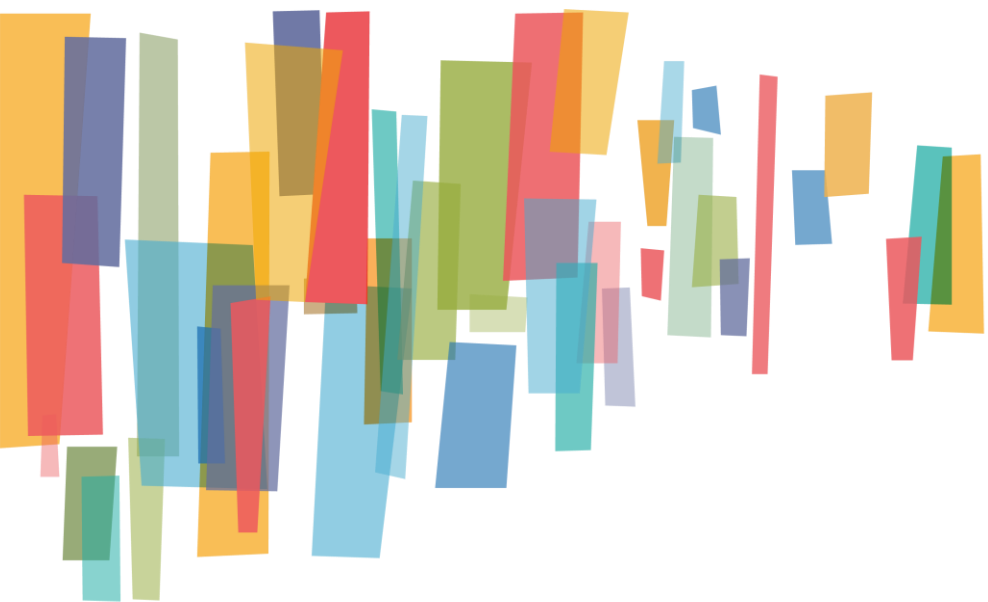




METRO ATLANTA SPEAKS



Close-Up 2023: Senior (65+) Sentiments

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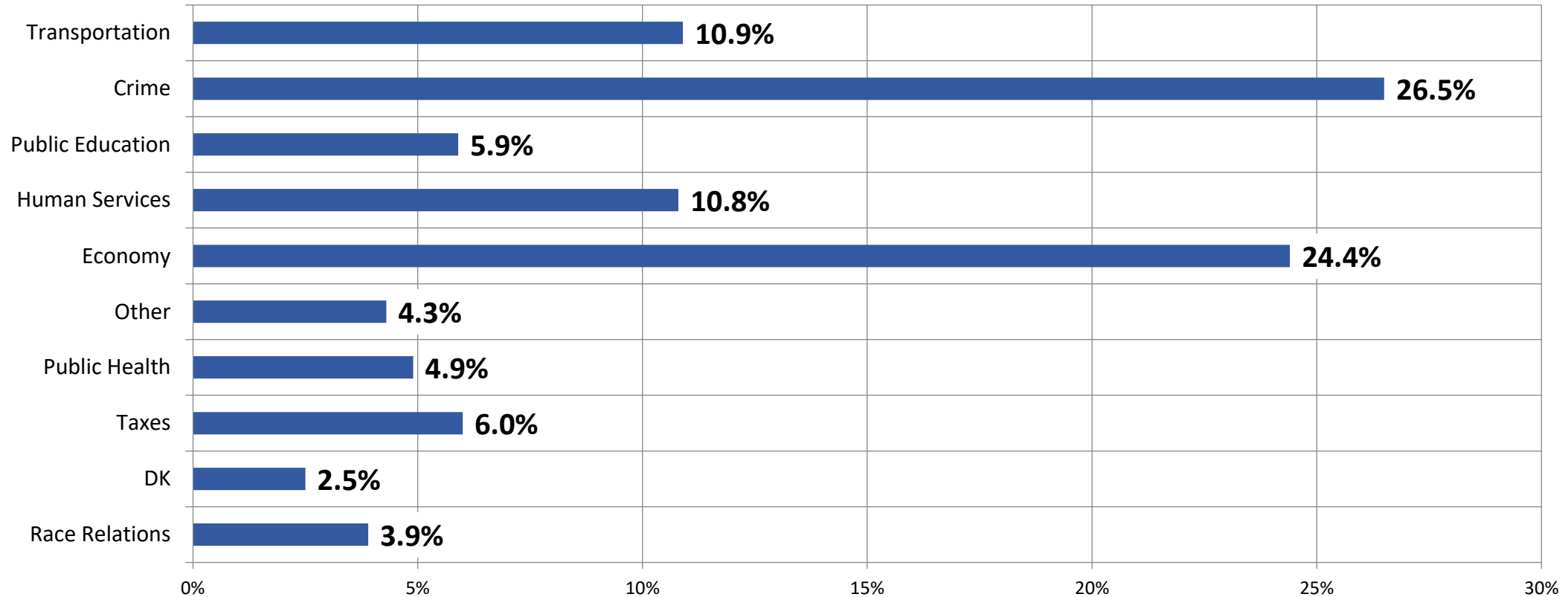
Reminder: What's MAS For?

- Administered since 2013 (varying areas and formats)
- Goals of the Survey
 - Assess Perceptions
 - Define Priorities
 - Gauge Opinions
 - Demographic Crosstabs-- include results by age group
- Latest iteration
 - Conducted August 2023
 - Hybrid of Phone and Online Surveys
 - 4,500 respondents; county significance

Highlights: Senior Opinion “Close-Up”

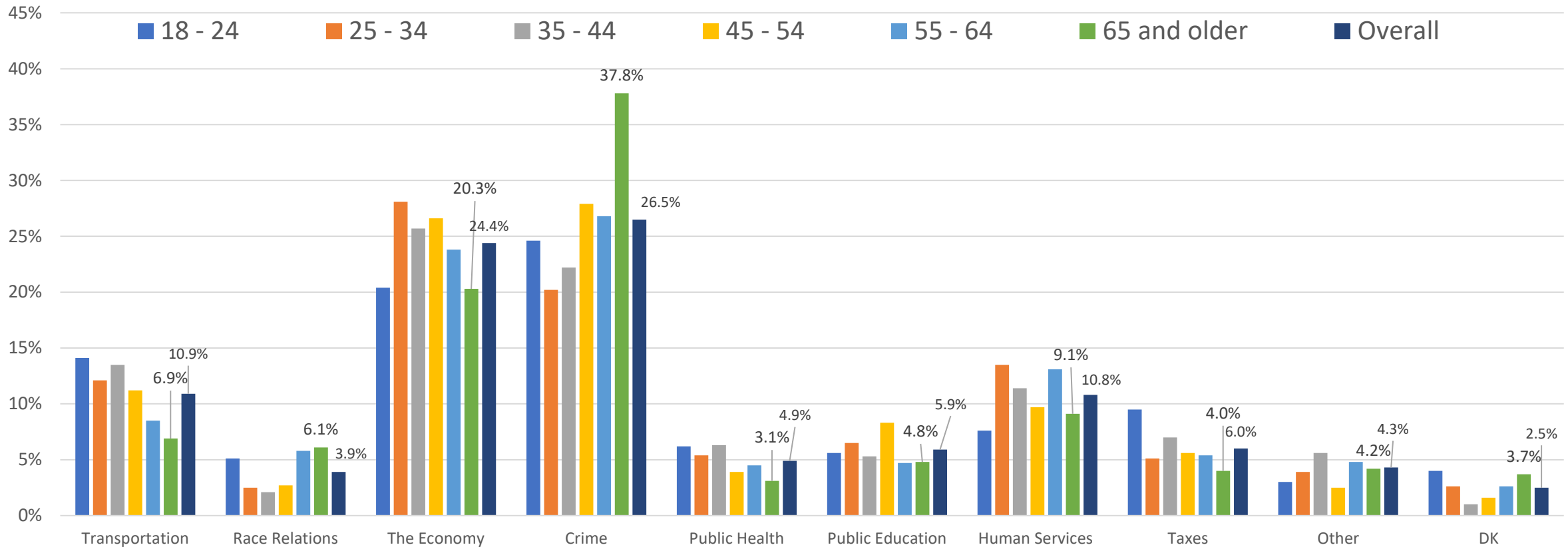
- Survey respondents said that the top three issues were: Crime (26.5%), Economy (24.4%), and Transportation (10.9%). For those 65+, 37.8% --nearly 4 in 10-- said **Crime** was the biggest problem, while 20.3% of seniors said it was the Economy, and 9.1% of older adults said Human Services. By way of comparison, only around 2 in 10 of respondents aged 25-44 said Crime was the biggest problem. However, 68.8% of older adults said they feel safe walking at night in their neighborhood-- and all other age groups responded similarly.
- **Transportation** is relatively less of an issue for older adults than for other age groups. Only 7% of seniors rated Transportation the region's biggest problem. Just 35.2% of those 65+ indicated that they agreed or strongly agreed that they would pay more taxes to fund expanded public transit with this proposal. This was the lowest of any age group.
- Not surprisingly, older residents were relatively less likely to own an **electric vehicle** “now” (at 3.5% compared to 9% in the overall sample across age groups). It's worthy of note however that the 65+ are only slightly less likely than other age groups to say that they plan to own an EV in the next ten years.
- Seniors --at 8 in 10 (and all age groups)-- are generally in agreement about the existence of and/or global impact of **climate change** over the next ten years. A slightly lower share of those 65+ --but still 3 in 4-- said that climate change will be a major threat to the Atlanta metro area over the next ten years.
- The survey also made it clear that the longer one lived in the Atlanta region, the more likely they would want to stay in the region but **move to a different neighborhood** if given the opportunity. This includes a lot of seniors that want to age in place.
- And optimism about **the region's future** of is (as typical) slightly lower than with other age groups. 58.7% of respondents 65 and older indicated that in the next 3 or 4 years living conditions in Metro Atlanta will be better or about the same. This compares to 68.1% of respondents ages 18-24!

Of the following, which issue is the biggest problem facing residents in the Metro Atlanta area today? Is it...



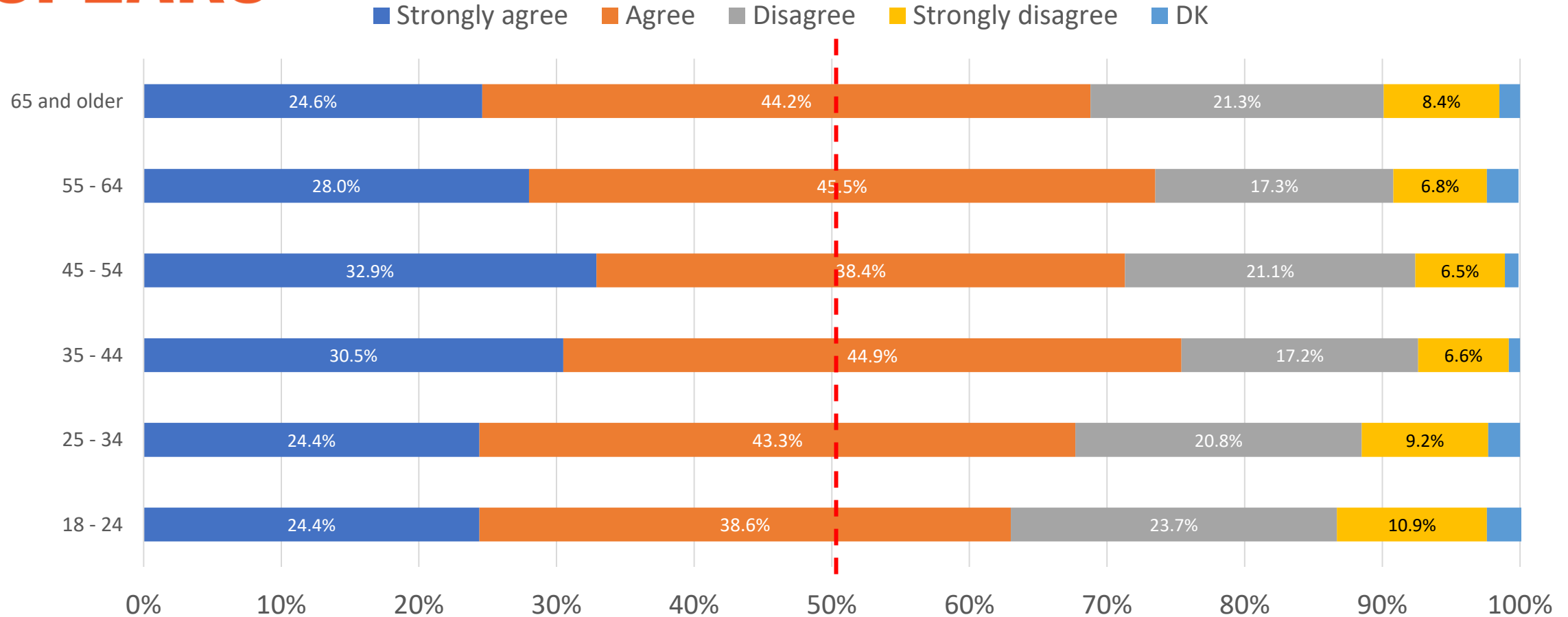
One question asked in the Metro Atlanta Speaks survey every year is: Which issue is the biggest problem facing the residents of Metro Atlanta today? Overall, the survey respondents said that the top three issues were: Crime (26.5%), Economy (24.4%), and Transportation (10.9%).

Of the following, which issue is the biggest problem facing residents in the Metro Atlanta area today? Is it...



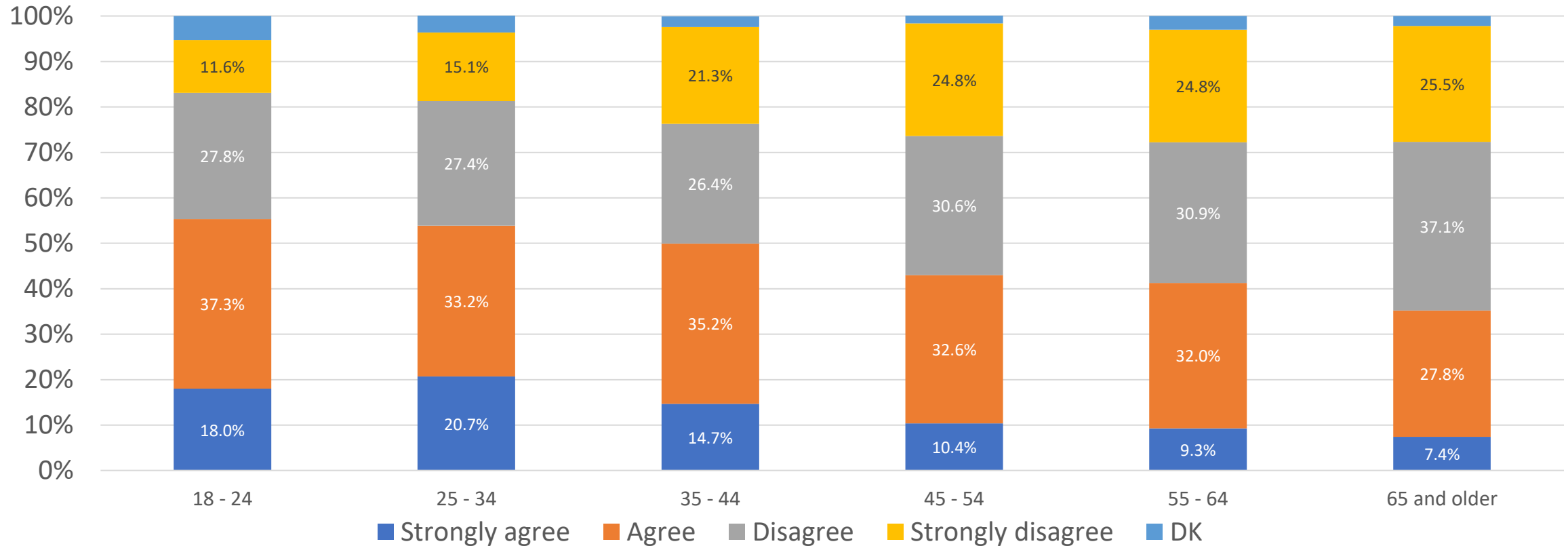
How did older adult respondents answer this question? 37.8% of seniors said Crime was the biggest problem, while 20.3% of seniors said it was the Economy, and 9.1% of older adults said Human Services. This closely follows the opinions of overall respondents, but with greater emphasis on Crime and Human Services.

"I feel safe walking at night in my neighborhood"



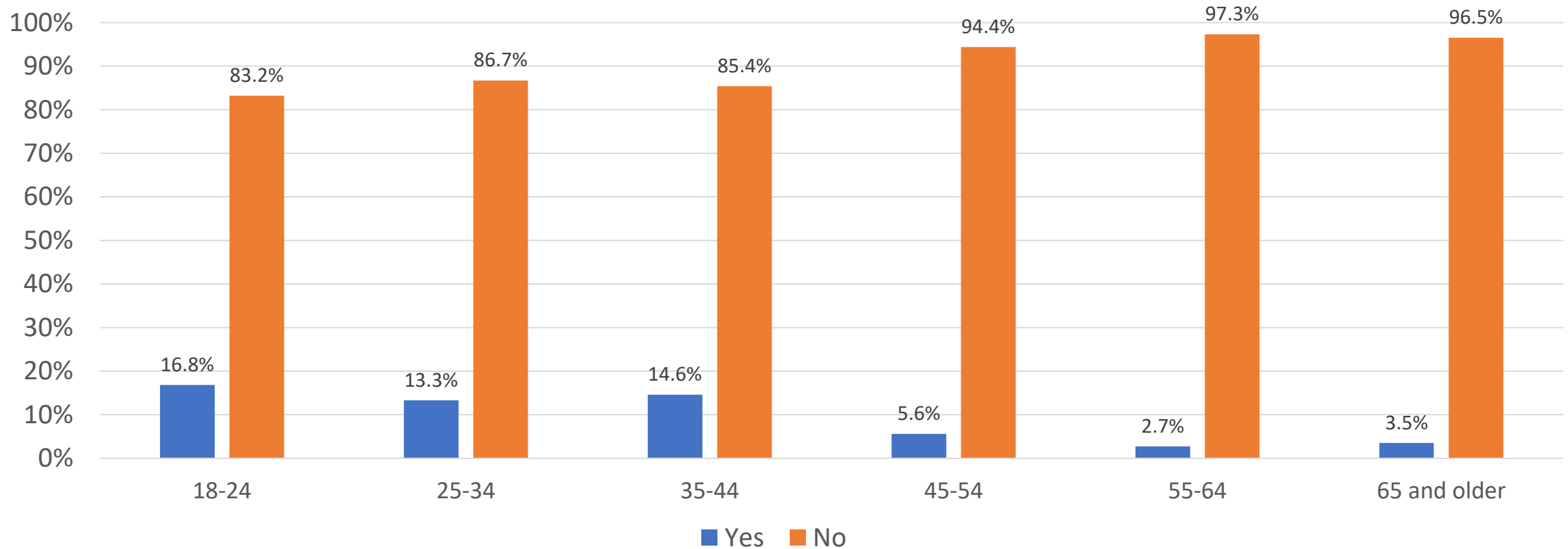
Despite their top concern being Crime, when asked by the survey 68.8% of older adults said they feel safe walking at night in their neighborhood. In fact, all other age groups responded similarly.

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



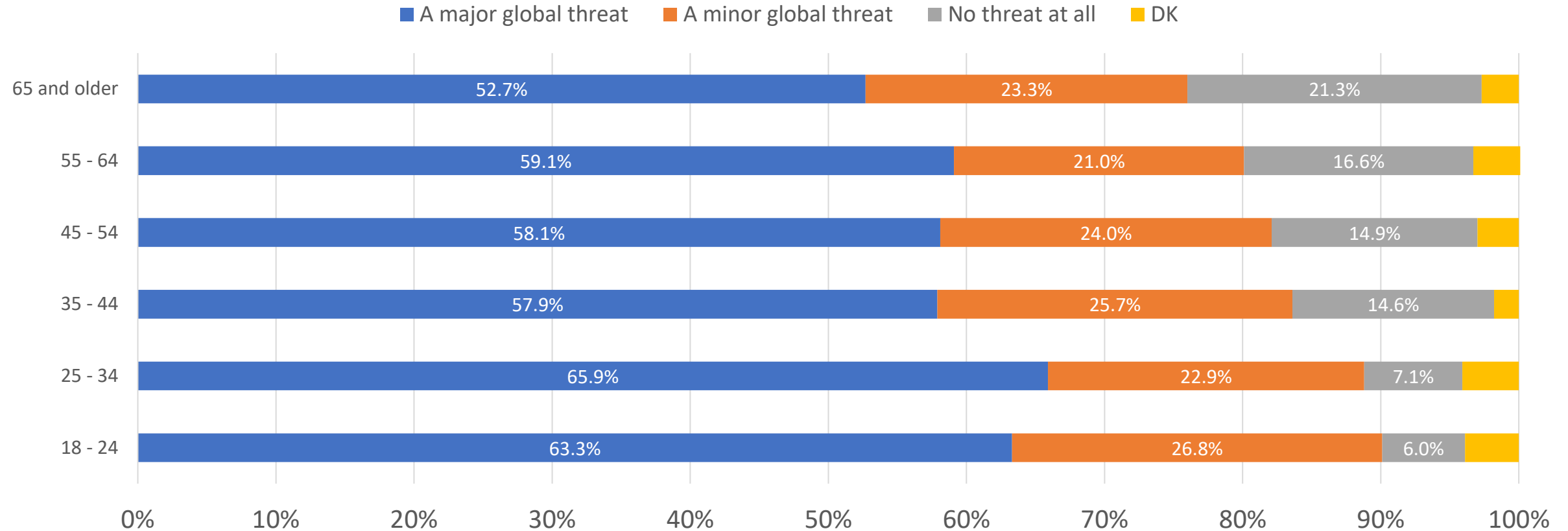
Looking at other modes of transportation, the survey asked if respondents would be willing to pay more in taxes to fund the expansion of public transit. Here only 35.2% of older adults indicated that they agreed or strongly agreed with this proposal. This was the lowest of any age group.

Do you own an electric vehicle?



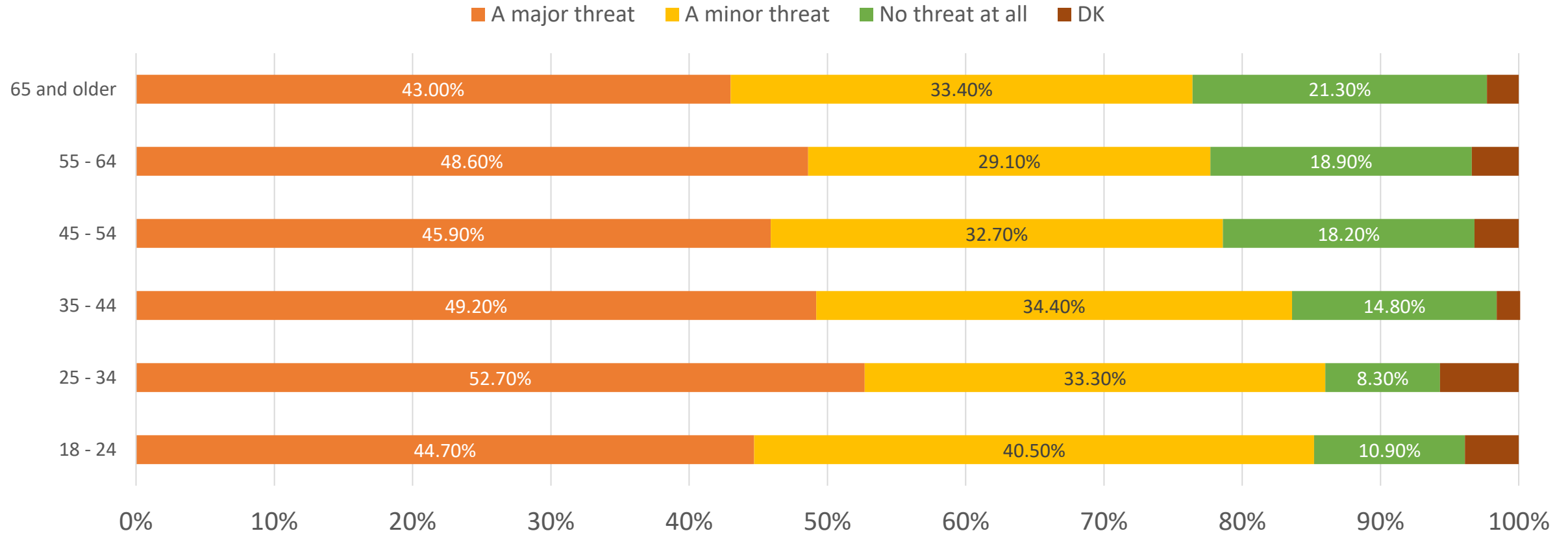
The Metro Atlanta Speaks survey also asked respondents if they owned an electric vehicle. Older adults age 65 and over were more likely to own an EV compared to their younger counterparts ages 55 to 64, but still had a pretty low adoption rate of 3.5%.

Thinking about climate change, how serious of a global threat do you feel it will be in the next 10 years? Will climate change be...



The survey also asked respondents how serious of a threat climate change will be in the next 10 years on a global and local level. Over half of older adult respondents said that climate change was a major global threat.

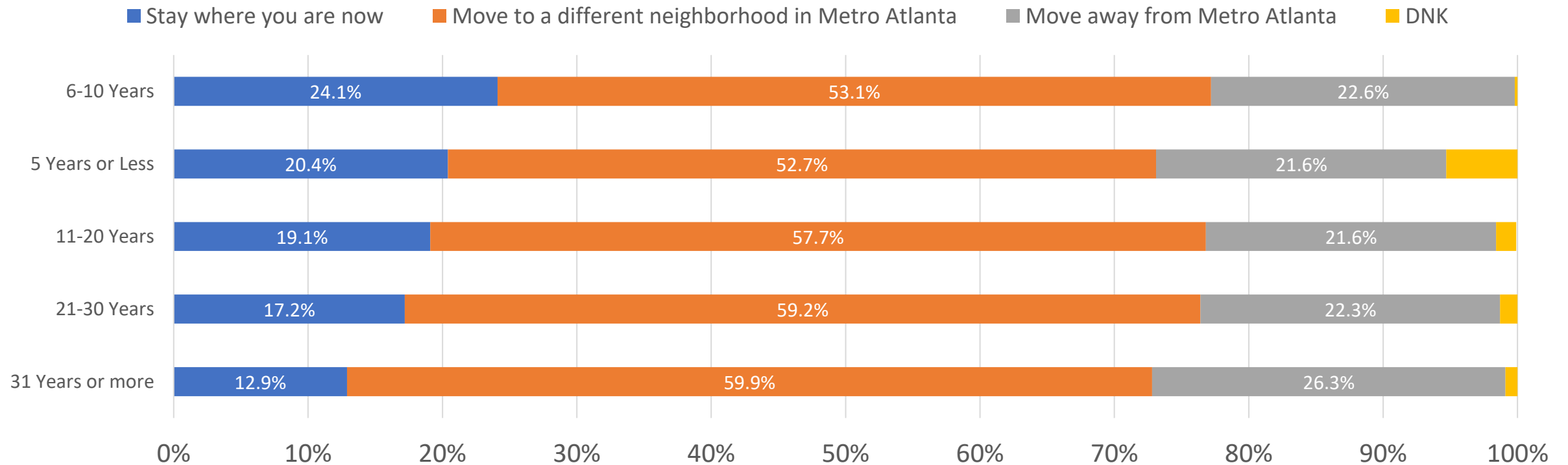
How serious a threat do you think climate change will be to the Atlanta metro area over the next ten years? Will it be...



However, locally that number was a little lower. Just 43% of respondents age 65 and older said that climate change will be a major threat to the Atlanta metro area over the next ten years.

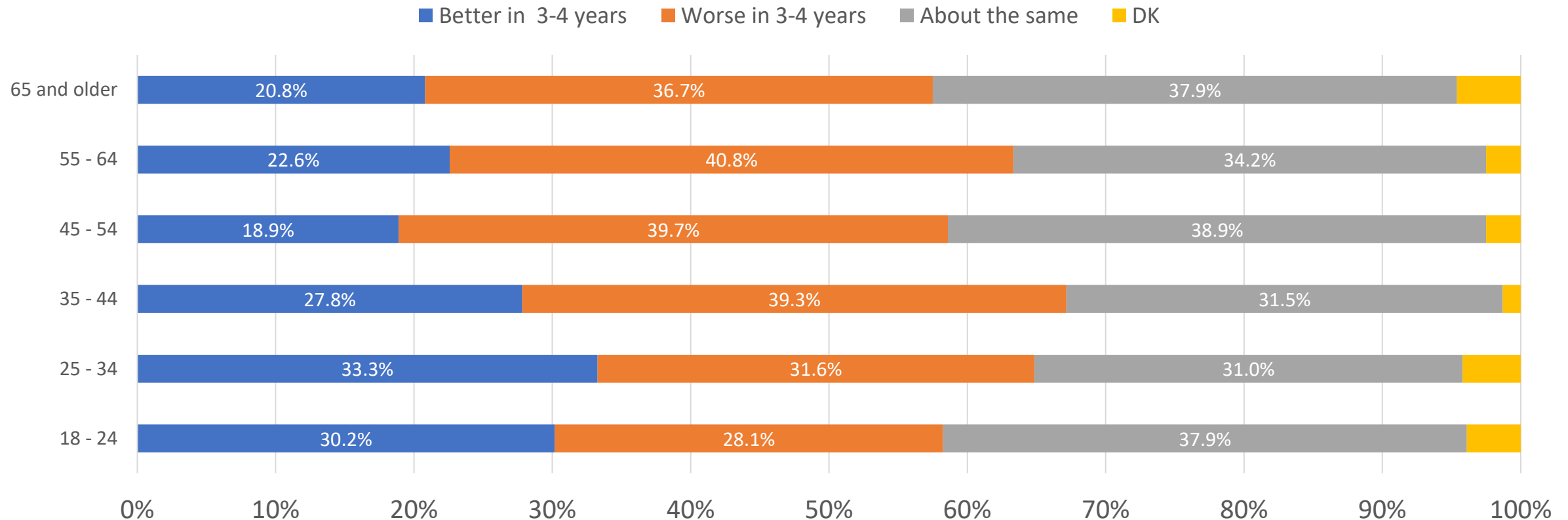
If you could, would you...

Move to a different neighborhood in the Metro Atlanta area, stay where you are now, or move away from metro Atlanta?



The survey also made it clear that the longer one lived in the Atlanta region, the more likely they would want to stay in the region but move to a different neighborhood if given the opportunity. This includes a lot of seniors that want to age in place.

As you look ahead to the next 3 or 4 years, do you think living conditions in the Metro Atlanta area THEN will be better, worse, or about the same as today?



Finally, how optimistic are older adults in the Atlanta region? 58.7% of respondents 65 and older indicated that in the next 3 or 4 years living conditions in Metro Atlanta will be better or about the same. Compare that with 68.1% of respondents ages 18-24!

- Atlanta Regional Commission Website
<https://atlantaregional.org/what-we-do/research-and-data/metro-atlanta-speaks-survey-report/>
- 33N Blog
<https://33n.atlantaregional.com/data-diversions/metro-atlanta-speaks-2023-previewing-the-results>

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