Full Slide Deck
2020 Results Review

Research & Analytics, Center for Livable Communities, ARC
jskinner@atlantaregional.org
Genesis, Goals, Achievements

2013 LINK Trip to Houston Led to Effort to Build on Kinder Institute Model (Rice University)

Goals for MAS: Assess Perceptions, Define Priorities, Gauge Opinions

Stable core of questions with relevant timely topics

Demographic Crosstabs Critical

Now in Eighth Year (2013 incept)
• Method 2013-2019: Random digit dial (RDD) sample survey of residents in the Atlanta Region
  – 5,200 surveyed in 2019
• New 2020 Method: Mixed-Mode
  – RDD of 2,500 respondents
  – Online panel of 1,900
  – Overriding Focus = Pandemic
Metro Atlanta Speaks—Background

The Metro Atlanta Speaks (MAS) public opinion survey is in its eighth year. The 2020 iteration was conducted by A.L. Burruss Institute of Public Service and Research at Kennesaw State University (KSU). The surveys from 2016 through 2019 each asked 27 questions of approximately 5,400 residents in a 13-county area, with results statistically significant down to the county-level, as well as for the City of Atlanta. The 2015 MAS asked 26 questions of 5,200 residents in that 13-county area, with results significant down to the county-level but not including the City of Atlanta as a separate significant study area. The 2014 MAS was conducted by The Schapiro Group, asking 25 questions of 4,200 residents in a 10-county area, and for the first time provided results significant at the county-level. The first MAS survey—2013 and conducted by KSU, asked 21 questions of 2,100 residents—and was statistically significant only at the regional (at that time 10-county) level.

The goal in all years was to gather opinions on how the 13 (or 10)-county Atlanta region rated in terms of key quality-of-life issues like transportation, education, the economy, the arts and aging in the Atlanta region. In 2014, the survey inserted questions on water, job training, starting a business, healthcare, and parks. In 2015, the survey added questions on civic involvement and engagement. In 2016, questions were asked about financial resiliency, food insecurity, and challenges faced in accessing transportation. In 2017 questions delved deeper into resident willingness to fund transportation, and explored respondent reactions to the I-85 Collapse. In 2018 multiple questions were added about affordable housing. 2019 saw a new set of housing questions along with the new topic area of workforce development. In 2020, the survey implemented a mixed-mode methodology using an online panel in tandem with a random-digit-dial (RDD) component. The geographic coverage dropped to 10 counties and the City of Atlanta. The questions focused on COVID-19 impacts, as well as race relations.

Regional survey margin of error for the 2018 and 2019 instruments was +-1.3% percentage points (the same as 2016 and 2017, up from 1.7% in 2015 and 2.1% in 2014) at the 95 percent confidence level. County significance ranges from +-4 to +-7%. In 2020, the regional survey margin of error was +-1.5% with county significance from +-3.5% to 5%.

While each year’s survey provides a point-in-time understanding of how residents perceive the quality-of-life in metro Atlanta, a key is understanding how perceptions do or don’t change over time. ARC will seek to, with its community partners, continue this survey annually—in some form—with focus on such a “longitudinal” database as well addressing emerging topic areas.
Metro Atlanta Speaks-The Skinny

- 2013: 1 Area (10 co Region) Only, 2.1K surveyed, 21 Q
- 2014: 11 Areas (10 co+ Reg), 4.2K surveyed, 25 Q
- 2015: 14 Areas (13 co+ Reg), 5.2K surveyed, 26 Q
- 2016: 15 Areas (13 co+ Reg+ COA), 5.41K surveyed, 27 Q
- 2017: 15 Areas (13 co+ Reg+ COA), 5.46K surveyed, 27 Q
- 2018: 15 Areas (13 co+ Reg+ COA), 5.45K surveyed, 27 Q
- 2019: 15 Areas (13 co+ Reg+ COA), 5.45K surveyed, 27 Q
  - 2017 to 2019: +-1.3@ MOE Region; 4-7% @ Subregion
- 2020: 12 Areas (10 co+ Reg+COA), 4.4K surveyed, 18 Q
  - +-1.5@ MOE Region; 3.5-5% @ Subregion
- Different questions in different topics each year
Milestones: 2020 Survey

• Consultant Formally Engaged June
• Questions Finalized in early July
• Survey Conducted late July to late August
• Results Delivered during September and analysis in October
2020 Highlights

• COVID-19 Impacted Our World, Greatly
  – A Major Impact on 2 of 3 of Us

• It Changed How We Assessed Our Biggest Problem/ Challenges
  – Public Health to 1st
  – Crime at second, though down (in share) from last year
  – The Economy, up from 7% in 2019 to 15% this year
  – Race Relations to 4th, up from 4% last year to 12%
  – Transportation falls to 5th place (from the top)

• It Changed Our Employment/ Economic Stability and Health Situation(s)
  – Almost all pre-pandemic workers had COVID-19 disintegrate, or greatly alter, their work life
  – More stress on dealing with the basics and with financial emergencies
  – Concern with Health (obviously) increased, and Delay in Health Care pervasive

• It Laid Bare Inequities in our Society
  – We DO perceive discrimination...some more than others
  – EVERYONE needs education about the extent of the gaps
  – We perceive, to some degree, a need for nuanced management of societal ills

• ...But We Still Have Hope for the Future
  – A slight increase in those seeing things as getting better in the next 3-4 years
COVID-19
Extent of COVID Impact: 2020

- Major impact: 66.8%
- Minor impact: 24.0%
- No impact at all: 7.3%
- DK: 1.9%
Extent of COVID Impact by County: 2020

- Henry: 72.2% Major impact, 21.6% Minor impact, 4.5% No impact at all, 2.5% DK
- DeKalb: 71.9% Major impact, 21.1% Minor impact, 5.8% No impact at all, 2.2% DK
- Fulton: 69.9% Major impact, 20.6% Minor impact, 6.4% No impact at all, 3.4% DK
- City of Atlanta: 69.7% Major impact, 18.6% Minor impact, 8.9% No impact at all, 3.9% DK
- Clayton: 69.2% Major impact, 19.3% Minor impact, 9.5% No impact at all, 3% DK
- Fayette: 65.5% Major impact, 23.8% Minor impact, 10.3% No impact at all, 2.5% DK
- Gwinnett: 64.4% Major impact, 26.1% Minor impact, 7.8% No impact at all, 2.5% DK
- Douglas: 63.3% Major impact, 26.9% Minor impact, 8.2% No impact at all, 2.5% DK
- Cobb: 62.7% Major impact, 27.4% Minor impact, 9.2% No impact at all, 1.7% DK
- Rockdale: 60.4% Major impact, 30.1% Minor impact, 8.8% No impact at all, 0.7% DK
- Cherokee: 57.4% Major impact, 34.2% Minor impact, 6.0% No impact at all, 2.4% DK
Extent of COVID Impact by Age: 2020

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Major Impact (%)</th>
<th>Minor Impact (%)</th>
<th>No Impact (%)</th>
<th>DK (%)</th>
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<td>35-49</td>
<td>71.4%</td>
<td>21.0%</td>
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Extent of COVID Impact by Income Range: 2020

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Impact Level of COVID-19? The Crosstabs say...

- Highest Impacts on residents of Henry, DeKalb, and Fulton
- Lowest for residents of Cherokee, Rockdale, and Cobb
- Greater impacts--Those with graduate or professional degrees
- Females
- Middle-aged residents (35-49)—seniors lowest
- Higher for Black Respondents
- Renters
Know Anyone That Has/ Had COVID-19? By County: 2020

- Cobb: 50.4%
- City of Atlanta: 52.1%
- Clayton: 53.8%
- Fulton: 54.5%
- Gwinnett: 58.8%
- Cherokee: 61.5%
- Henry: 62.9%
- Douglas: 63.8%
- Rockdale: 66.5%
- DeKalb: 67.4%
- Fayette: 67.9%

Legend:
- Dark Red: Yes
- Green: No
- Purple: DK
Know Anyone That Has/ Had COVID-19? By Race/ Eth: 2020

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<th>Race/Eth Group</th>
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<th>No</th>
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<td>Latino*</td>
<td>66.7%</td>
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<tr>
<td>Other</td>
<td>60.5%</td>
<td>37.1%</td>
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<td>Black</td>
<td>60.4%</td>
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<tr>
<td>White</td>
<td>55.9%</td>
<td>43.3%</td>
<td>0.8%</td>
</tr>
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</table>

* Latinx may be of any race
Know Anyone That Has/ Had COVID-19? By Age Group: 2020

- 50-64: 63.8% Yes, 35.3% No, 1.9% DK
- 35-49: 62.8% Yes, 36.1% No, 1.1% DK
- 18-34: 55.0% Yes, 41.8% No, 3.2% DK
- 65+: 50.2% Yes, 49.1% No, 0.7% DK
Know Anyone with COVID-19? More Likely Yes, if...

- Residents of Fayette, Rockdale, DeKalb
- Have more education
- Aged 50-64
- Latinx
- Higher incomes
- Owners
- Employed
The Biggest Problem?: The Change from 2019 to 2020

- **Transportation**: 2019: 0%, 2020: 10%
- **Crime**: 2019: 5%, 2020: 16%
- **Public Education**: 2019: 8%, 2020: 10%
- **Human Services**: 2019: 8%, 2020: 9%
- **Economy**: 2019: 7%, 2020: 15%
- **Other**: 2019: 5%, 2020: 5%
- **Public Health**: 2019: 7%, 2020: 17%
- **Taxes**: 2019: 5%, 2020: 8%
- **DK**: 2019: 4%, 2020: 5%
- **Race Relations**: 2019: 4%, 2020: 12%

Legend:
- Blue bar: 2019
- Red bar: 2020
## The Biggest Problem?: Other Angles

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The Biggest Problem?: 2020 by County

Rockdale
- 19.8% Public Health
- 19.5% Crime
- 12.8% Economy
- 17.0% Race Relations
- 4.8% Transportation
- 10.0% Public Education
- 16.5% Human Services
- 0.0% DK
- 4.8% Other
- 17.7% Taxes

Fayette
- 19.0% Public Health
- 15.5% Crime
- 15.0% Economy
- 13.0% Race Relations
- 9.8% Transportation
- 12.2% Public Education
- 13.0% Human Services
- 0.0% DK
- 13.0% Other
- 15.0% Taxes

Gwinnett
- 18.3% Public Health
- 15.0% Crime
- 14.8% Economy
- 12.3% Race Relations
- 10.8% Transportation
- 15.1% Public Education
- 10.5% Human Services
- 0.0% DK
- 11.8% Other
- 17.5% Taxes

Cherokee
- 18.2% Public Health
- 17.5% Crime
- 14.7% Economy
- 12.7% Race Relations
- 10.5% Transportation
- 12.2% Public Education
- 10.5% Human Services
- 0.0% DK
- 15.1% Other
- 15.1% Taxes

Cobb
- 17.7% Public Health
- 16.9% Crime
- 15.2% Economy
- 10.7% Race Relations
- 12.2% Transportation
- 12.2% Public Education
- 10.4% Human Services
- 0.0% DK
- 11.8% Other
- 15.0% Taxes

City of Atlanta
- 17.0% Public Health
- 15.1% Crime
- 14.8% Economy
- 8.6% Race Relations
- 9.2% Transportation
- 9.2% Public Education
- 9.2% Human Services
- 0.0% DK
- 11.8% Other
- 15.0% Taxes

ARC 10
- 16.7% Public Health
- 16.3% Crime
- 14.8% Economy
- 11.8% Race Relations
- 10.4% Transportation
- 10.4% Public Education
- 10.4% Human Services
- 0.0% DK
- 14.8% Other
- 12.8% Taxes

Fulton
- 16.5% Public Health
- 13.0% Crime
- 15.1% Economy
- 9.8% Race Relations
- 10.0% Transportation
- 10.0% Public Education
- 10.0% Human Services
- 0.0% DK
- 14.8% Other
- 12.8% Taxes

DeKalb
- 15.5% Public Health
- 19.6% Crime
- 12.5% Economy
- 10.9% Race Relations
- 11.5% Transportation
- 11.5% Public Education
- 11.5% Human Services
- 0.0% DK
- 11.5% Other
- 11.5% Taxes

Clayton
- 14.5% Public Health
- 19.7% Crime
- 20.4% Economy
- 13.2% Race Relations
- 7.0% Transportation
- 7.0% Public Education
- 7.0% Human Services
- 0.0% DK
- 13.2% Other
- 13.2% Taxes

Douglas
- 13.7% Public Health
- 15.2% Crime
- 17.5% Economy
- 14.2% Race Relations
- 8.2% Transportation
- 8.2% Public Education
- 8.2% Human Services
- 0.0% DK
- 11.8% Other
- 11.8% Taxes

Henry
- 11.8% Public Health
- 17.3% Crime
- 11.8% Economy
- 19.3% Race Relations
- 10.0% Transportation
- 10.0% Public Education
- 10.0% Human Services
- 0.0% DK
- 11.8% Other
- 11.8% Taxes
The Biggest Problem?: 2020 by Age Group

- Transportation: 11.7% (18-34), 11.8% (35-49), 10.4% (50-64), 5.0% (65+), 7.5% (Overall)
- Race Relations: 14.2% (18-34), 14.8% (35-49), 16.3% (50-64), 16.7% (65+), 16.3% (Overall)
- Economy: 16.2% (18-34), 14.8% (35-49), 16.3% (50-64), 16.7% (65+), 16.2% (Overall)
- Crime: 21.6% (18-34), 19.4% (35-49), 19.4% (50-64), 19.4% (65+), 21.6% (Overall)
- Public Health: 19.4% (18-34), 16.3% (35-49), 10.3% (50-64), 10.1% (65+), 10.3% (Overall)
- Education: 10.3% (18-34), 10.1% (35-49), 7.5% (50-64), 7.5% (65+), 7.5% (Overall)
- Public Services: 7.5% (18-34), 5.5% (35-49), 4.9% (50-64), 5.1% (65+), 4.9% (Overall)
- Taxes: 5.5% (18-34), 4.9% (35-49), 4.9% (50-64), 5.1% (65+), 4.9% (Overall)
- Other: 7.9% (18-34), 5.1% (35-49), 5.1% (50-64), 7.9% (65+), 5.1% (Overall)
- DK: 5.9% (18-34), 5.2% (35-49), 5.2% (50-64), 5.2% (65+), 5.2% (Overall)
Question: For Pre-Pandemic Workers...

Please tell us if you were affected by the COVID-19 pandemic in any of the following ways....

(Interviewer: Read each item separately and check if R says “yes”)

1. Laid off, terminated or furloughed from your job
2. Remained employed but with reduced hours
3. Remained employed, but forced to take a cut in wages/hourly pay
4. Allowed to work from home/telecommute
5. Quit job / resigned for personal safety
6. None of the above
Share of Pre-Pandemic Workers with One or More “Changes in Status”…By Area: 2020

- City of Atlanta: 86.0%
- Clayton: 85.8%
- DeKalb: 85.6%
- Fulton: 84.2%
- Cobb: 82.8%
- Gwinnett: 82.7%
- ARC 10: 82.4%
- Fayette: 82.1%
- Rockdale: 81.2%
- Henry: 77.4%
- Cherokee: 74.3%
- Douglas: 64.0%
Pre-Pandemic Employed Experiencing Layoffs...
By Area: 2020

<table>
<thead>
<tr>
<th>Area</th>
<th>Layoff Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clayton</td>
<td>29.2%</td>
</tr>
<tr>
<td>DeKalb</td>
<td>28.7%</td>
</tr>
<tr>
<td>City of Atlanta</td>
<td>28.2%</td>
</tr>
<tr>
<td>Fulton</td>
<td>26.7%</td>
</tr>
<tr>
<td>Rockdale</td>
<td>25.3%</td>
</tr>
<tr>
<td>Gwinnett</td>
<td>24.6%</td>
</tr>
<tr>
<td>Fayette</td>
<td>24.4%</td>
</tr>
<tr>
<td>ARC 10</td>
<td>23.8%</td>
</tr>
<tr>
<td>Henry</td>
<td>23.0%</td>
</tr>
<tr>
<td>Cherokee</td>
<td>22.5%</td>
</tr>
<tr>
<td>Douglas</td>
<td>19.5%</td>
</tr>
<tr>
<td>Cobb</td>
<td>12.7%</td>
</tr>
</tbody>
</table>

* % of 2,900 respondents employed as of the beginning of the pandemic.
Pre-Pandemic Employed Allowed to Work from Home…
By Area: 2020

- Cobb: 43.1%
- Fulton: 39.2%
- City of Atlanta: 37.7%
- Cherokee: 34.1%
- Fayette: 34.0%
- ARC 10: 33.1%
- DeKalb: 31.6%
- Rockdale: 29.5%
- Gwinnett: 26.8%
- Henry: 26.4%
- Douglas: 24.3%
- Clayton: 18.8%

* % of 2,900 respondents employed as of the beginning of the pandemic
Pre-Pandemic Employed “Changes in Pandemic” by Race: 2020

- **Latino***
- **Other**
- **White**
- **Black**

### None of the above
- Latino: 17.5%
- Other: 12.8%
- White: 20.6%
- Black: 17.5%

### Quit job for safety reasons
- Latino: 12.7%
- Other: 5.0%
- White: 6.6%
- Black: 6.6%

### Worked from home
- Latino: 17.5%
- Other: 17.5%
- White: 29.1%
- Black: 29.1%

### Remained Employed - Cut in wages/hourly pay
- Latino: 15.9%
- Other: 11.4%
- White: 15.3%
- Black: 15.3%

### Remained Employed - Reduced hours
- Latino: 22.5%
- Other: 22.5%
- White: 28.3%
- Black: 28.3%

### Laid off, terminated or furloughed
- Latino: 26.2%
- Other: 19.1%
- White: 29.0%
- Black: 19.1%
Negative Employment Outcomes for Those Employed Pre-Pandemic? More Likely, if...

- Residents of Clayton, DeKalb, and Rockdale
- Younger (18-34), or Older (65+)
- Females
- Latinx and Black
- Lower Education
- Renters
Confidence in Ability to Pay Mortgage or Rent...By Age Group: 2020

- **18-34**
  - Less than Very Confident: 40.3%
  - Very confident: 52.5%
  - Other*: 11.1%

- **35-49**
  - Less than Very Confident: 36.9%
  - Very confident: 63.3%
  - Other*: 10.6%

- **50-64**
  - Less than Very Confident: 25.0%
  - Very confident: 56.3%
  - Other*: 11.6%

- **65+**
  - Less than Very Confident: 15.4%
  - Very confident: 28.3%
  - Other*: 56.3%
Confidence in Ability to Pay Mortgage or Rent...By Race/ Ethnicity: 2020

- **Latino***: 42.3% Less than Very Confident, 48.9% Very confident, 8.8% Other*
- **Other**: 44.5% Less than Very Confident, 47.7% Very confident, 7.8% Other*
- **White**: 21.3% Less than Very Confident, 60.9% Very confident, 17.8% Other*
- **Black**: 41.6% Less than Very Confident, 48.4% Very confident, 10.0% Other*
Likelier to be Less than “Very Confident” about Paying Mortgage/ Rent, if...

- Residents of Clayton, City of Atlanta, and DeKalb
- Those households with children
- Black and Latinx
- Younger residents (18-34)
- Those Working Part-Time and Unemployed-Looking
- Renters (*)
Received Food from a Food Bank Since March:
By Area(s) 2020

Fayette: 7.5%
Cherokee: 8.5%
Gwinnett: 12.5%
Cobb: 14.0%
Henry: 15.5%
Douglas: 17.0%
ARC 10: 17.9%
Fulton: 21.3%
Rockdale: 23.5%
DeKalb: 25.0%
Clayton: 26.1%
City of Atlanta: 31.7%

Yes
No
DK
Received Food from a Food Bank Since March:
By Race/ Ethnicity, 2020

- **White**
  - Yes: 12.2%
  - No: 87.4%

- **Other**
  - Yes: 17.9%
  - No: 81.5%

- **Black**
  - Yes: 25.6%
  - No: 72.9%

- **Latino***
  - Yes: 28.6%
  - No: 71.2%
Received Food from a Food Bank Since March:
By Age Group, 2020

- 18-34: 23.3%
- 35-49: 21.4%
- 50-64: 11.4%
- 65+: 10.3%

DK: 74.1%
No: 78.2%
Yes: 87.8%

DK: 89.7%
No: 89.7%
Yes: 89.7%
More Likely to Access a Food Bank, if...

- Residents of City of Atlanta, Clayton, and DeKalb
- Those households with children
- Latinx and Black
- Younger residents (18-34)
- Those Working Part-Time and Unemployed-Looking
- Renters
Could Pay for a $400 Emergency with...
By Area: 2020

<table>
<thead>
<tr>
<th>Area</th>
<th>Cash, Check, Debit</th>
<th>Other Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fayette</td>
<td>58.9%</td>
<td>41.1%</td>
</tr>
<tr>
<td>Henry</td>
<td>56.0%</td>
<td>44.0%</td>
</tr>
<tr>
<td>Cherokee</td>
<td>52.9%</td>
<td>47.1%</td>
</tr>
<tr>
<td>Gwinnett</td>
<td>52.8%</td>
<td>47.3%</td>
</tr>
<tr>
<td>DeKalb</td>
<td>52.5%</td>
<td>47.5%</td>
</tr>
<tr>
<td>ARC 10</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Douglas</td>
<td>49.9%</td>
<td>50.1%</td>
</tr>
<tr>
<td>Cobb</td>
<td>49.4%</td>
<td>50.6%</td>
</tr>
<tr>
<td>Fulton</td>
<td>45.9%</td>
<td>54.1%</td>
</tr>
<tr>
<td>City of Atlanta</td>
<td>44.1%</td>
<td>55.9%</td>
</tr>
<tr>
<td>Rockdale</td>
<td>43.0%</td>
<td>57.0%</td>
</tr>
<tr>
<td>Clayton</td>
<td>41.0%</td>
<td>59.0%</td>
</tr>
</tbody>
</table>
Could Pay for a $400 Emergency with...by Race/Ethnicity: 2020

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Cash, Check, Debit</th>
<th>Other Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>56.6%</td>
<td>43.4%</td>
</tr>
<tr>
<td>Black</td>
<td>55.6%</td>
<td>44.4%</td>
</tr>
<tr>
<td>Other</td>
<td>57.5%</td>
<td>42.5%</td>
</tr>
<tr>
<td>Latino*</td>
<td>60.0%</td>
<td>40.0%</td>
</tr>
</tbody>
</table>

Cash, Check, Debit
Other Options
Could Pay for a $400 Emergency with...by Race/Ethnicity: 2020

- **White**: 56.6%
- **Black**: 55.6%
- **Other**: 57.5%
- **Latino**: 60.0%

[Bar chart showing the percentage of individuals who could pay for a $400 emergency by race/ethnicity.]
Could Pay for a $400 Emergency Less Readily if...

- Residents of Clayton, Rockdale, and City of Atlanta
- Those with less education
- Younger (18-34) and Senior Populations
- Latinx and Black Respondents
### Area(s) Most Impacted by COVID-19: 2020

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both health and finances</td>
<td>29.8%</td>
</tr>
<tr>
<td>Health</td>
<td>21.5%</td>
</tr>
<tr>
<td>Finances</td>
<td>19.8%</td>
</tr>
<tr>
<td>Neither</td>
<td>26.5%</td>
</tr>
<tr>
<td>DK</td>
<td>2.4%</td>
</tr>
</tbody>
</table>
Area(s) Most Impacted by COVID-19, by Age Group: 2020

- **65+**: 30.0% (Health) + 6.4% (Finances) + 19.9% (Both) + 41.1% (Neither)
- **50-64**: 22.9% (Health) + 20.0% (Finances) + 26.4% (Both) + 29.5% (Neither)
- **35-49**: 19.8% (Health) + 21.4% (Finances) + 34.1% (Both) + 21.9% (Neither)
- **18-34**: 18.1% (Health) + 25.3% (Finances) + 34.3% (Both) + 19.9% (Neither)
Frequency Wearing Masks?* By Region & County: 2020

- **All of the time**
- **Most of the time**
- **Some of the time**
- **Hardly ever**
- **Never**
- **Don’t go to these places**
- **DK**

<table>
<thead>
<tr>
<th>Region</th>
<th>All of the time</th>
<th>Most of the time</th>
<th>Some of the time</th>
<th>Hardly ever</th>
<th>Never</th>
<th>Don’t go to these places</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeKalb</td>
<td>76.1%</td>
<td>15.1%</td>
<td>2.6%</td>
<td>0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulton</td>
<td>70.9%</td>
<td>16.5%</td>
<td>2.7%</td>
<td>2.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Atlanta</td>
<td>69.4%</td>
<td>17.3%</td>
<td>6.7%</td>
<td>1.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARC 10</td>
<td>67.8%</td>
<td>17.9%</td>
<td>6.6%</td>
<td>3.1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cobb</td>
<td>66.6%</td>
<td>16.2%</td>
<td>7.0%</td>
<td>3.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clayton</td>
<td>66.6%</td>
<td>17.5%</td>
<td>7.2%</td>
<td>4.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fayette</td>
<td>66.0%</td>
<td>18.3%</td>
<td>8.3%</td>
<td>5.5%</td>
<td>1.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Henry</td>
<td>65.6%</td>
<td>18.5%</td>
<td>7.0%</td>
<td>5.0%</td>
<td>1.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Douglas</td>
<td>65.3%</td>
<td>16.3%</td>
<td>8.8%</td>
<td>2.0%</td>
<td>6.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gwinnett</td>
<td>64.6%</td>
<td>20.4%</td>
<td>9.3%</td>
<td>2.0%</td>
<td>3.8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rockdale</td>
<td>63.5%</td>
<td>21.3%</td>
<td>9.5%</td>
<td>3.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherokee</td>
<td>51.9%</td>
<td>27.4%</td>
<td>11.5%</td>
<td>5.2%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Frequency Wearing Masks?* By Age Group: 2020

65+
- All of the time: 76.1%
- Most of the time: 14.1%
- Some of the time: 3.8%
- Hardly ever: 1.0%
- Never: 0.8%
- Don't go to these places: 1.5%
- DK: 1.5%

50-64
- All of the time: 71.7%
- Most of the time: 15.7%
- Some of the time: 7.1%
- Hardly ever: 3.0%
- Never: 1.4%
- Don't go to these places: 1.1%
- DK: 1.1%

35-49
- All of the time: 66.3%
- Most of the time: 21.4%
- Some of the time: 5.6%
- Hardly ever: 3.0%
- Never: 1.5%
- Don't go to these places: 2.7%
- DK: 2.7%

18-34
- All of the time: 63.0%
- Most of the time: 19.6%
- Some of the time: 6.7%
- Hardly ever: 3.8%
- Never: 3.8%
- Don't go to these places: 2.7%
- DK: 2.7%
Frequency of Wearing Masks? Higher if...

- Residents of DeKalb, Fulton, and City of Atlanta
- Those with more education
- Females
- Black Respondents
- Those with higher incomes
Delay of Medical Care? By Region & County: 2020

- DeKalb: 46.6% Yes, 49.2% No, 4.1% DK
- Henry: 45.8% Yes, 50.0% No, 4.3% DK
- Cobb: 44.6% Yes, 53.1% No, 2.2% DK
- City of Atlanta: 44.3% Yes, 53.9% No, 1.7% DK
- Fayette: 43.8% Yes, 55.8% No, 0.5% DK
- Clayton: 43.3% Yes, 52.8% No, 4.0% DK
- ARC 10: 41.1% Yes, 55.4% No, 3.5% DK
- Rockdale: 40.4% Yes, 57.6% No, 1.0% DK
- Fulton: 40.3% Yes, 56.3% No, 3.4% DK
- Douglas: 39.0% Yes, 59.8% No, 1.3% DK
- Gwinnett: 35.3% Yes, 60.5% No, 4.3% DK
- Cherokee: 31.3% Yes, 63.4% No, 5.2% DK
Delay of Medical Care? By Age Group: 2020

- 65+: 41.1% Yes, 58.0% No, 0.9% DK
- 50-64: 46.6% Yes, 52.4% No, 1.0% DK
- 35-49: 39.3% Yes, 57.1% No, 3.6% DK
- 18-34: 37.2% Yes, 56.8% No, 6.0% DK
Delay of Medical Care? By Educational Attainment: 2020

Grad/Professional Degree
- Yes: 50.9%
- No: 47.0%
- DK: 47.0%

College Grad (BA/BS)
- Yes: 42.5%
- No: 56.1%
- DK: 47.0%

Some College
- Yes: 42.0%
- No: 56.6%
- DK: 57.5%

High School or less
- Yes: 36.8%
- No: 57.5%
- DK: 10.0%
Likelier to Have Health Care Delayed (from COVID-19), if...?

- Residents of DeKalb, Henry, and Cobb
- Those with higher education levels
- Households with Children
- Females
- Older cohorts (50-64 and 65+)
- Retired and Disabled
- Latinx and Black (slight difference only)
Discrimination against Black People is a Serious Problem” by Area(s): 2020

<table>
<thead>
<tr>
<th>Area</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Atlanta</td>
<td>63.7%</td>
<td>25.8%</td>
<td>5.1%</td>
<td>3.7%</td>
<td></td>
</tr>
<tr>
<td>DeKalb</td>
<td>60.8%</td>
<td>26.7%</td>
<td>5.3%</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>Clayton</td>
<td>64.0%</td>
<td>19.8%</td>
<td>6.3%</td>
<td>7.3%</td>
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</tr>
<tr>
<td>Fulton</td>
<td>55.4%</td>
<td>27.7%</td>
<td>8.8%</td>
<td>5.7%</td>
<td></td>
</tr>
<tr>
<td>ARC 10</td>
<td>49.6%</td>
<td>27.2%</td>
<td>12.3%</td>
<td>7.2%</td>
<td></td>
</tr>
<tr>
<td>Douglas</td>
<td>49.8%</td>
<td>26.8%</td>
<td>12.8%</td>
<td>9.3%</td>
<td></td>
</tr>
<tr>
<td>Gwinnett</td>
<td>41.6%</td>
<td>31.1%</td>
<td>16.3%</td>
<td>6.8%</td>
<td></td>
</tr>
<tr>
<td>Rockdale</td>
<td>46.3%</td>
<td>26.3%</td>
<td>17.8%</td>
<td>8.3%</td>
<td></td>
</tr>
<tr>
<td>Cobb</td>
<td>45.4%</td>
<td>25.7%</td>
<td>14.7%</td>
<td>9.0%</td>
<td></td>
</tr>
<tr>
<td>Henry</td>
<td>44.5%</td>
<td>22.5%</td>
<td>16.3%</td>
<td>12.0%</td>
<td></td>
</tr>
<tr>
<td>Fayette</td>
<td>34.9%</td>
<td>29.2%</td>
<td>18.7%</td>
<td>11.0%</td>
<td></td>
</tr>
<tr>
<td>Cherokee</td>
<td>27.9%</td>
<td>29.9%</td>
<td>24.9%</td>
<td>13.0%</td>
<td></td>
</tr>
</tbody>
</table>
“Discrimination against Black People is a Serious Problem”
by Age Group: 2020

18-34:
- Strongly Agree: 64.6%
- Agree: 25.5%
- Disagree: 4.4%
- Strongly Disagree: 3.8%

35-49:
- Strongly Agree: 53.1%
- Agree: 23.5%
- Disagree: 12.7%
- Strongly Disagree: 5.2%

50-64:
- Strongly Agree: 39.3%
- Agree: 29.8%
- Disagree: 16.2%
- Strongly Disagree: 11.4%

65+:
- Strongly Agree: 32.1%
- Agree: 32.1%
- Disagree: 20.8%
- Strongly Disagree: 10.3%
“Discrimination against Black People is a Serious Problem”
by Race/ Ethnicity: 2020

- **Black**: 73.0% Strongly Agree, 20.0% Agree, 2.5% Disagree, 2.5% Strongly Disagree
- **Latino**: 50.1% Strongly Agree, 32.5% Agree, 12.3% Disagree, 4.9% Strongly Disagree
- **Other**: 45.4% Strongly Agree, 31.2% Agree, 13.7% Disagree, 7.4% Strongly Disagree
- **White**: 32.9% Strongly Agree, 32.5% Agree, 19.3% Disagree, 11.1% Strongly Disagree

Legend:
- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- DK
Discrimination against Blacks is a Serious Problem...These groups are more likely to agree...

- Residents of City of Atlanta, DeKalb, and Clayton
- Those with at least a bachelor’s degree
- Females
- Younger residents (18-34), more recent migrants to Atlanta
- Black, then Latinx Respondents
- Renters
Ratio of Mean (Perceived) Black Wealth to Mean White Wealth:
By Race and Ethnicity: 2020

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTUAL</td>
<td>10</td>
</tr>
<tr>
<td>Black</td>
<td>36</td>
</tr>
<tr>
<td>Latino</td>
<td>49</td>
</tr>
<tr>
<td>ARC 10</td>
<td>51</td>
</tr>
<tr>
<td>Other</td>
<td>51</td>
</tr>
<tr>
<td>White</td>
<td>62</td>
</tr>
</tbody>
</table>
Ratio of Black Wealth to White Wealth by Area: 2020

- Clayton
- DeKalb
- City of Atlanta
- Fulton
- Rockdale
- Gwinnett
- Douglas
- Henry
- Fayette
- Cobb
- Cherokee
- ARC 10
- ACTUAL

Values:
- Clayton: 41
- DeKalb: 44
- City of Atlanta: 46
- Fulton: 48
- Rockdale: 51
- Gwinnett: 51
- Douglas: 53
- Henry: 55
- Fayette: 56
- Cobb: 58
- Cherokee: 65
- ARC 10: 51
- ACTUAL: 10
Share (By Area) Believing Typical Black Wealth 50%+ of White Wealth: 2020

- ARC 10: 27%
- Clayton: 18%
- DeKalb: 22%
- Rockdale: 24%
- Gwinnett: 25%
- City of Atlanta: 25%
- Douglas: 26%
- Fulton: 27%
- Henry: 27%
- Fayette: 31%
- Cobb: 35%
- Cherokee: 37%
Ratio of Black Wealth to White Wealth...These groups were closer to the “reality”...

- Residents of Clayton, DeKalb, and the City of Atlanta
- Females
- Younger residents (18-34)--barely
- Black, then Latinx Respondents
- Those with higher incomes
“How Should Police Be Best Utilized?: by Area: 2020

DeKalb: 3.0% Respond to all calls, 56.4% Leave non-violent calls to other agencies, 40.6% DK
Fulton: 4.5% Respond to all calls, 48.4% Leave non-violent calls to other agencies, 47.1% DK
City of Atlanta: 3.1% Respond to all calls, 49.6% Leave non-violent calls to other agencies, 47.3% DK
ARC10: 4.8% Respond to all calls, 44.0% Leave non-violent calls to other agencies, 43.5% DK
Clayton: 4.8% Respond to all calls, 43.5% Leave non-violent calls to other agencies, 41.5% DK
Gwinnett: 5.5% Respond to all calls, 39.7% Leave non-violent calls to other agencies, 41.5% DK
Cobb: 5.0% Respond to all calls, 40.3% Leave non-violent calls to other agencies, 41.5% DK
Douglas: 3.3% Respond to all calls, 36.1% Leave non-violent calls to other agencies, 40.3% DK
Fayette: 7.3% Respond to all calls, 35.5% Leave non-violent calls to other agencies, 40.3% DK
Henry: 7.0% Respond to all calls, 38.8% Leave non-violent calls to other agencies, 40.3% DK
Rockdale: 2.8% Respond to all calls, 25.7% Leave non-violent calls to other agencies, 40.3% DK
Cherokee: 6.5% Respond to all calls, 25.7% Leave non-violent calls to other agencies, 40.3% DK

Respond to all calls | Leave non-violent calls to other agencies | DK
“How Should Police Be Best Utilized?: by Age Group: 2020

Respond to all calls | Leave non-violent calls to other agencies | DK

18-34:
- Respond to all calls: 37.2%
- Leave non-violent calls to other agencies: 57.2%
- DK: 5.6%

35-49:
- Respond to all calls: 45.9%
- Leave non-violent calls to other agencies: 50.5%
- DK: 3.7%

50-64:
- Respond to all calls: 59.6%
- Leave non-violent calls to other agencies: 35.6%
- DK: 4.8%

65+:
- Respond to all calls: 66.0%
- Leave non-violent calls to other agencies: 28.7%
- DK: 5.3%
“How Should Police Be Best Utilized?: by Race/ Ethnicity: 2020

- **White**
  - Respond to all calls: 57.6%
  - Leave non-violent calls to other agencies: 37.9%
  - DK: 4.5%

- **Other**
  - Respond to all calls: 44.5%
  - Leave non-violent calls to other agencies: 49.4%
  - DK: 6.1%

- **Black**
  - Respond to all calls: 45.5%
  - Leave non-violent calls to other agencies: 50.7%
  - DK: 3.9%

- **Latino**
  - Respond to all calls: 39.7%
  - Leave non-violent calls to other agencies: 57.9%
  - DK: 2.5%
“How Should Police Be Best Utilized?” These groups were more likely to favor police not handling all calls...

- Residents of DeKalb, Fulton, and City of Atlanta
- Those with higher education
- Younger residents (18-34)*, recent in-migrants to ATL
- Latinx, then Other/ Black Respondents
- Renters
The Future
<table>
<thead>
<tr>
<th>Area</th>
<th>Better in 3-4 years</th>
<th>Worse in 3-4 years</th>
<th>About the same</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Atlanta</td>
<td>41.1%</td>
<td>25.2%</td>
<td>29.8%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Fulton</td>
<td>39.7%</td>
<td>23.0%</td>
<td>31.3%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Cobb</td>
<td>32.7%</td>
<td>27.4%</td>
<td>33.2%</td>
<td>6.7%</td>
</tr>
<tr>
<td>ARC 10</td>
<td>32.2%</td>
<td>26.3%</td>
<td>33.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Clayton</td>
<td>31.1%</td>
<td>23.3%</td>
<td>35.1%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Cherokee</td>
<td>30.7%</td>
<td>27.2%</td>
<td>31.4%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Fayette</td>
<td>30.3%</td>
<td>21.1%</td>
<td>37.8%</td>
<td>10.8%</td>
</tr>
<tr>
<td>Douglas</td>
<td>29.9%</td>
<td>28.9%</td>
<td>34.2%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Rockdale</td>
<td>29.8%</td>
<td>28.6%</td>
<td>31.3%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Gwinnett</td>
<td>29.8%</td>
<td>26.0%</td>
<td>37.8%</td>
<td>6.5%</td>
</tr>
<tr>
<td>DeKalb</td>
<td>27.9%</td>
<td>28.6%</td>
<td>34.8%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Henry</td>
<td>25.6%</td>
<td>34.3%</td>
<td>30.3%</td>
<td>9.8%</td>
</tr>
</tbody>
</table>

- Better in 3-4 years
- Worse in 3-4 years
- About the same
- DK
Looking Ahead (By Race)...2020

- **Latino**: 40.1% Better in 3-4 years, 22.7% Worse in 3-4 years, 32.3% About the same, 4.9% DK
- **Black**: 36.0% Better in 3-4 years, 27.0% Worse in 3-4 years, 30.6% About the same, 6.4% DK
- **Other**: 32.0% Better in 3-4 years, 27.3% Worse in 3-4 years, 33.3% About the same, 7.4% DK
- **White**: 30.2% Better in 3-4 years, 24.9% Worse in 3-4 years, 37.7% About the same, 7.3% DK
Living Conditions Next 3-4 Years? These groups are more likely to be optimistic...

- Residents of City of Atlanta, Fulton, and Cobb
- Those with at least a bachelor’s degree
- Households with Children
- Males
- Seniors (65+) -- barely
- Latinx, then Black Respondents
- Those with higher incomes
The Atlanta Regional Commission (ARC), in collaboration with community partners, has conducted the Metro Atlanta Speaks Survey (MAS) annually (since 2013) to take the pulse of metro Atlanta residents and inform the region’s planning and decision-making. The survey, now in its eighth year, is the largest of its kind in the Atlanta region. MAS offers a statistically valid snapshot of residents across the Atlanta area on various topics including transportation, the economy, housing and affordability, amenities and quality of life, civic engagement, and other emerging regional issues.

This year, an obvious topical focus was the COVID-19 pandemic.

**How to Use the Dashboard**

This Metro Atlanta Speaks Survey (MAS) Dashboard offers an interactive view of the results for questions asked since 2016. It is organized by topic area, then by questions within each topic area. Above you can see the available topic area tabs in white, stretching out to the right of the screen. This year (2020), with the onset of the pandemic, MAS focused on resident perceptions of and reactions to COVID-19. The first three tabs that you see, from left to right, present the results for questions asked in the 2020 survey. Subsequent tabs document the results, for questions in prior years as available, by topic area.

If you click on any of the topic area tabs, the questions related to that selected topic area will appear on yellow tabs across the top of your page. Then, click on any yellow tab to view results for that given question. You can then change the year and subset to look at different groups of respondents, highlight specific answers or answer groupings by clicking on elements of the legend, and hover over the charts to see specific result values appear (in pop-up windows).

One critical note for use of the dashboard: every question (either topical or demographic) does not have data in each survey year. The reason? many questions (topical and demographic) were not asked in every survey year. Results are only selectable, for any given question, for the years in which that question was asked. As an example, we did not ask any questions about COVID-19 prior to this year (2020) … and as such, you cannot request, for those questions, data for any year except 2020.

For more detail on methodology and results, check out the content on the Metro Atlanta Speaks Survey webpage: [https://atlantaregional.org/plans-reports/metro-atlanta-speaks-survey-report/](https://atlantaregional.org/plans-reports/metro-atlanta-speaks-survey-report/). Also, there is a separate methodology tab available on this dashboard.

A final note: data values displayed in the dashboard for any given question and geography may not exactly match (due to rounding) the data values shown for that same given question and geography in other printed reports or charts of results.
Metro Atlanta Speaks Survey

An Eye on the Key Trends in Metro Atlanta

Each year, ARC and its community partners conduct the Metro Atlanta Speaks public opinion survey to take the pulse of metro Atlanta residents and help guide the region's planning and decision-making.

The survey, which began in 2013, is the largest of its kind in the Atlanta region. It offers a snapshot of residents' views on a range of critical issues such as transportation, the economy, education, aging, and neighborhood quality of life. Metro Atlanta Speaks currently covers a 13-county region and is statistically significant to the county level, as well as for the City of Atlanta.

The 2019 survey offered some fresh insights.
Metro Atlanta Speaks

Highlights of the Metro Atlanta Speaks survey results.

Monday Mapday: Focus on Older Atlantans
By Layla Bellows | June 29th, 2019 | Categories: Age and Generations, Metro Atlanta Speaks, Monday Mapday, Population | Tags: 55+, older adults, seniors

A series of interactive maps explores where metro Atlantans age 65 and older live, where they are more likely to be living in poverty, and more.

Friday Factday: Getting to Know Our Renters
By Layla Bellows | June 28th, 2019 | Categories: Equity, Friday Factday, Housing, Metro Atlanta Speaks | Tags: affordability, housing, racial disparities

Rental affordability and the challenges of being a renter are gaining ground among advocates, researchers and politicians. This Friday Factday takes an in-depth look at who is most likely to be renting in the metro and where.

Monday Mapday: Handling Emergency Expenses in the Metro
By Layla Bellows | June 3rd, 2019 | Categories: Economy, Metro Atlanta Speaks, Monday Mapday, Uncategorized

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