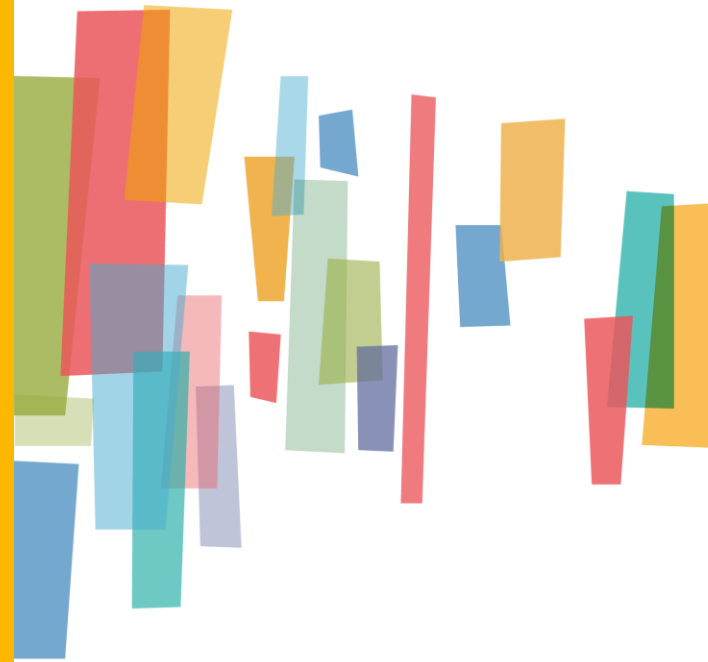


METRO ATLANTA SPEAKS



Regional Opinion Survey
Results by Age Groups



ONE
great
REGION

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

About the Survey

Public opinion

- Take the pulse of metro Atlanta residents
- Help guide the region's planning and decision-making
- Inspired by Rice University's Kinder Institute Survey

Hybrid phone and online

- Conducted by Kennesaw State University's Burruss Institute in August 2024
- 4,081 people
 - 48.3% via cellphone
 - 36.4% online
 - 15.3% via landline phone calls
- 21 questions

Representative of residents

- Each of the 11 counties
- City of Atlanta

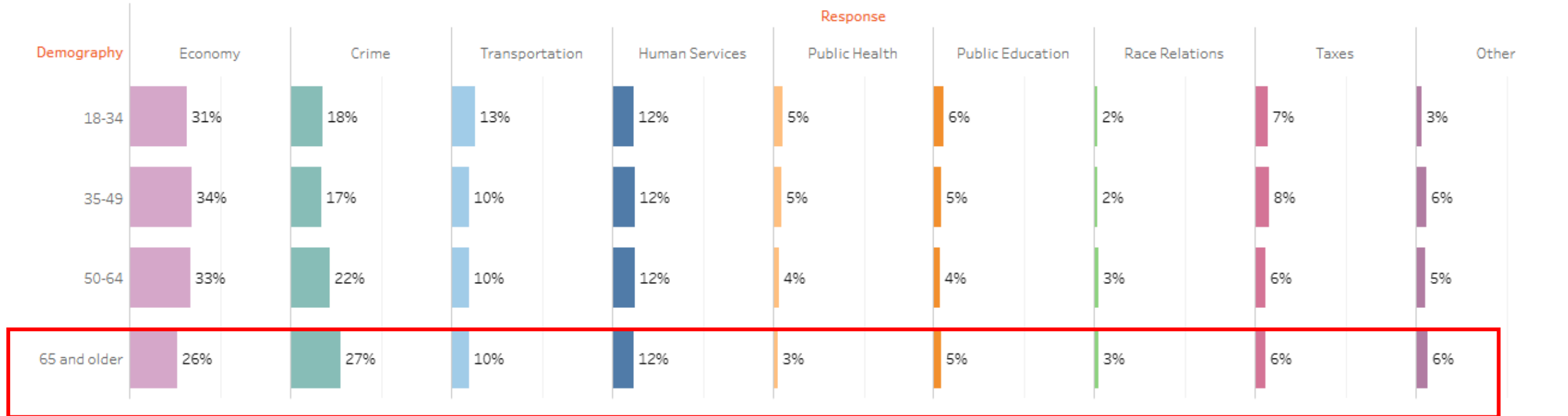
Key Survey Results

- Top concerns for older adults: Crime, the economy, and human services
- Housing affordability a challenge for many
 - Older adults wish to age in place
- Strong support for public transit
 - Less support for new taxes to fund
- Emergency healthcare access challenges expressed
- Concerns about AI
 - Television preferred source of information



Top Issues of Concern

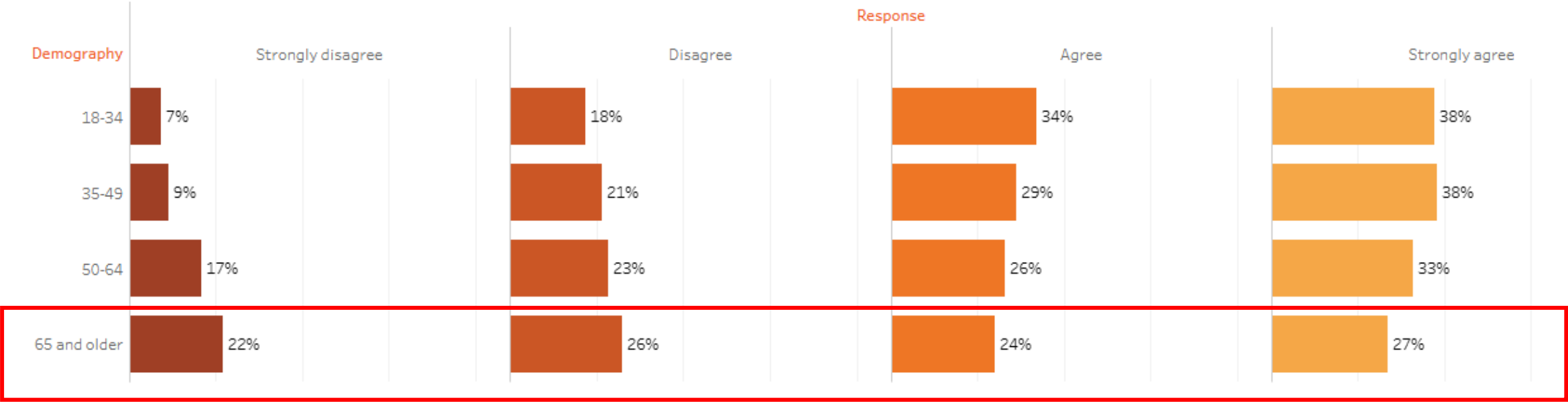
Full Question: Of the following, which issue is the biggest problem facing residents in the Metro Atlanta area today? Is it...



When asked about the biggest problem facing metro Atlanta, 27% of older adult respondents said “Crime”, followed by “The Economy” at 26%, and “Human Services” at 12%.

Housing Affordability

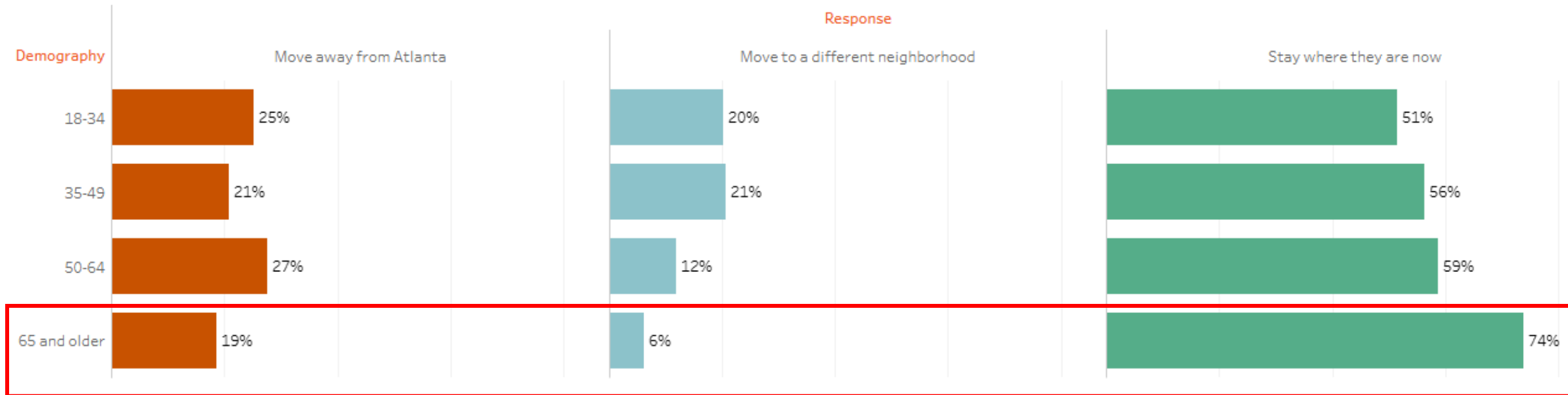
Full Question: 'If I had to move right now, I could not afford to move to another house or apartment in the neighborhood where I currently live.' Do you...



Over half of older adult respondents (51%) said they could not afford to move to another house or apartment in their current neighborhood

Aging in Place

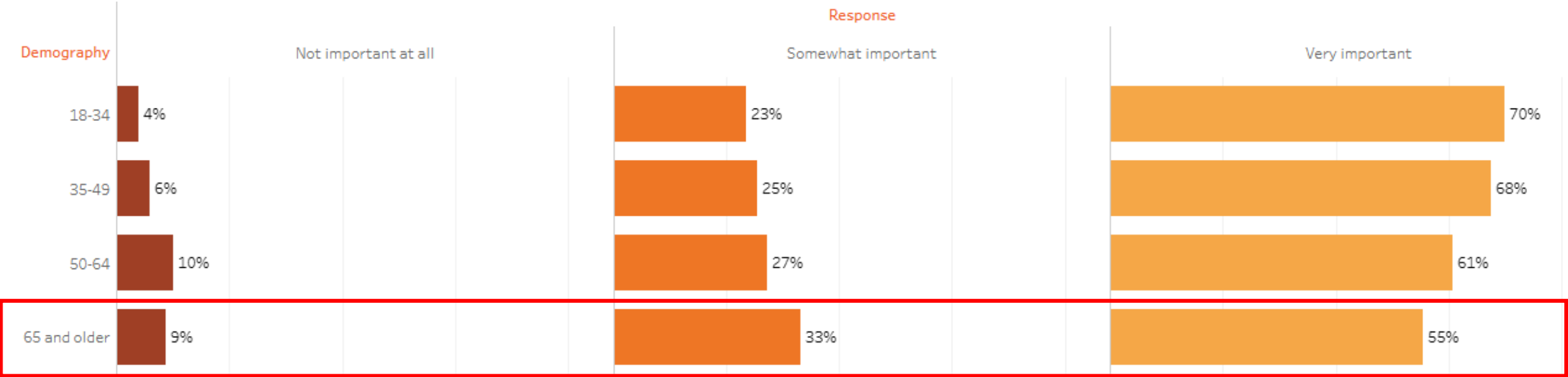
Full Question: If you could, would you move to a different neighborhood in the Metro Atlanta area, stay where you are now, or move away from metro Atlanta?



Nearly 3 out of 4 adult respondents (74%) said they would want to stay where they are now *even if they could move somewhere else*, compared to just 59% of people that said this, across the population overall.

Public Transit

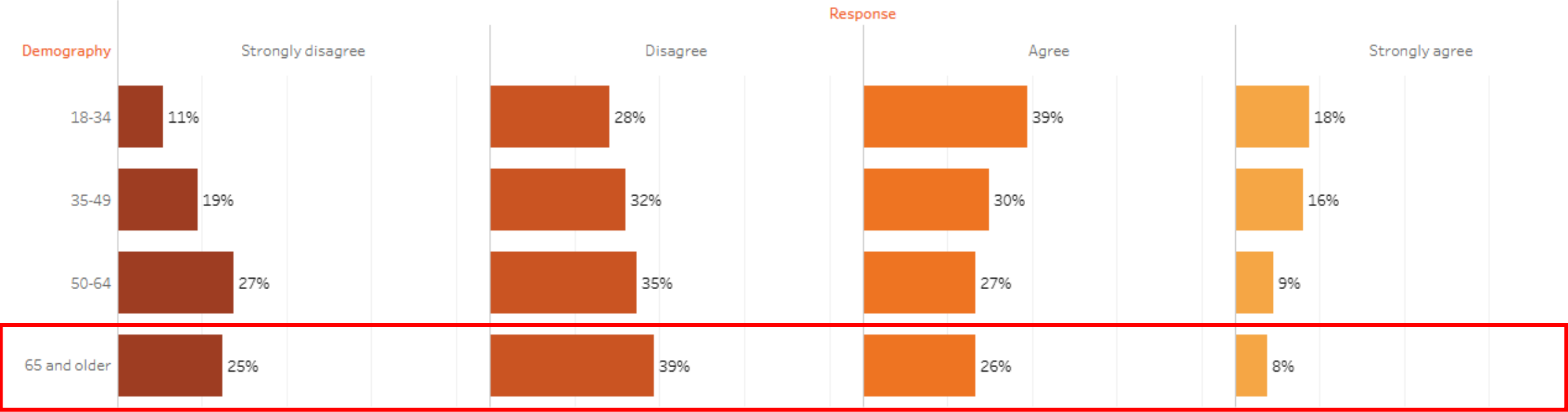
Full Question: How important for Metro Atlanta’s future is an improved public transit system, including buses and trains? Would you say an improved public transit system is...



Nearly nine in ten of older adult respondents said improved public transit was “very important” (55%) or “somewhat important” (33%) to the region’s future, while in the overall population 64% of people said improved public transit was “very important” and 27% said improved public transit was “somewhat important”

Public Transit

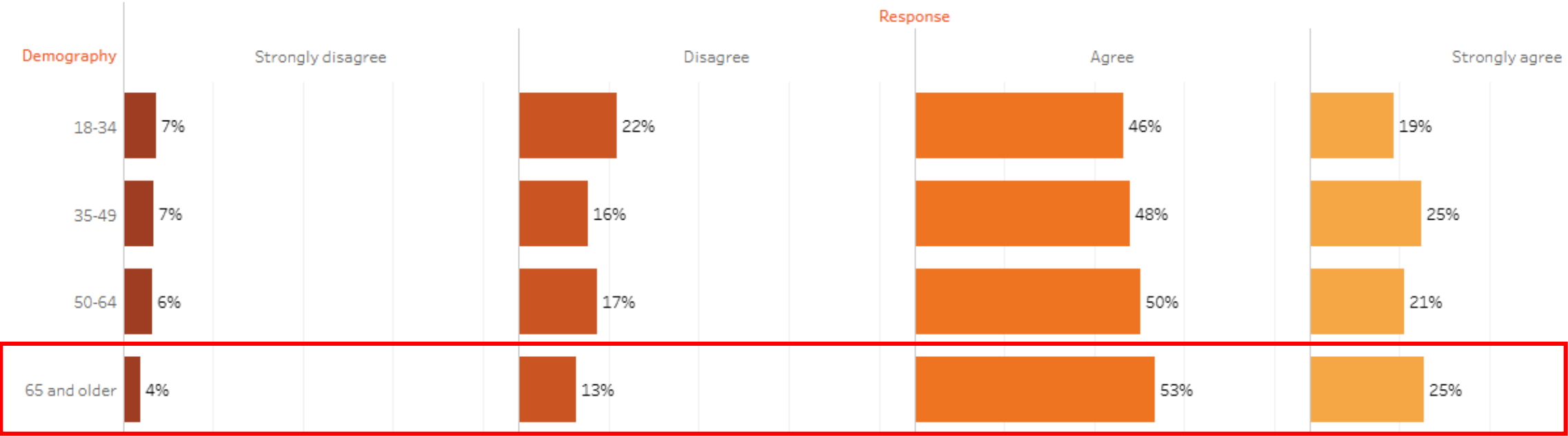
Full Question: 'I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail.' Do you...



Only 34% of older adult respondents said that they would be willing to pay more in taxes to fund expanded regional public transit

Emergency Healthcare Access

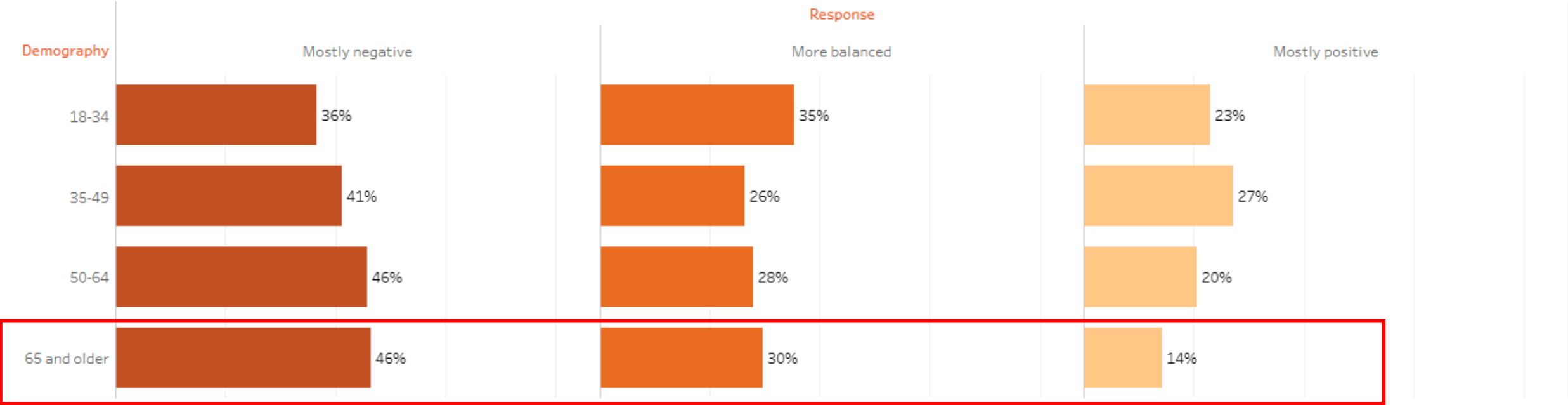
Full Question: 'If I call 911 because of a sudden illness or injury, an ambulance will arrive in a timely fashion.' Do you...



Nearly one in five older adult respondents said they “strongly disagreed” or “disagreed” that an ambulance would arrive in a timely fashion in case of a medical emergency

Concerns Over AI

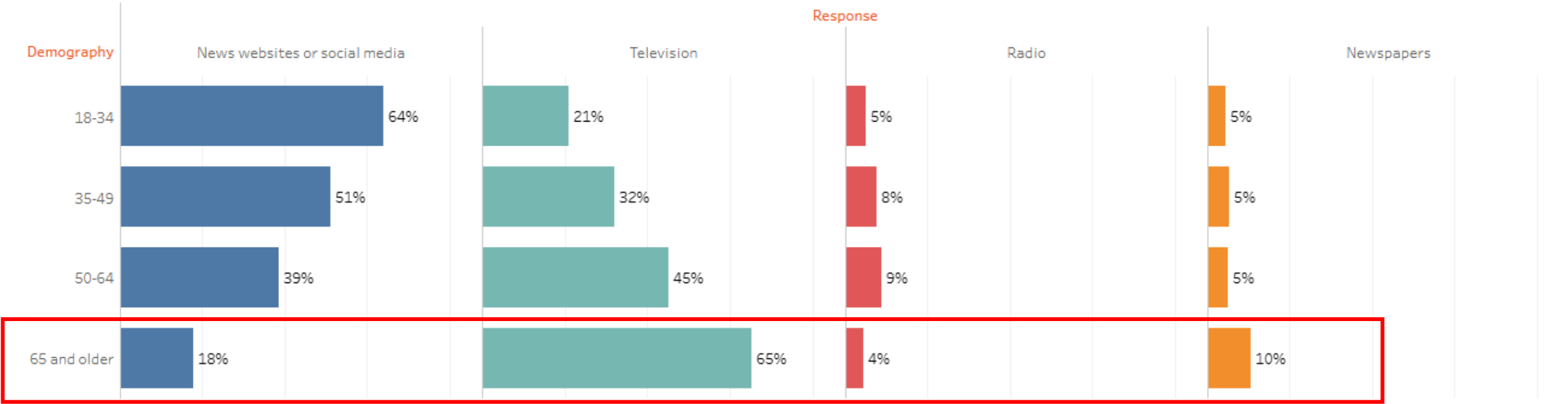
Full Question: In your opinion, would you say artificial intelligence is more likely to have a...



46% of older adult respondents said they felt that artificial intelligence would have a “mostly negative” effect on society

Information Sources

Full Question: Do you prefer to get local news and information from...



65% of older adult respondents said they prefer to get local news and information from television, while 18% said news websites or social media, 10% said newspapers, and 4% said radio.

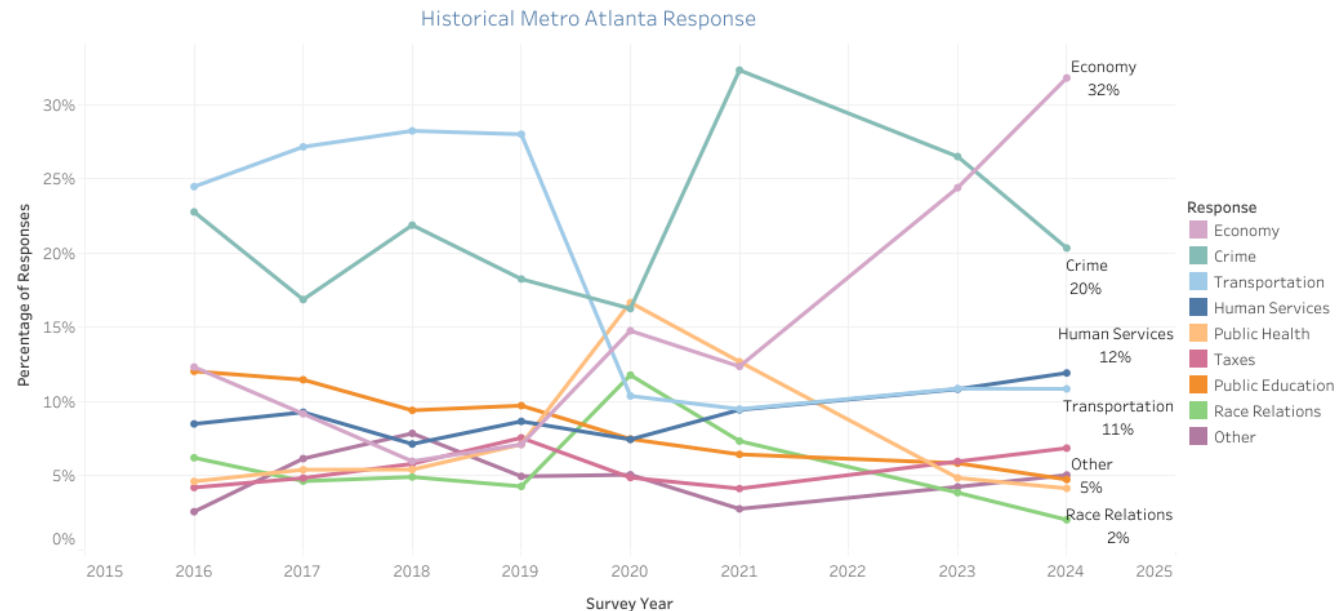
Check Out Our Data Dashboard, for...

[Metro Atlanta Summary](#)[Results Breakdown](#)[FAQ](#)

For 2024, the Economy continued to jump the most in concern. Crime falls from the region's greatest concern. Transportation continues a drop in concern following COVID19's onset.

Select Question

BIGPROBLEM| What is the biggest problem in metro Atlanta today?



* Detailed Survey Results breakdown tab only offered for Desktop and Tablet Viewing Sites

* Not every question was asked nor answer offered every survey year. Historical data for such questions and answers may not appear. Refer to the FAQ for more details.

* NA and DK responses are not shown on historical line graphs for tableau visualization reasons, but remaining ungraphed percentages. COVID19 response was only collected in 2020-21 and is also not show for visualization reasons (<2% for both years)..

- Historical trends
- Results breakdown by (e.g.)...
 - County
 - Age
 - Income
 - Employment
 - Years in Metro Atlanta

<https://33n.atlantaregional.com/mas>