



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

October, 2017 Version 1

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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%.

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
- Method: Random digit dial (RDD) sample survey of residents in the Atlanta Region; multiple years with stable core of questions
- Demographic Crosstabs Critical
- Now in Fifth Year (2013 incept)
- Expanded geographic coverage and statistical significance
- Over time—have added more questions and topic areas

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Sponsors 2017



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Milestones: 2017 Survey

- Consultant Formally Engaged June
- Questions Finalized—with Steering Committee Involvement—in early July
- Survey Conducted late July to late August/early September
- Results Delivered during September
- Initial Results Presented SORB November 3
- Goal of Even More Extensive Data Presentation and Data Analysis (e.g. Regressions—Atlanta Studies)

- Metro Atlanta Speaks Webpage
 - Report, Slide Sets, Crosstabs
 - Background and Methodology
 - *TABLEAU DASHBOARD*
- 33 Degrees North Blog
 - Specific Posts (Topic and (now) County)



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Metro Atlanta Speaks

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Metro Atlanta Speaks



The Metro Atlanta Speaks (MAS) public opinion survey gives elected, business and community leaders the knowledge they need to understand residents' perceptions of the strengths and weaknesses of the Atlanta region. It seeks to assess residents' attitudes and opinions about key regional issues such as transportation, the economy, local and regional public education, regional and neighborhood quality of life, and aging. The MAS, inspired by the Houston area's long-running Kinder Survey, is now in its fourth year.

2016 Metro Atlanta Speaks Data Dashboard

Metro Atlanta Speaks: 2016 Results



Other information

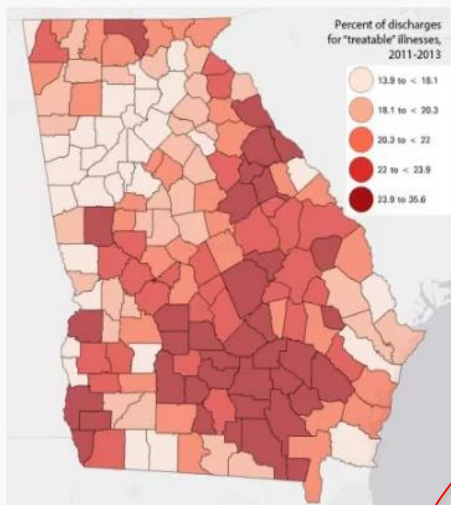
- [Full Report](#) (PDF)
- [Short version - Summary Slides](#) (PDF)
- [Long version- all slides](#) (PDF)
- [List of questions](#) (PDF)



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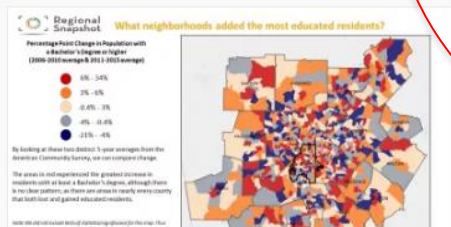
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Monday Mapday: A Look at Chronic Health Conditions

This map shows the percentage of discharges for "treatable" illnesses by county for 2011-2013 [...]



Friday Factday: Valentine's Day Edition

Love is in the air! These numbers take a look at how big Valentine's [...]



DeKalb County: Optimistic and Involved (Metro Atlanta Speaks 2016 Highlights)

While DeKalb County residents have financial stressors and are concerned about crime, they are [...]

Search 33°N

Search ...

Popular

Recent

Where are Millennials renting and buying?
January 28th, 2016

Monday Mapday: Millennial Homeowners
January 25th, 2016

So What Exactly Happens After High School?
May 27th, 2016

Moving to Georgia
June 28th, 2016

Monday Mapday: Georgia-Born
June 27th, 2016

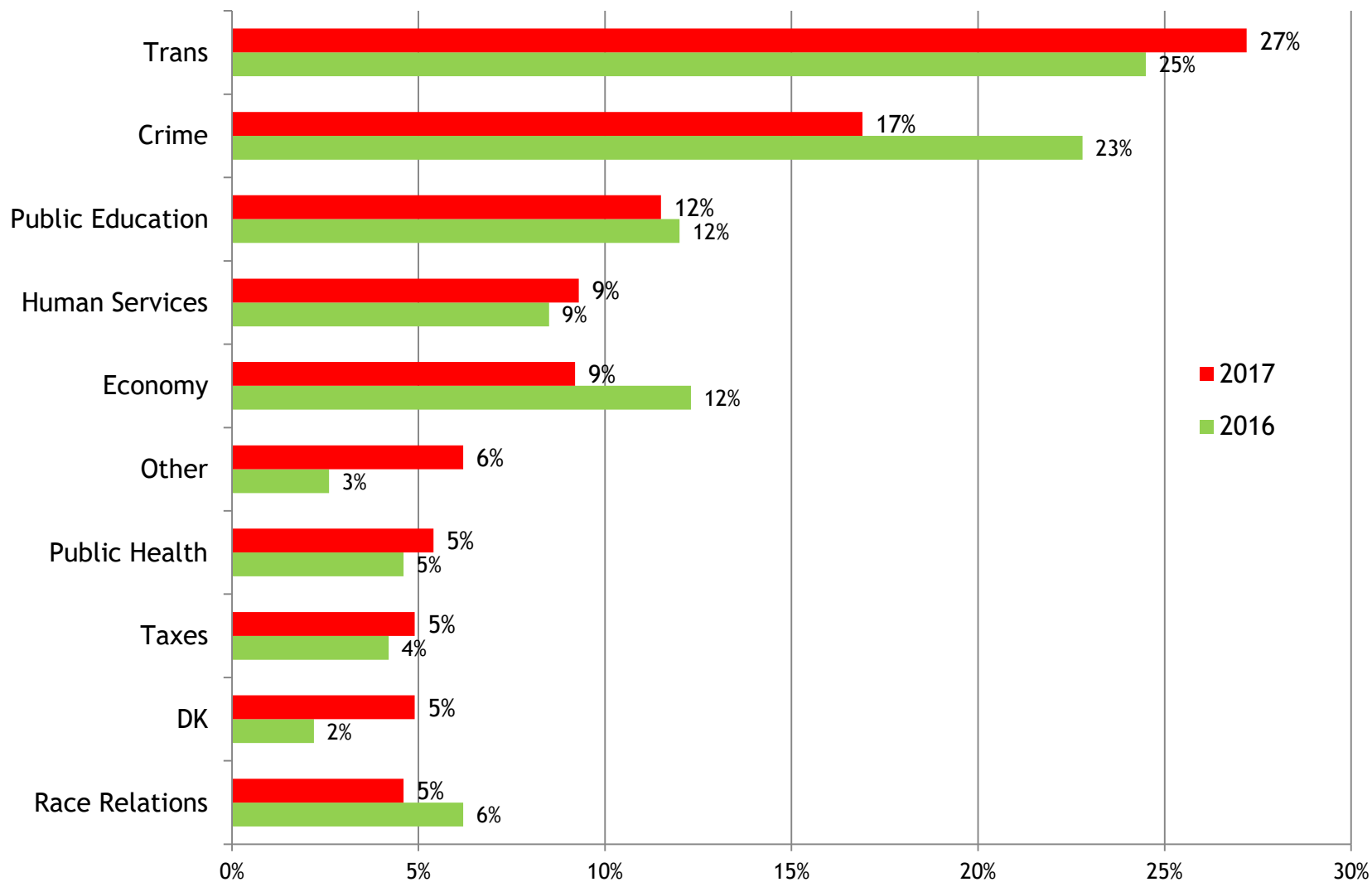
Categories

Public Health (23)

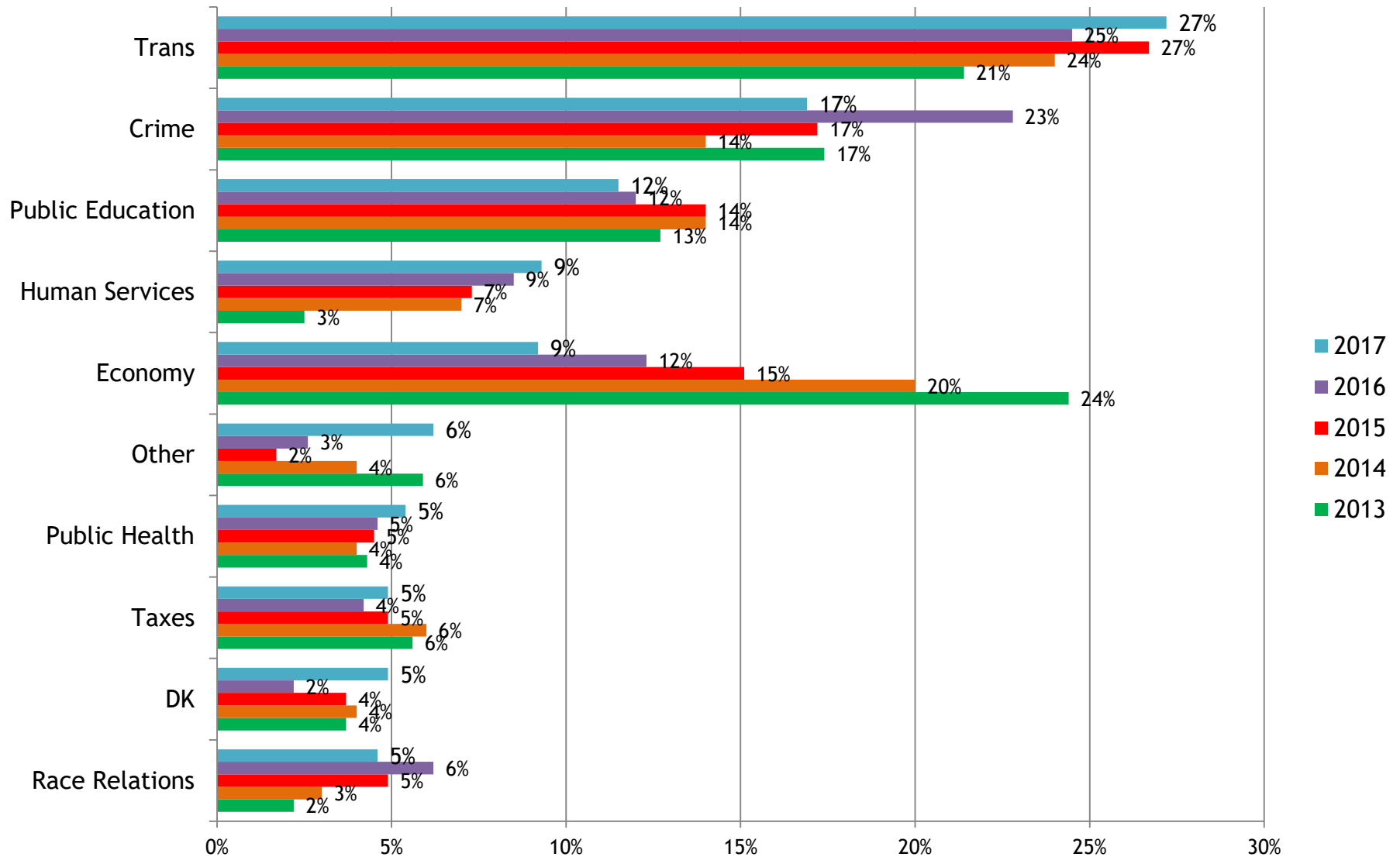
Other Demographics (18)

- **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



Biggest Problem Facing Residents in Metro Atlanta: Responses - 2013-2017

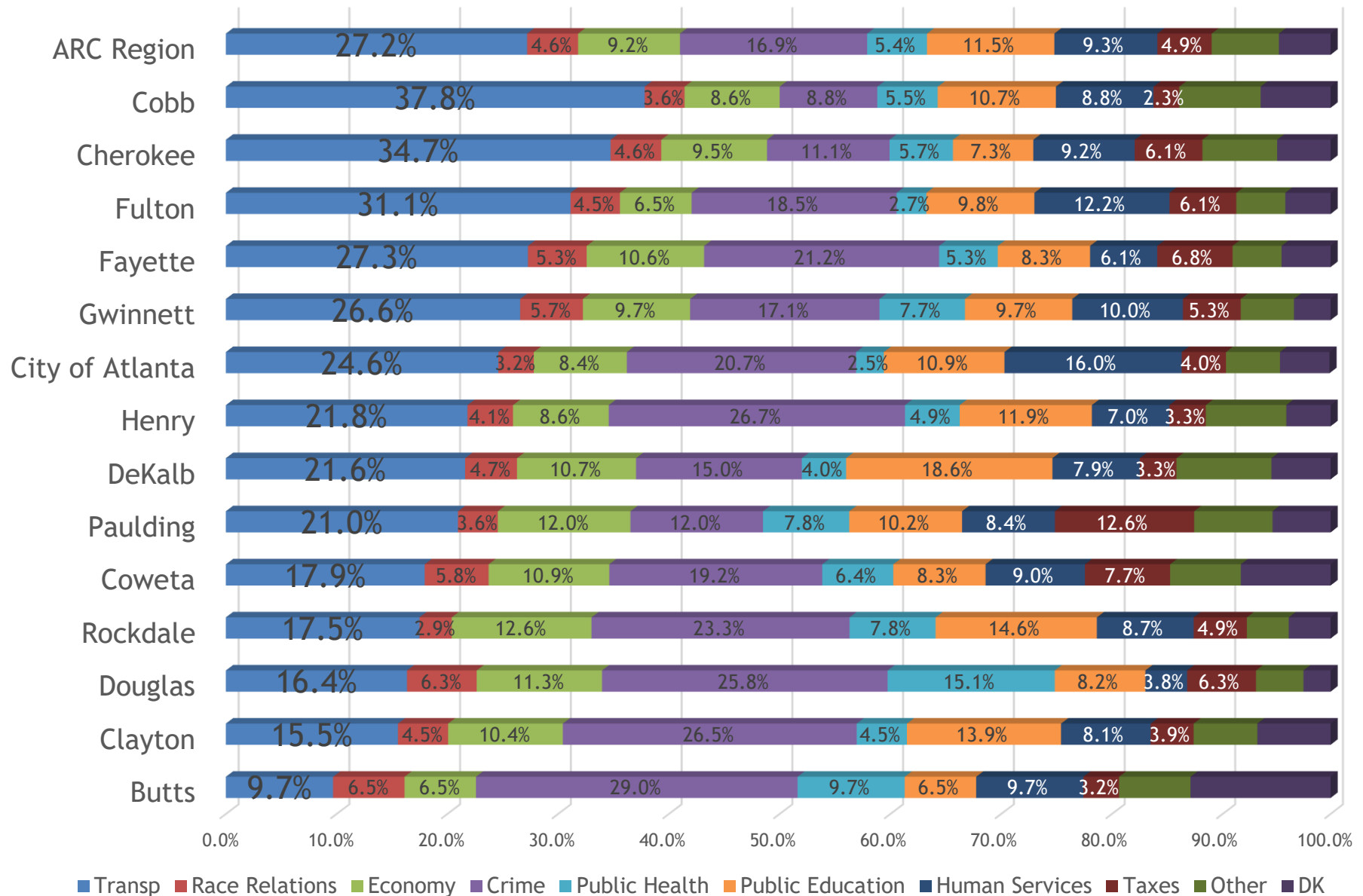


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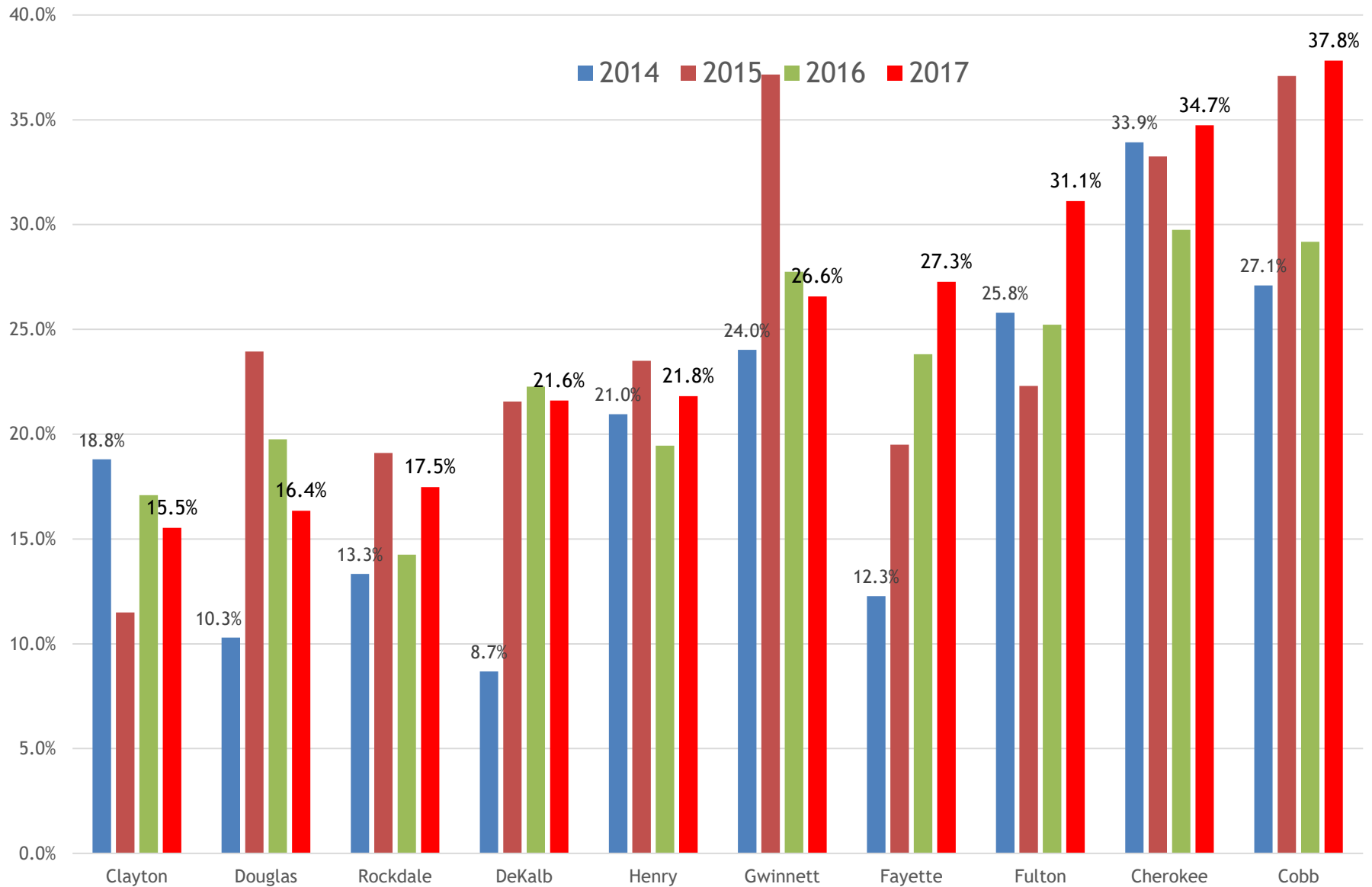
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Biggest Problem for Metro Atlanta: MAS 2017



Share by County: Transportation as Biggest Problem 2014-2017

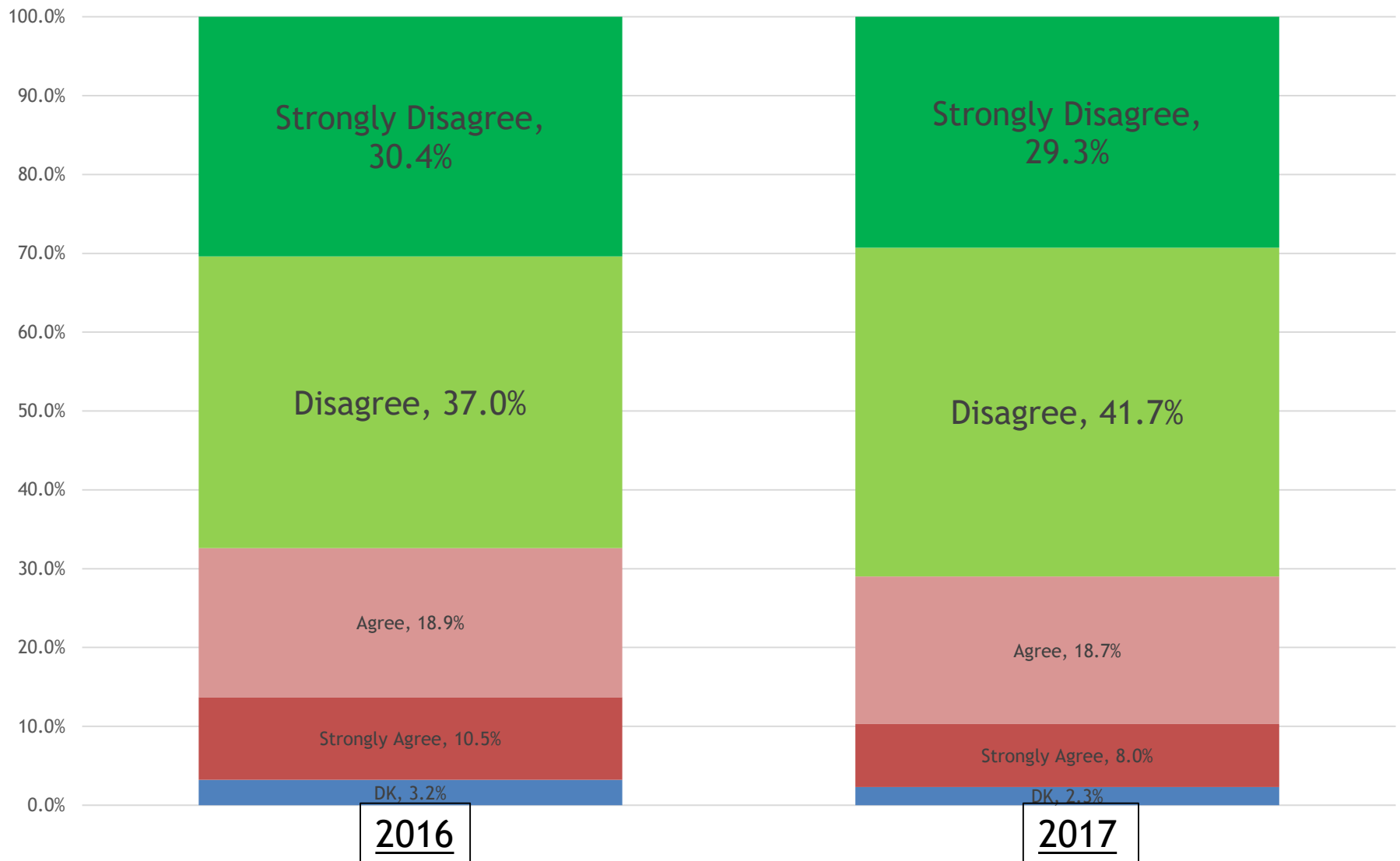


Most Likely to Say that Transportation is the #1 Issue?

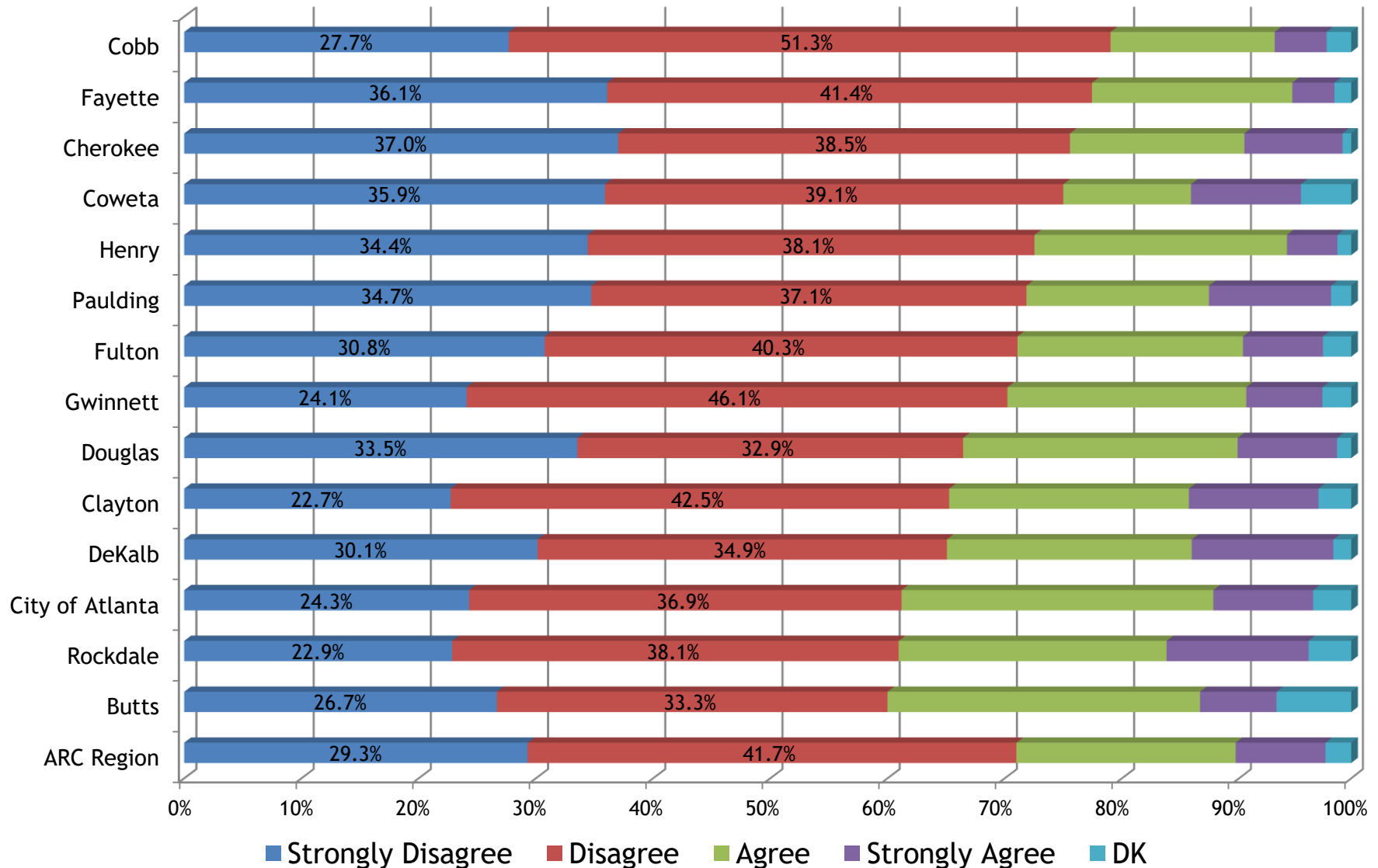
- Residents of Cobb, Cherokee or Fulton
- Those with at least a bachelor's degree
- Males
- Younger residents
- White Respondents
- Those with higher incomes



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



"I Frequently Lack Transportation to Get to Places I Need to Go..." (By County) MAS 2017

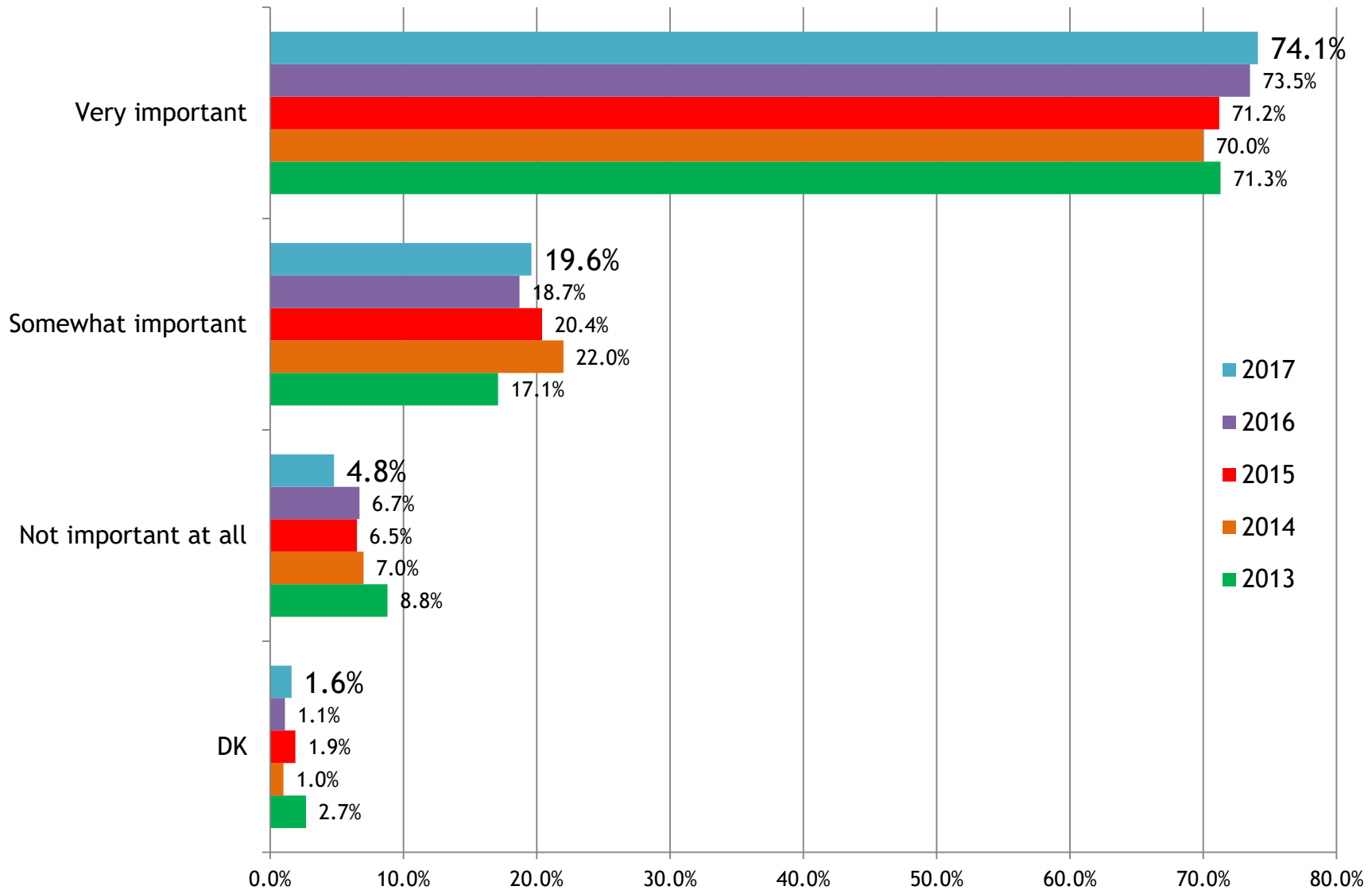


Most Likely to Indicate Having Problems with Accessing Needed Transportation...

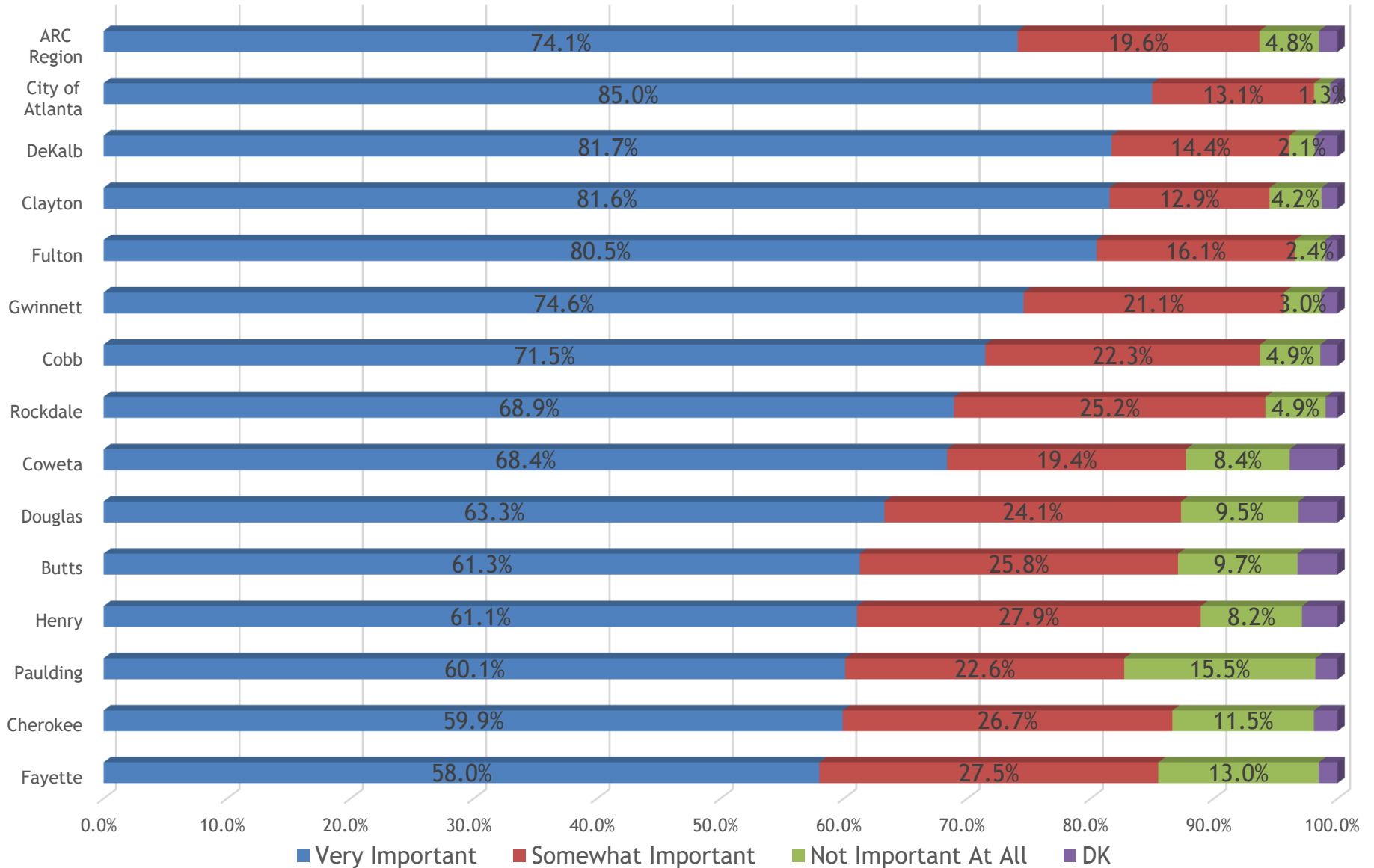
- Residents of Butts, Rockdale, the City of Atlanta, and DeKalb
- Boomers and Seniors
- Those with lower levels of education
- Black and Latino Respondents



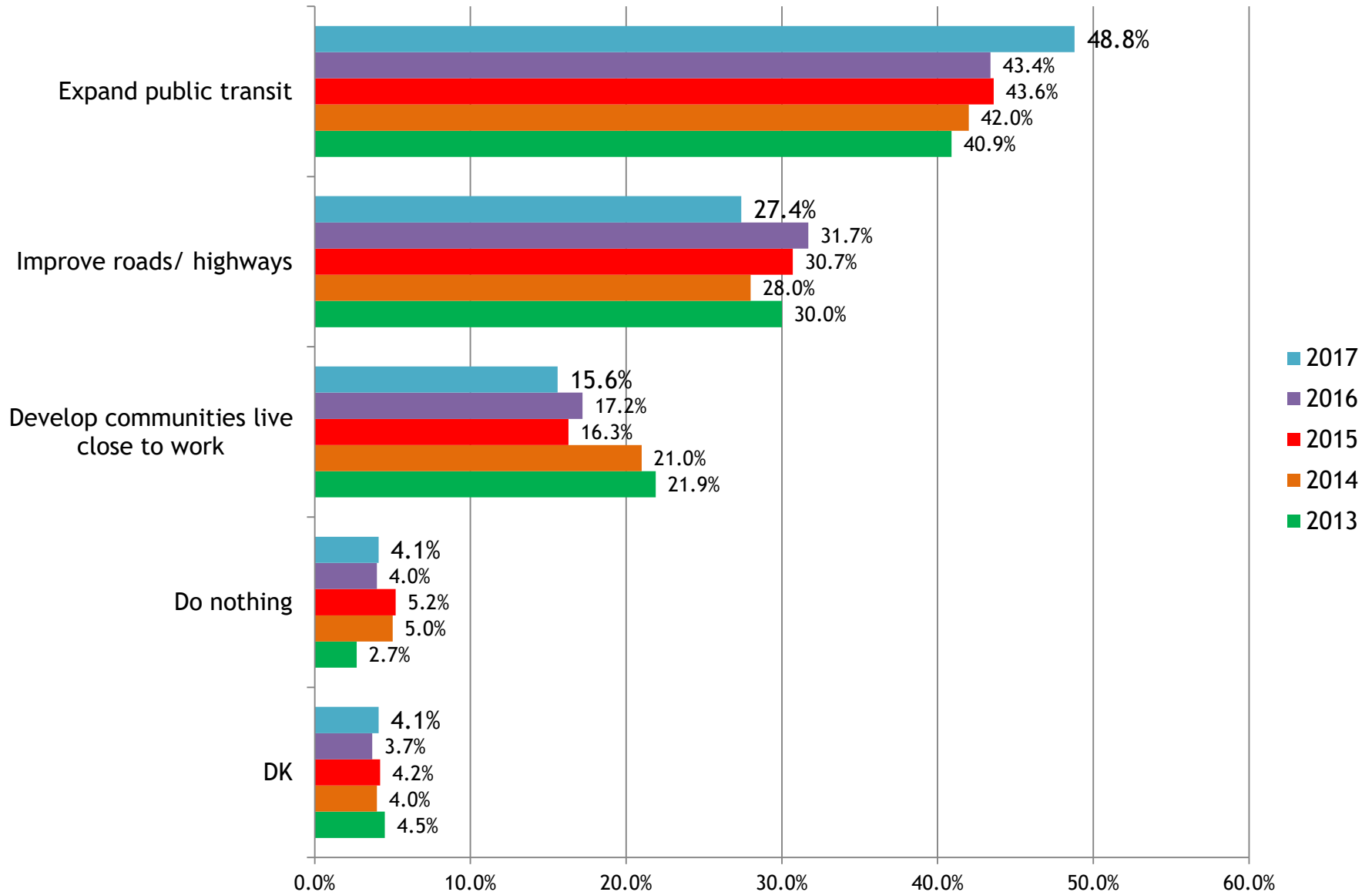
Importance of Public Transit: MAS Responses 2013-2017



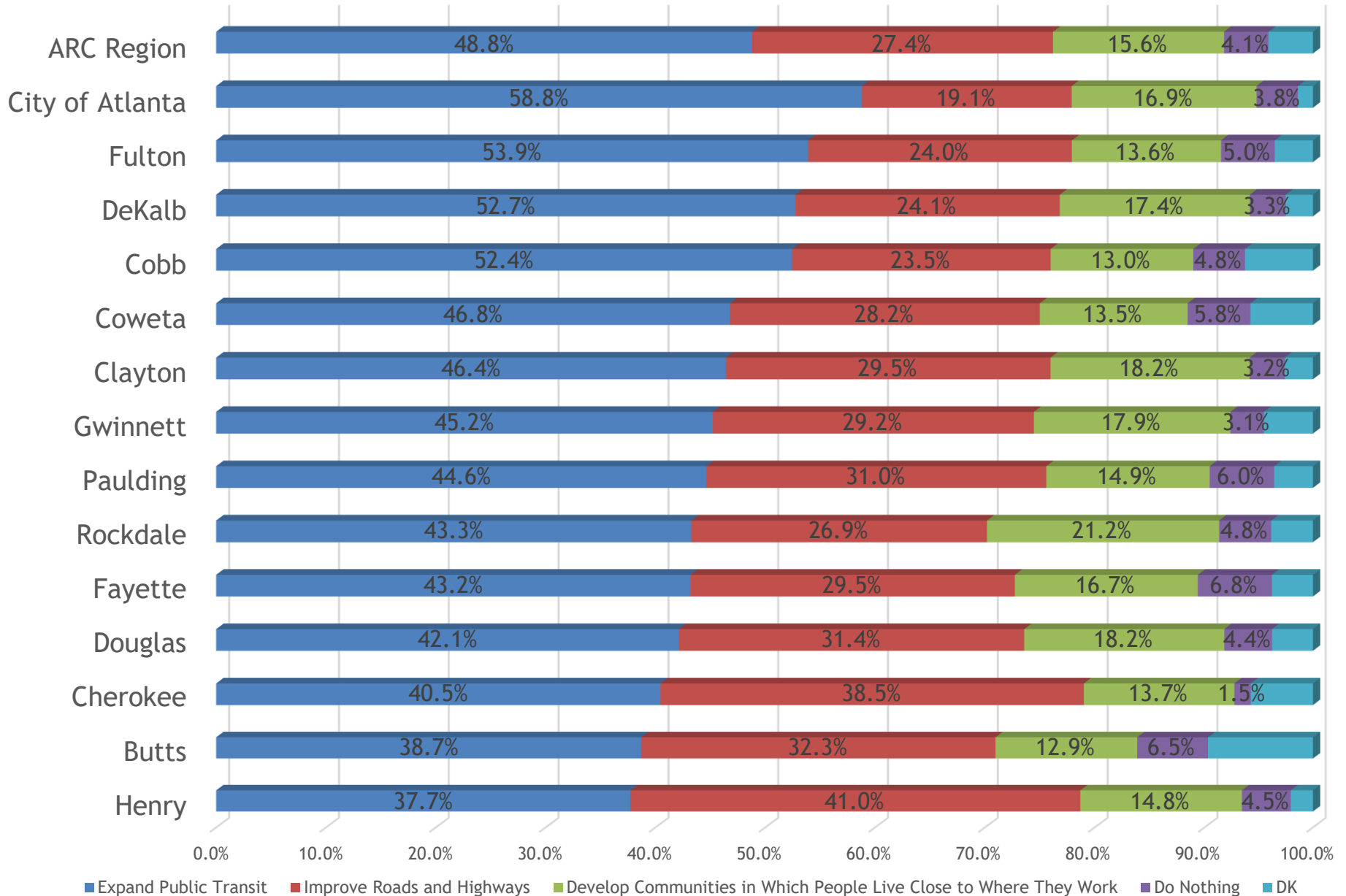
Importance of Public Transit to the Region: 2017



Best Way to Fix Traffic? Responses 2013-2017



Best Long-Term Solution to Traffic?: MAS 2017

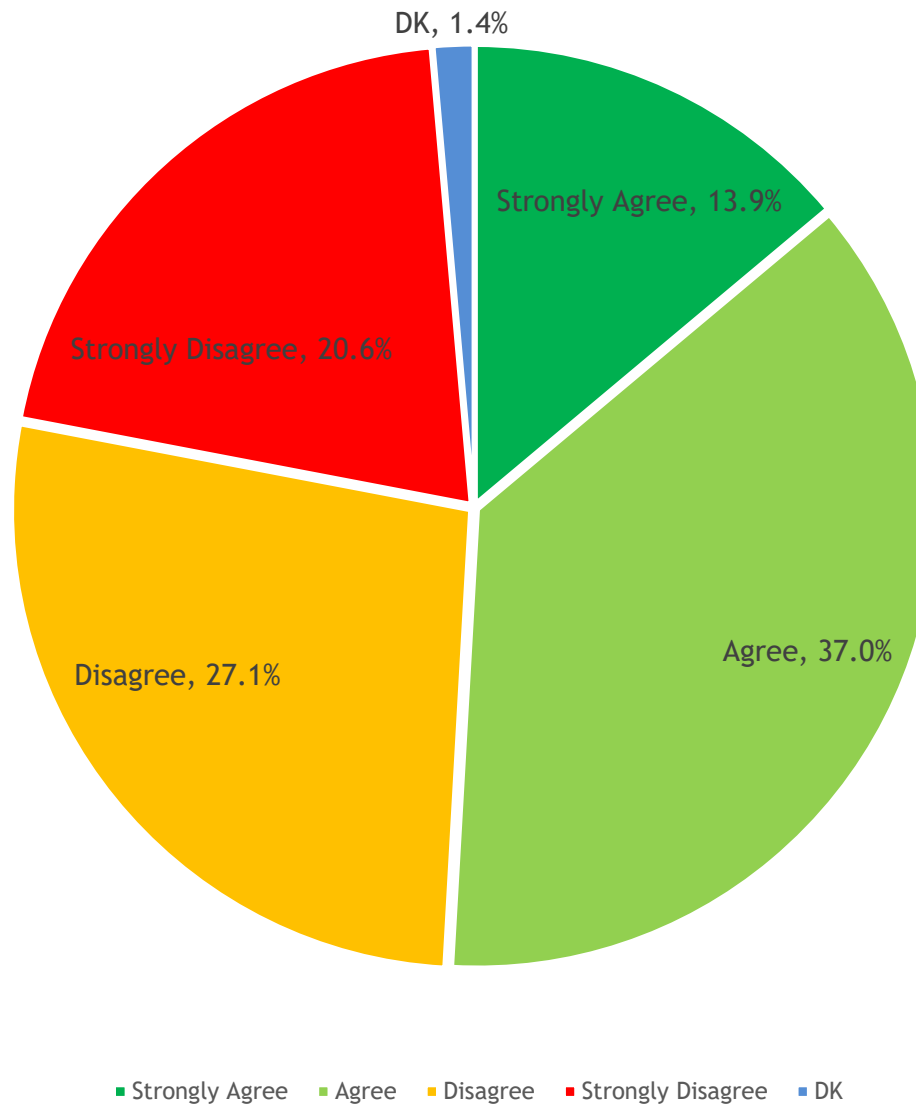


Most Likely to Indicate “Expanding Public Transit” as the Best Long-Term Fix to Traffic Problems...

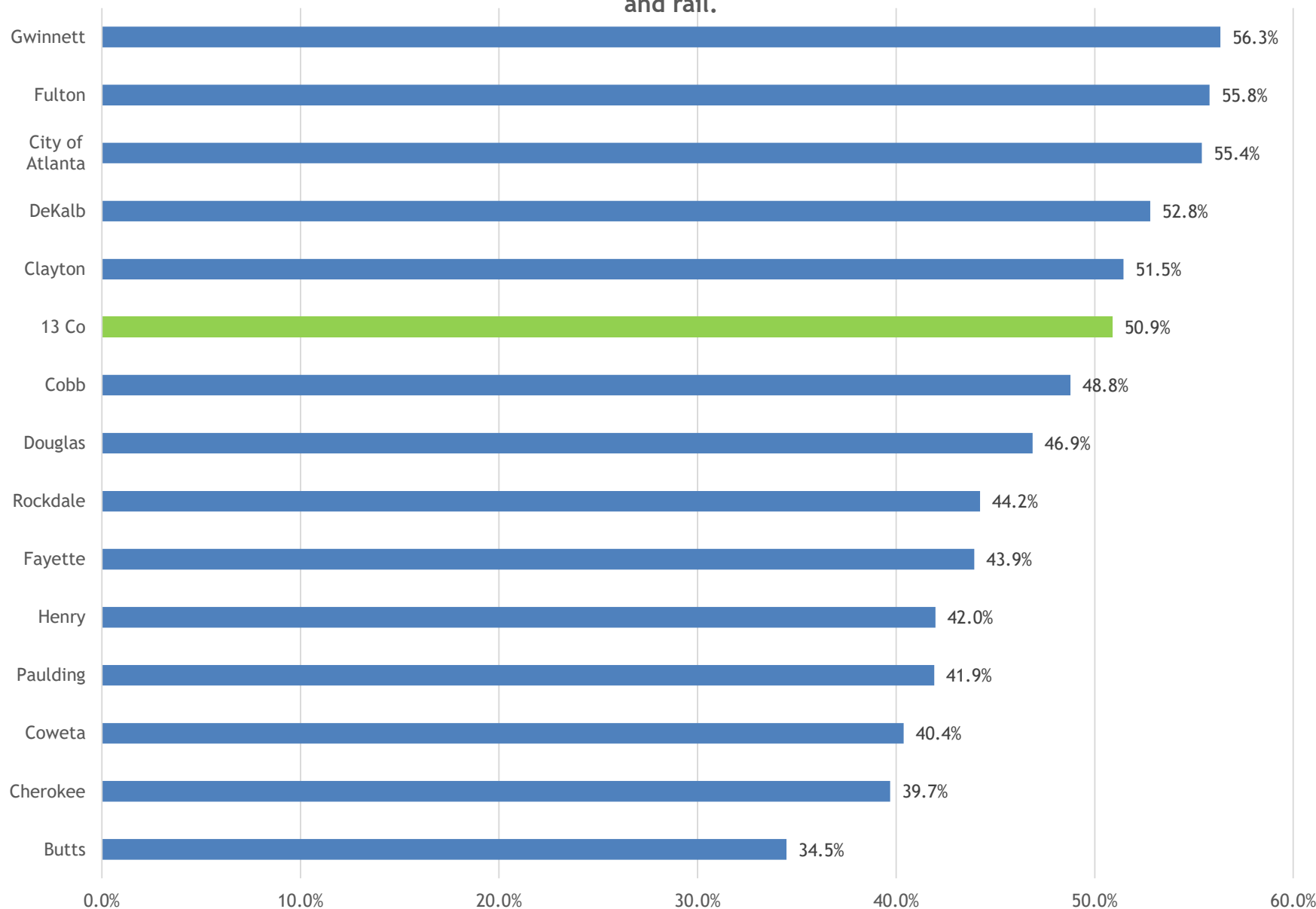
- Residents of City of Atlanta, DeKalb, and Clayton
- Females
- Minorities
- Residents newer to the metro area



"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."



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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

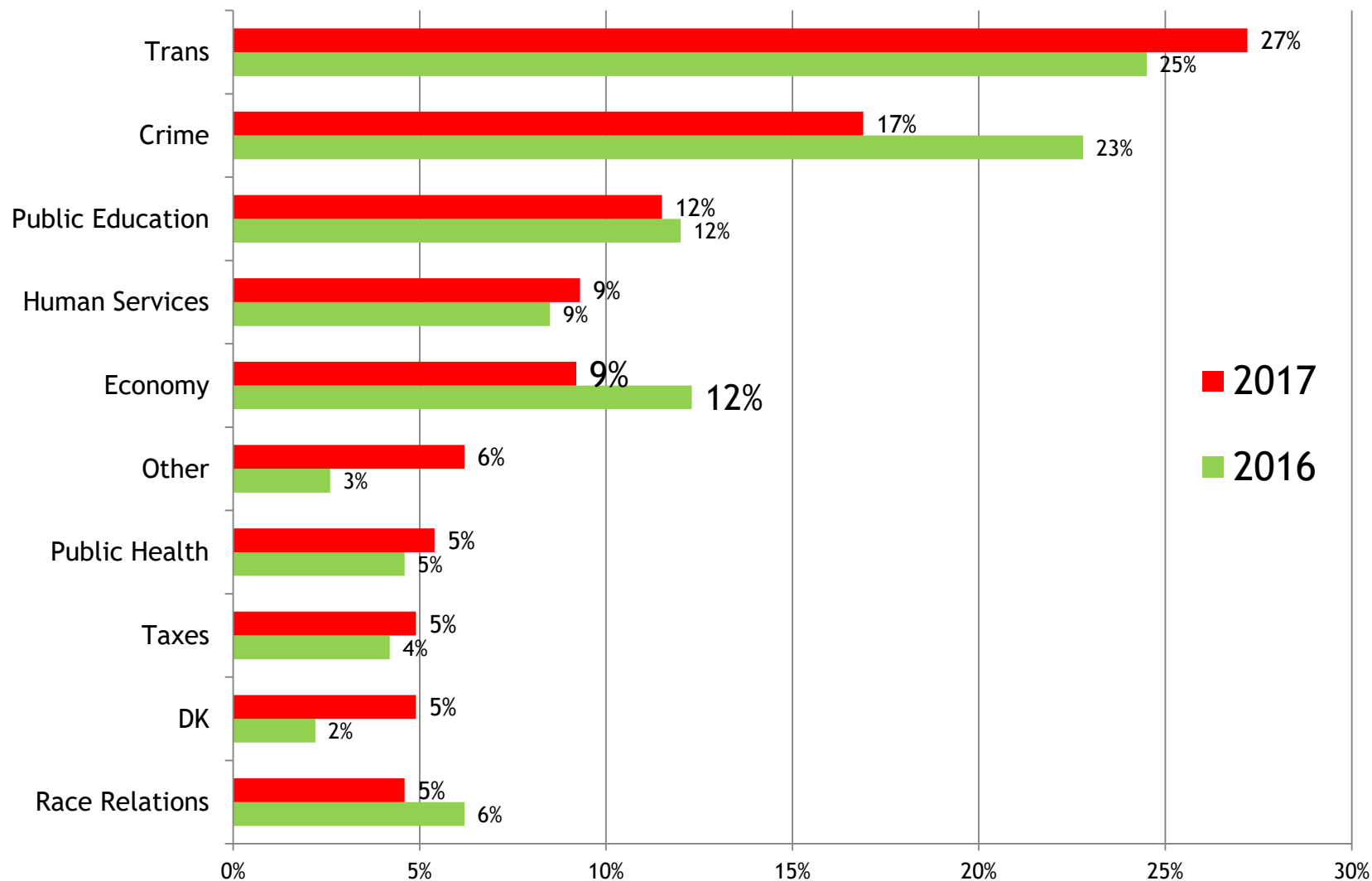


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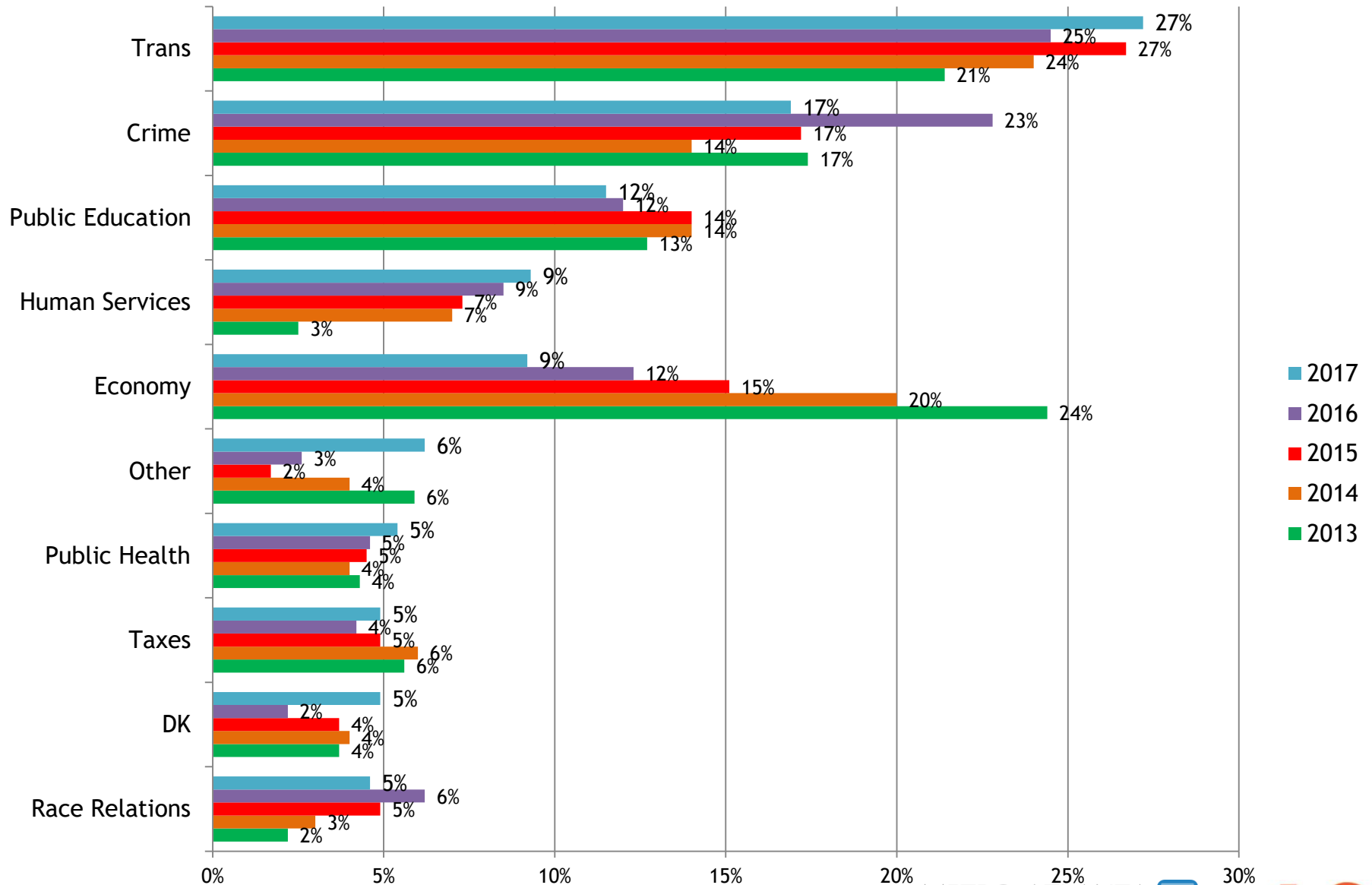
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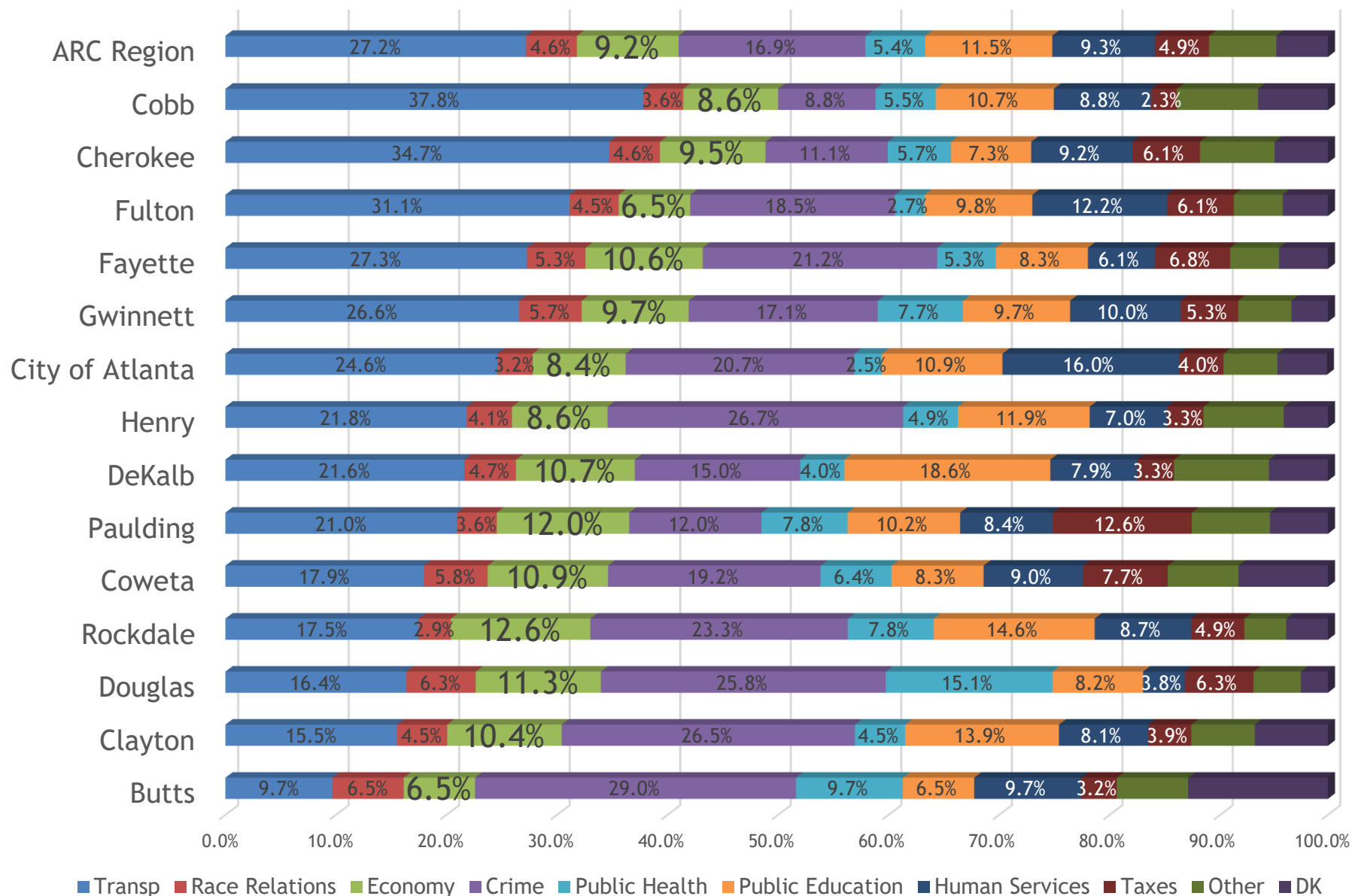
Biggest Problem Facing Residents in Metro Atlanta: Responses - 2016-2017



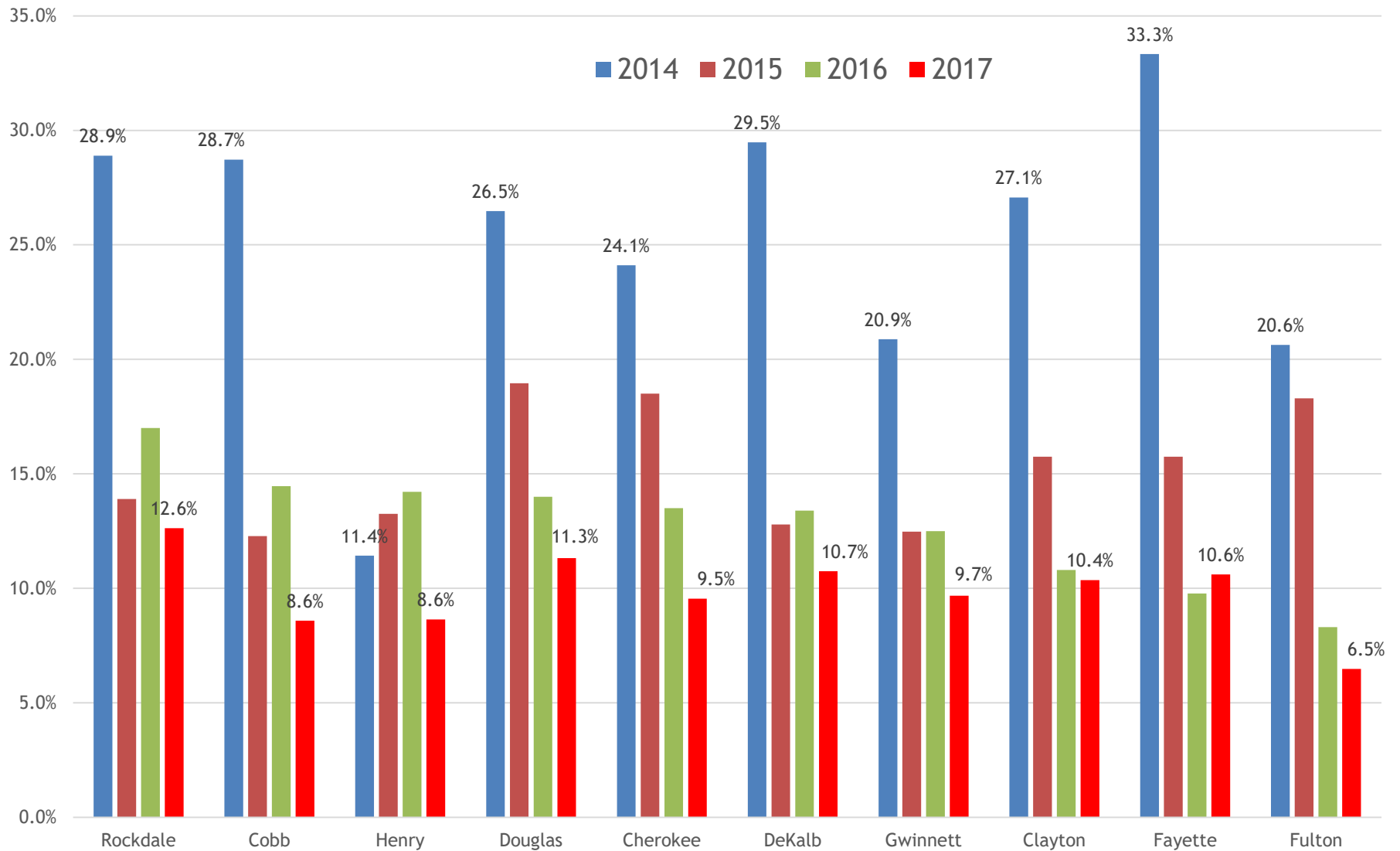
Biggest Problem Facing Residents in Metro Atlanta: Responses - 2013-2017



Biggest Problem for Metro Atlanta: MAS 2017



Share by County: Economy as Biggest Problem 2014-2017



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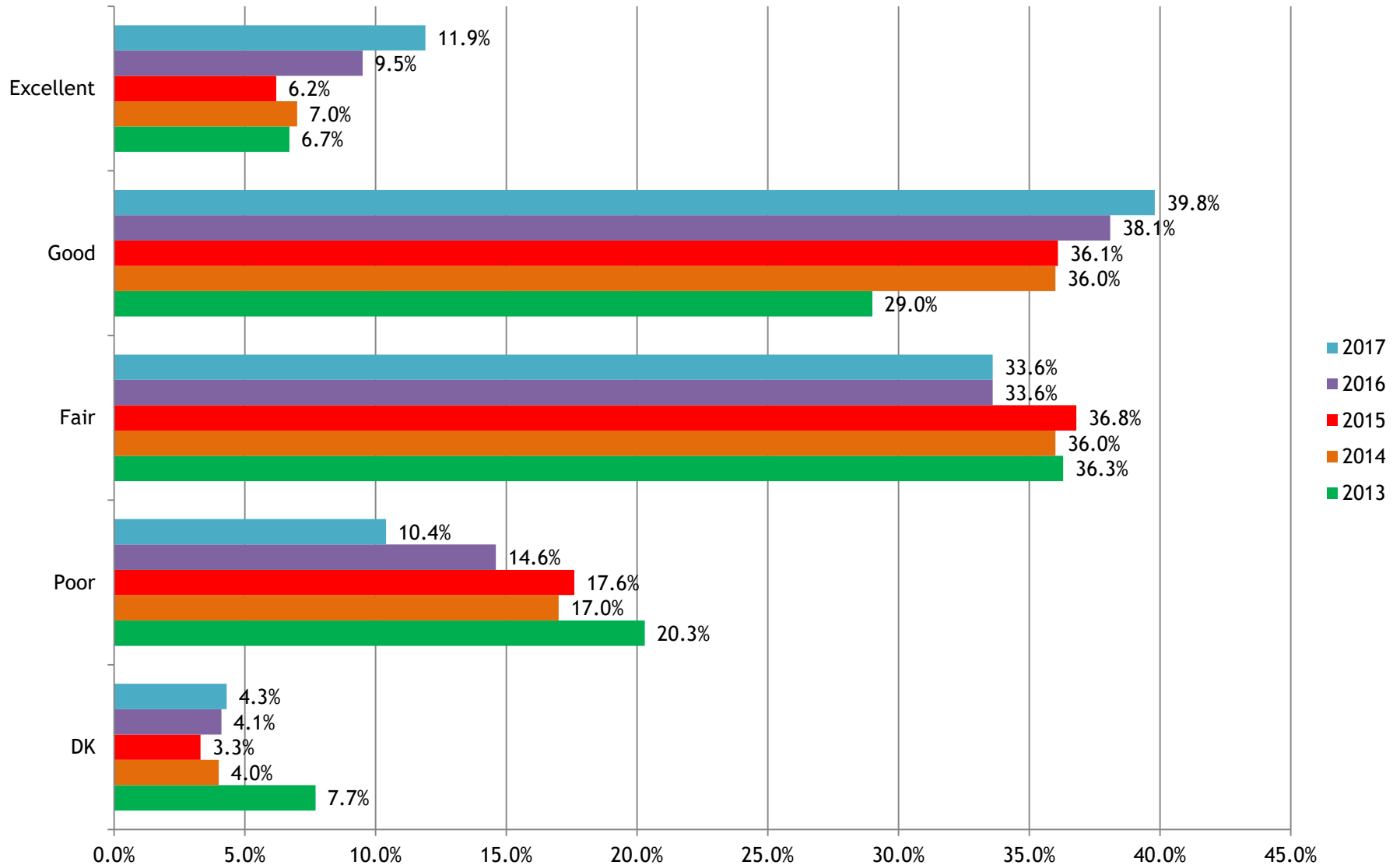
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Most Likely to Say the Economy is the #1 Issue?

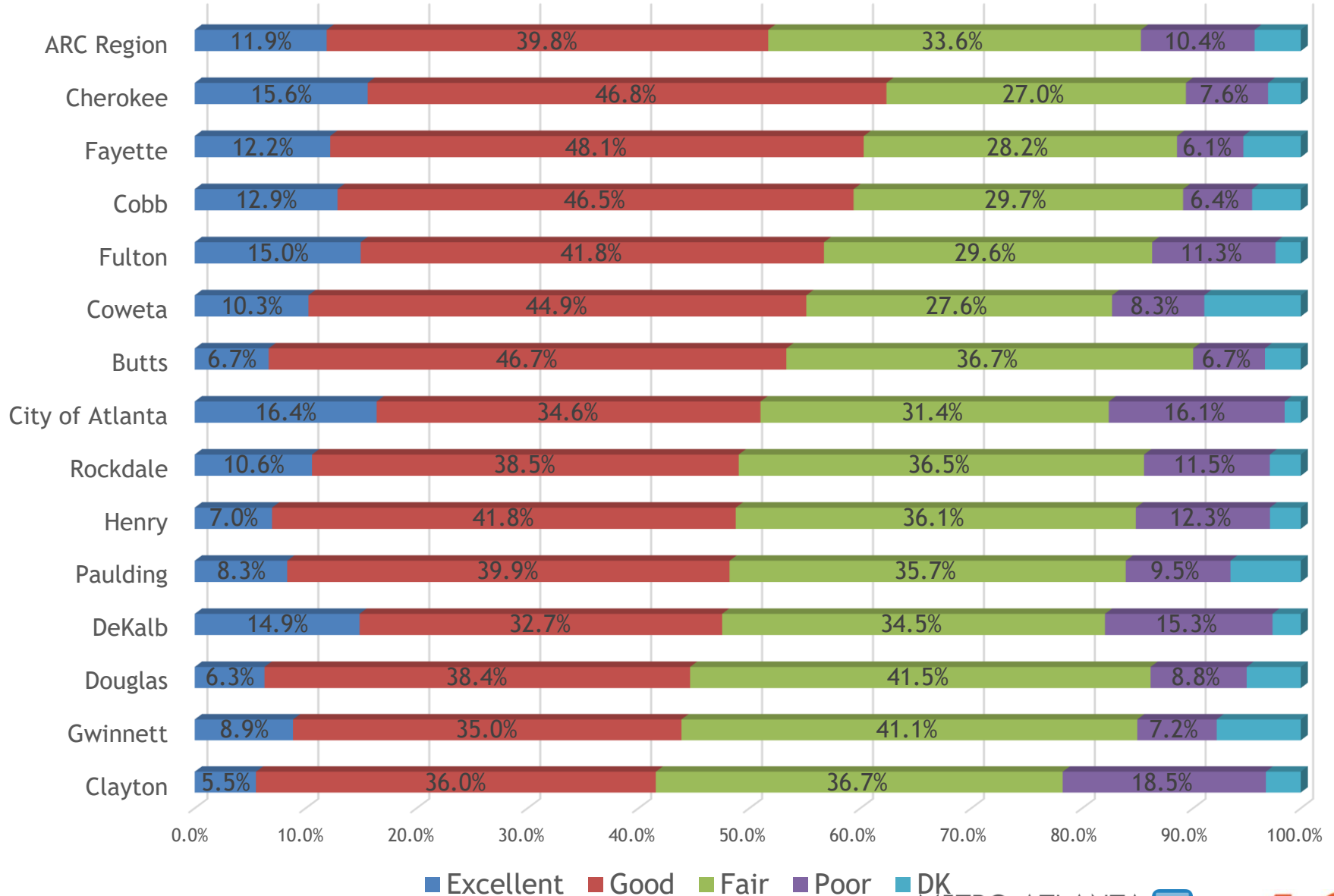
- Residents of Rockdale, Paulding, and Douglas
- Those in prime workforce years
- African Americans
- Those with lower incomes and education levels



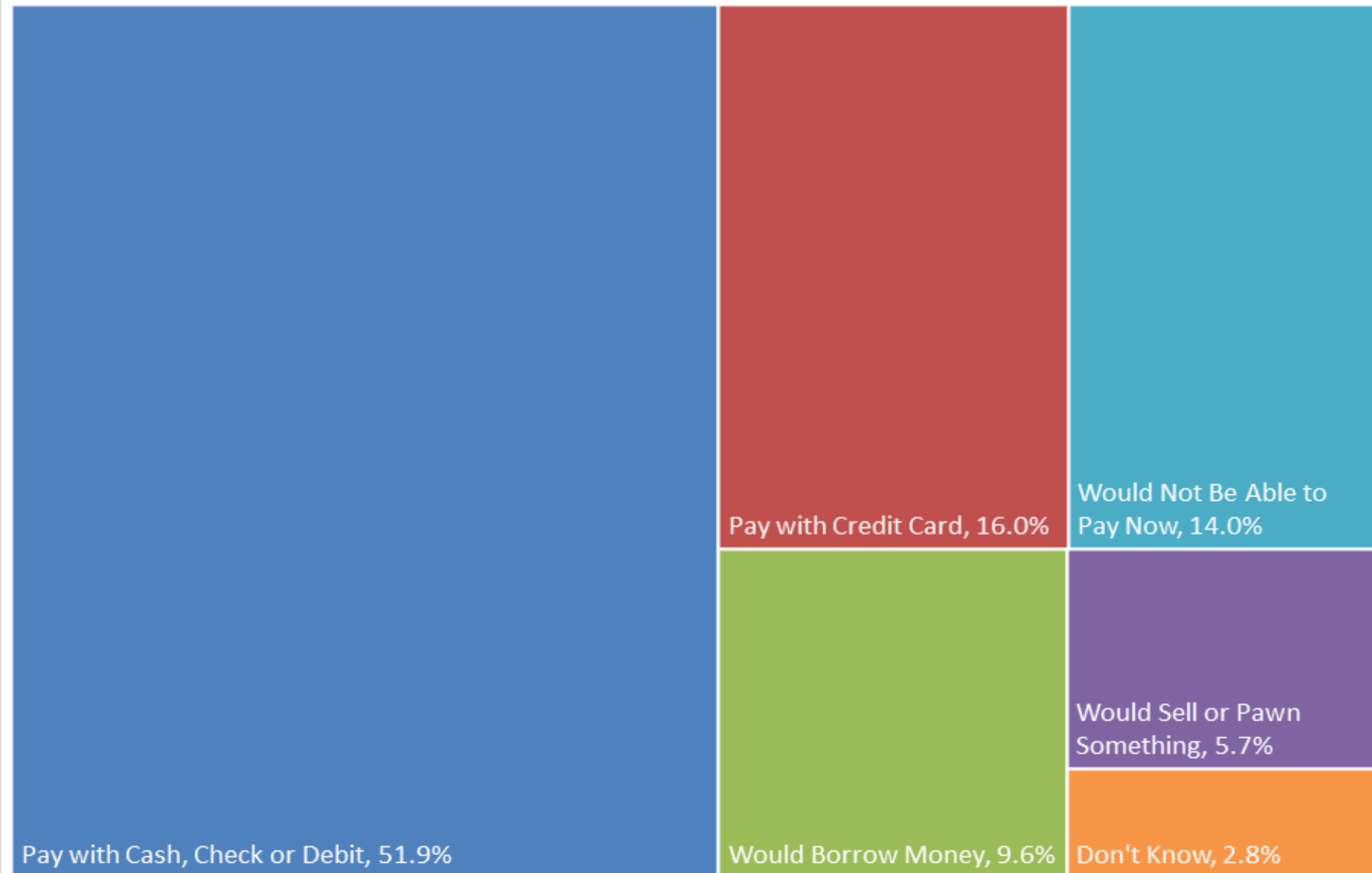
Assessing Metro Job Opportunities: Responses - 2013-2017



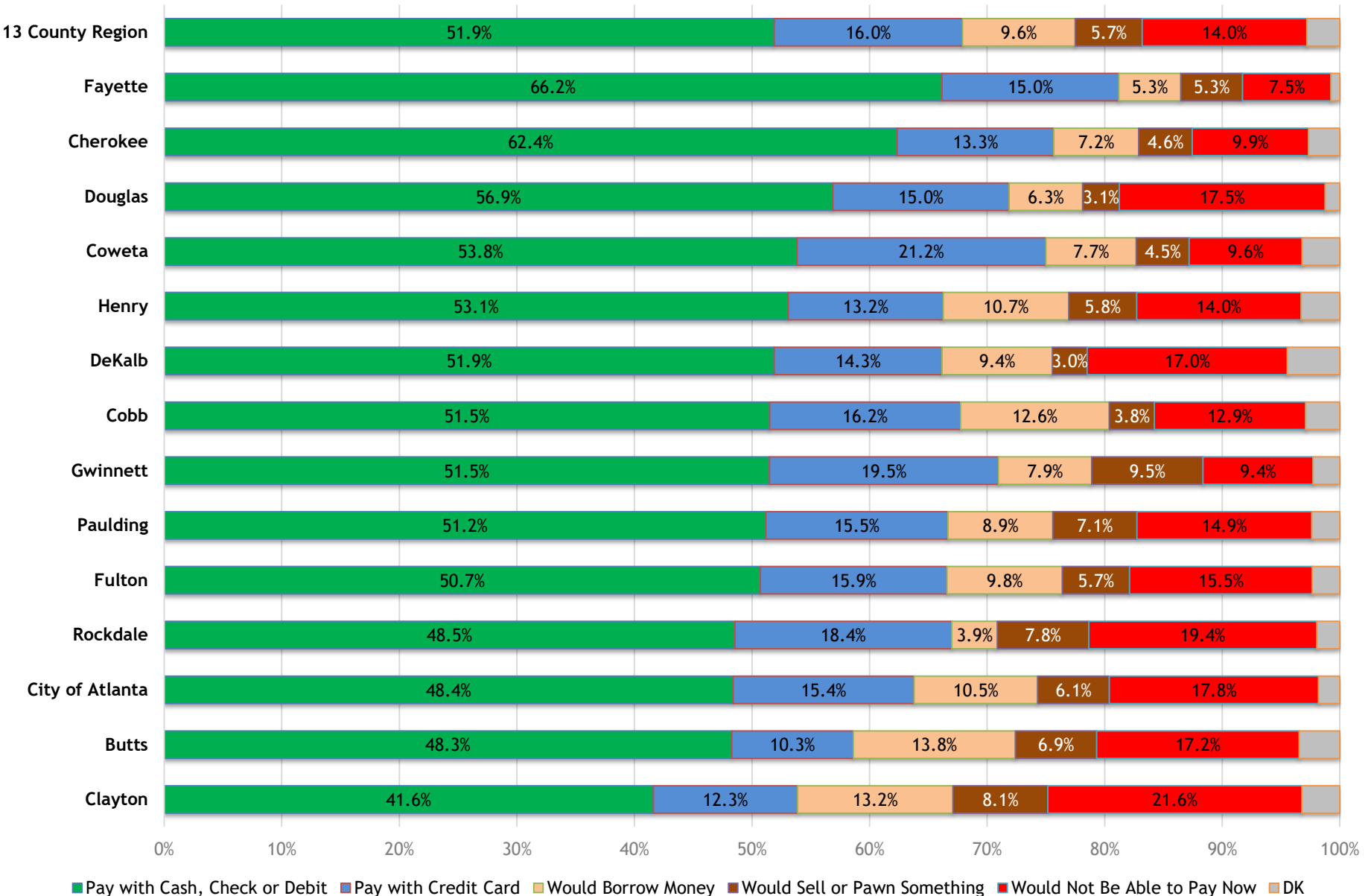
Rate Job Opportunities Metro Atlanta: MAS 2017



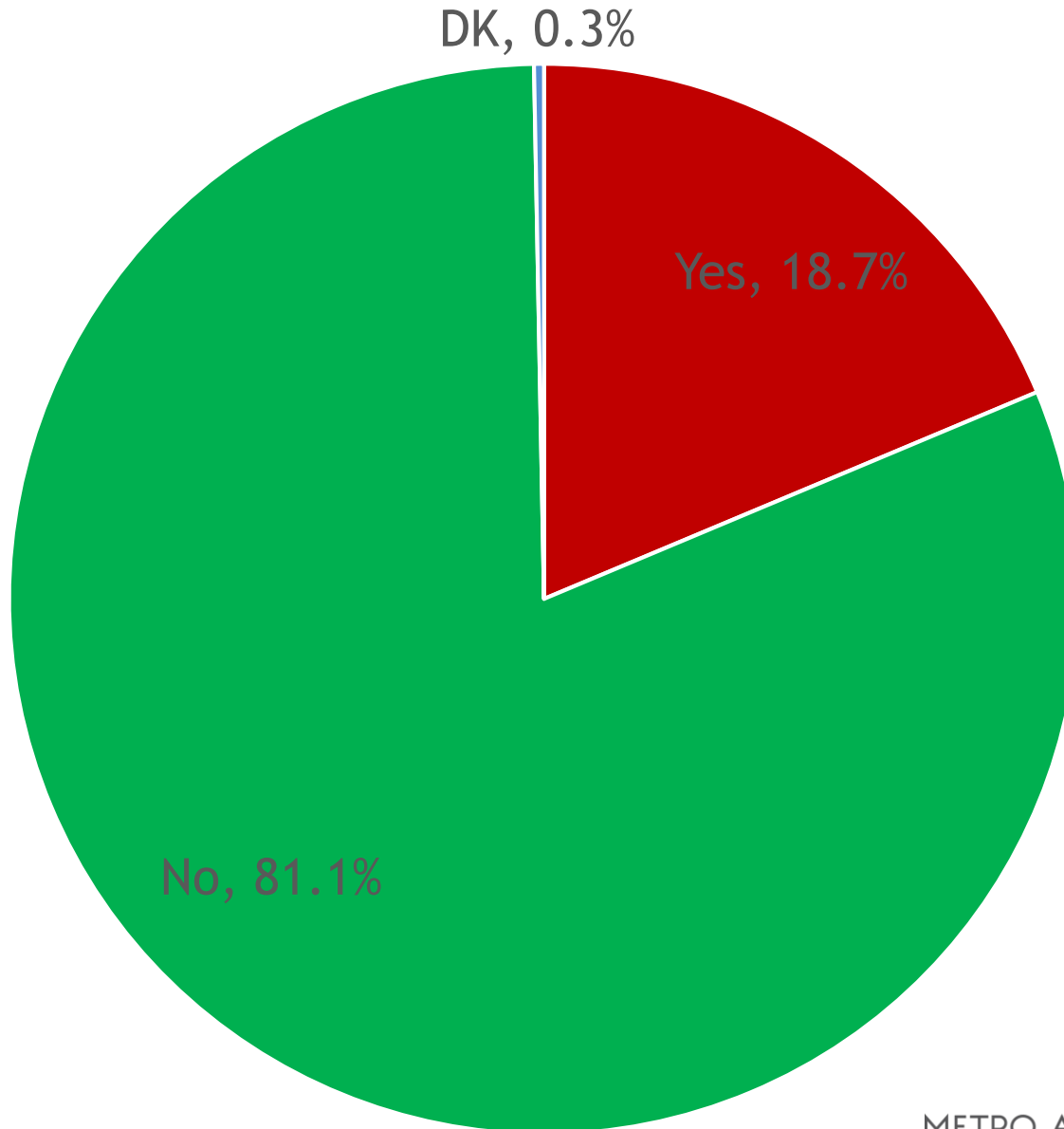
MAS 2017: Methods of Paying for a \$400 Financial Emergency



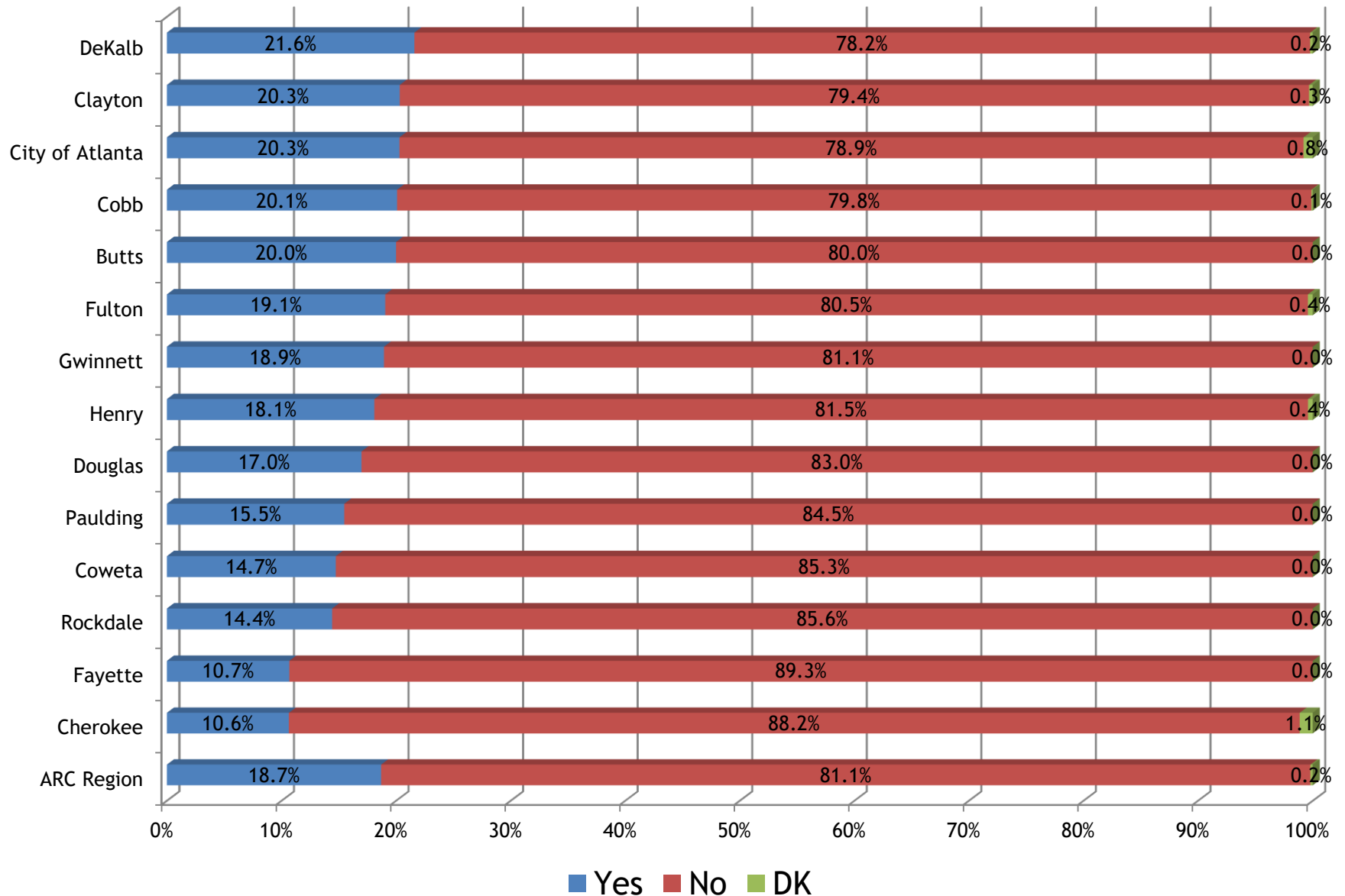
\$400 Emergency by County: MAS 2017



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



Skipped Meals or Reduced Portions by County: MAS 2017



Most Likely to Experience Stress from \$400 Financial Emergency 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





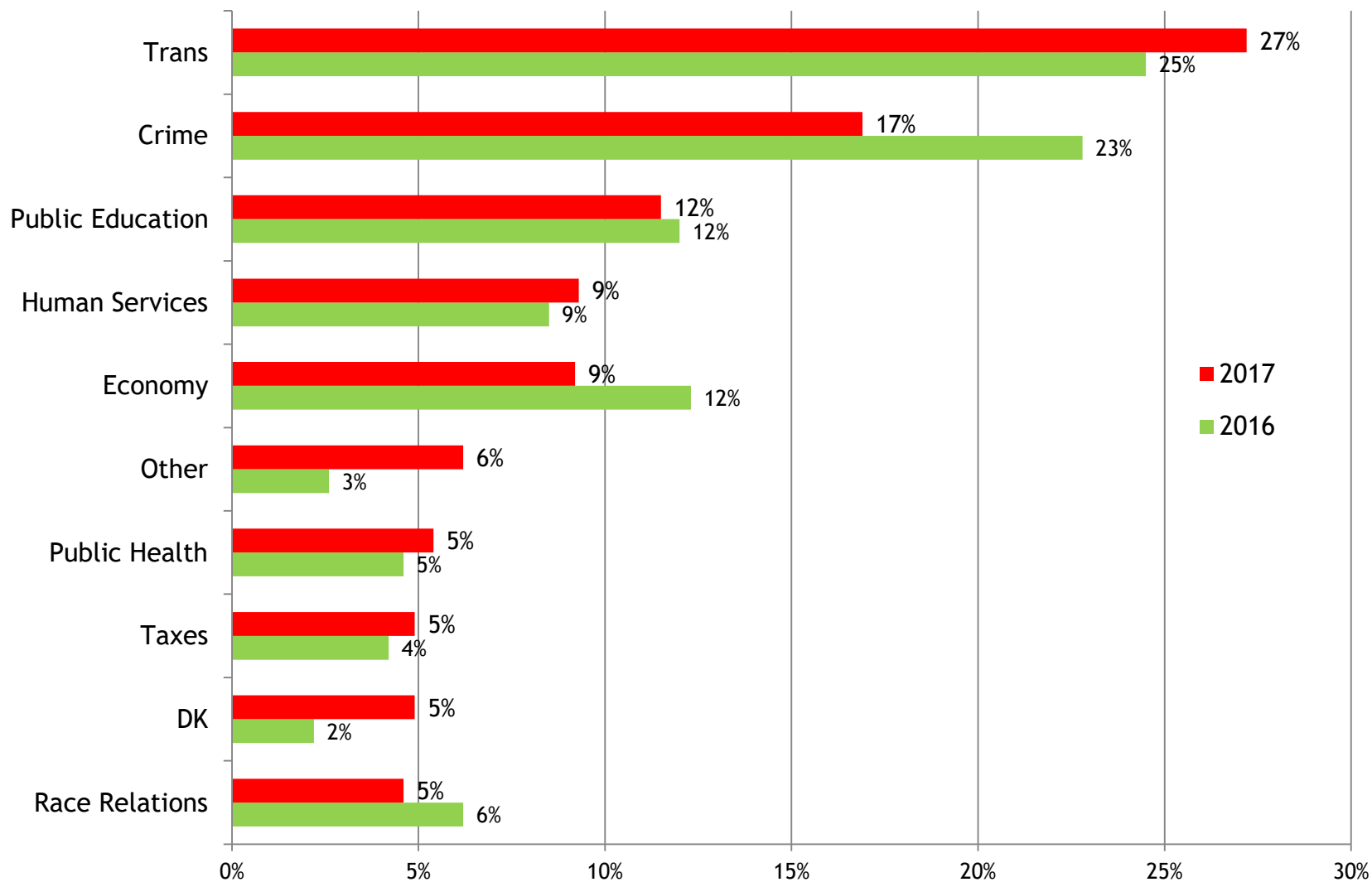
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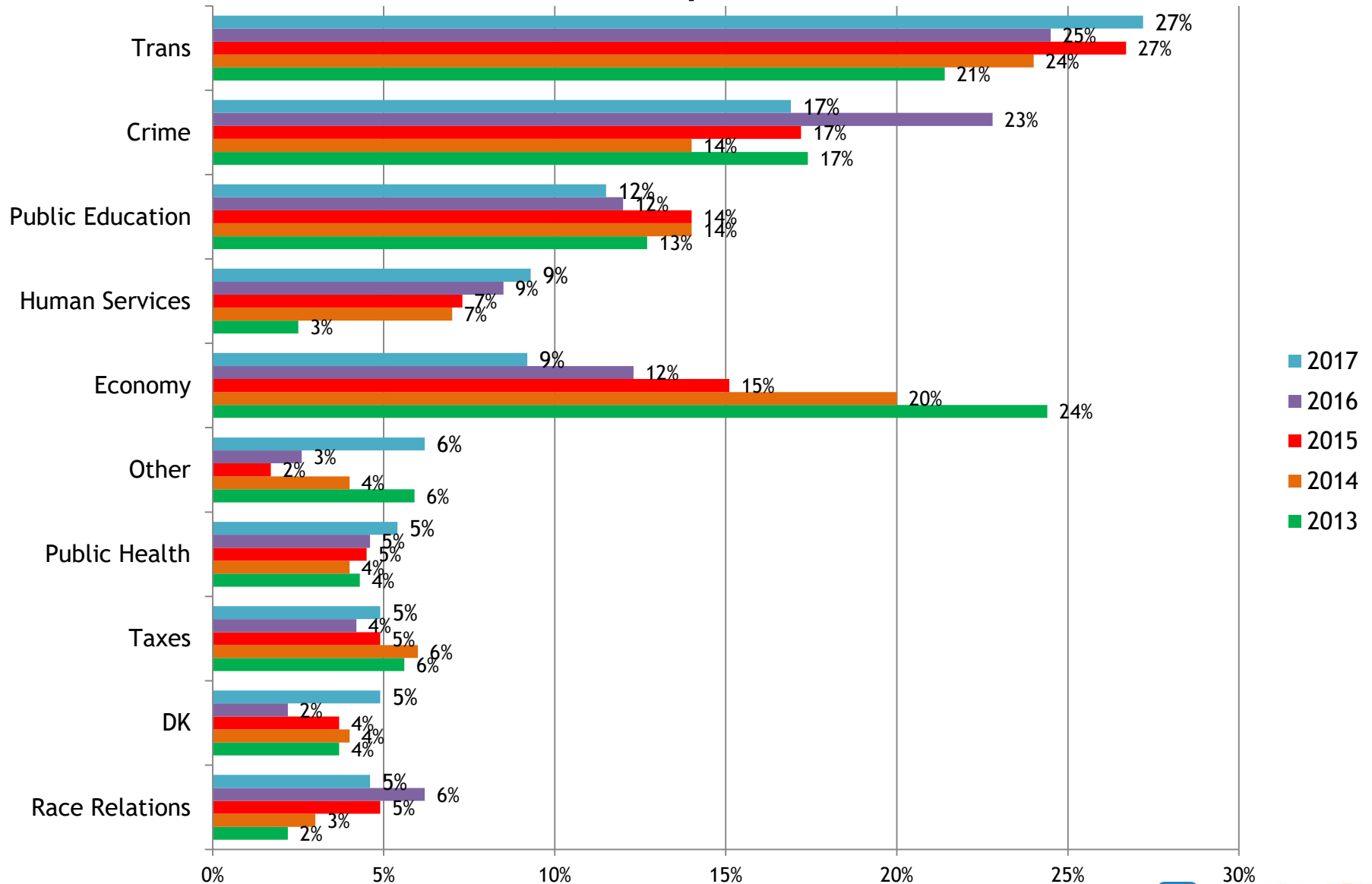


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Biggest Problem Facing Residents in Metro Atlanta: Responses - 2016-2017



Biggest Problem Facing Residents in Metro Atlanta: Responses - 2013-2017

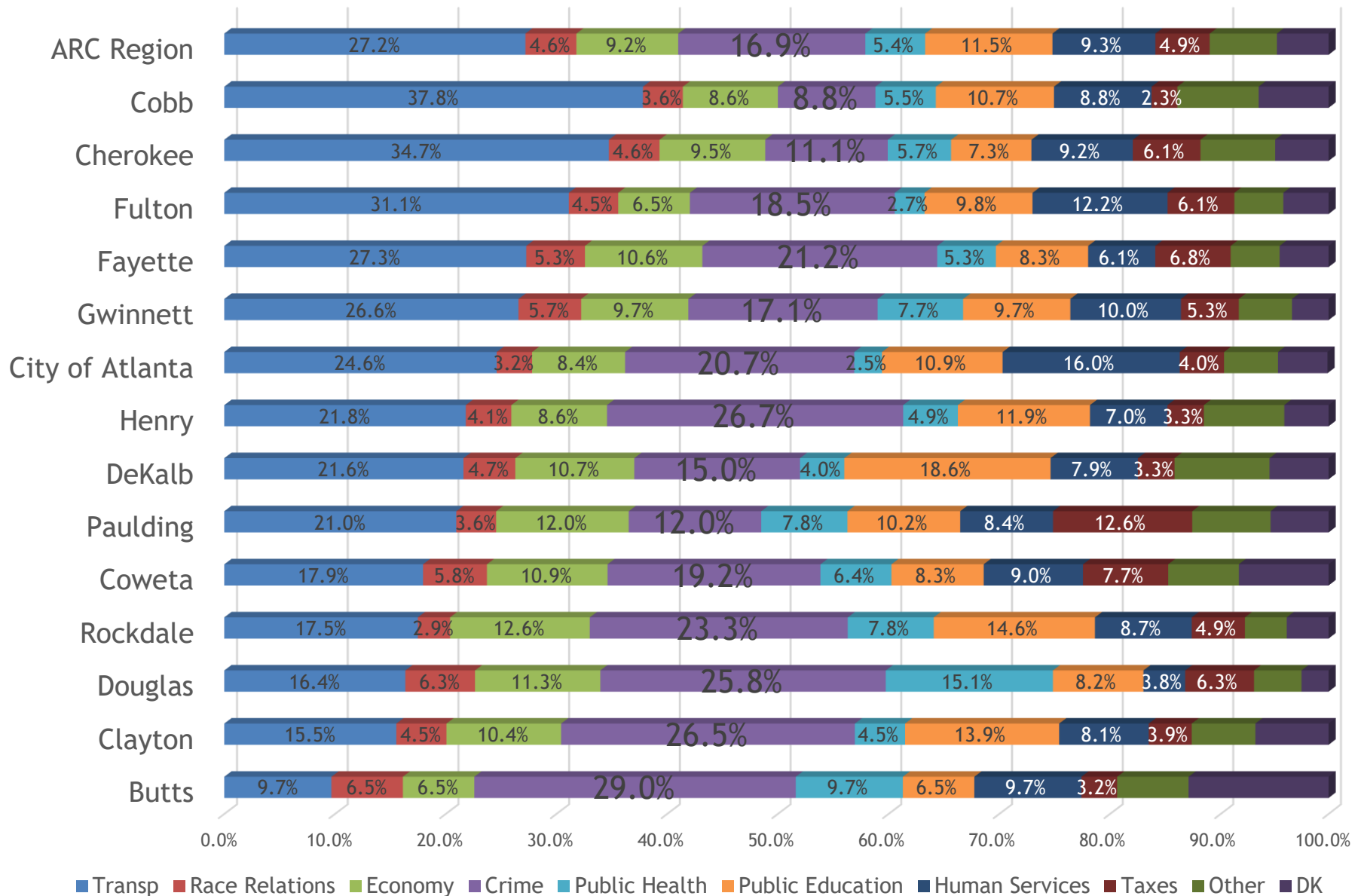


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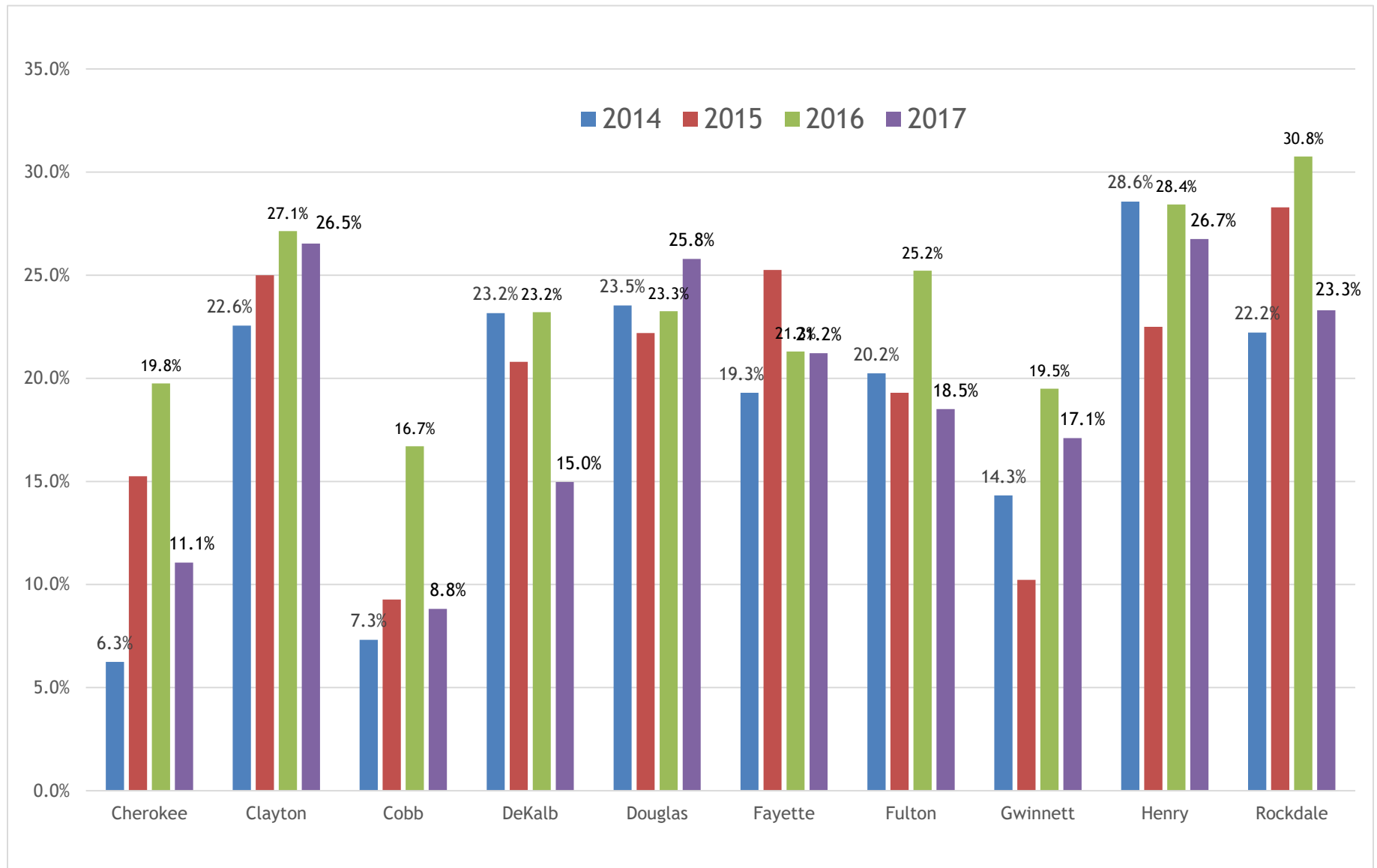
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Biggest Problem for Metro Atlanta: MAS 2017



Share by County: Crime as Biggest Problem 2014-2017

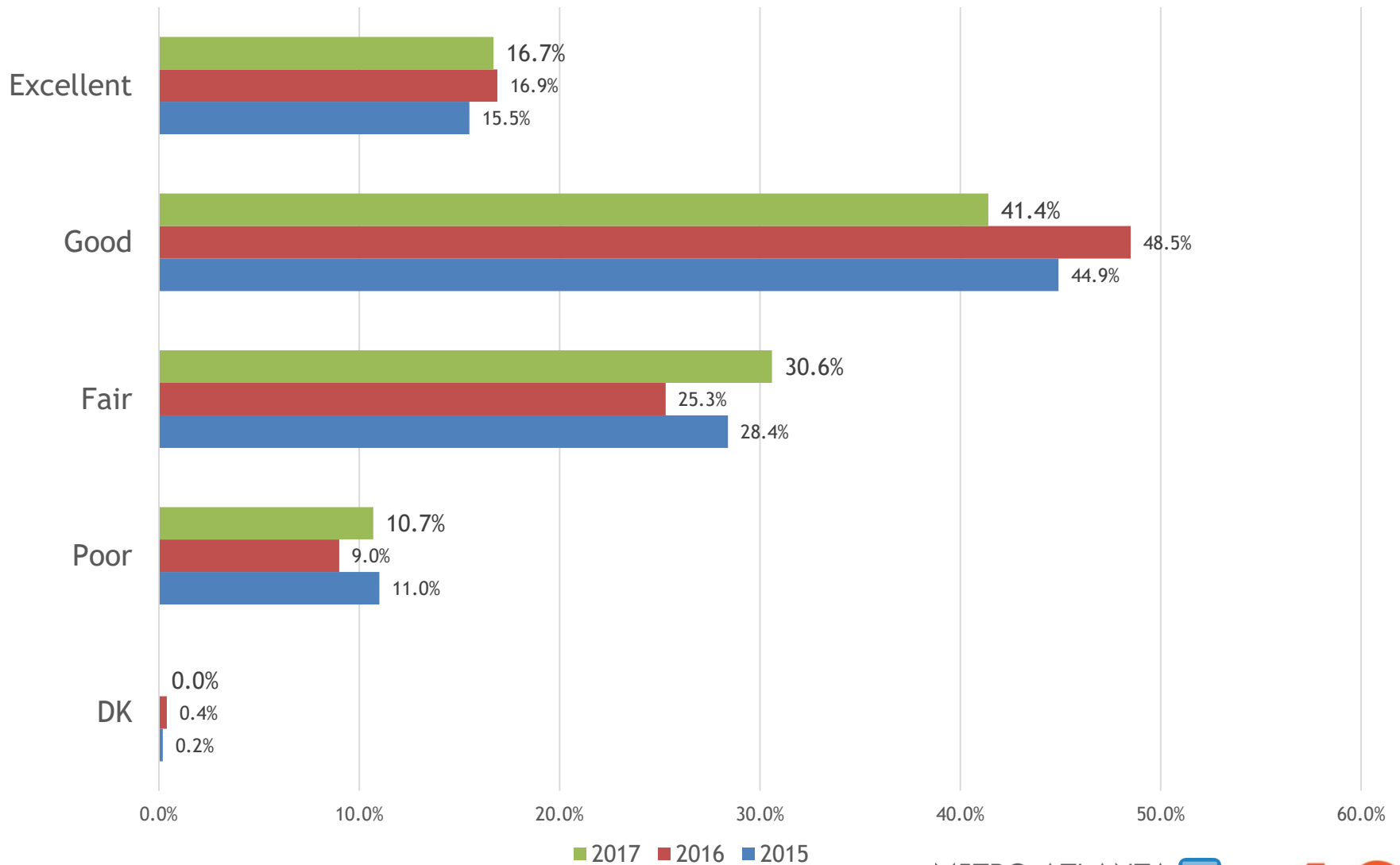


Most Likely to Say that Crime is the #1 Issue?

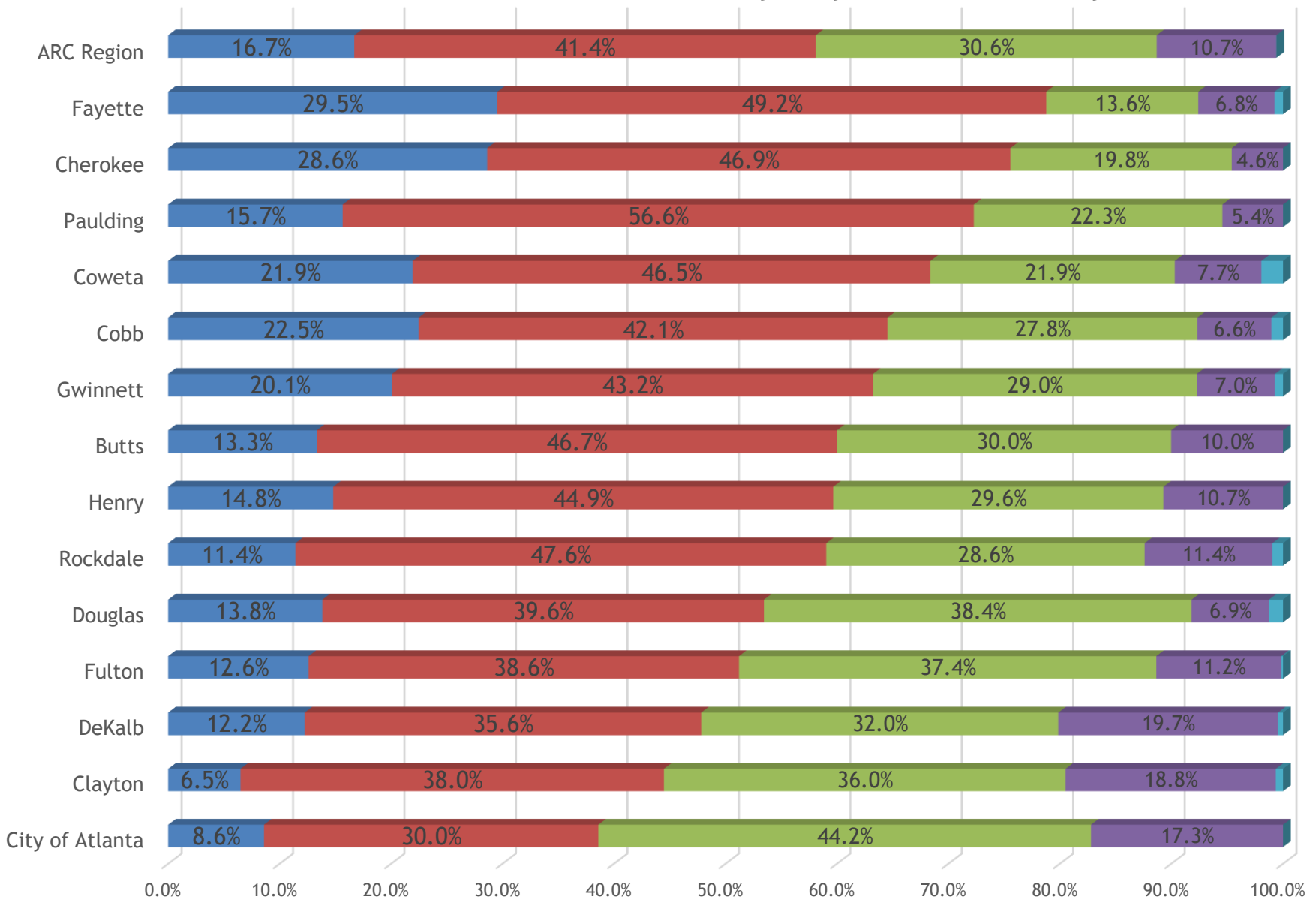
- Residents of Clayton, Douglas, Henry and Rockdale
- Seniors/ Retired
- Those with the least amount of education
- Black Respondents
- Females



Safety of Residents in Community: 2015-2017



Rate Resident Safety in your Community: 2017



■ Excellent ■ Good ■ Fair ■ Poor ■ DK

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CIVIC ENGAGEMENT

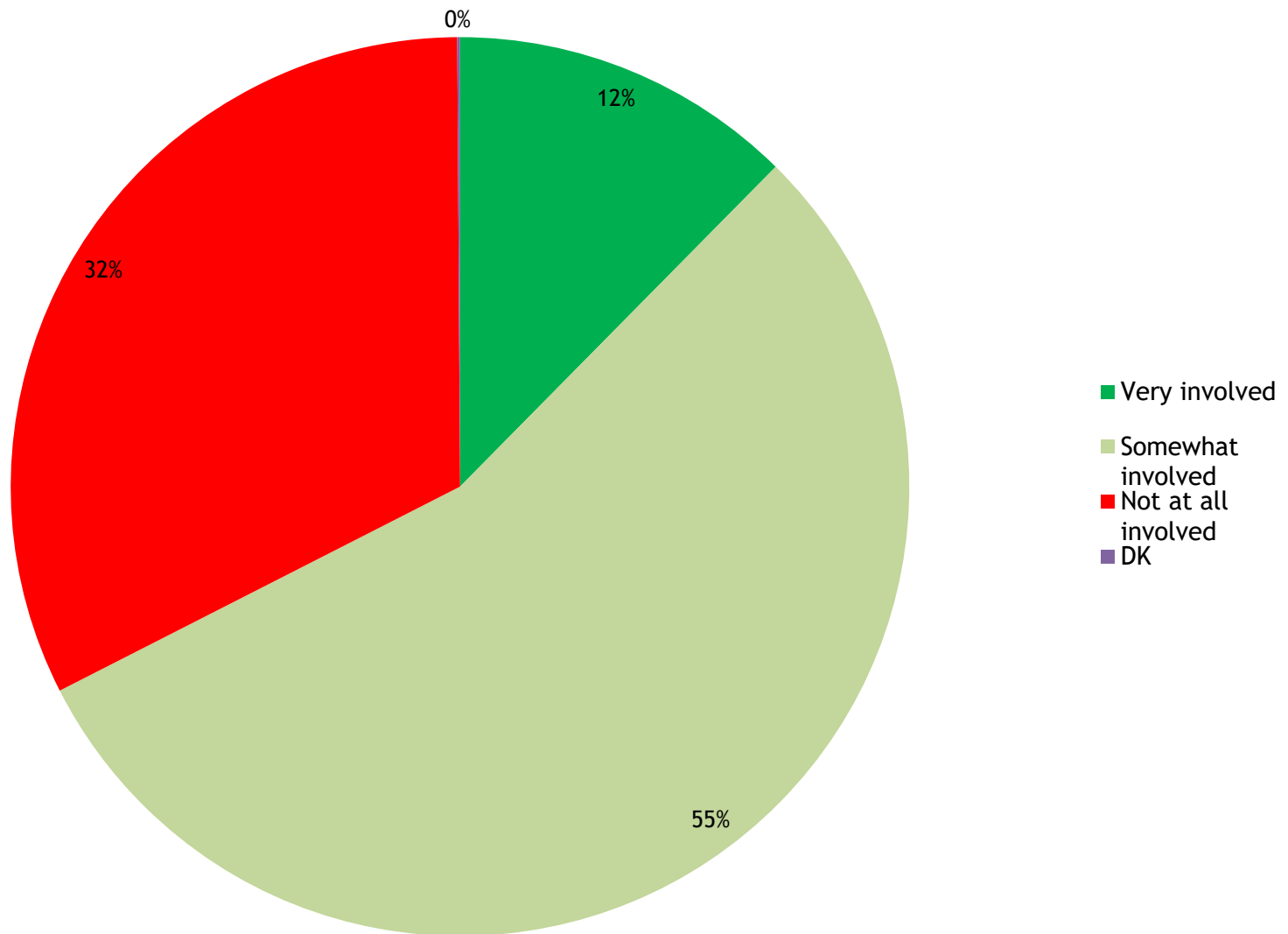


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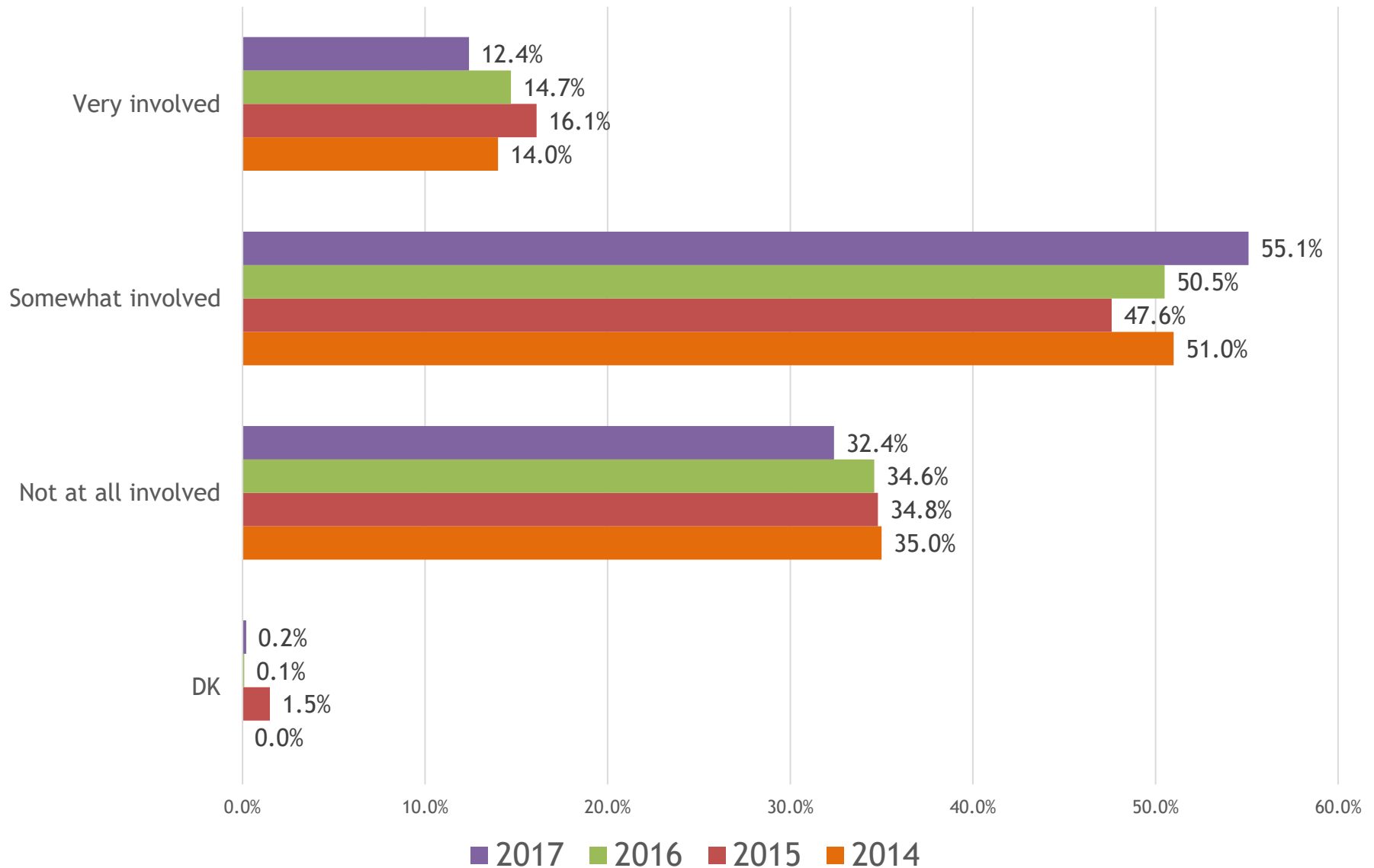
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Self-Assessment of Community Involvement: MAS 2017



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

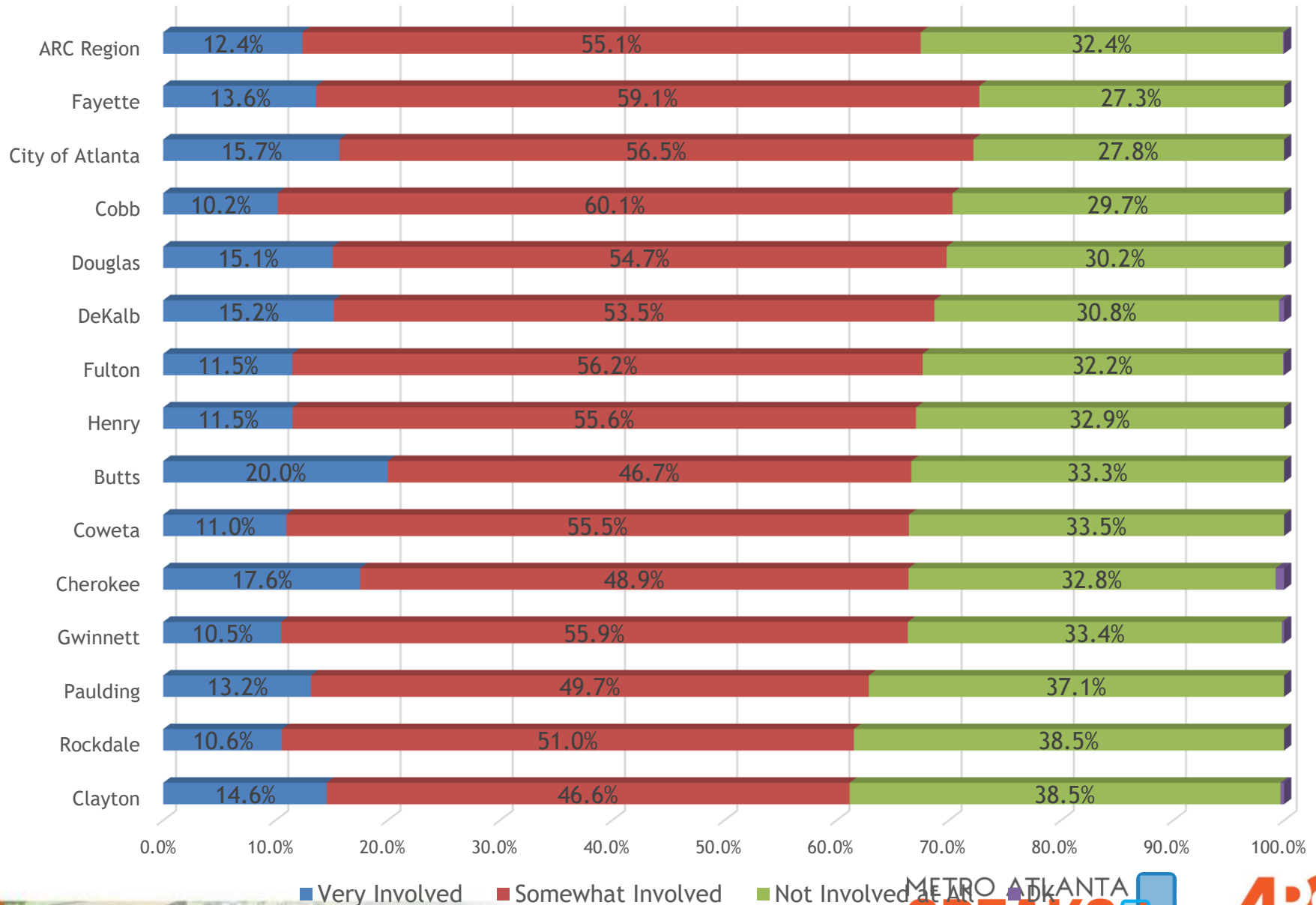


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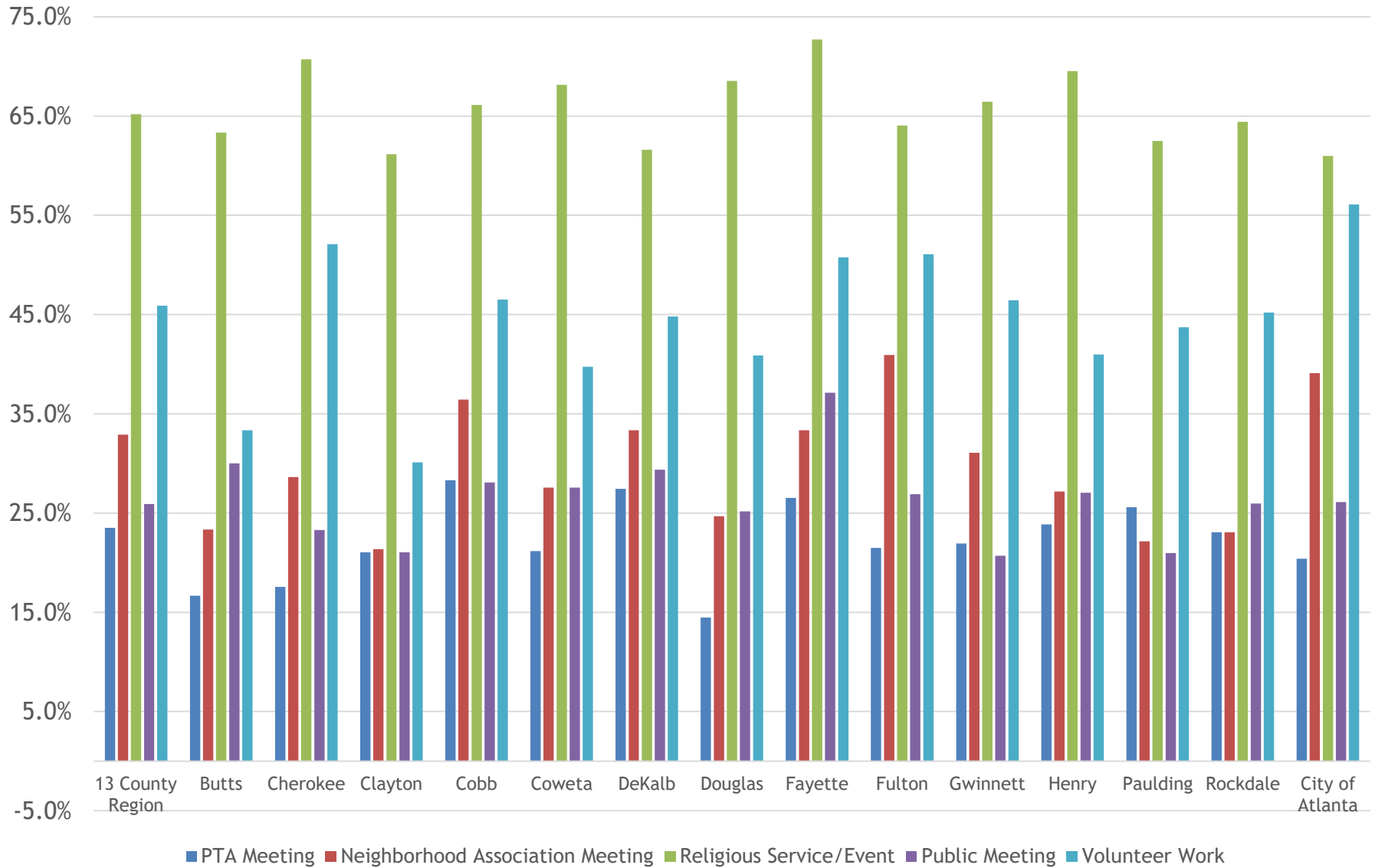
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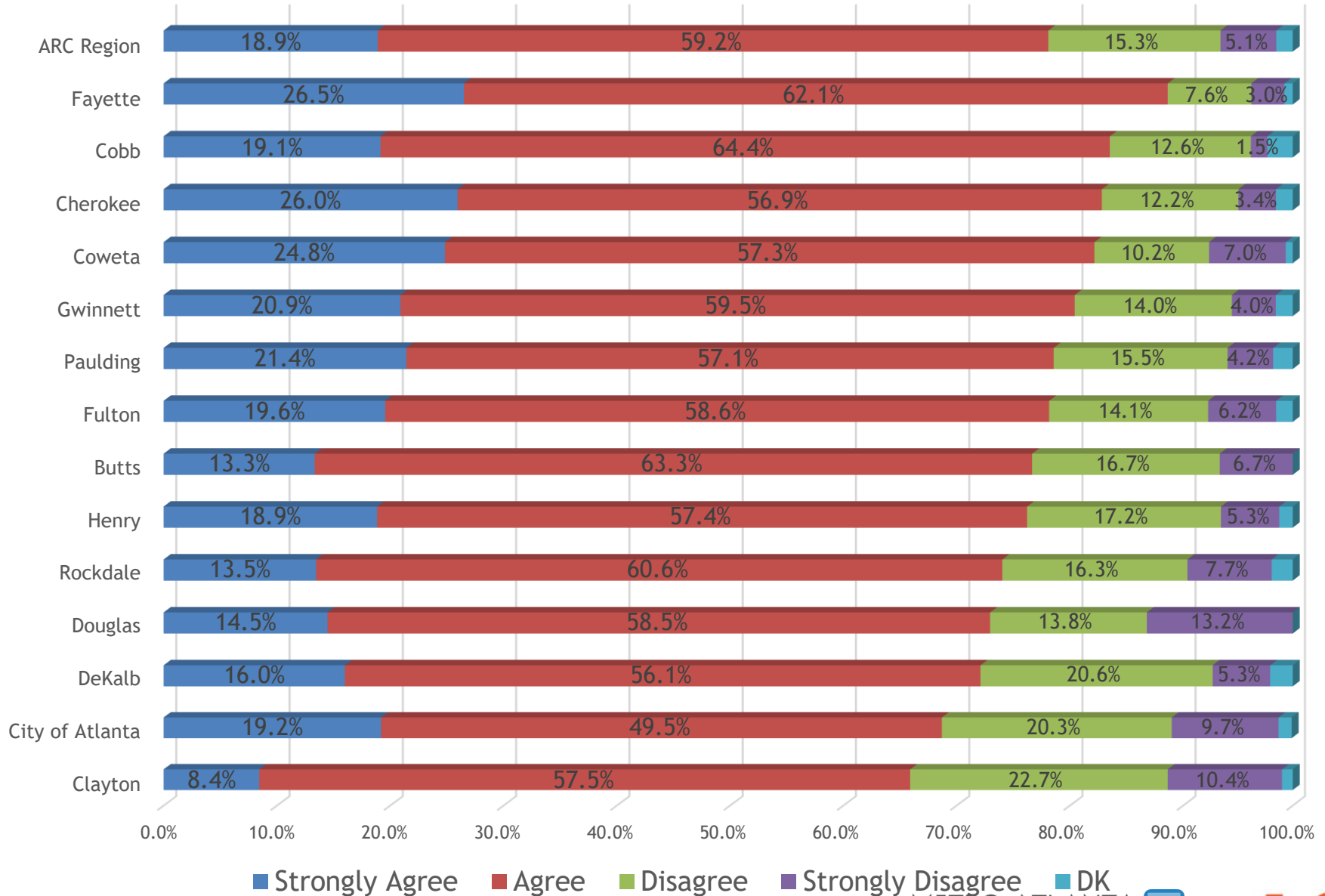
How Involved in Community? (by County): MAS 2017



Activities in the Last Year?: MAS 2017



People Willing to Help Neighbors?: MAS 2017





LOCAL VS. REGIONAL

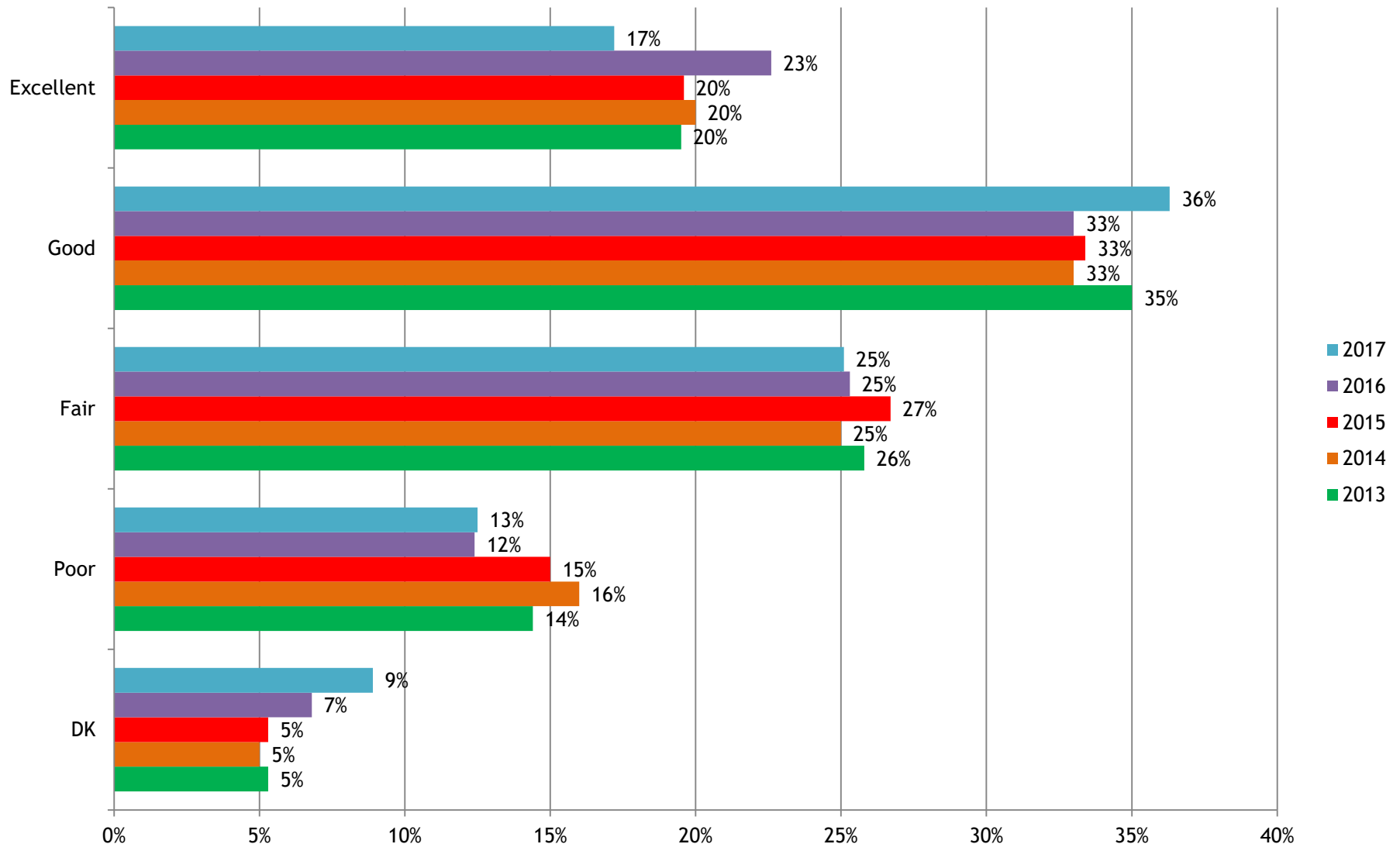


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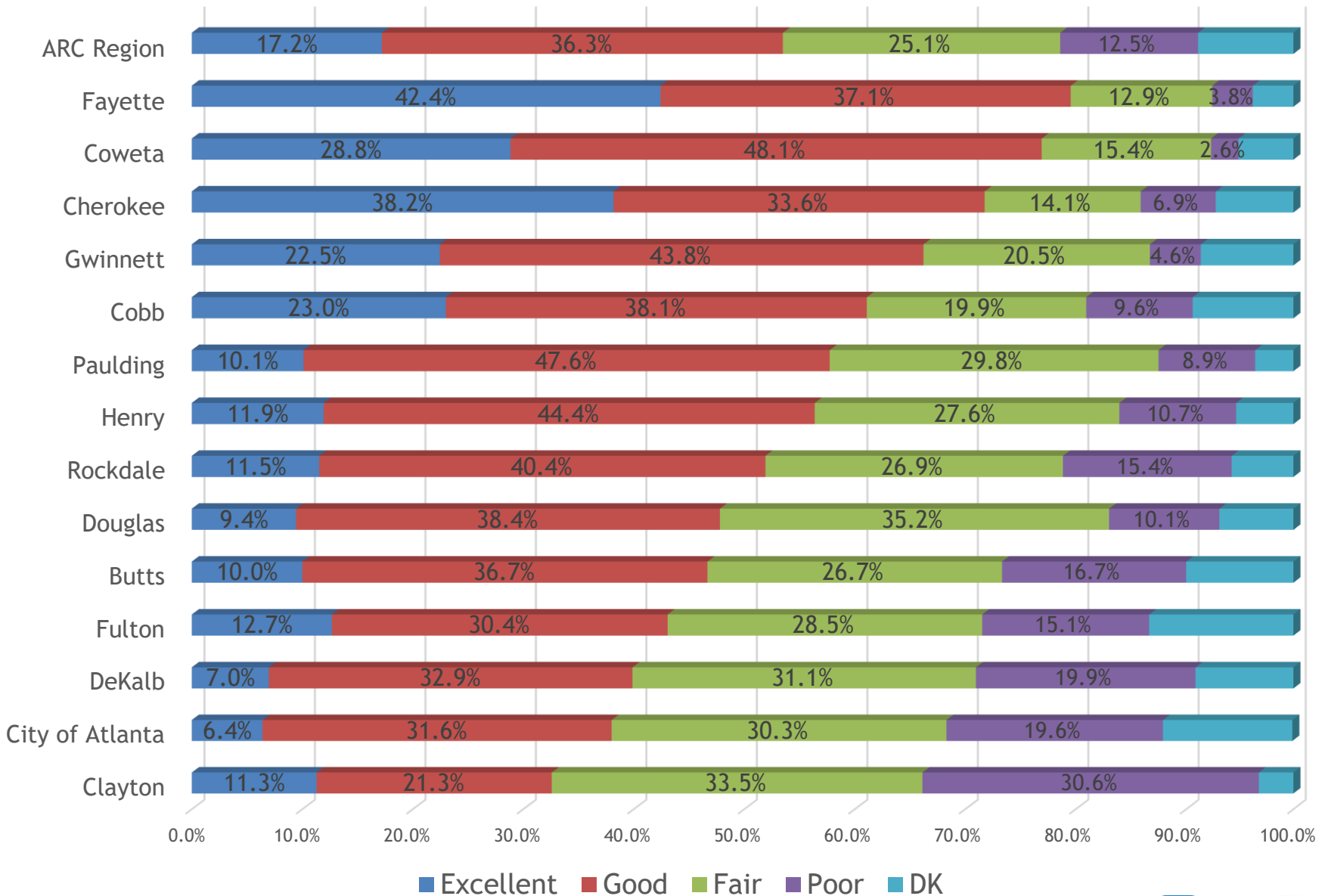
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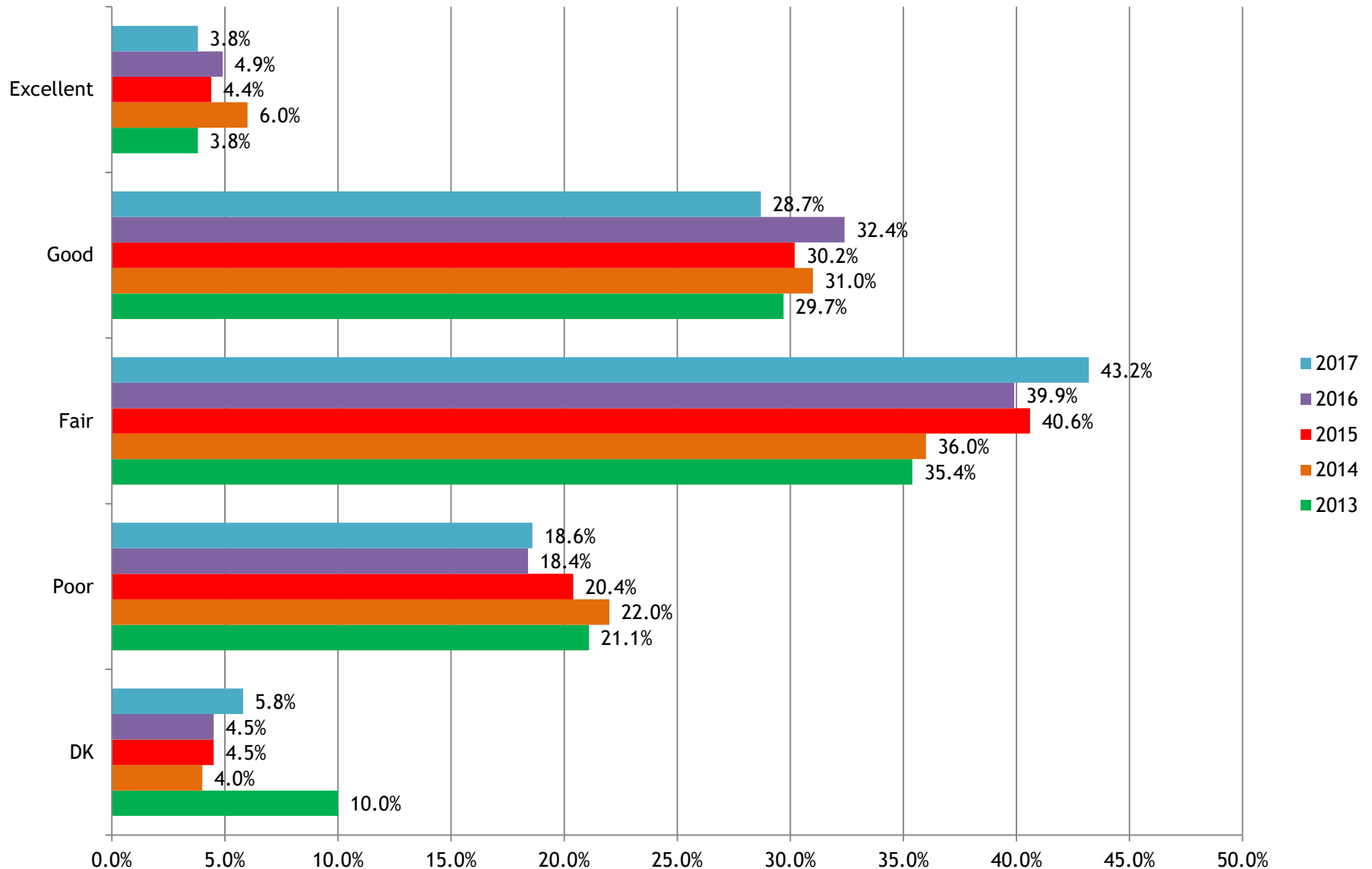
Rating Public Education in District Where You Live: MAS Responses 2013-2017



Rate Public Education in District Where You Live: **MAS 2017**



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

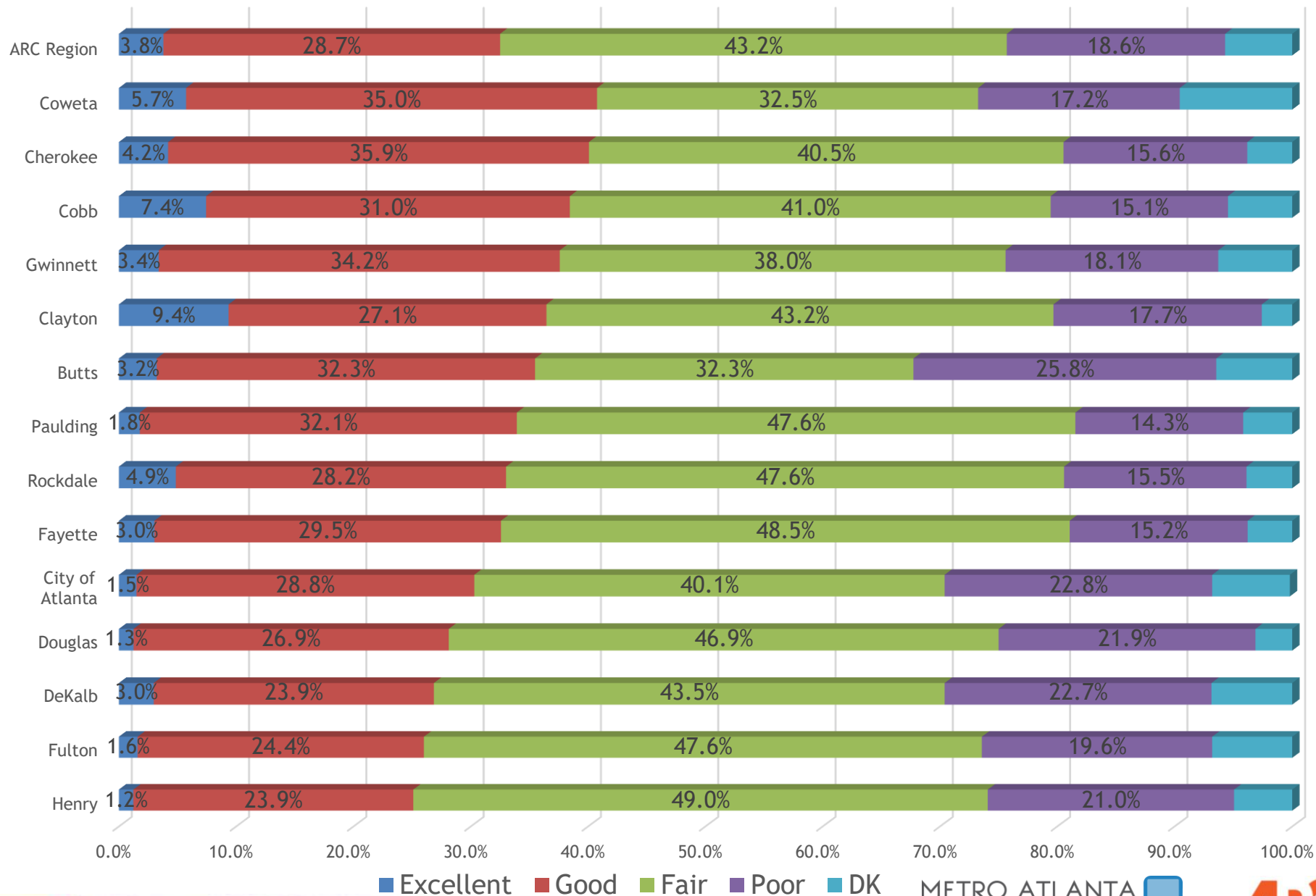


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Rate Public Education in Metro Area as a Whole: MAS 2017





The Future

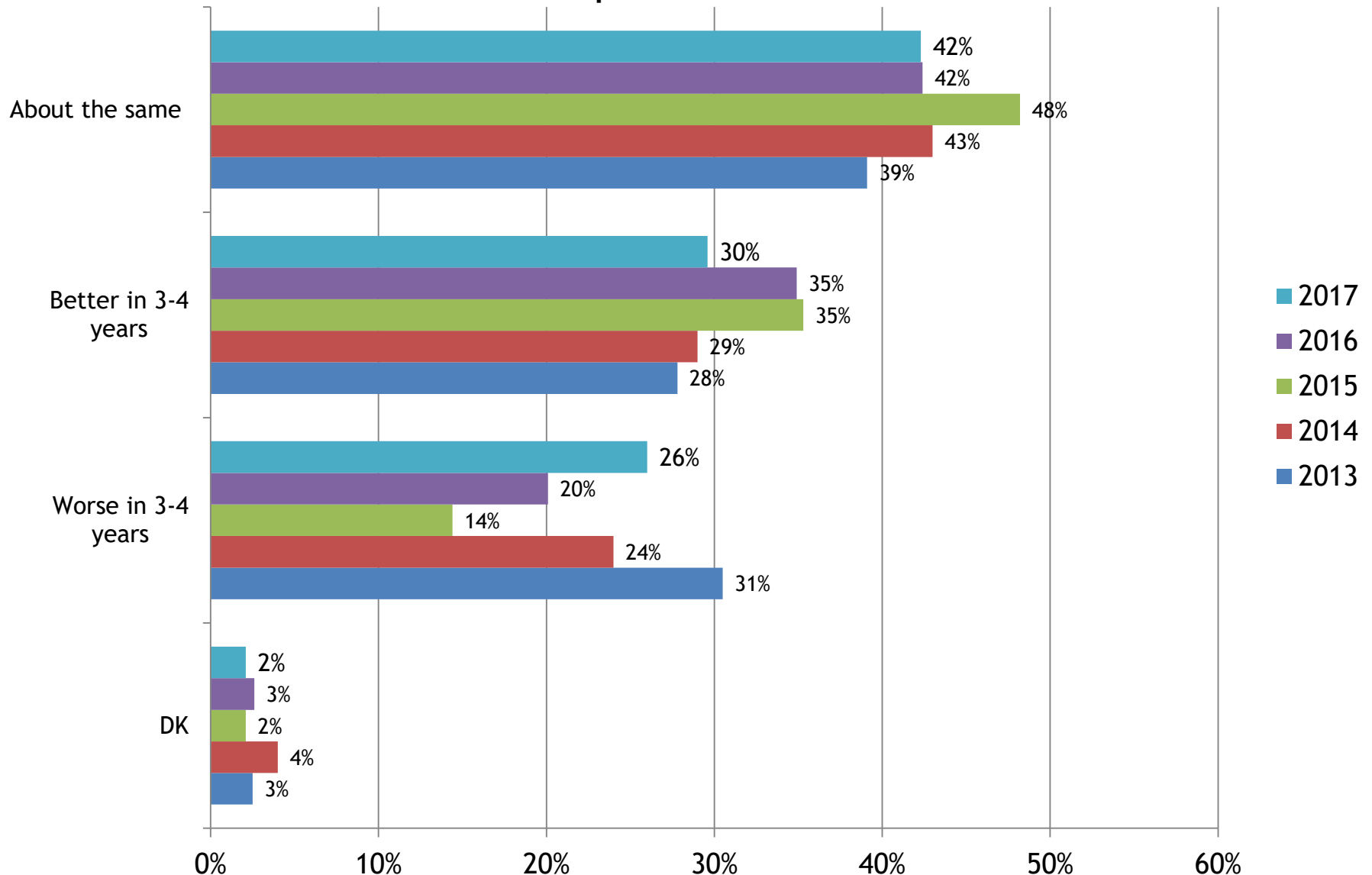


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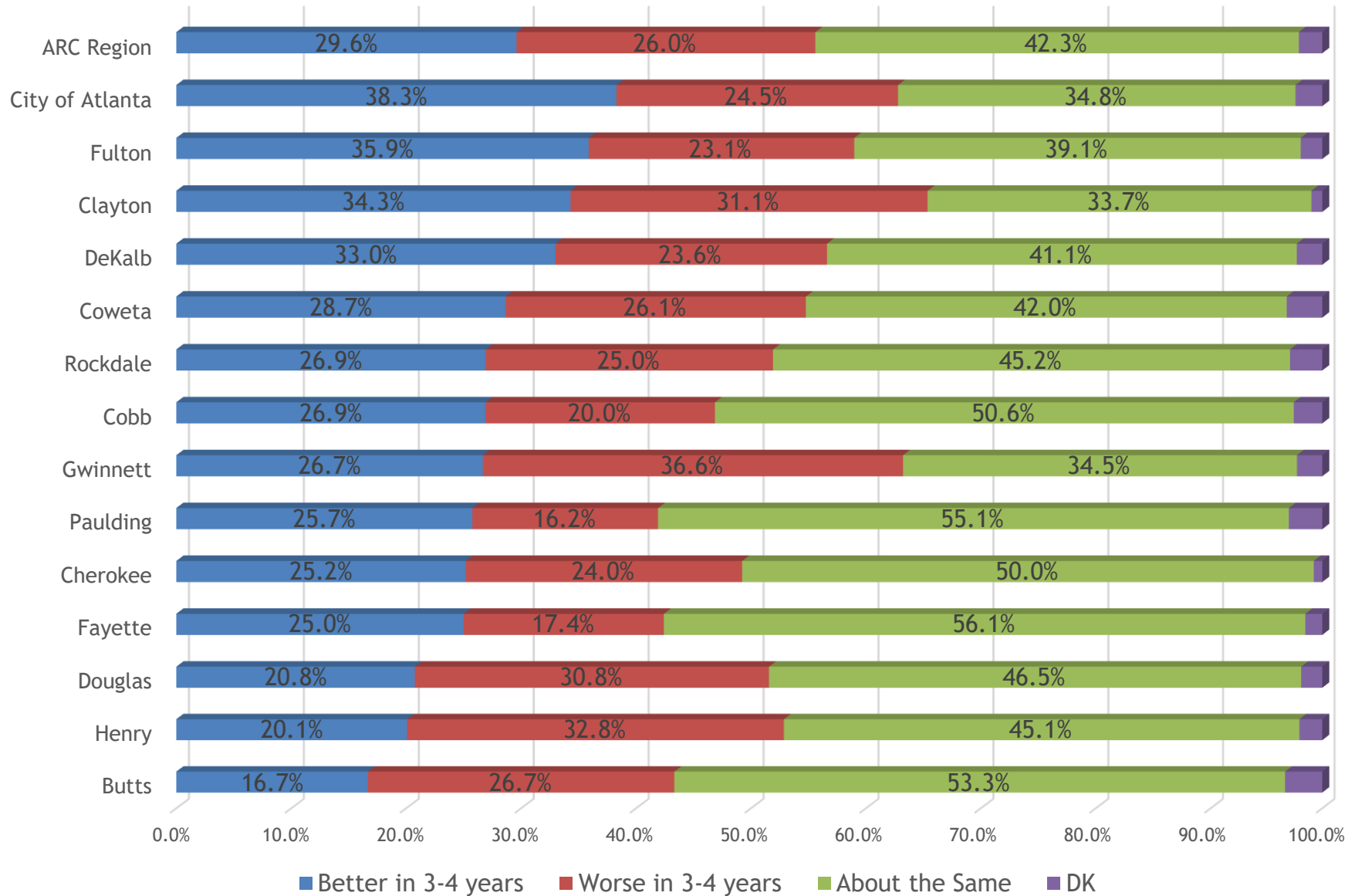
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Future Assessment of Living Conditions: Responses 2013-2017



Things in the Future Will Be... (by County): 2017

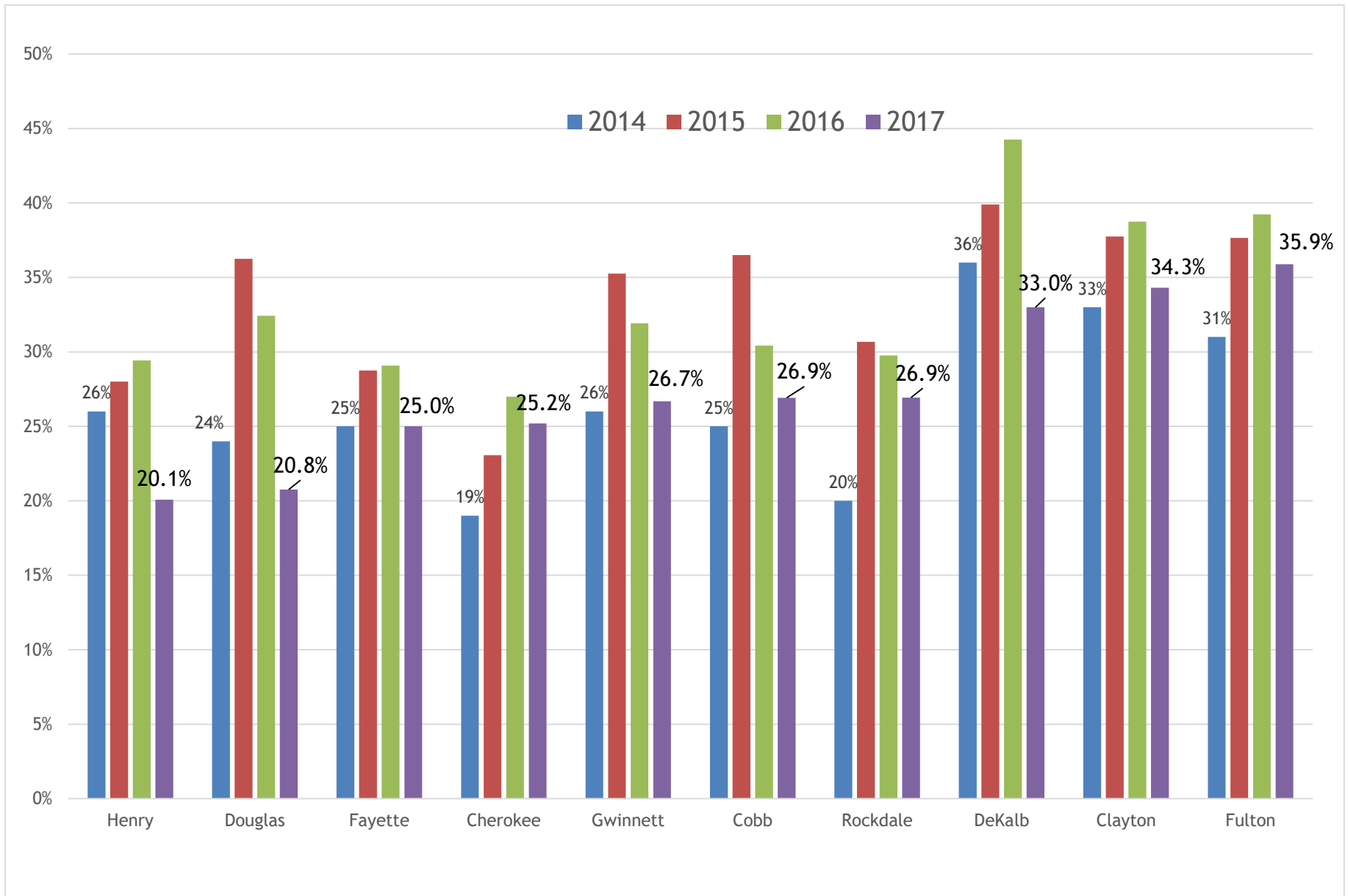


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Share by County: Things Better Next 3-4 Years 2014-2016



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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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Research & Analytics
jskinner@atlantaregional.com
404-463-3317



EXTRA SLIDES—

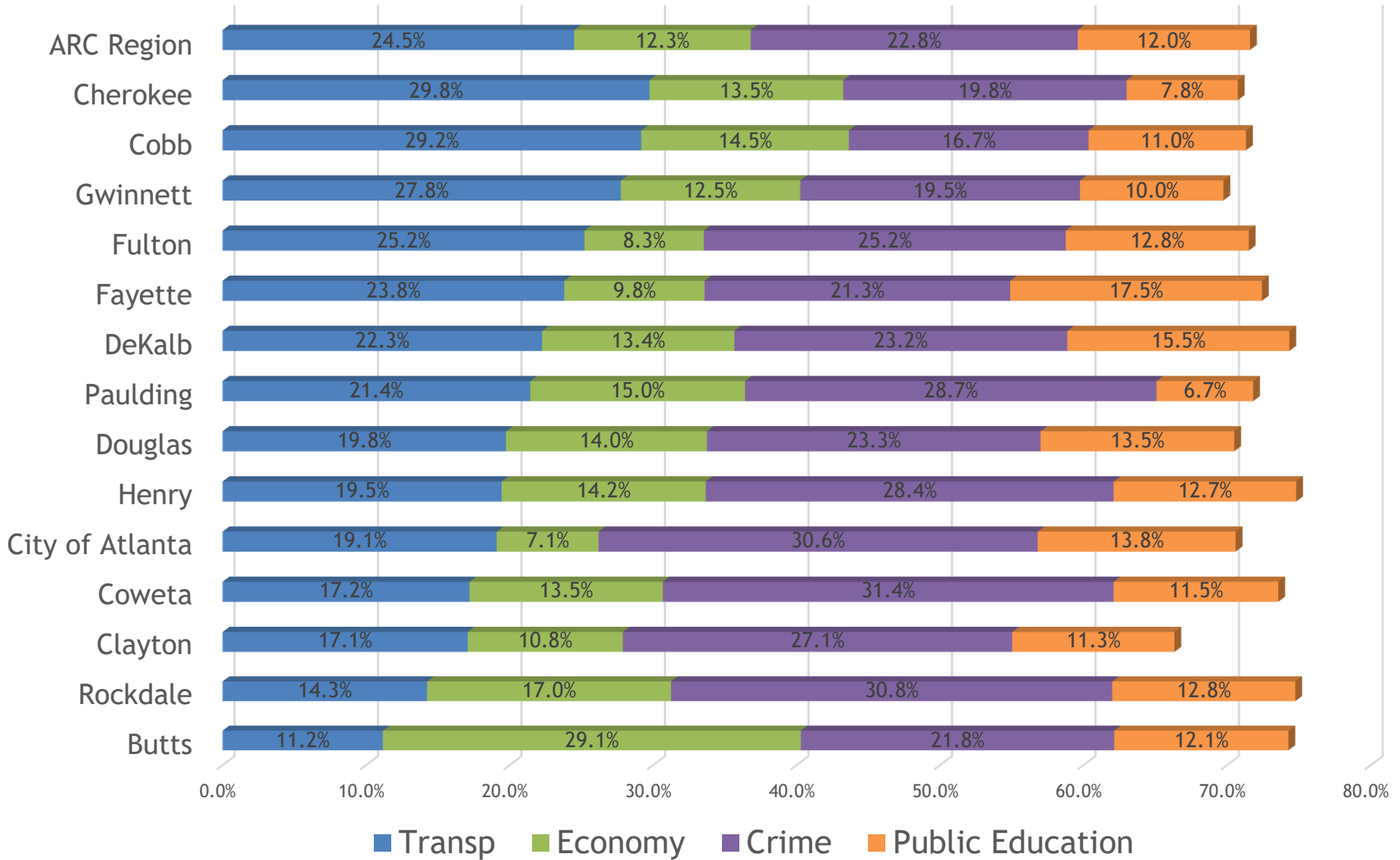
***More Topics and County
Results for Past Years***



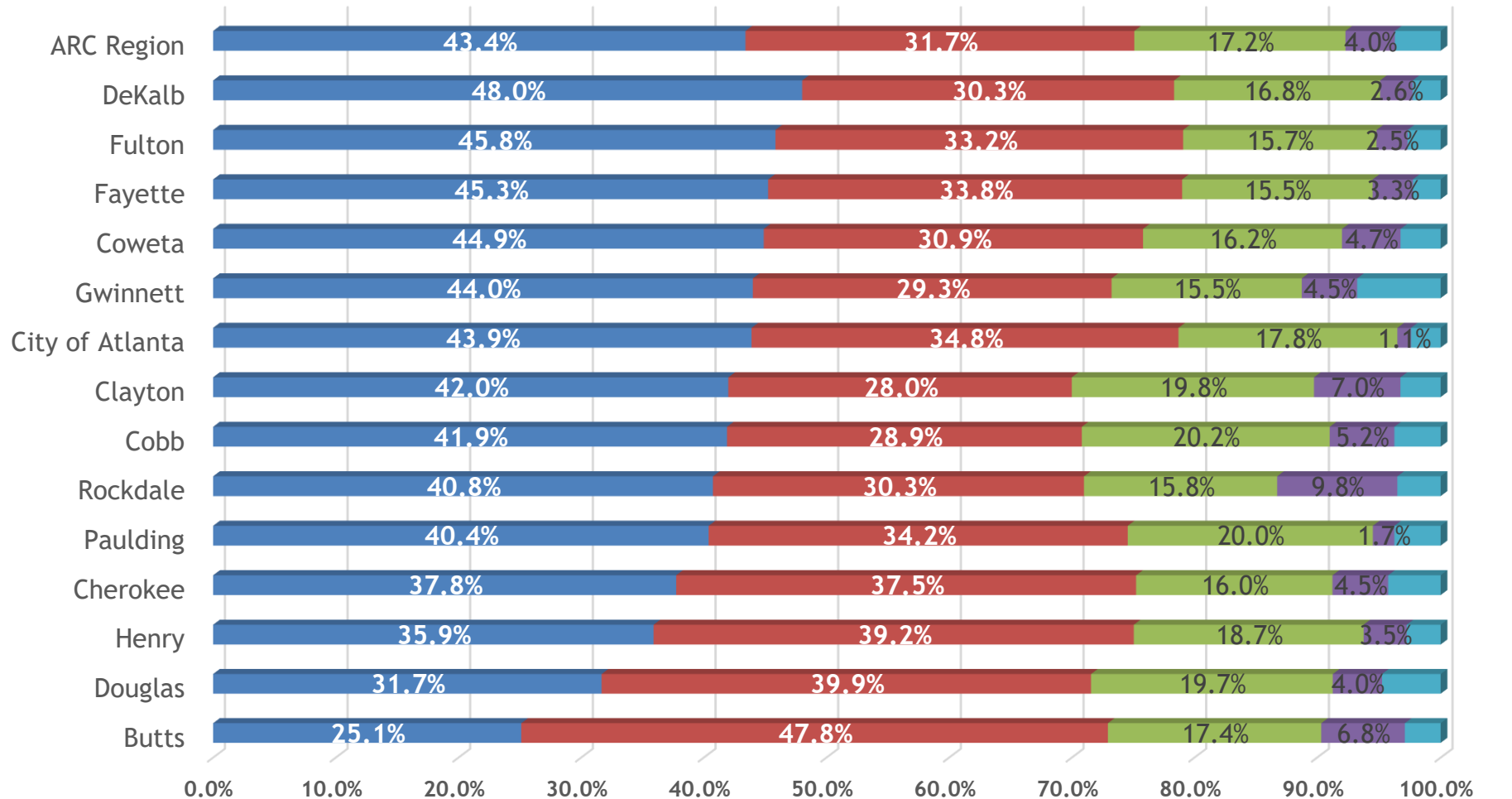
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Biggest Problem for Metro Atlanta: 2016

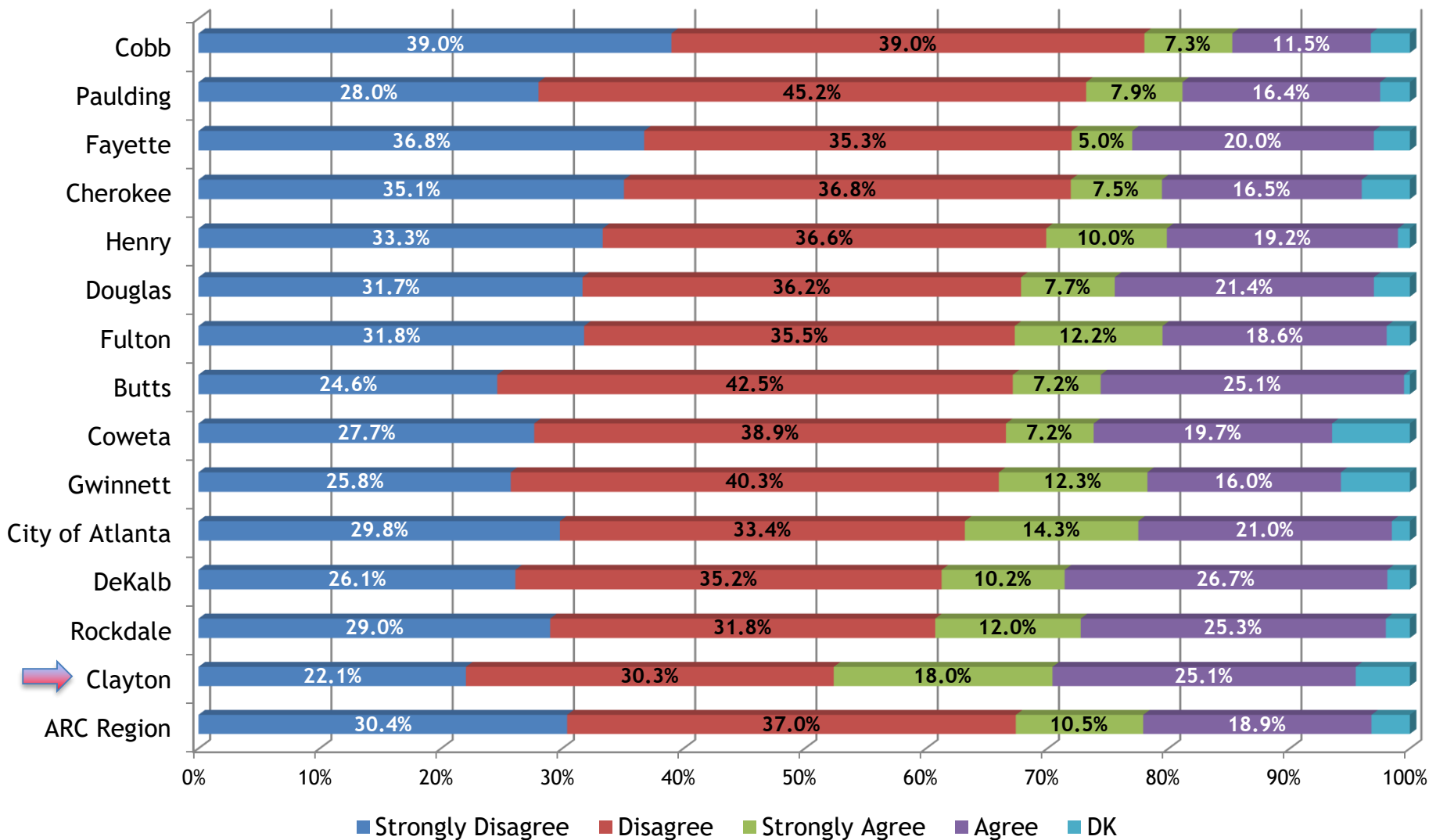


Best Long-Term Solution to Traffic?: 2016



■ Expand Public Transit ■ Improve Roads and Highways ■ Develop Communities in Which People Live Close to Where They Work ■ Do Nothing ■ DK

"I Frequently Lack Transportation to Get to Places I Need to Go..." (By County)—MAS 2016

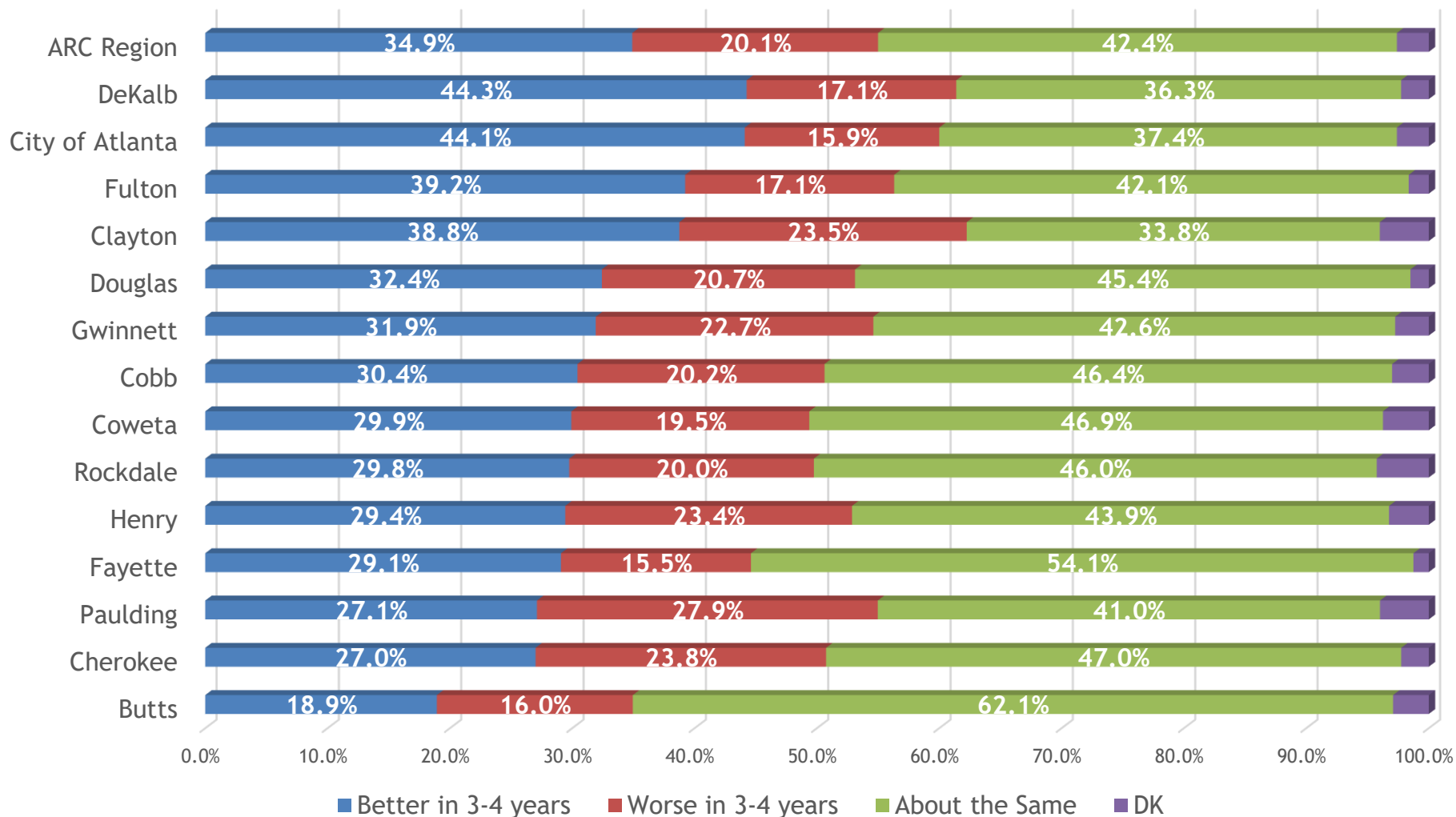


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Things in the Future Will Be... (by County): 2016

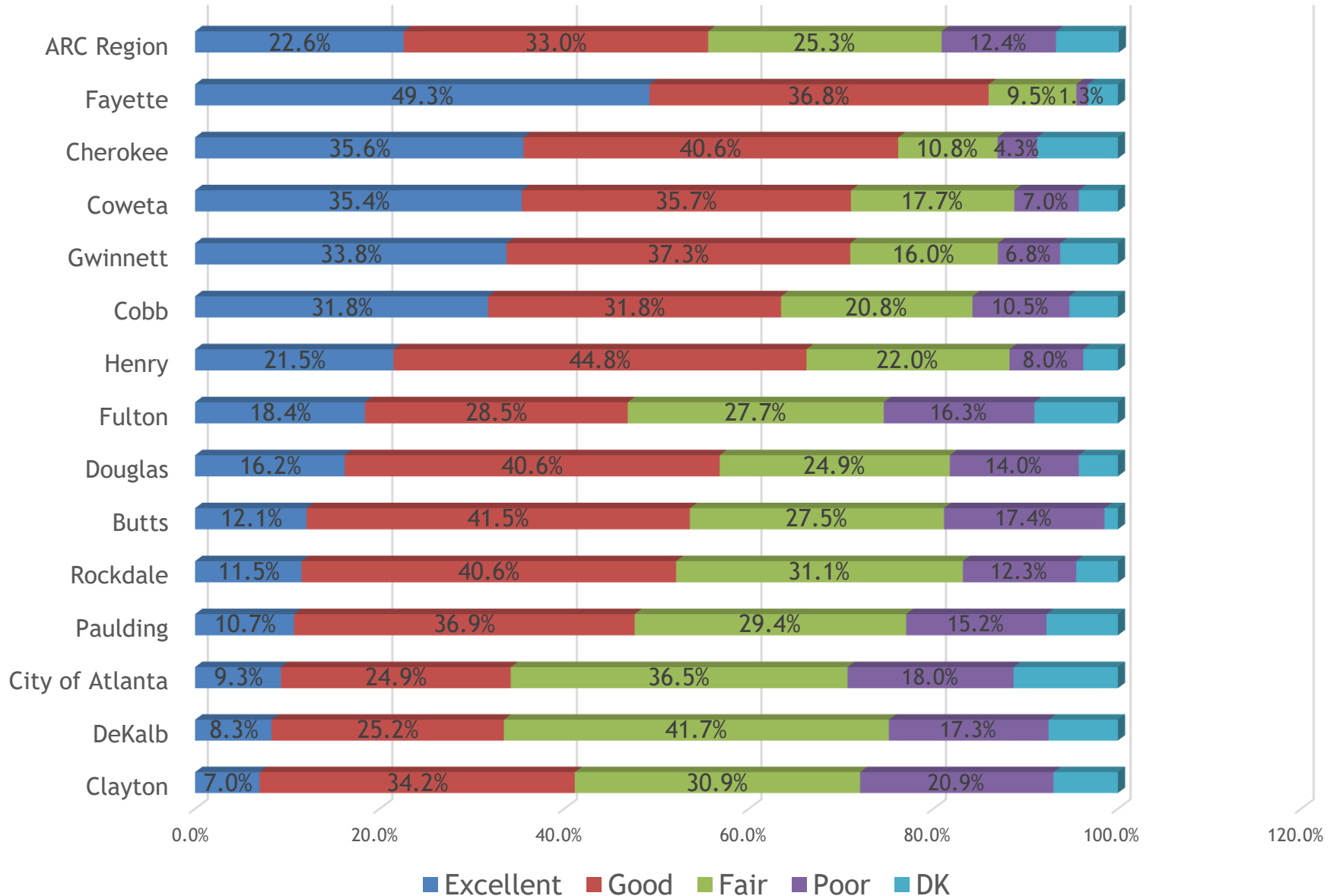


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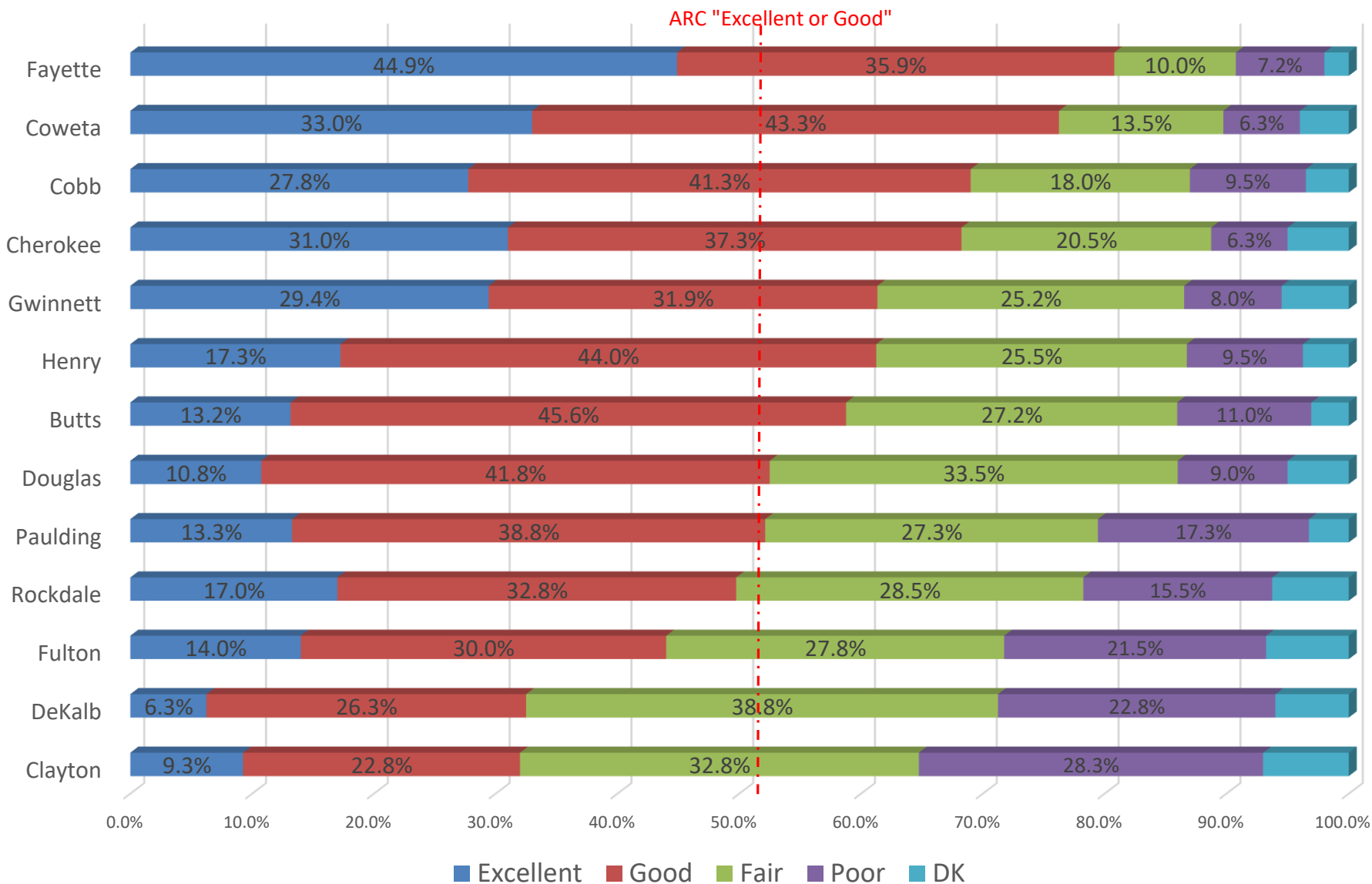
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Rate Public Education in District Where You Live: **MAS 2016**



Rate Public Education in District Where You Live: MAS 2015

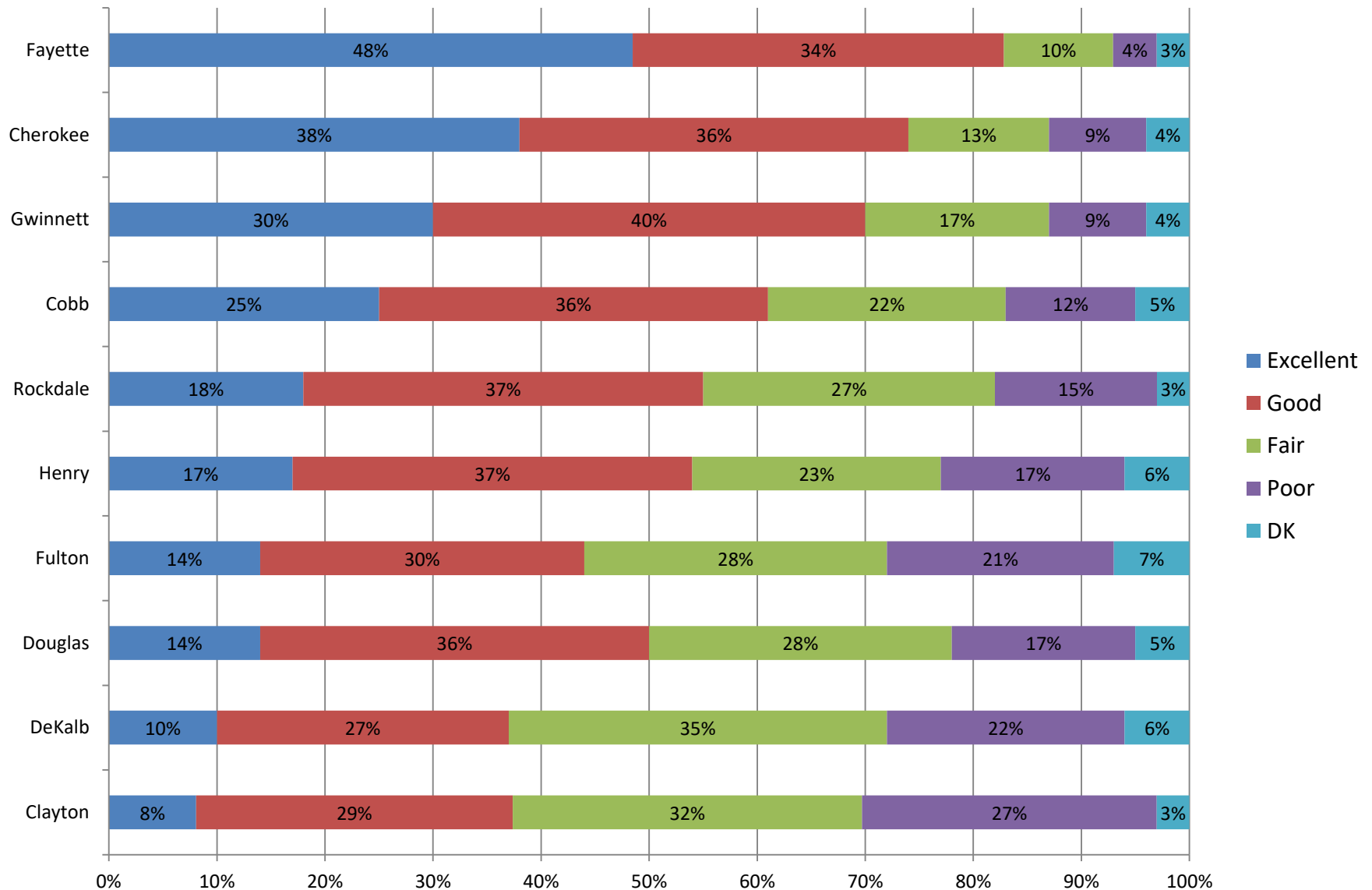


regional impact + local relevance

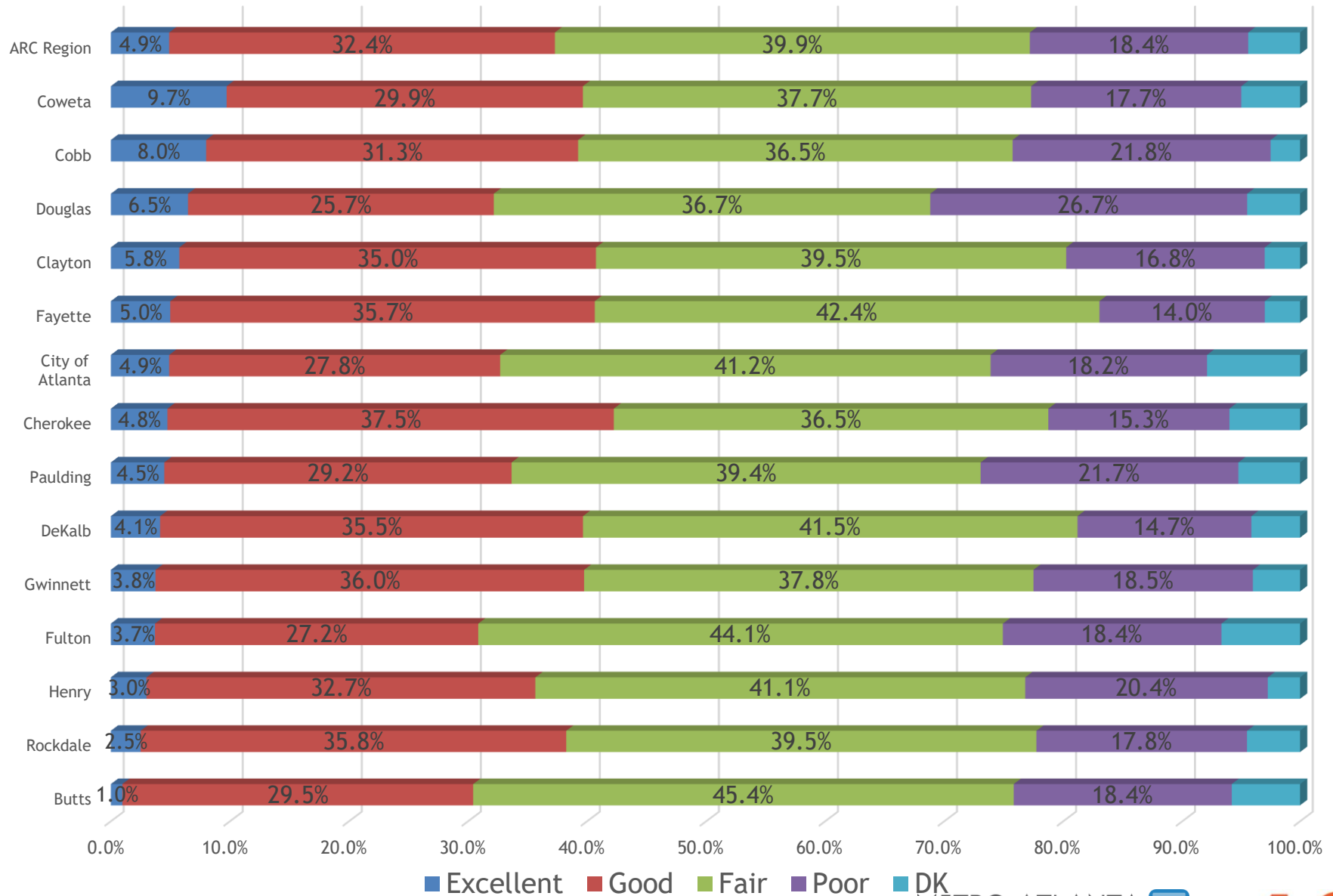
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Rate Local Public Education by County: MAS 2014



Rate Public Education in Metro Area as a Whole: MAS 2016



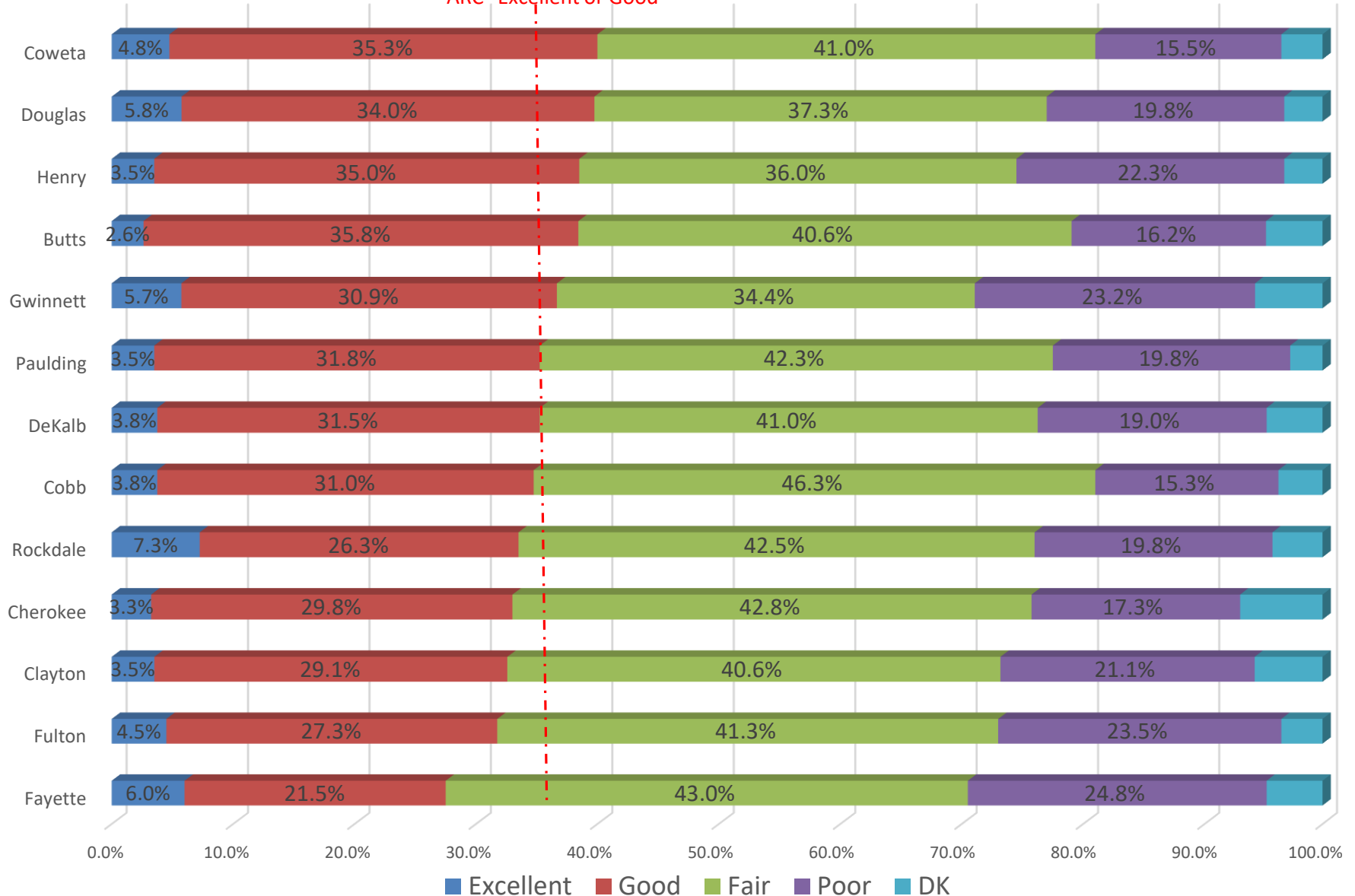
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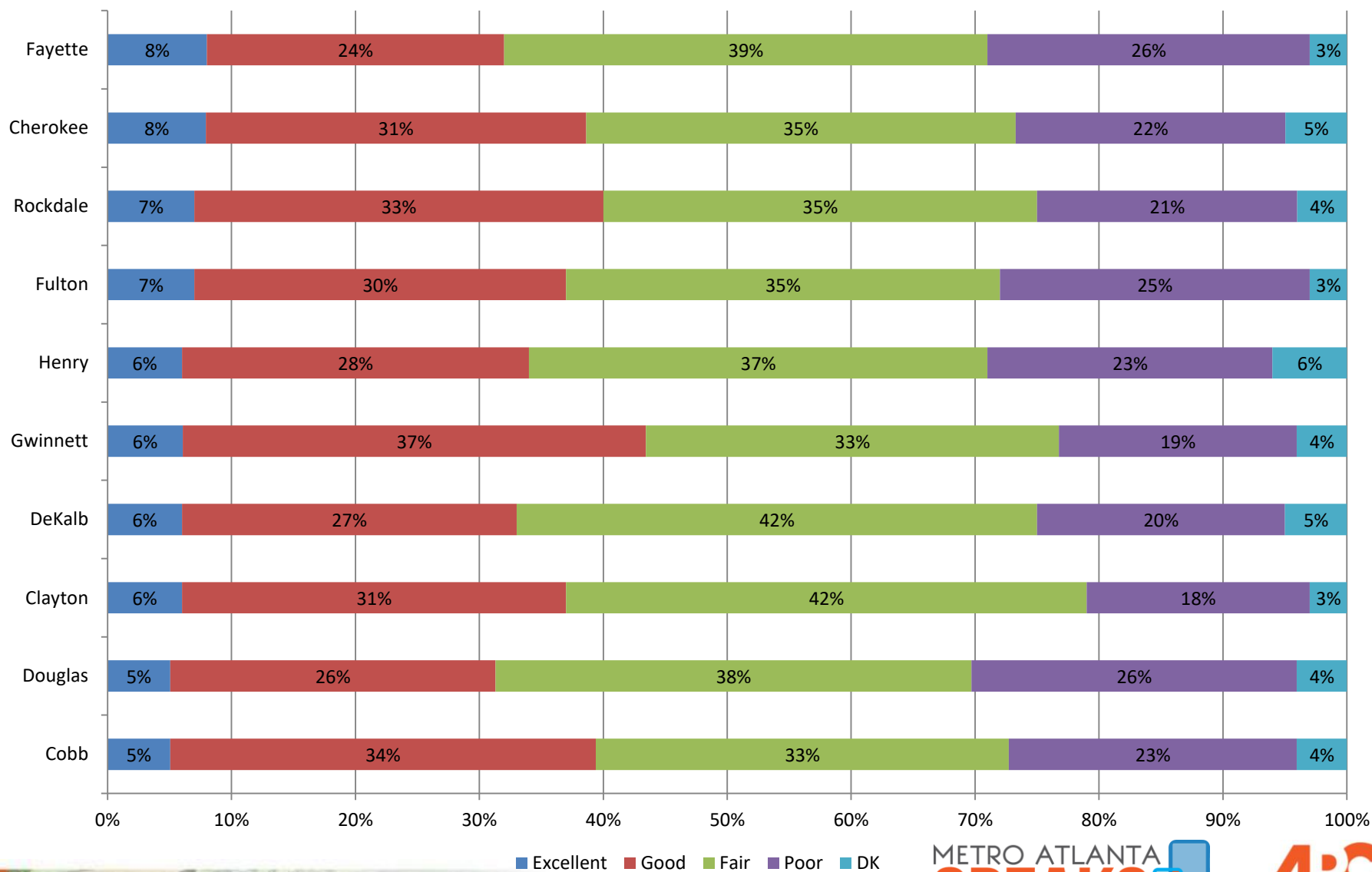
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Rate Public Education in Metro Area as a Whole: MAS 2015

ARC "Excellent or Good"



Rate Public Education in Metro Atlanta as a Whole: By County **MAS 2014**

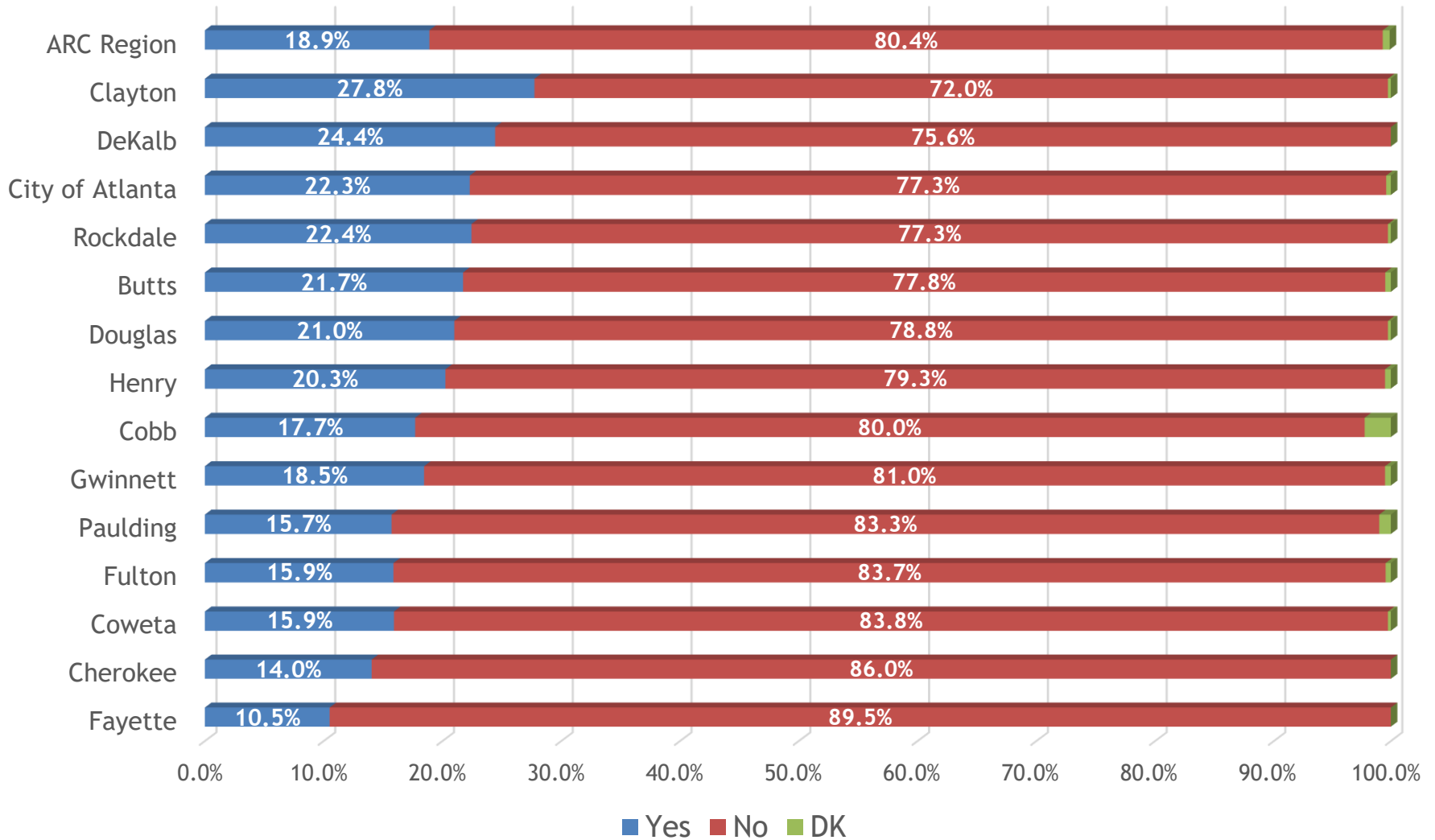


regional impact + local relevance

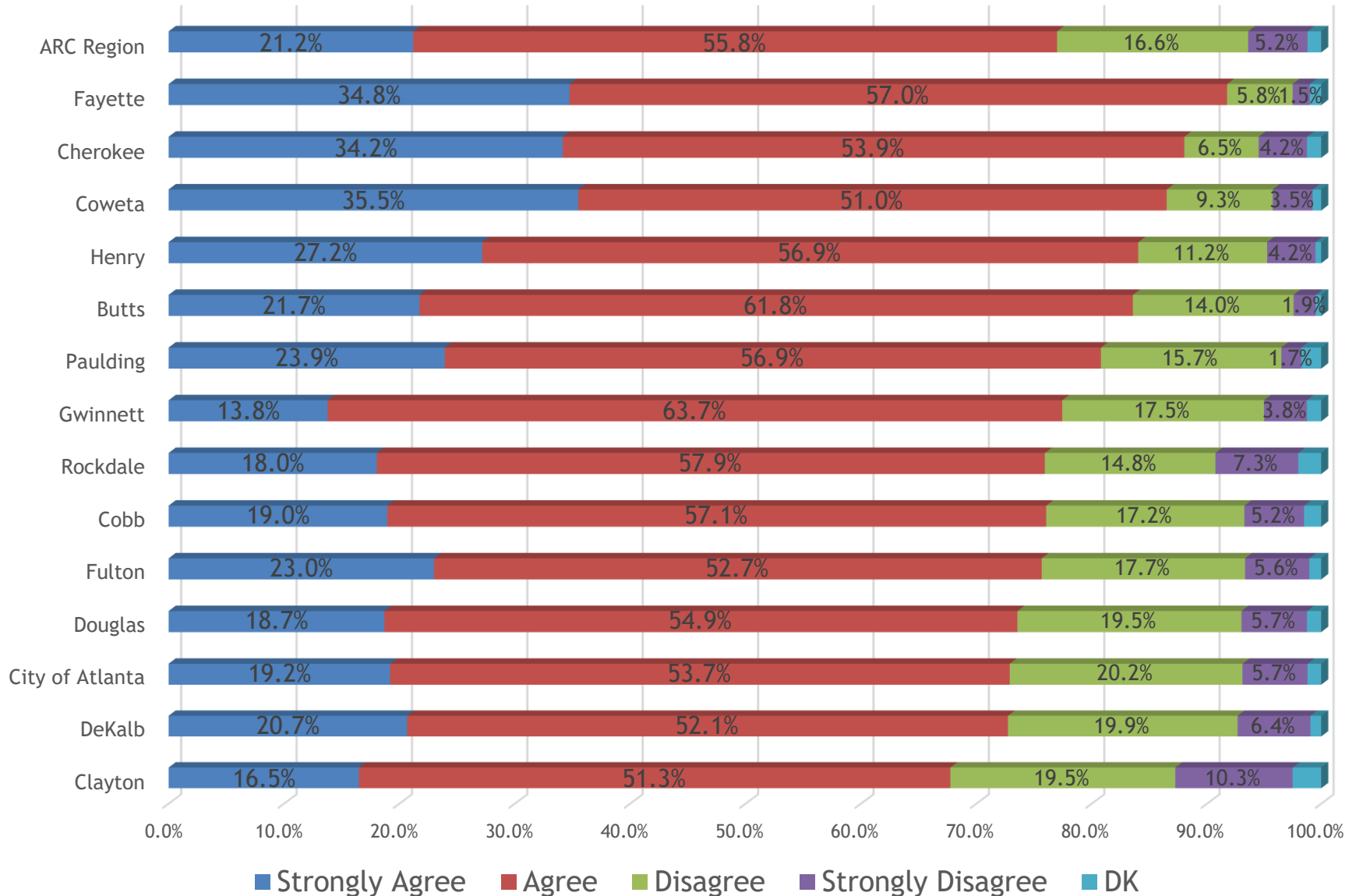
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Skipped Meals or Reduced Portions: 2016



People Willing to Help Neighbors?: MAS 2016

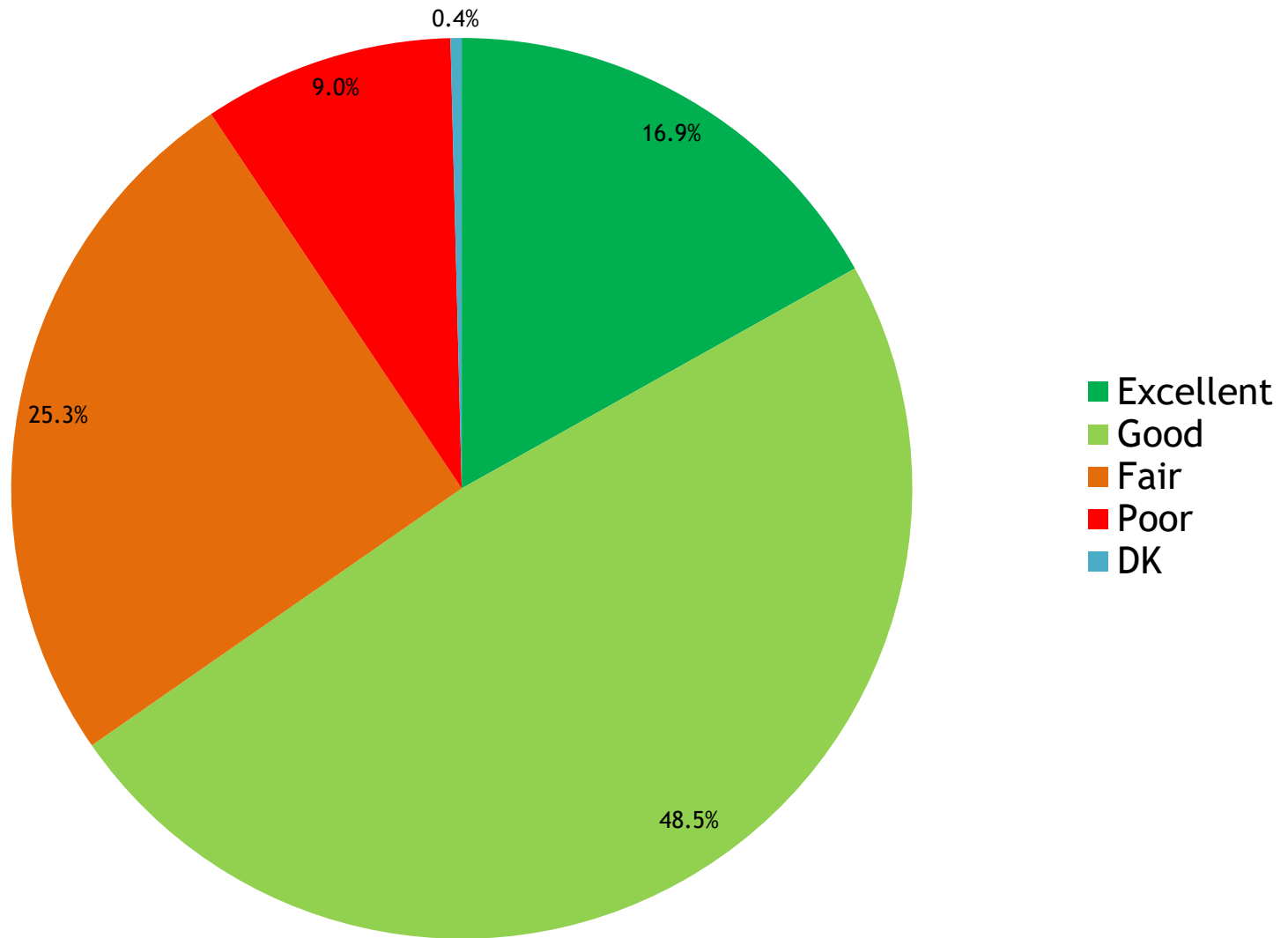


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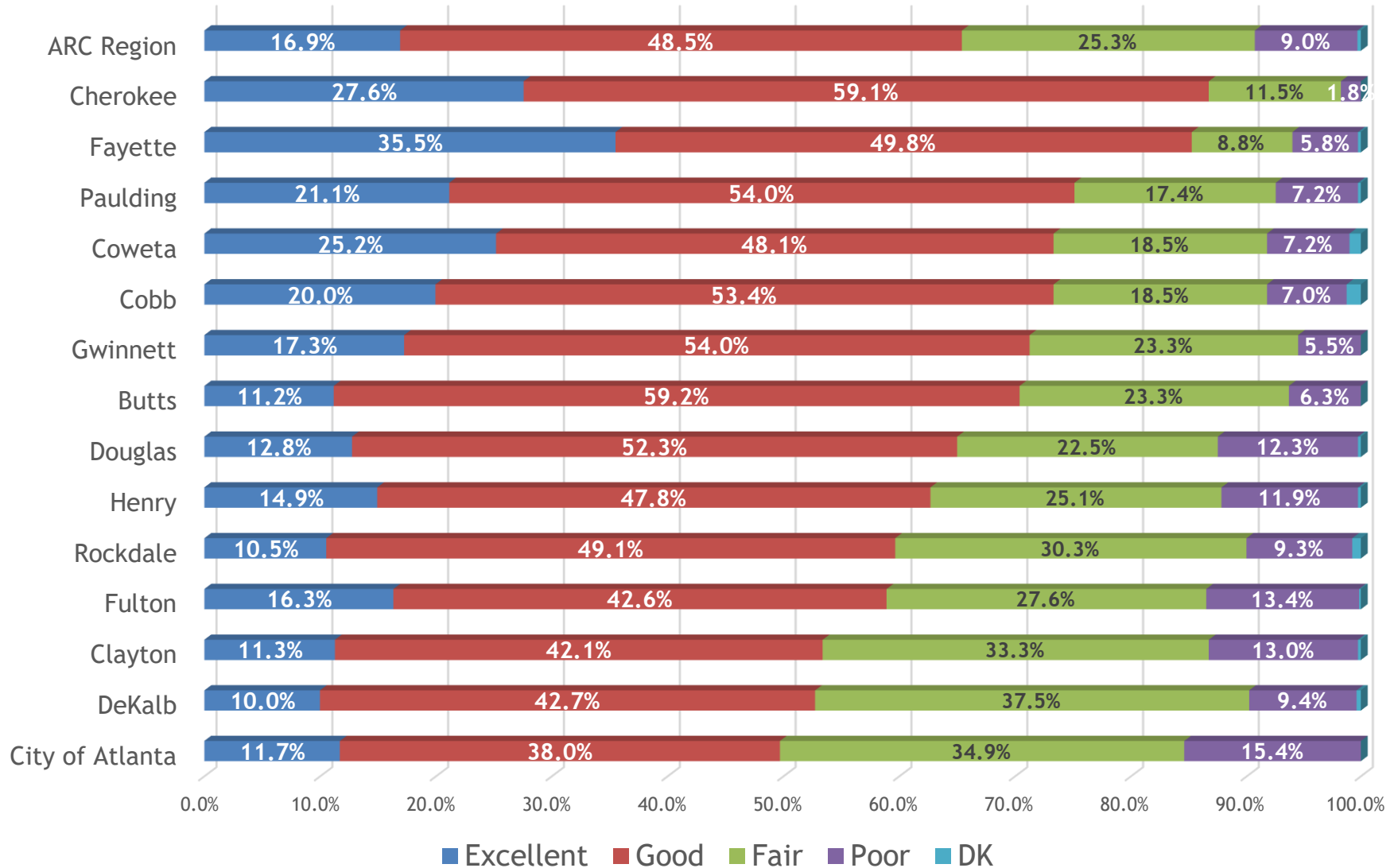
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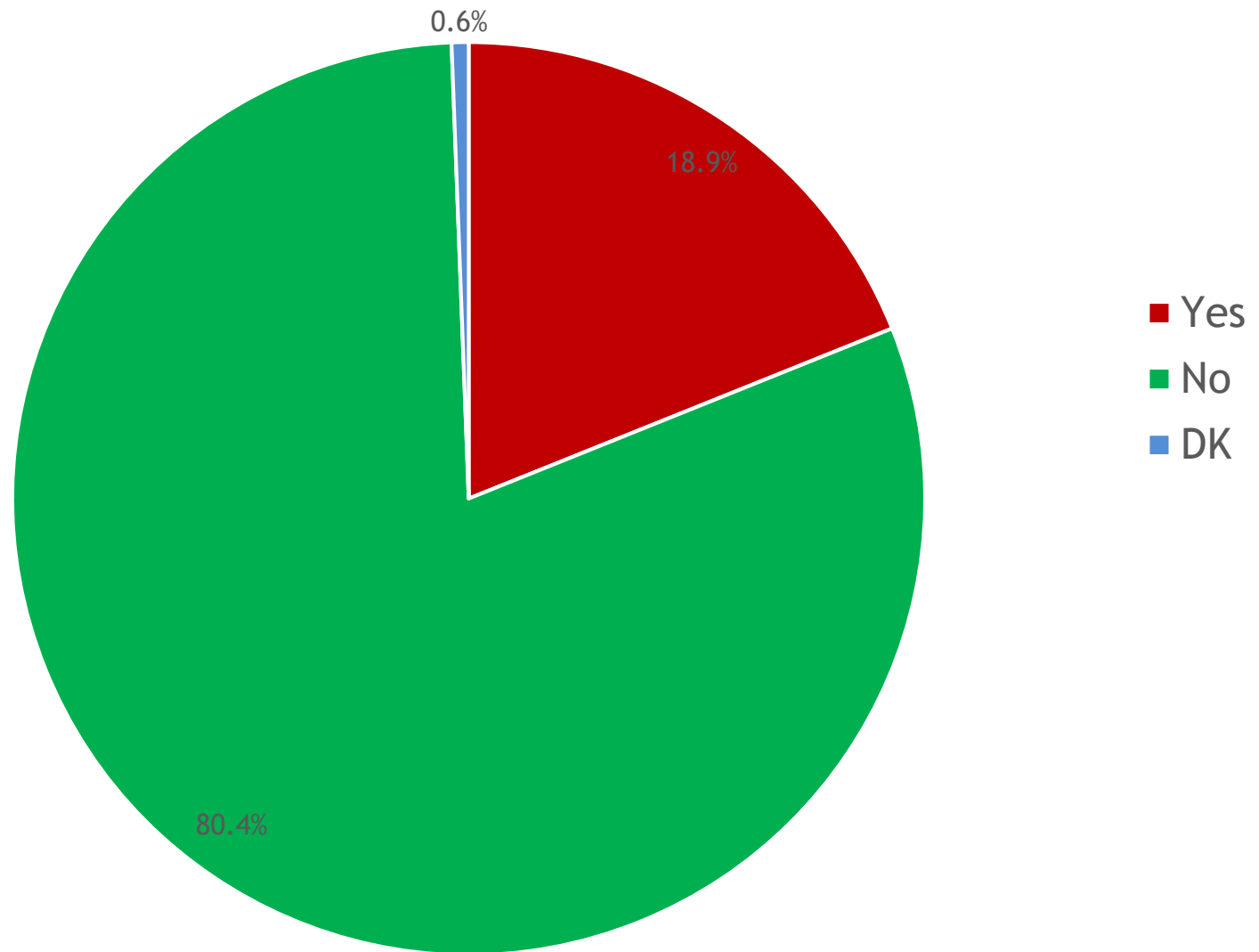
Safety of Residents in Community?: MAS 2016



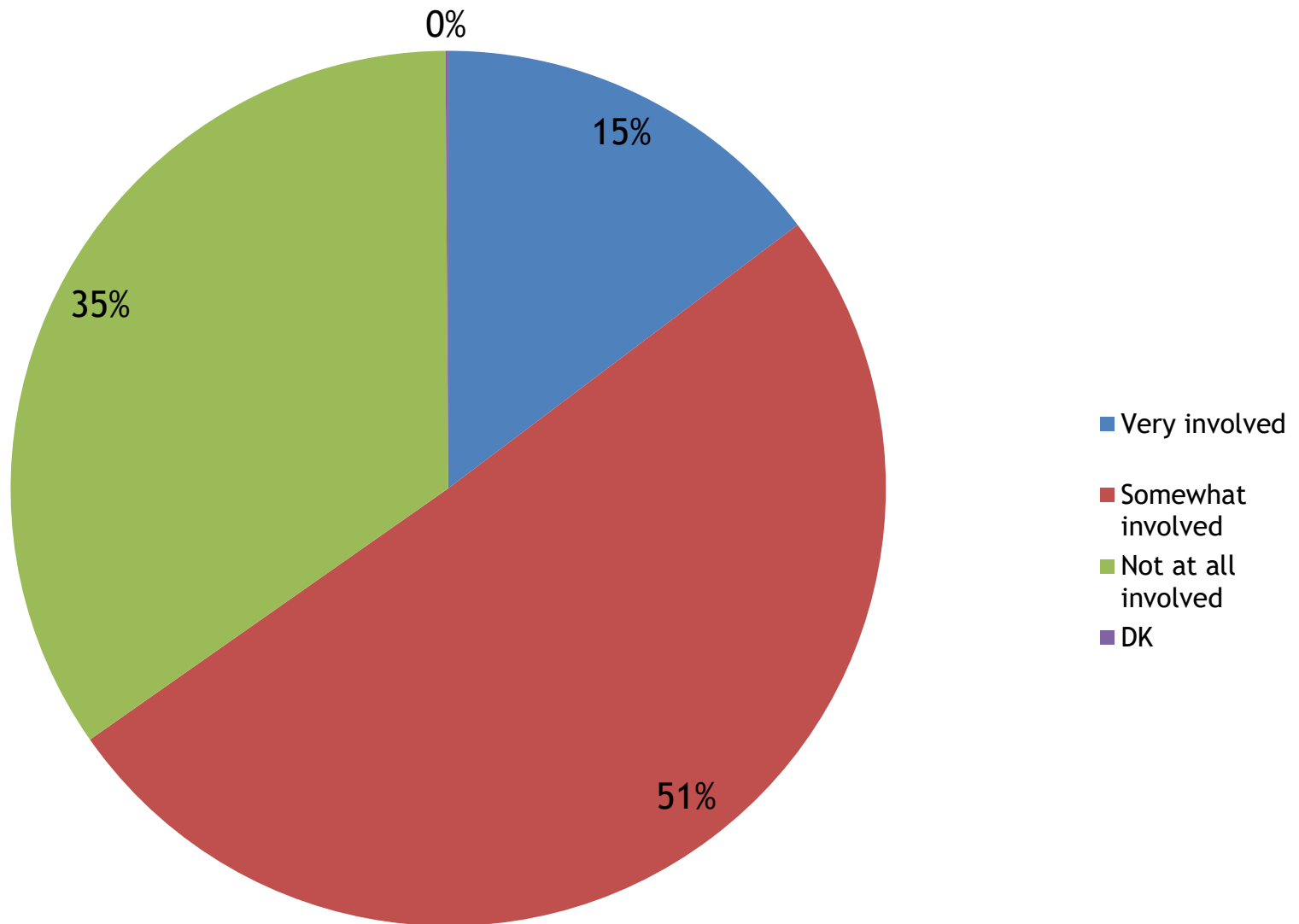
Rate Resident Safety in your Community: 2016



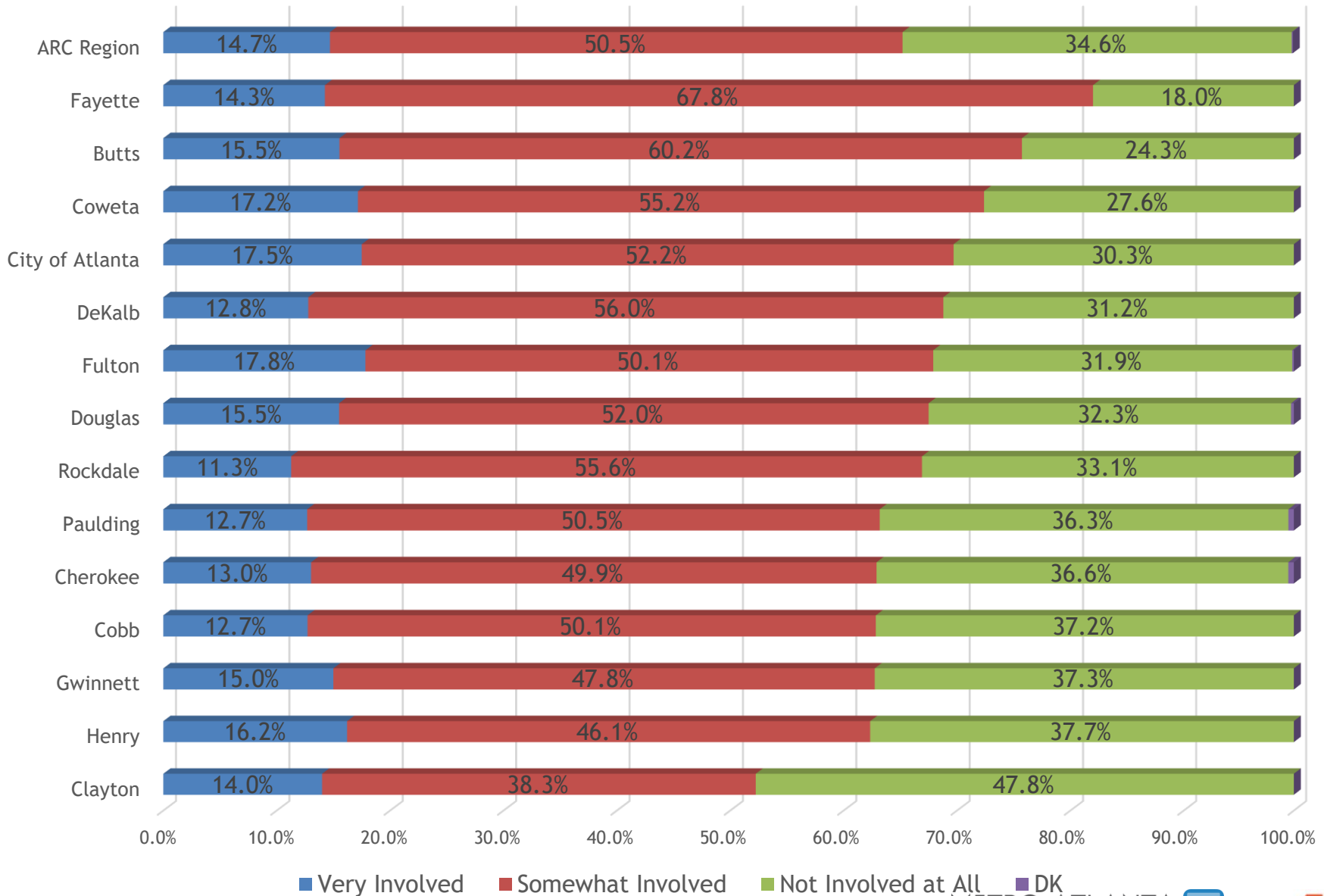
MAS 2016: Skipped Meals or Reduced Portions re: Lack of Money



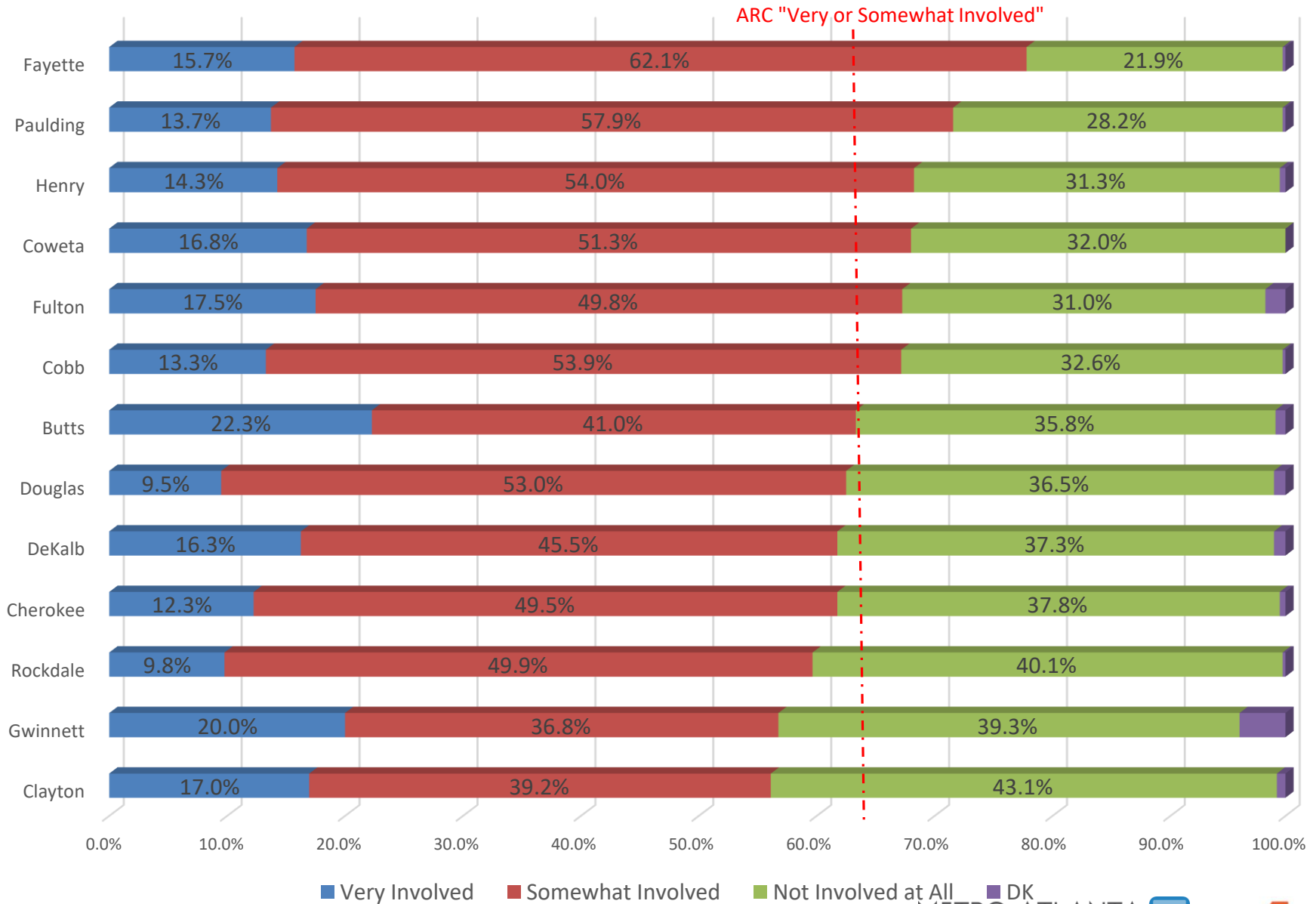
Self-Assessment of Community Involvement: **MAS 2016**



How Involved in Community? (by County): MAS 2016



How Involved in Community? (by County): MAS 2015

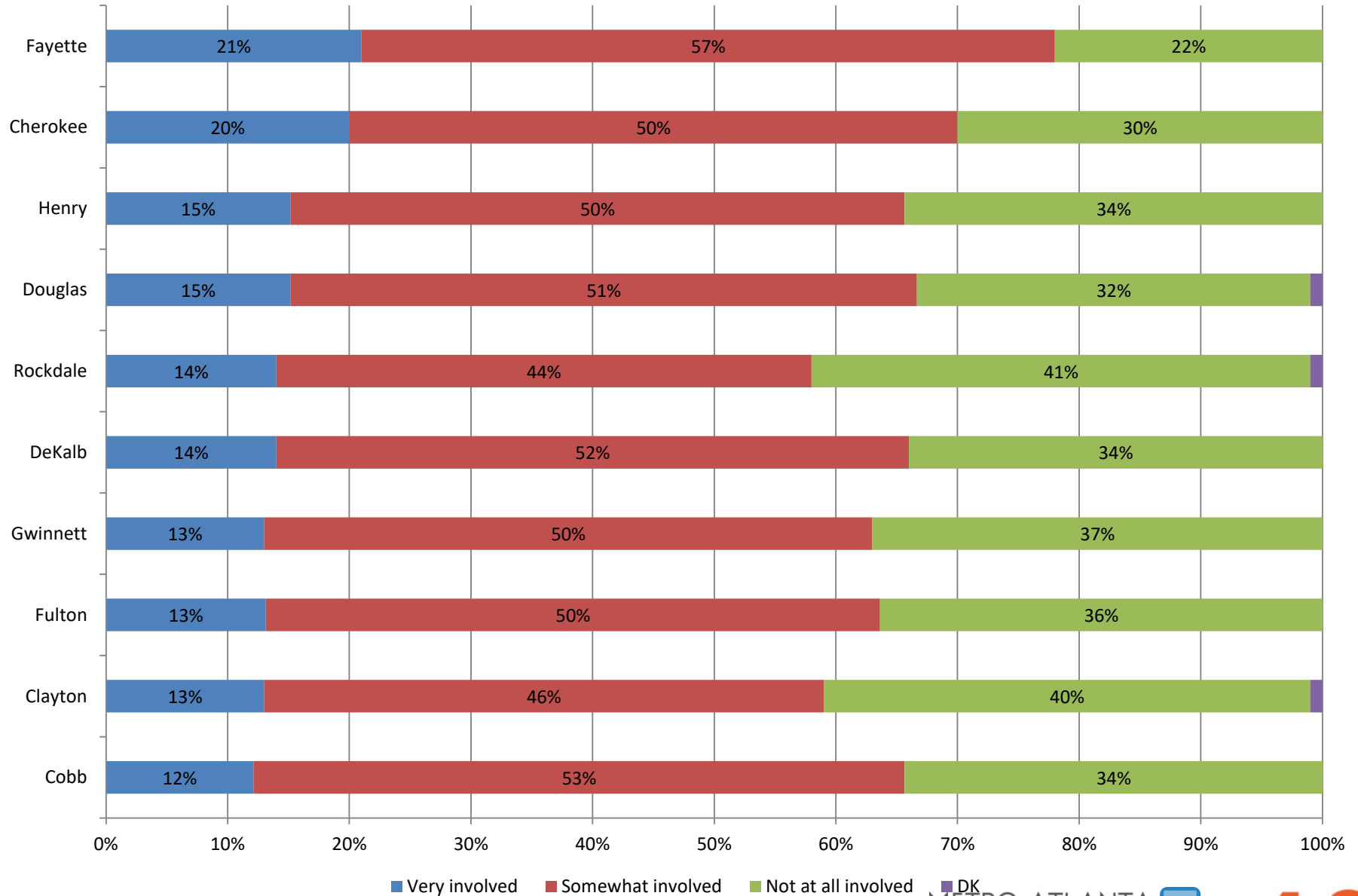


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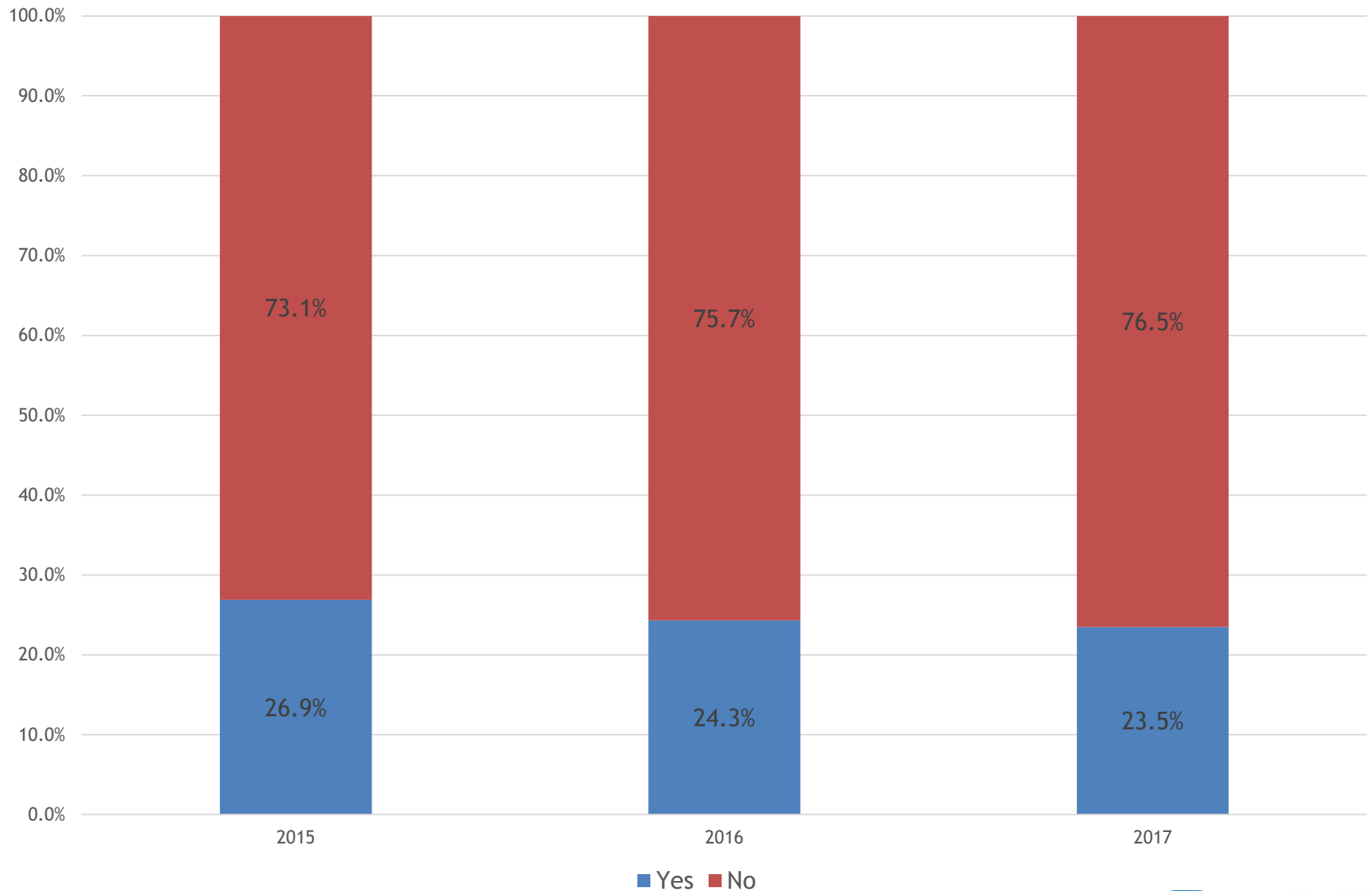
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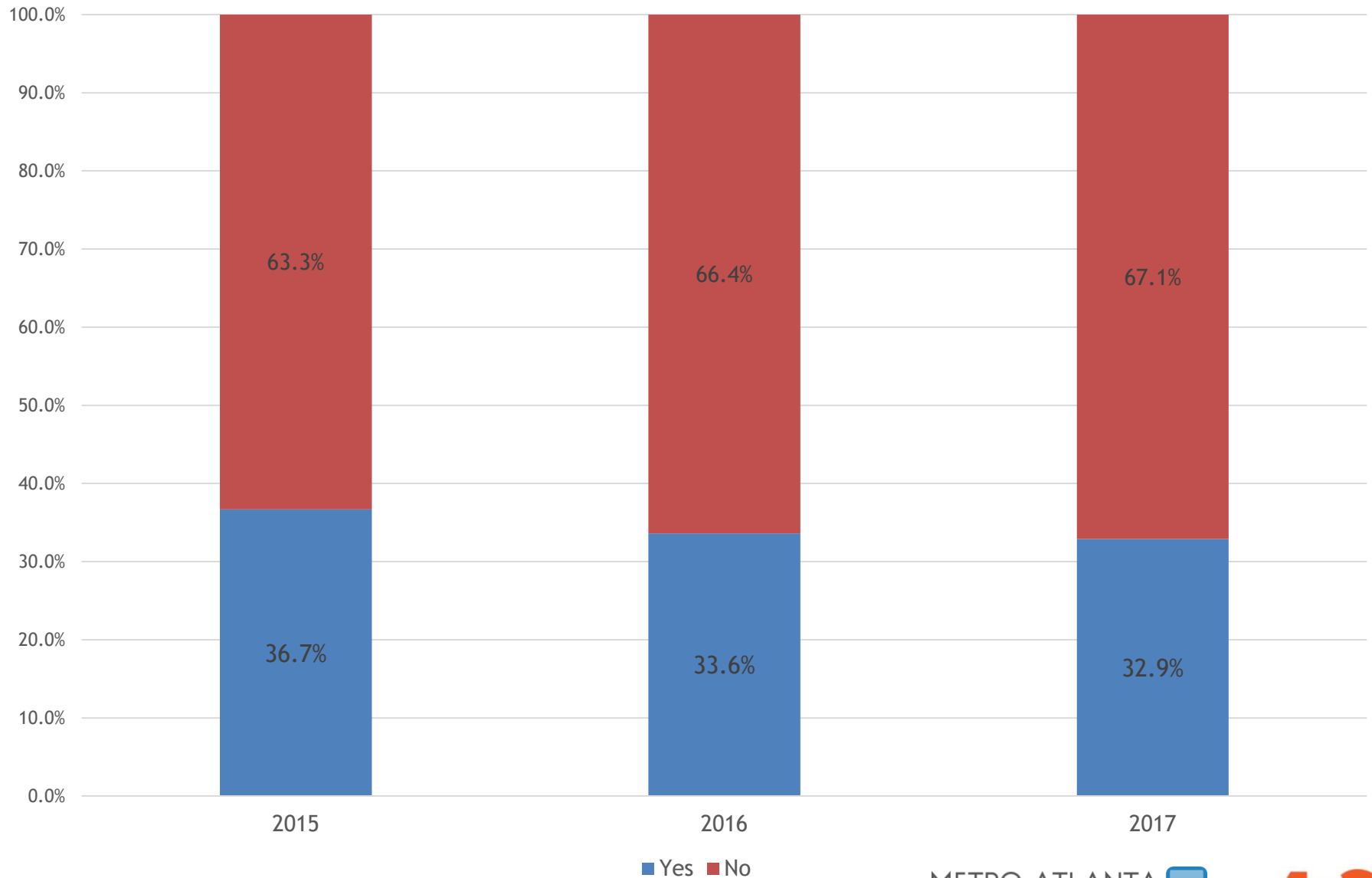
How Involved are You in Your Community? MAS 2014



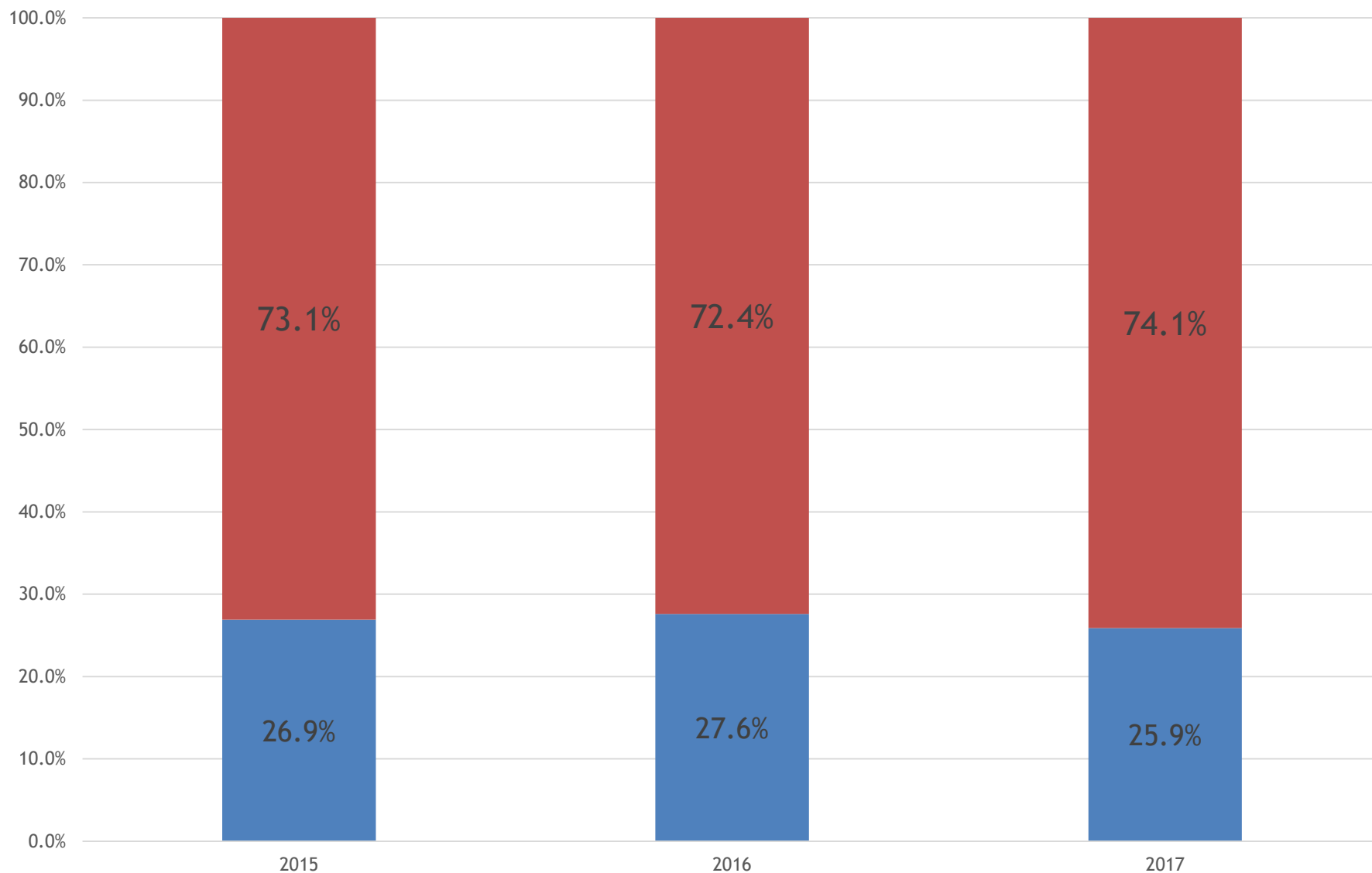
Reported Participation in PTA Meeting(s): MAS 2015-2017



Reported Participation in N'Hood Association Meeting(s): MAS 2015-2017



Reported Participation in Public Meeting(s): MAS 2015-2017



■ Yes ■ No

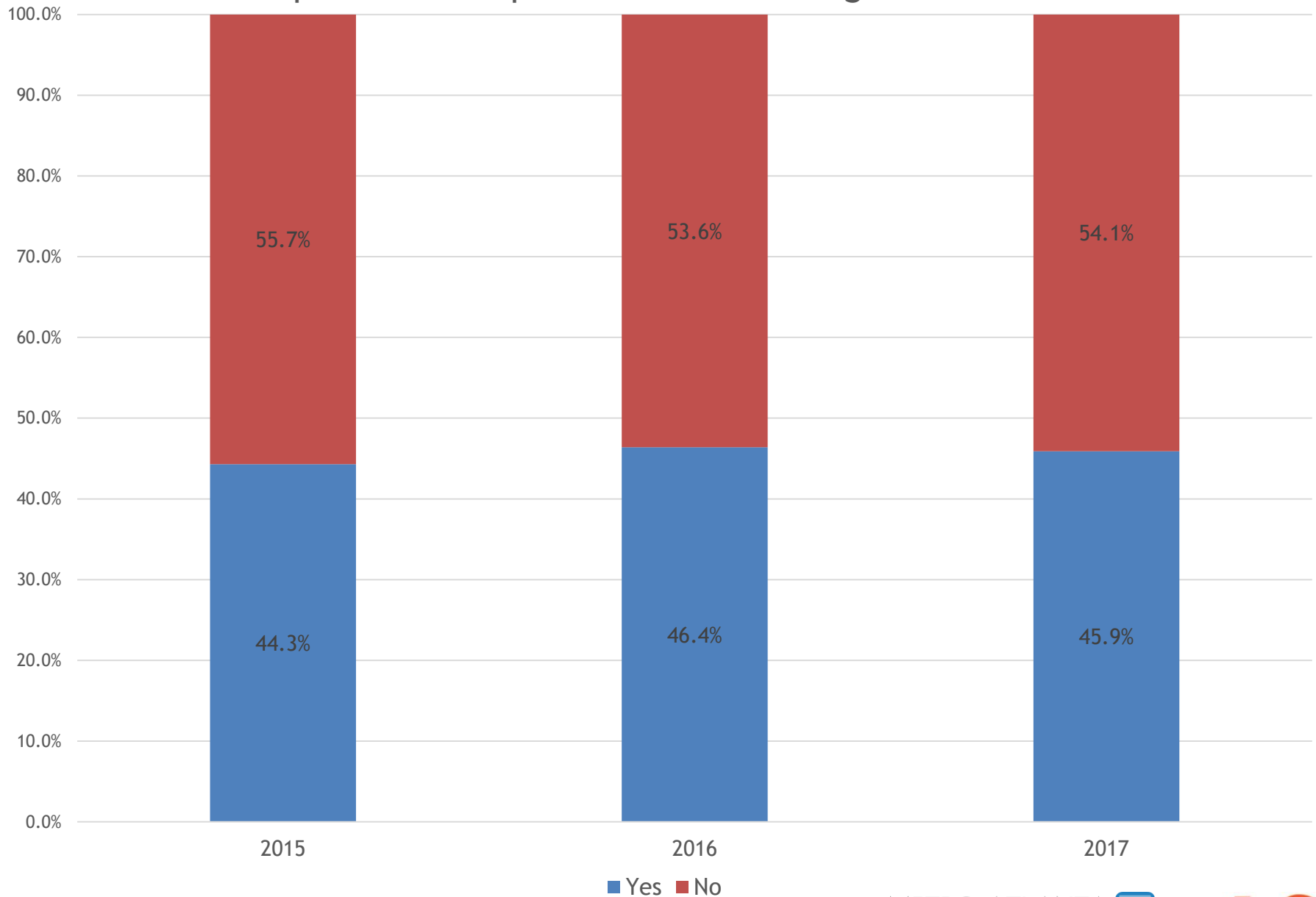


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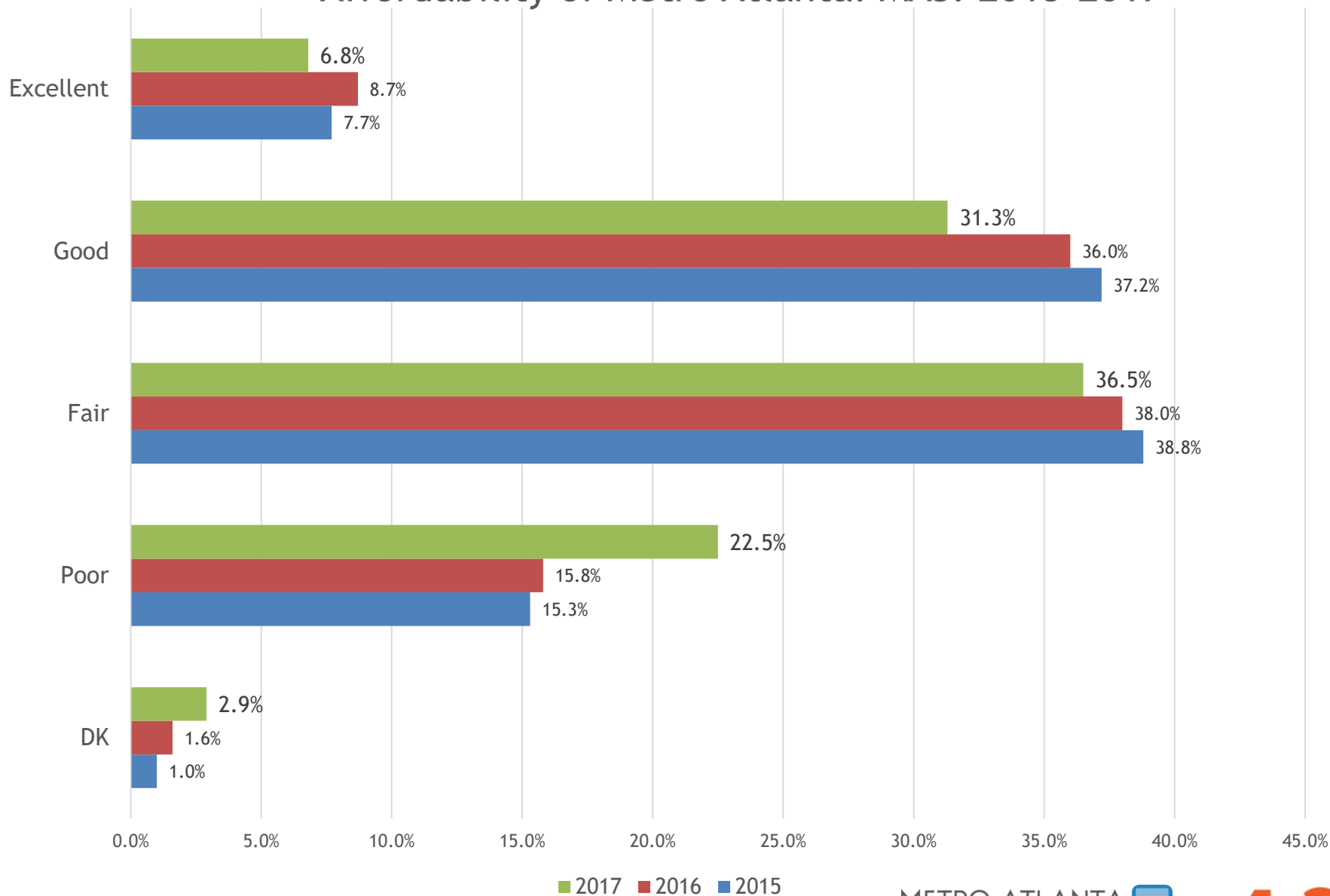
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Reported Participation in Volunteering: MAS 2015-2017



Affordability of Metro Atlanta: MAS: 2015-2017

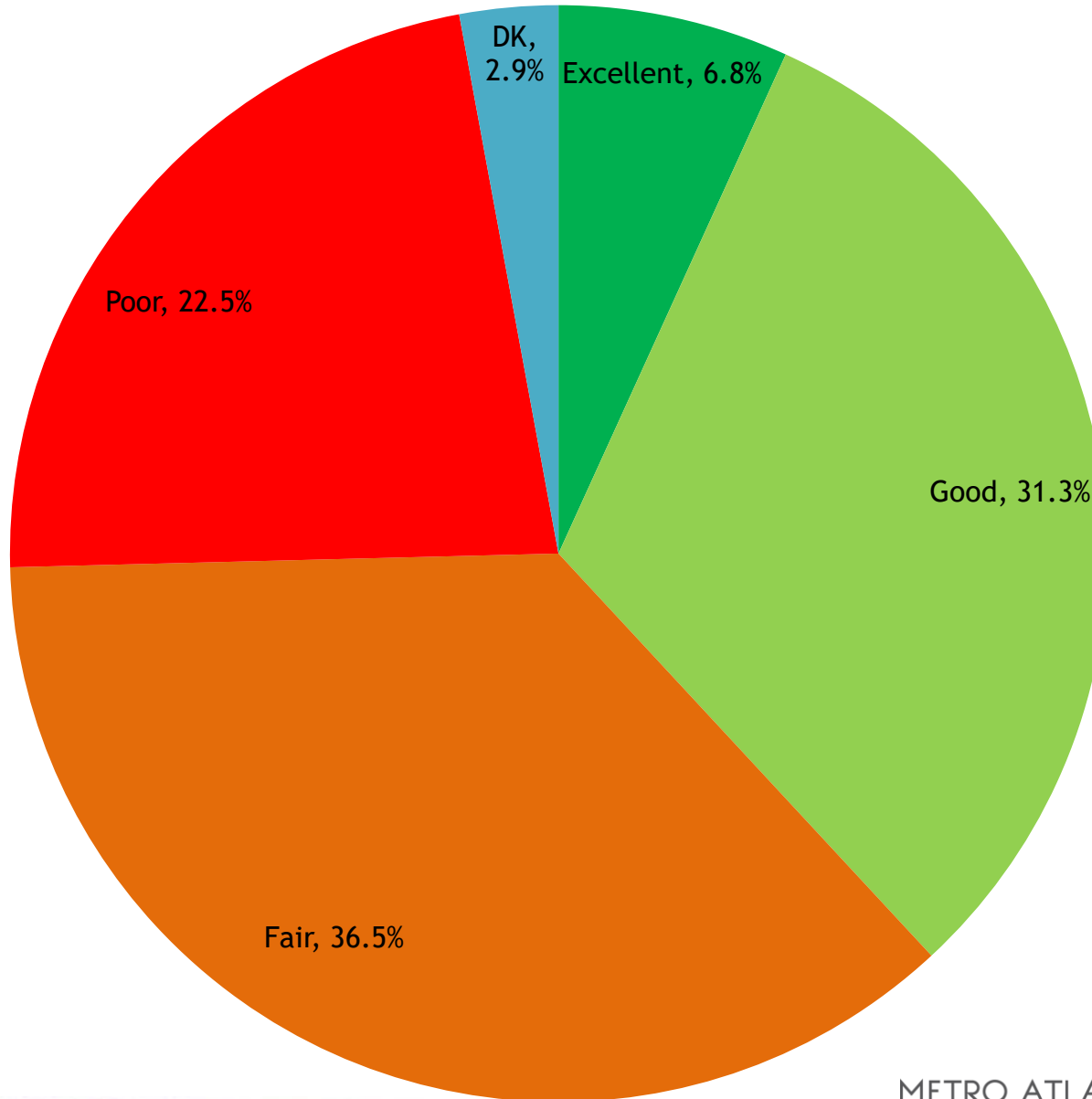


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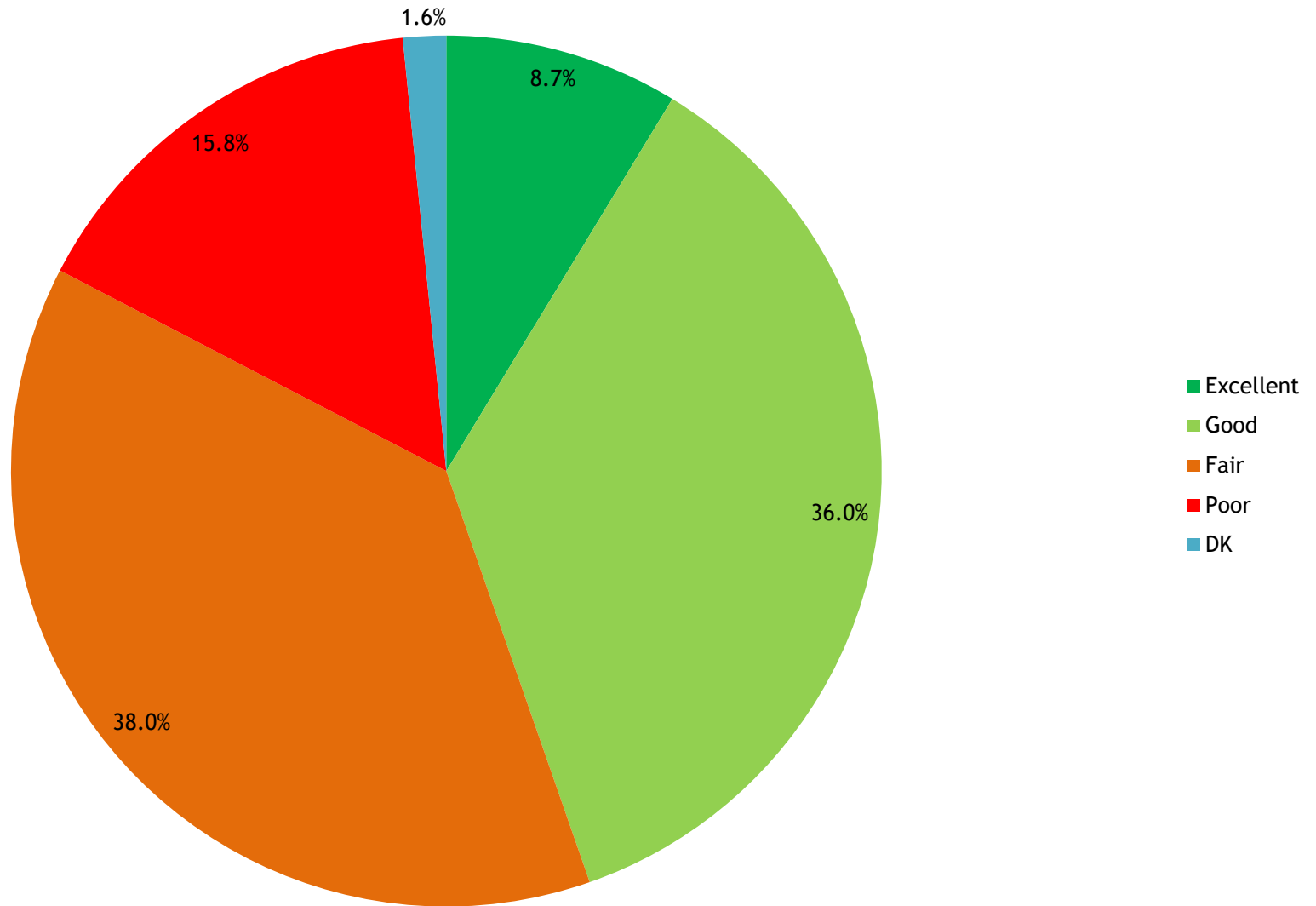
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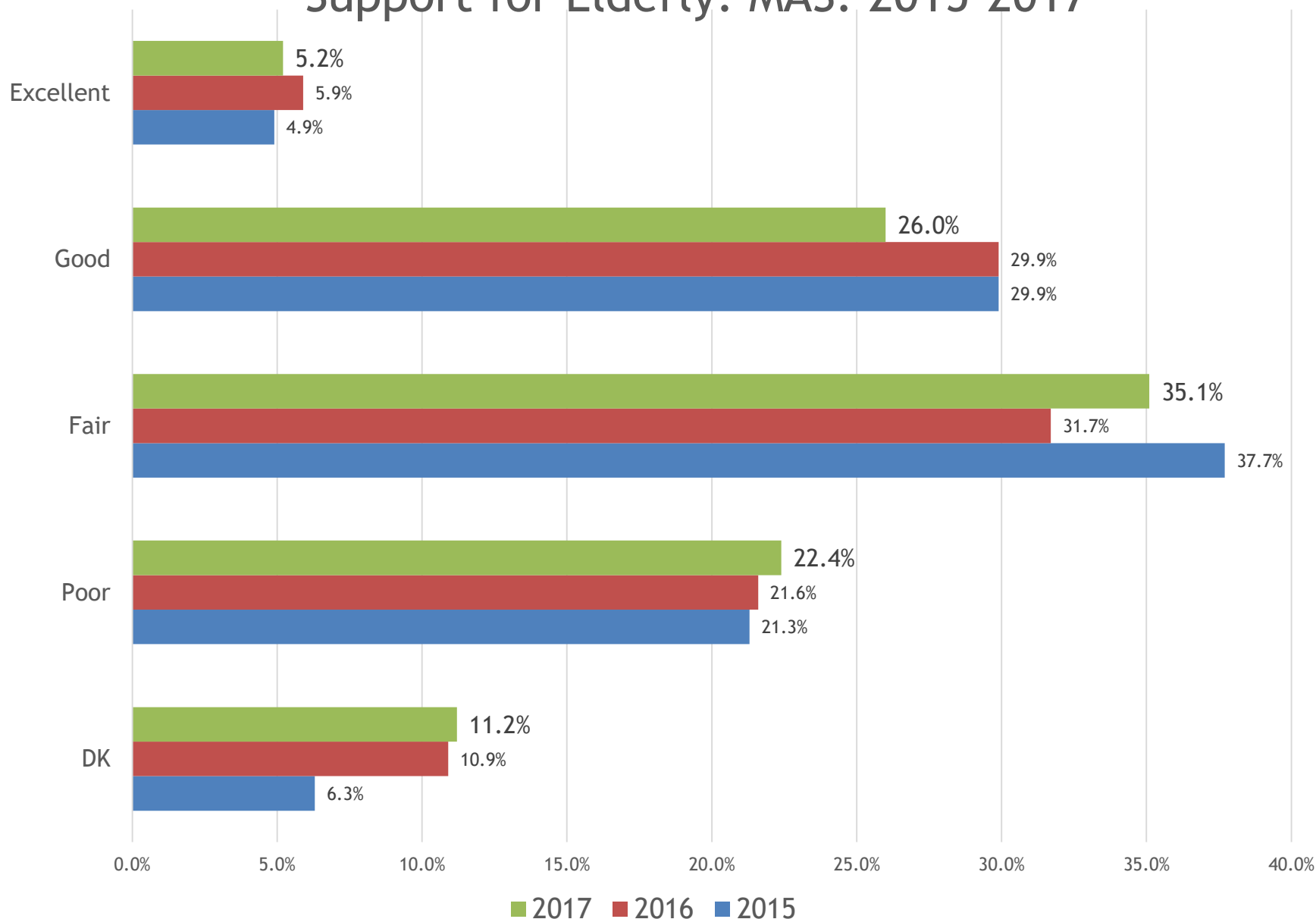
Affordability of Metro Atlanta?: MAS 2017



Affordability of Metro Atlanta as a Place to Live: MAS 2016



Support for Elderly: MAS: 2015-2017

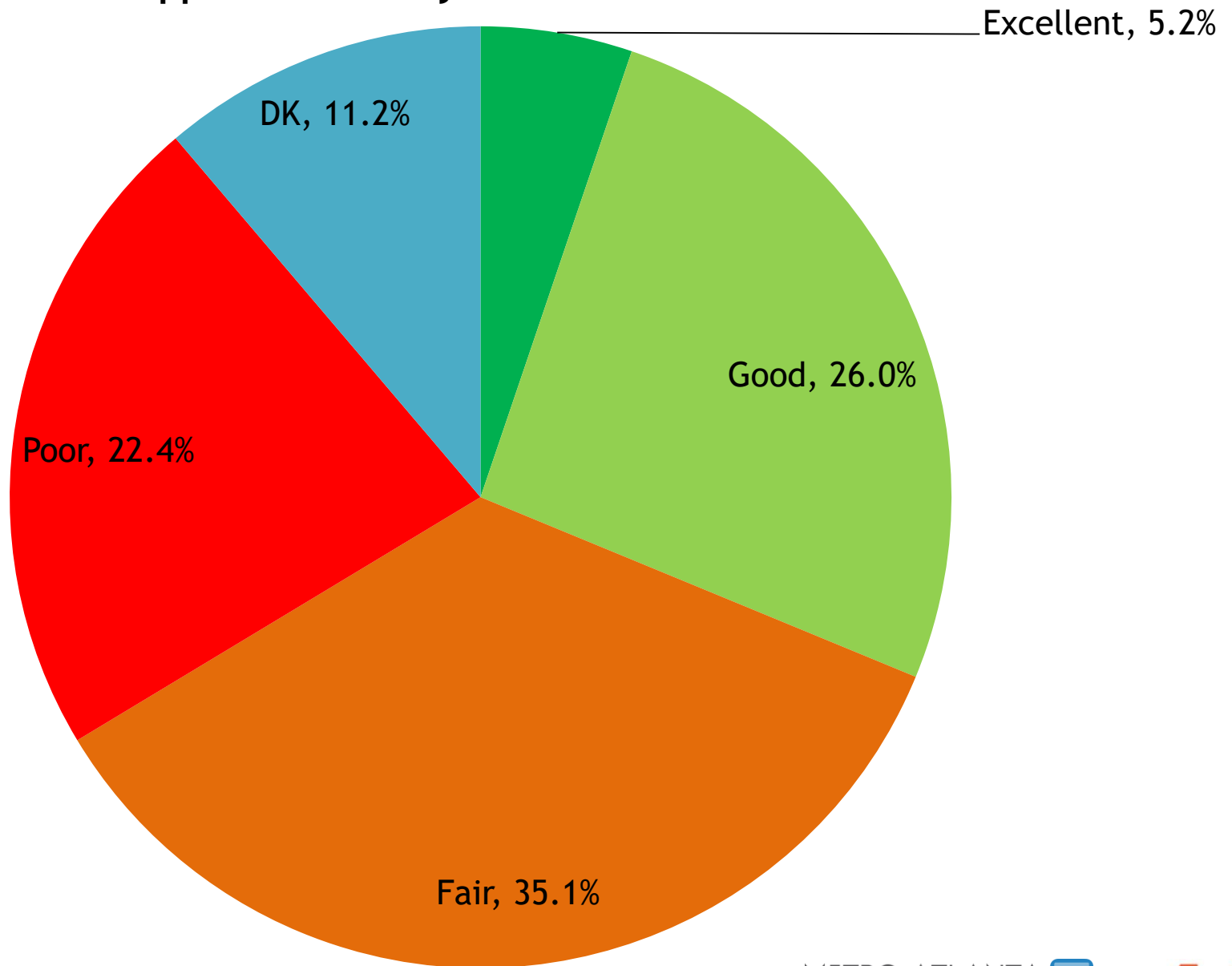


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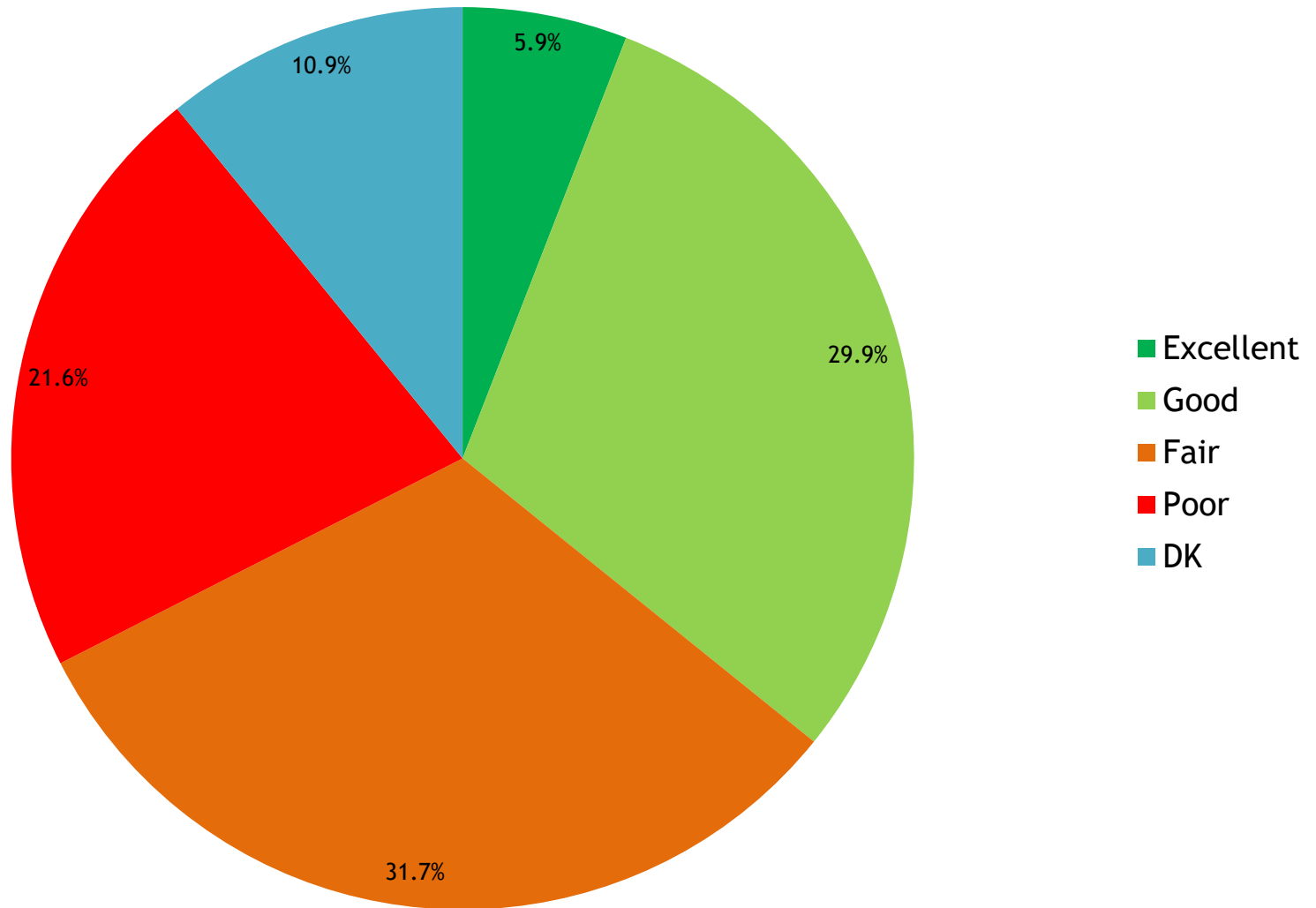
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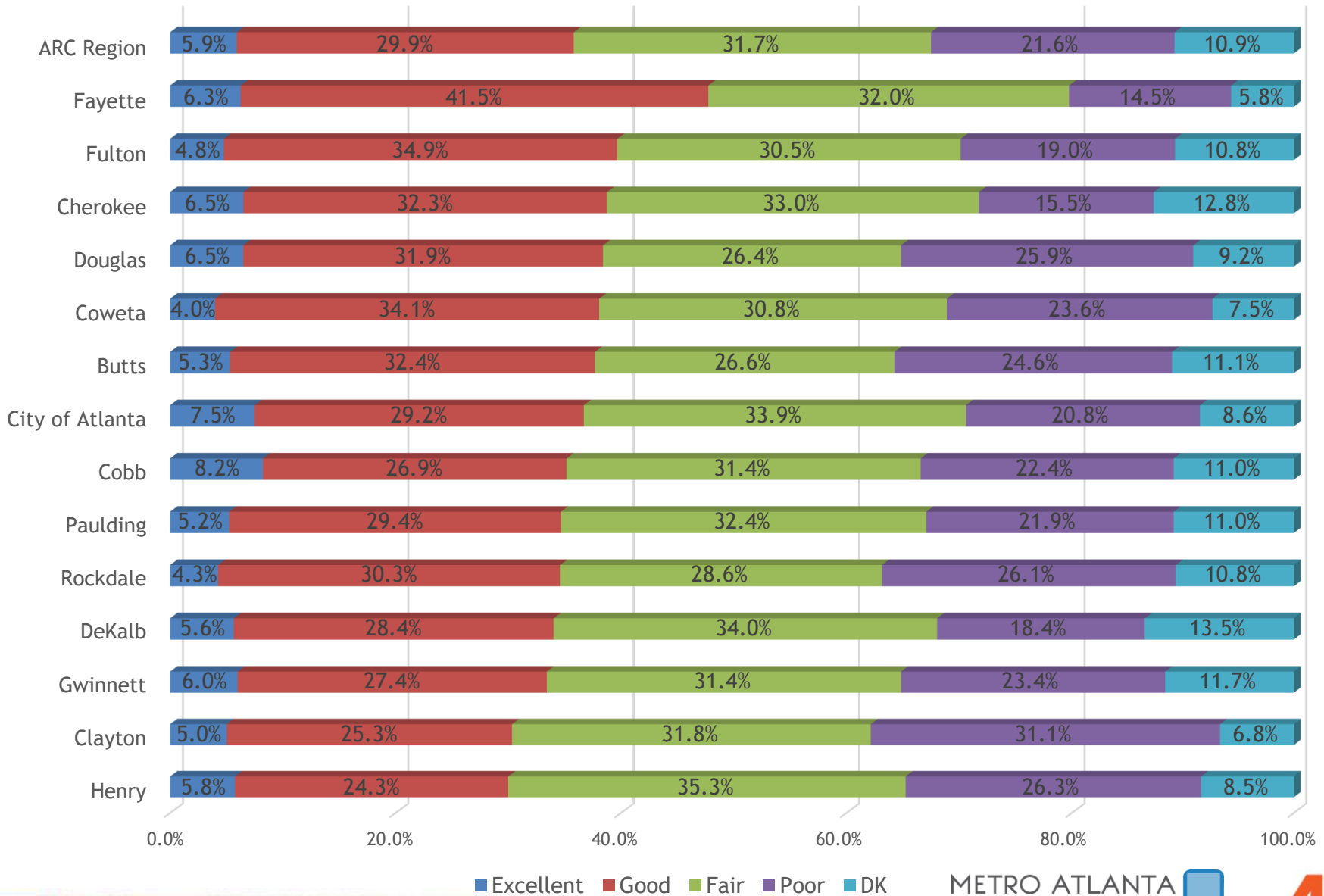
Support for Elderly in Metro Atlanta?: MAS 2017



Rate Support for Elderly in Metro Atlanta?: **MAS 2016**



Rating Support for Elderly by County: MAS 2016

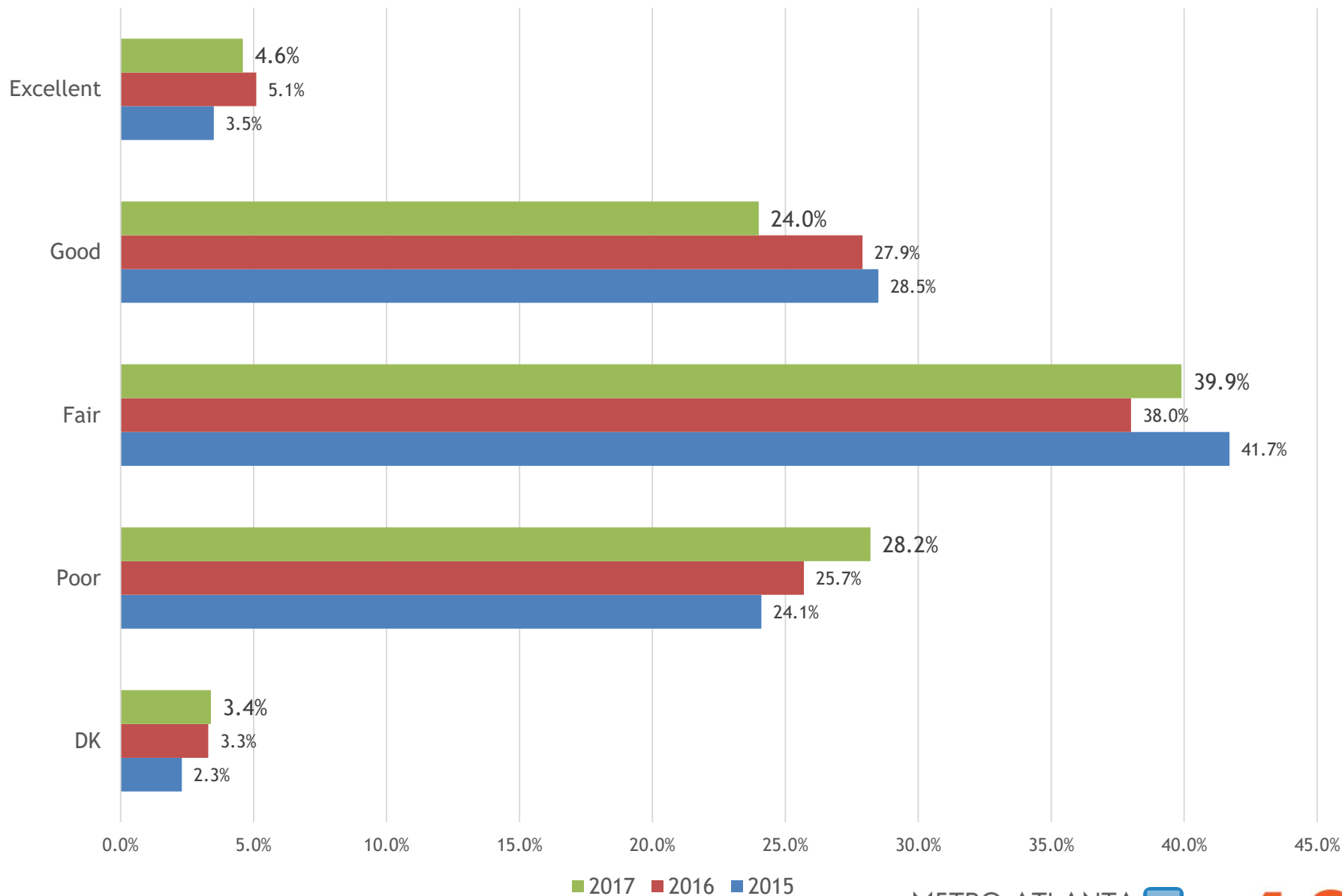


regional impact + local relevance

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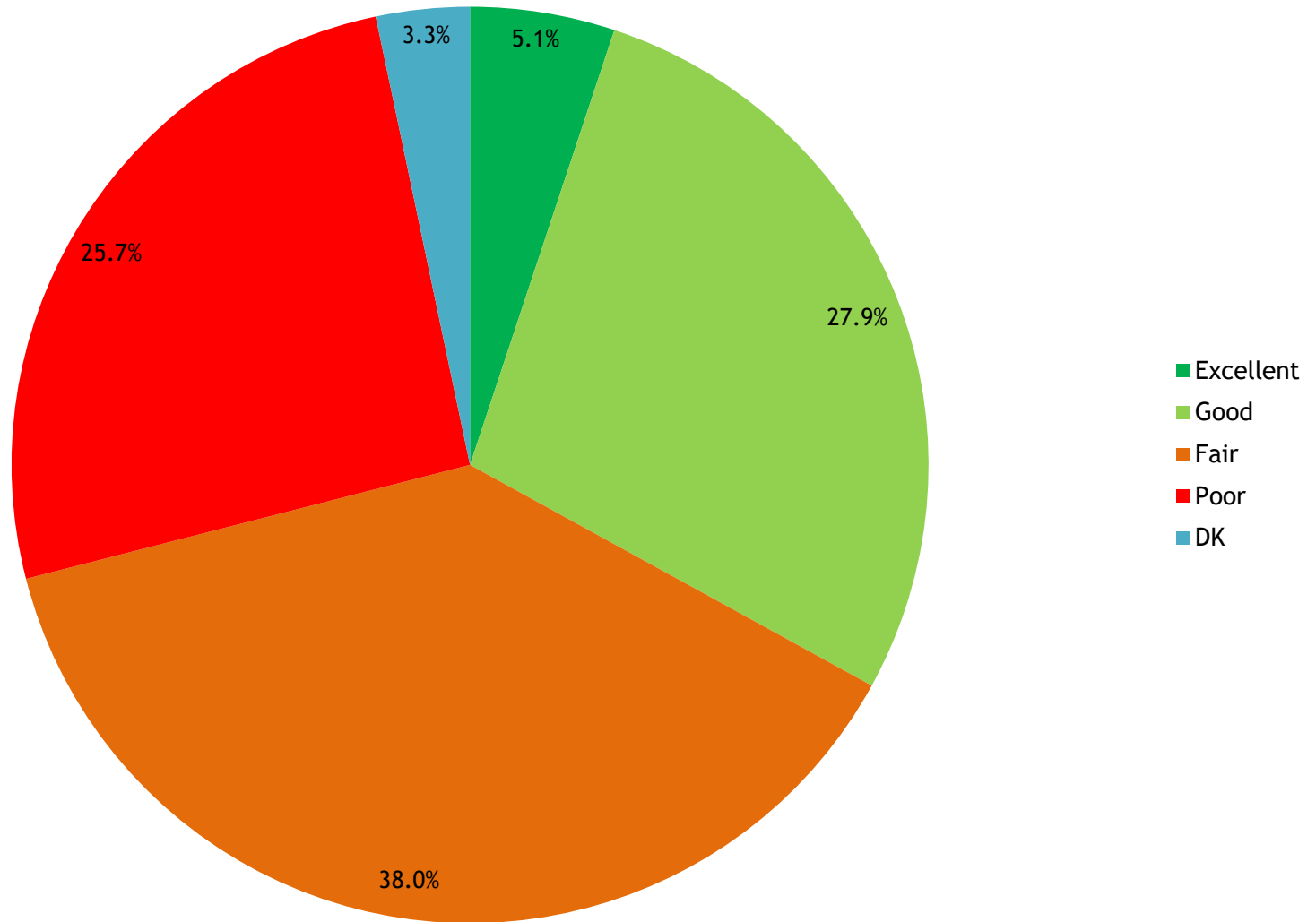
Responsiveness of Local Govts to Needs: MAS 2015-2017



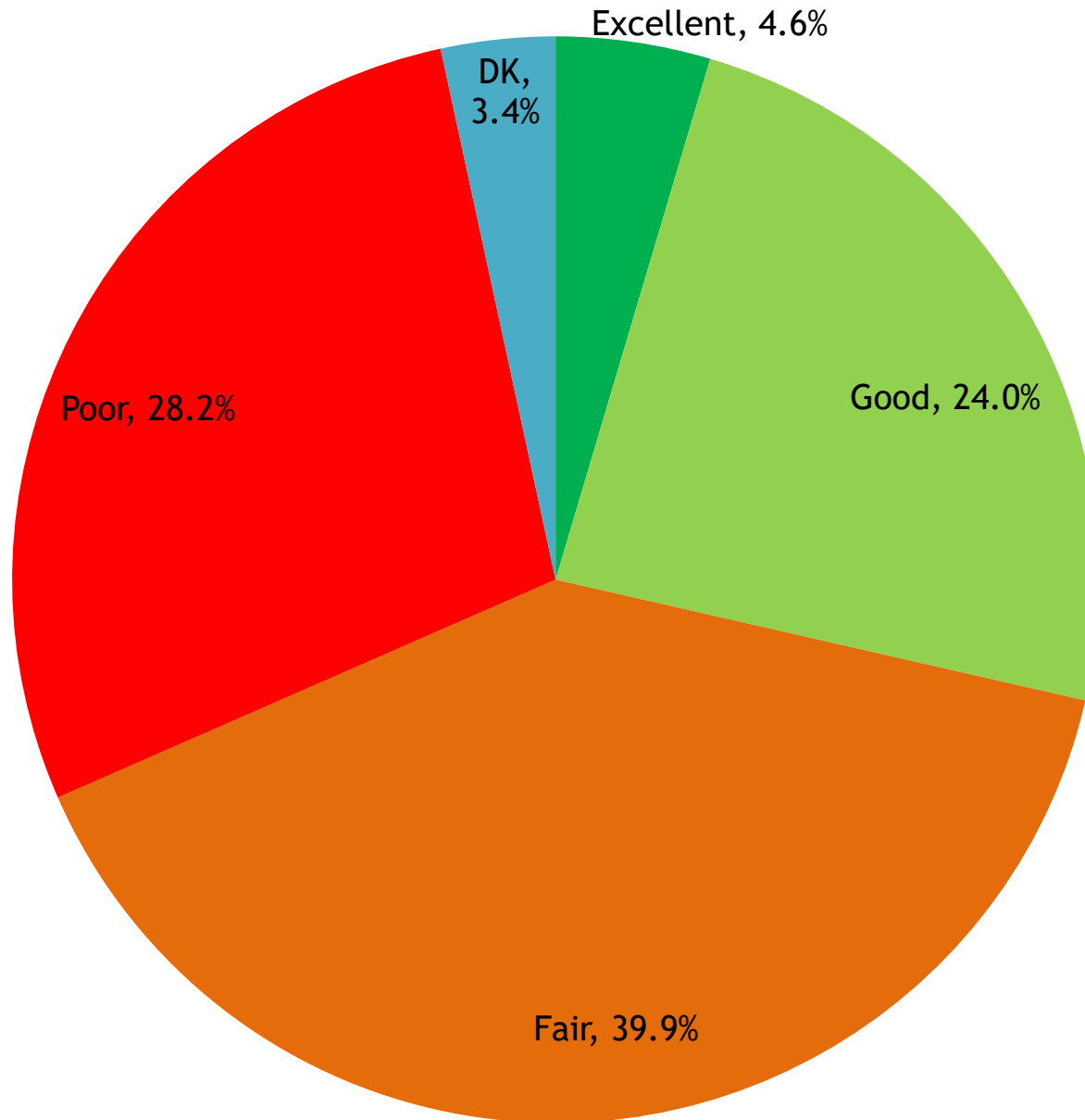
regional impact + local relevance



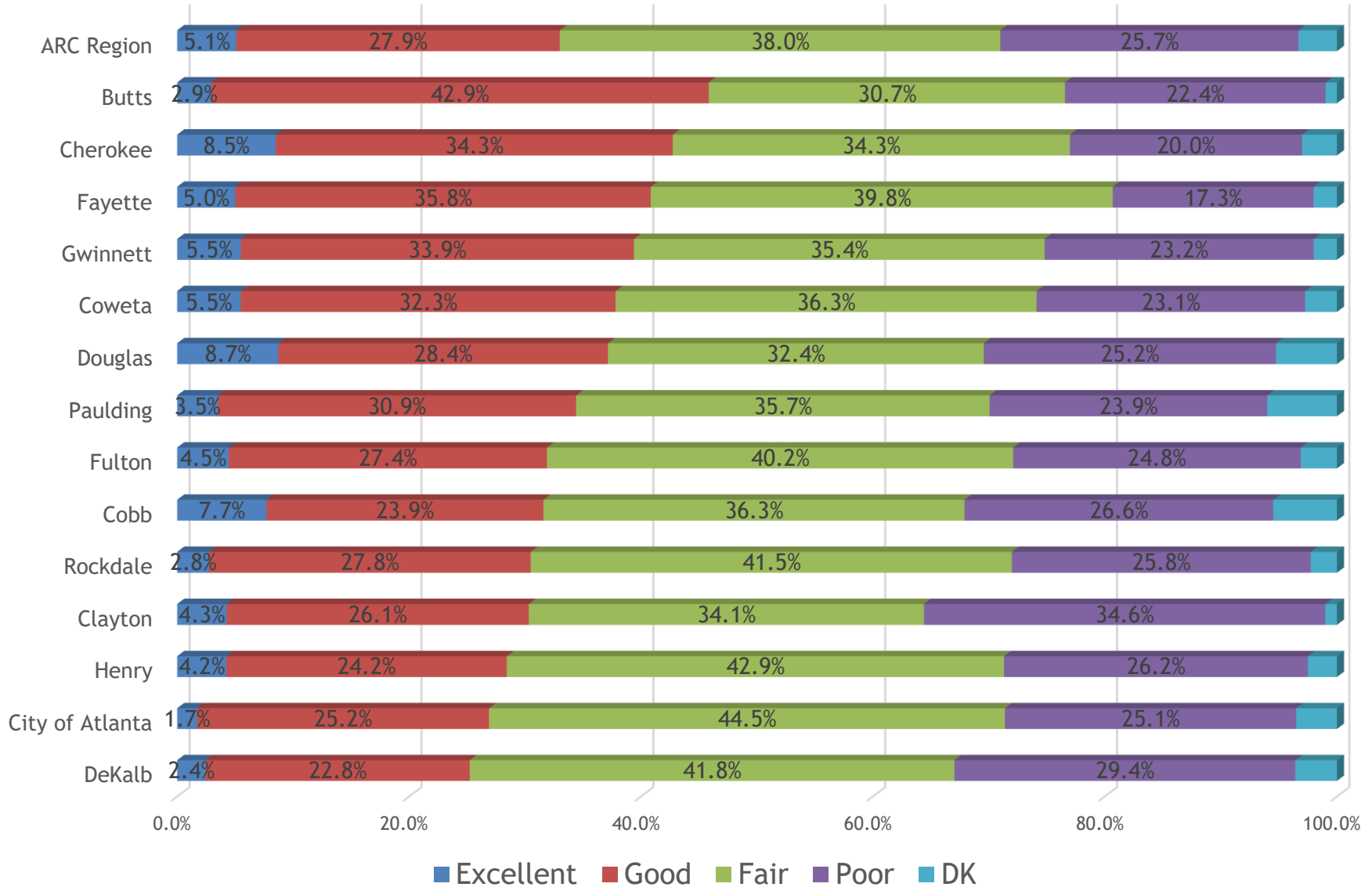
Responsiveness of Local Government to Needs?: MAS 2016



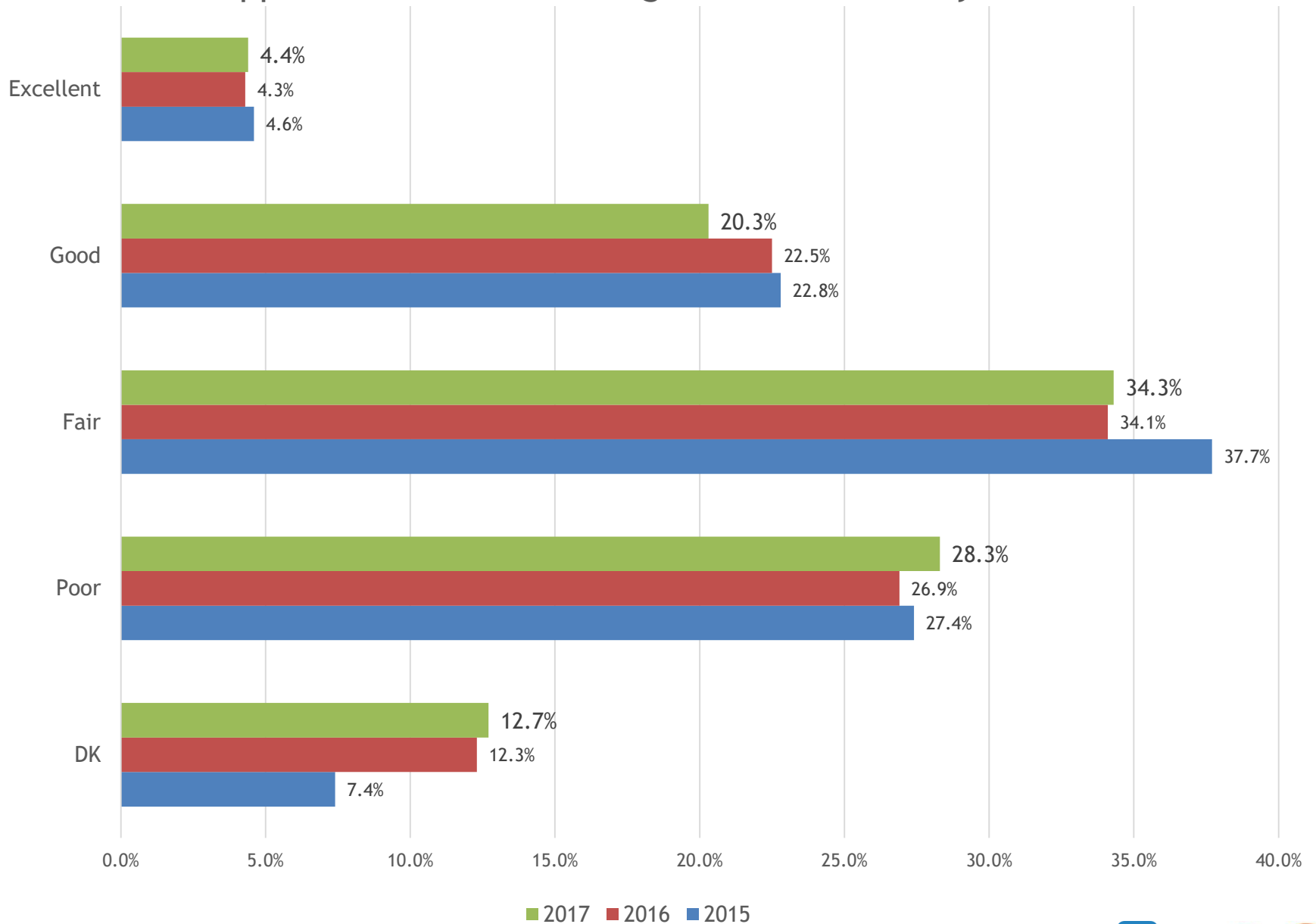
Responsiveness of Local Government to Needs?: MAS 2017



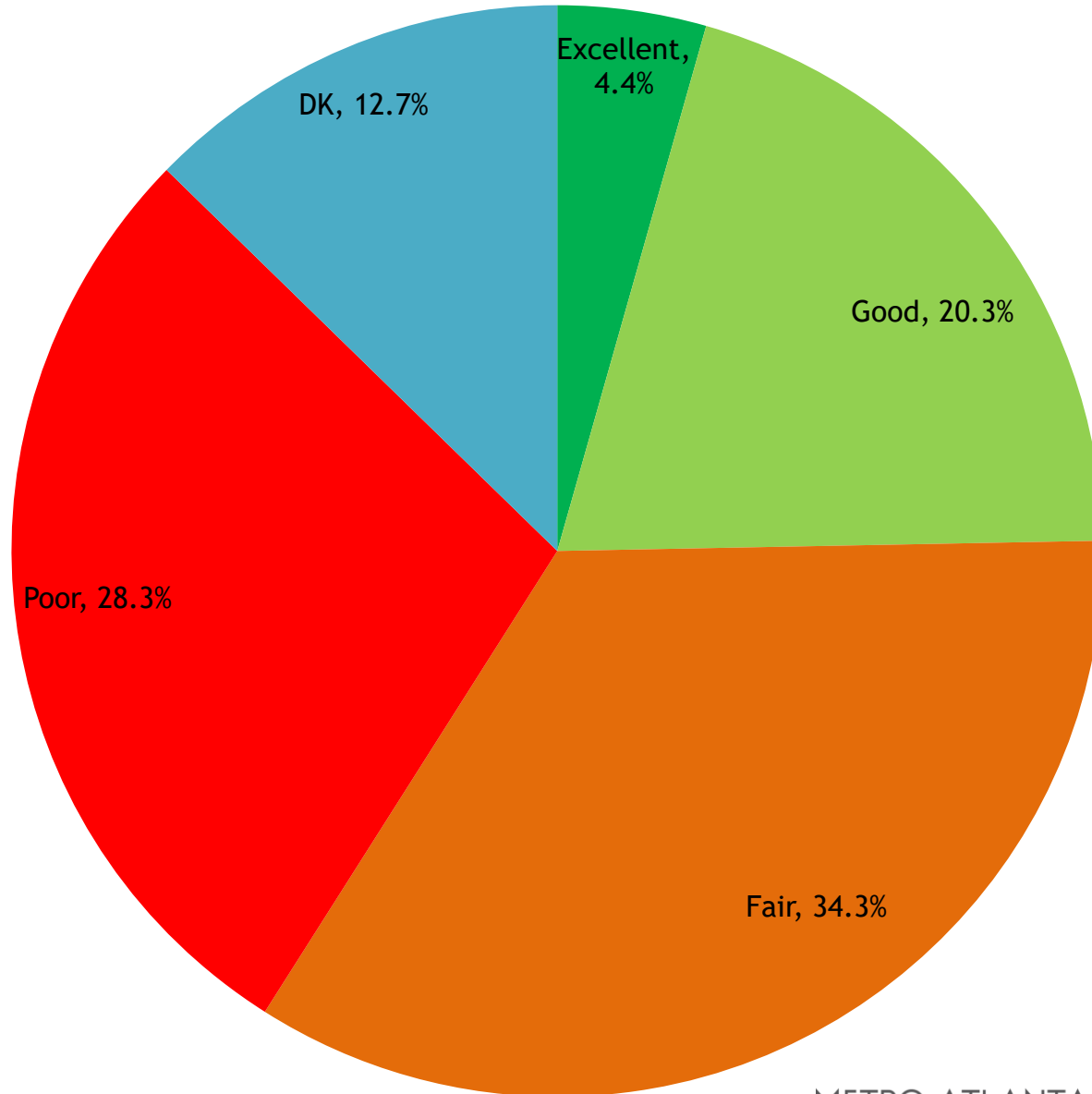
Responsiveness of Local Gov't to Citizen Needs by County: MAS 2016



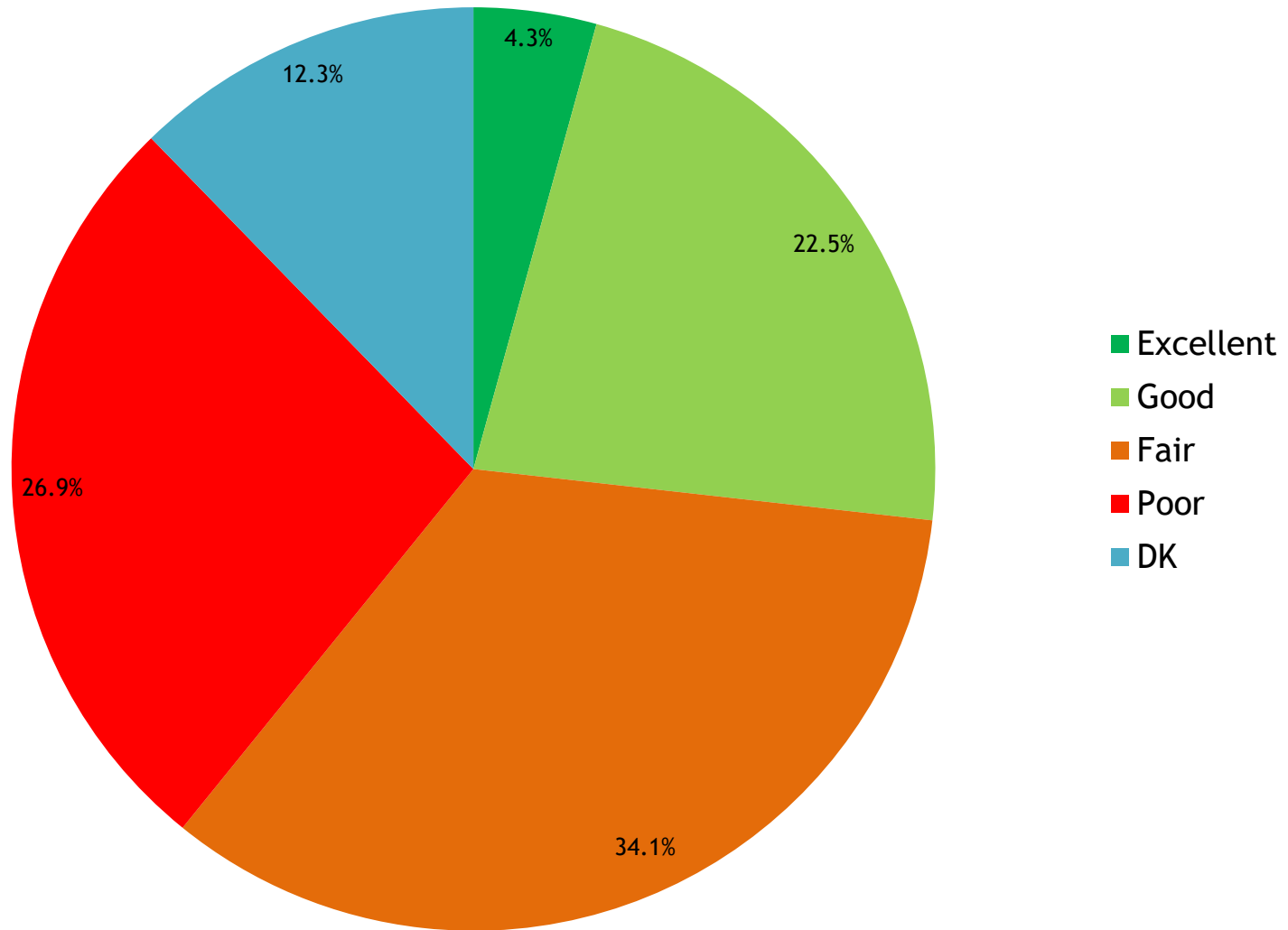
Support of Low-Income Programs in Community: MAS: 2015-2017



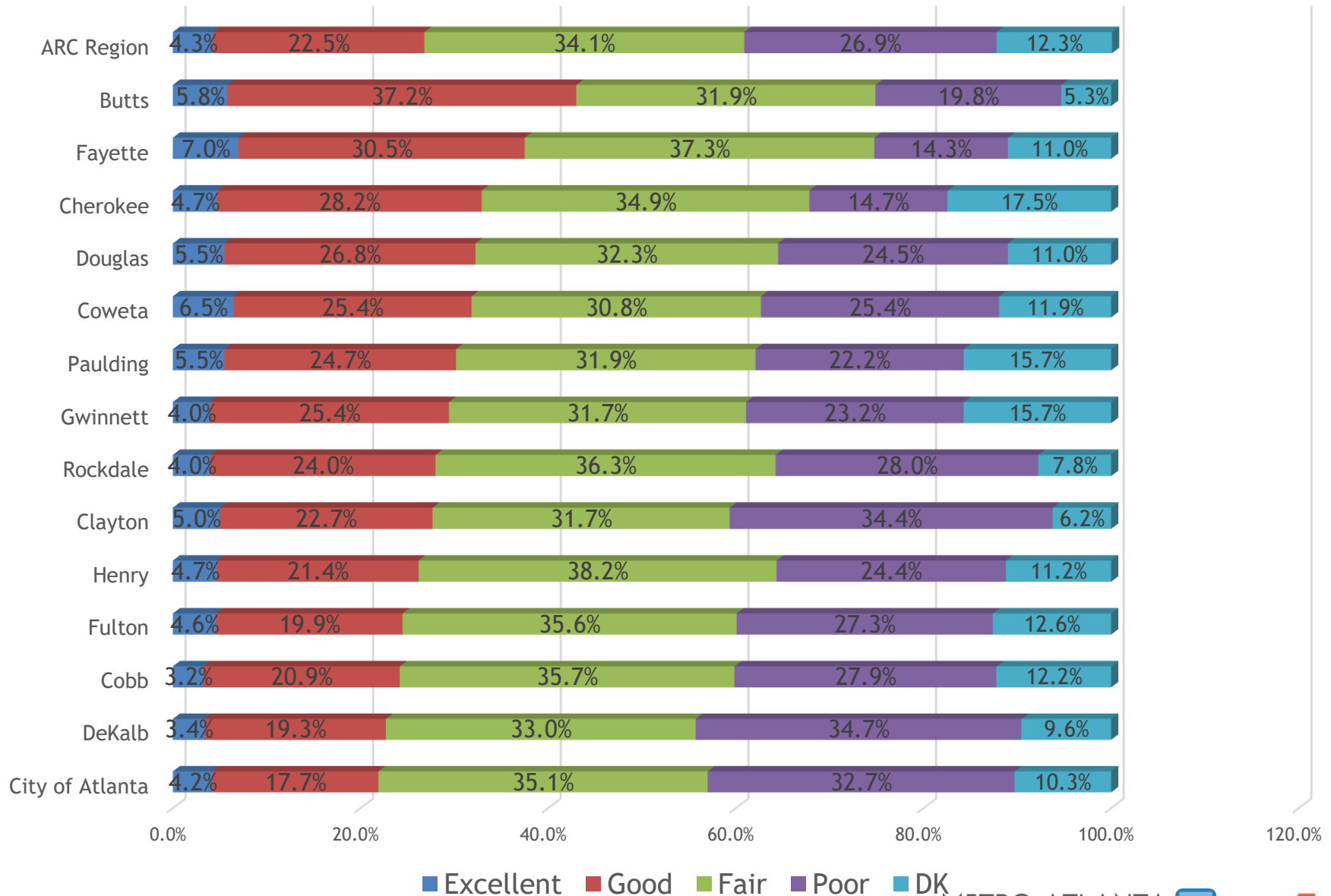
Availability of Programs for Low-Income in Metro Atlanta?: MAS 2017



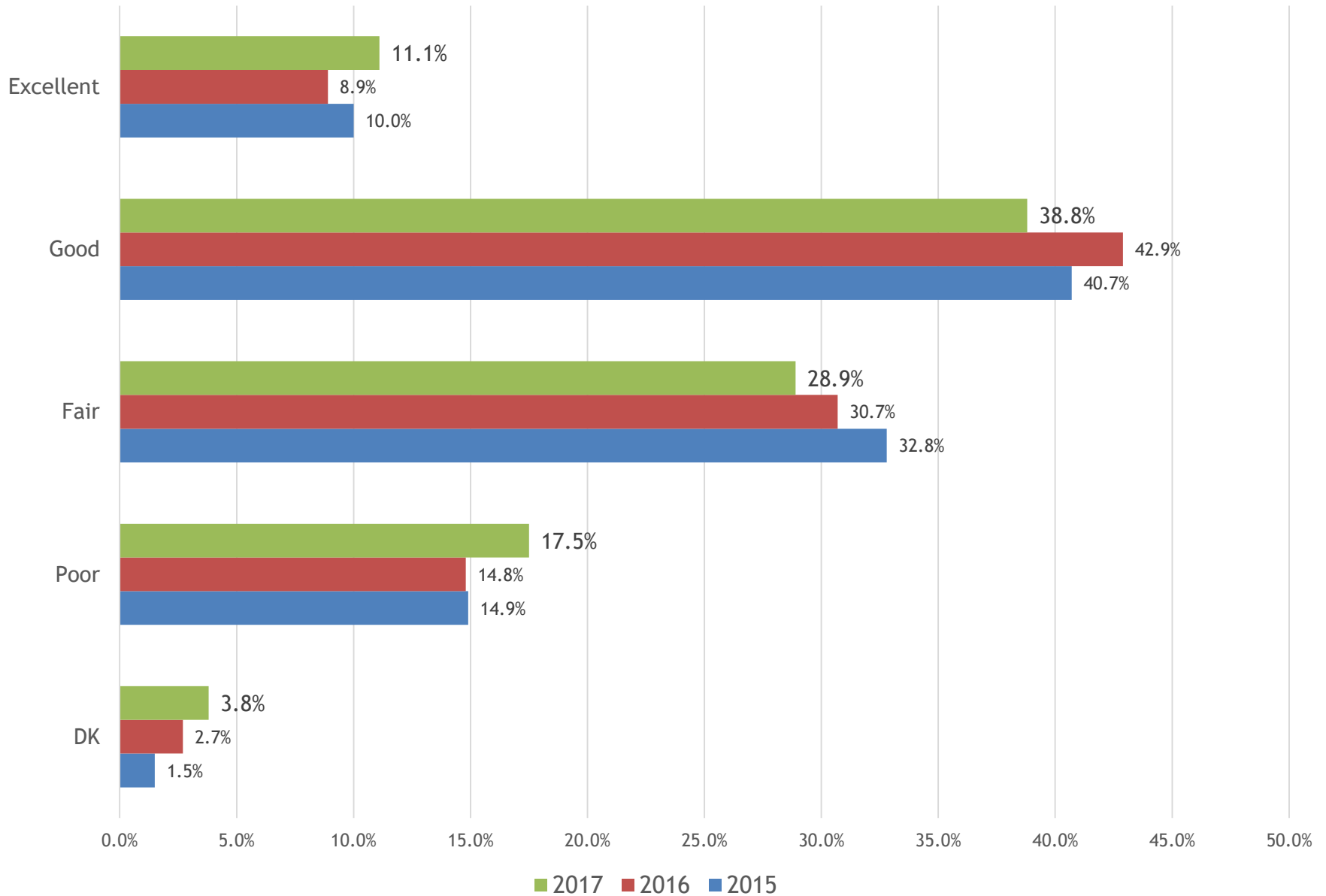
Availability of Programs for Low-Income in Metro Atlanta?: MAS 2016



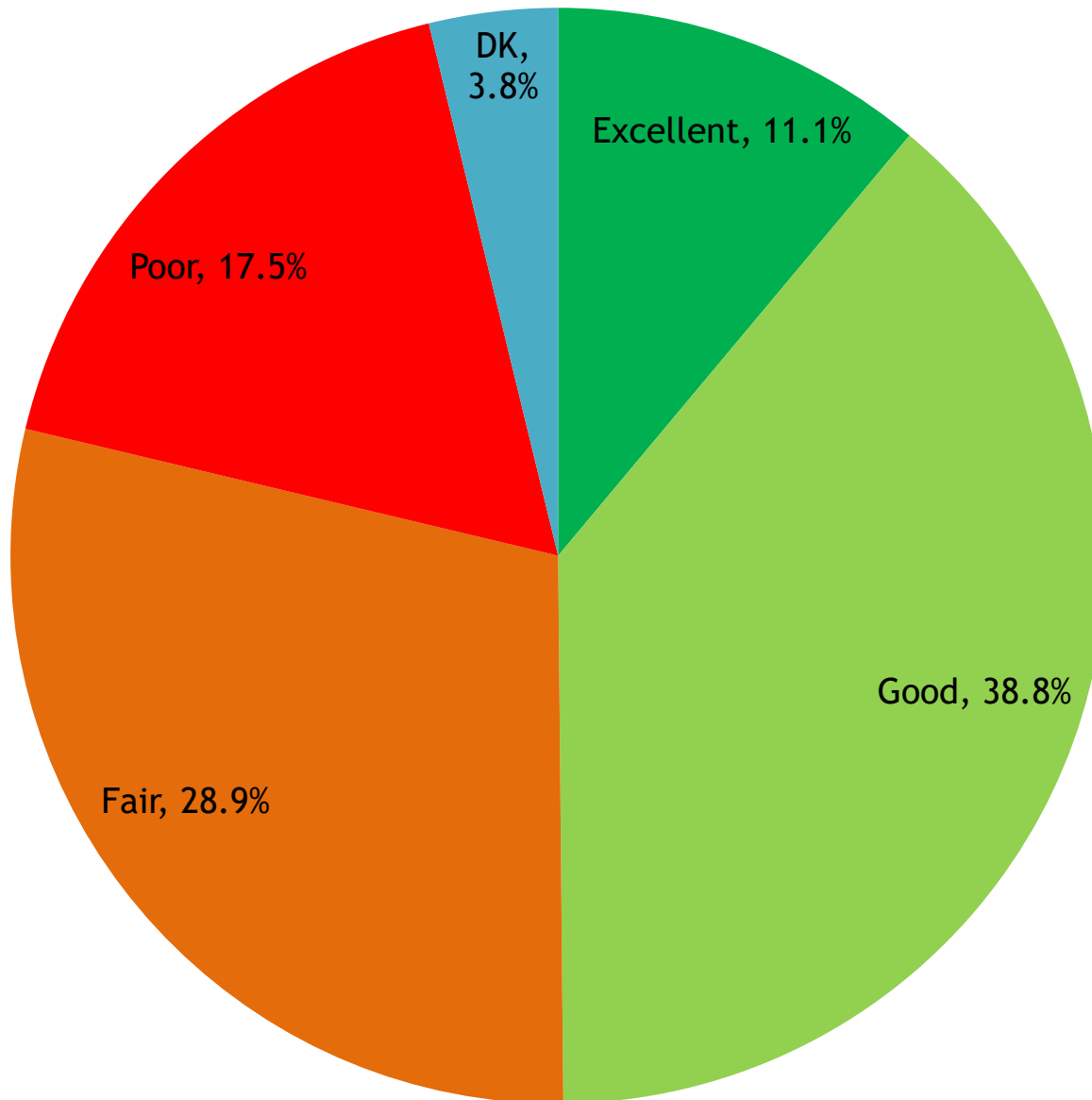
Rate Availability of Programs to Low-Income by County: MAS 2016



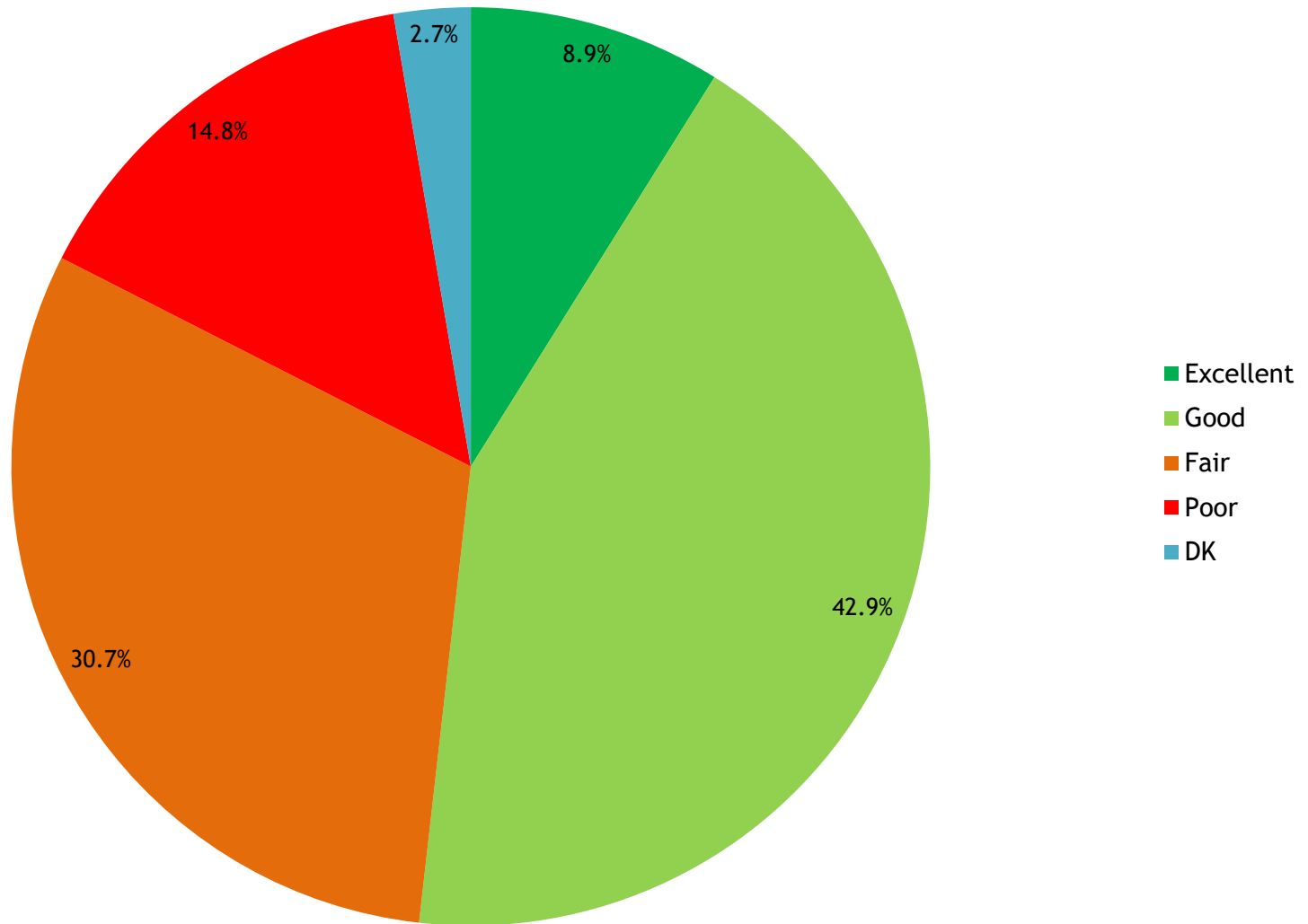
Metro Atlanta as Place to Raise Kids: MAS: 2015-2017



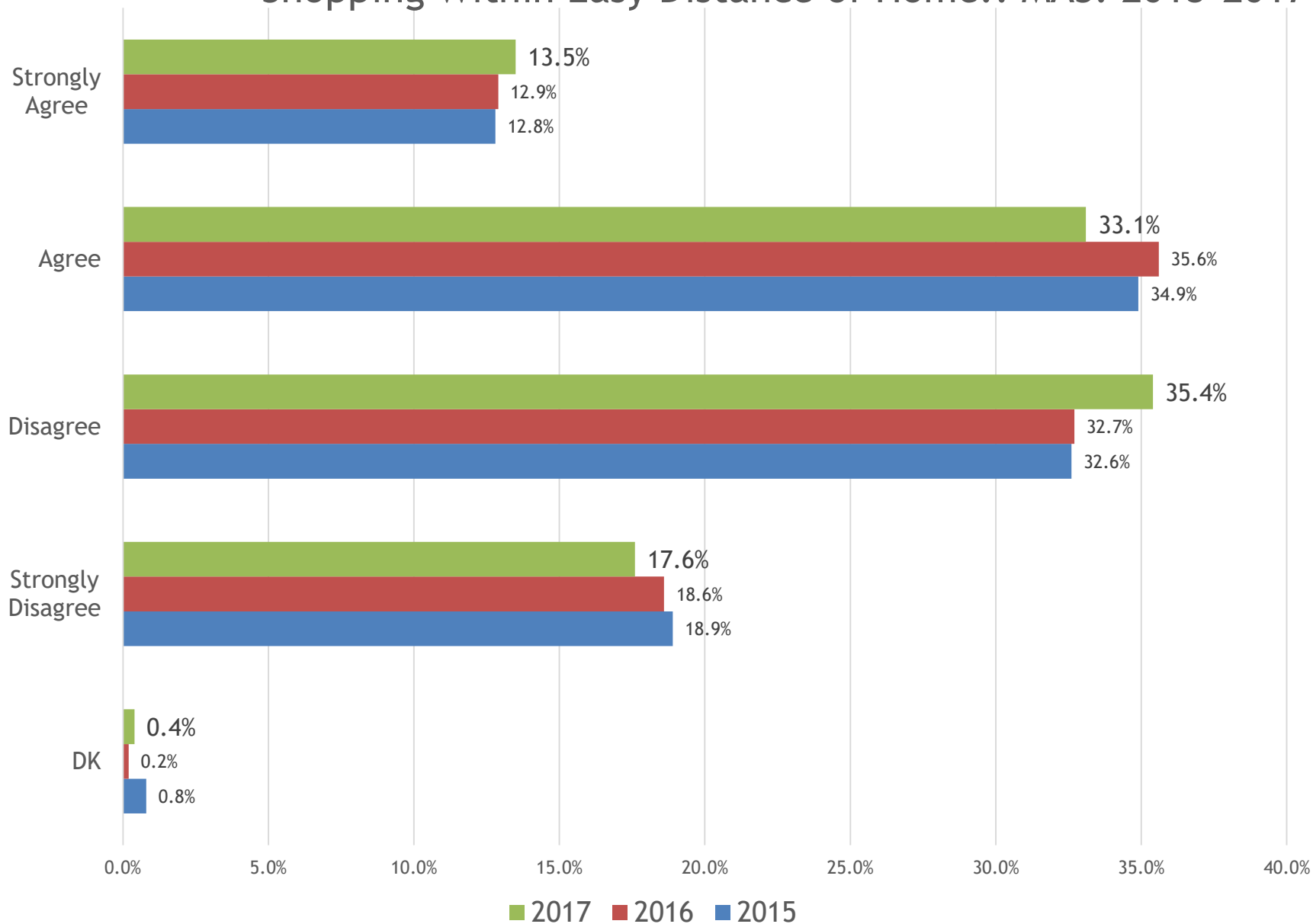
Metro Atlanta as Place to Raise Kids?: MAS 2017



Rate Metro Atlanta as Place to Raise Kids: MAS 2016



Shopping Within Easy Distance of Home?: MAS: 2015-2017

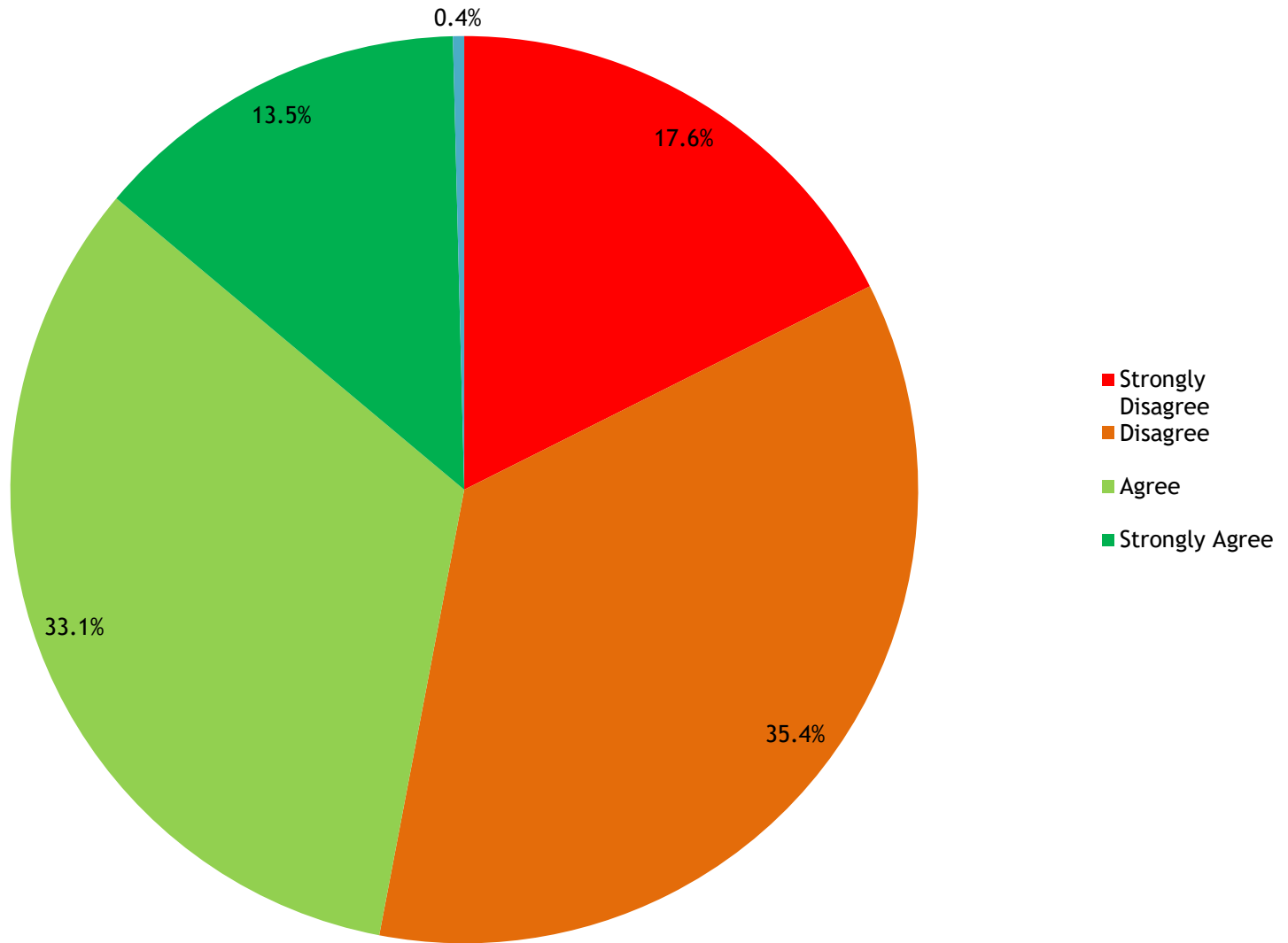


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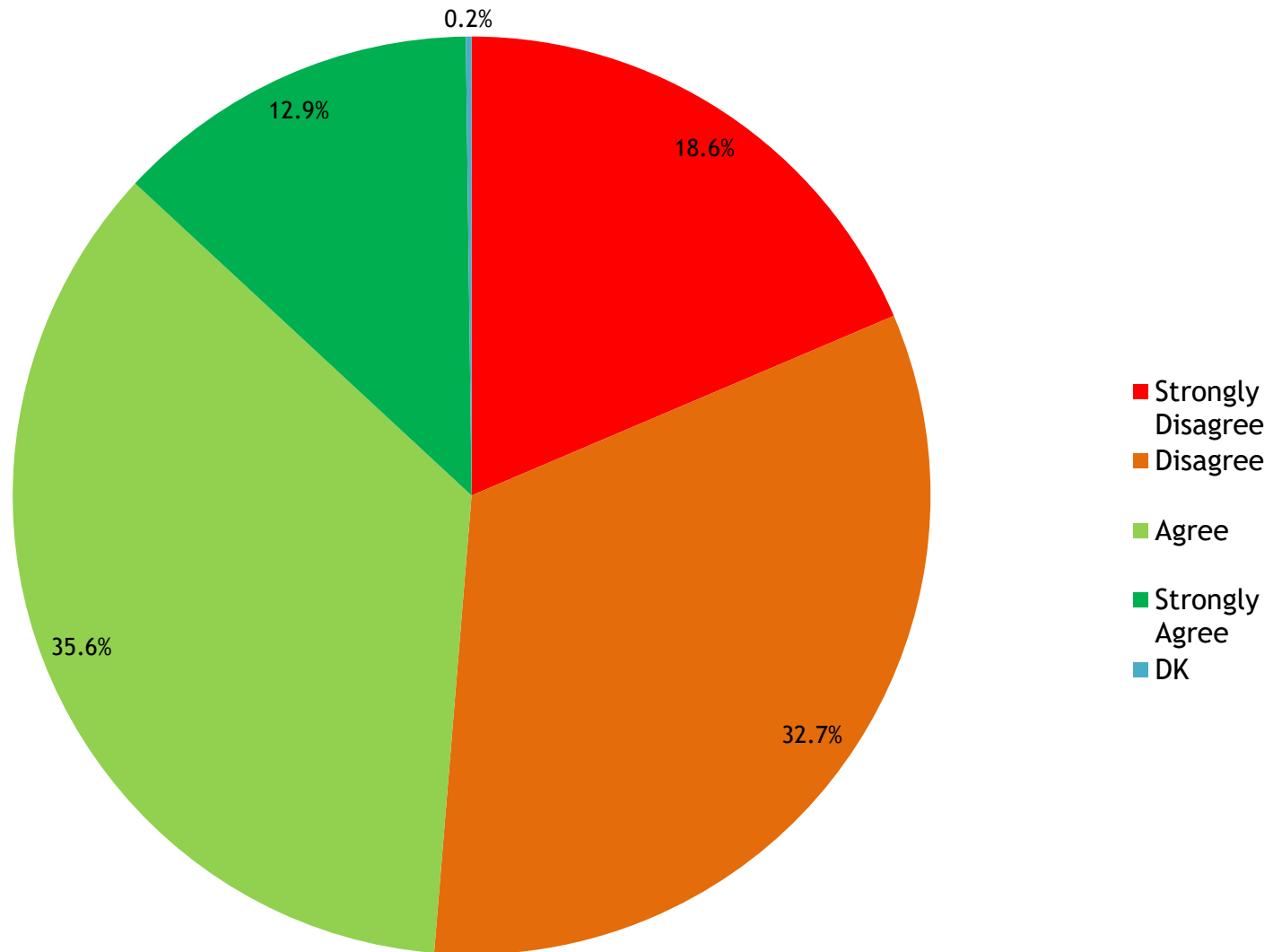
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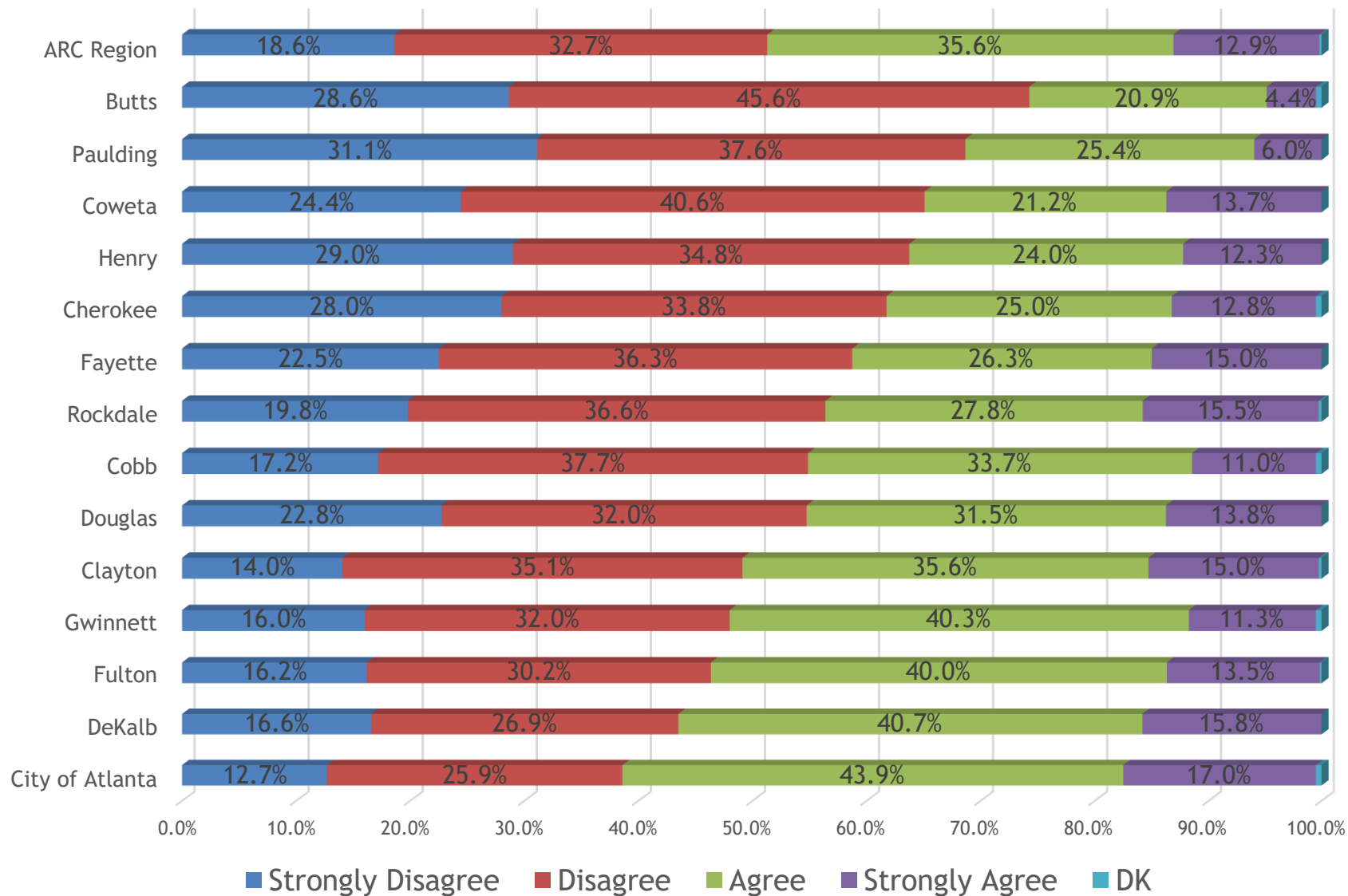
Shopping Within Easy Distance of Home: MAS 2017



Shopping Within Easy Distance of Home?: MAS 2016



Shopping Within Easy Walking Distance of My N'Hood?: MAS 2016

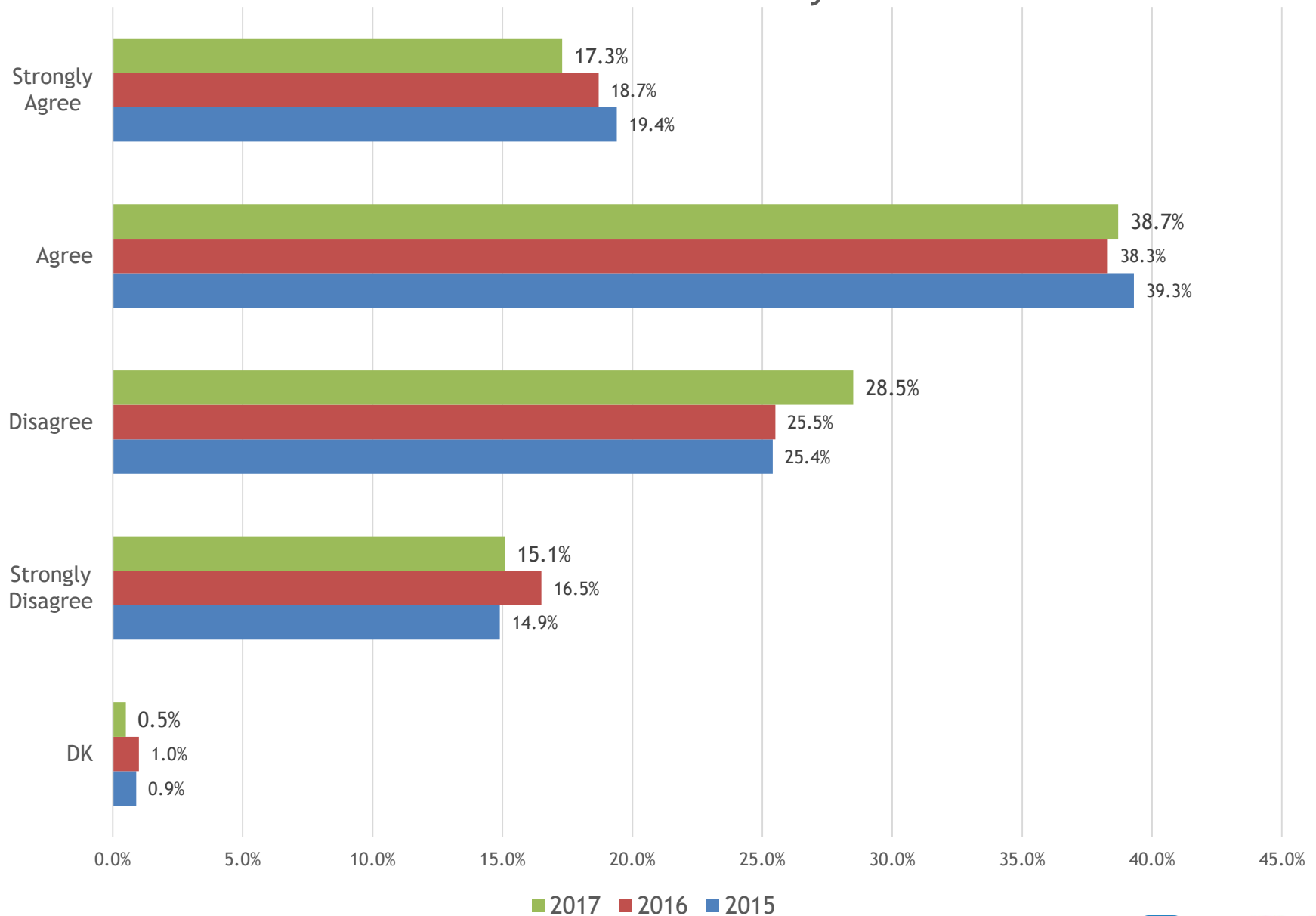


regional impact + local relevance

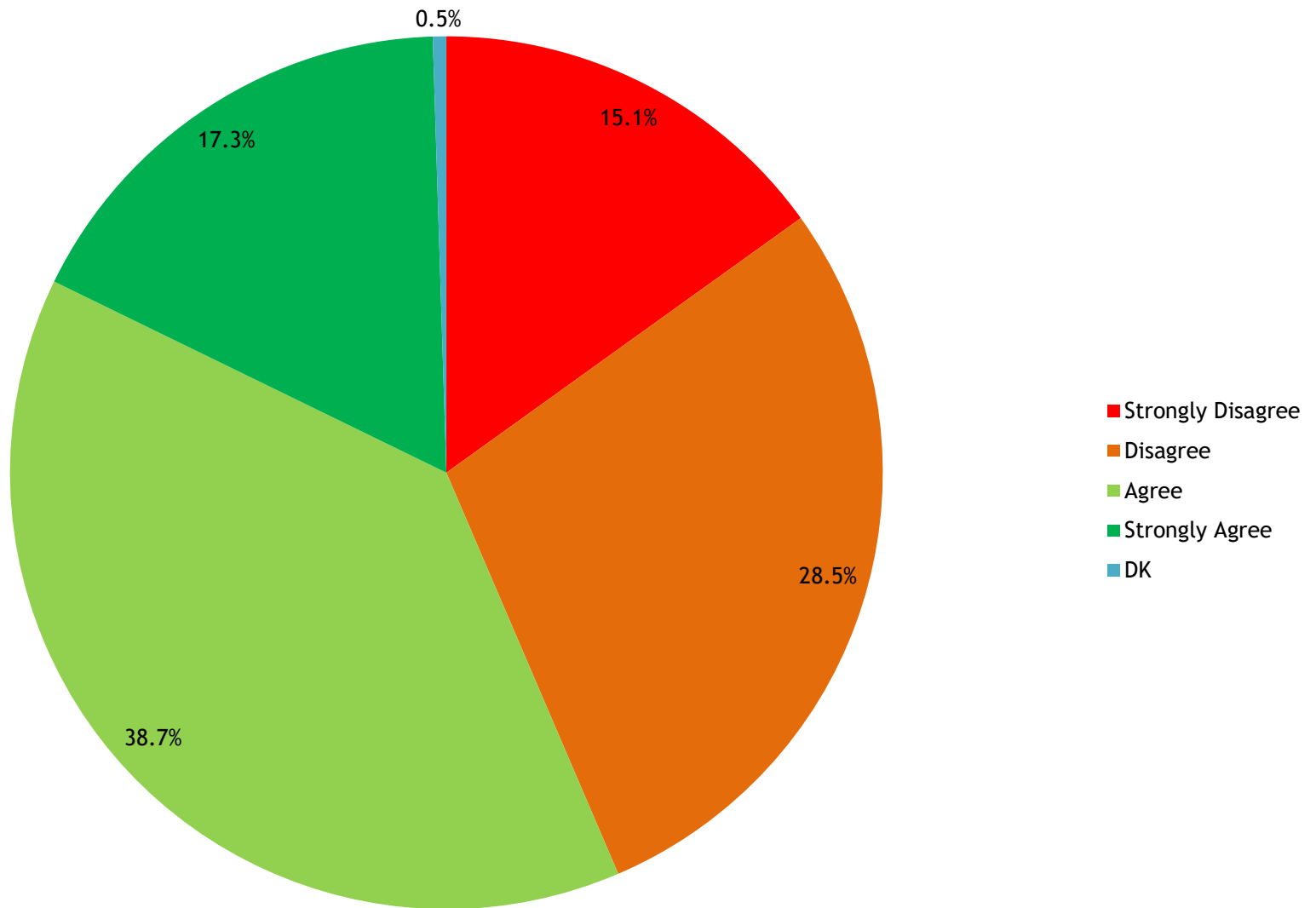
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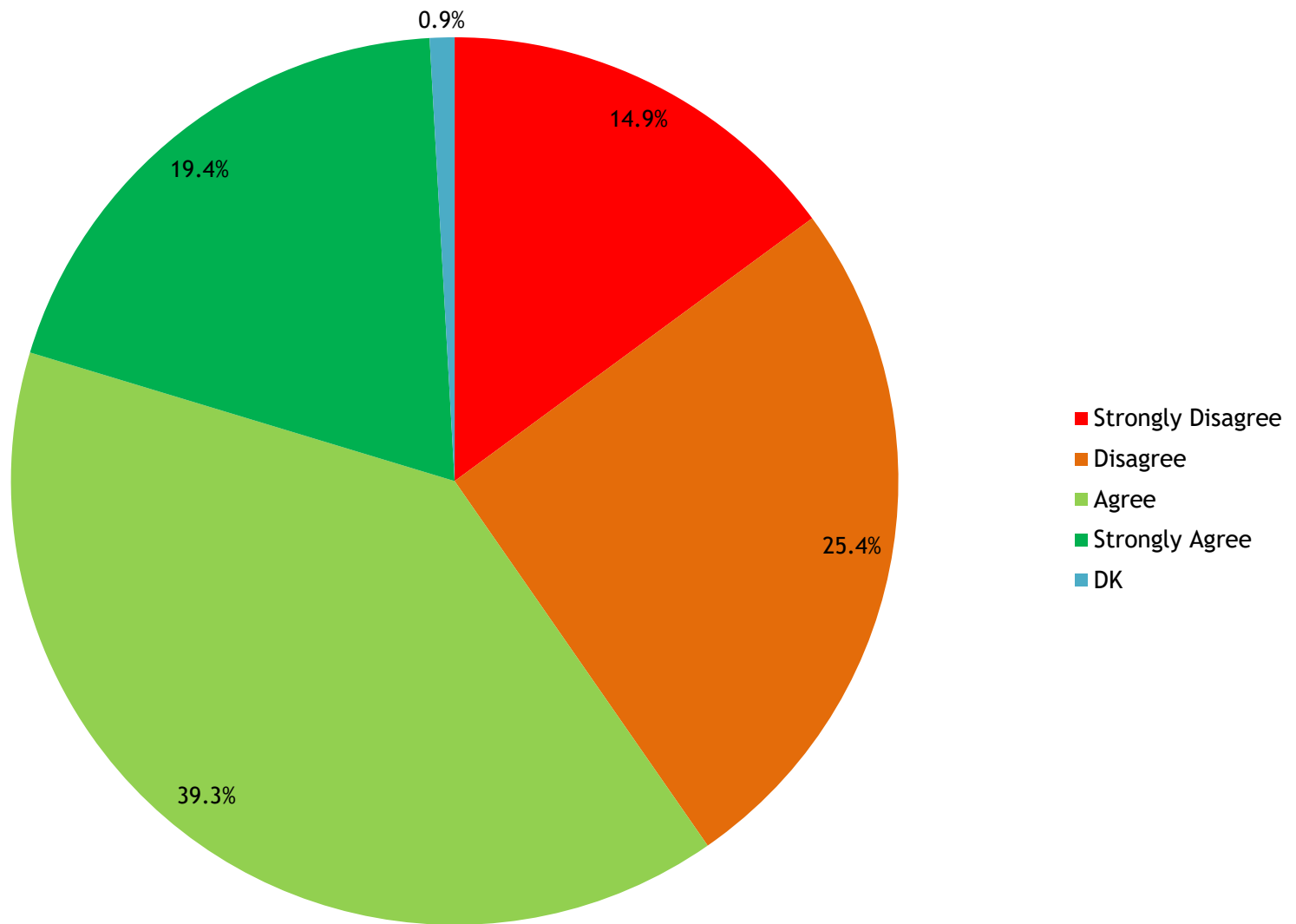
Sidewalks Most Streets Nearby?: MAS: 2015-2017



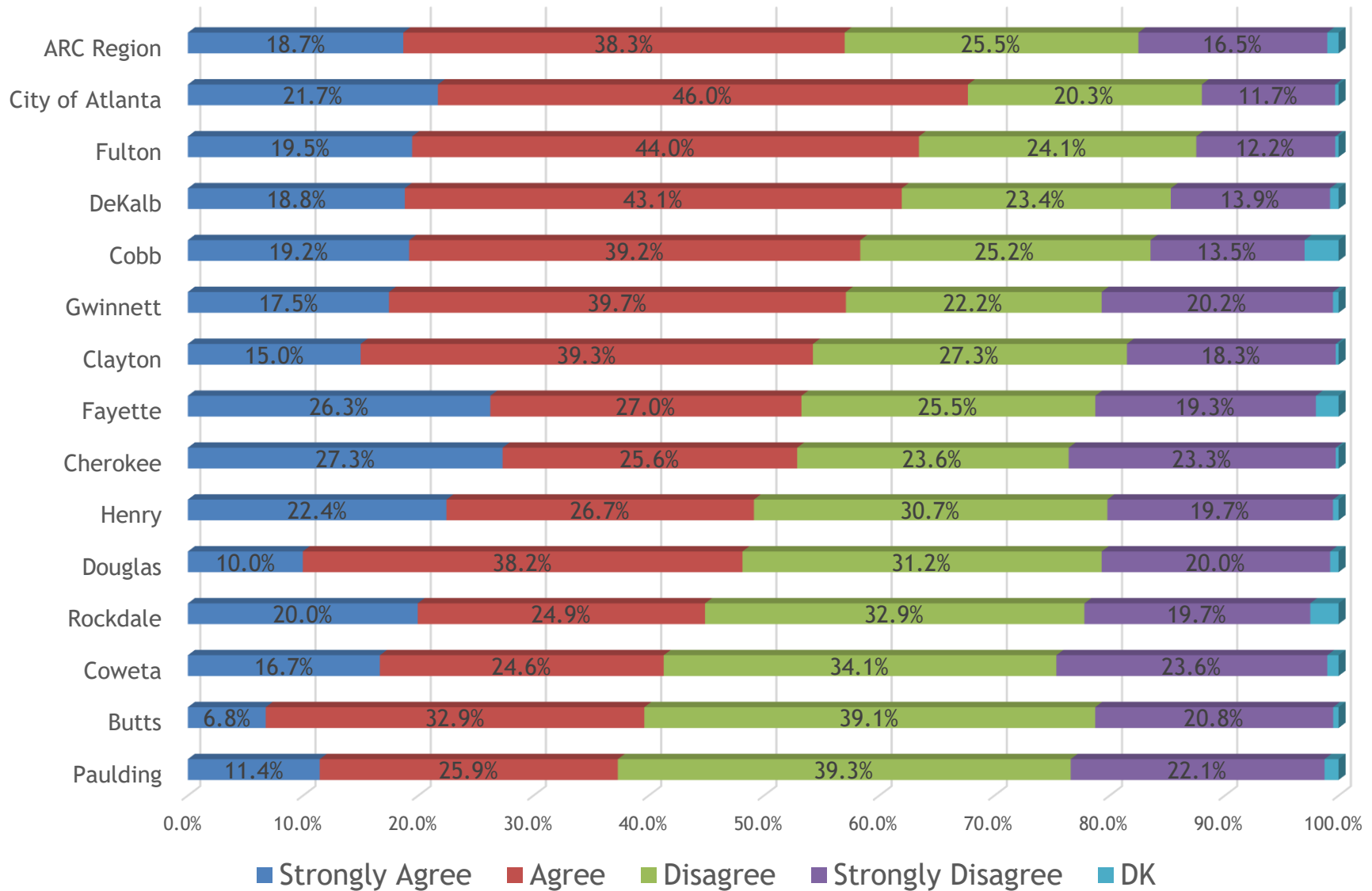
Sidewalks and Crosswalks Most Streets in My Neighborhood MAS 2017



Sidewalks and Crosswalks Most Streets in My Neighborhood? MAS 2016



Sidewalks and Crosswalks Most Streets in N'Hood?: MAS 2016

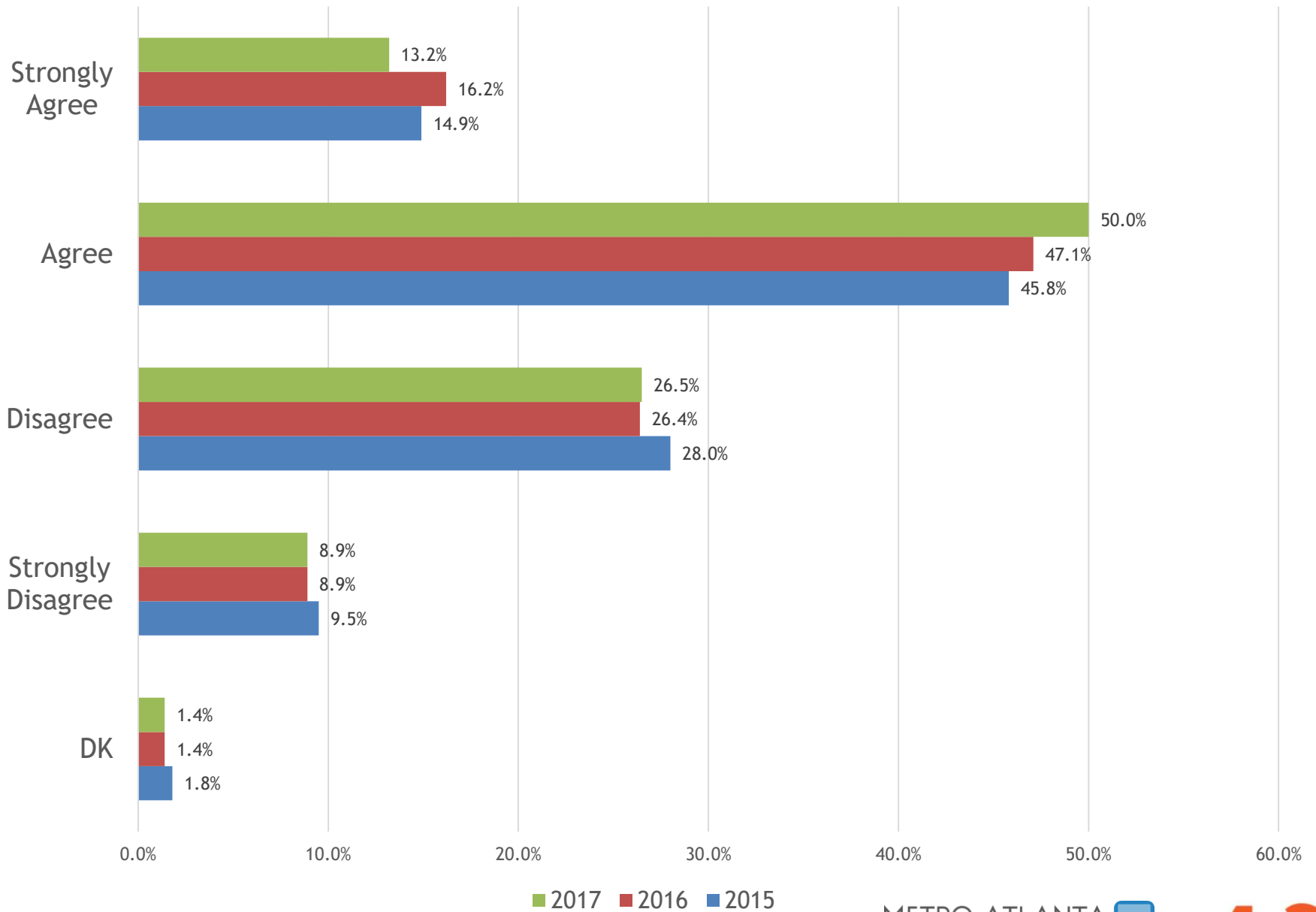


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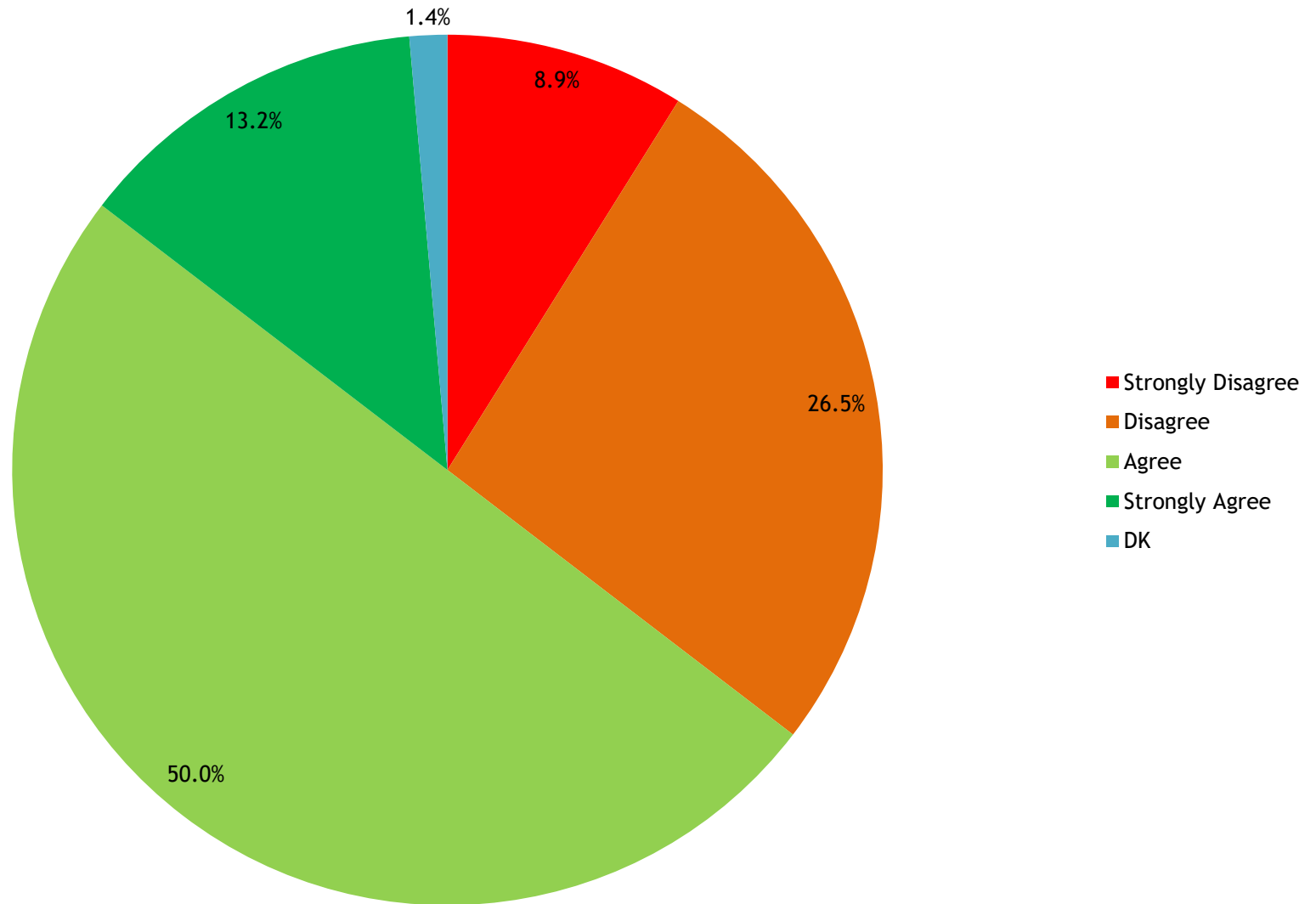
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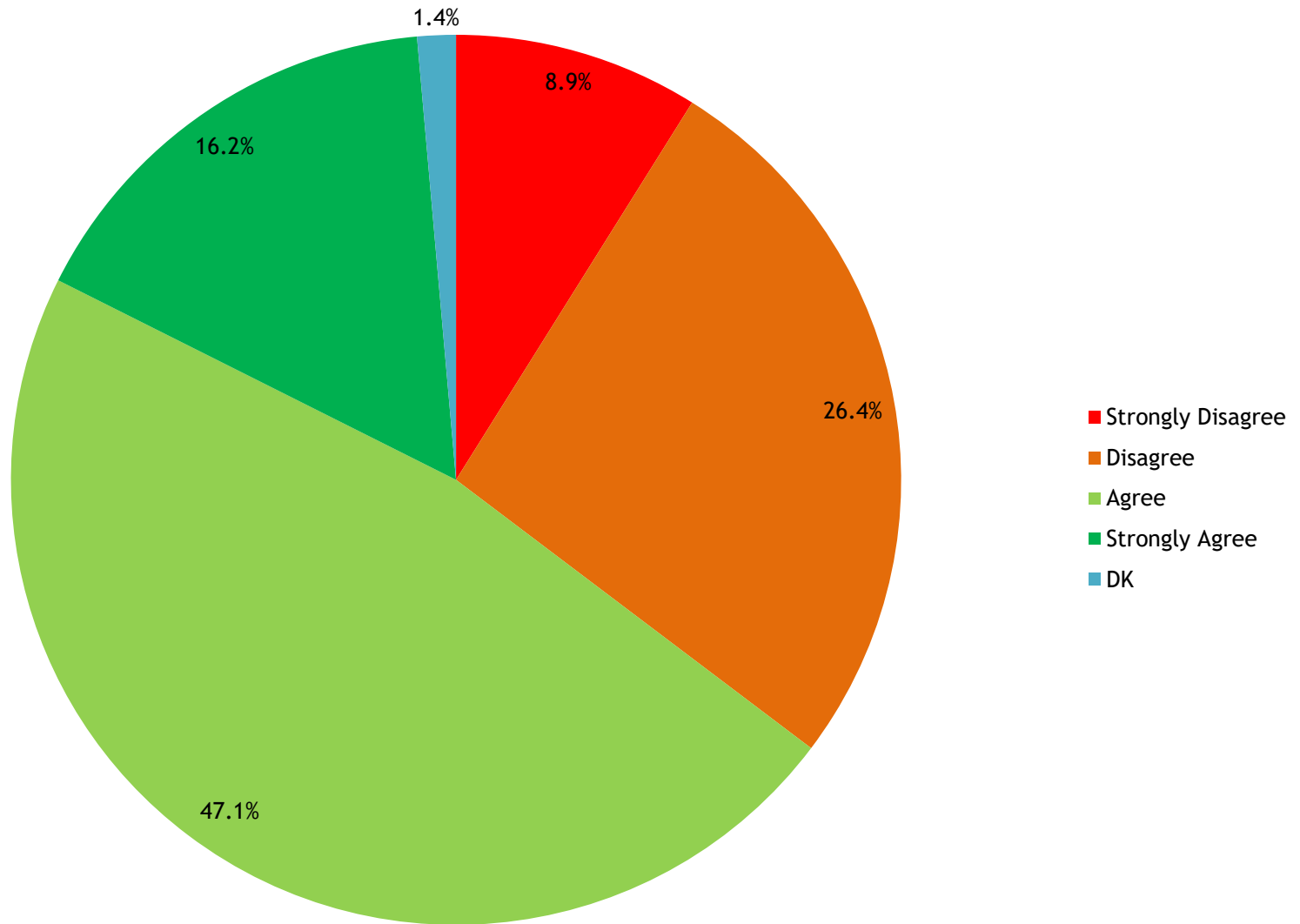
Access in My Neighborhood to Recreation and Culture?: MAS: 2015-2017



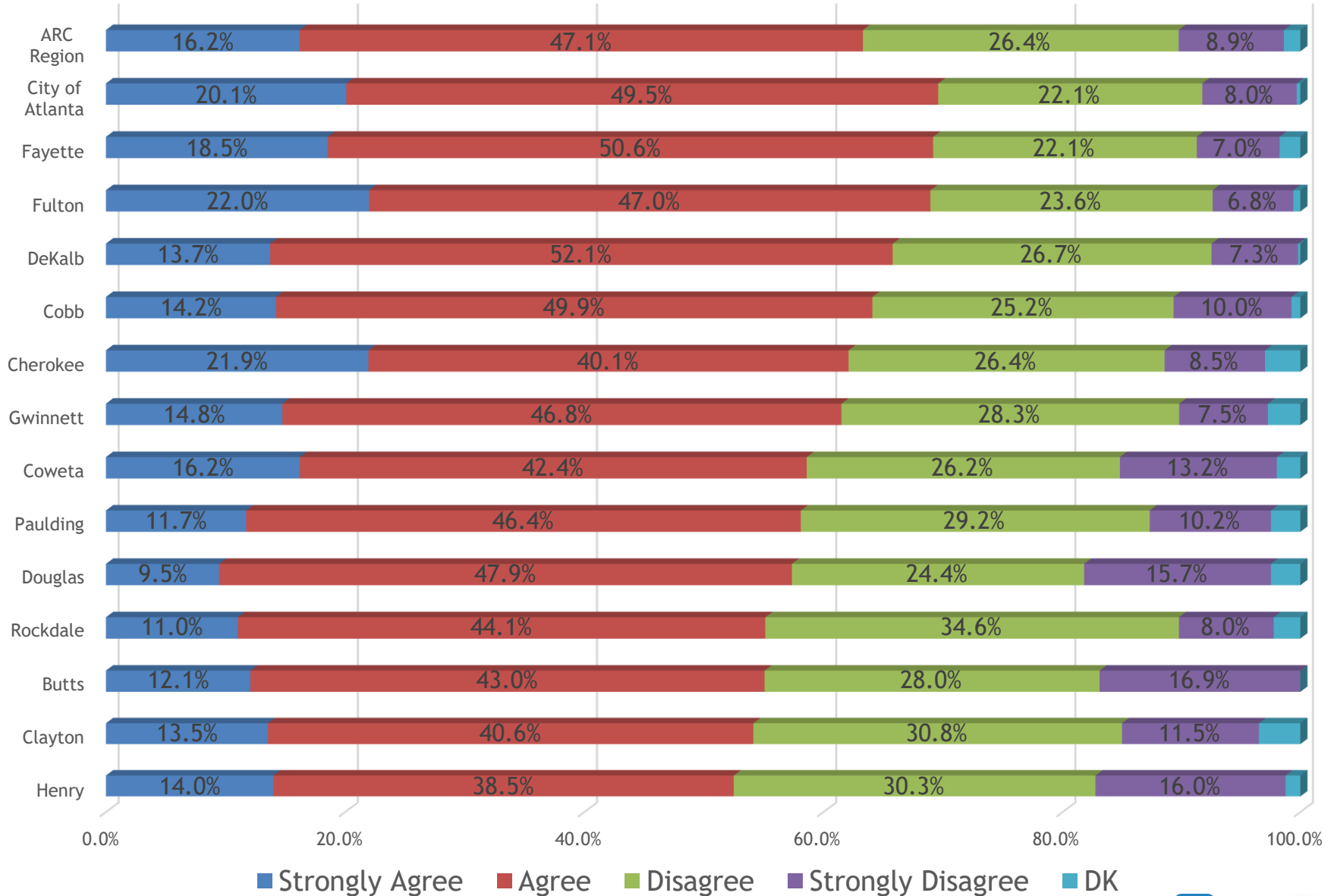
Access in My Neighborhood to Recreation and Culture: MAS 2017



Access in My Neighborhood to Recreation and Culture: MAS 2016



Access in N'Hood to Rec and Cultural Facilities?: MAS 2016

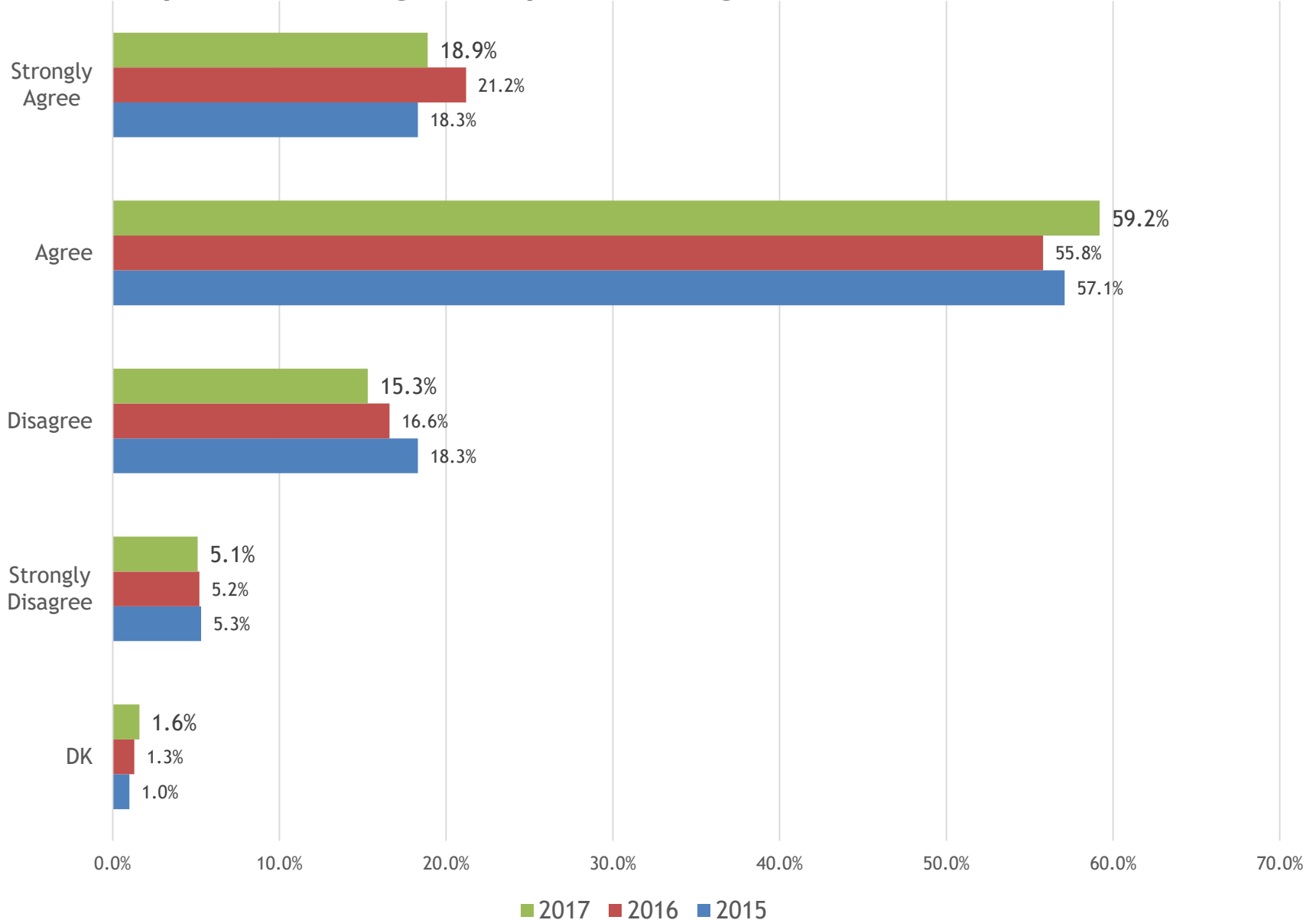


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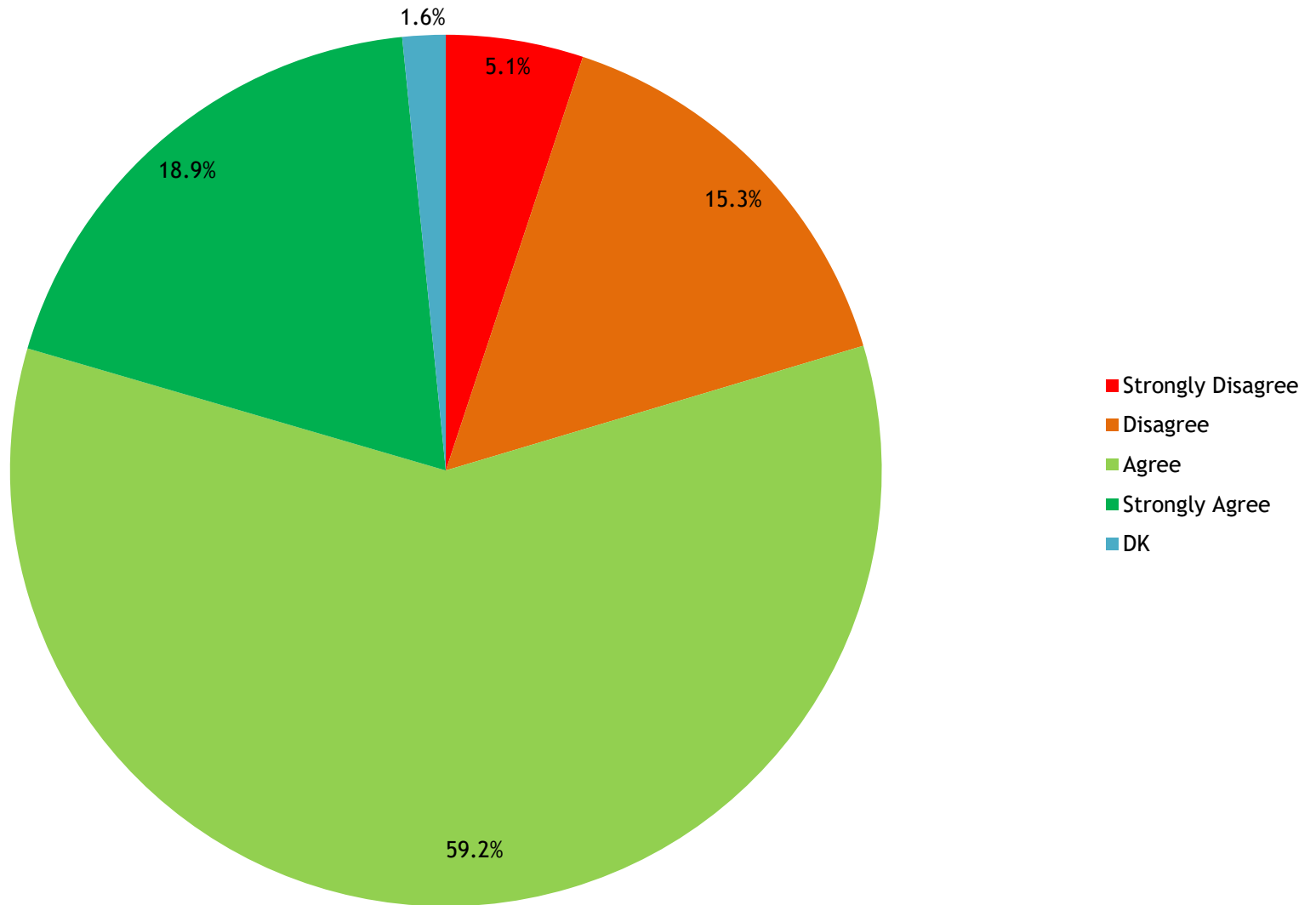
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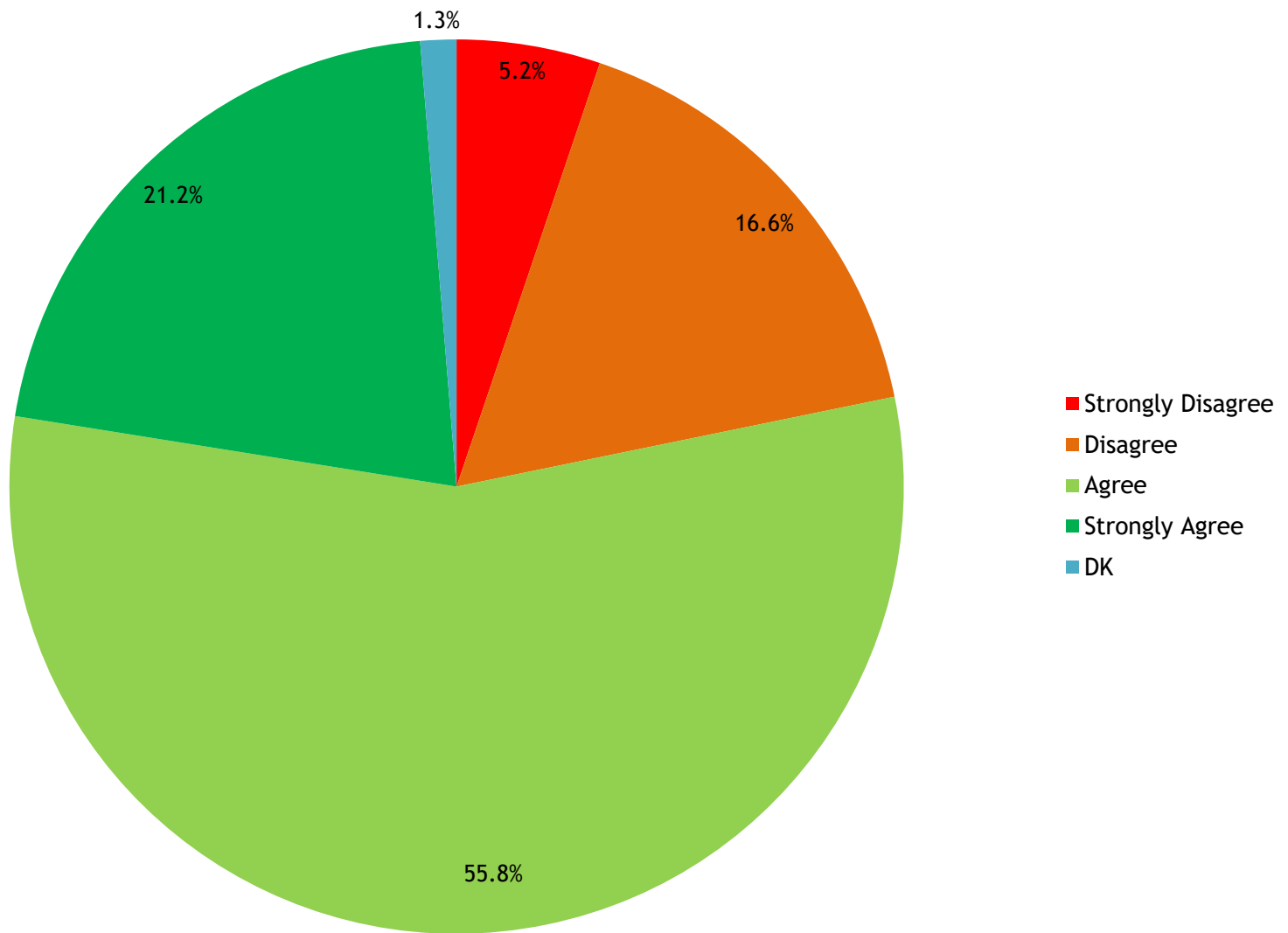
People are Willing to Help Their Neighbors?: MAS: 2015-2017



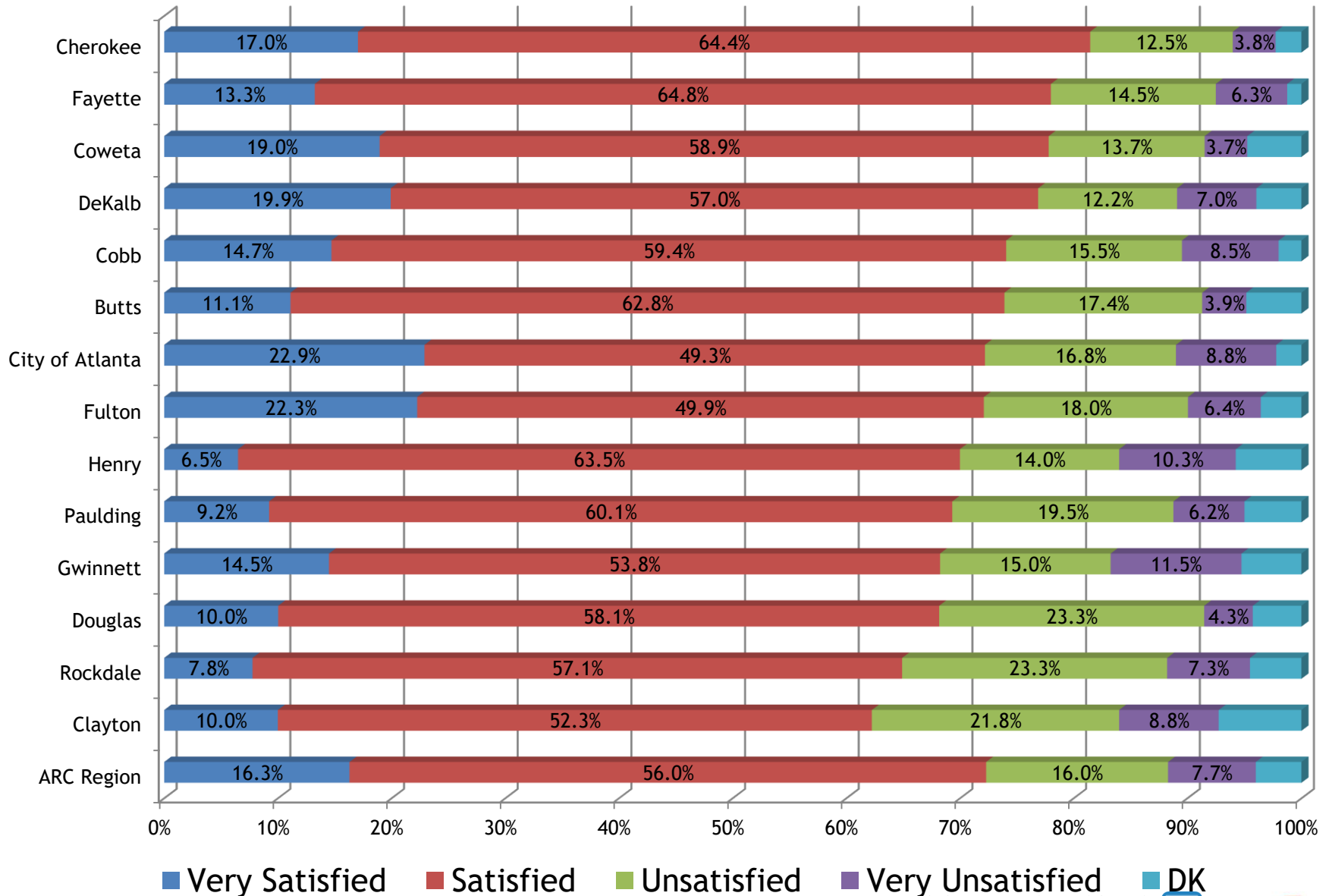
People are Willing to Help Their Neighbors: MAS 2017



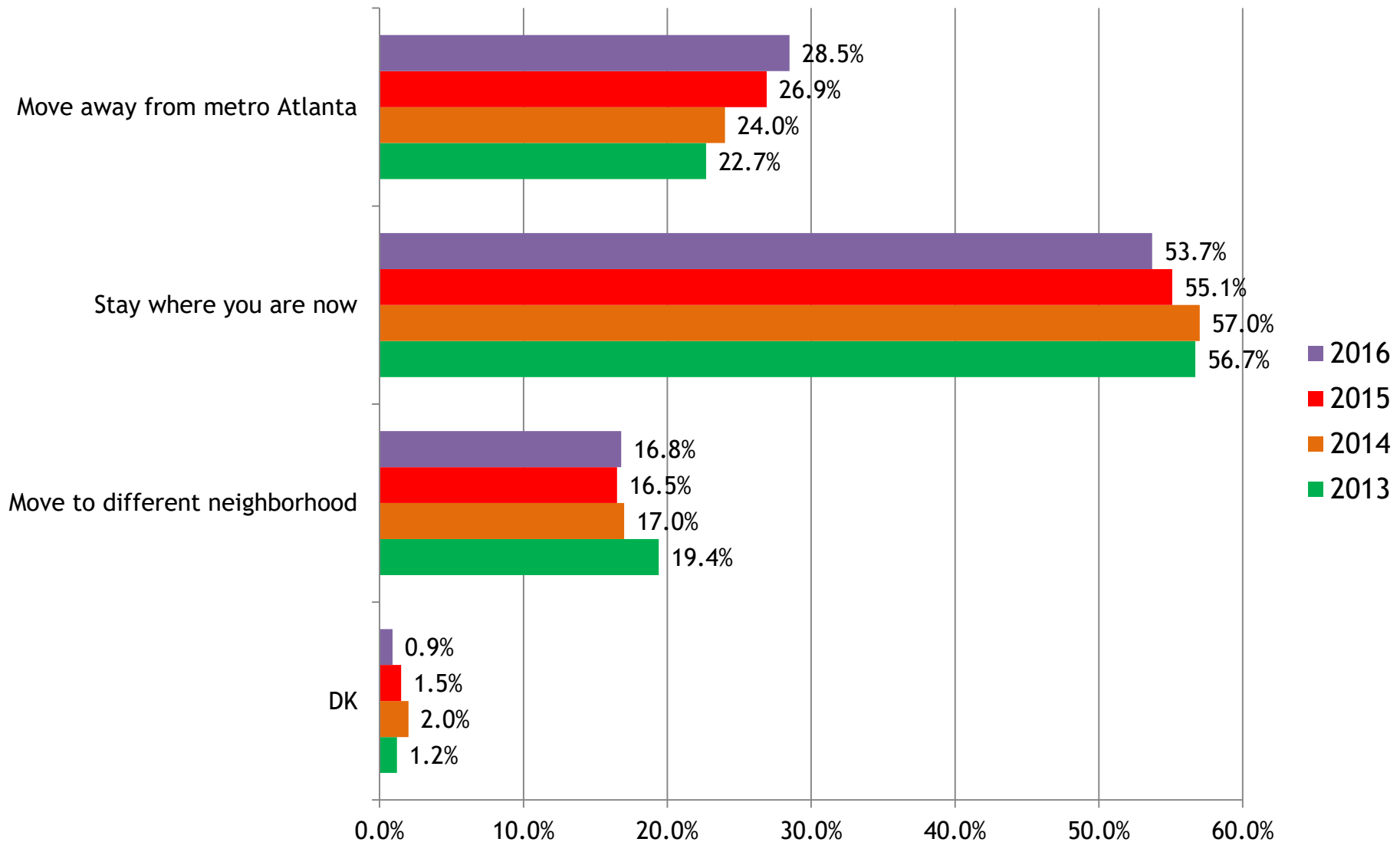
People are Willing to Help Their Neighbors?: **MAS 2016**



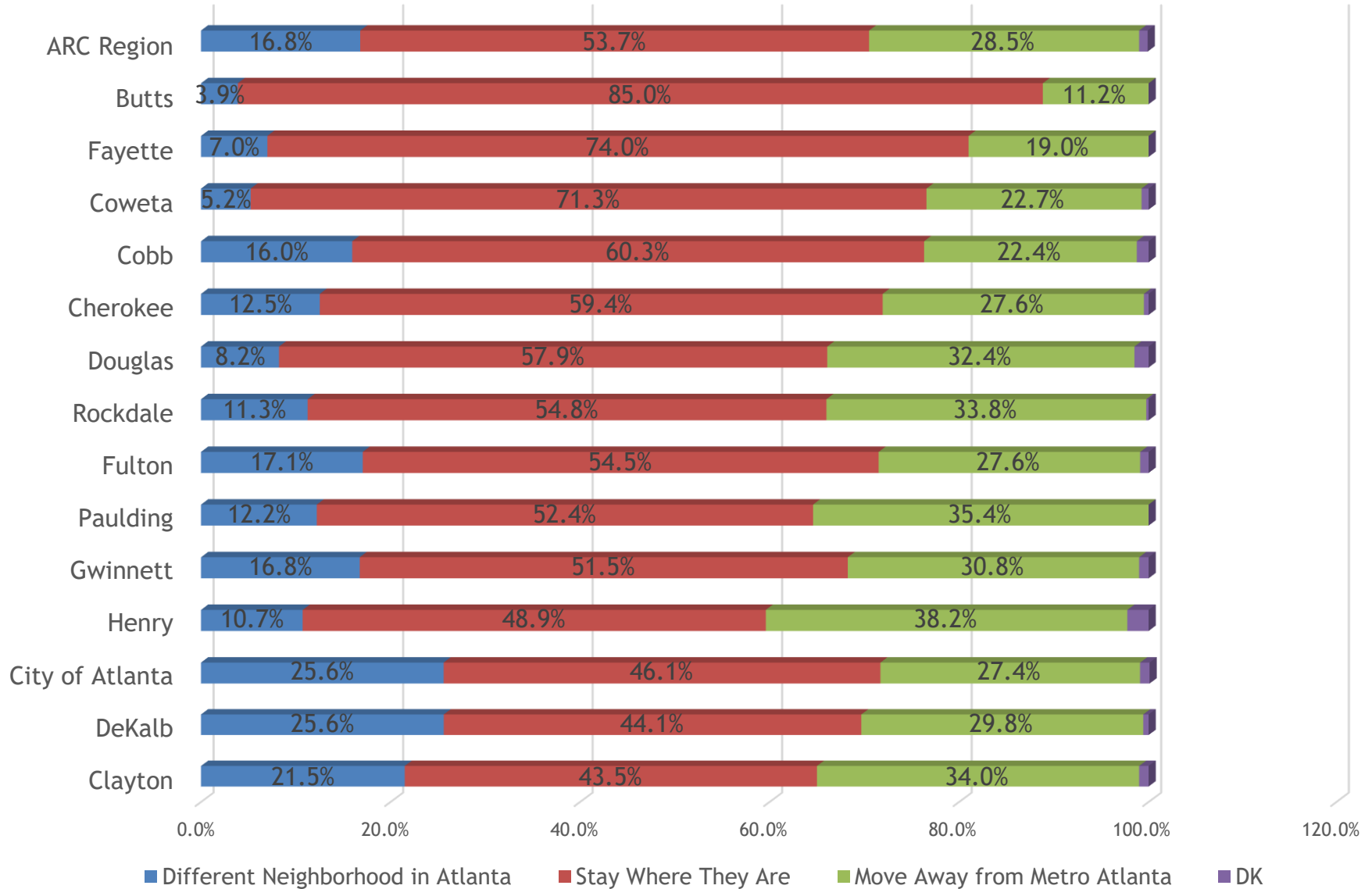
Satisfaction with Arts and Culture by County MAS 2016



If You Could Move, Where Would You Move?: MAS Response Comparison: 2016/2015/2014/2013



If You Could, Would Move?, and Where?: MAS 2016



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