



2024 State of Buckhead Study

Report of Findings

Updated February 2025



ALEXANDER BABBAGE

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Research objectives and methodology

- › After conducting a State of Buckhead survey in 2020 and 2022, Livable Buckhead wanted to bring that survey forward in 2024 to measure changes on key issues, as well as gather opinions and feedback from Buckhead residents, businesses, and employees on topical, relevant issues:
 - What is the current profile of those residing in and/or working in Buckhead? How has that changed?
 - What are the current perceptions of Buckhead among residents, businesses, and employees? How have these perceptions changed? What impact have marketing and PR had on the Buckhead brand?
 - What are the biggest issues currently facing Buckhead? Have these changed over time?
 - How engaged are individuals with their communities? What sustainability issues and programs are important and what is the level of interest in participation?
 - What is the status of Buckhead residents and workers in terms of returning to work? What will be the “new normal” for the foreseeable future. For those who have returned, what type of commute do they now face? What modes of transportation do they use and are they interested in alternative means of getting to work?
- › An online survey was fielded from 9/18/24 through 11/8/24, targeting individuals in Livable Buckhead’s database. The survey yielded 4,690 completed interviews, which provides an average margin of error of $\pm 1.4\%$ at a 95% degree of confidence. A geographic analysis of home ZIPs identified respondents who do not live in Atlanta or Georgia. These are excluded from the main analysis.
- › An additional geographic analysis was performed based on respondents' home zip codes. Individuals residing outside the Atlanta area or other relevant Georgia markets were excluded from the data and analysis.



Executive Summary

Five key takeaways from the research

1. Buckhead is felt to be a prestigious destination which offers great proximity to the best shopping and restaurants and is a great place to raise a family because of its access to the best schools.
2. The Buckhead resident is highly educated (89% college+), high income (HHI \$298K), slightly older (average age 55.7) and less have children at home (35%) compared to the Buckhead MSA.
3. Residents' satisfaction with city administration has improved in arts, culture, and public safety, while ethics and transportation remain areas for improvement. Both residents and workers prioritize water and air quality as the most important environmental issues. Since 2020, maintaining existing parks has remained the most important greenspace initiative, while the importance of creating new walking and biking connections to parks has significantly increased.
4. 28% of commuters have been required by their employer to return to the office every day, 50% 3+ days. Residents and Workers have increased concerns about traffic.
5. Concerns about safety have improved among residents, workers and owners. Among those who consider crime the most pressing issue, robbery/theft, burglary, and gun violence are identified as the primary threats.



Respondent Profiles

Audience definitions and comparison to previous years



2024 All respondents (n=1,653 Average MoE ± 2.4%)



2022 All respondents (n=2,847 Average MoE ± 1.8%)



2020 All respondents (n=2,362 Average MoE ± 2.0%)



2024 Buckhead residents (n=1,428 Average MoE ± 2.6%)
Either live in Buckhead or live and work in Buckhead



2022 Buckhead residents (n=2,319 Average MoE ± 2.0%)
Either live in Buckhead or live and work in Buckhead



2020 Buckhead residents (n=1,870 Average MoE ± 2.3%)
Either live in Buckhead or live and work in Buckhead



2024 Buckhead workers (n=747 Average MoE ± 3.6%)
Either work in Buckhead or live and work in Buckhead



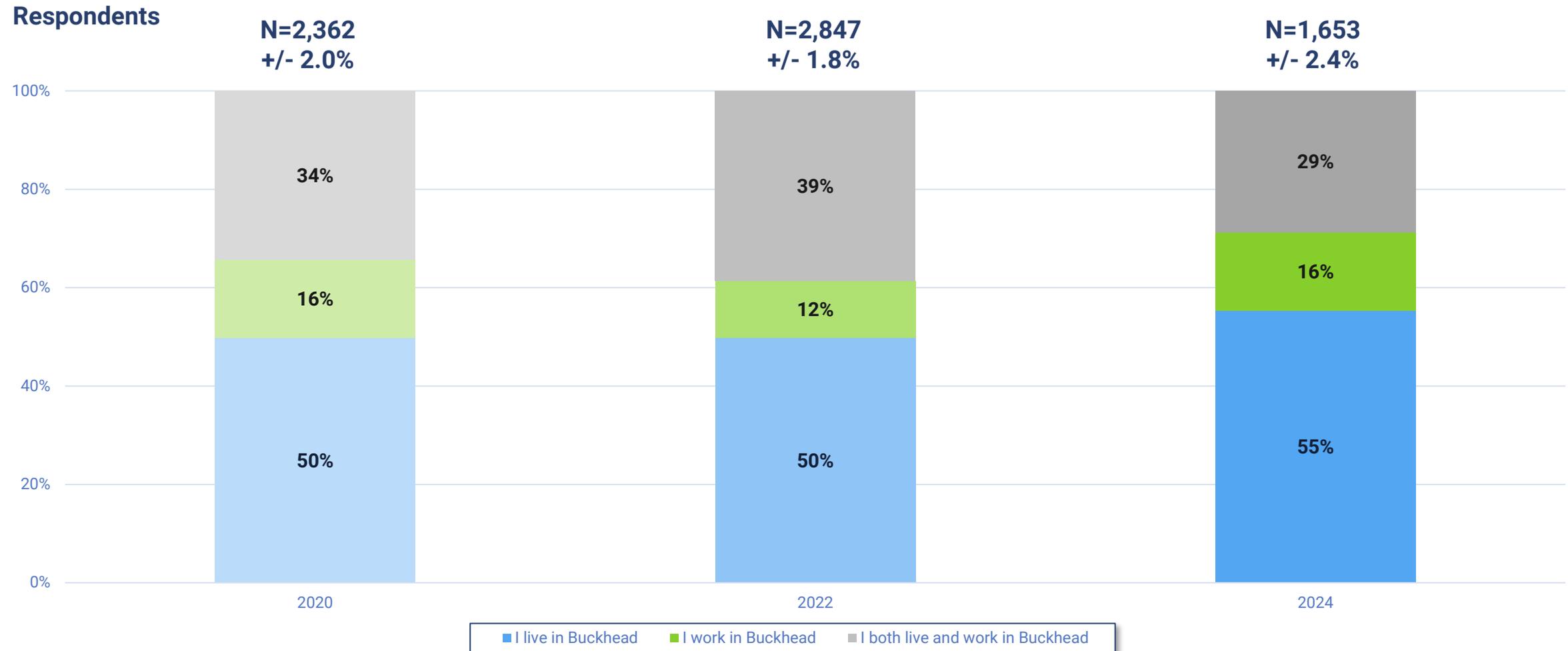
2022 Buckhead workers (n=1,311 Average MoE ± 2.7%)
Either work in Buckhead or live and work in Buckhead



2020 Buckhead workers (n=1,118 Average MoE ± 2.9%)
Either work in Buckhead or live and work in Buckhead

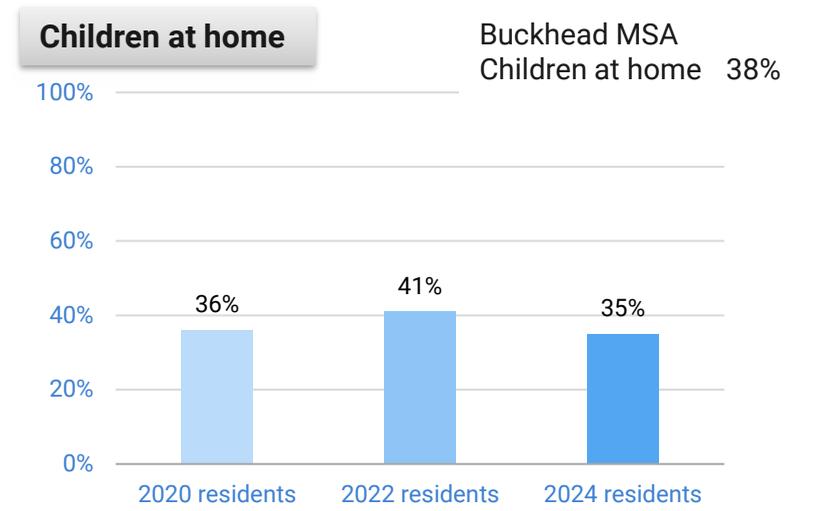
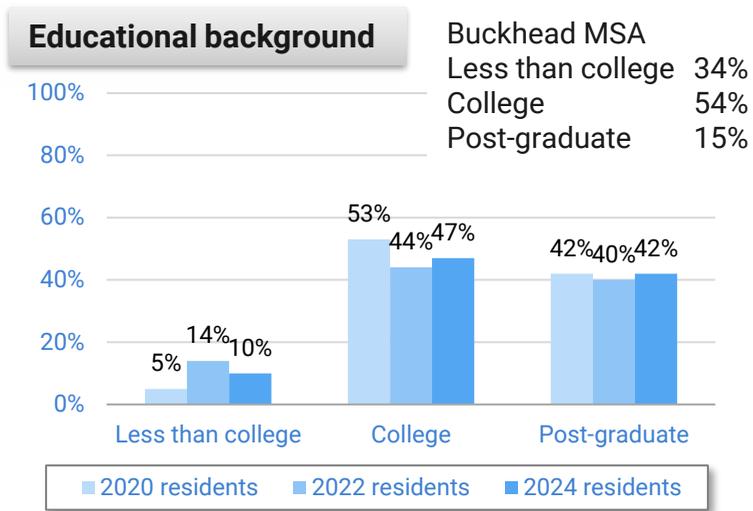
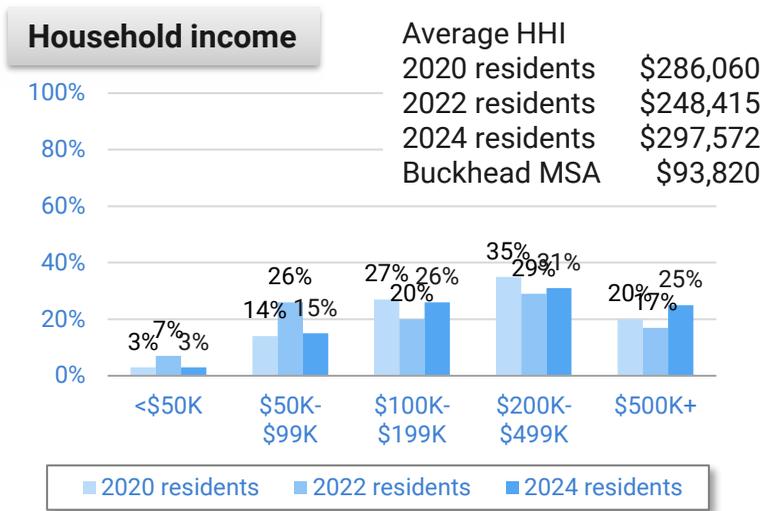
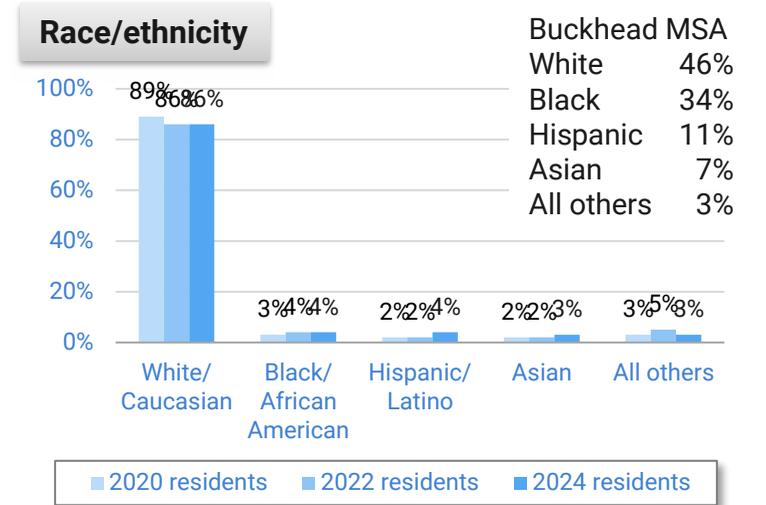
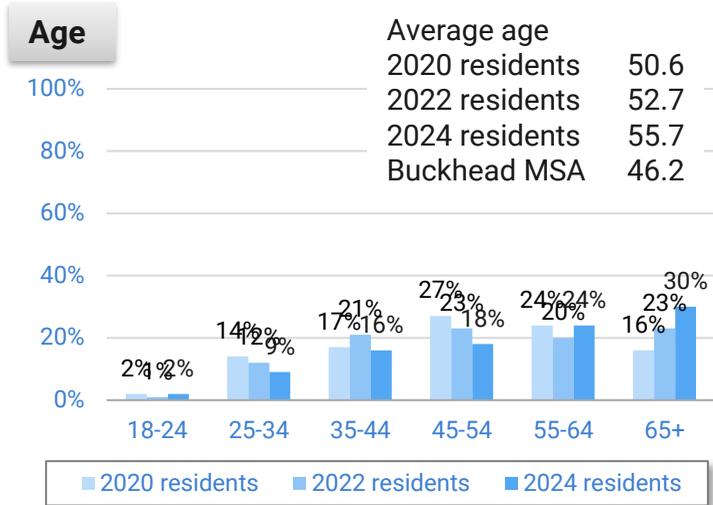
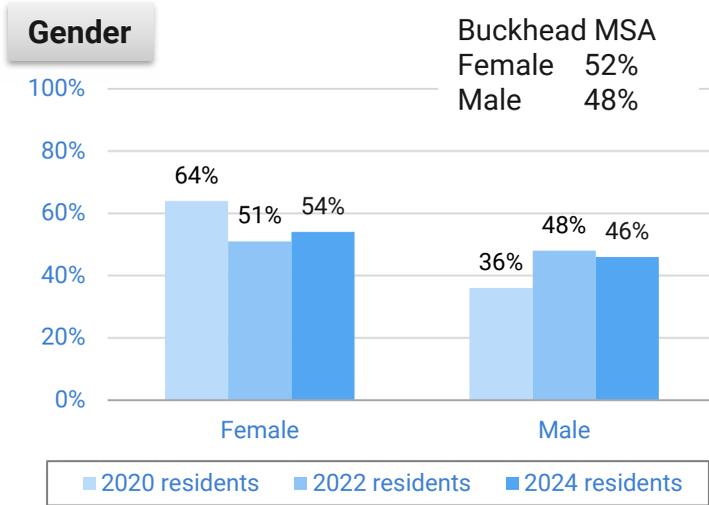
Respondent counts remained strong in 2024 allowing robust analysis within each audience subgroup

Audience breakout by year



Q. Which of the following best describes you?

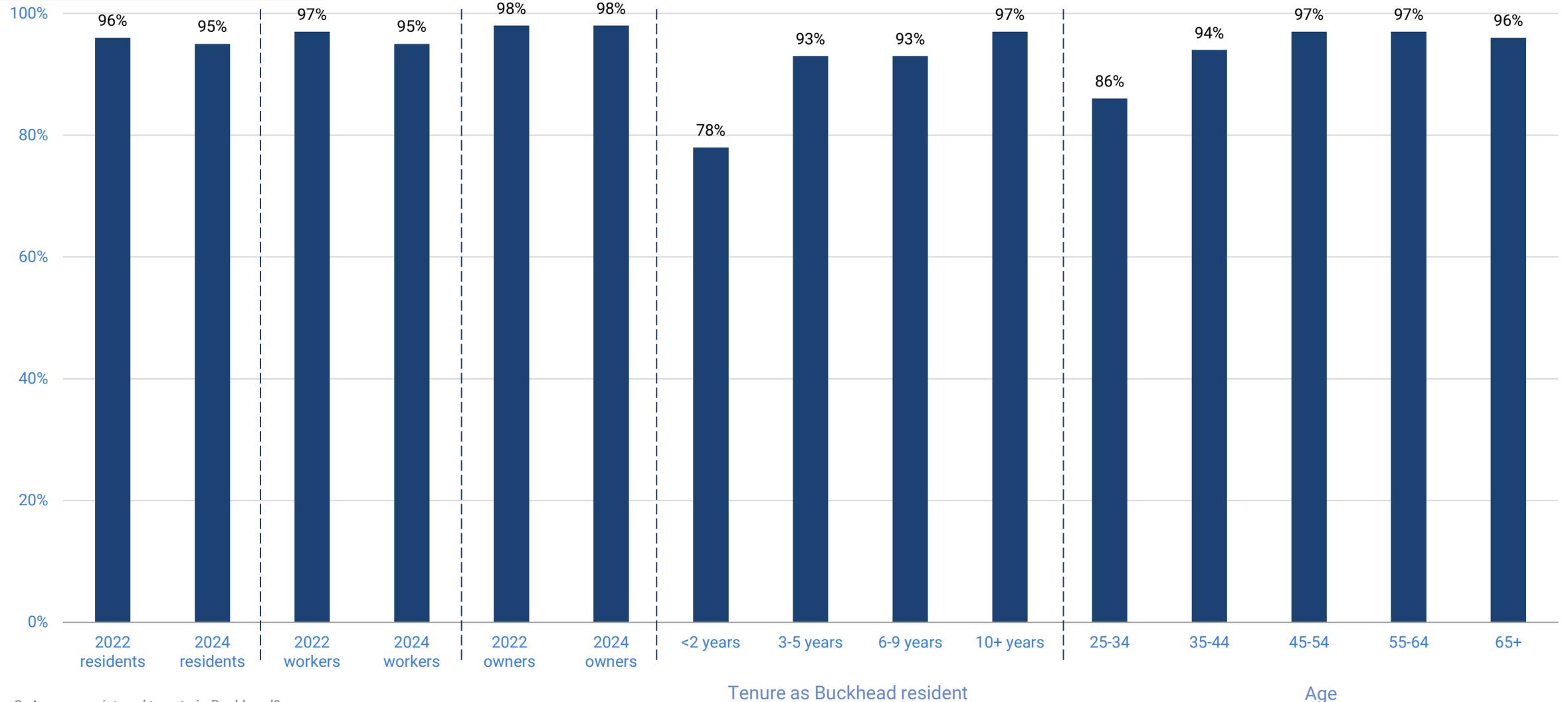
The Buckhead resident is educated (89% college +), high income (HHI \$298K), average age 55.7, and 35% have children at home



Source: Buckhead MSA, Esri

The vast majority (95%+) of residents, workers and owners are registered to vote in Buckhead, though voter registration is lower among newer and younger residents

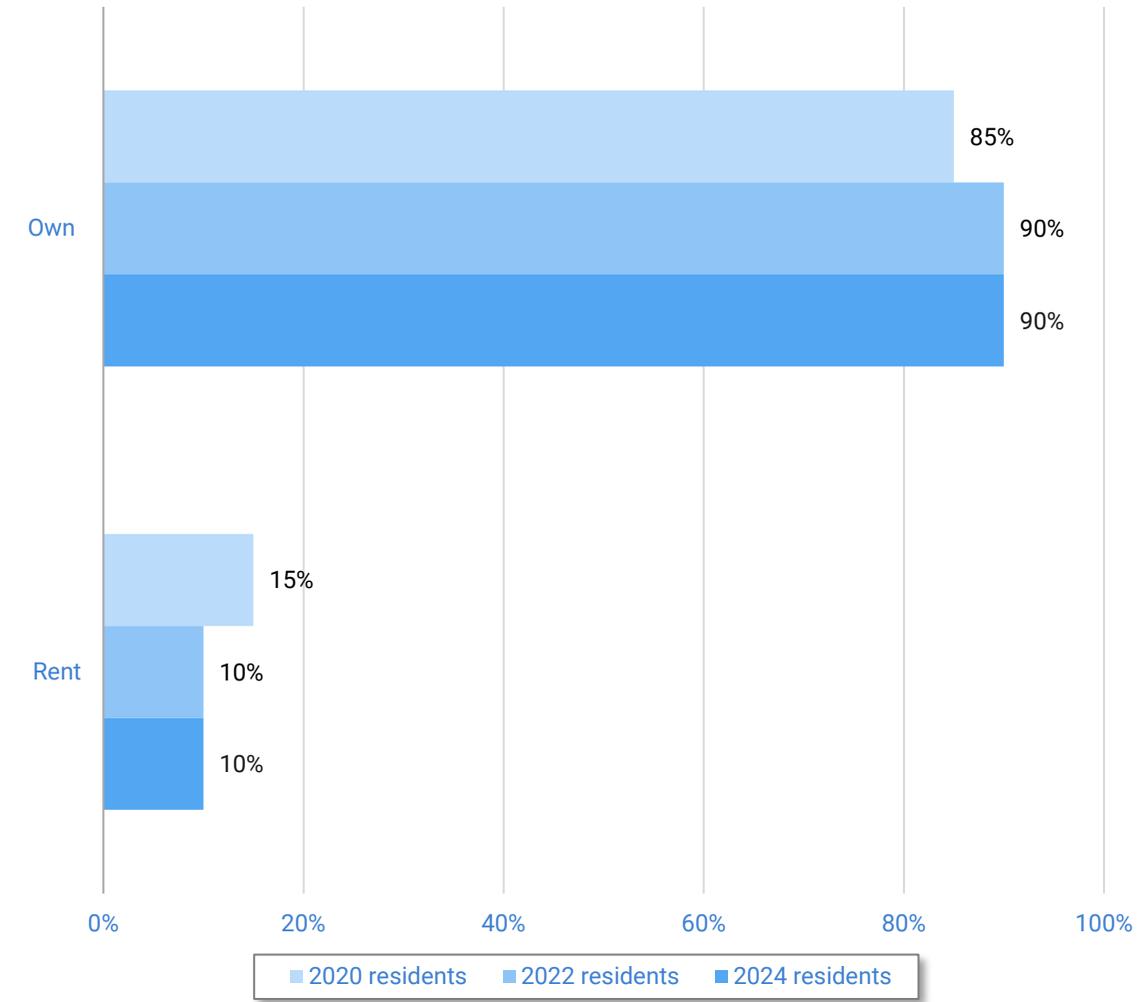
Registered to vote in Buckhead



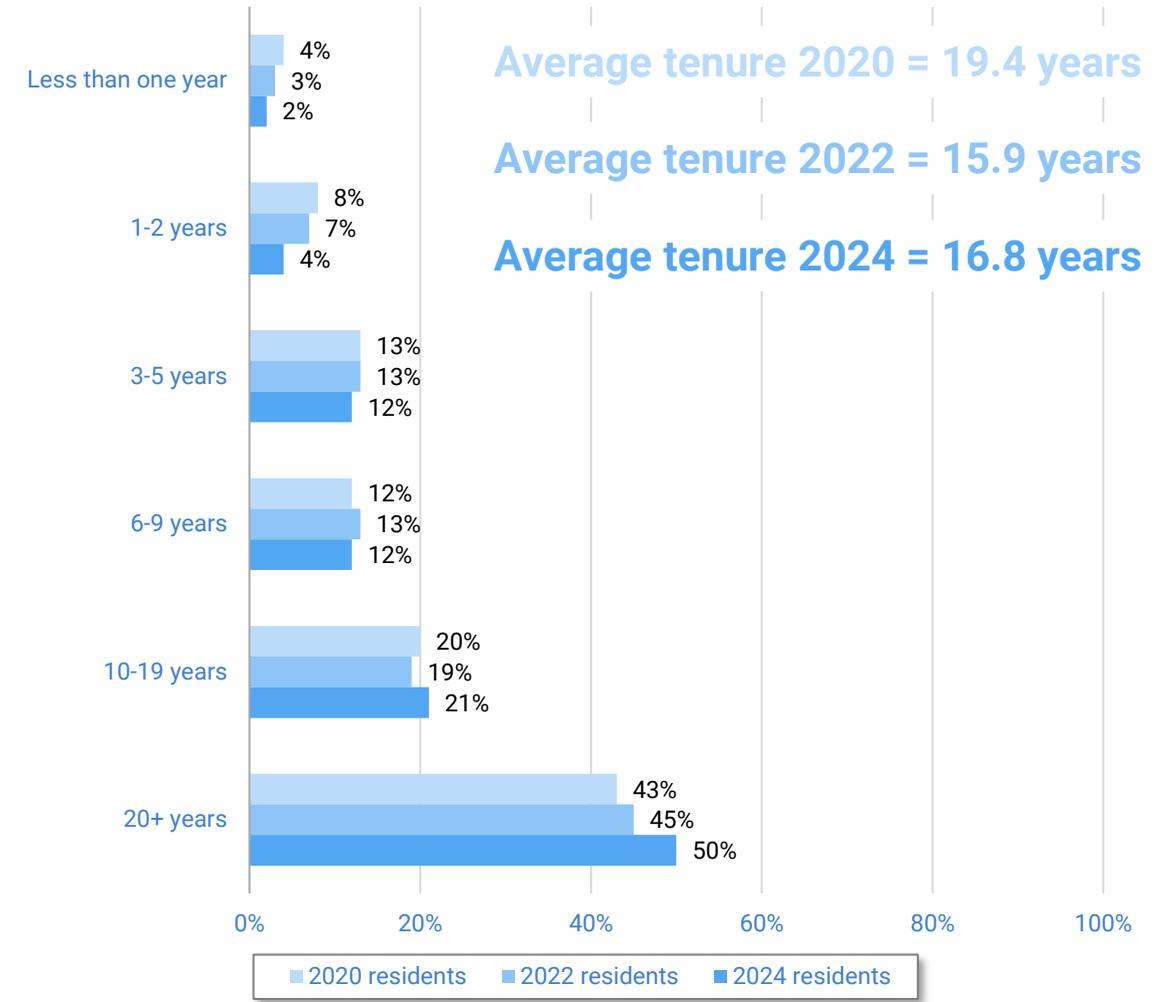
Q. Are you registered to vote in Buckhead?

Most respondents own their place of residence, with an average tenure of 16.8 years living in Buckhead

Residence Status (Residents)



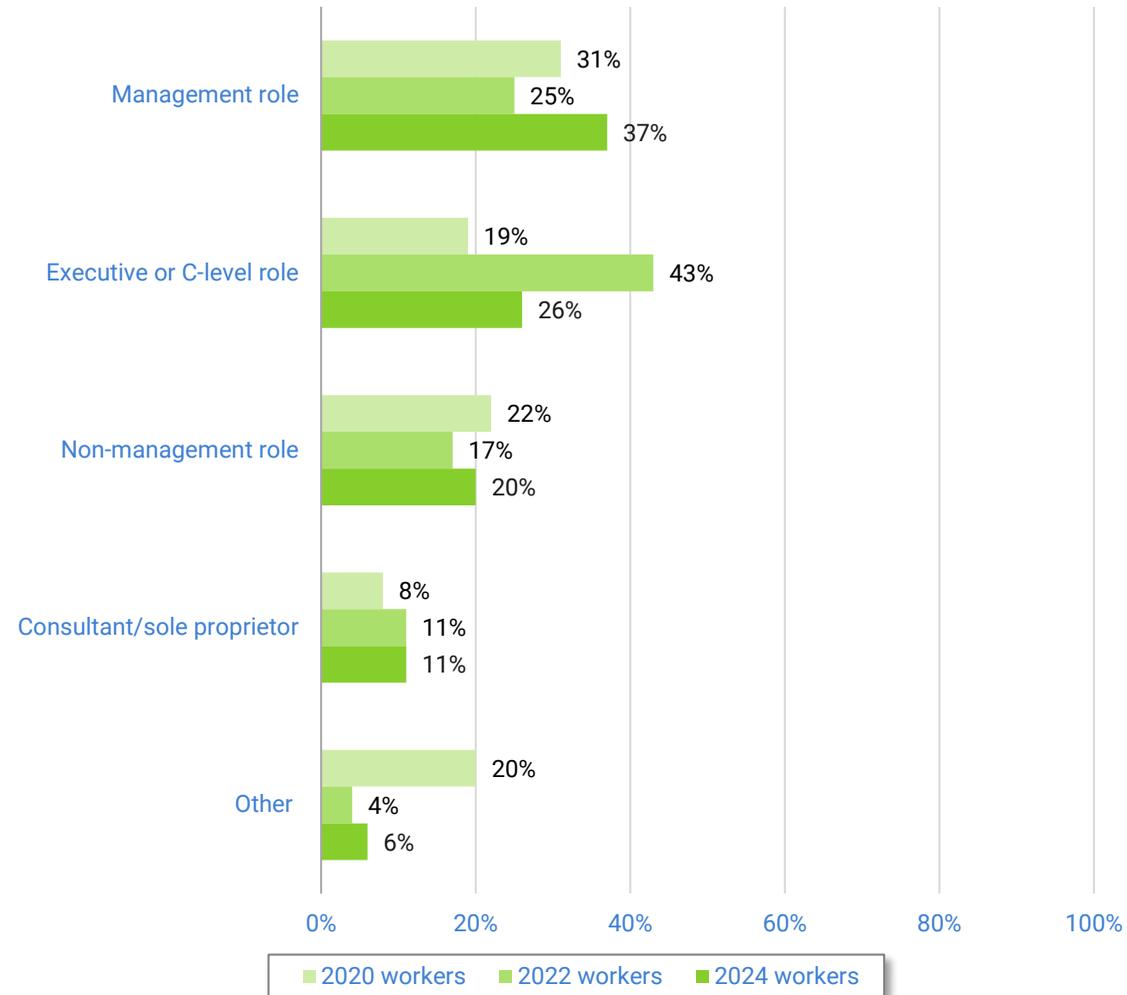
Tenure (Residents)



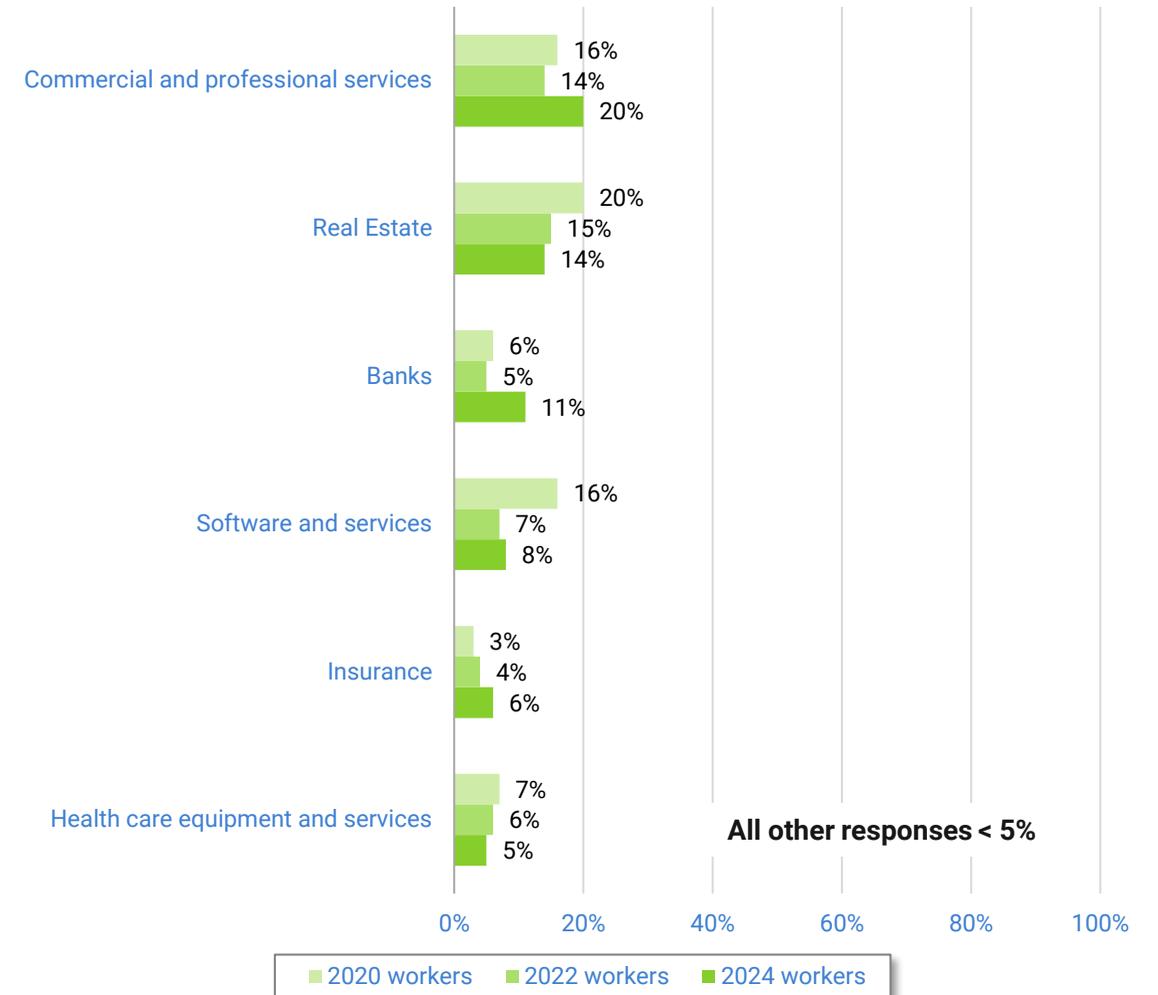
Q. And do you own or rent your current residence in Buckhead? / Q. How long have you lived in the Buckhead community?

Most workers hold management positions in commercial or professional services

Role at primary employer (Workers)



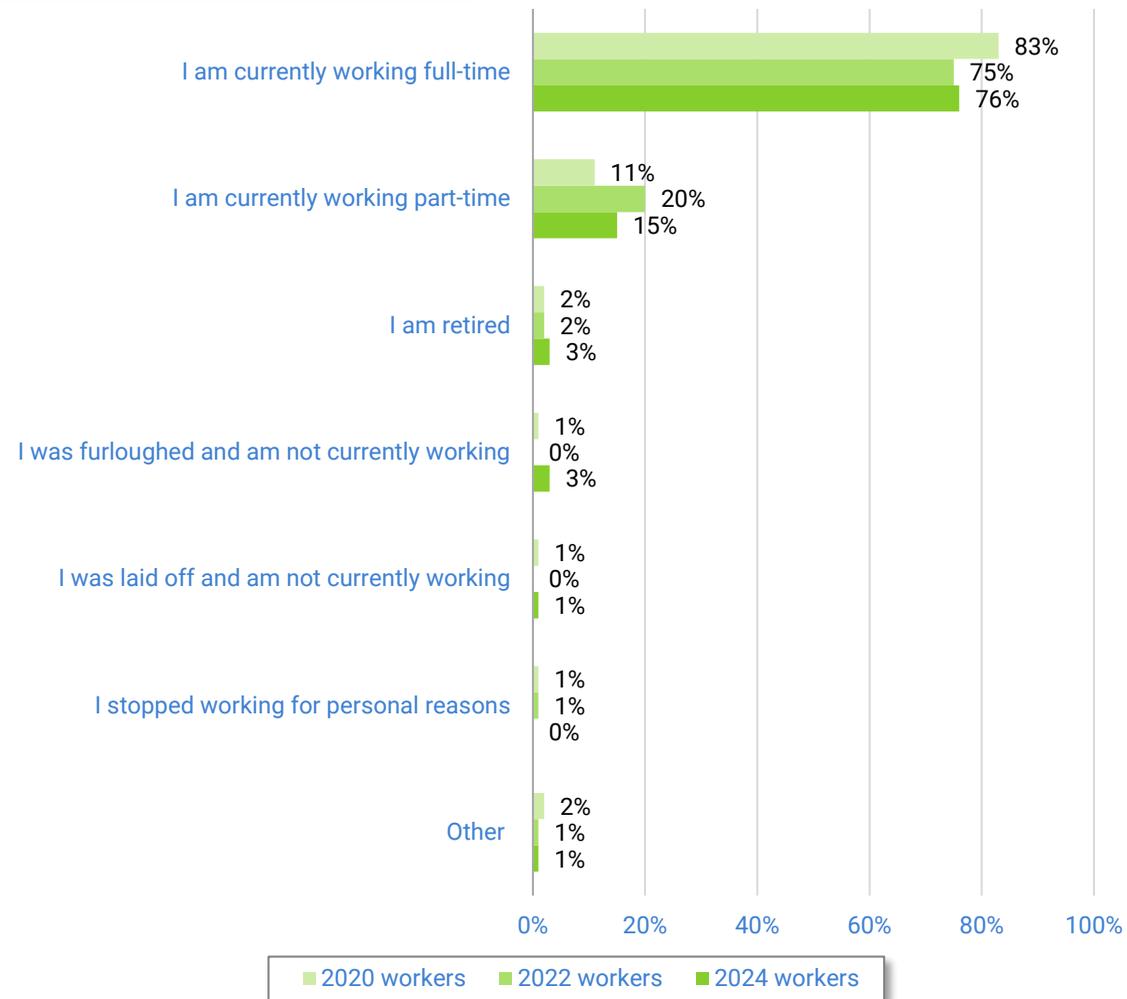
Employment industry (Workers)



Q. Which of the following best describes your current position at your primary employer? / Q. Please select the industry your company operates in from the list below:

Three out of four workers reported being employed full-time, with an average tenure of 12.1 years working in Buckhead

Employment Status (Workers)

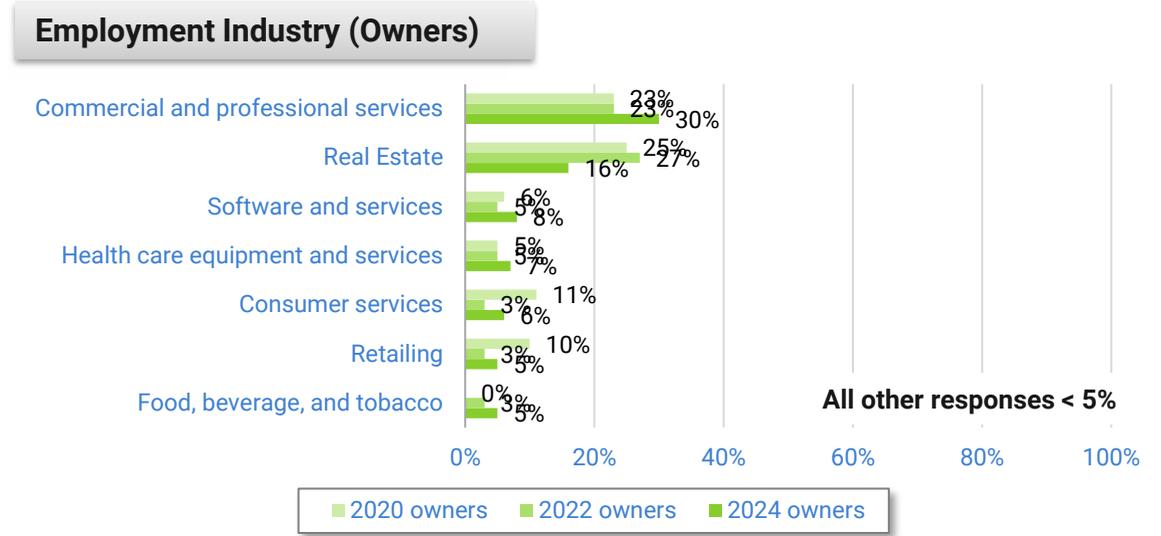
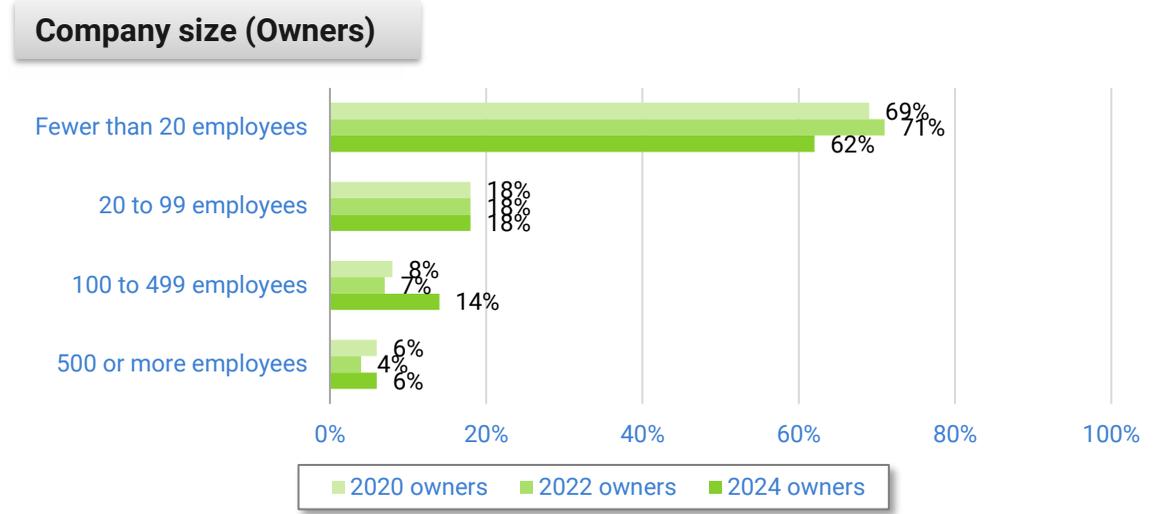
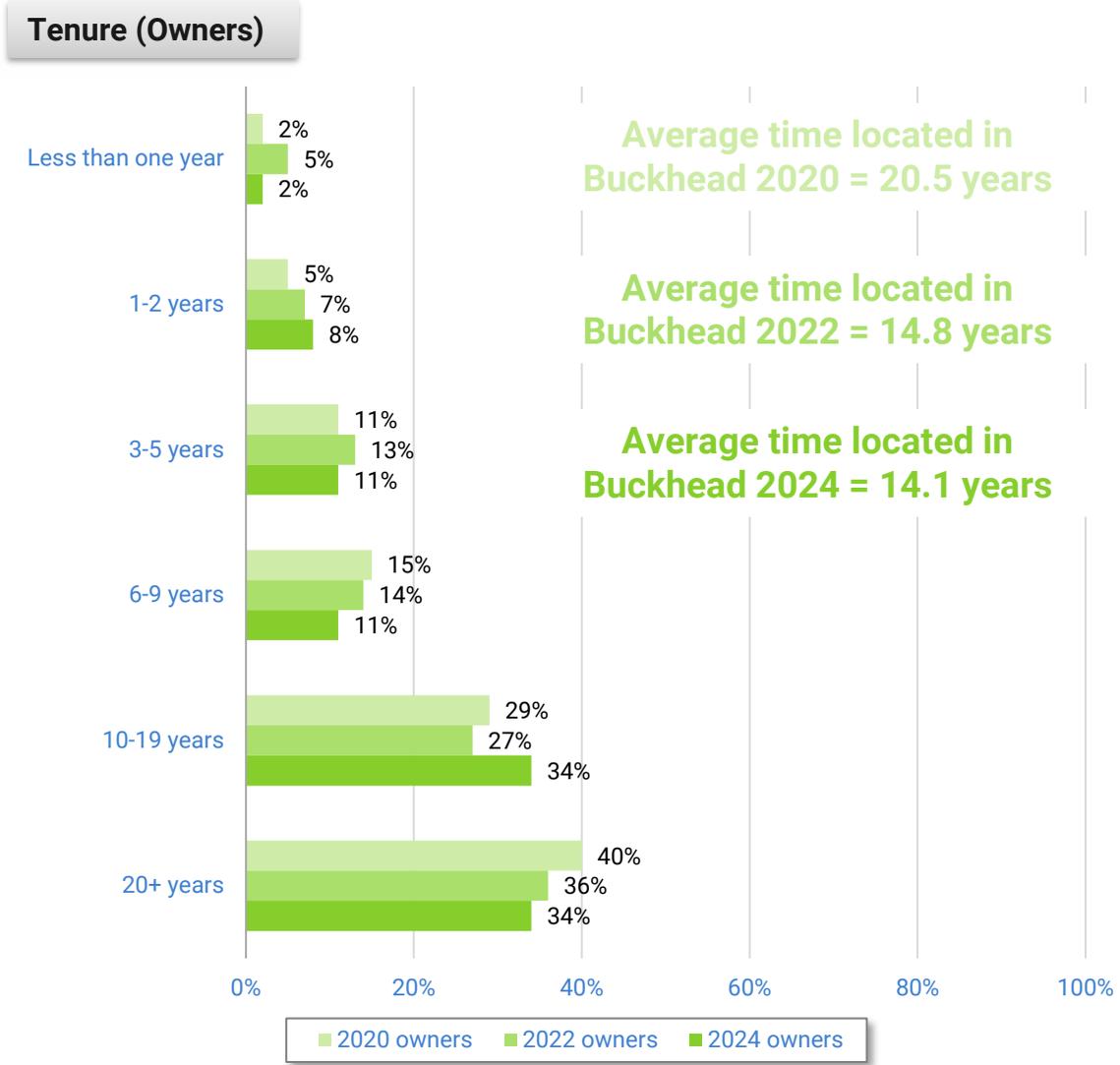


Tenure (Workers)



Q. Which of the following best describes your current work situation? / Q. How long have you worked in Buckhead?

Business Owners reported an average tenure of 14.1 years, with most indicating they have fewer than 20 employees; the most common industries among owners are commercial/professional services and real estate



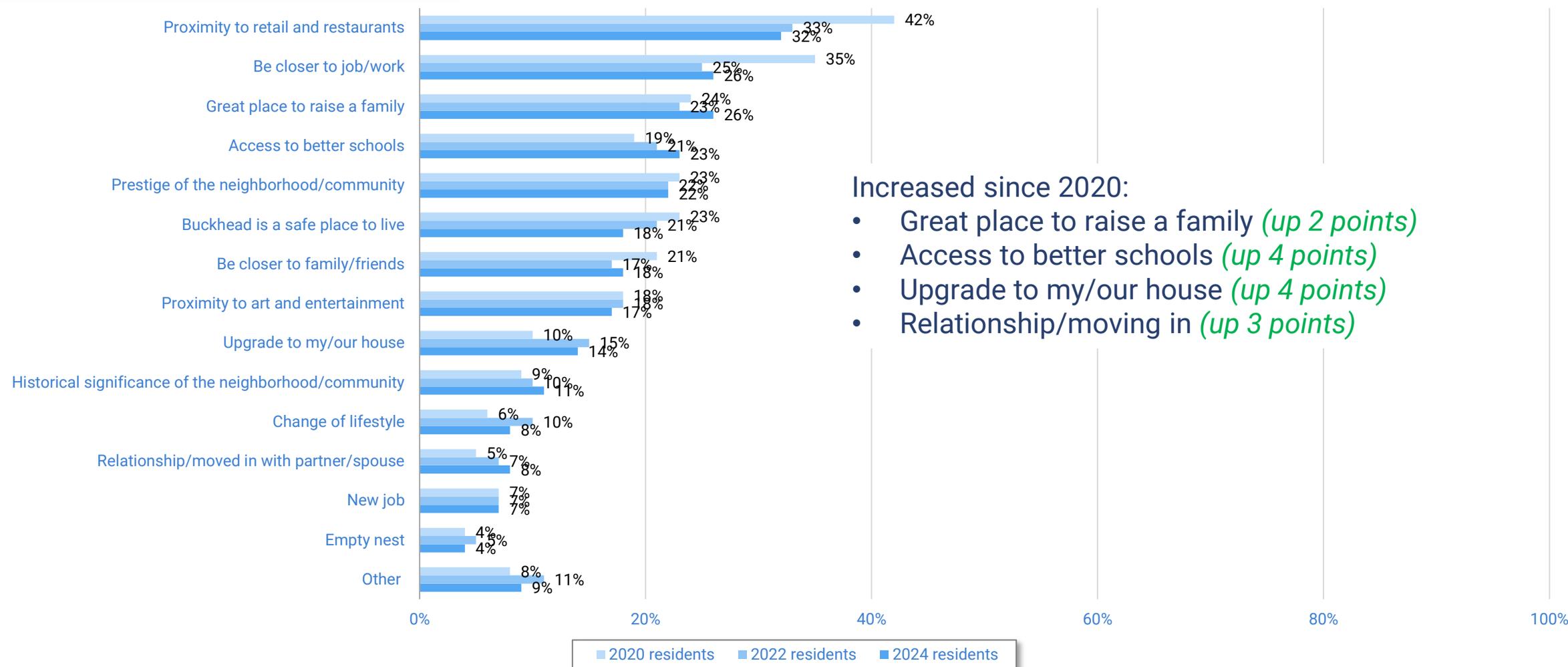
Q. How long has your company been located or headquartered in Buckhead? / Q. From the list below, please select how many employees your company currently has: / Q. Please select the industry your company operates in from the list below:



Current Perceptions of Buckhead

The top three reasons for moving to Buckhead: its proximity to retail and restaurants, convenience to work, and reputation as a great place to raise a family. Perceptions have improved on key attributes

Reasons for moving to Buckhead (Residents)



- Increased since 2020:
- Great place to raise a family (up 2 points)
 - Access to better schools (up 4 points)
 - Upgrade to my/our house (up 4 points)
 - Relationship/moving in (up 3 points)

Q. Which of the following were the most important factors in your decision to move to Buckhead? Please select up to three.

Different age groups value Buckhead for distinct reasons: younger audiences prioritize convenience to work, safety, and life changes, while older audiences value its proximity to retail/food, prestige and reputation

Reasons for moving to Buckhead (Residents by age)

	25-34	35-44	45-54	55-64	65+
Be closer to job/work	37%	26%	29%	26%	22%
Proximity to retail and restaurants	29%	40%	39%	32%	27%
Buckhead is a safe place to live	22%	21%	14%	17%	20%
Upgrade to my/our house	19%	12%	14%	15%	12%
Prestige of the neighborhood/community	19%	25%	22%	25%	21%
Great place to raise a family	19%	28%	34%	28%	22%
Proximity to art and entertainment	18%	17%	18%	16%	17%
Relationship/moved in with partner/spouse	17%	9%	8%	8%	6%
Be closer to family/friends	17%	23%	17%	15%	19%
Change of lifestyle	13%	10%	7%	8%	7%
Historical significance of the neighborhood/community	13%	10%	6%	10%	12%
New job	12%	8%	4%	10%	6%
Access to better schools	10%	32%	34%	23%	16%
Empty nest	5%	3%	2%	4%	7%
Other	2%	3%	7%	10%	15%

- 25-34 value:
- Being close to job/work
 - Safety
 - Upgrading house
 - Moving in with partner/spouse

- 35-44 value:
- Proximity to retail/food
 - Safety
 - Prestige
 - Closer to family/friends
 - Access to better schools

- 45-44 value:
- Proximity to retail/food
 - Great place to raise family
 - Access to better schools

- 55-64 value:
- Prestige

- 65+ value:
- Safety

Q. Which of the following were the most important factors in your decision to move to Buckhead? Please select up to three.

Like age segments, tenure influences priorities: newer residents value proximity to retail/dining, work convenience, and life changes, while long-term residents prioritize prestige and a family-friendly reputation

Reasons for moving to Buckhead (Residents by tenure)

	2 years or less	3-5 years	6-9 years	10+ years
Proximity to retail and restaurants	41%	38%	36%	30%
Be closer to job/work	29%	31%	26%	25%
Buckhead is a safe place to live	21%	19%	16%	18%
Change of lifestyle	20%	15%	12%	5%
Prestige of the neighborhood/community	19%	27%	21%	22%
Upgrade to my/our house	18%	20%	17%	12%
New job	16%	9%	8%	6%
Proximity to art and entertainment	14%	21%	17%	17%
Relationship/moved in with partner/spouse	13%	9%	8%	8%
Great place to raise a family	11%	11%	19%	31%
Access to better schools	11%	16%	20%	26%
Be closer to family/friends	9%	16%	25%	18%
Historical significance of the neighborhood/community	4%	11%	7%	12%
Empty nest	2%	8%	9%	3%
Other	9%	5%	8%	10%

<2 years value:

- Proximity to retail/food
- Being close to job/work
- Moving in with partner/spouse

3-5 years value:

- Being close to job/work
- Prestige
- Proximity to arts/entertainment

6-9 years value:

- Being closer to friends/family

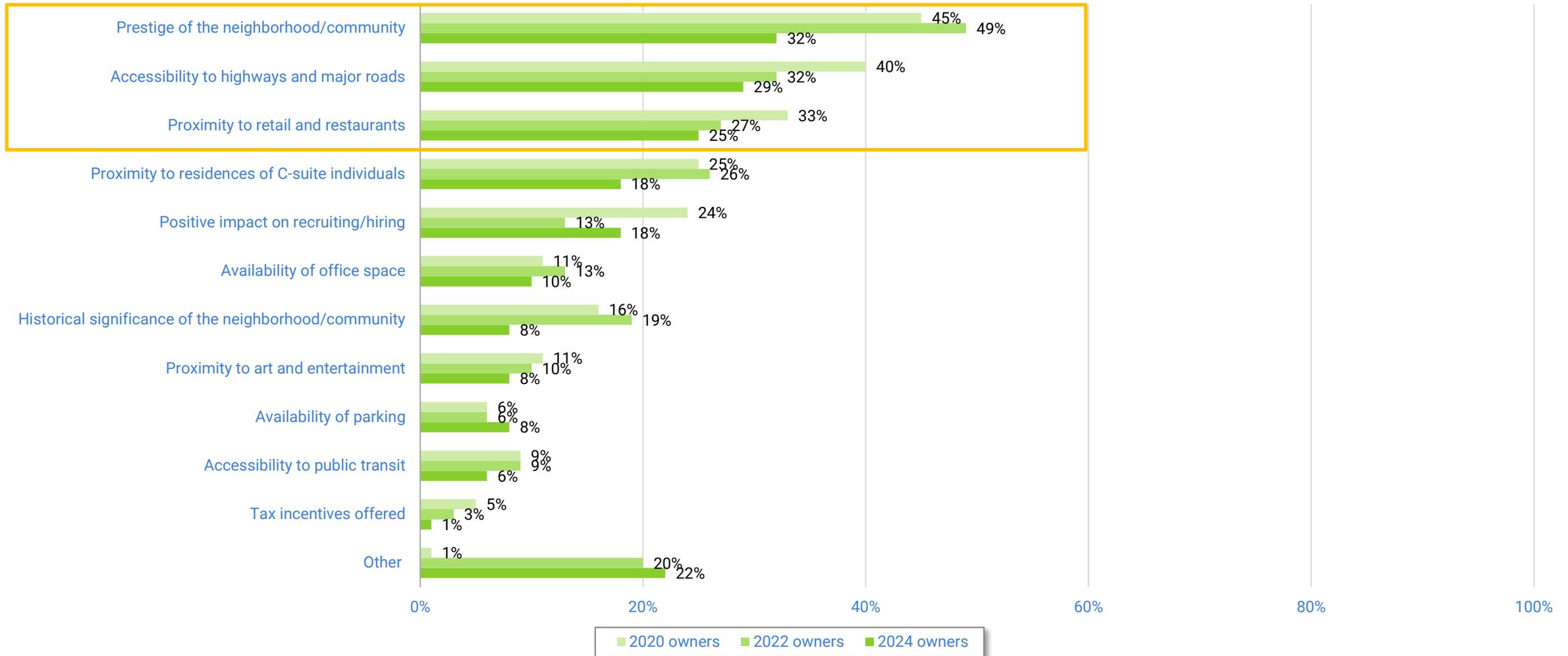
10+ years value:

- Great place to raise a family
- Prestige of schools

Q. Which of the following were the most important factors in your decision to move to Buckhead? Please select up to three.

Business Owners consistently cite Buckhead's prestige, highway accessibility, and proximity to retail and dining as key reasons for choosing to locate their company there

Reasons for locating company in Buckhead (Owners)



Q. Which of the following were the most important factors in your decision to locate your company in Buckhead? Please select up to three.

Residents primarily associate Buckhead with an upscale, prestigious atmosphere and its scenic beauty, including trees; concerns about crime and safety have decreased by two points since 2022

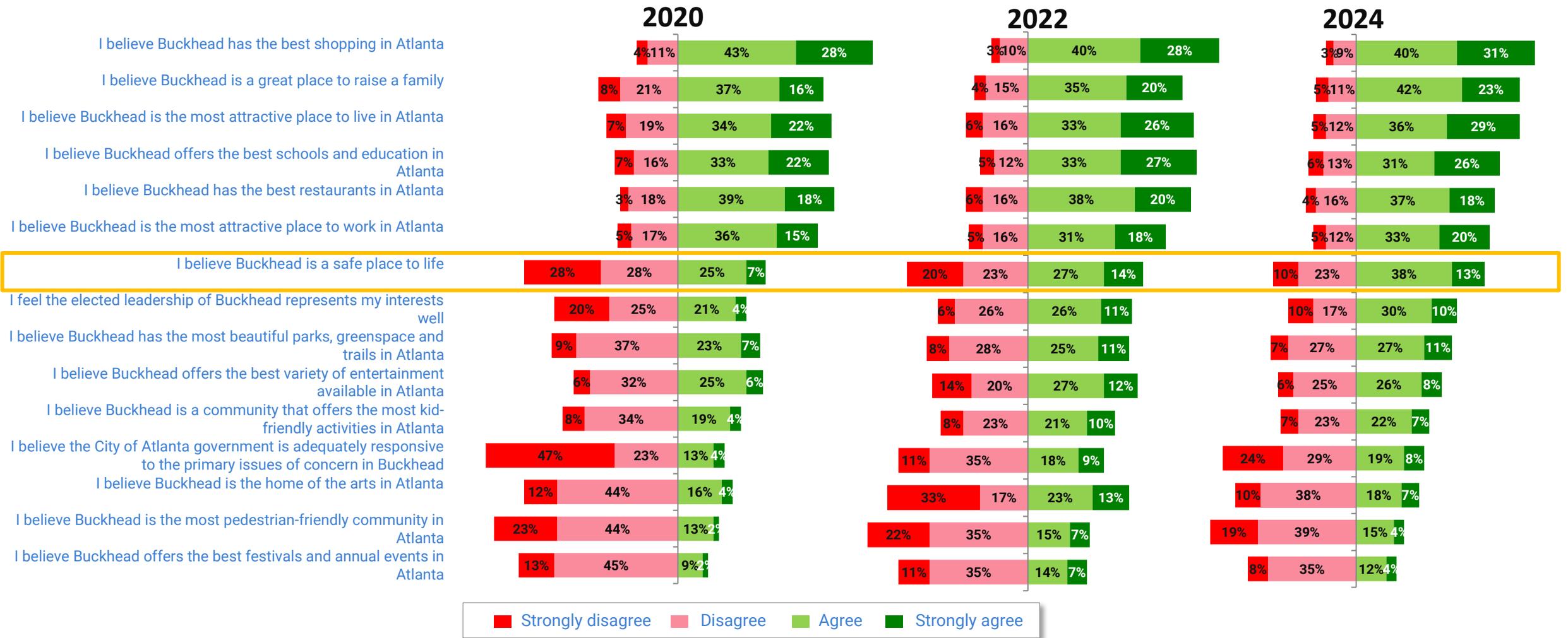
First word or phrase that comes to mind (residents by age and tenure)

	2022 residents	2024 residents	25-34	35-44	45-54	55-64	65+	<2 years	3-5 years	6-9 years	10+ years
Crime/safety concerns	10%	8% ↓	5%	5%	8%	6%	6%	8%	6%	5%	9%
Upscale/prestigious/exclusive	13%	11% ↓	9%	17%	12%	12%	9%	16%	22%	20%	7%
Affluent/wealth	10%	6% ↓	8%	14%	9%	9%	9%	13%	10%	11%	10%
Transitioning/changing/declining	6%	5%	2%	5%	6%	6%	4%	3%	6%	3%	7%
Beautiful/pretty/trees	11%	13% ↑	3%	4%	6%	8%	13%	5%	4%	5%	9%
Traffic/too many cars	7%	4%	2%	3%	4%	5%	5%	3%	5%	4%	7%
Home/where I live/grew up	8%	9%	2%	4%	4%	8%	11%	3%	3%	5%	7%
Expensive/pricy	5%	5%	2%	3%	5%	5%	6%	3%	4%	3%	7%
Location	5%	6%	6%	7%	3%	5%	5%	11%	6%	5%	6%
Neighborhood/community	5%	9%	3%	7%	7%	9%	9%	5%	8%	12%	8%
Safe/family-friendly/clean/comfortable	4%	5%	3%	6%	8%	5%	5%	5%	4%	4%	5%
Shopping/retail	3%	4%	2%	6%	5%	5%	3%	3%	3%	3%	3%
Arrogant/snobby	2%	3%	2%	4%	4%	3%	1%	3%	6%	8%	2%
Part of city/suburb/Atlanta	4%	5%	5%	3%	4%	4%	4%	8%	3%	3%	3%
Quality of life/livable	4%	4%	2%	3%	4%	5%	5%	3%	5%	5%	3%
Activities/fun	3%	3%	5%	5%	5%	3%	2%	8%	3%	3%	2%
Dining/restaurants/bars/nightlife	3%	3%	2%	3%	4%	3%	3%	3%	1%	4%	3%

Q. What is the first word or phrase that comes to mind when you think of Buckhead?

Overall, beliefs about safety in Buckhead have improved materially since 2020, while it continues to be thought of as a great place to live and raise a family

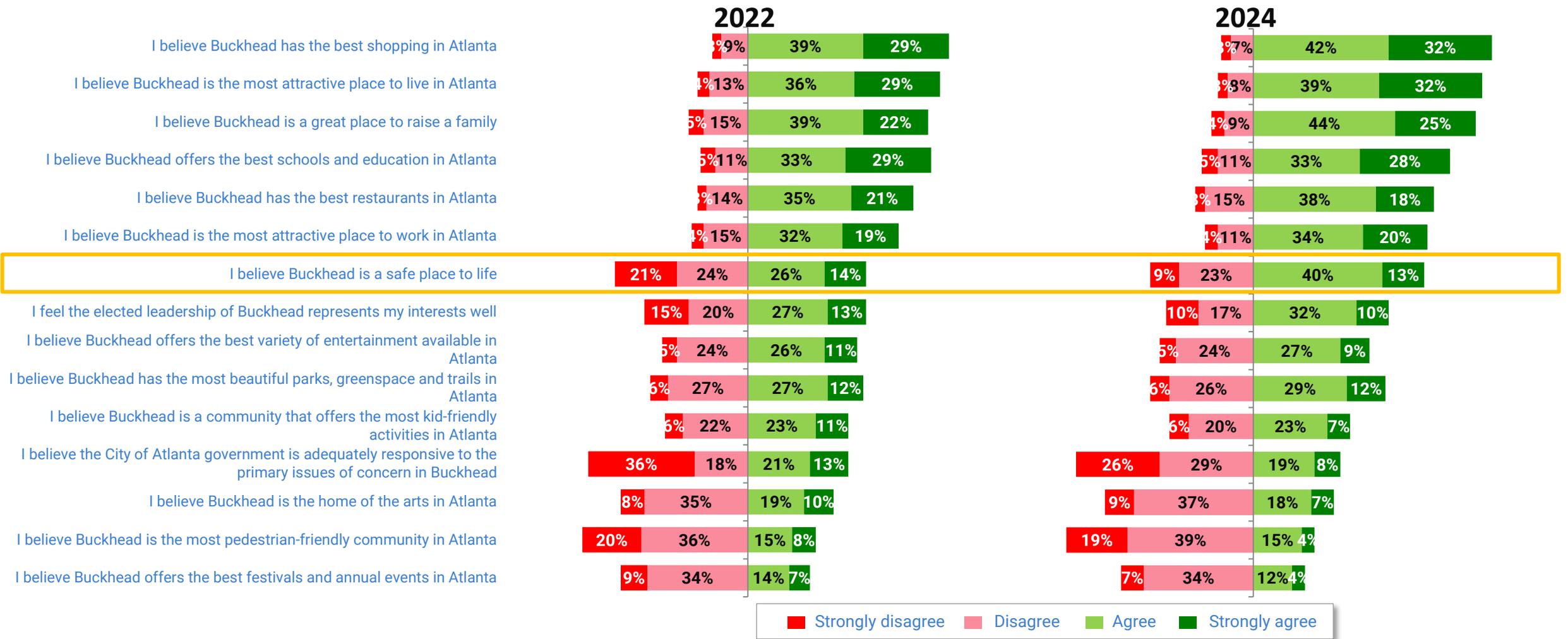
Beliefs about Buckhead (All respondents)



Q. Thinking about your perceptions of the Buckhead community, please indicate how strongly you agree or disagree with each of the following aspirational statements:

Residents view Buckhead as the best for shopping, living, and raising a family; concerns about safety have improved, with the percentage strongly disagreeing that Buckhead is safe dropping 12 points since 2022

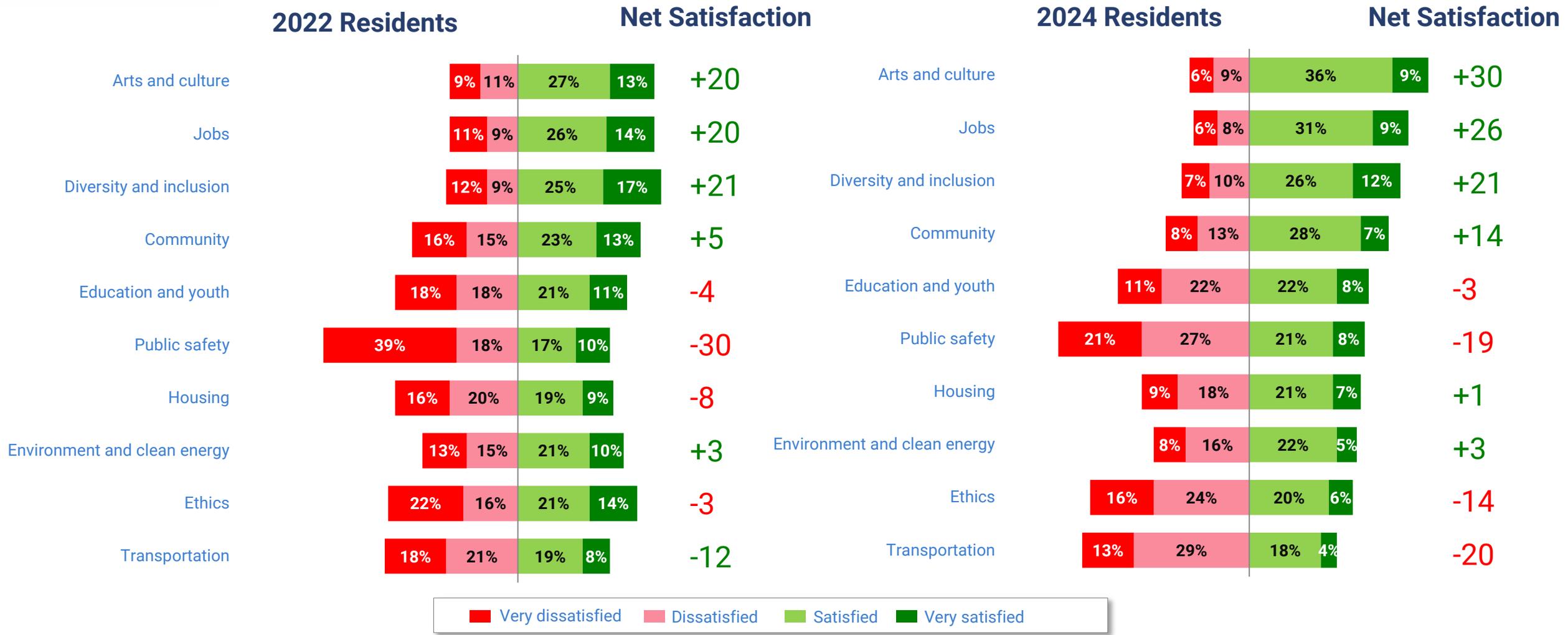
Beliefs about Buckhead (Residents)



Q. Thinking about your perceptions of the Buckhead community, please indicate how strongly you agree or disagree with each of the following aspirational statements:

Residents' satisfaction with city administration has improved in arts, culture, and public safety, while ethics and transportation remain areas for improvement

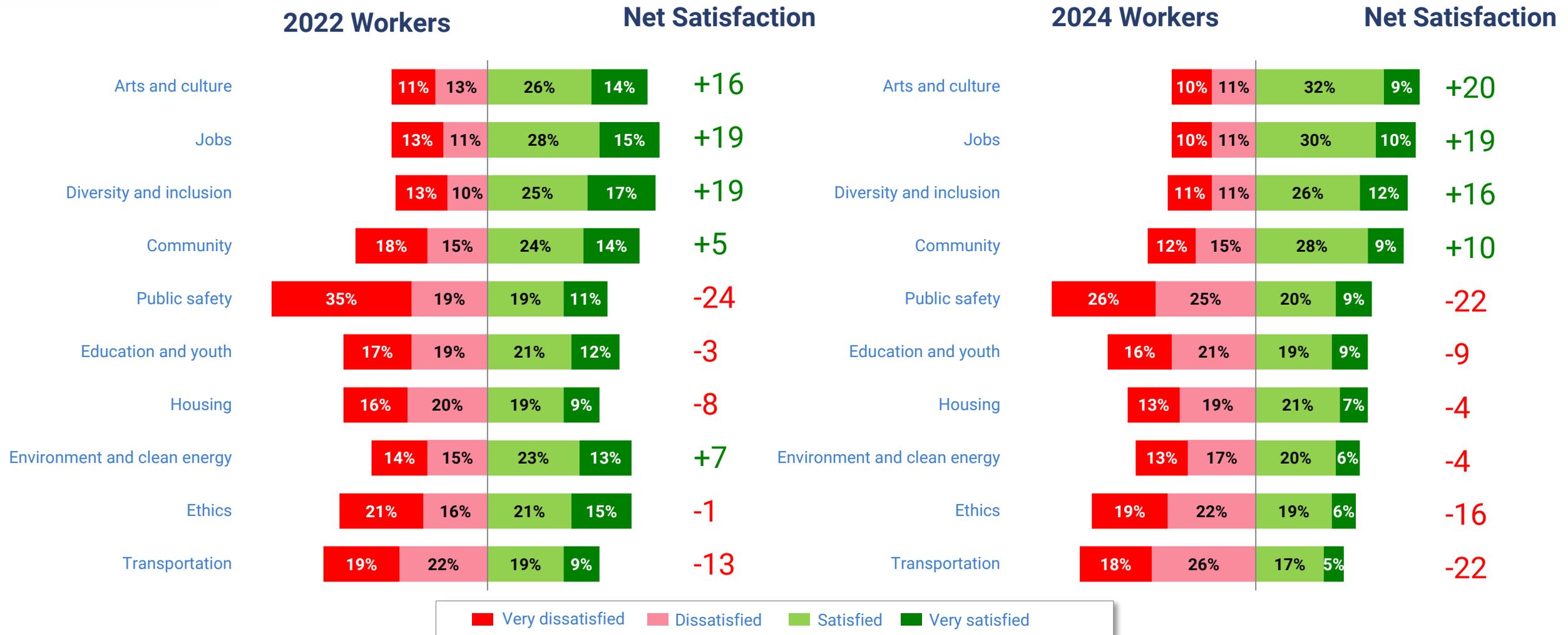
Satisfaction with City administration (Residents)



Q. How satisfied are you with the new City administration on each of the following issues?

Workers' satisfaction with city administration has improved in arts and culture, but they feel ethics and transportation still need improvement; overall, satisfaction is lower than in 2022 among workers

Satisfaction with City administration (Workers)



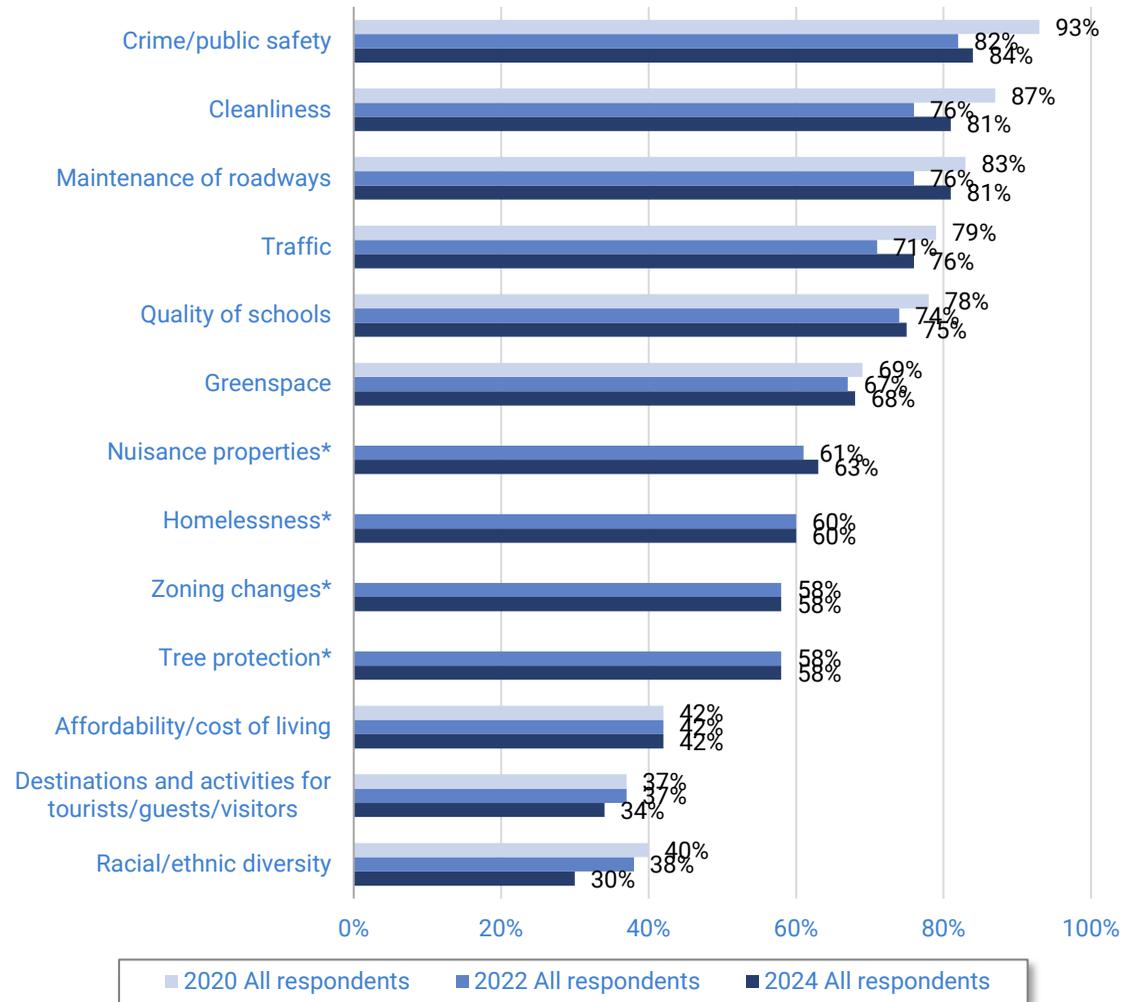
Q. How satisfied are you with the new City administration on each of the following issues?



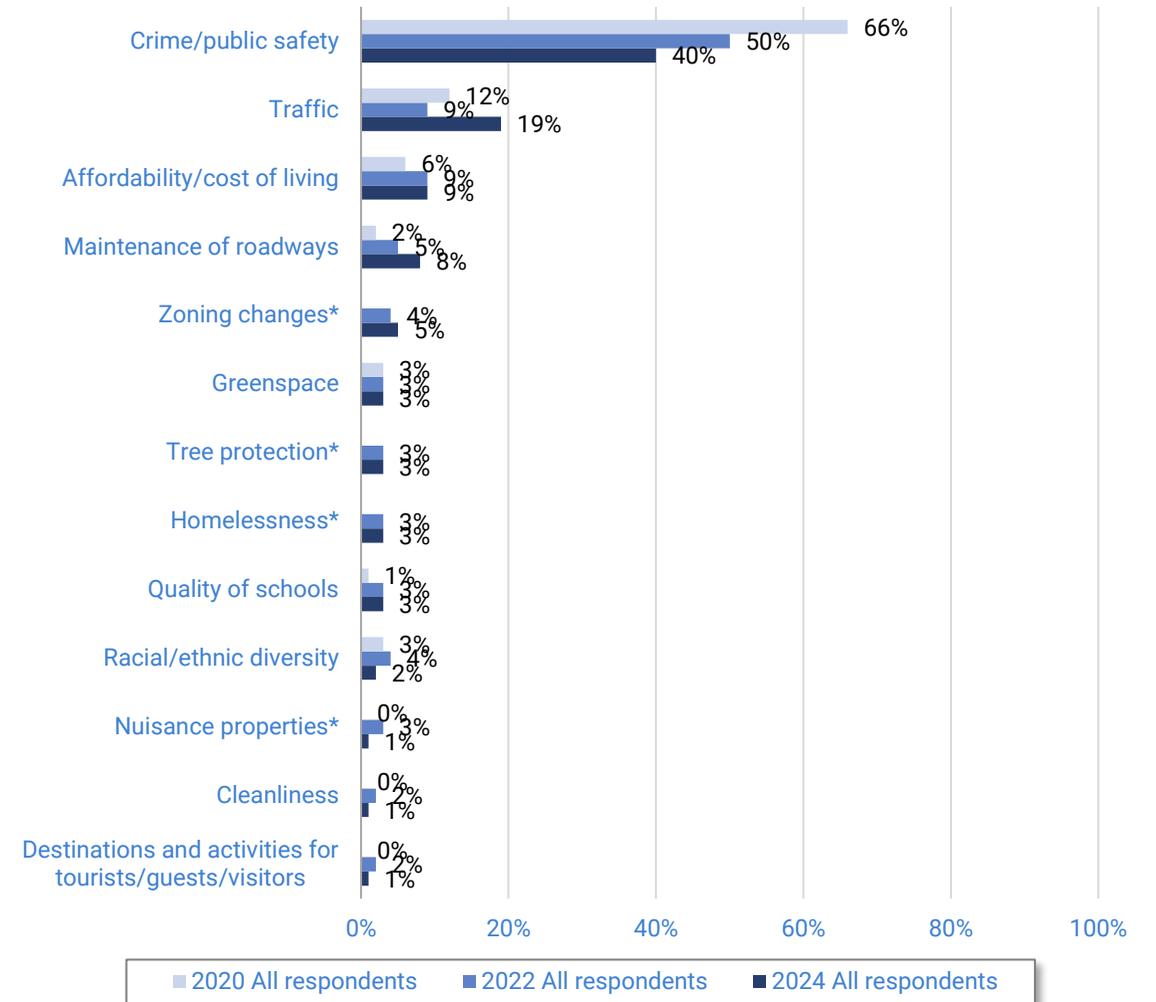
Issues and Challenges Facing Buckhead

Overall, while crime/public safety remains the most important issue, it has declined materially since 2020, while traffic and roadway maintenance have increased in importance

Importance of issues for Buckhead for all respondents (Very + Extremely Important)



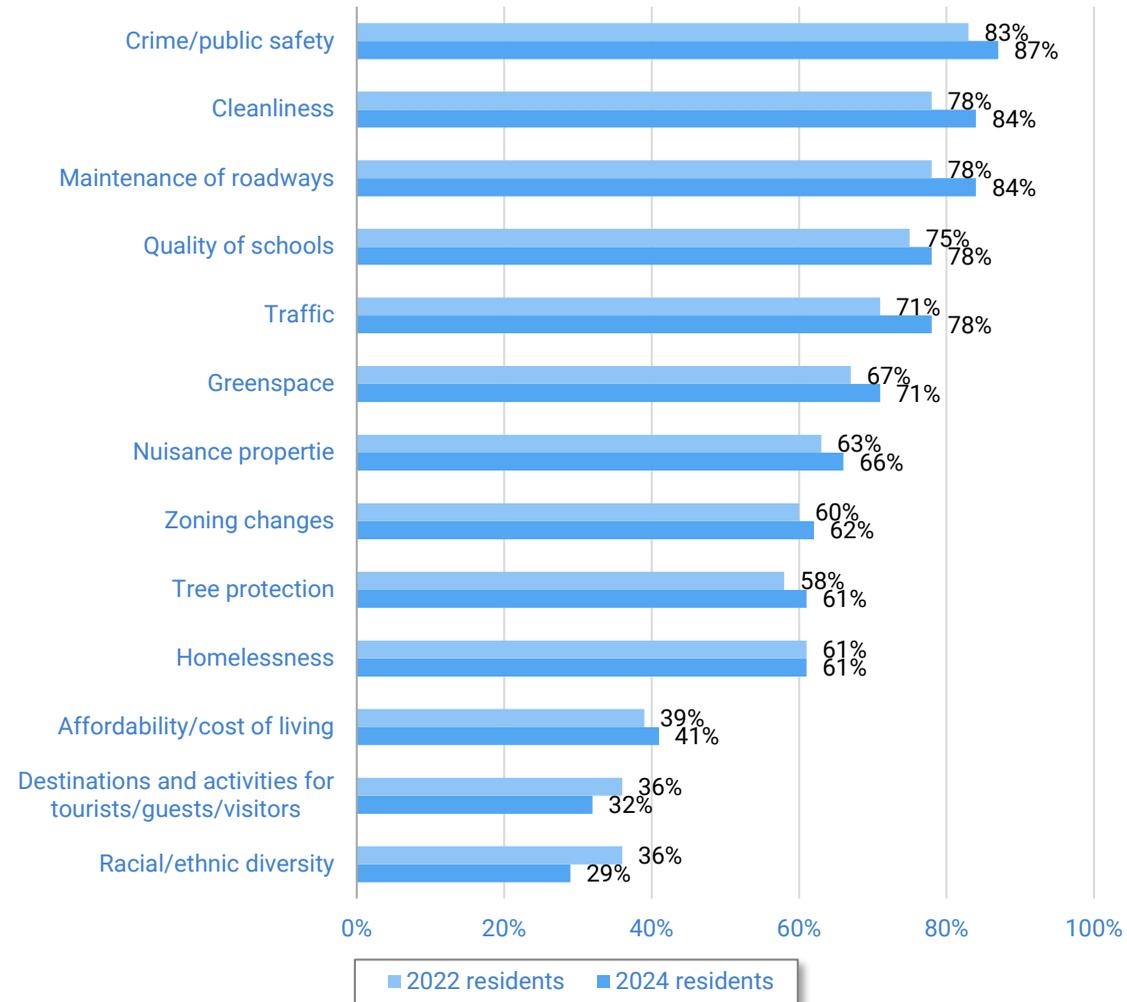
MOST important issue for all respondents for Buckhead



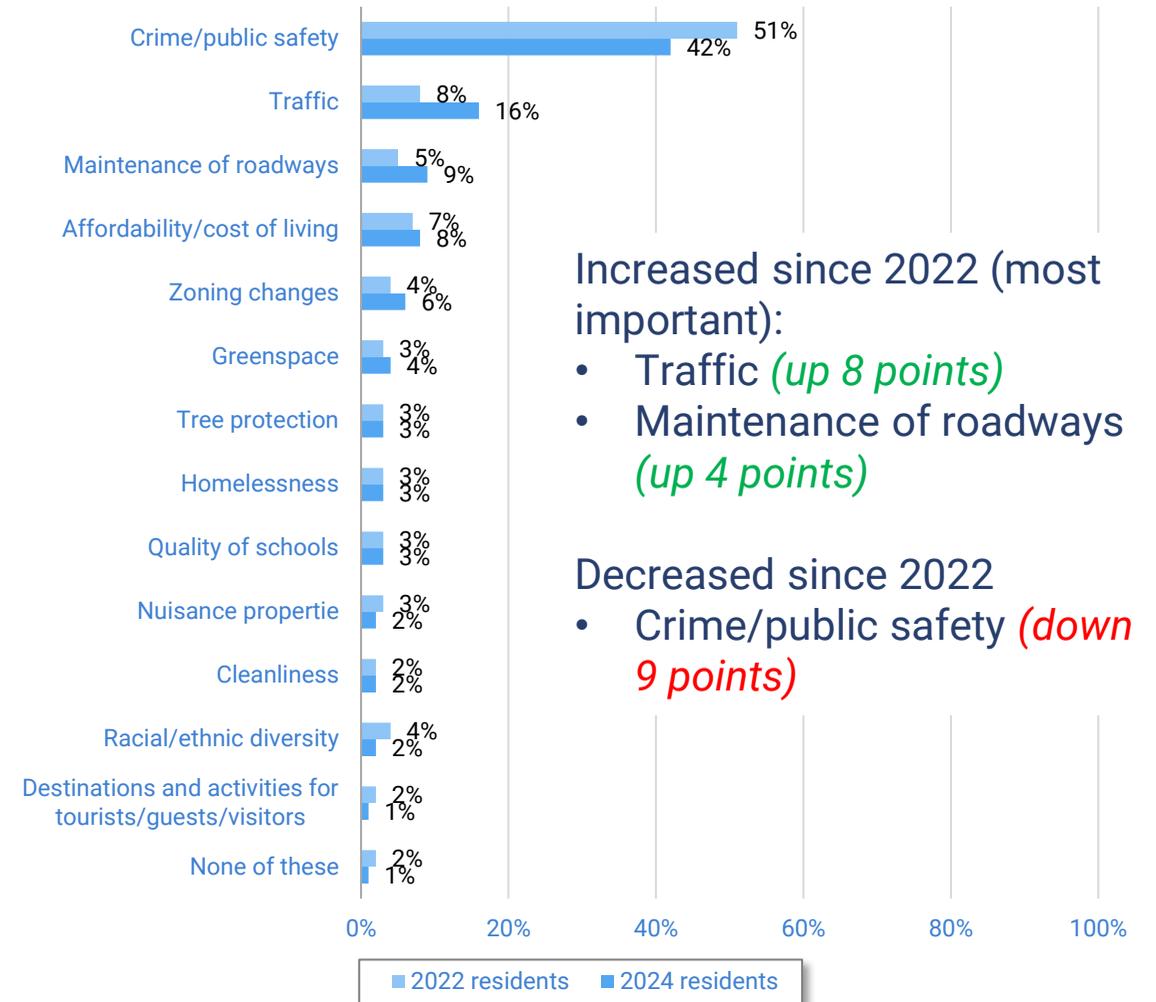
Q. In your opinion, how important are each of the following issues for Buckhead? / Q. And which of these do you feel is the single most pressing issue facing Buckhead?

Residents rated nearly every issue as more important than in 2022; however, when asked about the most pressing issue, concerns about crime/public safety decreased by nine points, while concerns about traffic have doubled

Importance of issues for Buckhead residents (Very + Extremely Important)



MOST important issue for Buckhead residents



Increased since 2022 (most important):

- Traffic (up 8 points)
- Maintenance of roadways (up 4 points)

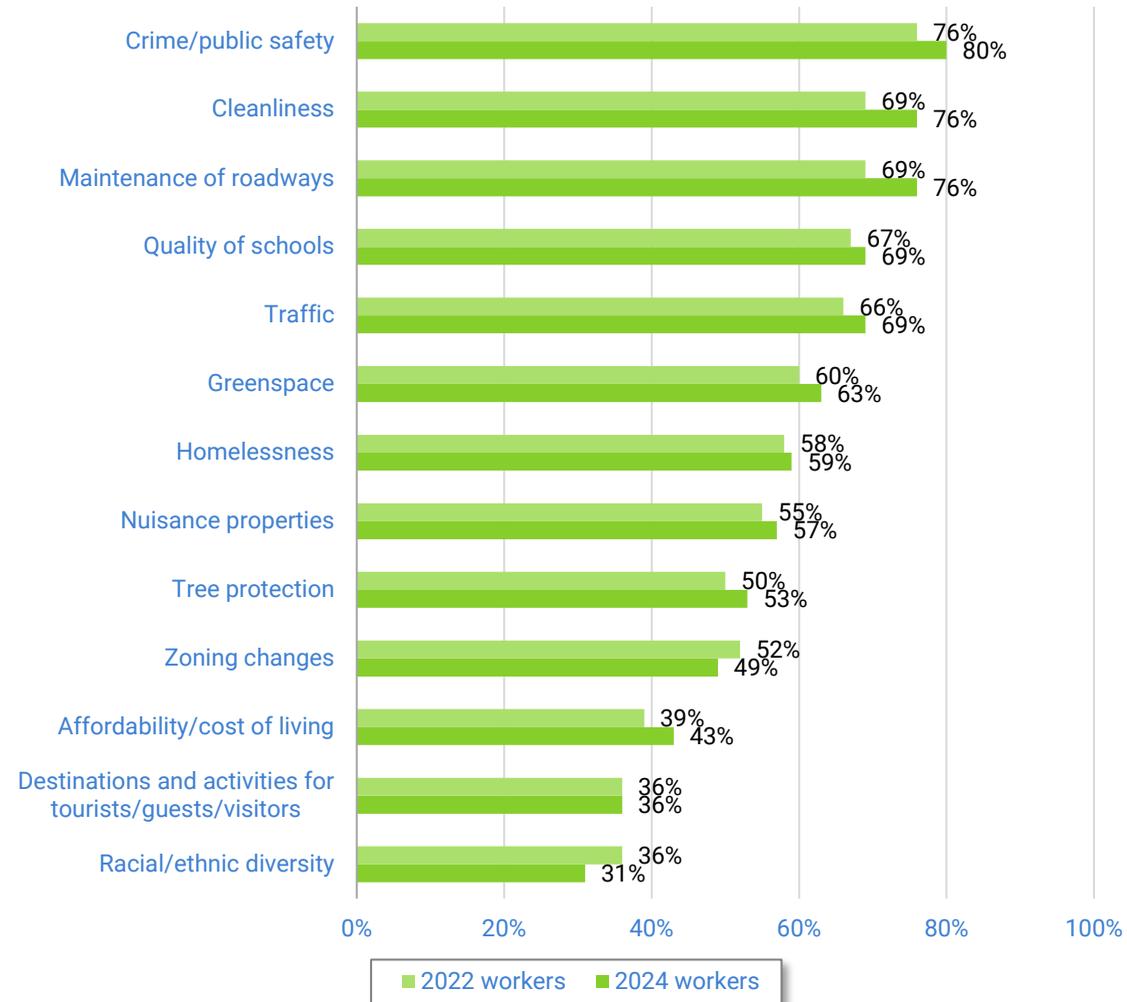
Decreased since 2022

- Crime/public safety (down 9 points)

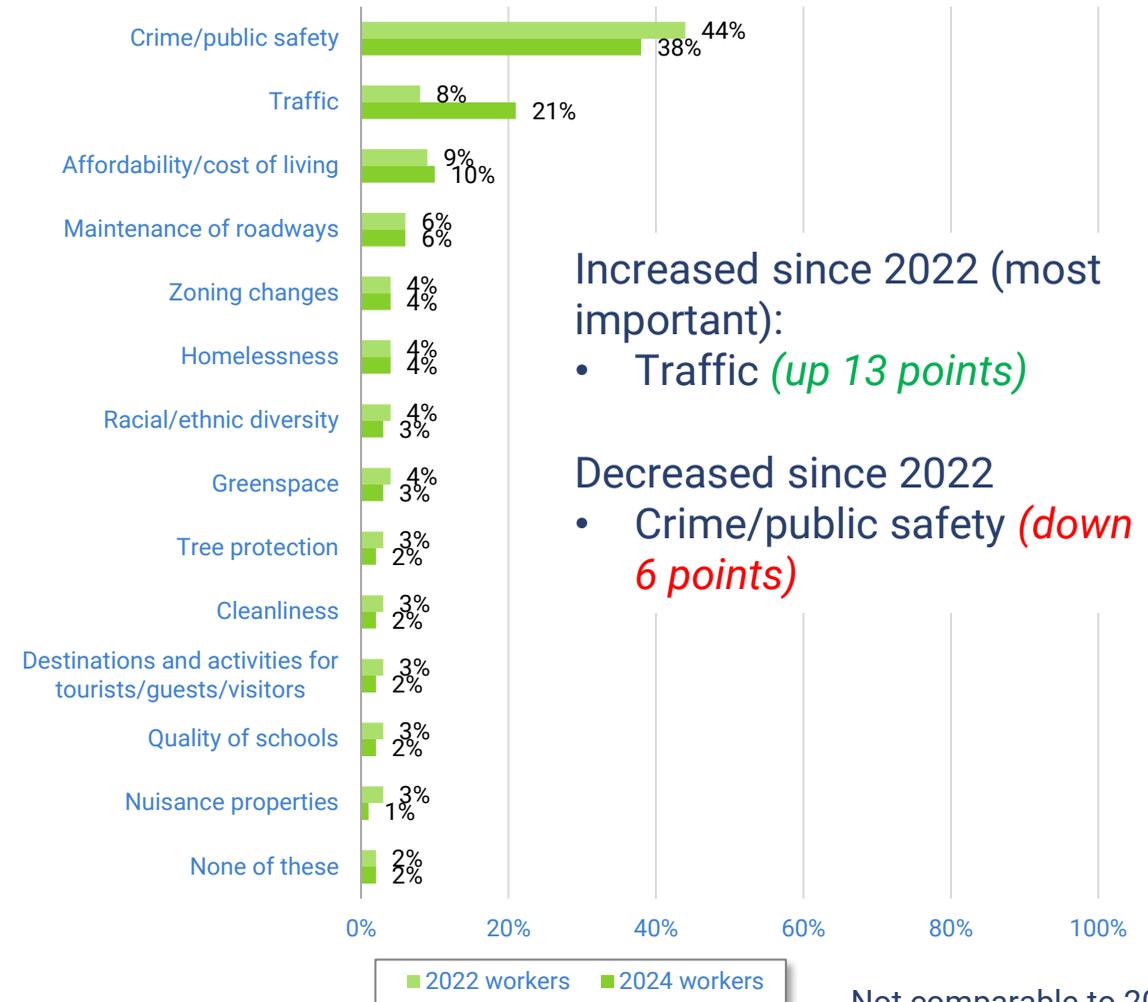
Q. In your opinion, how important are each of the following issues for Buckhead? / Q. And which of these do you feel is the single most pressing issue facing Buckhead?

Among workers, crime/public safety has decreased six points from 2022 as the most pressing issue, while traffic has materially increased 13 points

Importance of issues for Buckhead workers (Very + Extremely Important)



MOST important issue for Buckhead workers



Increased since 2022 (most important):

- Traffic (up 13 points)

Decreased since 2022

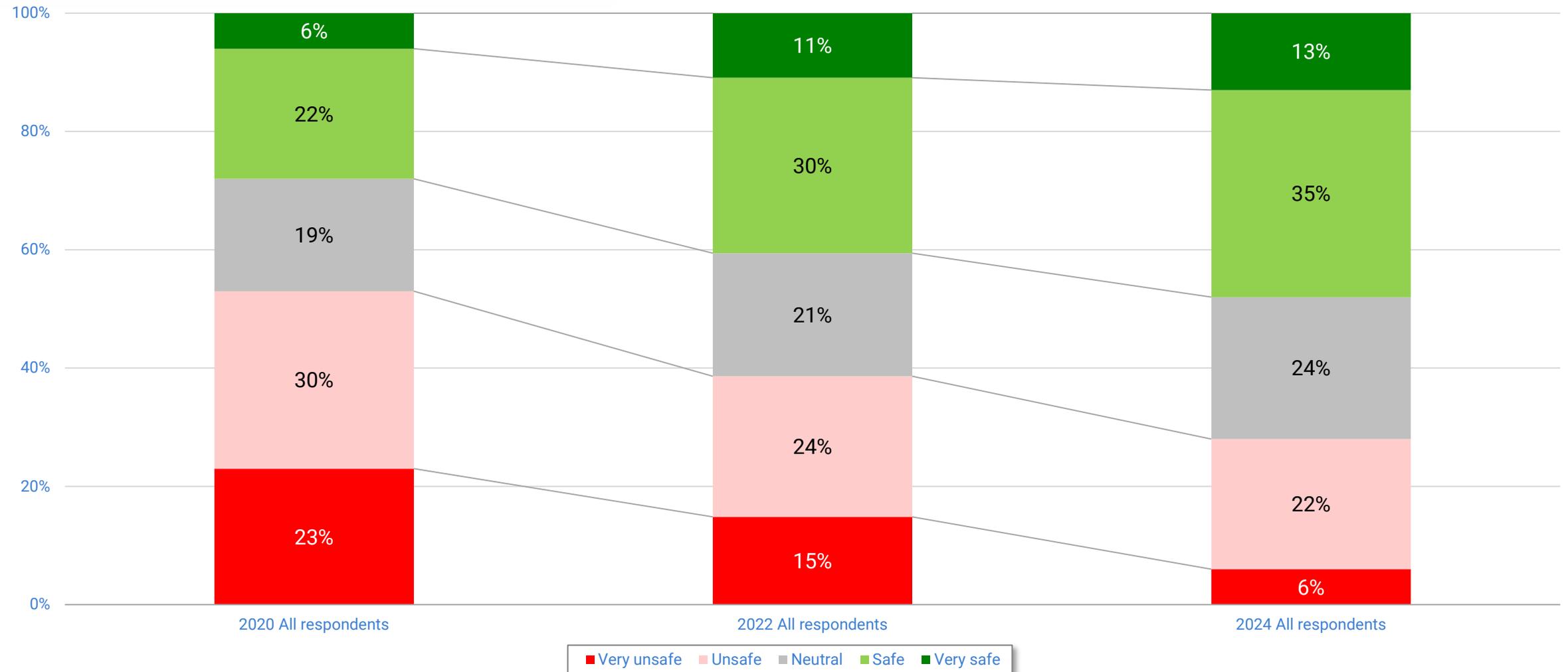
- Crime/public safety (down 6 points)

Not comparable to 2020 due to answer options changing

Q. In your opinion, how important are each of the following issues for Buckhead? / Q. And which of these do you feel is the single most pressing issue facing Buckhead?

Overall, safety perceptions have improved steadily since 2020, as those feeling safe or very safe in Buckhead have nearly doubled

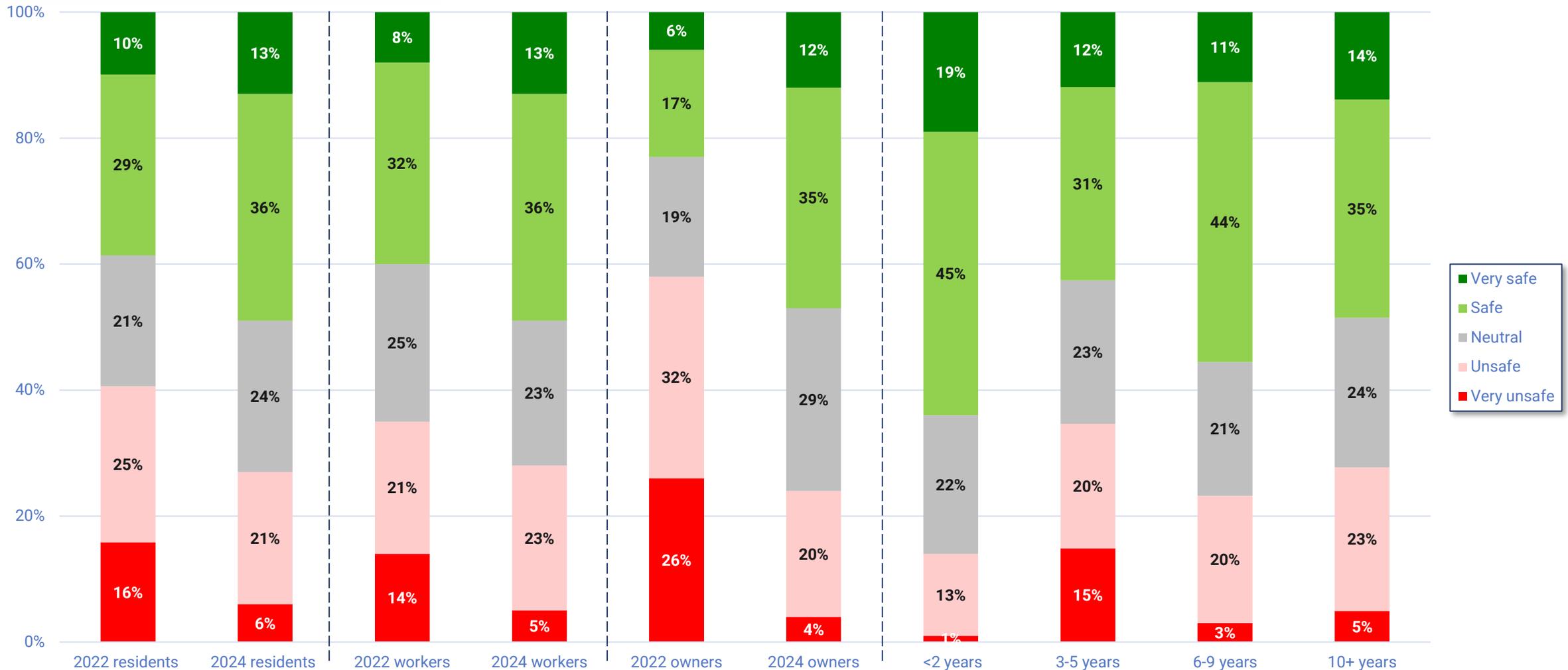
Perceptions of personal safety in Buckhead (All respondents)



Q. Now, thinking about safety for a minute, please indicate how safe you feel personally in Buckhead:

Residents, workers, and owners perceive Buckhead as safer than in 2022, newer residents generally view it as safer than more tenured

Perceptions of personal safety in Buckhead

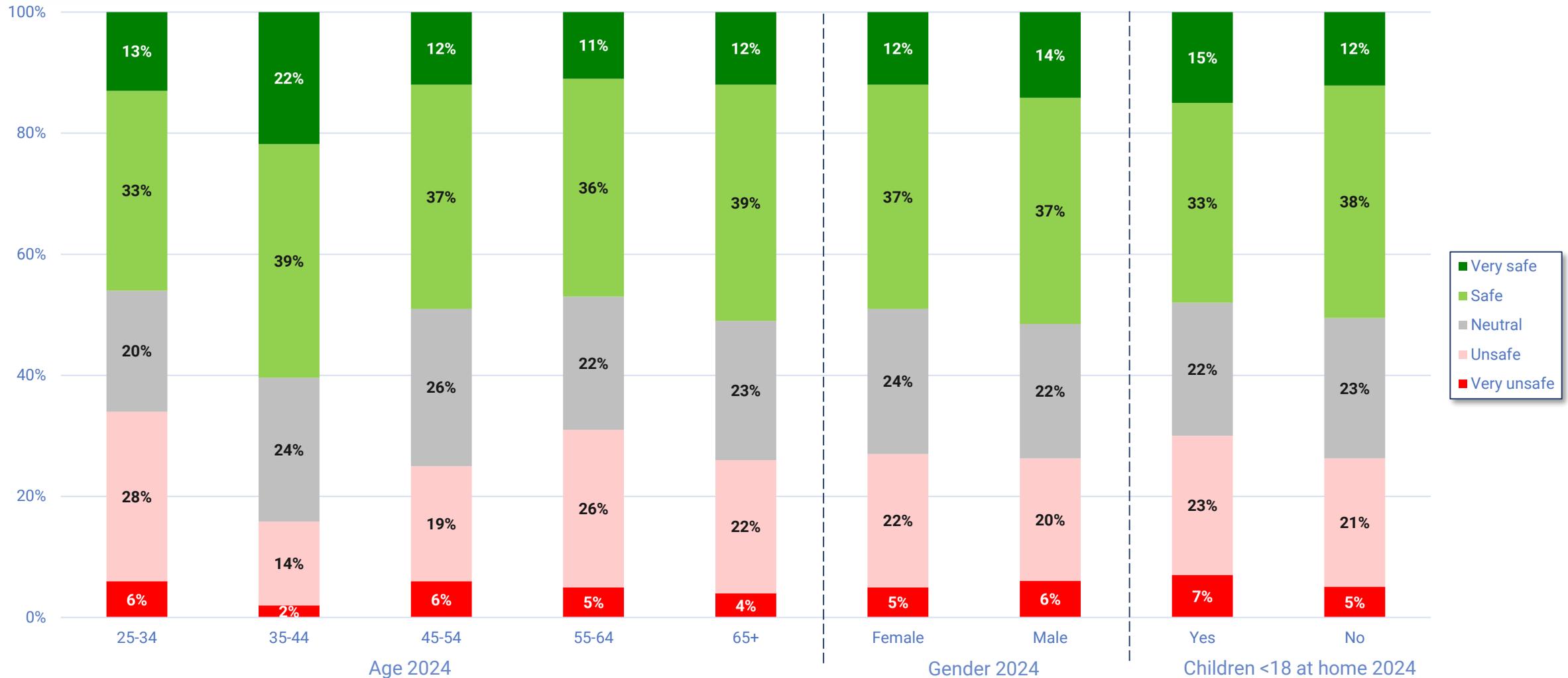


Q. Now, thinking about safety for a minute, please indicate how safe you feel personally in Buckhead:

Tenure as Buckhead resident 2024

Individuals aged 35-44, males, and those without children at home perceive Buckhead as safer than other groups

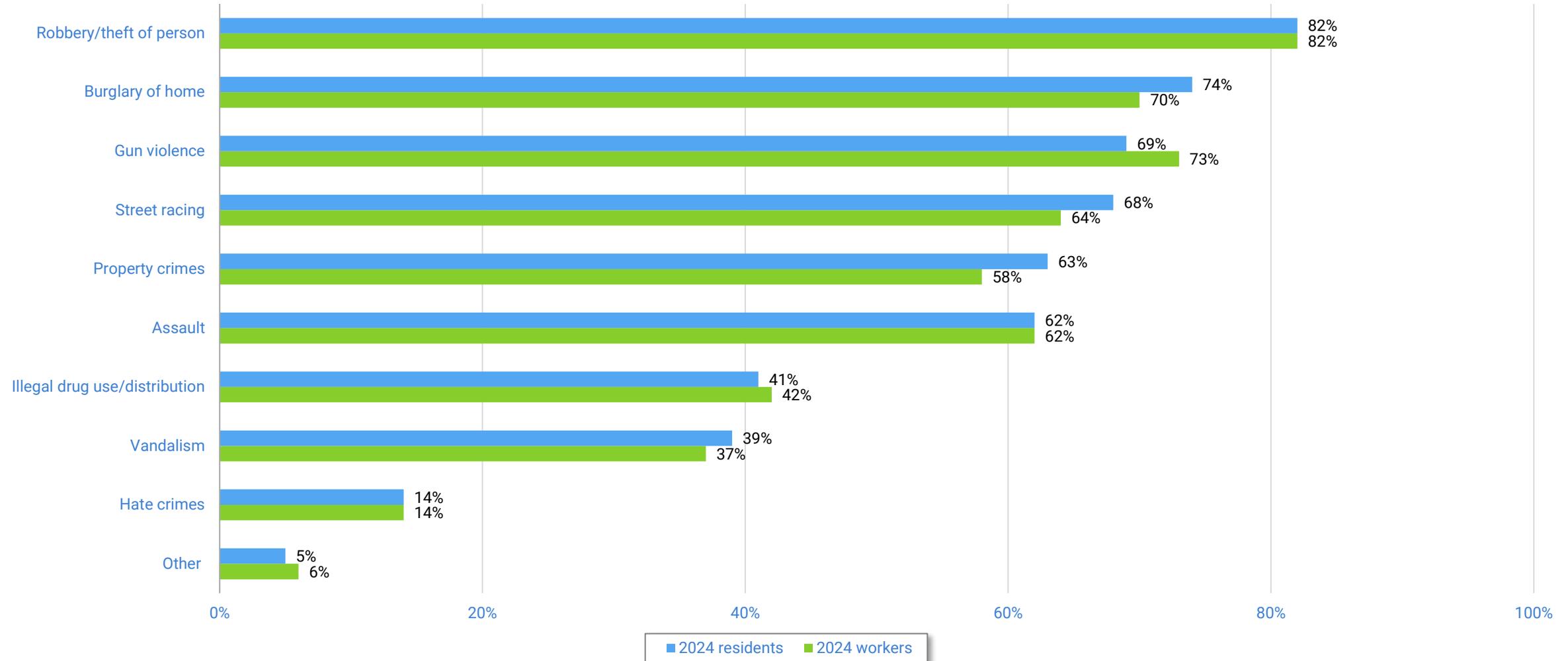
Perceptions of personal safety in Buckhead



Q. Now, thinking about safety for a minute, please indicate how safe you feel personally in Buckhead:

Among those who consider crime the most pressing issue, robbery/theft, burglary, and gun violence are identified as the primary threats

Top crime concerns*

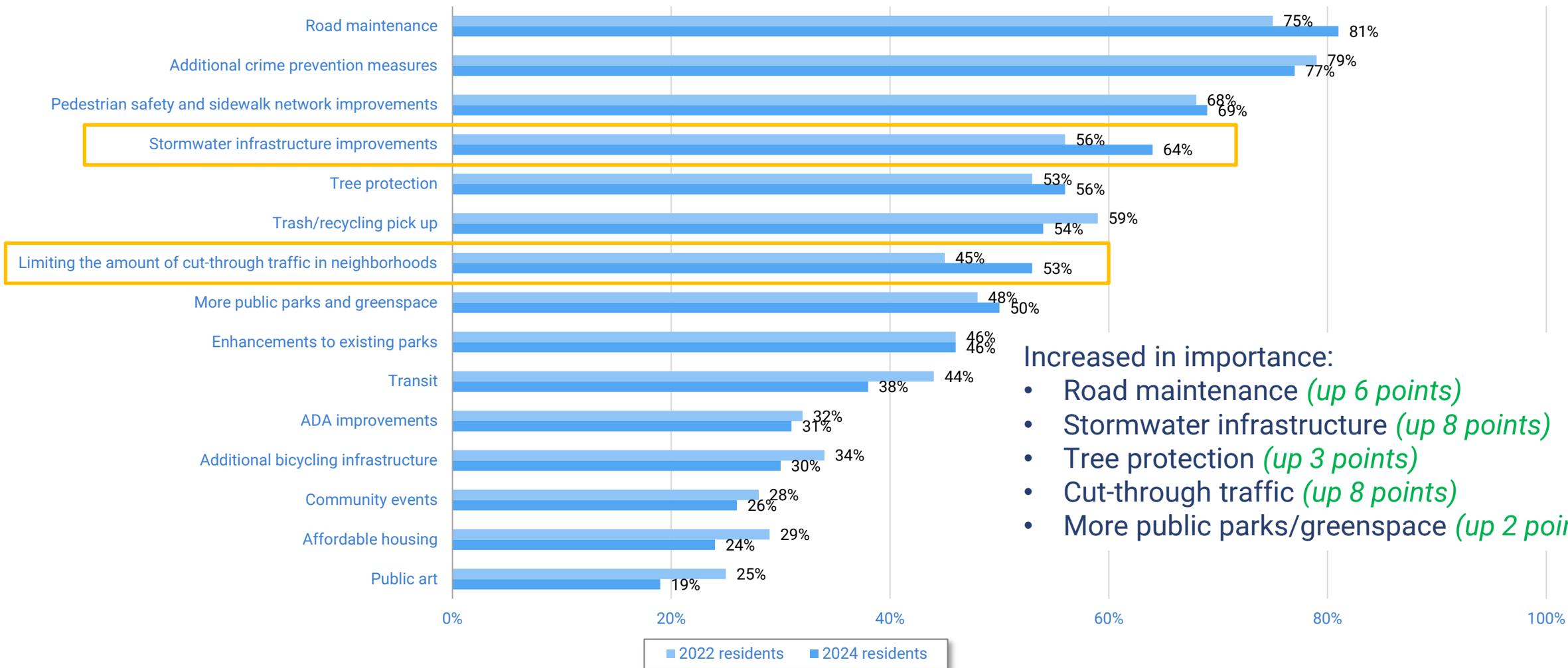


*new for 2024

Q. Which of the following crimes are you most concerned about for Buckhead? Please select all that apply

Residents prioritize road maintenance and crime prevention as the most important improvements in Buckhead; concerns about stormwater management and limiting cut-through traffic have notably increased

Importance of specific improvements among residents (Very + extremely important)

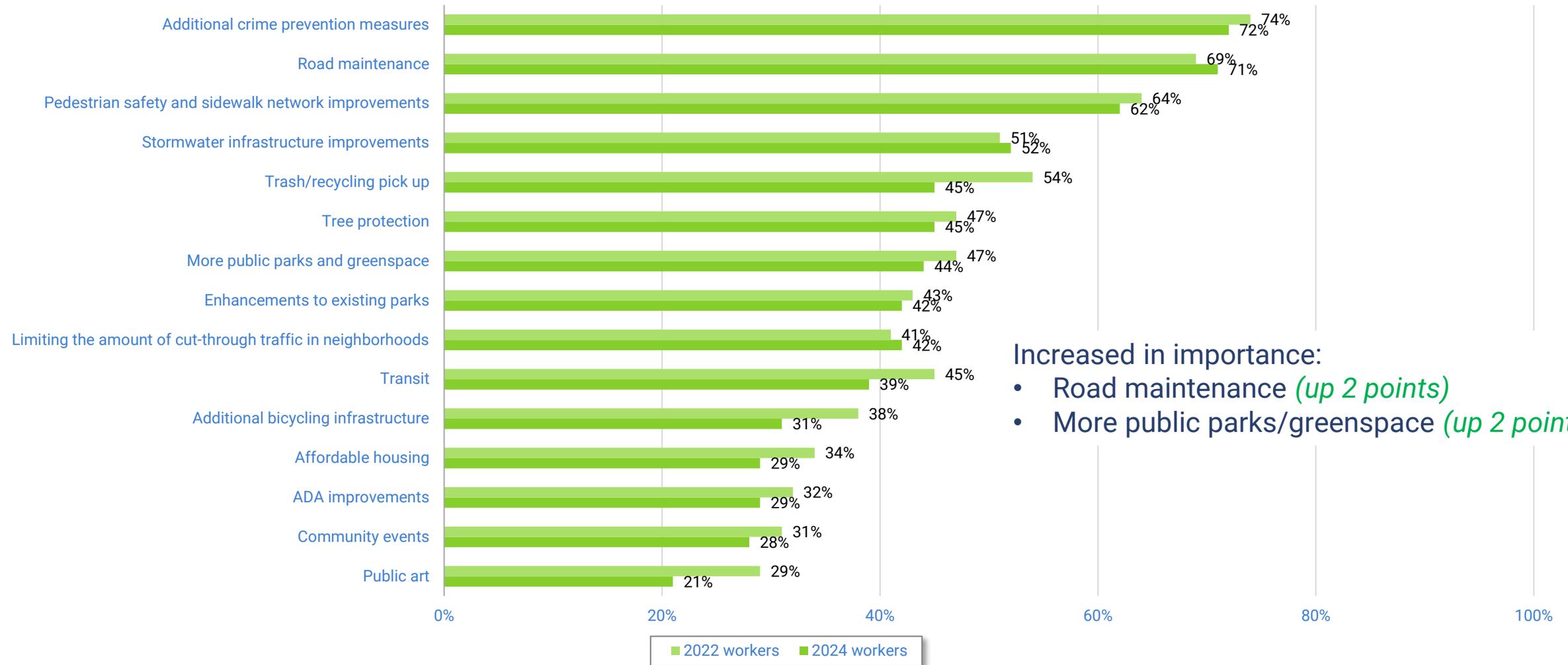


- Increased in importance:
- Road maintenance (up 6 points)
 - Stormwater infrastructure (up 8 points)
 - Tree protection (up 3 points)
 - Cut-through traffic (up 8 points)
 - More public parks/greenspace (up 2 points)

Q.Next, thinking about improvements that you feel should be made in the Buckhead community, please rate each of the following in terms of how important you consider it to be.

Workers also agree that crime prevention and road maintenance are the top priorities for improvement in Buckhead

Importance of specific improvements among workers (Very + extremely important)



Increased in importance:

- Road maintenance (up 2 points)
- More public parks/greenspace (up 2 points)

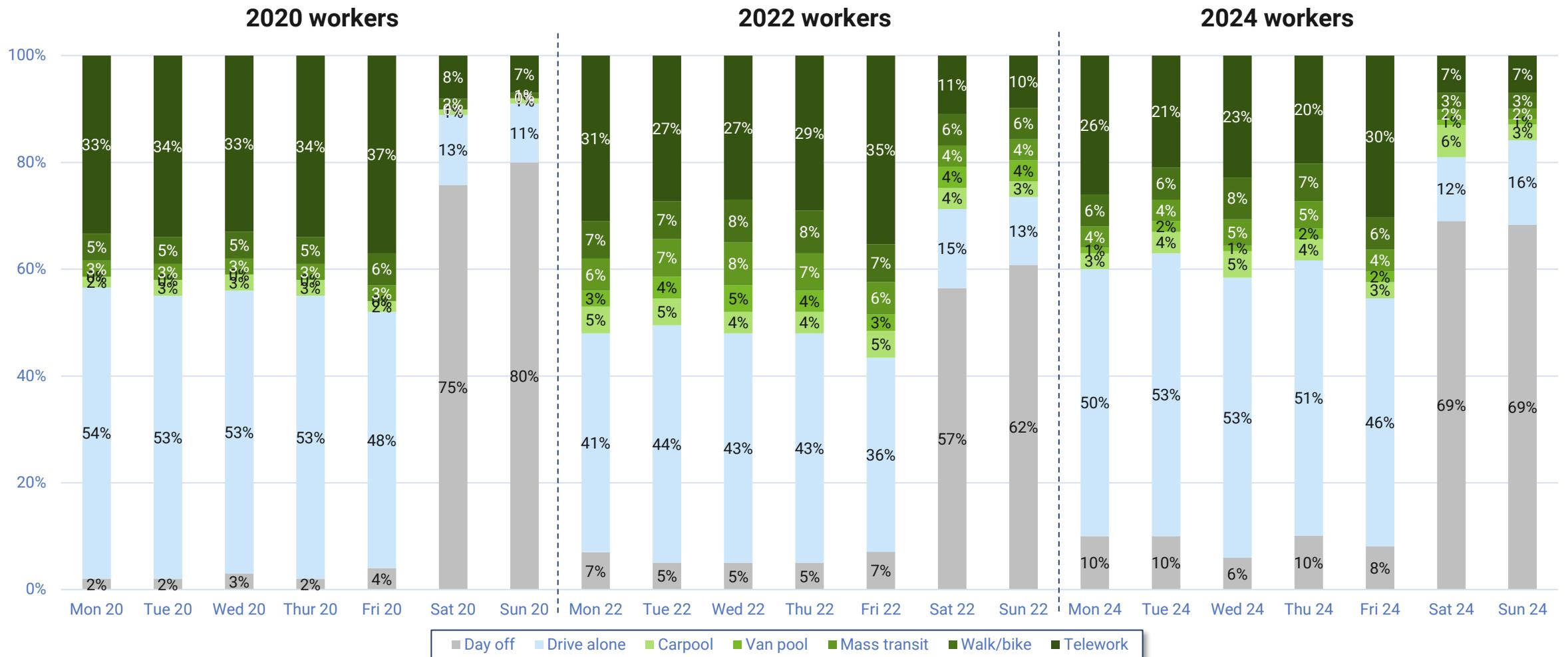
Q.Next, thinking about improvements that you feel should be made in the Buckhead community, please rate each of the following in terms of how important you consider it to be.



Commuter Behavior

Fewer workers are working from home in 2024, average 23% Mon-Fri in 2024 vs 28% in 2022

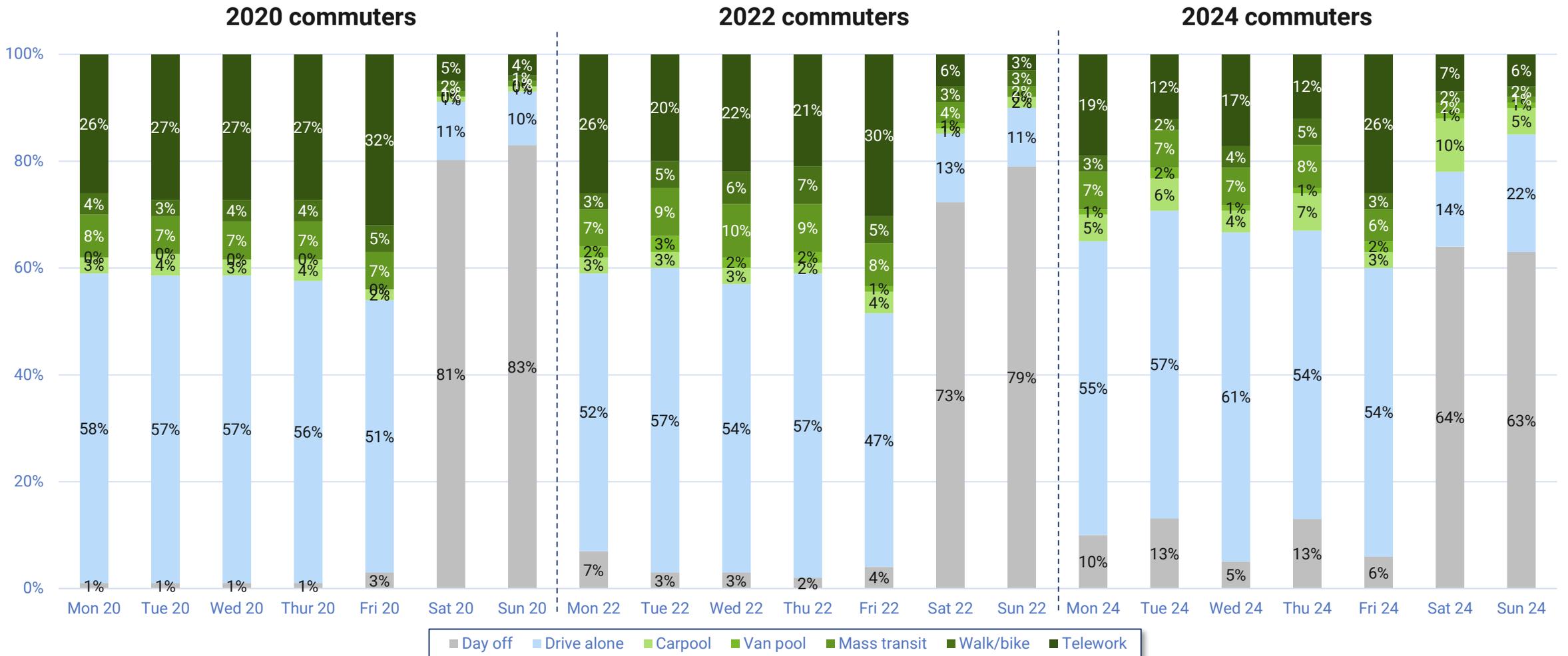
Method of transportation for commute (All workers)



Q. Thinking about your workweek, how do you currently travel to work each day? If you use more than one travel mode on a single day, count only the type you used for the longest distance part of your trip. If you are not assigned to work on weekends, count these as "regular days off."

Similarly, commuters reported spending less time working from home this year, with most (47%) opting to drive alone Mon-Fri – a trend consistent with previous years

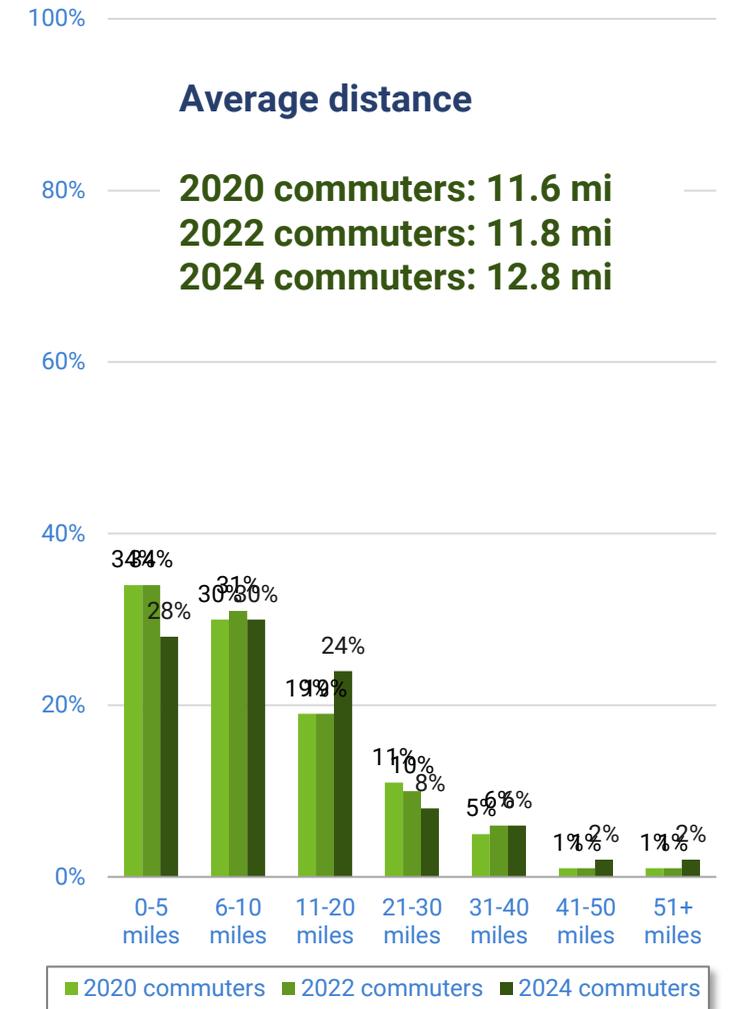
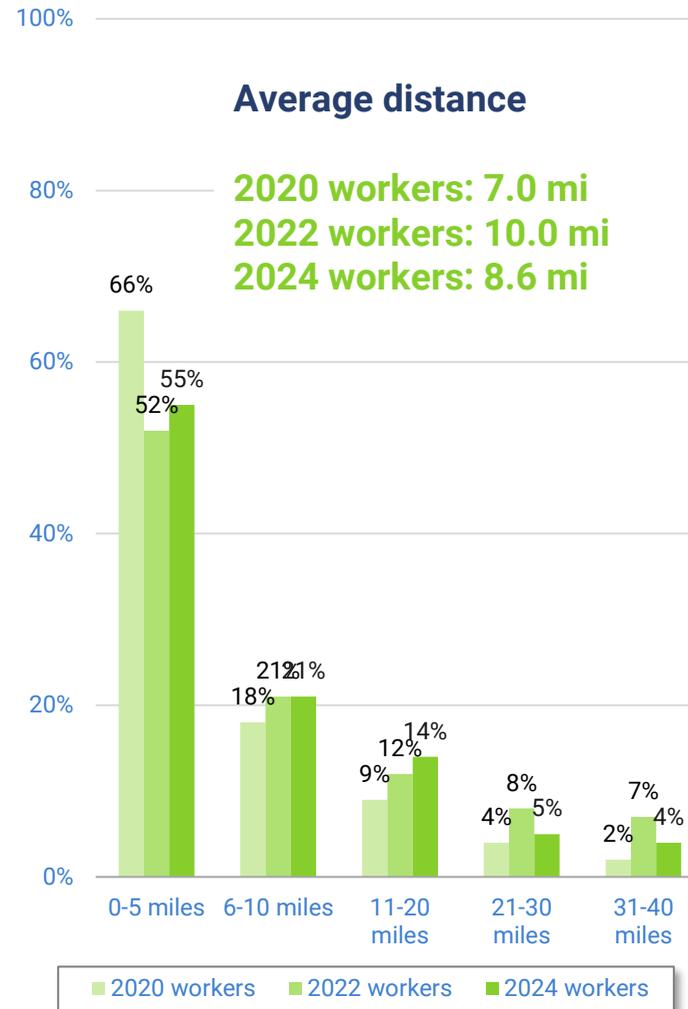
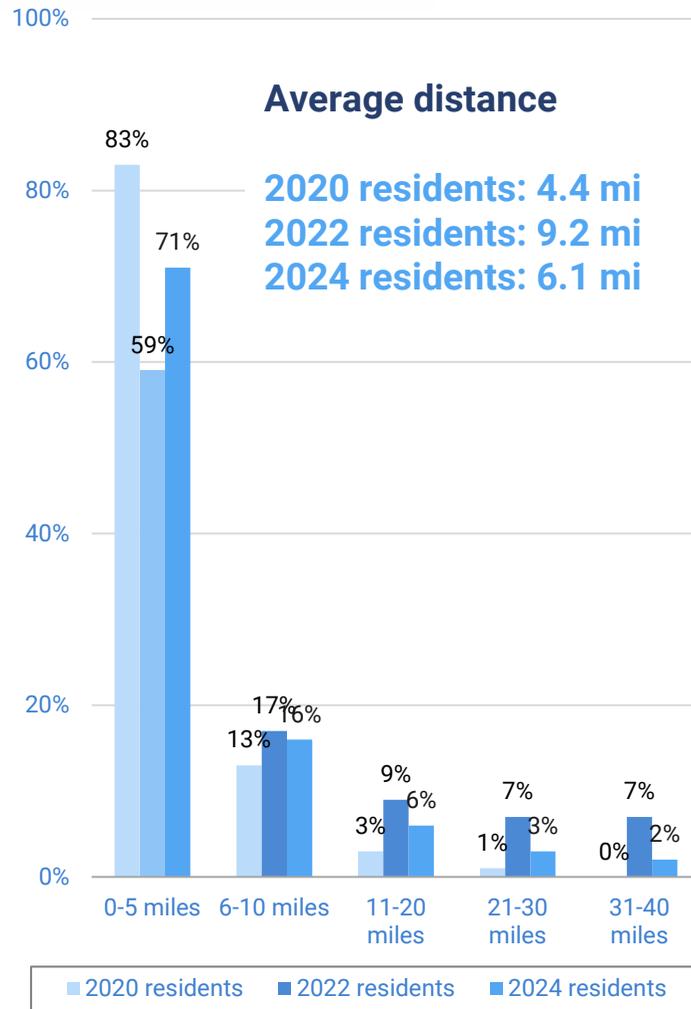
Method of transportation for commute (Commuters)



Q. Thinking about your workweek, how do you currently travel to work each day? If you use more than one travel mode on a single day, count only the type you used for the longest distance part of your trip. If you are not assigned to work on weekends, count these as "regular days off."

Average distance to work has decreased for residents and workers, but has increased by one mile on average for commuters in 2024

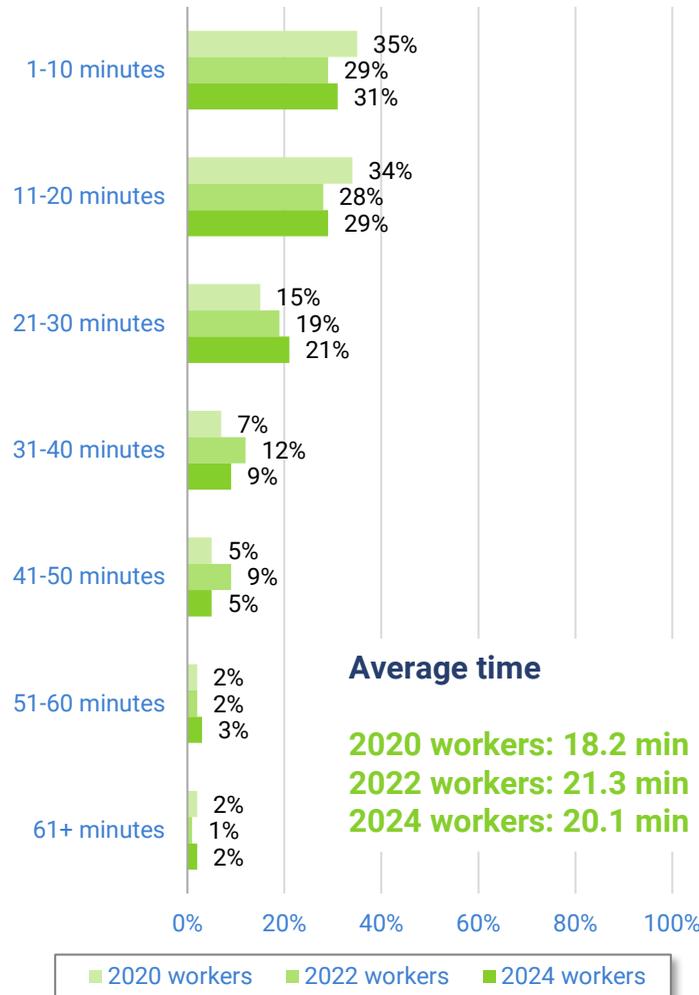
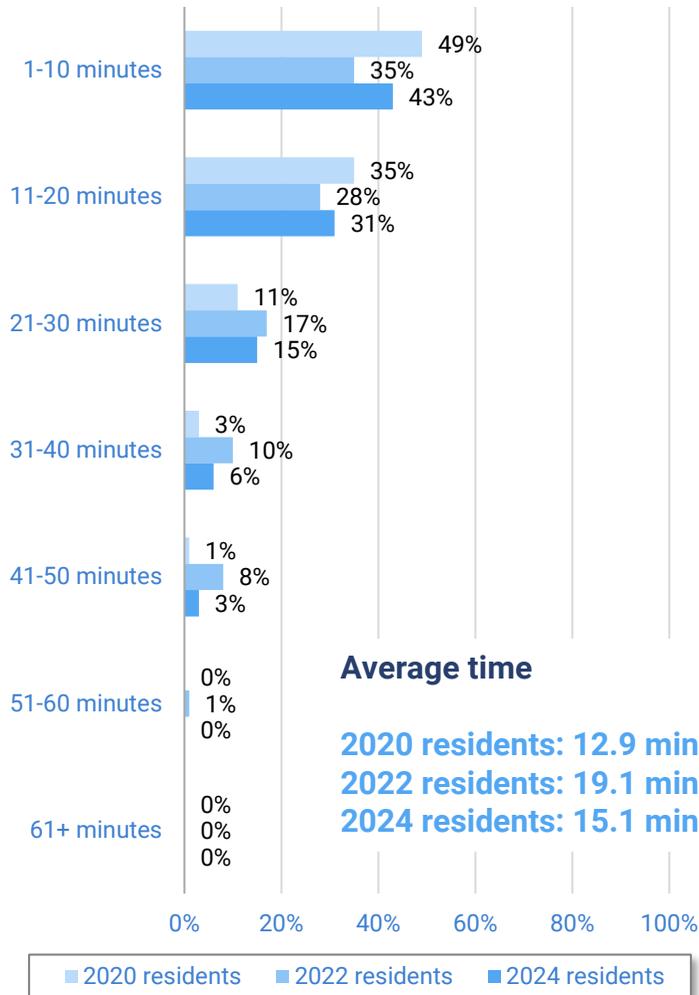
Distance to work (One-way)



Q29: How many miles one-way is it from home to your physical work location?

On the same note, average time to work has decreased for residents and workers, but has increased approximately two minutes on average for commuters

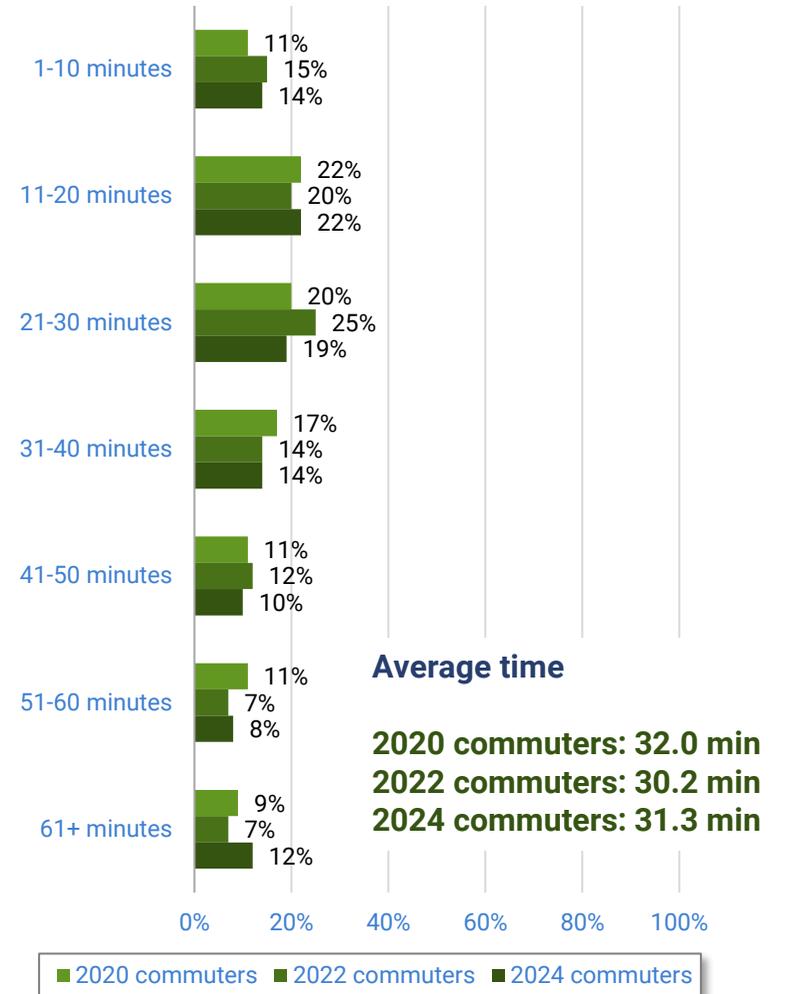
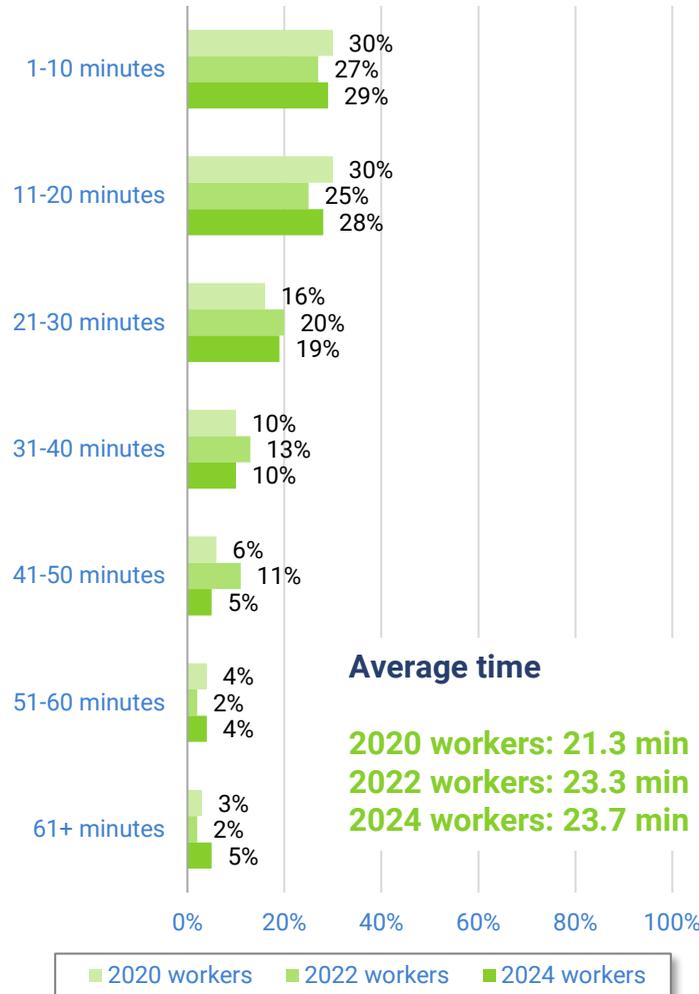
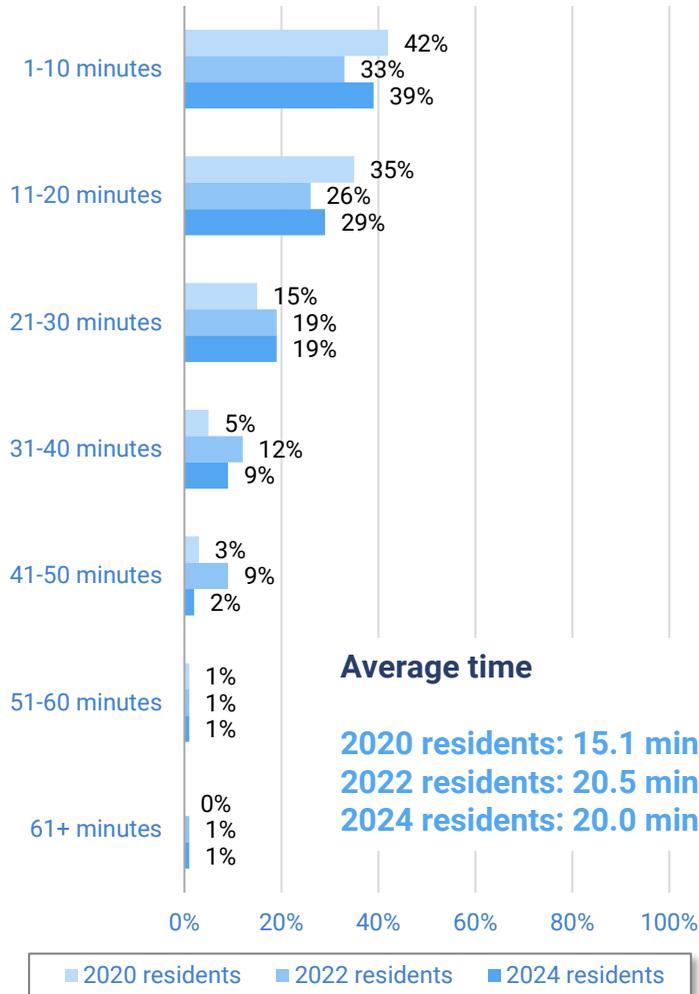
Commute time (Home to work)



Q. How many minutes does it usually take you to get from your home to your physical work location?

When returning home from work, residents and workers reported similar average commute times compared to 2022, while commuters experienced an increase of one minute

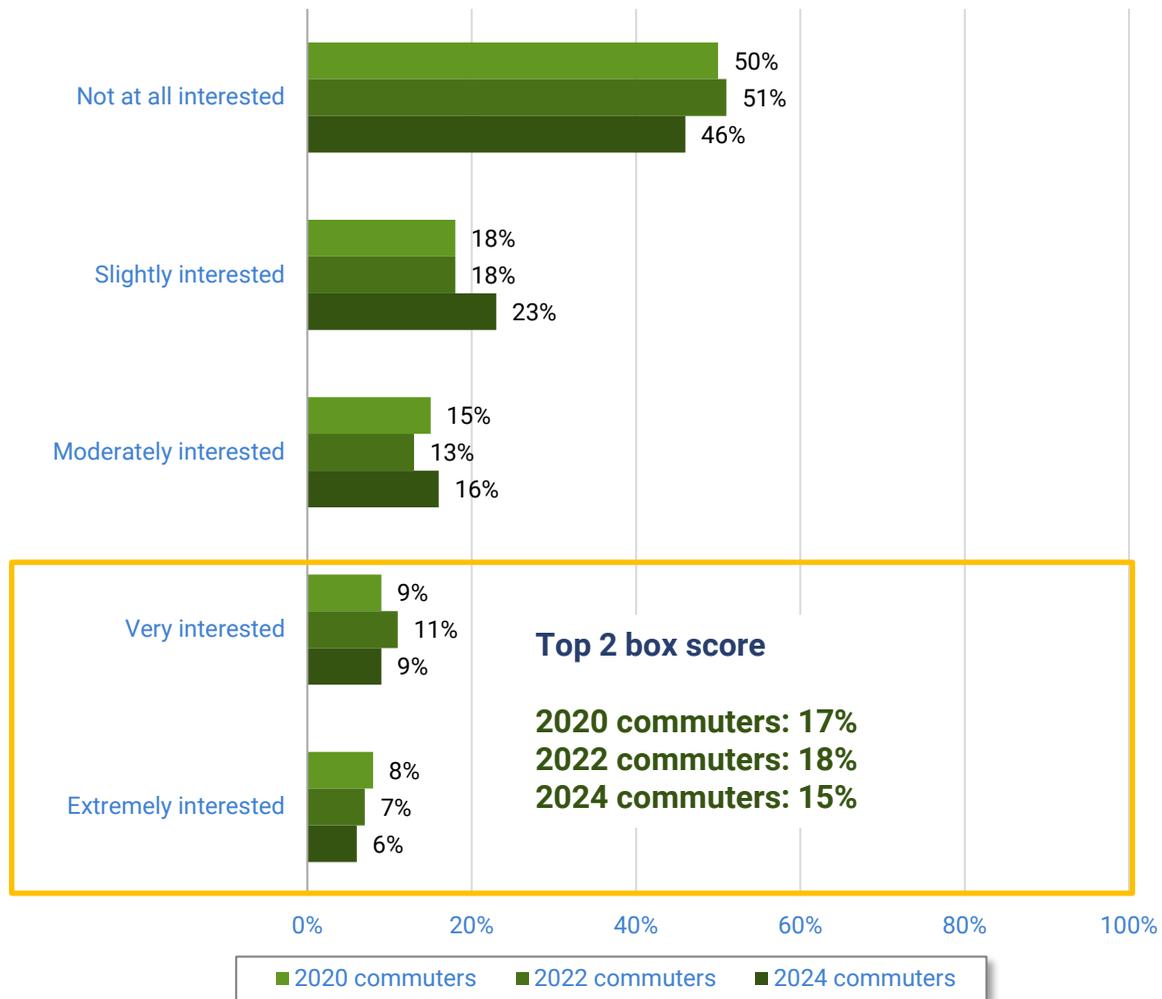
Commute time (Work to home)



Q. How many minutes does it usually take you to make your reverse trip, from your physical work location to your home?

Most commuters are not interested in using Xpress, but opportunities exist among 45–54-year-olds, long-tenured workers, those with longer commutes (31+ minutes or 21+ miles), Buckhead-safe commuters, full-time workers, women, and parents

Interest in using Xpress bus service



Audiences of interest

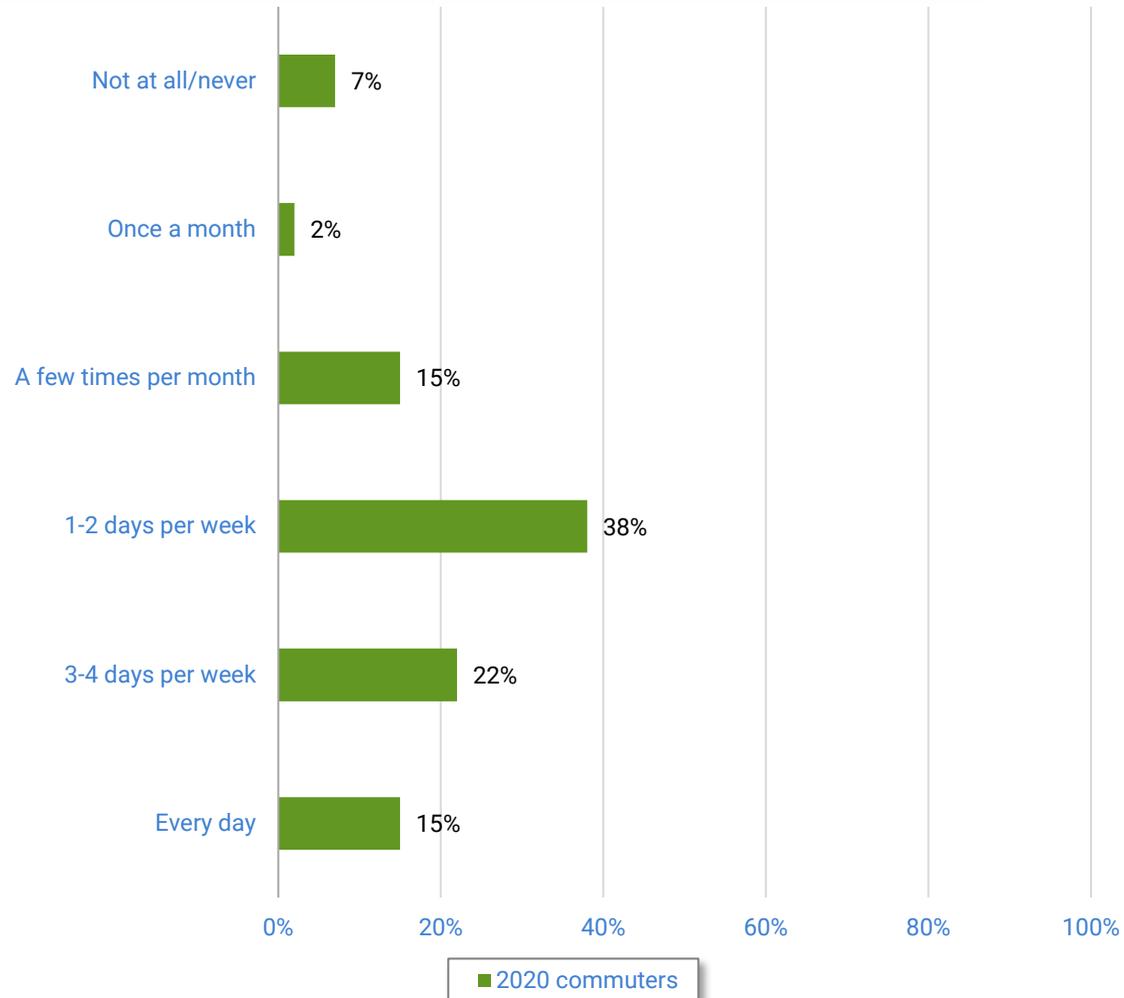
Audience	Top 2 box score (very + extremely interested)
45–54-year-olds	26%
Those with a 31+ min commute	23%
10+ year tenure	21%
Those that feel safe in Buckhead	21%
Those 21+ miles to work	21%
Full time workers	19%
Females	18%
Those with children at home	18%

› No major differences seen among lower household incomes or racially/ethnically diverse respondents

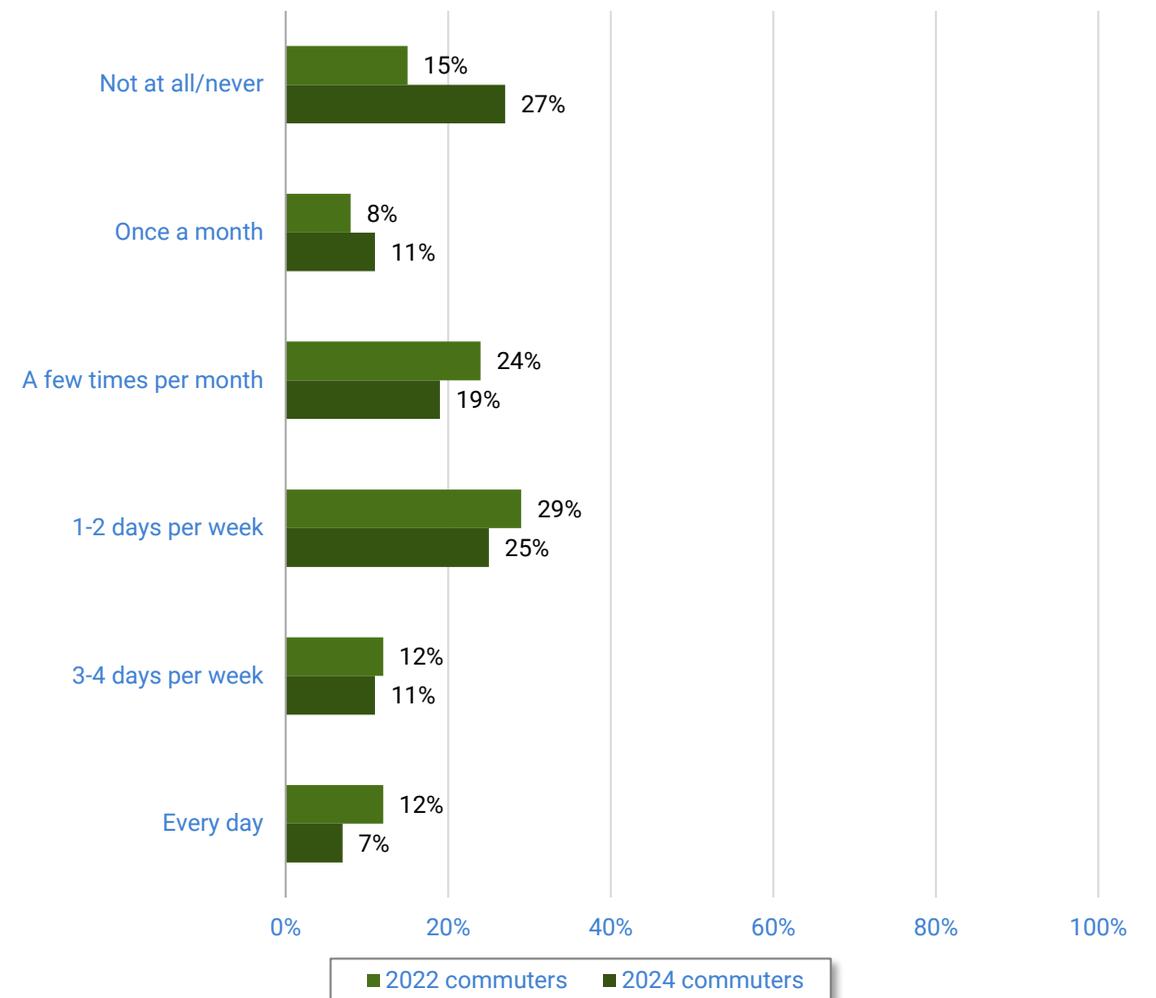
Q. If Xpress, the regional commuter bus service, were available direct to Buckhead from an origin in your home county, how interested would you be in riding it?

Since the pandemic, fewer commuters report working from home; in 2024, the largest share of commuters work from home 1-2 days per week

Expected frequency of working from home mid-pandemic (2020)*



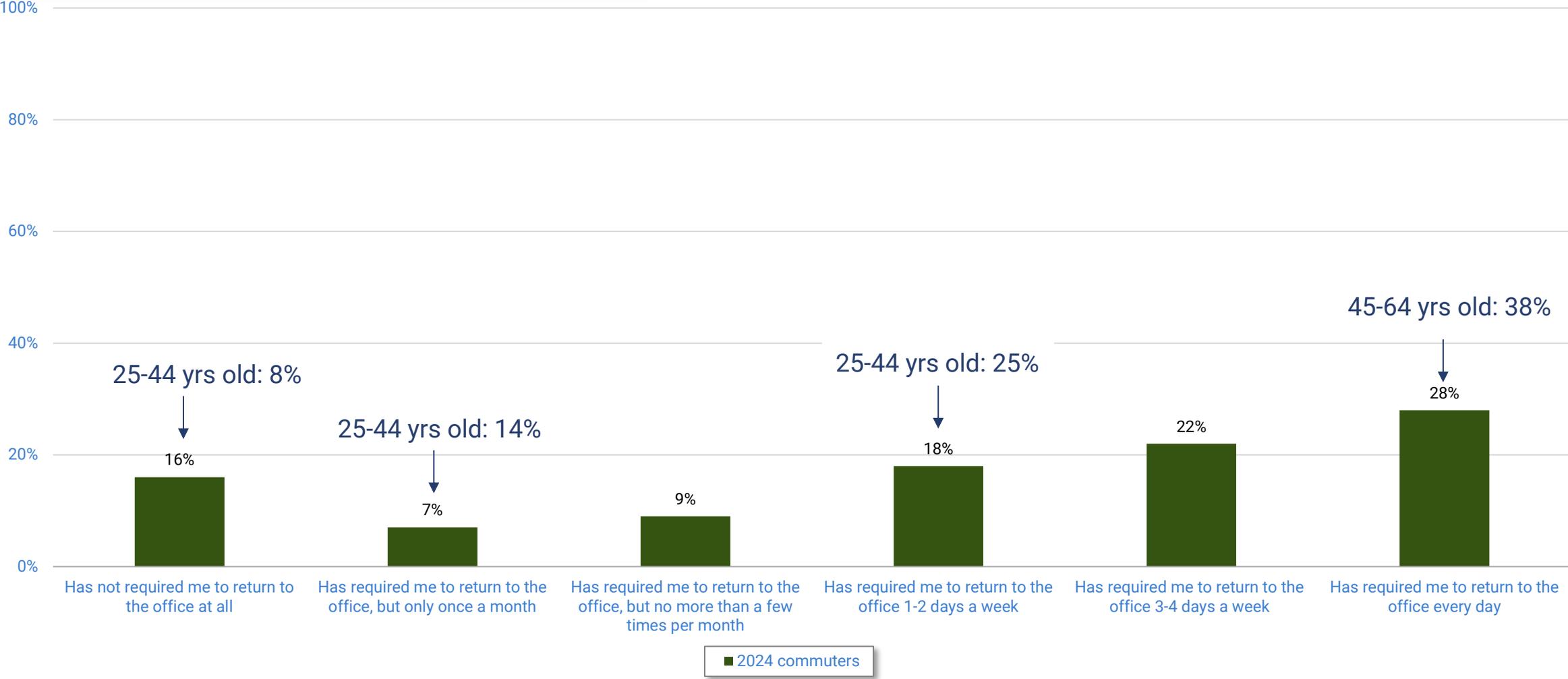
Actual frequency of working from home post-pandemic (2022 and 2024)



Q34: How frequently are you working from home? / *question was asked different in 2020: Assuming all goes back to normal (i.e., the way things were before the pandemic) and your employer fully accepted telework as a common practice, how frequently would you choose to work from home?

28% of commuters have been required by their employer to return to the office every day, 50% 3+ days per week

Employer request for working from home vs working in an office*

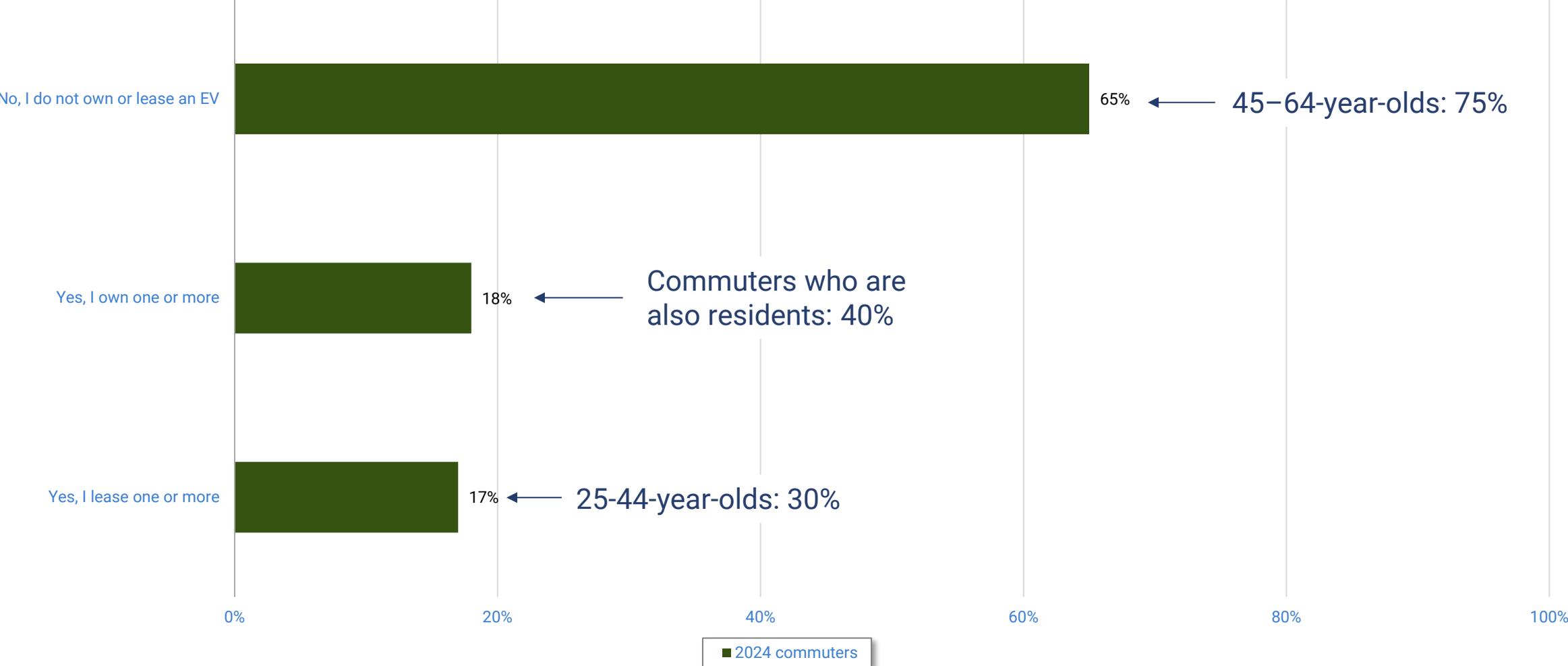


Q. Which of the following statements is true when thinking about working from home versus working in an office?

*new in 2024

One in three commuters report owning or leasing one or more electric vehicles

EV ownership/leasing behavior*



Q. Do you own or lease an electric vehicle (EV)?

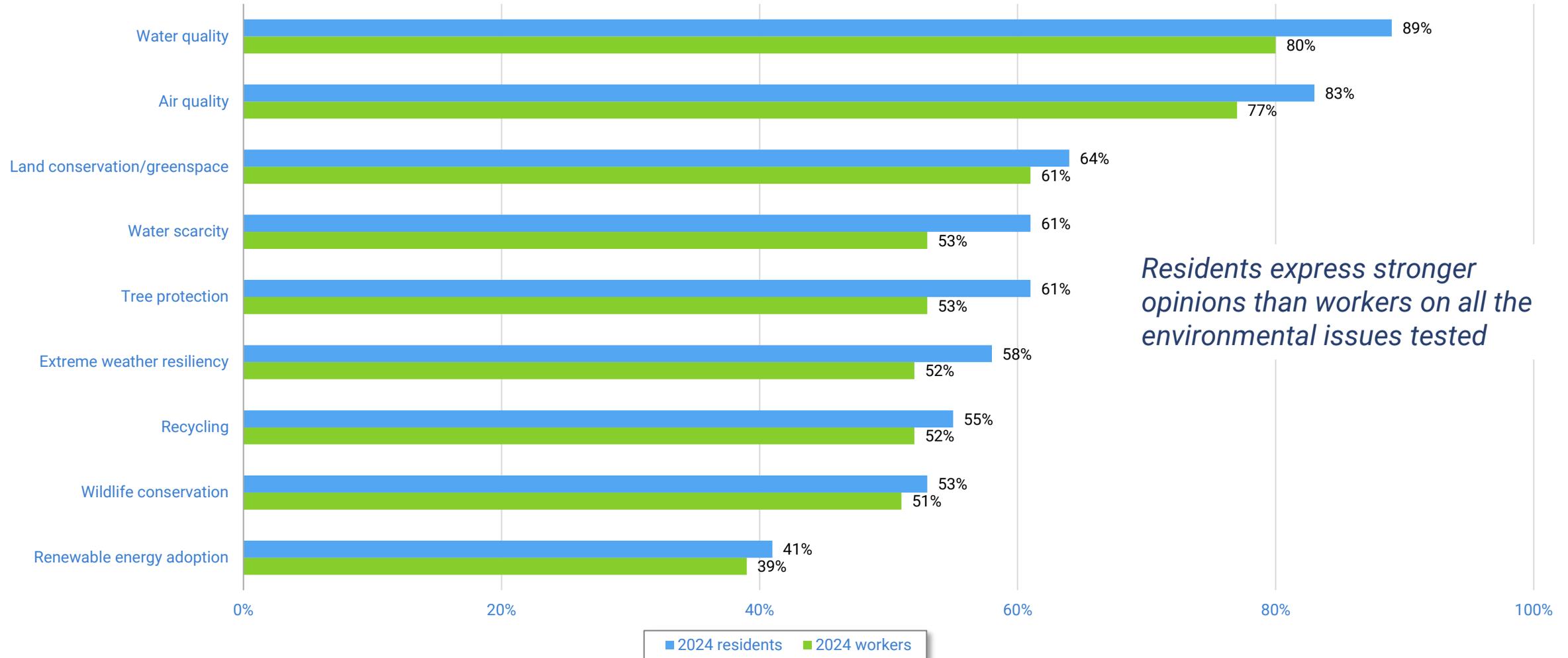
*new in 2024



Sustainability Initiatives and Community Engagement

Both residents and workers prioritize water and air quality as the most important environmental issues, with residents placing significantly more emphasis on them

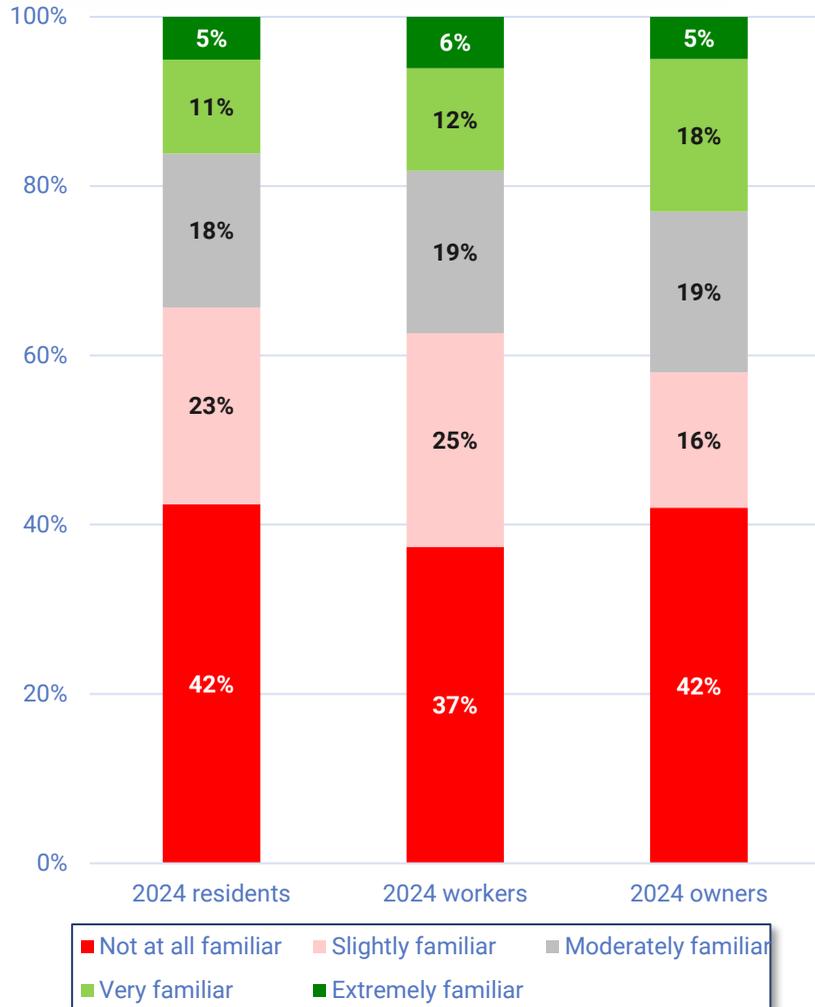
Importance of environmental issues (Very + extremely important)



Q. Please indicate how important each of the following environmental issues is to you on a scale of 1 to 5, where 1 is "not at all important" and 5 is "extremely important".

Most residents, workers, and owners are unfamiliar with embodied carbon and its impact; once informed, the majority consider it to be of moderate to little importance

Familiarity with embodied carbon and its impact

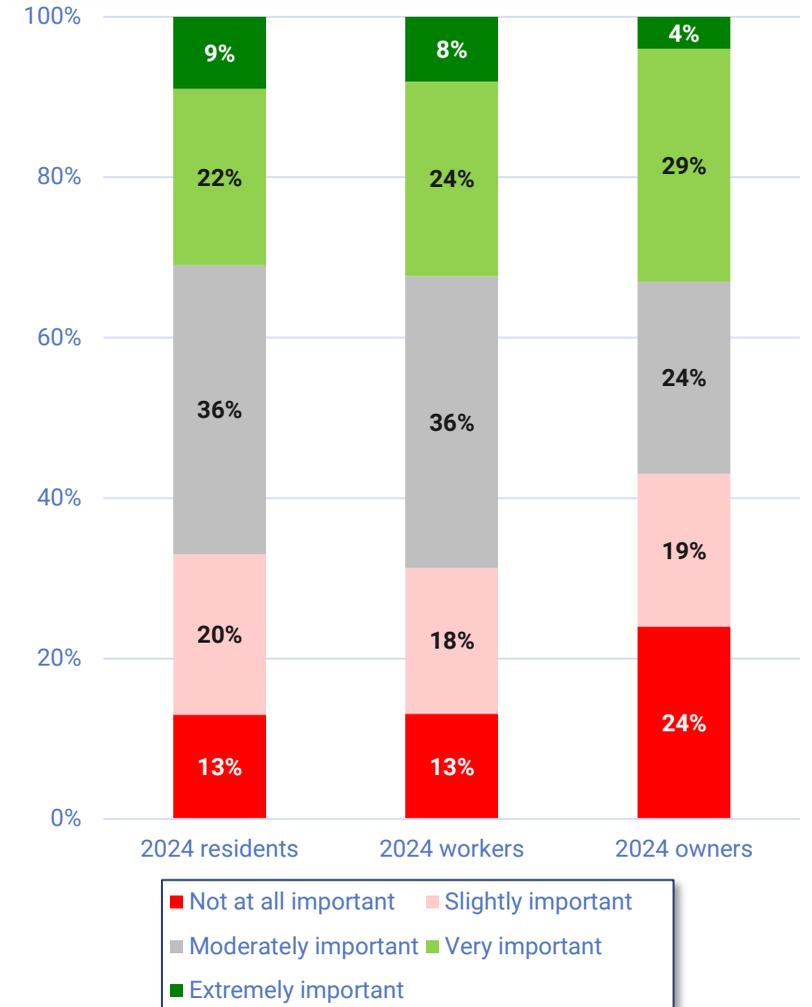


Respondents were then showed this definition:

Embodied carbon is the carbon dioxide (CO₂) emissions associated with materials and construction processes throughout the whole lifecycle of a building or infrastructure. It includes any CO₂ created during the manufacturing of building materials (material extraction, transport to manufacturer, manufacturing), the transport of those materials to the job site, and the construction practices used. Put simply, embodied carbon is the carbon footprint of a building or infrastructure project before it becomes operational. It also refers to the CO₂ produced maintaining the building and eventually demolishing it, transporting the waste, and recycling it.



Importance of embodied carbon issue for Buckhead



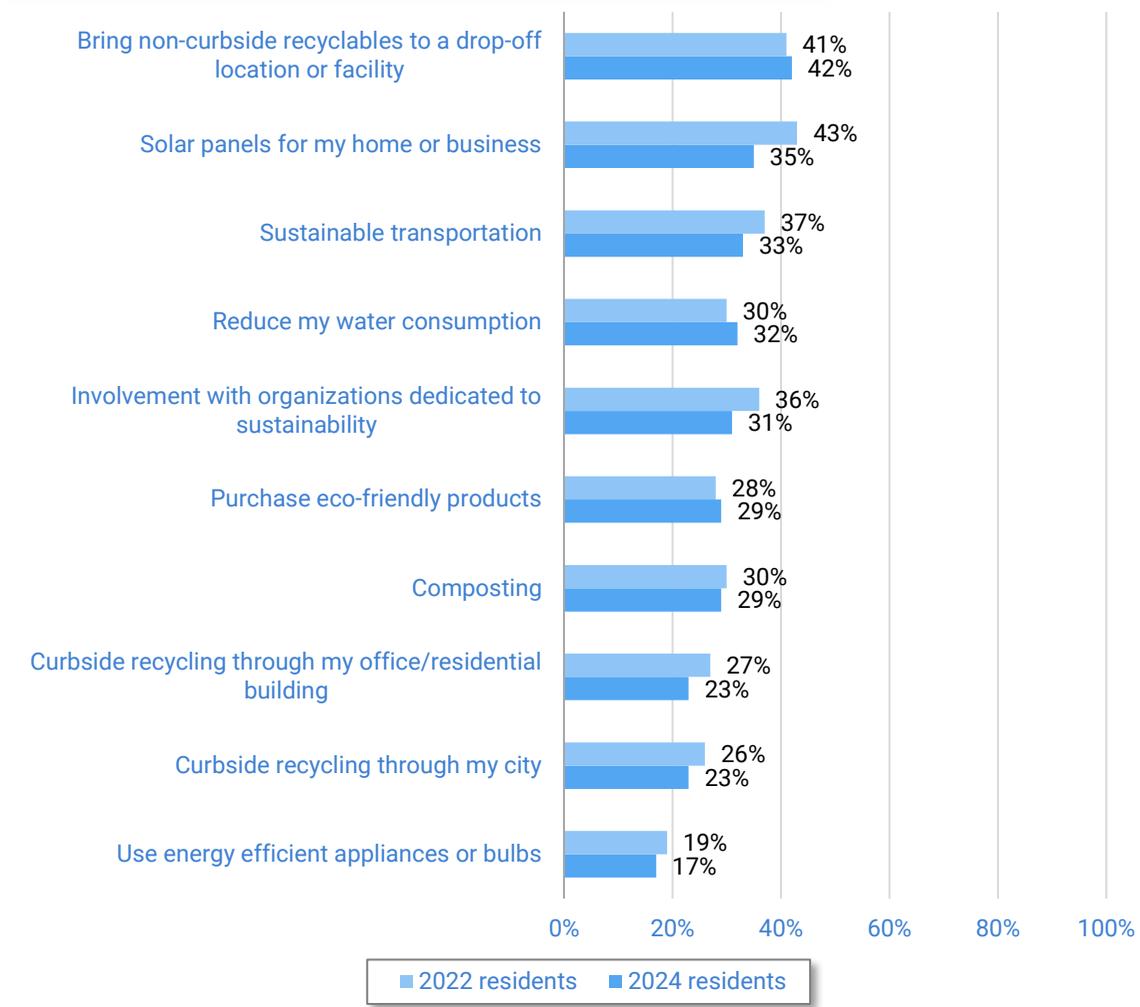
Q. How familiar are you with embodied carbon and its impact?

Residents are engaged in using energy-efficient appliances and bulbs, as well as curbside recycling, with slightly more participation than in previous years; they are most interested in bringing non-curbside recyclables to drop-off locations

Involvement in sustainability-related practices (Residents)



Interest in sustainability-related practices (Residents)



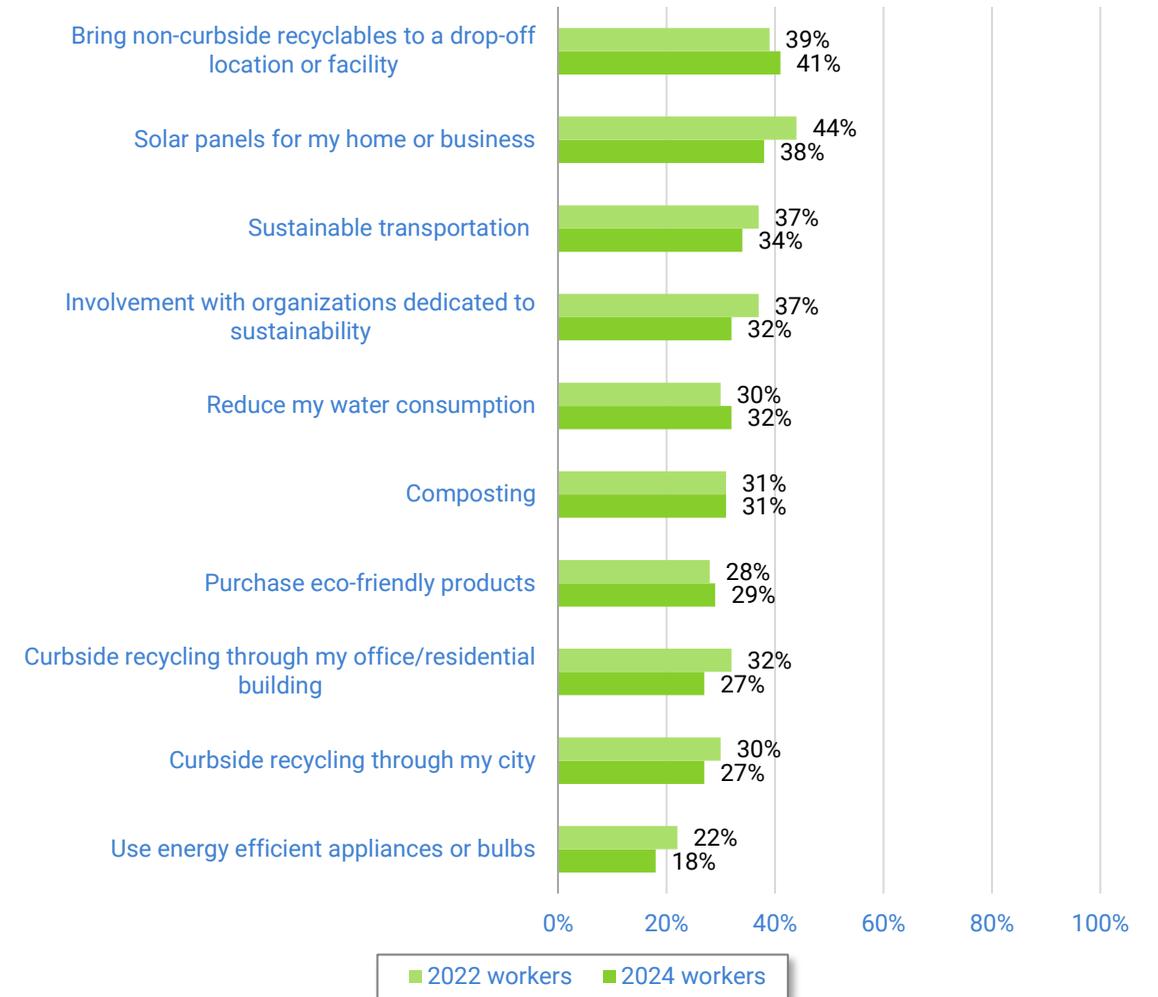
Q. Thinking about each of the following sustainability-related practices, please indicate your level of interest or engagement:

Workers' involvement in using energy-efficient appliances and curbside recycling is similar to residents, and has increased in 2024 compared to 2022; they are also interested in recycling non-curbside items

Involvement in sustainability-related practices (Workers)



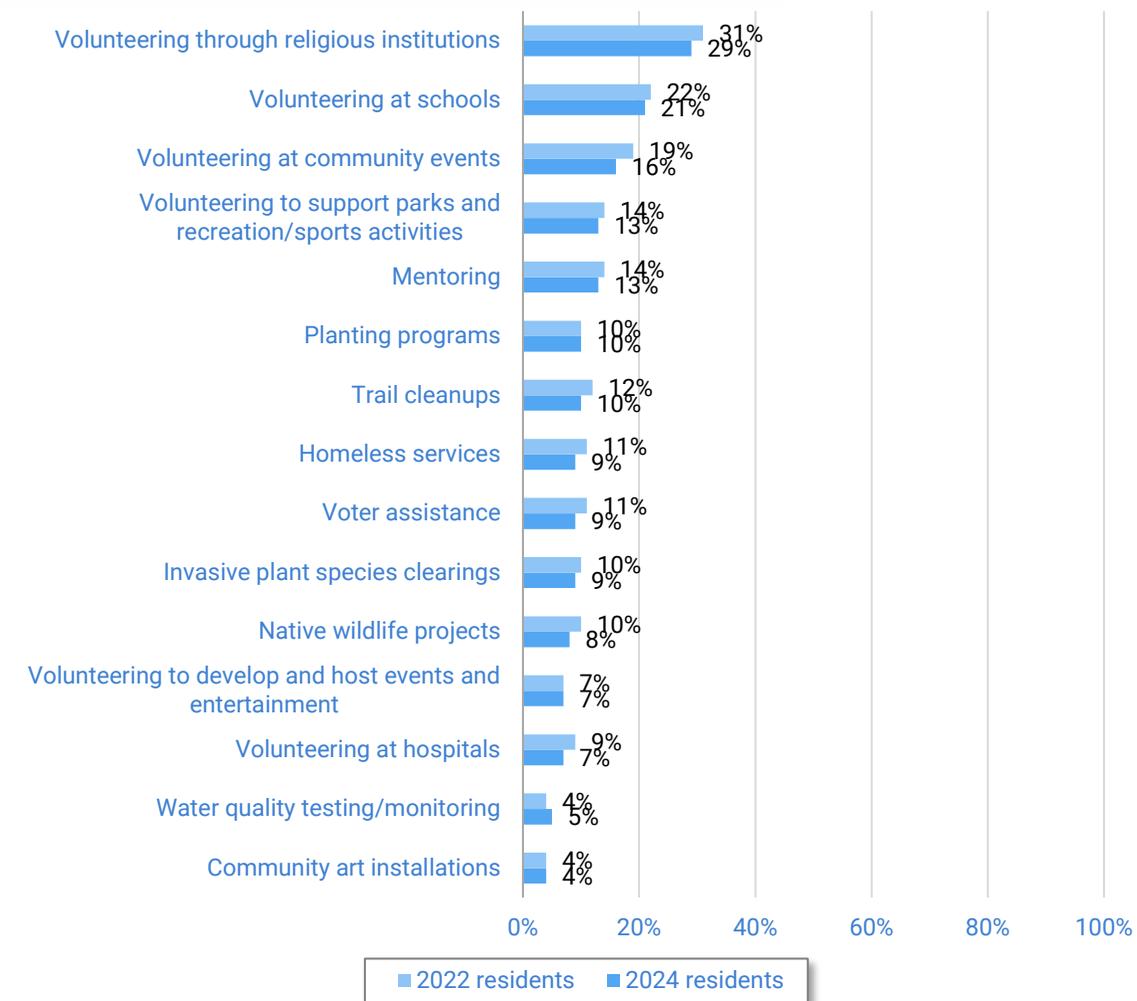
Interest in sustainability-related practices (Workers)



Q. Thinking about each of the following sustainability-related practices, please indicate your level of interest or engagement:

Residents remain actively involved in volunteering with religious organizations and school; they are particularly interested in supporting parks, sports, and native wildlife projects

Involvement with community activities (Residents)



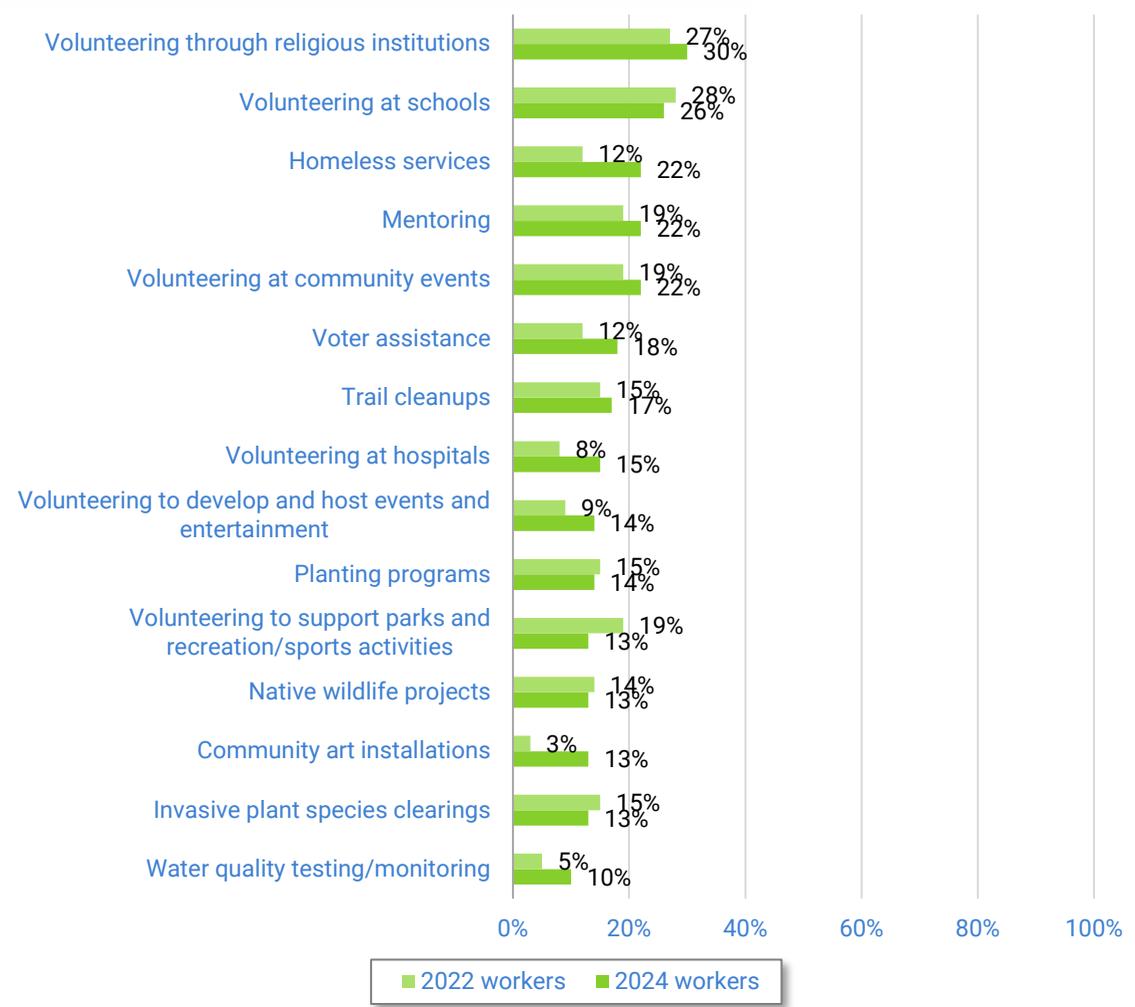
Interest with community activities (Residents)



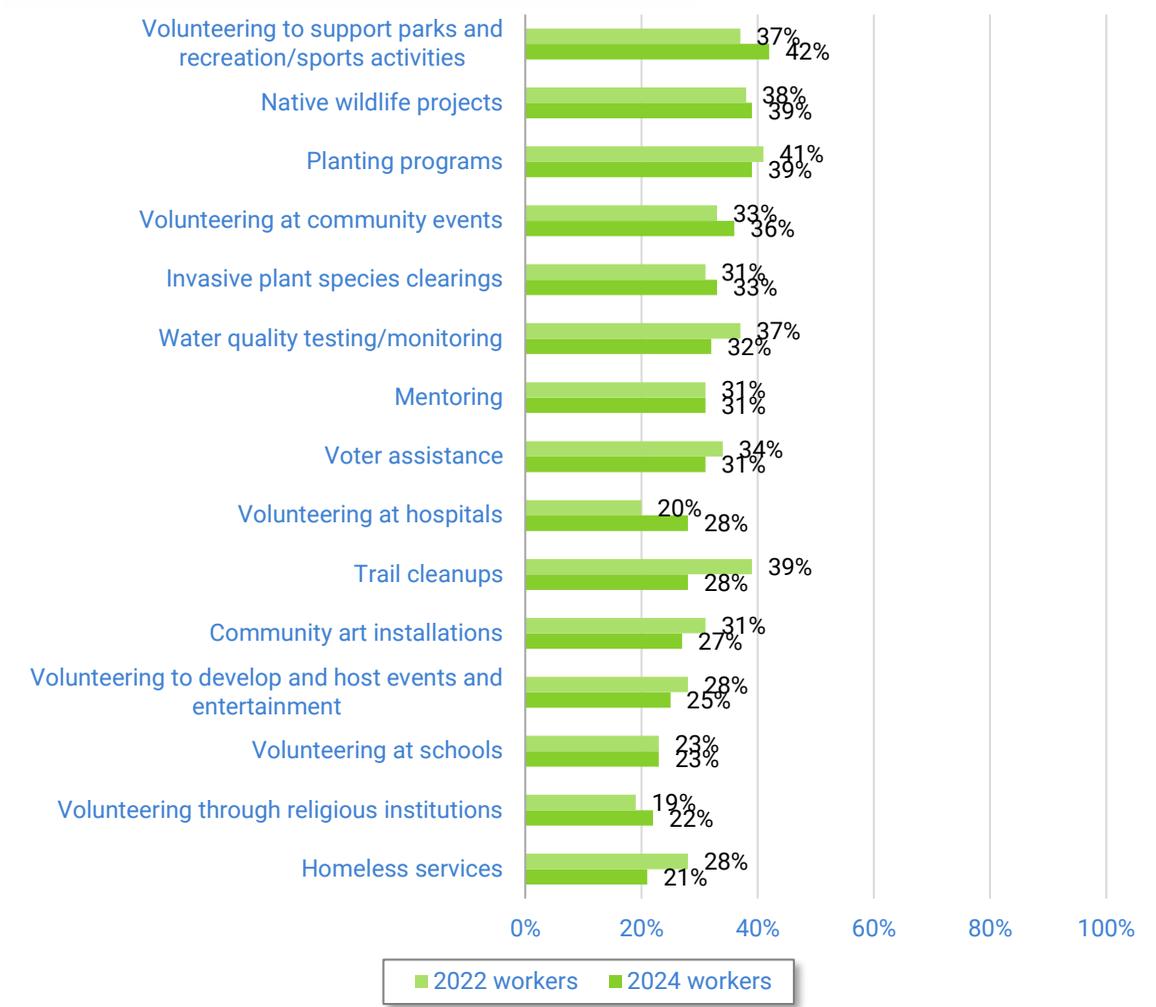
Q. And for each of the following types of community engagement activities, please indicate your level of interest or engagement:

Similar to residents, workers are involved in religious and educational volunteering, with a significant increase in participation related to homeless services; they are also interested in supporting parks, native wildlife, and planting programs

Involvement with community activities (Workers)



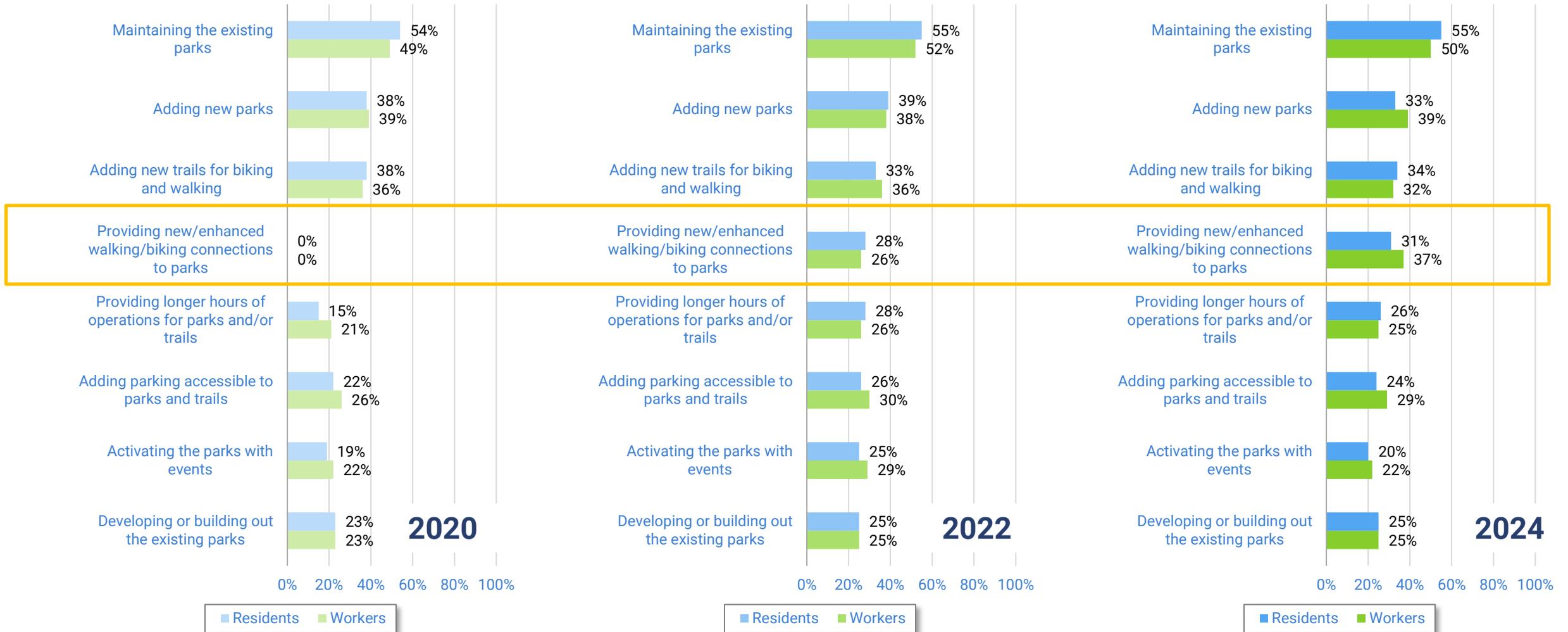
Interest with community activities (Workers)



Q. And for each of the following types of community engagement activities, please indicate your level of interest or engagement:

Since 2020, maintaining existing parks has remained the most important greenspace initiative, while the importance of creating new walking and biking connections to parks has significantly increased

#1 most important park and greenspace initiative



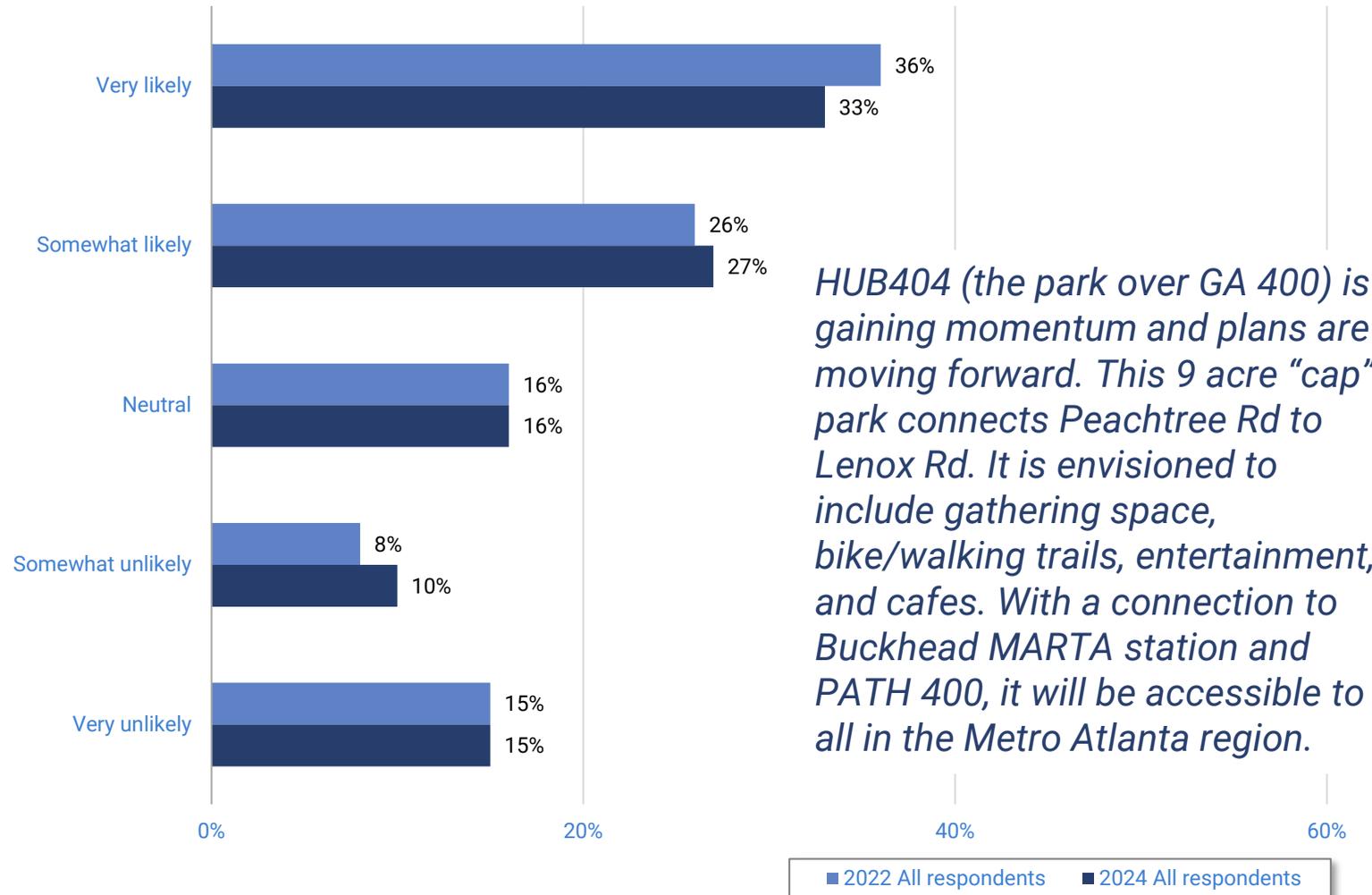
Q. Thinking about each of the following potential parks and greenspace initiatives that could be done in Buckhead, please rank your top three in importance.



Awareness of and Interest in Special Initiatives

Three in five respondents expressed a high likelihood of using HUB404, consistent with 2022; interest is particularly strong among those aged 25–44 and residents with less 10 years of tenure

Likelihood of using HUB404



Top 2 Box (somewhat + very likely)

2022 residents: 60%
2024 residents: 59%

Age (2024 residents)

25-34: 79%
35-44: 74%
45-55: 66%
54-64: 59%
65+: 40%

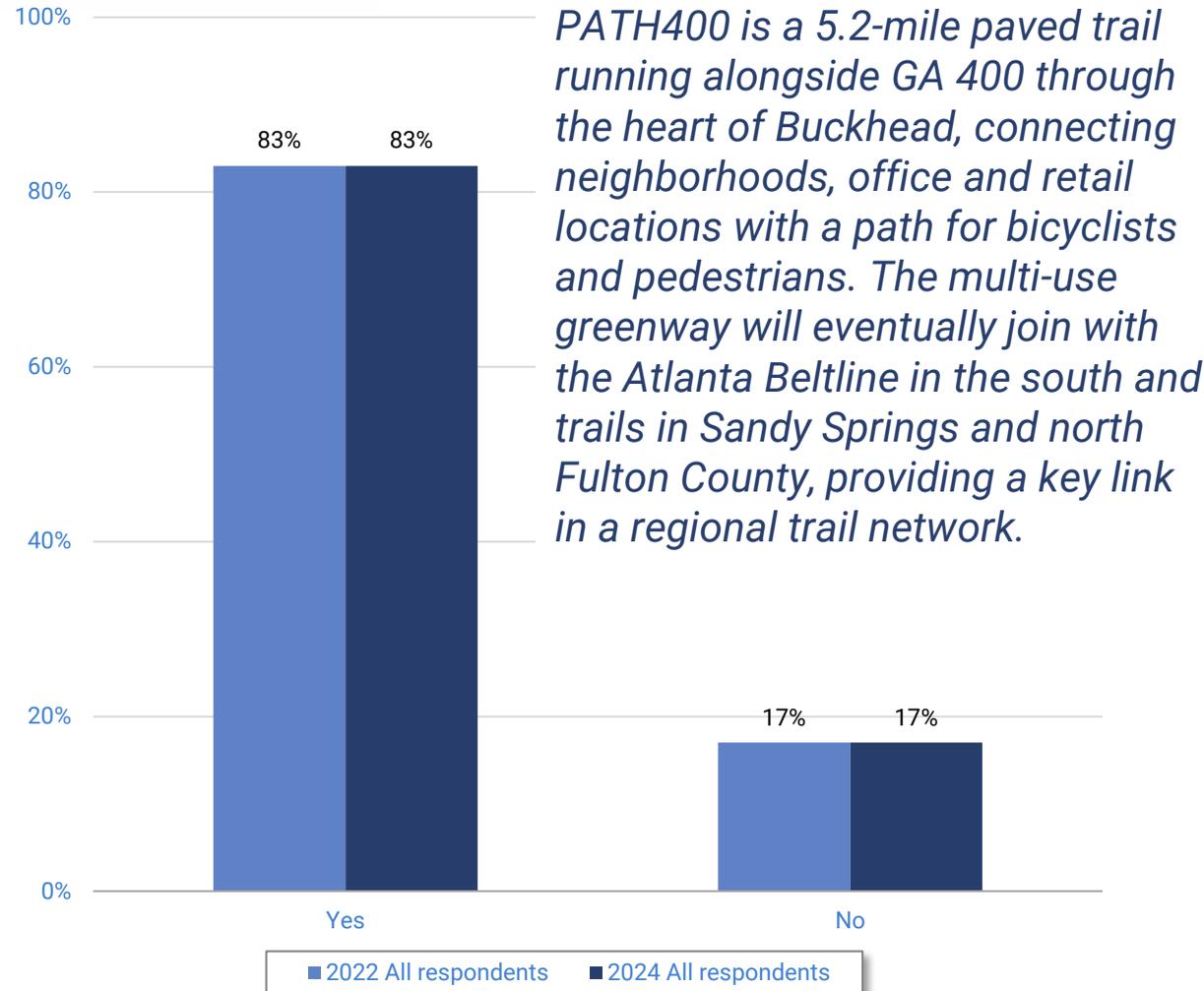
Tenure (2024 residents)

<2 yrs: 79%
3-5 yrs: 72%
6-9 yrs: 77%
10+ yrs: 52%

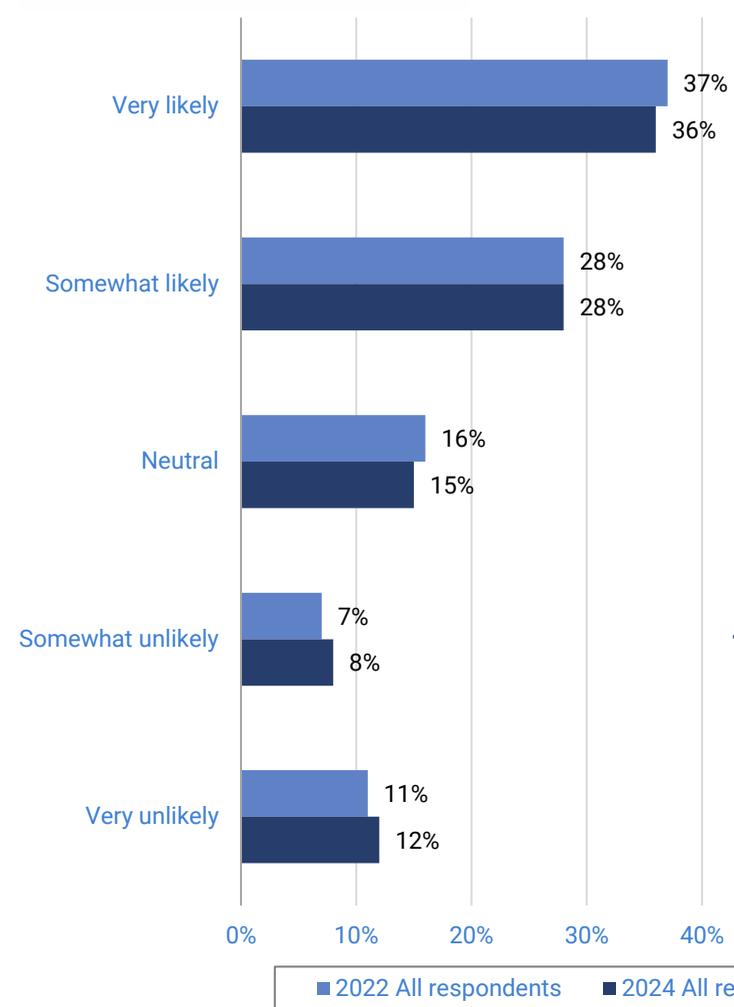
Q. How likely would you be to use HUB404?

Overall, more than four in five are aware of PATH400, and two in three are likely to use it in 2024; utilization is particularly high among those aged 25-44 and residents with <5 years of tenure

Awareness of PATH400



Likelihood of using PATH400



Top 2 Box (somewhat + very likely)

2022 residents: 64%
2024 residents: 69% ↑

Age (2024 residents)

25-34: 87%
35-44: 75%
45-55: 67%
54-64: 69%
65+: 47%

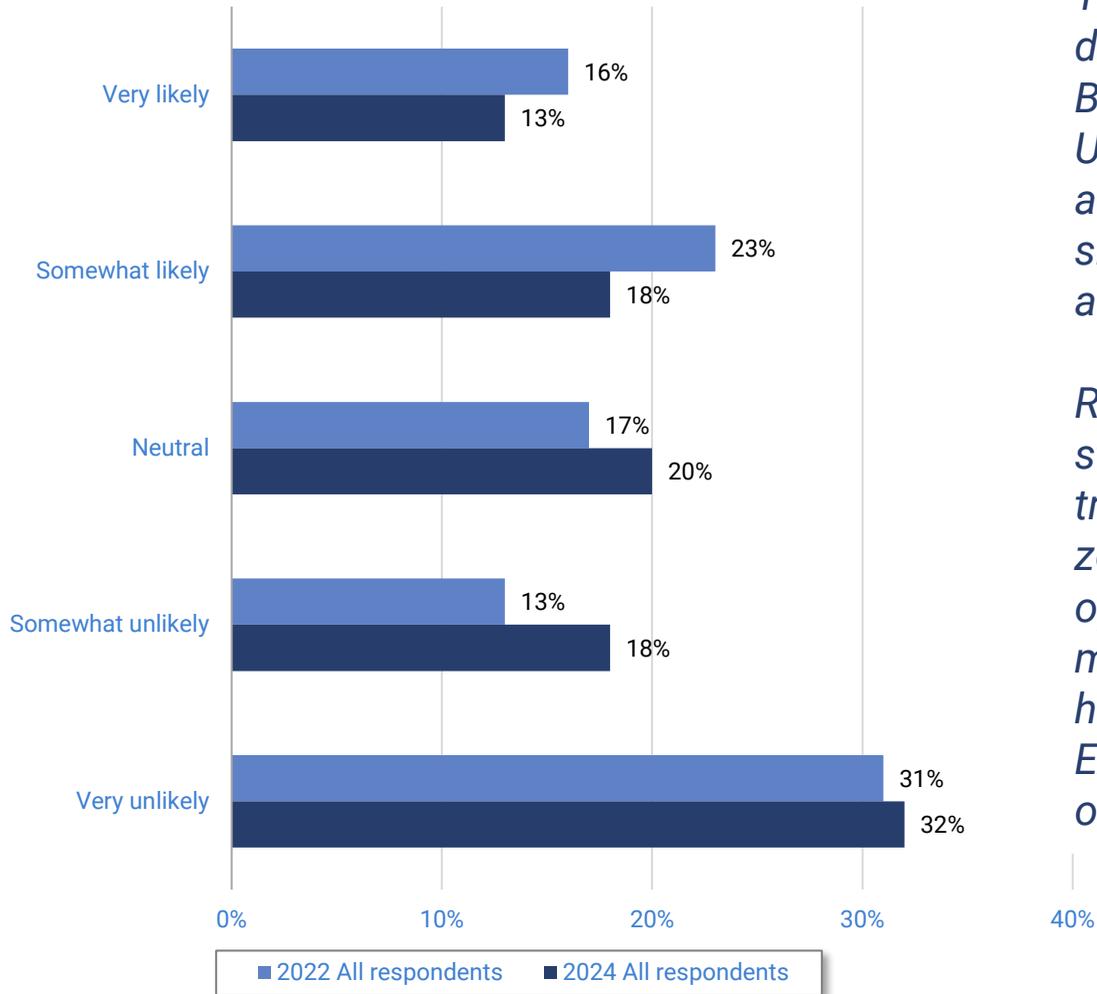
Tenure (2024 residents)

<2 yrs: 85%
3-5 yrs: 80%
6-9 yrs: 73%
10+ yrs: 59%

Q Have you heard about PATH400? / Q How likely are you to use PATH400?

Just under one in three are likely to use the Buc, which is an eight-point decrease from 2022; interest is highest among those aged 25–34 and residents with less than 2 years of tenure

Likelihood of using the Buc



The Buc shuttle provides door-to-door service throughout Buckhead for \$3 or less per trip. Users book a ride in the Buc app and are picked up within minutes, similar to services such as Uber and Lyft.

Rides to and from MARTA stations are free and all other trips within the Buckhead service zone are \$3 one way. The Buc operates weekdays during morning and evening commute hours, and during lunchtime. Extended evening hours are offered on Thursdays and Fridays.

Top 2 Box (somewhat + very likely)

2022 residents: 39%
2024 residents: 30%

Age (2024 residents)

25-34: 59%
35-44: 42%
45-55: 26%
54-64: 24%
65+: 23%

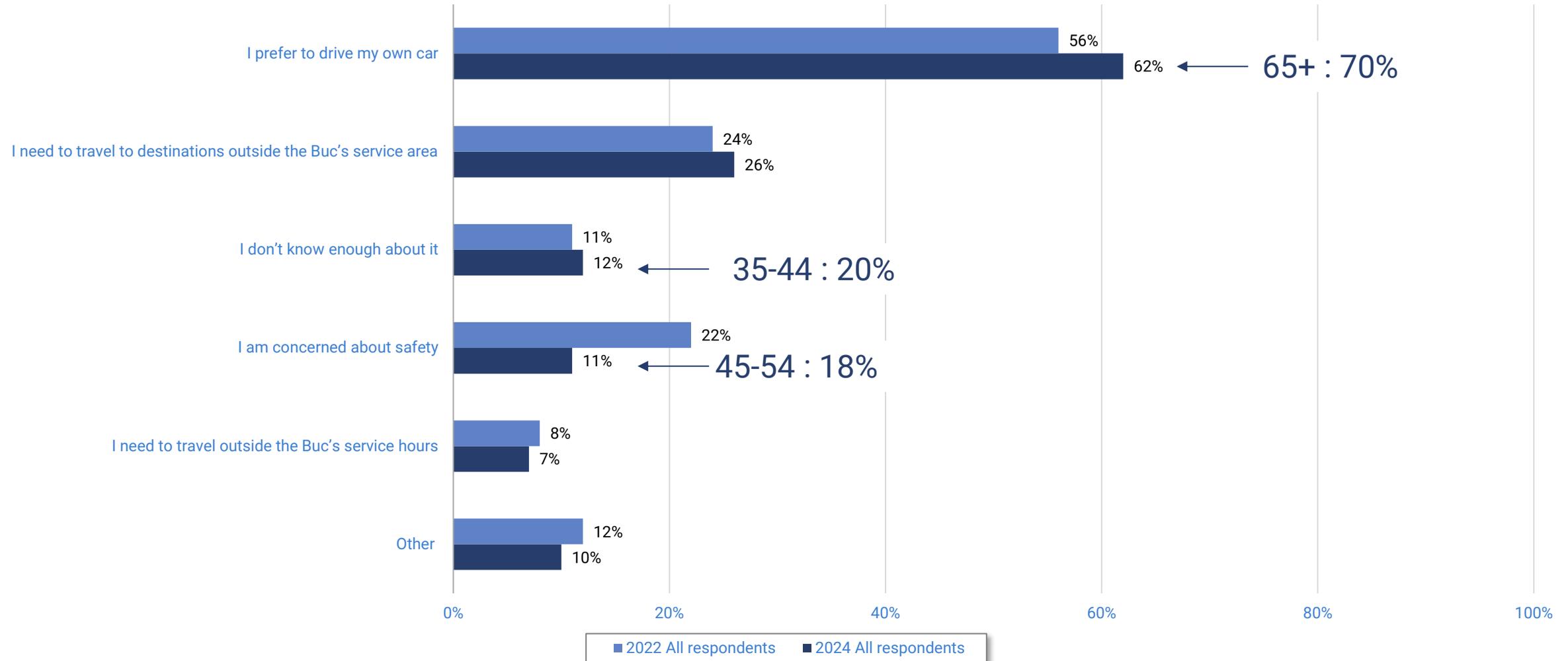
Tenure (2024 residents)

<2 yrs: 52%
3-5 yrs: 44%
6-9 yrs: 39%
10+ yrs: 25%

Q How likely are you to use the Buc?

The top reason for being unlikely to use the Buc is a preference for driving their own car, which increased six points from last year; this is particularly true among those aged 65 and older

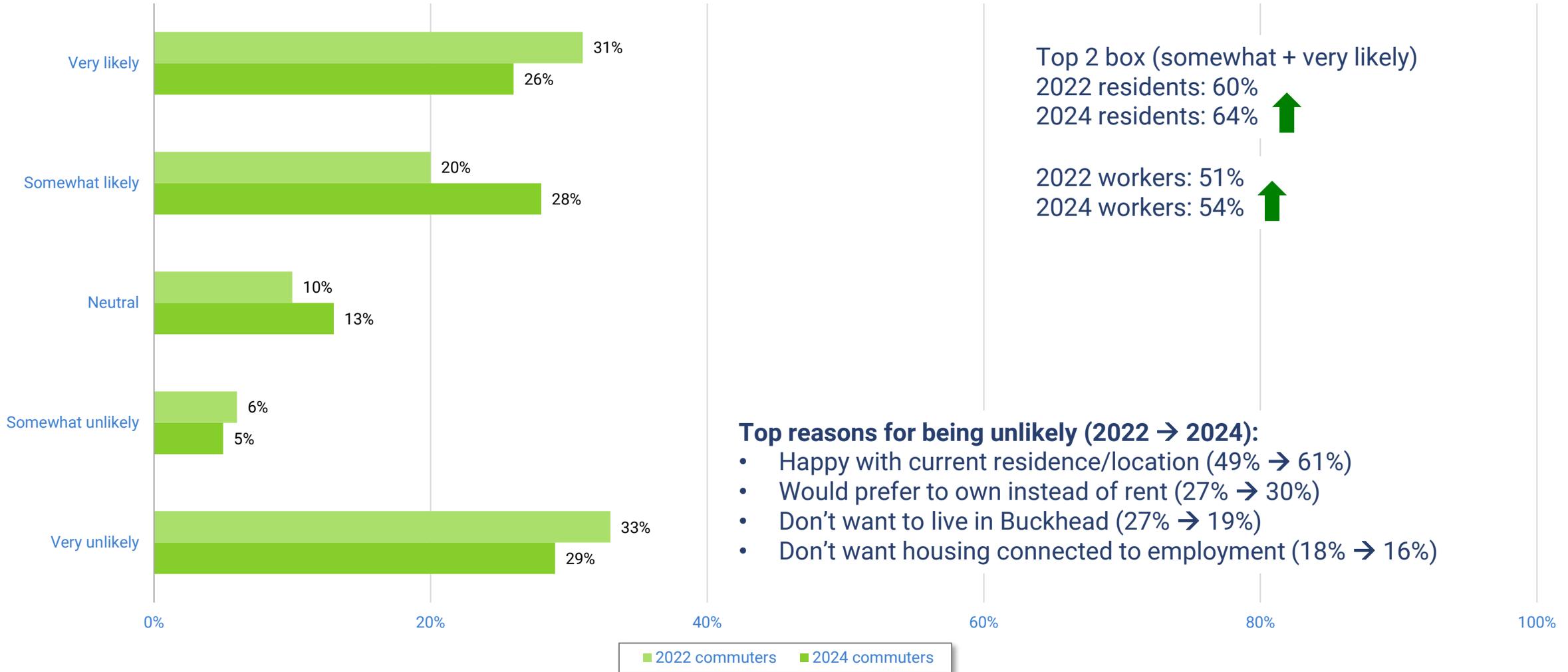
Why unlikely to use the Buc



Q26: Why are you unlikely to use the Buc?

Among commuters, those likely to use an employer subsidy to live in Buckhead increased slightly from 51% to 54%; satisfaction with their current residence and preferring to own instead of rent remained the top reasons why they wouldn't use a subsidy

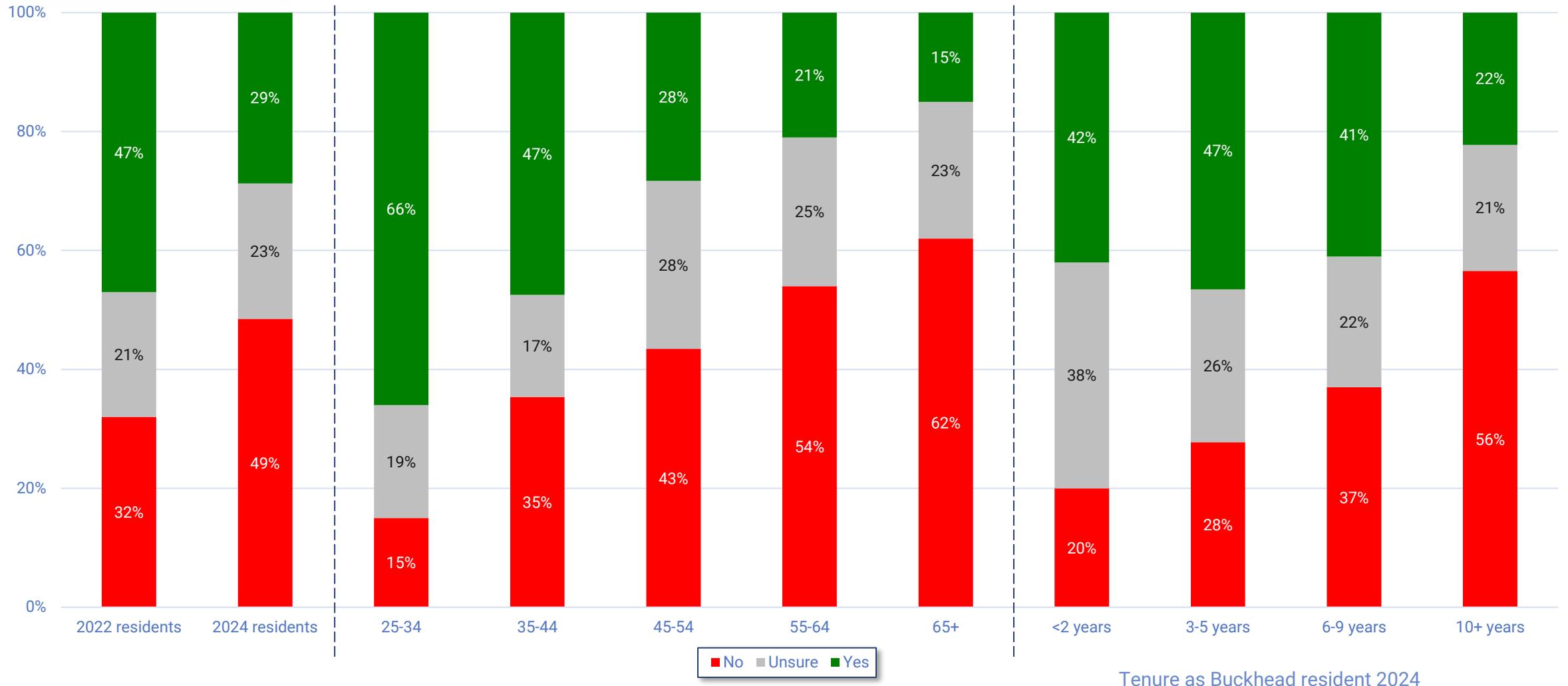
Likelihood of using \$450 housing subsidy from employer (Commuters/workers)



Q. If you were eligible for a monthly \$450 housing subsidy from your employer to live in Buckhead, how likely would you be to use it? / Q. Why would you be unlikely to use the \$450 monthly housing subsidy from your employer to live in Buckhead?

Support for carriage houses has decreased 18 points among residents in 2024 (net -20), with the strongest support coming from younger audiences

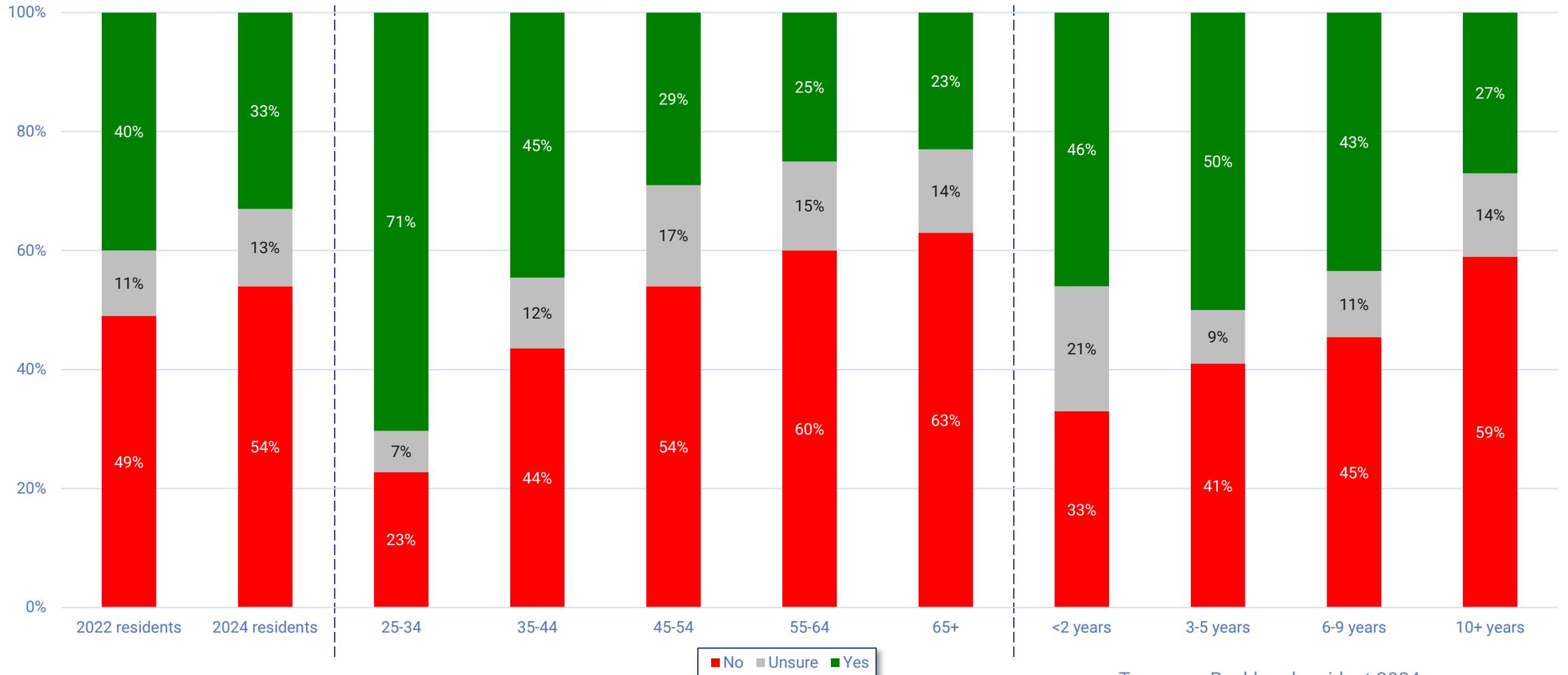
Support of carriage houses



Q. Do you support the inclusion of accessory dwelling units (carriage houses) in single family neighborhoods in Buckhead?

Support for increasing housing density has decreased by seven points since 2022 (net -21), with the strongest backing among those aged 25–34

Support of increasing housing density within .5 mi of MARTA



Tenure as Buckhead resident 2024

Q. Do you support increasing housing density within 1/2 mile of MARTA transit stations by allowing small apartment buildings in single family neighborhoods?



Additional Detail: Occasional Visitor Perceptions

Those occasionally visiting Buckhead (for shopping, restaurants, etc.): n = 3,037; average MoE ± 1.8%

Note on occasional visitors

- › Occasional visitors may not be well-equipped to provide meaningful opinions on some of these topics. This is evident in their responses, which show minimal differentiation across key issues when averaged over 3,000+ respondents.
- › The total sample of 3,037 occasional visitors was sourced through email outreach, likely including restaurant reservation systems and other CRM-based contacts. Because of this, an "occasional visitor" to Buckhead could be someone who dined at a restaurant once, attended a single event, or had minimal engagement with Buckhead. Given this, it is unlikely that they would have strong, informed opinions about Buckhead's role as an arts center or its responsiveness to city needs (which rank about the same).
- › As expected, their aggregated responses to certain questions (particularly those on slides 65, 66, and 67) show little variation. However, after reviewing the raw data, we found no evidence of respondent fraud, straight-lining, or other data quality concerns.
- › **Recommendation:** We suggest using the top-of-mind associations as a valid reflection of occasional visitors' perspectives, but disregarding the quantified data on slides 65, 66, and 67, as it does not provide meaningful differentiation.

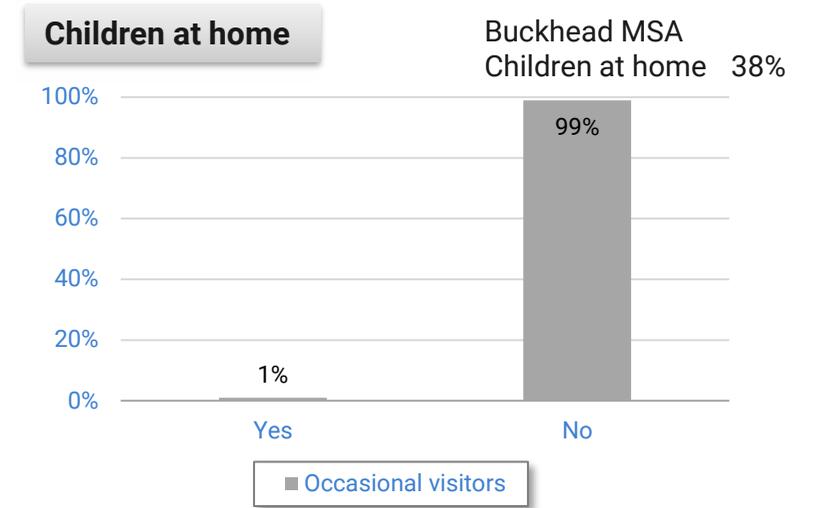
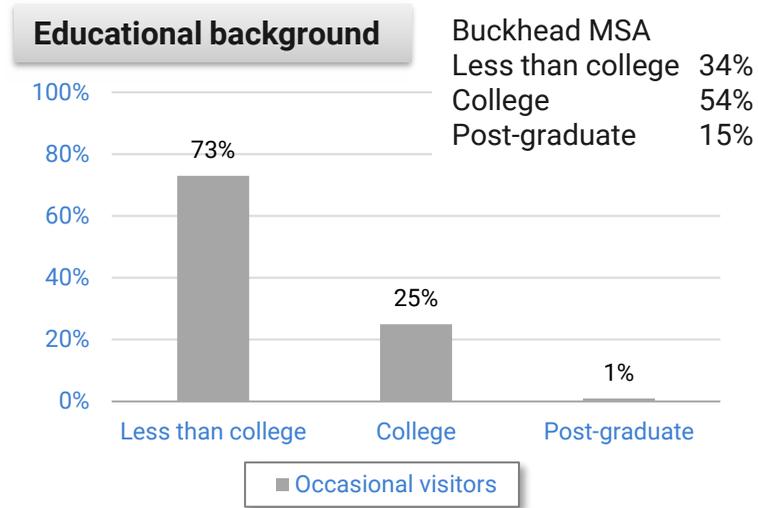
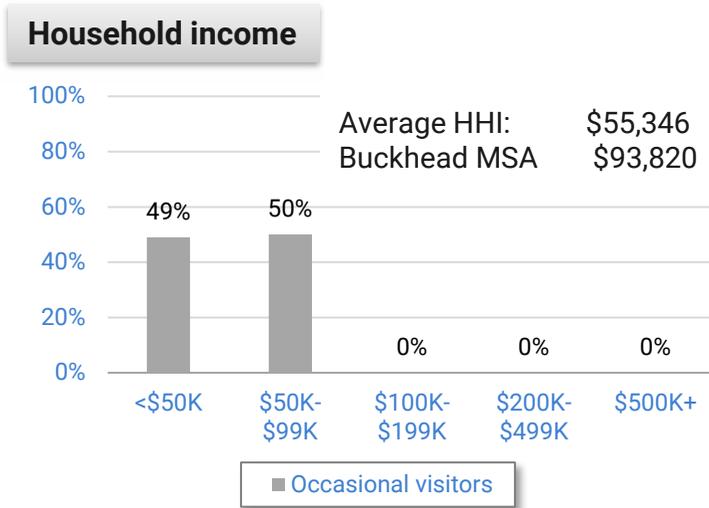
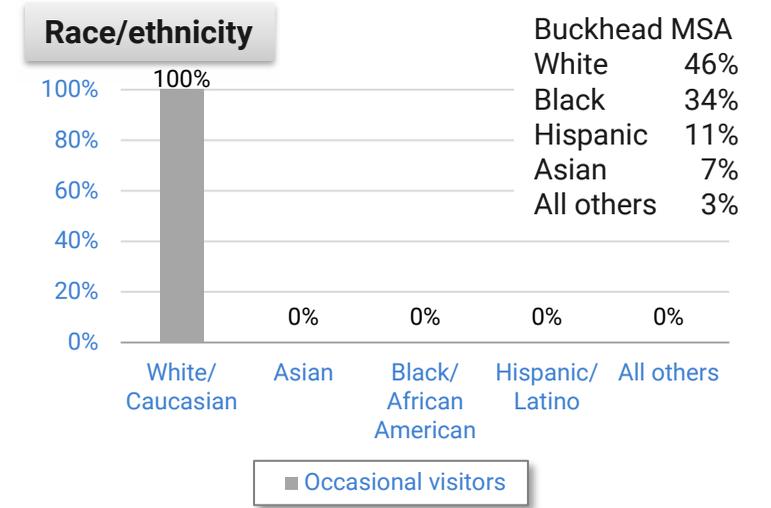
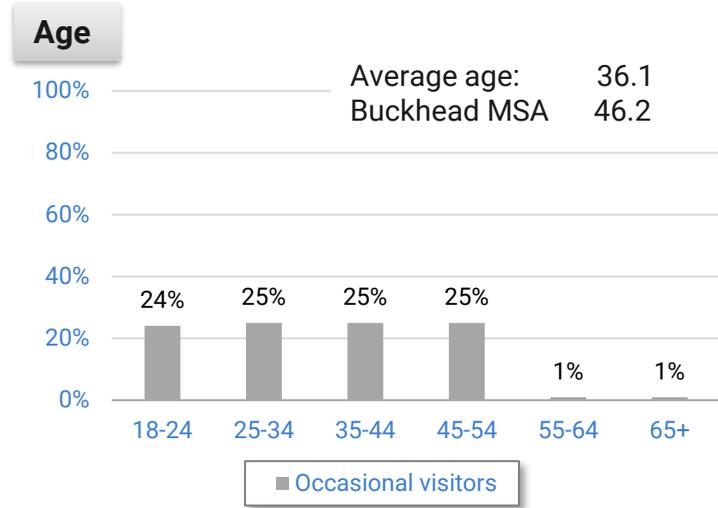
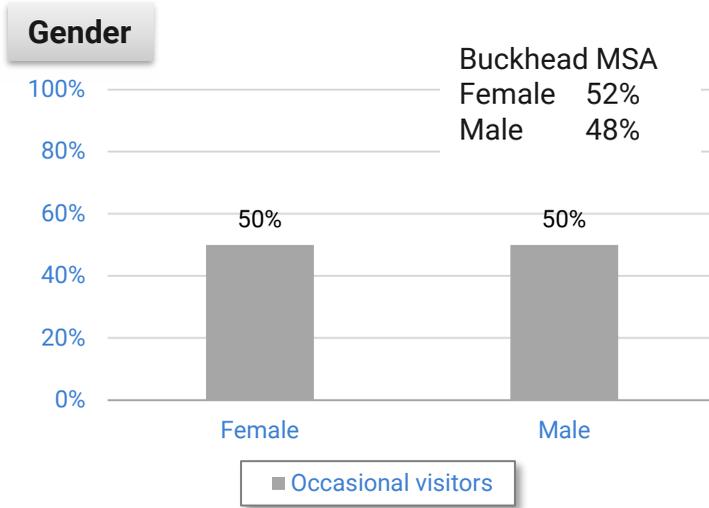
Top 10 associations with Buckhead among occasional visitors

First word or phrase that comes to mind (occasional visitors)

1. **Affluence & Luxury** (Wealthy, High-end, Expensive, Upscale, Prestigious, Exclusive, Affluent, Luxury Living, Social Status, Elite, High Property Values) – 18%
2. **Shopping & Dining** (Luxury Shopping, Upscale Dining, High-end Retail, Trendy Restaurants, Exclusive Boutiques, Shopping Malls, Designer Stores, Premier Dining, Gourmet Restaurants) – 16%
3. **Traffic & Congestion** (Heavy Traffic, Busy Streets, Traffic Congestion, Crowded, Busy Intersections, Parking Challenges, Peachtree Road Congestion) – 14%
4. **Nightlife & Social Scene** (Vibrant Nightlife, Trendy Bars, Rooftop Bars, Social Scene, Entertainment Hub, Club Scene, Bustling Atmosphere, Lively Social Scene) – 13%
5. **Business & Development** (Corporate Offices, Business District, Financial Hub, Business Growth, Headquarters, Rapid Development, Commercial Hub, Gentrification, Urbanization, Mixed-Use Developments, Construction) – 12%
6. **Real Estate & Housing** (Luxury Condos, High-end Real Estate, Expensive Homes, Trendy Apartments, Gated Communities, Growing Developments, Historic Mansions, Renovation Projects, Skyscrapers, High-rise Buildings) – 11%
7. **Safety & Crime** (Safety Concerns, Increasing Crime, Heavy Police Presence, Safe but Expensive, Crime at Night, High Crime Rates, Policing, Concerns About Crime) – 9%
8. **Tourism & Attractions** (Tourist Destination, Iconic Landmarks, Premier Destination, Popular with Visitors, Entertainment Options, Cultural Diversity, Events & Festivals) – 7%
9. **Green Spaces & Environment** (Tree-lined Streets, Beautiful Parks, Lush Greenery, Well-maintained Areas, Southern Charm, Historic Charm, Charming Neighborhoods) – 6%
10. **Public Transit & Walkability** (Pedestrian-Friendly, Walkable Areas, MARTA Access, Limited Public Transit, Car-Dependent, Ride-Sharing, Last-Mile Connectivity, Transportation Challenges, Sidewalks & Infrastructure, Bike Lanes) – 6%

Q. What is the first word or phrase that comes to mind when you think of Buckhead?

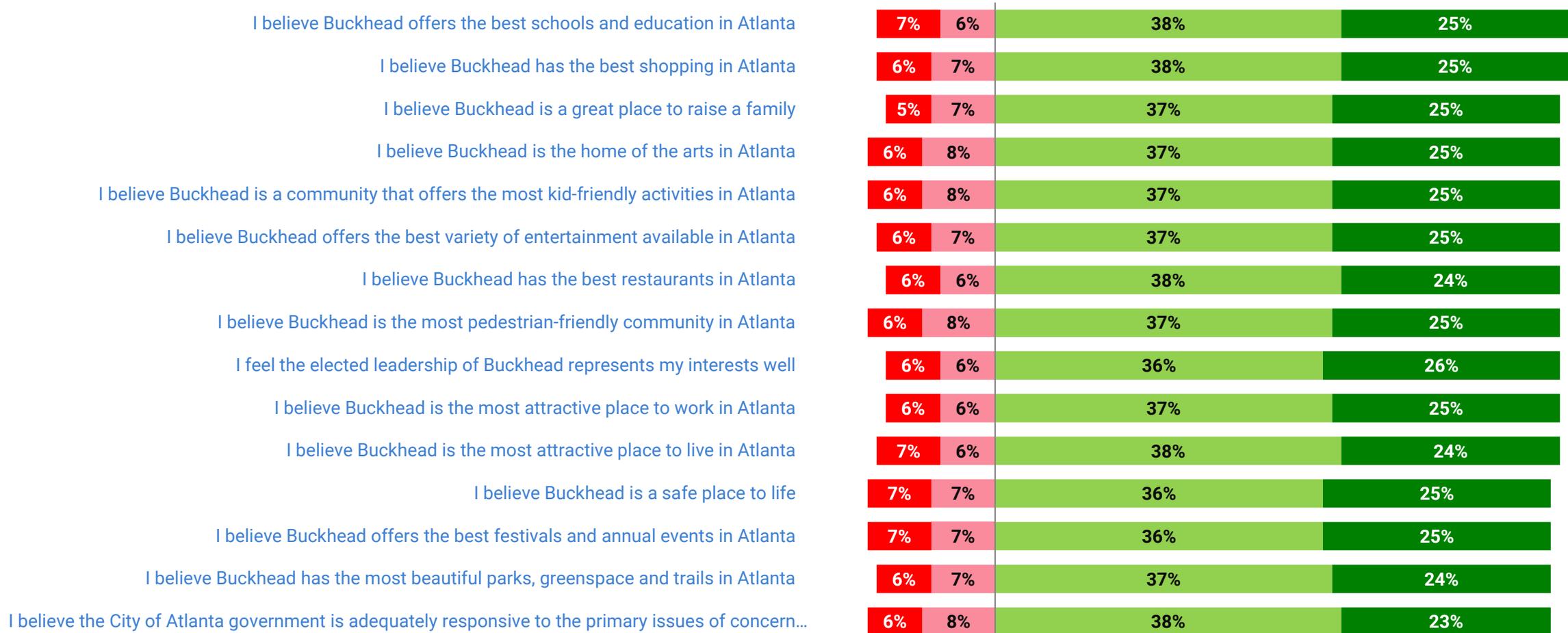
Occasional visitor demographics



Source: Buckhead MSA, Esri

Occasional visitors share a consistent perception of Buckhead, with agreement levels ranging from 61% to 63%, showing no significant variation in their beliefs

Beliefs about Buckhead (occasional visitors)

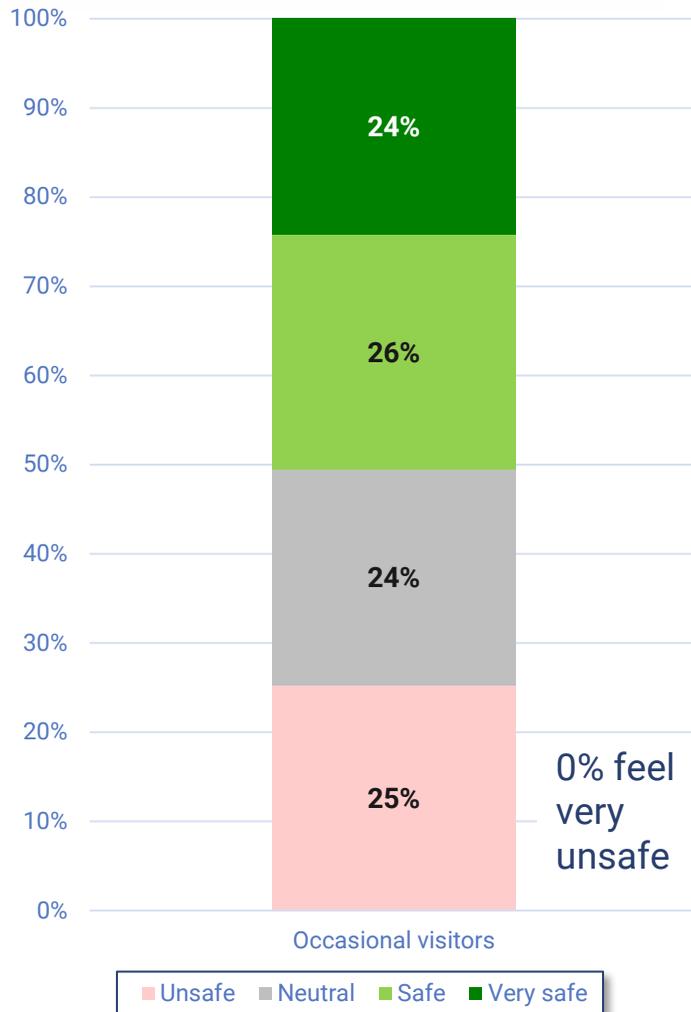


■ Strongly disagree
 ■ Disagree
 ■ Agree
 ■ Strongly agree

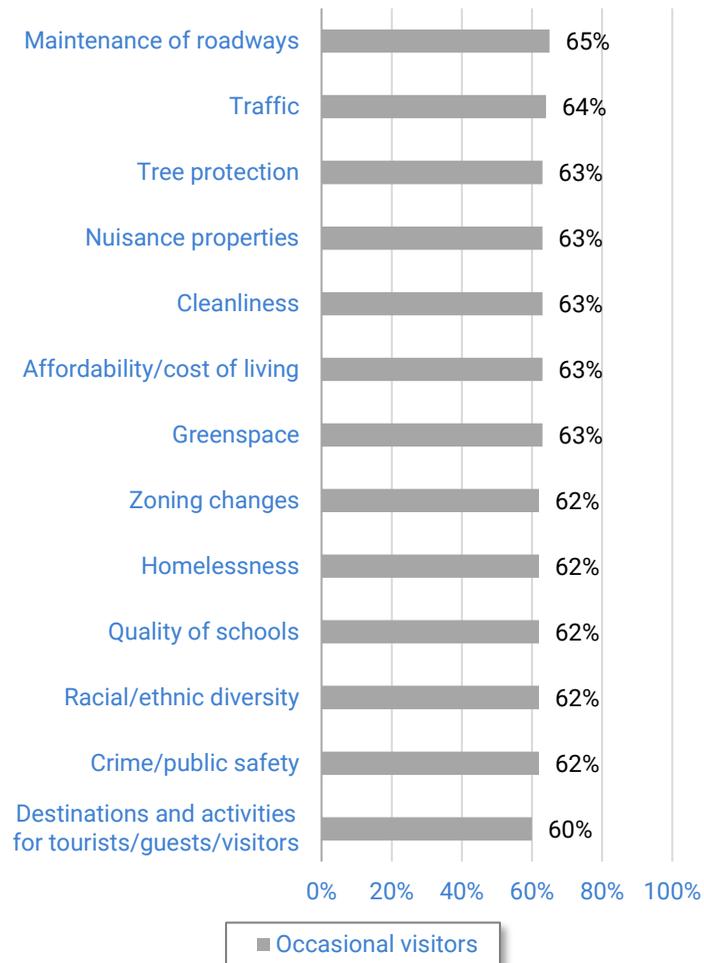
Q. Thinking about your perceptions of the Buckhead community, please indicate how strongly you agree or disagree with each of the following aspirational statements:

The majority of occasional visitors feel safe in Buckhead, with crime cited as a top concern by just 2%; like their beliefs, their importance of issues remain consistent

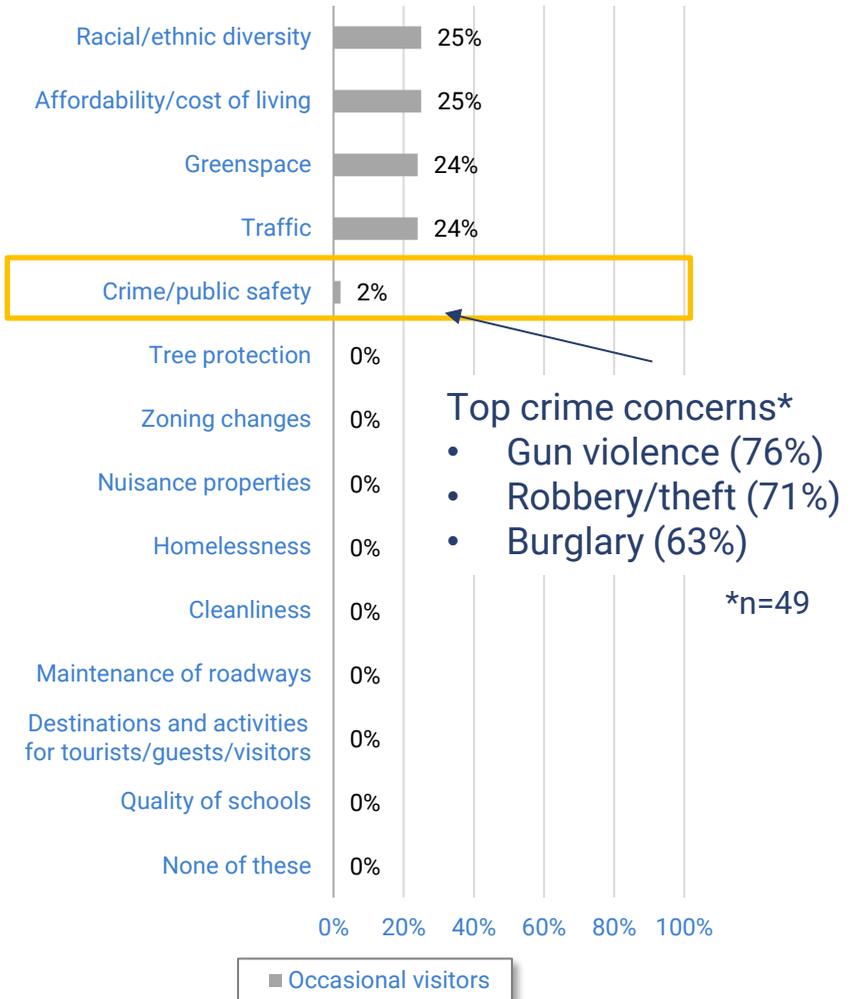
Perceptions of personal safety in Buckhead



Importance of issues for Buckhead (very + extremely important)



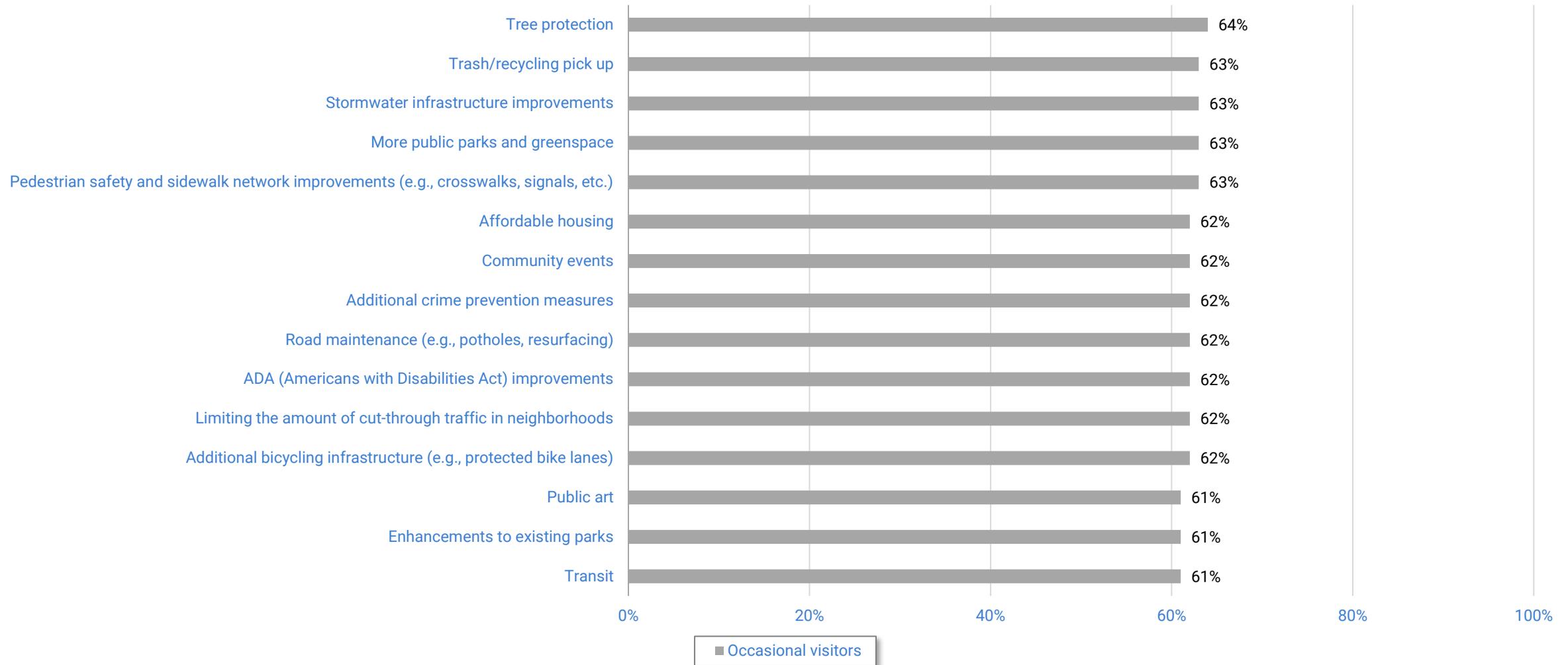
MOST important issue for Buckhead



Q. Now, thinking about safety for a minute, please indicate how safe you feel personally in Buckhead: / Q. In your opinion, how important are each of the following issues for Buckhead? / Q. And which of these do you feel is the single most pressing issue facing Buckhead?

Similar to their beliefs about Buckhead and key issues, occasional visitors showed little variation in their priorities for improvements, with all tested elements ranking between 61% and 64%

Importance of specific improvements among occasional visitors (very + extremely important)



Q. Next, thinking about improvements that you feel should be made in the Buckhead community, please rate each of the following in terms of how important you consider it to be.



Summary of Implications and Recommendations

What are the current perceptions of Buckhead?

- › Buckhead continues to be looked at as a prestigious, attractive place to live and work. The top reasons for locating in Buckhead remained consistent:
 - Proximity to retail and restaurants
 - Proximity to work
 - Great place to raise a family
 - Prestige of the neighborhood (valued most by 25-34- and 55–64-year-olds)
 - Access to better schools (valued more by 35-54 years-olds)
- › Owners located their businesses in Buckhead for the same reasons in 2024:
 - Prestige of the neighborhood
 - Accessibility to highways and major roads
 - Proximity to retail and restaurants
 - Proximity to residences of C-suite individuals
- › ***Implication: Buckhead's standing as a highly attractive destination has remained stable, with the factors contributing to its appeal aligning with those observed in 2020 and 2022. This suggests that residents, employers, and workers continue to value Buckhead's accessibility and proximity to retail, restaurants, and major highways. Highlighting these elements of should be an integral part of the narrative promoting Buckhead as an exceptional place to live and work.***

What is the biggest issue facing Buckhead?

- › As with 2022, crime was the strongest unaided association with Buckhead. However, that association decreased in 2024 from 10% to 8%, while associations with other positive attributes such as “beautiful/pretty/trees” improved, especially among those 65+ years old.
 - The association with crime was most pronounced among specific audiences—namely, individuals aged 45-54 and those who were either new to the neighborhood or had lived there for over 10 years.
- › However, belief that Buckhead is a safe place to live improved materially versus 2022, as 53% agreed with that statement versus 41% in 2022 and those disagreeing with the statement decreased from 43% to 32%.
- › Satisfaction with the City administration on public safety remained at the bottom of the list of tested elements, as 48% were dissatisfied and just 29% were satisfied with their efforts. Once again, this sentiment was much more severe among those wanting to incorporate.
- › Finally, 42% of all residents cited crime and public safety as their single most pressing issue for Buckhead, down 9% from 2022.
- › ***Implication: While perceptions of safety have improved across several metrics, safety remains the primary association with Buckhead—and thus, its most pressing issue. Addressing and communicating the safety levels in Buckhead remains a critical priority for the near future, especially among newly tenured residents and those residing in Buckhead for longer periods of time who might still associate the city with higher rates of crime.***

How has commuting and working from home changed since 2022?

- › Compared to 2022, fewer workers are working from home, while the use of personal cars for commuting has significantly increased on all weekdays, continuing to be the most common method of getting to work by a large margin. Additionally, more people are off on Saturdays and Sundays compared to the previous year.
 - Among commuters, the majority still drive alone to work, although there has been a slight increase in carpooling. Similar to the overall worker sample, commuters are working from home less frequently but are putting in more hours on weekends compared to 2022..
- › The majority of commuters are not interested in using Xpress; however, there are potential opportunities among specific groups, including individuals aged 45–54, long-tenured employees, those with longer commutes (31+ minutes or 21+ miles), Buckhead-safe commuters, full-time workers, women, and parent with children under 18.
- › Since the pandemic, fewer commuters report working from home, with half being asked by their employers to return to the office at least three days a week. 16% of commuters have not been required to return to work at all.
- › ***Implication: With fewer people working from home compared to 2022, personal car usage for commuting has significantly increased, remaining the dominant mode of transportation by a wide margin. This trend highlights the continued reliance on personal vehicles even as work-from-home policies evolve. The slight uptick in carpooling and the potential interest among specific commuter segments—such as long-tenured employees, those with longer commutes, and parents—suggest opportunities to promote alternative commuting options like carpooling or public transportation. Additionally, with fewer people working on-site full-time, initiatives aimed at reducing traffic congestion and supporting flexible commuting solutions could enhance Buckhead's appeal to workers and employers alike.***

How are people engaging with their communities and practicing sustainability?

- › Volunteering continues to be the primary way individuals engage with their community, whether through religious organizations, schools, community events, or parks and recreation activities. While resident participation has remained steady compared to 2022, engagement has increased notably among workers.
- › Maintaining existing parks and adding new ones have consistently remained the top two priorities for potential park and greenspace initiatives in Buckhead since 2020. Additionally, the importance of providing new or enhanced walking and biking connections has grown significantly over the last four years, emerging as a key greenspace initiative (0% reported this as important in 2020).
- › Participation in sustainability-related practices at home and work has remained mostly steady compared to 2022. The use of energy-efficient appliances and bulbs remains the most prevalent activity among both residents and workers. Curbside recycling through city programs experienced a significant increase, rising six points among residents and eight points among workers since last year. Furthermore, both groups showed the highest interest in bringing non-curbside recyclables to designated drop-off locations.
- › ***Implication: Volunteering remains the strongest avenue for community engagement across many different channels. With sustained interest in maintaining and adding parks, alongside the growing importance of enhanced walking and biking connections, there is an opportunity to expand outdoor programs that align with these priorities. Programs focused on these initiatives could further attract individuals and families, promoting both personal well-being and environmental health. Additionally, the increased interest in recycling initiatives highlights an opportunity to integrate sustainability efforts into community engagement strategies, fostering a deeper connection between residents, workers, and their local environment.***

Which initiatives generated the most interest in future use?

- › The HUB404 initiative generated consistent interest, with nearly three in five individuals stating they would likely use the park in the future.
- › Two-thirds of respondents expressed interest in using PATH400, with even higher interest among those aged 25-44 and those living in Buckhead for less than 5 years. Awareness of the initiative has remained consistent since 2022, with 84% reporting familiarity with it.
- › About one in three residents expressed interest in using the Buc, reflecting a nine-point decrease from 2022. The primary reason for not using it was a preference for driving their own car, which has consistently been the main factor.
- › Both residents and workers showed an increased likelihood of using an employer subsidy in 2024. However, one in four residents remained very unlikely to do so, citing satisfaction with their current housing and concerns about linking housing to their employer.
- › Support for including carriage houses in single-family neighborhoods dropped from 47% in 2022 to 29% in 2024. Likewise, support for increasing housing density near MARTA transit stations decreased from 40% to 33% this year.
- › ***Implication: Initiatives that enhance lifestyle options, such as HUB404 and PATH400, continue to generate strong interest, particularly among younger residents and newcomers to Buckhead. Interest in alternative transportation options like the Buc has decreased, as a significant portion of residents still prefer using their own cars. Efforts to promote alternative transportation and housing density initiatives, particularly near transit stations, may need to address concerns around convenience and personal preference to achieve greater acceptance.***

Recommendations

1. Continue prioritizing public safety enhancements to address lingering concerns and strengthen Buckhead's reputation as a safe and desirable community.
2. Emphasize Buckhead's proximity to retail, restaurants, schools, and major highways in promotional efforts to attract residents, businesses, and workers.
3. Encourage carpooling and alternative transportation methods, such as public transit, to address increased car usage and reduce traffic congestion while emphasizing convenience and cost savings.
4. Maintain and add greenspace while enhancing walking and biking connections to align with growing community interest and support.
5. Increase opportunities for residents and workers to engage through volunteer programs tied to greenspace, recreation, and sustainability efforts.
6. Leverage growing interest in recycling and energy efficiency by integrating sustainability initiatives into community engagement strategies.
7. Address declining support for density and carriage house plans by engaging residents to better align housing initiatives with their preferences and concerns.



THANK YOU!

STRATEGY // INSIGHTS // ACTION

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