The Changing Face of Metro Atlanta

Mike Alexander, AICP
Research & Analytics Division
Center for Livable Communities
Atlanta Regional Commission
malexander@atlantaregional.com
Longevity

Life expectancy (years)

Children per woman (total fertility)

United States

China

1800

1620 1840 1860 1880 1900 1920 1940 1960 1980 2000

Play
2015 Race and Ethnicity

- **Boston**: 71.8% White, 7.0% Black, 7.3% American Indian/Alaska Native, 10.6% Hispanic (Any Race)
- **Philadelphia**: 62.7% White, 20.3% Black, 5.6% Other, 9.1% Hispanic (Any Race)
- **Chicago**: 53.3% White, 16.5% Black, 6.2% Asian, 22.1% Hispanic (Any Race)
- **Atlanta**: 48.7% White, 32.7% Black, 5.4% Hispanic (Any Race), 10.7% Hispanic (Any Race)
- **Dallas**: 47.8% White, 15.2% Black, 6.0% Hispanic (Any Race), 28.6% Hispanic (Any Race)
- **NYC**: 47.0% White, 15.7% Black, 10.6% Hispanic (Any Race), 24.3% Hispanic (Any Race)
- **Washington**: 46.3% White, 24.6% Black, 10.0% Hispanic (Any Race), 15.6% Hispanic (Any Race)
- **Houston**: 37.3% White, 16.8% Black, 7.3% Hispanic (Any Race), 36.7% Hispanic (Any Race)
- **Miami**: 31.9% White, 19.9% Black, 2.4% Hispanic (Any Race), 43.9% Hispanic (Any Race)
- **LA**: 29.9% White, 6.5% Black, 15.1% Hispanic (Any Race), 45.5% Hispanic (Any Race)

Legend:
- White
- Black
- American Indian/Alaska Native
- Asian
- Pacific Islander
- Other
- Multiple Races
- Hispanic (Any Race)
Metro Growth
## Student Enrollment Growth

### By County:

<table>
<thead>
<tr>
<th>County</th>
<th>2010-2014</th>
<th>2000-2010</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gwinnett</td>
<td>12,420</td>
<td>50,211</td>
<td>109,603</td>
</tr>
<tr>
<td>Cobb</td>
<td>4,326</td>
<td>11,319</td>
<td>95,300</td>
</tr>
<tr>
<td>DeKalb</td>
<td>2,774</td>
<td>1,938</td>
<td>93,543</td>
</tr>
<tr>
<td>Fulton</td>
<td>3,456</td>
<td>23,002</td>
<td>66,918</td>
</tr>
<tr>
<td>Clayton</td>
<td>2,945</td>
<td>3,270</td>
<td>46,281</td>
</tr>
<tr>
<td>Atlanta City</td>
<td>1,227</td>
<td>(8,565)</td>
<td>57,370</td>
</tr>
<tr>
<td>Forsyth</td>
<td>6,454</td>
<td>18,589</td>
<td>23,551</td>
</tr>
<tr>
<td>Henry</td>
<td>369</td>
<td>17,144</td>
<td>25,821</td>
</tr>
<tr>
<td>Cherokee</td>
<td>1,827</td>
<td>12,492</td>
<td>17,145</td>
</tr>
<tr>
<td>Douglas</td>
<td>1,288</td>
<td>7,307</td>
<td>19,456</td>
</tr>
<tr>
<td>Fayette</td>
<td>(1,286)</td>
<td>1,613</td>
<td>13,398</td>
</tr>
<tr>
<td>Rockdale</td>
<td>560</td>
<td>2,184</td>
<td>7,331</td>
</tr>
<tr>
<td>Marietta City</td>
<td>759</td>
<td>679</td>
<td>2,502</td>
</tr>
<tr>
<td>Decatur City</td>
<td>1,451</td>
<td>392</td>
<td>2,145</td>
</tr>
<tr>
<td>Buford City</td>
<td>956</td>
<td>1,050</td>
<td>2,145</td>
</tr>
</tbody>
</table>

### Enrollment Growth:

- **2010-2014 Growth:**
  - Gwinnett: 12,420
  - Cobb: 4,326
  - DeKalb: 2,774
  - Fulton: 3,456
  - Clayton: 2,945
  - Atlanta City: 1,227
  - Forsyth: 6,454
  - Henry: 369
  - Cherokee: 1,827
  - Douglas: 1,288
  - Fayette: (1,286)
  - Rockdale: 560
  - Marietta City: 759
  - Decatur City: 1,451
  - Buford City: 956

- **2000-2010 Growth:**
  - Gwinnett: 50,211
  - Cobb: 11,319
  - DeKalb: 1,938
  - Fulton: 23,002
  - Clayton: 3,270
  - Atlanta City: (8,565)
  - Forsyth: 18,589
  - Henry: 17,144
  - Cherokee: 12,492
  - Douglas: 7,307
  - Fayette: 1,613
  - Rockdale: 2,184
  - Marietta City: 679
  - Decatur City: 392
  - Buford City: 1,050

- **2000 Enrollment:**
  - Gwinnett: 109,603
  - Cobb: 95,300
  - DeKalb: 93,543
  - Fulton: 66,918
  - Clayton: 46,281
  - Atlanta City: 57,370
  - Forsyth: 23,551
  - Henry: 25,821
  - Cherokee: 17,145
  - Douglas: 19,456
  - Fayette: 13,398
  - Rockdale: 7,331
  - Marietta City: 2,502
  - Decatur City: 2,145
  - Buford City: 2,145

### Graph Description:

- The bar chart visually represents the student enrollment growth for various counties over the periods 2000-2010 and 2010-2014, with the year 2000 data included for reference.
- Each bar is color-coded to distinguish between different counties and years.
- The y-axis represents enrollment numbers, ranging from 0 to 20,000 students, with markers at 20,000, 40,000, 60,000, 80,000, 100,000, 120,000, 140,000, 160,000, and 180,000.
## 2000 School Enrollment

<table>
<thead>
<tr>
<th>City</th>
<th>White (%)</th>
<th>Black (%)</th>
<th>Asian (%)</th>
<th>Hispanic (%)</th>
<th>Other (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherokee</td>
<td>90.3%</td>
<td>3.3%</td>
<td>4.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forsyth</td>
<td>93.8%</td>
<td>0.4%</td>
<td>4.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decatur City</td>
<td>42.8%</td>
<td>53.2%</td>
<td>0.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buford City</td>
<td>63.2%</td>
<td>16.6%</td>
<td>16.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fayette</td>
<td>79.0%</td>
<td>14.1%</td>
<td>2.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cobb</td>
<td>63.8%</td>
<td>23.4%</td>
<td>6.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Henry</td>
<td>75.7%</td>
<td>19.6%</td>
<td>1.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulton</td>
<td>47.1%</td>
<td>38.5%</td>
<td>6.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Douglas</td>
<td>69.9%</td>
<td>24.1%</td>
<td>2.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gwinnett</td>
<td>62.3%</td>
<td>16.4%</td>
<td>10.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marietta City</td>
<td>28.4%</td>
<td>48.1%</td>
<td>17.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rockdale</td>
<td>67.9%</td>
<td>23.9%</td>
<td>4.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlanta City</td>
<td>6.5%</td>
<td>89.4%</td>
<td>2.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DeKalb</td>
<td>11.3%</td>
<td>76.7%</td>
<td>5.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clayton</td>
<td>21.6%</td>
<td>64.9%</td>
<td>5.8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The chart above shows the percentage distribution of school enrollment across different cities in 2000, highlighting the racial and ethnic demographics of each city's student population.
### 2014 School Enrollment

<table>
<thead>
<tr>
<th>County</th>
<th>% White</th>
<th>% Black</th>
<th>% Asian</th>
<th>% Hispanic</th>
<th>% Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherokee</td>
<td>71.6%</td>
<td></td>
<td></td>
<td>7.3%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Forsyth</td>
<td>68.8%</td>
<td></td>
<td></td>
<td>3.1%</td>
<td>12.4%</td>
</tr>
<tr>
<td>Decatur City</td>
<td>61.2%</td>
<td></td>
<td></td>
<td>25.4%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Buford City</td>
<td>54.7%</td>
<td></td>
<td></td>
<td>12.2%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Fayette</td>
<td>51.8%</td>
<td></td>
<td></td>
<td>26.7%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Cobb</td>
<td>39.8%</td>
<td></td>
<td></td>
<td>31.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Henry</td>
<td>35.1%</td>
<td></td>
<td></td>
<td>49.3%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Fulton</td>
<td>30.5%</td>
<td></td>
<td></td>
<td>42.5%</td>
<td>9.9%</td>
</tr>
<tr>
<td>Douglas</td>
<td>29.6%</td>
<td></td>
<td></td>
<td>51.2%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Gwinnett</td>
<td>26.7%</td>
<td></td>
<td></td>
<td>31.3%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Marietta City</td>
<td>18.3%</td>
<td></td>
<td></td>
<td>40.9%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Rockdale</td>
<td>16.8%</td>
<td></td>
<td></td>
<td>64.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Atlanta City</td>
<td>14.8%</td>
<td></td>
<td></td>
<td>75.5%</td>
<td>1.1%</td>
</tr>
<tr>
<td>DeKalb</td>
<td>10.7%</td>
<td></td>
<td></td>
<td>65.5%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Clayton</td>
<td>2.9%</td>
<td></td>
<td></td>
<td>70.3%</td>
<td>4.2%</td>
</tr>
</tbody>
</table>
Race and Ethnicity

1980

1 Dot = 6 People
Race and Ethnicity

2000

1 Dot = 6 People
Race and Ethnicity

2015

- White non-Hispanic
- Black Alone
- Native Americans Alone
- Asian Alone
- Pacific Alone
- Two or More Races
- Hispanic Population

1 Dot = 6 People
Foreign-Born by Country of Origin

Foreign-Born Pop., By Country of Origin
1 Dot = 100 People
- Mexico
- India
- Korea
- Jamaica
- Vietnam
- China

Data Source: US Census Tracts, 2012 American Community Survey
Generations

Cohorts Nationally, Southeast, Metro Atlanta

- Gen Z
- Gen Y Millennials
- Gen X
- Baby Boomers
- Eisenhowers

Generation By Age as of 2014

- Gen Z: 0-17
- Gen Y (Millennials): 18-34
- Gen X: 35-49
- Baby Boomers: 50-69
- Eisenhowers: 70+

Source: ESRI 2014
Millennials are the most Diverse Generation

2014 Race Make-Up by Generation

- Gen Z: 20% Hispanic, 51% White, 12% Black, 17% Other
- Millennials: 18% Hispanic, 54% White, 23% Black, 5% Other
- Gen X: 15% Hispanic, 60% White, 11% Black, 14% Other
- Baby Boomers: 9% Hispanic, 71% White, 10.00% Black, 9% Other
- Eisenhowers: 7% Hispanic, 79% White, 8% Black, 6% Other

Source: ESRI; PEW Research Center via RCLCO
Already a large share in Atlanta

Cohorts Nationally, Southeast, Metro Atlanta

Source: ESRI 2014
Mapping the Millennials: Best Educated Live Intown

LifeMode 3 Uptown Individuals
- Young, successful singles in the city
- Intelligent (best educated market), hard-working (highest rate of labor force participation) and averse to traditional commitments of marriage and home ownership
- Urban denizens, partial to city life, high-rise apartments and uptown neighborhoods
- Prefer debit cards to credit cards, while paying down student loans
- Green and generous to environmental, cultural and political organizations
- Internet dependent, from social connections to shopping for groceries (although partial to showrooming)
- Adventurous and open to new experiences and places

Source: ESRI Demographics
LifeMode 11 Midtown Singles
• Millennials on the move—single, diverse, urban
• Millennials seeking affordable rents in apartment buildings
• Work in service and unskilled positions, usually close to home or public transportation
• Single parents depend on their paycheck to buy supplies for their very young children
• Midtown Singles embrace the Internet, for social networking and downloading content
• From music and movies to soaps and sports, radio and television fill their lives
• Brand savvy shoppers select budget friendly stores

Source: ESRI Demographics
Population Forecast Comparison (2015)

- **United States**
- **20-County Area**
- **Rest of Georgia (139 Counties)**

Source: ARC The Region’s Plan Forecast (2015) Series 15 DRAFT
Regional Labor Force Participation Forecast

Labor Force Participation Rates – All Ages

Source: ARC The Region’s Plan Forecast (2015) Series 15 DRAFT
FORECAST FOR NATIONAL GDP

Gross Domestic Product – Annual Percent Change

Source: ARC The Region’s Plan Forecast (2015) Series 15 DRAFT
7.9 AND 4.6

Forecast Summary – Total (in Thousands)

Source: ARC The Region’s Plan Forecast (2015) Series 15 DRAFT
1990 Age Comparison (% of total population)

- **Nation**
- **ARC 20Cty**

- **Eisenhowers/Silents**
- **Baby Boomers**
- **Gen X**
- **Millenials**

Source: ARC The Region’s Plan Forecast (2015) Series 15 DRAFT
2015 Age Comparison (% of total pop)

Source: ARC The Region’s Plan Forecast (2015) Series 15 DRAFT
2040 Age Comparison (% of total population)

Source: ARC The Region's Plan Forecast (2015) Series 15 DRAFT
Employment Forecast

Total Private Sector Employment (in Thousands) by Industry

Job Change [1990-2040]

- Forestry & Fishing
- Mining
- Utilities
- Mgmt of Cos
- Information
- Arts, Ent & Rec
- Educ Svcs
- Transp & Warehouse
- Manufacturing
- Wholesale Trade
- Health Care
- Retail Trade
- Prof, Sci & Tech Svcs
- Admin & Waste Mgmt Svcs
- Construction
- Accom & Food Svcs
- Real Estate
- Finance and Insurance
- Other Svcs
- Source: ARC

The Region’s Plan Forecast (2015) Series 15 DRAFT
County Growth VIDEO

Population
1990

- Forsyth
- Gwinnett
- Cobb
- Fulton
- DeKalb
- Clayton
Questions?

http://www.atlantaregional.com/

http://www.neighborhoodnexus.org/

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