



2025 Population Estimates: *The Numbers and Background “Noise”*

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Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



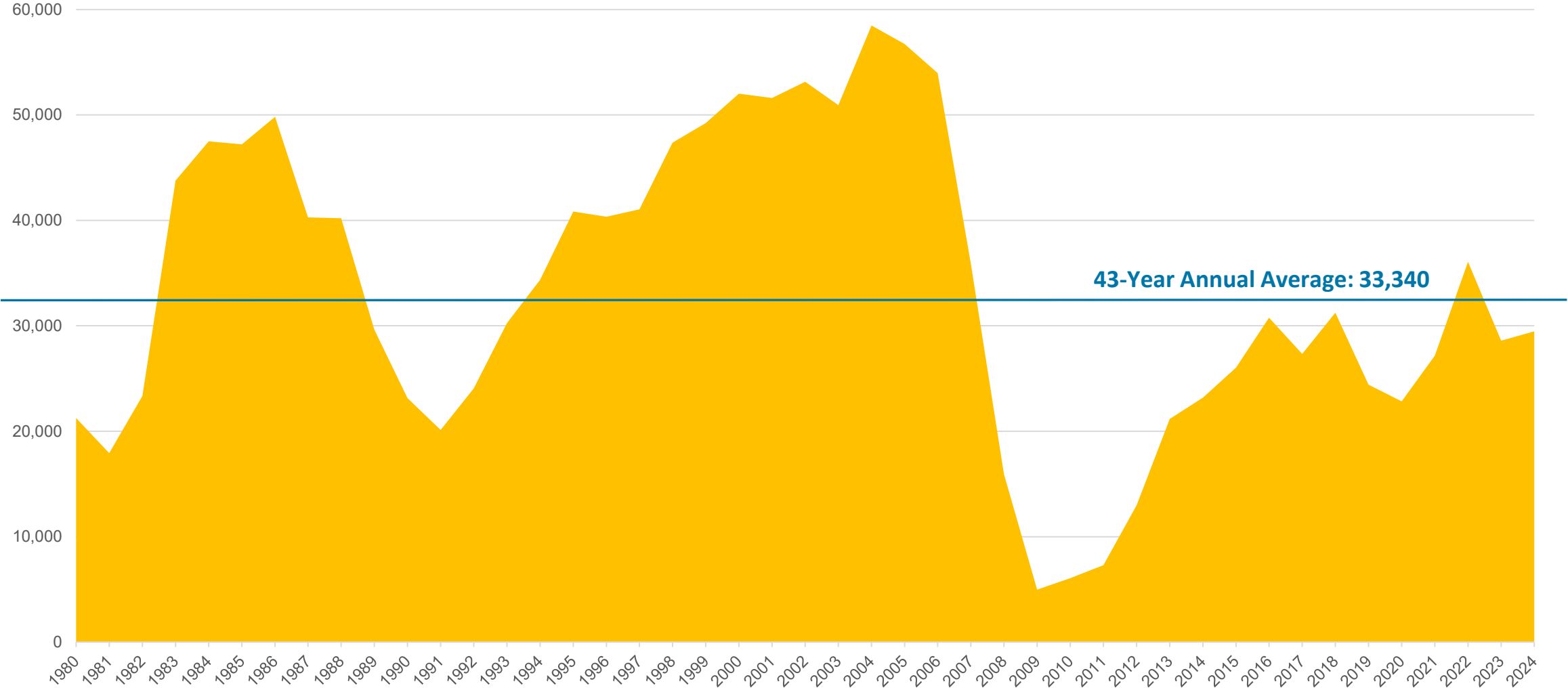
A competitive economy that is inclusive, innovative, and resilient.

Main Takeaways

- **We're still growing** ... just more slowly than we were (on average) since the 1980s
- **Media Messages Misleading:** a false focus on near-term domestic migration



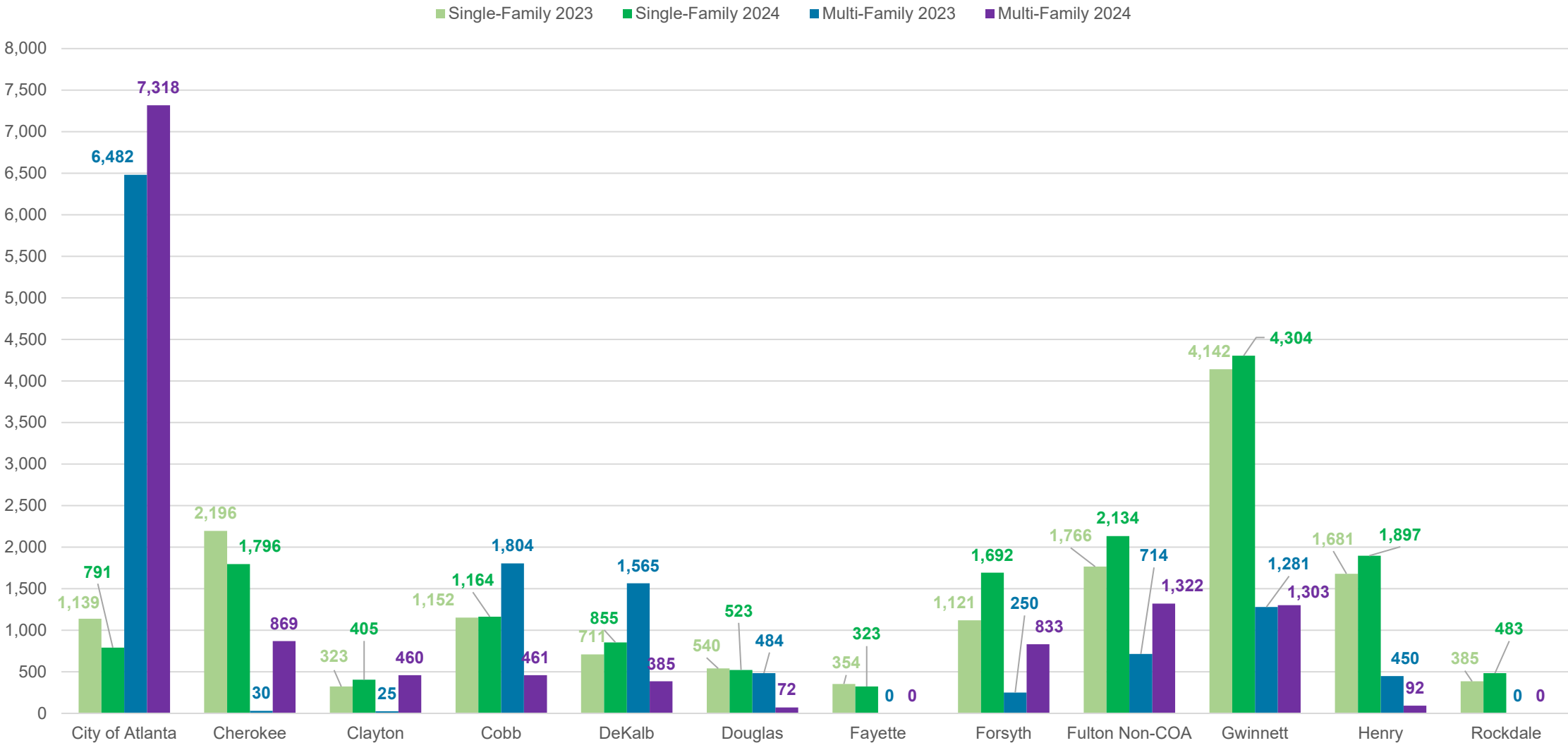
The Supporting Facts: Building Permits – Long View



Source: State of the Cities Data System (HUD)



The Supporting Facts: Building Permits – 2023 & 2024



Source: State of the Cities Data System (HUD)



The Estimates: 2025 ARC Population

	1980	1990	2000	2010	2020	2024	2025	Average Annual Change, 1980-2010	Average Annual Change, 2010-2020	Average Annual Change, 2022-2025
Atlanta Region	1,924,140	2,601,883	3,527,779	4,283,261	4,967,514	5,221,074	5,285,474	78,637	68,425	64,610
Cherokee	51,699	91,000	141,903	214,346	266,620	292,360	299,460	5,422	5,227	6,540
Clayton	150,357	184,100	236,517	259,424	297,595	304,215	306,615	3,636	3,817	1,443
Cobb	297,718	453,400	607,751	688,078	766,149	792,049	795,749	13,012	7,807	5,500
DeKalb	483,024	553,800	665,865	691,893	764,382	783,442	786,542	6,962	7,249	3,840
Douglas	54,573	71,700	92,174	132,403	144,237	153,097	154,197	2,594	1,183	1,633
Fayette	29,043	62,800	91,263	106,567	119,194	125,384	126,284	2,584	1,263	1,200
Forsyth	27,958	44,083	98,400	175,511	251,283	275,233	281,933	4,918	7,577	5,633
Fulton	589,904	670,800	816,006	920,581	1,066,710	1,123,070	1,141,870	11,023	14,613	18,233
Gwinnett	166,808	356,500	588,448	805,321	957,062	1,012,112	1,027,312	21,284	15,174	14,537
Henry	36,309	59,200	119,341	203,922	240,712	262,552	267,152	5,587	3,679	4,883
Rockdale	36,747	54,500	70,111	85,215	93,570	97,560	98,360	1,616	836	1,167
City of Atlanta	424,922	415,200	416,474	420,003	498,715	532,115	542,715	(164)	7,871	11,900



The Estimates: 2025 ARC Population

Average Annual Percentage Increase

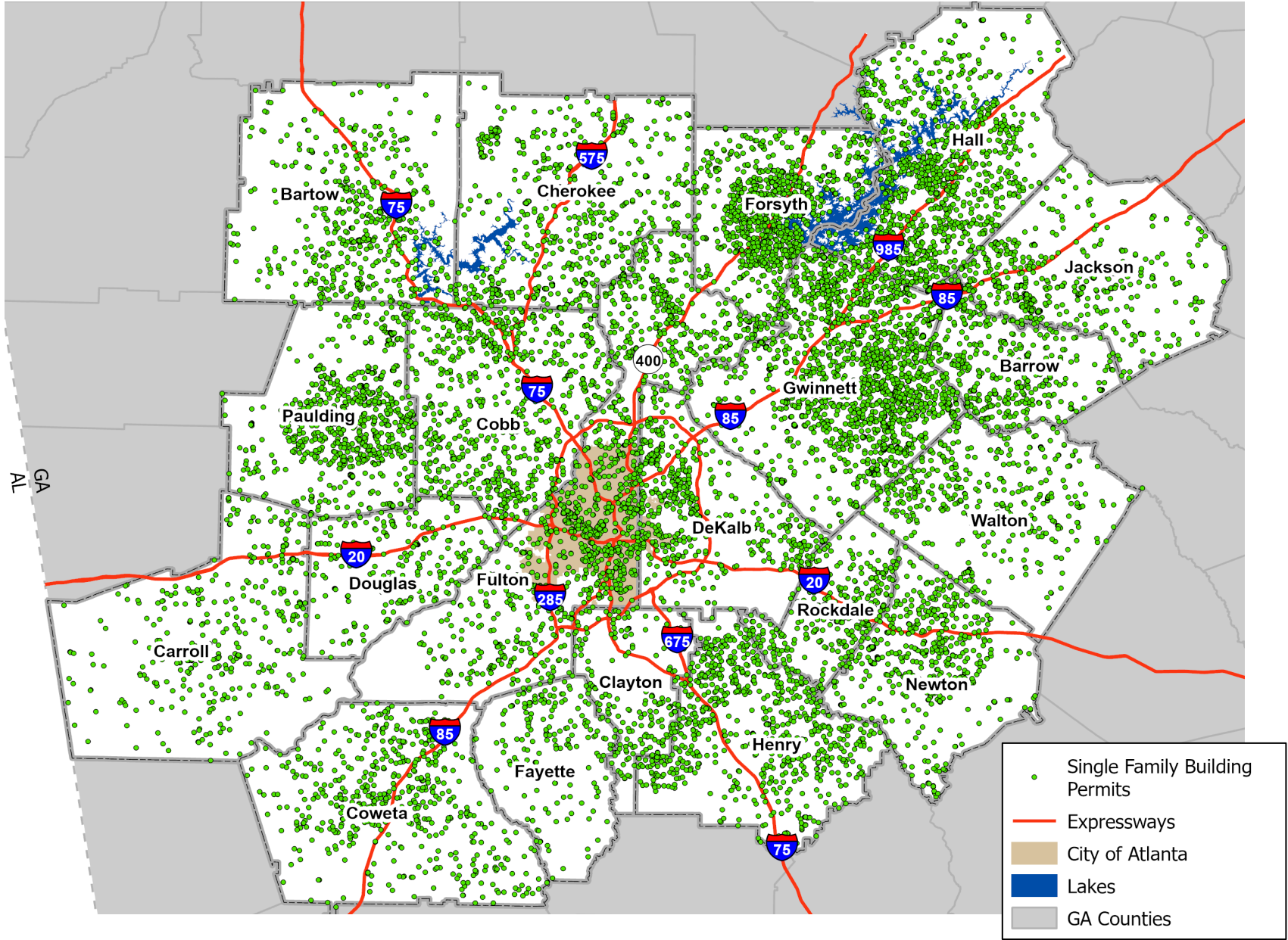
	1980 to 1990	1990 to 2000	2000 to 2010	2010 to 2020	2020 to 2025
Atlanta Region	3.1	3.1	2.0	1.5	1.2
Cherokee	5.8	4.5	4.2	2.2	2.4
Clayton	2.0	2.5	0.9	1.4	0.6
Cobb	4.3	3.0	1.2	1.1	0.8
DeKalb	1.4	1.9	0.4	1.0	0.6
Douglas	2.8	2.5	3.7	0.9	1.3
Fayette	8.0	3.8	1.6	1.1	1.2
Forsyth	4.7	8.4	6.0	3.7	2.3
Fulton	1.3	2.0	1.2	1.5	1.4
Gwinnett	7.9	5.1	3.2	1.7	1.4
Henry	5.0	7.3	5.5	1.7	2.1
Rockdale	4.0	2.6	2.0	0.9	1.0
City of Atlanta	-0.2	0.0	0.1	1.7	1.7

The Estimates: 2025 ARC Population

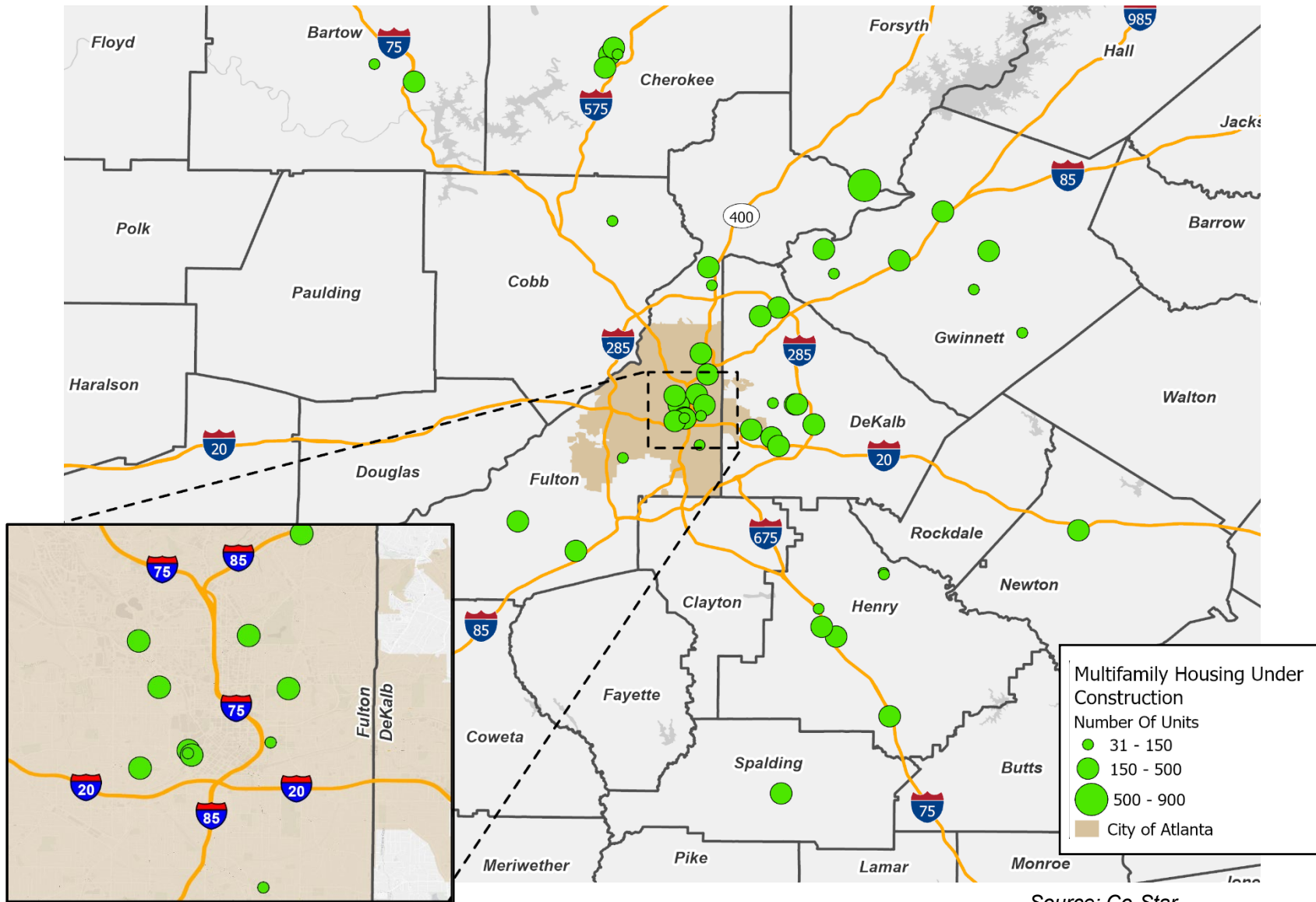
	Average Annual Change <u>21-22</u> rank		Percent Change <u>21-22</u> rank		Average Annual Change <u>22-23</u> rank		Percent Change <u>22-23</u> rank		Average Annual Change <u>23-24</u> rank		Percent Change <u>23-24</u> rank		Average Annual Change <u>24-25</u> rank		Percent Change <u>24-25</u> rank	
Atlanta Region	64,940		1.3%		66,730		1.3%		62,700		1.2%		64,400		1.23%	
Cherokee	6,890	4	2.5%	3	7,120	3	2.5%	1	5,400	4	1.9%	1	7,100	3	2.43%	2
Clayton	2,200	9	0.7%	9	1,030	11	0.3%	11	900	10	0.3%	11	2,400	8	0.79%	7
Cobb	6,900	3	0.9%	8	6,100	4	0.8%	9	6,700	3	0.9%	8	3,700	6	0.47%	10
DeKalb	5,430	7	0.7%	10	4,420	7	0.6%	10	4,000	7	0.5%	10	3,100	7	0.40%	11
Douglas	3,060	8	2.1%	4	1,400	10	0.9%	8	2,400	8	1.6%	4	1,100	9	0.72%	8
Fayette	2,000	10	1.7%	5	1,600	9	1.3%	7	1,100	9	0.9%	7	900	10	0.72%	9
Forsyth	6,620	5	2.6%	2	5,800	5	2.2%	2	4,400	6	1.6%	3	6,700	4	2.43%	1
Fulton	11,200	2	1.0%	7	18,500	1	1.7%	5	17,400	1	1.6%	5	18,800	1	1.67%	4
Gwinnett	13,460	1	1.4%	6	13,510	2	1.4%	6	14,900	2	1.5%	6	15,200	2	1.50%	5
Henry	6,600	6	2.7%	1	5,300	6	2.1%	3	4,750	5	1.8%	2	4,600	5	1.75%	3
Rockdale	580	11	0.6%	11	1,950	8	2.1%	4	750	11	0.8%	9	800	11	0.82%	6
City of Atlanta	5,070		1.0%		14,300		2.8%		10,800		2.1%		10,600		1.99%	
in DeKalb	410		1.0%		1,150		2.8%		867		2.1%		851		1.99%	
in Fulton	4,660		1.0%		13,150		2.8%		9,933		2.1%		9,749		1.99%	



Single-Family Housing Building Permits in the Atlanta Region, 2024



Multifamily Housing Building Permits Under Construction 2024 through Q1 2025



Source: Co-Star

Media Message(s)



Metro Atlanta Shows Signs Of Cooling Off

Growth magnet logs population decline as residents seek smaller, cheaper cities

By CAMERON McWHIRTER
AND KONRAD PUTZIER

ATLANTA—Since the invention of air conditioning, Atlanta has known one constant: growth. The region is finally cooling off.

Census data show more people from within the U.S. left metro Atlanta than moved to it during the 12 months that ended in mid-2024. It was a modest decline, about 1,300 people. But it heralds a significant moment for the longtime growth magnet: This is the first time metro Atlanta lost domestic migrants since the Census Bureau started detailing these numbers three decades ago.

There are other signs the city is losing its edge, including weak hiring among local employers and higher-than-average office vacancies. A 623-unit apartment complex in the city's Buckhead neighborhood—a building once famous for an electronic sign that counted Atlanta's expanding population—went into foreclosure last year.

rent in their Atlanta-area townhouse. Since 1950, the region's population has mushroomed almost 10-fold to 6.3 million and sprawled across 29 counties. The region averaged a net gain of about 55,000 domestic newcomers in the five years before Covid hit.

The latest census metro-area estimates, which cover the 12 months ended June 30, 2024, still show a growing Atlanta region overall. That is because births outnumber deaths there, and because of what had been surging international immigration before President Trump took office.

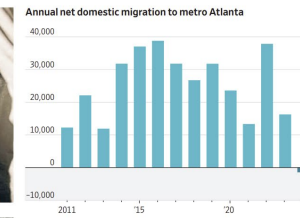
But when it comes to domestic migration, Atlanta is losing a long-running source of economic strength. This risks making the area less appealing for companies seeking big pools of skilled workers, said Mark Seeley, who advises companies on corporate relocation for the real-estate brokerage CBRE.

The last several years have been a dynamic time for migration in Sunbelt metros. Many including Atlanta saw temporary surges in domestic newcomers during the height of Covid. That boom didn't last long, and growth has slowed notably in its wake.

Data from the Bank of Amer-



Rush-hour traffic in downtown Atlanta, above. Adelia Fish says she and her husband, DeJuan McBurnie, below, moved to Chattanooga, Tenn., from Atlanta for a more affordable lifestyle. The Holder family, bottom, left suburban Smyrna, Ga., for their hometown of Greenville, S.C., after feeling priced out of the Atlanta metro area.



Census data show more people from within the U.S. left metro Atlanta than moved to it during the 12 months that ended in mid-2024.

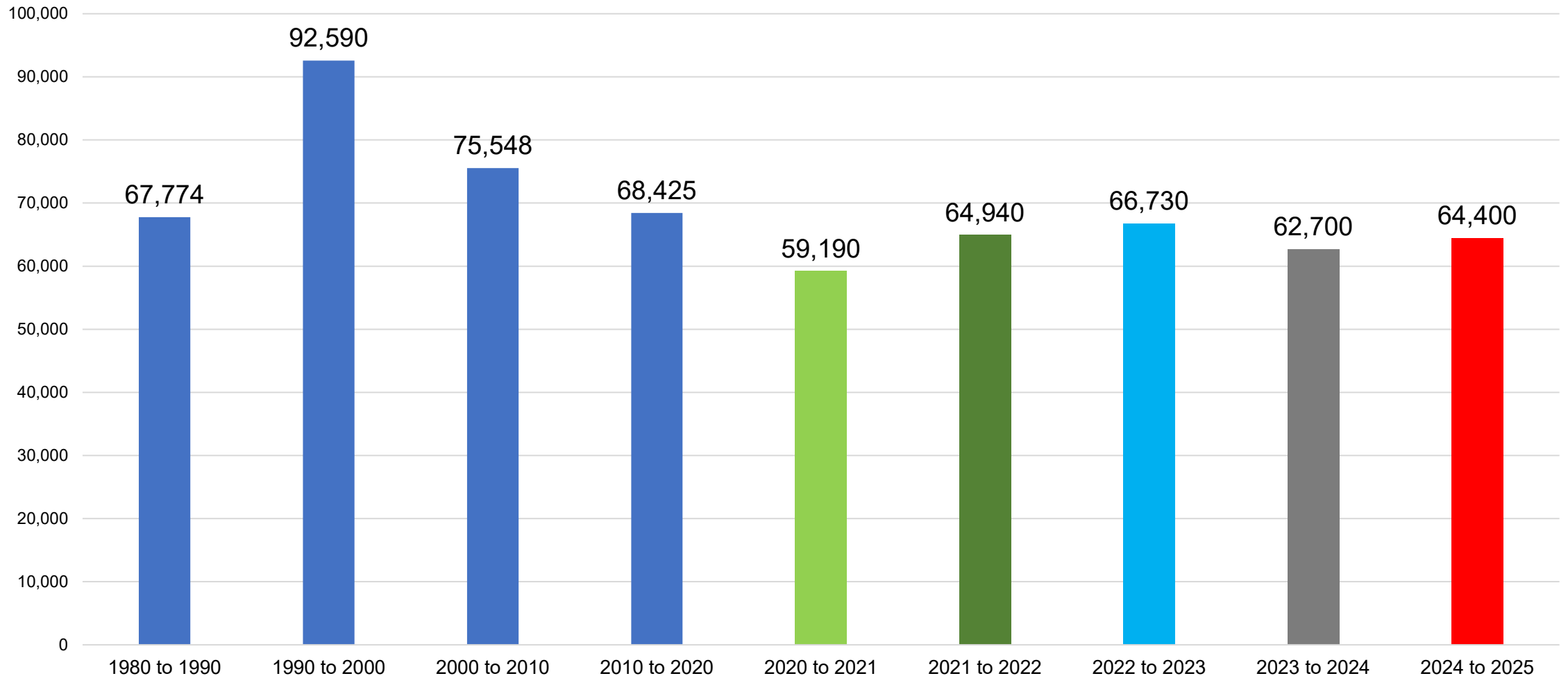
Surging housing costs and endless traffic are pushing people to choose smaller, cheaper cities instead, and this is starting to shift the balance of power in the southern U.S. These movers still include people who are leaving pricey northern cities, but also include people giving up on large southern metros like Atlanta.

A quarter of Atlanta's office space sits vacant, according to brokerage Cushman & Wakefield. That is well above the national average of 20.8%. In 2023, Microsoft indefinitely halted what had been a planned 90-acre, 15,000-employee campus on Atlanta's Westside.

Losing people is unfamiliar territory in Atlanta. Since 1950, the region's population has mushroomed almost 10-fold to 6.3 million and sprawled across 29 counties, creating the nation's eighth-largest metro area. **See less**

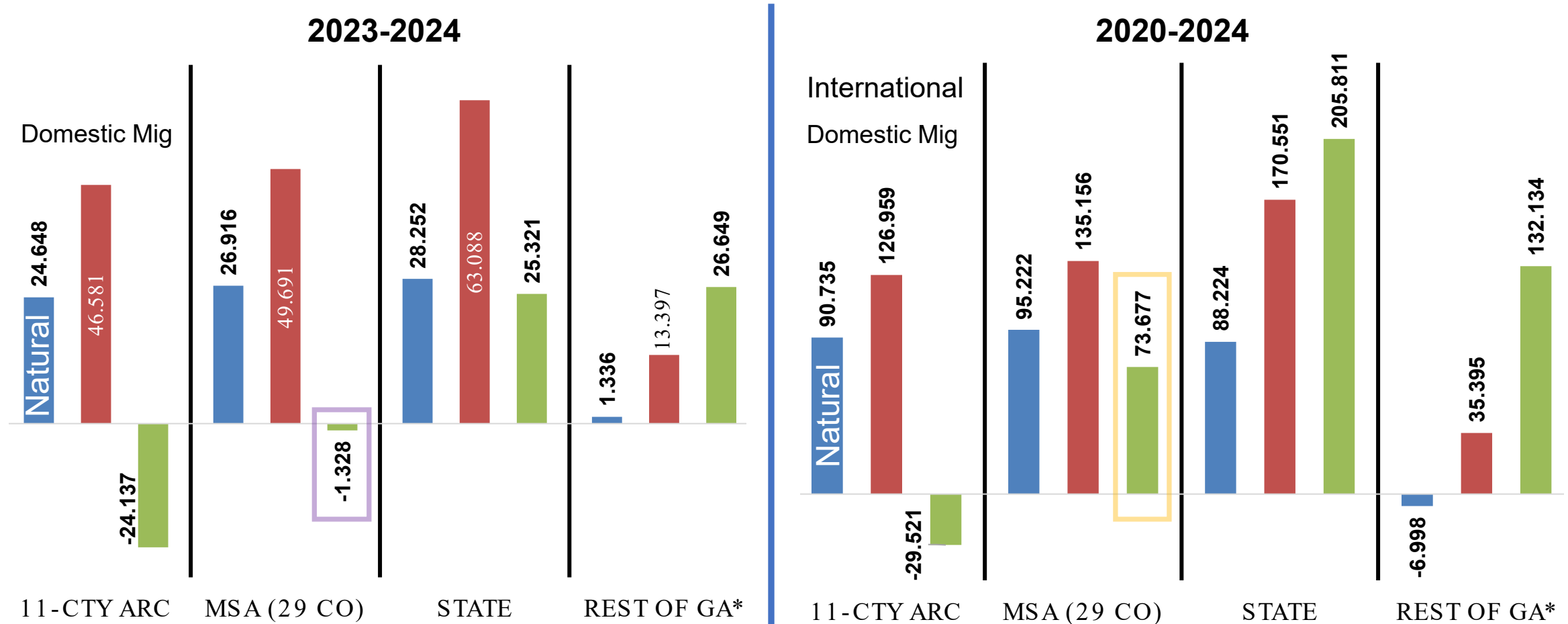
Average Annual Growth by Time Period

11-County ARC Region: Average Annual Population Change by Period

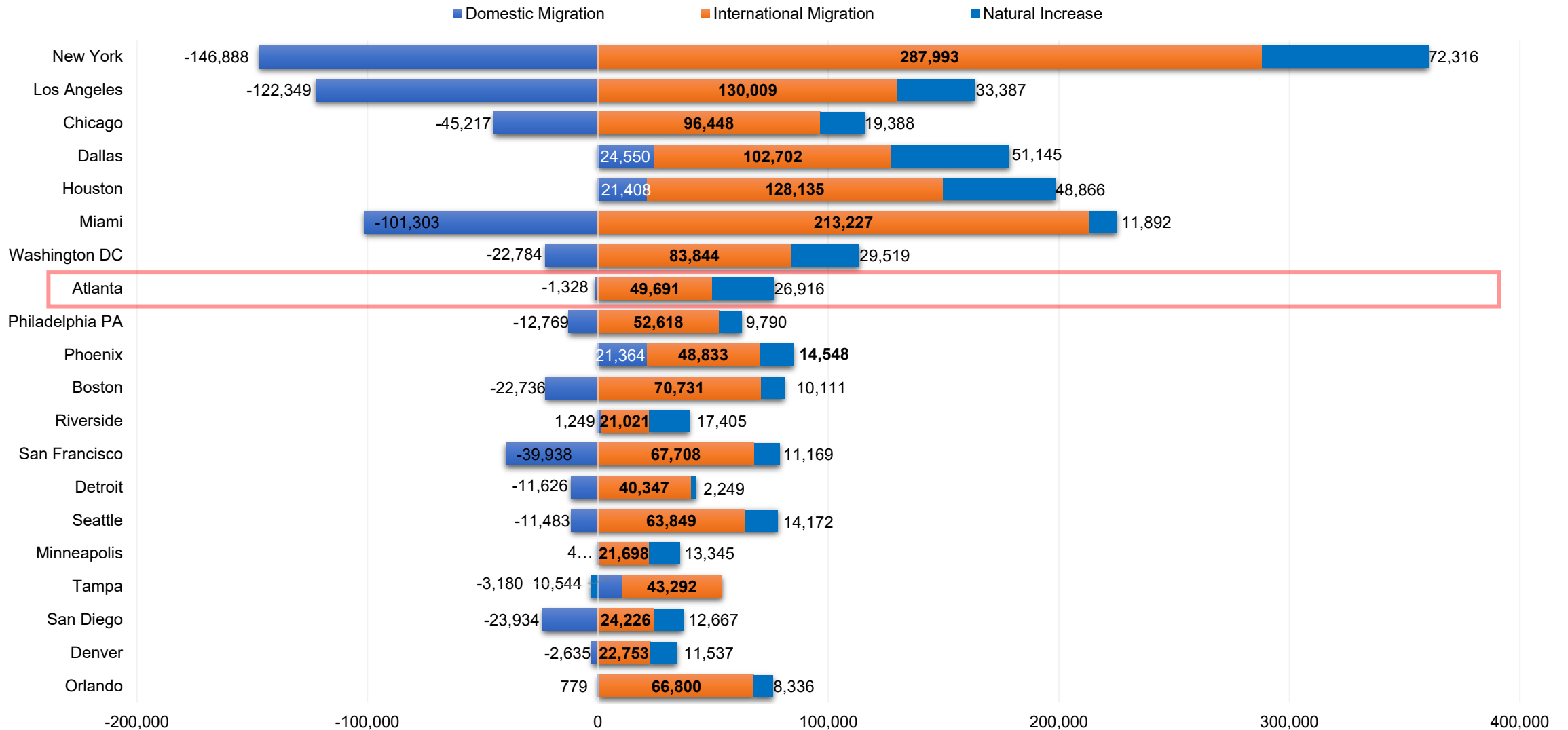


Census Bureau Growth by Components 2020-2024

Yes, net domestic migration is negative (*barely*) for our MSA for 2023-2024 (see below, left); that is *driven entirely by drops in the core 5 counties of the MSA*...net domestic migration is positive 2023-24 for other areas within the MSA, and the total change is +75K. For the period of 2020-2024, net domestic migration is (very) positive for the MSA

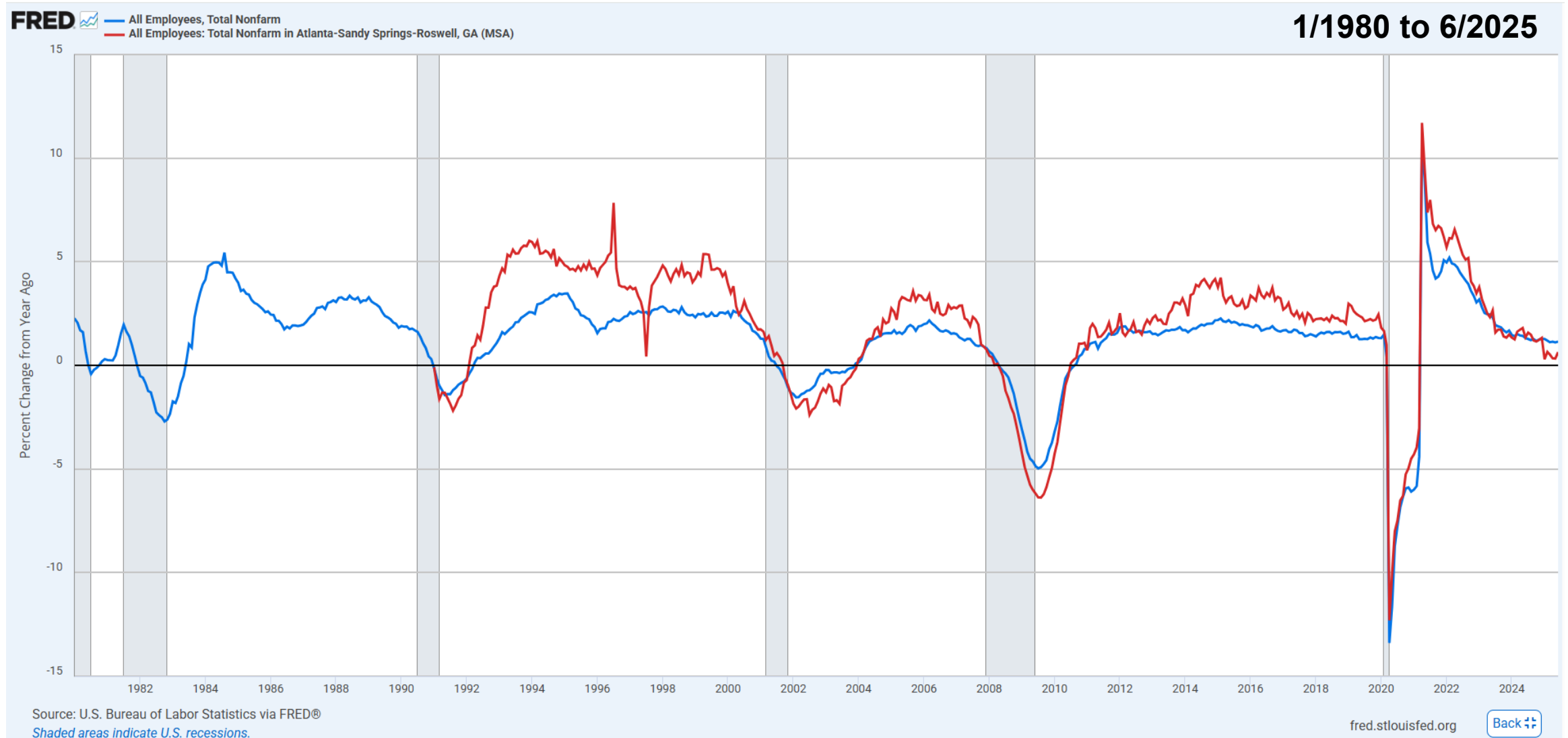


Domestic Migration Down 2023-2024



Atlanta MSA & US Employment Change

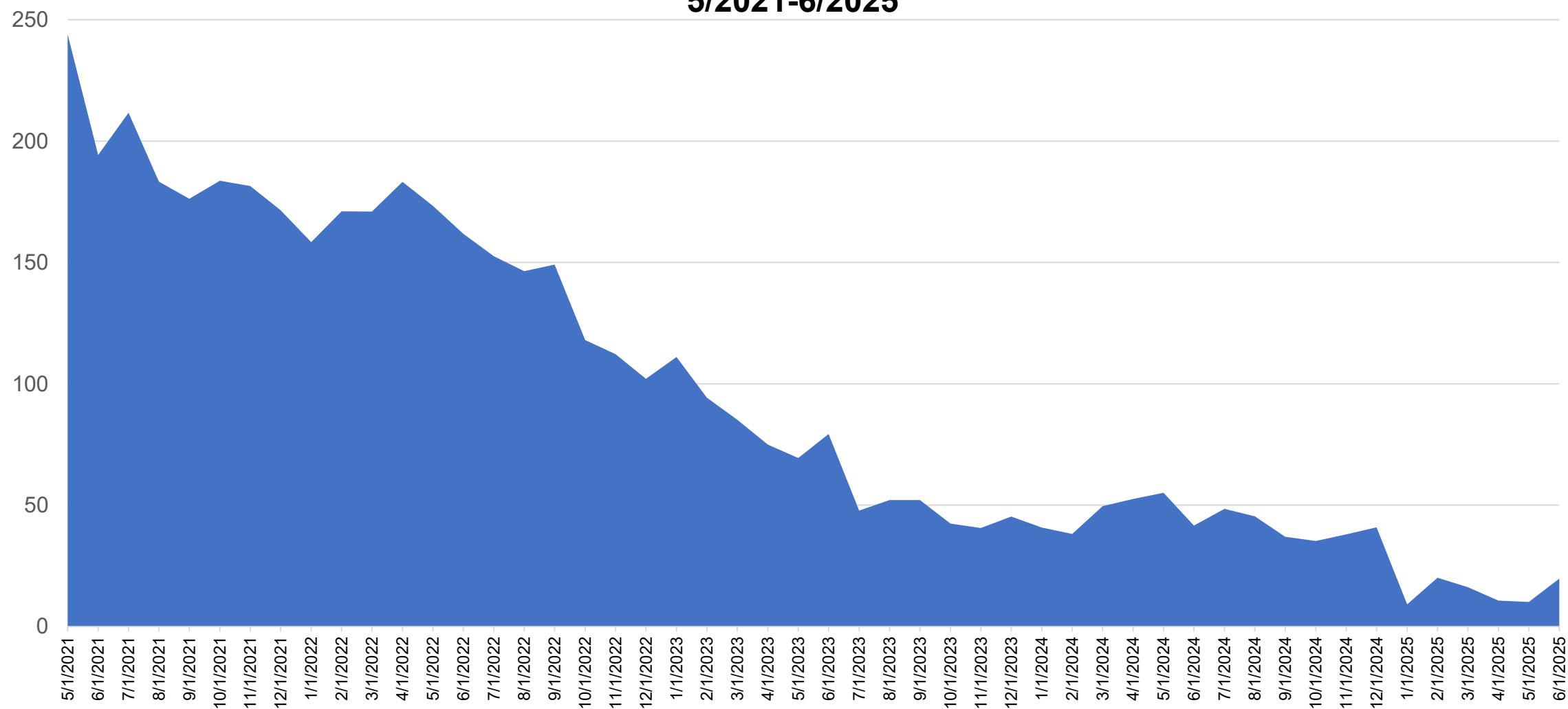
(Year over Year Percentage Change)



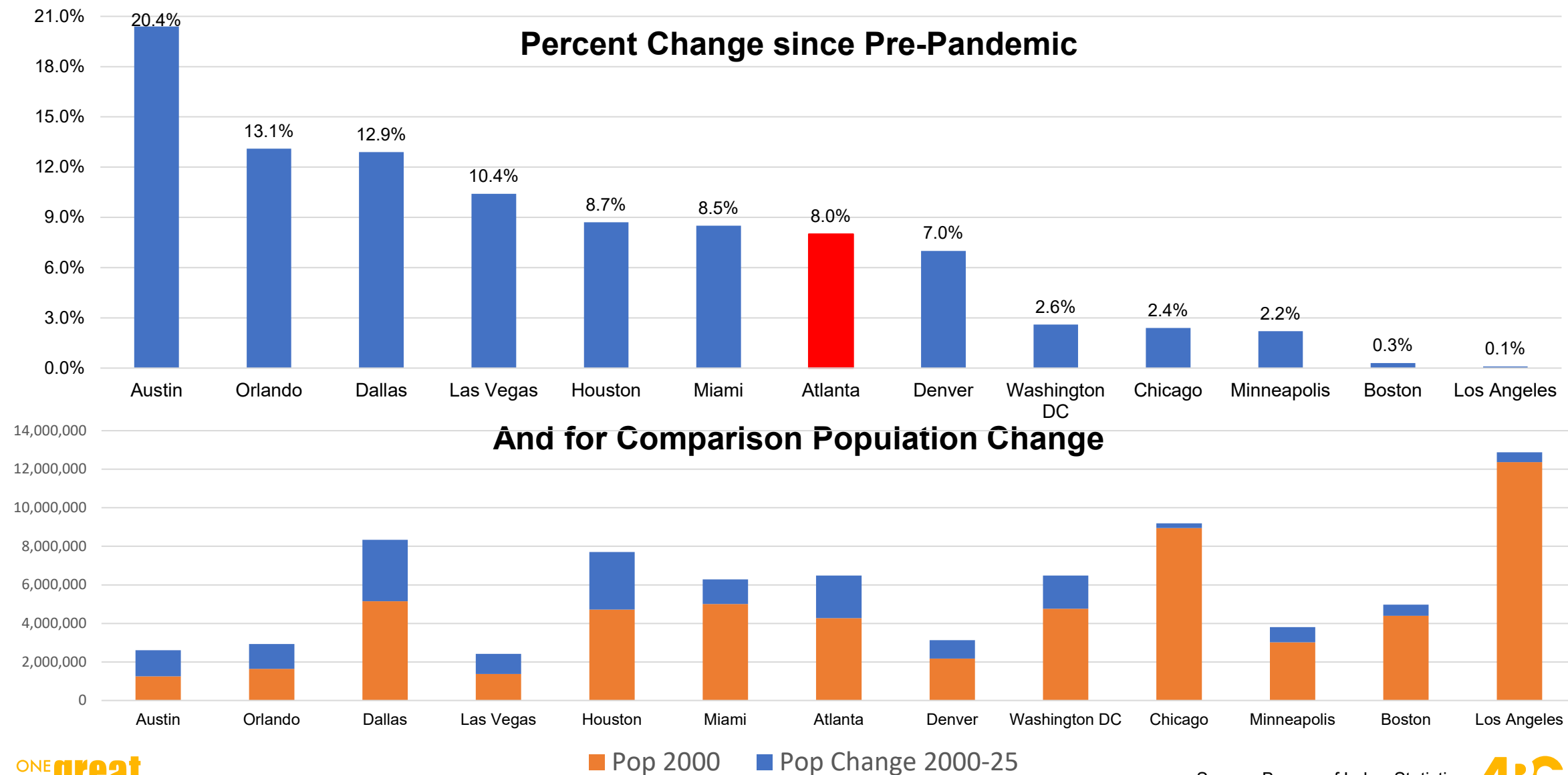


Atlanta MSA Year Over Year Job Change

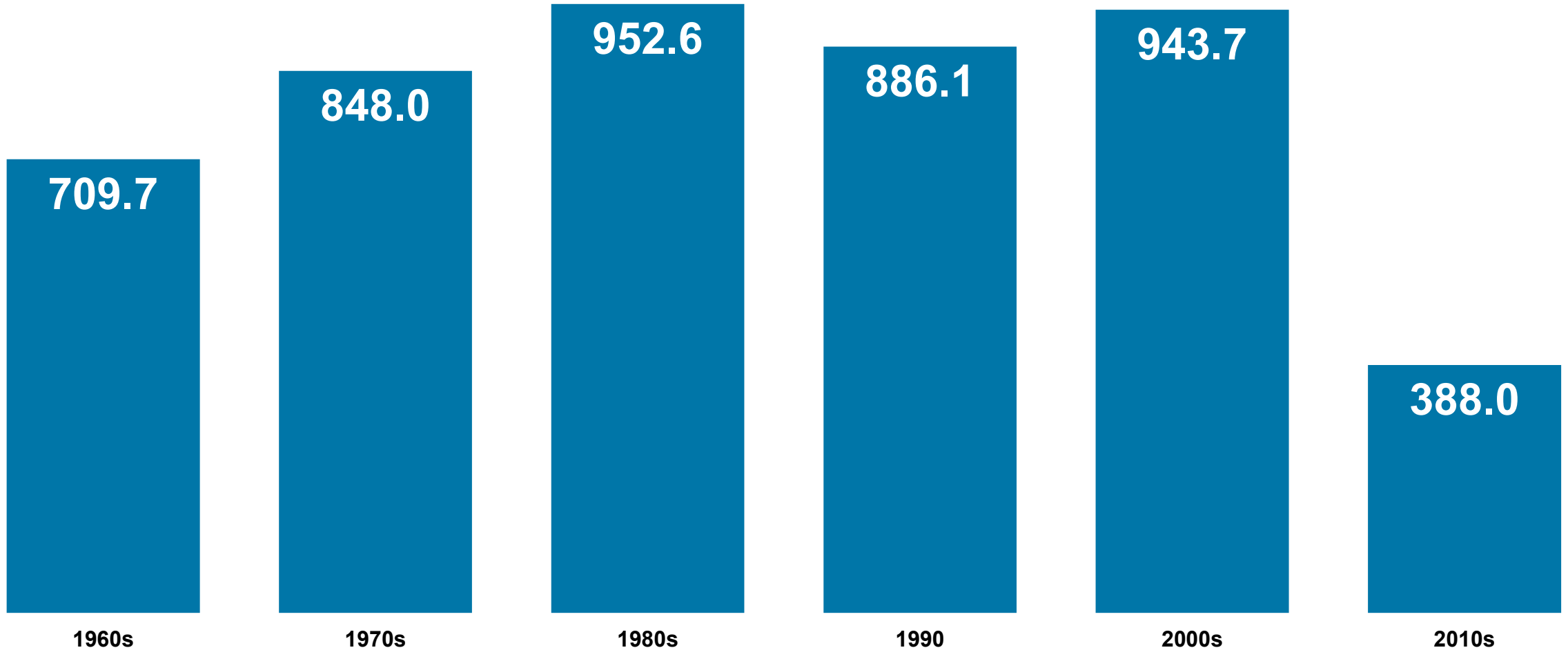
5/2021-6/2025



Job Recovery from Pandemic (Feb 2020 – May 2025)

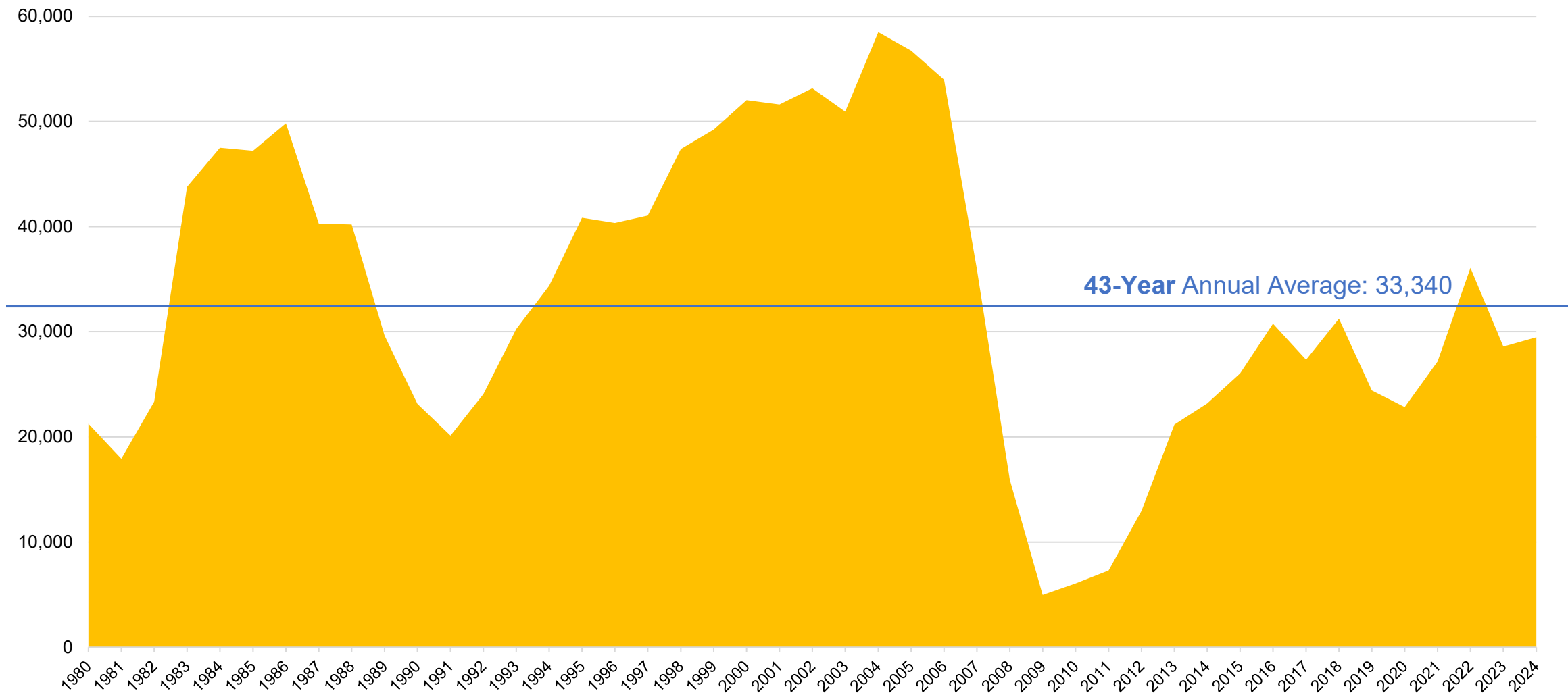


Average Annual Residential Permits per 100K Population (Georgia)





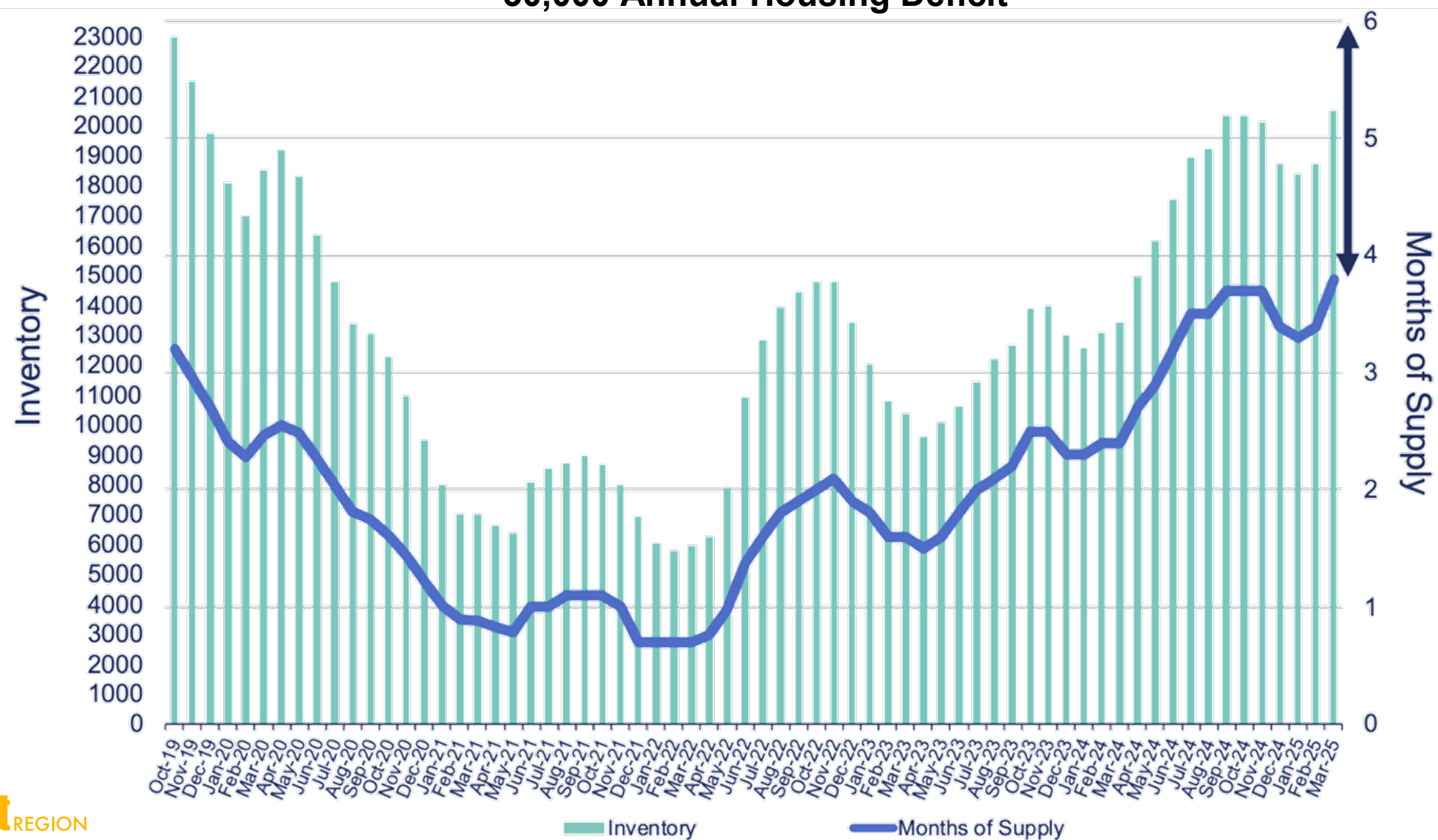
Supporting Facts: Building Permits – Long View





Inventory and Months of Supply Trending (Atlanta)

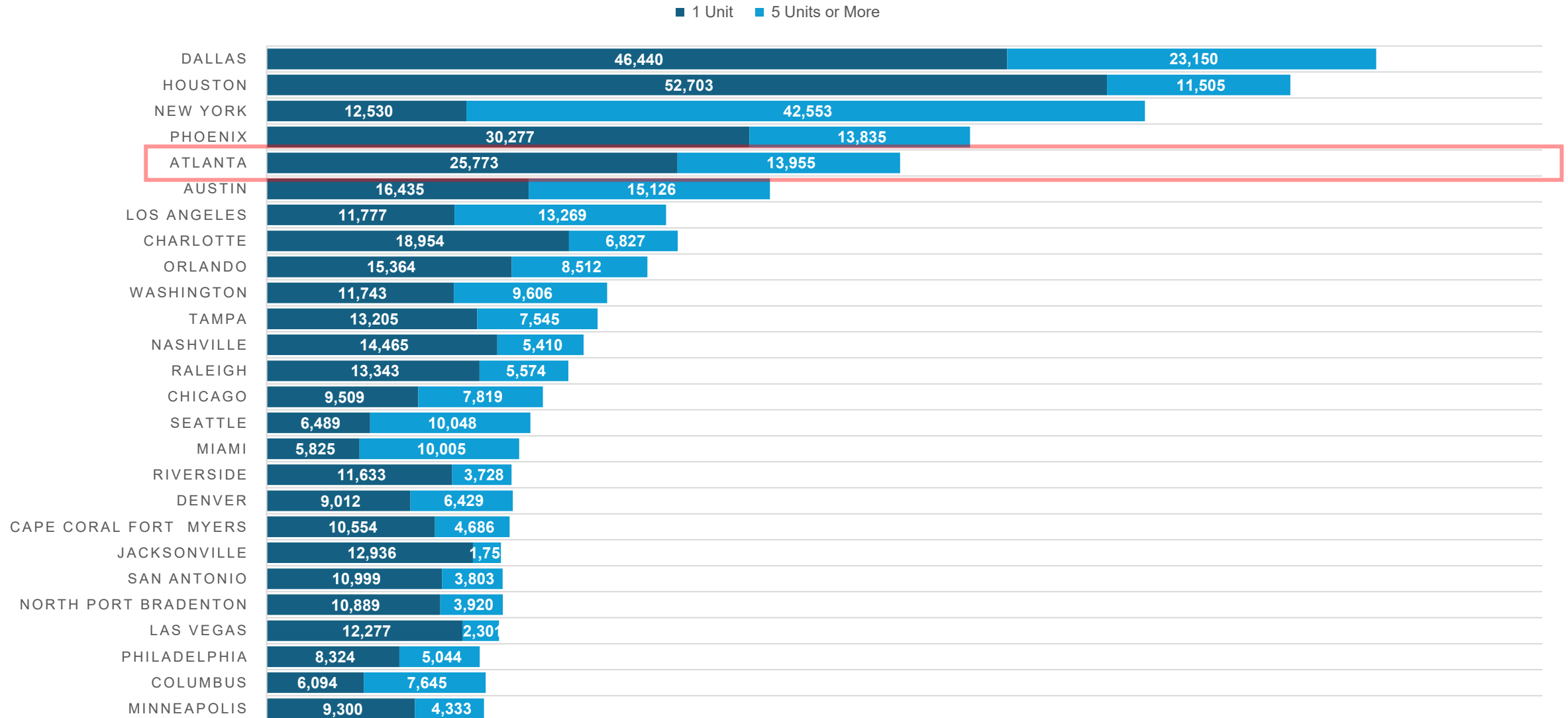
30,000 Annual Housing Deficit





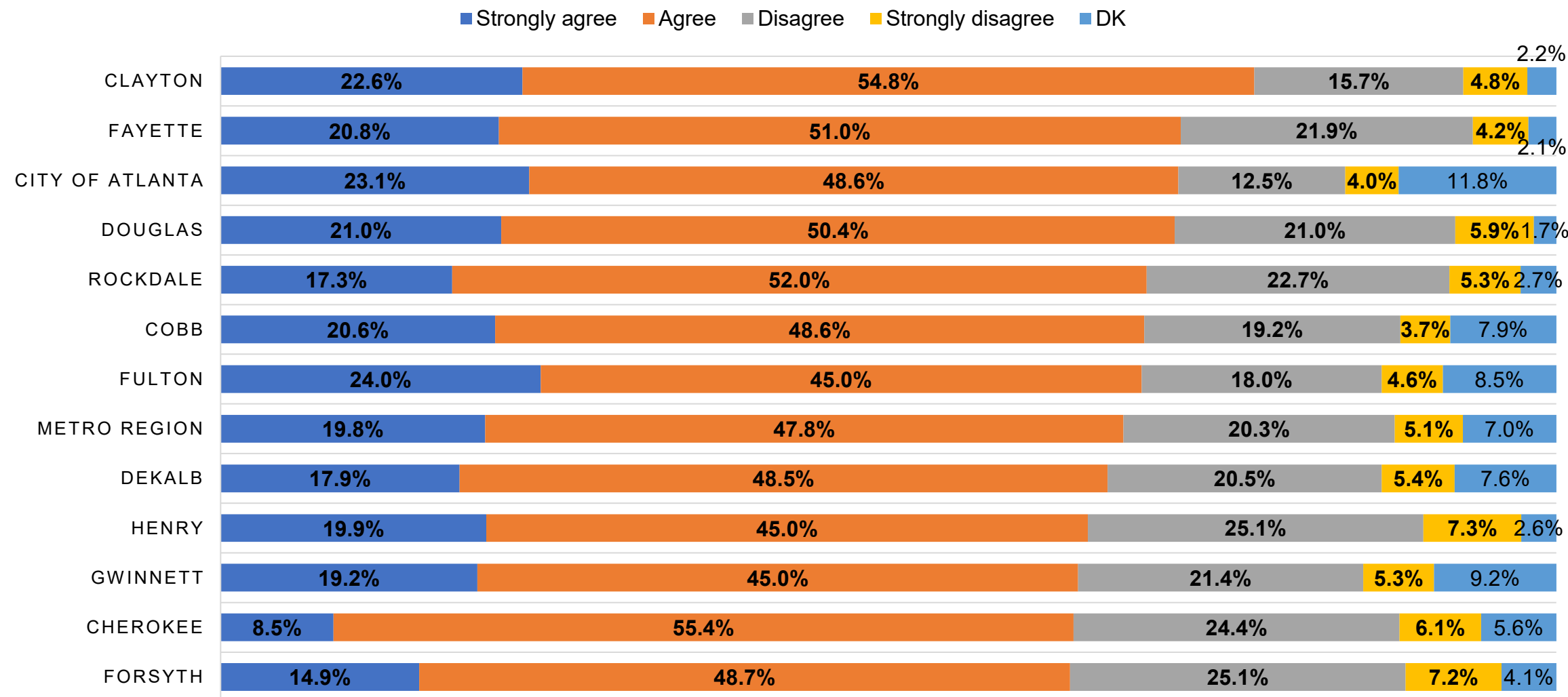
2024 Metropolitan Area Building Permits

(1 Unit & 5 or More)



Population Growth's Importance

“Being a leading area for population growth is critical for our region’s economy”



Summing Up

- We're still growing
- We are facing challenges to growth
 - Like, well, everyone everywhere
- We are very well positioned, relative to other “peer” areas, for growth
- We have to plan more, now (than we have before), to get the growth that we want