

# **METRO ATLANTA PROFILE**

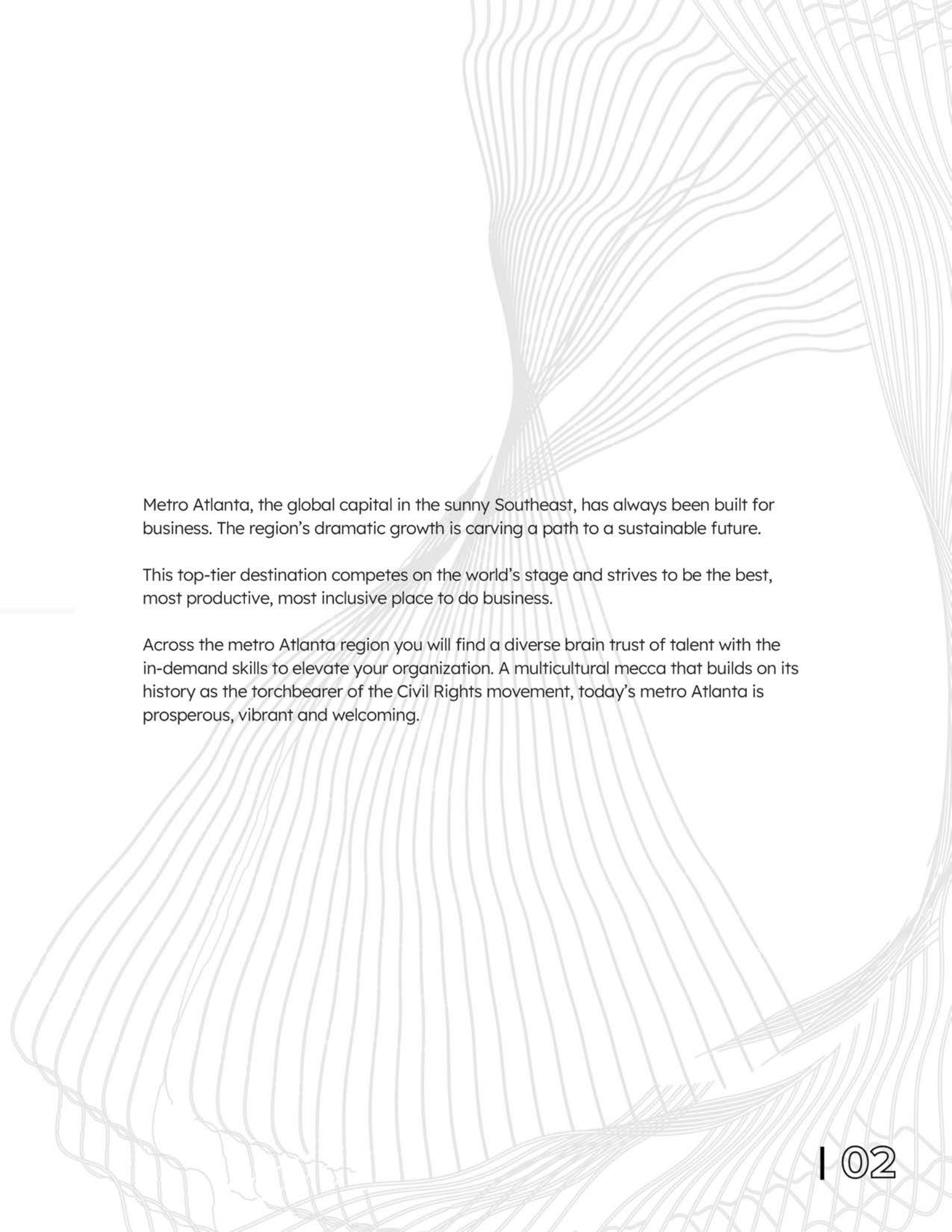




An aerial photograph of a city skyline at sunset. The sky is filled with soft, orange and blue clouds. In the foreground, a multi-lane highway interchange curves through a green landscape with trees. Several tall buildings are visible in the background, including a prominent cylindrical skyscraper and a building with a large digital screen displaying a red and white graphic. The overall scene conveys a sense of urban development and infrastructure.

**BUILT FOR BUSINESS**





Metro Atlanta, the global capital in the sunny Southeast, has always been built for business. The region's dramatic growth is carving a path to a sustainable future.

This top-tier destination competes on the world's stage and strives to be the best, most productive, most inclusive place to do business.

Across the metro Atlanta region you will find a diverse brain trust of talent with the in-demand skills to elevate your organization. A multicultural mecca that builds on its history as the torchbearer of the Civil Rights movement, today's metro Atlanta is prosperous, vibrant and welcoming.

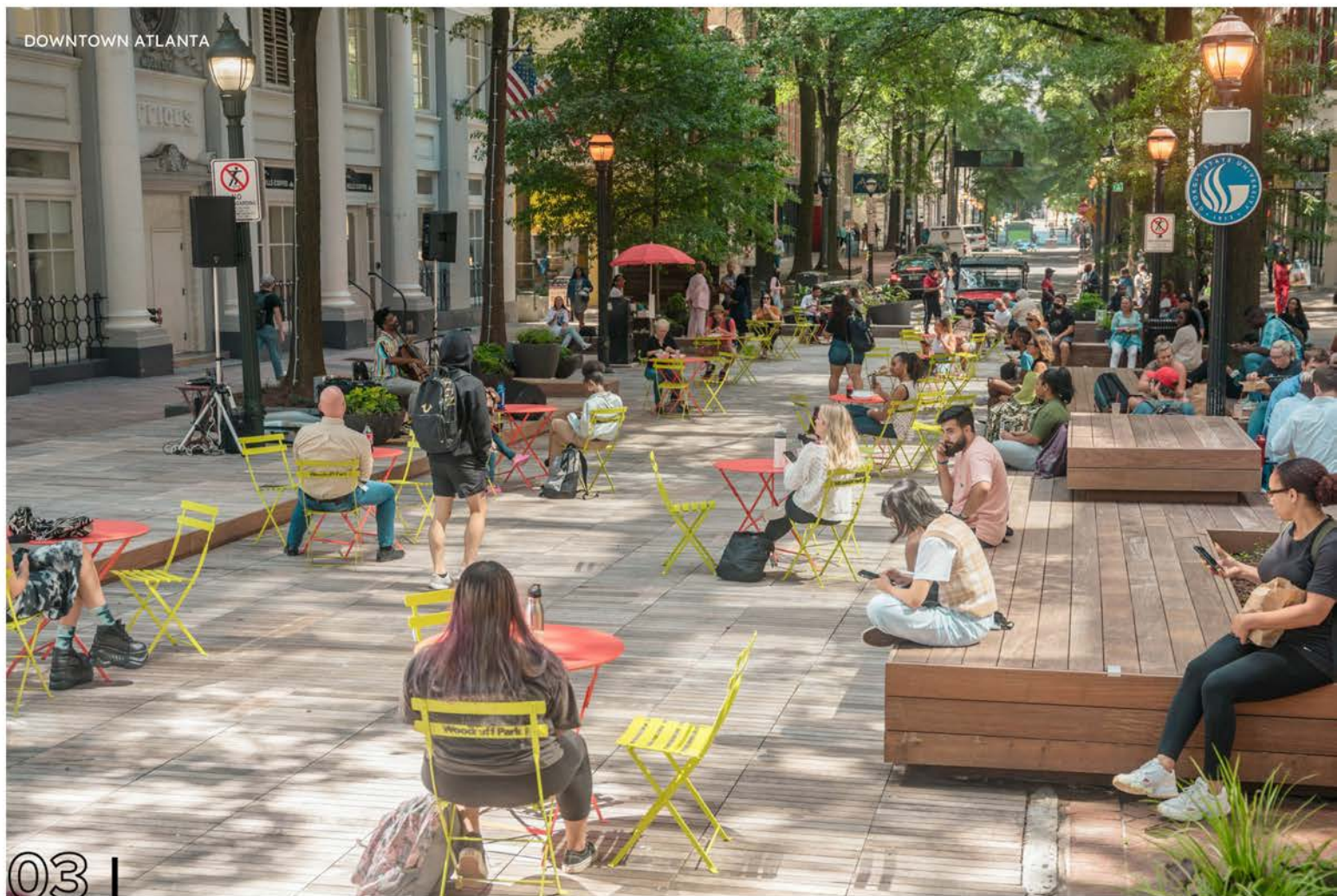
# POPULATION

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Metro Atlanta, the bustling capital of the Southeast, is a magnet for tomorrow's workforce and a mosaic of welcoming hometowns. It's the eighth-largest and one of the fastest-growing areas in the nation.

Home to more than 6.4 million people in 2024, Atlanta's 29-county Metropolitan Statistical Area (MSA) experienced the third-largest population increase of all MSAs in the nation – an increase of 799,320 people from 2014 to 2024.

The region's Asian American population grew by 37.5%, 114,703 people, between 2014 and 2023. The Hispanic or Latino population grew by 34.5%, 201,792 people, since 2014. Hispanic or Latino residents make up 12.5% of metro Atlanta's population. 16.0% of metro Atlanta residents are foreign-born.







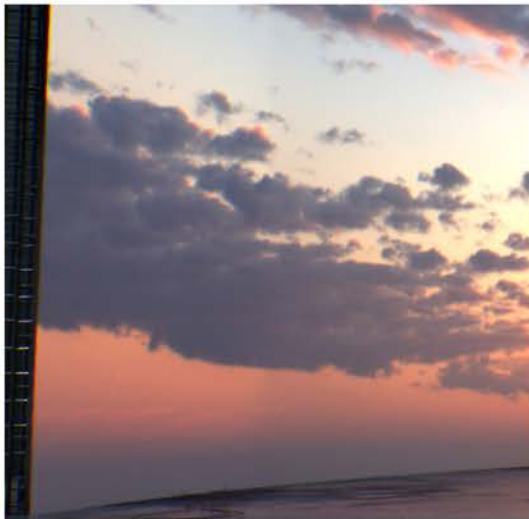
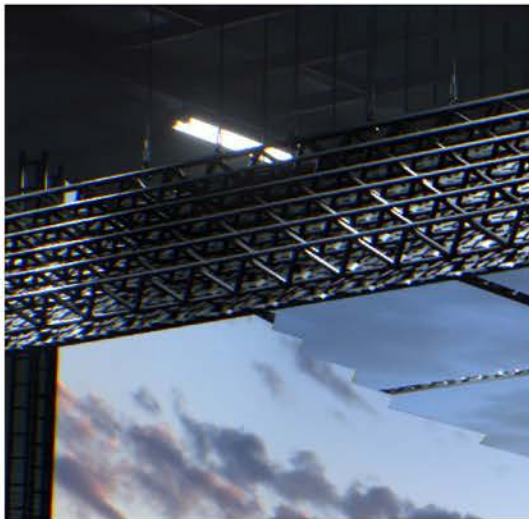
# ATLANTA METROPOLITAN

STATISTICAL AREA (MSA)

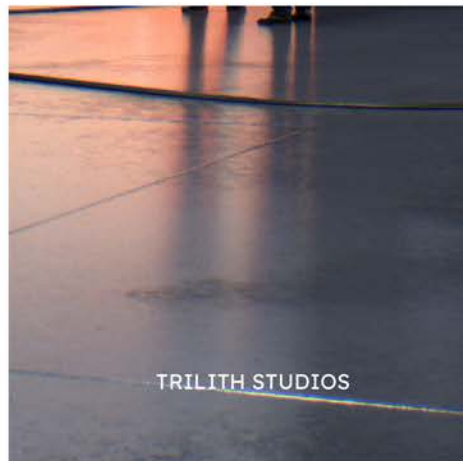
<b>6,411,149</b>	<b>22,496</b>	<b>8,686</b>	<b>37.6</b>	<b>29</b>
POPULATION	SQUARE KM	SQUARE MILES	MEDIAN AGE	COUNTIES

25 YEARS AND OLDER WITH A BACHELOR'S DEGREE OR HIGHER	<b>42.6%</b>
MALE   FEMALE	<b>48.5%   51.5%</b>
WHITE	<b>43.8%</b>
BLACK OR AFRICAN AMERICAN	<b>33.6%</b>
HISPANIC OR LATINO	<b>12.5%</b>
TWO OR MORE RACES	<b>9.6%</b>
ASIAN	<b>6.7%</b>
FOREIGN-BORN	<b>16.0%</b>





**BUILT  
FOR  
BUSINESS**



TRILITH STUDIOS



## BUSINESS AND INDUSTRY

With the amenities of an international crossroads and lower cost of doing business than peer regions, Metro Atlanta was built for business. As the capital of the most business-friendly state in the country, this has always been a place where opportunity can become reality. One of the largest economies in the nation with a GDP of more than \$570 billion, metro Atlanta's business community keeps rising.

Home to headquarters of 33 of America's largest corporations (Fortune 1000), including 16 ranked in the elite Fortune 500, as well as more than 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 more than 30 corporate innovation centers.

Atlanta is a global business hub, home to nearly 1,000 international companies. Flights from Hartsfield-Jackson Atlanta International Airport, the busiest and most efficient airport in the world, travel nonstop to 70 international and 150 domestic destinations. 30+ bi-national Chambers of Commerce are located in the region, in addition to more than 60 Consular Offices, 26 of which are Consuls General representing their countries as posted diplomats in Atlanta.

A business-friendly environment and low cost of doing business are key elements for why companies choose metro Atlanta. Area Development magazine ranked Georgia the #1 state for doing business for the last eleven years (2014-2024).





#1

**GEORGIA QUICK START HAS BEEN  
RANKED THE #1 WORKFORCE  
DEVELOPMENT TRAINING  
PROGRAM IN THE COUNTRY FOR  
MORE THAN 15 YEARS IN A ROW.**

(AREA DEVELOPMENT MAGAZINE, 2024)



# SKILLED AND DIVERSE TALENT

## PRE-K THROUGH 12TH GRADE

Metro Atlanta's talent pipeline is robust. More than one million students are served through its 37 public school systems, including more than 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.

Metro Atlanta has several immersion schools, both public/charter and private, that teach in languages other than English, including Chinese, French, German, Japanese, Korean, Portuguese and Spanish. English-as-a-Second Language courses are available in every public school district.

There are 66 International Baccalaureate World Schools in Georgia. These authorized schools offer one or more IB education programs.

Schools in the metro area offer a wide variety of education for children with special needs. Supported by unique organizations like the Marcus Autism Center and the Atlanta Speech School, public and private schools offer access to a variety of educational resources.

## HIGHER EDUCATION

A greenhouse for smart, skilled talent, metro Atlanta has more than 300,000 students enrolled in 70+ two- and four-year college and university campuses in the metro Atlanta/Athens area. Businesses in the region benefit from a large and thriving pipeline of homegrown talent. Atlanta has multiple R1 universities ± institutions classified as Doctoral Universities with high research activity. Approximately 64,000 degrees are awarded in the metro Atlanta/Athens area annually (associate's, bachelor's, master's and doctorate).

Approximately 23% 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 Black students.





# EDUCATION AND TALENT

The Georgia Institute of Technology leads the nation in the number of engineering bachelor's degrees awarded and is ranked #1 in the nation for its Civil Engineering and Industrial Engineering programs. All of the school's graduate engineering programs rank in the top 10. The school awards more engineering bachelor's degrees to minorities and women than any other school in the country.

Emory University is ranked among the top national universities. Emory's undergraduate nursing school is ranked #1 in the country, and its graduate public health program is #3. This private university includes a top-performing School of Medicine, School of Law, and the Goizueta Business School.

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. Spelman College is the #1 HBCU in the nation.

The **HOPE Scholarship and HOPE Grants** are funds available for qualified Georgia residents that provide assistance towards the cost of tuition at eligible public and private colleges and universities.

**HOPE Career Grants** waive tuition for qualified students enrolling in specific high-demand fields in Georgia's Technical Colleges, including 18 programs of study like automotive technology, nursing, health science, commercial truck driving and movie production set design.

NORCROSS SKIN ALLEY





# FORTUNE 500/1000

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AUTOMOTIVE GROUP

**AcuityBrands.**

**AGCO**  
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**AMERICOLO**

**ASSURANT**

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**GMS**  
GYPSUM MANAGEMENT & SUPPLY, INC.

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**NCR ATLEOS**

**NCR VOYIX**

**newell**  
BRANDS

**NS**  
NORFOLK SOUTHERN

**PRIMERICA**

**PULTEGROUP**

**ROLLINS**

**SAIA**

**Southern**  
Company

THE **Coca-Cola** COMPANY

**THE HOME**  
DEPOT

**ups**

**WestRock**

**SiteOne**  
LANDSCAPE SUPPLY

**METRO ATLANTA IS HOME TO HEADQUARTERS FOR  
16 FORTUNE 500 COMPANIES.**

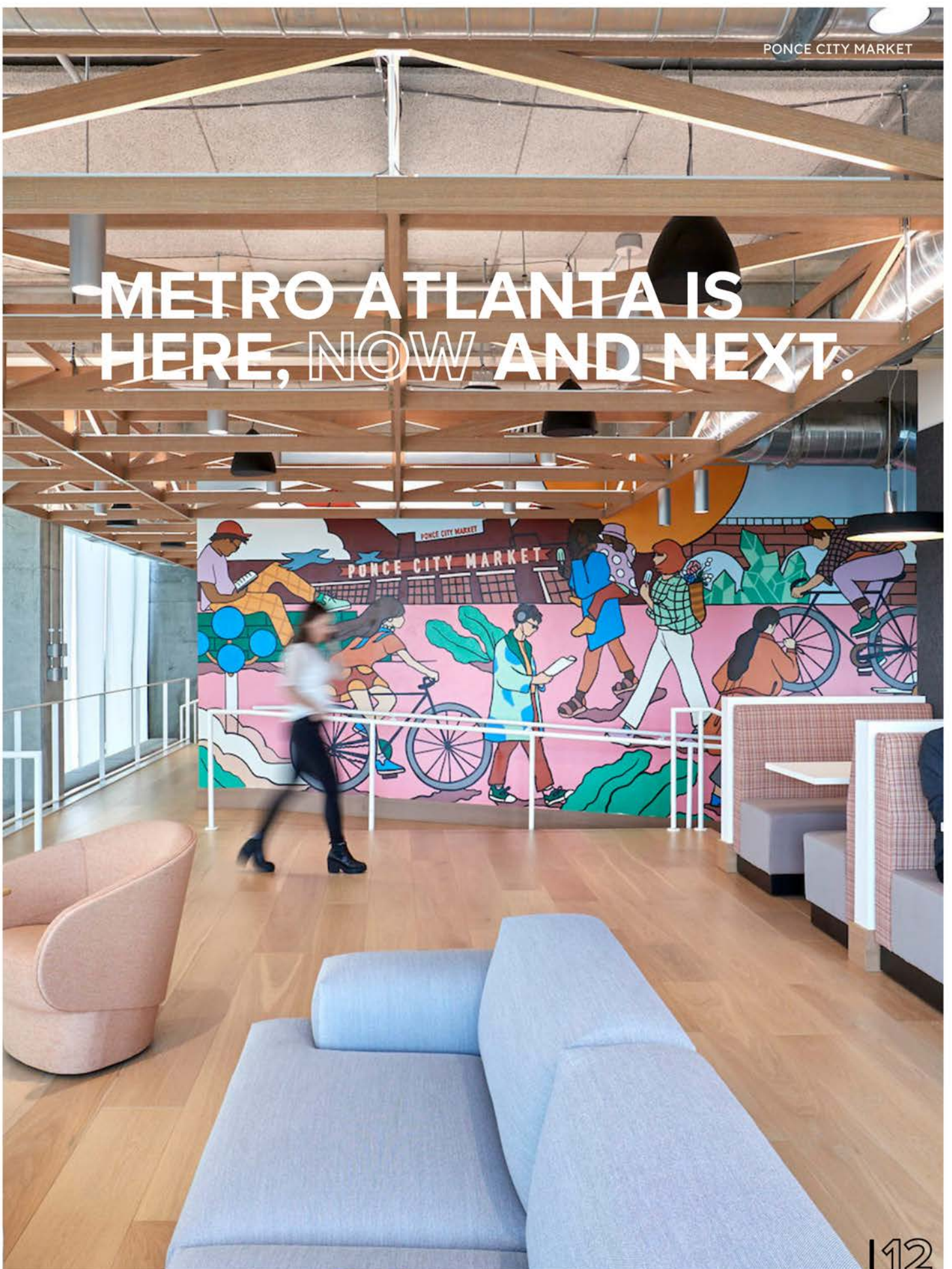
## INC 5000

2024 RANKINGS	COMPANY NAME
81	MintLeads.io
86	Viva Finance
93	Giant Sports Cards
175	Fusus
178	Advanced Tech Placement
204	Intown Golf Club
218	adtechnacity
255	Jetset World Travel
304	Spire
312	Discover Destinations
340	Ladies & Luggage Luxury Travel Group
370	Speak Your Way to Cash
400	Missio
404	Mile Auto
446	Monogram

**METRO ATLANTA HAS MORE THAN  
200 COMPANIES ON THE INC. 5000  
LIST OF FASTEST GROWING PRIVATE  
COMPANIES IN THE UNITED STATES.**



METRO ATLANTA IS  
HERE, NOW AND NEXT.





# #1

**GEORGIA HAS BEEN NAMED THE #1  
STATE FOR DOING BUSINESS FOR  
THE LAST ELEVEN YEARS IN A ROW.**

(AREA DEVELOPMENT MAGAZINE, 2014-2024)





# GOVERNMENT

Atlanta is the capital city of the state of Georgia. One of the most recognizable features of the downtown Atlanta skyline is the state Capitol lined with gold.

The 29 counties that make up metro Atlanta are individually governed by boards of commissioners, city councils and mayors. The region is marked by its bipartisan stable governance and consistent business-friendly policies on a state level.

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 "Re-surgens," which means "rising again."

# TAXES

Georgia's tax structure is among the most stable in the country, with a consistent AAA bond rating from all three agencies. Georgia's corporate income tax rate is 5.39% (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 has a graduated individual income tax rate based on an individual's federal adjusted gross income. Effective July 1, 2024, the state has instituted a flat tax rate of 5.39% for all individuals.

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.

# HEALTH CARE

Metro Atlanta offers access to an extensive healthcare system with more than 100 hospitals, 84,000 hospital workers, and 34,000 nurses and nurse practitioners. The system includes two Level 1 trauma centers, two Level 2, three Level 3, two Level 4, two pediatric trauma centers and one designated burn center.

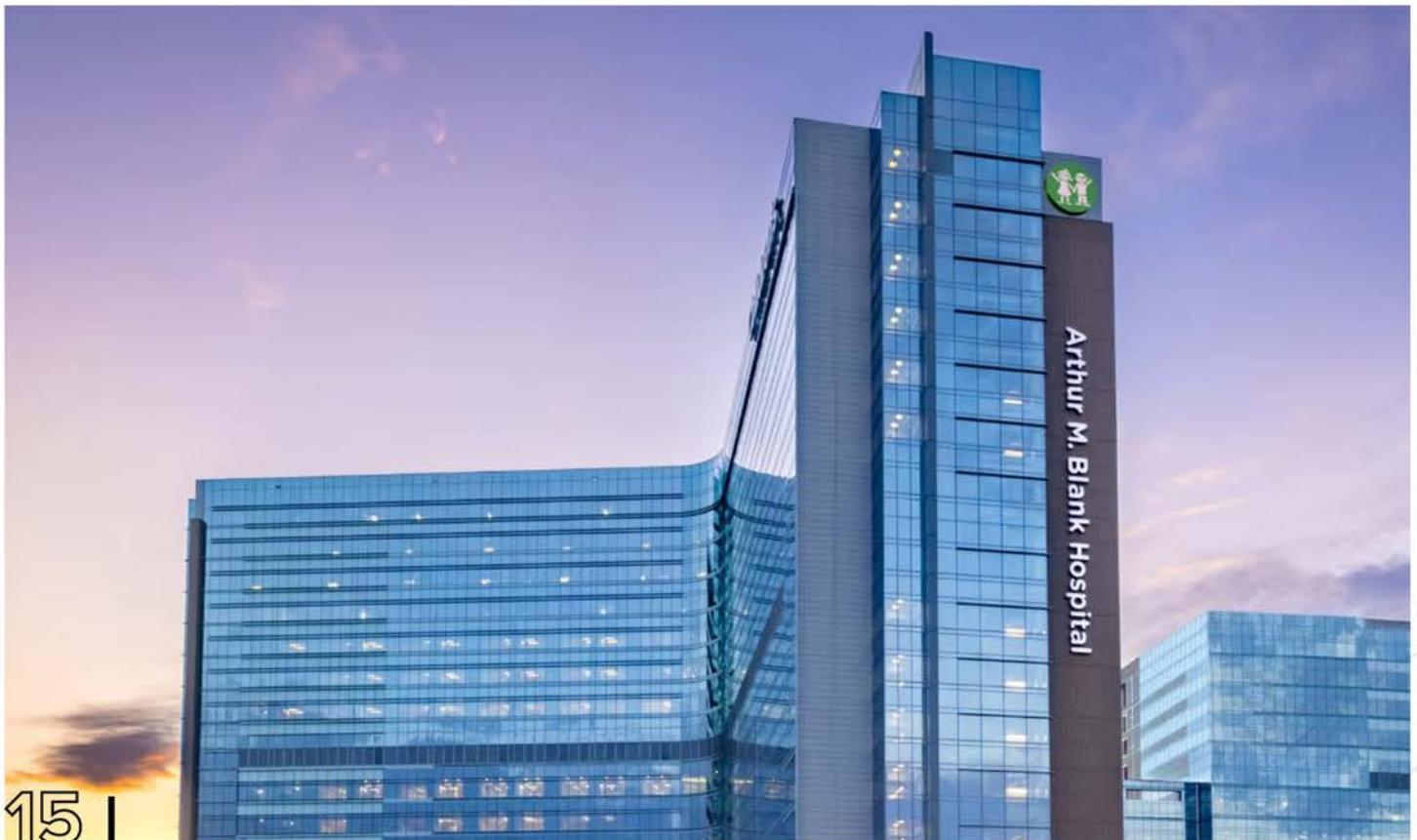
A few of Metro Atlanta's top-ranked medical facilities include:

**Shepherd Center** | Ranked #18 nationally and #1 in Adult Specialties, Shepherd Center is a private, not-for-profit hospital in Atlanta that specializes in treating, researching, and rehabilitating spinal cord injury and stroke.

**Children's Healthcare of Atlanta** | CHOA's pediatric research program is ranked in the top 5 for National Institute of Health funding among pediatric departments nationwide.

**Northside Hospital** | The nation's leader in maternity services, Northside Hospital delivers more babies a year than any other hospital in the country and was recently designated as a Level IV maternal center.

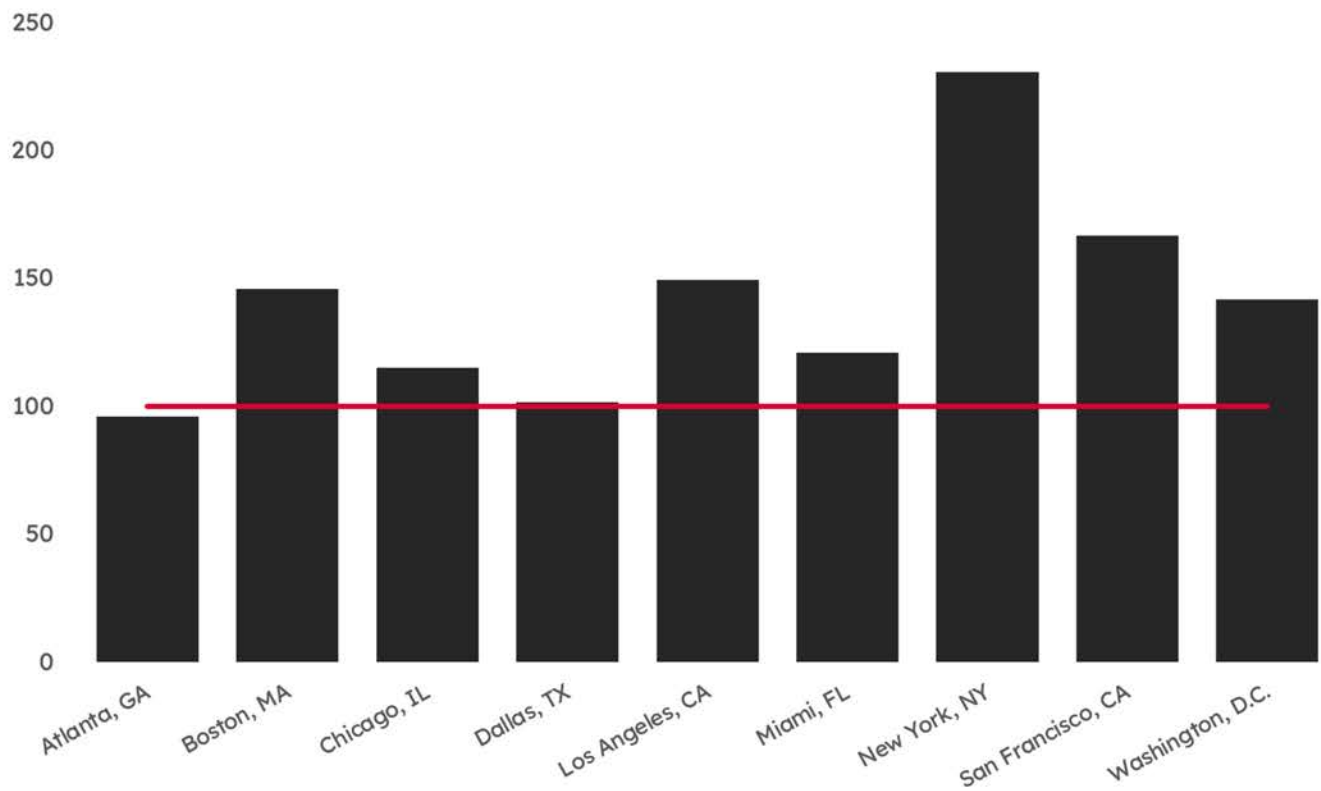
In addition to high-quality patient care facilities, metro Atlanta is home to renowned medical search organizations like the **Centers for Disease Control and Prevention** and the **Center for Global Health Innovation**.





# COST OF LIVING

COST OF LIVING INDEX 2024: SELECT U.S. METROS



U.S. AVERAGE: 100





## THE 29-COUNTY METRO ATLANTA REGION



# TRANSPORTATION

With unparalleled connectivity, Atlanta is home to the world's busiest and most efficient airport, plus the planes, trucks, trains and ports to keep business moving swiftly. In 2024, CNBC, ranked GA #1 for infrastructure.

## AIR CARGO

Hartsfield-Jackson Atlanta International Airport is served by more than 20 all-cargo air carriers. Nearly 650,000 metric tons of cargo passed through ATL in 2024.

## AIR SERVICE

ATL, the Hartsfield-Jackson Atlanta International Airport, is a true global leader and one of the most connected airports on the planet. The single busiest and most efficient airport in the world, its five runways serve more than 105 million passengers a year. More than 80% of U.S. metros are within a two-hour flight from Atlanta.

## HIGHWAYS

Three major highways (I-75, I-85, I-20) converge near Atlanta's 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 and are free-of-charge to electric vehicles.



HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT



THE TOM MORELAND INTERCHANGE



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## METRO ATLANTA'S TRANSPORTATION NETWORK EASILY CONNECTS PEOPLE AND PRODUCTS TO THE GLOBAL MARKETPLACE

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### 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.

### MASS TRANSIT

The region's heavy rail and bus service, MARTA, serves 1.7 million travelers. Every weekday, over 200,000 people are transported by MARTA. With 38 rail stations, including direct access in Hartsfield-Jackson airport, and over 100 bus routes covering over 1,400 miles, MARTA's operations are vast. Rapid bus services like Cobb County Transit and Gwinnett County Transit connect to MARTA.

### INLAND PORTS

Georgia currently hosts two inland port facilities with a third planned. The model allows containers to be trucked for shorter distances and staged at an intermodal yard, where they are loaded onto trains moving hundreds of containers in a single trip.

### OCEAN

The Port of Savannah, located 250 miles from Atlanta, is the largest and fastest-growing single-container terminal in North America.

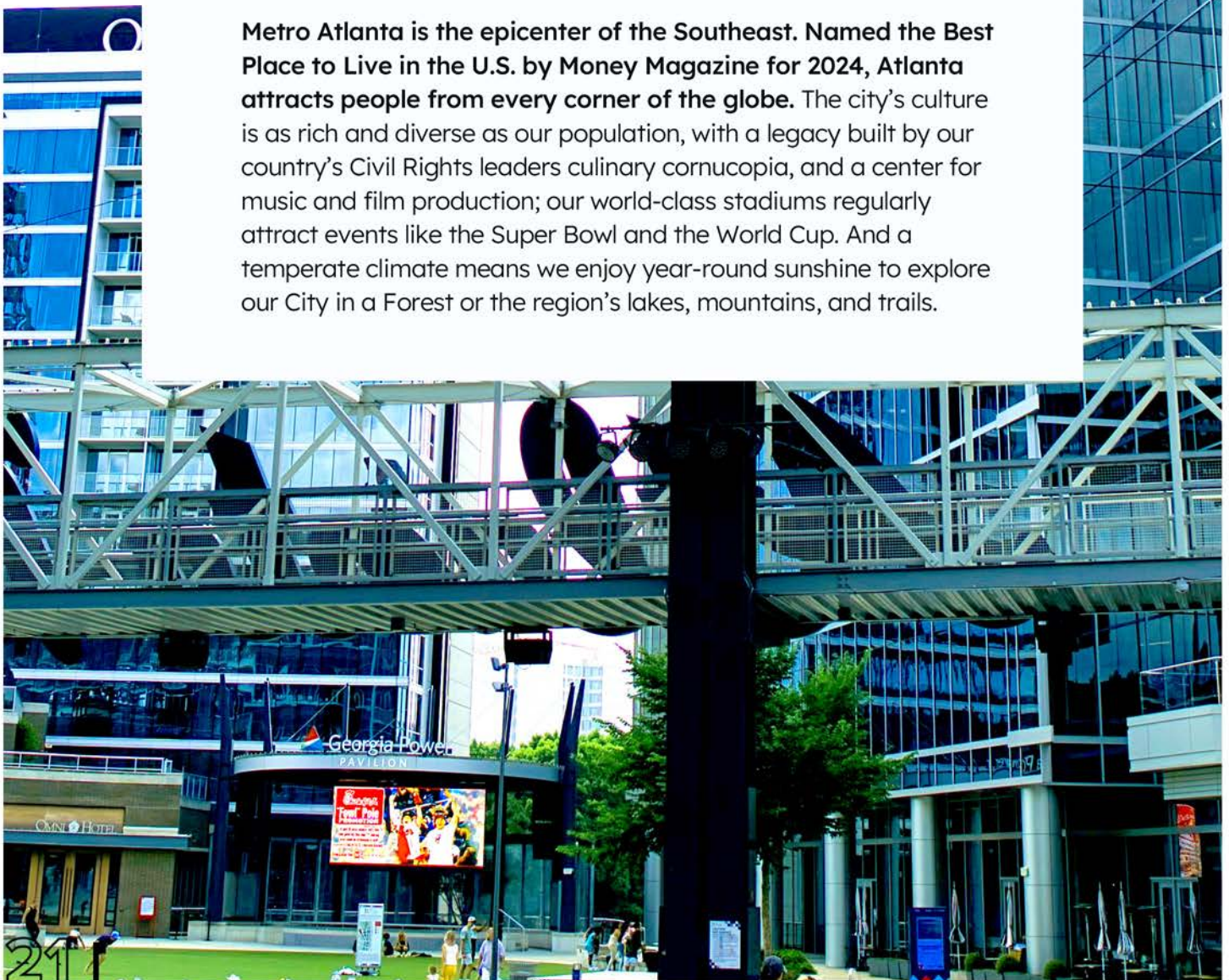
The Port of Brunswick, located 300 miles from Atlanta, is the busiest port in the U.S. for import and export of Ro/Ro (Roll-On/Roll-Off) vehicle cargo. In 2024, its volume increased by 7.5%, continuing its record-breaking trend from FY 2023, which saw an 18% rise compared to the previous year.

INMAN YARD





Metro Atlanta is the epicenter of the Southeast. Named the Best Place to Live in the U.S. by Money Magazine for 2024, Atlanta attracts people from every corner of the globe. The city's culture is as rich and diverse as our population, with a legacy built by our country's Civil Rights leaders culinary cornucopia, and a center for music and film production; our world-class stadiums regularly attract events like the Super Bowl and the World Cup. And a temperate climate means we enjoy year-round sunshine to explore our City in a Forest or the region's lakes, mountains, and trails.





# MAJOR ATTRACTIONS

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**THE ATLANTA BELTLINE** | Among the largest, most wide-ranging urban redevelopment programs in the United States, this network of public parks, multi-use trails, planned transit and affordable housing spans a historic 22-mile railroad corridor. [www.beltline.org](http://www.beltline.org)

**ATLANTA BOTANICAL GARDEN** | Located on 30 acres in Midtown, the Atlanta Botanical Garden is an urban oasis, maintaining plant and art collections for display, education, research, conservation and enjoyment. [www.atlantabg.org](http://www.atlantabg.org)

**THE CARTER CENTER** | Founded by former U.S. President Jimmy Carter and activist Rosalynn Carter, the Center is committed to waging peace, fighting disease and building hope around the world. [www.cartercenter.org](http://www.cartercenter.org)

**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 of more than 50 engaging exhibits. [www.cfbhall.com](http://www.cfbhall.com)

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

**FOX THEATRE** | The beautiful historic Fox Theatre, featuring unique Moorish architecture, is one of Atlanta's premier venues. Each year it holds more than 150 performances, ranging from national touring Broadway shows to popular musicians to a summer film series. [www.foxtheatre.org](http://www.foxtheatre.org)



HISTORIC FOX THEATRE



# MAJOR ATTRACTIONS

**MARTIN LUTHER KING, JR. CENTER AND NATIONAL HISTORIC PARK** | The Center is an official memorial dedicated to the advancement of the legacy of Dr. Martin Luther King, Jr., leader of America's nonviolent movement for justice, equality and peace. The National Historic Park includes Dr. King's birth home and the original Ebenezer Baptist church where Dr. King served as pastor. [www.thekingcenter.org](http://www.thekingcenter.org)

**NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS** | An impactful cultural attraction that connects the American Civil Rights Movement to today's struggle for global human rights, the National Center for Civil and Human Rights is a striking center for engagement and learning. [www.civilandhumanrights.org](http://www.civilandhumanrights.org)

**PONCE CITY MARKET** | Located along the Atlanta Beltline in a vibrant converted historic Sears building, Ponce City Market is now the epicenter for shopping, dining and gathering among local residents and tourists alike. [www.poncecitymarket.com](http://www.poncecitymarket.com)

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

**WORLD OF COCA-COLA** | The World of Coca-Cola offers visitors the chance to trace the history of the world's most famous beverage brand. Every year more than 1.2 million guests visit the museum in downtown Atlanta. [www.worldofcoca-cola.com](http://www.worldofcoca-cola.com)







## MAJOR EVENTS & 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  
DragonCon  
Festival Peachtree Latino  
JapanFest Atlanta

Little 5 Points Halloween Festival and Parade  
MomoCon  
Music Midtown  
Shaky Knees  
National Black Arts Festival  
Sweetwater 420 Fest  
Taste of Atlanta  
Virginia Highland Summerfest



# SPORTS

Atlanta has a sports team for every fan, at every level of play. Both the Atlanta United MLS team and the Atlanta Falcons football team play at the iconic Mercedes-Benz Stadium, a venue for the FIFA World Cup 2026™. The Atlanta Hawks and the Atlanta Dream play show-stopping basketball at State Farm Arena and the Gateway Center Arena.

NASCAR fans watch races at the world-class track at Atlanta Motor Speedway in Hampton. And the iconic Atlanta Braves fill up the baseball stadium at Truist Park in the center of the Battery Atlanta entertainment district.

In 2023, U.S. soccer announced it would relocate its headquarters and training facility to metro Atlanta.



## ATLANTA IS HOME TO 17 PROFESSIONAL SPORTS TEAMS:

- Atlanta Braves - Baseball/MLB
- Atlanta Dream - Basketball/WNBA
- Atlanta Falcons - Football/NFL
- Atlanta Hawks - Basketball/NBA
- Atlanta United - Soccer/MLS
- Atlanta Vibe - Volleyball/ Pro Volleyball Federation
- Atlanta Gladiators - Hockey/ECHL
- Atlanta Hustle - Ultimate Frisbee/AUDL
- Atlanta Reign - ESports/OWL
- Atlanta Roller Derby - Roller Derby/ WFTDA
- Atlanta Soul - Ultimate Frisbee/PUL
- Atlanta Talon - ESports/NBA2K
- Atlanta United II - Soccer/USL
- College Park Skyhawks - Basketball/ NBA G
- Georgia Spartans - Basketball/UBA
- Georgia Swarm - Lacrosse/NLL
- Gwinnett Stripers - Baseball/MiLB





# ATLANTA SPORTS HIGHLIGHTS

**#1 Highest MLS fanbase attendance** – Atlanta United, 2024

**#5 Highest MLB fanbase attendance** – Atlanta Braves, 2024

## GLOBAL SPORTING EVENTS

Super Bowl LIII (2019) - Professional Football  
College Football Playoff National Championship (2018 and 2025)  
FIFA Club World Cup 2025™ - Professional Soccer  
FIFA World Cup 2026™ - Professional Soccer  
MLS All-Star Game (2018) - Professional Soccer  
U.S. Olympic Team Trials (2020) - Marathon  
NCAA Men's Final Four (2020) (canceled due to COVID-19)  
Premier League Summer Series - Professional Soccer (2023)  
NCAA Men's Basketball Regional (2025)  
Super Bowl LXII (2028) - Professional Football  
NCAA Men's Final Four (2031) - College Basketball

## ANNUAL SPORTS EVENTS

SEC Championship  
Chick-fil-A Peach Bowl  
Aflac Kickoff Game  
Cricket Celebration Bowl  
Peachtree Road Race  
PGA TOUR Championship







ATLANTA BOTANICAL GARDEN

LAKE ACWORTH

## RECREATION

With 50% tree coverage in the region, we have earned the name “City in a Forest.” Among those trees are miles of parks, lakes, mountains, rivers, national recreation areas and trails to explore.





## ENJOY METRO ATLANTA'S OUTDOORS

**ATLANTA BELTLINE** | A 22-mile loop of trails, parks, and transit connecting neighborhoods and transforming urban living.

**PIEDMONT PARK** | A true urban oasis of 185 acres in Midtown Atlanta.

**CHATTAHOOCHEE RIVER NATIONAL RECREATION AREAS** | A 48-mile stretch that covers four counties. In addition to providing recreational activities such as fishing, hiking, and boating, the park contains a variety of 19th-century historic sites and Native American archeological sites.

**WESTSIDE PARK AT BELLWOOD QUARRY** | Opened in 2021, Atlanta's largest greenspace.

**LAKE LANIER AND LAKE ALLATOONA** | Popular metro destinations for fishing, swimming, and boating.

**SILVER COMET TRAIL** | A scenic 61.5-mile paved path near Atlanta, perfect for walking, biking, and connecting with nature.

**NORTH GEORGIA MOUNTAINS** | Outdoor activities in this mountainous region north of Atlanta, which includes the Chattahoochee National Forest, the southern entry point to the Appalachian Trail, 11 state parks, and many lakes and rivers.

**ALTA** | The largest city tennis league in the world, with more than 80,000 members.

**THE ATLANTA TRACK CLUB** | The second-largest running organization in the U.S., serving 30,000 members who are runners and walkers of all ages and paces.

More than 100 public, private and semi-private golf courses that can be played more than 300 days a year.



MORGAN FALLS OVERLOOK









# SOURCES

Population: U.S. Census Bureau, ACS. Government: State of Georgia, City of Atlanta. Taxes: Georgia Department of Revenue. Cost of Living: Council for Community and Economic Research (C2ER) Cost of Living Index. Healthcare: U.S. Bureau of Labor Statistics, BusinessWise. Education: Georgia Department of Education, National Center for Education Statistics, University System of Georgia, Technical College System of Georgia. Business and Industry: U.S. Bureau of Economic Analysis (BEA), Federal Reserve Economic Data (FRED), Data Chmura Economics & Analytics, FORTUNE magazine, Inc. magazine, Site Selection, Area Development, Metro Atlanta Chamber. Transportation: Hartsfield-Jackson Atlanta International Airport, Georgia Power, Georgia Department of Transportation, Georgia Ports Authority, MARTA. Attractions, Festivals, Sports and Recreation: Atlanta Convention and Visitors Bureau, Atlanta Sports Council.

As of 2025.

**METRO  
ATLANTA**  
C H A M B E R



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