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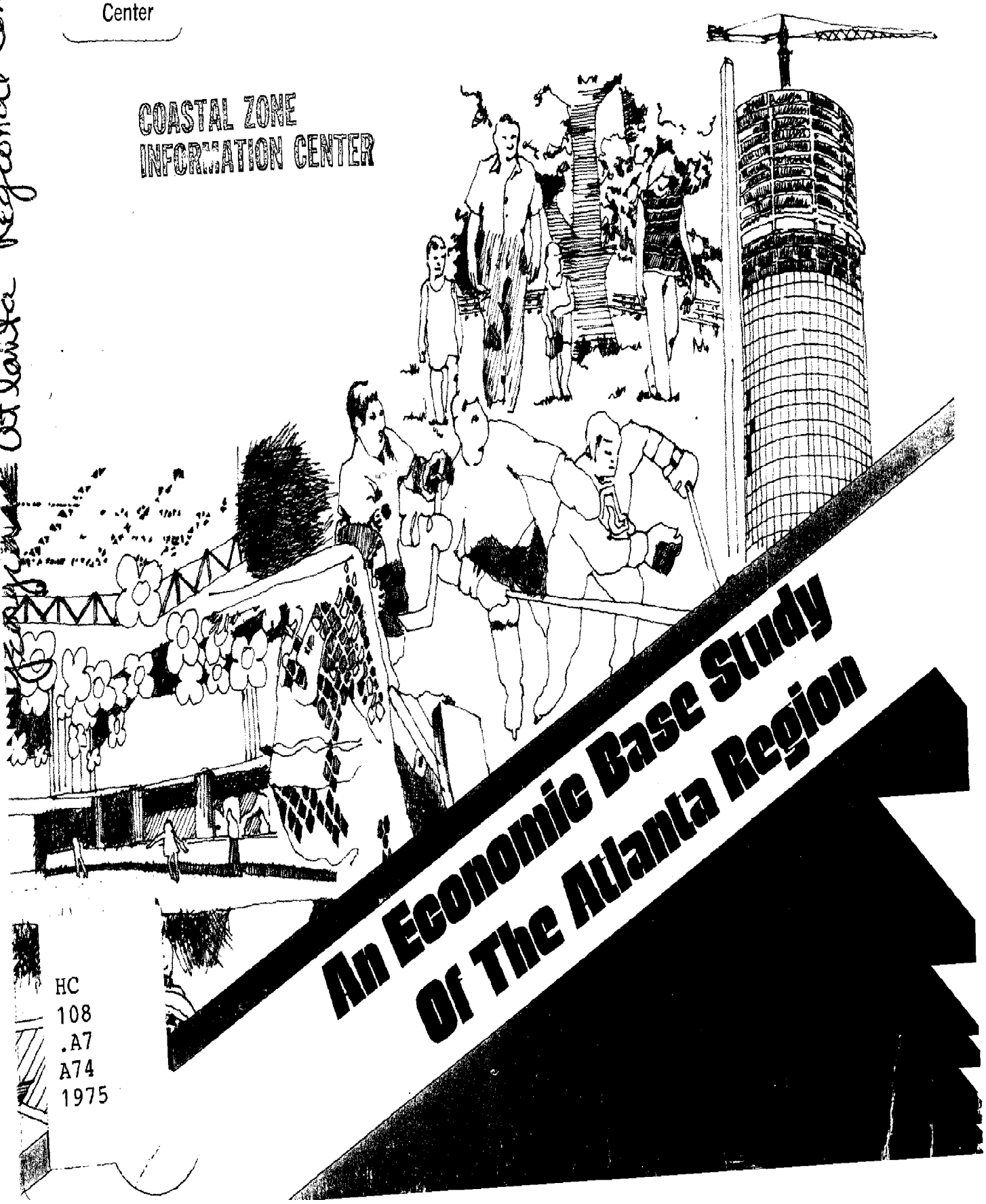

An Economic Base Study Of The Atlanta Region

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An Economic Base Study Of The Atlanta Region

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Introduction

Planning and forecasting are closely related parts of a single process. Plans for the Atlanta Region should be tailored to accommodate future growth trends, populations, and lifestyles.

In some cases, if the projected trends are undesirable, plans should be aimed toward changing the trends themselves.

Moreover, forecasts are never wholly accurate: their accuracy varies with the subject matter and with the length of the time period. Long-range forecasts are less accurate than short-range forecasts.

Therefore, the forecasts in this report should not be viewed as predictions but as approximate and adjustable guidelines for planning purposes, to be revised periodically to reflect changing conditions or changing goals.

The Atlanta Regional Commission.
Created by the local governments of the Atlanta Region, pursuant to legislation passed by the 1971 Georgia General Assembly, the Atlanta Regional Commission is the official area planning and development commission for the counties of Clayton, Cobb, DeKalb, Douglas, Fulton, Gwinnett and Rockdale and the municipalities contained in these counties.

Regional planning involves intergovernmental cooperation to solve problems which are common to governments. This planning creates the need for long-range forecasting of vital economic and social characteristics of the region so that the end products of planning efforts reflect the most reasonable, cost- and energy-conscious, and implementable policy statements possible.

Regional Development Plan.
The Atlanta Regional Commission is currently preparing a Regional Development Plan (RDP) to provide a framework for regional growth. A coordinated set of goals, objectives, standards and policies will be included in the RDP which will be useful in solving important regional problems.

The process used to develop the Regional Development Plan is an innovative one: technical and strategic improvements have been made in the standard planning process to produce a plan that can be implemented. Alternative courses of action are being studied by technicians, public officials and private citizens alike in reference to such vital areas as costs, benefits and impacts on the way people in the Atlanta Region live.

A computerized "activity allocation model," **EMPIRIC,** is being used to determine some of the implications of the various alternative transportation and land use policy statements. Population and employment are distributed by this computer model to all areas of the region based on the alternative policies.

A "control total" of population and employment is therefore needed throughout the forecast period (1970-2000) to give EMPIRIC a fixed regional number of people and jobs to distribute.

Economic Base Study.
This Economic Base Study presents the regional projections, or controls totals, from which the RDP alternative distributions derive.

In a detailed study of the region's economy, the Atlanta Regional Commission considered a range of projections of population and employment—low, medium and high. In October 1973, the Atlanta Regional Commission adopted the middle range as the most likely projection.

It must be noted that all three ranges provide for a considerable amount of growth. Non-growth, as a policy alternative for the Atlanta Region, is **not** considered within the realm of possibility given the following assumptions made for the Economic Base Study:

1. The free enterprise system as it now exists will remain as national policy throughout the forecast period.

2. Employment in the United States will rise by approximately 46 million jobs (65 percent), and jobs in the southeastern United States will rise by approximately ten million (107 percent) between 1970 and 2000.

3. There will be no public policy constraining the migration of workers from one part of the country to another to seek or accept job opportunities.

4. The environmental amenities of the Atlanta Region will not deteriorate significantly when compared to other urban areas of the country; therefore, people will not be deterred from moving to this region to take advantage of available employment opportunities.

5. The Atlanta Region's share of southeastern employment will continue to increase more or less in line with 1950-to-1970 trends. Employment will, therefore, rise from approximately 621,000 in 1970 to 1,580,000 in 2000 (154 percent).

6. The Atlanta Region's specialties, when compared with the national profile, will continue to be wholesale trade, followed by transportation/communications/utilities (TCU) and finance/insurance/real estate (FIRE). Least of all will it be concerned with mining, and will continue to be substantially below the national average as a manufacturing center.

7. The cornerstone of future growth of the Atlanta Region rests on employment growth: long-term population growth is contingent on employment opportunities. Population is expected to increase from 1,437,000 in 1970 to approximately 3,479,000 in 2000 (142 percent). Employment will grow slightly faster than population due primarily to increases in labor force participation rates.

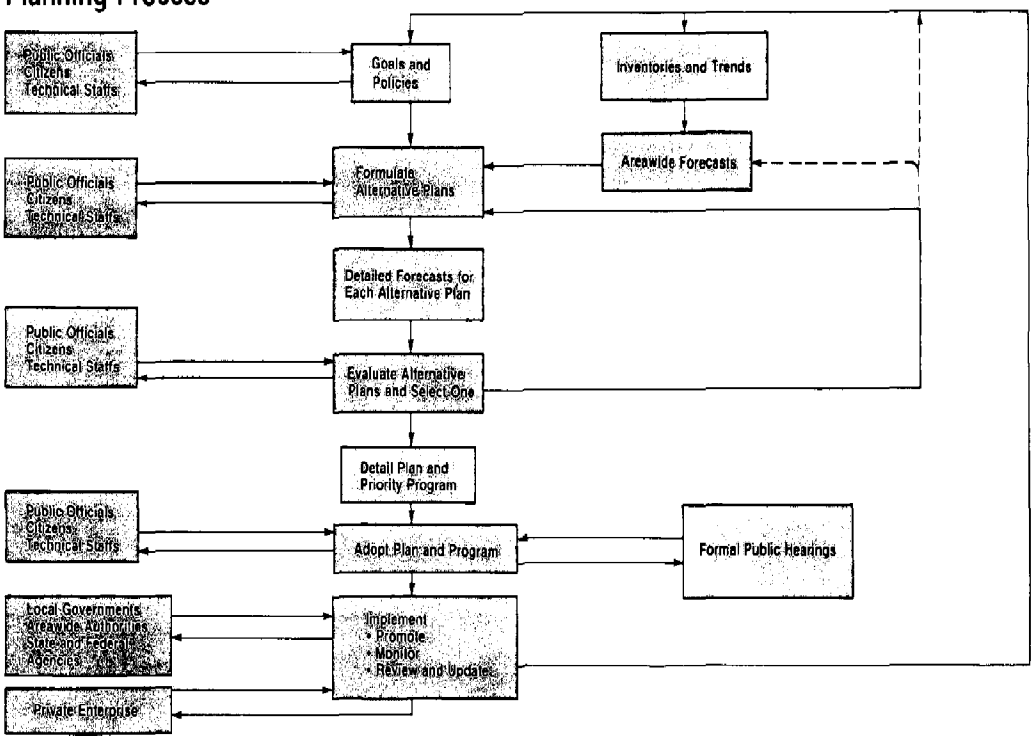
8. The projections contained in this Economic Base Study represent the growth potential of the seven-county Atlanta Region: in the regional development planning process, all of the projected growth which may occur in peripheral counties (within new or existing towns) will be incremental to that projected for the Atlanta Region.

In effect, the Atlanta Regional Commission has decided to accept the "laissez-faire" or "normal" forecast of growth for the Atlanta Region. The Atlanta Regional Commission is not recommending that future growth be artificially elevated and, conversely, does not recommend that future growth be artificially restrained. This is based on the belief that the prevailing and likely growth rate for the region is a moderate and healthy one which will not only provide expanded opportunities for the region's present and future citizens but which, through proper planning and growth management, can be accommodated in environmental terms.

Forecasting is always risky. Recognizing this, the Atlanta Regional Commission's projection of 3.5 million persons in the region by the year 2000 actually means that the year-2000 population could be as high as 4 million or as low as 3 million. Or, viewed another way, a population of 3.5 million could occur as early as 1990 or as late as 2010. It is therefore necessary that work continue to monitor and update the forecasts and reforecast when necessary. The Atlanta Regional Commission's long-range work program includes this continuous monitoring of employment, population and other socio-economic variables in the Atlanta Region. Figure 1 illustrates the overall planning process of the Atlanta Regional Commission and the interrelationships of these activities.

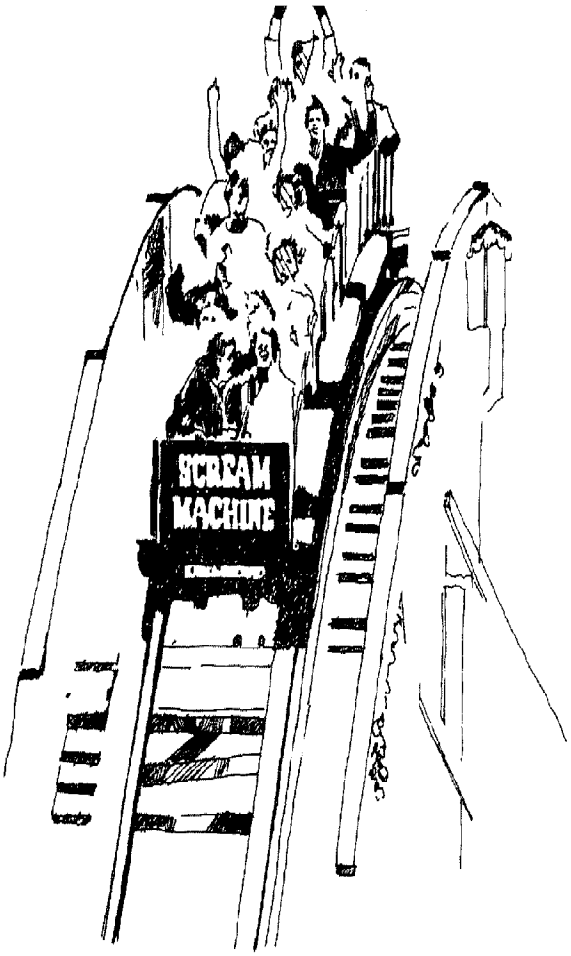
Figure 1

Planning Process



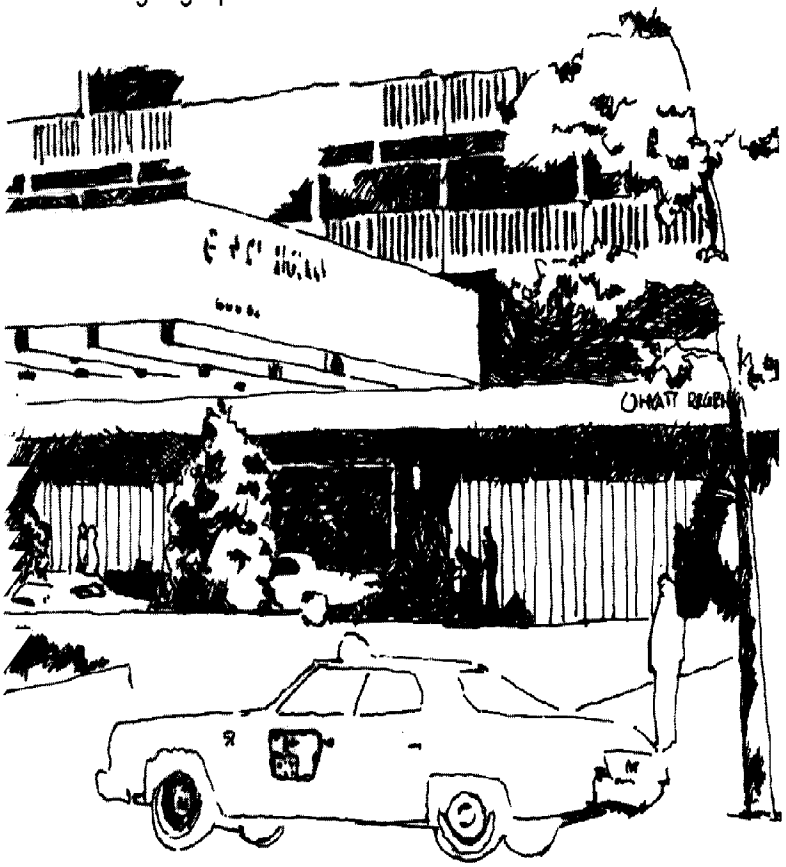
Source: Atlanta Regional Commission.

The Atlanta Region: from the Sixties



The economy of the Atlanta Region has always been a diversified one, dominated by no single economic component such as manufacturing or government. It is this mix which has afforded the Atlanta Region its characteristic variety of lifestyle opportunities.

The Atlanta Region during the decade of the sixties experienced a tremendous surge in national recognition and a continued, healthy population and economic growth. Three contributing factors were the desegregation of its public facilities, the expansion of its transportation network and an excellent geographic location.

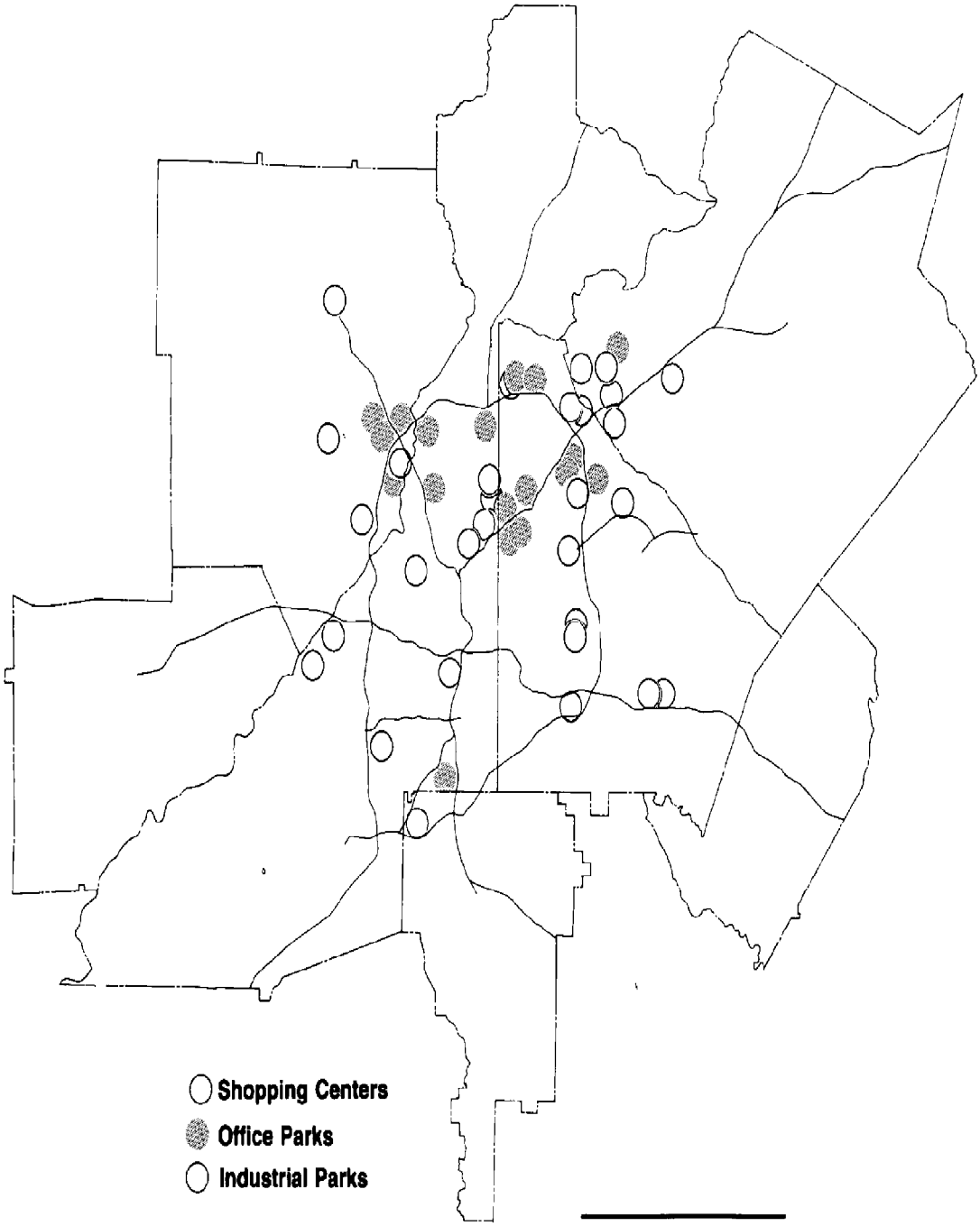


The Atlanta Region became a serious competitor with other major American cities for the lucrative convention business during the sixties. Numerous hotel and motel rooms and convention facilities were added to accommodate the increasing throngs of visitors to the Atlanta Region. Convention activity created a new industry for Atlanta and its environs. Major league sports, for the first time in the Southeast, located in Atlanta. The Atlanta Civic Center and the Atlanta Memorial Arts Center were erected to meet the cultural needs of the Atlanta Region. Major new recreational attractions drew additional millions to the Atlanta community.

Parallel with the booming convention business, Atlanta continued to grow as a national as well as regional retail trade center. More than 400 of **Fortune** magazine's top 500 firms have home or branch offices in the Atlanta Region. With the construction of the Atlanta Merchandise Mart on historic Peachtree Street, Atlanta successfully maintained its dominance of wholesaling in the Southeast. Today, the Mart is second in display area only to Chicago's giant facility.

Figure 2

Major Shopping Centers, Office Parks and Industrial Parks in the Atlanta Region



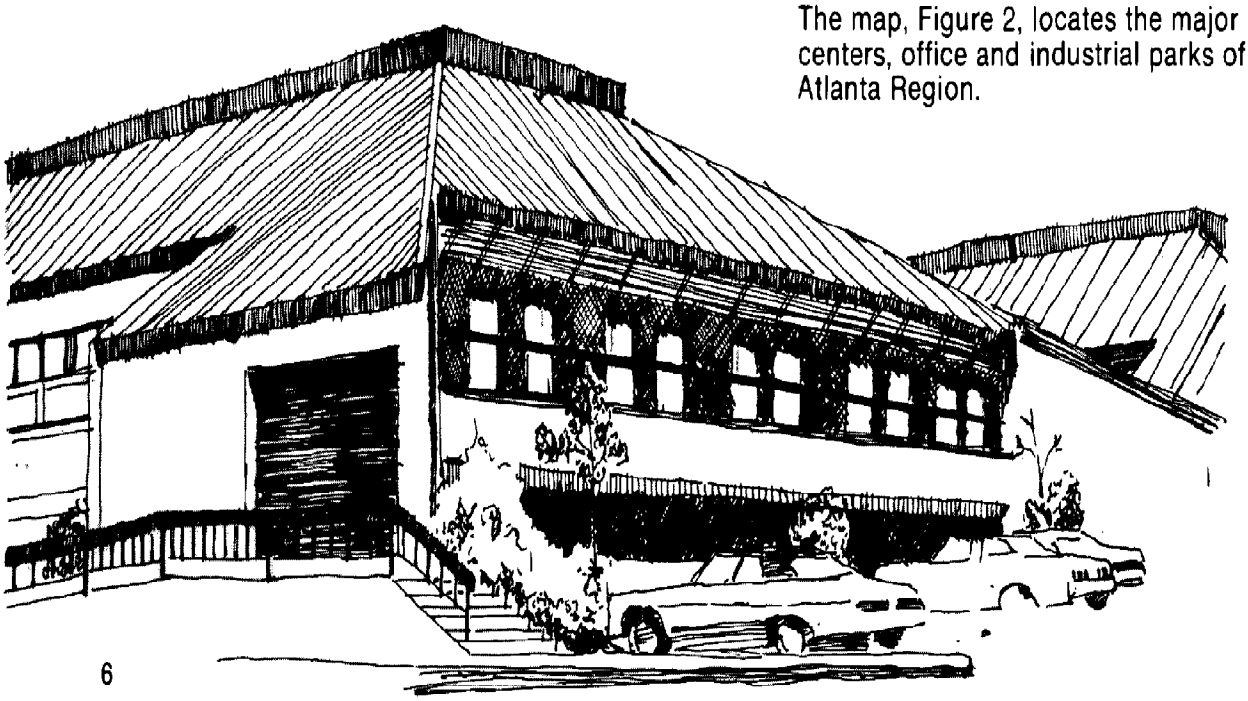
Source: Atlanta Regional Commission.

Regional Shopping Centers—complete 1974.
Industrial Parks—300,000+ gross square feet complete 1974.
Office Parks—200,000+ gross square feet complete 1974.

Another major economic development of the sixties and seventies in the Atlanta Region was the tremendous growth of regional shopping centers and office and industrial parks. The Atlanta Region's radial expressway system provided interested tenants with the access so vital to their operations. With the City of Atlanta as the hub, Interstates 20, 75, and 85 put the merchants of the region in touch with the rest of the nation, while the perimeter highway, Interstate 285, provided improved intra-region travel.

As with many American urban areas, the construction of freeways spurred economic development in the suburbs. Over 200,000 new jobs opened up in the Atlanta Region during the 1960's, but the Central Business District got relatively few of them. Much of the construction which took place in the Central Business District served to replace existing structures and to curb the flow of jobs from downtown. In general, professional service employment moved northward from the core of the City of Atlanta—a settlement pattern which appears to be continuing. The trend began along the Peachtree Road corridor northbound and later fanned out into the entire northern portion of the Atlanta Region. Planned suburban office and industrial parks attract potential tenants with (a) environmental qualities and (b) greater locational convenience for many employees.

The map, Figure 2, locates the major shopping centers, office and industrial parks of the Atlanta Region.



The economy of the Atlanta Region will be shaped in part by past and future growth trends in employment, income, population and such prospective developments as the performance of the national economy, the impact of technology and the law of supply and demand.

Employment is the key to the future growth and development of the Atlanta Region. It is necessary, therefore, to examine some of the variables which are likely to affect the future economy of the region.

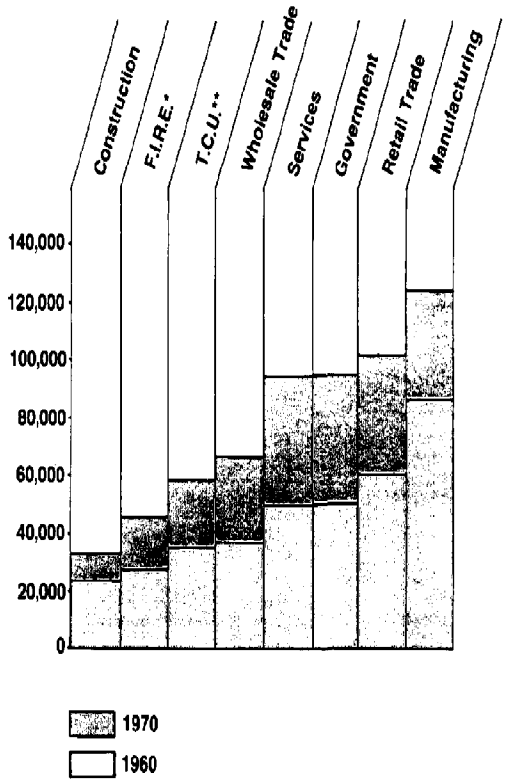
Employment

Employment Growth in the Sixties.
During the decade of the sixties, civilian non-farm wage and salary employment[1] increased in the Atlanta Region by 66.5 percent while the population grew at a more moderate rate of 37.6 percent. This does not necessarily indicate that there were a sufficient number of jobs created during the decade. A detailed analysis of opportunities in relation to job needs would have to take a great many additional factors into account, such as rising labor force participation ratios, increases in the number of female workers and skills available in the labor force as compared with skills required.

Employment over the decade rose to 621,400 by 1970 for a gain of 248,300 jobs. Figure 3 presents employment growth for the region by major industry group between 1960 and 1970. Although none of the industry groups declined, there was considerable variation in growth for the period. The greatest **amount of growth** occurred in manufacturing and retail trade, while government, followed closely by services and retail trade, experienced the highest **rate of growth.**

Figure 3

Civilian Non-Farm Wage and Salary Employment Growth by Industry Group Atlanta Region 1960-1970



[1]All employment data in this report relate to the non-farm sector of the economy and exclude farmers and farm workers, proprietors, the self-employed, unpaid family workers, domestic household workers, and the armed forces.

*Finance, Insurance and Real Estate
**Transportation, Communications and Utilities
Source: Atlanta Regional Commission.

Table 1
Changes in Occupation of Residents – Atlanta Region
1960-1970

MAJOR OCCUPATION GROUP	EMPLOYED 1960*	EMPLOYED 1970*	CHANGE NUMBER	CHANGE PERCENT
Professional, technical and kindred workers	47,392	94,040	+46,648	+98.4
Managers and administrators, except farm	40,662	61,144	+20,482	+50.4
Sales workers	37,128	54,195	+17,067	+46.0
Clerical and kindred workers	78,976	138,186	+59,210	+75.0
Craftsmen, foremen and kindred workers	51,809	79,025	+27,216	+52.5
Operatives including transport equipment operatives	68,737	83,047	+14,310	+20.8
Laborers, except farm	18,277	25,013	+ 6,736	+36.9
Farmers and farm managers	1,716	851	– 865	–50.4
Farm laborers and farm foremen	1,553	1,271	– 282	–18.2
Service workers, except private household	36,913	55,738	+18,825	+51.0
Private household workers	21,482	13,501	– 7,981	–37.2

*There were two important changes in the 1960-1970 Censuses that have an important effect on comparability. The first is the allocation of the not reported cases, which would increase the size of the major group totals in 1970 relative to 1960. The second is that the official definition for members of the labor force now excludes persons under the age of 16 rather than under the age of 14.

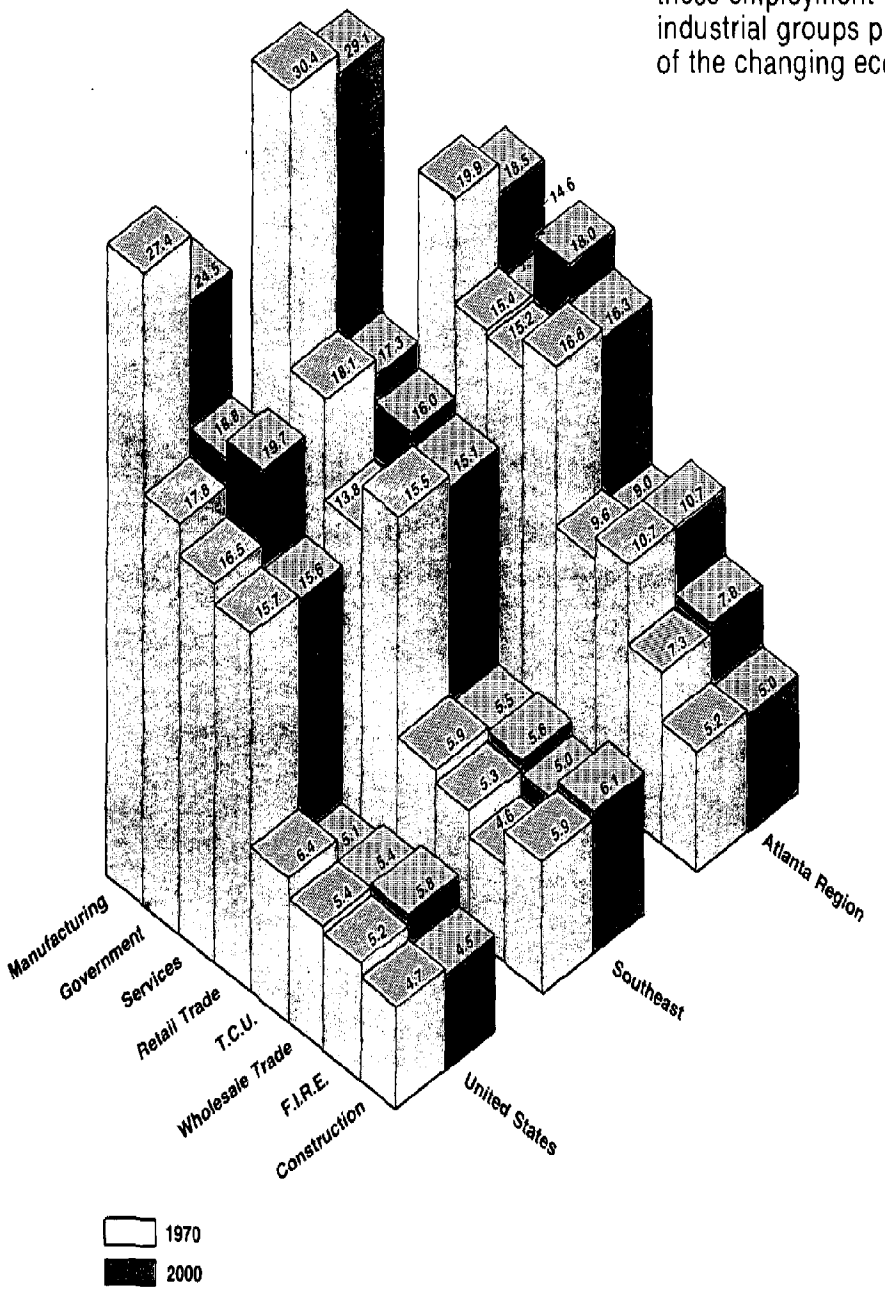
For purposes of comparison the 21,946 persons in the "Occupation Not Reported" category in 1960 were allocated to the other occupation groups according to the respective percent of the total minus the not reported. The age group differences could not be resolved but the actual numbers are insignificant.

Source: U. S. Bureau of the Census.

The data referred to in Figure 3 consider persons who **work** in the Atlanta Region. The 1970 Census revealed trends in the occupations of persons who **live** in the Atlanta Region. Table 1 shows the distribution of the employed residents by major occupation group. Most impressive were the quite sizeable gains in clerical, professional and technical workers. Of equal significance was the absolute decline in the number of private household workers and the slight increase in the number of laborers during the decade.

Figure 4

Percent Distribution* of Civilian Non-Farm Wage and Salary Employment United States – Southeast – Atlanta Region 1970 and 2000**



*Percents for each area do not add to 100 because mining, which constitutes a small percentage of total employment, is not shown on the figure. Mining employment for each area is given in Table 2.
**Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee.
Source: Atlanta Regional Commission.

Employment Projections.
There is good reason to believe that during the forecast period of this Economic Base Study the economy of the Atlanta Region will continue to thrive. As shown in Figure 4, the Southeast and the nation as a whole are also expected to enjoy a period of growth (Table 2). While the anticipated numerical gains in employment are impressive for the years ahead, refinement of these employment projections into the major industrial groups provides a better understanding of the changing economic mix of this region.

Table 2
Civilian Non-Farm Wage and Salary Employment – United States – Southeast* – Atlanta Region
1970-2000

	UNITED STATES (000's)				SOUTHEAST (000's)				ATLANTA REGION (000's)			
	1970	1980	1990	2000	1970	1980	1990	2000	1970	1980	1990	2000
MANUFACTURING	19,369.4	22,210.4	25,261.6	28,514.6	2,815.6	3,682.4	4,575.0	5,571.3	123.8	152.9	214.7	291.9
GOVERNMENT	12,535.0	15,455.0	18,565.0	21,855.0	1,675.9	2,163.7	2,710.5	3,322.0	95.8	129.0	174.9	230.6
SERVICES	11,630.0	15,180.0	18,970.0	22,950.0	1,278.3	1,776.1	2,371.2	3,075.3	94.3	143.8	205.3	284.0
RETAIL TRADE	11,098.0	13,348.0	15,728.0	18,208.0	1,431.3	1,855.4	2,343.5	2,895.1	103.4	148.0	198.5	257.3
WHOLESALE TRADE	3,824.0	4,608.0	5,413.0	6,238.0	490.0	654.3	849.8	1,072.9	66.3	93.9	128.6	170.1
T.C.U.**	4,504.0	4,944.0	5,419.0	5,929.0	543.2	697.1	867.0	1,061.3	59.4	82.1	109.2	142.6
F.I.R.E.***	3,690.0	4,640.0	5,660.0	6,750.0	429.7	580.0	758.4	965.2	45.0	64.3	90.1	122.8
CONSTRUCTION	3,345.0	3,965.0	4,610.0	5,280.0	542.4	733.5	935.8	1,161.6	32.6	45.1	60.9	79.5
MINING	622.0	592.0	612.0	652.0	43.1	41.4	49.0	58.7	.8	.8	.9	1.0
TOTAL	70,617.4	84,942.4	100,238.6	116,376.6	9,249.5	12,183.9	15,460.2	19,183.4	621.4	859.9	1,183.1	1,579.8

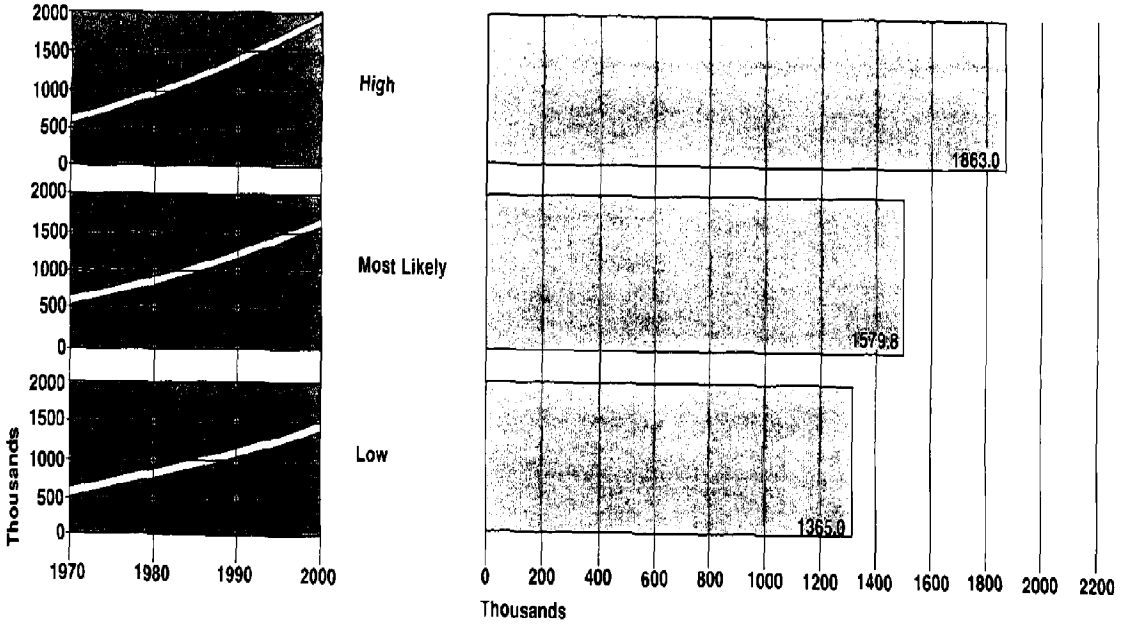
*Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee.
**Transportation, Communications and Utilities.
***Finance, Insurance and Real Estate.
Source: Atlanta Regional Commission.

Changes in this mix can be obtained by observing employment distributions for an industry group over time. Figure 4 shows the percent distributions of employment for the nation, the Southeast and the Atlanta Region over the forecast period.

The Atlanta Region, in common with the nation as a whole, should experience significant growth in services and finance/insurance/real estate jobs. A growing population with rising income and increased demand for business services are among the factors expected to contribute to this expansion. Manufacturing should decline slightly in importance in the nation, Southeast and Atlanta Region. This phenomenon is due primarily to the impact of technological advances such as labor-saving devices and increased employee productivity. Although the Southeast should experience the least amount of change in its employment profile over the period, the highest rate of growth will most likely occur in the services industry. In summary, when compared with national and southeastern profiles, the specialties of the Atlanta Region will continue to be wholesale trade, followed by transportation/communications/utilities and finance/insurance/real estate. Mining, as evidenced in the graph, will contribute the least to the Atlanta Region economy.

Figure 5

Civilian Non-Farm Wage and Salary Employment Projections
Atlanta Region
1970-2000



Source: Atlanta Regional Commission.

Figure 5 and Table 3 show the high, medium and low projections for employment to the year 2000 in the Atlanta Region, with the medium, or most likely, projection the control total adopted by the Atlanta Regional Commission. With the most likely projection, employment will reach over 1.5 million by the end of the century (1,579,800 or an increase over 1970 of 154.2 percent).

Table 3
Civilian Non-Farm Wage and Salary Employment Projections – Atlanta Region
1970-2000

	EMPLOYMENT		
YEAR	MOST LIKELY	HIGH	LOW
	(000's)	(000's)	(000's)
1970	621.4	621.4	621.4
1980	859.9	940.7	809.4
1990	1,183.1	1,319.4	1,042.2
2000	1,579.8	1,863.0	1,365.0

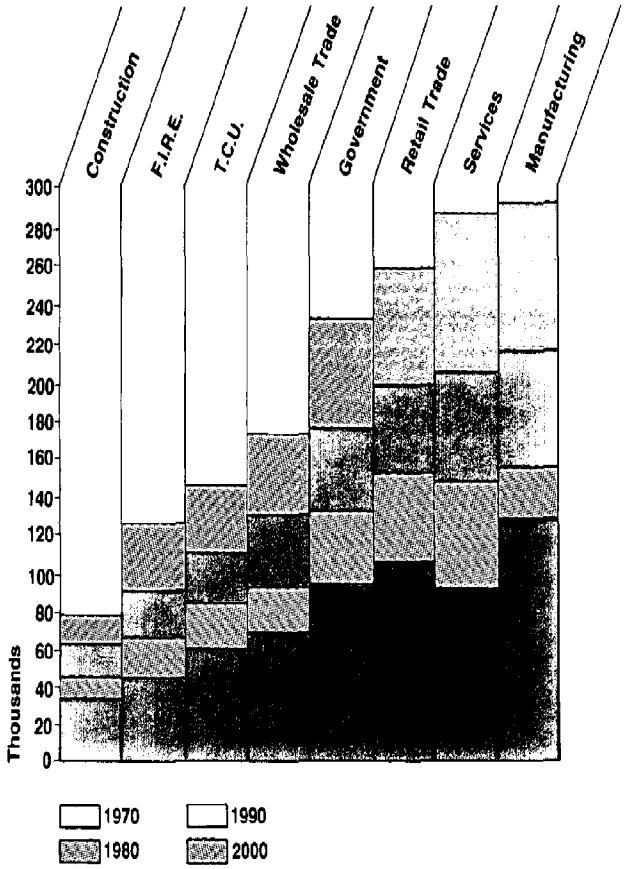
Source: Atlanta Regional Commission.

Employment growth by industry group is shown in Figure 6. As stated earlier, this chart shows that the Atlanta Region is made up of many economic parts but is dominated by none of them. This diversity gives the region its great flexibility and strength. The following is a brief discussion of the anticipated growth of each major industry group.

Manufacturing.
Although Atlanta is not viewed nationally as a manufacturing center, it is still an important economic activity for the region. In fact, it is the largest manufacturing employment center in the Southeast. This will probably be the case over the forecast period. This industry group is projected to receive the largest numerical share of employment with 291,900 jobs by the end of the century. Figure 7 indicates the projected employment profile for manufacturing. While a considerable amount of growth is anticipated in a number of the manufacturing components, employment in this industry group is not expected to climb at a high rate: in fact, two components, transportation equipment and textiles, are forecast to show declines over the period. The obscure outlook in the aircraft industry at this time clouds the future of the transportation equipment sector, while new technology is expected to take its toll in the grandfather of employers in the Southeast, textiles.

Figure 6

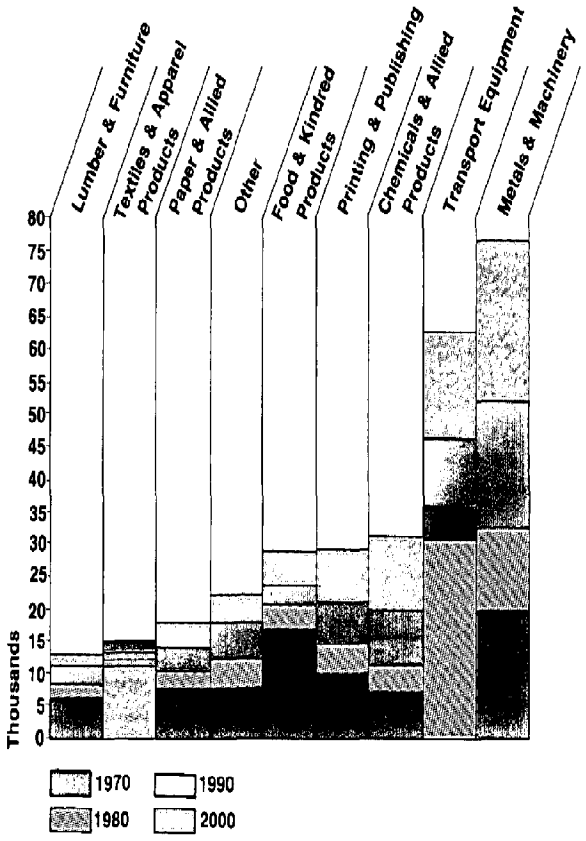
Civilian Non-Farm Wage and Salary Employment by Industry Group Atlanta Region 1970-2000



Source: Atlanta Regional Commission.

Figure 7

Manufacturing Employment Profile Atlanta Region 1970-2000



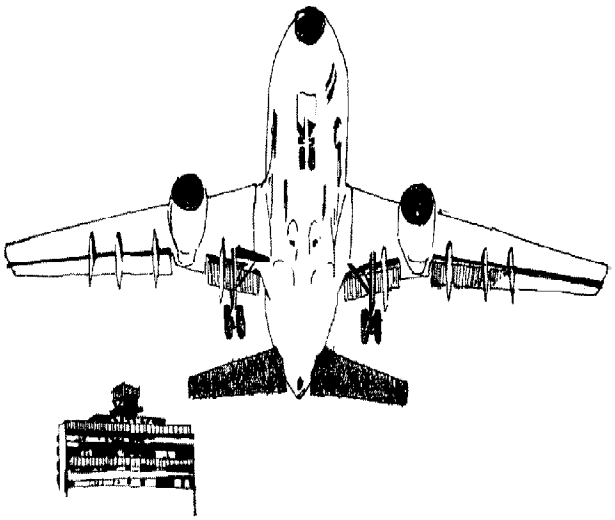
Source: Atlanta Regional Commission.

Services.
This industry group is expected to make impressive gains over the period. With a projected 284,000 jobs by the end of the century, services should be the second largest employer by the year 2000. The primary reason for anticipating strong growth in this industry, a whopping 201.2 percent increase between 1970 and 2000, is the growing dominance of business services as a component of the Atlanta regional economy. Computer services are a good example of this type of business service which is growing so significantly.

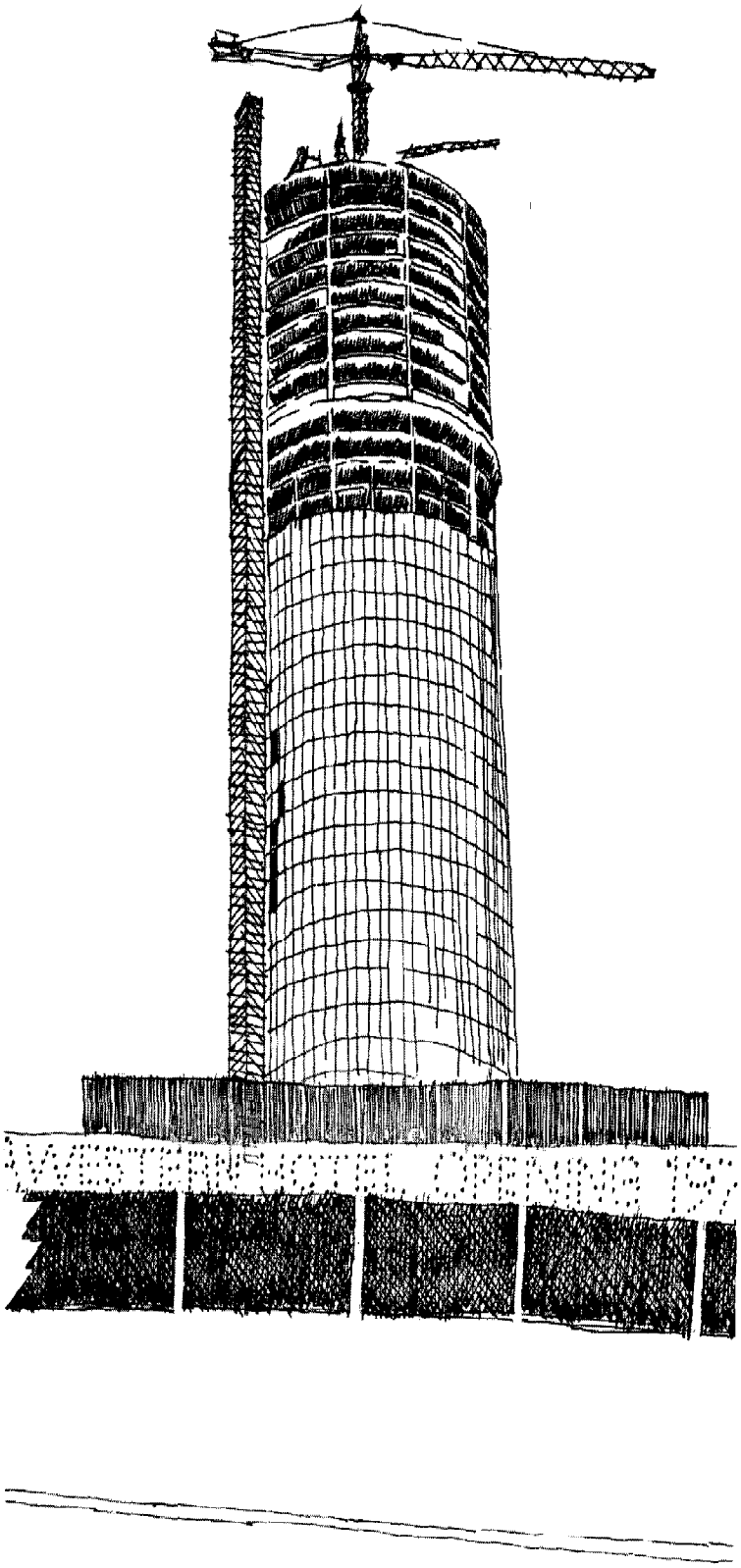
Retail Trade.
Employment in retail trade, a bulwark of the regional economy, is expected to continue its path of growth. While suburban retail trade will continue to grow, large stores in the Central Business District are expected to remain anchors of considerable retail activity. This is based on the assumption that the planned rapid transit system will strengthen the Central Business District's retail employment picture and stimulate growth and development along transit corridors. Retail trade should provide paychecks for 257,300 persons by the year 2000, for a 148.8 percent increase over the employment total for this industry group in 1970.

Government.
The City of Atlanta has always been a center of governmental activity—in the county, the region, the state and the Southeast. Atlanta is the county seat of Fulton County, the state capital and the location of regional offices for many federal agencies. Other municipalities in the region such as Decatur and Marietta are also county seats which contain concentrations of government employees. The second and third largest state universities in Georgia are found in the Atlanta Region. Although most branches of the federal government are represented, only a few have large offices in Atlanta, and the military installations, although important, are small compared to those elsewhere in the state and Southeast. Over the forecast period, the growth in governmental employment is expected to continue with an estimated gain of 134,800 jobs by the year 2000.

Transportation/Communications/Utilities (TCU).
The transportation system of the Atlanta Region is vital to the continued growth and development of the regional economy. Anticipated, therefore, is a substantial gain in employment in this industry group over the period: a total of 142,600 persons by the end of the century. The Atlanta Region can expect continued growth in this group because of the expected continuation of the Atlanta Region's role as a major distribution point. The role of the airline industry as a primary supplier of employment should not wane.



Atlanta's Hartsfield International Airport is forecast to be the fastest-growing airport in the nation over the decade 1975-1985. Atlanta's role as southeastern communications crossroads is also forecast to continue. These factors will continue to make TCU a solid supporter of the regional economic mix.



Wholesale Trade.
A traditional mainstay in Atlanta's economy, wholesale trade, is forecast to maintain a relatively high rate of increase over the period. A total of 170,100 persons should have jobs in this group by the year 2000. Wholesaling is dependent, to a large degree, on transportation; and with strong transportation networks, the Atlanta Region should not ebb in its activity in wholesaling. All phases of wholesaling are represented in the region, but it may be noted that much of the activity counted as wholesale trade is carried on by manufacturing firms whose Atlanta Region operations are limited to warehousing, sales and service. In fact, much of the space in industrial parks of the region is taken up by manufacturing firms whose local activities are limited to wholesale operations.

Finance/Insurance/Real Estate (FIRE).
Employment in FIRE should reach 122,800 persons by the year 2000. This projection is predicated on the assumption that more and more of the banking, brokerage, insurance, real estate and holding companies will gravitate to the Atlanta Region from other areas of Georgia and the Southeast. This growth of FIRE employment is not expected, however, to cut significantly into the employment of the strong financial and insurance centers of the nation, such as New York, Chicago, Los Angeles and Philadelphia.

Construction.
The construction industry feels the curves and dips of the national economy perhaps faster and more sharply than any other sector of the economy. Projections in this regard must take into account cyclical changes. Even so, the Atlanta Region is forecast to gain in this industry group by the year 2000, an increase of 46,900 jobs. This forecast is based on the assumption of continued substantial public and private construction.

Income is an important socio-economic variable which must be considered in the planning process because families of varying incomes have different consumption patterns and requirements for public and private services.

Income

Income Trends.
The Atlanta Region during the 1960's saw median family income exceed the national average for urban families for the first time. At the beginning of the decade, the median family income of the Atlanta Region was $400 below the national average; at the end of the decade, it was $500 above. The median income for urban families in the United States in 1969 was $10,196, while the Atlanta Region's families had a median income of $10,620. Table 4 compares the percent distribution of families by income range for the United States, the Southeast, and the Atlanta Region.

The Atlanta Region is composed of relatively affluent families. A quarter of the region's families earn more than $15,000 annually. Compare this with the percentage of families earning the same income for the Southeast as a whole (13 percent) and for the nation as a whole (21 percent). At the other end of the scale, that is those families earning less than $3,000 annually, the Atlanta Region has a smaller percentage in this category than the Southeast or the nation.

Table 4
Percent Distribution of Families by Income Range, United States – Southeast* – Atlanta Region 1970

INCOME RANGE	UNITED STATES	SOUTHEAST	ATLANTA REGION
Less than $ 3,000	10.3	15.8	8.2
$ 3,000 to $ 4,999	10.0	13.9	8.1
$ 5,000 to $ 6,999	11.8	15.1	10.5
$ 7,000 to $ 9,999	20.6	20.8	19.2
$10,000 to $14,999	26.6	21.3	28.4
$15,000 to $24,999	16.0	10.1	19.8
$25,000 and over	4.7	3.0	5.8

*Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee.
Source: U. S. Bureau of the Census.

Income Projections.
For the purposes of the computer model (EMPIRIC) projections of total "money income," in terms of **constant 1970 dollars,** and the distribution of this income among family households are required. Total money income, as defined by the U.S. Bureau of the Census, is income derived from non-farm wages and salaries, net self-employment, social security, railroad retirement, public assistance or welfare and similar income sources.

Based on this definition, the Atlanta Region can expect to move from a region of middle income families to one of upper income families by the year 2000. The median income for families in this region is expected to rise from $10,620 in 1970 to $21,843 by 2000 in terms of **constant 1970 dollars.** Perhaps the most dramatic development over the forecast period will be the effect this rising income will have on the lower end of the economic spectrum: there will most likely be **no** families earning less than $3,000 by the year 2000. Compare this with eight percent in this category in 1970. The assumptions which provide a foundation for these changes include:

- Historically, the number of families in the lower end of the range has decreased.
- New job opportunities in the region will be more technical and higher paying.
- Minimum wages will increase.
- Public and private retirement benefits will increase and coverage will be extended.
- More women will be working; therefore, more families will have two wage earners.
- There will be more persons in the 25-to-64 age group; resultantly, there will be fewer non-earners.
- Educational opportunities will be greater. With a more skilled labor force, incomes will be higher.

Table 5 gives the distribution of families in the seven-county Atlanta Region by income ranges through the year 2000.

Table 5
Distribution of Families by Income Range – Atlanta Region 1970-2000

INCOME RANGE (Census money income in constant 1970 dollars)	1970	PERCENT OF TOTAL	1980	PERCENT OF TOTAL	1990	PERCENT OF TOTAL	2000	PERCENT OF TOTAL
Less than $ 3,000	29,903	8.2	27,113	5.0	16,435	2.2	0	0.0
$ 3,000 to $ 4,999	29,538	8.1	30,240	5.6	25,170	3.4	6,977	0.7
$ 5,000 to $ 6,999	38,290	10.5	42,671	7.9	39,678	5.4	26,882	2.8
$ 7,000 to $ 9,999	70,017	19.2	79,438	14.8	72,929	10.0	48,129	5.1
$10,000 to $11,999	47,042	12.9	64,086	11.9	75,857	10.4	81,193	8.6
$12,000 to $14,999	56,524	15.5	78,573	14.6	97,679	13.3	114,111	12.1
$15,000 to $24,999	72,205	19.8	125,619	23.4	196,652	26.9	286,564	30.3
$25,000 to $49,999	17,504	4.8	72,131	13.4	162,739	22.2	294,551	31.1
$50,000 or more	3,647	1.0	18,204	3.4	44,954	6.2	87,982	9.3
Total	364,670	100.0	538,075	100.0	732,093	100.0	946,389	100.0
Median Income of Families	$10,620		$12,953		$16,953		$21,843	

Source: U. S. Bureau of the Census and Atlanta Regional Commission.

Population

Population Growth Trends.
Population growth is not a new phenomenon to the Atlanta Region. Since the turn of the century, the region has enjoyed a steady population growth (Table 6). Recently, however, there has been a dramatic population growth surge: between 1950 and 1970, the Atlanta Region gained 57.2 percent of the total growth it has experienced since 1900. The 1974 estimate of population in the region is 1,636,000.[2]

When the 1960-to-1970 growth rate of the Atlanta Standard Metropolitan Statistical Area (SMSA) is compared with the growth rates of other metropolitan areas with a population of a million plus, only seven other regions had growth rates which exceeded that of the Atlanta SMSA. Here is how these SMSA's ranked:

SMSA	PERCENT
Anaheim/Santa Ana/Garden Grove, California	101.8
San Jose, California	65.8
Houston, Texas	59.7
Indianapolis, Indiana	59.1
Dallas, Texas	43.6
Washington, D.C./ Maryland/Virginia	42.9
San Bernardino/ Riverside, California	40.8
ATLANTA, GEORGIA	36.7

Table 6
Population Growth
Atlanta Region
1900-1970

		TEN-YEAR INCREASE	
YEAR	NUMBER OF PERSONS	NUMBER	PERCENT
1900	230,953	–	–
1910	309,270	78,317	33.9
1920	387,172	77,902	25.2
1930	495,727	108,555	28.0
1940	576,619	80,892	16.3
1950	747,626	171,007	29.7
1960	1,044,321	296,695	39.7
1970	1,436,975	392,654	37.6

The figures above from 1900 through 1970 include all seven metropolitan counties (Clayton, Cobb, DeKalb, Douglas, Fulton, Gwinnett, and Rockdale) and, in addition, figures for 1930 and previous years include old Milton and Campbell counties which were annexed to Fulton in 1932.
Source: U. S. Bureau of the Census.

[2] **1974 Population and Housing**, Atlanta Regional Commission, January 1975.

It must be pointed out that only Atlanta, Houston, Dallas, Washington and Indianapolis are primary metropolitan areas. The others are parts of clusters around Los Angeles and San Francisco and, thus, owe much of their growth to spillover from these primary areas rather than to self-generated development. When viewed in this light, the Atlanta SMSA was the fifth fastest-growing primary metropolitan area in the nation during the period 1960-to-1970. In addition, Atlanta ranked twentieth in 1970 among all U. S. metropolitan areas having one million or more population as seen in Table 7.

Among other major metropolitan areas in the Southeast (Table 8), Atlanta maintained its position as number one in population size ahead of Miami, Florida, which had been projected to overtake Atlanta by the mid-1960's.[3] Over the decade of the sixties, Atlanta also led the other SMSA's in amount of population growth.

Table 7
Growth Trends in the U.S. Metropolitan Areas of One Million or More Population 1960-1970

		POPULATION		INCREASE 1960 TO 1970	
RANK	METROPOLITAN AREA	1970	1960	NUMBER	PERCENT
1	New York, N. Y.	11,571,819	10,694,633	877,186	8.2
2	Los Angeles-Long Beach, Calif.	7,036,457	6,742,696	293,761	4.4
3	Chicago, Ill.	6,974,423	6,220,913	753,510	12.1
4	Philadelphia, Penn.-N.J.	4,817,994	4,342,897	474,997	10.9
5	Detroit, Mich.	4,199,323	3,762,360	437,563	11.6
6	San Francisco-Oakland, Calif.	3,109,514	2,783,359	326,155	11.7
7	Washington, D. C.-Md.-Va.	2,861,102	2,001,897	859,205	42.9
8	Boston, Mass.	2,753,804	2,589,301	164,503	6.4
9	Pittsburgh, Pa.	2,401,217	2,405,435	-4,218	-.2
10	St. Louis, Mo.-Ill.	2,363,013	2,060,103	302,910	14.7
11	Baltimore, Md.	2,070,668	1,727,023	343,645	19.9
12	Cleveland, Ohio	2,064,192	1,796,595	267,597	14.9
13	Houston, Tex.	1,984,940	1,243,158	741,782	59.7
14	Newark, N. J.	1,856,554	1,689,420	167,134	9.9
15	Minneapolis-St. Paul, Minn.	1,813,647	1,482,030	331,617	22.4
16	Dallas, Tex.	1,556,134	1,083,601	472,533	43.6
17	Seattle-Everett, Wash.	1,421,863	1,107,213	314,650	28.4
18	Anaheim-Santa Ana-Garden Grove, Calif.	1,420,386	704,000	716,386	101.8
19	Milwaukee, Wisc.	1,403,688	1,194,290	209,398	17.5
20	ATLANTA, GA.	1,390,164	1,017,188	372,976	36.7
21	Cincinnati, Ohio-Ky.-Ind.	1,384,842	1,071,624	313,218	29.2
22	Paterson-Clifton-Passaic, N. J.	1,358,794	1,186,873	171,921	14.5
23	San Diego, Calif.	1,357,387	1,033,011	324,376	31.4
24	Buffalo, N. Y.	1,349,210	1,306,957	42,253	3.2
25	Miami, Fla.	1,267,792	935,047	332,745	35.6
26	Kansas City, Missouri-Kan.	1,253,912	1,039,493	214,419	20.6
27	Denver, Colo.	1,227,612	929,283	298,229	32.1
28	San Bernardino-Riverside-Ontario, Calif.	1,140,164	809,782	330,382	40.8
29	Indianapolis, Ind.	1,109,882	697,567	412,315	59.1
30	San Jose, Calif.	1,064,714	642,315	422,399	65.8
31	New Orleans, La.	1,045,805	868,480	177,325	20.4
32	Tampa-St. Petersburg, Fla.	1,012,585	772,453	240,132	31.1
33	Portland, Oregon-Wash.	1,009,129	821,897	187,232	22.8

Source: U. S. Bureau of the Census.

Table 8
Growth Trends in the Largest Southeastern Metropolitan Areas 1960-1970

	POPULATION		INCREASE 1960 TO 1970	
METROPOLITAN AREA	1970	1960	NUMBER	PERCENT
Atlanta, Ga.	1,390,164	1,017,188	372,976	36.7
Miami, Fla.	1,267,792	935,047	332,745	35.6
Tampa-St. Petersburg, Fla.	1,012,585	772,453	240,132	31.1
Memphis, Tenn.-Ark.	770,079	627,019	143,060	22.8
Birmingham, Ala.	739,274	634,864	104,410	16.4
Ft. Lauderdale-Hollywood, Fla.	620,059	333,946	286,113	85.7
Nashville-Davidson, Tenn.	541,105	399,743	141,362	35.4
Jacksonville, Fla.	528,865	455,411	73,454	16.1
Orlando, Fla.	428,003	318,487	109,516	34.4
Charlotte, N. C.	409,370	272,111	137,259	50.4
Knoxville, Tenn.	400,337	368,080	32,257	8.8
Mobile, Ala.	376,690	314,301	62,389	19.9
West Palm Beach, Fla.	348,753	228,106	120,647	52.9
Columbia, S. C.	322,880	260,828	62,052	23.8
Chattanooga, Tenn.-Ga.	305,755	283,169	22,586	8.0
Charleston, S. C.	303,842	216,382	87,460	40.4
Jackson, Miss.	258,897	187,045	71,852	38.4
Augusta, Ga.-S. C.	253,460	216,639	36,821	17.0

Source: U. S. Bureau of the Census.

[3] **Atlanta Silhouettes—People, Jobs and Land,** Atlanta Region Metropolitan Planning Commission, January 1962.

A distinction must be made at this point. While the Atlanta Region had the greatest **amount of growth** in the Southeast among SMSA's, it ranked sixth in the **rate of growth.** The reason for this is a matter of simple arithmetic: the larger the base, the larger the amount of increase required to maintain or accelerate past growth rates. It is reasonable to expect, therefore, that the Atlanta Region's growth rate will gradually decline even though its annual increments will continue to increase.

As Table 9 shows, the population of the Atlanta Region grew 37.6 percent between 1960 and 1970 while the population of the State of Georgia grew 16.4 percent. In 1960, the Atlanta Region contained one-fourth of the state's population (see Figure 8); by 1970, that proportion had reached almost one-third. This does not necessarily mean that the Atlanta Region grew at the expense of other urban areas in the state. A number of these urban areas grew substantially on their own during the 1960's, while many rural counties lost population.

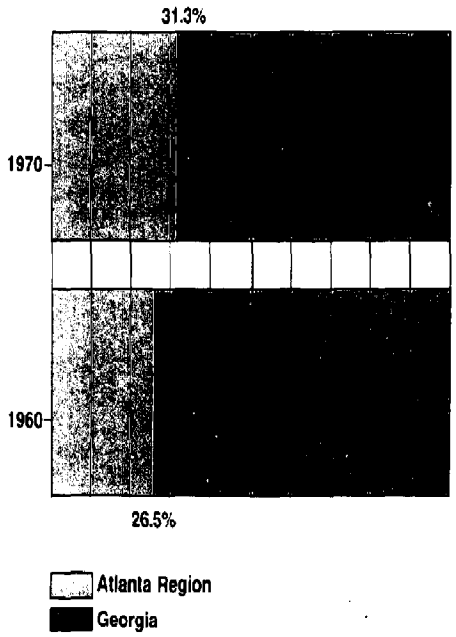
Table 9
Population Growth
Atlanta Region and State of Georgia
1960-1970

	POPULATION		INCREASE 1960 TO 1970	
AREA	1970	1960	NUMBER	PERCENT
Atlanta Region	1,436,975	1,044,321	392,654	37.6
Georgia	4,589,575	3,943,116	646,459	16.4

Source: U.S. Bureau of the Census.

Figure 8

Population of the Atlanta Region As a Percent of the State of Georgia 1960-1970

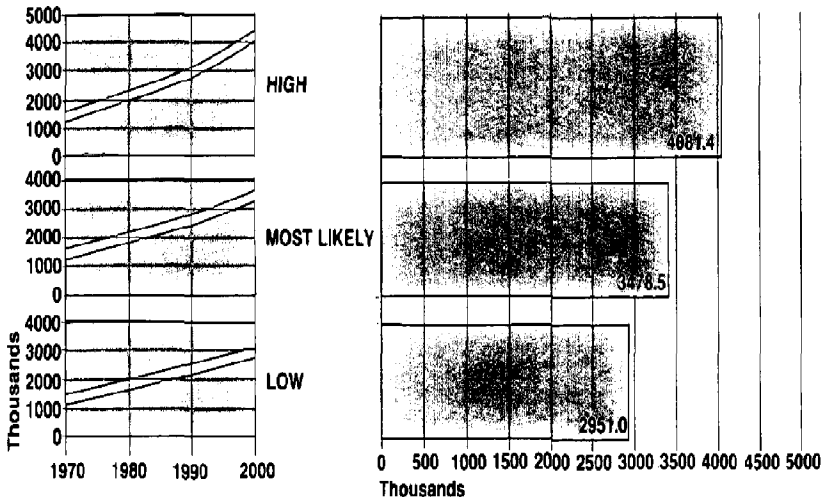


Source: U.S. Bureau of the Census.

Population Projections.
It is assumed that as industry's demand for employees increases, the population will grow to supply those employees. The projections below were derived by making certain assumptions about future labor force participation rates which link population to employment. These assumptions, along with unemployment rate assumptions, were necessary to produce the population projections presented in Table 10 and Figure 9. The Atlanta Regional Commission is satisfied that these projections, based on future employment trends, will reflect the growth potential of the Atlanta Region.

Figure 9

Population of the Atlanta Region 1970-2000



Source: U.S. Bureau of the Census and Atlanta Regional Commission.

Table 10
Population Projections
Atlanta Region
1970-2000

	NUMBER OF PERSONS		
YEAR	MOST LIKELY (000's)	HIGH (000's)	LOW (000's)
1970	1,437.0	1,437.0	1,437.0
1980	1,991.3	2,129.3	1,827.6
1990	2,678.2	2,933.0	2,297.9
2000	3,478.5	4,081.4	2,951.0

Source: *1970 Census of Population and Housing, Census Tract Bulletin*, Table P-1, U. S. Bureau of the Census and Atlanta Regional Commission.

The most likely projection selected for planning purposes implies:

- A 142.1 percent increase in the population of the Atlanta Region is forecast between 1970 and 2000.
- The population of the Atlanta Region will reach the two million mark in the early 1980's and the three million mark by the mid-1990's.
- The average annual increase in the number of persons will accelerate from 39,265 in 1970 to 55,430 in 1980 and 79,130 in 2000 (see Table 11).
- The rate of increase would jump from 37.6 percent per decade in 1970 to 38.6 percent per decade in 1980, then decline to 34.9 percent in 1990 and 29.4 percent in 2000 (see Table 11).

Table 12 provides comparisons of relative population growth for the Atlanta Region, the State of Georgia, the Southeast and the United States.

Table 11
Anticipated Average Annual Increase in Number of Persons and Percent Increase Per Decade
Atlanta Region
1970-2000

YEAR	NUMBER OF PERSONS PER YEAR	PERCENT INCREASE PER DECADE
1970	39,270	37.6
1980	55,430	38.6
1990	69,590	34.9
2000	79,130	29.4

Source: U.S. Bureau of the Census and Atlanta Regional Commission.

Table 12
Population Projections – United States – Southeast* – Georgia – Atlanta Region
1970-2000

	POPULATION (000's)				CHANGE 1970 TO 1980		CHANGE 1980 TO 1990		CHANGE 1990 TO 2000	
AREA	1970	1980	1990	2000	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
United States	203,213.0	224,132.0	246,639.0	264,430.0	20,919.0	10.3	22,507.0	10.0	17,791.0	7.2
Southeast**	28,637.0	31,753.0	34,655.0	NA	3,166.0	10.9	2,902.0	9.1	NA	NA
Georgia	4,590.0	5,191.0	5,761.0	NA	601.0	13.1	570.0	11.0	NA	NA
Atlanta Region	1,437.0	1,991.3	2,687.2	3,478.5	554.3	38.6	695.9	34.9	791.3	29.4

*Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee.

**Current projections for Southeastern states not available to the year 2000.

Source: U.S. Bureau of the Census, Projection Series E, P-25 Series, No. 493, December 1972 for United States projections; U.S. Bureau of the Census, Projection Series I-E, P-25 Series, No. 477, March 1972 for Georgia and Southeast projections; Atlanta Regional Commission.

Table 13
Population by Age Groups
Atlanta Region
1970 and 2000

	1970		2000	
AGE GROUPS	NUMBER	PERCENT OF TOTAL	NUMBER	PERCENT OF TOTAL
0- 9	280,374	19.5	570,472	16.4
10-19	275,207	19.1	539.167	15.5
20-29	254,059	17.7	611,814	17.6
30-39	188,449	13.1	560,039	16.1
40-49	170,784	11.9	518,298	14.9
50-59	127,592	8.9	323,500	9.3
60 and over	140,510	9.8	355,161	10.2
TOTAL	1,436,975		3,478,451	

Source: U.S. Bureau of the Census, 1970 Census of Population, **General Population Characteristics, Georgia**, and Atlanta Regional Commission.

Table 14
Population by Age Groups
United States
1970 and 2000

	1970		2000	
AGE GROUPS	NUMBER	PERCENT OF TOTAL	NUMBER	PERCENT OF TOTAL
0- 9	37,166,840	18.3	38,846,000	14.7
10-19	40,041,809	19.7	41,897,000	15.8
20-29	29,500,355	14.5	36,815,000	13.9
30-39	22,600,645	11.1	38,690,000	14.6
40-49	24,065,870	11.8	40,275,000	15.3
50-59	21,084,230	10.4	29,164,000	11.0
60 and over	28,753,128	14.2	38,743,000	14.7
TOTAL	203,212,877		264,430,000	

Source: U.S. Bureau of the Census, 1970 Census of Population, **General Social and Economic Characteristics, U.S. Summary**; U.S. Bureau of the Census, Projection Series E, P-25 Series, No. 493, December 1972.

This Economic Base Study assumes over the period 1970-to-2000:

- The Atlanta Region will expand in population to 3.5 million persons.
- The population of the United States will probably increase to 265 million persons.
- The population of the southeastern United States will most likely increase to 38 million persons.[4]
- The population of the State of Georgia will most likely increase to 6.4 million persons.[5]

The Atlanta Region's share of the total population of the State of Georgia should increase from 31.3 percent in 1970 to 46.6 percent in 1990. Although an official projection for the population of Georgia in 2000 is not available, the Atlanta Region could conceivably have more than half the state's population by the next century.

Age Composition.
The Atlanta Region, like most areas of the country with above average economic conditions, has a relatively young population. The median age for the seven-county region in 1970 was 26.3 years, while the national median age was 28.1 years.

Figure 10 and Tables 13 and 14 show a comparison of anticipated changes in population by age groups in the Atlanta Region and the United States between 1970 and 2000.

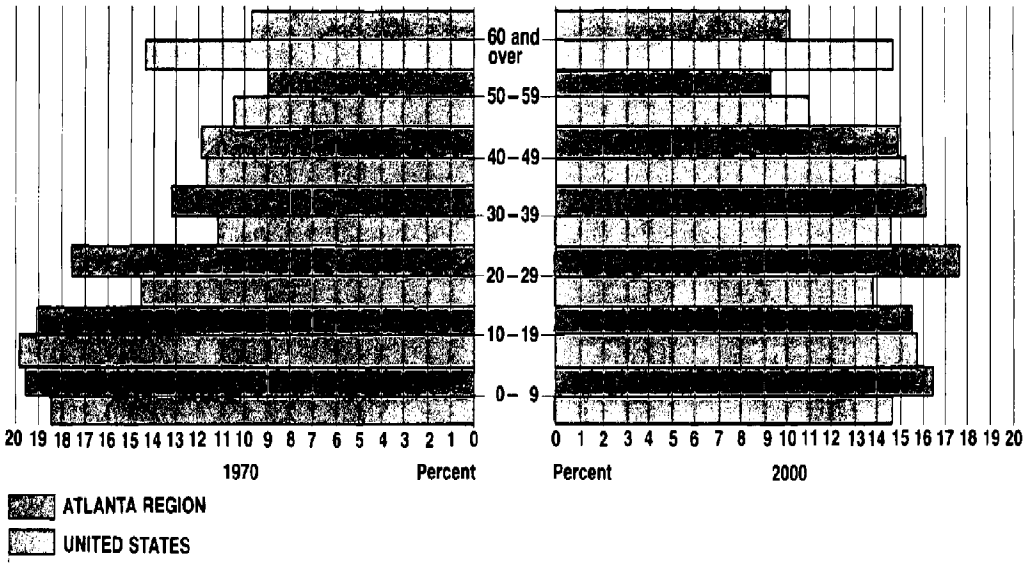
While it is expected that the median age of the population of the Atlanta Region should remain below the national average, the age distribution is expected to change in the years ahead. This redistribution over three decades will cause the

[4]Year 2000 projections for the Southeast were made by extrapolating available 1970, 1980, and 1990 data.

[5]Year 2000 projections for Georgia were made by extrapolating available 1970, 1980, and 1990 data.

Figure 10

Population by Age Groups
Atlanta Region and United States
1970 and 2000



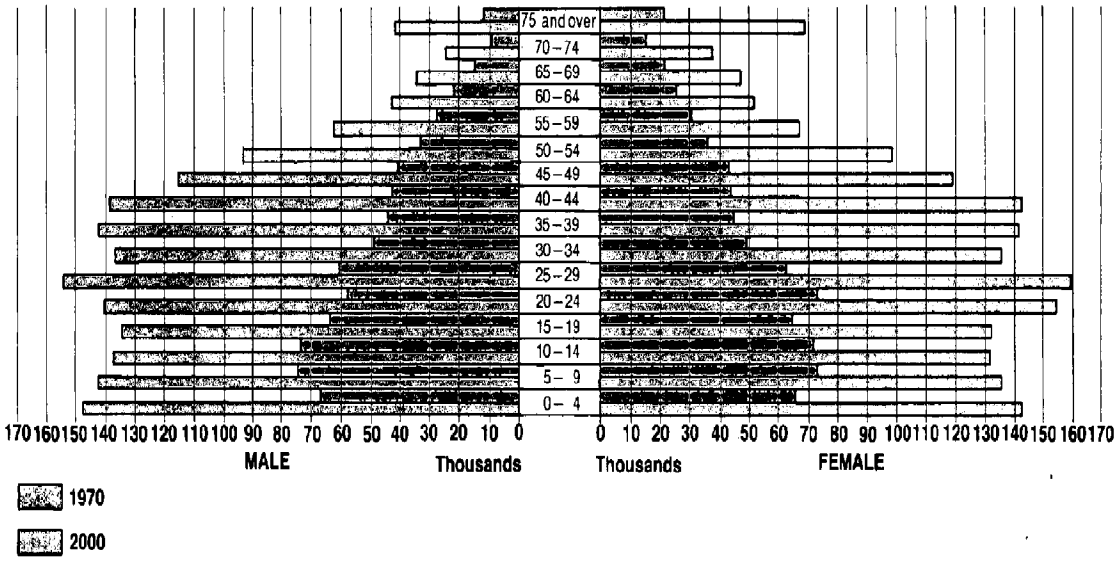
Source: U.S. Bureau of the Census and Atlanta Regional Commission.

Atlanta Region's median age to move up from 26.3 years in 1970 to 30.3 in 2000. Meanwhile the national median age will go from 28.1 in 1970 to 34.0 in 2000.

Figure 11 shows the population pyramid, or tree of ages, which summarizes age and sex characteristics in percentages for the years 1970 and 2000. Table 15 contains the actual numbers.

Figure 11

Population by Five-Year Age Groups
Atlanta Region
1970 and 2000



Source: U.S. Bureau of the Census and Atlanta Regional Commission.

Table 15
Population by Five-Year Age Groups – Atlanta Region
1970 and 2000

	1970 NUMBER OF PERSONS		2000 NUMBER OF PERSONS		CHANGE 1970 TO 2000	
AGE GROUPS	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
0- 4	67,893	65,460	149,607	142,585	81,714	77,125
5- 9	74,743	72,278	142,314	135,966	67,571	63,688
10-14	74,197	72,152	138,465	132,857	64,268	60,705
15-19	64,138	64,720	134,968	132,877	70,830	68,157
20-24	58,332	72,820	141,386	154,284	83,054	81,464
25-29	60,123	62,784	156,405	159,739	96,282	96,955
30-34	49,269	49,582	138,426	136,376	89,157	86,794
35-39	44,515	45,083	143,217	142,020	98,702	96,937
40-44	42,929	44,925	139,156	142,603	96,227	97,678
45-49	40,438	42,492	116,811	119,728	76,373	77,236
50-54	33,669	35,902	93,697	97,621	60,028	61,719
55-59	27,311	30,710	63,388	68,794	36,077	38,084
60-64	20,896	25,996	44,730	52,668	23,834	26,672
65-69	14,335	21,203	35,230	48,253	20,895	27,050
70-74	9,457	15,546	25,331	37,281	15,874	21,735
75 and Over	10,895	22,182	42,498	69,170	31,603	46,988
Total	693,140	743,835	1,705,629	1,772,822		

Source: U.S. Bureau of the Census and Atlanta Regional Commission.

The under-five age group in 1970 reflects the declining birth rate of the 1960's, while the baby boom population, born in the 1940's and 1950's, creates a bulge in the 10-to-14, 15-to-19 and 20-to-24 age groups. There is also a substantial proportion of people aged 65 and over indicating a decline in the death rate.

The age distribution for the year 2000 is quite a bit different. A continuing decline in birth rates will result in a decrease in the proportion of persons aged 0-19, from 38.7 percent of the total in 1970 to 31.9 percent in 2000. Meanwhile, the proportion of the population over age 65 will increase from 6.5 percent in 1970 to 7.4 percent in 2000.

Perhaps the most significant characteristic of the pyramid for the year 2000 is the pronounced bulge representing the 20-to-54 age groups, in particular the 20-to-44 age groups which make up the bulk of the labor force. The upper portion of the bulge (40-to-44, 45-to-49 and 50-to-54) is the post-war baby boom population which comprised the 10-to-24 age groups in 1970. The lower portion of the bulge (20-to-24, 25-to-29, 30-to-34 and 35-to-39) can be attributed, in part, to the in-migration of young adults to the Atlanta Region.

These age redistributions are of great significance: changes in public facilities will have to be made to accommodate changing demand. For example, the larger share of older people will increase the demand for services and facilities for the elderly.

In-migration.
There are two components of population change: natural increase which is births minus deaths and net in-migration. The chief reason why the Atlanta Region grew as much as it did during the sixties was net in-migration from other parts of the country. During the decade of the 1960's, net in-migration accounted for more than half of the region's population growth (54.7 percent), while natural increase accounted for the remaining portion (45.3 percent).[6]

Although projections for both migration and natural increase are not available for the year 2000, there is ample reason to believe that net in-migration will continue to be the chief contributor to the population increase of the Atlanta Region. This assumption is supported by such factors as zero-population-growth attitudes and more family planning.

Households.
Since the 1960's the number of persons per household has been declining sharply. This trend should continue until the mid-seventies, and thereafter more slowly. Because of this trend, the number of households in the Atlanta Region will grow considerably faster than the population in the earlier decades of the forecast period but less so in the latter (Table 16). In this way, it is possible for the number of households to continue to grow even with a slightly declining population.

Table 16
Number of Households and Persons Per Household
Atlanta Region
1960-2000

YEAR	NUMBER OF HOUSEHOLDS	PERSONS PER HOUSEHOLD
1960	298,518	3.42
1970	442,813	3.18
1980	670,625	2.92
1990	927,689	2.86
2000	1,214,717	2.83

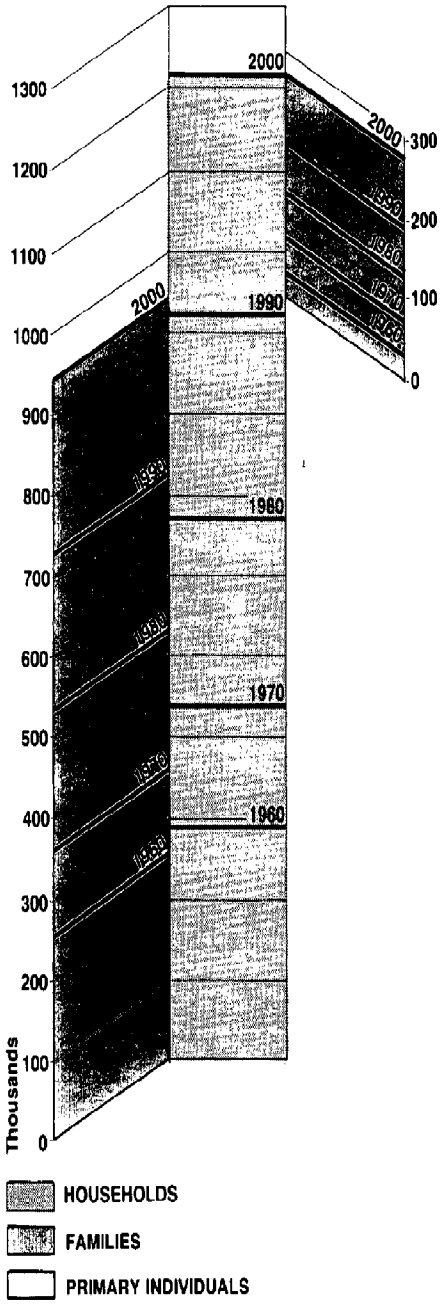
Source: U.S. Bureau of the Census and Atlanta Regional Commission.

[6]U. S. Bureau of the Census, **General Demographic Trends for Metropolitan Areas, 1960 to 1970, Georgia**, July 1971

Household is defined by the U. S. Bureau of the Census in two ways: a family household consists of a household head and one or more persons living in the household who are related to the head; a primary household consists of a household head living alone or with non-relatives. In addition, by definition, a household occupies a housing unit. Thus, growth in households implies an equal growth in occupied housing units.

Figure 12

Household Growth by Type
Atlanta Region
1960–2000



Source: U.S. Bureau of the Census and Atlanta Regional Commission.

During the three decades of this forecast period, the number of households in the Atlanta Region will most likely triple (see Figure 12). The lion's share of the total number of households in the year 2000 (581,719 out of a total of 771,904) is expected to be composed of family households. Table 17 summarizes these and other demographic data.

Table 17
Population and Households – Atlanta Region
1960-2000

	1960	1970	1980	1990	2000
TOTAL POPULATION	1,044,321	1,436,975	1,991,342	2,687,213	3,478,450
In Group Quarters	23,844	25,354*	29,800	35,400	41,600
In Households	1,020,477	1,409,263	1,961,542	2,651,813	3,436,850
Households	298,518	442,813	670,625	927,689	1,214,717
Families	260,329	364,670	538,075	732,093	946,389
Primary Individuals	38,189	78,143	132,550	195,596	268,328
Average Household Size	3.42	3.18	2.92	2.86	2.83

*Numbers do not add to total population because of Census error.
Source: U.S. Bureau of the Census and Atlanta Regional Commission.

Highlights of the Report

The economic environment of the Atlanta Region will be shaped in part by future growth trends in employment, population and income.

The Atlanta Region's employment will rise from 621,400 in 1970 to 1,579,800 by 2000, a 154.2 percent increase.

The greatest economic strength of the region is that the Atlanta Region will not be entirely dependent upon any one type of industry.

By industry group, services, finance/insurance/real estate and wholesale trade will experience the highest rates of growth during the forecast period. Although manufacturing is projected to have a much slower rate of growth, it is expected to receive the largest numerical share of projected employment.

Because of its transportation facilities, the Atlanta Region will continue to be one of the pivotal distribution points of the nation, a distinction which is complemented by its status as a regional communications headquarters.

Based on constant 1970 dollars, the median income of families in the region is expected to rise from $10,620 in 1970 to $21,843 by the year 2000.

Two milestones in population growth will be reached during the forecast period: the two million mark will occur during the early 1980's and the three million mark will occur in the mid-1990's.

The Atlanta Region may possibly have more than fifty percent of Georgia's population by the end of the century.

The Atlanta Region, like most areas which have experienced above average economic growth, is expected to maintain a relatively young population compared with the nation. In 2000, the median age will be 30.3 while the median age for the nation will be 34.0.

Between 1970 and 2000 the number of households will almost triple and the average household size will decline from 3.42 to 2.83 persons.

Methodology

EMPLOYMENT

The employment projections were prepared by a composite of:

1. **Step-down Method:** This method attempts to determine the level of economic activity in the study area in future years based on the ratio of such activity in the study area to that in a larger economic area of which the study area is a part. This method requires forecasts for the larger area (state, region, or nation). It assumes that economic activity in the study area is dependent upon the level of economic activity of the larger area and that this functional relationship will not change during the forecast period.

2. **Sector Analysis:** This method analyzes and forecasts on a finer level of detail. Future changes are estimated separately for each sector (industry group) specifically identified, taking into consideration the potential growth or decline of the industries presently in the area along with those that may be attracted to the area.

The main source of data for analyzing the role of employment in the economy of Atlanta is derived from publications of the U. S. Bureau of Labor Statistics (BLS) and its affiliate, the Georgia Employment Security Agency. These data provide a time series for Atlanta extending back to 1949 and for Georgia the series goes back to 1939.

The statistical universe consists of civilian non-farm wage and salary employees by place of work. Not included are the following persons: farmers and farm workers, proprietors, self-employed, unpaid family workers, domestic household workers, and the armed forces.

The projections for 1980, 1990, and 2000 involved the following steps for each component or industry group of employment:

1. Analysis of United States' employment in the past and determination of probable future course on the basis of assumed annual increases for each ten-year period. Projections prepared by the National Planning Association were used as a guide in making projections for the United States.

2. Observation of the southeastern share of United States' employment and Georgia's share of southeastern employment and determination of probable future employment.

3. Repetition of this operation between the Atlanta Region and Georgia, with additional calculations of the Atlanta Region's relationship to the Southeast as a whole in some instances. Interviews with a cross section of Atlanta employers were used for guidance in determining the Atlanta Region's appropriate share of state and regional employment for some of the employment sectors.

4. Summation of projected figures for each decade and calculation of percentage shares of each category to total employment for the United States, Southeast, Georgia and Atlanta Region. Comparison of resulting employment profiles in order to spot unreasonable departures from normal interrelationships among categories was made.

POPULATION

The Atlanta Region's population was projected to supply the labor force required to support the forecast regional employment growth. The population forecasting methodology consisted of the following five steps:

1. After civilian non-farm wage and salary employment was forecast by industry groups, total employment was derived by adding in projections of farmers and farm workers, proprietors, the self-employed, unpaid family workers, domestic household workers, and the armed forces.

2. Net-incommuter projections were then subtracted from total employment to get resident employment.

3. Future resident labor force was derived by first assuming an unemployment rate to the year 2000 and then adding forecast resident employment to forecast unemployment. Specifically,

   Resident Labor Force = Resident Employment + Unemployment

4. Assumptions about the labor force participation ratios, which link population to employment, were made; the ratios were then projected to the year 2000. Primary assumptions supporting higher ratios included (a) post-war baby boom population will remain in the labor force through 2000, and (b) more females will enter the labor force.

5. The population required to support the labor force was then computed by dividing the projected resident labor force (sum of resident employment plus unemployment) by projected labor force participation ratios.

INCOME

Briefly the methodology for projecting income included the following steps:

Per capita income for the region was determined from forecasts of total 1972 personal income for Georgia. (Total personal income includes payments in kind and the equivalent rental value of owner-occupied housing.) These state projections were based on:

1. past trends from **Survey of Current Business,** U. S. Department of Commerce, for Georgia and other states in the Southeast, and
2. a constant dollar increase in per capita income for the state of 3.25 percent per year. This is a conservative forecast for the future since the annual change from 1960 to 1970 for the nation as a whole was 3.10 percent each year and the Southeast (twelve states) was 4.31 percent per year.

Once the state totals for future years were determined, the regional total personal income was calculated for the same years by comparing past trends of metropolitan area total personal income (May issues of **Survey of Current Business)** with Georgia totals for the same past years and forecasting continuing increases in metropolitan area income as a percent of the state totals.

Projections for "total personal income" were then converted to "money income." Money income is approximately 85 percent of total personal income in the Atlanta Region. Money income is derived from comparison of 1970 census data on money income for the year 1969 (converted to 1970 dollars) with **Survey of Current Business** data for total personal income for the SMSA for the year 1970.

Finally, all projected figures of money income were converted from 1972 dollars to 1970 dollars using a ratio from the Consumer Price Index. The results give projections to the year 2000 of money income for both families and unrelated individuals in constant 1970 dollars.

The final step in order to obtain family income needed for the activity allocation model was to calculate incomes of persons living in group quarters and of unrelated individuals living in households to determine the residual to be distributed among families. Using the projected aggregate family household income and the number of family households for the area, the number of families per income range was derived. A statistical procedure was used to determine the median income for future years. The allocation of families above and below the median was largely subjective.

The Atlanta Regional Commission

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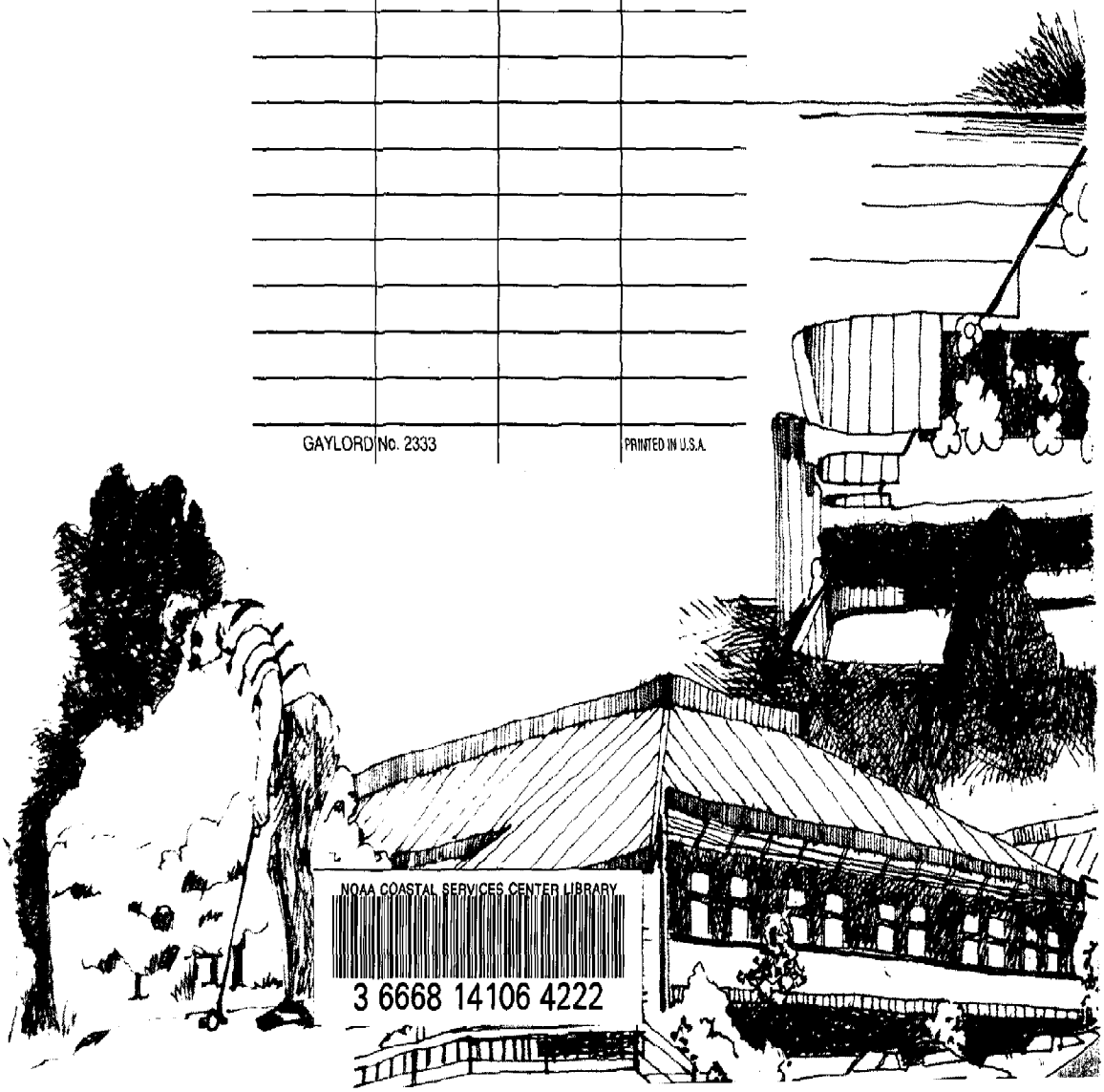

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