

METRO ATLANTA
SPEAKS



Perceptions of Life in Metro Atlanta

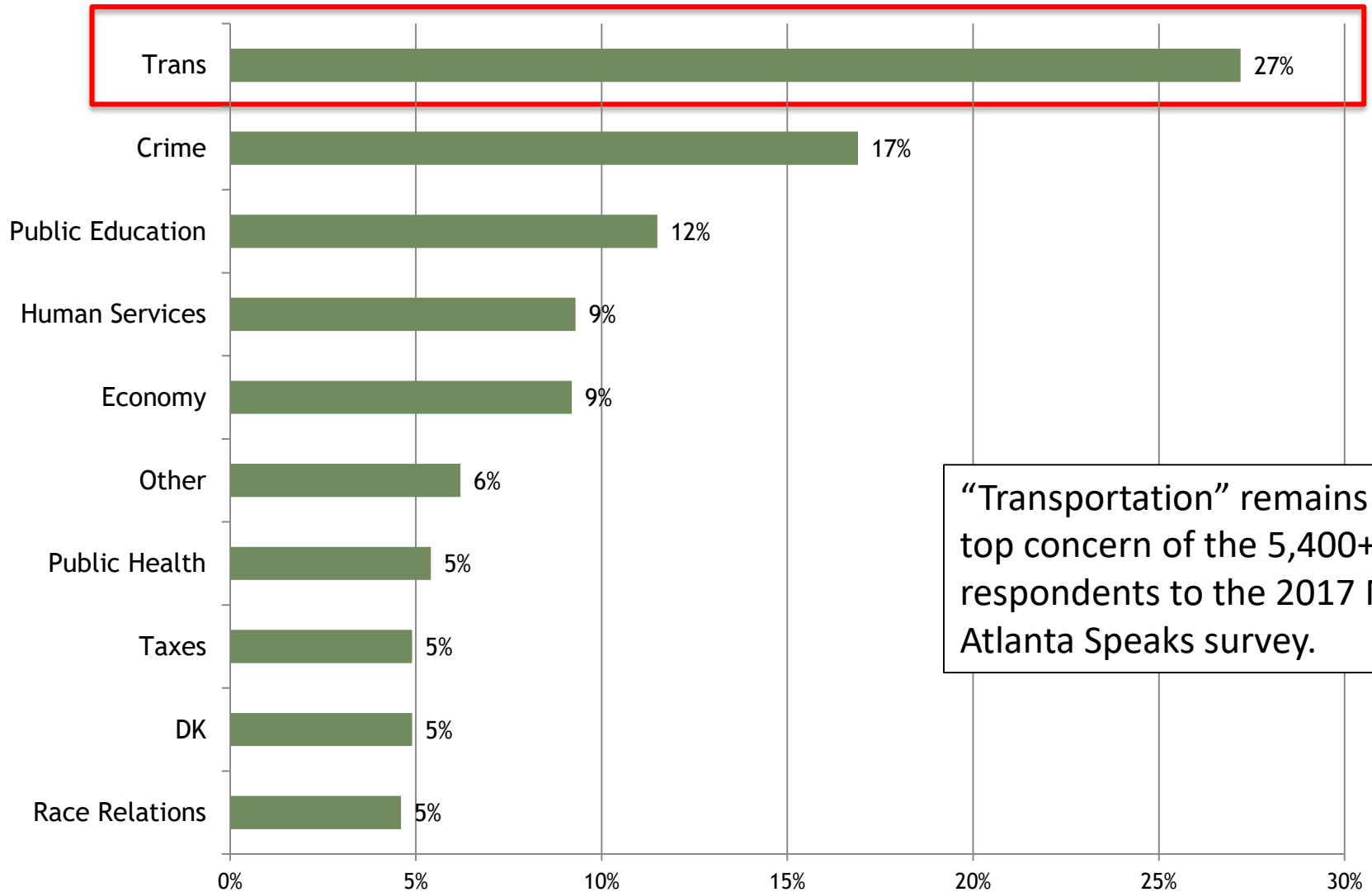
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November 2017

2017 Headlines

- **Transportation** stays the #1 concern
- **Transit support remains strong**
 - **51 percent** of respondents would be willing to pay more in taxes to expand public transit
 - **Nearly 49 percent** of respondents chose “expand public transit” as the best long-term fix to traffic challenges, which is the highest percentage in the five years of asking this question
- **Economy** is getting better and better
 - Was the #1 concern in 2013, now #5, behind “Human Services”
- **Economy not improving** for everyone equally
 - **Some 30 percent** of respondents would struggle paying for an unexpected financial emergency of \$400
 - **Some 20 percent** of respondents reported that they skip meals due to lack of money
- **Concern over crime** drops dramatically from 2016
 - In 2016, 23 percent of respondents chose “Crime” as #1 concern. In 2017, only 17 percent chose Crime

TRANSPORTATION

Biggest Problem Facing Residents in Metro Atlanta: Responses - 2017



“Transportation” remains the top concern of the 5,400+ respondents to the 2017 Metro Atlanta Speaks survey.



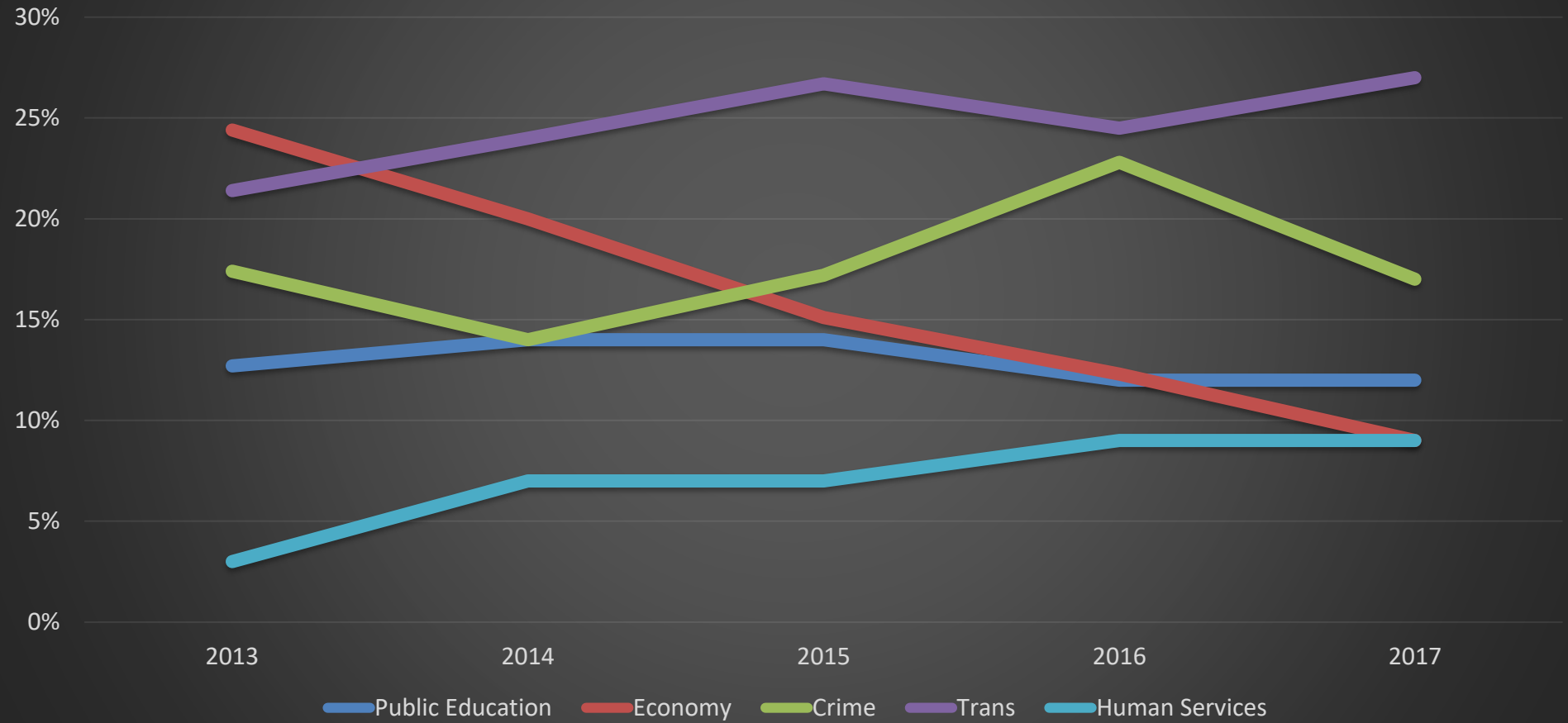
Most Likely to Say that Transportation is the #1 Issue?

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



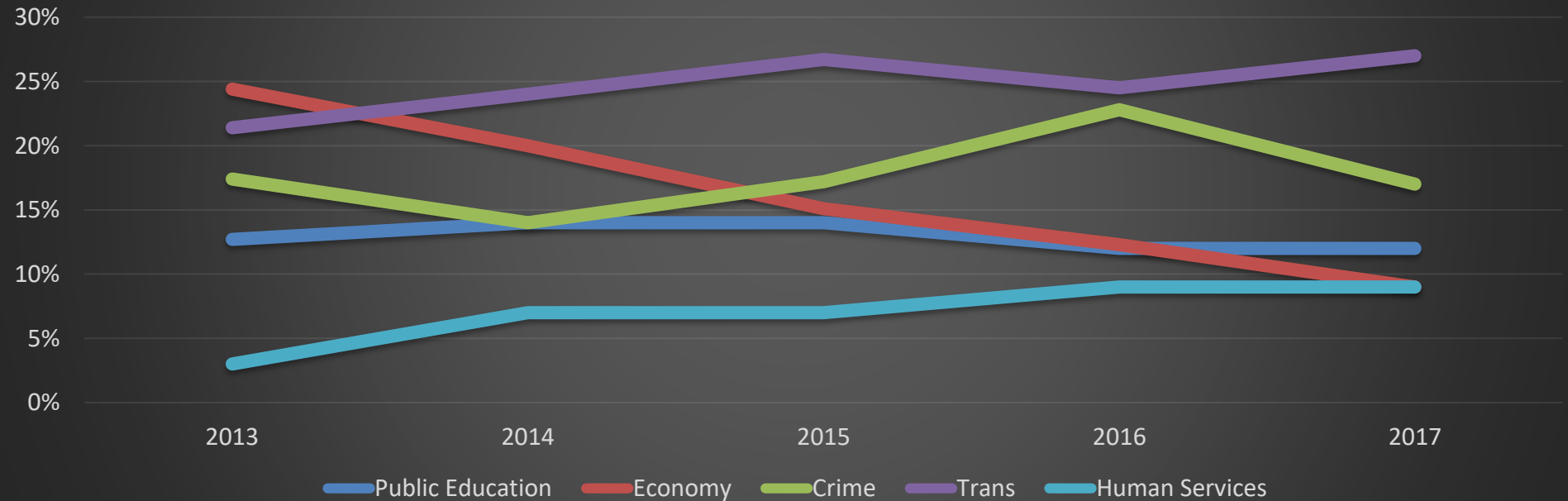
Biggest Problem Facing Residents in Metro Atlanta: Responses – 2013-2017

Change in the Perceptions of the Region's Biggest Problem, 2013-2017



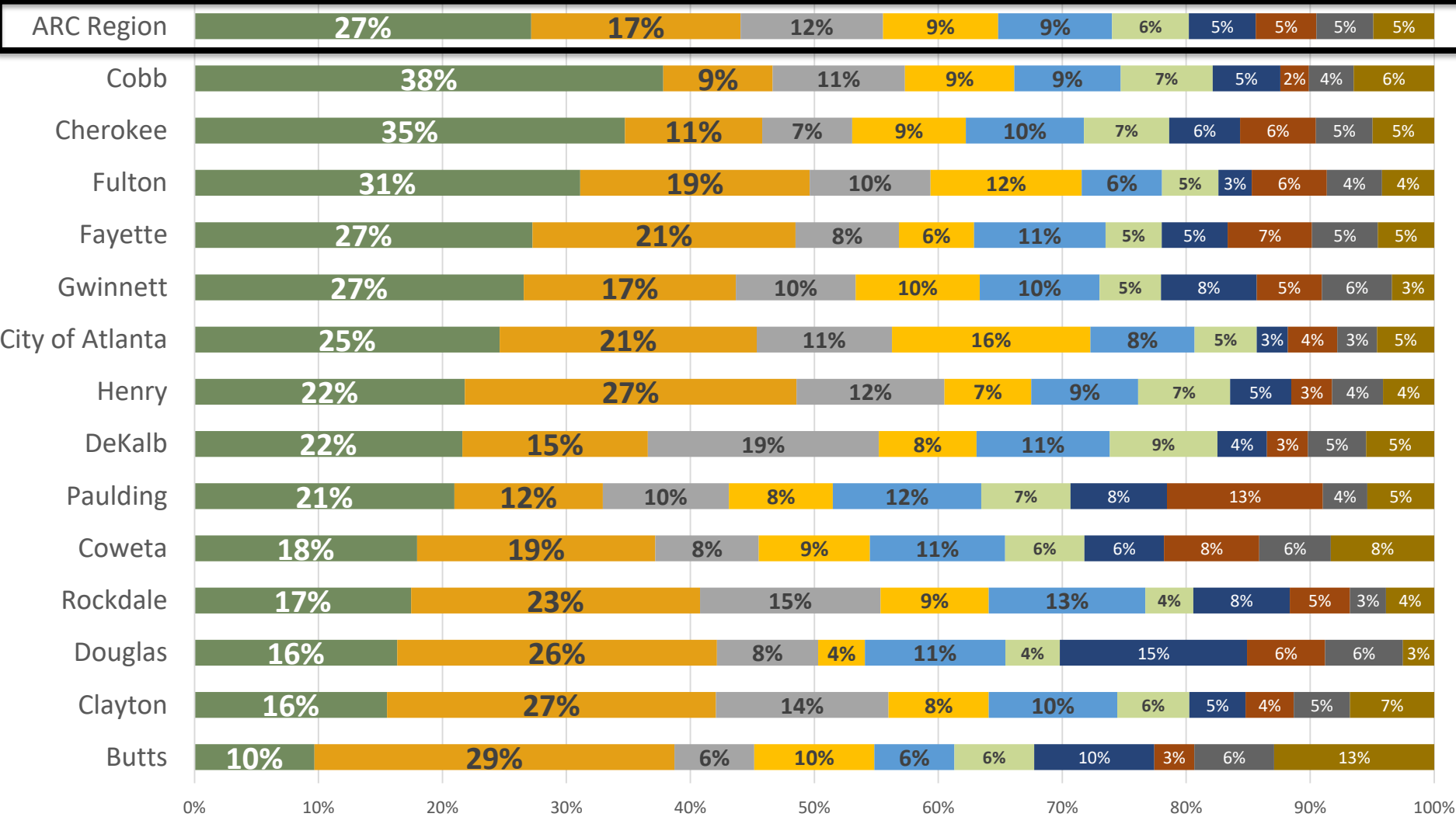
Biggest Problem Facing Residents in Metro Atlanta: Responses – 2013-2017

Change in the Perceptions of the Region’s Biggest Problem, 2013-2017



While “transportation” has remained the top concern for the last four years, the decline of “economy” as a concern has been the biggest change over the history of the survey. In 2013, almost 25 percent of respondents chose “economy” as the top concern. This year, only nine percent chose economy – the same percentage as those choosing “human services”

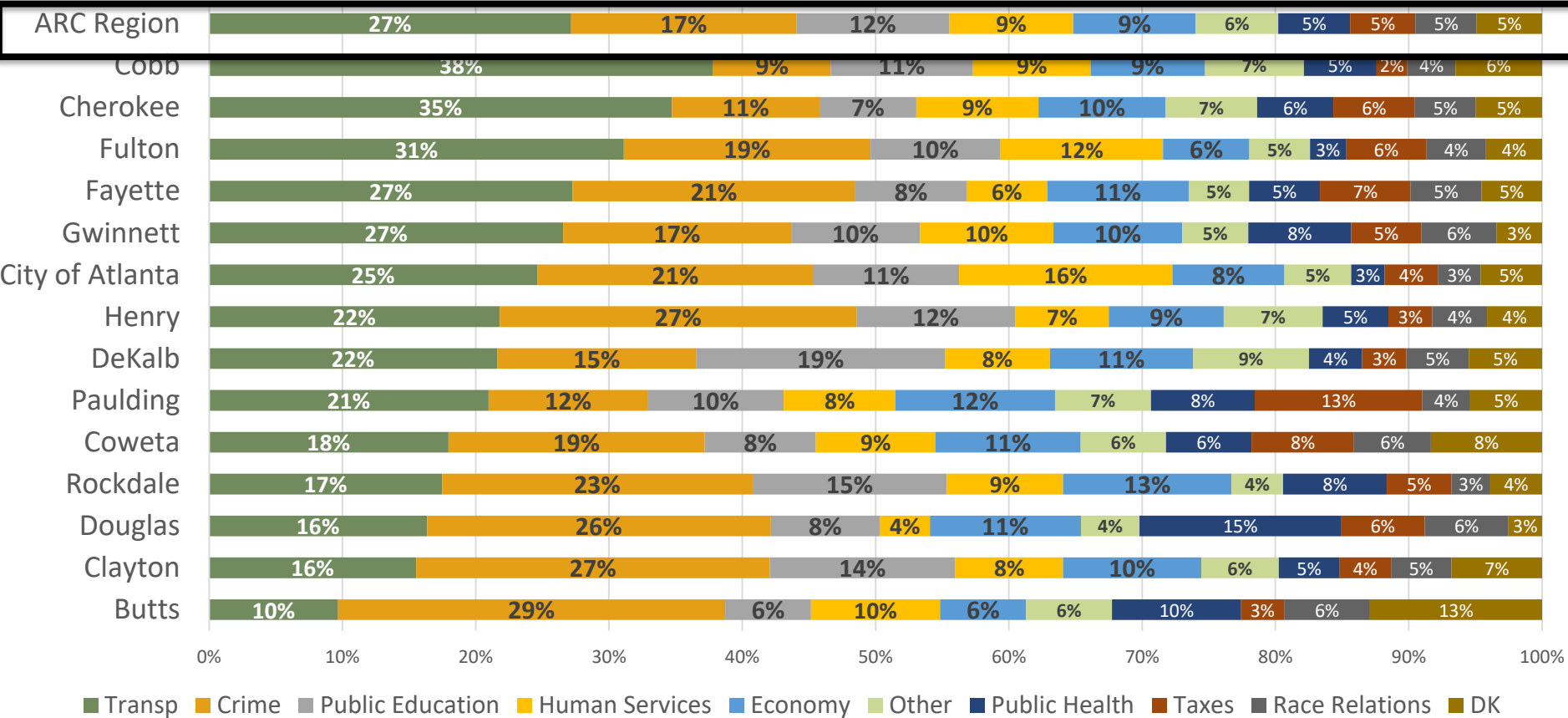
Biggest Problem for Metro Atlanta, By Jurisdiction – 2017 (Sorted By "Transportation" Responses)



■ Transp
 ■ Crime
 ■ Public Education
 ■ Human Services
 ■ Economy
 ■ Other
 ■ Public Health
 ■ Taxes
 ■ Race Relations
 ■ DK

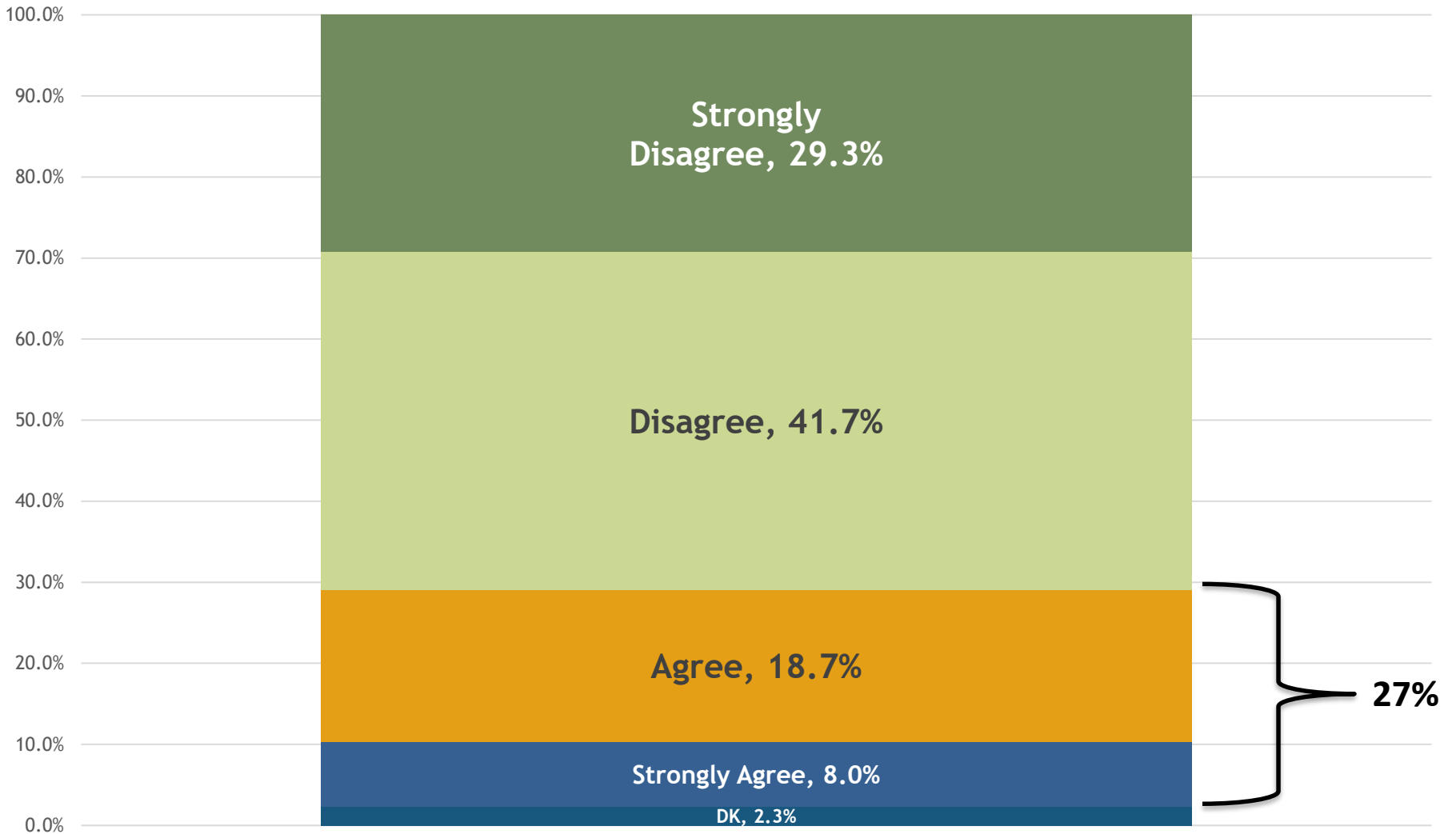


Biggest Problem for Metro Atlanta, By Jurisdiction – 2017 (Sorted By “Transportation” Responses)



“Transportation” was the top concern in eight of the 14 jurisdictions, while “Crime” was the top concern in the other six jurisdictions (Henry, Coweta, Rockdale, Douglas, Clayton and Butts)

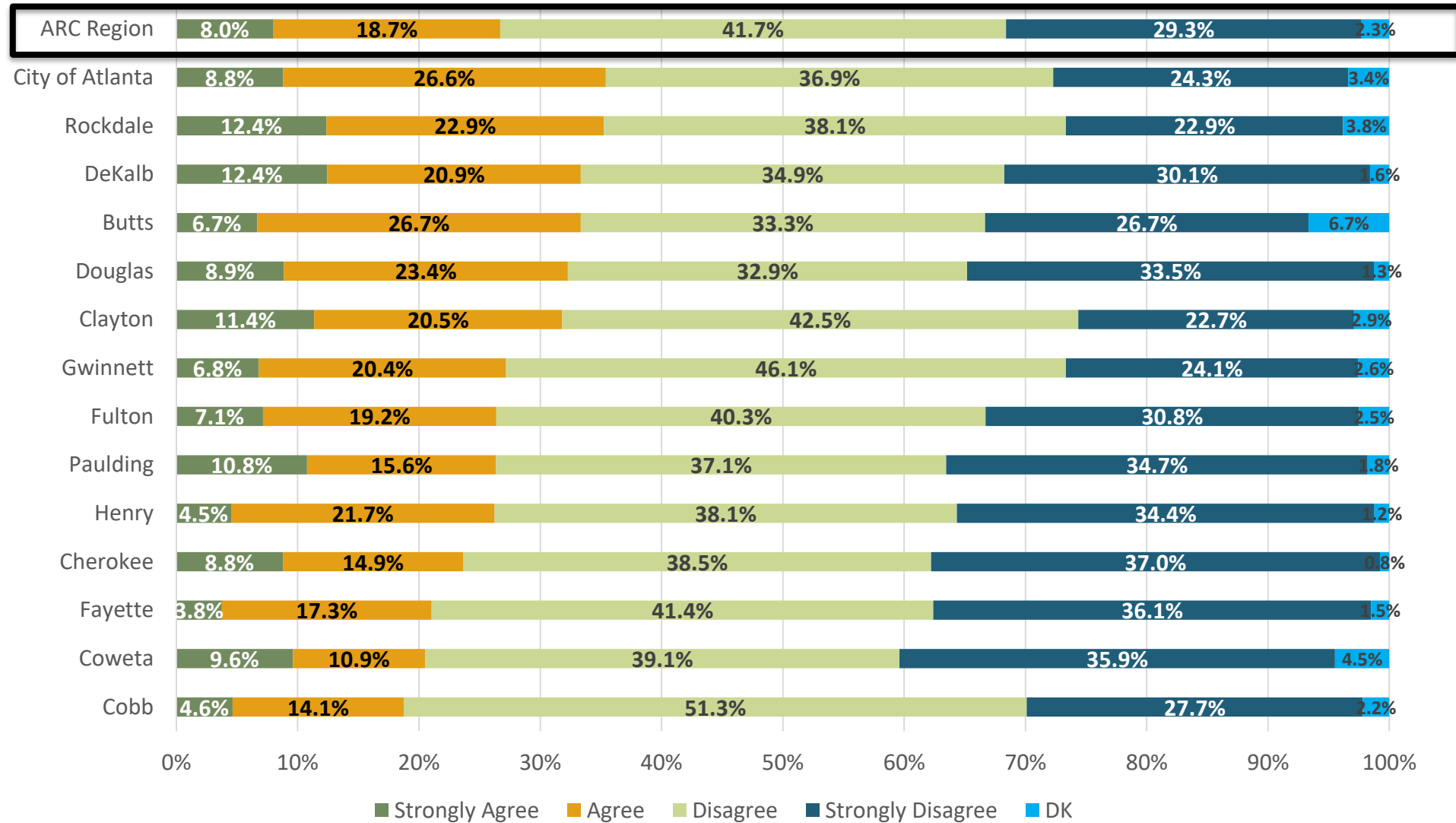
"I Frequently Lack Transportation to Get to Places I Need to Go..." (2017)



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

By Jurisdiction, 2017

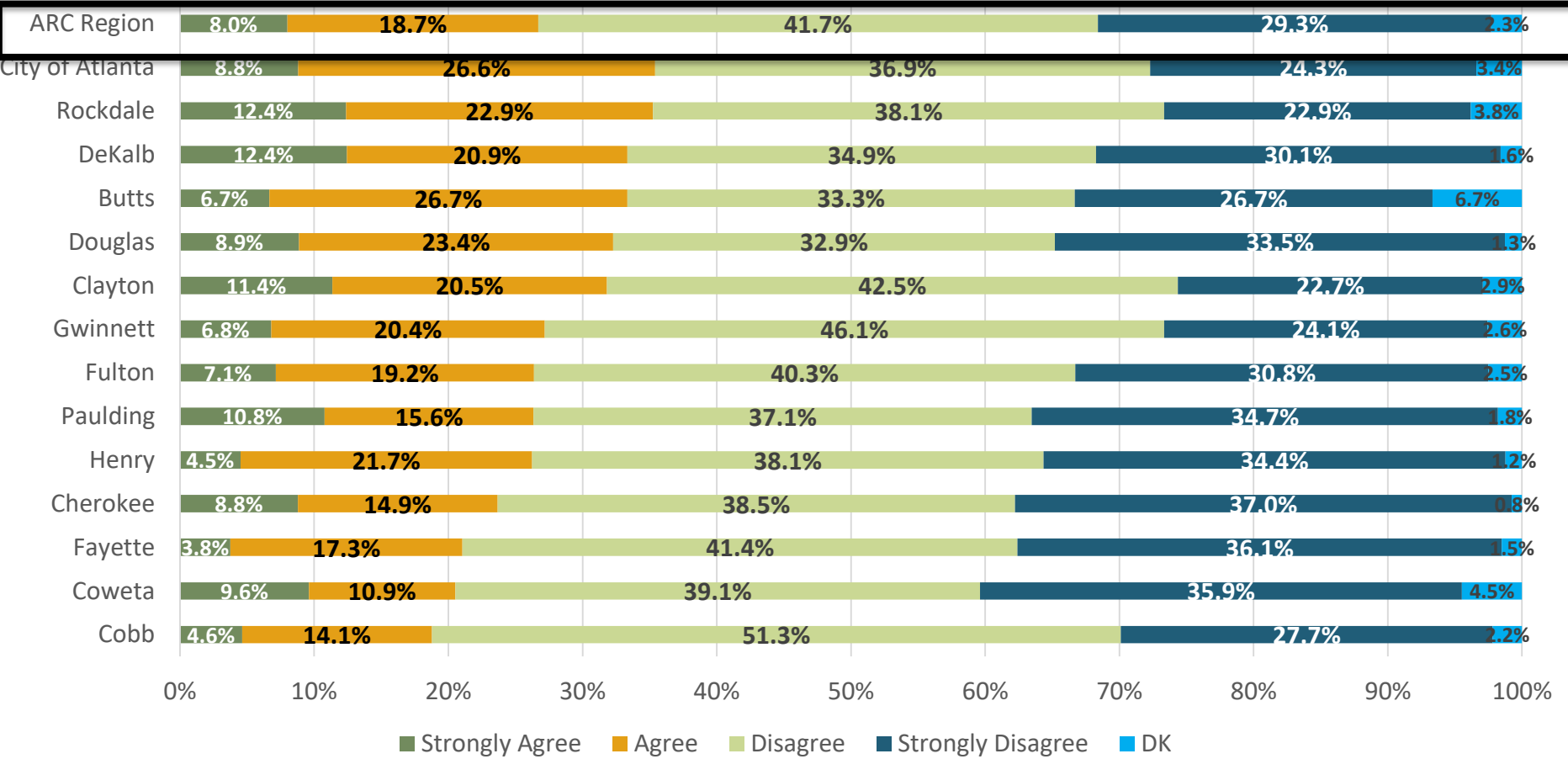
(Sorted by Strongly Agree + Agree Responses)



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

By Jurisdiction, 2017

(Sorted by Strongly Agree + Agree Responses)



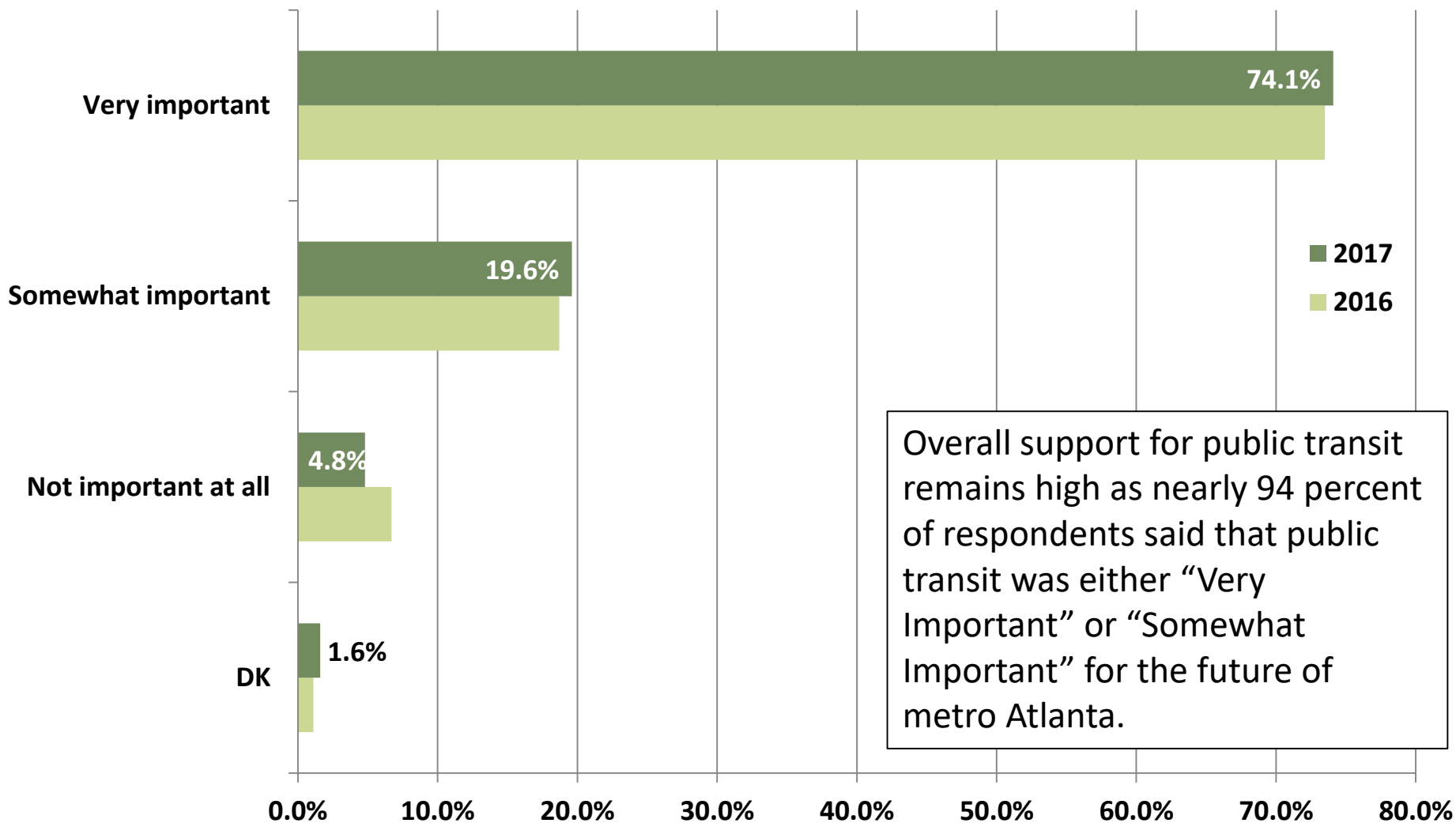
Overall, roughly 27 percent of respondents indicated that they frequently lack transportation to get where they need to go, but in jurisdictions like the City of Atlanta (35%) and Rockdale (35%), those percentages are significantly higher.

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

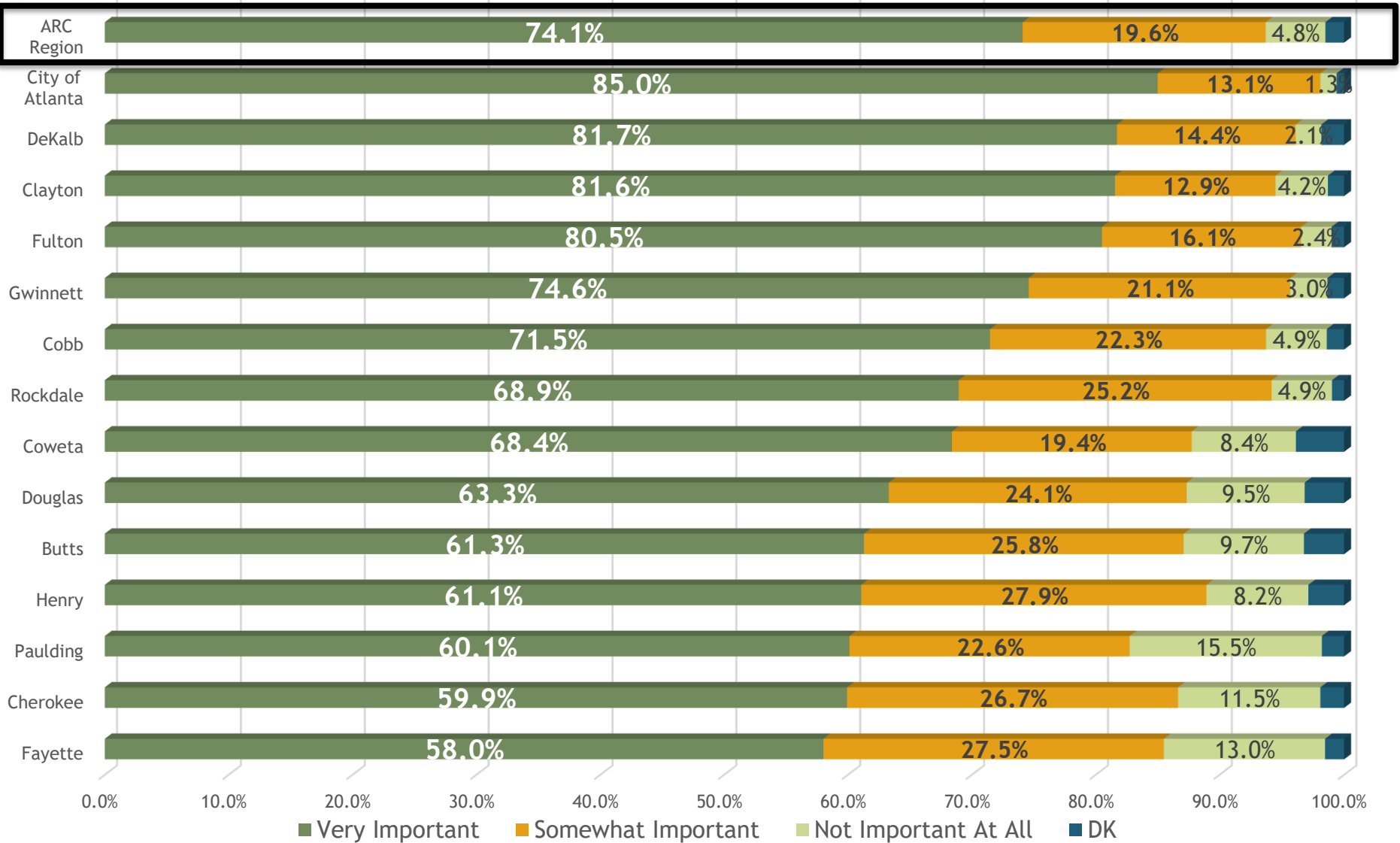


Importance of Public Transit for the Future of Metro Atlanta, 2017



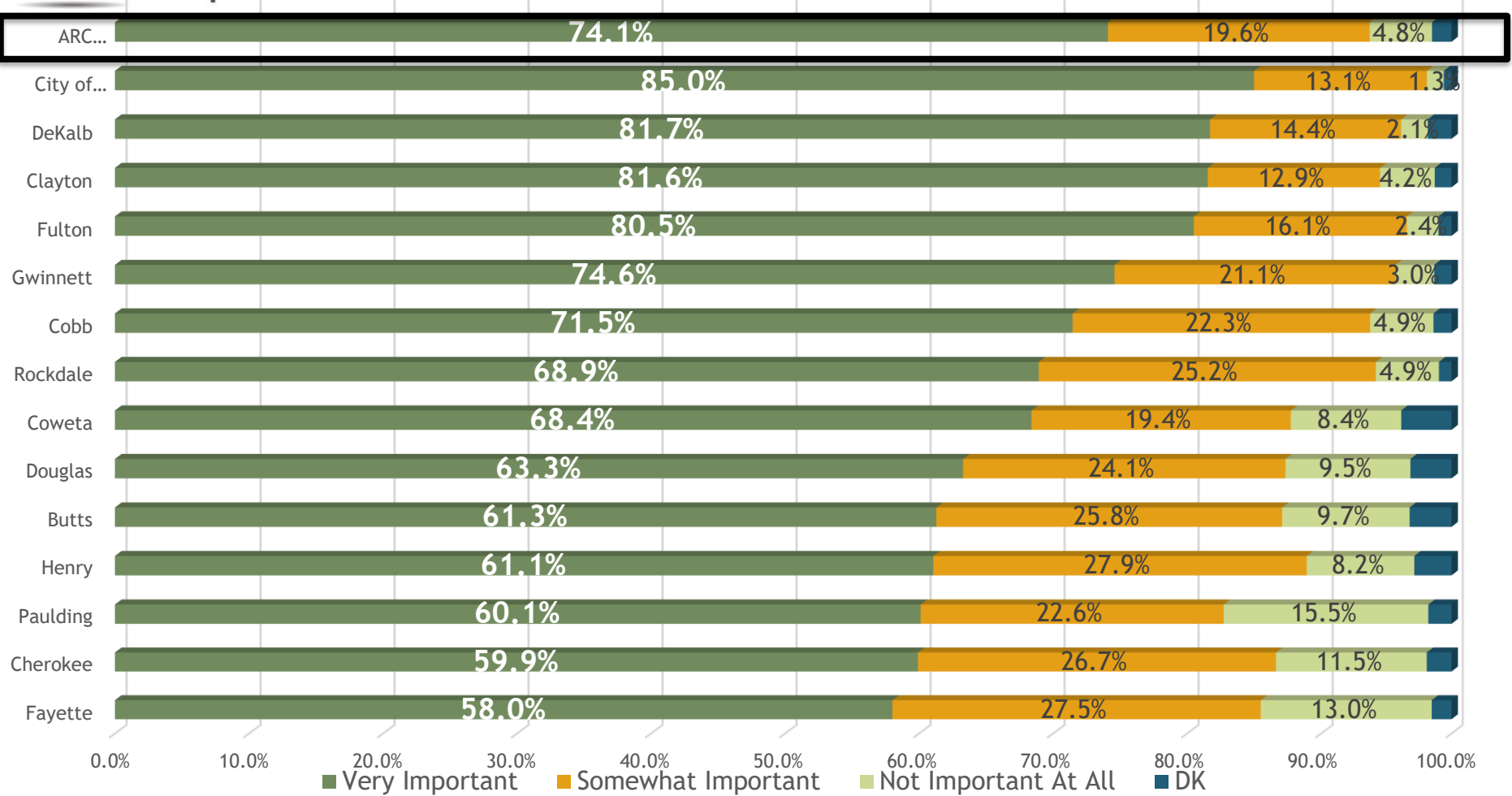
Importance of Public Transit to the Region, by Jurisdiction, 2017

(Sorted by "Very Important" Responses)



Importance of Public Transit to the Region, by Jurisdiction, 2017

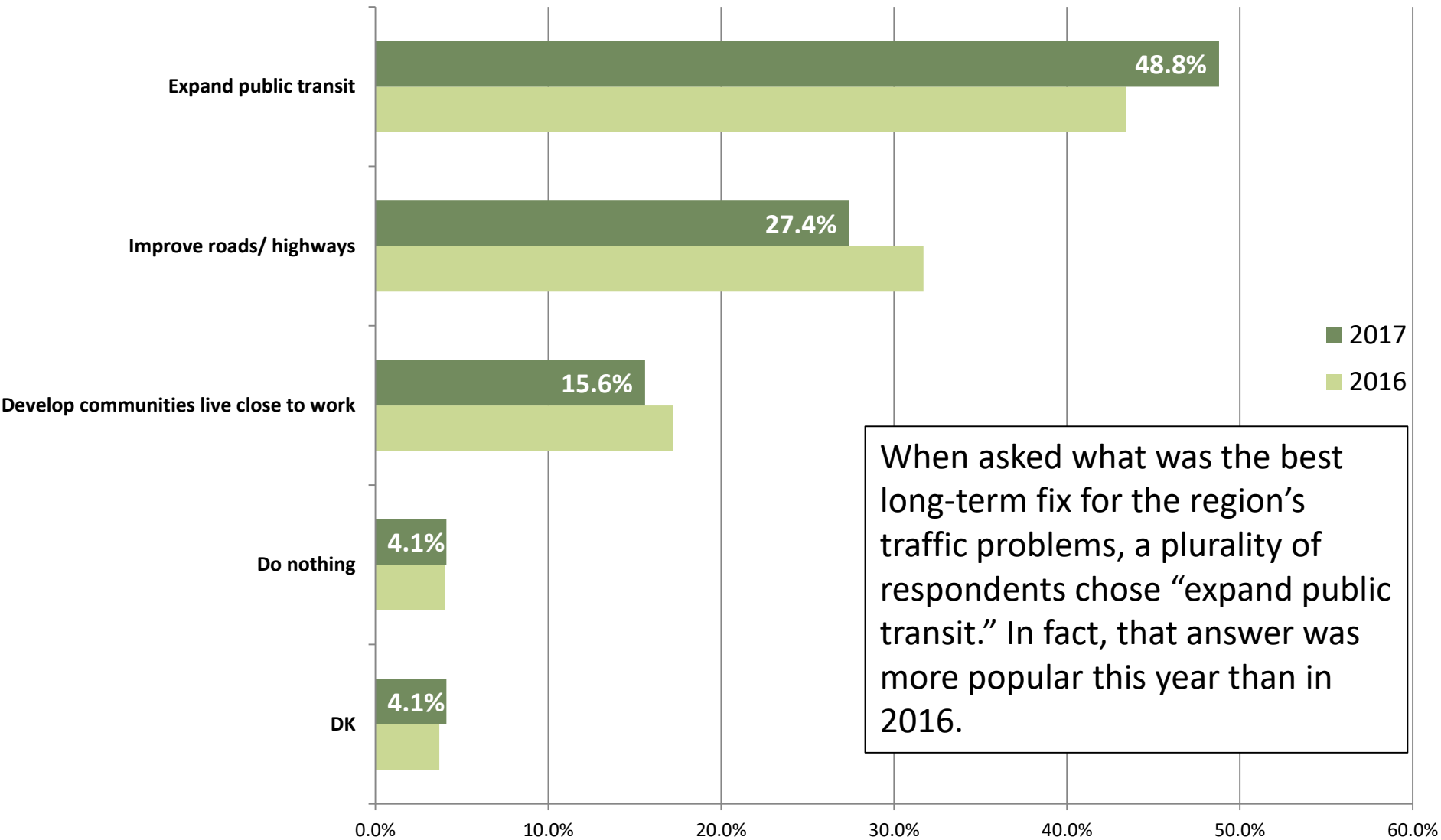
(Sorted by "Very Important" Responses)



A majority of respondents in every jurisdiction indicated that public transit was "very important" to the future of metro Atlanta.



Best Way to Fix Traffic? 2016 and 2017

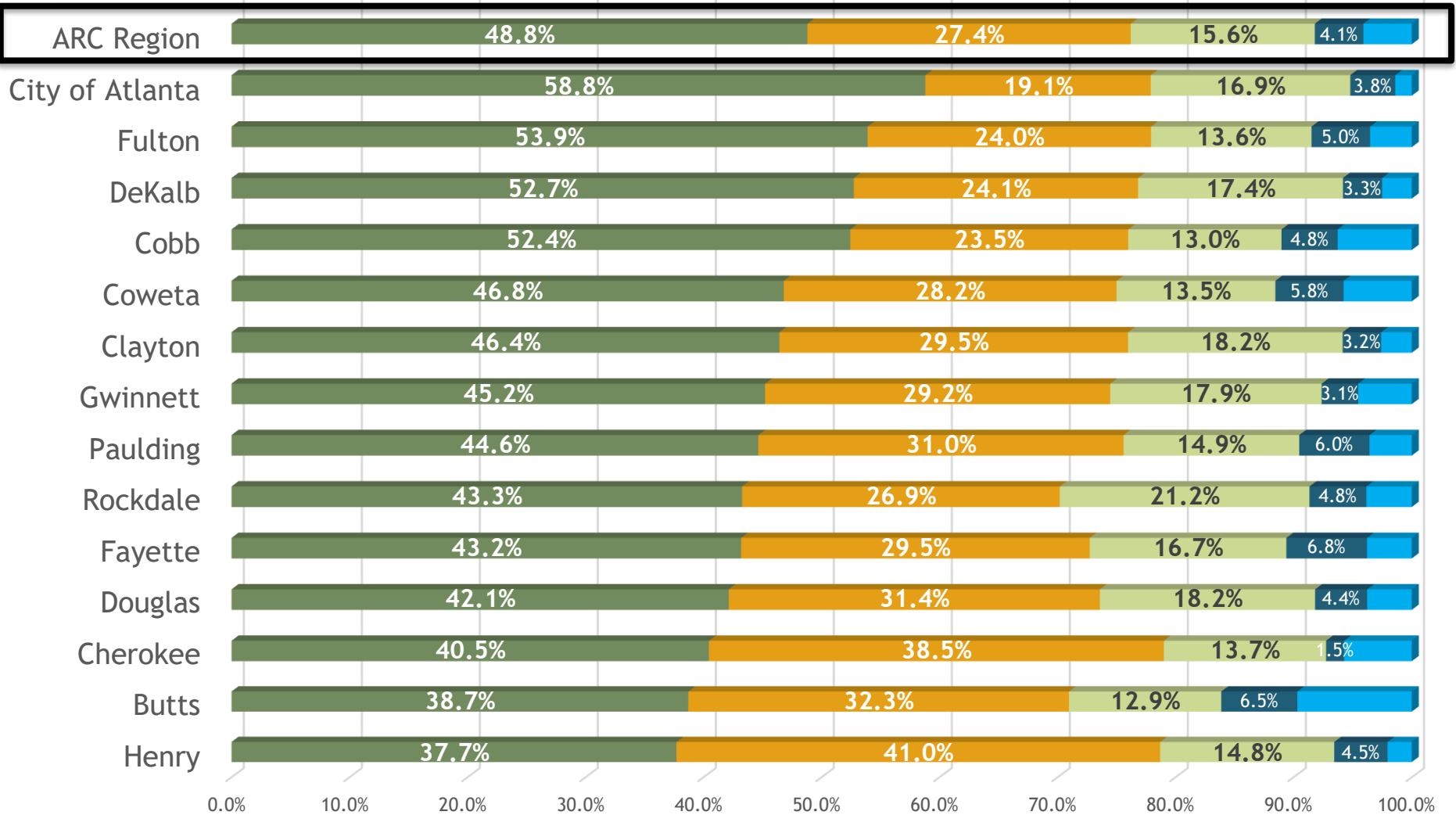


When asked what was the best long-term fix for the region's traffic problems, a plurality of respondents chose "expand public transit." In fact, that answer was more popular this year than in 2016.



Best Long-Term Solution to Traffic, by Jurisdiction, 2017

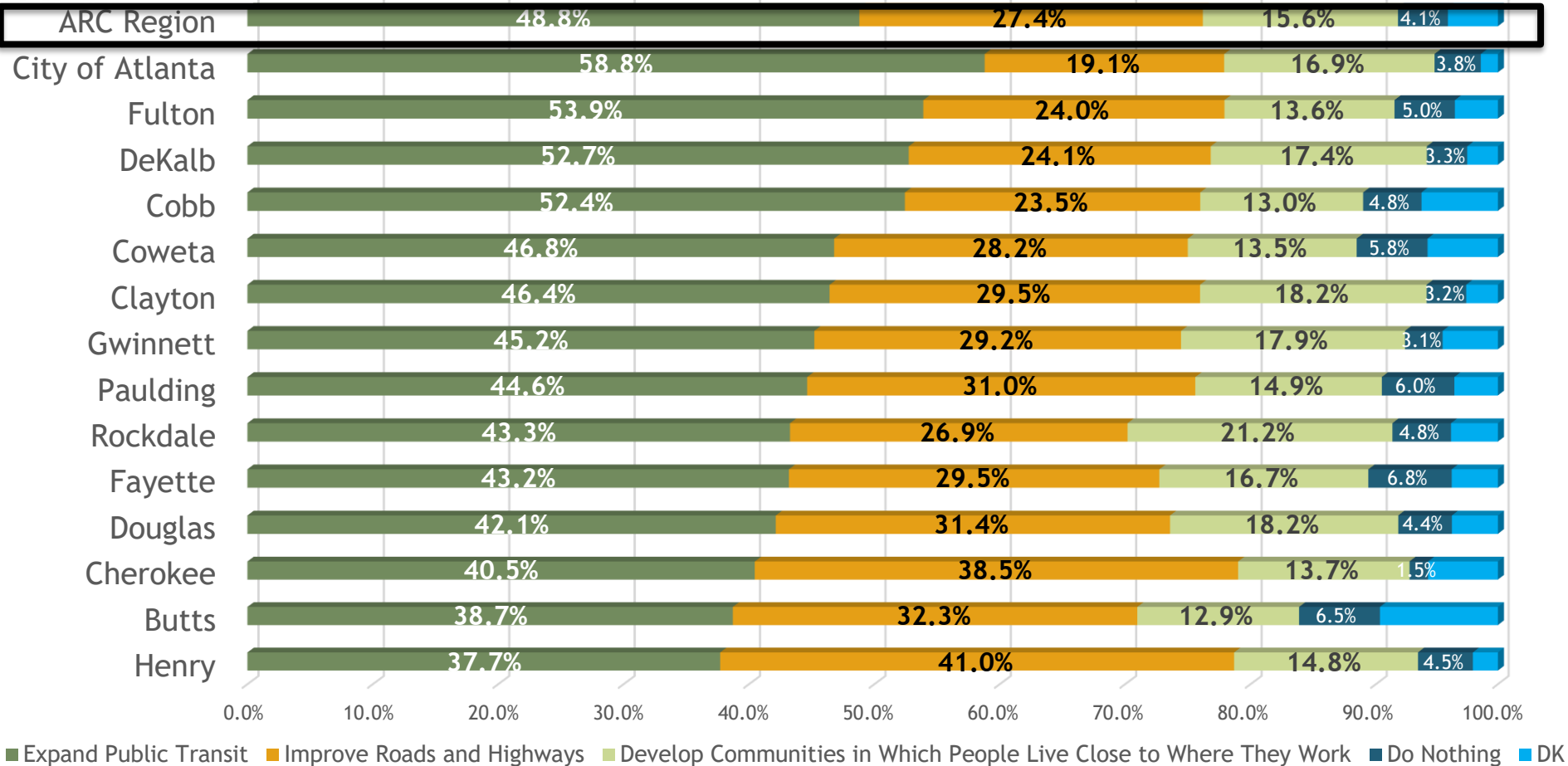
(Sorted by "Expand Public Transit" Responses)



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

Best Long-Term Solution to Traffic, by Jurisdiction, 2017

(Sorted by "Expand Public Transit" Responses)



“Expand Public Transit” was the most popular choice as the best long-term fix to traffic problems in every jurisdiction except Henry County.

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

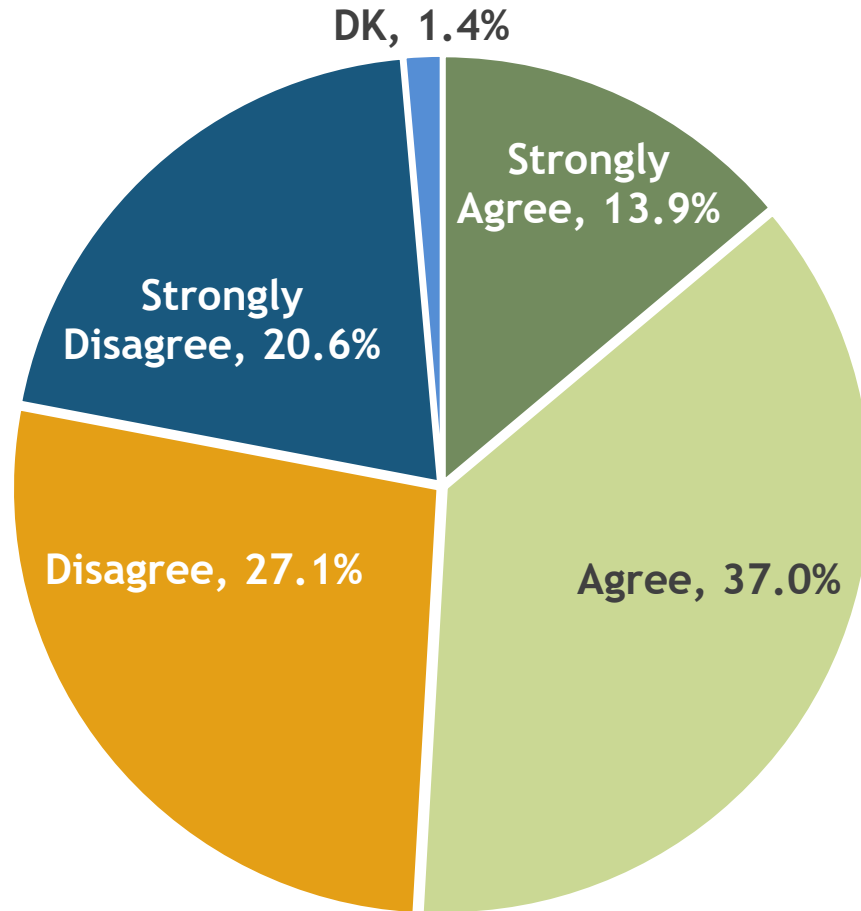
- Residents of City of Atlanta, DeKalb, and Clayton
- Females
- Non-Whites
- Residents newer to the metro area



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

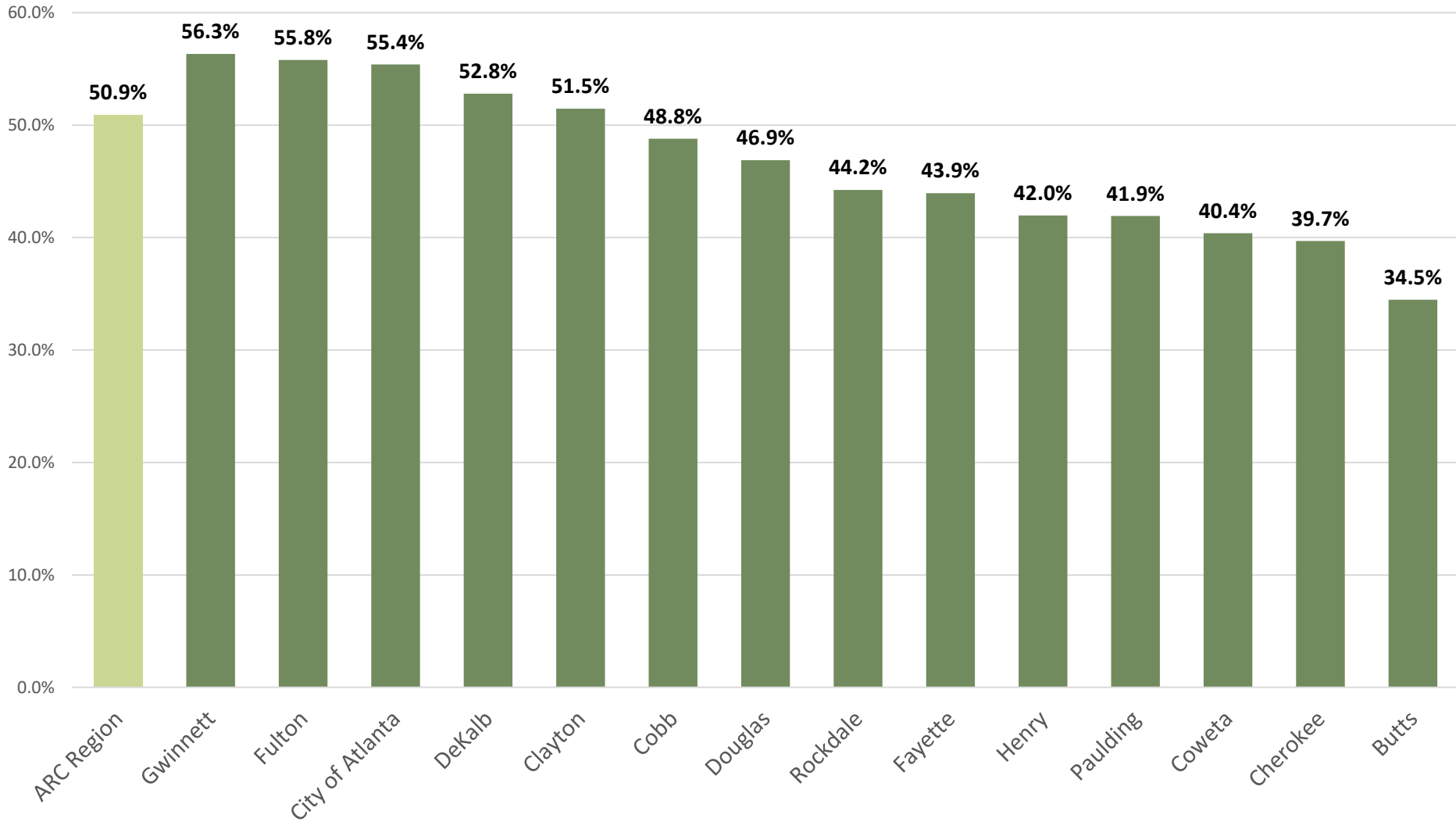
For the first time, we asked the level of agreement to the statement: "I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail."

More than half (51%) of respondents either "Strongly agreed" or "Agreed" with that statement. But a greater percentage of respondents "Strongly Disagree" than they did "Strongly Agree"

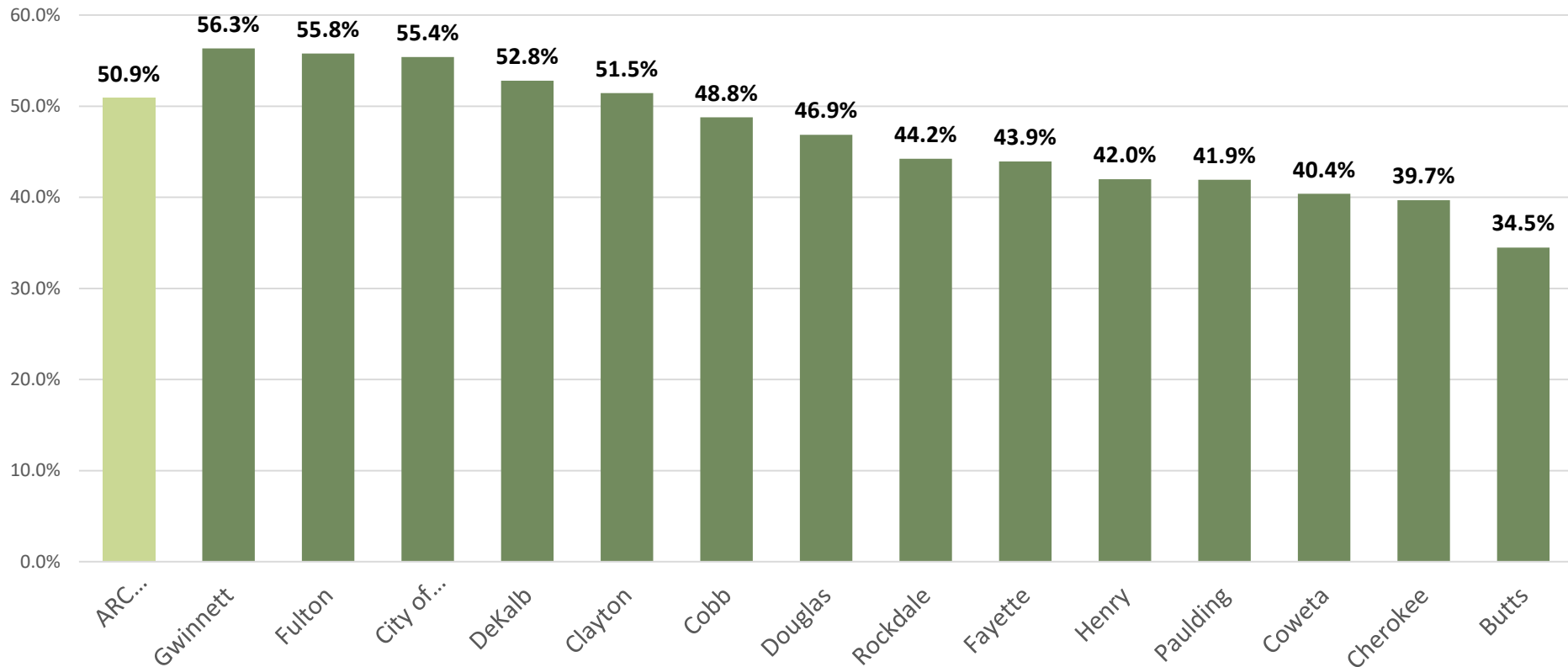


■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree ■ DK

“I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail,” By Jurisdiction, 2017 (“Strongly Agree” or “Agree”)



“I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail,” By Jurisdiction, 2017 (“Strongly Agree” or “Agree”)



The most populated jurisdictions – Gwinnett, Fulton, City of Atlanta, DeKalb, Clayton and Cobb, all had the largest percentages of respondents indicating support for paying more in taxes to expand public transit. Of the jurisdictions listed, only Cobb had less than 50 percent “Strongly Agree” or “Agree” with the statement.

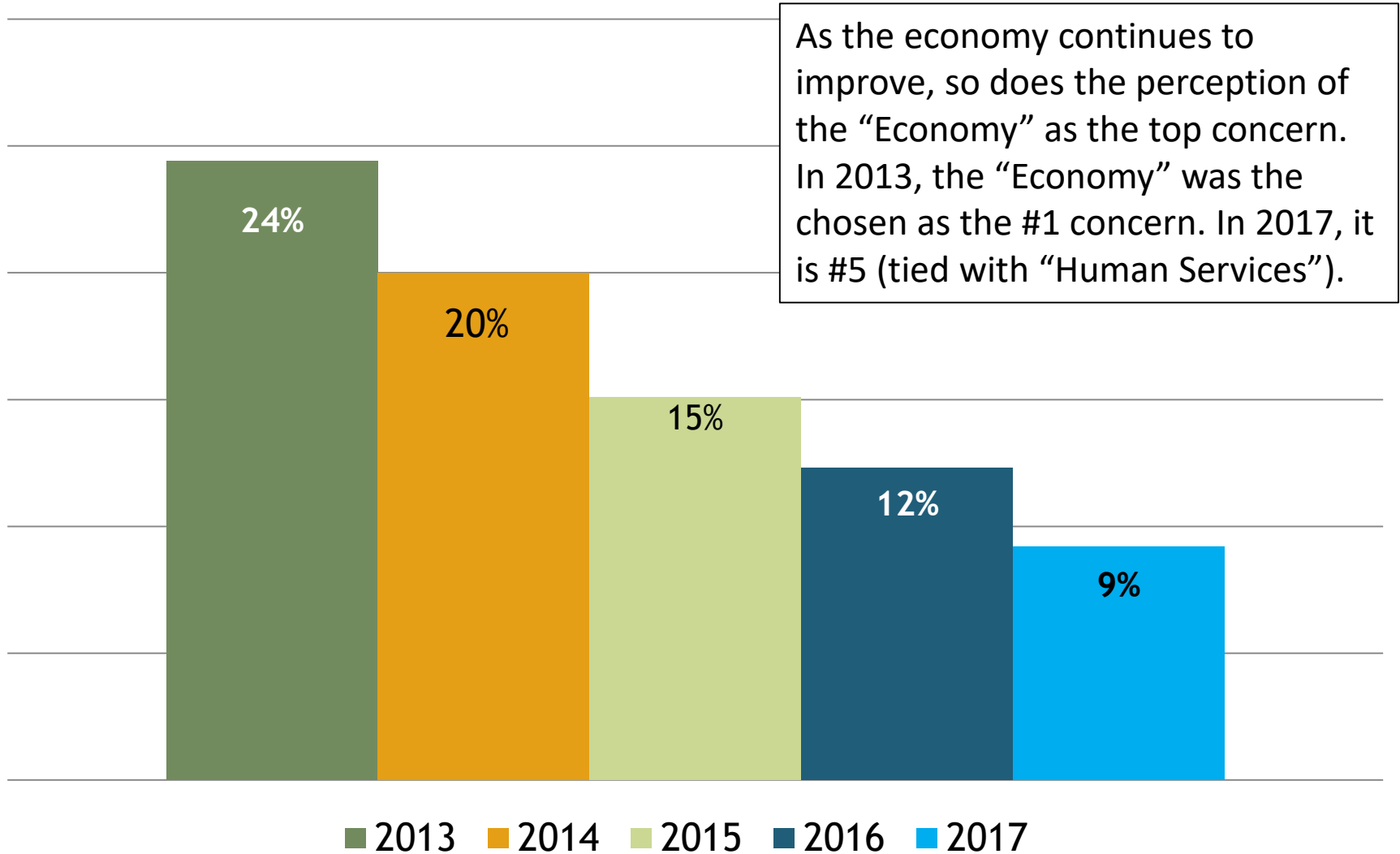
Most Likely to Indicate a willingness to pay more in taxes to “expand public transit” ...

- Residents of Gwinnett, Fulton, and City of Atlanta
- Millennials
- Hispanic/Latinos
- College Educated
- Higher Household Incomes
- Respondents living in the region for 6-10 years



ECONOMY

Percent of Respondents Choosing "Economy" As Region's Problem: 2013-2017

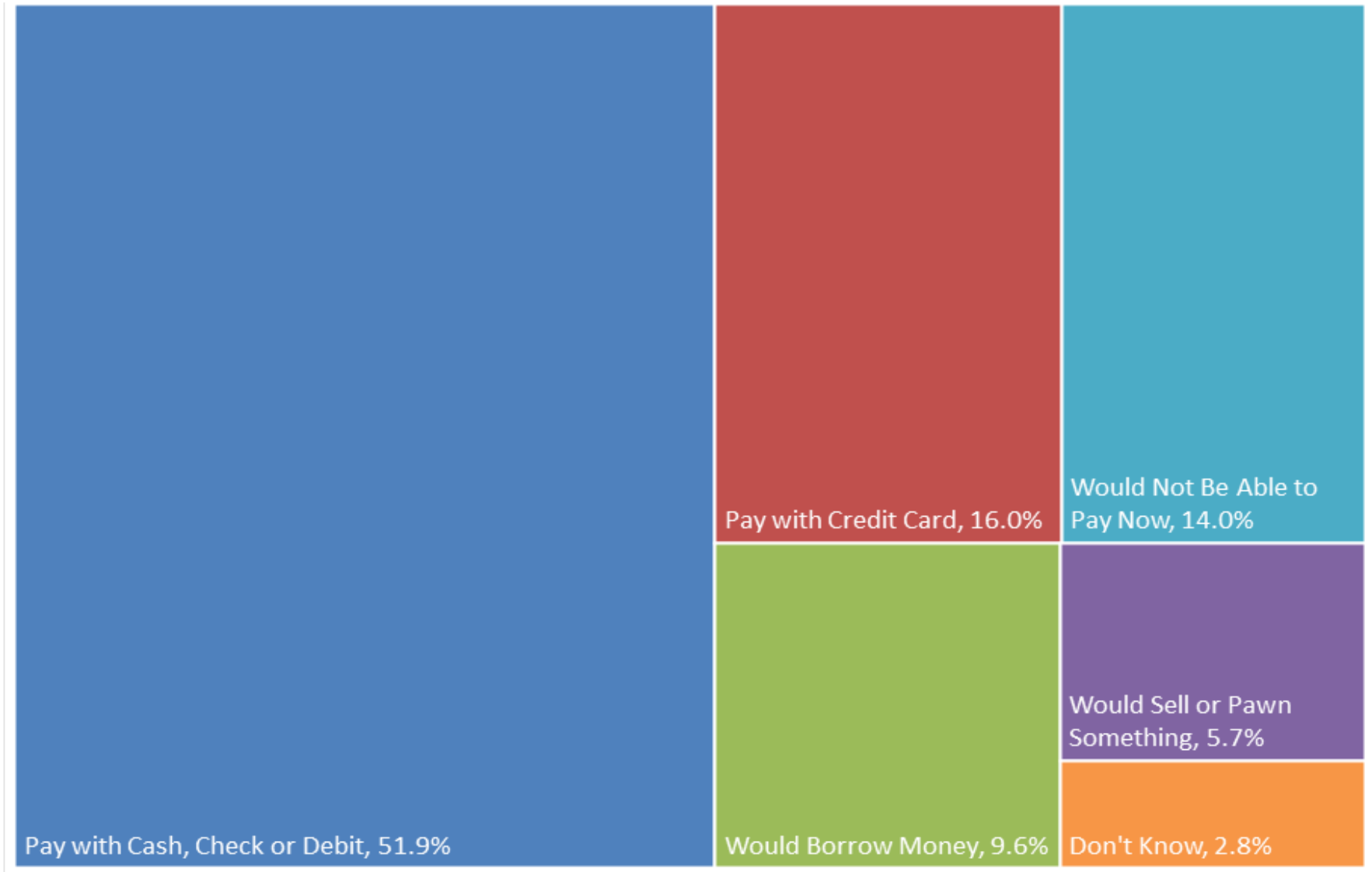


Most Likely to Say that Economy is the #1 Issue?

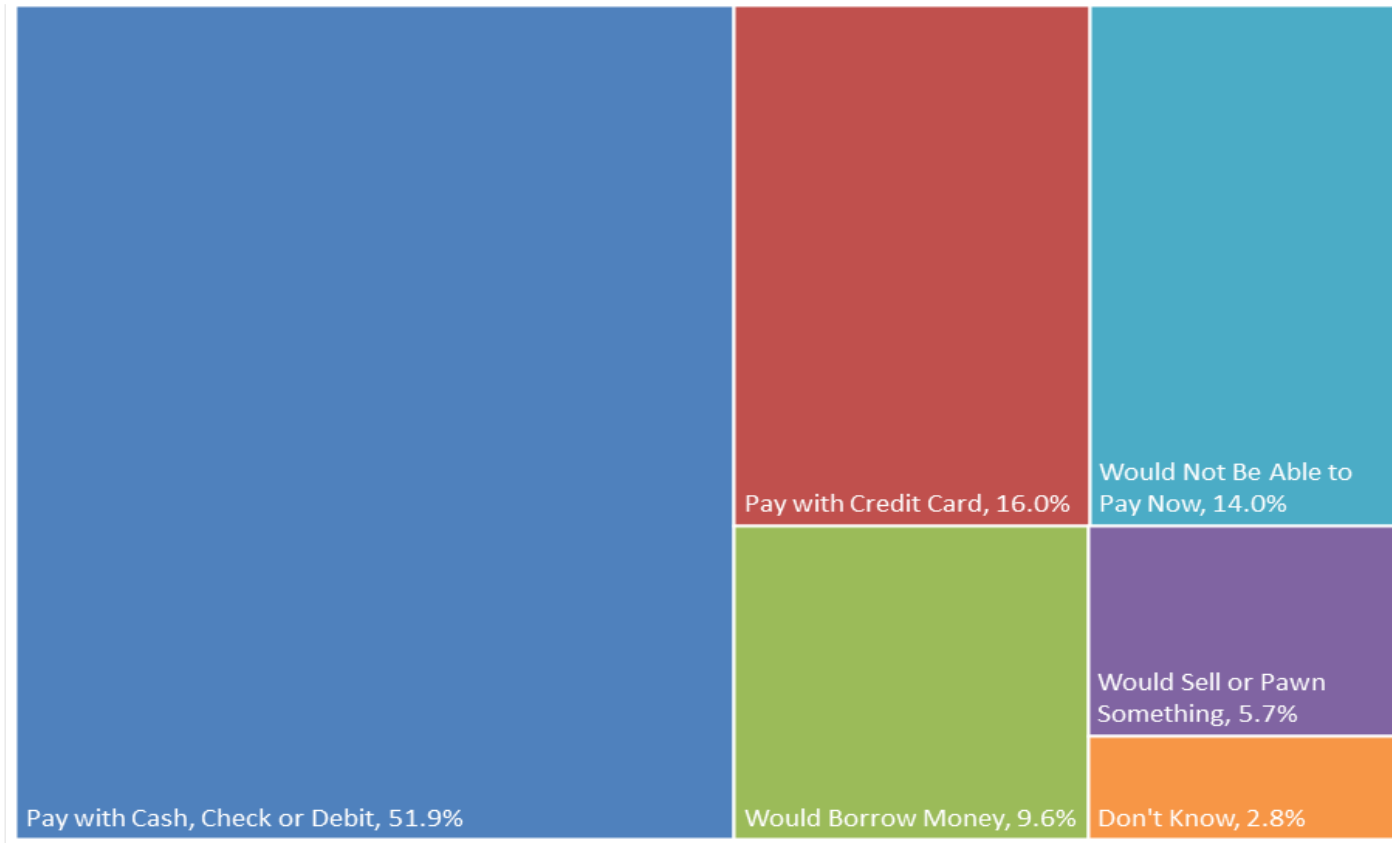
- Residents of Rockdale, Paulding, and Douglas
- Those in prime workforce years
- African Americans
- Those with lower incomes and education levels



How Respondents Would Pay for a \$400 Emergency, 2017



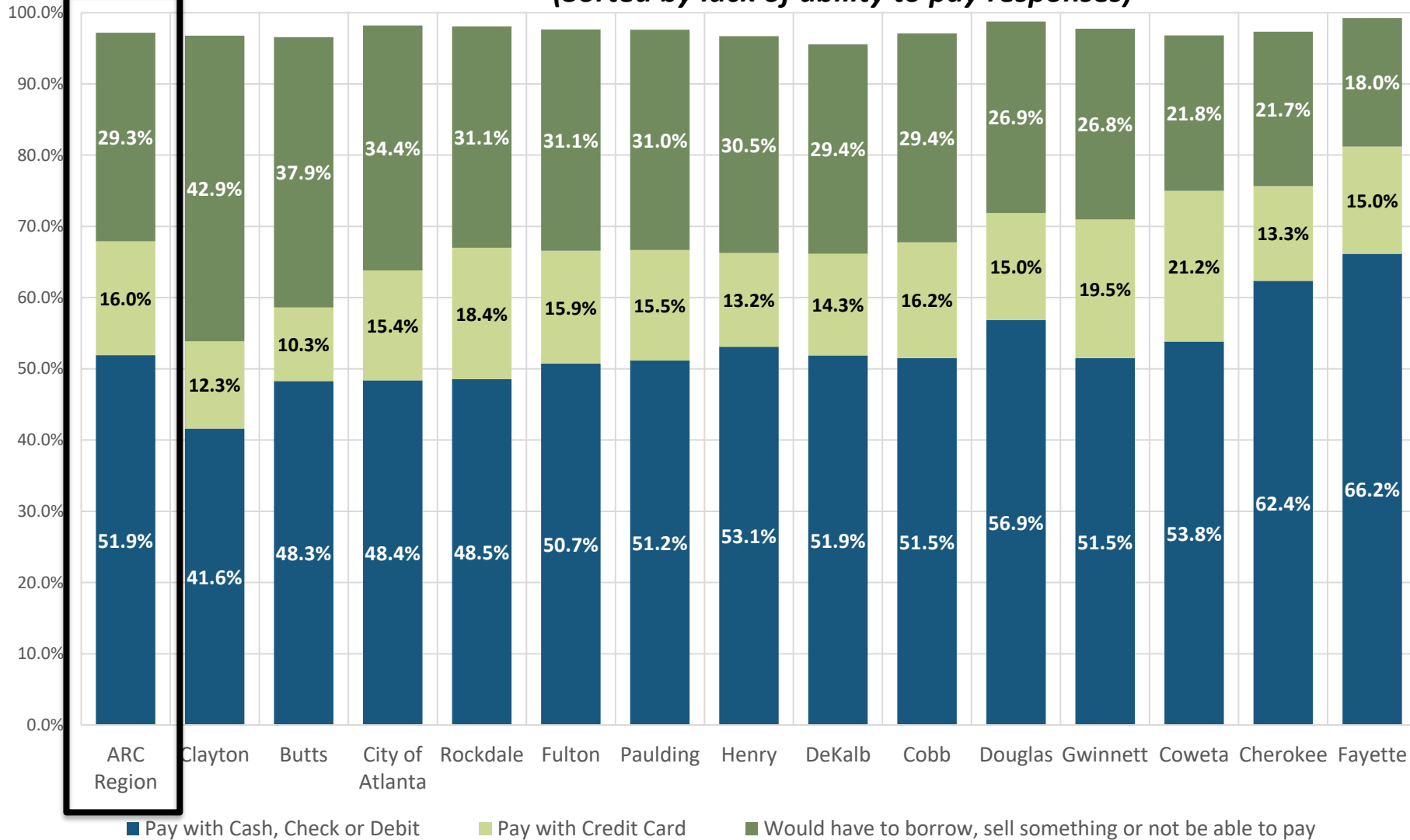
How Respondents Would Pay for a \$400 Emergency, 2017



Even with the overall improvement in the economy, the improvement is not felt by all. When asked how you would pay for an unexpected \$400 financial emergency, around 30 percent of respondents would have to either borrow the money, sell or pawn something, or wouldn't be able to pay it at all. This is consistent, although slightly lower, than last year's responses.

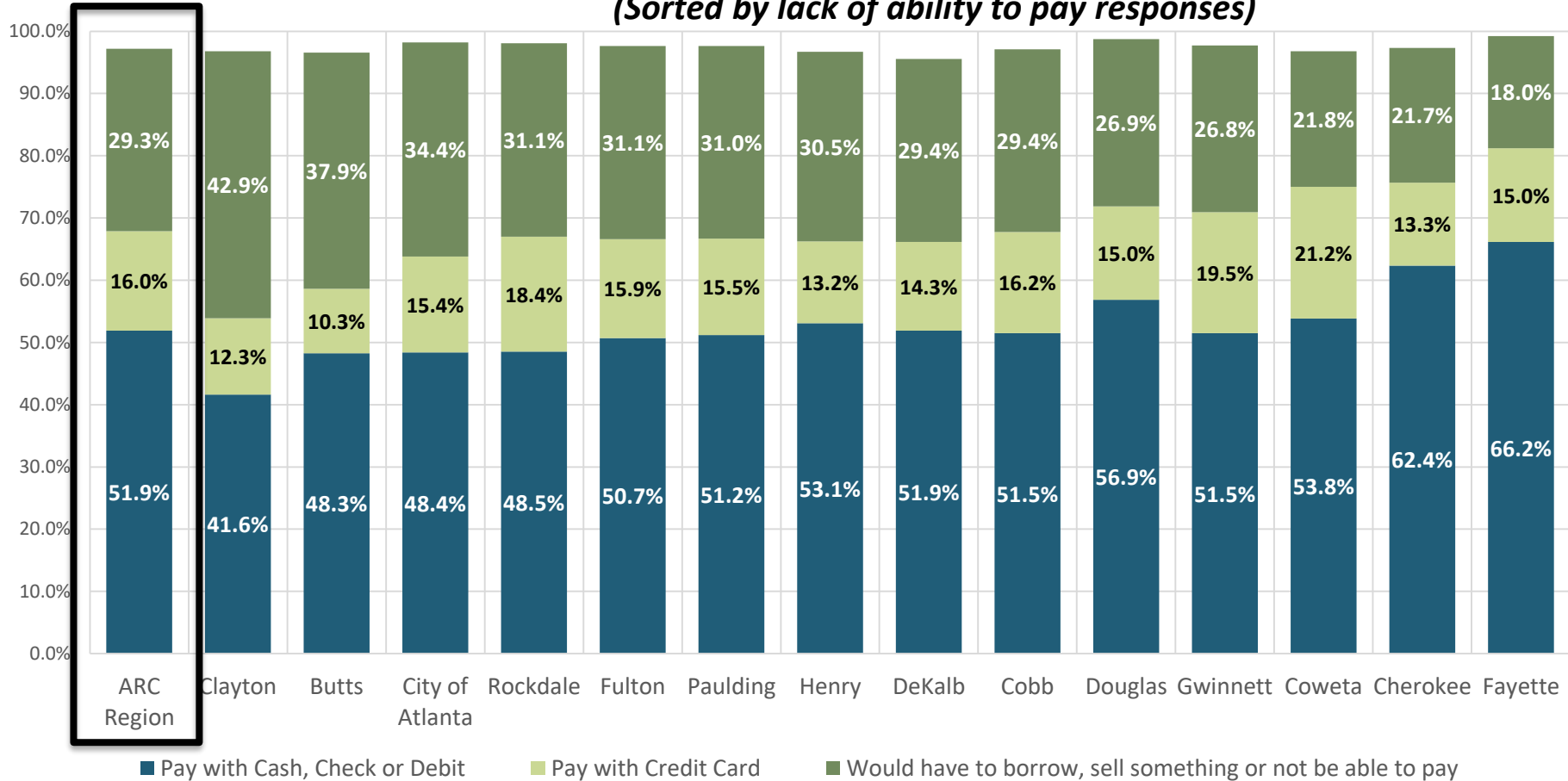
How Respondents Would Pay for a \$400 Emergency, by Jurisdiction, 2017

(Sorted by lack of ability to pay responses)



How Respondents Would Pay for a \$400 Emergency, by Jurisdiction, 2017

(Sorted by lack of ability to pay responses)

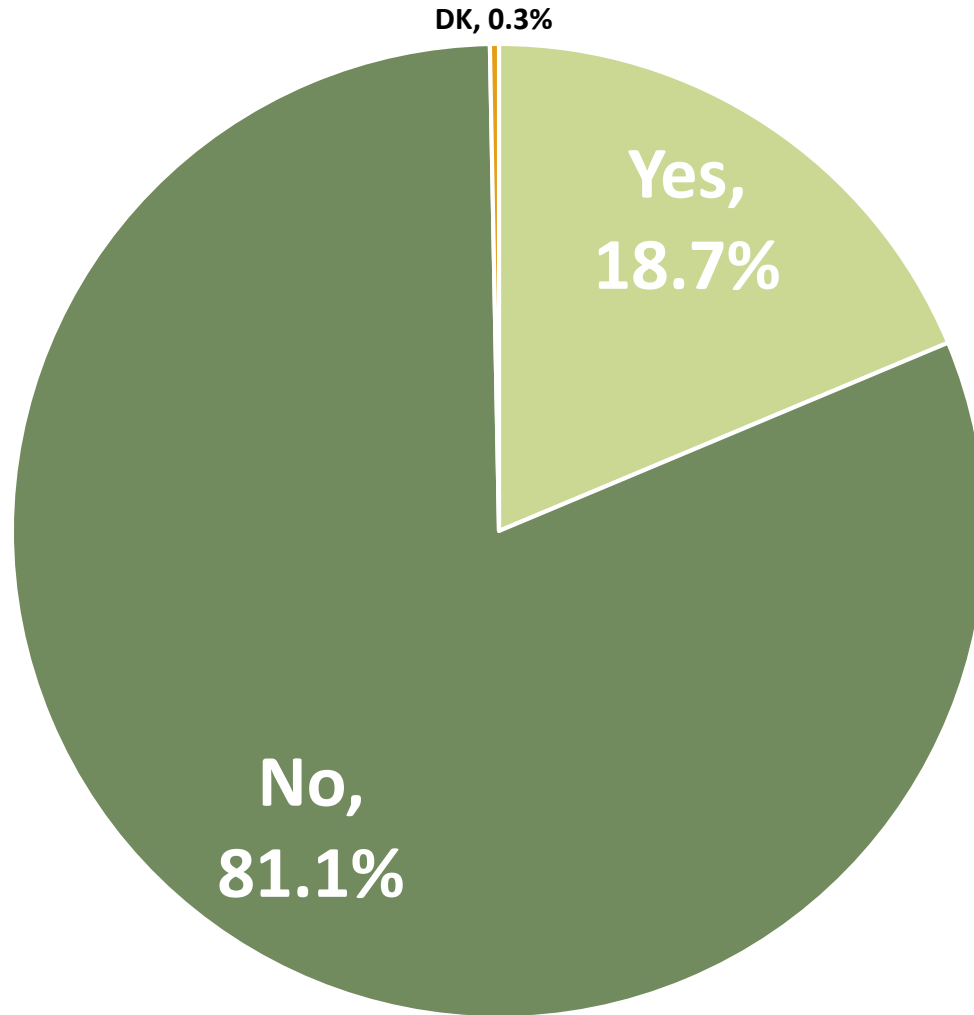


Respondents in Clayton and Butts Counties, along with those in the City of Atlanta, were most likely to indicate trouble paying for a \$400 financial emergency.

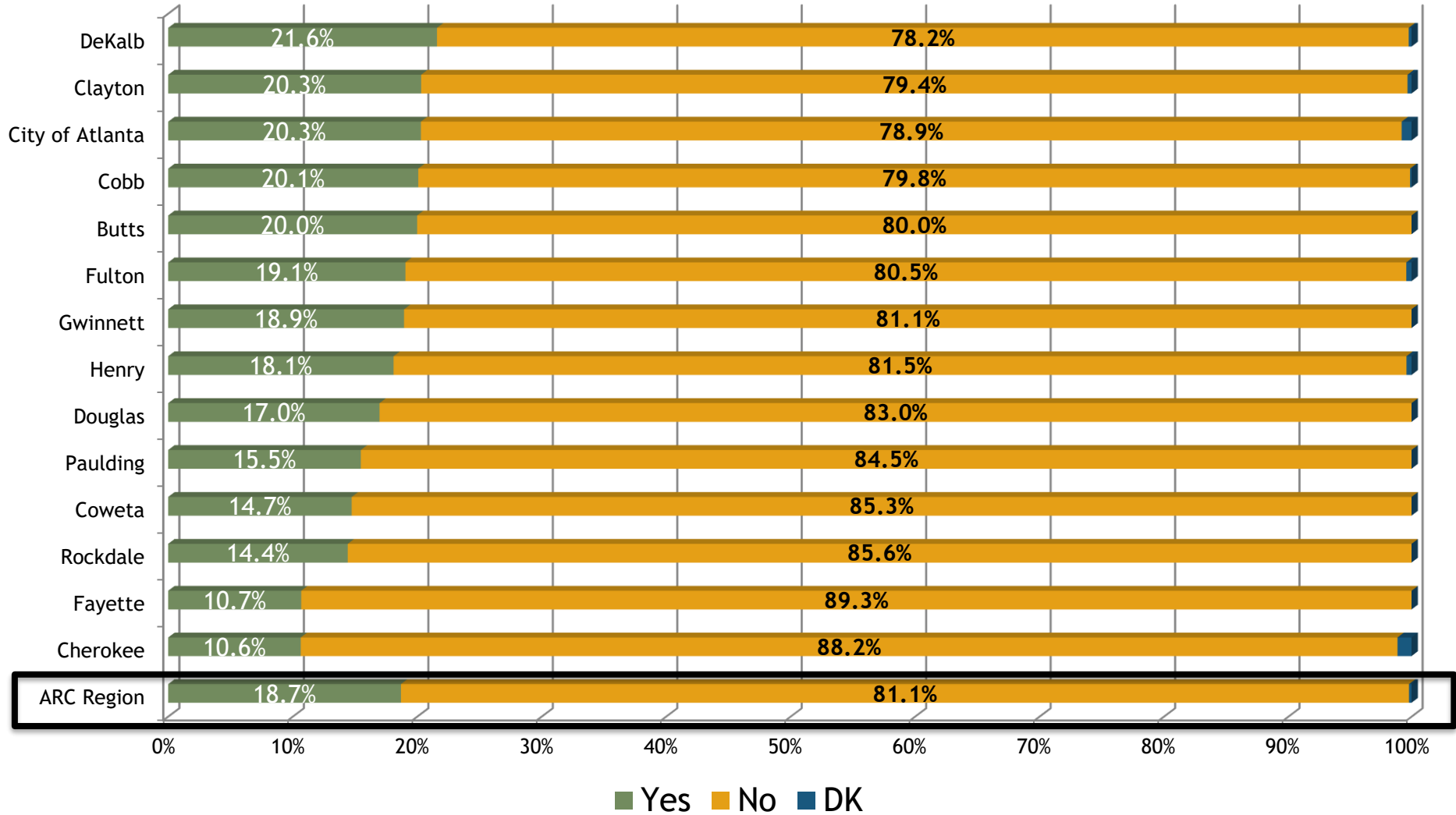


Skipped Meals or Reduced Portions Due to a Lack of Money, 2017

While 30 percent of respondents would struggle to pay for a \$400 financial emergency, almost 19 percent of respondents indicated some level of food insecurity, being forced to skip meals or reduce portions due to a lack of money.



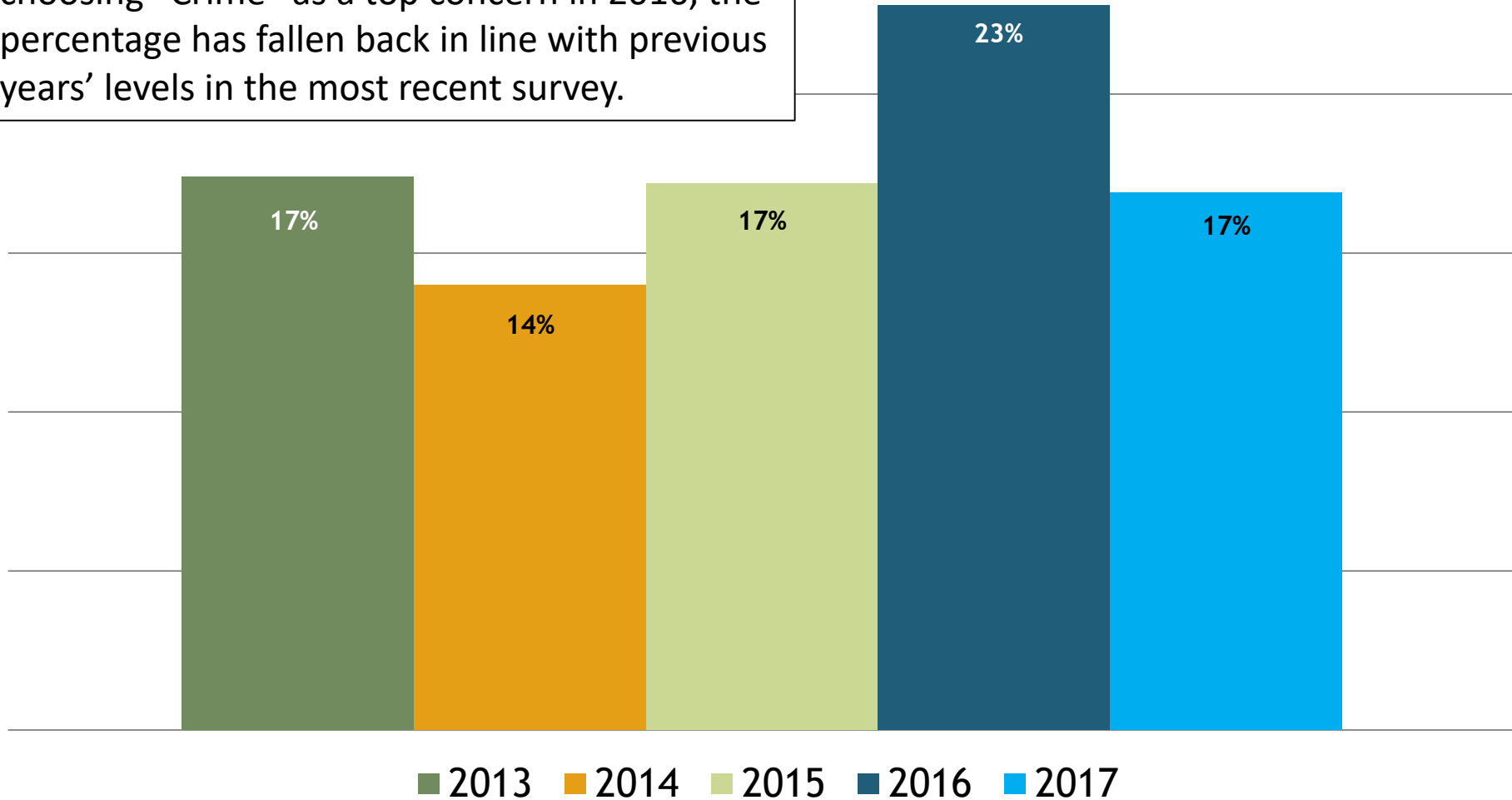
Skipped Meals or Reduced Portions Due to a Lack of Money, by Jurisdiction, 2017



Crime

Percent of Respondents Choosing "Crime" As Region's Problem: 2013-2017

After a spike in the percentage of respondents choosing "Crime" as a top concern in 2016, the percentage has fallen back in line with previous years' levels in the most recent survey.

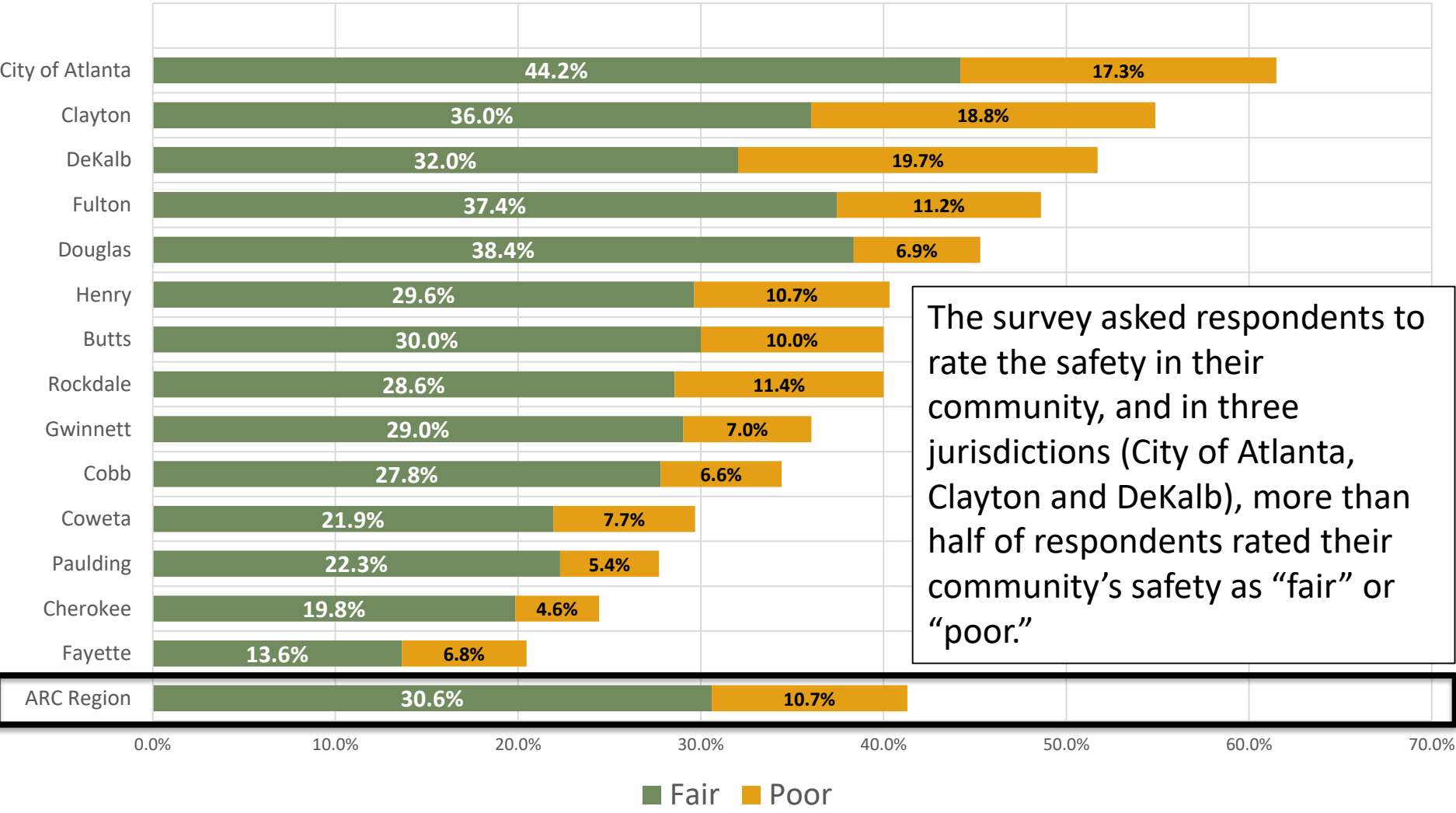


Most Likely to Say that Crime is the #1 Issue?

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



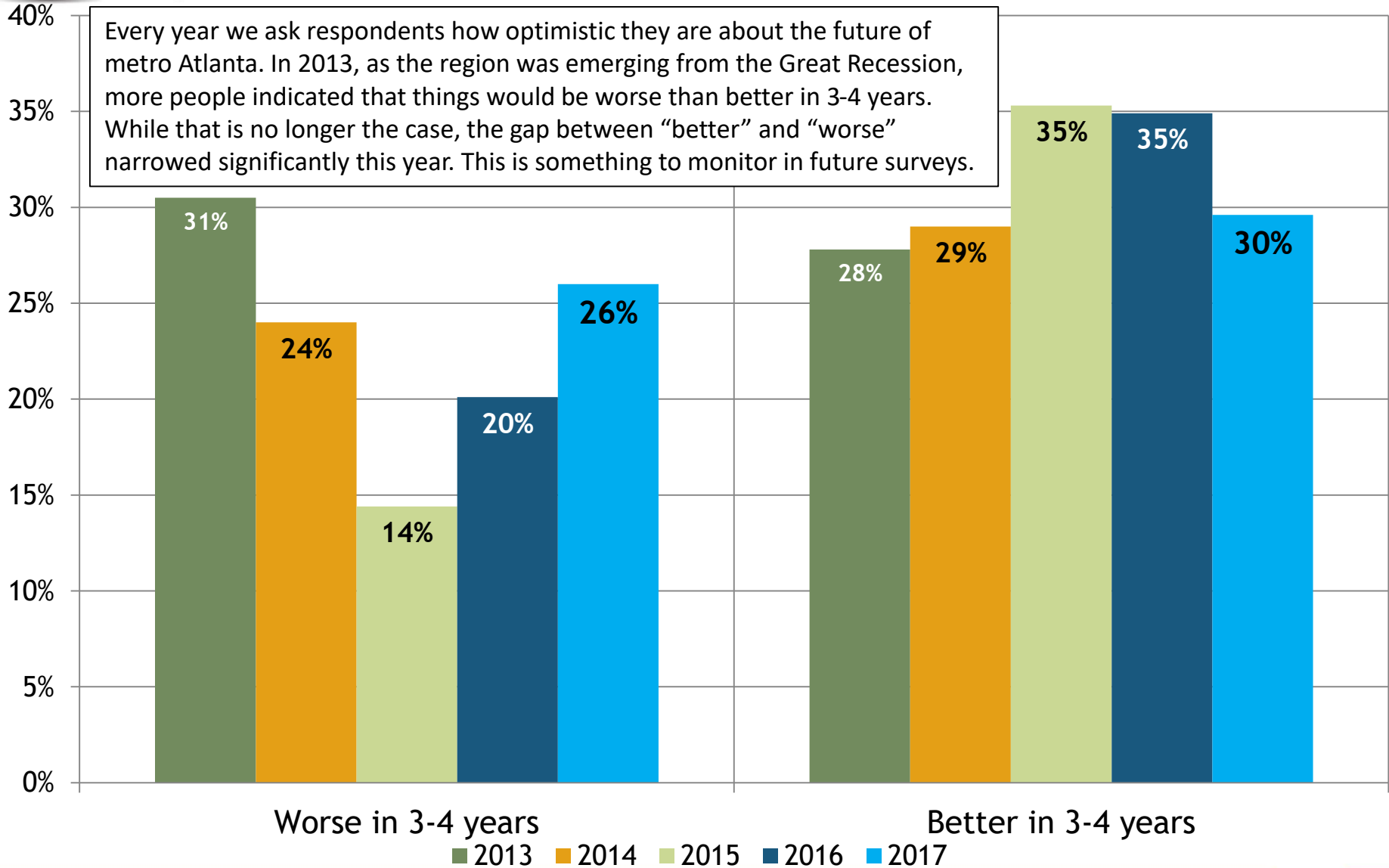
Percent of Respondents Rating Resident Safety in their Community as “Fair” or “Poor”, by Jurisdiction, 2017



The survey asked respondents to rate the safety in their community, and in three jurisdictions (City of Atlanta, Clayton and DeKalb), more than half of respondents rated their community’s safety as “fair” or “poor.”

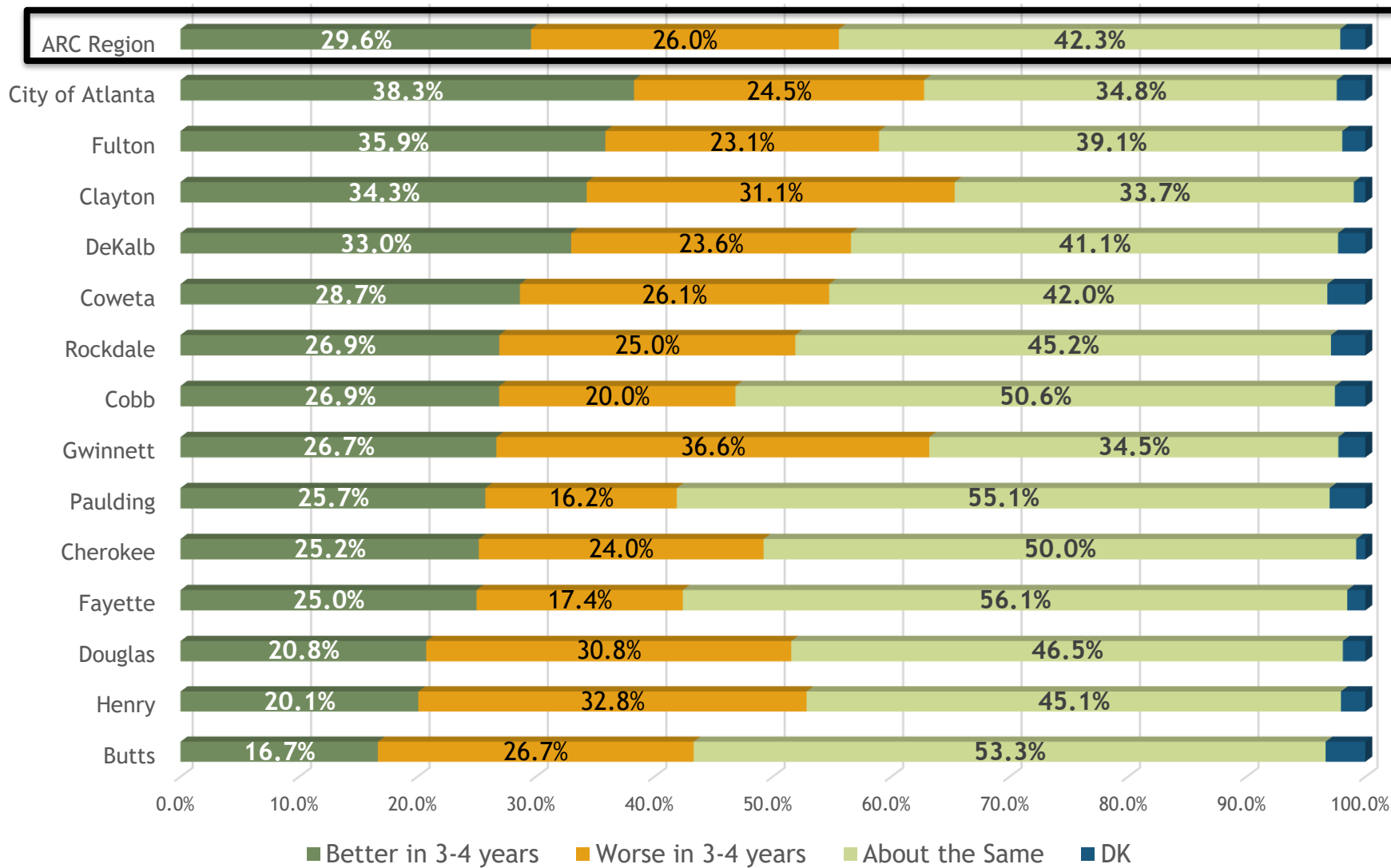
THE FUTURE?

Future Assessment of Living Conditions: Responses 2016 and 2017



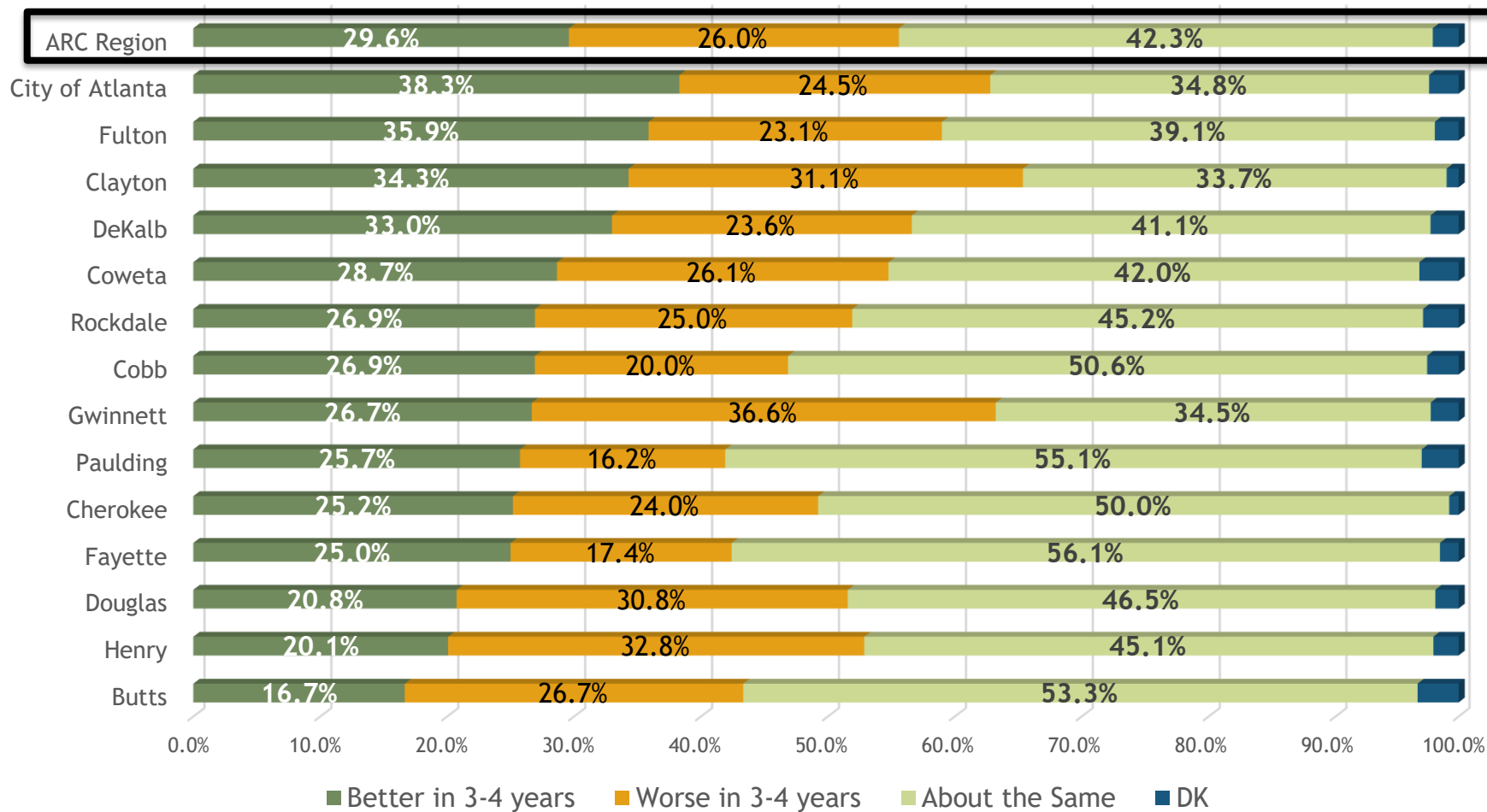
Things in the Future Will Be... by County, 2017

(Sorted by Percent of Respondents Choosing "Better")



Things in the Future Will Be... by County, 2017

(Sorted by Percent of Respondents Choosing "Better")



One thing that has remained consistent over the five years of this survey is that, for the most part, respondents in lower income jurisdictions like City of Atlanta, Clayton and DeKalb have among the highest levels of optimism for the next 3-4 years.



- Residents of City of Atlanta, Fulton and Clayton
- Millennials
- Blacks and Latinos
- Highest Income Households and Lowest Income Households
- Those relatively new to the region



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