



**Summary  
Review of 2017 Results  
With Data from Prior Years  
(where available)**

**October, 2017 Summary**

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# Metro Atlanta Speaks-Background

The Metro Atlanta Speaks (MAS) public opinion survey is in its fifth year. The 2017 iteration was conducted by A.L. Burruss Institute of Public Service and Research at Kennesaw State University (KSU). The 2017 survey asked 27 questions of 5,462 residents in a 13-county area, with results statistically significant down to the county-level, as well as for the City of Atlanta. The 2016 survey (KSU) also provided results significant down to the county-level and City of Atlanta--for 27 questions posed to 5,416 residents again in a 13-county area. The 2015 MAS asked 26 questions of 5,200 residents in the 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 10 (or 13)-county Atlanta region rates 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 had questions on water, job training, starting a business, healthcare, and parks. In 2015, the survey included 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 were added to delve deeper into possible resident willingness to fund transportation, and to explore respondent reactions to the I-85 Collapse . While each year's survey provides a point-in-time understanding of how residents perceive the quality-of-life in metro Atlanta, the true value of the effort is in understanding how perceptions do or don't change *over time*. ARC will seek to, with its community partners, continue this survey annually to build such a "longitudinal" database. This summary focus on regional results and topline county data. Regional survey margin of error for the 2017 instrument is +/- 1.3% percentage points (the same as 2016, up from 1.7% in 2015 and 2.1% in 2014) at the 95 percent confidence level. County significance ranges from +/- 4 to +/-7%.

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## Sponsors 2017



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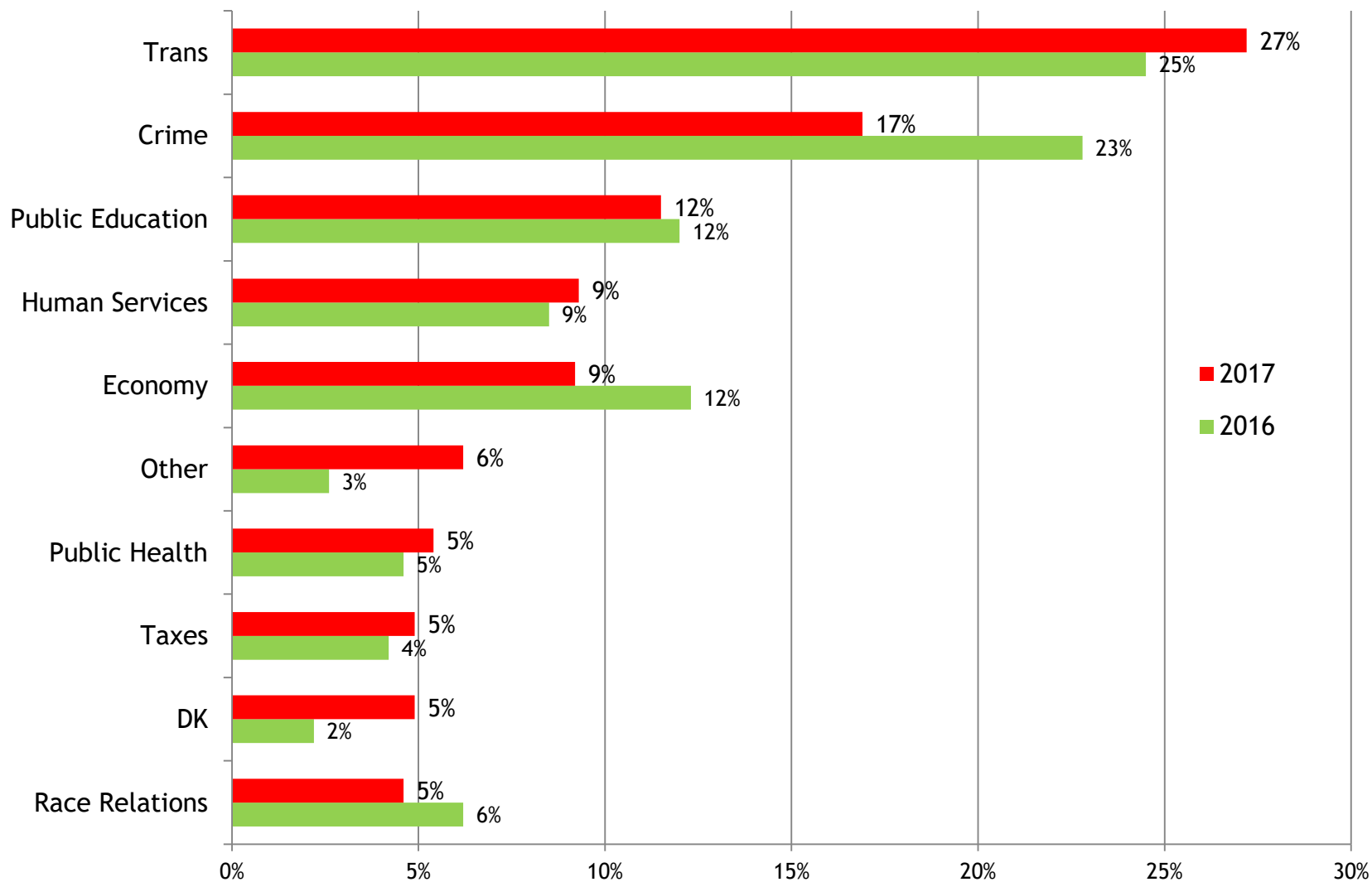


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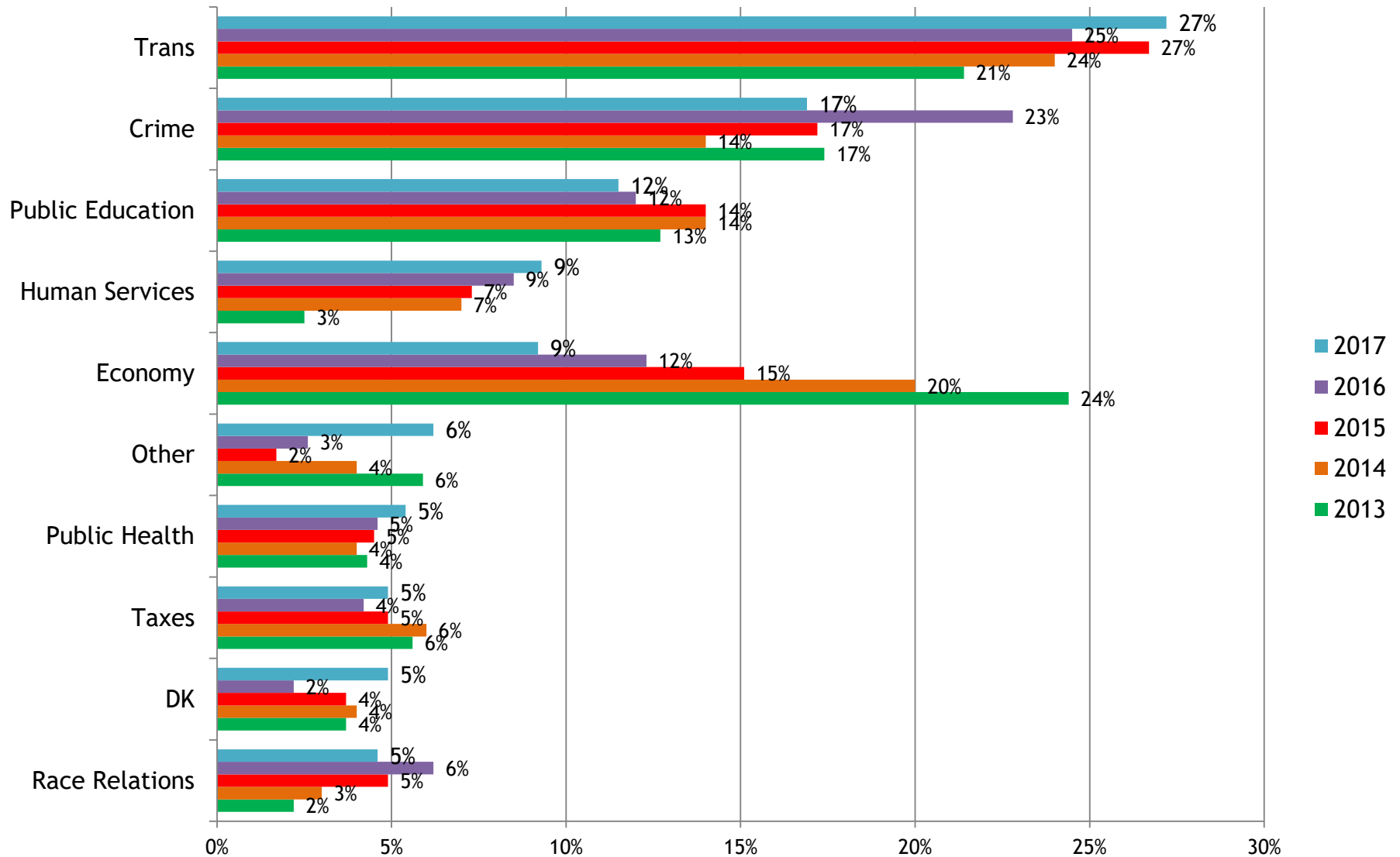


- **Transportation** stays the #1 concern, with a greater share
  - Transit support almost unanimous
  - A plurality feel transit is the best fix for congestion
  - New question indicates a narrow majority support tax funding for transit
- **Economy** is getting better and better
  - Drops to under 10% as biggest problem
  - More optimistic on job opportunities
  - Still “cracks in the window” with financial stress and food insecurity
- Concern with **Crime** Drops (from last year)...
- More Focus: The **Local and Regional Contrast** stays consistent
  - Public Education assessed as better “in our own backyard”
- **Civic Involvement** levels stable
- Optimism for **The Future** steady, but restrained

# Biggest Problem Facing Residents in Metro Atlanta: Responses - 2016-2017



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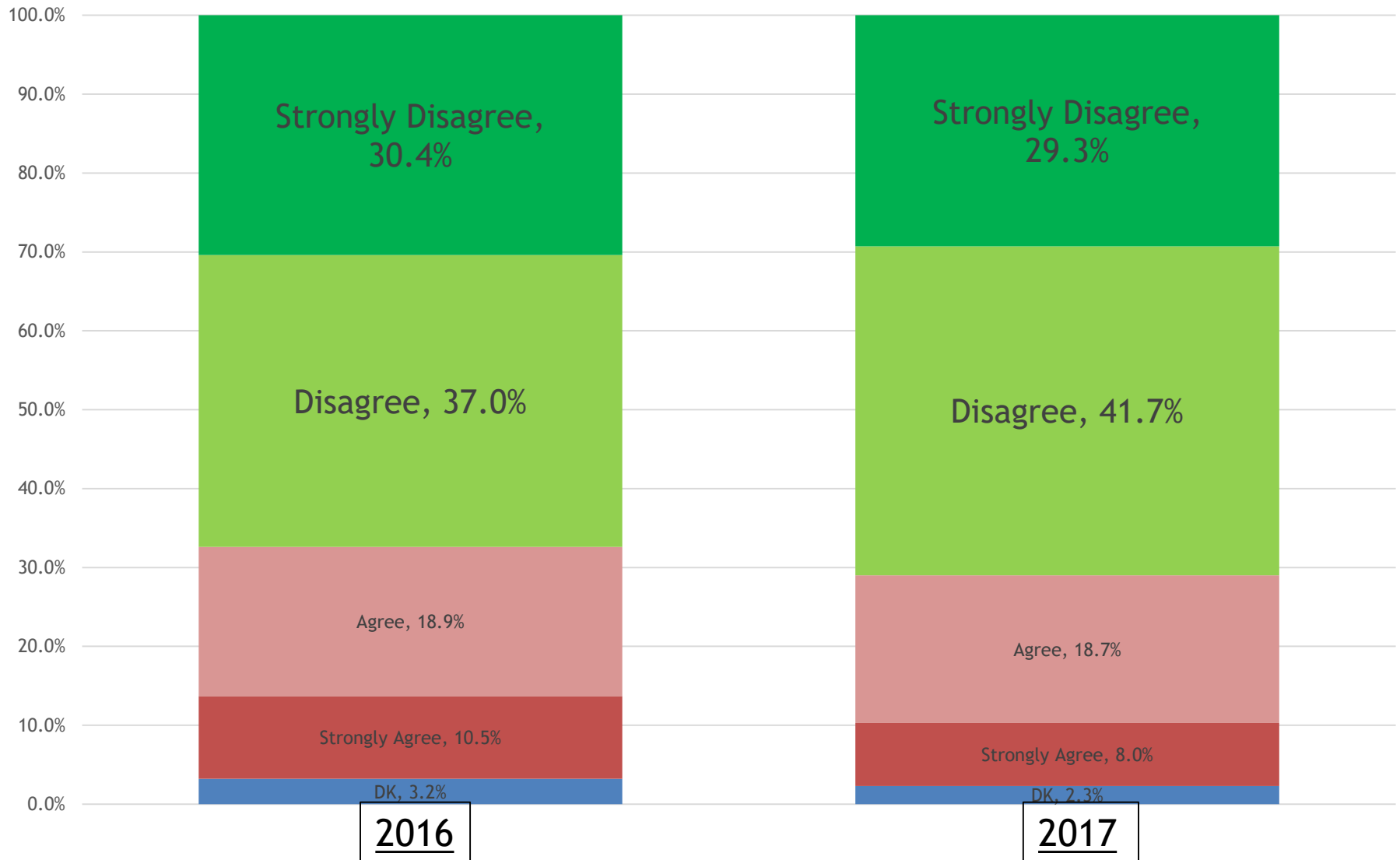
# Most Likely to Say that Transportation is the #1 Issue?

- Residents of Cobb, Cherokee or Fulton
- Those with at least a bachelor's degree
- Males
- Younger residents
- White Respondents
- Those with higher incomes





# "I Frequently Lack Transportation to Get to Places I Need to Go..."



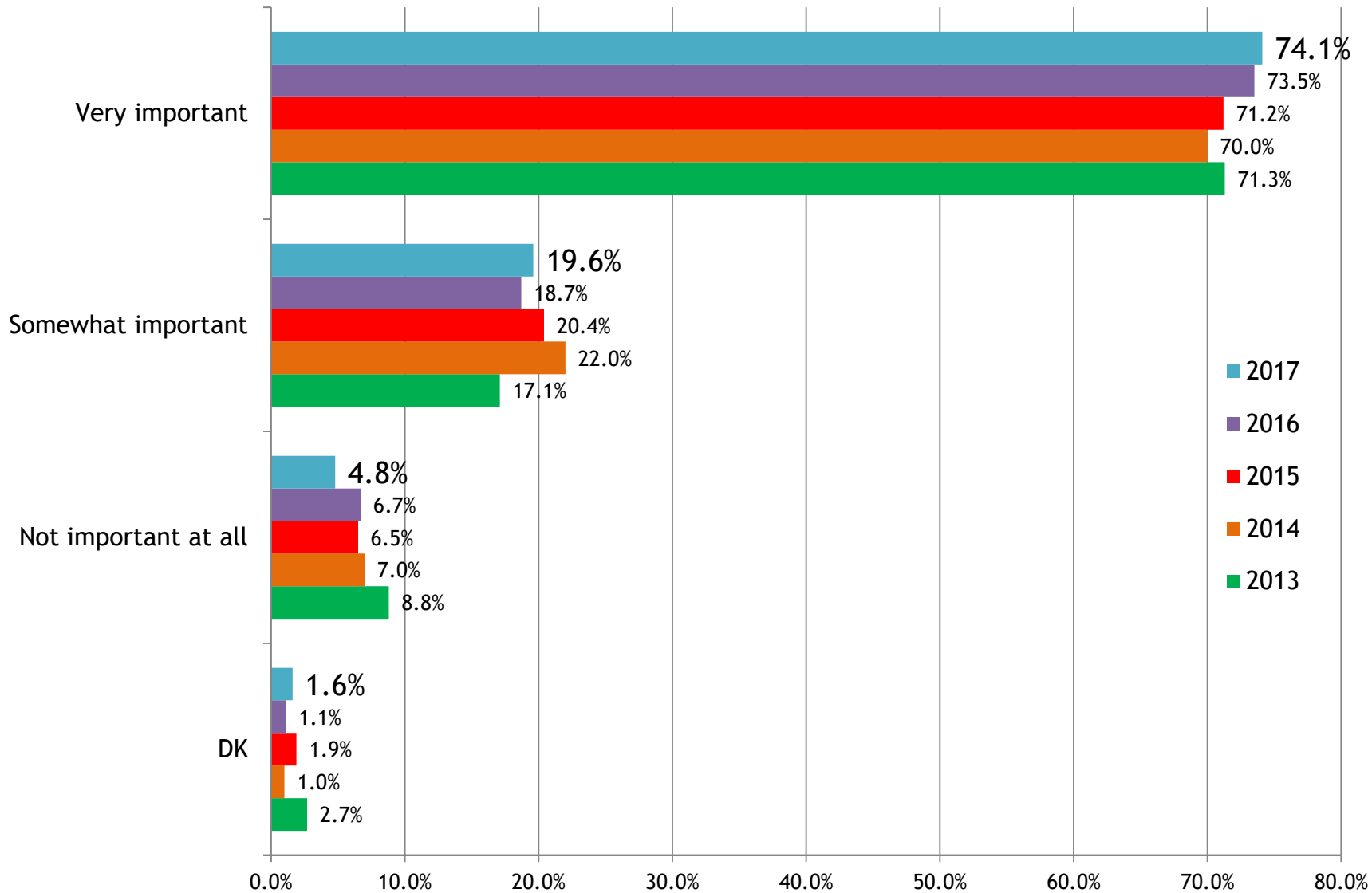


## Most Likely to Indicate Having Problems with Accessing Needed Transportation...

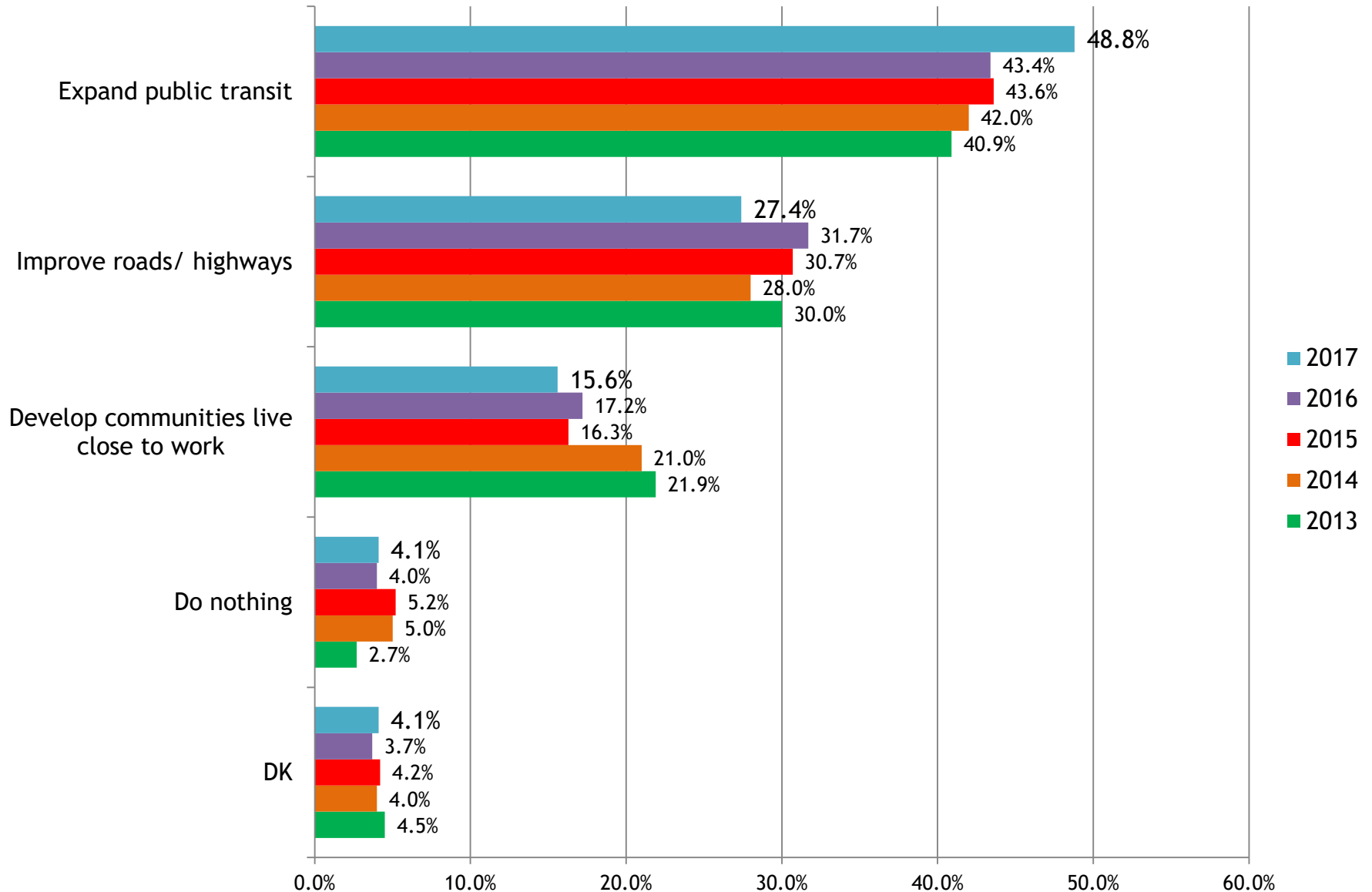
- Residents of Butts, Rockdale, the City of Atlanta, and DeKalb
- Boomers and Seniors
- Those with lower levels of education
- Black and Latino Respondents



# Importance of Public Transit: MAS Responses 2013-2017



# Best Way to Fix Traffic? Responses 2013-2017

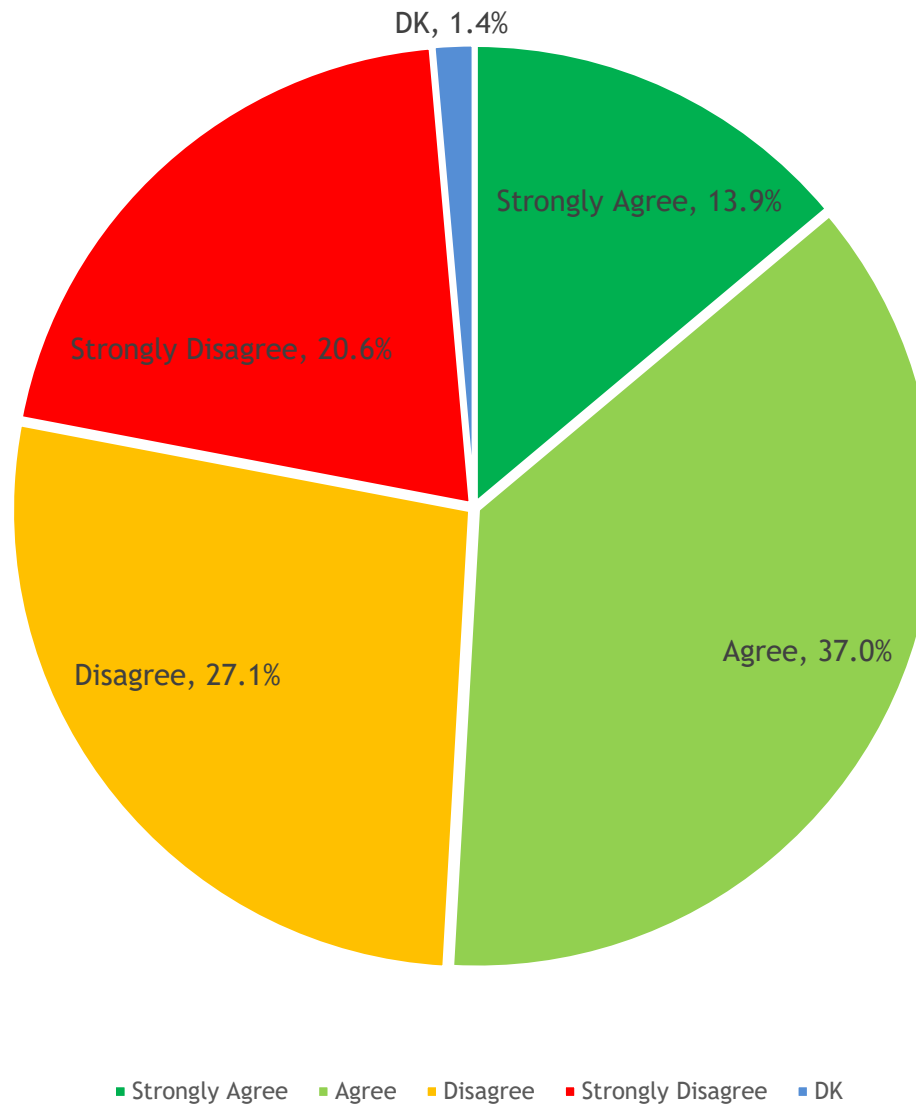


## Most Likely to Indicate “Expanding Public Transit” as the Best Long-Term Fix to Traffic Problems...

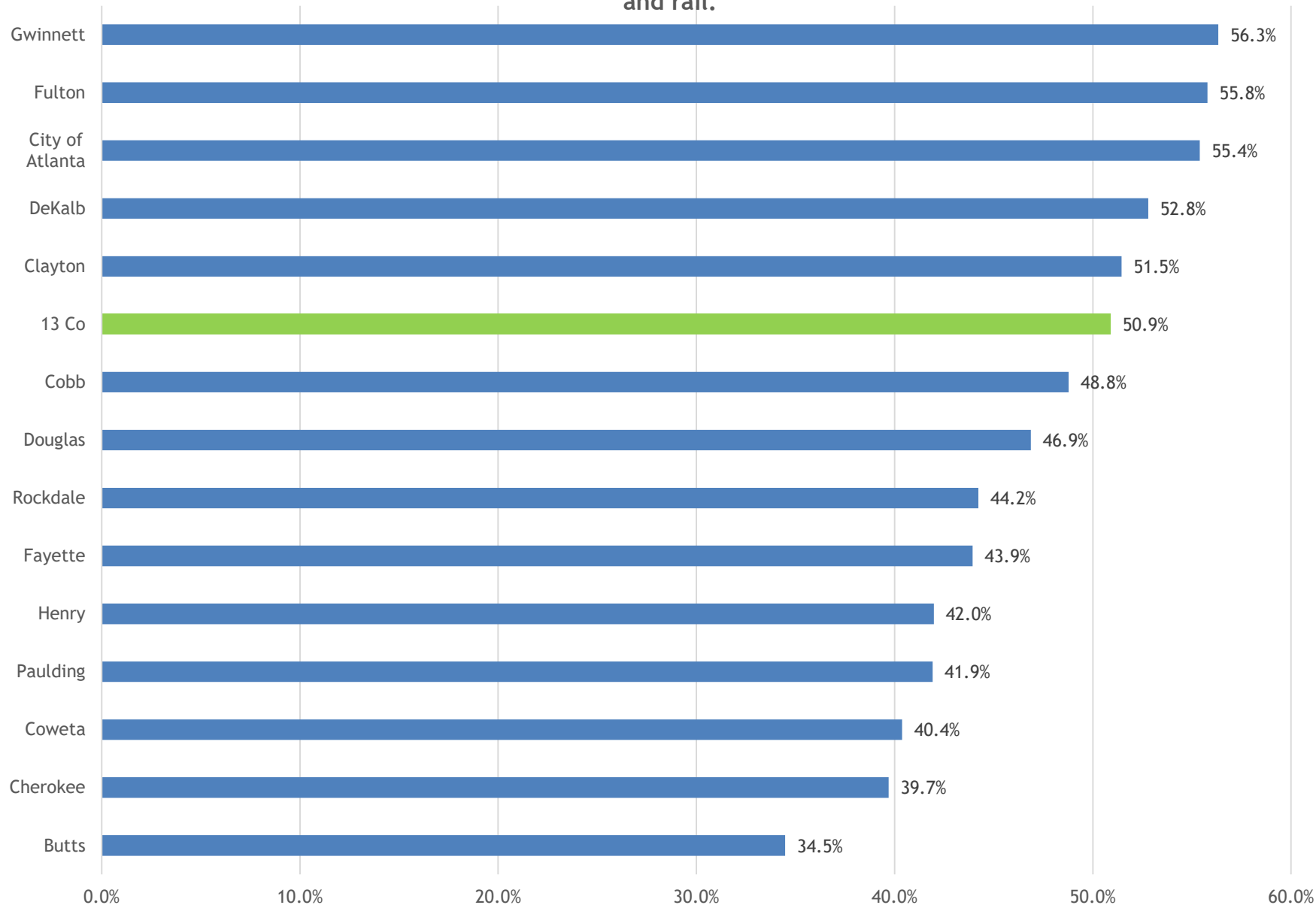
- Residents of City of Atlanta, DeKalb, and Clayton
- Females
- Minorities
- Residents newer to the metro area



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



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





More likely to be willing to pay more taxes to fund expanded regional transit...

- Residents of Gwinnett, Fulton, the City of Atlanta, DeKalb, and Clayton
- Younger cohorts
  - 60% willing from ages 18-34
  - Down to 40% age 65+
- More highly educated
- Residents newer to the metro area





# ECONOMY

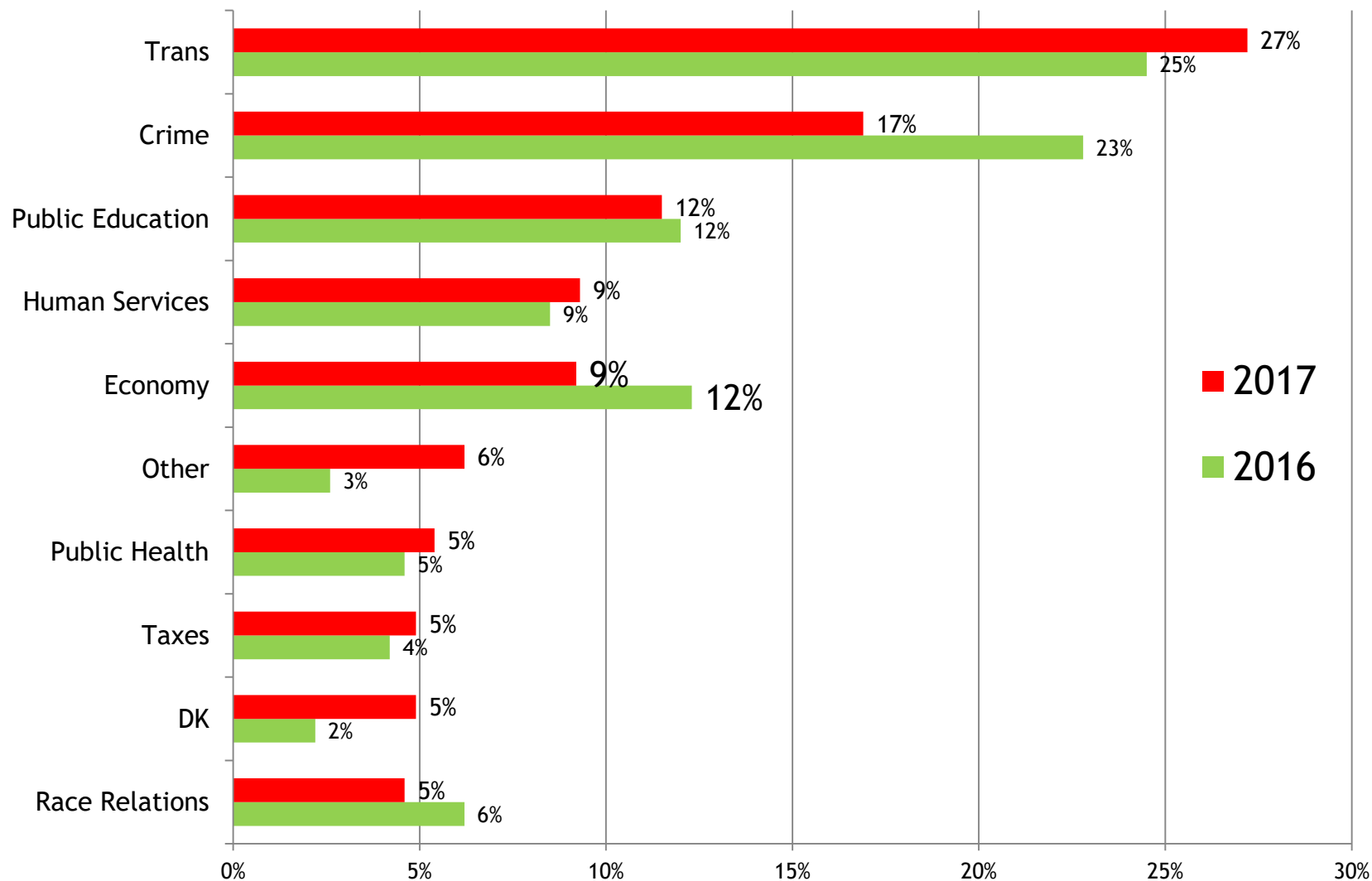


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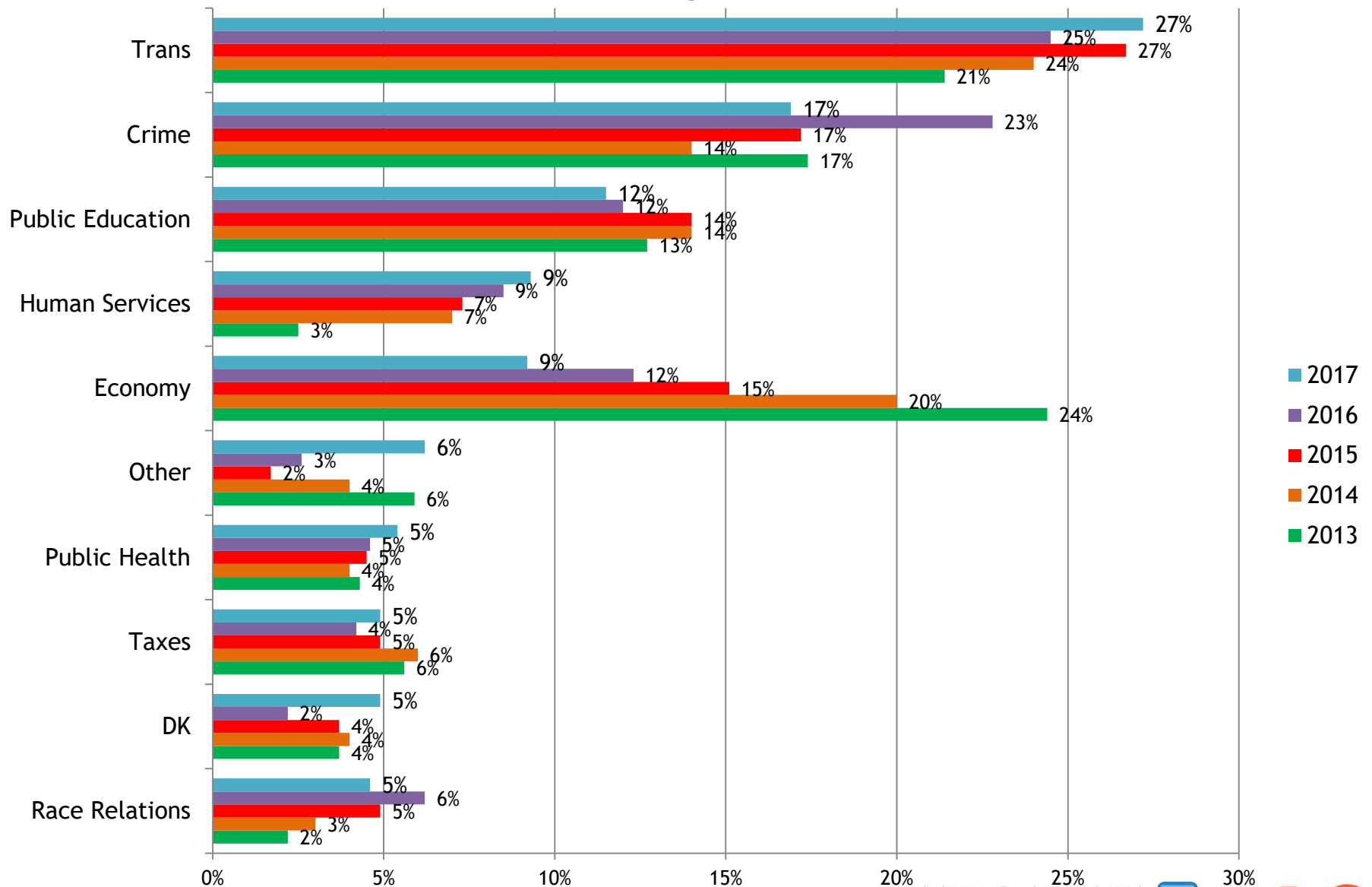
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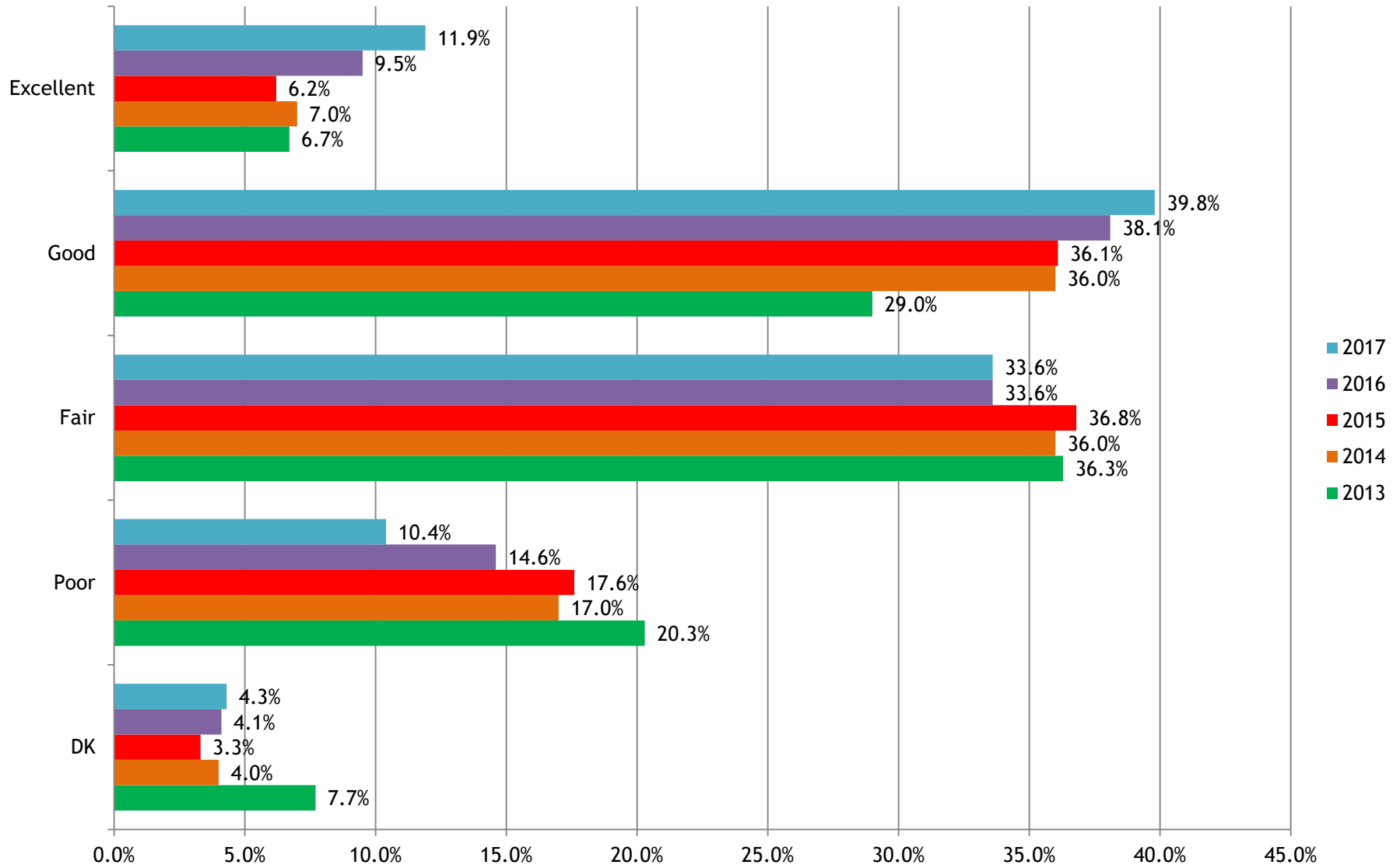


## Most Likely to Say the Economy is the #1 Issue?

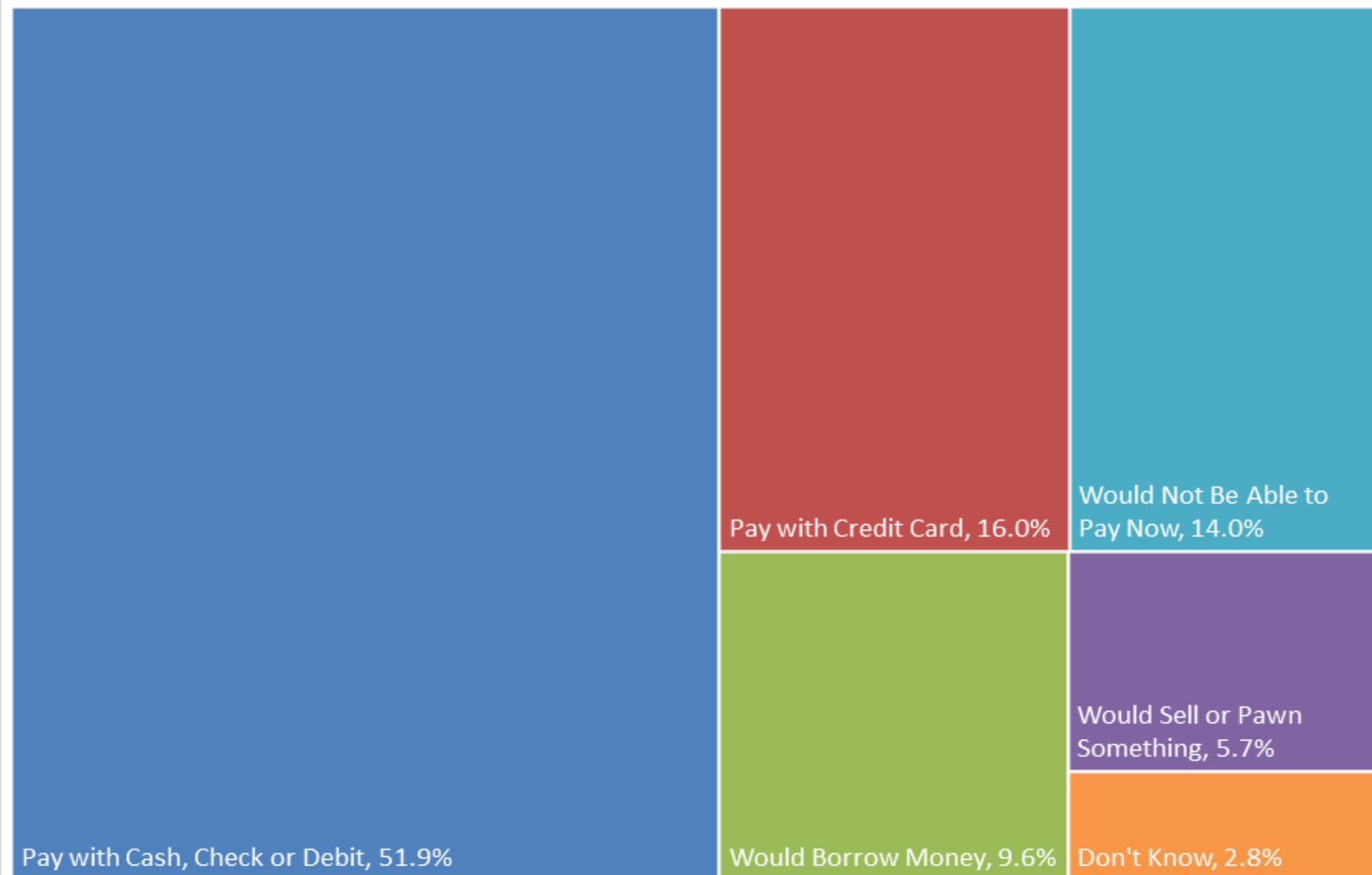
- Residents of Rockdale, Paulding, and Douglas
- Those in prime workforce years
- African Americans
- Those with lower incomes and education levels



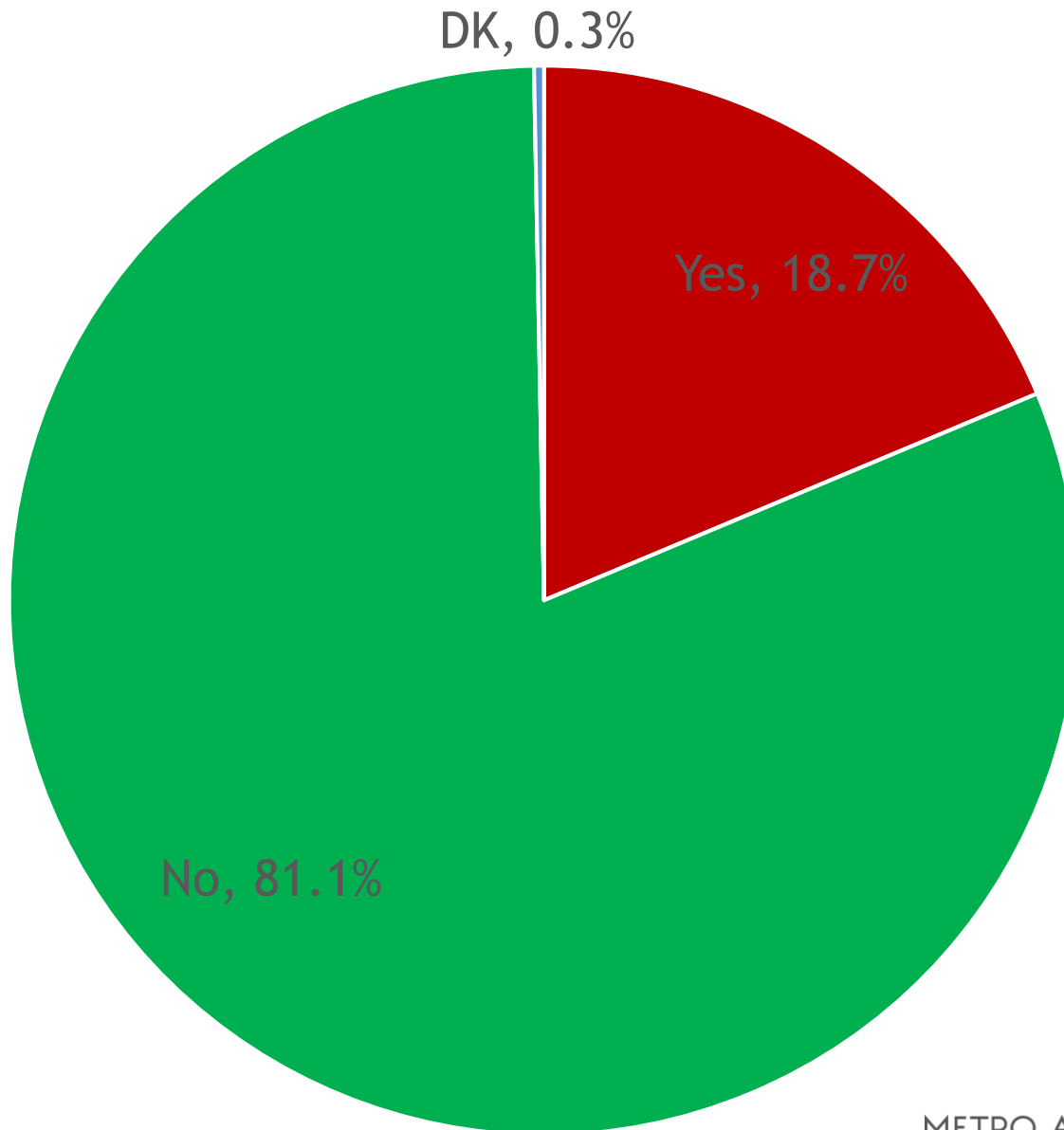
# Assessing Metro Job Opportunities: Responses - 2013-2017



## MAS 2017: Methods of Paying for a \$400 Financial Emergency



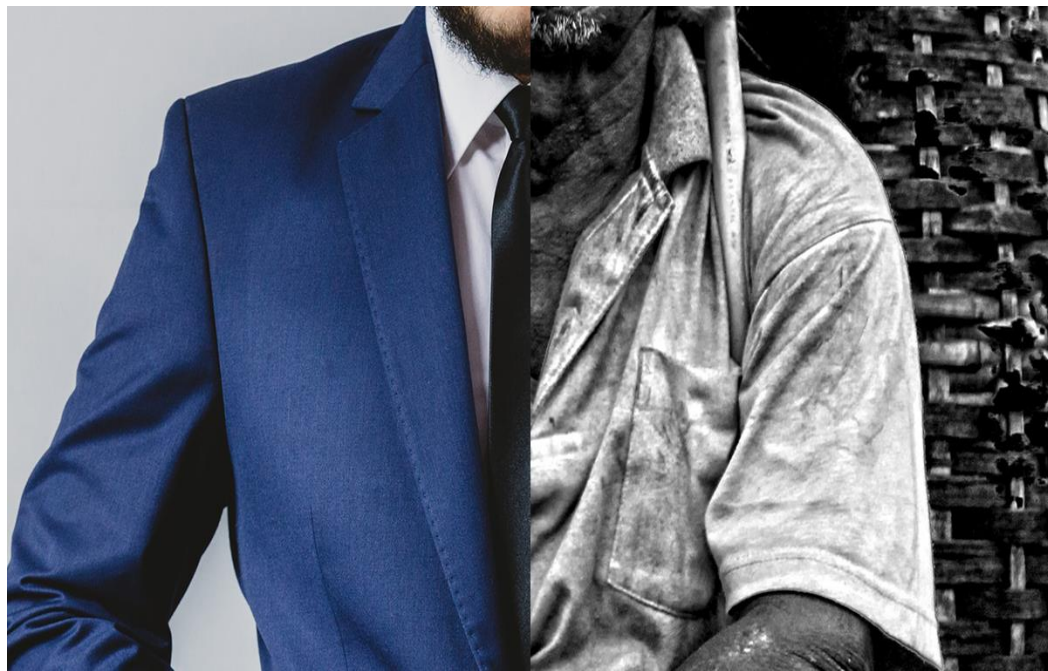
## 2017: Skipped Meals or Reduced Portions re: Lack of Money





## Most Likely to Experience Stress from \$400 Financial Emergence and/or Food Insecurity?

- Residents of City of Atlanta, DeKalb, Clayton, and Rockdale
- Those in prime workforce years
- African Americans
- Those with lower incomes and education levels



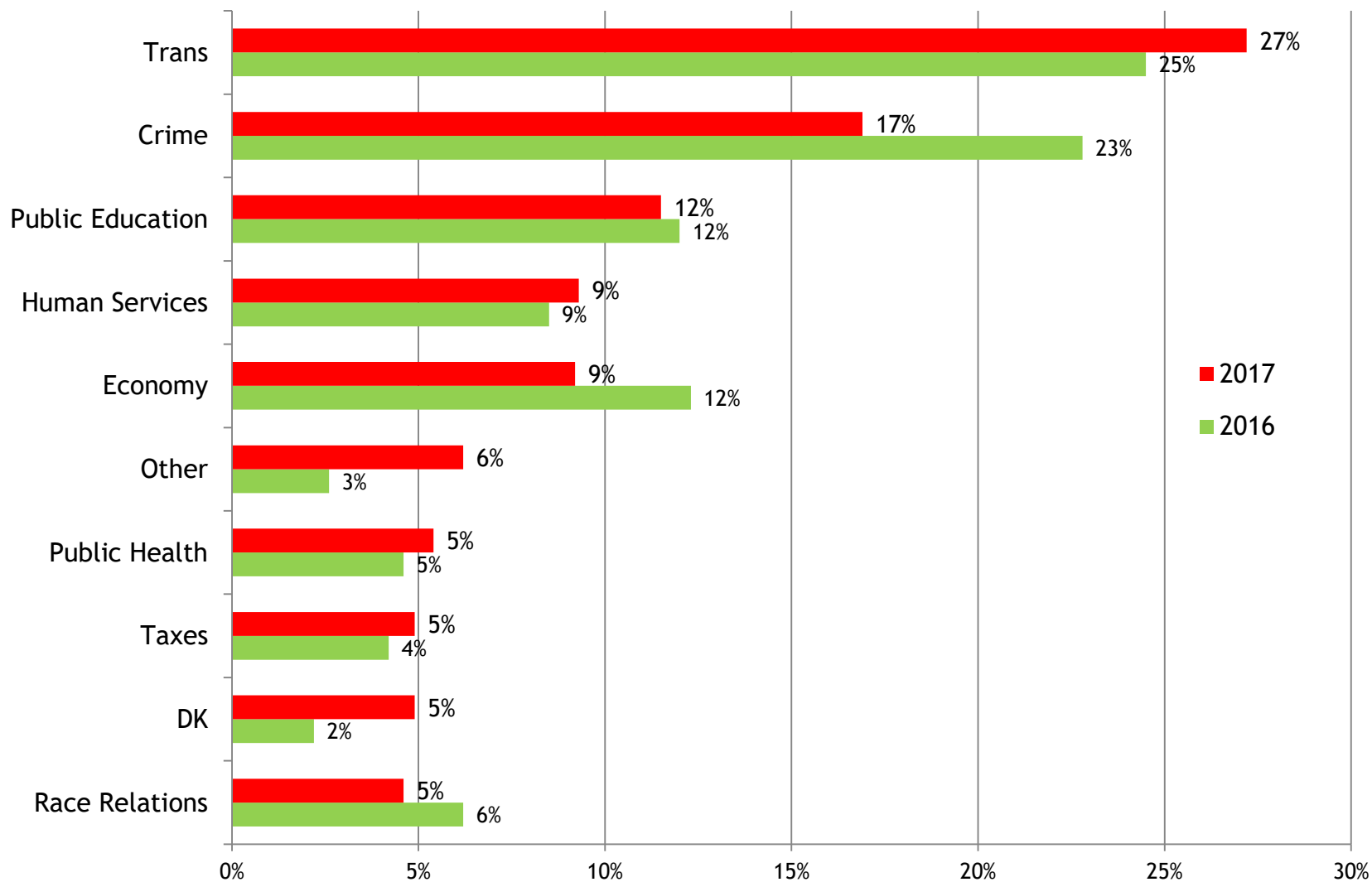


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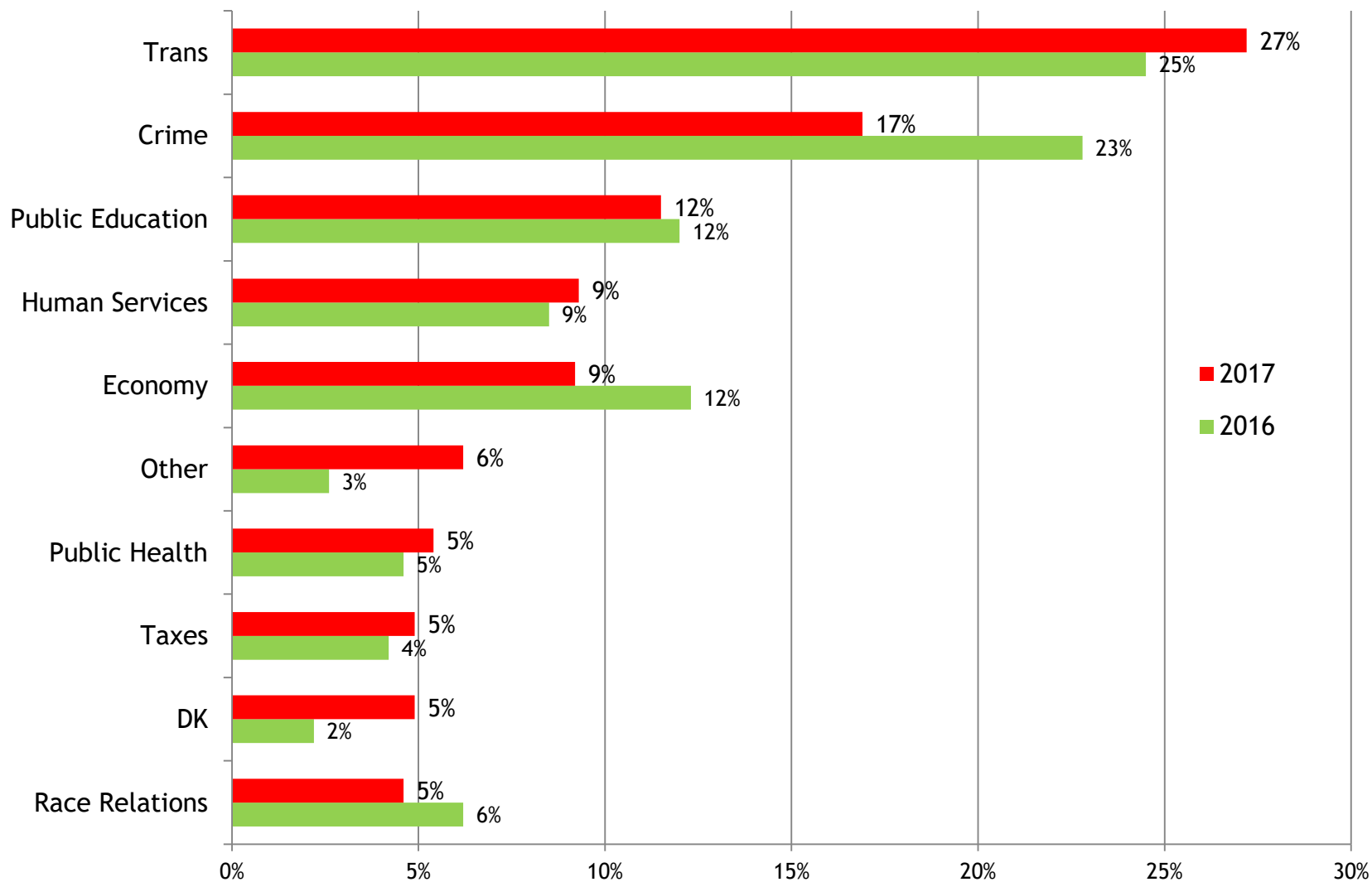


## Most Likely to Say that Crime is the #1 Issue?

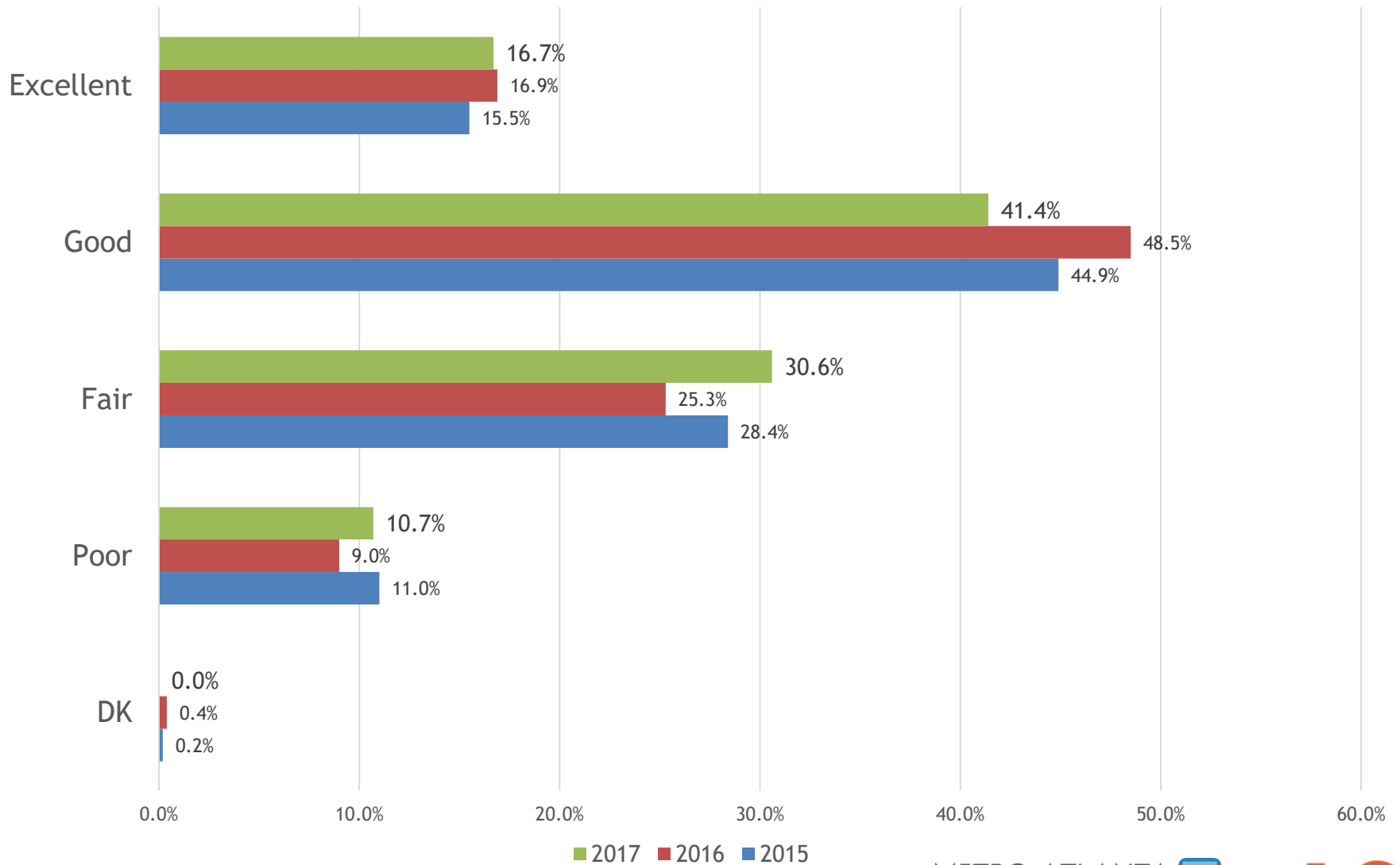
- Residents of Clayton, Douglas, Henry and Rockdale
- Seniors/ Retired
- Those with the least amount of education
- Black Respondents
- Females



# Biggest Problem Facing Residents in Metro Atlanta: Responses - 2016-2017



# Safety of Residents in Community: 2015-2017





# ***CIVIC ENGAGEMENT***



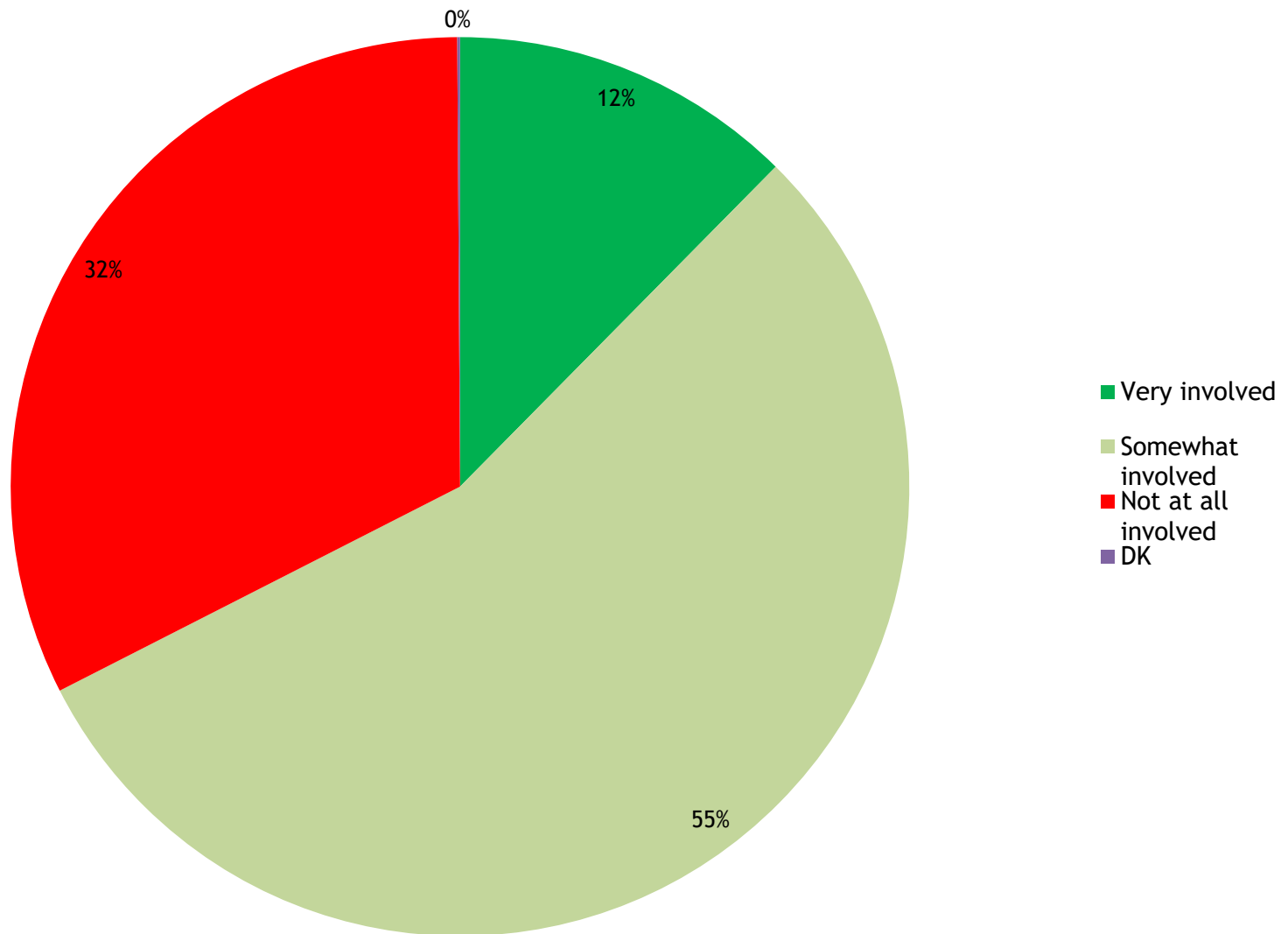
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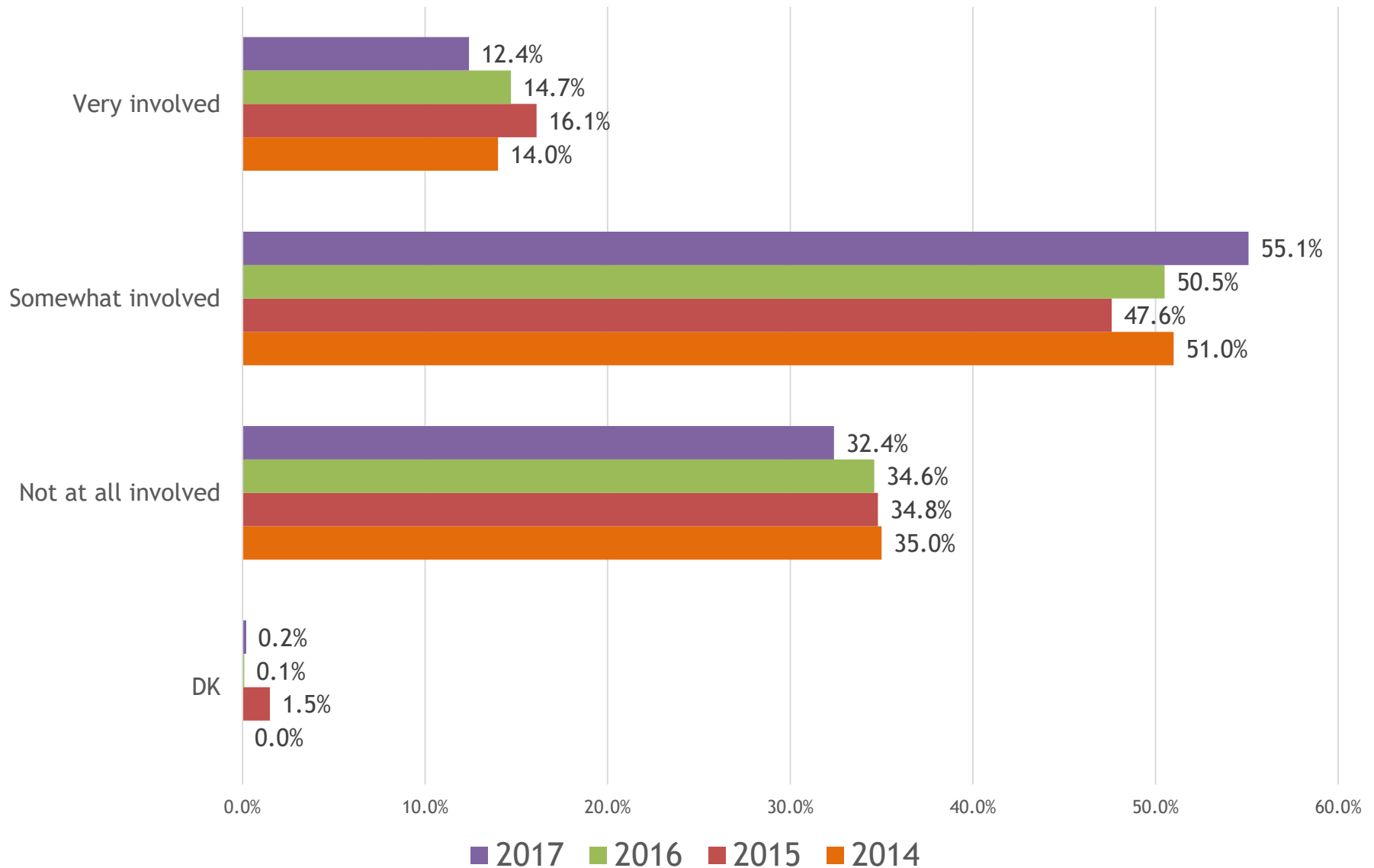
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## Self-Assessment of Community Involvement: MAS 2017



## How Involved Are You in Your Community?: MAS 2014-2017

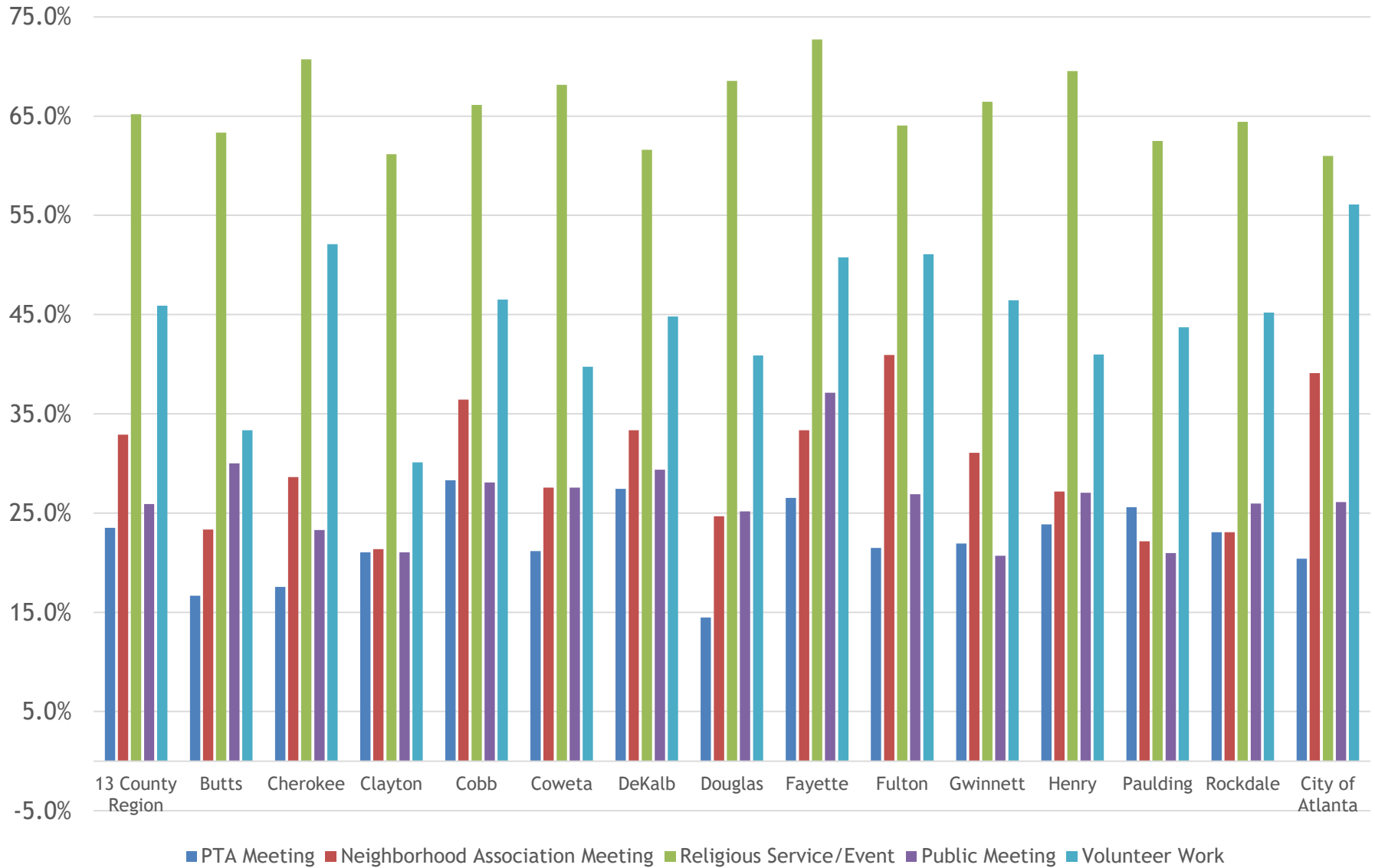


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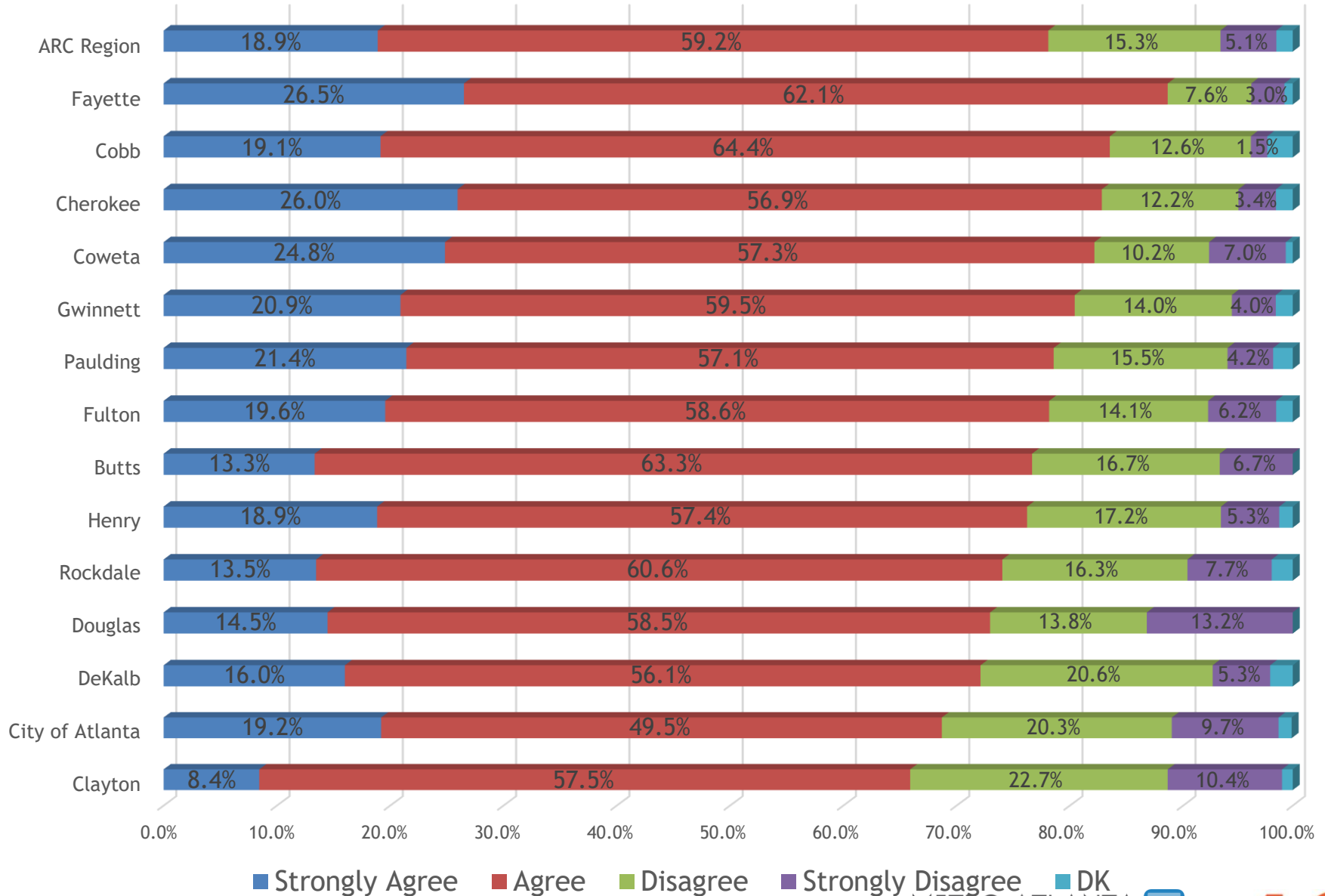
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# Activities in the Last Year?: **MAS 2017**



# People Willing to Help Neighbors?: MAS 2017





# ***LOCAL VS. REGIONAL***

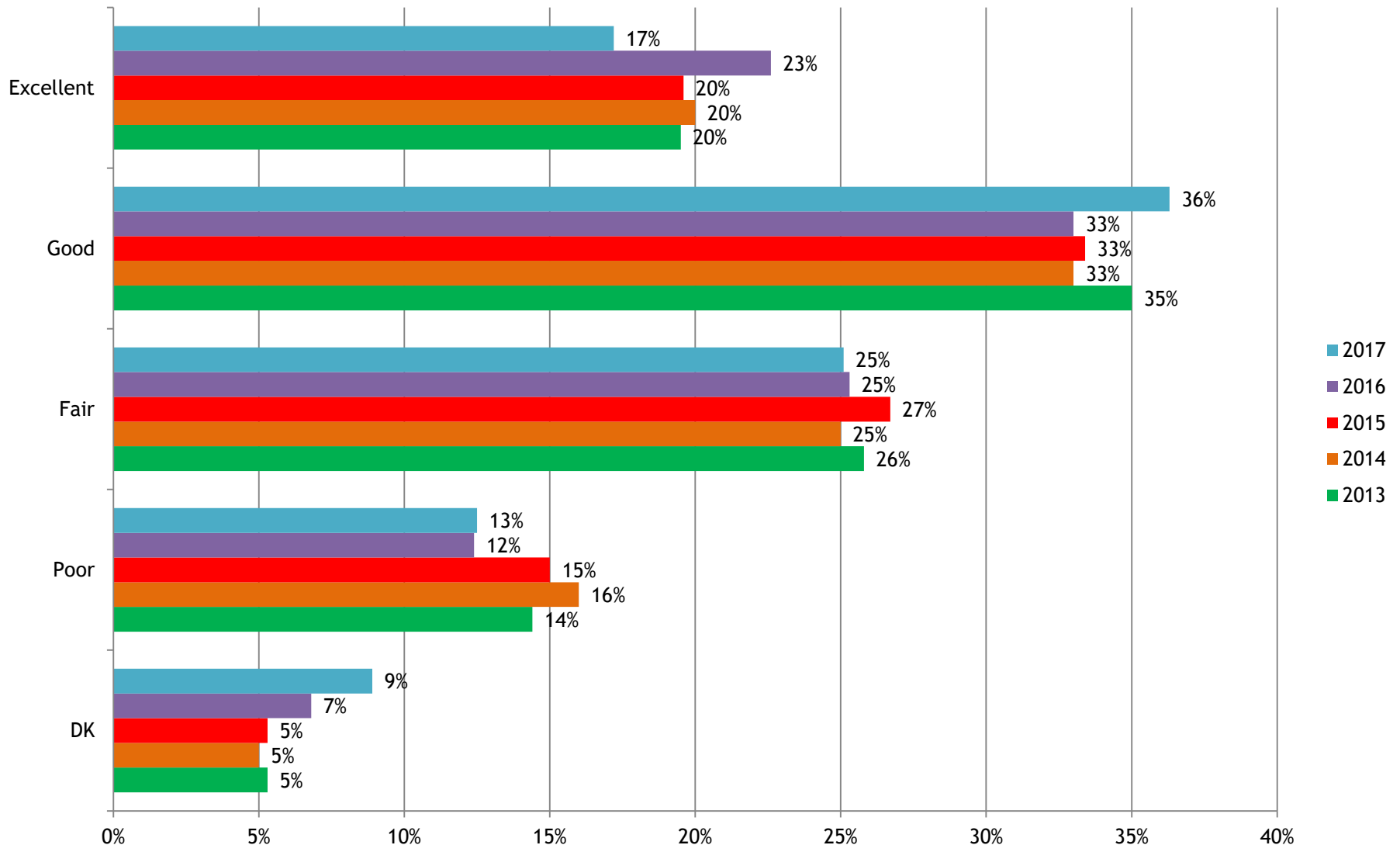


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# Rating Public Education in District Where You Live: MAS Responses 2013-2017

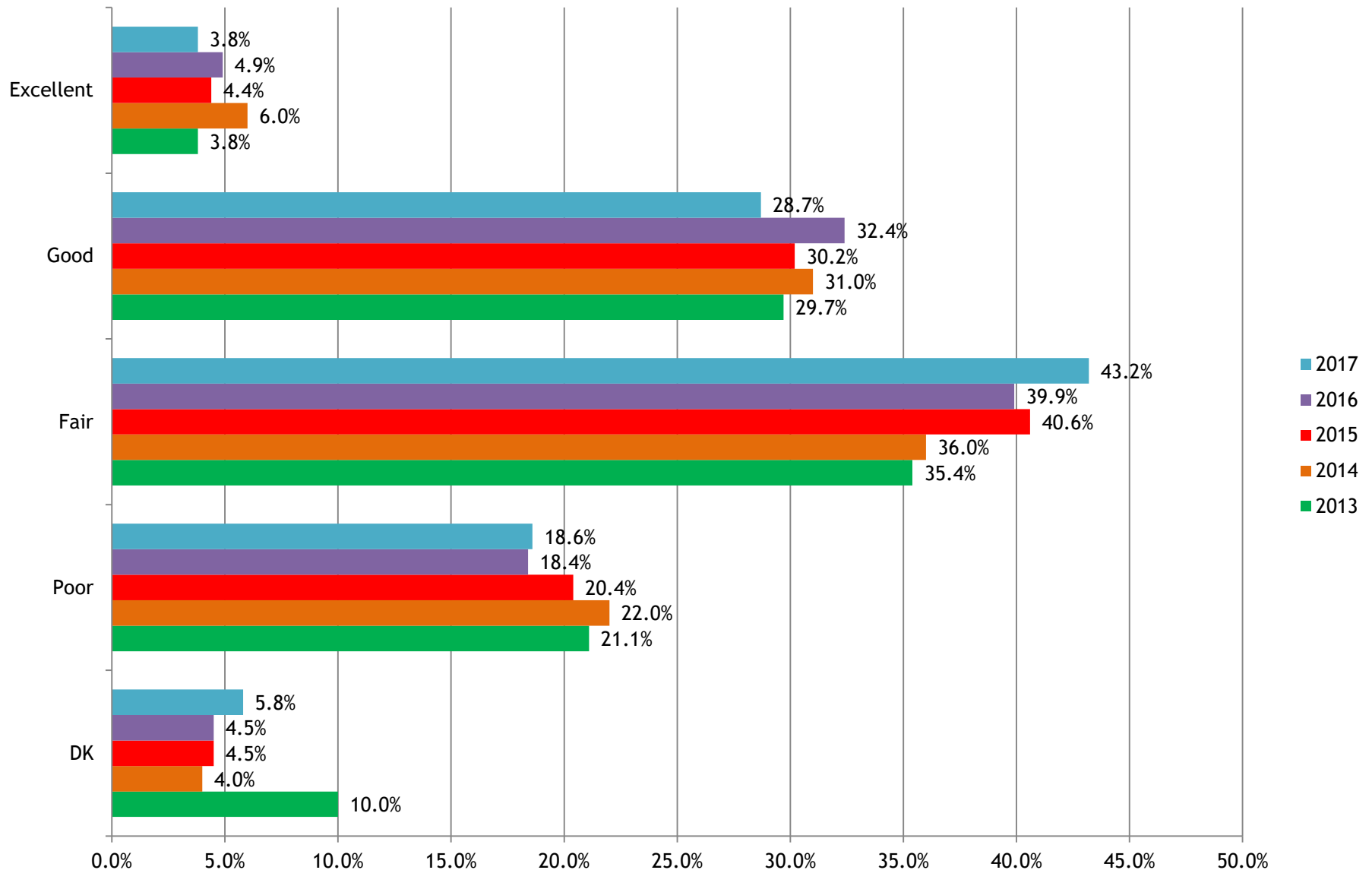


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# Rating Public Education in Region as a Whole: MAS Responses 2013-2017



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# The Future

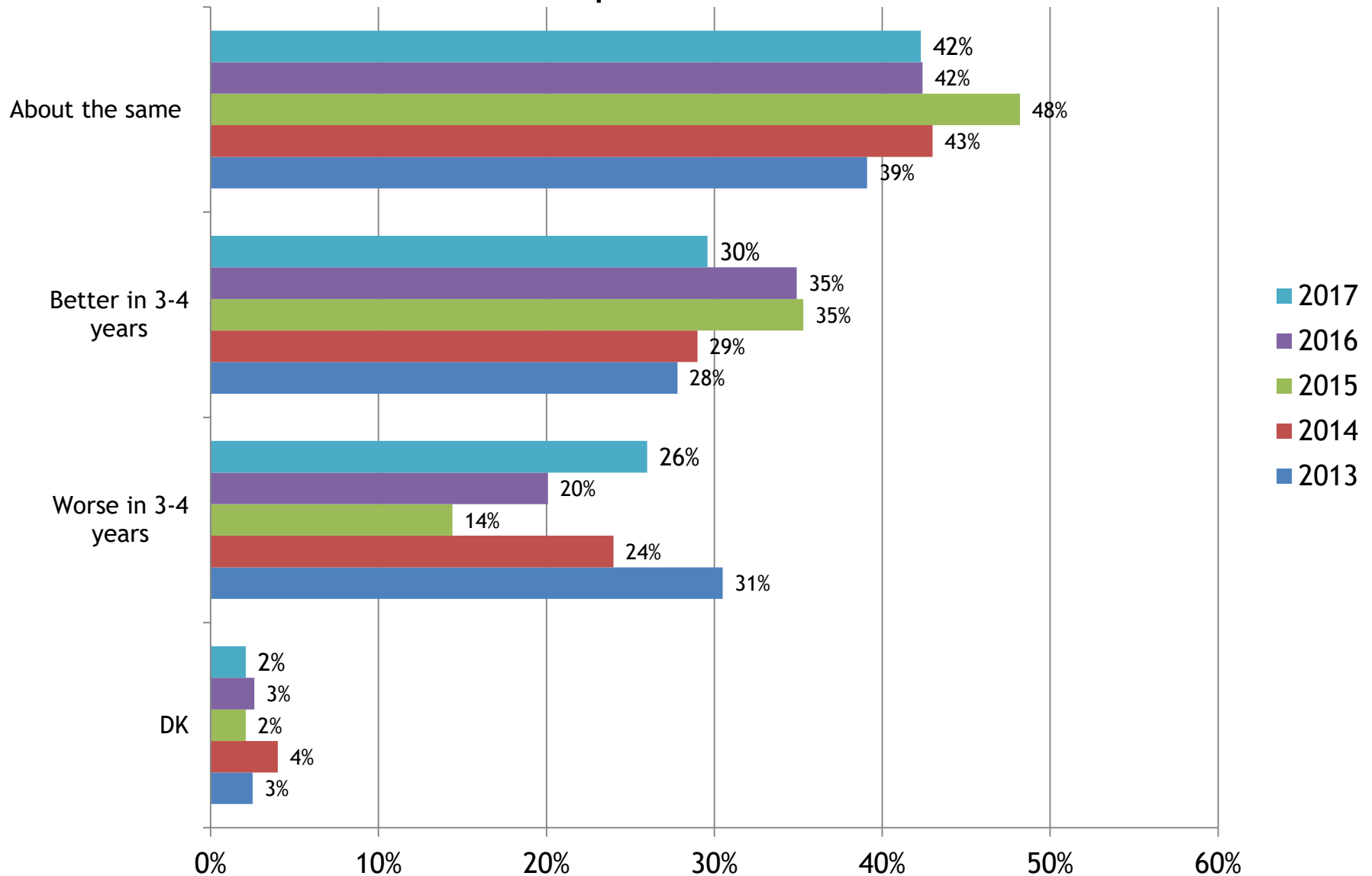


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## Future Assessment of Living Conditions: Responses 2013-2017



# Next Steps: MAS Survey

- Extend Data Presentation and Data Analysis
  - Dashboard Update late November
  - Blog Posts: County, Topic, Cohort-Specific
  - Regression Analyses
  - Presentations, Papers and Conferences
- More Questions and Topic Areas
- More Sponsors
- New Methodologies (Panel Survey Efforts)



# ***QUESTIONS?***

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