Metro Atlanta
The Demographic Long View

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Metro Population Change 2010 to 2013

Houston added the most people between 2010 and 2013.
Atlanta was 7th.

Source: Census Bureau
110 Years of Growth in 50 Seconds (VIDEO)

Source: Census Bureau, ARC Plan 2040 Transportation Update (2014) (20-County Area)
Employment Change 2010 to 2012

Source: ARC Employment Estimates
Race and Ethnicity

1980

1 Dot = 6 People
Race and Ethnicity 2010

1 Dot = 6 People
The Long View

YOU CAN'T STOP THE WAVES BUT YOU CAN LEARN TO SURF
For the First Time in Forever……

Fewer Births and less Migration Means Less People

Figure 1. Projected Population: 2012 and 2050

- Population in 2012: 316.3, 314.0
- Difference = -2.3 Million

- Population in 2050: 439.0, 399.8
- Difference = -39.2 Million

Source: U.S. Census Bureau, Population Division.
Population Growth Comparison

United States

20-County Area

Rest of Georgia (139 Counties)

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
The Cheapest Generation
Why Millennials aren’t buying cars or houses, and what that means for the economy

By DEREK THOMPSON and JORDAN WEISSMANN

Who is (was) moving to Atlanta?

GEN Y AND BABY BOOMERS: LARGEST COHORTS

<table>
<thead>
<tr>
<th>Generation</th>
<th>Born</th>
<th>2010 Age</th>
<th>2010 Pop.</th>
<th>2010 % of Nation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eisenhower</td>
<td>Before 1946</td>
<td>64+</td>
<td>41M</td>
<td>13%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946 – 1964</td>
<td>45 – 64</td>
<td>80M</td>
<td>26%</td>
</tr>
<tr>
<td>Gen X</td>
<td>1965 – 1980</td>
<td>29 – 45</td>
<td>62M</td>
<td>20%</td>
</tr>
<tr>
<td>Gen Y (Millenials)</td>
<td>1981 – 1999</td>
<td>10 – 29</td>
<td>85M</td>
<td>27%</td>
</tr>
<tr>
<td>Gen Z (?)</td>
<td>2000 and After</td>
<td>0 – 10</td>
<td>42M</td>
<td>14%</td>
</tr>
</tbody>
</table>

SOURCES: RCLCO, using Claritas, and National Center for Health Statistics

GEN X AND GEN Y ARE KEY TO ATLANTA’S GROWTH – AND THEY REALLY LIKE ATLANTA

<table>
<thead>
<tr>
<th>How Many?</th>
<th>Gen Y: 78 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Boomers: 75 Million)</td>
<td></td>
</tr>
<tr>
<td>Most preferred area of the U.S.?</td>
<td>The South</td>
</tr>
<tr>
<td>Most preferred location in the SE?</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Top 3 metros preferred nationally?</td>
<td>1) NYC, 2) LA, 3) Atlanta</td>
</tr>
<tr>
<td>What are they doing in the RE market?</td>
<td>Currently renting, increasingly buying homes in 2010</td>
</tr>
<tr>
<td>Where do they want to go?</td>
<td>Intown areas, close to work, mixed-use envs.</td>
</tr>
</tbody>
</table>

SOURCE: RCLCO Consumer Research
National Population Change 2010 to 2040

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
Population Growth Slowing

Average Annual % Change

- 3.35%
- 2.17%
- 1.30%
- 1.22%
- 1.34%

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
National Labor Force Participation Rates by Race/Ethnicity
Estimated 1992 - Projected 2022

Source: Bureau of Labor Statistics
Region’s Labor Force

Regional Labor Market

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)

Labor Force
Participation rates
Population Determinants

Components

- Net Econ migrants - All
- Natural Change
- Total Population

Source: ARC Plan 2040 Transportation Update (2014) (20- County Area)
Region’s Employment Opportunity

Economic Migrants by Race/ Ethnicity

- **White-NonHispanic**
- **Black-NonHispanic**
- **Other-NonHispanic**
- **Hispanic**

Source: ARC Plan 2040 Transportation Update (2014) (20- County Area)
Age Population Growth

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
Age Composition Change

Source: ARC Plan 2040 Transportation Update (2014) (20- County Area)
Extreme Aging

Source: ARC Plan 2040 Transportation Update (2014) (20- County Area)
County Age Change

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
1990 Labor Force

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)

Labor Force - 1990

Ages 75+
Ages 70-74
Ages 65-69
Ages 62-64
Ages 60-61
Ages 55-59
Ages 45-54
Ages 35-44
Ages 30-34
Ages 25-29
Ages 22-24
Ages 20-21
Ages 18-19

Thousands

Male
Female

Regional impact + local relevance
Labor Force 2013

Source: ARC Plan 2040 Transportation Update (2014) (20- County Area)
Labor Force 2040

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
Regional Age By Race/Ethnicity 1990 to 2040

Age 0-14

Age 15-24

Age 25-64

Age 65+

Source: ARC Plan 2040 Transportation Update (2014) (20- County Area)
Employment Trends

Total Employment

Average Annual % Change

- 1990: 3.67%
- 1995: 1.13%
- 2000: 1.95%
- 2005: 1.29%
- 2010: 1.22%
- 2015: 1.29%
- 2020: 1.22%
- 2025: 1.22%
- 2030: 1.22%
- 2035: 1.22%
- 2040: 1.22%

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
Total Employment Change

Y-O-Y Employment Change

Avg Annual Change: 57,501

Source: ARC Plan 2040 Transportation Update (2014) (20- County Area)
County Growth VIDEO

Chart

Color
Unique colors

Size

Employment

Select

Population

1970

1980

Henry
Gwinnett
Clayton
Cobb
DeKalb
Fulton

Median Age

Lin

Hall
Sector Employment Change

- Health Care and Social Assistance
- Professional, Scientific, and Technical Services
- Administrative and Waste Management Services
- Construction
- Retail Trade
- Local Government
- Other Services, except Public Administration
- Accommodation and Food Services
- Real Estate and Rental and Leasing
- Finance and Insurance
- Transportation and Warehousing
- Wholesale Trade
- Manufacturing
- Educational Services
- State Government
- Arts, Entertainment, and Recreation
- Information
- Federal Civilian
- Management of Companies and Enterprises

Source: ARC Plan 2040 Transportation Update (2014) (20-County Area)
You want more?

http://www.atlantaregional.com/

http://www.neighborhoodnexus.org/


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