



Spotlight on Surveys: Metro Atlanta Speaks

8/21/2026



What is MAS?

- Fielded annually since 2013
- Deployed by Kennesaw State University Burruss Institute
- Statistically significant survey of residents of the ARC region
- Focuses on critical planning issues, including transportation
- Unveiled at State of the Region

Welcome

Metro Atlanta Speaks Survey Results

Atlanta Mayor Andre Dickens, *Chairman*
Atlanta Regional Commission

State of the Region Address

Anna Roach, *Executive Director & CEO*
Atlanta Regional Commission

From Nay to Yea: Building Brookhaven

Mayor John Park, *City of Brookhaven*

Innovation Takes Flight: A Keynote Conversation

Ed Bastian, *CEO, Delta Air Lines*
Chair Andre Dickens and Anna Roach

Regional Excellence Awards

Mike Alexander, *Chief Operating Officer*
Atlanta Regional Commission

Keri Stevens, *Economic Development*
Planning Administrator
Atlanta Regional Commission

Harry West Visionary Leadership Award

Chair Andre Dickens and Anna Roach

Closing Comments

Anna Roach

Uses by ARC and other stakeholders

- MAS is designed to be an input for plans, such as ARC's Metropolitan Transportation Plan and Regional Housing Strategy
- Data are made available for local stakeholders to use for research, policy development, grant writing, etc.
- MAS serves as a regional and county-level benchmarking tool, with several recurring questions (the “biggest issue,” current economic conditions)
- Special topics and emerging issues are often included for timely insights
- In 2026, several questions focused on economic mobility were added as part of the regional Opportunity Rising initiative

Key takeaways, 2025



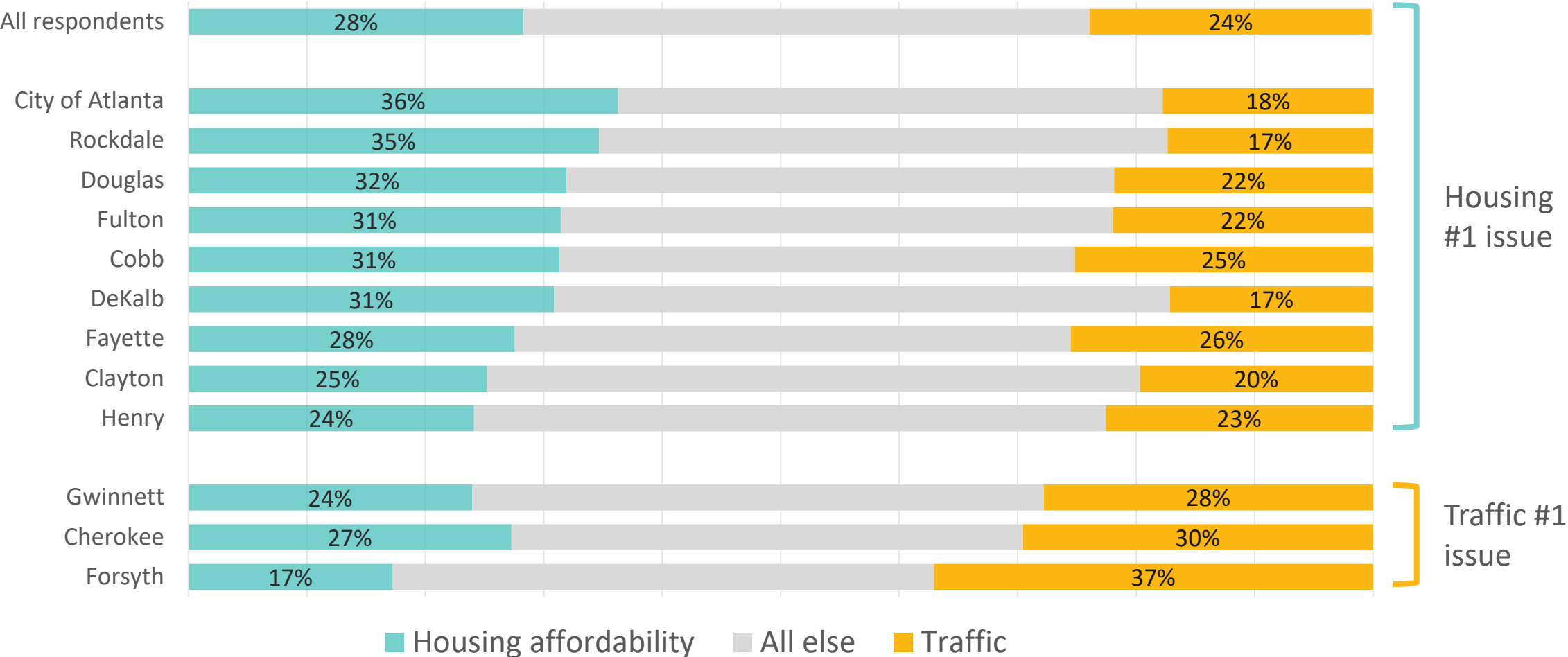
- **Housing affordability** was considered the region's biggest problem by the largest share of respondents (28%), followed by **traffic** (24%)
- **Concern about the economy** and quality of life was evident in the results

KSU ensures robust responses by geography, split across three modes

County	Online Survey	Landline Completions	Cellphone Completions	Total	Margin of Error
Cherokee	49	41	221	311	± 5.7%
Clayton	55	56	192	303	± 5.7%
Cobb	219	30	152	401	± 4.9%
DeKalb	365	32	113	510	± 4.3%
Douglas	41	60	202	303	± 5.6%
Fayette	15	72	215	302	± 5.6%
Forsyth	35	76	197	308	± 5.7%
Fulton	417	92	166	675	± 3.8%
Gwinnett	240	34	131	405	± 4.9%
Henry	40	70	192	302	± 5.6%
Rockdale	20	70	211	301	± 5.6%
ARC region (%)	1,496 (36%)	633 (15%)	1,992 (48%)	<u>4,121</u>	<u>± 1.5%</u>

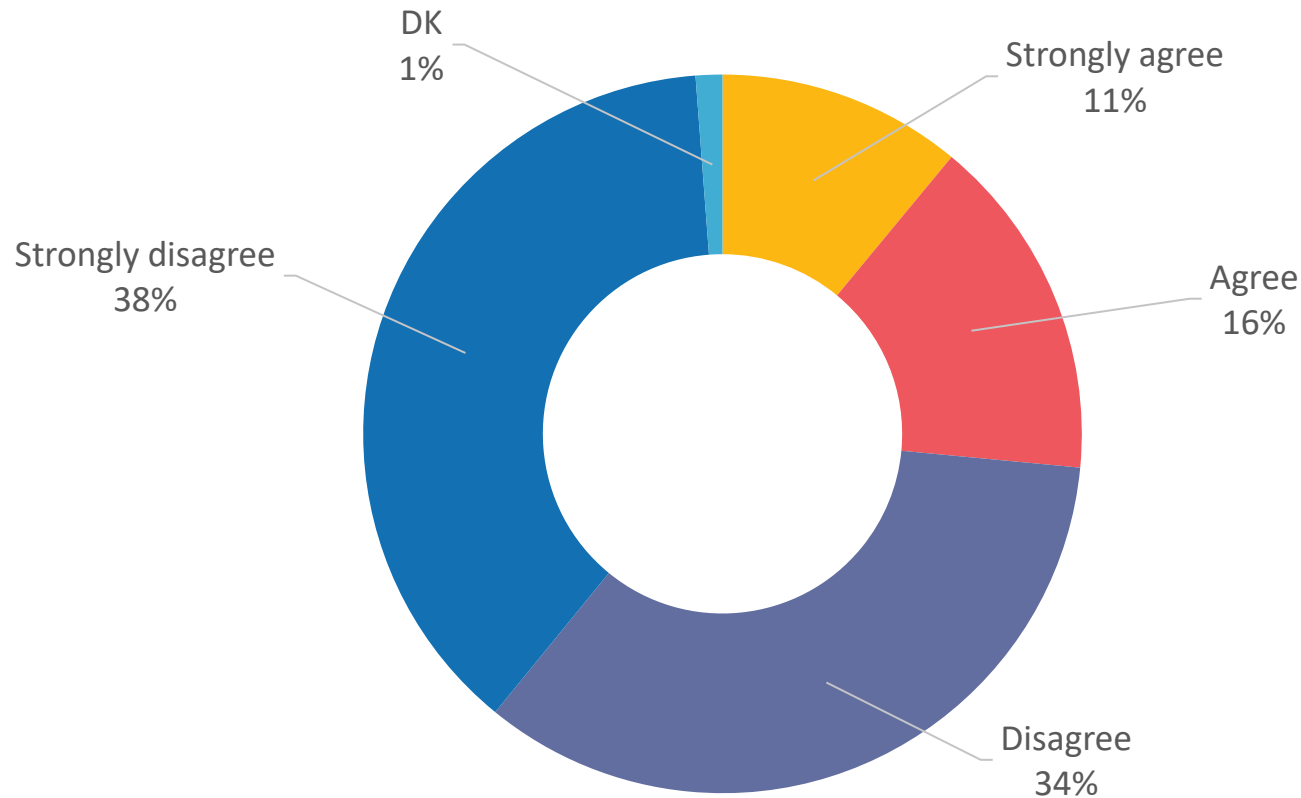
MAS respondents believed that the biggest problems facing Metro Atlanta were housing affordability and traffic

Biggest problem facing residents of Metro Atlanta in 2025



For many in Atlanta, particularly underserved populations, transportation access is uneven

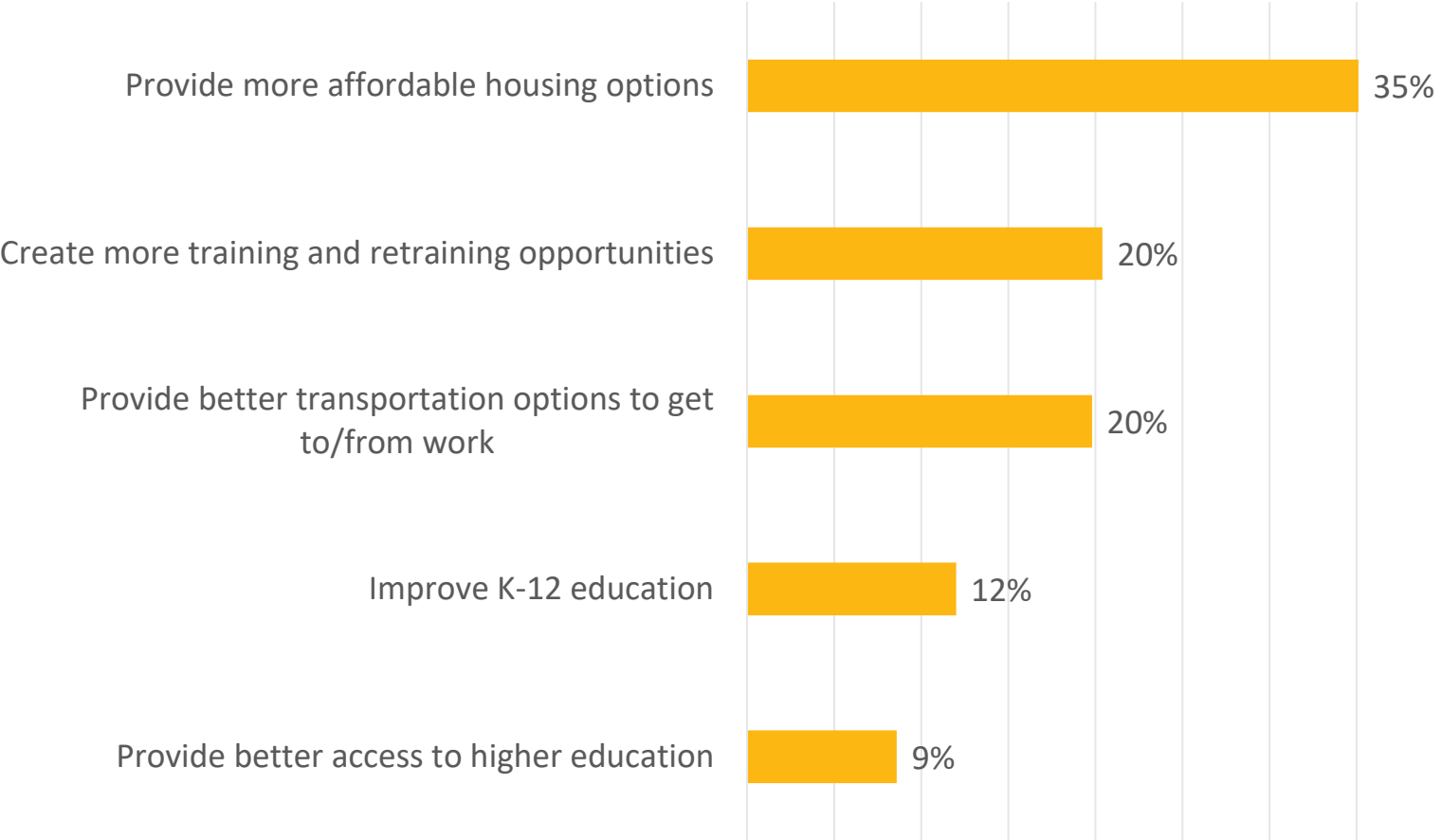
"I frequently lack the transportation I need to get to the places I need to go"



- 27% lack necessary transportation
- Highest share in DeKalb (33%), Gwinnett (31%), Clayton (29%), and Rockdale (29%)
- The majority of very low income respondents with incomes of \$25K or below agreed with this statement (53%)
- New residents were also more likely to agree

Transportation was also believed to be a barrier to retaining a skilled workforce

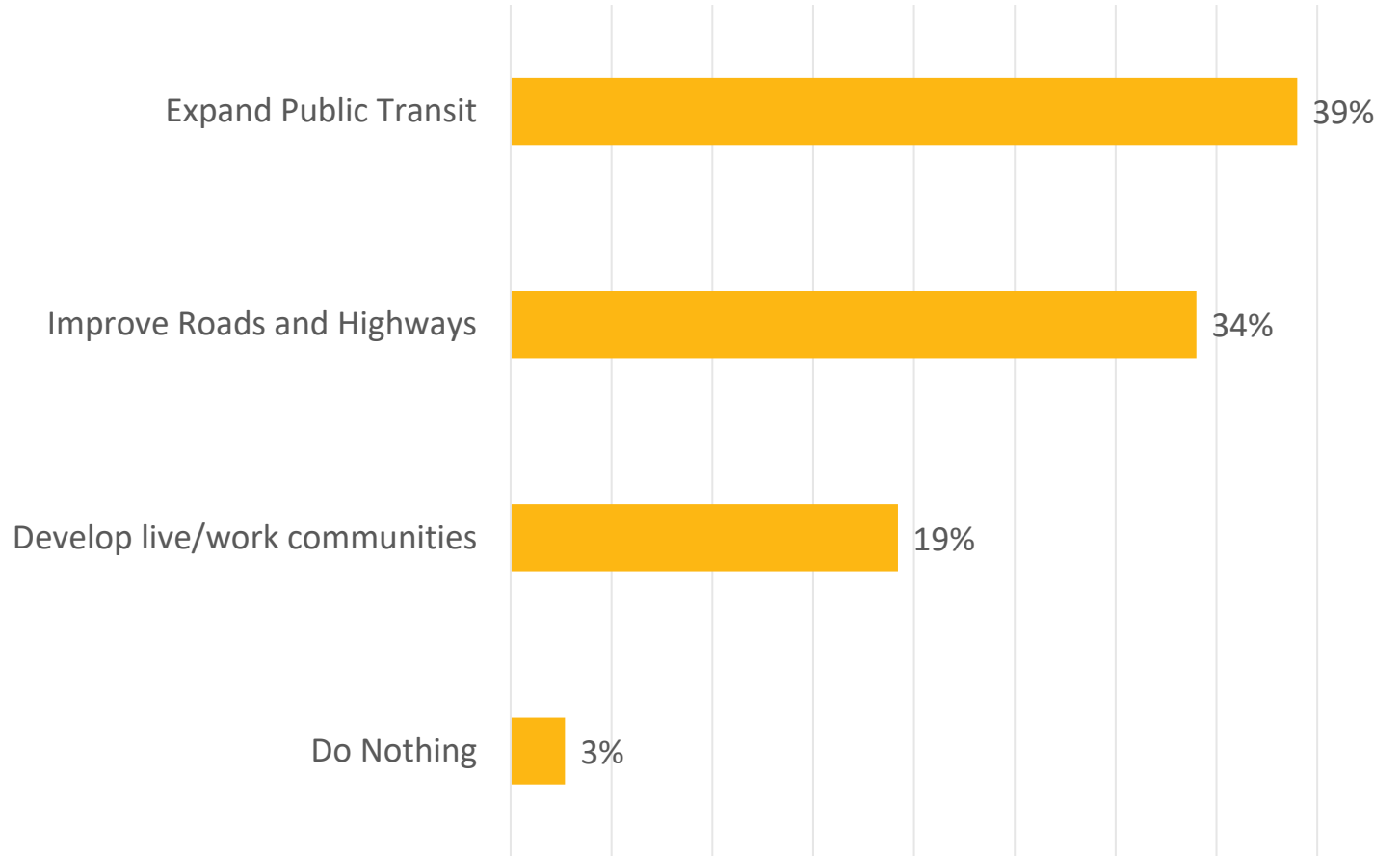
Alternative most likely to attract and retain skilled workers



While not the top barrier for most respondents, a meaningful share feel that poor transportation options are a strain on employers' ability to attract and retain a skilled workforce

MAS also covers policy preferences and desired outcomes

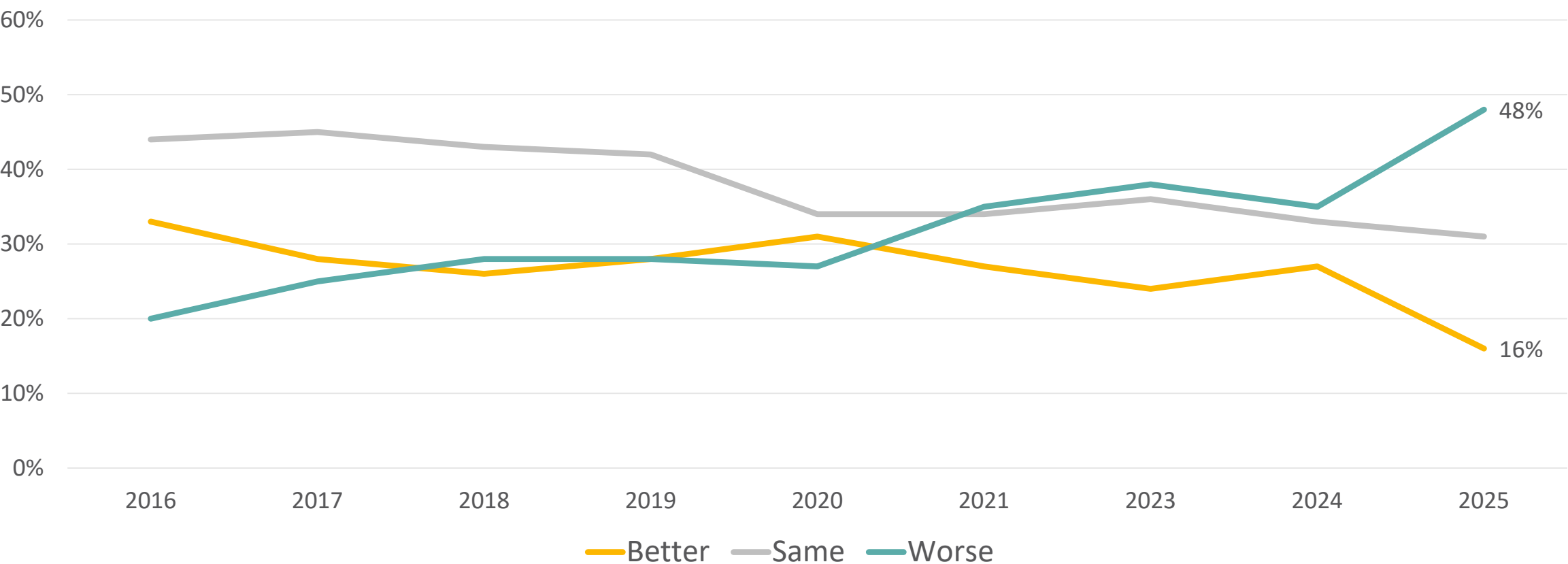
Best long-term solution for traffic problems



- Support for transit has been consistent over the years, with greatest level of current support in Cobb County (46%) and lowest level of support in Forsyth (26%)
- Fayette residents most likely to prefer “do nothing” (6%)

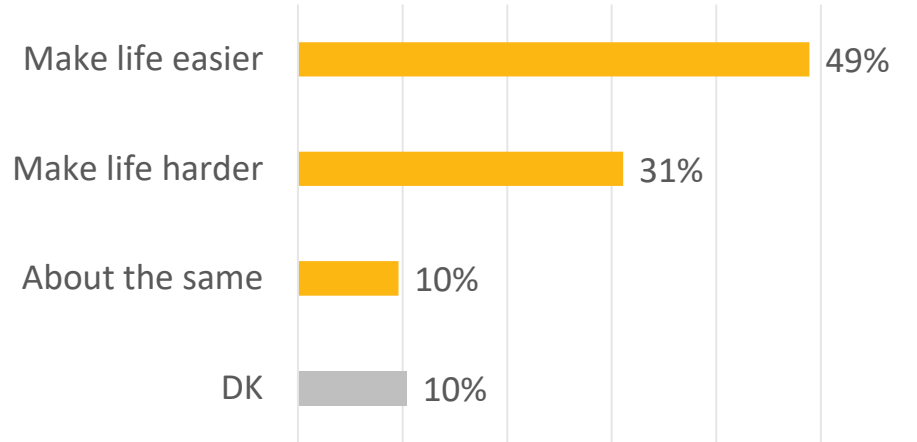
Time series data can be illuminating: in 2025, respondents turned gloomy about the future

As you look ahead to the next 3 or 4 years, do you think living conditions in the Metro Atlanta area will be...?

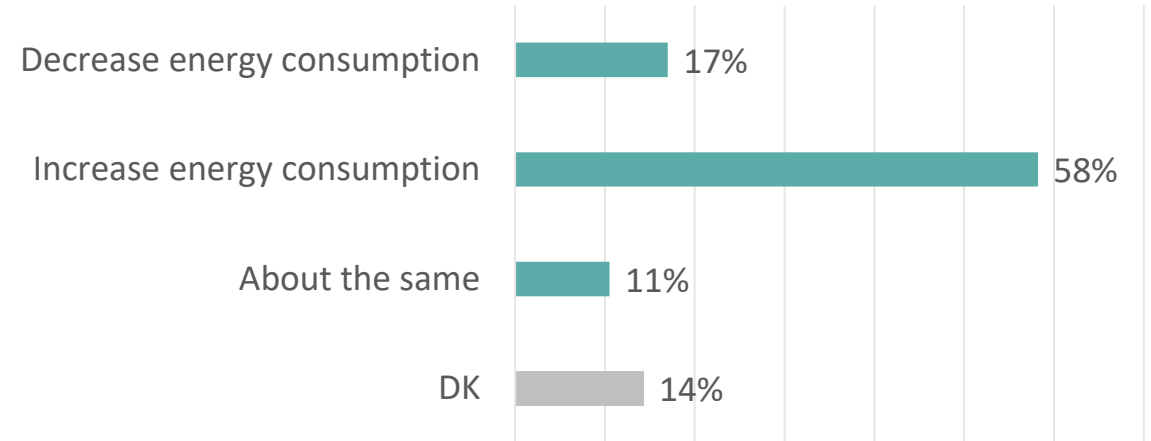


Special topics can be hard to measure and interpret: in 2025, AI responses were mixed

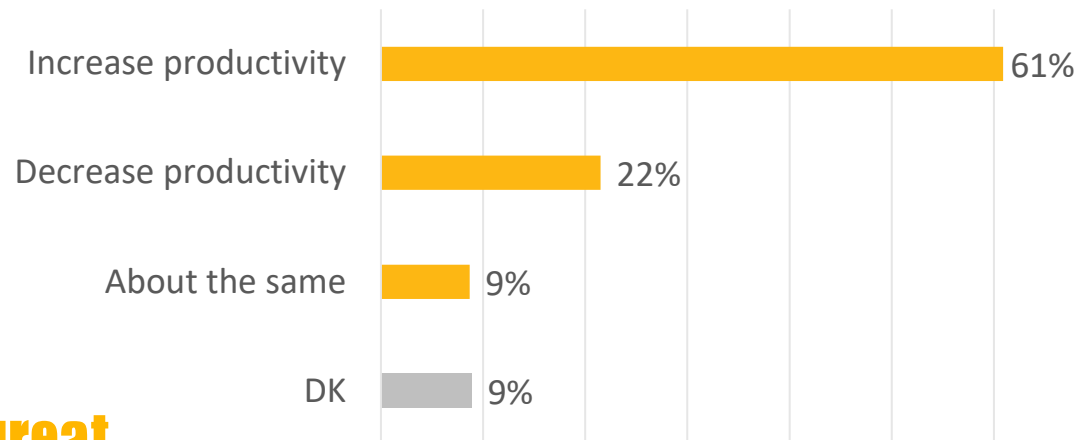
Impact on respondents' lives



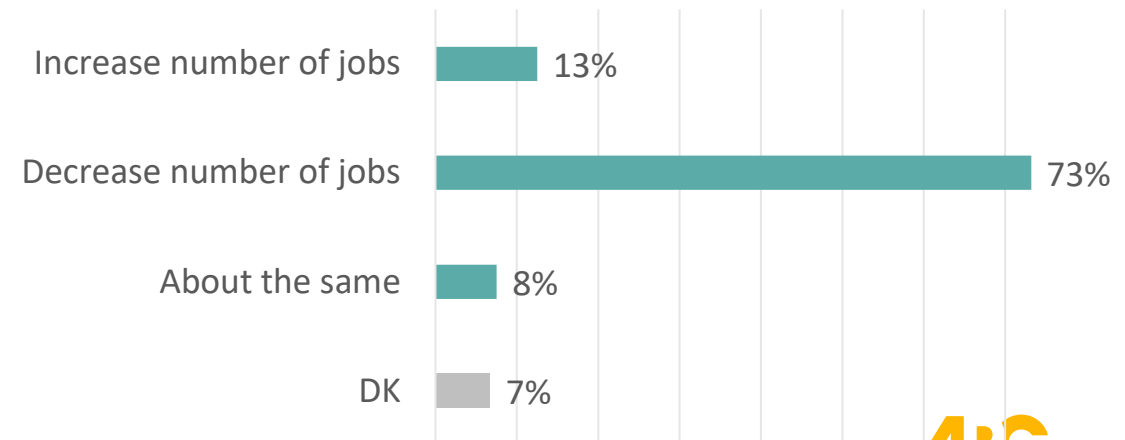
Impact on energy consumption



Impact on business productivity



Impact on availability of jobs



How you can access MAS

- New, improved dashboard launched in 2025 with historic, county-level, and demographic data
- 2026 results will be released in November after the November 4 State of the Region event



METRO ATLANTA SPEAKS Metro Summary Dashboard

Explore your Community's Opinions in 2025! Housing Affordability is the top issue for Metro Atlanta Residents. Traffic concern came in second with the rest of the concerns trailing. The Metro Atlanta Speaks Survey is the largest survey of perceptions and attitudes in the Atlanta region that offer a statistically representative snapshot of residents across the Atlanta area on various topics. The Atlanta Regional Commission (ARC) conducts this in collaboration with community partners like Kennesaw State University's A.L. Burruss Institute of Public Service & Research. Find out more about the MAS survey in the [FAQ](#). This dashboard is best viewed on a desktop computer. Mobile view is available via a checkbox in the sidebar.

Choose a question from the MAS 2025 Survey ?

BIGPROBLEM| What is the biggest problem in metro Atlanta today? (No Trend) ▼

Select Survey Year ?

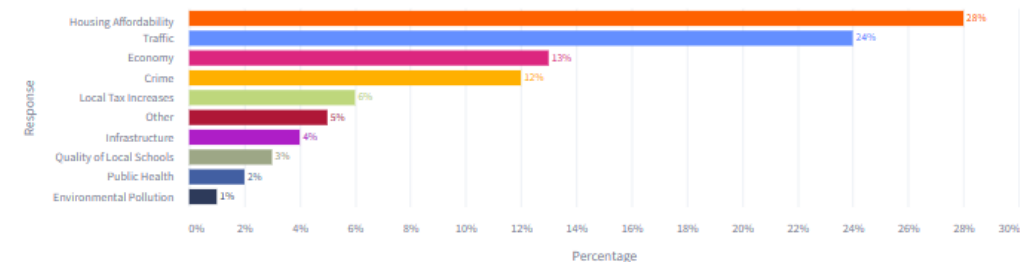
☒ 2025 ☐ 2024 ☐ 2023 ☐ 2021 ☐ 2020 ☐ 2019 ☐ 2018 ☐ 2017 ☐ 2016

Select Summary Type ?

☒ Topline ☐ Detailed

2025 Response Distribution

Of the following, which issue is the biggest problem facing residents in the Metro Atlanta area today? Is it...



Note: Remaining percentages are either Don't Know or Not Available. Percentages may vary slightly from those reported in other MAS products, go to FAQ for more details.

*Chart displaying funky? Mobile view is available via a checkbox in the expandable sidebar.



Thanks!

acarpenter@atlantaregional.org