



# KPMG American Perspectives Survey

## Atlanta

**Our inaugural assessment**

—

Summer 2024

# Atlanta: Optimism and Trust in the Era of Compound Volatility

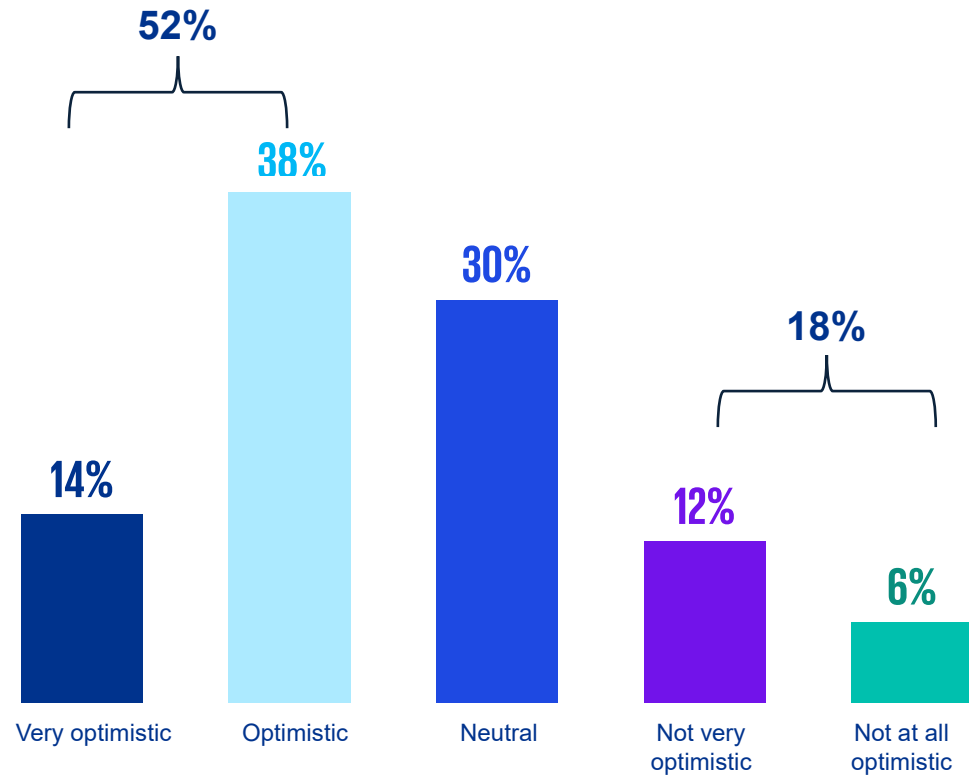
## How Atlantans Are Grappling with Evolving Economic Opportunities and Risks

- **People in Atlanta are optimistic about their personal financial situation** and have developed new shopping habits in response to national economic trends, with 70% saying they plan to do more discount shopping this year, compared to 65% nationally.
- **Atlantans are still in the early days of learning how GenAI fits into their daily lives**, but they are eager to see the technology put to work to improve everyday government services and programs. Most (63%) say it is important for the government to use GenAI to improve their experiences at the DMV, as well as services related to healthcare benefits (57%) and Social Security (54%).
- **The future of banking is top of mind for people in Atlanta** as they evaluate digital options, the implementation of GenAI, and cybersecurity risks. One third report they would not shift to a digital alternative even with comparable services. At the same time, 43% of people demand banking services be enhanced by GenAI.
- **Atlantans want more renewable energy, believing it will reduce prices in the longer term, but are less likely to purchase electric vehicles than the national average.** Fewer would purchase an electric vehicle (16%) or a hybrid (31%) compared to a standard gas-powered vehicle (40%), even if all price points and features were on par.

This survey of over 400 adults in Atlanta is part of the inaugural KPMG American Perspectives Survey, which assessed the views of an additional 1,100 adults nationwide to understand their outlook on their personal financial situation and the U.S. economy, spending plans and preferences, as well as attitudes toward the forces shaping their experience in banking, energy, government, automobiles, healthcare and technology.

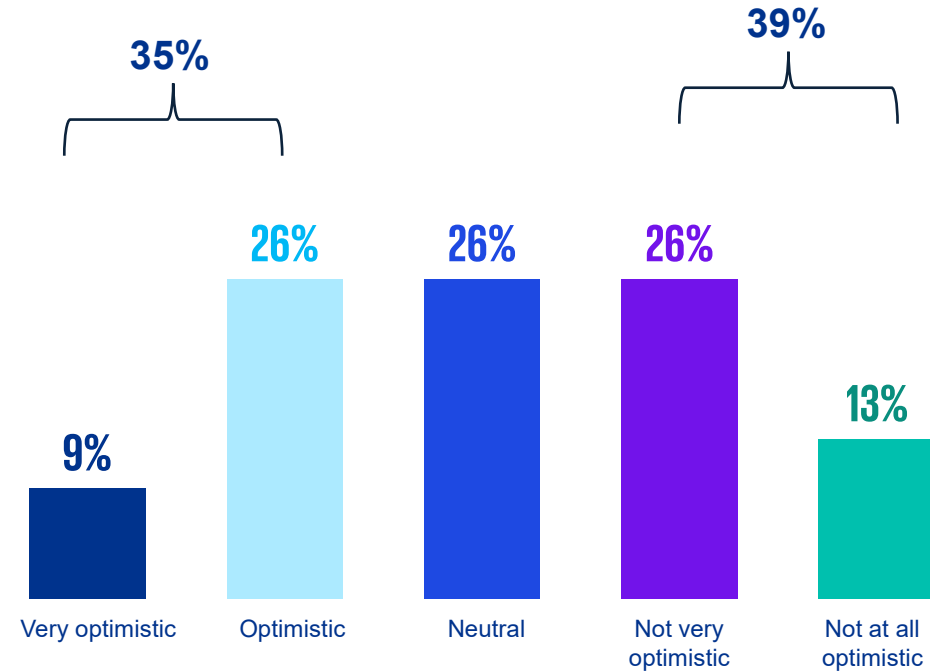
# In the age of compound volatility, Atlantans' optimism in their personal finances does not extend to the economy overall

## Optimism about personal financial situation over next year



Personal financial situation - Please indicate your level of optimism for each of the following over the next year.

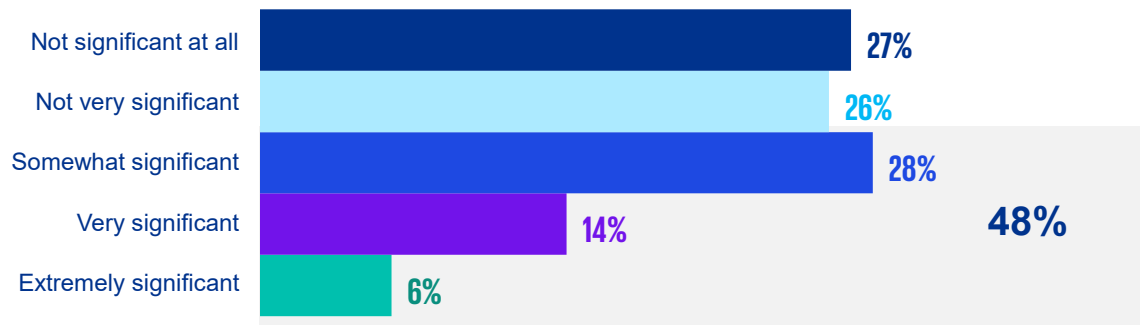
## Optimism about growth prospects for U.S. economy over next year



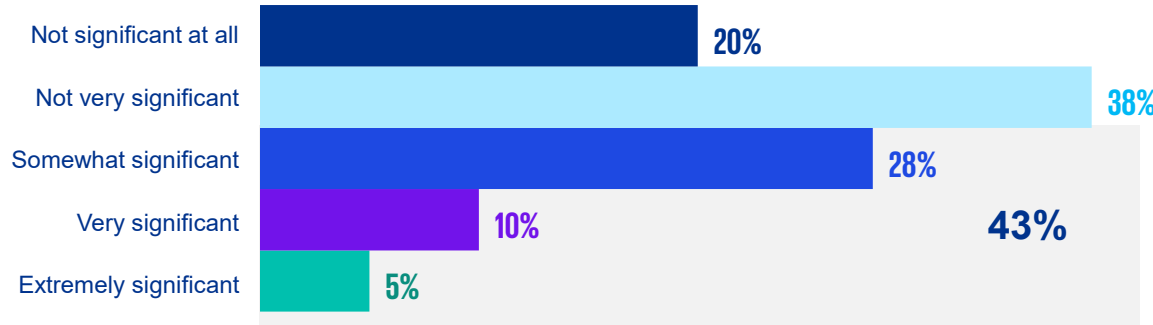
Growth prospects for the U.S. economy - Please indicate your level of optimism for each of the following over the next year.

# People are increasingly using GenAI in their professional and personal lives, especially as a substitute for searches

## GenAI impact on professional life



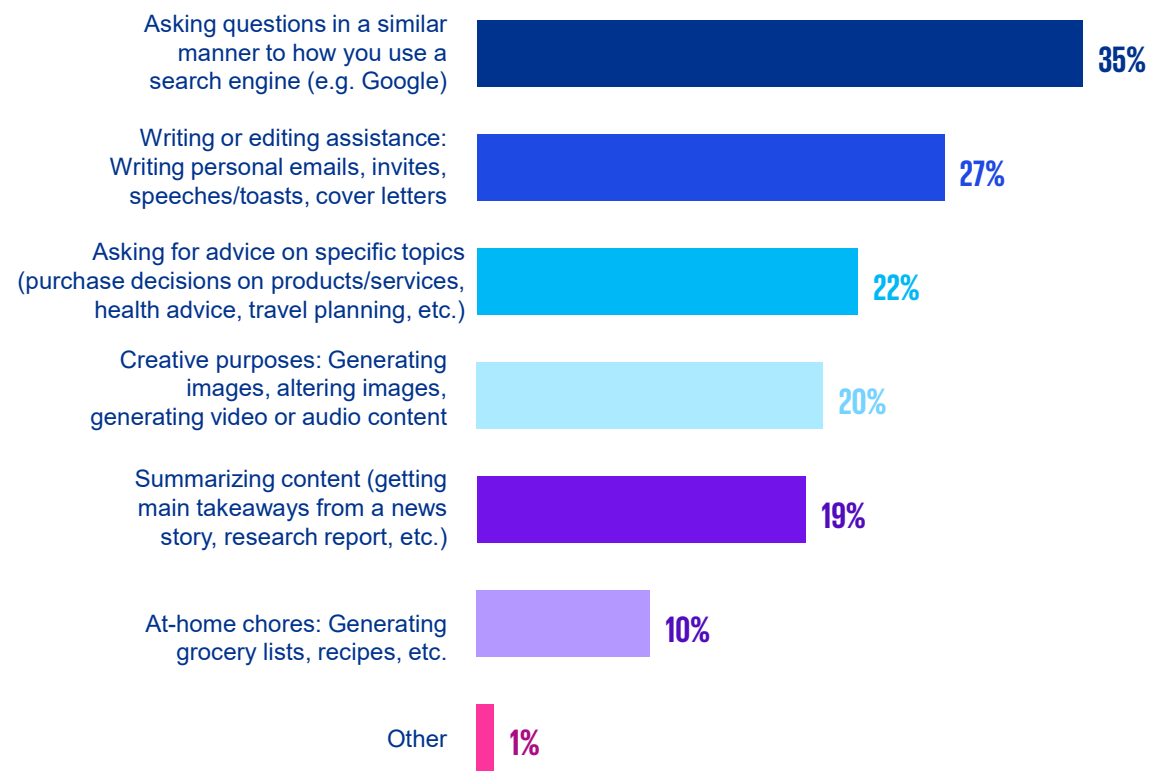
## GenAI impact on personal life



In your professional life - How significant of an impact do you feel GenAI has on your day-to-day life right now?

In your personal life - How significant of an impact do you feel GenAI has on your day-to-day life right now?

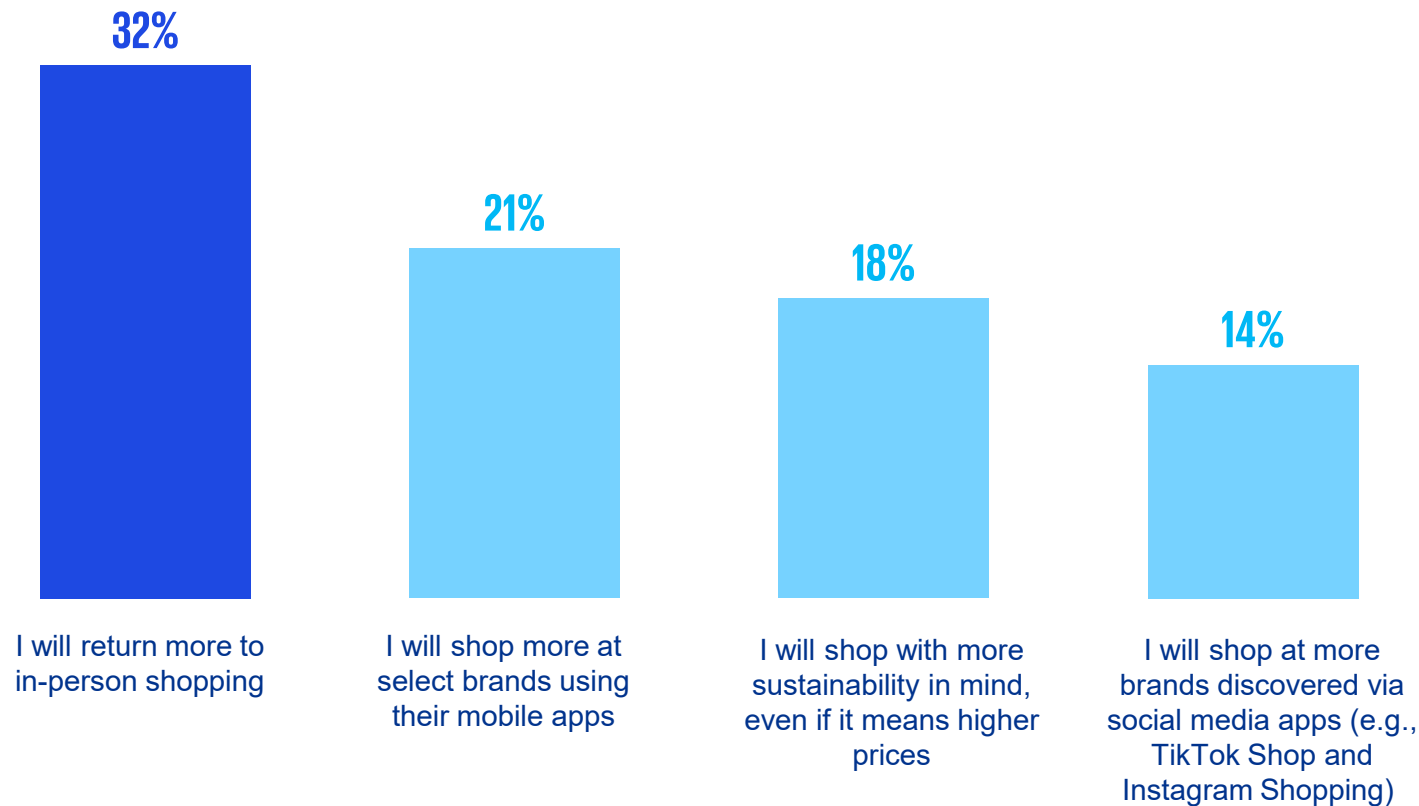
## Most common personal uses of GenAI



Have you used GenAI for the following personal reasons?

# People in Atlanta plan to do more in-person shopping compared to other trends, while also hunting for more discounts

Percent of Atlantans adopting certain shopping trends this year



Considering your shopping overall, what shopping trends apply to you this year?

**70%**

of all Atlantans expect to hunt for more discounts

**26%**

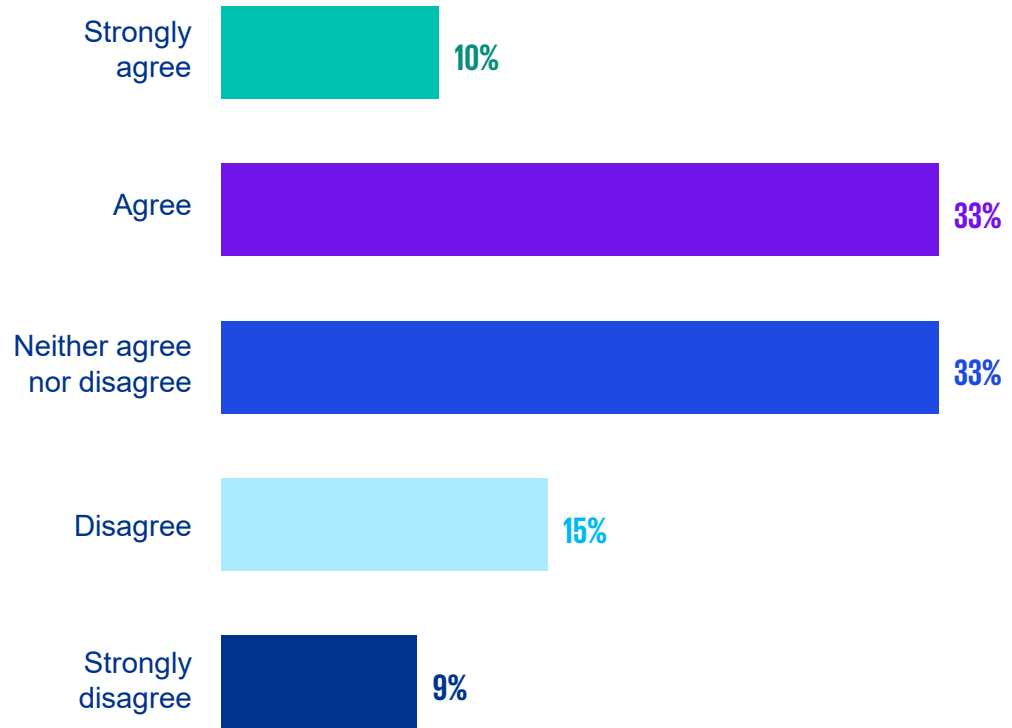
of Atlantans buy products or services within social media apps at least monthly

**27%**

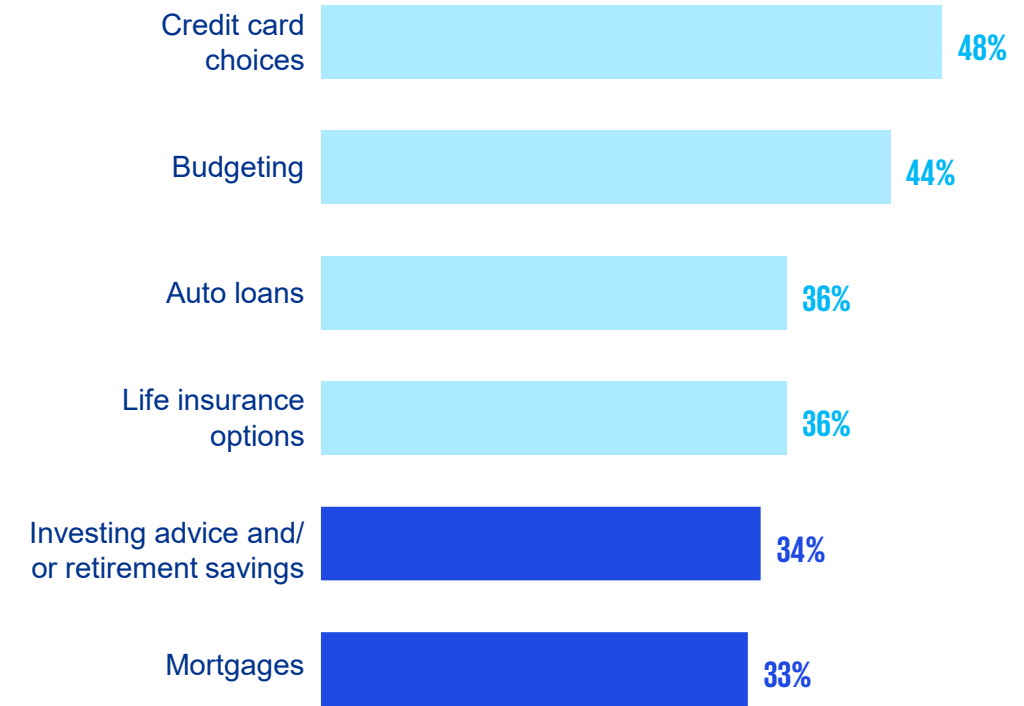
Of Gen Z and 24% of millennials will shop with sustainability in mind

# People are embracing GenAI in financial services, but human involvement seen as critical for mortgages and investment advice

## Expectations for banks to have a GenAI capability for banking decisions



## Percentage comfortable with GenAI advice in the following areas



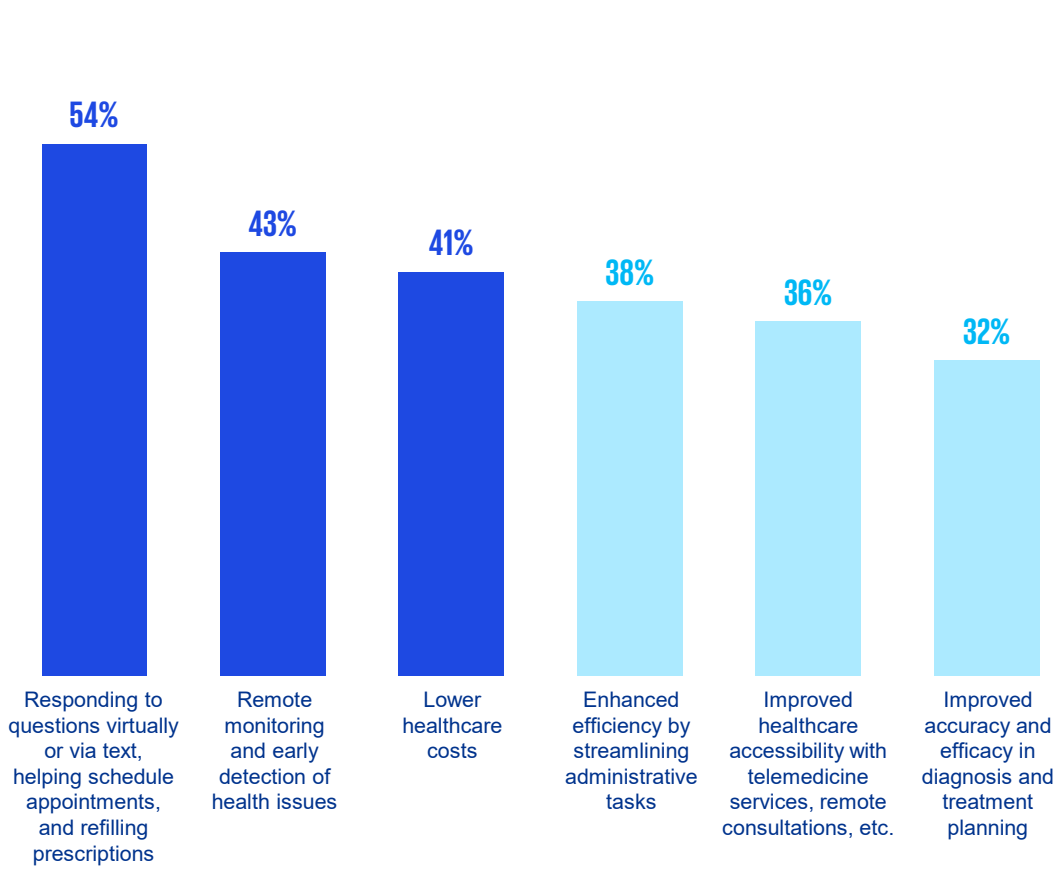
To what extent do you agree/disagree with the following statement: I expect my bank to have a GenAI capability that allows me to quickly get info to make banking decisions (bank's current mortgage rates, auto loan info, CD rates...).

On a scale of 1 (not at all comfortable) to 5 (very comfortable), how comfortable would you be with GenAI-generated advice offered by your bank in each of the following areas.

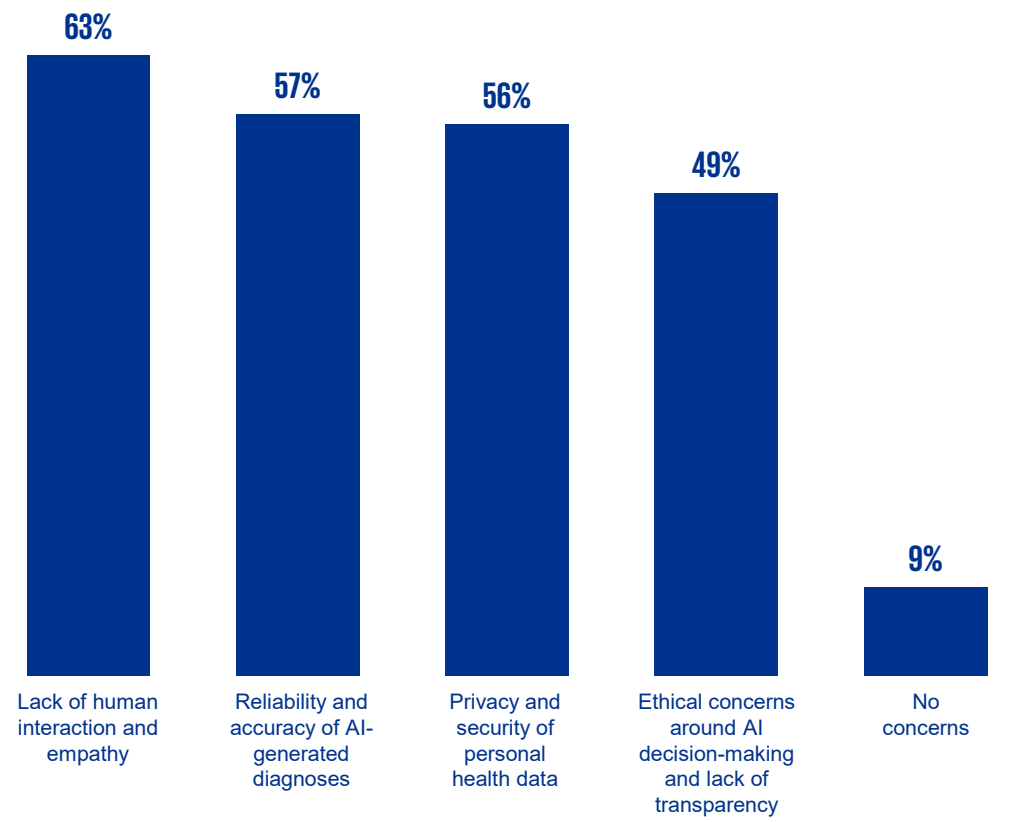
Chart includes those that selected 4 and 5.

# In healthcare, Atlantans believe GenAI will improve their experience, support early detection and lower costs, but they have concerns

## Perceived Benefits of GenAI



## Concerns about GenAI Usage



What do you perceive as the potential benefits of using GenAI in healthcare?

What concerns, if any, do you have about the use of GenAI in healthcare?

# Government agencies have significant room to enhance their use of technology, especially GenAI, to meet people's expectations

**Only 27%**

agree government agencies adequately use technology compared to 31% who disagree

**56%**

are more concerned about a cyber breach at a government agency than at a private sector company

## Importance of government using GenAI in...



How important is it for the government to use GenAI for each of the below government services and programs if it improves your experience?  
Total percentage of respondents saying important or very important.



# Additional findings

- **Even with sticky inflation, slightly more people in Atlanta (42%) are optimistic about their disposable income** in the next year compared to those who are not optimistic (37%). Additionally, 16% of consumers in Atlanta plan to use buy now, pay later services, compared to only 14% nationally.
- **When it comes to using GenAI for personal reasons, Gen Z Atlantans lead the way**, with 42% using the technology as a writing assistant, compared to 34% of millennials and 27% of Gen X. Millennials lead the pack of early adopters at work, with nearly one-quarter (23%) reporting they expect to use the technology on a weekly basis, ahead of Gen Z (18%) and Gen X (13%).
- **Atlantans are evaluating digital financial services**, with 66% of Gen Z and 53% of millennials reporting they are comfortable receiving GenAI budgeting advice from their bank, compared with just 35% of Gen X and 34% of boomers. While people want to fully engage in a digital environment, a majority of people (57%) are worried about a cybersecurity breach at their bank compromising their personal information.
- **Just 33% of people in Atlanta believe GLP-1s are not important to them personally.** Of Atlantans who do view GLP-1s as potentially important to them personally, 32% believe GLP-1s would improve their quality of life by helping with overall health, significant weight loss or a specific health issue. Only 20% of this group believe they are too risky, while 18% believe the benefits are hard to predict.

# Methodology

## About the KPMG American Perspectives Survey

KPMG conducted an online survey of a representative sample of 1,100 U.S. adults, age 18+, similar to the 2020 U.S. Census Bureau demographics. In addition, the same survey was conducted of a representative sample of 400 U.S. adults, age 18+, in each of the Atlanta, Boston, Chicago, and New York City metro areas and the San Francisco Bay Area based on the 2022 American Community Survey demographics from the U.S. Census Bureau. The survey was conducted nationally and in the regional markets from April 9, 2024 to April 22, 2024.



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