The Changing Face of Metro Atlanta

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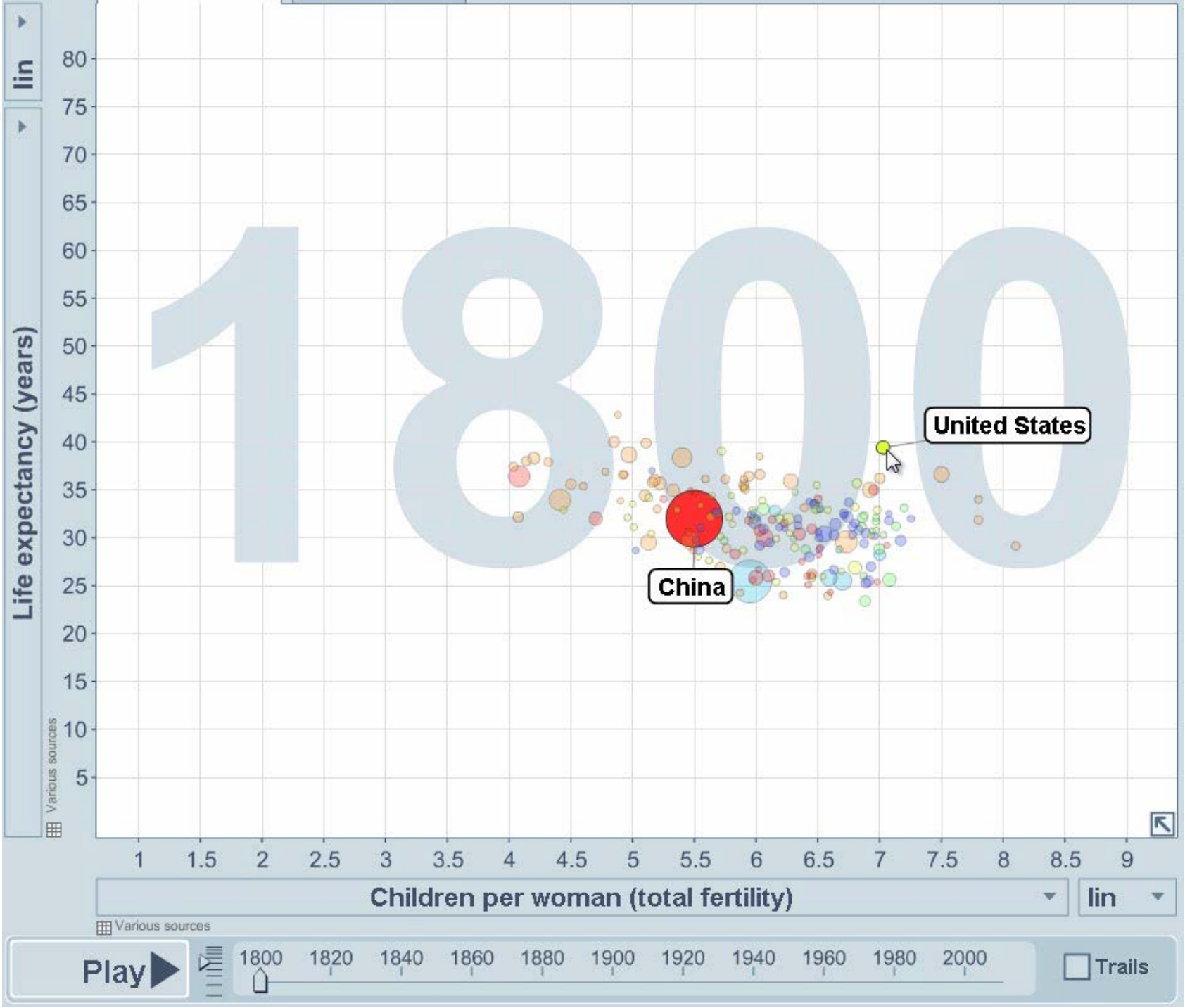
ARC+ regional impact + local relevance

Longevity

Video

www.gapminder.org



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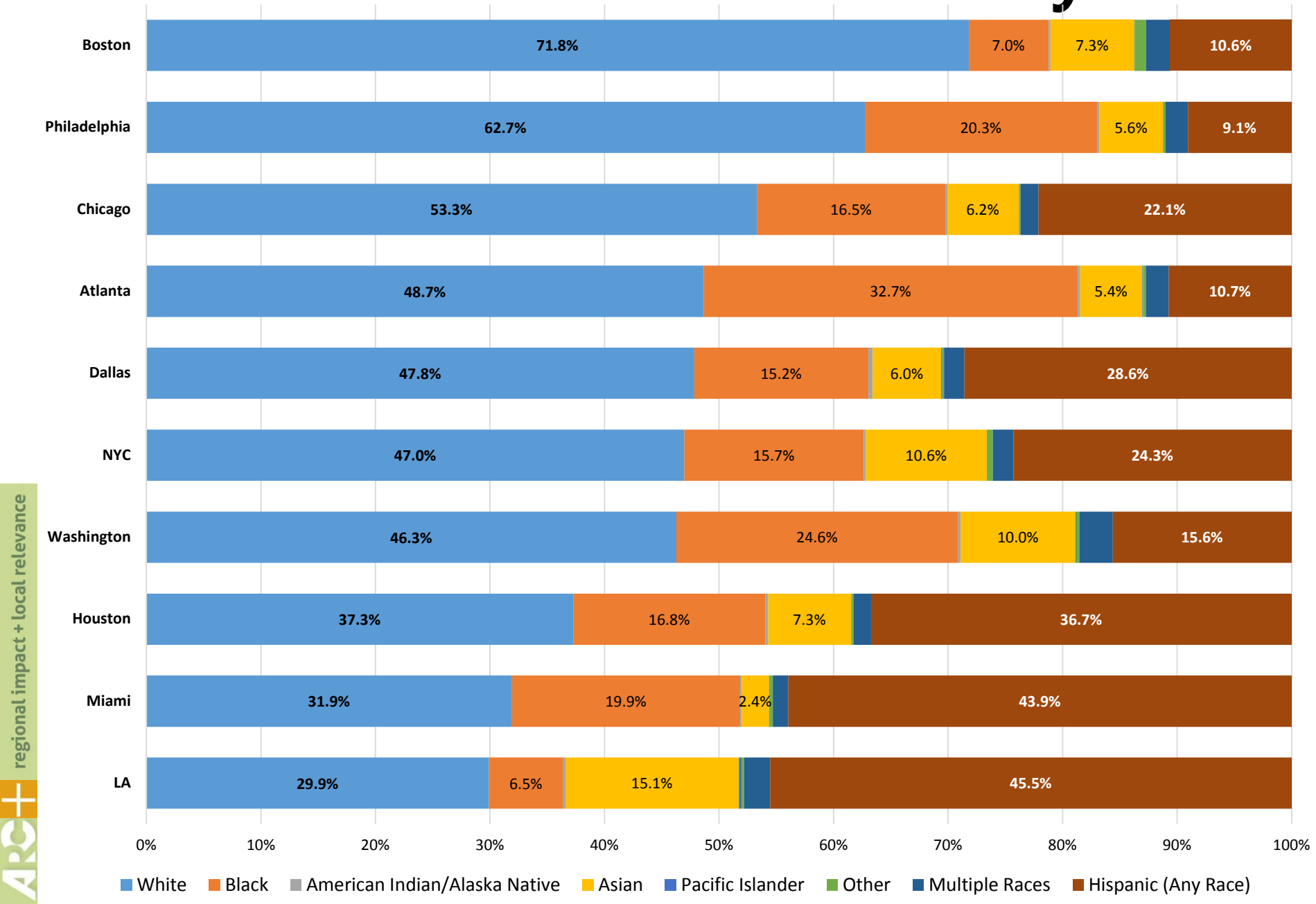
2015 Race and Ethnicity



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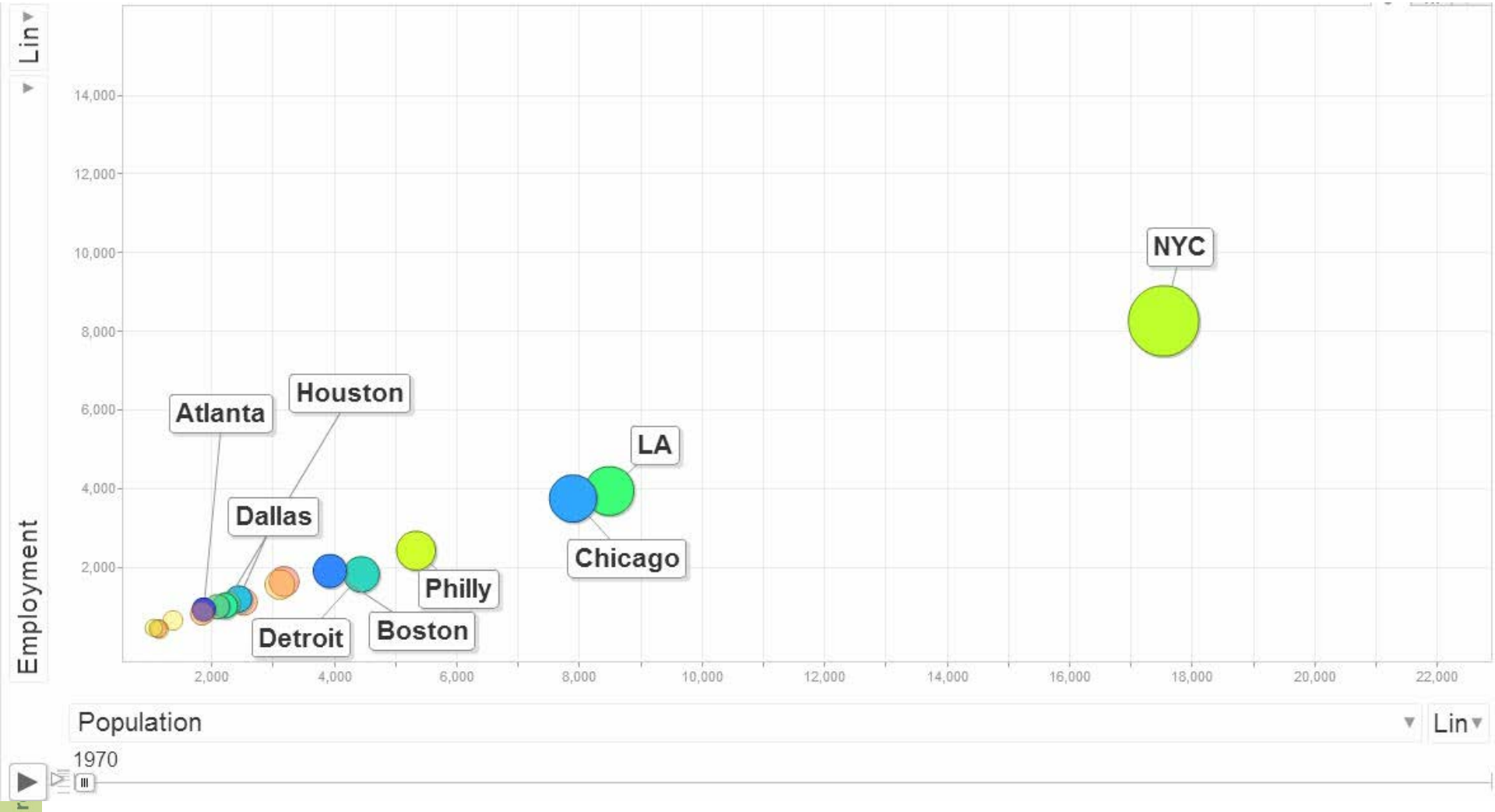
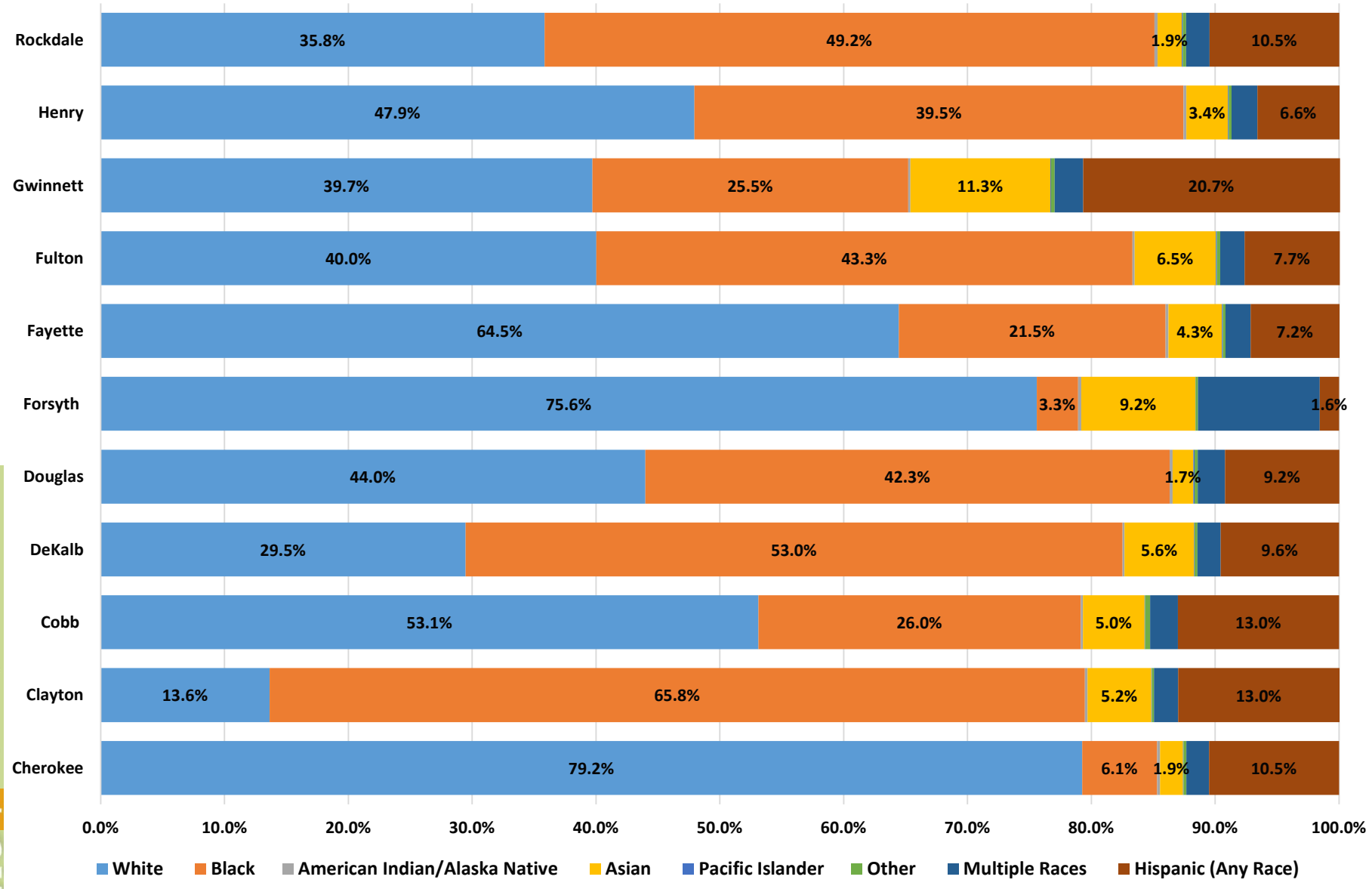
Metro Growth



2015 County Race and Ethnicity



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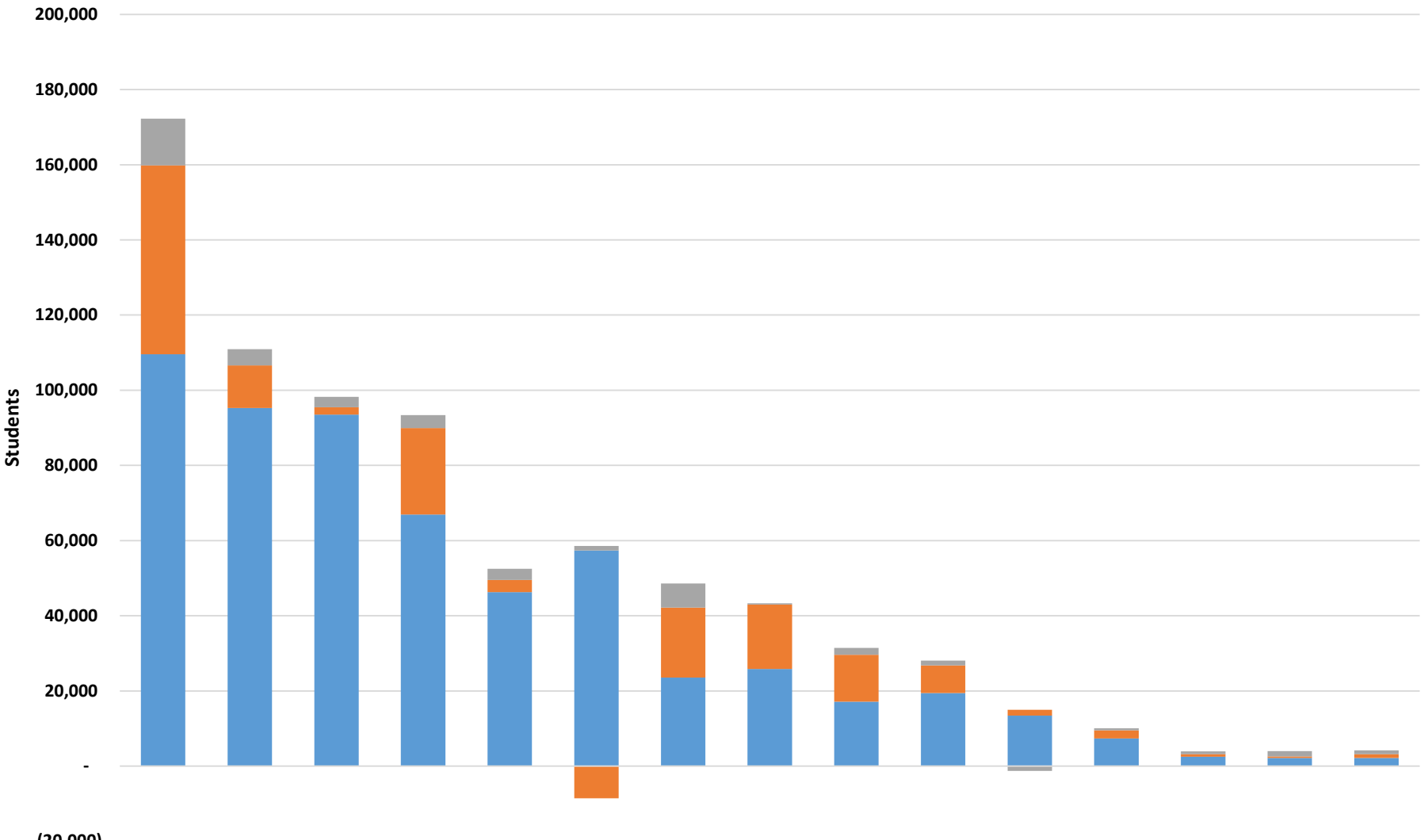
Student Enrollment Growth



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

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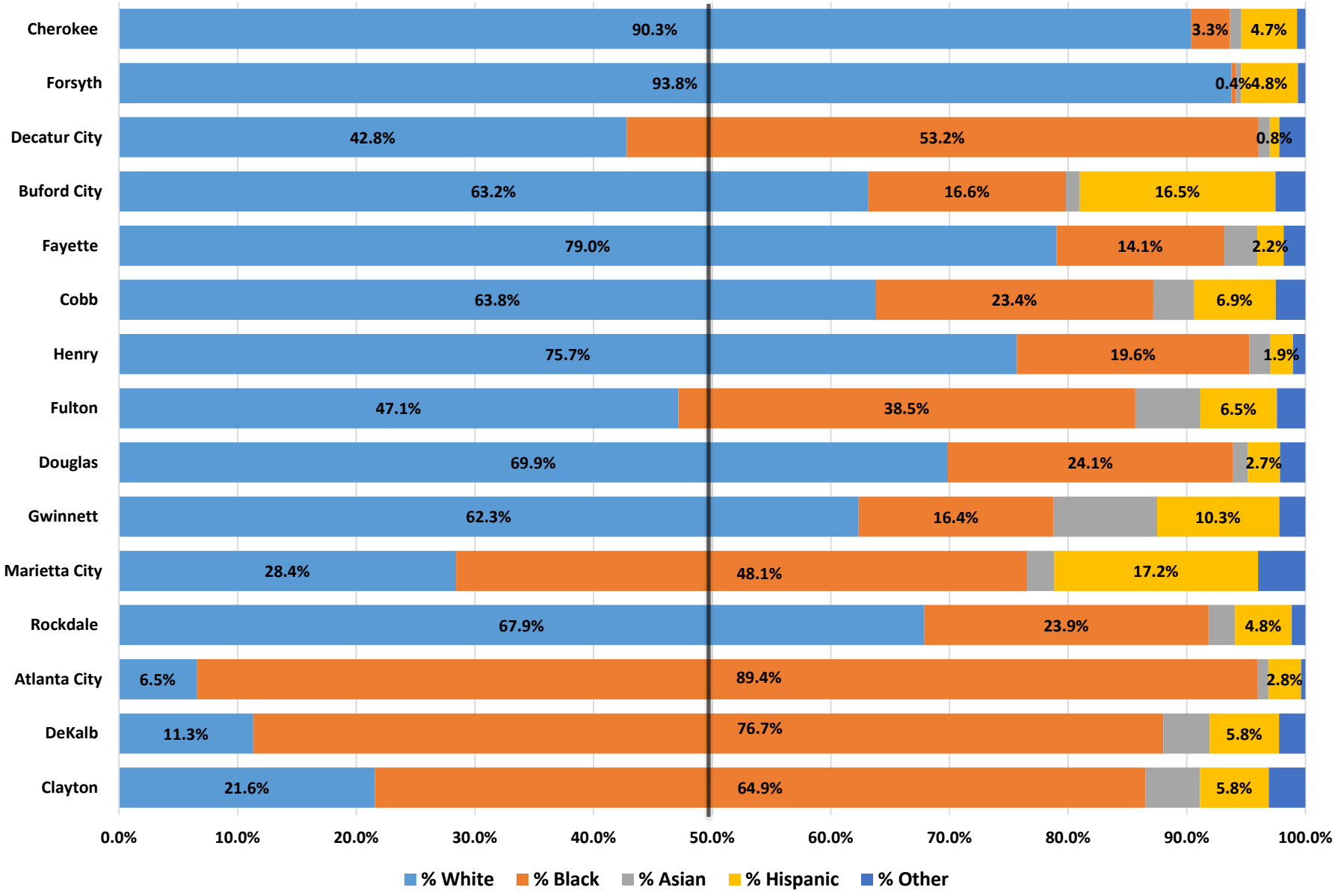
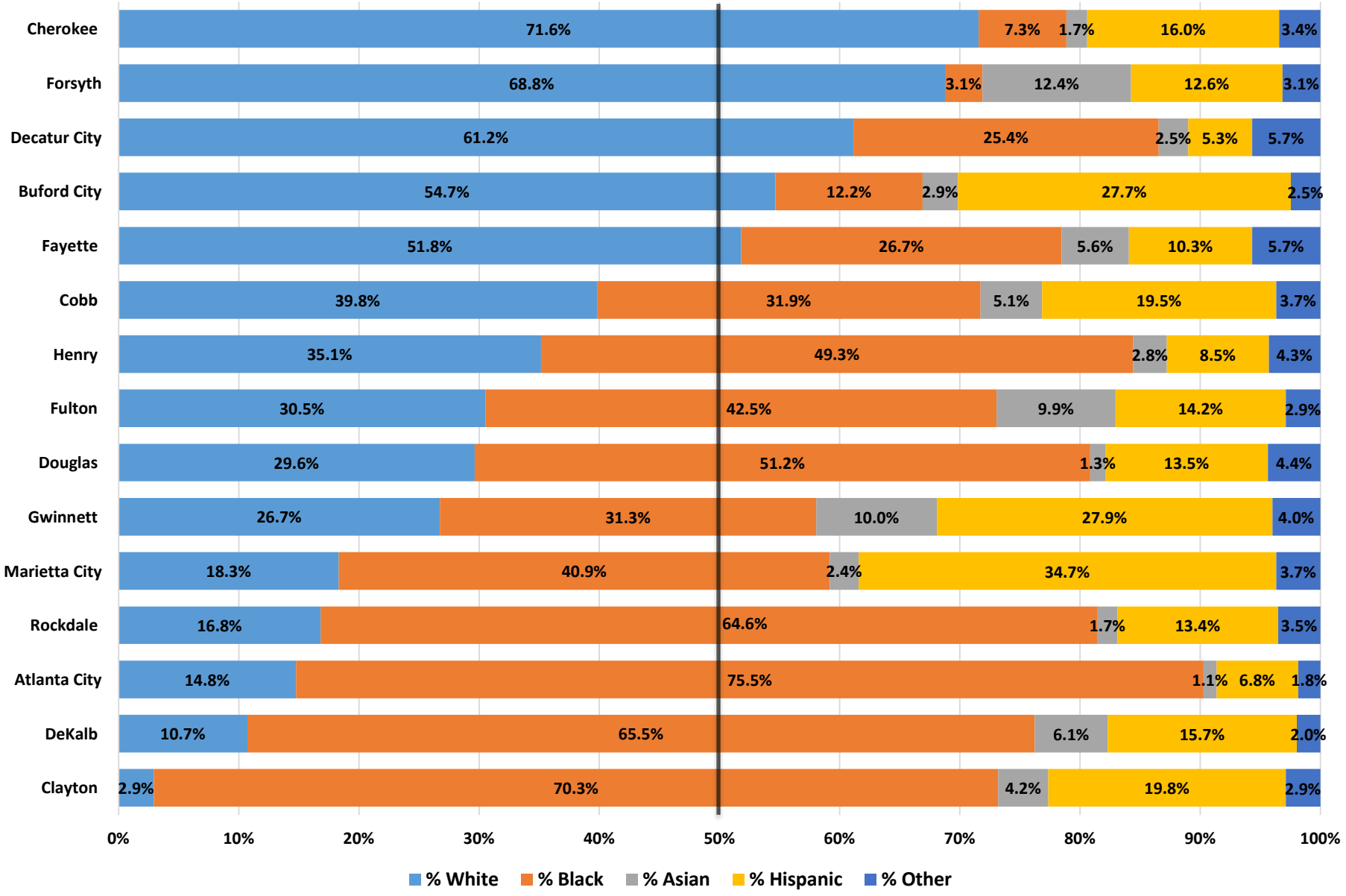
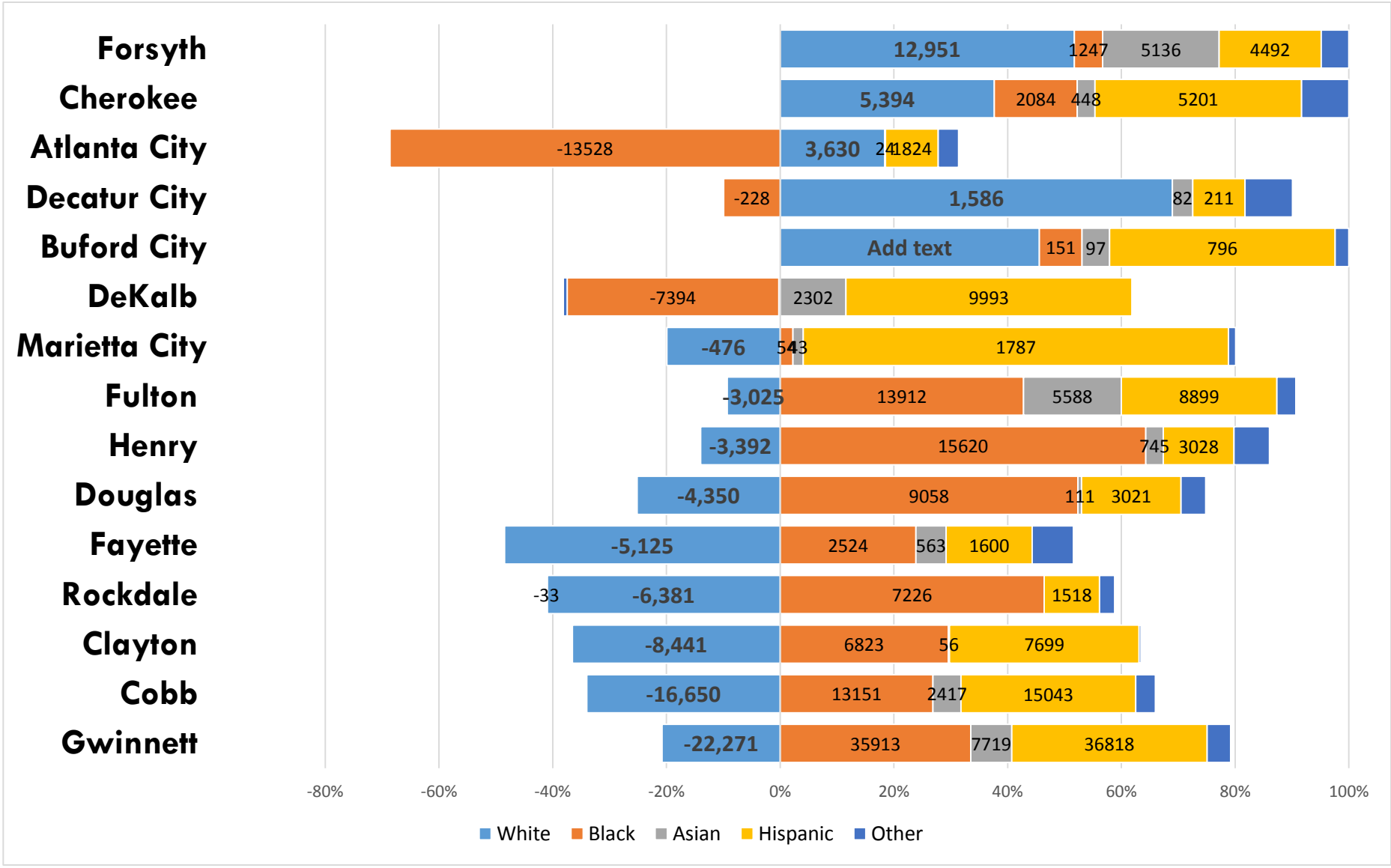
2000 School Enrollment



2014 School Enrollment



Change in Enrollment 2000-2014



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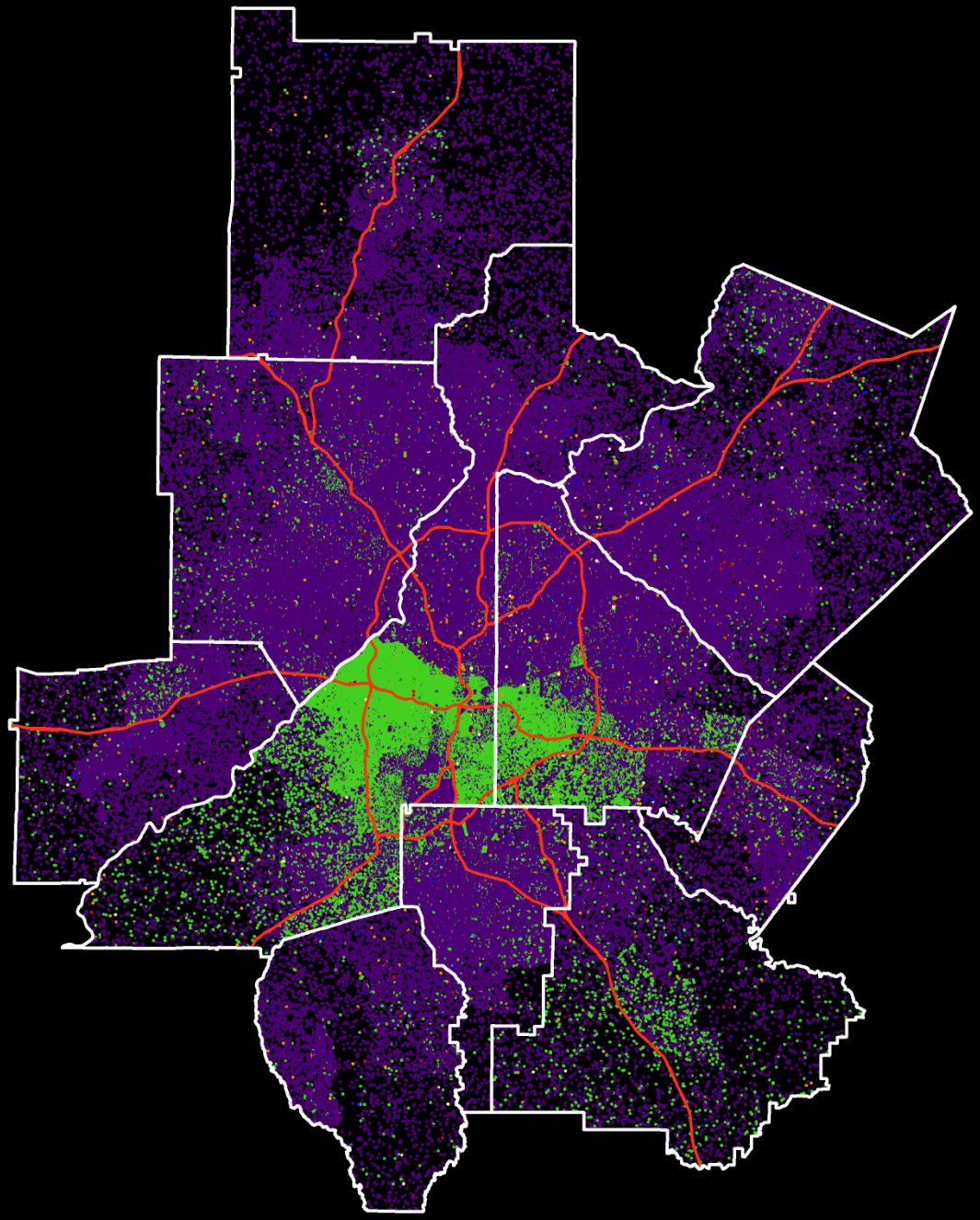
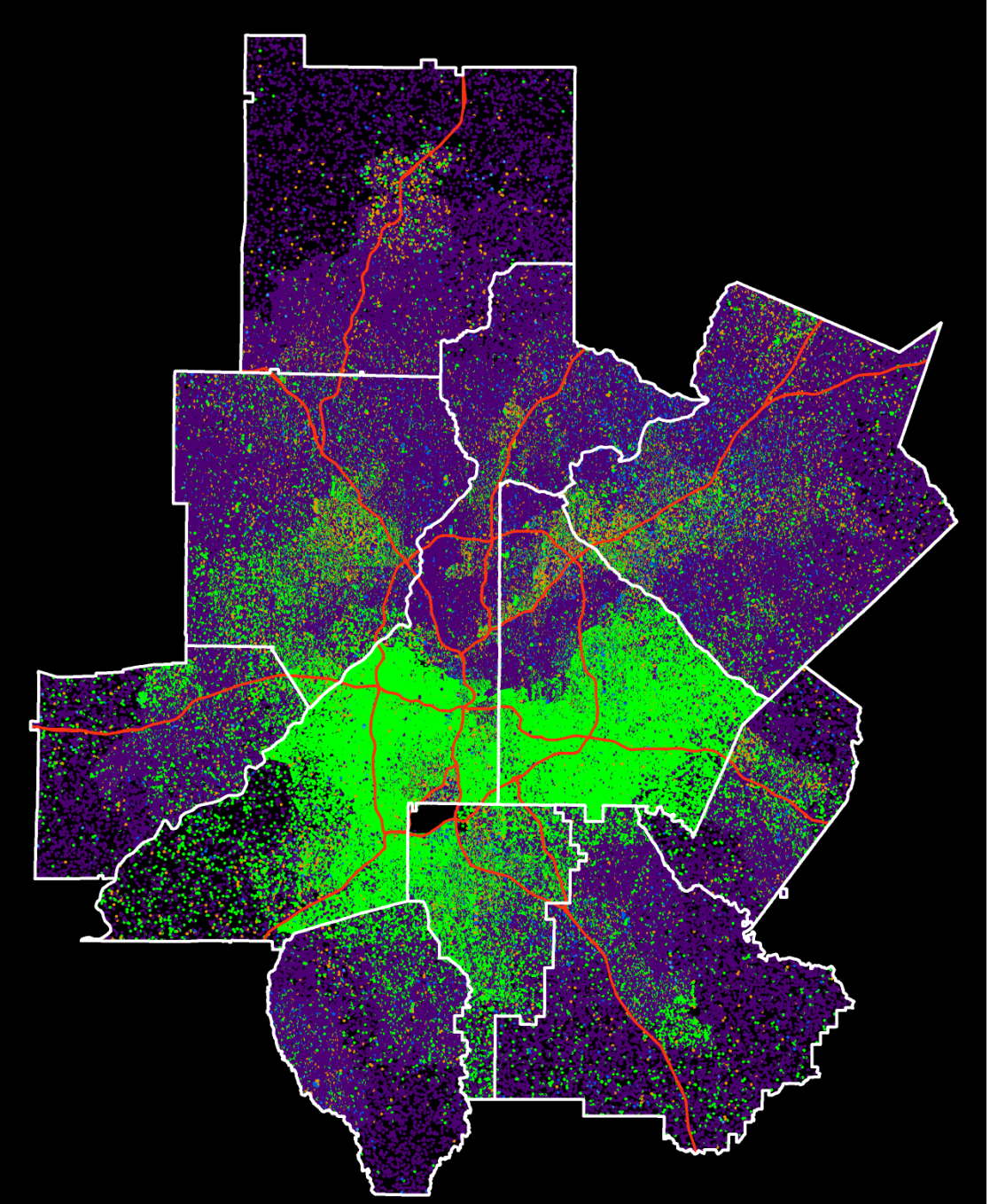


Race and Ethnicity

1980

1 Dot= 6 People



Race and Ethnicity

2000

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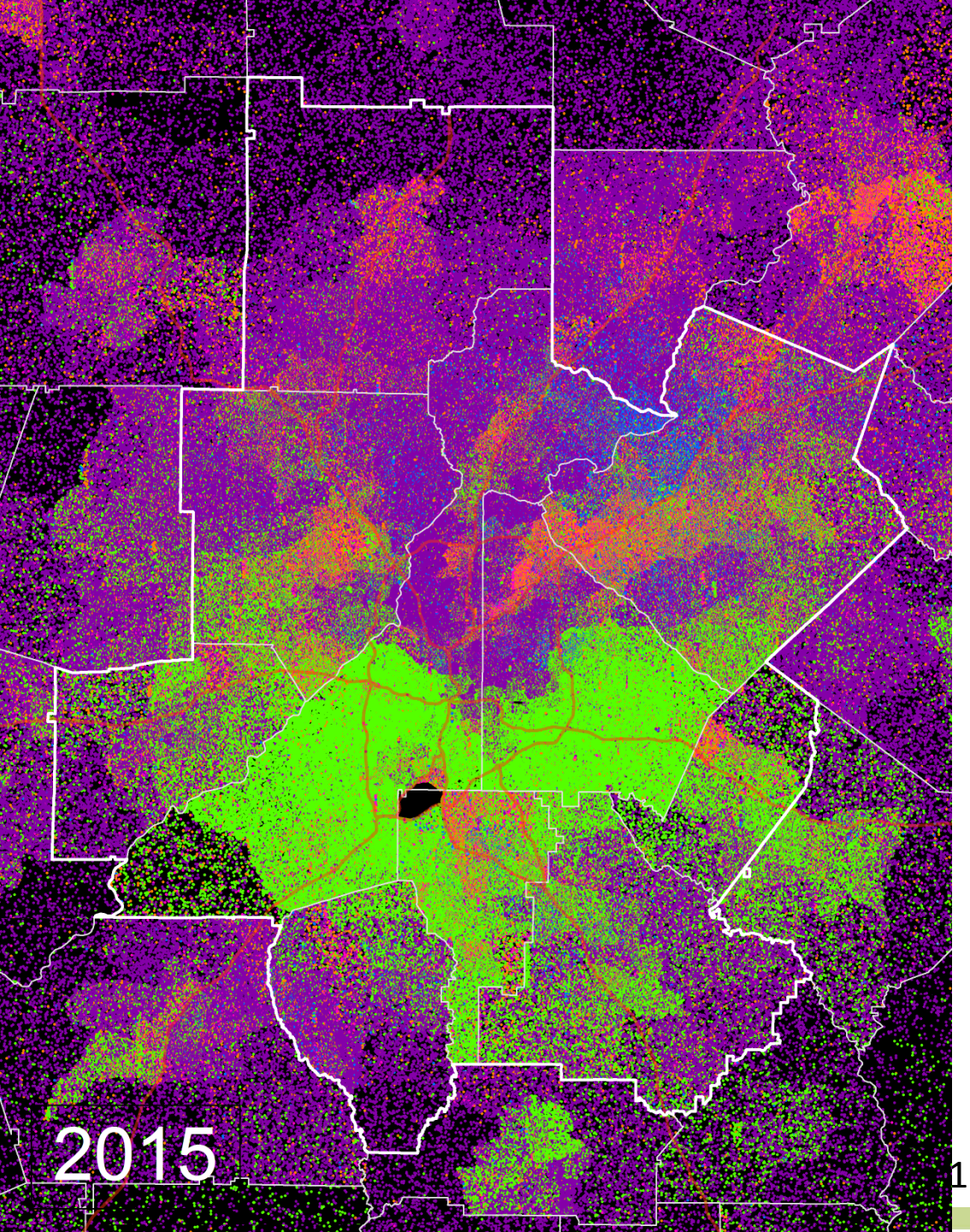
GeoLytics

ARC ATLANTA REGIONAL COMMISSION regional impact • local relevance

neighborhood nexus



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

GeoLytics

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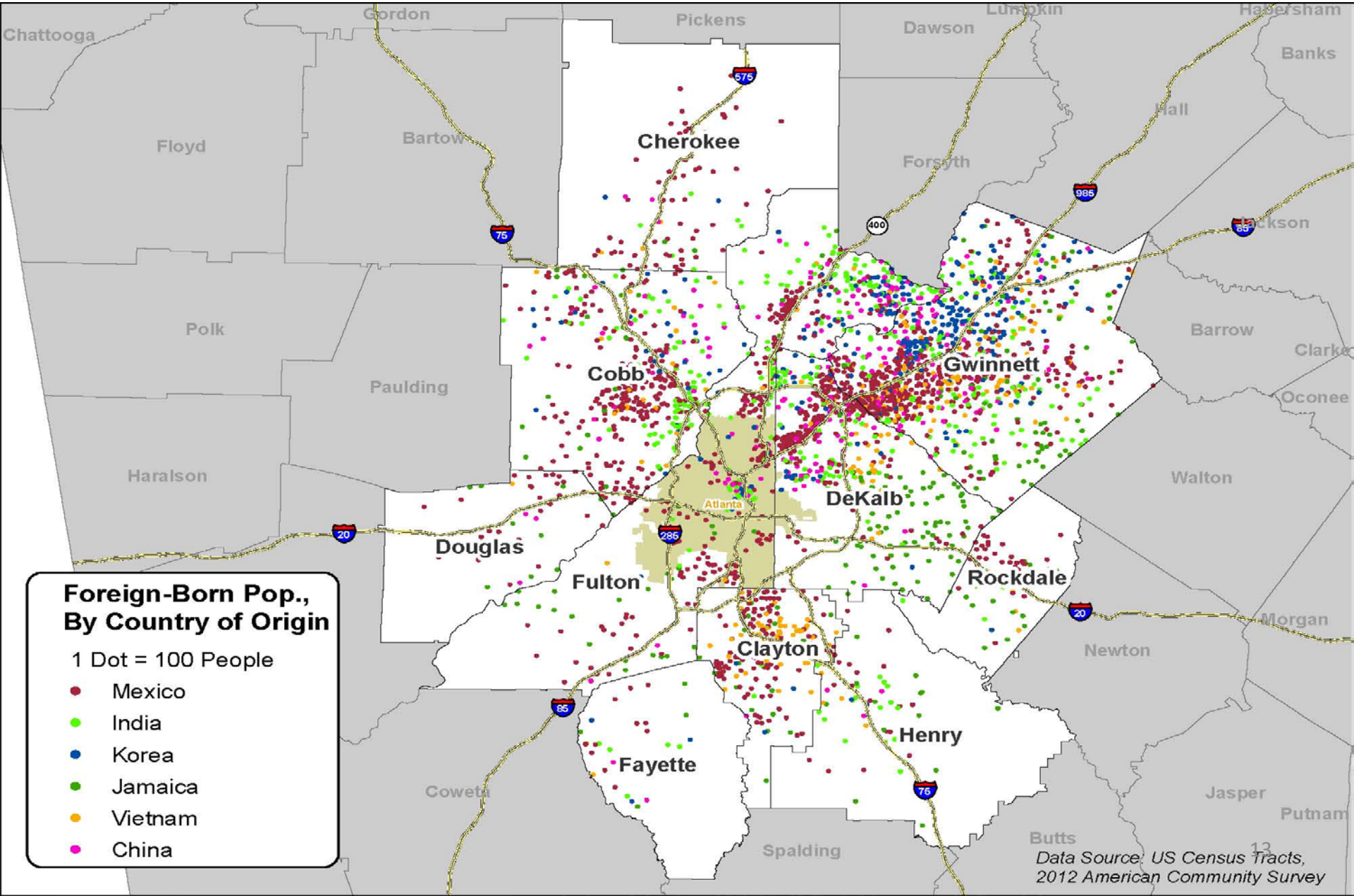
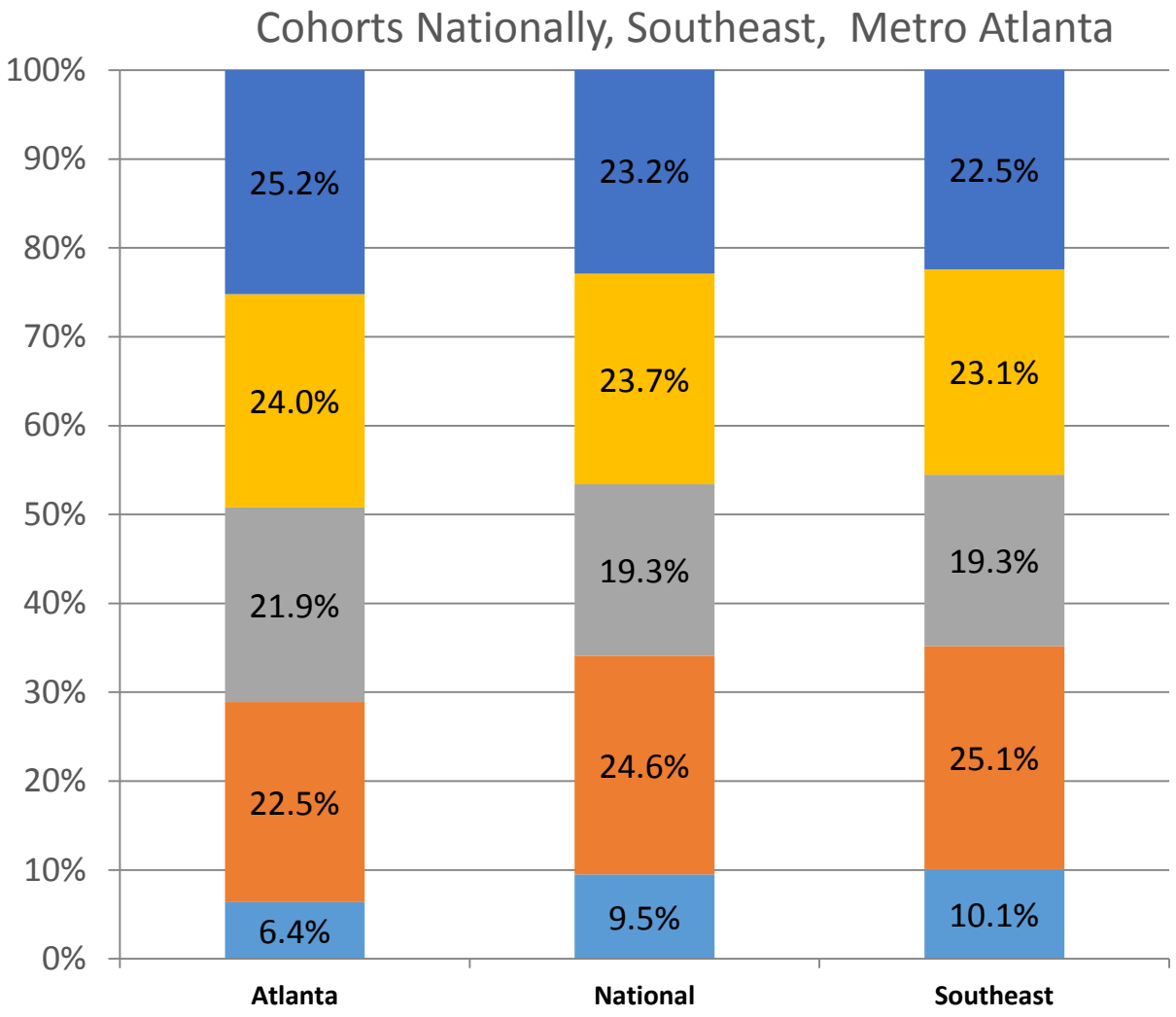
Foreign-Born by Country of Origin



Generations



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

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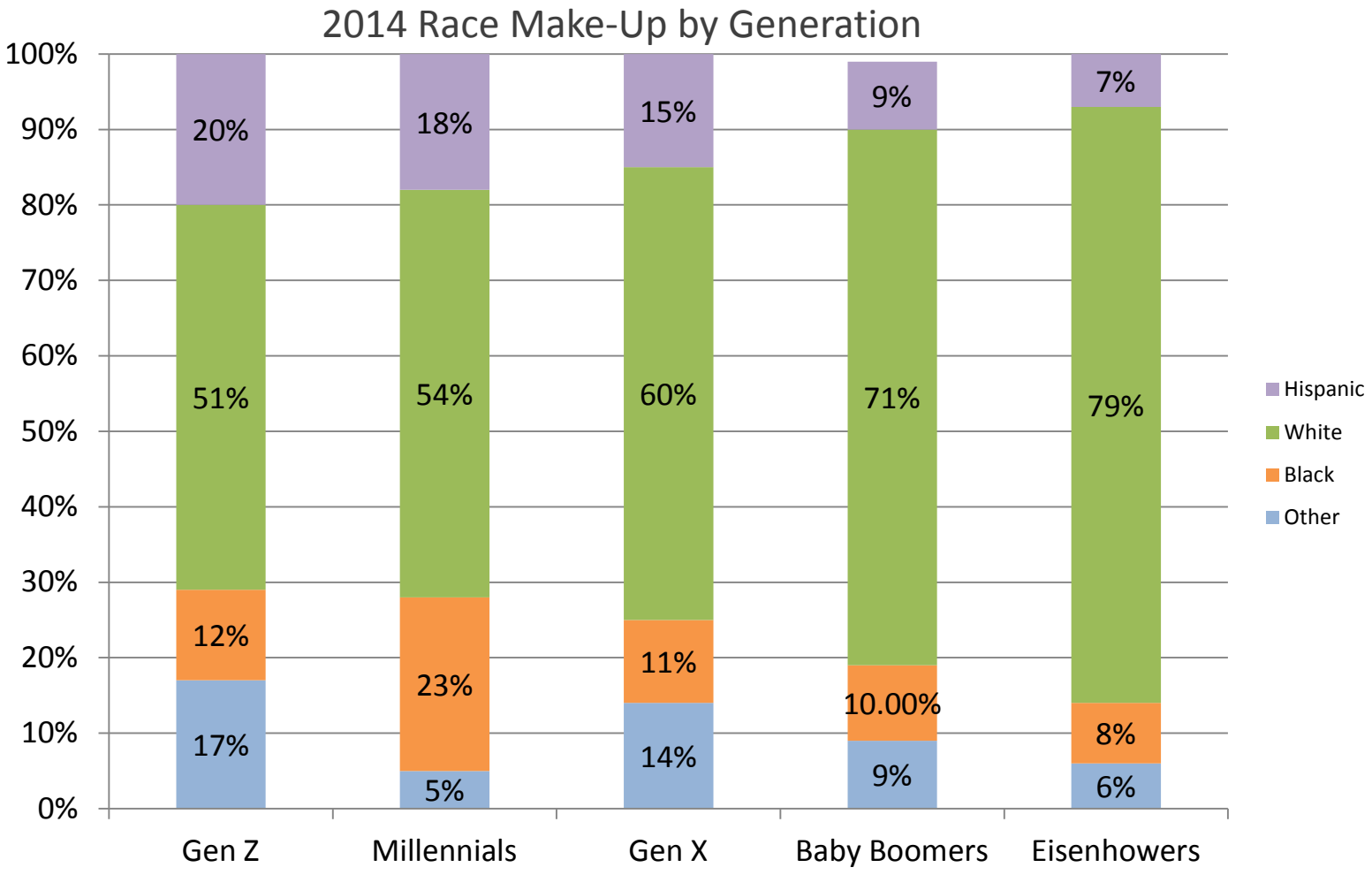
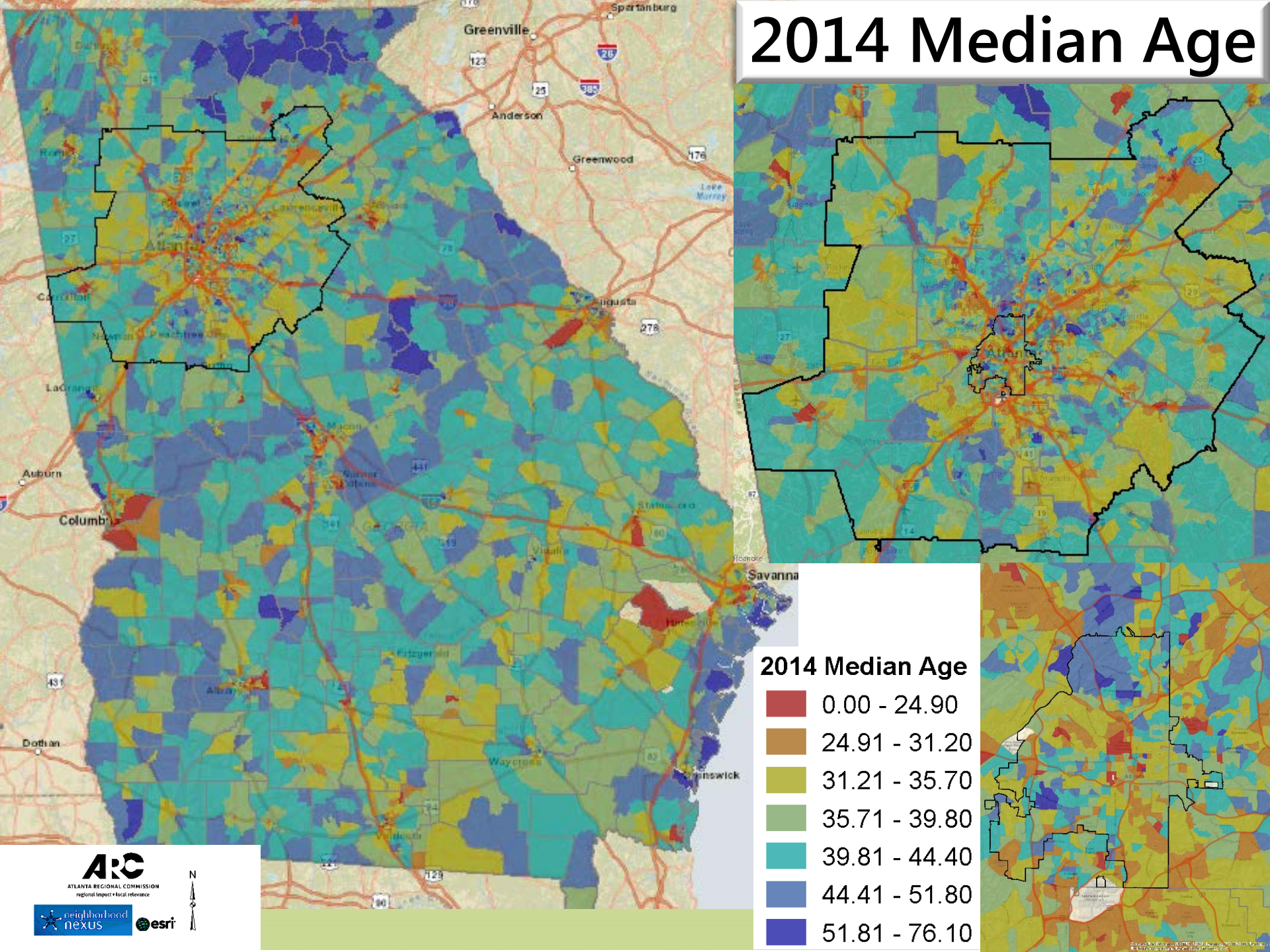
Millennials are the most Diverse Generation

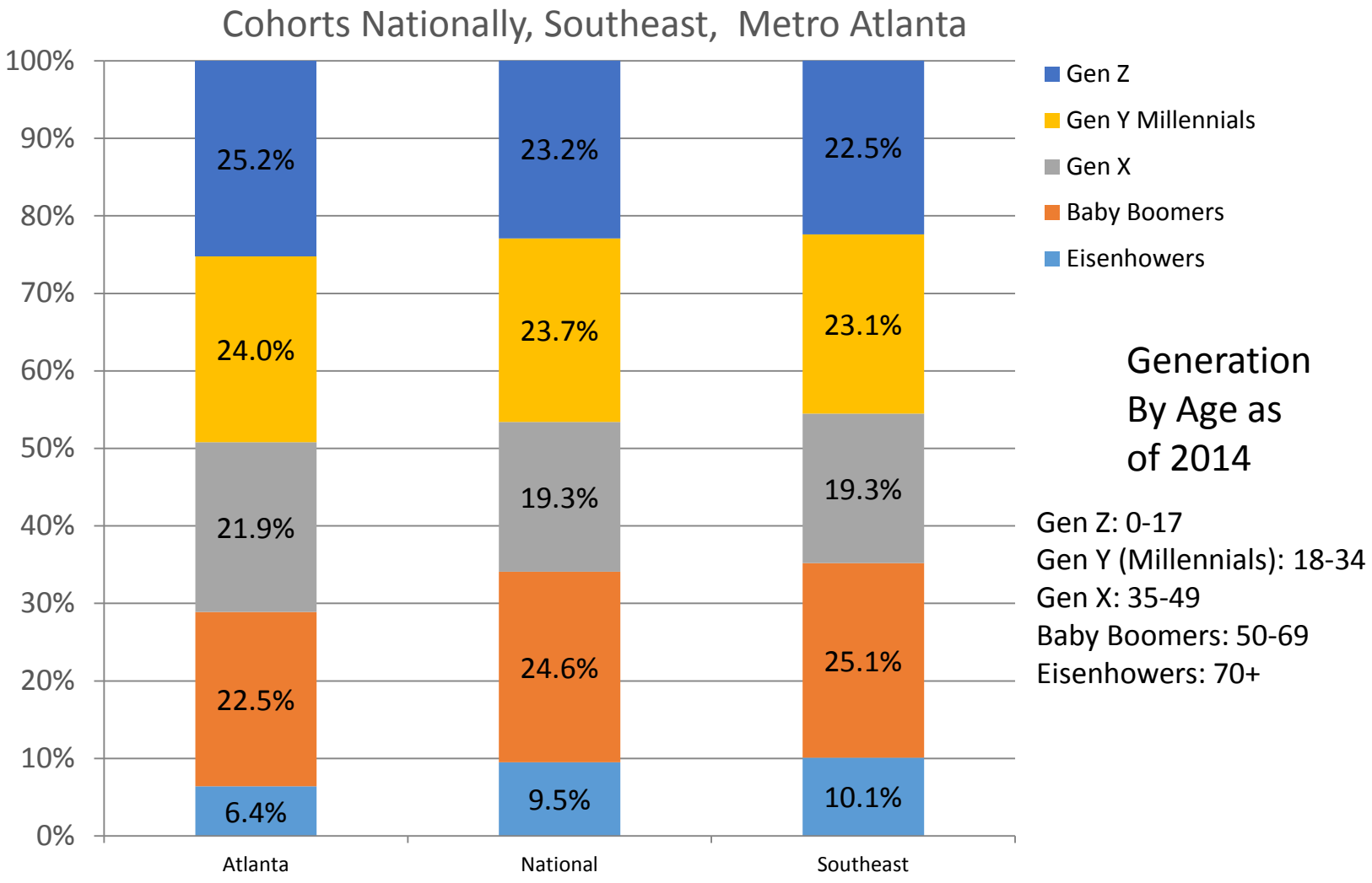


Source: ESRI; PEW Research Center via RCLCO

2014 Median Age



Already a large share in Atlanta



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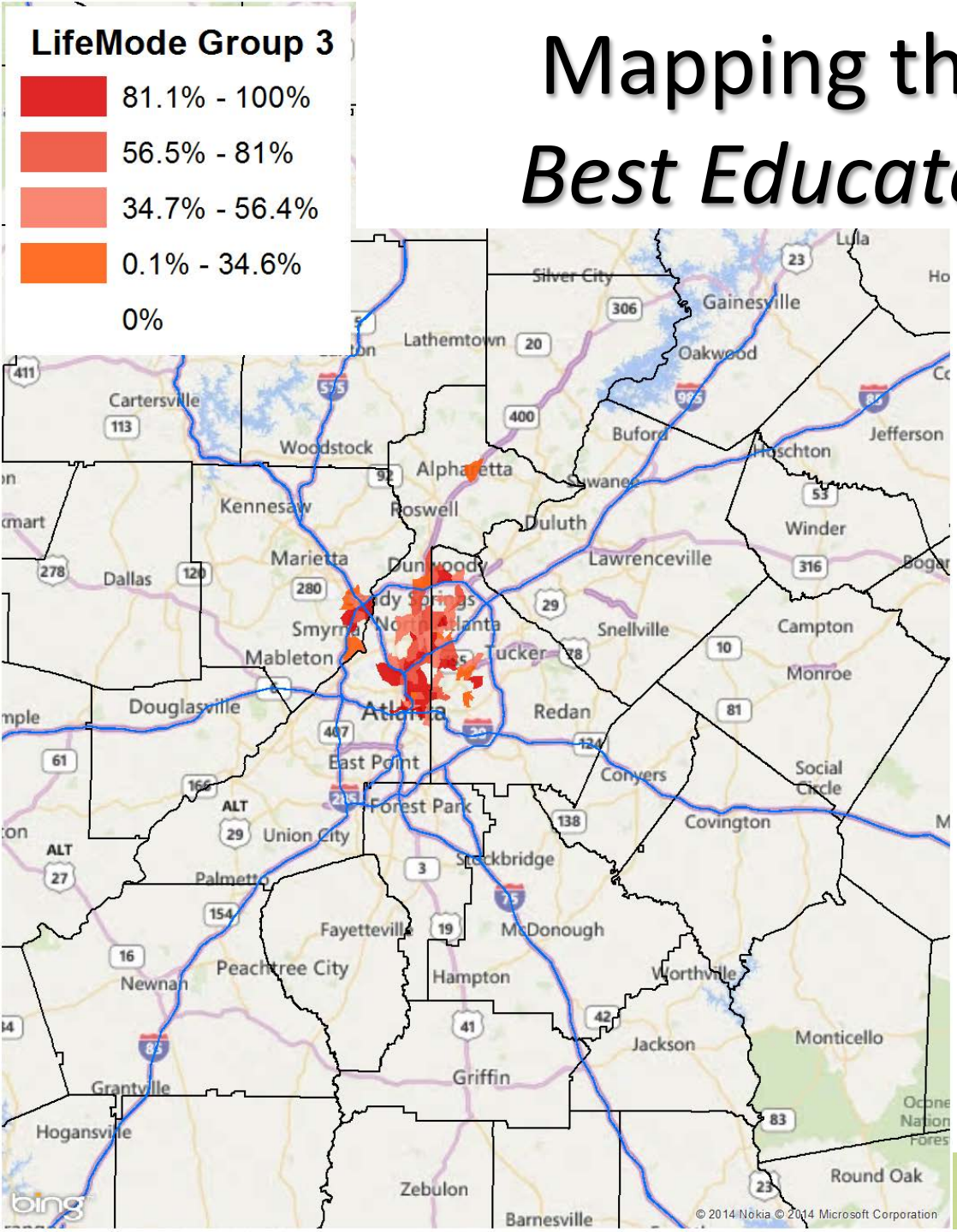
Mapping the Millennials:
Best Educated Live Intown

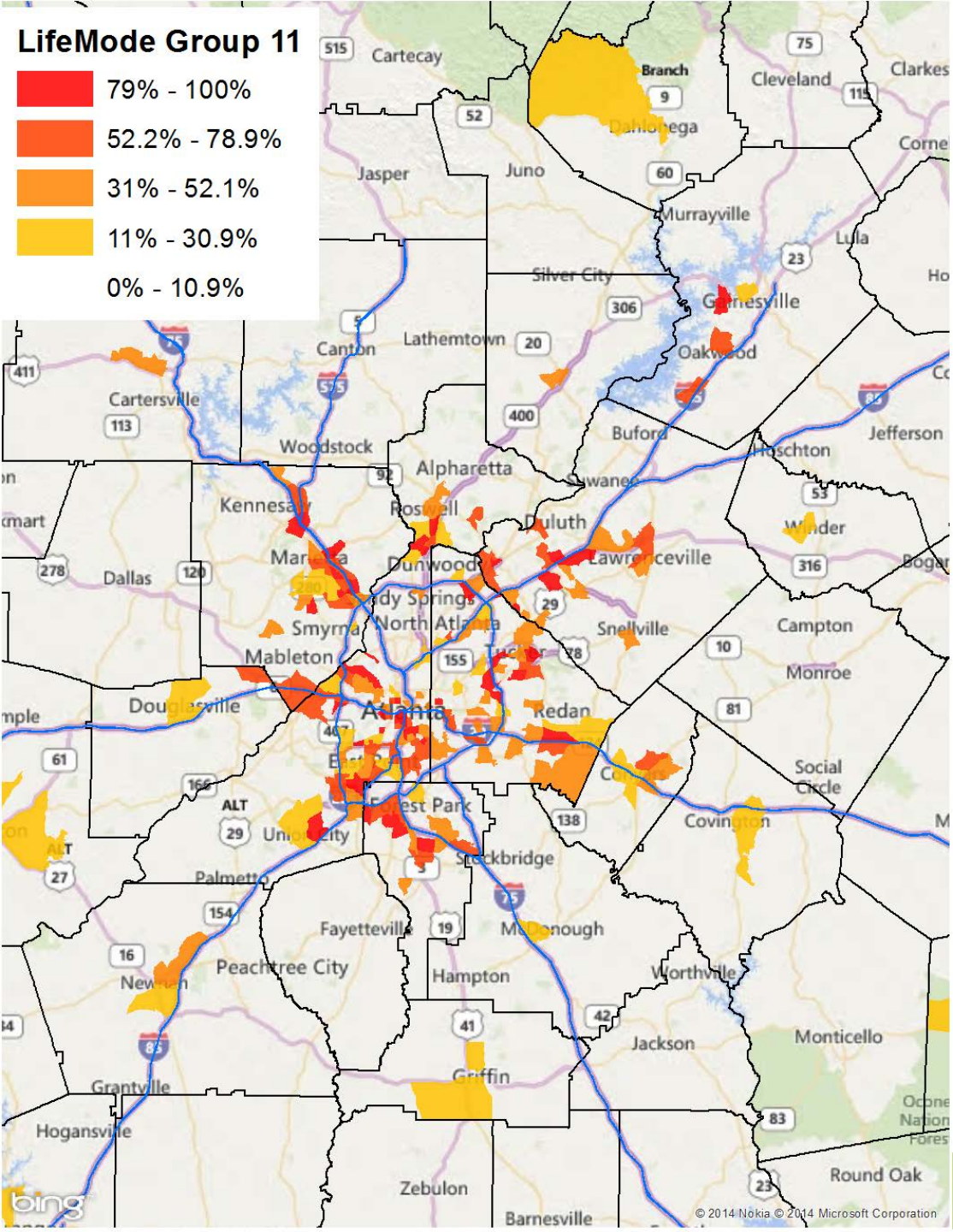


LifeMode 3 Uptown Individuals

- 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

Mapping the Millennials

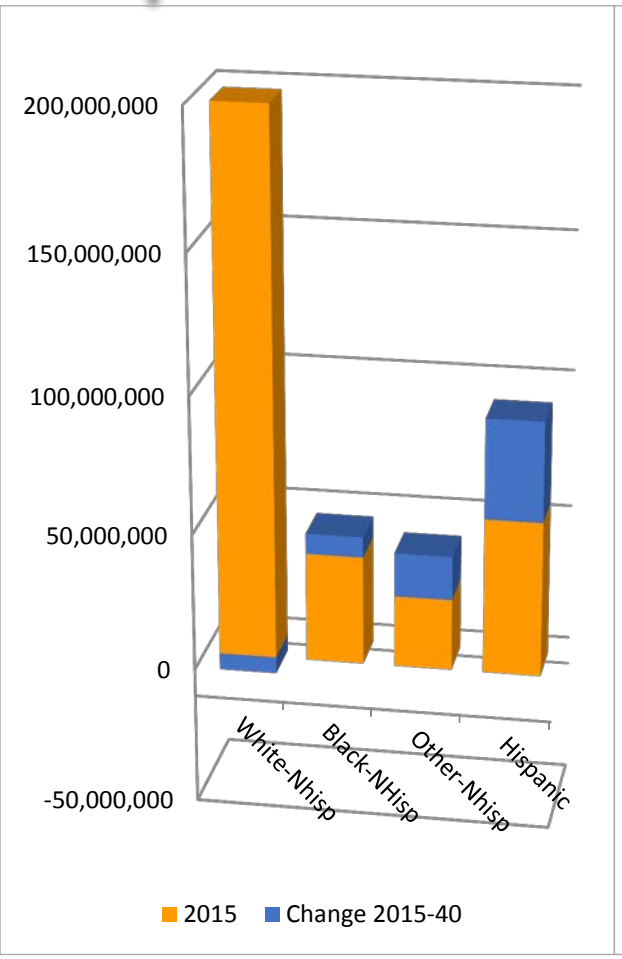


LifeMode 11 Midtown Singles

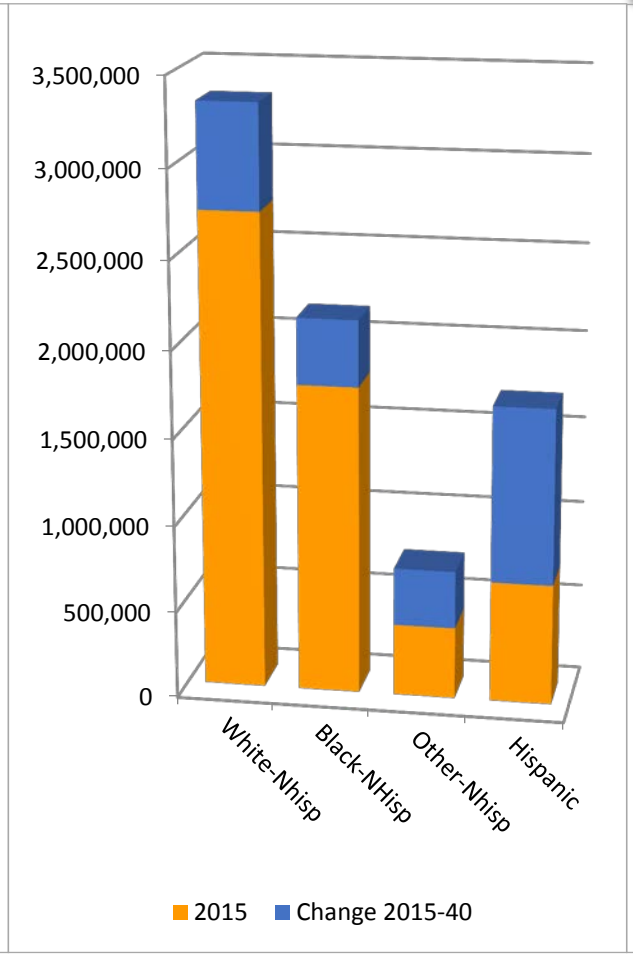
- Millennials on the move—single, diverse, urban
- Millennials seeking affordable rents in apartment buildings
- Work in service and unskilled positions, usually close to home or public transportation
- Single parents depend on their paycheck to buy supplies for their very young children
- Midtown Singles 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

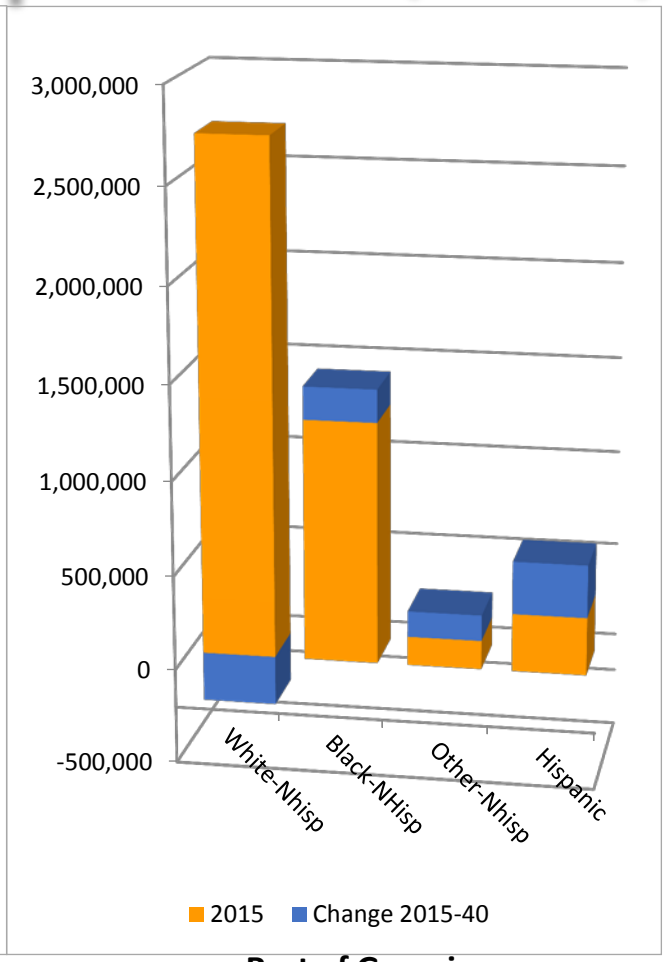
Population Forecast Comparison (2015)



United States

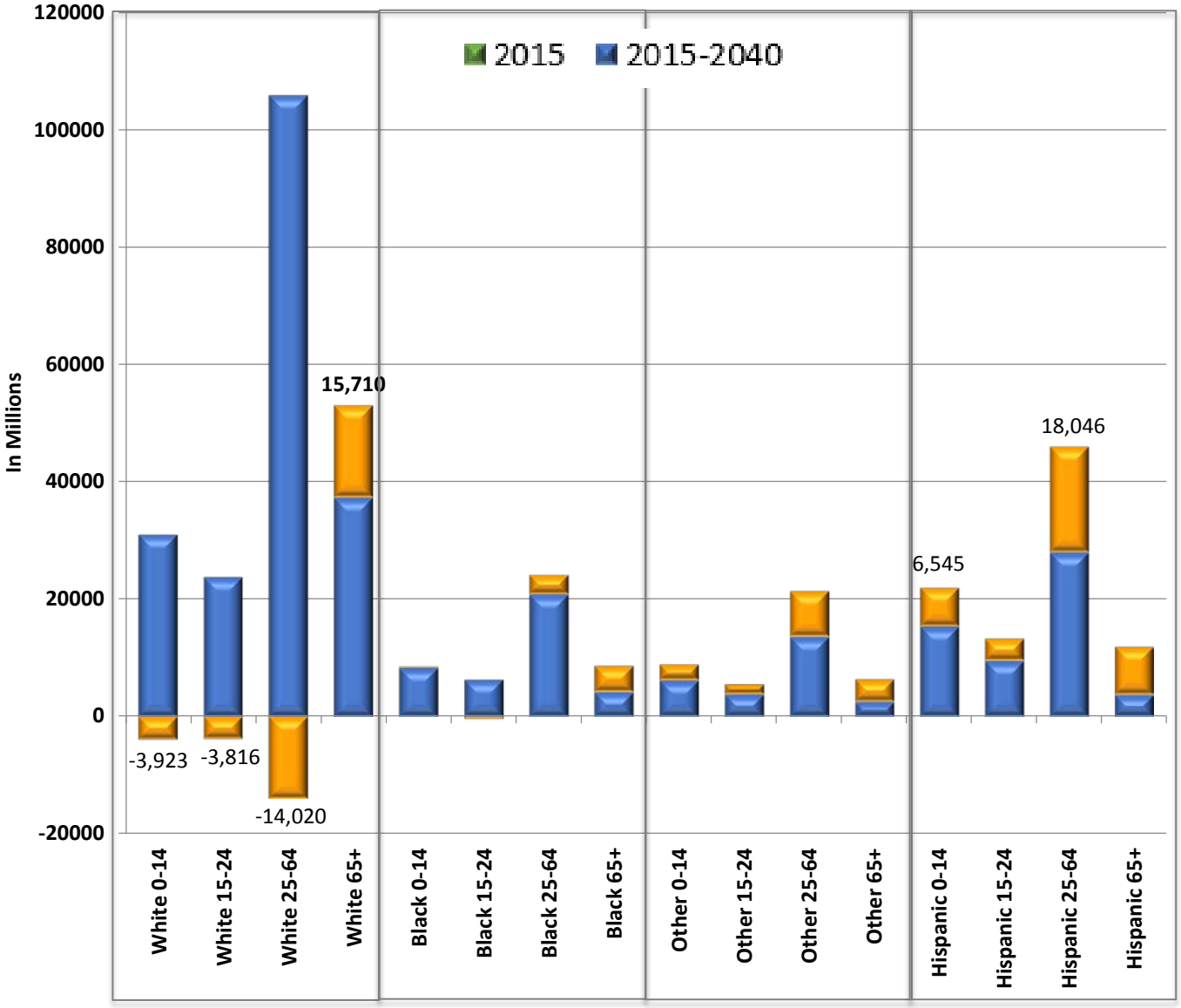


20-County Area



Rest of Georgia (139 Counties)

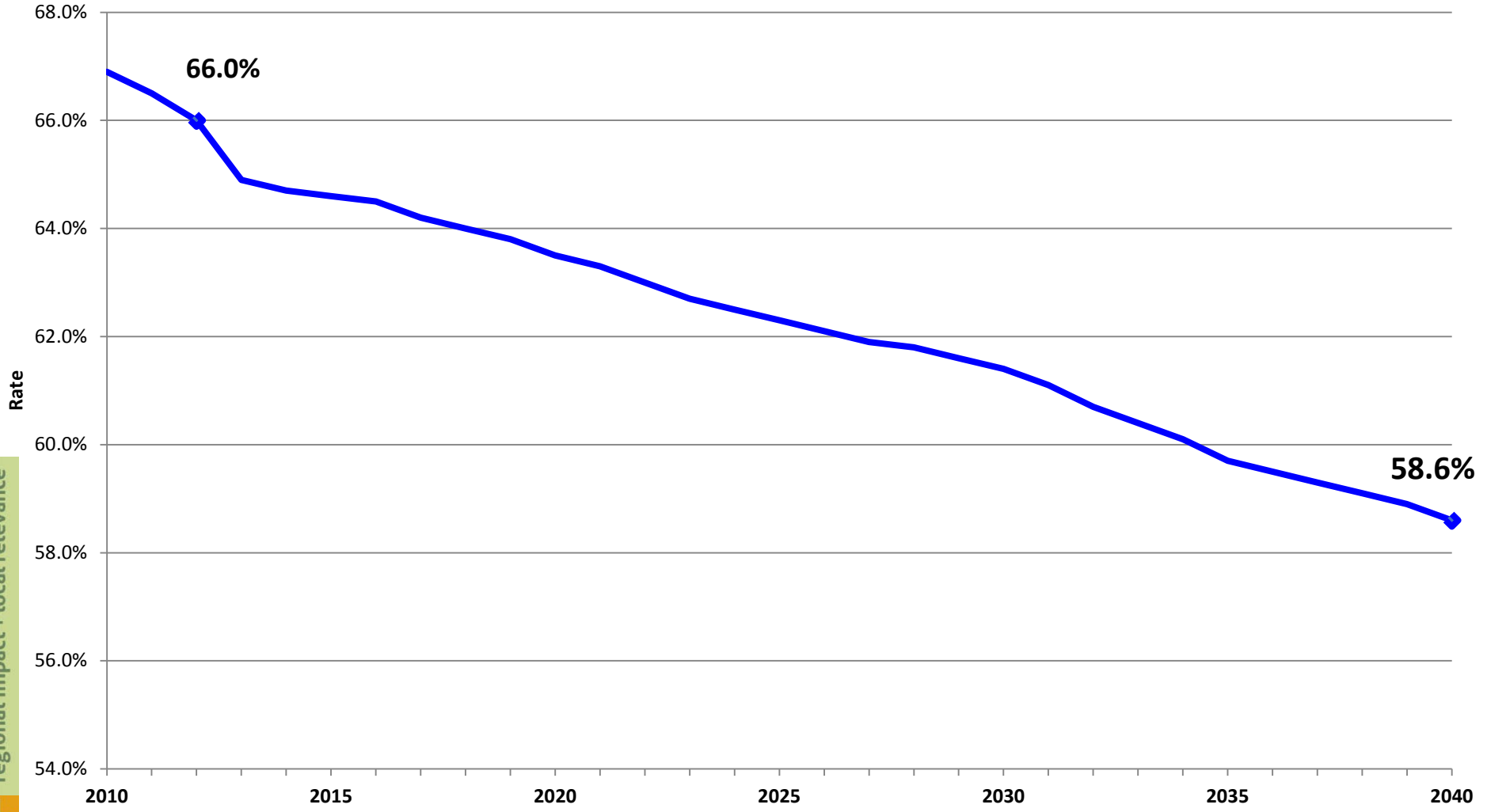
National Population Change 2015 to 2040



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

REGIONAL LABOR FORCE PARTICIPATION FORECAST

Labor Force Participation Rates – All Ages



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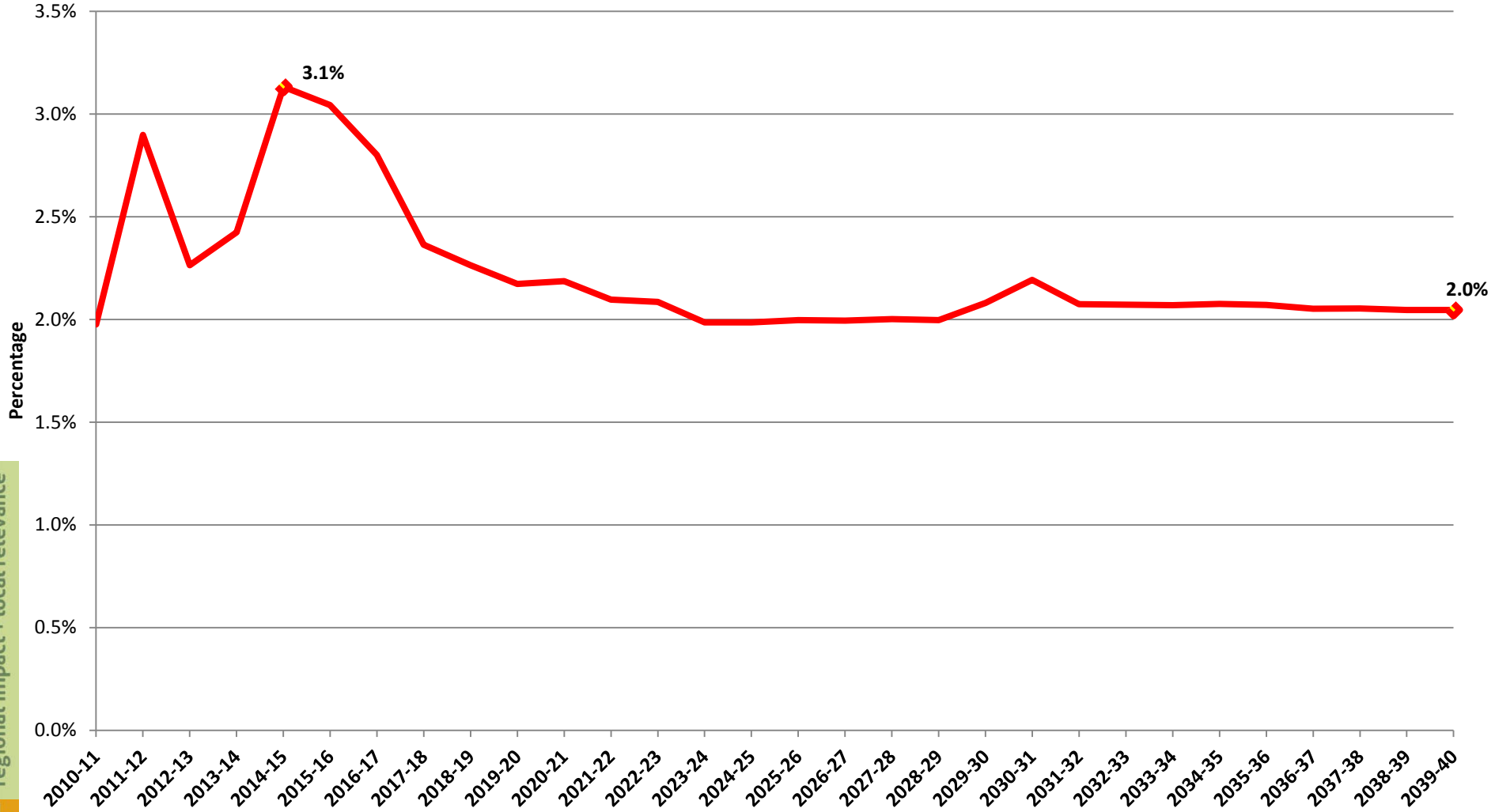
Forecast for National GDP

Gross Domestic Product – Annual Percent Change



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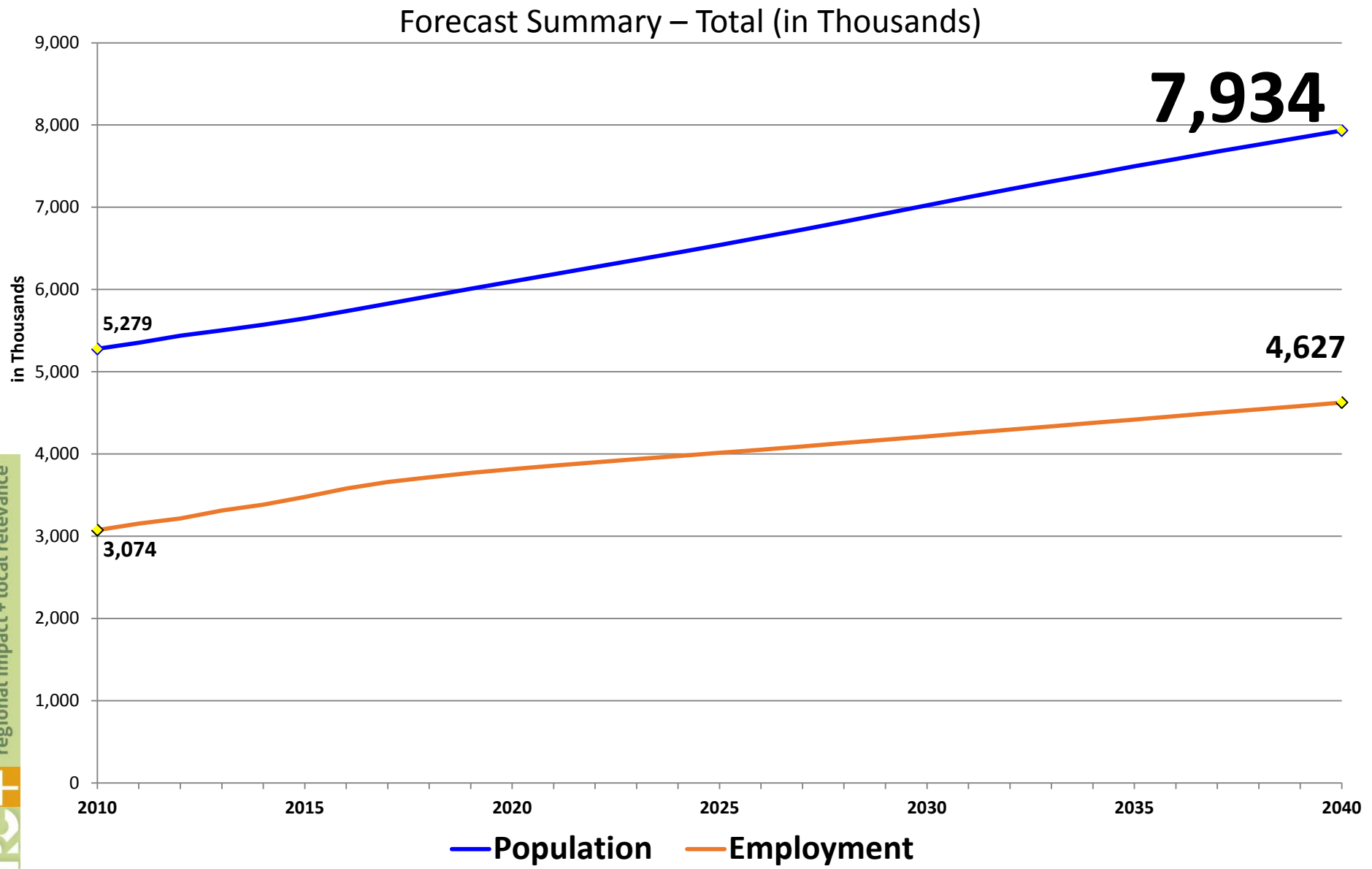
7.9 AND 4.6



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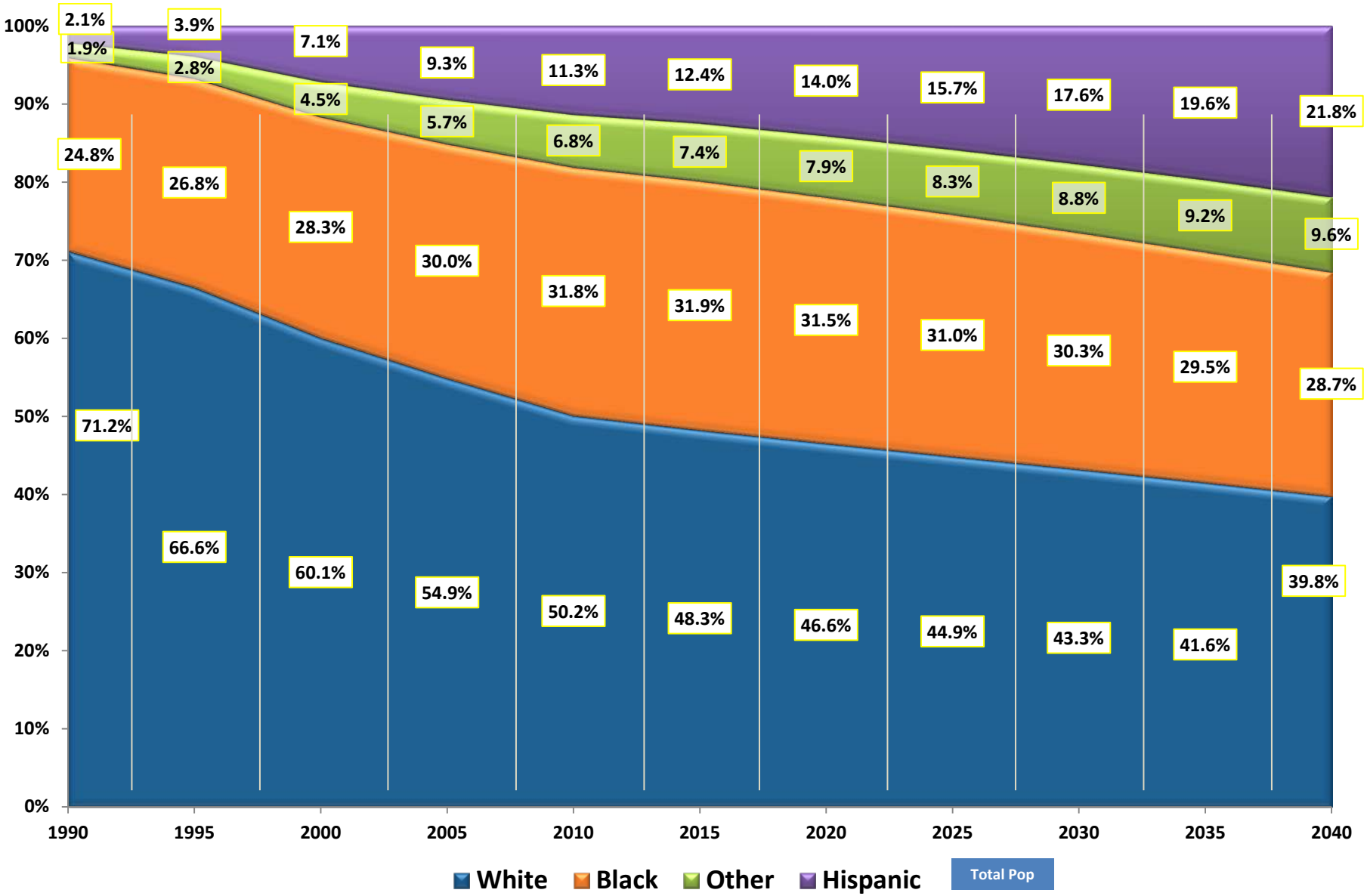
THE REGION *STILL* BECOMING MORE DIVERSE



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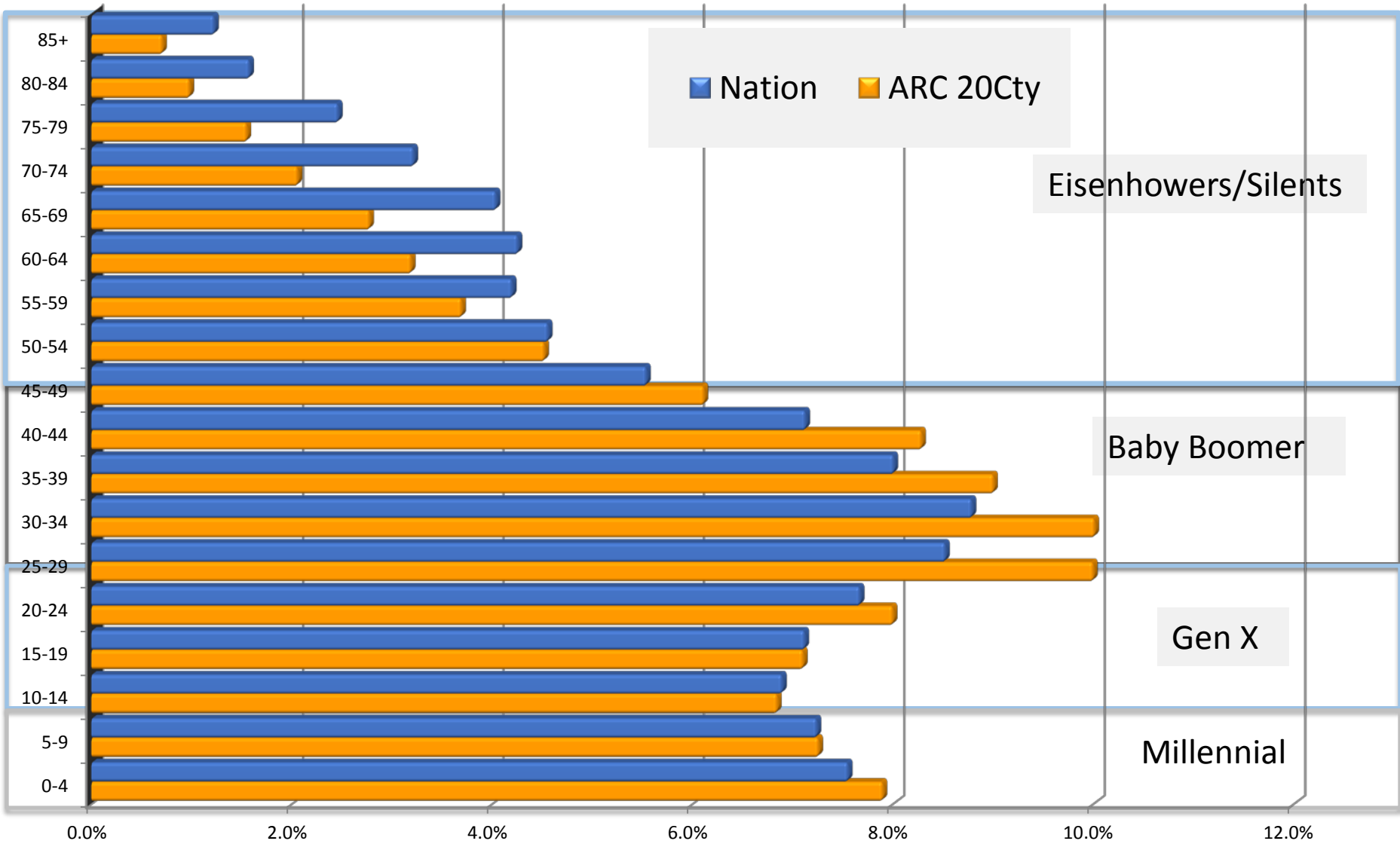
1990 Age Comparison (%of tot pop)



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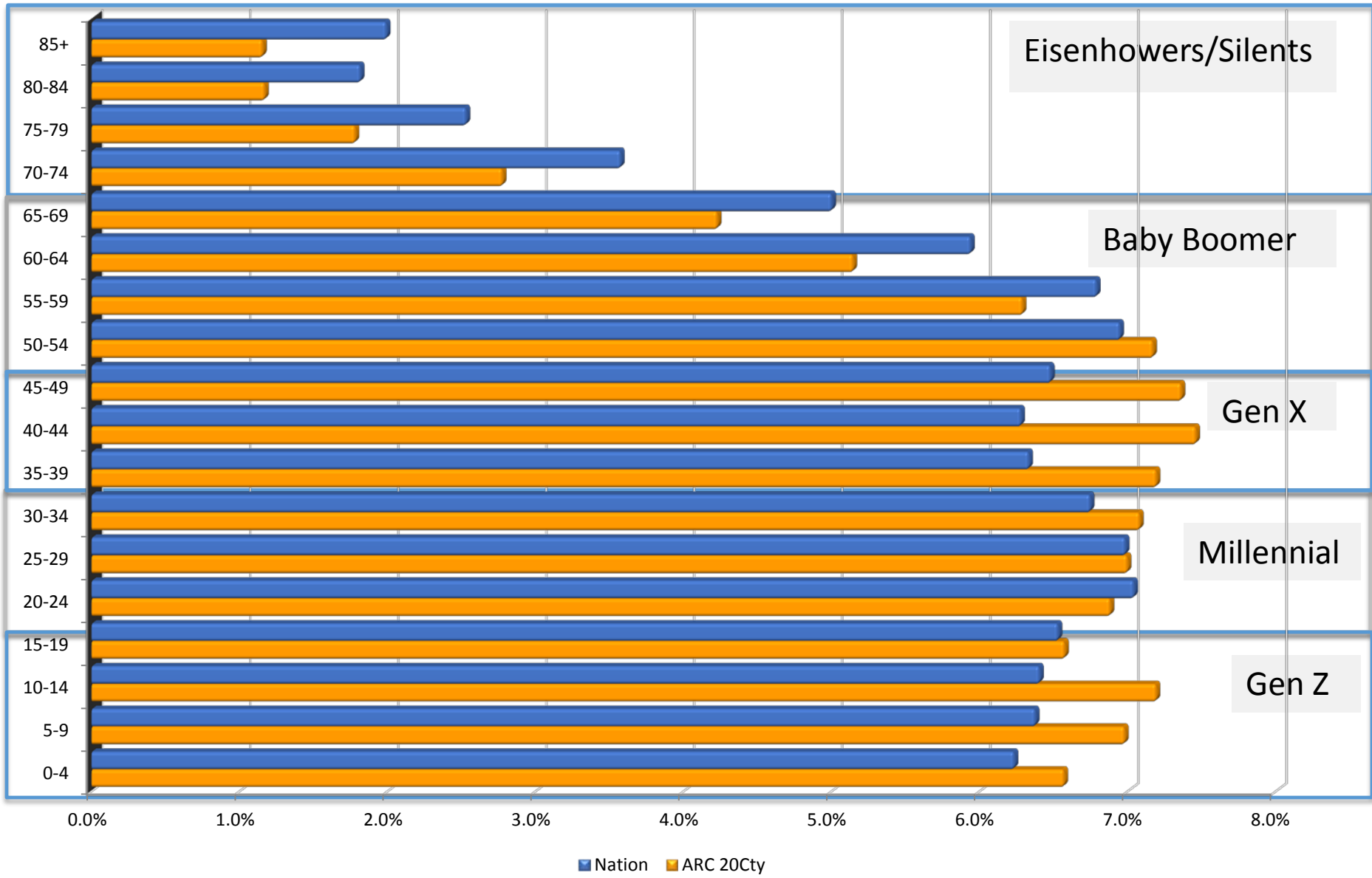
regional impact + local relevance

2015 Age Comparison (%of tot pop)



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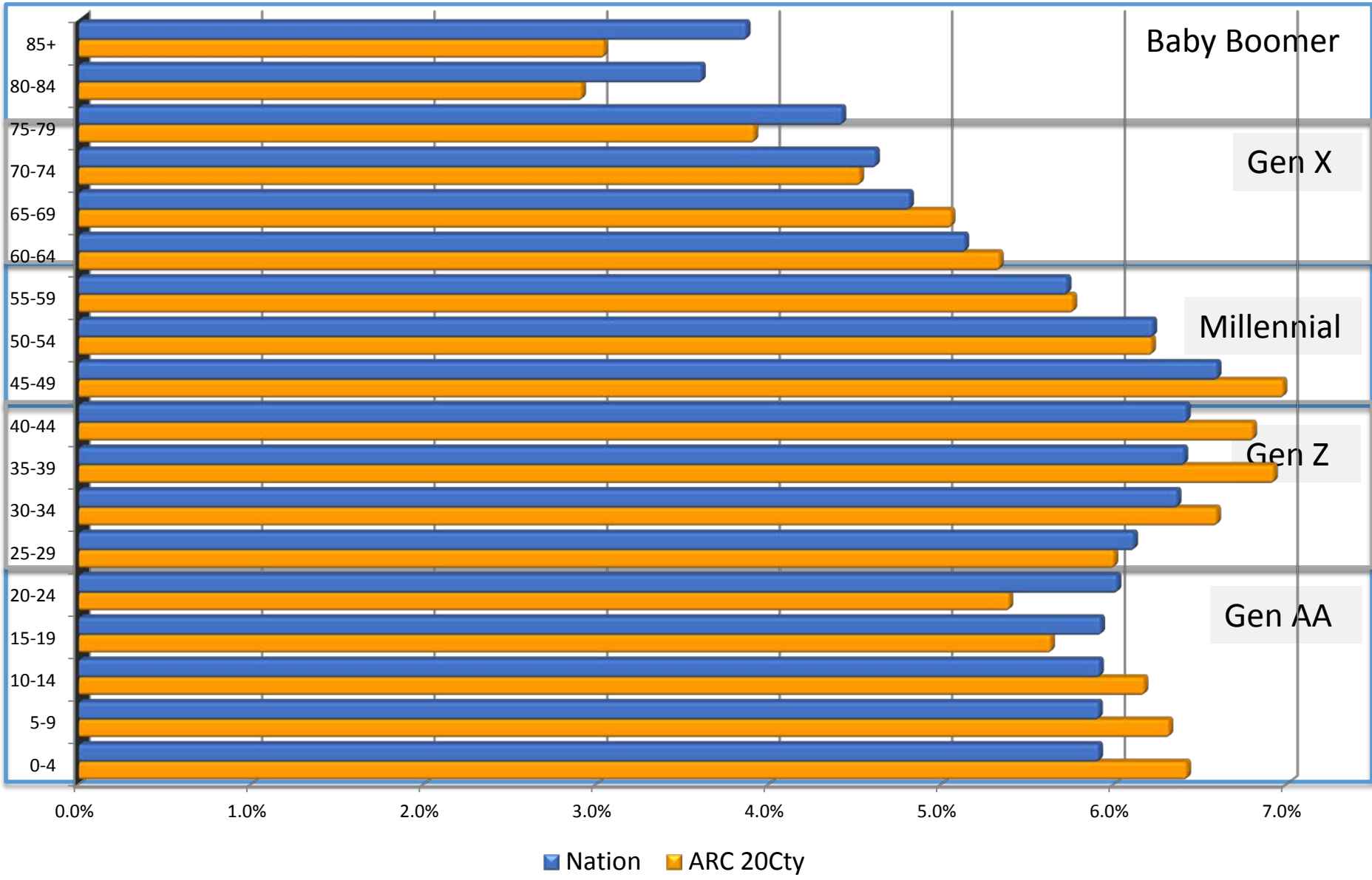
2040 Age Comparison (%of tot pop)



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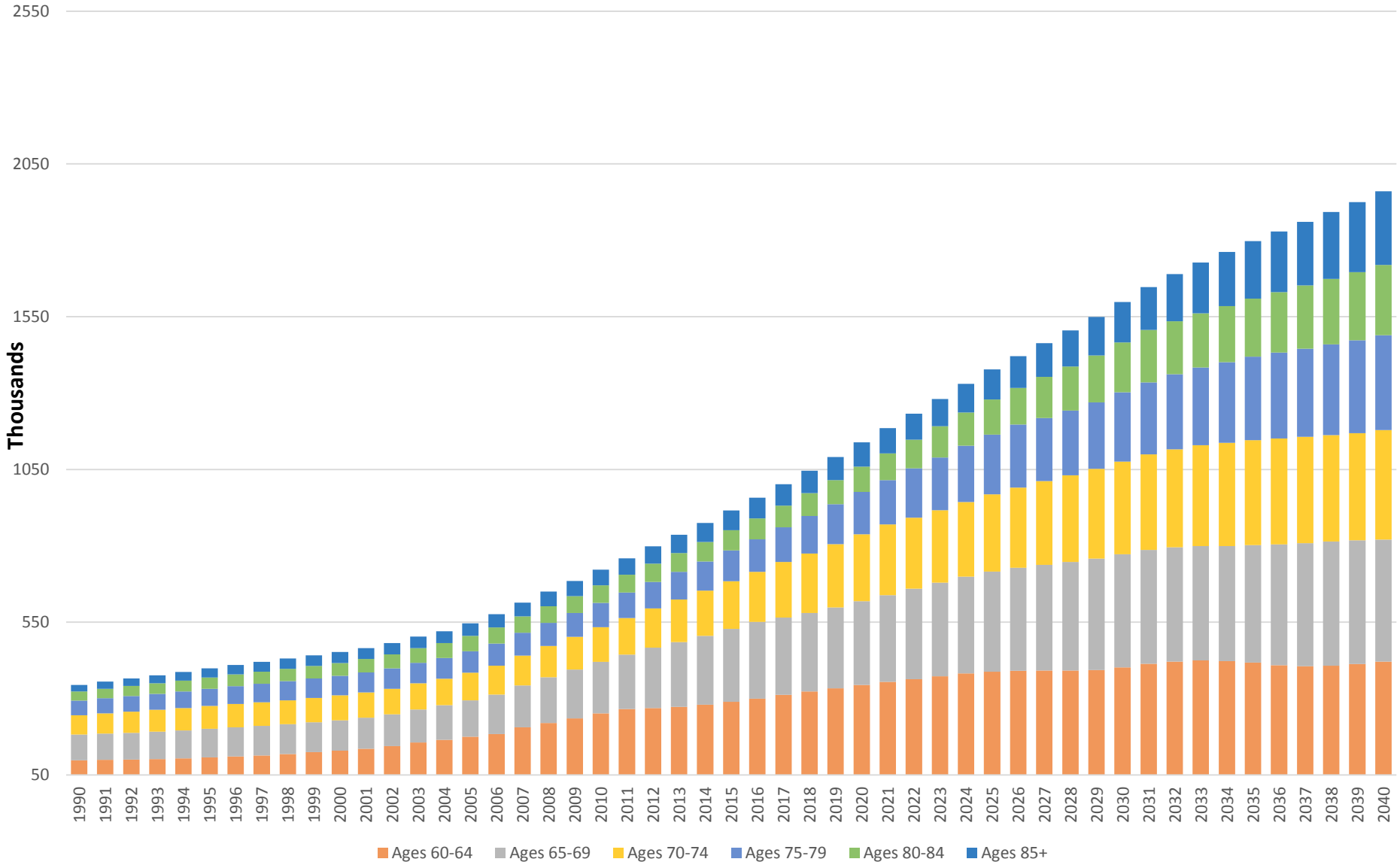
regional impact + local relevance

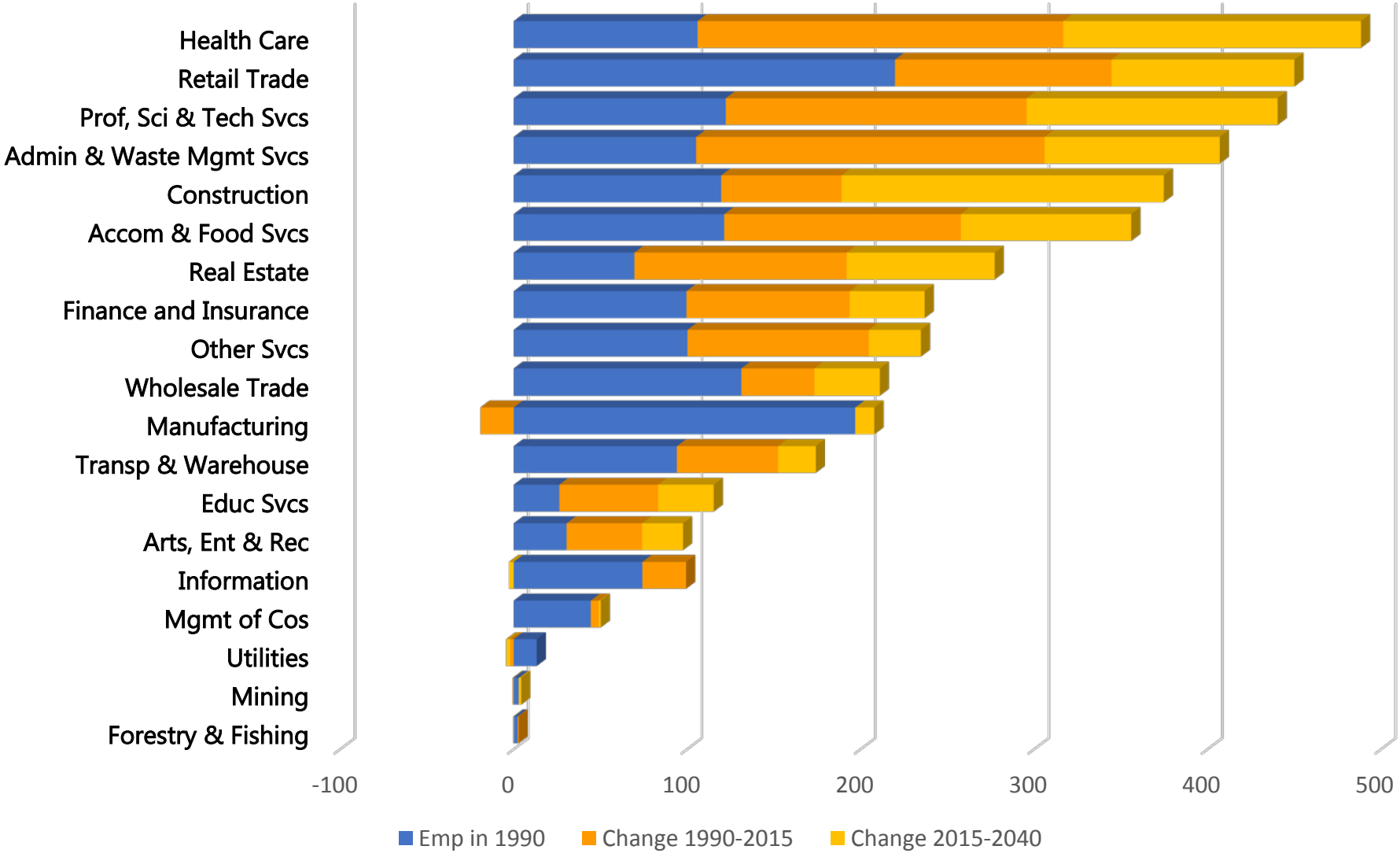
Extreme Aging



Employment Forecast

Total Private Sector Employment (in Thousands) by Industry

Job Change [1990-2040]



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County Growth VIDEO

Questions?

http://www.atlantaregional.com/

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