Summary Slide Deck
2020 MAS Results Review

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

• 2013 LINK Trip to Houston Led to Effort to Build on Kinder Institute Model (Rice University)
• Goals for MAS: Assess Perceptions, Define Priorities, Gauge Opinions
• Stable core of questions with relevant timely topics
• Demographic Crosstabs Critical
• Now in Eighth Year (2013 incept)
Genesis, Goals, Achievements

• **Method 2013-2019:** Random digit dial (RDD) sample survey of residents in the Atlanta Region
  – 5,200 surveyed in 2019

• **New 2020 Method:** Mixed-Mode
  – RDD of 2,500 respondents
  – Online panel of 1,900
  – Overriding Focus = Pandemic
Metro Atlanta Speaks-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: 11 Areas (10 co+ Reg), 4.4K surveyed, 18 Q
  - +-1.5@ MOE Region; 3.5-5% @ Subregion
- Different questions in different topics each year
Milestones: 2020 Survey

- Consultant Formally Engaged June
- Questions Finalized in early July
- Survey Conducted late July to late August
- Results Delivered during September
- **Ongoing**: Roundtables & Sponsor Webinars
- **In Development/ Embargoed**: County Press Releases, Updated Website
• **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%
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 Race/ Eth: 2020

* Latinx may be of any race
The Biggest Problem?: The Change from 2019 to 2020

- Transportation: 10% (2019), 18% (2020)
- Crime: 8% (2019), 16% (2020)
- Public Education: 8% (2019), 10% (2020)
- Human Services: 9% (2019), 8% (2020)
- Economy: 7% (2019), 15% (2020)
- Other: 5% (2019), 5% (2020)
- Public Health: 7% (2019), 17% (2020)
- Taxes: 8% (2019), 5% (2020)
- DK: 4% (2019), 5% (2020)
- Race Relations: 12% (2019), 4% (2020)
## The Biggest Problem?: Other Angles

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**METRO ATLANTA SPEAKS**

Regional impact + local relevance
The Biggest Problem?: 2020 by Age Group

- Transportation: 11.7% (18-34), 10.4% (35-49), 11.8% (50-64), 14.2% (65+), 10.0% (Overall)
- Race Relations: 14.2% (18-34), 14.8% (35-49), 16.2% (50-64), 21.6% (65+), 15.0% (Overall)
- Economy: 16.2% (18-34), 14.8% (35-49), 16.3% (50-64), 16.7% (65+), 16.3% (Overall)
- Crime: 16.3% (18-34), 16.7% (35-49), 19.4% (50-64), 21.6% (65+), 20.0% (Overall)
- Public Health: 16.7% (18-34), 19.4% (35-49), 16.3% (50-64), 10.3% (65+), 15.0% (Overall)
- Public Education: 7.5% (18-34), 7.5% (35-49), 7.5% (50-64), 7.5% (65+), 7.5% (Overall)
- Human Services: 5.5% (18-34), 4.9% (35-49), 5.2% (50-64), 5.9% (65+), 5.2% (Overall)
- Taxes: 5.1% (18-34), 4.9% (35-49), 5.2% (50-64), 7.9% (65+), 5.2% (Overall)
- Other: 7.9% (18-34), 5.1% (35-49), 5.2% (50-64), 5.2% (65+), 5.2% (Overall)
- DK: 5.2% (18-34), 5.2% (35-49), 5.2% (50-64), 5.2% (65+), 5.2% (Overall)
Question: For Pre-Pandemic Workers...

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

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

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

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

- 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

* % of 2,900 respondents employed as of the beginning of the pandemic

- 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%
Pre-Pandemic Employed “Changes in Pandemic” by Race: 2020

- Latino*
- Other
- White
- Black

1. None of the above
   - Latino*: 17.5%
   - Other: 12.8%
   - White: 20.6%
   - Black: 17.5%

2. Quit job for safety reasons
   - Latino*: 12.7%
   - Other: 5.0%
   - White: 6.6%
   - Black: 6.6%

3. Worked from home
   - Latino*: 17.5%
   - Other: 17.5%
   - White: 29.1%
   - Black: 29.1%

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

5. Remained Employed - Reduced hours
   - Latino*: 22.5%
   - Other: 26.2%
   - White: 28.3%
   - Black: 28.3%

6. Laid off, terminated or furloughed
   - Latino*: 19.1%
   - Other: 26.2%
   - White: 29.0%
   - Black: 29.0%
Confidence in Ability to Pay Next Mortgage or Rent Payment...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:
- Less than Very Confident
- Very confident
- Other*
Confidence in Ability to Pay Mortgage or Rent...By Age Group: 2020

- Less than Very Confident
- Very confident
- Other*

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

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

50-64:
- Less than Very Confident: 25.0%
- Very confident: 66.7%
- Other*: 11.6%

65+:
- Less than Very Confident: 15.4%
- Very confident: 56.3%
- Other*: 28.3%
Question: For All Respondents...

Since March of this year, have you received food from an organization such as a church or a food bank to help feed you and your family?

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

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<tr>
<td>Latino*</td>
<td>28.6%</td>
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Legend: Red = Yes, Green = No, Blue = DK
Received Food from a Food Bank Since March: By Age Group, 2020

18-34: 74.1% No, 23.3% Yes
35-49: 78.2% No, 21.4% Yes
50-64: 87.8% No, 11.4% Yes
65+: 89.7% No, 10.3% Yes
Question: For All Respondents...

Some people have a hard time dealing with financial emergencies, while others are better able to handle these situations....

We’d like to get a feel for how people would deal with an unexpected financial emergency. Suppose you had to come up with $400 for such an emergency. Which of the following best describes how you would handle such a situation?

1. You would pay for it with cash, check or debit card...
2. You would put it on a credit card...
3. You would borrow money from someone...
4. You would sell or pawn something to get the money, or...
5. You would not be able to get the money right now?
6. DK/NA
Could Pay for a $400 Emergency with...by Race/Ethnicity: 2020

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

Cash, Check, Debit vs. Other Options

- **White**: 43.4%
- **Black**: 44.4%
- **Other**: 42.5%
- **Latino**: 40.0%
Could Pay for a $400 Emergency with...by Age Group: 2020

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Could Pay for a $400 Emergency with...by Race/Ethnicity: 2020

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

**Cash, Check, Debit** vs. **Other Options**
Question: For All Respondents...

We’d like to get your opinions on some issues related to the COVID-19 pandemic that have been experiencing for several months now...

When considering your own wellbeing, has COVID-19 been a greater threat to...
<the first two response items will be randomly ordered for each respondent>

1. Your health...
2. Your finances...
3. Both your health and finances, or...
4. Neither?
5. (Respondent offers) DK/NA
Delay of Medical Care? By Region & County: 2020

- DeKalb: Yes 46.6%, No 49.2%, DK 4.1%
- Henry: Yes 45.8%, No 50.0%, DK 4.3%
- Cobb: Yes 44.6%, No 53.1%, DK 1.2%
- City of Atlanta: Yes 44.3%, No 53.9%, DK 1.7%
- Fayette: Yes 43.8%, No 55.8%, DK 0.5%
- Clayton: Yes 43.3%, No 52.8%, DK 4.0%
- ARC 10: Yes 41.1%, No 55.4%, DK 3.5%
- Rockdale: Yes 40.4%, No 57.6%, DK 1.0%
- Fulton: Yes 40.3%, No 56.3%, DK 3.4%
- Douglas: Yes 39.0%, No 59.8%, DK 1.3%
- Gwinnett: Yes 35.3%, No 60.5%, DK 4.3%
- Cherokee: Yes 31.3%, No 63.4%, DK 5.2%
Race Relations
Discrimination against Black People is a Serious Problem” by Area(s): 2020

City of Atlanta
- Strongly Agree: 63.7%
- Agree: 25.8%
- Disagree: 5.1%
- Strongly Disagree: 3.7%
- DK: 0.0%

DeKalb
- Strongly Agree: 60.8%
- Agree: 26.7%
- Disagree: 5.3%
- Strongly Disagree: 4.0%
- DK: 0.0%

Clayton
- Strongly Agree: 64.0%
- Agree: 19.8%
- Disagree: 6.3%
- Strongly Disagree: 7.3%
- DK: 0.0%

Fulton
- Strongly Agree: 55.4%
- Agree: 27.7%
- Disagree: 8.8%
- Strongly Disagree: 5.7%
- DK: 0.0%

ARC 10
- Strongly Agree: 49.6%
- Agree: 27.2%
- Disagree: 12.3%
- Strongly Disagree: 7.2%
- DK: 0.0%

Douglas
- Strongly Agree: 49.8%
- Agree: 26.8%
- Disagree: 12.8%
- Strongly Disagree: 9.3%
- DK: 0.0%

Gwinnett
- Strongly Agree: 41.6%
- Agree: 31.1%
- Disagree: 16.3%
- Strongly Disagree: 6.8%
- DK: 0.0%

Rockdale
- Strongly Agree: 46.3%
- Agree: 26.3%
- Disagree: 17.8%
- Strongly Disagree: 8.3%
- DK: 0.0%

Cobb
- Strongly Agree: 45.4%
- Agree: 25.7%
- Disagree: 14.7%
- Strongly Disagree: 9.0%
- DK: 0.0%

Henry
- Strongly Agree: 44.5%
- Agree: 22.5%
- Disagree: 16.3%
- Strongly Disagree: 12.0%
- DK: 0.0%

Fayette
- Strongly Agree: 34.9%
- Agree: 29.2%
- Disagree: 18.7%
- Strongly Disagree: 11.0%
- DK: 0.0%

Cherokee
- Strongly Agree: 27.9%
- Agree: 29.9%
- Disagree: 24.9%
- Strongly Disagree: 13.0%
- DK: 0.0%
“Discrimination against Black People is a Serious Problem”
by Age Group: 2020

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>64.6%</td>
<td></td>
<td>25.5%</td>
<td>4.4%</td>
<td>3.8%</td>
</tr>
<tr>
<td>35-49</td>
<td>53.1%</td>
<td></td>
<td>23.5%</td>
<td>12.7%</td>
<td>5.2%</td>
</tr>
<tr>
<td>50-64</td>
<td>39.3%</td>
<td>29.8%</td>
<td>16.2%</td>
<td>11.4%</td>
<td></td>
</tr>
<tr>
<td>65+</td>
<td>32.1%</td>
<td>32.1%</td>
<td>20.8%</td>
<td>10.3%</td>
<td></td>
</tr>
</tbody>
</table>
“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%
  - DK: 4.2%
Question: For All Respondents...

If a typical white family in the United States has 100 units of overall wealth, how many units of overall wealth does the typical Black family have?

(INTERVIEWER: Code number of units 0 – 100. DK/NA = 999)
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
“How Should Police Best Be 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%

DK:
- DeKalb: 3.0%
- Fulton: 4.5%
- City of Atlanta: 3.1%
- ARC10: 4.8%
- Clayton: 4.8%
- Gwinnett: 5.5%
- Cobb: 5.0%
- Douglas: 3.3%
- Fayette: 7.3%
- Henry: 7.0%
- Rockdale: 2.8%
- Cherokee: 6.5%
- Respond to all calls: 48.4%
- Leave non-violent calls to other agencies: 49.6%
- DK: 44.0%
- Respond to all calls: 43.5%
- Leave non-violent calls to other agencies: 41.5%
- DK: 39.7%
- Respond to all calls: 40.3%
- Leave non-violent calls to other agencies: 36.1%
- DK: 35.5%
- Respond to all calls: 38.8%
- Leave non-violent calls to other agencies: 25.7%
“How Should Police Best Be Utilized?: by Age Group: 2020

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Respond to all calls</th>
<th>Leave non-violent calls</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>57.2%</td>
<td>37.2%</td>
<td>5.6%</td>
</tr>
<tr>
<td>35-49</td>
<td>50.5%</td>
<td>45.9%</td>
<td>3.7%</td>
</tr>
<tr>
<td>50-64</td>
<td>59.6%</td>
<td>35.6%</td>
<td>4.8%</td>
</tr>
<tr>
<td>65+</td>
<td>66.0%</td>
<td>28.7%</td>
<td>5.3%</td>
</tr>
</tbody>
</table>
“How Should Police Best Be 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%
The Future
<table>
<thead>
<tr>
<th>County</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>

**Looking Ahead 3-4 Years... 2020**

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

**Better in 3-4 years** | **Worse in 3-4 years** | **About the same** | **DK**
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://atlanteregional.org/plans-reports/metro-atlanta-speaks-survey-report/. Also, there is a separate methodology tab available on this dashboard.

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

An Eye on the Key Trends in Metro Atlanta

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

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

The 2019 survey offered some fresh insights.

2019 Metro Atlanta Speaks Survey
**Metro Atlanta Speaks**

Highlights of the Metro Atlanta Speaks survey results.

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

A series of interactive maps explores where metro Atlantans age 55 and older live, where they are more likely to be living in poverty.

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

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

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

**Most Popular Posts**
- Regional Snapshot: Population Forecasts and Future Race and Age Trends
  - 339 views
- Friday Factday: Promising Careers in Georgia
  - 224 views
- Regional Snapshot: 2019 Population Estimates—Holding the Line on Growth
  - 173 views
- Monday Mapday: Interactive Map of Atlanta Homicide Data
  - 152 views
- Monday Mapday: A Tract-Level View of County Migration
  - 107 views

**Categories**
- Public Health (55)
- Other Demographics (51)