Diversity Research Project

Findings on the state of diversity in the City of Decatur

Presented by

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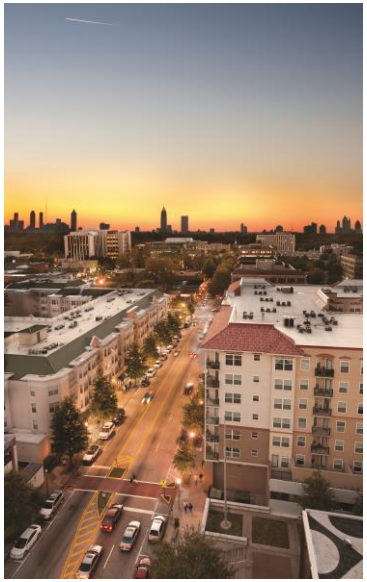
City of Decatur
Est. 1823

Why Research Diversity in Decatur

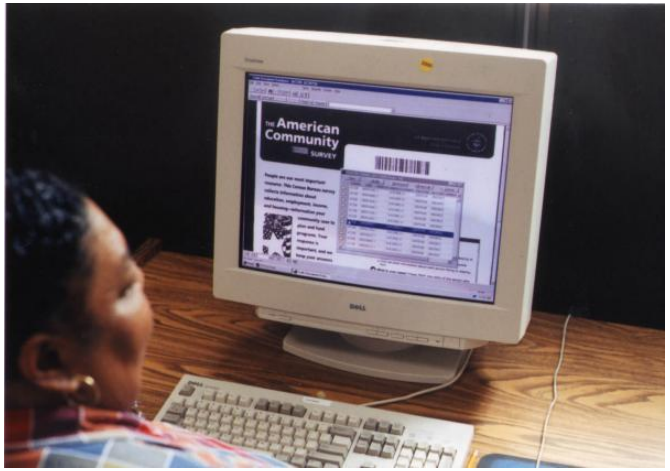
The city is changing

- 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

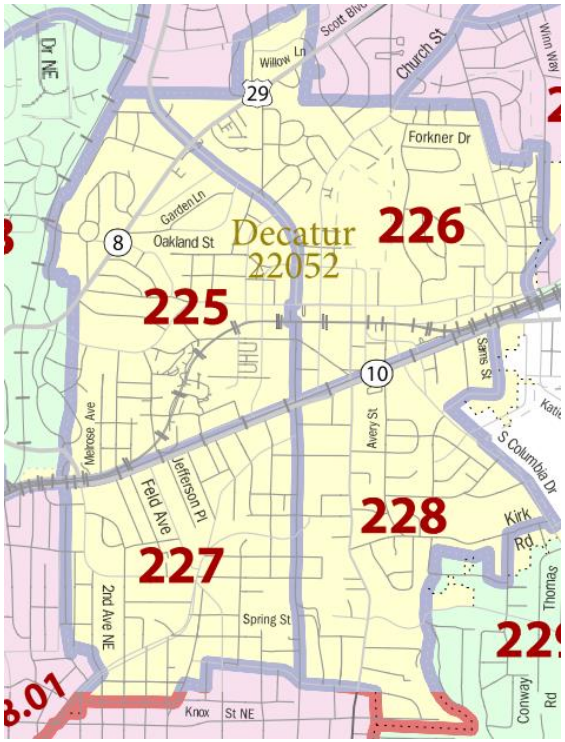
- Demographic Source Data (1940 – 2010)
  - U.S. Census Bureau (Census.gov)
    - Decennial Census
    - American Community Survey



Methodology: Qualitative

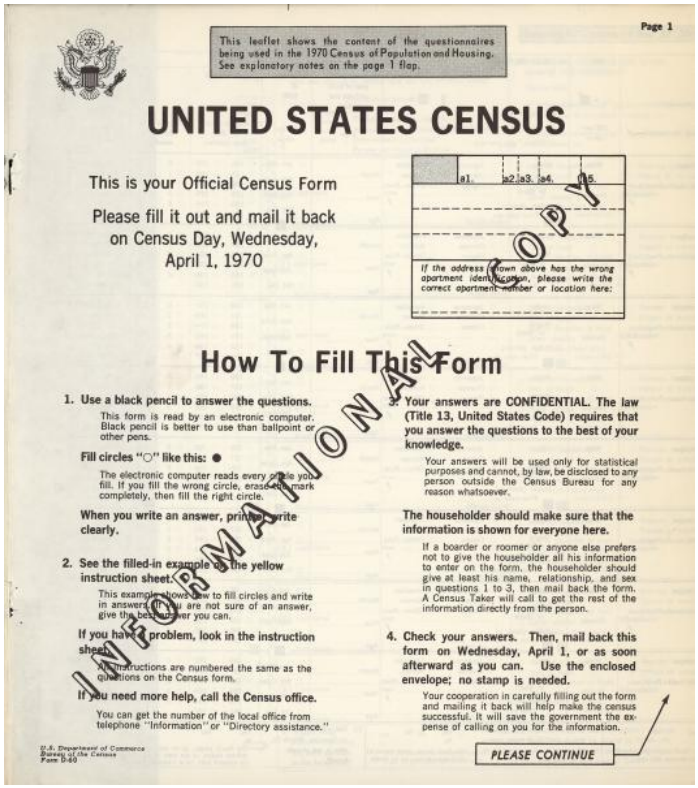
- Convenience sample of 21 community members

Methodology: Scope



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

Methodology: Variables & Design



This leaflet shows the content of the questionnaires being used in the 1970 Census of Population and Housing. See explanatory notes on the page 1 flap.

Page 1

UNITED STATES CENSUS

This is your Official Census Form

Please fill it out and mail it back on Census Day, Wednesday, April 1, 1970

a1. a2. a3. a4. a5.

If the address shown above has the wrong apartment identification, please write the correct apartment number or location here:

UNOFFICIAL COPY

How To Fill This Form

1. **Use a black pencil to answer the questions.**
   This form is read by an electronic computer. Black pencil is better to use than ballpoint or other pens.

   Fill circles "○" like this: ●
   The electronic computer reads every circle you fill. If you fill the wrong circle, erase or mark completely, then fill the right circle.

   When you write an answer, print and write clearly.

2. **See the filled-in example on the yellow instruction sheet.**
   This example shows how to fill circles and write in answers. If you are not sure of an answer, give the best answer you can.

   If you have a problem, look in the instruction sheet.
   The instructions are numbered the same as the questions on the Census form.

   If you need more help, call the Census office.
   You can get the number of the local office from telephone "Information" or "Directory assistance."

3. **Your answers are CONFIDENTIAL. The law (Title 13, United States Code) requires that you answer the questions to the best of your knowledge.**
   Your answers will be used only for statistical purposes and cannot, by law, be disclosed to any person outside the Census Bureau for any reason whatsoever.

   The householder should make sure that the information is shown for everyone here.
   If a boarder or roomer or anyone else prefers not to give the householder all his information to enter on the form, the householder should give at least his name, relationship, and sex in questions 1 to 3, then mail back the form. A Census Taker will call to get the rest of the information directly from the person.

4. **Check your answers. Then, mail back this form on Wednesday, April 1, or as soon afterward as you can. Use the enclosed envelope; no stamp is needed.**
   Your cooperation in carefully filling out the form and mailing it back will help make the census successful. It will save the government the expense of calling on you for the information.

PLEASE CONTINUE

U.S. Department of Commerce
Bureau of the Census
Form D-60

- 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 mulitformity.
- 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

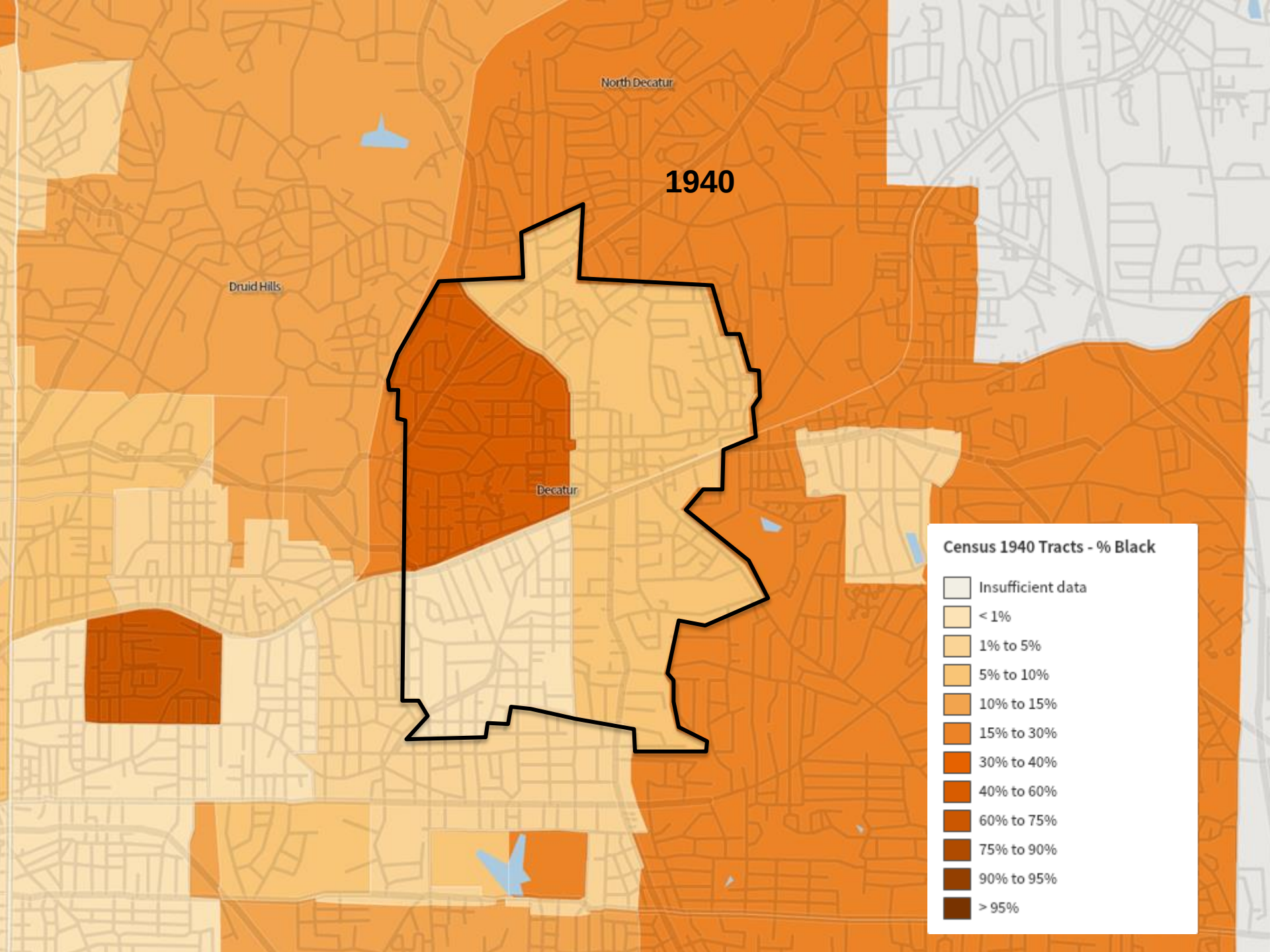
- 5 response types:

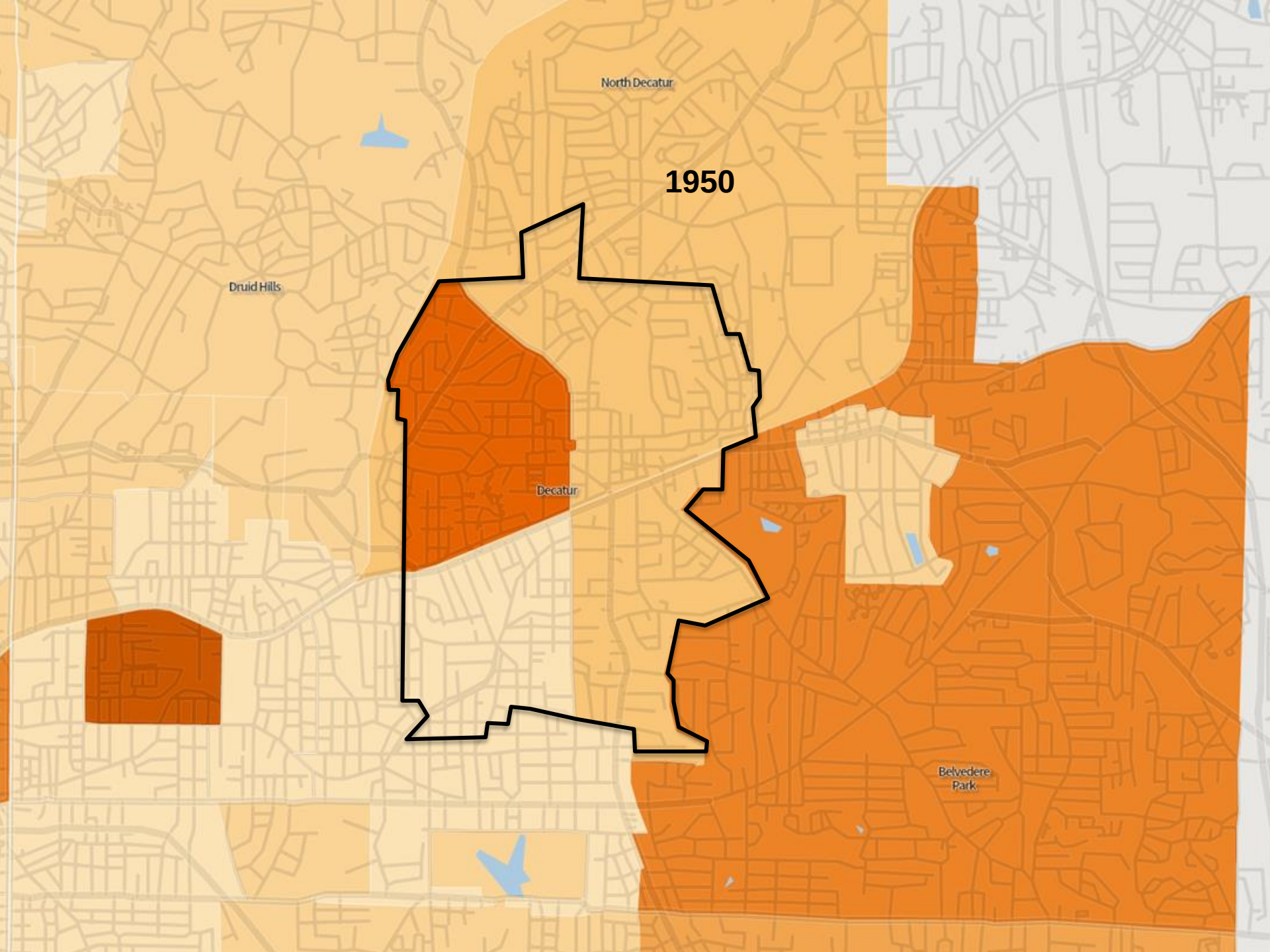
1. I don't know
2. Literal definition
3. Black and white
4. More than race
5. Value differences

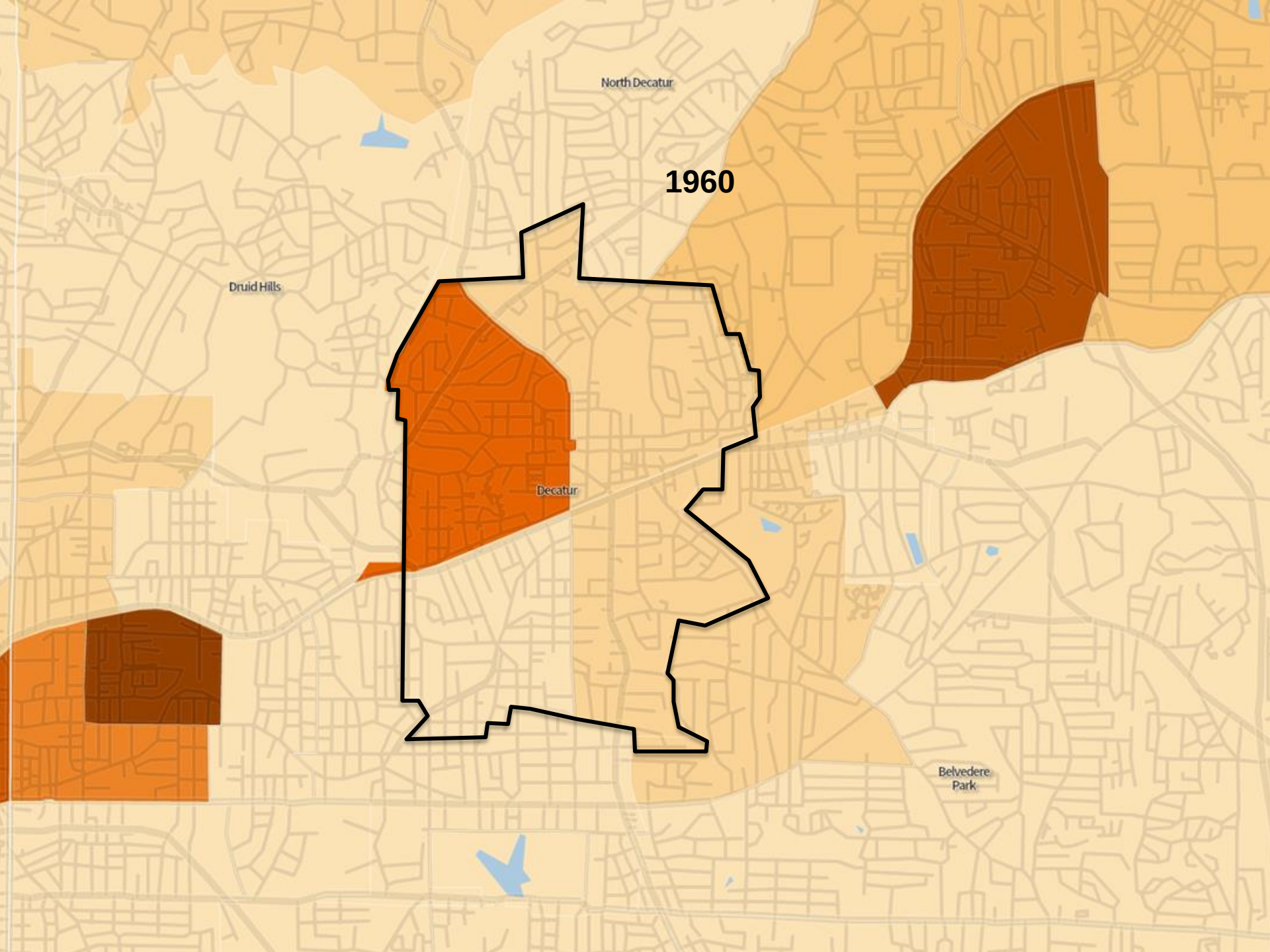
Results: Race

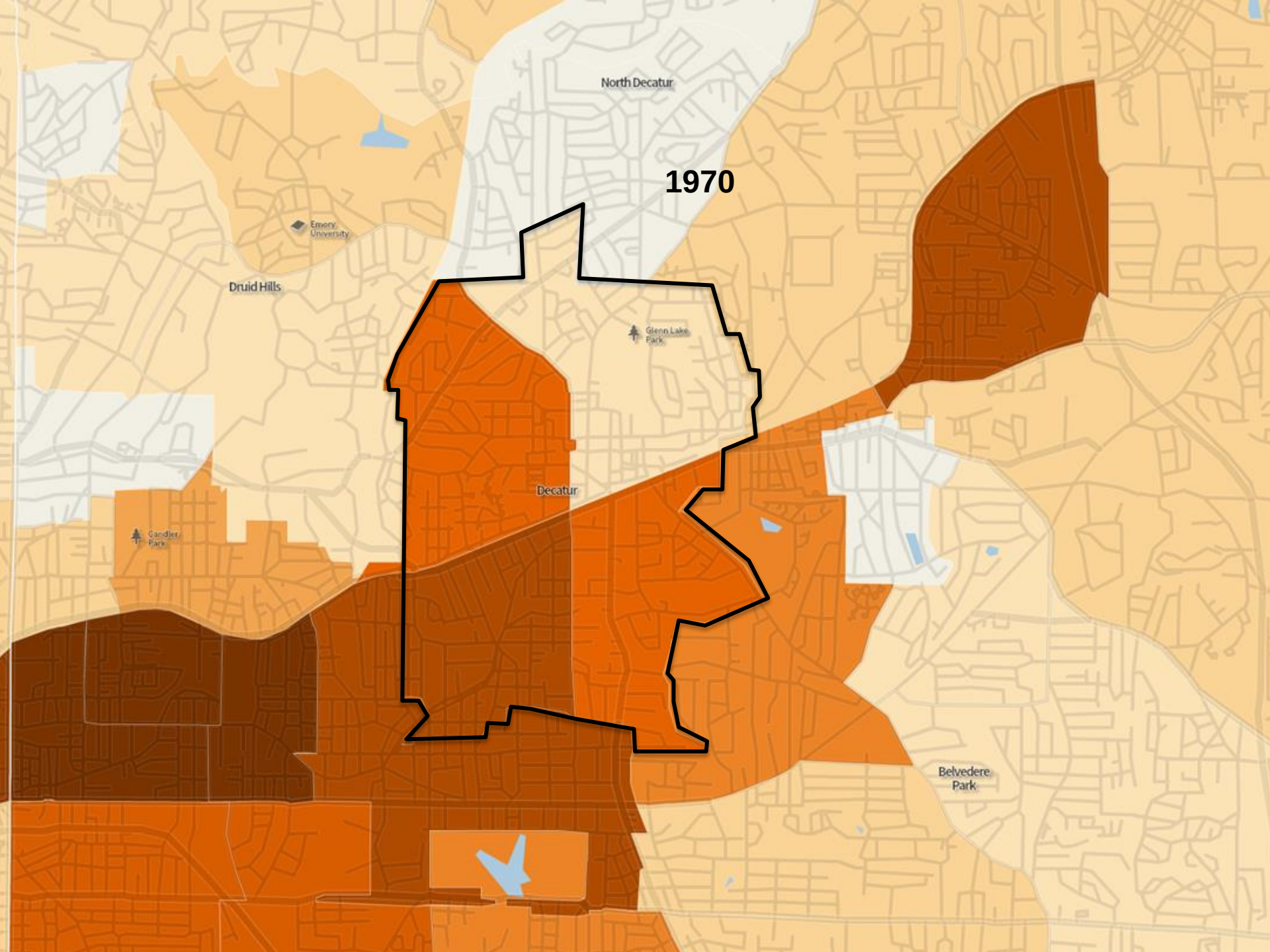
- Most visible indicator of diversity
- Historically only 2 races in Decatur

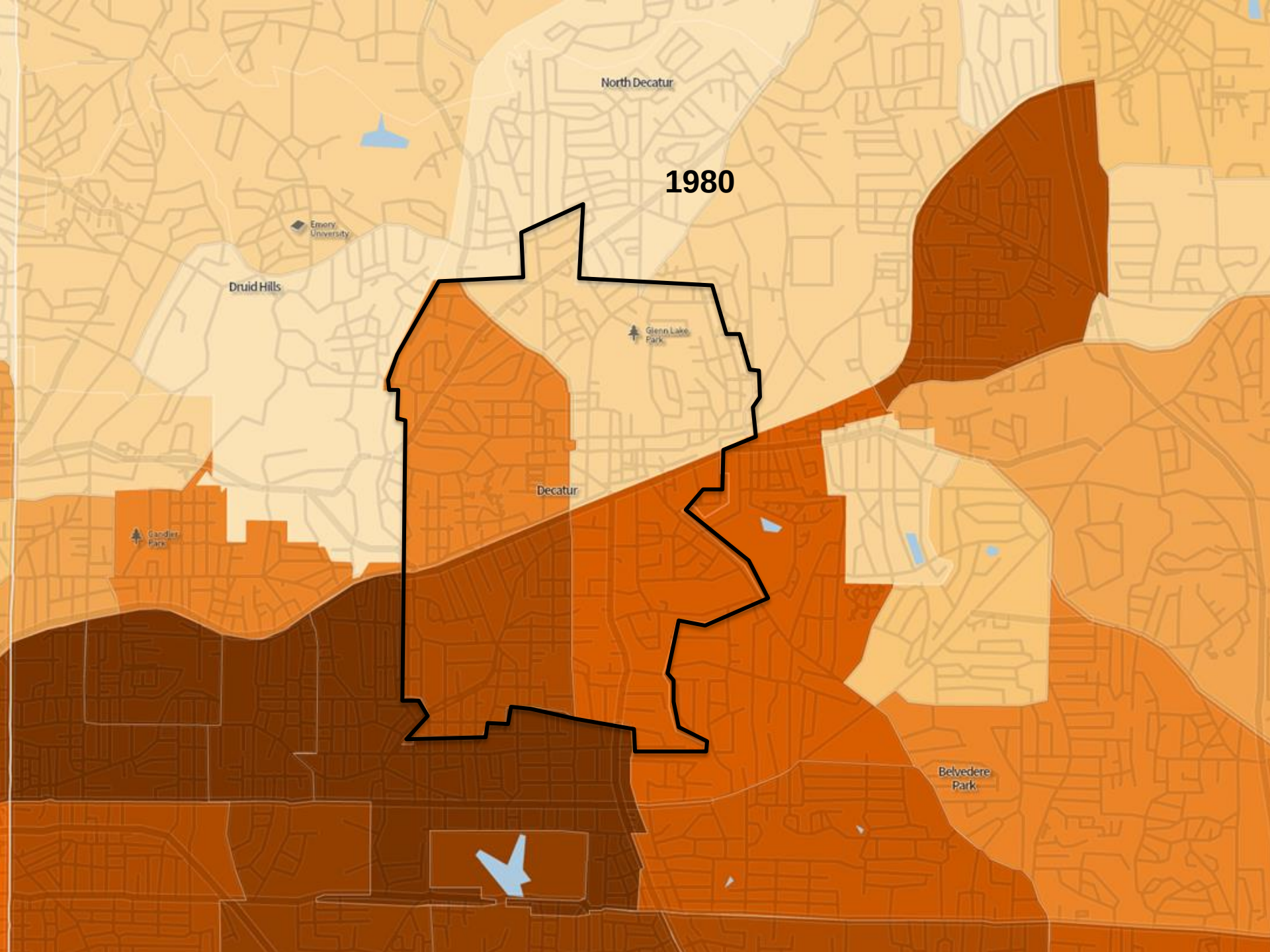
"Before, just whites and blacks."
- White female, age 62

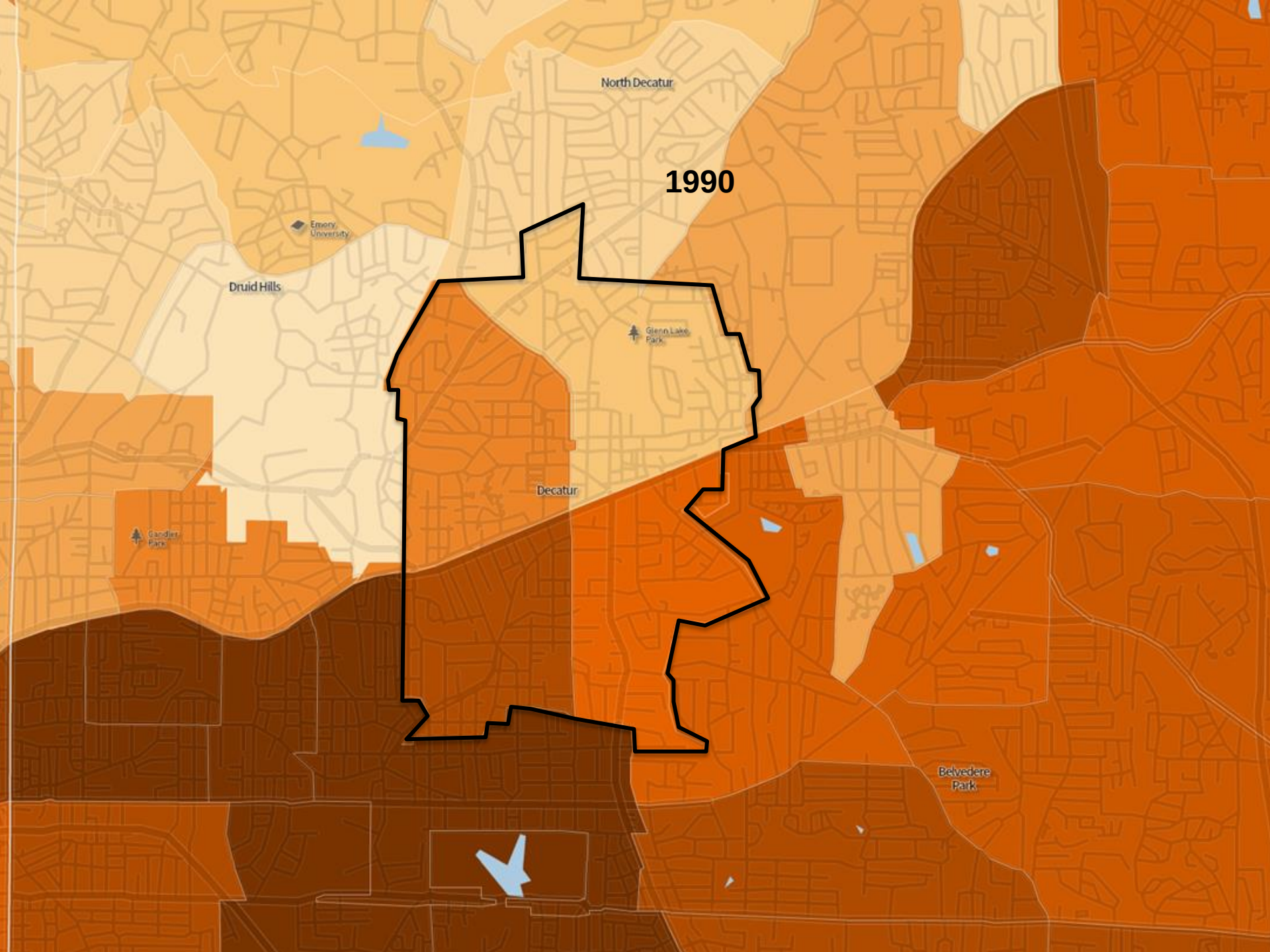

North Decatur
1940
Druid Hills
Decatur
Census 1940 Tracts - % Black
Insufficient data
< 1%
1% to 5%
5% to 10%
10% to 15%
15% to 30%
30% to 40%
40% to 60%
60% to 75%
75% to 90%
90% to 95%
> 95%

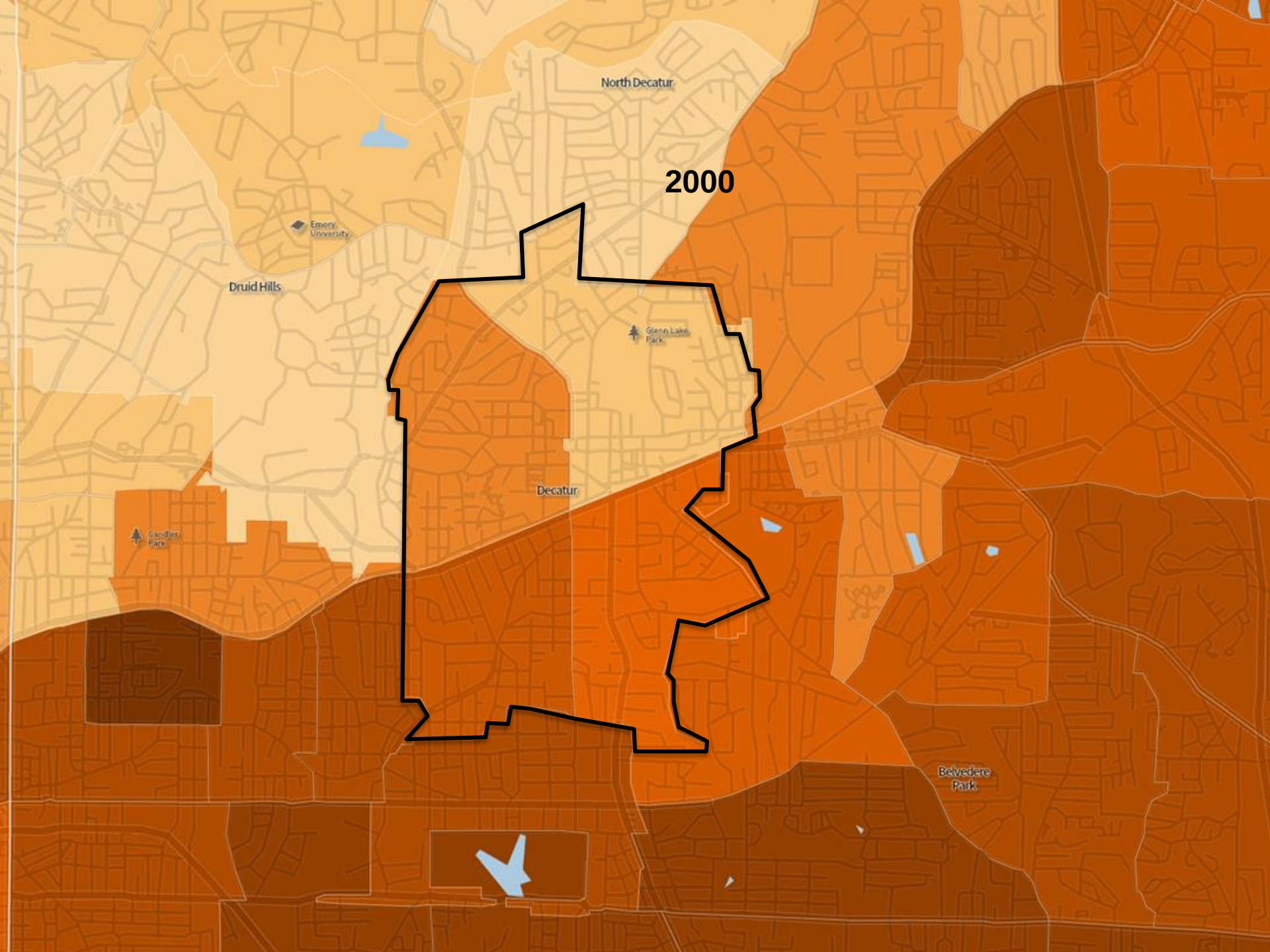

1950
North Decatur
Druid Hills
Decatur
Belvedere Park

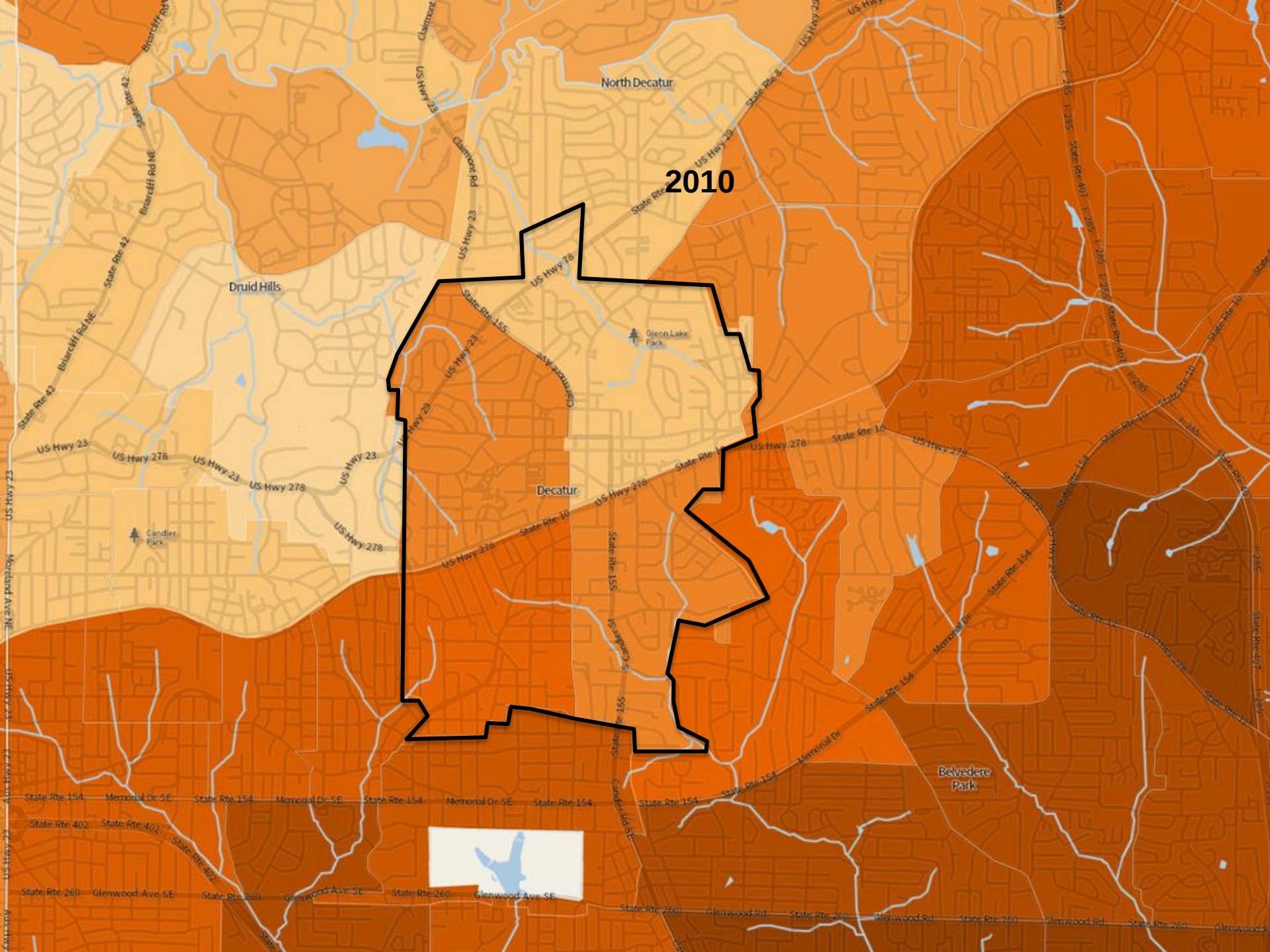

1960
North Decatur
Druid Hills
Decatur
Belvedere Park


1970
North Decatur
Emory University
Druid Hills
Glenn Lake Park
Decatur
Gandler Park
Belvedere Park


North Decatur
1980
Emory University
Druid Hills
Glenn Lake Park
Decatur
Gandler Park
Belvedere Park

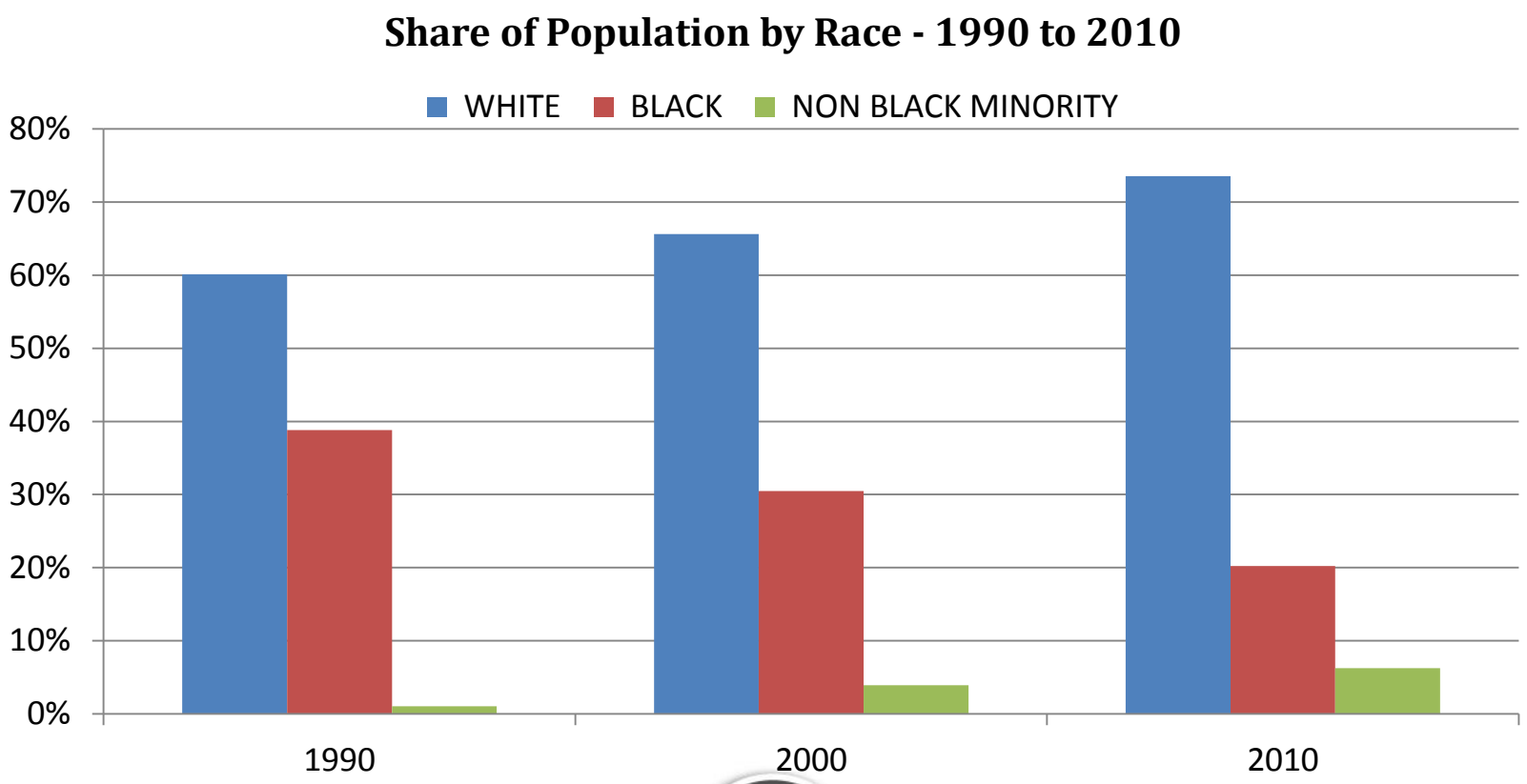

1990
North Decatur
Emory University
Druid Hills
Glenn Lake Park
Decatur
Gandler Park
Belvedere Park


North Decatur
2000
Emory University
Druid Hills
Glenn Lake Park
Decatur
Gandler Park
Belvedere Park

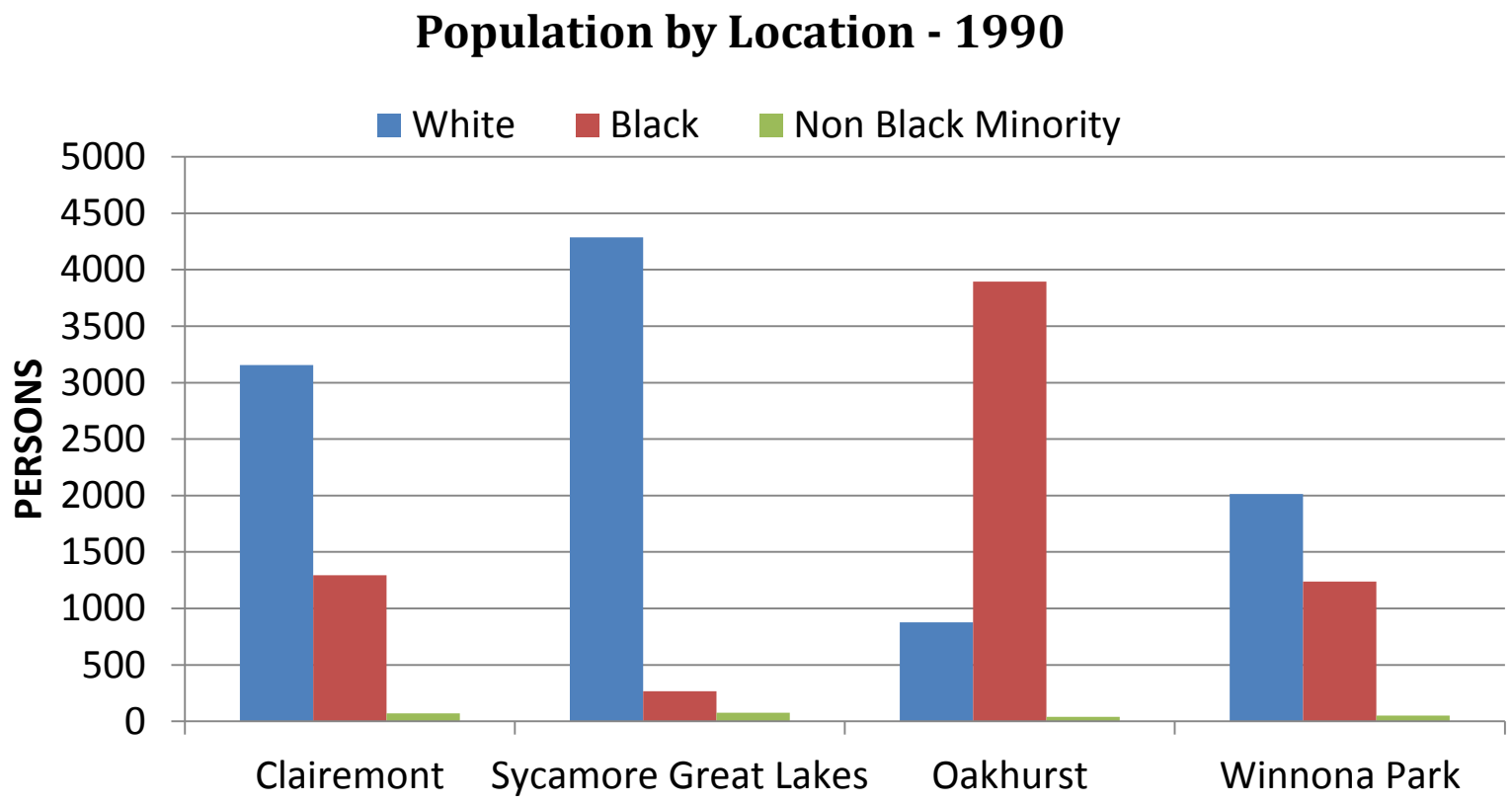

2010
North Decatur
Druid Hills
Decatur
Belvedere Park
Glenn Lake Park
Candler Park
Briarcliff Rd NE
Clairmont Rd
Clairmont Ave
Memorial Dr
Glenwood Ave SE
Glenwood Rd
US Hwy 23
US Hwy 29
US Hwy 78
US Hwy 278
State Rte 42
State Rte 155
State Rte 10
State Rte 154
State Rte 402
State Rte 260
I-285

Results: Race

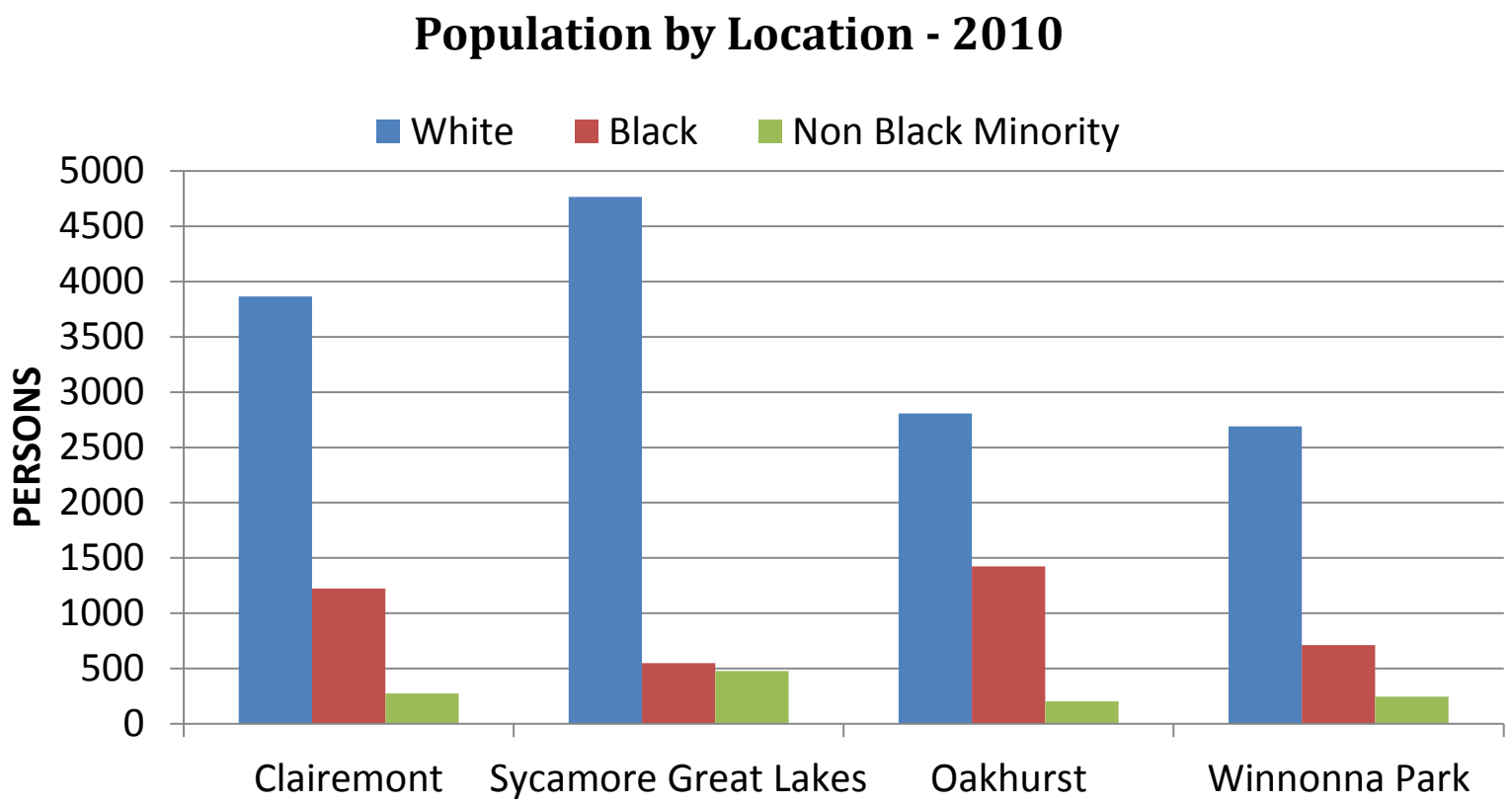
"Traditional measures of diversity will not be favorable for Decatur, especially if you define it in terms of race." - White female, age 53



Results: Race



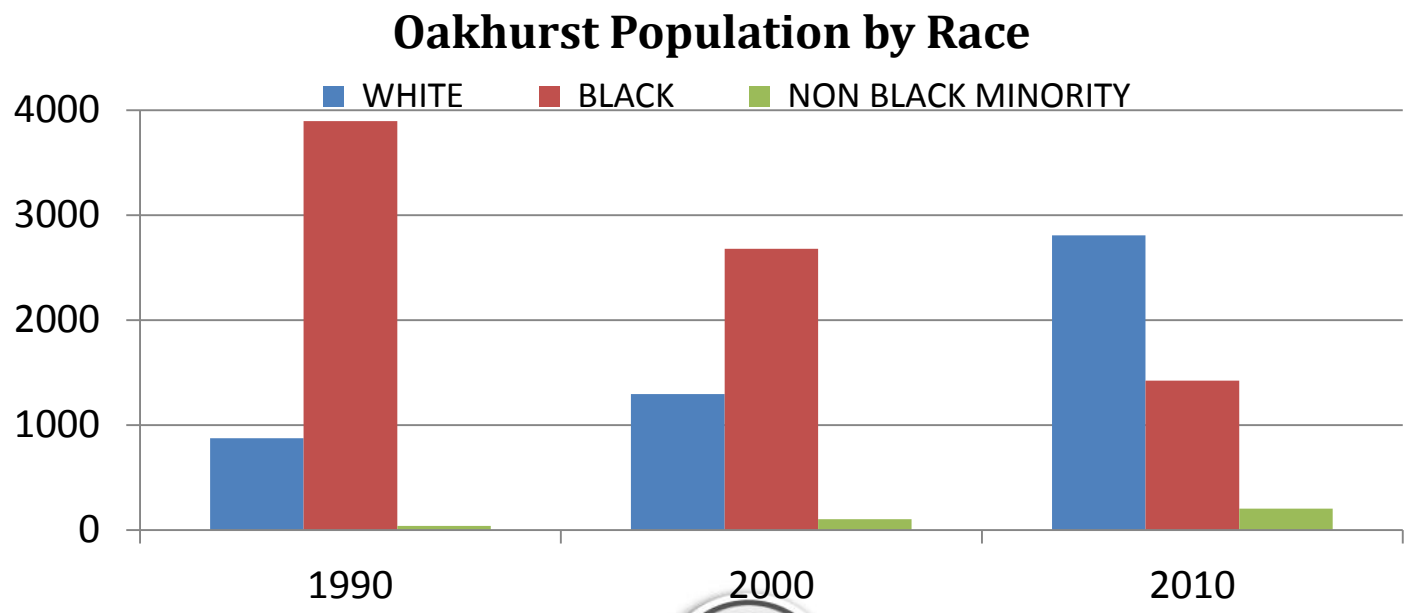
Results: Race



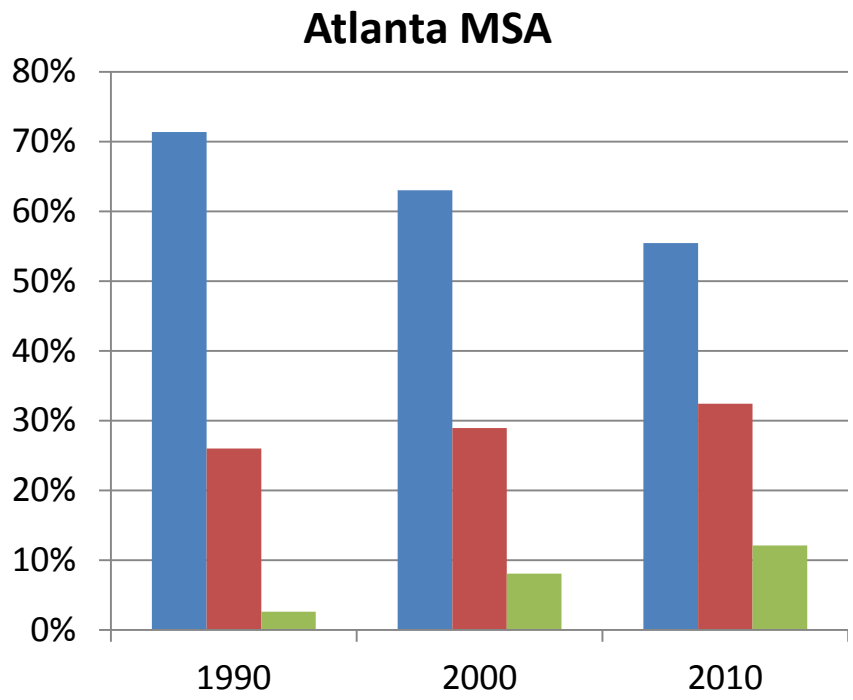
Results: Race

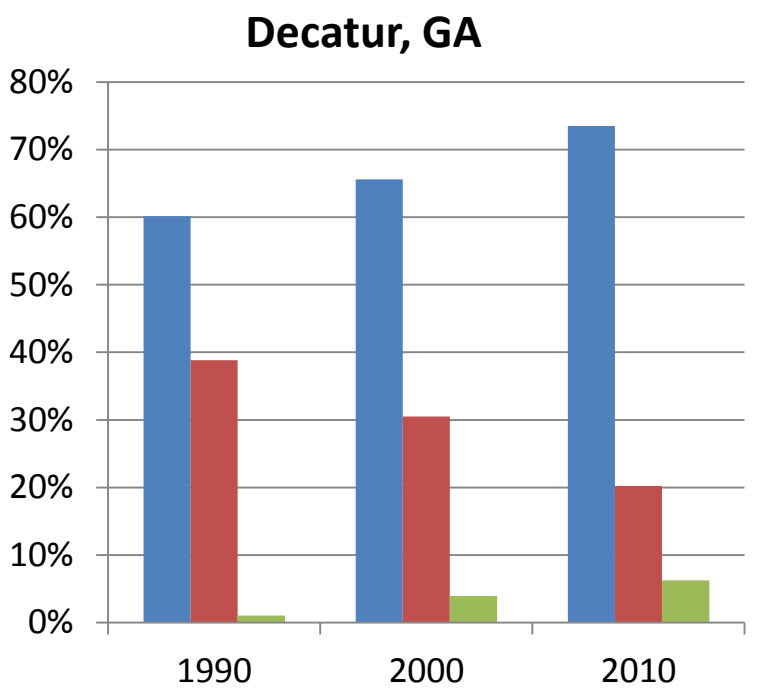
"We've had this image that white people don't want us to live in the City Of Decatur, which I don't find is true. Nobody can run me away. My children went to school here, they grew up, came back, live here and pay taxes here, and their children go to school here. Trust us. Stay here and fight, if that's what it takes."

- Black female, age 82



Comparison to Benchmark Cities





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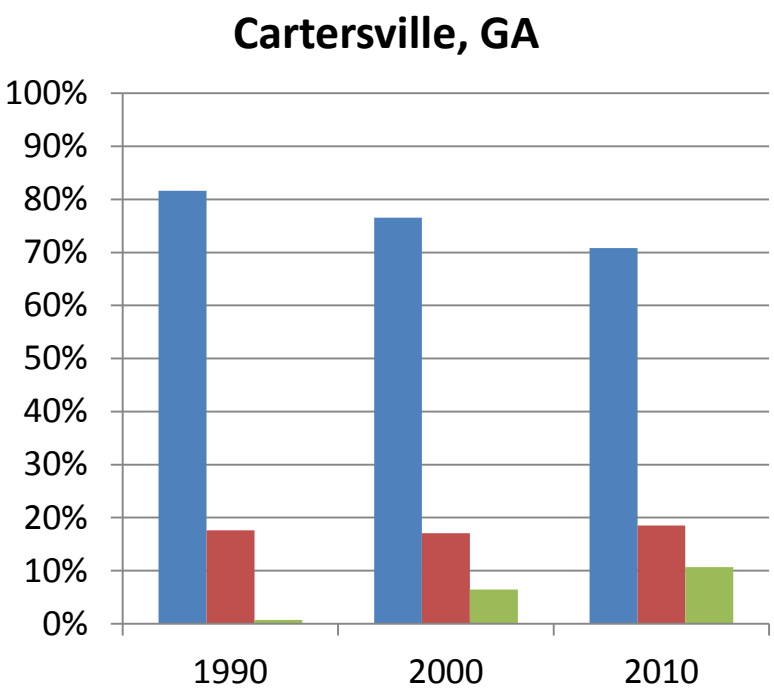
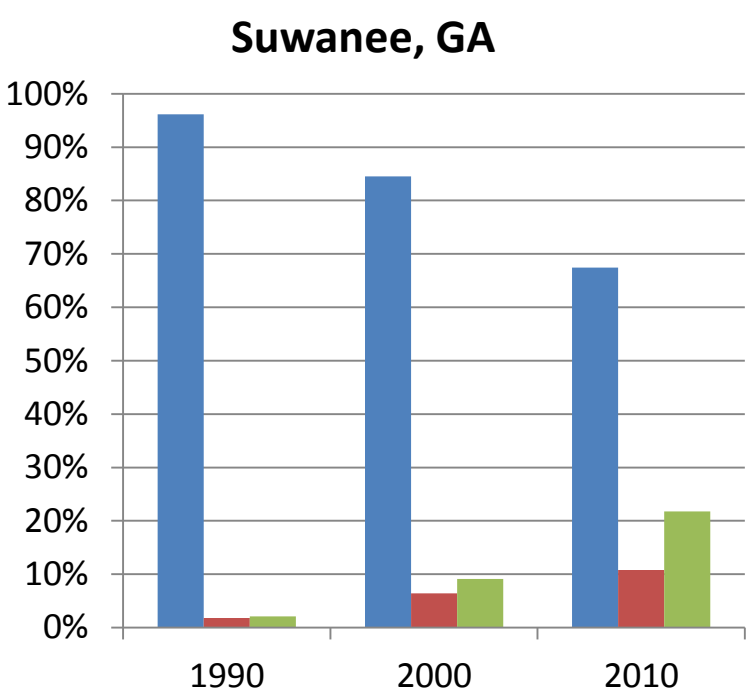
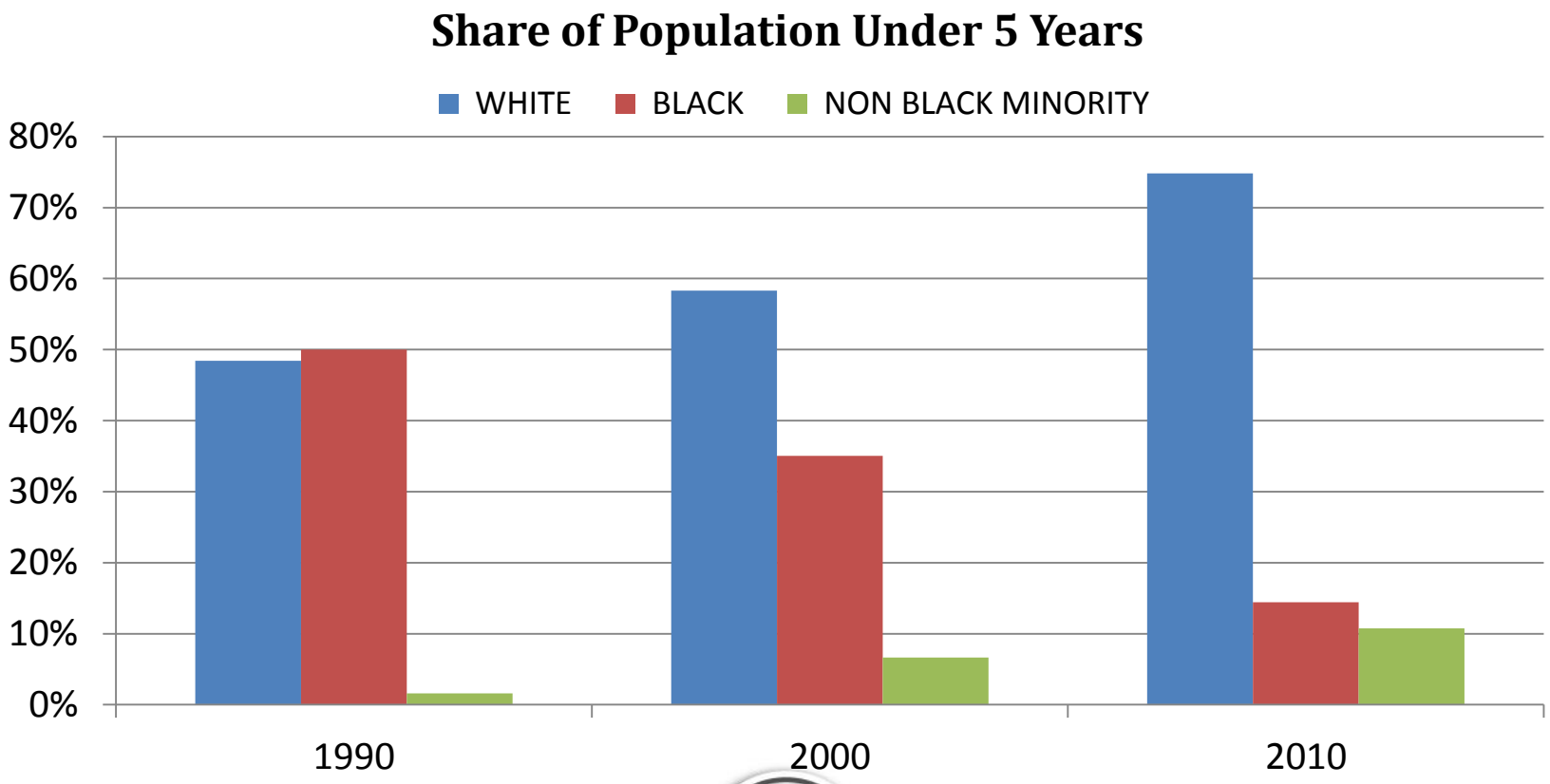


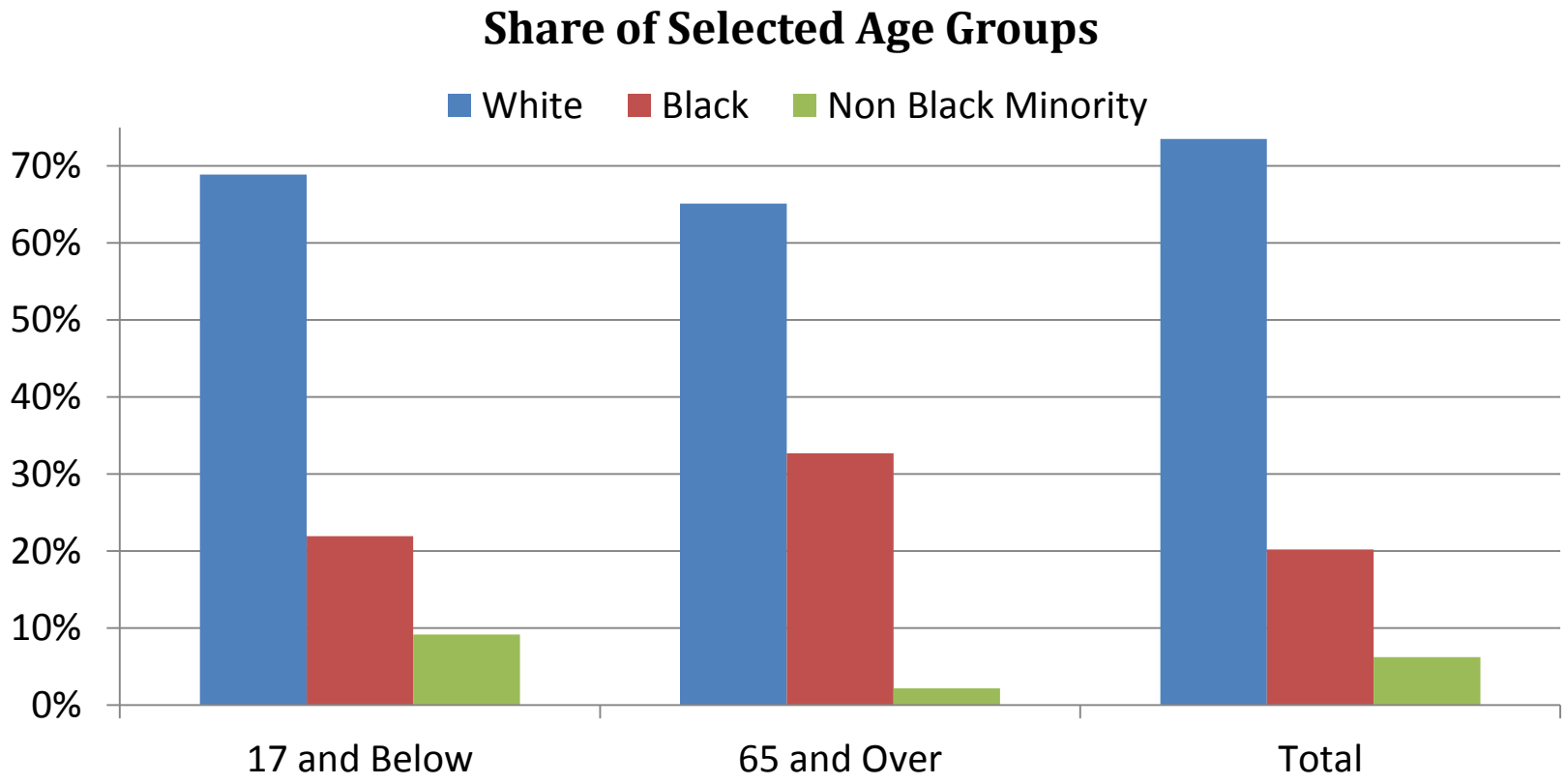


Results: Age & Race

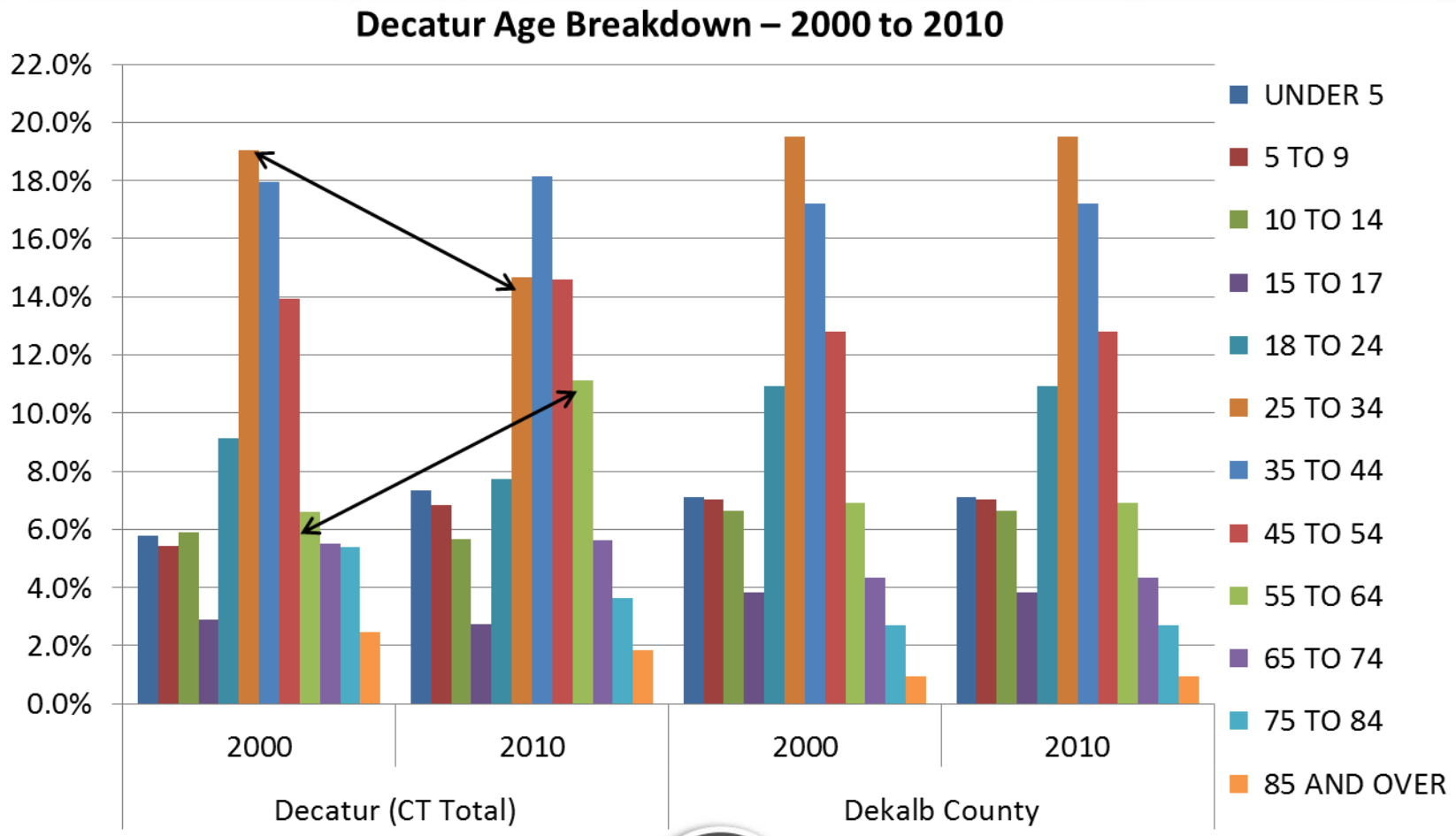
"Do you accept the new Decatur? Is there any going back to the way it used to be?" - White female, age 42



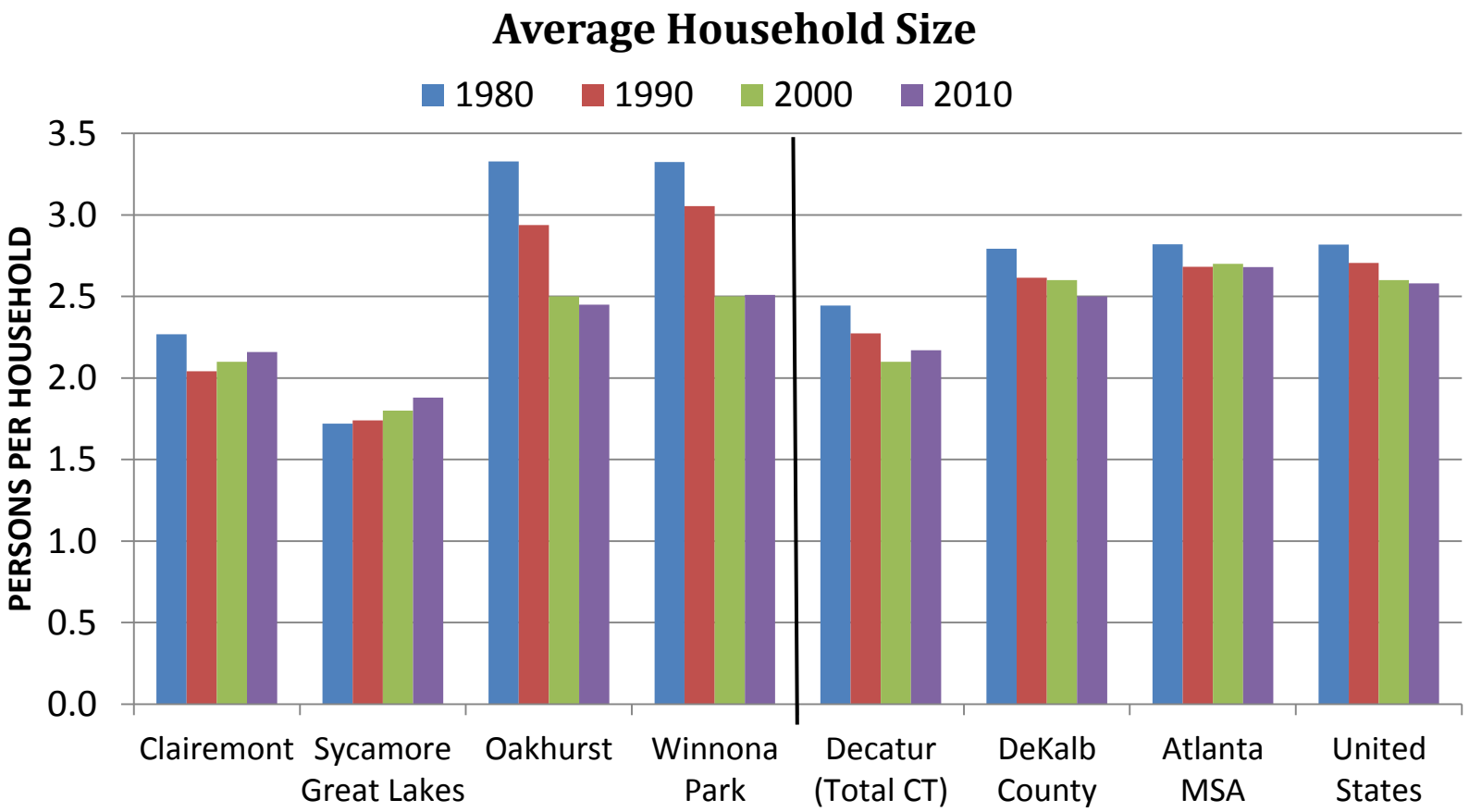
Results: Age & Race



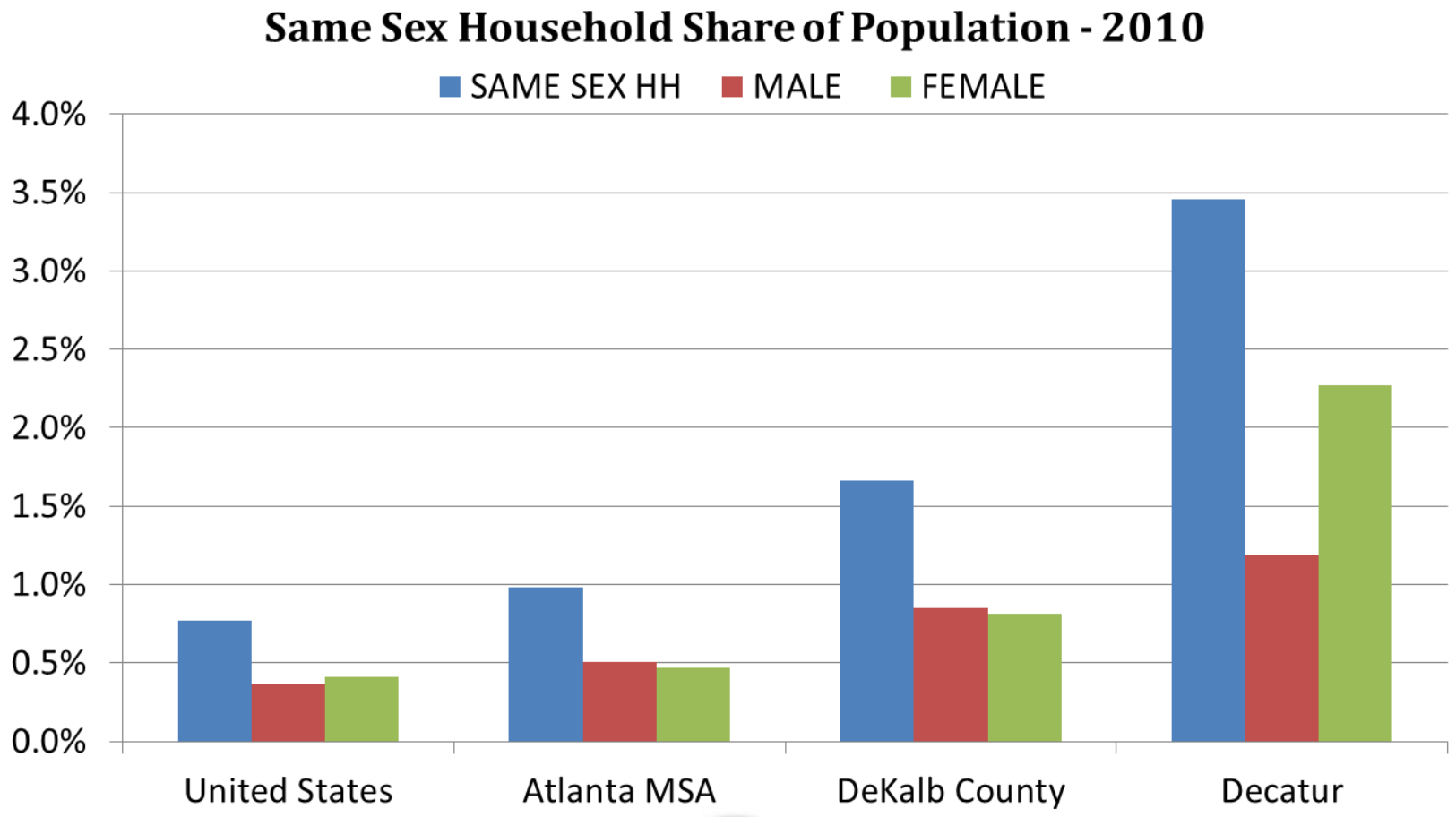
Results: Age


Decatur Age Breakdown – 2000 to 2010
22.0%
20.0%
18.0%
16.0%
14.0%
12.0%
10.0%
8.0%
6.0%
4.0%
2.0%
0.0%
2000
2010
2000
2010
Decatur (CT Total)
Dekalb County
UNDER 5
5 TO 9
10 TO 14
15 TO 17
18 TO 24
25 TO 34
35 TO 44
45 TO 54
55 TO 64
65 TO 74
75 TO 84
85 AND OVER

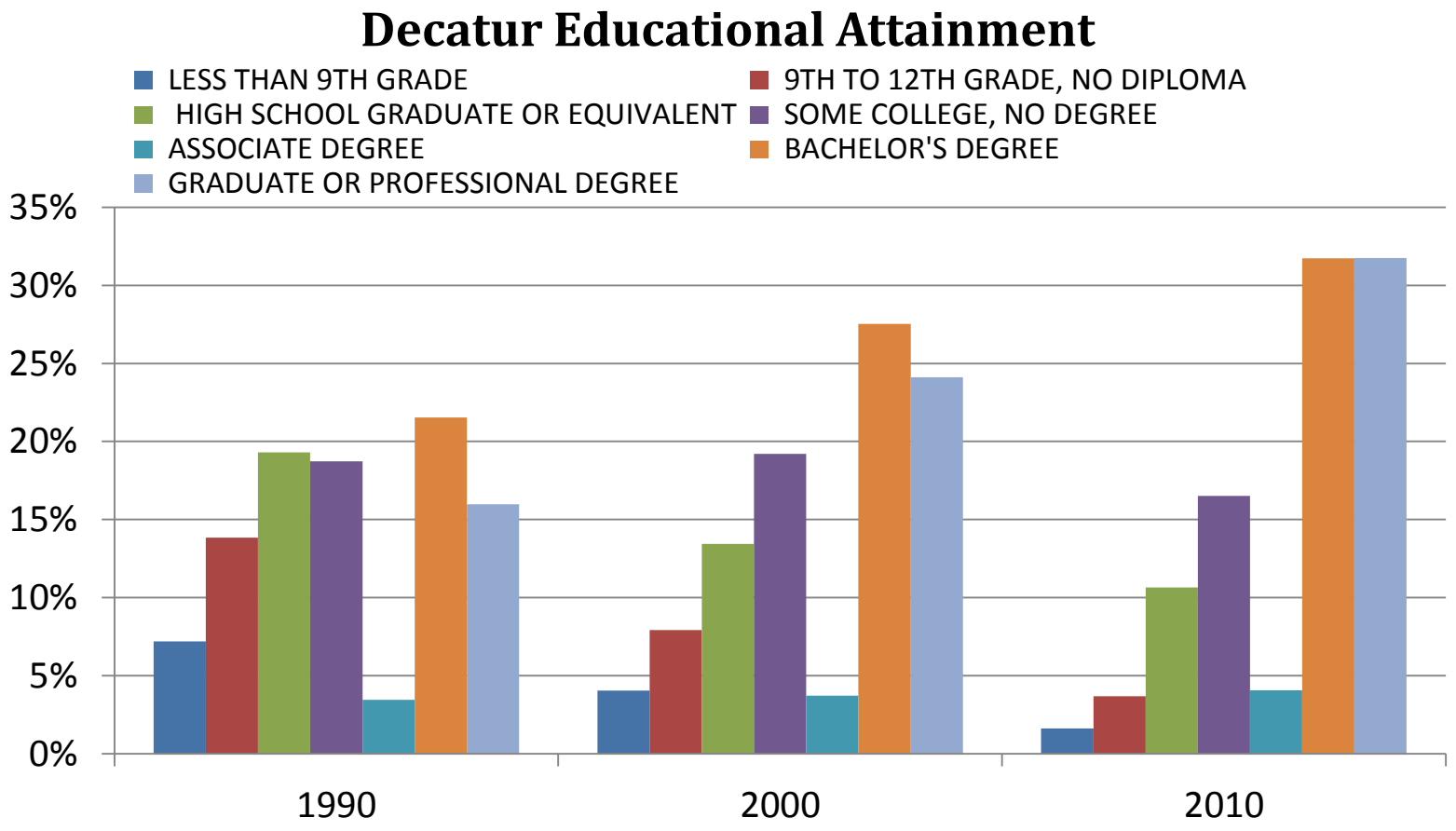
Findings: Household Type



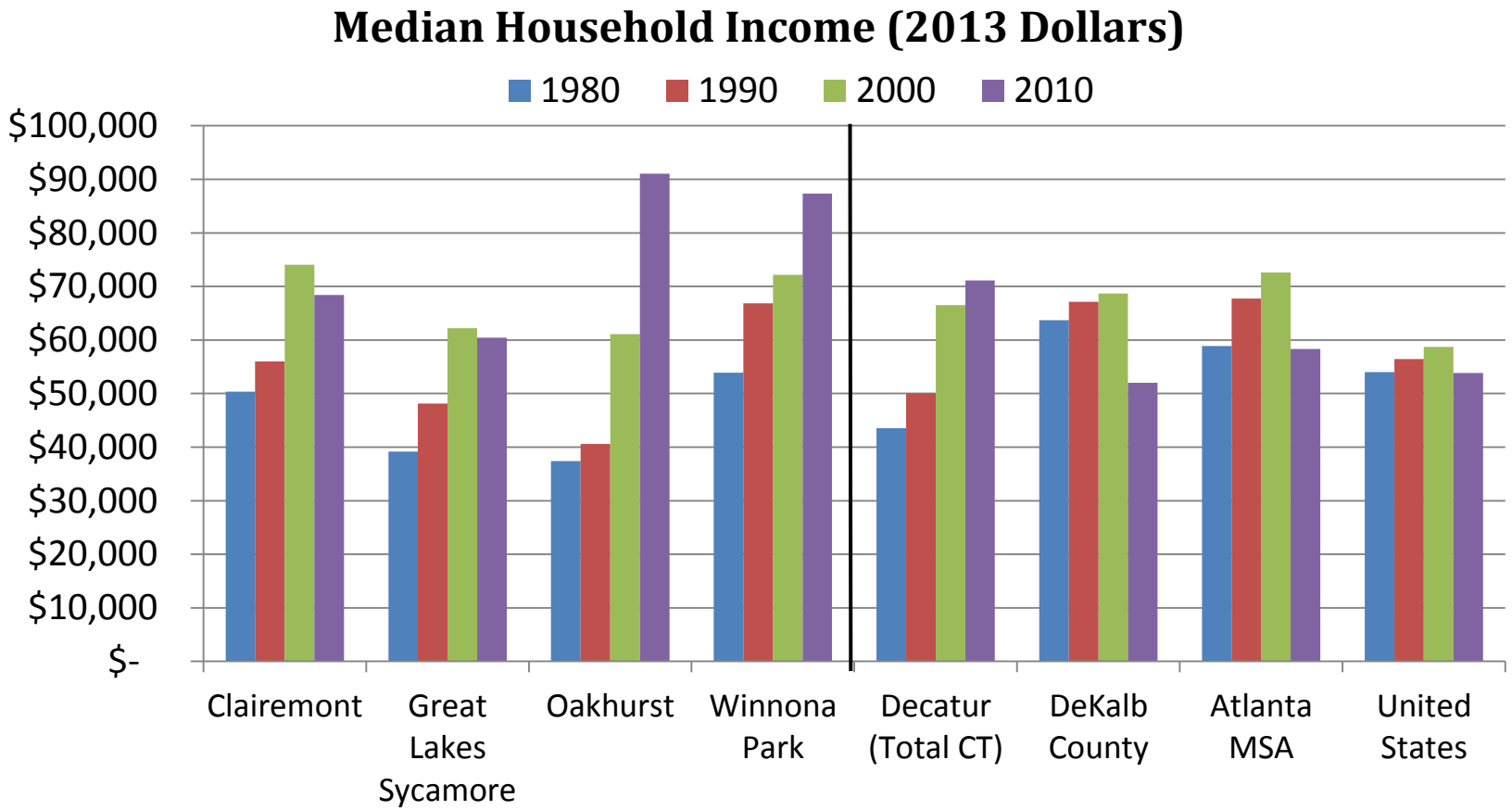
Findings: Household Type



Findings: Education

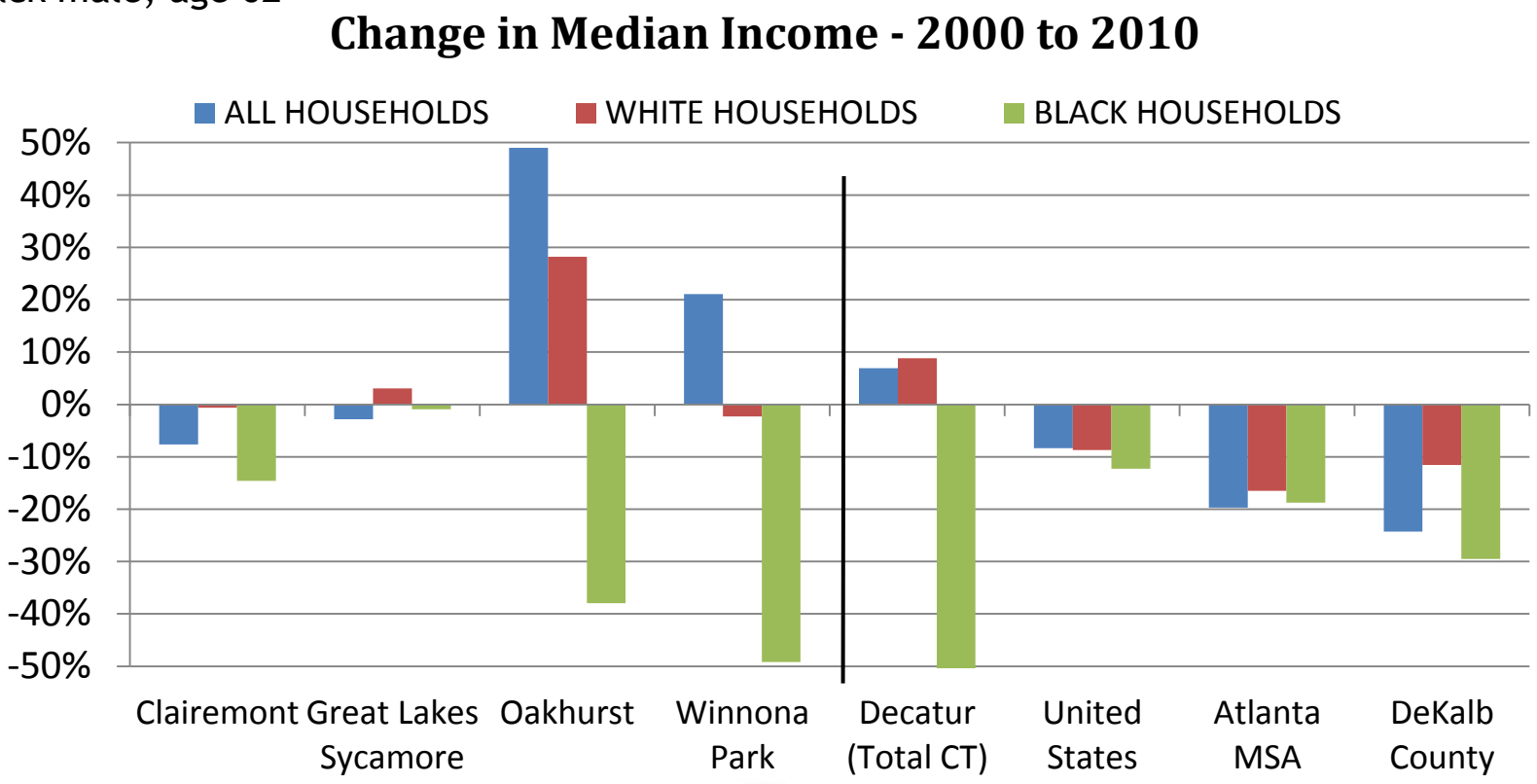


Results Income



Results: Income

"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



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

BUREAU OF THE CENSUS
MACHINE TABULATION DIVISION
1954 CENSUS OF AGRICULTURE
SAMPLE A CARD