

Atlanta, Georgia

Background

When you think of the South, you may imagine antebellum gentility. Atlanta, however, was borne of a rough and tumble past: first as a natural outgrowth of a thriving railroad network in the 1840s; and second, as a resilient go-getter that proudly rose again above the rubble of the Civil War.

Blanketed over the rolling hills of the Piedmont Plateau, at the foot of the Blue Ridge Mountains, Georgia's capital stands 1,000 feet above sea level. Atlanta is located in the northwest corner of Georgia where the terrain is rolling to hilly, and slopes downward to the east, west, and south.

Atlanta proper begins at the "terminus," or zero mile mark, of the now defunct Western and Atlantic Railroad Line. However its metropolitan area, comprising 20 counties that include Fulton, DeKalb, and Clayton, extends as far as 30 miles from its origin. Atlanta's Chamber of Commerce calls its city, "The City Without Limits."

Atlanta's diversified economy allows for employment in a variety of sectors such as manufacturing (transportation, equipment, and textiles), retail, and government. More than 700 of the Fortune 1,000 companies have operations in Atlanta, with 25 of them headquartered there, including Cable News Network, Coca-Cola, and The Center for Disease Control.

These accomplishments are the result of an involved city government that seeks to work closely with its business community. This may be largely due to a change in its charter in 1974, when greater administrative powers were vested in the mayoral office, and when the city inaugurated its first black mayor.

As middle class residents, both white and black, continue to move to the suburbs separating themselves from Atlanta's old downtown, the city faces the complex issue of where it plans to move as an urban center in light of the conflict between the city and its surroundings.

While schools in the city remain predominantly black, and schools in its suburbs predominantly white, Atlanta can still boast of a racially progressive climate. The Martin Luther King, Jr. Historic District, Auburn Avenue, a street of black middle-class enterprises, and a consortium of black colleges that includes Morehouse College and the Interdenominational Theological Center testify to the city's appreciation for a people who have always been one-third of Atlanta's population.

The Appalachian chain of mountains, the Gulf of Mexico, and the Atlantic Ocean influence Atlanta's climate. Temperatures are moderate throughout the year. Prolonged periods of hot weather are unusual and 100-degree heat is rarely experienced. Atlanta winters are mild with a few, short-lived cold spells. Summers can be humid.

Rankings

- Atlanta was ranked #33 out of 354 metro areas in *Places Rated Almanac*. Criteria: cost of living; climate; crime; transportation; job outlook; education; the arts; health care; and recreation. *Places Rated Almanac, Millennium Edition, 2000*
- *Ladies Home Journal* ranked America's 200 largest cities based on the qualities women surveyed care about most. Atlanta ranked #130 out of 200. Criteria: crime; lifestyle; education; jobs; health; child care; politics; and the economy. *Ladies Home Journal Online, "The Best Cities for Women 2001"*
- The Atlanta metro area was selected as one of "America's Best Places to Live and Work 2001" by *Employment Review*. The area ranked #10 out of 20. Criteria: unemployment rate; projected job growth; cost of living; and industry specific data. *Employment Review, www.bestjobsusa.com*
- The Atlanta metro area was selected as one of America's "Best Places to Live and Work" by *Expansion Management* and rated as a "Four-Star Community." The annual "Quality of Life Quotient" measures nearly 50 indicators and compares them among the 329 metropolitan statistical areas in the United States. *Expansion Management, May 2001*
- Atlanta appeared on *Ebony's* list of the "10 Best Cities for Black Women." Criteria: lifestyle; safety; culture; and professional outlook. *Ebony, March 2000*
- Atlanta appeared on *Black Enterprise's* list of the "Top Ten Cities for African-Americans to Live, Work, and Play." The city was ranked #3, based on responses from 4,239 online survey respondents who ranked 21 quality-of-life factors. *Black Enterprise, July 2001*
- *Forbes* ranked the 40 most populous metro areas in the U.S. in terms of the best places to be single. The Atlanta metro area was ranked #5. Criteria: number of single people; number of nightclubs, bars and restaurants; number of museums, sports teams, and live theatres; university population; job growth; cost of living; and *Forbes* "buzz" factor (public perception). *Forbes, May 8, 2001*
- *Natural Health* ranked the 50 largest urban areas, according to 37 criteria, in terms of "America's Healthiest Cities." The Atlanta metro area ranked #45. Criteria: amenities; physical health; environment; and happiness. *Natural Health, April 2001*
- Atlanta was ranked #38 out of 100 cities surveyed in *Child* magazine's ranking of the "Best Cities for Families." Criteria: number of pediatricians per capita; proximity to a children's hospital; immunization rates; infant mortality rate; air quality; water quality; school spending; pupil-teacher ratio; availability of parks/green space; nearby recreational opportunities; average commute time; number of sunny days; average cost of a 3-bedroom home; unemployment rate; future job growth; crime rate; percentage of children under 5; mandated minimum child care ratios. *Child, April 2001*
- *Zero Population Growth* ranked 239 cities in terms of children's health, safety, and economic well-being. Atlanta was ranked #25 out of 25 major cities (main city in a metro area with population of greater than 2 million) and was given a grade of C-. Criteria: total population and population growth; percent of population under 18 years of age; number of children's museums; health improvement grade; percent of births to teens; percent of low birthweight births; infant mortality rate; number of Title X-funded clinics; average SAT/ACT scores; average elementary and secondary class size; crime rate; unemployment rate; percent affordable homes; number of bad air days; park acres per 1000 persons; library circulation per child; and children's program attendance counts. *Zero Population Growth, Kid Friendly Cities Report Card 2001*
- The Atlanta metro area was selected by *Yahoo! Internet Life* as one of "America's Most Wired Cities...and Towns." The area ranked #16 out of 87. Criteria: home and work net use; user sophistication; domain density; and available content. *Yahoo! Internet Life, April 2001*
- Scarborough Research measured the number of Cyber Shoppers (those who have Internet access at home or at work and have purchased goods or services online) among adults in 64 leading U.S. markets. The Atlanta DMA (Designated Market Area) was ranked #9 out of 64. *Scarborough Research, 2000 Scarborough Report Release 1*

- *The Sporting News* ranked over 300 U.S. and Canadian metro area in terms of their sports' climate. Atlanta ranked #12 out of 322. Criteria include: championships; playoff berths; regular-season records; applicable power ratings; fan fervor and knowledgeability; number of teams; stadium quality, accessibility and ambiance; ticket availability; and marquee appeal of athletes. *The Sporting News Online, "Best Sports Cities 2001"*
- A study by Syracuse University graded the municipal governments of the nation's 35 largest cities in terms of revenues, from A to F on five management criteria: finances; human resources; capital; information technology; and results. Atlanta received an overall grade of C+. *Syracuse University, Maxwell School of Citizenship and Public Affairs' Government Performance Project, January 2000*
- The Atlanta metro area was selected as one of "America's 50 Hottest Cities for Business Relocation and Expansion." The area ranked #1 out of 50. Criteria: business environment; work force quality; operating costs; incentive programs; worker training programs; and ease of working with local officials. *Expansion Management, January 2001*
- Atlanta was cited as one of America's "Top Ten U.S. Cities for Domestic Corporate Relocation." The area ranked #2 out of 10. The rankings are based on the number of relocating employees transferring within the U.S. in 1999. *Cendant Mobility, June 22, 2000*
- The Atlanta metro area was cited as one of America's "Top 25 High-Tech Cities." The area ranked #25 out of 25. *Expansion Management, January 2001*
- The Atlanta metro area was cited as one of America's "Most Valuable Places" by *Plant Sites and Parks* magazine. Each year *PSP* readers rank the metro areas they consider best bets for their companies to relocate to or expand in the coming year. The area ranked #6 out of 10. *Plant Sites and Parks, February/March 2001*
- The Atlanta metro area was selected as one of the "Top 40 Real Estate Markets" for expanding or relocating businesses." The area ranked #35 out of 40 metro areas. Criteria: rental costs; purchase prices; and vacancy rates of office and warehouse space. *Expansion Management, August 2001*
- The Atlanta metro area appeared on *Forbes/Milken Institute* list of "Best Places for Business and Career." Rank: #16 out of 200 metro areas. Criteria: salary growth; job growth; number of technology clusters; overall concentration of technology activity relative to national average; and technology output growth. *www.forbes.com, Forbes/Milken Institute Best Places 2001*
- The Atlanta metro area appeared on *Entrepreneur* magazine's list of the "Best Cities for Entrepreneurship". The area ranked #7 out of 61 in the large city category. Criteria: entrepreneurial activity; small-business growth; economic growth; and risk. *Entrepreneur, October 2001*
- The Atlanta metro area appeared on *Inc.* magazine's list of the "50 Best Large Metro Areas to Start and Grow a Company". The area ranked #3. Criteria: Significant Starts (firms started in the last 10 years that still employ at least 5 people) and Young Growers (firms 10 years old or less that grew significantly during the last 4 years). *Inc., December 1, 2000*
- The Atlanta metro area appeared on *IndustryWeek's* fourth annual World-Class Communities list. It ranked #15 out of 315 metro areas. Criteria: MSA Gross Metropolitan Product (GMP) per manufacturing employee; and MSA percent share of U.S. manufacturing Gross Domestic Product (GDP). *IndustryWeek, April 16, 2001*
- The Atlanta metro area appeared on *Sales & Marketing Management's* list of "Best Places in Which to do Business Next Year." The area ranked #6 out of 20. Criteria: housing starts; projections for retail sales and effective buying income in a certain market; unemployment rates; corporate tax rates; and a good mix of representative industries in the market. *Sales & Marketing Management, November 2000*

- ING Group ranked the 125 largest metro areas according to the general financial security of residents. The Atlanta metro area was ranked #26 out of 125. Criteria: Earnings and Wealth Potential (household income, education, net assets, cost of living); Safety Net (health insurance, retirement savings, life insurance, income support programs); Personal Threats (unemployment rate, low-income households, crime rate); Community Economic Vitality (cost of community services, job quality, job creation, housing costs). *ING Group, "The Best Cities to Earn and Save Money: A Ranking of the Largest 125 U.S. Cities," 2001 Edition*

Business Environment

EXPORTS

Total Export Sales

Area	1996 (\$000)	1997 (\$000)	1998 (\$000)	1999 (\$000)	% Chg. 1996-99	% Chg. 1998-99
MSA ¹	5,891,451	6,604,616	7,904,635	7,574,503	28.6	-4.2
U.S.	622,827,063	687,597,999	680,474,251	692,820,627	11.2	1.8

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: U.S. Department of Commerce, International Trade Association, Metropolitan Area Exports: An Export Performance Report on Over 250 U.S. Cities, November, 2000

CITY FINANCES

City Government Finances

Component	1998-99 (\$000)	1998-99 (\$ per capita)
Total Revenues	1,313,940	3,252,327
Total Expenditures	1,355,315	3,354,740
Debt Outstanding	1,612,025	3,990,161
Cash and Securities	2,746,051	6,797,156

Source: U.S. Census Bureau, Government Finances 1998-99, September 2001

City Government Expenditures by Function

Function	1998-99 (\$000)	1998-99 (\$ per capita)	1998-99 (%)
Education	0	0	0.0
Libraries	0	0	0.0
Public Welfare	934	2,312	0.1
Hospitals	0	0	0.0
Health	0	0	0.0
Highways	41,815	103,502	3.1
Air Transportation	209,166	517,738	15.4
Police Protection	108,051	267,453	8.0
Fire Protection	62,255	154,097	4.6
Sewerage	116,360	288,020	8.6
Solid Waste Management	31,950	79,084	2.4
Parks and Recreation	63,213	156,468	4.7
Housing and Community Development	6,918	17,124	0.5
Governmental Administration	76,239	188,710	5.6
Interest on General Debt	97,710	241,856	7.2
Utility and Liquor Store	201,024	497,584	14.8
Employee Retirement	137,830	341,163	10.2
Other	201,850	499,629	14.9

Source: U.S. Census Bureau, Government Finances 1998-99, September 2001

City Government Revenue by Source

Source	1998-99 (\$000)	1998-99 (\$ per capita)
General Revenue		
From Federal Government	58,096	143,802
From State Government	9,794	24,243
From Local Governments	86,274	213,550
Taxes		
Property	96,824	239,663
General Sales	0	0
Selective Sales	92,079	227,918
Income	0	0
All Other Taxes	43,823	108,473
Current Charges	496,300	1,228,465
Miscellaneous	186,898	462,619
Utility and Liquor Store	93,100	230,446
Employee Retirement	150,752	373,149

Source: U.S. Census Bureau, Government Finances 1998-99, September 2001

Municipal Bond Ratings

Area	Moody's
City	n/a

Source: *Mergent Bond Record, October 2001*

POPULATION**Population Growth**

Area	1980 Census	1990 Census	2001 Estimate	2006 Projection	Population Growth (%)	
					1990-2001	2001-2006
City	423,865	394,017	422,841	434,160	7.3	2.7
MSA ¹	2,233,323	2,833,511	4,200,247	4,640,007	48.2	10.5
U.S.	226,545,805	248,765,170	284,002,368	296,112,288	14.2	4.3

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: *Claritas, Inc; 1990 Census of Population and Housing, Summary Tape File 3C*

Number of Households and Average Household Size

Area	1980 Census	1990 Census	2001 Estimate	2006 Projection	2001 Average Household Size
City	162,324	155,894	174,791	181,691	2.42
MSA ¹	789,576	1,056,929	1,604,477	1,786,527	2.62
U.S.	80,389,592	91,993,582	107,023,920	112,316,656	2.65

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: *Claritas, Inc; 1990 Census of Population and Housing, Summary Tape File 3C*

Race/Ethnicity of City Population

Race/Ethnicity	1990 Census		2001 Estimate		% Change 1990-2001
	Population	%	Population	%	
White, Non-Hispanic	119,183	30.2	134,072	31.7	12.5
Black, Non-Hispanic	263,235	66.8	258,741	61.2	-1.7
Asian, Non-Hispanic	3,261	0.8	8,761	2.1	168.7
Other, Non-Hispanic	698	0.2	1,799	0.4	157.7
Hispanic	7,640	1.9	19,468	4.6	154.8

Source: *Claritas, Inc; 1990 Census of Population and Housing, Summary Tape File 3C*

Race/Ethnicity of Metropolitan Statistical Area Population

Race/Ethnicity	1990 Census		2001 Estimate		% Change 1990-2001
	Population	%	Population	%	
White, Non-Hispanic	1,990,255	70.2	2,519,601	60.0	26.6
Black, Non-Hispanic	732,389	25.8	1,226,135	29.2	67.4
Asian, Non-Hispanic	49,313	1.7	151,836	3.6	207.9
Other, Non-Hispanic	7,236	0.3	18,387	0.4	154.1
Hispanic	54,318	1.9	284,288	6.8	423.4

Note: See Appendix A for areas included in the Metropolitan Statistical Area

Source: *Claritas, Inc; 1990 Census of Population and Housing, Summary Tape File 3C*

Ancestry

Area	German	Irish	English	Italian	U.S.	French	Polish	Dutch
City	6.2	5.3	8.1	1.0	4.3	1.5	0.8	0.5
MSA ¹	15.1	15.5	15.8	2.5	9.5	2.9	1.6	1.9
U.S.	23.3	15.6	13.1	5.9	5.3	4.2	3.8	2.5

Note: Figures are percentages and include multiple ancestry (e.g. if a person reported being Irish and Italian, they were included in both columns); (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: *1990 Census of Population and Housing, Summary Tape File 3C*

Median Age

Area	1990 Census	2001 Estimate
City	31.4	34.4
MSA ¹	31.4	35.0
U.S.	32.9	36.1

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: Claritas, Inc; 1990 Census of Population and Housing, Summary Tape File 3C

Male/Female Population

Area	Number of Males		Number of Females		Males per 100 Females	
	1990	2001	1990	2001	1990	2001
City	187,692	204,273	206,325	218,568	91.0	93.5
MSA ¹	1,378,144	2,049,059	1,455,367	2,151,188	94.7	95.3
U.S.	121,172,379	138,705,296	127,537,494	145,297,104	95.0	95.5

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included; 2001 data are estimates provided by Claritas, Inc.

Source: Claritas, Inc; 1990 Census of Population and Housing, Summary Tape File 3C

INCOME**Per Capita/Median/Average Income**

Area	Per Capita (\$)			Median Household (\$)			Average Household (\$)		
	1989	2001	% Chg.	1989	2001	% Chg.	1989	2001	% Chg.
City	15,279	27,391	79.3	22,275	38,390	72.3	37,881	65,940	74.1
MSA ¹	16,897	29,370	73.8	36,051	57,760	60.2	44,968	76,491	70.1
U.S.	14,420	23,622	63.8	30,056	45,030	49.8	38,453	61,904	61.0

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included; 1989 data is from the 1990 Census; 2001 estimates were provided by Claritas, Inc.

Source: Claritas, Inc; 1990 Census of Population and Housing, Summary Tape File 3C

Household Income Distribution

Area	Percent of Households Earning									
	Under \$5,000	\$5,000 -14,999	\$15,000 -24,999	\$25,000 -34,999	\$35,000 -49,999	\$50,000 -74,999	\$75,000 -99,000	\$100,000 -149,999	\$150,000 and up	
City	7.9	15.0	13.1	10.7	12.8	15.8	9.0	7.5	8.2	
MSA ¹	2.8	6.9	8.4	9.5	14.8	22.1	14.4	12.0	9.1	
U.S.	3.5	10.9	12.6	12.0	15.8	20.0	11.2	8.3	5.7	

Note: Figures are for the year 2001; (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: Claritas, Inc.

Poverty Rates by Age

Area	People of All Ages	People Under 18 Years Old	Related Children Age 5-17 in Families in Poverty
Fulton County	18.3	29.8	27.5
U.S.	13.3	19.9	18.4

Note: Figures show the percent of people living below the poverty line in 1997. The average poverty threshold was \$16,400 for a family of four in 1997

Source: Bureau of the Census, Small Area Income and Poverty Estimates Program, November 2000

BANKRUPTCIES**Personal Bankruptcy Filing Rate**

Area	2000 (per 1,000 pop.)
Fulton County	5.77
U.S.	4.43

Note: Includes Chapter 7 and Chapter 13 filings

Source: Federal Deposit Insurance Corporation (FDIC), Regional Economic Conditions (RECON), March 27, 2001

EMPLOYMENT

Labor Force and Employment

Area	Civilian Labor Force			Workers Employed		
	Sep. 2000	Sep. 2001	% Chg.	Sep. 2000	Sep. 2001	% Chg.
City	227,979	231,612	1.6	215,519	216,888	0.6
MSA ¹	2,266,696	2,295,820	1.3	2,195,993	2,210,302	0.7
U.S.	140,357,000	141,576,000	0.9	135,033,000	134,868,000	-0.1

Note: Data is not seasonally adjusted and covers workers 16 years of age and older;

(1) Metropolitan Statistical Area - see Appendix A for areas included

Source: Bureau of Labor Statistics, <http://stats.bls.gov>

Unemployment Rate

Area	2000			2001								
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.
City	5.1	4.3	4.1	4.4	4.8	5.0	4.9	4.9	5.8	5.7	6.0	6.4
MSA ¹	2.9	2.5	2.4	2.7	3.1	3.1	2.9	3.0	3.5	3.4	3.5	3.7
U.S.	3.6	3.8	3.7	4.7	4.6	4.6	4.2	4.1	4.7	4.7	4.9	4.7

Note: Data is not seasonally adjusted and covers workers 16 years of age and older; all figures are percentages; (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: Bureau of Labor Statistics, <http://stats.bls.gov>

Employment by Industry

Sector	MSA ¹		U.S.
	Number of Employees	Percent of Total	Percent of Total
Services	675,200	30.6	31.1
Retail Trade	404,900	18.4	17.8
Government	271,100	12.3	15.7
Manufacturing	217,200	9.9	13.2
Finance/Insurance/Real Estate	139,000	6.3	5.8
Transportation/Public Utilities	196,300	8.9	5.4
Construction	114,000	5.2	5.4
Wholesale Trade	185,000	8.4	5.3
Mining	2,000	0.1	0.4

Note: Figures cover non-farm employment as of September 2001 and are not seasonally adjusted;

(1) Metropolitan Statistical Area - see Appendix A for areas included

Source: Bureau of Labor Statistics, <http://stats.bls.gov>

Employment by Occupation

Occupation Category	City (%)	MSA ¹ (%)	U.S. (%)
White Collar	60.2	65.7	58.1
Executive/Admin./Management	12.8	15.6	12.3
Professional	16.0	13.6	14.1
Technical & Related Support	3.6	4.0	3.7
Sales	11.5	13.9	11.8
Administrative Support/Clerical	16.2	18.5	16.3
Blue Collar	20.7	22.4	26.2
Precision Production/Craft/Repair	6.8	10.2	11.3
Machine Operators/Assem./Insp.	4.9	4.8	6.8
Transportation/Material Movers	4.2	3.8	4.1
Cleaners/Helpers/Laborers	4.7	3.7	3.9
Services	17.9	10.9	13.2
Farming/Forestry/Fishing	1.2	1.1	2.5

Note: Figures cover workers 16 years of age and older;

(1) Metropolitan Statistical Area - see Appendix A for areas included

Source: 1990 Census of Population and Housing, Summary Tape File 3C

Occupational Employment Projections: 1996 - 2006

Occupations Expected to Have the Largest Job Growth (ranked by numerical growth)	Fast-Growing Occupations ¹ (ranked by percent growth)
1. General managers & top executives	1. Medical assistants
2. Cashiers	2. Physical therapy assistants and aides
3. Salespersons, retail	3. Occupational therapists
4. Child care workers, private household	4. Home health aides
5. Truck drivers, light	5. Occupational therapy assistants
6. General office clerks	6. Personal and home care aides
7. Systems analysts	7. Paralegals
8. Registered nurses	8. Respiratory therapists
9. Marketing & sales, supervisors	9. Customer service representatives
10. Receptionists and information clerks	10. Child care workers, private household

Note: Projections cover Georgia; (1) Excludes occupations with total job growth less than 300

Source: U.S. Department of Labor, Employment and Training Administration, America's Labor Market Information System (ALMIS)

Average Wages

Occupation	\$/Hr.	Occupation	\$/Hr.
Accountants and Auditors	20.45	Maids and Housekeeping Cleaners	7.06
Automotive Mechanics	15.50	Maintenance and Repair Workers	12.63
Bookkeepers	12.33	Marketing Managers	36.83
Carpenters	12.81	Nuclear Medicine Technologists	18.60
Cashiers	7.24	Nurses, Licensed Practical	13.07
Clerks, General Office	12.36	Nurses, Registered	20.23
Clerks, Receptionists/Information	10.33	Nursing Aides/Orderlies/Attendants	7.89
Clerks, Shipping/Receiving	10.62	Packers and Packagers, Hand	7.79
Computer Programmers	26.87	Physical Therapists	28.18
Computer Support Specialists	17.29	Postal Service Mail Carriers	17.18
Computer Systems Analysts	29.97	Real Estate Brokers	27.40
Cooks, Restaurant	9.06	Retail Salespersons	9.55
Dentists	n/a	Sales Reps., Exc. Tech./Scientific	21.54
Electrical Engineers	29.51	Sales Reps., Tech./Scientific	24.28
Electricians	19.38	Secretaries, Exc. Legal/Med./Exec.	11.61
Financial Managers	33.77	Security Guards	8.30
First-Line Supervisors/Mgrs., Sales	15.63	Surgeons	n/a
Food Preparation Workers	7.66	Teacher Assistants	7.88
General and Operations Managers	34.85	Teachers, Elementary School	19.80
Hairdressers/Cosmetologists	9.01	Teachers, Secondary School	19.81
Internists	61.34	Telemarketers	10.14
Janitors and Cleaners	8.07	Truck Drivers, Heavy/Tractor-Trailer	16.89
Landscaping/Groundskeeping Workers	8.52	Truck Drivers, Light/Delivery Svcs.	12.32
Lawyers	44.47	Waiters and Waitresses	6.34

Note: Wage data is for 1999 and covers the Metropolitan Statistical Area (see Appendix A for areas included). Hourly wages for elementary and secondary school teachers were calculated by the editors from annual wage data assuming a 40 hour work week; n/a not available.

Source: Bureau of Labor Statistics, 1999 Metro Area Occupational Employment and Wage Estimates

TAXES**State Corporate Income Tax Rates**

State	Rate (%)	Number of Brackets	Low Bracket (Under \$)	High Bracket (Over \$)
Georgia	6.0	1	na	na

Note: Tax rates as of December 31, 2000; na not applicable

Source: Tax Foundation, www.taxfoundation.org

State Individual Income Tax Rates

State	Federal Deductibility	Marginal Rate (%)	Number of Brackets	Low Bracket (Under \$)	High Bracket (Over \$)
Georgia	No	1.0-6.0	6	750	7,000

Note: Tax rates as of December 31, 2000; Brackets apply to single taxpayers and married people filing separately; na not applicable

Source: Tax Foundation, www.taxfoundation.org

Various State and Local Tax Rates

State Sales and Use (%)	Total Sales and Use (%)	Gasoline (cents/gal.)	Cigarette (cents/pack)	Spirits (\$/gal.)	Table Wine (\$/gal.)	Beer (\$/gal.)
4	7.0	7.5	12	3.79	1.51	0.48

Note: Tax rates as of December 31, 2000

Source: Tax Foundation, www.taxfoundation.org

Total Taxes Per Capita and as a Percent of Income

Area	Per Capita Income (\$)	Per Capita Taxes (\$)			Percent of Income (%)		
		Total	Federal	State/Local	Total	Federal	State/Local
Georgia	31,854	10,318	7,273	3,046	32.4	22.8	9.6
U.S.	32,902	11,116	7,754	3,362	33.8	23.6	10.2

Note: Figures are for 2001

Source: Tax Foundation, Special Report, April 2001

Internal Revenue Service Tax Audits

IRS District	Percent of Returns Audited				
	1996	1997	1998	1999	2000
Georgia	0.78	0.64	0.48	0.31	0.11
U.S.	0.66	0.61	0.46	0.31	0.20

Note: Figures cover IRS district audits of federal income tax returns filed by individuals

Source: Syracuse University, Transactional Records Access Clearinghouse (TRAC), "Odds of IRS District Tax Audit 2000"

**RESIDENTIAL
REAL ESTATE****Building Permits**

Area	Single-Family			Multi-Family			Total		
	1999	2000	Pct. Chg.	1999	2000	Pct. Chg.	1999	2000	Pct. Chg.
MSA ¹	48,275	46,747	-3.2	12,771	17,469	36.8	61,046	64,216	5.2
U.S.	1,246,700	1,198,100	-3.9	416,800	394,200	-5.4	1,663,500	1,592,300	-4.3

Note: Figures represent new, privately-owned housing units authorized (unadjusted data)

(1) Metropolitan Statistical Area - see Appendix A for areas included

Source: U.S. Census Bureau, Manufacturing, Mining, and Construction Statistics

Homeownership and Housing Vacancies

Area	Homeownership Rate ² (%)			Rental Vacancy Rate ³ (%)			Homeowner Vacancy Rate ⁴ (%)		
	1998	1999	2000	1998	1999	2000	1998	1999	2000
MSA ¹	67.9	69.0	67.7	9.6	9.8	9.3	1.6	1.3	1.7
U.S.	66.3	66.8	67.4	7.9	8.1	8.0	1.7	1.7	1.6

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included; (2) The proportion of households that are owners; (3) The proportion of the rental inventory that is vacant for rent;

(4) The proportion of the homeowner inventory that is vacant for sale; n/a not available

Source: U.S. Census Bureau, Housing Vacancies and Homeownership Annual Statistics: 2000

**COMMERCIAL
REAL ESTATE****Industrial/Office Markets**

Type/Market Area	Inventory (sq. ft.)	Vacant (sq. ft.)	Vacancy Rate (%)	Under Construction (sq. ft.)	Net Absorption (sq. ft.)
Industrial Space					
Atlanta	772,338,167	101,059,885	13.08	10,488,681	18,234,094
Office Space					
Atlanta	113,850,914	12,843,220	11.28	7,451,720	5,862,491

Note: Data as of October 2000; n/a not available

Source: Society of Industrial and Office Realtors, 2001 Comparative Statistics of Industrial and Office Real Estate Markets

**COMMERCIAL
UTILITIES****Typical Monthly Electric Bills**

Area	Commercial Service (\$/month)		Industrial Service (\$/month)	
	12 kW demand 1,500 kWh	100 kW demand 30,000 kWh	1,000 kW demand 400,000 kWh	20,000 kW demand 10,000,000 kWh
City	175	2,186	25,163	480,987
U.S.	167	2,511	27,973	598,255

Note: Based on rates in effect July 1, 2001

Source: Edison Electric Institute, Typical Bills and Average Rates Report, Summer 2001

TRANSPORTATION**Transportation Statistics**

Roadway Congestion Index ¹ (1999)	1.27
Roadway Congestion Index Rank ² (1999)	7
Interstate highways (2001)	I-20; I-75; I-85
Public transportation (1999)	Metropolitan Atlanta Rapid Transit Authority (marta)
Buses	
Average fleet age in years	8.8
No. operated in max. service	595
Heavy rail	
Average fleet age in years	16.0
No. operated in max. service	178
Demand response	
Average fleet age in years	1.4
No. operated in max. service	66
Passenger air service	
Airport(s) (2001)	Hartsfield Atlanta International
Airlines (2001)	32
Enplaned passengers (2000)	38,255,778
Amtrak service (2001)	Yes
Motor freight carriers (2001)	95
Major waterways/ports (2001)	None

Note: (1) Values greater than 1.00 indicate undesirable mobility levels; (2) Rank varies from 1 to 68 where 1 is the most congested urban area

Source: Texas Transportation Institute, 2001 Urban Mobility Study; National Transit Database, 1999; Editor & Publisher Market Guide, 2001; Amtrak National Time Table, Fall 2001/Winter 2002; Bureau of Transportation Statistics, Airport Activity Statistics of Certificated Air Carriers, December 31, 2000

Means of Transportation to Work

Area	Car/Truck/Van		Public Transportation			Bicycle	Walked	Other Means	Worked at Home
	Drove Alone	Car-pooled	Bus	Subway	Railroad				
City	61.2	11.6	16.7	2.9	0.1	0.3	3.8	1.2	2.4
MSA ¹	78.0	12.7	3.5	1.0	0.1	0.1	1.5	1.0	2.2
U.S.	73.2	13.4	3.0	1.5	0.5	0.4	3.9	1.2	3.0

Note: Figures shown are percentages and cover workers 16 years of age and older;

(1) Metropolitan Statistical Area - see Appendix A for areas included

Source: 1990 Census of Population and Housing, Summary Tape File 3C

BUSINESSES

Major Business Headquarters

Company Name	2000 Rankings	
	Fortune 500	Forbes 500
BellSouth	66	-
Coca-Cola	93	-
Coca-Cola Enterprises	128	-
Cox Communications	466	-
Cox Enterprises	-	34
Delta Air Lines	123	-
First Data	313	-
Genuine Parts	229	-
Georgia-Pacific	84	-
Home Depot	23	-
National Distributing	-	139
Printpack	-	275
RTM Restaurant Group	-	396
Riverwood International	-	233
Simmons	-	420
Southern	76	-
SunTrust Banks	221	-
United Parcel Service	52	-
Watkins Associated Industries	-	258

Note: Companies listed are located in the city; dashes indicate no ranking

Fortune 500: Companies that produce a 10-K are ranked 1 to 500 based on 2000 revenue

Forbes 500: Private companies are ranked 1 to 500 based on 2000 revenue

Source: Fortune, April 16, 2001; Forbes, November 26, 2001

Best Companies to Work For

Alston & Bird; Barton Protective Services, headquartered in Atlanta, are among the “100 Best Companies to Work for in America.” Criteria: trust in management, pride in work/company, camaraderie, company responses to the Hewitt People Practices Inventory, and employee responses to their Great Place to Work survey. The companies also had to be at least 10 years old and have a minimum of 500 employees. *Fortune, January 8, 2001*

AFC Enterprises; Bellsouth; Coca-Cola; United Parcel Service, headquartered in Atlanta, are among the “50 Best Companies for Minorities.” Criteria: 1,200 of the largest U.S. employers were surveyed—136 responded. Those companies were analyzed on 15 quantitative and qualitative measures—from how well minorities are paid to how many are in management. *Fortune, January 8, 2001*

Georgia-Pacific Corp; The Home Depot Inc; United Parcel Service Inc, headquartered in Atlanta, are among the “100 Best Places to Work in IT.” Criteria: compensation, turnover and training. *Computerworld, June 18, 2001*

Fast-Growing Businesses

According to *Inc.*, Atlanta is home to 11 of America’s 500 fastest-growing private companies: **Access Group; Afterburner Seminars; Enterprise Development Services; Legacy South; Lynk Systems; Magnet Communications; Medical Data Processing; North Highland; One Web Systems; STI Knowledge; TRX**. Criteria: must be an independent, privately-held, U.S. corporation, proprietorship or partnership; sales of at least \$200,000 in 1997; five-year operating/sales history; increase in 2001 sales over 2000 sales; holding companies, regulated banks, and utilities were excluded. *Inc. 500, October 2001*

According to Deloitte & Touche LLP, Atlanta is home to seven of North America’s 500 fastest-growing high-technology companies: **Cypress Communications, Inc; Internet Security Systems; Lynk Systems, Inc; Magnet Communications, Inc; Manhattan Associates; OneWeb Systems, Inc; S1 Corporation**. Companies are ranked by percentage growth in revenue over a five-year period. Criteria for inclusion: must be a U.S. or Canadian company developing and/or providing technology products or services; company must have been in business for five years with 1996 operating revenues of at least \$50,000 USD or \$75,000 CD and 2000 operating revenues of at least \$1 million USD/CD. *Deloitte & Touche LLP, 2001 Technology Fast 500, November 14, 2001*

Women-Owned Firms: Number, Employment and Sales

Area	Number of Firms	Employment	Sales (\$000)	Rank ²
MSA ¹	138,700	331,800	50,206,800	12

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included;

(2) Calculated on an averaging of the number of businesses, employment, and sales

Source: The National Foundation for Women Business Owners, 1999 Facts on Women-Owned Businesses: Trends in the Top 50 Metropolitan Areas

Women-Owned Firms: Growth

Area	% change from 1992 to 1999			Rank ²
	Number of Firms	Employment	Sales	
MSA ¹	53.9	110.3	150.3	16

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included; (2) Calculated on an averaging of the percent growth of number of businesses, employment, and sales

Source: The National Foundation for Women Business Owners, 1999 Facts on Women-Owned Businesses: Trends in the Top 50 Metropolitan Areas

Minority Business Opportunity

Atlanta is home to two companies which are on the Black Enterprise Industrial/Service 100 list (100 largest companies based on gross sales): **H.J. Russell & Co.** (construction, property management, airport concessions, real estate development); **Gourmet Companies Inc.** (food services, golf course management). Criteria: operational in previous calendar year, at least 51% black-owned and manufactures/owns the product it sells or provides industrial or consumer services. Brokerages, real estate firms and firms that provide professional services are not eligible. *Black Enterprise*, www.blackenterprise.com, November 5, 2001

Atlanta is home to one company which is on the Black Enterprise Auto Dealer 100 list (100 largest dealers based on gross sales): **The Harrell Companies**. Criteria: company must be operational in previous calendar year and at least 51% black-owned. *Black Enterprise*, www.blackenterprise.com, November 5, 2001

Four of the 500 largest Hispanic-owned companies in the U.S. are located in Atlanta. *Hispanic Business*, June 2001

Small Business Opportunity

According to *Forbes*, Atlanta is home to two of America's 200 best small companies: **Manhattan Assoc; Rare Hospitality International**; Criteria: companies included must be publicly traded since November 1999 with a stock price of at least \$5 per share and an average daily float of 1,000 shares. The company's latest 12-month sales must be between \$5 and \$600 million, return on equity (ROE) must be a minimum of 12% for both the past 5 years and the most recent four quarters, and five-year sales and EPS growth must average at least 10%. Companies with declining sales or earnings during the past year were dropped as well as businesses with debt/equity ratios over 1.25. Companies with negative operating cash flow in each of the past two years were also excluded. *Forbes*, October 29, 2001

HOTELS & MOTELS**Hotels/Motels**

Area	Hotels/Motels	Rooms	Luxury-Level Hotels/Motels		Average Minimum Rates (\$)		
			◆◆◆◆	◆◆◆◆◆	◆◆	◆◆◆	◆◆◆◆
City	132	29,810	6	0	89	115	204
Airport	27	7,077	0	0	n/a	n/a	n/a
Suburbs	132	15,606	0	0	n/a	n/a	n/a
Total	291	52,493	6	0	n/a	n/a	n/a

Note: n/a not available; classifications range from one diamond (budget properties with basic amenities) to five diamonds (luxury properties).

Source: OAG Business Travel Planner, Autumn 2001

Atlanta is home to two of the top 100 hotels in the world according to *Travel & Leisure*: Ritz-Carlton, Buckhead (#26); Ritz-Carlton, Atlanta (#63). Criteria: value, rooms/ambience, location, facilities/activities and service. *Travel & Leisure*, "The World's Best Hotels 2001"

EVENT SITES

Major Event Sites, Meeting Places and Convention Centers

Name	Guest Rooms	Meeting Space (sq. ft.)	Largest Meeting Room Capacity
America's Mart Atlanta	n/a	225,000	10,000
Hilton Atlanta Hotel	1,224	104,500	2,200
Atlanta Marriott Marquis	1,675	120,000	4,800
Cobb Galleria Centre	n/a	280,000	n/a
Georgia Dome	n/a	n/a	71,500
Hyatt Regency Atlanta	1,264	180,000	3,243
Olympic Stadium	n/a	n/a	55,698
Omni Hotel at CNN Center	470	53,000	2,000
The Westin Peachtree Plaza	1,068	55,000	2,100

Note: n/a not available

Source: EventSource.com, November 5, 2001

Living Environment

COST OF LIVING

Cost of Living Index

Composite Index	Groceries	Housing	Utilities	Transportation	Health Care	Misc. Goods/Services
102.1	103.2	107.9	92.7	97.5	103.0	100.2

Note: U.S. = 100

Source: ACCRA, Cost of Living Index, 2nd Quarter 2001

HOUSING

Median Home Prices and Housing Affordability

Area	Median Price ² 2nd Qtr. 2001 (\$)	HOI ³ 2nd Qtr. 2001 (%)	Affordability Rank ⁴
MSA ¹	157,000	72.3	84
U.S.	156,000	63.4	n/r

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included; (2) U.S. figures calculated from the sales of over 740,000 new and existing homes in 187 markets; (3) Housing Opportunity Index - percent of homes sold that were within the reach of the median income household at the prevailing mortgage interest rate; (4) Rank is from 1-187 with 1 being most affordable; n/r not ranked

Source: National Association of Home Builders, Housing Opportunity Index, 2nd Quarter 2001

Median Home Price Projection

It is projected that the median home price in the metropolitan area will increase by 1.4% to \$143,349 in 2002. *Kiplinger's Personal Finance Magazine*, January 2002

Average New Home Price

Area	Price (\$)
City	237,932
U.S.	212,945

Note: Figures are based on a new home with 1,800 sq. ft. of living area on an 8,000 sq. ft. lot.

Source: ACCRA, Cost of Living Index, 2nd Quarter 2001

Average Apartment Rent

Area	Rent (\$/mth)
City	701
U.S.	679

Note: Figures are based on an unfurnished two bedroom, 1-1/2 or 2 bath apartment, approximately 950 sq. ft. in size, excluding all utilities except water

Source: ACCRA, Cost of Living Index, 2nd Quarter 2001

RESIDENTIAL UTILITIES

Average Residential Utility Costs

Area	All Electric (\$/mth)	Part Electric (\$/mth)	Other Energy (\$/mth)	Phone (\$/mth)
City	112.24	-	-	24.90
U.S.	114.63	64.37	66.59	21.23

Source: ACCRA, Cost of Living Index, 2nd Quarter 2001

HEALTH CARE

Average Health Care Costs

Area	Hospital (\$/day)	Doctor (\$/visit)	Dentist (\$/visit)
City	455.92	62.17	86.62
U.S.	526.54	59.51	75.28

Note: Hospital—based on a semi-private room; Doctor—based on a general practitioner's routine exam of an established patient; Dentist—based on adult teeth cleaning and periodic oral exam.

Source: ACCRA, Cost of Living Index, 2nd Quarter 2001

Distribution of Non-Federal, Office-Based Physicians

Area	Total	Family/ General Practice	Specialties		
			Medical	Surgical	Other
MSA ¹ (number)	6,713	615	2,505	1,741	1,852
MSA ¹ (rate per 10,000 pop.)	16.3	1.5	6.1	4.2	4.5
All U.S. MSAs (rate per 10,000 pop.)	18.1	2.2	6.6	4.4	4.9

Note: Data as of 12/31/99; (1) Metropolitan Statistical Area - see Appendix A for areas included

Source: American Medical Association, *Physician Characteristics & Distribution in the U.S., 2001-2002*

Hospitals

Atlanta has the following types of hospitals: 11 general medical and surgical; 2 rehabilitation; 1 alcoholism and other chemical dependency; 3 other specialty.

AHA Guide to the Healthcare Field, 2001-2002

According to *U.S. News Online*, Atlanta has two of the best hospitals in the U.S.:

Emory University Hospital

Ranked: 9 in Heart; 40 in Gynecology; 18 in Kidney Disease; 9 in Ophthalmology; 41 in Urology

Shepherd Center

Ranked: 18 in Rehabilitation

U.S. News Online, "America's Best Hospitals 2001"

**PRESIDENTIAL
ELECTION****2000 Presidential Election Results**

Area	Gore	Bush	Nader	Buchanan	Other
Fulton County ¹	58.0	40.0	0.0	0.2	1.7
U.S.	48.3	48.0	2.7	0.4	0.6

Note: (1) Results are percentages and are based on 100% of 288 precincts reporting;

Percentages may not add to 100% due to rounding

Source: www.cbsnews.com

EDUCATION**Public School District Statistics**

District Name	Schls.	Enroll- ment	Classroom Teachers	Pupil/ Teacher Ratio	Minority Pupils (%)	Current Exp. ¹ (\$/pupil)
Atlanta City	99	59,429	3,768	15.8	93.4	7,146
Fulton Co.	66	67,025	4,243	15.8	49.6	6,073

Note: Data covers the 1999-2000 school year unless otherwise noted; (1) Fiscal year 1997; n/a not available

Source: National Center for Education Statistics, *Digest of Education Statistics 2000, January 2001*; National Center for Education Statistics, *Common Core of Data Public Education Agency Universe 1999-2000*

Educational Quality

School District	Education Quotient ¹	Graduate Outcome ²	Community Index ³	Resource Index ⁴
Atlanta City School Dist.	69	58	113	63

Note: 2,234 secondary school districts were rated; scores range from 50 (worst) to 150 (best); (1) Combination of the Graduate Outcome, Community and Resource indexes weighted to reflect the greater importance of the Graduate Outcome and Resource Index; (2) Based on graduation rates and college board scores (SAT/ACT); (3) Based on the surrounding community's level of affluence and adult education; (4) Based on teacher salaries, per-pupil expenditures and student-teacher ratios.

Source: *Expansion Management, Ratings Issue, 2000*

Educational Attainment by Race

Area	High School Graduate (%)					Bachelor's Degree (%)				
	Total	White	Black	Other	Hisp. ²	Total	White	Black	Other	Hisp. ²
City	69.9	86.7	59.8	62.1	54.4	26.6	51.9	11.1	34.6	21.7
MSA ¹	79.5	82.6	70.3	72.7	69.8	26.8	29.7	16.6	32.3	24.5
U.S.	75.2	77.9	63.1	60.4	49.8	20.3	21.5	11.4	19.4	9.2

Note: Figures shown cover persons 25 years old and over; (1) Metropolitan Statistical Area - see Appendix A for areas included; (2) people of Hispanic origin can be of any race

Source: 1990 Census of Population and Housing, Summary Tape File 3C

School Enrollment by Type

Area	Preprimary				Elementary/High School			
	Public		Private		Public		Private	
	Enrollment	%	Enrollment	%	Enrollment	%	Enrollment	%
City	3,898	59.8	2,621	40.2	55,393	90.3	5,935	9.7
MSA ¹	28,793	49.6	29,303	50.4	437,891	92.0	37,989	8.0
U.S.	2,679,029	59.5	1,824,256	40.5	38,379,689	90.2	4,187,099	9.8

Note: Figures shown cover persons 3 years old and over;

(1) Metropolitan Statistical Area - see Appendix A for areas included

Source: 1990 Census of Population and Housing, Summary Tape File 3C

School Enrollment by Race

Area	Preprimary (%)				Elementary/High School (%)			
	White	Black	Other	Hisp. ¹	White	Black	Other	Hisp. ¹
City	26.6	71.9	1.5	1.5	13.8	84.6	1.6	1.9
MSA ²	72.8	25.3	1.9	1.5	64.8	32.0	3.2	2.0
U.S.	80.4	12.5	7.1	7.8	74.1	15.6	10.3	12.5

Note: Figures shown cover persons 3 years old and over; (1) people of Hispanic origin can be of any race; (2) Metropolitan Statistical Area - see Appendix A for areas included

Source: 1990 Census of Population and Housing, Summary Tape File 3C

Classroom Teacher Salaries in Public Schools

District	B.A. Degree		M.A. Degree		Maximum	
	Min. (\$)	Rank ¹	Max. (\$)	Rank ¹	Max. (\$)	Rank ¹
Atlanta	32,604	15	52,224	32	64,344	9
DOD Average ²	28,862	-	49,264	-	54,767	-

Note: Salaries are for 1999-2000; (1) Rank ranges from 1 to 100; (2) As per the U.S. Department of Defense Wage Fixing Authority

Source: American Federation of Teachers, Survey & Analysis of Teacher Salary Trends 2000

Higher Education

Two-Year Colleges		Four-Year Colleges		Medical Schools	Law Schools	Voc/Tech
Public	Private	Public	Private			
1	3	2	10	2	3	22

Source: College Blue Book, Occupational Education, 2001; Medical School Admission Requirements, 2000-2001; Peterson's Guide to Two-Year Colleges, 2001; American Trade Schools Directory, 2000-2001; Official Guide to U.S. Law Schools, 2000; College Handbook 2002

MAJOR EMPLOYERS**Major Employers**

Bristol Hotel Tenant Company	Care
Coca-Cola	Delta Air Lines Inc.
Georgia Institute of Technology	Georgia-Pacific
Grady Health System	Lockheed Martin
Lockheed Martin Aeronautics Co.	Onesource Building Services
Staffing Concepts Inc.	Yatasha Scales

Note: Companies shown are located in the metropolitan area and have 5,000 or more employees.

Source: www.zapdata.com, November 2001

PUBLIC SAFETY

Crime Rate

Area	All Crimes	Violent Crimes				Property Crimes		
		Murder	Forcible Rape	Robbery	Aggrav. Assault	Burglary	Larceny -Theft	Motor Vehicle Theft
City	13,135.8	31.7	65.8	1,023.5	1,622.0	2,192.0	6,459.9	1,740.8
Suburbs ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
MSA ²	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
U.S.	4,124.0	5.5	32.0	144.9	323.6	728.4	2,475.3	414.2

Note: Figures are crimes per 100,000 population; (1) All areas within the MSA that are located outside the city limits; (2) Metropolitan Statistical Area - see Appendix A for areas included; n/a not available
Source: FBI Uniform Crime Reports, 2000

RECREATION

Culture and Recreation

Museums	Orchestras	Opera Companies	Dance Companies	Professional Theatres	Zoos	Pro Sports Teams
23	4	1	9	18	1	4

Source: The Grey House Performing Arts Directory, 2002; Official Museum Directory, 2001; www.sportsvenues.com

Library System

The Atlanta-Fulton Public Library has 32 branches, holdings of 2,750,000 volumes, and a budget of \$31,927,995 (1999).

American Library Directory, 2001-2002

MEDIA

Newspapers

Name	Type	Freq.	Distribution	Circulation
Atlanta Bulletin	General	1x/wk	Local	50,000
Atlanta Constitution	General	7x/wk	State	313,990
The Atlanta Inquirer	Black	1x/wk	Area	61,082
Atlanta Journal	General	7x/wk	Area	115,447
Atlanta Voice	Black	1x/wk	Area	133,000
The Decatur-De Kalb Neighbor	General	1x/wk	Local	82,000
The Georgia Bulletin	Religious	1x/wk	Local	66,000
Mid-De Kalb Neighbor	General	1x/wk	Local	60,000
The Sandy Springs Neighbor	General	1x/wk	Local	27,475
The Stone Mountain-De Kalb Neighbor	General	1x/wk	Local	60,000

Note: Includes newspapers whose offices are located in the city and whose circulations are 25,000 or more
Source: Burrelle's Media Directory, 2000

Television Stations

Name	Ch.	Affiliation	Type	Owner
WSB	2	ABCT	Commercial	Cox Enterprises Inc.
WAGA	5	FBC	Commercial	New World Communications
WGTV	8	PBS	Public	Georgia Public Broadcasting
WXIA	11	NBCT	Commercial	Gannett Broadcasting
WTBS	17	n/a	Commercial	Turner Broadcasting System Inc.
WDCO	29	n/a	Public	Georgia Public Broadcasting
WPBA	30	PBS	n/a	Atlanta Board of Education
WPBA	30	PBS	Commercial	Atlanta Board of Education
WATL	36	WB	Commercial	Qwest Broadcasting
WGNX	46	CBST	Commercial	Meredith Corporation
WCI	67	TMUN	Commercial	James Sim
WUPA	69	UPN	Commercial	VSC Communications

Note: Stations included broadcast from the Atlanta metro area; n/a not available
Source: Burrelle's Media Directory, 2000

AM Radio Stations

Call Letters	Freq. (kHz)	Target Audience	Station Format	Music Format
WDWD	590	Children	M/N	n/a
WGST	640	General	N/S/T	n/a
WCNN	680	General	N/S/T	n/a
WSB	750	General	N/S/T	n/a
WQXI	790	General	S/T	n/a
WAEC	860	Religious	M/T	Christian
WNIV	970	G/S	N/S/T	n/a
WGKA	1190	General	M	Adult Standards; Big Band; Classic Rock; Classical; Country; Jazz; Oldies; R&B
WFOM	1230	General	N/T	n/a
WTJH	1260	General	M	Gospel
WXLL	1310	Religious	M/N/T	Christian
WALR	1340	General	M	Gospel
WAOK	1380	Black	M/N/S	Gospel
WLTA	1400	General	N/T	n/a
WAZX	1550	Hispanic	M/N/S/T	Latin
WSSA	1570	G/R/W	M/N/S	Christian; Country

Note: Stations included broadcast from the Atlanta metro area; n/a not available

The following abbreviations may be used:

Target Audience: A=Asian; B=Black; C=Christian; E=Ethnic; F=French; G=General; H=Hispanic; M=Men; N=Native American; R=Religious; S=Senior Citizen; W=Women; Y=Young Adult; Z=Children

Station Format: E=Educational; M=Music; N=News; S=Sports; T=Talk

Source: Burrelle's Media Directory, 2000

FM Radio Stations

Call Letters	Freq. (mHz)	Target Audience	Station Format	Music Format
WJSP	88.1	General	M/N/T	Classical; Jazz
WPPR	88.3	General	M/N/T	Classical; Jazz
WRAS	88.5	General	M/N/S	Alternative
WFRG	89.3	Black	E/M/T	Jazz; Latin; R&B; Urban Contemporary
WDCO	89.7	General	M/N/T	Classical; Jazz
WABE	90.1	General	M/N	Classical; Jazz
WXVS	90.1	General	M/N/T	Classical
WJWV	90.9	General	M/N/T	Classical; Jazz
WREK	91.1	General	E/M/N/S/T	Alternative; Big Band; Blues; Classic Rock; Classical; Country; Jazz; Oldies; Reggae; R&B; Urban Contemporary; World Music
WABR	91.1	General	M/N/T	Classical
WWET	91.7	General	M/N/T	Classical
WUNV	91.7	General	M/N/T	Classical; Jazz
WCLK	91.9	General	M/S/T	Jazz
WZGC	92.9	General	M/N/S	Classic Rock
WSTR	94.1	General	M	n/a
WPCH	94.9	Women	M/N	Adult Contemporary
WKLS	96.1	General	M/N/S	AOR
WFOX	97.1	General	M	Oldies
WHTA	97.5	General	M	R&B; Urban Contemporary
WSB	98.5	General	M/N/T	Adult Contemporary
WNNX	99.7	General	M/N/S	Alternative
WKHX	101.5	General	M	Country
WVEE	103.3	General	M/N/S	Urban Contemporary
WJZF	104.1	General	M/N/T	Adult Contemporary; Jazz
WALR	104.7	General	M/N/S	R&B
WGST	105.7	Men	N/S/T	n/a
WYAY	106.7	General	M	Country
WAMJ	107.5	General	M/N/T	Oldies; R&B

Note: Stations included broadcast from the Atlanta metro area; n/a not available

The following abbreviations may be used:

Target Audience: A=Asian; B=Black; C=Christian; E=Ethnic; F=French; G=General; H=Hispanic;

M=Men; N=Native American; R=Religious; S=Senior Citizen; W=Women; Y=Young Adult; Z=Children

Station Format: E=Educational; M=Music; N=News; S=Sports; T=Talk

Music Format: AOR=Album Oriented Rock; MOR=Middle of the Road

Source: Burrelle's Media Directory, 2000

CLIMATE

Average and Extreme Temperatures

Temperature	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yr.
Extreme High (°F)	79	80	85	93	95	101	105	102	98	95	84	77	105
Average High (°F)	52	56	64	73	80	86	88	88	82	73	63	54	72
Average Temp. (°F)	43	46	53	62	70	77	79	79	73	63	53	45	62
Average Low (°F)	33	36	42	51	59	66	70	69	64	52	42	35	52
Extreme Low (°F)	-8	5	10	26	37	46	53	55	36	28	3	0	-8

Note: Figures cover the years 1945-1990

Source: National Climatic Data Center, International Station Meteorological Climate Summary, 9/96

Average Precipitation/Snowfall/Humidity

Precip./Humidity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yr.
Avg. Precip. (in.)	4.7	4.6	5.7	4.3	4.0	3.5	5.1	3.6	3.4	2.8	3.8	4.2	49.8
Avg. Snowfall (in.)	1	1	Tr	Tr	0	0	0	0	0	0	Tr	Tr	2
Avg. Rel. Hum. 7am (%)	79	77	78	78	82	83	88	89	88	84	81	79	82
Avg. Rel. Hum. 4pm (%)	56	50	48	45	49	52	57	56	56	51	52	55	52

Note: Figures cover the years 1945-1990; Tr = Trace amounts (<0.05 in. of rain; <0.5 in. of snow)

Source: National Climatic Data Center, International Station Meteorological Climate Summary, 9/96

Weather Conditions

Temperature			Daytime Sky			Precipitation		
10°F & below	32°F & below	90°F & above	Clear	Partly cloudy	Cloudy	0.01 inch or more precip.	0.1 inch or more snow/ice	Thunderstorms
1	49	38	98	147	120	116	3	48

Note: Figures are average number of days per year and covers the years 1945-1990

Source: National Climatic Data Center, International Station Meteorological Climate Summary, 9/96

HAZARDOUS WASTE**Superfund Sites**

Atlanta has no sites on the EPA's Superfund National Priorities List.

U.S. Environmental Protection Agency, National Priorities List, November 16, 2001

AIR & WATER QUALITY**Maximum Pollutant Concentrations**

	Particulate Matter (ug/m ³)	Carbon Monoxide (ppm)	Sulfur Dioxide (ppm)	Nitrogen Dioxide (ppm)	Ozone 1-hour (ppm)	Ozone 8-hour (ppm)	Lead (ug/m ³)
MSA ¹ Level	85	3	0.019	0.023	0.16	0.11	0.04
NAAQS ²	150	9	0.140	0.053	0.12	0.08	1.50
Met NAAQS ²	Yes	Yes	Yes	Yes	No	No	Yes

Note: (1) Metropolitan Statistical Area - see Appendix A for areas included; (2) National Ambient Air Quality Standards; n/a not available

Units: ppm = parts per million; ug/m³ = micrograms per cubic meter

Source: EPA, Latest Findings on National Air Quality: 2000 Status and Trends, September 2001

Pollutant Standards Index

In the Atlanta MSA (see Appendix A for areas included), the Pollutant Standards Index (PSI) exceeded 100 on 45 days in 2000. A PSI value greater than 100 indicates that air quality would have been in the unhealthful range on that day.

EPA, Latest Findings on National Air Quality: 2000 Status and Trends, September 2001

Watershed Health

The U.S. Environmental Protection Agency monitors the health of the aquatic resources for the nation's 2,000+ watersheds. **The Upper Ocmulgee watershed serves the Atlanta area and received an overall Index of Watershed Indicators (IWI) score of 3 (less serious problems - low vulnerability).** The IWI score is based on seven condition and nine vulnerability indicators. The overall IWI score ranges from 1 (best health) to 6 (worst health). The Condition Indicators include: designated use attainment, fish and wildlife consumption advisories, source water condition, contaminated sediments, ambient water quality, and wetlands loss index. The Vulnerability Indicators include: aquatic species at risk, conventional and toxic loads over permitted limits, urban and agricultural runoff potential, population change, hydrologic modification, estuarine pollution susceptibility, and air deposition. EPA, *Index of Watershed Indicators*, October 26, 2001

Drinking Water

Water System Name	Pop. Served	Primary Water Source Type	Number of Violations 2000-2001		
			Health Based	Significant Monitoring	Monitoring
Atlanta	650,000	Surface	None	None	None

Note: Data as of October 18, 2001

Source: EPA, Office of Ground Water and Drinking Water, Safe Drinking Water Information System

Atlanta tap water is neutral, soft.

Editor & Publisher Market Guide, 2001