

Over the last decade, metro Atlanta experienced phenomenal growth with total employment increasing by almost 30 percent. In the last year alone, the metro Atlanta region gained more than 69,000 net new jobs, ranking the area in the top five in the country for job creation. With almost 2 million households and 4.8 million people, metro Atlanta is one of the top ten largest consumer markets in the nation with annual retail sales of \$74 billion and is the 11th largest for total effective buying income (\$103 billion) in 2005. The Atlanta region saw per capita personal income increase by more than 40 percent in the decade.

While the area is the 9th largest in the country in total population, Atlanta has remained competitive in business costs. Atlanta was ranked the least costly large city for business in an annual KPMG study, released March 2006. Additionally, Atlanta's business climate supports the headquarters for 15 FORTUNE 500 companies and 12 FORTUNE 1000 companies.

Atlanta's Hartsfield-Jackson International Airport is at the heart of the area's explosive growth. In 2005, almost 86 million passengers traveled through the airport - the highest annual volume of passengers to date and the most passengers of any airport in the world. In addition, the airport's efficient and convenient operation makes Atlanta an attractive location for businesses, and can be credited in helping Atlanta land the 2005 ranking of "Most Logistics Friendly City in the Southeast" by *Expansion Magazine/Logistics Today*.

To accommodate a booming population, each year for the past ten years metro Atlanta has led the nation in the number of new housing permits issued. Additionally, commercial construction grew in 2005, with an overall increase of almost 7 % in total private construction valuation - another indicator of business investment in Atlanta.

As metro Atlanta's population has continued to expand beyond the previously defined 20-county metropolitan statistical area (MSA), the metro area was redefined in 2003 to include 28 counties, which cover 8,376 square miles and include more than 135 municipalities. In determining the current 28-county MSA, the Federal Office of Management & Budget (OMB) ruled that 29 counties have close economic and social ties to the City of Atlanta (and vice versa) as do the area's 4.7 million residents in such area characteristics as population, commuting patterns, and other market indicators. Note that the OMB's definition of a metropolitan area changes over time. For example, Atlanta's 15-county MSA was replaced in 1983 by the 18-county MSA, in December 1992 by the 20-county MSA, and in June 2003 by the 28-county MSA as it is currently defined. Some of the data contained in this report was not adjusted when these changes in definition occurred. Please read any explanatory notes beneath the tables to avoid errors in assessing Atlanta's growth.

2005 MARKET INDICATORS - ATLANTA MSA

	TOTAL RETAIL SALES (\$ 000)	TOTAL EFFECTIVE BUYING INCOME (\$ 000)	AVERAGE HOUSEHOLD EBI (\$)	AVERAGE PER CAPITA EBI (\$)	NUMBER OF HOUSEHOLDS
Barrow	686,499	917,263	45,635	16,121	20,100
Bartow	1,190,792	1,478,725	46,647	16,728	31,700
Butts	106,914	331,603	41,975	14,293	7,900
Carroll	1,020,176	1,645,608	43,420	15,869	37,900
Cherokee	2,596,582	3,934,143	63,454	22,164	62,000
Clayton	4,066,889	4,055,628	43,609	15,065	93,000
Cobb	12,741,000	16,066,128	64,497	24,047	249,100
Coweta	1,021,309	2,100,998	55,729	19,672	37,700
Dawson	337,926	405,403	52,650	20,475	7,700
DeKalb	6,790,330	14,499,693	57,538	21,411	252,000
Douglas	2,001,158	1,988,940	51,661	18,623	38,500
Fayette	1,267,737	2,654,328	74,351	25,947	35,700
Forsyth	1,501,810	3,455,640	73,524	25,673	47,000
Fulton	17,840,490	23,012,390	71,511	28,122	321,800
Gwinnett	12,973,260	14,726,763	60,905	20,736	241,800
Haralson	268,182	403,420	37,011	14,255	10,900
Heard	24,676	152,425	37,177	13,732	4,100
Henry	1,679,620	3,291,770	57,548	20,060	57,200
Jasper	41,222	216,315	45,066	16,513	4,800
Lamar	108,584	249,083	42,217	15,281	5,900
Meriwether	201,279	324,850	38,218	14,186	8,500
Newton	631,151	1,433,550	48,268	17,376	29,700
Paulding	888,600	1,918,535	51,435	17,715	37,300
Pickens	316,763	518,503	45,885	18,066	11,300
Pike	16,417	258,460	46,993	16,568	5,500
Rockdale	1,884,153	1,463,570	54,815	18,909	26,700
Spalding	859,097	927,343	40,495	15,054	22,900
Walton	699,118	1,301,505	50,642	178,288	25,700
City of Atlanta	7,551,404	10,387,398	60,182	24,435	172,600
MSA TOTAL	73,761,734	103,732,575	59,805	21,766	1,734,500

(1) Money income is the aggregate of wages and salaries, net farm and nonfarm self-employment income, interest, dividends, net rental and royalty income, Social Security and railroad retirement income, other retirement and disability income, public assistance income, unemployment compensation, Veterans Administration payments, alimony, child support, military family allotments, net winnings from gambling and other periodic income. Money income does not include earnings from inheritance, capital gains and certain other provisions included in Personal income. Deducted from this total are personal taxes (federal, state, and local), nontax payments (fines, fees, or penalties), and personal contributions for social insurance and taxes on owner-occupied nonbusiness real estate, to yield what is commonly called "disposable personal income."

(2) To estimate Average Household EBI, Total EBI is divided by total households, therefore is not comparable to Sales & Marketing Management's "Median Household EBI."

(3) To estimate Average Per Capita EBI, Total EBI is divided by total population.

(4) Due to rounding, Retail Sales and Total EBI may not add up to MSA totals given. Average Household EBI and Average Per Capita EBI are assessed by dividing Total EBI by total households and population in the MSA and is not an average of the county estimates given.

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PER CAPITA PERSONAL INCOME

	1994	1995	1997	1998	1999	2000	2001	2002	2003	2004	% Change 03 - 04	% Change 94 - 04
Barrow	\$17,191	\$18,180	\$19,941	\$21,475	\$22,218	\$23,246	\$24,241	\$23,234	\$23,185	\$23,800	2.6	38.4
Bartow	\$18,324	\$19,242	\$21,058	\$22,469	\$23,620	\$25,820	\$26,085	\$25,899	\$25,979	\$27,017	3.8	47.4
Butts	\$16,395	\$17,254	\$18,529	\$19,367	\$20,625	\$21,774	\$22,509	\$21,789	\$21,789	\$24,683	11.7	50.6
Carroll	\$16,552	\$17,180	\$18,959	\$19,988	\$20,832	\$21,605	\$22,584	\$22,774	\$22,701	\$23,649	4.0	42.9
Cherokee	\$21,517	\$22,843	\$25,492	\$27,263	\$28,619	\$31,148	\$31,463	\$29,934	\$29,737	\$30,590	2.8	42.2
Clayton	\$17,791	\$18,150	\$18,963	\$20,131	\$20,808	\$21,609	\$21,566	\$21,611	\$21,507	\$22,405	4.0	25.9
Cobb	\$26,020	\$27,304	\$31,050	\$33,662	\$35,304	\$36,445	\$36,756	\$36,046	\$36,546	\$37,827	3.4	45.4
Coweta	\$19,743	\$20,746	\$23,051	\$24,237	\$25,571	\$27,066	\$27,235	\$26,974	\$27,127	\$27,894	2.7	41.3
Dawson	\$19,840	\$20,209	\$22,971	\$23,999	\$25,616	\$26,571	\$27,724	\$27,746	\$27,271	\$28,918	5.7	45.8
DeKalb	\$23,689	\$24,631	\$26,749	\$28,448	\$29,731	\$32,068	\$34,074	\$34,158	\$34,410	\$35,837	4.0	51.3
Douglas	\$19,189	\$20,320	\$22,386	\$23,201	\$24,457	\$26,272	\$26,455	\$26,191	\$26,048	\$26,687	2.4	39.1
Fayette	\$25,674	\$27,361	\$30,521	\$32,819	\$34,231	\$36,727	\$37,396	\$37,156	\$37,384	\$38,492	2.9	49.9
Forsyth	\$26,848	\$28,369	\$31,226	\$32,310	\$34,301	\$36,173	\$34,826	\$31,724	\$30,936	\$31,585	2.1	17.6
Fulton	\$30,611	\$32,606	\$36,182	\$39,573	\$41,382	\$45,916	\$45,591	\$45,636	\$44,880	\$46,699	3.9	52.6
Gwinnett	\$24,411	\$25,418	\$27,509	\$28,854	\$30,130	\$31,863	\$31,287	\$30,101	\$29,827	\$30,570	2.4	25.2
Haralson	\$16,333	\$17,061	\$18,504	\$19,277	\$20,385	\$21,080	\$21,732	\$21,702	\$21,684	\$22,761	4.7	39.4
Heard	\$14,687	\$15,539	\$17,506	\$18,547	\$18,846	\$18,766	\$18,849	\$18,756	\$19,497	\$20,433	4.6	39.1
Henry	\$20,188	\$21,365	\$23,330	\$23,901	\$25,207	\$27,002	\$27,718	\$26,878	\$26,343	\$26,907	2.1	33.3
Jasper	\$16,677	\$18,205	\$19,550	\$20,463	\$21,077	\$22,178	\$23,204	\$22,221	\$21,910	\$23,056	5.0	38.3
Lamar	\$15,294	\$15,960	\$18,423	\$19,298	\$20,178	\$21,096	\$22,144	\$22,641	\$22,981	\$24,128	4.8	57.8
Meriwether	\$14,016	\$15,009	\$17,133	\$18,168	\$19,212	\$20,385	\$20,272	\$20,047	\$20,298	\$20,880	2.8	49.0
Newton	\$17,323	\$18,197	\$19,362	\$20,727	\$22,007	\$23,594	\$23,415	\$22,767	\$22,279	\$22,634	1.6	30.7
Paulding	\$17,058	\$18,026	\$19,696	\$20,286	\$21,458	\$23,601	\$24,037	\$23,370	\$23,030	\$23,536	2.1	38.0
Pickens	\$19,694	\$21,080	\$23,513	\$25,197	\$26,177	\$26,509	\$27,945	\$27,617	\$27,104	\$28,504	4.9	44.7
Pike	\$16,794	\$17,236	\$19,688	\$20,688	\$21,237	\$22,452	\$23,787	\$23,383	\$23,449	\$24,234	3.2	44.3
Rockdale	\$21,394	\$21,976	\$24,488	\$25,308	\$26,731	\$27,824	\$28,245	\$28,485	\$28,346	\$29,077	2.5	35.9
Spalding	\$16,659	\$17,568	\$20,048	\$21,014	\$21,737	\$22,637	\$23,576	\$23,726	\$23,500	\$24,679	4.8	48.1
Walton	\$18,040	\$18,999	\$19,953	\$20,718	\$21,856	\$23,525	\$24,202	\$23,849	\$24,093	\$24,906	3.3	38.1
Atlanta MSA	\$23,960	\$25,161	\$27,710	\$29,618	\$30,973	\$33,122	\$33,435	\$32,925	\$32,739	\$33,838	3.2	41.2

Source: United States Dept. of Commerce, Bureau of Economic Analysis.

RETAIL SALES BY GROUP

	1995	1999*	2000	2001	2002	2003	2004	2005
Food & Beverage Stores	5,612,025	N/A	7,798,327	8,469,106	8,604,061	8,924,238	9,359,762	9,306,302
Food Service & Drinking Establishment	4,019,923	N/A	5,427,951	6,479,439	6,650,421	7,217,326	7,597,763	8,194,097
General Merchandise	4,468,115	N/A	6,429,102	6,905,067	6,729,727	7,532,122	7,654,427	8,162,425
Apparel & Accessories	1,900,519	N/A	N/A	N/A	N/A	N/A	3,069,536	3,403,360
Furniture, Home Furnishings, Electronics & Appliances	2,158,805	N/A	3,878,417	4,065,350	3,490,938	3,984,354	3,887,165	4,253,968
Motor Vehicle & Parts Dealers	8,775,048	N/A	17,751,095	18,629,707	18,197,870	18,043,995	17,990,463	18,197,688
Gas Stations	1,856,716	N/A	N/A	N/A	N/A	N/A	4,348,919	6,529,986
Building Material & Hardware	1,694,764	N/A	N/A	N/A	N/A	N/A	8,222,140	7,871,028
Drugstore	1,106,879	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total*	34,926,267	N/A	59,648,098	64,611,440	64,666,448	67,900,446	69,071,675	73,761,734

Source: Sales & Marketing Management, "Survey of Buying Power" 2005. As of 1998, certain categories of sales, noted as N/A above, were no longer provided by Sales & Marketing Management. To obtain this data, please call Claritas at 800-234-5973. *There was a change in methodology during 2000 and numbers are no longer reported for the previous calendar year, but for the current. Therefore, the 1999 numbers were never computed, and the 2000 numbers were released at the time the 1999 numbers were expected. Any attempt at trending years previous to 2000 with 2000 and years after will produce misleading results since several categories were added to total retail sales figures. 2003 - 2005 figures represent the 28-county metro area definition released in June 2003, while previous years represent the 20-county metro area.

METRO ATLANTA MANUFACTURING EMPLOYMENT

	1995	1999	2000	2001	2002	2003	2004	2005	% Change 04 - 05	% Change 95 - 05
Durable goods	103,300	113,200	113,500	105,400	95,500	92,700	91,200	94,000	3.1	-9.0
Transportation equipment mfg.	13,500	22,000	21,700	20,200	18,600	20,100	19,700	20,500	4.1	51.9
Non-durable goods	96,700	97,000	93,700	91,700	90,400	86,500	85,500	83,400	-2.5	-13.8
Food manufacturing	23,300	24,000	22,800	22,800	23,100	23,100	23,100	23,100	0.0	-0.9
Total Manufacturing	200,000	210,100	207,200	197,100	186,000	179,200	176,800	177,400	0.3	-11.3

Figures represent the 28-county metro area definition.

Source: Georgia Department of Labor and U.S. Department of Labor, Bureau of Labor Statistics

METRO ATLANTA NONAGRICULTURAL EMPLOYMENT

	1995	1999	2000	2001	2002	2003	2004	2005	% Change 04 - 05	% Change 95 - 05
Natural resources & mining	1,700	2,200	2,200	2,200	2,100	2,000	2,100	2,100	0.0	23.5
Construction	84,600	123,300	128,500	129,000	123,800	121,200	125,700	132,300	5.3	56.4
Manufacturing	200,000	210,100	207,200	197,100	186,000	179,200	177,500	177,400	-0.1	-11.3
Trade, transportation & utilities	427,600	534,400	551,600	549,500	530,700	517,700	518,300	534,200	3.1	24.9
Information	82,100	104,100	111,100	111,700	104,600	95,700	92,500	89,900	-2.8	9.5
Financial activities	111,600	145,600	148,400	150,900	150,700	151,100	152,800	157,100	3.3	40.8
Professional & business services	279,600	377,700	392,000	383,400	365,900	360,500	370,600	389,200	5.0	39.2
Educational & health services	151,200	186,100	191,200	200,100	208,100	214,800	222,800	232,500	4.4	53.8
Leisure and hospitality	164,800	190,000	196,300	199,200	200,600	205,000	211,800	218,200	3.0	32.4
Other services	66,600	88,200	88,400	93,500	91,500	92,300	92,600	96,200	3.9	44.4
Government	247,300	266,900	272,800	284,900	294,800	297,400	302,800	308,500	1.9	24.7
Total Nonfarm Employment	1,817,200	2,228,500	2,289,700	2,301,400	2,258,700	2,236,900	2,268,500	2,337,600	3.0	28.6

Figures represent the 28-county metro area definition, as the 28-county definition data was not available.

Source: Georgia Department of Labor and Bureau of Labor Statistics

POPULATION GROWTH

	1995	1999	2000	2001	2002	2003	2004	2005	% Change 04 - 05	% Change 95 - 05
Barrow	36,100	42,600	42,600	47,400	49,500	51,600	54,600	56,900	4.2	57.6
Bartow	63,600	76,000	76,000	77,500	80,200	82,700	87,100	88,400	1.5	39.0
Butts	15,400	18,700	19,200	19,800	20,500	21,300	22,600	23,200	2.7	50.6
Carroll	78,800	86,400	86,400	88,500	90,700	94,600	100,000	103,700	3.7	31.6
Cherokee	115,600	145,600	145,600	145,800	153,100	160,800	171,000	177,500	3.8	53.5
Clayton	199,900	216,100	216,100	240,600	246,300	255,900	261,800	269,200	2.8	34.7
Cobb	530,200	592,400	592,400	619,800	635,500	657,600	677,400	668,100	(1.4)	26.0
Coweta	73,600	91,600	91,600	91,900	95,900	98,700	103,400	106,800	3.3	45.1
Dawson	12,200	15,300	16,500	16,500	17,400	18,100	18,500	19,800	7.0	62.3
DeKalb	588,600	599,600	599,600	674,900	687,600	697,900	681,900	677,200	(0.7)	15.1
Douglas	83,400	92,100	92,100	93,800	96,000	97,500	103,000	106,800	3.7	28.1
Fayette	80,600	94,200	94,200	93,400	96,500	99,200	99,900	102,300	2.4	26.9
Forsyth	62,700	101,800	101,800	102,500	110,500	115,800	129,100	134,600	4.3	114.7
Fulton	715,000	752,500	752,500	828,500	842,600	850,700	827,400	818,300	(1.1)	14.4
Gwinnett	465,900	558,000	558,000	606,100	632,800	658,500	691,200	710,200	2.7	52.4
Haralson	23,500	24,900	25,300	26,000	26,400	27,100	27,600	28,300	2.5	20.4
Heard	9,500	10,100	10,700	11,200	11,600	11,900	11,500	11,100	(3.5)	16.8
Henry	87,400	117,800	117,800	123,900	132,100	140,200	153,700	164,100	6.8	87.8
Jasper	9,100	10,300	10,800	11,600	12,000	12,400	12,900	13,100	1.6	44.0
Lamar	13,900	15,300	15,300	16,100	16,500	17,000	16,700	16,300	(2.4)	17.3
Meriwether	23,200	23,000	23,000	22,500	22,700	22,900	22,700	22,900	0.9	(1.3)
Newton	51,200	61,500	61,500	63,500	66,300	70,400	78,200	82,500	5.5	61.1
Paulding	62,000	82,500	82,500	84,700	89,800	96,100	102,500	108,300	5.7	74.7
Pickens	17,400	21,700	21,700	23,600	25,000	26,300	27,300	28,700	5.1	64.9
Pike	11,300	13,500	13,500	13,900	14,500	15,000	15,300	15,600	2.0	38.1
Rockdale	64,200	69,300	69,300	71,300	72,300	73,700	75,900	77,400	2.0	20.6
Spalding	57,400	58,000	58,000	58,700	59,000	59,700	59,900	61,600	2.8	7.3
Walton	47,900	60,500	60,500	62,300	65,800	68,800	71,200	73,000	2.5	52.4
City of Atlanta	403,200	401,726	401,400	401,726	416,474	423,400	421,000	425,100	1.0	5.4
MSA TOTAL	3,599,600	4,051,300	4,054,500	4,336,300	4,469,100	4,602,400	4,704,300	4,765,900	1.3	32.4

Sources: Sales & Marketing Management, "Survey of Buying Power," 2005.

PRIVATE HOUSING UNITS AUTHORIZED – Atlanta MSA

	Total Units	Single Family	Multi-Family	Annual % Change
1990	26,636	20,654	5,982	-20.5
1994	41,237	32,860	8,377	54.8
1995	48,277	35,162	13,115	17.1
1996	48,262	37,527	10,735	0.0
1997	49,774	38,482	11,292	3.1
1998	57,803	45,786	12,017	16.1
1999	61,046	48,275	12,771	5.6
2000	64,216	46,747	17,469	5.2
2001	65,268	48,423	16,845	1.6
2002	66,551	50,151	16,400	2.0
2003	66,377	55,033	11,344	-0.3
2004	73,995	57,304	16,691	11.5
2005	72,861	61,558	11,303	-1.5

Note: Annual Change (%) refers to change in the number of total housing units authorized from year to year. Data from 1990-1992 is for the 18-county MSA definition, 1993-2002 is for the 20-county MSA and 2003-2005 is for the 28-county MSA.
Source: U.S. Department of Commerce, Construction Reports - C40 Series

TOTAL PRIVATE CONSTRUCTION VALUATION – Atlanta MSA (Residential and Nonresidential)

	Total Valuation	Annual Change (%)
1990	\$ 3,081,700,000	-16.0
1994	\$ 4,868,680,000	10.2
1995	\$ 5,898,670,000	21.2
1996	\$ 6,661,149,006	12.9
1997	\$ 7,787,412,636	16.9
1998	\$ 8,987,391,567	15.4
1999	\$ 9,088,394,987	1.1
2000	\$ 9,532,431,350	4.9
2001	\$ 11,312,066,510	18.7
2002	\$ 9,561,368,158	-15.5
2003	\$ 10,035,140,891	5.0
2004	\$ 12,162,022,842	21.2
2005	\$ 12,980,044,312	6.7

Notes: The 1990 data is for the 18-county MSA. All other data is for the 20-county MSA. The U.S. Census Bureau no longer reports construction valuation figures after 1995.
Sources: U.S. Department of Commerce, Construction Statistics Division, www.census.gov. The construction valuation figures for 1996-2005 were obtained from DEC International, 770-578-0025 or visit www.dec-international.com.

2005 SELECTED NATIONAL RANKINGS – Atlanta MSA

Population	9th
Households	9th
Total Air Passengers	1st
Total Air Operations (Takeoffs & Landings)	1st
Number of Residential Units Authorized	1st
Total Retail Sales	10th
Total Effective Buying Income	11th
Total Business Establishments	11th

Sources: Sales & Marketing Management, "Survey of Buying Power," Hartsfield Atlanta International Airport, U.S. Census Bureau, U.S. Department of Commerce, Bureau of Labor Statistics.

CONSUMER PRICE INDICES – Atlanta MSA

Year	Atlanta MSA Average CPI	Annual % Change	U.S. Average CPI	Annual % Change
1990	131.7	4.4	130.7	5.4
1994	146.7	2.3	148.2	2.6
1995	150.9	2.9	152.4	2.8
1996	156.0	3.4	156.9	3.0
1997	158.9	1.9	160.5	2.3
1998	161.2	1.4	163.0	1.6
1999	164.8	2.2	166.6	2.2
2000	170.6	3.5	172.2	3.4
2001	176.2	3.3	177.1	2.8
2002	178.2	1.1	179.9	1.6
2003	180.9	1.5	184.0	2.3
2004	183.2	1.3	188.9	2.7
2005	188.9	3.1	195.3	3.4

Source: U.S. Department of Labor, Bureau of Labor Statistics

HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

PASSENGERS SERVED

	DOMESTIC		INTERNATIONAL		TOTAL	
	Enplaned	Deplaned	Enplaned	Deplaned	Total Passengers	Annual % Change
1990	22,852,353	23,263,307	962,366	946,540	48,024,566	10.9
1995	27,421,226	26,994,825	1,436,609	1,470,010	57,734,755	6.7
1996	30,046,013	29,779,096	1,511,430	1,548,743	63,303,171	9.6
1997	32,346,589	32,012,732	1,738,705	1,740,165	68,205,769	7.7
1998	34,604,434	34,259,975	2,152,232	2,110,626	73,474,298	7.7
1999	36,566,500	36,121,442	2,554,944	2,500,771	78,092,940	6.3
2000	37,238,515	36,784,603	2,916,309	2,892,588	80,162,407	2.7
2001	35,279,315	34,617,017	2,815,899	2,790,718	75,858,500	-5.4
2002	35,776,095	35,119,848	2,863,505	2,851,533	76,876,128	1.3
2003	36,941,285	36,344,637	2,756,315	2,745,046	79,087,928	2.9
2004	38,719,917	38,262,451	3,118,084	3,086,856	83,605,218	5.7
2005	39,661,560	39,112,484	3,358,972	3,375,480	85,907,423	2.8

AIR CARGO STATISTICS (in metric tons)

	DOMESTIC		INTERNATIONAL		TOTAL	
	Cargo On	Cargo Off	Cargo On	Cargo Off	Total Cargo	Annual % Change
1990	168,805	171,163	51,766	40,123	431,857	13.8
1995	196,952	200,941	76,972	70,091	544,956	-7.6
1996	206,497	201,850	84,736	79,181	572,264	5
1997	207,736	208,686	109,390	102,412	628,224	9.8
1998	218,794	216,576	123,618	118,480	677,468	7.8
1999	208,672	208,178	112,569	124,177	653,596	-3.5
2000	187,605	192,593	122,400	148,198	650,796	-0.4
2001	167,807	170,736	104,996	146,173	589,712	-9.4
2002	181,916	185,593	99,134	174,054	640,697	8.6
2003	199,376	204,142	113,793	169,848	687,159	7.3
2004	206,936	212,822	142,925	206,056	768,739	11.9
2005	191,258	189,788	135,640	208,760	725,446	-5.6

Source: Hartsfield-Jackson Atlanta International Airport, Department of Aviation.

MOTOR VEHICLE REGISTRATIONS – Atlanta MSA

	Total Registrations	Annual % Change
1990	2,308,329	3.6
1994	3,081,088	1.2
1995	3,055,157	-0.8
1996	3,098,413	1.4
1997	3,544,705	14.4
1998	3,608,728	1.8
1999	3,474,953	-3.7*
2000	3,156,464	-9.2
2001	3,494,574	10.7
2002	3,586,031	2.6
2003	3,667,594	2.2
2004	3,932,047	6.7
2005	4,063,570	3.3

Note: The data represents passenger cars, trucks, trailers, motorcycles and buses. The 1990 data is for the 18-county MSA. The 1994 to 2003 data is for the 20-county MSA. The 2004-5 data is for the 28-county MSA. *As of 1999, the Georgia Department of Revenue only counts new registrations rather than overall transactions of motor vehicles as it had in previous years; therefore, there is not actually a decrease in motor vehicle registrations as it appears from 1998 to 1999 but a change in how the data is collected. The new system of reporting reflects a truer picture of new registrations rather than counting all transactions performed in that year.
Source: Georgia Department of Revenue, Georgia Department of Motor Vehicle Safety

BANK DEPOSITS – Atlanta MSA

	Total Registrations	Annual % Change
1990	\$26,234,341,000	2.7
1995	\$43,020,602,000	6.4
1996	\$46,208,632,000	7.4
1997	\$50,021,662,000	8.3
1998	\$52,091,050,000	4.1
1999	\$54,573,956,000	4.8
2000	\$60,059,417,000	10.1
2001	\$61,750,222,000	2.8
2002	\$67,305,658,000	9.0
2003*	\$83,415,562,000	n/a
2004	\$88,574,289,000	6.2
2005	\$102,537,137,000	15.8

Note: Includes only the deposits of banking offices located within the metro area, irrespective of the bank's main office location. 1990-1992 data represents the 18-county MSA. *Data from 2003 - 2005 data is for the 28-county MSA.
Source: Federal Reserve Bank of Atlanta

This report is produced to assist relocating and expanding businesses and investors in evaluating metro Atlanta's location advantages. The Chamber's Economic Development staff can help prospects locate real estate options that meet their specific requirements and can answer demographic, market and other questions about the metro Atlanta area. We also provide detailed briefings for site selection teams, help arrange pre-employment training, conduct relocation seminars and offer other vital assistance.

Prospects who need more information about metro Atlanta or confidential help and one-stop assistance are invited to call the Chamber's Economic Development Division at 404.586.8446, email to jgilman@macoc.com, or fax their request to 404.586.8464. The Chamber's Web sites offer information at www.metroatlantachamber.com and www.AtlantaSmartCity.com. The Economic Development Division can provide immediate information and direct assistance in all aspects of site location planning including: commercial and residential real estate, business taxes and incentives, talent recruitment & compensation, access to university resources & school information, employee training at all levels, and more.

ATLANTA METROPOLITAN STATISTICAL AREA (MSA)



For confidential help and one-stop assistance contact: Economic Development Division • Metro Atlanta Chamber of Commerce • 404.586.8446 • jgilman@macoc.com • www.metroatlantachamber.com • www.atlantasmartcity.com • The Economic Development Division can provide immediate information and direct assistance in all aspects of site location planning including: commercial and residential real estate, talent recruitment & compensation, employee training at all levels, access to university resources & school information, business taxes & incentives and more.



CITIES AND COUNTIES IN THE ATLANTA MSA

CITY	COUNTY
Acworth	.Cobb
Adairsville	.Bartow
Aldora	.Lamar
Alpharetta	.Fulton
Atlanta	.DeKalb & Fulton
Auburn	.Barrow & Gwinnett
Austell	.Cobb & Douglas
Avondale Estates	.DeKalb
Ball Ground	.Cherokee
Barnesville	.Lamar
Berkeley Lake	.Gwinnett
Bethlehem	.Barrow
Between	.Walton
Bowdon	.Carroll
Braselton	.Barrow & Gwinnett
Braswell	.Paulding
Bremen	.Carroll & Haralson
Brooks	.Fayette
Buchanan	.Haralson
Buford	.Gwinnett & Hall
Campton	.Walton
Canton	.Cherokee
Carl	.Barrow
Carrollton	.Carroll
Cartersville	.Bartow
Centralhatchee	.Heard
Chamblee	.DeKalb
Clarkston	.DeKalb
College Park	.Clayton & Fulton
Concord	.Pike
Conyers	.Rockdale
Corinth	.Coweta & Heard
Covington	.Newton
Cumming	.Forsyth
Dacula	.Gwinnett
Dallas	.Paulding
Dawsonville	.Dawson
Decatur	.DeKalb
Doraville	.DeKalb
Douglasville	.Douglas
Duluth	.Gwinnett
East Point	.Fulton
Emerson	.Bartow
Ephesus	.Heard
Euharlee	.Bartow
Fairburn	.Fulton
Fayetteville	.Fayette
Flovilla	.Butts
Flowery Branch	.Gwinnett
Forest Park	.Clayton
Franklin	.Heard
Gay	.Meriwether
Good Hope	.Walton
Grantville	.Coweta
Grayson	.Gwinnett
Greenville	.Meriwether
Griffin	.Spalding
Hampton	.Henry
Hapeville	.Fulton
Haralson	.Coweta & Meriwether
Hiram	.Paulding
Holly Springs	.Cherokee
Jackson	.Butts
Jasper	.Pickens
Jenkinsburg	.Butts
Jersey	.Walton
Jonesboro	.Clayton
Kennesaw	.Cobb
Kingston	.Bartow
Lake City	.Clayton

CITY	COUNTY
Lawrenceville	.Gwinnett
Lilburn	.Gwinnett
Lithia Springs	.Douglas
Lithonia	.DeKalb
Locust Grove	.Henry
Loganville	.Gwinnett & Walton
Lone Oak	.Meriwether
Lovejoy	.Clayton
Luthersville	.Meriwether
Manchester	.Meriwether
Mansfield	.Newton
Marietta	.Cobb
McDonough	.Henry
Meansville	.Pike
Milner	.Lamar
Molena	.Pike
Monroe	.Walton
Monticello	.Jasper
Moreland	.Coweta
Morrow	.Clayton
Mount Zion	.Carroll
Mountain Park	.Cherokee & Fulton
Nelson	.Cherokee & Pickens
Newborn	.Newton
Newnan	.Coweta
Norcross	.Gwinnett
Orchard Hill	.Spalding
Oxford	.Newton
Palmetto	.Coweta & Fulton
Peachtree City	.Fayette
Pine Lake	.DeKalb
Pine Mountain	.Meriwether
Porterdale	.Newton
Powder Springs	.Cobb
Rest Haven	.Gwinnett
Riverdale	.Clayton
Roopville	.Carroll
Roswell	.Fulton
Senoia	.Coweta
Shady Dale	.Jasper
Sharpsburg	.Coweta
Smyrna	.Cobb
Snellville	.Gwinnett
Social Circle	.Newton & Walton
Statham	.Barrow
Stockbridge	.Henry
Stone Mountain	.DeKalb
Sugar Hill	.Gwinnett
Sunnyside	.Spalding
Suwanee	.Gwinnett
Talking Rock	.Pickens
Tallapoosa	.Haralson
Taylorsville	.Bartow
Temple	.Carroll
Turin	.Coweta
Tyrone	.Fayette
Union City	.Fulton
Villa Rica	.Carroll & Douglas
Waco	.Haralson
Waleska	.Cherokee
Walnut Grove	.Walton
Warm Springs	.Meriwether
White	.Bartow
Whitesburg	.Carroll
Williamson	.Pike
Winder	.Barrow
Woodbury	.Meriwether
Woodstock	.Cherokee
Woolsey	.Fayette
Zebulon	.Pike