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
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, covering landline and cell phones. The geographic coverage was 10 counties and the City of Atlanta. The questions focused on COVID-19 impacts, as well as on taking the pulse of 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
The Community Foundation
FOR GREATER ATLANTA
Milestones: 2020 Survey

- Consultant Formally Engaged June
- Questions Finalized in early July
- Survey Conducted late July to late August
- Results Delivered during September
- **Ongoing**: Roundtables & Sponsor Webinars

- **In Development/Embargoed**: County Press Releases, Updated Website
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

[Bar chart showing the extent of COVID impact by county with percentages for each county: Henry, DeKalb, Fulton, City of Atlanta, Clayton, Fayette, Gwinnett, Douglas, Cobb, Rockdale, Cherokee.]

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Extent of COVID Impact by Age: 2020

18-34
- Major impact: 66.2%
- Minor impact: 7.5%
- No impact at all: 23.2%
- DK: 0.0%

35-49
- Major impact: 71.4%
- Minor impact: 6.3%
- No impact at all: 21.0%
- DK: 0.0%

50-64
- Major impact: 68.7%
- Minor impact: 6.1%
- No impact at all: 24.4%
- DK: 0.0%

65+
- Major impact: 59.3%
- Minor impact: 8.6%
- No impact at all: 30.7%
- DK: 0.0%
Extent of COVID Impact by Income Range: 2020

- $250K +: 66.7% Major impact, 23.9% Minor impact, 7.7% No impact at all, 0% DK
- $120K - $250K: 68.9% Major impact, 24.9% Minor impact, 6.1% No impact at all, 6.1% DK
- $60K - $120K: 64.2% Major impact, 29.3% Minor impact, 6.1% No impact at all, 6.1% DK
- $25K - $60K: 68.7% Major impact, 23.2% Minor impact, 6.8% No impact at all, 6.8% DK
- < $25K: 71.1% Major impact, 15.9% Minor impact, 9.3% No impact at all, 9.3% DK
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?: 2020

- Yes: 58.4%
- No: 39.9%
- DK: 1.8%
Know Anyone That Has/ Had COVID-19? By County: 2020

Cobb 50.4% 46.2% 44.5% 43.7% 38.5% 36.3% 35.1% 35.8% 32.3% 30.5% 30.6%
City of Atlanta 52.1% 53.8% 54.5% 58.8% 61.5% 62.9% 63.8% 66.5% 67.4% 67.9%
Clayton 54.5% 58.8% 61.5% 62.9% 63.8% 66.5% 67.4% 67.9%
Fulton 58.8% 61.5% 62.9% 63.8% 66.5% 67.4% 67.9%
Gwinnett 61.5% 62.9% 63.8% 66.5% 67.4% 67.9%
Cherokee 62.9% 63.8% 66.5% 67.4% 67.9%
Henry 63.8% 66.5% 67.4% 67.9%
Douglas 66.5% 67.4% 67.9%
Rockdale 67.4% 67.9%
DeKalb 67.9%
Fayette 67.9%

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

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<tr>
<th>Race/Eth</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
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<td>OTHER</td>
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</table>

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

- **50-64**
  - Yes: 63.8%
  - No: 35.3%

- **35-49**
  - Yes: 62.8%
  - No: 36.1%

- **18-34**
  - Yes: 55.0%
  - No: 41.8%

- **65+**
  - Yes: 50.2%
  - No: 49.1%
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

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The Biggest Problem?: The Longer View

- Transportation
- Crime
- Public Education
- Human Services
- Economy
- Other
- Public Health
- Taxes
- DK
- Race Relations

2020
2019
2018
2017
2016
2015
2014
2013

0% 5% 10% 15% 20% 25% 30%

Regional impact + local relevance

metro Atlanta speaks
### The Biggest Problem?: Other Angles

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The Biggest Problem?: 2020 by Age Group

- Transportation
- Race Relations
- Economy
- Crime
- Public Health
- Public Education
- Human Services
- Taxes
- Other
- DK

18-34: 11.7% 10.4% 11.8% 16.2% 14.8% 10.3% 7.5% 5.5% 7.9% 5.2%
35-49: 14.2% 11.8% 14.8% 16.2% 10.3% 7.5% 5.5% 4.9% 5.1% 5.1%
50-64: 5.5% 16.3% 16.3% 19.4% 10.1% 7.5% 5.5% 4.9% 5.1% 5.1%
65+: 16.7% 16.7% 16.7% 21.6% 19.4% 7.5% 5.5% 4.9% 5.1% 5.1%
Overall: 11.7% 10.4% 11.8% 16.2% 14.8% 10.3% 7.5% 5.5% 7.9% 5.2%
The Biggest Problem?: 2020 by Race/ Ethnicity

- Black
- White
- Other
- Latino*
- Overall

<table>
<thead>
<tr>
<th>Category</th>
<th>Black</th>
<th>White</th>
<th>Other</th>
<th>Latino*</th>
<th>Overall</th>
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<td>13.0%</td>
<td>13.5%</td>
<td>11.8%</td>
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<td>12.5%</td>
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<tr>
<td>Race Relations</td>
<td>14.8%</td>
<td>16.7%</td>
<td>16.8%</td>
<td>16.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Economy</td>
<td>15.7%</td>
<td>15.7%</td>
<td>16.3%</td>
<td>16.7%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Crime</td>
<td></td>
<td></td>
<td></td>
<td>19.6%</td>
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</tr>
<tr>
<td>Public Health</td>
<td></td>
<td></td>
<td></td>
<td>19.6%</td>
<td></td>
</tr>
<tr>
<td>Public Education</td>
<td></td>
<td></td>
<td></td>
<td>12.5%</td>
<td></td>
</tr>
<tr>
<td>Human Services</td>
<td></td>
<td></td>
<td></td>
<td>9.8%</td>
<td></td>
</tr>
<tr>
<td>Taxes</td>
<td></td>
<td></td>
<td></td>
<td>7.2%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td>7.5%</td>
<td></td>
</tr>
<tr>
<td>DK</td>
<td></td>
<td></td>
<td></td>
<td>5.2%</td>
<td></td>
</tr>
</tbody>
</table>

0.0% 5.0% 10.0% 15.0% 20.0% 25.0%
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

- Clayton: 29.2%
- DeKalb: 28.7%
- City of Atlanta: 28.2%
- Fulton: 26.7%
- Rockdale: 25.3%
- Gwinnett: 24.6%
- Fayette: 24.4%
- ARC 10: 23.8%
- Henry: 23.0%
- Cherokee: 22.5%
- Douglas: 19.5%
- Cobb: 12.7%

* % 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.
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 Area: 2020

- Clayton: 44.1% (Less than Very Confident), 46.1% (Very Confident), 9.7% (Other*)
- City of Atlanta: 42.3% (Less than Very Confident), 46.2% (Very Confident), 11.5% (Other*)
- DeKalb: 38.8% (Less than Very Confident), 47.8% (Very Confident), 13.4% (Other*)
- Fulton: 34.9% (Less than Very Confident), 50.8% (Very Confident), 14.3% (Other*)
- Henry: 33.3% (Less than Very Confident), 56.9% (Very Confident), 9.8% (Other*)
- Rockdale: 33.3% (Less than Very Confident), 58.5% (Very Confident), 8.3% (Other*)
- ARC 10: 31.7% (Less than Very Confident), 54.4% (Very Confident), 13.9% (Other*)
- Douglas: 30.8% (Less than Very Confident), 60.2% (Very Confident), 9.0% (Other*)
- Gwinnett: 29.8% (Less than Very Confident), 57.6% (Very Confident), 12.5% (Other*)
- Cherokee: 23.9% (Less than Very Confident), 62.6% (Very Confident), 13.5% (Other*)
- Fayette: 23.8% (Less than Very Confident), 65.9% (Very Confident), 10.3% (Other*)
- Cobb: 20.9% (Less than Very Confident), 58.7% (Very Confident), 20.4% (Other*)

Legend:
- Red: Less than Very Confident
- Green: Very confident
- Yellow: Other*

Source: Regional impact + local relevance

Note: The chart represents the percentage of respondents in each category across different areas in Metro Atlanta for the year 2020.
Confidence in Ability to Pay Mortgage or Rent...By Age Group: 2020

- Less than Very Confident
- Very confident
- Other*

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Less than Very Confident</th>
<th>Very Confident</th>
<th>Other*</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>11.1%</td>
<td>48.6%</td>
<td>40.3%</td>
</tr>
<tr>
<td>35-49</td>
<td>10.6%</td>
<td>52.5%</td>
<td>36.9%</td>
</tr>
<tr>
<td>50-64</td>
<td>11.6%</td>
<td>63.3%</td>
<td>25.0%</td>
</tr>
<tr>
<td>65+</td>
<td>28.3%</td>
<td>56.3%</td>
<td>15.4%</td>
</tr>
</tbody>
</table>
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

- City of Atlanta: Yes 31.7%, No 65.9%
- Clayton: Yes 26.1%, No 72.4%
- DeKalb: Yes 25.0%, No 74.2%
- Rockdale: Yes 23.5%, No 74.3%
- Fulton: Yes 21.3%, No 77.2%
- ARC 10: Yes 17.9%, No 80.8%
- Douglas: Yes 17.0%, No 82.5%
- Henry: Yes 15.5%, No 82.8%
- Cobb: Yes 14.0%, No 85.0%
- Gwinnett: Yes 12.5%, No 86.7%
- Cherokee: Yes 8.5%, No 88.3%
- Fayette: Yes 7.5%, No 91.3%
Received Food from a Food Bank Since March:
By Race/ Ethnicity, 2020

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Yes</th>
<th>No</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>12.2%</td>
<td>87.4%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>17.9%</td>
<td>81.5%</td>
<td>0%</td>
</tr>
<tr>
<td>Black</td>
<td>25.6%</td>
<td>72.9%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Latino*</td>
<td>28.6%</td>
<td>71.2%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Received Food from a Food Bank Since March: By Age Group, 2020

- 18-34: 74.1%
- 35-49: 78.2%
- 50-64: 87.8%
- 65+: 89.7%

DK: 0%

No: 95.9%

Yes: 4.1%
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

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

- White: 56.6%, 43.4%
- Black: 55.6%, 44.4%
- Other: 57.5%, 42.5%
- Latino*: 60.0%, 40.0%

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

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

- Both health and finances: 29.8%
- Health: 21.5%
- Finances: 19.8%
- Neither: 26.5%
- DK: 2.4%
## Frequency Wearing Masks?* By Region & County: 2020

<table>
<thead>
<tr>
<th>County</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></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fulton</td>
<td>70.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City of Atlanta</td>
<td>69.4%</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>ARC 10</td>
<td>67.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cobb</td>
<td>66.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clayton</td>
<td>66.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fayette</td>
<td>66.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Henry</td>
<td>65.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Douglas</td>
<td>65.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gwinnett</td>
<td>64.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rockdale</td>
<td>63.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherokee</td>
<td>51.9%</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

*Note: The chart indicates the percentage of respondents indicating how frequently they wore masks by region and county.
Frequency Wearing Masks?* By Race/ Ethnicity: 2020

- **Black**: 73.2% All of the time, 14.8% Most of the time, 5.4% Some of the time, 2.4% Hardly ever, 2.2% Never, 0.4% Don’t go to these places, 1.3% DK
- **White**: 66.2% All of the time, 19.0% Most of the time, 7.0% Some of the time, 3.5% Hardly ever, 3.2% Never, 0.4% Don’t go to these places, 1.7% DK
- **Latino***: 65.4% All of the time, 20.0% Most of the time, 9.6% Some of the time, 2.0% Hardly ever, 1.3% Never, 0.4% Don’t go to these places, 1.7% DK
- **Other**: 64.6% All of the time, 18.8% Most of the time, 8.3% Some of the time, 3.7% Hardly ever, 2.3% Never, 0.4% Don’t go to these places, 1.7% DK
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 Age Group: 2020

- **65+**
  - Yes: 41.1%
  - No: 58.0%
  - DK: 0.9%

- **50-64**
  - Yes: 46.6%
  - No: 52.4%
  - DK: 1.0%

- **35-49**
  - Yes: 39.3%
  - No: 57.1%
  - DK: 3.6%

- **18-34**
  - Yes: 37.2%
  - No: 56.8%
  - DK: 6.0%
Delay of Medical Care? By Educational Attainment: 2020

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

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

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

High School or less
- Yes: 36.8%
- No: 57.5%

DK
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)
Race Relations

EDMUND PETTUS BRIDGE

RACE RELATIONS HAVE COME A LONG WAY...
RACE RELATIONS HAVE A LONG WAY TO GO...

METRO ATLANTA SPEAKS

regional impact + local relevance
### 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>
<td></td>
</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**: 64.6% Strongly Agree, 25.5% Agree, 4.4% Disagree, 3.8% Strongly Disagree, 3.8% DK
- **35-49**: 53.1% Strongly Agree, 23.5% Agree, 12.7% Disagree, 5.2% Strongly Disagree, 5.2% DK
- **50-64**: 39.3% Strongly Agree, 29.8% Agree, 16.2% Disagree, 11.4% Strongly Disagree, 11.4% DK
- **65+**: 32.1% Strongly Agree, 32.1% Agree, 20.8% Disagree, 10.3% Strongly Disagree, 10.3% DK
“Discrimination against Black People is a Serious Problem”
by Race/Ethnicity: 2020

- **Black**
  - Strongly Agree: 73.0%
  - Agree: 20.0%
  - Disagree: 2.5%
  - Strongly Disagree: 2.5%

- **Latino**
  - Strongly Agree: 50.1%
  - Agree: 32.5%
  - Disagree: 12.3%
  - Strongly Disagree: 4.9%

- **Other**
  - Strongly Agree: 45.4%
  - Agree: 31.2%
  - Disagree: 13.7%
  - Strongly Disagree: 7.4%

- **White**
  - Strongly Agree: 32.9%
  - Agree: 32.5%
  - Disagree: 19.3%
  - Strongly Disagree: 11.1%

Legend:
- **Dark Green**: Strongly Agree
- **Green**: Agree
- **Pink**: Disagree
- **Red**: Strongly Disagree
- **Light Purple**: 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

- ACTUAL: 10
- Black: 36
- Latino: 49
- ARC 10: 51
- Other: 51
- White: 62
Ratio of Black Wealth to White Wealth by Area: 2020

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

METRO ATLANTA SPEAKS

regional impact + local relevance

ATLANTA REGIONAL COMMISSION
regional impact + local relevance
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

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

DeKalb: 40.6%
Fulton: 47.1%
City of Atlanta: 47.3%
ARC10: 51.2%
Clayton: 51.8%
Gwinnett: 53.0%
Cobb: 55.4%
Douglas: 56.5%
Fayette: 56.6%
Henry: 57.5%
Rockdale: 58.5%
Cherokee: 67.8%
“How Should Police Be Best Utilized?: by Age Group: 2020

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

18-34: 57.2% Respond to all calls, 37.2% Leave non-violent calls to other agencies, 5.6% DK
35-49: 50.5% Respond to all calls, 45.9% Leave non-violent calls to other agencies, 3.7% DK
50-64: 59.6% Respond to all calls, 35.6% Leave non-violent calls to other agencies, 4.8% DK
65+: 66.0% Respond to all calls, 28.7% Leave non-violent calls to other agencies, 5.3% DK

Metropolitan Atlanta
SPEAKS
Regional impact + local relevance

Atlanta Regional Commission
"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 immigrants to ATL
- Latinx, then Other/ Black Respondents
- Renters
Looking Back at the Looking Ahead Question

- About the same
  - 2020: 34%
  - 2019: 41%
  - 2018: 44%

- Better in 3-4 years
  - 2020: 32%
  - 2019: 30%
  - 2018: 28%

- Worse in 3-4 years
  - 2020: 26%
  - 2019: 26%
  - 2018: 27%

- DK
  - 2020: 8%
  - 2019: 3%
  - 2018: 2%
## Looking Ahead....2020 Results, By Area

<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>

**Graph Details:**
- X-axis: Percentages ranging from 0% to 100%
- Y-axis: Areas
- Color Coding:
  - Green: Better in 3-4 years
  - Red: Worse in 3-4 years
  - Yellow: About the same
  - Blue: DK

**Legend:**
- Better in 3-4 years
- Worse in 3-4 years
- About the same
- DK

**Notes:**
- The graph illustrates the results of a survey regarding the perception of changes in various areas over a 3-4 year period.
- Each area has a percentage distribution showing the proportion of responses indicating improvement, decline, or stability.
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
Upcoming: 2020 Survey

• More Webinars!!
• Initial Results Publicly “Revealed” @ SORB November 13 (Discussion Panel)
• Goal of (More) Extensive Data Presentation and Data Analysis
  – Dashboard Year 3 (redesign)
  – Web Material “Up”
  – 33N Blog Posts
  – Regressions on Raw Output, Studies
  – LUCC, CDAP, Chamber Outreach
Tableau Dashboard (95% done)

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/. 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.
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.

2019 Metro Atlanta Speaks Survey
“LEGACY” RESULTS
2013 to 2019
By Topic Area
TRANSPORTATION
Biggest Problem Facing Residents in Metro--MAS Response Comparison 2019 and 2018

Transportation: 28% (2019) vs. 28% (2018)
Crime: 18% (2019) vs. 22% (2018)
Public Education: 10% (2019) vs. 9% (2018)
Human Services: 7% (2019) vs. 9% (2018)
Economy: 7% (2019) vs. 6% (2018)
Other: 5% (2019) vs. 8% (2018)
Public Health: 7% (2019) vs. 5% (2018)
Taxes: 8% (2019) vs. 6% (2018)
DK: 4% (2019) vs. 3% (2018)
Race Relations: 5% (2019) vs. 4% (2018)
Biggest Problem Facing Residents in Metro--MAS Response Comparison 2013-2019

- **Human Services**: 3% (2019), 7% (2018), 7% (2017), 7% (2016), 7% (2015), 9% (2014), 9% (2013)
- **Economy**: 7% (2019), 7% (2018), 8% (2017), 8% (2016), 8% (2015), 7% (2014), 7% (2013)
- **Other**: 5% (2019), 6% (2018), 5% (2017), 4% (2016), 5% (2015), 6% (2014), 6% (2013)
- **Public Health**: 4% (2019), 4% (2018), 5% (2017), 5% (2016), 5% (2015), 5% (2014), 6% (2013)
- **Taxes**: 4% (2019), 4% (2018), 4% (2017), 4% (2016), 4% (2015), 4% (2014), 4% (2013)
- **DK**: 4% (2019), 4% (2018), 4% (2017), 4% (2016), 4% (2015), 4% (2014), 4% (2013)
### Big Problem Facing Residents in Metro (Results by County)--MAS 2019

<table>
<thead>
<tr>
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<th>Transp</th>
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<th>Economy</th>
<th>Crime</th>
<th>Public Health</th>
<th>Public Education</th>
<th>Human Services</th>
<th>Taxes</th>
<th>Other</th>
<th>DK</th>
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<td>18.3%</td>
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<td>9.7%</td>
<td>8.7%</td>
<td>7.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gwinnett</td>
<td>37.8%</td>
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<td>5.3%</td>
<td>14.5%</td>
<td>9.8%</td>
<td>7.0%</td>
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<tr>
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<td>30.8%</td>
<td>1.8%</td>
<td>3.3%</td>
<td>14.8%</td>
<td>6.3%</td>
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<td>7.5%</td>
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<td>20.9%</td>
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</tr>
<tr>
<td>Fayette</td>
<td>28.2%</td>
<td>5.5%</td>
<td>2.5%</td>
<td>22.4%</td>
<td>9.5%</td>
<td>14.0%</td>
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<tr>
<td>Coweta</td>
<td>28.0%</td>
<td>4.8%</td>
<td>4.3%</td>
<td>22.3%</td>
<td>9.3%</td>
<td>8.5%</td>
<td>10.3%</td>
<td>5.0%</td>
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<td></td>
</tr>
<tr>
<td>Rockdale</td>
<td>26.9%</td>
<td>4.7%</td>
<td>10.2%</td>
<td>18.5%</td>
<td>6.2%</td>
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<td>Paulding</td>
<td>23.9%</td>
<td>4.2%</td>
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<td>25.2%</td>
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<td>8.5%</td>
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<td>8.5%</td>
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<tr>
<td>DeKalb</td>
<td>23.1%</td>
<td>3.2%</td>
<td>8.2%</td>
<td>19.7%</td>
<td>6.5%</td>
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<tr>
<td>City of Atlanta</td>
<td>21.8%</td>
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<td>7.5%</td>
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<td>4.7%</td>
<td>9.5%</td>
<td>7.3%</td>
<td>9.5%</td>
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</tr>
<tr>
<td>Douglas</td>
<td>21.8%</td>
<td>3.5%</td>
<td>5.5%</td>
<td>33.0%</td>
<td>5.0%</td>
<td>12.5%</td>
<td>5.0%</td>
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<tr>
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<td>25.6%</td>
<td>4.0%</td>
<td>12.8%</td>
<td>8.8%</td>
<td>9.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Henry</td>
<td>20.5%</td>
<td>5.5%</td>
<td>5.3%</td>
<td>21.3%</td>
<td>4.3%</td>
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<td>21.9%</td>
<td>11.5%</td>
<td>8.0%</td>
<td>7.2%</td>
<td>4.7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Share by County: Transportation as Biggest Problem 2014-2019


Clayton Henry Douglas DeKalb Rockdale Fayette Fulton Cobb Cherokee Gwinnett

- Clayton: 18.8% 21.0% 20.5% 21.8% 23.1% 26.9% 28.2% 28.6% 29.8% 30.8% 37.8%
- Henry: 12.7% 10.3% 8.7% 13.3% 12.3% 25.8% 27.1% 29.8% 33.9% 30.8% 24.0%
- Douglas: 10.3% 13.3% 12.3% 22.1% 25.8% 27.1% 29.8% 30.8% 37.8% 32.7% 28.6%
- DeKalb: 21.0% 21.8% 23.1% 26.9% 28.2% 28.6% 29.8% 30.8% 37.8% 32.7% 28.6%
- Rockdale: 20.5% 20.5% 22.1% 25.8% 27.1% 29.8% 30.8% 37.8% 32.7% 28.6% 24.0%
- Fayette: 21.8% 21.8% 23.1% 26.9% 28.2% 28.6% 29.8% 30.8% 37.8% 32.7% 28.6%
- Fulton: 18.8% 18.8% 20.5% 23.1% 26.9% 28.2% 28.6% 29.8% 30.8% 37.8% 32.7%
- Cobb: 12.7% 10.3% 8.7% 13.3% 12.3% 25.8% 27.1% 29.8% 33.9% 30.8% 24.0%
- Cherokee: 20.5% 20.5% 22.1% 25.8% 27.1% 29.8% 30.8% 37.8% 32.7% 28.6% 24.0%
- Gwinnett: 21.0% 21.8% 23.1% 26.9% 28.2% 28.6% 29.8% 30.8% 37.8% 32.7% 28.6%
Most Likely to Say that Transportation is the #1 Issue?

• Residents of Gwinnett, Cherokee, and Cobb

• Those with at least a bachelor’s degree

• Males

• Middle-aged residents (35-49) -- barely

• White Respondents

• Those with higher incomes
MAS 2016-2019: "I Frequently Lack Transportation to Get to Places I Need to Go..."

- **2016**: Strongly Disagree, 30.4%; Disagree, 37.0%; Agree, 18.9%; Strongly Agree, 10.5%; DK, 3.2%
- **2017**: Strongly Disagree, 29.3%; Disagree, 41.7%; Agree, 18.7%; Strongly Agree, 8.0%; DK, 2.3%
- **2018**: Strongly Disagree, 32.5%; Disagree, 35.9%; Agree, 18.4%; Strongly Agree, 11.5%; DK, 1.7%
- **2019**: Strongly Disagree, 37.8%; Disagree, 35.8%; Agree, 17.5%; Strongly Agree, 7.7%; DK, 1.1%
Frequently Lack Transportation by County MAS 2019

ARC Region
- Strongly Disagree: 37.8%
- Disagree: 35.8%
- Strongly Agree: 7.7%
- Agree: 17.5%
- DK: 1.5%

Cherokee
- Strongly Disagree: 42.8%
- Disagree: 39.3%
- Strongly Agree: 12.3%
- Agree: 5.3%
- DK: 0.0%

Paulding
- Strongly Disagree: 40.8%
- Disagree: 40.3%
- Strongly Agree: 13.0%
- Agree: 5.0%
- DK: 2.0%

Douglas
- Strongly Disagree: 35.9%
- Disagree: 43.9%
- Strongly Agree: 12.5%
- Agree: 4.7%
- DK: 0.0%

Butts
- Strongly Disagree: 28.8%
- Disagree: 50.0%
- Strongly Agree: 15.2%
- Agree: 5.6%
- DK: 0.0%

Cobb
- Strongly Disagree: 43.3%
- Disagree: 35.0%
- Strongly Agree: 14.3%
- Agree: 6.0%
- DK: 0.0%

Gwinnett
- Strongly Disagree: 33.1%
- Disagree: 45.1%
- Strongly Agree: 15.0%
- Agree: 6.3%
- DK: 0.0%

Coweta
- Strongly Disagree: 43.1%
- Disagree: 33.4%
- Strongly Agree: 14.0%
- Agree: 7.0%
- DK: 0.0%

Fayette
- Strongly Disagree: 41.0%
- Disagree: 35.5%
- Strongly Agree: 17.0%
- Agree: 5.0%
- DK: 0.0%

Henry
- Strongly Disagree: 33.6%
- Disagree: 39.8%
- Strongly Agree: 15.3%
- Agree: 10.5%
- DK: 0.0%

Rockdale
- Strongly Disagree: 36.5%
- Disagree: 36.0%
- Strongly Agree: 18.8%
- Agree: 8.0%
- DK: 0.0%

Fulton
- Strongly Disagree: 42.8%
- Disagree: 29.4%
- Strongly Agree: 19.7%
- Agree: 7.4%
- DK: 0.0%

City of Atlanta
- Strongly Disagree: 43.1%
- Disagree: 28.6%
- Strongly Agree: 19.5%
- Agree: 8.1%
- DK: 0.0%

Clayton
- Strongly Disagree: 25.8%
- Disagree: 40.5%
- Strongly Agree: 25.0%
- Agree: 5.5%
- DK: 0.0%

DeKalb
- Strongly Disagree: 33.4%
- Disagree: 28.8%
- Strongly Agree: 22.7%
- Agree: 14.3%
- DK: 0.0%
Most Likely to Indicate Having Problems with Accessing Needed Transportation...

- Residents of the City of Atlanta, Clayton, and DeKalb
- Seniors and Millennials
- Those with lower levels of education, income
- Black Respondents
- Renters
- The unemployed
- South of I-20
Importance of Public Transit: MAS Responses 2013-2018

- Very important
  - 2013: 71.3%
  - 2014: 71.2%
  - 2015: 71.2%
  - 2016: 73.5%
  - 2017: 74.1%
  - 2018: 73.0%

- Somewhat important
  - 2013: 17.1%
  - 2014: 22.0%
  - 2015: 20.4%
  - 2016: 18.7%
  - 2017: 19.6%
  - 2018: 19.8%

- Not important at all
  - 2013: 0.9%
  - 2014: 7.0%
  - 2015: 6.5%
  - 2016: 6.7%
  - 2017: 4.8%
  - 2018: 6.3%

DK

- 2013: 2.7%
- 2014: 1.9%
- 2015: 1.1%
- 2016: 1.6%
- 2017: 1.0%
- 2018: 0.9%
<table>
<thead>
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<th>Somewhat Important</th>
<th>Not Important At All</th>
<th>DK</th>
</tr>
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<tr>
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<td>76.9%</td>
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<tr>
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<tr>
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<td>Fayette</td>
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</tr>
<tr>
<td>Coweta</td>
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<td></td>
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</tr>
<tr>
<td>Butts</td>
<td>60.4%</td>
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<tr>
<td>Paulding</td>
<td>54.6%</td>
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</tr>
<tr>
<td>Douglas</td>
<td>54.4%</td>
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</tbody>
</table>
Best Way to Fix Traffic--MAS Response Comparison 2019 and 2018

- **Expand public transit**
  - 2019: 47.8%
  - 2018: 47.7%

- **Improve roads/highways**
  - 2019: 28.8%
  - 2018: 27.6%

- **Develop communities live close to work**
  - 2019: 15.0%
  - 2018: 15.1%

- **Do nothing**
  - 2019: 4.3%
  - 2018: 5.5%

- **DK**
  - 2019: 4.1%
  - 2018: 4.1%
Best Way to Fix Traffic--MAS Response Comparison 2013-2019

- **Expand public transit**
  - 2019: 47.8%
  - 2018: 40.9%
  - 2017: 28.8%
  - 2016: 30.0%
  - 2015: 40.9%
  - 2014: 28.8%
  - 2013: 21.9%
  - 2012: 15.0%
  - 2011: 4.3%
  - 2010: 4.1%
  - 2009: 4.5%

- **Improve roads/ highways**
  - 2019: 30.0%
  - 2018: 28.8%
  - 2017: 21.9%
  - 2016: 15.0%
  - 2015: 4.3%
  - 2014: 4.5%
  - 2013: 4.3%

- **Develop communities live close to work**
  - 2019: 21.9%
  - 2018: 15.0%
  - 2017: 4.3%
  - 2016: 4.5%
  - 2015: 2.7%
  - 2014: 4.3%
  - 2013: 4.5%

- **Do nothing**
  - 2019: 4.3%
  - 2018: 4.5%
  - 2017: 2.7%
  - 2016: 4.1%
  - 2015: 4.5%
  - 2014: 4.3%
  - 2013: 4.5%

- **DK**
  - 2019: 4.3%
  - 2018: 4.5%
  - 2017: 4.1%
  - 2016: 2.7%
  - 2015: 4.5%
  - 2014: 4.3%
  - 2013: 4.5%
Most Likely to Indicate “Expanding Public Transit” as the Best Long-Term Fix to Traffic Problems...

• Residents of DeKalb, Fulton, Gwinnett (*)

• Females

• Minorities

• Shorter-Term Residents

• Higher Educational Attainment

• North of I-20
"I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail."
"I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail."

2018

Strongly Agree, 15.4%
Agree, 34.5%
Disagree, 26.0%
Strongly Disagree, 22.4%
DK, 1.6%
"I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail."

- Strongly Agree, 13.9%
- Agree, 37.0%
- Disagree, 27.1%
- Strongly Disagree, 20.6%
- DK, 1.4%

50.9%
Transit Tax? 2019 Results

Share Agreeing or Strongly Agreeing:
"I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail."

- DeKalb: 55.9%
- City of Atlanta: 52.2%
- Fulton: 48.3%
- Gwinnett: 48.0%
- 13 Co: 46.0%
- Cobb: 44.5%
- Clayton: 43.5%
- Douglas: 41.3%
- Henry: 39.5%
- Fayette: 38.5%
- Cherokee: 38.5%
- Rockdale: 36.1%
- Coweta: 35.0%
- Paulding: 33.5%
- Butts: 26.8%
"I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail."

Share Agreeding or Strongly Agreeing:

- DeKalb: 55.9% (2019), 52.8% (2018), 56.3% (2017)
- City of Atlanta: 52.2% (2019), 55.4% (2018), 55.8% (2017)
- Fulton: 48.3% (2019), 48.0% (2018), 55.4% (2017)
- Gwinnett: 46.0% (2019), 50.9% (2018), 56.3% (2017)
- 13 Co: 44.5% (2019), 50.9% (2018), 56.3% (2017)
- Cobb: 48.8% (2019), 48.8% (2018), 51.5% (2017)
- Clayton: 43.5% (2019), 51.5% (2018), 51.5% (2017)
- Douglas: 41.3% (2019), 46.9% (2018), 46.9% (2017)
- Henry: 39.5% (2019), 42.0% (2018), 46.9% (2017)
- Fayette: 38.5% (2019), 43.9% (2018), 46.9% (2017)
- Cherokee: 38.5% (2019), 39.7% (2018), 43.9% (2017)
- Rockdale: 36.1% (2019), 44.2% (2018), 46.9% (2017)
- Coweta: 35.0% (2019), 44.2% (2018), 46.9% (2017)
- Paulding: 33.5% (2019), 41.9% (2018), 46.9% (2017)
- Butts: 26.8% (2019), 34.5% (2018), 46.9% (2017)
More likely to be willing to pay more taxes to fund expanded regional transit...

- Residents of the City of Atlanta, DeKalb, Fulton, Gwinnett, and Cobb
- Younger cohorts
  - 55% willing from ages 18-34
  - Down to 34% age 65+
- More highly educated (*), BUT income inconsistent pattern
- North of I-20
- Renters
Biggest Problem Facing Residents in Metro--MAS Response Comparison 2013-2019

- Transportation: 28% 2019, 21% 2018, 18% 2017, 17% 2016, 24% 2015, 4% 2014, 7% 2013
- Crime: 10% 2019, 17% 2018, 18% 2017, 17% 2016, 21% 2015, 4% 2014, 4% 2013
- Public Education: 9% 2019, 13% 2018, 10% 2017, 7% 2016, 24% 2015, 4% 2014, 5% 2013
- Human Services: 3% 2019, 7% 2018, 9% 2017, 7% 2016, 24% 2015, 4% 2014, 7% 2013
- Economy: 5% 2019, 7% 2018, 9% 2017, 4% 2016, 24% 2015, 4% 2014, 4% 2013
- Other: 6% 2019, 4% 2018, 4% 2017, 6% 2016, 24% 2015, 4% 2014, 4% 2013
- Public Health: 4% 2019, 4% 2018, 4% 2017, 6% 2016, 24% 2015, 4% 2014, 4% 2013
- Taxes: 8% 2019, 6% 2018, 6% 2017, 4% 2016, 24% 2015, 4% 2014, 4% 2013
- DK: 4% 2019, 4% 2018, 4% 2017, 4% 2016, 24% 2015, 4% 2014, 4% 2013
- Race Relations: 2% 2019, 4% 2018, 4% 2017, 4% 2016, 24% 2015, 4% 2014, 4% 2013

Note: The percentages represent the percentage of responses for each category from 2013 to 2019.
Share by County: Economy as Biggest Problem 2014-2018

Fayette | Fulton | Rockdale | Cherokee | Gwinnett | DeKalb | Douglas | Clayton | Cobb | Henry
--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
2014: 33.3% | 20.6% | 28.9% | 24.1% | 20.9% | 29.5% | 26.5% | 27.1% | 28.7% | 11.4%
2015: 4.5% | 4.8% | 5.0% | 5.3% | 5.5% | 5.7% | 6.2% | 6.3% | 8.3% | 8.8%
2016: 0.0% | 10.0% | 15.0% | 20.0% | 25.0% | 30.0% | 35.0% | 0.0% | 5.0% | 10.0%
Most Likely to Say the Economy is the #1 Issue?

- Residents of Clayton, Rockdale, and DeKalb
- Those aged 18-34
- Black respondents, Latino
- Those with lower incomes (and of lower educational levels)
- Part-Time and Unemployed
Methods of Paying for a $400 Financial Emergency: 2016-2019

- Pay with Cash, Check or Debit: 49.8% (2016), 51.9% (2017), 52.0% (2018), 54.1% (2019)
- Would Sell or Pawn Something: 17.4% (2016), 16.0% (2017), 19.3% (2018), 18.6% (2019)
- Would Not Be Able to Pay Now: 9.7% (2016), 9.6% (2017), 9.1% (2018), 7.3% (2019)
- Don't Know: 0.0% (2016), 0.0% (2017), 0.0% (2018), 0.0% (2019)
Most Likely to have trouble Paying $400 Emergency?

- Residents of Clayton, Butts, DeKalb, and City of Atlanta
- Those aged 18-34 and those aged 65+
- Minorities
- Those with lower incomes and lower education levels
  - Almost half earning < $25K would have trouble
  - Less than 5% would have trouble if college grad or more
2018: Skipped Meals or Reduced Portions re: Lack of Money

Yes, 16.6%

No, 83.2%
Most Likely to Experience Stress from Food Insecurity?

• Residents of City of Atlanta, Clayton, Butts, DeKalb, and Fulton

• Those aged 18-34
  – 6% at 65+

• Minorities

• Those with lower incomes and education levels
  – 4 in 10 at < $25K
Availability of Programs for Low-Income: MAS 2015-19

- **Excellent**: 4.6% (2015), 4.6% (2019)
- **Good**: 17.1% (2015), 22.8% (2018), 27.4% (2019)
- **Fair**: 37.7% (2015), 35.1% (2018), 32.0% (2019)
- **Poor**: 22.8% (2015), 27.4% (2018), 35.1% (2019)
- **DK**: 11.1% (2015), 7.4% (2018), 10.0% (2019)
### Availability of Programs for Low-Income: MAS 2019

<table>
<thead>
<tr>
<th>County</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>DK</th>
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<tbody>
<tr>
<td>ARC Region</td>
<td>4.6%</td>
<td>17.1%</td>
<td>35.1%</td>
<td>32.0%</td>
<td>11.1%</td>
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<tr>
<td>Cherokee</td>
<td>4.8%</td>
<td>27.0%</td>
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<tr>
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<tr>
<td>Cobb</td>
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</tr>
</tbody>
</table>

Legend:
- Green: Excellent
- Light Green: Good
- Yellow: Fair
- Red: Poor
- Blue: DK
### Availability of Programs for Low-Income: MAS 2018

<table>
<thead>
<tr>
<th>County</th>
<th>Excellent (%)</th>
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<tr>
<td>Cherokee</td>
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<td>13-County Region</td>
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</tr>
</tbody>
</table>

Legend:
- **Excellent**
- **Good**
- **Fair**
- **Poor**
- **DK**

Note: The percentages represent the availability of programs for low-income individuals in each county and the 13-County Region.
Availability of Programs for Seniors: MAS 2015-19

- **Excellent**
  - 2015: 7.0%
  - 2016: 4.9%
  - 2017: 6.3%
  - 2018: 21.3%
  - 2019: 4.9%

- **Good**
  - 2015: 27.7%
  - 2016: 29.9%
  - 2017: 37.7%
  - 2018: 33.8%
  - 2019: 37.7%

- **Fair**
  - 2015: 22.2%
  - 2016: 33.8%
  - 2017: 21.3%
  - 2018: 22.2%
  - 2019: 23.3%

- **Poor**
  - 2015: 7.0%
  - 2016: 6.3%
  - 2017: 9.3%
  - 2018: 22.2%
  - 2019: 22.2%

- **DK**
  - 2015: 0.0%
  - 2016: 0.0%
  - 2017: 0.0%
  - 2018: 0.0%
  - 2019: 0.0%
"My current job does not allow me to utilize my education and skills to the fullest extent possible."
I am worried that I may lose my job to some type of automated process…
Alternative Most Likely to Attract and Retain Skilled Workforce? (MAS 2019)

- Provide more affordable housing options
- Create more training and retraining opportunities
- Provide better transportation options to get to/from work
- Improve K-12 education
- Provide better access to higher education
- DK

Clayton 22.3% 22.4%
Rockdale 23.0% 24.1%
City of Atlanta 24.8%
Douglas 27.3%
DeKalb 27.5%
Gwinnett 27.9%
Henry 29.9%
Fulton 30.0%
Cobb 30.8%
Paulding 31.7%
Coweta 33.3%
Butts 34.3%
Fayette 27.7%
Cherokee
ARC Region

METRO ATLANTA SPEAKS
regional impact + local relevance

Atlanta Regional Commission
regional impact + local relevance
Would Seek Out Training for Better Job Opportunities…

Coweta Fayette Butts DeKalb Cobb Cherokee Douglas Paulding Fulton Gwinnett Rockdale Henry City of Atlanta Clayton ARC Region

- **Strongly Agree**
- **Agree**
- **Disagree**
- **Strongly Disagree**
- **DK**

<table>
<thead>
<tr>
<th>Location</th>
<th>Strongly Agree</th>
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<th>Disagree</th>
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</tbody>
</table>
MAS 2019: 
Crosstabs: “Would Seek out Training for Better Opportunities”

By Educational Attainment

By Income Level

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- DK

MAS 2019: "Would Seek out Training for Better Opportunities"
I Know Where to Find Job Training Program when I Need One...

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- DK

Fayette Henry Rockdale Clayton DeKalb Douglas Butts Gwinnett Cherokee Cobb Coweta Fulton Paulding City of Atlanta ARC Region

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- DK

Regional impact + local relevance

METRO ATLANTA SPEAKS

Atlanta Regional Commission

Regional impact + local relevance
MAS 2019:
Crosstabs: “Would Seek out Training for Better Opportunities”

By Educational Attainment

By Income Level
“Most Likely to”: Workforce Questions

- Not Have Skills Used: Younger, Lower-Income, Part-Time, Renters
- Fear of Automation: Lower-Income and Education, South of I-20
- Training as Best Investment: Older workers, those with more education
- Eager to Seek Training: Little Demog Diff, fewer 65+
- Not Know Where to Find Training: Older, Longer-term Residents, South of I-20 (barely)
HOUSING
### Metro Affordability “As Place to Live”: MAS 2019

<table>
<thead>
<tr>
<th>Area</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>DK</th>
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Last year, about 89% perceived they were paying too much for housing.
To What Degree Has My Area Changed Last 3-4 Years?... (2019 MAS)

- **ARC Region**: 32.2% Very significant change, 41.2% Some change, 17.5% Very little change, 6.3% No change at all
- **Cherokee**: 46.3% Very significant change, 41.0% Some change, 7.3% Very little change, 5.0% No change at all
- **Coweta**: 44.6% Very significant change, 36.3% Some change, 12.5% Very little change, 6.0% No change at all
- **City of Atlanta**: 38.3% Very significant change, 41.8% Some change, 13.2% Very little change, 5.5% No change at all
- **Henry**: 42.9% Very significant change, 36.9% Some change, 15.5% Very little change, 2.7% No change at all
- **Gwinnett**: 34.3% Very significant change, 44.5% Some change, 16.8% Very little change, 3.5% No change at all
- **Douglas**: 22.2% Very significant change, 55.9% Some change, 17.5% Very little change, 3.5% No change at all
- **Paulding**: 33.3% Very significant change, 43.6% Some change, 20.3% Very little change, 1.5% No change at all
- **Fulton**: 36.7% Very significant change, 40.0% Some change, 14.8% Very little change, 4.6% No change at all
- **Fayette**: 24.8% Very significant change, 49.8% Some change, 22.0% Very little change, 5.5% No change at all
- **Cobb**: 33.5% Very significant change, 35.8% Some change, 20.8% Very little change, 5.3% No change at all
- **Rockdale**: 19.3% Very significant change, 47.0% Some change, 28.5% Very little change, 5.0% No change at all
- **DeKalb**: 20.8% Very significant change, 42.0% Some change, 17.7% Very little change, 15.3% No change at all
- **Clayton**: 21.6% Very significant change, 40.9% Some change, 25.3% Very little change, 10.0% No change at all
- **Butts**: 10.4% Very significant change, 33.6% Some change, 39.2% Very little change, 16.4% No change at all
"Older homes in the area where I live are being replaced by new, more expensive housing alternatives." (2019 MAS)
"Properties in the area where I live are being bought and remodeled so that they may be sold or rented for a higher price." (2019 MAS)
"If I had to move right now, I could not afford to move to another house or apartment in the area where I currently live." (2019 MAS)
"In the area where I live, long-established businesses are being replaced by new businesses." (2019 MAS)
"Changes in the area where I live are leading to tension between me and my neighbors."

(2019 MAS)
“Most Likely to”: Housing Questions

- Perceive General Affordability Challenges: Younger, Lower-Income, Part-Time, Renters

- Think Area’s Changing: Younger Residents, Whites, More Education, Longer-Tenured, Owner, North of I-20

- Have Trouble ($) Moving in Area: Younger, Minority, Lower-Income and Education, Renters

- See Home Replacement: Older workers, those with more education

- Think Flipping Prevalent: Little Demographic Diffs, fewer 65+ see

- Assess Businesses as Shifting/ being Replaced: Older, Longer-term Residents, South of I-20 (barely)

- Feel Tension in Neighborhood: Little Demographic Diffs, somewhat more at lower socioeconomic levels
CRIME
Biggest Problem Facing Residents in Metro--MAS Response Comparison 2019 and 2018

- Transportation: 28% (2019) vs. 28% (2018)
- Crime: 18% (2019) vs. 22% (2018)
- Public Education: 10% (2019) vs. 9% (2018)
- Human Services: 9% (2019) vs. 7% (2018)
- Economy: 7% (2019) vs. 6% (2018)
- Other: 8% (2019) vs. 5% (2018)
- Public Health: 7% (2019) vs. 5% (2018)
- Taxes: 8% (2019) vs. 6% (2018)
- DK: 4% (2019) vs. 3% (2018)
- Race Relations: 5% (2019) vs. 5% (2018)
Biggest Problem Facing Residents in Metro--MAS Response Comparison 2013-2019

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Share by County: Crime as Biggest Problem 2014-2019

- Cobb
- Gwinnett
- Cherokee
- Rockdale
- DeKalb
- Fulton
- Henry
- Clayton
- Fayette
- Douglas

2014:
- Cobb: 7.3%
- Gwinnett: 10.5%
- Cherokee: 6.3%
- Rockdale: 22.2%
- DeKalb: 18.5%
- Fulton: 19.7%
- Henry: 21.3%
- Clayton: 19.3%
- Fayette: 22.4%
- Douglas: 23.5%

2015:
- Cobb: 14.3%
- Gwinnett: 14.5%
- Cherokee: 14.8%
- Rockdale: 23.2%
- DeKalb: 20.2%
- Fulton: 20.9%
- Henry: 21.9%
- Clayton: 22.6%
- Fayette: 22.4%
- Douglas: 23.5%

2016:
- Cobb: 14.5%
- Gwinnett: 14.8%
- Cherokee: 14.8%
- Rockdale: 22.2%
- DeKalb: 18.5%
- Fulton: 19.7%
- Henry: 20.9%
- Clayton: 21.3%
- Fayette: 22.6%
- Douglas: 23.5%

2017:
- Cobb: 14.3%
- Gwinnett: 14.5%
- Cherokee: 14.8%
- Rockdale: 23.2%
- DeKalb: 19.7%
- Fulton: 20.2%
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2018:
- Cobb: 22.2%
- Gwinnett: 20.2%
- Cherokee: 19.7%
- Rockdale: 20.9%
- DeKalb: 19.7%
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2019:
- Cobb: 22.2%
- Gwinnett: 20.2%
- Cherokee: 19.7%
- Rockdale: 20.9%
- DeKalb: 19.7%
- Fulton: 20.9%
- Henry: 21.3%
- Clayton: 21.9%
- Fayette: 22.4%
- Douglas: 33.0%
Region’s Assessment of Community Safety MAS: 2015-2019

- **Excellent**: 2015: 17.9%, 2016: 15.5%
- **Good**: 2015: 44.9%, 2016: 43.6%, 2017: 28.4%, 2018: 24.7%
- **Fair**: 2015: 11.0%, 2016: 24.7%
- **Poor**: 2015: 13.1%, 2016: 11.0%
- **DK**: 2015: 0.6%, 2016: 0.2%

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%

- **2015** - **2019**
Assessment of Community Safety by County: MAS 2019

- Clayton (9.5% excellent, 30.4% good, 34.2% fair, 16.3% poor, 3.5% DK)
- DeKalb (12.0% excellent, 35.3% good, 33.2% fair, 19.3% poor, 3.5% DK)
- City of Atlanta (8.6% excellent, 39.1% good, 27.2% fair, 24.0% poor, 3.5% DK)
- Coweta (26.3% excellent, 44.8% good, 22.5% fair, 6.0% poor, 3.5% DK)
- Cherokee (33.3% excellent, 49.0% good, 14.3% fair, 3.5% poor, 3.5% DK)
- Cobb (19.0% excellent, 50.9% good, 15.7% fair, 13.0% poor, 3.5% DK)
- Paulding (17.8% excellent, 50.5% good, 21.0% fair, 10.5% poor, 3.5% DK)
- Gwinnett (17.3% excellent, 49.3% good, 26.0% fair, 7.3% poor, 3.5% DK)
- Butts (16.3% excellent, 47.4% good, 13.1% fair, 15.5% poor, 3.5% DK)
- Douglas (17.0% excellent, 44.8% good, 27.5% fair, 10.8% poor, 3.5% DK)
- Fulton (19.7% excellent, 39.6% good, 23.5% fair, 16.7% poor, 3.5% DK)
- Henry (12.5% excellent, 45.8% good, 34.0% fair, 7.8% poor, 3.5% DK)
- Rockdale (8.0% excellent, 46.8% good, 33.5% fair, 10.0% poor, 3.5% DK)
- Clayton (9.5% excellent, 30.4% good, 34.2% fair, 24.2% poor, 3.5% DK)
Assessment of Community Safety by County MAS 2018

- Cherokee: 37.4% Excellent, 45.1% Good, 14.2% Fair, 3.0% Poor, 0.0% DK
- Fayette: 37.8% Excellent, 39.8% Good, 16.0% Fair, 3.5% Poor, 0.0% DK
- Gwinnett: 26.8% Excellent, 44.5% Good, 23.0% Fair, 4.5% Poor, 0.0% DK
- Coweta: 21.0% Excellent, 48.8% Good, 20.5% Fair, 9.5% Poor, 0.0% DK
- Paulding: 18.3% Excellent, 49.3% Good, 24.8% Fair, 6.5% Poor, 0.0% DK
- Henry: 15.3% Excellent, 52.3% Good, 21.8% Fair, 9.5% Poor, 0.0% DK
- Cobb: 20.3% Excellent, 47.0% Good, 25.5% Fair, 6.3% Poor, 0.0% DK
- Butts: 22.4% Excellent, 44.4% Good, 22.8% Fair, 9.6% Poor, 0.0% DK
- Rockdale: 14.5% Excellent, 46.3% Good, 27.3% Fair, 11.5% Poor, 0.0% DK
- Fulton: 20.7% Excellent, 39.3% Good, 25.6% Fair, 12.5% Poor, 0.0% DK
- Douglas: 15.8% Excellent, 41.8% Good, 29.3% Fair, 12.3% Poor, 0.0% DK
- DeKalb: 17.0% Excellent, 34.6% Good, 33.6% Fair, 14.0% Poor, 0.0% DK
- Clayton: 8.5% Excellent, 40.0% Good, 29.8% Fair, 21.8% Poor, 0.0% DK
- City of Atlanta: 15.4% Excellent, 29.9% Good, 33.7% Fair, 19.0% Poor, 0.0% DK
- 13-County Region: 21.1% Excellent, 42.4% Good, 25.6% Fair, 9.7% Poor, 0.0% DK
QUALITY OF LIFE
Access to Rec/Cultural Opps Near Home?: MAS 2015-19

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Access to Rec/Cultural Opps Near Home?: MAS 2019

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<tr>
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Strongly Agree - Strongly Disagree - DK
## Access to Rec/Cultural Opps Near Home?: MAS 2018

<table>
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<th>Agree</th>
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<th>Strongly Disagree</th>
<th>DK</th>
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<tr>
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<tr>
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<tr>
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<tr>
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<tr>
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<td>Clayton</td>
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### 13-County Region

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<th>Disagree</th>
<th>Strongly Disagree</th>
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Access to Shopping Opps Walking Distance?: MAS 2015-19

- Strongly Agree: 12.8% (2015), 13.5% (2016), 34.5% (2017), 31.0% (2018), 34.9% (2019)
- Agree: 34.9% (2015), 31.0% (2016), 32.6% (2017), 34.5% (2018), 34.5% (2019)
- Disagree: 0.8% (2015), 5.0% (2016), 10.0% (2017), 15.0% (2018), 20.6% (2019)
- Strongly Disagree: 0.0% (2015), 0.0% (2016), 0.0% (2017), 0.0% (2018), 0.0% (2019)
- DK: 0.4% (2015), 0.4% (2016), 0.4% (2017), 0.4% (2018), 0.4% (2019)
## Access to Shopping Opps Walking Distance?: MAS 2018

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<th>Agree</th>
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<th>Strongly Disagree</th>
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<tr>
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</tbody>
</table>

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0% 80.0% 90.0% 100.0%

Strongly Agree | Agree | Disagree | Strongly Disagree | DK
Sidewalks and Crosswalks on Most Streets in Neighborhood?: MAS 2015-19

- Strongly Disagree: 14.9% in 2015, 16.0% in 2016.
- DK: 0.9% in 2015, 0.6% in 2016.
Assessment of Metro as Place to Raise Kids, by County: MAS 2019

- ARC Region: 13.0% Excellent, 39.5% Good, 29.3% Fair, 15.5% Poor
- Cherokee: 18.2% Excellent, 41.9% Good, 20.7% Fair, 17.7% Poor
- Cobb: 16.0% Excellent, 44.0% Good, 24.5% Fair, 13.3% Poor
- Gwinnett: 11.3% Excellent, 45.5% Good, 28.8% Fair, 12.8% Poor
- Fayette: 11.5% Excellent, 42.6% Good, 28.3% Fair, 14.0% Poor
- Fulton: 14.3% Excellent, 38.5% Good, 27.7% Fair, 16.1% Poor
- DeKalb: 14.3% Excellent, 37.8% Good, 31.9% Fair, 12.8% Poor
- Paulding: 9.8% Excellent, 40.3% Good, 28.5% Fair, 19.3% Poor
- Coweta: 10.8% Excellent, 37.5% Good, 26.8% Fair, 20.8% Poor
- Rockdale: 6.3% Excellent, 39.5% Good, 32.5% Fair, 19.3% Poor
- Douglas: 11.5% Excellent, 33.3% Good, 32.0% Fair, 22.5% Poor
- City of Atlanta: 9.8% Excellent, 34.9% Good, 29.2% Fair, 21.3% Poor
- Henry: 8.5% Excellent, 30.1% Good, 39.1% Fair, 20.6% Poor
- Clayton: 7.5% Excellent, 25.5% Good, 44.3% Fair, 19.8% Poor
- Butts: 7.6% Excellent, 23.7% Good, 32.9% Fair, 22.5% Poor
<table>
<thead>
<tr>
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<th>Good</th>
<th>Fair</th>
<th>Poor</th>
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<td>39.0%</td>
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<td>16.6%</td>
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</tbody>
</table>
CIVIC ENGAGEMENT
How Involved in Community? (by County): MAS 2014-2019

- **Very involved**
  - 2014: 14.0%
  - 2015: 14.0%
  - 2016: 14.0%
  - 2017: 14.0%
  - 2018: 14.0%
  - 2019: 14.0%

- **Somewhat involved**
  - 2014: 35.0%
  - 2015: 35.0%
  - 2016: 51.0%
  - 2017: 51.0%
  - 2018: 51.0%
  - 2019: 51.0%

- **Not at all involved**
  - 2014: 33.6%
  - 2015: 33.6%
  - 2016: 33.6%
  - 2017: 33.6%
  - 2018: 33.6%
  - 2019: 33.6%

- **DK**
  - 2014: 0.8%
  - 2015: 0.8%
  - 2016: 0.8%
  - 2017: 0.8%
  - 2018: 0.8%
  - 2019: 0.8%
How Involved in Community? (by County): MAS 2019

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<th>Somewhat Involved</th>
<th>Not Involved at All</th>
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<td>Clayton</td>
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<td>28.3%</td>
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<tr>
<td>DeKalb</td>
<td>16.4%</td>
<td>53.4%</td>
<td>30.0%</td>
</tr>
<tr>
<td>City of Atlanta</td>
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<td>Butts</td>
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Neighbors Willing to Help Each Other?: MAS 2015-19

Strongly Agree
- 2015: 18.3%
- 2016: 21.4%
- 2017: 12.5%
- 2018: 59.7%
- 2019: 59.7%

Agree
- 2015: 57.1%
- 2016: 59.7%
- 2017: 18.3%
- 2018: 57.1%
- 2019: 59.7%

Disagree
- 2015: 12.5%
- 2016: 18.3%
- 2017: 18.3%
- 2018: 12.5%
- 2019: 12.5%

Strongly Disagree
- 2015: 5.3%
- 2016: 5.3%
- 2017: 5.1%
- 2018: 5.3%
- 2019: 5.3%

DK
- 2015: 1.0%
- 2016: 1.0%
- 2017: 1.4%
- 2018: 1.0%
- 2019: 1.4%
Reported Participation in Volunteering: MAS 2015-2019

<table>
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<td>2016</td>
<td>46.4%</td>
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<tr>
<td>2017</td>
<td>45.9%</td>
<td>54.1%</td>
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<tr>
<td>2018</td>
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<tr>
<td>2019</td>
<td>44.9%</td>
<td>55.1%</td>
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Reported Participation in PTA Meeting(s): MAS 2015-2019

- 2015: 26.9%
- 2016: 24.3%
- 2017: 23.5%
- 2018: 28.2%
- 2019: 23.3%
Reported Participation in Neighborhood Association: MAS 2015-2019

<table>
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<tr>
<td>2016</td>
<td>33.6%</td>
<td>66.4%</td>
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Reported Participation in Public Meeting(s): MAS 2015-2019

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<tr>
<td>2019</td>
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Reported Participation in Religious Service/Event(s): MAS 2015-2019

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<td>2019</td>
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The Future
Future Assessment of Living Conditions: Responses 2018 and 2019

- **About the same**
  - 2018: 30%
  - 2019: 41%

- **Better in 3-4 years**
  - 2018: 28%
  - 2019: 30%

- **Worse in 3-4 years**
  - 2018: 27%
  - 2019: 26%

- **DK**
  - 2018: 2%
  - 2019: 3%
Future Assessment of Living Conditions: Responses 2013-2019

- **About the same**
  - 2013: 3%
  - 2014: 3%
  - 2015: 3%
  - 2016: 3%
  - 2017: 3%
  - 2018: 3%
  - 2019: 3%

- **Better in 3-4 years**
  - 2013: 28%
  - 2014: 31%
  - 2015: 30%
  - 2016: 26%
  - 2017: 30%
  - 2018: 31%
  - 2019: 41%

- **Worse in 3-4 years**
  - 2013: 39%
  - 2014: 41%
  - 2015: 41%
  - 2016: 39%
  - 2017: 39%
  - 2018: 41%
  - 2019: 39%
<table>
<thead>
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<th>Better in 3-4 years</th>
<th>Worse in 3-4 years</th>
<th>About the Same</th>
<th>DK</th>
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<td>29.9%</td>
<td>26.0%</td>
<td>41.0%</td>
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<td>City of Atlanta</td>
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<td>Worse in 3-4 years</td>
<td>About the Same</td>
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</table>
Future Assessment of Living Conditions by County 2014-2018

Share by County: Things Better Next 3-4 Years 2014-2019


Henry Cherokee Fayette Douglas Gwinnett Clayton DeKalb Rockdale Cobb Fulton

26% 22.6% 25.1% 5% 25.5% 24% 25.8% 26% 26.3% 33% 28.5% 36% 29.4% 32.5% 33.7% 36.7%