



Metro Atlanta The Demographic Long View

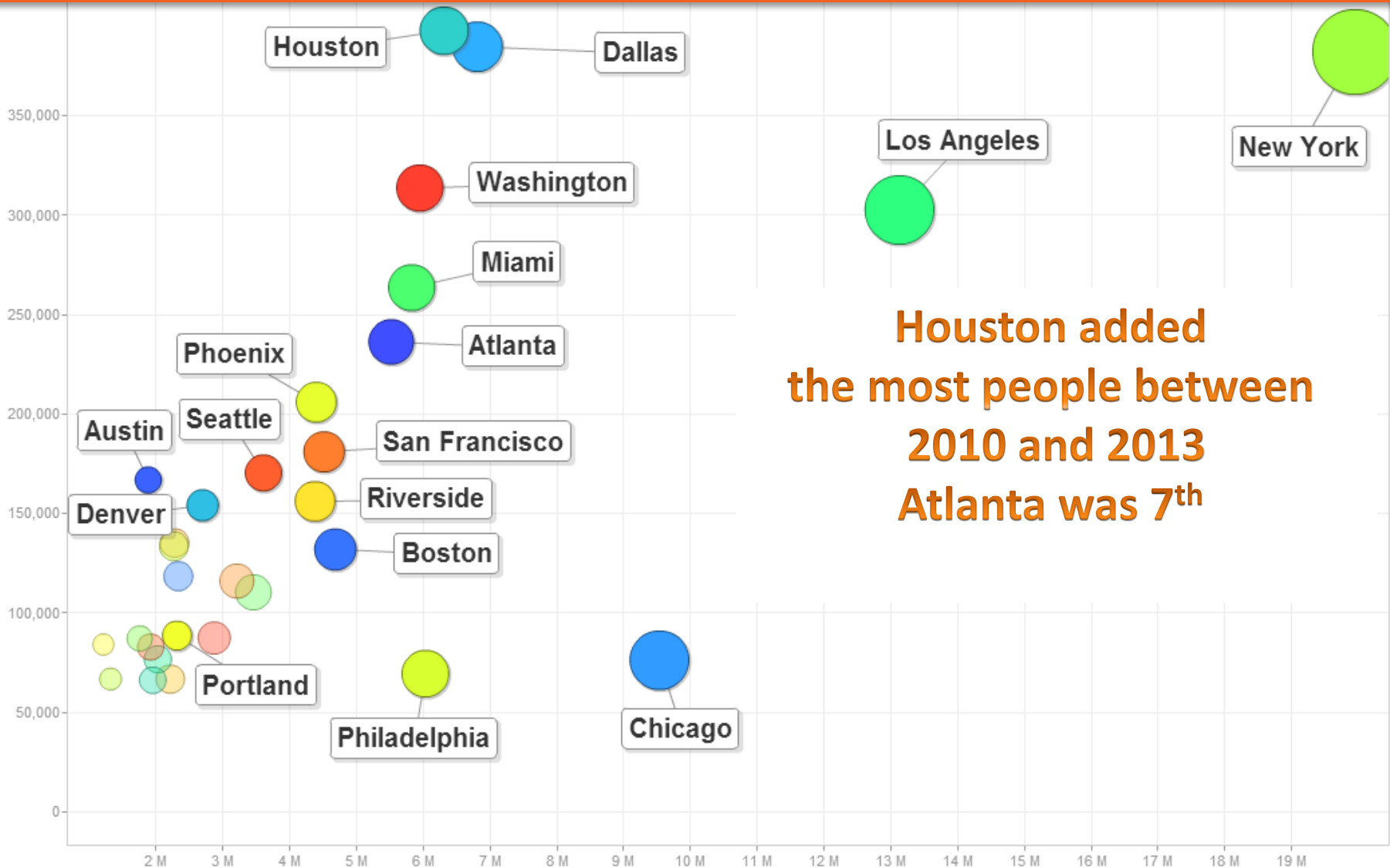
Mike Alexander, AICP Research and Analytics Division Manager
Atlanta Regional Commission malexander@atlantaregional.com

Metro Population Change 2010 to 2013

Total Change 2010 to 2013

ch1

Lin



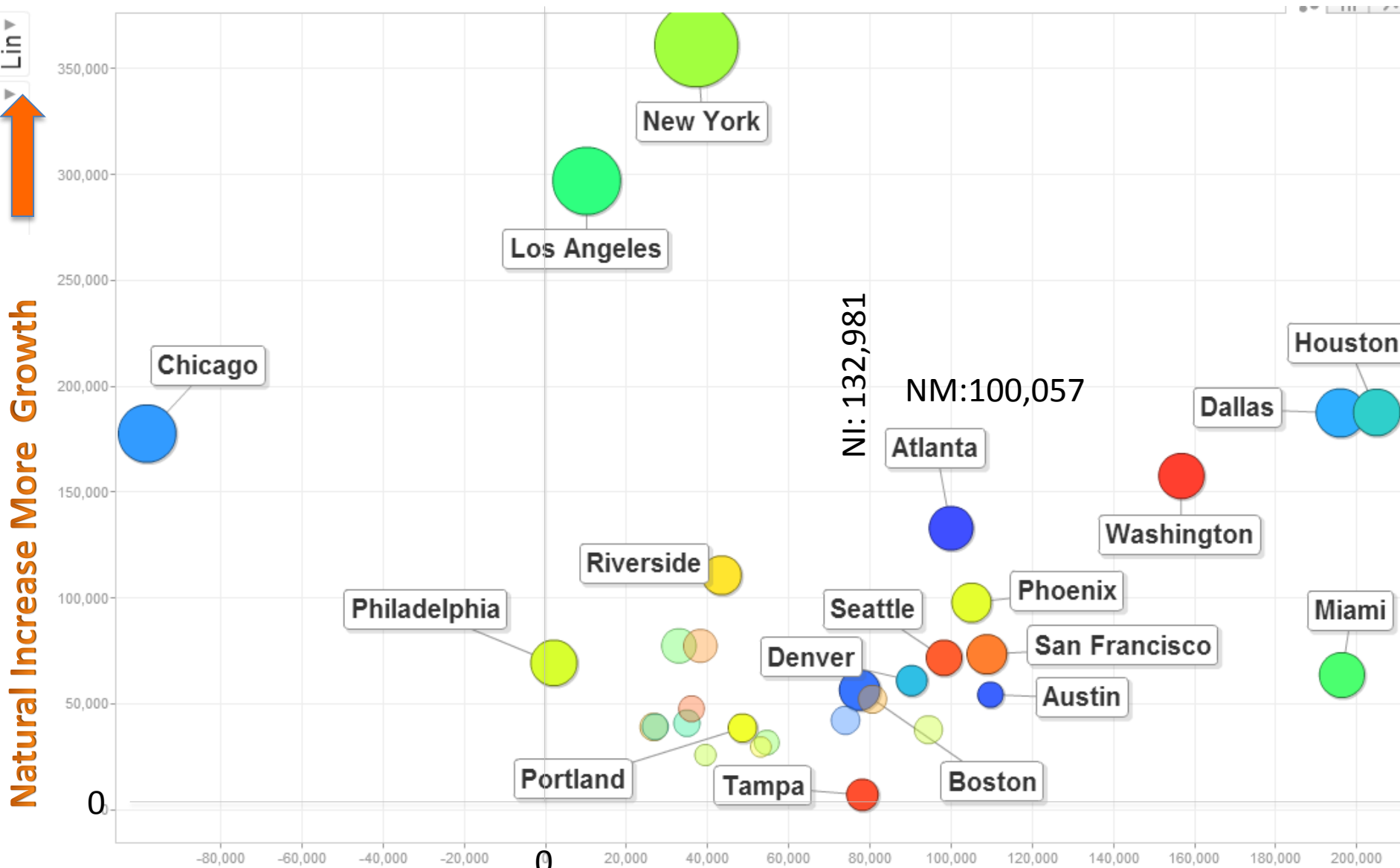
Houston added the most people between 2010 and 2013
Atlanta was 7th

total pop

Total Population 2013

Lin

Migration vs Natural Increase 2010 to 2013

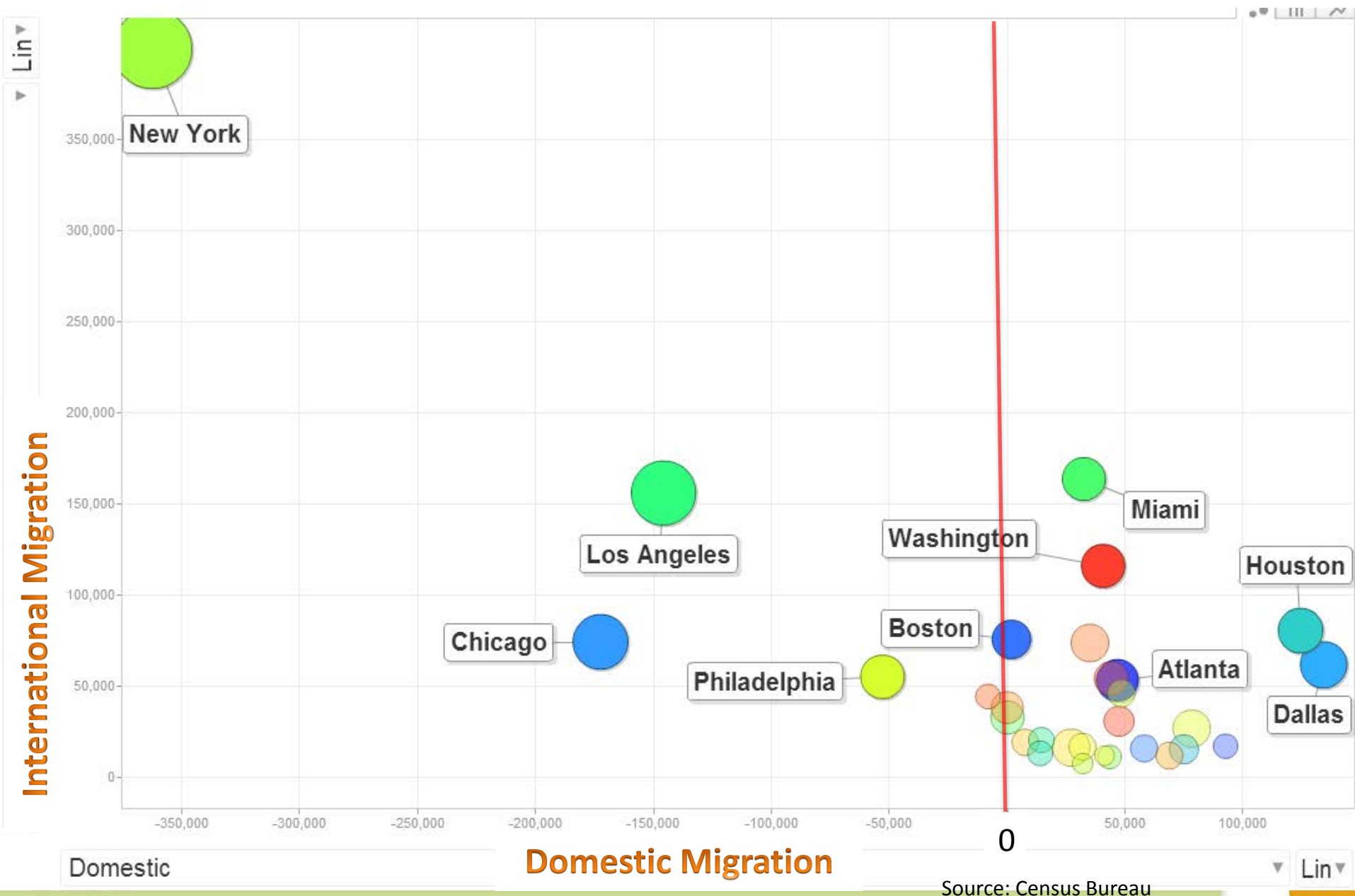


Net Migration 2010 to 2013

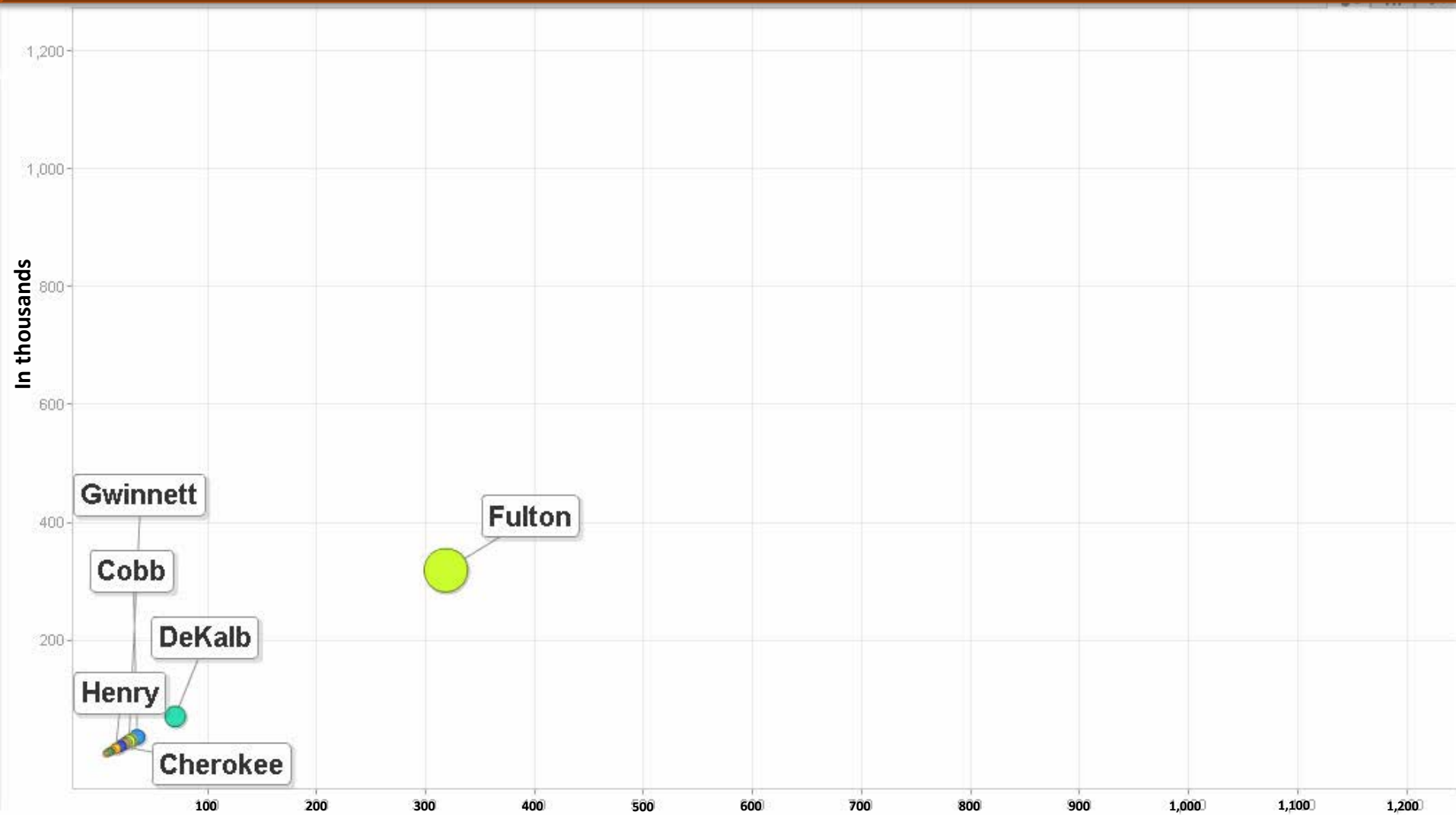
Source: Census Bureau

Lin

Migration 2010 to 2013



110 Years of Growth in 50 Seconds (VIDEO)



Population

In thousands

Lin

1930

Play



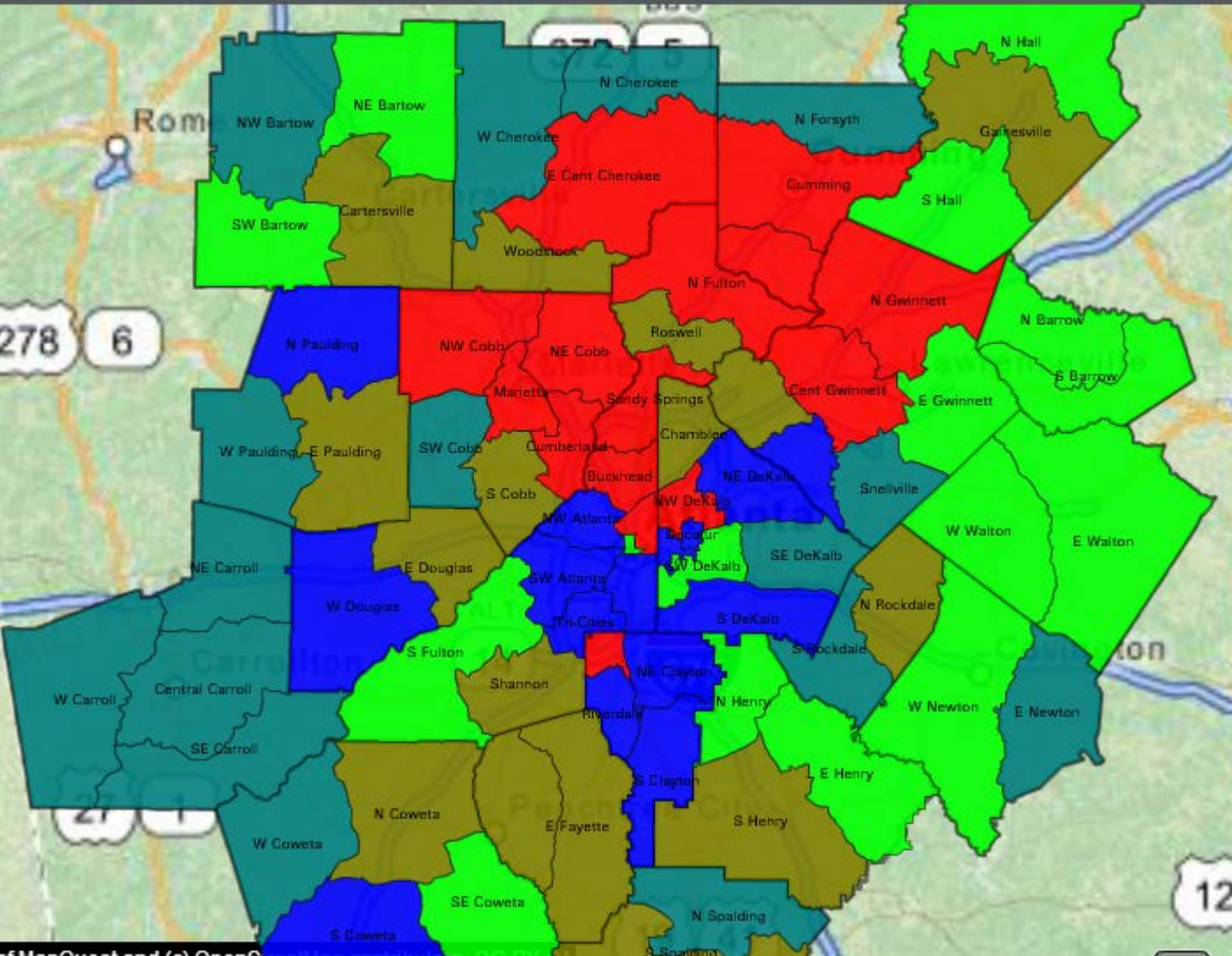
Source: Census Bureau, ARC Plan 2040 Transportation Update (2014) (20-County Area)

regional impact + local relevance

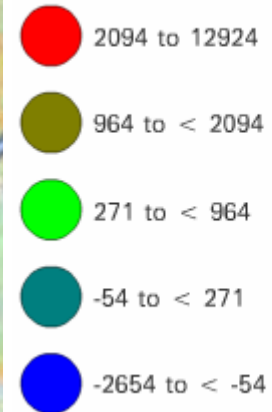


Employment Change 2010 to 2012

Change of Total Jobs, 2010-2012

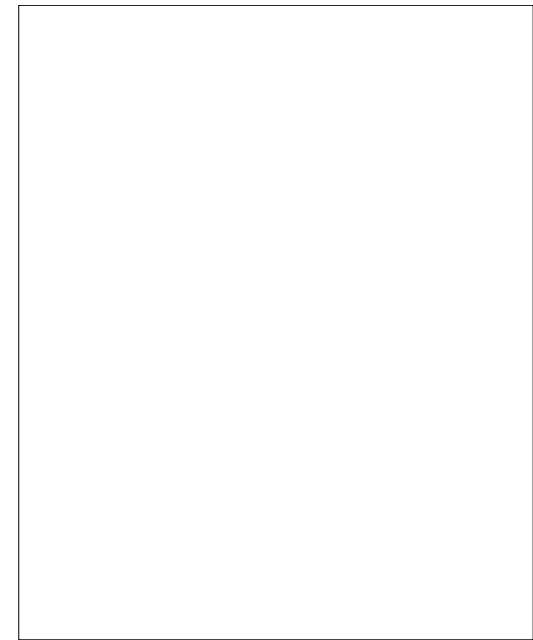
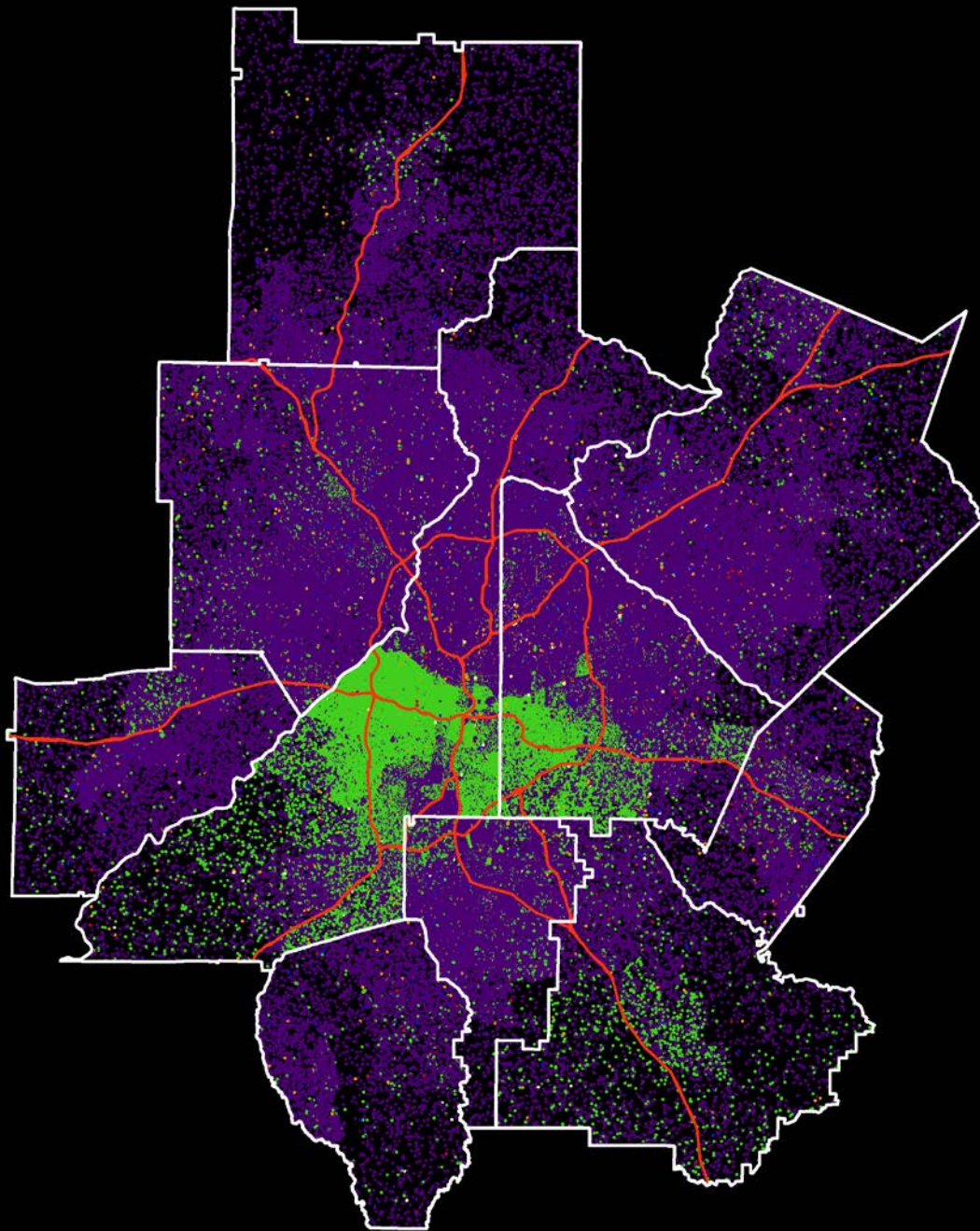


Change of Total Jobs, 2010-2012



Race and Ethnicity

1980

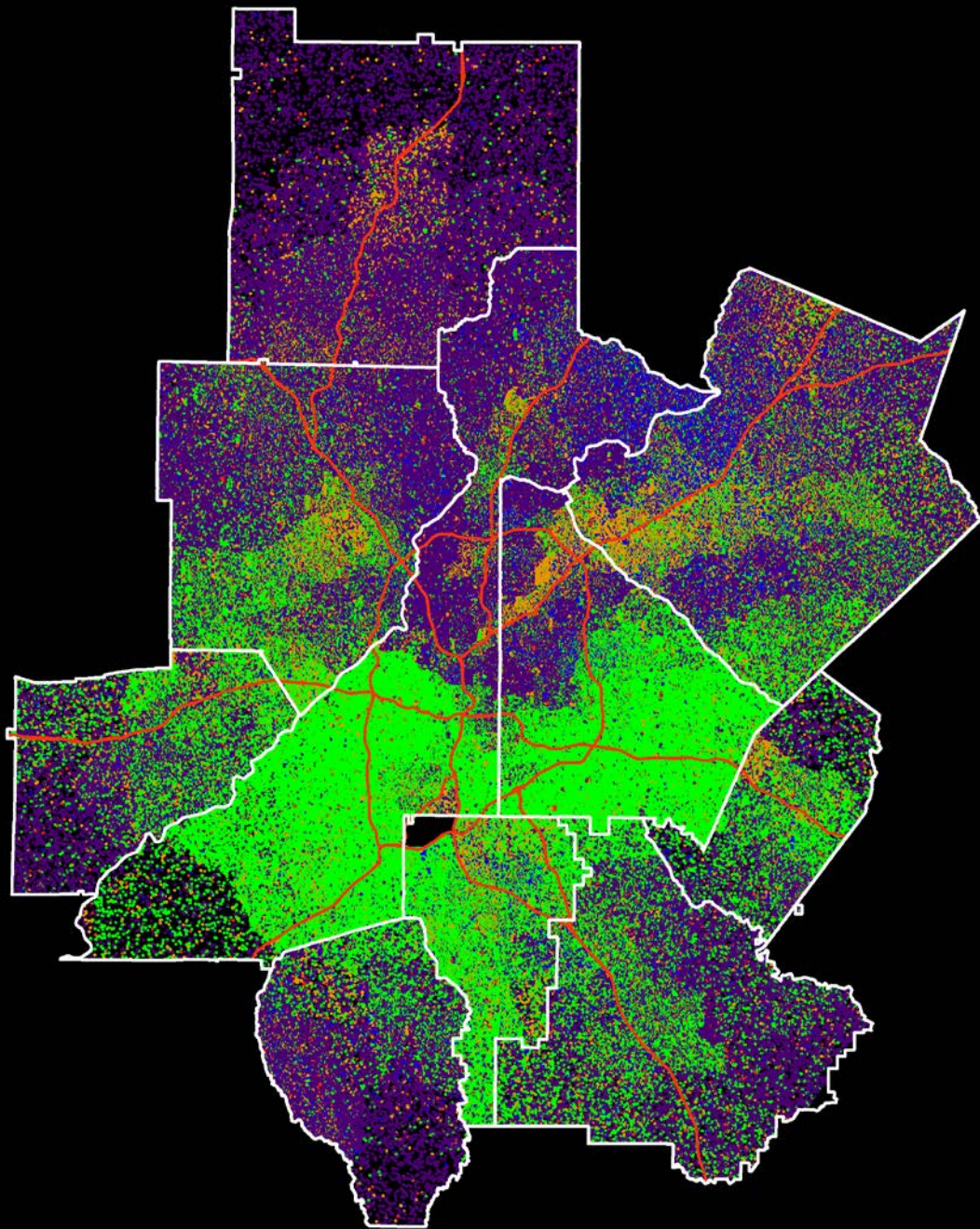


1 Dot= 6 People



Race and Ethnicity

2010



1 Dot= 6 People

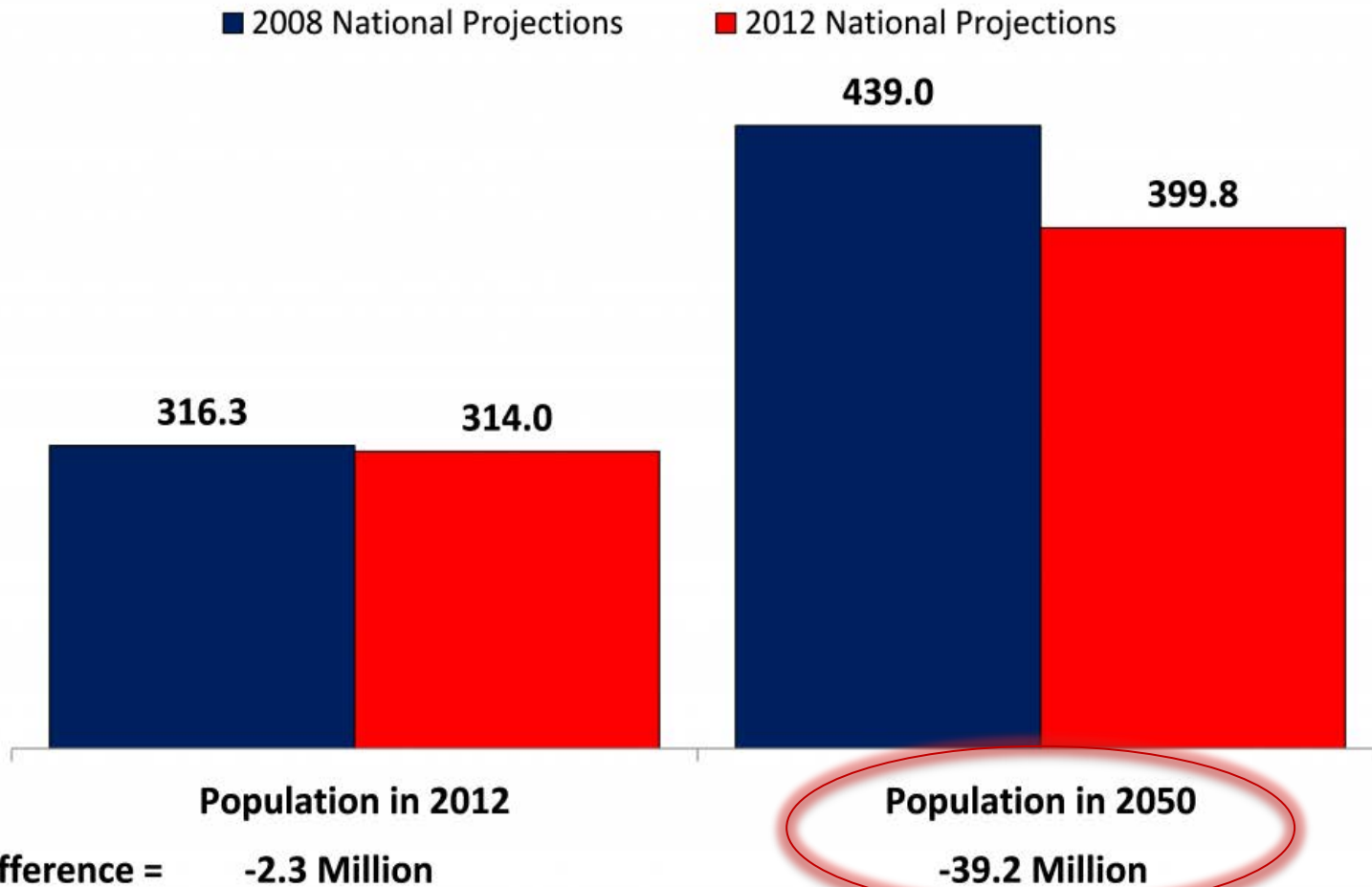


The Long View



For the First Time in Forever.....

Figure 1. Projected Population: 2012 and 2050

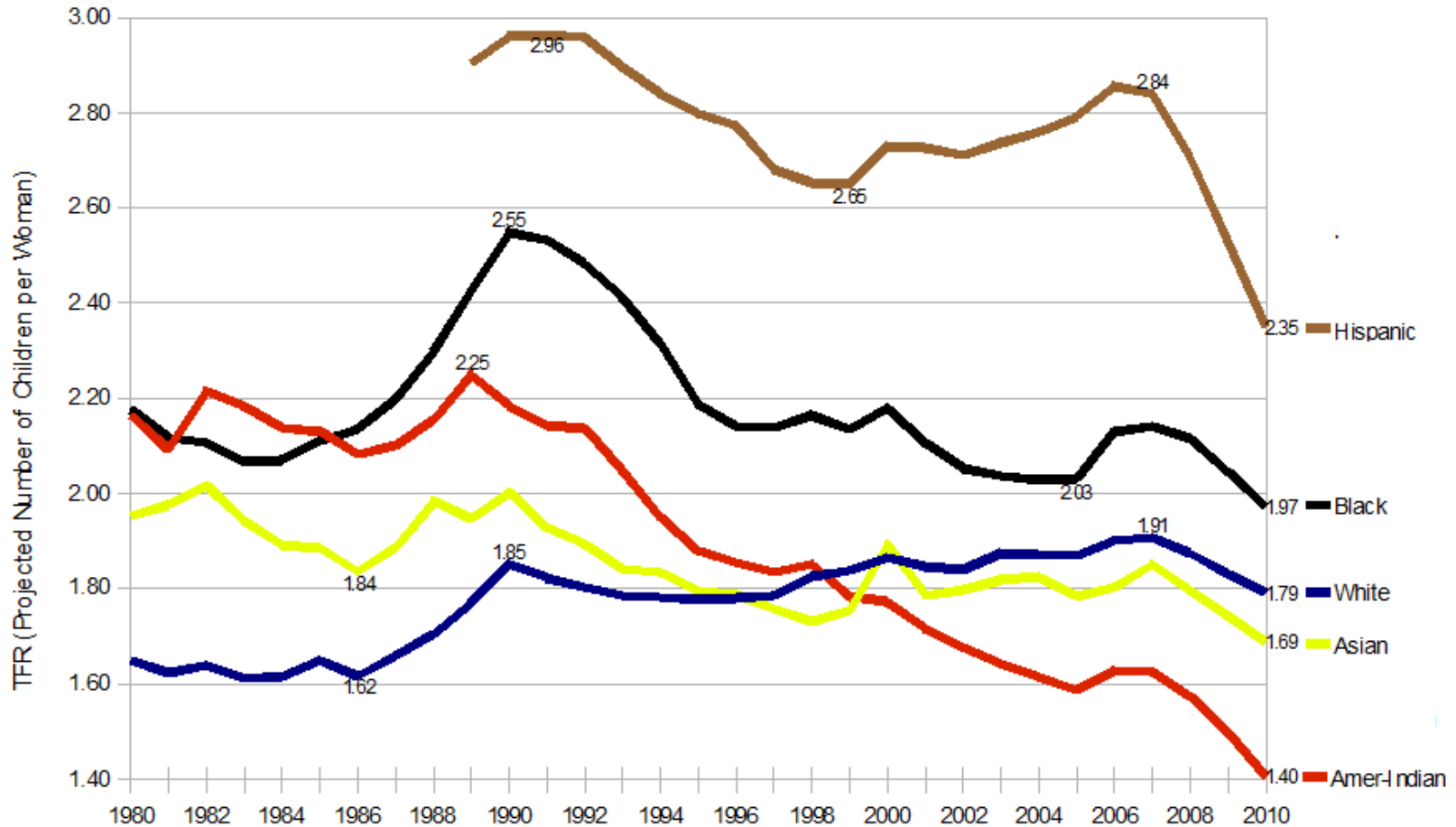


Fewer Births and less Migration Means Less People

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

Fertility

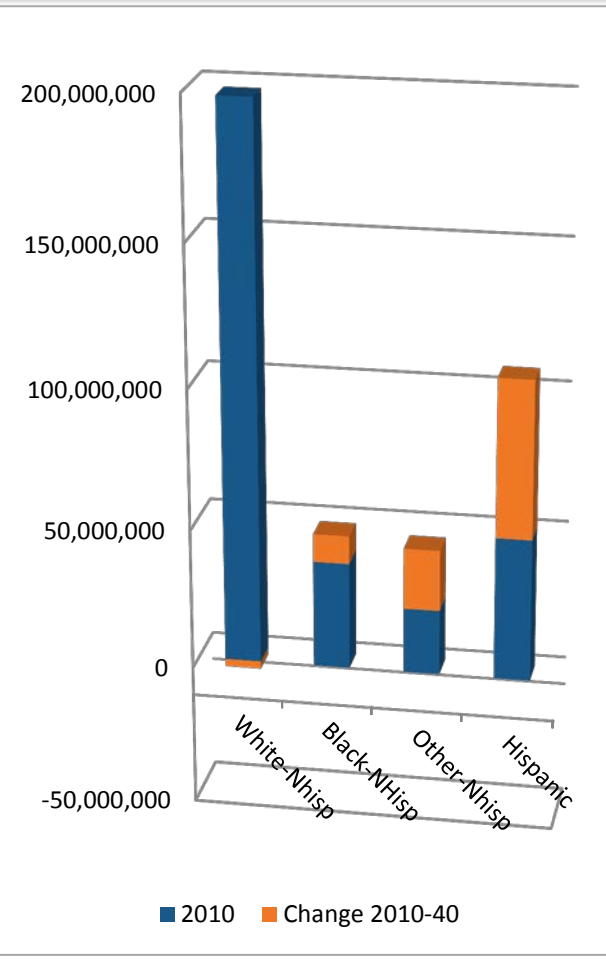
Total Fertility Rates in the USA, 1980-2010 By Race and Hispanic Origin



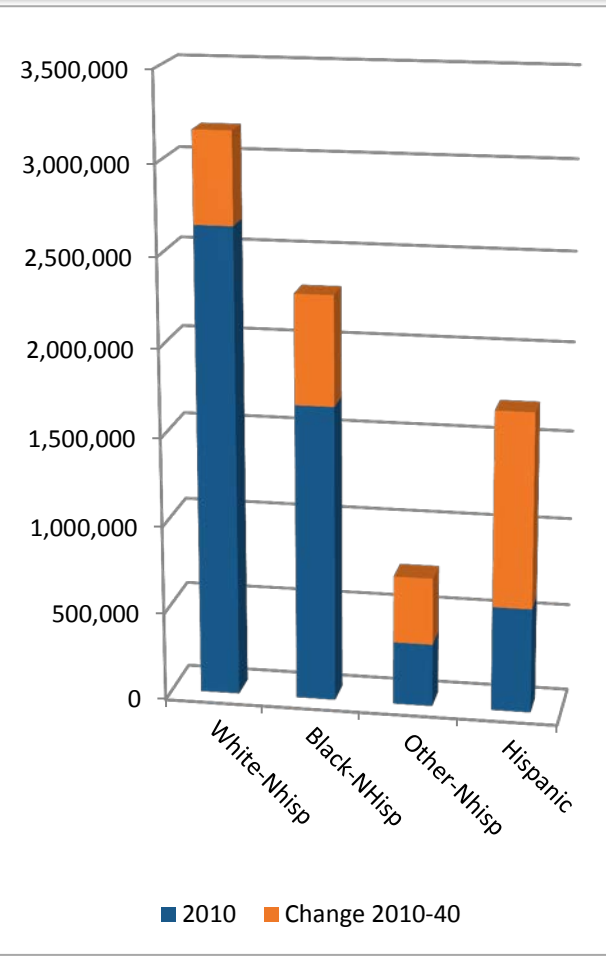
Source: CDC National Vital Statistics Report, Volume 61 (Published 2012). ('White' and 'Black' refer to Non-Hispanic only)

[Haitoyou.wordpress.com]

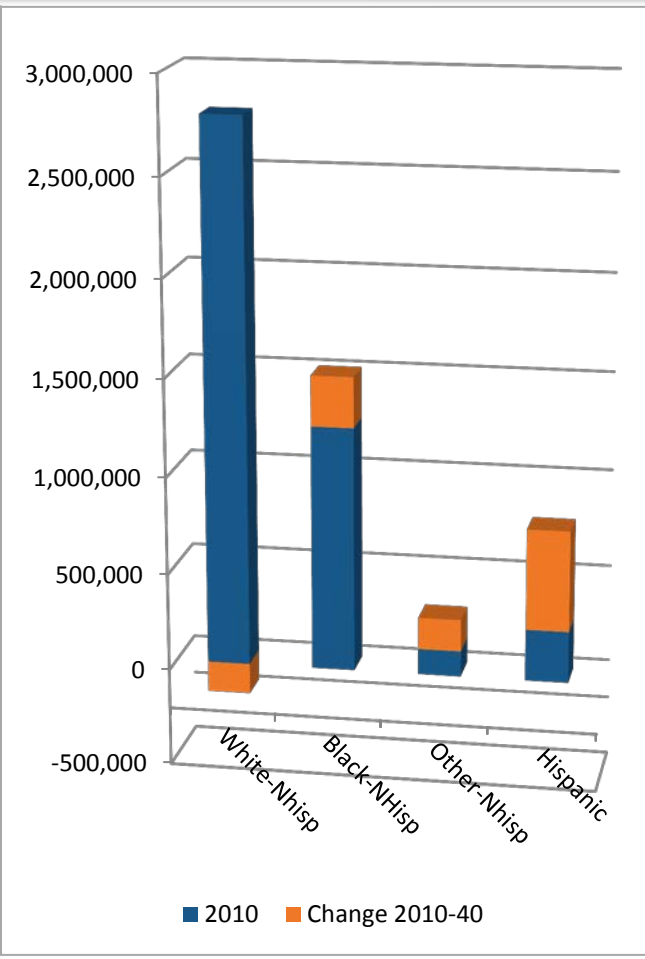
Population Growth Comparison



United States



20-County Area



**Rest of Georgia
(139 Counties)**

The Cheapest Generation

Why Millennials aren't buying cars or houses, and what that means for the economy

By DEREK THOMPSON and JORDAN WEISSMANN

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Who is
(was)
moving to
Atlanta?

GEN Y AND BABY BOOMERS: LARGEST COHORTS

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

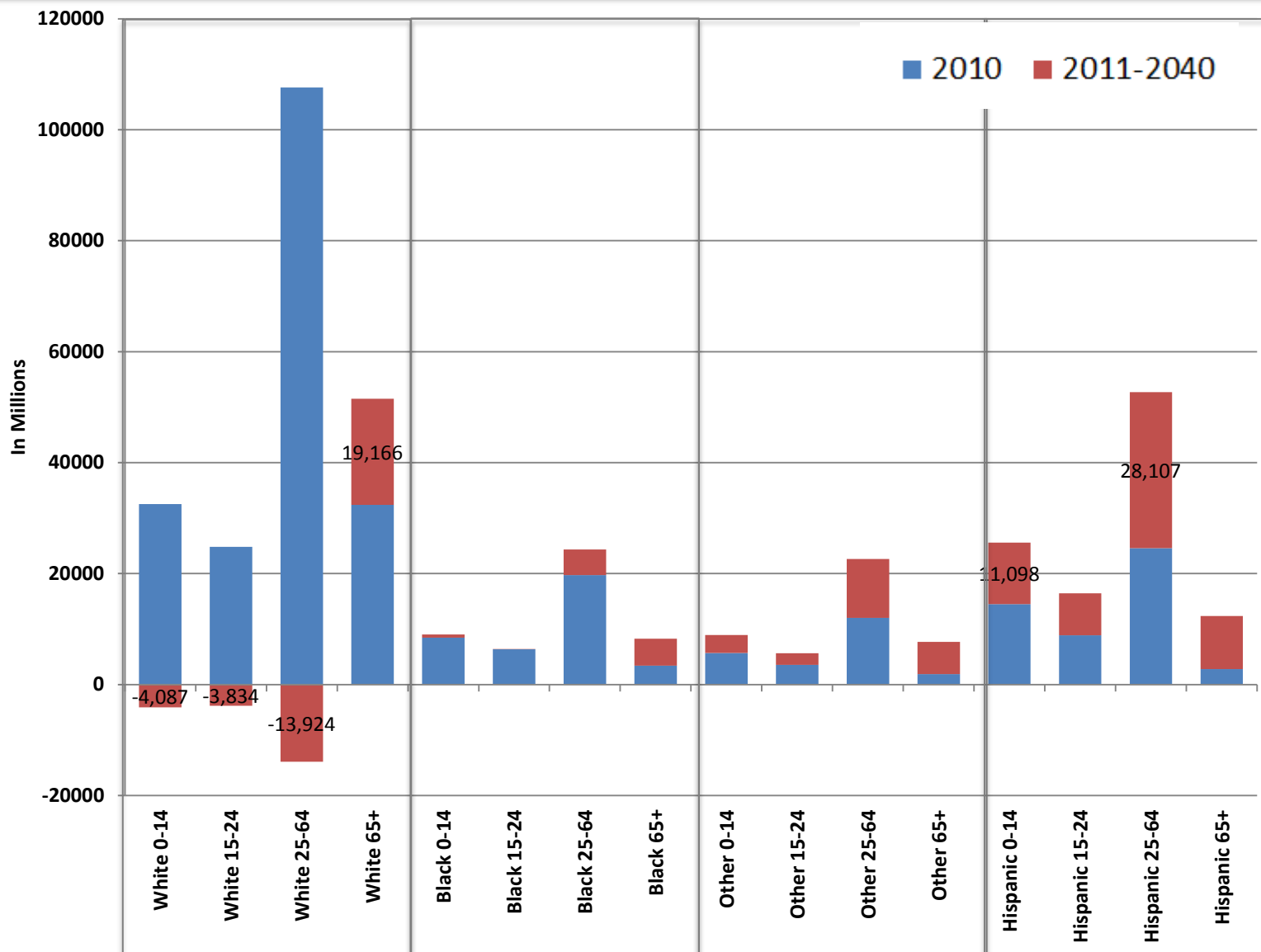
SOURCES: RCLCO, using Claritas, and National Center for Health Statistics

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

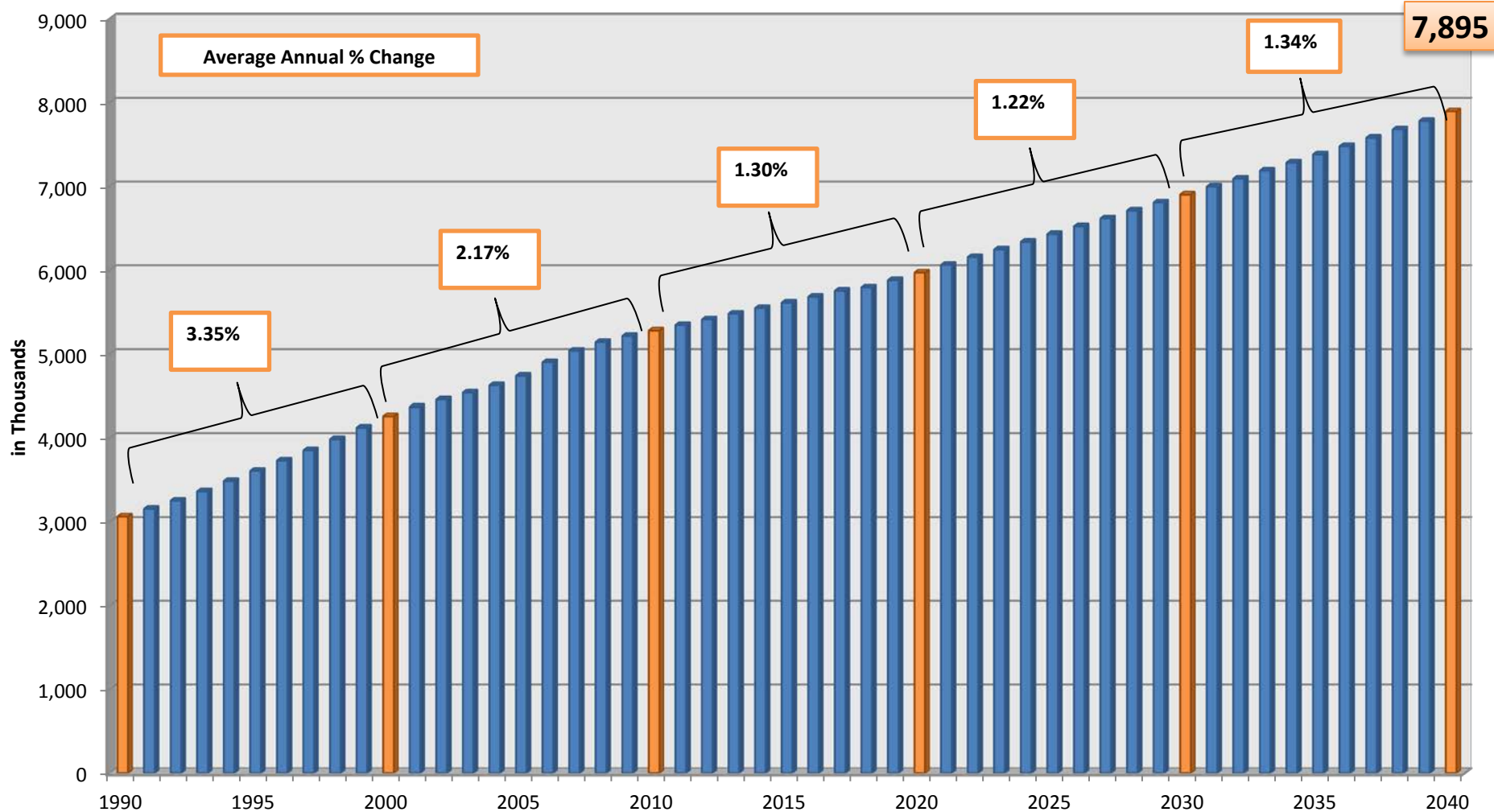
How Many?	Gen Y: 78 Million (Boomers: 75 Million)
Most preferred area of the U.S.?	The South
Most preferred location in the SE?	Atlanta
Top 3 metros preferred nationally?	1) NYC 2) LA 3) Atlanta
What are they doing in the RE market?	Currently renting. Increasingly buying homes in 2010
Where do they want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

SOURCE: RCLCO Consumer Research

National Population Change 2010 to 2040



Population Growth Slowing

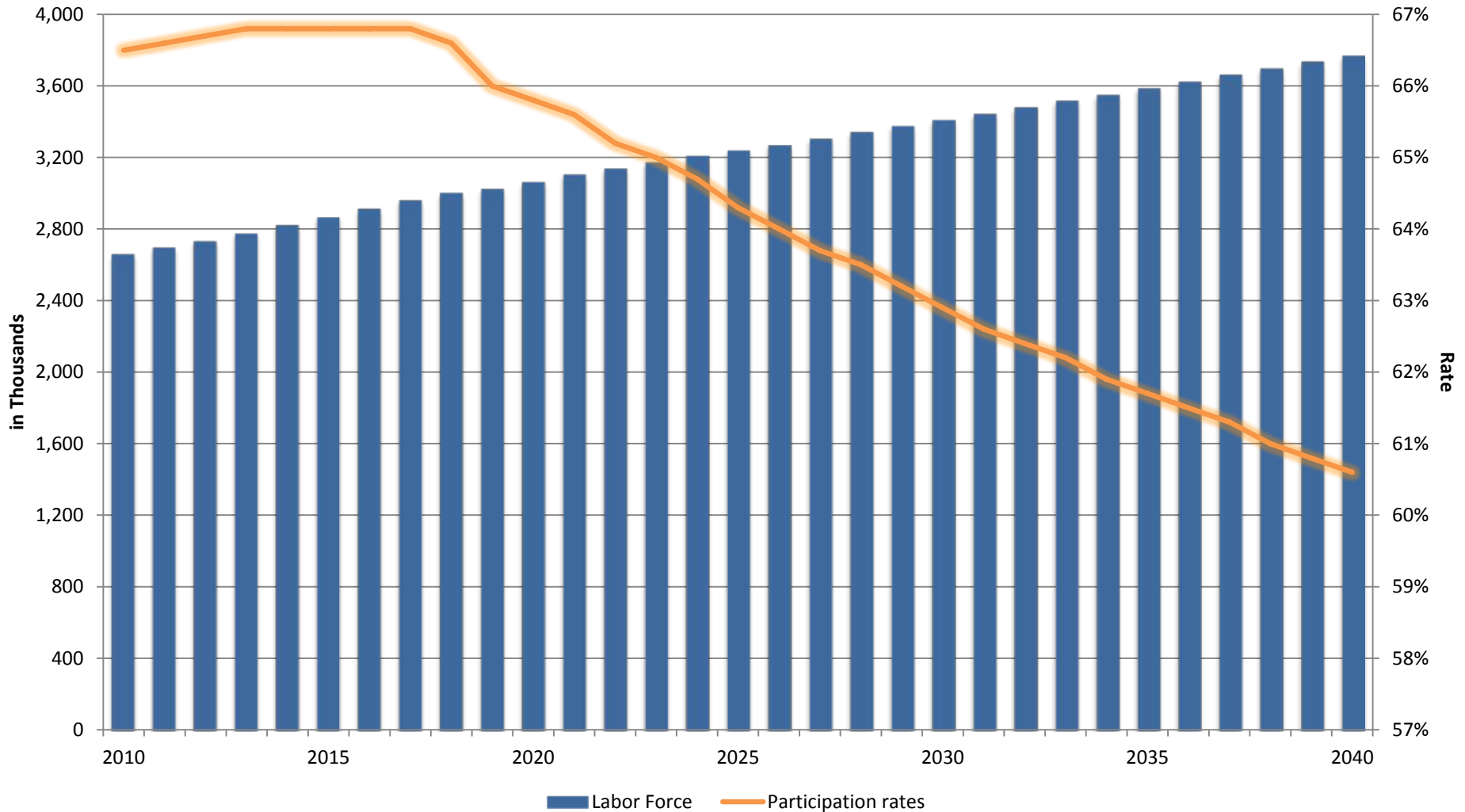


National Labor Force Participation Rates by Race/Ethnicity Estimated 1992-Projected 2022



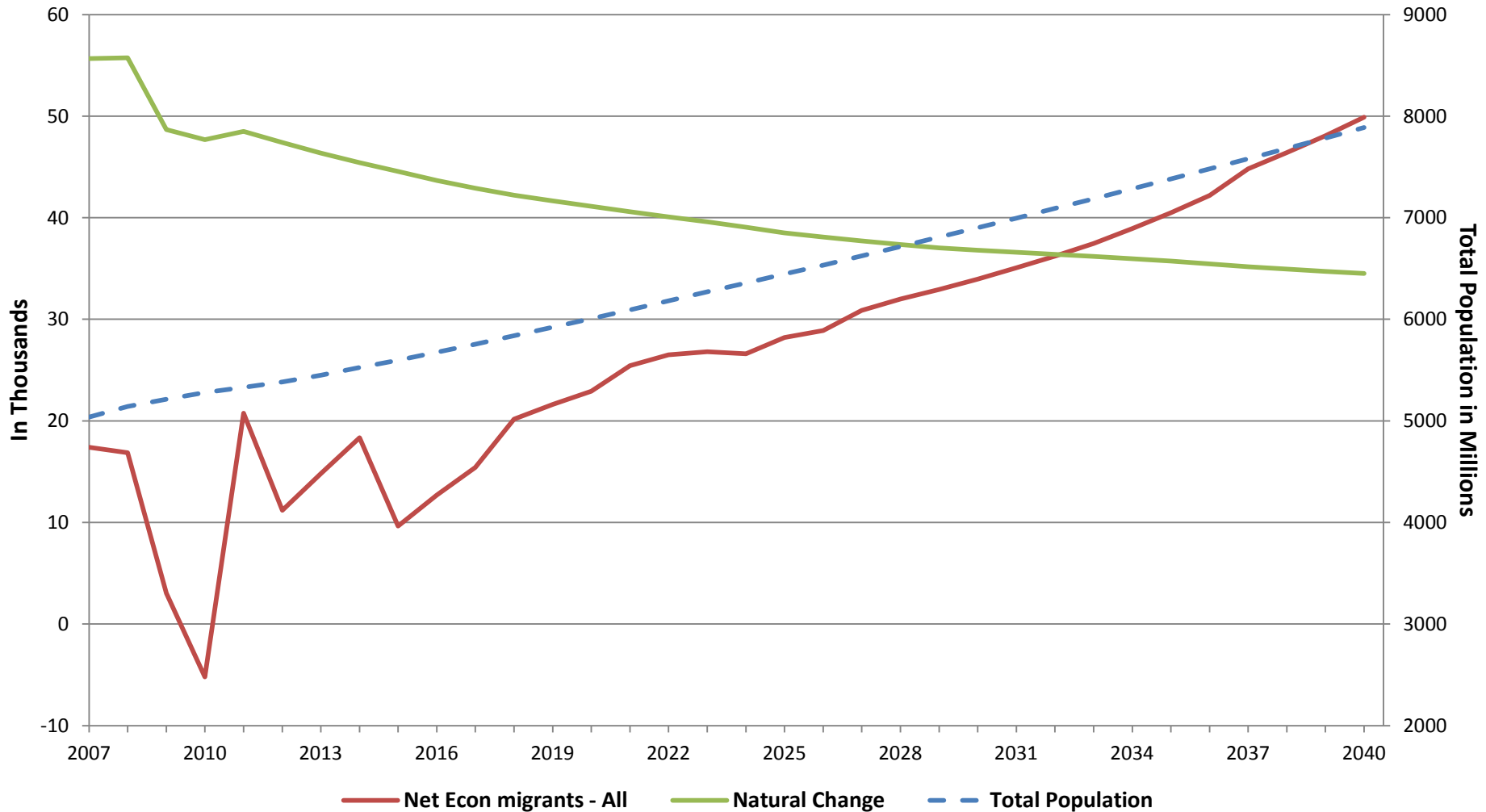
Region's Labor Force

Regional Labor Market



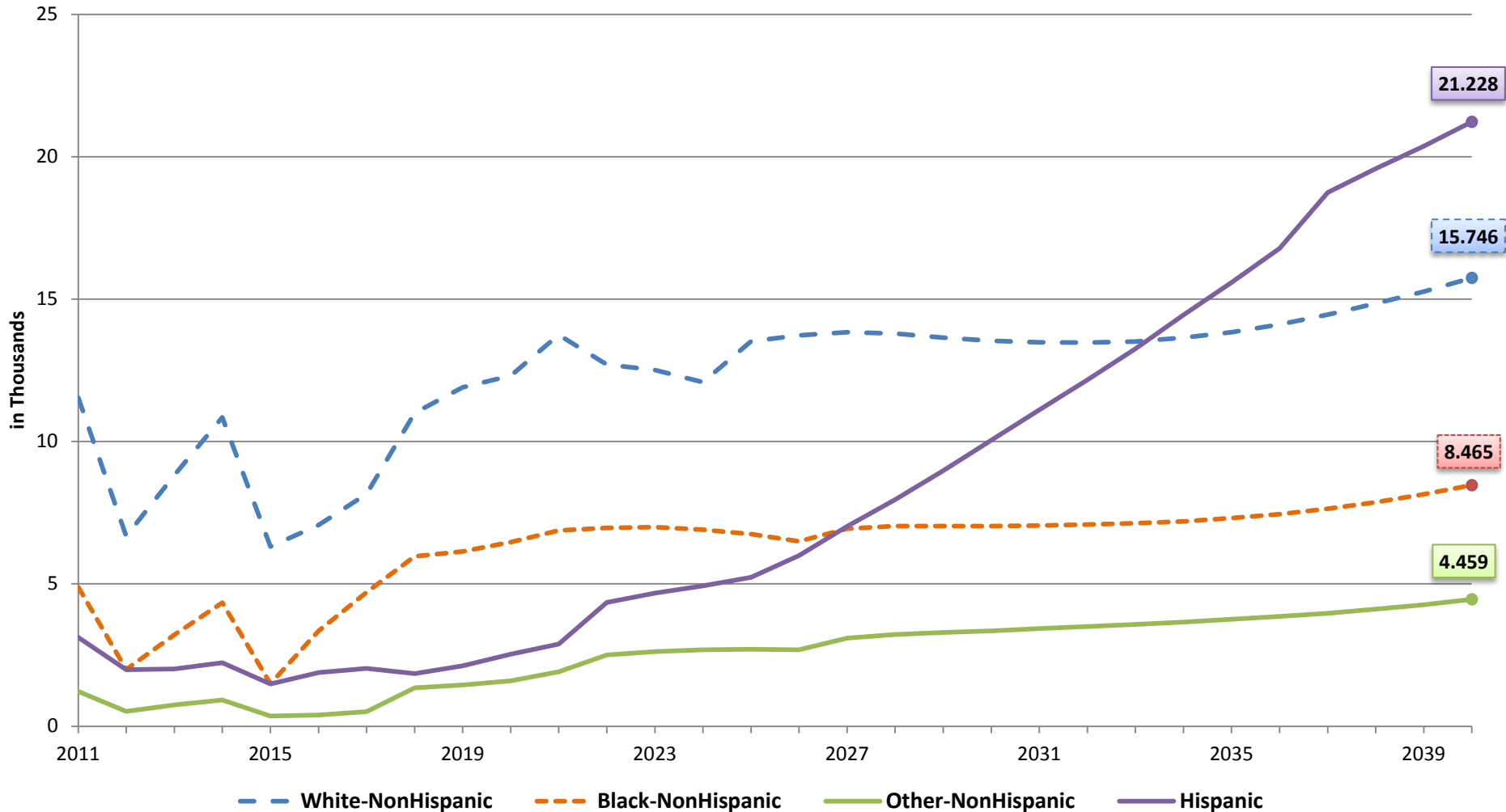
Population Determinants

Components

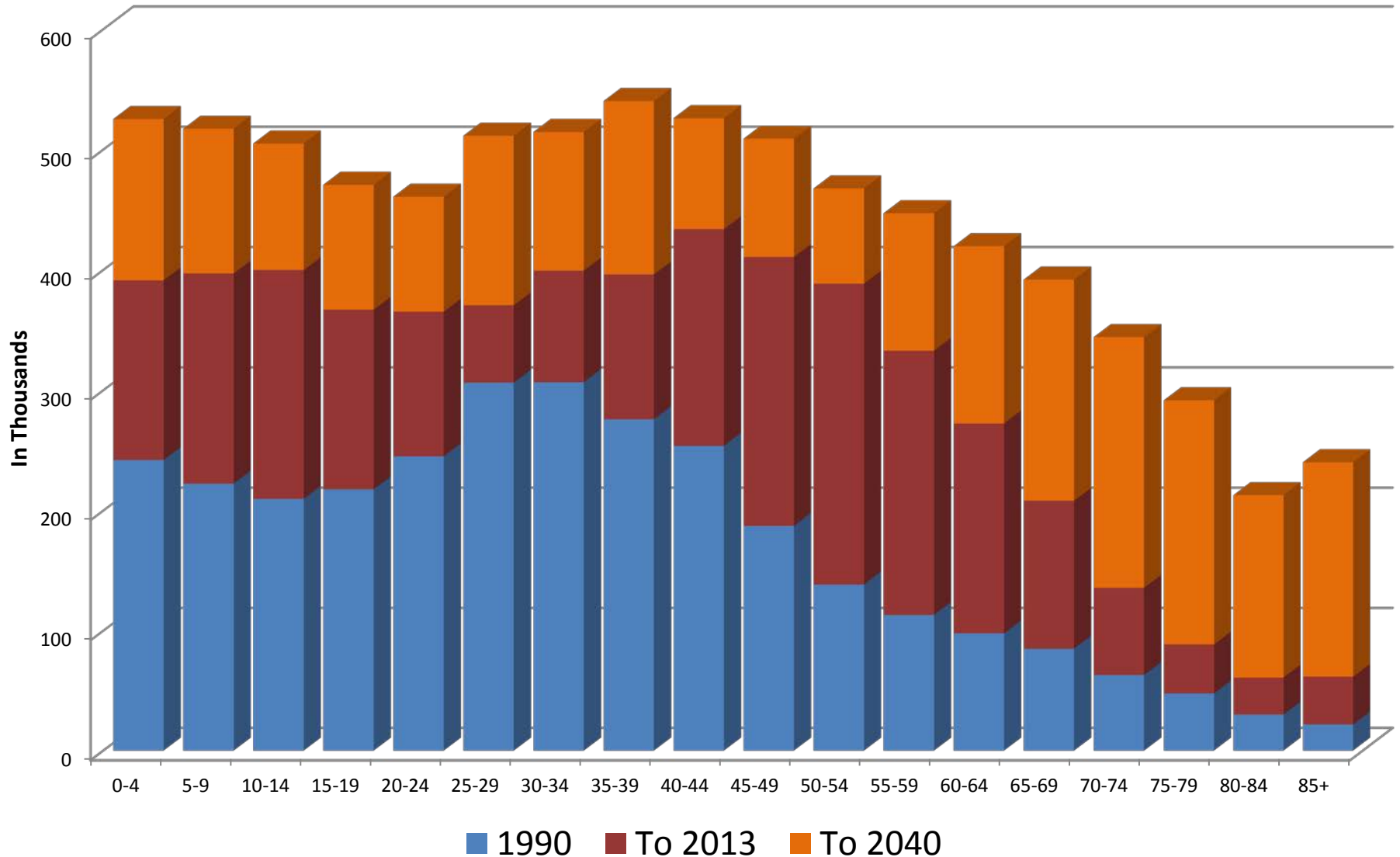


Region's Employment Opportunity

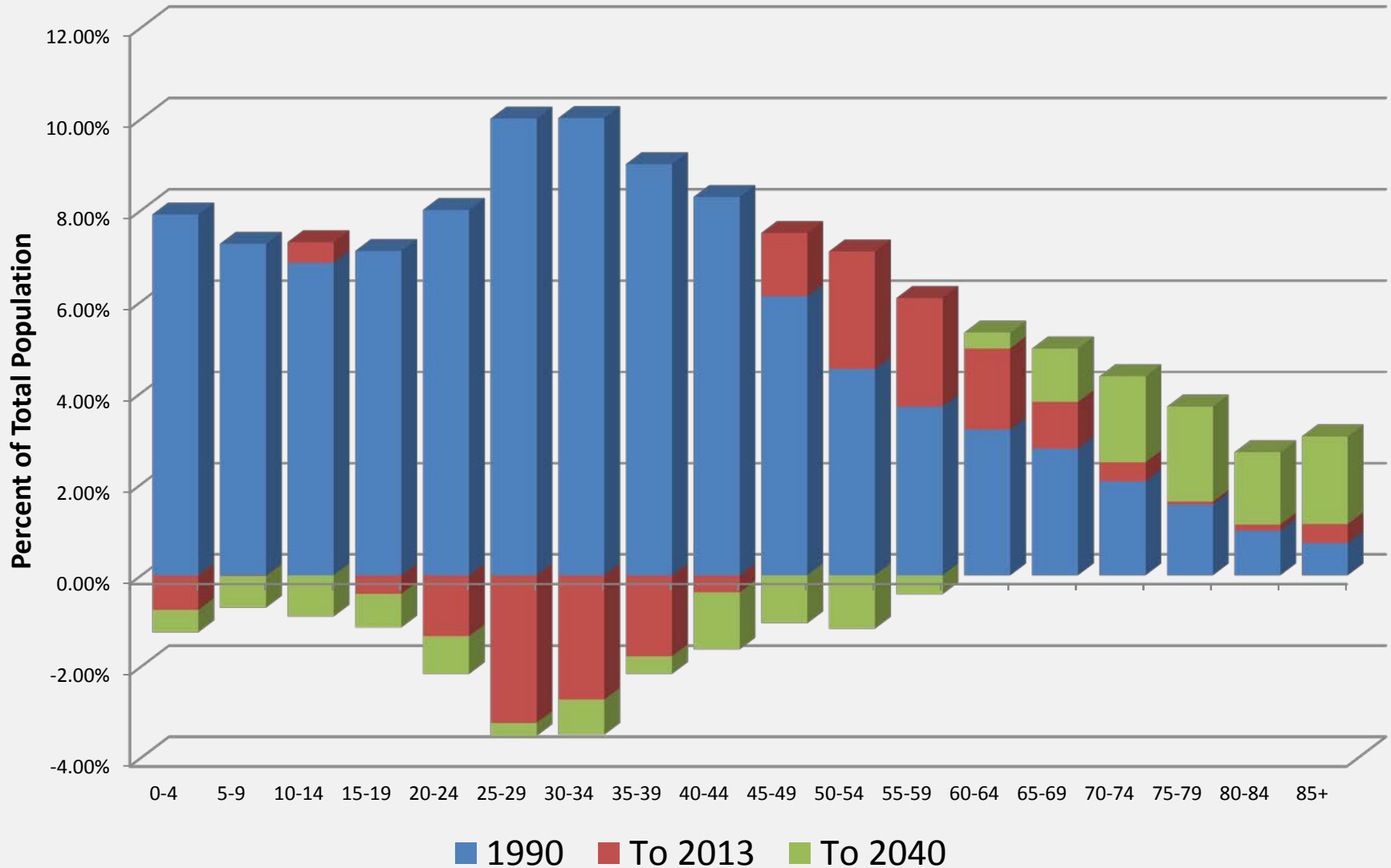
Economic Migrants by Race/ Ethnicity



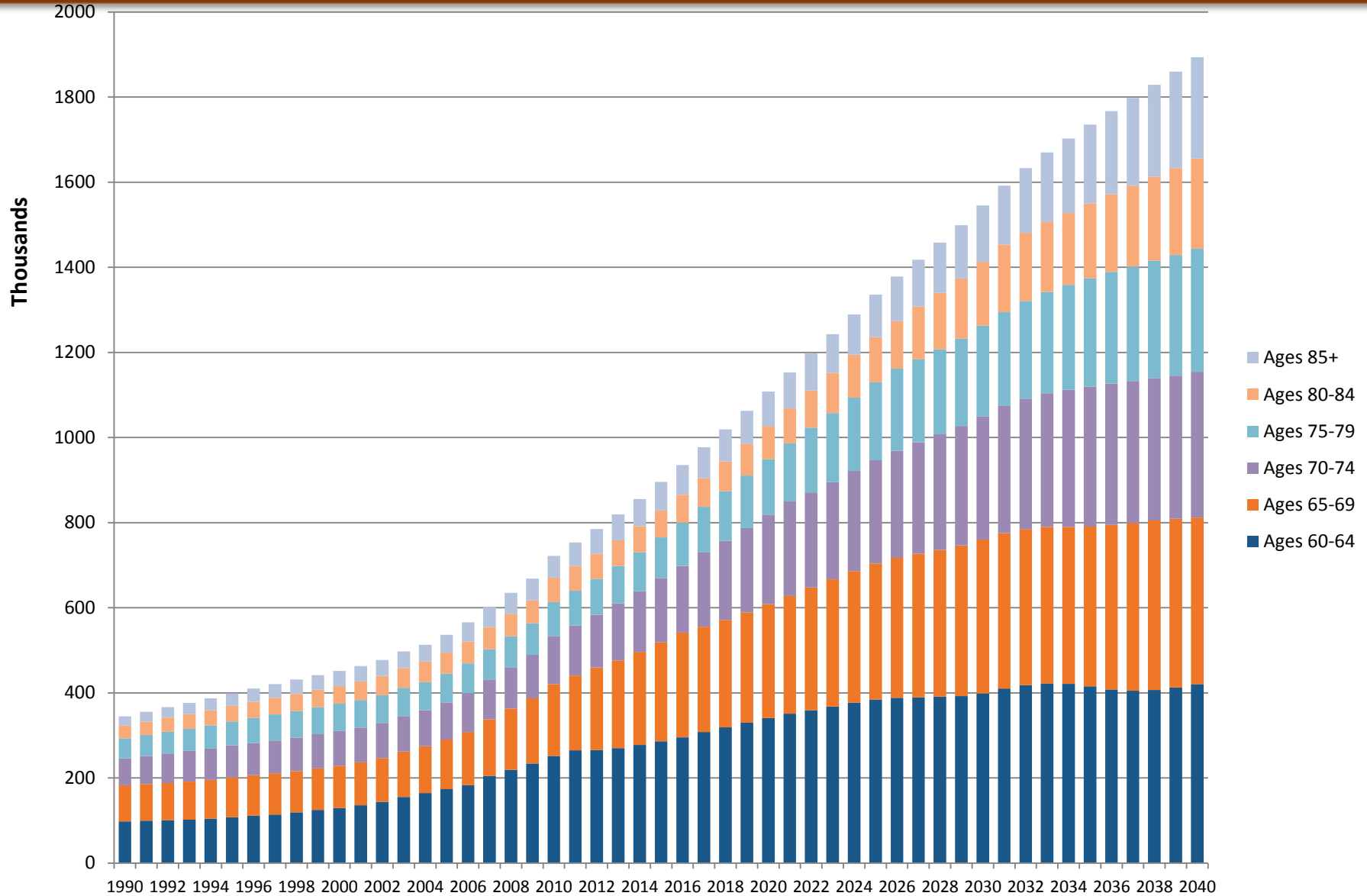
Age Population Growth



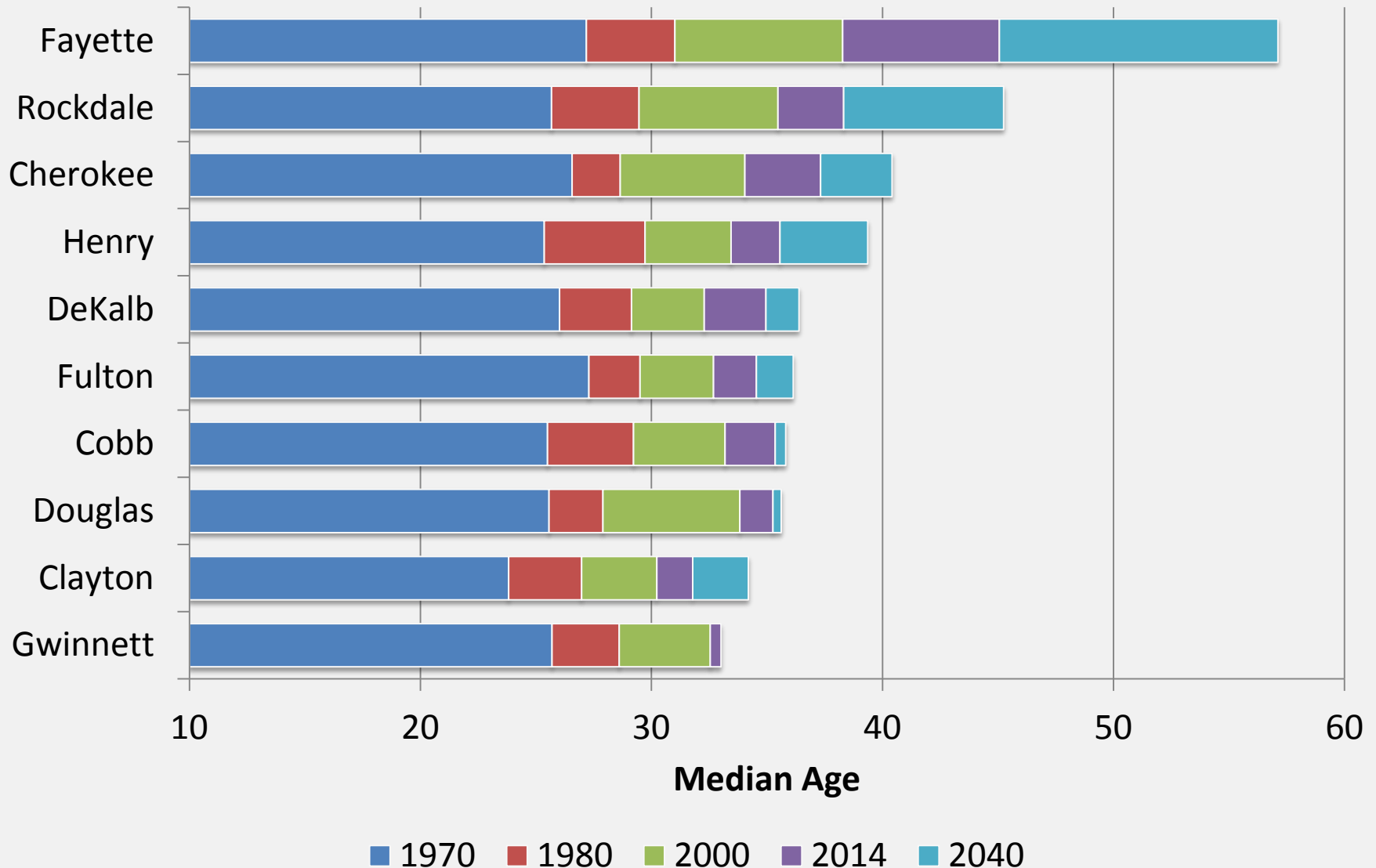
Age Composition Change



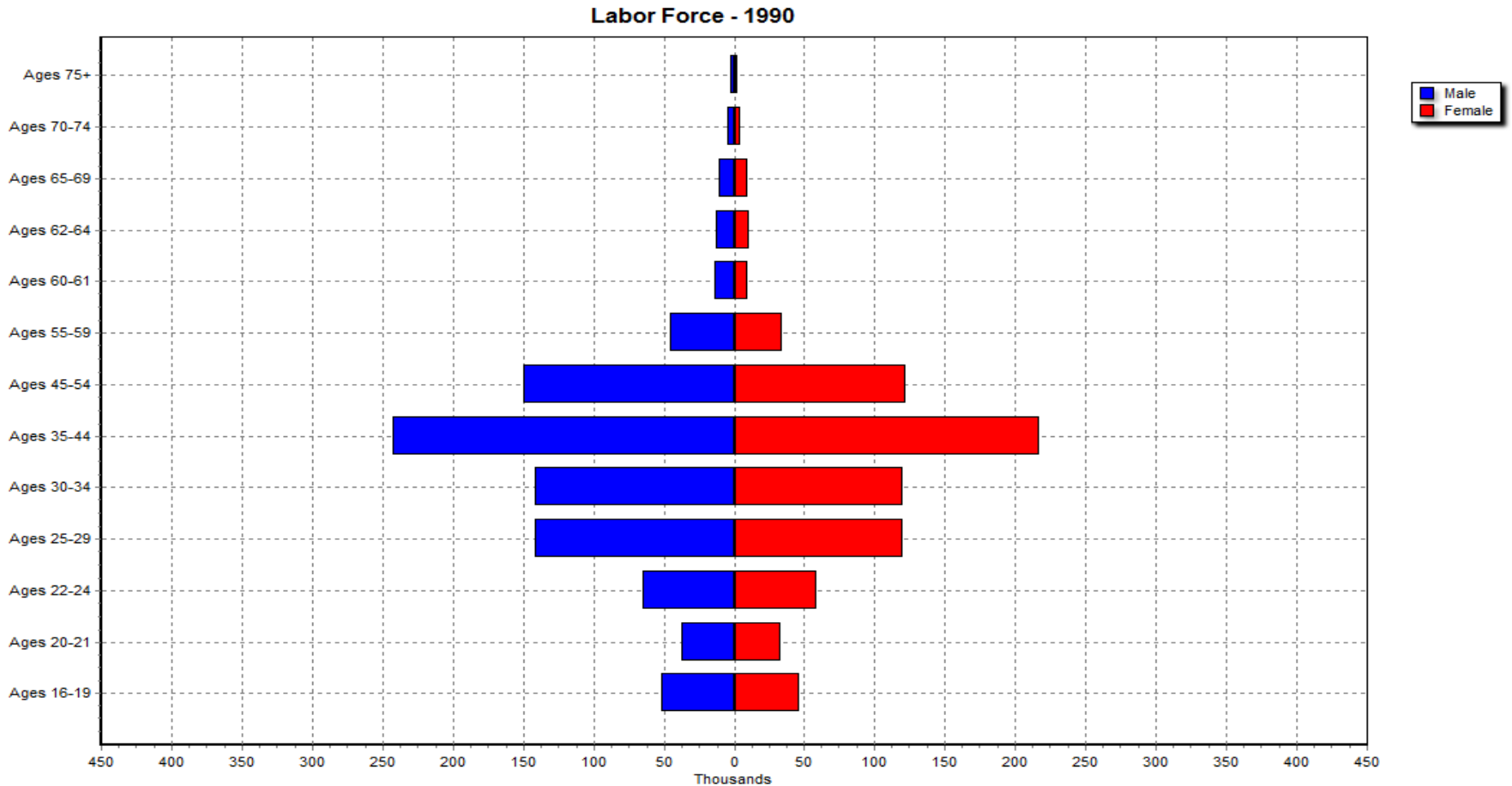
Extreme Aging



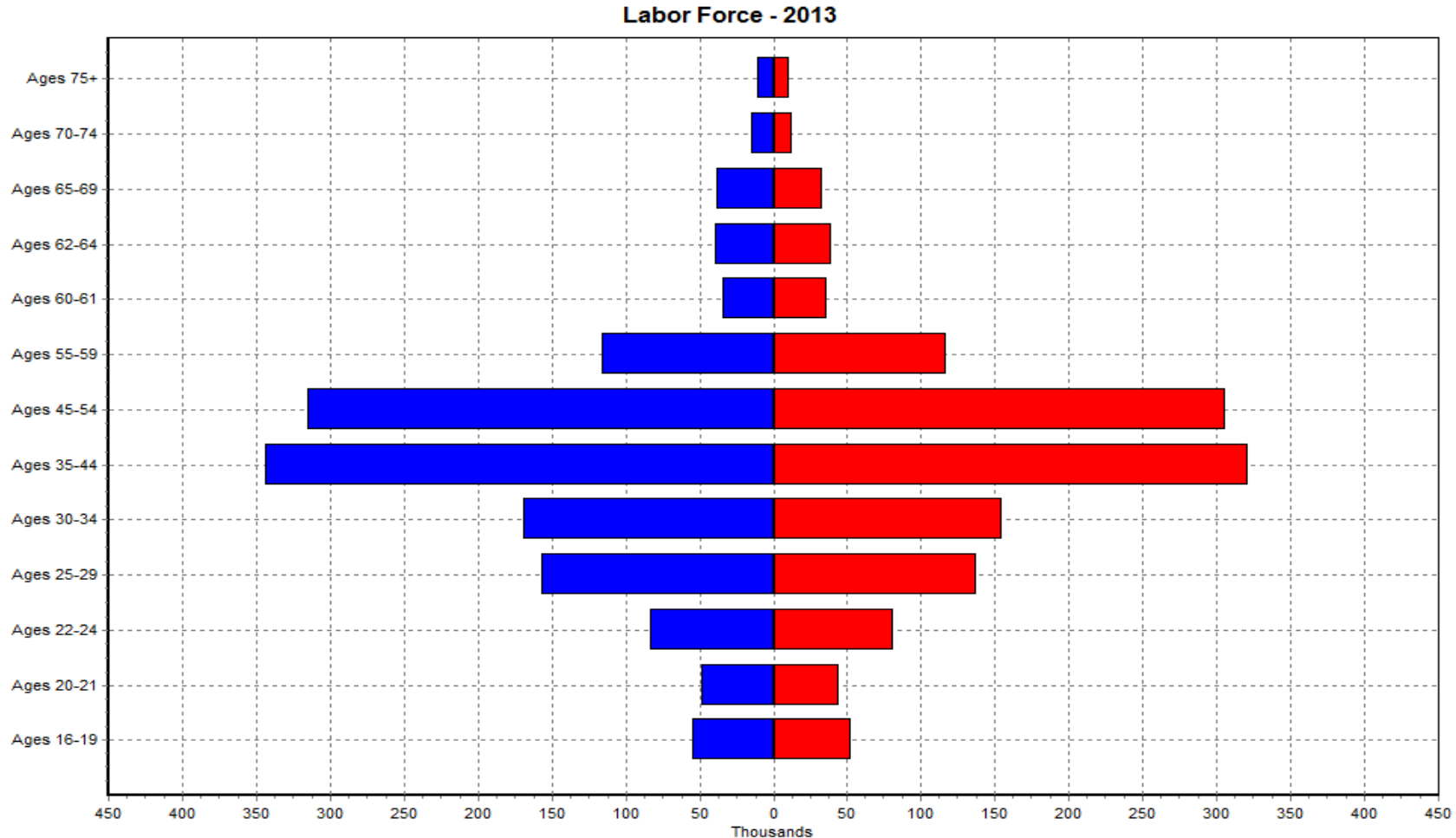
County Age Change



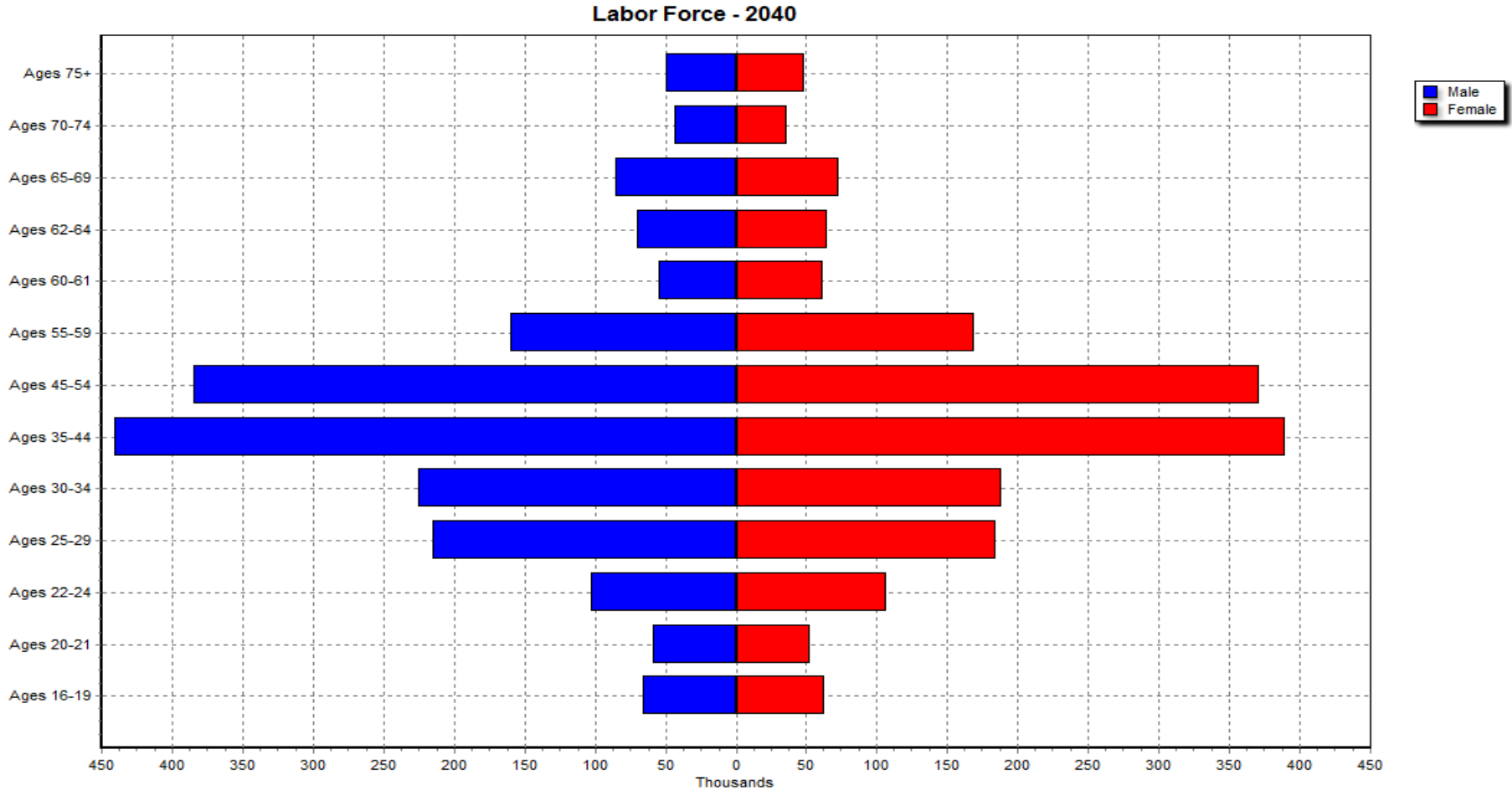
1990 Labor Force



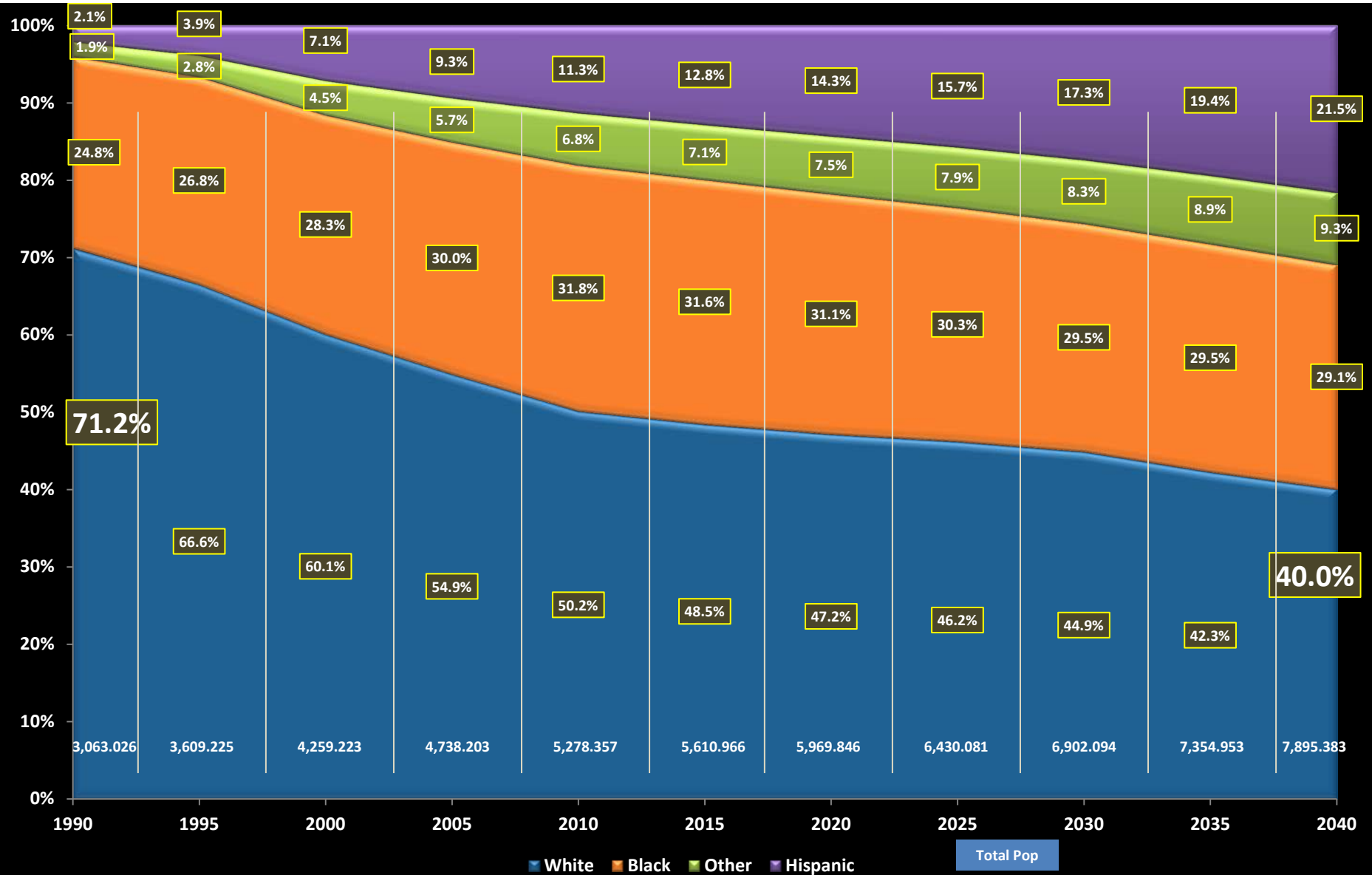
Labor Force 2013



Labor Force 2040

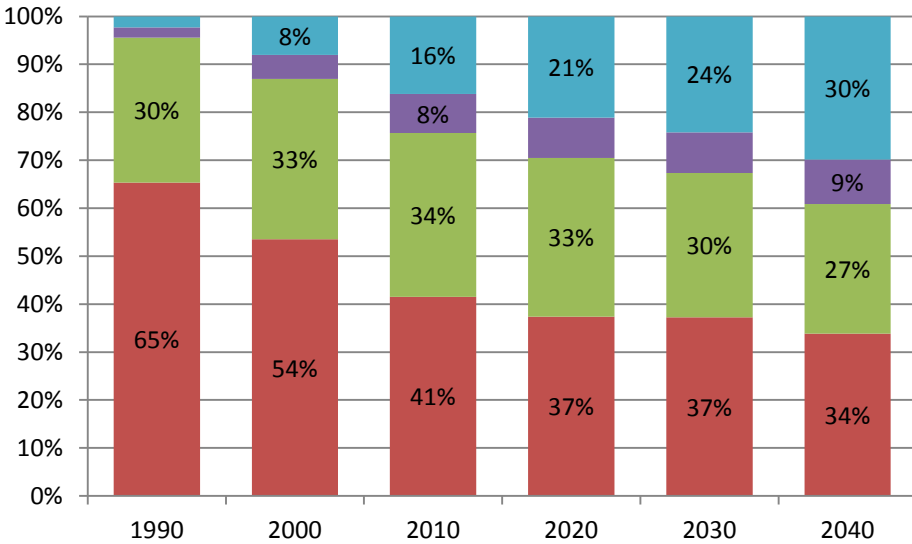


Becoming More Diverse

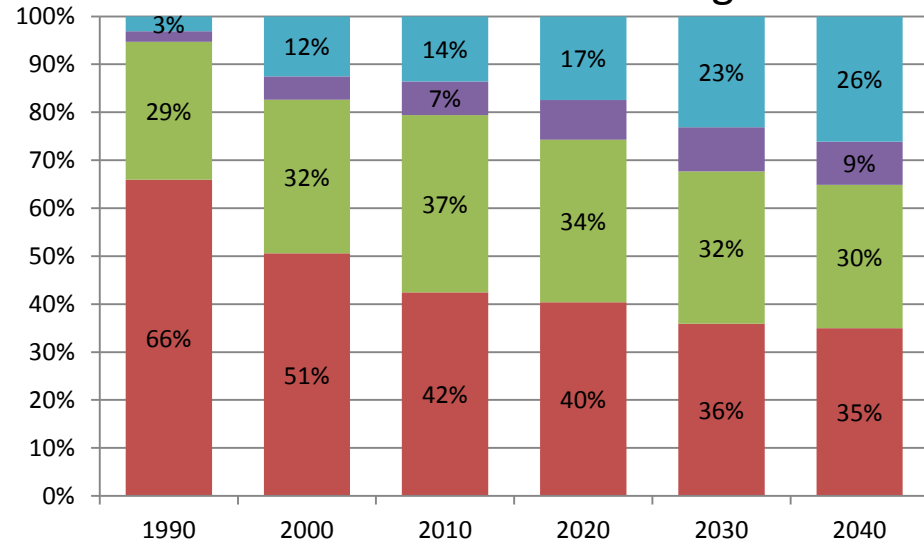


Regional Age By Race/Ethnicity 1990 to 2040

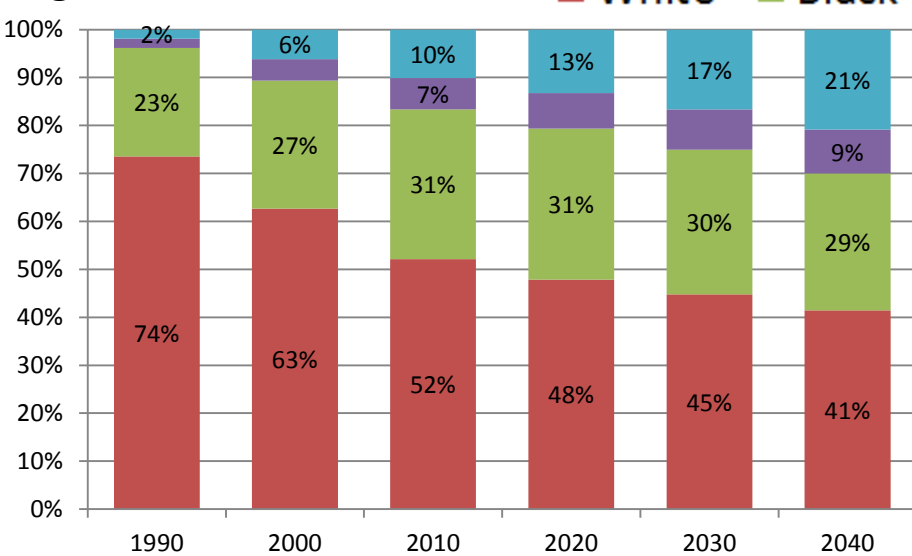
Age 0-14



Age 15-24

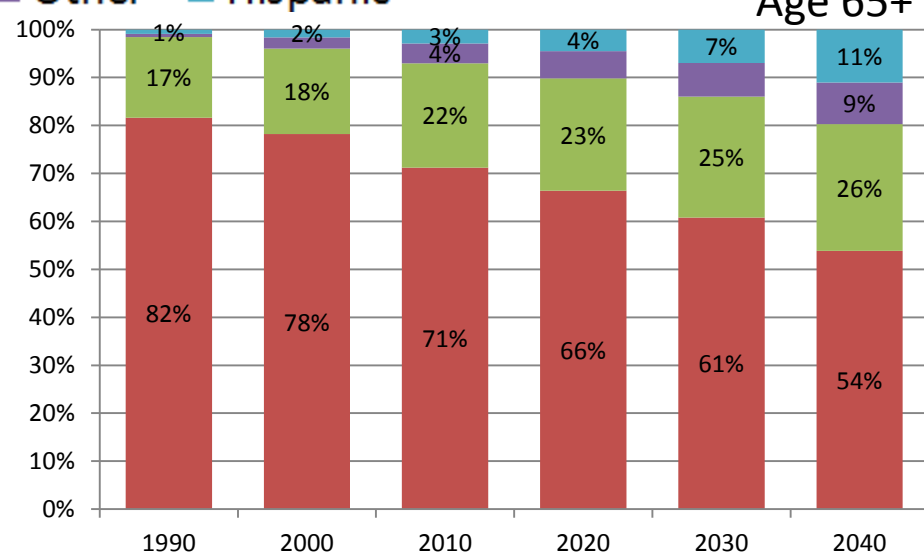


Age 25-64



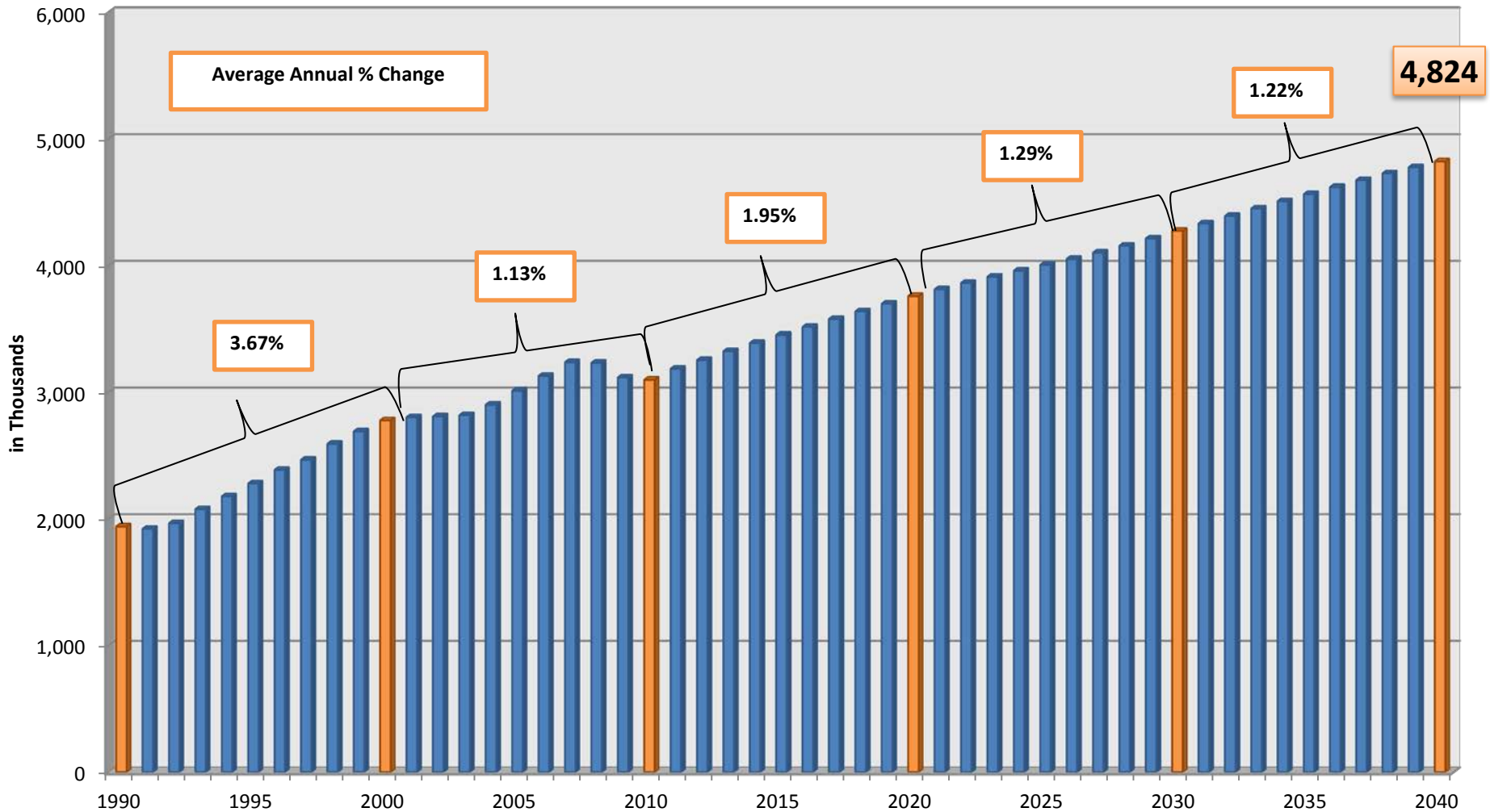
■ White
 ■ Black
 ■ Other
 ■ Hispanic

Age 65+



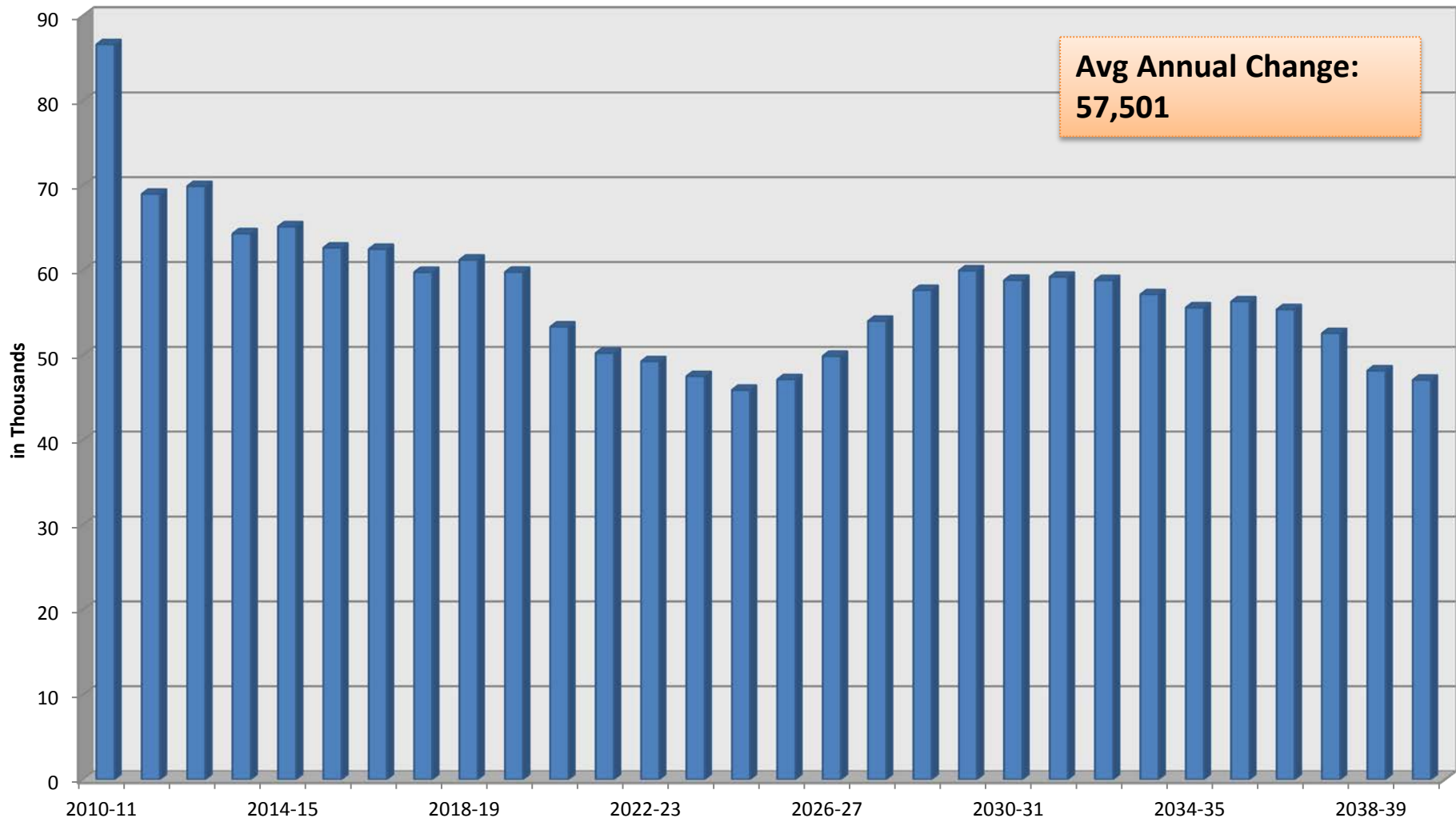
Employment Trends

Total Employment

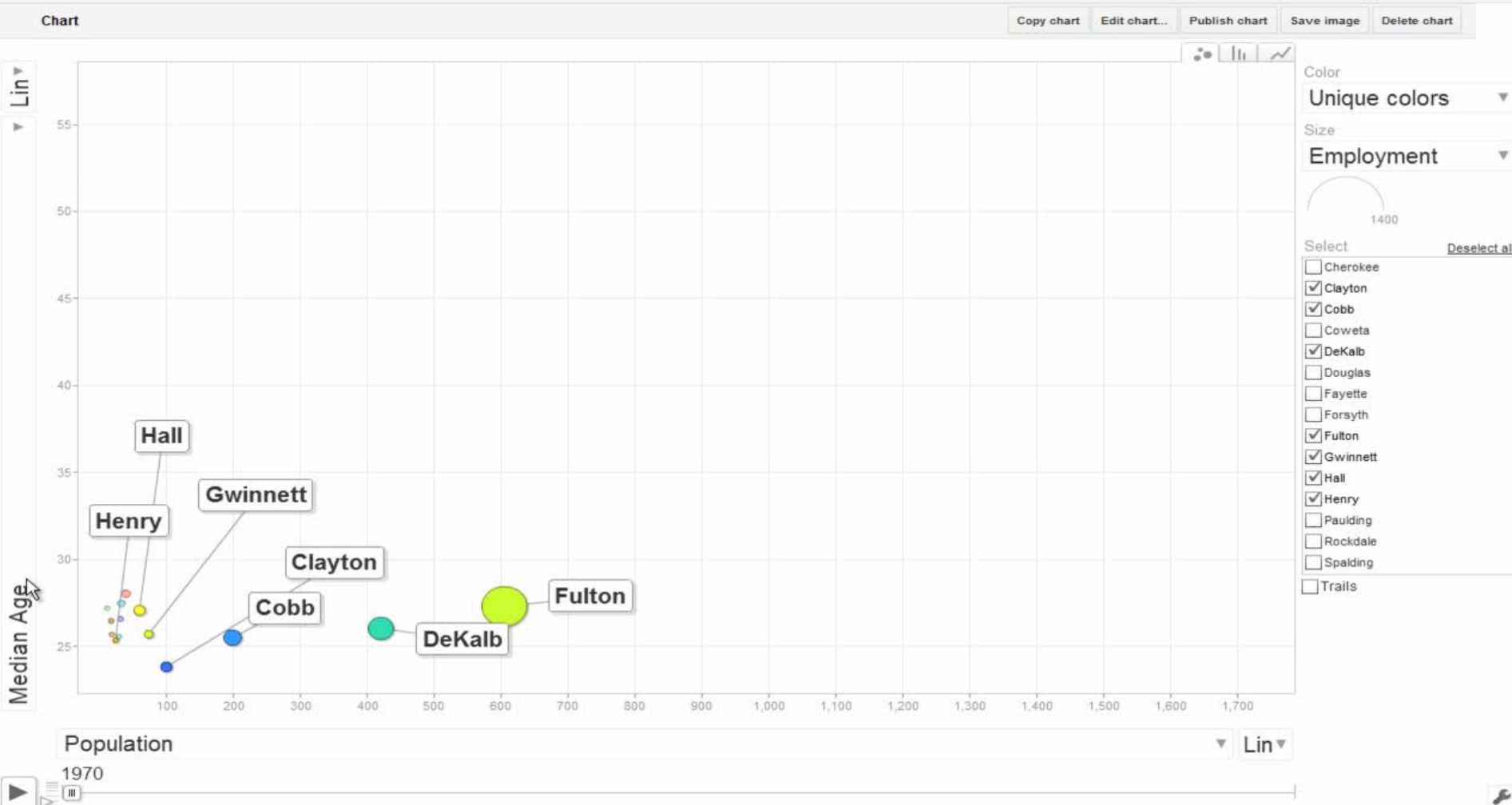


Total Employment Change

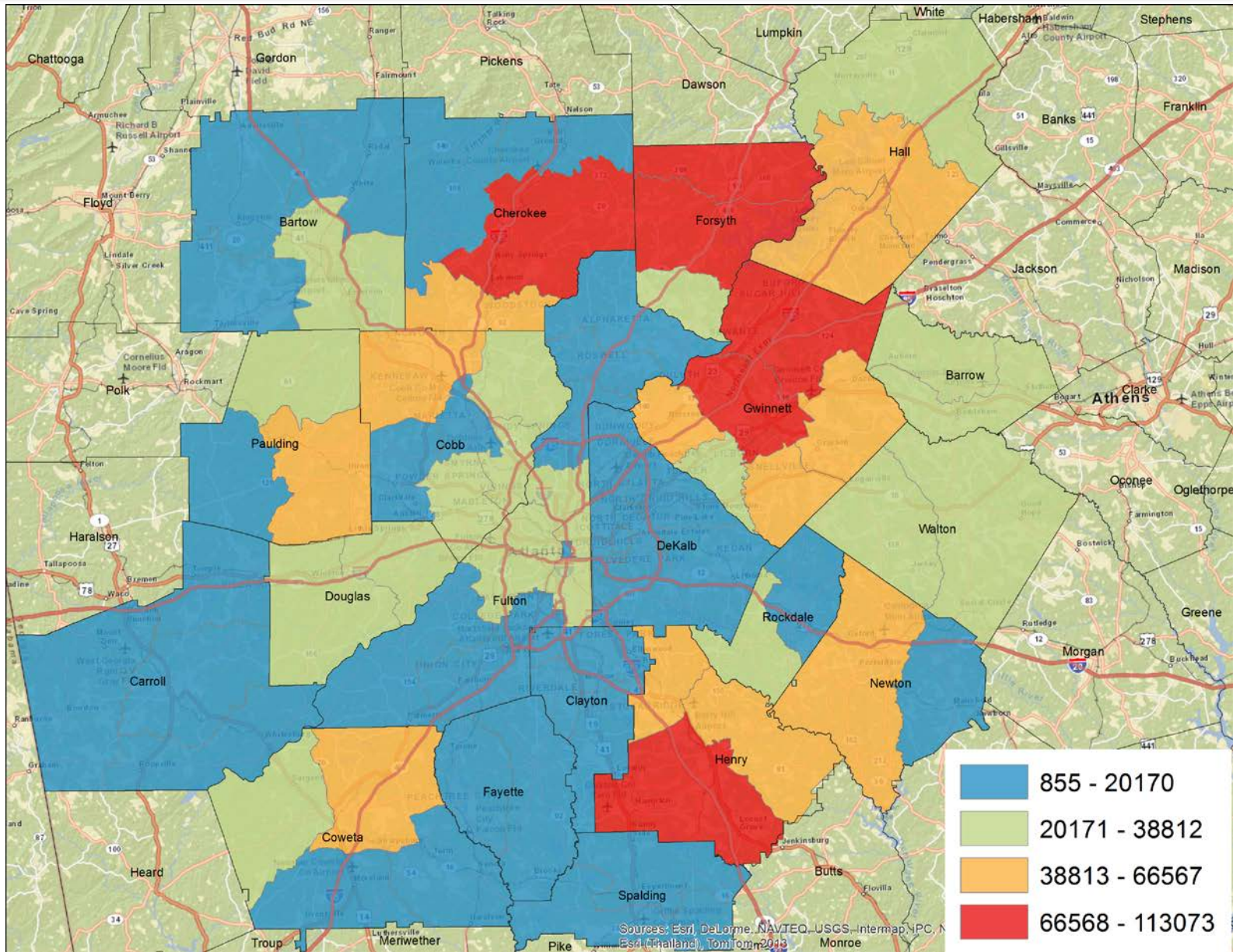
Y-O-Y Employment Change



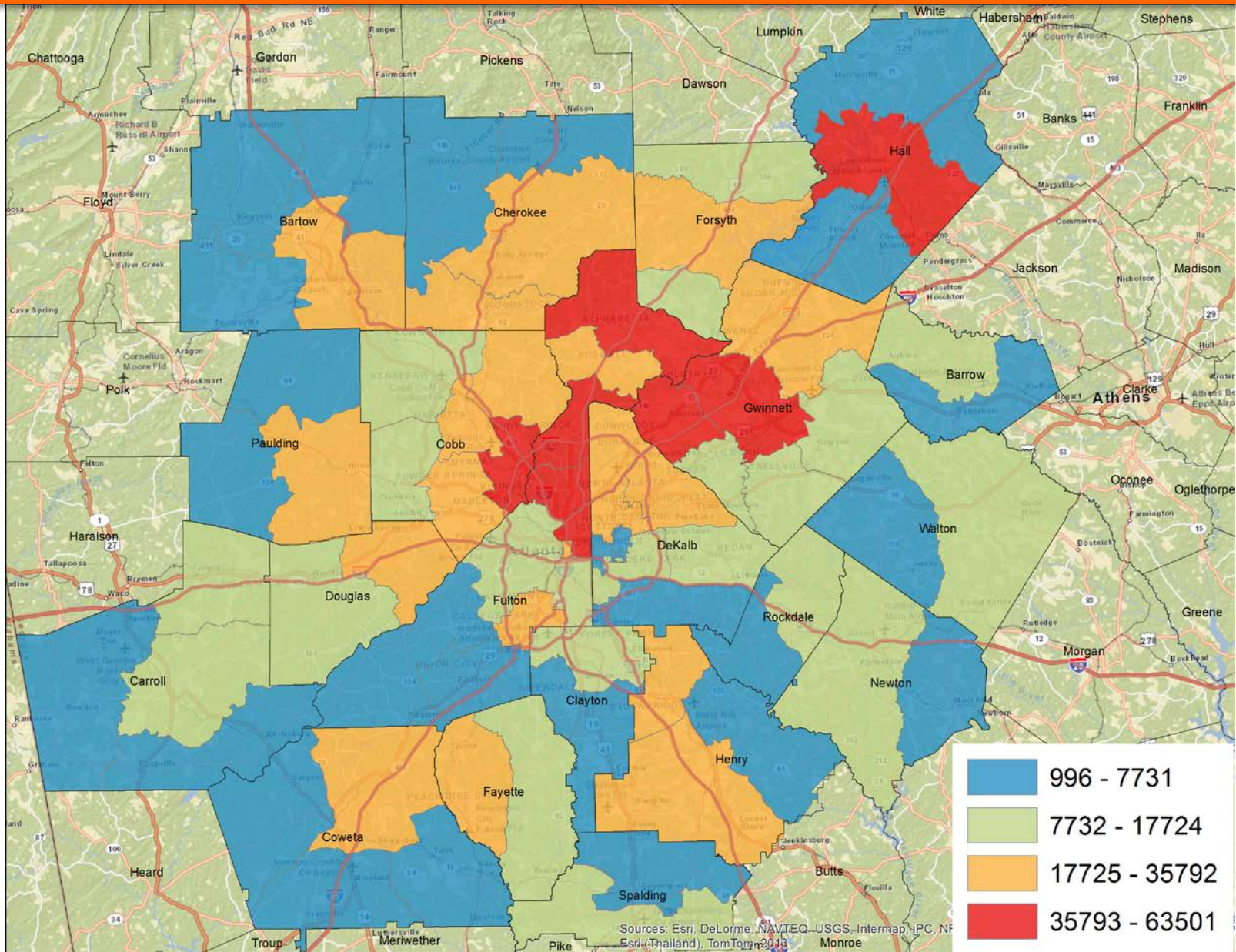
County Growth VIDEO



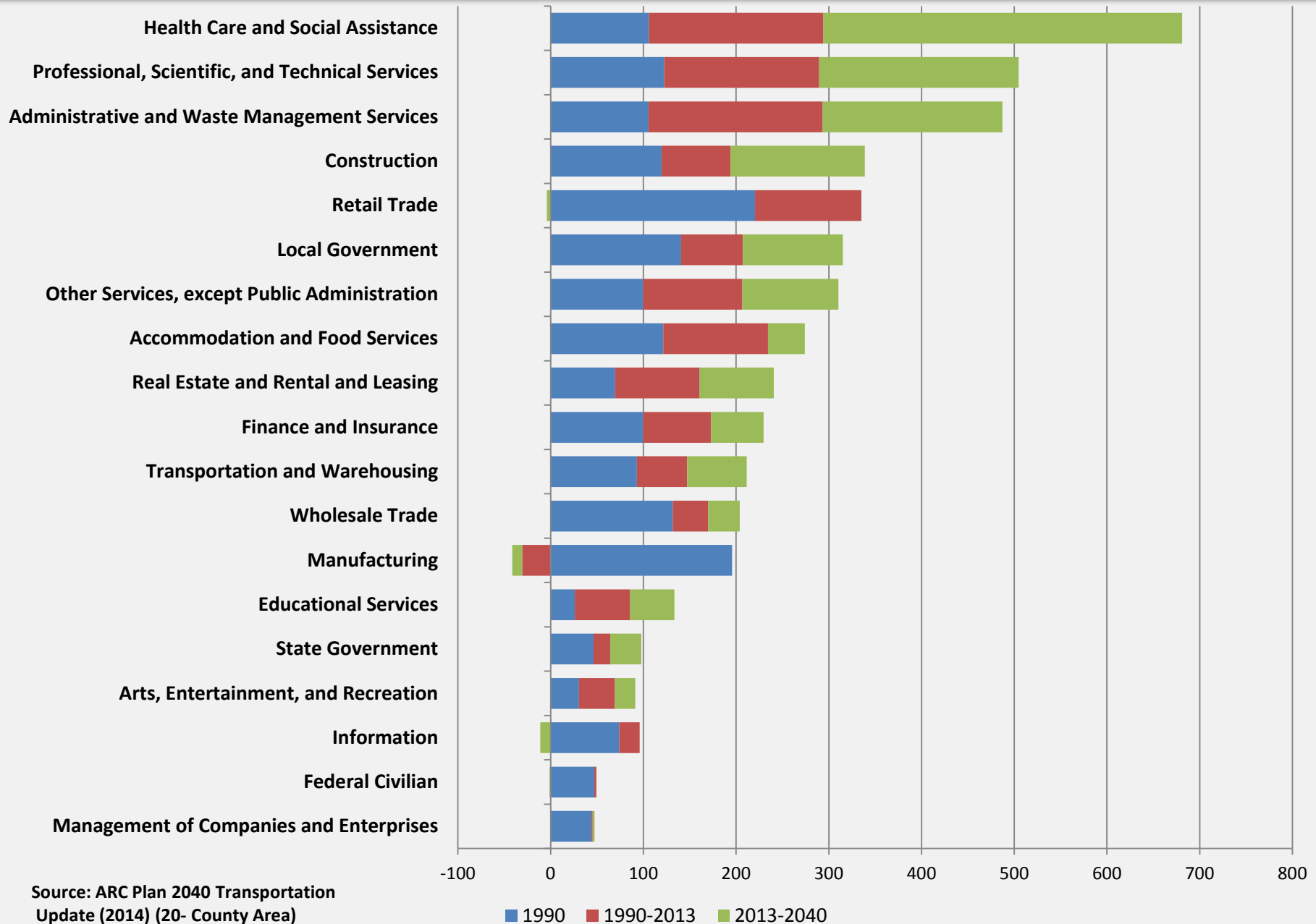
Forecast Population Growth 2015 to 2040



Forecast Employment Growth 2015 to 2040



Sector Employment Change



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

■ 1990 ■ 1990-2013 ■ 2013-2040

You want more?

The screenshot shows the ARC website's 'Info Center Resources' page. The header features the ARC logo and the tagline 'regional impact + local relevance'. A navigation menu includes links for 'ABOUT', 'RESEARCH', 'LAND USE', 'ENVIRONMENT', 'TRANSPORTATION', 'LOCAL GOVERNMENT', 'WORKFORCE SOLUTIONS', and 'HUMAN RESOURCES'. The main content area is titled 'Info Center Resources' and includes a large orange graphic with the word 'information' and 'REGIONAL DATA & RESOURCES'. Text on the page describes the Info Center as a primary source for accurate, objective data about the Atlanta region and provides a list of resources including regional data, GIS tools, interactive mapping, current news, TV shows, and events. A sidebar on the left contains an 'Info Center' menu with options like 'Overview', 'GIS Tools', and 'Interactive Mapping'. A 'Share This Page' section is visible at the bottom left.

<http://www.atlantaregional.com/>

<http://www.gmanet.com/DataTools.aspx>

The screenshot shows the Neighborhood Nexus website's report page. The header features the 'neighborhood nexus' logo and the tagline 'Connecting Atlanta's Communities'. A navigation menu includes links for 'Home', 'Issues In-Depth', 'Data Center', 'Data Stories', 'Maps', 'Our Services', 'Training', and 'Neighborhood Corner'. The main content area is titled 'Report: Food Stamp Usage in Atlanta Region' and features a large image of a basket of fresh vegetables. Text on the page describes the report's focus on the economic impact of the Great Recession on lower income families in the 20-county Atlanta area. A sidebar on the left contains a 'Report: Food Stamp Usage in Atlanta Region' section with a 'Download data profiles...' button. A 'I Want To...' section offers options like 'Explore interactive mapping...', 'Download the new data.', and 'Do custom research...'. A 'Hang Out On The Corner?' section includes a map and a 'New to the site? Tell your story at Neighborhood Corner' link. A 'Connect Us' section at the bottom left provides links for 'About Us', 'Advisory Board', 'Our Sponsors', 'Our Partners', 'Subscribe to Our Network', and 'Contact Us'.

<http://www.neighborhoodnexus.org/>

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