METRO ATLANTA

PROFILE OF

METRO ATLANTA
Metro Atlanta is here, now and next. A region of visionaries who do what others never imagined.


We nurture and welcome the brightest talent — global leaders who disrupt the status quo and crusade to change the world.

We are dreamers who galvanized the Civil Rights Movement, creatives who are redefining digital entertainment and innovators who are paving an inclusive way to urban development.

We are lively main streets, lakes nestled in lush greenspaces and bustling nightlife in the city — the options are endless.

In metro Atlanta, we share one ambition:

To never stop rising.
**POPULATION**

Metro Atlanta (the 29-county Metropolitan Statistical Area) is the ninth largest and one of the fastest-growing metro areas in the nation. Home to approximately 5.9 million people in 2018, metro Atlanta experienced the fourth-largest population increase of all MSAs in the nation—an increase of approximately 663,000 people from 2010 to 2018. For the last five years, Atlanta has been among the top five metro areas in the nation for most net migration. From 2017 to 2018, metro Atlanta’s net migration was 43,362.

In metro Atlanta, Black or African American is the largest racial minority group, comprising 34.3% of the population in 2018—more than double the share of Black or African American people in the nation. Since 2013, the Asian racial minority group has grown the fastest. From 2013 to 2018, the Asian population in metro Atlanta grew 26%. In terms of ethnicity, the Hispanic or Latino population in metro Atlanta grew 12% from 2013 to 2018. Metro Atlanta’s foreign-born population grew 12%, or approximately 90,000 people from 2013 to 2018.

**ATLANTA METROPOLITAN STATISTICAL AREA (MSA)**

- 8,686 square miles
- 22,496 square kilometers
- 29 counties:
  - Barrow
  - Bartow
  - Butts
  - Carroll
  - Cherokee
  - Clayton
  - Cobb
  - Coweta
  - Dawson
  - DeKalb
  - Douglas
  - Fayette
  - Forsyth
  - Fulton
  - Gwinnett
  - Haralson
  - Heard
  - Henry
  - Jasper
  - Lamar
  - Meriwether
  - Morgan
  - Newton
  - Paulding
  - Pike
  - Rockdale
  - Spalding
  - Walton

| Population | 5,949,951 |
| Median Age | 36.6 |
| Percent of Population - 25 years and over with a Bachelor’s degree or higher | 39.4% |
| Percent of Population - Male/Female | 48.4%/51.6% |
| Percent of Population - Race: White | 52.8% |
| Percent of Population - Race: Black or African American | 34.3% |
| Percent of Population - Race: Asian | 6.1% |
| Percent of Population - Any Race: Hispanic or Latino | 10.9% |
| Percent of Population - Foreign-Born | 13.8% |

Source: U.S. Census Bureau, 2018 Population Estimates, 2018 American Community Survey
1974 Atlanta Brave
Hank Aaron broke Babe Ruth’s home run record with his 715th home run.

1978 The Home Depot, another home-grown success story, was founded in Atlanta.

1980 Ted Turner launched CNN, the first 24-hour all-news cable network.

1982 Georgia-Pacific moved its headquarters to Atlanta from Portland, Ore.

1991 United Parcel Service (UPS) relocated its headquarters from Greenwich, CT to metro Atlanta.

1996 Atlanta hosted the Centennial Olympic Games, the first time the Summer Games were held in the eastern U.S.

GEORGIA HAS BEEN NAMED THE #1 STATE FOR BUSINESS CLIMATE FOR THE LAST SIX YEARS AND THE #1 STATE FOR DOING BUSINESS FOR THE LAST SIX YEARS.

(Site Selection, 2013-2018; Area Development, 2014-2019)
GOVERNMENT
> Atlanta is the capital city of Georgia. The Capitol Dome brightens Atlanta’s skyline and is layered in 43 ounces of pure gold mined in Dahlonega, Georgia, the site of America’s first “Gold Rush.”
> The City of Atlanta is governed by a mayor and a 15-member city council that is managed by the council president.
> The 29 counties that make up metro Atlanta are individually governed by boards of commissioners, city councils and mayors.
> Atlanta’s symbol is the Phoenix, the legendary bird of Egyptian mythology, representing Atlanta’s rise from the ashes of the Civil War. The seal of the city bears the Phoenix and the Latin term, “Resurgens,” which means “rising again.”

TAXES
> Georgia’s corporate income tax rate is 5.75% (single factor sales tax apportionment). In the metro Atlanta region of 29 counties, the total (state and local) sales tax rate ranges from 6% (Cherokee, Cobb and Gwinnett counties) to 8.9% (City of Atlanta in Fulton and DeKalb counties).
> Georgia’s individual income tax rate is a graduated tax based on an individual’s federal adjusted gross income. The tax rate ranges from one to 5.75% based on six income brackets.
> Property tax rates (millage rates) are set locally by each county and city. Real and personal property are assessed at 40% of fair market value.

COST OF LIVING

HEALTHCARE
Metro Atlanta provides access to one of the most qualified, affordable and efficient healthcare systems in the country. Metro Atlanta’s healthcare community includes approximately 100 hospital locations and approximately 140,000 healthcare practitioners and technicians.
GEORGIA RANKS AS THE #1 STATE FOR LEADING WORKFORCE DEVELOPMENT PROGRAMS.

(Area Development, 2019)
EDUCATION

PRE-K THROUGH 12
More than one million students are served through metro Atlanta’s 37 public school systems that include 1,100 elementary, middle and high schools. Metro Atlanta is also home to approximately 350 private schools.

> Georgia offers free pre-K classes for four-year-old children throughout the state. The pre-K program is a lottery-funded educational program that is voluntary for public schools and private child development centers.

> English-as-a-Second Language courses are available in every public school district.

> Metro Atlanta has several international schools that teach in languages other than English, including: German, Arabic, Portuguese, Chinese and Japanese.

> There are 79 IB World Schools in Georgia. These authorized schools offer one or more International Baccalaureate programs of education.

HIGHER EDUCATION
With 292,000 students enrolled in the 54 two- and four-year colleges and universities in the metro Atlanta/Athens area, businesses benefit from talent, discovery and innovation. The largest public universities within metro Atlanta are Georgia State University (GSU), Kennesaw State University (KSU) and the Georgia Institute of Technology (Georgia Tech). Private universities in metro Atlanta include Emory University and Mercer University, among others.

> More than 53,000 degrees are awarded in the metro Atlanta/Athens area annually (associate’s, bachelor’s, master’s, and doctor’s).

> Approximately 25% of Georgia State University’s enrollment is first generation college students, and it is the #1 public or nonprofit university in the U.S. to confer undergraduate degrees to African Americans.

> The Georgia Institute of Technology leads the nation in the number of engineering bachelor’s degrees awarded. The school awards more engineering bachelor’s degrees to minorities and women than any other school in the country.

> Emory University ranks #4 for economic diversity among the top 25 national universities, according to U.S. News & World Report, 2019. The ranking is based on the percentage of low-income undergraduate students receiving federal Pell grants.

> From 2013 to 2017, the number of computer and information sciences degrees awarded in the metro Atlanta/Athens area has increased nearly 50%.

> Metro Atlanta is home to the Atlanta University Center (AUC) Consortium, the world’s oldest and largest association of Historically Black Colleges and Universities (HBCUs). The AUC is comprised of four member institutions: Clark Atlanta University, Morehouse College, Morehouse School of Medicine, and Spelman College.

> Metro Atlanta/Athens is home to the main campuses of seven technical colleges, which enroll more than 42,000 students a year.

> Atlanta Technical College is among the top community colleges in the nation.

> Georgia’s program for financial aid (scholarships and grants) is HOPE: Helping Outstanding Pupils Educationally. The HOPE Scholarship is a merit-based scholarship for Georgia residents that provides assistance towards the cost of tuition at eligible public and private post-secondary institutions in Georgia. Georgia’s HOPE Grant is available to Georgia residents pursuing a certificate or diploma at an eligible college or university in Georgia.
2019 FORTUNE 500 Headquarters (16)

The Home Depot  
UPS  
Delta  
Coca-Cola  
Southern Company  
GPC  
WestRock  
SunTrust  
PulteGroup  
AGCO  
Veritiv  
Asbury Automotive Group  
NCR  
Ice  
HDSupply  
Graphic Packaging International

2019 FORTUNE 1000 Headquarters (10)

Aaron’s  
Acuity Brands  
carter’s  
Equifax  
Global Payments  
BlueLinx  
GMS  
FleetCor  
SiteOne Landscape Supply  
Beazer Homes

Source: FORTUNE magazine, May 16, 2019
Metro Atlanta is the ninth largest metro economy in the nation with a GDP of $385.5 billion, and it is one of the 10 most economically diverse metro areas in the nation.

Home to 26 of America’s largest corporations (FORTUNE 1000), including 16 ranked in the elite Fortune 500, as well as approximately 200 of the nation’s fastest-growing private companies (Inc. 5000), metro Atlanta is a premier location for the headquarters of companies across industries. The region has also attracted 38 corporate innovation centers primarily in Midtown, where the Georgia Institute of Technology is located.

A business-friendly environment and low cost of doing business are key elements for why companies choose metro Atlanta. Site Selection named Georgia the #1 state for business climate for the last six years (2013-2018). Area Development ranked Georgia the #1 state for doing business for the last six years (2014-2019). KPMG indexed Atlanta with the lowest relative cost of doing business of the nation’s ten largest metro areas (2016).

### TOP 25 EMPLOYERS IN METRO ATLANTA

<table>
<thead>
<tr>
<th>Rank</th>
<th>Employer (Full-Time Equivalent Headcount)</th>
<th>Primary Facility Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Delta Air Lines (34,500)</td>
<td>Corporate HQ/Airport</td>
</tr>
<tr>
<td>2</td>
<td>Emory University &amp; Emory Healthcare (32,091)</td>
<td>Educational Institution/Healthcare</td>
</tr>
<tr>
<td>3</td>
<td>The Home Depot (16,510)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>4</td>
<td>Northside Hospital (16,000+)</td>
<td>Healthcare</td>
</tr>
<tr>
<td>5</td>
<td>Piedmont Healthcare (15,900)</td>
<td>Healthcare</td>
</tr>
<tr>
<td>6</td>
<td>Publix Super Markets (15,591)</td>
<td>Division HQ</td>
</tr>
<tr>
<td>7</td>
<td>WellStar Health System (15,353)</td>
<td>Healthcare</td>
</tr>
<tr>
<td>8</td>
<td>The Kroger Company (15,000+)</td>
<td>Division HQ</td>
</tr>
<tr>
<td>9</td>
<td>AT&amp;T (15,000)</td>
<td>Division HQ/Regional HQ</td>
</tr>
<tr>
<td>10</td>
<td>UPS (14,594)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>11</td>
<td>Marriott International (12,000+)</td>
<td>Hotels</td>
</tr>
<tr>
<td>12</td>
<td>Children’s Healthcare of Atlanta (9,000)</td>
<td>Healthcare</td>
</tr>
<tr>
<td>13</td>
<td>Cox Enterprises (8,894)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>14</td>
<td>Centers for Disease Control &amp; Prevention (CDC) (8,403)</td>
<td>Federal Government Agency HQ</td>
</tr>
<tr>
<td>15</td>
<td>The Coca-Cola Company (8,000)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>16</td>
<td>Southern Company (includes Georgia Power) (7,753)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>17</td>
<td>Grady Health System (7,600)</td>
<td>Healthcare</td>
</tr>
<tr>
<td>18</td>
<td>SunTrust Bank (7,478)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>19</td>
<td>Georgia Institute of Technology (Georgia Tech) (7,139)</td>
<td>Educational Institution</td>
</tr>
<tr>
<td>20T</td>
<td>State Farm (6,000)</td>
<td>Hub</td>
</tr>
<tr>
<td>20T</td>
<td>Turner (6,000)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>22</td>
<td>Kennesaw State University (5,488)</td>
<td>Educational Institution</td>
</tr>
<tr>
<td>23</td>
<td>Bank of America (5,130)</td>
<td>Regional HQ</td>
</tr>
<tr>
<td>24</td>
<td>Metropolitan Atlanta Rapid Transit Authority (MARTA) (4,700)</td>
<td>Corporate HQ</td>
</tr>
<tr>
<td>25</td>
<td>Allied Universal Security Services (4,570)</td>
<td>Regional HQ</td>
</tr>
</tbody>
</table>

Source: Metro Atlanta Chamber, Metro Atlanta’s Top Employers 2018-2019
METRO ATLANTA’S TRANSPORTATION NETWORK EASILY CONNECTS PEOPLE AND PRODUCTS TO THE GLOBAL MARKETPLACE.
TRANSPORTATION

AIR SERVICE
The world’s busiest and most efficient airport, Hartsfield-Jackson Atlanta International Airport (ATL), has five runways that serve more than 100 million passengers a year. More than 80% of the U.S. population is within a two-hour flight from Atlanta.

AIR CARGO
Hartsfield-Jackson Atlanta International Airport is served by 24 all-cargo air carriers. Nearly 700,000 metric tons of cargo passed through ATL in 2018.

HIGHWAYS
Three major highways (I-75, I-85, I-20) converge near the central business district. The perimeter highway (I-285) circles the city in a 62.7-mile loop. Georgia 400 is a six-lane highway providing yet another route to the city via north metro Atlanta. Atlanta’s major highways contain High Occupancy Vehicle (HOV) and High Occupancy Toll (HOT) lanes which decrease drive times during peak hours.

RAIL
Abundant rail service makes metro Atlanta the rail center of the Southeast.
> More than 4,600 railroad miles in Georgia – the largest intermodal hub in the region.
> Served by two class-one railroads (CSX and Norfolk Southern) and over 20 short-line companies.

OCEAN
The Port of Savannah, located 250 miles from Atlanta, is the largest and fastest growing single-container terminal in North America. The Port of Brunswick, located 300 miles from Atlanta, is the second-busiest port in the U.S. for import and export of Ro/Ro (Roll-On/Roll-Off) cargo (i.e. vehicles).

MASS TRANSIT
Metropolitan Atlanta Rapid Transit Authority (MARTA) is the Atlanta region’s heavy rail and bus service, providing service to 1.7 million residents of metro Atlanta. Every weekday, 500,000 people are moved by MARTA. Service is available at 38 rail stations, including the airport, and along 101 bus routes across 1,439 miles. Cobb County Transit (CCT) and Gwinnett County Transit bus service connects to MARTA at various points.
ATLANTA HAS BEEN THE TOP MOVING DESTINATION IN THE U.S. FOR THE LAST NINE YEARS.

(Penske, 2011 – 2019)
MAJOR ATTRACTIONS

- **ATLANTA BOTANICAL GARDEN** | Located on 30 acres in Midtown, the Atlanta Botanical Garden maintains plant collections for the purpose of display, education, research, conservation and enjoyment. The two-acre Children’s Garden offers places to climb, play and learn from the collections. [www.atlantabg.org](http://www.atlantabg.org)

- **THE CARTER CENTER** | Founded by former U.S. President Jimmy Carter and wife Rosalynn Carter, the Center is committed to advancing human rights and alleviating unnecessary human suffering. [www.cartercenter.org](http://www.cartercenter.org)

- **CNN CENTER** | CNN Studio Tours offer behind-the-scenes of the world’s largest news network at CNN’S worldwide headquarters in downtown Atlanta. [www.tours.cnn.com](http://www.tours.cnn.com)

- **THE COLLEGE FOOTBALL HALL OF FAME** | The Chick-fil-A College Football Hall of Fame celebrates and honors the people, traditions and passion of college football. The Hall is 95,000 square feet with more than 50 engaging exhibits. [www.cbhall.com](http://www.cbhall.com)

- **GEORGIA AQUARIUM** | Georgia Aquarium is the largest aquarium in the Western Hemisphere with more than 10 million gallons of water. There are hundreds of exhibits and tens of thousands of animals across the seven galleries. [www.georgiaaquarium.com](http://www.georgiaaquarium.com)

- **FERNBANK MUSEUM OF NATURAL HISTORY** | Fernbank Museum offers a variety of exhibits about natural history including Dinosaur Plaza, NatureQuest and a Walk Through Time in Georgia. Wildwoods and Fernbank Forest features trails and hands-on exhibits on 65 acres of forest. [www.fernbankmuseum.org](http://www.fernbankmuseum.org)

- **FOX THEATRE** | The historic Fox Theatre is one of Atlanta’s premiere venues for live entertainment. Each year, more than 150 performances are held ranging from Broadway to comedy to film. [www.foxtheatre.org](http://www.foxtheatre.org)

- **MARTIN LUTHER KING JR. CENTER AND NATIONAL HISTORIC SITE** | The King Center is the official memorial dedicated to the advancement of the legacy of Dr. Martin Luther King, Jr., leader of America’s greatest nonviolent movement for justice, equality and peace. [www.thekingcenter.org](http://www.thekingcenter.org)

- **NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS** | The National Center for Civil and Human Rights is an engaging cultural attraction that connects the American Civil Rights Movement to today’s struggle for global human rights. [www.civilandhumanrights.org](http://www.civilandhumanrights.org)

- **WOODRUFF ARTS CENTER** | Located in Midtown, the Woodruff Arts Center is the third-largest arts organization in the U.S. The Woodruff includes the Alliance Theatre, the High Museum of Art and the Atlanta Symphony Orchestra. [www.woodruffcenter.org](http://www.woodruffcenter.org)

- **WORLD OF COCA-COLA** | Visit World of Coca-Cola in Downtown Atlanta and trace the history of the world’s most famous beverage brand. More than 24 million guests have visited during 25+ years in Atlanta. [www.worldofcoca-cola.com](http://www.worldofcoca-cola.com)

- **ZOO ATLANTA** | Zoo Atlanta is home to more than 1,000 animals representing more than 200 species from around the world. Zoo Atlanta’s mission is to save wildlife and their habitats through conservation, research, education and engaging experiences. [www.zooatlanta.org](http://www.zooatlanta.org)

MAJOR FESTIVALS

- Atlanta Dogwood Festival
- Atlanta Film Festival 365
- Atlanta Jazz Festival
- Atlanta Pride Festival and Parade
- Atlanta Science Festival
- Atlanta St. Patrick’s Day Parade
- Decatur Craft Beer Festival
- DragonCon
- Festival Peachtree Latino
- Georgia Renaissance Festival
- Inman Park Festival
- Little 5 Points Halloween Festival and Parade
- MomoCon
- Music Midtown
- National Black Arts Festival
- Sweetwater 420 Fest
- Taste of Atlanta
- Virginia Highland Summerfest
ATLANTANS ENJOY A VARIETY OF SPECTATOR AND RECREATION SPORTS THROUGHOUT THE YEAR.
# Sports

Atlanta is home to 18 professional sports teams:

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Sport</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta Blaze</td>
<td>Lacrosse/MLL</td>
</tr>
<tr>
<td>Atlanta Braves</td>
<td>Baseball/MLB</td>
</tr>
<tr>
<td>Atlanta Dream</td>
<td>Basketball/WNBA</td>
</tr>
<tr>
<td>Atlanta Falcons</td>
<td>Football/NFL</td>
</tr>
<tr>
<td>Atlanta Gladiators</td>
<td>Hockey/ECHL</td>
</tr>
<tr>
<td>Atlanta Hawks</td>
<td>Basketball/NBA</td>
</tr>
<tr>
<td>Atlanta Hustle</td>
<td>Ultimate Frisbee/AUDL</td>
</tr>
<tr>
<td>Atlanta Reign</td>
<td>eSports/OWL</td>
</tr>
<tr>
<td>Atlanta Roller Derby</td>
<td>Roller Derby/WFTDA</td>
</tr>
<tr>
<td>Atlanta Soul</td>
<td>Ultimate Frisbee/PUL</td>
</tr>
<tr>
<td>Atlanta Talon</td>
<td>eSports/NBA2K</td>
</tr>
<tr>
<td>Atlanta United</td>
<td>Soccer/MLS</td>
</tr>
<tr>
<td>Atlanta United II</td>
<td>Soccer/USL</td>
</tr>
<tr>
<td>College Park Skyhawks</td>
<td>Basketball/NBA G</td>
</tr>
<tr>
<td>Georgia Spartans</td>
<td>Basketball/UBA</td>
</tr>
<tr>
<td>Georgia Swarm</td>
<td>Lacrosse/NLL</td>
</tr>
<tr>
<td>Gwinnett Stripers</td>
<td>Baseball/MLB</td>
</tr>
<tr>
<td>Rugby ATL</td>
<td>Rugby/MLR (2020)</td>
</tr>
</tbody>
</table>

## Atlanta Continues to Host Major Sporting Events, Such As:

- Super Bowl LIII (2019) - Professional Football
- College Football Playoff National Championship (2018), SEC Championship, Chick-fil-A Peach Bowl, Chick-fil-A Kickoff Game, Air Force Reserve Celebration Bowl
- NCAA Men’s Final Four (2020) - College Basketball
- MLB All-Star Game (2021) - Professional Baseball
- FIFA World Cup (2026 Candidate) - Professional Soccer
- MLS All-Star Game (2018) - Professional Soccer
- U.S. Olympic Team Trials (2020) - Marathon
- AJC Peachtree Road Race - World’s Largest 10K

# Recreation

Metro Atlantans have many opportunities for outdoor recreation:

- The BeltLine - one of the largest, most wide-ranging urban redevelopment programs in the U.S.; currently five open trail segments and seven parks. There are plans for expansion through 2030.
- Piedmont Park - 211 acres for recreational sports, walking, running and a dog park
- Chattahoochee River Recreation Areas - for walking/hiking, rafting, fishing or picnicking
- Lake Lanier and Lake Allatoona - for fishing, swimming and boating
- Northeast Georgia Mountains - outdoor activities in this mountainous region north of Atlanta, which includes the Chattahoochee National Forest, the southern end of the Appalachian Trail, 11 state parks and many lakes and rivers.
- The Atlanta Lawn Tennis Association (ALTA) - the largest city tennis league in the world with more than 80,000 members.
- The Atlanta Track Club (ATC) - the second largest running organization in the United States, serves 34,000 members who are runners and walkers of all ages and paces.
- More than 100 public, private and semi-private golf courses - over 300 golf days per year.
SOURCES


As of October 2019.