

METRO ATLANTA **SPEAKS**



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**

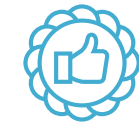
Goals



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.



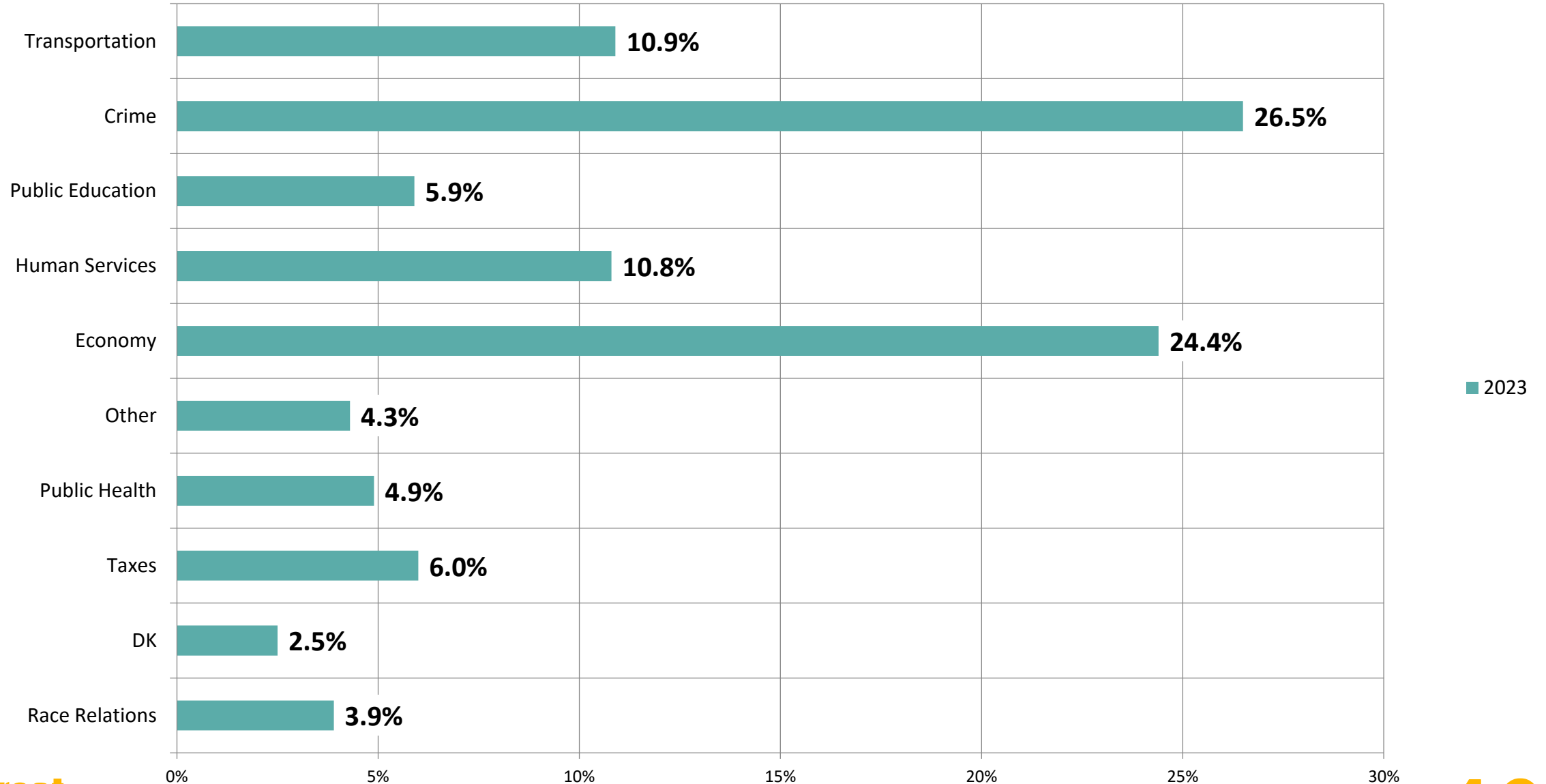
A competitive economy that is inclusive, innovative, and resilient.

Metro Atlanta Speaks Highlights

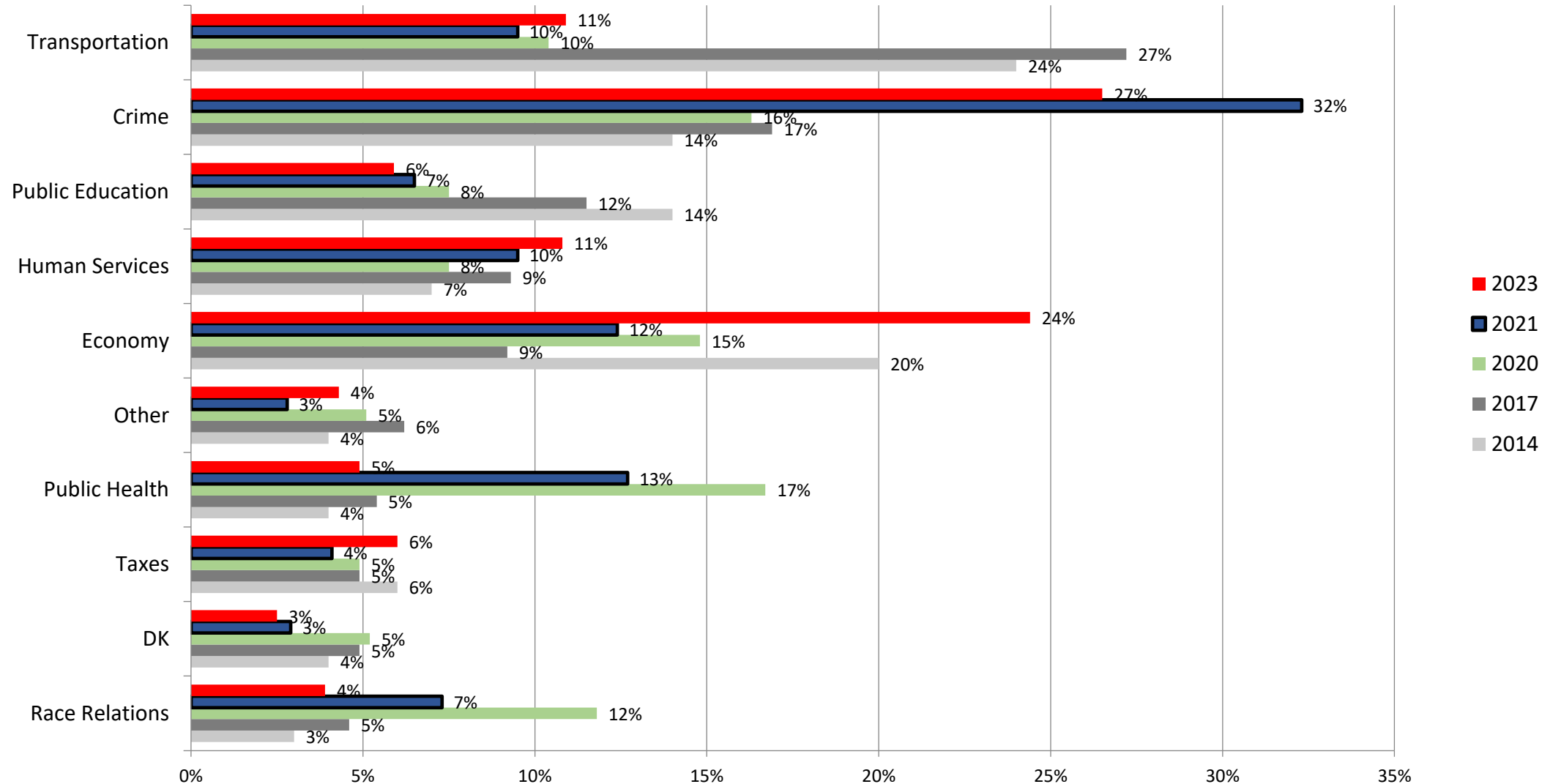
- Respondents rated “Crime” as the biggest issue facing the region, as in 2021...but at the county level, “Crime” rates #1 in only Atlanta, DeKalb, Fulton and Gwinnett. In all other jurisdictions, Economy is #1.
- Only 46 percent of respondents support (either agree or strongly agree) “pay{ing} more in taxes to fund expanded regional public transit that includes buses and rail”. The results are similar in both Cobb and Gwinnett, with Cobb being slightly closer to “agree” than Gwinnett.
- More than 63 percent of respondents either agreed or strongly agreed that they COULD NOT afford to move to another **housing** unit in the neighborhood where they currently live. It’s not much better at all v.v. moving within the MSA.
- Around 28 percent of respondents would not be able to pay for a **\$400 emergency** without borrowing money, selling something or simply not paying at all. An additional 23 percent would pay for this emergency with a credit card. This is consistent overall with previous years, but those counties with relatively lower ability to pay are struggling more in 2023 than in 2021.
- Just over nine percent of respondents indicated that they currently own an **electric vehicle** (slightly higher than national averages), with younger cohorts considerably more likely to own an EV (16.8%). However, nearly a third of respondents said they plan to buy an EV in the next five years. Top reasons for having or a desire to buy in the future include better for the environment and cheaper to operate. Top reasons for not (yet) having or having no desire to buy include being too expensive and inconvenience of charging.
- In terms of **climate change** over the next 10 years, majorities see major impacts globally and regionally...with the shares larger in every jurisdiction and group for global compared to regional, and higher in more urban counties.
- Finally, those saying that living conditions in the region will be better in **the next 3-4 years** has declined in recent years, however there is more optimism among Black and Latino respondents than white respondents.

“Crime” Remains Biggest Problem

Biggest Problem Facing Residents in Metro--MAS Response 2023

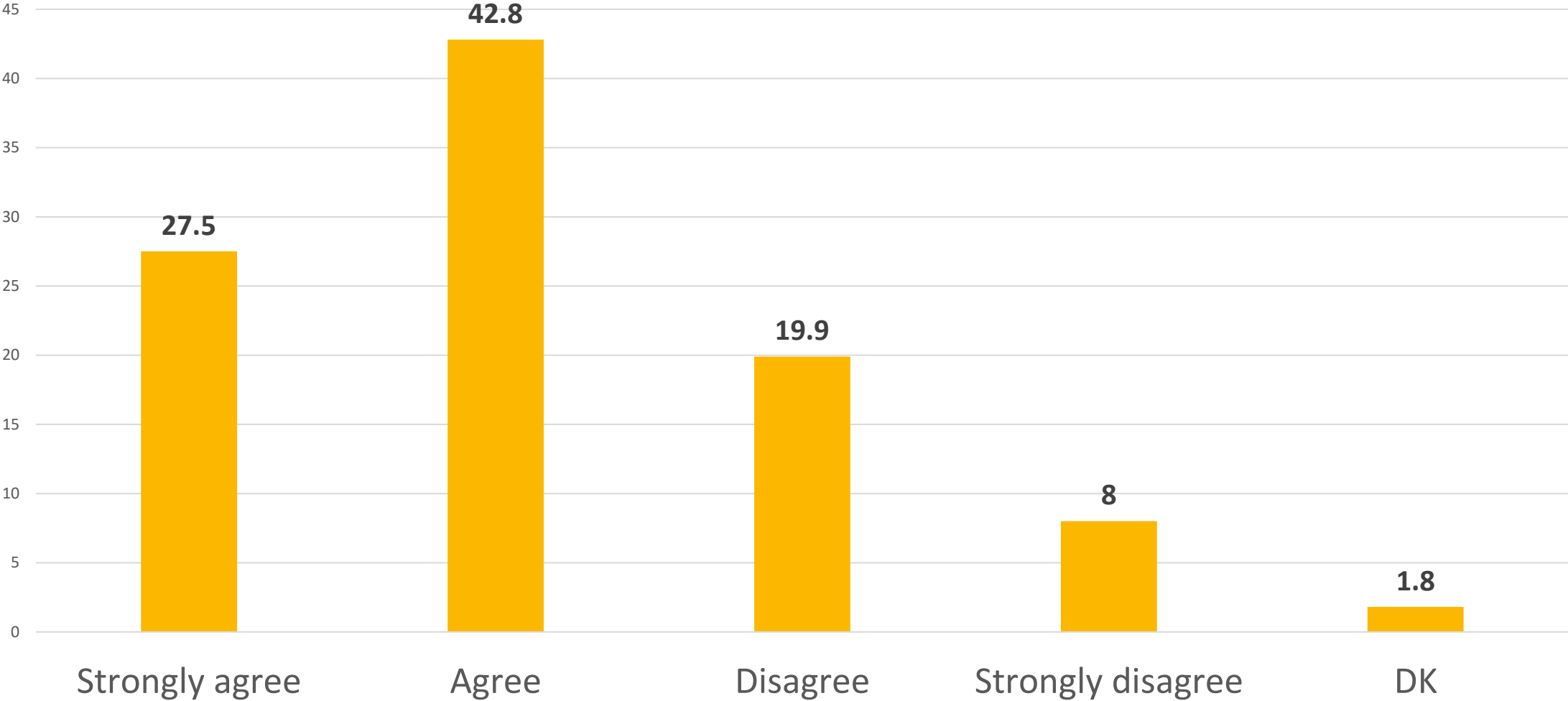


"Crime" As Biggest Problem Over Time, Select Years

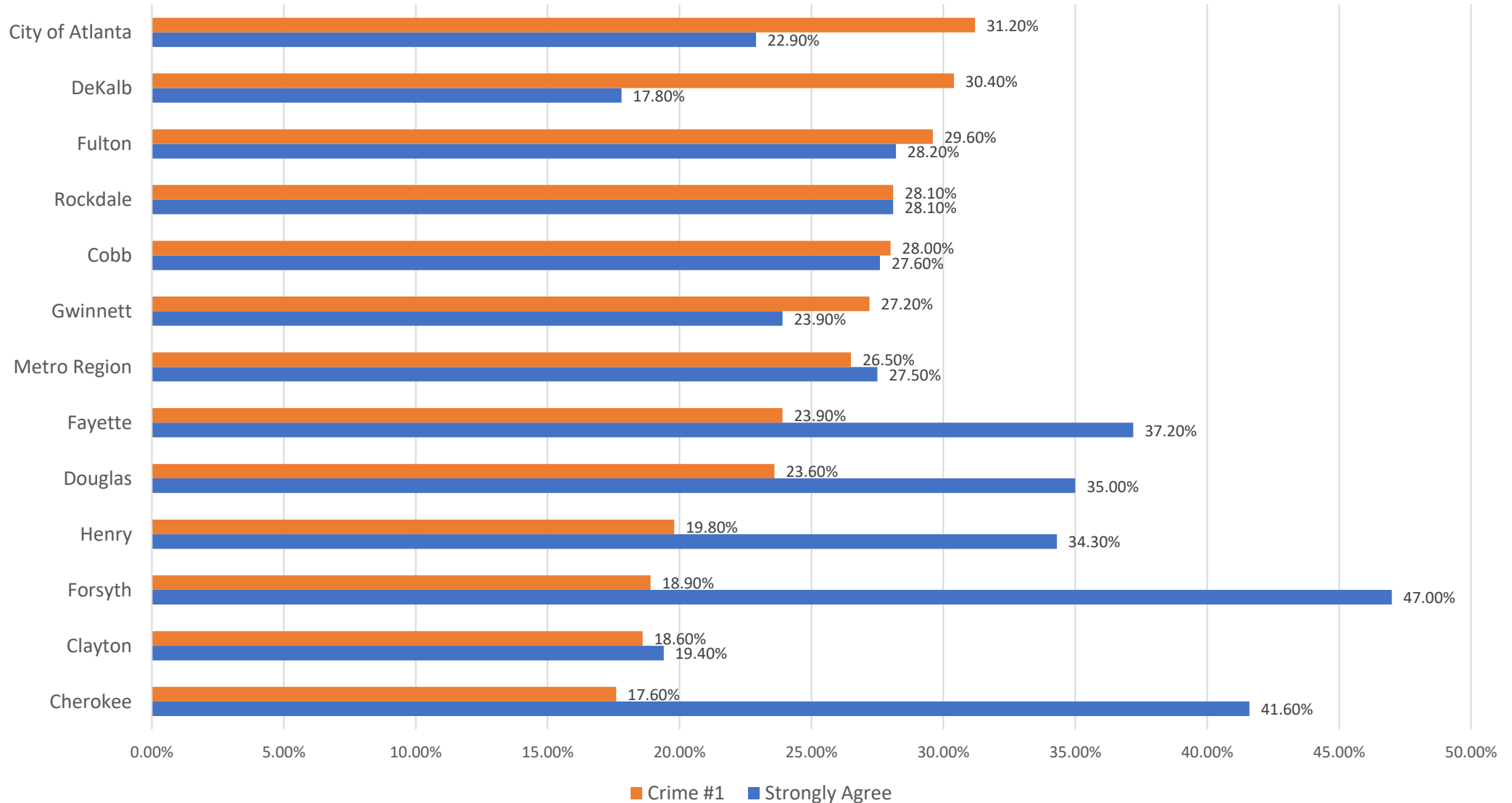


Yet Vast Majority Feel Safe In Their Own Neighborhoods...

"I feel safe walking at night in my neighborhood " Do you...

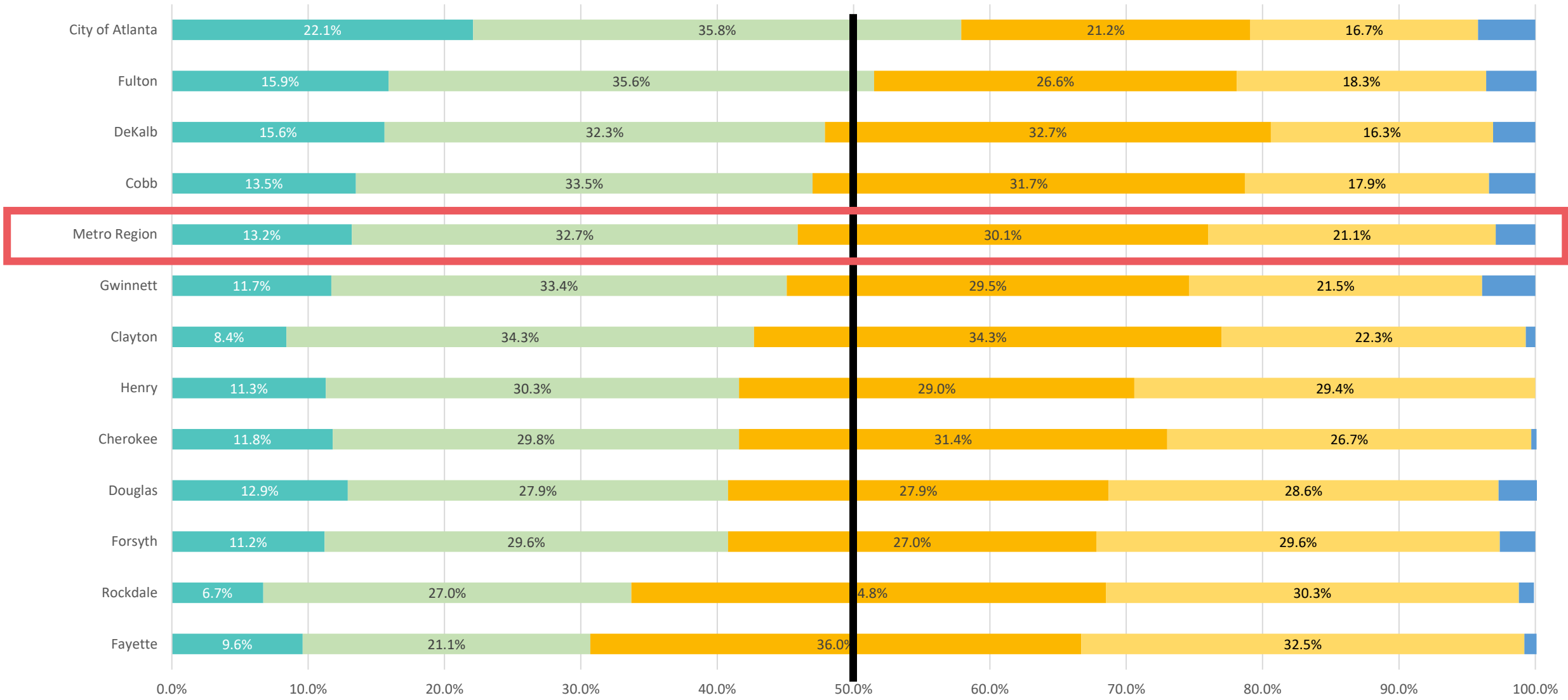


Comparing Answers: "Crime #1" vs. "Neighborhood is Safe"



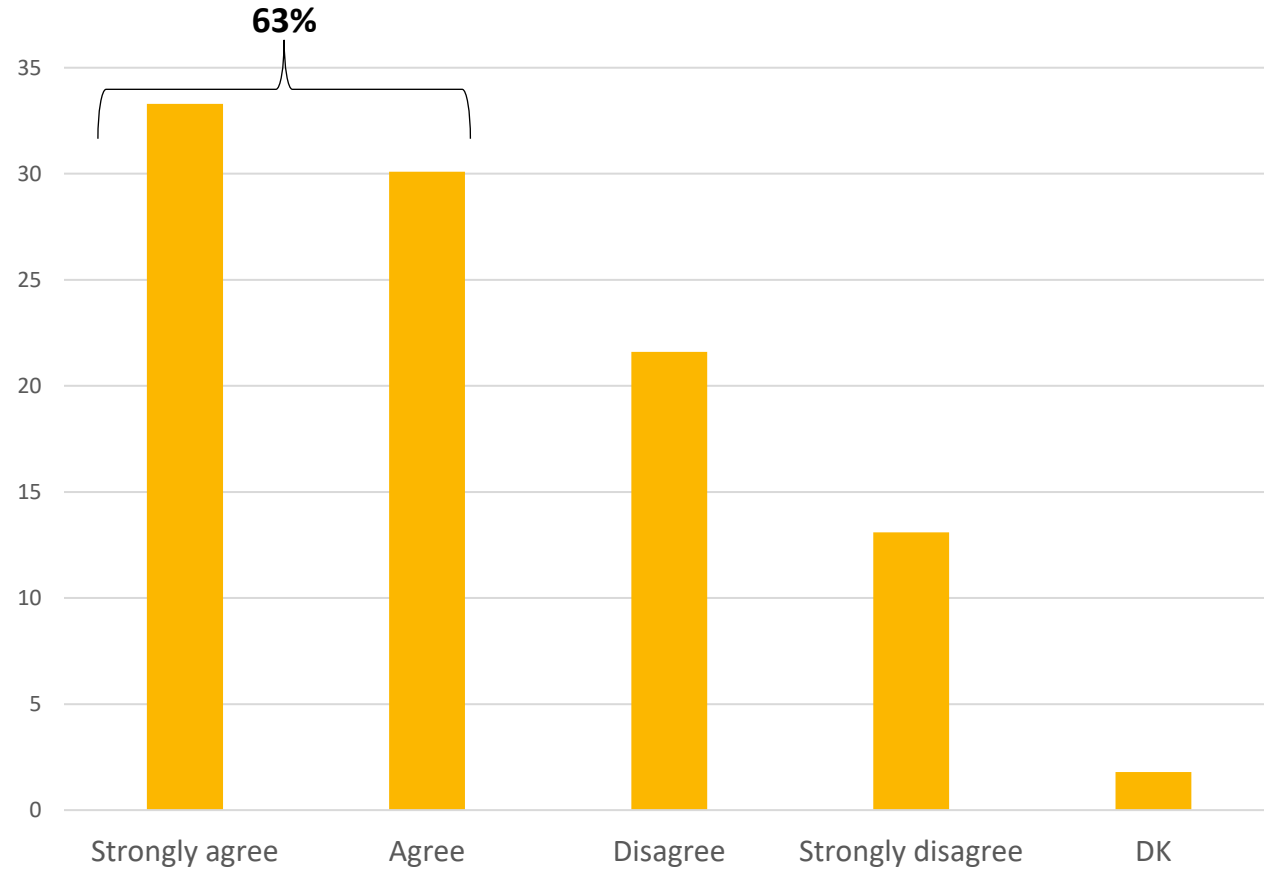
A Lot of Skepticism About Expanding Transit...

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

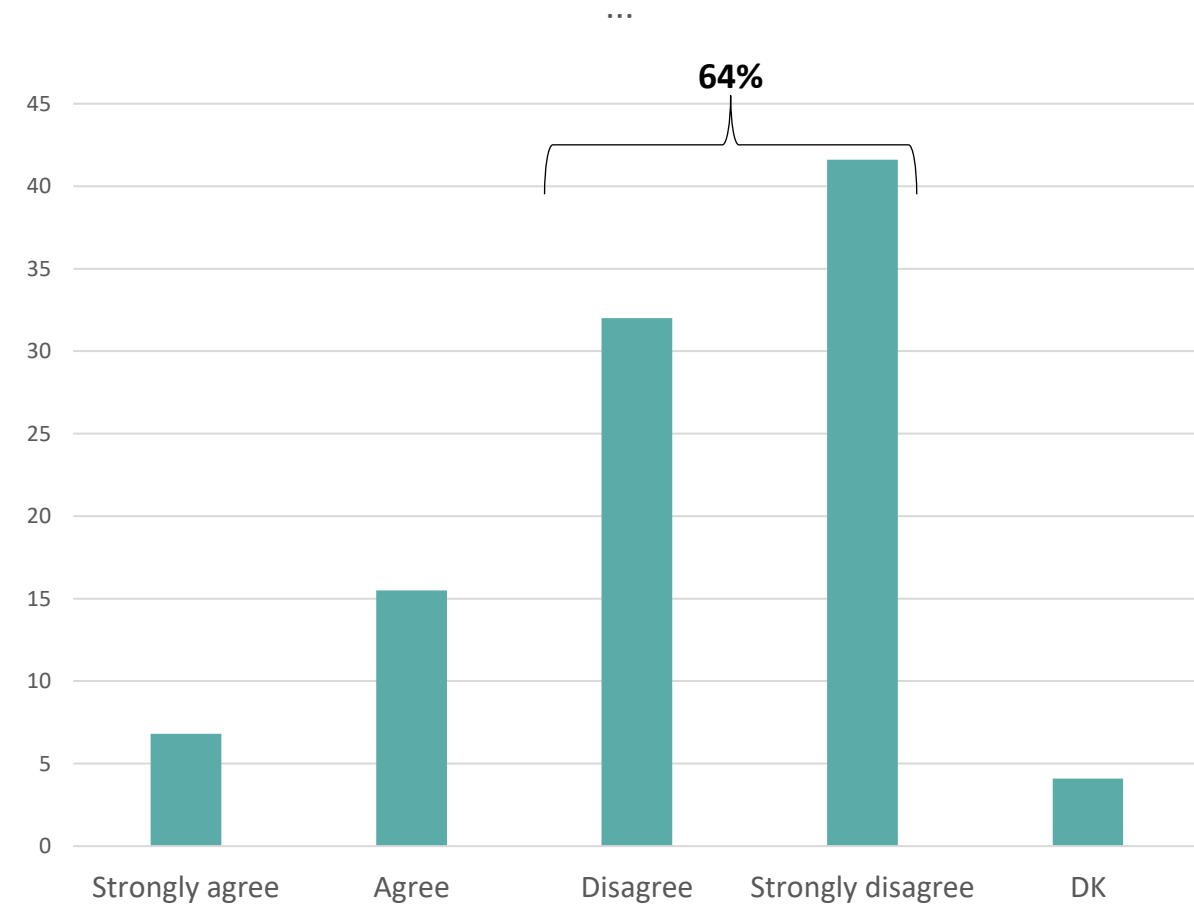


Housing Affordability a Major Issue

"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...

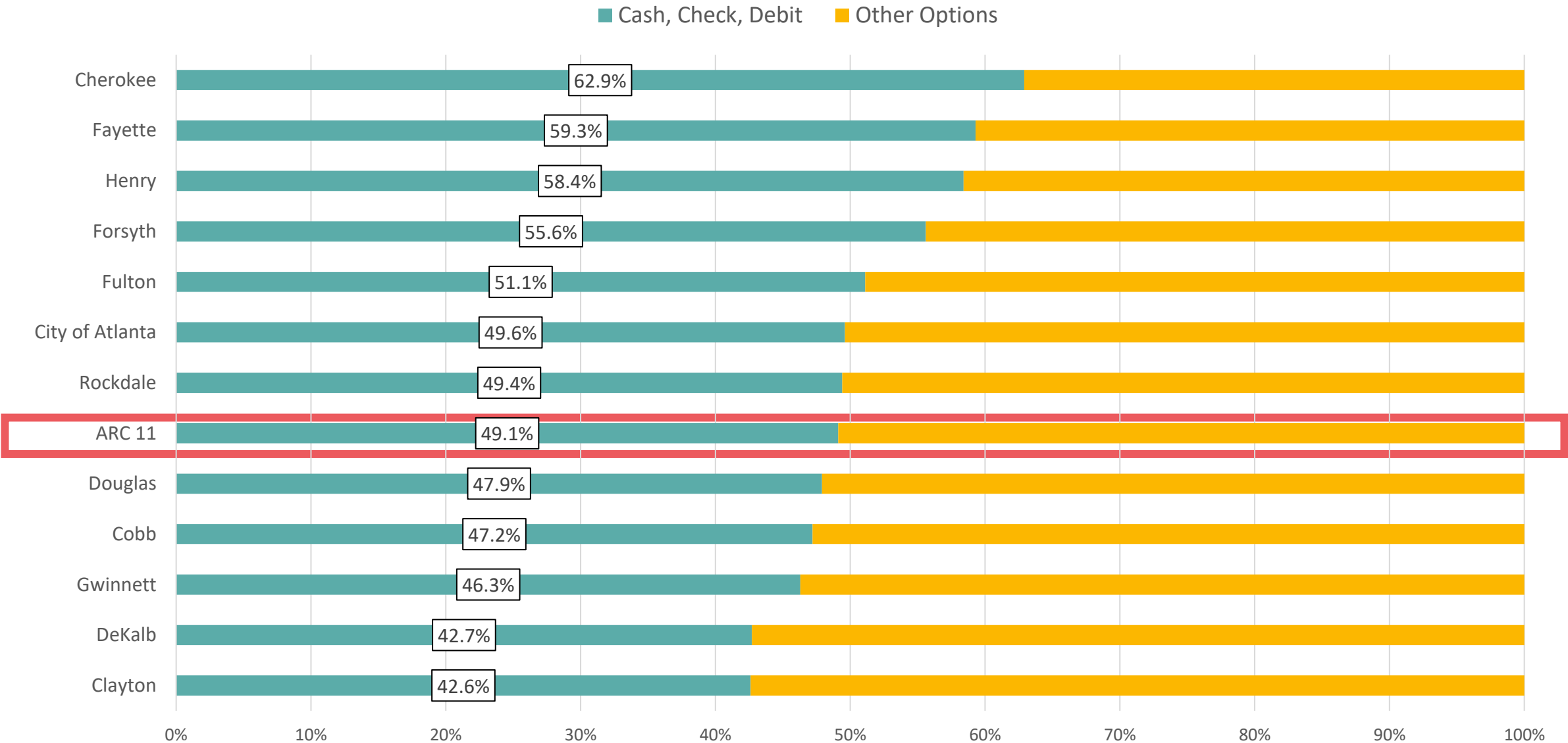


"Low-wage workers employed by local businesses have **no problem** finding affordable housing in my community." Do you



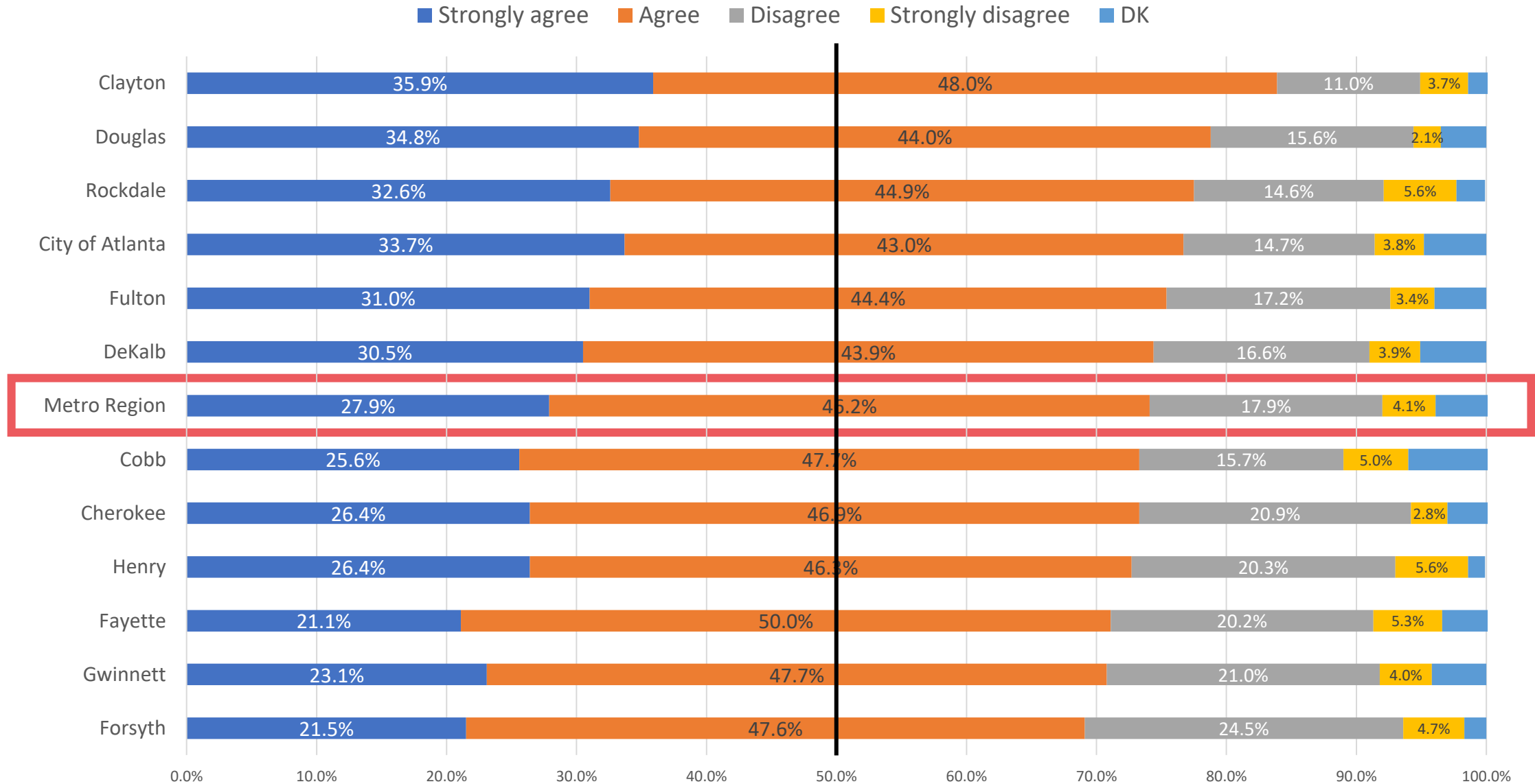
About Half Of Respondents Exhibiting Some Form of Financial Distress

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, you would be able to pay with...



Fear Job Loss to Automation? County

"In the future, too many workers will lose their jobs to some type of automated process or artificial intelligence." Do you ...

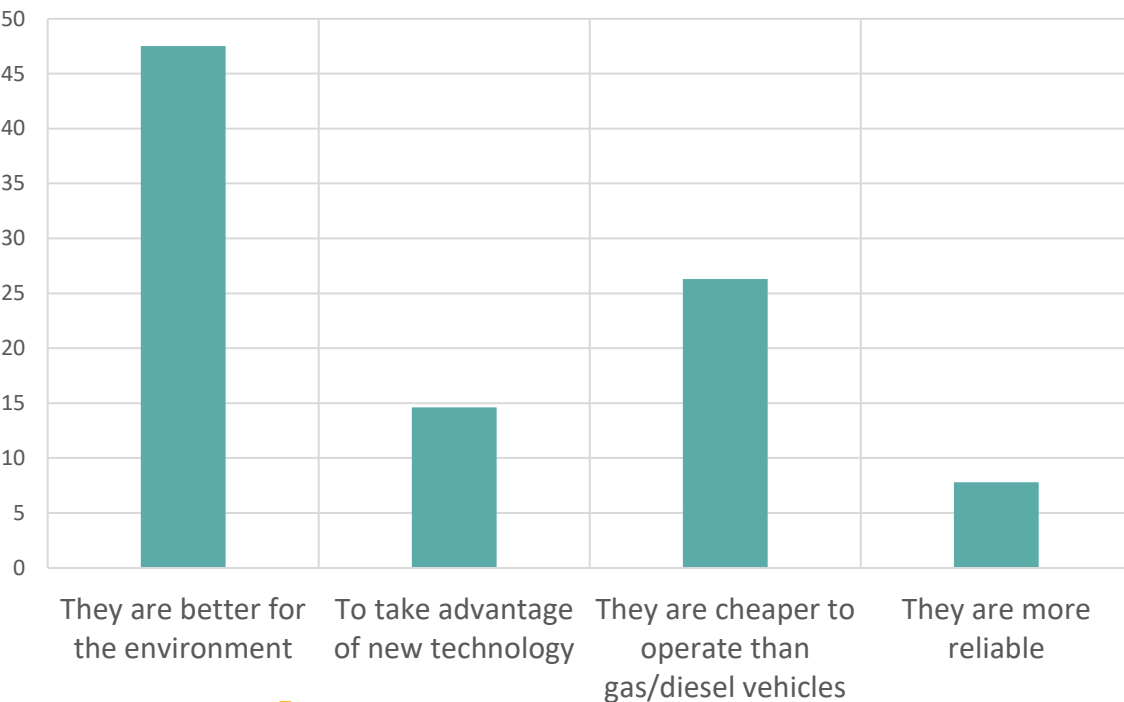


Electric Vehicles...

Nine percent of respondents said they already own an electric vehicle. 31 percent plan on buying one in the next five years...

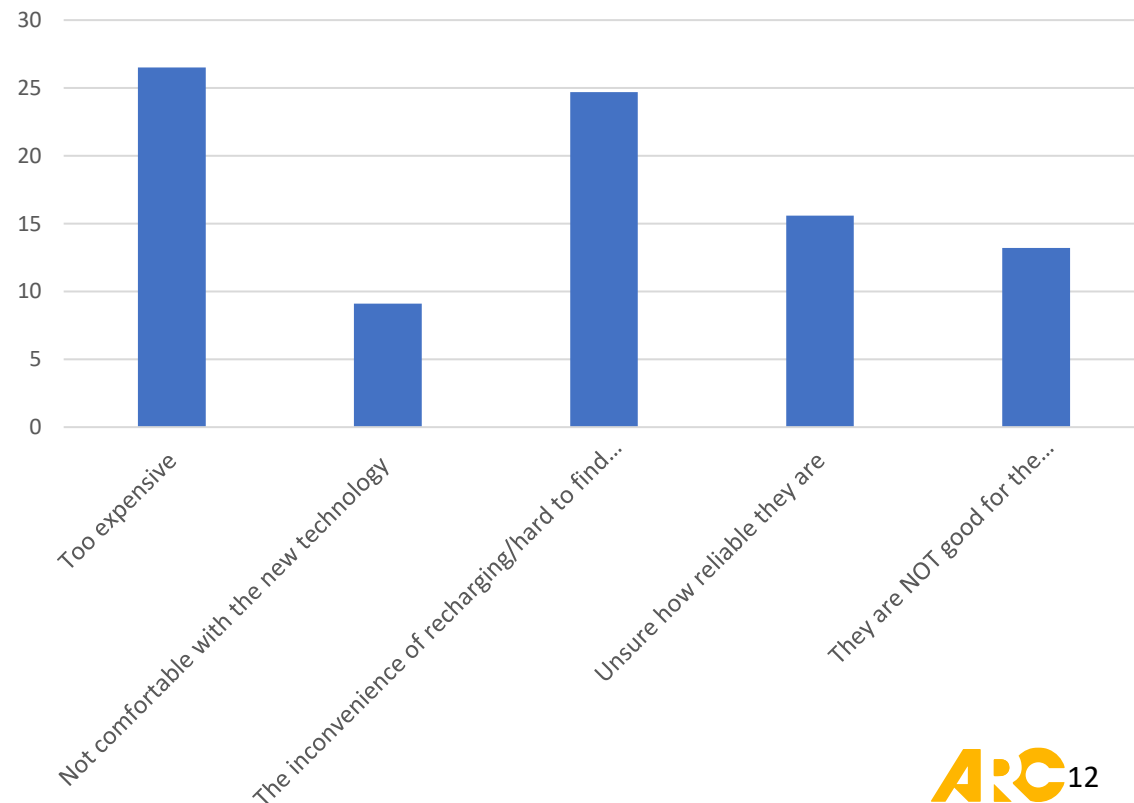
For those who have or plan to buy an EV...

Which of the following is the most important reason you have already bought or may buy an electric vehicle in the next five years?



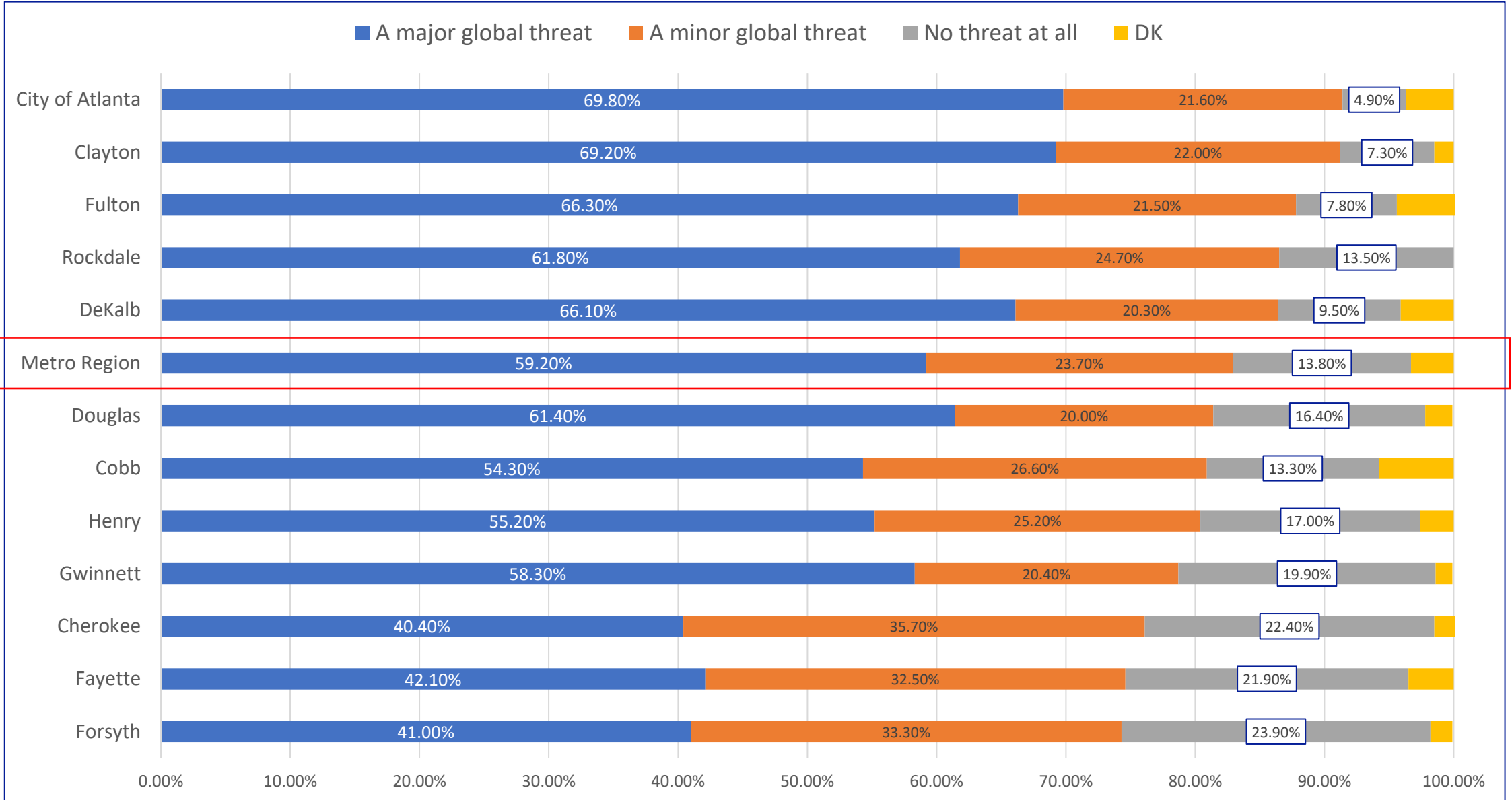
For those who do not have or do not plan to buy an EV...

Which of the following is the most important reason why you would not consider buying an electric vehicle?



Global Climate Change in Next 10 Years

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



Optimism for Future Decreasing...

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? – **Percent saying BETTER**

