Diversity Research Project

Findings on the state of diversity in the City of Decatur

Presented by
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Why Research Diversity in Decatur

The city is changing

- Need for baseline data to see where city is
- Can only continue to plan effectively for the city moving forward with a full understanding of the changing demographics
- What does a diverse Decatur look like yesterday, today and tomorrow?
Methodology: Quantitative

- Demographic Source Data (1940 - 2010)
  - U.S. Census Bureau (Census.gov)
    - Decennial Census
    - American Community Survey
Methodology: Qualitative

- Convenience sample of 21 community members
Methodology: Scope

- Four census tracts
  - Tract 225: Clairemont
  - Tract 226: Sycamore/Great Lakes
  - Tract 228: Winnona Park
  - Tract 227: Oakhurst
Methodology: Variables & Design

- Cross-Sectional Research Design
- 3 Race Categories
- 7 Education Categories
- Dollars Adjusted for Inflation
Defining Diversity

- Diversity: the state of being diverse; a state of unlikeness, variety, or multiformity.
- Context is key

“Diversity is one of those terms that has to be defined. People get very hesitant when talking about it, and people dance around what they really mean. *Context has to be determined.*”

-Multiracial female, age 32
Defining Diversity

- 5 response types:
  1. I don’t know
  2. Literal definition
  3. Black and white
  4. More than race
  5. Value differences
Results: Race

- Most visible indicator of diversity
- Historically only 2 races in Decatur

“Before, just whites and blacks.”
- White female, age 62
Findings: Race 1940
“Traditional measures of diversity will not be favorable for Decatur, especially if you define it in terms of race.” - White female, age 53
Results: Race

Population by Location - 1990

- Clairemont
- Sycamore Great Lakes
- Oakhurst
- Winnona Park

PERSONS

- White
- Black
- Non Black Minority
Results: Race

Population by Location - 2010

- Clairemont
- Sycamore Great Lakes
- Oakhurst
- Winnonna Park

Categories:
- White
- Black
- Non Black Minority

<table>
<thead>
<tr>
<th>Location</th>
<th>White</th>
<th>Black</th>
<th>Non Black Minority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clairemont</td>
<td>4000</td>
<td>1000</td>
<td>500</td>
</tr>
<tr>
<td>Sycamore Great Lakes</td>
<td>5000</td>
<td>1500</td>
<td>200</td>
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<tr>
<td>Oakhurst</td>
<td>3000</td>
<td>1200</td>
<td>800</td>
</tr>
<tr>
<td>Winnonna Park</td>
<td>3500</td>
<td>1000</td>
<td>700</td>
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</table>
“We’ve had this image that white people don’t want us to live in the City Of Decatur, which I don’t find is true. Nobody can run me away. My children went to school here, they grew up, came back, live here and pay taxes here, and their children go to school here. Trust us. Stay here and fight, if that’s what it takes.”

- Black female, age 82

Oakhurst Population by Race

<table>
<thead>
<tr>
<th>Year</th>
<th>WHITE</th>
<th>BLACK</th>
<th>NON BLACK MINORITY</th>
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<tbody>
<tr>
<td>1990</td>
<td>1000</td>
<td>3000</td>
<td>0</td>
</tr>
<tr>
<td>2000</td>
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<td>2500</td>
<td>0</td>
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<tr>
<td>2010</td>
<td>2000</td>
<td>1000</td>
<td>500</td>
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Comparison to Benchmark Cities

Atlanta MSA

Decatur, GA
Comparison to Benchmark Cities

Cartersville, GA

Suwanee, GA
“Do you accept the new Decatur? Is there any going back to the way it used to be?” - White female, age 42
Results: Age & Race

Share of Selected Age Groups

- **White**
- **Black**
- **Non Black Minority**

- **17 and Below**
  - White: 70%
  - Black: 20%
  - Non Black Minority: 10%

- **65 and Over**
  - White: 70%
  - Black: 30%
  - Non Black Minority: 0%

- **Total**
  - White: 70%
  - Black: 30%
  - Non Black Minority: 10%
Findings: Household Type

Same Sex Household Share of Population - 2010

- **SAME SEX HH**
- **MALE**
- **FEMALE**

- **United States**
- **Atlanta MSA**
- **DeKalb County**
- **Decatur**

- **Percentage**
  - **United States**: 0.5%
  - **Atlanta MSA**: 1.0%
  - **DeKalb County**: 1.5%
  - **Decatur**: 3.5%
Findings: Education

Decatur Educational Attainment

- **LESS THAN 9TH GRADE**
- **HIGH SCHOOL GRADUATE OR EQUIVALENT**
- **ASSOCIATE DEGREE**
- **GRADUATE OR PROFESSIONAL DEGREE**
- **9TH TO 12TH GRADE, NO DIPLOMA**
- **SOME COLLEGE, NO DEGREE**
- **BACHELOR’S DEGREE**

<table>
<thead>
<tr>
<th>Year</th>
<th>LESS THAN 9TH GRADE</th>
<th>HIGH SCHOOL GRADUATE OR EQUIVALENT</th>
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<th>BACHELOR’S DEGREE</th>
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<tbody>
<tr>
<td>1990</td>
<td>10%</td>
<td>20%</td>
<td>15%</td>
<td>5%</td>
<td>25%</td>
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<td>2000</td>
<td>5%</td>
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<td>2010</td>
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<td>25%</td>
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## Median Household Income (2013 Dollars)

<table>
<thead>
<tr>
<th>Location</th>
<th>1980</th>
<th>1990</th>
<th>2000</th>
<th>2010</th>
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<tbody>
<tr>
<td>Clairemont</td>
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<td>Great Lakes</td>
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<td>Sycamore</td>
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<td>Oakhurst</td>
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<td>Winnona Park</td>
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<td>Decatur (Total CT)</td>
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<td>DeKalb County</td>
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<tr>
<td>Atlanta MSA</td>
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<tr>
<td>United States</td>
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"Everything that’s changing is changing for the better. If it had been blacks with the financial means to do the same things, that would have been fine. It’s just not the case" - Black male, age 62

Change in Median Income - 2000 to 2010
Additional Research

- More in-depth qualitative research
- Additional quantitative research
  - Updated transportation patterns
  - Event attendance demographics
  - City staff demographics
  - Political affiliation
  - Migration patterns
  - Occupation
Options to Encourage Diversity

“It’s important to have an environment that can foster diversity instead of oppress it” - White female, age 42

- Options for Decatur to encourage diversity through:
  - Economic incentives - challenging due to size
  - Housing
  - Transit
  - Annexation
Questions