

# **Economic Analysis of Portal, Georgia**

**A comprehensive study of the economic conditions and  
demographics for the city of Portal.**

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## **METHODOLOGY**

The methodology section has been separated into two parts. The first section gives a description of the data and how the data was interpreted. The second part shows how the American Business Disk estimated the business data.

### **DATA**

Some general assumptions were made for all of the data. For example, as a way of calculating the data for the study, weighted averages were used to interpret some of the findings. The weighted average was calculated by giving a weight for each category. For instance, if accommodations range from \$50-\$99 has a weight of \$74.50, which is the midpoint, then this weight can be multiplied by the total variables to give the actual number of participants in the category.

### **American Business Disk**

The American Business Disk was used to obtain specific business information for each firm in a region. The estimates were prepared using the 2000 2<sup>nd</sup> ed. database, which is the most current database available. The American Business Disk provides information on regional data, SIC codes for each industry, number of years a business has been in operation, credit rating, location of business, contact person, and other estimated data.

The American Business Disk estimates the amount of sales for each industry using several factors. It uses exact data for public firms, and does extensive research for private businesses including phone verifications. If a firm objects to publishing sales, then an estimate is used based on historical data, type of industry, and size of industry.

## **INTRODUCTION**

The Bureau of Business Research and Economic development has recently performed an analysis of the economic conditions and demographics for Portal, GA. Portal is a town in Bulloch County that is northwest of Statesboro and has a population of 522. Portal's location provides easy access to Statesboro, which is only a ten-minute drive. With this access, Portal can remain a hometown and also enjoy the amenities of a city.

The Findings section of the following report details the current statistics for Portal. The data provides specific details on the economic conditions of Portal, which includes building permits, traffic counts, households, occupancy, unit value, and rent. The Findings section also provides information of the demographics of Portal and includes information on population, gender, race, and veterans. The Finding section also includes the latest 2000 Census data available.

## FINDINGS

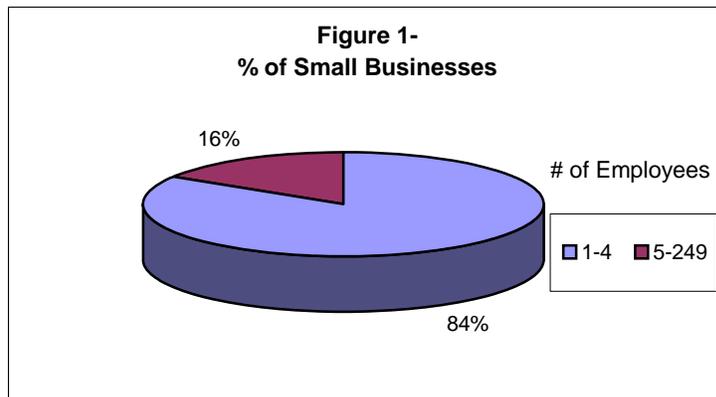
The findings section consists of three parts. The first section describes Portal’s economic conditions. The second part highlights demographic information. The last section consists of the new 2000 census data. For more information, please refer to appendix 1.

### Economic Conditions

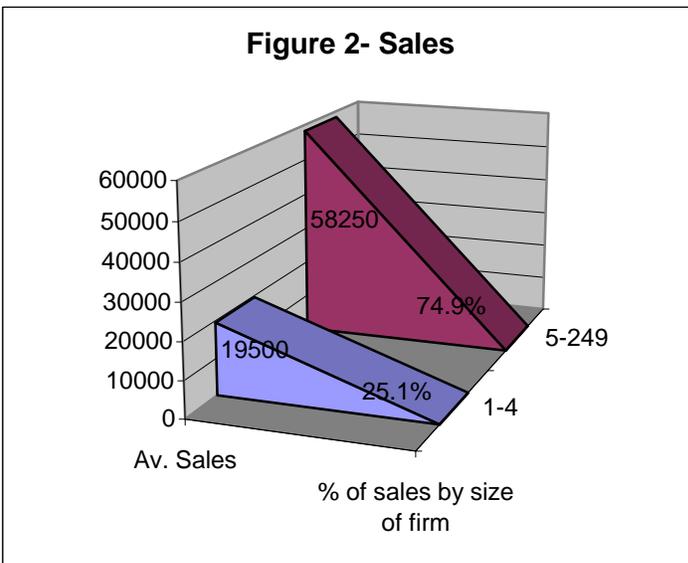
Figure 1 shows the percentage small business in the city of Portal. This city consists of about 68 firms, which fall between two categories:

Group 1 and Group 2.

Group 1 includes businesses with 1-4 employees and has a total of 57 firms. Group 2 includes firms with 5-249 employees and has a total of 11 firms. Out of Portal’s 68 firms, 84% of businesses



fall within Group1 and 16% of businesses are categorized as Group 2. Figure 2 shows the average sales for Group 1 and Group 2 in Portal. Although 84% of the businesses in



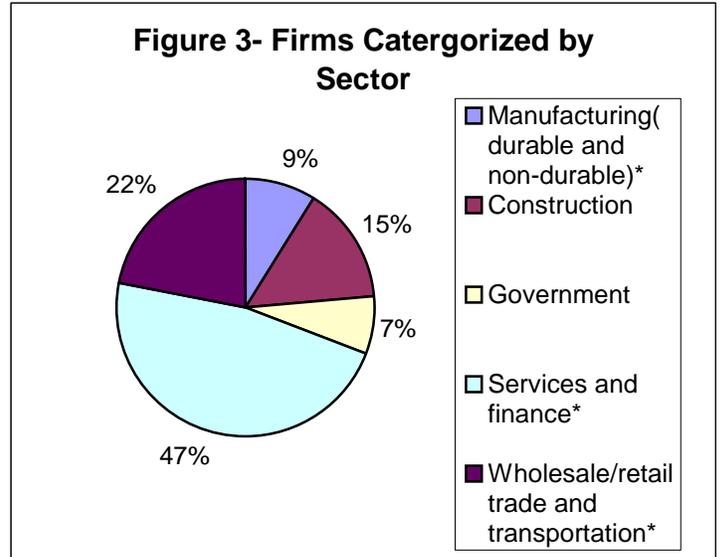
Portal have 1-4 employees, these businesses only represent 25.1% of all sales. The Group 2 firms in Portal represent 74.9% of sales, which is an average sales of \$58,250 per business. Therefore, 74.9% of sales is generated by 16% of Portal’s firms.<sup>1</sup>

Out of 68 businesses in Portal, each can be categorized as part of one of the following sectors: Manufacturing, Construction,

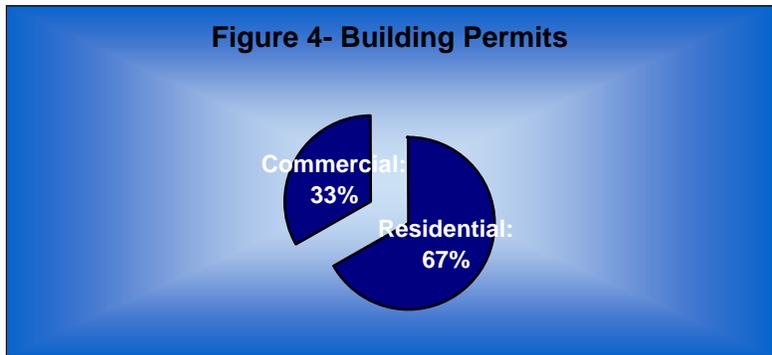
Government, Services and Finance, or Wholesale/Retail Trade and Transportation. Some of the categories were aggregated due to confidentiality. The Services and Finance sector make up about 47 percent of the firms in Portal, which is equivalent to 32 firms. The

<sup>1</sup> The American Business Disk was used to generate all business data. For more information concerning the American Business Disk please refer to the Methodology section of this report.

second largest sector is Wholesale/Retail Trade and Transportation, and this consists of 15 businesses and represents 22% of all businesses. The Construction sector has 10 firms, the Manufacturing sector has 6 firms, and the Government sector has 5 firms. Each of the firm sectors is represented by percentages in Figure 3. Also, farming in Portal represents 50% of the Manufacturing sector. Portal has three farms, which have approximately \$1,250,000 in sales each year and all three firms employ between 1-4 people.



A total of nine buildings permits in Portal were registered during the year 2000. The

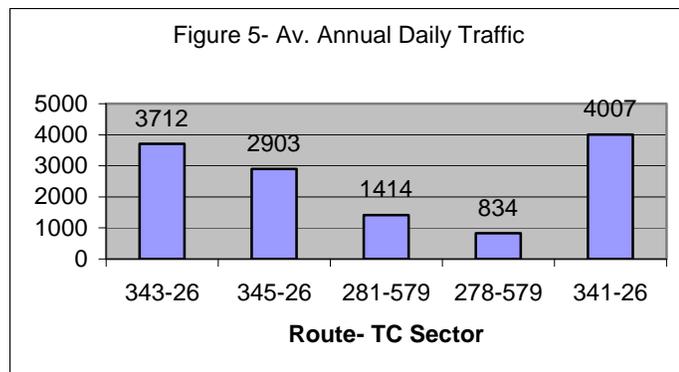


percentages of Building Permits in Portal for Residential and Commercial are shown in Table 4. Residential building permits included five new homes and one small addition, and only three building permits

were issued as Commercial for 2000. The Commercial building permits represent 33% and Residential building permits represent 67% of all building permits in Portal.<sup>2</sup>

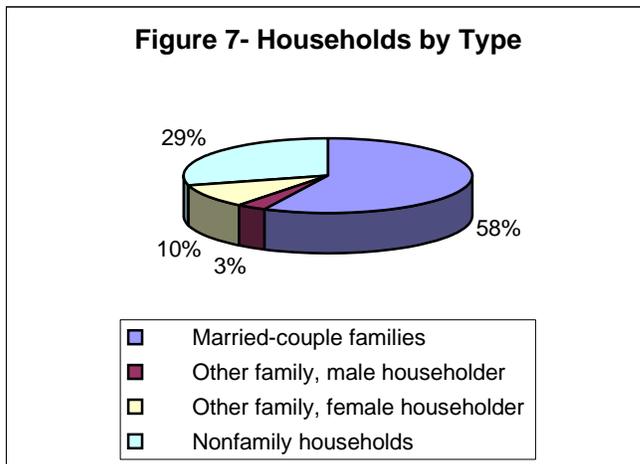
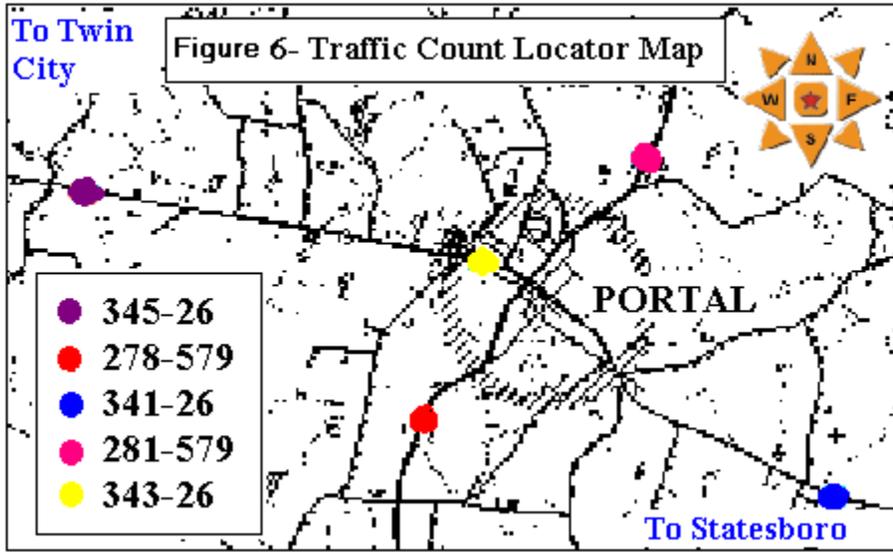
The Traffic Counts (TC) for Portal show the average annual daily traffic. The daily

traffic is measured for each of Portal's main Highways referred to as Route-TC Sectors, and the Route-TC Sectors are shown in Figure 5. Most of the TC Sectors are located on Highway 80, and the other two TC Sectors are located on Grady Street. TC Sector 341-26 is located south of Portal on Hwy. 80 and had the most traffic, which was due to this highway connecting Portal to Statesboro. The least amount of traffic was



<sup>2</sup> Portal City Hall

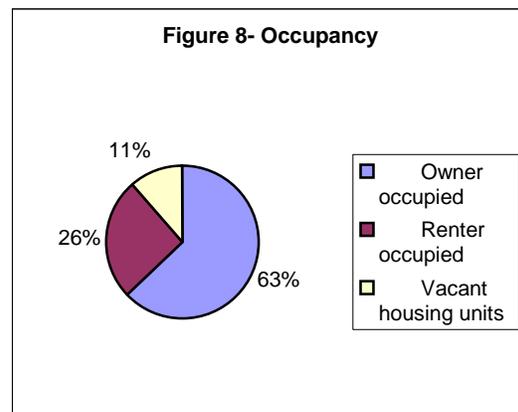
located on TC Sector 278-579, which represents traffic on Grady Street. The Traffic Count map is located in Figure 6 and shows the exact locations measured.<sup>3</sup>



According to the 1990 Census data, the city of Portal contains 203 households and an average of 2.57 persons per household. Figure 7 shows the breakdown of the different types of households. There are 116 married couple families, which make up 58% of all households. There are 7 male householders, and 21 female householders. Males represent 3% of all households, and females

represent 10% of all households. 54 households in Portal are non-family households, which are 29% of all households.<sup>4</sup>

The occupancy of households in Portal includes 229 units. The occupied units consist of 144 units owner occupied and 59 renter occupied. There are 26 vacant housing units, which make up 11% of all units, and out of these units, 2 units are for seasonal, recreational, and occasional use. Figure 8 shows that 63% of all units are owner



<sup>3</sup> Georgia Department of Transportation

<sup>4</sup> 1990 US Census Bureau statistics

occupied, 26% are renter occupied, and 11% are vacant units. This shows that approximately 2.28 persons occupy owned units, and 3.27 persons occupy rented units.<sup>4</sup>

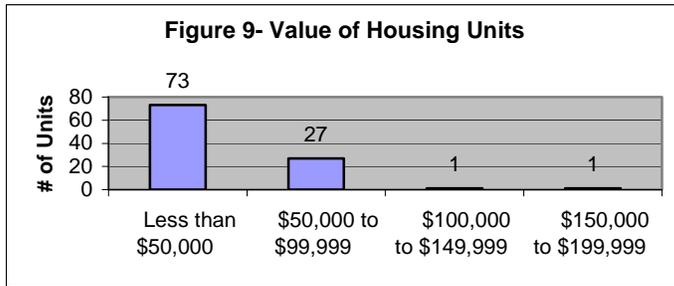
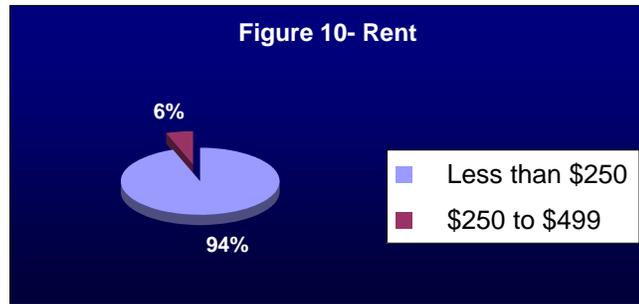


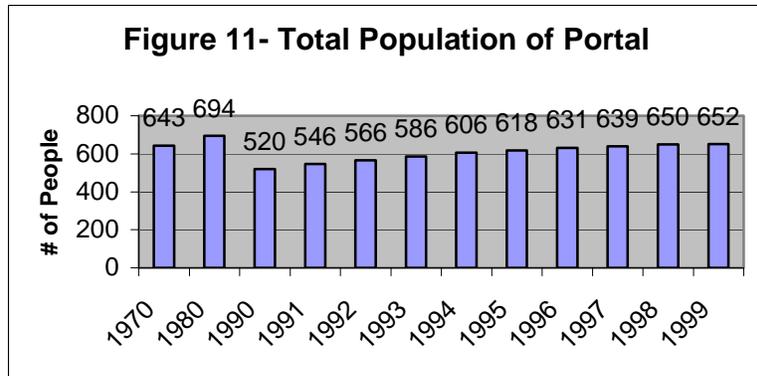
Figure 9 shows the range of value for specified owner-occupied housing units in Portal. Out of a total of 102 units, 71.6% of units are valued at less than \$50,000. 26.5% of units are between \$50,000 and \$99,999, 0.95% of

units are between \$100,000 and \$149,999 and 0.95% of units are between \$150,000 and \$199,999. The median home value for Portal is \$41,300. The total amount of renter occupied housing units paying cash rent is 54. Figure 10 shows that 94% of these units have rent less than \$250, and 6% have rent ranging from \$250-\$499. The median rent for Portal is approximately \$126.<sup>4</sup>

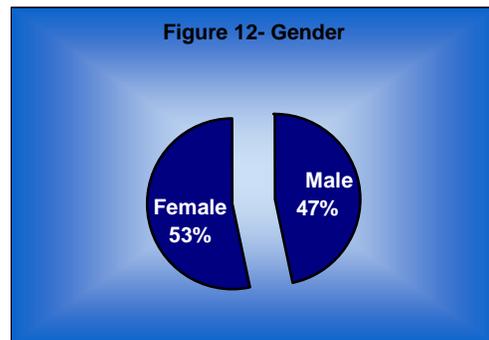


## Demographics

The population of Portal has remained relatively constant over the past thirty years. By referring to Figure 11, Portal had a total population of 643 in 1970, 520 in 1990,

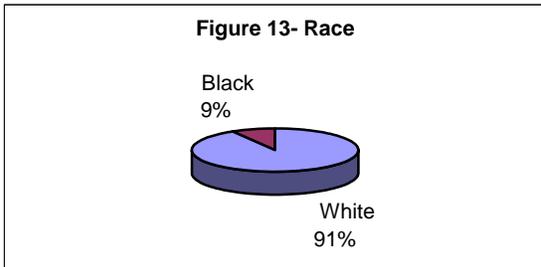


and 652 today. Considering the different age cohorts of Portal's population, most residents are between the ages of 25-44 years, which makes up 24% of the population. Also, Figure 12 shows the division of Males and Females in Portal. Males represent about 47%, and Females represent 53% of the population.<sup>5</sup>



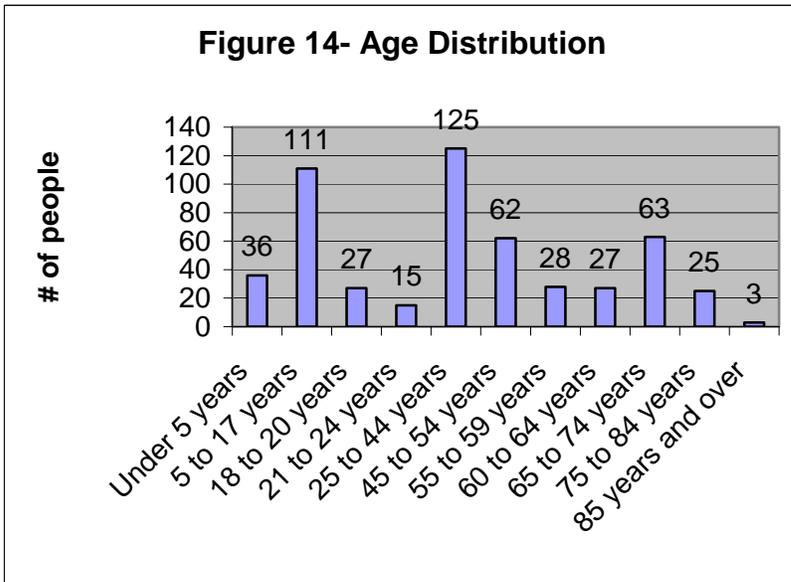
<sup>5</sup> U.S. Bureau of the Census, 1990 Census of Population and Housing.

Figure 13 shows the comparison of race for Portal’s population. 91% of the population is Caucasian, and 8% of the population is African American. Of the total population of 522, 477 people are Caucasian and 45 people are African American.



Portal, GA represents approximately 1.29% of the Veteran population in Bulloch County. An estimated total of 35 Veterans live in Portal and represent \$54,296 of total expenditures. Also, Portal’s Veterans receive \$42,342 in compensation and pension.<sup>6</sup>

Portal’s age distribution is shown in Figure 14. The two largest age groups are 5-17 years and 25-44 years. The 5-17 category holds 21.3% of the population, and the 25-44 category has 23.9% of Portal’s population. The smallest category is the 85 years and older group, which makes up .06 percent of the population.



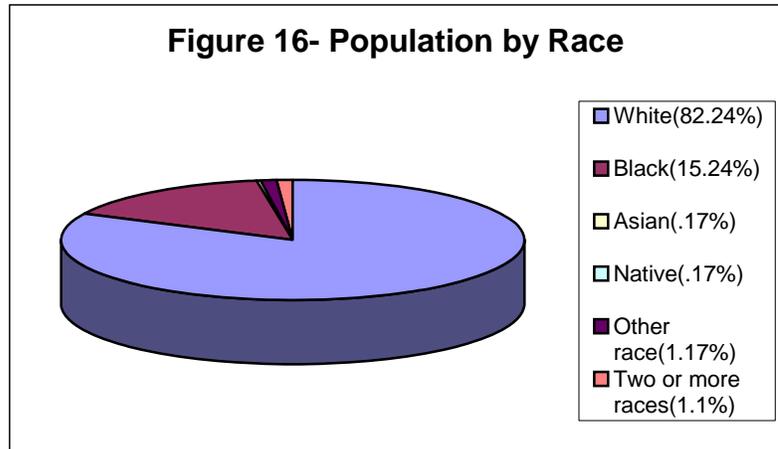
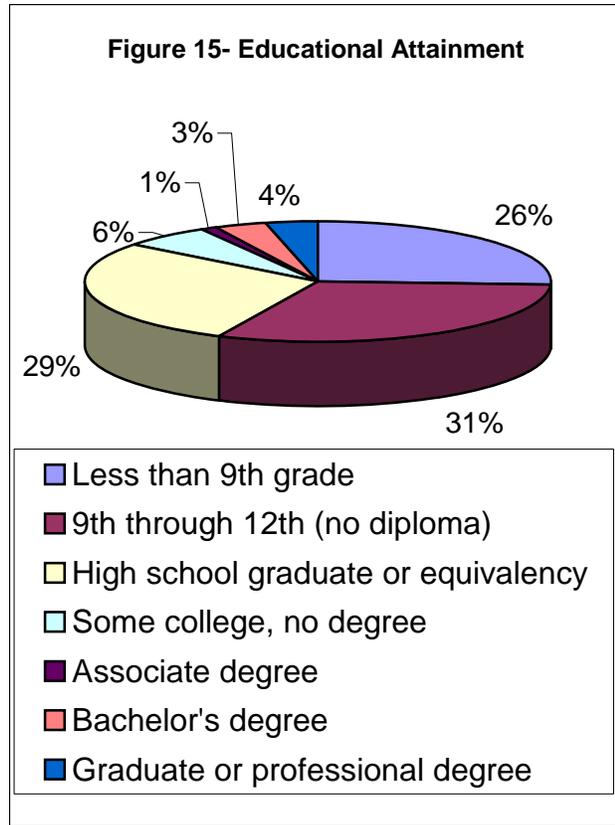
The 1990 Census data includes for persons 25 years old and over the proportion of educational attainment. The highest number of people falls within the 9<sup>th</sup> through 12<sup>th</sup> grade (no diploma) category with 31%. The lowest number of people falls within the

<sup>6</sup> www.va.gov

Associate degree category with 1%. Also, 29% of Portal's population are high school graduates, and 26% are in the less than 9<sup>th</sup> grade category.

**2000 Census Data**

This section highlights the 2000 Census information. The only data released to date is population by race. Figure 14 shows the percentages of the population for each category of race. The largest percentage category is White with 82.24%. Black is the second largest category with 15.24%. The other categories of race altogether make up less than 3% of Portal's population. Table 1 shows the 2000 population for the town of Portal. Although the projected population for Portal totaled 652 for 1999, the actual population in 2000 was 597 people. Table 1 also shows that Portal's population is now made up of 1.2% Hispanic or Latino of any race.



<b>Table 1- Population of Portal*</b>	
<b>Total Pop.</b>	<b>597</b>
<b>Hispanic or Latino</b>	<b>1.17%</b>
<b>* Based on the 2000 Census data.</b>	

## CONCLUSION

Although Portal has not seen tremendous growth over the past thirty years, the town of Portal has kept the hometown atmosphere that many towns have lost due to huge population growth. This analysis of Portal's economic conditions and demographics details the latest statistical data.

The economic conditions part of the Findings section of this report provides specific details on local businesses, building permits, traffic counts, households, occupancy, unit value, and rent. This section highlights the following:

- 74.9% of sales is generated by 16% of Portal's firms.
- The largest firm sector is the Services and Finance sector, which makes up about 47% of the firms in Portal, which is equivalent to 32 firms.
- Farming in Portal represents 50% of the Manufacturing sector and has approximately \$1,250,000 in sales each year.
- The Traffic Count Sector located south of Portal on Hwy. 80 had the most traffic, due to highway 80 connecting Portal to Statesboro.
- The city of Portal contains 203 households and an average of 2.57 persons per household.
- The median rent for Portal is approximately \$126.

The Demographics part of the Findings section of this report provides information on population, gender, race, and veterans. This section highlights the following:

- The population of Portal has remained relatively constant over the past thirty years and only changed from 643 in 1970 to 652 today.
- Males represent about 47%, and Females represent 53% of the population of Portal.
- The comparison of race for Portal's population shows that 91% of the population is Caucasian, and 8% of the population is African American.
- Portal, GA represents approximately 1.29% of the Veteran population in Bulloch County. A total of 35 Veterans live in Portal and represent \$54,296 of total expenditures.