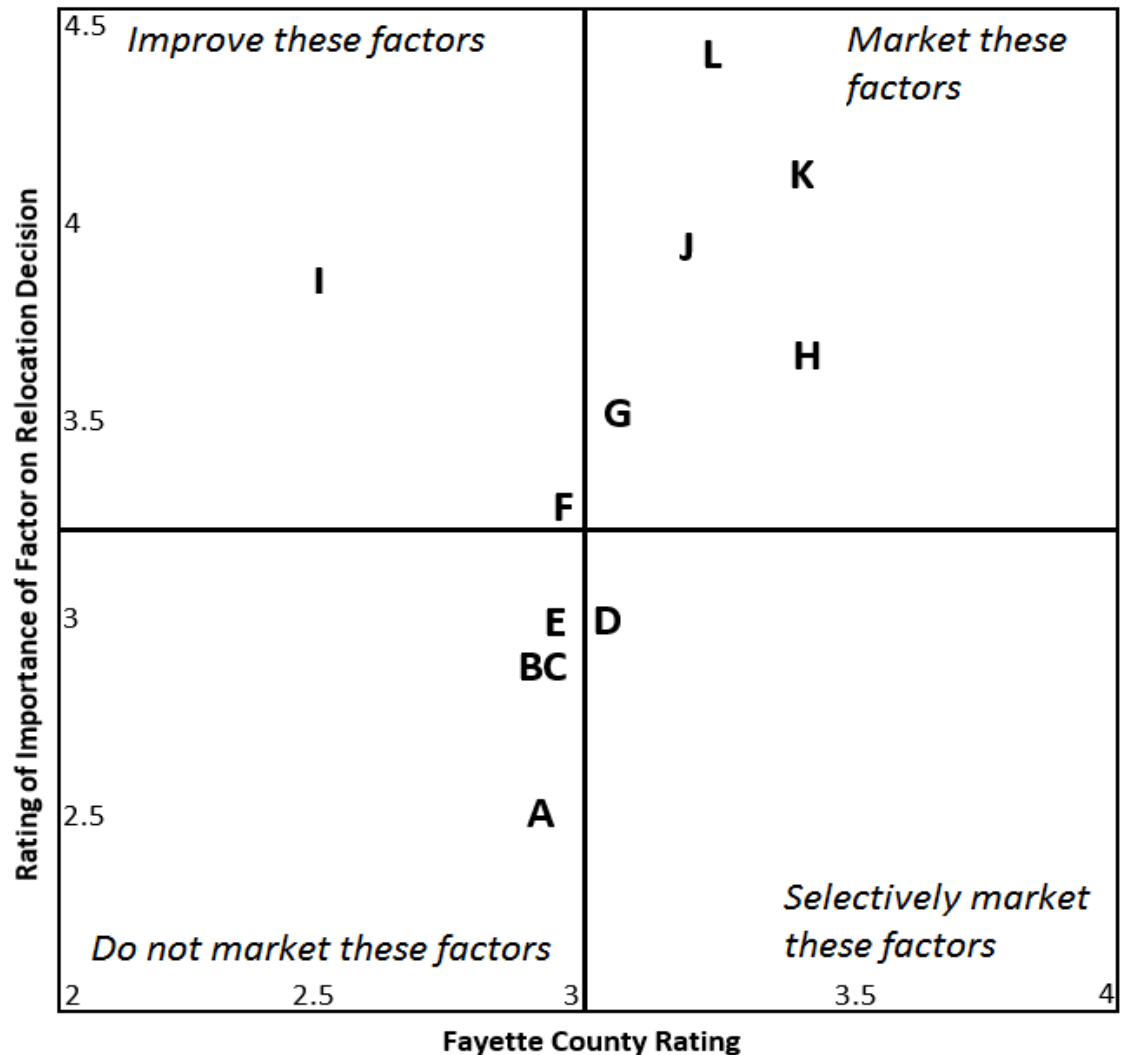
"There were more people and interesting things to do."



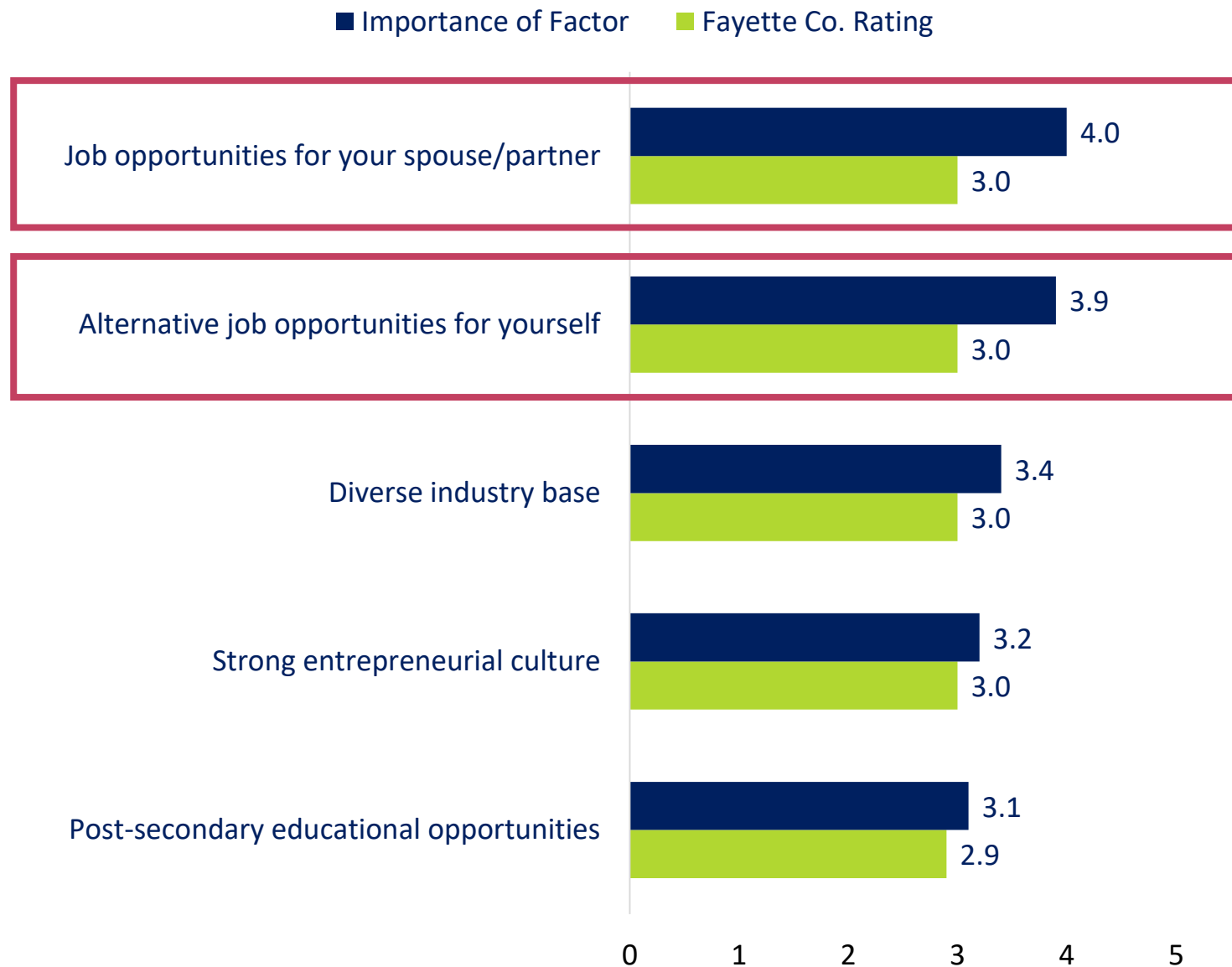
Talent Perceptions vs. Importance of Factor in Relocation Decision – Quality of Life Factors

Quality of Life Factors:

- A. Presence of a college/university
- B. Active social scene/nightlife
- C. Walk-ability/public transportation
- D. Diverse population
- E. Political climate
- F. Cultural amenities
- G. Tax climate
- H. Outdoor recreation
- I. Proximity to family/friends
- J. Quality of K-12 education
- K. Housing availability
- L. Housing cost



Talent Perceptions vs. Importance of Factor in Relocation Decision – Career & Professional Development Factors

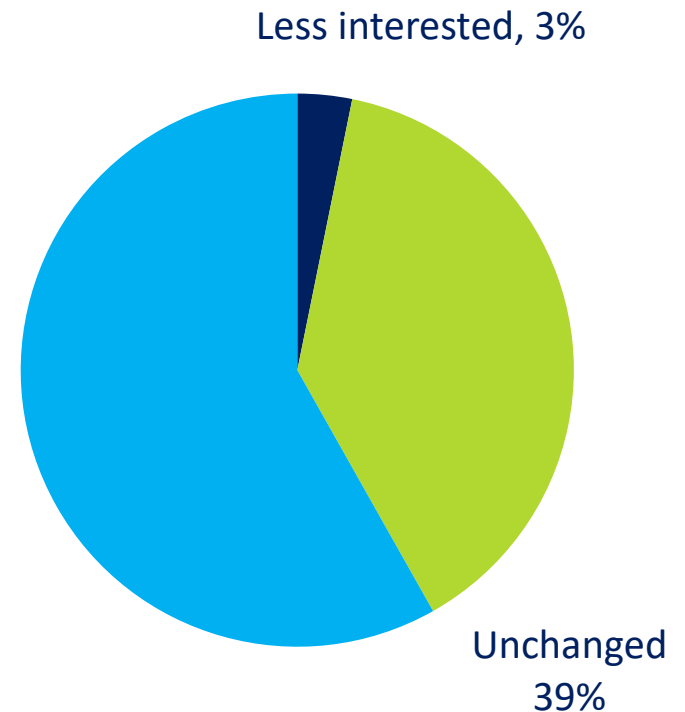


Associated Words

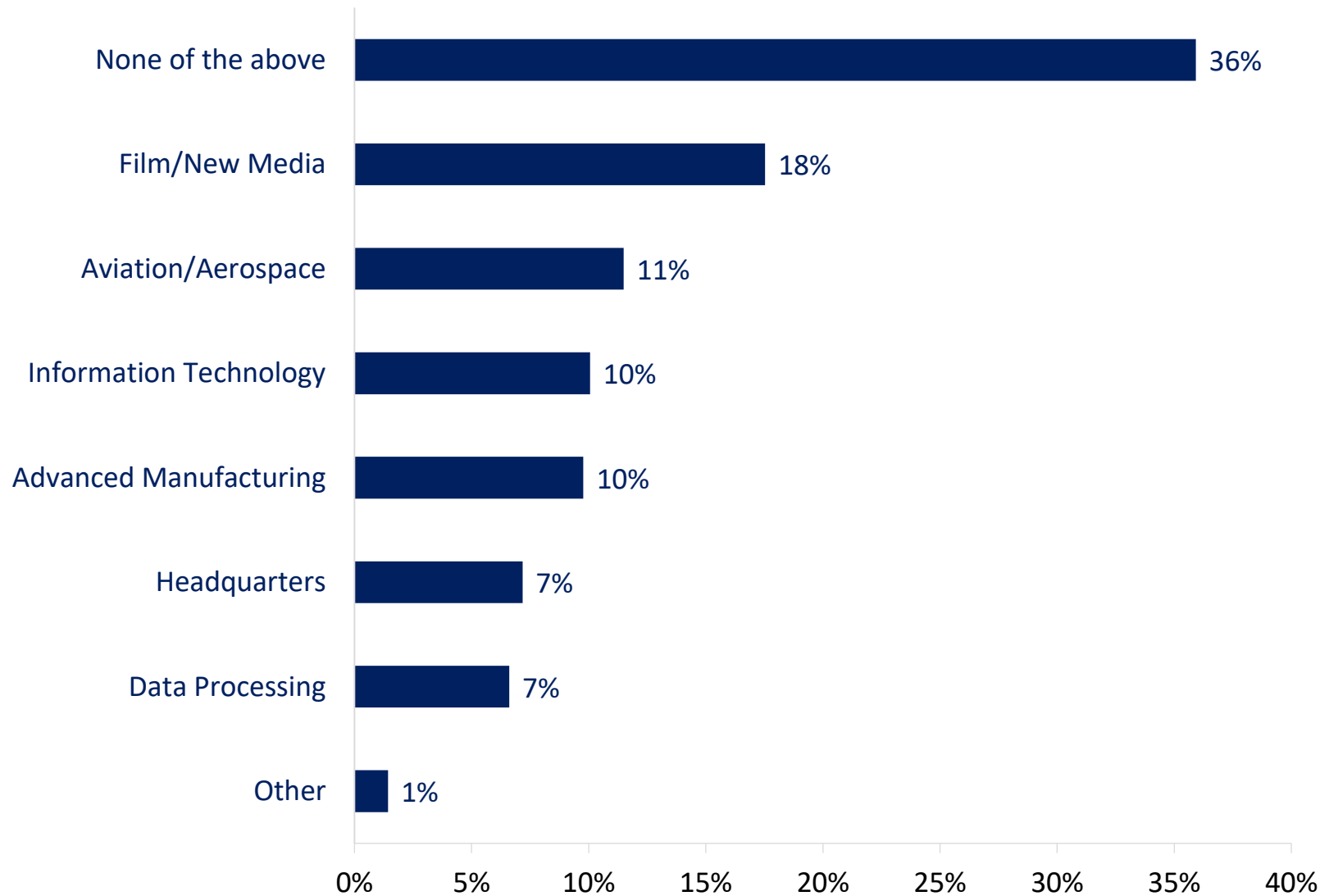


Interest in Fayette County

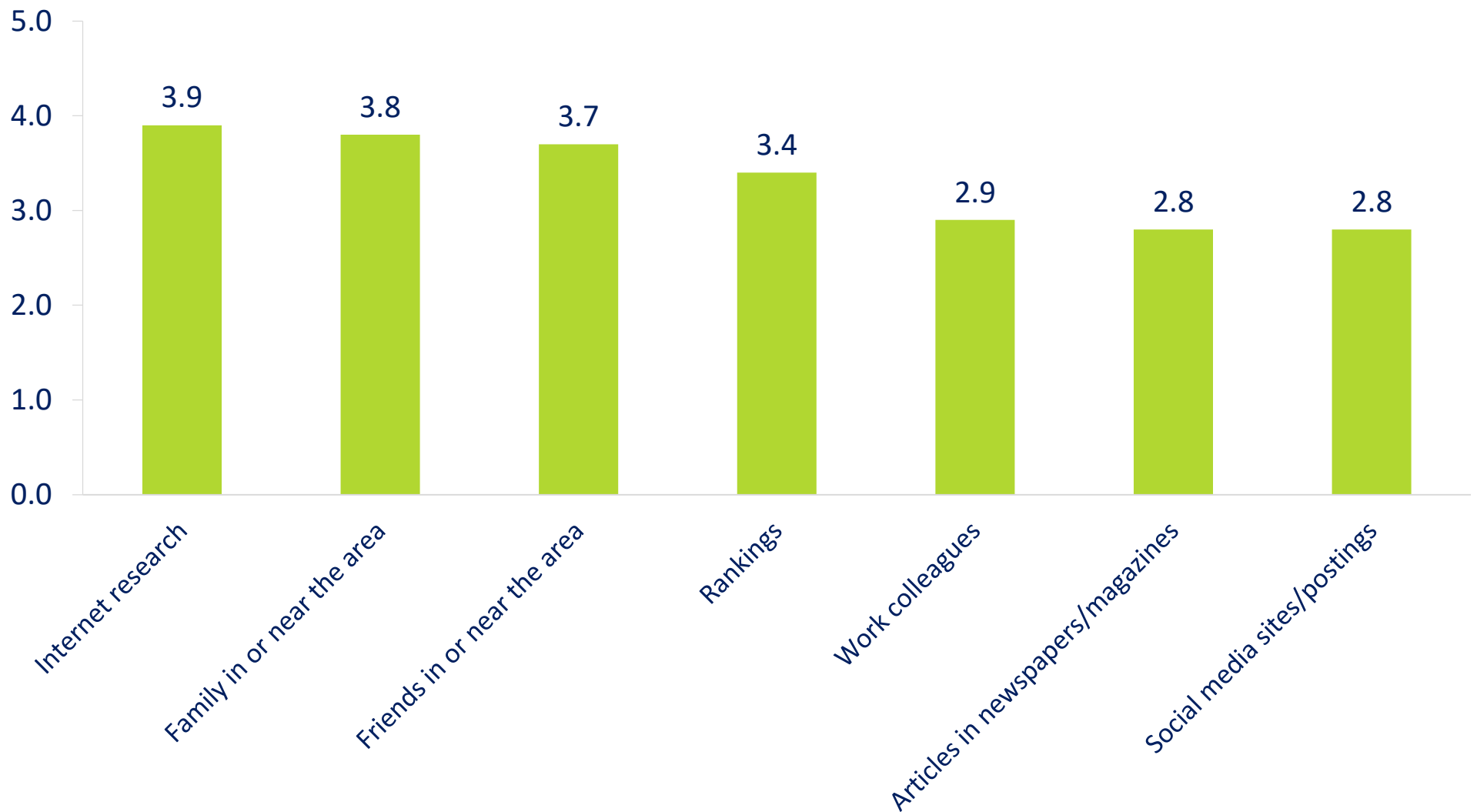
“Just 30 minutes from downtown Atlanta, Fayette County residents enjoy access to dining and shopping centers, historical downtowns, lush green spaces for outdoor recreation, and 100+ miles of paths for walking, biking and golf carts all within the County. In addition to its top-ranked K-12 schools and low cost of living, Fayette County is also home to Pinewood Studios, which has earned the region a reputation as “The Hollywood of the South,” and Zac Brown’s Southern Ground headquarters for his creative endeavors. Not to mention, Fayette County’s cities consistently rank among the best in the nation for families and safety.”



Associated Industries



Top Sources of Information in Relocation Decisions



Most Useful Resources When Considering Move





Stakeholders

- 75 stakeholders
- Good distribution of longer term residents and more recent arrivals.
 - 22.8% - less than 10 years.
 - 15.7% - more than 30 years
- Responding stakeholders are generally older with only 19.7% below the age of 50.

MOST IMPORTANT AUDIENCES

1. Potential businesses or investors out of the area
2. Businesses currently operating in the city, region, state
3. Corporate site selectors or real estate brokers who advise executives
4. Potential residents
5. Current residents
6. Tourists/visitors



Rating Fayette County...



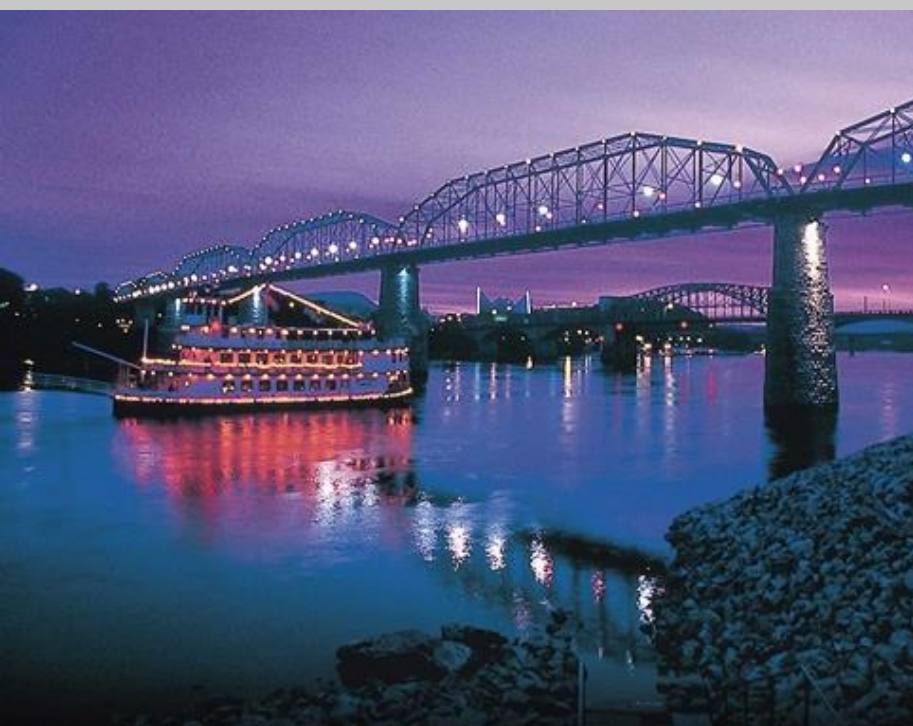
FAYETTE COUNTY AS A PLACE TO LIVE

Good schools



FAYETTE COUNTY FOR A CAREER





Cities/Areas to Emulate

1. Greenville, SC
2. Chattanooga, TN
3. Suwanee, GA
4. Williams County, TN
5. Coweta County, GA

“What is Fayette County Like In Your Own Words?”

“It's a great place to raise your family-safe, great schools, lots of green space, and close to the airport & Atlanta w/o being too close.”

“It's a suburb south of Atlanta, probably the best place to raise a family and striving to be something a little more.”

“Without Peachtree City, I could not recommend Fayette County.”

“A county under serious threat from outside stresses of development and visionaries that are after financial gains and not nirvana.”