THE DECISION CO

Survey of Likely 2025 General Election Voters

Atlanta Georgia

Conducted March 16 - 17, 2025

n=300 | ±5.65%

Q1. Top Priority: Which two of the following issues do you believe is the most important for the City of Atlanta's future? Select two.

	Freq.	%
Transportation and traffic	115	38.3%
Affordable housing	101	33.6%
Crime and public safety	93	31.0%
Homelessness	93	30.9%
Inflation and cost of living	74	24.7%
Water infrastructure	55	18.2%
Economic development and jobs	55	18.2%
Government transparency and accountability	50	16.5%
Taxes and government spending	35	11.5%
Improving government service delivery	25	8.3%
Unsure	0	0.0%
Total	300	100.0%

Q2. Vote Method: How do you plan to vote in the November 2025 general election for Atlanta Mayor and City Council?

	Freq.	%
Vote in-person on Election Day	**71**	**23.8%**
Definitely vote in-person on Election Day	45	14.9%
Probably vote in-person on Election Day	27	8.9%
Vote absentee by mail	**10**	**3.4%**
Definitely vote absentee by mail	4	1.5%
Probably vote absentee by mail	6	1.9%
Vote early in-person	**218**	**72.8%**
Definitely vote early in-person	123	41.1%
Probably vote early in-person	95	31.7%
Total	300	100.0%

Q3. City Direction: Generally speaking, would you say things in Atlanta are headed in the right direction or off on the wrong track?

	Freq.	%
Right direction	**161**	**53.8%**
Definitely the right direction	25	8.5%
Mostly the right direction	136	45.3%
Wrong track	**86**	**28.6%**
Mostly the wrong track	50	16.7%
Definitely the wrong track	36	11.9%
Unsure	53	17.6%
Total	300	100.0%

Q4. Dickens Job Approval: Do you approve or disapprove of the job Andre Dickens is doing as Mayor of Atlanta?

	Freq.	%
Approve	**196**	**65.4%**
Strongly approve	78	26.1%
Somewhat approve	118	39.3%
Disapprove	**79**	**26.3%**

	Freq.	%
Somewhat disapprove	38	12.6%
Strongly disapprove	41	13.7%
Unsure	25	8.3%
Total	300	100.0%

Q5. City Council Job Approval: Do you approve or disapprove of the job your councilmembers are doing on City Council?

	Freq.	%
Approve	**151**	**50.4%**
Strongly approve	23	7.6%
Somewhat approve	128	42.8%
Disapprove	**95**	**31.7%**
Somewhat disapprove	49	16.4%
Strongly disapprove	46	15.3%
Unsure	54	17.9%
Total	300	100.0%

Q6 - Q10. For each of the following issues in the City of Atlanta, please indicate if you believe things have become better or worse over the last 4 years.

	Better	Much better	Worse	Much worse	Unsure	Total
Public safety and crime	**57.4%**	10.3%	**33.5%**	13.2%	9.1%	100.0%
	172	31	**100**	40	27	300
Housing affordability	**14.4%**	2.7%	**74.7%**	40.2%	11.0%	100.0%
	43	8	**224**	121	33	300
City's relationship with state and county government	**45.2%**	11.2%	**28.2%**	10.1%	26.7%	100.0%
	135	34	**85**	30	80	300
Transportation investment	**32.3%**	3.3%	**44.9%**	20.9%	22.8%	100.0%
	97	10	**135**	63	68	300
Unsheltered homelessness	**17.9%**	2.1%	**68.8%**	34.5%	13.4%	100.0%
	54	6	**206**	104	40	300

Q11. Leadership Trust Open End: In your own words, what could Atlanta's civic and business leaders be focused on?

See Verbatim File.

Q12. Affordable Housing Concern: Which of the following concerns you the most when thinking about affordable housing in Atlanta?

	Freq.	%
Rising rent prices	68	22.6%
Lack of affordable homes to purchase	70	23.2%
Gentrification and displacement of long-term residents	47	15.5%
Homelessness	40	13.4%
Property tax increases	71	23.8%
Unsure	5	1.5%
Total	300	100.0%

Q13. Public Safety Improvements: What do you believe would be the most effective approach to improving public safety in Atlanta?

	Freq.	%
Increasing the number of police officers	40	13.4%

	Freq.	%
Investing in community-based violence prevention programs	31	10.5%
Addressing root causes like poverty or lack of opportunity	153	51.0%
Improving police training and accountability	25	8.3%
Stricter enforcement of existing laws	42	13.8%
Unsure	9	3.0%
Total	300	100.0%

Q14. Transportation Improvements: Which public transportation method in Atlanta would you most like to see improved?

	Freq.	%
MARTA bus service	23	7.6%
MARTA rail expansion	106	35.5%
Road conditions and traffic flow	125	41.5%
Pedestrian safety and walkability	26	8.8%
Bicycle infrastructure	13	4.4%
Unsure	6	2.1%
Total	300	100.0%

Q15. New Development Goals: What should be the primary goal of economic development in Atlanta?

	Freq.	%
Creating jobs	45	15.1%
Increasing tax revenue	4	1.4%
Revitalizing neighborhoods	44	14.7%
Reducing vacant or abandoned buildings	47	15.7%
Increasing income equality	81	27.0%
Attracting new businesses	36	12.0%
Supporting existing small businesses	32	10.6%
Unsure	11	3.6%
Total	300	100.0%

Q16. Change Optimism: Which of the following would make you feel more optimistic about Atlanta's future? Select up to three.

	Freq.	%
More affordable housing options	154	51.3%
Reduced crime rates	128	42.7%
Improved public transportation	111	36.9%
Delivery of large-scale projects	33	11.1%
Better-paying jobs	63	20.9%
Less traffic congestion	142	47.5%
More green spaces and parks	46	15.3%
More transparent and accountable government	110	36.8%
Unsure	2	0.6%
Total	300	100.0%

Q17. One Change Open End: In your own words, what one change would make the biggest positive difference in your daily life as an Atlanta resident?

See Verbatim File.

Q18. Dickens Re-Elect: Now, thinking about the November 2025 general election... Do you believe Democrat Andre Dickens deserves to be re-elected as Mayor of Atlanta, or is it time for someone new?

	Freq.	%
Re-elect Democrat Andre Dickens	**167**	**55.7%**
Definitely re-elect Democrat Andre Dickens	95	31.7%
Probably re-elect Democrat Andre Dickens	72	24.1%
Time for someone new	**85**	**28.4%**
Probably time for someone new	34	11.4%
Definitely time for someone new	51	17.1%
Undecided	47	15.8%
Total	300	100.0%

Q19. News Source: What are your primary sources for local news? Select up to three options.

	Freq.	%
Broadcast	**183**	**61.1%**
WSB-TV ABC 2	121	40.2%
WAGA-TV Fox 5	79	26.3%
WXIA-TV NBC 11	61	20.2%
WANF-TV CBS 46	48	15.9%
Social Media	**92**	**30.5%**
TikTok	27	8.8%
Facebook	36	12.0%
Twitter / X	27	8.9%
YouTube	26	8.6%
Newspaper	**77**	**25.7%**
Talk radio	**37**	**12.4%**
Podcasts	**31**	**10.4%**
Other websites	**84**	**28.0%**
Unsure	14	4.7%
Total	300	100.0%

Q20. Gender

	Freq.	%
Female	166	55.3%
Male	127	42.5%
Nonbinary	7	2.3%
Total	300	100.0%

Q21. Age Range

	Freq.	%
Under 55	**162**	**54.1%**
18 - 29	20	6.5%
30 - 44	84	28.1%
45 - 54	59	19.5%
55 and Over	**138**	**45.9%**
55 - 64	55	18.3%

	83	27.6%
65+		
Total	300	100.0%

Q22. Partisanship by Response

	Freq.	**%**
Republican	**38**	**12.6%**
Strongly Republican	18	6.0%
Mostly Republican	20	6.6%
Independent	**64**	**21.3%**
Democratic	**184**	**61.4%**
Mostly Democratic	76	25.5%
Strongly Democratic	108	35.9%
Unsure	14	4.7%
Total	300	100.0%

Q23. Ideology

	Freq.	**%**
Conservative	42	14.1%
Moderate	95	31.6%
Liberal	56	18.5%
Progressive	74	24.7%
Unsure	33	11.1%
Total	300	100.0%

Q24. Marital Status

	Freq.	**%**
Single	112	37.3%
Married	124	41.3%
Divorced	34	11.2%
Widowed	21	6.9%
Separated	3	1.1%
Unsure	7	2.2%
Total	300	100.0%

Q25. Income by Response

	Freq.	**%**
Less than $25,000	21	7.2%
$25,000 - $49,999	35	11.6%
$50,000 - $74,999	32	10.5%
$75,000 - $99,999	29	9.6%
$100,000 - $149,999	44	14.6%
$150,000 - $249,999	40	13.3%
$250,000+	67	22.2%
Unsure	33	11.0%
Total	300	100.0%

Q26. Race/Ethnicity

	Freq.	**%**
White or Caucasian	139	46.3%
Asian or Pacific Islander	7	2.2%
Black or African American	124	41.4%
Hispanic or Latino	12	3.8%
Other	10	3.2%

	Freq.	%
Unsure	9	3.1%
Total	300	100.0%

Q27. 2024 Retro Ballot

	Freq.	%
Republican Donald Trump	40	13.4%
Democrat Kamala Harris	233	77.6%
Another candidate	10	3.4%
Did not vote in 2024	1	0.4%
Unsure	16	5.2%
Total	300	100.0%

Q28. Education Level

	Freq.	%
No degree	**98**	**32.8%**
Some high school	5	1.8%
High school diploma/GED	20	6.6%
Technical Certification	7	2.3%
Some college or Associate's Degree	66	22.1%
At least College	**197**	**65.8%**
Four-year undergraduate or Bachelor's Degree	84	28.1%
Graduate degree or further	113	37.6%
Unsure	4	1.4%
Total	300	100.0%

Q29. General Election X of 4

	Freq.	%
0 of 4	4	1.4%
1 of 4	20	6.6%
2 of 4	61	20.4%
3 of 4	71	23.6%
4 of 4	144	47.9%
Total	300	100.0%

Q30. Geo

	Freq.	%
South-East	119	39.6%
North	94	31.2%
South-West	88	29.2%
Total	300	100.0%

Q31. Geo - CCD

	Freq.	%
South-East	**119**	**39.6%**
1	20	6.8%
2	23	7.7%
4	21	6.9%
5	26	8.8%
12	28	9.4%
North	**94**	**31.2%**
6	37	12.4%
7	22	7.3%
8	35	11.6%

South-West		**88**	**29.2%**
3		17	5.6%
9		24	7.8%
10		20	6.8%
11		27	9.0%
Total		300	100.0%

Q32. Geo - Zip

	Freq.	%
30307	9	3.0%
30308	15	5.1%
30310	18	5.9%
30315	16	5.2%
30312	12	4.2%
30316	17	5.5%
30314	13	4.5%
30317	8	2.7%
30354	4	1.3%
30313	2	0.7%
30303	2	0.6%
30306	17	5.6%
30309	19	6.5%
30311	20	6.6%
30305	25	8.2%
30327	17	5.7%
30324	8	2.8%
30342	10	3.4%
30319	4	1.2%
30326	2	0.8%
30318	35	11.6%
30331	24	8.0%
30363	3	0.9%
Total	300	100.0%

Q33. Community Type

	Freq.	%
Suburban	45	15.0%
Urban	255	85.0%
Total	300	100.0%

Q34. Gender + Age

	Freq.	%
Female 18 - 29	11	3.6%
Female 30 - 44	45	15.2%
Female 45 - 54	31	10.2%
Female 55 - 64	29	9.8%
Female 65+	49	16.4%
Male 18 - 29	7	2.5%
Male 30 - 44	34	11.5%
Male 45 - 54	28	9.3%
Male 55 - 64	26	8.5%
Male 65+	32	10.7%
Nonbinary 18 - 29	1	0.4%
Nonbinary 30 - 44	4	1.5%
Nonbinary 65+	1	0.5%
Total	300	100.0%

Q35. Race + Gender

	Freq.	%
White Female	69	22.9%
White Male	69	23.0%
White Nonbinary	1	0.5%
Asian Female	6	2.0%
Asian Male	1	0.3%
Black Female	77	25.8%
Black Male	42	14.1%
Black Nonbinary	4	1.5%
Hispanic Female	5	1.6%
Hispanic Male	5	1.8%
Hispanic Nonbinary	1	0.4%
Other Female	5	1.8%
Other Male	4	1.4%
Unsure	9	3.1%
Total	300	100.0%

Q36. Gender + Education

	Freq.	%
Female At least College	104	34.7%
Female No degree	59	19.7%
Male At least College	87	29.1%
Male No degree	38	12.7%
Nonbinary At least College	6	1.9%
Nonbinary No degree	1	0.4%
Unsure	4	1.4%
Total	300	100.0%

Q37. Marital Status + Gender

	Freq.	%
Single Female	68	22.5%
Single Male	41	13.8%
Single Nonbinary	3	1.0%
Married Female	53	17.6%
Married Male	70	23.2%
Married Nonbinary	1	0.5%
Divorced Female	22	7.3%
Divorced Male	11	3.6%
Divorced Nonbinary	1	0.4%
Separated Female	2	0.6%
Separated Nonbinary	1	0.5%
Widowed Female	18	5.9%
Widowed Male	3	0.9%
Unsure Female	4	1.3%
Unsure Male	3	0.9%
Total	300	100.0%

METHODOLOGY

This probabilistic survey was conducted March 16 - 17, 2025, with 300 likely 2025 general election voters. It has a margin of error of ±5.65%. Known registered voters were interviewed via live phones and SMS. This survey was weighted to the likely 2025 general election voters universe.

ABOUT TDC

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