Richmond Chamber of Commerce
The Long View on Metropolitan Atlanta
a Socioeconomic Primer

The Atlanta Regional Commission

Vision

ONE great REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

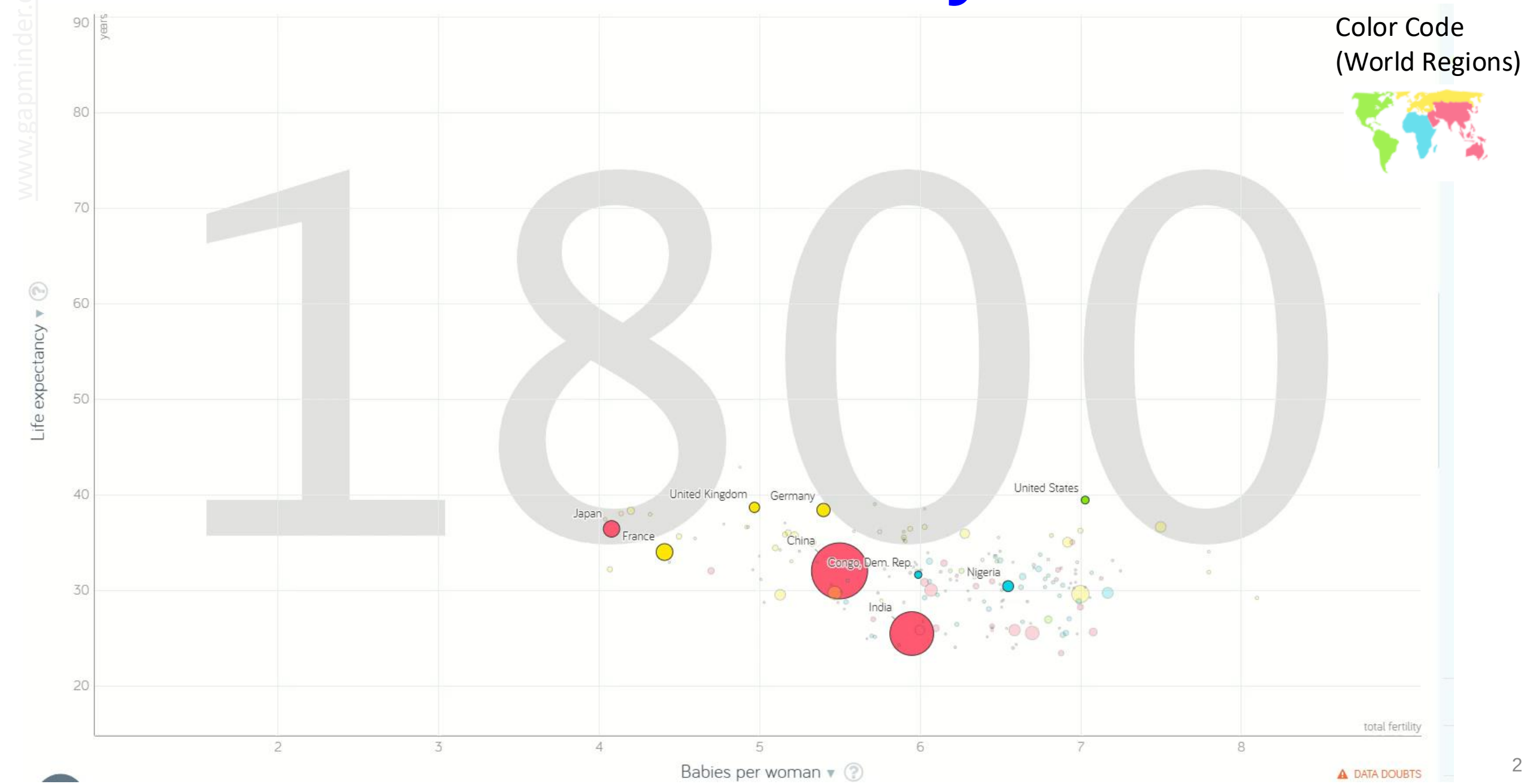
Excellence | **Inclusive Equity**

Goals

- **Healthy, safe, livable communities** in the Atlanta Metro area.
- **Strategic investments** in people, infrastructure, mobility, and preserving natural resources.
- Regional services delivered with **operational excellence** and **efficiency**.
- **Diverse stakeholders engage** and take a regional approach to solve local issues.
- **A competitive economy** that is inclusive, innovative, and resilient.

Michael D. Alexander, "Mike" Chief Operating Officer
Atlanta Regional Commission malexander@atlantaregional.org

223 Years of World History in 60 Seconds

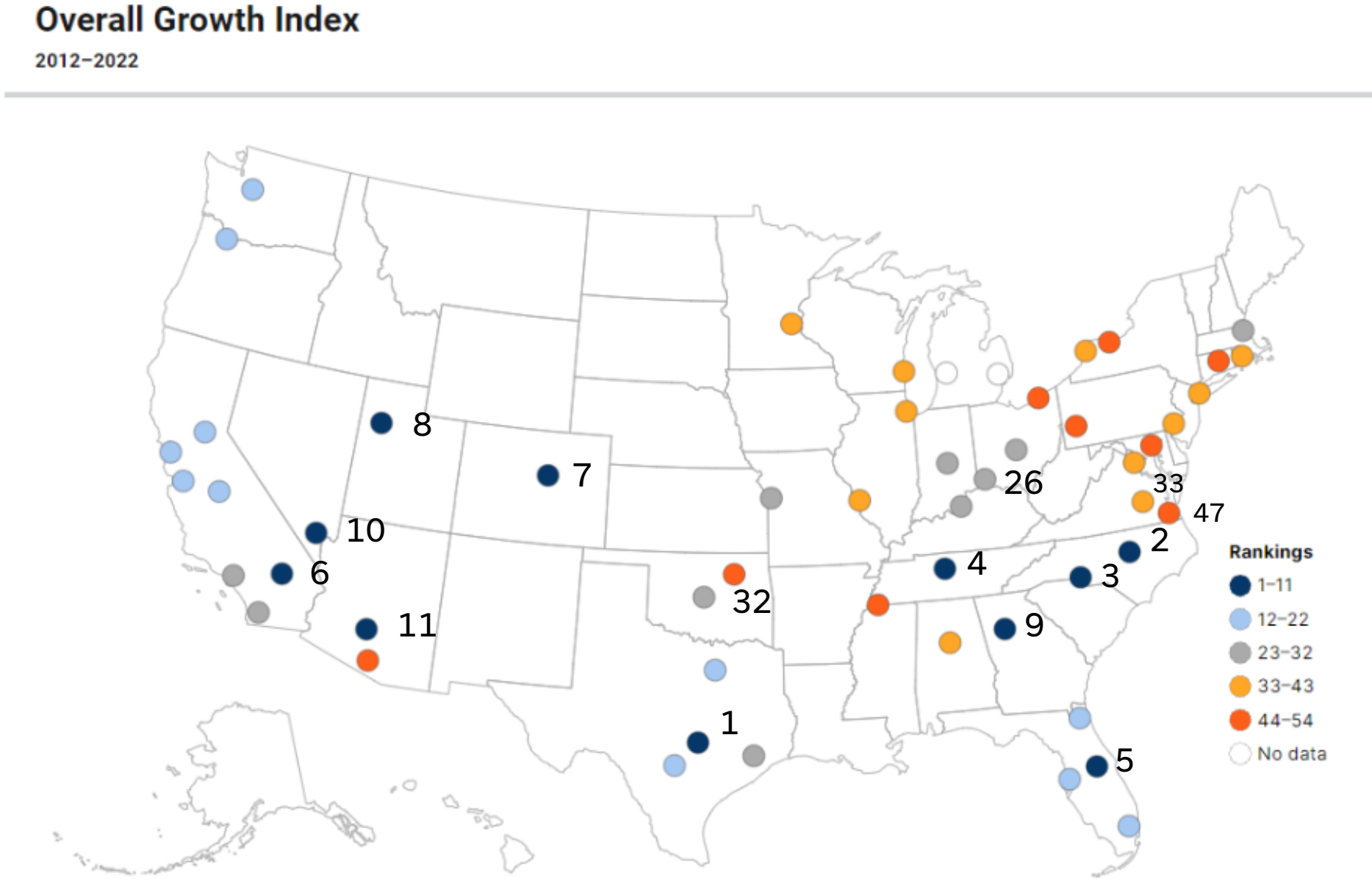


To Download the Deck

Use your phone (camera)

Point the Camera at the QR code and select the link when it pops up

Brookings Metro Monitor 2024



https://www.brookings.edu/articles/metro-monitor-2024/

Brookings: Atlanta and Richmond

Atlanta-Sandy Springs-Roswell, GA Metropolitan Statistical Area

Population: **6,237,435** | One of 54 **very large** metro areas with at least 1 million residents

Ranks* 1–11 12–22 23–32 33–43 44–54

9 Growth *2012–2022*

- 14 Change in jobs (%) +23.8% Chart
- 14 Change in Gross Metropolitan Product (GMP) (%) +39.1% Chart
- 6 Change in jobs at young firms (%) +48.3% Chart

20 Prosperity *2012–2022*

- 20 Change in productivity (%) +12.4% Chart
- 24 Change in average annual wage (%) +14.2% Chart
- 16 Change in standard of living (%) +21.7% Chart

15 Inclusion *2012–2022*

- 5 Change in employment rate (% points) +8.3% Chart
- 19 Change in median earnings (%) +22.0% Chart
- 37 Change in relative poverty rate (% points) −1.8% Chart

7 Racial inclusion *2012–2022*

- 24 Change in white/people of color employment rate gap (% points) −3.4% Chart
- 4 Change in white/people of color median earnings gap ($) −$3,371 Chart
- 25 Change in white/people of color relative poverty rate gap (% points) −2.2% Chart

44 Geographic inclusion *2008–12 to 2018–22*

- 48 Change in top/bottom neighborhoods employment rate gap (% points) +0.5% Chart
- 48 Change in top/bottom neighborhoods median household income gap ($) +$14,678 Chart
- 26 Change in top/bottom neighborhoods relative poverty rate gap (% points) −5.1% Chart

Richmond, VA Metropolitan Statistical Area

Population: **1,339,182** | One of 54 **very large** metro areas with at least 1 million residents

Ranks* 1–11 12–22 23–32 33–43 44–54

33 Growth *2012–2022*

- 35 Change in jobs (%) +8.6% Chart
- 33 Change in Gross Metropolitan Product (GMP) (%) +19.2% Chart
- 24 Change in jobs at young firms (%) +28.9% Chart

38 Prosperity *2012–2022*

- 28 Change in productivity (%) +9.8% Chart
- 34 Change in average annual wage (%) +12.0% Chart
- 48 Change in standard of living (%) +7.8% Chart

19 Inclusion *2012–2022*

- 17 Change in employment rate (% points) +6.7% Chart
- 23 Change in median earnings (%) +19.9% Chart
- 21 Change in relative poverty rate (% points) −2.8% Chart

22 Racial inclusion *2012–2022*

- 23 Change in white/people of color employment rate gap (% points) −3.6% Chart
- 14 Change in white/people of color median earnings gap ($) −$1,101 Chart
- 36 Change in white/people of color relative poverty rate gap (% points) −1.2% Chart

6 Geographic inclusion *2008–12 to 2018–22*

- 4 Change in top/bottom neighborhoods employment rate gap (% points) −3.9% Chart
- 18 Change in top/bottom neighborhoods median household income gap ($) +$7,690 Chart
- 7 Change in top/bottom neighborhoods relative poverty rate gap (% points) −7.1% Chart

Hot off the Press

Table 8

Top 10 U.S. Metro Areas in Annual Numeric Growth: July 1, 2022 to July 1, 2023

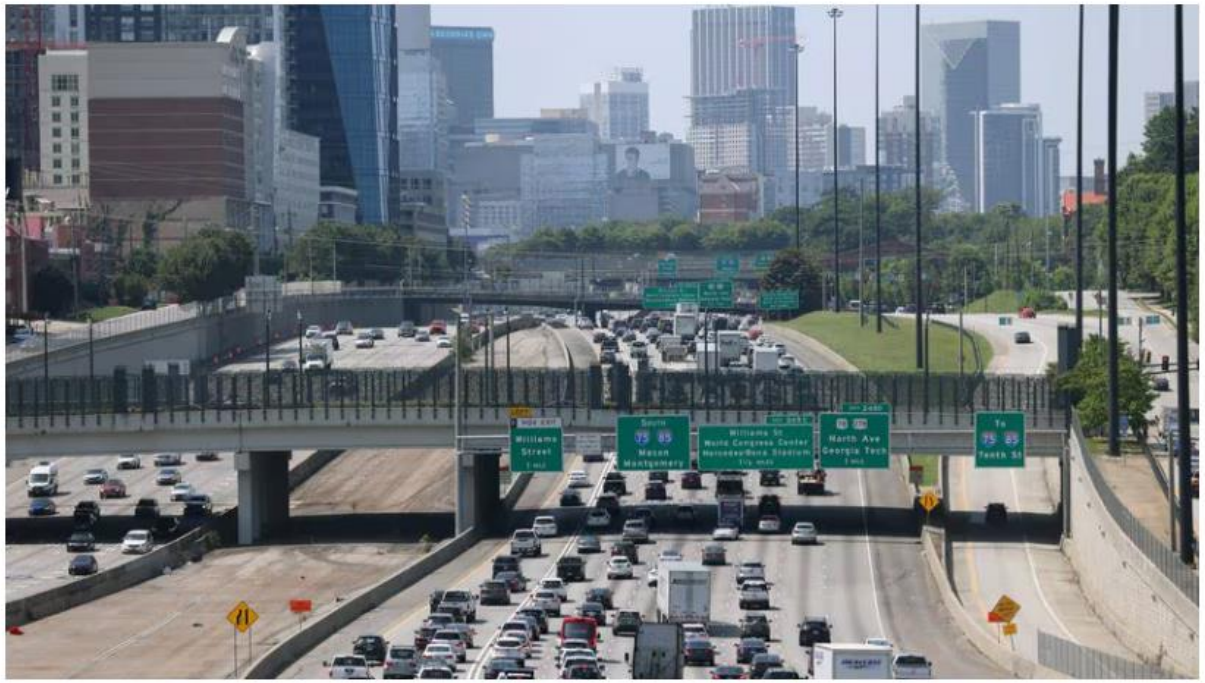
Rank	Metro Area	April 1, 2020 (Estimates Base)	July 1, 2022	July 1, 2023	Numeric Growth
1	Dallas-Fort Worth-Arlington, TX	7,637,398	7,947,439	8,100,037	152,598
2	Houston-Pasadena-The Woodlands, TX	7,149,604	7,370,464	7,510,253	139,789
3	Atlanta-Sandy Springs-Roswell, GA	6,106,847	6,238,676	6,307,261	68,585
4	Orlando-Kissimmee-Sanford, FL	2,673,391	2,763,017	2,817,933	54,916
5	Tampa-St. Petersburg-Clearwater, FL	3,175,291	3,291,341	3,342,963	51,622
6	Charlotte-Concord-Gastonia, NC-SC	2,660,348	2,754,657	2,805,115	50,458
7	Austin-Round Rock-San Marcos, TX	2,283,379	2,423,170	2,473,275	50,105
8	Phoenix-Mesa-Chandler, AZ	4,851,102	5,020,870	5,070,110	49,240
9	San Antonio-New Braunfels, TX	2,558,115	2,655,928	2,703,999	48,071
10	Miami-Fort Lauderdale-West Palm Beach, FL	6,138,356	6,139,812	6,183,199	43,387

Source: U.S. Census Bureau, Vintage 2023 Population Estimates.

METRO ATLANTA

Atlanta metro area now 6th largest in U.S., Census Bureau estimates

Atlanta's 29-county region surpasses Washington, D.C., and Philadelphia in terms of population, according to latest data



Credit: Jason Getz / Jason.Getz@ajc.com

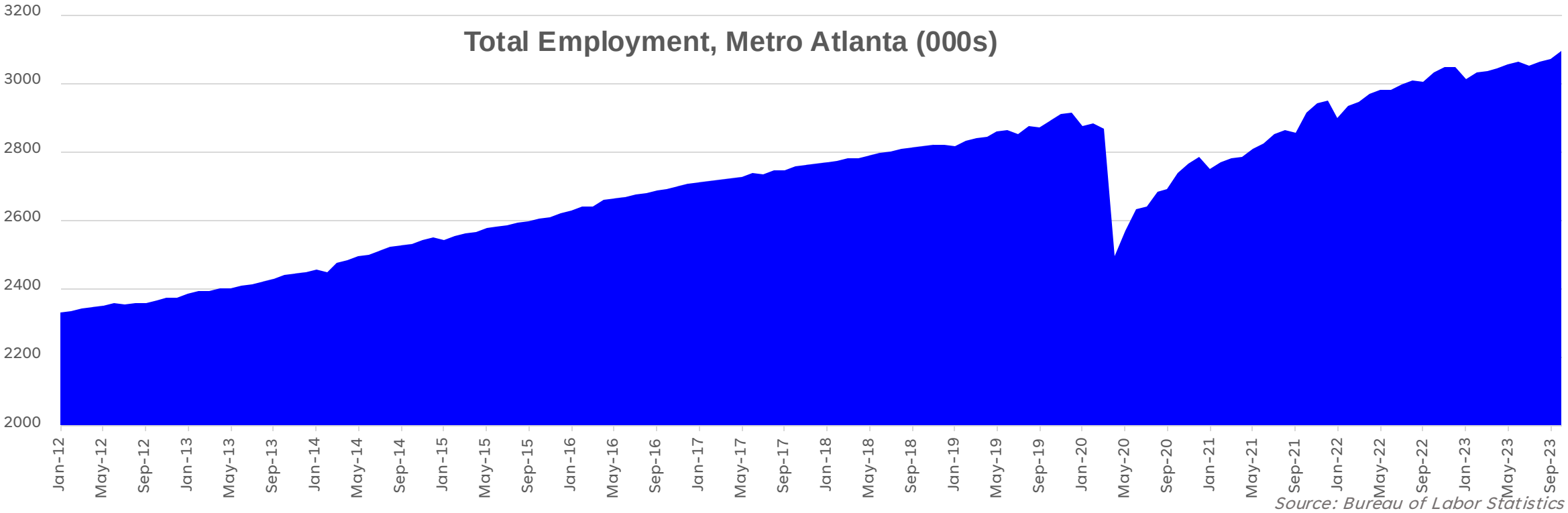
061722 Atlanta: Automobiles travel along the I-75 / I-85 connector shown from the 17th street bridge Thursday, June 16, 2022, in Atlanta. The 29-county Atlanta metropolitan statistical area is now the sixth largest in the country, according to U.S. Census data released in March 2024 (Jason Getz / Jason.Getz@ajc.com)

https://www.census.gov/newsroom/press-releases/2024/population-estimates-more-counties-population-gains-2023.html

Consistent Employment Growth in Metro Atlanta Since Pandemic

The Atlanta MSA Job base surpassed the **3M** mark for the first time ever in August 2022, having rebounded to pre-pandemic levels by Fall 2021.

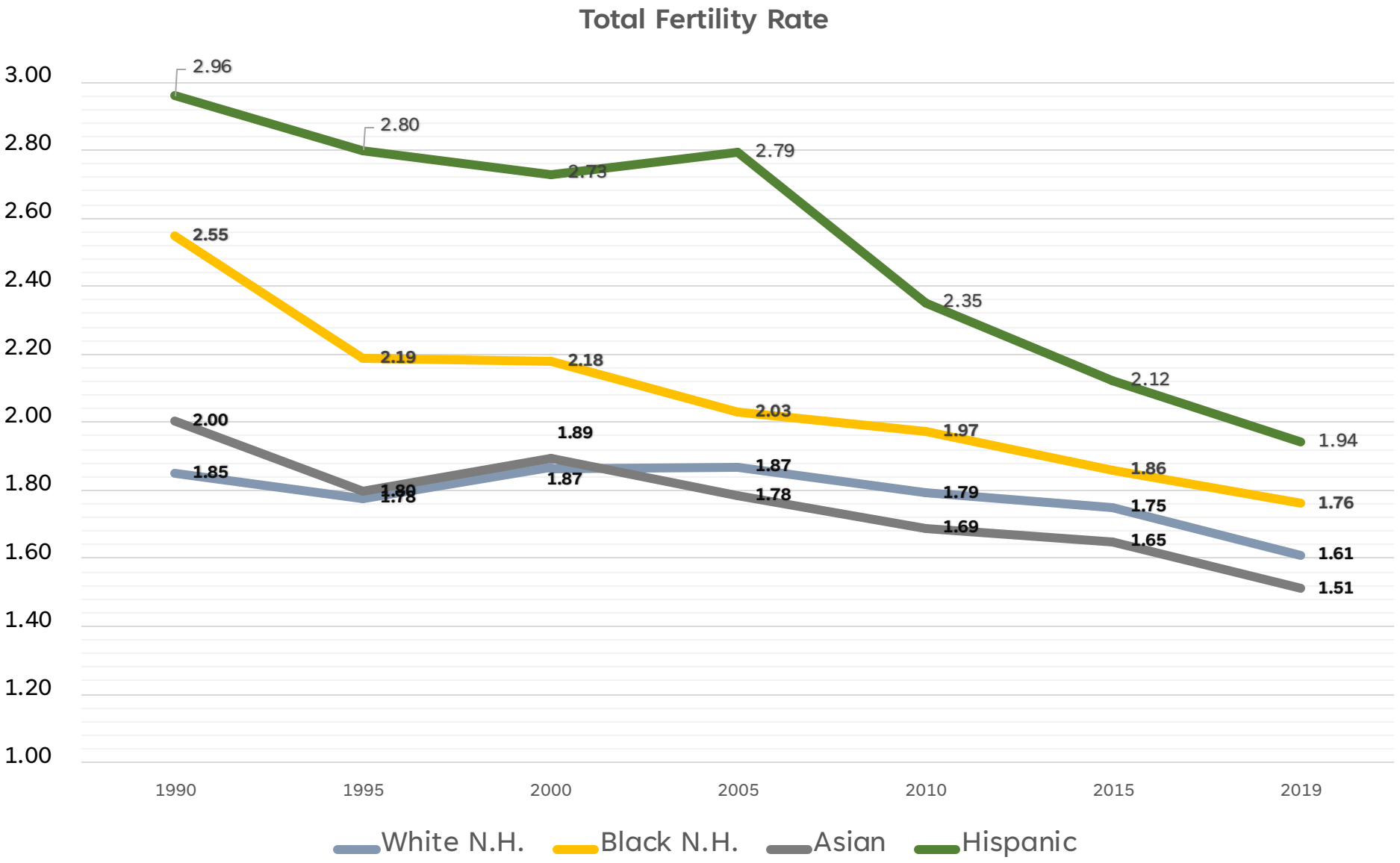
3M



Source: Bureau of Labor Statistics

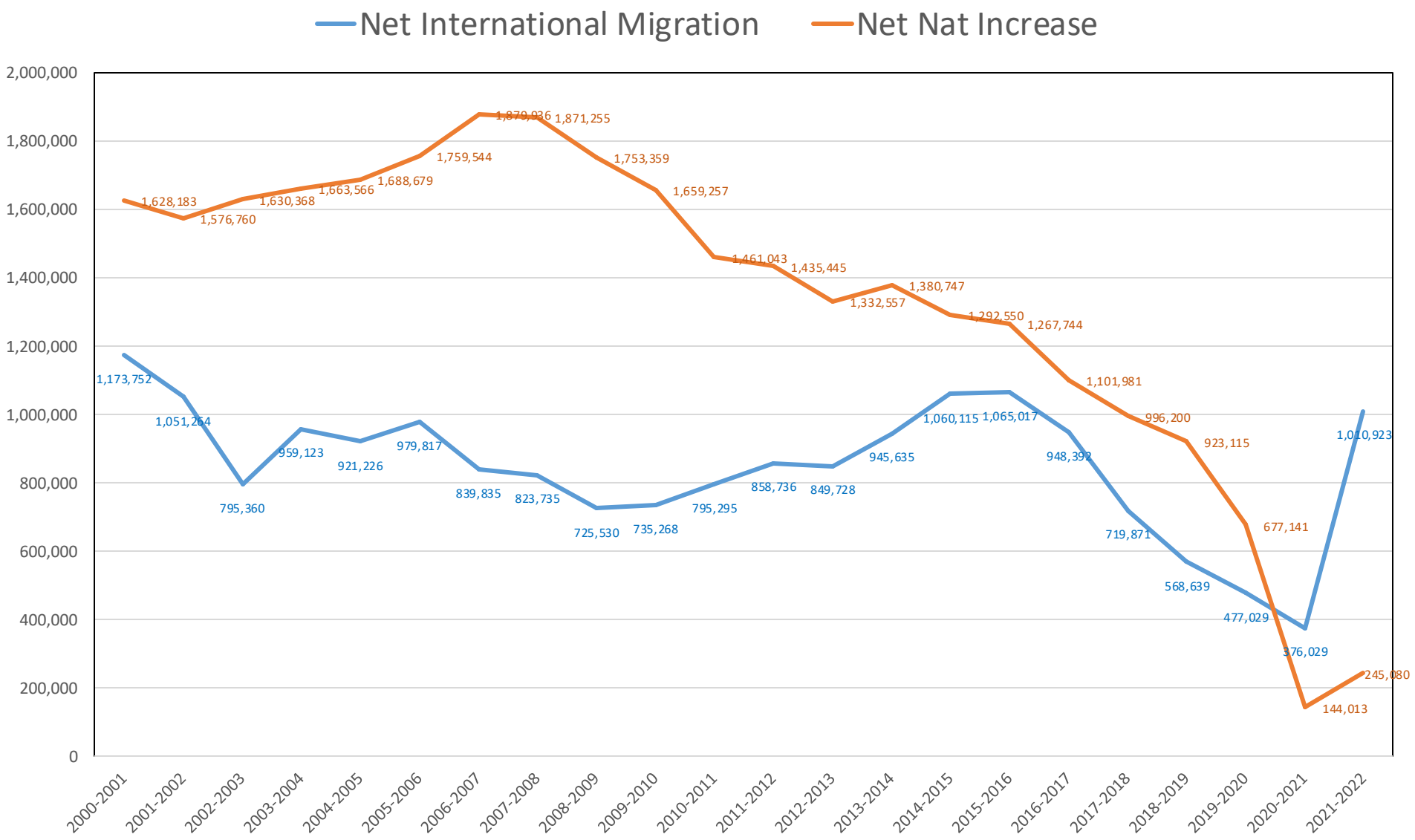
Fertility Trends: US

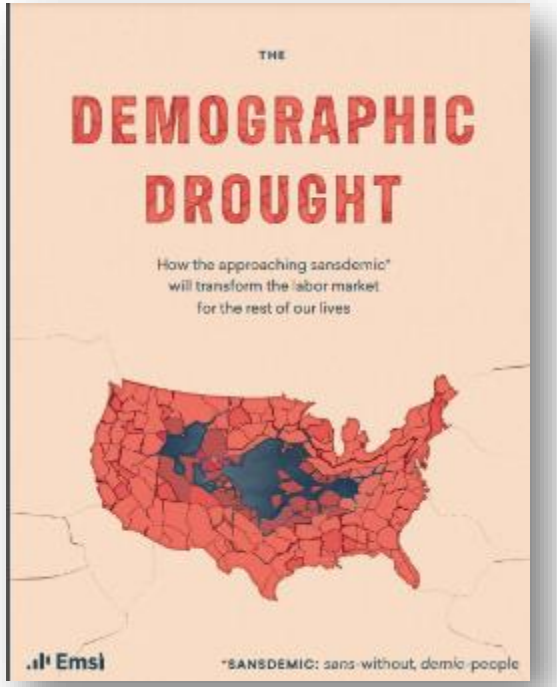
https://www.cdc.gov/nchs/data/nvsr/nvsr67/nvsr67_08-



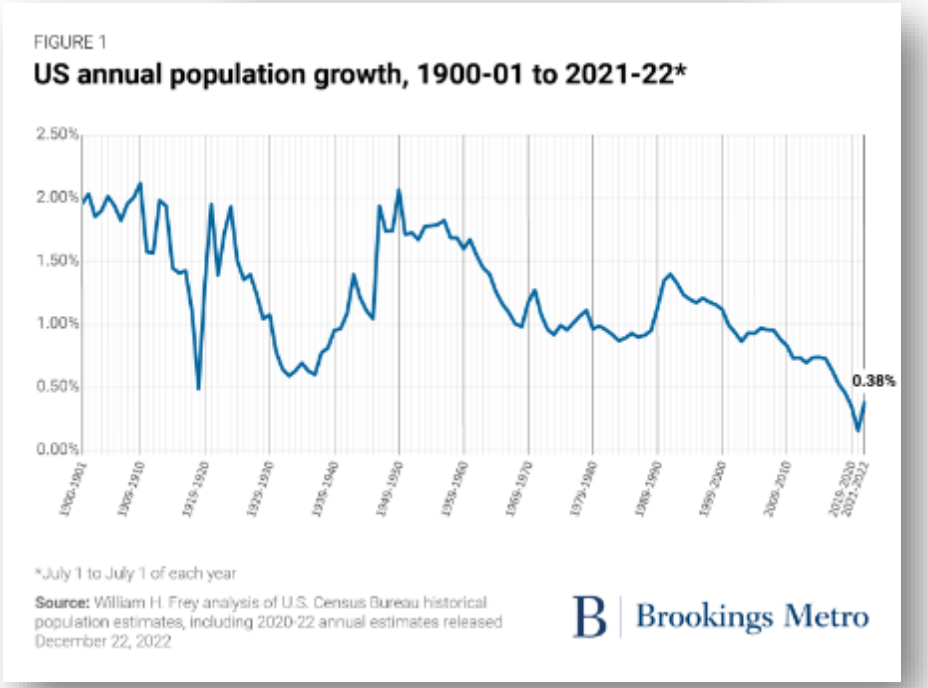
Regardless of race or ethnicity, all groups' fertility rates are below replacement levels

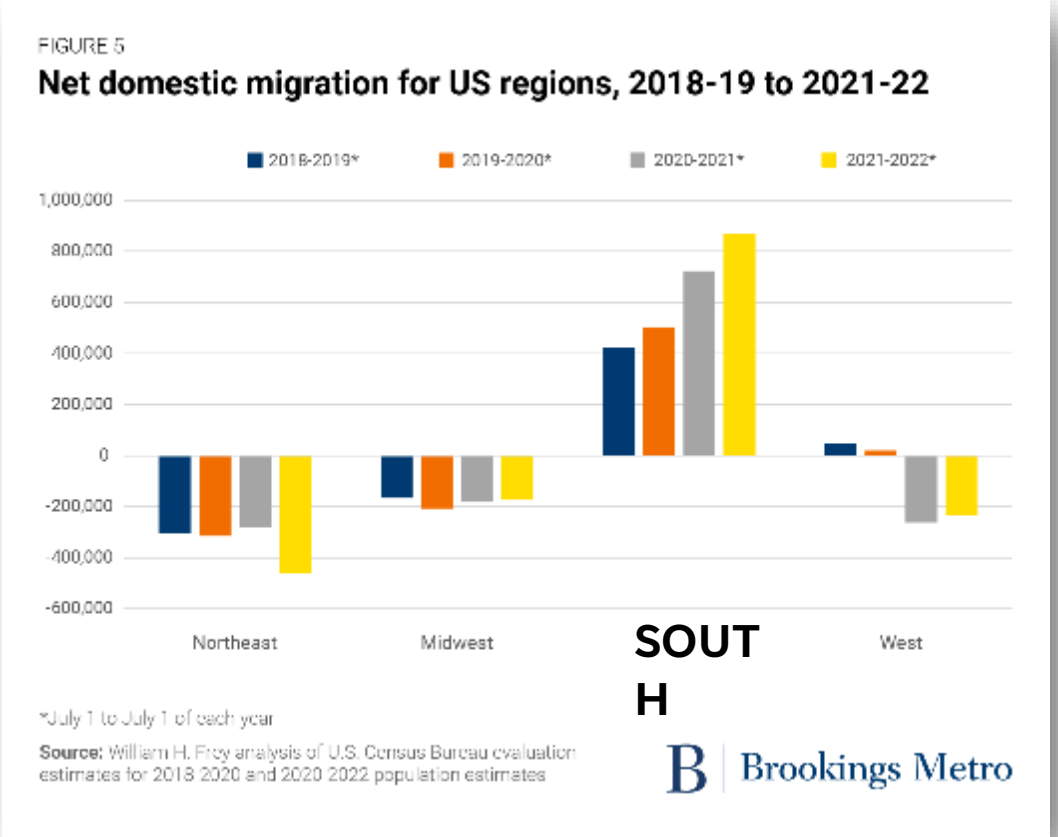
Migration Trends: US





The US is suffering the beginning phases of a great sansdemic—"without people," or in our case "without enough people"—a demographic drought that is projected to worsen throughout the century and will impact every business, college, and





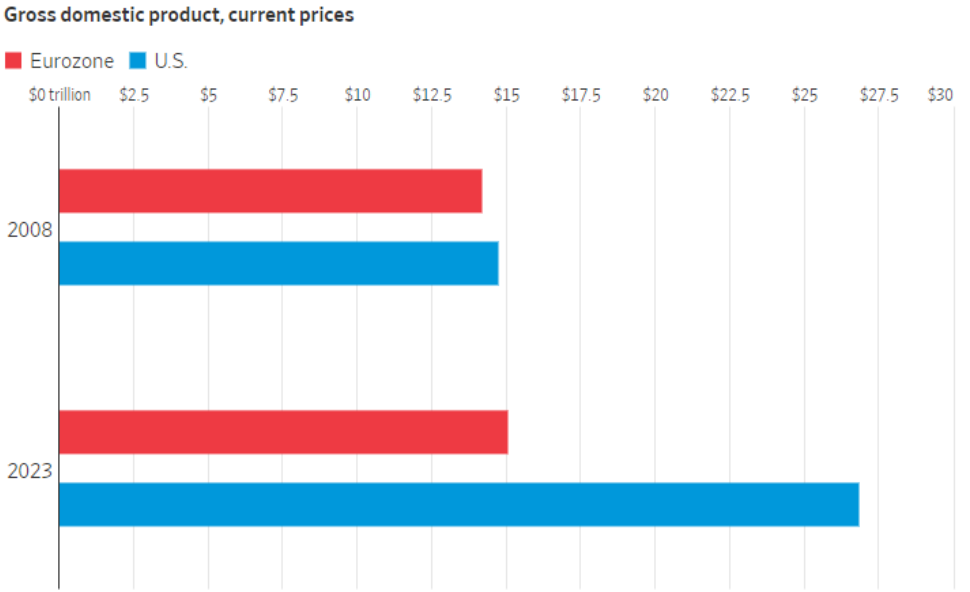
The six states that gained the most population through domestic migration (Florida, Texas, North Carolina, South Carolina, Tennessee, and Georgia) are all in the South

s. CYRIL MARCILHACY/BLOOMBERG NEWS

WORLD | EUROPE

Europeans Are Becoming Poorer. 'Yes, We're All Worse Off.'

Europe's current predicament has been long in the making. An aging population with a preference for free time and job security over earnings ushered in years of lackluster economic and productivity growth. Then came the one-two punch of the Covid-19 pandemic and Russia's protracted war in Ukraine.



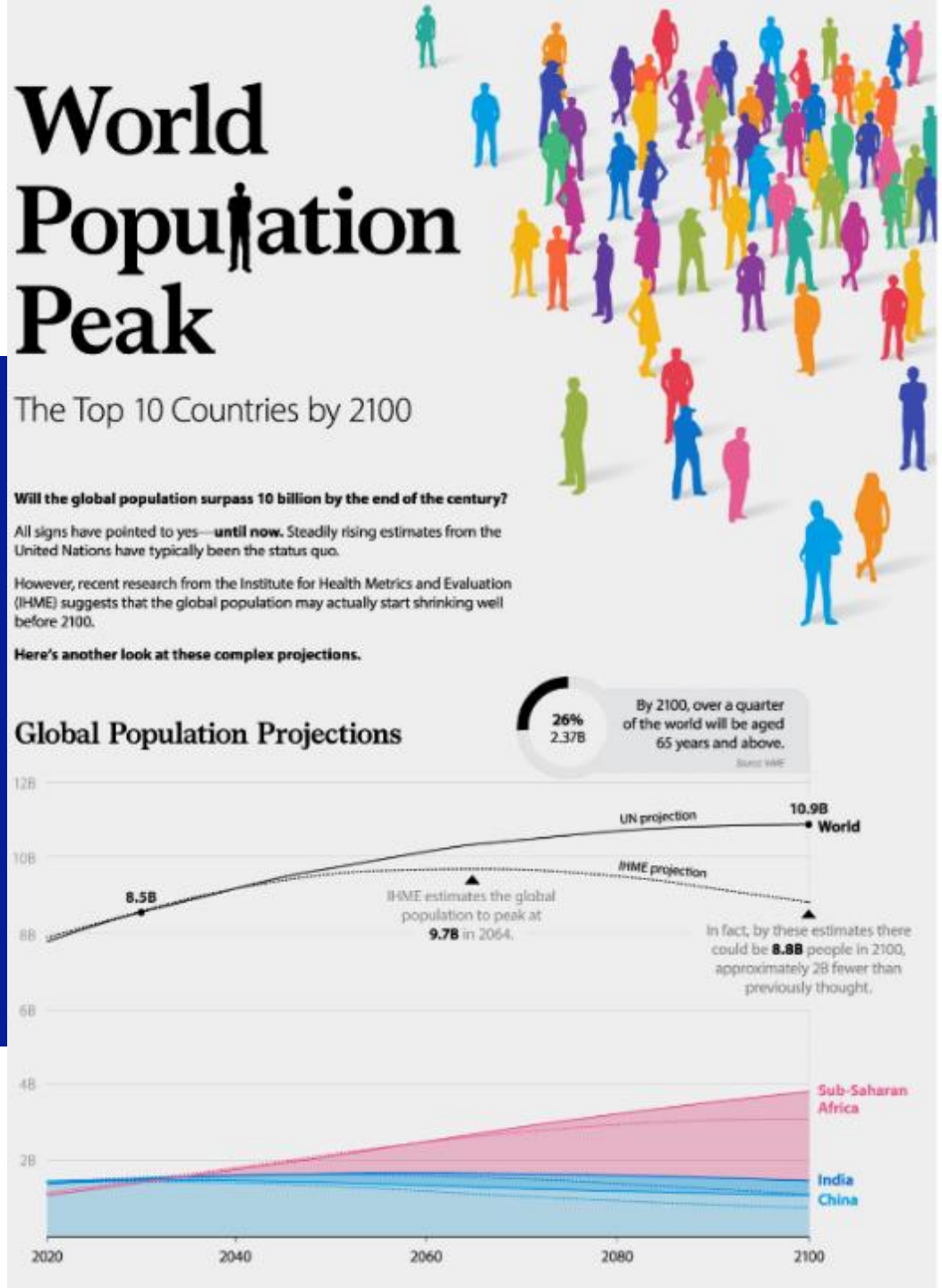
Source: International Monetary Fund

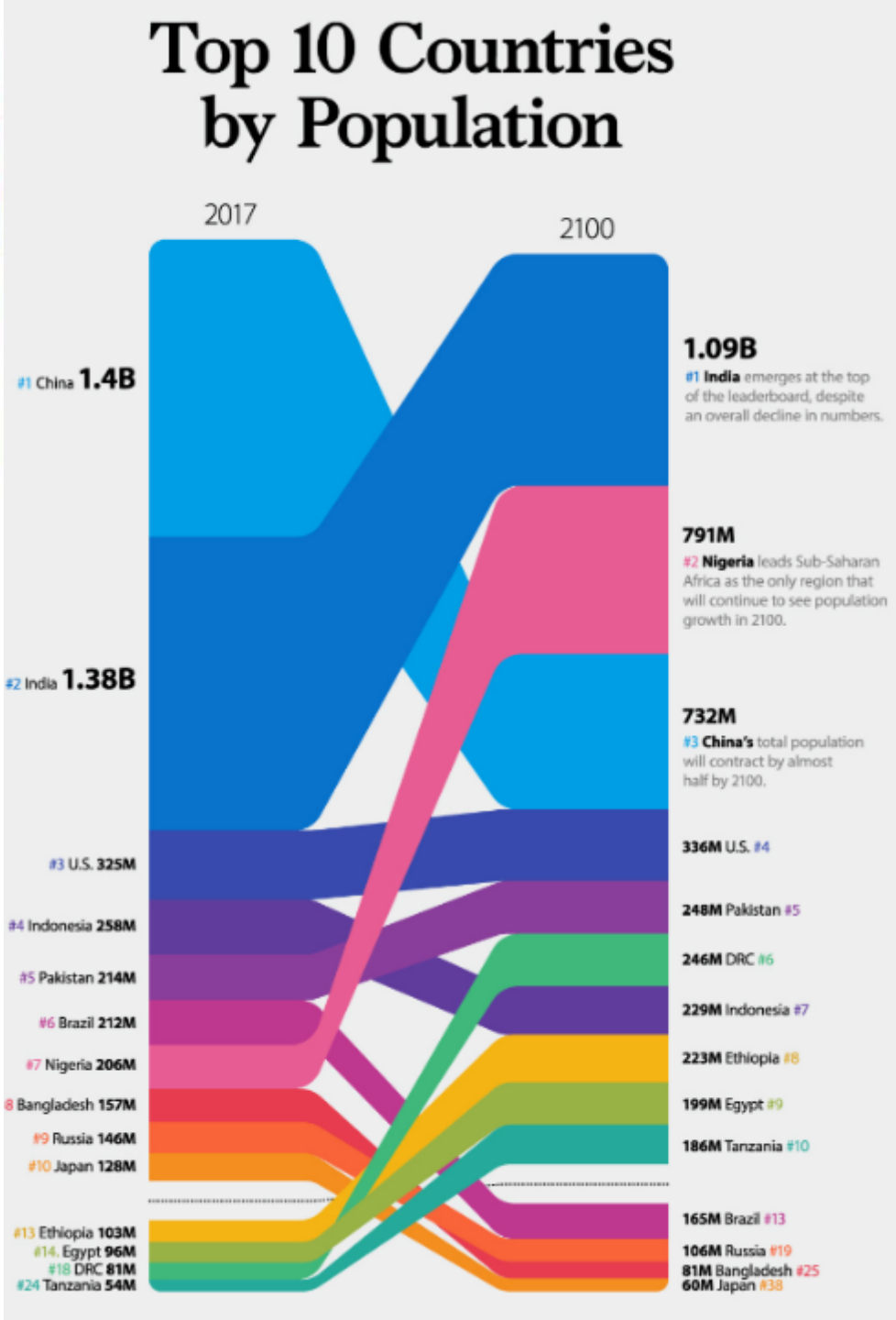
https://www.wsj.com/articles/europeans-poorer-inflation-economy-255eb629

The IHME Projection

Institute for Health Metrics and Evaluation

Know this: 2017 to 2100- China's Population will DECLINE by twice the total population of the United States

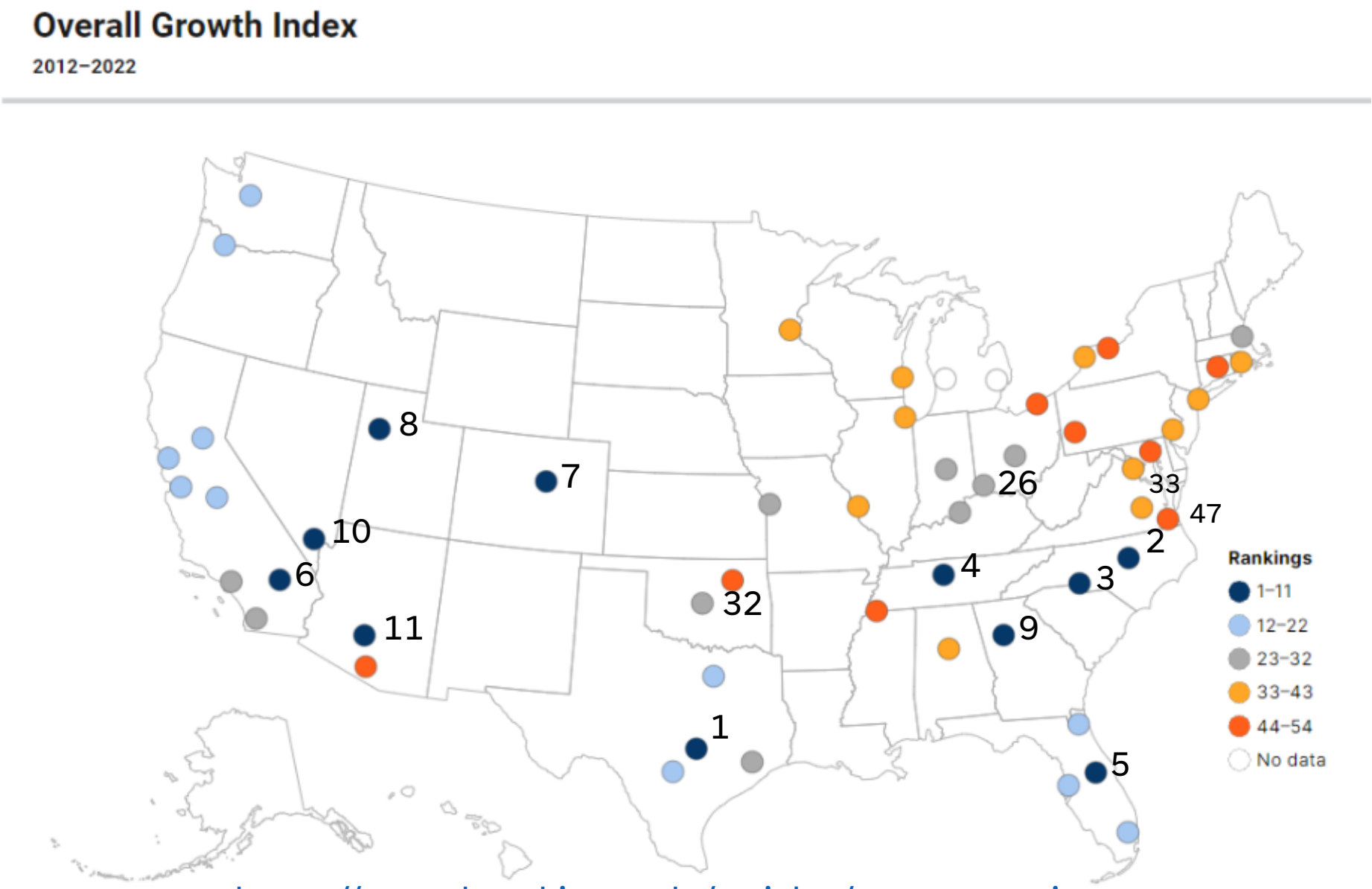




https://www.visualcapitalist.com/world-population-2100-country/

ONE great REGION

Brookings Metro Monitor 2024



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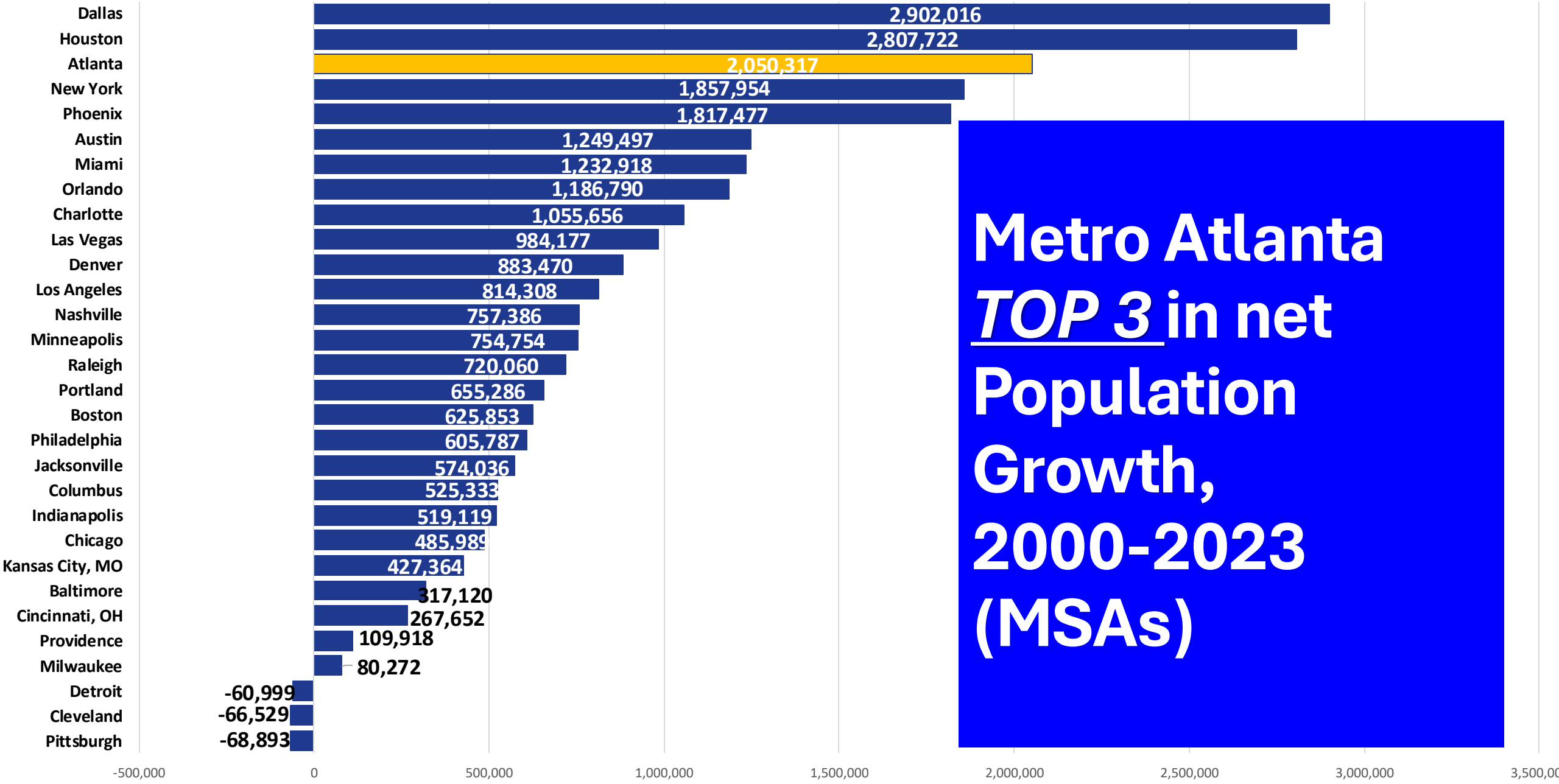
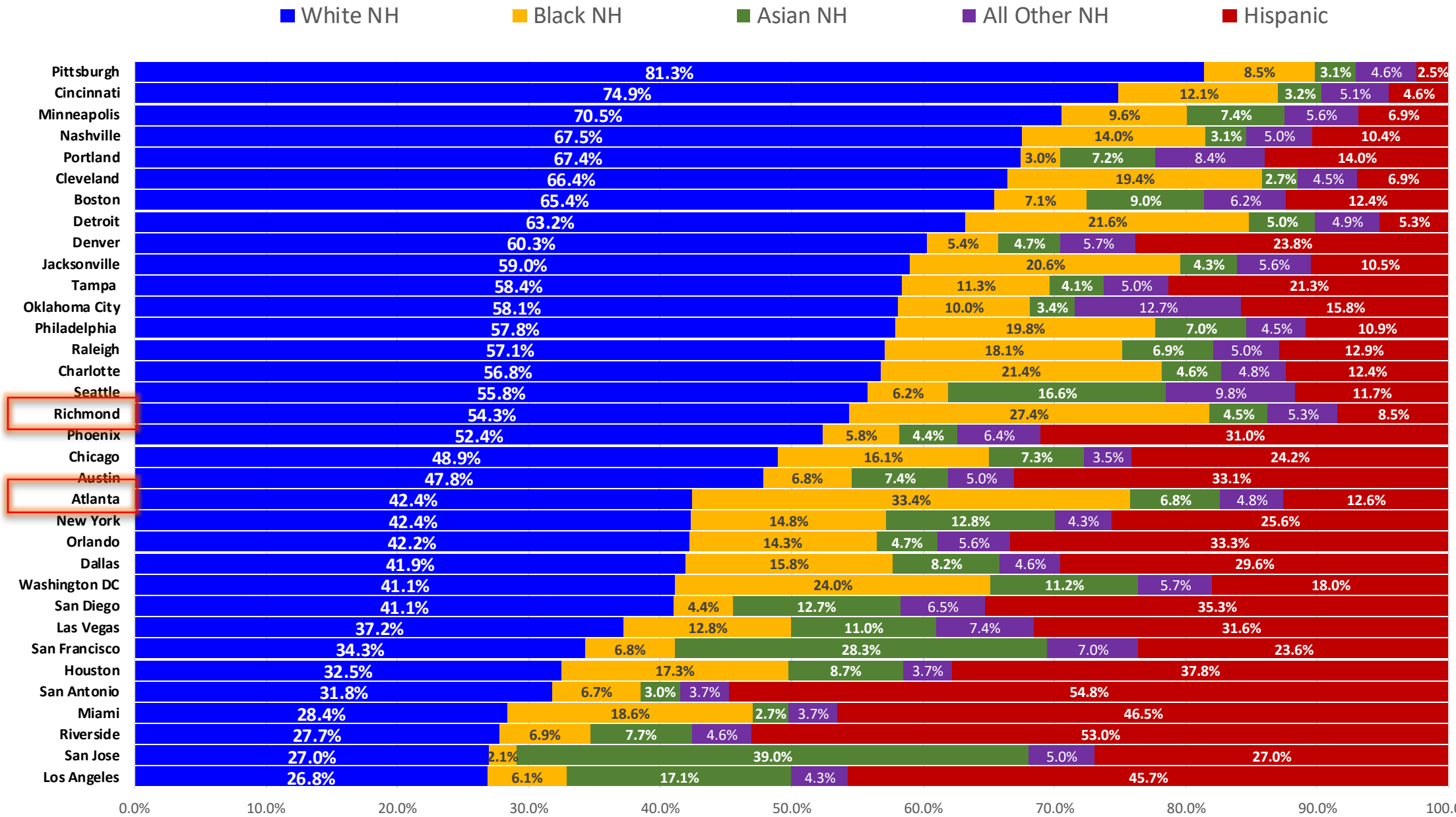


Metro Atlanta *TOP 3* in net Population Growth, 2000-2023 (MSAs)

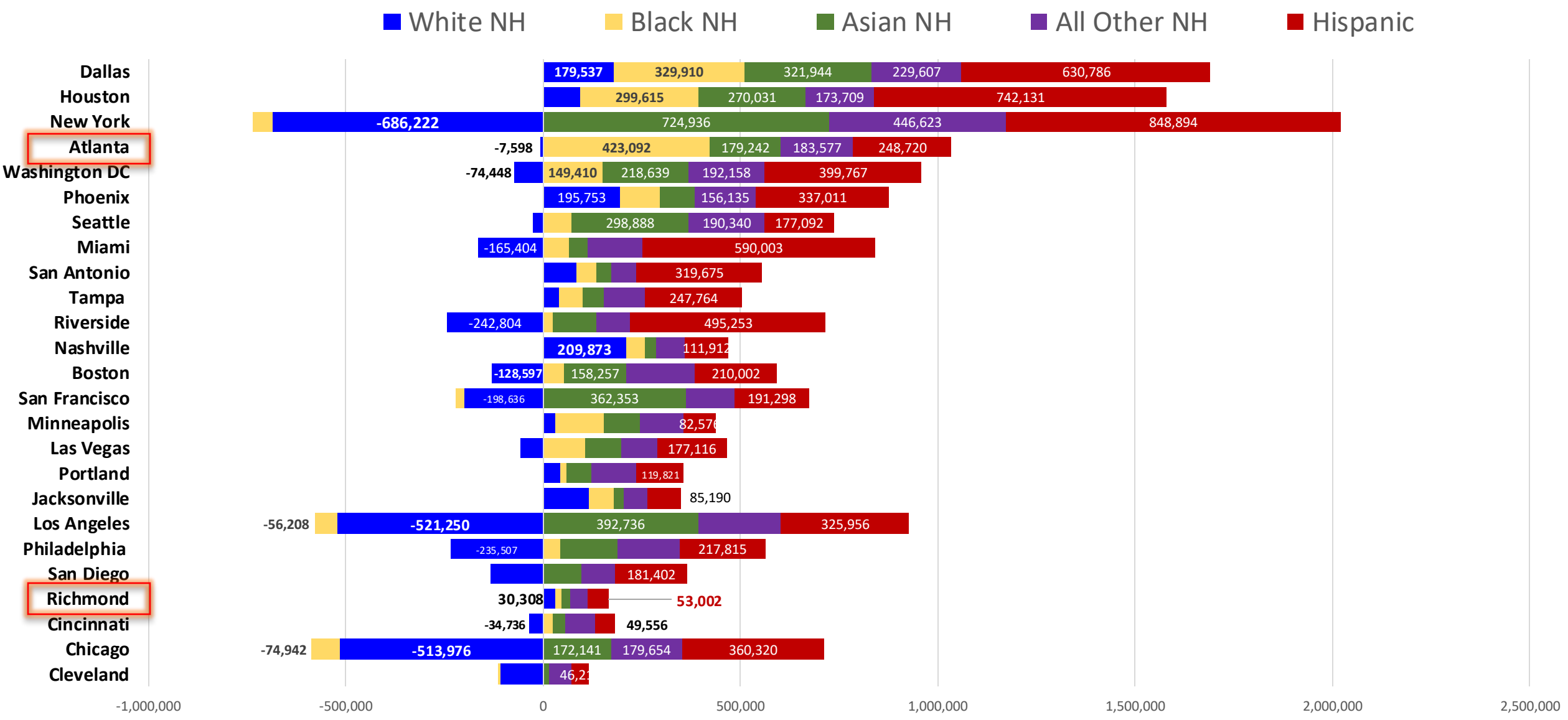
Site	Tot Pop 2023	Pop Change 2000-23	Med Age	Diversity IndX	MedHHIn	MedHomeV	MHV/MHI	%Poverty	Own Occ HU	Information Jobs %	Fin&Ins	Man of Comp	Real Estate	Prof Sci Techn	Trans/Ware	Manuf	Bachelor's+
Atlanta	6,313,755	2,050,317	37	74.6	$81,148	$318,382	3.9	10.47%	65.23%	2.91%	4.08%	0.10%	3.42%	7.82%	5.32%	6.48%	43%
Austin	2,499,236	1,249,497	35.2	79.7	$89,695	$415,180	4.6	9.77%	59.60%	4.33%	3.50%	0.21%	3.47%	8.73%	1.89%	7.05%	51%
Baltimore	2,870,114	317,120	40	68.4	$89,241	$390,948	4.4	9.92%	67.96%	2.39%	3.55%	0.30%	3.19%	8.79%	1.92%	4.68%	44%
Boston	5,017,305	625,853	40.1	62.5	$104,202	$621,749	6	9.89%	60.54%	3.97%	5.60%	0.26%	2.91%	9.45%	1.99%	6.37%	52%
Charlotte	2,798,267	1,055,656	38.3	68.5	$75,497	$312,575	4.1	10.53%	65.60%	2.72%	3.62%	0.65%	3.20%	6.83%	2.89%	8.66%	40%
Chicago	9,584,302	485,989	38.1	78.6	$80,564	$297,013	3.7	11.22%	66.10%	2.54%	5.69%	0.40%	2.73%	8.75%	2.95%	8.44%	42%
Cincinnati, OH	2,284,654	267,652	39.2	45.7	$74,919	$235,949	3.1	11.49%	67.84%	2.28%	5.55%	0.30%	2.32%	9.64%	2.07%	10.92%	37%
Cleveland	2,081,638	-66,529	43	55.8	$64,114	$208,352	3.2	13.97%	65.79%	2.03%	3.44%	0.21%	2.58%	10.38%	1.67%	12.01%	35%
Columbus	2,200,346	525,333	37.5	54.3	$75,464	$269,727	3.6	11.30%	61.39%	2.61%	5.90%	0.45%	2.68%	6.87%	2.78%	6.55%	41%
Dallas	8,058,326	2,902,016	35.5	82.6	$79,409	$311,758	3.9	10.11%	59.82%	2.67%	4.65%	0.32%	3.27%	9.34%	3.15%	7.29%	40%
Denver	3,062,784	883,470	37.8	70.3	$94,899	$554,983	5.8	8.01%	64.13%	4.23%	5.60%	0.20%	3.68%	8.93%	2.09%	5.75%	49%
Detroit	4,391,572	-60,999	41.5	57.7	$69,898	$240,866	3.4	12.92%	69.70%	2.25%	4.37%	0.30%	2.51%	10.09%	2.23%	10.98%	35%
Houston	7,500,883	2,807,722	35.3	86.6	$74,548	$273,756	3.7	12.57%	61.67%	1.59%	3.34%	0.22%	2.94%	9.11%	3.37%	6.67%	38%
Indianapolis	2,177,581	519,119	38	57.9	$73,226	$238,060	3.3	10.80%	66.81%	2.31%	5.16%	0.22%	2.59%	8.59%	2.16%	8.49%	39%
Jacksonville	1,696,786	574,036	39.2	64.9	$71,600	$320,728	4.5	11.78%	66.22%	2.80%	4.79%	0.22%	3.41%	7.33%	3.70%	5.21%	36%
Kansas City, MO	2,238,618	427,364	38.7	58.3	$76,890	$268,319	3.5	9.77%	66.05%	2.25%	5.22%	0.37%	3.56%	8.74%	3.14%	6.97%	40%
Las Vegas	2,359,915	984,177	37.4	85.2	$65,264	$384,950	5.9	13.21%	56.94%	1.81%	3.14%	0.11%	4.13%	5.82%	3.54%	2.26%	28%
Los Angeles	13,179,586	814,308	36.9	88.1	$86,536	$826,656	9.6	12.84%	48.76%	3.73%	4.61%	0.35%	3.74%	9.41%	3.04%	8.07%	39%
Miami	6,240,482	1,232,918	41.8	85.9	$66,616	$398,654	6	14.15%	58.64%	2.76%	4.88%	0.49%	5.22%	10.19%	2.65%	3.93%	37%
Milwaukee	1,581,013	80,272	39.3	62.8	$70,850	$290,315	4.1	12.23%	60.82%	2.87%	4.19%	0.46%	2.06%	6.95%	2.70%	13.55%	40%
Minneapolis	3,771,316	754,754	38.3	53.3	$89,972	$365,889	4.1	8.06%	71.32%	3.25%	5.20%	0.17%	2.48%	8.33%	2.68%	10.48%	46%
Nashville	2,116,378	757,386	38.2	58.5	$76,579	$358,532	4.7	10.48%	65.79%	2.49%	4.23%	0.14%	2.75%	10.48%	2.20%	6.99%	41%
New York	20,181,143	1,857,954	39.5	82.5	$87,926	$581,676	6.6	12.45%	51.24%	4.11%	6.26%	0.27%	4.04%	10.00%	2.97%	5.13%	45%
Oklahoma City	1,474,519	379,098	37.1	69.5	$62,953	$207,829	3.3	13.01%	64.48%	2.82%	3.90%	0.26%	2.60%	7.64%	1.89%	4.56%	35%
Orlando	2,831,437	1,186,790	37.9	82.4	$67,669	$338,652	5	11.90%	61.94%	2.30%	3.45%	0.24%	3.58%	8.68%	2.90%	3.36%	36%
Philadelphia	6,292,945	605,787	39.9	67	$83,525	$345,262	4.1	11.70%	66.84%	3.03%	4.93%	0.16%	3.01%	8.76%	2.77%	7.04%	43%
Phoenix	5,069,353	1,817,477	36.8	77.5	$79,851	$381,939	4.8	10.75%	65.73%	2.91%	4.17%	0.07%	5.01%	6.83%	1.86%	5.69%	35%
Pittsburgh	2,362,201	-68,893	44.9	35	$70,244	$238,881	3.4	11.30%	69.67%	2.06%	3.31%	0.60%	2.21%	6.63%	2.55%	7.76%	39%
Portland	2,583,167	655,286	39	60.7	$87,932	$526,615	6	9.72%	62.36%	2.75%	3.40%	0.17%	3.14%	6.63%	2.91%	8.93%	44%
Providence	1,692,928	109,918	41.5	59	$77,227	$395,958	5.1	12.03%	62.35%	1.94%	6.20%	0.11%	2.13%	4.91%	1.71%	10.29%	35%
Raleigh	1,516,997	720,060	36.9	69.1	$89,485	$369,945	4.1	8.67%	67.01%	4.08%	3.29%	0.18%	3.28%	9.95%	1.43%	4.88%	52%
Richmond	1,352,054	311,807	39.6	66.5	$77,380	$337,411	4.4	10.07%	66.41%	1.88%	6.12%	0.08%	2.76%	7.67%	1.81%	4.63%	41.41%
Riverside	4,699,076	1,444,206	34.6	87	$79,972	$507,075	6.3	12.69%	65.18%	1.48%	2.72%	0.14%	3.13%	5.71%	3.09%	6.36%	25%
Sacramento	2,448,813	651,956	37.9	79.5	$88,209	$574,783	6.5	11.56%	61.98%	2.18%	4.42%	0.09%	3.26%	7.31%	2.09%	4.49%	38%
San Antonio	2,698,487	986,784	36.5	83.3	$68,549	$248,503	3.6	13.30%	64.85%	2.03%	4.36%	0.28%	3.03%	7.93%	2.42%	4.94%	34%
San Diego	3,325,723	511,826	36.7	83.7	$95,879	$798,650	8.3	10.06%	54.77%	3.05%	3.39%	0.14%	3.33%	9.34%	1.90%	6.37%	43%
San Francisco	4,788,510	664,729	40	83.4	$122,627	$1,144,044	9.3	8.61%	54.54%	5.82%	5.19%	0.49%	3.22%	12.10%	2.96%	6.36%	54%
San Jose	2,044,742	308,981	38.1	82.8	$148,406	$1,408,040	9.5	6.79%	54.83%	10.66%	2.75%	0.29%	2.93%	9.68%	1.58%	15.75%	56%
Seattle	4,152,259	1,108,381	38.7	69.5	$106,985	$661,952	6.2	7.96%	60.46%	4.22%	4.04%	0.15%	3.19%	9.19%	2.63%	9.00%	47%
St. Louis, MO	2,823,156	147,813	40.2	50.3	$73,017	$234,986	3.2	10.70%	71.02%	2.33%	4.40%	0.30%	2.37%	7.37%	3.01%	8.29%	38%
Tampa	3,288,270	892,273	43.2	70.6	$65,621	$319,745	4.9	12.57%	66.72%	2.41%	5.36%	0.29%	4.25%	8.71%	1.89%	4.64%	35%
Virginia Beach	1,822,409	209,638	38.2	67.2	$75,397	$327,211	4.3	10.53%	62.52%	2.15%	2.52%	0.05%	2.83%	6.24%	2.62%	11.39%	36%
Washington	6,535,041	1,685,141	38.2	80.2	$113,353	$552,566	4.9	7.50%	64.15%	3.89%	3.58%	0.17%	3.55%	13.96%	1.59%	2.64%	55%
Georgia	11,033,083	2,846,630	37.5	70.7	$69,506	$268,396	3.9	13.37%	65.31%	2.38%	3.55%	0.12%	2.85%	6.21%	3.87%	7.58%	36%
USA	337,470,185	56,048,279	39.1	72.1	$72,603	$308,943	4.3	12.40%	64.88%	2.61%	4.05%	0.24%	2.82%	7.39%	2.58%	7.66%	36%

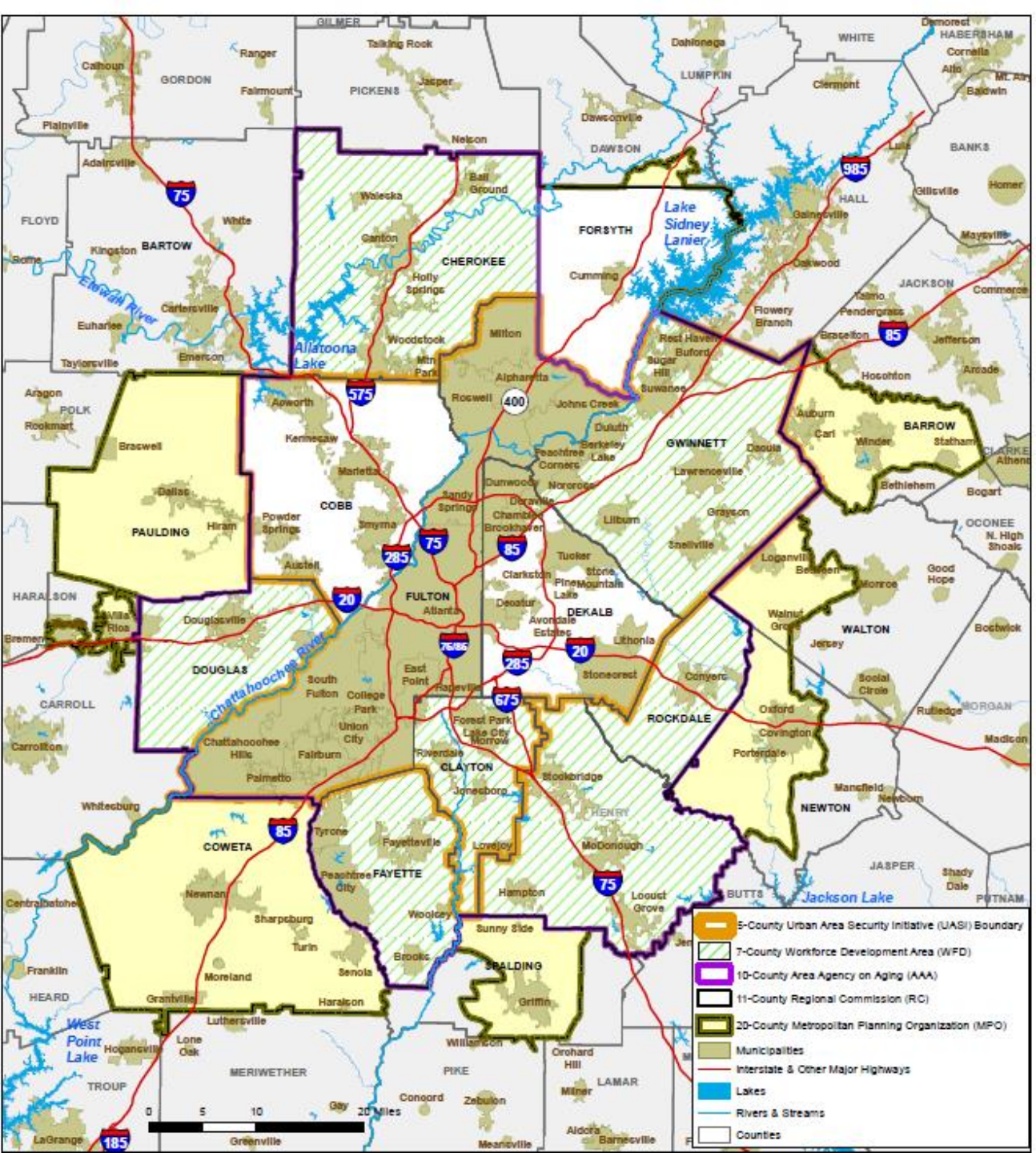
Metro Area Race and Ethnicity 2023

Metro Atlanta is one of the most diverse metros in the country… and will become more so…

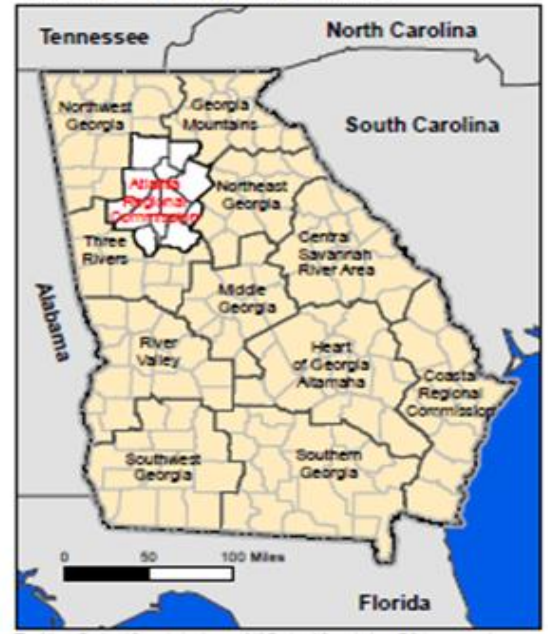


Race and Ethnicity Change 2010-2023 (Select Metros)

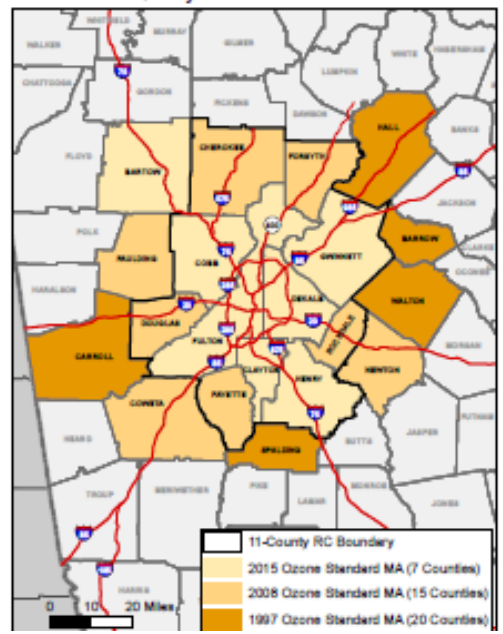




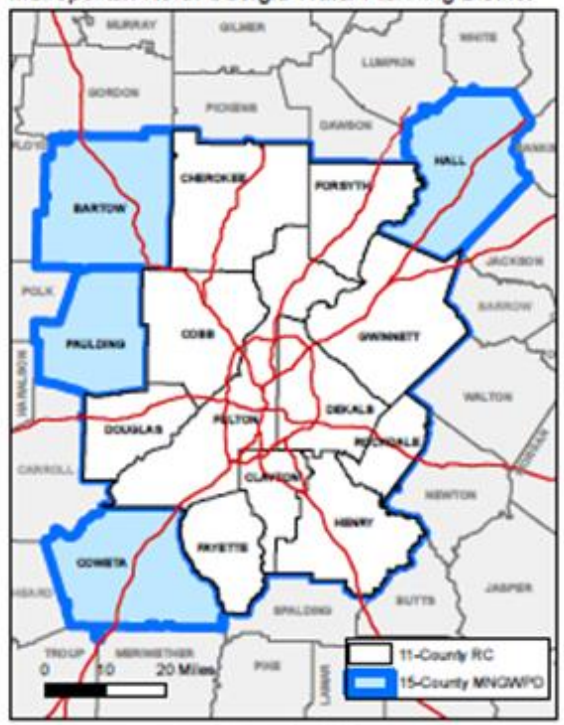
State of Georgia Regional Commissions



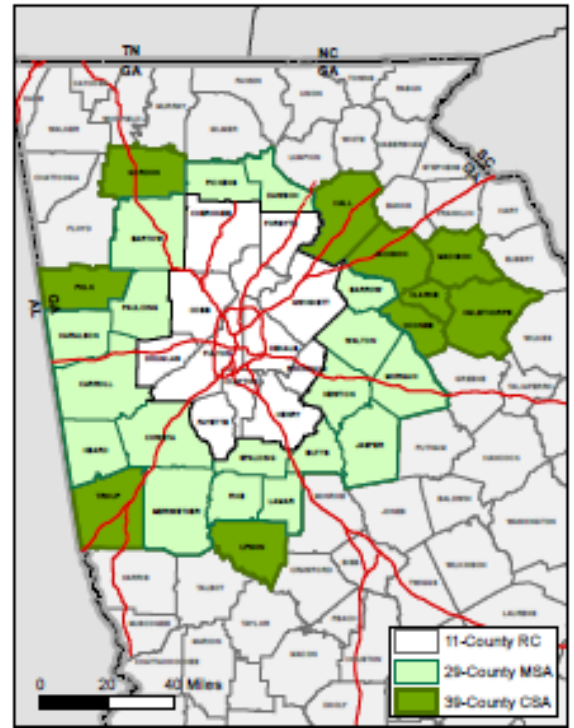
U.S. EPA Air Quality Maintenance Areas



Metropolitan North Georgia Water Planning District



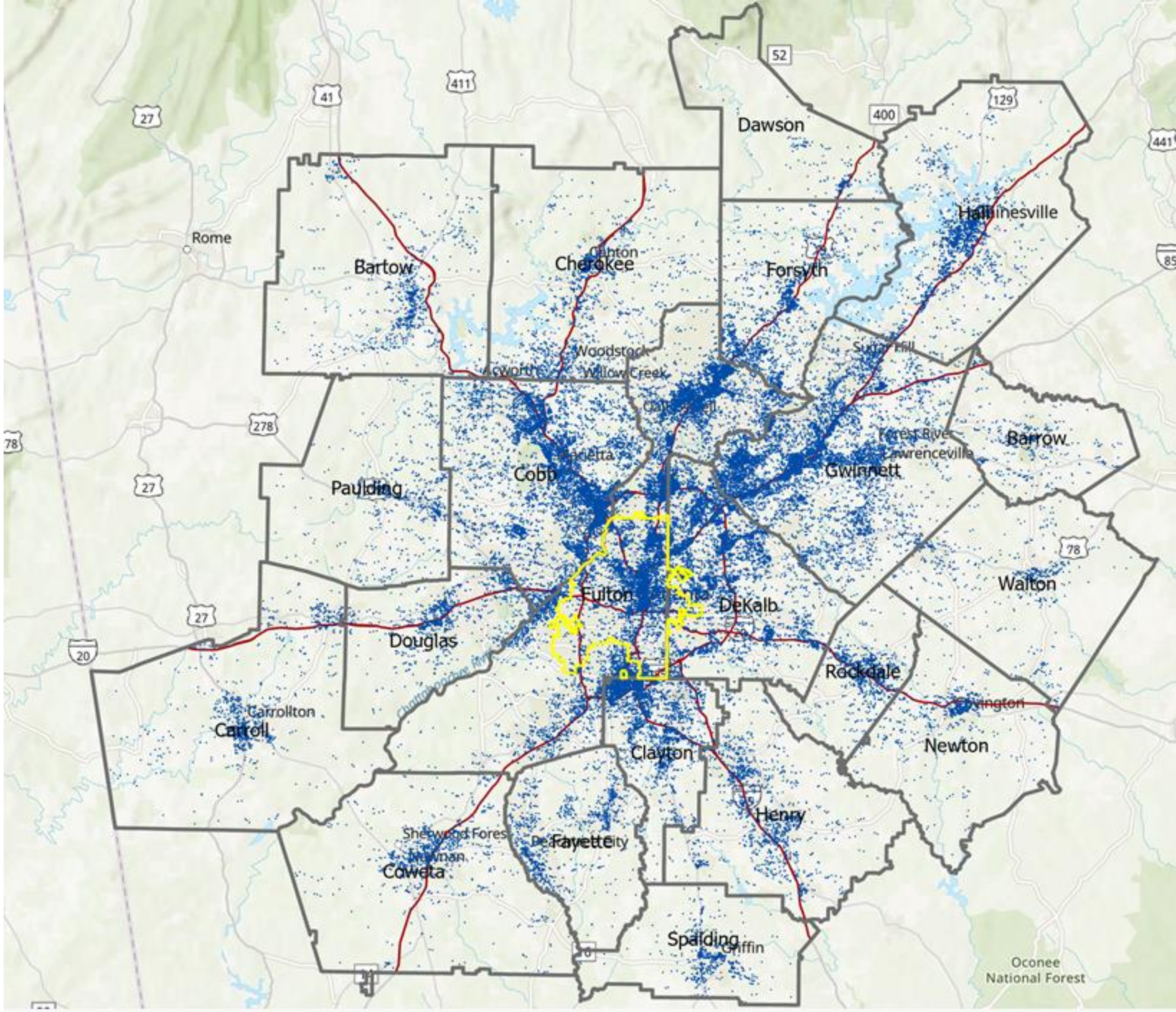
U.S. Census Bureau Statistical Areas



Atlanta Communities 120 Years of Growth

Site	Tot Pop	Pop Change 2000-23	Med Age	Diversity Index	Med HH Inc	Median Home Value	MHV/MHI	Poverty %	Own Occ Housing %	Information Jobs %	Fin& Ins	Man of Comp	Real Estate	Prof Sci Techn	Trans/ Ware	Manu facturing
Atlanta	518,950	96,612	35.0	66.5	$79,837	$431,090	5.40	16.59%	43.20%	2.93%	3.61%	0.08%	2.98%	9.02%	14.37%	3.49%
Barrow	88,869	42,725	36.6	62.7	$69,369	$213,032	3.07	10.62%	84.34%	1.02%	1.67%	0.03%	2.42%	5.73%	0.93%	9.12%
Bartow	113,065	37,046	38.8	53.7	$75,610	$260,876	3.45	12.14%	70.97%	0.99%	2.39%	0.09%	2.17%	2.51%	2.65%	21.20%
Carroll	123,268	36,000	36.3	57.6	$59,626	$233,380	3.91	16.09%	69.43%	1.81%	1.91%	0.00%	1.95%	2.86%	1.89%	6.46%
Cherokee	286,535	144,570	38.2	54.0	$100,996	$379,002	3.75	7.19%	74.82%	1.53%	3.40%	0.04%	4.49%	7.02%	1.01%	6.25%
Clayton	305,387	68,903	33.9	61.8	$53,398	$189,383	3.55	15.06%	52.55%	0.77%	1.39%	0.02%	2.20%	3.84%	8.67%	4.33%
Cobb	782,323	174,618	37.5	75.5	$93,037	$363,566	3.91	8.20%	66.91%	3.42%	4.57%	0.08%	3.90%	8.36%	1.96%	7.93%
Coweta	153,188	63,973	38.3	57.1	$85,639	$291,849	3.41	8.23%	73.81%	0.94%	1.97%	0.01%	2.92%	4.25%	0.79%	6.74%
Dawson	29,676	13,677	43.8	29.5	$84,474	$306,114	3.62	8.77%	80.70%	1.17%	2.42%	0.00%	1.31%	2.81%	0.77%	4.99%
DeKalb	772,995	107,018	36.5	71.4	$75,027	$329,182	4.39	11.53%	57.29%	1.88%	2.68%	0.06%	2.55%	5.20%	1.73%	3.01%
Douglas	148,032	55,720	36.7	70.4	$67,973	$224,050	3.30	11.16%	67.74%	0.96%	2.00%	0.07%	2.04%	4.16%	1.18%	13.60%
Fayette	123,297	32,034	45.0	66.3	$92,178	$343,923	3.73	5.64%	83.65%	1.49%	3.38%	0.04%	3.37%	5.68%	1.44%	8.56%
Forsyth	276,310	177,919	38.1	62.4	$122,257	$468,901	3.84	5.04%	84.76%	2.49%	2.98%	0.19%	3.04%	7.74%	1.05%	10.25%
Fulton	1,099,007	283,082	36.4	71.2	$87,330	$399,858	4.58	12.15%	52.93%	4.52%	5.86%	0.11%	4.48%	11.55%	11.88%	5.12%
Gwinnett	997,134	408,717	35.5	84.9	$79,149	$328,757	4.15	9.75%	68.27%	3.09%	4.21%	0.21%	2.79%	7.70%	2.19%	7.72%
Hall	211,753	72,454	36.9	74.8	$69,665	$303,447	4.36	12.12%	75.46%	1.30%	2.40%	0.45%	2.04%	6.30%	1.69%	15.57%
Henry	253,504	134,068	37.0	67.4	$77,153	$244,448	3.17	7.67%	69.47%	0.84%	2.17%	0.11%	3.12%	4.01%	2.34%	4.50%
Johns Creek	82,939	21,268	40.3	71.0	$149,880	$484,654	3.23	3.42%	80.86%	3.55%	4.40%	0.11%	4.88%	13.95%	1.07%	1.46%
Newton	117,267	55,253	36.7	64.6	$75,365	$201,763	2.68	13.30%	71.24%	1.22%	2.76%	0.22%	3.24%	3.85%	1.12%	10.85%
Paulding	179,709	98,169	36.0	59.5	$97,815	$242,794	2.48	6.39%	79.83%	1.19%	2.54%	0.06%	2.68%	4.62%	2.88%	3.88%
Rockdale	95,517	25,406	38.7	65.8	$68,807	$223,551	3.25	10.73%	66.65%	1.00%	2.87%	0.03%	2.42%	4.49%	2.42%	10.60%
Roswell	93,817	12,481	40.1	67.6	$118,167	$446,900	3.78	4.62%	70.51%	2.22%	4.42%	0.11%	12.11%	11.66%	0.97%	3.02%
Sandy Springs	109,864	24,192	38.1	73.6	$98,724	$571,357	5.79	6.62%	48.49%	5.22%	12.78%	0.19%	5.96%	14.85%	2.66%	3.84%
South Fulton	114,531	68,918	35.5	22.6	$78,309	$265,007	3.38	10.12%	71.44%	1.32%	1.44%	0.05%	1.76%	7.42%	6.26%	19.98%
Spalding	68,782	10,365	39.9	61.7	$54,543	$193,147	3.54	16.70%	63.80%	0.98%	3.18%	0.00%	1.98%	5.44%	1.59%	7.23%
Walton	101,339	40,652	39.5	52.1	$76,259	$270,107	3.54	11.32%	76.65%	1.11%	3.28%	0.01%	2.42%	4.88%	1.09%	6.46%
	11,033,08															

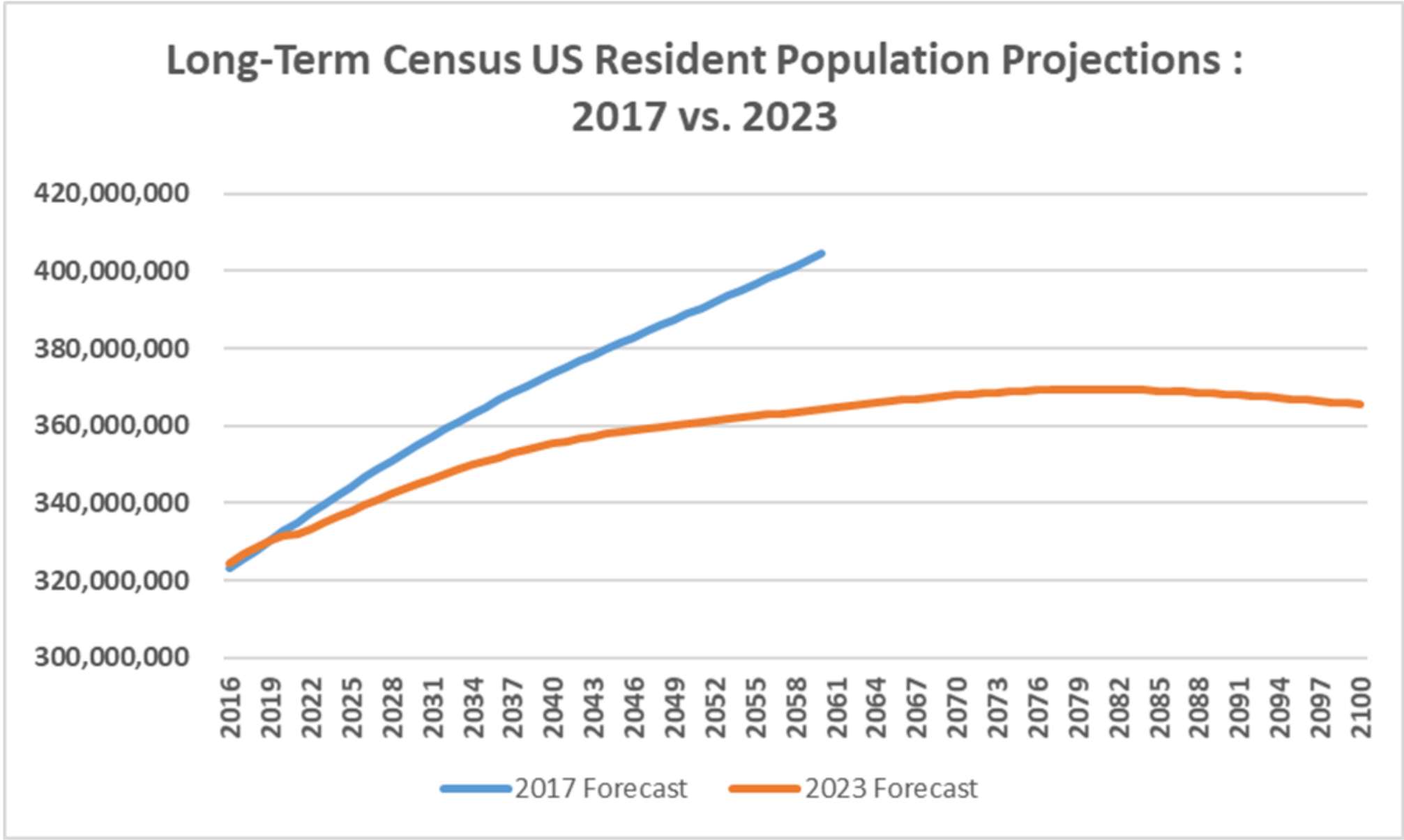
Employment Centers 1dot=50 jobs



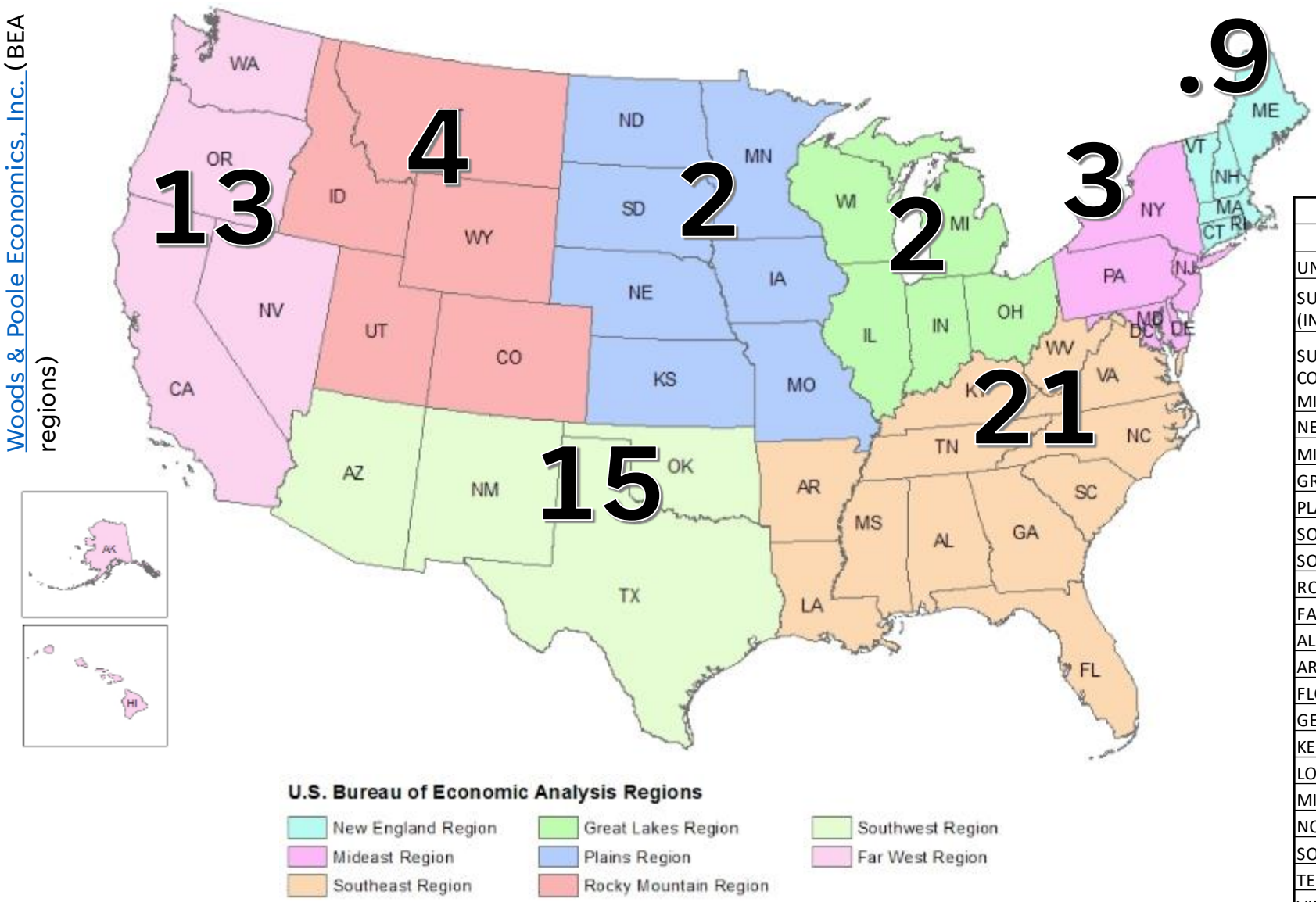
ONE great REGION

Forecasts

The Great Flattening



US Regions Growth 2020-2050 *Big Numbers in Millions*



NEW

In Thousands				
NAME	2020	2050	Change	% Change
UNITED STATES	331,473	392,768	61,296	18%
SUM OF METRO COUNTIES (IN MSA OR MICRO)	313,239	374,094	60,854	19%
SUM OF NON-METRO COUNTIES (NOT IN MSA OR MICRO)	18,234	18,675	441	2%
NEW ENGLAND	14,946	15,841	894	6%
MIDEAST	49,261	51,975	2,714	6%
GREAT LAKES	47,144	48,807	1,663	4%
PLAINS	21,580	24,068	2,488	12%
SOUTHEAST	85,816	107,248	21,432	25%
SOUTHWEST	42,856	58,148	15,292	36%
ROCKY MOUNTAIN	12,511	16,626	4,115	33%
FAR WEST	57,359	70,057	12,698	22%
ALABAMA	4,932	5,455	524	11%
ARKANSAS	3,049	3,535	487	16%
FLORIDA	21,801	29,876	8,076	37%
GEORGIA	10,731	14,026	3,295	31%
KENTUCKY	4,507	4,962	455	10%
LOUISIANA	4,691	5,009	318	7%
MISSISSIPPI	3,009	3,267	258	9%
NORTH CAROLINA	10,584	13,657	3,073	29%
SOUTH CAROLINA	5,176	6,553	1,377	27%
TENNESSEE	6,869	8,258	1,389	20%
VIRGINIA	8,656	10,764	2,109	24%
WEST VIRGINIA	1,812	1,884	72	4%

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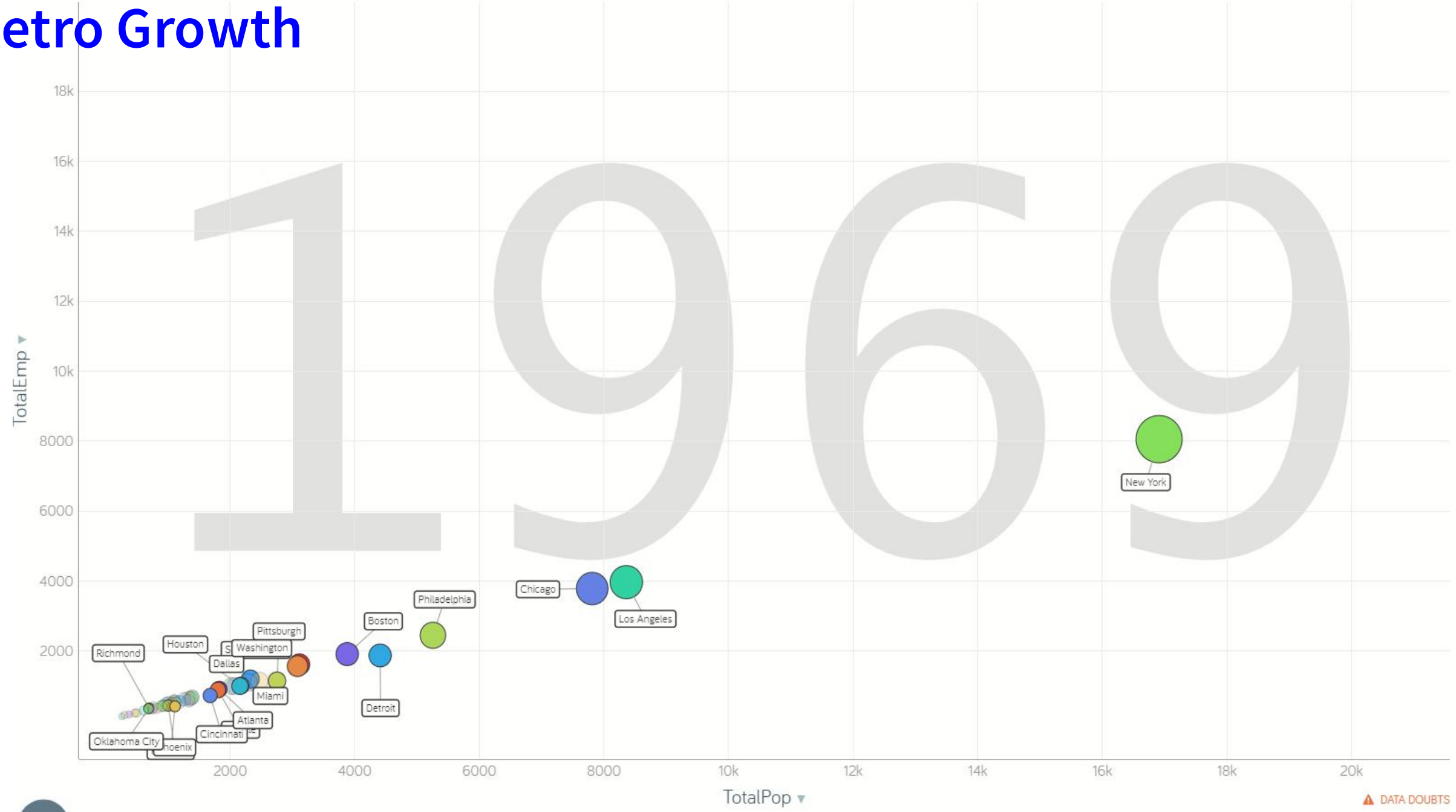
ARC

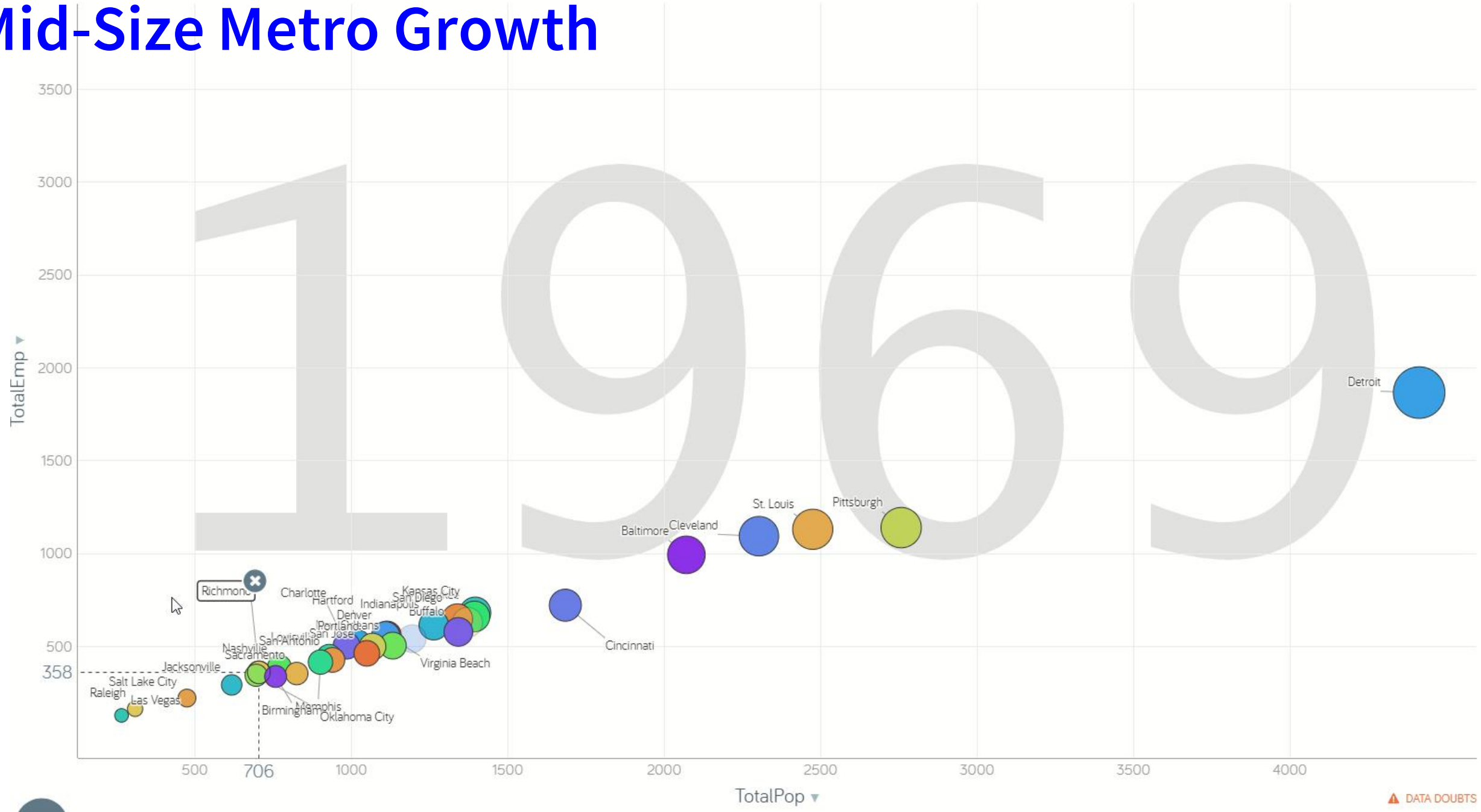
Metro Growth

Source: Woods and Poole



Mid-Size Metro Growth

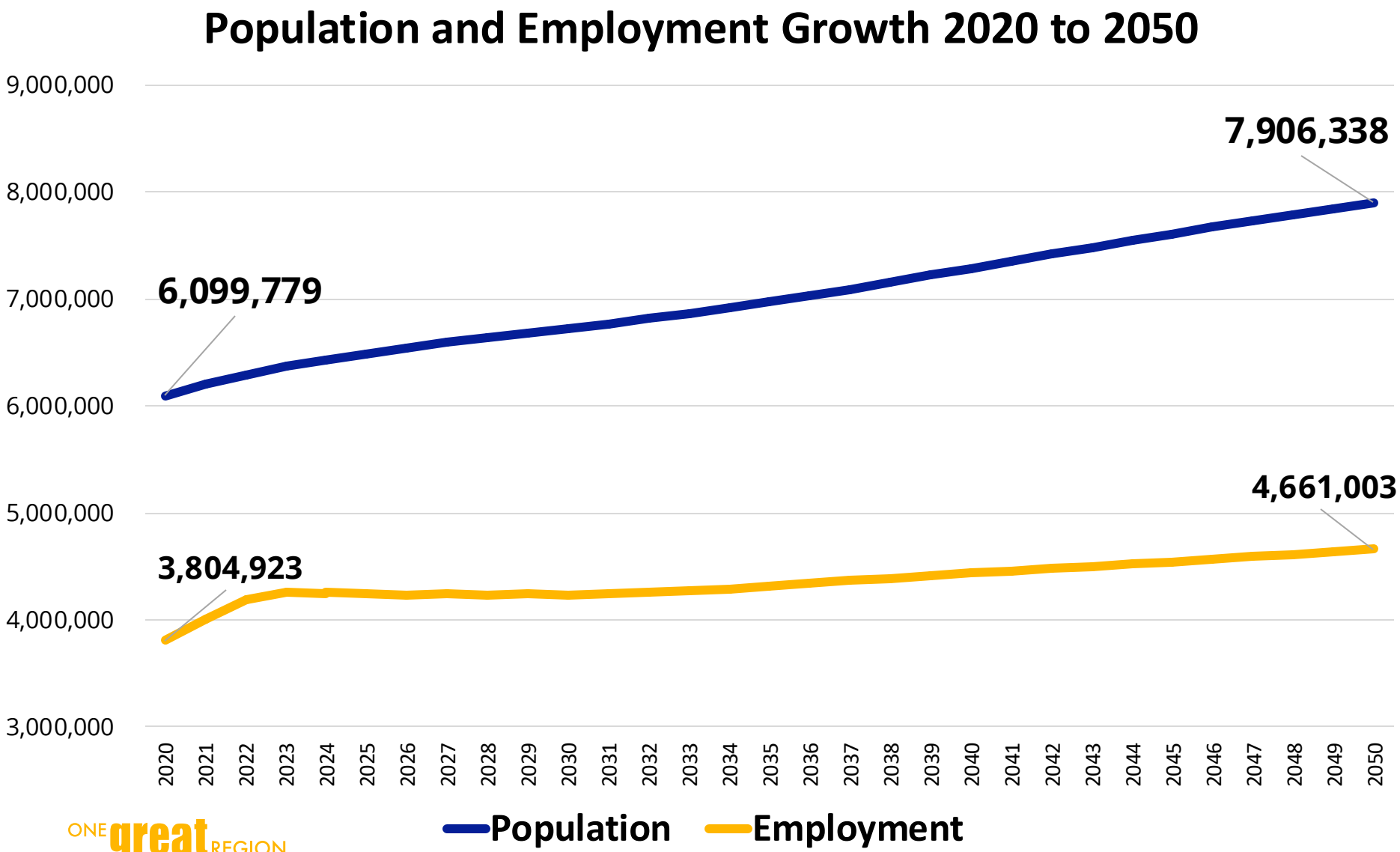
Source: Woods and Poole



DATA DOUBTS

DRAFT ARC Regional (21-County) Population and Employment Forecasts

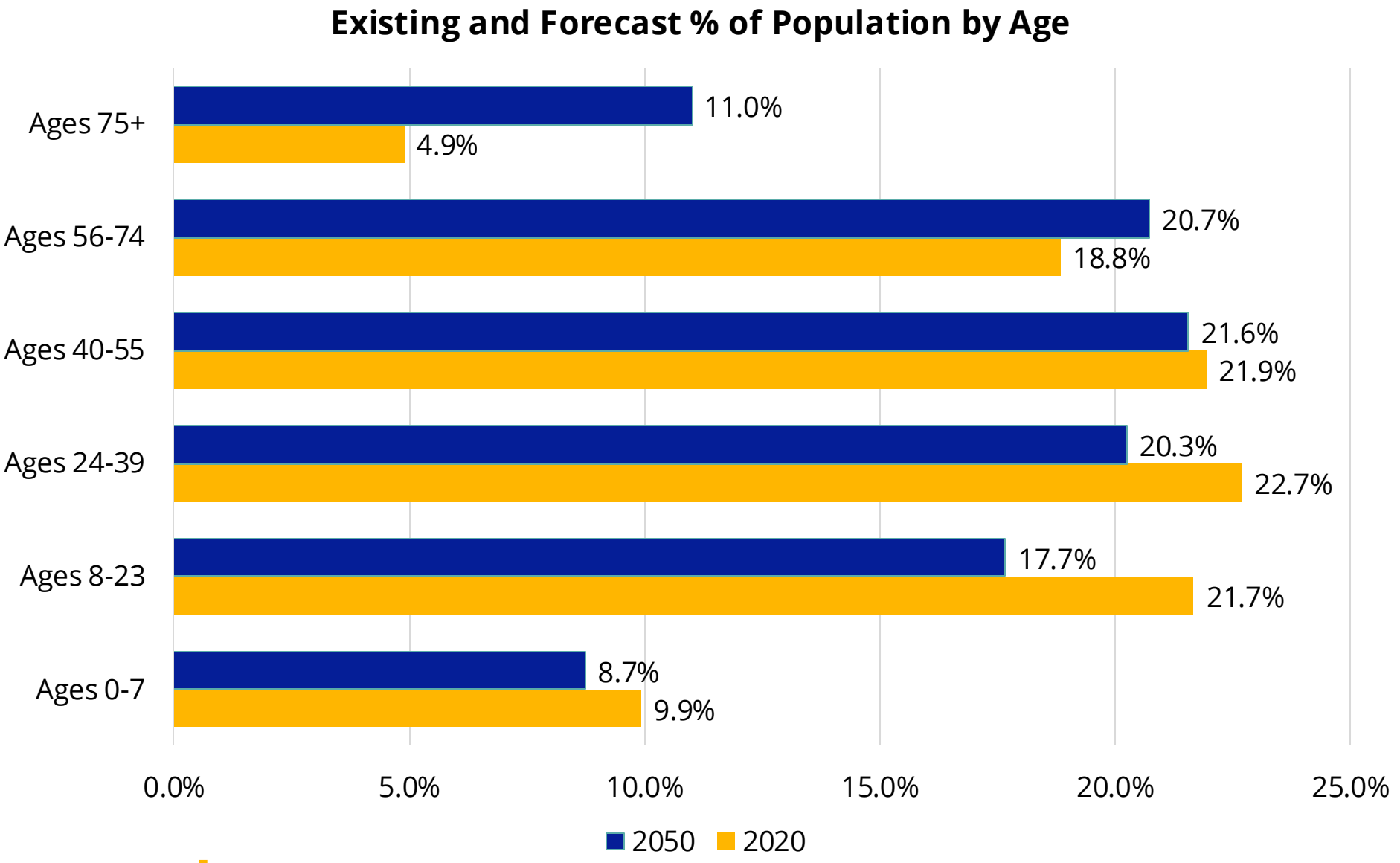
Source: DRAFT ARC Series 17 Forecasts



The draft forecast adds approximately 1.8 million new residents and 860,000 new jobs by 2050.

Source: DRAFT ARC Series 17 Forecasts

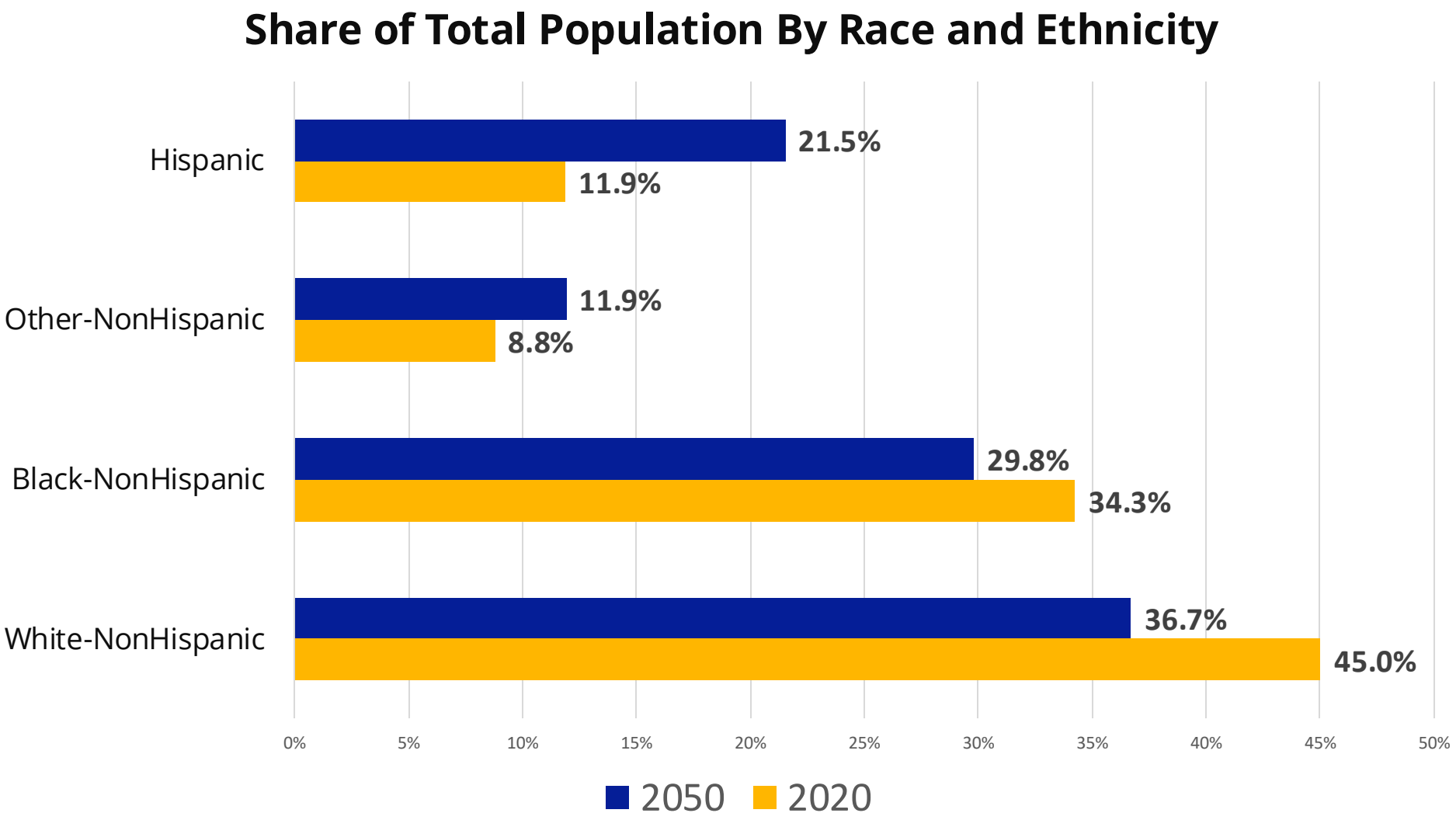
Age Forecasts



Only the 75+ and the 56 - 74 age cohorts will grow in share of population by 2050. The declining fertility rates are a significant driver of this trend. Almost 900,000 people aged 75 and older are forecast to live in the region by 2050.

Source: DRAFT ARC Series 17 Forecasts

Race/Ethnicity Forecasts

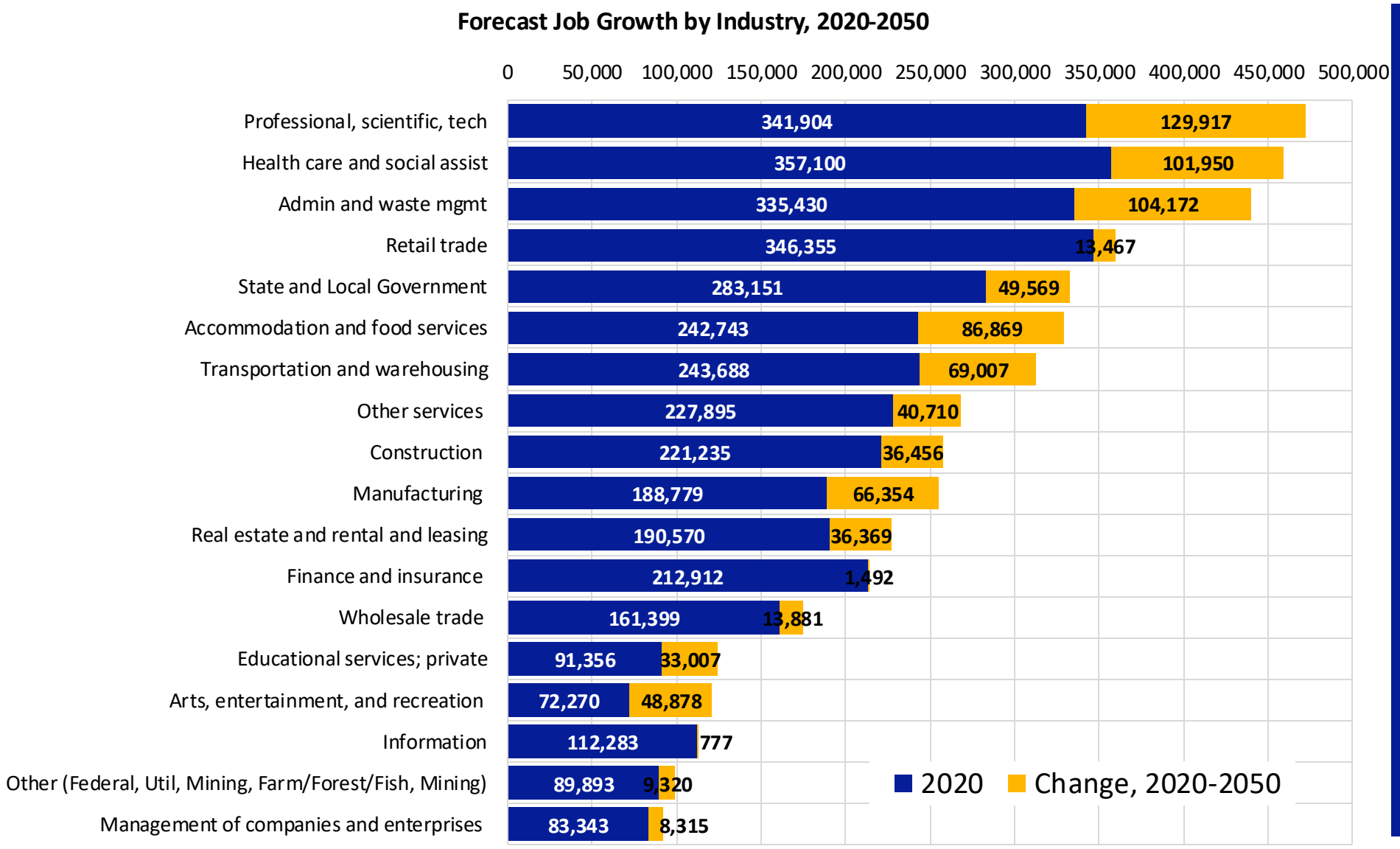


Source: ARC Series 17 Forecasts Draft

As with the previous 30 years, or so, almost all of the growth the region will get over the next 30 years will come from populations of color.

Employment Forecasts

Source: DRAFT ARC Series 17 Forecasts

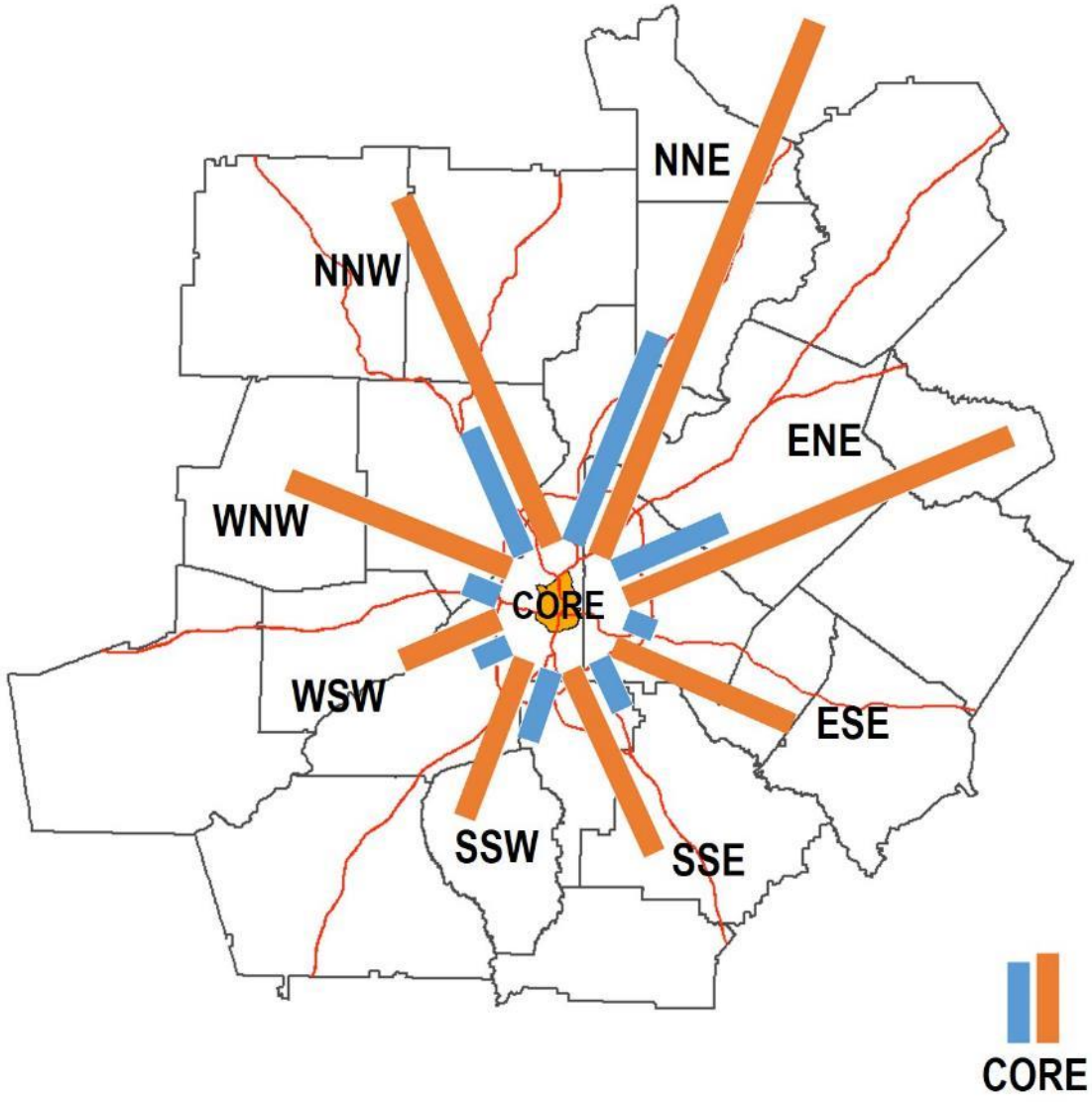


Professional, Scientific, Technical job sector will overtake Health Care as the region's largest industry by 2050.

Source: ARC Series 17 Forecasts Draft

Directions of Growth

Source: ARC Series 17 Forecasts, 2023



Series 17	Employment Growth (2020 - 2050)	Population Growth (2020 - 2050)
CORE	67,397	73,700
NNW	106,531	284,094
NNE	171,854	426,099
ENE	97,562	313,808
ESE	31,402	152,777
SSE	48,775	154,633
SSW	61,704	130,888
WSW	34,686	85,694
WNW	35,008	181,815
Total	654,919	1,803,508

Growth North and South of I-20

	Employment 2020	Employment 2050	Population 2020	Population 2050	Employment Growth (2020 - 2050)	Population Growth (2020 - 2050)
North I-20	2,379,245	2,872,153	4,383,475	5,731,073	492,908	1,347,598
South I-20	645,506	807,519	1,716,808	2,172,717	162,013	455,909
Grand Total	3,024,751	3,679,672	6,100,283	7,903,790	654,921	1,803,507
North I-20	78.66%	78.05%	71.86%	72.51%	75.26%	74.72%
South I-20	21.34%	21.95%	28.14%	27.49%	24.74%	25.28%

Source: ARC Draft Series 17 Forecasts, 2023

ARC's Series 17 Forecasts:
County Population Trends

Source: ARC Series 17 Forecasts

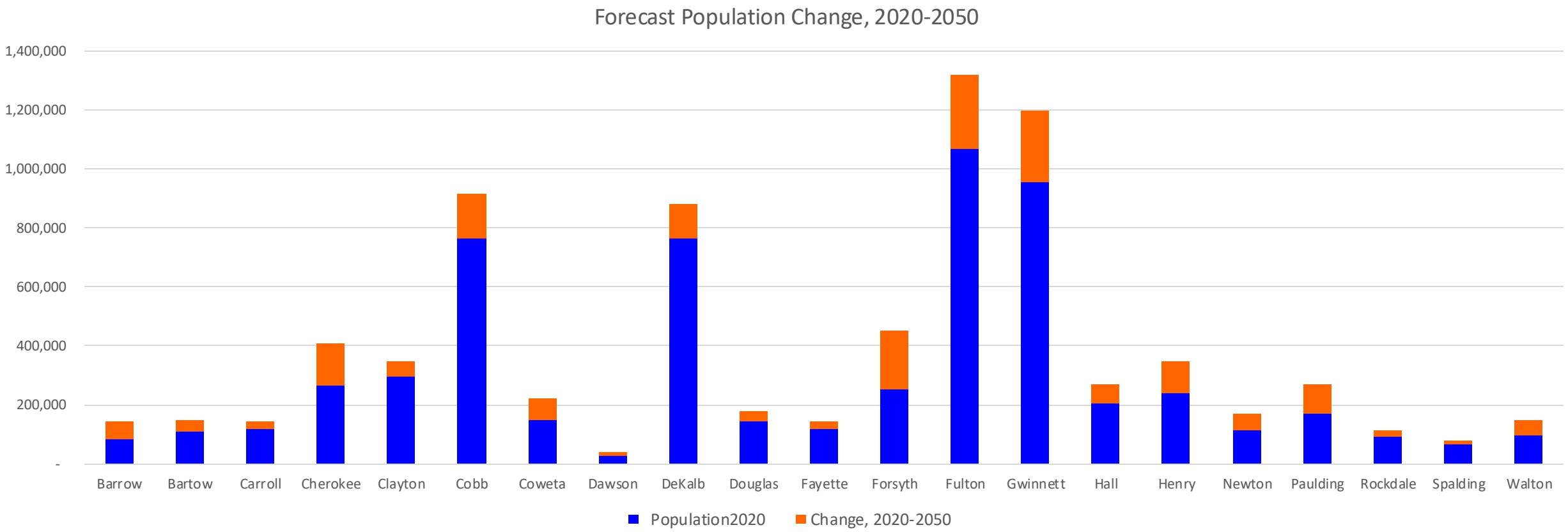
Forecast Population Growth By County: Just the Numbers

	Population 2020	Population 2050	Change, 2020-2050	Avg Annual % Change
Barrow	83,505	142,904	59,399	2.4%
Bartow	108,901	149,854	40,953	1.3%
Carroll	119,148	142,613	23,465	0.7%
Cherokee	266,620	408,837	142,217	1.8%
Clayton	297,595	348,006	50,411	0.6%
Cobb	766,149	914,448	148,299	0.6%
Coweta	146,158	220,225	74,067	1.7%
Dawson	26,798	39,758	12,960	1.6%
DeKalb	764,382	880,195	115,813	0.5%
Douglas	144,237	179,227	34,990	0.8%
Fayette	119,194	143,785	24,591	0.7%
Forsyth	251,283	450,124	198,841	2.6%
Fulton	1,066,710	1,321,079	254,369	0.8%
Gwinnett	957,062	1,200,534	243,472	0.8%
Hall	203,136	270,132	66,996	1.1%
Henry	240,712	346,392	105,680	1.5%
Newton	112,483	169,013	56,530	1.7%
Paulding	168,661	270,096	101,435	2.0%
Rockdale	93,570	112,397	18,827	0.7%
Spalding	67,306	78,826	11,520	0.6%
Walton	96,673	145,977	49,304	1.7%
Grand Total	**6,100,283**	**7,934,422**	1,834,139	**1.0%**

Fulton will remain the largest county in the region in 2050. In terms of average annual percent change, outer counties (which start from a lower base) like Barrow and Forsyth will experience the greatest percentage changes on an annual basis.

Source: ARC Series 17 Forecasts

Forecast Population Growth By County



The orange sections on top of the bars represent change from 2020-2050. Every jurisdiction will experience some level of growth over the horizon.

ARC's Series 17 Forecasts:
Employment

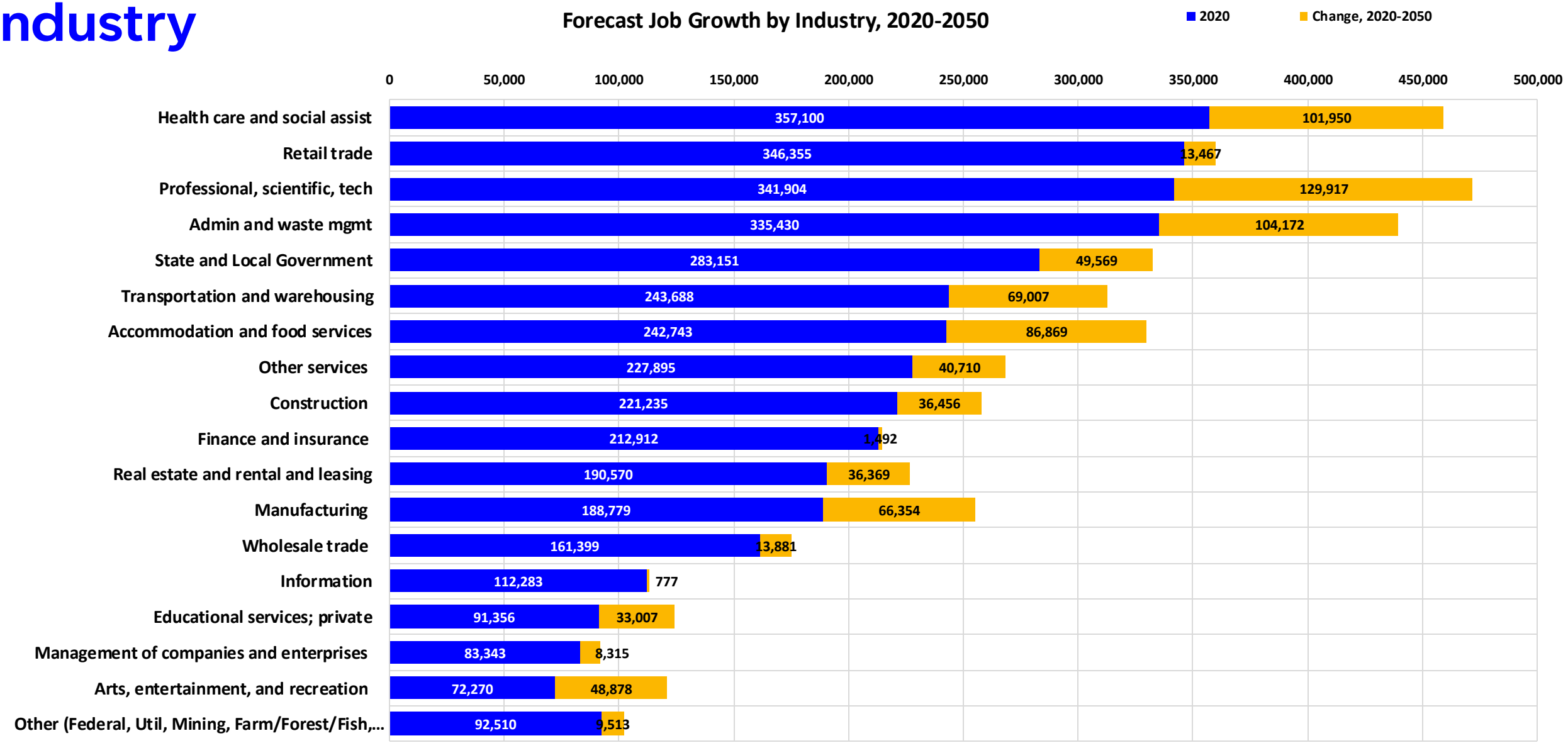
Forecast Job Growth By County: Just the Numbers

Source: ARC Series 17 Forecasts

County	Employment 2020	Employment 2050	Change, 2020-2050	Average Annual % Change
Barrow	22,400	26,600	4,200	0.6%
Bartow	43,600	55,800	12,200	0.9%
Carroll	51,400	60,100	8,700	0.6%
Cherokee	72,900	96,100	23,200	1.1%
Clayton	145,100	167,400	22,300	0.5%
Cobb	415,100	495,400	80,300	0.6%
Coweta	47,000	61,200	14,200	1.0%
Dawson	10,200	11,300	1,100	0.4%
DeKalb	378,700	452,700	74,000	0.7%
Douglas	52,700	67,100	14,400	0.9%
Fayette	52,800	65,600	12,800	0.8%
Forsyth	87,300	106,200	18,900	0.7%
Fulton	907,000	1,115,400	208,400	0.8%
Gwinnett	410,200	494,900	84,700	0.7%
Hall	97,000	113,400	16,400	0.6%
Henry	69,800	89,300	19,500	0.9%
Newton	31,400	38,900	7,500	0.8%
Paulding	32,600	40,700	8,100	0.8%
Rockdale	41,700	50,200	8,500	0.7%
Spalding	28,700	38,200	9,500	1.1%
Walton	27,300	33,200	5,900	0.7%
Total	**3,024,800**	**3,679,700**	**654,900**	**0.7%**

Professional, Scientific, Tech Jobs To Be Largest Industry

Source: ARC Series 17 Forecasts



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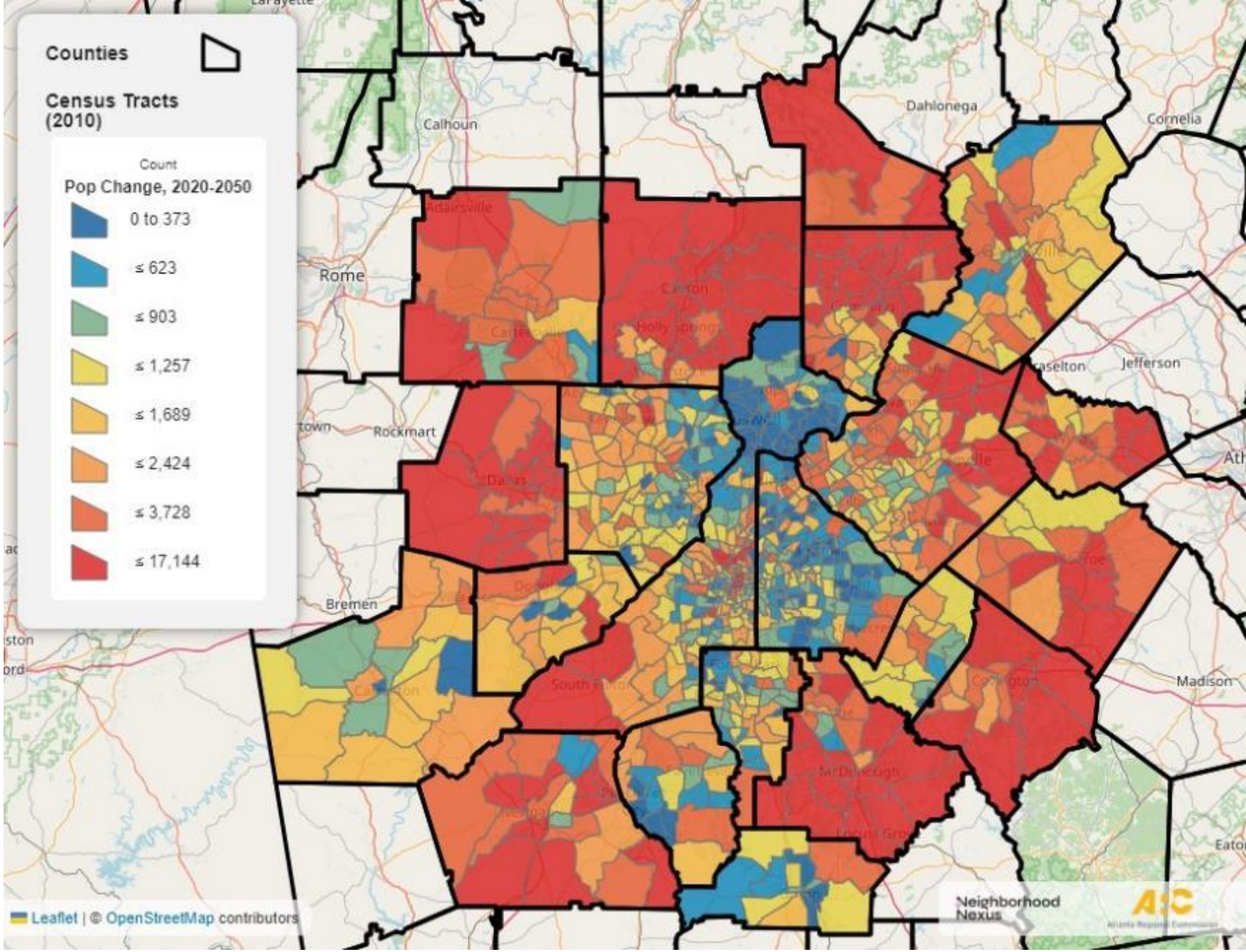
ARC

ARC's Series 17 Forecasts:
Maps!

Total Population Change, 2020 - 2050

This map looks at total population change at the census tract level.

As can be seen, the outlying areas have the highest levels of total growth, but these areas also have the largest census tracts, so it is to be expected to see large numerical gains in these areas. There are, however, several tracts in the urban core that are “red”, meaning that these areas, too, are expected to gain significant population growth in the future.



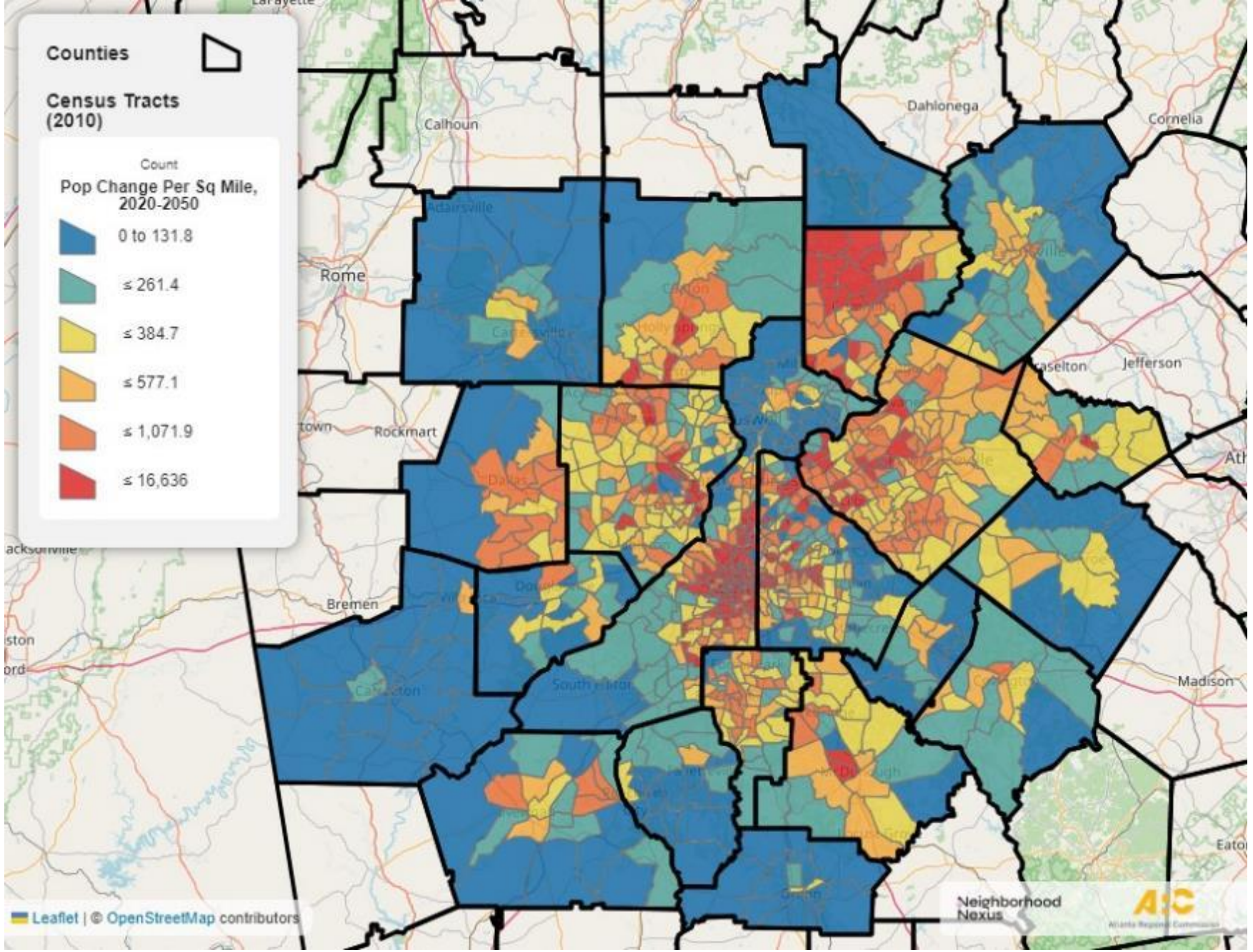
Source: ARC Series 17 Forecasts

Population Change Per Sq. Mile, 2020 - 2050

This map looks at population change per square mile at the census tract level. Therefore this is looking at which areas will densify the most.

As can be seen, this maps serves as a stark contrast to the previous map as this normalizes for the size of the tract. Here we see that the urban core – in the city of Atlanta, areas surrounding Decatur in DeKalb, areas near the Vinings area in Cobb all will see significant densification in the upcoming years. This includes more suburban areas like Gwinnett, Forsyth and Cherokee (particularly near Woodstock) as well.

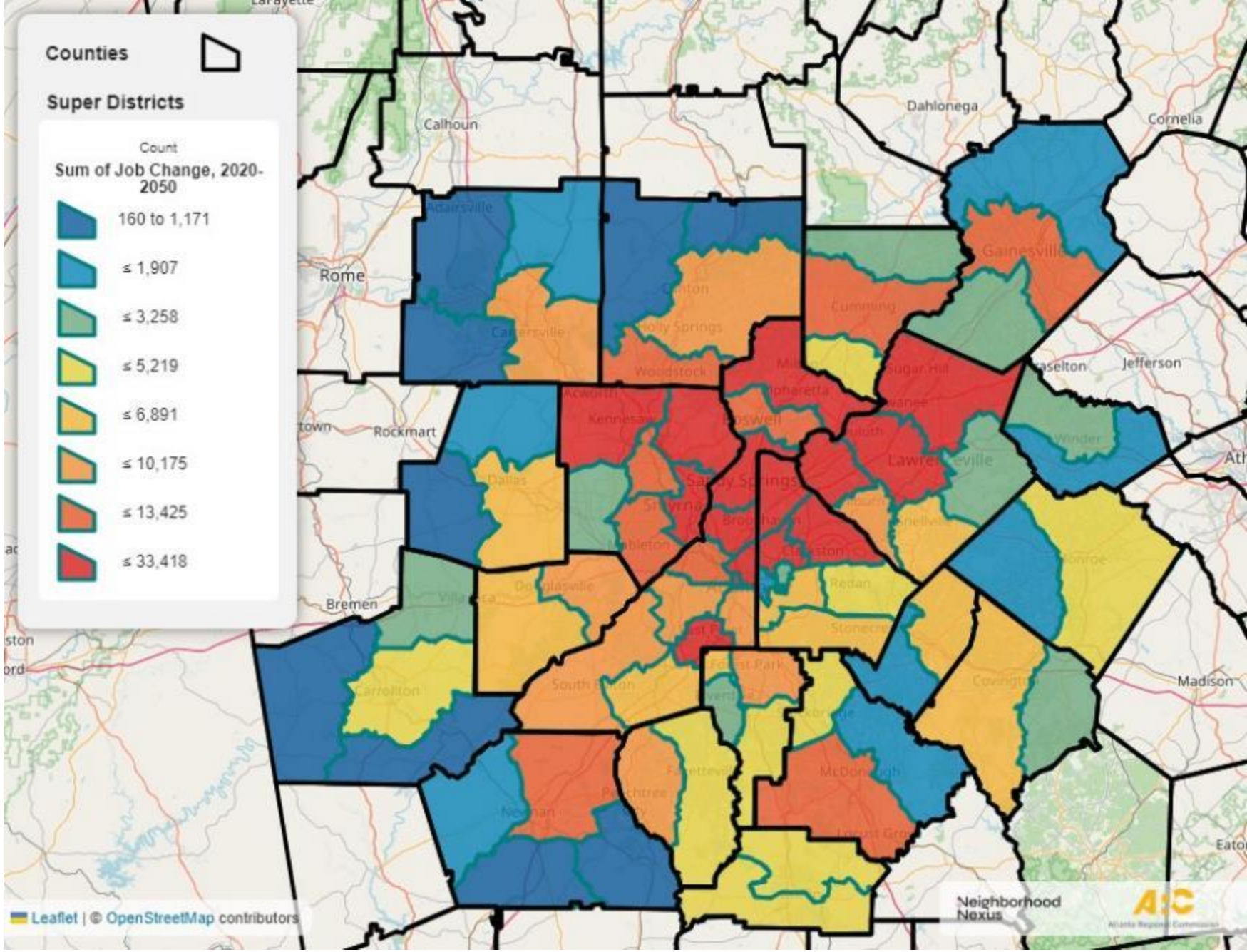
Finally, we see that many of those outlying areas there were “red” in the previous map are now blue



Total Job Change, 2020 - 2050

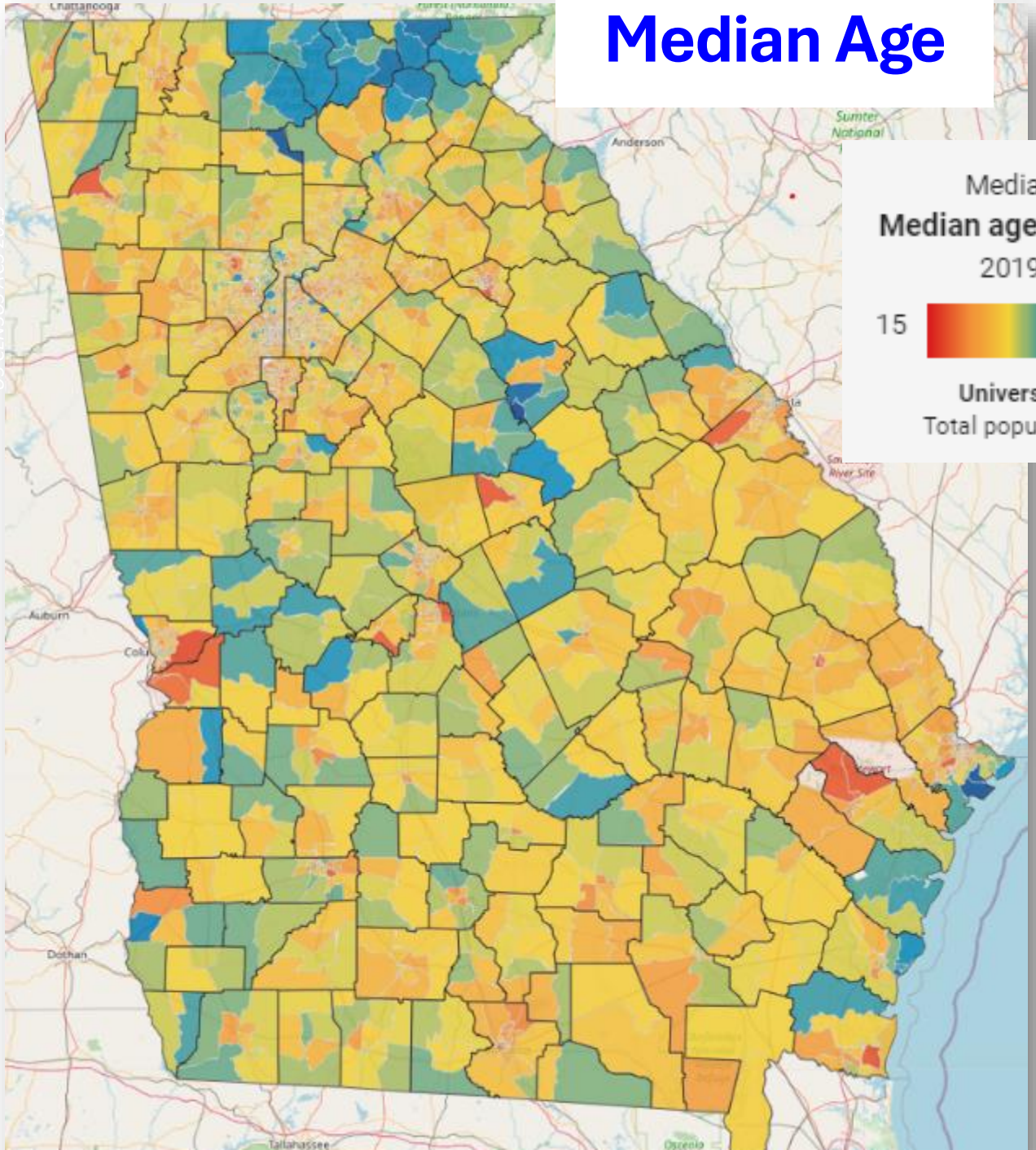
This map looks at job change at the ARC's Superdistrict level. Superdistricts were created by ARC to be a consistent small area geography over time. They are made up of aggregations of census tracts.

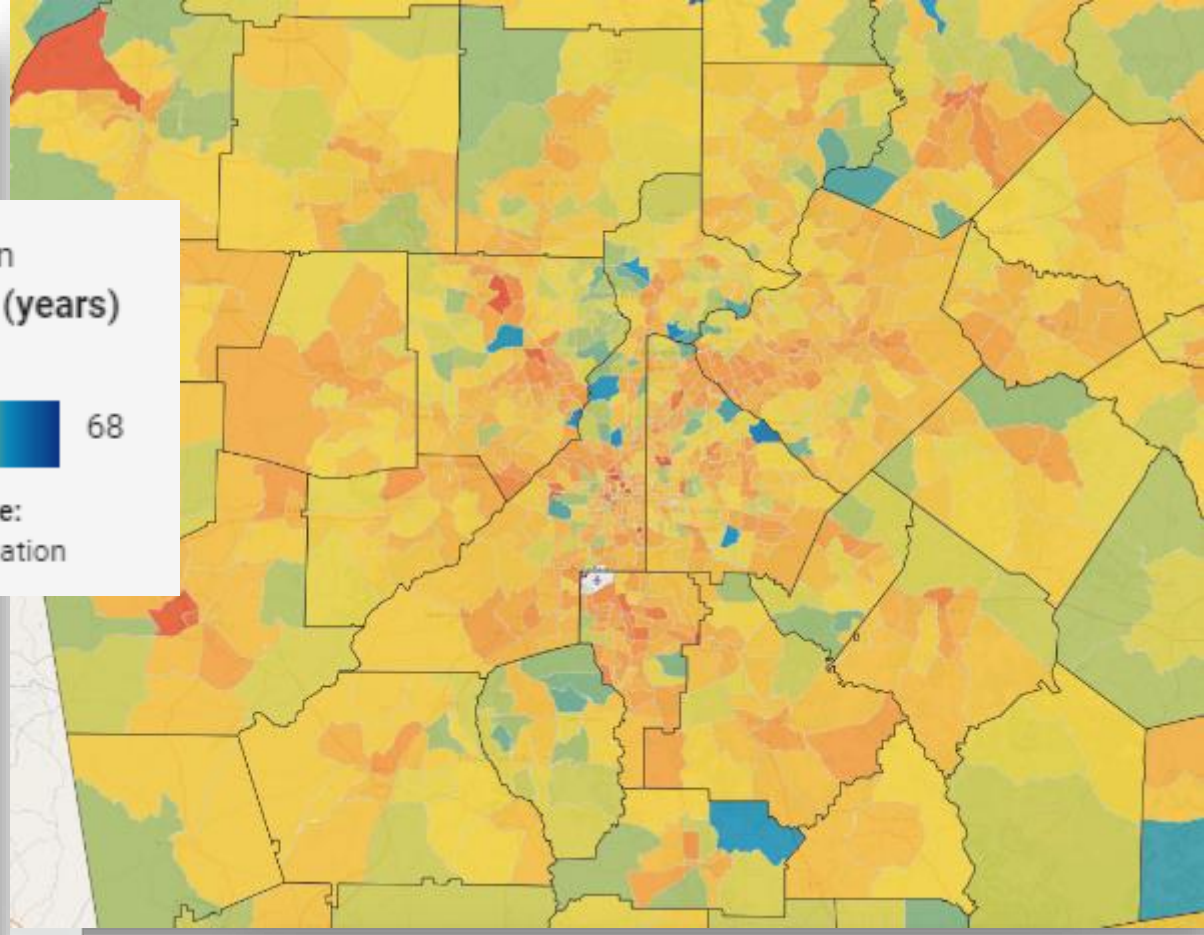
As can be seen, most of the forecast job growth will go to the northern parts of the region, continuing a historical trend. There are areas south, particularly around the Airport and in Henry County where job growth will be robust as well.

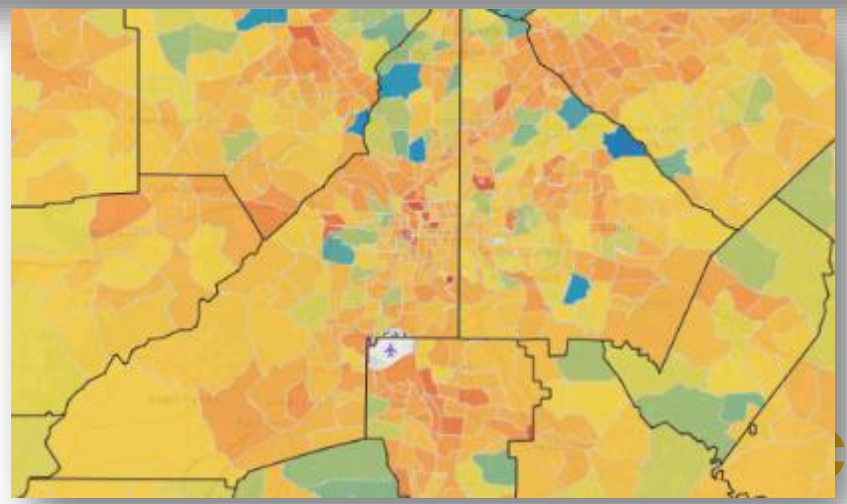


Age

Median Age



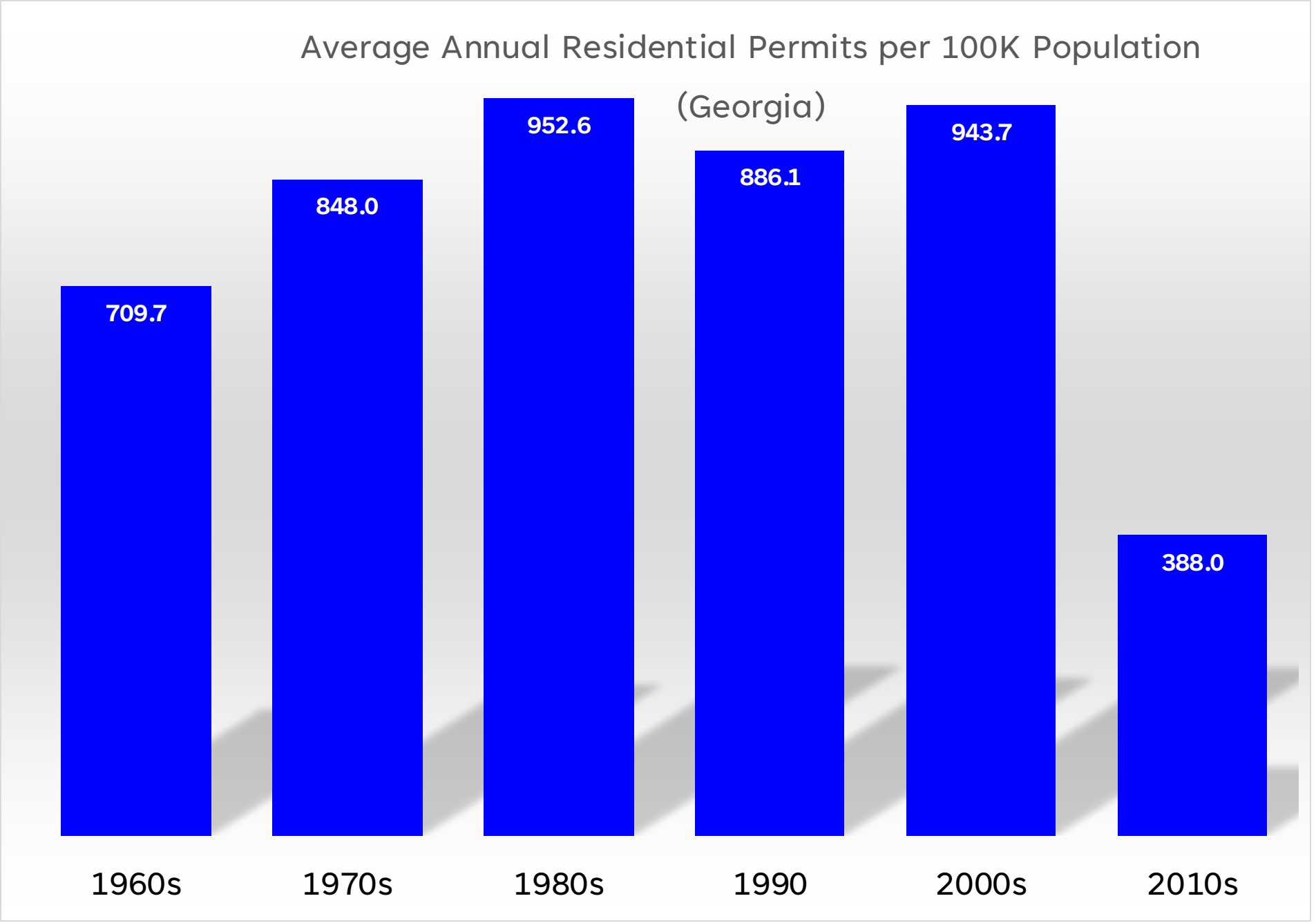




DataNexus

Housing

Source: American Community Survey and Census



We simply aren't building enough housing…

Home Ownership Trends

Metro Atlanta STILL a Relatively Affordable Place

Metro Area	% of Median Income Families Who Could Afford Median Price Home, 2018	% of Median Income Families Who Could Afford Median Price Home, 2023	Difference, 2018-2023
Atlanta	62.3	42	-20.3
Austin	55	35.3	-19.7
Boston	39.2	20	-19.2
Charlotte	65.7	37.4	-28.3
Chicago	61.2	48.8	-12.4
Dallas	46.4	27.3	-19.1
Denver	43.5	24.1	-19.4
Detroit	68.7	66.6	-2.1
Houston	58.6	36.2	-22.4
Los Angeles	7.8	2.7	-5.1
Miami	28.1	10.9	-17.2
New York	29.1	12.1	-17
Orlando	55.1	23	-32.1
Philadelphia	65.8	51.2	-14.6
Phoenix	57.1	24.9	-32.2
Riverside	29.1	12.5	-16.6
San Francisco	6.4	5.4	-1
Seattle	36.3	20.6	-15.7
Washington DC	65.4	42.6	-22.8

Source: Housing Opportunity Index, NAHB

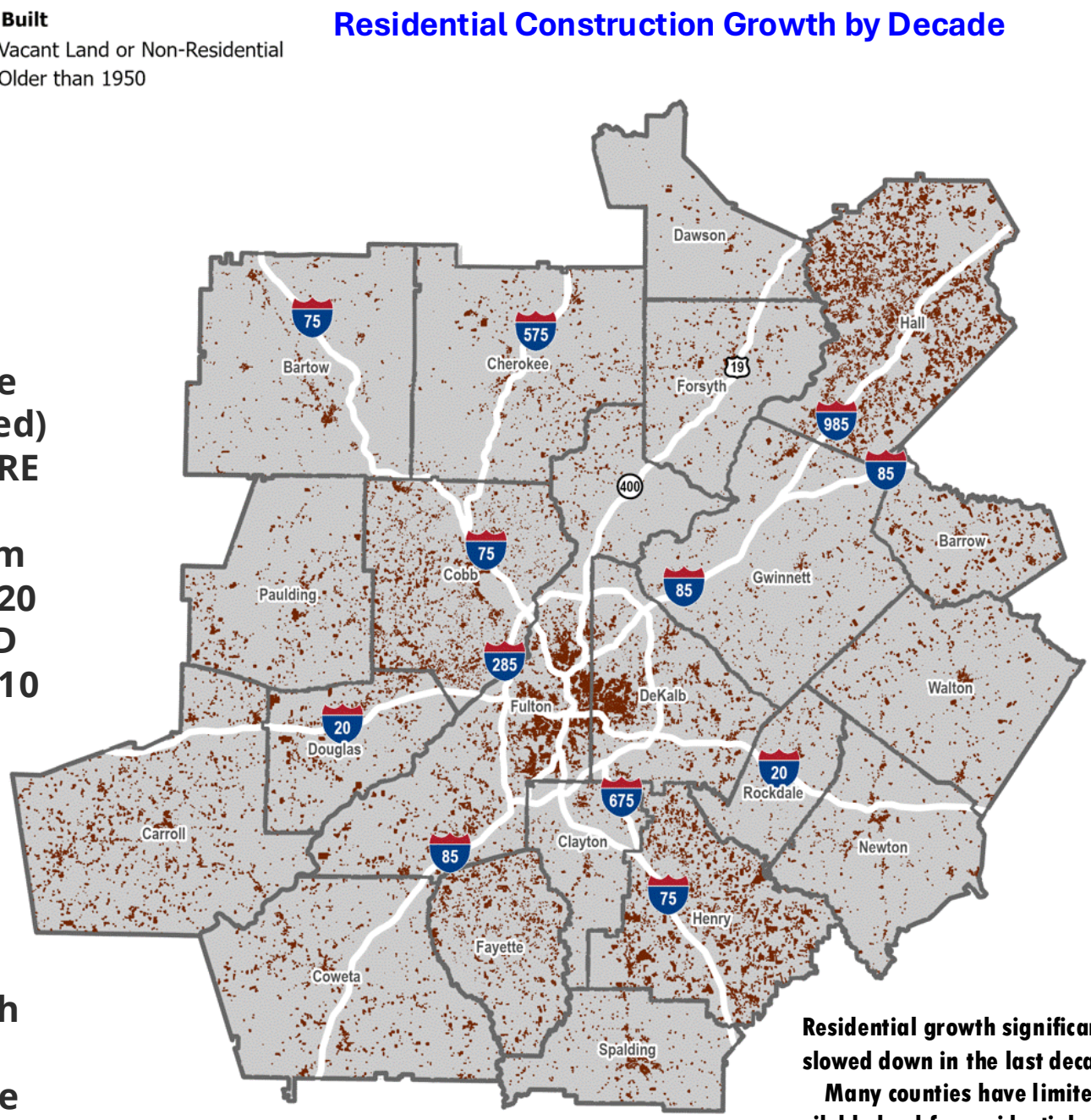
Our Region has been in the Top 5 for Population Growth for Forty Years… But we are not building housing at the same rates as we did in pervious decades..

Jurisdiction	2020	2021	2022	Avg 01-10	Av 11-20	Share of 01-10
ATLANTA	1674	2413	11853	6168	4419	72%
Barrow	940	1124	1040	874.7	479.8	55%
Bartow	864	1135	2405	818.8	453.4	55%
Carroll	792	1251	746	1195.6	373.8	31%
Cherokee	2394	2754	3021	2674.3	2039.6	76%
Clayton	954	929	373	1817.9	441.7	24%
Cobb	2494	2953	2873	4045.6	2739.9	68%
Coweta	1014	1716	717	1431.6	887	62%
Dawson	430	581	553	291	267.3	92%
DeKalb	2200	2844	2409	4587.1	1884	41%
Douglas	747	1639	665	1391.2	323	23%
Fayette	564	762	602	615.4	414.4	67%
Forsyth	2485	2359	2601	2665.9	2740.1	103%
Fulton not Atlanta	2600	2778	2772	4409.5	2790.7	63%
Gwinnett	4539	4754	5359	6871.7	3424.7	50%
Hall	1080	1588	2067	1142.3	838.3	73%
Henry	1867	2761	2522	2738.5	1212.4	44%
Jackson	1422	1782	2056	828.6	714.4	86%
Paulding	1893	2193	1534	2174.4	1117.6	51%
Rockdale	269	218	1024	627.4	172.6	28%
Spalding	257	623	524	384.3	203.2	53%
Walton	855	1136	810	989.7	438.8	44%
Grand Total	32818	41265	58920	54468.9	32183.4	59%

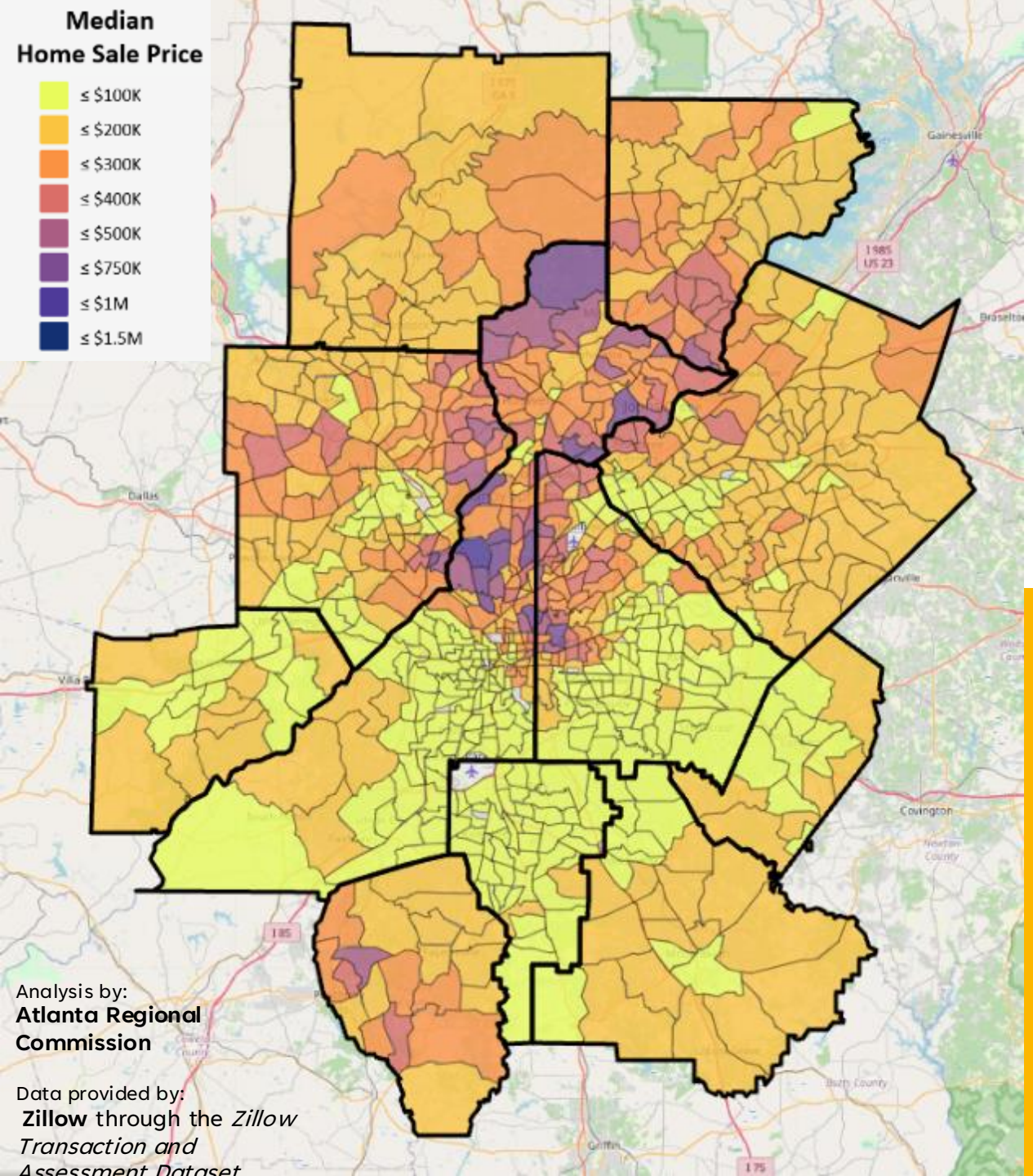
The Percentage (color coded) is the SHARE of units issued from 2011 to 2020 COMPARED to 2001-2010

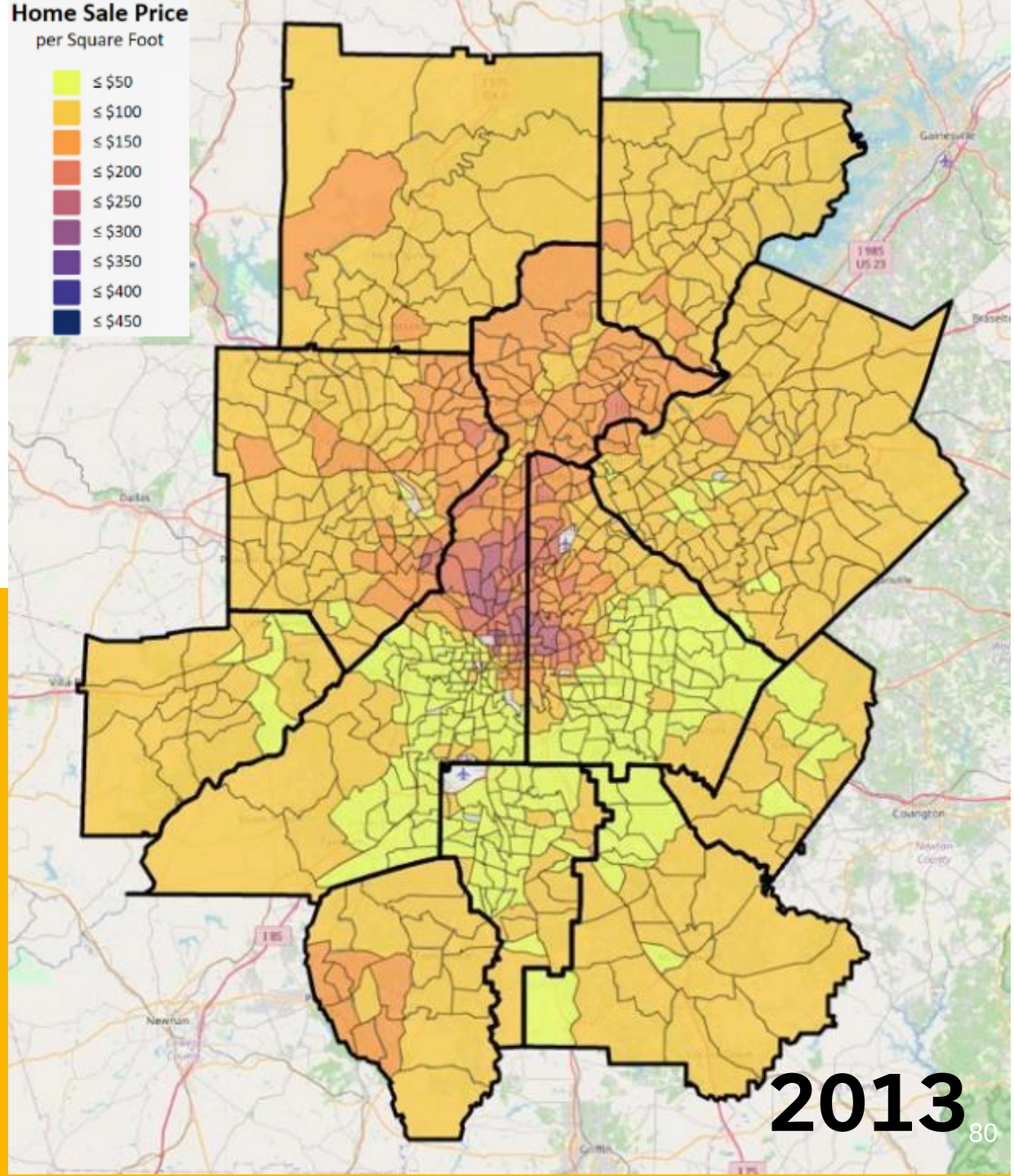
Only Forsyth County is issuing more units

Residential Construction Growth by Decade



Residential growth significantly slowed down in the last decade. Many counties have limited available land for residential growth

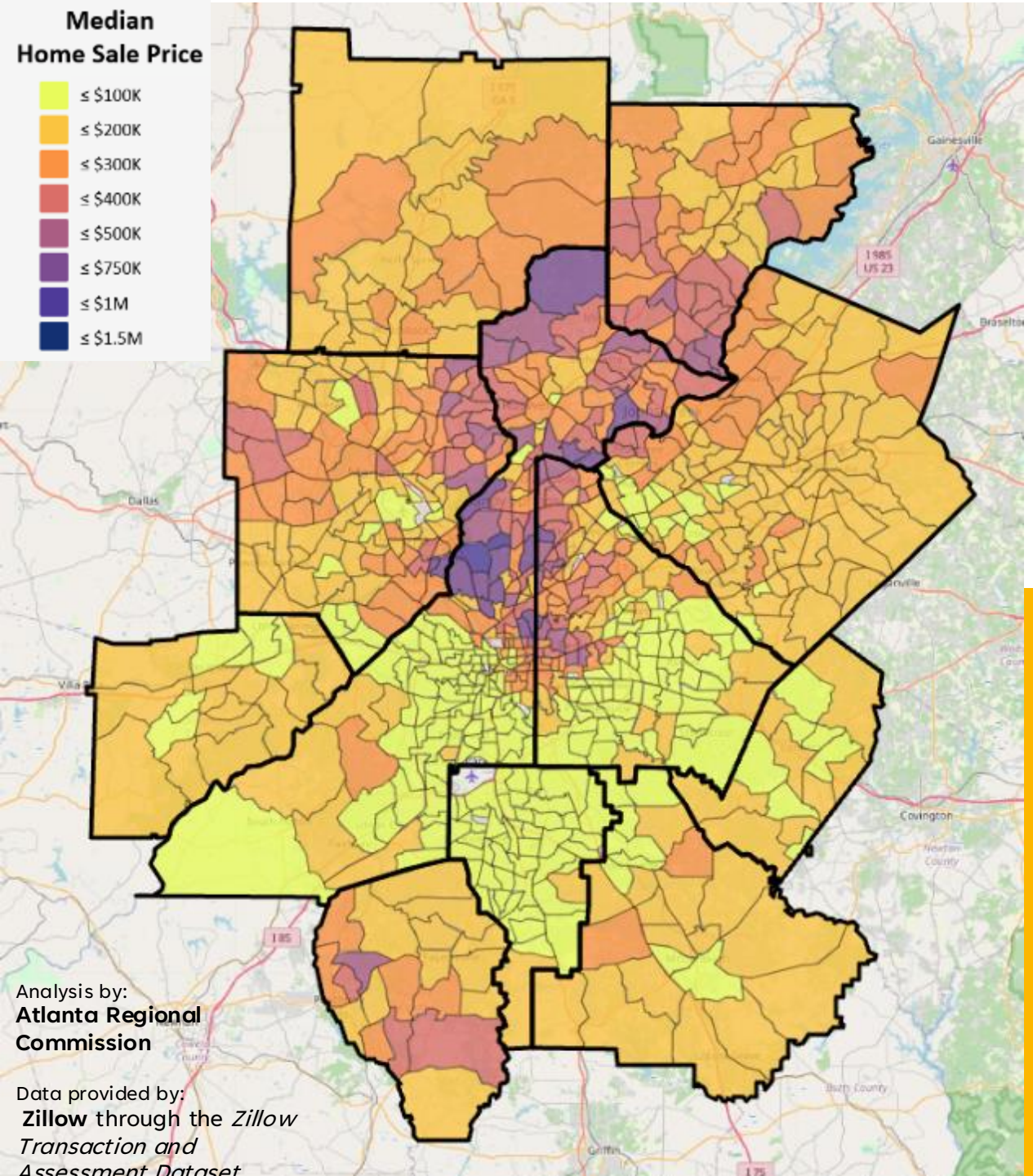




Analysis by:
Atlanta Regional Commission

Data provided by:
Zillow through the *Zillow Transaction and Assessment Dataset*

2013



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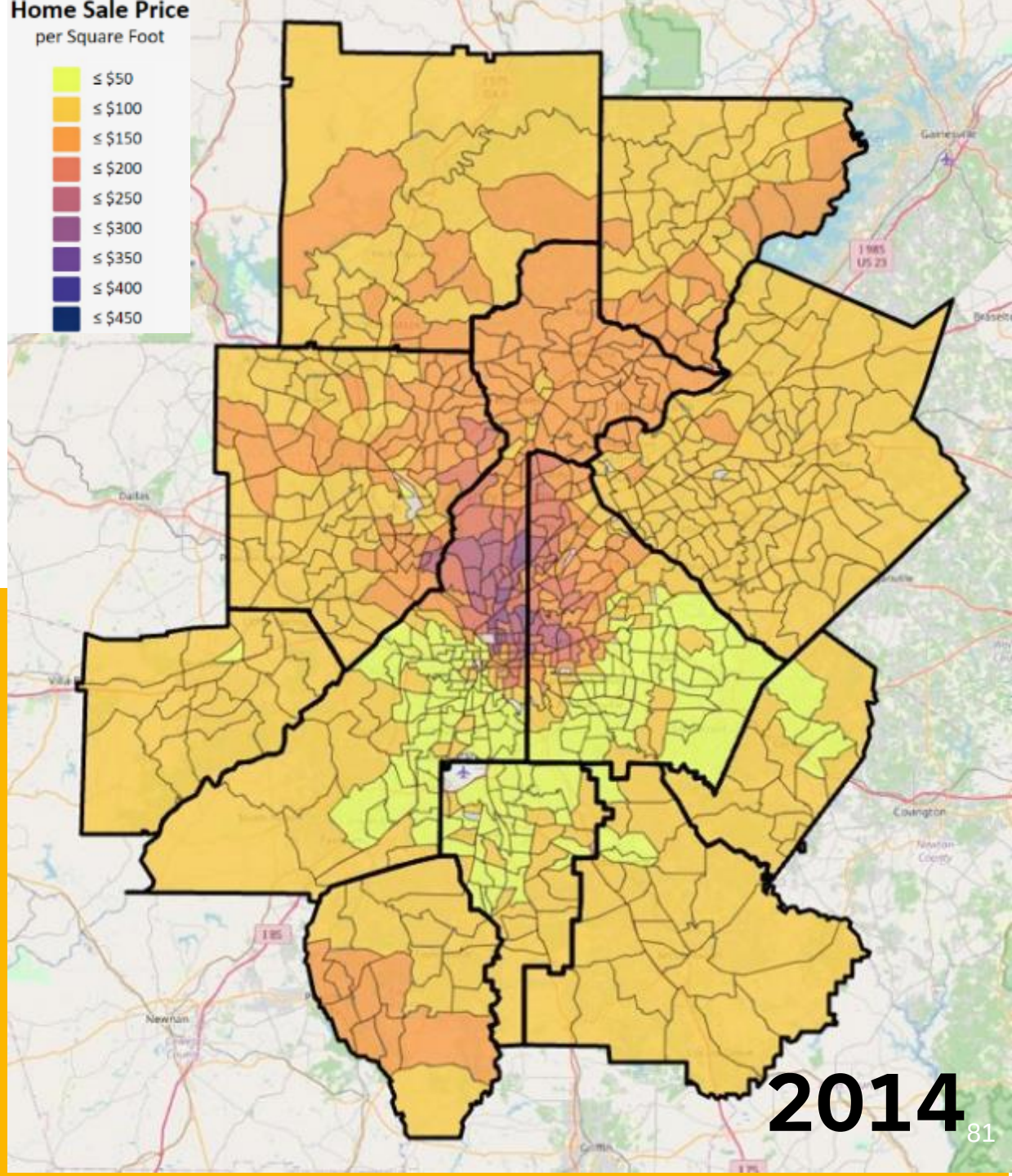
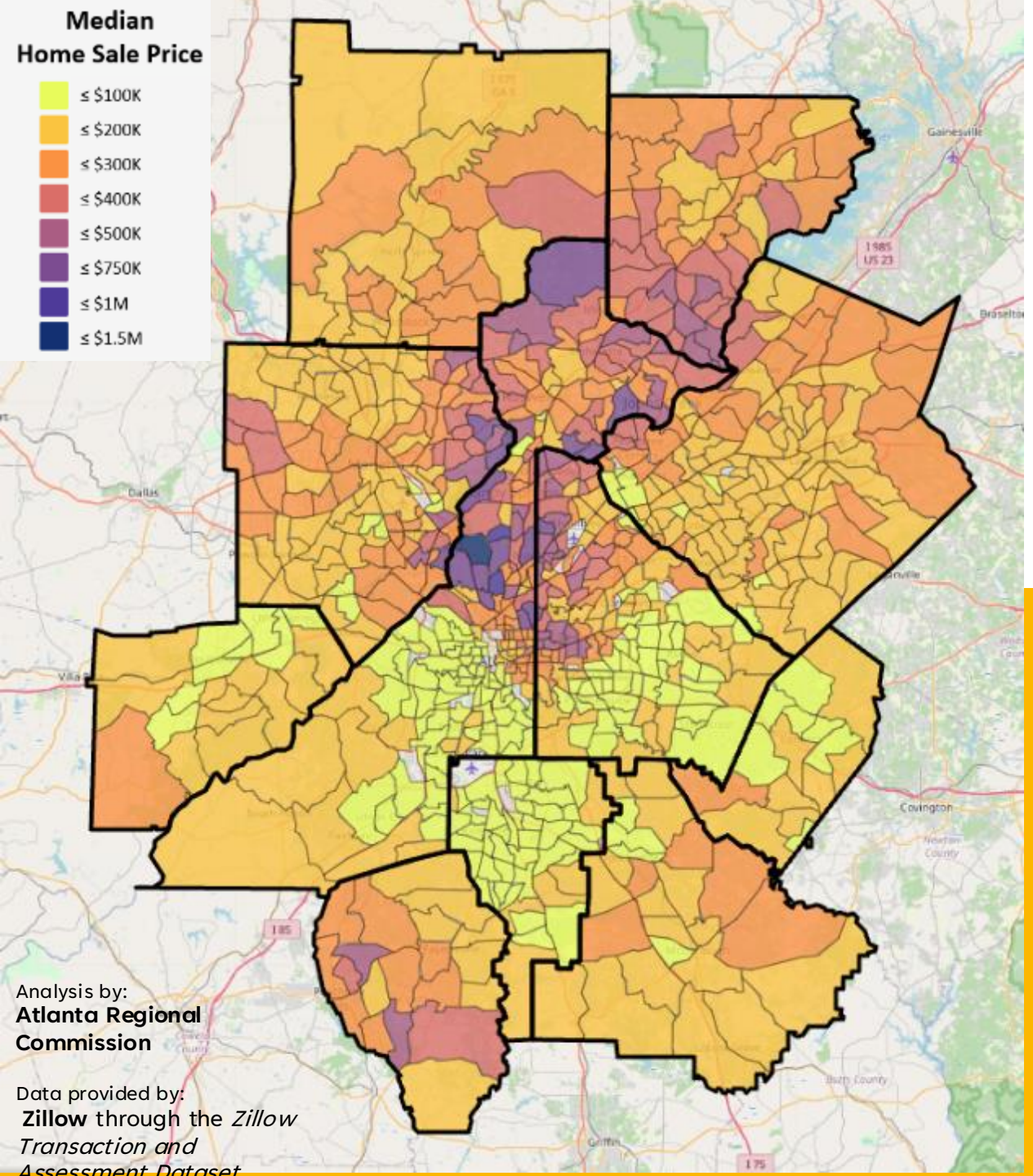
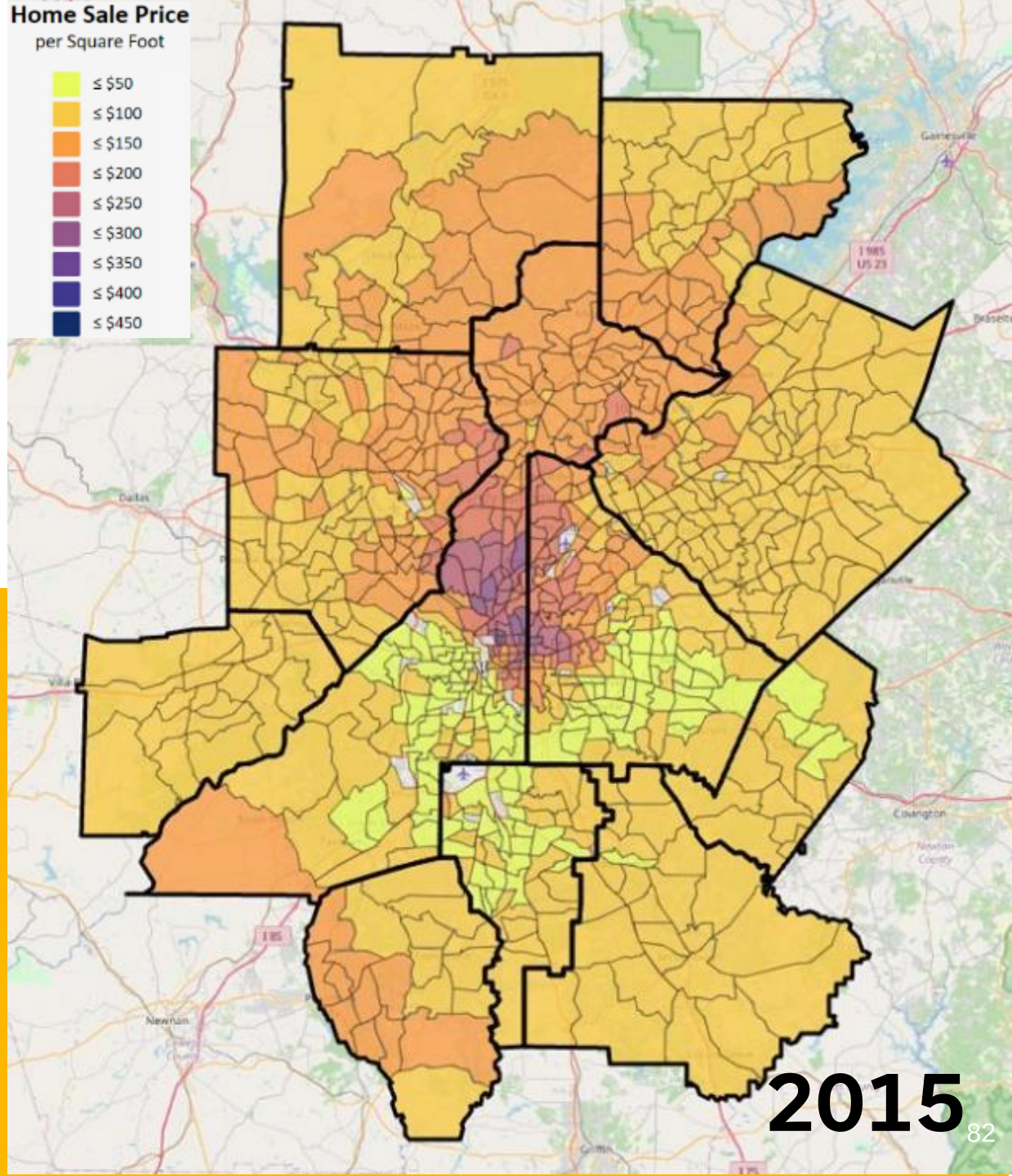


2014





Analysis by:
Atlanta Regional Commission

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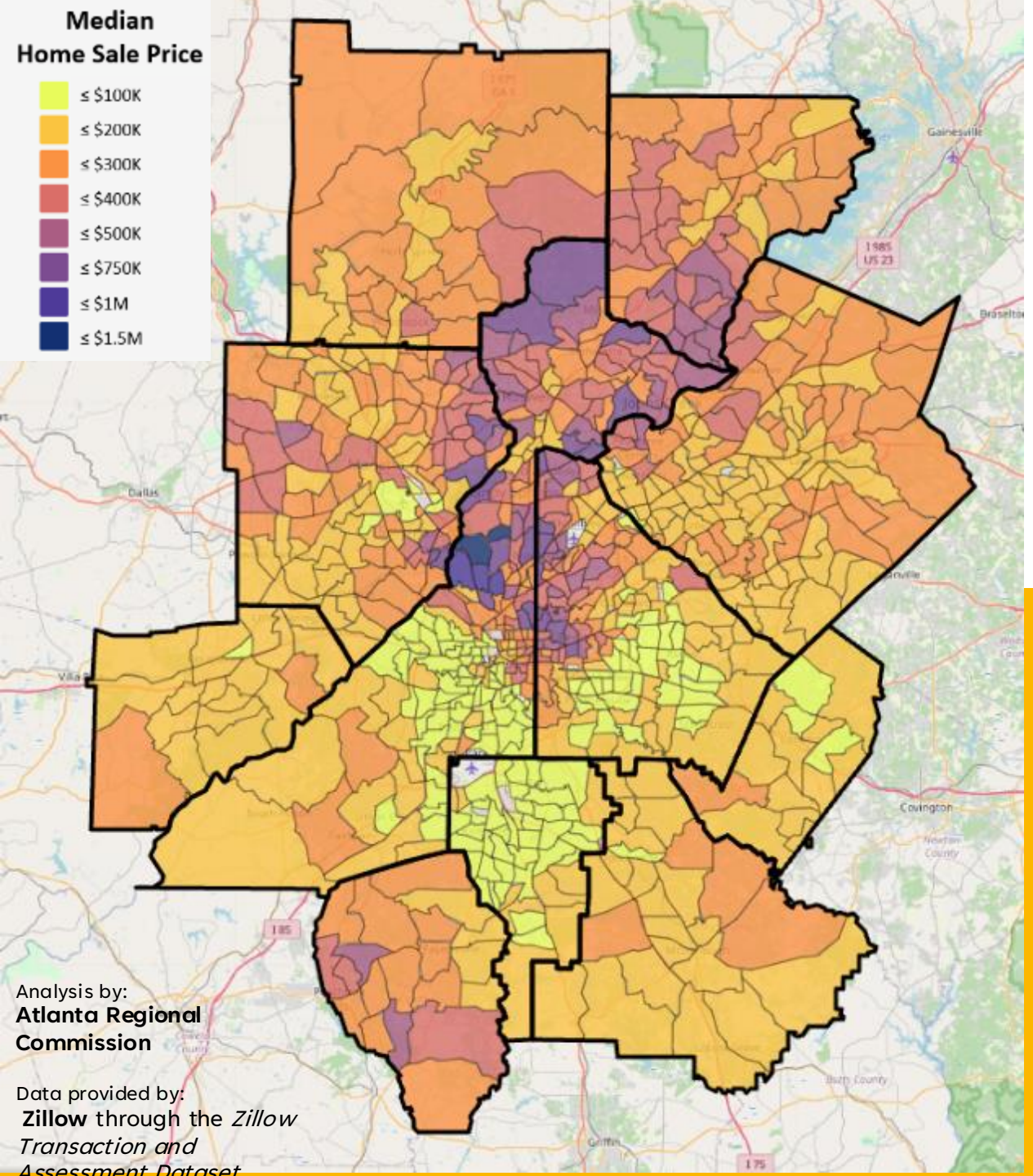
2015



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Atlanta Regional Commission

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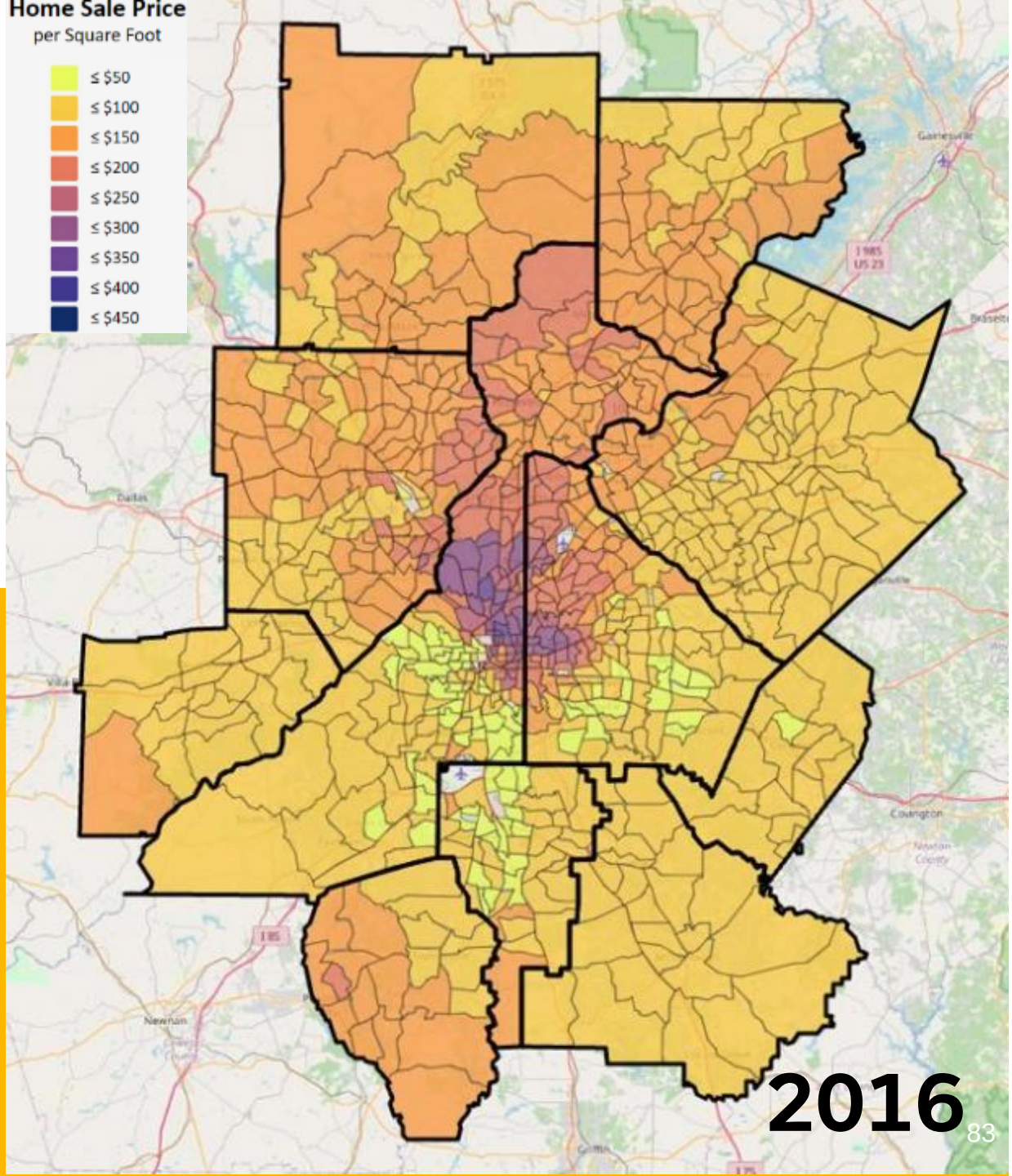
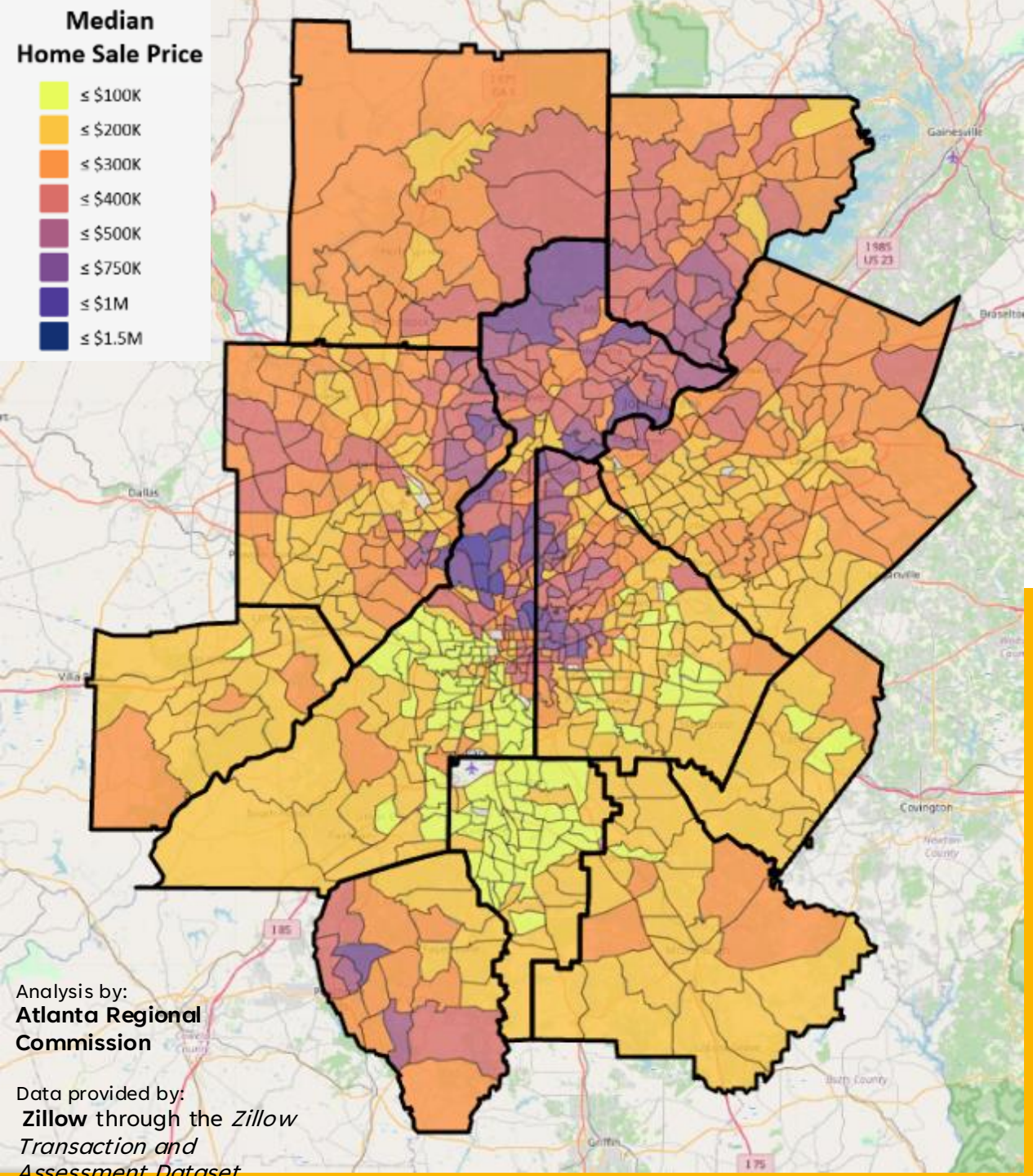
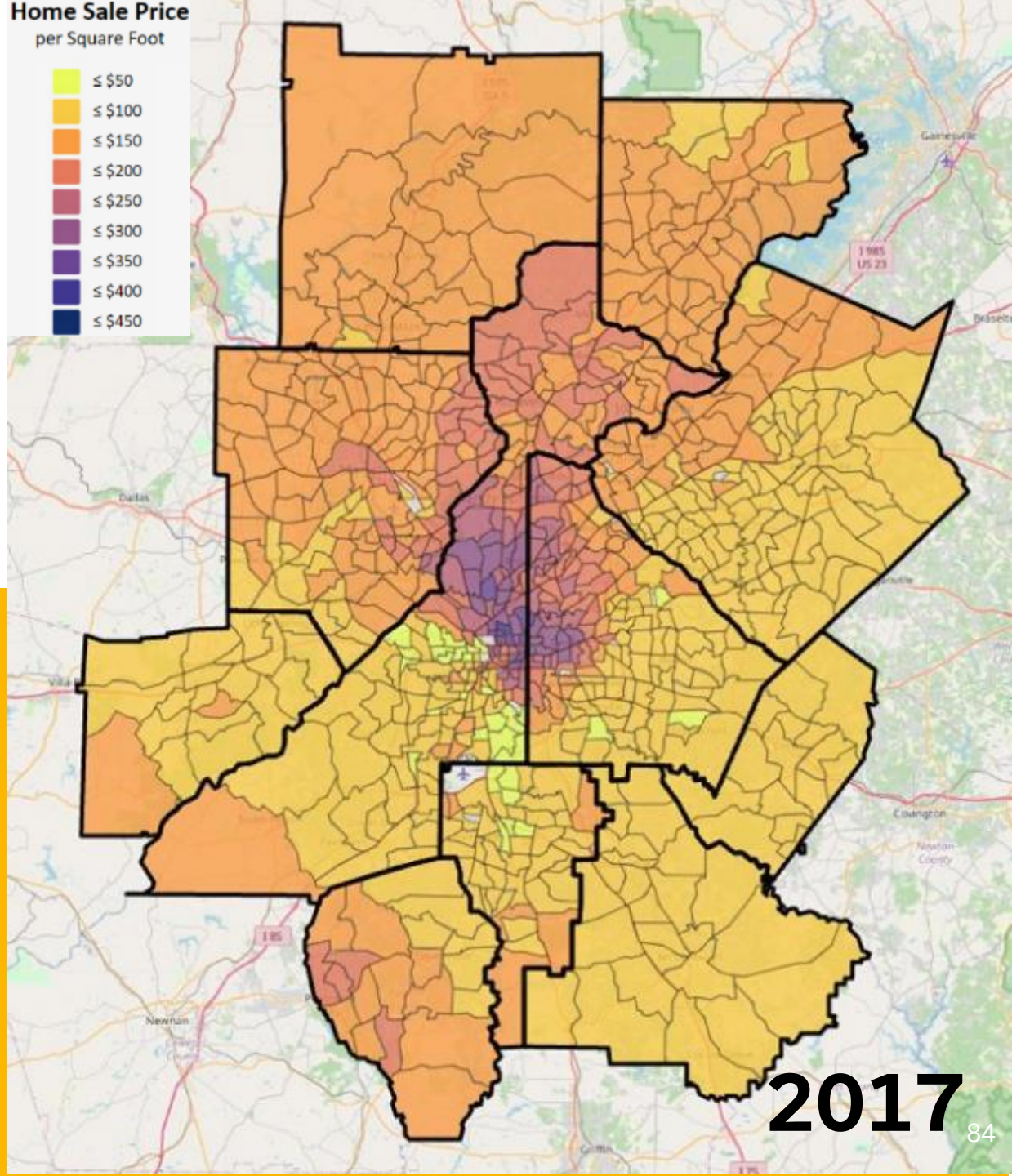


2016





Analysis by:
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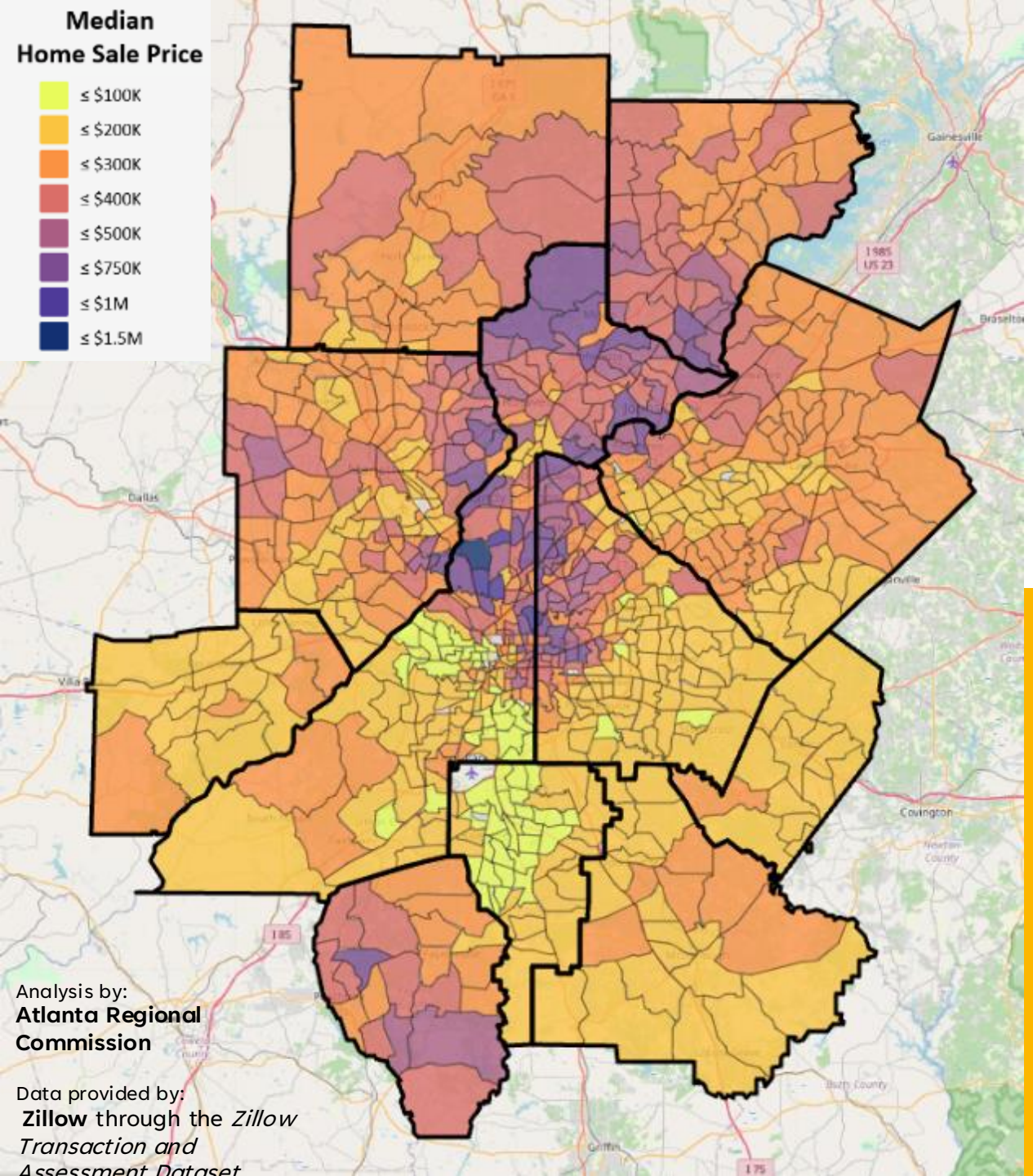
2017



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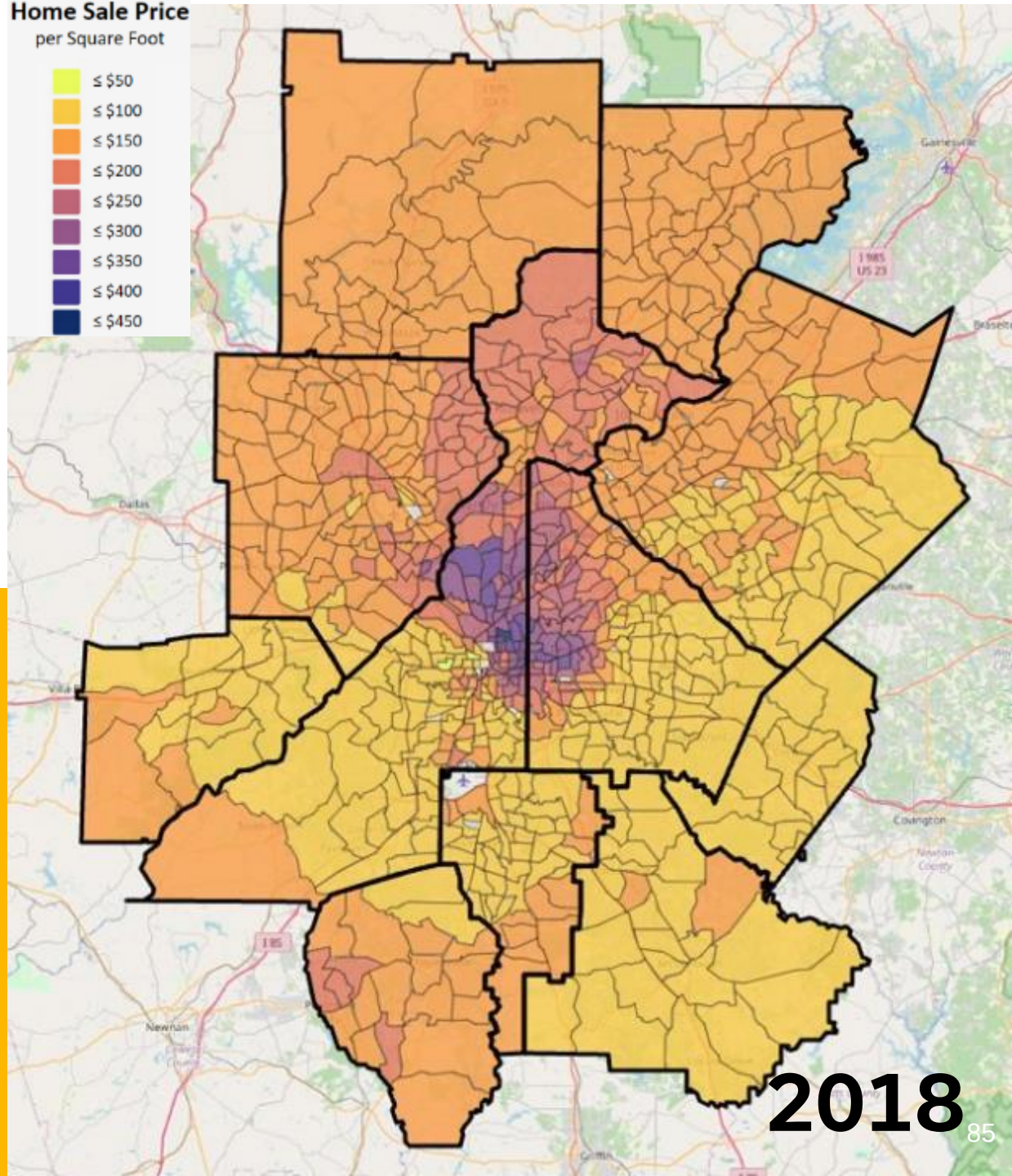
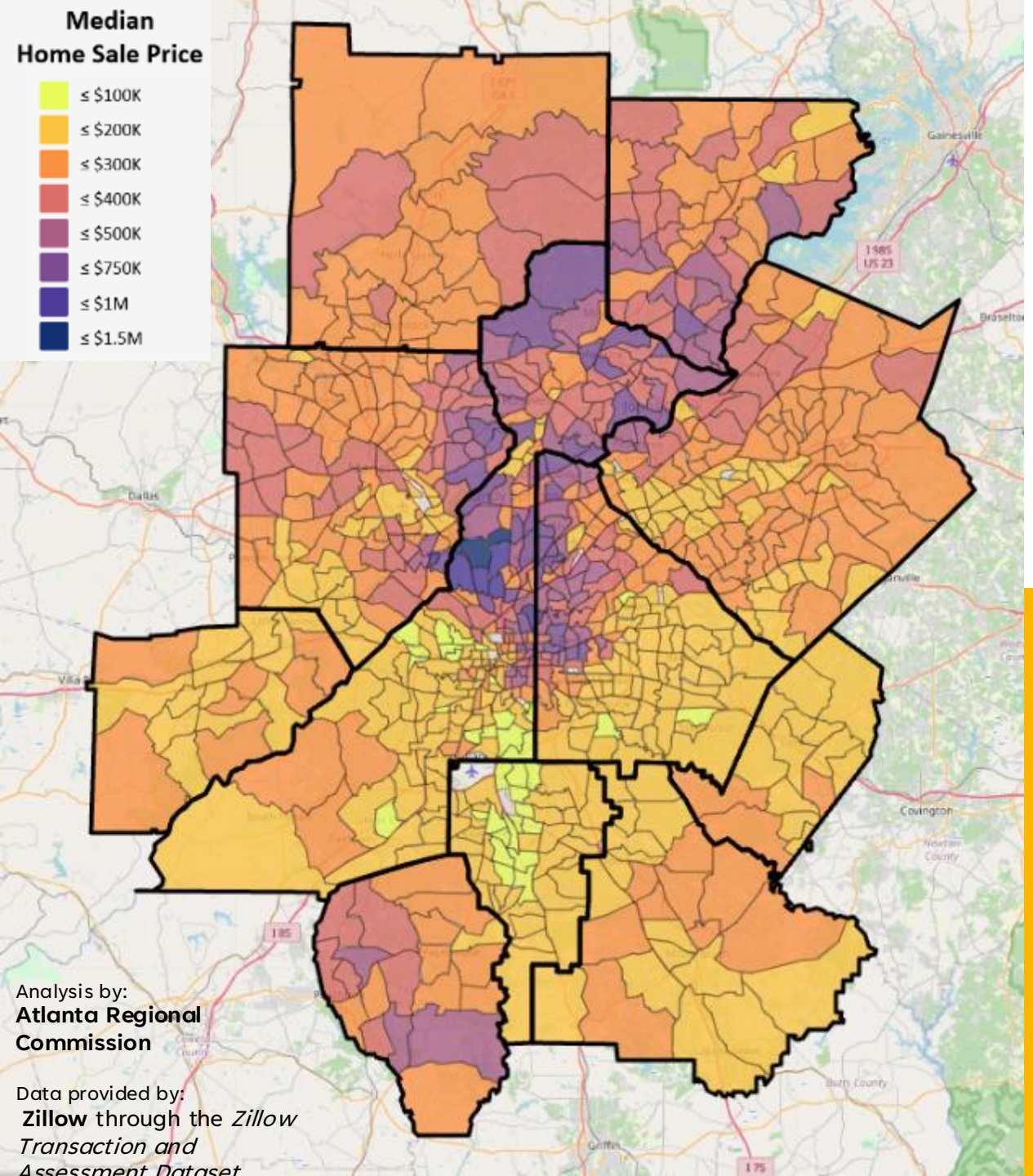
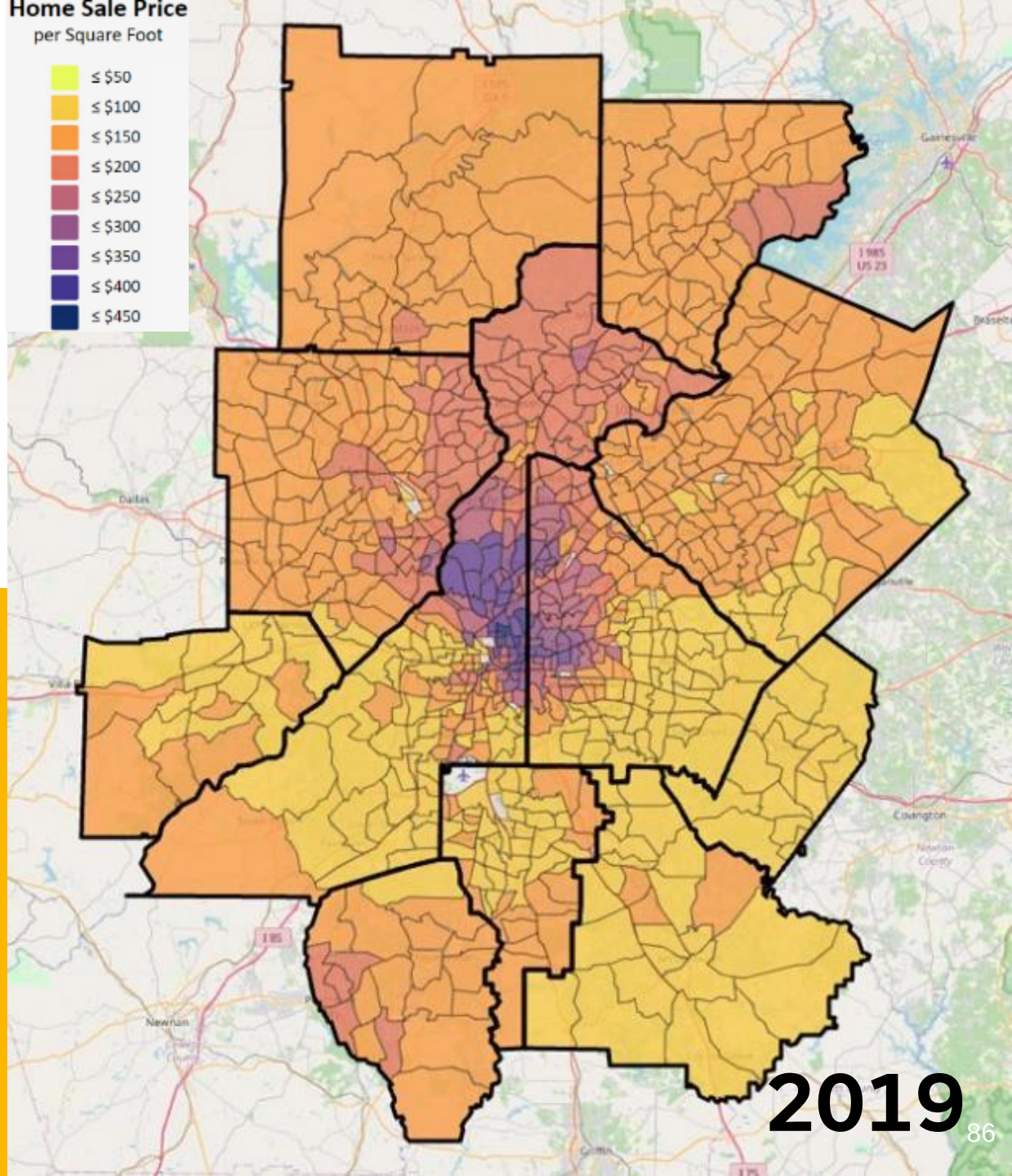


2018





Analysis by:
Atlanta Regional Commission

Data provided by:
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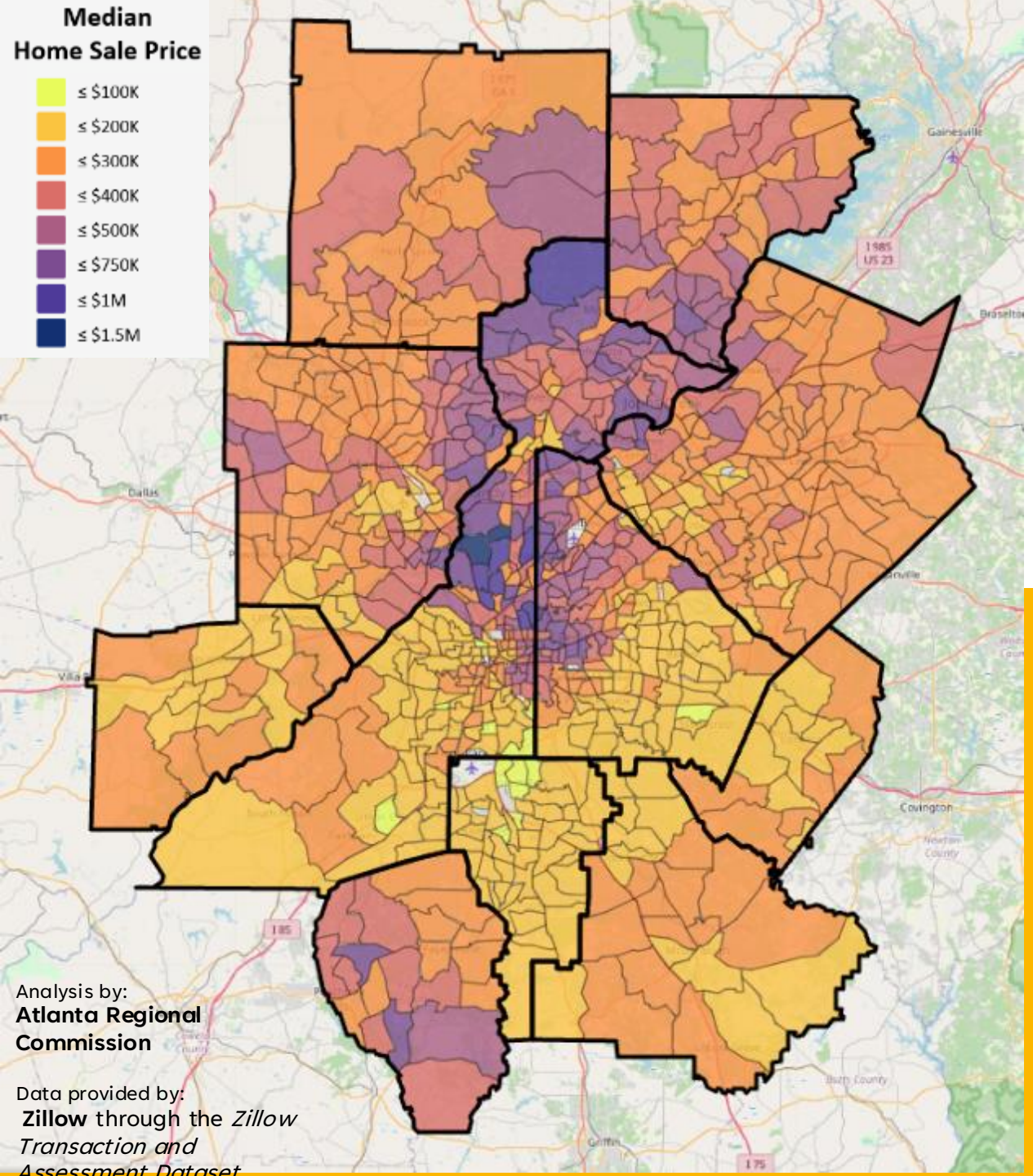
2019



Analysis by:
Atlanta Regional Commission

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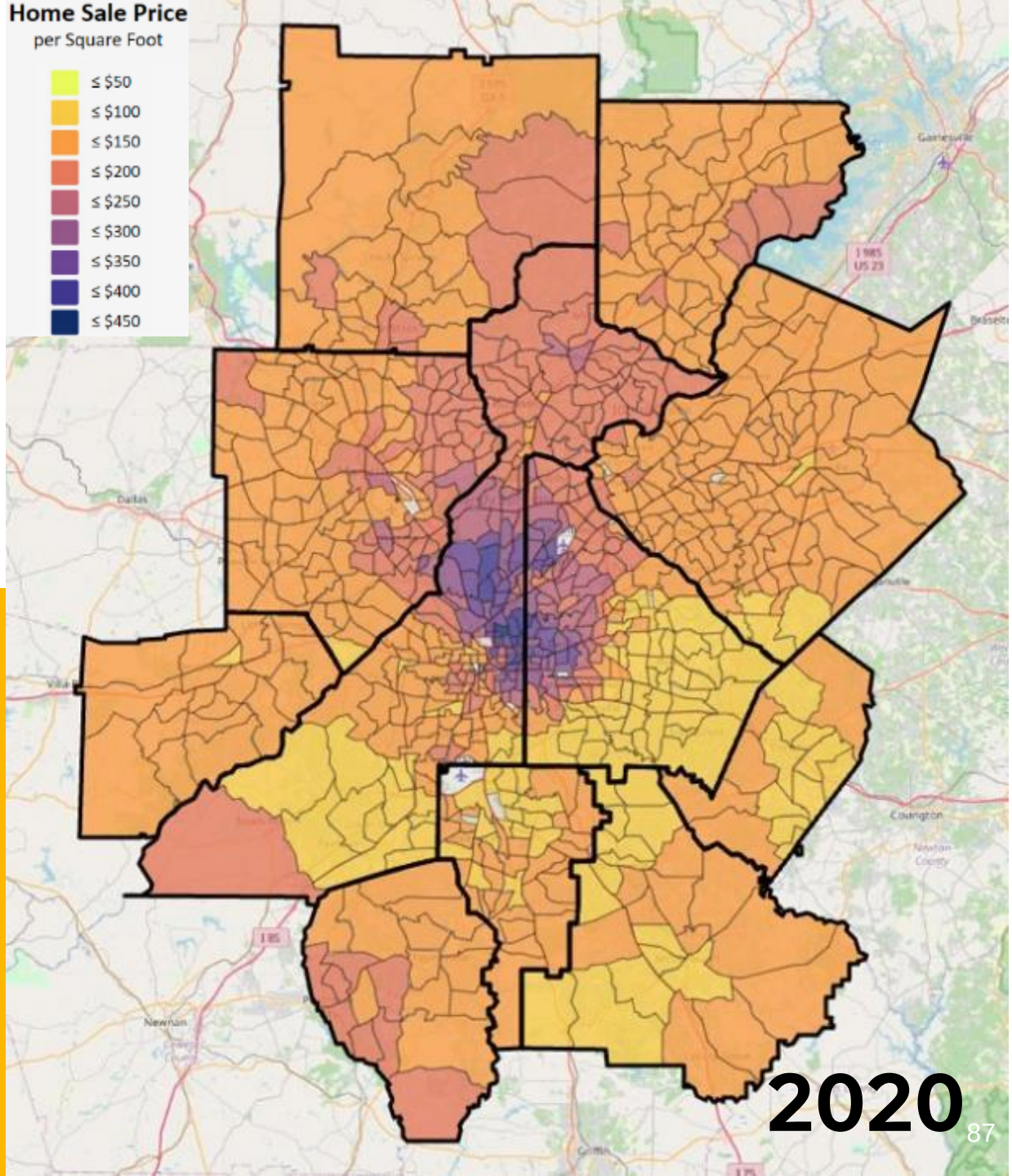
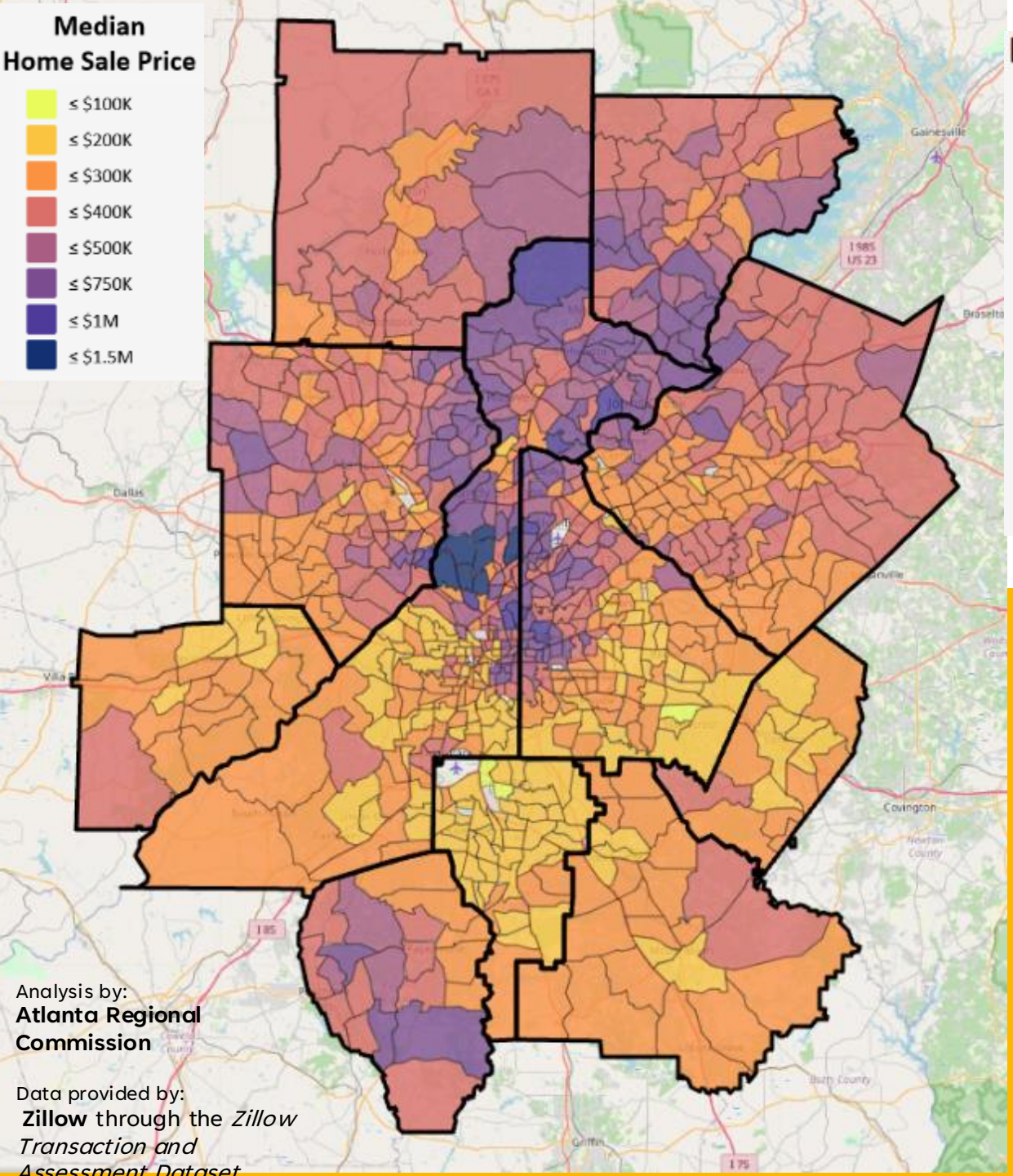
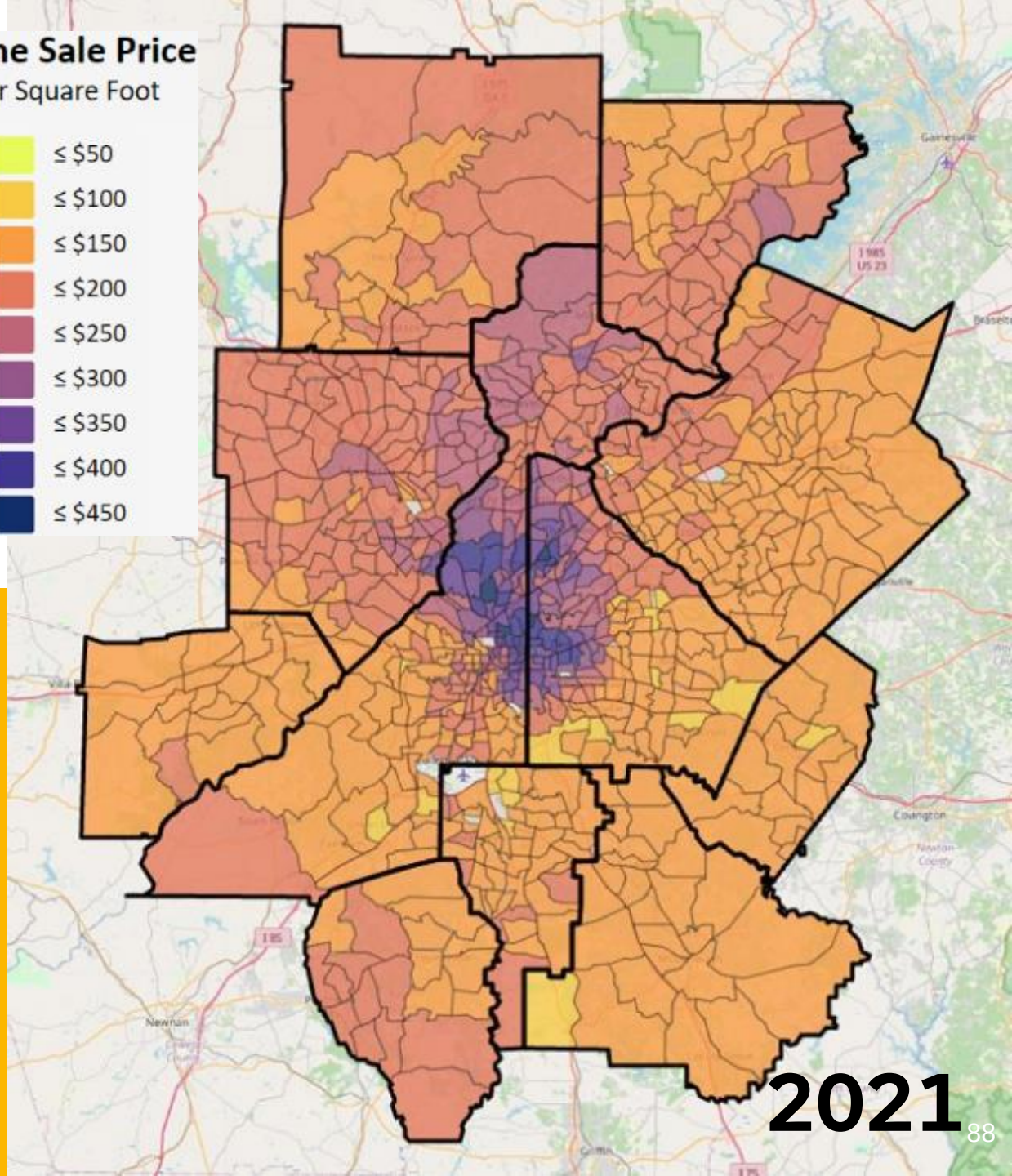


2020





Analysis by:
Atlanta Regional Commission

Data provided by:
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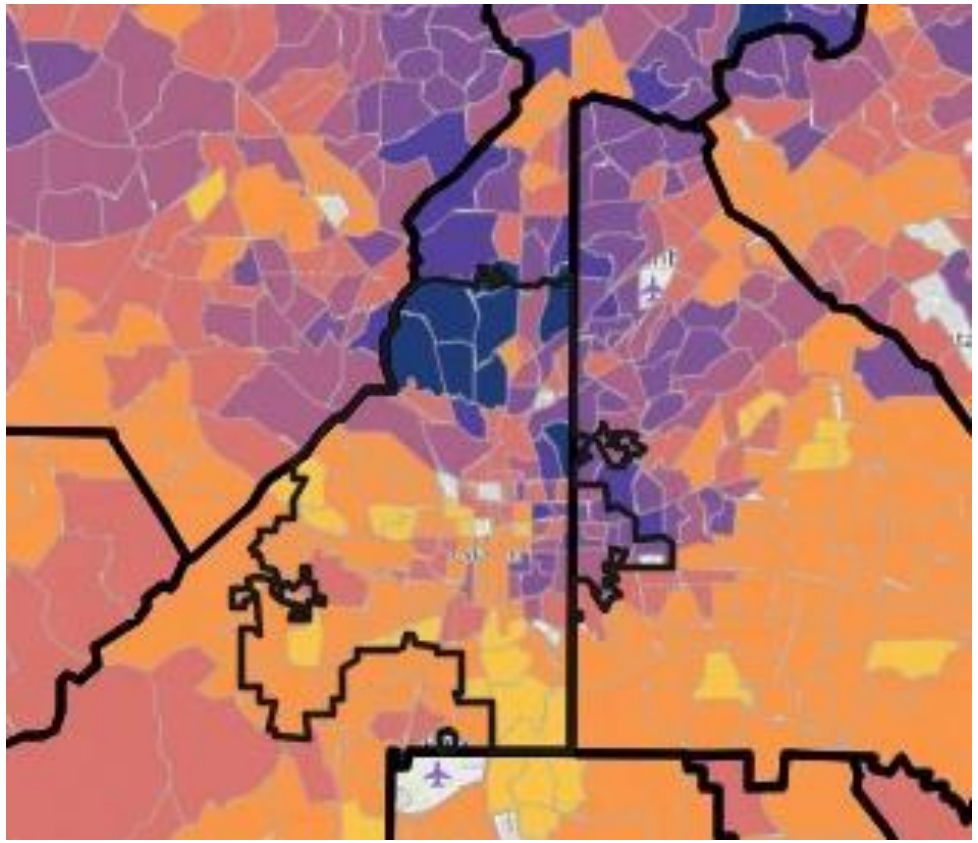
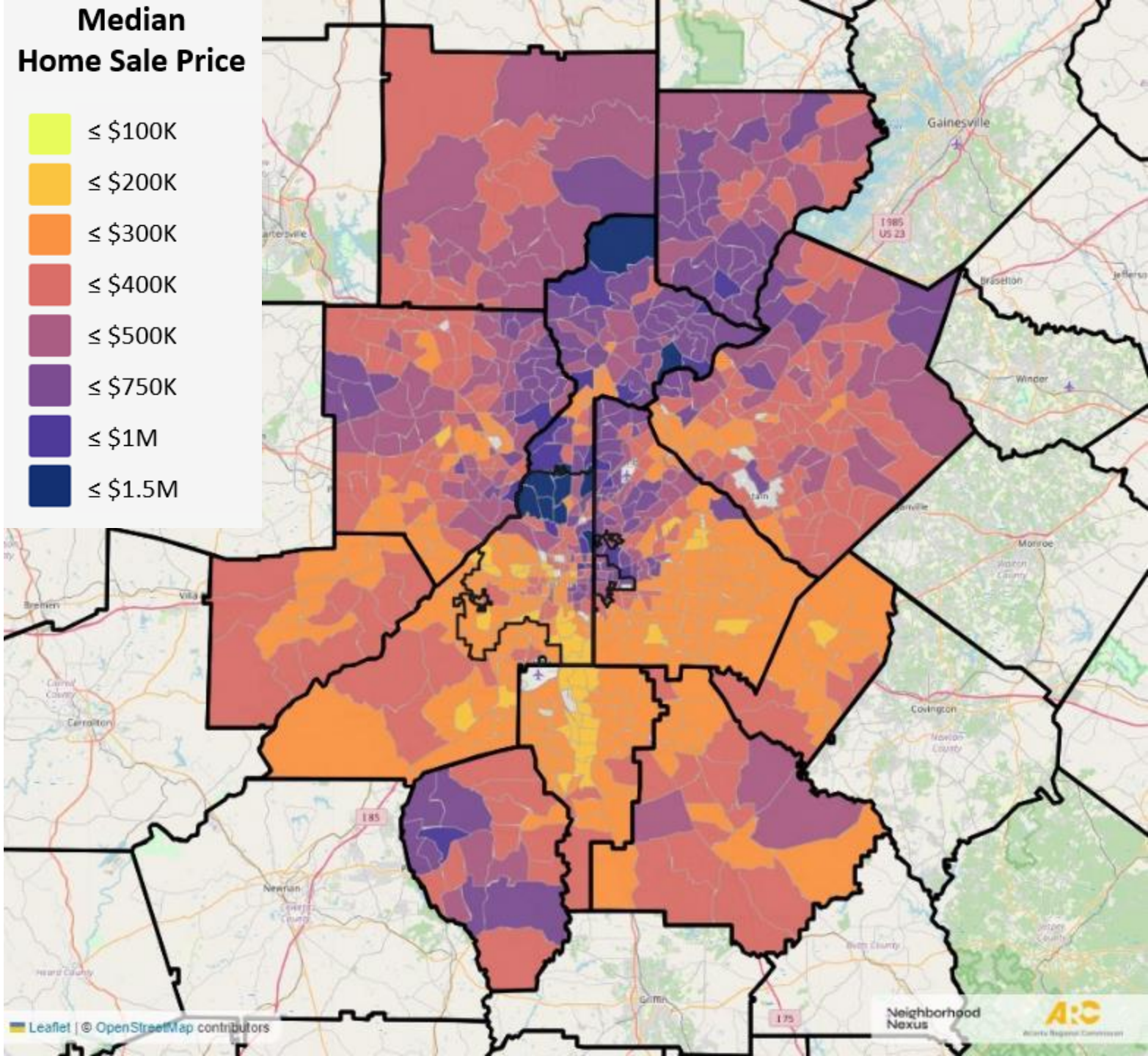
2021

2022





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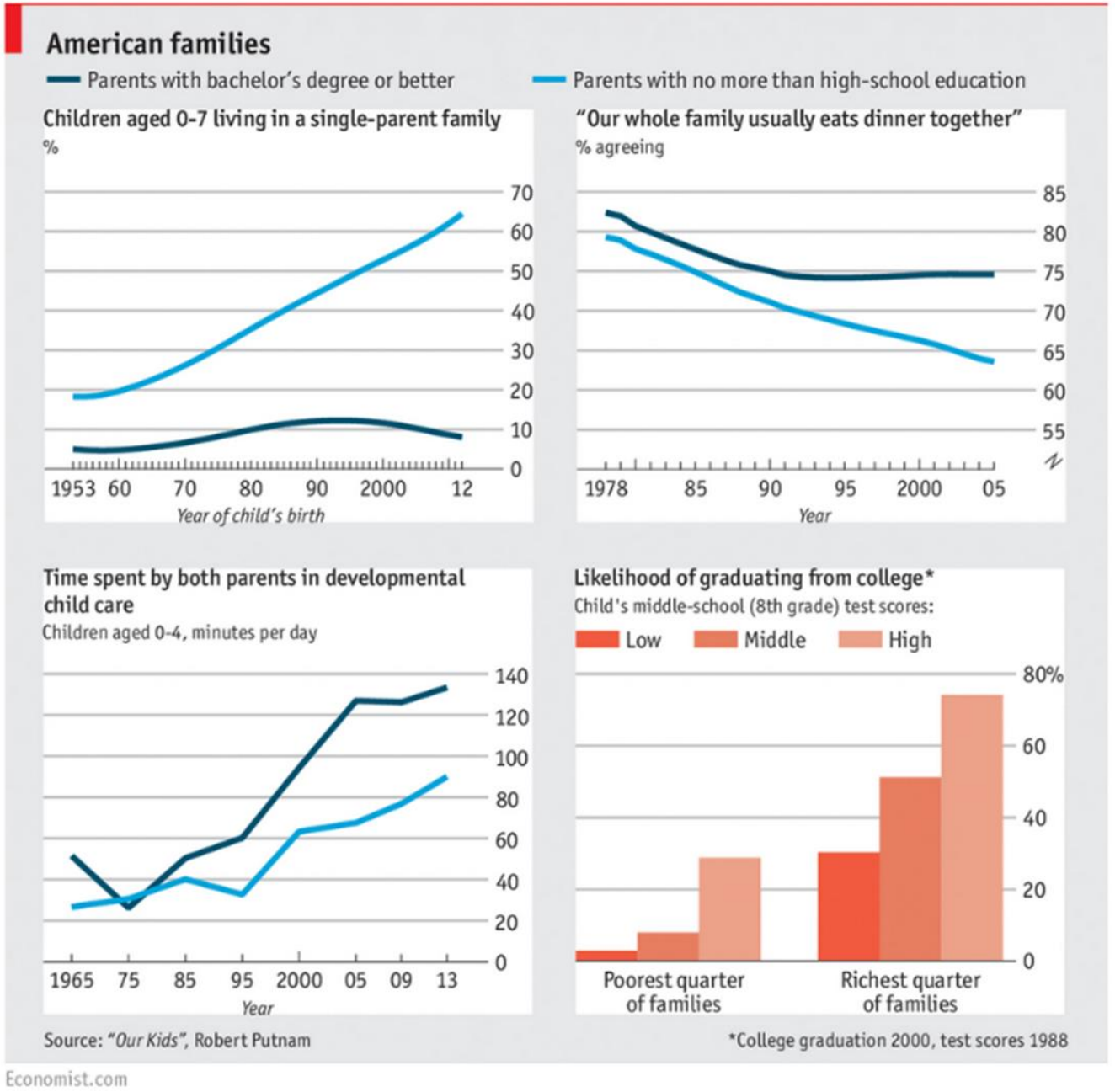
Socioeconomic Relationships

Place Matters Outcomes Matter



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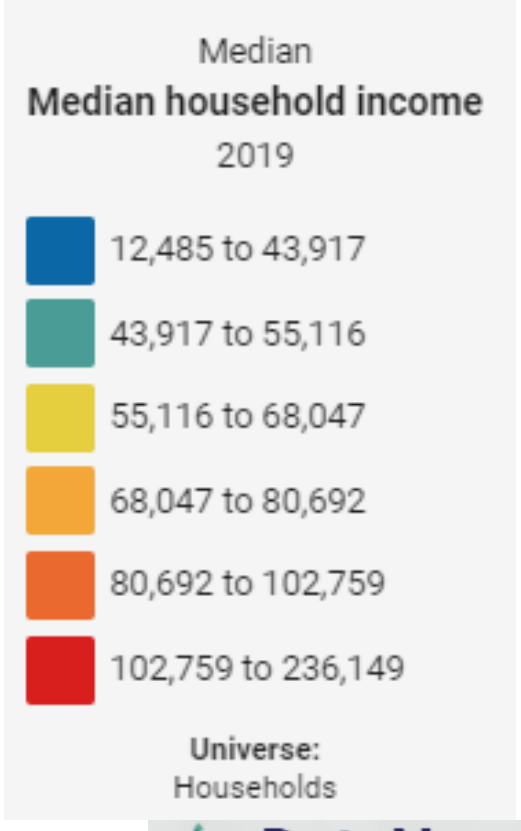
ARC

Systems Look at the Region… Income



Source: US Census, via Neighborhood Nexus

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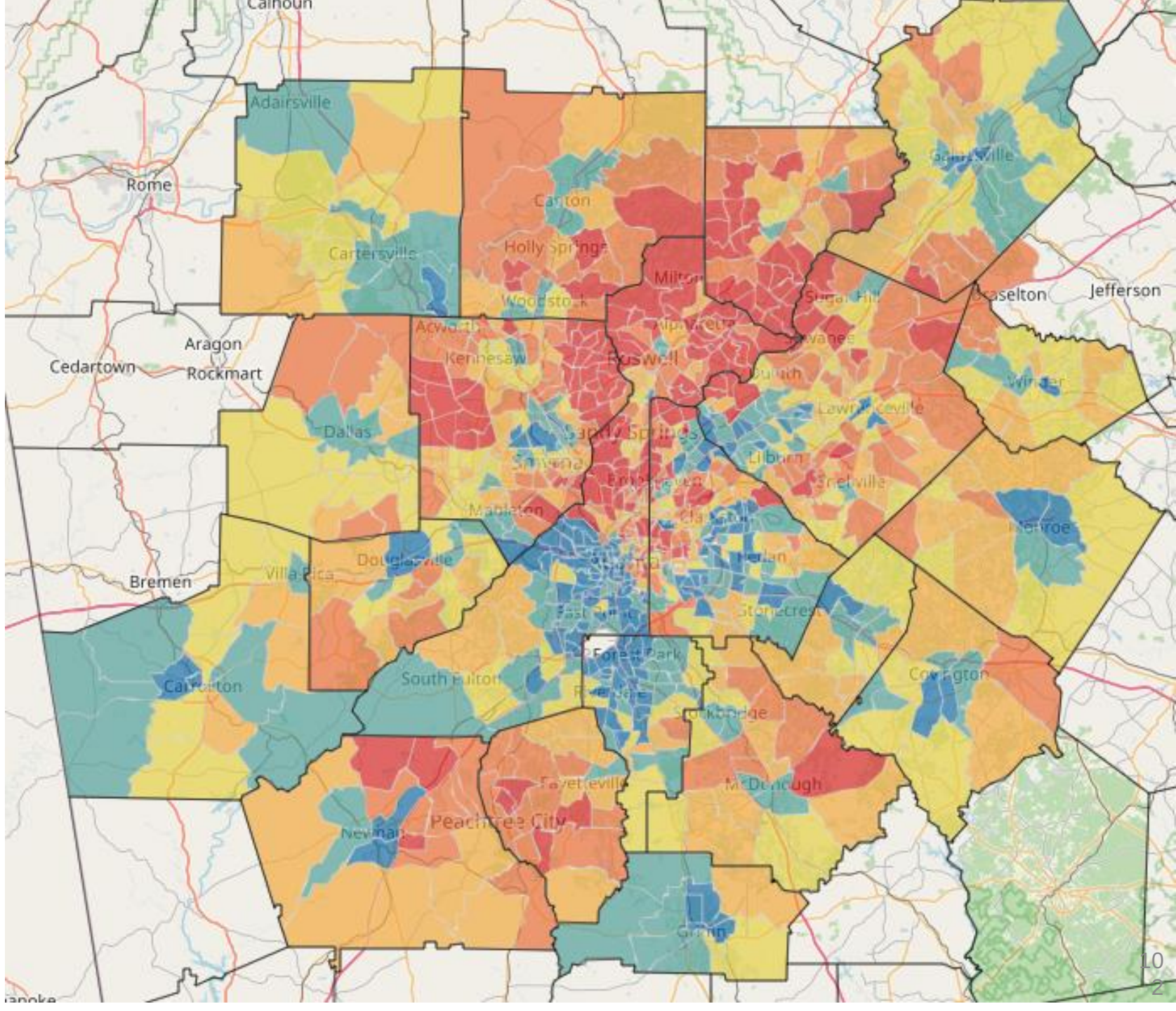


Educational Attainment...

Percent

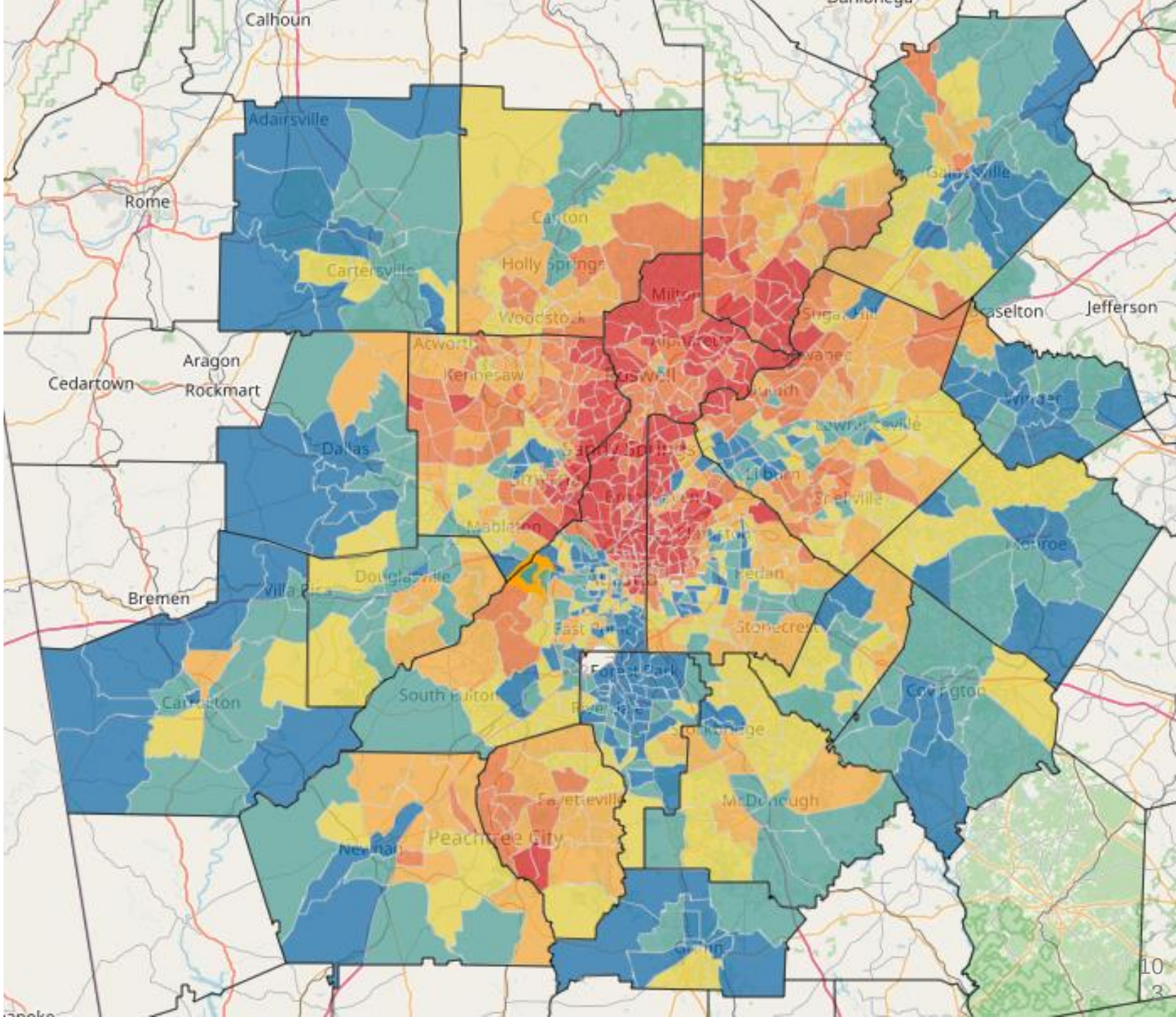
Population 25 years and over, bachelor's degree or higher

2019

- 1 to 19
- 19 to 25
- 25 to 33
- 33 to 43
- 44 to 64
- 64 to 90

Universe:
Population 25 years and over

Source: US Census, via Neighborhood Nexus



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Housing Values

Source: US Census, via Neighborhood Nexus

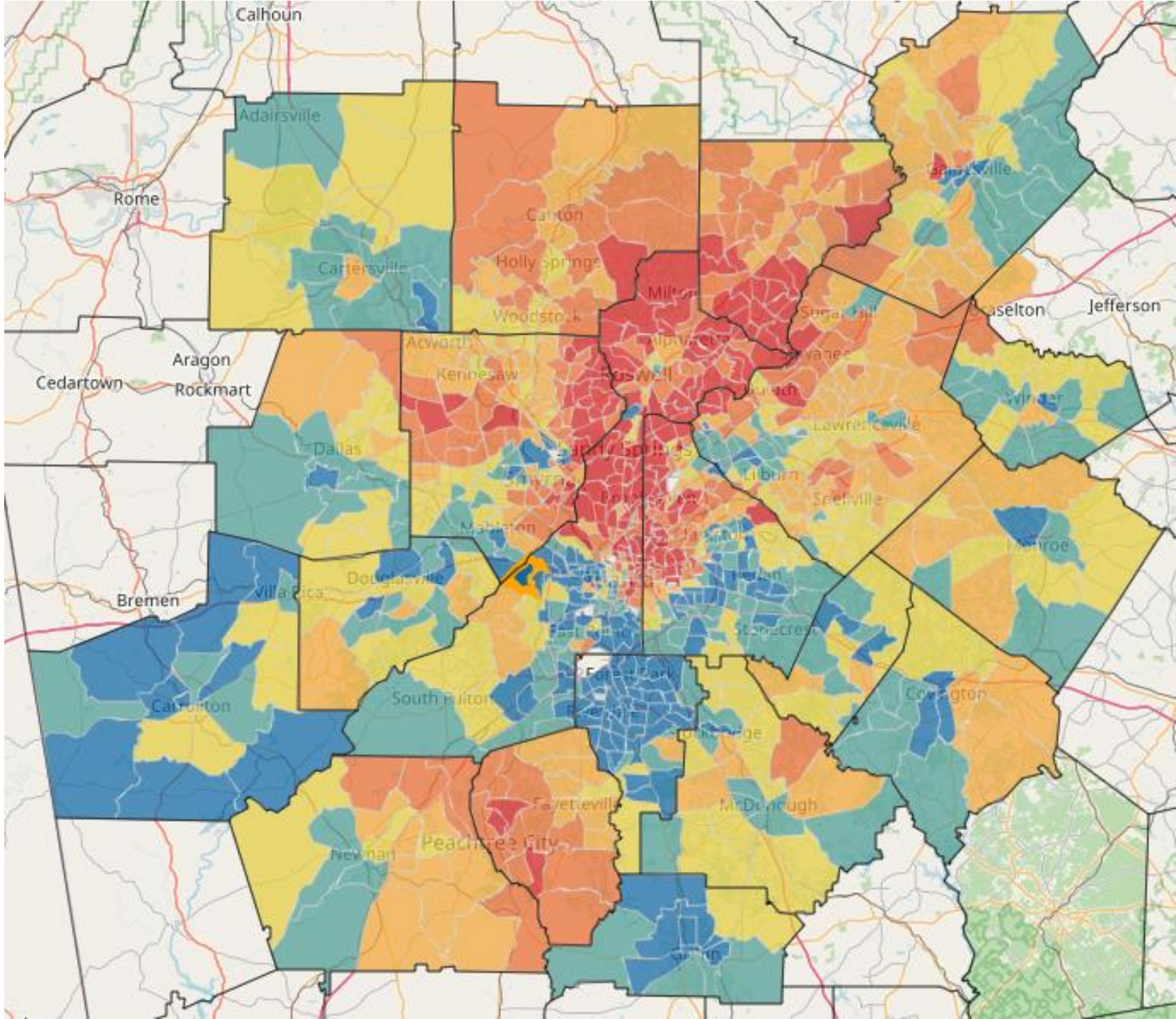
Median

Median value of owner-occupied unit (dollars)

2019

- 11,300 to 124,300
- 124,300 to 160,800
- 160,800 to 196,400
- 196,400 to 253,800
- 253,800 to 358,300
- 358,300 to 1,472,700

Universe:
Owner-occupied housing units



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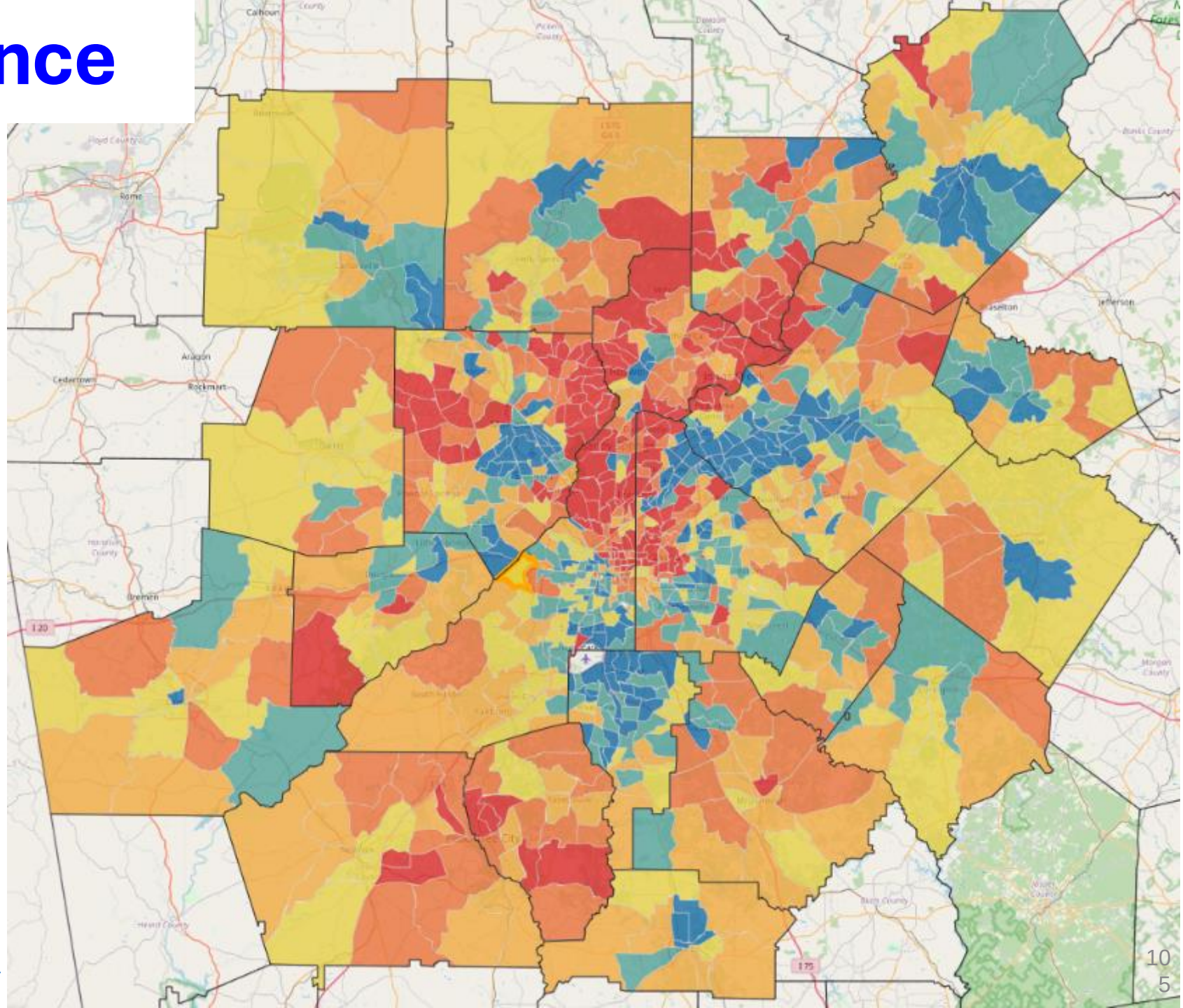
No Health Insurance

Source: US Census, via Neighborhood Nexus



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Poverty

Source: US Census, via Neighborhood Nexus

Percent

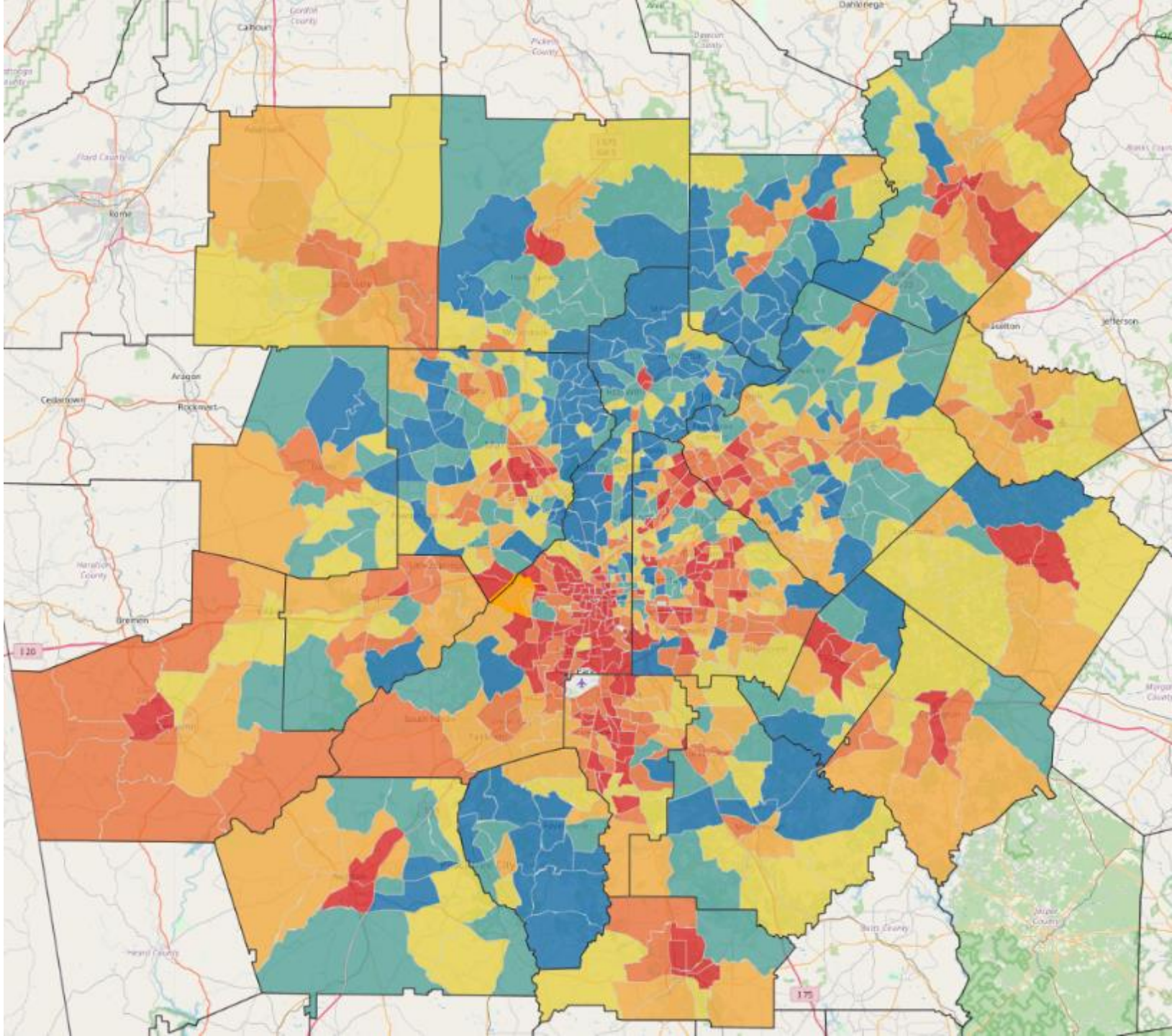
Population below poverty

2019

- 0 to 4
- 4 to 7
- 7 to 10
- 10 to 15
- 15 to 23
- 23 to 81

Universe:

Population for whom poverty status is determined


Calhoun
Rome
Cedartown
Rockmart
Dallas
Jasper
Jefferson
Bartow County
Floyd County
Paulding County
Haralson County
Polk County
Dawson County
Pickens County
Gordon County
Walker County
Whitfield County
Murray County
Gilmer County
Fannin County
Union County
Towns County
Habersham County
Rabun County
Stephens County
Banks County
Hall County
Lumpkin County
White County
Forsyth County
Dawsonville
Gainesville
Cumming
Buford
Lawrenceville
Suwanee
Duluth
Norcross
Peachtree Corners
Sandy Springs
Roswell
Alpharetta
Johns Creek
Milton
Atlanta
Fulton County
Cobb County
Douglas County
Douglasville
Austell
Marietta
Kennesaw
Acworth
Woodstock
Canton
Cherokee County
Pickens County
Dawson County
Lumpkin County
Gilmer County
Fannin County
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Cumming
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Suwanee
Duluth
Norcross
Peachtree Corners
Sandy Springs
Roswell
Alpharetta
Johns Creek
Milton
Atlanta
Fulton County
Cobb County
Douglas County
Douglasville
Austell
Marietta
Kennesaw
Acworth
Woodstock
Canton
Cherokee County
Paulding County
Haralson County
Polk County
Floyd County
Bartow County
Whitfield County
Murray County
Walker County
Gordon County
Calhoun
Rome
Cedartown
Rockmart
Dallas
Jasper
Jefferson
Bartow County
Floyd County
Paulding County
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Polk County
Dawson County
Pickens County
Gordon County
Walker County
Whitfield County
Murray County
Gilmer County
Fannin County
Union County
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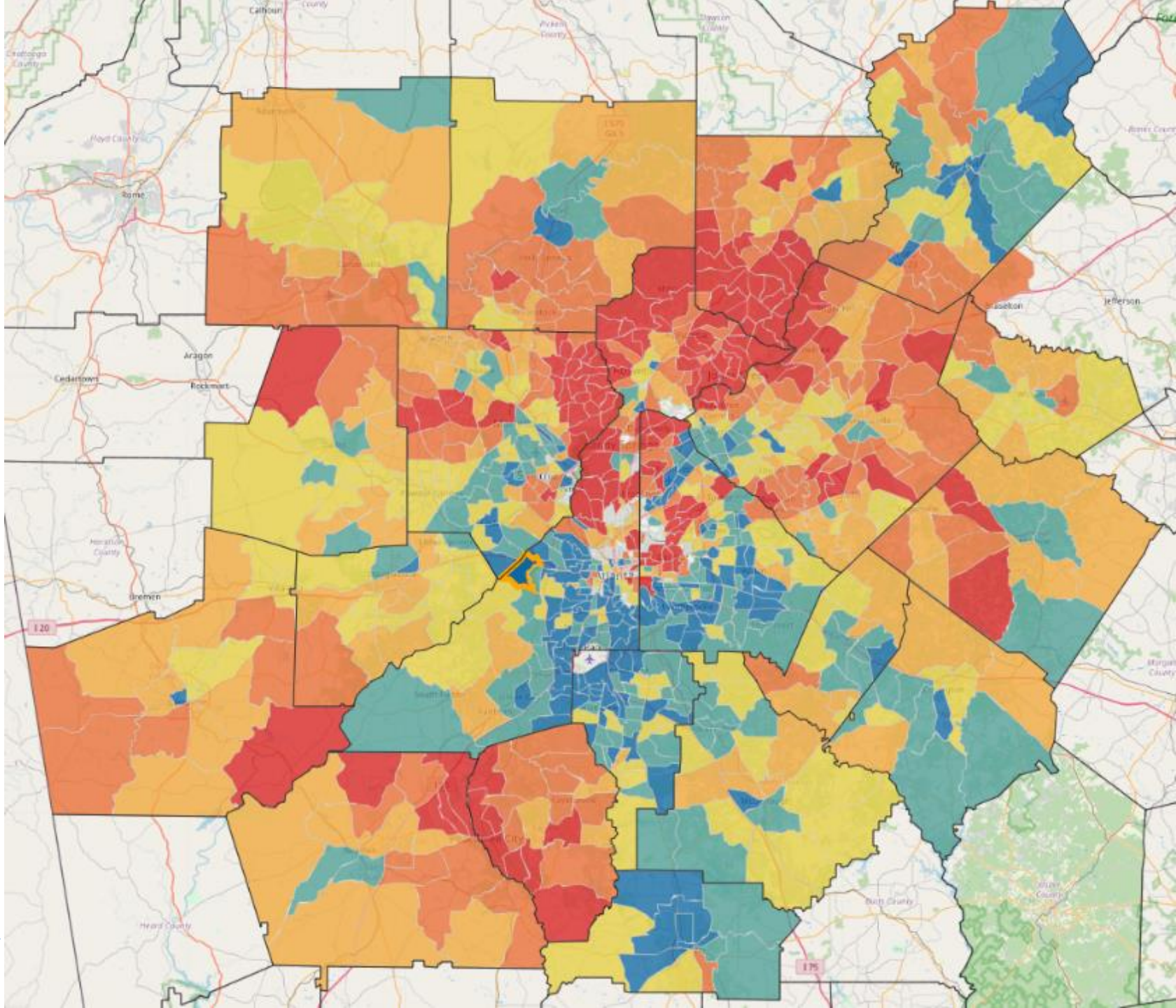
Stephens County
Banks County
Hall County
Lumpkin County
White County
Forsyth County
Dawsonville

3rd Grade Reading



Source: GA DOE, via Neighborhood Nexus

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Teen Birth Rate

Source: GA DPH, via Neighborhood Nexus

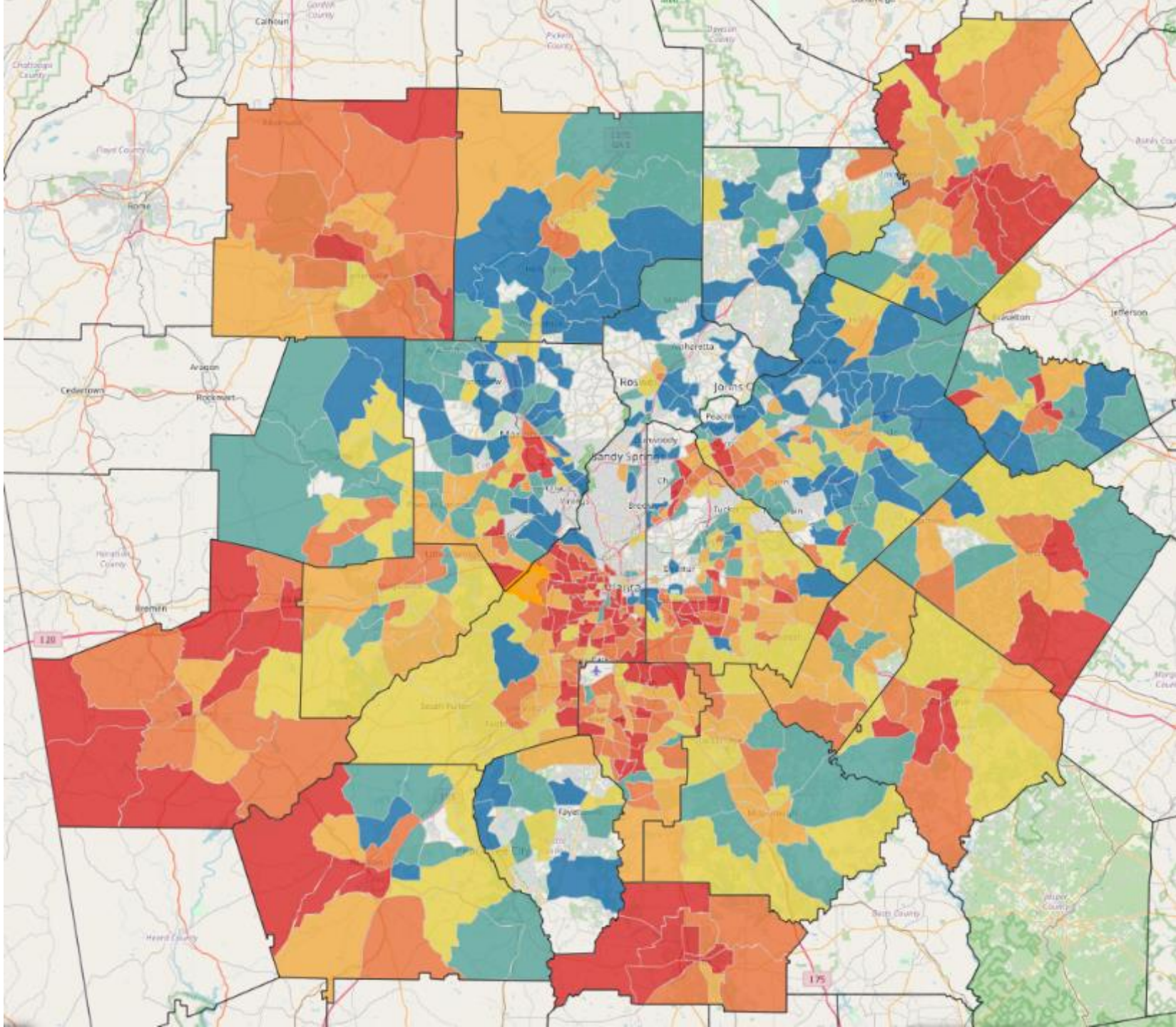
Percent

Births to teens ages 15-19

2015-19

- 1 to 3
- 3 to 4
- 4 to 5
- 6 to 7
- 7 to 8
- 8 to 16

Universe:
Total births



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Child Poverty

Percent

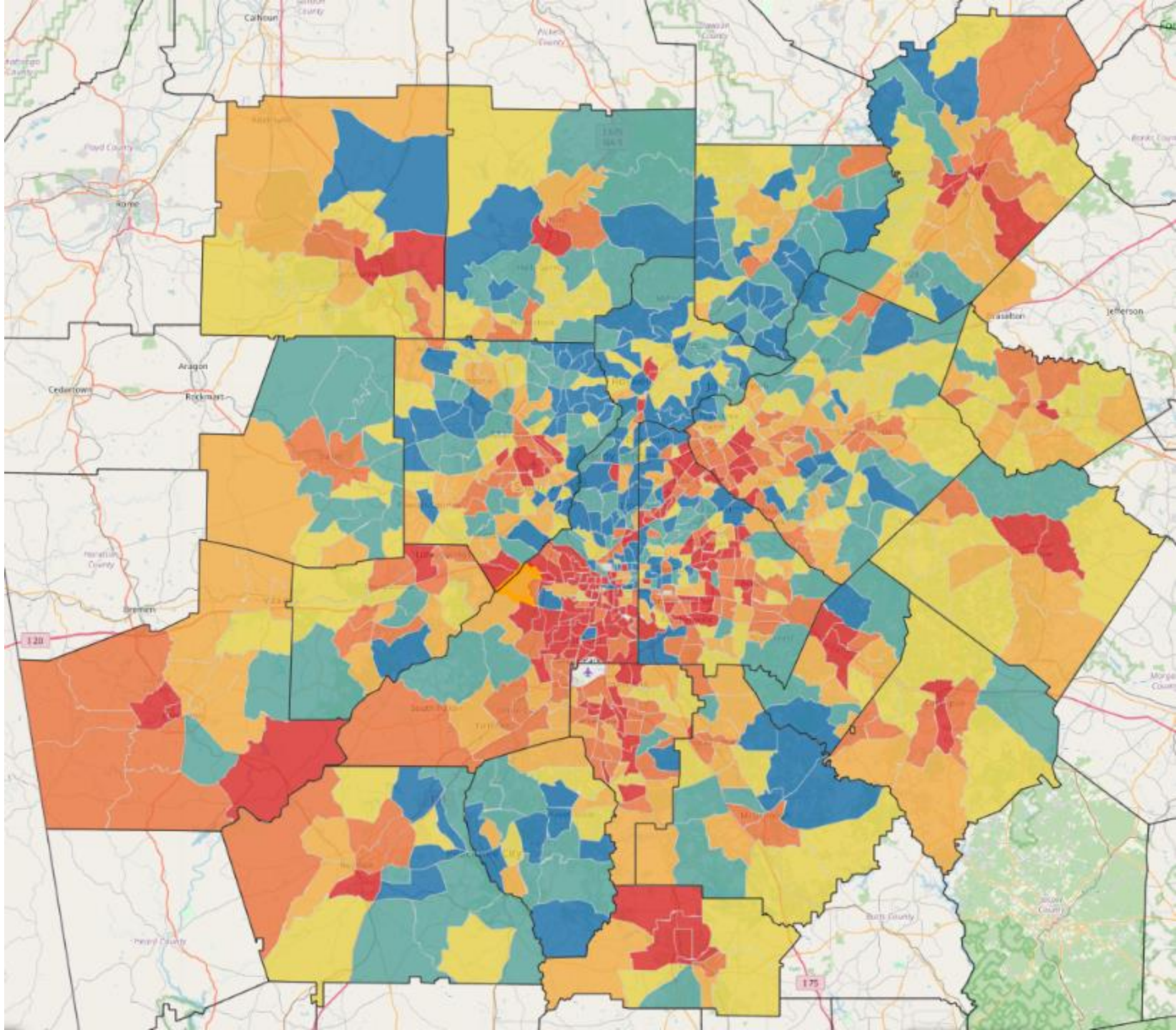
Population under 18 years below poverty

2019

- 0 to 3
- 3 to 7
- 7 to 14
- 14 to 23
- 23 to 36
- 36 to 100

Universe:

Population under 18 years for whom poverty status is determined



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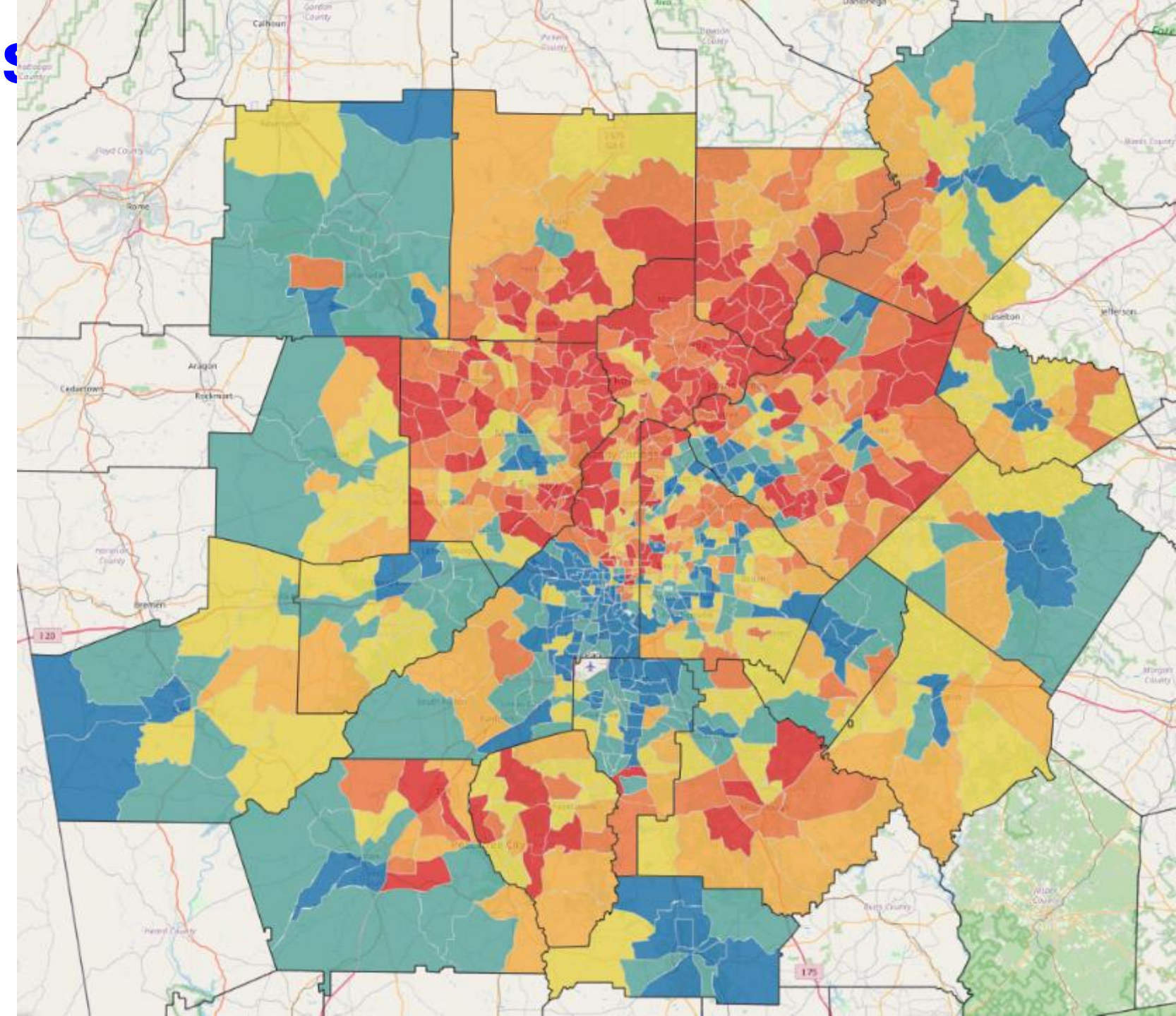
Broadband Access



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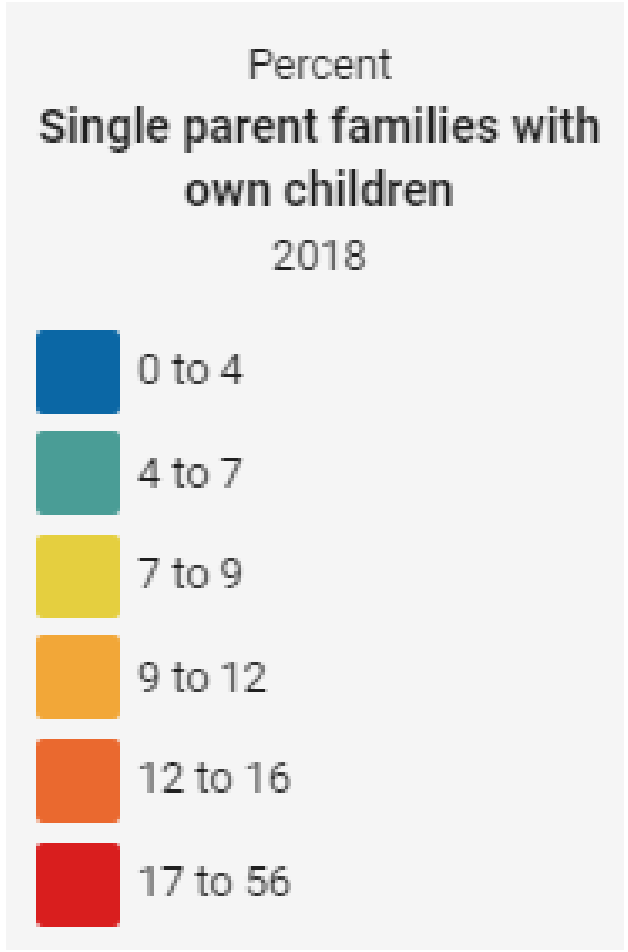
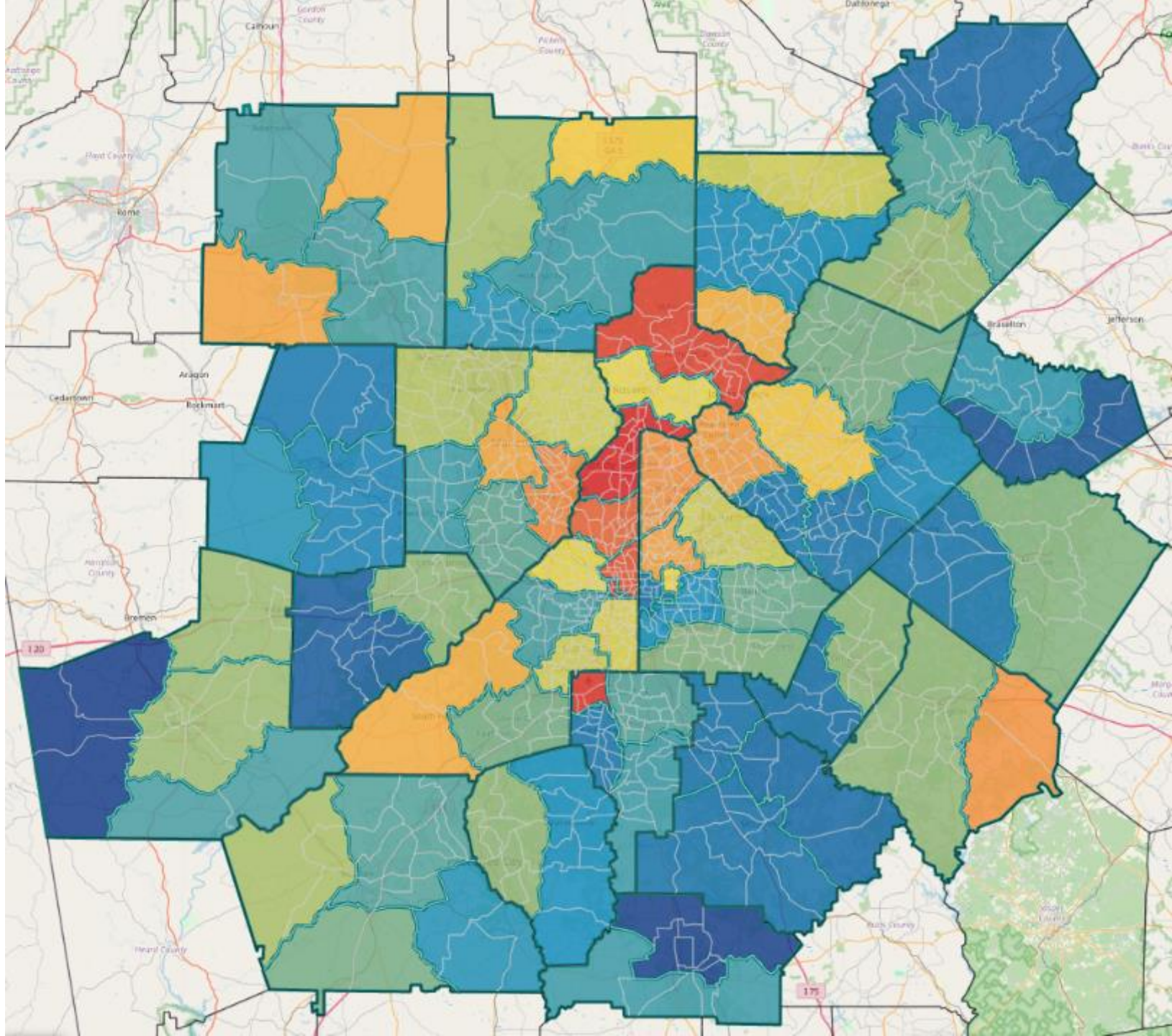
Single Parent Households



MADE with DataNexus
http://data.neighborhoodnexus.org
/

Share of Higher Paying Jobs



MADE with DataNexus
http://data.neighborhoodnexus.org

Five Strongest Correlates of Upward Mobility

https://opportunityinsights.org/cours

1. **Segregation**

Greater racial and income segregation associated with lower levels of mobility

2. **Income Inequality**

Places with smaller middle classes have much less mobility

3. **School Quality**

Higher expenditure, smaller classes, higher test scores correlated with more mobility

4. **Family Structure**

Areas with more single parents have much lower mobility

Strong correlation even for kids whose own parents are married

5. **Social Capital**

"It takes a village to raise a child"

Putnam (1995): "Bowling Alone" "Our Kids.."

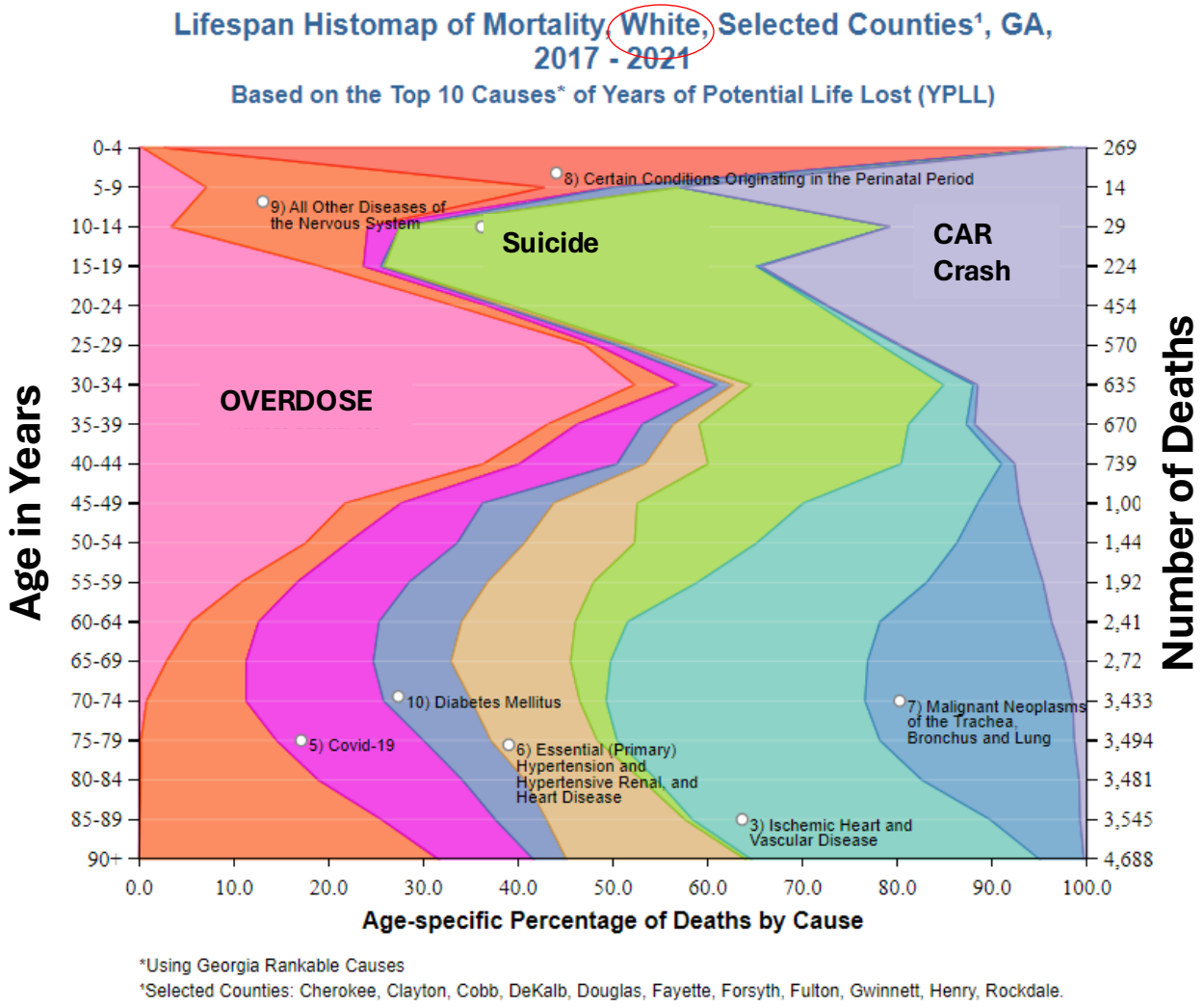
In Atlanta, that approach doesn't work because opportunity neighborhoods tend to be very expensive. So the next step is to hone in on exactly when the disparities between kids emerge and target place-based interventions to that age-group tailored to each neighborhood. Prenatal care, kindergarten preparedness, college counseling—all become "particular treatments for each patient on the basis of precise diagnosis," Chetty says.

https://www.bloomberg.com/news/articles/2017-10-23/raj-chetty-solutions-to-economic-mobility-are-local

Health

Health Disparities: Top 10 Causes of Premature Death (11-County)

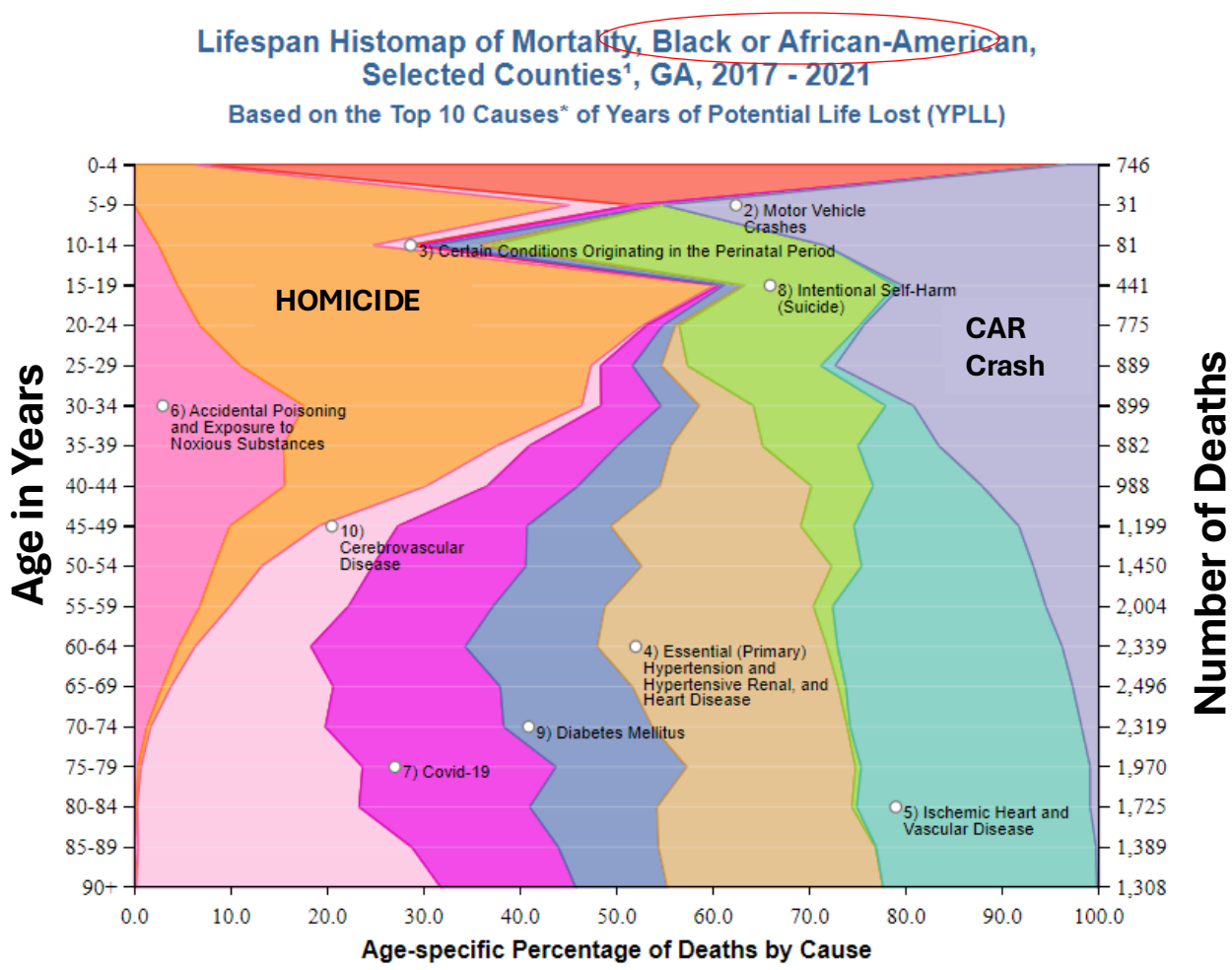
White



*Using Georgia Rankable Causes

¹Selected Counties: Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Rockdale.

Black



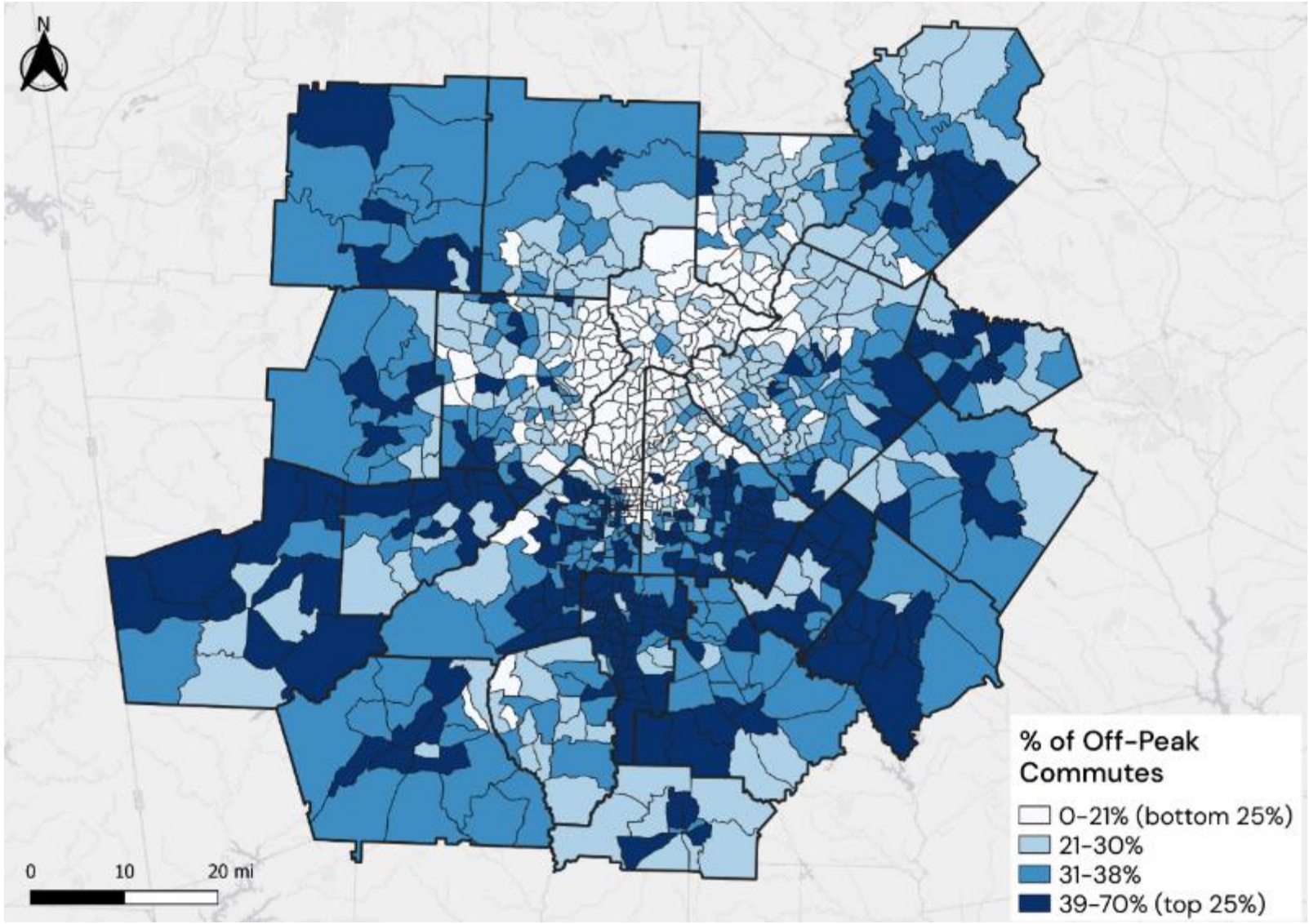
*Using Georgia Rankable Causes

¹Selected Counties: Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Rockdale.

https://htaindex.cnt.org/

	Housing + Transportation Costs % Income for the Regional Typical HH	Housing + Transportation Costs % Income for the Regional Moderate HH	Annual GHG per HH	Annual GHG per Acre	Autos per HH for the Regional Typical HH	Annual VMT per HH Typical HH	Annual VMT per HH for the Regional Moderate HH	Transit Ridership % of Workers for the Regional Typical HH	Annual Transportation Cost for the Regional Typical HH	Annual Transportation Cost for the Regional Moderate HH	Annual VMT Cost for the Regional Typical HH	Annual Transit Cost for the Regional Typical HH	Compact Neighborhood Score (0-10)	Job Access Score (0-10)	Residential Density	Regional Household Intensity	Percent Single Family Detached HHs	Employment Access Index	Employment Mix Index (0-100)	Average Block Size in Acres	Intersection Density in Square Miles
Los Angeles	59	70	7.77	37.83	1.79	19095	16877	8	13997	12145	3688	188	2.3	4.3	1.57	43574	55	59918	92	18	
New York	47	57	4.09	41.01	1.03	9910	8114	43	8577	7421	1497	1185	3.7	9.2	5.12	156232	28	237392	92	8	1
Chicago	52	61	7.46	38.73	1.61	18141	15823	13	12127	10337	2641	308	3.2	7.6	3.5	45911	51	65331	90	11	
Bay Area	49	58	7.7	40.47	1.77	18793	16608	11	14066	12430	3603	330	2.3	4.5	2.17	38101	54	58822	92	17	
Dallas	49	59	8.87	23.94	1.84	21475	18974	3	12893	11556	2821	78	2.4	5.2	1.56	22353	65	33910	90	25	
North Jersey	56	66	7.42	31.05	1.65	18090	15640	11	12168	10383	2672	81	2.7	8.2	2.35	51074	52	73780	90	18	
Houston	49	59	8.96	23	1.87	21720	19223	3	13052	11711	2836	56	2.5	4.3	2.05	23281	64	37760	90	29	
Philadelphia	51	60	7.71	31.61	1.63	18756	16273	11	12338	10526	2770	262	2.9	7.3	2.56	36494	44	46247	89	19	
Washington DC	41	49	7.87	35.79	1.72	19030	16526	13	12621	11144	2732	44	2.6	8.3	3.49	36889	44	63207	89	20	
Atlanta	**52**	**62**	**9.19**	**14.07**	**1.83**	**22022**	**19527**	**3**	**13076**	**11748**	**3052**	**85**	**2.5**	**5.9**	**1.68**	**17538**	**67**	**27631**	**88**	**46**	
Detroit	52	62	8.37	19.72	1.72	20328	17992	3	12332	10948	2877	42	2	6.8	1.68	22175	70	25616	88	26	
Phoenix	53	63	8.25	23.77	1.76	20359	18015	4	12863	11461	3265	14	1.9	5	1.1	24073	67	31490	90	20	
Seattle	49	58	8.32	28.48	1.79	19984	17663	5	13642	11729	3277	131	1.5	4.9	1.15	24226	60	39478	90	28	
Boston	47	57	7.07	38.11	1.58	17400	15089	14	11899	10530	2489	386	3.7	7.8	4.86	41580	43	78740	90	13	1
San Diego	57	67	8.15	34.68	1.79	19847	17424	7	14250	12272	3807	249	2.4	4.3	1.57	28153	52	32919	91	23	
Denver	47	55	8.25	28.74	1.79	19777	17450	6	13136	11254	2785	133	1.7	4.6	2.02	27562	60	39124	91	21	
Minneapolis	45	53	8.5	21.98	1.77	20367	17940	5	13108	11220	2879	100	2.1	7.3	1.71	23332	59	39848	89	24	
Baltimore	47	55	8.08	26.39	1.7	19530	16967	9	12747	10905	2885	167	2.5	7.7	2.15	26761	46	36043	88	23	
Miami	60	70	7.46	50.6	1.57	17783	15646	10	11307	9544	2527	258	2.7	7.2	3.01	34574	44	45227	90	9	
St. Louis	50	60	8.65	18.05	1.76	20814	18491	3	12576	11217	2946	61	1.9	6.1	1.28	17074	70	22603	87	27	

~30% of commuters in the region make their commute outside peak hours (i.e., make their commute between 10 AM and midnight; or between midnight and 6 AM).

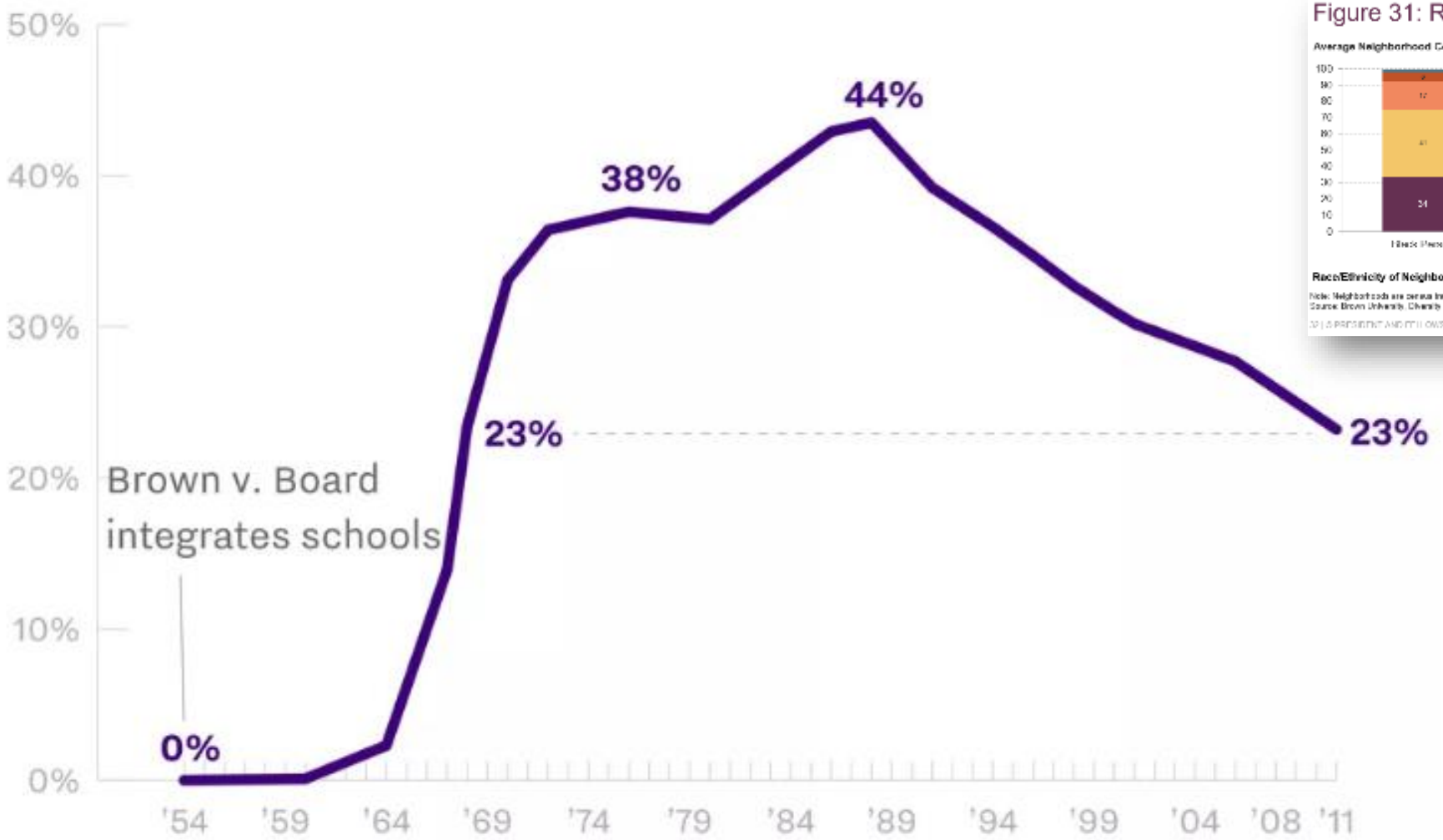


ACS 2019 5-Year Estimates

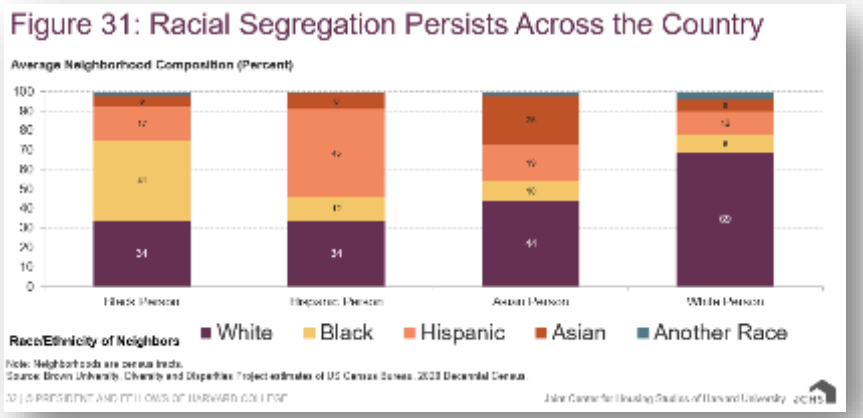
Education

Percentage of black students in the South who attend schools that are at least 50 percent white

https://www.vox.com/2018/1/8/16822374/school-segregation-gerrymander-map

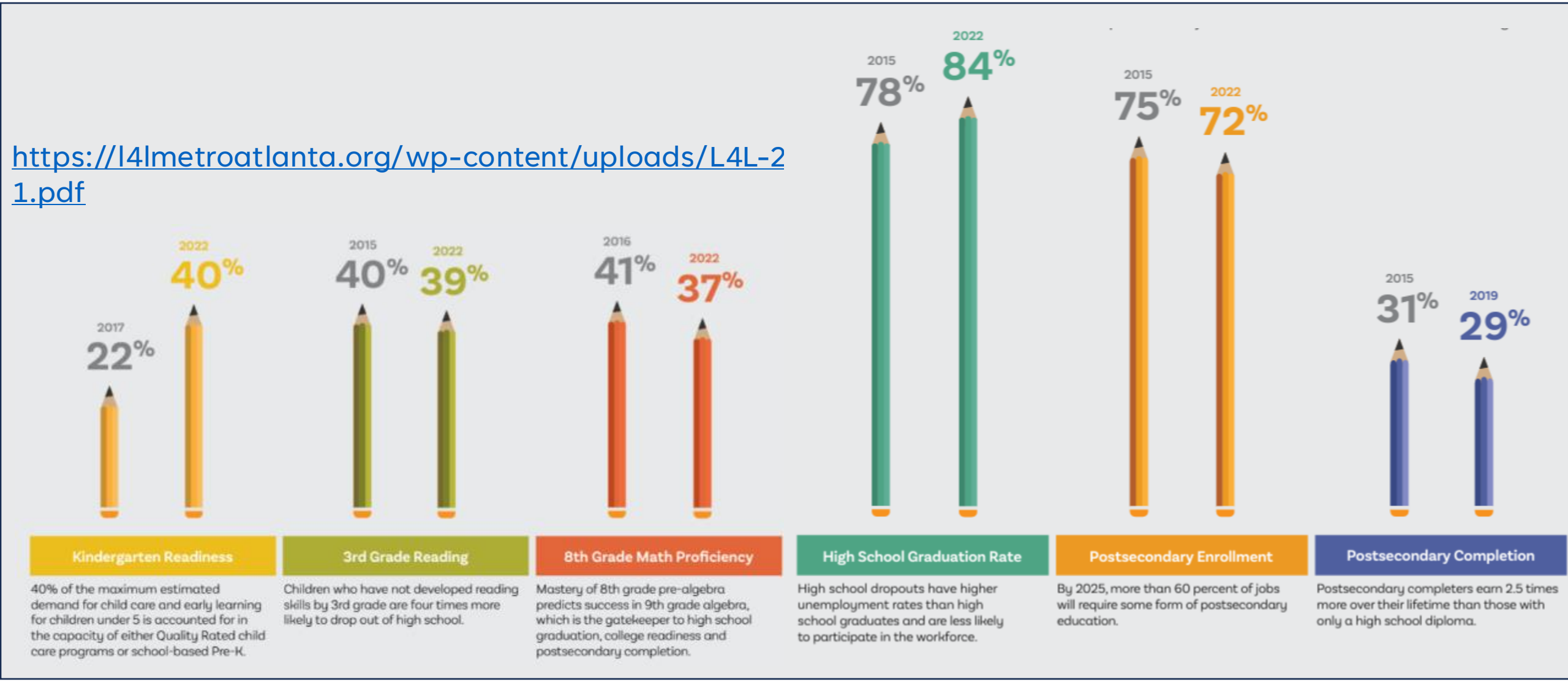


Data from the National Center for Education Statistics, via UCLA's Civil Rights Project

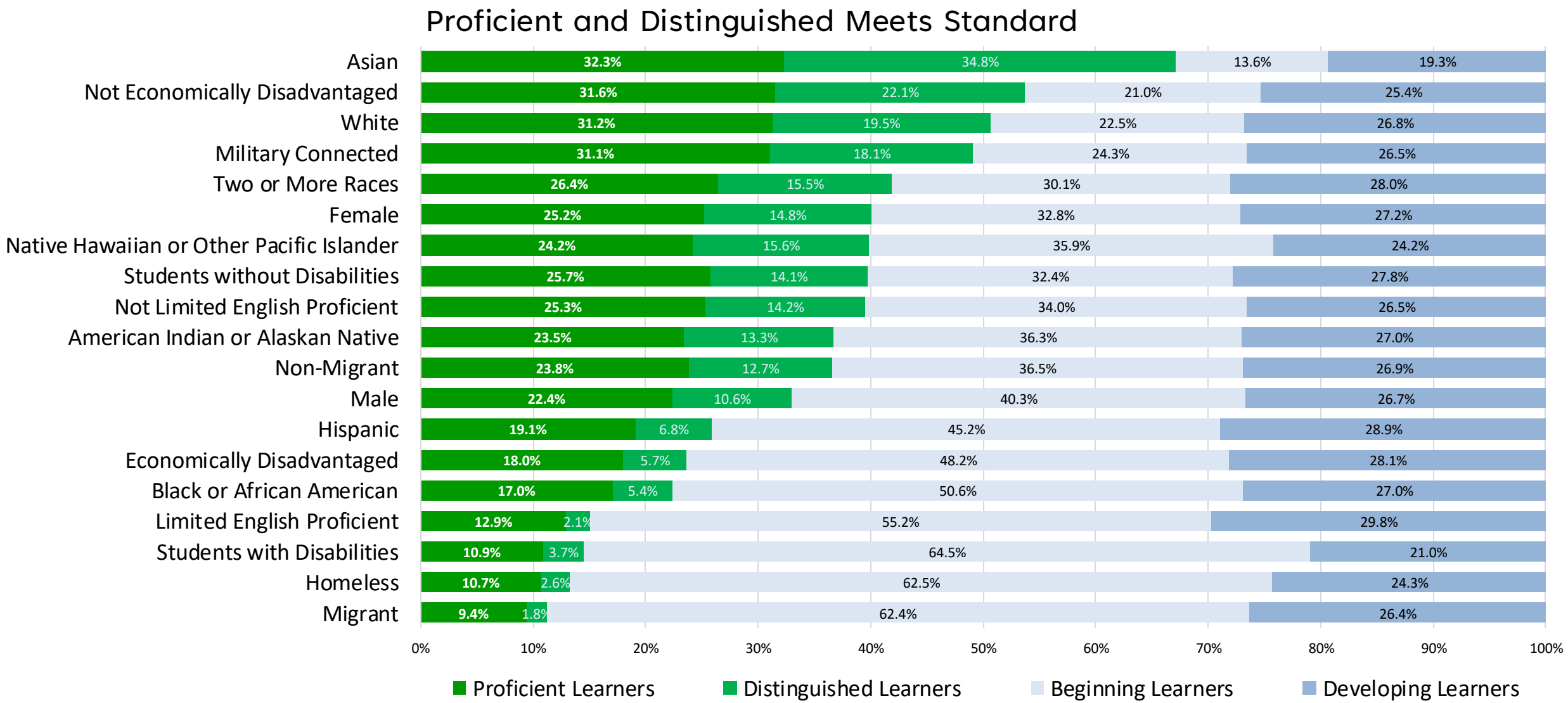


Learn For Life Progress (5 County, Clayton Cobb, DeKalb, Fulton Gwinnett)

https://l4lmetroatlanta.org/wp-content/uploads/L4L-21.pdf

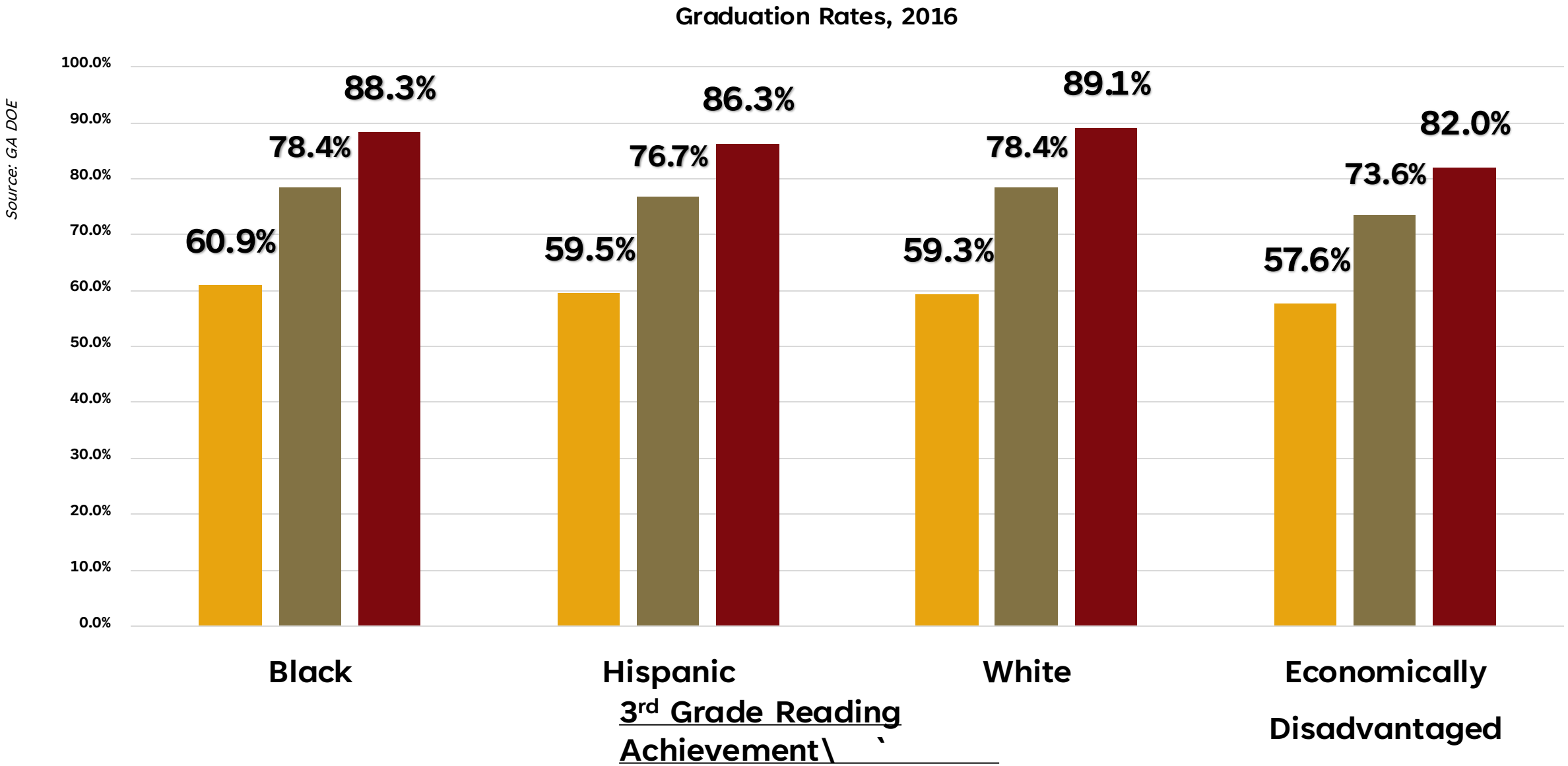


3rd Grade Reading (21-22) State of Georgia

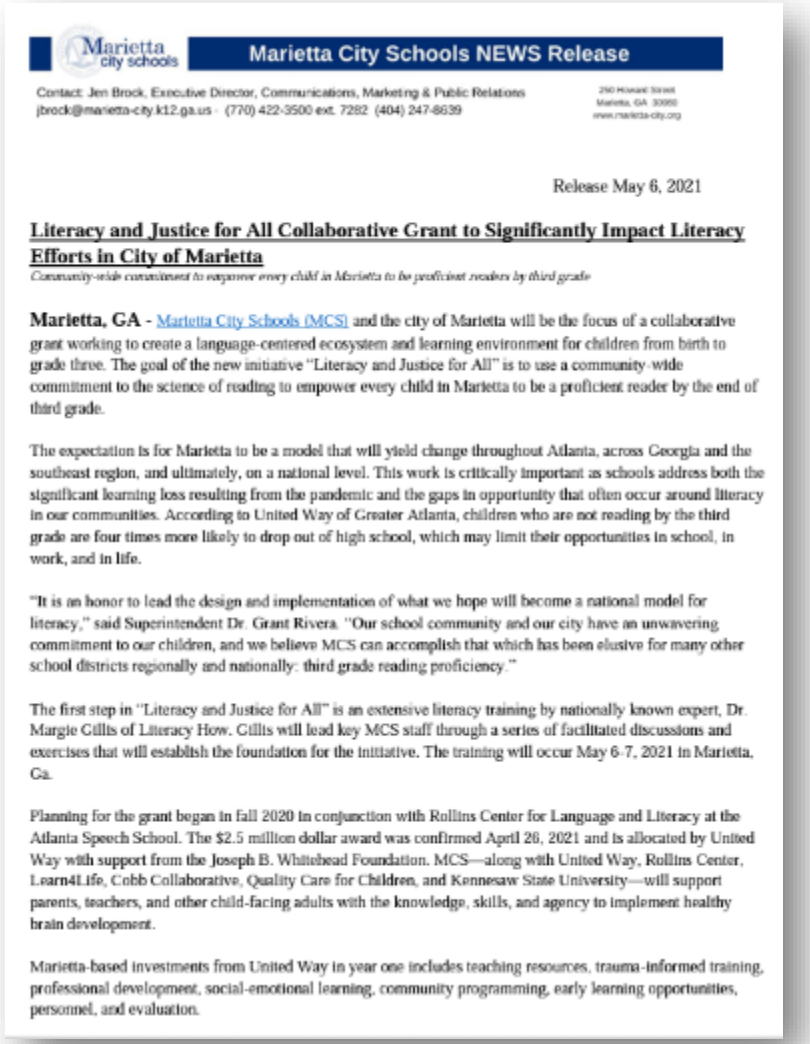


https://gaawards.gosa.ga.gov/analytics/K12ReportCard

Longitudinal Study: 3rd Grade Reading and Graduation Rates



Commitments Pays Off



Marietta city schools

Marietta City Schools NEWS Release

Contact: Jen Brock, Executive Director, Communications, Marketing & Public Relations
jbrock@marietta-city.k12.ga.us · (770) 422-3500 ext. 7282 (404) 247-8639

250 Howard Street
Marietta, GA 30060
www.marietta-city.org

Release May 6, 2021

Literacy and Justice for All Collaborative Grant to Significantly Impact Literacy Efforts in City of Marietta

Community-wide commitment to empower every child in Marietta to be proficient readers by third grade

Marietta, GA - Marietta City Schools (MCS) and the city of Marietta will be the focus of a collaborative grant working to create a language-centered ecosystem and learning environment for children from birth to grade three. The goal of the new initiative "Literacy and Justice for All" is to use a community-wide commitment to the science of reading to empower every child in Marietta to be a proficient reader by the end of third grade.

The expectation is for Marietta to be a model that will yield change throughout Atlanta, across Georgia and the southeast region, and ultimately, on a national level. This work is critically important as schools address both the significant learning loss resulting from the pandemic and the gaps in opportunity that often occur around literacy in our communities. According to United Way of Greater Atlanta, children who are not reading by the third grade are four times more likely to drop out of high school, which may limit their opportunities in school, in work, and in life.

"It is an honor to lead the design and implementation of what we hope will become a national model for literacy," said Superintendent Dr. Grant Rivera. "Our school community and our city have an unwavering commitment to our children, and we believe MCS can accomplish that which has been elusive for many other school districts regionally and nationally: third grade reading proficiency."

The first step in "Literacy and Justice for All" is an extensive literacy training by nationally known expert, Dr. Margie Gillis of Literacy How. Gillis will lead key MCS staff through a series of facilitated discussions and exercises that will establish the foundation for the initiative. The training will occur May 6-7, 2021 in Marietta, Ga.

Planning for the grant began in fall 2020 in conjunction with Rollins Center for Language and Literacy at the Atlanta Speech School. The $2.5 million dollar award was confirmed April 26, 2021 and is allocated by United Way with support from the Joseph B. Whitehead Foundation. MCS—along with United Way, Rollins Center, Learn4Life, Cobb Collaborative, Quality Care for Children, and Kennesaw State University—will support parents, teachers, and other child-facing adults with the knowledge, skills, and agency to implement healthy brain development.

Marietta-based investments from United Way in year one includes teaching resources, trauma-informed training, professional development, social-emotional learning, community programming, early learning opportunities, personnel, and evaluation.

Find your school: 3rd grade ELA Milestones 2023

The percentage of 3rd graders at or above proficiency in English/Language Arts, for 2019, 2022 & 2023 Milestones test, by school, including the change in percentage points. Use the search field to find your child's school.

Marietta City

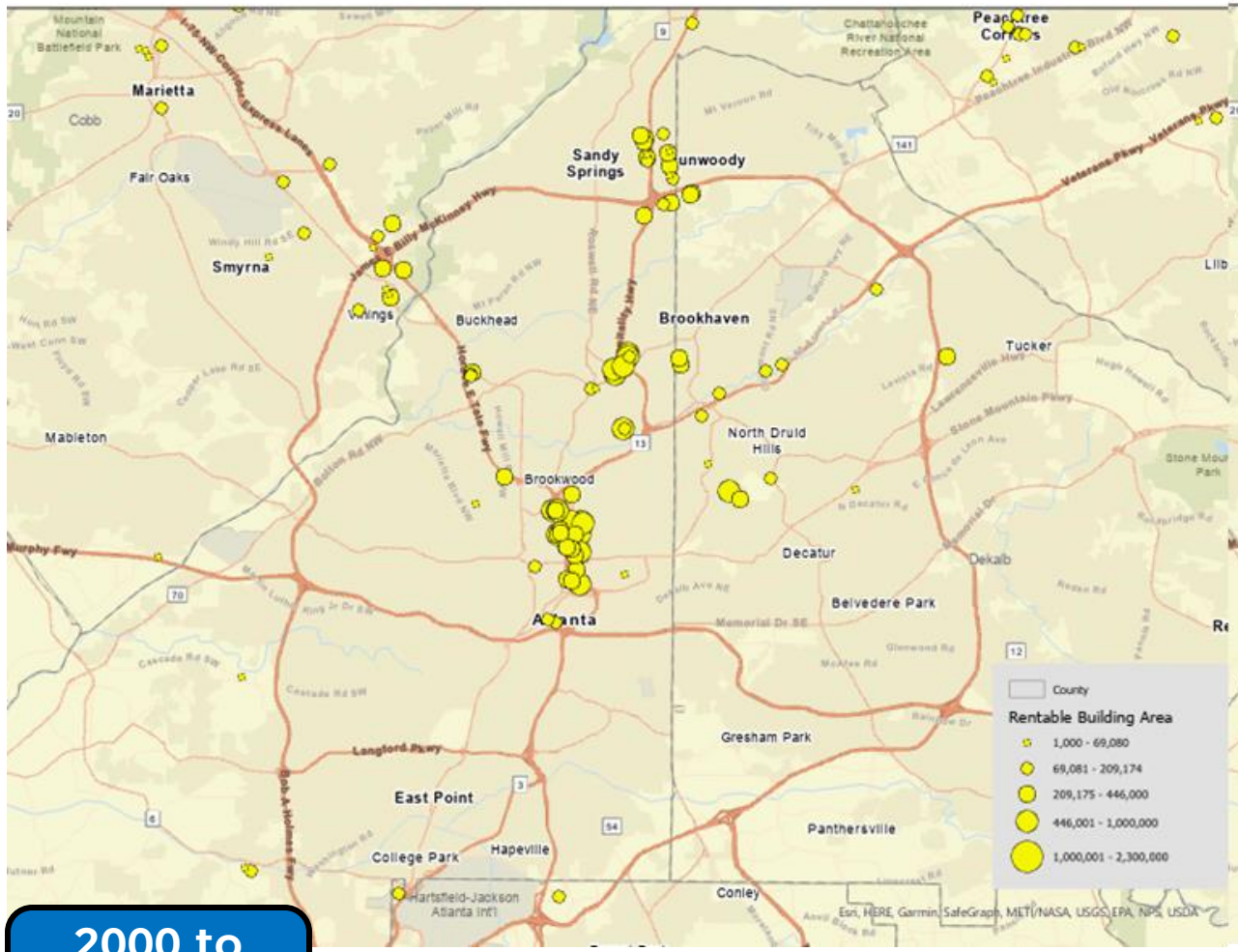
	Proficient or higher			Change (points)	
	2019	2022	2023	'22-'23	'19-'23
A.I. Burruss Elementary School *Marietta City*	38.6%	34.5%	60.4%	25.9	21.8
West Side Elementary School *Marietta City*	71.1%	62.5%	81.9%	19.4	10.9
Park Street Elementary School *Marietta City*	11.6%	21.7%	21.8%	0.1	10.2
Dunleith Elementary School *Marietta City*	33.0%	20.5%	41.6%	21.1	8.5
Sawyer Road Elementary School *Marietta City*	28.3%	30.0%	36.5%	6.5	8.2
Marietta Center For Advanced Academ *Marietta City*	87.0%	82.4%	89.4%	7.1	2.5
Lockheed Elementary School *Marietta City*	14.9%	9.7%	12.6%	2.9	-2.3
Hickory Hills Elementary School *Marietta City*	40.7%	31.4%	37.3%	5.9	-3.5

* indicates missing data

Table: Maia Irvin & Charles Minshew, The Atlanta Journal-Constitution · Source: Georgia Department of Education

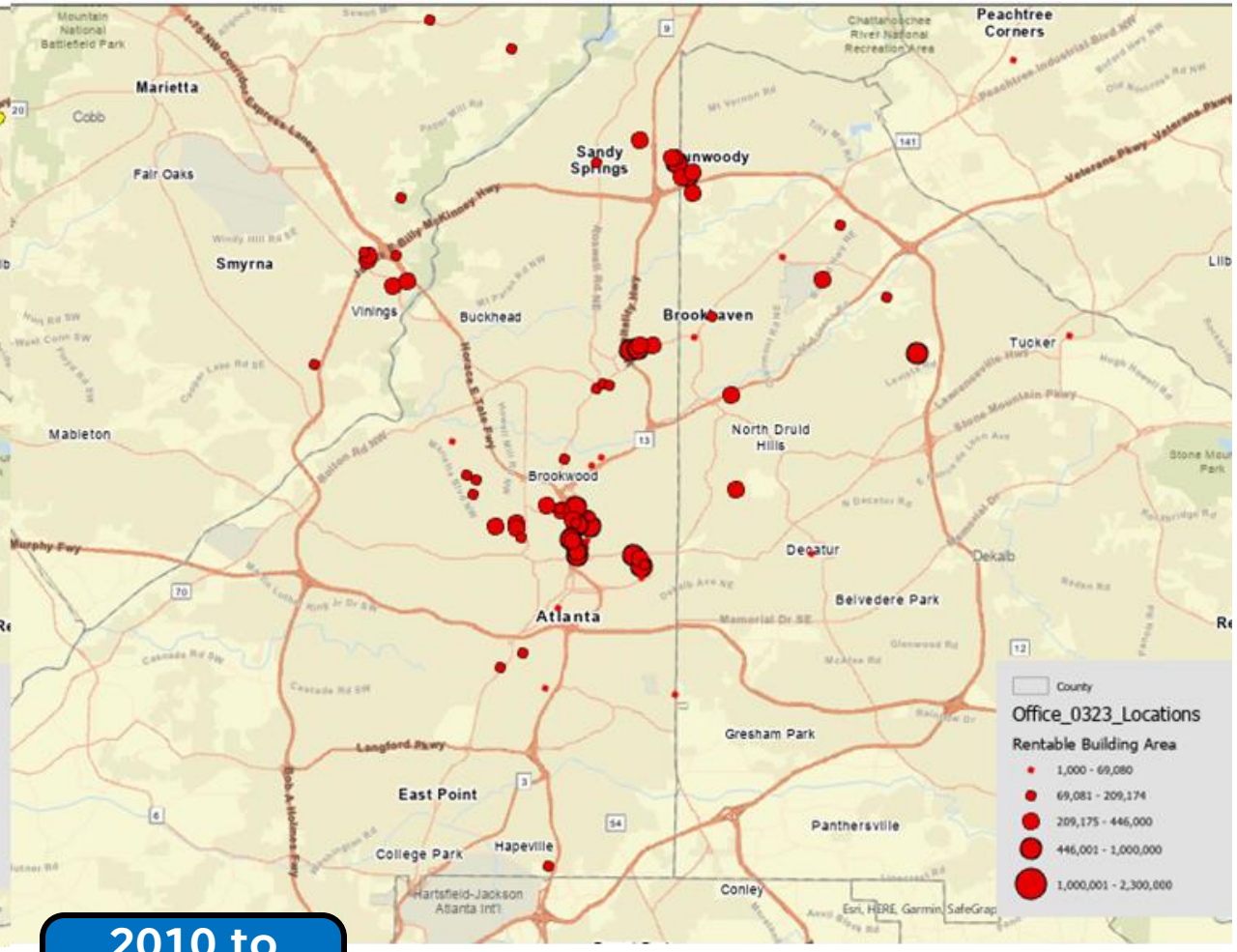
https://www.ajc.com/education/results-are-in-nowa-your-school-do-on-the-2023-georgia-milestones-tests/W5K3FRCWVJDP3LNYSXSGWIOYFI/

CORE Office Building Construction (Left 2000-09 Right 2010-23)



2000 to 2009

Office buildings built from 2000 to 2009 and with a Rentable Building Area greater than 50,000 sq ft



2010 to 2023

Office buildings built from 2010 to 2023 and with a Rentable Building Area greater than 50,000 sq ft

© 2023 CoStar Group

Economy/Workforce

Most Popular Occupations in Metro Atlanta

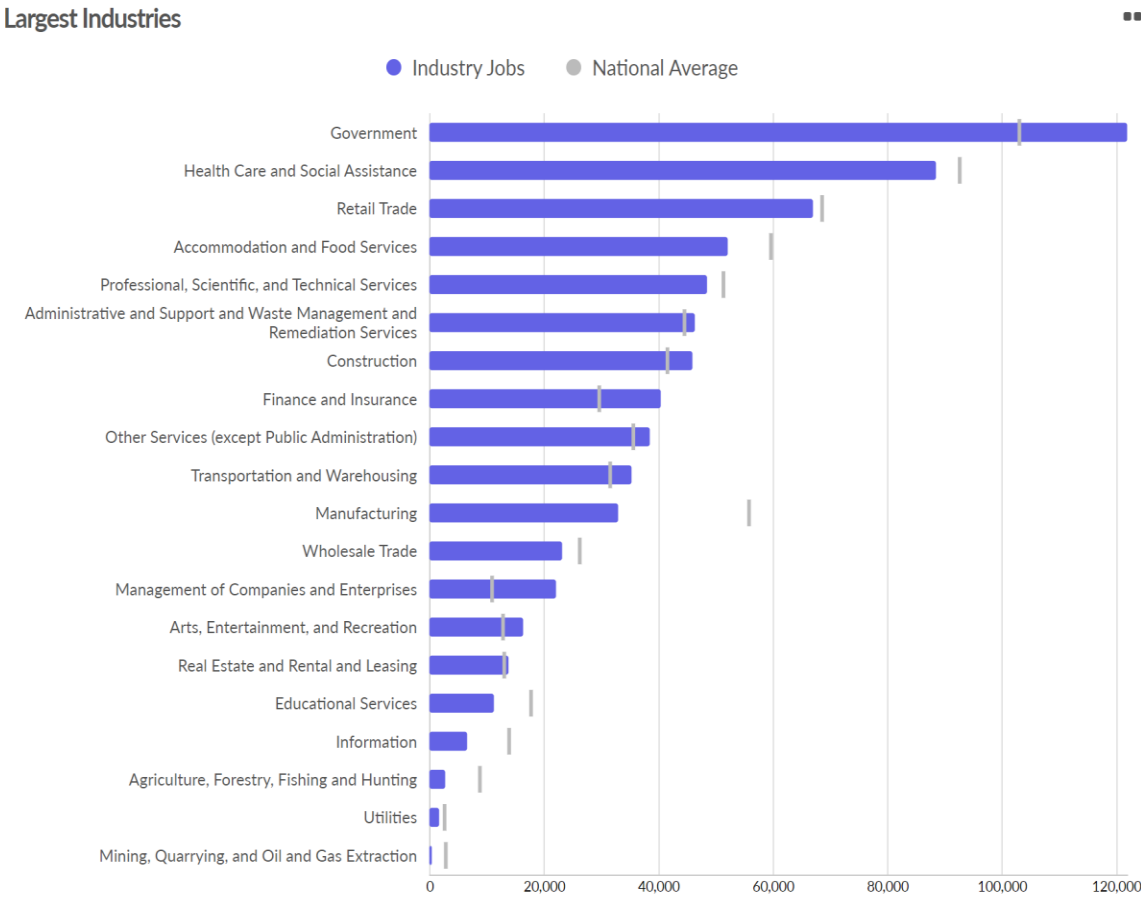
Flipping back to the supply side…, we see which occupations employ the most people in metro Atlanta. The largest occupations tend to pay the lowest wages (red shading). But look at "Registered Nurses" and "Software Developers". The two most in-demand occupations (as seen previously) are among the higher-paying occupations (green shading).

Occupation	Total Employment	Average Wages
Retail Salespersons	83,329	33,400
Laborers and Freight, Stock, and Material Movers, Hand	77,219	$37,200
Customer Service Representatives	70,081	$41,800
Fast Food and Counter Workers	68,832	$25,300
General and Operations Managers	64,614	$126,700
Cashiers	60,907	$26,400
Stockers and Order Fillers	48,009	$34,900
Office Clerks, General	47,219	$41,900
Heavy and Tractor-Trailer Truck Drivers	46,072	$56,300
Registered Nurses	45,391	$93,700
Secretaries and Admins, not Legal, Medical, and Executive	44,166	$42,000
Business Operations Specialists, All Other	43,755	$80,900
Software Developers	43,423	$127,500
Waiters and Waitresses	43,352	$31,600
Janitors and Cleaners,not Maids and Housekeepers	35,420	$32,700
Accountants and Auditors	31,799	$91,000
First-Line Supervisors of Retail Sales Workers	31,254	$50,800
Sales Reps: Wholesale and Manufacturing, Not Tech/Science	30,513	$80,100
Bookkeeping, Accounting, and Auditing Clerks	30,159	$50,000
First-Line Supervisors of Office and Admin Support	30,117	$67,200
Industrial Truck and Tractor Operators	29,640	$45,500
Maintenance and Repair Workers, General	28,809	$46,400
Cooks, Restaurant	27,934	$30,700
Sales Reps of Services, Not Adv, Ins, Finance, Travel	26,106	$74,500
Elementary School Teachers, Except Special Education	25,639	$70,100
Construction Laborers	25,155	$40,900
Personal Care Aides	23,997	$27,800
Managers, All Other	23,959	$127,200

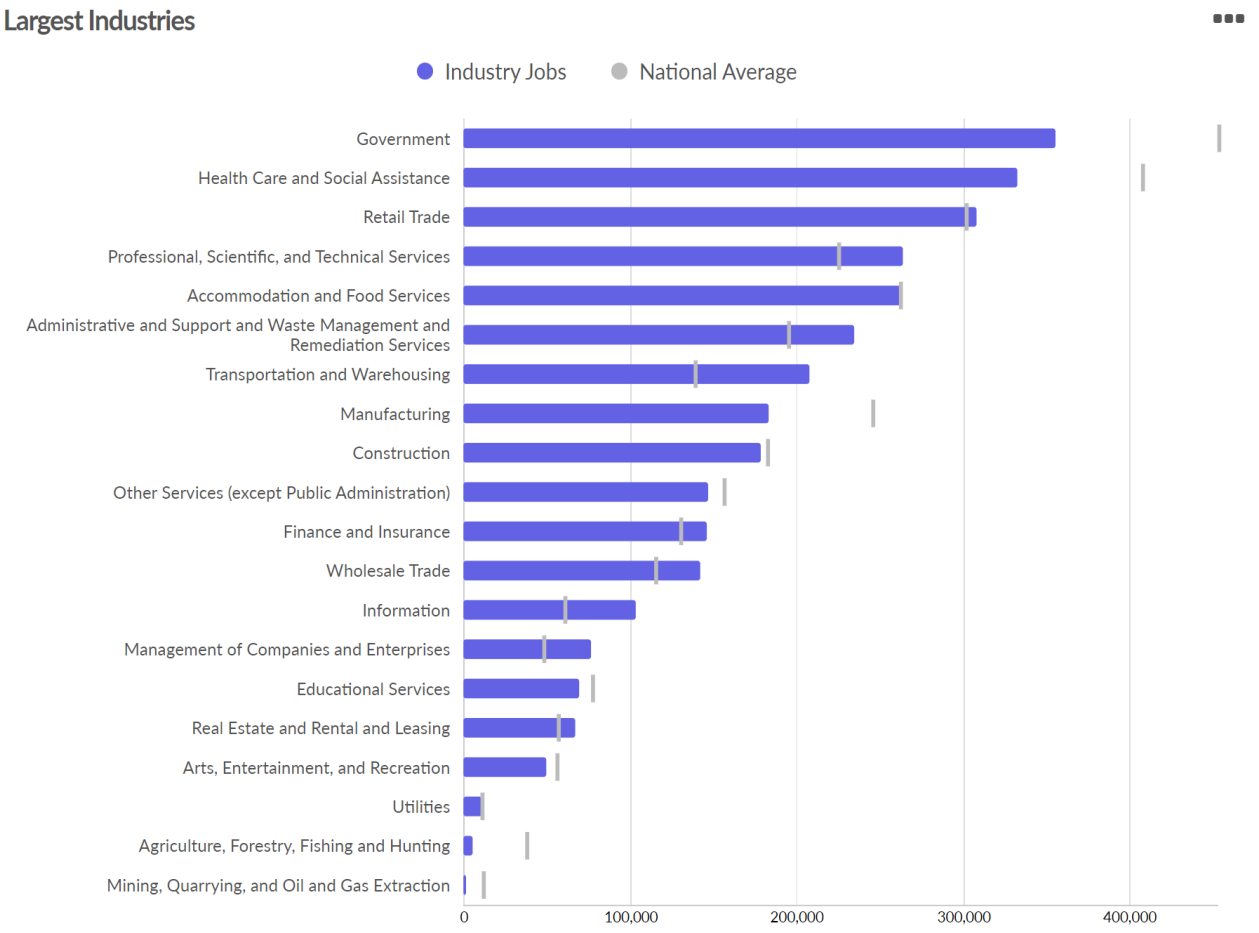
Major Industry Sector Comparisons

Source: Lightcast; ARC R &A

Richmond MSA



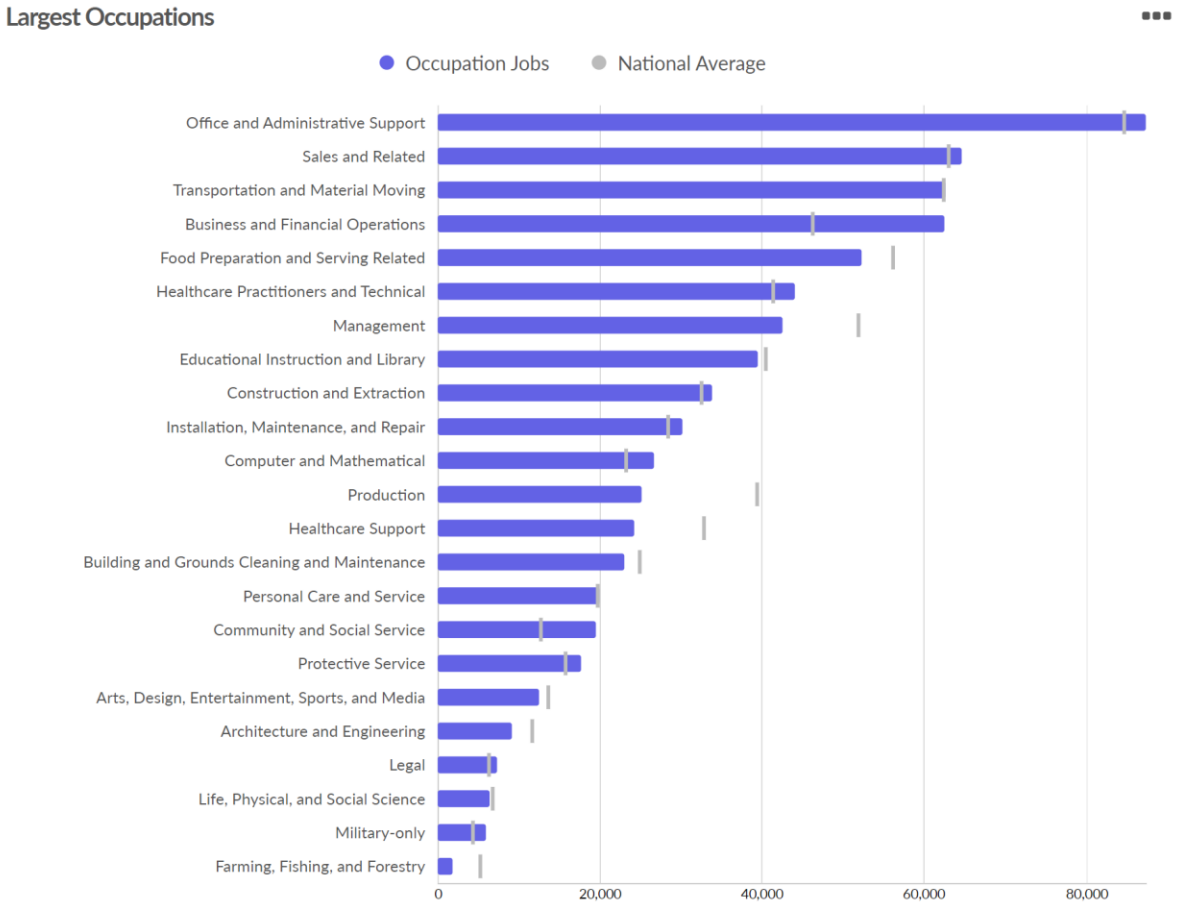
Atlanta MSA



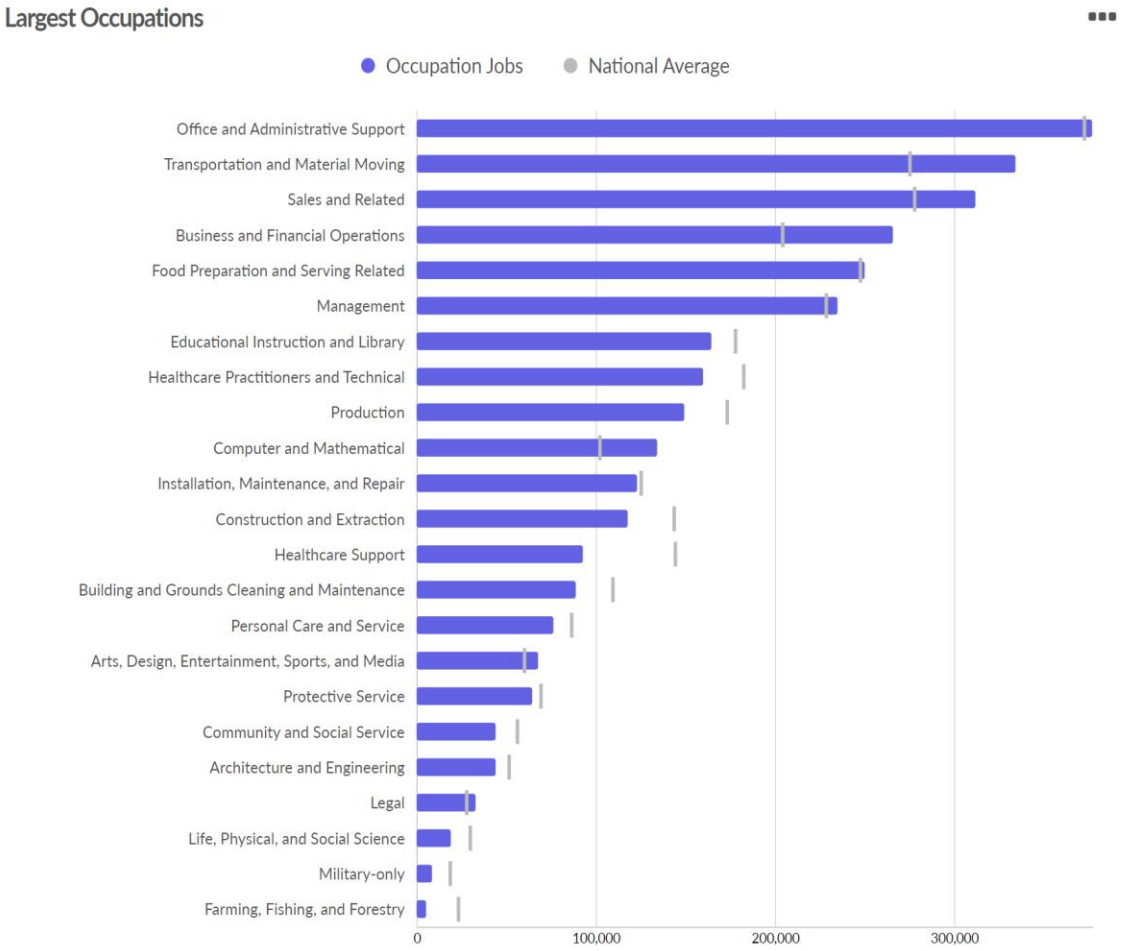
Major Occupation Sector Comparisons

Source: Lightcast; ARC R &A

Richmond MSA



Atlanta MSA



Major Employer Supply and Demand

Source: Lightcast; ARC R &A

Richmond MSA

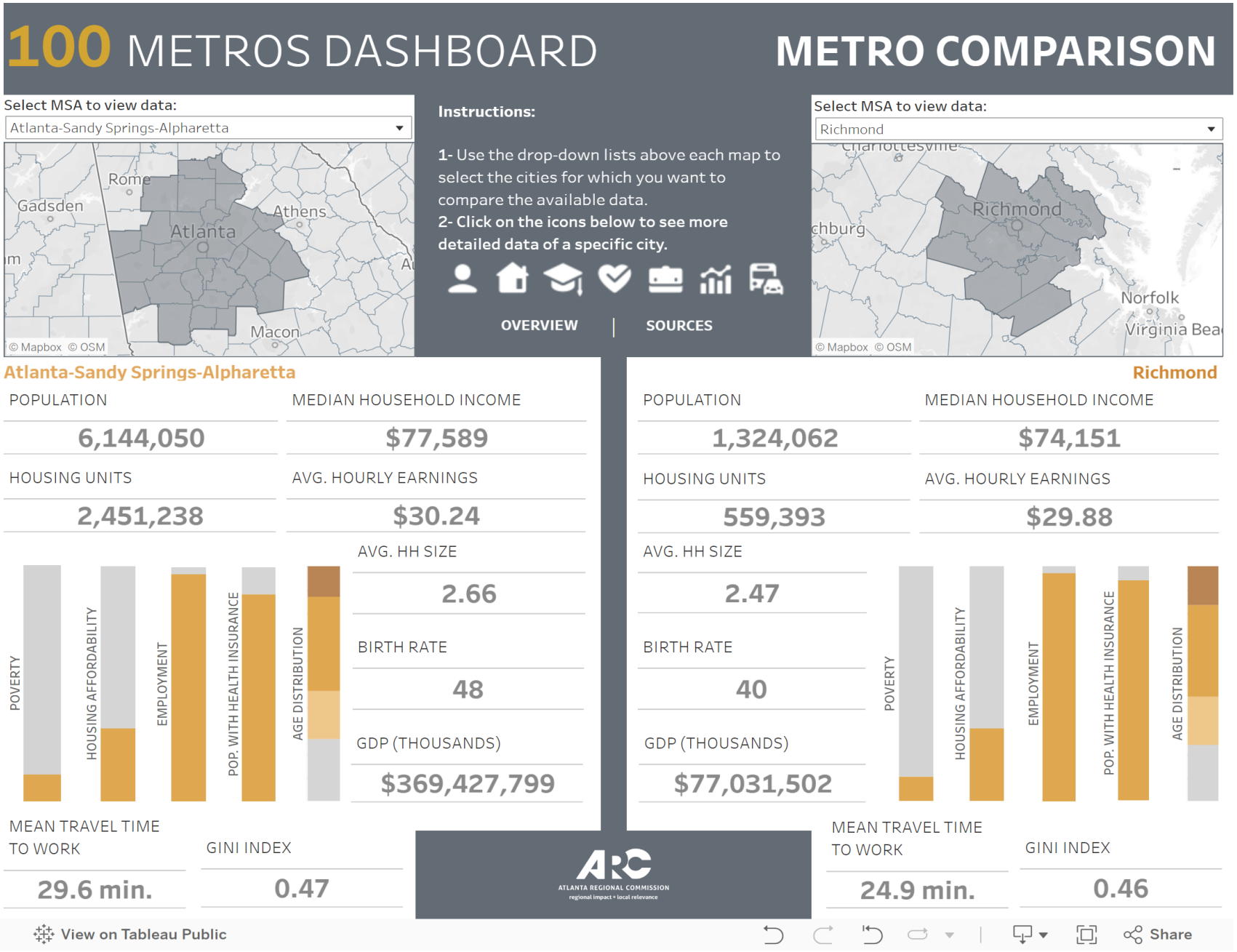
Top Companies	Profiles
Capital One	12,529
Commonwealth Of Virginia	8,998
Virginia Commonwealth Univers...	8,025
Vcu Health	7,421
Chesterfield County Public Scho...	4,846
United States Army	4,520
Dominion Energy	4,449
Bon Secours	4,123
HCA Healthcare	3,192
Amazon	3,109

Top Companies Posting	Unique Postings
HCA Healthcare	4,539
Bon Secours	3,173
Virginia Commonwealth Univers...	2,712
Capital One	2,605
Commonwealth Of Virginia	2,077
VCU Health System	1,572
Chesterfield County Public Scho...	1,159
Food Lion	1,146
Aerotek	1,049
Elevance Health	863

Atlanta MSA

Top Companies	Profiles
Emory Healthcare	29,784
Delta Air Lines	21,949
AT&T	20,797
The Home Depot	19,293
Walmart	13,828
Georgia Institute of Technology	13,766
Wellstar Health System	12,562
Georgia State University	12,244
Amazon	11,817
Centers For Disease Control An...	11,158

Top Companies Posting	Unique Postings
Emory Healthcare	11,252
Wellstar Health System	10,779
Randstad	7,519
Piedmont Healthcare	6,837
Northside Hospital	6,212
GPAC	3,684
Amazon	3,010
State of Georgia	2,921
Walmart	2,918
Children's Healthcare Of Atlanta	2,843

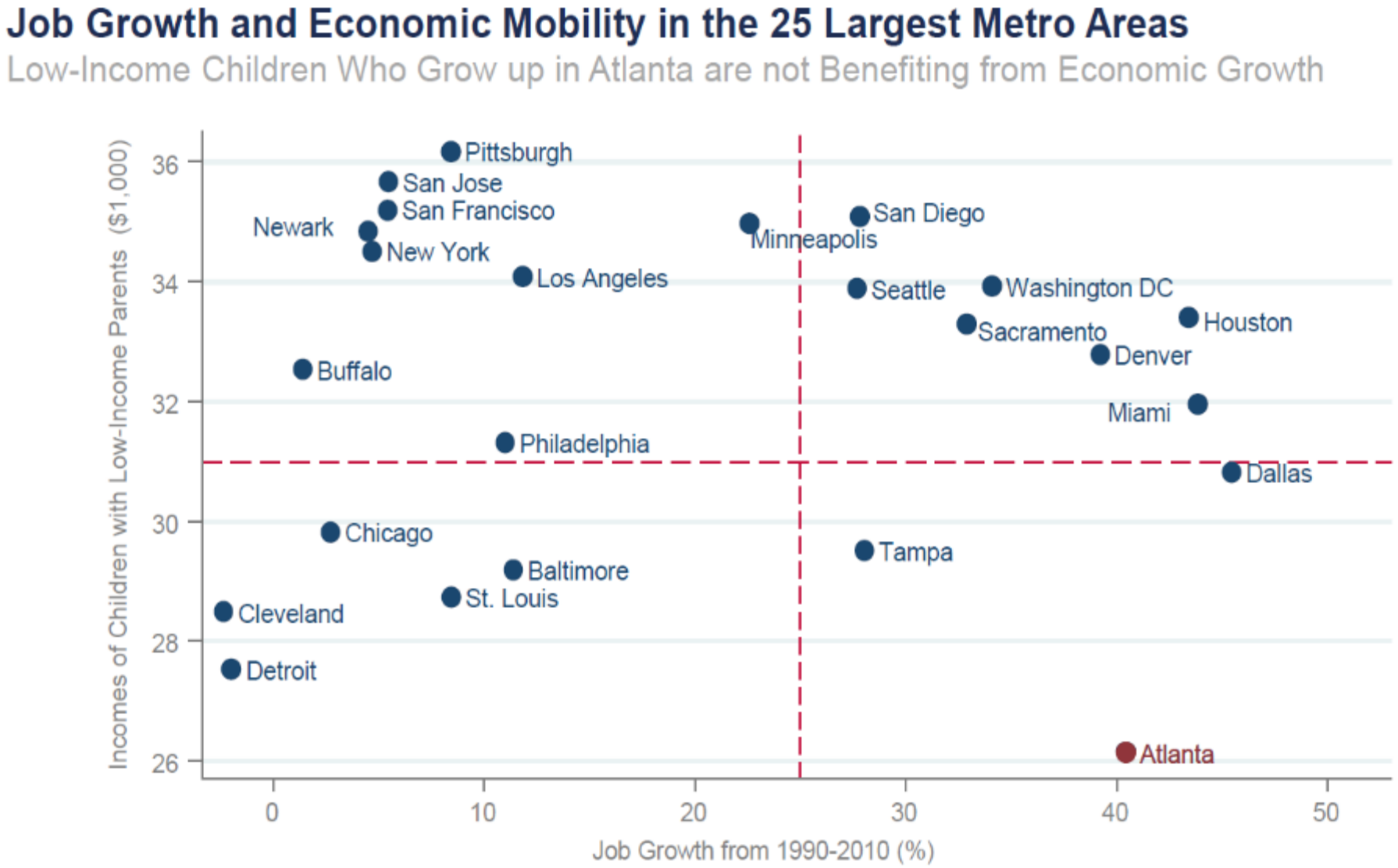


ONE great REGION

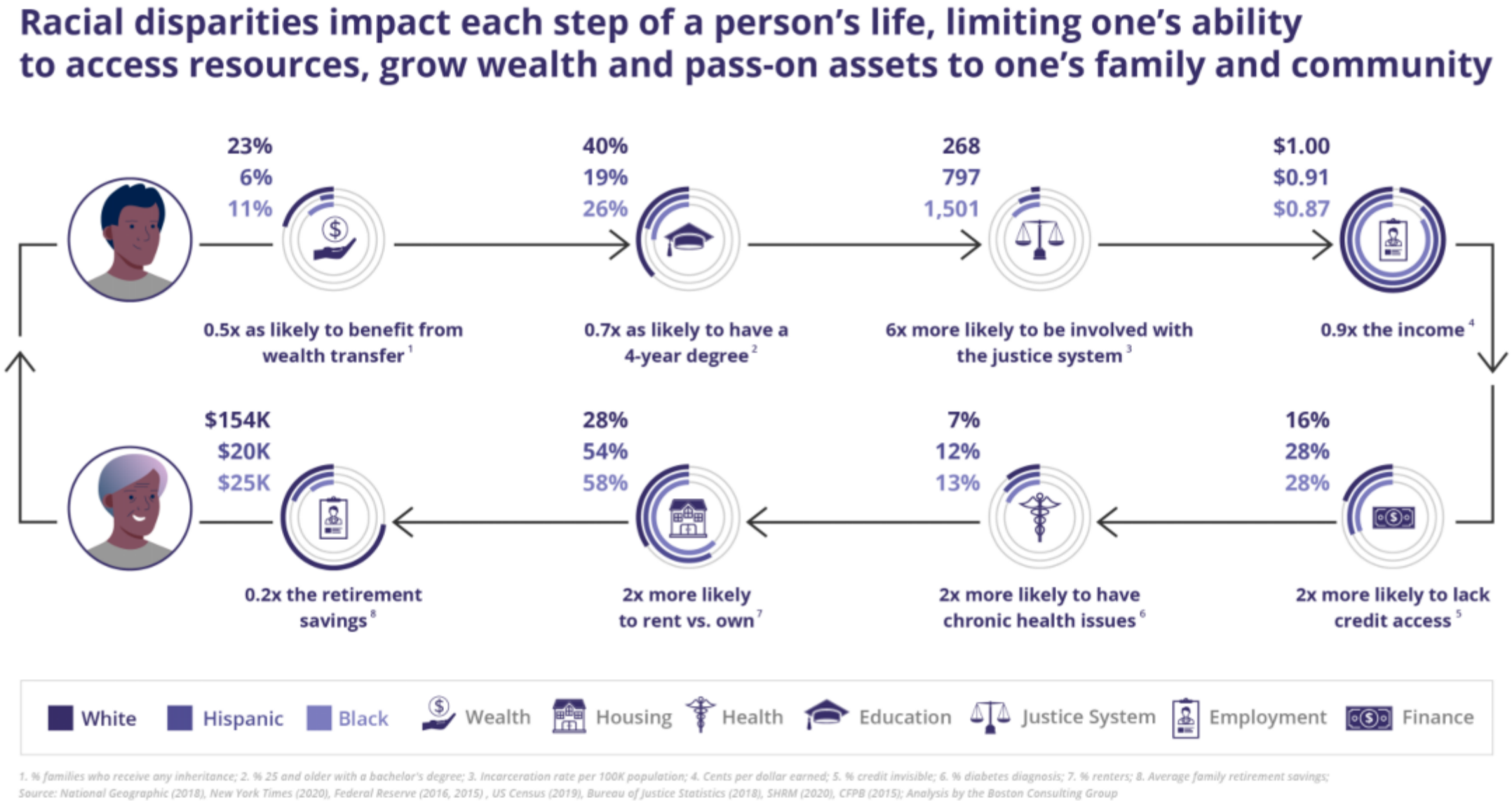
https://neighborhoodnexus.org/dashboard/100-metros-dashboard/

ARC

The Connection Between Job Growth and Economic Mobility?



Cradle to Career Inequities

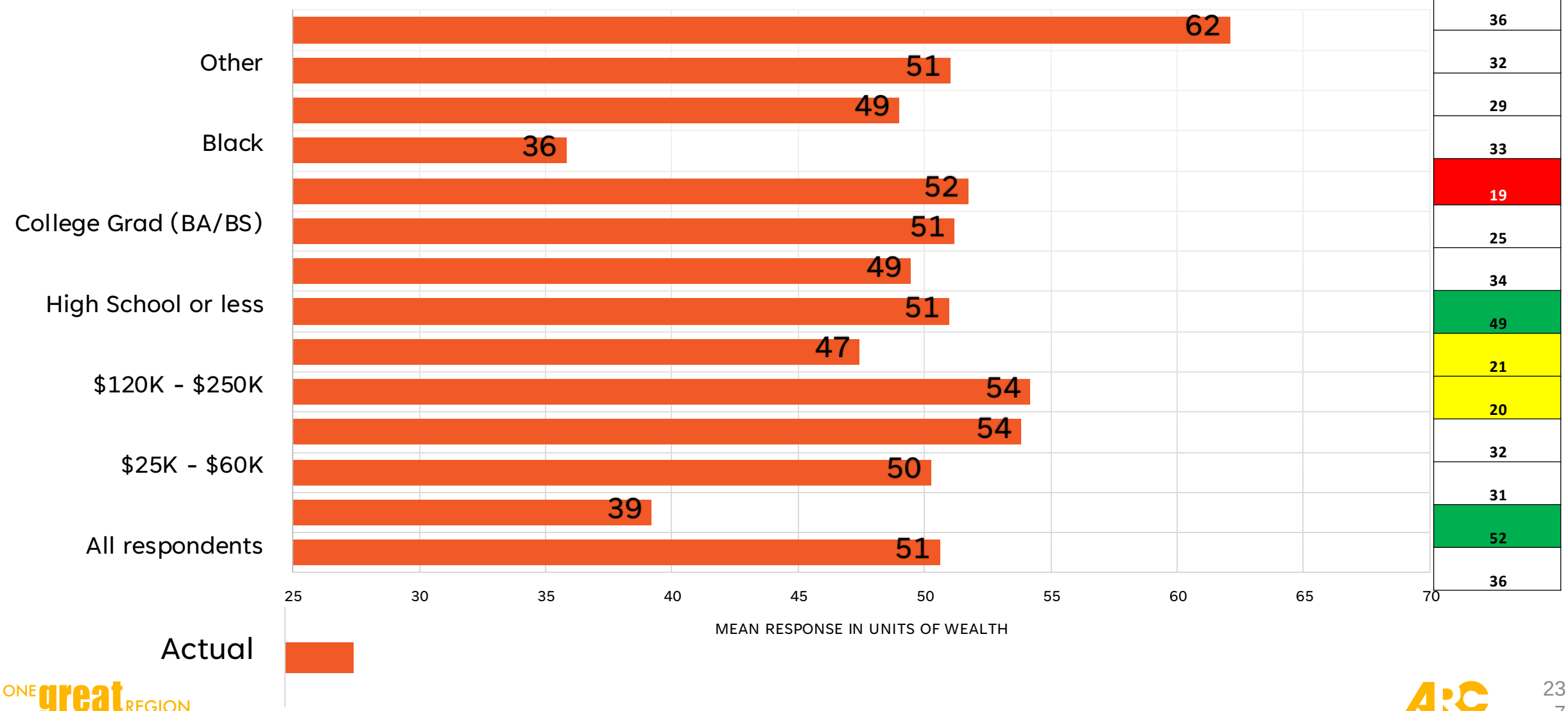


1. % families who receive any inheritance; 2. % 25 and older with a bachelor's degree; 3. Incarceration rate per 100K population; 4. Cents per dollar earned; 5. % credit invisible; 6. % diabetes diagnosis; 7. % renters; 8. Average family retirement savings; Source: National Geographic (2018), New York Times (2020), Federal Reserve (2016, 2015) , US Census (2019), Bureau of Justice Statistics (2018), SHRM (2020), CFPB (2015); Analysis by the Boston Consulting Group

https://www.businessroundtable.org/equity

Understanding What We Know About Wealth Equity (MAS 2021)

If a typical white family in the United States has 100 units of overall wealth, how many units of overall wealth does the typical Black family have?



To Download the Deck

Use your phone (camera)

Point the Camera at the QR code and select the link when it pops up