

2025 Metro Atlanta Speaks Survey

“This is XXXX calling on behalf of Kennesaw State University. We’ve been asked to talk to residents in the area to get their opinions about a number of issues related to quality of life in metro Atlanta. I’d like to assure you that this is not a sales call. The survey is voluntary and should take approximately 10 minutes. Your responses will remain anonymous; you will not be identified in any way. Can we take a few minutes to discuss these issues?”

(Assuming the respondent agrees to continue):

Are you at least 18 years of age or older?”

If no – thank the person and terminate.

COUNTY

In which Georgia county do you reside?

- | | |
|-------------|---|
| 1. Cherokee | 8. Fulton |
| 2. Clayton | 9. Gwinnett |
| 3. Cobb | 10. Henry |
| 4. DeKalb | 11. Rockdale |
| 5. Douglas | 12. (Respondent offers) Other (Thank and terminate) |
| 6. Fayette | 13. DK (thank and terminate) |
| 7. Forsyth | |

Programming note:

*IF COUNTY = 4 (DeKalb) or 8 (Fulton) ask **ATLANTA***

*All others skip to **BIGPROB***

ATLANTA

Do you live within the city limits of Atlanta, or do you live in another part of <insert county name> county?

1. Lives in city of Atlanta
2. Does not live in Atlanta (lives in some other part of DeKalb or Fulton)
3. DK

BIGPROB

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

(Programming note: The first 9 items below should be randomly ordered for each respondent)

Traffic
Housing Affordability
The Economy
Crime
Infrastructure
Quality of local schools
Environmental Pollution
Public Health
Local Tax increases
(Do not read) Other (specify)
DK

LKAHEAD

As you look ahead to the next 3 or 4 years, do you think living conditions in the Metro Atlanta area will be....

(Programming note: Randomly rotate the first two responses)

1. Better in 3-4 years
2. Worse in 3-4 years
3. About the same as today
4. DK/NA

MOVE

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?

1. Move to a different neighborhood in metro Atlanta?
2. Stay where you are now
3. Move away from metro Atlanta
4. DK

FIXTRAF

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...

(Programming note: the first three items below should be randomly ordered for each respondent)

1. Expand public transit...
2. Improve roads and highways...
3. Develop communities in which people can live very close to where they work...
4. or, do nothing?
5. DK

WORKFRCE

Which of the following alternatives do you think would be most likely to attract and retain a skilled workforce to the metro Atlanta area? Would it be...

Programming note: the first five options will be randomly ordered for each respondent

1. Providing more affordable housing options for future workers
2. Creating more training and retraining opportunities in targeted industries
3. Providing better transportation options to get to and from work
4. Improving K-12 education
5. Providing better access to higher education
6. (Do not read) DK/NA

EMERGENCY

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?

1. You would pay for it with cash, check or debit card...
2. You would put it on a credit card...
3. You would borrow money from someone...
4. You would sell or pawn something to get the money, or...
5. You would not be able to get the money right now?
6. DK/NA

GROWTH2

Future growth in the metro area should be focused....

- 1.in areas where businesses are already concentrated
2. along transportation corridors that link existing business centers, or...
- 3.in currently undeveloped or more rural areas.
- 4.(Respondent offers) Other (specify)
- 5.DK/NA

FINDJOB

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?

- 1.Good time
- 2.Bad time
- 3.DK

HOUSING

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

Programming note: First 4 responses should be randomly ordered

- 1 Investors are buying properties to rent out
2. Existing residents opposed to building affordable housing in their neighborhoods
3. Developers are building units that are too expensive
4. Local zoning laws don't allow for enough housing to be built
5. (Do not read) Other
6. (Do not read) DK

We have a few questions about the growing use of artificial intelligence, which is known as "AI" ...

Programming note: the next four questions should be randomly rotated, and the first two responses for each of these four questions should be randomly ordered.

AI1

Will artificial intelligence...

1. Increase the number of available jobs...
2. Decrease the number of available jobs...
3. (Do not read) About the same/No impact
4. DK

AI2

Will artificial intelligence...

1. Increase business productivity...
2. Decrease business productivity...
3. (Do not read) About the same/no impact
4. DK

AI3

Will artificial intelligence...

1. Make life easier...
2. Make life harder...
3. (Do no read) About the same/no impact
4. DK

AI4

Will artificial intelligence...

1. Result in an increase in energy consumption...
2. Result in a Decrease in energy consumption...
3. (Do not read)About the same/no impact
4. DK

SEGUE1

Please tell me if you *strongly agree*, *agree*, *disagree*, or *strongly disagree* with the following statements:

(Programming note: NOMOVENHOOD thru TRANSPORT should be randomly rotated)

NOMOVENHOOD

"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...

1. Strongly agree...
2. Agree...
3. Disagree, or...
4. Strongly disagree... with that statement?
5. DK

HOUSE1

“Low-wage workers employed by local businesses have no problem finding affordable housing in my community.” Do you ...

1. Strongly agree...
2. Agree...
3. Disagree, or...
4. Strongly disagree with that statement?
5. DK

TRANSPORT

“I frequently lack the transportation I need to get to the places I need to go.” Do you...

1. Strongly agree
2. Agree
3. Disagree, or...
4. Strongly disagree... with that statement?
5. DK

FINANCES

Regarding your financial situation, would you say you are...

(Programming note: First two responses should be randomly rotated)

1. Better off now than you were a year ago...
2. Worse off now than you were a year ago...
3. or about the same as you were a year ago?
4. DK

CLIMATE1

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

1. a major global threat...
2. a minor global threat, or...
3. no threat at all?
4. DK/NA

CLIMATE2

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

- 1.A major threat...
- 2.A minor threat, or...
- 3.No threat at all to the Atlanta metro area?
- 4.DK/NA

DEMOGS

We have almost completed the survey. The last few questions are used for statistical purposes only.

YRBORN

In what year were you born?

(INTERVIEWERS: Record year of birth. DK/NA = 2008)

EDUC

What is the highest level of education you completed? Was it...

1. 11th grade or less (without graduating)
2. High school graduate or GED...
3. Some college (associate's degree, tech or vocational)
4. College graduate (BA, BS)
5. Graduate or Professional Degree (MA, MS, PHD, MD, Law etc)
6. (Do not read) DK/NA

LATINO

Do you consider yourself to be Latino/Latina or Hispanic?

1. Yes
2. No
3. DK/NA

RACE

What is your race? Are you...

1. African American/Black...
2. Caucasian/White...
3. Asian/Pacific Islander...
4. American Indian, or...
5. Multi-racial?
6. (DO NOT READ) Other (specify)
7. (Do not read) DK/NA

EMPLOY

Which of the following best describes your current employment status? Are you...

1. Working full time
2. Working part time
3. Unemployed & looking for work
4. Unemployed & not looking for work, or...
5. Retired?
6. (RESPONDENT OFFERS) Disabled
7. (Do not read) DK/NA/REFUSED

*(Programmer: If EMPLOY > 2, skip to **OWNRENT**)*

TWORK

As far as where you work, would you say that you...

1. work remotely all of the time...
2. work remotely some of the time, and from a place of business at other times, or...
3. work at an office location or place of business all of the time?
4. DK/NA

OWNRENT

Do you....

1. Own your own home *(includes living with someone else who owns/pays mortgage)*
2. Rent *(includes living with someone else who pays rent)*
3. (Do not read) DK

TENURE

How long have you lived in the Metro Atlanta area?

(Code number of years. Code 0-11 months as "1" year. Code DK=999.)

INCOME

I am going to read a number of income ranges; please stop me at the one that best describes your household income in 2024....

1. Less than \$25,000...
2. \$25,000 - \$60,000...
3. \$60,000 - \$120,000...
4. \$120,000 - \$250,000, or...
5. Over \$250,000?
6. (Do not read) DK/NA
7. (Do not read) REFUSED

GENDER

Do you describe yourself as a man, a woman, or in some other way?

1. Man
2. Woman
3. Some other way (“non-binary” “transgender” “genderfluid” etc.)
4. DK/NA