GEORGIA**COMMUTE**OPTIONS

2025

REGIONAL COMMUTER SURVEY TECHNICAL REPORT

PREPARED FOR:

Atlanta Regional Commission

Georgia Department of Transportation

Atlanta Regional Commission &
Georgia Department of Transportation

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Executive Summary

The Regional Commuter Survey (RCS) – conducted by the Atlanta Regional Commission (ARC) and the Georgia Department of Transportation (GDOT) through the Georgia Commute Options (GCO) program – is a cornerstone of the region's Transportation Demand Management (TDM) Program, providing critical insights into how employed residents of the 20-county Atlanta region travel to work and how these patterns evolve over time. Conducted every three to five years since 2007, the RCS supports GCO's overarching goals of reducing single-occupant vehicle (SOV) travel, expanding travel options and accessibility, and maintaining the Atlanta region's economic competitiveness. The survey's results help ARC and its partners plan, implement, and evaluate strategies to reduce vehicle miles traveled (VMT), disperse or decrease peak-period congestion, and lower transportation-related emissions.

The 2024-2025 RCS builds upon prior survey waves with methodological and content refinements to reflect changing travel behaviors, emerging policy priorities, and post-pandemic commuting realities. The survey employed a hybrid mail-and-online methodology with follow-up emails and text reminders, and an address-based sampling (ABS) approach to ensure broad coverage and inclusivity while maintaining a random sample.

A minimum of 5,000 completed responses was targeted to achieve a precision level of 5% at the 95% confidence level. Over 6,000 complete surveys were collected, meeting targets for all counties of residence and specific employment centers overseen by local Transportation Management Associations (TMAs), except Perimeter. After quality control checks, a total of 5,657 surveys were weighted by county, age, and gender to reflect the regional population distribution and correct for minor demographic imbalances. This assured that results accurately represented the commuting behavior of working-age adults across the Atlanta metropolitan area.

The primary objectives of the RCS were to:

- Document current commute patterns, including mode shares, trip distances, and hybrid and remote work prevalence
- Assess awareness, perceptions, and the use of TDM programs and services offered by ARC, local TMAs, and employers
- Identify barriers to- and motivating factors for use of non-drive-alone modes; and
- Provide robust, statistically valid data to evaluate program effectiveness and guide future TDM planning, policy development, and marketing efforts.

The 2024-2025 RCS results provide a detailed understanding of regional work patterns, commute behaviors, and attitudes toward transportation options. The findings illustrate ongoing adjustments in post-pandemic commuting—highlighting continued reliance on single occupancy travel, increased hybrid work schedules, a greater share of part-time workers, and growing awareness of the value of alternative modes. Overall changes in the workforce's commuting patterns have been driven by increased work outside of the workplace, either working from home exclusively or doing so on some days, especially Monday and Friday. The decreased regularity of commuting has also coincided with decreased use of transit and carpool. Telework levels decreased drastically from pandemic-era peaks when the majority of full-time workers were remote, and most employees continue to work primarily outside the home. However, a significant portion now incorporate remote work into their weekly schedules. The insights highlighted in this report form an empirical foundation for advancing ARC's efforts.

1.0 Introduction

1.1 Purpose of the Regional Commuter Survey

The RCS is a cornerstone of the Atlanta Regional TDM Program, which consists of GCO and six local Transportation Management Associations (TMAs) operating in specific employment centers. The program supports the overarching goals of:

- Reducing SOV travel
- Expanding travel options and accessibility; and
- Maintaining the economic competitiveness of the Atlanta metropolitan region.

By providing data-driven insights into commuting behaviors and attitudes, the RCS enables ARC to better plan, implement, and evaluate strategies that disperse or decrease peak-period congestion, reduce VMT, and lower emissions from passenger vehicles and trucks throughout the 20-county region.

Since its inception in 2007, the RCS has been conducted every three-to-five years to monitor trends in commuting behavior. Each survey provides critical information on how residents of the Atlanta Region travel to work—the modes they use, distances they travel, their awareness and perceptions of available transportation services and programs, and the barriers they face using non-SOV modes. Where possible, maintaining consistency with prior survey waves allows for meaningful longitudinal analysis and the continued evaluation of the effectiveness of regional TDM strategies.

The 2024-2025 RCS builds upon previous surveys while incorporating refinements to reflect emerging policy priorities, technological advances, and the evolving nature of commuting in the post-pandemic era. The survey was designed to be statistically representative of the adult, working-age population residing across the 20 counties of the Atlanta Region, including those who work within any of the TMA territories and those who work outside TMA areas. (ASAP+ merged with Midtown into a single zone and Downtown Connects was not used for the purposes of the survey.) Using an enhanced ABS approach and a hybrid mail-and-online methodology, the survey reached a diverse and inclusive set of respondents reflective of the region's demographics.

The key objectives of the RCS were to:

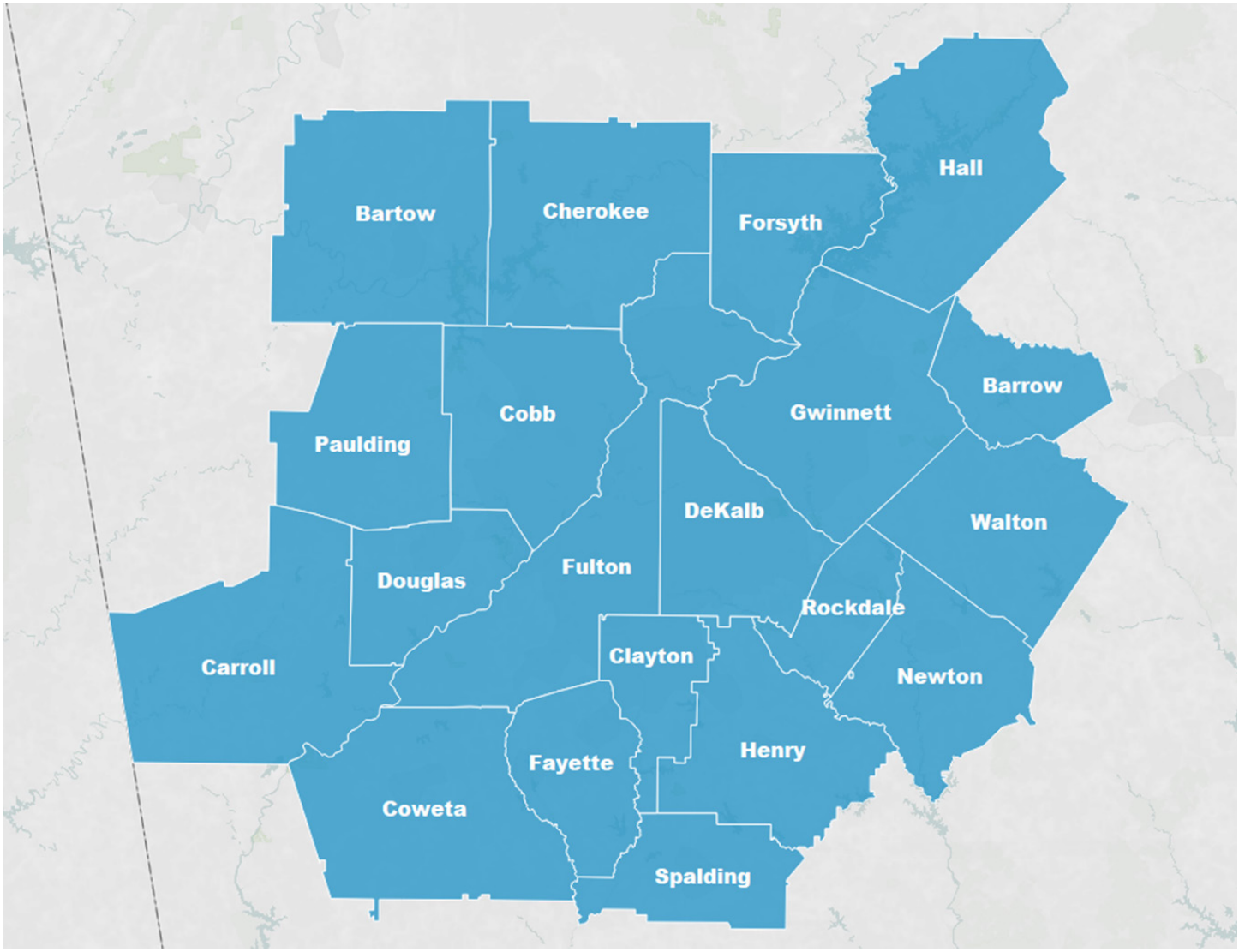
- Document current commute patterns, including mode shares, trip distances, and prevalence of hybrid and remote work;
- Assess awareness, perceptions, and the use of TDM programs and services offered by ARC, local TMAs, and employers;
- Identify barriers to and motivating factors for alternative-mode use; and
- Provide statistically robust data to evaluate TDM program effectiveness and inform future planning, policy development, and marketing efforts.

Ultimately, the RCS serves as an empirical foundation for understanding how commuting behaviors and attitudes evolve over time, helping ARC and its partners refine and target TDM strategies that promote sustainable, equitable, and efficient travel choices throughout the Atlanta region.

1.2 Summary of the Survey Methodology

The 2024-2025 Regional Commuter Survey (RCS) was designed and implemented to collect statistically significant, representative data on commuting behavior and perceptions across the 20-county Atlanta region, shown in Figure 1-1. The survey sampling plan was developed using population and employment data from the U.S Census Bureau's American Community Survey (ACS) and Longitudinal Employer-Household Dynamics (LEHD) datasets to ensure appropriate coverage of key commute corridors and employment centers.

Figure 1-1. Residence Counties Map



A comprehensive ABS approach was used to provide each residential household in the 20-county region an equal opportunity to participate. The household sample was purchased from a national list brokerage firm that maintains a comprehensive database of residential addresses and associated demographic information. Each randomly selected household received a mailed invitation containing a survey link, unique access code, and information on how to complete the survey online or via phone.

The survey was conducted using a hybrid mail-and-web methodology, supplemented with targeted outreach through text and email follow-ups to non-respondents. This multi-modal approach maximized participation while ensuring accessibility for residents who may have limited internet access. The survey was offered in multiple languages, and respondents without internet access had the option to complete the survey via phone interview through ETC Institute's call center.

To encourage participation, respondents who completed the survey were eligible to enter a drawing for one of several prepaid Visa gift cards. All responses were anonymous, and respondents' home address were geocoded for analysis while protecting privacy and confidentiality.

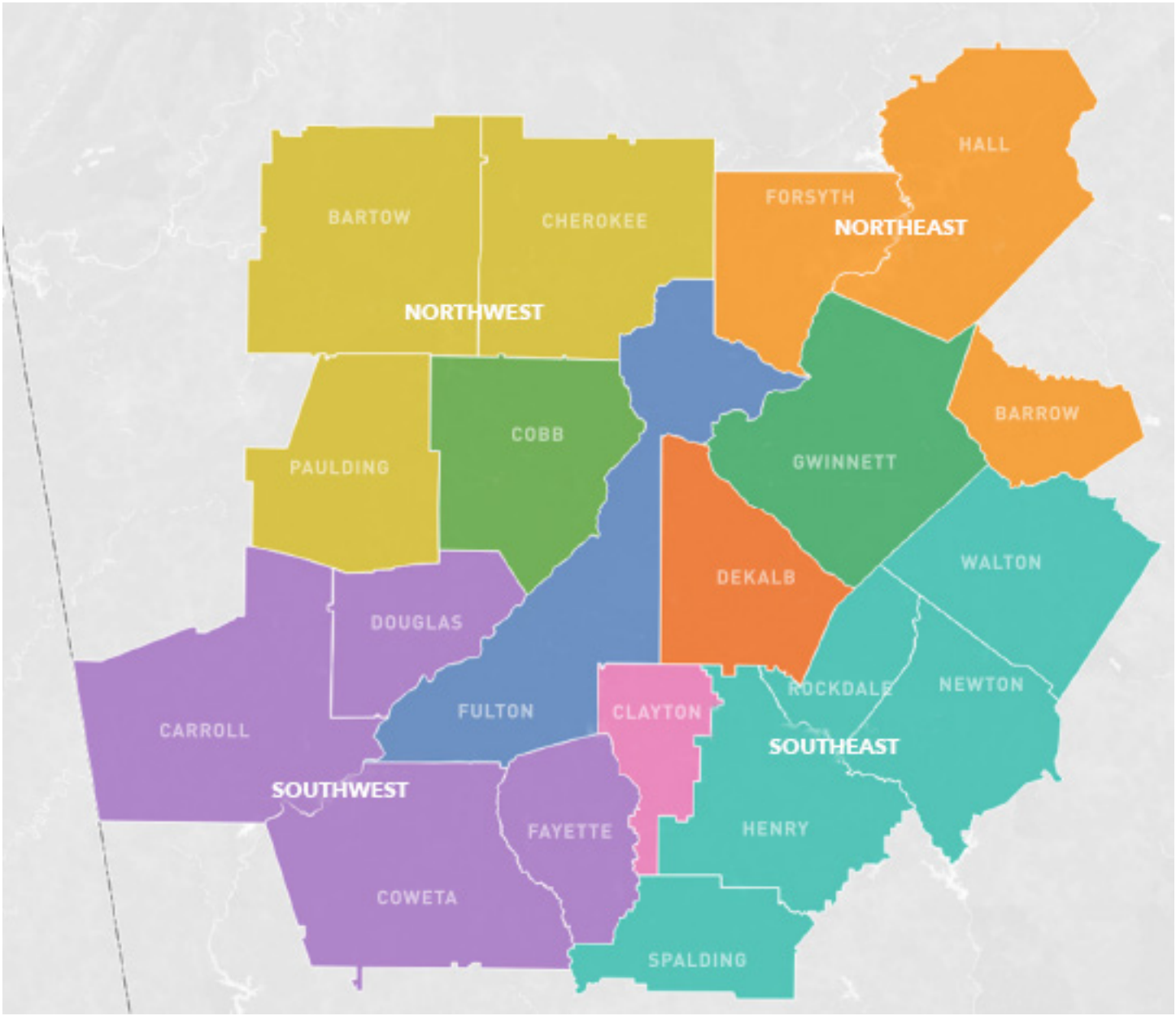
The sampling plan targeted a minimum of 5,000 completed surveys, providing a precision level of % at the 95% confidence level. Survey responses were weighted by age, gender, and county to ensure representativeness of the working-age population in each jurisdiction. Additional expansion factors were applied to correct for any under- or over-representation of key demographic groups.

For weighting and expansion purposes, the 20 counties in the ARC RCS study area were grouped into nine groups to ensure geographic balance and to facilitate alignment with demographic and employment data from the ACS Public Use Microdata Sample (PUMS). Grouping counties into broader regions supports the development of statistically reliable weighting factors for areas with smaller populations, while preserving meaningful distinctions among the regions' core counties and outlying areas.

The nine groupings used in this expansion are as follows: Clayton County, Cobb County, DeKalb County, Fulton County, Gwinnett County, the Northeast grouping (Barrow, Forsyth, and Hall counties), the Northwest grouping (Cherokee, Pauling, and Bartow counties), the Southeast grouping (Henry, Walton, Newton, Rockdale, and Spalding counties), and the Southwest grouping (Coweta, Douglas, Fayette, and Carroll counties).

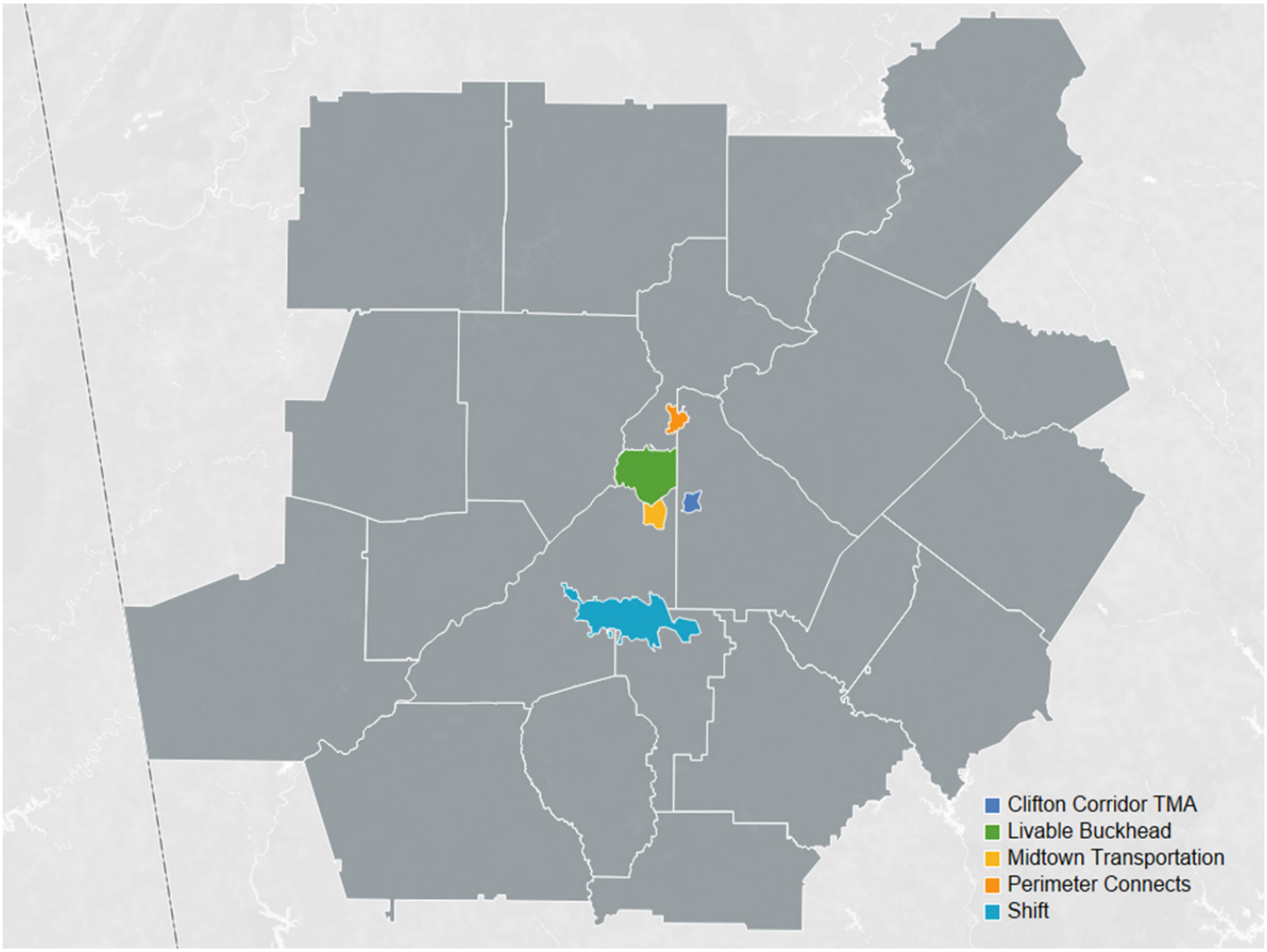
In addition to regional expansion, weighting adjustments were applied by age, race/ethnicity, gender, home county, and workplace TMA to correct for any under- or over-representation of specific demographic groups within the survey sample. The iterative proportional fitting (IPF) process aligned the survey data with population control totals from ACS PUMS 2023 5-year estimates. The weighting and expansion process is further described in Appendix B. Figure 1-2 illustrates the nine regional groupings used in the expansion process.

Figure 1-2. County Groupings Map



The TMAs were another key geography for the survey, with targets for number of surveys and additional analysis on those who commute to each one. These zones, which cover only certain areas of the region in Fulton, DeKalb, and Clayton Counties, are shown in Figure 1-3. Currently, there are six TMAs operating in the Atlanta region. These include: Atlantic Station Access Program (ASAP), Clifton Corridor TMA, Livable Buckhead, Midtown Transportation, Perimeter Connects, and Shift. Because the ASAP territory is too small to achieve a statistically significant response, it was not included here, but can be considered to be part of Midtown. Note that some of these have changed since the prior survey.

Figure 1-3. TMA Area Map



1.3 Conventions Used in Presentation of Results

The findings of the RCS are presented across multiple sections of this report to highlight commuting patterns, attitudes, and awareness of TDM programs and services. Data were expanded to represent the number of employed residents in the 20-county region and weighted to adjust for demographic imbalances in the respondent sample.

Each table and figure in the report shows the number of respondents who answered a given question, while percentages are reported based on weighted data expanded to represent the total employed adult population of the region. (Only those who answered "yes" to "Are you an employed person who is 18 years of age or older?" were allowed to complete the survey.) Unless otherwise noted, they are described using the terms "respondent," "employee," and "worker" interchangeably unless specifically noted.

The term "alternative mode" is used throughout this report to describe any non-drive-alone mode of travel, including public transit (bus or train), carpool, vanpool, ride hailing, bicycle, and walking. In some cases, telework and compressed work schedules are also classified as alternative modes, as they eliminate the need to make a daily commute trip.

1.4 Organization of Survey Results

The remainder of this report summarizes key findings from the RCS. Results are organized into sections that progress from descriptive commute patterns to attitudinal insights and awareness of regional TDM resources.

Sections 2 through 9 present findings on commuting behavior and respondents' awareness, attitudes, and opinions on regional transportation topics. Section 10 details the demographic characteristics of the survey sample, including age, gender, income, household size, vehicle ownership, home and work location, industry sector, and employer size. These demographics are referenced throughout the report where notable differences exist across population subgroups. Corresponding results from the 2019 RCS are included when those data are available and provide useful comparisons.

Three appendices provide additional technical details on survey procedures and methodology:

- Appendix A: Survey and Sampling Methodology
- Appendix B: Survey Data Weighting and Expansion
- Appendix C: Survey Questionnaire

2.0 Survey Responses

The survey team collected over 6,000 responses, exceeding the overall goal by more than 20%. Response targets were met for each county and Transportation Management Area (TMA), except for Perimeter Connects, which had a much lower response rate. Results from Perimeter therefore have a confidence interval of 90% for their projected initial margin of error. Goals for completed surveys varied by county and TMA based on the number of workers residing and employed in each area, respectively, with a minimum goal of 100 responses per area/county. Table 21 represents the interview goal and total number of responses per county in the Atlanta region. Similarly, Table 22 represents the interview goal and total number of responses per TMA.

Table 2-1. County Survey Targets and Responses

County	MPO	Goal	Responses
Cherokee	Yes	223	255
Clayton	Yes	231	254
Cobb	Yes	542	608
DeKalb	Yes	531	846
Douglas	Yes	200	200
Fayette	Yes	200	218
Forsyth	Yes	214	249
Fulton	Yes	738	1,134
Gwinnett	Yes	675	742
Henry	Yes	202	233
Rockdale	Yes	200	239
Barrow	No	100	101
Bartow	No	100	101
Carroll	No	101	102
Coweta	No	124	142
Hall	No	173	173
Newton	No	100	113
Paulding	No	146	158
Spalding	No	100	101
Walton	No	100	123

Table 2-2. TMA Survey Targets and Responses

TMA	Goal	Responses
Clifton Corridor TMA	100	100
Livable Buckhead	240	246
Midtown Transportation	170	325
Perimeter Connects	245	177
Shift	225	230

Due to inconsistent responses to questions in several surveys, some records could not be weighted and were therefore excluded from the subsequent analysis. These exclusions exist across all counties, TMAs, and demographic groups, minimizing the potential for bias. In total, 5,567 records were successfully weighted.

3.0 Work Location and Schedule

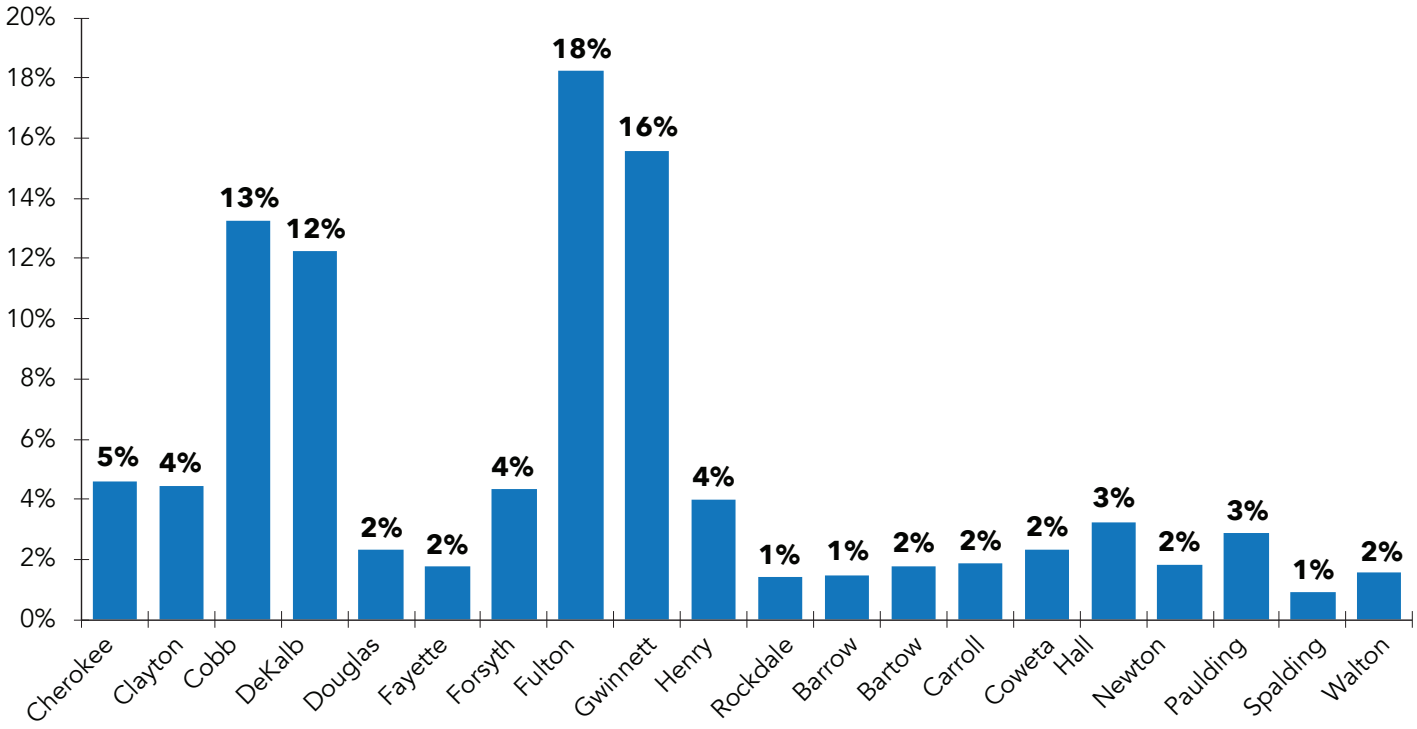
Understanding the work locations and schedules of respondents provides context for interpreting regional commuting behavior. These factors directly influence the transportation modes that commuters select, their travel times and distances, and the feasibility of alternative commute options. The 2024-2025 RCS collected detailed information on respondents' primary work locations, the frequency of telework, and the availability of flexible or compressed work schedules offered by employers.

Examining these patterns aids ARC in better understanding where residents of the 20-county Atlanta region commute, how Work-From-Home and hybrid arrangements have evolved since the COVID-19 pandemic, and how these shifts affect peak-period congestion and the demand for alternative modes. This section presents results describing where respondents work, how often they travel to their workplaces, and the extent to which flexible work options are available and utilized across different industries and geographic areas within the region.

3.1 Home and Work Locations

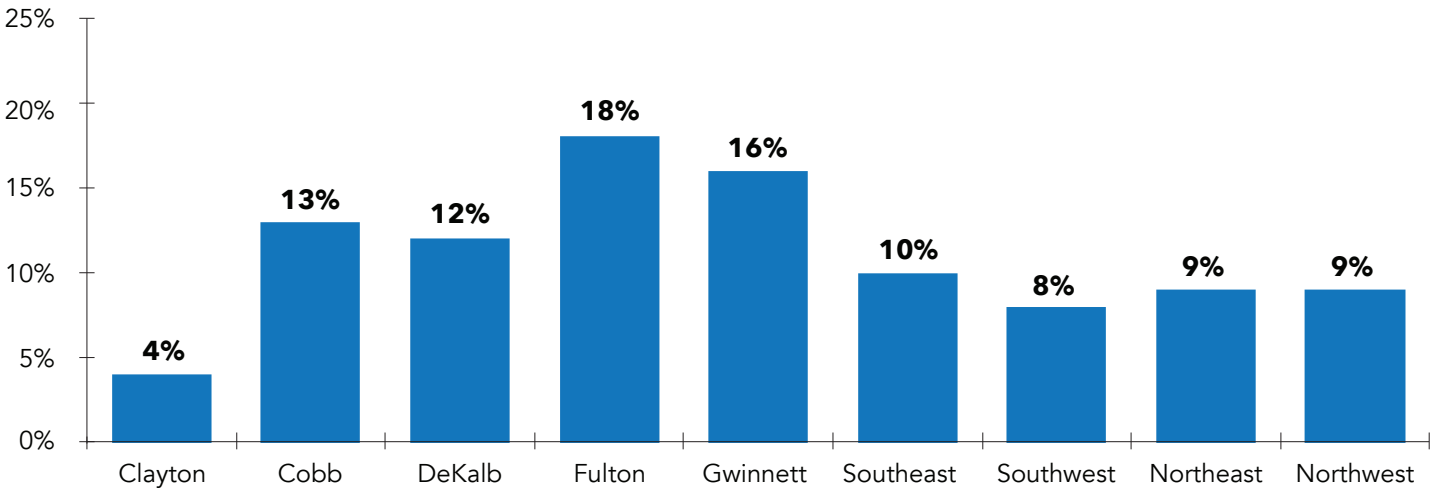
Figure 3-1 illustrates the distribution of weighted survey responses by respondents' home county. The largest shares of workers reside in Fulton (18%), Gwinnett (16%), Cobb (13%), and DeKalb (12%) counties, which together account for nearly 60% of all workers' homes. Moderate shares were also reported from Clayton, Cherokee, and Henry counties, while the remaining responses were distributed among the region's outer counties. As this was a target for expansion, the weighted totals by county match the population.

Figure 3-1. Share of Weighted Responses by Home County (n=6,092)



In the administration and analysis of the survey, regions were applied in which some counties shown individually in Figure 3-1 were aggregated. Figure 3-2 presents the weighted distribution of survey respondents' home region, grouping counties into broader geographic areas. The grouped regions includes Southeast (Henry, Newton, Rockdale, Spalding, and Walton County), Southwest (Carroll, Coweta, Fayette, and Douglas County), Northeast (Barrow, Forsyth, and Hall County), and Northwest (Bartow, Cherokee, and Paulding County). Again, the largest shares reside in Atlanta's urban core. The Southeast (10%), Northwest (9%), Northeast (9%), and Southwest (8%) regions also contribute notable shares.

Figure 3-2. Share of Weighted Responses by Home Region (n=6,092)



TMAs cover a small portion of the region's area, but account for about 14% of the region's employment. The tables below show the connections between the homes and workplaces of those who work in TMAs. In Table 3-1, workers are arranged by their home region, showing the share that commute to each TMA.

Table 3-1. TMA Work Location by Home Region (n=4,834

County Grouping	Clifton Corridor	Livable Buckhead	Midtown Trans	Perimeter Connects	Shift	Not a TMA	Total
Clayton	1.1%	2.5%	2.1%	0.5%	11.2%	82.6%	100%
Cobb	1.0%	3.9%	3.3%	6.1%	3.7%	82.0%	100%
DeKalb	5.6%	7.3%	4.0%	5.6%	3.9%	73.6%	100%
Fulton	1.6%	9.8%	6.2%	9.6%	5.7%	67.1%	100%
Gwinnett	1.3%	3.5%	2.8%	3.1%	1.3%	88.0%	100%
Northeast	0.1%	2.3%	1.3%	5.0%	0.5%	90.8%	100%
Northwest	0.0%	2.0%	0.9%	3.0%	3.1%	91.0%	100%
Southeast	0.5%	0.9%	1.1%	1.2%	3.1%	93.2%	100%
Southwest	0.2%	1.0%	1.2%	0.3%	9.7%	87.6%	100%

To understand from a TMA perspective where people are commuting from, Table 3-2 shows the share of each TMA's workforce which live in each home region. These vary by TMA as they draw from different areas due to their location and industry characteristics. Half of all CCTMA employees live in DeKalb County compared to only 12% for Shift, for example.

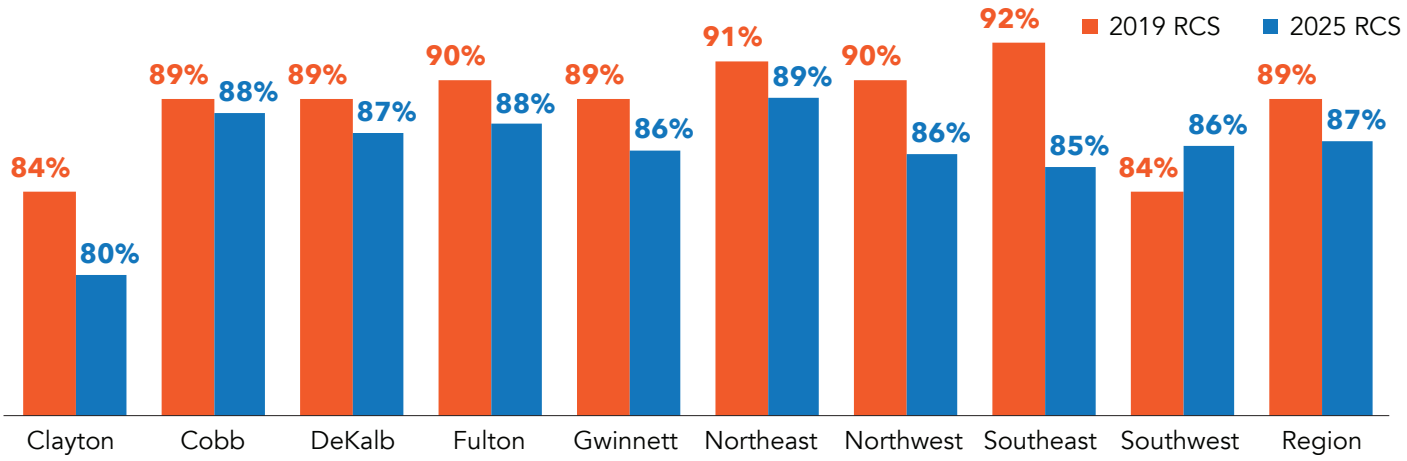
Table 3-2. Home Region by TMA Work Location (n=4,834)

County Grouping	Clifton Corridor TMA	Livable Buckhead	Midtown Transportation	Perimeter Connects	Shift	Not a TMA
Clayton	3.1%	2.3%	2.9%	0.4%	11.0%	4.1%
Cobb	8.7%	11.6%	14.3%	16.8%	11.3%	12.6%
DeKalb	48.3%	20.3%	16.5%	14.9%	11.7%	10.8%
Fulton	20.4%	40.2%	37.3%	37.7%	24.7%	14.5%
Gwinnett	13.5%	11.9%	14.4%	10.0%	4.8%	15.9%
Northeast	0.9%	5.2%	4.3%	10.6%	1.1%	10.6%
Northwest	0.0%	4.5%	3.0%	6.4%	7.4%	10.8%
Southeast	3.7%	2.1%	3.7%	2.7%	7.7%	11.5%
Southwest	1.5%	1.9%	3.6%	0.5%	20.3%	9.2%
Total	100%	100%	100%	100%	100%	100%

3.2 Work Schedule

Employment type and work schedules provide insight into how the region's labor force structures its workweeks. The majority of respondents in the 2024-2025 RCS reported traditional work schedules - working full time and following a standard five-day work schedule. As shown in Figure 3-3, 87% of regional workers are employed full time, reflecting the predominance of full-time employment across the Atlanta region. And this decline in full-time workers is particularly pronounced in Clayton County, which dropped from 84% in 2019 to 80% in 2025, and the Southeast Region, dropping from 92% to 85%.

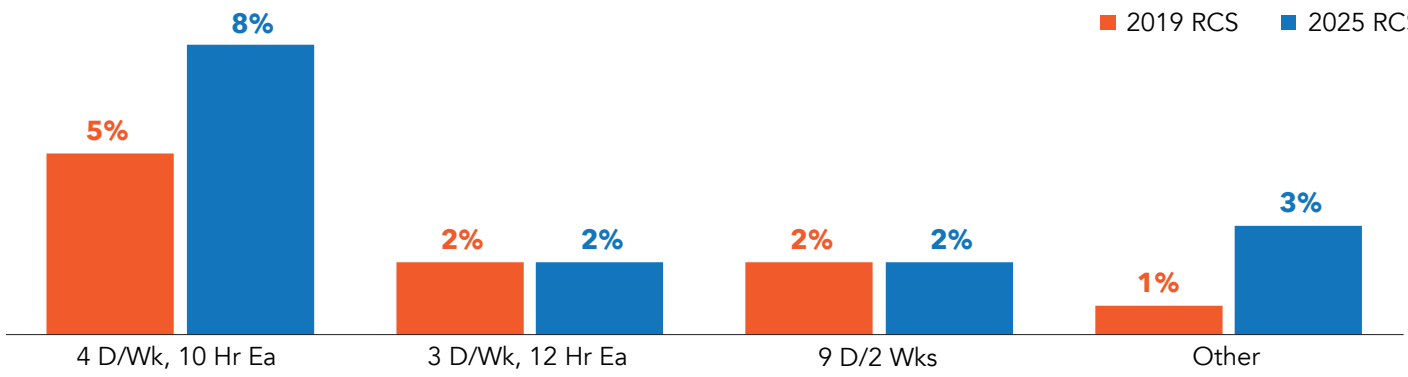
Figure 3-3. Share of Workers Who are Full Time* (n_{2025}=4,777)



** Shares exclude those who responded "Other" or "Do Not Know."*

Work schedules among respondents were also examined to understand the prevalence of traditional and alternative work arrangements. As shown in Figure 3-4, the vast majority of full-time employees work five or more days per week, consistent with a traditional workweek structure. However, a larger portion of the workforce now follows nontraditional or compressed schedules compared to 2019. The main increase is in workers following a four 10-hour day per week schedule, up from 5% in 2019 to 8% in 2025. There was also an increase in "Other", which varied from similar to the given choices to irregular schedules.

Figure 3-4. 2019 and 2025 Full-Time Workers' Schedule Share (n_{2025}=5,491)

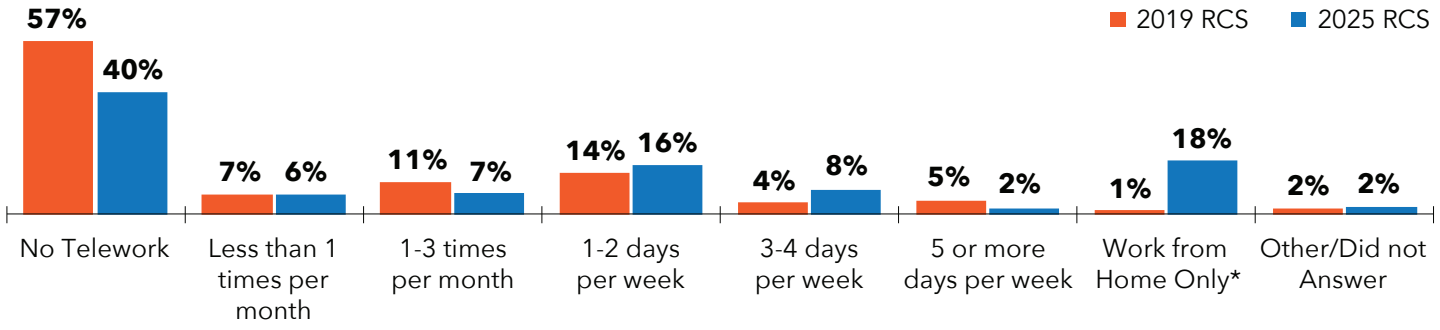


Overall, these findings indicate that while the standard five-day workweek remains dominant in the Atlanta region, a notable share of workers follow alternative or compressed schedules.

3.3 Work From Home and Telework

For the purpose of this analysis, "telework" refers broadly to any arrangement in which employees perform their job duties remotely—whether partially or entirely—outside of their workplace. "Work From Home" specifically describes those who work exclusively from their residence. In the survey, this was asked as "Do you work outside your home?" and "How often do you telework or work from home?" Those who answered no to the first question were not given the second. In Figure 3-5, the results of these questions were combined. About 82% of respondents reported working outside their home, and about half of those who did also reported some telework. Sixty percent of the region's workers either work from home full-time or telework, at least occasionally, up nearly 20% from 2019. Teleworking appears to be a more frequent behavior as well, with the share of people teleworking one to four days increasing. Additionally, the share of workers who reported full-time working from home or teleworking five or more days a week increased dramatically, from 6% in 2019 to 20% in 2025.

Figure 3-5. Shares of Workers' Telecommuting or Working From Home Frequency (n_{2025}=4,549)

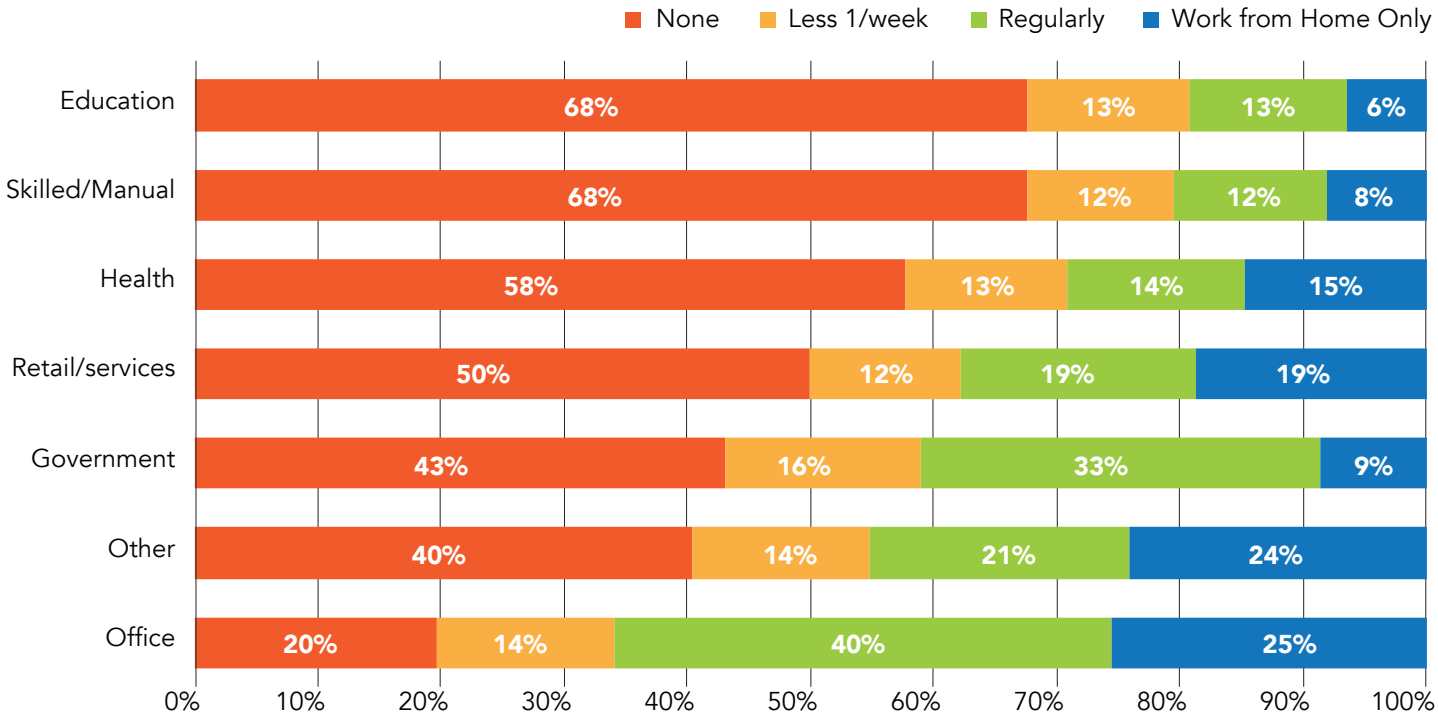


*Note that while people could choose telecommute 5+ days per week or "Work From Home only" which are similar, these could be answered differently between the 2019 and 2025 surveys and should be considered together when comparing the two.

There are also pronounced differences in who works at home or telecommutes. The following figures show how the home location and industry correlate with working from home. Office workers are most likely to telecommute or work from home with over 80% having at least some, followed distantly by government workers. Those in education and the aggregation referred to as "skilled/manual" generally commuted. The occupations shown are groupings of categories from the survey:

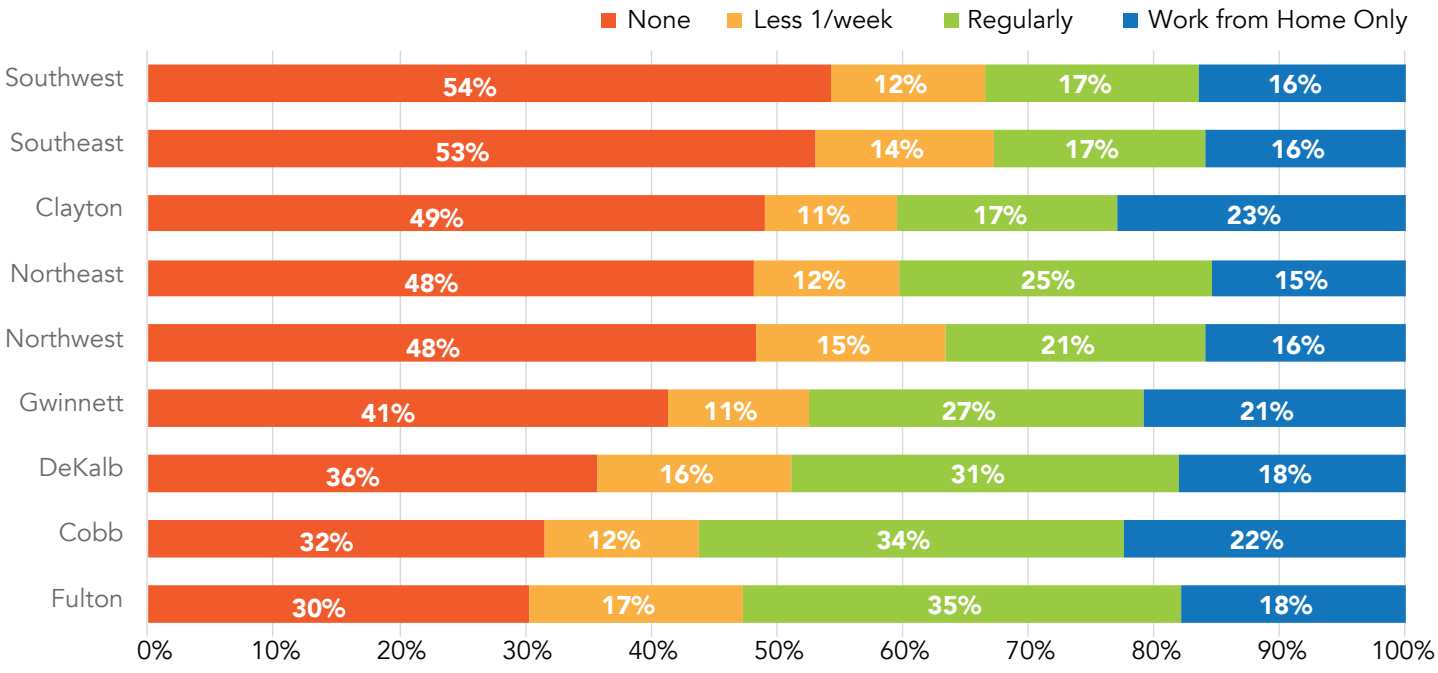
- **Office:** General Business (middle management, analyst, programmer, etc.), Office Worker (clerical, secretary, word processor, data entry, etc.), Professional/Technical, Real Estate Services/ Property Management
- **Skilled/Manual:** Agricultural/Farmer, Laborer (hourly worker, machine operator, etc., Manufacturing - Consumer/Industrial Goods, Skilled Trade (electrician, plumber, construction, etc., Transportation Services, Utilities/Energy
- **Healthcare:** Healthcare - Medical Services and Products
- **Education:** Teacher/Educator
- **Government:** Government/Public Services
- **Retail/services:** Sales (salesperson, broker, etc., Services (retail sales, clerk, etc.)
- **Other:** Artistic/Crafts, Other, No answer

Figure 3-6. Telecommute and Work From Home Frequency by Occupation (n=4,965)



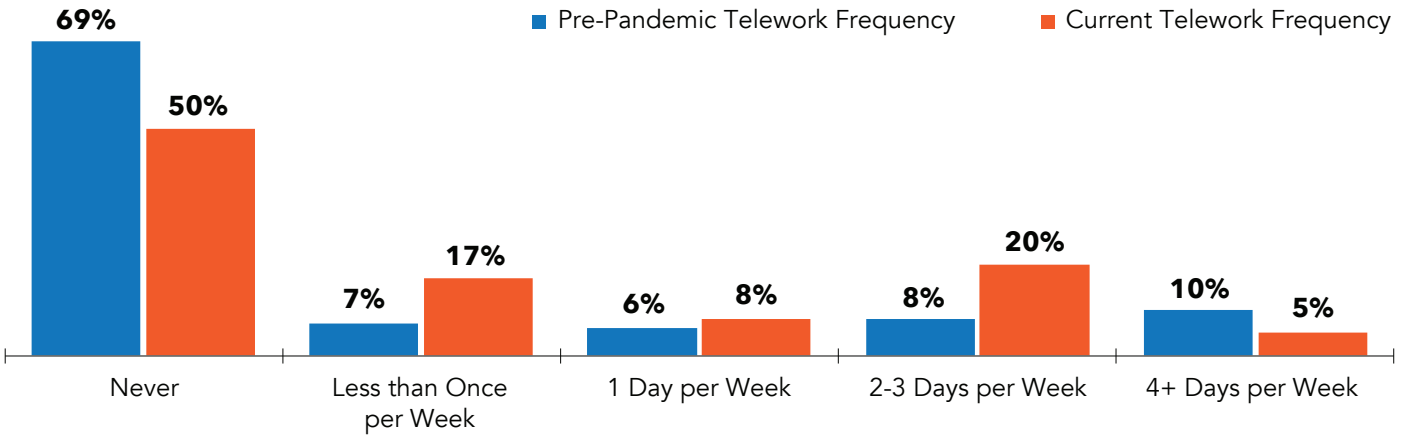
The differences were less pronounced between location within the region, but there was still a clear trend. Workers in the counties further from the core had jobs which required more commuting, as shown in Figure 3-7.

Figure 3-7. Telecommute and Work From Home by County Group (n=5,657)



Respondents who commute to a location outside the home were asked about both their current and pre-pandemic telework frequency, highlighting changes over time. Figure 3-8 compares reported telework frequencies prior to the start of the COVID-19 pandemic to current frequencies. Only 31% of these commuters reported teleworking before the pandemic, but this has since increased to 50%, reflecting the prevalence of remote work despite recent return-to-office trends. The proportion of commuters teleworking occasionally (less than once per week) more than doubled compared to the pre-pandemic frequency, and those teleworking two to three days per week increased notably from 8% to 20%. Meanwhile, the share of commuters teleworking four or more days per week declined slightly, suggesting that hybrid work arrangements may have replaced full-time Work From Home for some workers.

Figure 3-8. Pre-Pandemic and Current Telework Frequency Share* ($n_{Pre\text{-}Pandemic}$=4,438; $n_{Current}$=4,521)



As reported in the 2025 survey. Excludes those who said "no" to "Do you work outside your home?"

Overall, these findings demonstrate that teleworking remains far more widespread and regular than before the pandemic. During the pandemic the majority of workers surveyed[1] reported that they were working at home full time (61%) and only a fifth were in person (21%). Although overall telework levels have decreased from pandemic-era peaks, hybrid and part-time remote work remain well established within the region. Most employees continue to work primarily outside the home, but a significant portion now incorporate remote work into their weekly schedules.

4.0 Commute Patterns and Recent Commute Changes

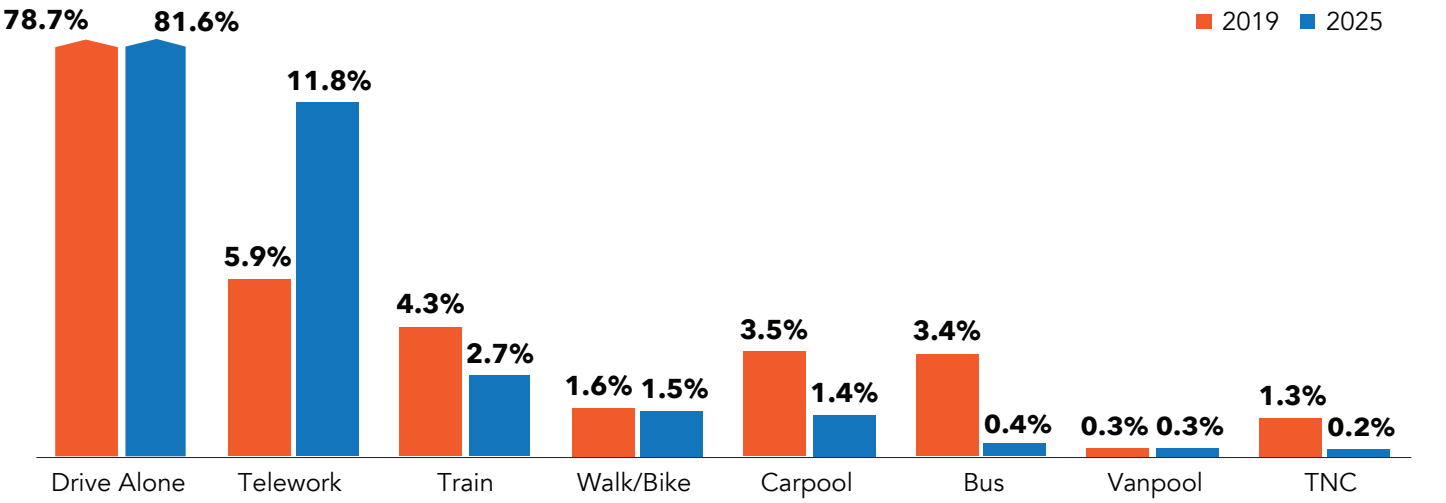
4.1Mode Usage

Respondents who work outside the home at least occasionally (ie, "commuters"), were asked about the modes they used to commute. As expected, drive alone is still the dominant commute mode. For most people it is the only mode they use. Some also telework, use alternative modes, or vary their travel patterns depending on the day or week. The primary mode analysis assigns a single mode (including telework) to each worker. As a result, for those who indicated that they utilize multiple modes for commuting, a single primary mode was assigned based on

[1] Regional Commuter Survey – 2020 COVID-19 Survey.

which mode was used with the highest frequency. If multiple modes were chosen for the same number of days, a hierarchy was applied—from highest to lowest: vanpool, carpool, train, express bus, local bus, bicycle, walk, telework, drive alone, and then taxi/Uber/Lyft. Figure 4-1 shows the primary modes for this survey as well as the 2019 iteration. The share of commuters using alternative transportation for their primary commute mode declined across all alternative travel modes, with telework making large gains. There was also a slight increase in the share of commuters primarily using drive alone to get to work.

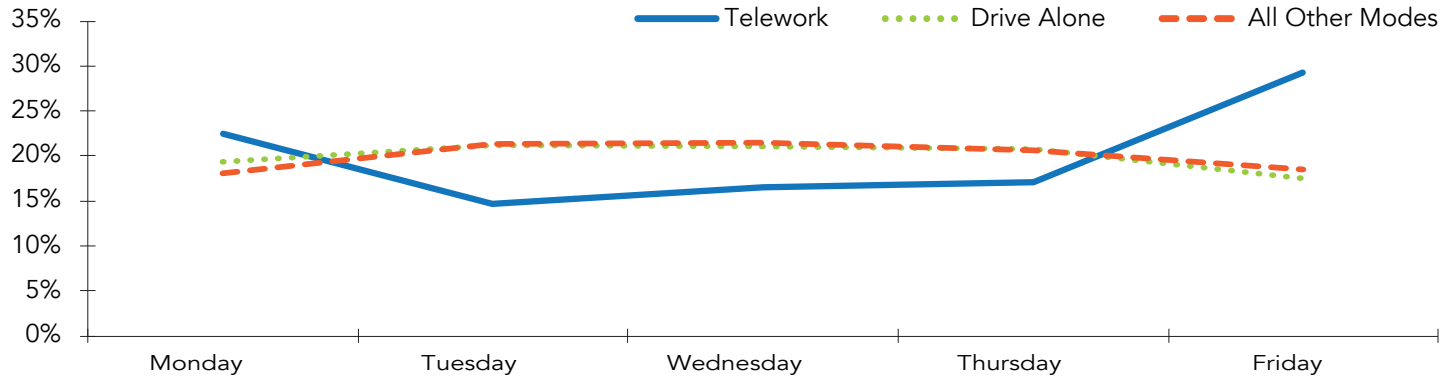
Figure 4-1. Primary Modes (n_{2025}=4,547)



4.2 Day of Week Patterns

Commuters were asked to indicate their modes of travel to work for each weekday. Largely this reflects overall commute patterns rather than mode shares. Regardless of the mode used, commuters tended to travel to work more often between Tuesday and Thursday. As Figure 4-2 indicates, Monday and Friday see a lower share of total weekly commute trips (both drive alone and alternative modes) than the other mid-week work days, with telework showing the opposite trend: Mondays and Fridays having a higher share of total telework "trips" than Tuesday, Wednesday, and Thursday.

Figure 4-2. Share of Mode's Total Trips by Day of Week* (n=5,070)



** This uses the total reported occurrences of telework on each weekday divided by the total over all days showing how prevalent it is on one day over another. The values for drive alone and "all other modes" are calculated in the same way. This is not a mode share. Respondents were asked to indicate for each day all the modes/telecommute they used. Only people who indicated that they work outside the home are included.*

The difference shown above in teleworking between midweek and Monday or Friday is much more pronounced than that for the commute modes. Because many more people commute than telework, a small percentage of drive alone trips being converted to telework has a much larger impact on its share by day. Note also that some people reported telework and a travel mode on a single day to indicate that they worked at the workplace and at home or work at home some weeks and at the workplace others. Figure 4-2 shows the aggregate trend and the survey data can be analyzed directly to draw more inferences on this topic.

4.3 Frequency of Current Mode Use

Figure 4-3 shows how frequently respondents drive alone to work throughout the week. The majority of respondents who drive alone—62% of full-time workers and 35% of part-time workers -do so every workday, reflecting a high level of consistency in this mode choice. Of people who work outside of the home, 89% of full-time workers and 87% of part time report *only* driving alone when commuting to a location outside their home, never utilizing an alternative travel mode. This percentage is 89% for people who work 5 or more days per week. Most drive-alone commuters reported using this mode four or five days per week, indicating limited variation from day-to-day. This includes those who work fewer than 5 days, like part-time workers. Comparing drive alone frequency to the number of work days ("How many days do you typically work?"), suggests that many of those who drive alone fewer than 5 days per week are working fewer days and always driving alone.

Figure 4-3. Drive Alone Frequency Share (n=4,696)

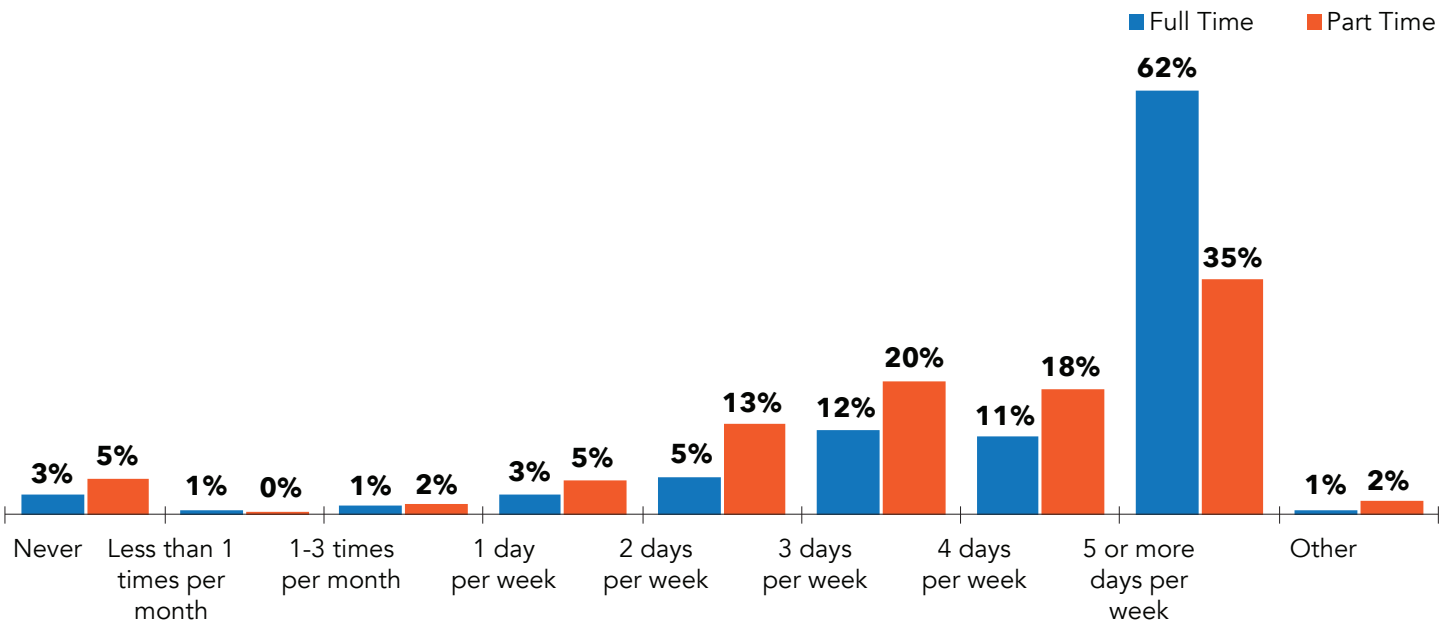
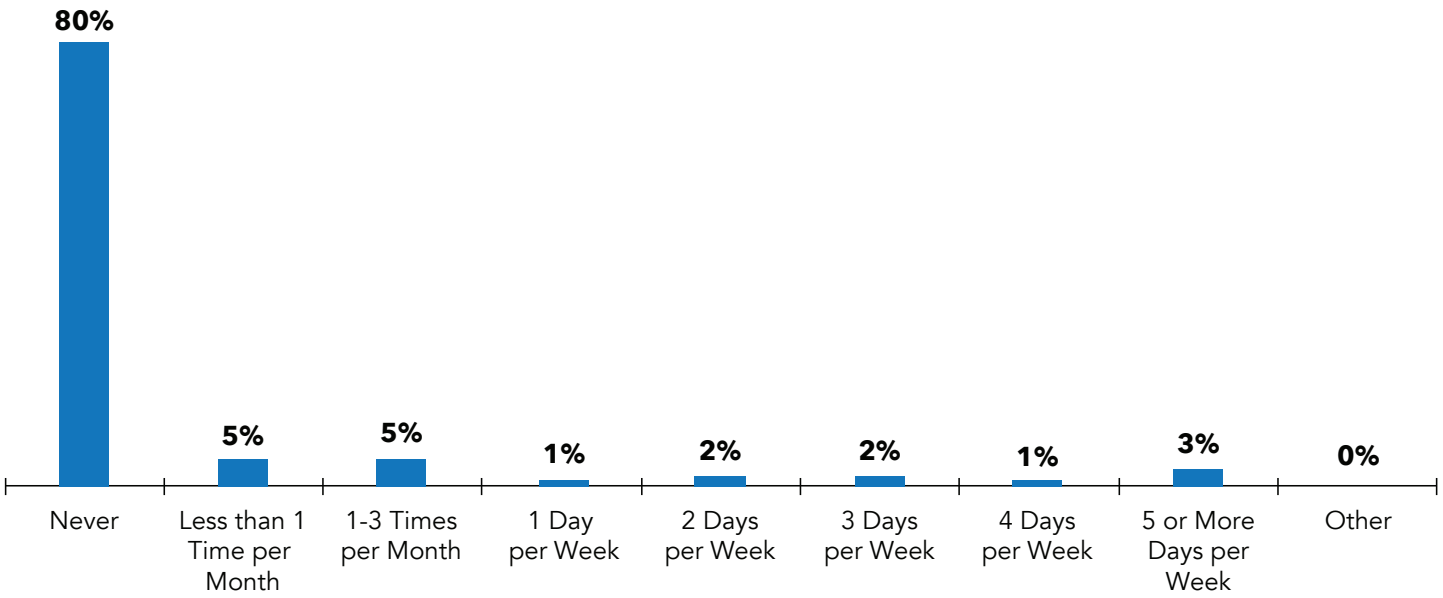


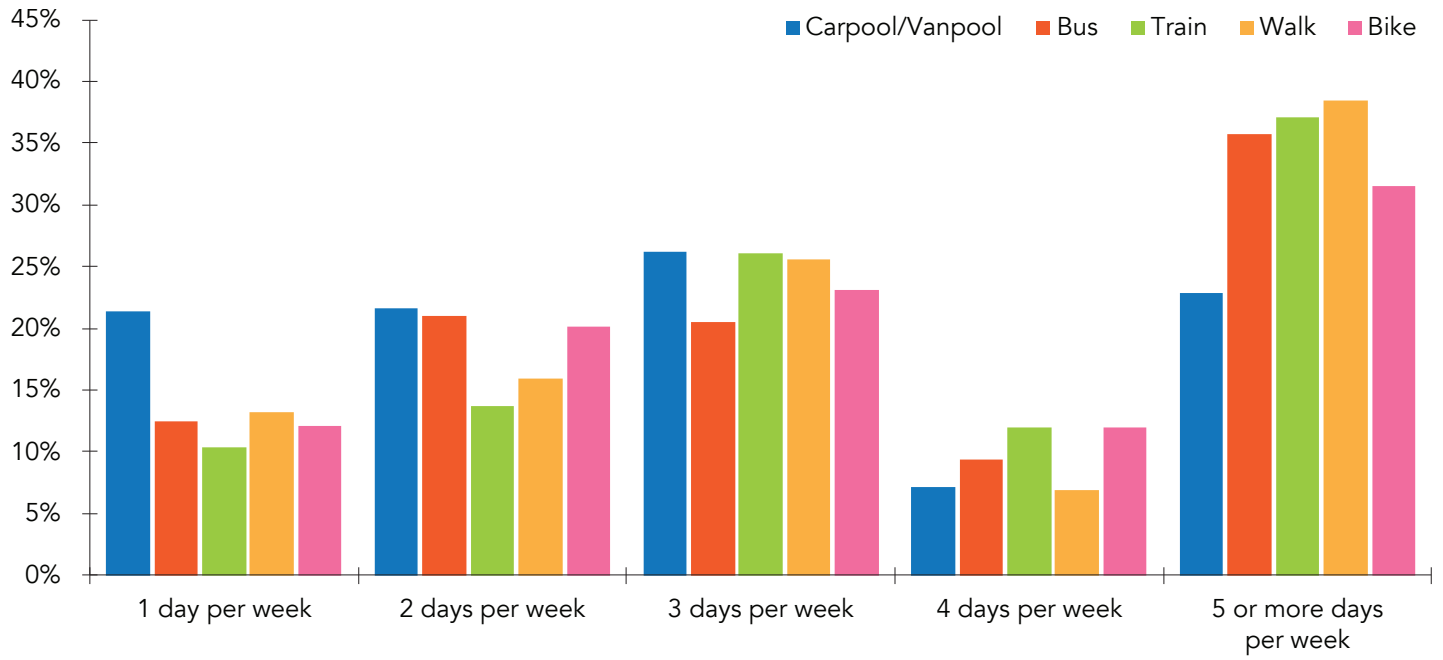
Figure 4-4 summarizes the frequency of alternative commute modes, including transit, carpool, vanpool, bicycling, and walking. Compared with drive-alone travel, these modes are used less consistently across the week. Most commuters who report using alternative commute modes report doing so at a frequency that is less than the number of days they work, suggesting that they use it in addition to drive alone or telework. Together, these patterns indicate that while driving alone remains the most frequent and consistent commute mode, many commuters supplement it with other modes— particularly telework and transit—on select days.

Figure 4-4. Frequency of Other Modes to Work Share (n=4,996)



When viewed by individual non-drive-alone mode some patterns emerge. Workers who used transit or walk were more likely to use alternative modes 5 or more days per week. Between 36% and 38% of people who used these modes on any weekday used alternatives modes 5 or more days, compared to only 23% of those who carpool on any weekday.

Figure 4-5. Alternative Mode Frequency by Mode Used on any Weekday (n=633)



4.4 Travel Application Usage

Table 4-6 presents the share of respondents by age category who use travel or trip-related applications. Wayfinding tools remain the dominantly used app across all age categories with usage peaking at 70% among adults ages 35-44 and tapering to 50% for those 65 and older. Ride hailing apps follow a similar age-related decline, ranging from just over half of younger adults (51% among ages 18-34) to less than a quarter of seniors (24% among ages 65+). Use of traffic alerts and transit schedule apps is more moderate and relatively stable across middle age groups. Notably, only 15% of respondents reported using no travel applications at all, underscoring the importance of digital apps and tools in everyday trip planning and coordination.

Table 4-7. Travel/Trip Applications Usage Share by Age Category* (n=5,657)

Travel/Trip Applications Usage	18-34 Years	35-44 Years	45-54 Years	55-64 Years	65+ Years	All
Wayfinding Apps	69%	70%	63%	61%	50%	**65%**
Ride-Hailing Apps	51%	50%	41%	33%	24%	**44%**
Traffic Alerts	26%	34%	39%	39%	34%	**33%**
Transit Schedule Apps	28%	22%	19%	17%	13%	**22%**
Trips/Fitness Tracking Apps	15%	16%	12%	7%	5%	**13%**
E-Bike/E-Scooter Sharing Apps	20%	13%	9%	3%	2%	**12%**
Other	1%	1%	2%	1%	1%	**1%**
None/Do Not Use	10%	12%	16%	19%	30%	**15%**

** Multiple selections were allowed resulting in totals above 100%.*

4.5 Commute Time and Distance

Each respondent was asked to report the length of their commute in time and distance. Almost two thirds reported less than 20 miles between home and work (63%), with a third less than 10 miles. About 4% or 1 in 25 reported a commute longer than 50 miles. The core counties, especially Fulton and DeKalb had the most 1-5 and 6-10 mile trips, with shares shifting to higher distances in suburban and rural counties. In each of the outer home regions (Northeast, Northwest, Southeast, and Southwest), between 40 and 50% of commuters reported 20+ mile commutes.

Figure 4-8. Reported Commute Distance (in miles) by County Grouping (n=4,456)

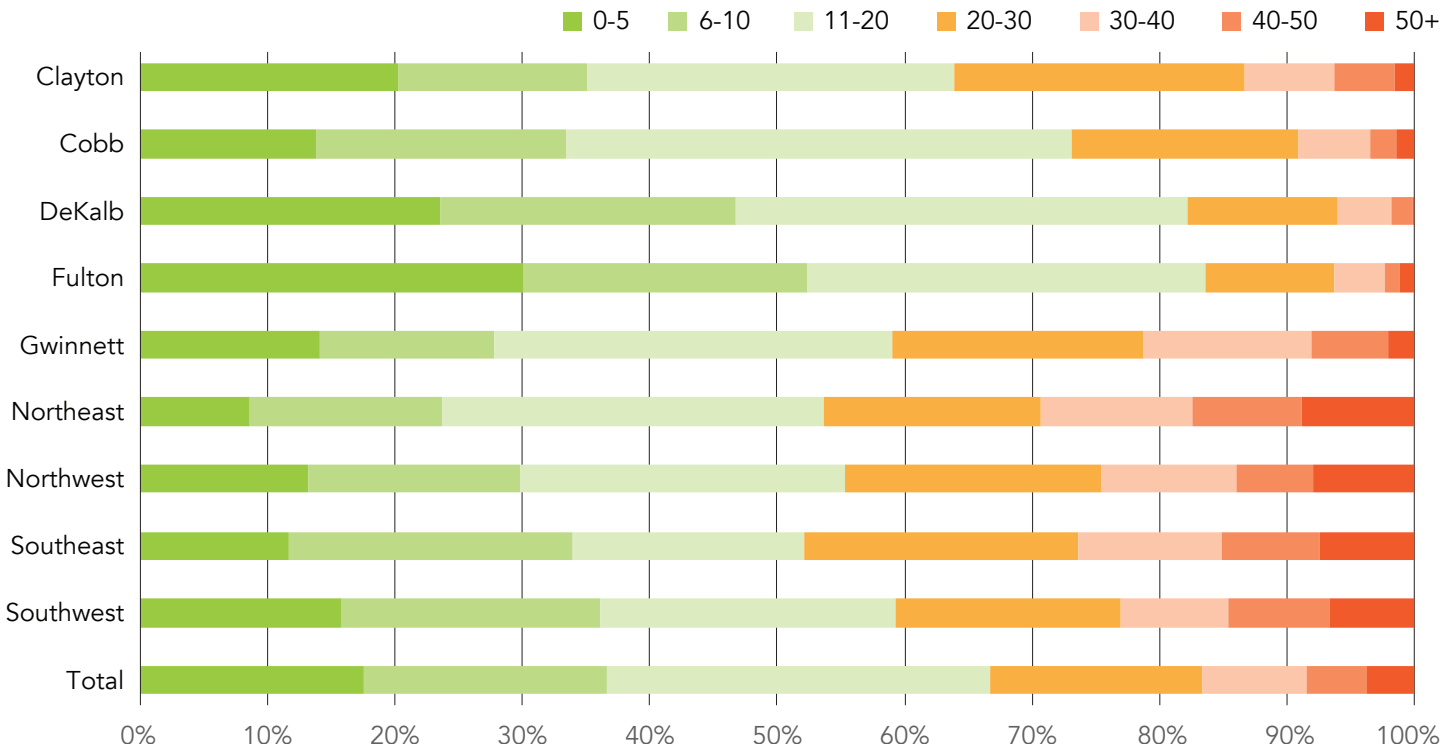


Figure 4-8 shows the reported average commute distances by county. Those further from Atlanta tended to be higher, consistent with the greater distances between places. The overall regional average commute distance was 18.5 miles, very similar to the 19 mile average from the 2019 RCS.

Figure 4-9. Distribution of Average Commute Distance (in miles) by County (n=4,456)

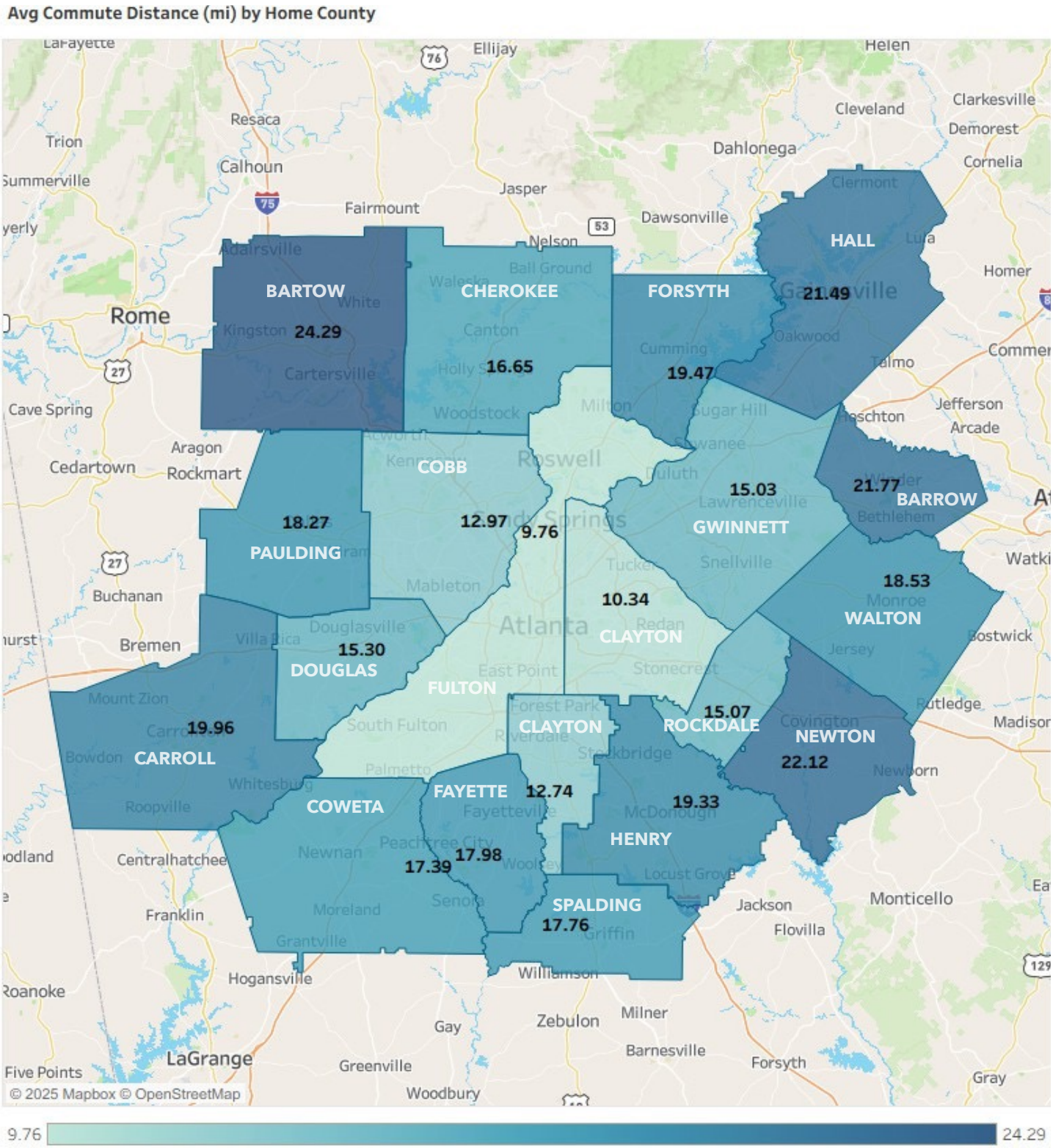


Figure 4-9 presents commute time distributions. A majority (56%) of respondents reported commute times of greater than 30 minutes. While fewer than 5% of workers have commute times less than 10 minutes, 15% of commute times take longer than an hour. The patterns are similar to those for distances, though simple comparisons suggest a higher speed for commuters with longer commutes.

Figure 4-10. Reported Commute Time (in minutes) by County Grouping (n=4,337)

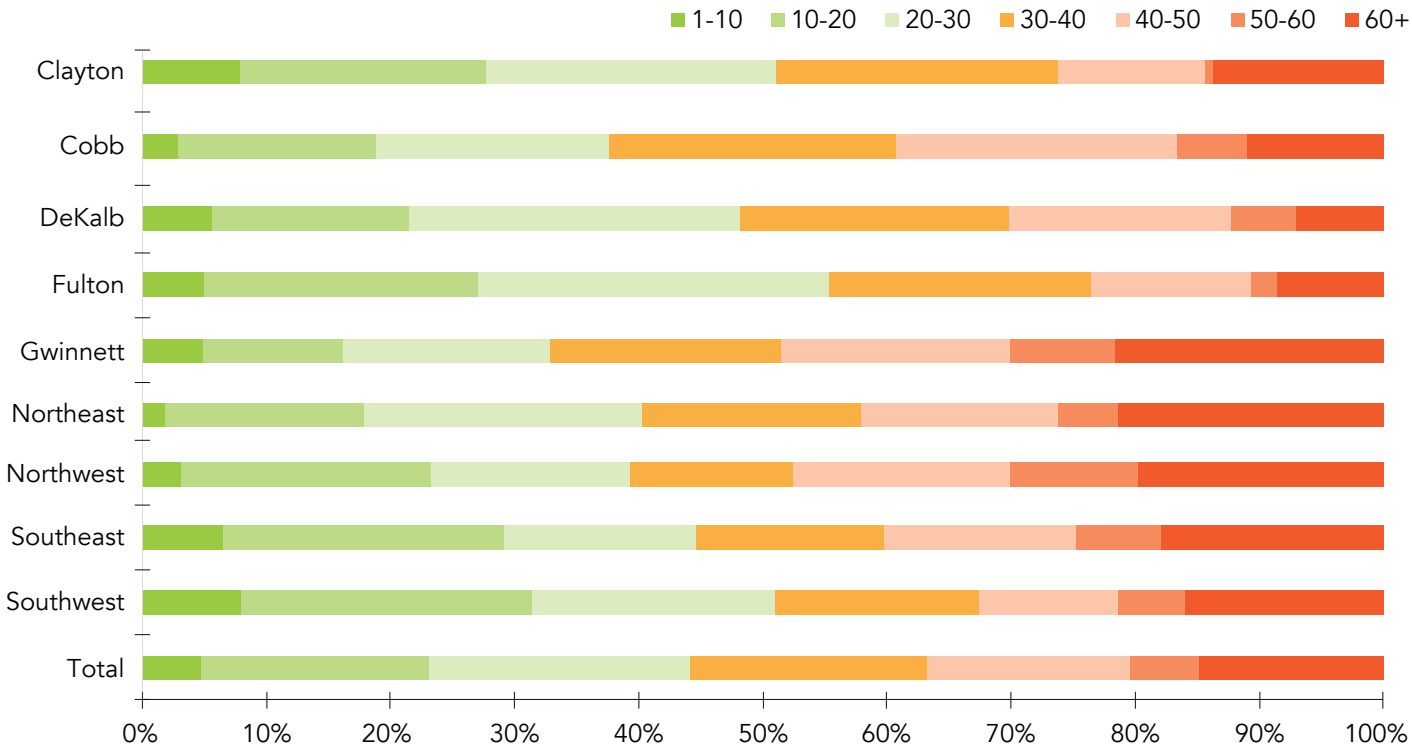
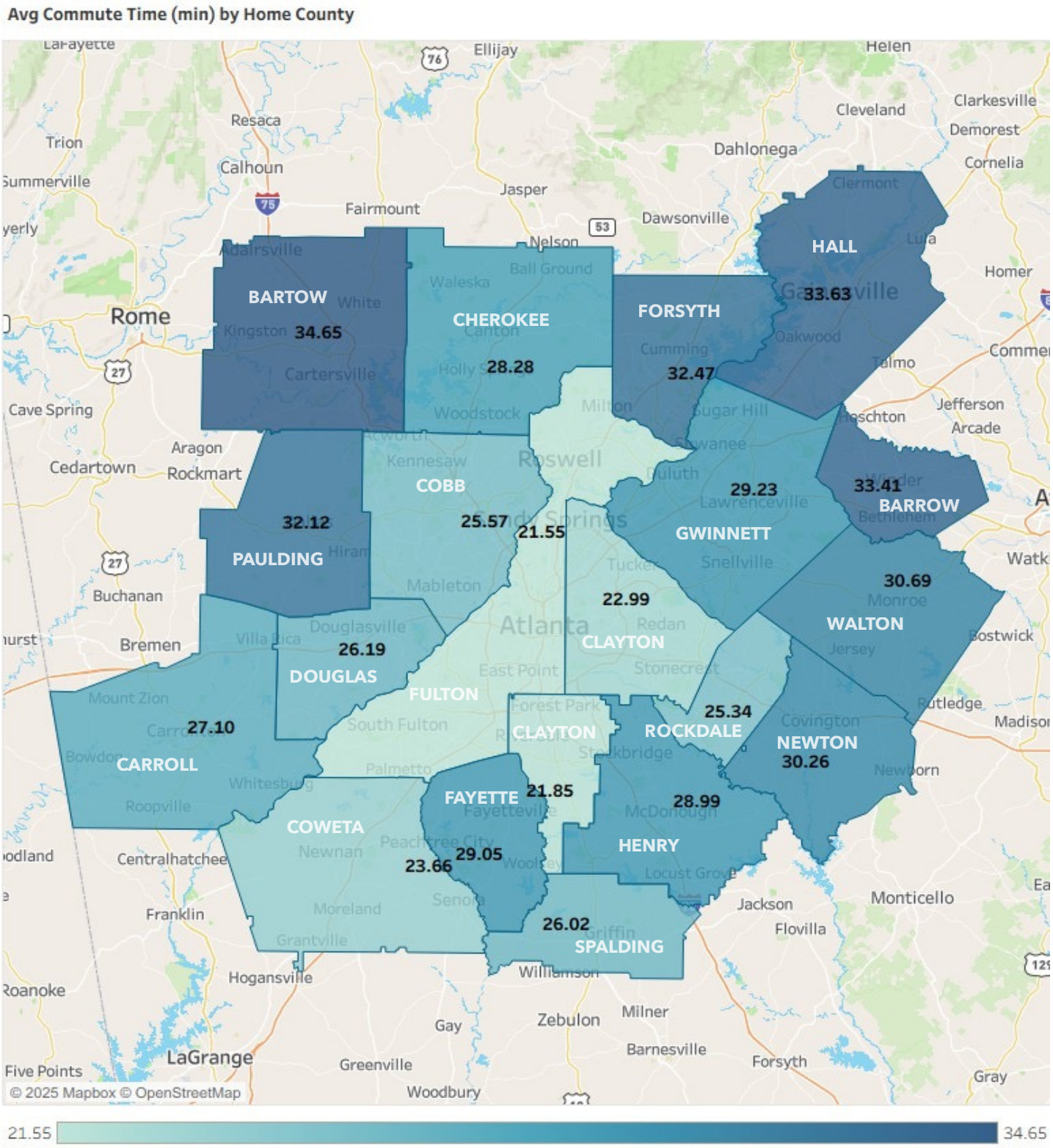


Figure 4-10 shows the reported average commute distances by county. As with the distance, these were shortest nearest the core, though the pattern varies slightly. The overall regional average commute time was 34.6 minutes, significantly down from the 2019 average of 39.3 minutes, despite the similar average distance. This reduction in commute time despite similar commute distances could be related to the increase in non-standard work schedules resulting in the spreading out of peak-period congestion.

Figure 4-10. Distribution of Average Commute Time (in minutes) by County (n=4,337)



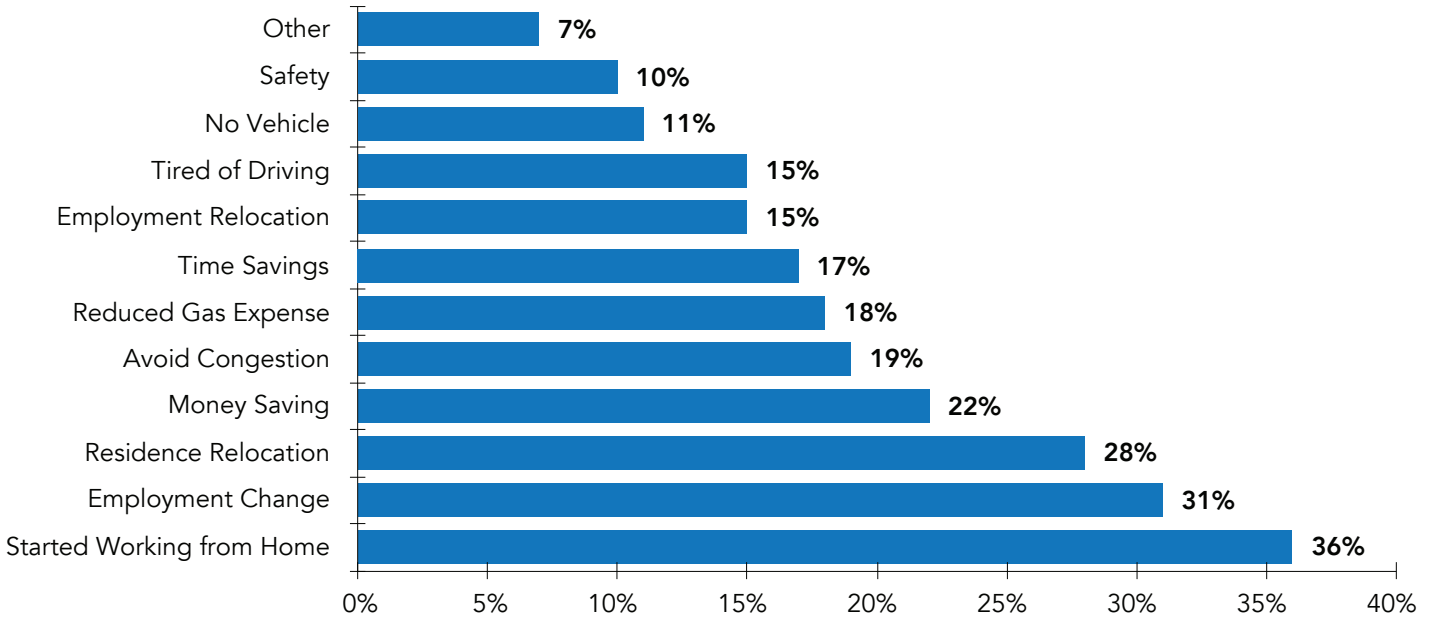
5.0 Motivations for and Barriers to Alternative Mode Use

Understanding what influences commuters to change their travel modes, what prevents them from using alternatives, and what benefits they perceive from using non-SOV commute modes helps explain broader commuting trends in the Atlanta region. This section summarizes how often workers have changed their primary commute mode, the reasons for doing so, the importance placed on having access to alternatives, and the most common barriers and incentives related to non-drive-alone travel. It also examines how recent home or work location changes connect to commuting considerations.

5.1 Mode Change

Primary commute modes have shifted over the last five years, as 17% of respondents changed their primary mode to work during this time. Figure 5-1 illustrates that the most common reason for changing commute modes was starting to Work From Home (36%), followed by an employment change (31%) and residence relocation (28%). Financial and time-related factors also played notable roles - 22% cited money savings, 19% sought to avoid congestion, and 17% switched to save time. Smaller shares reported reasons such as reducing gas expenses (18%), employment relocation (15%), or being tired of driving (15%). Safety concerns (10%), lack of a vehicle (11%), and other miscellaneous factors (7%) were less frequently mentioned. These findings suggest that both major life changes and practical considerations—particularly the rise of remote work—have influenced commuting choices in recent years.

Figure 5-1. Reason for Primary Mode Change in the Last 5 Years (n=907)



5.2 Barriers and Benefits of Using Non-Drive-Alone Modes

Respondents identified a range of challenges that make it difficult to use alternative commute modes. As shown in Figure 5-2, the most frequently cited barrier was longer trip time (47%), followed closely by no transit available for the trip (45%). Other common barriers included preferring the current mode (39%), incompatible work hours (35%), and the need for a personal vehicle either before/after work (22%) or during the workday (19%). Smaller shares mentioned longer distance (18%) and the need to transfer on transit (16%). Collectively, these results highlight the influence of travel time, service availability, and schedule flexibility on how commuters view the viability of any other mode.

The barriers are largely similar regardless of age, however travel time was more of an issue for younger workers, while compatibility with work schedule was for their older counterparts. In the core counties, respondents focused on the travel time, especially in those counties with the most transit service—Fulton and DeKalb. Even in those counties, many commuters do not feel transit serves their area or would require too much transferring to use it. In addition, 77% of respondents that commute to a work location reported having either free or subsidized parking available to them (see section 8.1 below). While this might not be a conscious barrier to using alternative modes, it certainly incentivizes commuters to drive alone to work.

Figure 5-2. Barriers to Non-Drive Alone Travel* (n=3,880)

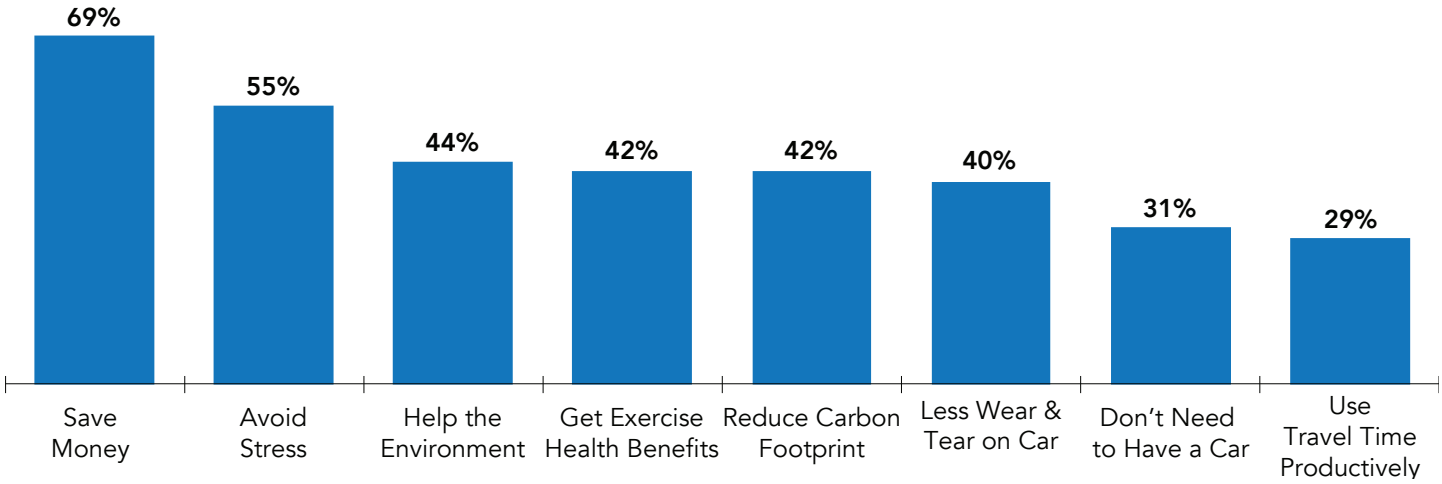
	18-34 Years	35-44 Years	45-54 Years	55-64 Years	65+ Years	All
Longer Trip Duration	54%	49%	42%	41%	36%	**47%**
No Transit Service Nearby	42%	48%	46%	44%	44%	**45%**
Current Mode Preference	39%	37%	38%	40%	39%	**39%**
Not Compatible with Work Schedule	30%	34%	38%	42%	43%	**35%**
Vehicle Needed Before/After Work	22%	23%	26%	19%	22%	**22%**
Vehicle Needed for Work	17%	17%	21%	21%	23%	**19%**
Longer Commute Length	19%	19%	18%	15%	16%	**18%**
Transit Transfer Needed	19%	15%	13%	14%	11%	**16%**
Increased Travel Cost	13%	12%	8%	6%	5%	**10%**
Other	8%	9%	11%	12%	13%	**10%**

	Clayton	Cobb	DeKalb	Fulton	Gwinnett	Northeast	Northwest	Southeast	Southwest	All
Longer Trip Duration	53%	49%	59%	61%	49%	33%	35%	34%	38%	**47%**
No Transit Service Nearby	41%	57%	37%	41%	49%	44%	48%	40%	38%	**45%**
Current Mode Preference	42%	34%	30%	38%	34%	42%	41%	48%	48%	**39%**
Not Compatible with Work Schedule	30%	35%	31%	29%	37%	40%	39%	38%	39%	**35%**
Vehicle Needed Before/After Work	17%	19%	25%	21%	21%	27%	23%	25%	23%	**22%**
Vehicle Needed for Work	19%	14%	15%	16%	19%	21%	23%	24%	23%	**19%**
Longer Commute Length	18%	16%	17%	15%	19%	16%	20%	22%	19%	**18%**
Transit Transfer Needed	16%	23%	27%	22%	18%	6%	7%	6%	6%	**16%**
Increased Travel Cost	19%	7%	7%	8%	11%	12%	10%	14%	12%	**10%**
Other	9%	8%	11%	9%	10%	12%	10%	10%	11%	**10%**

** Multiple selections were allowed resulting in totals above 100%.*

Respondents who reported using alternative modes, on the other hand, recognized numerous advantages to using non-drive-alone modes. Figure 5-3 shows that saving money (69%) and avoiding stress (55%) were the top reported benefits. Many also noted helping the environment (44%), getting exercise (42%), reducing carbon emissions (42%), and less wear and tear on a vehicle (40%) as key benefits. Smaller but meaningful shares valued using travel time productively (29%) and not needing to drive (31%). These findings show that commuters perceive both practical and personal benefits when alternatives are feasible.

Figure 5-3. Benefits of Using Non-Drive Alone Modes* (n=478)

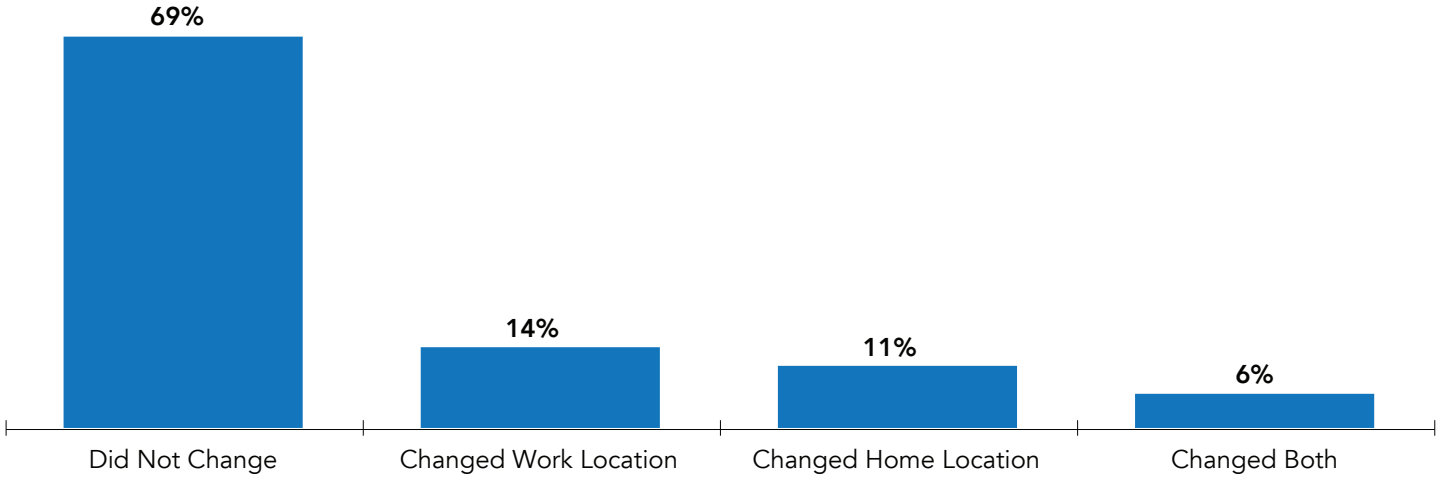


** Multiple selections were allowed resulting in totals above 100%.*

5.3 Home and Work Location Changes Related to Commute Factors

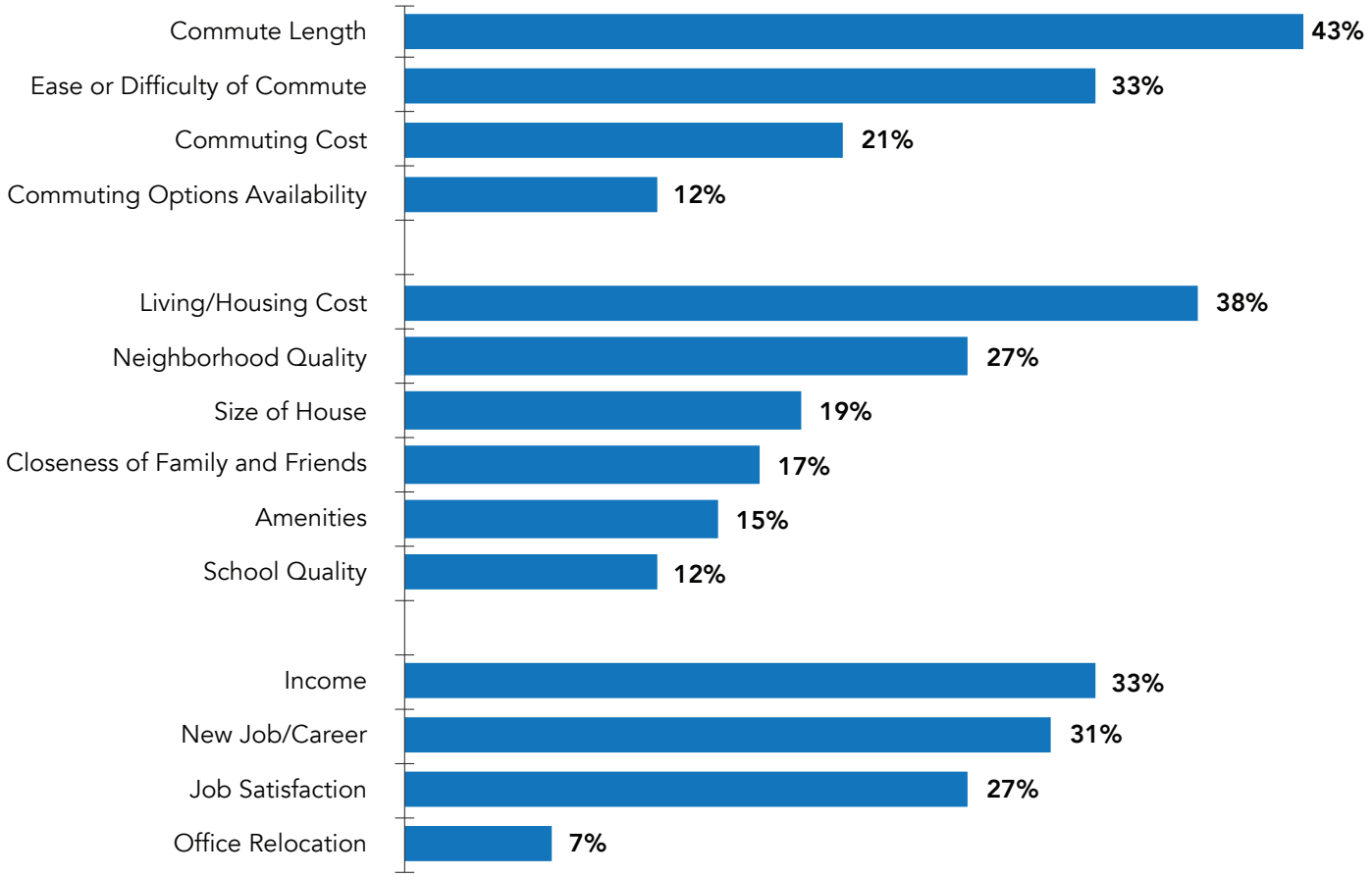
Commuting considerations also play a role in relocation and job decisions. As shown in Figure 5-4, 31% of respondents reported a change in home or work location during the past year; 14% changed work location, 11% changed home location, and 6% changed both. The remaining 68% reported no change in home or work location.

Figure 5-4. Change in Home/Work Location Over the Past Year (n=5,561)



For respondents who had relocated, as shown in Figure 5-5, the most frequently cited factor was commute length (43%), followed by living or housing cost (38%), ease or difficulty of commute (33%), and income (33%). Other important reasons included new job or career (31%) and neighborhood quality (27%). These results demonstrate that both commute convenience and broader affordability factors contribute to decisions about where people live and work.

Figure 5-5. Reason for Home/Work Location Change Over the Past Year (n=1,478)



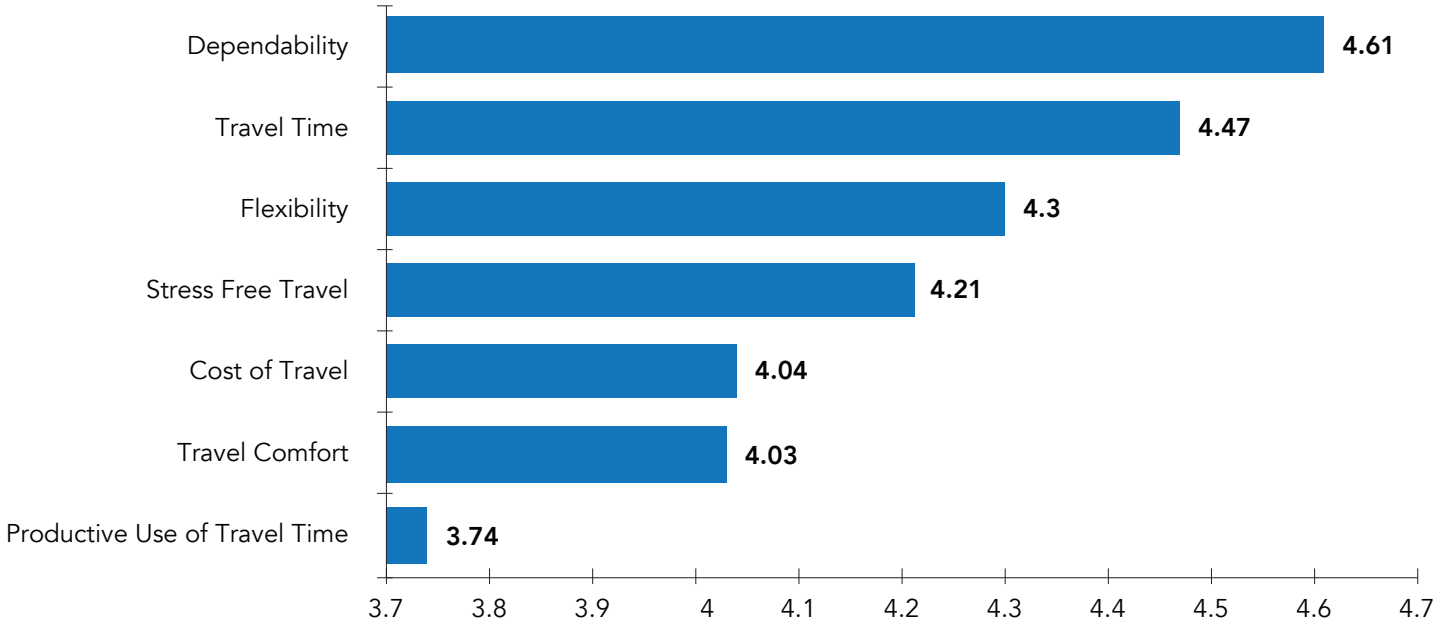
6.0 Mode Choice Decision Factors and Benefits of Alternative Modes

6.1 Travel Attributes Important to Commute Mode Choice

Respondents also rated the importance of several travel attributes when choosing their commute mode. Dependability (75%) and travel time (64%) were most frequently rated as very important. Flexibility (56%) and stress-free travel (54%) followed closely. Cost of travel (49%) and travel comfort (45%) were also reported as very important by nearly half of respondents, while productive use of travel time (39%) was less frequently identified as a key factor. To visualize these findings, Figure 61 represents the average importance of travel attributes, ranging from 1 – "Not at All" – to 5 – "Very Important."[2]

[2] 5: Very Important, 4: Important, 3: Somewhat Important, 2: Not Important, 1: Not at all Important, 0: Don't Know.

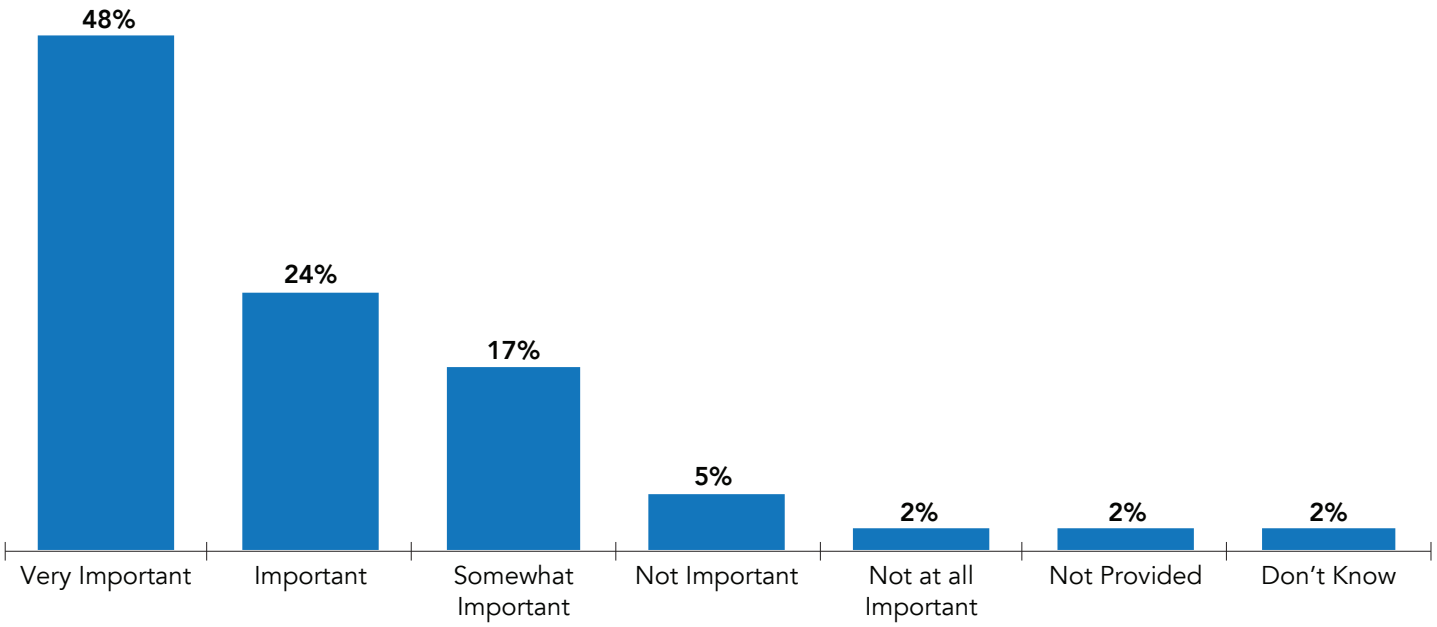
Figure 6-1. Importance of Travel Attributes in Mode Choice (n=5,657)



6.2 Benefits of Transportation Alternatives

The RCS also asked respondents to rate the importance of having access to alternative transportation options. According to Figure 6-2, nearly three-quarters of respondents (72%) rated access to non-drive-alone modes as important or very important, while 24% considered it important. About 17% said it was somewhat important, and only a small minority viewed it as not important (5%) or not at all important (2%). These findings suggest that most commuters value having the option to use transit, carpools, or other alternatives, even if they primarily drive, and that commuters might be open to using an alternative mode if they thought it best fit their needs.

Figure 6-2. Importance of Access to Alternative Modes (n=5,566)



7.0 Awareness and Use of Regional and TMA Commute Assistance Resources

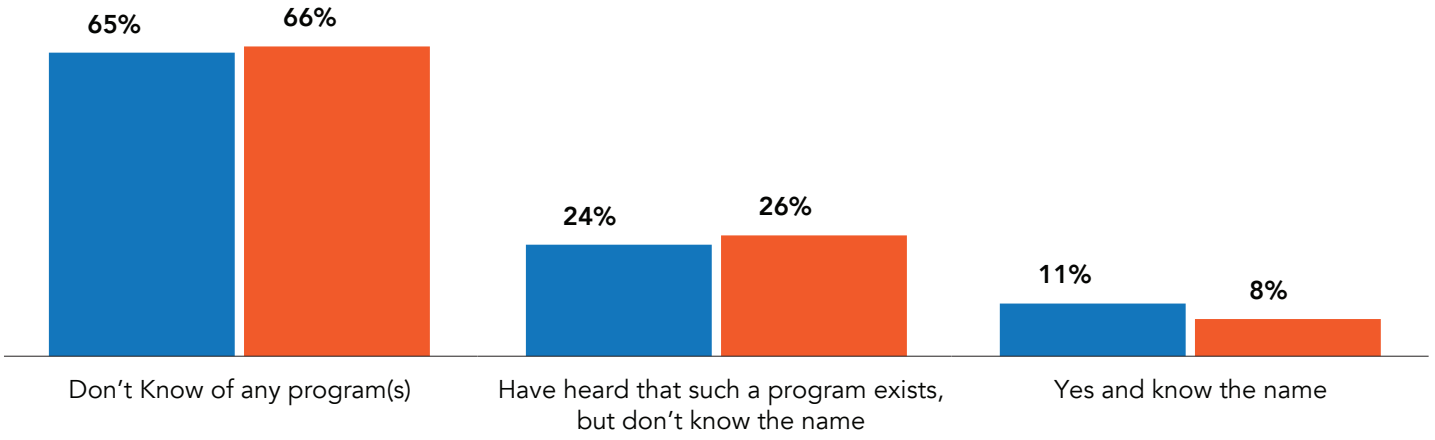
Understanding public awareness of commute assistance and employer transportation programs help identify outreach opportunities for encouraging alternative mode use. This section summarizes survey results related to respondents' familiarity with commute assistance programs in general, as well as their specific awareness of the Georgia Commute Options (GCO) program.

7.1 Awareness of Commute Assistance Resources

As shown in Figure 7-1, most respondents remain unaware of any commute assistance programs available in the Atlanta region. In 2025, two-thirds (66%) reported that they do not know if any program exists—nearly identical to the 65% observed in 2019. About one-quarter (26%) indicated that they have heard such programs exist but do not know their names, representing a slight increase from 24% in 2019. Only 8% of respondents in 2025 stated that they know the name of at least one commute assistance program, down from 11% in 2019.

These results indicate that overall awareness of commute assistance programs has remained largely unchanged since 2019, with only modest shifts in recognition. While a small portion of the population has direct awareness of available commute programs, a much larger share is either unfamiliar with their existence or lacks detailed knowledge about them.

Figure 7-1. 2019 and 2025 RCS Commuter Program Awareness (n=5,507)

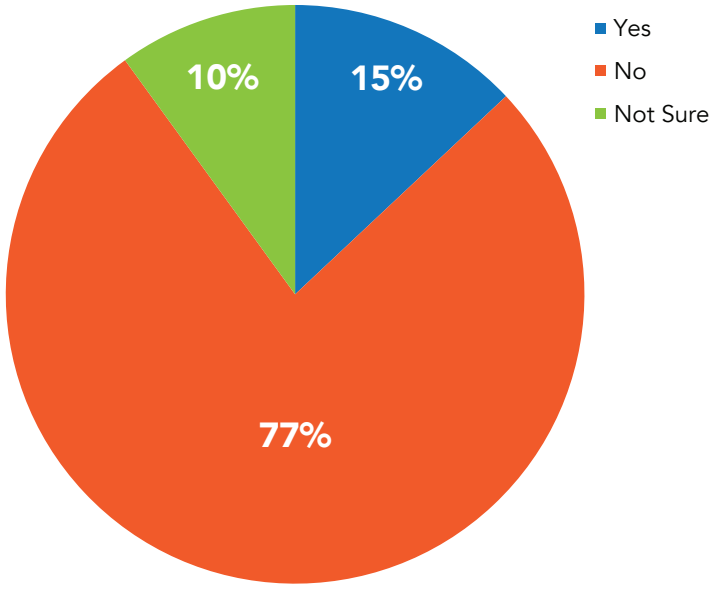


7.2 Awareness and Use of Georgia Commuter Options (GCO)

Respondents were asked specifically about their familiarity with Georgia Commute Options (GCO), the region's primary commute assistance and rideshare program. As shown in Figure 7-2, only 13% of respondents reported that they have heard of GCO, while 77% said they have not, and another 10% were not sure.

This low level of awareness underscores the opportunity to expand communication and outreach about GCO's services - particularly rideshare matching, guaranteed ride home, and employer support programs. Increasing public familiarity with GCO could help bridge the knowledge gap identified in the broader awareness results and support more widespread use of commute alternatives.

Figure 7-2. GCO Awareness (n=5,584)

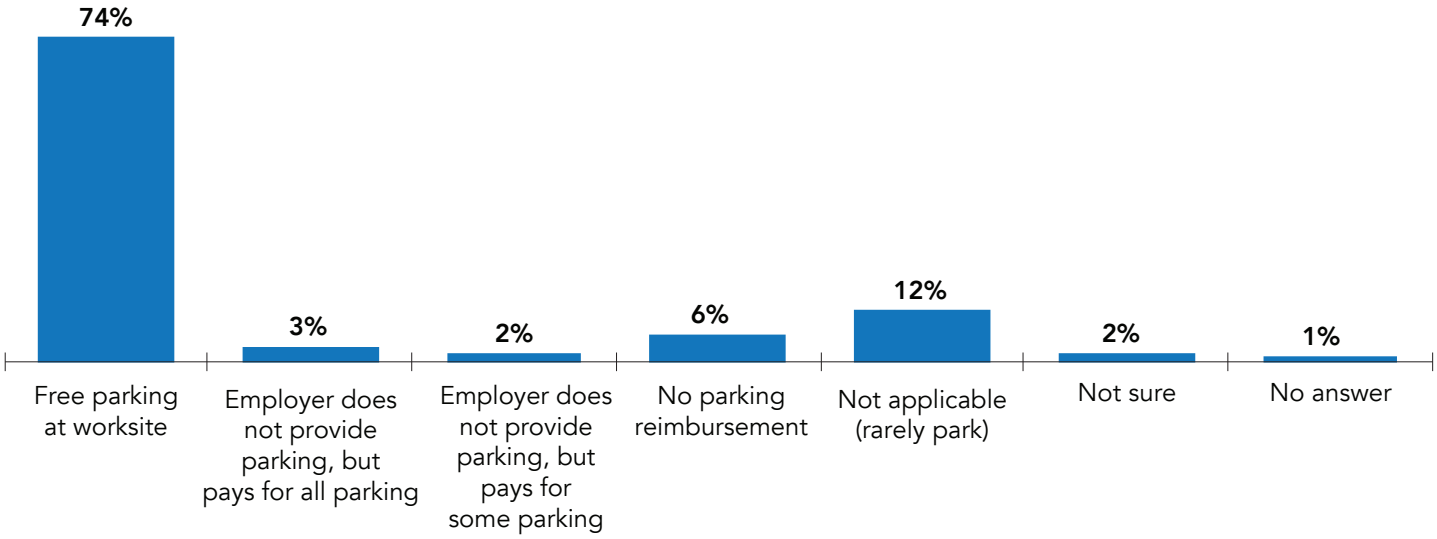


8.0 Employer Commute Assistance

8.1 Employer Provided Services

Figure 8-1 displays reported parking costs at respondents' worksites. The majority indicated that they do not pay for parking, reflecting either free or employer-provided parking availability. A smaller share reported paying a daily or monthly parking fee, and a portion indicated partially subsidized or variable parking arrangements. These results highlight a mix of parking conditions across worksites, with free parking remaining the most common arrangement.

Figure 8-1. Worksite Parking Cost Share (n=5,657)



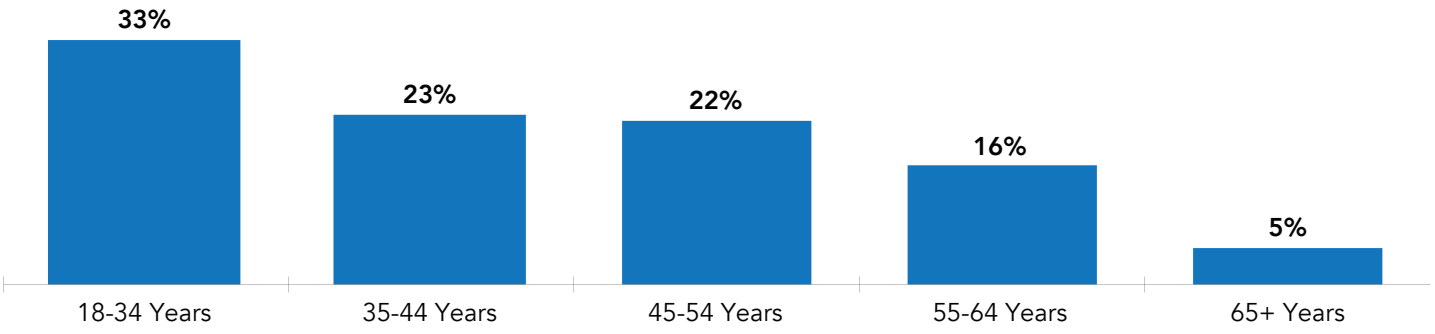
9.0 Demographics of the Sample

This section summarizes key demographic and employment characteristics of survey respondents. These profiles provide important context for interpreting travel behaviors and attitudes captured in the RCS, as factors such as age, income, household size, and type of employment can significantly influence commute patterns, work arrangements, and travel mode preferences. The data presented in this section are based on weighted responses to ensure that the survey sample more accurately reflects the underlying population. The analysis is divided into two parts: Sample Demographics, which describe respondent and household characteristics, and Employment Demographics, which focus on workplace and work schedule characteristics.

9.1 Sample Demographics

The survey sample represents a broad cross-section of working-age individuals across the region. As shown in Figure 9-1, the largest share of respondents (33%) was between 18 and 34 years old, followed by 23% aged 35 to 44 years and 22% aged 45 to 54 years. Respondents aged 55 to 64 years comprised 16% of the sample, while those aged 65 and older accounted for just 5%, indicating limited employment participation among those at or nearing traditional retirement age.

Figure 9-1. Share of Weighted Responses by Age (n=5,556)



The gender distribution of respondents, shown in Figure 9-2, was nearly even, with 52% identifying as male and 48% as female. No respondents identified as another gender. Employment status, summarized in Figure 9-3, reflects a workforce dominated by full-time employees, with 87% employed full time and only 13% employed part time.

Figure 9-2. Share of Weighted Responses by Gender

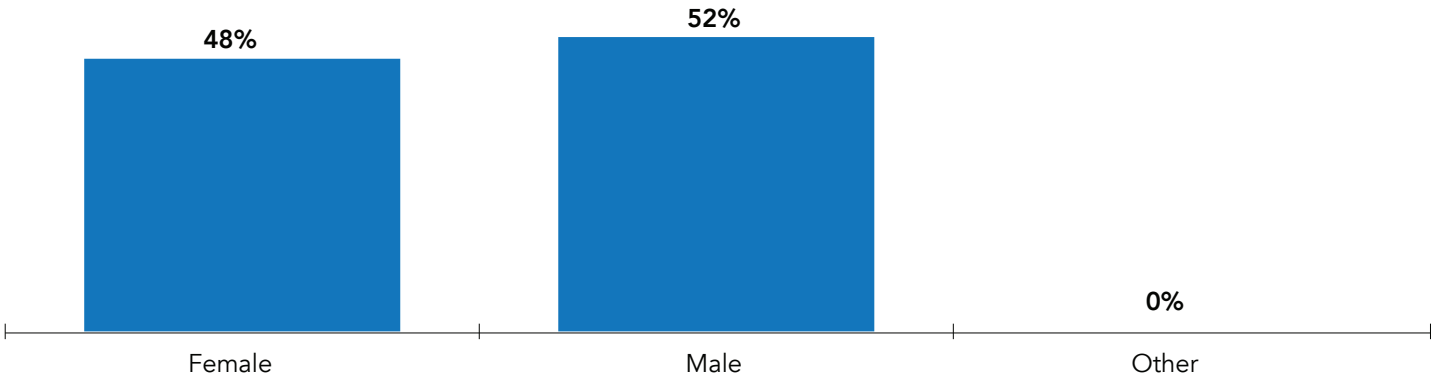
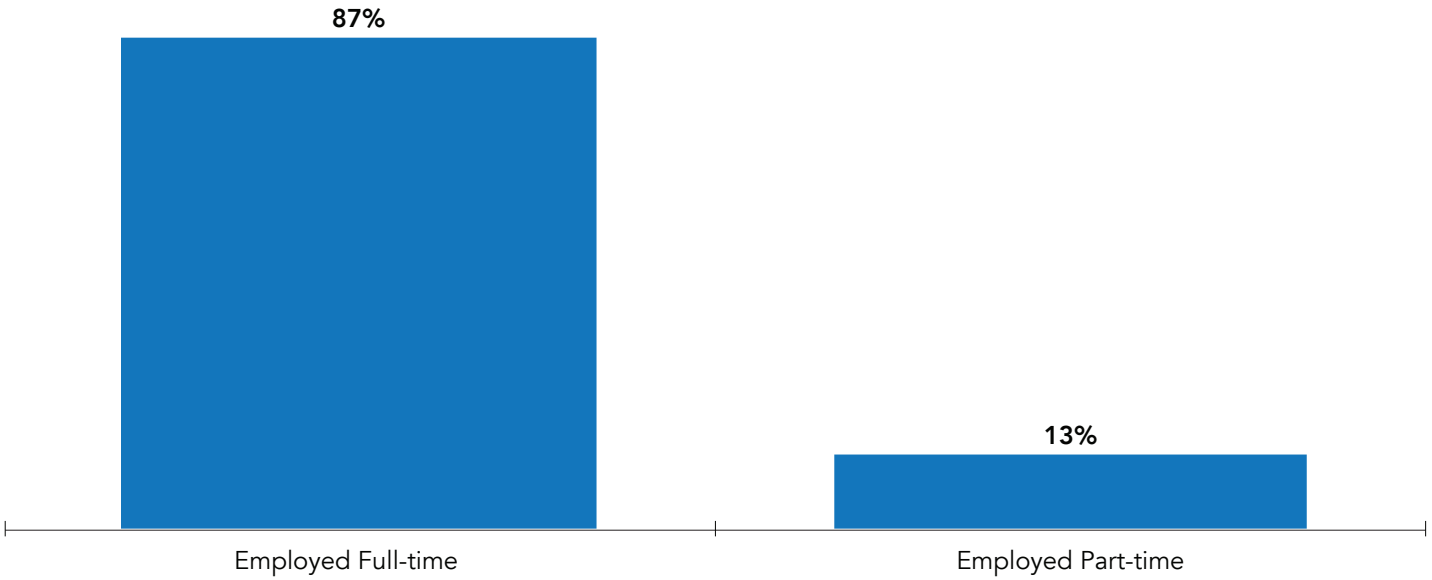
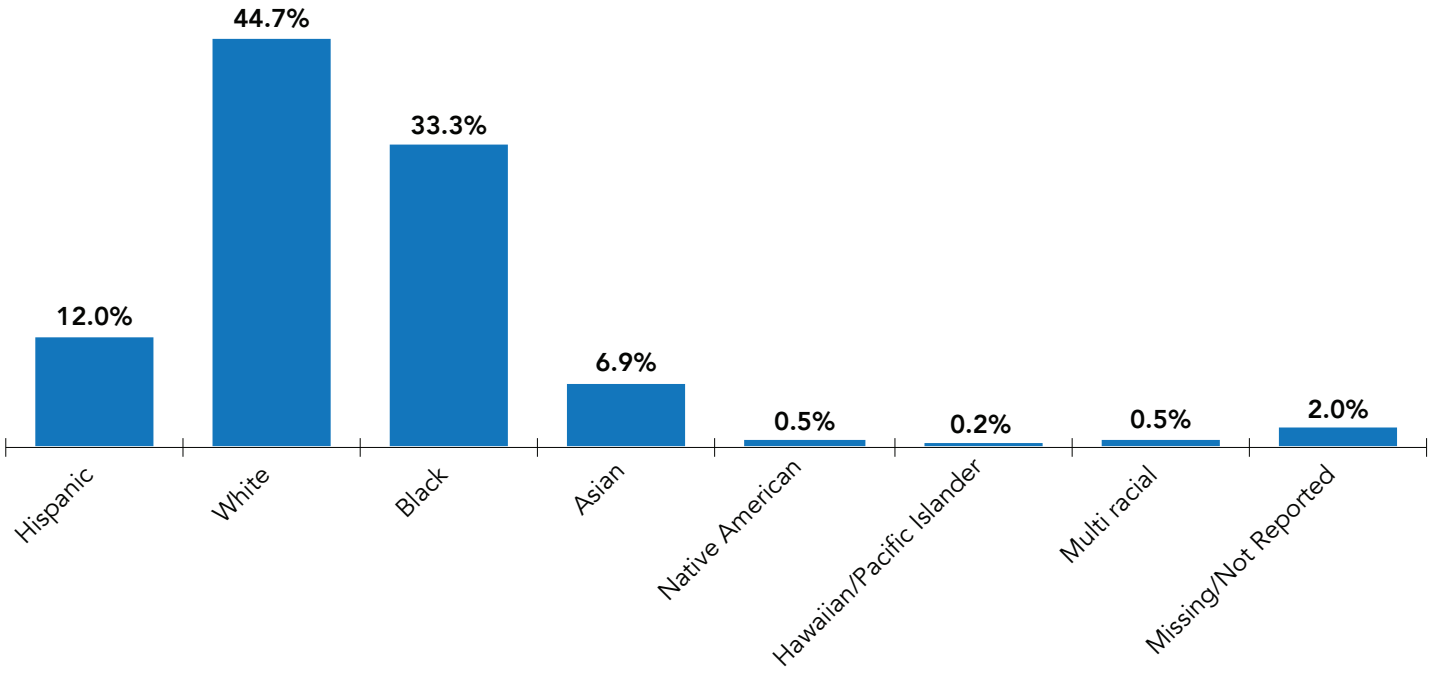


Figure 9-3. Share of Weighted Responses by Employment Status (n=5,650)



As shown in Figure 9-4, approximately 12% of respondents identified as Hispanic or Latino, while the remaining 88% did not. Nearly half of remaining respondents (45%) identified as White, followed by 33% identifying as Black or African American, and 7% as Asian. Smaller shares of respondents identified as Native American (1%), Hawaiian/Pacific Islander (<1%), multi-racial (1%), or chose not to report their race (2%).

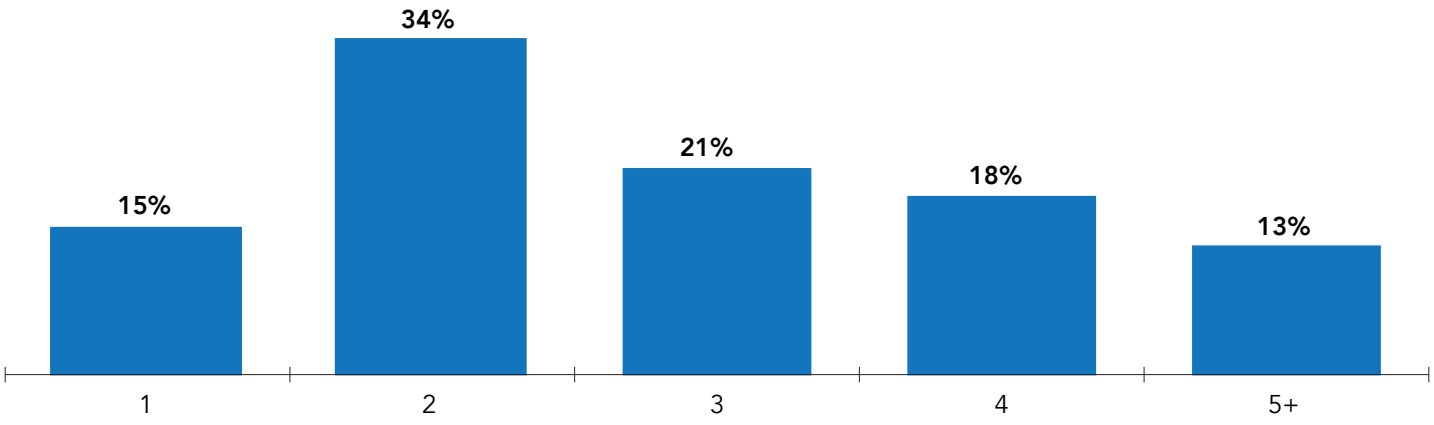
Figure 9-4. Share of Weighted Responses by Race/Ethnicity* (n=6,092)



** Hispanic includes anyone who answered yes to Hispanic. All other categories are non-Hispanic.*

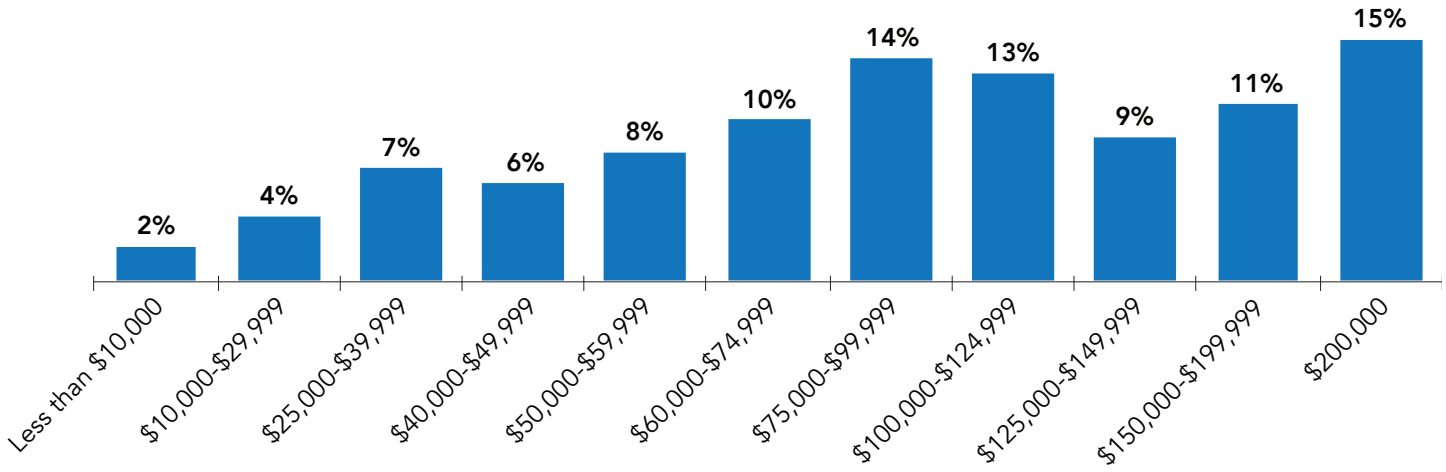
Household characteristics are illustrated in Figure 9-5 through Figure 9-9. The most common household size among respondents was two persons (34%), followed by three-person (21%) and four-person (18%) households. 15% of respondents lived alone, while 13% reported living in households with five or more people. Household income levels varied widely, but the sample skewed toward higher-income households.

Figure 9-5. Share of Weighted Responses by Household Size (n=5,609)



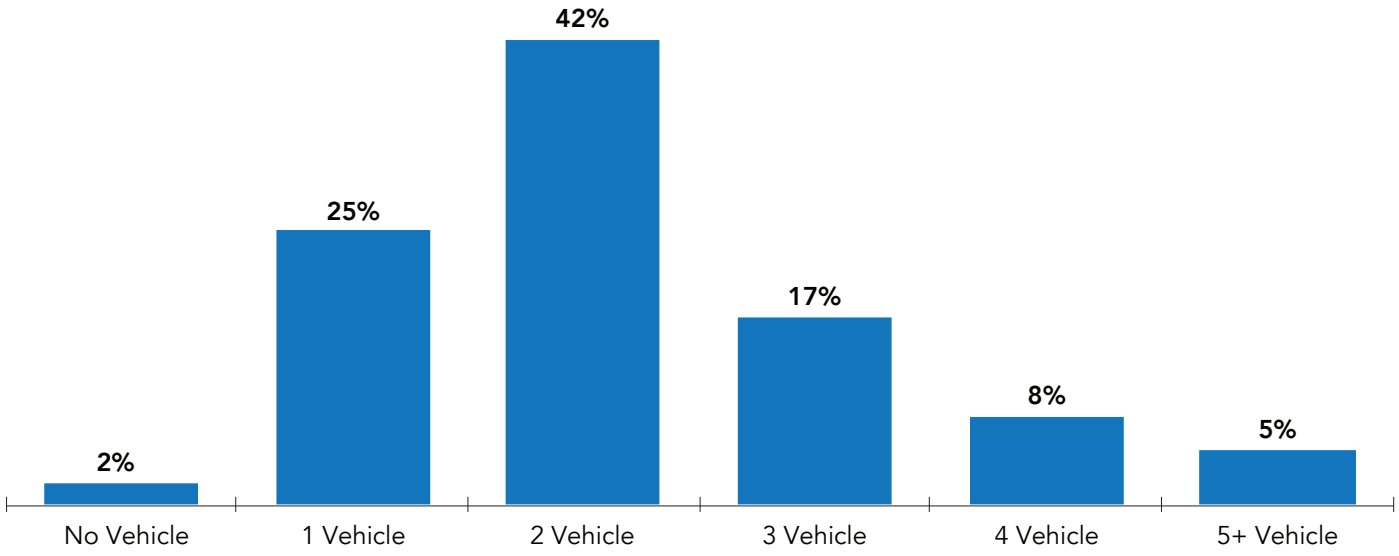
As shown in Figure 9-6, the largest share (15%) reported annual incomes exceeding $200,000, followed by 13% earning between $100,000 and $124,999 and 20% earning between $125,000 and $200,000. In contrast, lower-income households (those earning under $40,000 annually) made up only 13% of the total, suggesting a relatively affluent respondent base.

Figure 9-6. Share of Weighted Responses by Household Income (n=5,256)



Vehicle ownership was similarly high among respondents. As shown in Figure 9-7, the majority (42%) lived in two-vehicle households, followed by 25% in one-vehicle households and 17% in three-vehicle households. Only 2% of respondents reported having no vehicle available.

Figure 9-7. Share of Weighted Responses by Household Vehicles (n=5,622)



Household composition by adults and workers, shown in Figure 9-8 and Figure 9-9, was also consistent with a primarily working-age sample. Over half (52%) reported living in two-adult households, and 48% reported two workers per household. Households with three or more adults or workers were less common.

Figure 9-8. Share of Weighted Responses by Household Adults

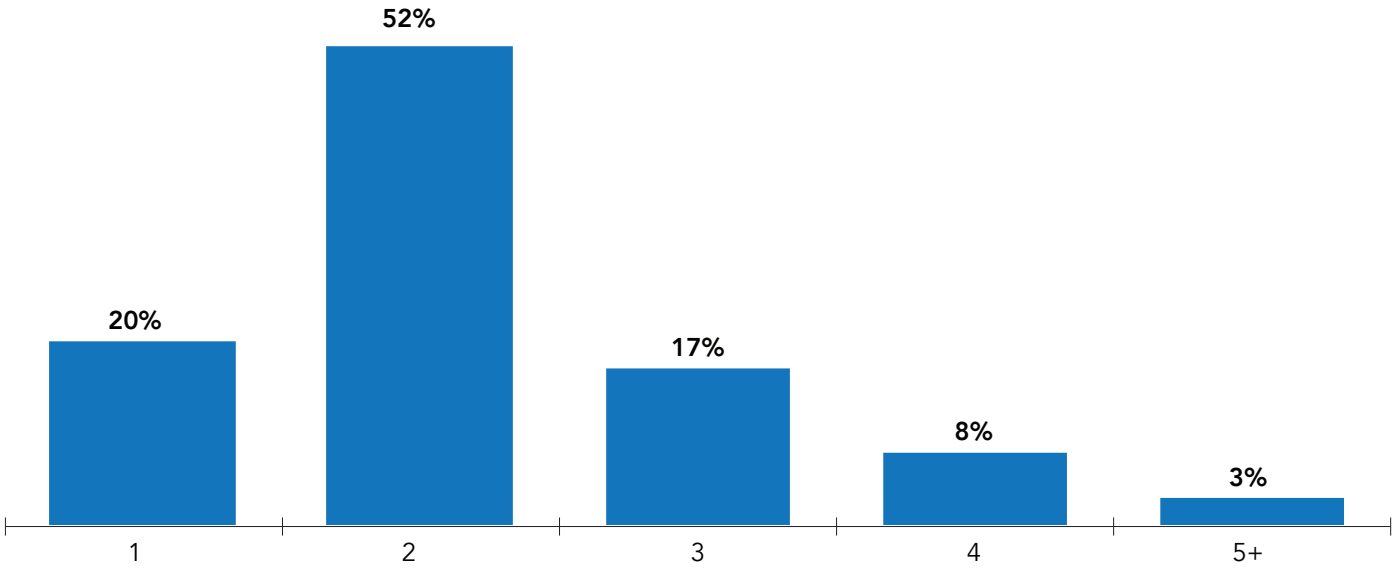
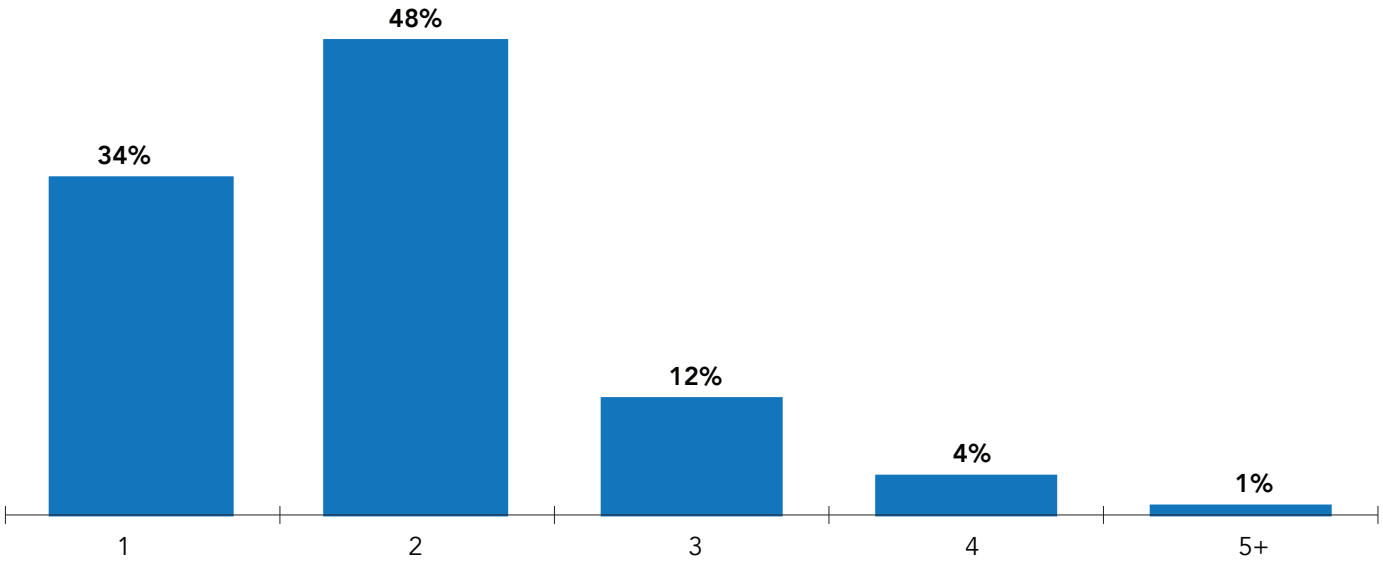


Figure 9-9. Share of Weighted Responses by Household Workers (n=5,624)

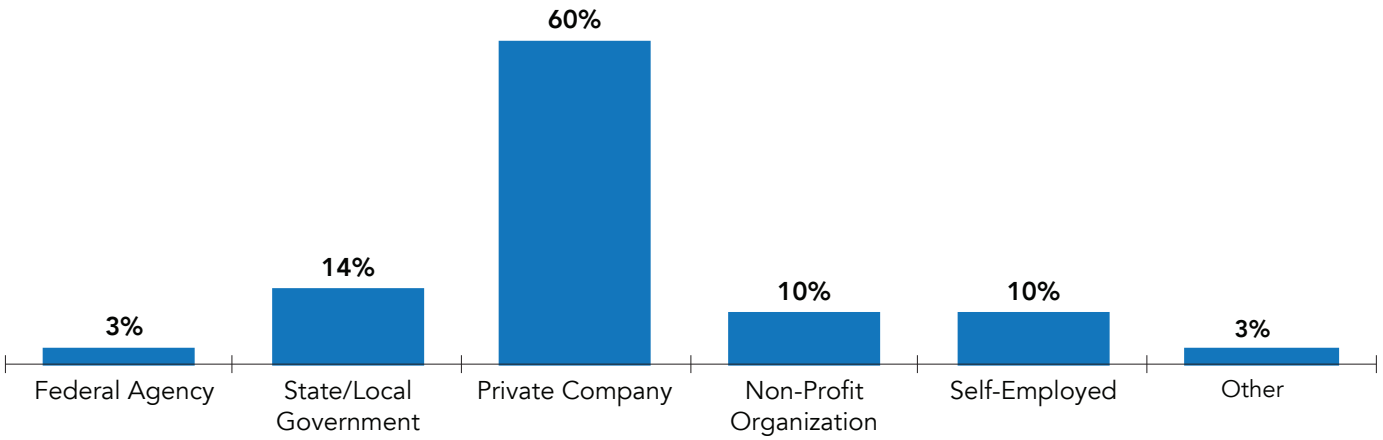


Overall, the sample reflects a range of household structures and demographic characteristics, though with stronger representation among full-time employed, higher-income, and multi-vehicle households.

9.2 Employment Characteristics

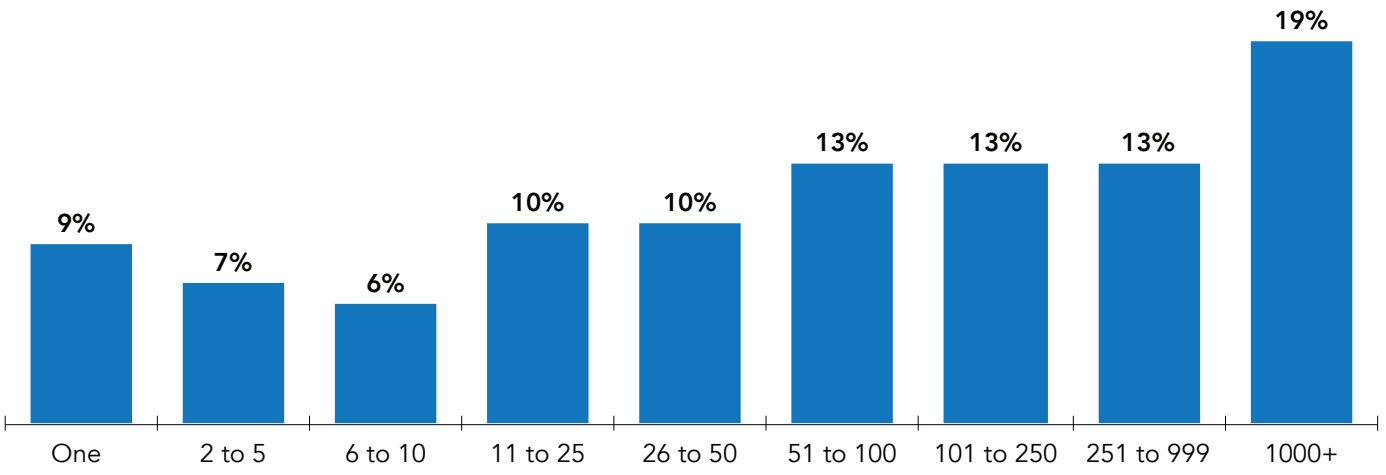
Respondents also provided information about their places of employment and work arrangements. As shown in Figure 9-10, the majority of respondents (60%) worked for private companies, while 14% were employed by state or local government agencies. Ten percent worked for nonprofit organizations, and another 10% were self-employed. Smaller shares reported working for federal agencies (3%) or in another category (3%).

Figure 9-10. Employer Type Share (n=5,527)



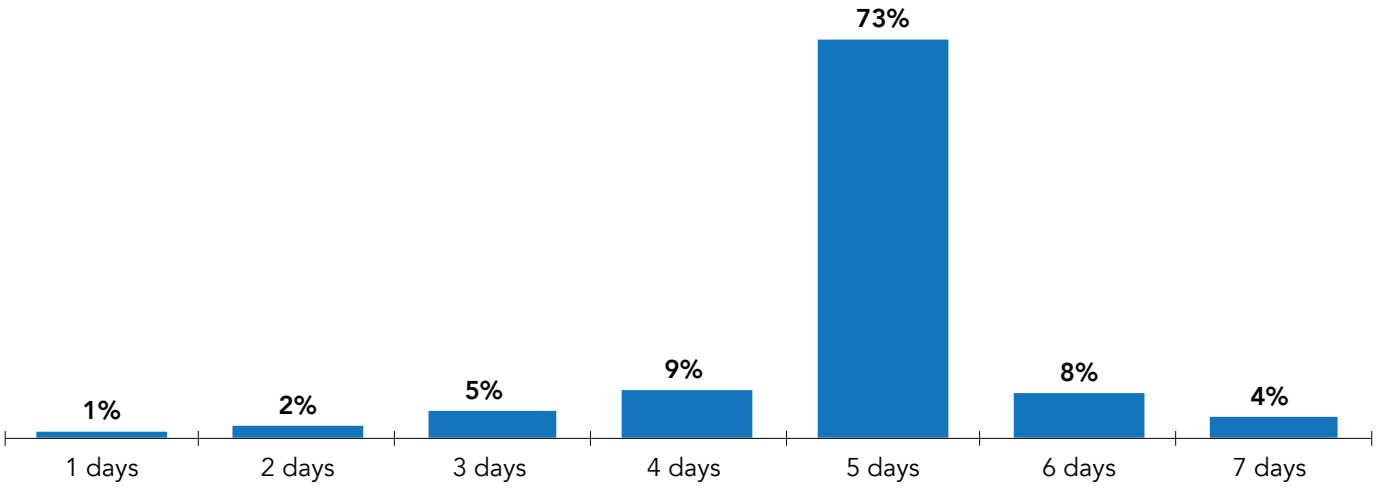
Worksite size, shown in Figure 9-11, varied across respondents, indicating a range of employment settings. The most common workplace sizes are 251+ employees, representing 34% of respondents. Another 24% of respondents worked in smaller offices with 10 or fewer employees, while about 46% work at mid-size workplaces with between 11 and 250 employees.

Figure 9-11. Share of Number of Employees at Worksite (n=5,242)



Work schedules were also relatively consistent across the sample. As shown in Figure 9-12, nearly three-quarters of respondents (73%) reported working five days per week, which aligns with a traditional full-time work schedule. Smaller shares reported working four days (9%) or six days (8%) per week, while very few respondents worked fewer than three or more than six days.

Figure 9-12. Number of Workdays Share (n=5,579)



Taken together, these findings indicate that the survey captured a representative sample of primarily full-time, private-sector workers employed across a range of organization sizes. The data reflect a workforce with traditional five-day workweeks and a high rate of stable employment within both private and public sectors.

Appendix A Survey and Sampling Methodology

A.1 Questionnaire Design

ETC Institute worked with Cambridge Systematics and ARC staff to design two versions of a survey to gather input from a statistically representative sample of commuters who live in 20 counites in north central Georgia. The survey was designed to be administered by mail, phone, and online (internet).

A pilot test was conducted in January 2025 to ensure the survey administration procedures would work as planned and to test the need for an incentive. Based on the results of the survey, ETC Institute recommended providing a $10 incentive to encourage participation in the survey. No changes to the questions on the survey based on the pilot test.

The deliverables for this task were the final survey cover letter and the final survey instrument, which were delivered at the conclusion of the pilot test. In addition to the hard copy version of the survey, ETC Institute also developed a web-based version.

The survey contained a total of twenty-eight questions about a wide range of issues related to commuter behavior and perceptions of transportation in the Atlanta area. It took the average respondent approximately 11 minutes to complete the survey.

A.2 Sample Areas and Sampling Methodology

ETC Institute worked with the project team to develop a sampling plan to ensure the results would be statistically valid for

- The ARC planning region.
- Each of the twenty counties in the survey region.
- Five TMAs, including: CCTMA, Livable Buckhead, Midtown Transportation, Perimeter Connects, and Shift.

In general, the sampling plan was designed to ensure a proportional distribution of the survey relative to the population of each county. To ensure the results for all counties would be statistically representative, a minimum of 200 completed surveys was set as the goal for MPO counties and 100 completed surveys was set as the goal for non-MPO counties, which is the reason some of the lesser populated counties received slightly more surveys. The goals for each county are provided in the table below.

Table A-1. Sampling Targets by Home Location

County Name	MPO	Population	Percent of Population	Unadjusted Sample[1]	GOAL[2]	Margin of Error[3]
Cherokee	Yes	286,602	4.6%	229	223	6.6%
Clayton	Yes	298,300	4.8%	238	231	6.4%
Cobb	Yes	776,743	12.4%	619	542	4.2%
DeKalb	Yes	762,992	12.2%	608	531	4.3%
Douglas	Yes	149,160	2.4%	119	200	6.9%
Fayette	Yes	123,351	2.0%	98	200	6.9%
Forsyth	Yes	272,887	4.4%	218	214	6.7%
Fulton	Yes	1,079,105	17.2%	860	738	3.6%
Gwinnett	Yes	983,526	15.7%	784	675	3.8%
Henry	Yes	254,613	4.1%	203	202	6.9%
Rockdale	Yes	95,987	1.5%	77	200	6.9%
Barrow	No	92,792	1.5%	74	100	9.8%
Bartow	No	115,041	1.8%	92	100	9.8%
Carroll	No	127,098	2.0%	101	101	9.8%
Coweta	No	155,892	2.5%	124	124	8.8%
Hall	No	217,267	3.5%	173	173	7.5%
Newton	No	120,135	1.9%	96	100	9.8%
Paulding	No	183,164	2.9%	146	146	8.1%
Spalding	No	69,946	1.1%	56	100	9.8%
Walton	No	106,702	1.7%	85	100	9.8%
MPO Total		5,083,266	81.1%	4,053	3,956	1.6%
	TOTAL	6,271,303	100.0%	5,000	5,000	1.4%

[1] Unadjusted sample size is based on the proportional distribution of 5,000 surveys to the region's population.

[2] Recommended sample size to ensure at least 200 surveys completed in MPO counties and 100 completed in non-MPO counties. MPO counties with more than 200 surveys in the unadjusted sample were reduced in proportion to their overage.

[3] At 95% confidence interval.

To ensure the results of the survey could be used by the TMAs in the region, a minimum goal of at least 100 completed surveys was set for each of the five TMAs. The goals were slightly higher in the TMAs with more jobs as shown in the table below.

Table A-2. Sampling Targets by Work TMA

TMA	Number Jobs	Percent of Jobs in Region	Unadjusted Sample	Recommended Oversampling	Margin of Error[1]	Goal
CCTMA	36,889	1.60%	80	20	9.8%	100
Livable Buckhead	111,504	4.80%	240	0	6.3%	240
Midtown Transportation	80,203	3.40%	170	0	7.5%	170
Perimeter Connects	114,574	4.90%	245	0	6.3%	245
Shift	104,631	4.50%	225	0	6.5%	225
					TOTAL	**980**

[1] At 95% confidence interval.

The sampling plan was designed to provide a statistical precision of at least +/-1.4% at the 95% level of confidence for the 20-county region and at least +/-1.6% at the 95% level of confidence for the MPO. The sampling plan was also designed to ensure the results for each of 20 counties and the 5 TMAs would have a precision of at least +/-9.8% at the 95% level of confidence.

A.3 Sample Acquisition

ETC Institute used an enhanced address-based sampling frame to obtain the random survey sample. This type of sampling frame provides strong geographic controls and draws from the Untied States Postal Service mail delivery database. Unlike telephone frames which can be limited in their coverage, address-based frames contain near 100% geographic coverage of the sampled area, which in this case was the twenty counties included in the study area.

Since the sample was address-based, each residential address within a county had an equal probability of being selected for the survey. Selected addresses included renters and homeowners. The types of housing selected for the survey included both single-family (houses/mobile homes) and multi-family (apartments, duplexes, triplexes, condominiums, etc.) residences. Group housing, such as prisons, dormitories, and military barracks were not included.

Once the addresses were selected, ETC Institute purchased marketing data from Data Axle (formerly InfoGroup) about the households that were selected. The marketing data included:

- Names of occupants
- Employment status
- Email addresses
- Phone numbers
- Hispanic ancestry
- Race
- Age
- Level of Education

This marketing data allowed ETC Institute to follow-up with populations that were less responsive to the survey to ensure all population groups were well represented in the survey.

ETC Institute obtained a total of 100,000 addresses for the survey, representing twenty times the overall goal of 5,000 completed surveys. For example, the completed survey goal for the Rockdale County was 200, so a total of 4,000 households were initially selected at random for Rockdale County. The quantity selected was based on the worst case of achieving a 5.0% response rate.

A.4 Survey Administration

The following describes the process of conducting the 2025 ARC Regional Commuter Survey.

A.4.1 Staff Training

The survey was conducted by professional ETC Institute in-house staff that conduct surveys year-round. This survey did not have any unique protocols that were significantly different from other surveys conducted by ETC Institute. Beyond familiarizing ETC Institute staff with the survey content and purpose of the survey, no additional training was required.

A.4.2 Administration Mode/Methodology

Three methods of data collection were used to collect and process the survey data: 1) mail; 2) online (internet); and 3) phone. The methodology for administering the survey is described in the following.

ETC Institute initially mailed the survey and a cover letter (on ETC Institute letterhead) to a stratified random sample of households in each county based on the target goal for completed surveys in each county. The number mailed, and the response rates for each county by survey completion mode, are provided later in this document. Residents who received the survey by mail had the option of completing it in one of the following three ways:

- By mail using a postage-paid return envelope that was included with the survey.
- By going online to the survey website. The website along with a QR code for the website were printed on the survey.
- By calling a toll-free number, which was printed on the cover letter and survey. ETC Institute had interviewers who answered inbound calls from residents who preferred to complete the survey by phone. ETC Institute provided bilingual interviewers to allow respondents to participate in both English and Spanish.

ETC Institute followed up with residents that did not respond to the survey within seven days to maximize survey participation. The follow-up methods included the following:

- Sending e-mails and texts to those for whom email addresses and text numbers were obtained. The emails and texts contained a link to the on-line version of the survey.
- Calling respondents and leaving voice messages about the survey with those that did not answer the phone. ETC Institute also provided those who did not answer their phone an opportunity to complete the survey by phone, in either English or Spanish.
- Mailing a postcard with a QR code to remind participants to complete the survey.

- Placing ads with a link to the survey on the social media feeds (Facebook, Instagram, and Messenger) of residents who were randomly selected for the survey. These ads targeted respondents with mailing addresses, phone numbers, and/or email addresses that were selected for the survey.

All respondents who completed the survey online were required to enter a PIN (Personal Identification Number) that was printed on their survey and their home address. ETC Institute matched the PINs and the home addresses entered against addresses that were randomly selected for the survey sample. If a respondent did not provide an address, or the address provided did not match one of the addresses selected for the sample, the response did not count as a completed survey.

ETC Institute monitored the distribution of the sample against the goals in the sampling plan for age and education level along with demographic factors, such as gender, race, and Hispanic/Latino ancestry to ensure the composition of survey sample was similar to the U.S. Census estimates for each county. Follow-up efforts (i.e., text messages, emails, etc.) were concentrated in zip codes that were more likely to have employees from each of the TMAs to maximize the number of surveys that were completed with employees working in each of the TMAs. Demographic groups that required the most follow up were respondents under age 35, Hispanics, African Americans, and respondents who worked in the Perimeter Connects TMA. Other surveying efforts were being done with employees in Perimeter Connects during the period that the ARC survey was being conducted which negatively impacted the response to this survey.

ETC Institute provided the project team with regular updates during the survey to show the progress of the survey, including the number of surveys completed by county and TMA.

A.4.3 Spanish Participation

The survey was available in English and Spanish. The English version of the survey was included in the survey packet that was mailed to residents. The survey packet also included instructions in Spanish. The Spanish instructions included a phone number that residents could call to participate in the survey in Spanish.

A.4.4 Number of Households Selected for the Survey and Response Rate

ETC Institute mailed the survey to a stratified random sample of 57,900 households. Although 100,000 households were selected for the sample, ETC Institute did not use all addresses that were selected because the response rate of 10.6% was significantly better than the worst-case scenario.

The survey was administered in waves until the goal for completed surveys was met for each county. Each wave consisted of making at least five attempts to reach the survey respondent via mail, phone, text, and/or email. The number of surveys that were mailed to each county and the response rate for each county is also provided in the table on the top of the next page. Only 195 (0.3%) were returned as undeliverable. The reason all 195 were undeliverable was due to the property not being occupied at the time delivery was attempted.

A.4.5 Survey Schedule

The survey was conducted between February 15, 2025, and May 31, 2025. The specific dates/milestones are as follows:

- **Jan 1-20:** Pilot test conducted
- **Feb 6:** ARC approved surveys materials and provides feedback on social media ads.
- **Feb 19:** First wave of surveys mailed.
- **March 1:** Follow-ups by text, mail, and social media advertising began.
- **March 20:** Second wave of mailing completed; quantities mailed were based on the response to the initial mailing in each county.
- **April 15:** Third wave of mailing completed; quantities mailed were based on the response to the initial mailing in each county.
- **April 30:** Follow-ups by text, mail, and social media advertising were completed.
- **May 15:** Survey was completed; no additional surveys collected.

A.4.5 Issues Encountered

There were no problems or unusual issues encountered during the survey. The survey was administered as planned and was delivered according to the established timeline. A final database with the data dictionary, completion report, and full database was delivered in an Excel format.

Appendix B Survey Data Weighting and Expansion

In this survey we collected a sample of workers from the population of all workers in the region. To represent all counties and TMAs, oversampling occurred as shown in the collection results. To ensure that the samples are matched to the portions of the populations that they represent and address any biases in the demographic make-up, we calculated a weight for each record. This value sums to the worker population by county of residence, TMA of workplace, and the demographics described below.

This expansion used population totals from the ACS PUMS data as targets and applied a methodology match all of them simultaneously. The process involved iterative proportional fitting (IPF) to adjust the data to population control totals.

B.1 Weighting Targets

The initial weighting targets were set to the total workers by county taken from the ACS PUMS 2023 5-year data. The IPF process adjusted survey weights so that the sample distributions aligned with control totals derived from PUMS data. PUMS data allows for more flexibility in producing segmented totals. This microsample was filtered for workers only so totals by each characteristic and region are limited to only employed people. Controls were developed for each region across the following demographic dimensions represented in Table B-1.

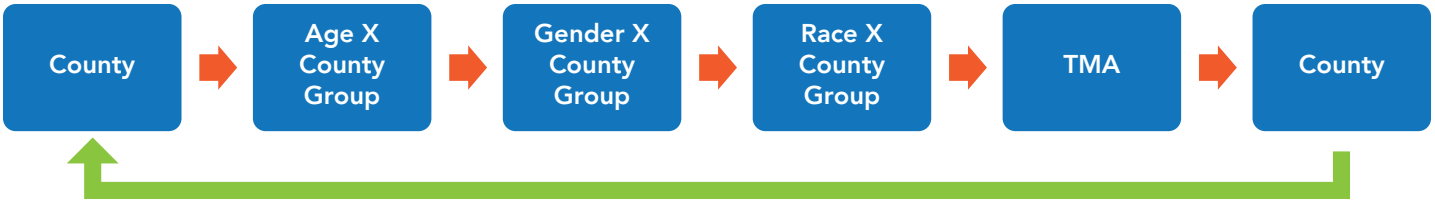
Table B-1. Demographic Segments Utilized in Weighting Data

Age x County Group	Race/Ethnicity x County Group	Gender x County Group	Home County	Workplace TMA
• 18–34 Years • 35–44 Years • 45–54 Years • 55–64 Years • 65+ Years	• Asian • Black • Hispanic • White • Other	• Female • Male	(Each of the 20 counties)	• Clifton Corridor TMA • Livable Buckhead • Midtown Transportation • Perimeter Connects • Shift

B.2 Iterative Proportional Fitting (IPF)

Weights were adjusted iteratively over 25 cycles, with one step for each set of targets in each cycle. At each step, weights were modified so that the survey distributions matched PUMS control totals for one demographic dimension, while retaining consistency with previously adjusted dimensions. The below figure visualizes the order of adjustment applied during each IPF iteration, a sequential adjustment that ensures the final weighted sample simultaneously reflects all target dimensions. The cycle starts and ends with county to ensure that all records are adjusted when the IPF starts, like an initial scaling, and that the weight exactly matches the county totals of workers.

Respondents with missing or "No Target" categories (example: gender unreported or category other than male/female) were not adjusted in that step. Results of the IPF steps were reviewed to ensure that targets were being met while weights were within a range which did not give responses excessive influence.



B.3 Final Weights and Validation

The final weights incorporate both geographic representativeness and demographic alignment. Validation tables were produced comparing weighted survey distributions against PUMS targets for each region and demographic category. These verified that:

1. Weighted totals matched targets
2. Minimum, maximum, and average weights in each segment were reasonable; and
3. Segments with smaller sample sizes, in particular, did not get extreme values.

These checks confirmed that the IPF procedure successfully reduced bias from uneven response rates while maintaining stable weight ranges.

Appendix C Survey Questionnaire

ARC 2024/25 Regional Commuter Survey – 2

1. **Are you an employed person who is 18 years of age or older? By employed, we mean a wage or salaried employee, military, or self-employed.**

2. **Which of the following best describes your employment status? If you work more than one job, please respond for your primary job.**

3. **How many days per week do you typically work?**

4. **Do you work outside your home?**

4a. What is the location where you work outside your home? *[If you work in multiple locations, please report the address and zip code where you work most often.]*

Work address (or nearby intersection): _____ Work zip code: _____

4b. How many miles is it one-way from your home to your usual work location? _____ miles

4c. How many minutes does it typically take to make this trip from home to work? _____ minutes
[If the time varies from day to day, enter what would be most typical.]

4d. How often do you TELEWORK or Work From Home? *[If you occasionally work at home in the evening or on weekends, but not during your assigned work hours, please do NOT count these days as telework days.]*

_____ (1) Never *[Go to 4e.]*
_____ (2) Less than 1 time per month *[Go to 4e.]*
_____ (3) 1-3 times per month *[Go to 4e.]*
_____ (4) 1 day per week
_____ (5) 2 days per week
_____ (6) 3 days per week
_____ (7) 4 days per week
_____ (8) 5 or more days per week
_____ (9) Other (Please Specify): _____

4d1.Please select the day(s) of the week you typically telework or Work From Home. [Check all that apply.]

_____ *(1) Monday*
_____ *(2) Tuesday*
_____ *(3) Wednesday*
_____ *(4) Thursday*
_____ *(5) Friday*
_____ *(6) Saturday*
_____ *(7) Sunday*

4e. PRIOR to the COVID-19 Pandemic, how often did you Work From Home ALL DAY?

_____ *(1) Never*
_____ *(2) less than once per week*
_____ *(3) 1 day/week*
_____ *(4) 2-3 days/week*
_____ *(5) 4+ days week*

4f. How often do you DRIVE ALONE to work?

_____ *(1) Never [Go to 4g.]*
_____ *(2) Less than 1 time per month [Go to 4g.]*
_____ *(3) 1-3 times per month [Go to 4g.]*
_____ *(4) 1 day per week*
_____ *(5) 2 days per week*
_____ *(6) 3 days per week*
_____ *(7) 4 days per week*
_____ *(8) 5 or more days per week*
_____ *(9) Other (Please Specify):*

4f1. Please select the day(s) of the week you typically drive alone to work. [Check all that apply.]

_____ *(1) Monday*
_____ *(2) Tuesday*
_____ *(3) Wednesday*
_____ *(4) Thursday*
_____ *(5) Friday*
_____ *(6) Saturday*
_____ *7) Sunday*

4g. How often do you use OTHER MODES of transportation to get to work beyond driving alone [e.g., bus, rail, walk, bike, carpool, vanpool, etc.]?

_____ *(1) Never [Go to 4h.]*
_____ *(2) Less than 1 time per month [Go to 4h.]*
_____ *(3) 1-3 times per month [Go to 4h.]*
_____ *(4) 1 day per week*
_____ *(5) 2 days per week*
_____ *(6) 3 days per week*
_____ *(7) 4 days per week*
_____ *(8) 5 or more days per week*
_____ *(9) Other (Please Specify):*

4g1. If at least 1 day per week to 4g, please select each day of the week you use each of the following non-drive-alone modes of transportation to get to work one or more days a week. If you do NOT use a mode for work, please circle "9" for "Do Not Use."

Type of Transportation	Days of the week you use this mode.							
	Mon	Tue	Wed	Thr	Fri	Sat	Sun	Do Not Use
Vanpool	1	2	3	4	5	6	7	9
Carpool	1	2	3	4	5	6	7	9
Ride a commuter express bus	1	2	3	4	5	6	7	9
Ride a local bus	1	2	3	4	5	6	7	9
Ride a train or rail	1	2	3	4	5	6	7	9
Walk	1	2	3	4	5	6	7	9
Bicycle	1	2	3	4	5	6	7	9
Ride-hailing (ex: Uber, Lyft, Taxi)	1	2	3	4	5	6	7	9
Other (Please Specify); _____	1	2	3	4	5	6	7	9

4g2. For the non-drive alone mode(s) of transportation you selected above in Q4g1, what benefits have you personally received from traveling to work this way? *[Check all that apply.]*

_____ *(01) Save money*

_____ *(02) Avoid stress*

_____ *(03) Don't need to have a car*

_____ *(04) Less wear and tear on car*

_____ *(05) Use travel time productively (e.g., read, work, sleep)*

_____ *(06) Have companionship when traveling*

_____ *(07) Arrive at work on time, less likely to be late*

_____ *(08) Get exercise, health benefits*

_____ *(09) Help the environment*

_____ *(10) Reduce greenhouse gases, reduce carbon footprint*

_____ *(11) Can use HOV lane*

_____ *(12) Other (specify):*

_____ *(13) No benefits*

4h. If less than less than 3 times per month to 4g, please select the reasons keeping you from using non-drive alone forms of transportation (e.g., bus, rail, walk, bike, carpool, vanpool, etc.) to get to work: *[Select up to to 3.]*

_____ (01)*Not compatible with work hours or schedule, work schedule varies*

_____ (02) *Would take too long*

_____ (03) *Would cost too much*

_____ (04)*Need a car for work*

_____ (05)*Need a car before/after work or for emergencies*

_____ (06) *Prefer my current type of transportation*

_____ (07)*Bus/train doesn't operate close enough to work/home*

_____ (08)*Would have to transfer buses/trains*

_____ (09)*Trip is too long/distance too far*

_____ (10)*Other (Please Specify):* _____

Reason 1: ____ Reason 2: ____ Reason 3: _____

5. Which of the following best reflects your current work schedule? *[Please select only one.]*

_____ (1) Work 5 or more days per week

_____ (2) Work four 10-hour days per week, total of 40 hours (4/40 compressed schedule)

_____ (3) Work nine days every 2 weeks, total of 80 hours (9/80 compressed schedule)

_____ (4) Work three 12-hour days per week, total of 36 hours (3/36 compressed schedule)

_____ (5) Other (Specify): _____

6. How important is each of the following travel attributes to you in choosing the type of transportation you use to get to work?

How important are the items below?	Very Important	Important	Somewhat Important	Not Important	Not at all Important	Don't Know
Cost of travel	5	4	3	2	1	9
Travel comfort	5	4	3	2	1	9
Flexibility in when you travel	5	4	3	2	1	9
Total time to make the trip	5	4	3	2	1	9
Dependability	5	4	3	2	1	9
Avoiding travel stress	5	4	3	2	1	9
Using travel time productively	5	4	3	2	1	9

7. Have you changed the primary mode of transportation you use to get to work in the past 5 years?

_____ (1) Yes *[Answer 7a.]* _____ (2) No

7a. What prompted you to change the primary mode of transportation you used to get to work?
[Check all that apply.]

_____ (01) Started working from home

_____ (02) Changed jobs/work hours, spouse started new job

_____ (03) Moved to a different residence

_____ (04) Employer or worksite moved

_____ (05) Save money

_____ (06) Reduce gas expense, high gas prices

_____ (07) Save time

_____ (08) Tired of driving

_____ (09) Safety

_____ (10) No vehicle available

_____ (11) Avoid congestion, traffic was worse

_____ (12) Other (Specify): ____

8. In the past year, have you changed either your work or home location?

_____ (1) Yes, changed home location

_____ (2) Yes, changed work location

_____ (3) Yes, changed both home and work locations

_____ (4) No, did not change either home or work location *[Go to Q9.]*

8a. What factors did you consider in your decision to make this work/home location change?
[Check all that apply.]

_____ (01) Length of commute (distance or time)

_____ (02) Ease or difficulty of commute

_____ (03) Cost of commuting

_____ (04) Commuting options that would be available (e.g., transit)

_____ (05) Cost of living, cost of housing

_____ (06) Size of house

_____ (07) Quality of neighborhood

_____ (08) Closeness to family or friends

_____ (09) Entertainment, shopping, services nearby

_____ (10) Quality of schools

_____ (11) Income, salary

_____ (12) Job satisfaction

_____ (13) Started a new job/career

_____ (14) Office was relocating - moved to stay with my employer

_____ (15) Other (Please Specify): _____

9. Do you know of any programs in the Atlanta region that offer financial incentives to commuters who carpool, vanpool, ride a train or bus, or walk or bicycle to work?

_____ (1) Yes and know the name (Please Specify) : _____

_____ (2) Have heard that such a program exists, but don't know the name

_____ (3) Don't know of any program(s)

10. Have you heard of a program in the Atlanta region called Georgia Commute Options or GCO?

_____ (1) Yes _____ (2) No _____ (3) Not sure

11. Please select the option that best describes parking costs at your work site.

_____ (1) My worksite has free parking

_____ (2) My employer does not provide parking but pays/reimburses me for ALL parking costs

_____ (3) My employer does not provide parking, but pays/reimburses me for SOME of my parking costs

_____ (4) My employer does not pay or reimburse me for any of my parking costs

_____ (5) Not applicable - I seldom or never need to park at a place of employment outside my home

_____ (6) Not sure

12. How important do you think it is for employees to have access to services and benefits that make it easier to van/carpool, ride transit, or bike/walk to work?

	Very Important	Important	Somewhat Important	Not Important	Not at All Important	Don't Know
Importance of access to services and benefits.	5	4	3	2	1	9

13. Which of the following types of travel or trip applications have you used? *[Check all that apply.]*

_____ (1) Traffic alerts (e.g., GA 511)

_____ 2) Ride hailing apps (e.g., Uber, Lyft)

_____ (3) E-Bike/E-scooter sharing apps (e.g., Lime, Bird)

_____ (4) Wayfinding apps (e.g., Waze, Google Maps)

_____ (5) Trip/fitness tracking apps (e.g., Strava, Map My Ride)

_____ (6) Transit schedule, bus/train arrival mobile app (e.g., Next Bus)

_____ (7) Other (Please specify): _____

_____ (8) None of these, I don't use those types of applications

14. In total, how many motor vehicles, in working condition, including automobiles, trucks, vans, and highway motorcycles are owned or leased by members of your household?

_____ vehicles

15. Including yourself, how many persons live in your home? Please count yourself, family and friends, and anyone who may be unrelated to you such as live-in housekeepers, roommates, or boarders.

_____ persons

16. Including yourself, how many household members are 18 or older?

_____ persons

17. Including yourself, how many household members 18 years or older are employed, either full-time or part-time?

_____ persons

18. What is your occupation?

_____ (01) Agricultural/Farmer

_____ (02) Artistic/Crafts

_____ (03) General Business (middle management, analyst, programmer, etc.)

_____ (04) Government/Public Services

_____ (05) Healthcare - Medical Services and Products

_____ (06) Laborer (hourly worker, machine operator, etc.)

_____ (07) Office Worker (clerical, secretary, word processor, data entry, etc.)

_____ (08) Manufacturing - Consumer/Industrial Goods

_____ (09) Professional/Technical

_____ (10) Real Estate Services/Property Management

_____ (11) Sales (salesperson, broker, etc.)

_____ (12) Services (retail sales, clerk, etc.)

_____ (13) Skilled Trade (electrician, plumber, construction, etc.)

_____ (14) Teacher/Educator

_____ (15) Transportation Services

_____ (16) Utilities/Energy

_____ (17) Other (Specify):_____

19. For what type of employer do you work?

_____ (1) Federal agency
_____ (2) State or local government agency
_____ (3) Non-profit organization or association
_____ (4) Private company
_____ (5) Self-employed
_____ (6) Other (Specify): _____

20. Approximately how many people are employed at your primary worksite?

_____ (01) One (Just me)
_____ (02) 2-5
_____ (03) 6-10
_____ (04) 11-25
_____ (05) 26-50
_____ (06) 51-100
_____ (07) 101-250
_____ (08) 251-999
_____ (09) 1,000 or more
_____ (99) Not sure

21. In what year were you born? _____

22. Are you female or male?

_____ (1) Male _____ (2) Female _____ (3)Other (Please Specify): _____

23. Are you Hispanic or Latino?

_____ (1) Yes _____ (2) No

24. Which one of the following best describes your racial background?

_____ (01) Asian or Asian Indian
_____ (02) Black or African American
_____ (03) American Indian or Alaska Native
_____ (04) White or Caucasian
_____ (05) Native Hawaiian or Other Pacific Islander
_____ (99) Other (Please Specify): _____

25. What is your home zip code? _____

26. In what county do you live? _____

27. Which category includes your annual household pre-tax income?

_____ (01) Less than $9,999
_____ (02) $10,000 to $24,999
_____ (03) $25,000 to $39,999
_____ (04) $40,000 to $49,999
_____ (05) $50,000 to $59,999
_____ (06) $60,000 to $74,999
_____ (07) $75,000 to $99,999
_____ (08) $100,000 to $124,999
_____ (09) $125,000 to $149,999
_____ (10) $150,000 to $199,999

_____ (11) $200,000 or more

28. THANK YOU FOR YOUR PARTICIPATION! The Atlanta Regional Council is offering a $10 gift card as an incentive for <u>fully</u> completing your survey. If you would like to access your gift card, please provide your name and email address below. Please be assured that we will not sell or use your information for anything other than the incentive. The gift card will be sent via email and is limited to one per household within the study area.

_____ (1) Yes *[Please answer Question 28a.]* _____ (2) No

28a Please provide your contact information.

Name: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:

ETC Institute
725 W. Frontier Circle
Olathe, KS 66061

Your responses will remain completely confidential. The address information to the right will ONLY be used to help classify regional travel habits.

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