

2018 INTERCITY **VISIT**

ATLANTA



ATLANTA **OVERVIEW**

Overview of Atlanta

Atlanta, now the 9th largest metro in the United States, shares a common history with Charlotte. Both grew as transportation hubs for railroads in the mid-19th century and both cities became thriving SunBelt metros with hub airports – Delta in Atlanta and American Airlines in Charlotte - attracting people and businesses from throughout the world.

Population Snapshot, Charlotte and Atlanta, 2017

	Charlotte	Atlanta
Population		
MSA Population	2,525,305	5,884,736
MSA Size Rank	22	9
Core City Population	859,035	486,290
Core City Size Rank	17	38
MSA Population Growth since 2010	13.6%	11.0%
MSA Net Migration 2016-2017	37,381	53,739
MSA Net International Migration 2016-2017	6,279	20,451

Atlanta and Charlotte are two of the fastest-growing metro areas in the country. Each day, a net total of 147 people move to Atlanta and 102 people move to Charlotte. Though Atlanta's metro area is nearly twice the size of Charlotte's, a much larger share of Atlanta's population lives in the suburbs than in the core city. Charlotte and Atlanta are both known as diverse cities, though Atlanta's regional diversity is broader with a larger share of African-American, Hispanic and foreign-born population than Charlotte.

To deal with the growth, Atlanta has invested in its transportation infrastructure. Atlanta has the nation's busiest airport by passengers and movements, and has embarked on a \$6 billion, 20 year plan to improve its airport facilities as well as plan for the economic growth of the area surrounding the airport. Additionally, Atlanta funds transit through a 0.5 percent sales tax at the city level. Fulton County also levies a 0.4 percent special option transportation sales tax for transit and other transportation projects. Both of these were approved by voters in a 2016 referendum.

Demographic Snapshot, Charlotte and Atlanta, 2017

Demographics	Charlotte	Atlanta
Male	48.5%	48.4%
Female	51.5%	51.6%
Median Age	37.1	35.9
Under 18 Years	24.6%	25.4%
18 to 24 Years	8.8%	9.3%
25 to 34 Years	13.7%	14.0%
35 to 44 Years	14.5%	14.7%

45 to 54 Years	14.4%	14.6%
55 to 64 Years	11.7%	11.3%
65 to 74 Years	7.5%	6.8%
75 Years, and Over	4.9%	4.0%
Foreign Born	9.6%	13.4%
Race: White	68.4%	55.1%
Race: Black or African American	22.2%	33.5%
Race: Asian	3.3%	5.5%
Race: Some Other Race	3.4%	3.3%
Race: Two or More Races	2.3%	2.3%
Hispanic or Latino (of any race)	9.6%	10.4%

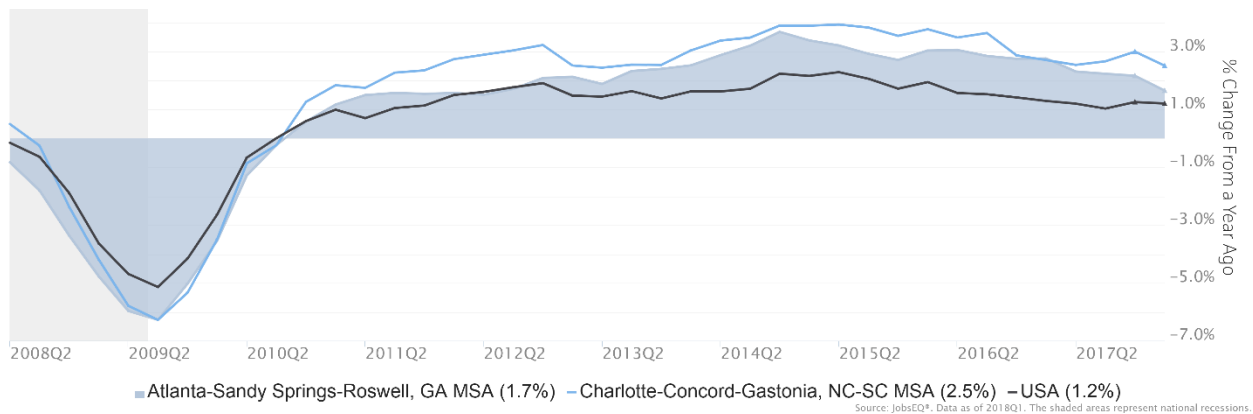
Economic Snapshot

Charlotte and Atlanta have balanced employment structures. Health care is the largest sector for employment in both regions. Atlanta has a larger share of workers in Professional Services, Educational Services and Information while Charlotte’s Manufacturing, Finance and Insurance, and Corporate Headquarters sectors have a larger share of employment.

Charlotte’s average annual employment growth has been around 2.5 percent, while Atlanta’s has been around 1.7 percent, both outpacing the national average. The Real Estate and Finance industries contribute the most to both region’s Gross Regional Products, the broadest measure of economic activity. In Atlanta, the Real Estate and Rental Leasing sector contributes the most of any sector to the Gross Regional Product, while Finance and Insurance contributes the largest share in Charlotte.

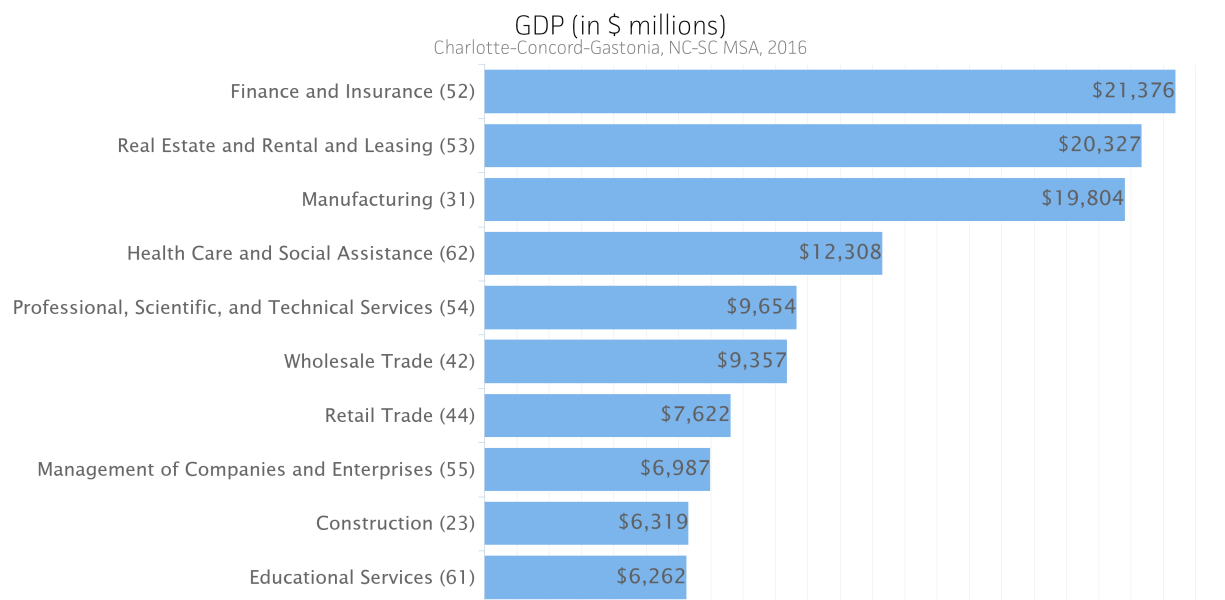
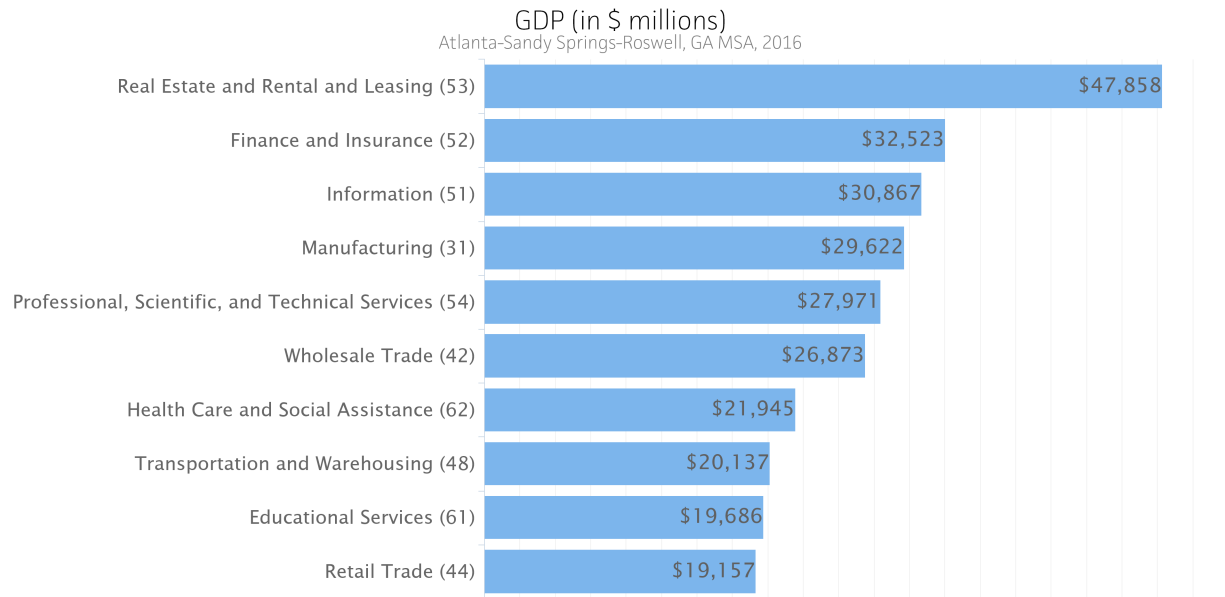
Today, Atlanta boasts 25 Fortune 1000 headquarters, a growing international community, and prominence as a FinTech hub branded “Transaction Alley,” after the fact that 70 percent of all credit, debit and gift card purchases are handled by Georgia-based companies.

Employment Growth, Charlotte vs Atlanta



Industry Structure Snapshot, Charlotte and Atlanta, 2017

	Charlotte	Atlanta
Fortune 1000 Headquarters	25	15
Gross Regional Product (2016)	\$163.6B	\$363.7B
Industry Sector	Employment	Employment
Total	1,247,709	2,799,976
Health Care	11.3%	11.0%
Retail	10.6%	10.7%
Accommodation and Food Services	8.9%	9.2%
Manufacturing	8.7%	6.1%
Administrative Support	7.9%	8.3%
Professional, Scientific, and Technical Services	6.6%	8.0%
Educational Services	6.2%	7.8%
Finance and Insurance	5.9%	4.2%
Construction	5.9%	5.4%
Wholesale Trade	4.9%	5.2%
Transportation and Warehousing	4.8%	5.9%
Other Services	4.4%	4.5%
Public Administration	3.2%	4.2%
Management of Companies and Enterprises	3.2%	1.9%
Arts, Entertainment, and Recreation	2.4%	1.5%
Information	2.3%	3.4%
Real Estate and Rental and Leasing	1.7%	2.0%
Agriculture, Forestry, Fishing and Hunting	0.5%	0.2%
Utilities*	0.4%	0.4%
Mining, Quarrying, and Oil and Gas Extraction	0.1%	0.0%
*Headquarters operations of major utilities are categorized in the Management of Companies and Enterprises sector		



Social Snapshot, Charlotte and Atlanta

Affordable housing and socioeconomic mobility are national issues and Atlanta is no exception. Like Charlotte, Atlanta has struggled with socioeconomic mobility. While children born into families in the bottom fifth of income in Charlotte had a 4.4 percent chance of reaching the top fifth in their 30s, according to the 2013 Chetty study, the odds were not much higher in Atlanta, where those same children had a 4.5 percent chance.

Atlanta has focused on an [affordable housing trust fund](#) and other innovations. Along the city's much-celebrated "BeltLine" greenway project, 2,000 units of affordable housing have been opened since.

Housing	Charlotte	Atlanta
Total Housing Units	974,598	2,219,590
Median House Value (of owner-occupied units) ²	\$170,400	\$173,300
Homeowner Vacancy	1.7%	2.2%
Rental Vacancy	5.8%	7.7%
Renter-Occupied Housing Units (% of Occupied Units)	34.6%	37.0%

Social	Charlotte	Atlanta
Disconnected Youth*	2.8%	3.5%
Children in Single Parent Families (% of all children)	33.9%	36.2%
With a Disability, Age 18-64	9.5%	8.7%
With a Disability, Age 18-64, Labor Force Participation Rate and Size	41.9%	41.8%
Speak English Less Than Very Well (population 5 years and over)	5.6%	7.2%
*Disconnected Youth is defined as the percentage 16-19-year-olds who are not in school or working.		