

Decide DeKalb Retreat 2025

Regional Growth Trends and Long-Range Forecasts

Focus on DeKalb

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 | **Integrity** | **Equity**

Michael D. Alexander, "Mike" Chief Operating Officer
Atlanta Regional Commission
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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.

Mike Alexander, COO

malexander@atlantaregional.org

Atlanta Regional Commission

**To Download the
Deck**

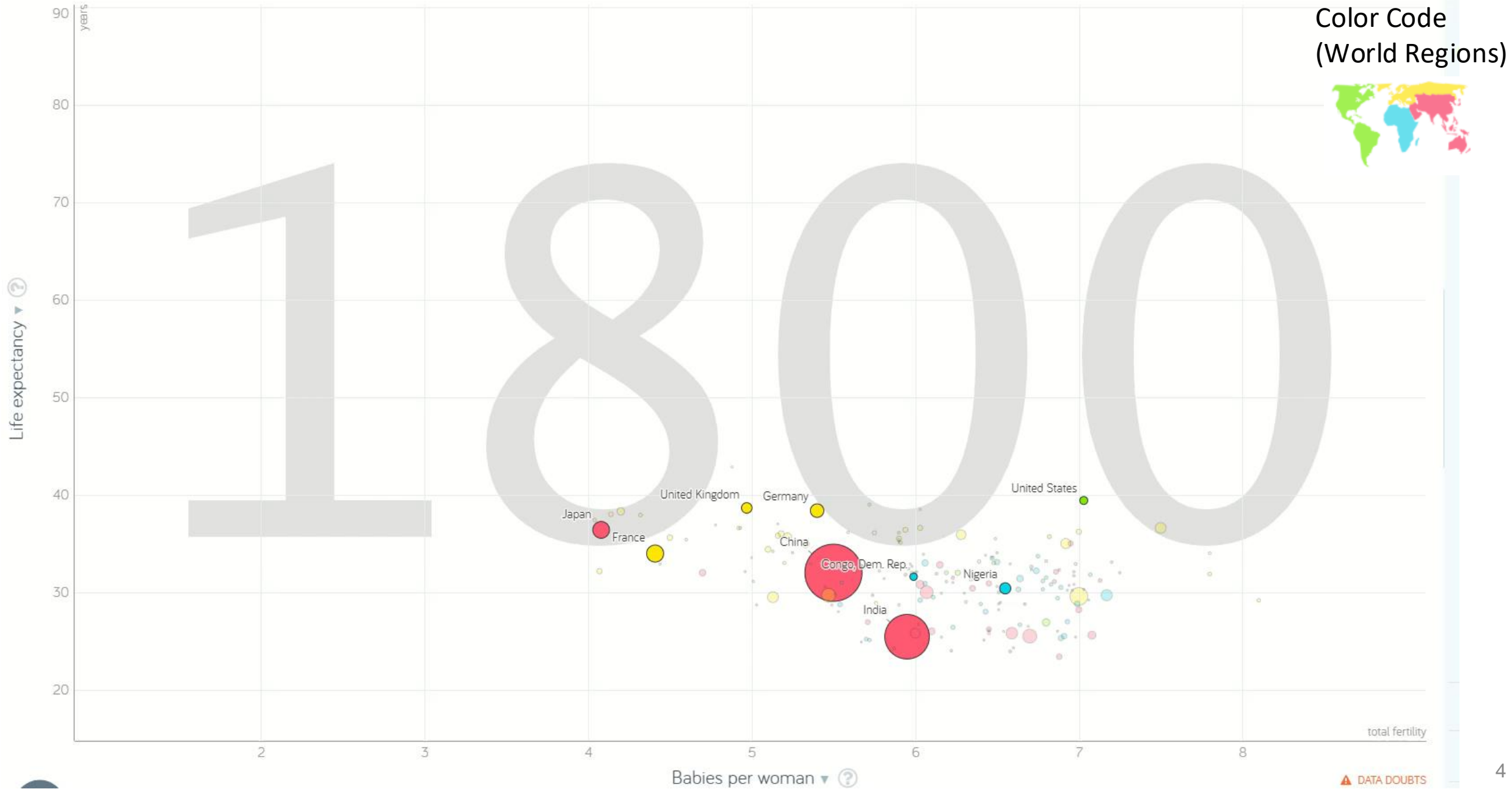
**Use your phone
(camera)**

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



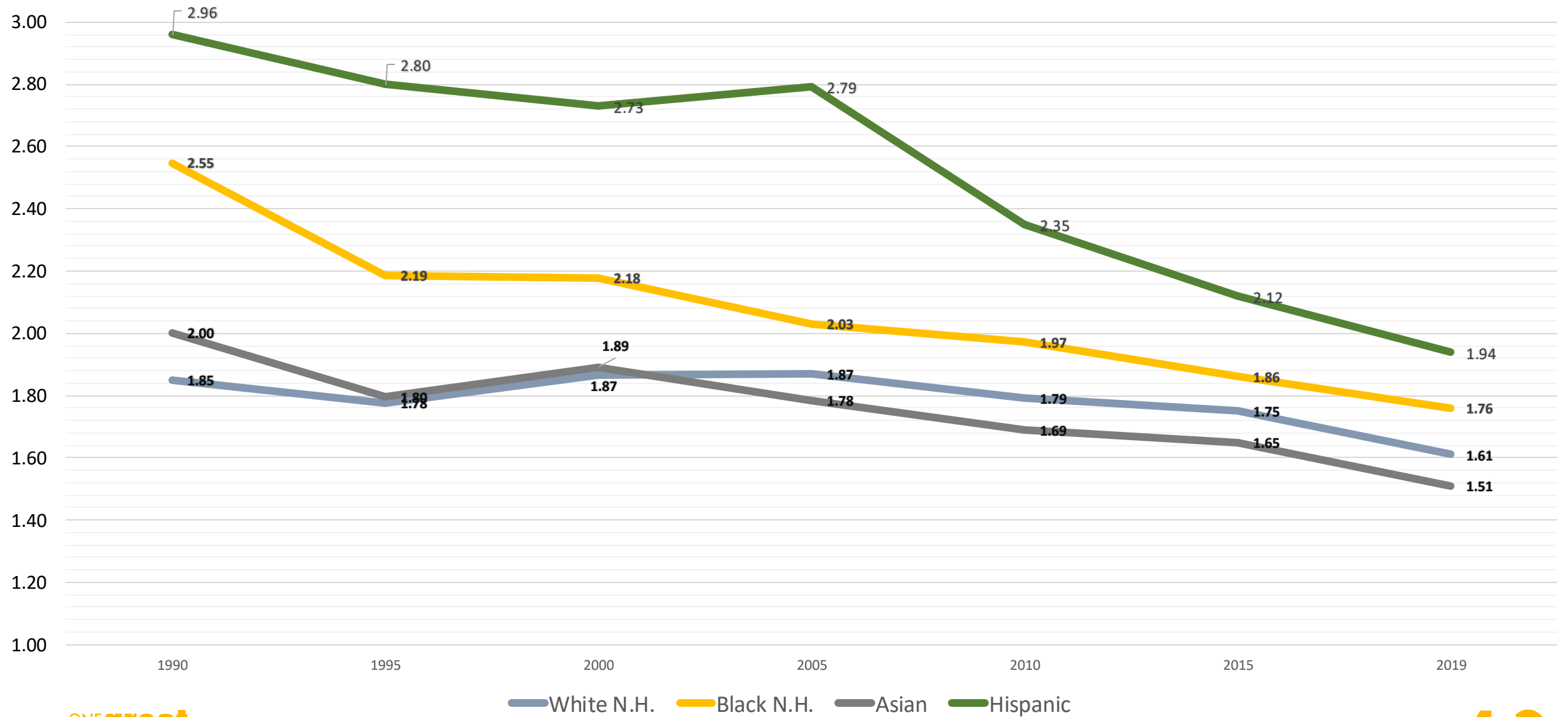
The Big Picture

223 Years of World History in 60 Seconds



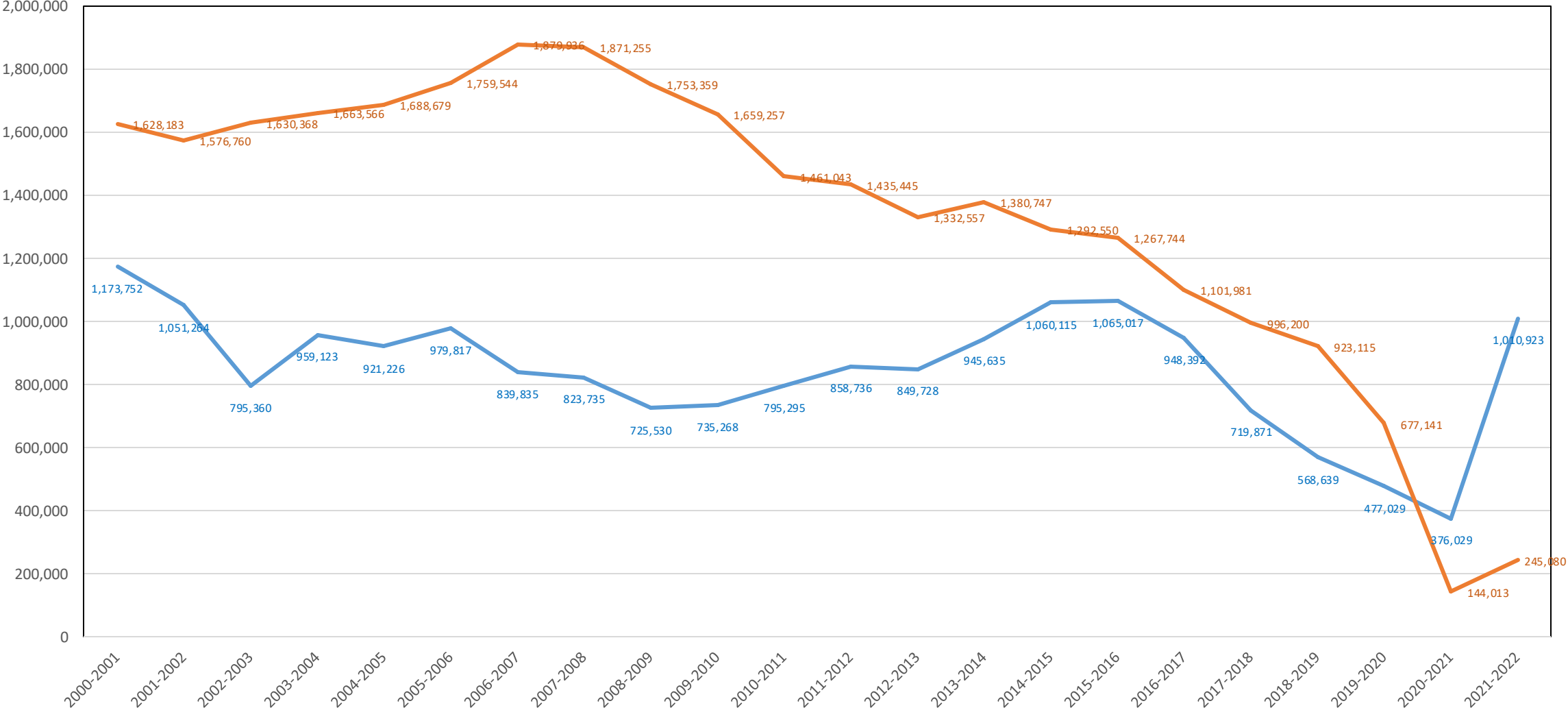
Fertility Trends: US

Total Fertility Rate



Migration Trends: US

— Net International Migration — Net Nat Increase



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

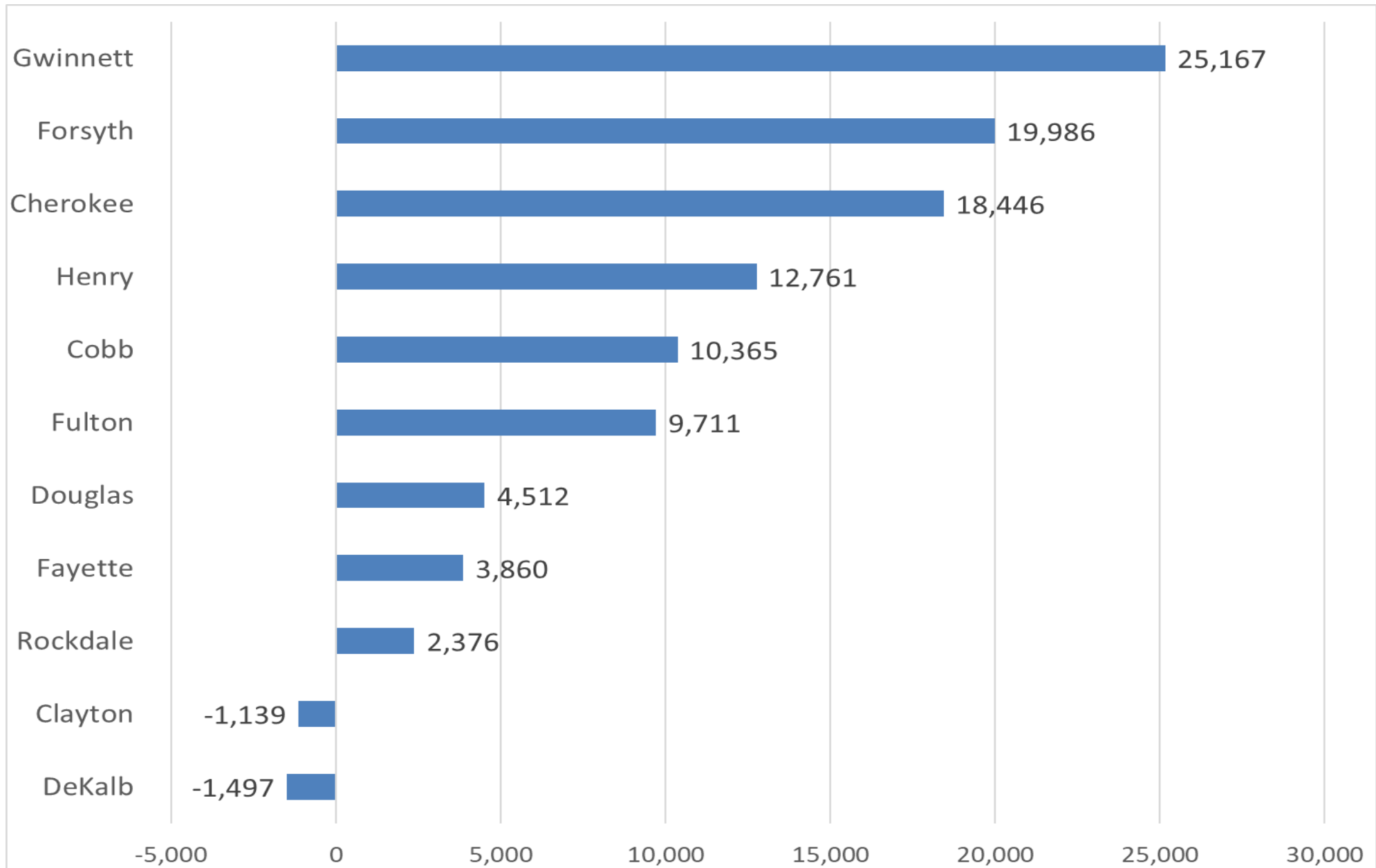
061722 Atlanta: Automobiles travel along the I-75 / I-85 connector shown from the 17th street bridge Thursday, June 16, 2022, in Atlanta. The 29-county Atlanta metropolitan statistical area is now the sixth largest in the country, according to U.S. Census data released in March 2024 (Jason Getz / Jason.Getz@ajc.com)

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

Metro Population Change

Metro	2024 Total Population	Change in Population 2010 to 2024	Metro	2024 Total Population	Change in Population 2010 to 2024
Dallas	8,195,415	1,828,868	Columbus	2,209,888	307,914
Houston	7,624,200	1,677,400	Indianapolis	2,173,541	307,691
New York	19,954,881	1,115,136	Kansas City	2,246,258	236,910
Atlanta	6,399,274	1,100,929	Oklahoma	1,486,341	233,352
Phoenix	5,149,752	956,865	Salt Lake City	1,312,144	224,347
Washington	6,429,395	881,932	San Diego	3,299,130	203,817
Austin	2,550,817	834,544	Richmond	1,365,279	178,633
Orlando	2,884,681	750,270	Baltimore	2,867,112	156,623
Seattle	4,176,271	736,464	Cincinnati	2,284,819	154,669
Miami	6,257,826	693,191	San Jose	1,990,196	153,285
Charlotte	2,851,936	608,302	Grand Rapids	1,174,989	122,146
San Antonio	2,733,998	591,490	Los Angeles	12,940,761	111,954
Tampa	3,356,667	573,424	Virginia Beach	1,804,873	111,013
Denver	3,081,342	537,886	Louisville	1,385,677	110,930
Nashville	2,189,414	518,524	Fresno	1,191,199	109,884
Riverside	4,719,812	494,961	Providence	1,687,337	86,485
Minneapolis	3,790,663	457,030	Detroit	4,364,290	68,041
Las Vegas	2,387,864	436,595	Birmingham	1,195,462	67,415
Boston	4,982,394	430,012	St. Louis	2,824,501	36,802
Raleigh	1,552,570	422,161	Buffalo	1,166,952	31,443
San Francisco	4,746,767	411,376	Memphis	1,344,037	19,208
Jacksonville	1,737,832	392,236	Milwaukee	1,571,006	15,098
Portland	2,593,190	367,185	Pittsburgh	2,447,995	620
Philadelphia	6,307,532	342,189	Cleveland	2,165,812	-12,951
Sacramento	2,466,648	317,521	Chicago	9,280,082	-14,597

Census Bureau Pop. Estimates 2020-2023



Census Bureau Population Estimates

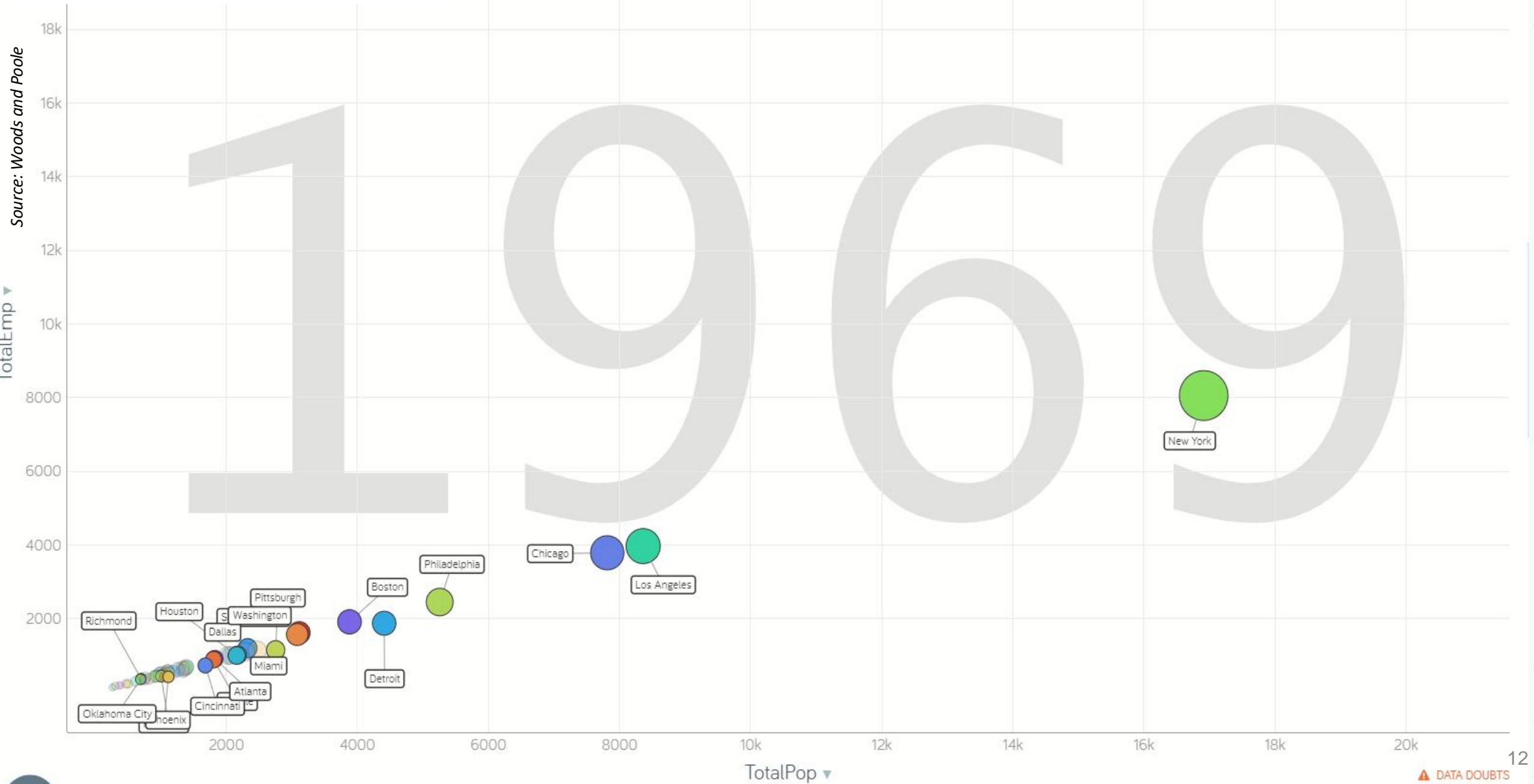


ARC Popua

	1980	1990	2000	2010	2020	2023	2024	Average Annual Change, 1980-2010	Average Annual Change, 2010-2020	Average Annual Change, 2020-2024
Atlanta Region	1,924,140	2,601,883	3,527,779	4,283,261	4,967,514	5,158,374	5,221,074	78,637	68,425	63,390
Cherokee	51,699	91,000	141,903	214,346	266,620	286,960	292,360	5,422	5,227	6,435
Clayton	150,357	184,100	236,517	259,424	297,595	303,315	304,215	3,636	3,817	1,655
Cobb	297,718	453,400	607,751	688,078	766,149	785,349	792,049	13,012	7,807	6,475
DeKalb	483,024	553,800	665,865	691,893	764,382	779,442	783,442	6,962	7,249	4,765
Douglas	54,573	71,700	92,174	132,403	144,237	150,697	153,097	2,594	1,183	2,215
Fayette	29,043	62,800	91,263	106,567	119,194	124,284	125,384	2,584	1,263	1,548
Forsyth	27,958	44,083	98,400	175,511	251,283	270,833	275,233	4,918	7,577	5,988
Fulton	589,904	670,800	816,006	920,581	1,066,710	1,105,670	1,123,070	11,023	14,613	14,090
Gwinnett	166,808	356,500	588,448	805,321	957,062	997,212	1,012,112	21,284	15,174	13,763
Henry	36,309	59,200	119,341	203,922	240,712	257,802	262,552	5,587	3,679	5,460
Rockdale	36,747	54,500	70,111	85,215	93,570	96,810	97,560	1,616	836	998
City of Atlanta	424,922	415,200	416,474	420,003	498,715	521,315	532,115	(164)	7,871	8,350

Metro Growth

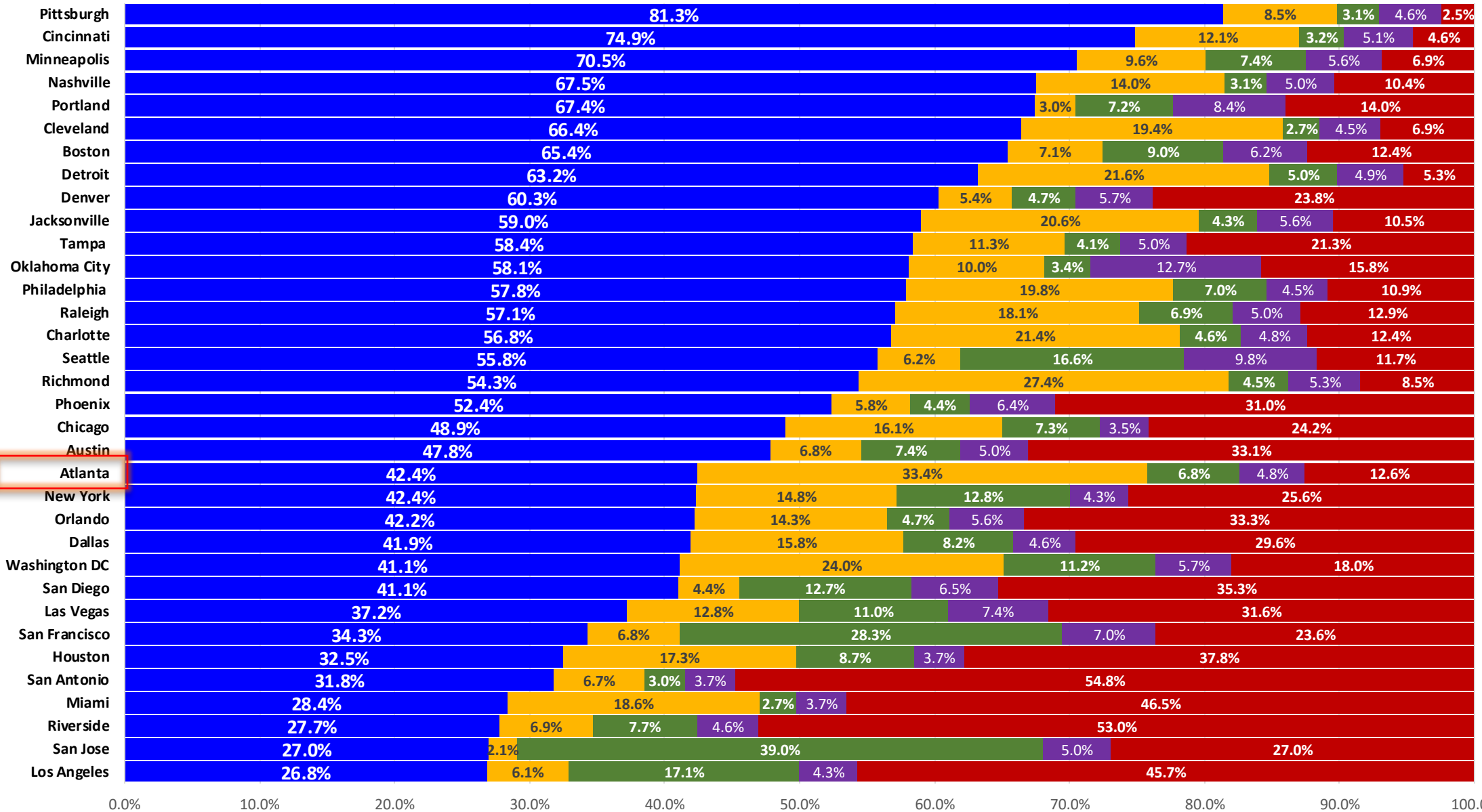
Source: Woods and Poole



NAME	Tot Pop 2024	Pop Change 2000-24	Med Age	Diversity InX	Med HH Inc	Med Home Value	MHV/M HI	% HH Poverty	Own Occ HU	Informati on Jobs	Fin&Ins	Man of Comp	Real Estate	Prof Sci Technical	Trans/Ware	Manuf	Bachelor's +
Atlanta	6,399,274	2,130,784	37.6	74.8	\$89,276	\$377,141	4.22	10.40%	64.94%	2.81%	4.17%	0.08%	3.25%	8.35%	5.19%	6.50%	42.84%
Austin	2,550,817	1,301,061	35.5	79.8	\$98,368	\$506,370	5.15	9.91%	58.03%	4.49%	3.60%	0.21%	3.48%	9.18%	1.88%	6.67%	51.95%
Baltimore	2,867,112	314,114	39.3	68.8	\$96,253	\$431,254	4.48	10.29%	66.11%	2.51%	3.34%	0.28%	3.20%	10.50%	1.80%	4.83%	45.55%
Boston	4,982,394	591,116	39.5	63.1	\$108,918	\$688,517	6.32	9.91%	59.87%	4.04%	5.31%	0.26%	2.89%	9.79%	2.03%	6.94%	51.95%
Charlotte	2,851,936	1,109,417	38.4	69.2	\$81,494	\$373,787	4.59	10.29%	65.56%	2.28%	3.77%	0.63%	3.16%	6.98%	2.99%	8.94%	41.57%
Chicago	9,280,082	331,343	38.9	79.1	\$87,746	\$326,272	3.72	11.33%	64.28%	2.43%	5.58%	0.38%	2.74%	8.89%	2.91%	8.26%	42.46%
Cincinnati	2,284,819	275,182	38.8	46.2	\$79,242	\$277,638	3.50	11.66%	67.40%	2.30%	5.48%	0.30%	2.38%	9.71%	2.15%	10.94%	38.89%
Columbus	2,209,888	535,157	36.9	55.2	\$79,635	\$311,182	3.91	11.43%	60.66%	2.28%	5.88%	0.43%	2.72%	7.05%	2.69%	6.62%	42.23%
Dallas	8,195,415	3,039,133	36.1	83.2	\$88,391	\$370,937	4.20	10.06%	59.57%	2.59%	4.79%	0.27%	3.14%	9.73%	3.20%	7.53%	41.32%
Denver	3,081,342	902,002	37.5	71.2	\$104,506	\$632,420	6.05	8.03%	61.50%	4.07%	5.40%	0.22%	3.62%	9.57%	2.15%	5.75%	50.91%
Detroit	4,364,290	-88,267	40.5	58.4	\$76,092	\$271,203	3.56	12.94%	70.73%	2.19%	4.14%	0.29%	2.57%	10.14%	2.26%	11.40%	35.44%
Fresno	1,191,199	269,268	34.6	86.9	\$73,366	\$405,789	5.53	18.06%	56.96%	2.66%	3.16%	0.09%	2.39%	6.45%	2.68%	5.73%	25.10%
Houston	7,624,200	2,908,803	36.1	86.8	\$80,537	\$309,553	3.84	12.69%	61.32%	1.58%	3.38%	0.21%	2.90%	9.35%	3.52%	6.68%	38.43%
Indianapolis	2,173,541	534,521	37.6	58.8	\$79,790	\$278,339	3.49	10.79%	66.36%	2.24%	4.92%	0.20%	2.67%	8.67%	2.25%	8.37%	39.72%
Jacksonville	1,737,832	615,082	40.0	66.1	\$82,603	\$378,437	4.58	11.49%	66.01%	2.81%	4.68%	0.21%	3.54%	7.53%	3.89%	5.38%	37.55%
Kansas City	2,246,258	435,006	38.3	58.7	\$80,044	\$299,710	3.74	10.05%	63.96%	2.29%	5.28%	0.41%	3.45%	8.49%	3.03%	6.88%	40.47%
Las Vegas	2,387,864	1,012,126	38.6	85.5	\$76,033	\$445,490	5.86	13.13%	58.84%	1.82%	3.15%	0.10%	3.98%	6.10%	3.19%	2.32%	27.29%
Los Angeles	12,940,761	575,424	38.7	88.1	\$94,047	\$885,925	9.42	12.80%	47.93%	3.68%	4.54%	0.33%	3.69%	9.70%	3.10%	8.30%	39.85%
Louisville	1,385,677	231,839	39.9	52.2	\$72,654	\$270,061	3.72	11.75%	68.44%	2.05%	5.18%	1.21%	2.53%	6.76%	2.88%	9.89%	34.25%
Miami	6,257,826	1,250,262	42.8	85.9	\$76,390	\$471,920	6.18	14.00%	59.01%	3.02%	4.88%	0.48%	5.22%	10.13%	2.78%	4.09%	38.39%
Minneapolis	3,790,663	774,104	38.1	53.8	\$96,864	\$397,588	4.10	8.17%	68.08%	3.16%	5.33%	0.16%	2.44%	8.45%	2.63%	10.91%	45.65%
Nashville	2,189,414	808,154	37.2	58.7	\$83,639	\$432,404	5.17	10.36%	65.07%	2.41%	4.07%	0.19%	2.73%	10.43%	2.32%	6.86%	41.48%
New York	19,954,881	1,678,068	39.4	82.9	\$96,850	\$640,026	6.61	12.55%	49.41%	4.15%	6.12%	0.26%	3.80%	10.24%	2.77%	5.07%	44.92%
Orlando	2,884,681	1,240,120	38.6	82.8	\$75,807	\$396,885	5.24	11.60%	61.18%	2.24%	3.33%	0.25%	3.53%	9.33%	2.88%	3.17%	37.88%
Philadelphia	6,307,532	620,376	39.6	67.2	\$89,278	\$381,561	4.27	11.89%	66.19%	2.83%	4.84%	0.15%	2.91%	8.99%	2.92%	7.12%	43.23%
Phoenix	5,149,752	1,897,876	38.2	78.0	\$87,166	\$462,805	5.31	10.45%	67.75%	2.91%	4.11%	0.06%	4.68%	7.05%	1.86%	5.72%	36.28%
Pittsburgh	2,447,995	-77,718	43.1	34.8	\$73,985	\$256,535	3.47	11.47%	69.54%	4.09%	3.01%	0.54%	2.17%	6.78%	2.43%	7.75%	38.82%
Portland	2,593,190	666,383	39.4	61.7	\$94,993	\$615,038	6.47	9.48%	60.88%	2.63%	3.39%	0.16%	3.20%	6.98%	2.85%	8.75%	43.45%
Raleigh	1,552,570	755,560	37.4	69.5	\$100,032	\$452,038	4.52	8.45%	65.88%	3.88%	3.40%	0.17%	6.72%	10.00%	1.61%	4.75%	52.73%
Riverside	4,719,812	1,464,972	37.0	87.1	\$86,112	\$566,249	6.58	12.24%	64.79%	1.48%	2.64%	0.13%	3.09%	5.81%	3.17%	6.31%	25.77%
Sacramento	2,466,648	669,787	38.9	79.8	\$94,611	\$616,840	6.52	11.46%	61.92%	2.22%	4.39%	0.08%	3.50%	7.98%	2.09%	4.51%	38.72%
Salt Lake City	1,312,144	373,101	33.6	64.9	\$100,888	\$573,781	5.69	8.05%	66.03%	3.47%	4.59%	0.12%	2.51%	8.64%	2.09%	7.31%	39.78%
San Diego	3,299,130	485,297	37.9	83.7	\$104,597	\$877,370	8.39	10.00%	53.66%	3.00%	3.35%	0.13%	3.25%	9.91%	1.89%	6.95%	44.34%
San Francisco	4,746,767	623,040	39.8	83.5	\$134,234	\$1,232,601	9.18	8.77%	52.99%	6.01%	5.18%	0.26%	3.10%	12.26%	2.92%	6.20%	55.28%
San Jose	1,990,196	254,364	38.5	82.6	\$158,995	\$1,496,466	9.41	6.87%	53.44%	11.73%	2.96%	0.20%	2.67%	10.25%	1.55%	15.30%	57.46%
Seattle	4,176,271	1,132,393	38.0	70.2	\$113,257	\$774,215	6.84	8.02%	60.01%	4.06%	3.94%	0.15%	3.22%	9.20%	2.63%	9.05%	47.96%
St. Louis	2,824,501	149,162	40.2	50.7	\$79,002	\$264,189	3.34	10.78%	68.77%	2.23%	4.46%	0.23%	2.41%	7.54%	2.95%	8.20%	38.68%
Tampa	3,356,667	960,676	43.0	71.7	\$73,773	\$382,682	5.19	12.50%	66.20%	2.34%	5.38%	0.28%	4.22%	8.96%	1.88%	4.87%	36.46%
Virginia Beach	1,804,873	211,102	38.0	67.5	\$78,865	\$369,743	4.69	10.53%	62.85%	2.32%	2.48%	0.04%	2.86%	6.81%	2.69%	11.50%	36.50%
Washington DC	6,429,395	1,666,504	37.9	80.6	\$122,325	\$618,875	5.06	7.57%	62.89%	4.02%	3.39%	0.18%	3.39%	17.18%	1.67%	2.74%	56.10%
Georgia	11,128,319	2,941,865	38.1	71.0	\$77,086	\$321,503	4.17	13.17%	65.03%	2.33%	3.62%	0.11%	2.76%	6.60%	3.93%	7.66%	35.47%
United States	338,440,954	57,019,048	39.3	72.5	\$79,068	\$355,577	4.50	12.42%	64.36%	2.62%	3.98%	0.23%	2.79%	7.68%	2.61%	7.62%	36.79%

Metro Atlanta One of the Most Diverse Places (2023)

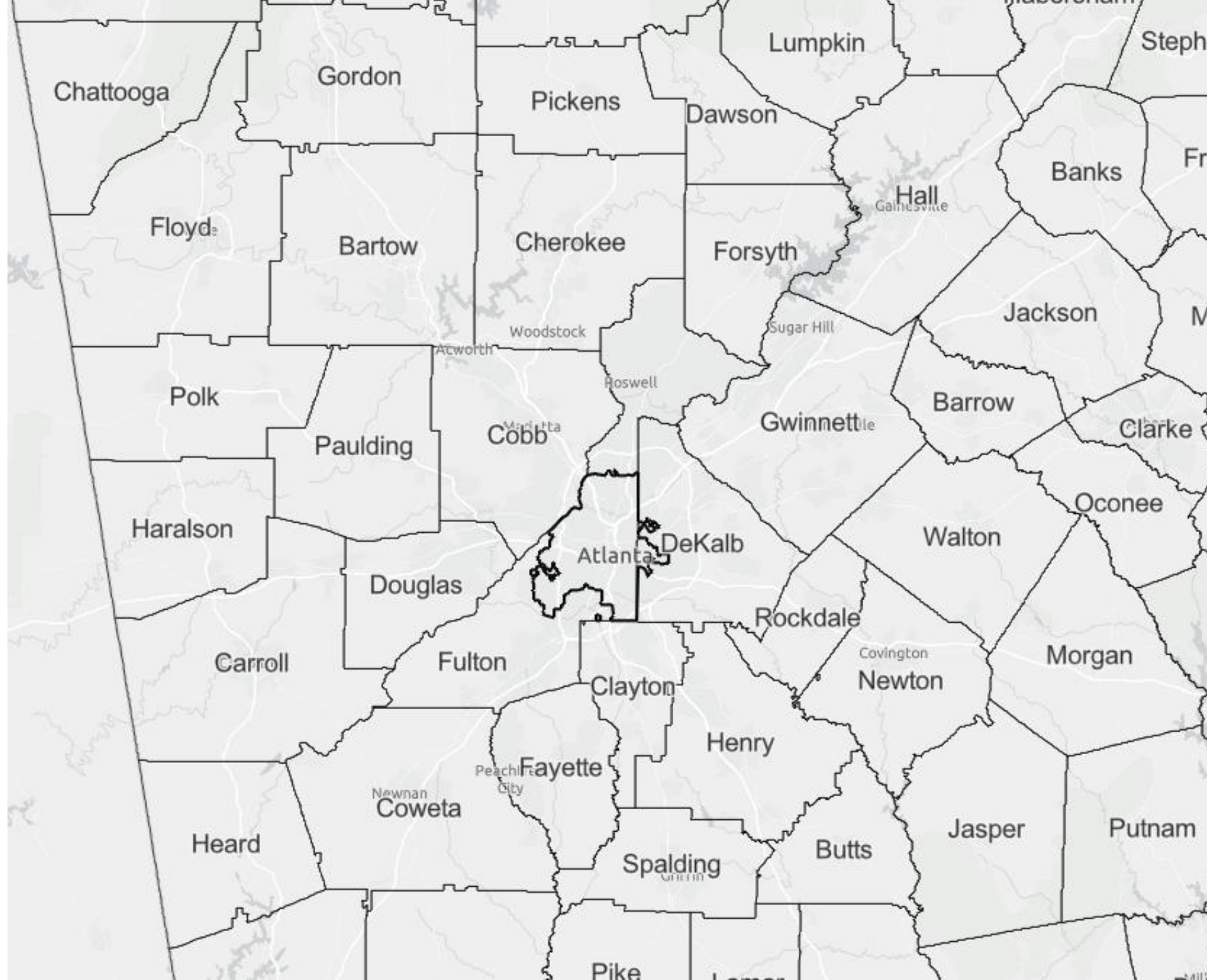
■ White NH
 ■ Black NH
 ■ Asian NH
 ■ All Other NH
 ■ Hispanic

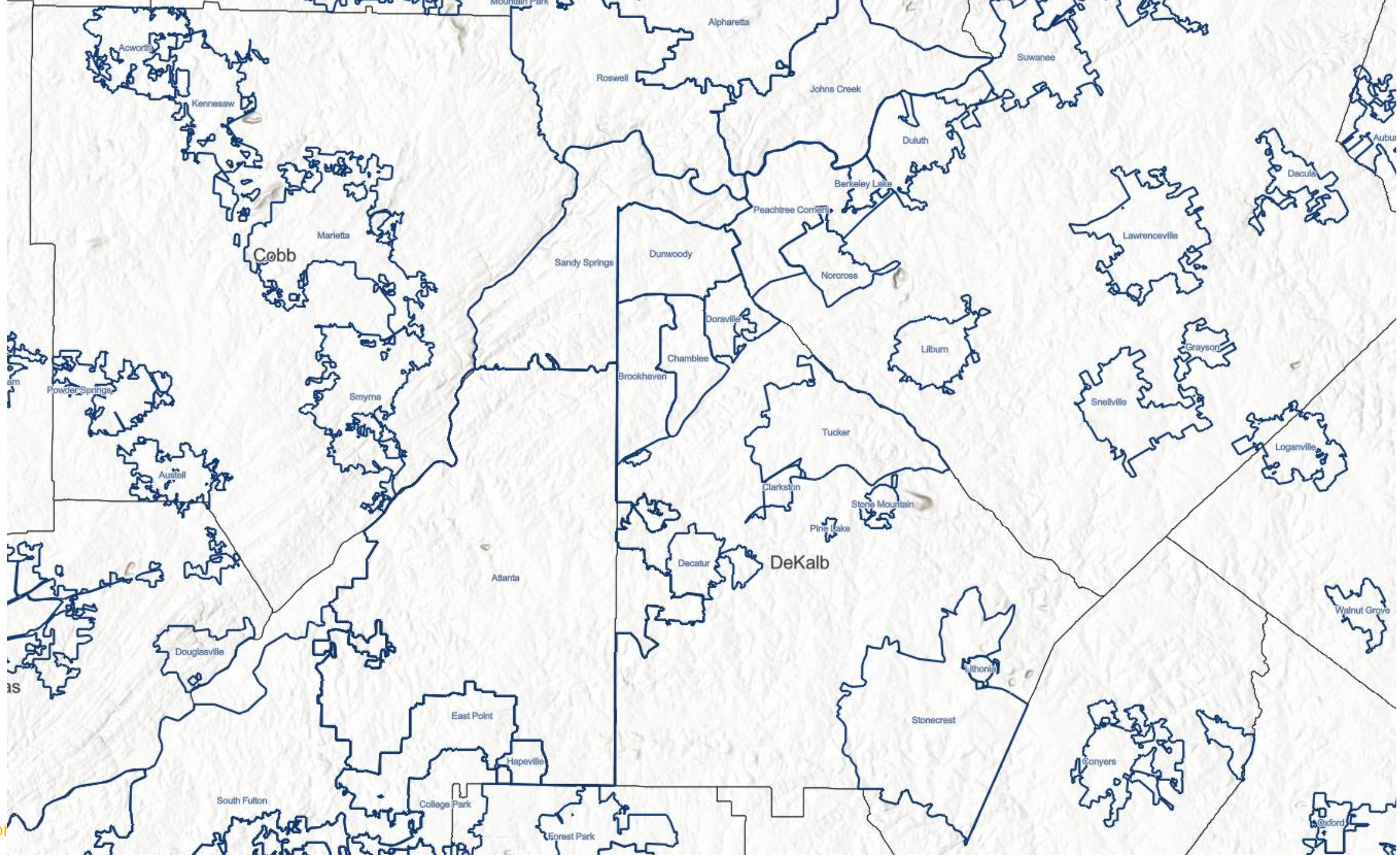




Just The Facts

County Geography





NAME	Tot Pop 2024	Pop Change		Med Age	Diversity InX	Med HH Inc	Med Home			Information				Prof Sci			
		2000-24					Value	MHV/MHI	% HH Poverty	Own Occ HU	Jobs	Fin&Ins	Man of Comp	Real Estate	Technical	Trans/Ware	Manuf
Barrow	92,516	46,376	37.2	66.0	\$82,273	\$264,160	3.21	9.95%	80.25%	0.92%	1.71%	0.03%	2.54%	5.52%	1.05%	9.09%	22.57%
Bartow	115,558	39,564	39.2	54.0	\$85,215	\$312,199	3.66	11.54%	70.71%	0.93%	2.17%	0.06%	2.08%	2.51%	3.06%	20.31%	22.34%
Carroll	125,909	38,641	36.9	58.1	\$76,168	\$287,347	3.77	16.18%	69.34%	1.72%	1.83%	0.00%	1.83%	3.18%	2.04%	6.86%	22.77%
Cherokee	292,824	150,904	39.9	54.7	\$104,564	\$451,021	4.31	6.82%	77.92%	1.31%	2.83%	0.03%	4.76%	6.68%	0.99%	9.25%	41.46%
Clayton	304,277	67,722	35.2	61.4	\$61,384	\$230,099	3.75	15.66%	51.95%	1.12%	2.00%	0.04%	2.64%	4.83%	9.49%	4.54%	22.06%
Cobb	785,427	177,694	37.7	75.4	\$101,747	\$428,456	4.21	8.06%	66.17%	3.10%	4.51%	0.12%	3.85%	9.02%	1.96%	7.42%	51.86%
Coweta	156,373	67,159	39.9	58.1	\$92,550	\$347,995	3.76	8.03%	74.57%	0.92%	1.85%	0.01%	2.90%	3.70%	0.84%	5.79%	35.95%
Dawson	31,530	15,554	44.0	33.9	\$92,417	\$369,671	4.00	8.84%	78.74%	1.11%	2.34%	0.00%	1.45%	2.91%	0.76%	4.71%	37.63%
DeKalb	776,301	110,419	36.8	71.5	\$81,472	\$373,165	4.58	11.62%	55.52%	1.93%	2.61%	0.05%	2.57%	5.68%	1.74%	2.99%	48.88%
Douglas	149,831	57,587	38.1	70.6	\$84,699	\$317,828	3.75	11.11%	68.10%	0.94%	1.94%	0.05%	2.04%	4.36%	1.31%	13.07%	31.57%
Fayette	124,495	33,232	44.5	67.1	\$114,701	\$413,764	3.61	5.44%	80.94%	1.55%	3.06%	0.05%	3.04%	5.79%	1.85%	8.64%	49.05%
Forsyth	282,889	184,498	39.5	65.1	\$134,729	\$571,755	4.24	4.55%	83.10%	2.13%	2.96%	0.15%	3.01%	7.67%	1.03%	11.01%	58.30%
Fulton	1,103,812	287,828	36.2	71.1	\$94,350	\$477,230	5.06	12.19%	52.09%	4.34%	6.12%	0.10%	3.98%	12.17%	11.24%	5.11%	59.17%
Gwinnett	1,004,880	416,423	36.7	85.0	\$86,853	\$394,721	4.54	9.51%	66.66%	2.92%	4.34%	0.09%	2.72%	8.18%	2.28%	7.86%	40.99%
Hall	218,157	78,848	38.2	74.8	\$80,756	\$384,932	4.77	12.18%	70.93%	1.23%	2.31%	0.44%	2.30%	5.92%	1.76%	16.04%	27.56%
Henry	257,756	138,341	38.1	66.7	\$86,188	\$317,206	3.68	7.57%	74.75%	0.86%	2.10%	0.01%	2.98%	4.57%	2.66%	4.04%	28.90%
Newton	120,077	58,076	38.3	65.1	\$78,264	\$249,215	3.18	12.91%	71.38%	1.20%	2.65%	0.26%	2.30%	4.23%	1.27%	12.61%	24.01%
Paulding	184,510	102,885	36.9	62.1	\$92,568	\$297,955	3.22	6.69%	81.14%	1.18%	2.26%	0.02%	2.54%	4.43%	2.83%	3.76%	28.13%
Rockdale	96,381	26,270	40.1	64.9	\$78,400	\$271,335	3.46	9.98%	70.08%	1.04%	2.69%	0.02%	2.03%	7.08%	2.45%	10.45%	29.93%
Spalding	69,442	11,025	41.2	62.5	\$56,727	\$228,155	4.02	17.97%	64.39%	0.97%	2.97%	0.00%	1.78%	4.12%	1.81%	7.38%	19.50%
Walton	105,196	44,509	40.2	54.7	\$89,062	\$365,699	4.11	11.35%	77.55%	1.11%	3.10%	0.01%	2.44%	4.54%	1.06%	6.66%	25.89%
Atlanta	525,050	101,660	34.0	66.5	\$85,782	\$505,076	5.89	16.51%	42.37%	3.22%	3.91%	0.08%	3.02%	9.58%	13.68%	3.56%	59.98%
Johns Creek	82,470	20,809	42.0	70.9	\$161,939	\$557,710	3.44	3.42%	79.32%	2.60%	3.89%	0.04%	5.05%	15.72%	1.61%	1.42%	72.57%
Roswell	92,987	11,669	40.7	67.4	\$127,006	\$526,550	4.15	5.29%	68.92%	2.41%	4.14%	0.11%	4.75%	12.80%	0.96%	3.51%	65.59%
Sandy Springs	109,123	23,321	36.9	73.4	\$104,378	\$643,672	6.17	7.63%	47.18%	4.74%	11.20%	0.16%	5.29%	14.50%	2.25%	3.88%	69.49%
South Fulton	115,341	70,159	37.7	22.9	\$82,935	\$315,066	3.80	9.56%	72.69%	1.19%	1.39%	0.04%	1.86%	8.09%	6.15%	18.56%	43.48%
Atlanta MSA	6,399,274	2,130,784	37.6	74.8	\$89,276	\$377,141	4.22	10.40%	64.94%	2.81%	4.17%	0.08%	3.25%	8.35%	5.19%	6.50%	42.84%
Georgia	11,128,319	2,941,865	38.1	71.0	\$77,086	\$321,503	4.17	13.17%	65.03%	2.33%	3.62%	0.11%	2.76%	6.60%	3.93%	7.66%	35.47%
United States	338,440,954	57,019,048	39.3	72.5	\$79,068	\$355,577	4.50	12.42%	64.36%	2.62%	3.98%	0.23%	2.79%	7.68%	2.61%	7.62%	36.79%

NAME	Tot Pop 2024	Pop Change 2000-24	Med Age	Diversity InX	Med HH Inc	Med Home Value	MHV/M HI	% HH Poverty	Own Occ HU	Informati on Jobs	Fin&Ins	Man of Comp	Real Estate	Prof Sci Technical	Trans/Ware	Manuf	Bachelor's +
Atlanta	6,399,274	2,130,784	37.6	74.8	\$89,276	\$377,141	4.22	10.40%	64.94%	2.81%	4.17%	0.08%	3.25%	8.35%	5.19%	6.50%	42.84%
Austin	2,550,817	1,301,061	35.5	79.8	\$98,368	\$506,370	5.15	9.91%	58.03%	4.49%	3.60%	0.21%	3.48%	9.18%	1.88%	6.67%	51.95%
Baltimore	2,867,112	314,114	39.3	68.8	\$96,253	\$431,254	4.48	10.29%	66.11%	2.51%	3.34%	0.28%	3.20%	10.50%	1.80%	4.83%	45.55%
Boston	4,982,394	591,116	39.5	63.1	\$108,918	\$688,517	6.32	9.91%	59.87%	4.04%	5.31%	0.26%	2.89%	9.79%	2.03%	6.94%	51.95%
Charlotte	2,851,936	1,109,417	38.4	69.2	\$81,494	\$373,787	4.59	10.29%	65.56%	2.28%	3.77%	0.63%	3.16%	6.98%	2.99%	8.94%	41.57%
Chicago	9,280,082	331,343	38.9	79.1	\$87,746	\$326,272	3.72	11.33%	64.28%	2.43%	5.58%	0.38%	2.74%	8.89%	2.91%	8.26%	42.46%
Cincinnati	2,284,819	275,182	38.8	46.2	\$79,242	\$277,638	3.50	11.66%	67.40%	2.30%	5.48%	0.30%	2.38%	9.71%	2.15%	10.94%	38.89%
Columbus	2,209,888	535,157	36.9	55.2	\$79,635	\$311,182	3.91	11.43%	60.66%	2.28%	5.88%	0.43%	2.72%	7.05%	2.69%	6.62%	42.23%
Dallas	8,195,415	3,039,133	36.1	83.2	\$88,391	\$370,937	4.20	10.06%	59.57%	2.59%	4.79%	0.27%	3.14%	9.73%	3.20%	7.53%	41.32%
Denver	3,081,342	902,002	37.5	71.2	\$104,506	\$632,420	6.05	8.03%	61.50%	4.07%	5.40%	0.22%	3.62%	9.57%	2.15%	5.75%	50.91%
Detroit	4,364,290	-88,267	40.5	58.4	\$76,092	\$271,203	3.56	12.94%	70.73%	2.19%	4.14%	0.29%	2.57%	10.14%	2.26%	11.40%	35.44%
Fresno	1,191,199	269,268	34.6	86.9	\$73,366	\$405,789	5.53	18.06%	56.96%	2.66%	3.16%	0.09%	2.39%	6.45%	2.68%	5.73%	25.10%
Houston	7,624,200	2,908,803	36.1	86.8	\$80,537	\$309,553	3.84	12.69%	61.32%	1.58%	3.38%	0.21%	2.90%	9.35%	3.52%	6.68%	38.43%
Indianapolis	2,173,541	534,521	37.6	58.8	\$79,790	\$278,339	3.49	10.79%	66.36%	2.24%	4.92%	0.20%	2.67%	8.67%	2.25%	8.37%	39.72%
Jacksonville	1,737,832	615,082	40.0	66.1	\$82,603	\$378,437	4.58	11.49%	66.01%	2.81%	4.68%	0.21%	3.54%	7.53%	3.89%	5.38%	37.55%
Kansas City	2,246,258	435,006	38.3	58.7	\$80,044	\$299,710	3.74	10.05%	63.96%	2.29%	5.28%	0.41%	3.45%	8.49%	3.03%	6.88%	40.47%
Las Vegas	2,387,864	1,012,126	38.6	85.5	\$76,033	\$445,490	5.86	13.13%	58.84%	1.82%	3.15%	0.10%	3.98%	6.10%	3.19%	2.32%	27.29%
Los Angeles	12,940,761	575,424	38.7	88.1	\$94,047	\$885,925	9.42	12.80%	47.93%	3.68%	4.54%	0.33%	3.69%	9.70%	3.10%	8.30%	39.85%
Louisville	1,385,677	231,839	39.9	52.2	\$72,654	\$270,061	3.72	11.75%	68.44%	2.05%	5.18%	1.21%	2.53%	6.76%	2.88%	9.89%	34.25%
Miami	6,257,826	1,250,262	42.8	85.9	\$76,390	\$471,920	6.18	14.00%	59.01%	3.02%	4.88%	0.48%	5.22%	10.13%	2.78%	4.09%	38.39%
Minneapolis	3,790,663	774,104	38.1	53.8	\$96,864	\$397,588	4.10	8.17%	68.08%	3.16%	5.33%	0.16%	2.44%	8.45%	2.63%	10.91%	45.65%
Nashville	2,189,414	808,154	37.2	58.7	\$83,639	\$432,404	5.17	10.36%	65.07%	2.41%	4.07%	0.19%	2.73%	10.43%	2.32%	6.86%	41.48%
New York	19,954,881	1,678,068	39.4	82.9	\$96,850	\$640,026	6.61	12.55%	49.41%	4.15%	6.12%	0.26%	3.80%	10.24%	2.77%	5.07%	44.92%
Orlando	2,884,681	1,240,120	38.6	82.8	\$75,807	\$396,885	5.24	11.60%	61.18%	2.24%	3.33%	0.25%	3.53%	9.33%	2.88%	3.17%	37.88%
Philadelphia	6,307,532	620,376	39.6	67.2	\$89,278	\$381,561	4.27	11.89%	66.19%	2.83%	4.84%	0.15%	2.91%	8.99%	2.92%	7.12%	43.23%
Phoenix	5,149,752	1,897,876	38.2	78.0	\$87,166	\$462,805	5.31	10.45%	67.75%	2.91%	4.11%	0.06%	4.68%	7.05%	1.86%	5.72%	36.28%
Pittsburgh	2,447,995	-77,718	43.1	34.8	\$73,985	\$256,535	3.47	11.47%	69.54%	4.09%	3.01%	0.54%	2.17%	6.78%	2.43%	7.75%	38.82%
Portland	2,593,190	666,383	39.4	61.7	\$94,993	\$615,038	6.47	9.48%	60.88%	2.63%	3.39%	0.16%	3.20%	6.98%	2.85%	8.75%	43.45%
Raleigh	1,552,570	755,560	37.4	69.5	\$100,032	\$452,038	4.52	8.45%	65.88%	3.88%	3.40%	0.17%	6.72%	10.00%	1.61%	4.75%	52.73%
Riverside	4,719,812	1,464,972	37.0	87.1	\$86,112	\$566,249	6.58	12.24%	64.79%	1.48%	2.64%	0.13%	3.09%	5.81%	3.17%	6.31%	25.77%
Sacramento	2,466,648	669,787	38.9	79.8	\$94,611	\$616,840	6.52	11.46%	61.92%	2.22%	4.39%	0.08%	3.50%	7.98%	2.09%	4.51%	38.72%
Salt Lake City	1,312,144	373,101	33.6	64.9	\$100,888	\$573,781	5.69	8.05%	66.03%	3.47%	4.59%	0.12%	2.51%	8.64%	2.09%	7.31%	39.78%
San Diego	3,299,130	485,297	37.9	83.7	\$104,597	\$877,370	8.39	10.00%	53.66%	3.00%	3.35%	0.13%	3.25%	9.91%	1.89%	6.95%	44.34%
San Francisco	4,746,767	623,040	39.8	83.5	\$134,234	\$1,232,601	9.18	8.77%	52.99%	6.01%	5.18%	0.26%	3.10%	12.26%	2.92%	6.20%	55.28%
San Jose	1,990,196	254,364	38.5	82.6	\$158,995	\$1,496,466	9.41	6.87%	53.44%	11.73%	2.96%	0.20%	2.67%	10.25%	1.55%	15.30%	57.46%
Seattle	4,176,271	1,132,393	38.0	70.2	\$113,257	\$774,215	6.84	8.02%	60.01%	4.06%	3.94%	0.15%	3.22%	9.20%	2.63%	9.05%	47.96%
St. Louis	2,824,501	149,162	40.2	50.7	\$79,002	\$264,189	3.34	10.78%	68.77%	2.23%	4.46%	0.23%	2.41%	7.54%	2.95%	8.20%	38.68%
Tampa	3,356,667	960,676	43.0	71.7	\$73,773	\$382,682	5.19	12.50%	66.20%	2.34%	5.38%	0.28%	4.22%	8.96%	1.88%	4.87%	36.46%
Virginia Beach	1,804,873	211,102	38.0	67.5	\$78,865	\$369,743	4.69	10.53%	62.85%	2.32%	2.48%	0.04%	2.86%	6.81%	2.69%	11.50%	36.50%
Washington DC	6,429,395	1,666,504	37.9	80.6	\$122,325	\$618,875	5.06	7.57%	62.89%	4.02%	3.39%	0.18%	3.39%	17.18%	1.67%	2.74%	56.10%
Georgia	11,128,319	2,941,865	38.1	71.0	\$77,086	\$321,503	4.17	13.17%	65.03%	2.33%	3.62%	0.11%	2.76%	6.60%	3.93%	7.66%	35.47%
United States	338,440,954	57,019,048	39.3	72.5	\$79,068	\$355,577	4.50	12.42%	64.36%	2.62%	3.98%	0.23%	2.79%	7.68%	2.61%	7.62%	36.79%

How DeKalb Compares

NAME	Population 2024	Median Age	Diversity Index	Median HH Income	Median Home Val	MHV/MHI	HHs in Poverty	Information Jobs	Fin/Ins	Management	Real Estate	Profess/Sci/Tech	Bachelor's+
Atlanta	525,050	34.0	66.5	\$85,782	\$505,076	5.89	16.5%	3.2%	3.9%	0.1%	3.0%	9.6%	60.0%
Cherokee County	292,824	39.9	54.7	\$104,564	\$451,021	4.31	6.8%	1.3%	2.8%	0.0%	4.8%	6.7%	41.5%
Clayton County	304,277	35.2	61.4	\$61,384	\$230,099	3.75	15.7%	1.1%	2.0%	0.0%	2.6%	4.8%	22.1%
Cobb County	785,427	37.7	75.4	\$101,747	\$428,456	4.21	8.1%	3.1%	4.5%	0.1%	3.9%	9.0%	51.9%
DeKalb County	776,301	36.8	71.5	\$81,472	\$373,165	4.58	11.6%	1.9%	2.6%	0.1%	2.6%	5.7%	48.9%
Douglas County	149,831	38.1	70.6	\$84,699	\$317,828	3.75	11.1%	0.9%	1.9%	0.1%	2.0%	4.4%	31.6%
Fayette County	124,495	44.5	67.1	\$114,701	\$413,764	3.61	5.4%	1.6%	3.1%	0.1%	3.0%	5.8%	49.1%
Forsyth County	282,889	39.5	65.1	\$134,729	\$571,755	4.24	4.6%	2.1%	3.0%	0.2%	3.0%	7.7%	58.3%
Fulton County	1,103,812	36.2	71.1	\$94,350	\$477,230	5.06	12.2%	4.3%	6.1%	0.1%	4.0%	12.2%	59.2%
Gwinnett County	1,004,880	36.7	85.0	\$86,853	\$394,721	4.54	9.5%	2.9%	4.3%	0.1%	2.7%	8.2%	41.0%
Henry County	257,756	38.1	66.7	\$86,188	\$317,206	3.68	7.6%	0.9%	2.1%	0.0%	3.0%	4.6%	28.9%
Rockdale County	96,381	40.1	64.9	\$78,400	\$271,335	3.46	10.0%	1.0%	2.7%	0.0%	2.0%	7.1%	29.9%

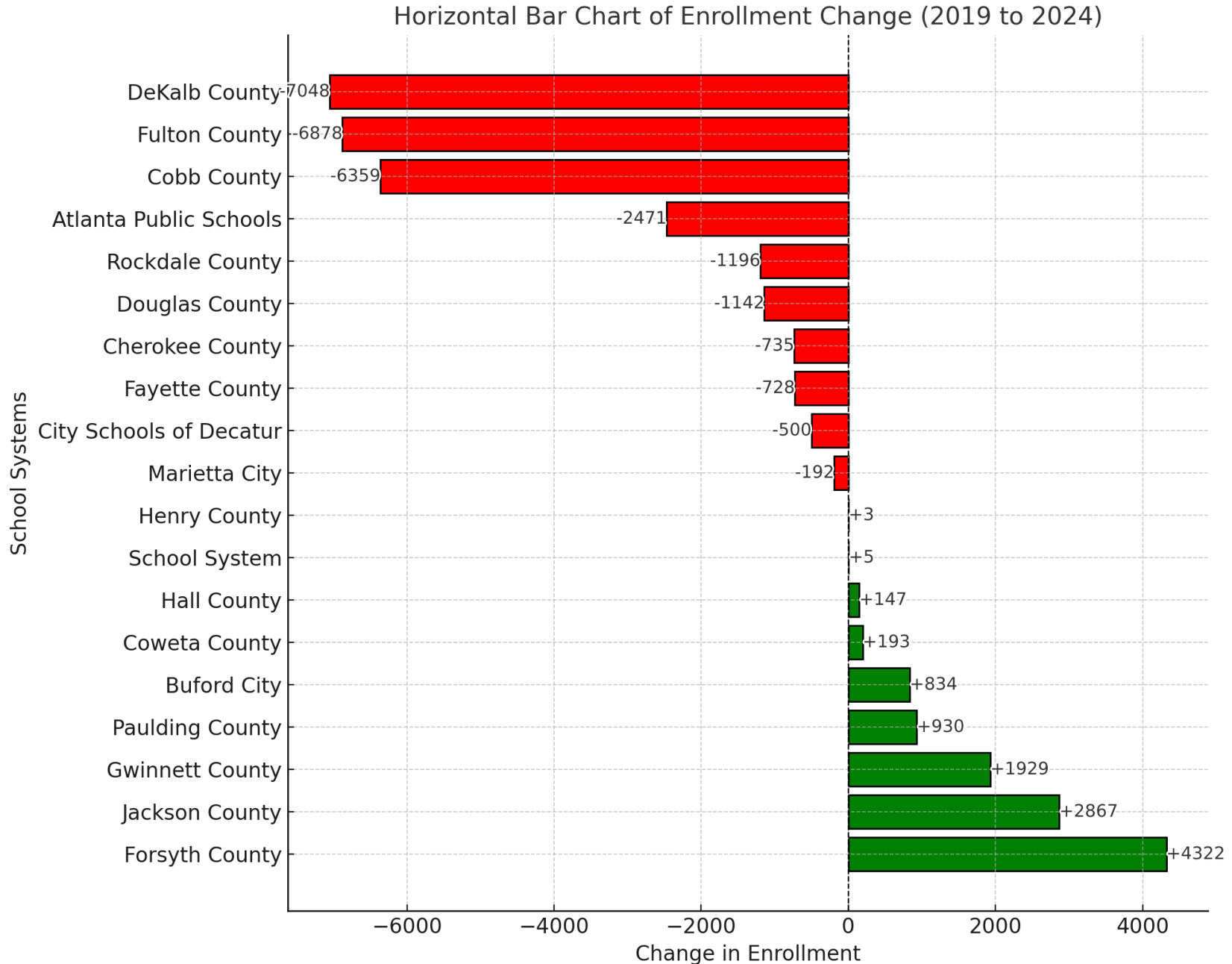
DeKalb is a Young Place

Variable	DeKalb County	Atlanta	ARC 11 Counties	Atlanta Metropolitan	Georgia	United States
Age 0-4 (%)	6.0%	4.8%	5.6%	5.6%	5.7%	5.5%
Age 5-9 (%)	6.1%	4.7%	6.0%	6.1%	6.1%	5.9%
Age 10-14 (%)	5.8%	4.4%	6.4%	6.5%	6.4%	6.0%
Age 15-19 (%)	5.6%	5.7%	6.7%	6.8%	6.8%	6.4%
Age 20-24 (%)	6.7%	9.3%	7.1%	7.0%	7.2%	6.8%
Age 25-29 (%)	8.0%	12.0%	7.3%	7.0%	6.7%	6.5%
Age 30-34 (%)	8.9%	11.6%	7.6%	7.4%	7.0%	7.0%
Age 35-39 (%)	8.0%	8.6%	7.2%	7.0%	6.7%	6.7%
Age 40-44 (%)	7.3%	6.9%	7.1%	7.0%	6.7%	6.6%
Age 45-49 (%)	6.3%	5.7%	6.6%	6.5%	6.2%	5.9%
Age 50-54 (%)	6.2%	5.4%	6.9%	6.8%	6.5%	6.2%
Age 55-59 (%)	5.6%	4.8%	6.1%	6.2%	6.1%	6.0%
Age 60-64 (%)	5.5%	4.4%	5.7%	5.8%	6.1%	6.3%
Age 65-69 (%)	4.6%	3.8%	4.6%	4.8%	5.2%	5.7%
Age 70-74 (%)	3.7%	3.0%	3.6%	3.8%	4.2%	4.7%
Age 75-79 (%)	2.7%	2.3%	2.7%	2.8%	3.2%	3.6%
Age 80-84 (%)	1.5%	1.4%	1.5%	1.6%	1.8%	2.2%
Age 85+ (%)	1.4%	1.4%	1.3%	1.3%	1.5%	2.0%

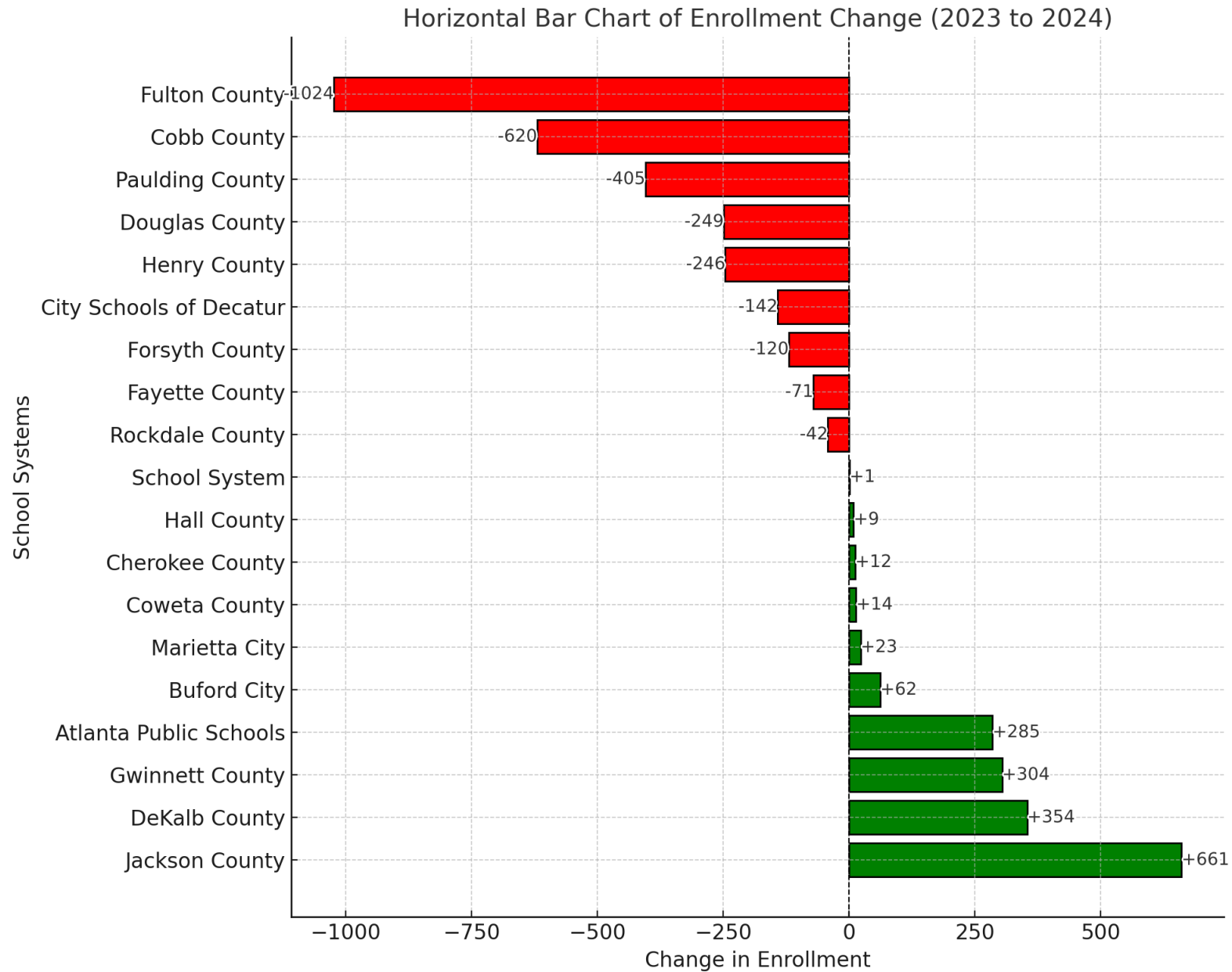
DeKalb is a Diverse Place (But Not As Diverse As You Think)

Variable	DeKalb County	Atlanta	ARC 11 Counties	Atlanta Metropolitan	Georgia	United States
2024 White Non-Hispanic Population	27.6%	37.4%	36.6%	42.0%	48.4%	56.3%
2024 Black/African American Non-Hispanic Population	50.3%	46.8%	36.6%	33.6%	30.9%	12.1%
2024 Asian Non-Hispanic Population	6.7%	4.9%	8.4%	7.1%	4.9%	6.3%
2024 Hispanic Population	11.1%	6.4%	13.7%	12.7%	11.2%	19.6%
2024 Diversity Index	71.5	66.5	76.7	74.8	71.0	72.5
Change, White Non-Hispanic Population, 2010-2024	-1.8%	0.8%	-9.0%	-9.0%	-7.4%	-7.4%
Change, Black/African American Non-Hispanic Population, 2010-2024	-3.4%	-6.1%	1.7%	1.9%	0.9%	-0.1%
Change, Asian Non-Hispanic Population, 2010-2024	1.6%	1.6%	2.7%	2.3%	1.6%	1.6%
Change, Hispanic Population, 2010-2024	1.3%	1.2%	2.1%	2.3%	2.4%	3.3%
Change, Diversity Index, 2010-2024	5.3	6.0	7.8	8.9	9.0	12.3

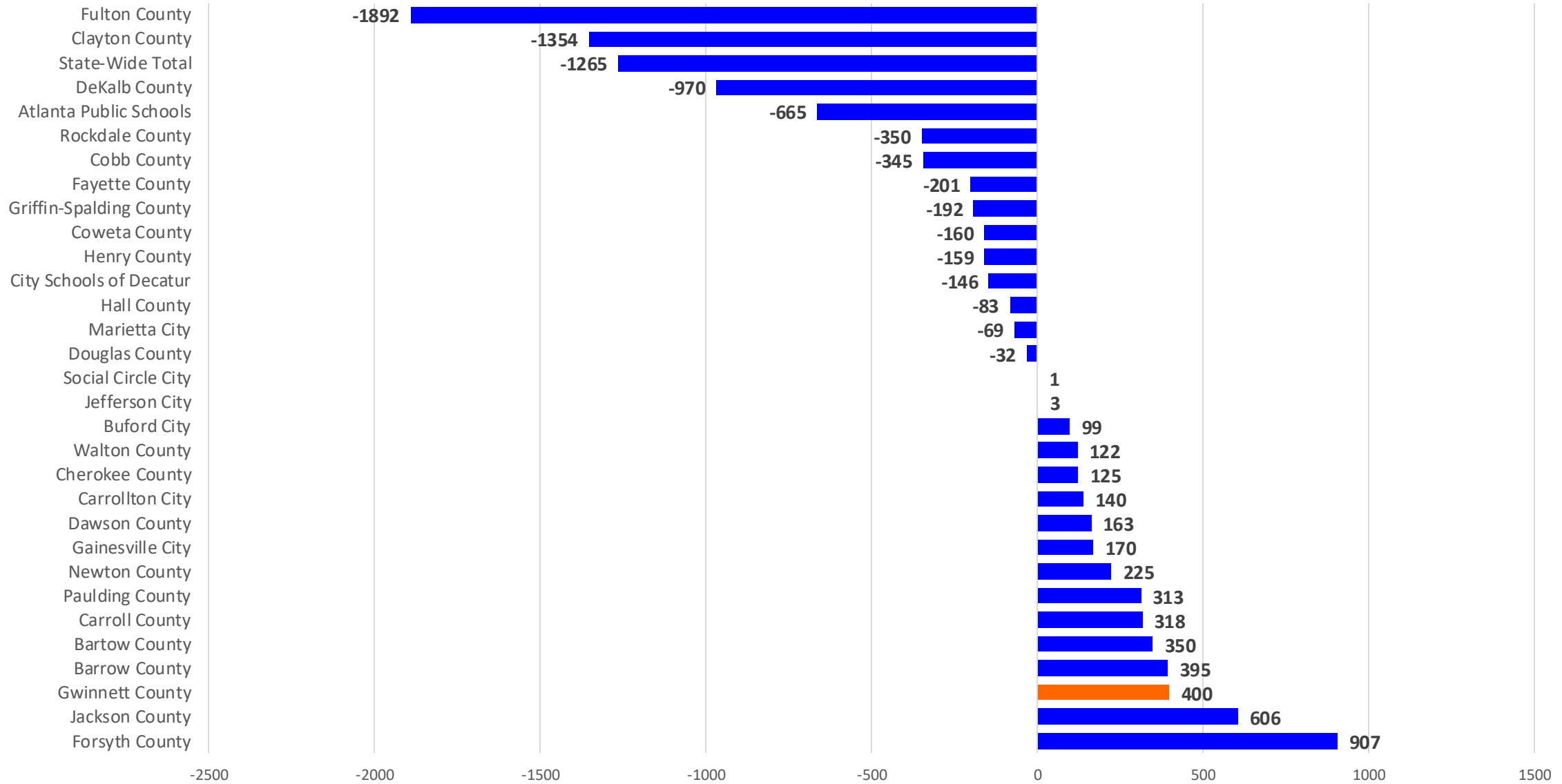
School Enrollment Change 2019 to 2024



School Enrollment Change 2023 to 2024

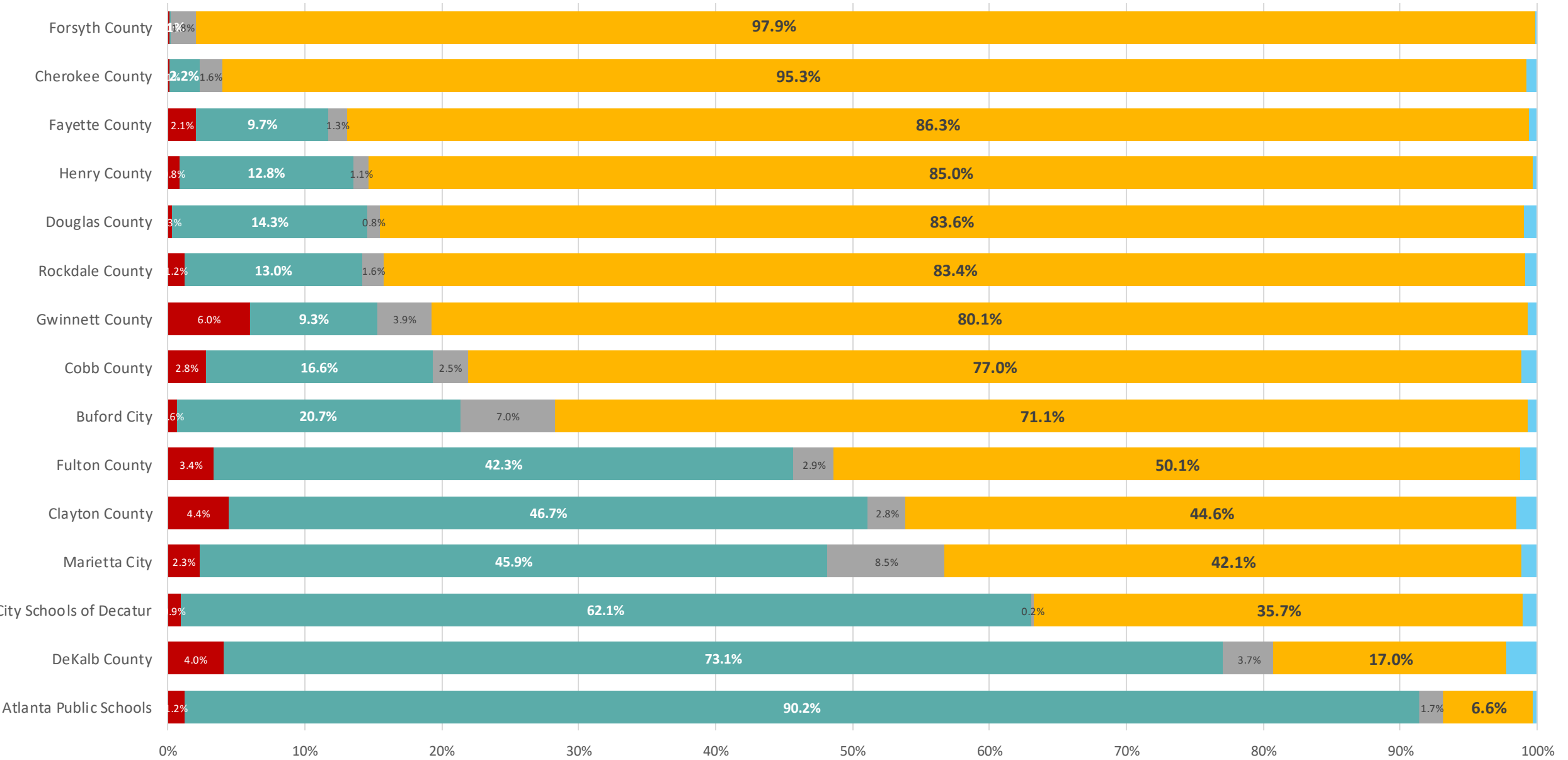


School Enrollment Change 2022 to 2023



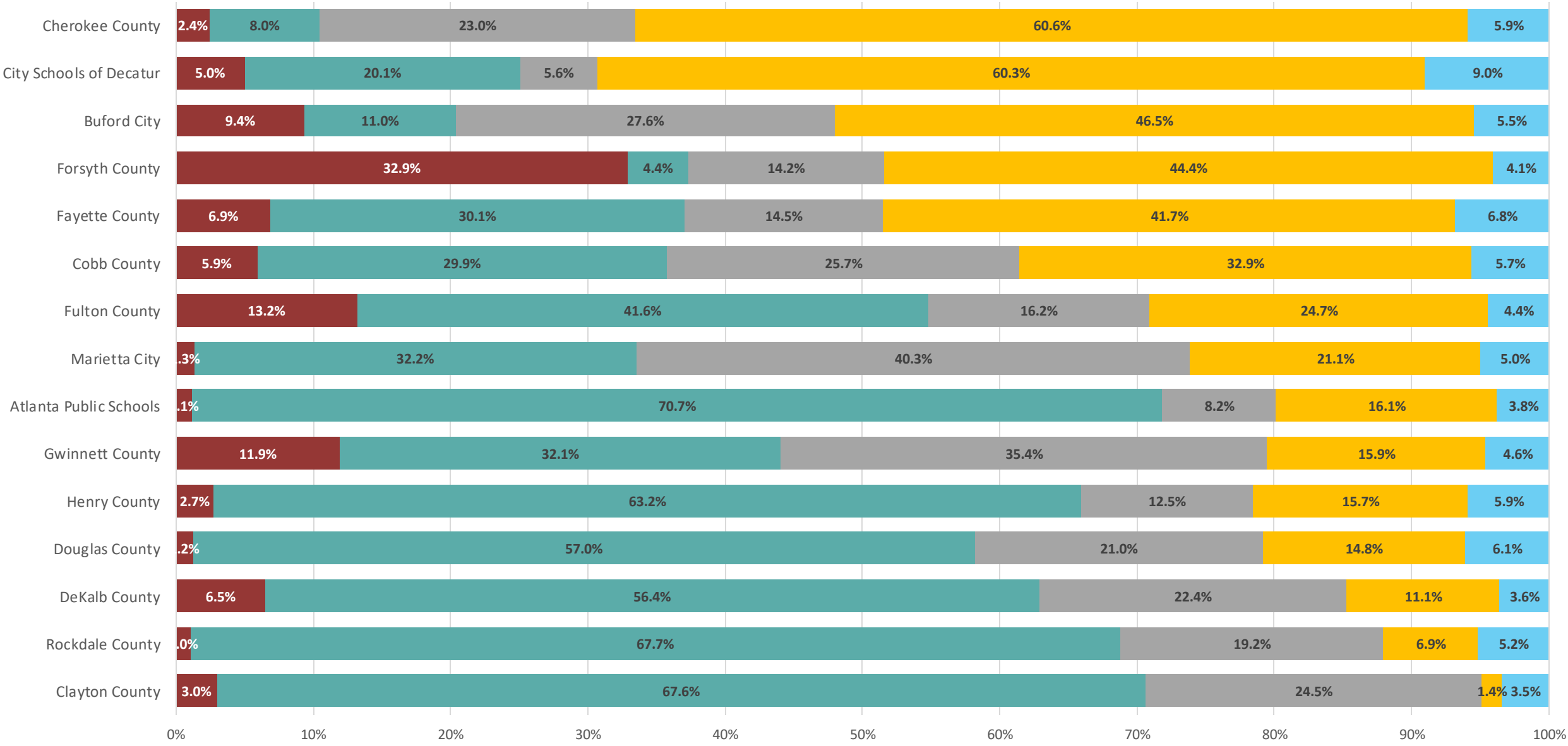
1995 School Enrollment

Source: GA DOE



2023 School Enrollment

Source: GA DOE



Life Expectancy

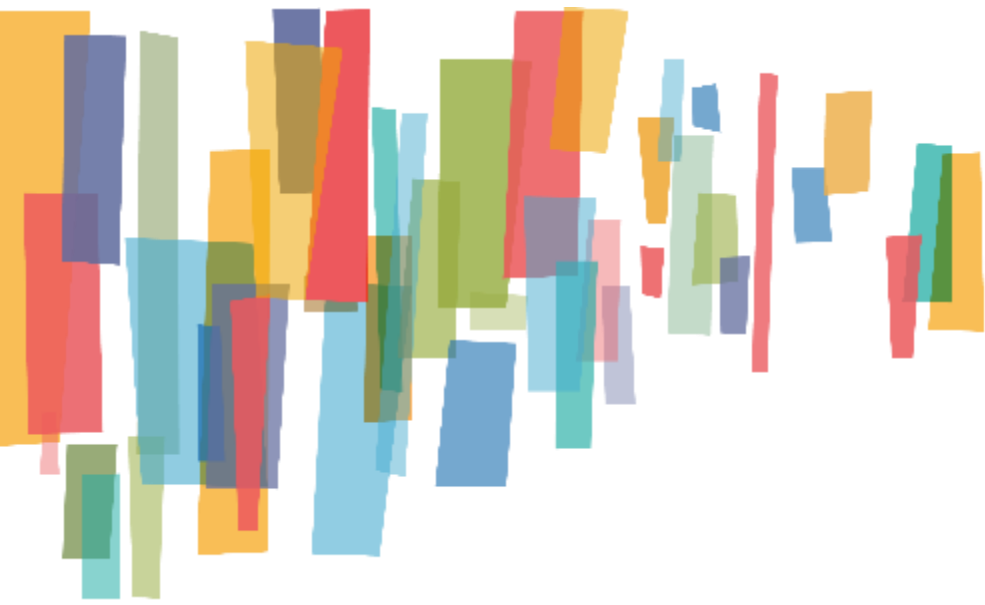
On average, a child born recently (last five years, or so) can expect to live 78.9 years in DeKalb, roughly on par with that of the region. Of course, disparities exist among races and ethnicities

Geography	Life expectancy (Age - All Races)	Hispanic (all races)	Non-Hispanic Asian	Non-Hispanic Black	Non-Hispanic White
Georgia	76.1				
Cherokee	79.6	83.9	88.1	78.8	79.4
Clayton	74.4	82.6	83.2	74.1	68.8
Cobb	79.5	84.8	87.5	77.5	79.5
DeKalb	78.9	83.3	89	76.4	81.9
Douglas	76.1	84.9	88.9	75.5	74.9
Fayette	79.6	88.7	86.7	76.6	80
Forsyth	81.3	86.1	89.4	82.5	80.3
Fulton	78.1	85.7	88.6	73.2	81.8
Gwinnett	79.6	84.3	84.6	77.5	78.8
Henry	76	84.9	82.9	75.5	75.3
Rockdale	75.4	85.7		75.8	72.8

Housing Market Overview: Home Prices

The average home price in DeKalb county is around \$440,000 as of May, which is actually among the lowest in the five core counties.

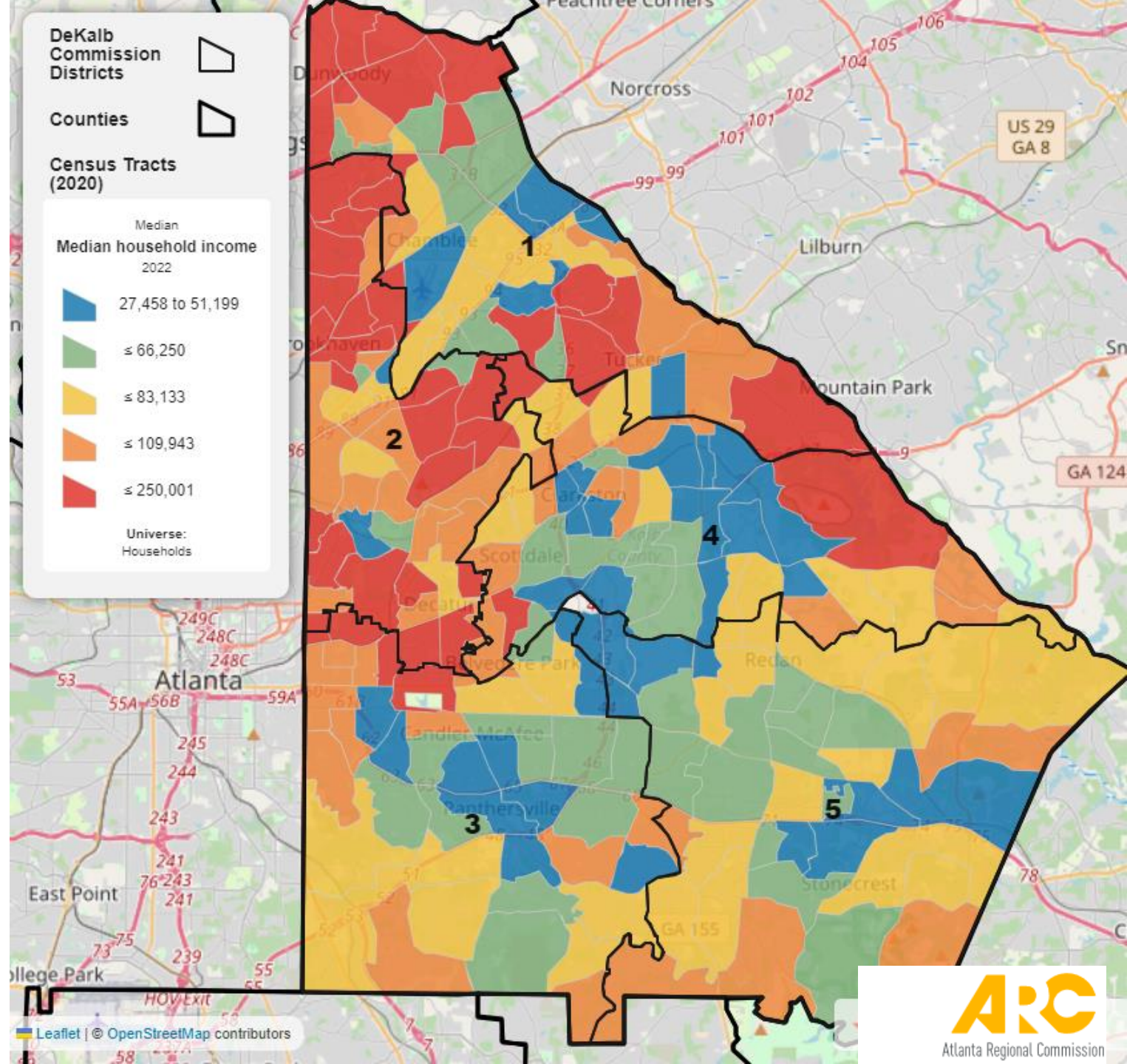
(As of May)	Clayton	Cobb	DeKalb	Fulton	Gwinnett
2019	\$ 164,000	\$ 325,500	\$ 336,800	\$ 409,800	\$ 281,800
2020	\$ 167,900	\$ 318,700	\$ 315,700	\$ 401,100	\$ 285,500
2021	\$ 188,200	\$ 360,800	\$ 360,000	\$ 440,600	\$ 323,900
2022	\$ 228,200	\$ 417,100	\$ 389,900	\$ 495,800	\$ 392,600
2023	\$ 247,800	\$ 453,900	\$ 425,700	\$ 532,600	\$ 435,300
2024	\$ 251,000	\$ 476,200	\$ 440,000	\$ 555,000	\$ 455,100
% Growth, 2019-2024	53.0%	46.3%	30.6%	35.4%	61.5%



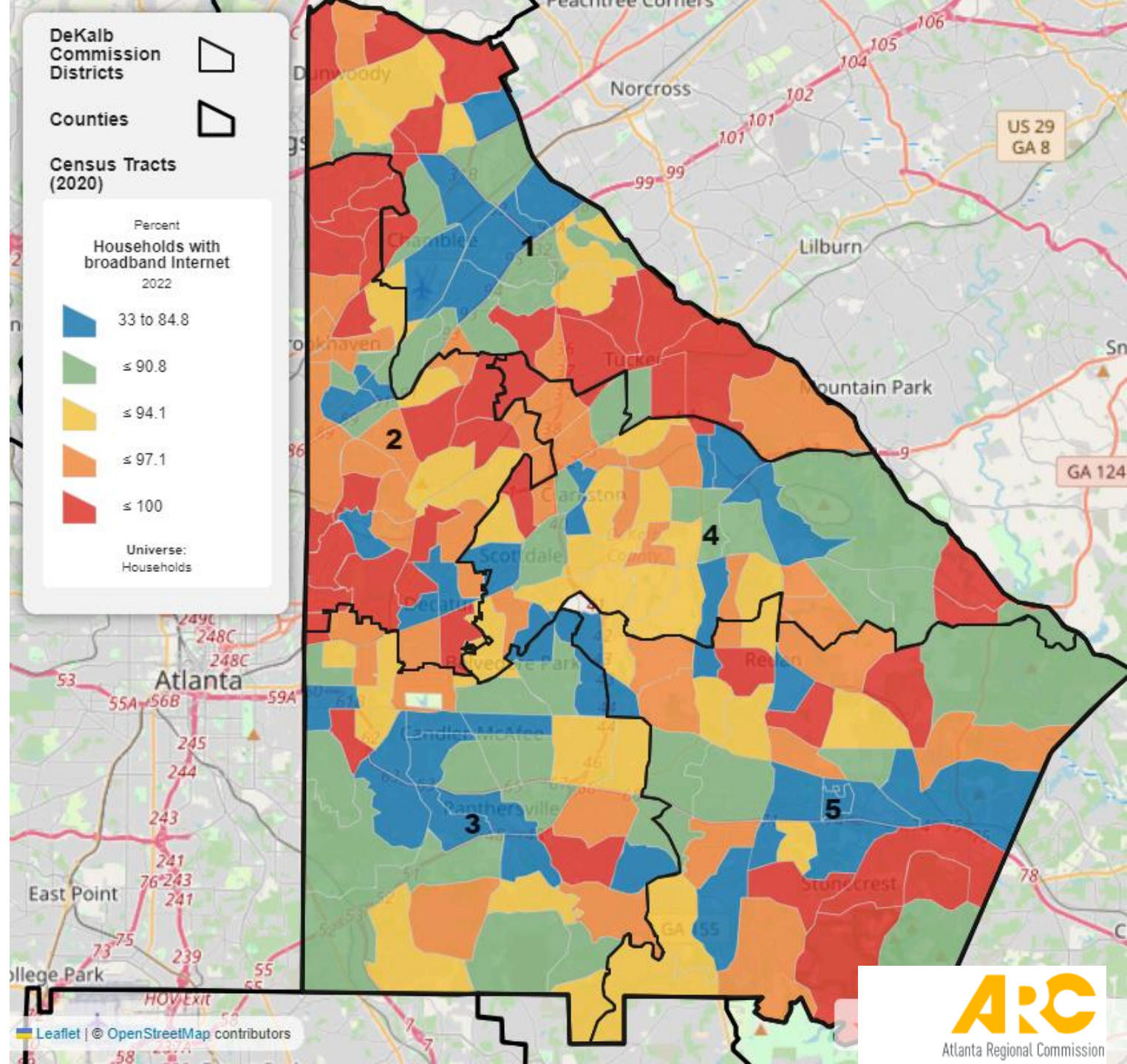
ONE
great
REGION

Other Maps!

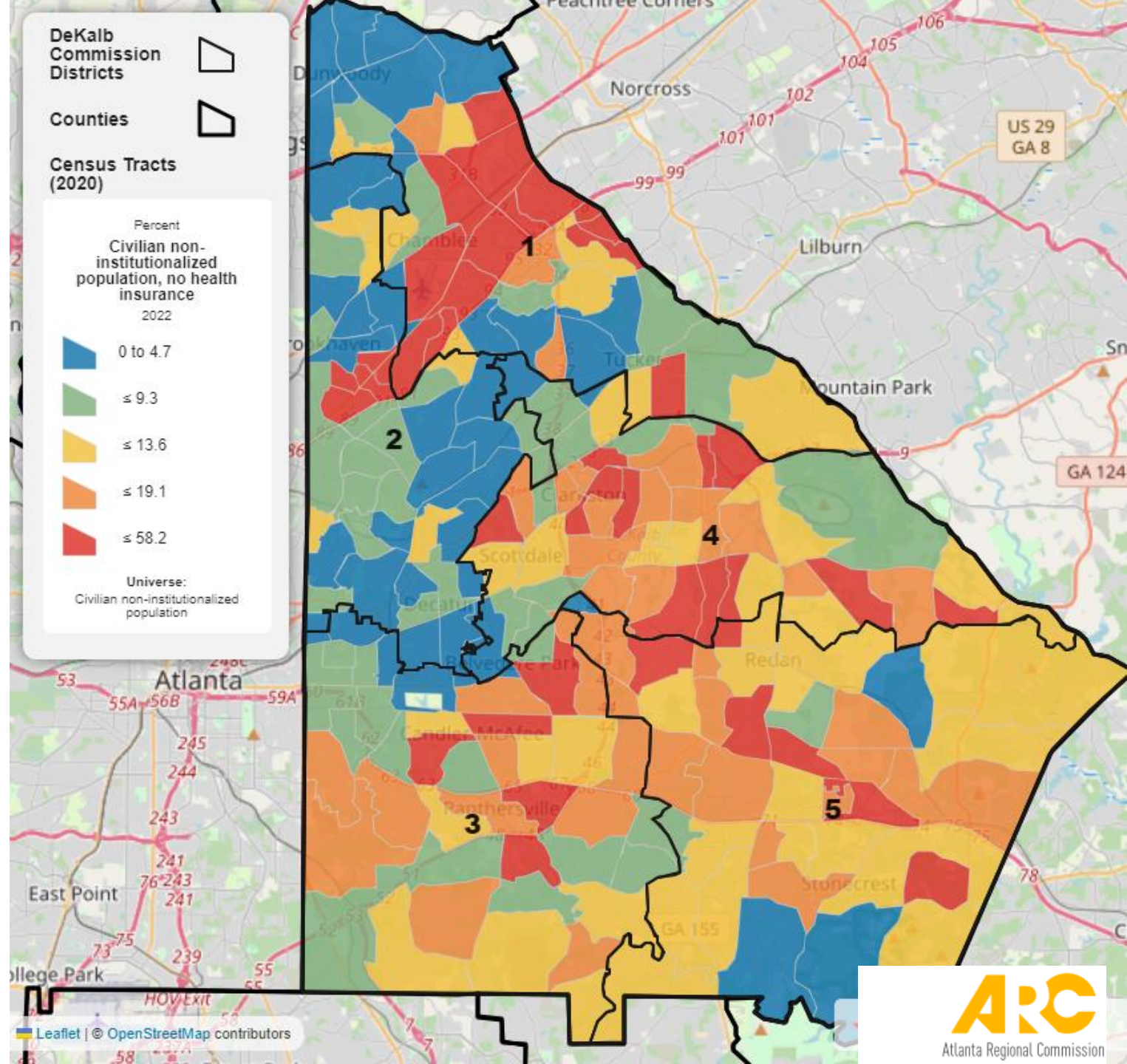
Median Household Income

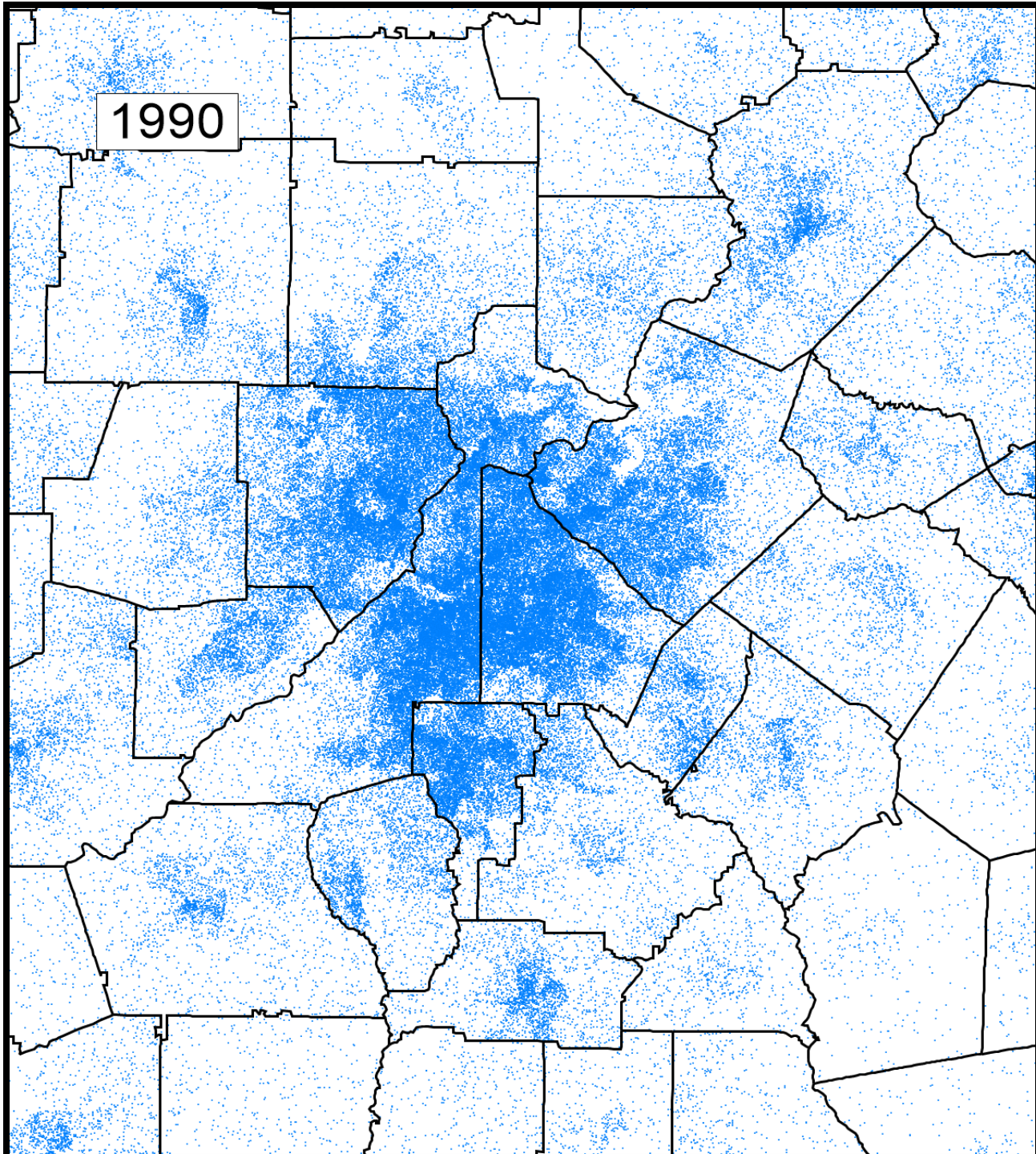


% With Broadband Internet



% No Health Insurance

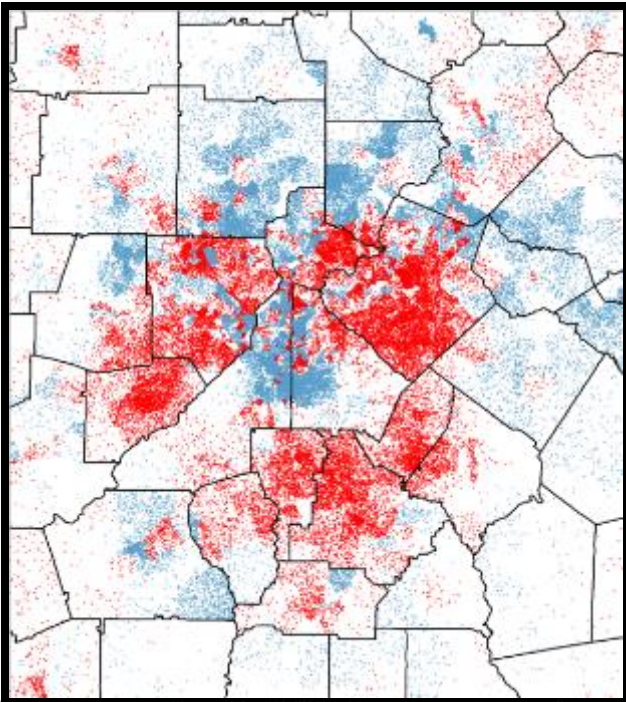




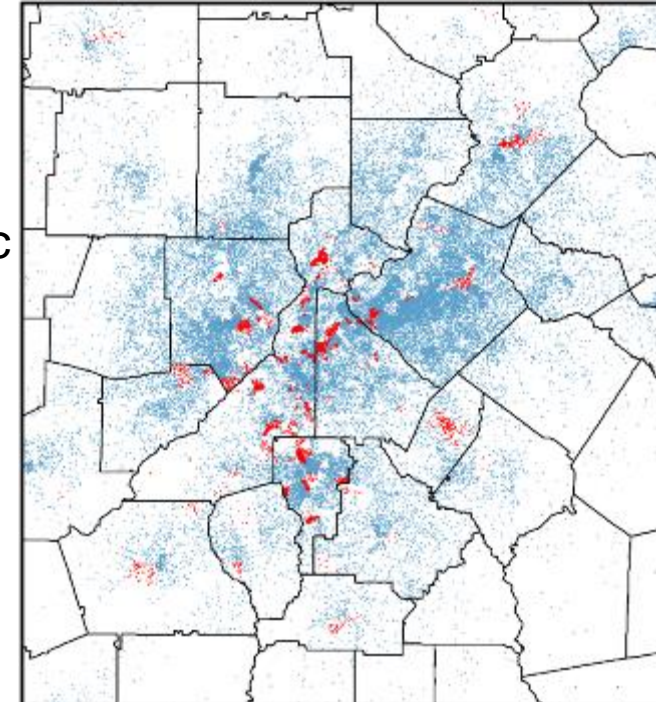
30 Years In A Blink of An Eye

Change in Populations, 2010-2020

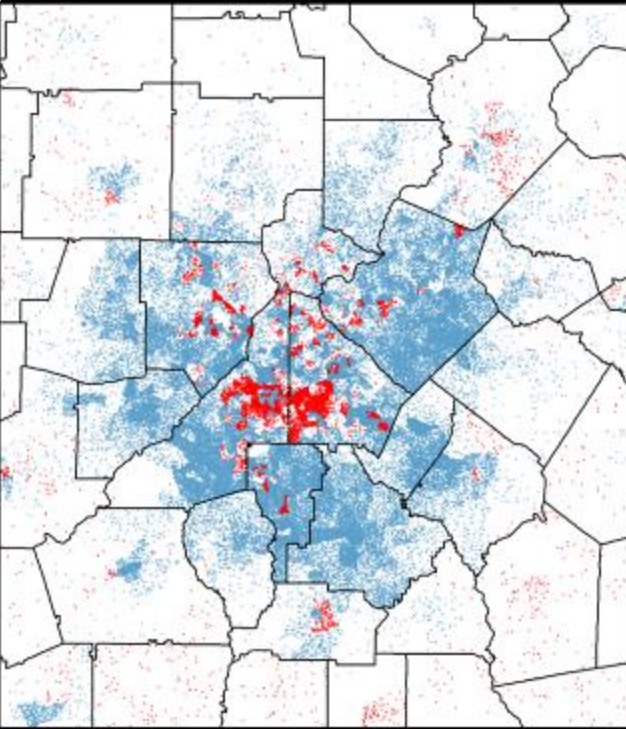
White



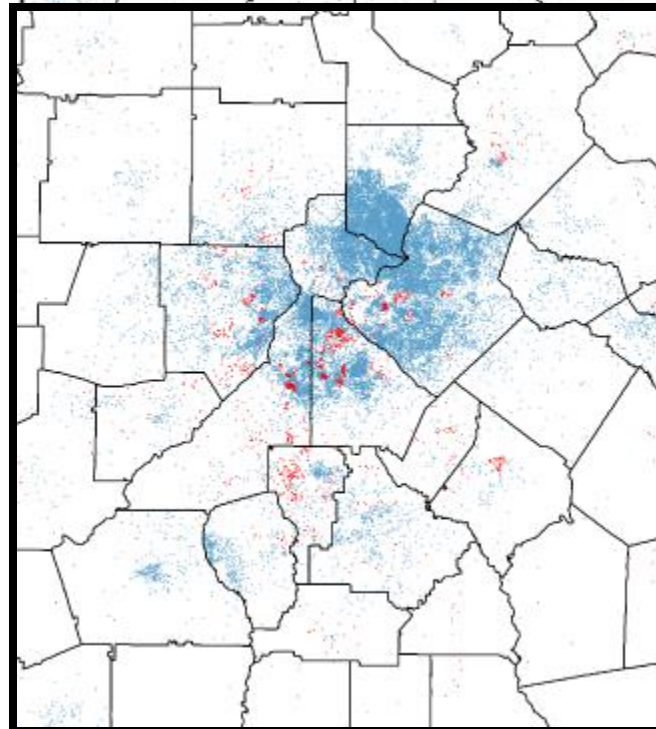
Hispanic



Black



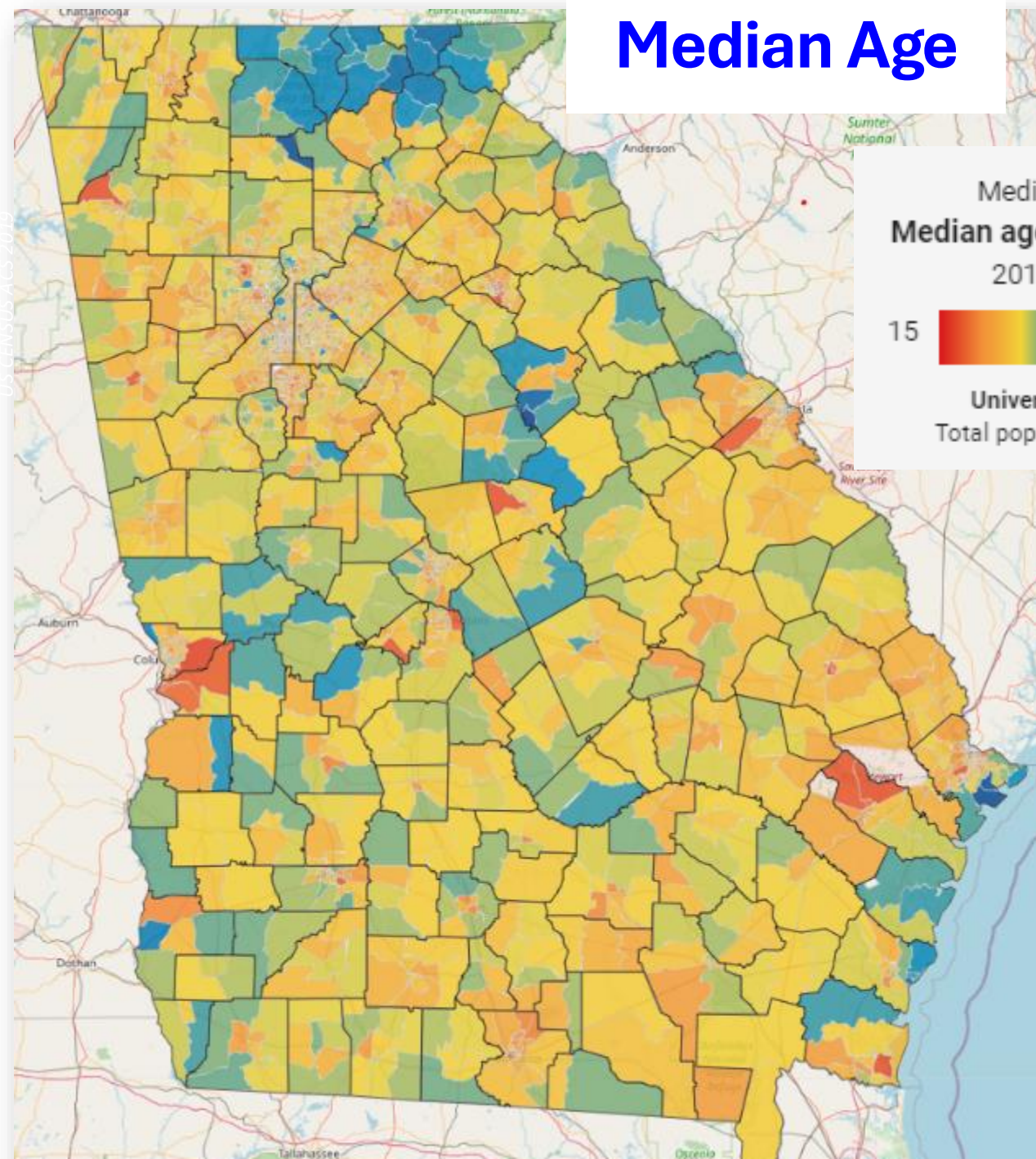
Asian



Blue dot =
Addition of 10
Persons

Red dot = Loss
of 10 Persons

Median Age



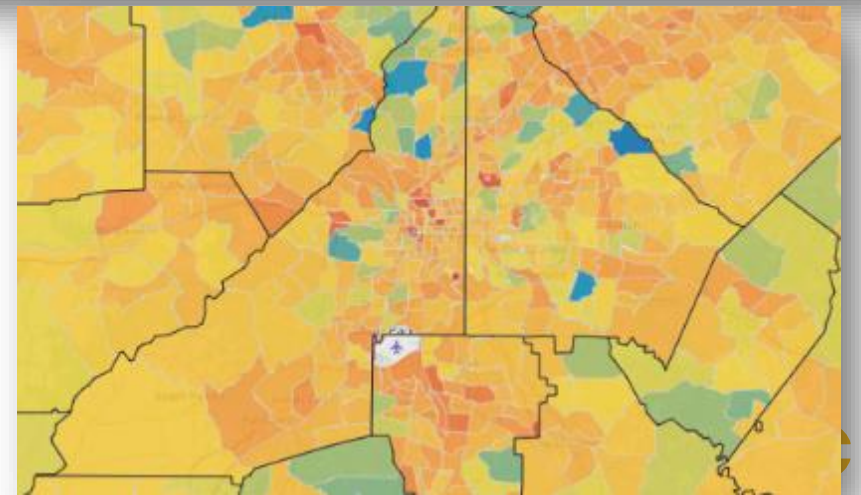
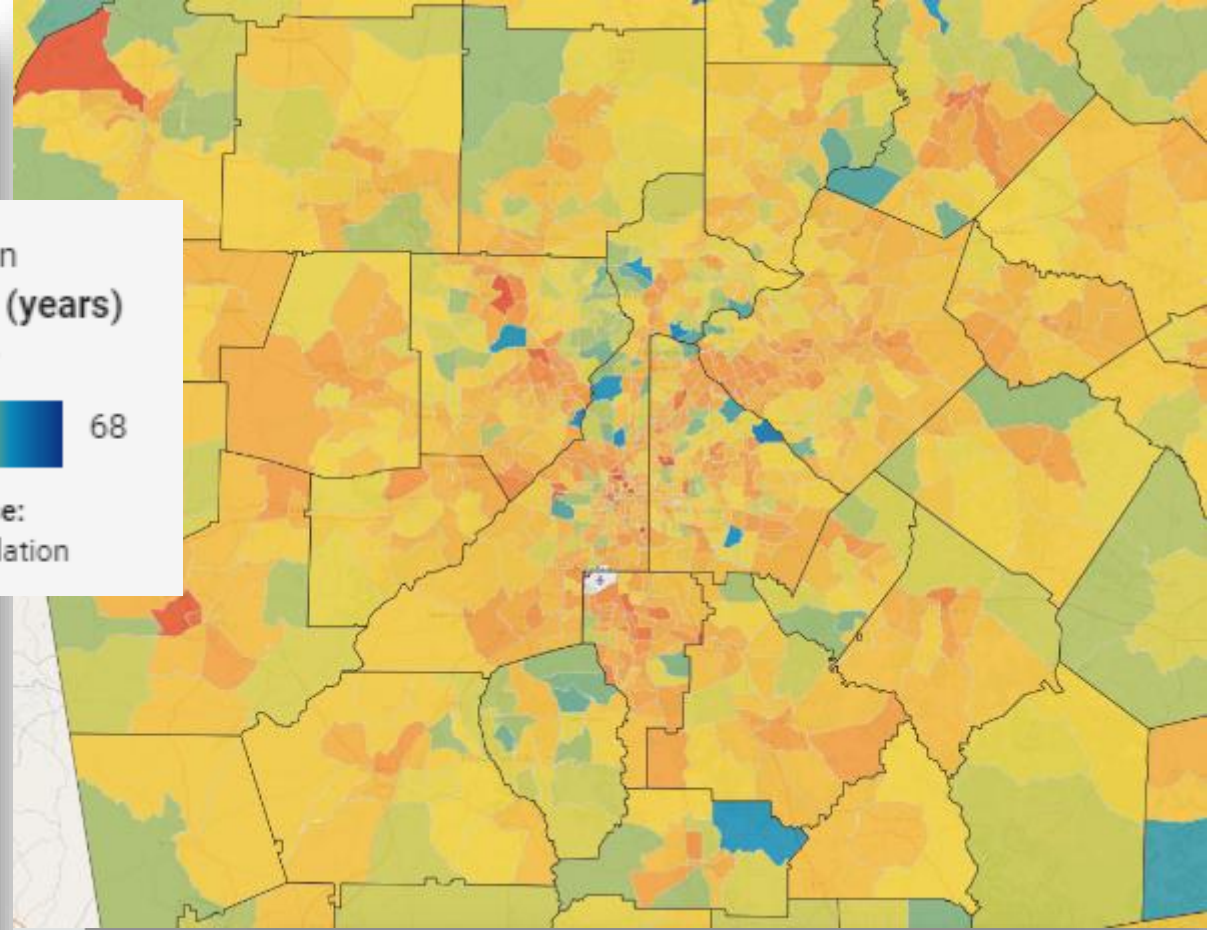
Median
Median age (years)
2019

15



68

Universe:
Total population





Gazing The Crystal Ball

The IHME Projection

[Institute for Health Metrics and Evaluation](http://www.instituteforhealthmetrics.com)

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

World Population Peak

The Top 10 Countries by 2100

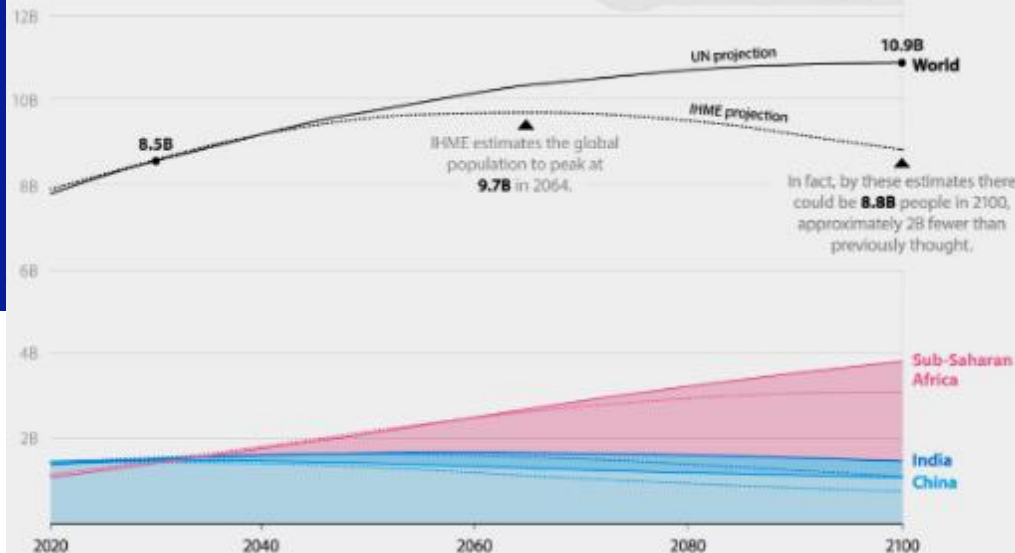
Will the global population surpass 10 billion by the end of the century?

All signs have pointed to yes—until now. Steadily rising estimates from the United Nations have typically been the status quo.

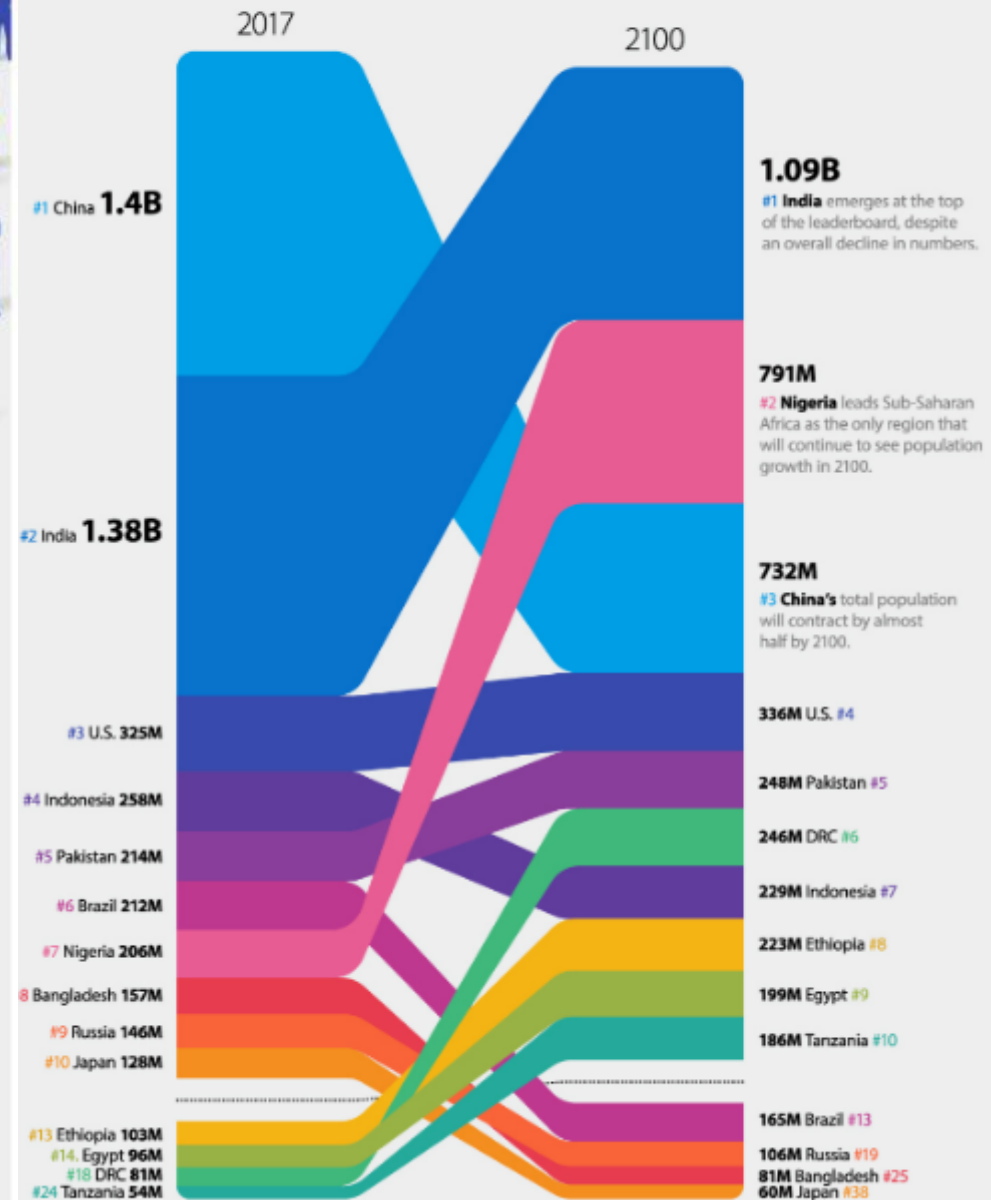
However, recent research from the Institute for Health Metrics and Evaluation (IHME) suggests that the global population may actually start shrinking well before 2100.

Here's another look at these complex projections.

Global Population Projections



Top 10 Countries by Population



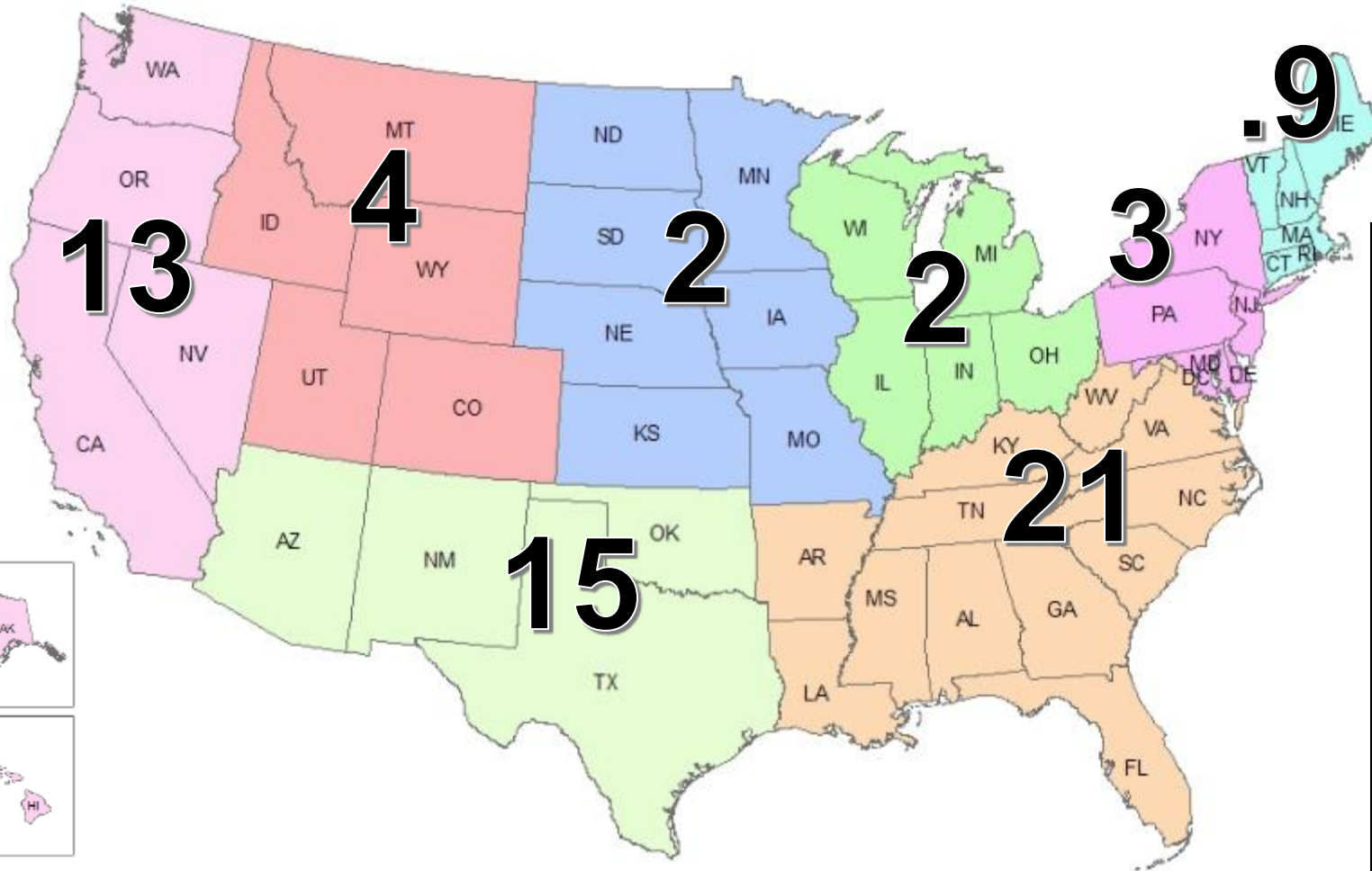
<https://www.visualcapitalist.com/world-population-2100-country/>

ONE great REGION

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

NEW

Woods & Poole Economics, Inc. (BEA regions)



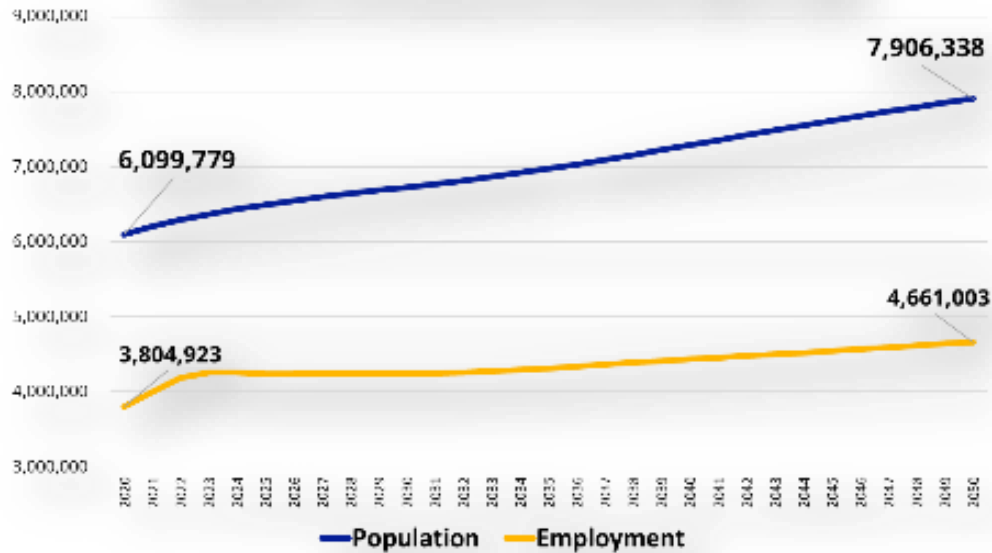
U.S. Bureau of Economic Analysis Regions

- New England Region
- Great Lakes Region
- Southwest Region
- Mid-east Region
- Plains Region
- Far West Region
- Southeast Region
- Rocky Mountain Region

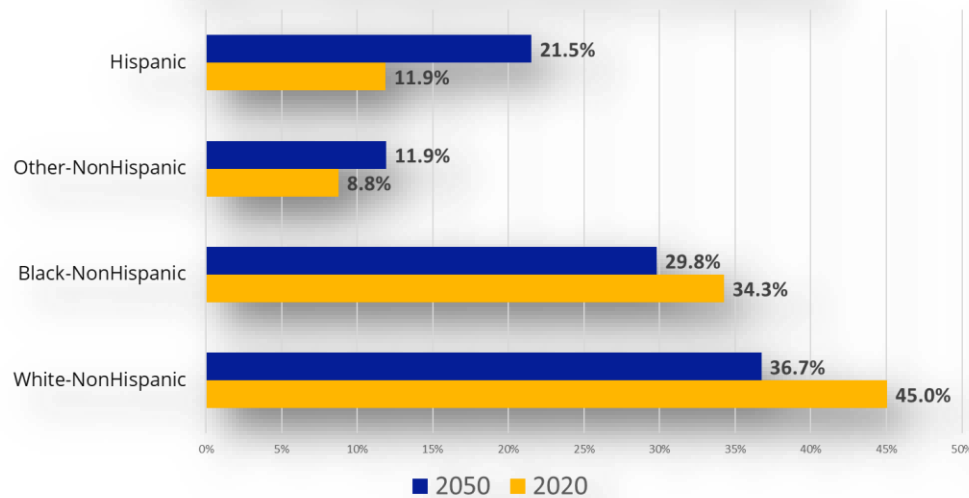
NAME	<i>In Thousands</i>			
	2020	2050	Change	% Change
UNITED STATES	331,473	392,768	61,296	18%
SUM OF METRO COUNTIES (IN MSA OR MICRO)	313,239	374,094	60,854	19%
SUM OF NON-METRO COUNTIES (NOT IN MSA OR MICRO)	18,234	18,675	441	2%
NEW ENGLAND	14,946	15,841	894	6%
MIDEAST	49,261	51,975	2,714	6%
GREAT 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%

Forecast: Strong Growth, More Diverse, Older, and Good Job Opportunities

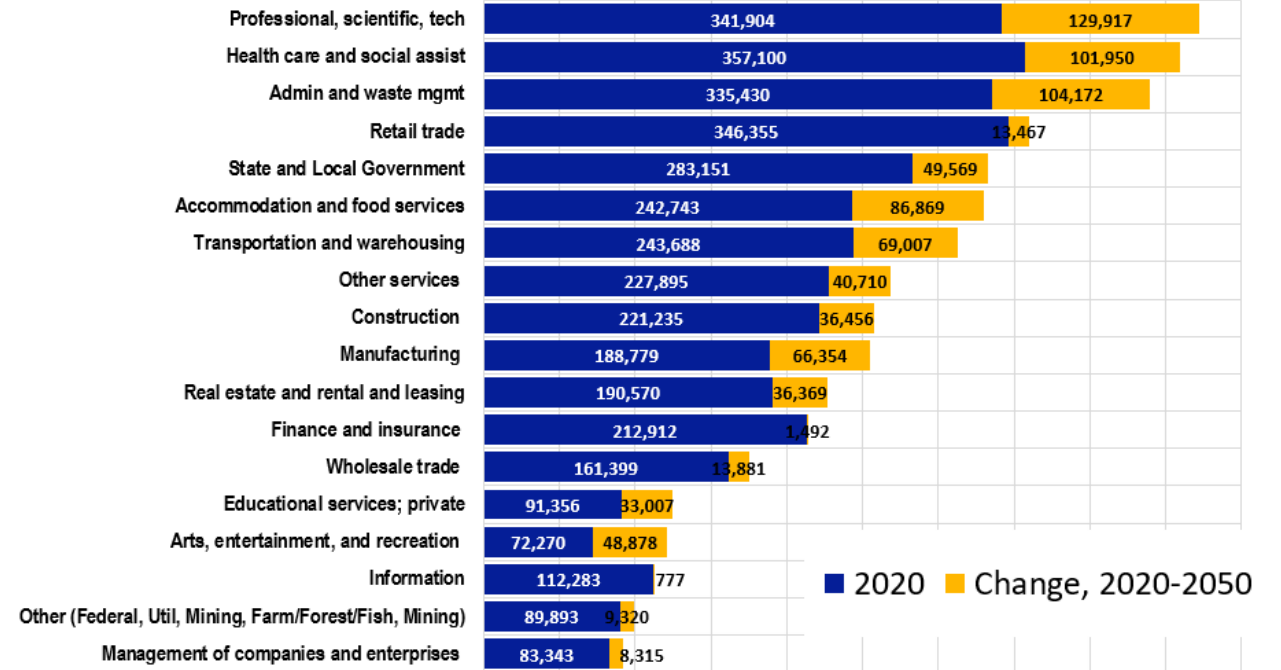
Population and Employment Growth 2020 to 2050



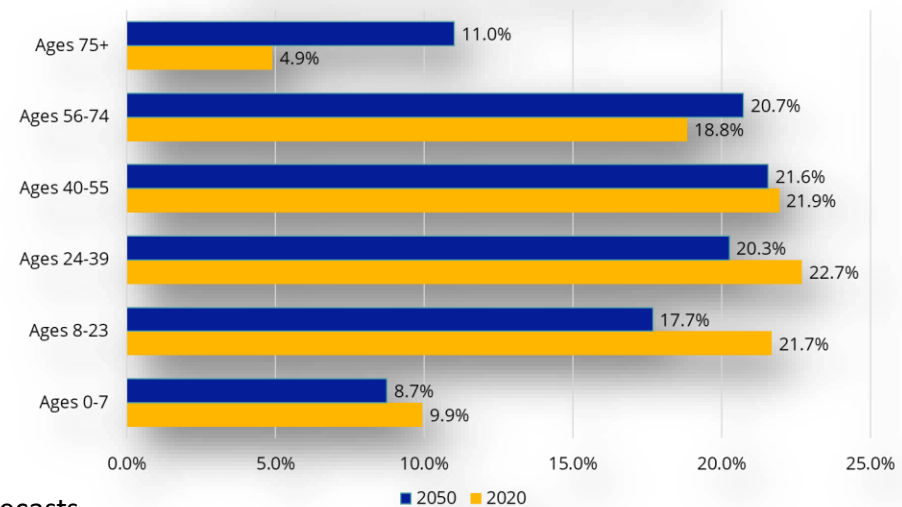
Share of Total Population By Race and Ethnicity



0 50,000 100,000 150,000 200,000 250,000 300,000 350,000 400,000 450,000 500,000



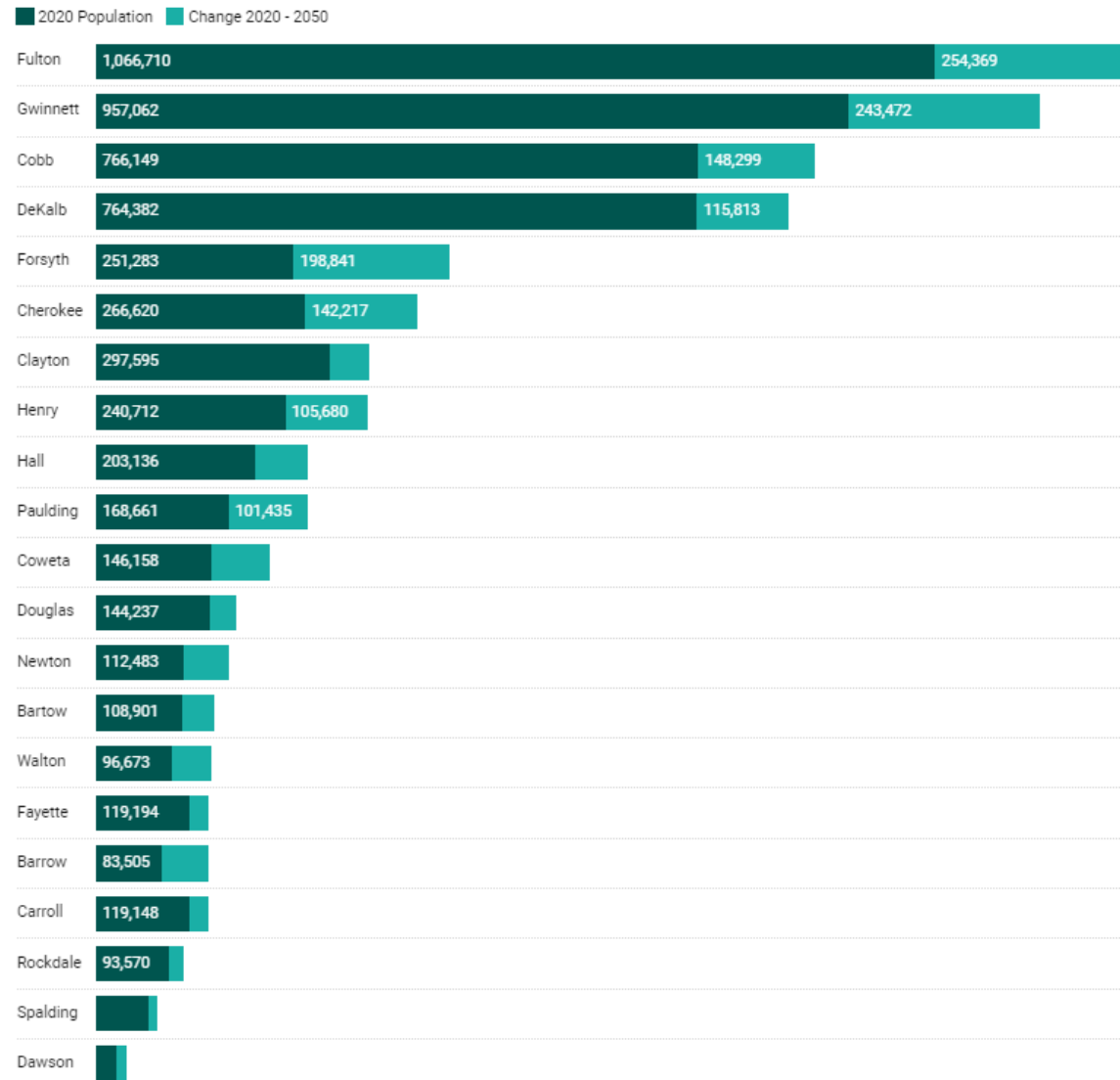
Existing and Forecast % of Population by Age





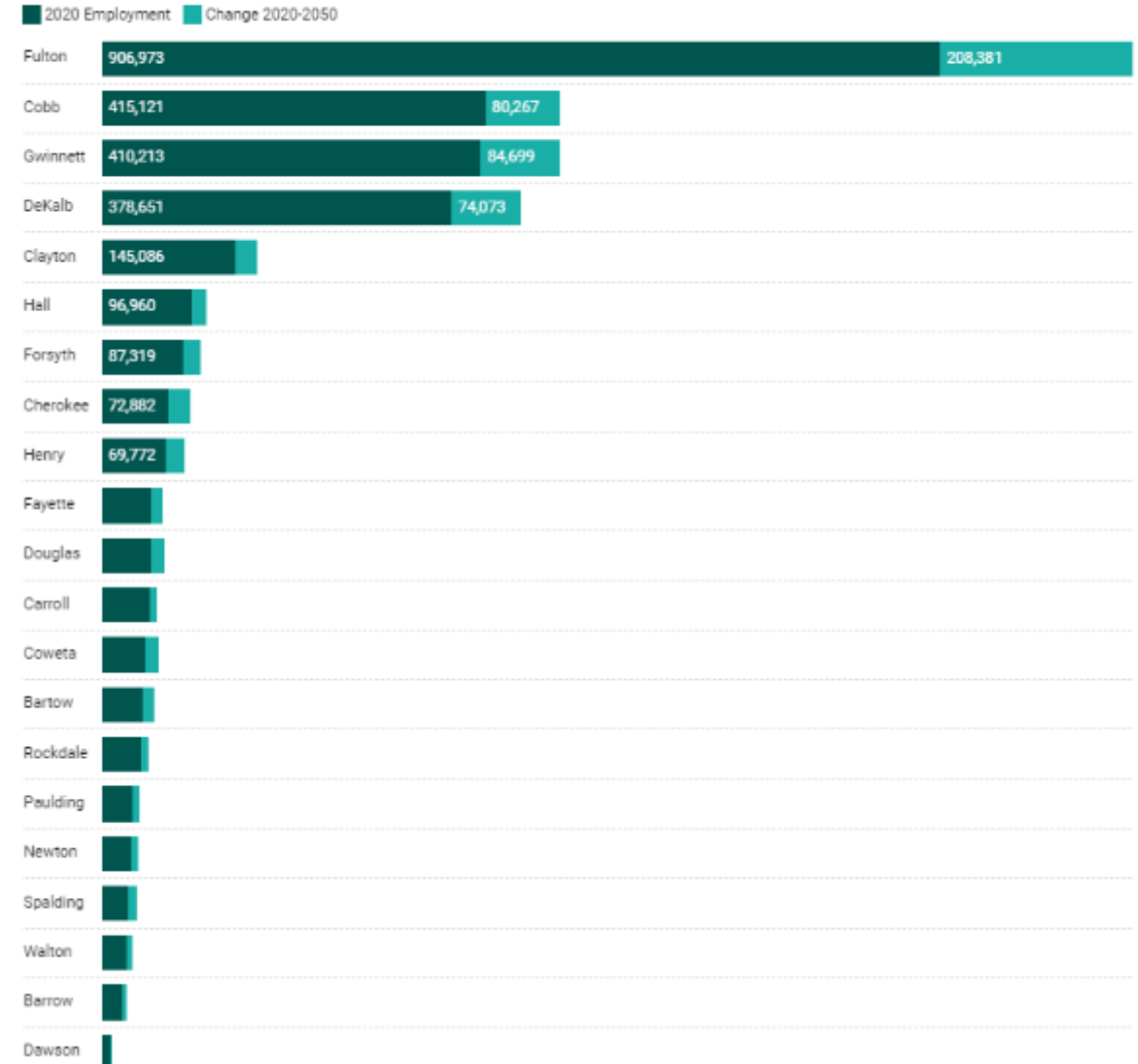
ARC's Series 17 Forecasts: *Maps!*

2050 Population Forecast



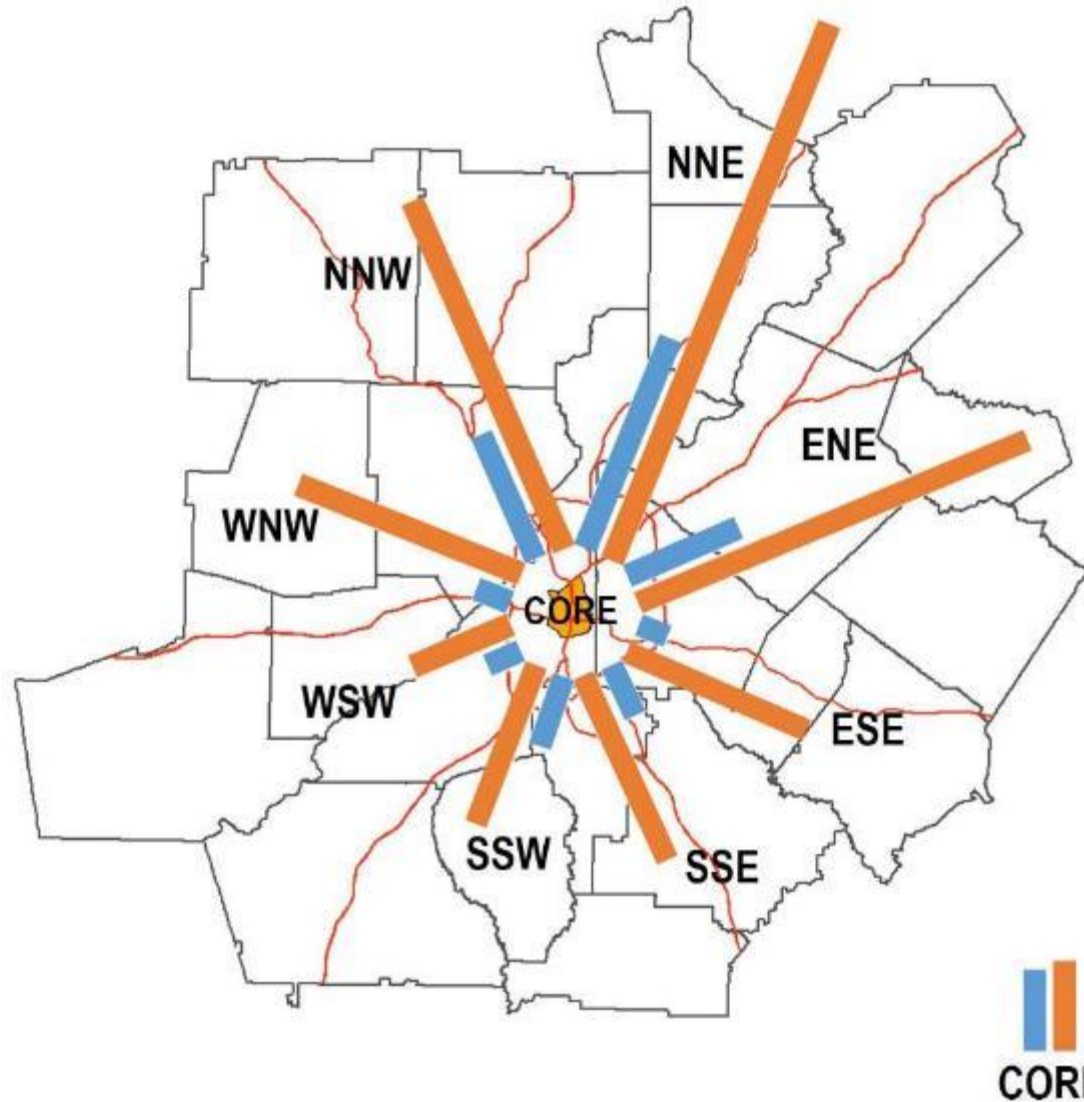
2050 Employment Forecast

Metro Atlanta (21-county region)



Directions of Growth

Source: ARC Series 17 Forecasts, 2023



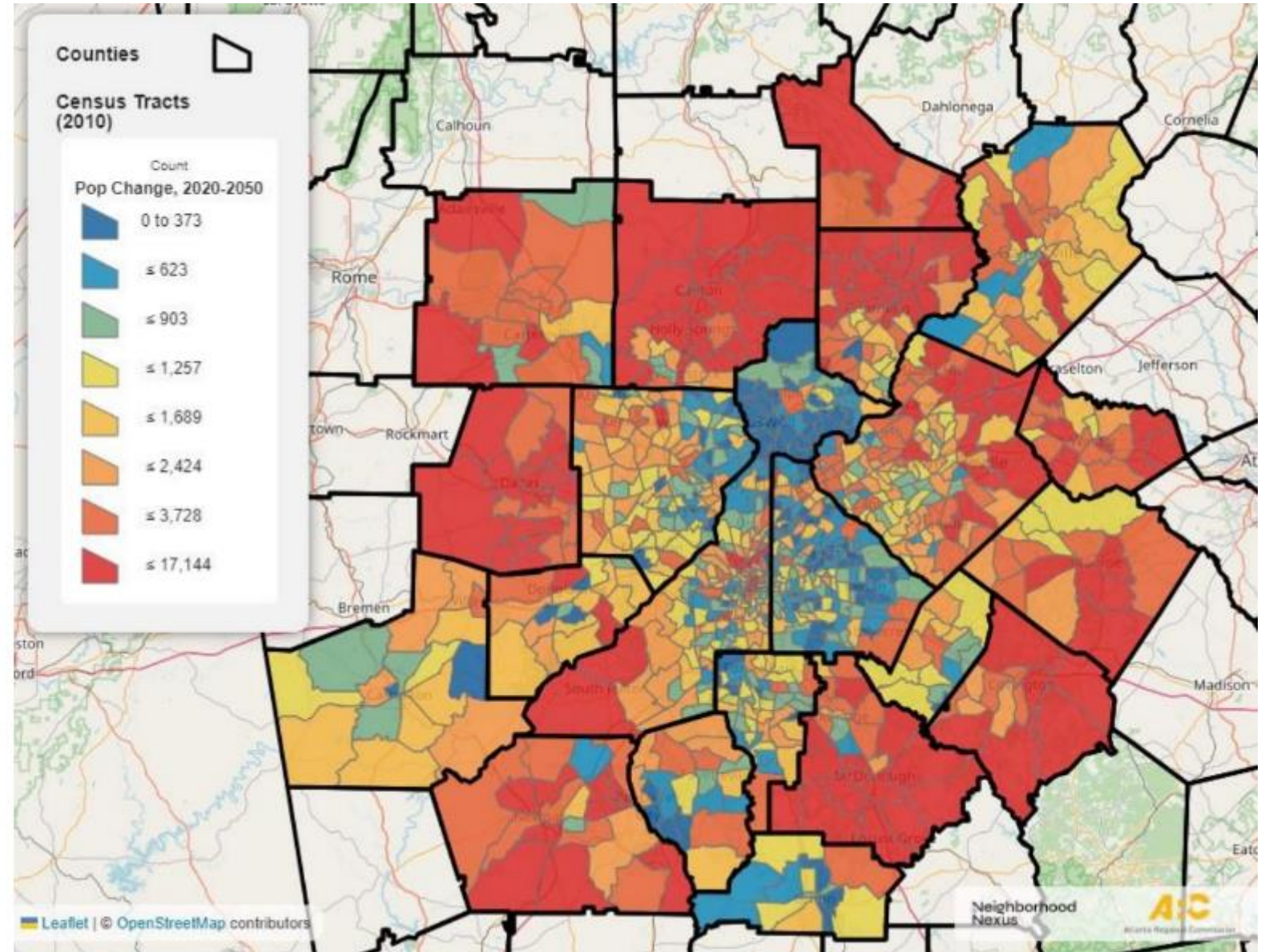
Series 17	Employment Growth (2020 - 2050)	Population Growth (2020 - 2050)
CORE	67,397	73,700
NNW	106,531	284,094
NNE	171,854	426,099
ENE	97,562	313,808
ESE	31,402	152,777
SSE	48,775	154,633
SSW	61,704	130,888
WSW	34,686	85,694
WNW	35,008	181,815
Total	654,919	1,803,508

Total Population Change, 2020-2050

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.



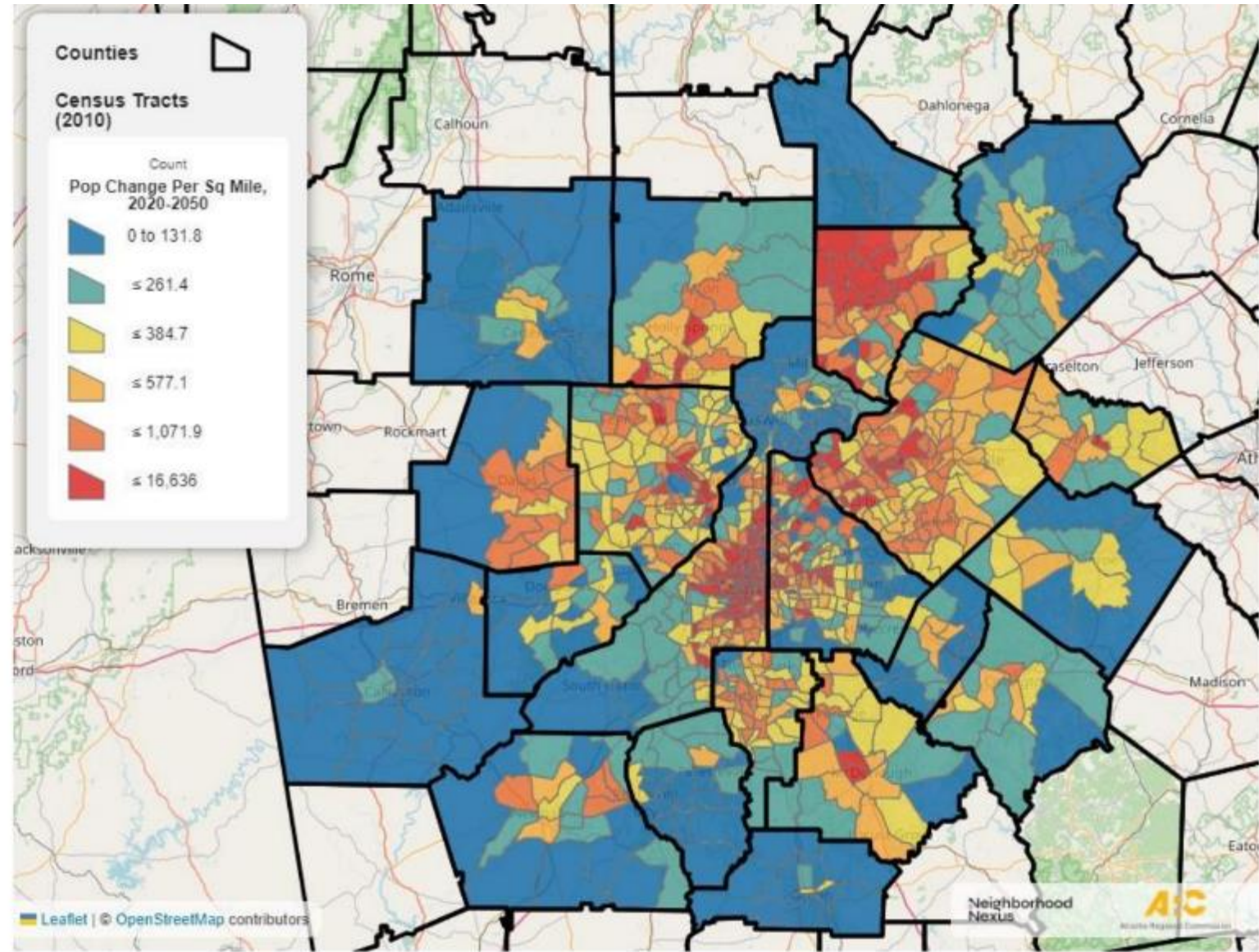
Population Change Per Square Mile, 2020-2050

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 map 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 because of the normalization by size of tract.

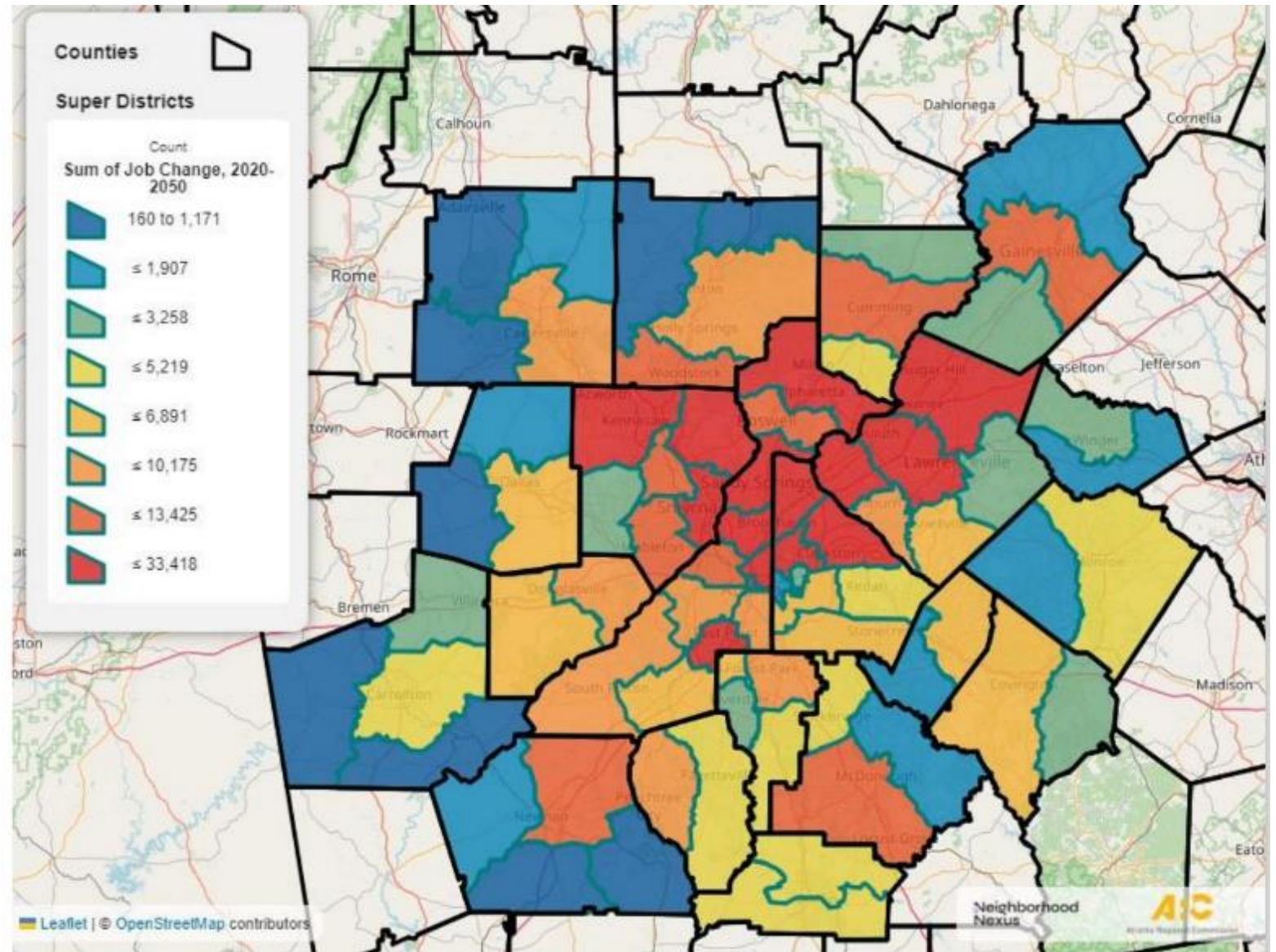


Total Job Change, 2020-2050

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.



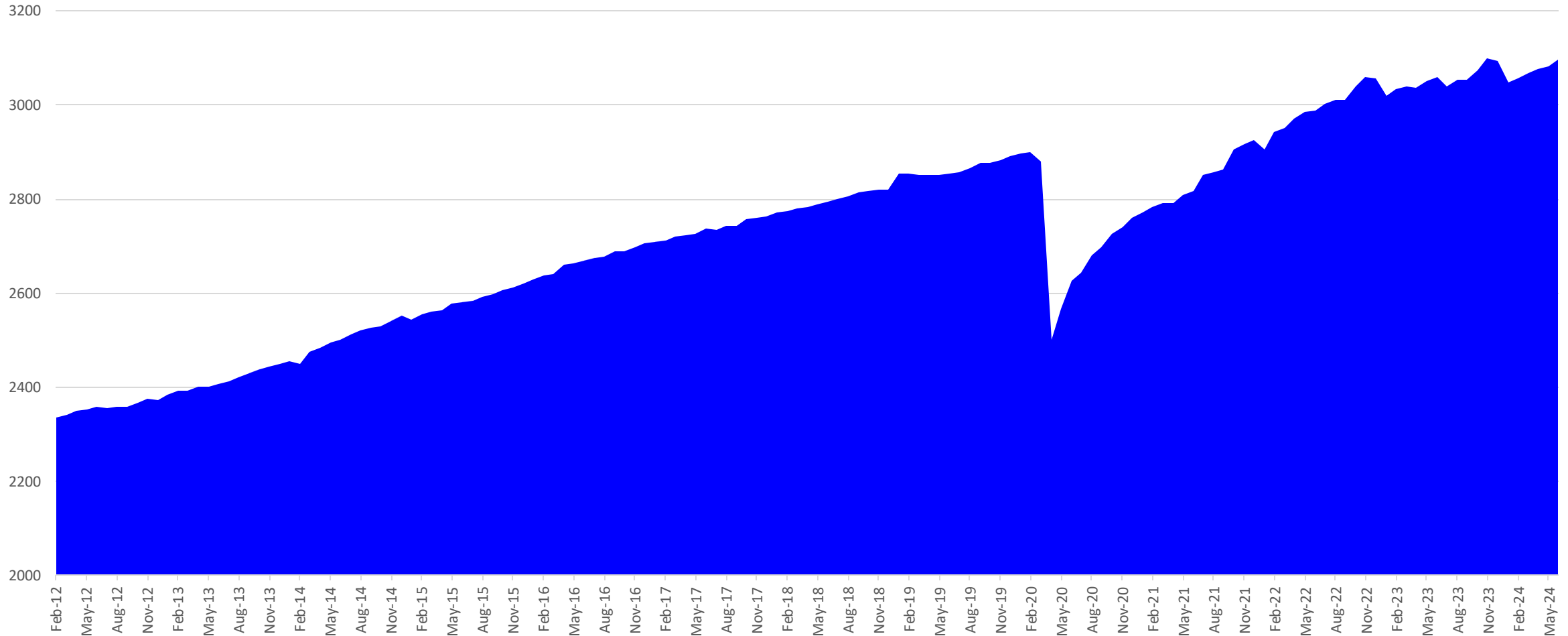


Economy/Workforce

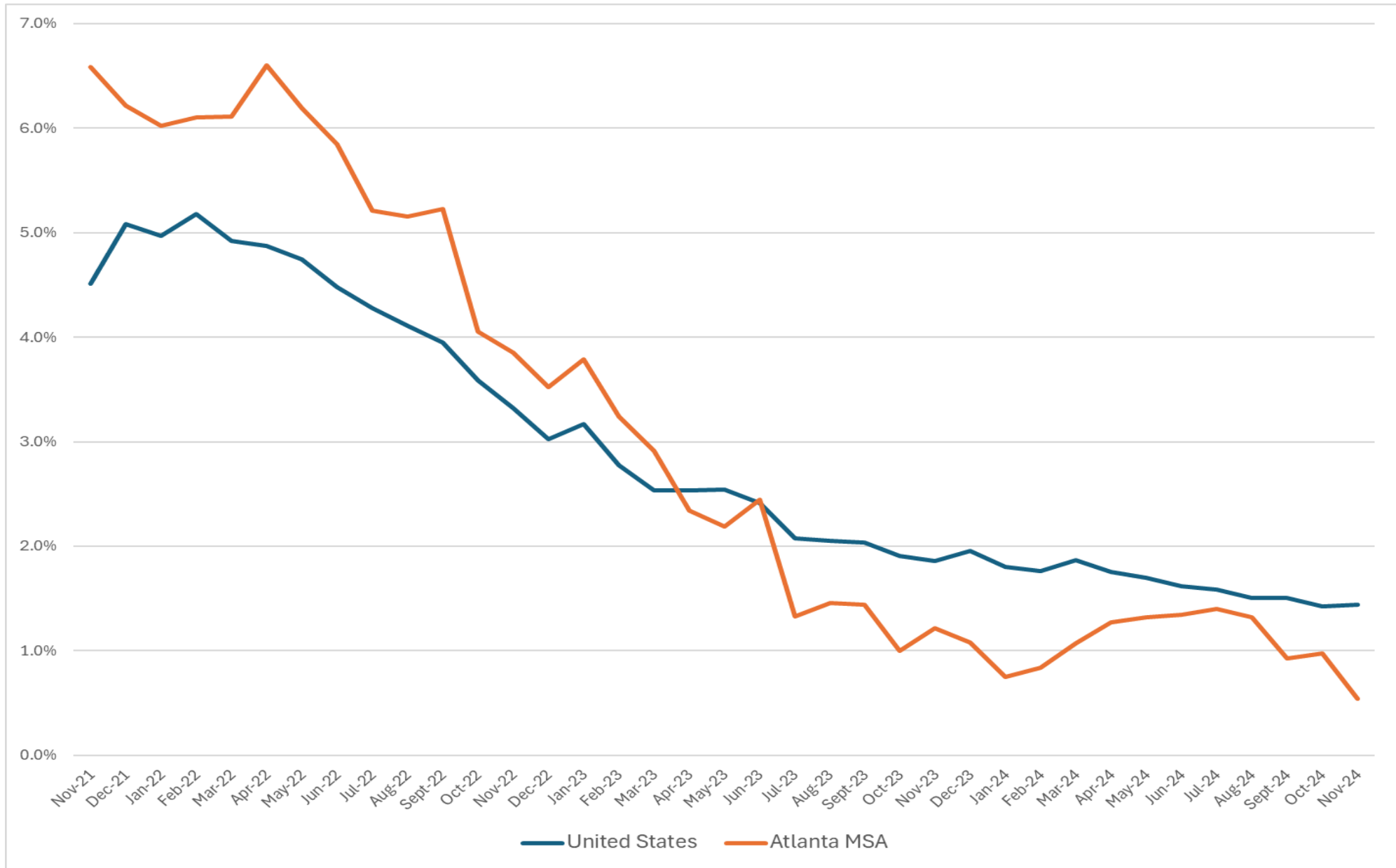
Consistent Employment Growth in Metro Atlanta Since Pandemic

3M

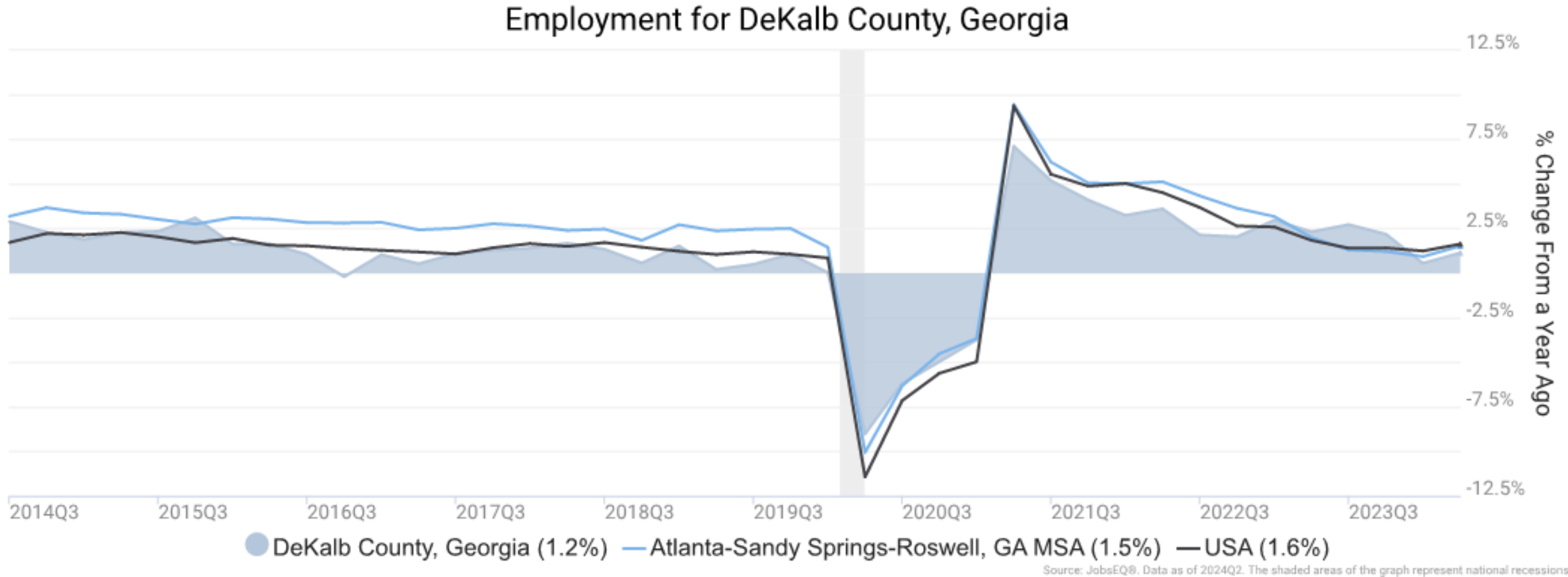
Total Employment, Metro Atlanta (000s)



Metro Atlanta Employment Slowing Down (Year-Over-Year)

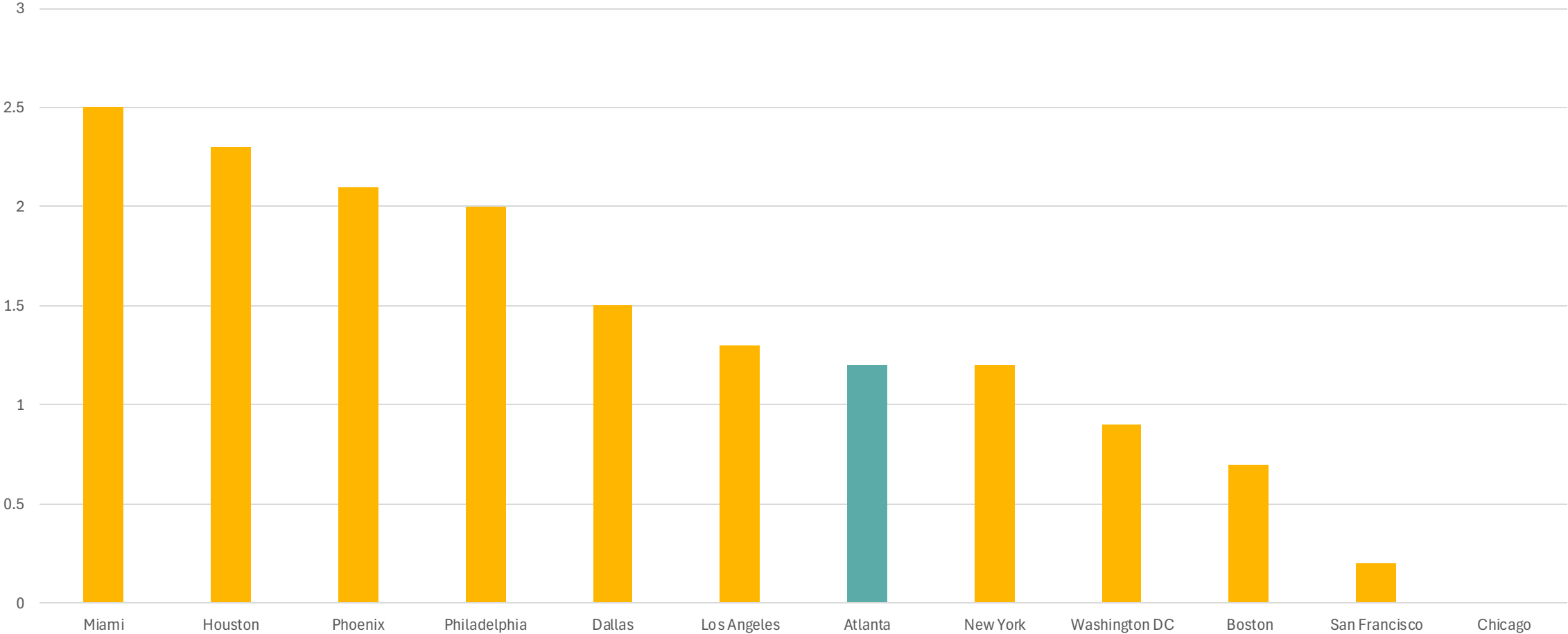


Job Growth Rates, Compared



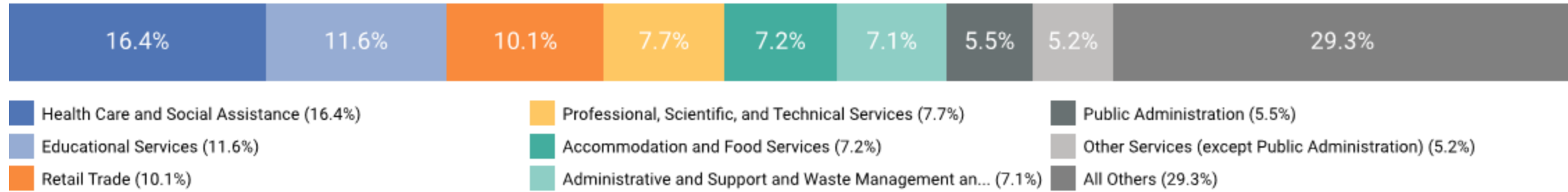
Change in Employment (June to June)

Percent Change in Employment, June 2023 - June 2024



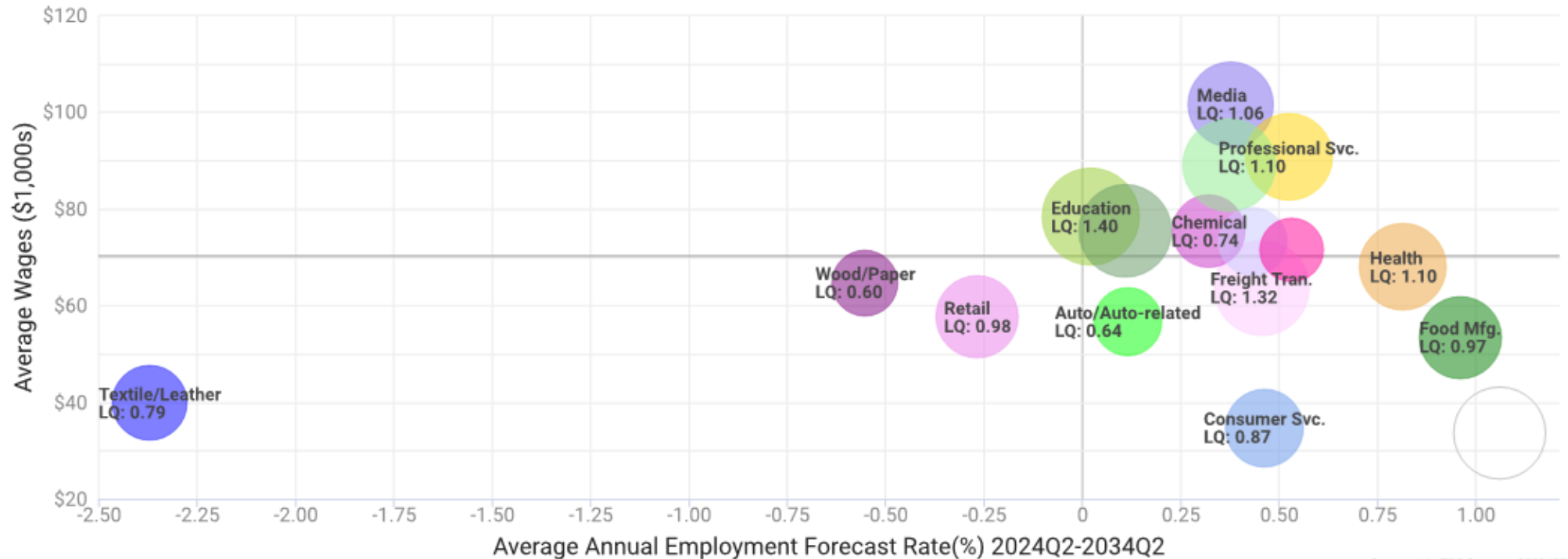
DeKalb: Composition of Job Base and Comparative Strengths

Total Workers for DeKalb County, Georgia by Industry



Source: JobsEQ®
Data as of 2024Q2
Note: Figures may not sum due to rounding.

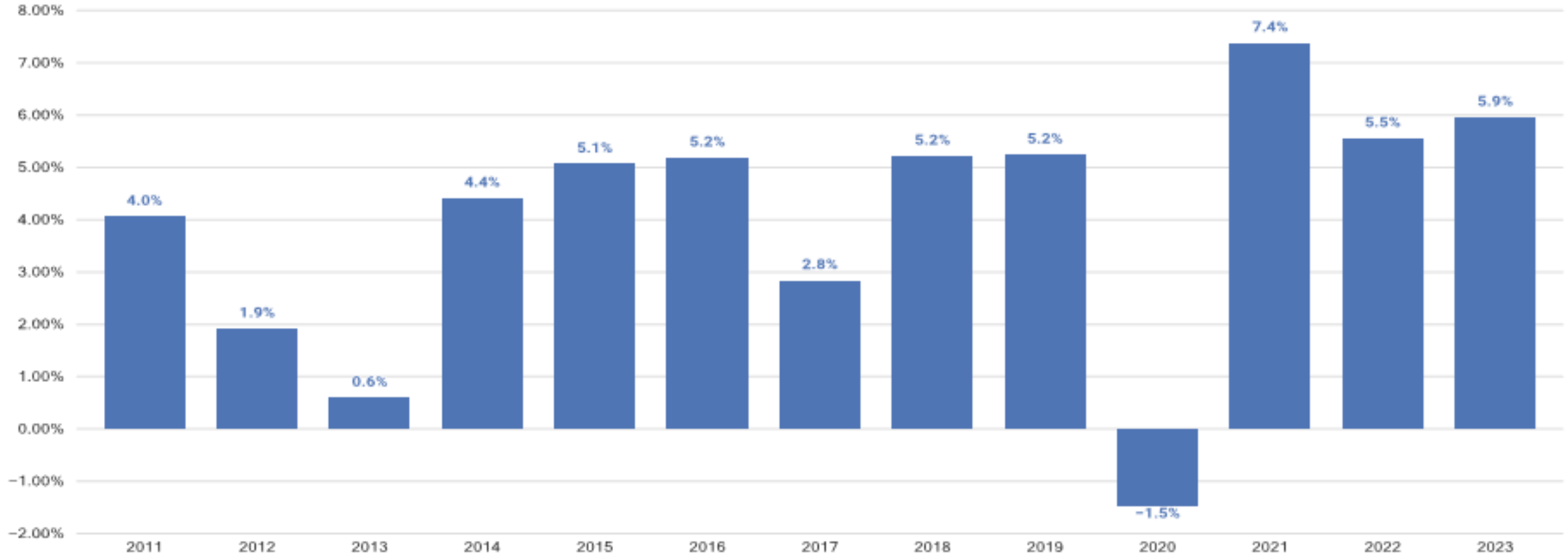
Industry Clusters for DeKalb County, Georgia as of 2024Q2



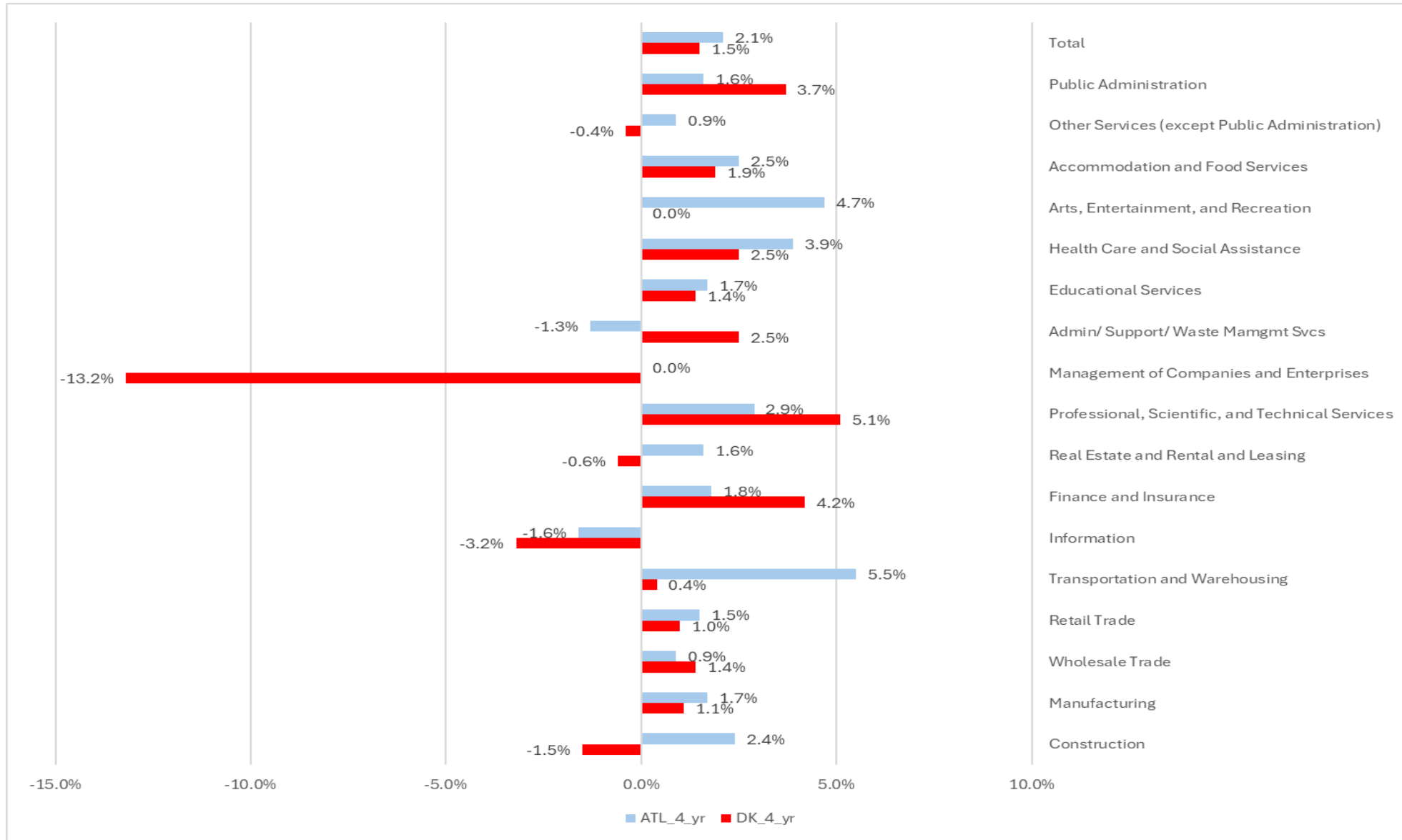
Source: JobsEQ® Data as of 2024Q2

DeKalb: GDP Trends

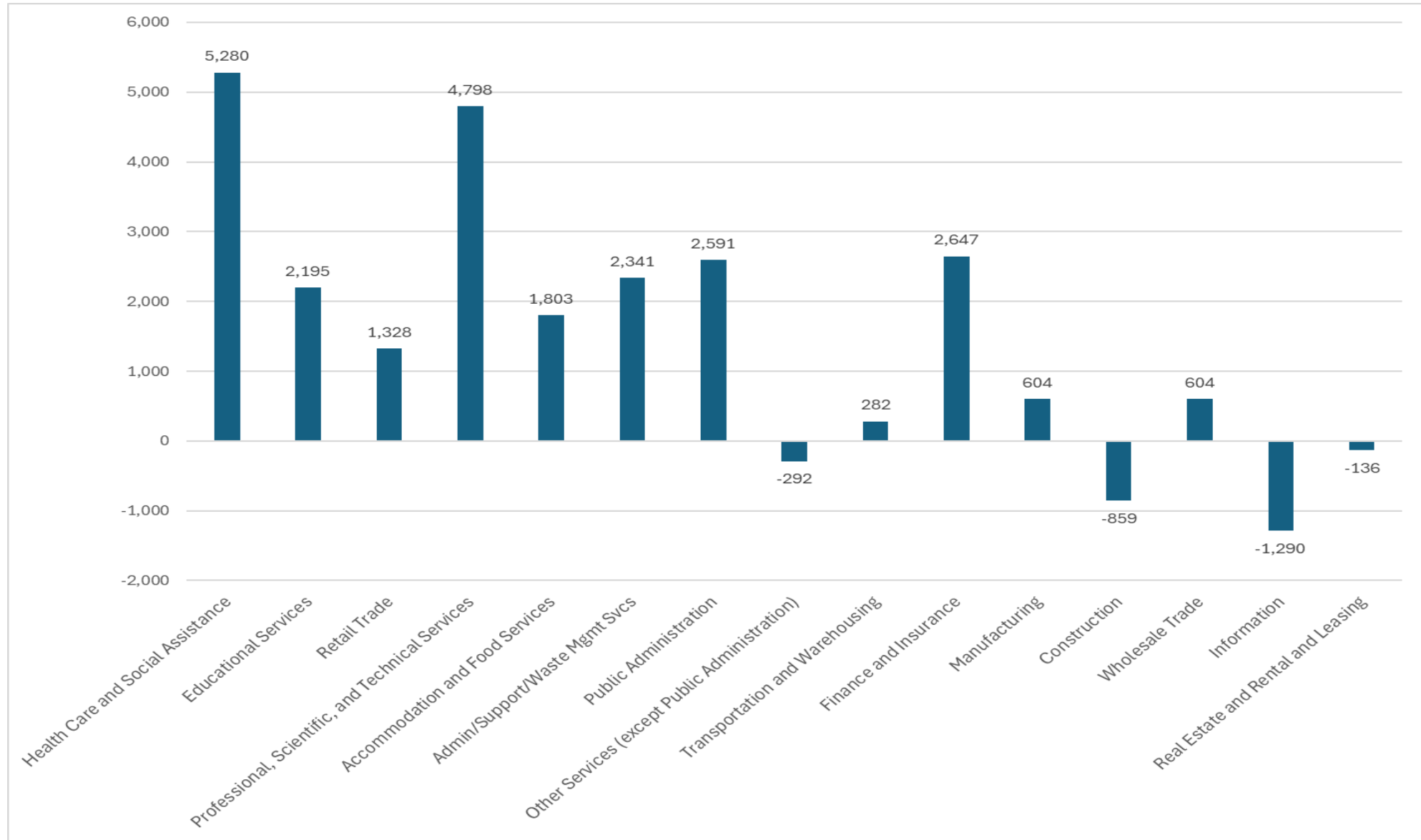
1 year % Change in GDP
DeKalb County, Georgia, Total - All Industries



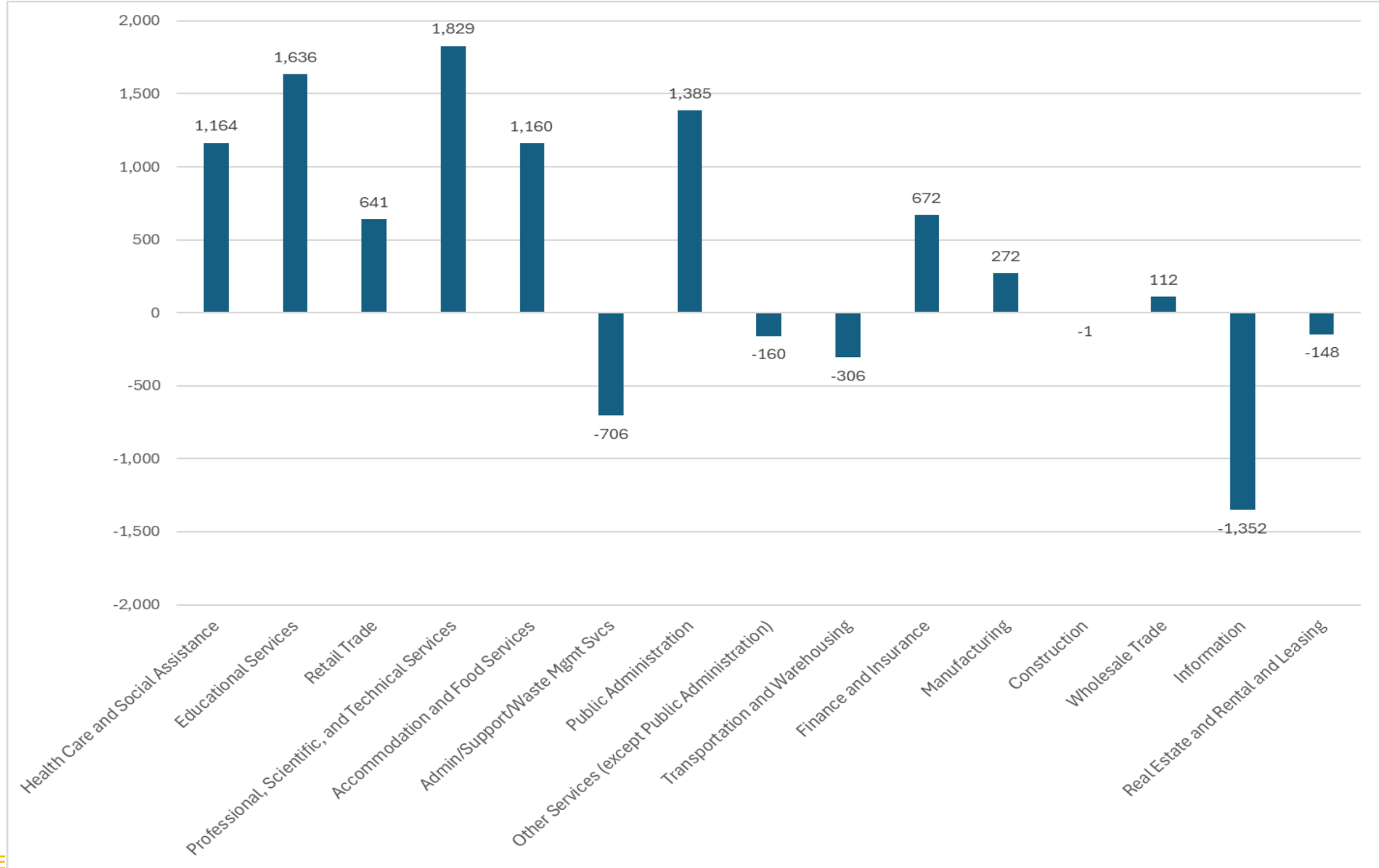
Comparing MSA and DeKalb by Industry: 2020Q2 to 2024Q2



Change in DeKalb Jobs by (Top 15) Industries: 2020Q2 to 2024Q2

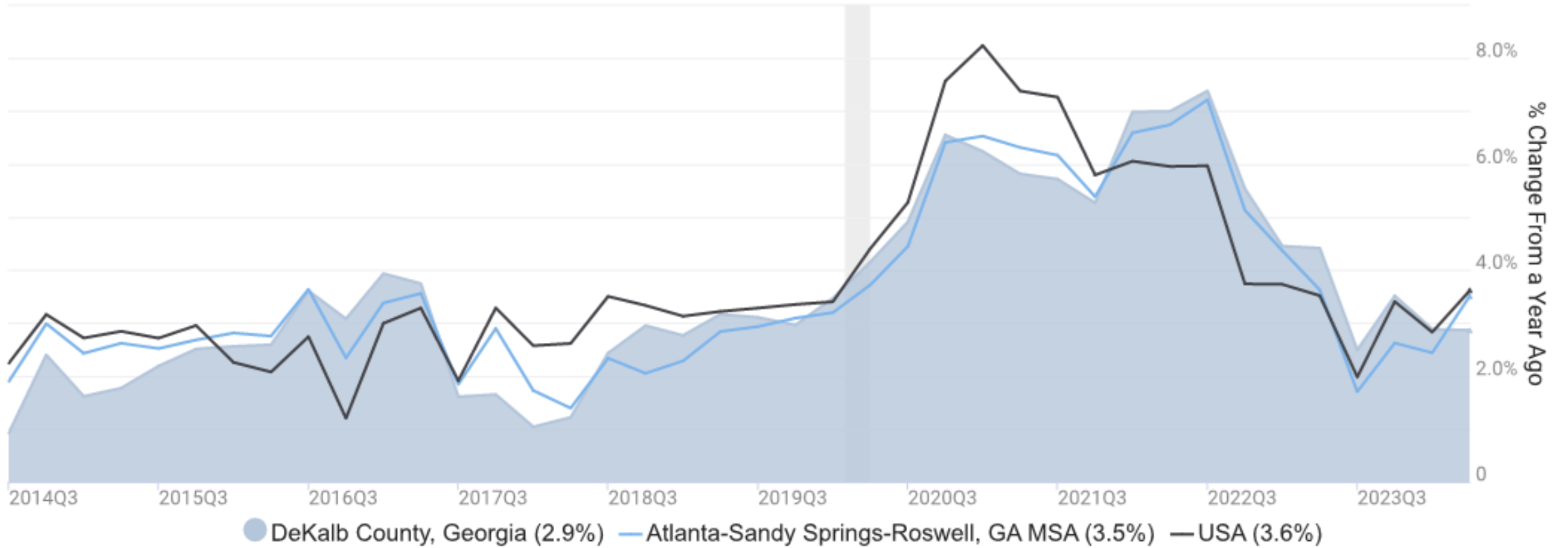


Change in DeKalb Jobs by (Top 15) Industries: 2023Q2 to 2024Q2



Average Annual Wage Growth (Compared)

Average Annual Wages for DeKalb County, Georgia



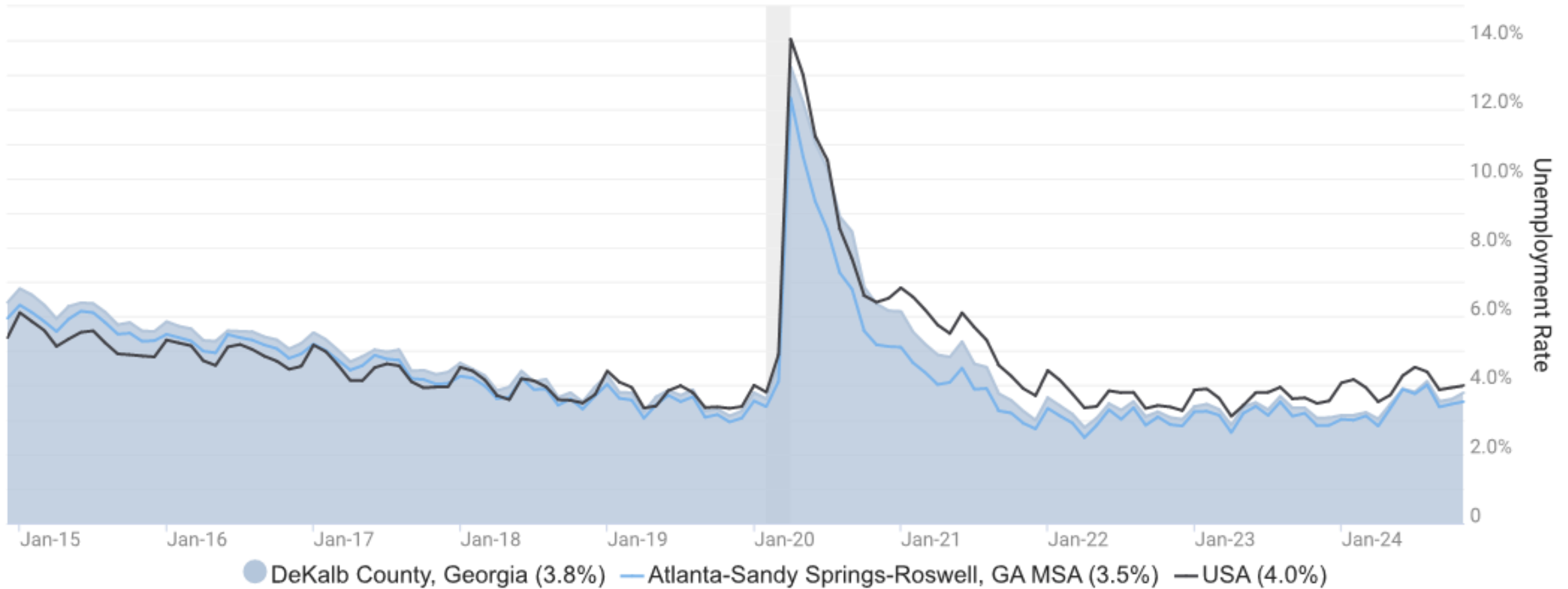
Source: JobsEQ®. Data as of 2024Q2. The shaded areas of the graph represent national recessions.

Occupation Profile in DeKalb

Occupation	Total Jobs	Average Wages	Location Quotient	Average Annual Change, Last Five Years
Business Operations Specialists	18,500	\$83,100	1.24	4.0%
Retail Sales Workers	16,853	\$31,500	0.99	-1.7%
Material Moving Workers	15,837	\$37,300	0.97	0.4%
Healthcare Diagnosing or Treating Practitioners	15,800	\$123,300	1.21	2.5%
Information and Record Clerks	14,036	\$40,100	1.15	1.3%
Computer Occupations	12,492	\$105,300	1.12	4.1%
Motor Vehicle Operators	12,263	\$48,100	1.20	-0.2%
Food and Beverage Serving Workers	11,841	\$28,300	0.88	-2.3%
Other Management Occupations	9,015	\$108,500	1.01	3.7%
Home Health and Personal Care Aides; and Nursing Assistants, Orderlies, and Psychiatric Aides	8,378	\$31,300	0.78	0.5%
Sales Representatives, Services	8,198	\$88,700	1.72	9.5%
Preschool, Elementary, Middle, Secondary, and Special Education Teachers	8,158	\$70,500	0.93	-1.5%
Health Technologists and Technicians	7,972	\$54,900	1.27	1.6%
Other Office and Administrative Support Workers	7,638	\$42,400	1.02	-1.6%
Secretaries and Administrative Assistants	7,602	\$45,900	1.05	-1.3%
Construction Trades Workers	7,329	\$52,100	0.62	-0.1%
Postsecondary Teachers	6,966	\$89,800	2.56	2.0%
Top Executives	6,955	\$133,100	0.92	2.1%
Cooks and Food Preparation Workers	6,734	\$30,800	0.85	-0.1%
Financial Specialists	6,693	\$88,700	0.97	1.1%
Other Installation, Maintenance, and Repair Occupations	6,186	\$52,200	0.88	-0.5%
Financial Clerks	6,020	\$47,200	0.92	-2.9%
Building Cleaning and Pest Control Workers	5,828	\$32,700	0.77	-1.8%
Other Healthcare Support Occupations	5,299	\$42,100	1.40	3.7%
Counselors, Social Workers, and Other Community and Social Service Specialists	5,274	\$57,300	1.06	0.8%

Unemployment Rates Compared

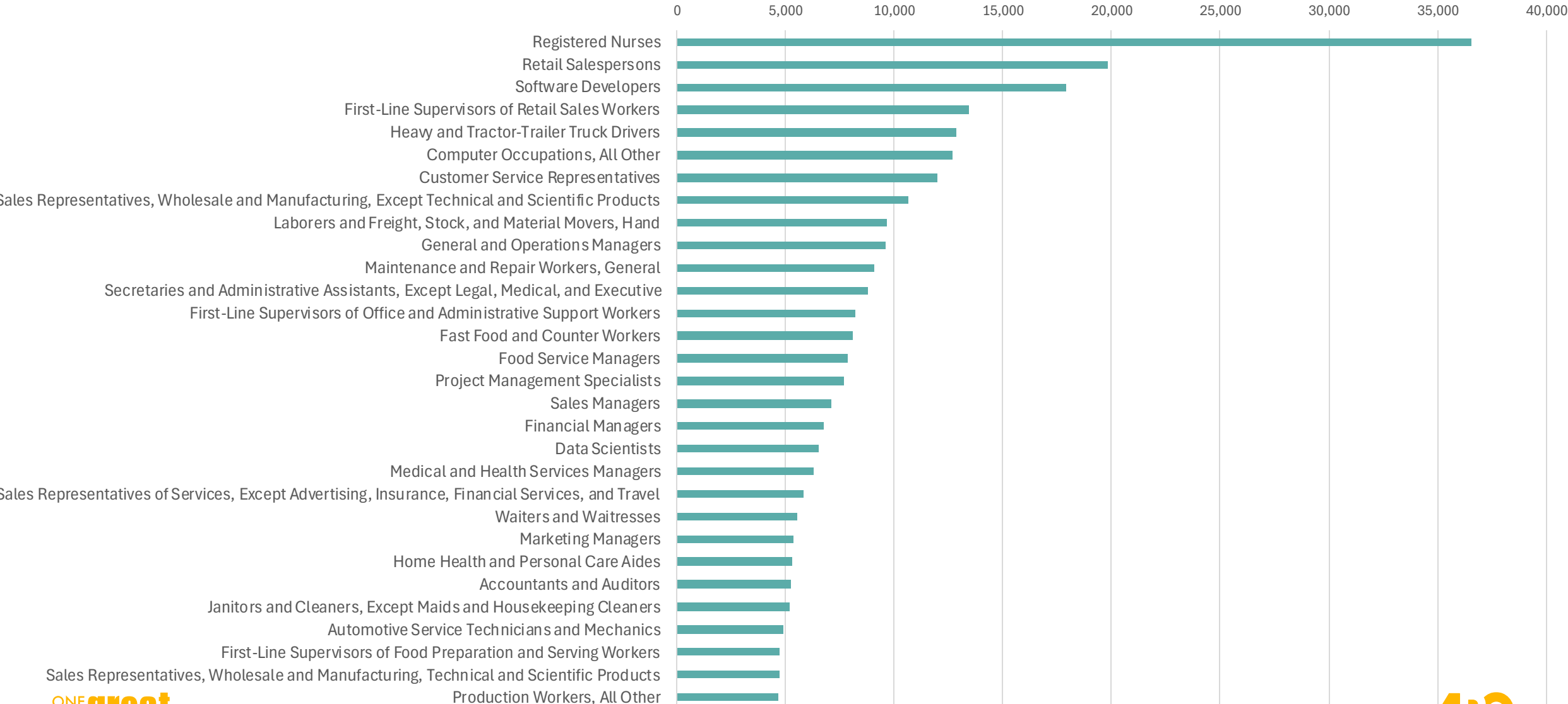
Unemployment Rate for DeKalb County, Georgia



Source: JobsEQ®. Data as of Nov 2024. The shaded areas of the graph represent national recessions.

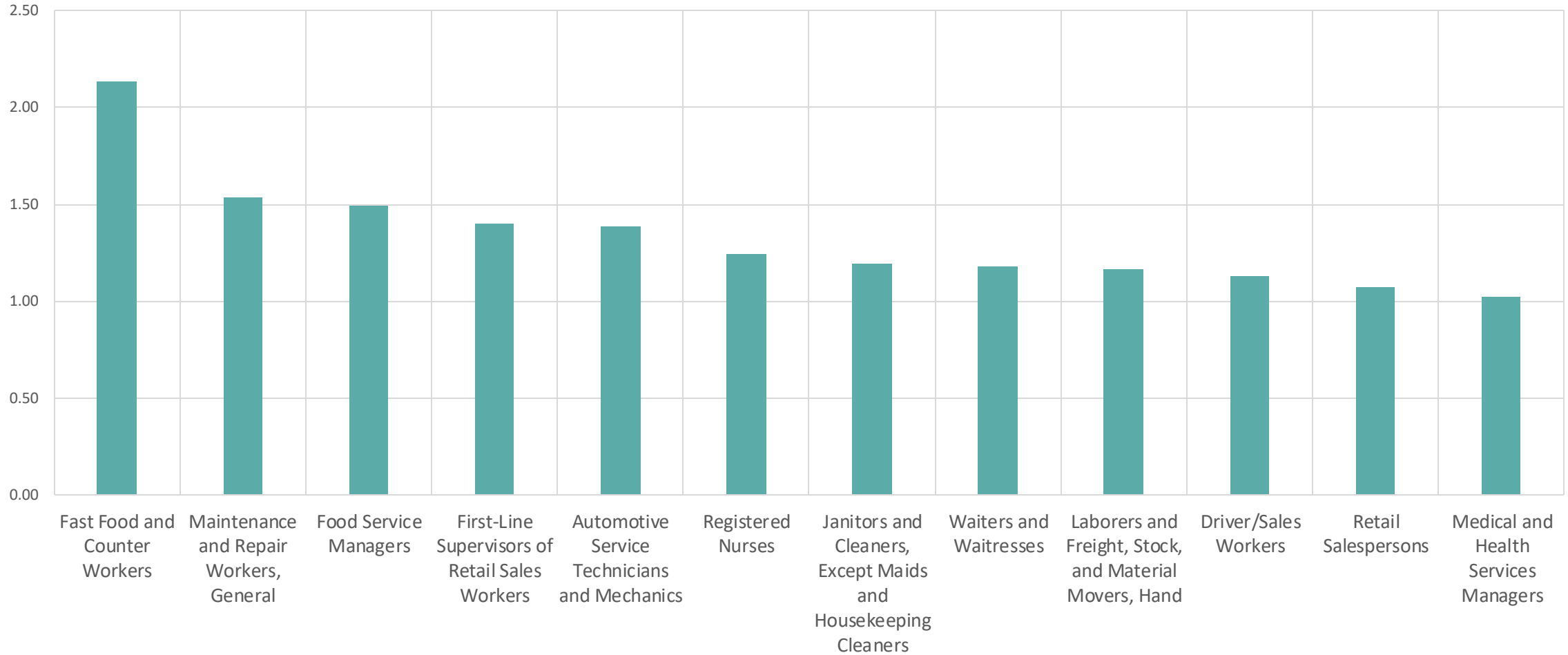
What Employers Are Seeking...

Labor Demand: Job Postings, June 2023 - May 2024



What Employers Are Seeking MORE of Today

Ratio - Pre- to Post-Pandemic



What Employers Are Seeking MORE of Today

These Occupations Weren't in the Top 50 Pre-Pandemic

Cashiers

Construction Managers

First-Line Supervisors of Food Preparation and Serving Workers

First-Line Supervisors of Mechanics, Installers, and Repairers

Home Health and Personal Care Aides

Licensed Practical and Licensed Vocational Nurses

Medical Assistants

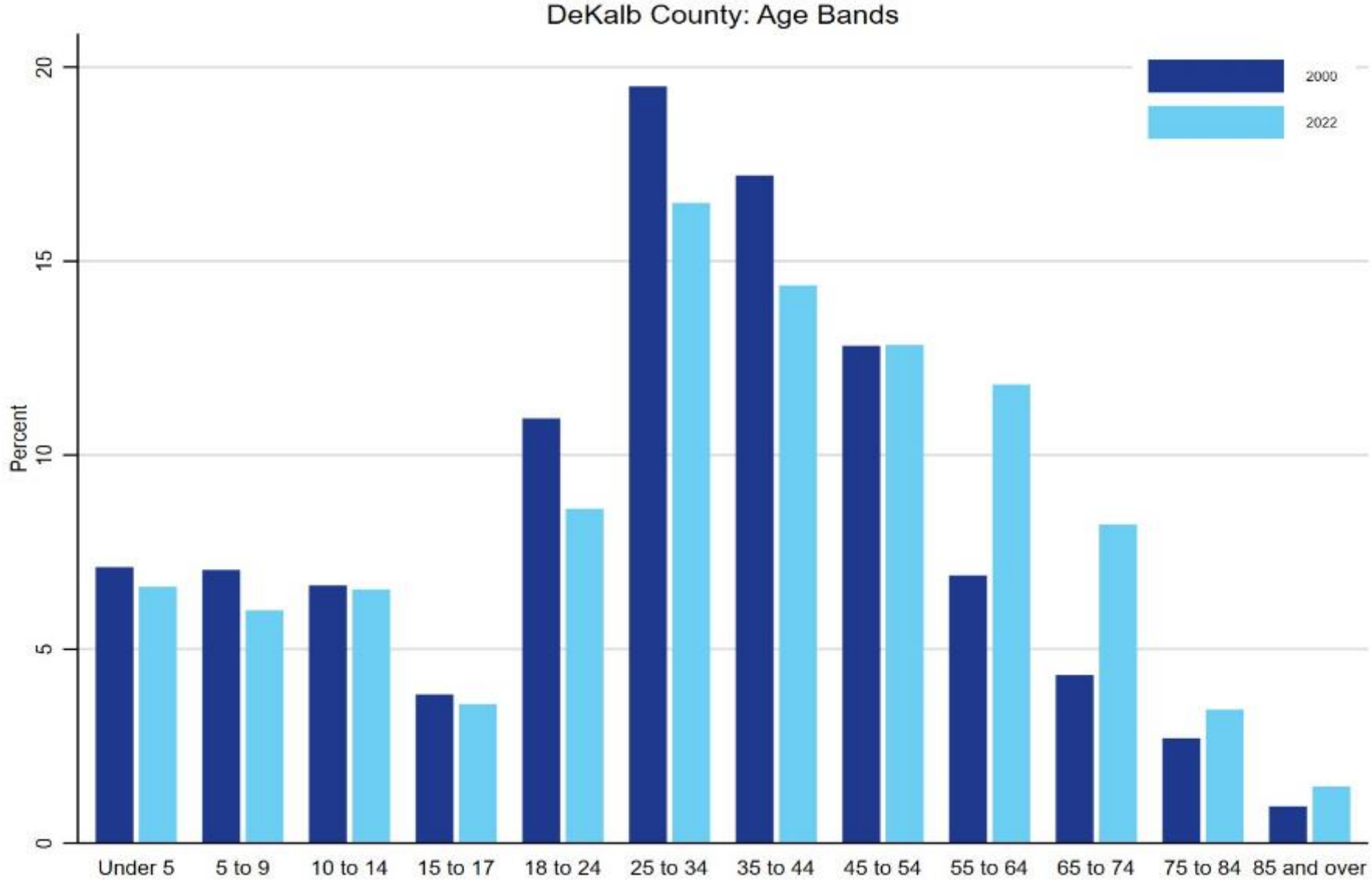
Physical Therapists

Shipping, Receiving, and Inventory Clerks

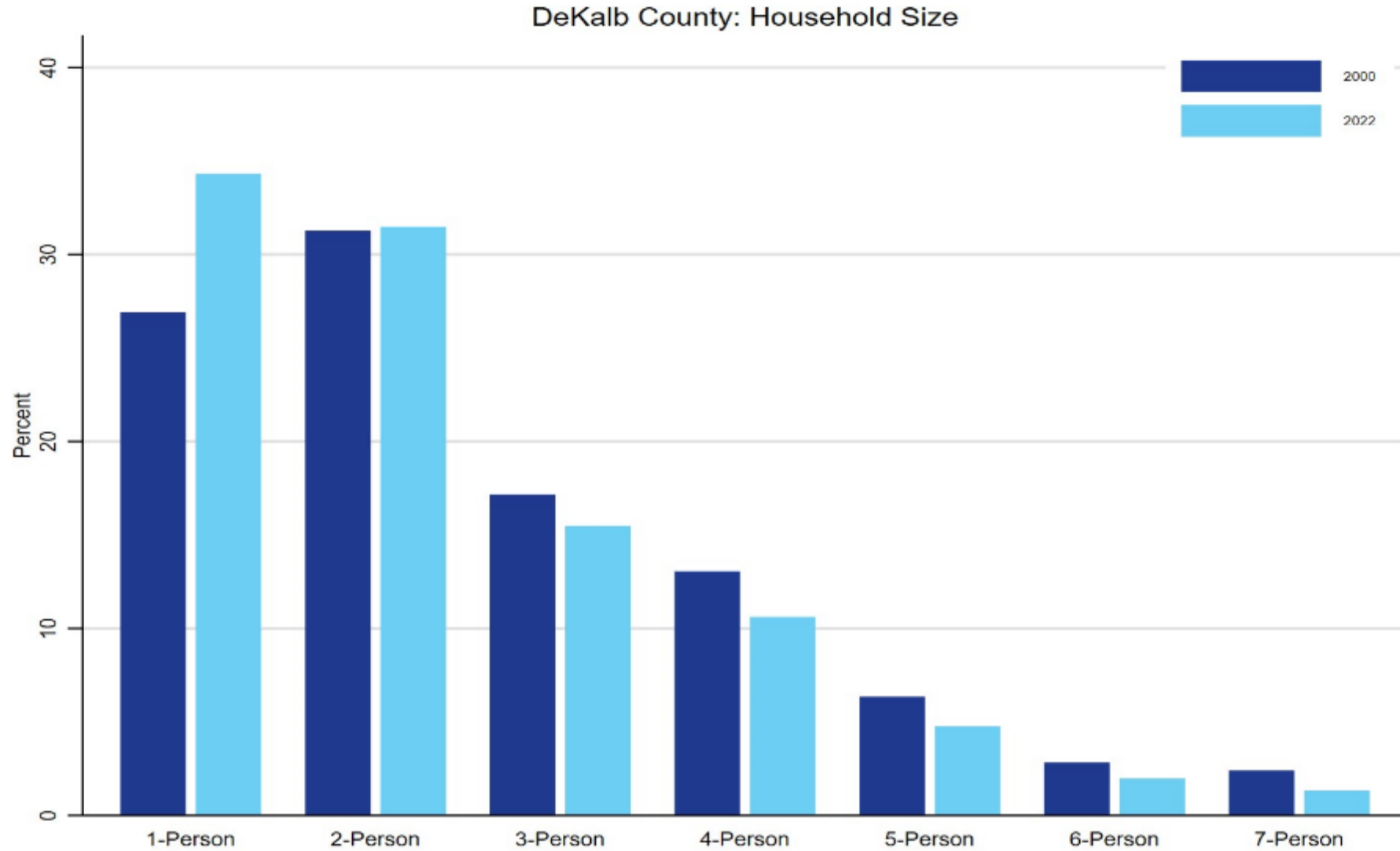


Housing Demographics

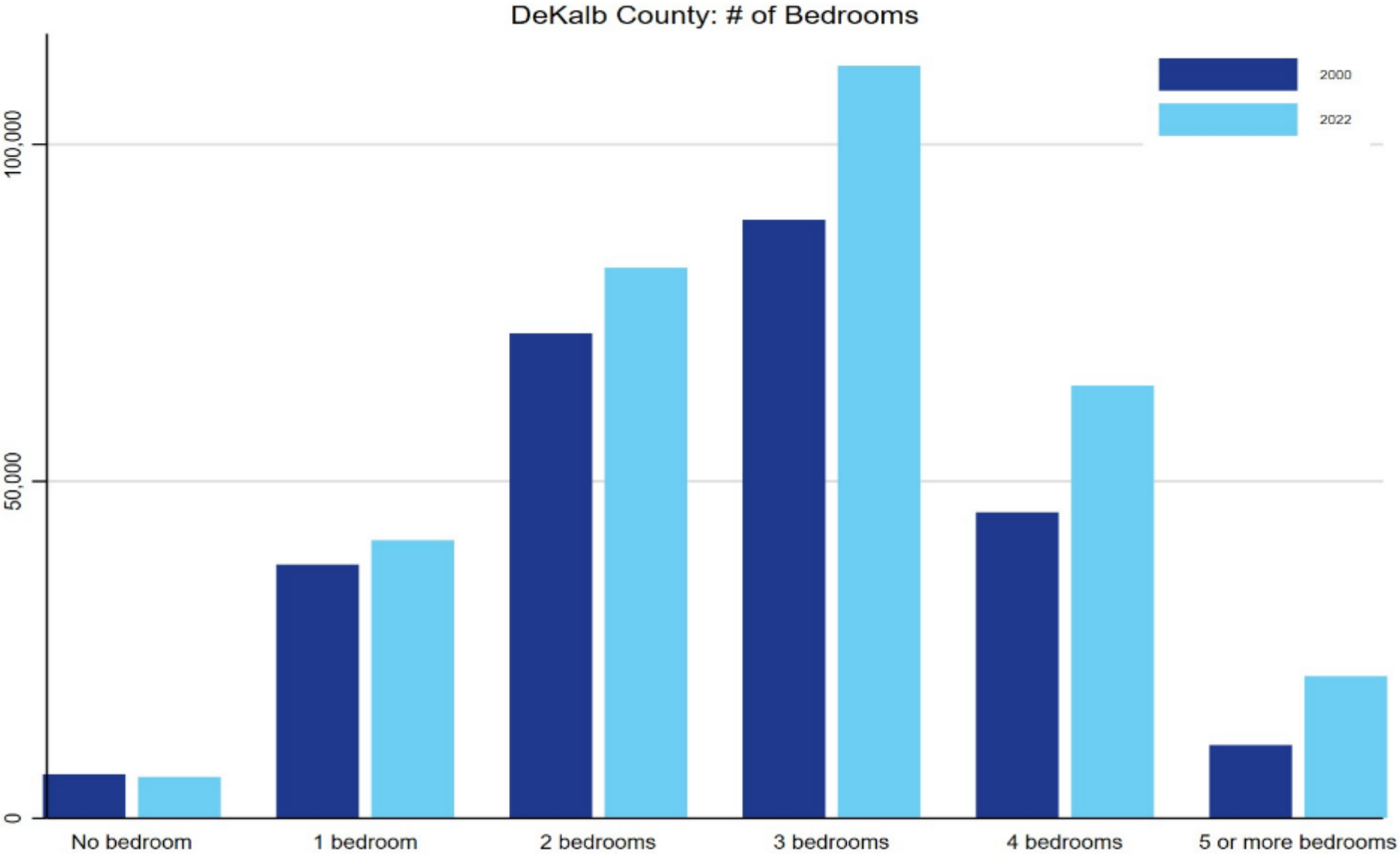
We're Getting Older...



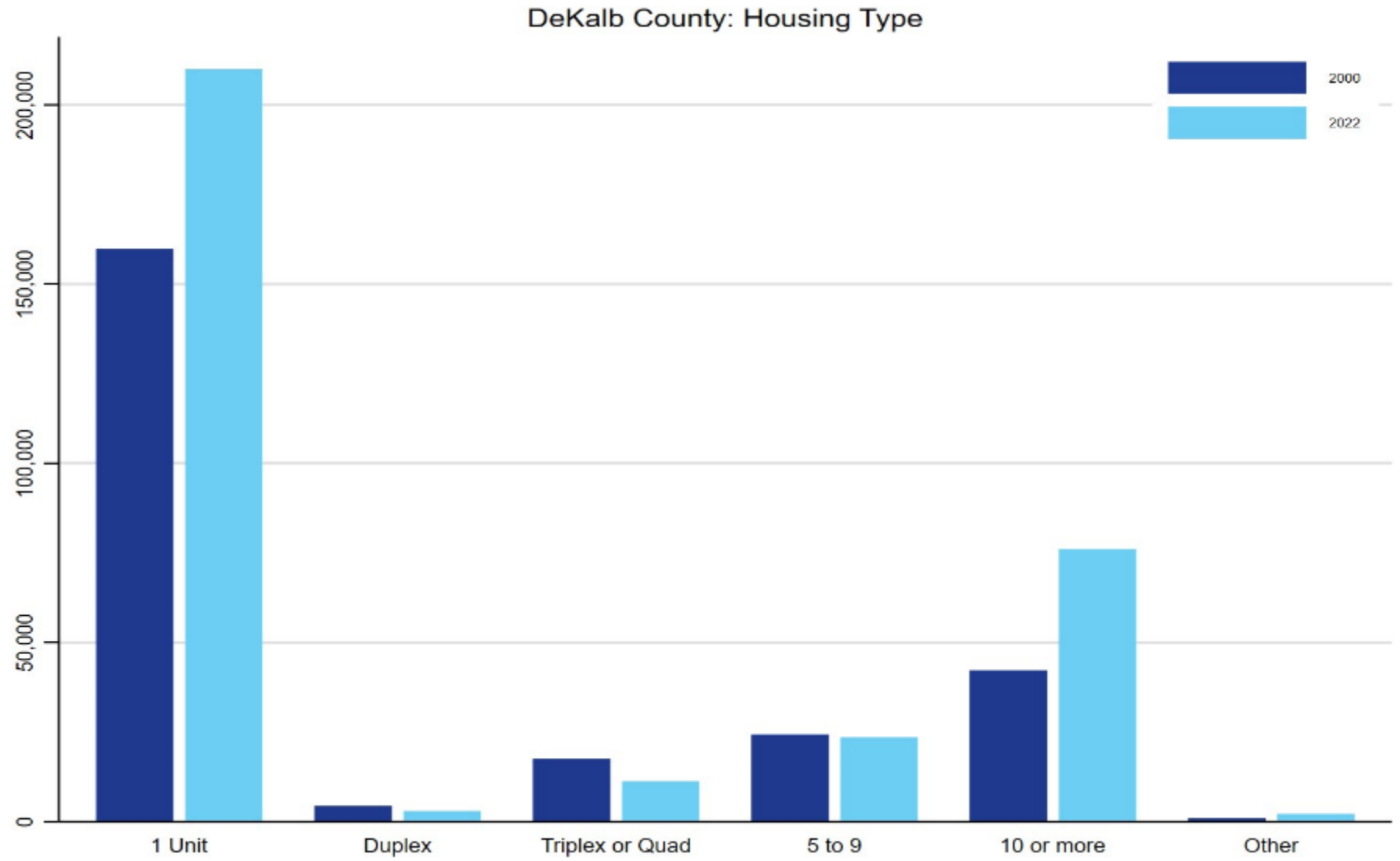
Household Sizes Getting Smaller..



Yet Houses Are Getting Bigger..



But Housing Stock Is Mostly Staying The Same...

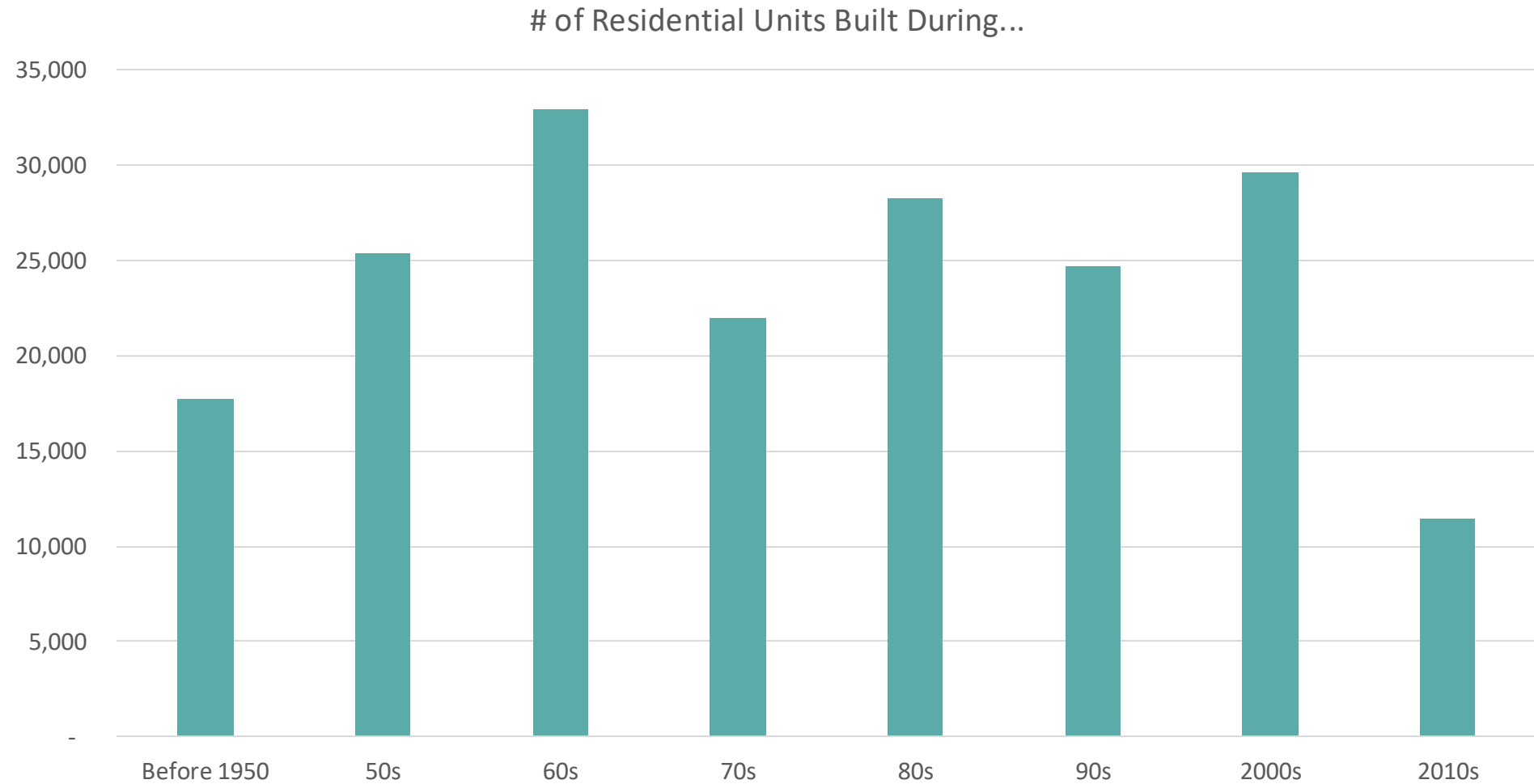




Homeownership

Residential Construction by Decade

- 2010s saw the fewest number of new residential units in at least 60 years

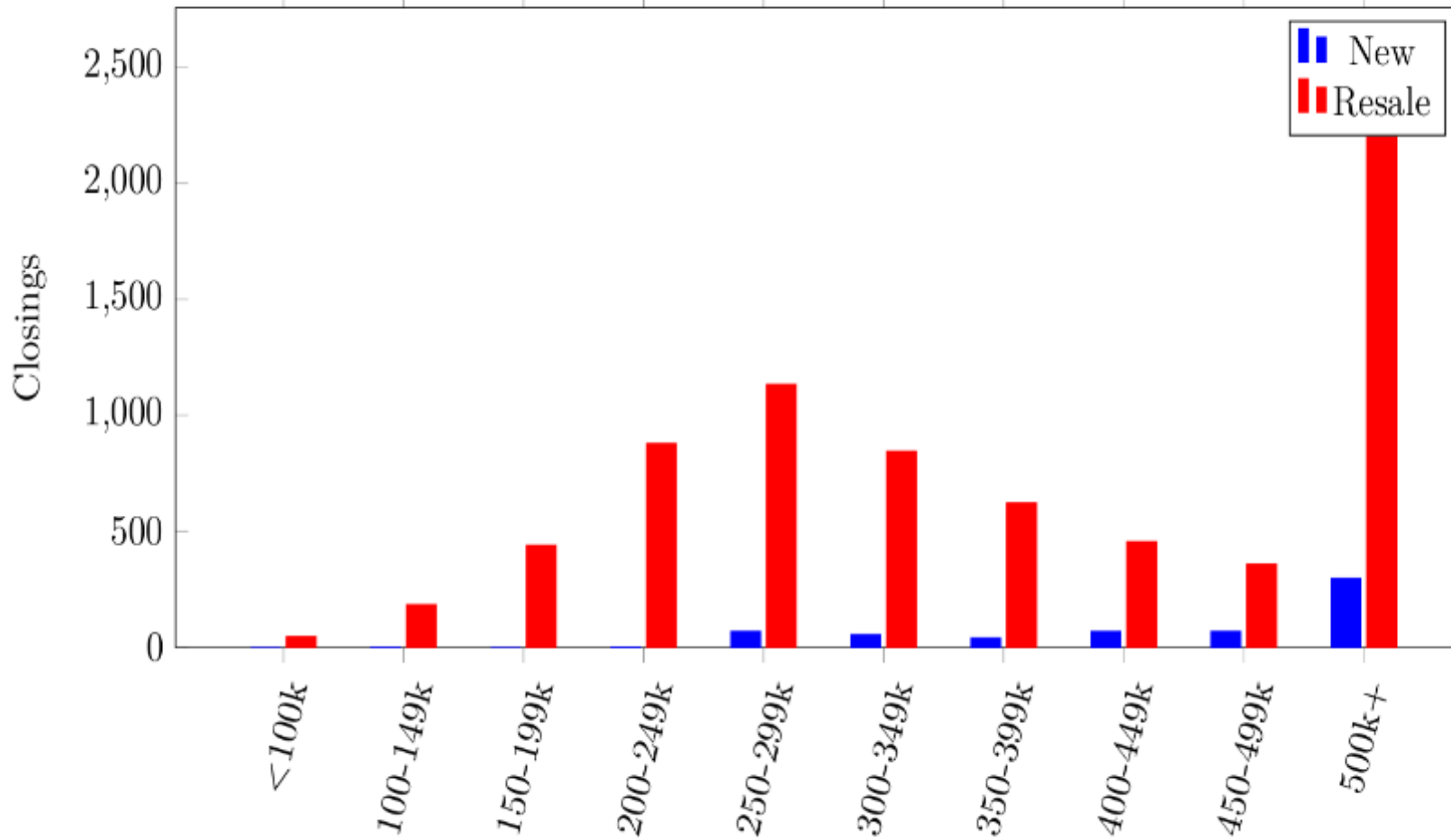


The Numbers

(As of May)	Clayton	Cobb	DeKalb	Fulton	Gwinnett
2019	\$ 164,000	\$ 325,500	\$ 336,800	\$ 409,800	\$ 281,800
2020	\$ 167,900	\$ 318,700	\$ 315,700	\$ 401,100	\$ 285,500
2021	\$ 188,200	\$ 360,800	\$ 360,000	\$ 440,600	\$ 323,900
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2023	\$ 247,800	\$ 453,900	\$ 425,700	\$ 532,600	\$ 435,300
2024	\$ 251,000	\$ 476,200	\$ 440,000	\$ 555,000	\$ 455,100
% Growth, 2019-2024	53.0%	46.3%	30.6%	35.4%	61.5%

The Market In DeKalb Today

New VS. Resale Closings



	New	Resale
Avg Sq FT:	2,688	2,046
Type:		
Detached:	56.2%	73.9%
Townhome:	39.2%	14.0%
Condo:	4.6%	12.1%
Lot Sizes:		
<1/3 acre:	78.6%	69.4%
1/3 – 1/2:	9.2%	14.0%
1/2+:	12.2%	16.6%
Bedrooms:		
1	2.0%	2.7%
2	1.5%	14.7%
3	39.5%	42.6%
4	22.8%	28.3%
5	34.0%	11.6%

Homeownership.. But For Whom?

2012 Population: 707,089

+55,700 New Residents

2022 Population: 762,820

Homeowners by Household Income: DeKalb



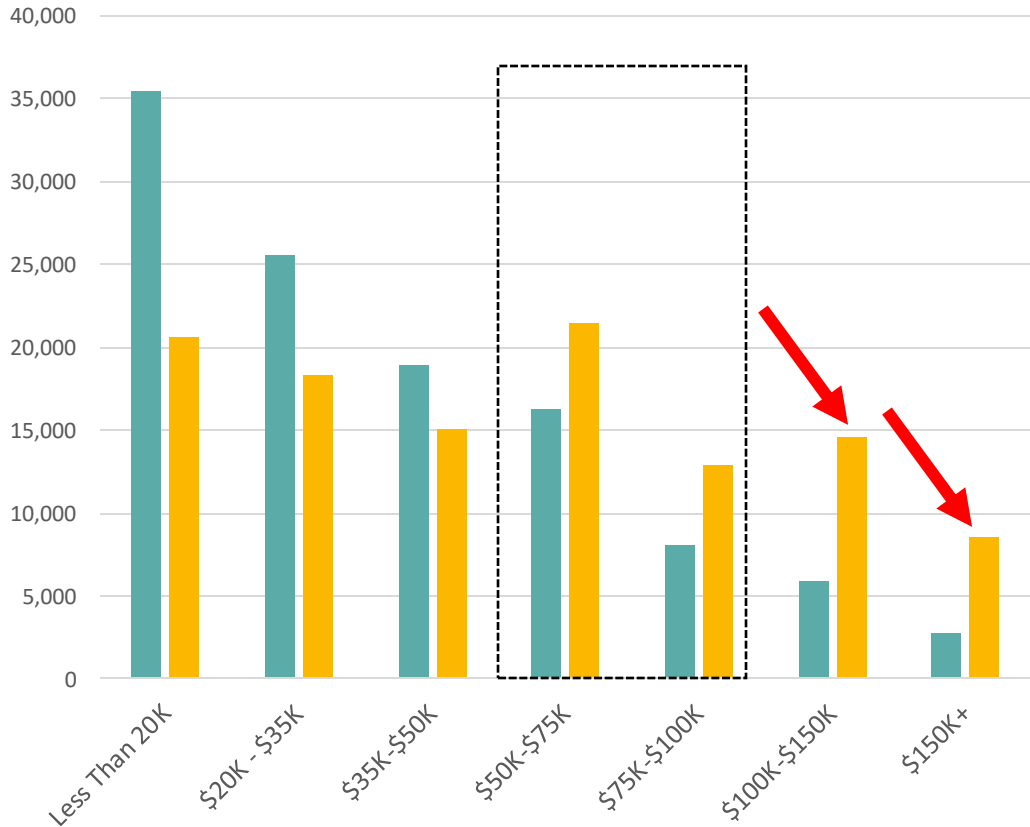
If Homeownership is Not For You...

2012 Population: 707,089

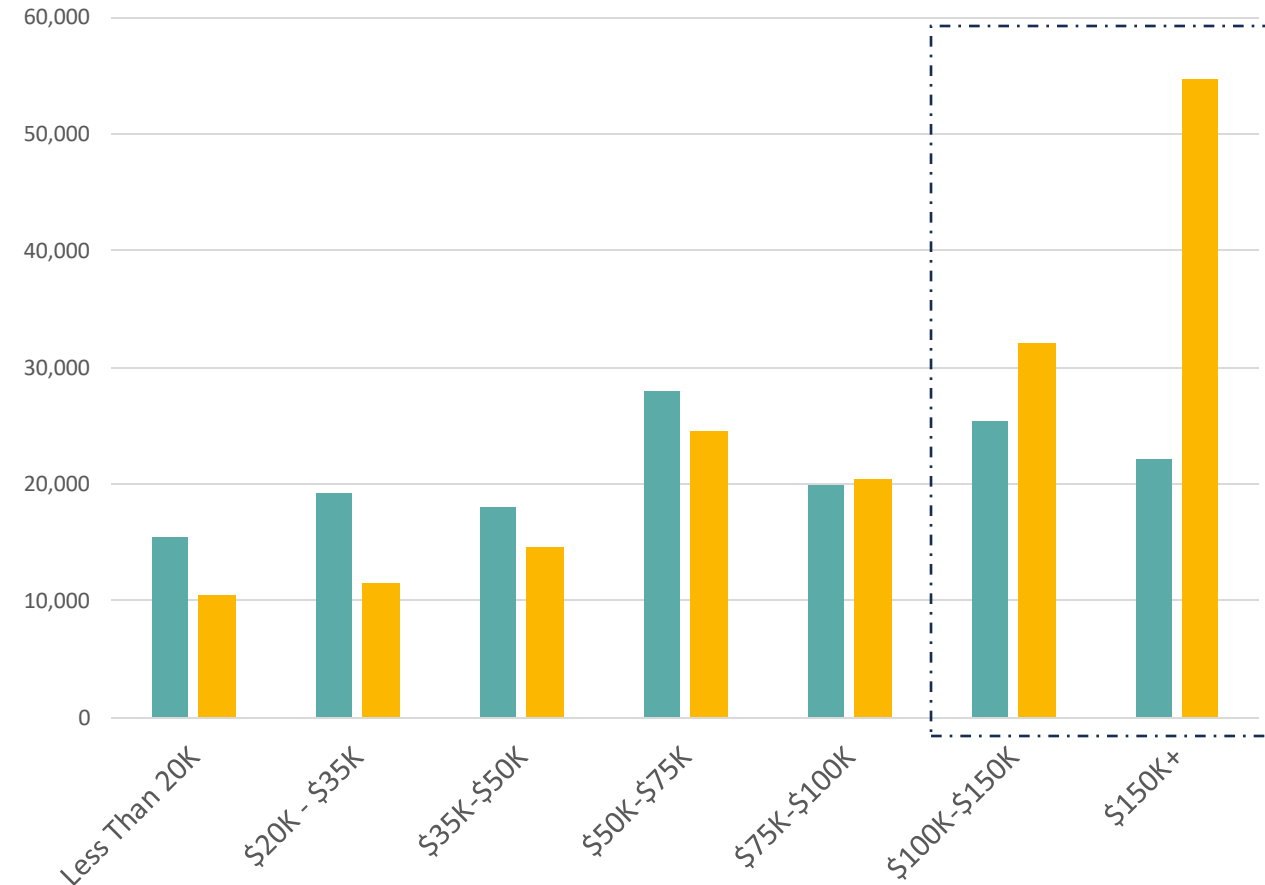
+55,700 New Residents

2022 Population: 762,820

Renters By Household Income: DeKalb

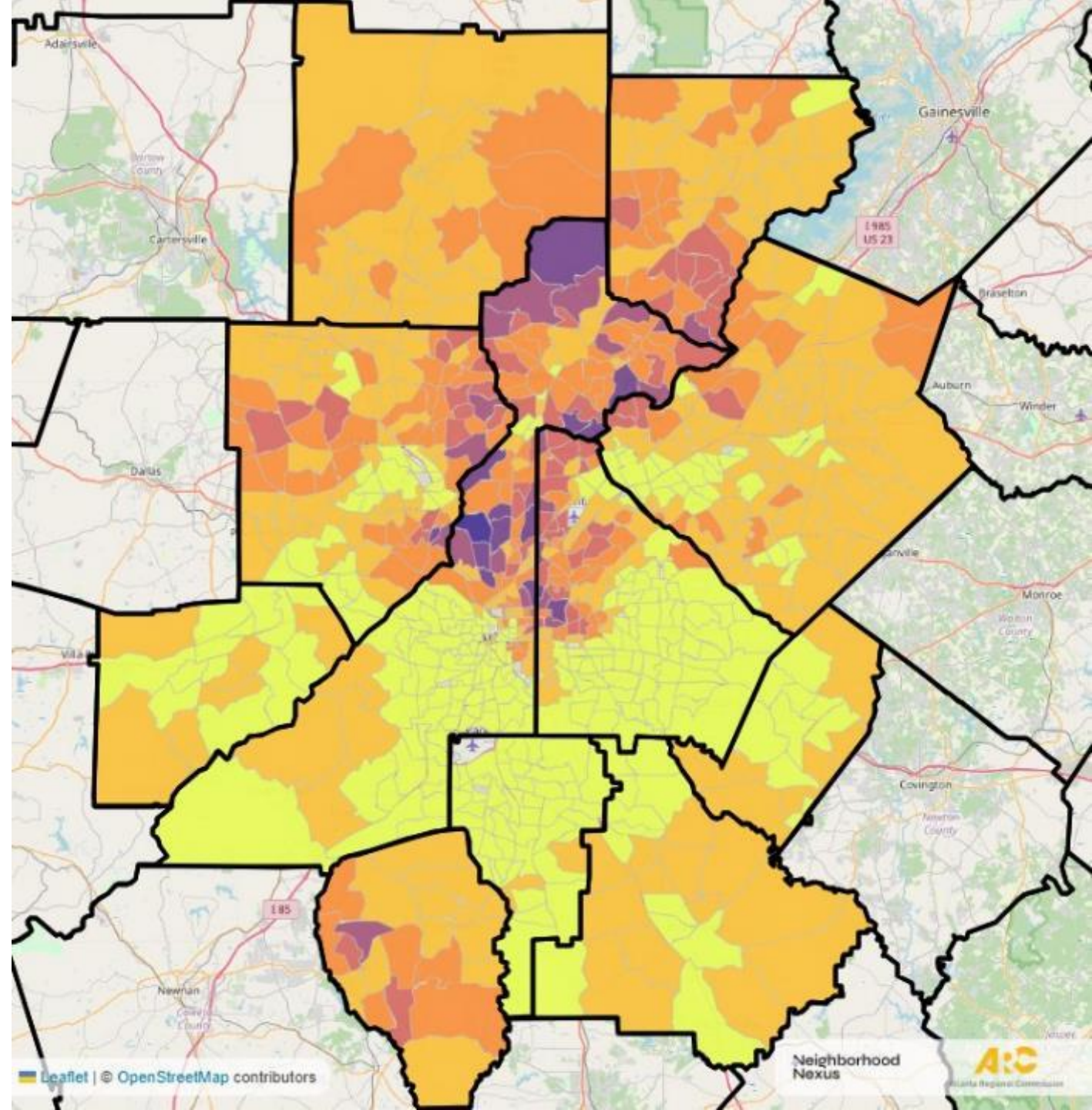
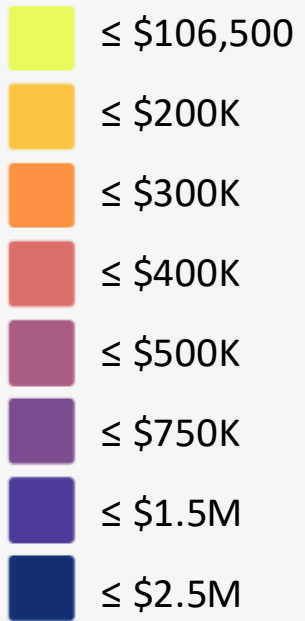


Homeowners by Household Income: DeKalb



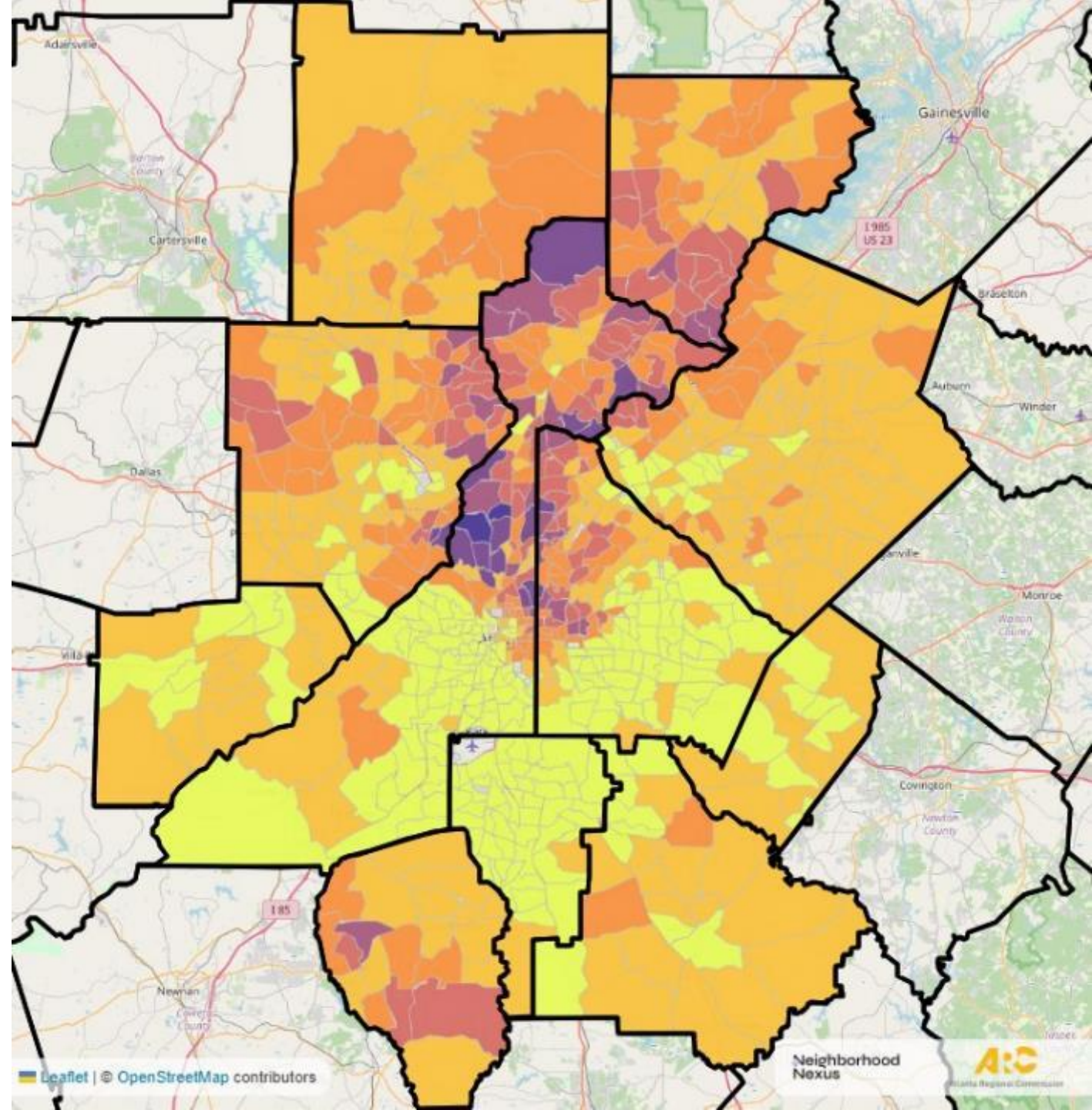
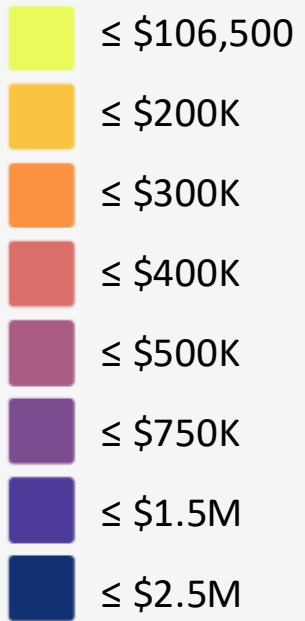
2013

Median Home Sale Price



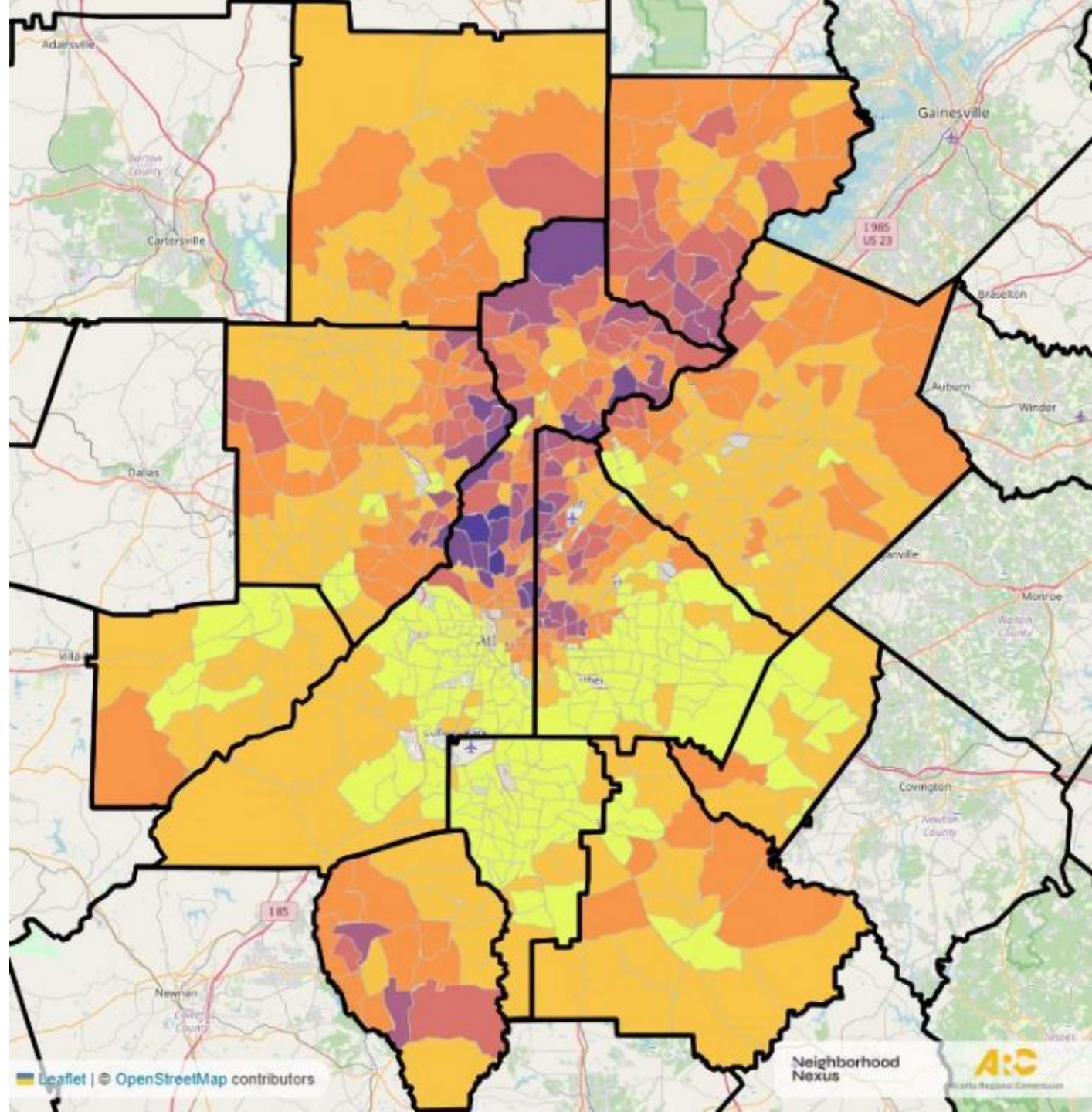
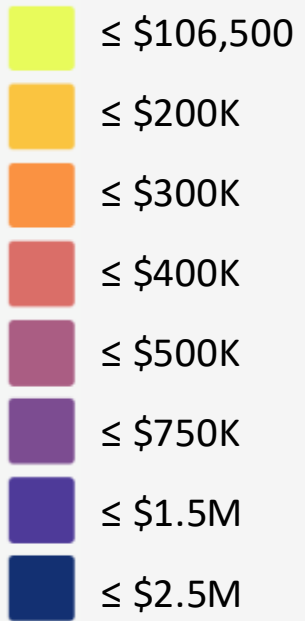
2014

Median Home Sale Price



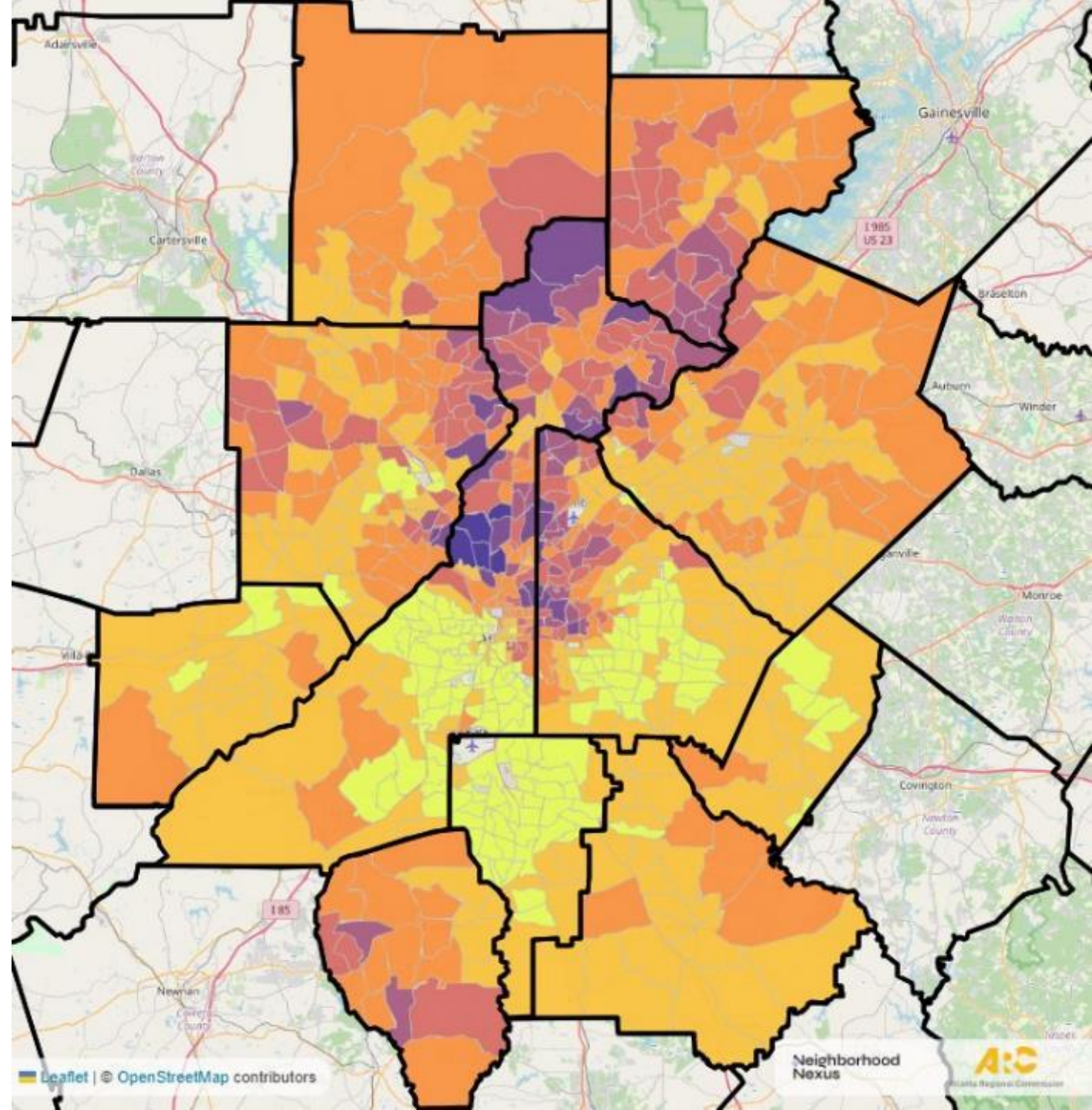
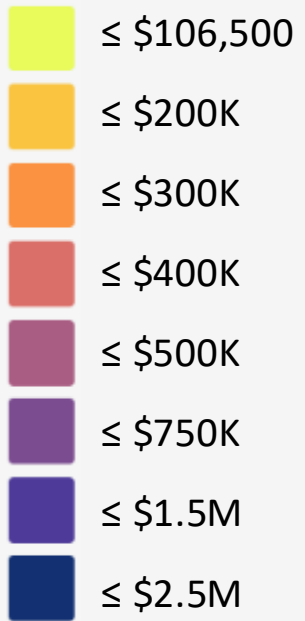
2015

Median Home Sale Price



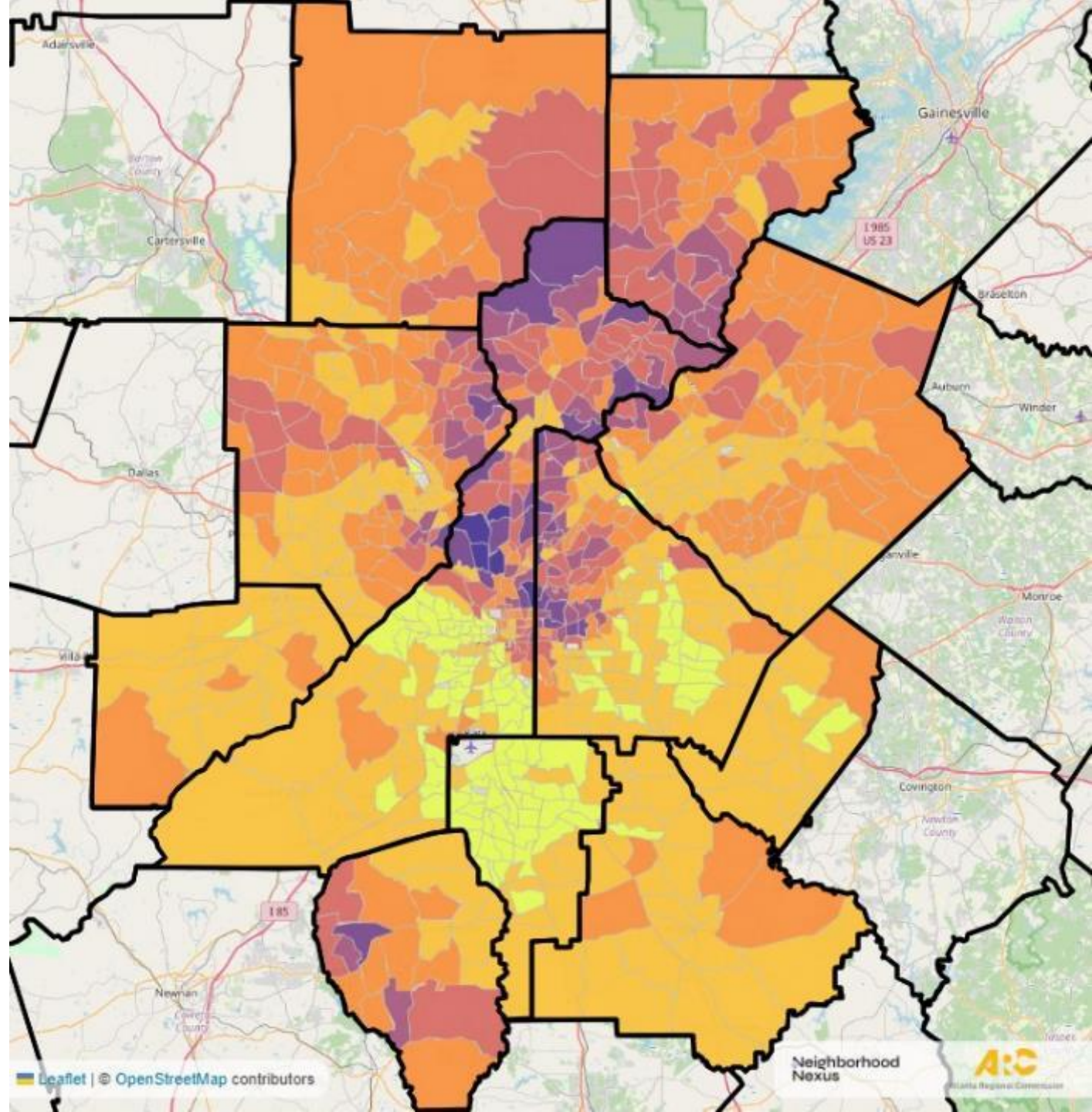
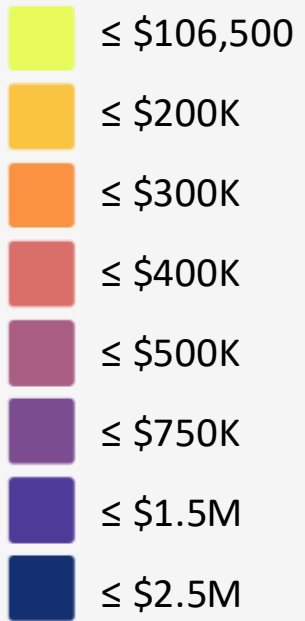
2016

Median Home Sale Price



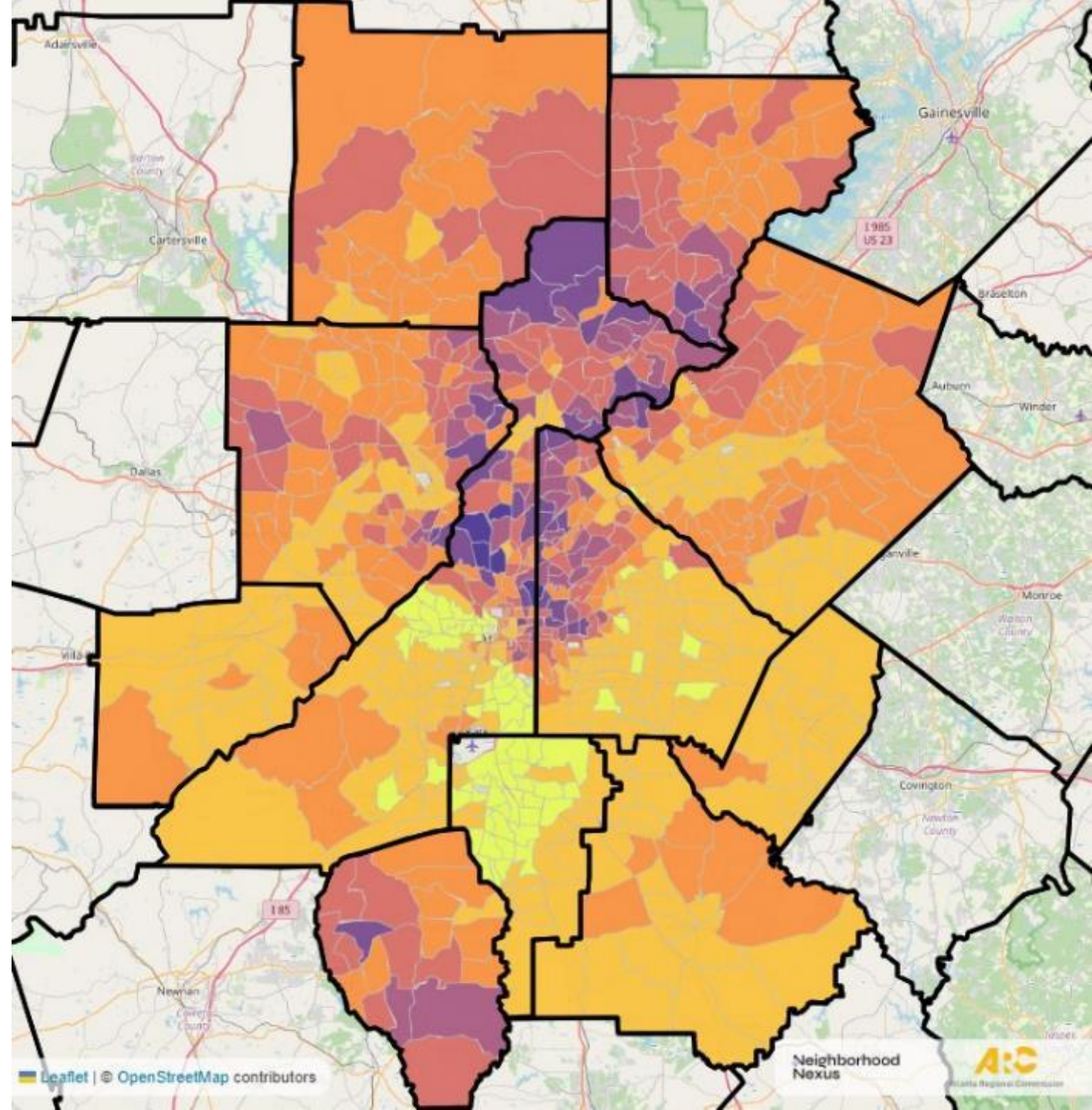
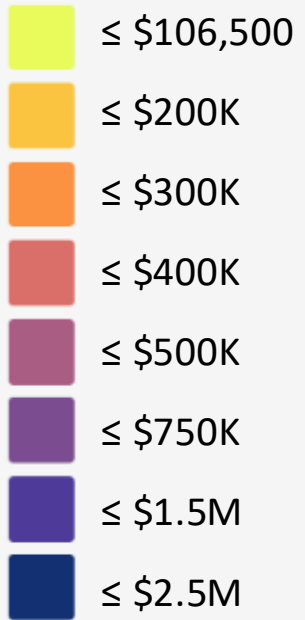
2017

Median Home Sale Price



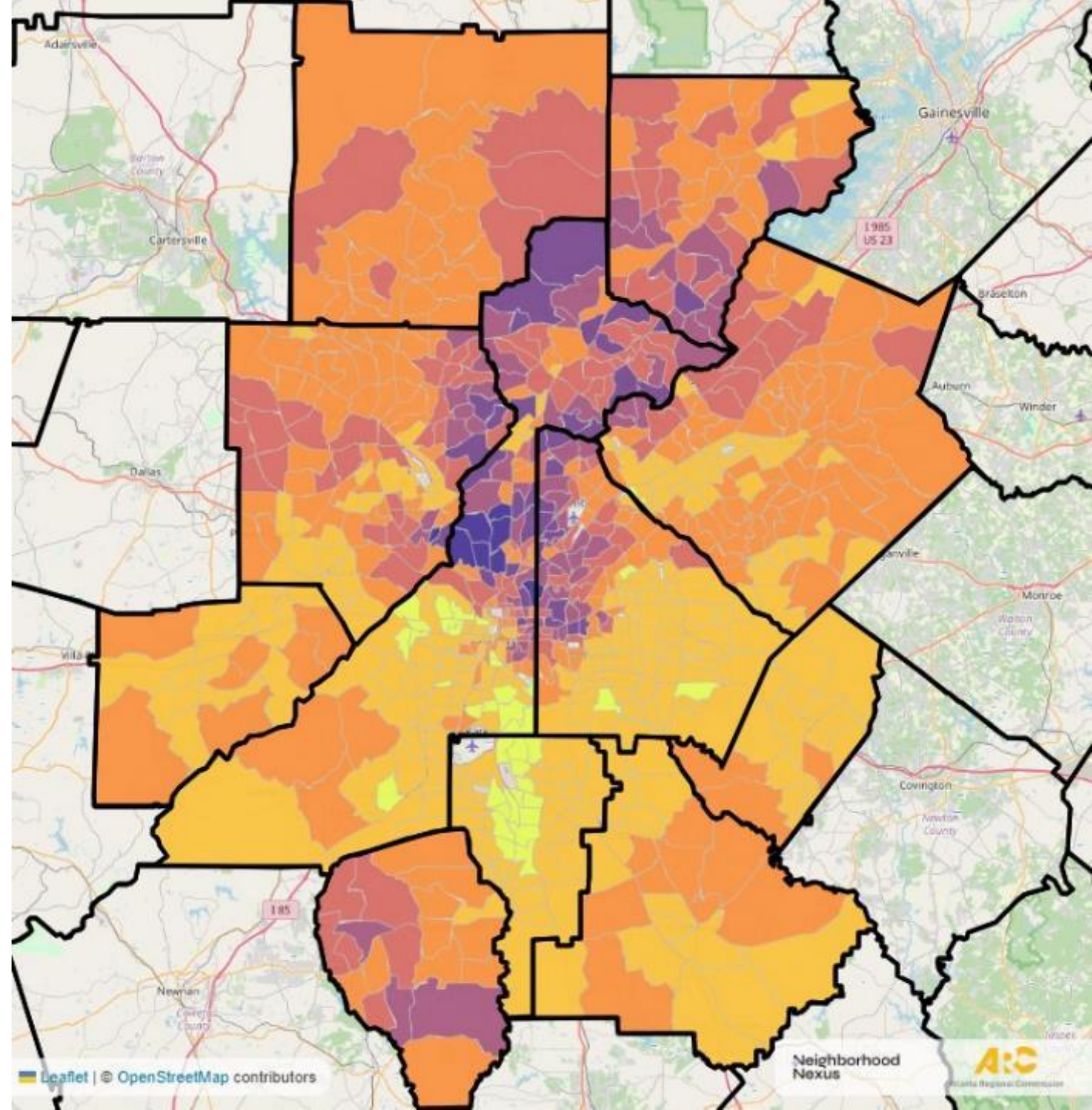
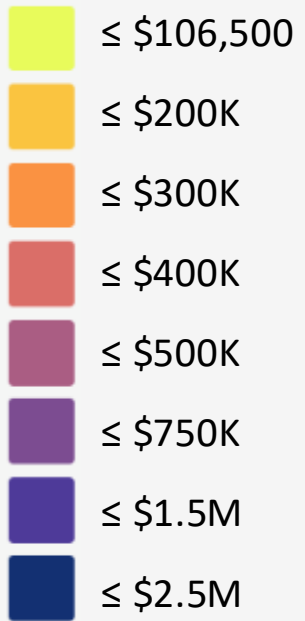
2018

Median Home Sale Price



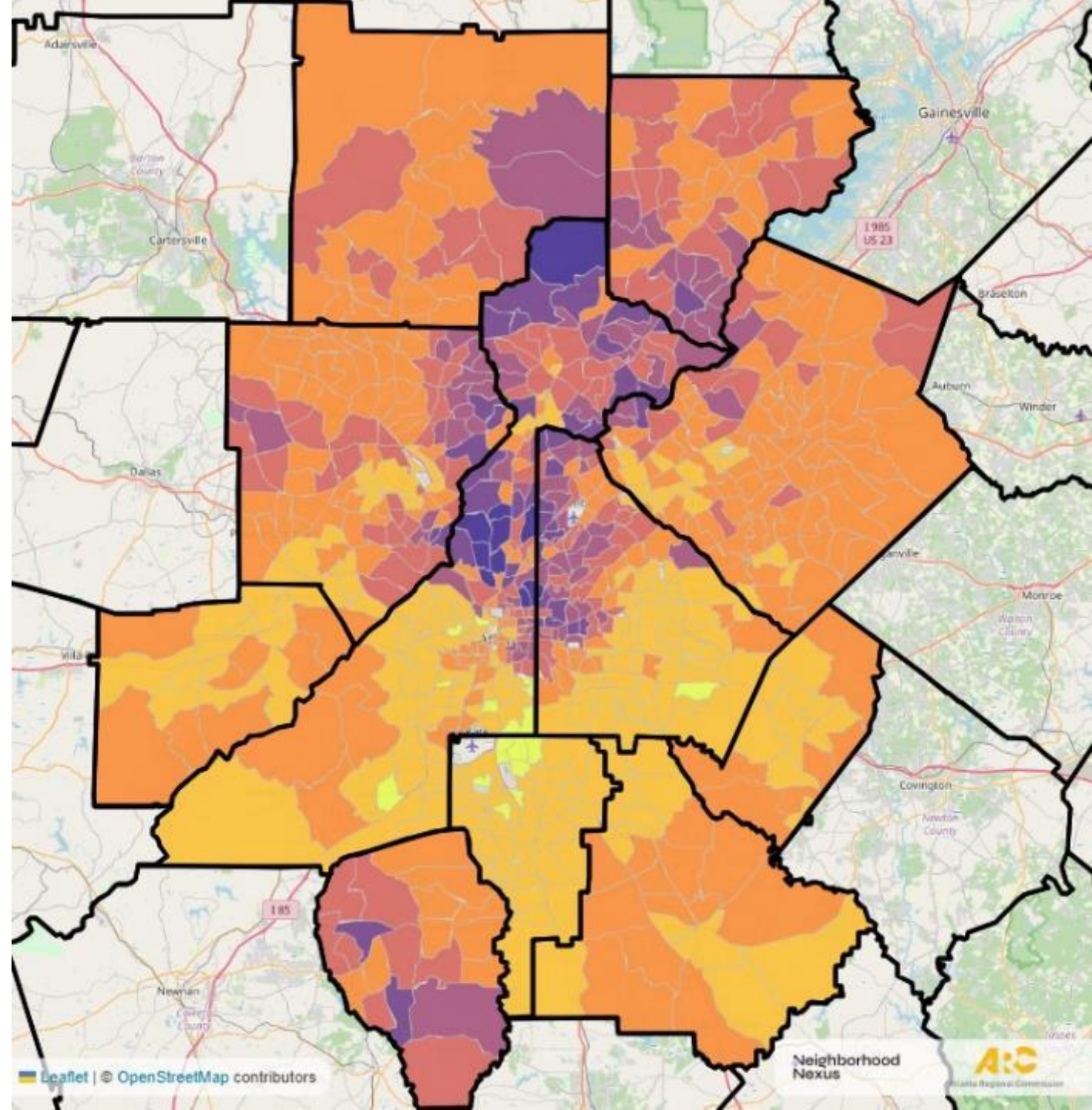
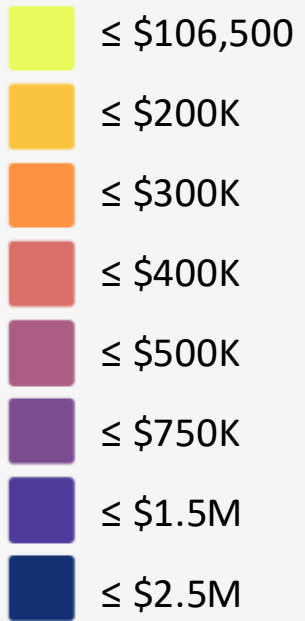
2019

Median Home Sale Price



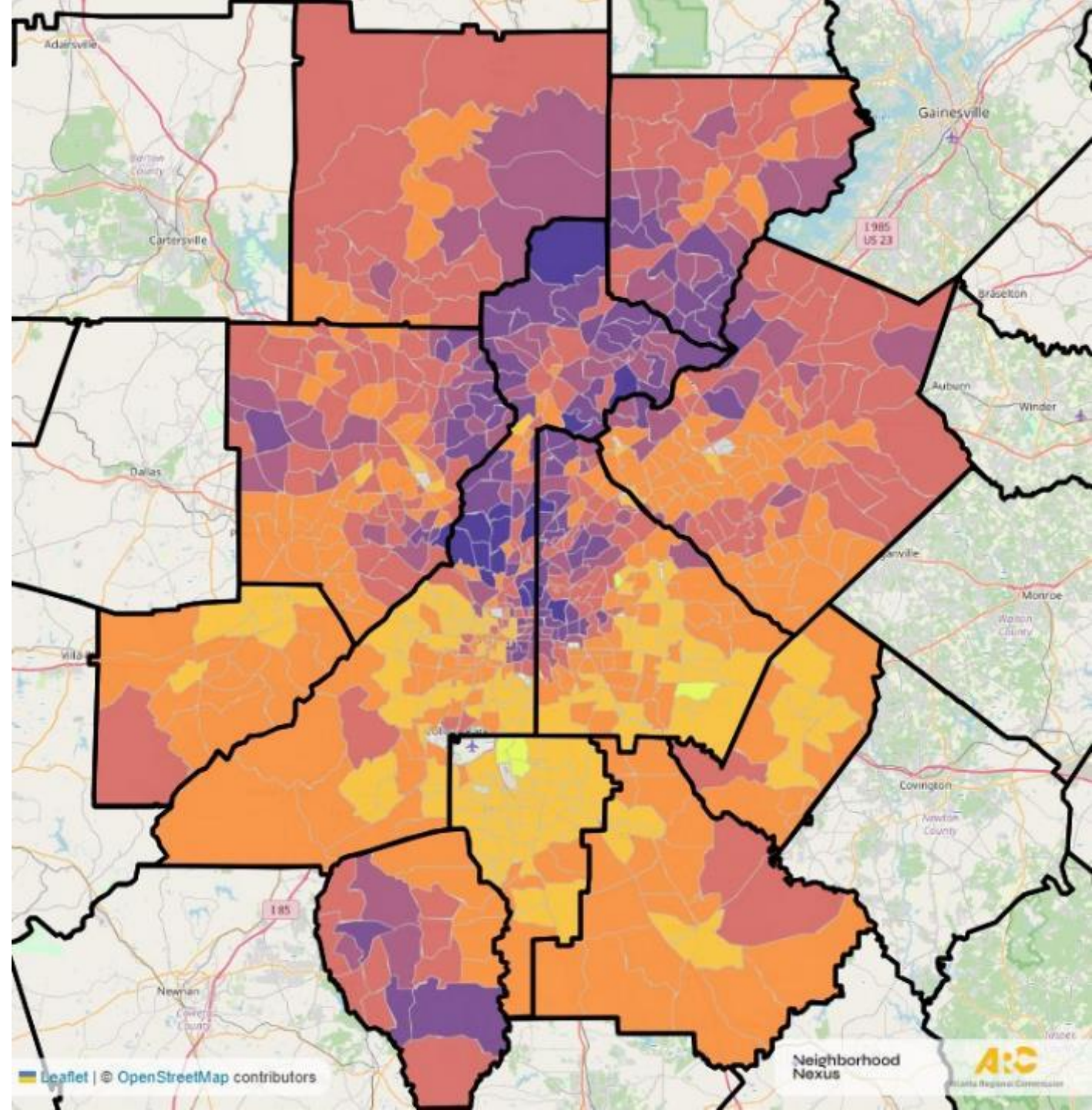
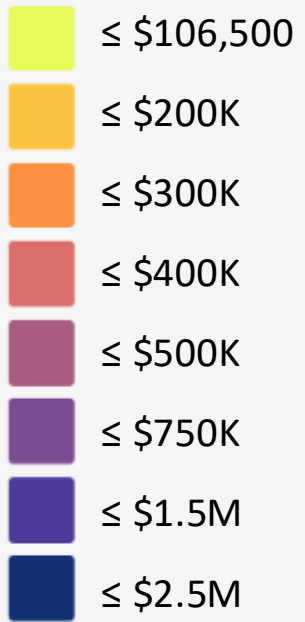
2020

Median Home Sale Price



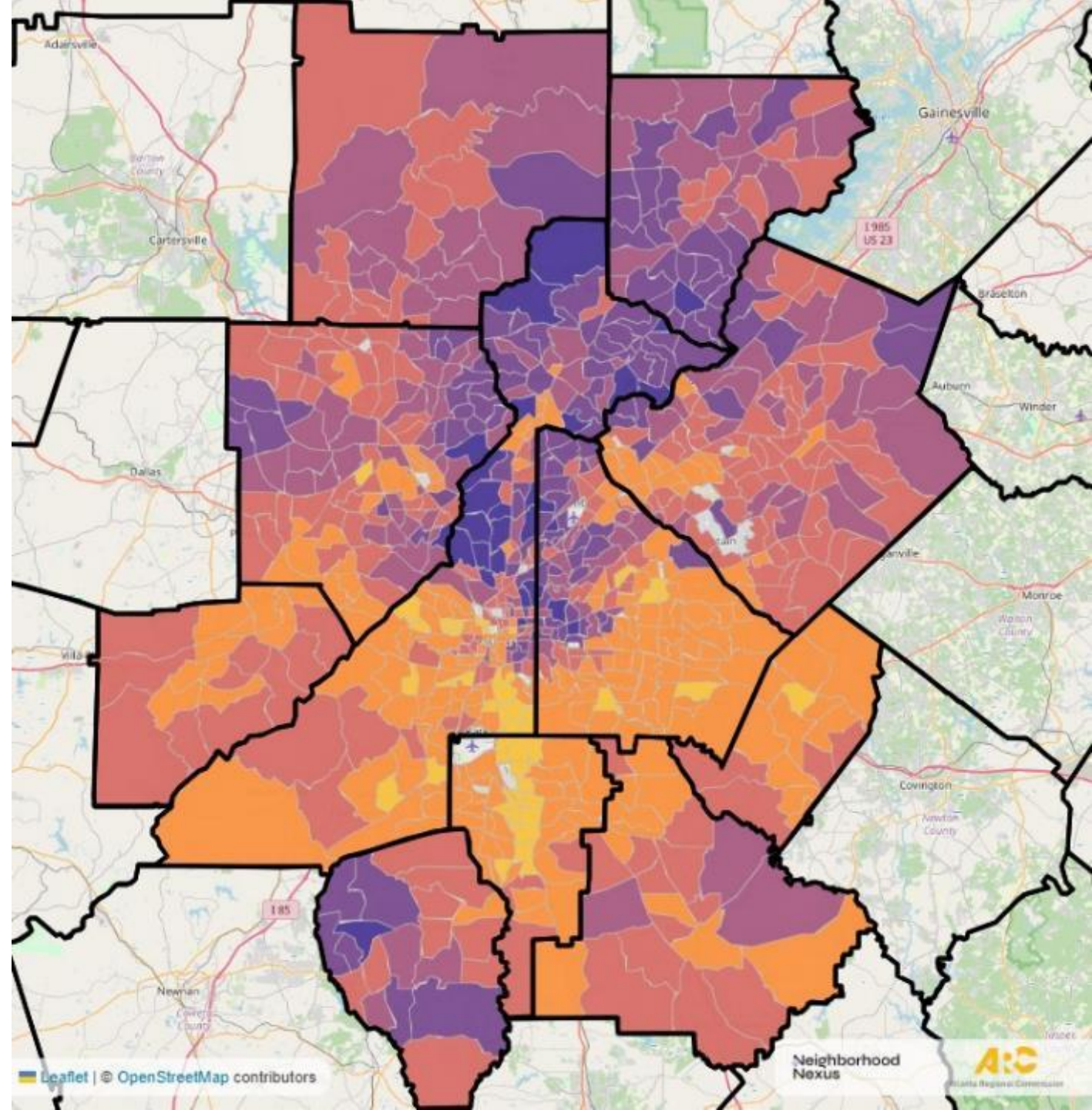
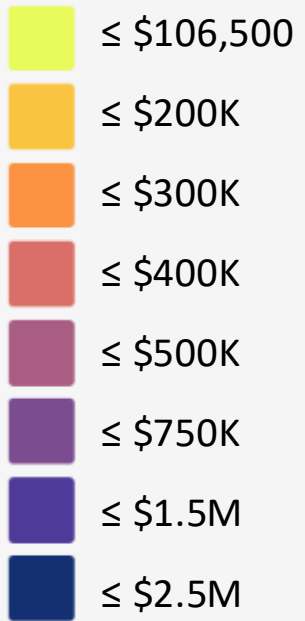
2021

Median Home Sale Price



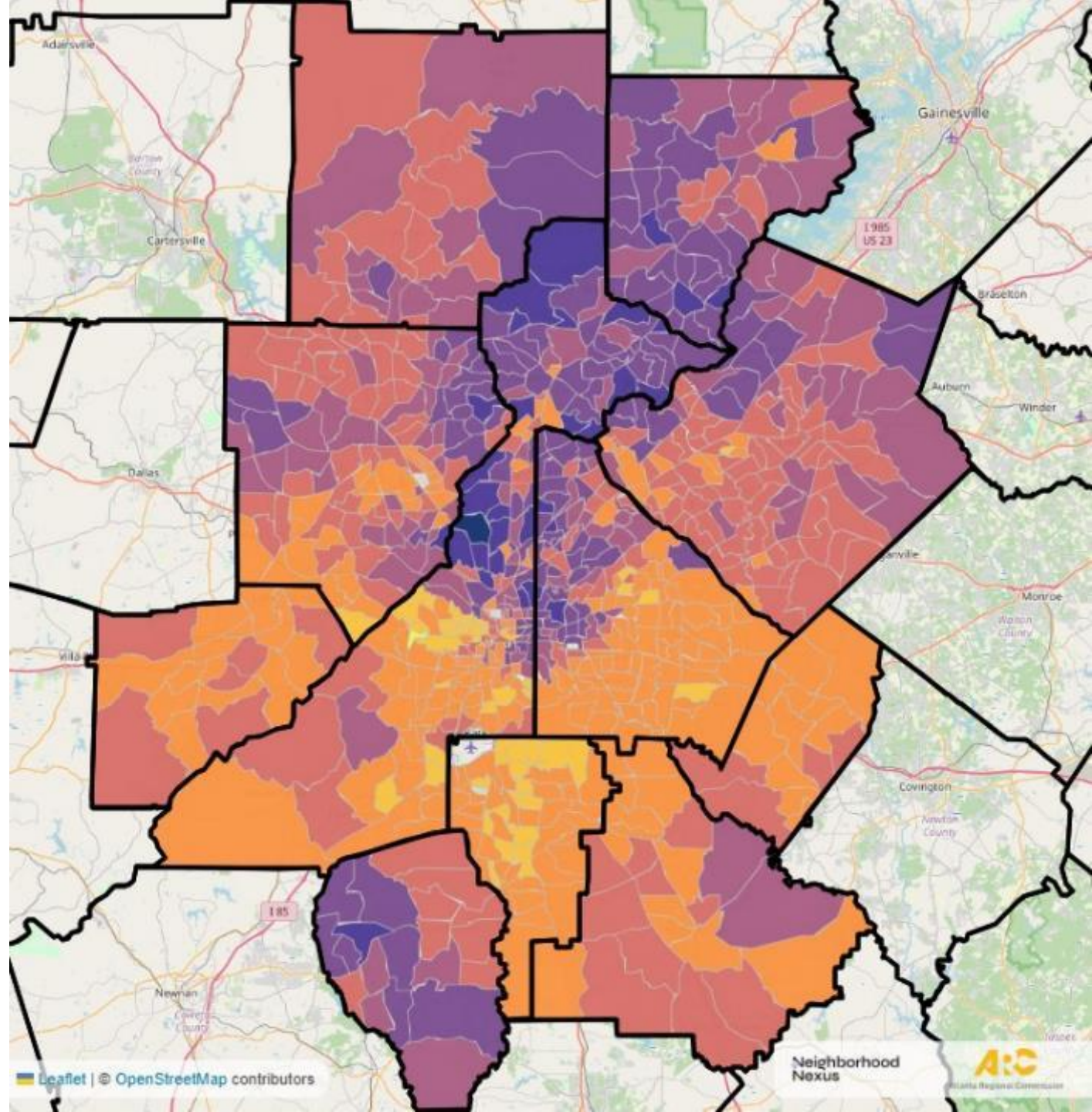
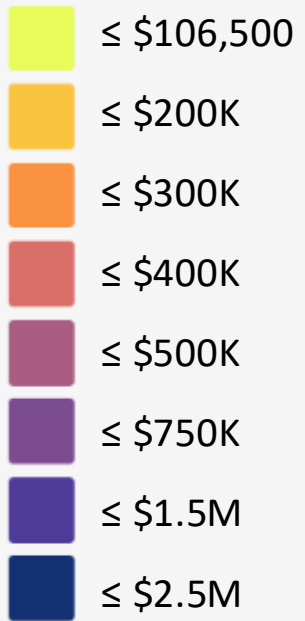
2022

Median Home Sale Price



2023

Median Home Sale Price

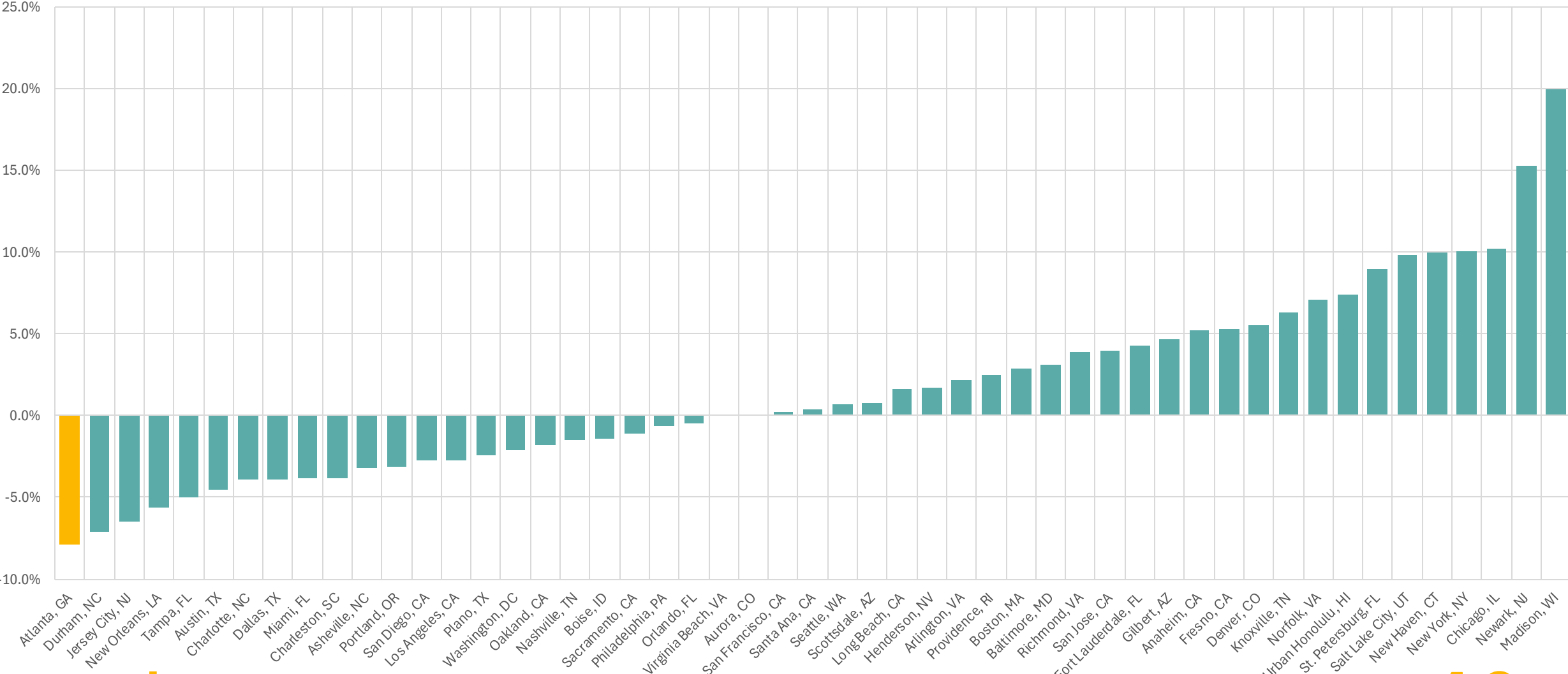




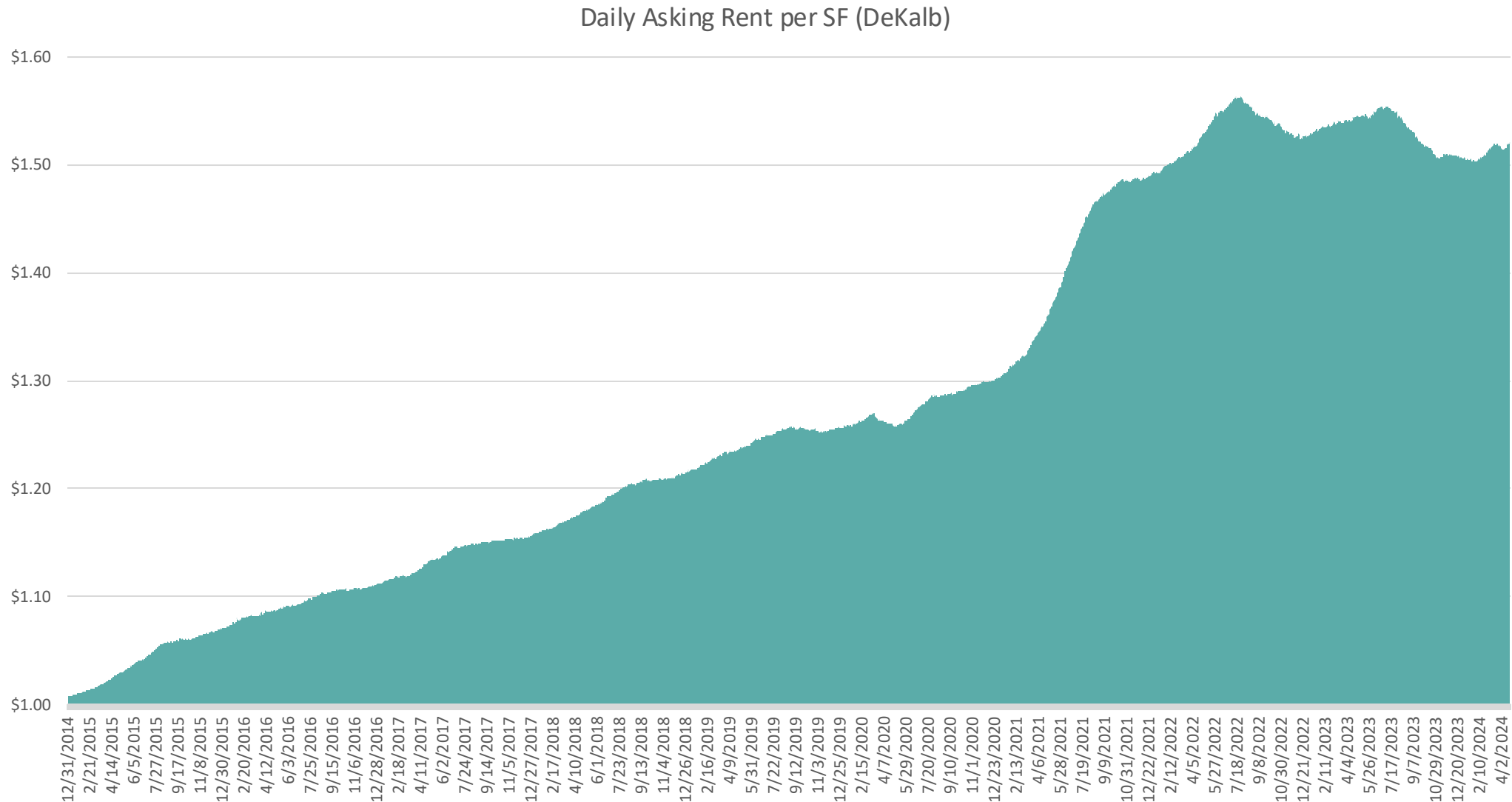
Rentership

Atlanta Rents On the Decline

2BR Rent % Change, Year-Over-Year (July-July)
50 Cities With Highest Rents



Rents Leveling Off in DeKalb, but Still Historically High!

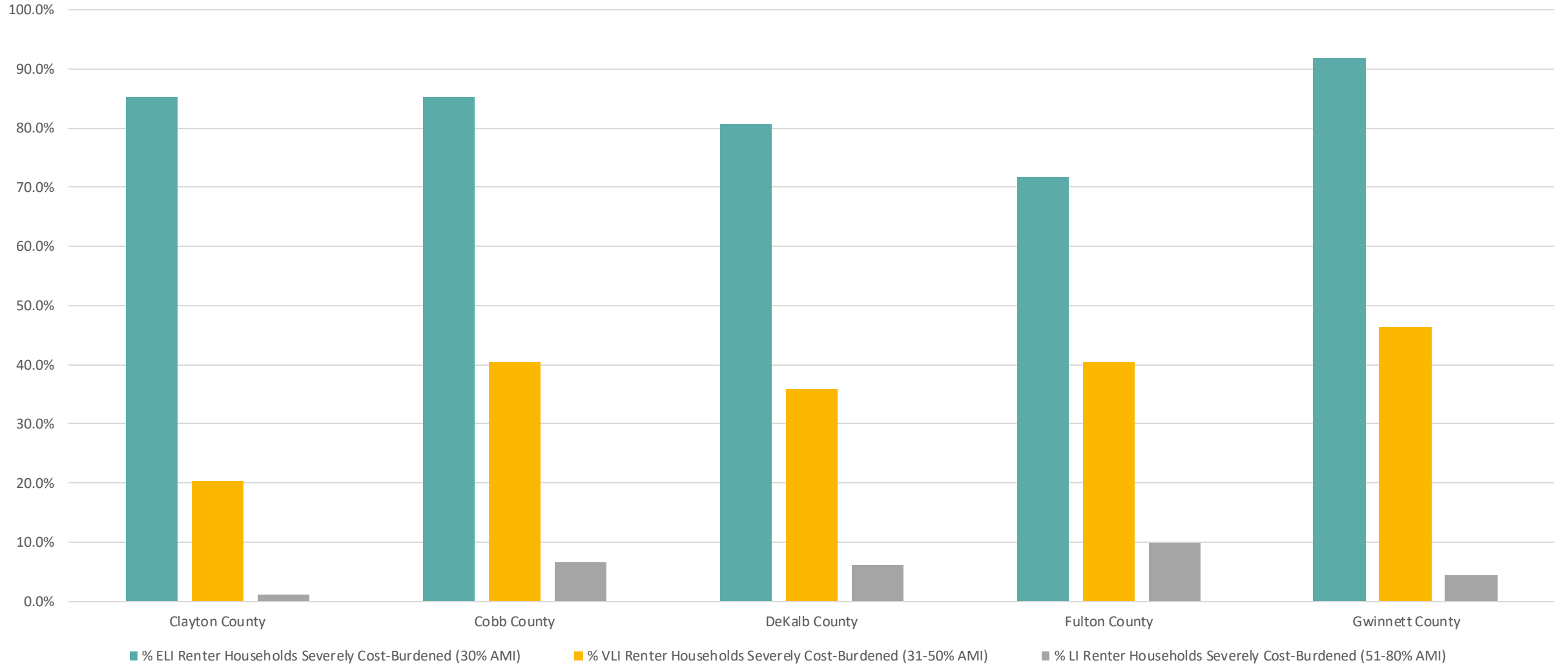


About Half Of All Renters Considered to be Cost-Burdened...

County	All Renter Households	All Cost-Burdened Renter Households	% All Renter Households Cost-Burdened	All Severely Cost-Burdened Renter Households	% All Renter Households Severely Cost-Burdened
Clayton County	48,160	24,390	50.6%	12,715	26.4%
Cobb County	96,980	42,850	44.2%	20,700	21.3%
DeKalb County	125,695	64,755	51.5%	32,790	26.1%
Fulton County	201,475	93,500	46.4%	50,330	25.0%
Gwinnett County	100,495	51,290	51.0%	25,935	25.8%
Total: 5-County Area	572,805	276,785	48.3%	142,470	24.9%

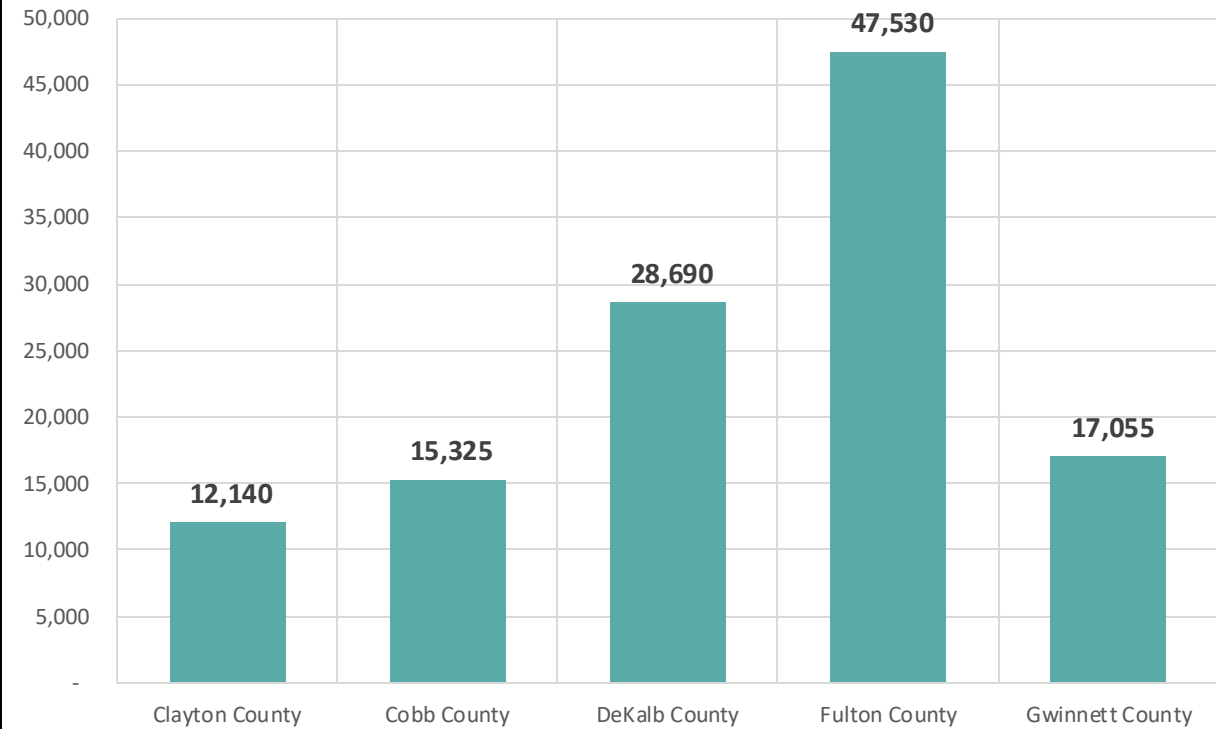
Practically All Extremely Low Income Renters Are SEVERELY- Cost Burdened

Severely Cost Burdened By AMI Levels

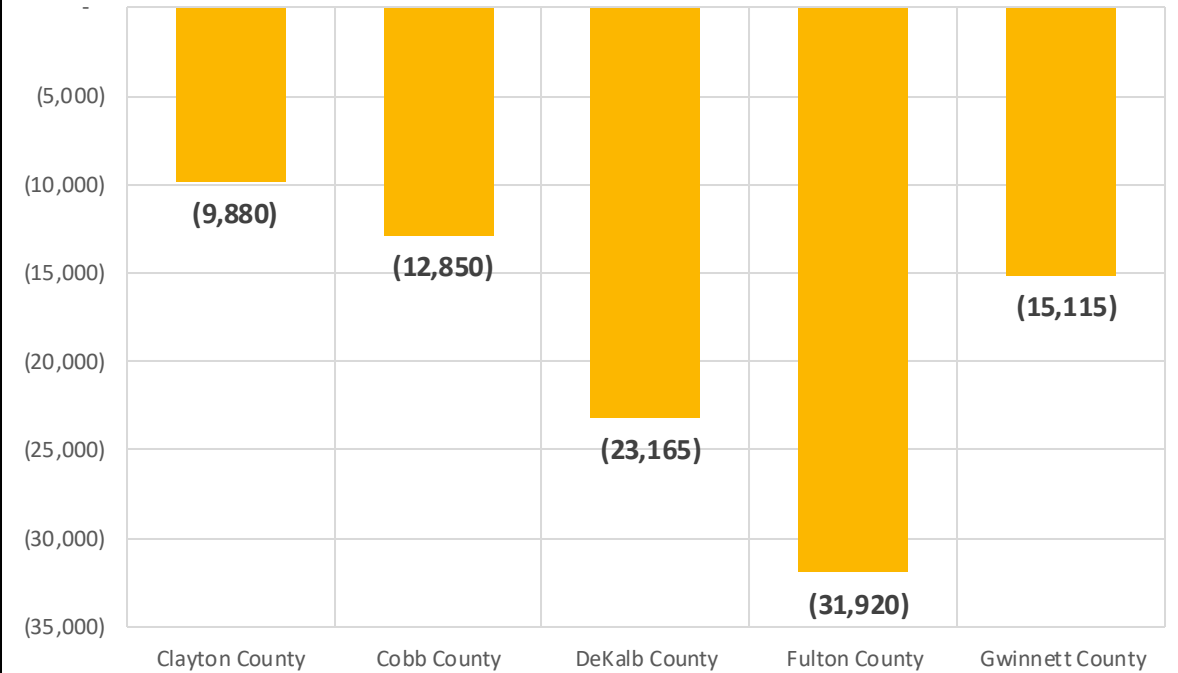


Practically NO Inventory for Those Considered to Be Extremely Low Income

Renter Households At or Below 30% HAMFI (ELI)



Deficit or Surplus of Units Affordable and Available At or Below 30% HAMFI (ELI)



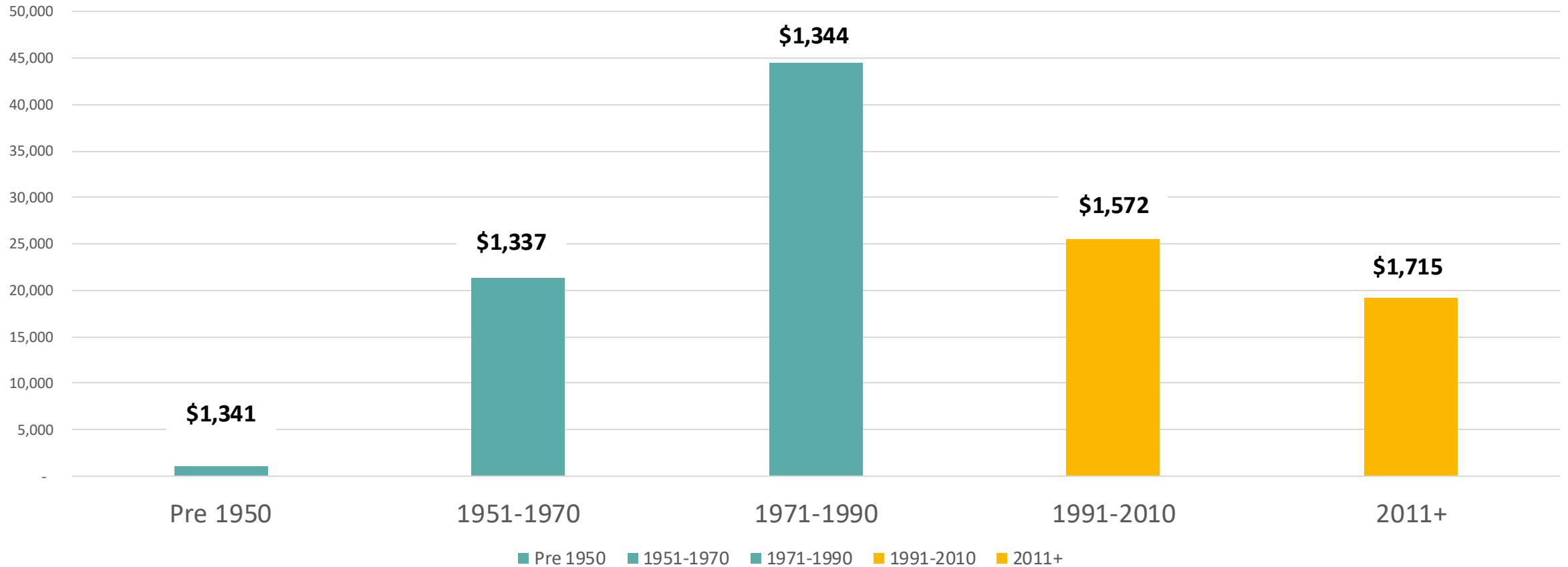
We're Going In The Wrong Direction...

Change in Rental Units by Price Point, 2017-2022
(DeKalb)



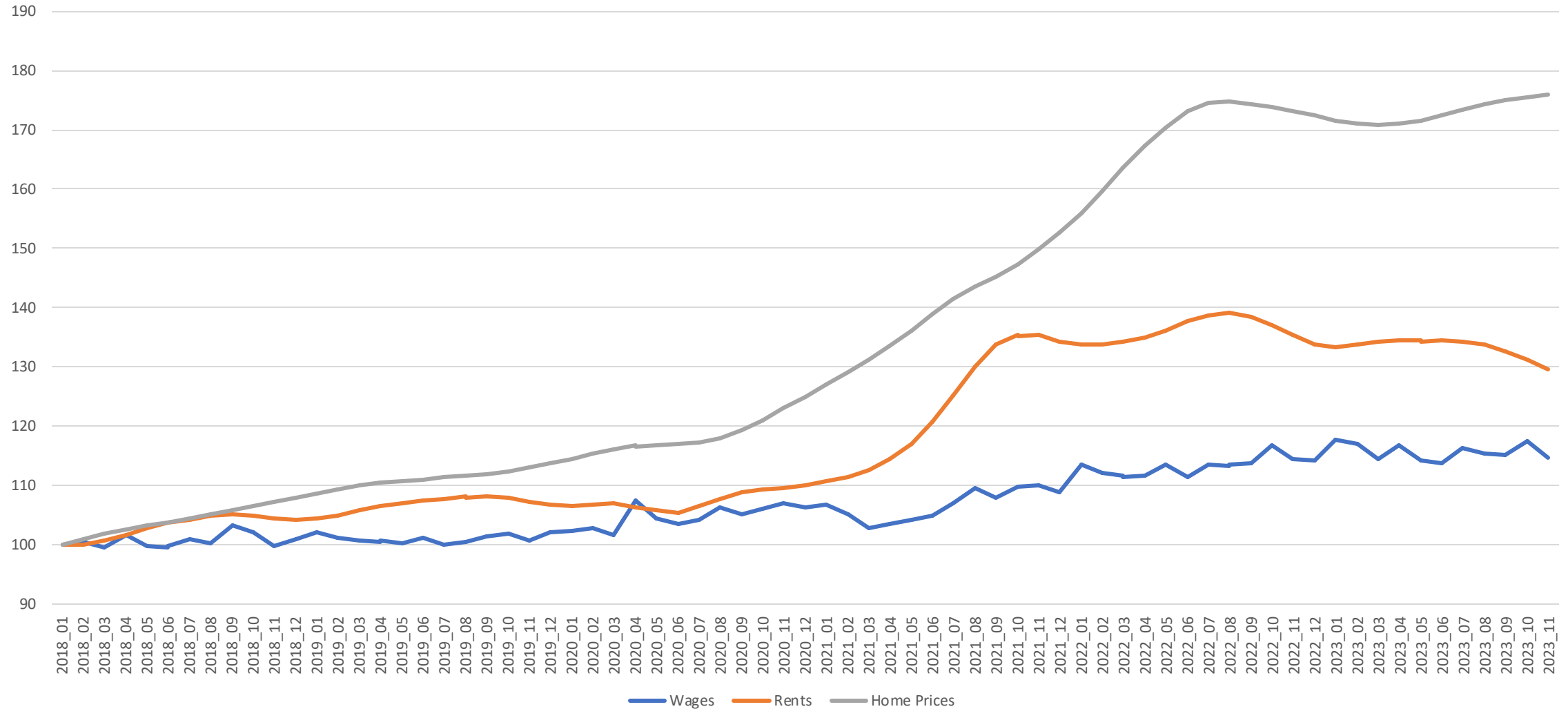
Rental Stock, (Also, Naturally Occurring Affordable Housing)...

Total Units, Year Built and Rent Levels, DeKalb County



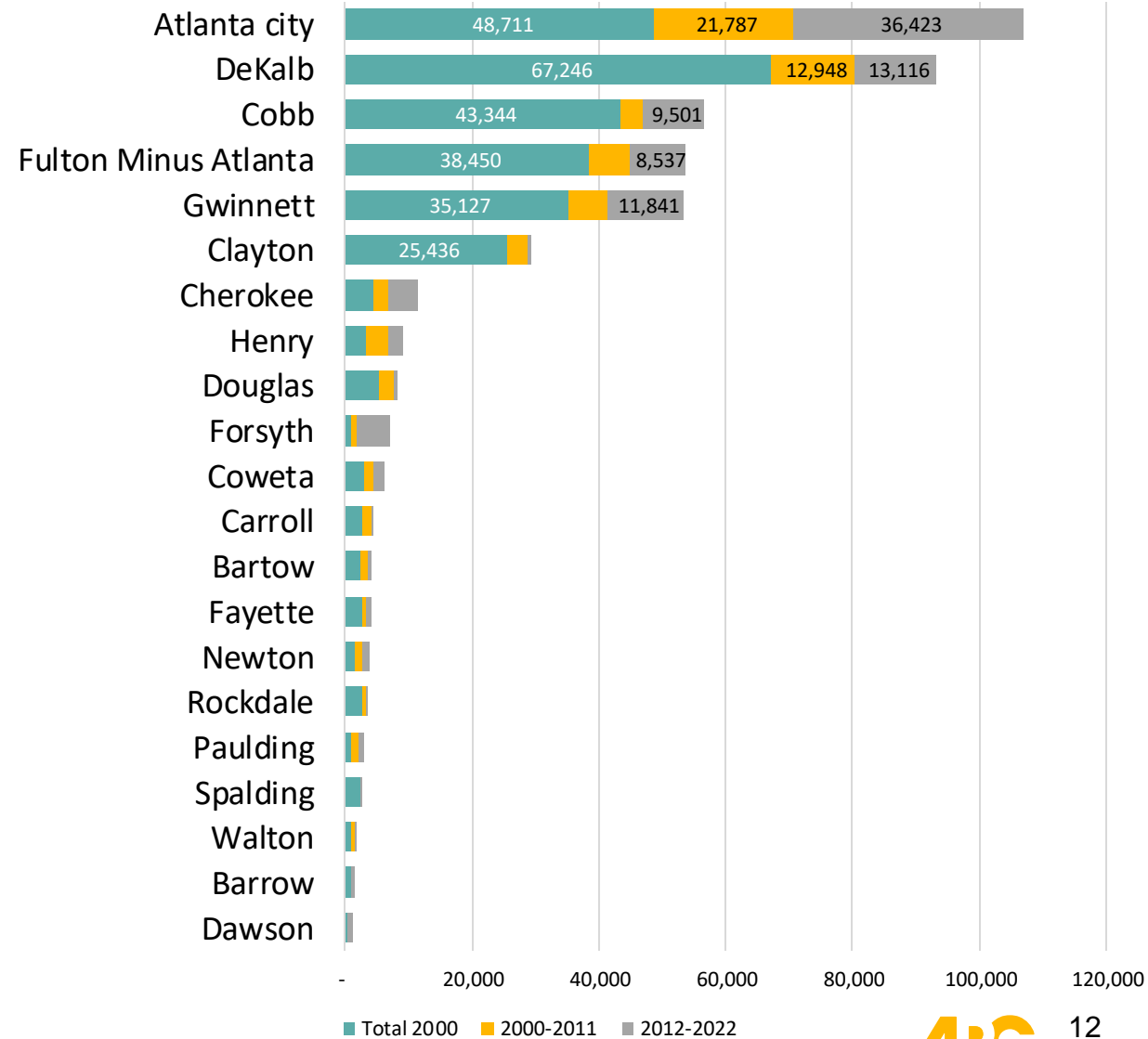
Wages Not Keeping Up With Rent or Price Appreciation

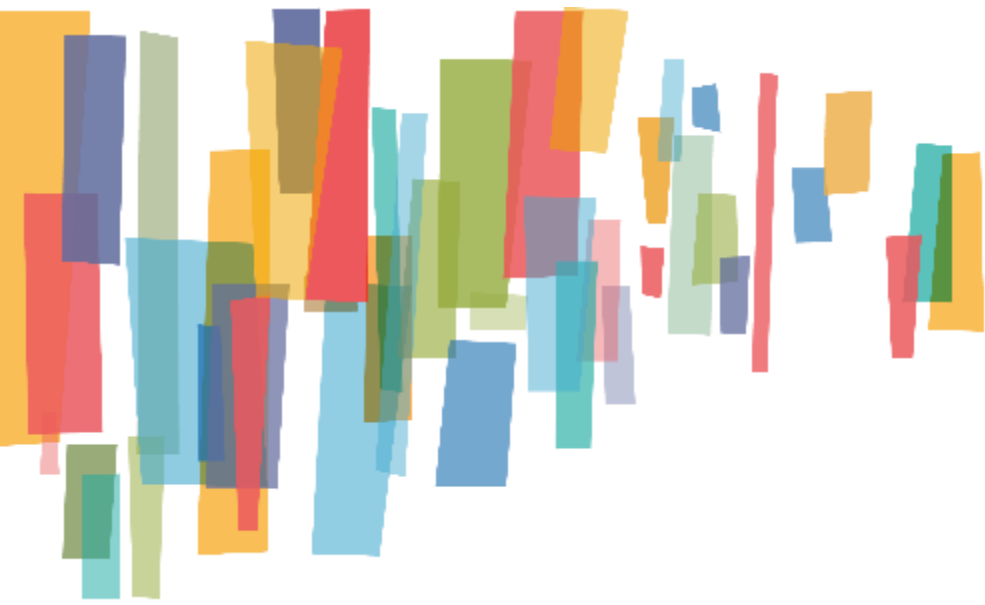
Wage, Rent and Home Price Appreciation, Indexed (Jan, 2018=100)



Multi-Family Construction Increased in Most Jurisdictions, Especially in the Core

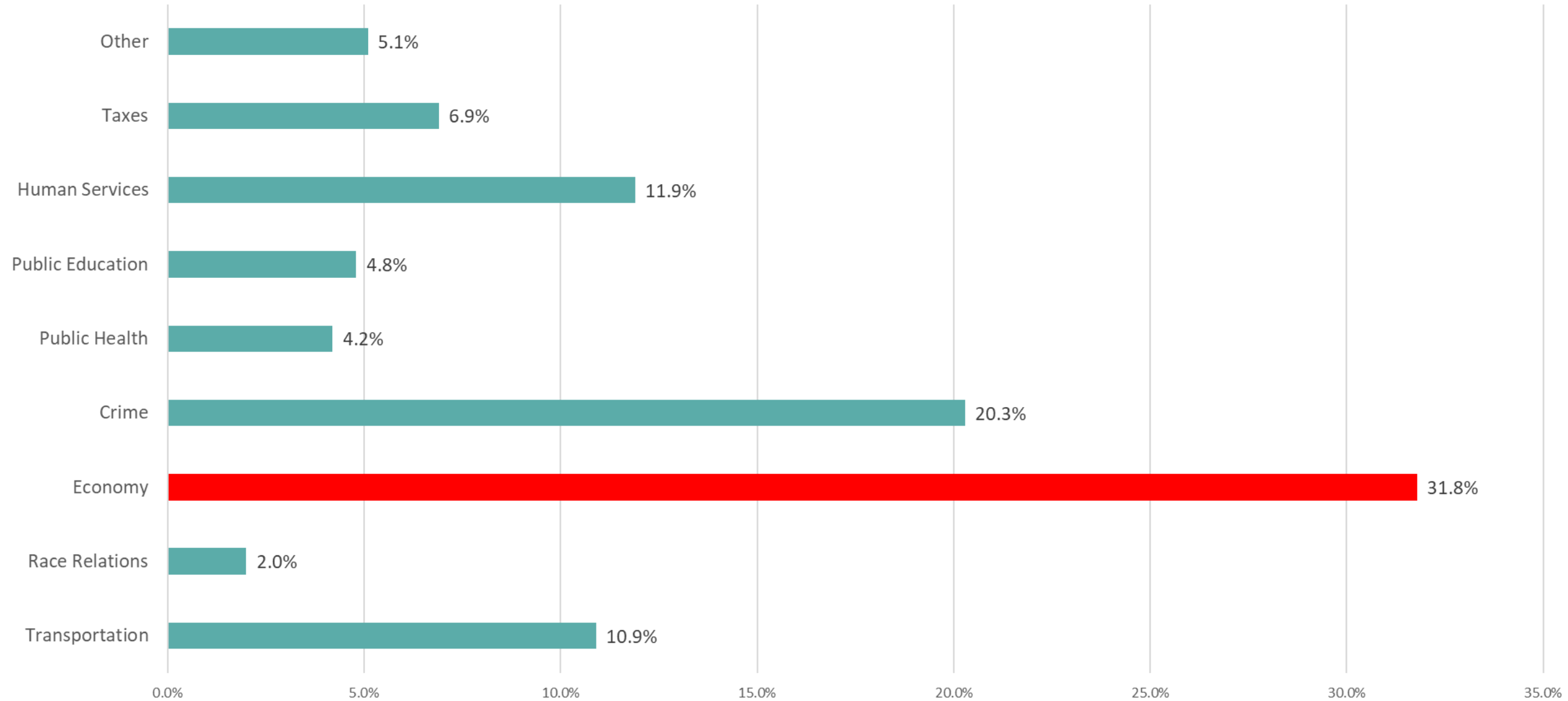
Row Labels	Total 2000	2000-2011	2012-2022	Share Comparison 2010s to 2000s
Atlanta city	48,711	21,787	36,423	167%
DeKalb	67,246	12,948	13,116	101%
Cobb	43,344	3,649	9,501	260%
Fulton Minus Atlanta	38,450	6,527	8,537	131%
Gwinnett	35,127	6,278	11,841	189%
Clayton	25,436	3,161	662	21%
Cherokee	4,375	2,518	4,579	182%
Henry	3,165	3,661	2,302	63%
Douglas	5,363	2,377	541	23%
Forsyth	970	841	5,345	636%
Coweta	2,985	1,357	1,878	138%
Carroll	2,703	1,305	203	16%
Bartow	2,473	1,043	543	52%
Fayette	2,614	615	774	126%
Newton	1,497	1,052	1,422	135%
Rockdale	2,771	364	250	69%
Paulding	916	1,098	1,034	94%
Spalding	2,328	72	289	401%
Walton	1,008	508	202	40%
Barrow	792	167	411	246%
Dawson	313	36	865	2403%



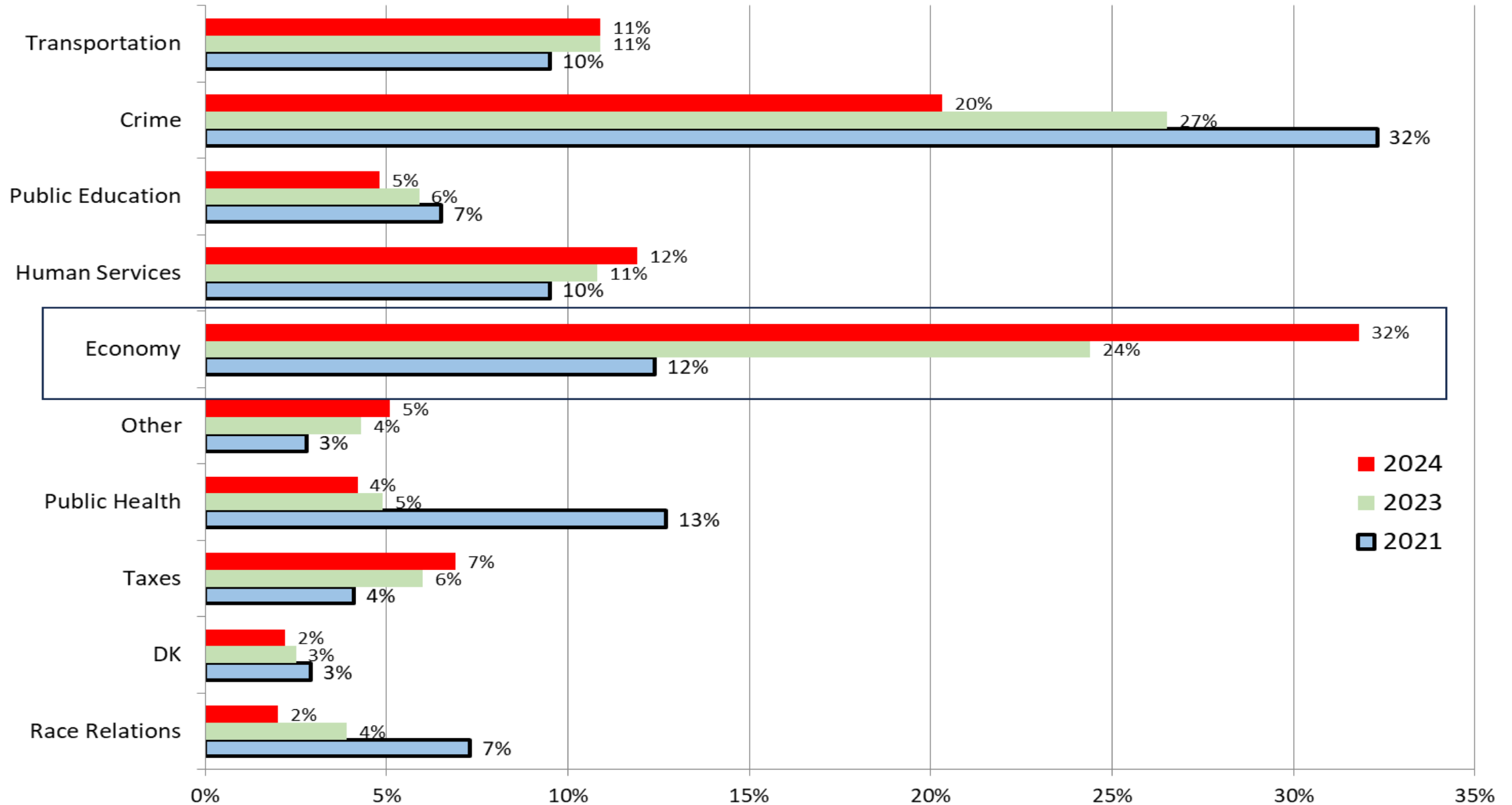


METRO ATLANTA
SPEAKS 

Economy is the Biggest Problem in 2024



The Biggest Problem Over the Last Three Years

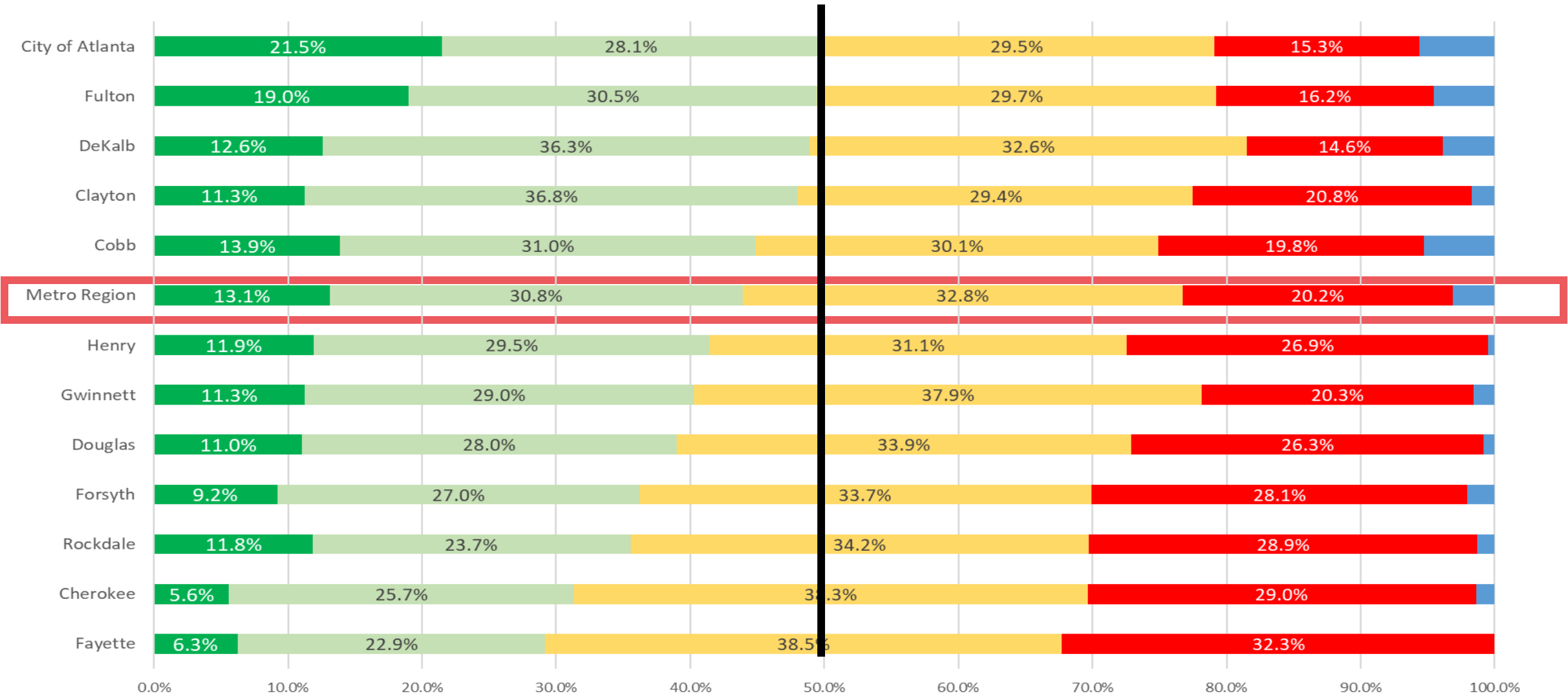


Biggest Problem Over Span of Survey

Rank	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2023</u>	<u>2024</u>
Race Relations	10	10	6	6	10	9	9	4	6	9	10
DK	8	7	9	10	8	10	9	8	9	10	9
Taxes	6	6	6	8	8	7	5	10	8	5	5
Public Health	7	7	8	7	7	8	6	1	2	7	8
Other	5	7	10	9	6	4	8	9	10	8	6
Economy	1	2	3	3	5	6	6	3	3	2	1
Human Services	9	5	5	5	4	5	4	6	4	4	3
Public Education	4	3	4	4	3	3	3	6	7	6	7
Crime	3	3	2	2	2	2	2	2	1	1	2
Transportation	2	1	1	1	1	1	1	5	4	3	4

A Lot of Skepticism About Expanding Transit...

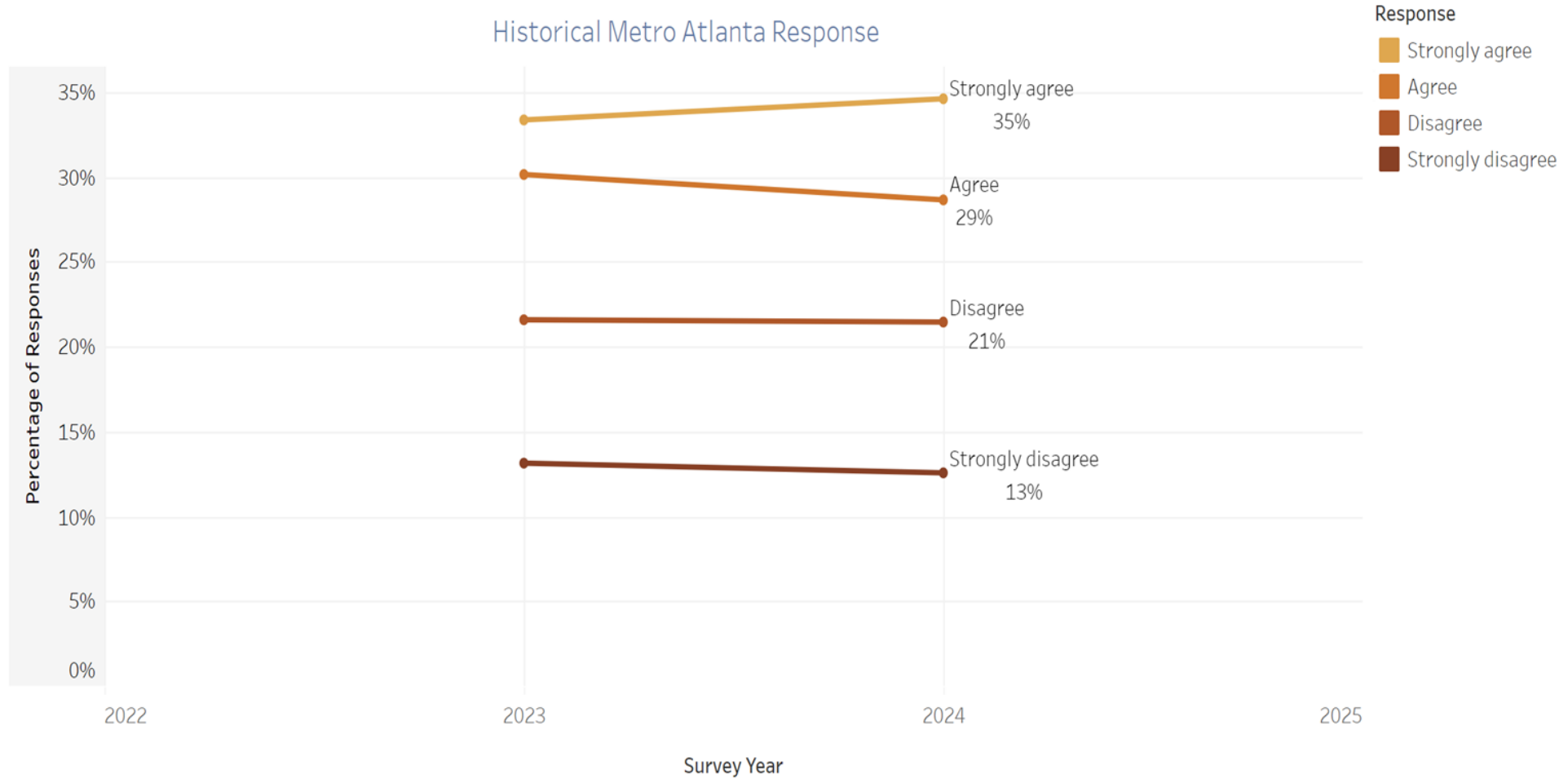
Strongly agree Agree Disagree Strongly disagree DK



Housing Affordability a Major Issue

Select Question

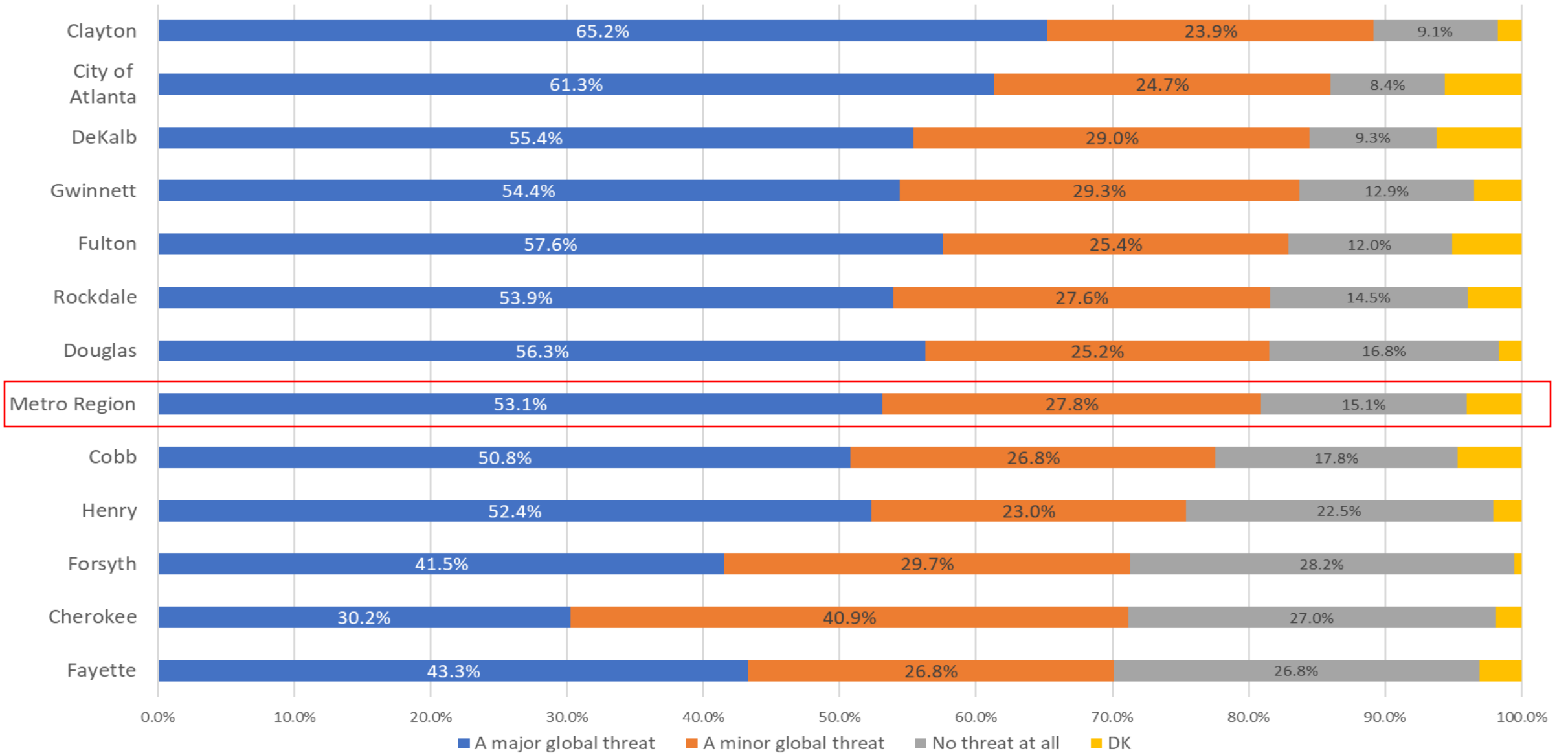
HOUSING | I could not afford to move to another residence in my current neighborhood right now



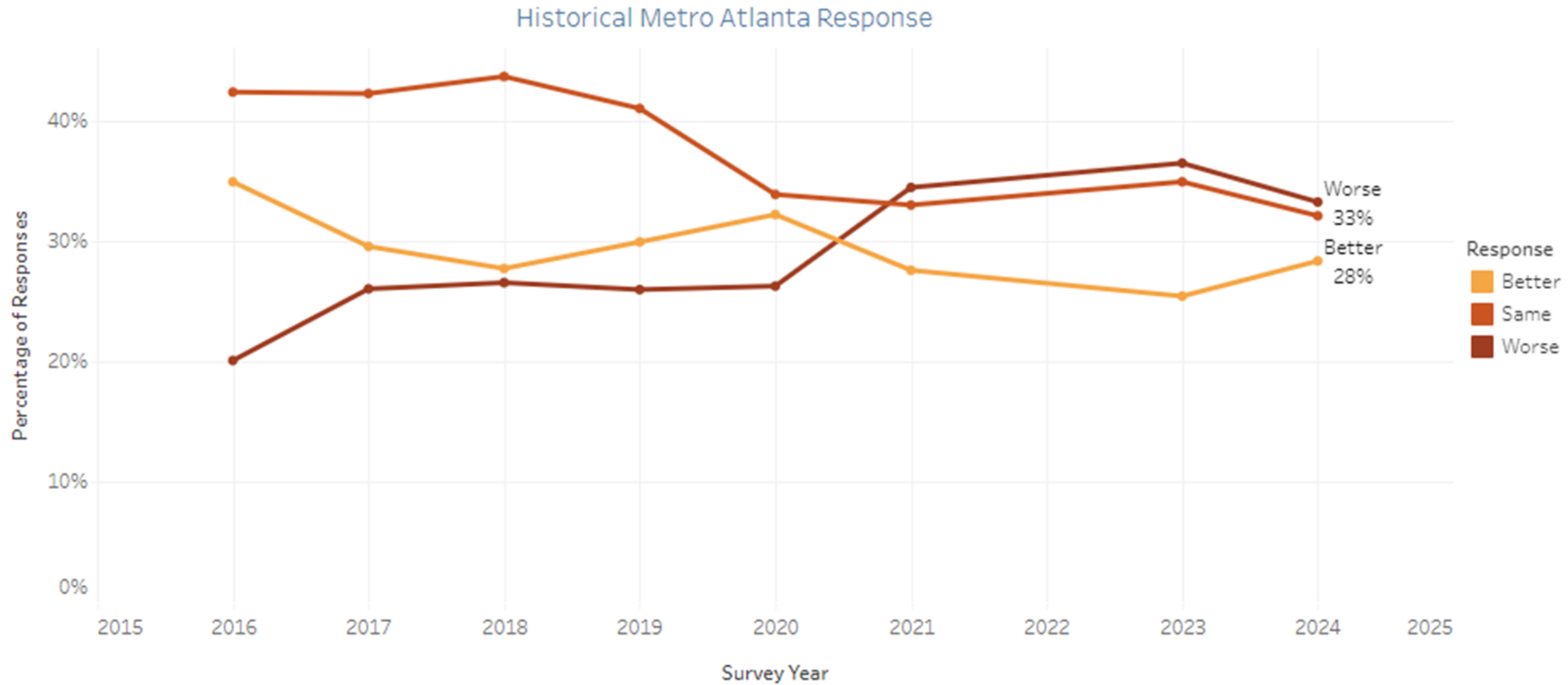
* Detailed Survey Results breakdown tab only offered for Desktop and Tablet Viewing Sites

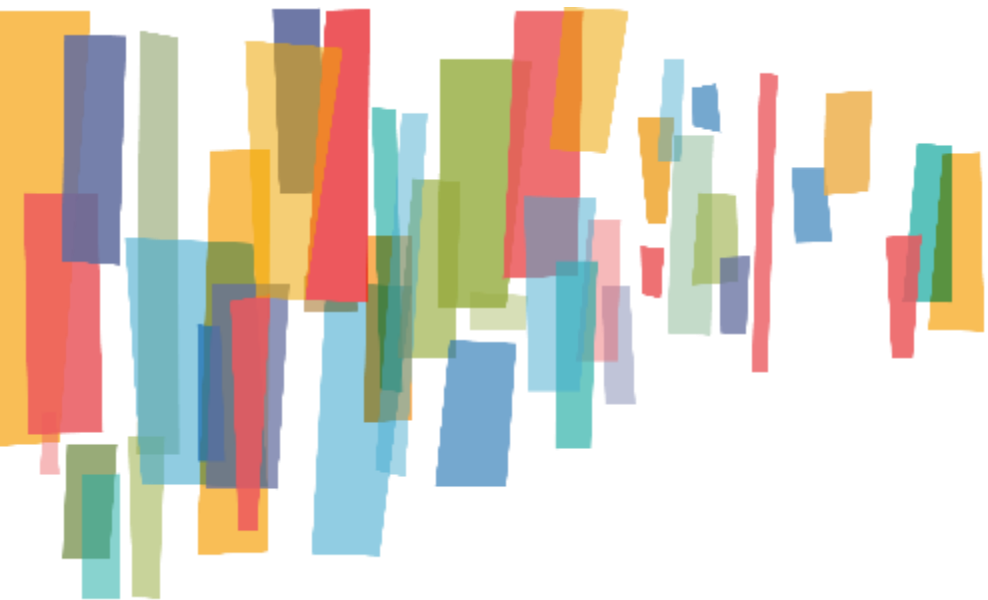
Global Climate Change in Next 10 Years

Thinking about climate change, how serious of a global threat do you feel it will be in the next 10 years? Will climate change be



Optimism for Future Increasing (Slightly)...

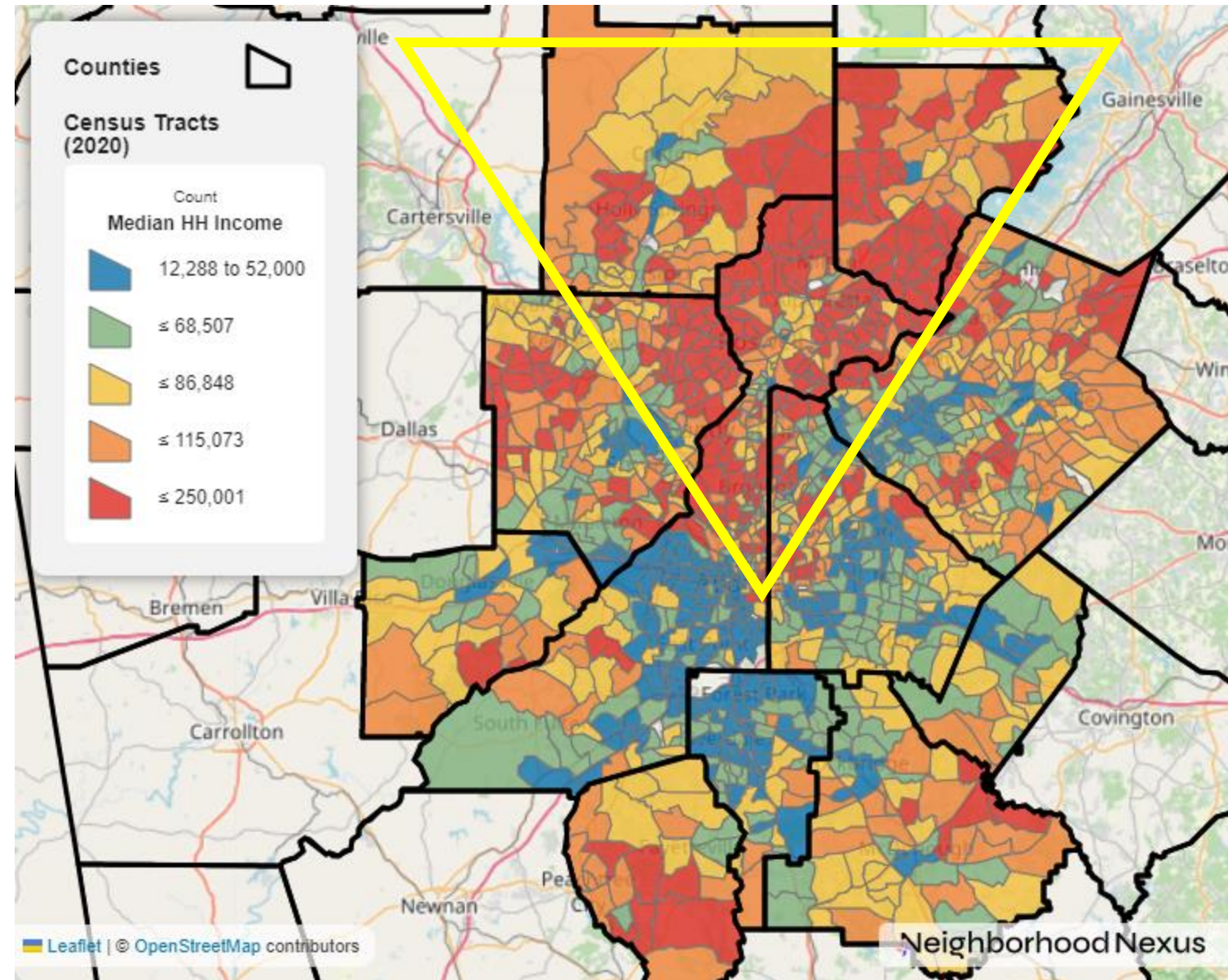




Maps!

Median Household Income

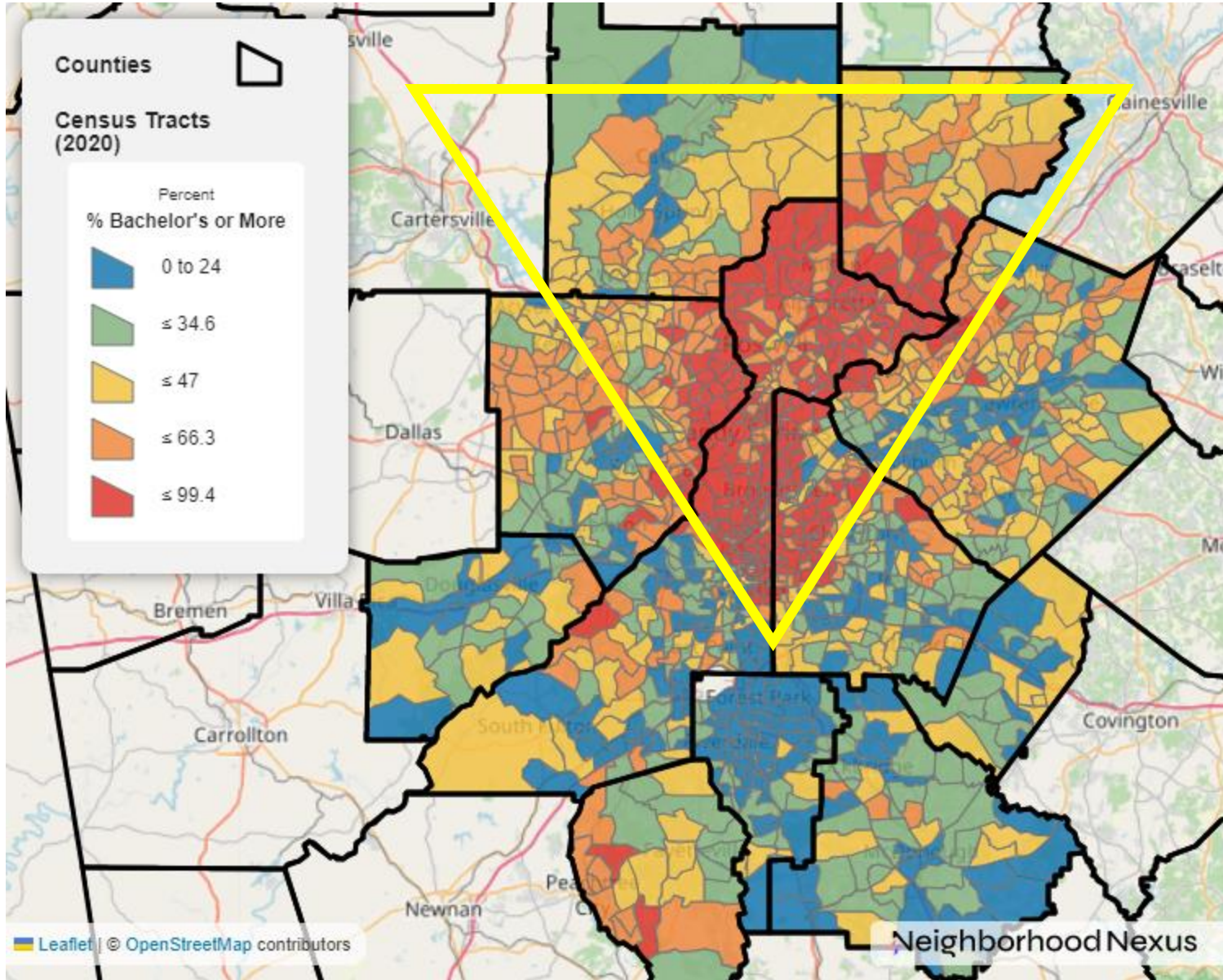
Source: American Community Survey, 2017-2021



The wealthiest neighborhoods in the region tend to cluster in northern parts... particularly in the “inverted triangle area”

Educational Attainment

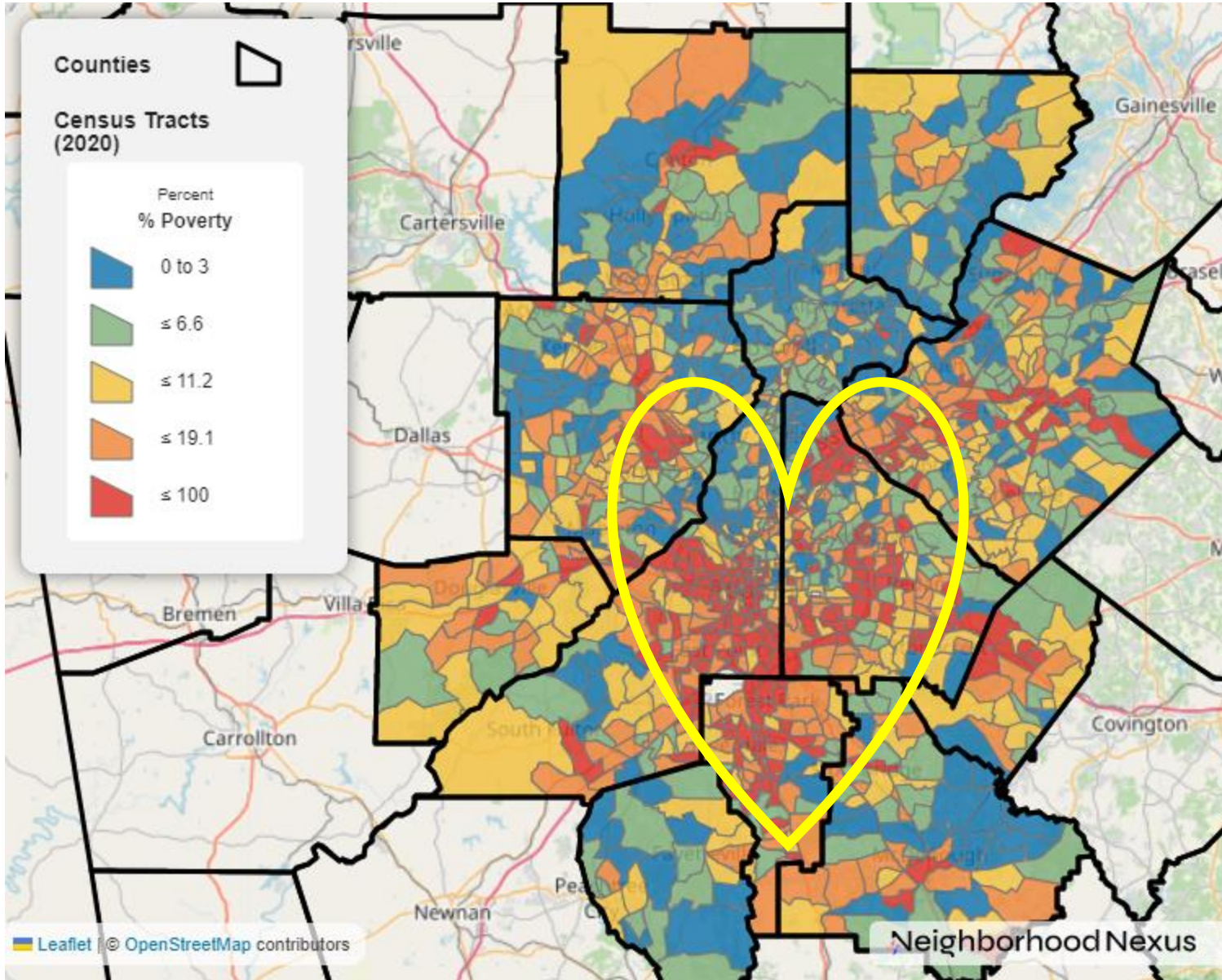
Source: American
Community Survey,
2017-2021



The most educated neighborhoods in the region also tend to cluster in northern parts... particularly in the “inverted triangle area”

Poverty

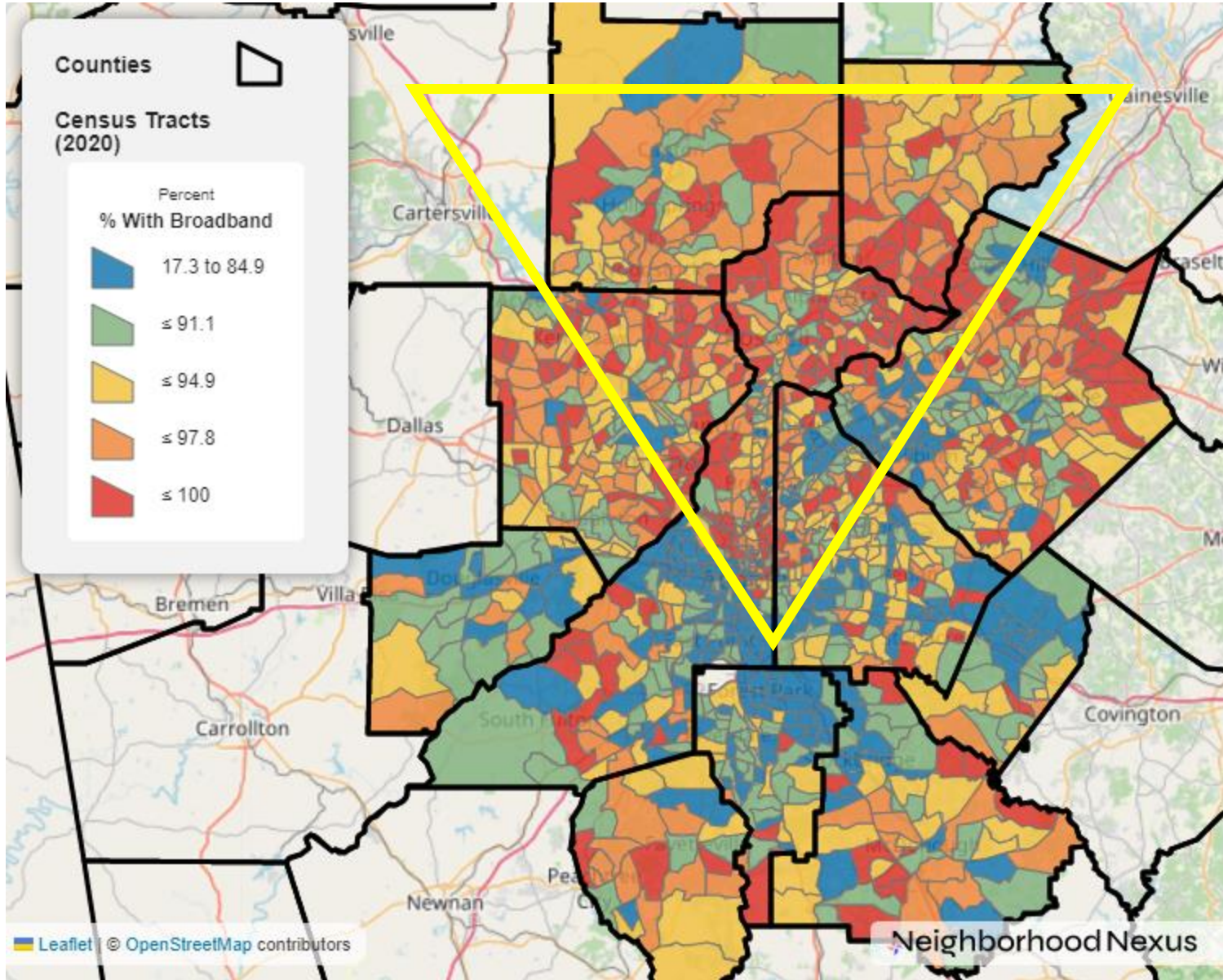
Source: American
Community Survey,
2017-2021



The most impoverished neighborhoods in the region tend to cluster in the “heart”-shaped area

Access to Broadband Internet

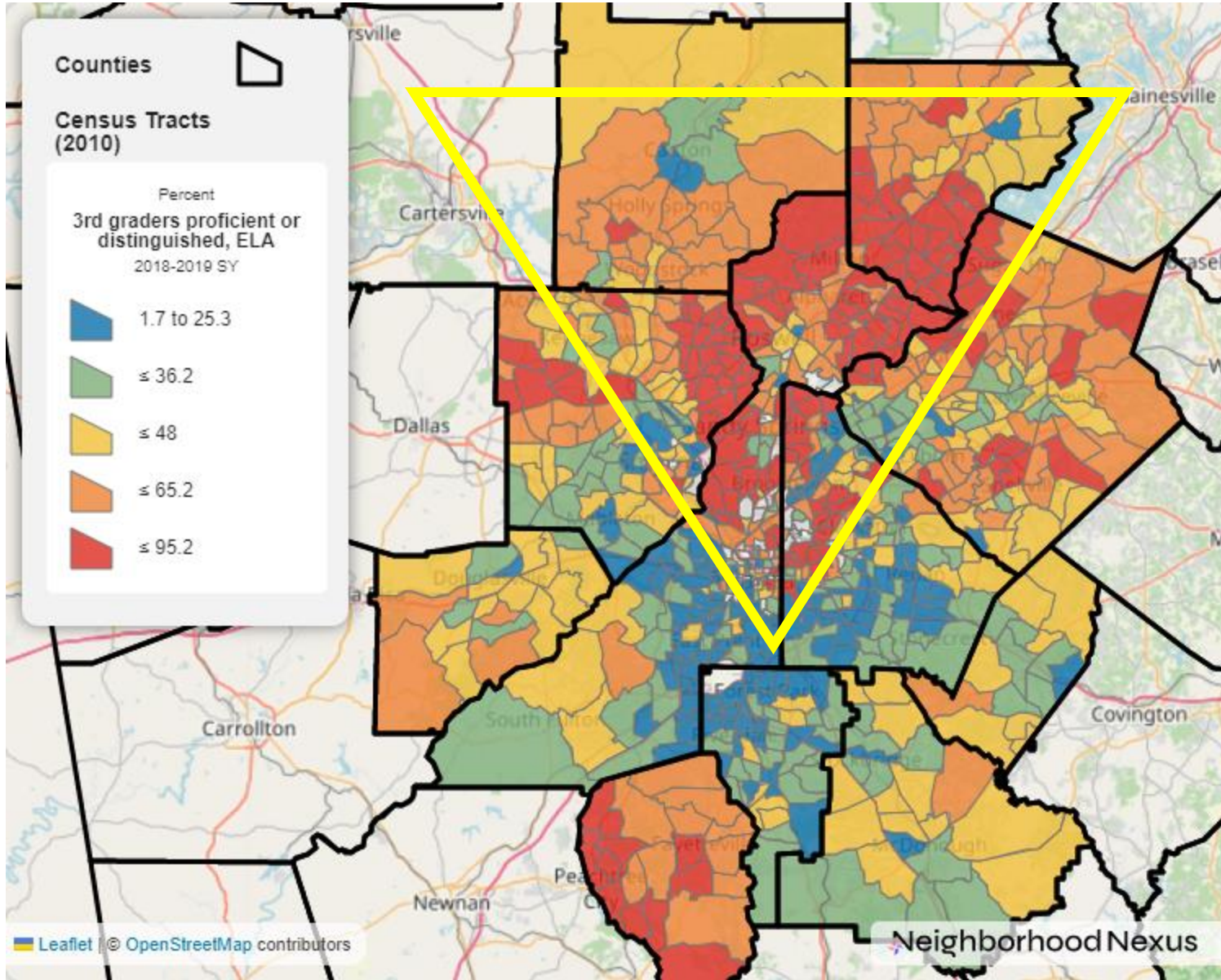
Source: American
Community Survey,
2017-2021



Same basic pattern for households with access to broadband internet

3rd Grade Reading Proficiency

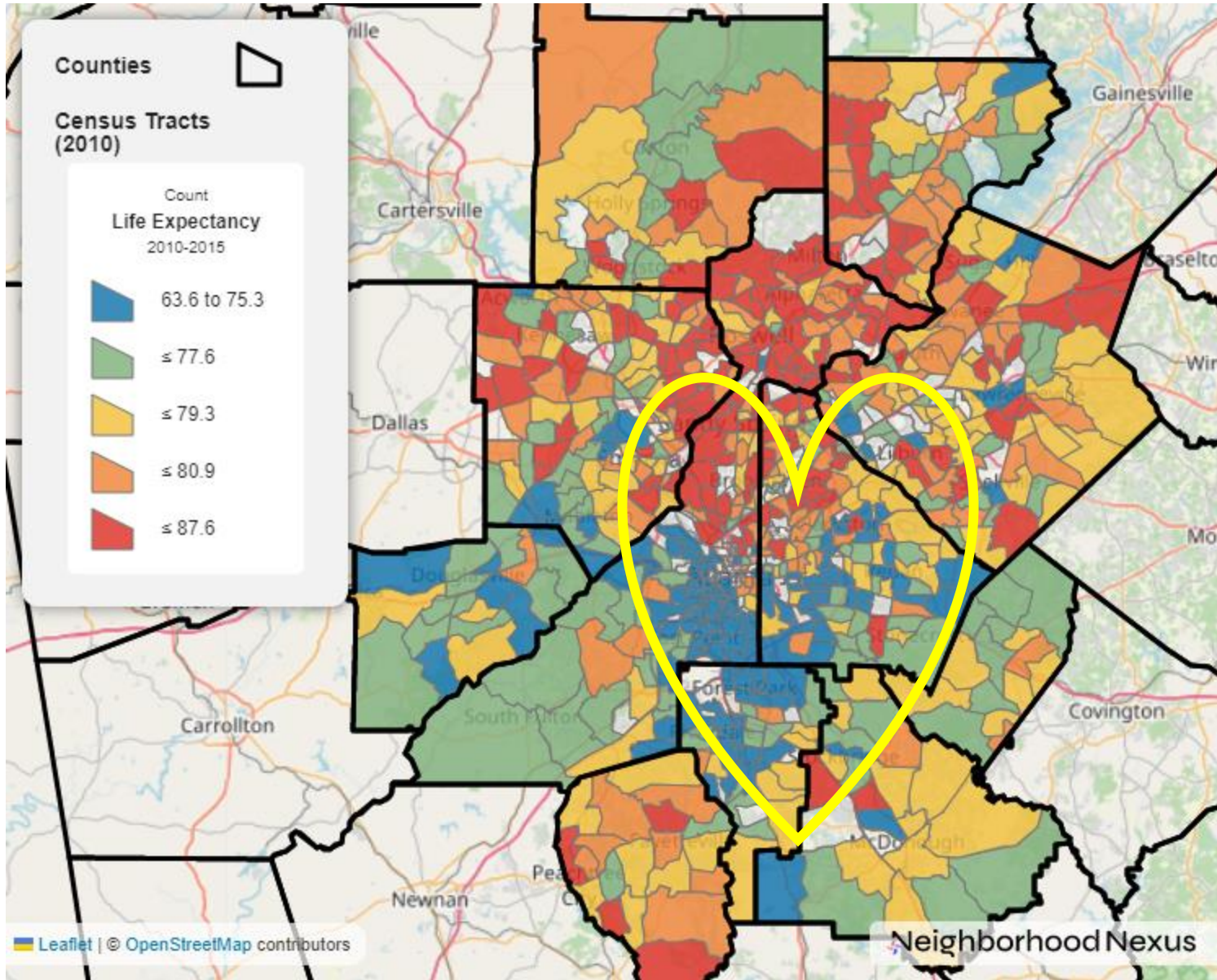
Source: GA DOE, 18-19 School Year



Same basic pattern for
3rd Grade Reading
Proficiency

Life Expectancy

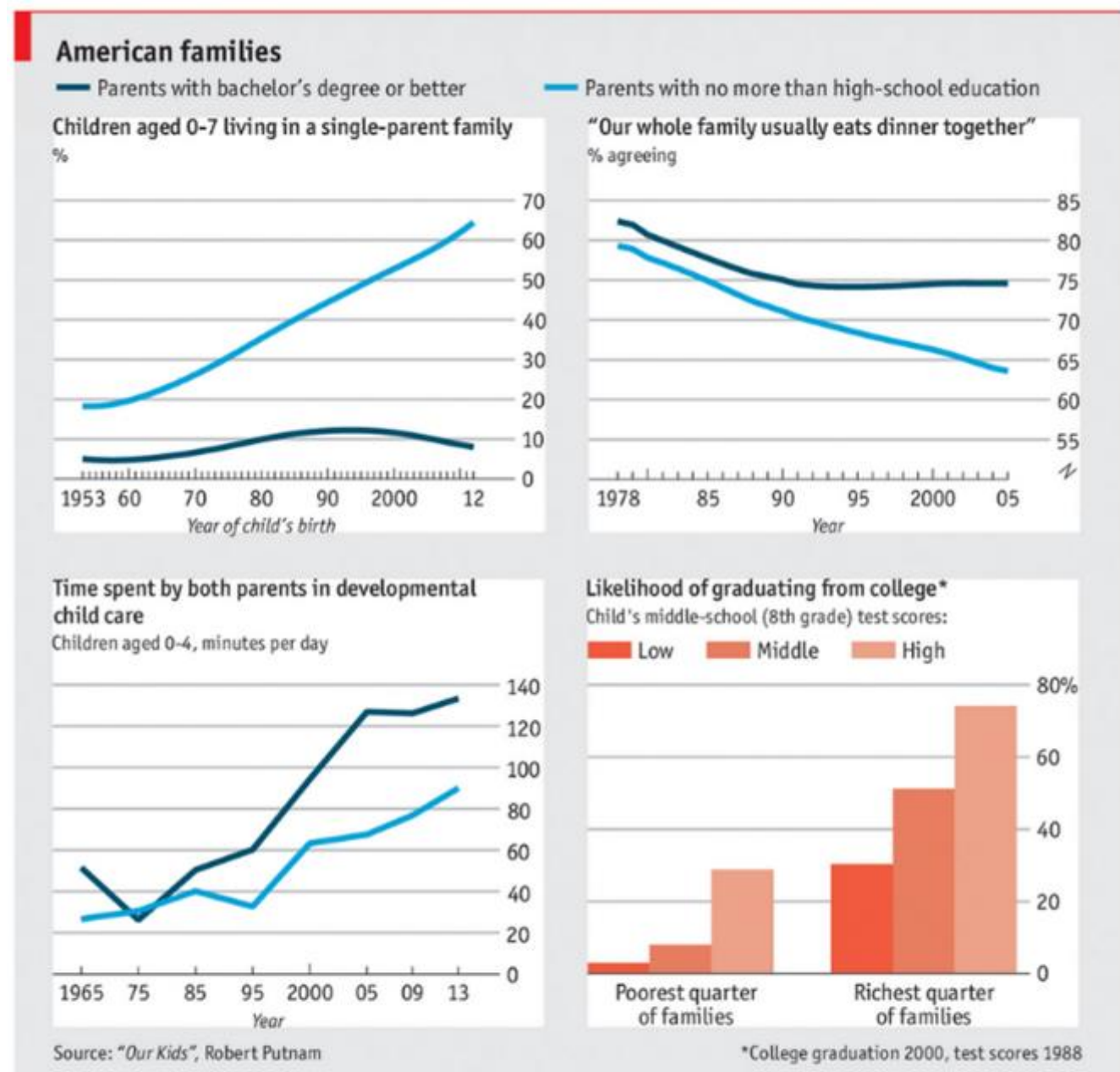
Source: CDC, for children born between 2010-2015



And, unfortunately, overall life expectancy follows the same spatial pattern as well.

Socioeconomic Relationships

Place Matters Outcomes Matter

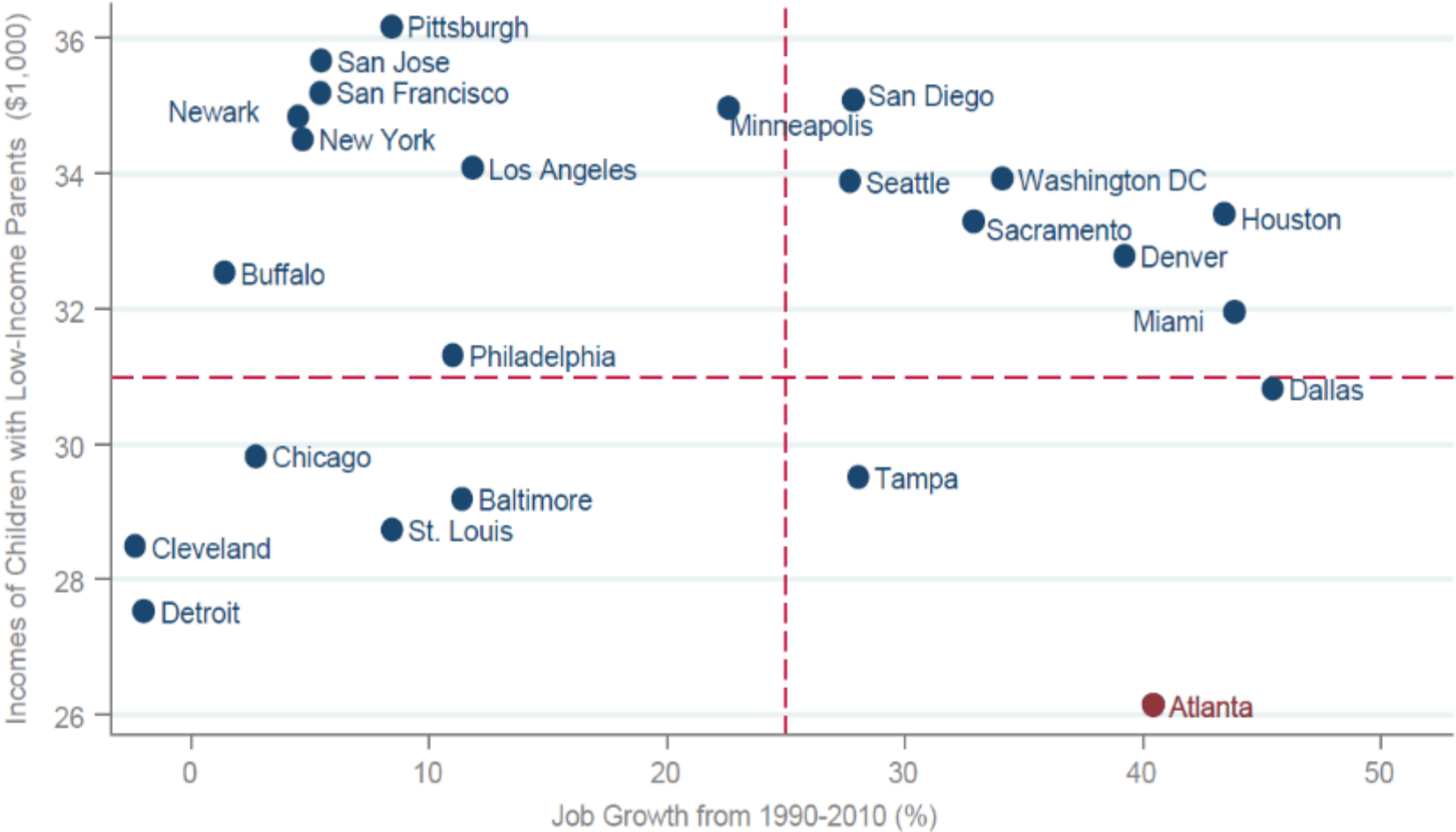


Economist.com

Connection Between Job Growth and Economic Mobility?

Job Growth and Economic Mobility in the 25 Largest Metro Areas

Low-Income Children Who Grow up in Atlanta are not Benefiting from Economic Growth



Five Strongest Correlates of Upward Mobility

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..”

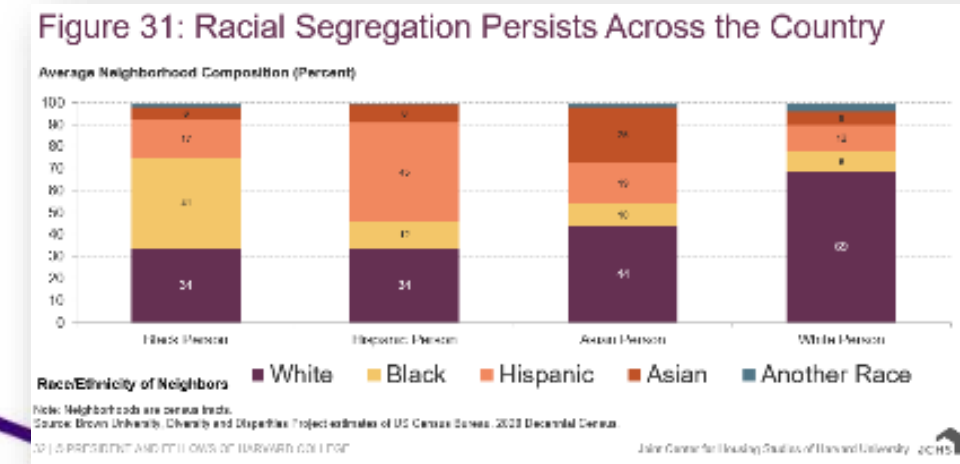
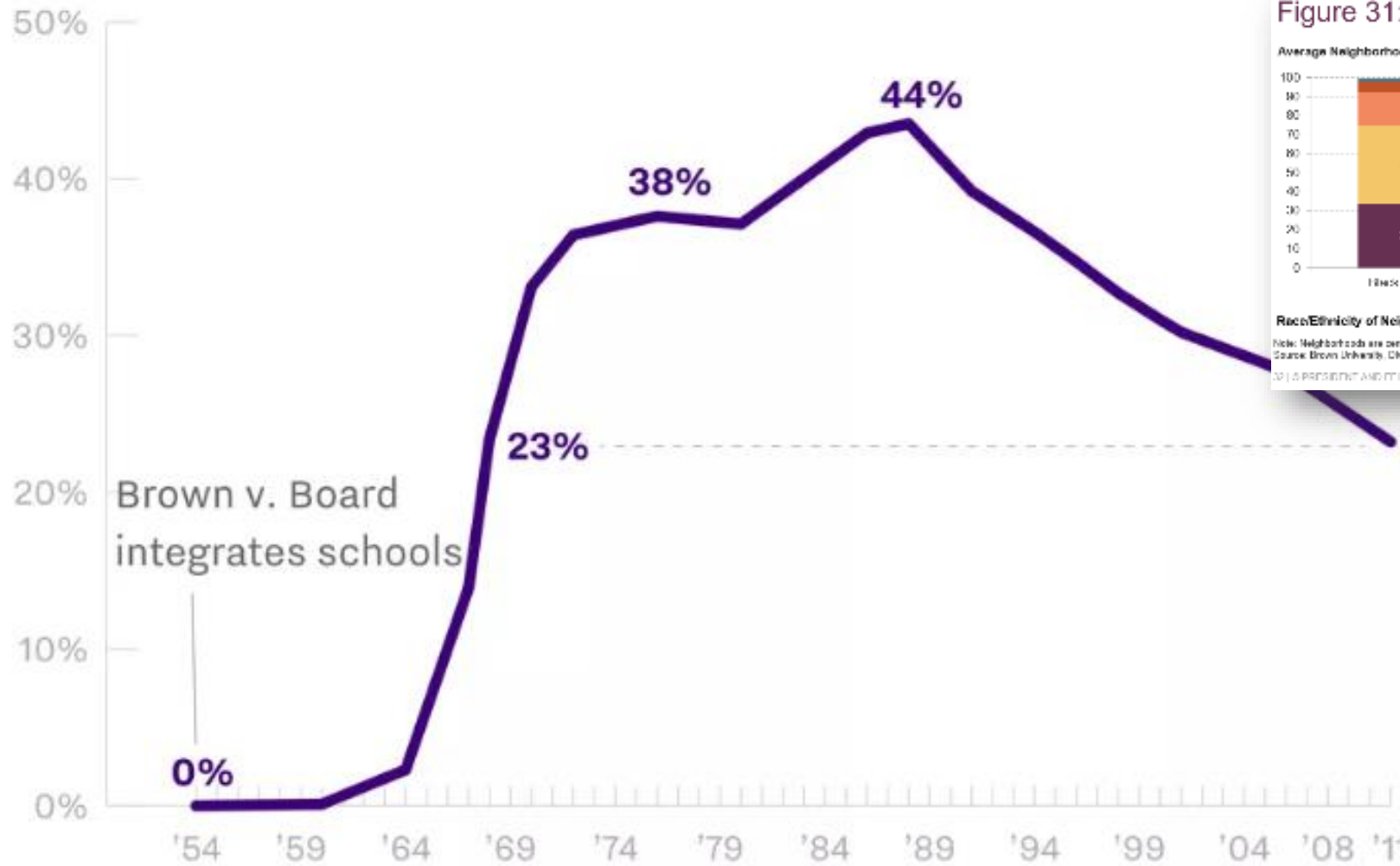
<https://opportunityinsights.org/course/>

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>

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

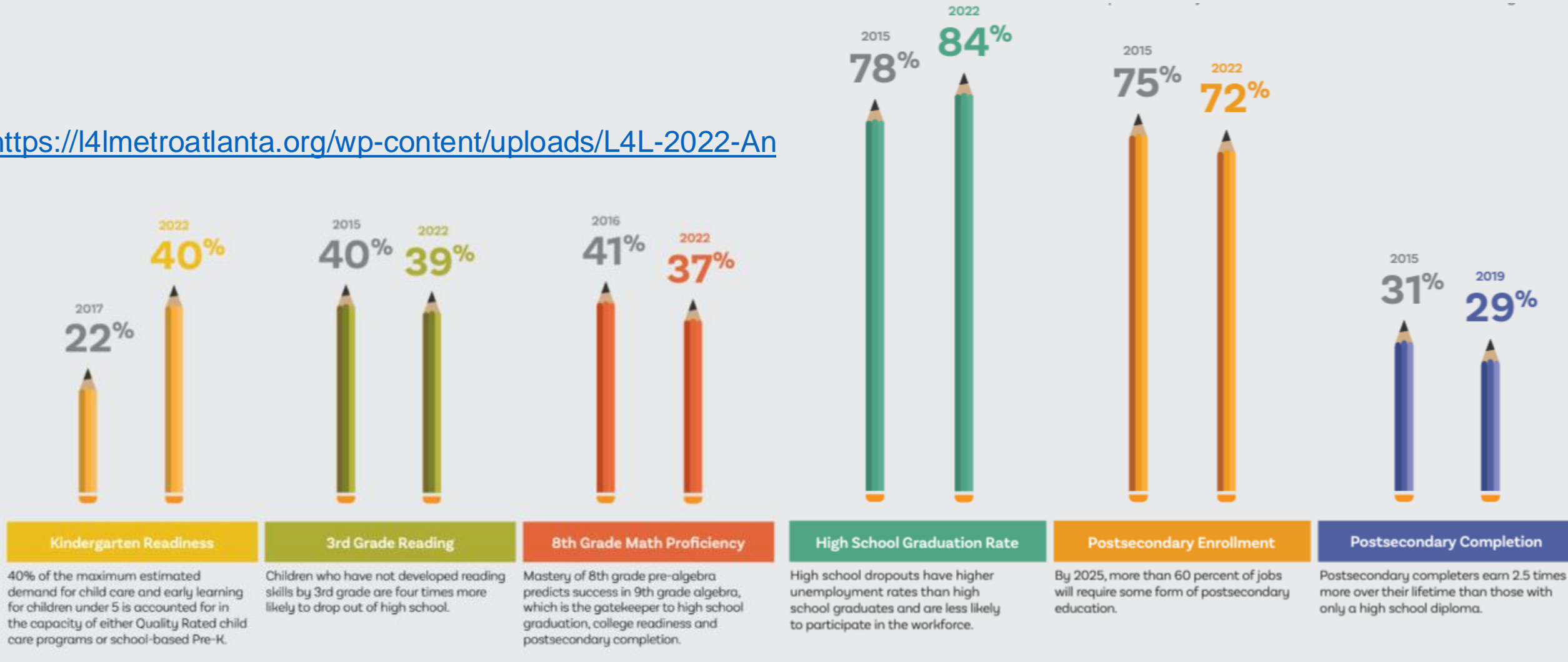
<https://www.vox.com/2018/1/8/16822374/school-segregation-gerrymander-map>



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

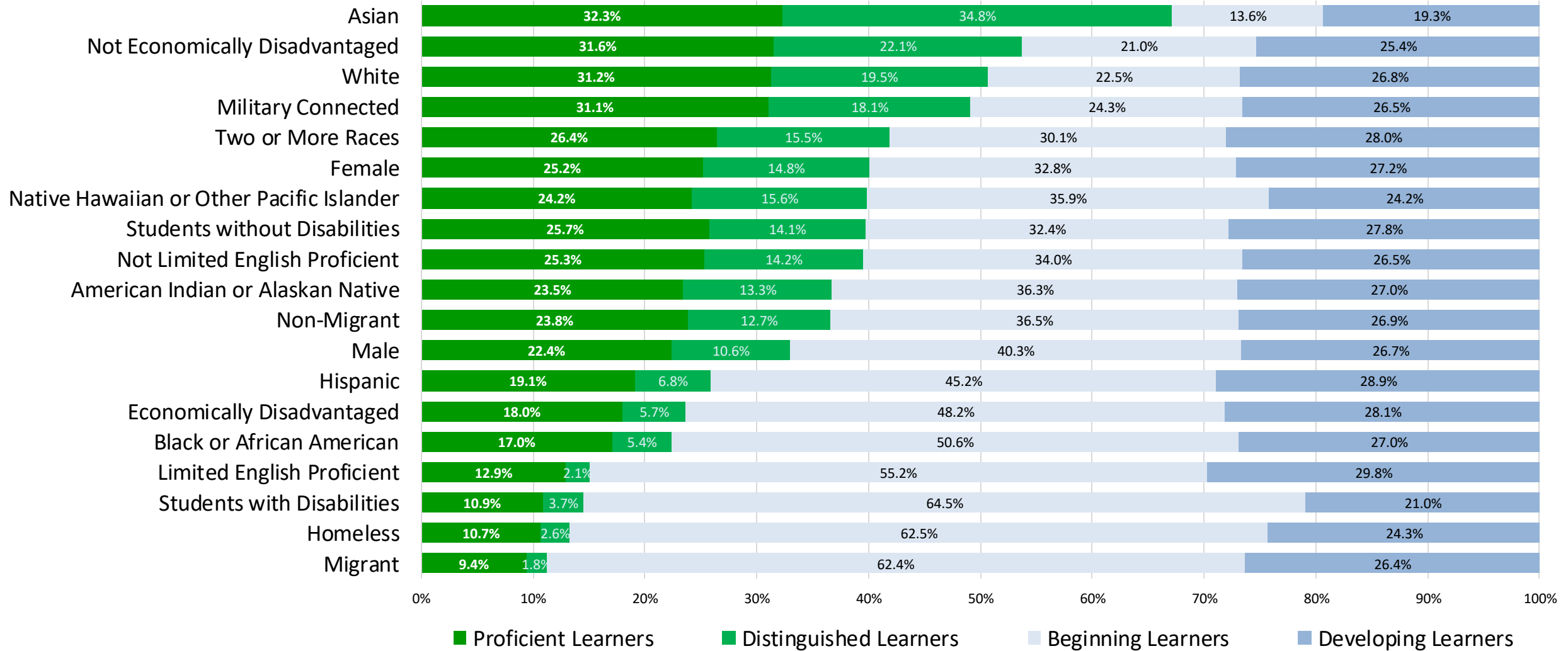
Learn For Life Progress (5 County, Clayton Cobb, DeKalb, Fulton Gwinnett)

<https://l4lmetroatlanta.org/wp-content/uploads/L4L-2022-An>



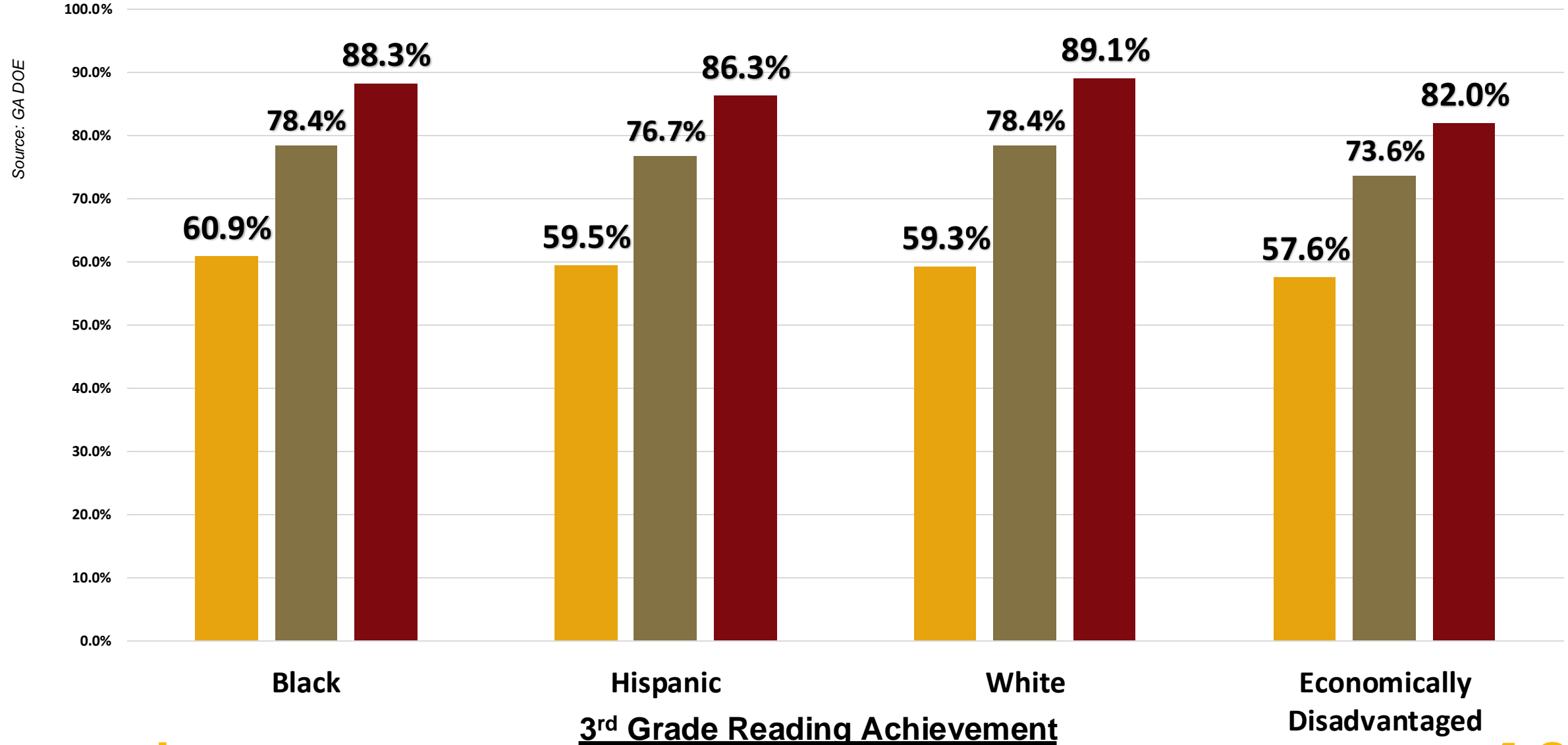
3rd Grade Reading (21-22) State of Georgia

Proficient and Distinguished Meets Standard



Longitudinal Study: 3rd Grade Reading and Graduation Rates

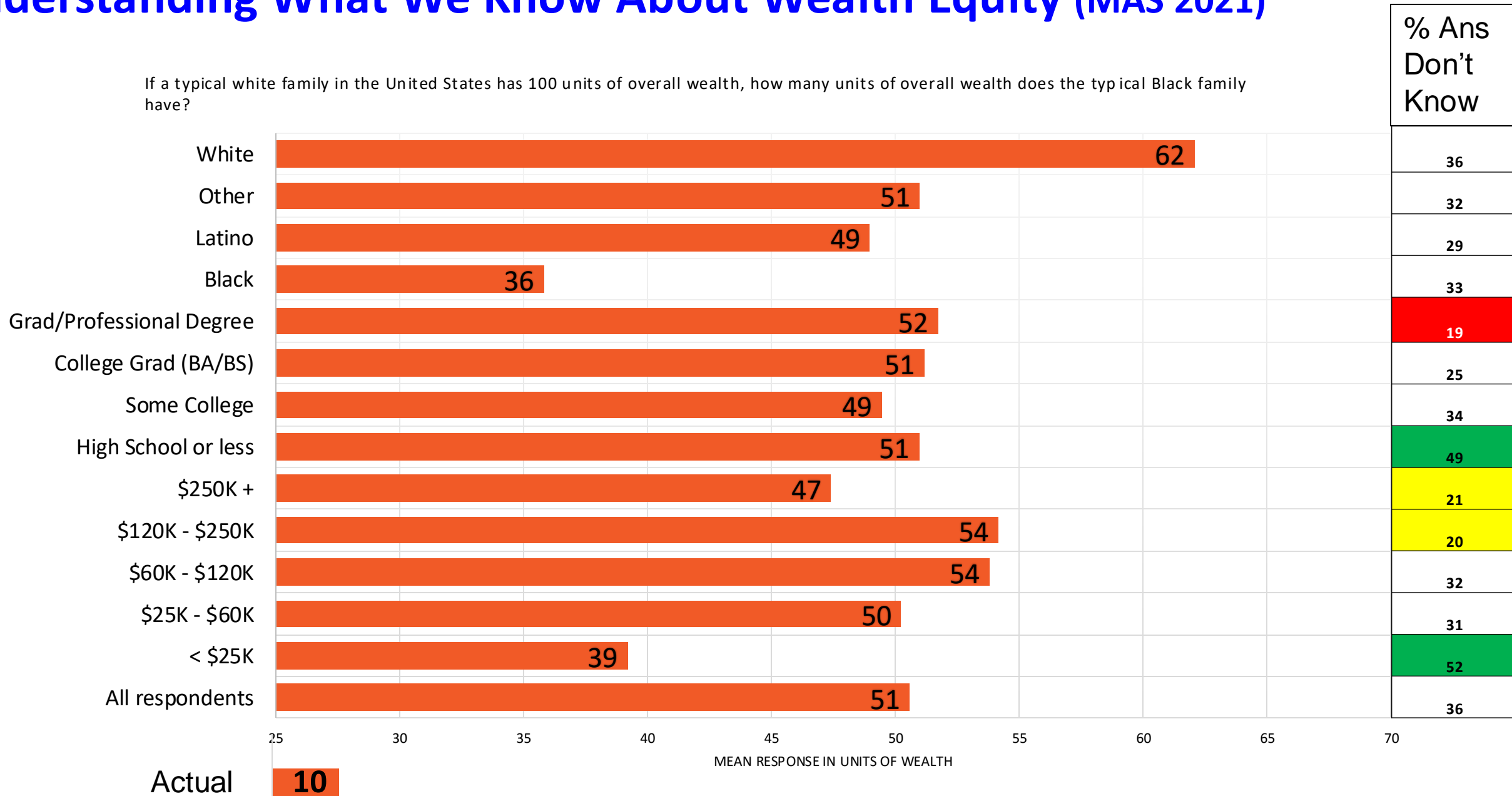
Graduation Rates, 2016



Source: GA DOE

Understanding What We Know About Wealth Equity (MAS 2021)

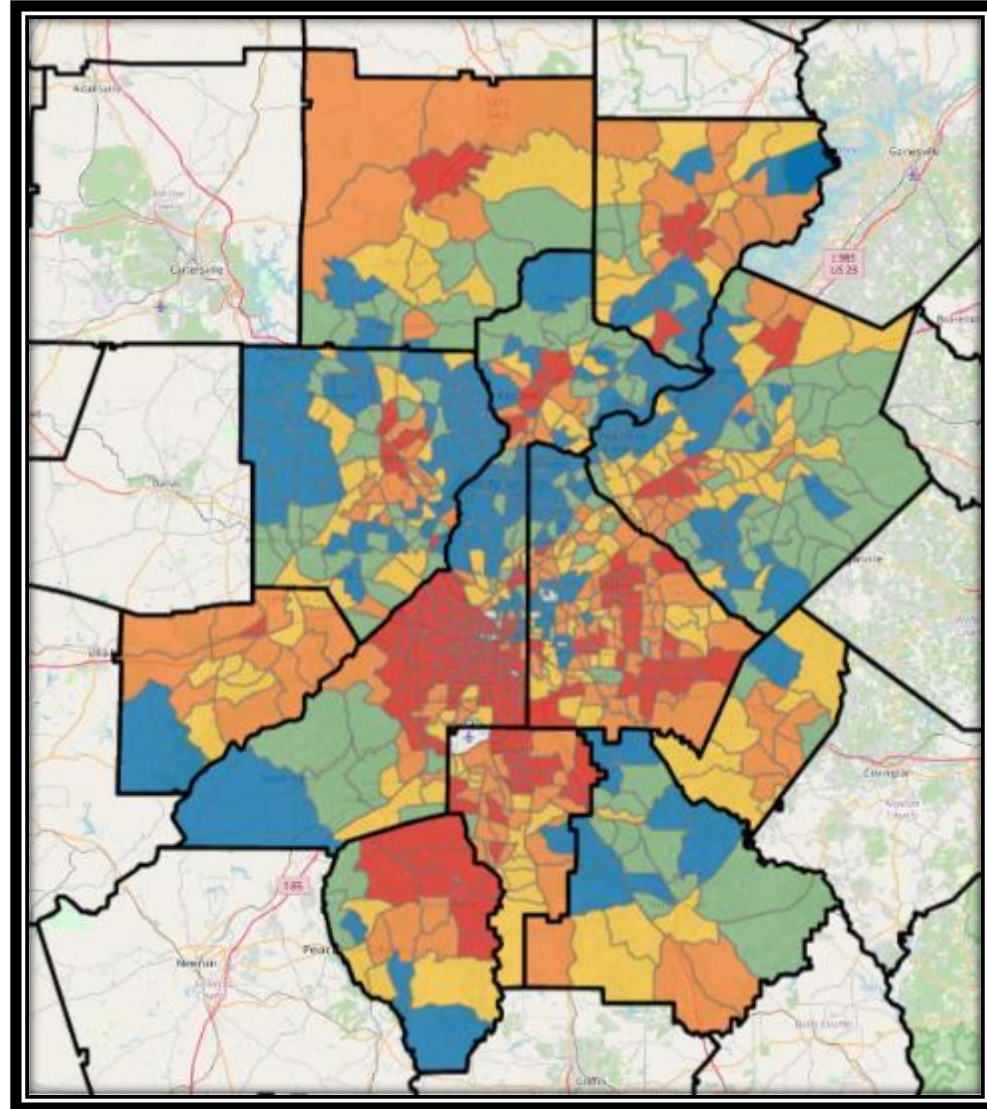
If a typical white family in the United States has 100 units of overall wealth, how many units of overall wealth does the typical Black family have?



Rolling old school



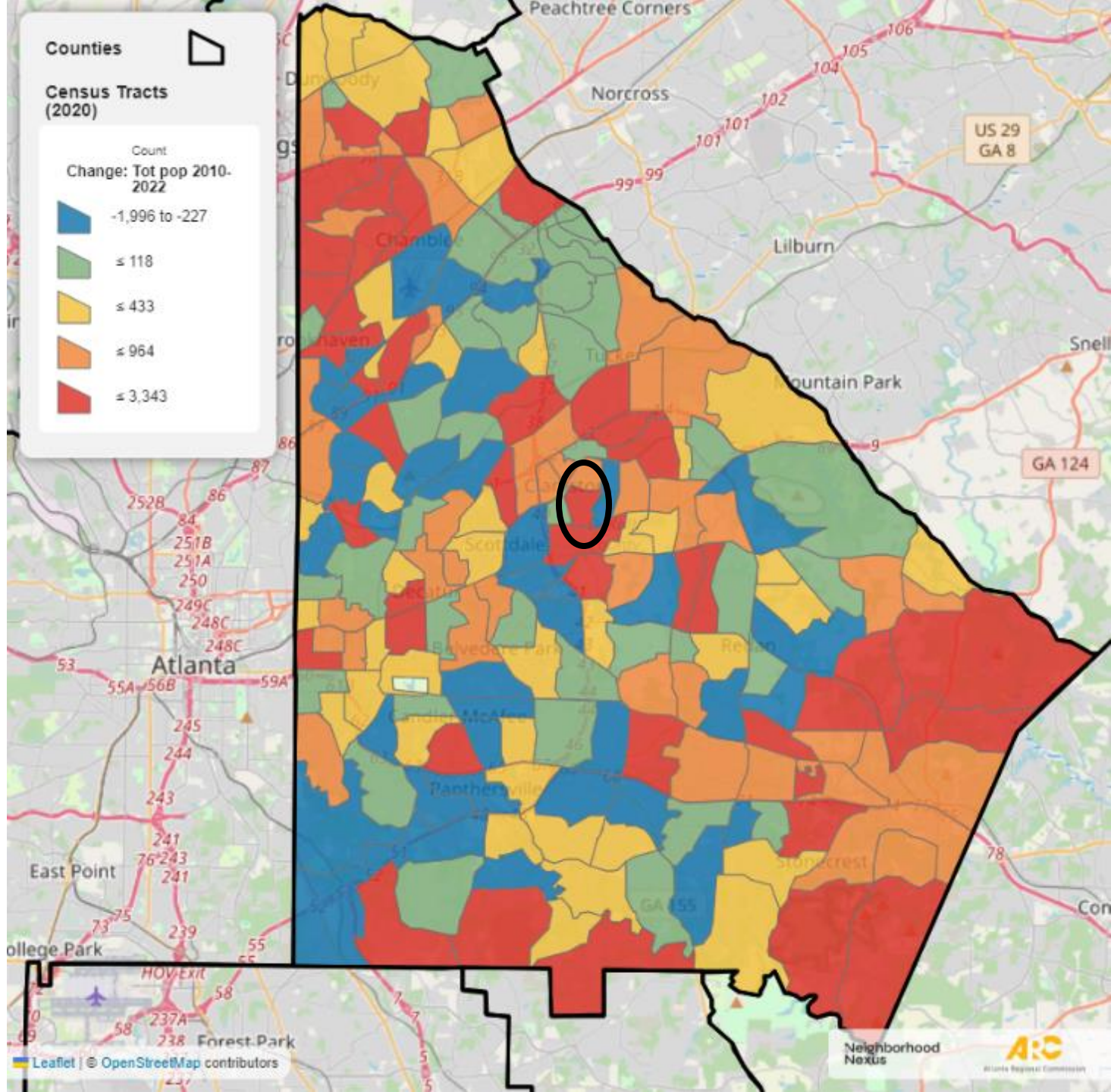
DeKalb County Quiz Bowl



Which Area Added The Most Population Since 2010?

Clarkston!

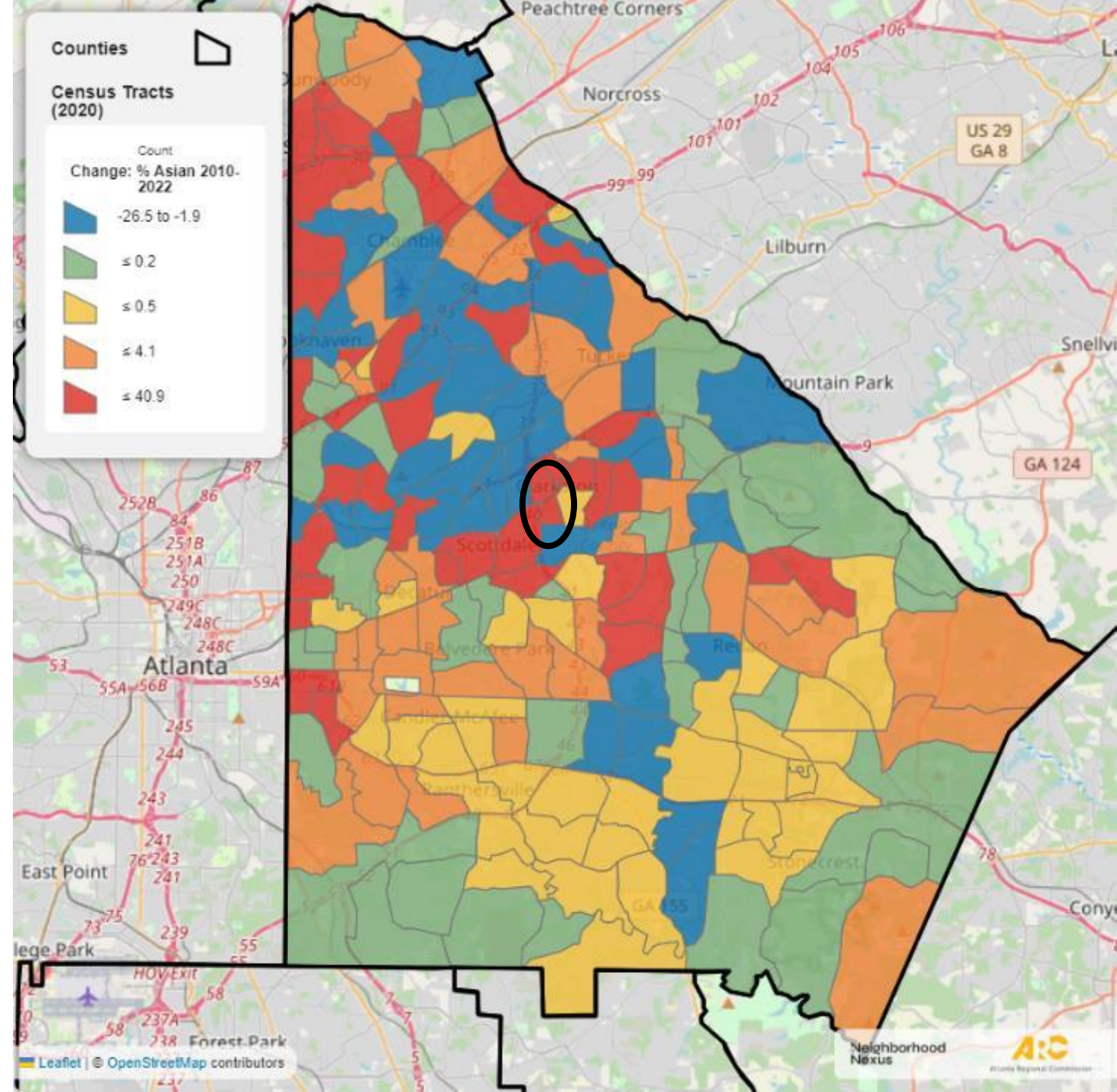
This area added almost
3,300 new residents since
2010



Which Area Experienced The Largest Increase in the SHARE of Asian Populations?

Clarkston!

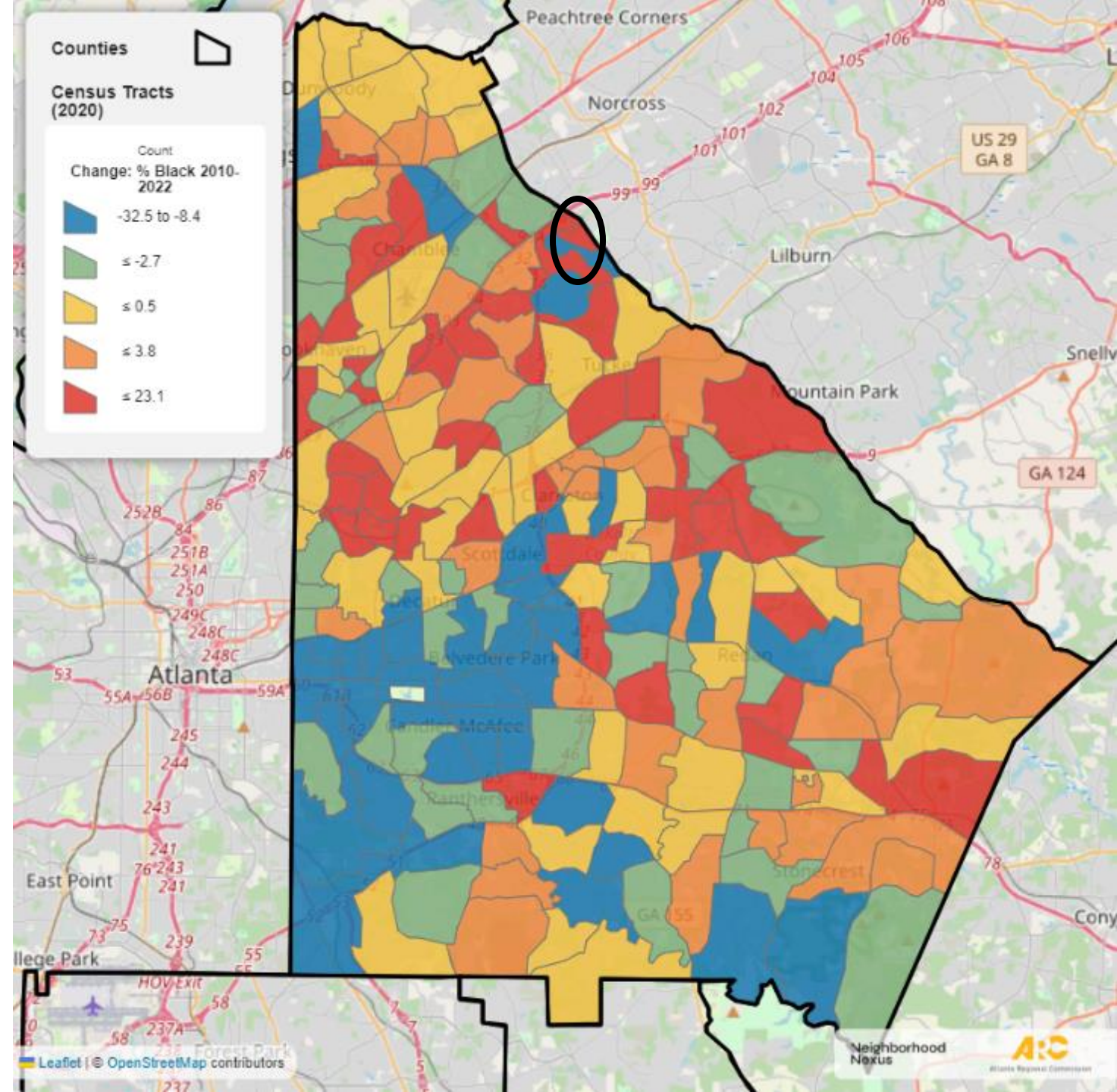
This area had the largest increase in the share of Asian populations, which now comprises 56 percent of this neighborhood's total population (6% Black; 36% White; 0.3% Hispanic)



Which Area Experienced The Largest Increase in the SHARE of Black Populations?

Doraville (ish)!

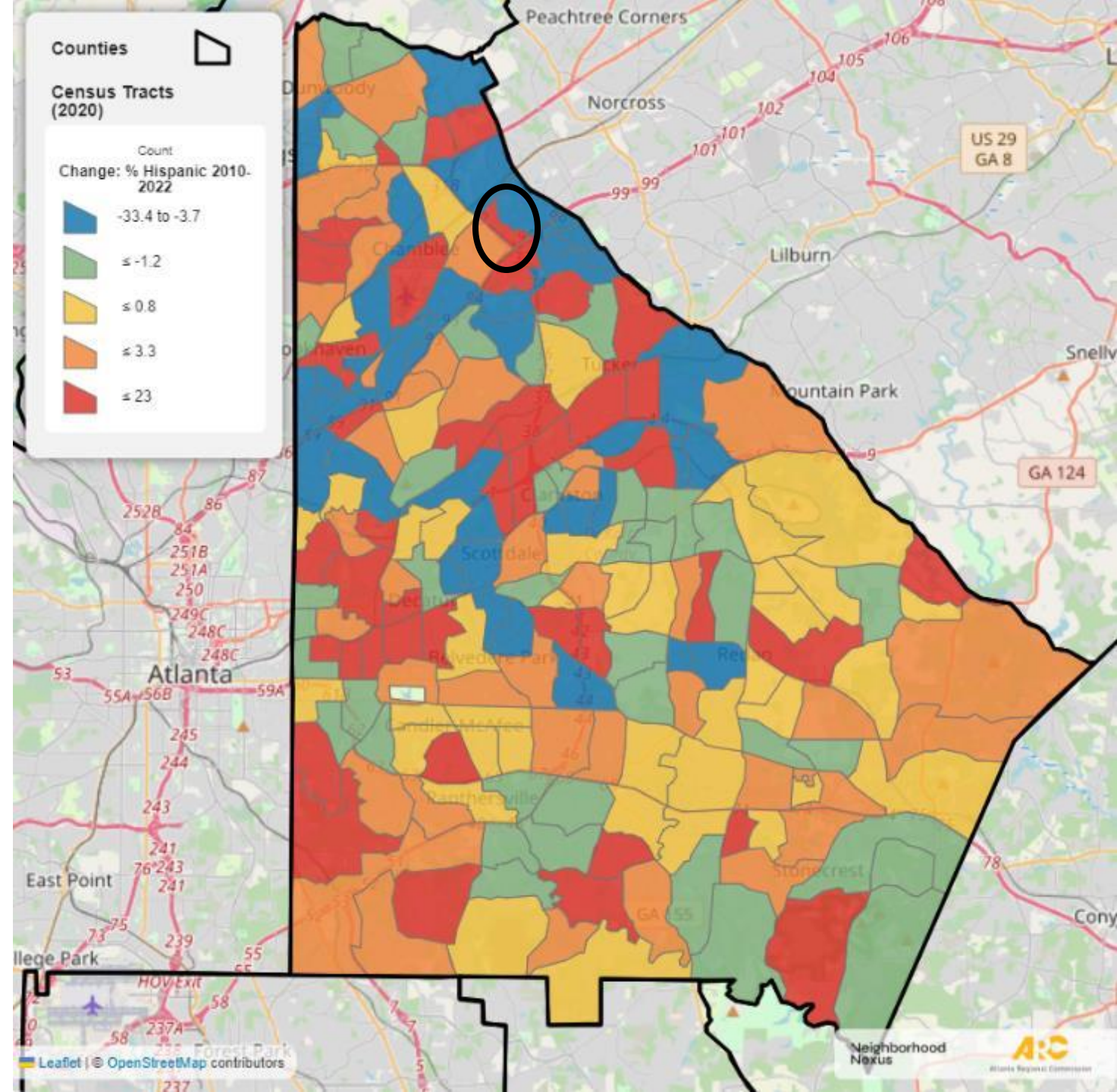
This neighborhood had the largest increase in the share of Black populations, which now comprises 57% percent of this neighborhood's population (34% Hispanic; Asian 5%; White 3%)



Which Area Experienced The Largest Increase in the SHARE of Hispanic Populations?

Doraville!

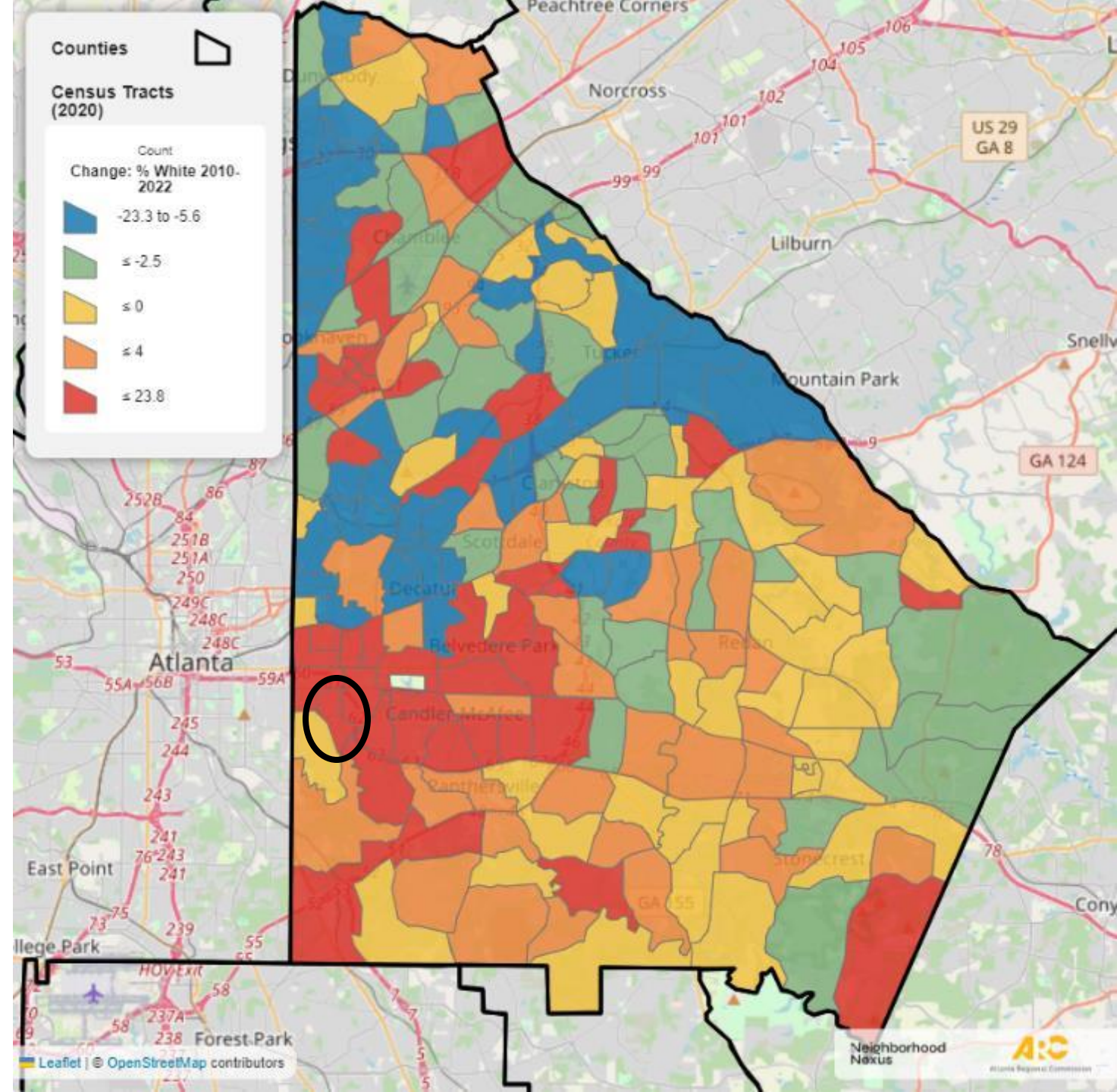
This area had the largest increase in the share of Hispanic populations, which now comprise 75 percent of this neighborhood's total population (17% Black; 7% Asian; 1% White)



Which Area Experienced The Largest Increase in the SHARE of White Populations?

East Atlanta!

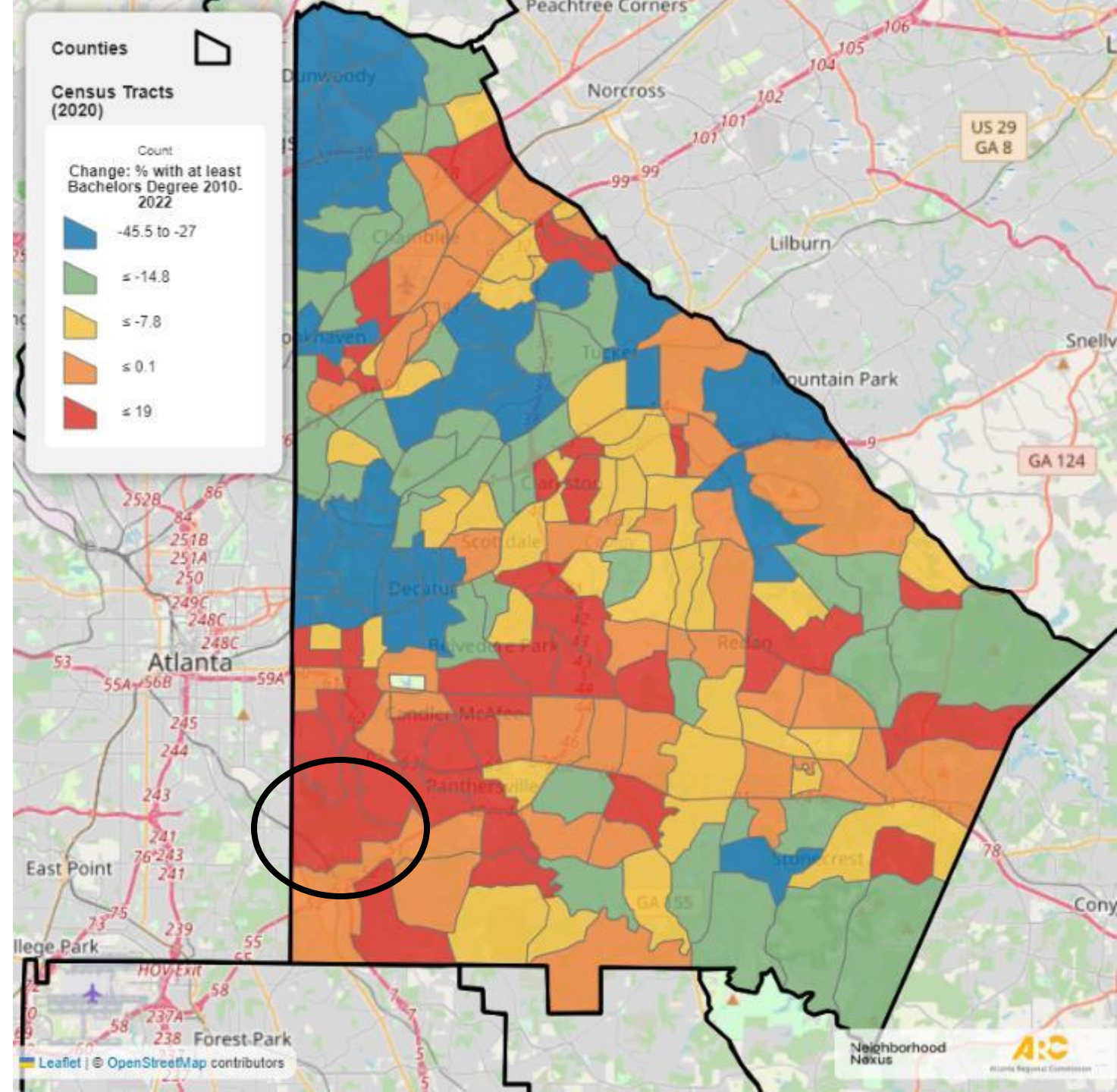
This neighborhood saw the largest increase in the share of White populations, which now comprise 56 percent of the total population (31% Black; 7% Asian; 2% Hispanic)



Which Area Experienced The Largest Increase in the SHARE College Educated Residents?

Panthersville (ish)!

This neighborhood saw the largest increase in the share of adult residents with at least a bachelor's degree. In 2010, only 13 percent of adult residents had at least a bachelor's degree. Today, 32 percent do!



Which Area Experienced The Largest Increase in Poverty?

Stonecrest/Lithonia area!

This neighborhood saw the largest increase in the poverty rate since 2010. In 2010, only 9 percent of residents were in poverty. Today, 40 percent are!

