



# *Summary Slide Deck*

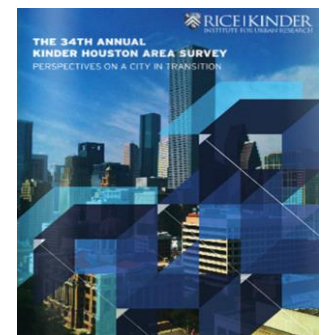
## 2019 Results Preview

{With Data from Prior Years}

By “Topic Module”

Research & Analytics, Center for Livable Communities, ARC

Jim Skinner: [jskinner@atlantaregional.org](mailto:jskinner@atlantaregional.org)



- 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; Stable Core of questions
- Demographic Crosstabs Critical
- Now in Seventh Year (2013 incept)

# ***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**
- **Since 2017, +-1.3@ MOE Region; 4-7% @ Subcounty**
- Different questions in “focus” areas each year

# METRO ATLANTA **SPEAKS**

## Specific Survey Sponsors 2019



United Way of  
Greater Atlanta



The Community Foundation  
FOR GREATER ATLANTA



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- **Transportation** stays the #1 concern, now for six of seven survey years
  - Recognition of Transit's importance to region near unanimous
  - A consistent plurality feel transit is the best fix for congestion
  - Almost half, regionally, support tax funding for transit (but the share is declining)
- **Economy** is pretty great, only a tick up from last year, with caveats still there
  - 7% as biggest problem, down from 24% in 2013
  - Still “cracks in the window” with financial stress, and concern with adequacy or lack of knowledge of service availability for low-income and elderly
- **Workforce (*new questions*)**—workers doing OK but would like to do better
  - Just 28% of respondents said their current job doesn't allow them to use their current education and skills to the fullest extent possible.
  - 91% say that for now, they aren't worried about losing their job to an automated process
  - But (more and better) training is the preferred mechanism to ensure health of the workforce, and
  - 83% would pursue training for better opportunities, with 6 of 10 saying that they would know where to find training
- **Housing (*new questions*)**--Affordability and neighborhood change are concerns
  - Nearly half (46%) of metro Atlanta residents said that if they had to move today, they could not afford to stay in their communities.
  - 57% of respondents said older homes in their communities are being replaced by new, more expensive housing.
  - 68% live in areas experiencing “property flipping,” in which homes are remodeled to be sold or rented at higher prices.
- Concern with **Crime Drops** (from last year)
  - Community Safety “perception” still quite positive, but declines in some areas
- **Quality of Life** and **Civic Involvement** assessments solidly stable, with uptick in participation for a few types of community activities
- Optimism for **The Future ticks up**, but remains measured (and quite variable at county level)



# TRANSPORTATION

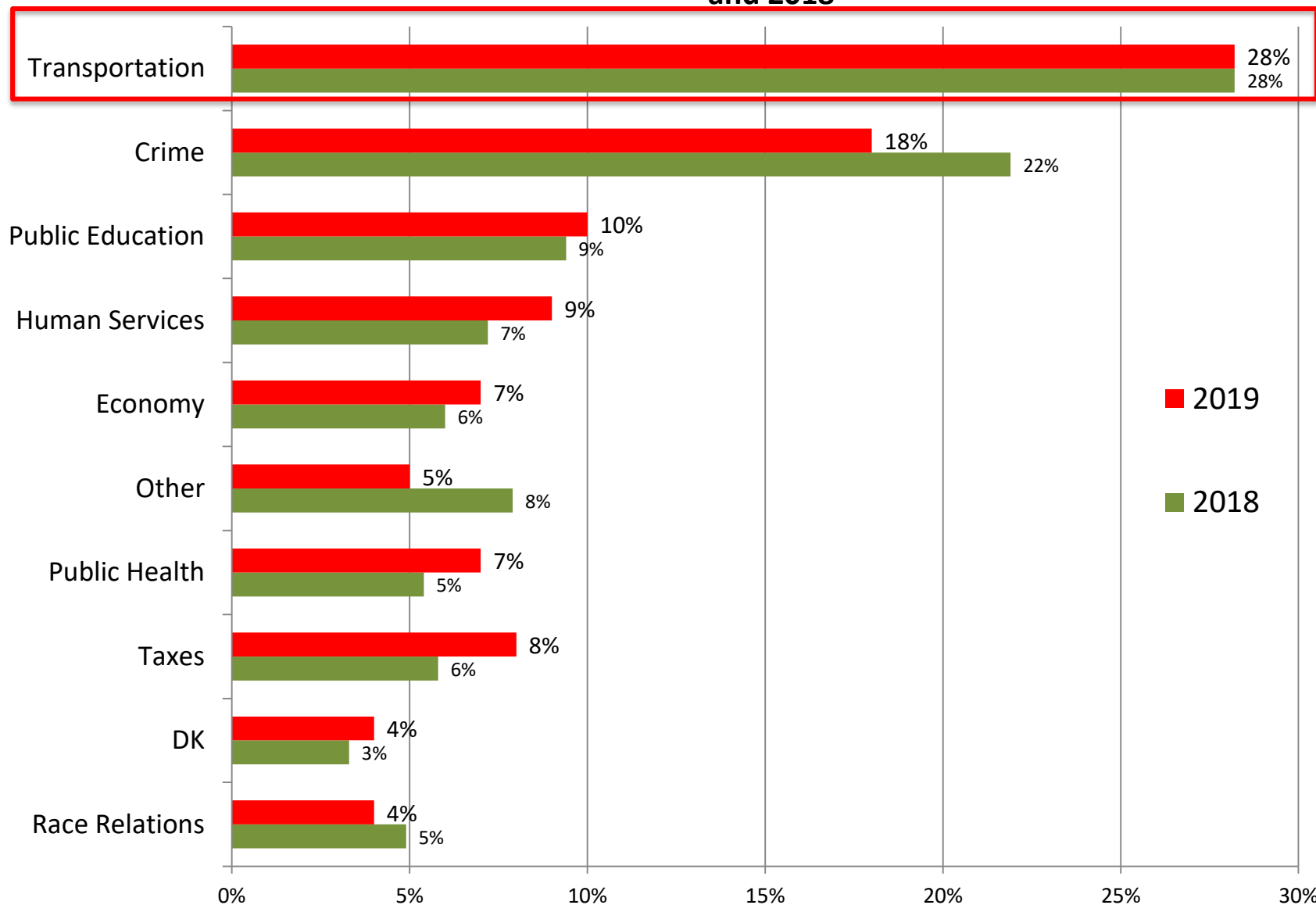


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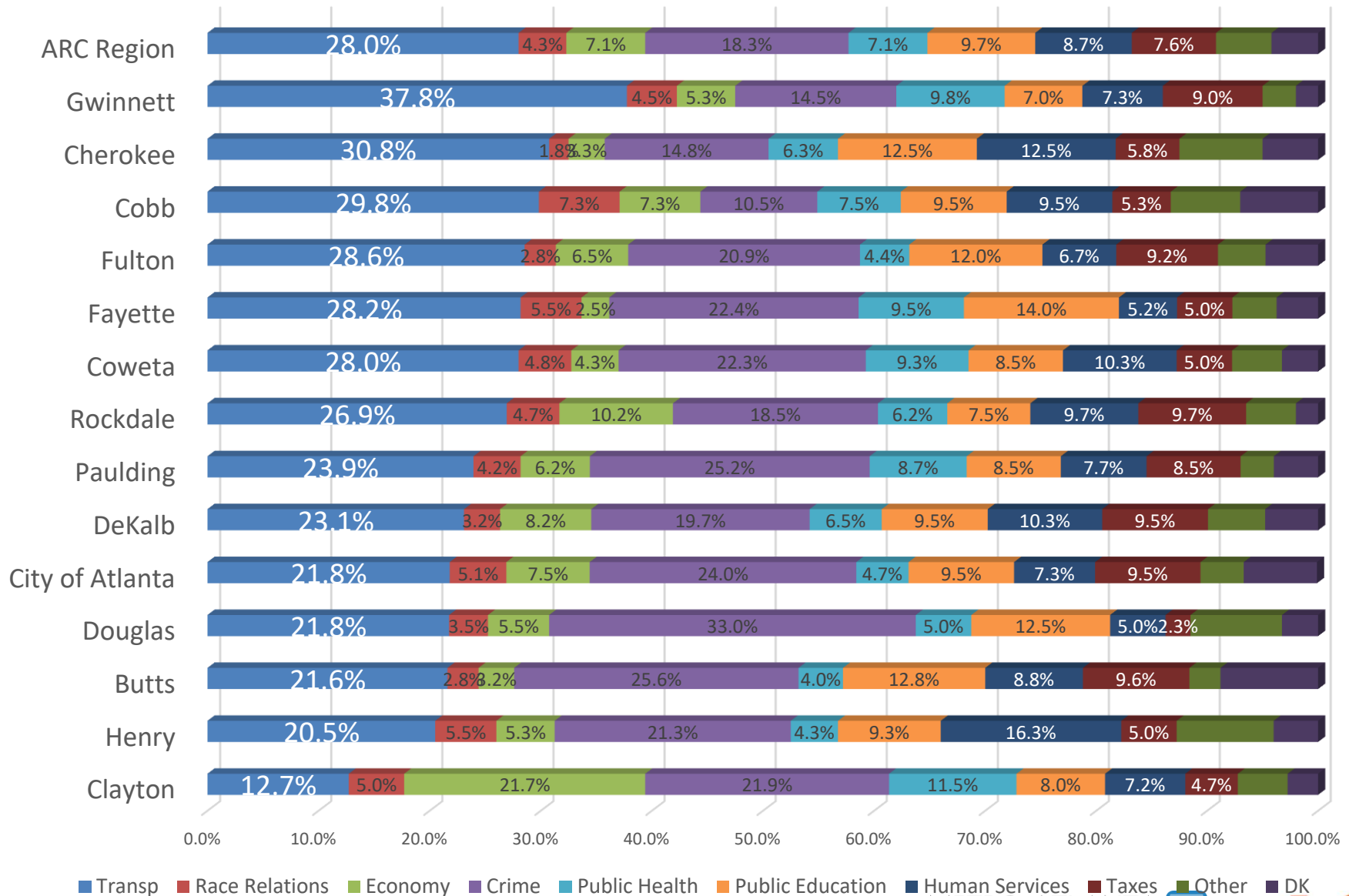
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## Biggest Problem Facing Residents in Metro--MAS Response Comparison 2019 and 2018

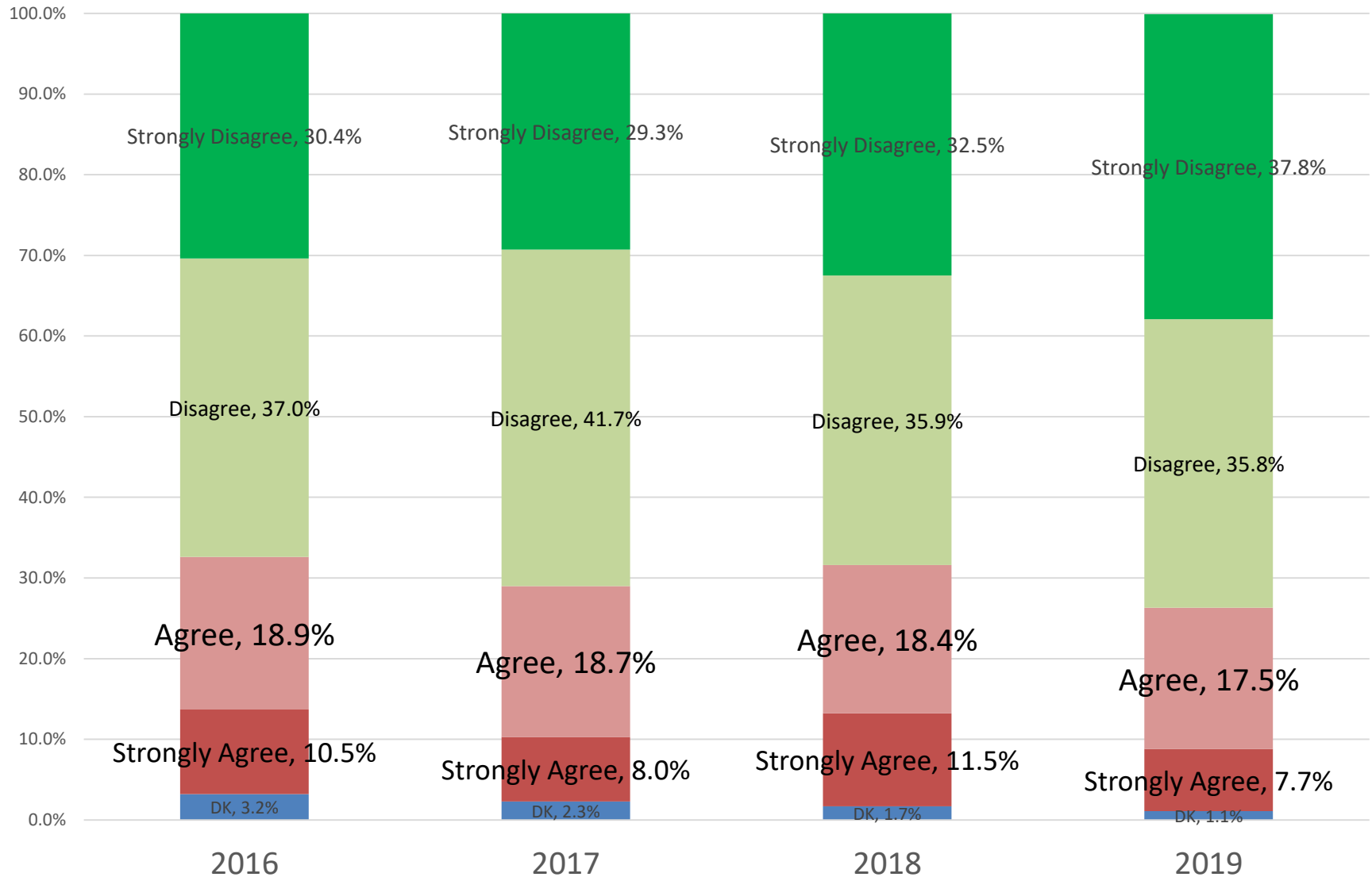


# Biggest Problem Facing Residents in Metro (Results by County)--MAS 2019

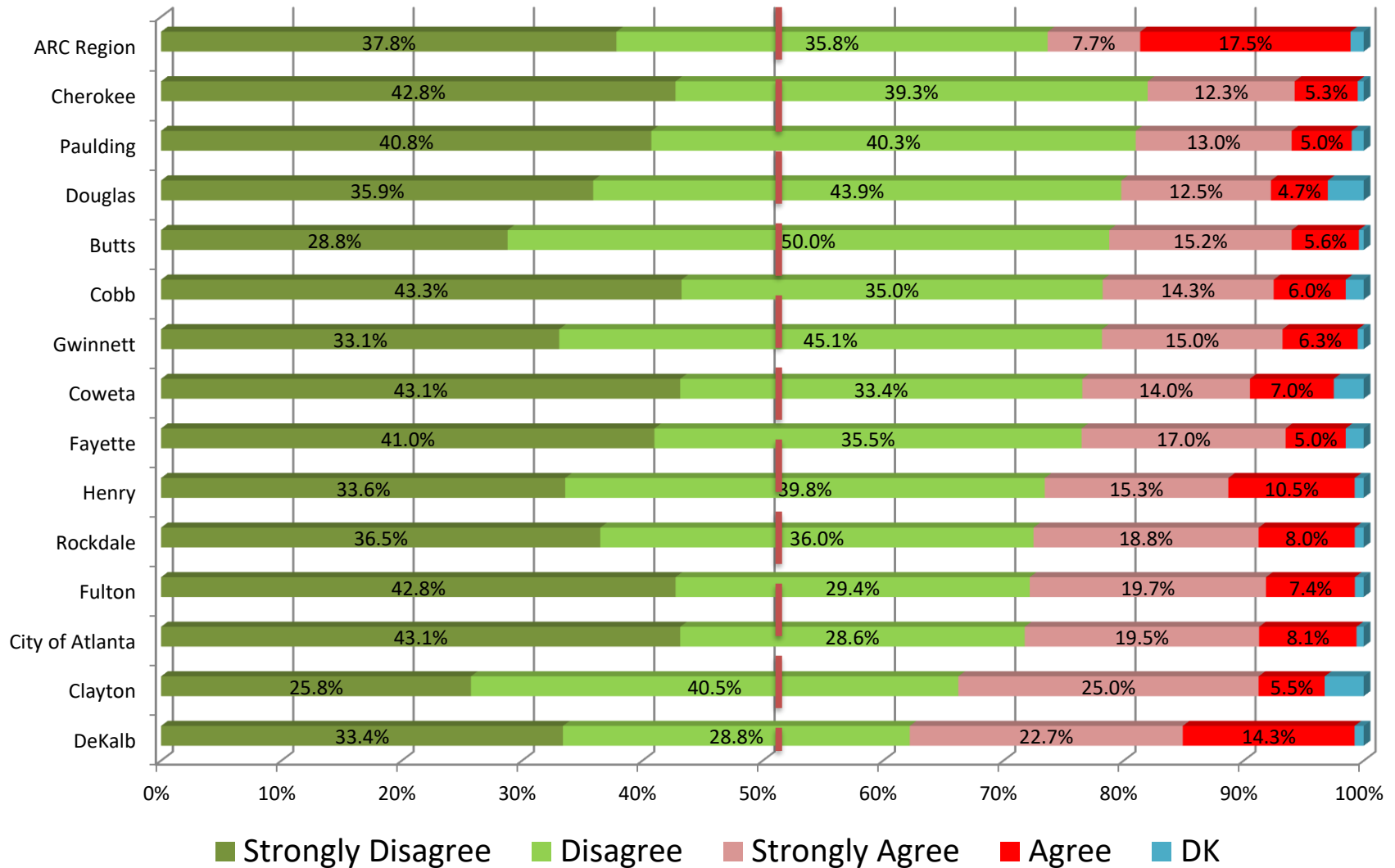




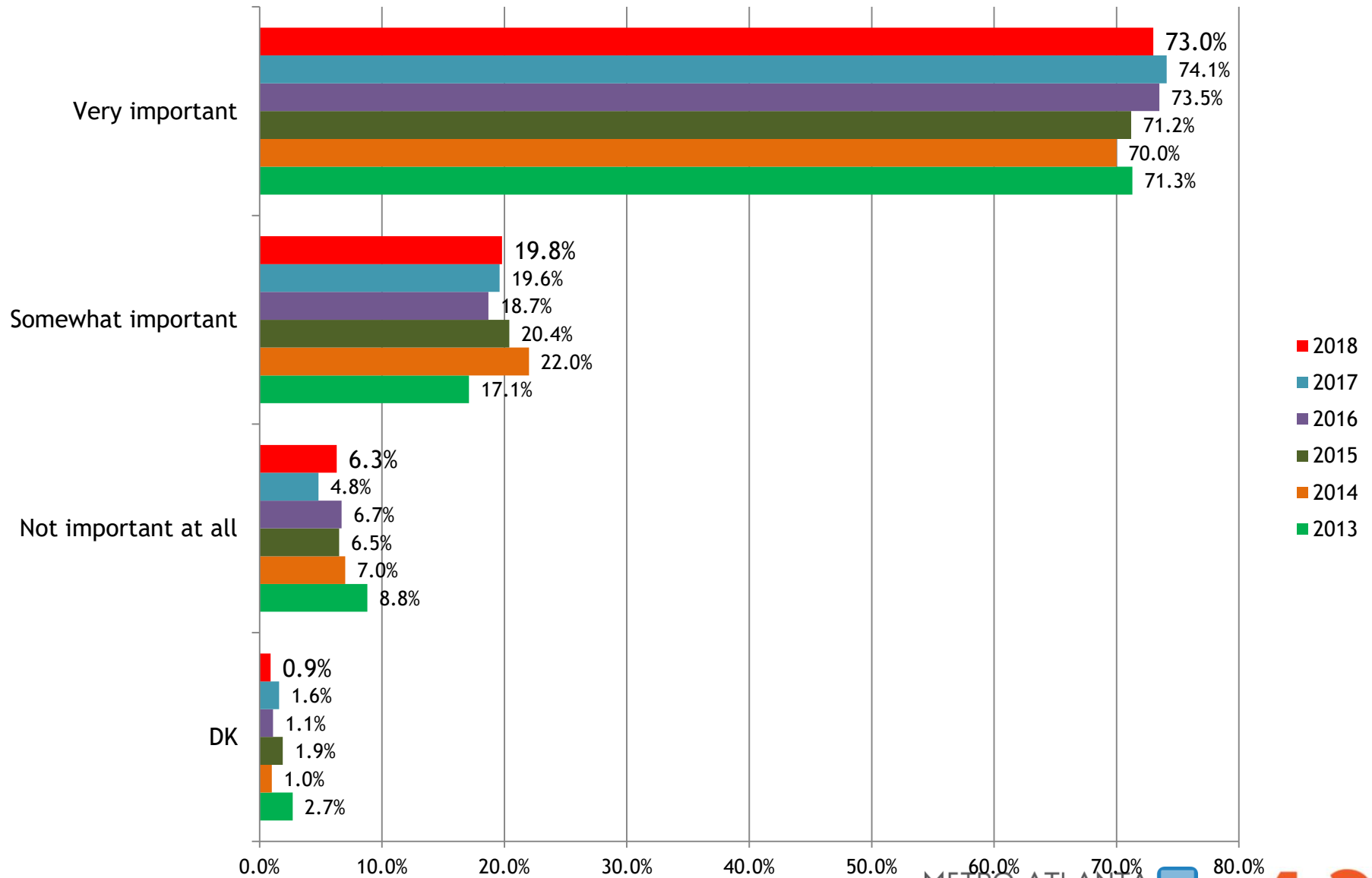
# MAS 2016-2019: "I Frequently Lack Transportation to Get to Places I Need to Go..."



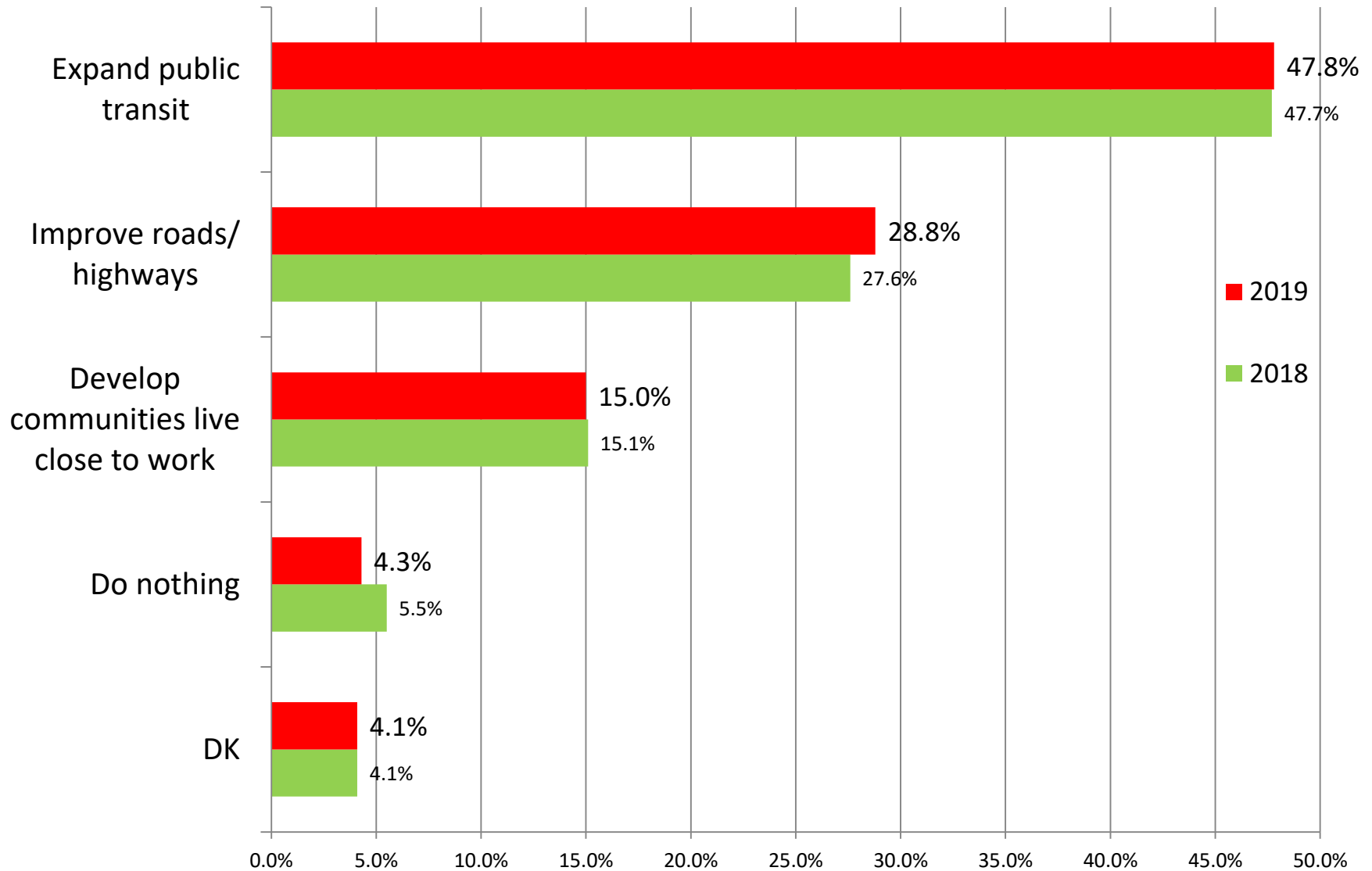
## Frequently Lack Transportation by County MAS 2019



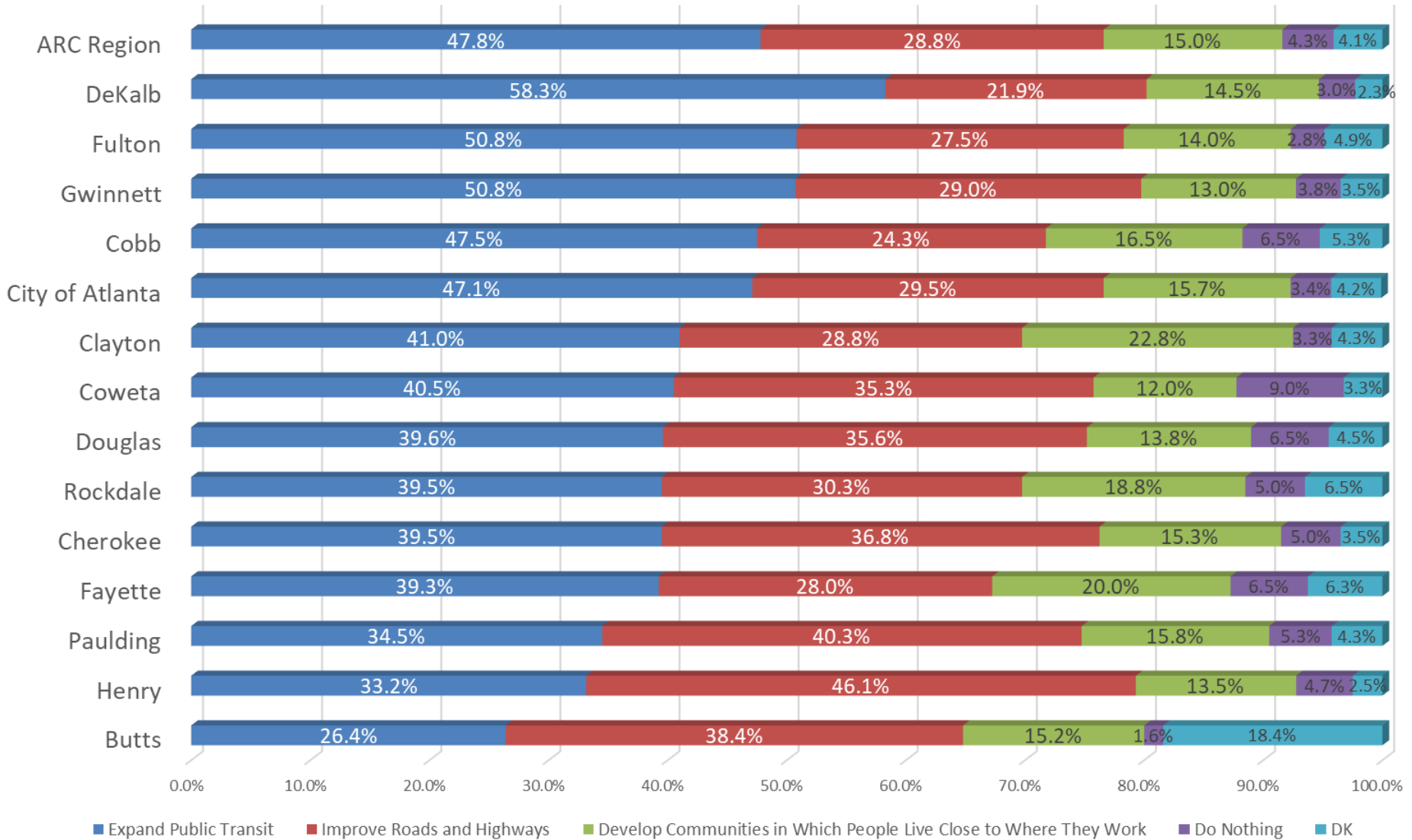
# Importance of Public Transit: MAS Responses 2013-2018



## Best Way to Fix Traffic--MAS Response Comparison 2019 and 2018



## Best Long-Term Solution to Traffic?: MAS 2019



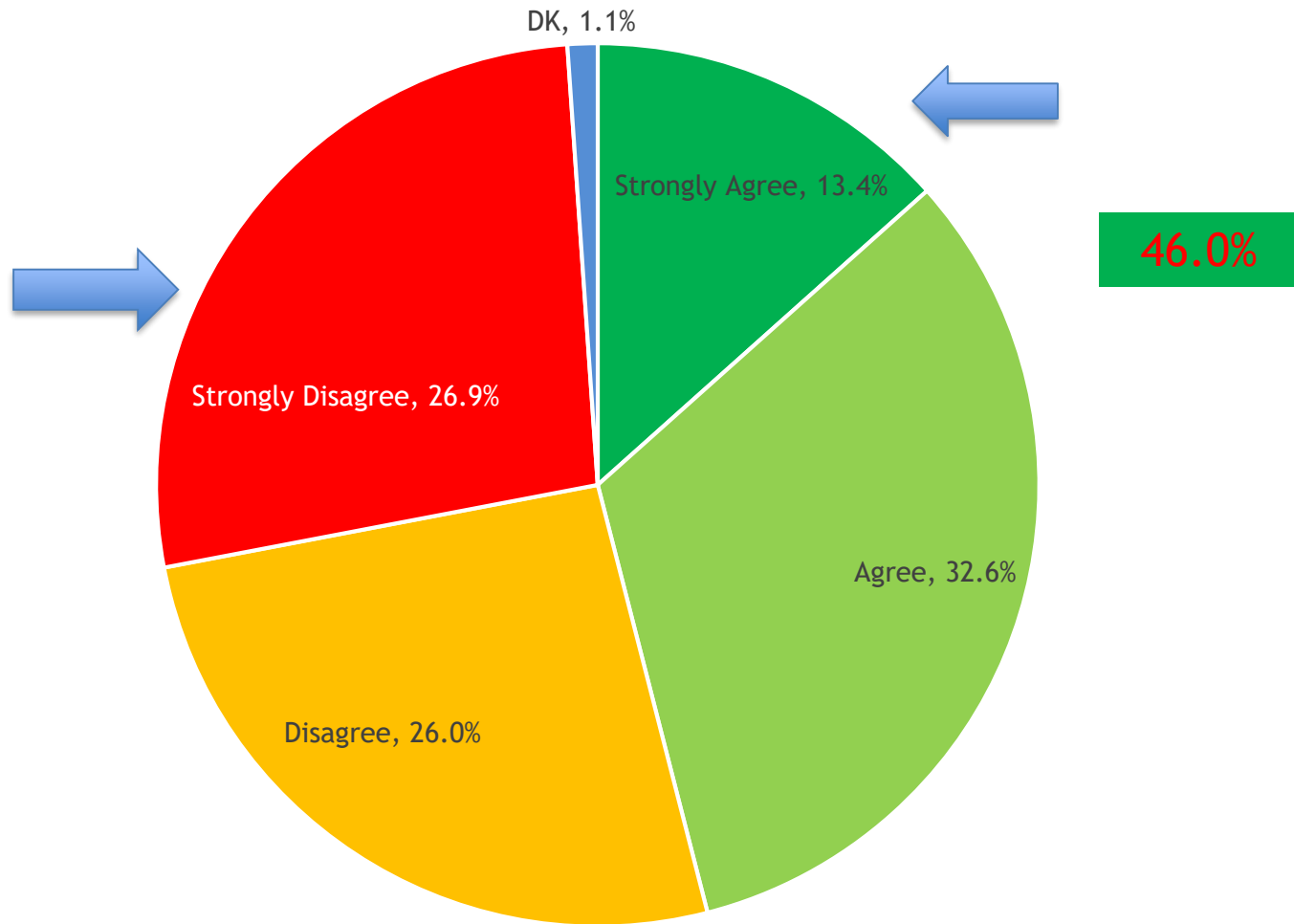
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**2019**

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



Strongly Agree Agree Disagree Strongly Disagree

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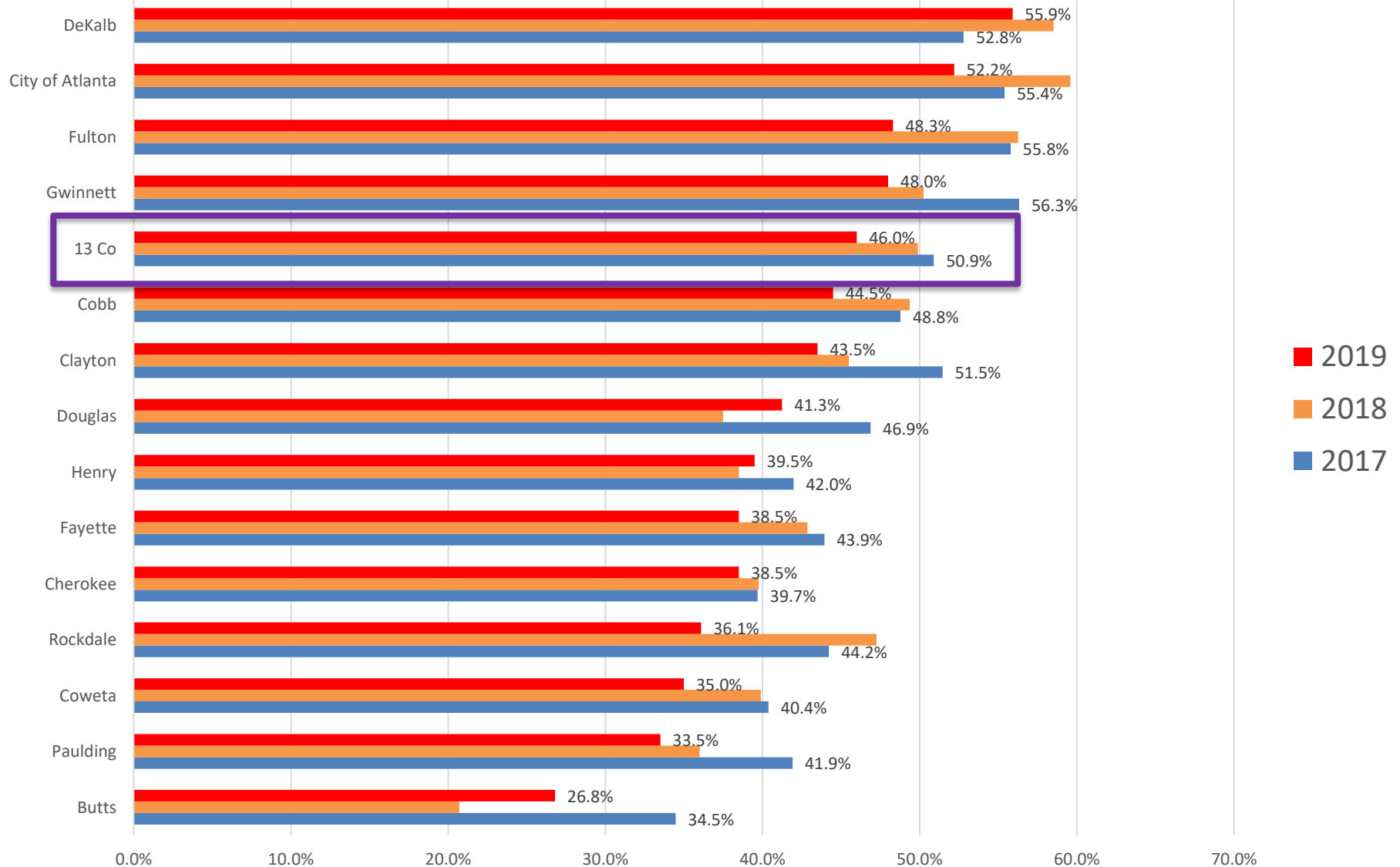
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Share Agreeing or Strongly Agreeing:

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



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# ECONOMY

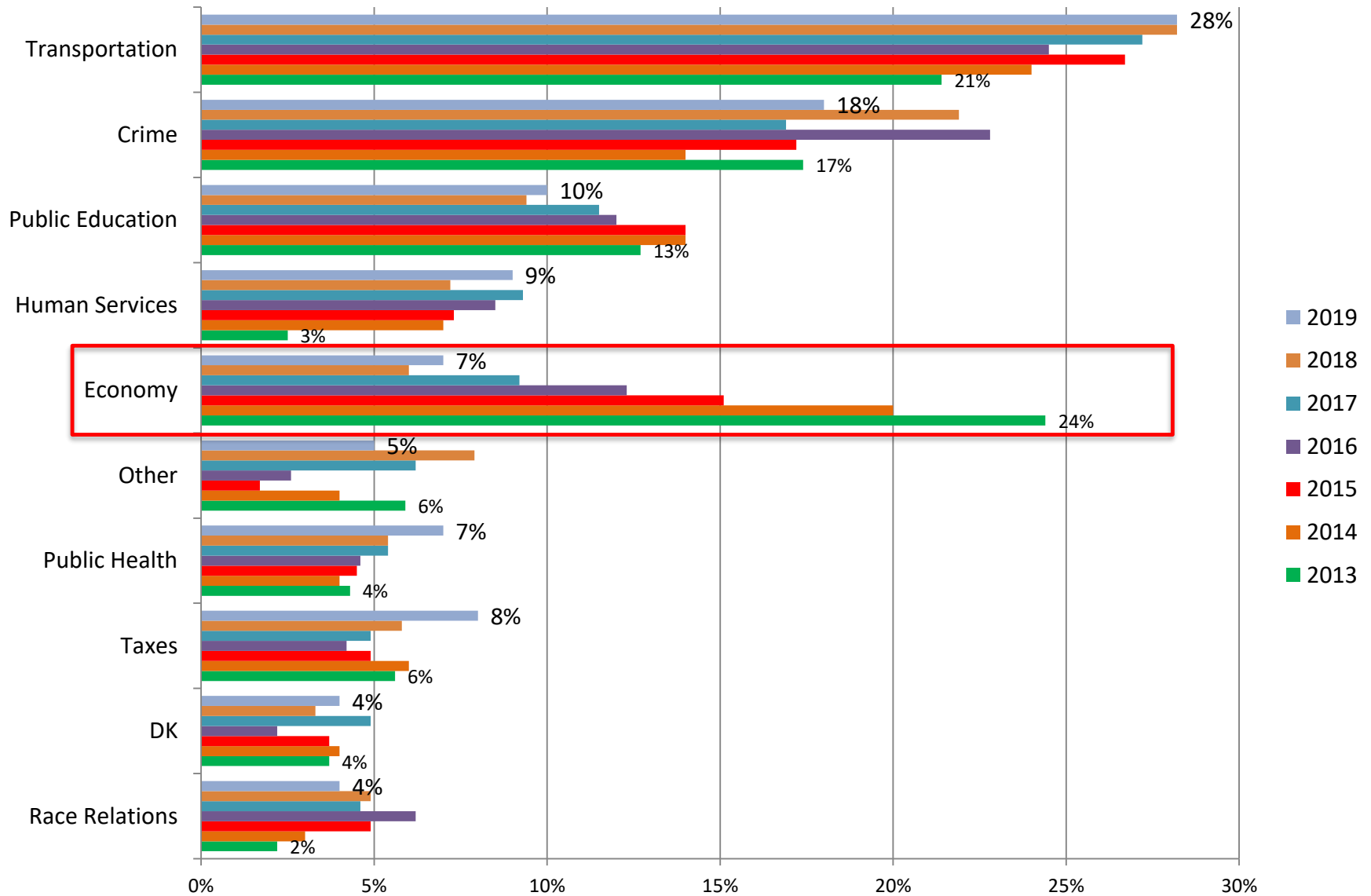


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## Biggest Problem Facing Residents in Metro--MAS Response Comparison 2013-2019

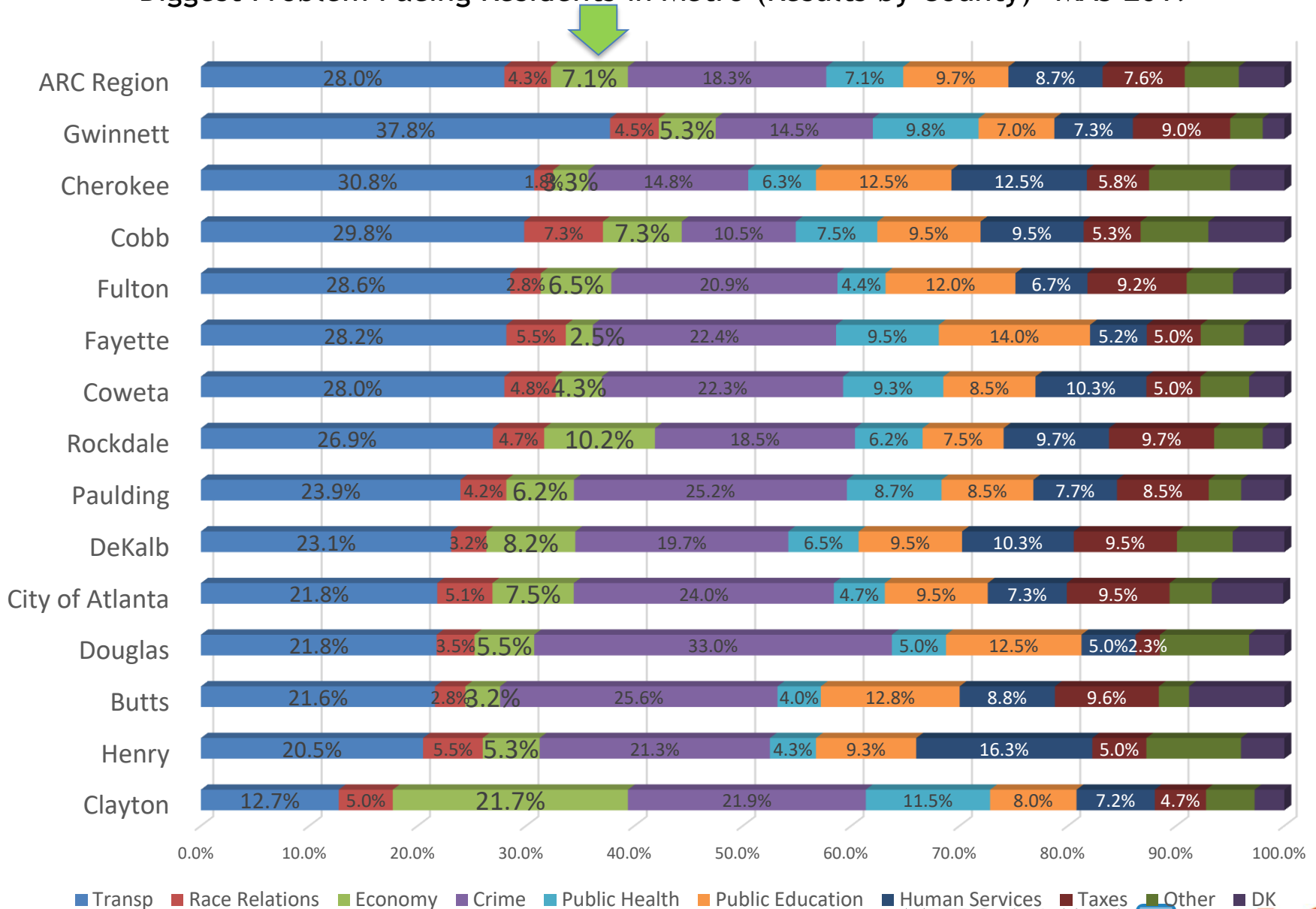


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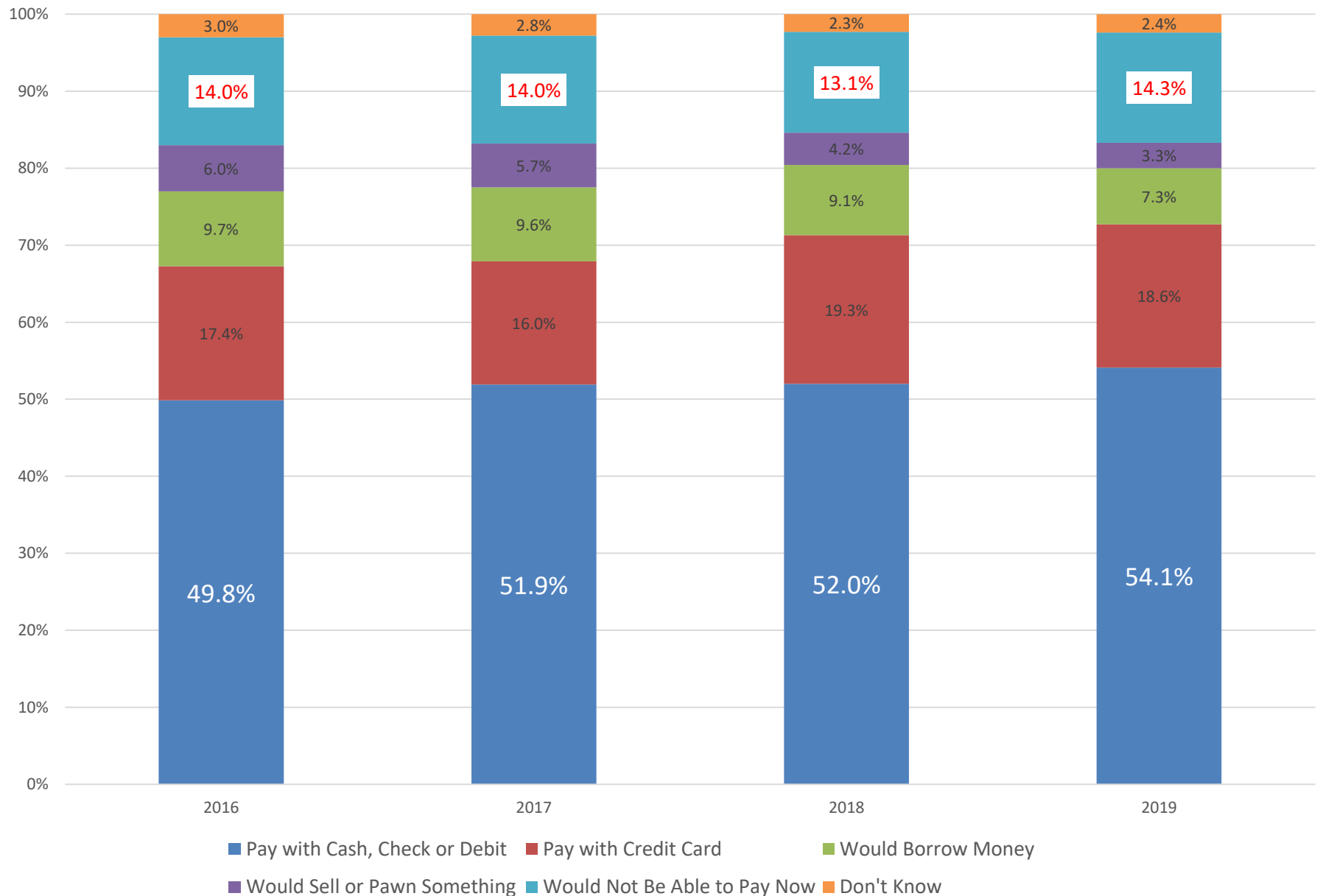
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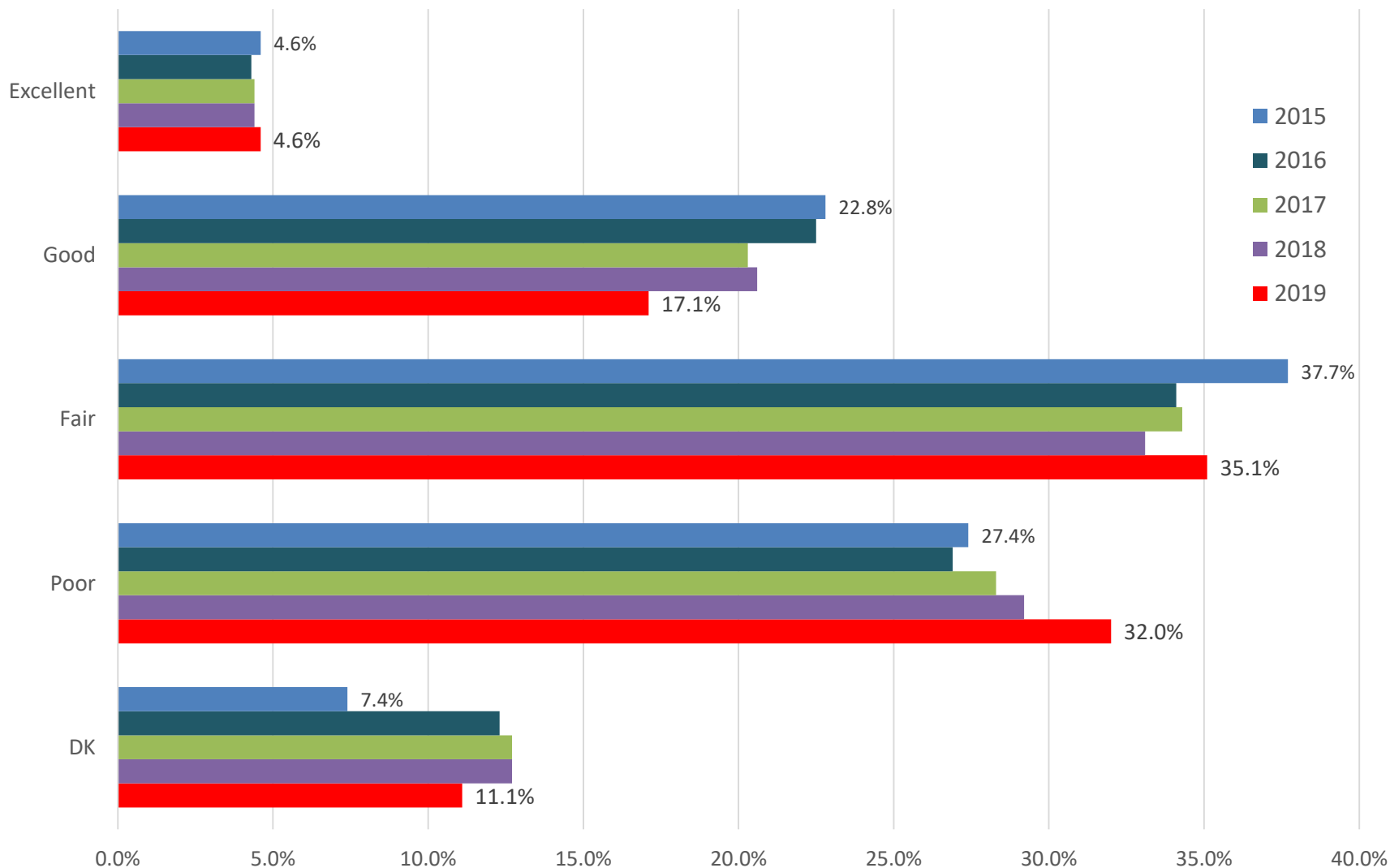
# Biggest Problem Facing Residents in Metro (Results by County)--MAS 2019



# Methods of Paying for a \$400 Financial Emergency: 2016-2019

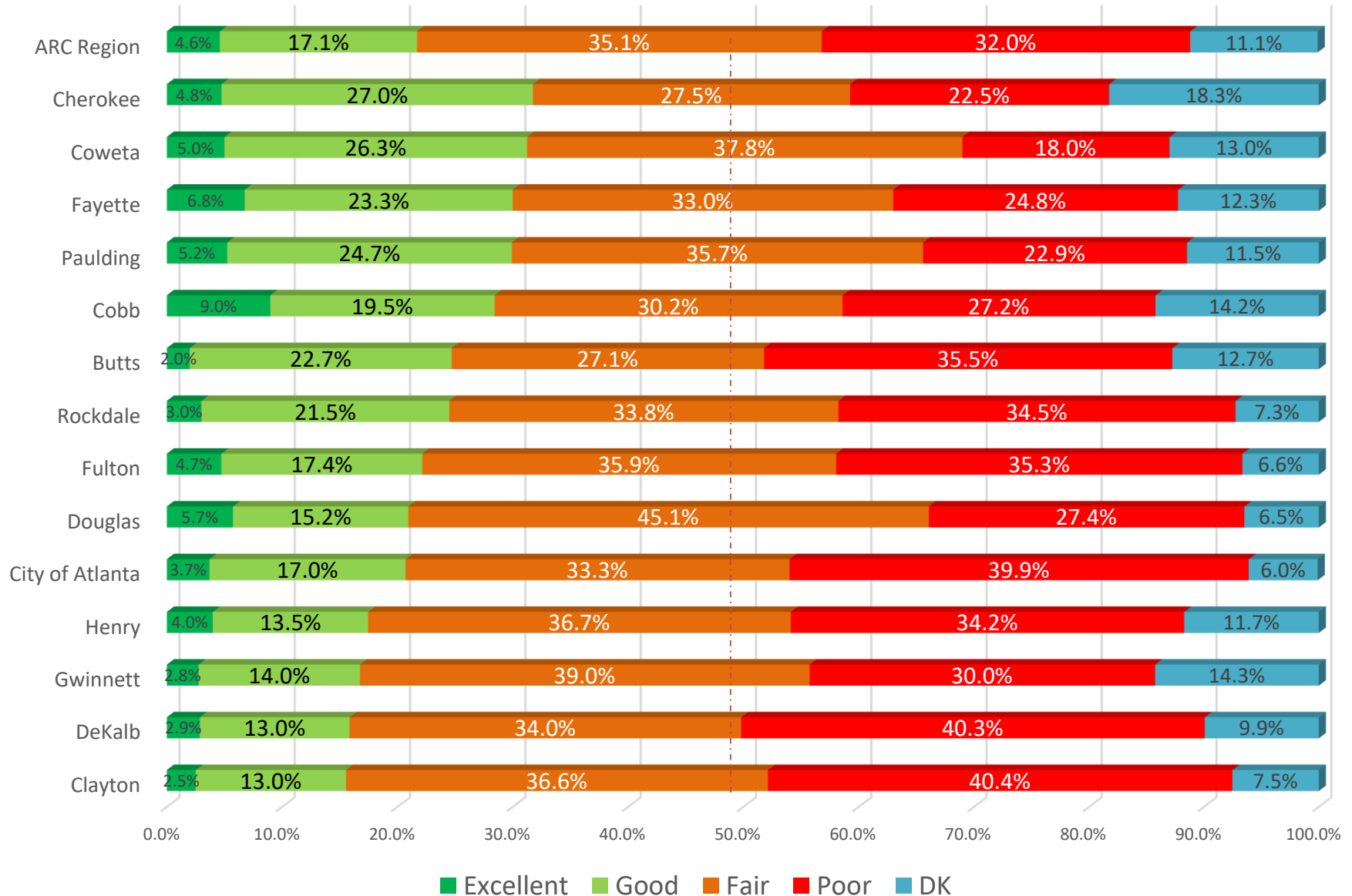


# Availability of Programs for Low-Income: MAS 2015-19

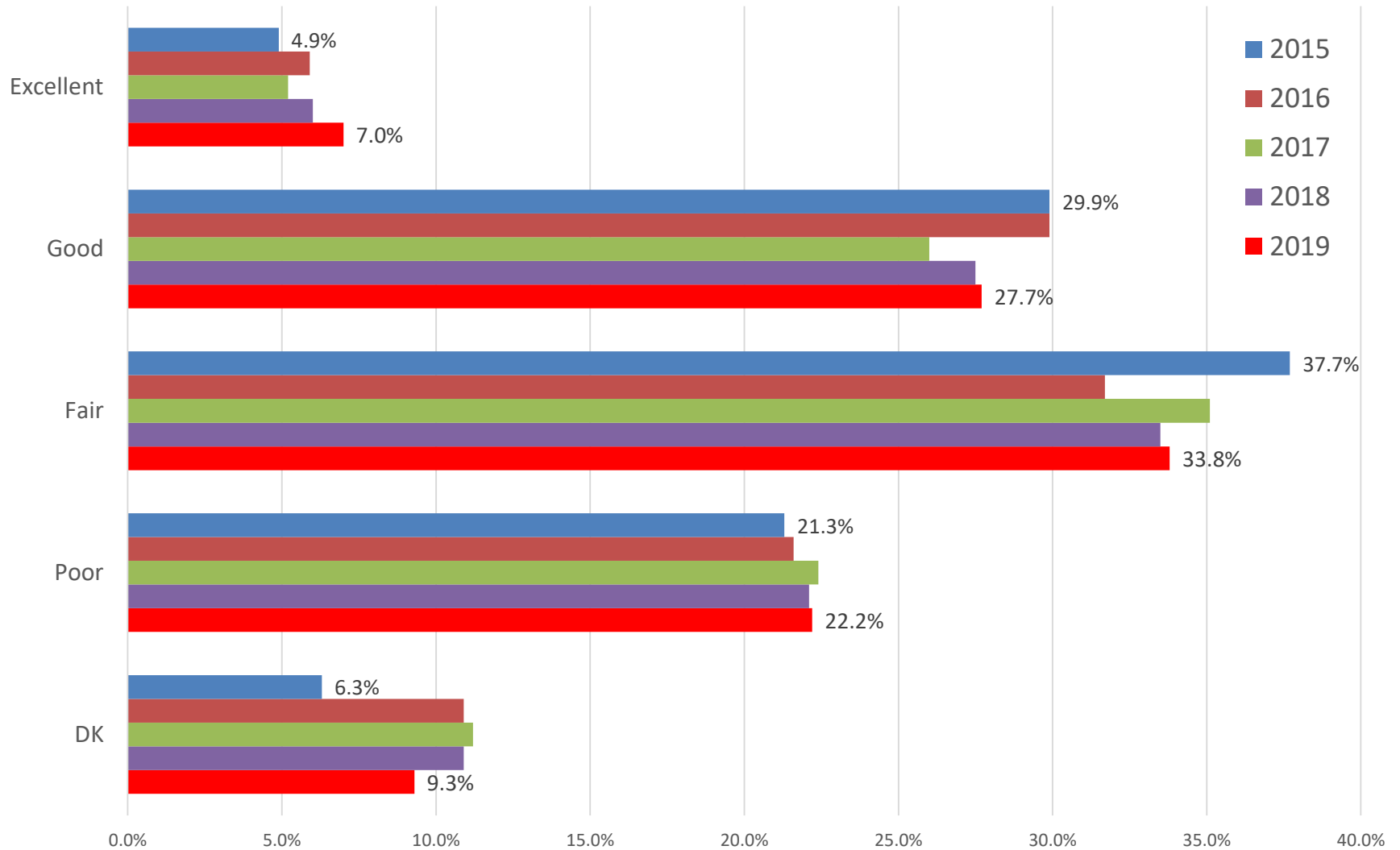




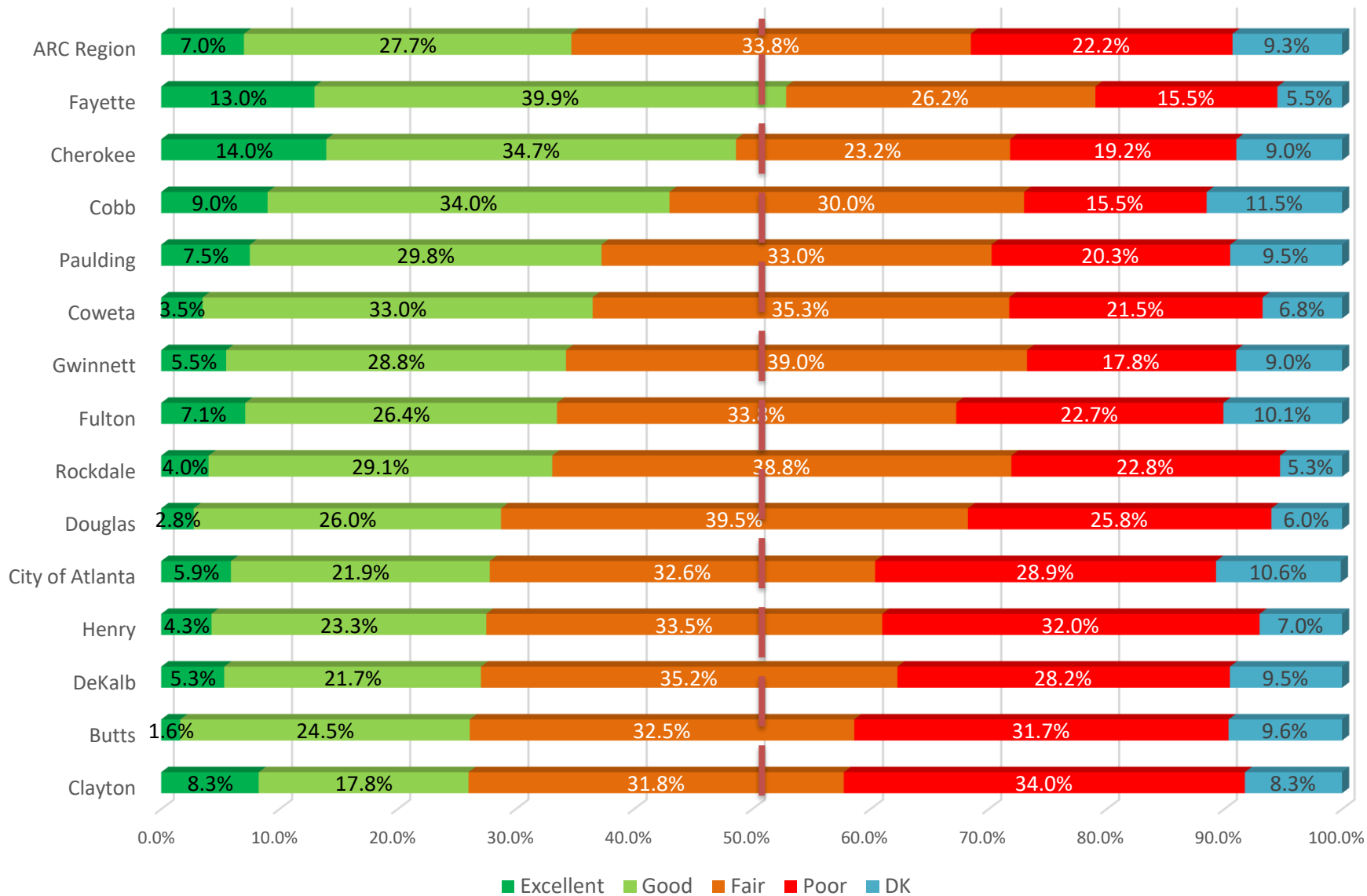
# Availability of Programs for Low-Income: MAS 2019



# Availability of Programs for Seniors: MAS 2015-19



# Availability of Programs for Seniors: MAS 2019





# WORKFORCE

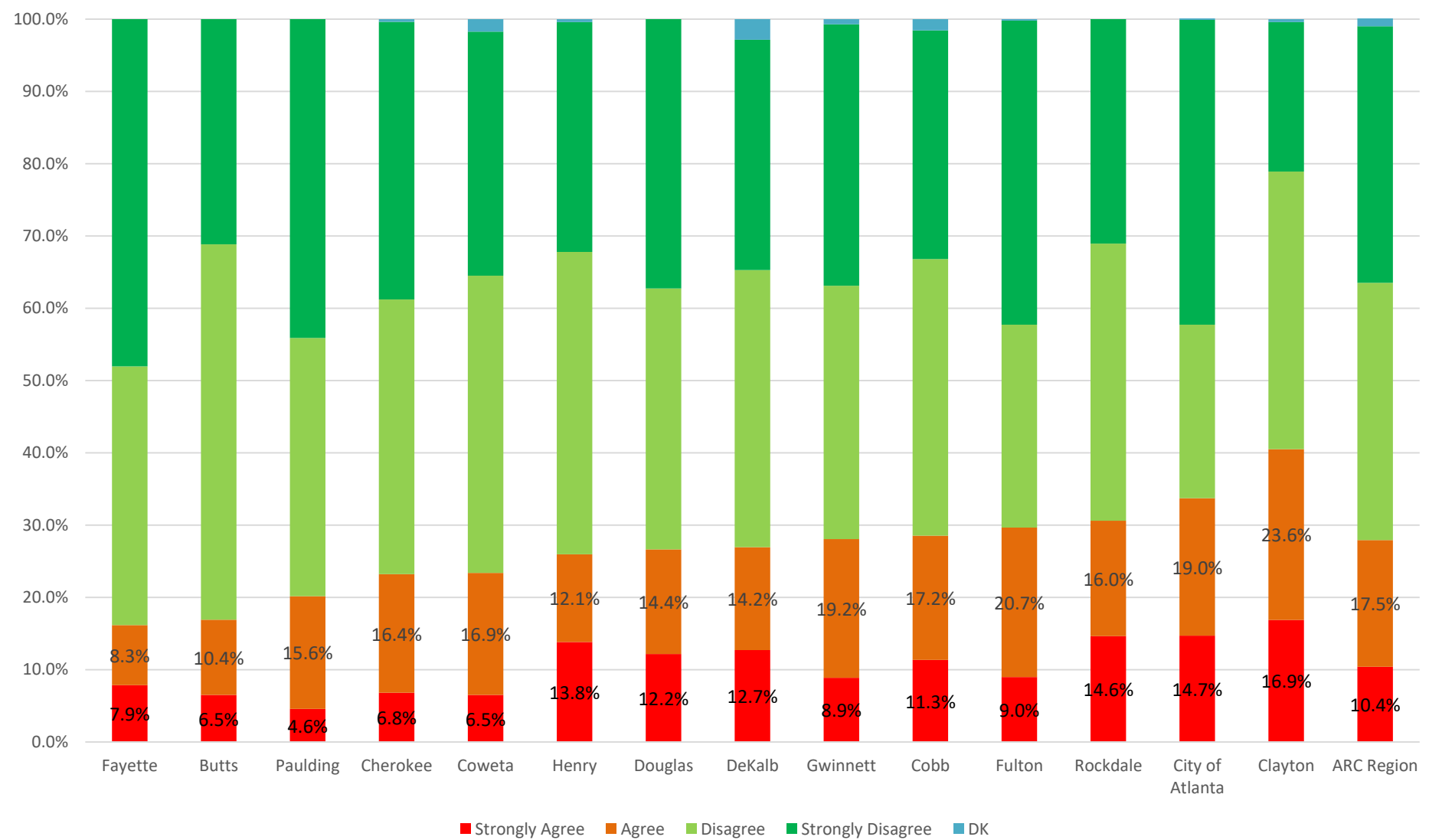


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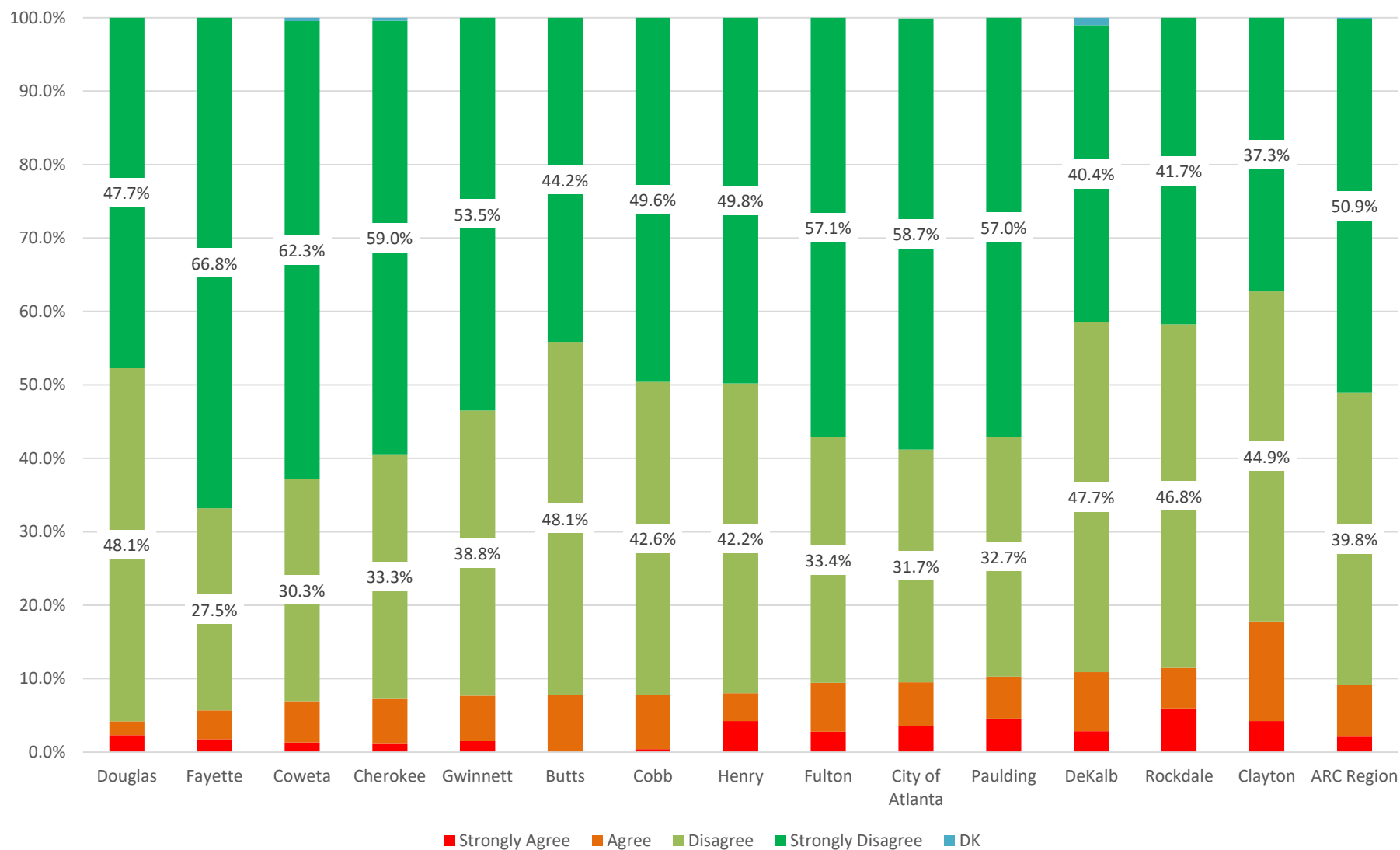
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## "My current job does not allow me to utilize my education and skills to the fullest extent possible." (2019 MAS)



## I am worried that I may lose my job to some type of automated process... (2019 MAS)



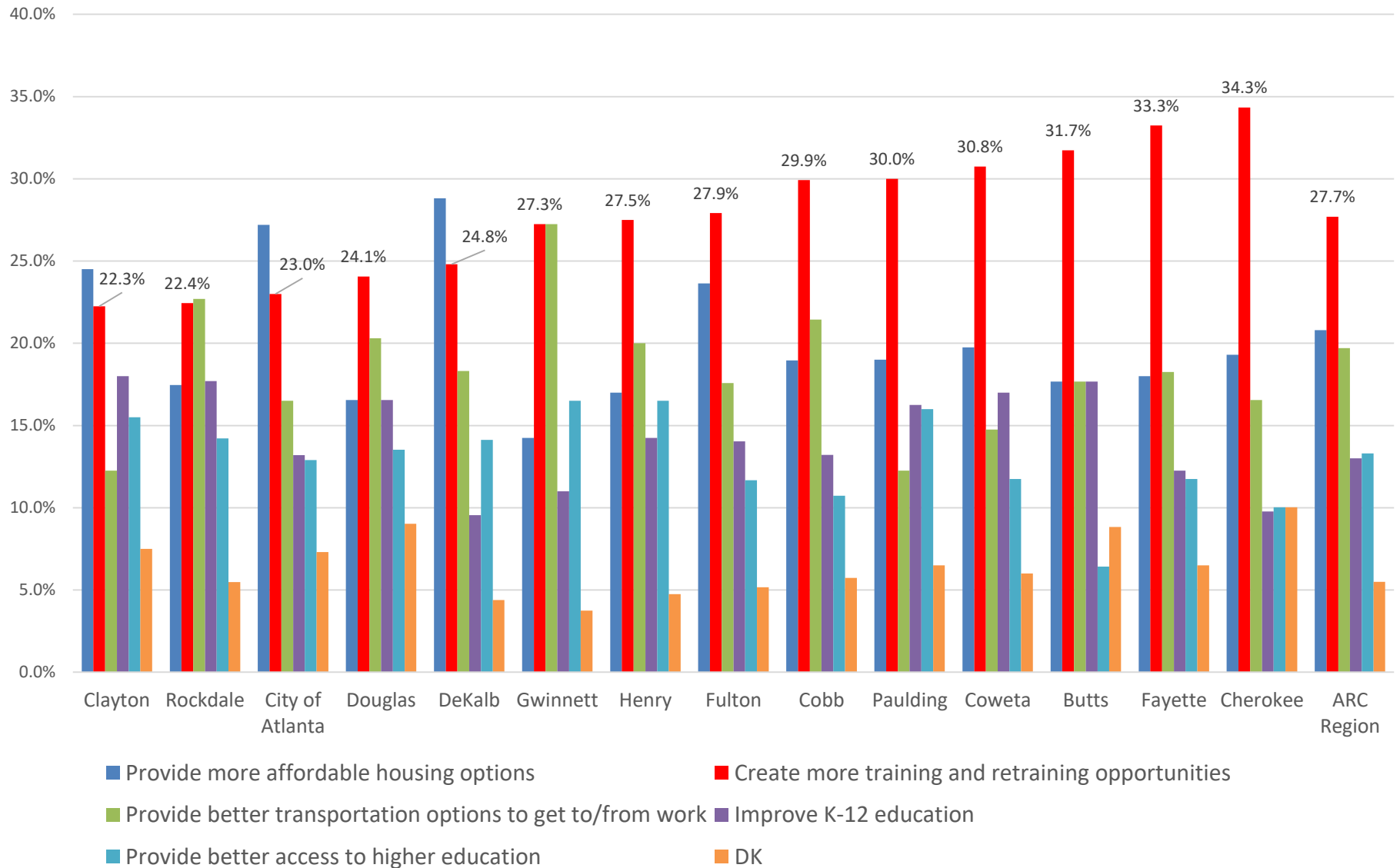
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**SPEAKS**

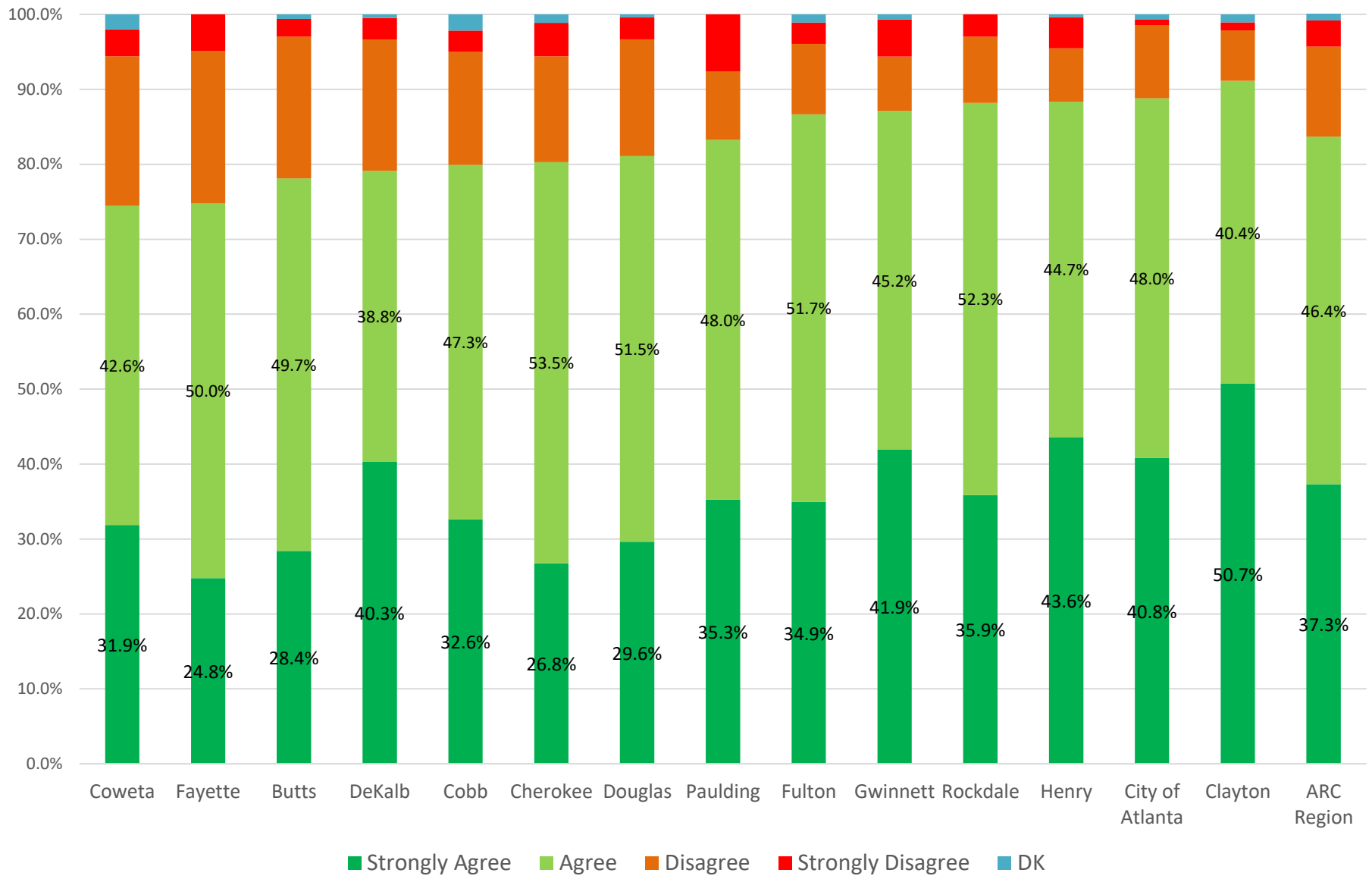
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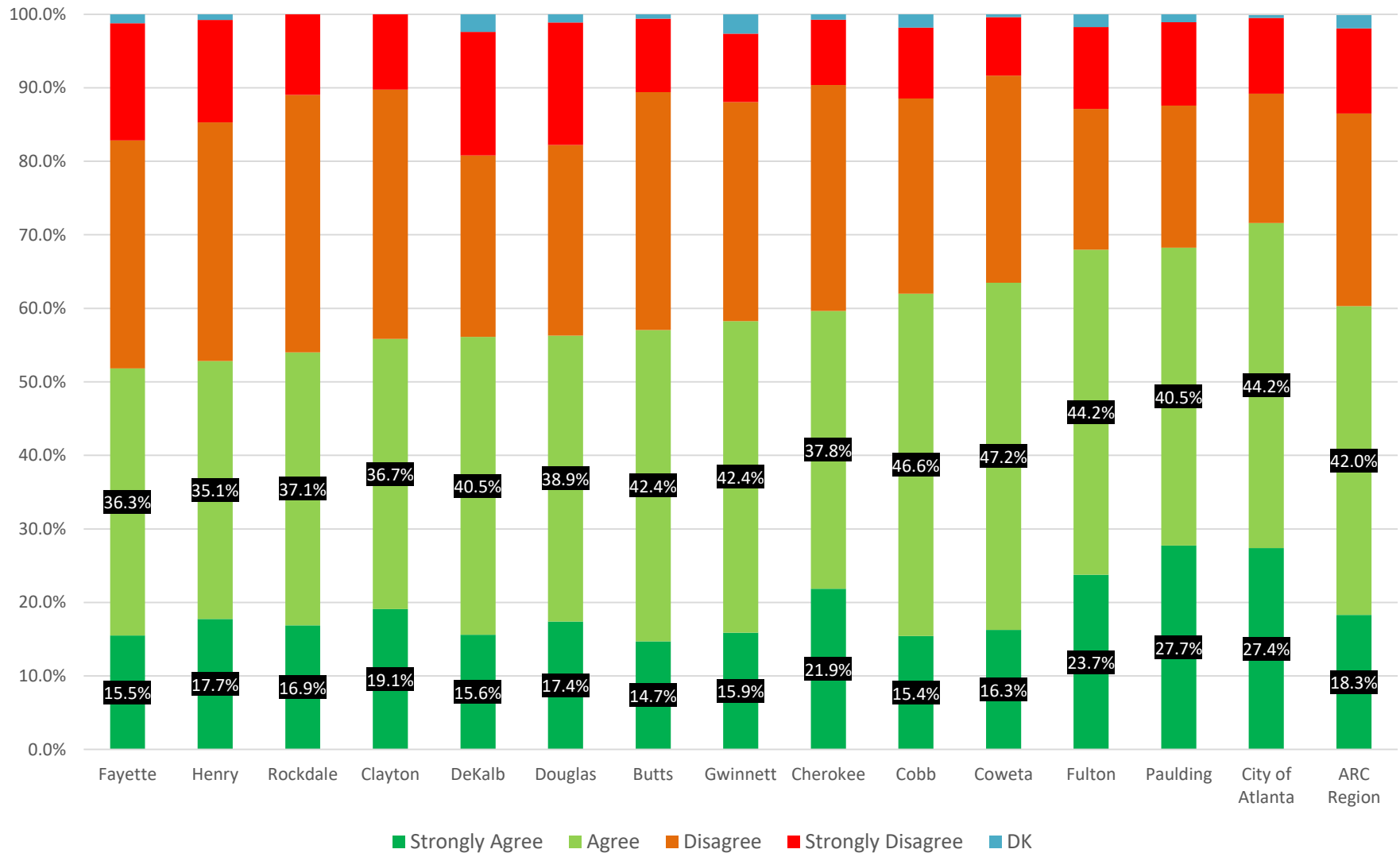
## Alternative Most Likely to Attract and Retain Skilled Workforce? (2019 MAS)



## Would Seek Out Training for Better Job Opportunities... (2019 MAS)



## I Know Where to Find Job Training Program when I Need One... (2019 MAS)



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# HOUSING

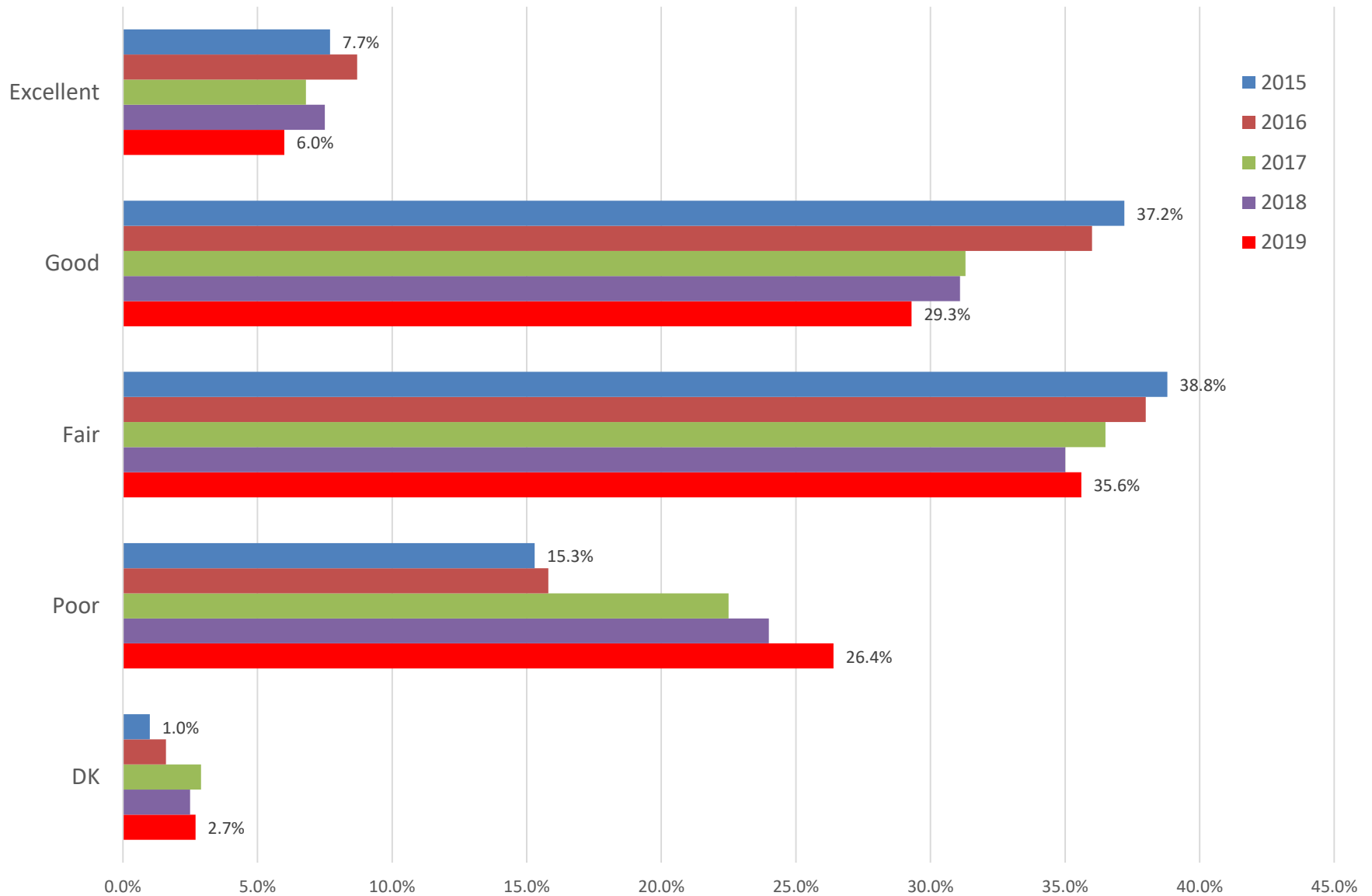


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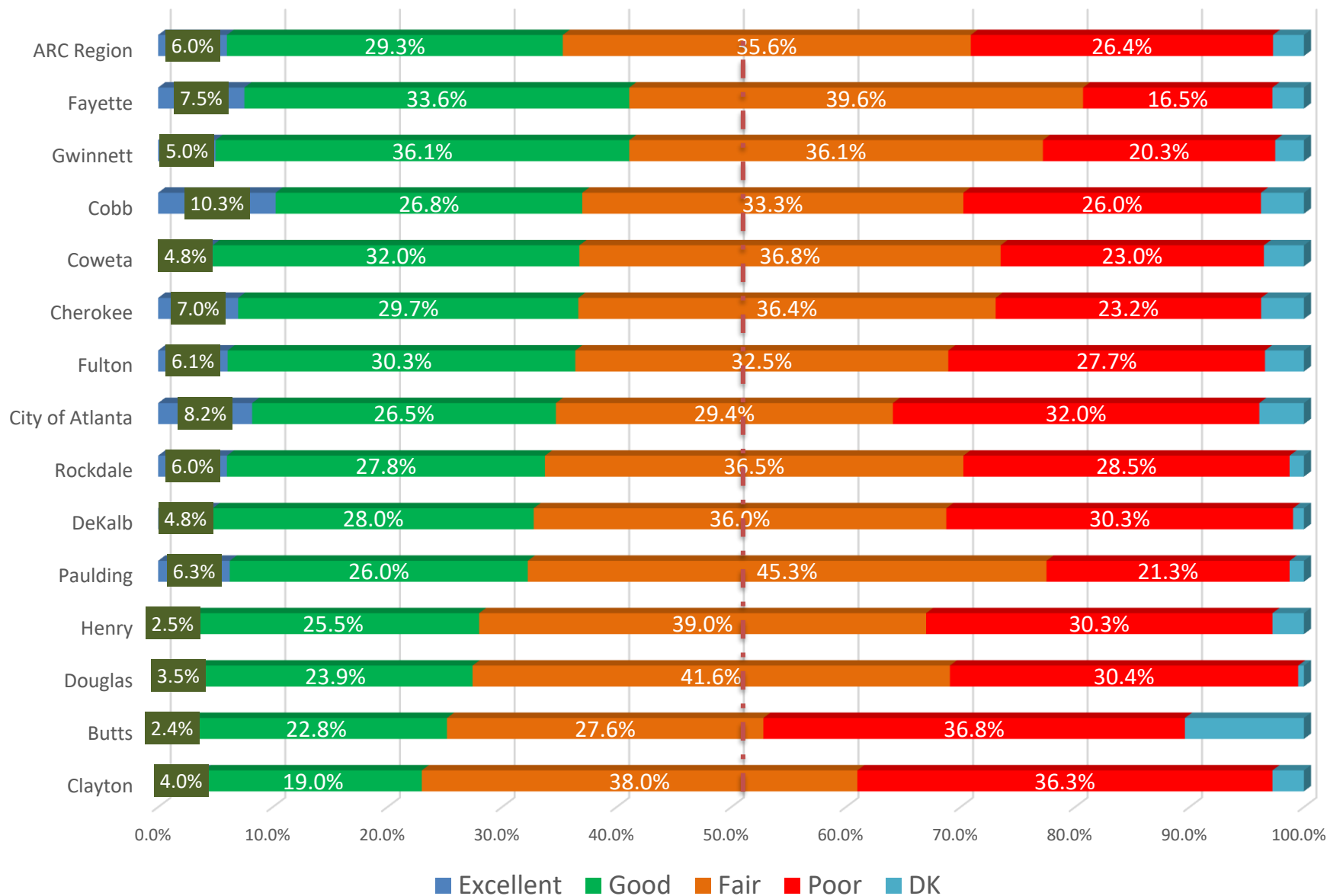
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# Metro Affordability “As Place to Live”: MAS 2015-2019



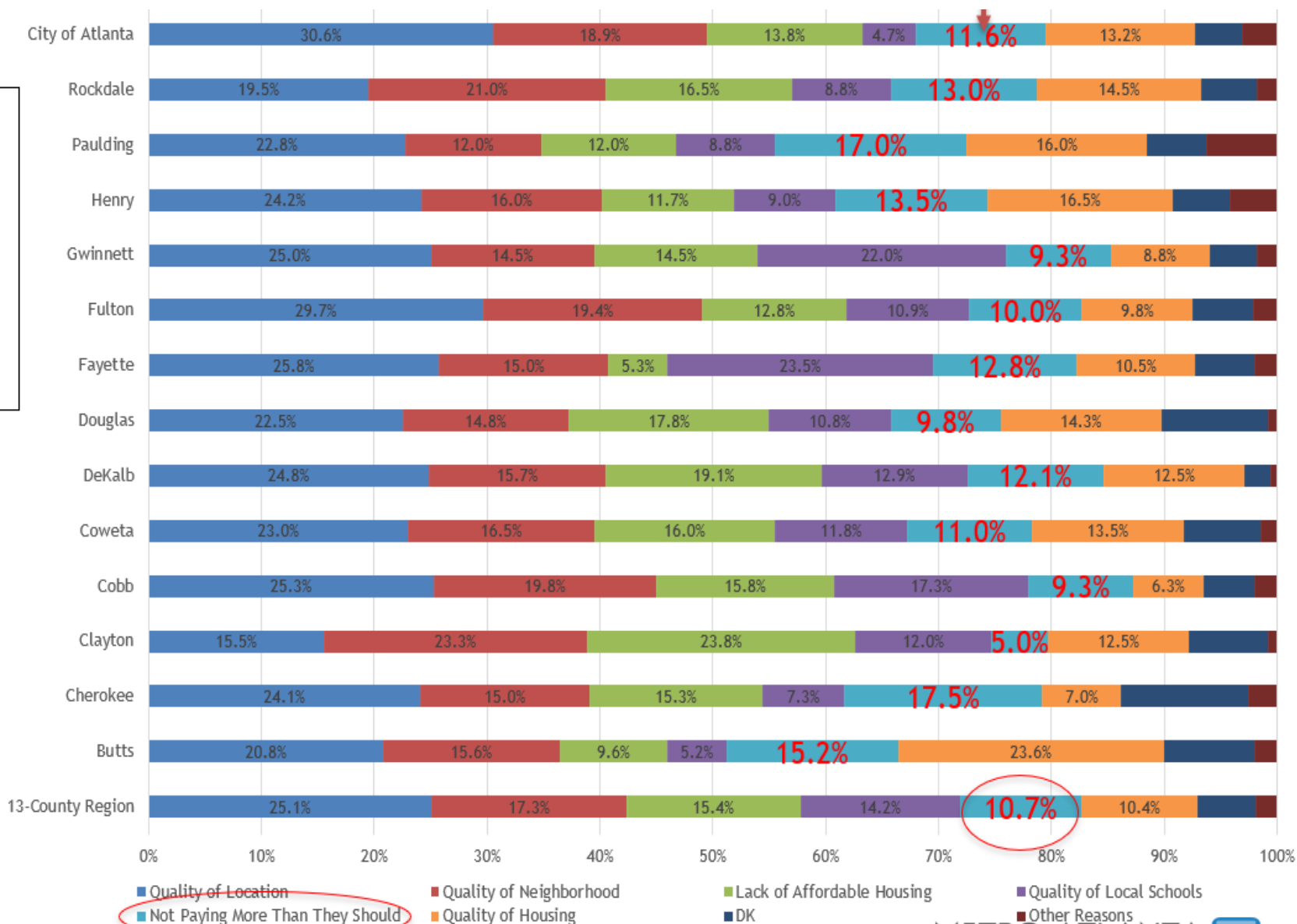
# Metro Affordability “As Place to Live”: MAS 2019



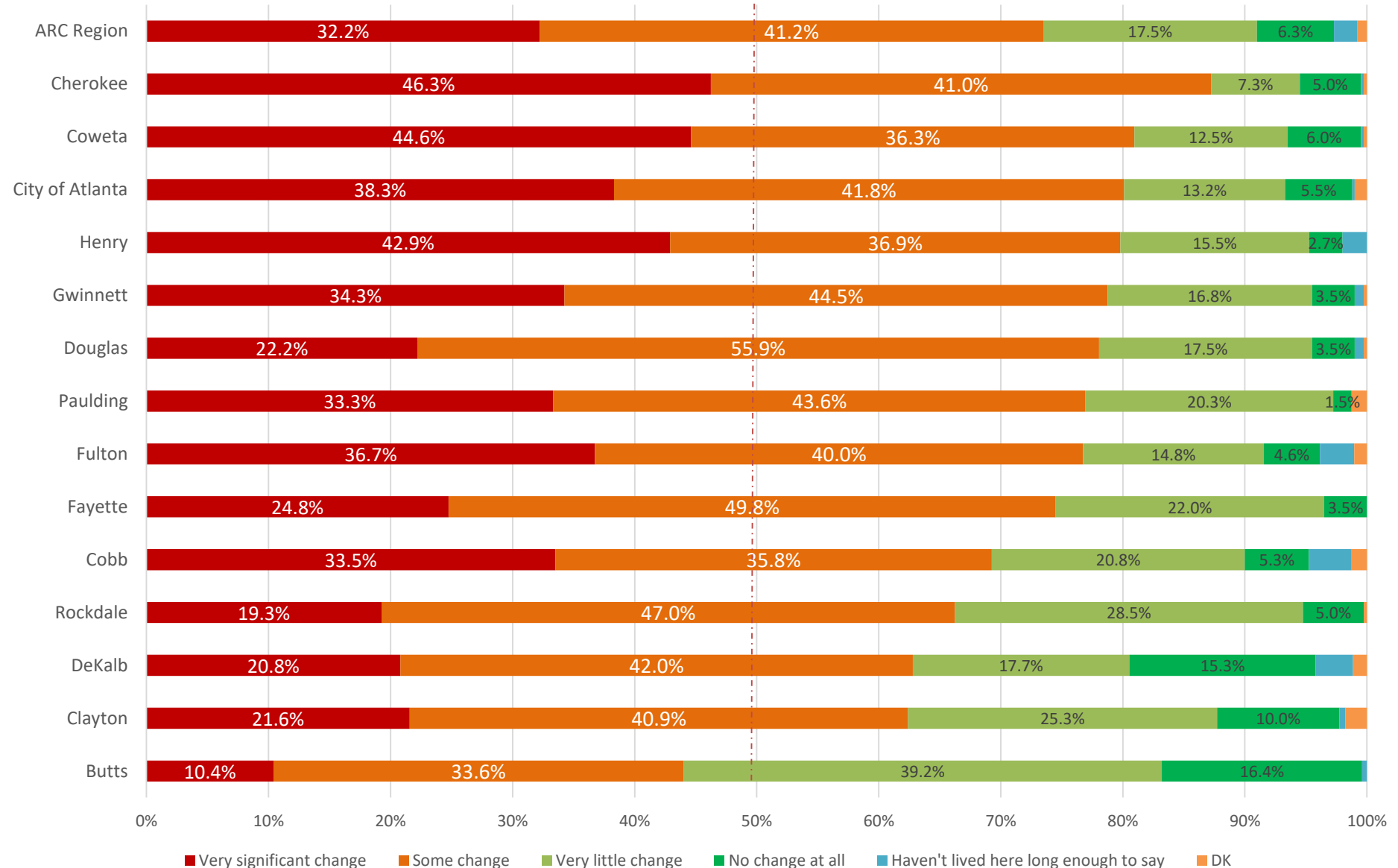


# Perceptions: Reasons for Paying Too Much for Housing MAS 2018

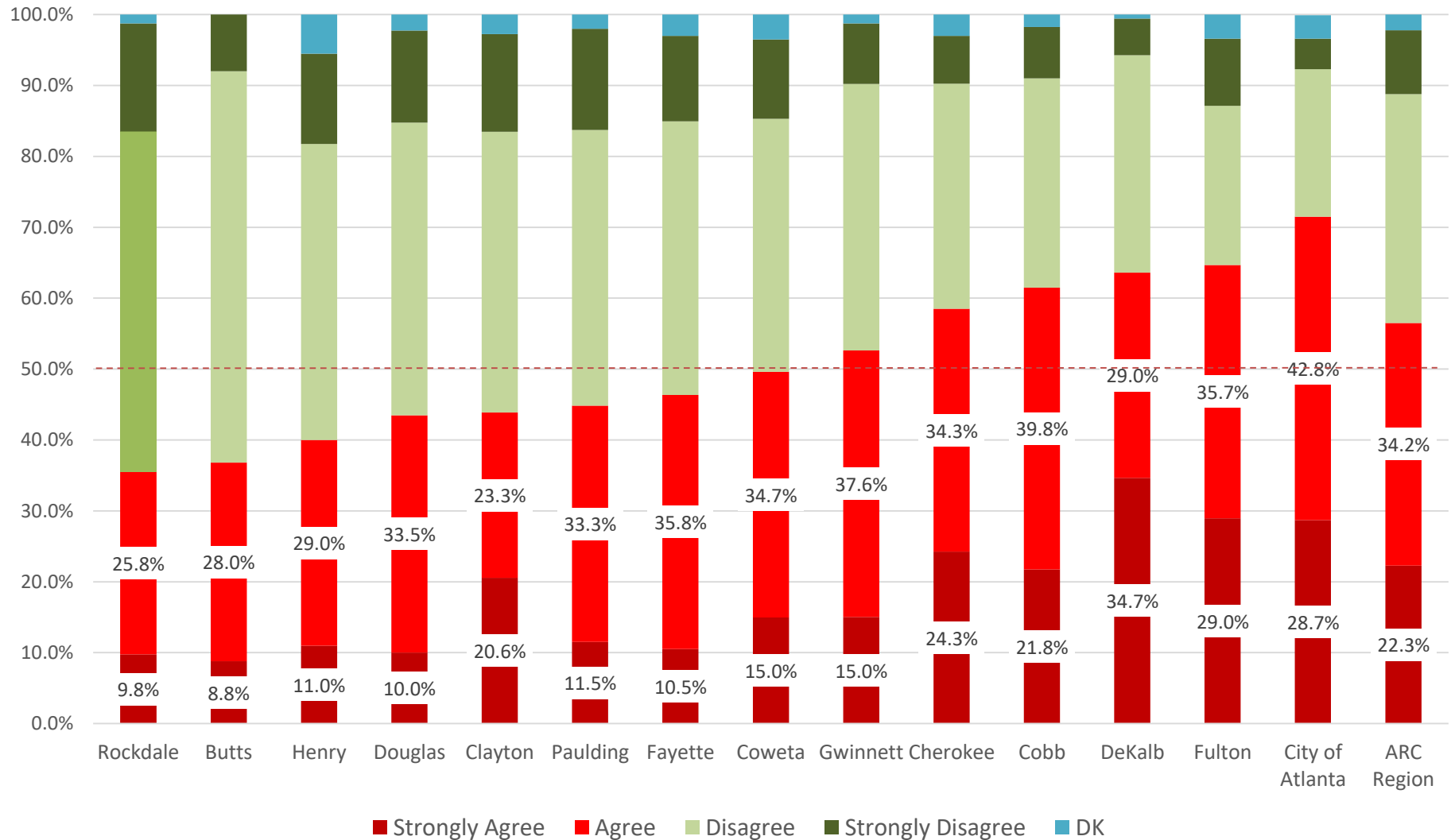
Last year, about 89% perceived they were paying too much for housing



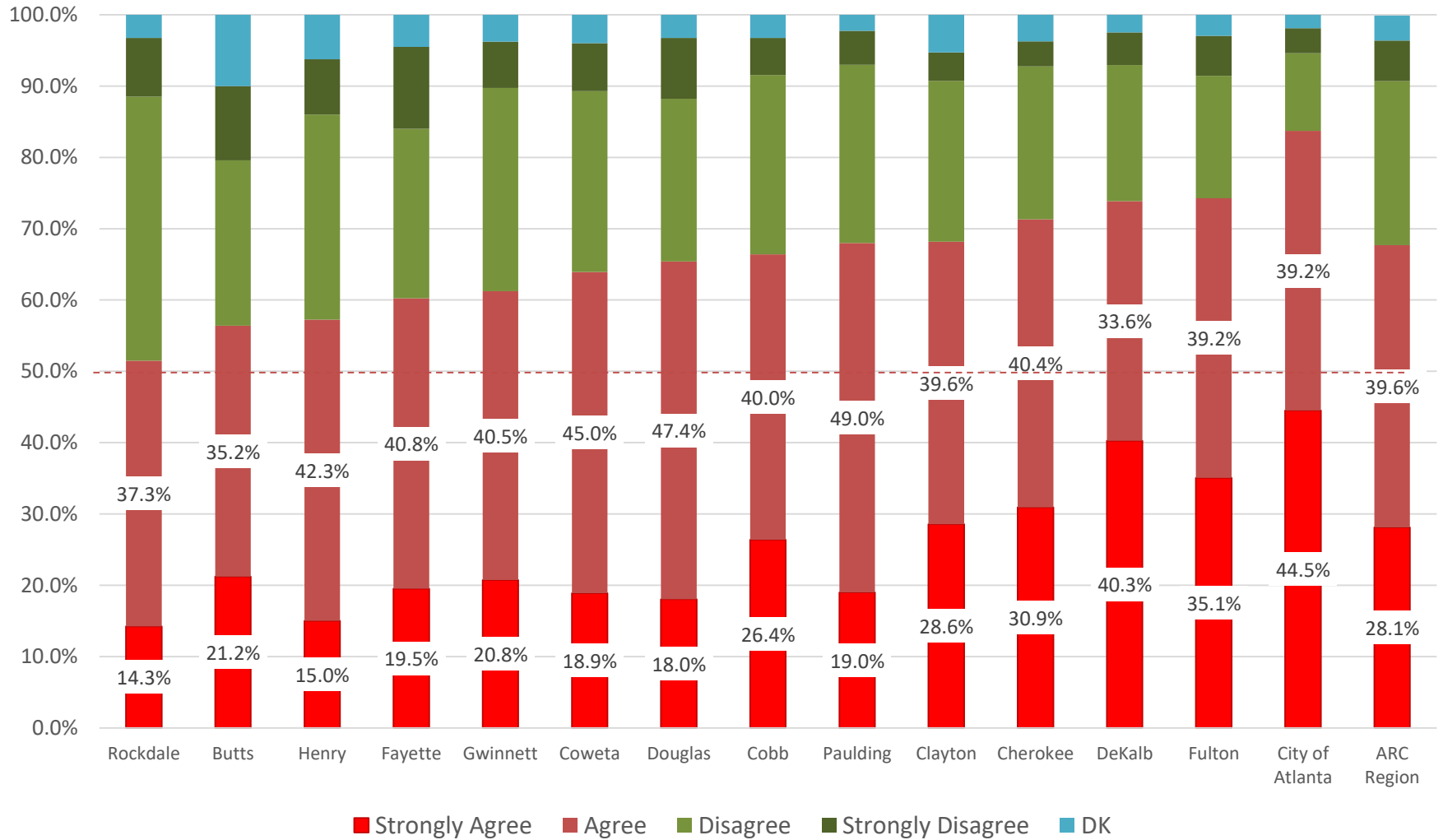
## To What Degree Has My Area Changed Last 3-4 Years?... (2019 MAS)



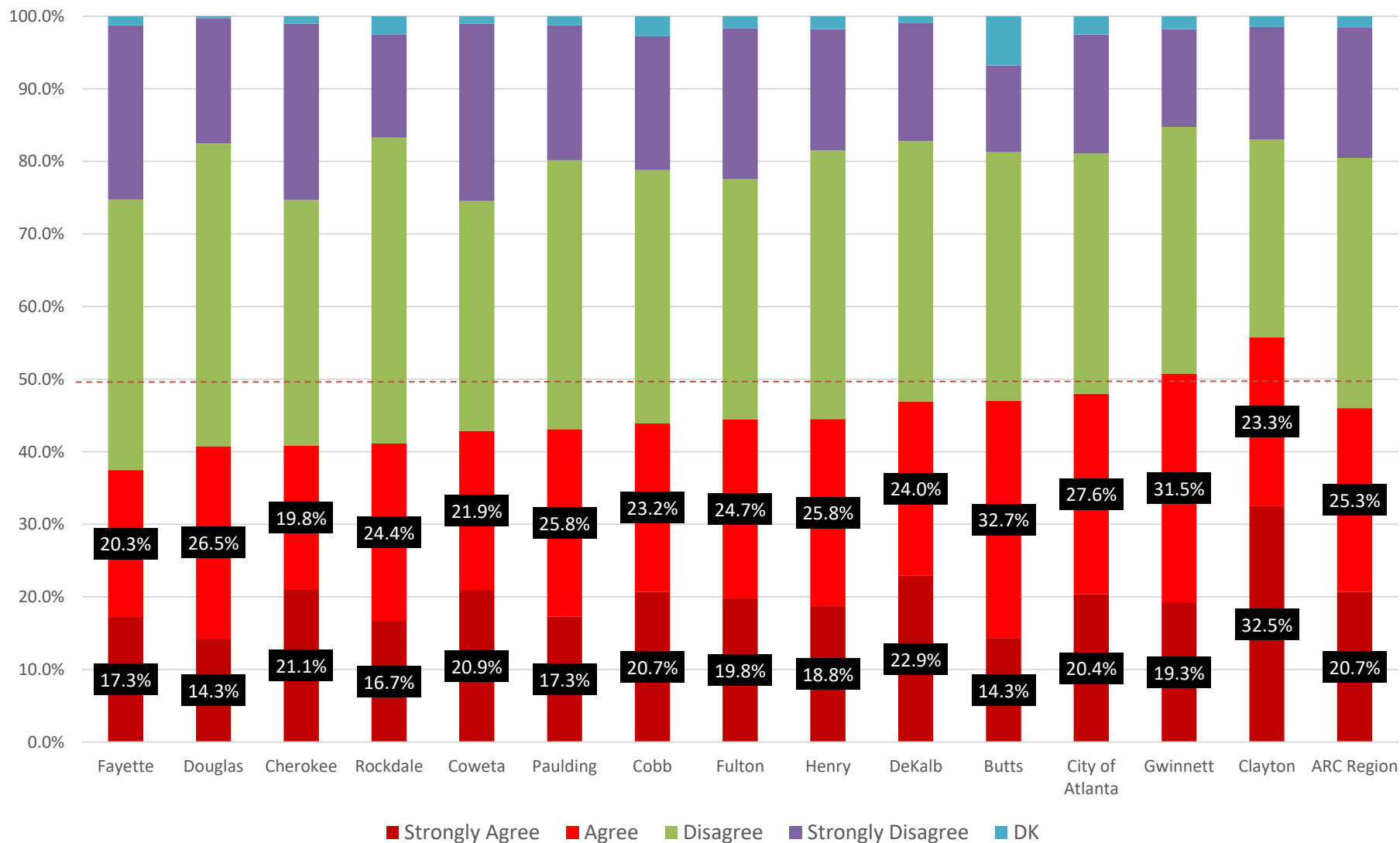
"Older homes in the area where I live are being replaced by new, more expensive housing alternatives." (2019 MAS)



**"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)

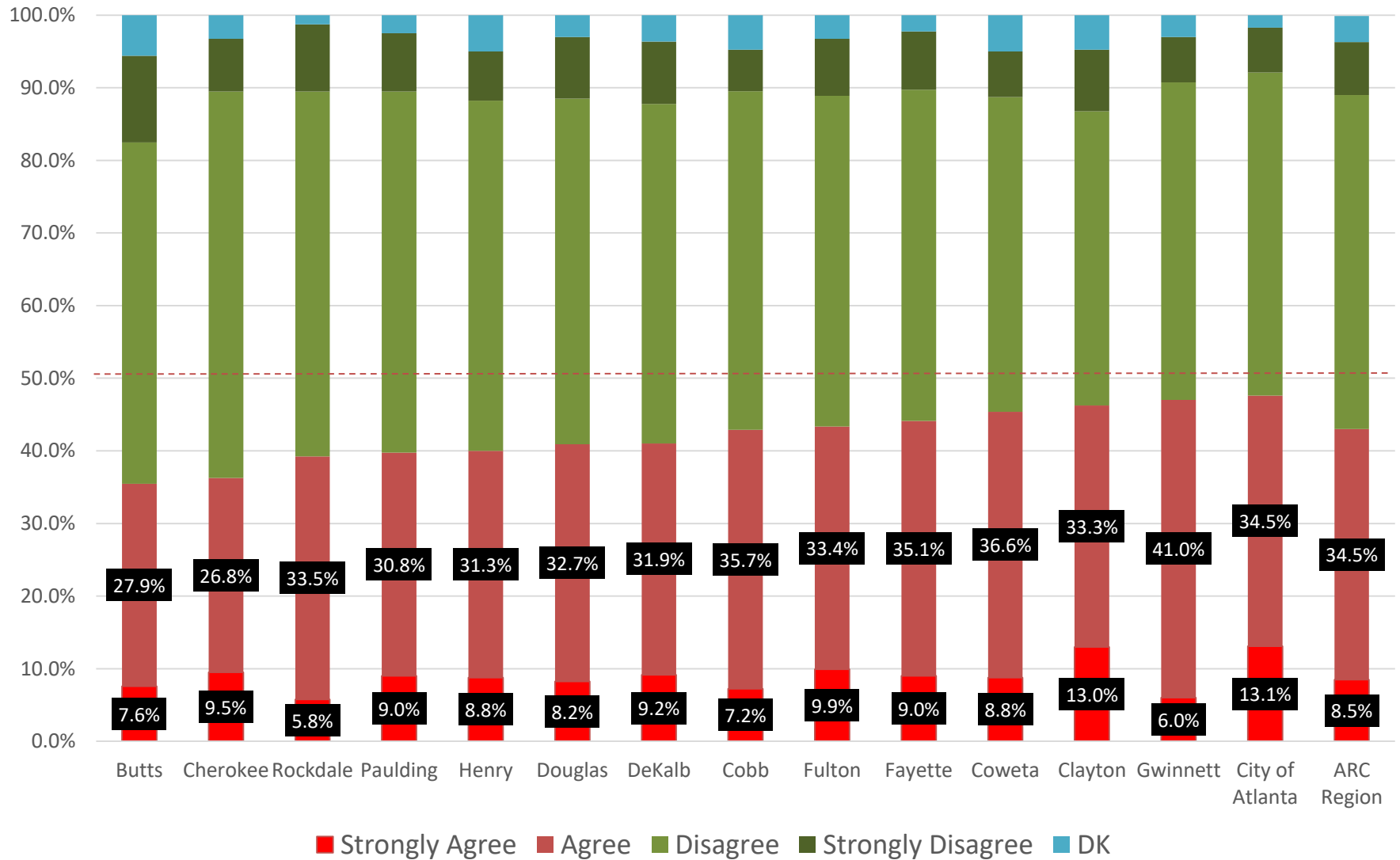


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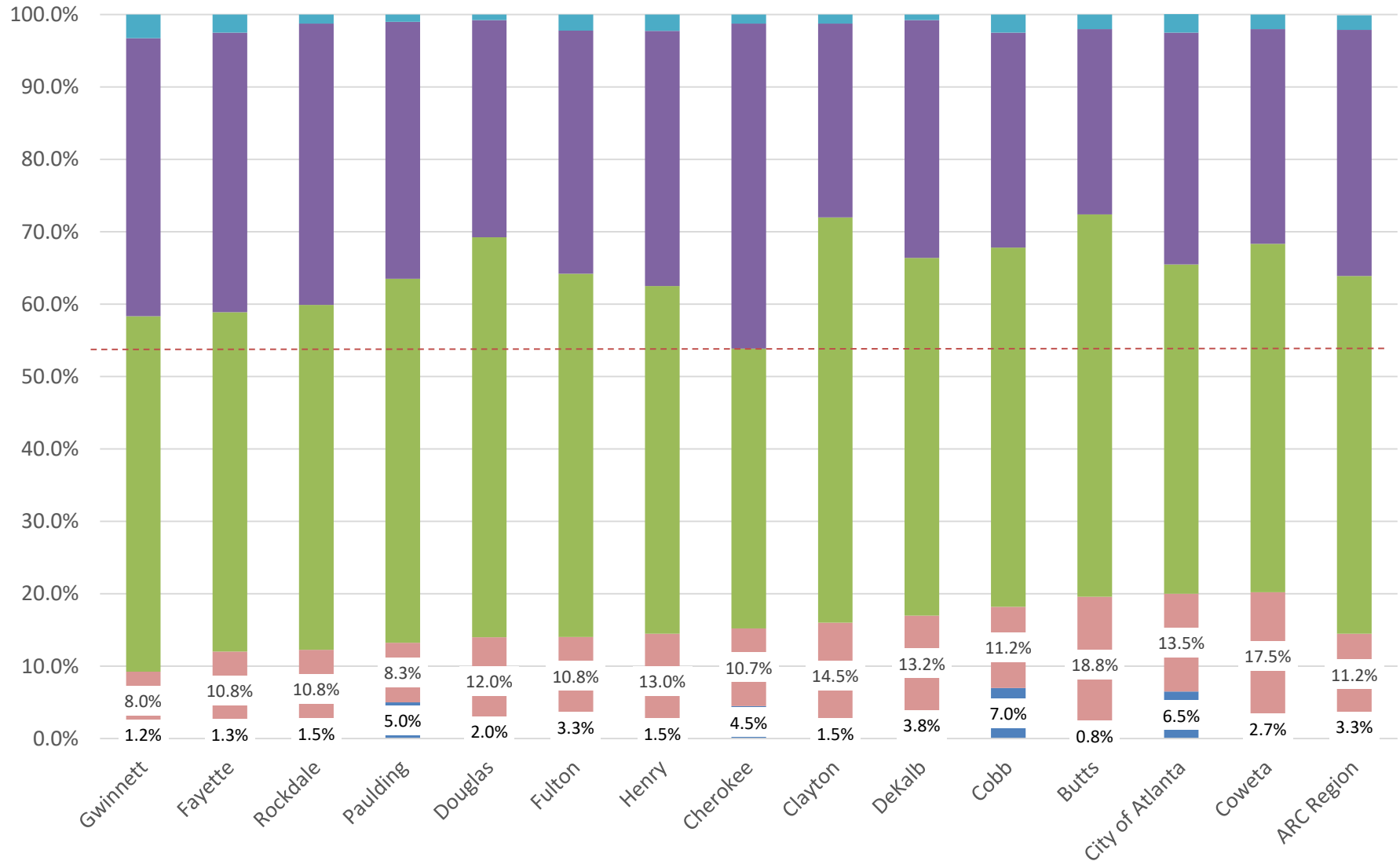
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"In the area where I live, long-established businesses are being replaces by new businesses." (2019 MAS)



# "Changes in the area where I live are leading to tension between me and my neighbors." (2019 MAS)



■ Strongly Agree 
 ■ Agree 
 ■ Disagree 
 ■ Strongly Disagree 
 ■ DK



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# CRIME



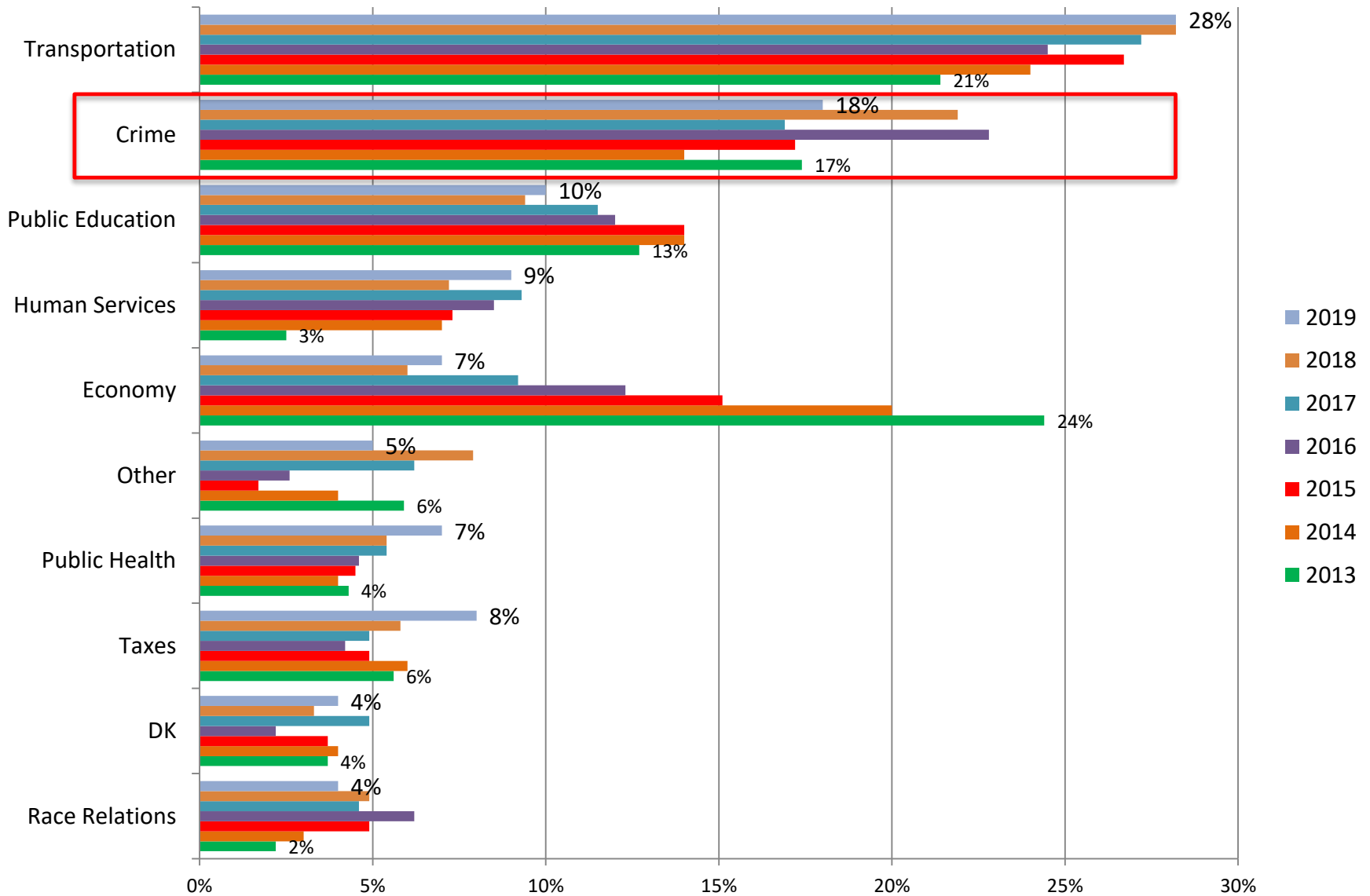
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## Biggest Problem Facing Residents in Metro--MAS Response Comparison 2013-2019

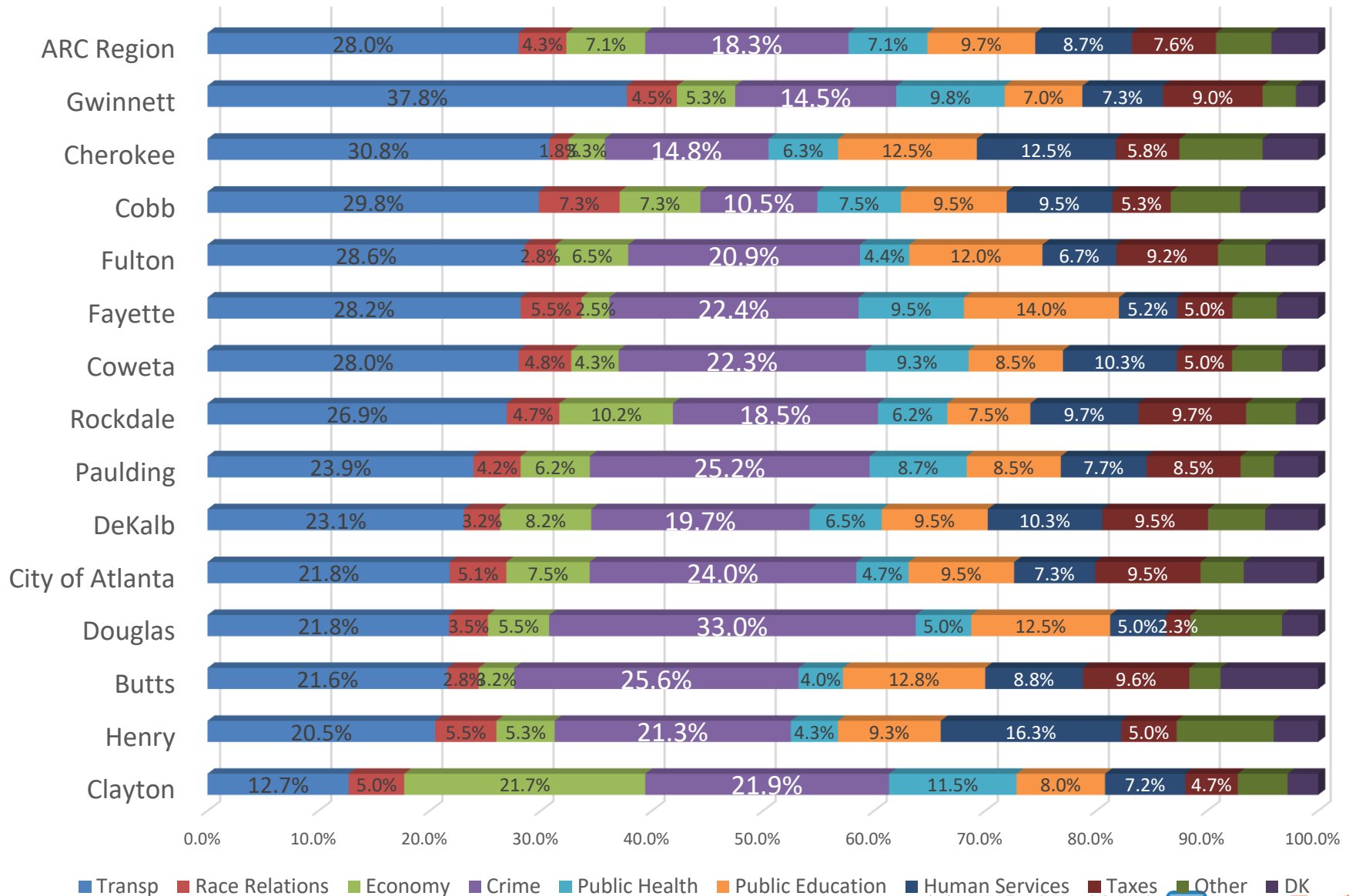


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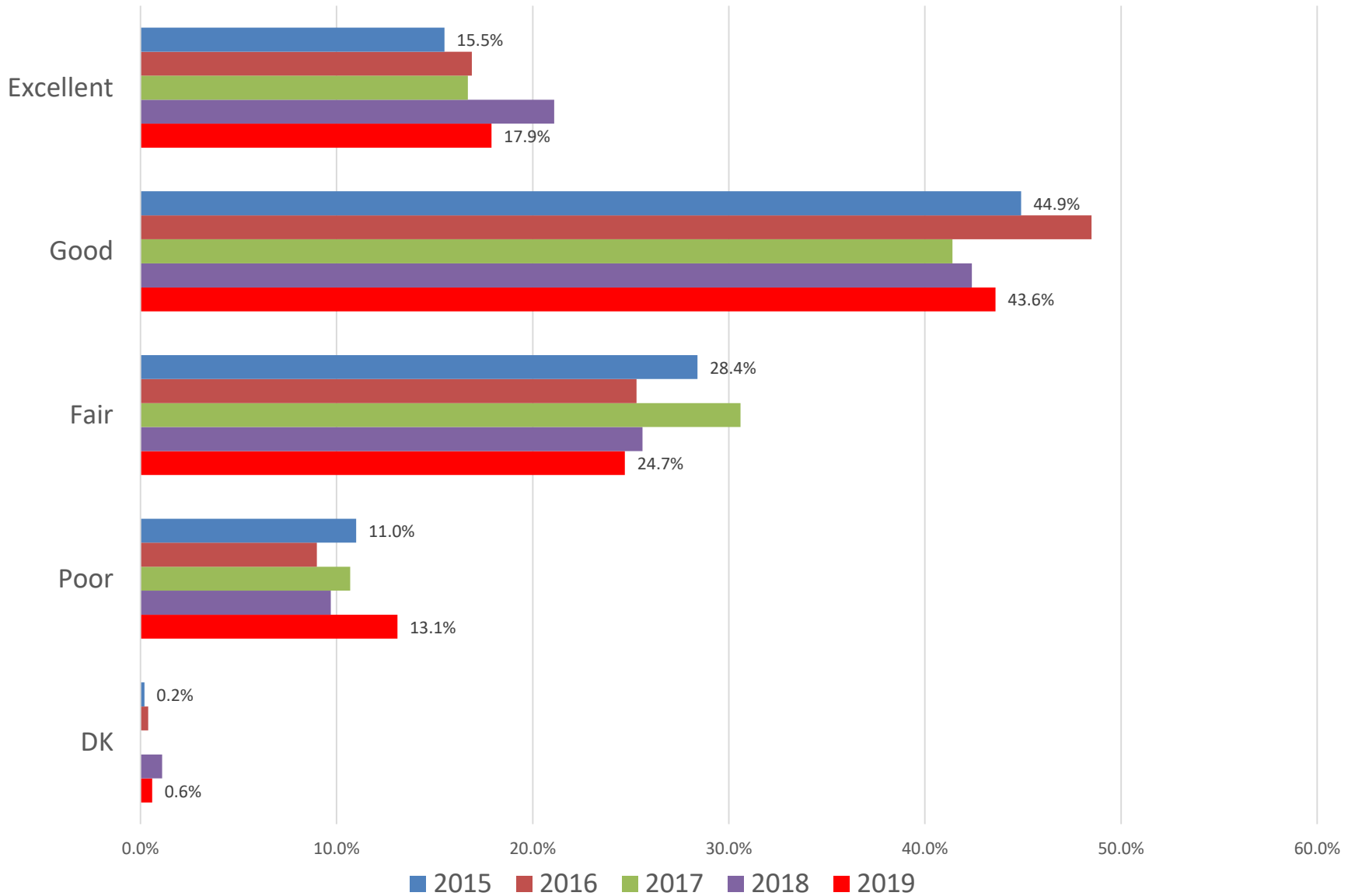
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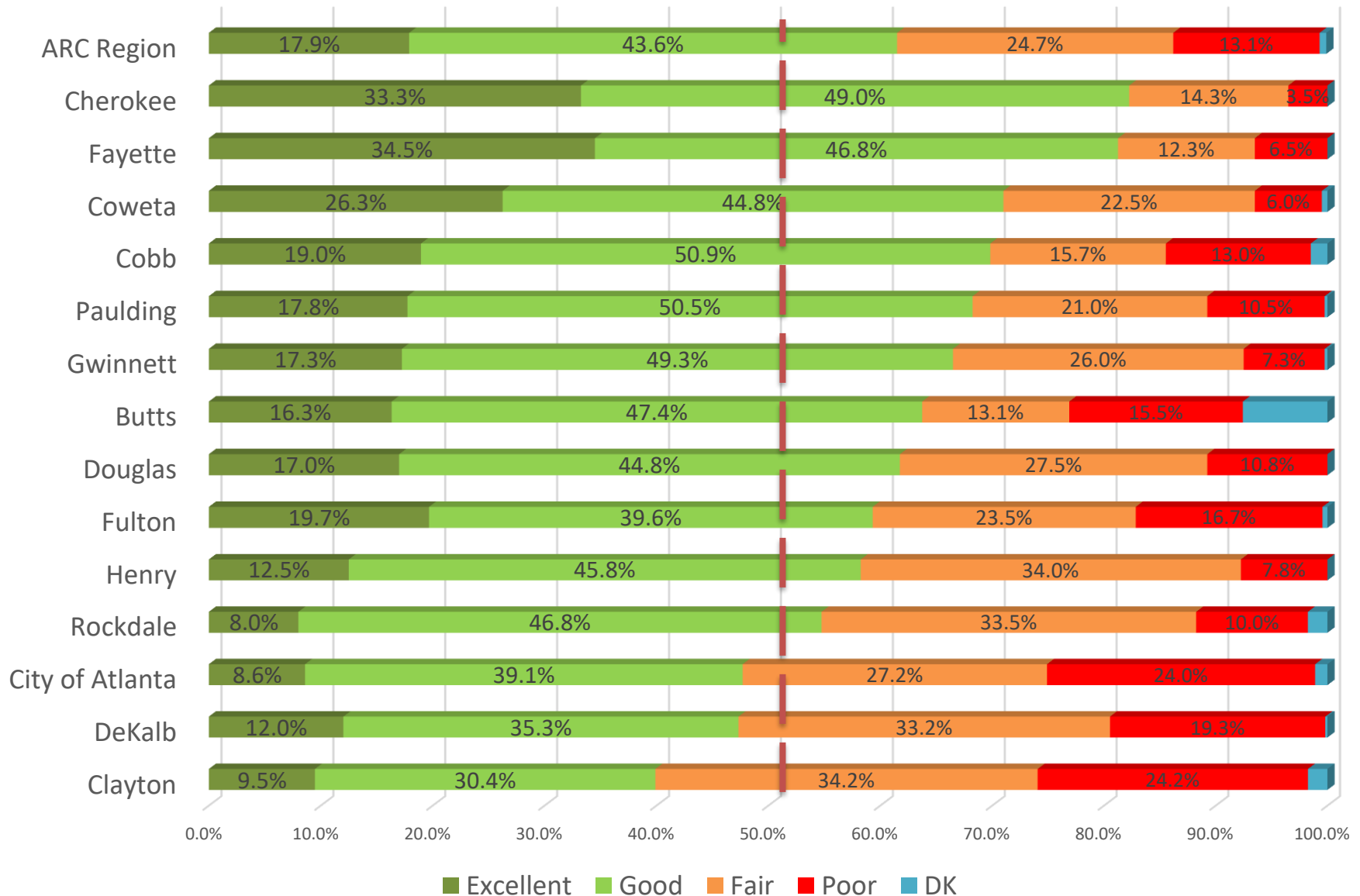
# Biggest Problem Facing Residents in Metro (Results by County)--MAS 2019



# Region's Assessment of Community Safety MAS: 2015-2019



# Assessment of Community Safety by County: MAS 2019



# ***QUALITY OF LIFE***

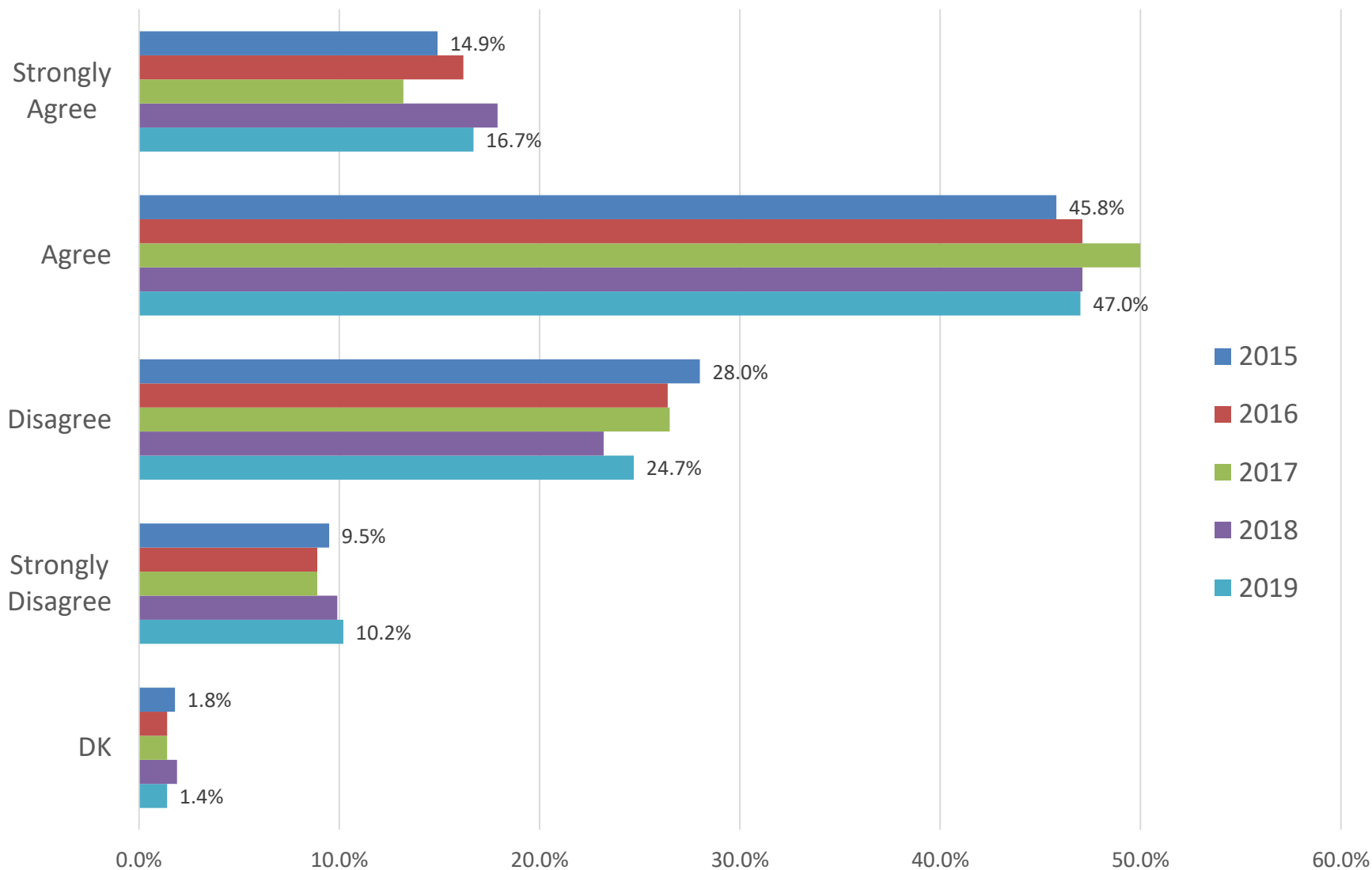


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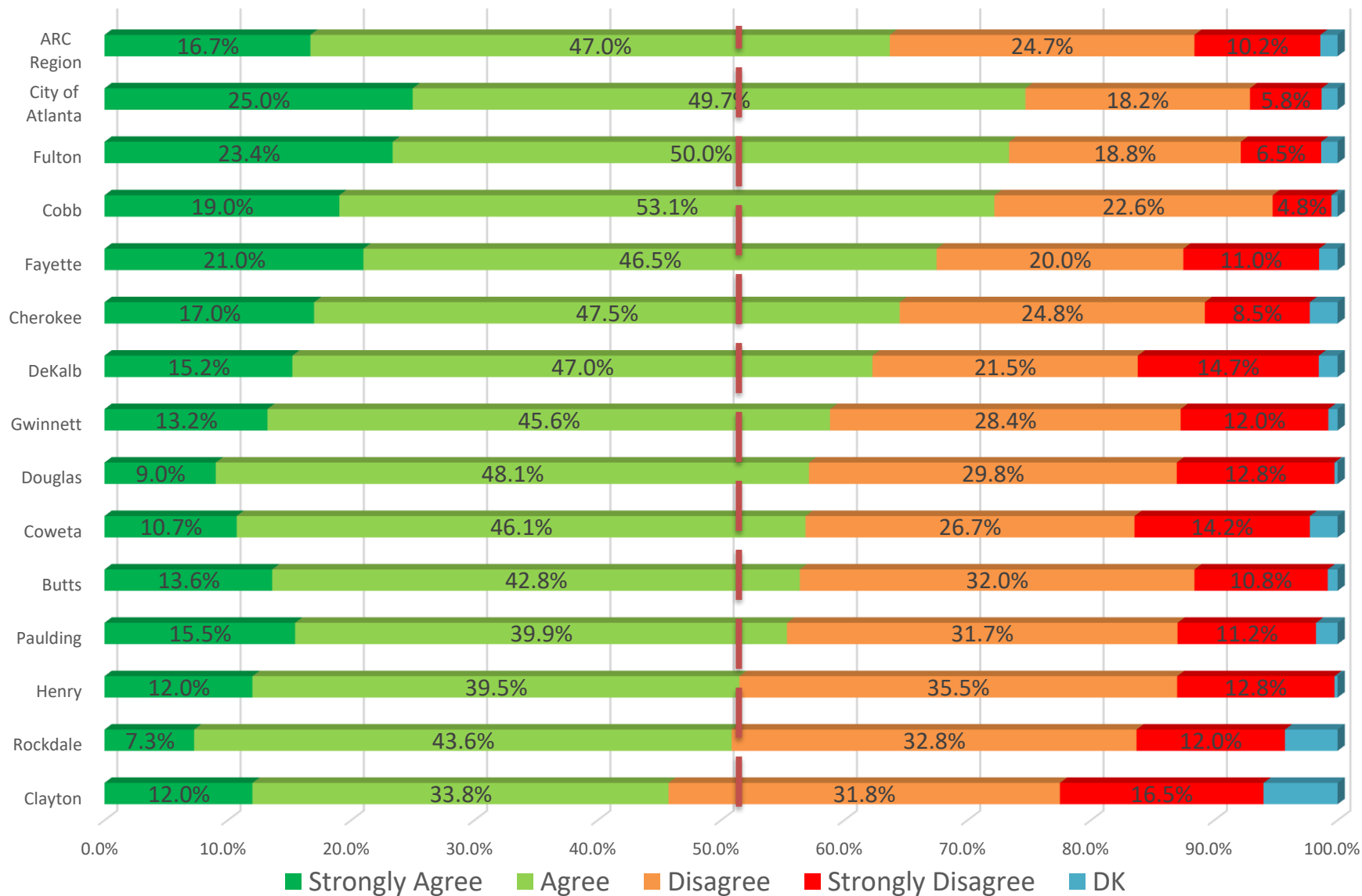
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# Access to Rec/Cultural Opps Near Home?: MAS 2015-19



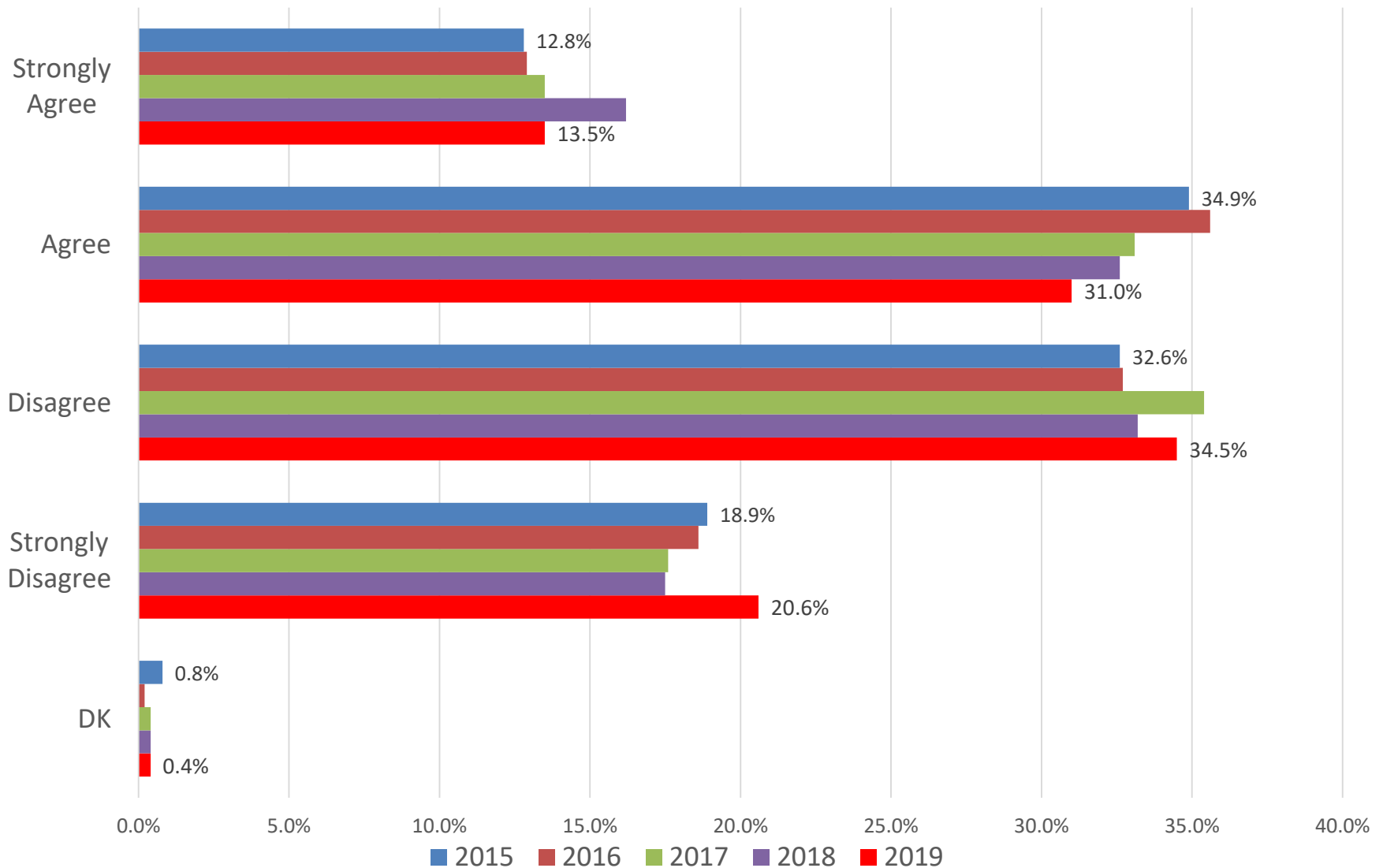


# Access to Rec/Cultural Opps Near Home?: MAS 2019

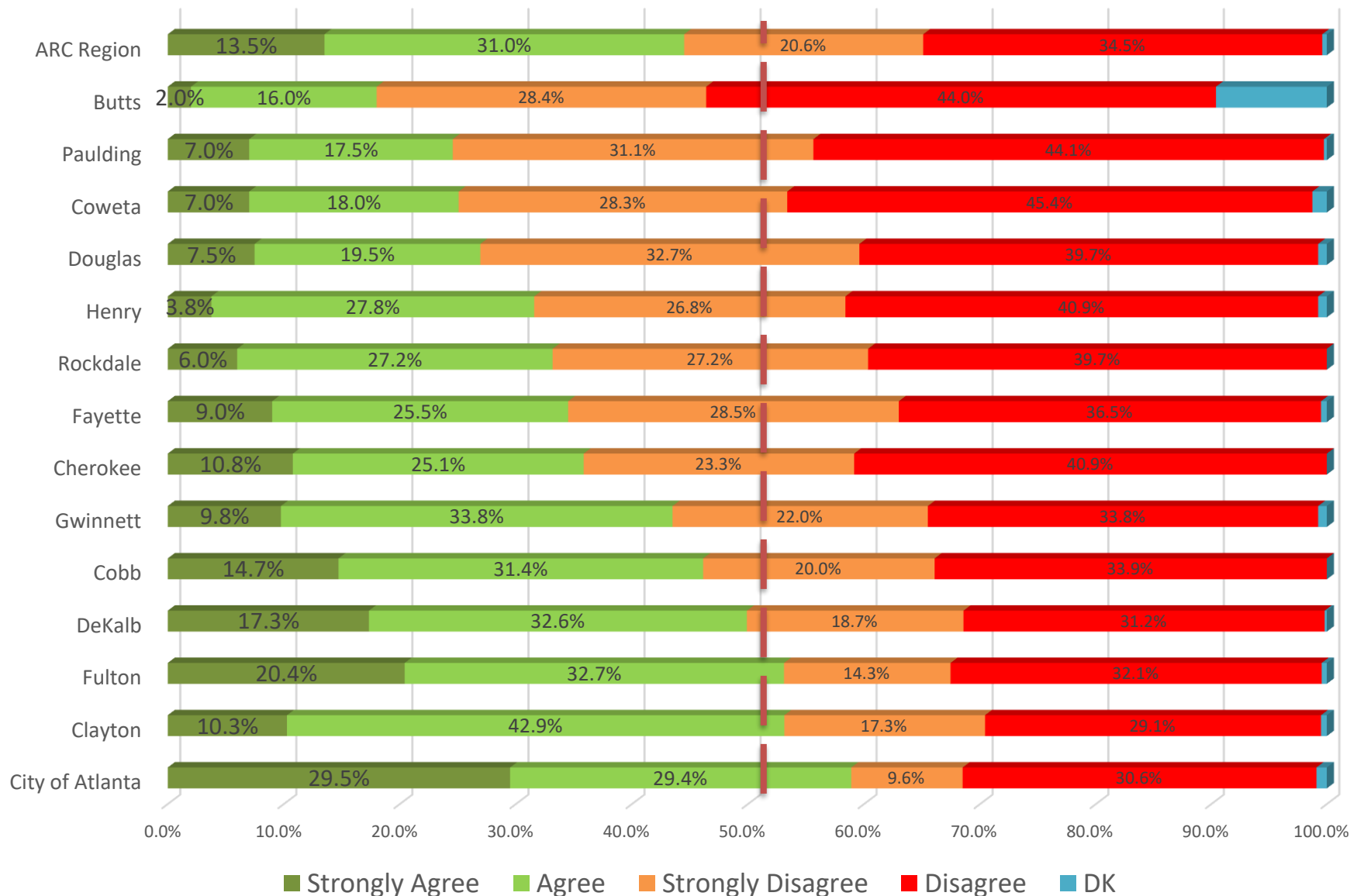




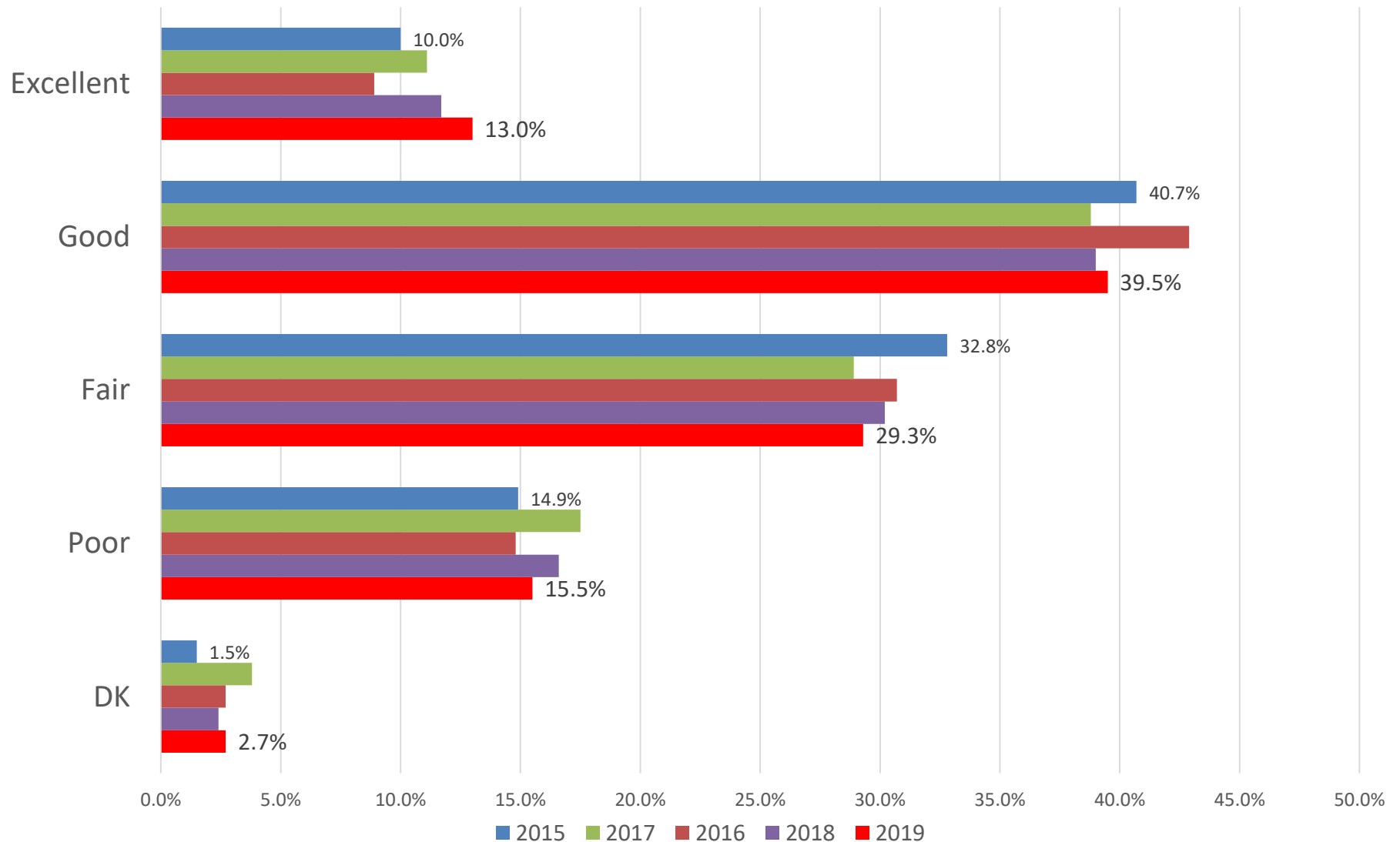
# Access to Shopping Opps Walking Distance?: MAS 2015-19



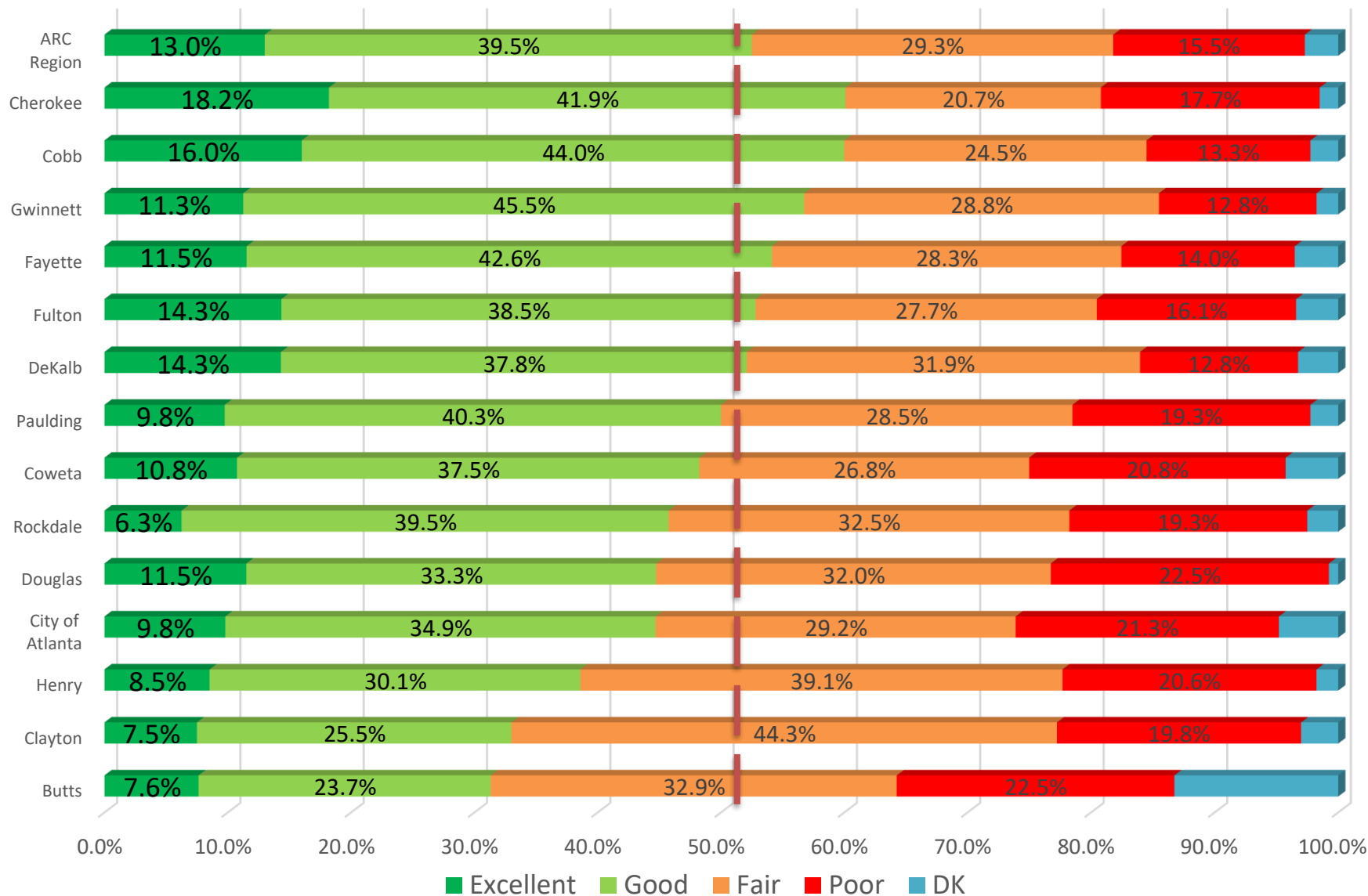
# Access to Shopping Opps Walking Distance?: MAS 2019



# Assessment of Metro as Place to Raise Kids: MAS 2015-19



# Assessment of Metro as Place to Raise Kids, by County: MAS 2019



# ***CIVIC ENGAGEMENT***

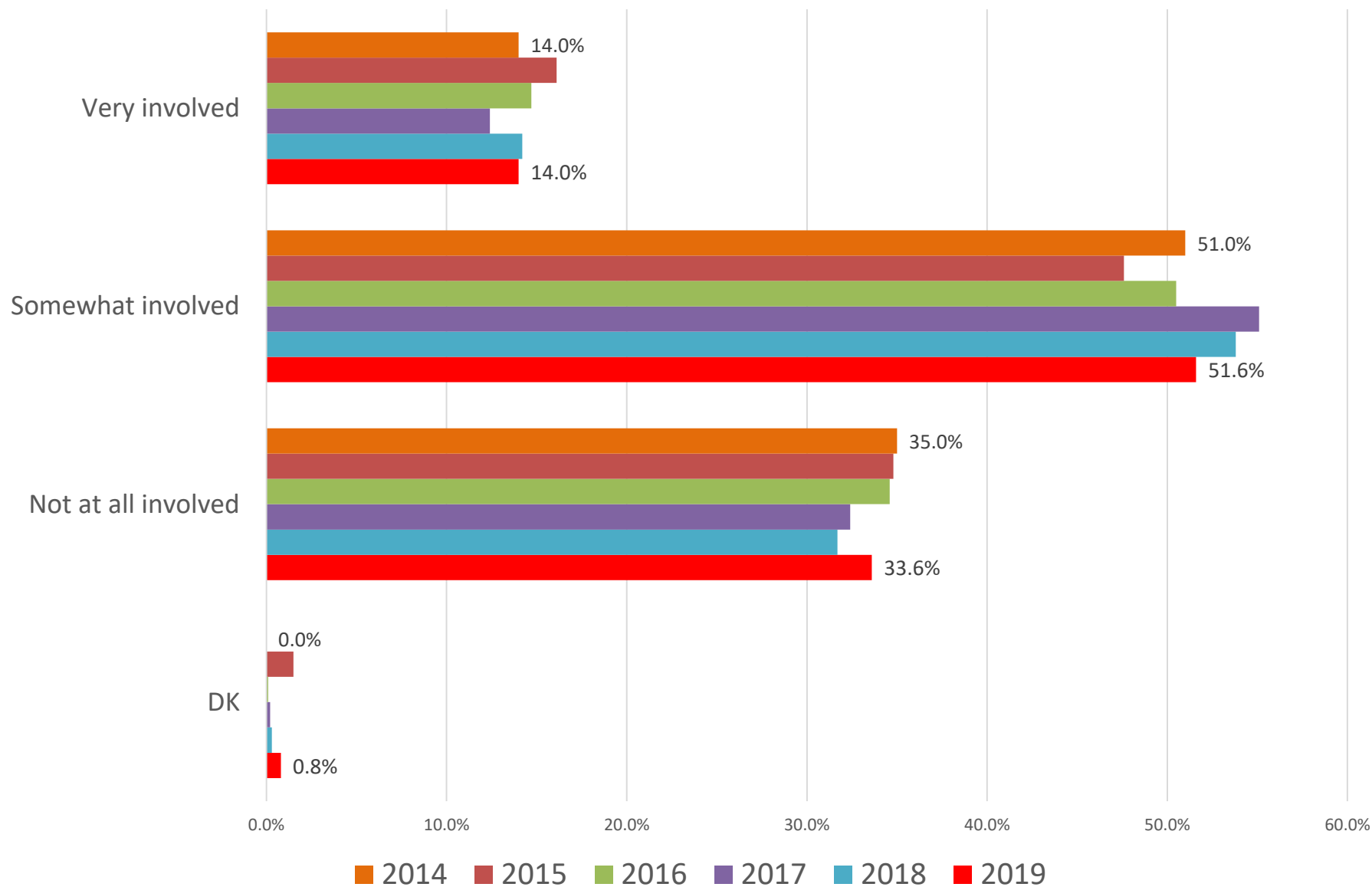


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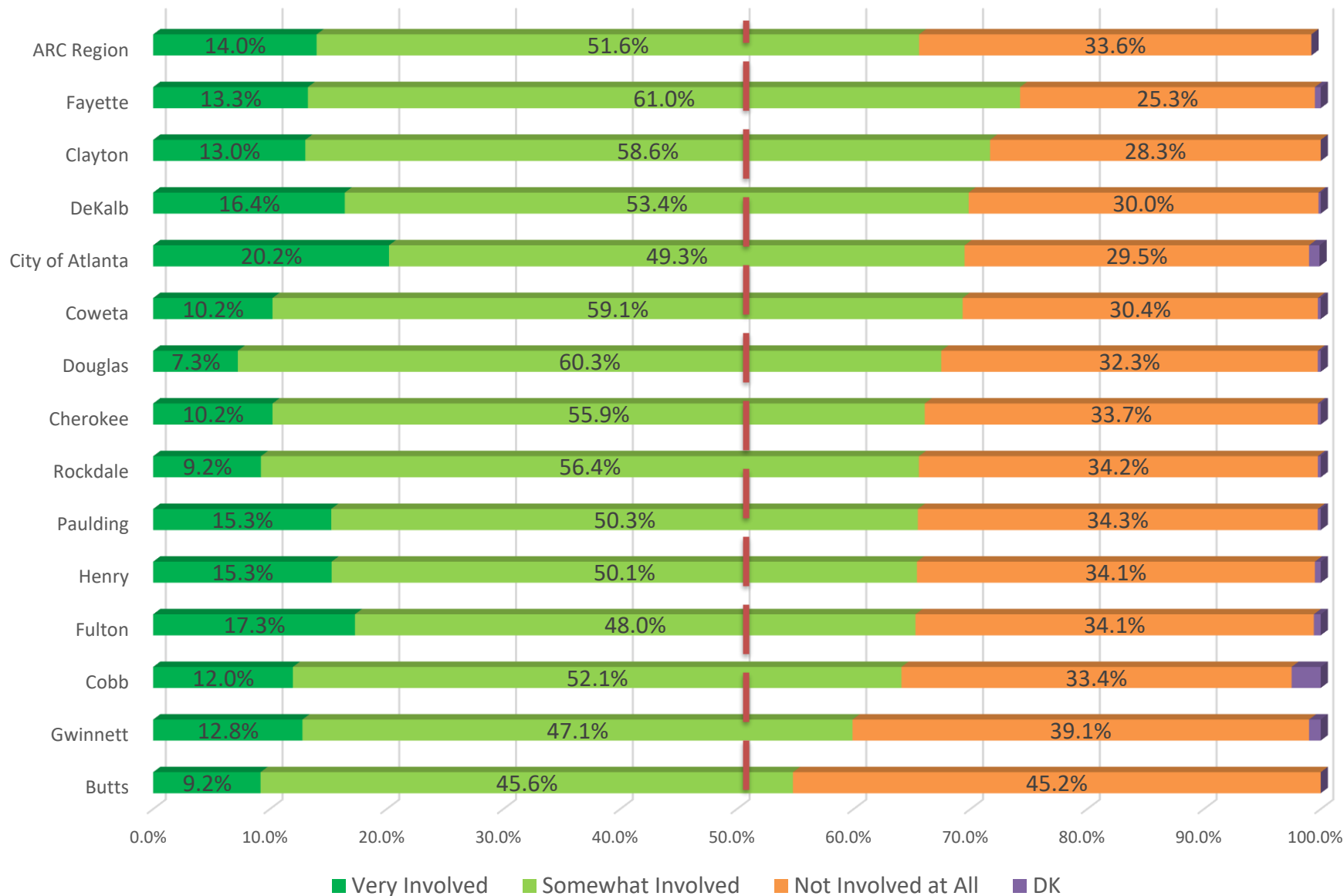
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# How Involved in Community? (by County): MAS 2014-2019

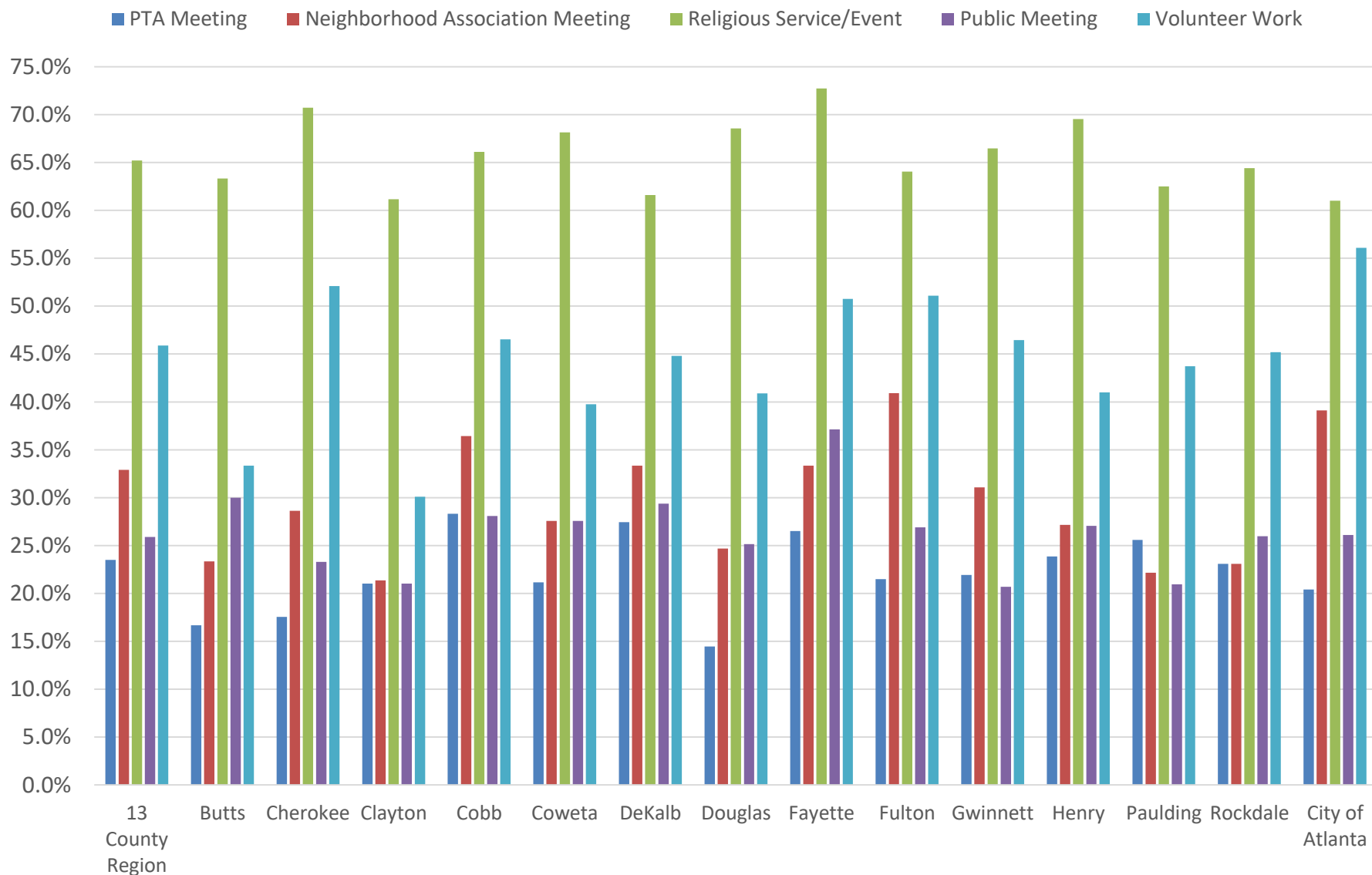


# How Involved in Community? (by County): MAS 2019

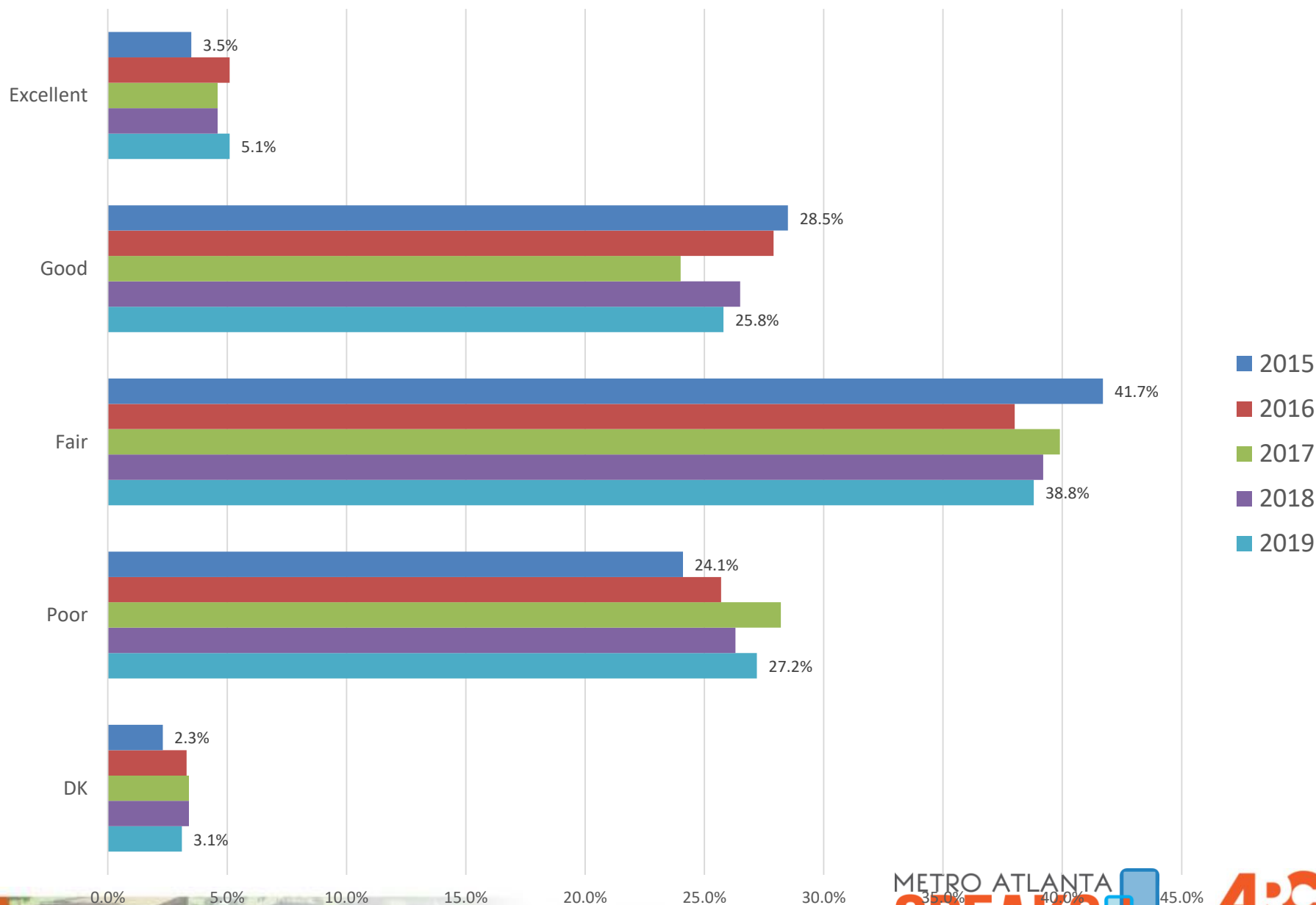




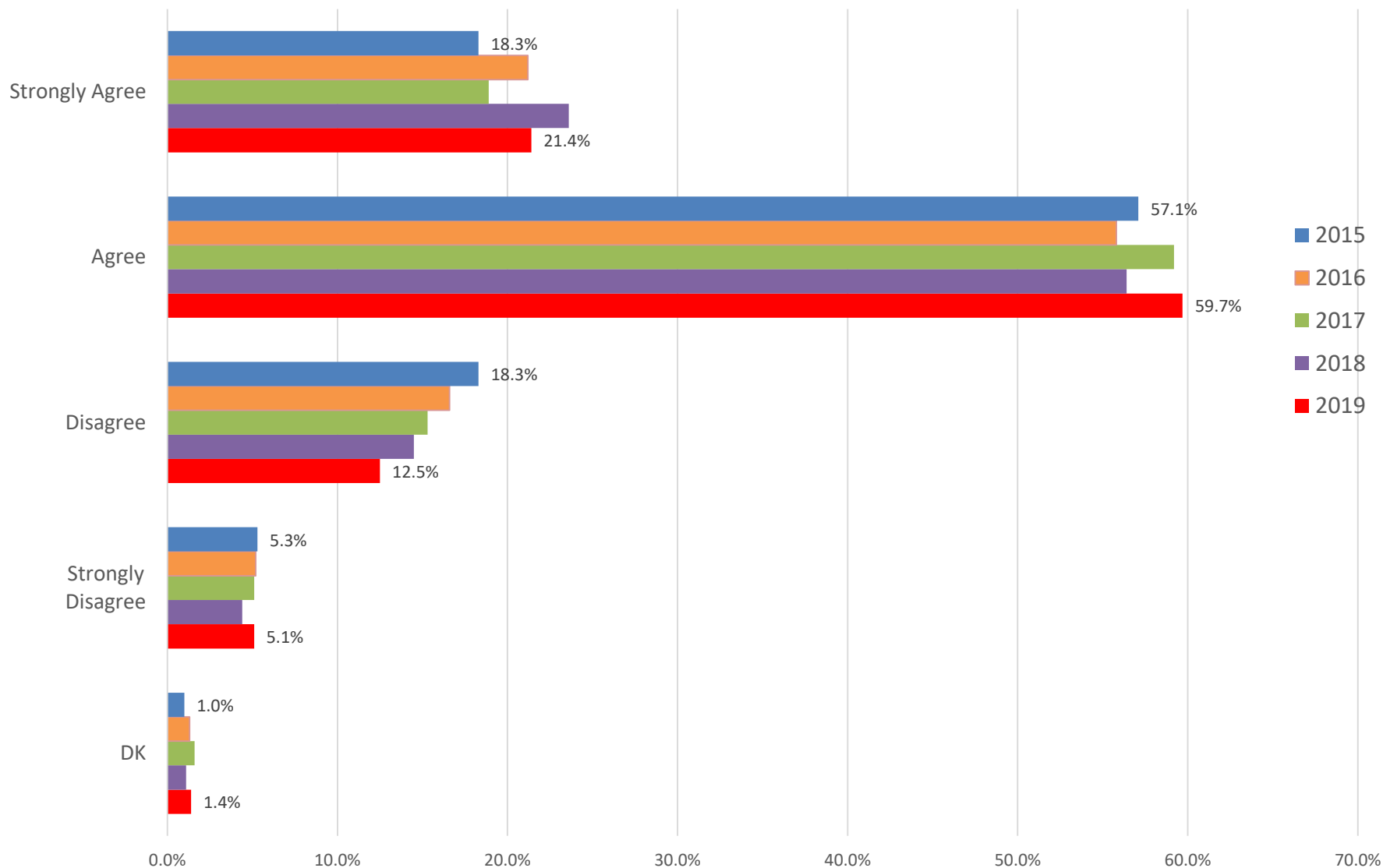
## Involvement in Activities in the Last Year?: MAS 2019



# Assessment of Local Govt. Responsiveness MAS 2015-19



# Neighbors Willing to Help Each Other?: MAS 2015-19





# The Future

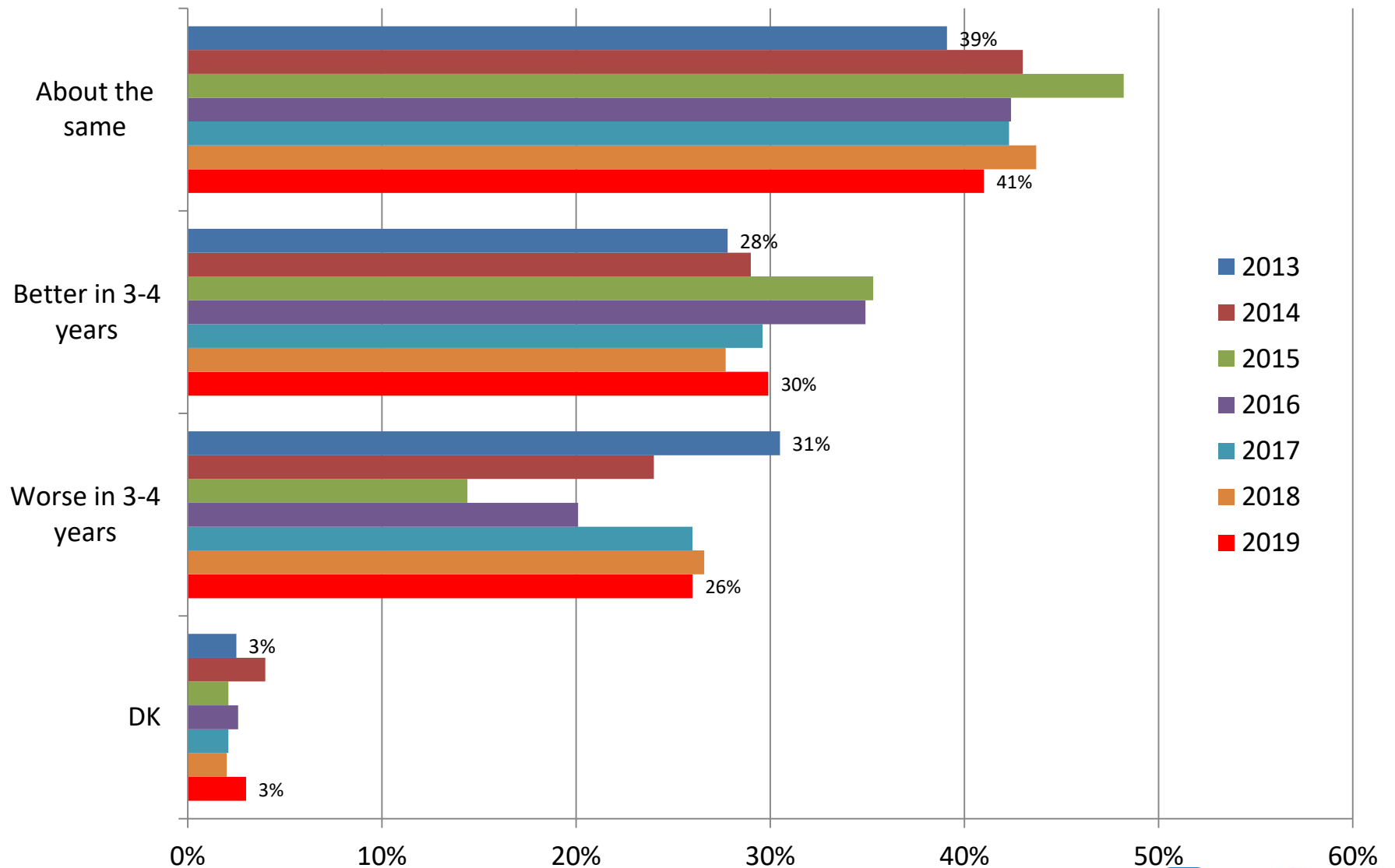


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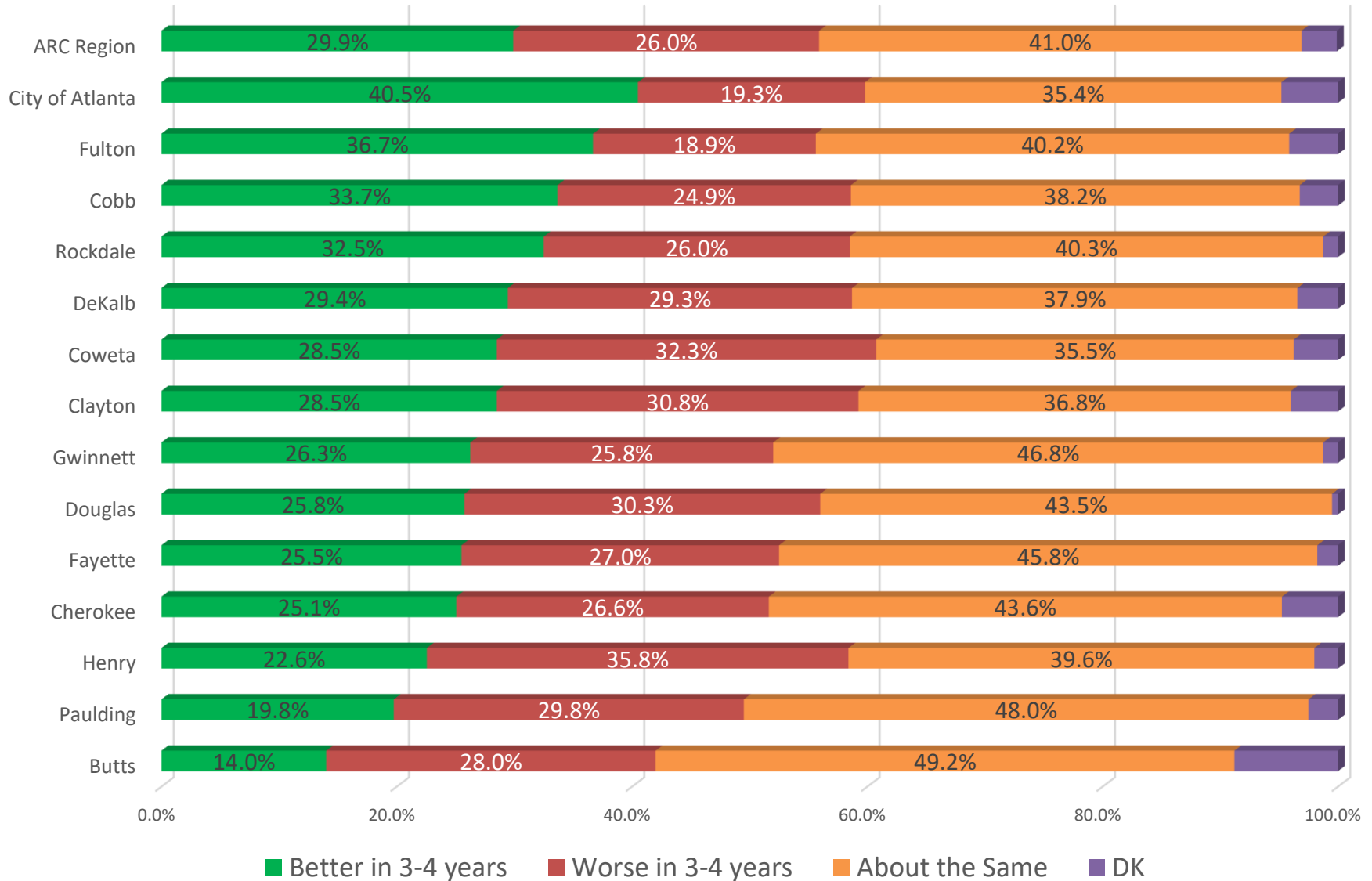
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## Future Assessment of Living Conditions: Responses 2013-2019



# Future Assessment of Living Conditions by County 2019



## “Conduits” for Results

- SORB (Video)
- Metro Atlanta Speaks Webpage
  - Report, Slide Sets, Crosstabs
  - Background and Methodology
  - *Multiyear TABLEAU DASHBOARD*
- 33 Degrees North Blog
  - Specific Posts (Specialized Topics)





# Metro Atlanta Speaks Survey Report

POSTED IN: ATLANTA REGION PLANS & REPORTS

## Looking at 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 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 covers a 13-county region and is statistically significant to the county level, as well as for the City of Atlanta.

The 2018 Metro Atlanta Speaks survey, our sixth, reveals key trends that offer fascinating insights when it comes to the outlook of metro Atlanta.

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# Tableau Dashboard

g, which issue is the biggest problem facing  
a metro Atlanta area today?

How important for metro Atlanta's future is an improved  
public transit system, including buses and trains (not asked in  
2019)?

Please tell me if you agree, or dis  
"I frequently lack the transporta  
need to go."

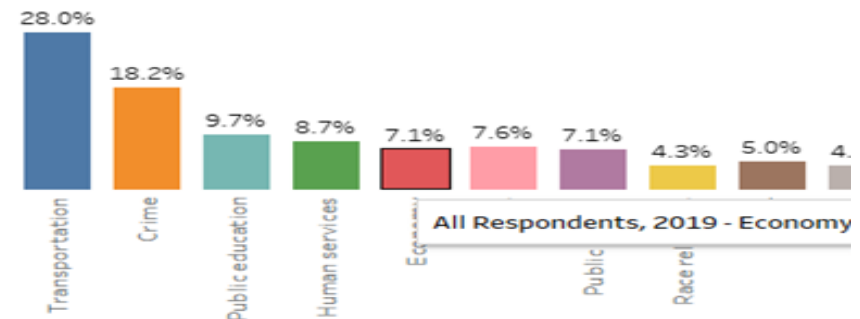
## Choose by Subset

- ☒ County
- ☐ Race/Ethnicity
- ☐ Gender
- ☐ Age
- ☐ Income
- ☐ Education
- ☐ Children in household
- ☐ Employment status
- ☐ Years in metro Atlanta
- ☐ North/South of I-20
- ☐ Own/Rent house

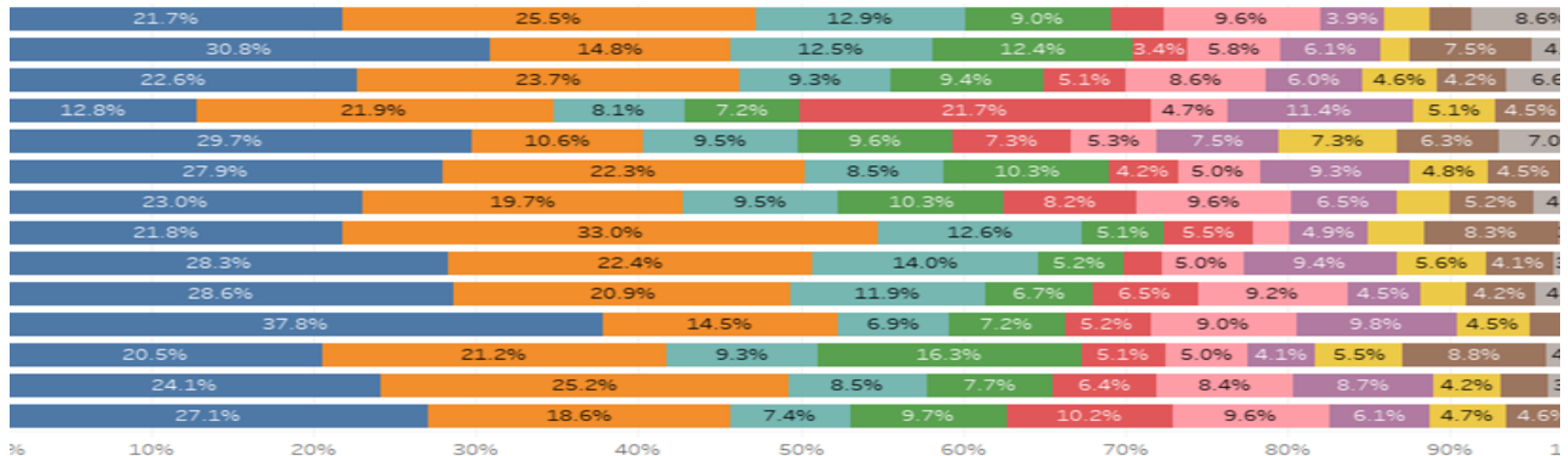
## Possible Answers

- Transportation
- Crime
- Public education
- Human services
- Economy
- Taxes
- Public health
- Race relations
- Other
- Don't know

## Regional Snapshot (All Respondents, 13 County-Region)



## Results by Year and Subset



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# 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: 65+, older adults, seniors

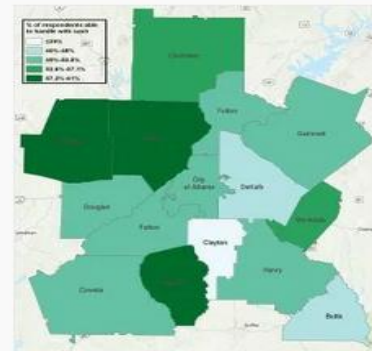
A series of interactive maps explores where metro Atlantans age 65 and older live, where they are more likely to be living in poverty



## 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



## Monday Mapday: Handling Emergency Expenses in the Metro

By Layla Bellows | June 3rd, 2019 | Categories: Economy, Metro Atlanta Speaks, Monday Mapday, Uncategorized

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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)

