

## Appendix: Economic Opportunity

### Total Employment

In 2008, the core 5 counties of the region (Clayton, Cobb, DeKalb, Fulton and Gwinnett) had 77% of the 20 county region's total jobs at 1,805,191 compared to a 20 county total of 2,357,835. For the decade, Gwinnett leads the region in overall growth, adding over 28,000 jobs. Henry County has also shown strong job growth since 2000 adding almost 20,000 jobs. Hall County remains a dynamic employment center outside the 10-county region. Clayton, DeKalb, Fulton, Rockdale and Spalding counties each posted job losses between 2000 and 2008. Figure 1 below documents total employment by count in 2000 and 2008 (counties in ARC's 10-County planning area are bolded).

Figure 1: Total Employment

County	2000	2008
Barrow	11,770	15,508
Bartow	29,613	33,516
Carroll	30,783	38,704
<b>Cherokee</b>	<b>31,661</b>	<b>47,561</b>
<b>Clayton</b>	<b>141,368</b>	<b>120,613</b>
<b>Cobb</b>	<b>304,904</b>	<b>326,951</b>
Coweta	25,786	33,220
<b>DeKalb</b>	<b>333,681</b>	<b>307,116</b>
<b>Douglas</b>	<b>32,255</b>	<b>40,698</b>
<b>Fayette</b>	<b>31,796</b>	<b>39,677</b>
Forsyth	39,451	61,542
<b>Fulton</b>	<b>769,258</b>	<b>727,740</b>
<b>Gwinnett</b>	<b>294,461</b>	<b>322,771</b>
Hall	63,167	74,536
<b>Henry</b>	<b>30,514</b>	<b>49,986</b>
Newton	17,606	21,386
Paulding	11,383	21,236
<b>Rockdale</b>	<b>33,349</b>	<b>31,980</b>
Spalding	22,667	22,482
Walton	14,030	18,604

Source: ARC and Georgia Department of Labor

## Unemployment

The unemployment rate in Georgia is currently over ten percent. As Figure 2 shows some counties within the region are experiencing an unemployment rate that is twice as high as they did 10 years ago. Although the unemployment rate does rise and fall throughout the past 10 years, the unemployment rate within the Atlanta region, has been trending upward.

**Figure 2: 1999-2009 20 County Unemployment Rates**

County	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
<b>Barrow</b>	4.7	2.5	2.8	4	4.2	4.4	4.6	4.5	4.1	4.3	6.6	11.1
<b>Bartow</b>	4	3.4	3.4	4.1	4.8	4.7	5	5.4	4.8	4.8	7.2	13.3
<b>Carroll</b>	4.1	4.2	3.5	5.3	5.1	4.8	4.7	5.5	4.6	4.8	7	10.8
<b>Cherokee</b>	2.1	1.8	2.5	3.2	3.8	3.9	3.6	4.1	3.5	3.6	5.6	9.5
<b>Clayton</b>	4.2	3.4	3.5	4.3	5.7	6	5.8	7.2	5.5	5.4	7.8	12.3
<b>Cobb</b>	2.7	2.5	2.8	3.7	4.4	4.3	4.3	5.1	4.1	4	5.8	9.6
<b>Coweta</b>	4.3	2.4	2.9	3.6	4	4.4	4.1	4.7	4.1	4	5.9	10.0
<b>DeKalb</b>	4	3.8	3.3	4.5	5.4	5.4	5.7	6.4	4.9	4.8	6.5	10.7
<b>Douglas</b>	3.1	2.7	2.9	3.4	4.5	4.7	4.8	6.2	4.7	4.6	6.8	11.4
<b>Fayette</b>	3.6	1.7	2.7	2.9	3.5	3.7	3.7	4.8	3.8	3.9	5.4	8.4
<b>Forsyth</b>	1.7	1.6	2.3	3.3	3.9	3.5	3.4	3.6	3.2	3.5	5.1	8.6
<b>Fulton</b>	4	3.7	3.5	4.6	5.4	5.3	5.1	6	4.8	4.8	6.8	10.7
<b>Gwinnett</b>	2.4	2.2	2.7	3.7	4.4	4.3	4.3	4.8	4	4	5.8	9.4
<b>Hall</b>	2.6	2.3	2.8	3.7	4	3.8	4	4.4	3.6	3.6	5.7	9.1
<b>Henry</b>	2.9	2	2.7	3.3	4.2	4.3	4.6	5.1	4.5	4.3	6.4	10.4
<b>Newton</b>	3.3	2.9	3.1	3.9	4.7	5.1	5.1	5.9	5.2	5.1	7.8	12.6
<b>Paulding</b>	2.5	2.1	2.7	3.2	3.9	3.9	4.3	4.5	3.9	4.1	6.6	10.7
<b>Rockdale</b>	2.7	2.2	3.1	3.6	4.7	4.8	5.3	5.8	4.8	4.8	7.2	12.0
<b>Spalding</b>	4	3.9	4.4	4.7	5.7	5.7	5.8	6.4	6.2	5.6	8.7	15.4
<b>Walton</b>	3.4	2.7	2.9	3.6	4.1	3.9	4.7	4.6	4.5	4.2	6.6	11.0

Source: US Bureau of Labor Statistics

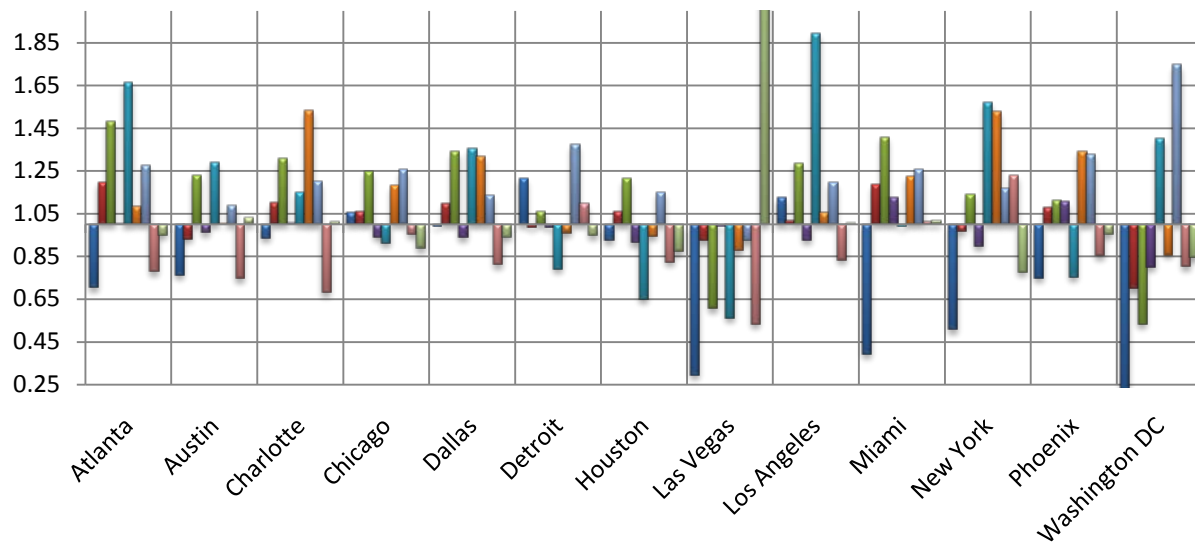
## Economic Base

Location quotients are typically used to judge the relative strength of metro area economies by comparing job compositions in individual metro areas to the nation as a whole. A value above 1.0 means that an area has a higher concentration of jobs in a particular sector than does the nation. For example, Atlanta's location quotient for Information jobs is 1.66, meaning that Information jobs in Atlanta comprise a greater share (66 percent greater) of its total job base than in the nation as a whole.

As Figure 3 below shows, the Atlanta region's strengths are in Transportation, Trade and Utilities, Wholesale Trade, Information Services, and Professional Business. Unlike many other metro regions throughout the United States, the Atlanta region's economic base is diverse with strong levels of employment in a variety of fields. The region currently has very low levels of

employment opportunities in Education and Health Care fields. This area is expected within the future to be a booming industry and currently it is not a major sector of the Atlanta region's economy. This sector has been one of the few sectors that have added jobs in the current recession.

**Figure 3: National Regional Location Quotient**

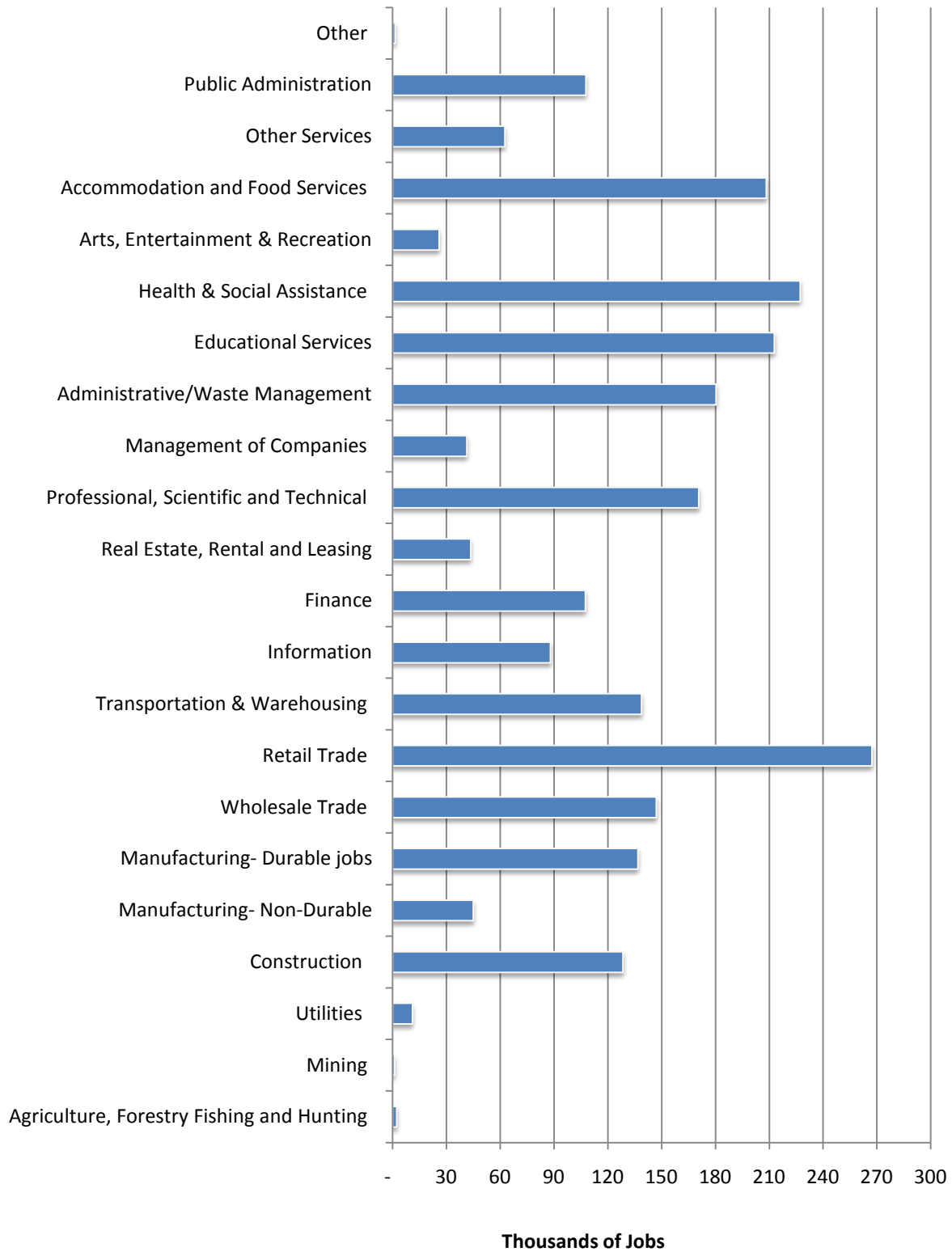


### Employment Sectors

Currently the region's largest employment sector is Retail Trade with 11.3% of the region's workforce employed in that sector. As shown in Figure 4 shows other large sectors include: Education and Health and Social Assistance. However, the region's national strengths are in Transportation, Trade and Utilities; Wholesale Trade, Information Services, and Professional Business. The employment sector with the largest growth by 2040 will be in the Health Care and Social Assistance sector. This is in large part due to the magnitude of overall population growth in the region and specifically the region's transition to a region with a greater share of older adults.

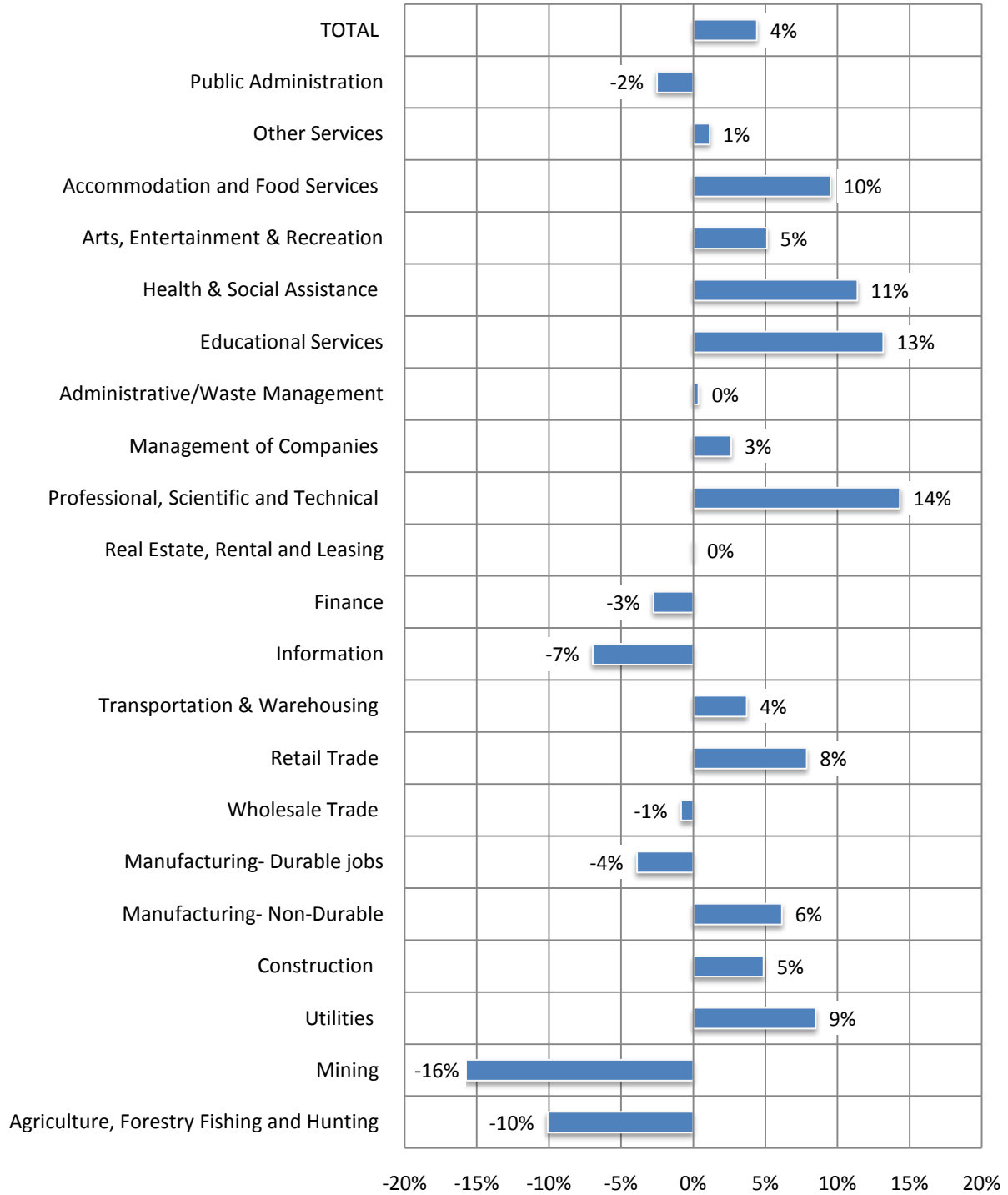
With the strengths in and Health and Social Assistance, Education, Professional Scientific and Technical Services, those sectors had the largest employment growth from 2005-2008. Figure 5 below shows which sectors added or lost jobs between 2005 and 2008. Figure 6 provides details on job growth by sector forecasted by ARC between 2005 and 2040.

**Figure 4: Total Jobs by North American Industry Classification System (NAICS) Category (2008)**



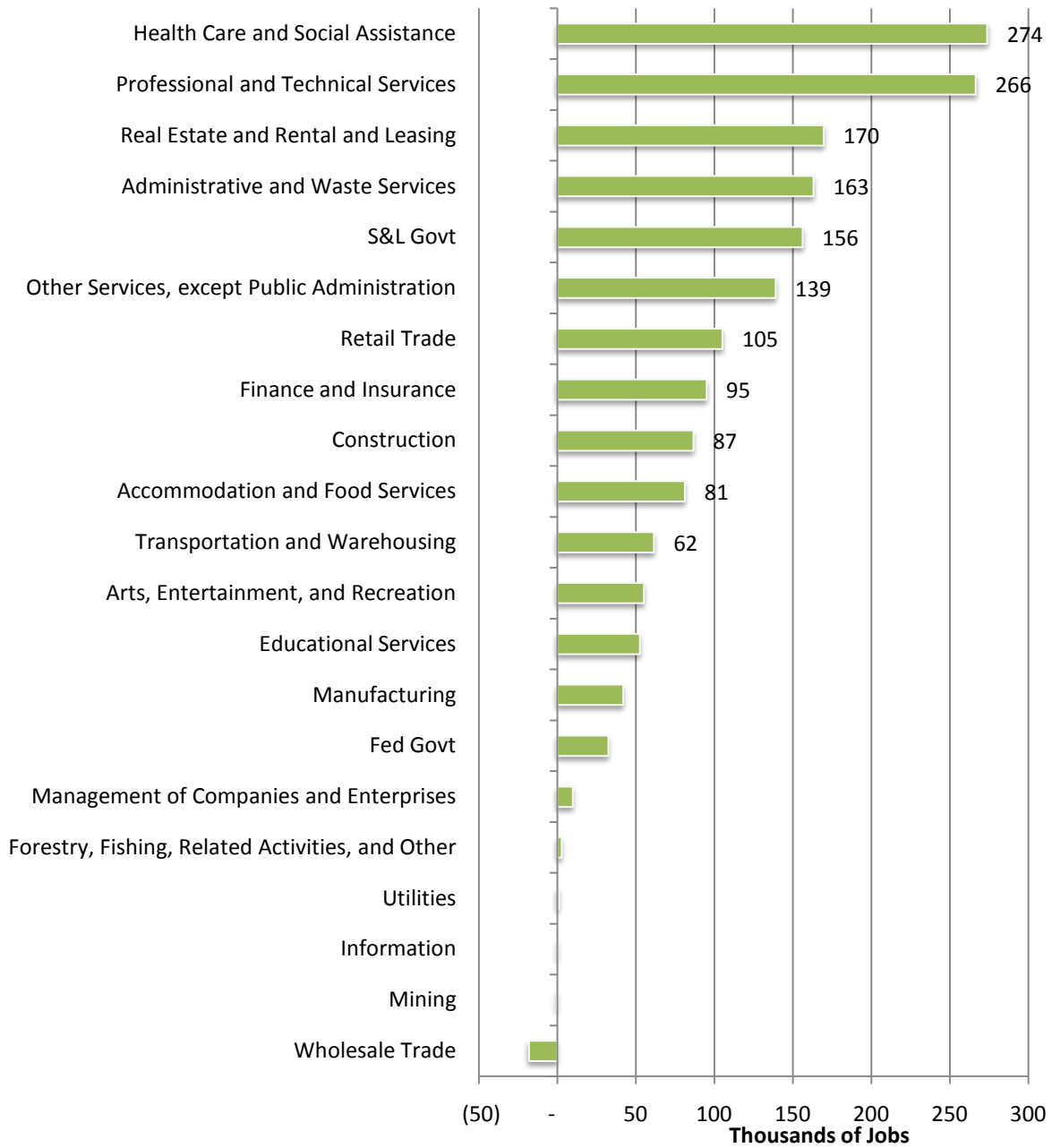
Source: ARC and Georgia Department of Labor

**Figure 5: Job Category Change 2005-2008**



Source: ARC and Georgia Department of Labor

**Figure 6: Job Category Growth 2005-2040**

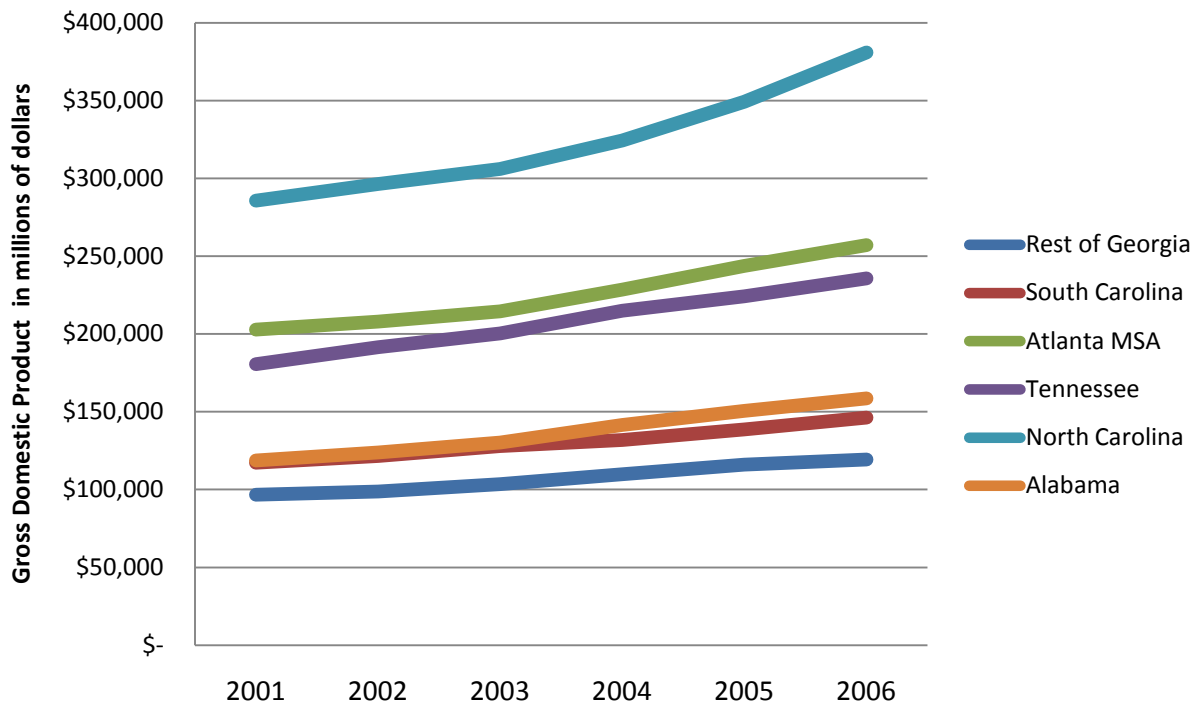


Source: ARC

## Gross Domestic Product

Gross domestic product (GDP) is the output of goods and services produced by labor and property located in the Atlanta MSA. GDP is a useful tool of comparing the economies of regions versus states. Metro Atlanta is a large component of not only the State of Georgia's economy but the Southeast as well. As can be seen in Figure 7, unlike North Carolina, Atlanta has not experienced a large expansion in its GDP over the last few years, but rather our growth rate has been similar to the other states within the Southeast.

**Figure 7: Southeastern States Gross Domestic Product**



Source: Bureau of Economic Analysis

## Educational Attainment

The Atlanta Region is fortunate to have 48 universities and technical schools within the region that offer a wide variety of programs and research. Over 220,000 students are enrolled at 4 year institutions within Atlanta, ranking the region as the 7<sup>th</sup> in student enrollment among the US urban areas. The Atlanta Regional Council for Higher Education estimates that these institutions create a \$10.8 billion dollar economic impact and 130,000 jobs within Georgia.

However, even with the large contribution of higher education to the Atlanta Region, the region still has issues with an educated work force. As can be seen in Figure 8, 13.5% of the population has not completed high school or a GED, and even with the large number of universities, and technical school, a large portion of our population does not have a bachelor's degree or advanced degree.

**Figure 8: Educational Attainment**

Geographic area	Percent of Population that completed		
	High School	Bachelor's Degree	Advanced Degree
Washington DC	89.6	47.3	22.2
Boston	89.8	41.8	18
San Francisco-Oakland	86.9	42.8	16.4
Seattle-Tacoma	91.2	36.2	12.8
San Diego	85.2	33.5	12.2
Chicago	85.3	32.3	12.2
Minneapolis	92.5	36.8	11.9
Atlanta	86.5	34.1	11.5
Pittsburgh	89.9	27.6	10.5
Detroit	86.8	26.4	10.4
Miami-Fort Lauderdale	82.3	28.5	10.0
Charlotte	86.0	32.6	9.8
Dallas-Fort Worth	81.6	29.9	9.3
Phoenix	83.4	26.6	9.2

Source: 2007 American Community Survey



## Employee Wages

Figure 9 shows that average employee earnings per job has increased throughout the region from 2000-2007. However in some counties the wages are slowly decreasing. In the external counties wages are increasing a higher rate as more higher-paying jobs move into those counties.

**Figure 9: Average Employee Earnings**

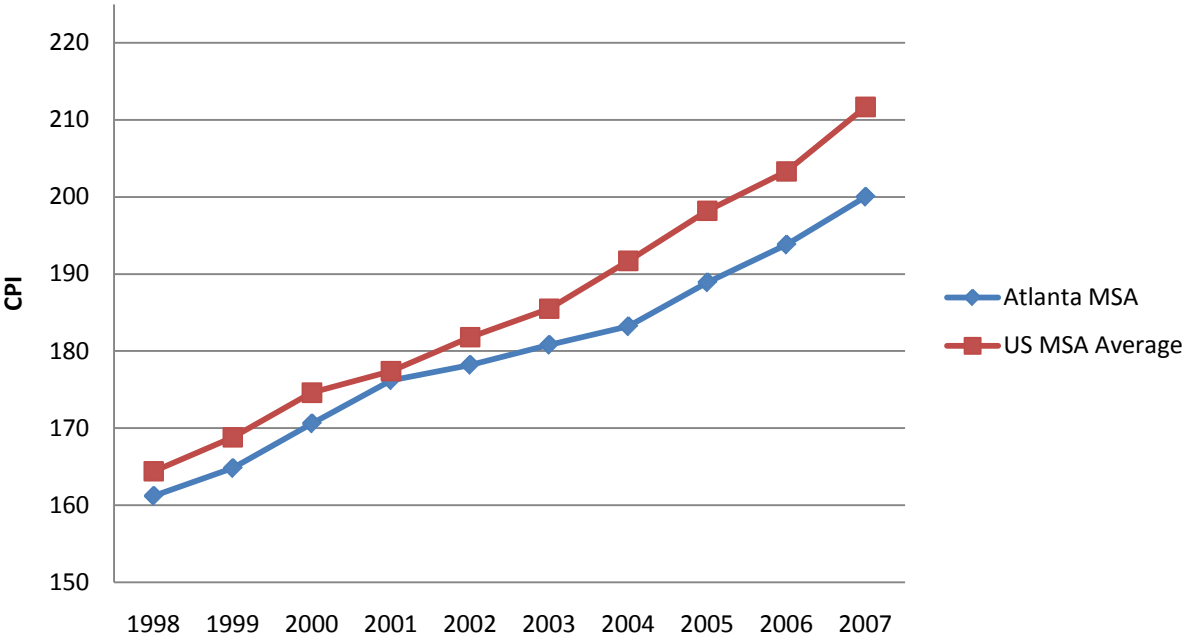
County	2000	2001	2002	2003	2004	2005	2006	2007
Barrow	\$2,297	\$2,340	\$2,389	\$2,431	\$2,579	\$2,635	\$2,753	\$2,771
Bartow	\$2,586	\$2,546	\$2,657	\$2,690	\$2,733	\$2,876	\$2,954	\$3,006
Carroll	\$2,455	\$2,608	\$2,693	\$2,759	\$2,814	\$2,846	\$2,970	\$3,097
Cherokee	\$2,446	\$2,539	\$2,613	\$2,684	\$2,754	\$2,922	\$2,930	\$2,944
Clayton	\$1,562	\$1,673	\$1,814	\$2,006	\$1,914	\$1,972	\$2,182	\$2,158
Cobb	\$3,458	\$3,481	\$3,508	\$3,598	\$3,704	\$3,814	\$3,936	\$4,037
Coweta	\$2,359	\$2,439	\$2,550	\$2,609	\$2,688	\$2,740	\$2,784	\$2,783
DeKalb	\$3,355	\$3,416	\$3,458	\$3,529	\$3,680	\$3,780	\$3,842	\$3,876
Douglas	\$2,396	\$2,674	\$2,497	\$2,512	\$2,554	\$2,672	\$2,716	\$2,769
Fayette	\$2,597	\$2,698	\$2,824	\$2,874	\$2,981	\$3,076	\$3,163	\$3,173
Forsyth	\$3,122	\$3,187	\$3,310	\$3,408	\$3,545	\$3,626	\$3,728	\$3,776
Fulton	\$3,855	\$3,961	\$4,062	\$4,163	\$4,275	\$4,544	\$4,657	\$4,897
Gwinnett	\$3,352	\$3,375	\$3,367	\$3,480	\$3,632	\$3,697	\$3,819	\$3,883
Hall	\$2,580	\$2,689	\$2,804	\$2,929	\$3,080	\$3,111	\$3,184	\$3,147
Henry	\$2,451	\$2,570	\$2,660	\$2,734	\$2,766	\$2,833	\$2,896	\$2,962
Newton	\$2,553	\$2,696	\$2,720	\$2,776	\$2,886	\$2,935	\$3,047	\$3,108
Paulding	\$2,372	\$2,503	\$2,609	\$2,670	\$2,737	\$2,765	\$2,766	\$2,752
Rockdale	\$2,713	\$2,698	\$2,814	\$2,887	\$3,050	\$3,070	\$3,114	\$3,088
Spalding	\$2,206	\$2,329	\$2,379	\$2,393	\$2,480	\$2,524	\$2,593	\$2,651
Walton	\$2,472	\$2,536	\$2,591	\$2,660	\$2,748	\$2,809	\$2,813	\$2,837

Source: US Census Bureau Quarterly Workforce Indicators

# Consumer Price Index (CPI)

CPI is a measurement tool that allows comparisons of the average price of consumer goods in different areas. As is shown in Figure 10 the Atlanta region is still relatively affordable when compared to other metropolitan regions. While in 2001 the index was close to being equal, the gap has widened since then.

Figure 10: Consumer Price Index



Source: US Bureau of Labor Statistics

## Major Companies and Employers

The Atlanta Region is fortunate to have large national firms represented on the Fortune 1000 list as some of the largest companies in the United States headquartered within the region. Figure 11 lists the current (2008) members of the Fortune 1000 with headquarters in the Atlanta region.

**Figure 11: Fortune 1000 Companies**

Company	Fortune 1000 Rank	Revenue (in Millions)
Home Depot	22	\$ 84,740
United Parcel Service	46	\$ 49,692
Coca-Cola	83	\$ 28,857
Coca-Cola Enterprises	118	\$ 20,936
Delta Air Lines	129	\$ 19,154
Southern	166	\$ 15,353
SunTrust Banks	193	\$ 13,465
Genuine Parts	243	\$ 10,843
AGCO	359	\$ 6,828
Newell Rubbermaid	378	\$ 6,411
BlueLinx Holdings	568	\$ 3,834
Georgia Gulf	645	\$ 3,176
Superior Essex	675	\$ 2,993
Exide Technologies	682	\$ 2,940
Mirant	708	\$ 2,815
Spectrum Brands	740	\$ 2,653
Acuity Brands	766	\$ 2,531
Graphic Packaging	773	\$ 2,505
AGL Resources	776	\$ 2,494
Rock-Tenn	811	\$ 2,316
Mueller Water Products	928	\$ 1,849

Source: 2008 Fortune Magazine

The Atlanta Region's largest employers include some of the same companies on the Fortune 1000 list but Figure 12 shows the importance of government and healthcare jobs within the Atlanta region. One troubling fact is the size of the workforce that the U.S. Army employs within the region at 7,888. This is a decrease of almost 38% from 2007. With the impending closure of both Fort Gillem and Fort McPherson the decrease will certainly increase.

**Figure E-12: Top 25 Employers**

Company	Number of Employees in the Region
Delta Air Lines	25,000
Wal-Mart Stores	24,423
Emory University	21,113
Gwinnett County Public Schools	20,822
AT&T	20,500
Cobb County School District	15,663
DeKalb County School System	14,013
United States Postal Service	10,284
Publix Super Markets	9,291
The Home Depot Inc.	9,000
Georgia Department of Human Resources	8,707
WellStar Health Systems Inc	8,556
Clayton County Public Schools	8,500
U.S. Army	7,888
DeKalb County Government	7,882
City of Atlanta	7,800
Georgia Institute of Technology	7,526
Lockhead Martin Corp.	7,171
United Parcel Service Inc.	6,930
Turner Broadcasting System Inc.	6,770
SunTrust Bank Inc.	6,745
Centers for Disease Control and Prevention	6,590
Atlanta Public Schools	6,500
The Kroger Co.	6,493
Piedmont Healthcare	6,013

Source: 2009 Atlanta Business Chronicle Book of Lists

## Economic Resources and Agencies

The Atlanta region has over 50 different agencies, companies, authorities and groups working on promoting economic development within the region. Below is a sample of the many groups that are active in local economic development efforts around the region.

### **Cherokee County**

Cherokee County Chamber of Commerce

Cherokee County Development Authority

Downtown Development Authority of Waleska

Downtown Development Authority of Woodstock

### **Clayton County**

Clayton County Chamber of Commerce

Clayton County Development Authority

Downtown Development Authority of Forest Park

### **Cobb County**

Cobb County Chamber of Commerce

Cobb County Department of Economic Development

Downtown Acworth Development Authority

Downtown Development Authority of Smyrna

Downtown/Industrial Development Authority of Austell

Downtown Marietta Development Authority

Downtown Powder Springs Development Authority

Kennesaw Downtown/Industrial Development Authority

### **DeKalb County**

DeKalb County Chamber of Commerce

DeKalb County Department of Economic Development

Avondale Estates Development Authority

Downtown Development Authority of Decatur

### **Douglas County**

Douglas County Chamber of Commerce

Douglas County Development Authority

Downtown Development Authority of Douglasville

Villa Rica Downtown Development Authority

**Fayette County**

Fayette County Chamber of Commerce

Fayette County Development Authority

Development Authority of Peachtree City

City of Fayetteville Downtown Development Authority

**Fulton County**

Airport Area Chamber of Commerce

Fulton County Development Authority

Fulton County Department of Planning/Economic Development

Greater North Fulton Chamber of Commerce

South Fulton Chamber of Commerce

College Park Business and Industrial Development Authority

Development Authority of Palmetto

Downtown Development Authority of Fairburn

Downtown Development Authority of Roswell

East Point Business and Industrial/Downtown Development Authority

Hapeville Development Authority

Union City Downtown Development Authority

**Gwinnett County**

Gwinnett County Chamber of Commerce

Development Authority of Gwinnett County

Downtown Development Authority of Lawrenceville

Downtown Development Authority of Snellville

Downtown/Industrial Development Authority of Buford

**Henry County**

Henry County Chamber of Commerce

Henry County Development Authority

City of Stockbridge Downtown Development Authority

**Rockdale County**

Conyers-Rockdale Chamber of Commerce

Conyers-Rockdale Development Authority

**City of Atlanta**

Atlanta Development Authority

Central Atlanta Progress

Midtown Alliance

**Barrow County**

Barrow County Chamber of Commerce

**Bartow County**

Cartersville-Bartow Chamber of Commerce

**Carroll County**

Carroll County Chamber of Commerce

**Forsyth County**

Cumming-Forsyth County Chamber of Commerce

**Spalding County**

Griffin-Spalding Chamber of Commerce

**Hall County**

Greater Hall Chamber of Commerce

**Coweta County**

Newnan-Coweta County Chamber of Commerce

**Paulding County**

Paulding County Chamber of Commerce

**Walton County**

Walton County Chamber of Commerce