



ACA Committee Meeting

January 28, 2026

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 Metro Atlanta Speaks Survey

- Annual public opinion survey that began in 2013
 - Takes the pulse of metro Atlanta residents
 - Helps guide the region's planning and decision-making
- Most recently conducted by the A.L. Burruss Institute of Public Service & Research at Kennesaw State University
 - 4,121 adult residents across core 11 counties were included in the August 2025 survey
 - Incorporated both landline and cellphone samples in addition to an online survey

County	Online Survey	Landline Completions	Cellphone Completions	Total
Cherokee	49	41	221	311
Clayton	55	56	192	303
Cobb	219	30	152	401
DeKalb	365	32	113	510
Douglas	41	60	202	303
Fayette	15	72	215	302
Forsyth	35	76	197	308
Fulton	417	92	166	675
Gwinnett	240	34	131	405
Henry	40	70	192	302
Rockdale	20	70	211	301
Metrowide (%)	1496 (36.3%)	633 (15.4%)	1992 (48.3%)	4121

Survey Highlights

According to older adults:

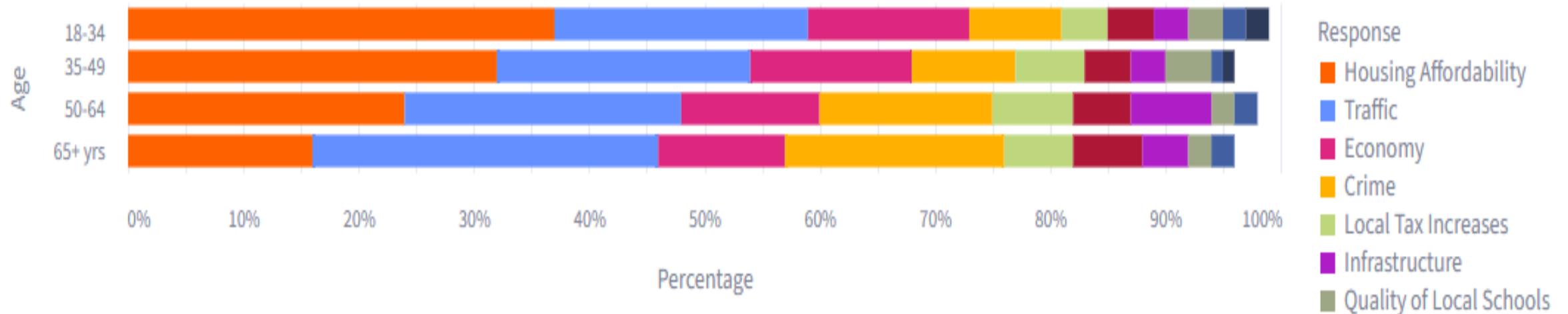
- Traffic, crime, and housing affordability are the biggest problems facing Metro Atlanta
- Despite concerns over traffic and crime, respondents say they want to age in place
- Seniors are split on why housing affordability is such a problem



Biggest Problem

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

Response by Age Demographic (2025)

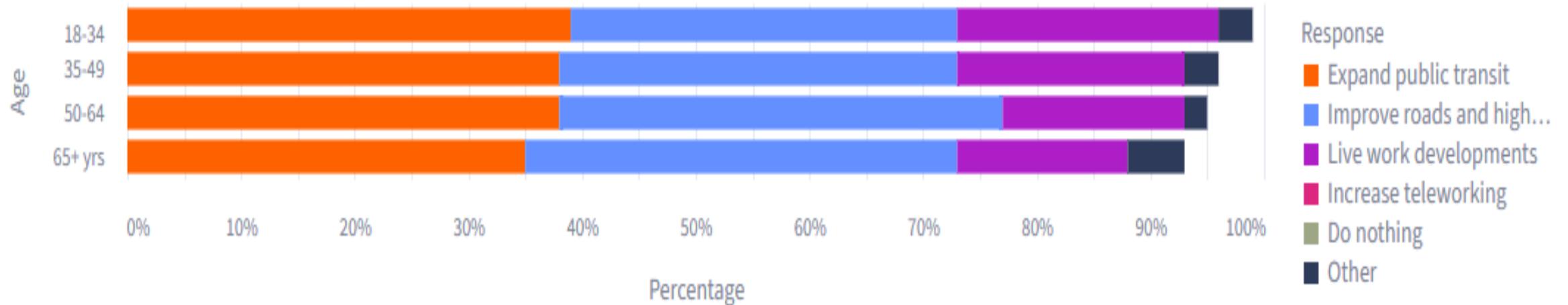


When asked about the biggest problem facing metro Atlanta, 30% of the respondents age 65+ said it was traffic, followed by crime (19%), and housing affordability (16%).

Best Solution

Which of the following would be the best long-term solution to the traffic problems in the Metro Atlanta area? Would the best solution be...

Response by Age Demographic (2025)

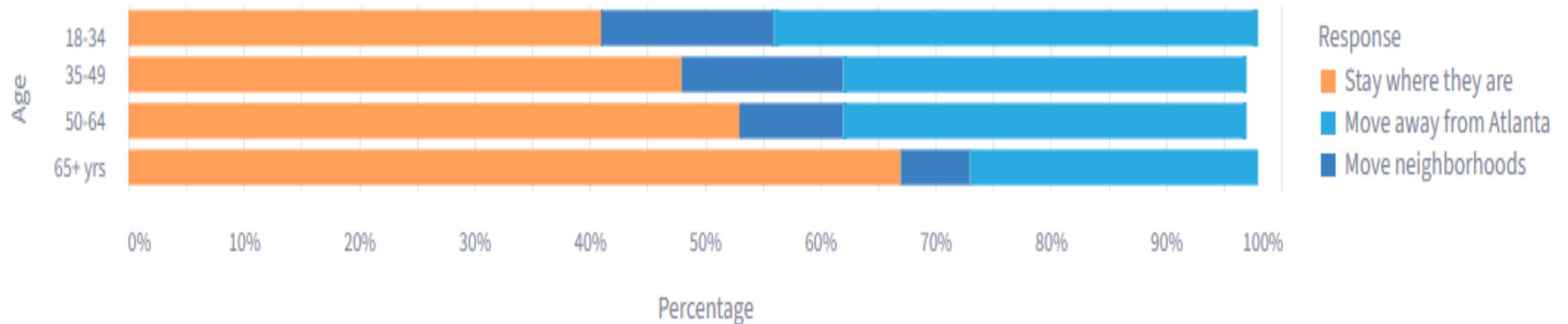


38% of older adults said traffic problems would best be solved by improving roads and highways, while 35% said by expanding transit.

Aging in Place

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?

Response by Age Demographic (2025)

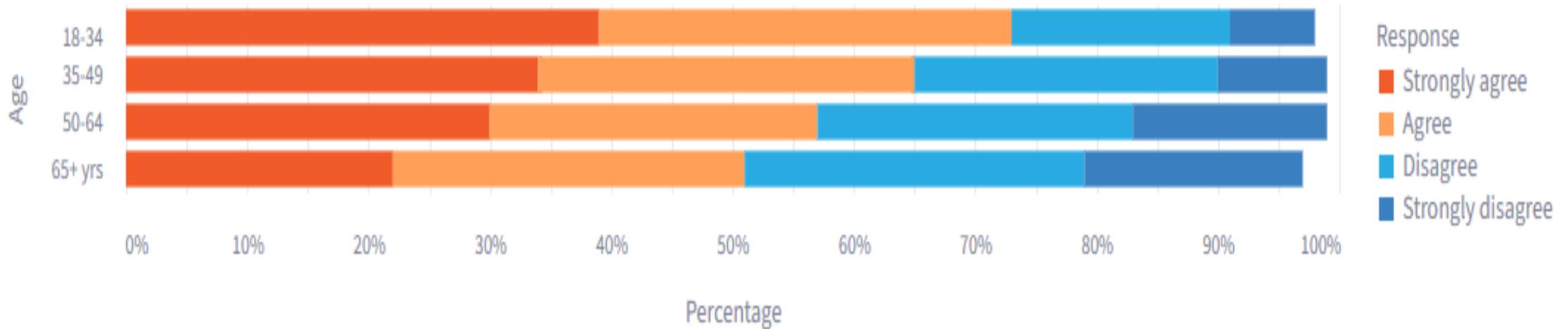


Despite concerns over traffic and crime, respondents age 65+ said that they overwhelmingly preferred to stay where they are now (67%).

Aging in (the Same) Place

'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...

Response by Age Demographic (2025)

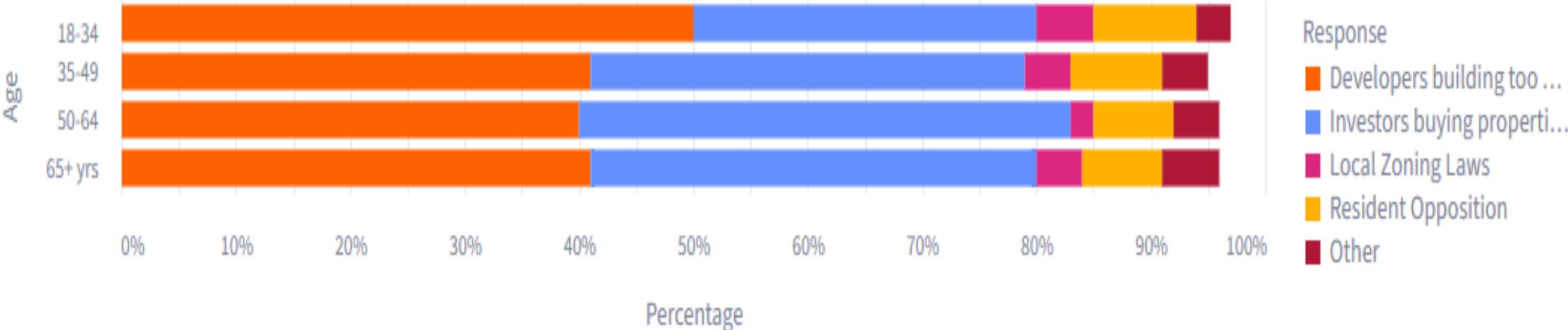


However, 51% of seniors surveyed indicated that they could not afford to move to another residence in their current neighborhood.

Housing Unaffordability

Which of the following are the main reasons for the housing affordability problems some people are currently facing in the Atlanta area

Response by Age Demographic (2025)

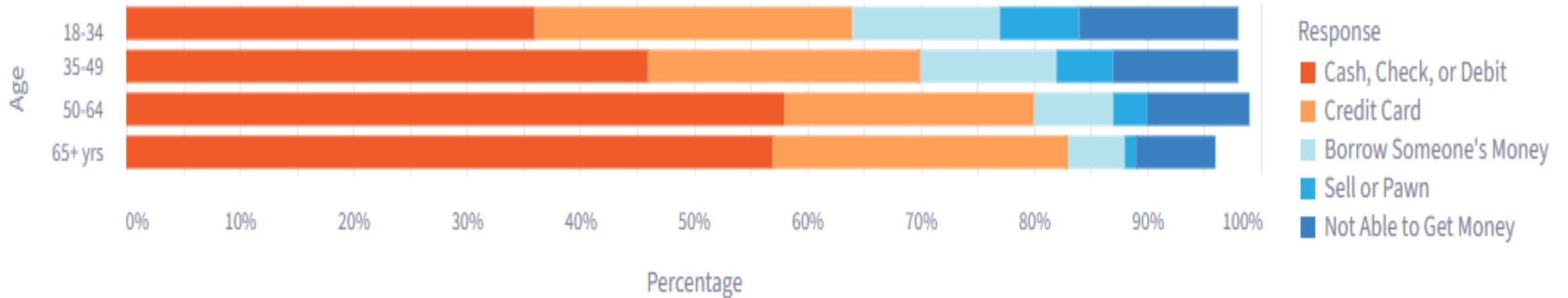


41% of older adults said the reason for housing affordability problems is developers are building too expensive units, and 39% said it's because investors are buying properties to rent.

Financial Stability

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?

Response by Age Demographic (2025)

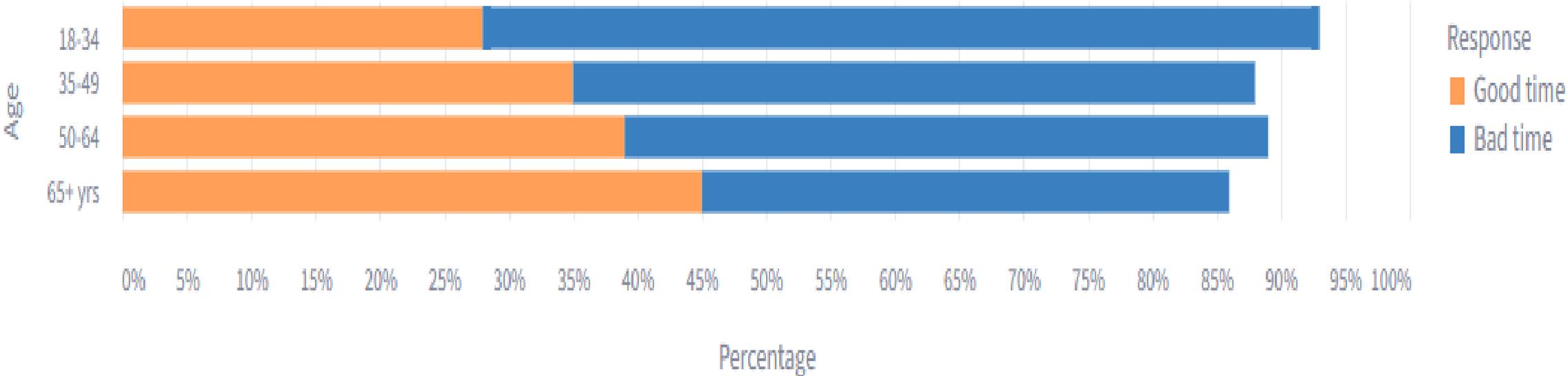


While older adults report housing unaffordability, on an individual level people 65+ are more likely to withstand a financial emergency than other age groups (83%).

The Optimists

Thinking about somebody who might be trying to find a job, would you say now is a good time or bad time to find a well-paying job?

Response by Age Demographic (2025)

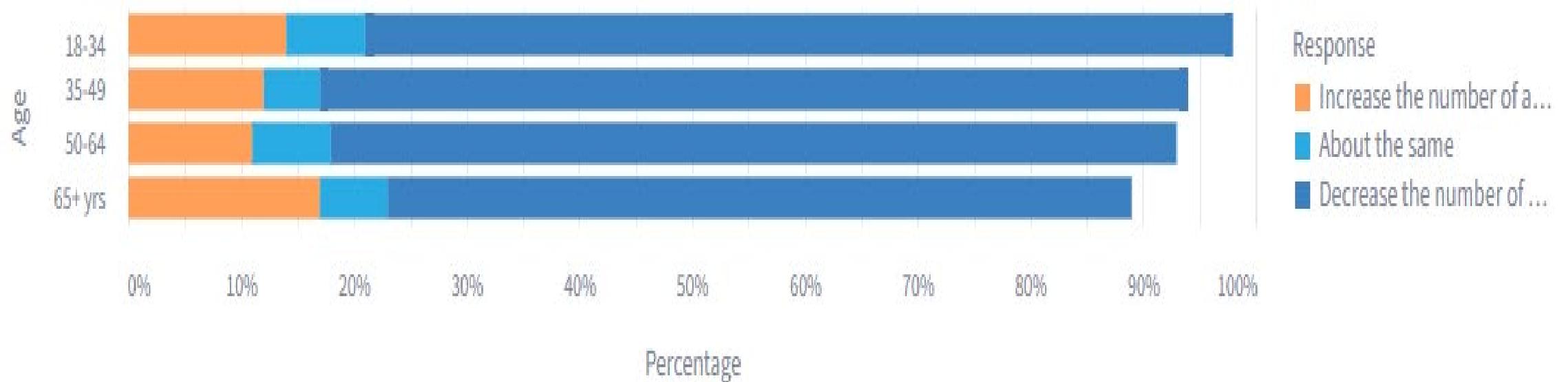


Seniors are the least pessimistic of all age groups about finding a job right now (45%).

The Optimists

Will artificial intelligence...

Response by Age Demographic (2025)

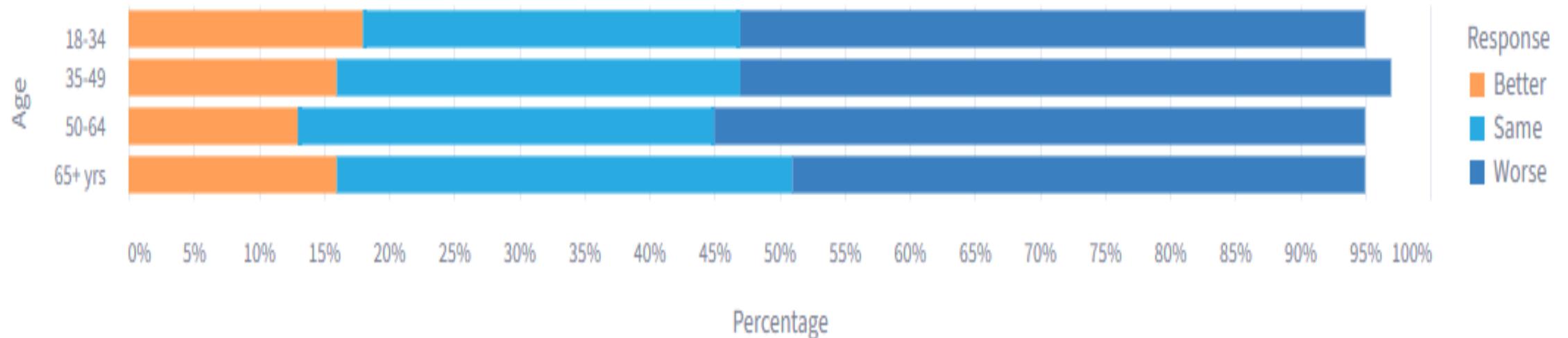


Respondents age 65+ were also more likely to say that AI will increase the number of available jobs (17%).

The Optimists

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?

Response by Age Demographic (2025)

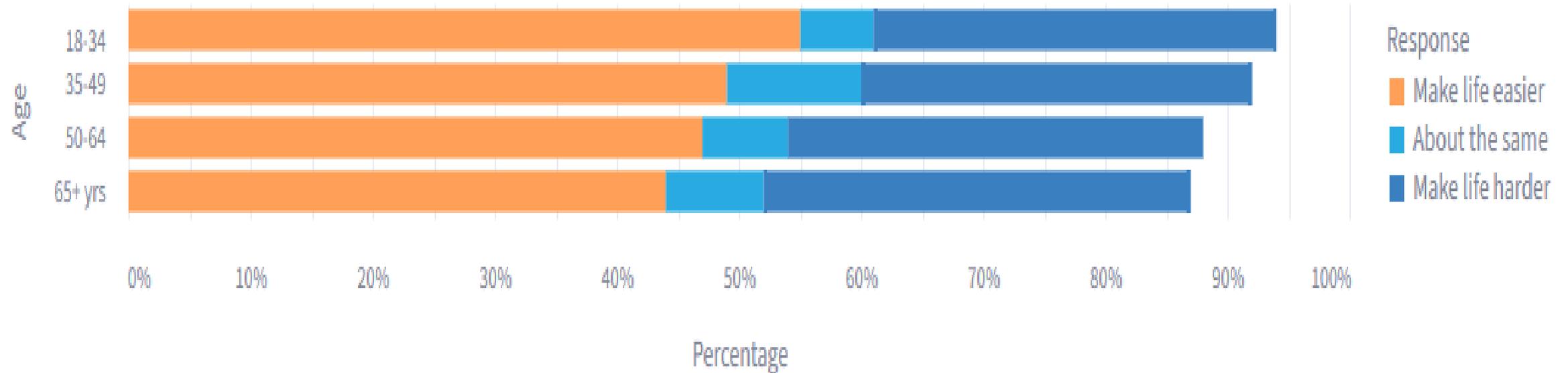


51% of respondents age 65 and over think living conditions will be better or the same in 3-4 years.

The Realists

Will artificial intelligence...

Response by Age Demographic (2025)



However, older adult respondents were also the most pessimistic about AI making life easier (44%).

Metro Summary

Demographic Breakdown

FAQ



Metro Summary Dashboard

Data dashboard available at

<https://mas2025dashboard.streamlit.app>

Choose a question from the MAS 2025 Survey ?

QUALITY OF LIFE | In 3 years, will living in metro Atlanta be better, worse, or same? (Trend Available) ▼

Select Survey Year ?

2025 2024 2023 2021 2020 2019 2018 2017 2016

Select Summary Type ?

Topline

Detailed



Questions?

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