



**2016 Summary of
Regional and County Topline Results
with Comparisons between Years**

where applicable/ available

October, 2016

Metro Atlanta Speaks-Background

The Metro Atlanta Speaks (MAS) public opinion survey is in its fourth year.

The 2016 MAS was conducted by A.L. Burruss Institute of Public Service and Research at Kennesaw State University (KSU). The 2016 survey asked 27 questions of 5,416 residents in a 13-county area, with results significant down to the county-level, as well as for the City of Atlanta. The 2015 MAS, also done by KSU, asked 26 questions of 5,200 residents in a 13-county area, with results also significant down to the county-level. The 2014 MAS was conducted by The Schapiro Group, and asked 25 questions of 4,200 residents in a 10-county area, and was (as well) significant down to the county-level. The first survey—2013--- was also conducted by KSU, and asked 21 questions of 2,100 voting-age residents. The 2013 MAS was significant only at the regional (10-county level).

The goal in all years was gather opinions on how the 10 (or 13)-county Atlanta region rates in terms of key quality-of-life issues like transportation, education, the economy, the arts and aging in the Atlanta region. In 2014, the survey added questions on water, job training, starting a business, healthcare, and parks. In 2015, the survey added questions on civic involvement and engagement. In 2016, questions were added on financial resiliency, food insecurity, and challenges faced in accessing transportation.

While each year's survey provides a point-in-time understanding of how residents perceive the quality-of-life in metro Atlanta, the true value of the effort is understanding how perceptions do or don't change over time. ARC will seek to, with its community partners, continue this survey annually to build that "longitudinal" database.

This summary focus on regional results and topline county data. Regional survey margin of error for the 2016 instrument is $\pm 1.3\%$ percentage points (from 1.7% in 2015 and 2.1% in 2014) at the 95 percent confidence level. County significance ranges from ± 4 to $\pm 7\%$. Data to come will detail county-level results by demographics.

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***“COMPARATIVE”
QUESTIONS***

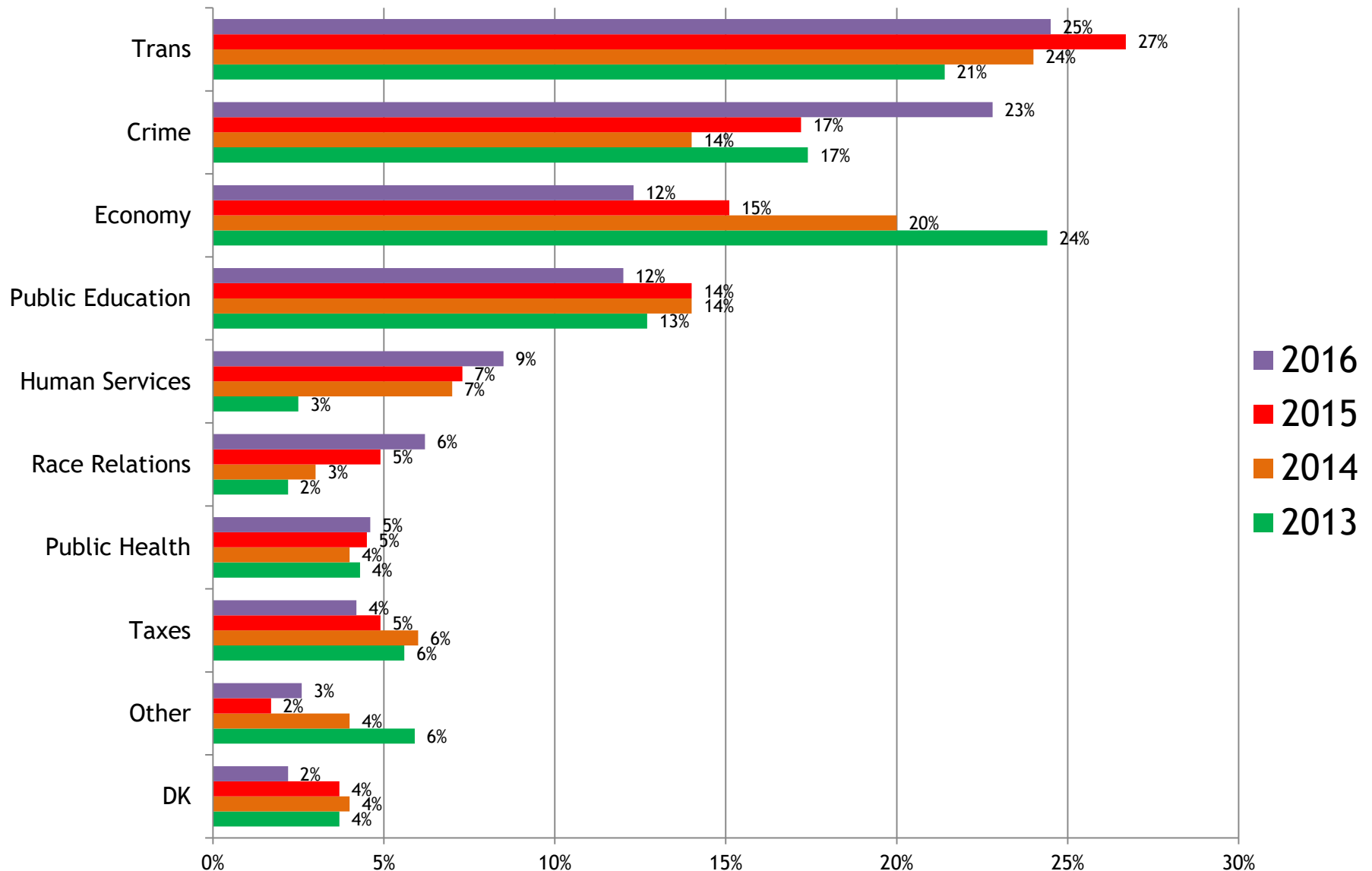
(2016, 2015, 2014, 2013)



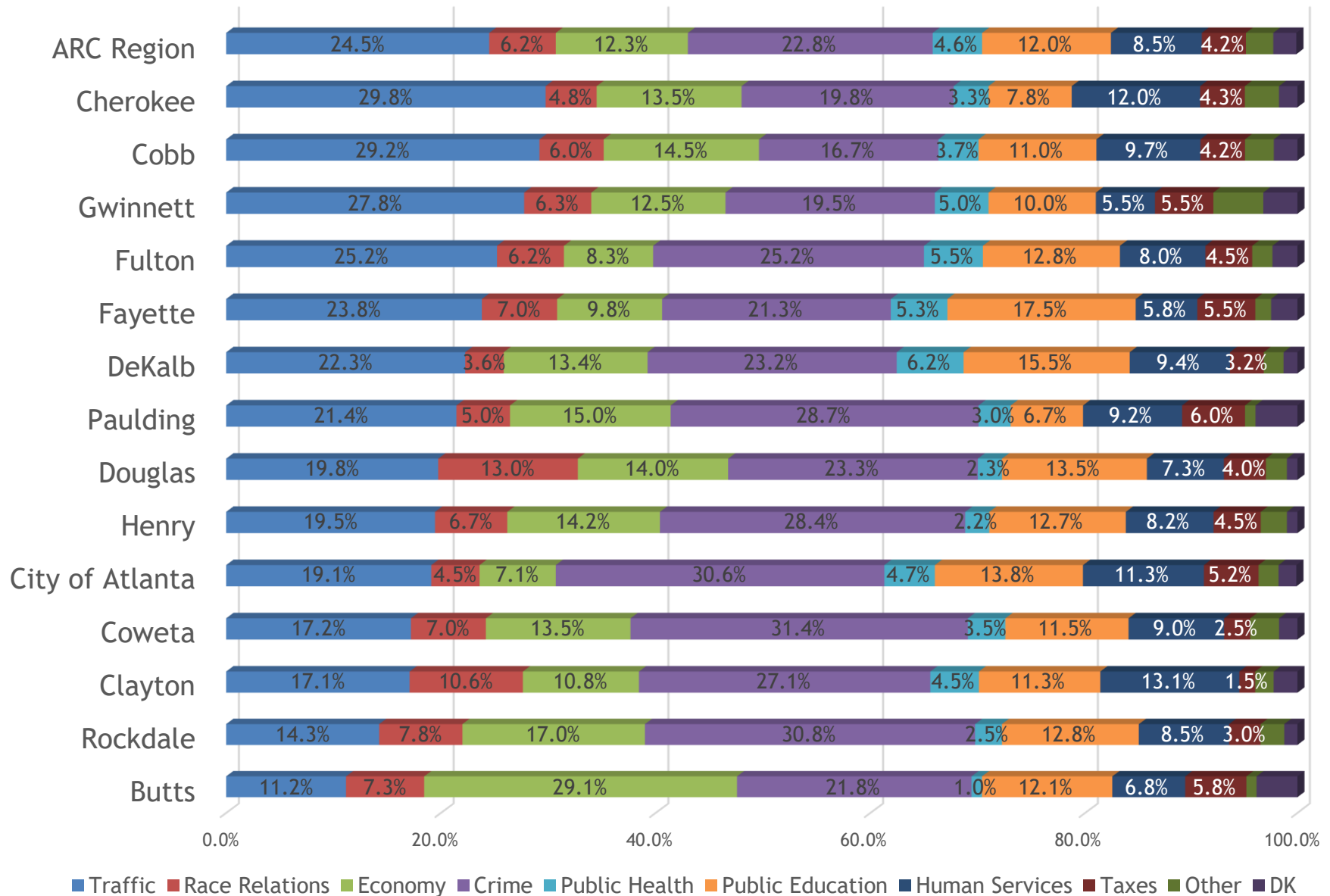
regional impact + local relevance



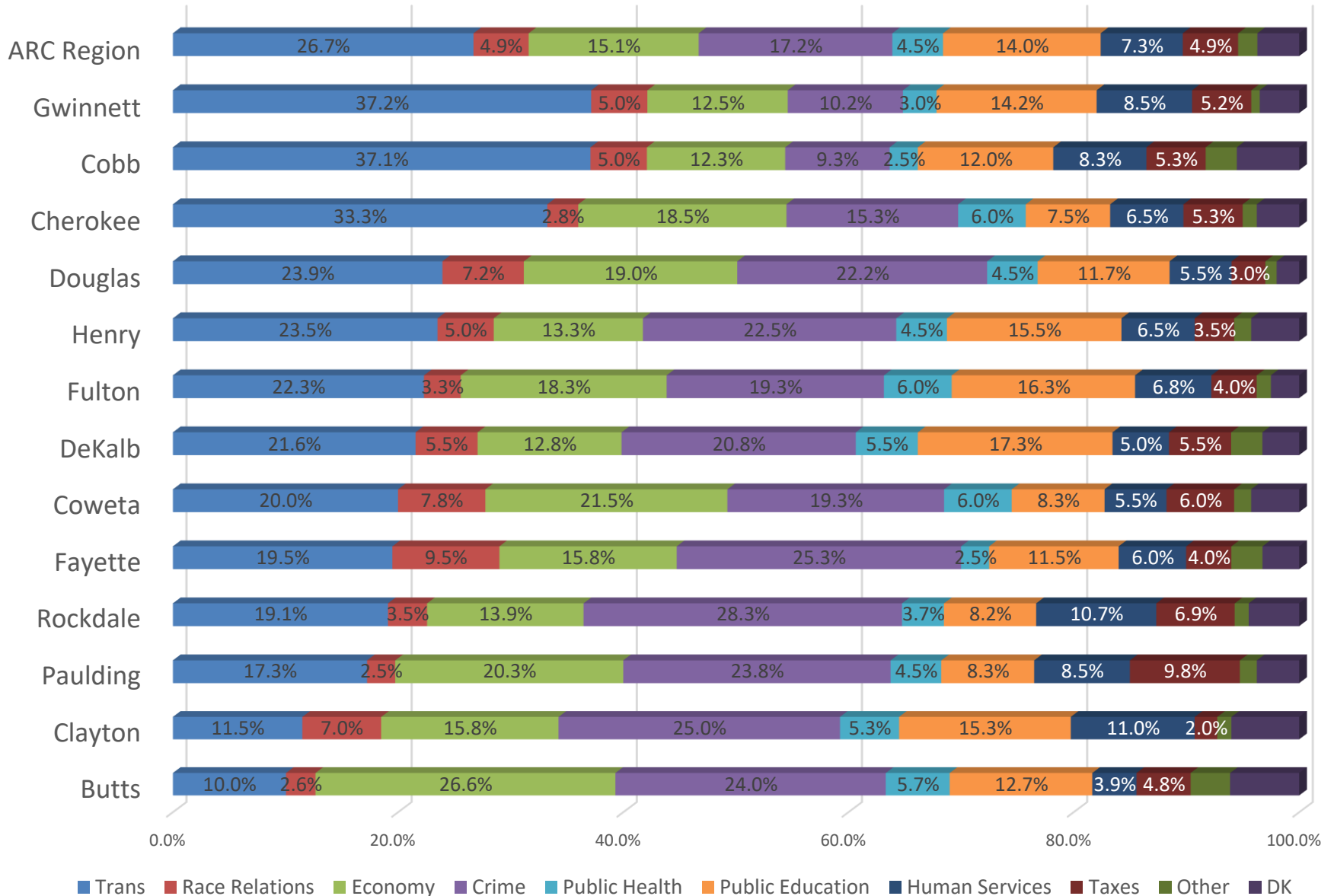
Biggest Problem Facing Residents in Metro--MAS Response Comparison 2016/2015/2014/ 2013



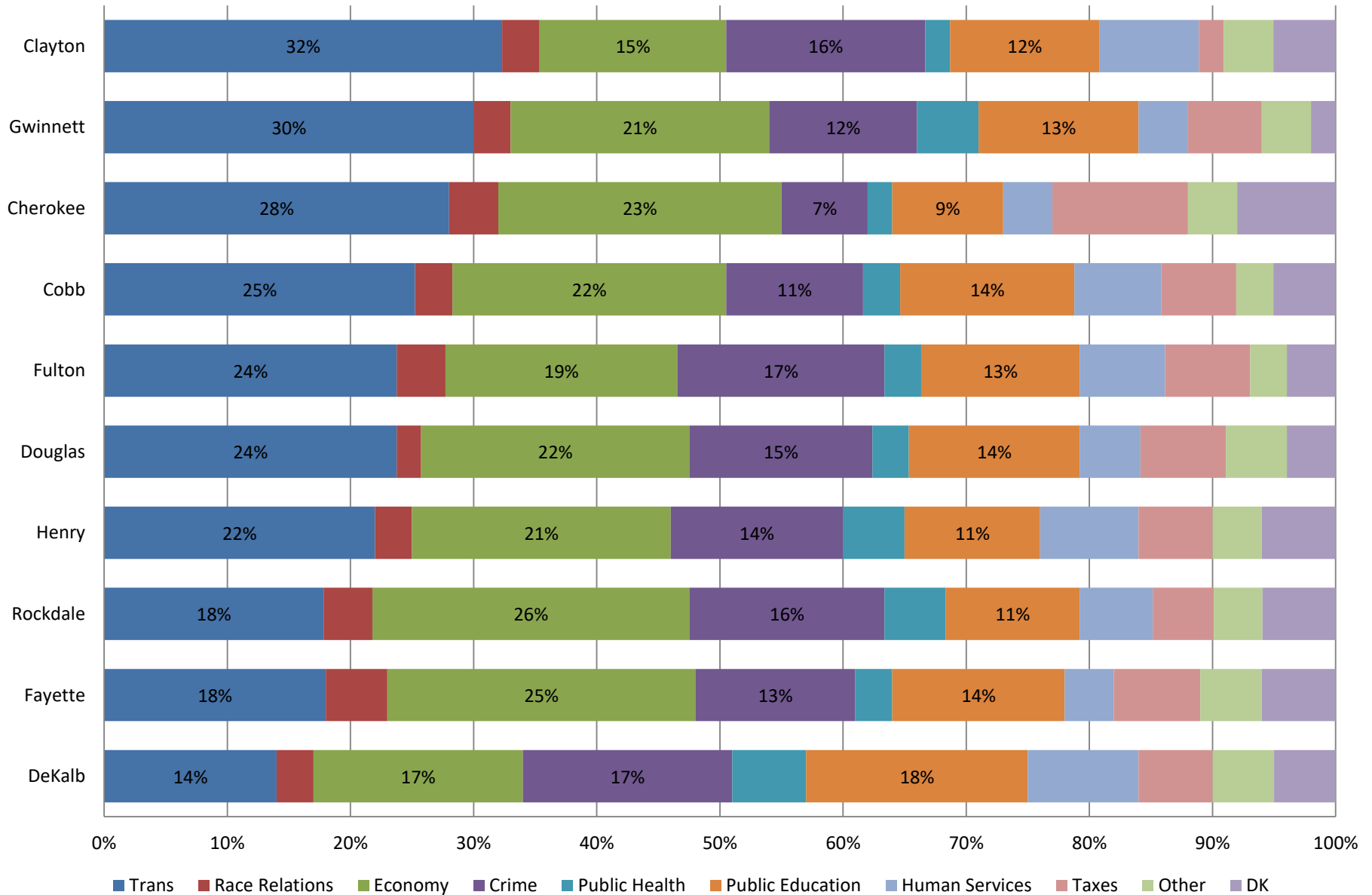
Biggest Problem for Metro Atlanta: MAS 2016



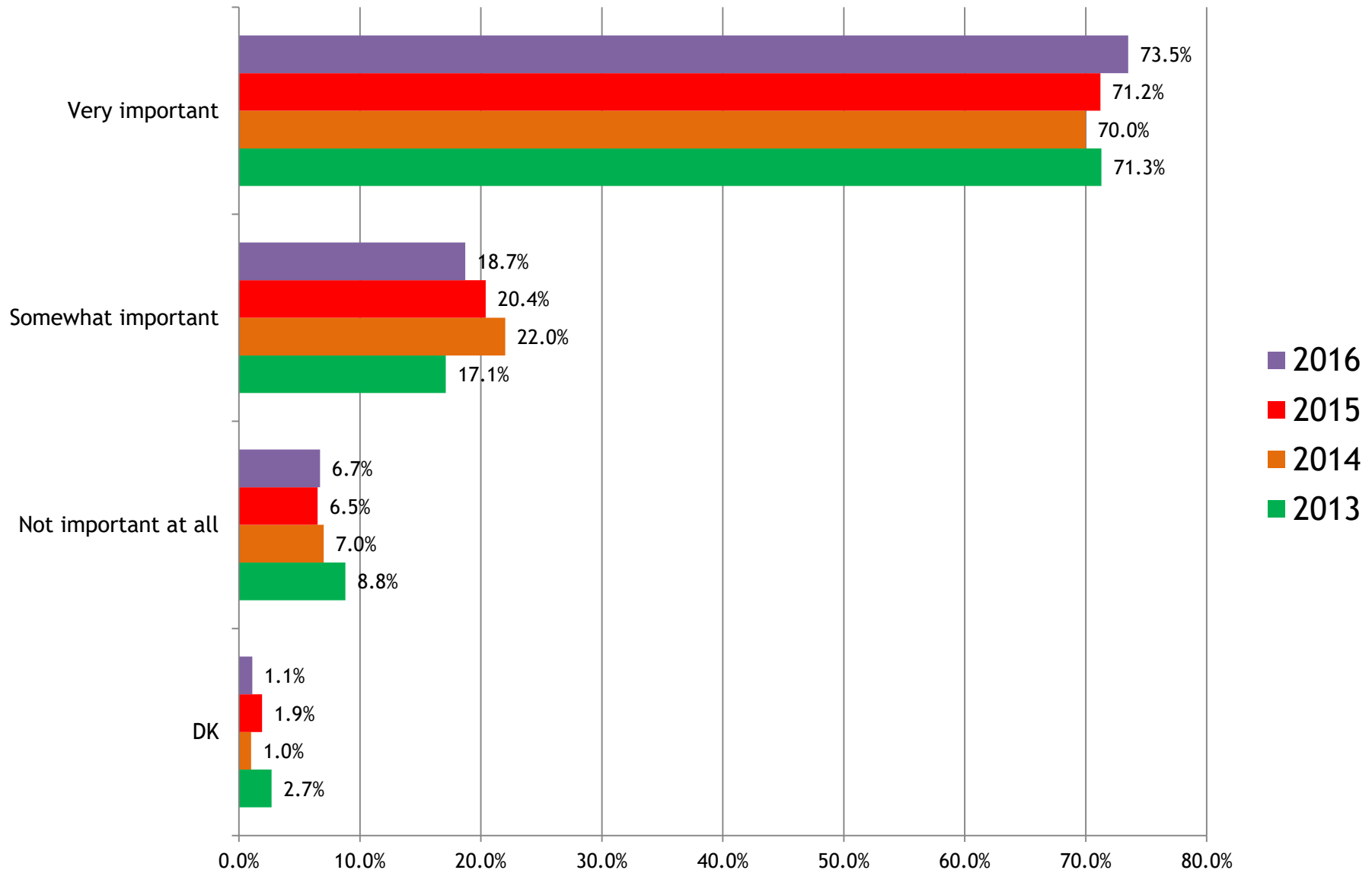
Biggest Problem for Metro Atlanta: MAS 2015



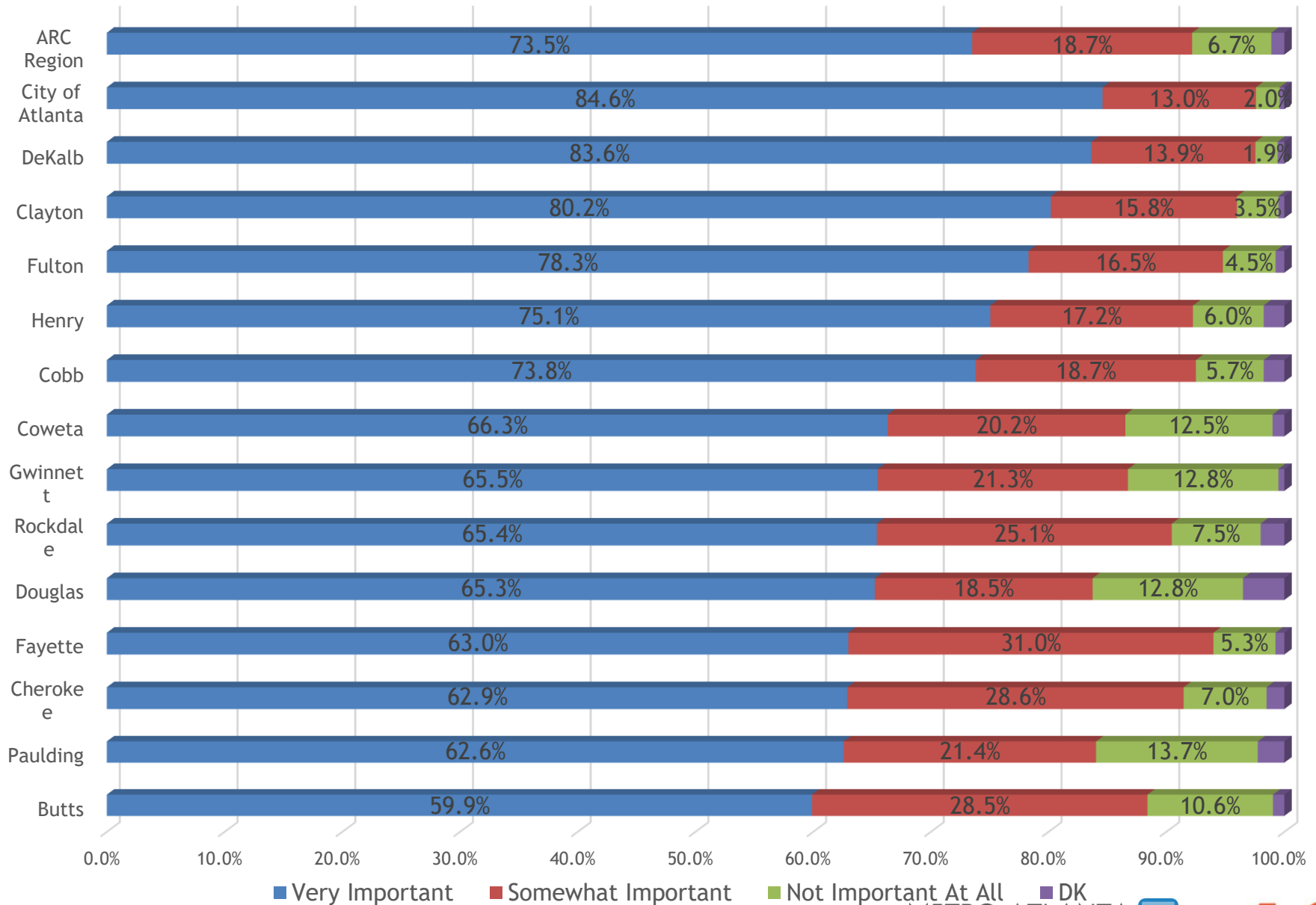
Biggest Problem by County: MAS 2014



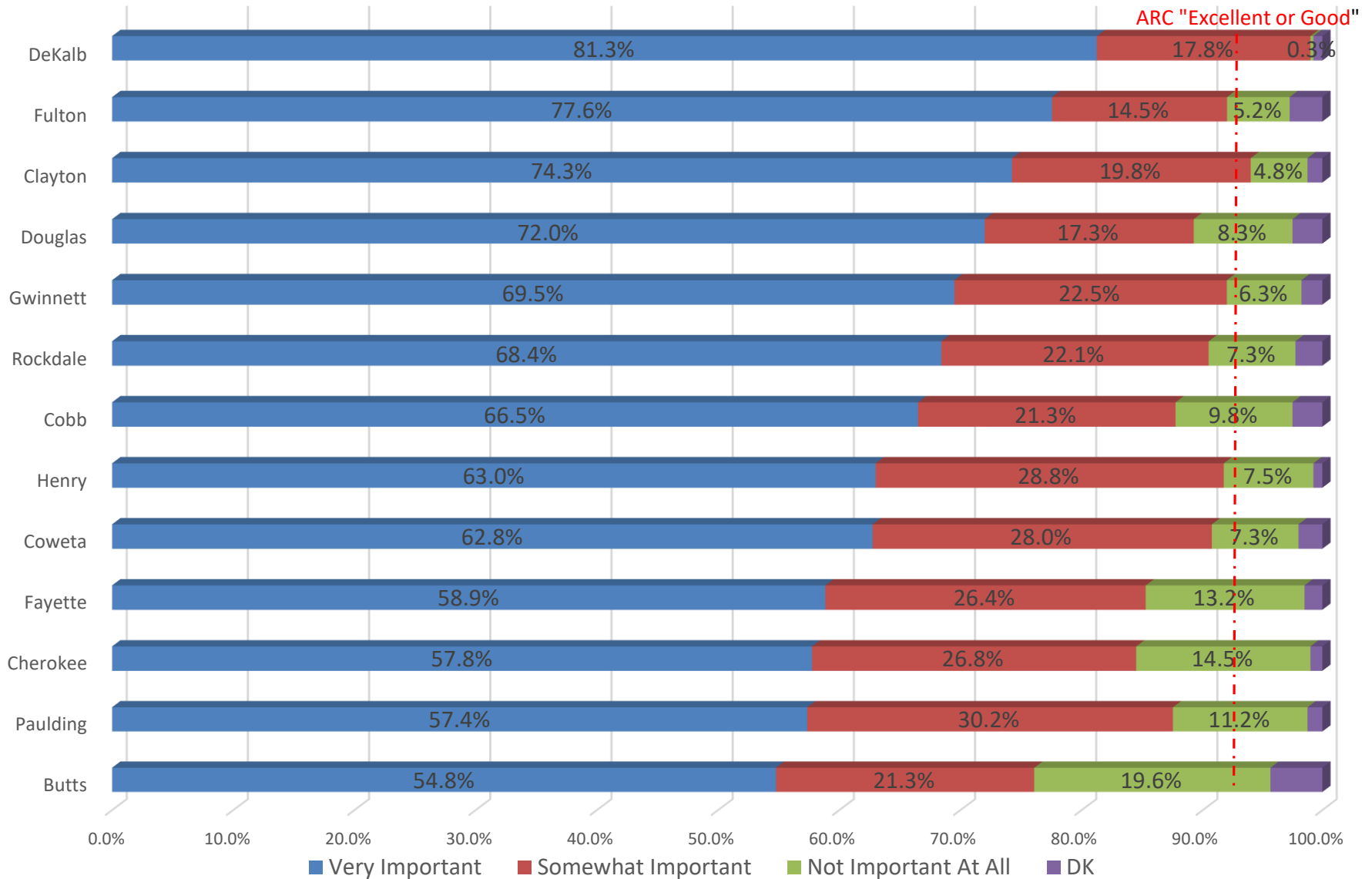
Importance of Public Transit--MAS Response Comparison 2016/2015/2014/2013



Importance of Public Transit to the Region: MAS 2016



Importance of Public Transit to the Region: MAS 2015

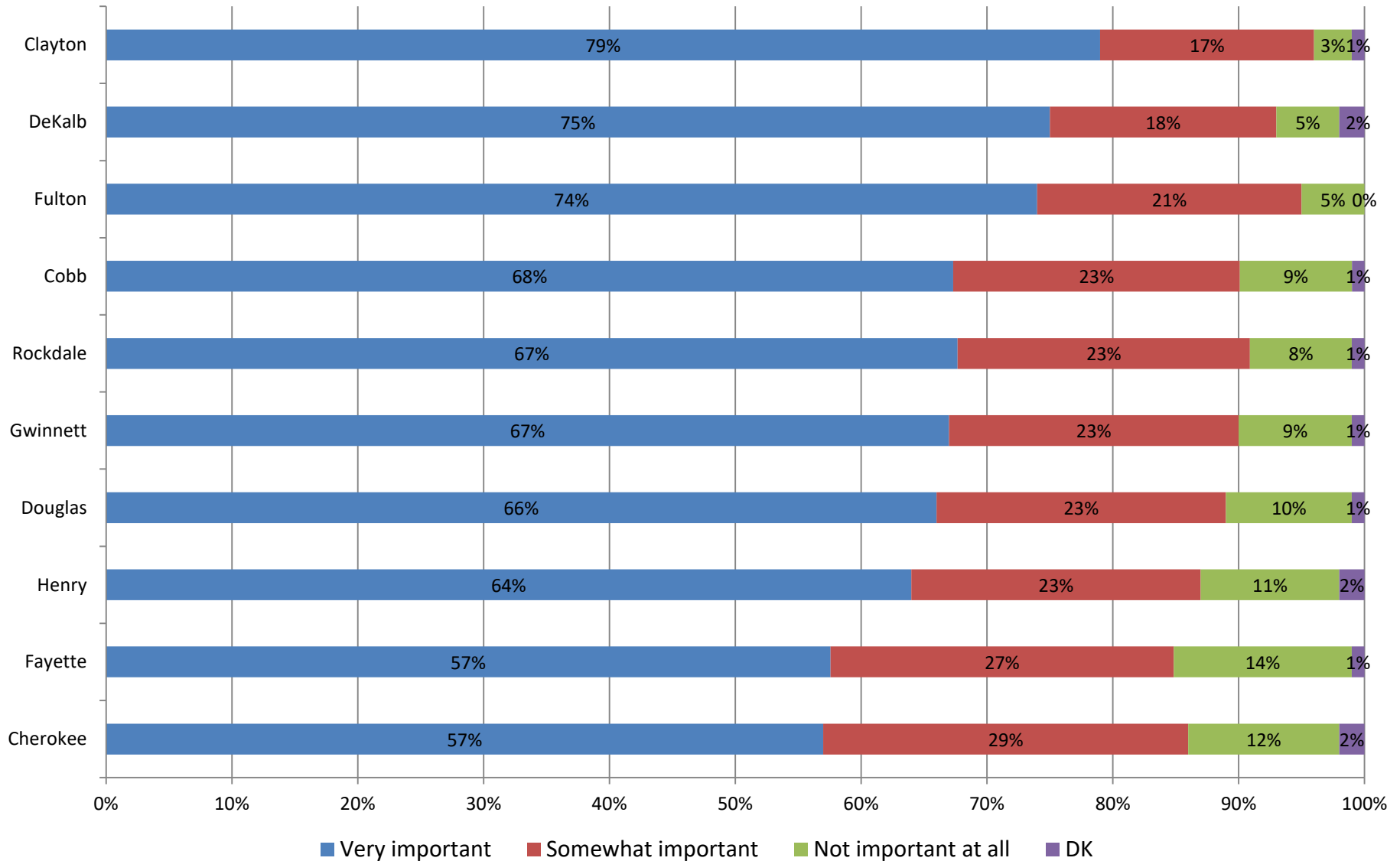


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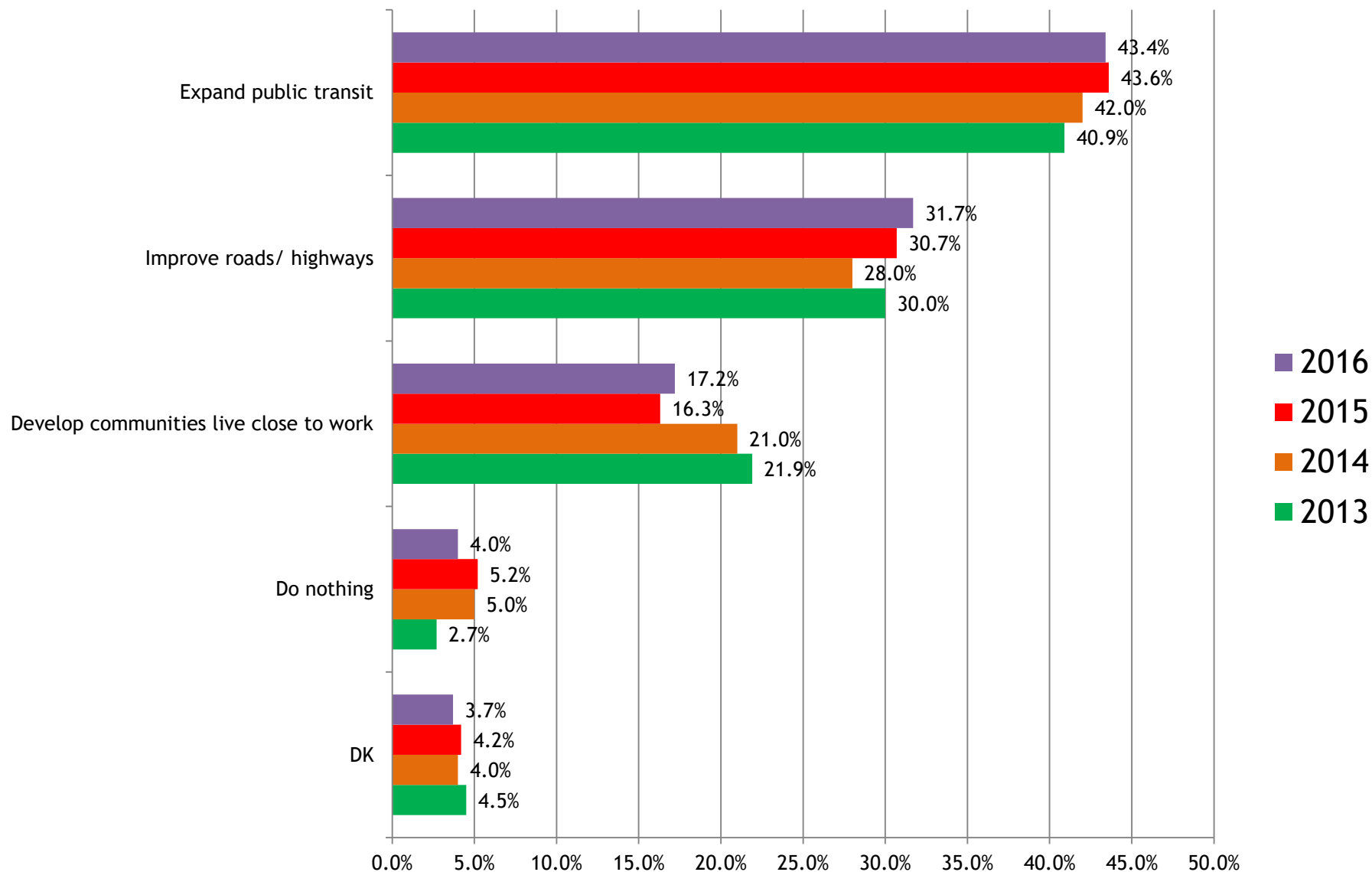
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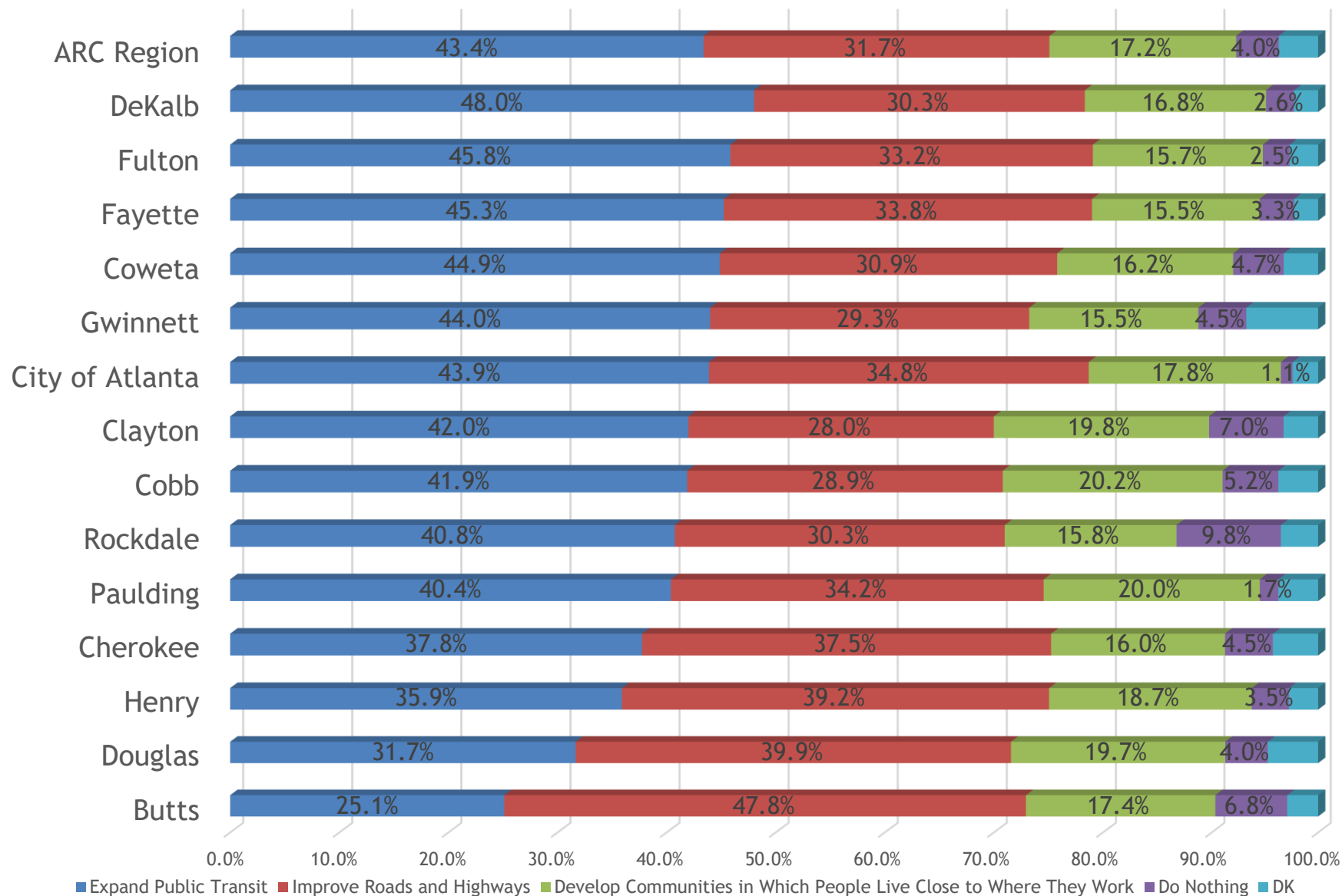
Importance of Public Transit (Buses/ Trains): By County- MAS 2014



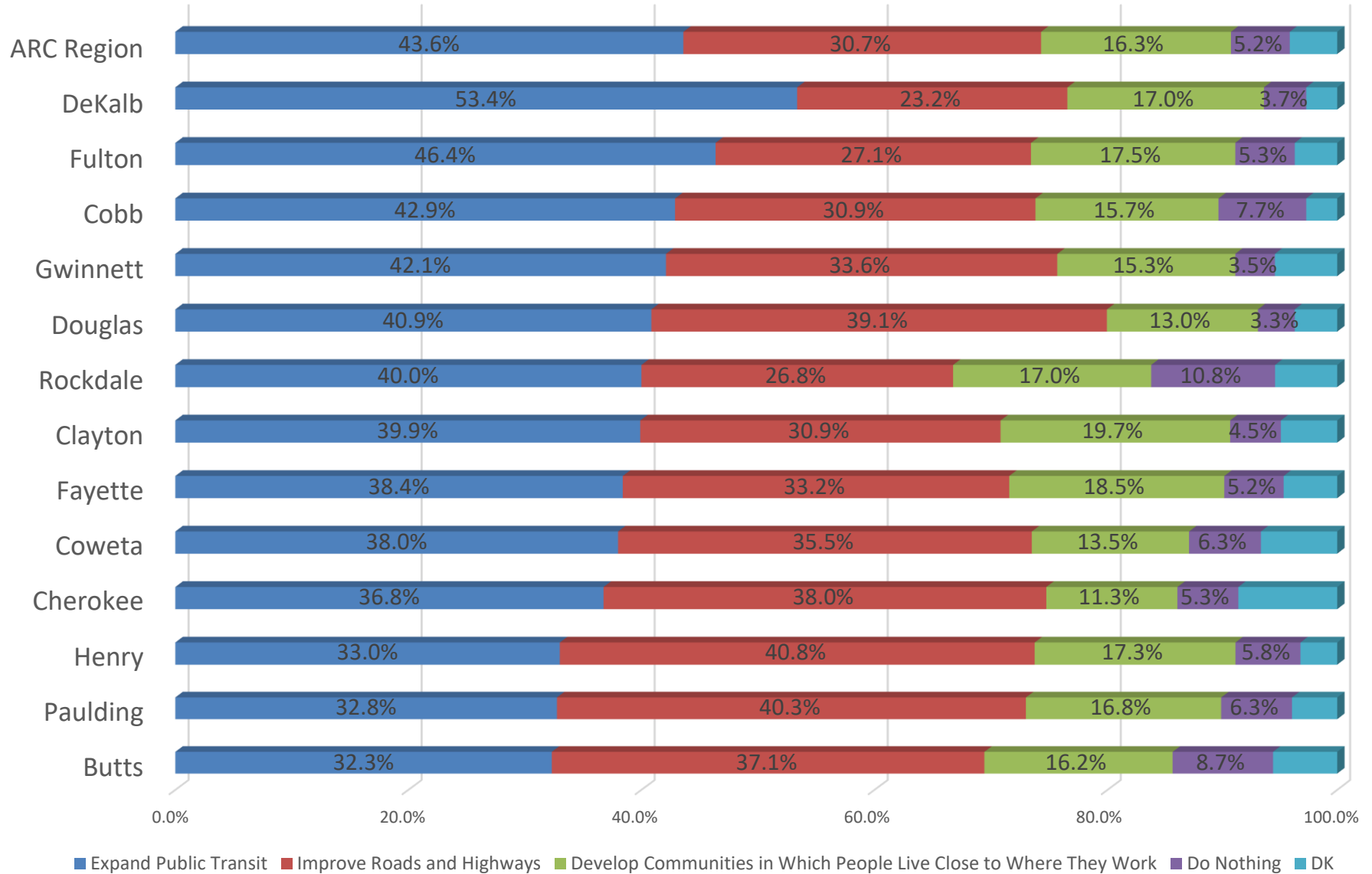
Best Way to Fix Traffic?--MAS Response Comparison 2016/2015/2014/2013



Best Long-Term Solution to Traffic?: MAS 2016



Best Long-Term Solution to Traffic?: MAS 2015

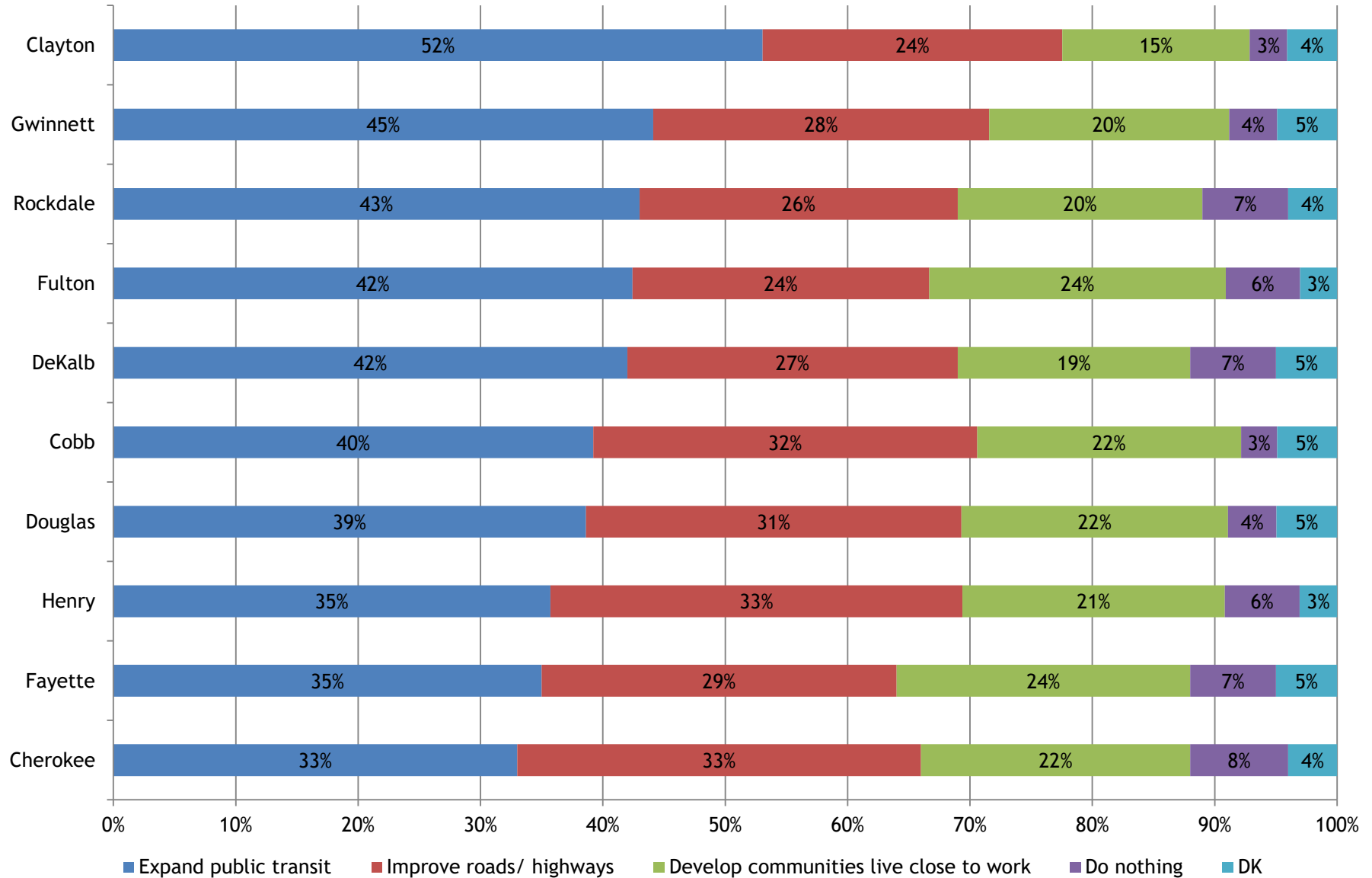


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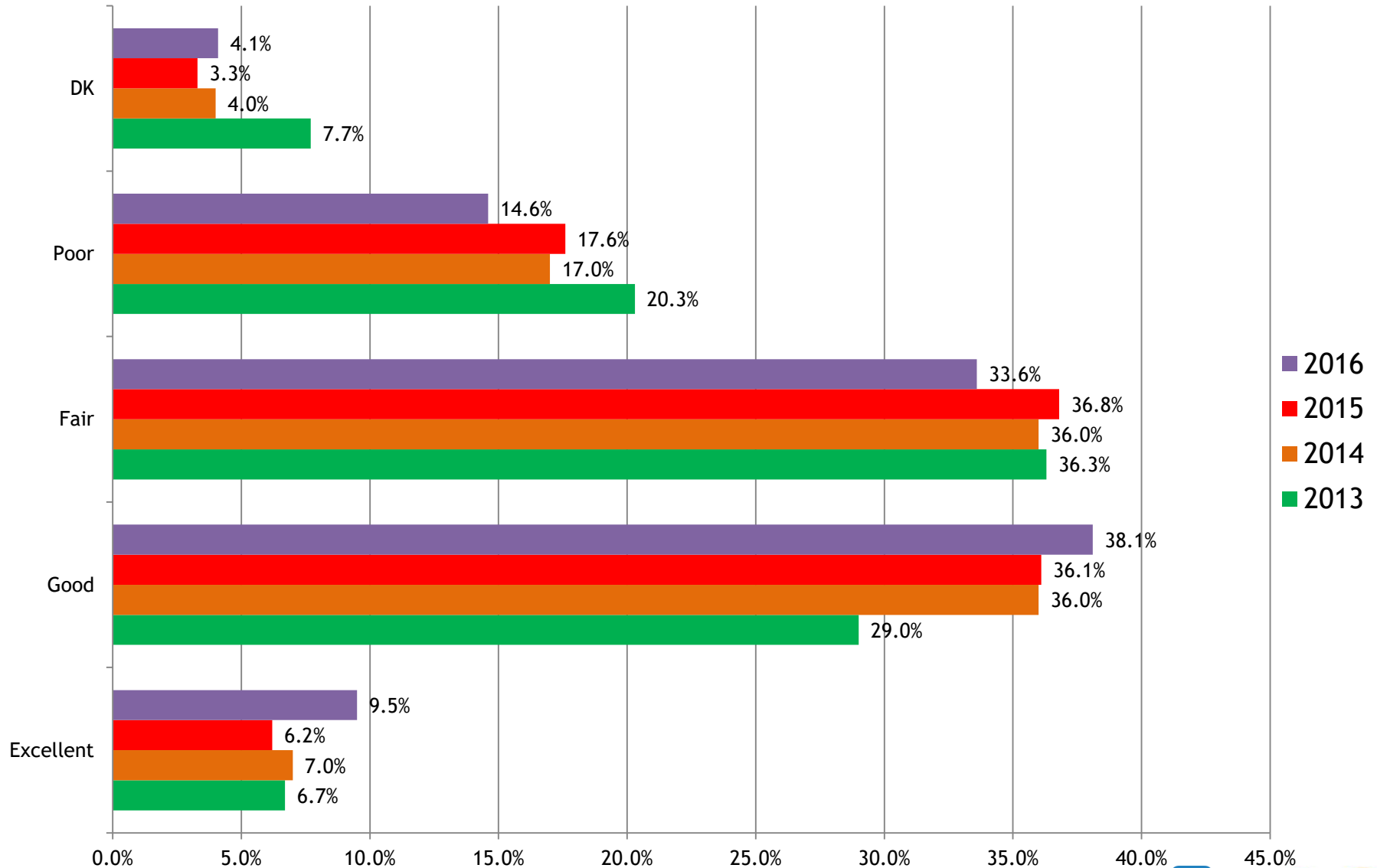
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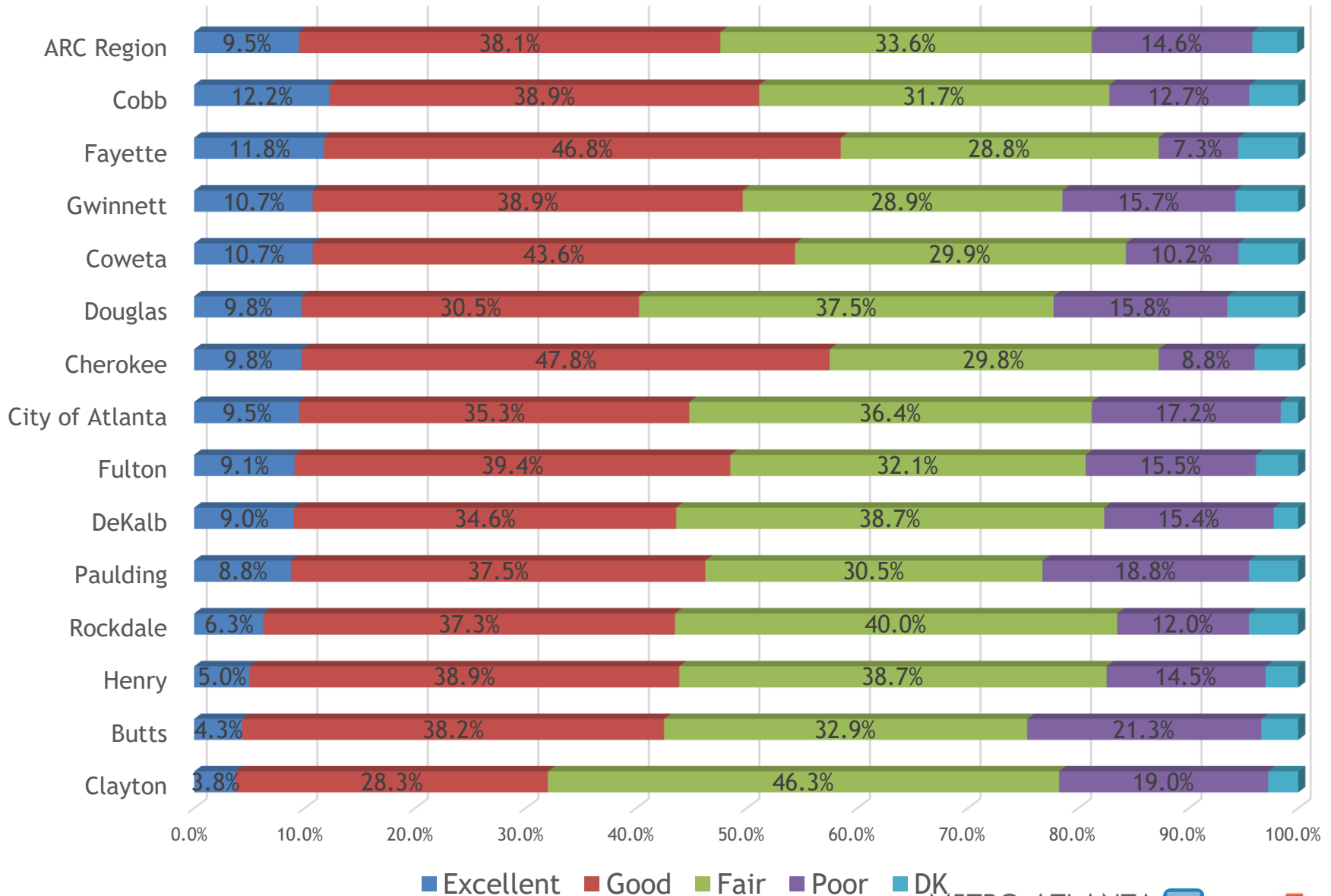
Best Way to Fix Traffic by County: MAS 2014



Rate Metro Job Opportunities: MAS Response Comparison 2016/2015/2014/2013



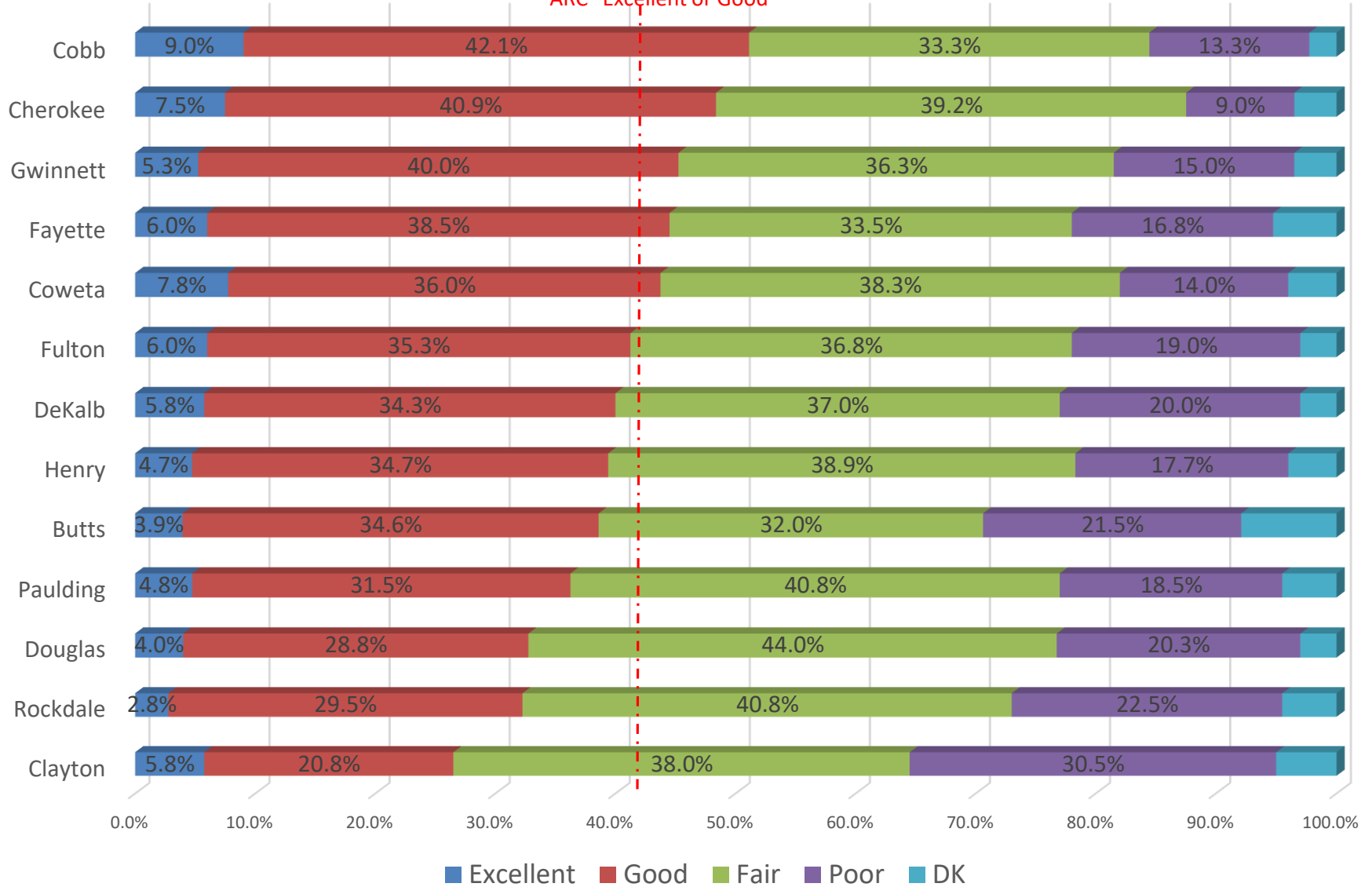
Rate Job Opportunities Metro Atlanta: MAS 2016



■ Excellent ■ Good ■ Fair ■ Poor ■ DK

Rate Job Opportunities Metro Atlanta: MAS 2015

ARC "Excellent or Good"

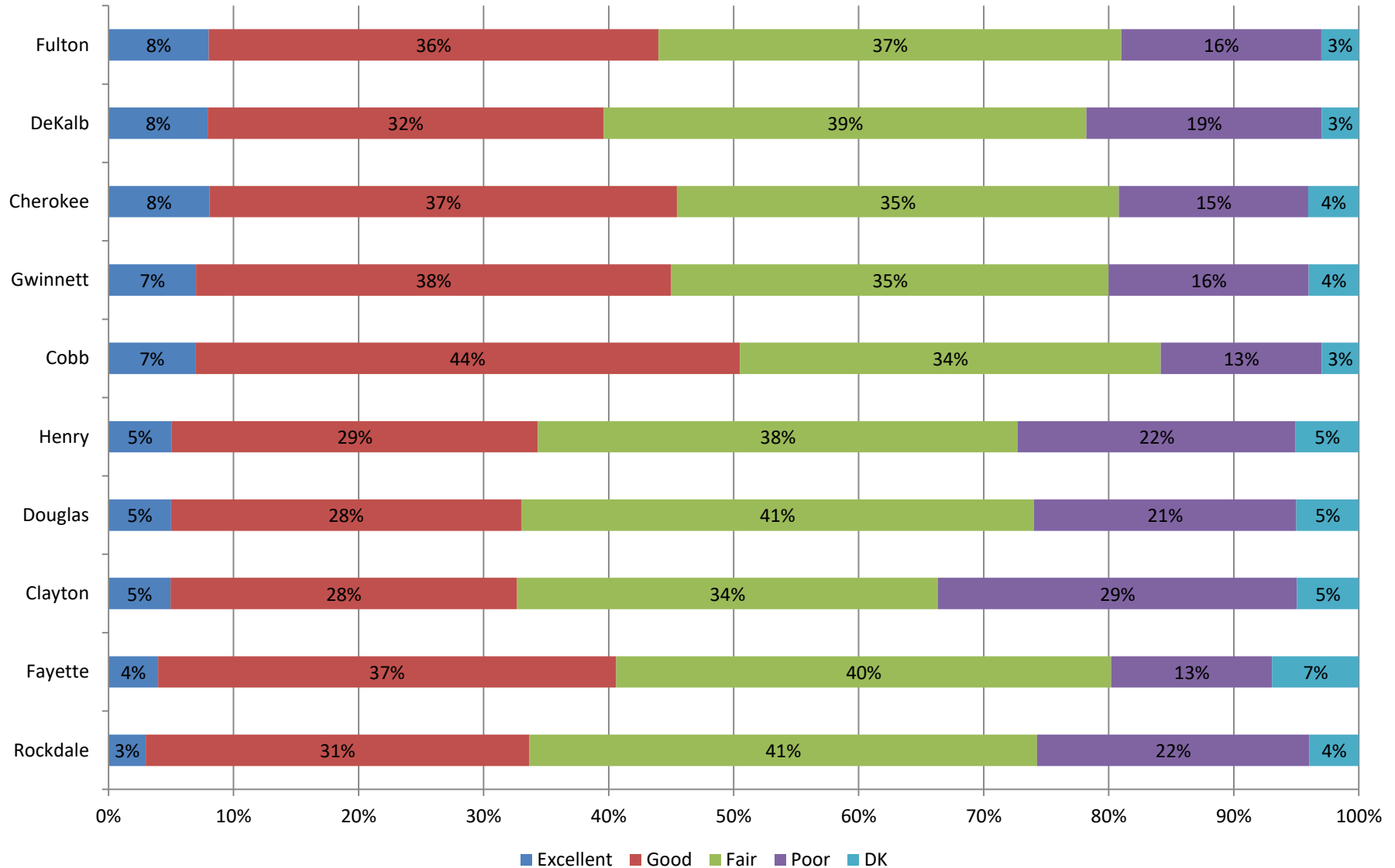


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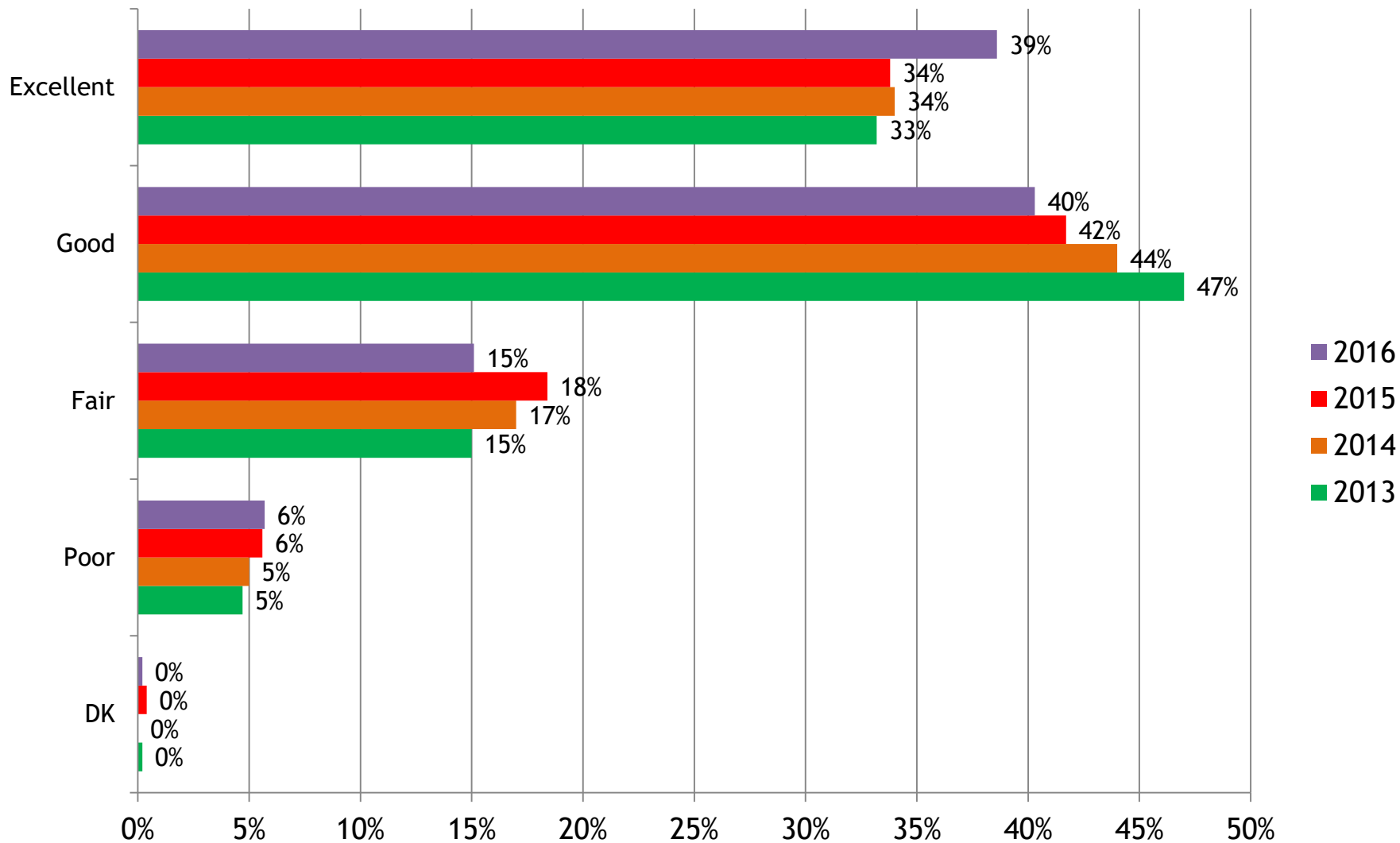
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Rating Job Opportunities in Metro Atlanta **MAS 2014**

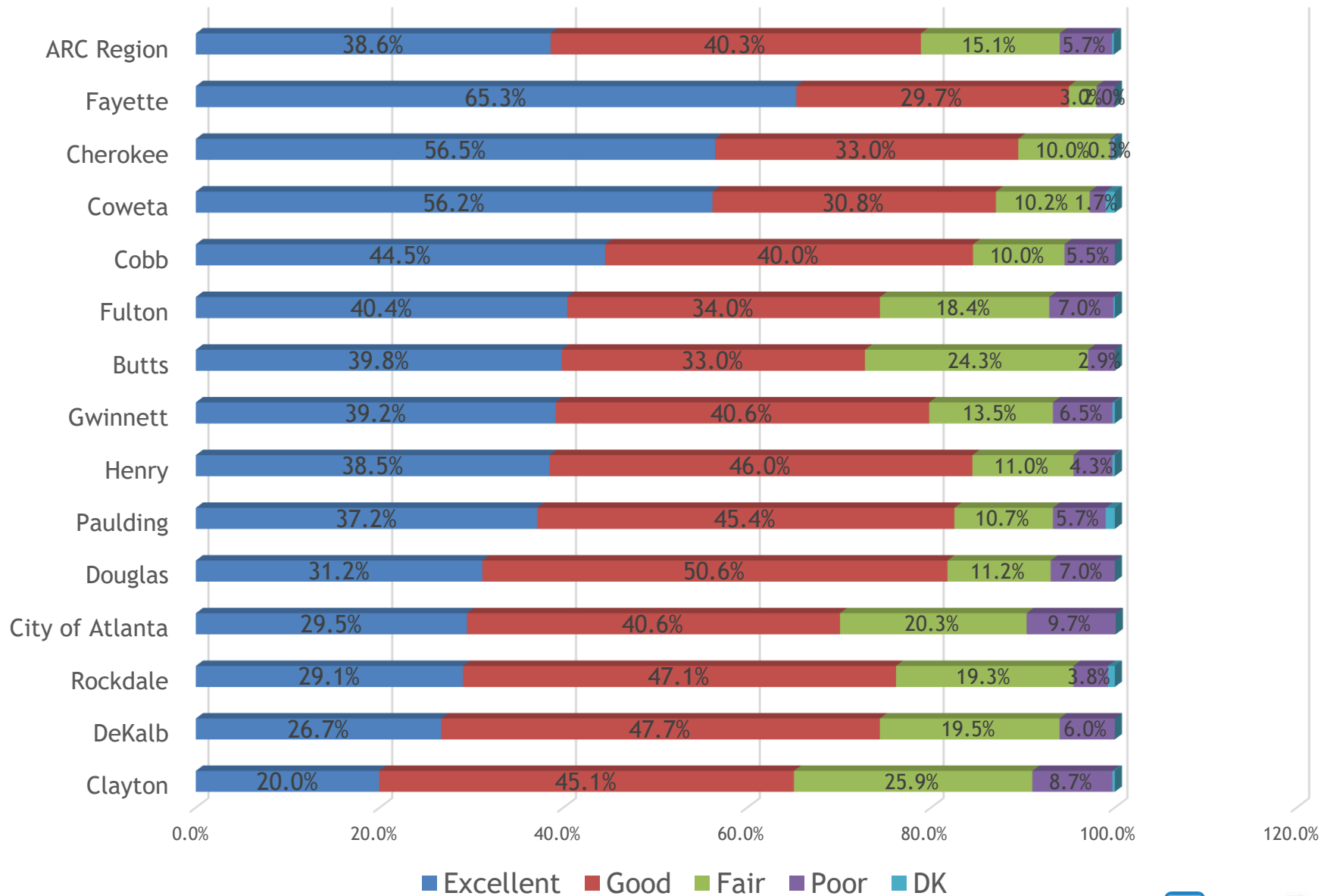


Rating Neighborhood as a Place to Live: MAS Response Comparison

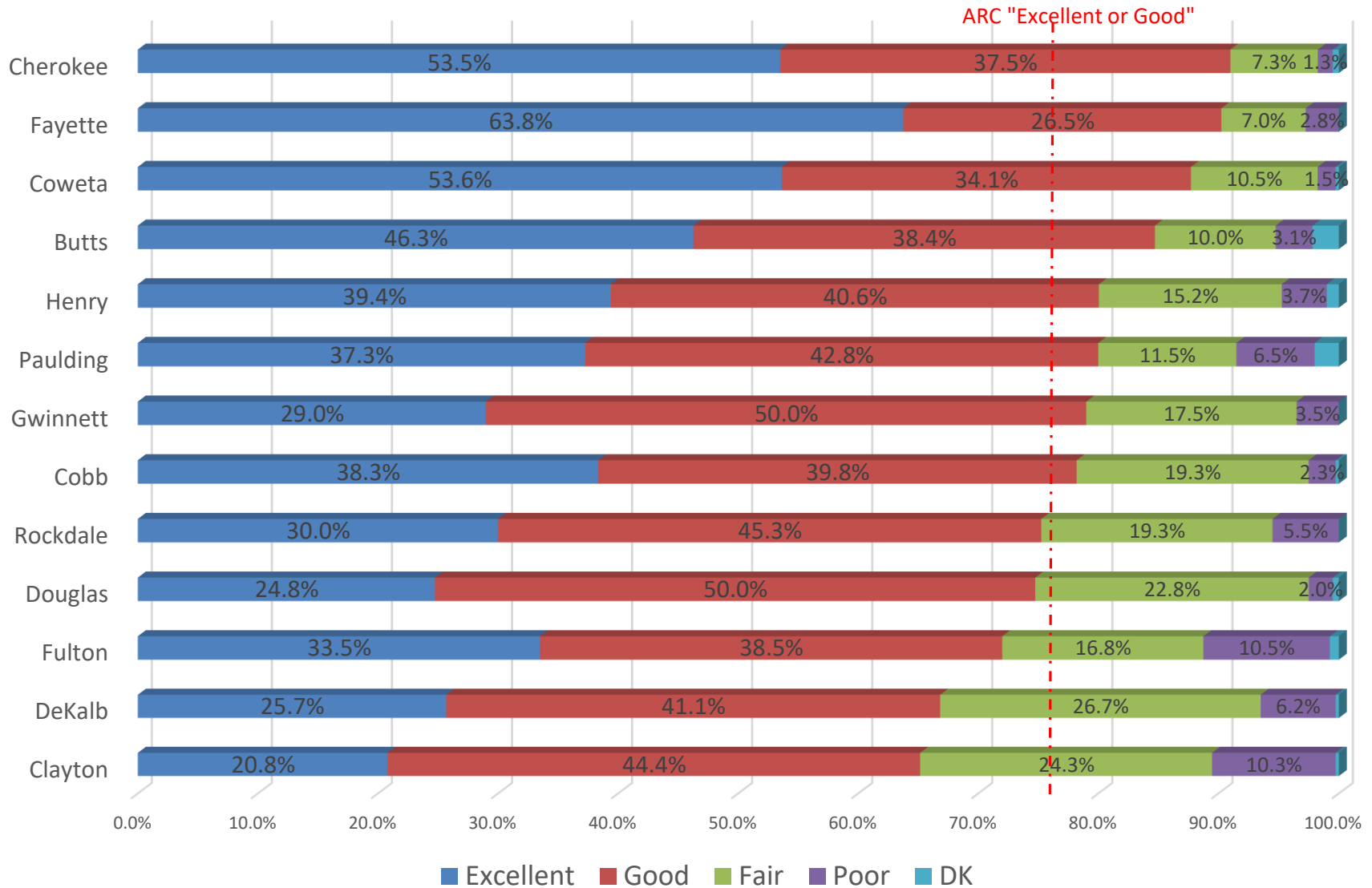
2016/2015/2014/ 2013



Rate Your Neighborhood as a Place to Live: MAS 2016



Rate Your Neighborhood as a Place to Live: MAS 2015

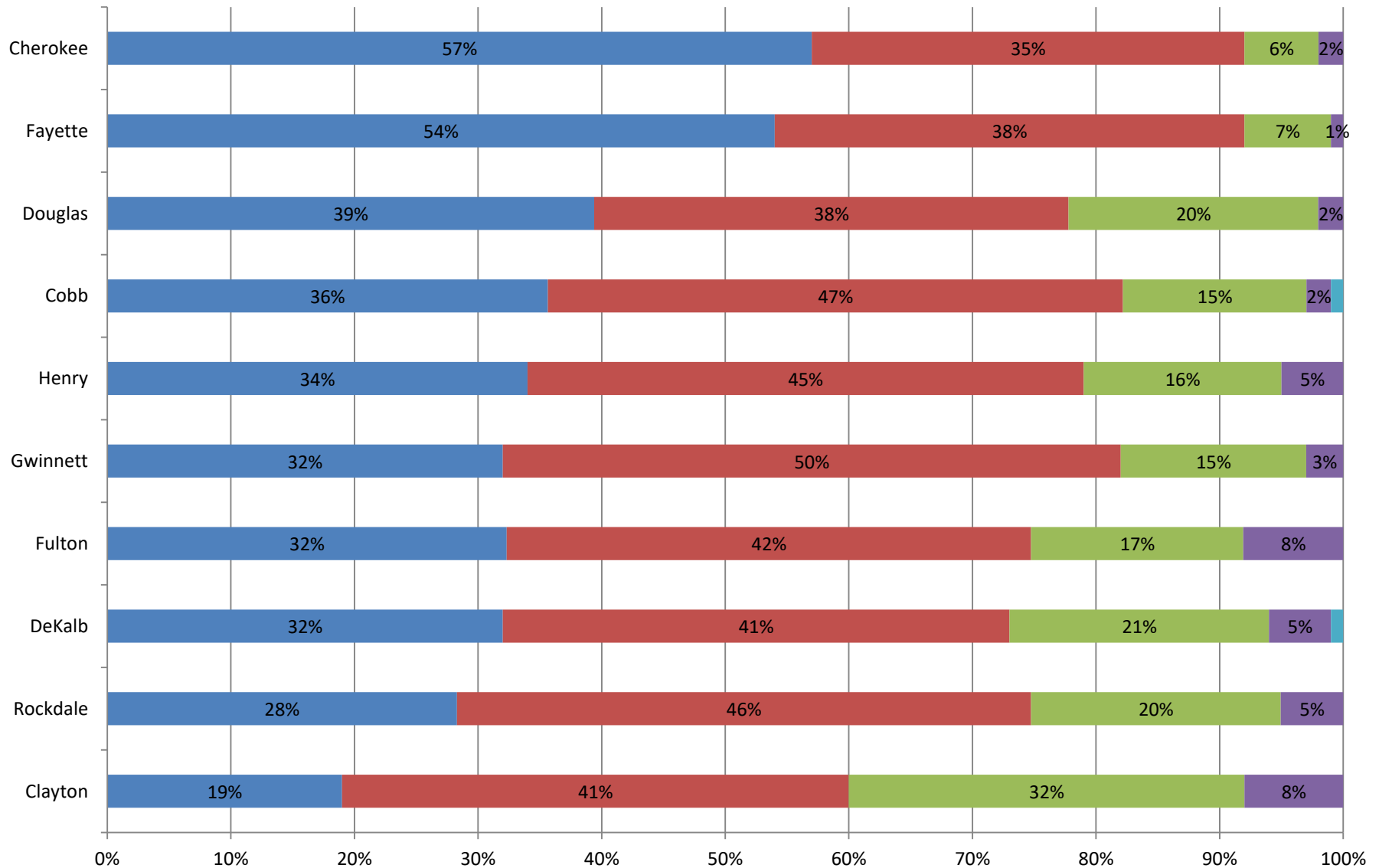


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Rating Your Neighborhood as a Place to Live: By County **MAS 2014**



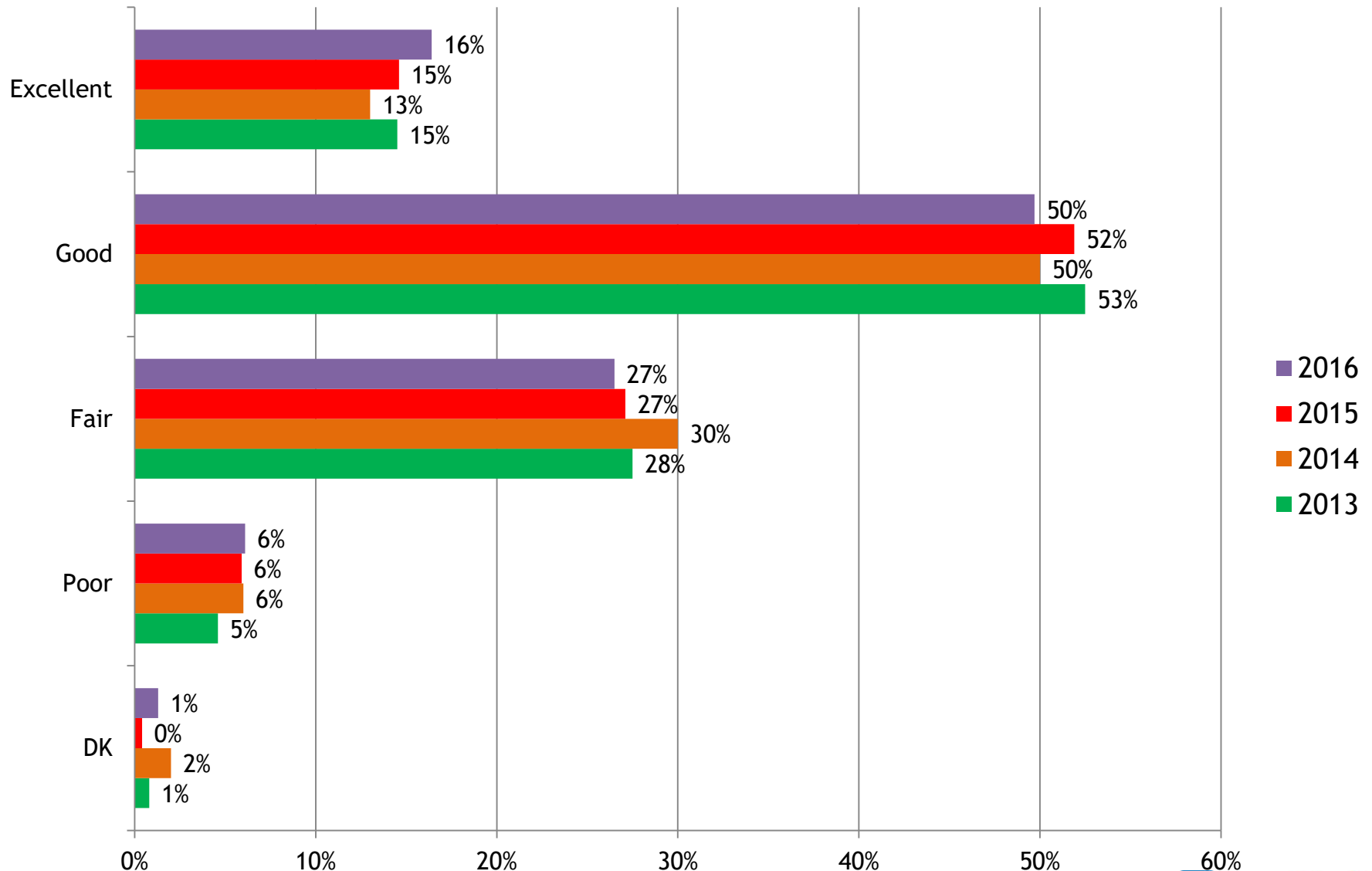
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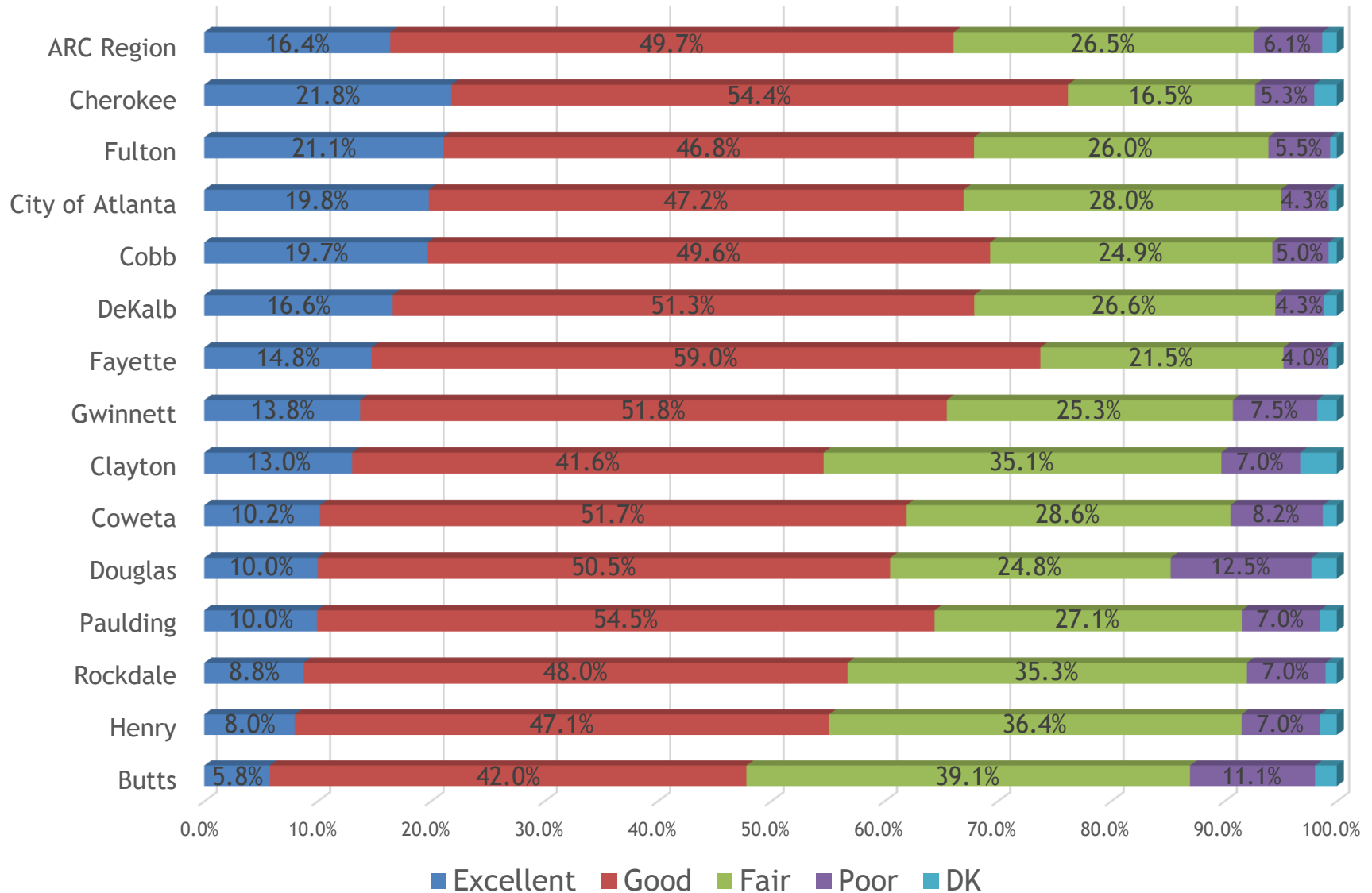
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Metro as a Place to Live-MAS Response Comparison 2016/2015/2014/2013



Rate Metro Atlanta as a Place to Live: MAS 2016

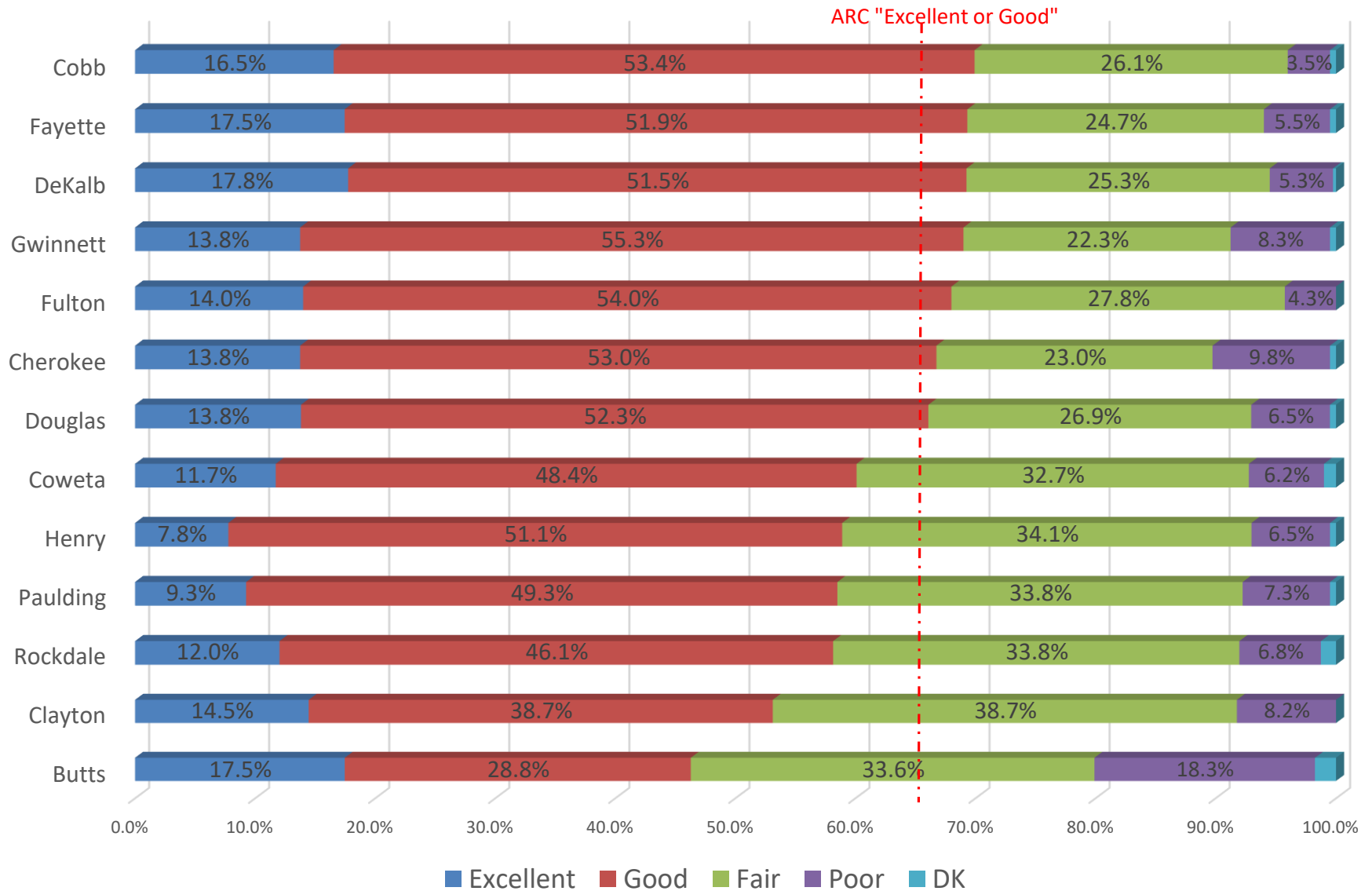


regional impact + local relevance

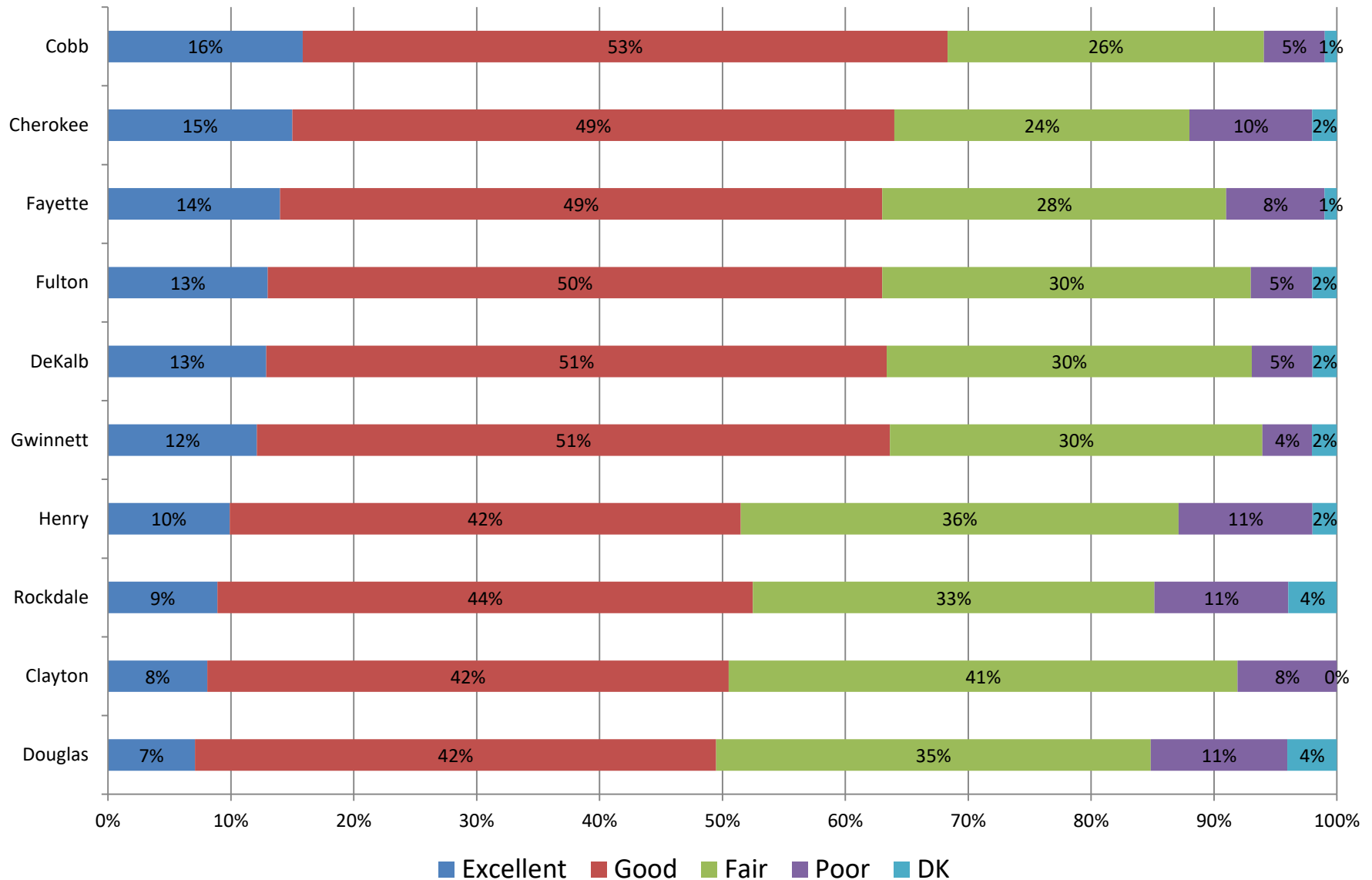
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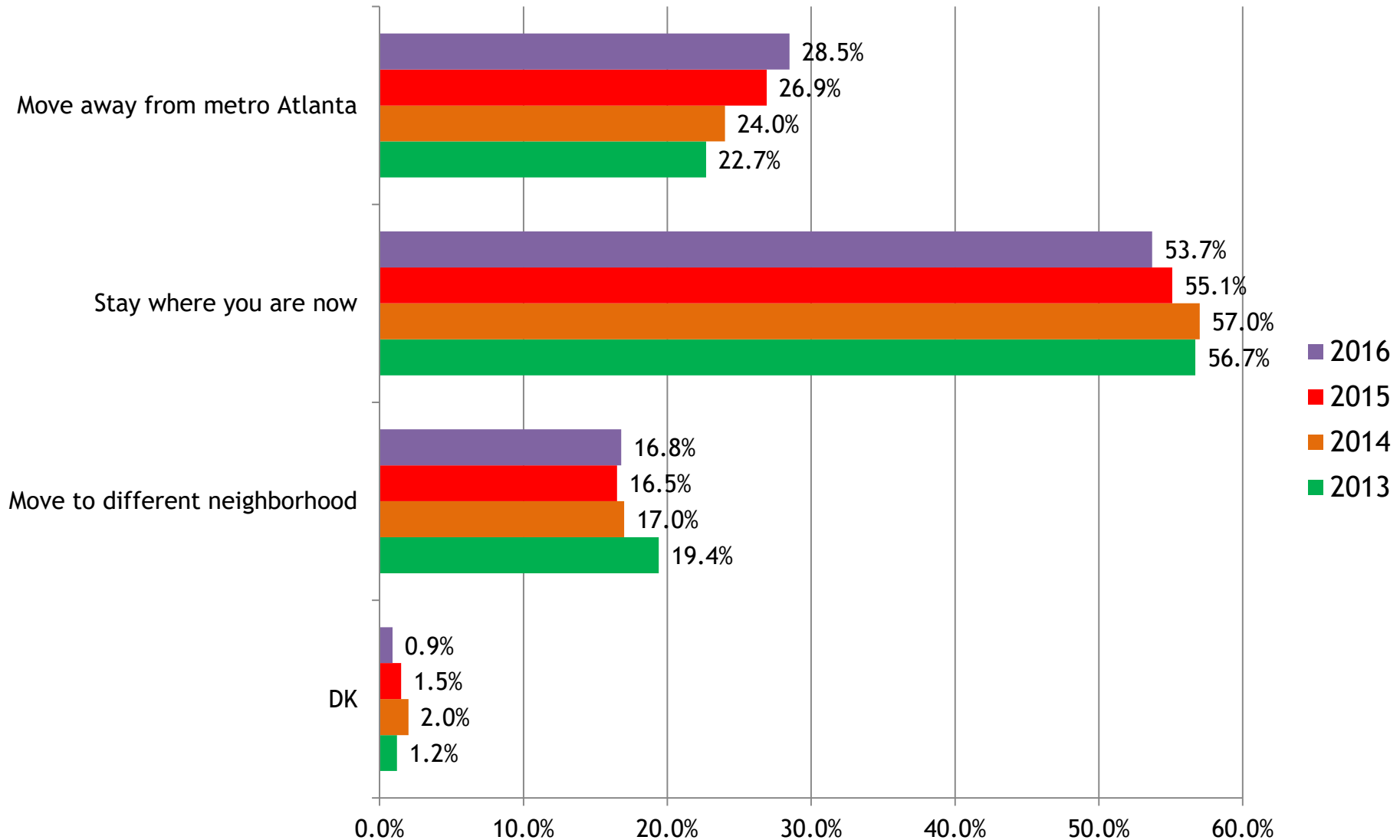
Rate Metro Atlanta as a Place to Live: MAS 2015



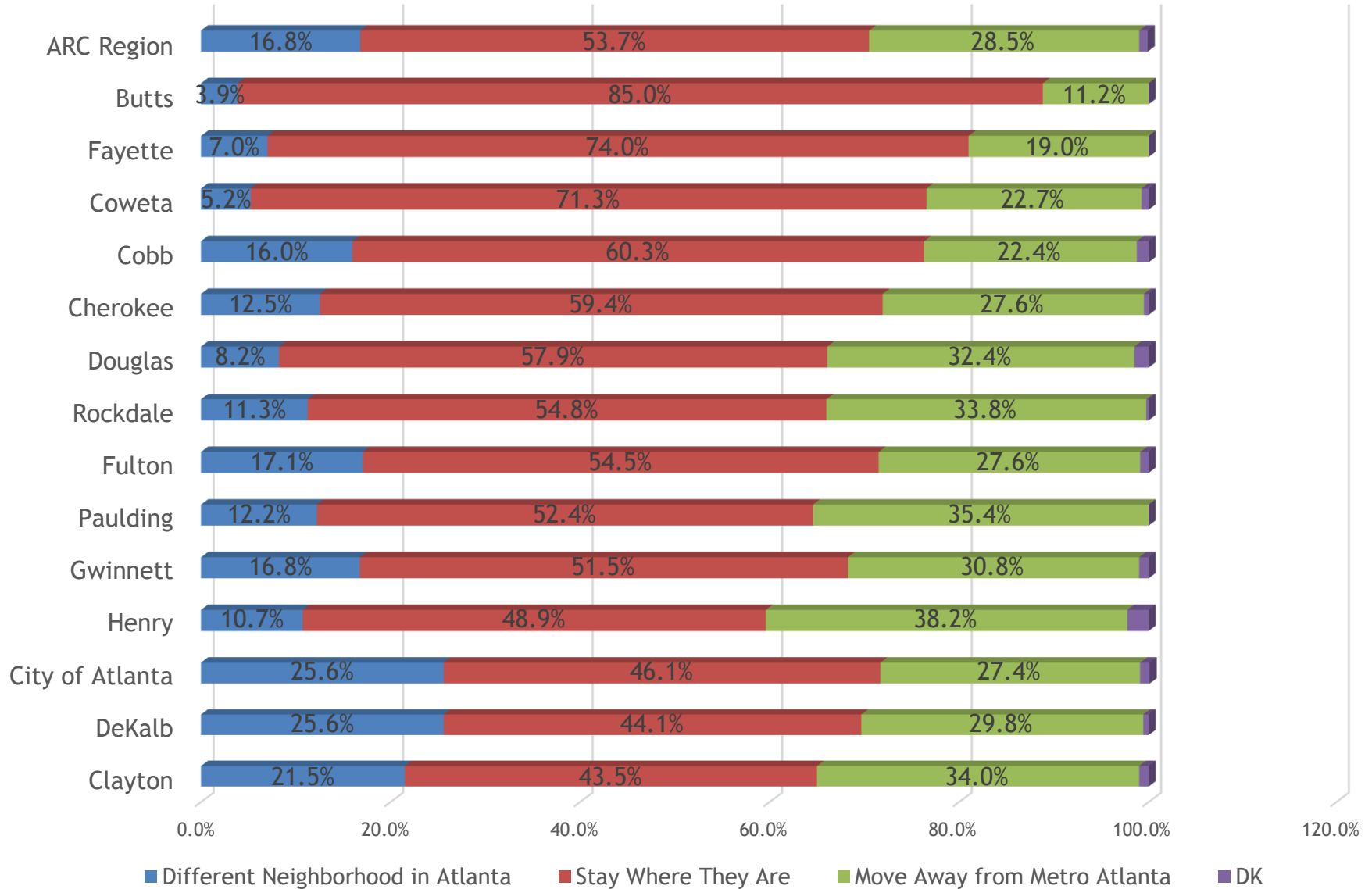
Rating Metro as a Place to Live (County): MAS 2014



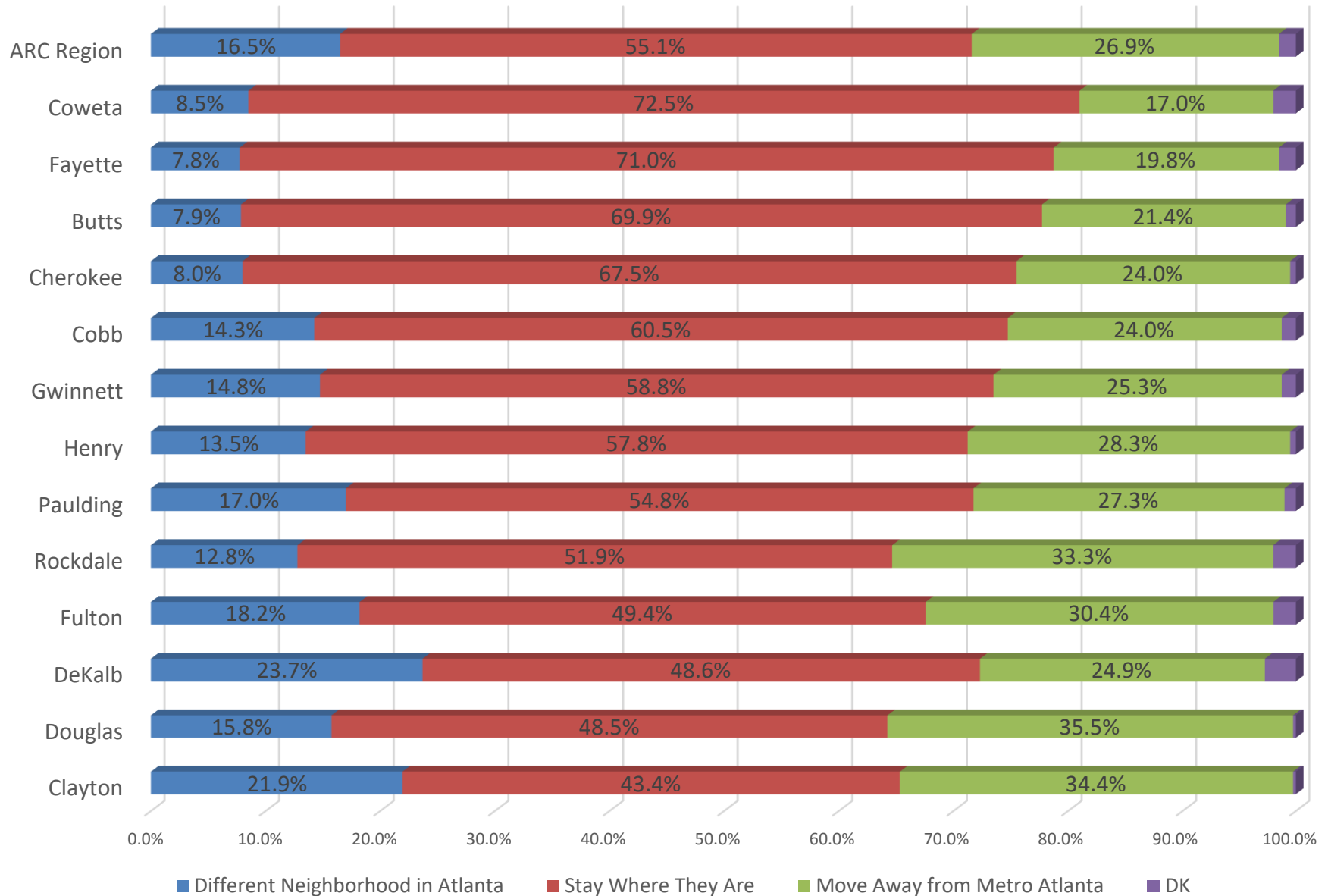
If You Could Move, Where Would You Move?: MAS Response Comparison: 2016/2015/2014/2013



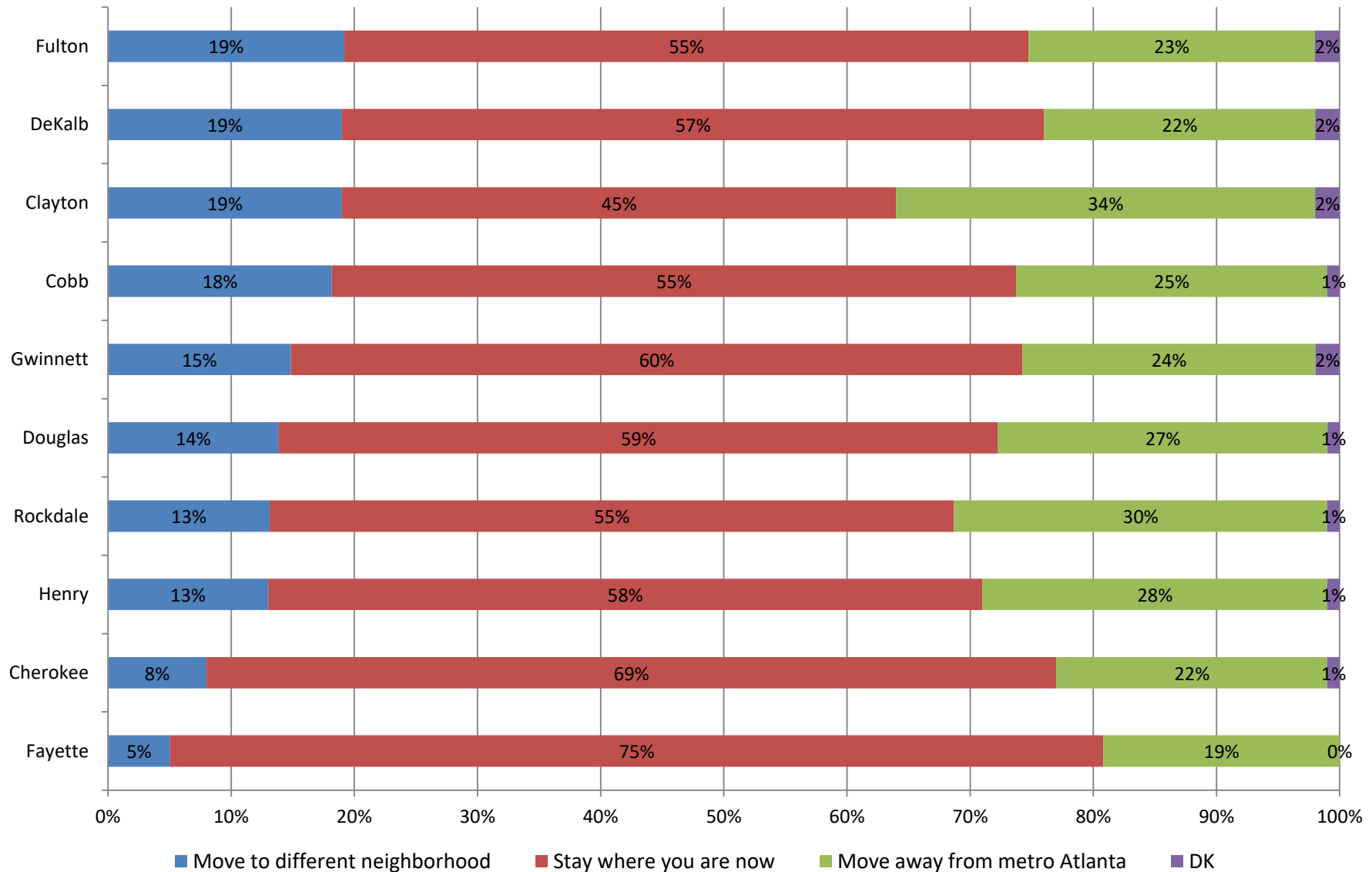
If You Could, Would Move?, and Where?: MAS 2016



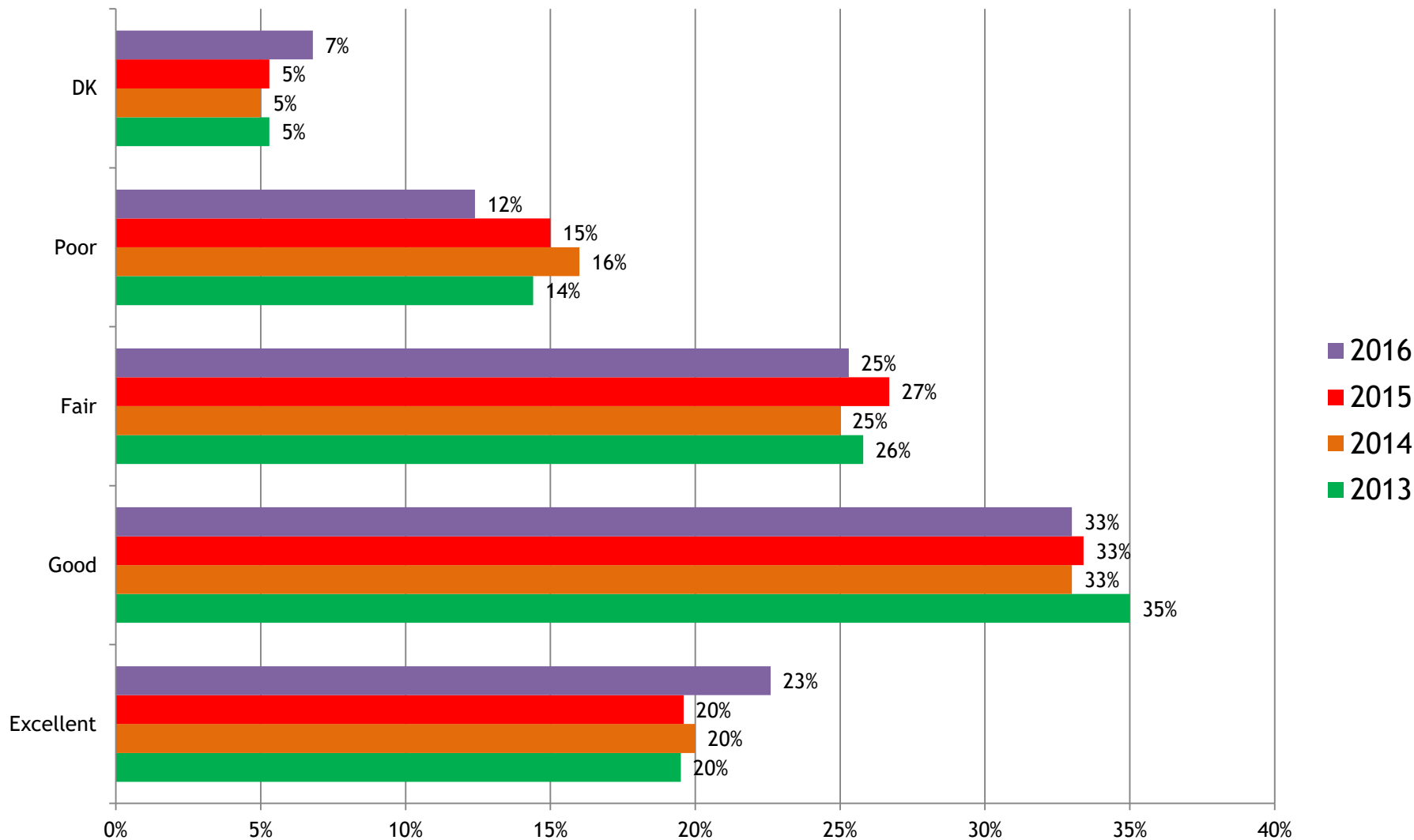
If You Could, Would Move?, and Where?: MAS 2015



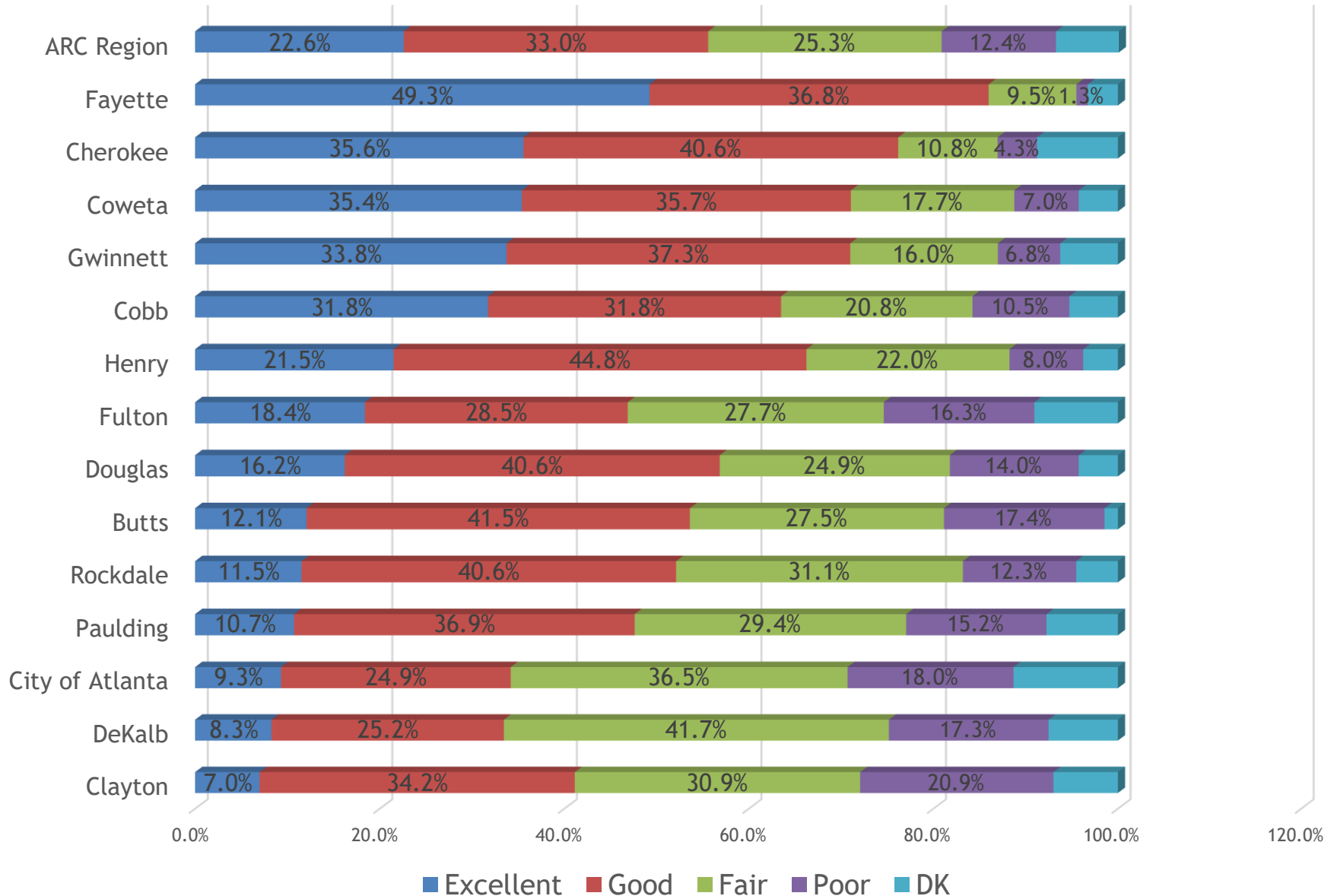
If You Could, Would you Move and If So, Where? By County **MAS 2014**



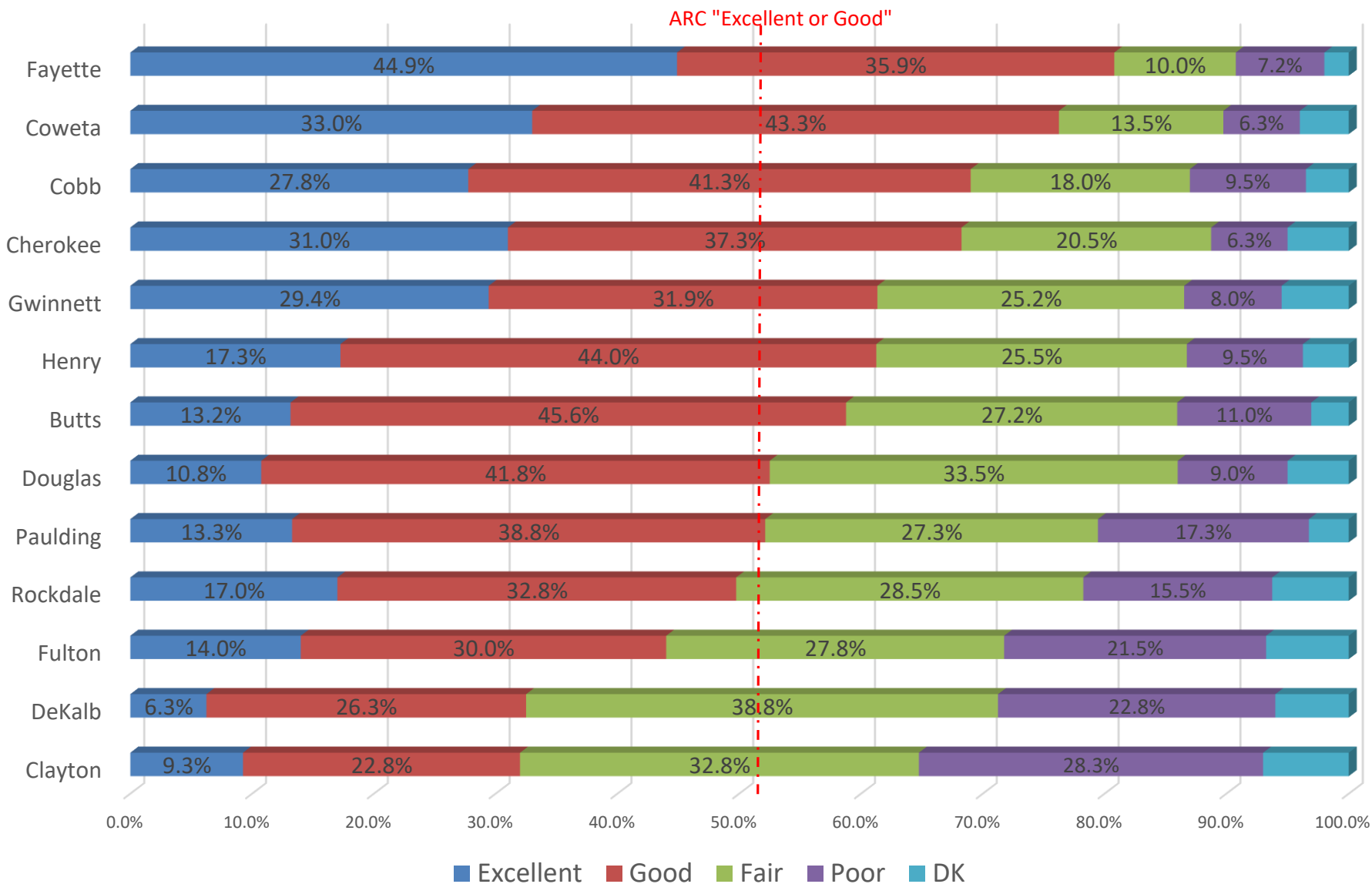
Rate Public Education in District Where You Live: MAS Response Comparison 2016/2015/ 2014/2013



Rate Public Education in District Where You Live: MAS 2016



Rate Public Education in District Where You Live: MAS 2015

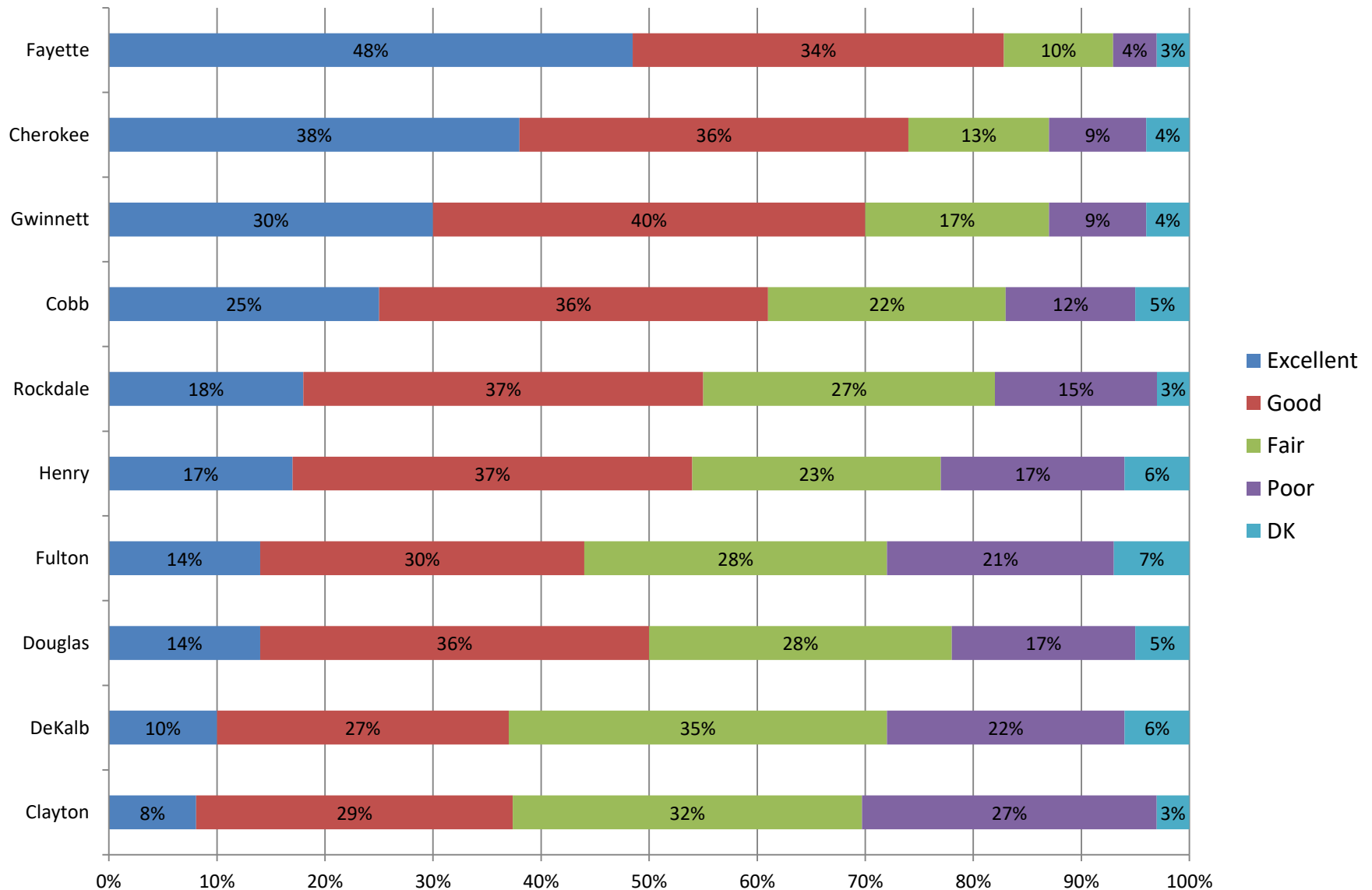


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Rate Local Public Education by County: MAS 2014

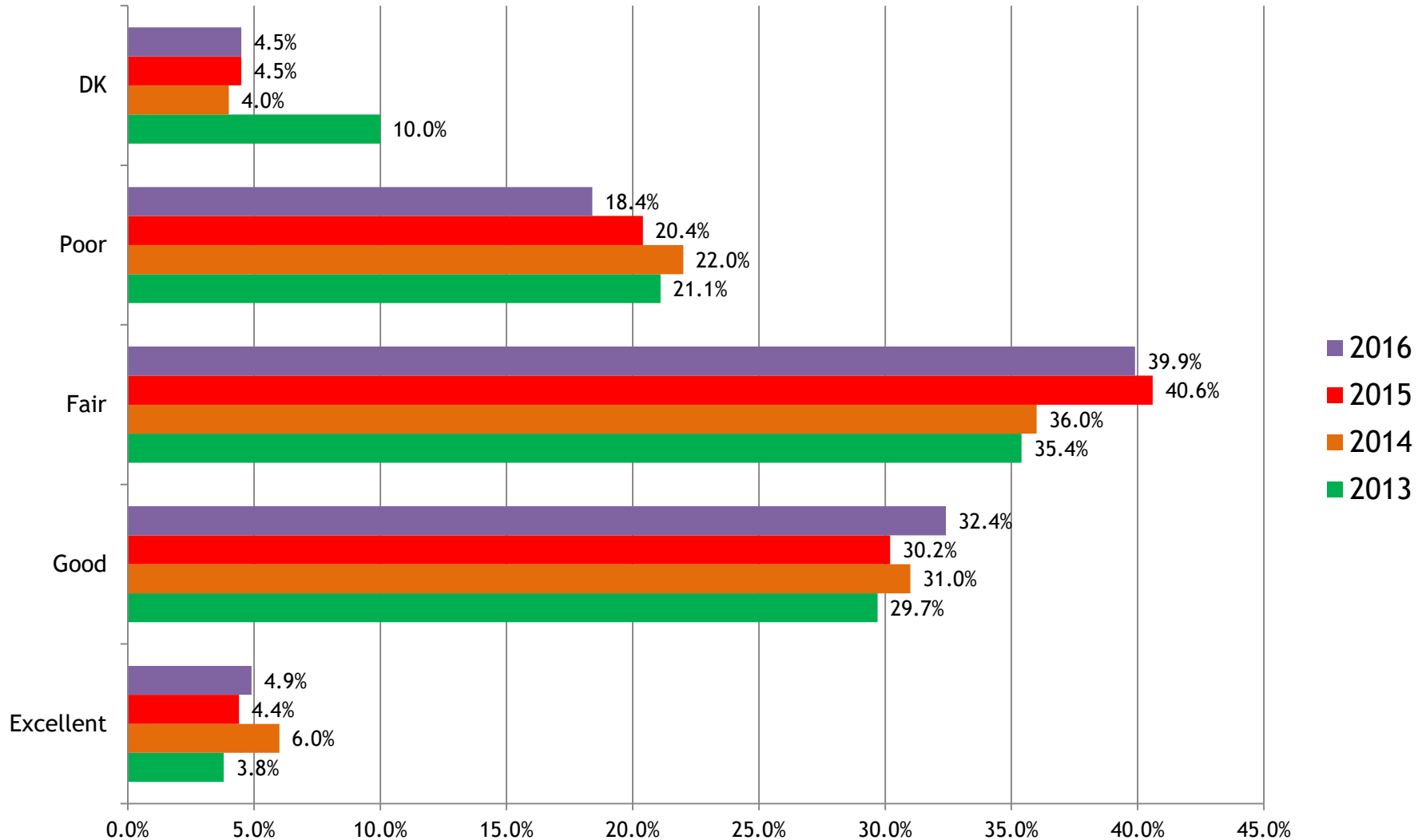


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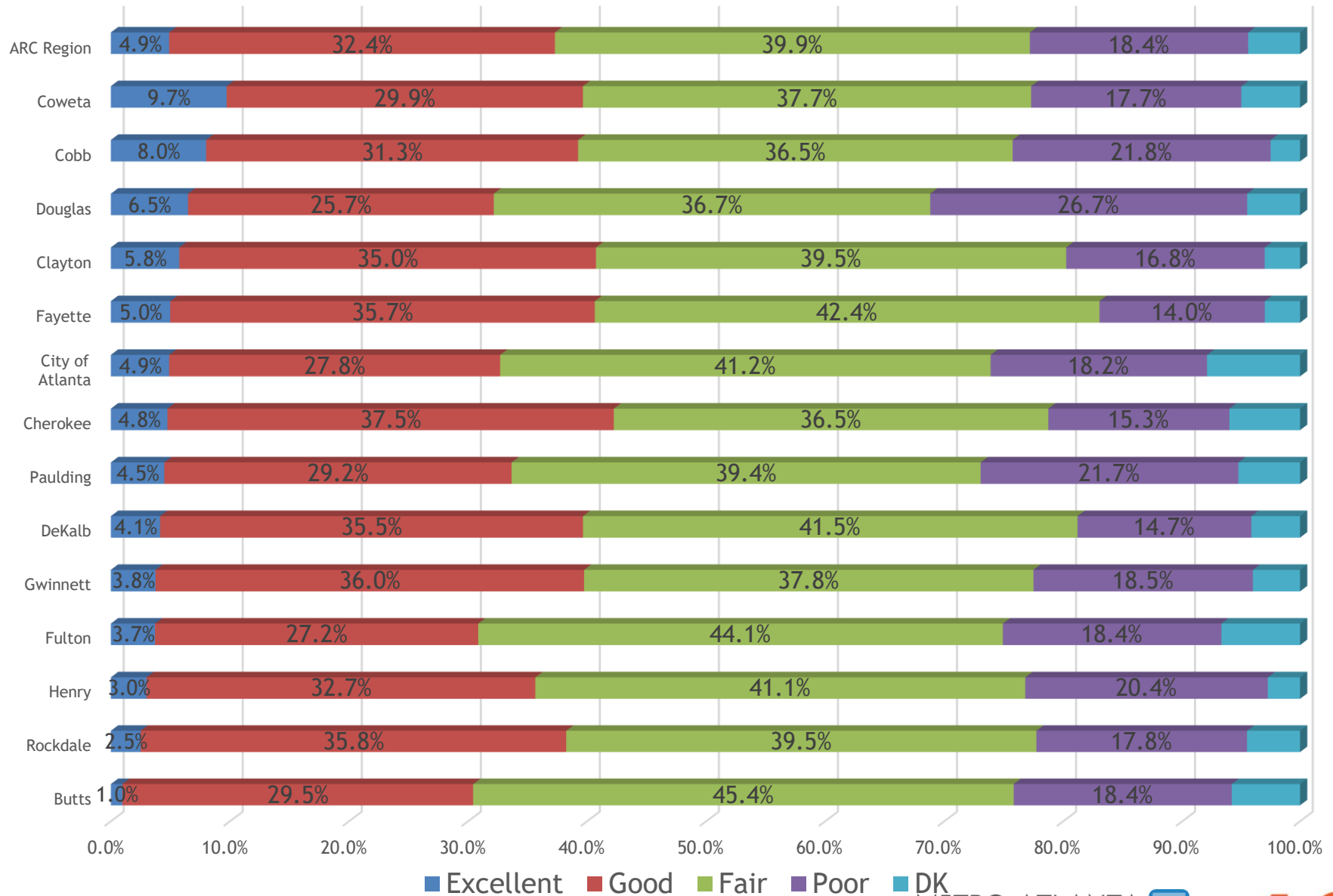
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Rate Public Education in Region as a Whole: MAS Response Comparisons 2016/2015/2014/2013



Rate Public Education in Metro Area as a Whole: MAS 2016



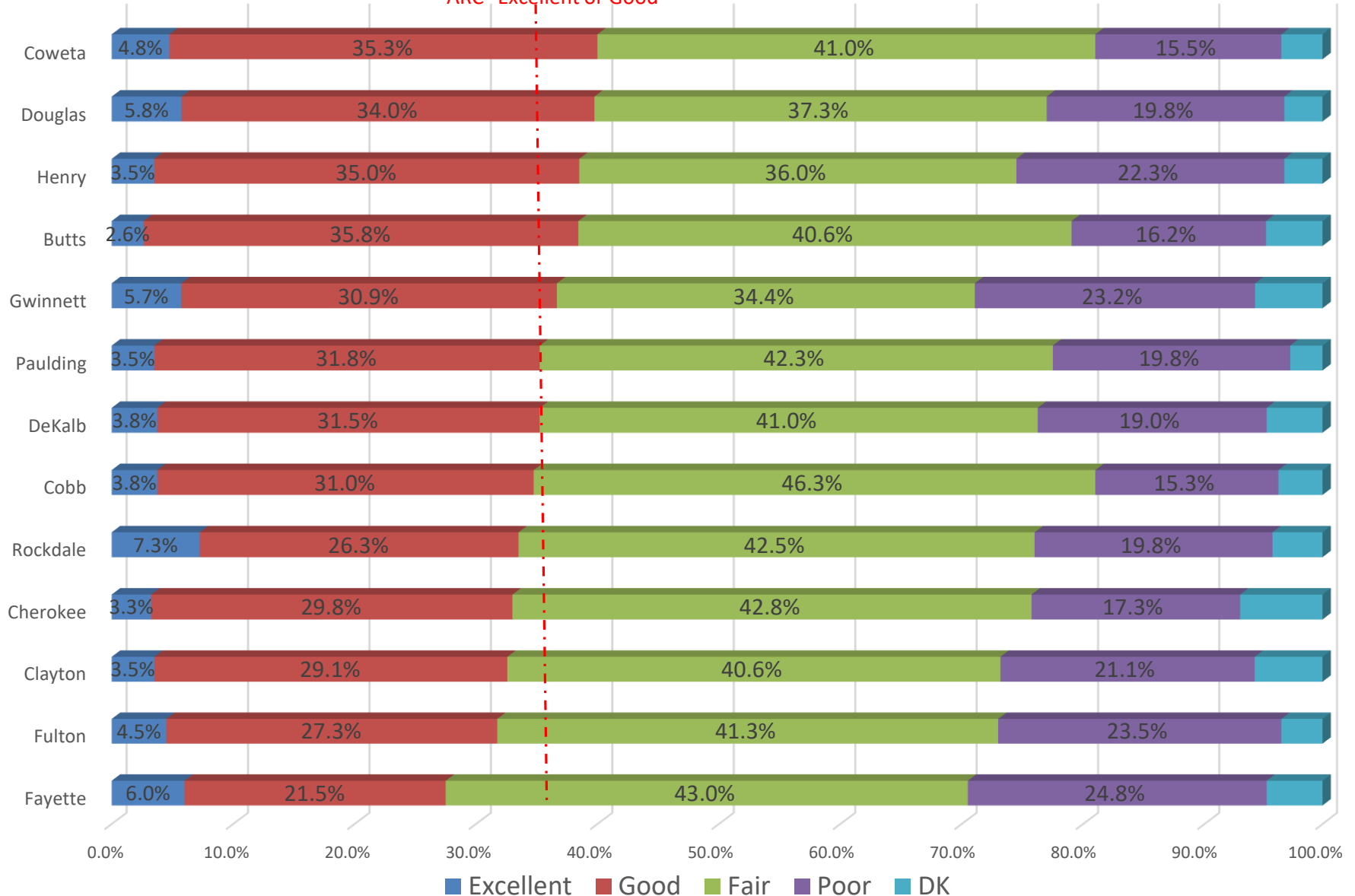
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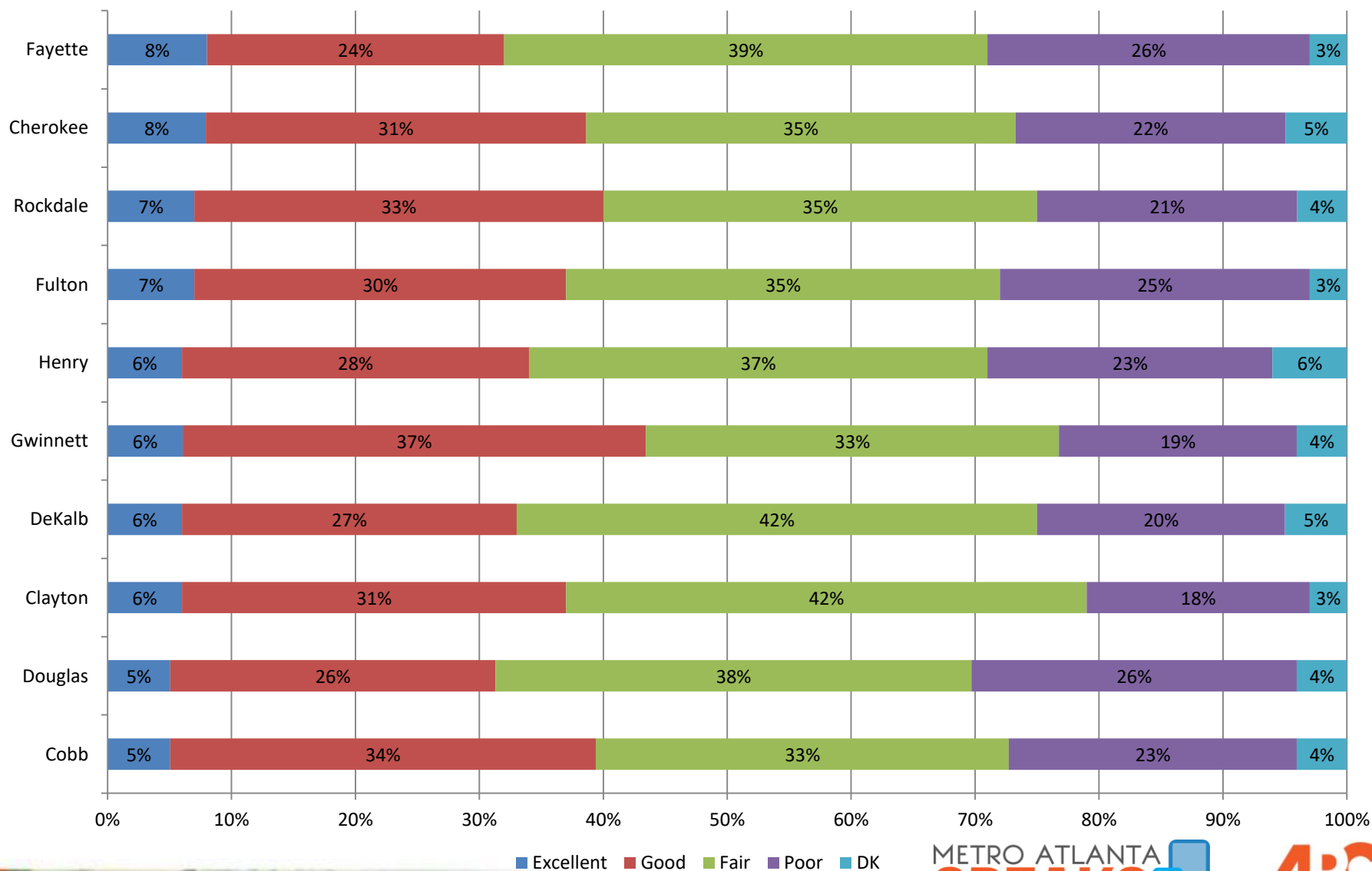
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Rate Public Education in Metro Area as a Whole: MAS 2015

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Rate Public Education in Metro Atlanta as a Whole: By County **MAS 2014**

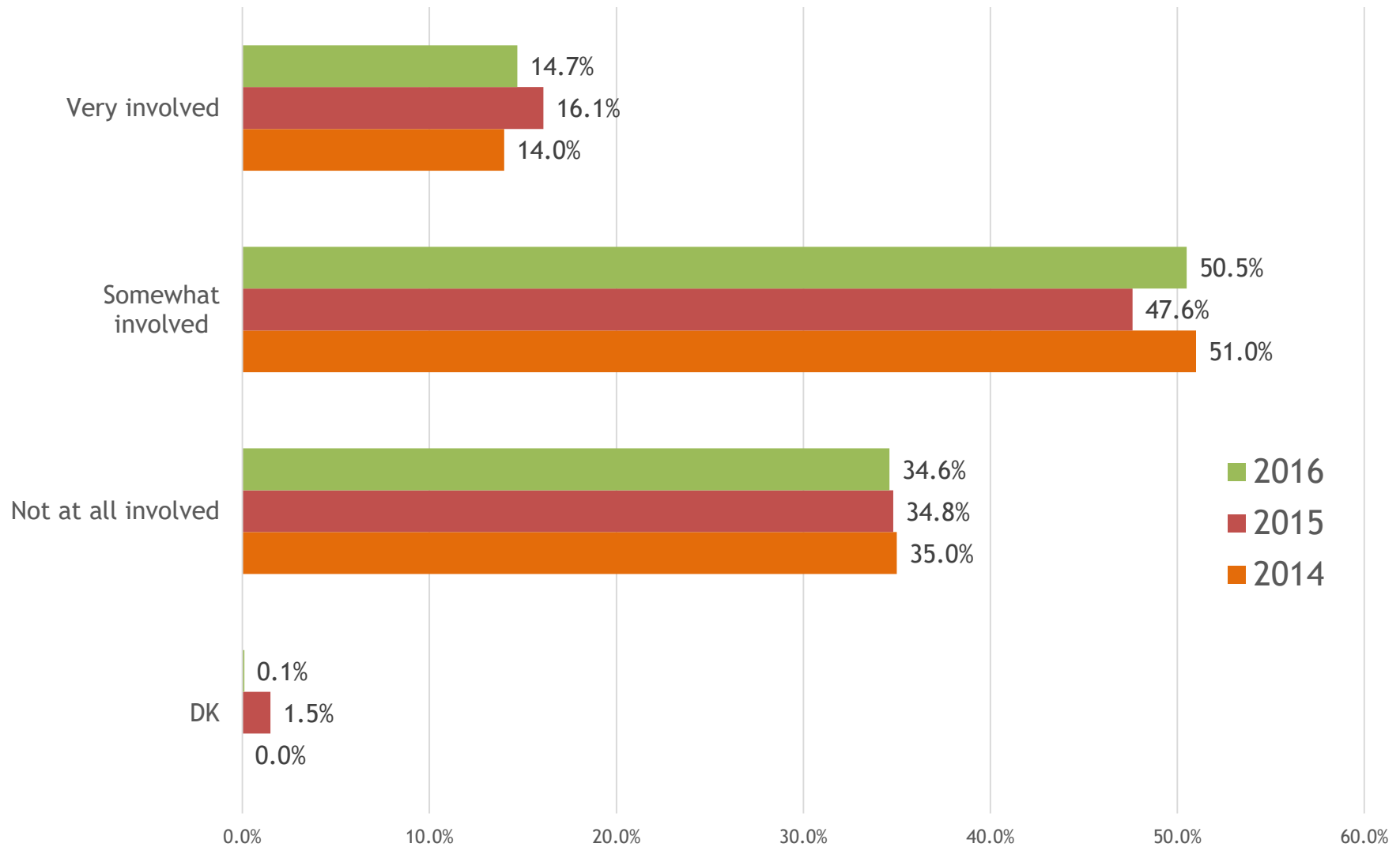


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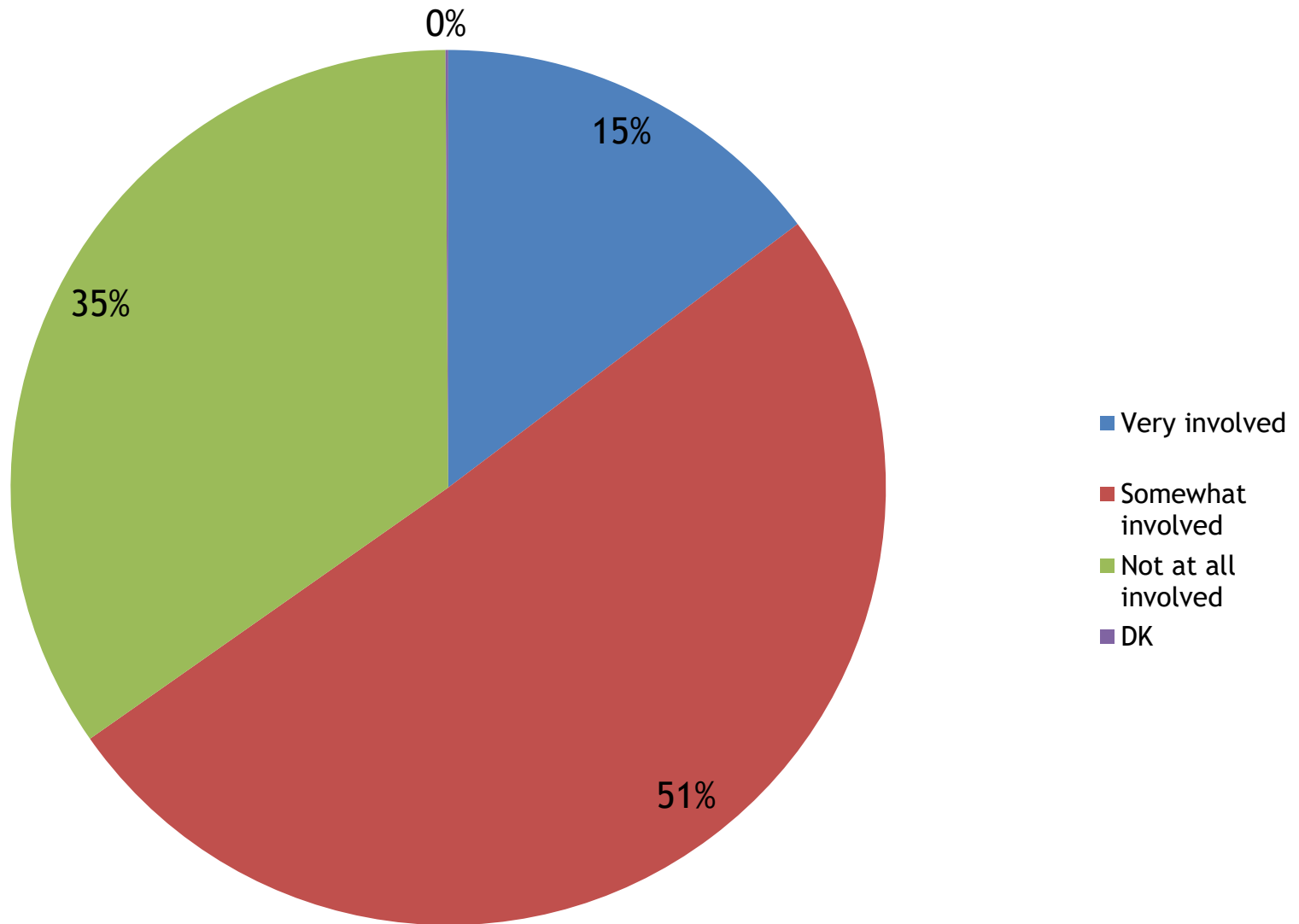
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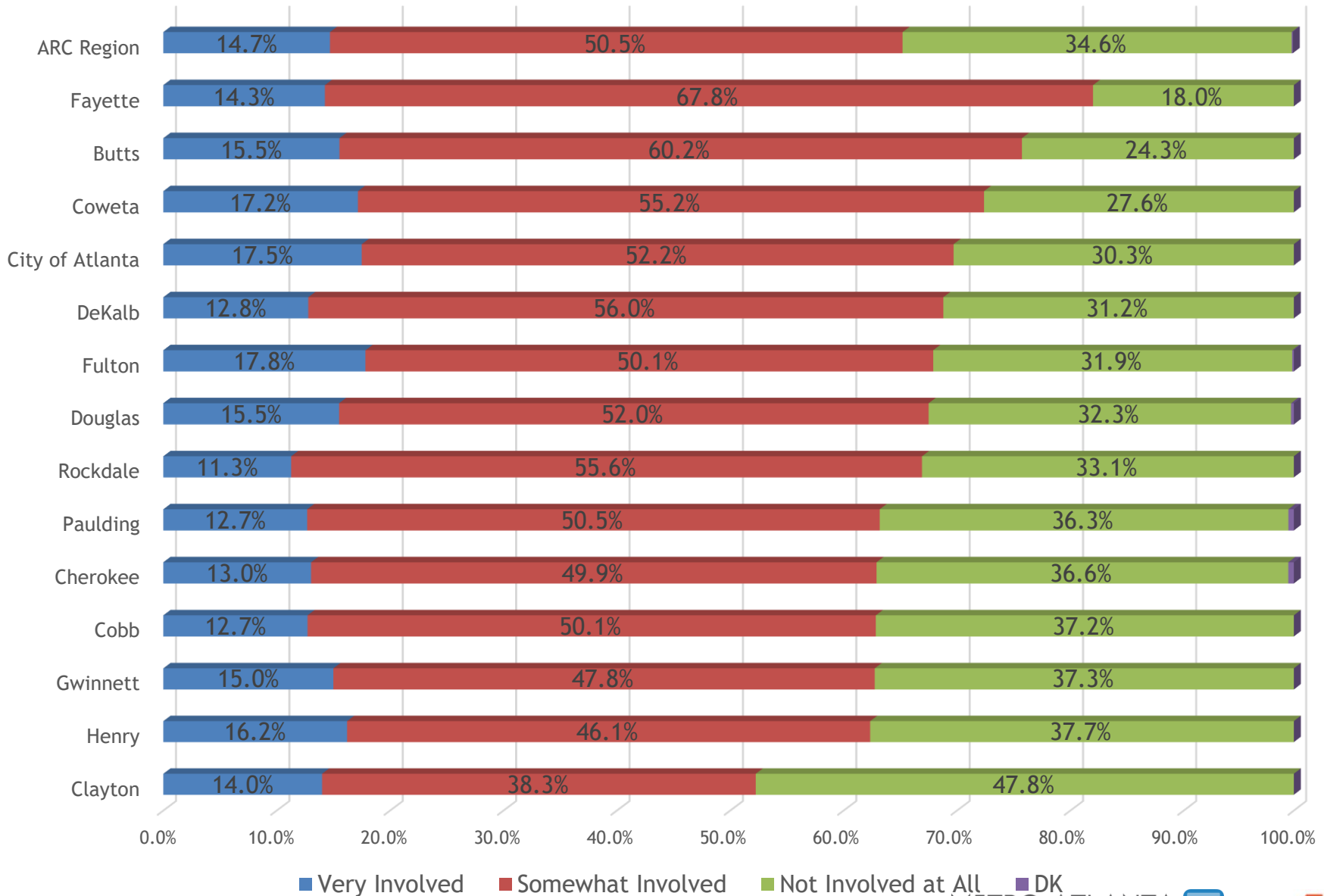
How Involved Are You in Your Community?: MAS 2016/2015/2014



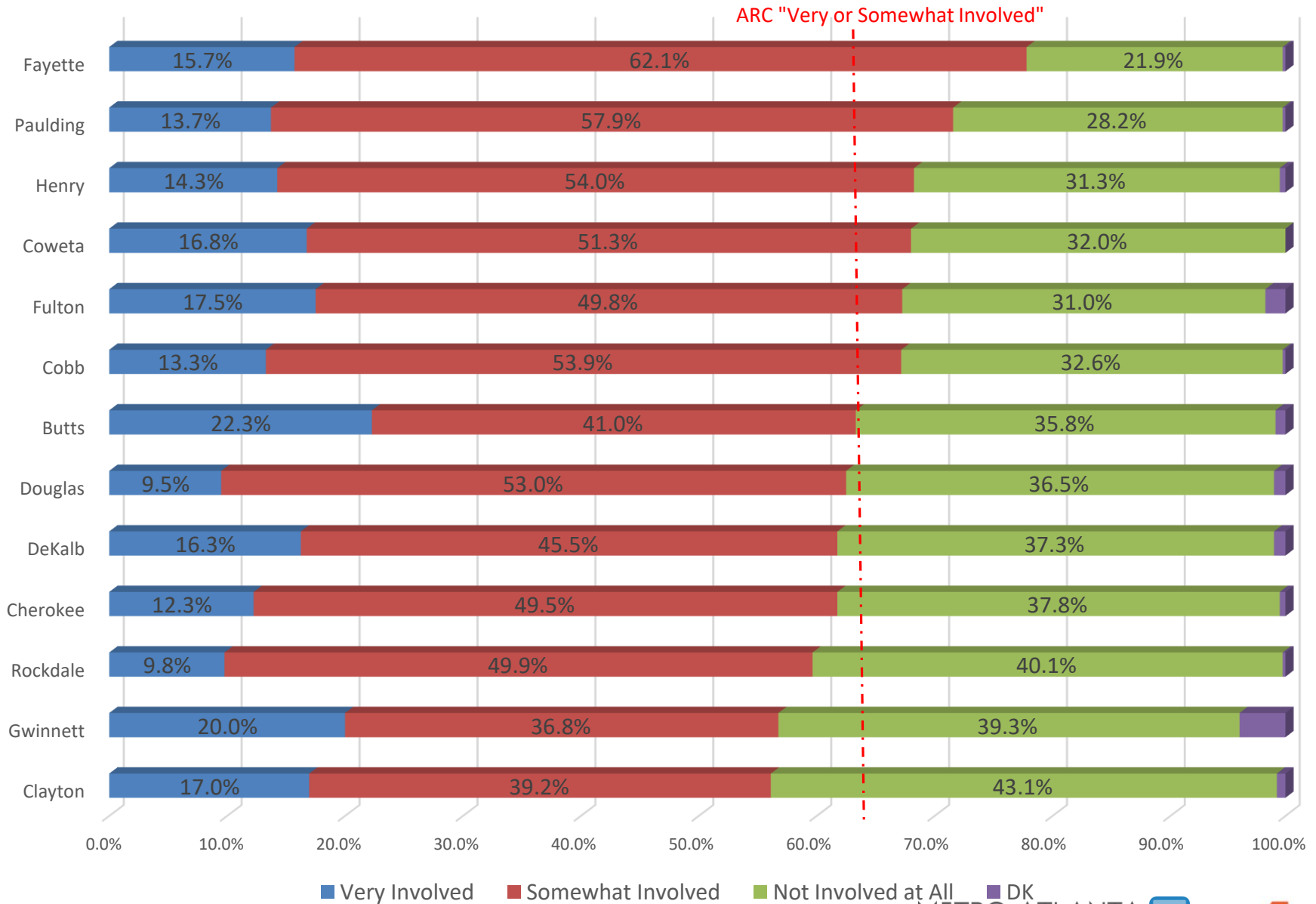
Self-Assessment of Community Involvement: **MAS 2016**



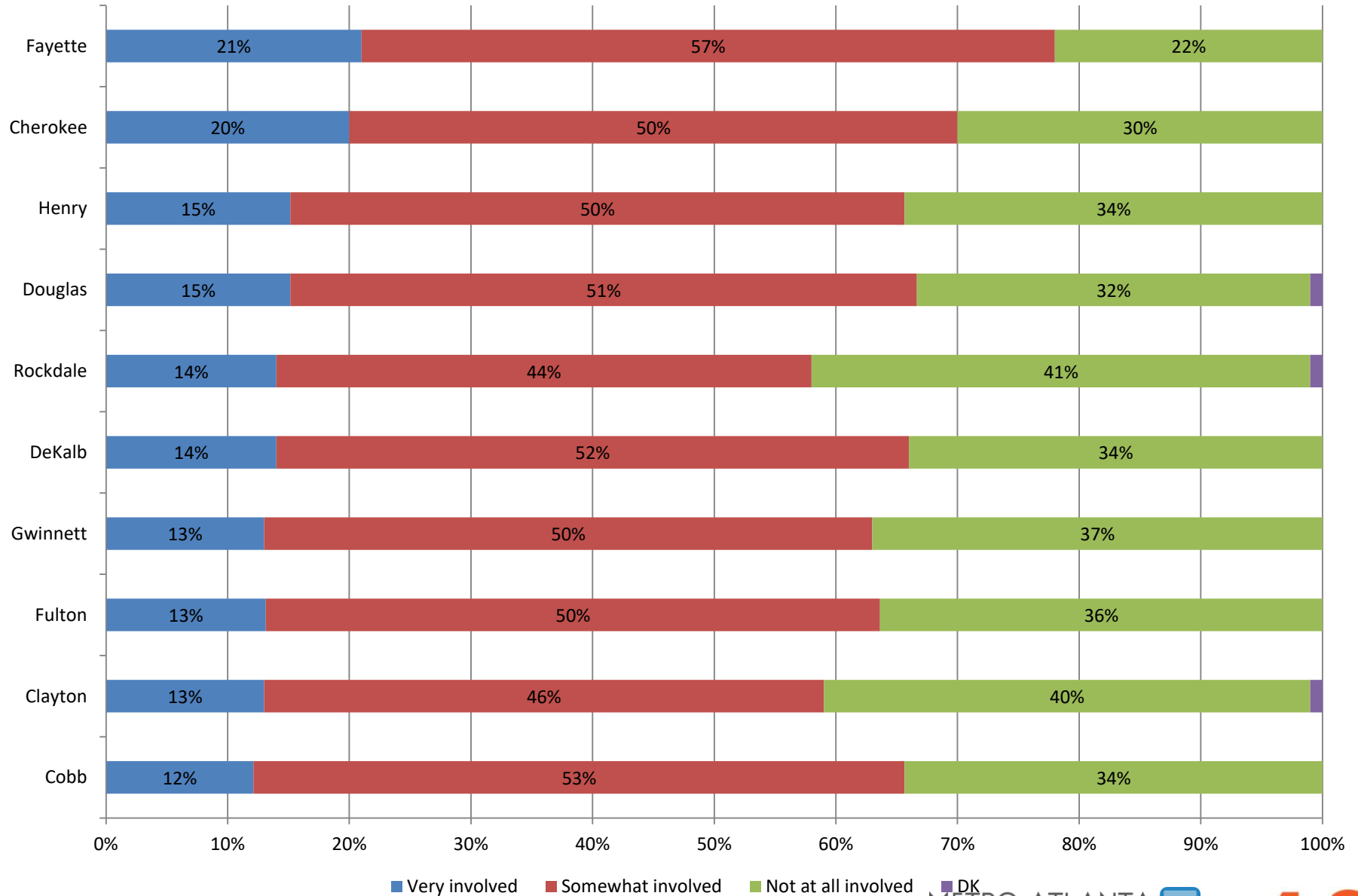
How Involved in Community? (by County): MAS 2016



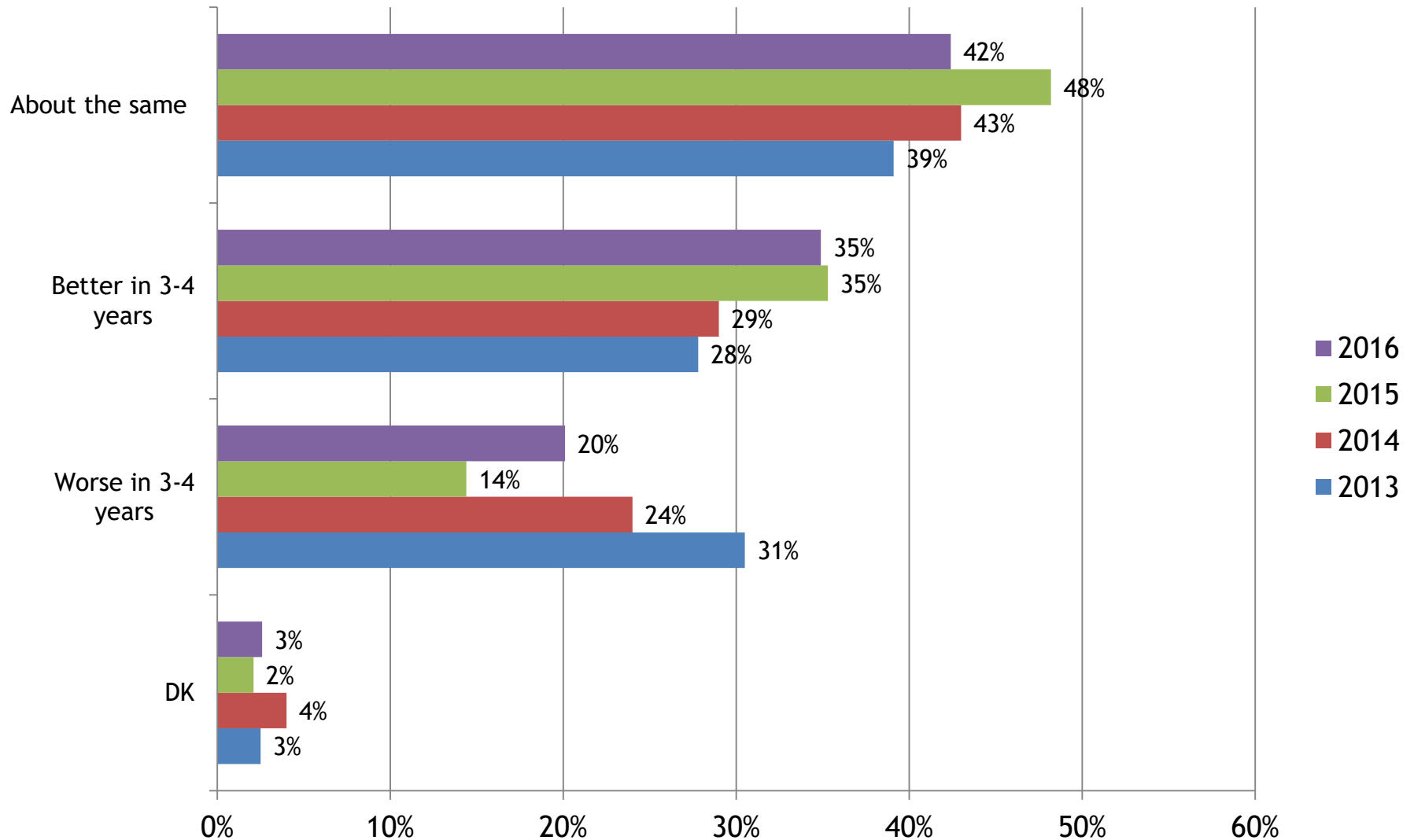
How Involved in Community? (by County): MAS 2015



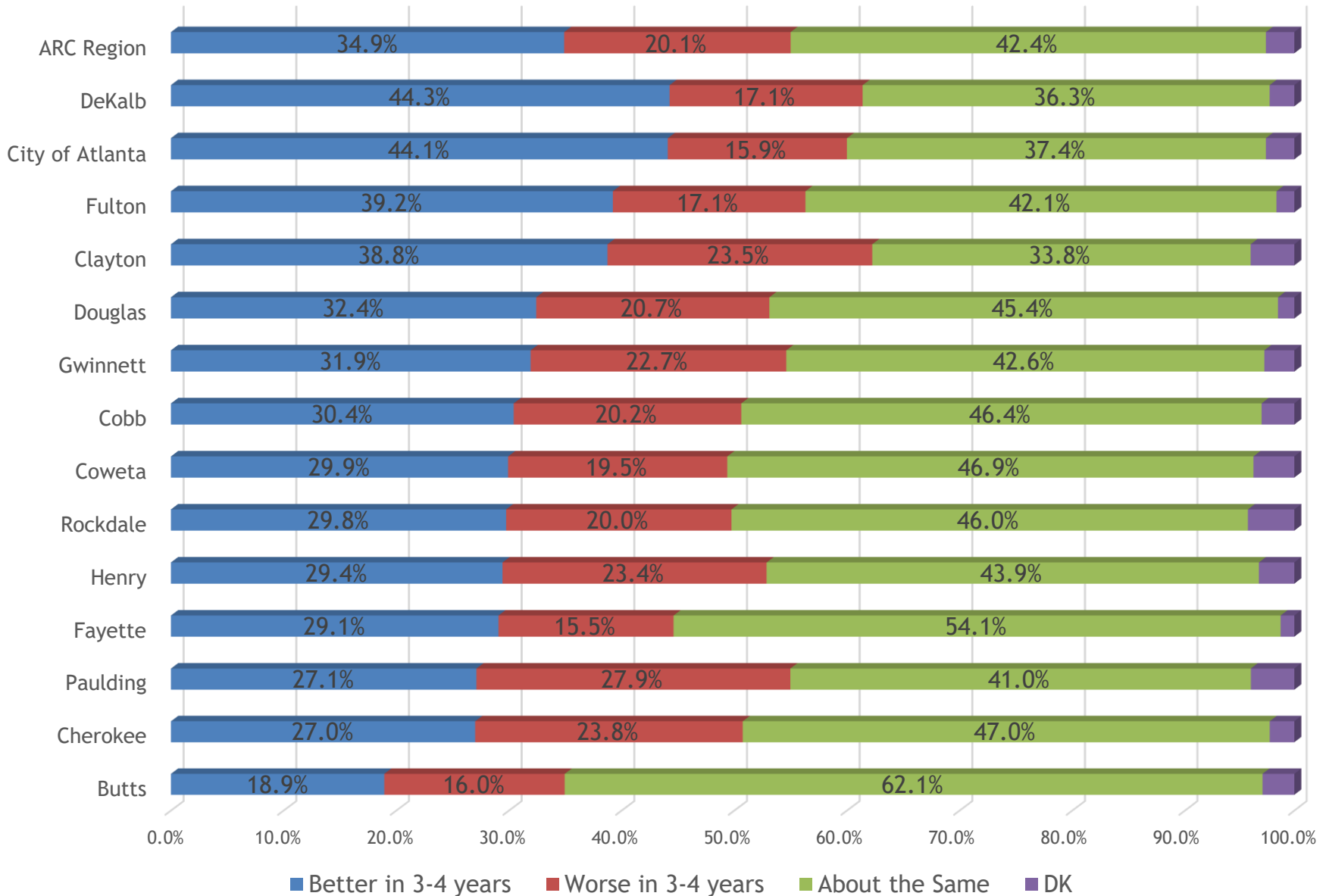
How Involved are You in Your Community? MAS 2014



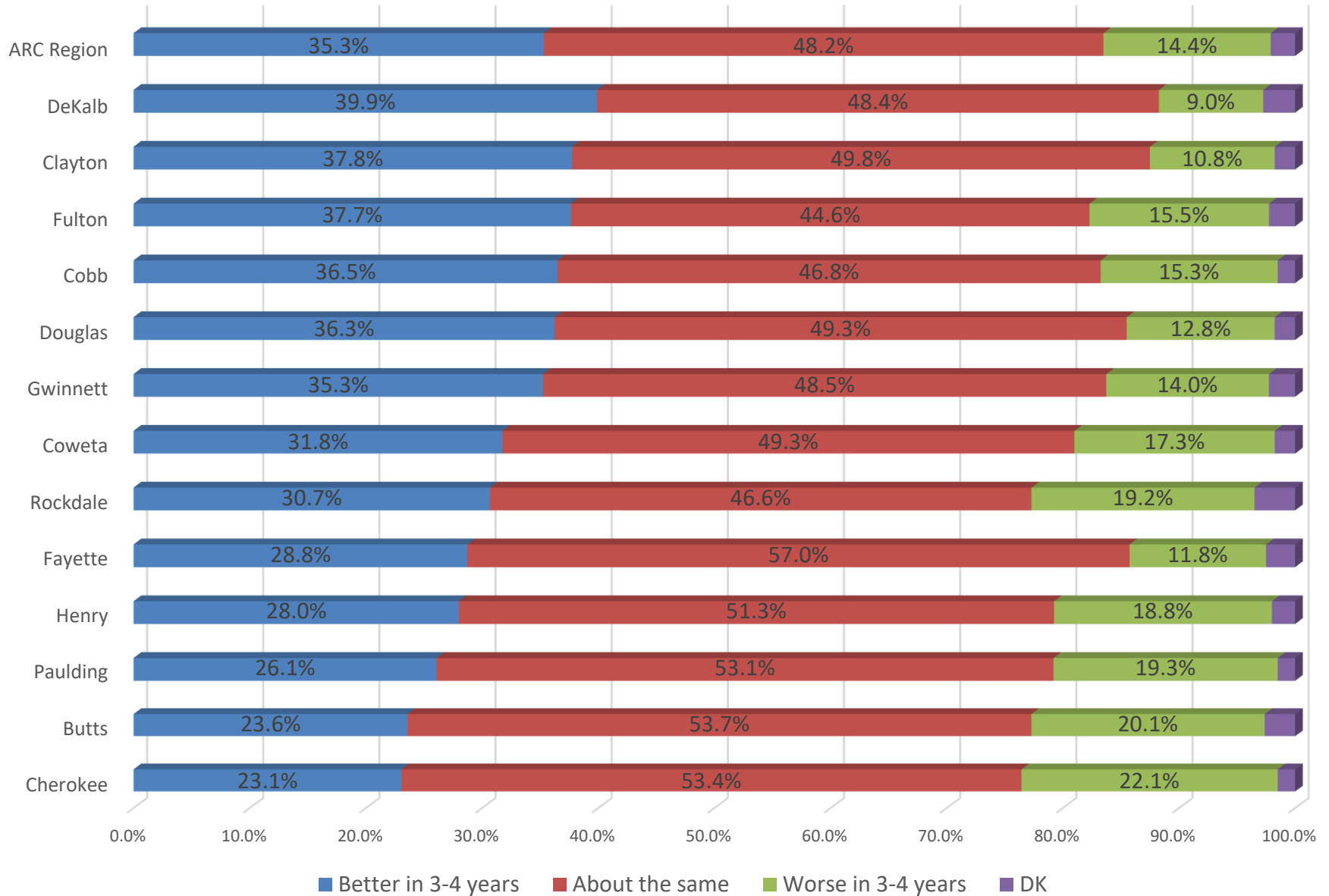
Future Assessment of Living Conditions: MAS Response Comparison 2016/2015/2014/2013



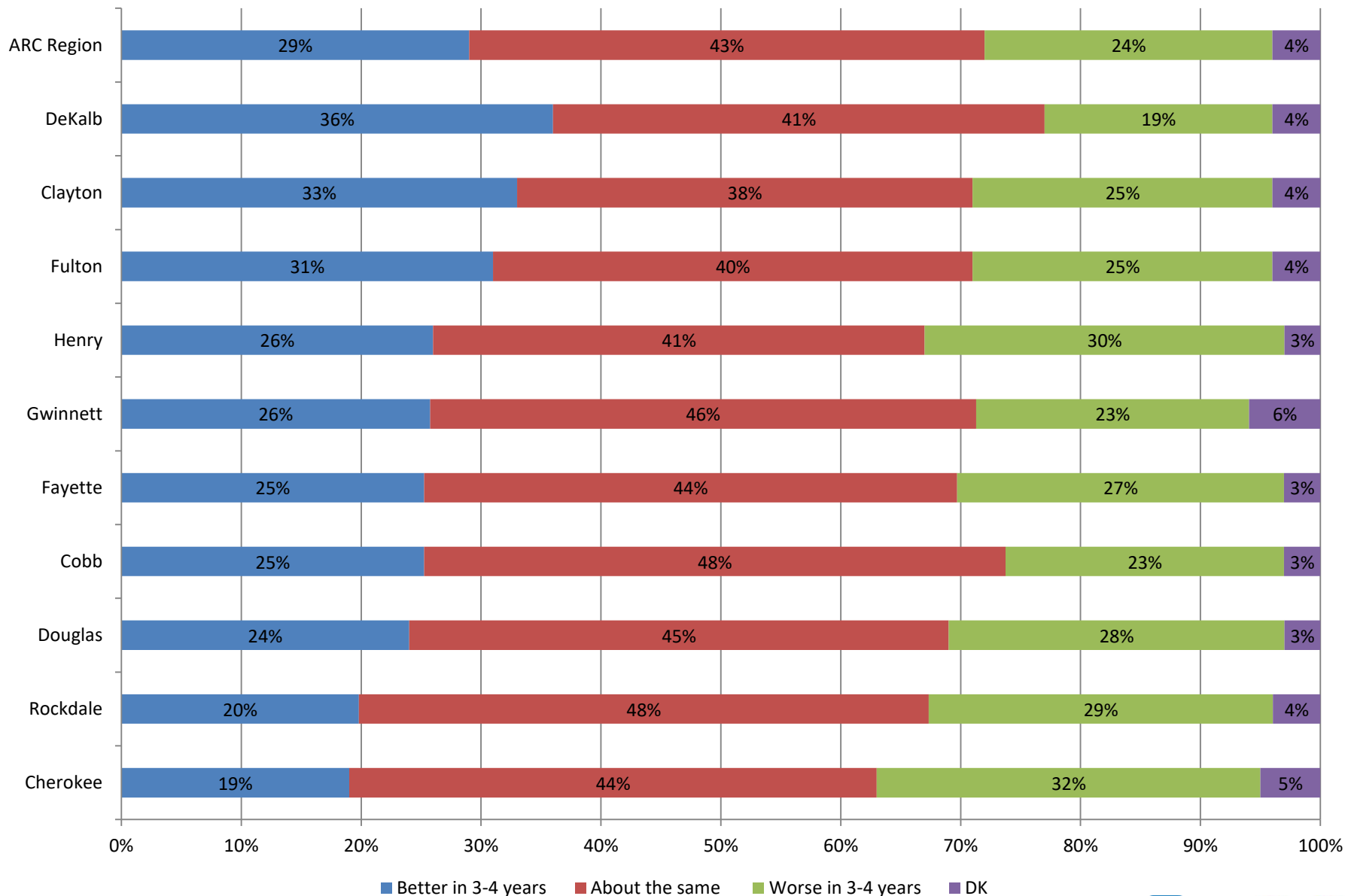
Things in the Future Will Be (by County): MAS 2016



Things in the Future Will Be (by County): MAS 2015



Things in the Future will be... (by County): **MAS 2014**



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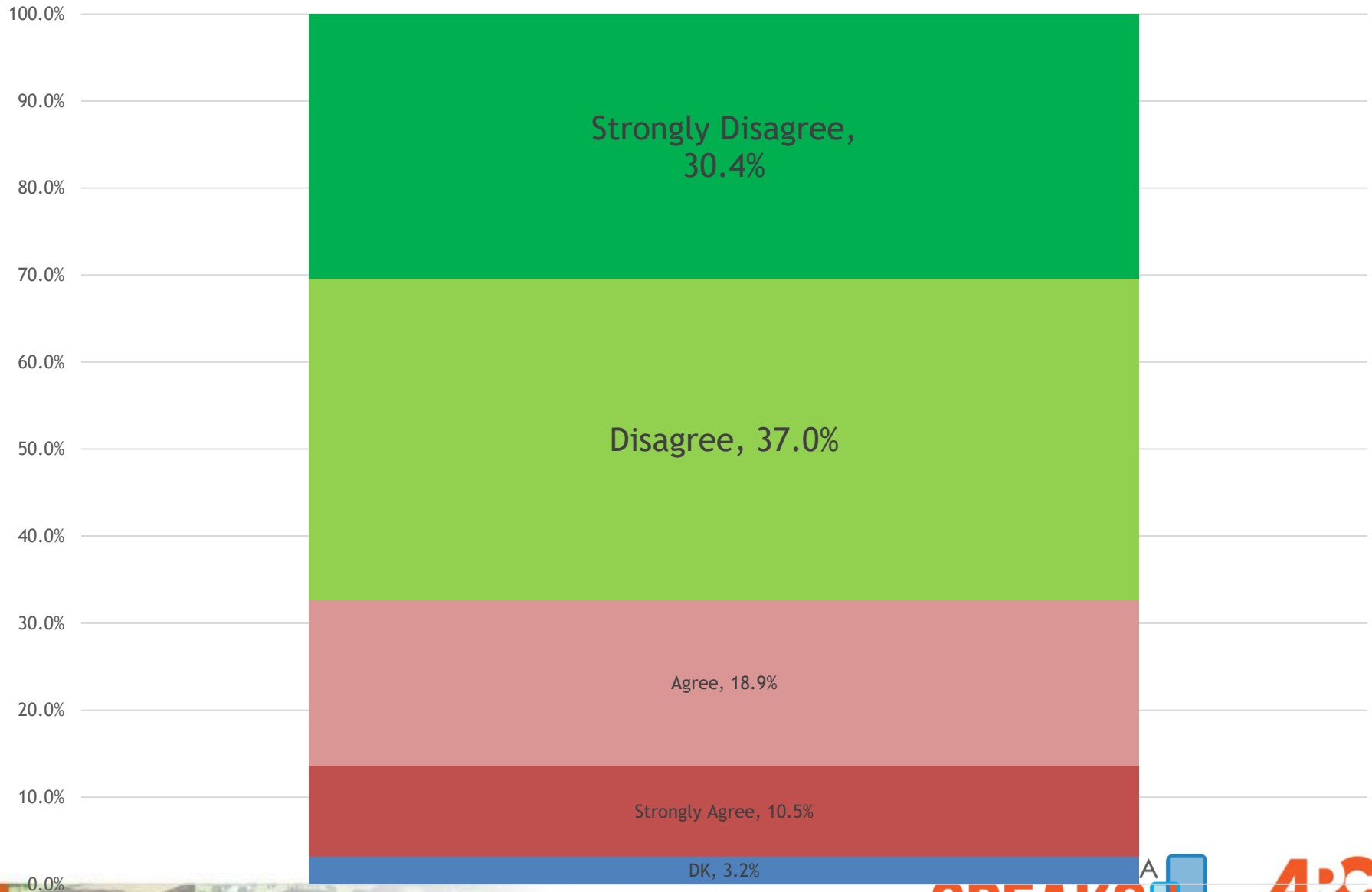
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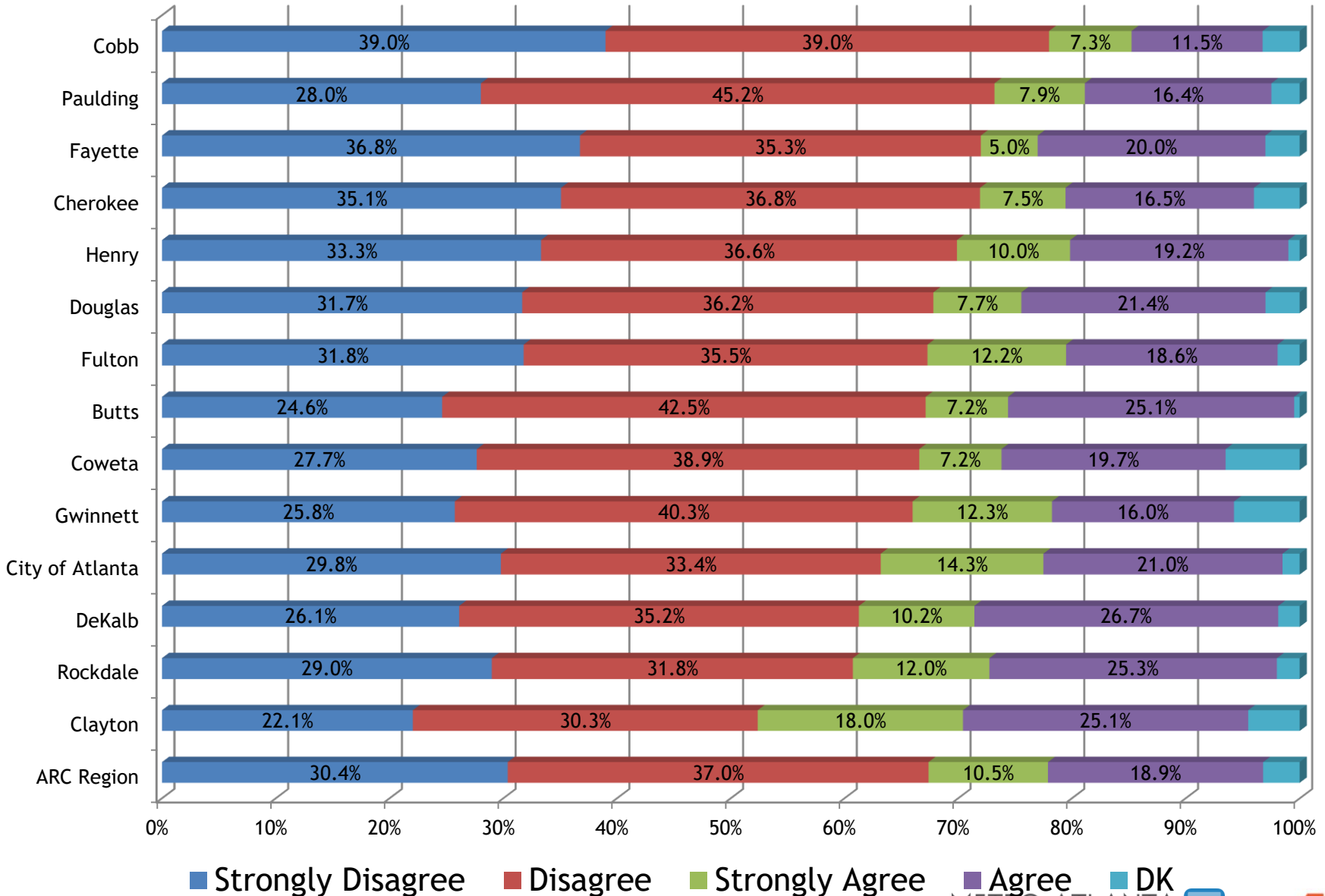


NEW QUESTIONS (IN 2016)

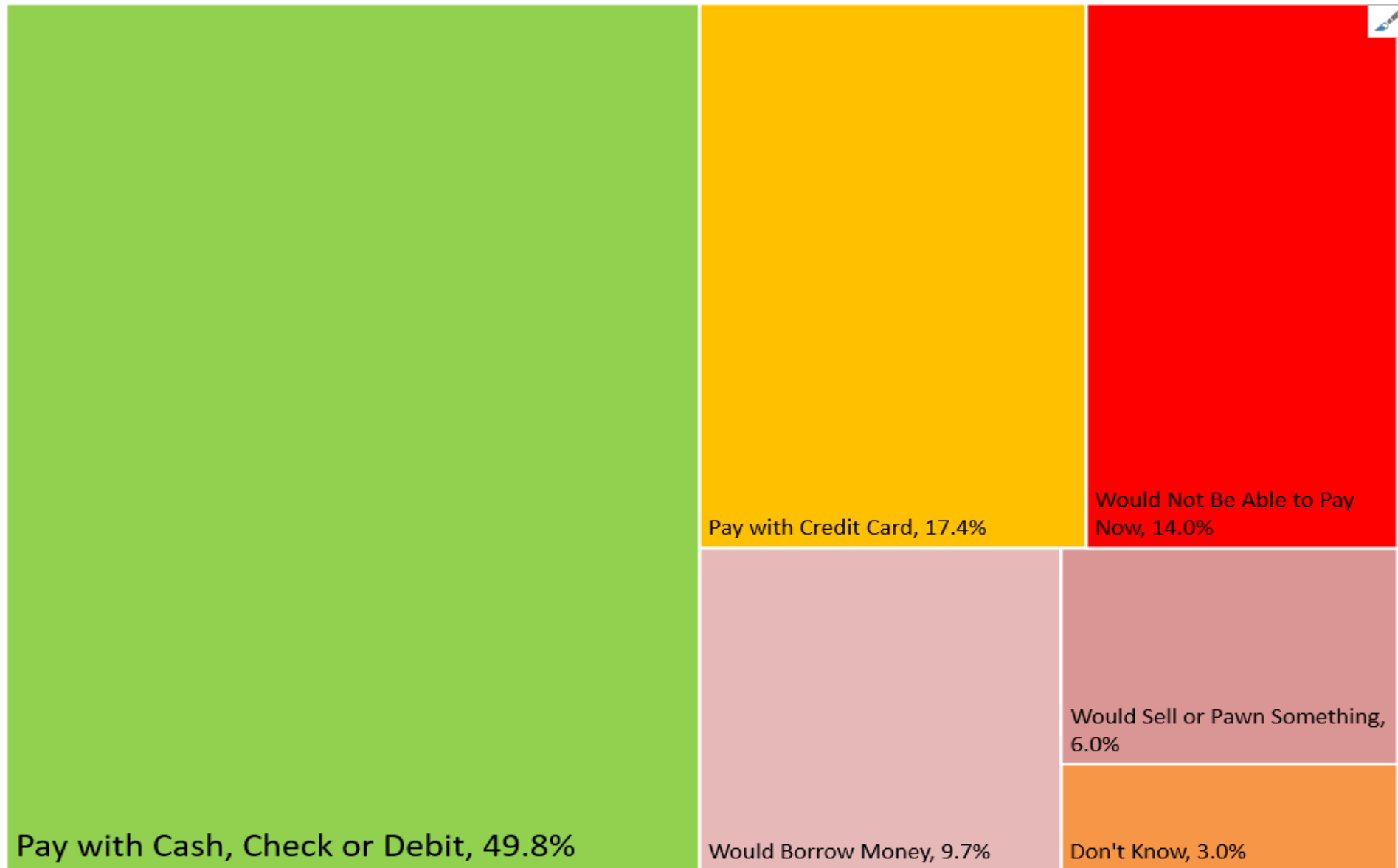
MAS 2016: "I Frequently Lack Transportation to Get to Places I Need to Go..."



Frequently Lack Transportation by County MAS 2016



MAS 2016: Methods of Paying for a \$400 Financial Emergency

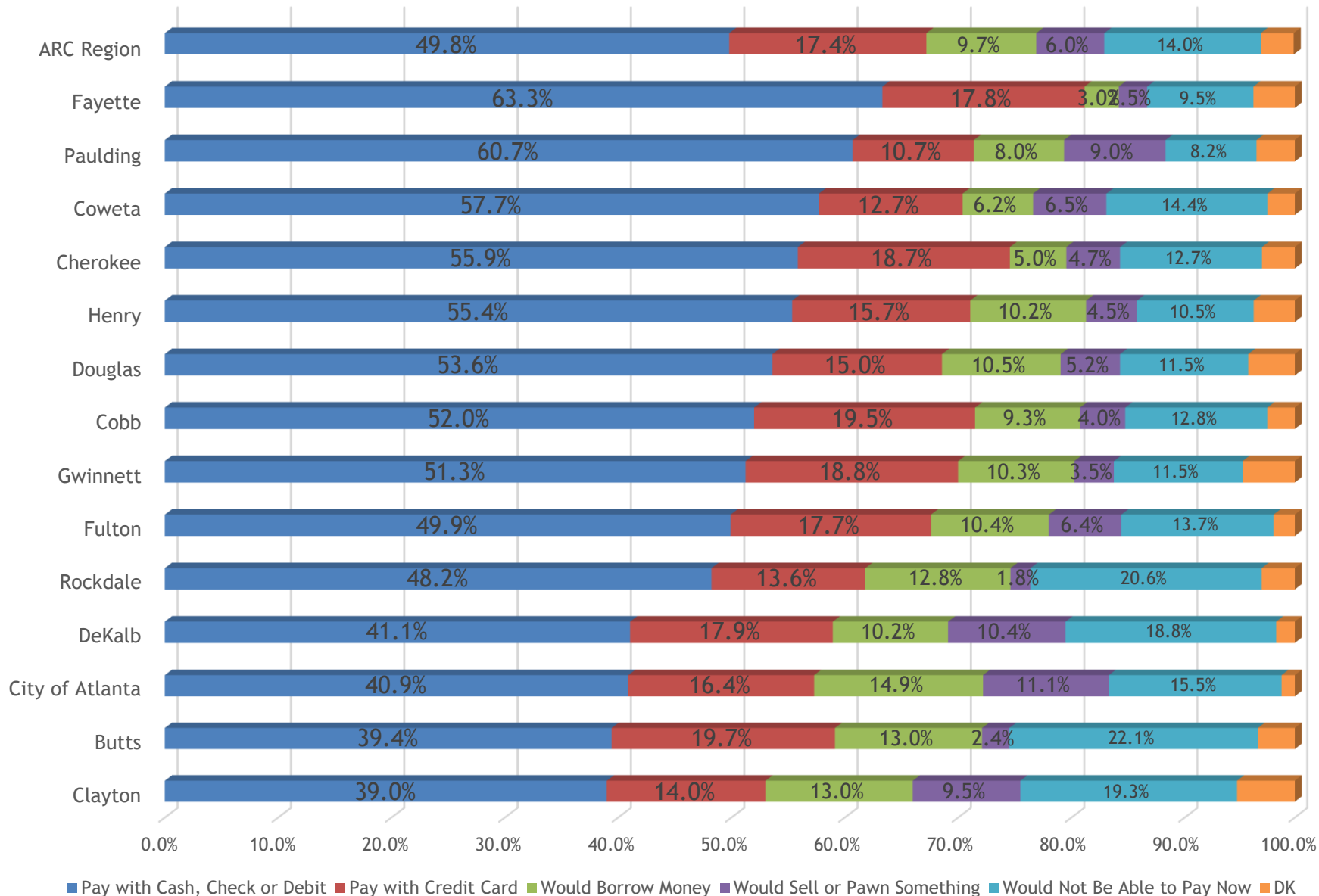


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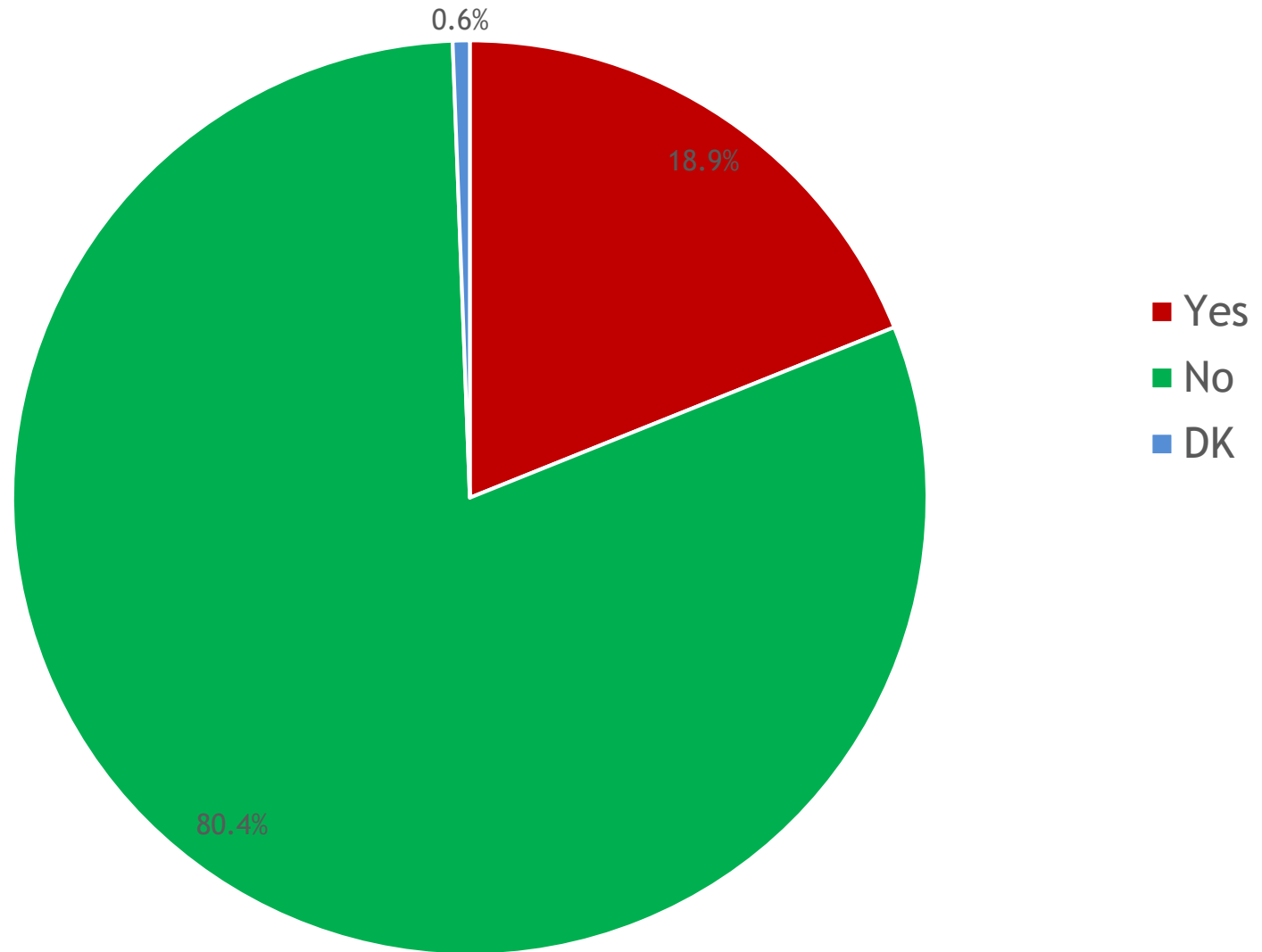
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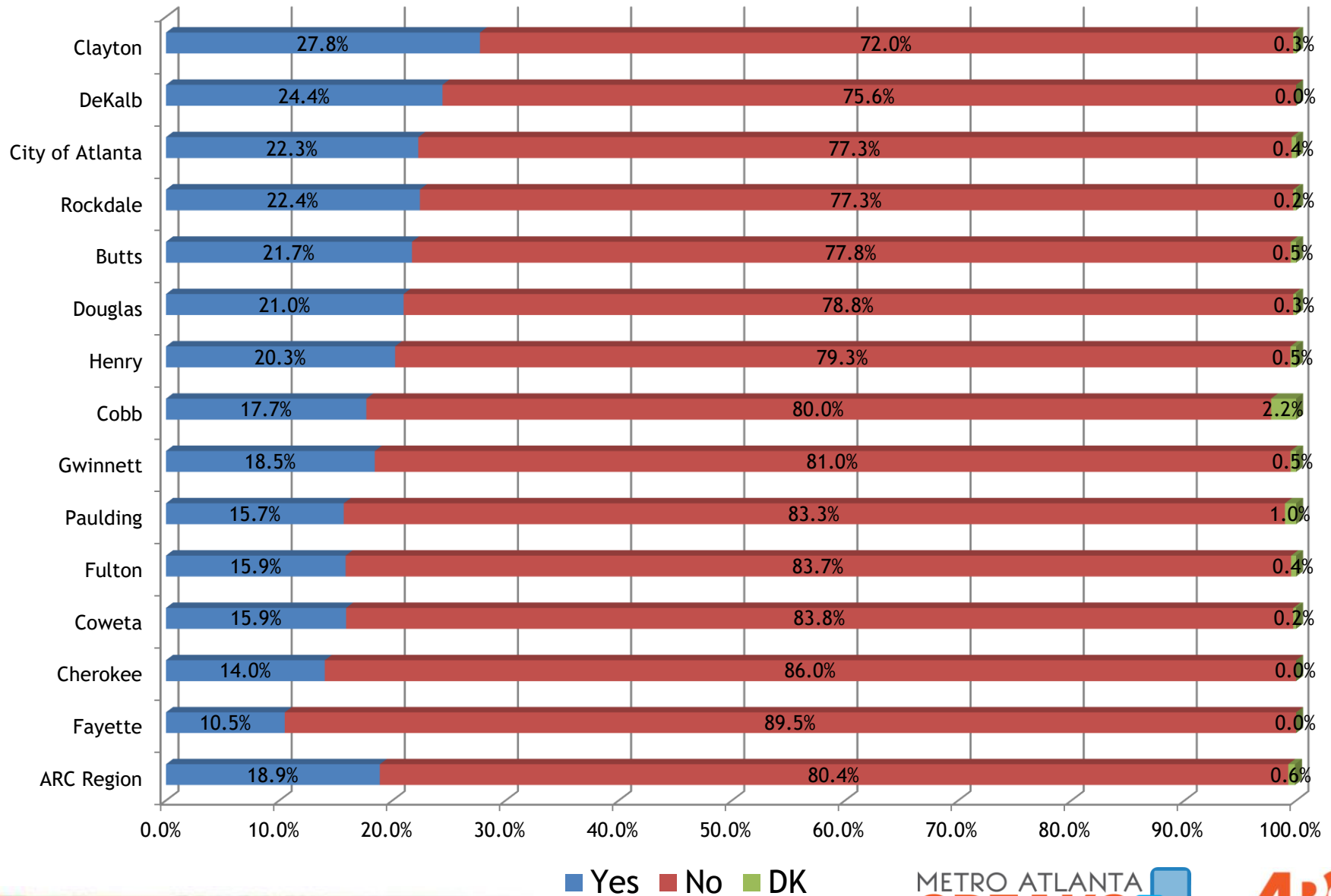
Addressing \$400 Financial Emergency by County: MAS 2016



MAS 2016: Skipped Meals or Reduced Portions re: Lack of Money



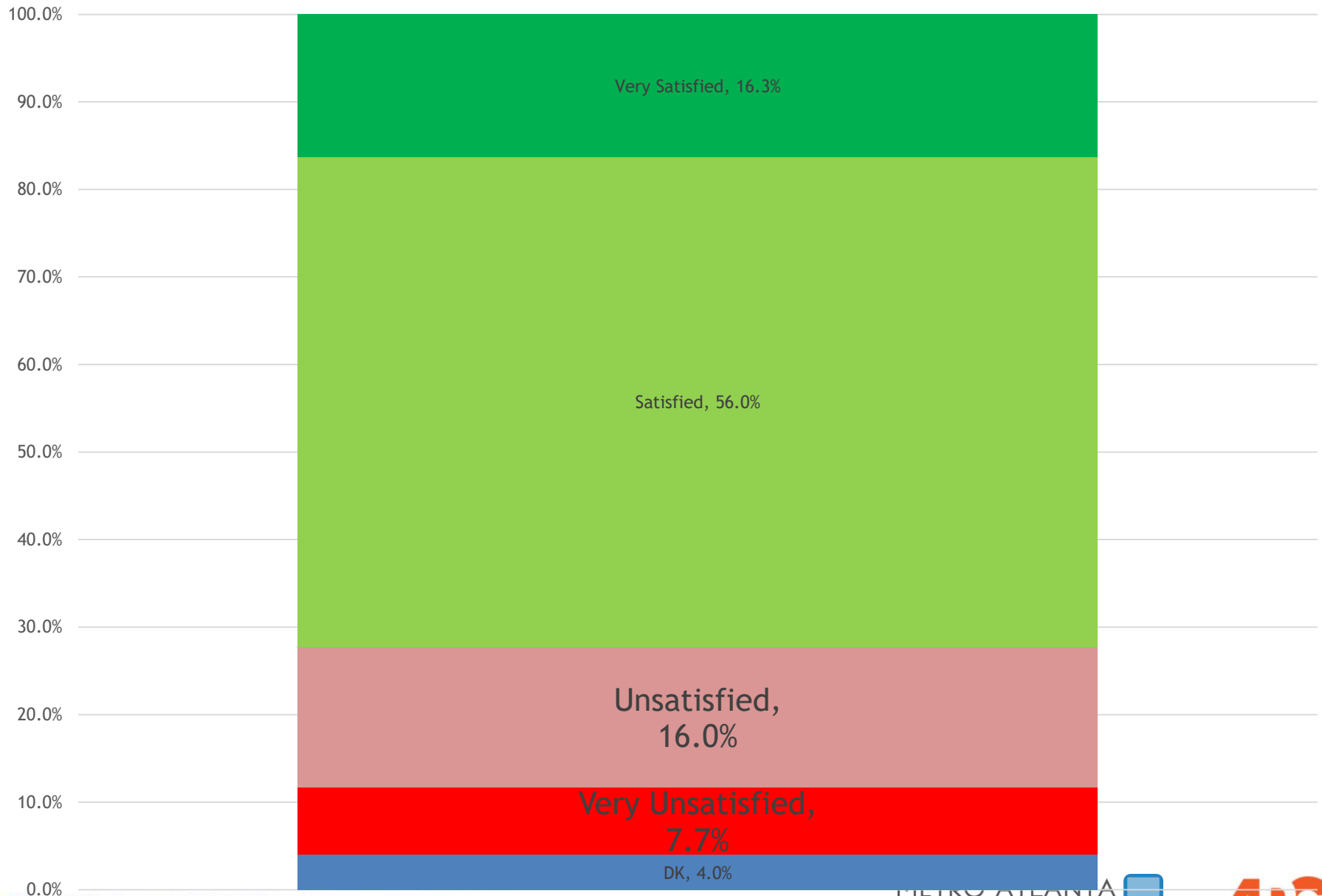
Skipped Meals or Reduced Portions by County MAS 2016



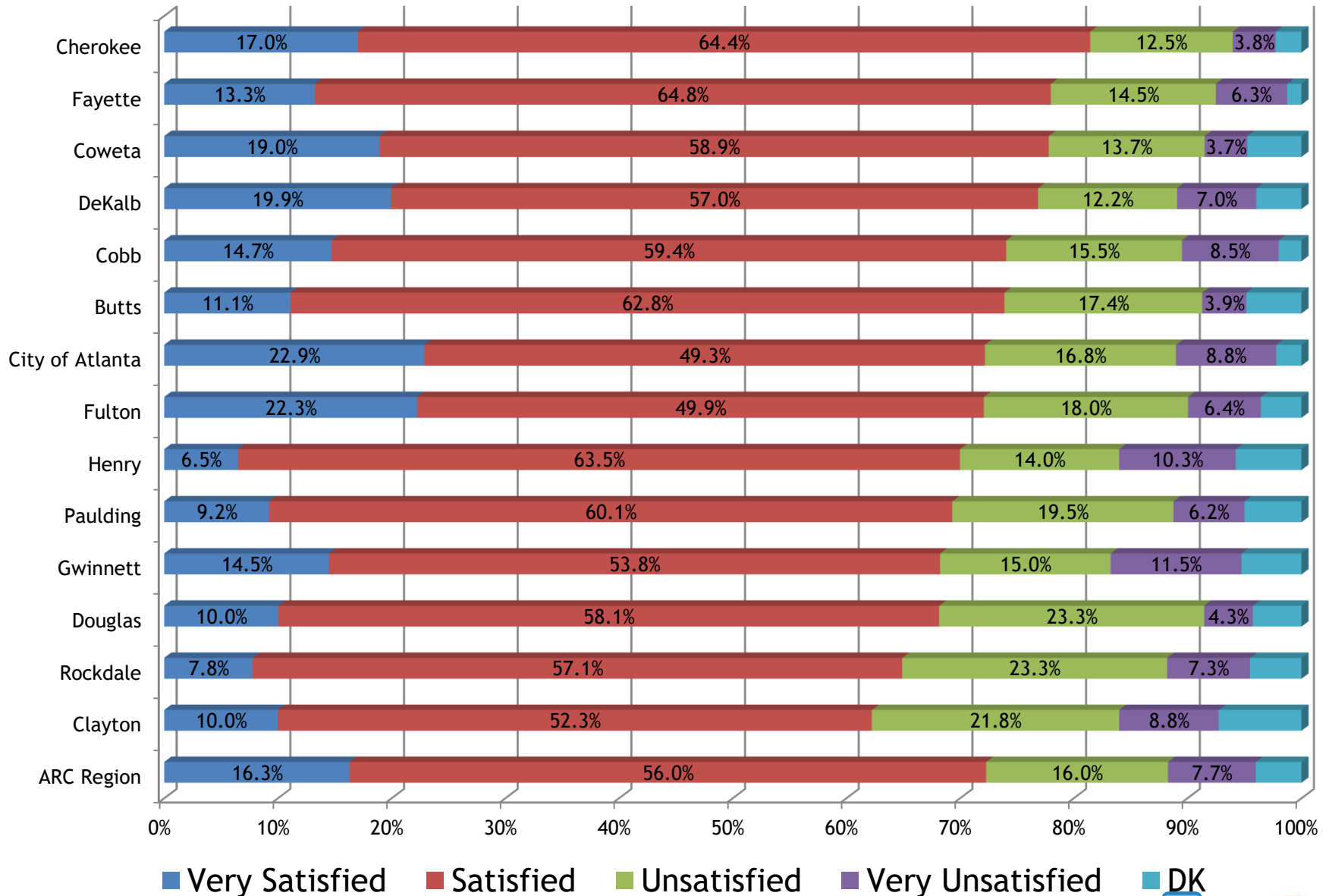
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MAS 2016: "Satisfaction with Arts and Culture..."



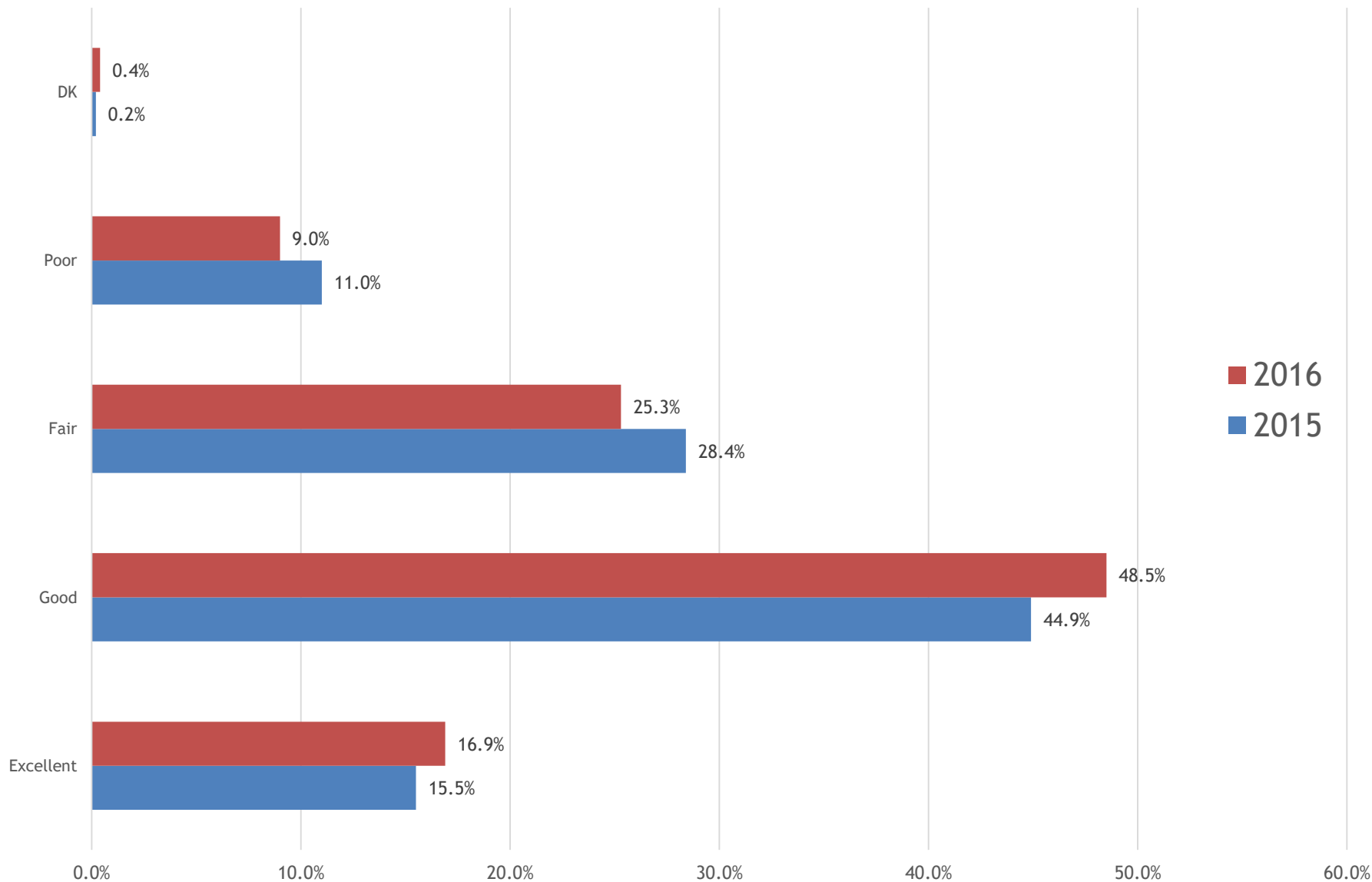
Satisfaction with Arts and Culture by County MAS 2016



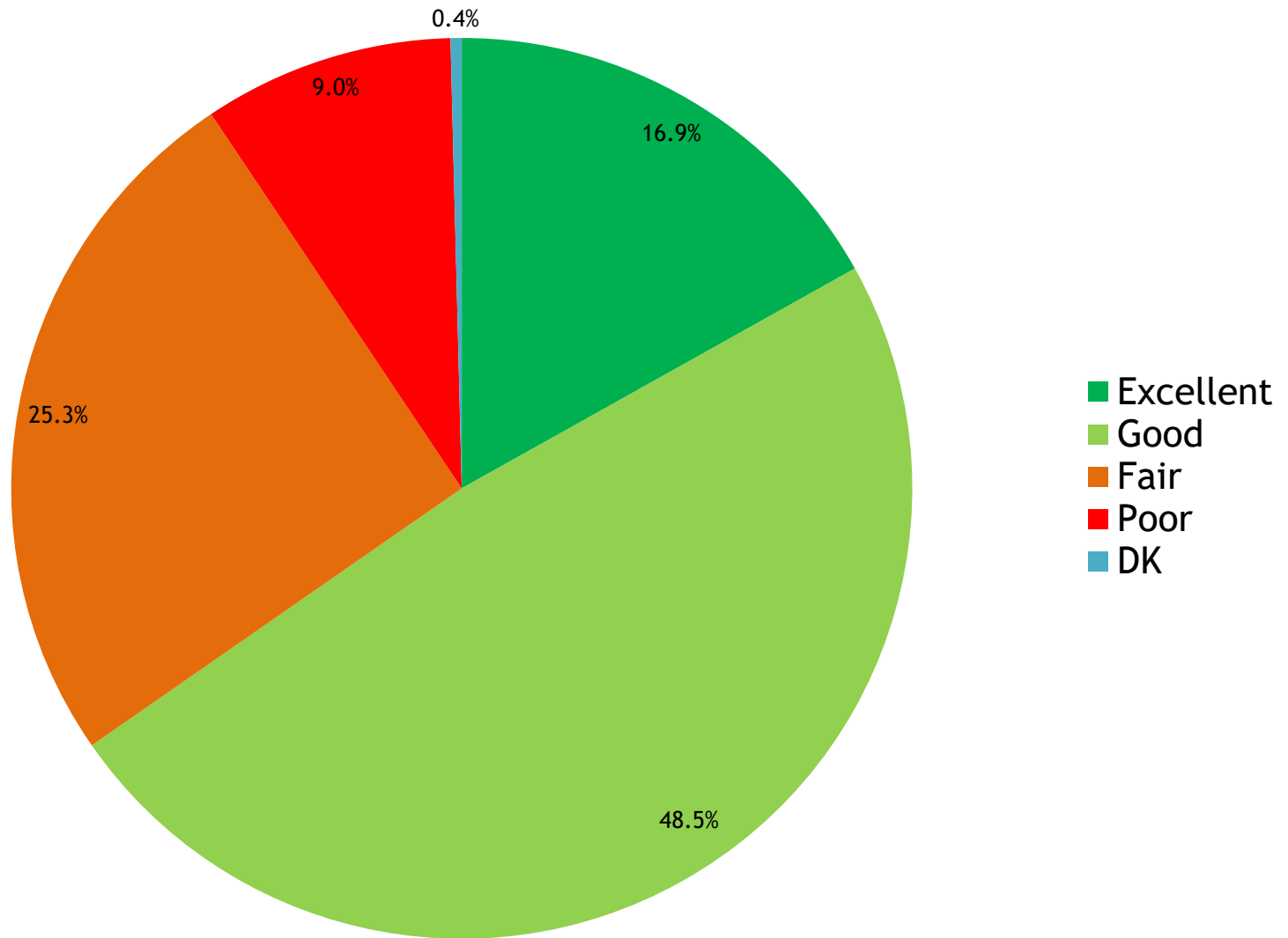


2016 REPEATS OF 2015

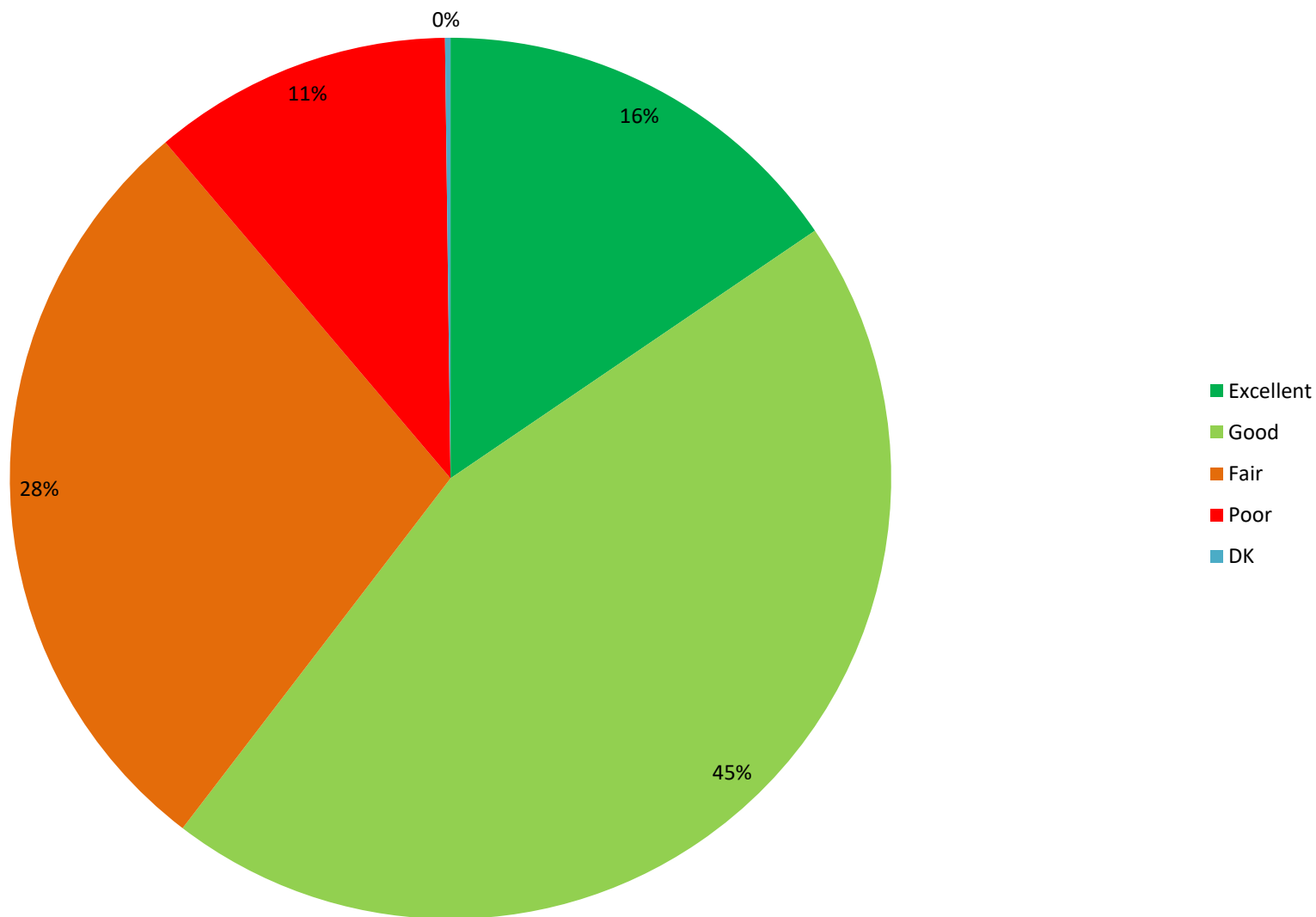
Safety of Residents in Community: MAS: 2016/ 2015



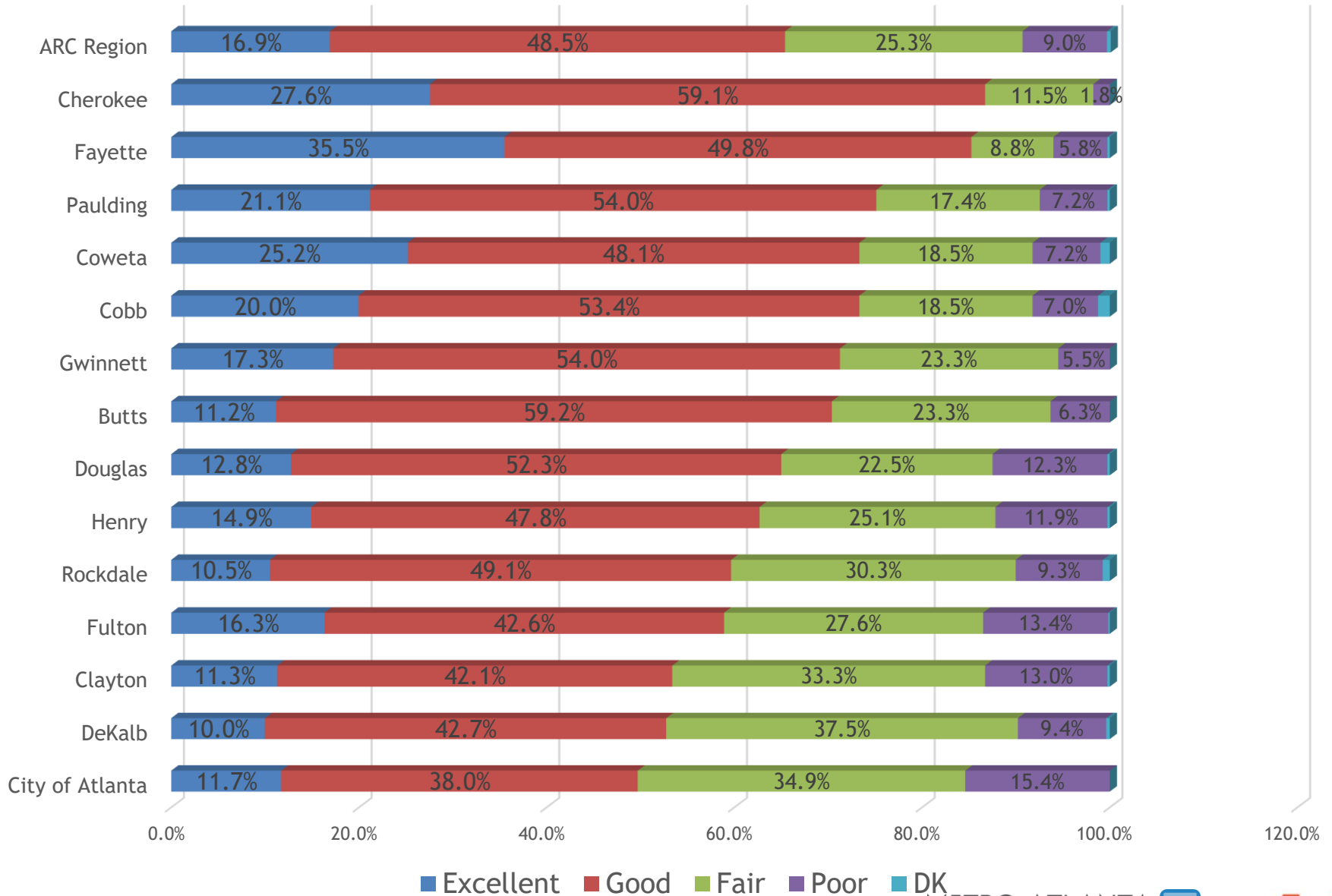
Safety of Residents in Community?: MAS 2016



Safety of Residents in Community?: MAS 2015



Rate Resident Safety in your Community: MAS 2016

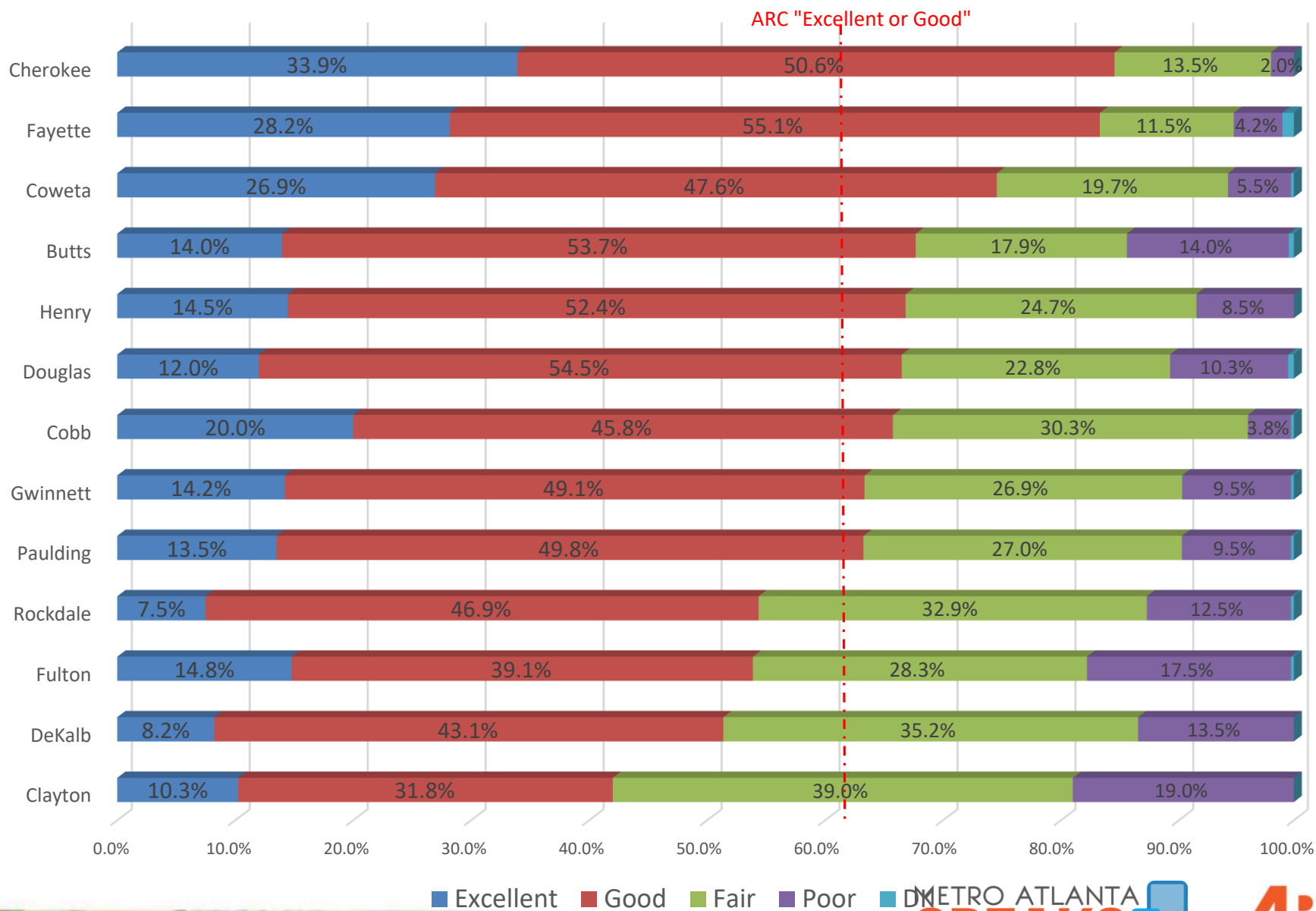


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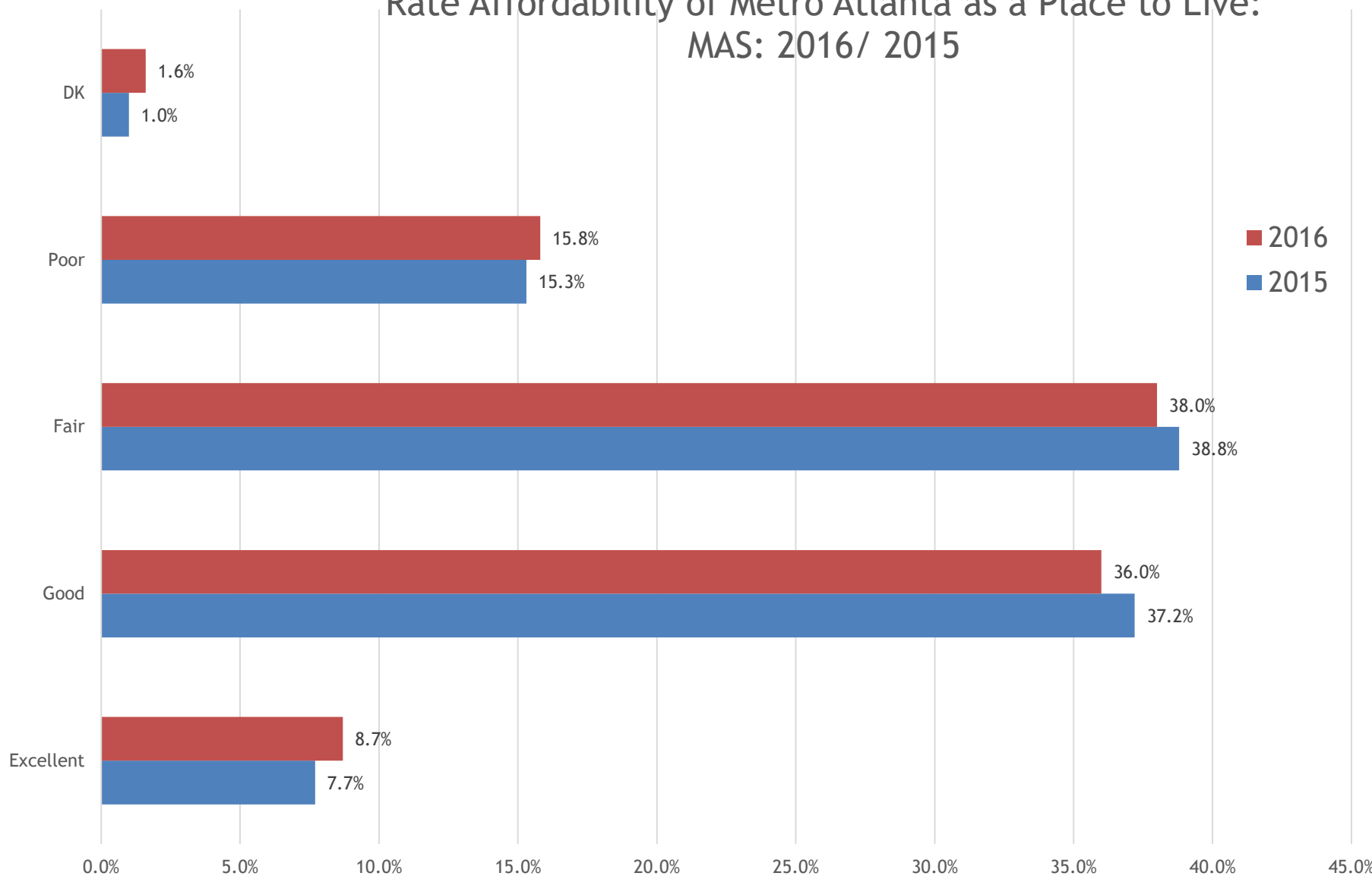
Rate Resident Safety in your Community: MAS 2015



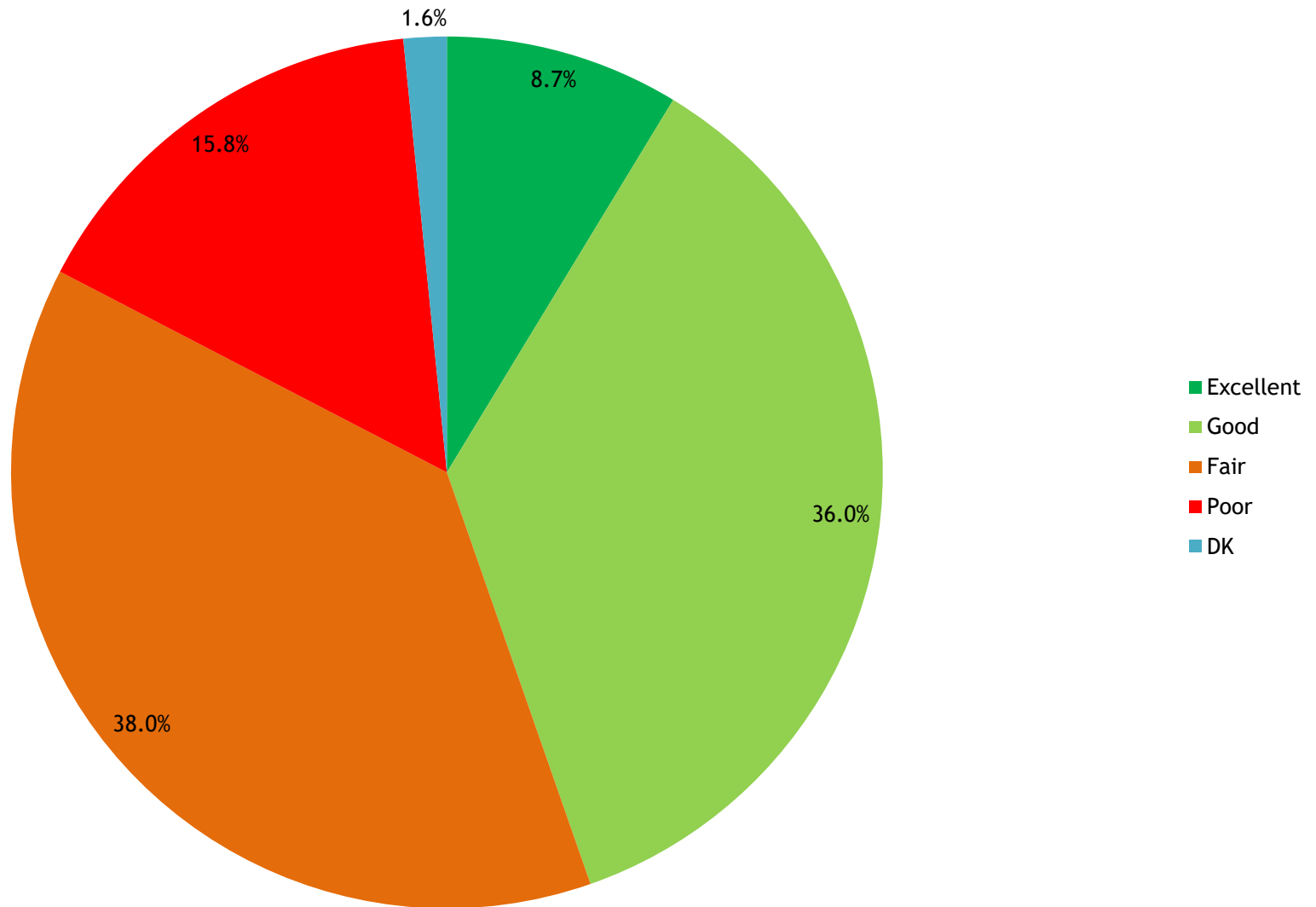
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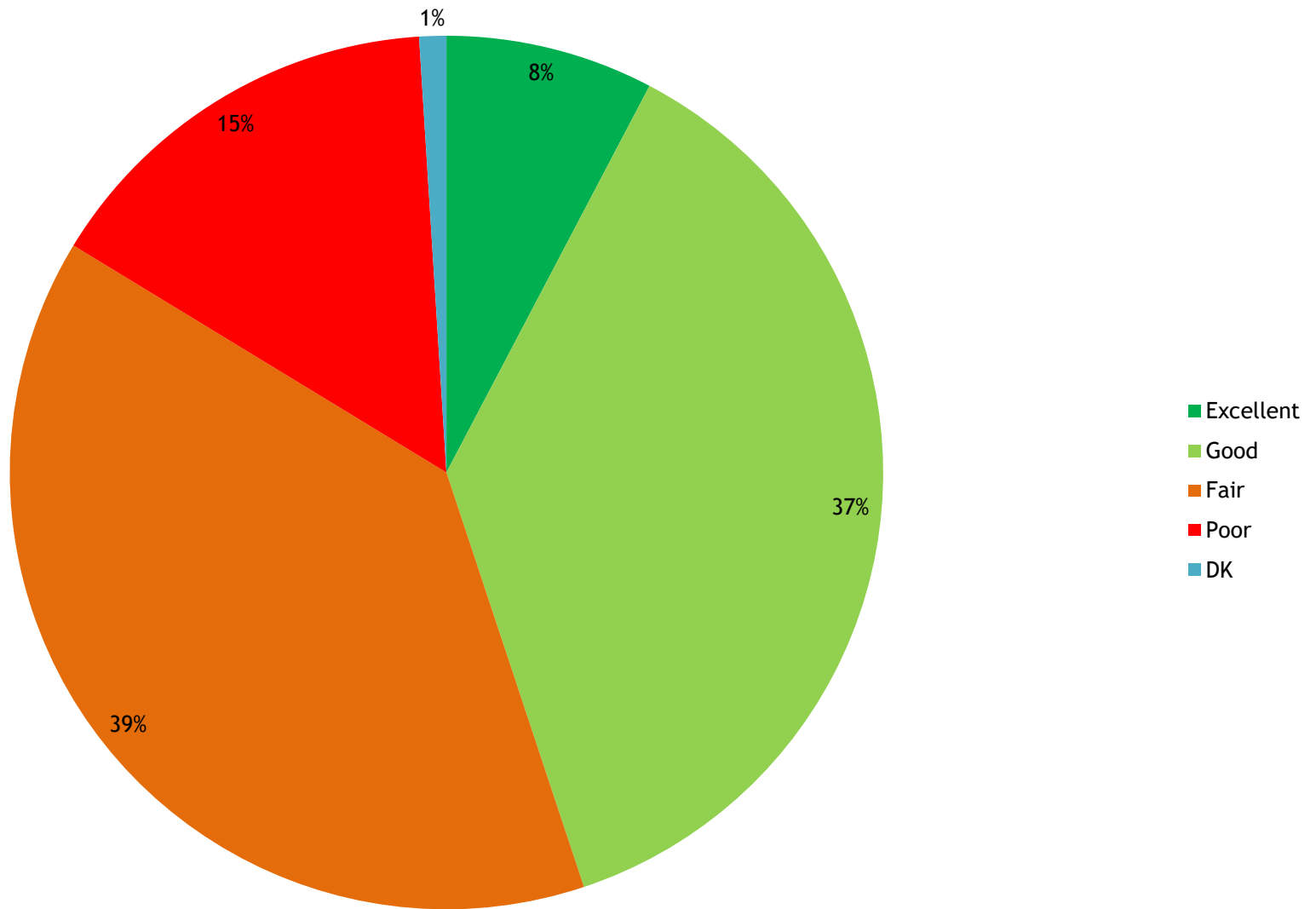
Rate Affordability of Metro Atlanta as a Place to Live: MAS: 2016/ 2015



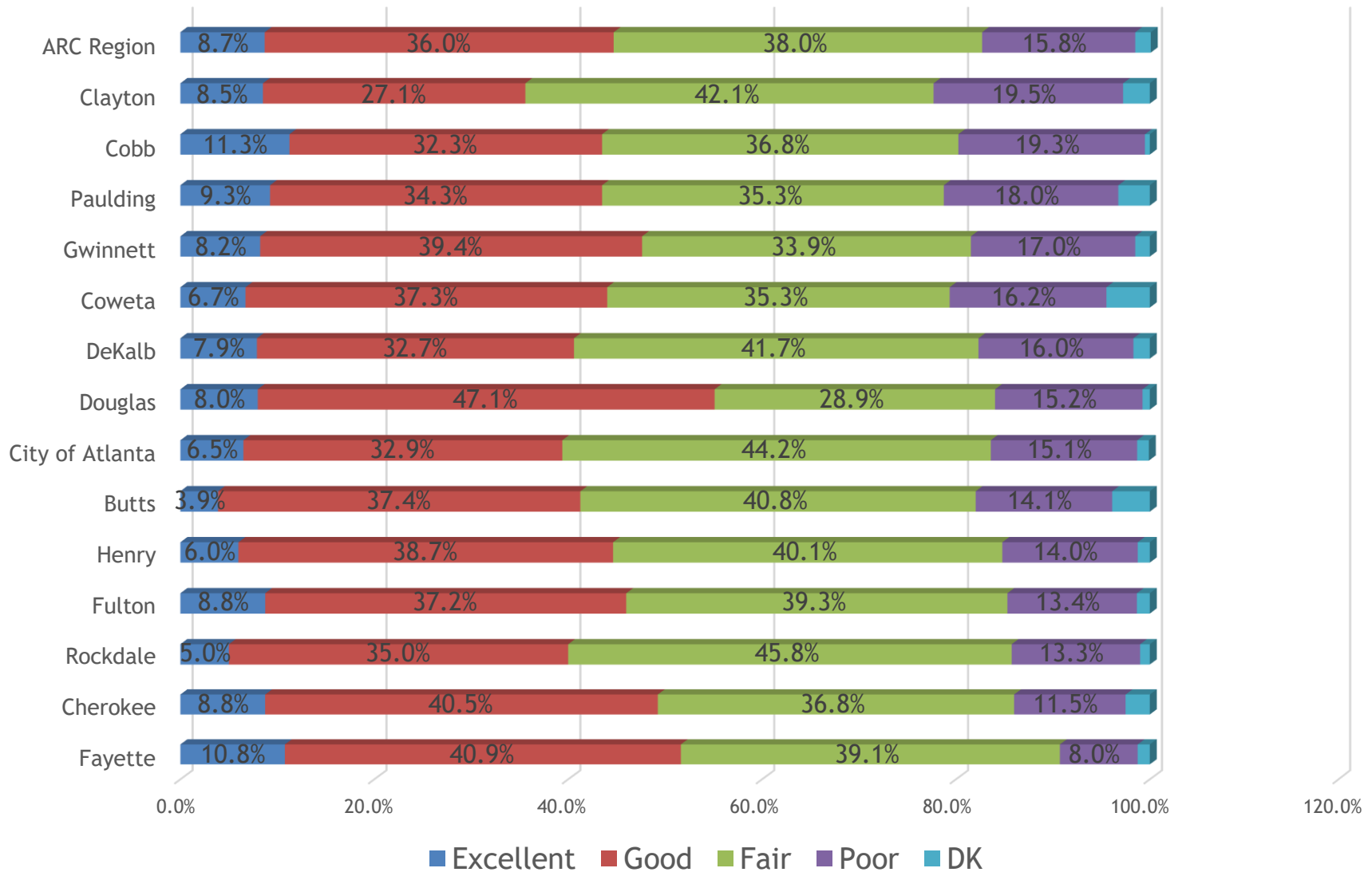
Rate Affordability of Metro Atlanta as a Place to Live: **MAS 2016**



Rate Affordability of Metro Atlanta as a Place to Live?: **MAS** **2015**

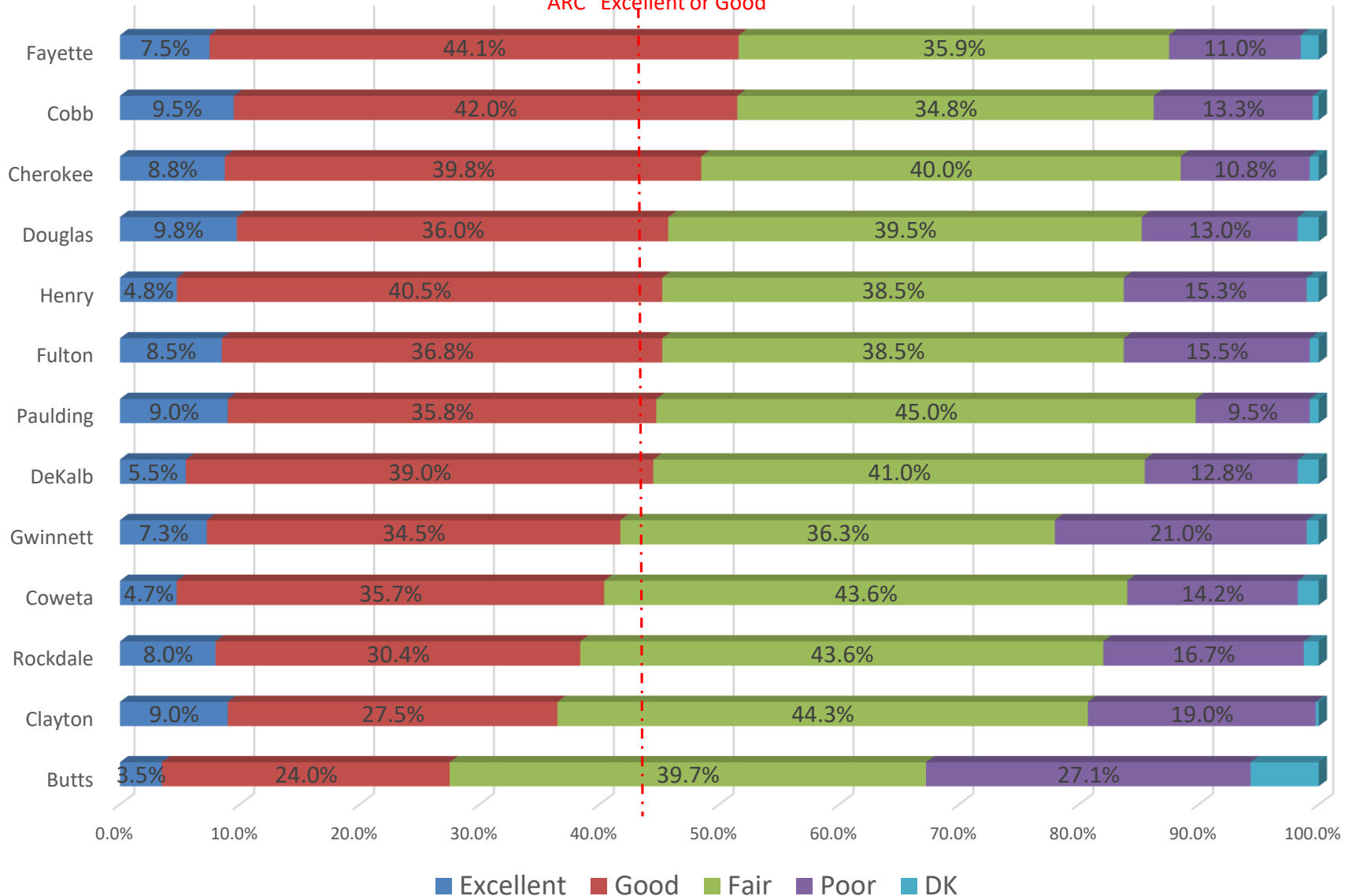


Rate Affordability of Metro as Place to Live: MAS 2016



Rate Affordability of Metro as Place to Live: MAS 2015

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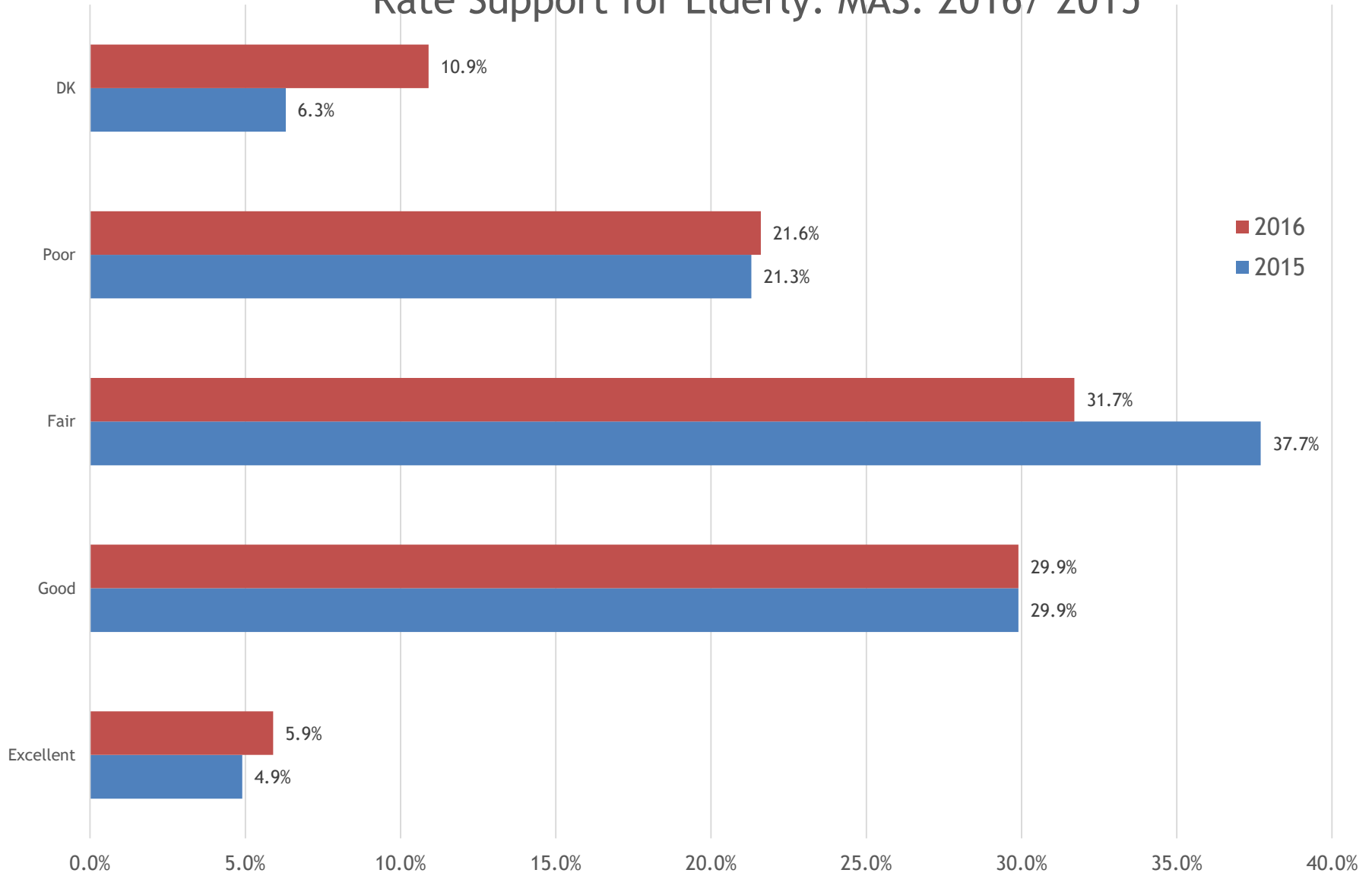


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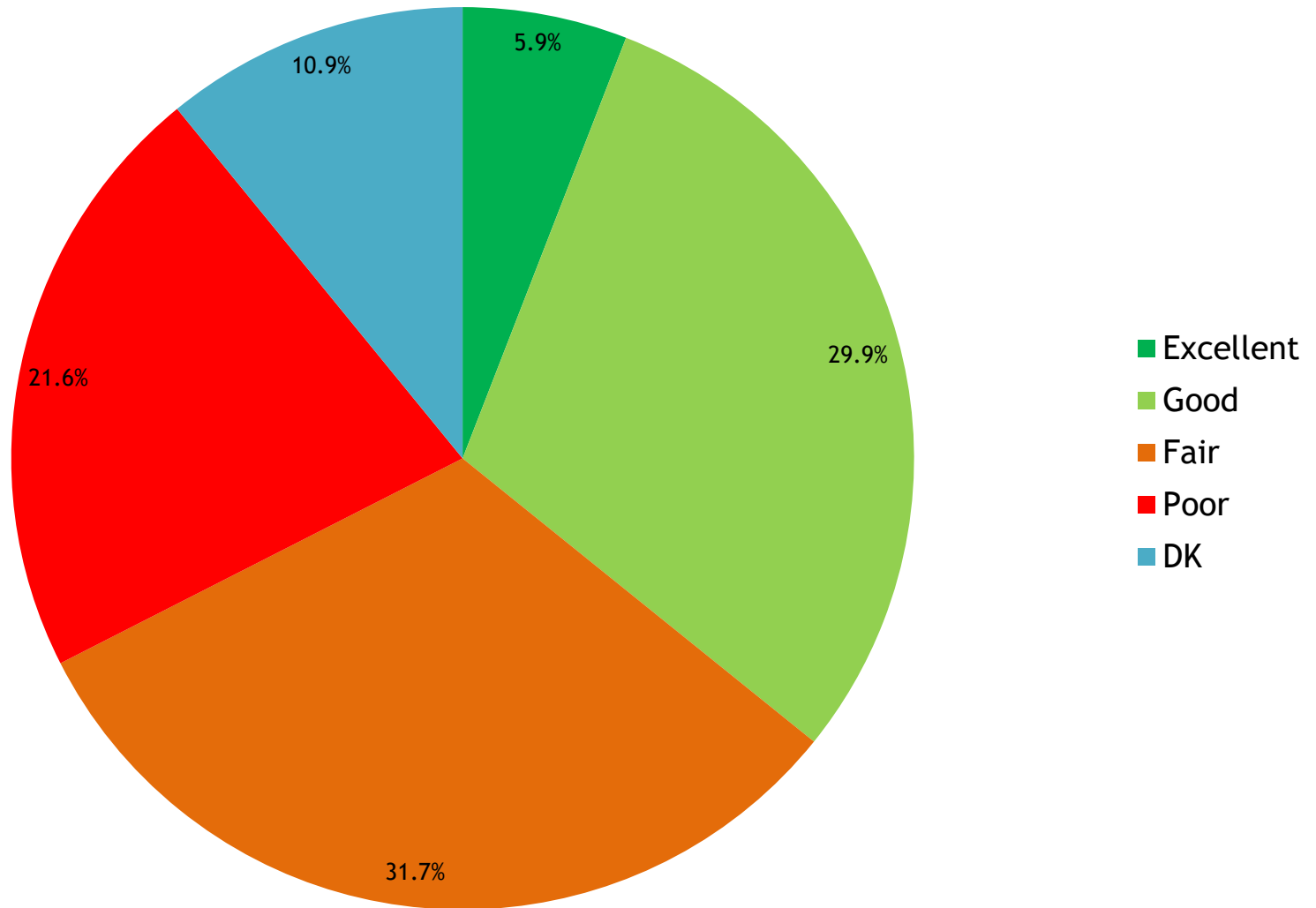
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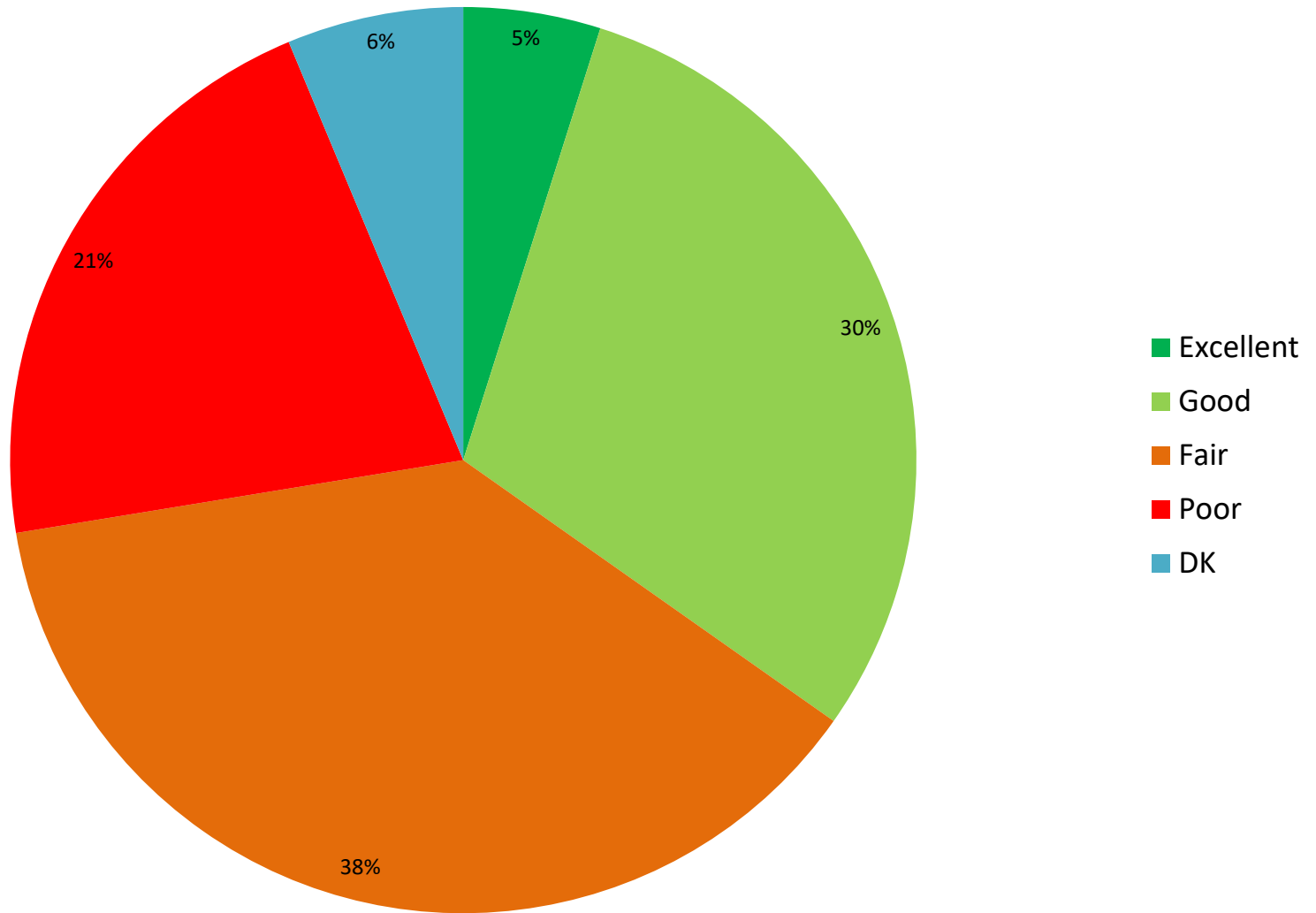
Rate Support for Elderly: MAS: 2016/ 2015



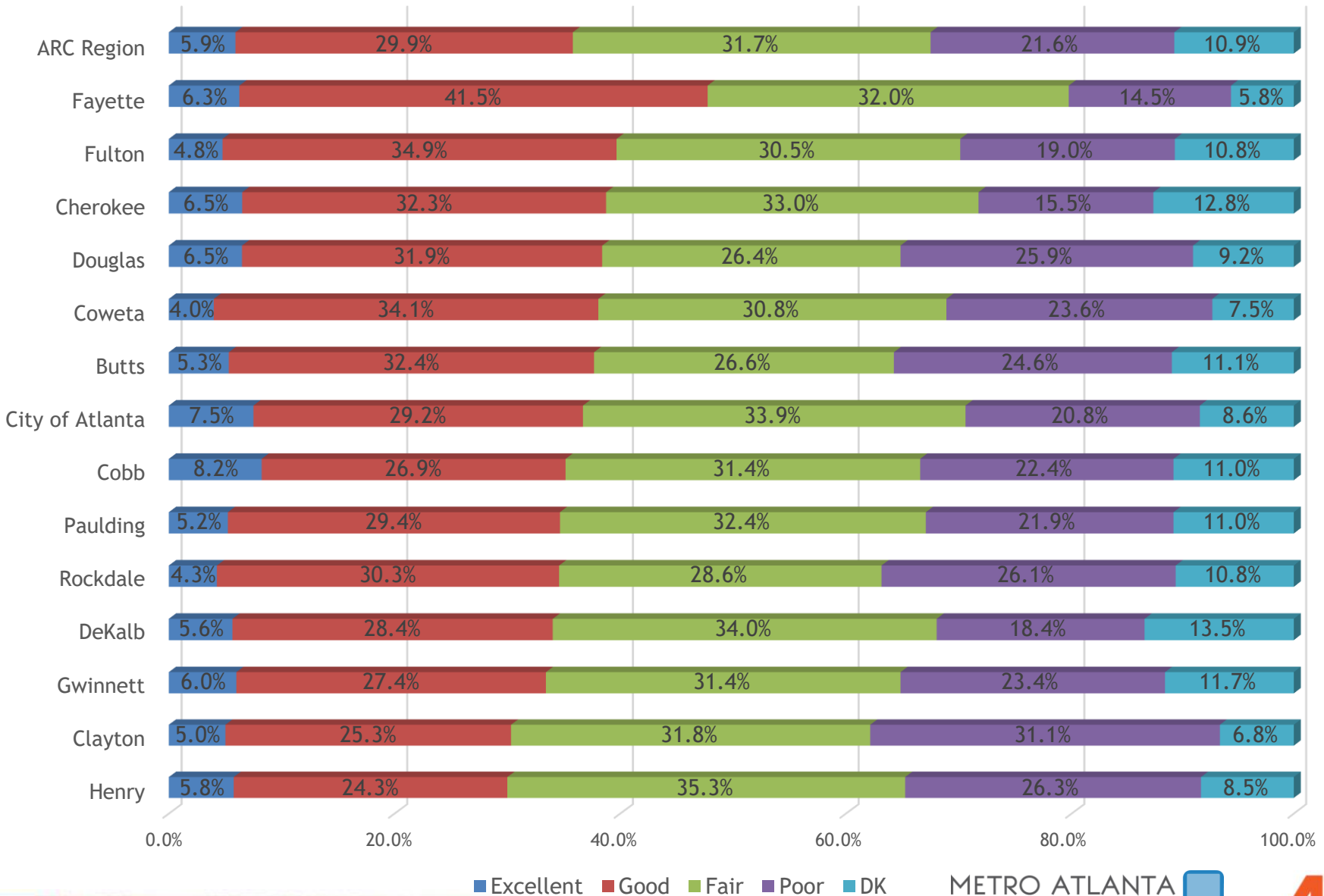
Rate Support for Elderly in Metro Atlanta?: MAS 2016



Rate Support for Elderly in Metro Atlanta?: MAS 2015

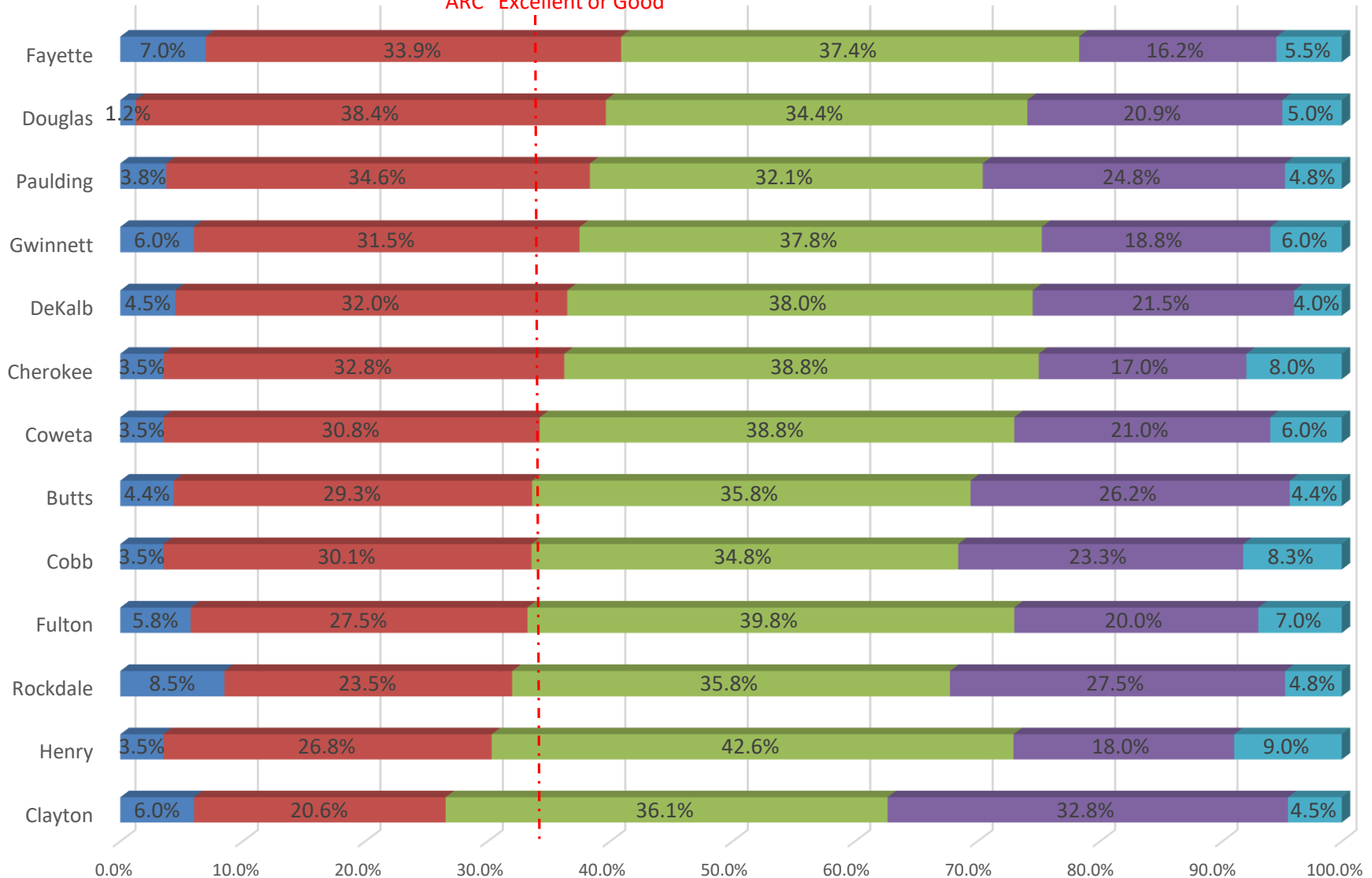


Rating Support for Elderly by County: MAS 2016



Rating Support for Elderly by County: MAS 2015

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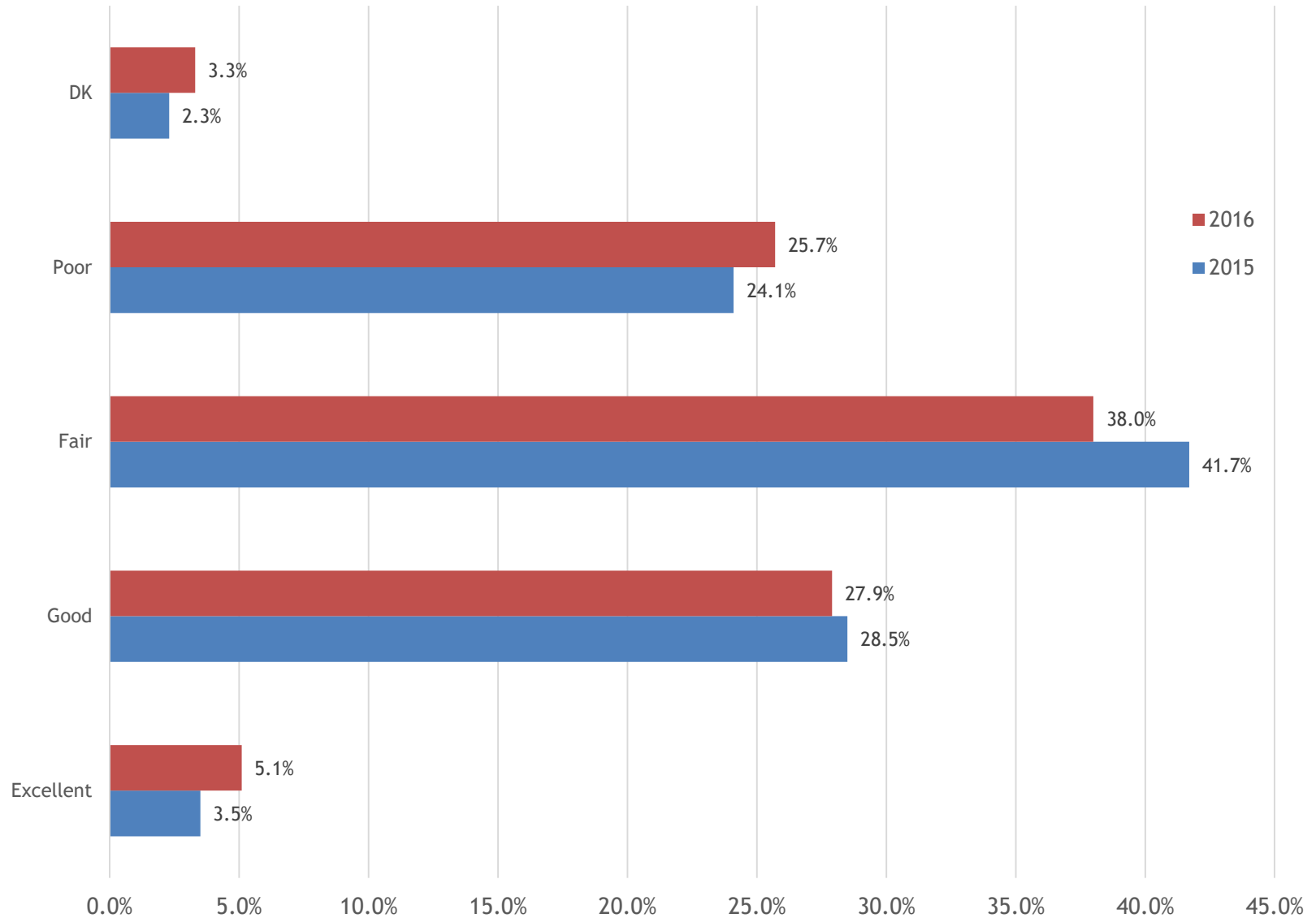
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regional impact + local relevance

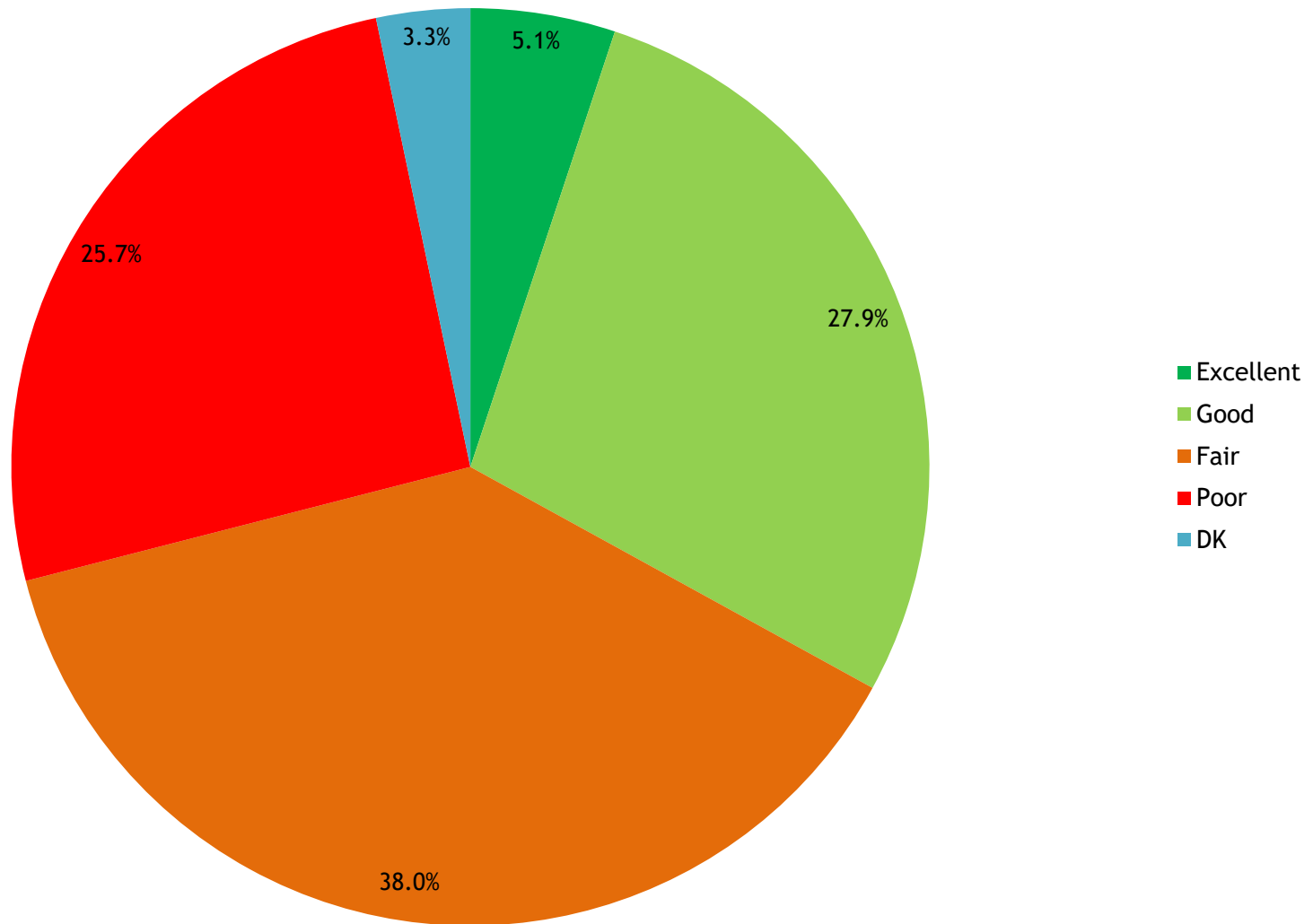
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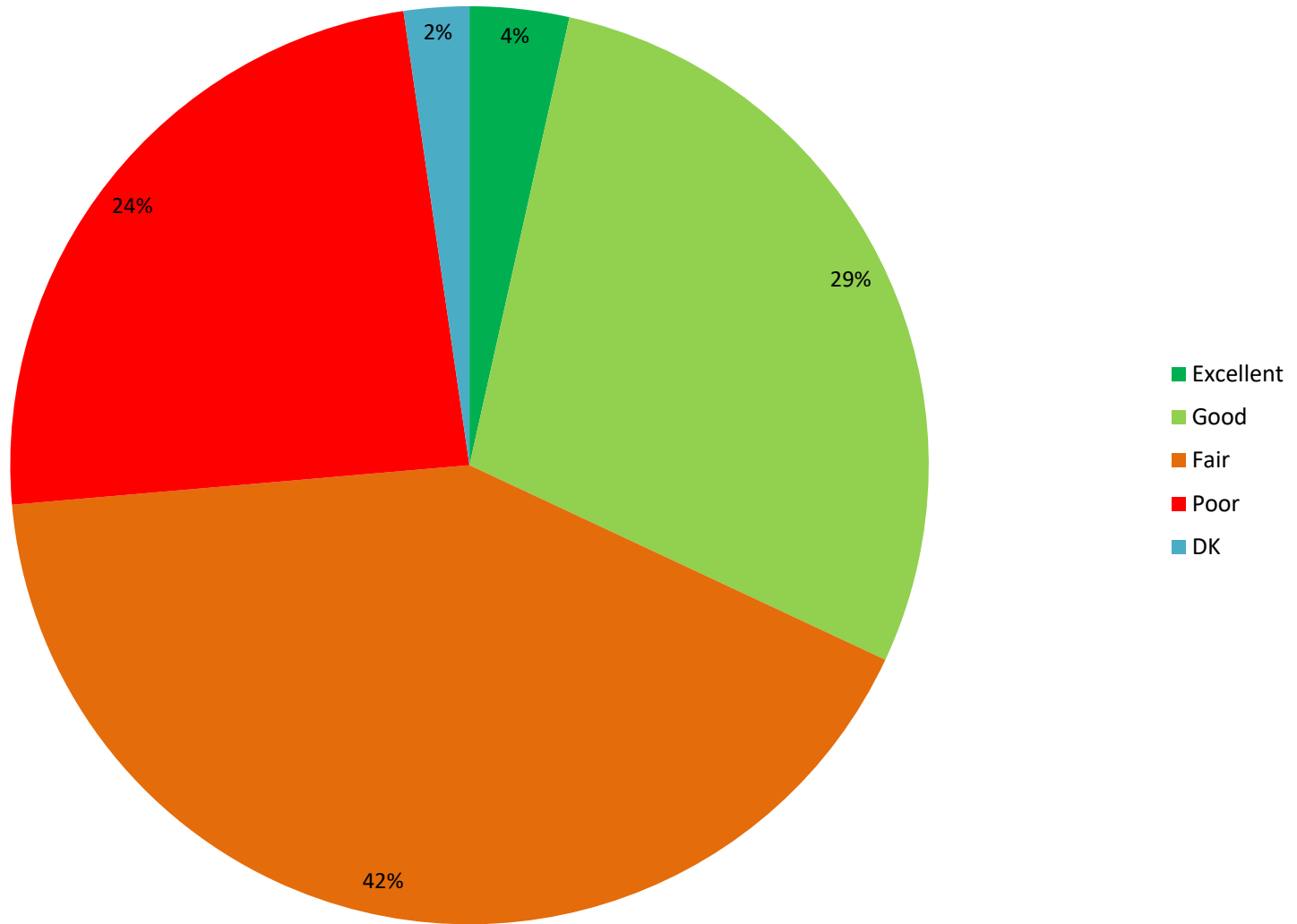
Responsiveness of Local Govts to Needs: MAS 2016 and 2015



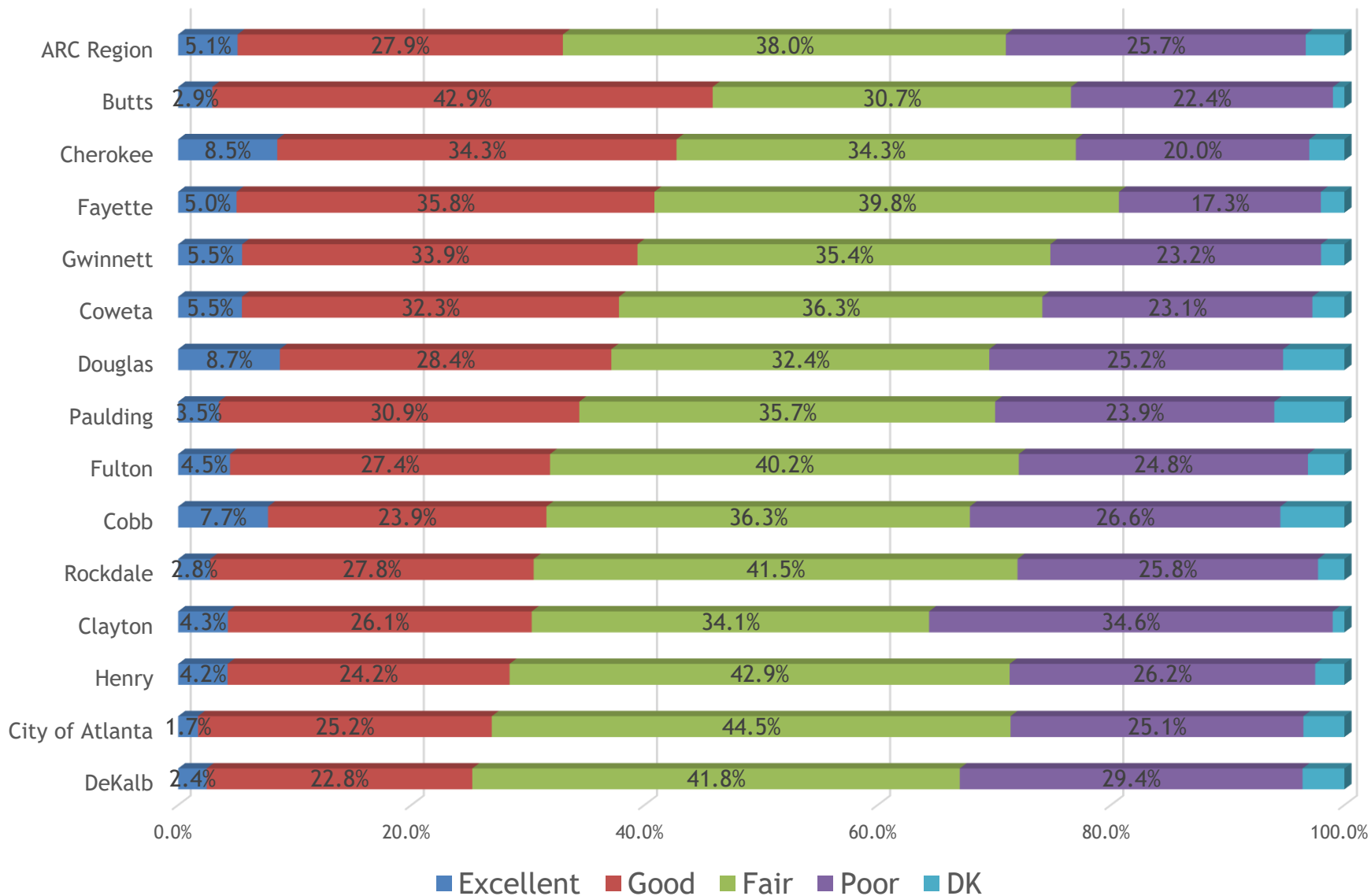
Responsiveness of Local Government to Needs?: MAS 2016



Responsiveness of Local Government to Needs?: **MAS 2015**



Responsiveness of Local Gov't to Citizen Needs by County: MAS 2016



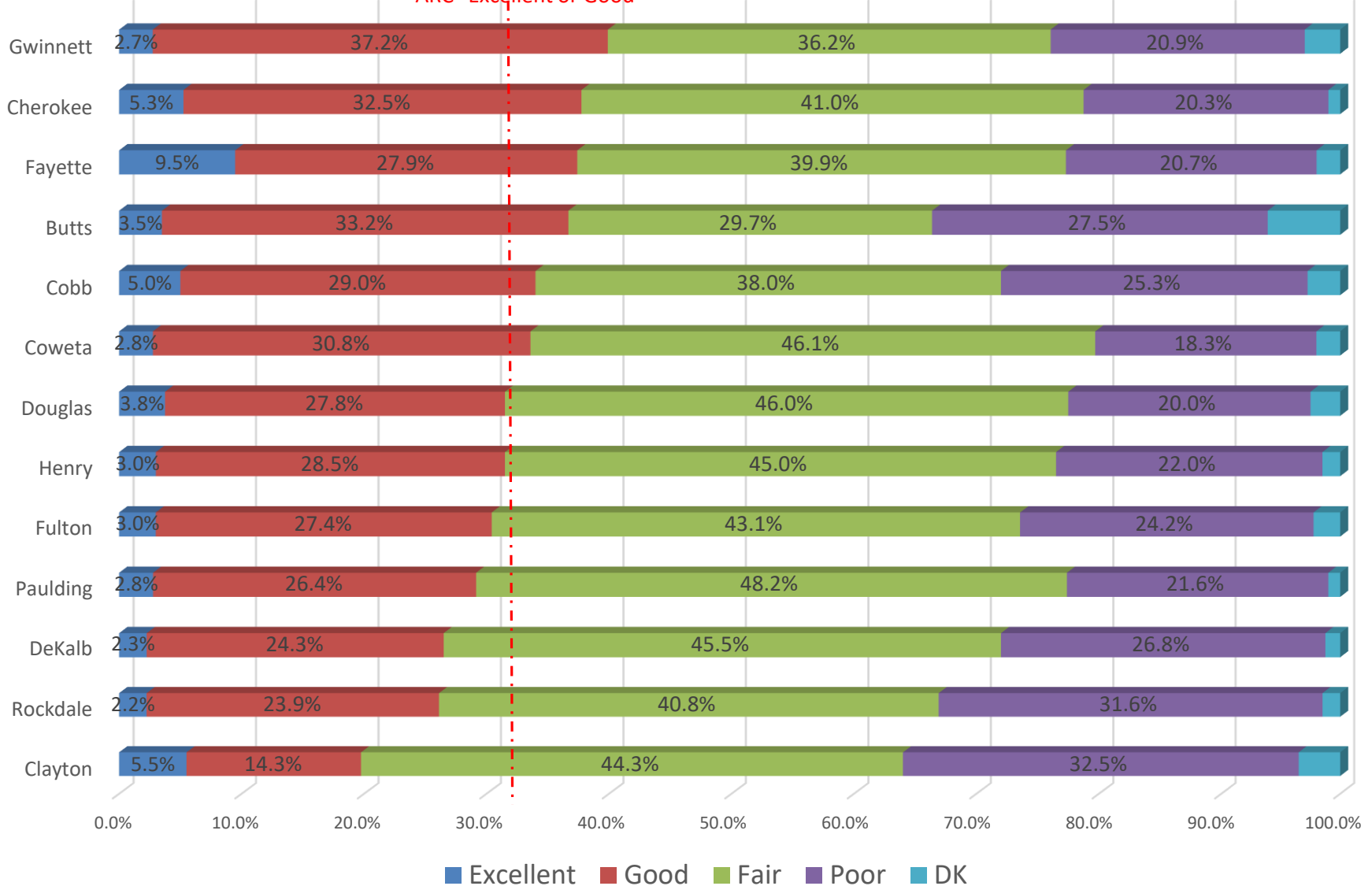
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Responsiveness of Local Gov't to Citizen Needs: MAS 2015

ARC "Excellent or Good"

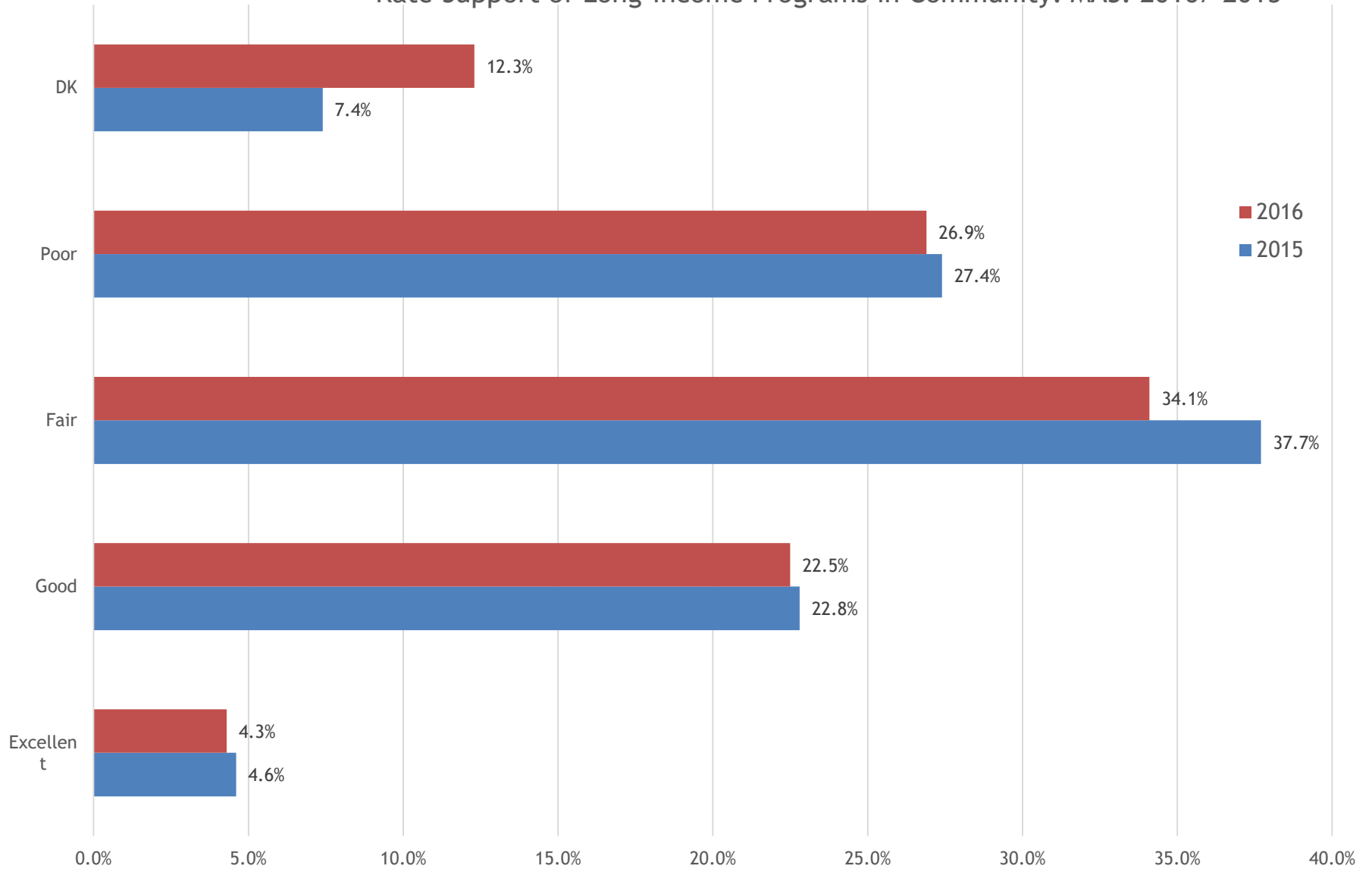


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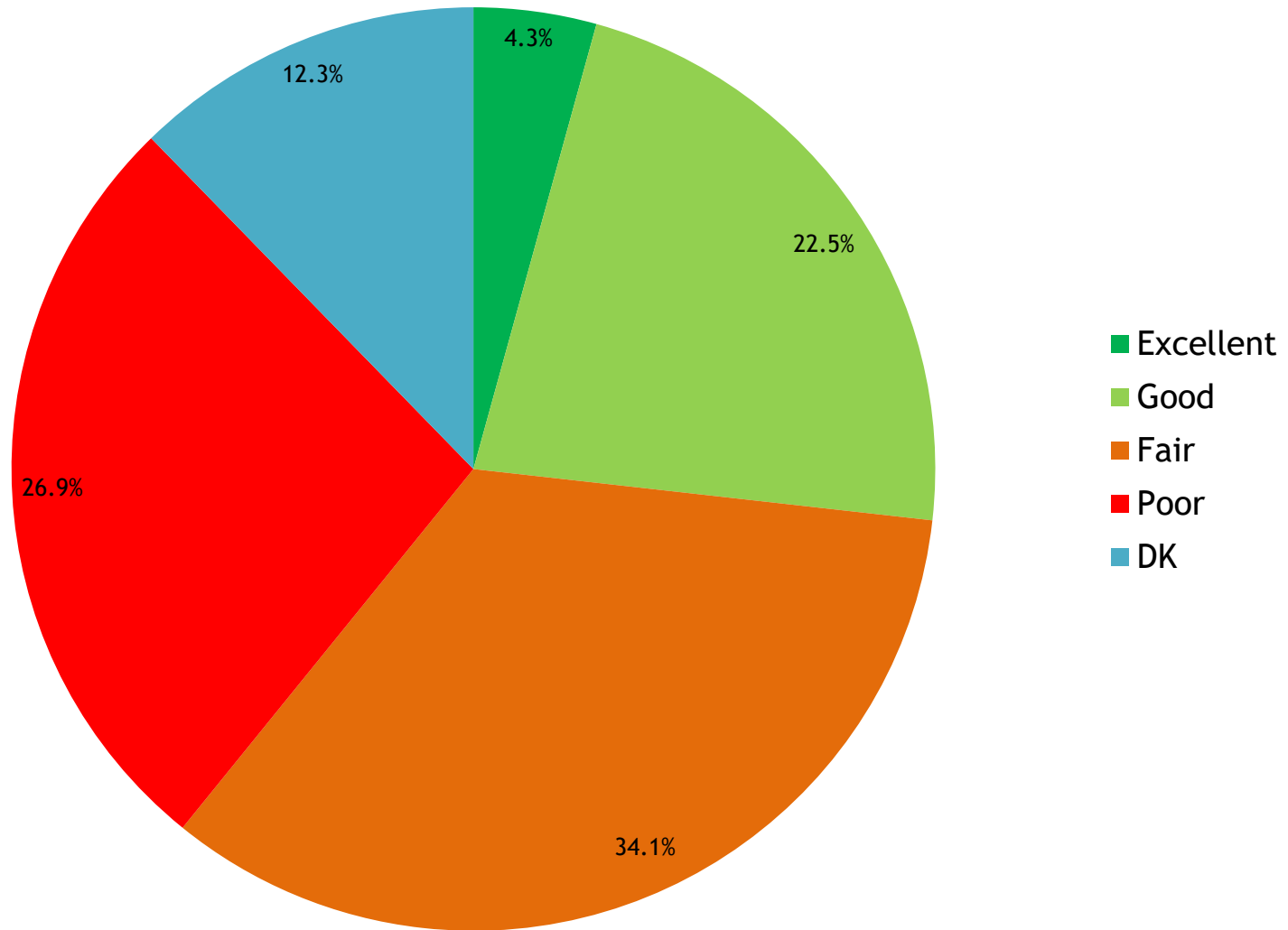
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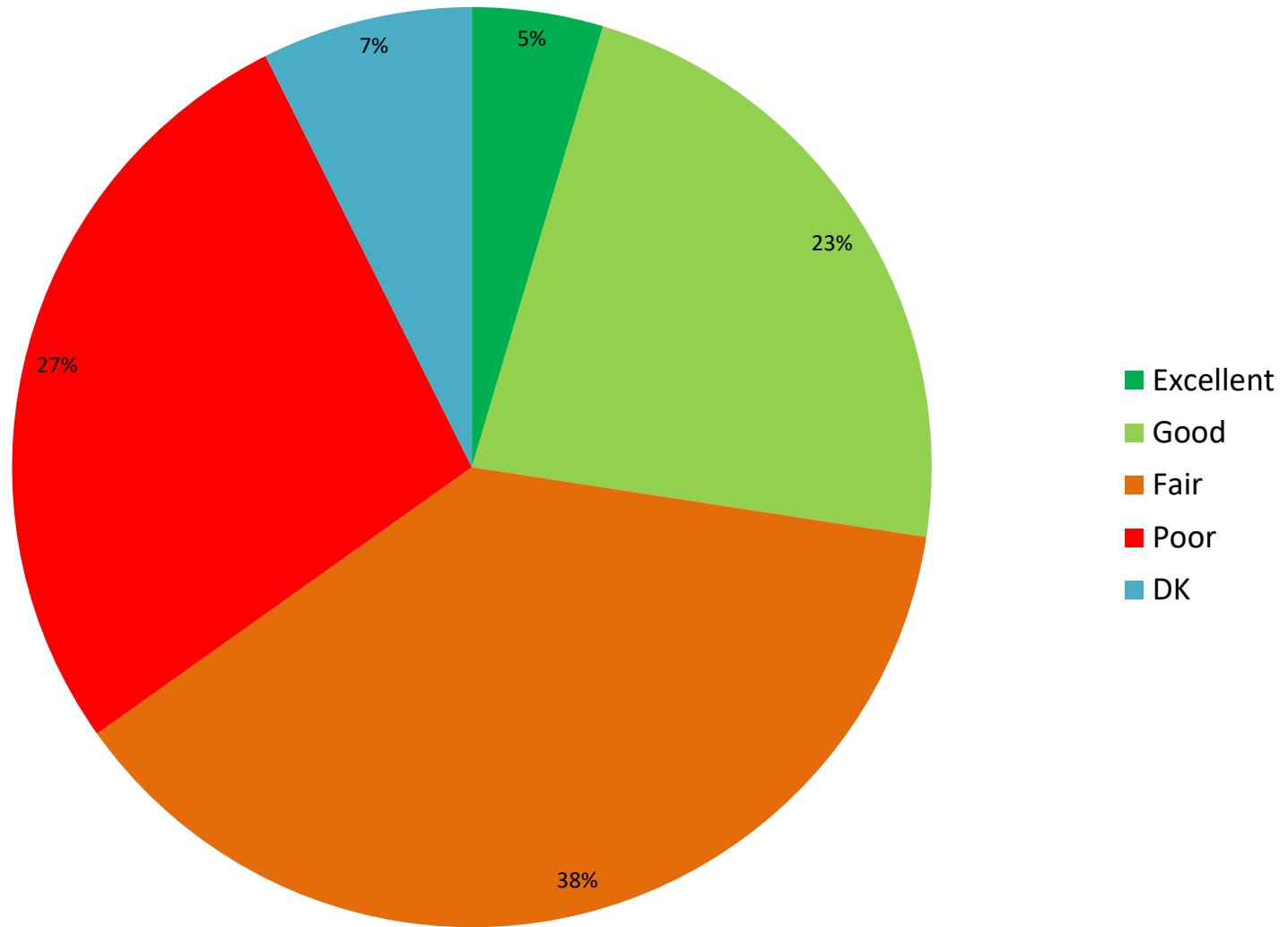
Rate Support of Long-Income Programs in Community: MAS: 2016/ 2015



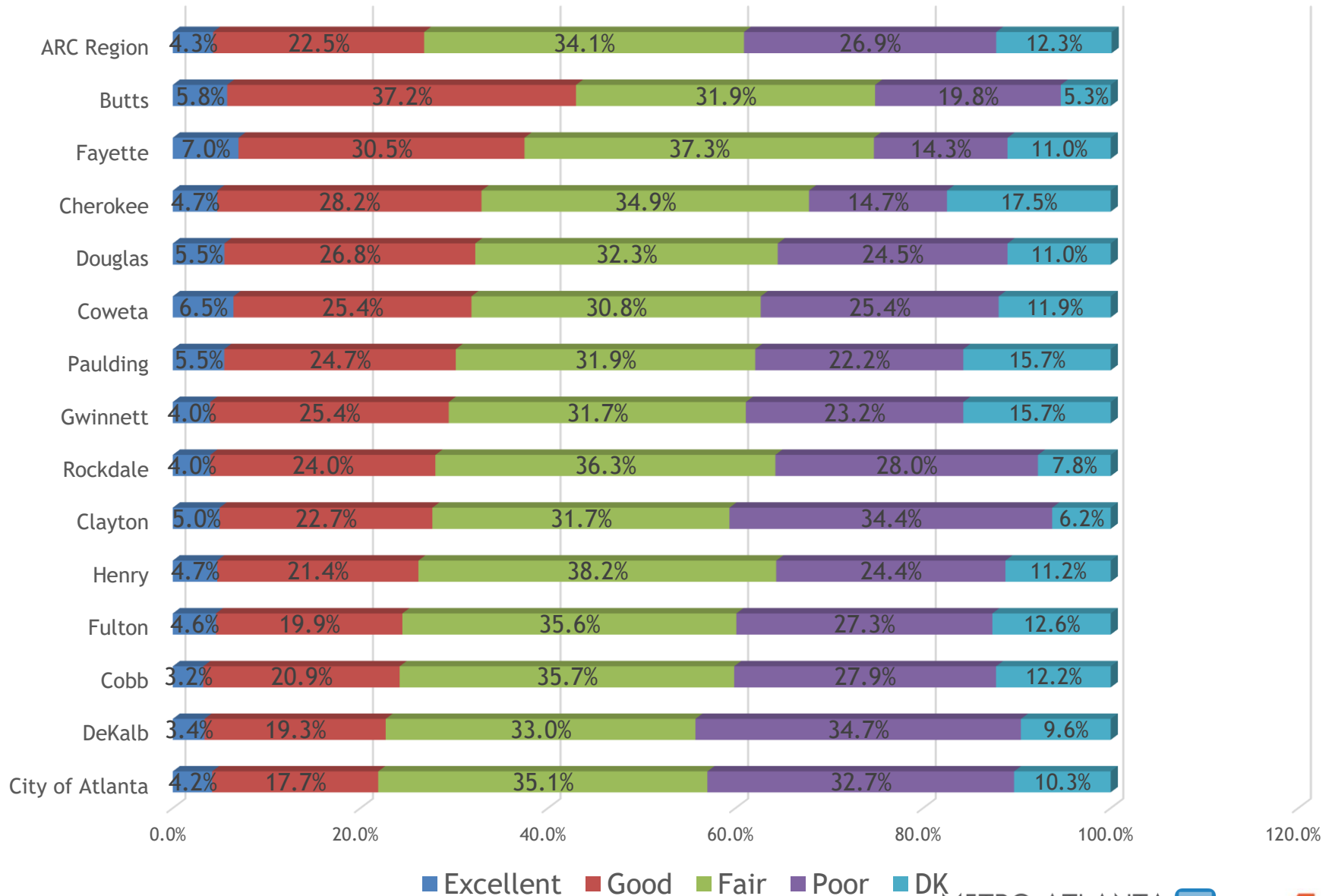
Availability of Programs for Low-Income in Metro Atlanta?: MAS 2016



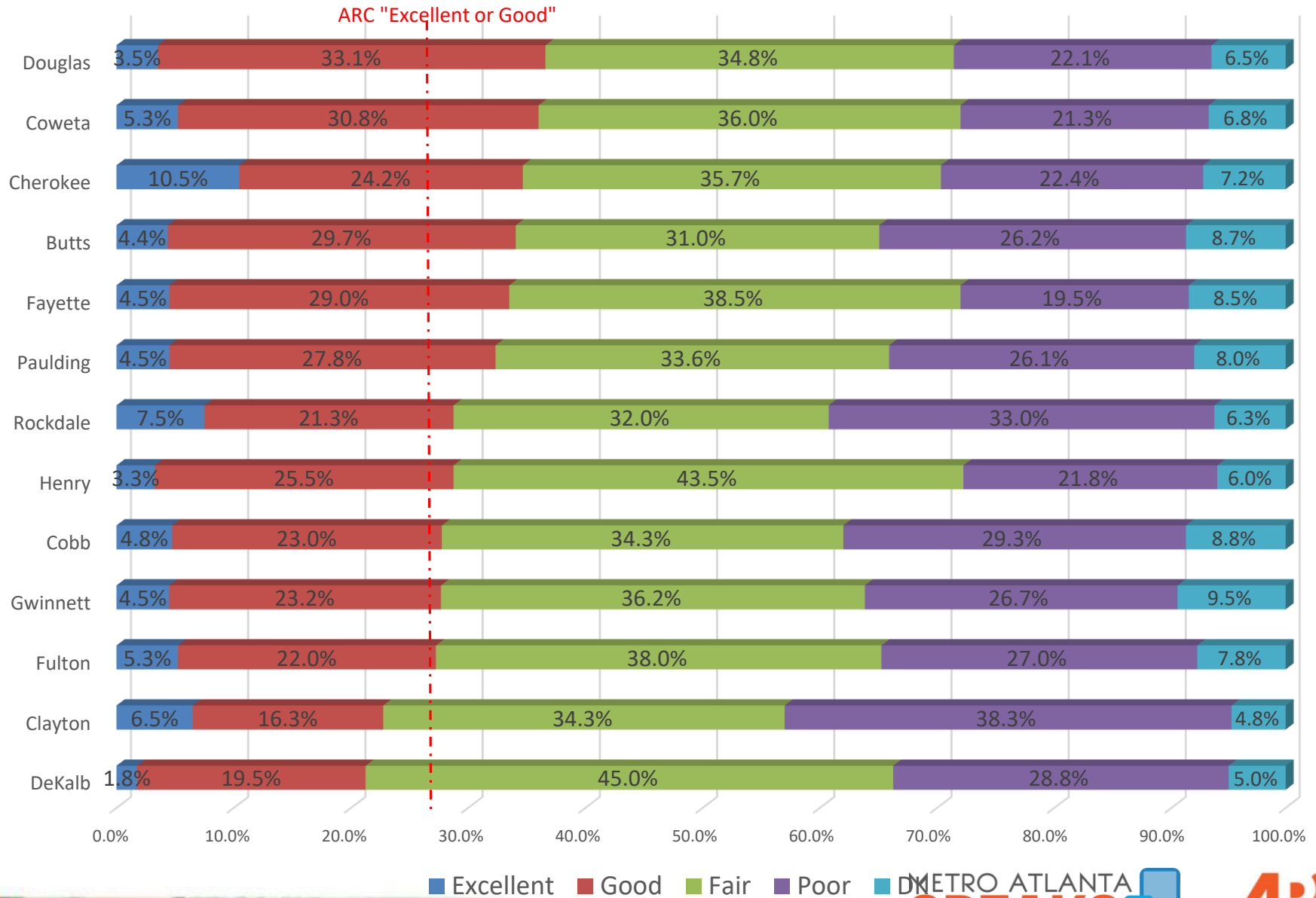
Availability of Programs for Low-Income in Metro Atlanta?: MAS 2015



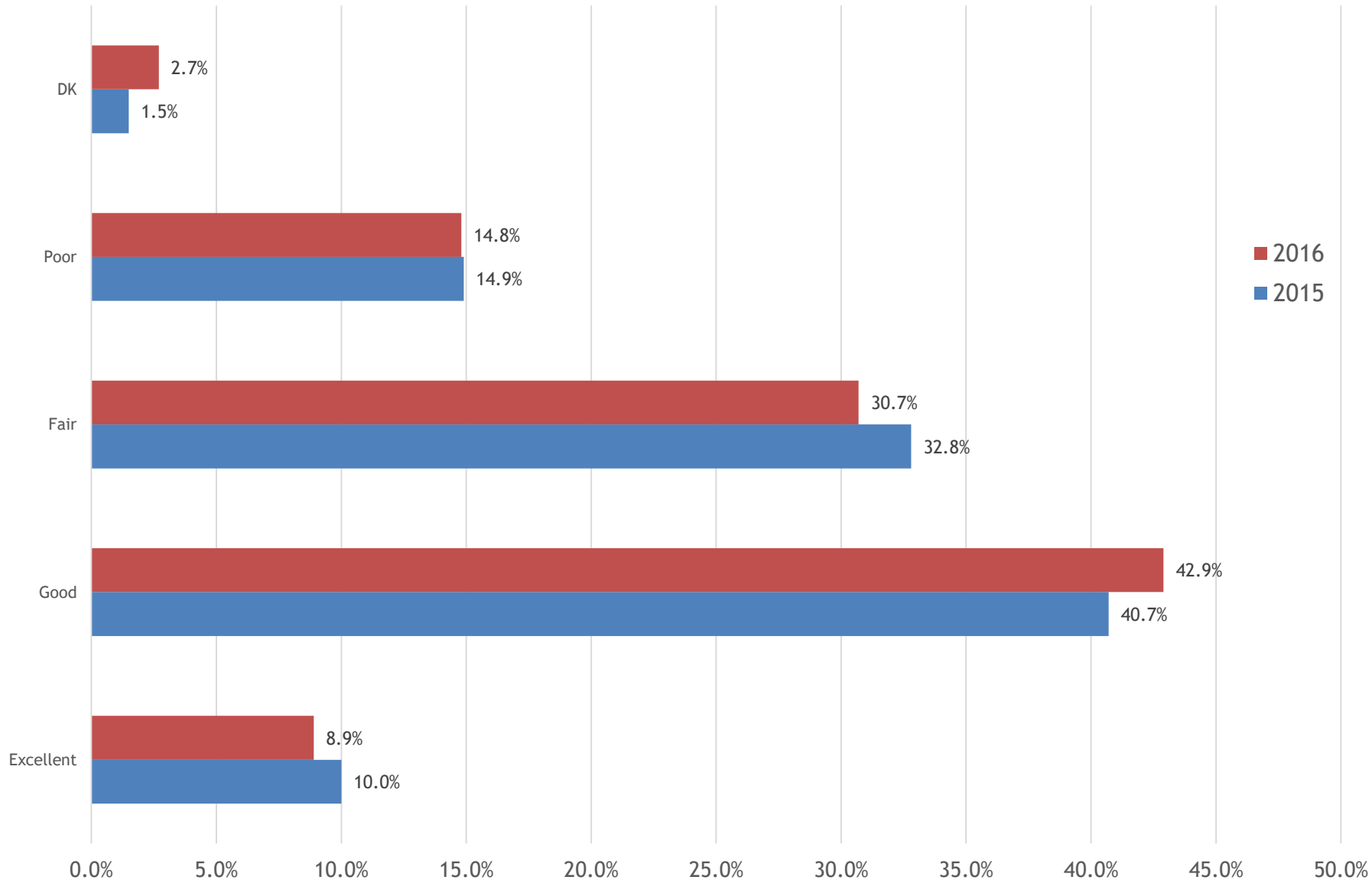
Rate Availability of Programs to Low-Income by County: MAS 2016



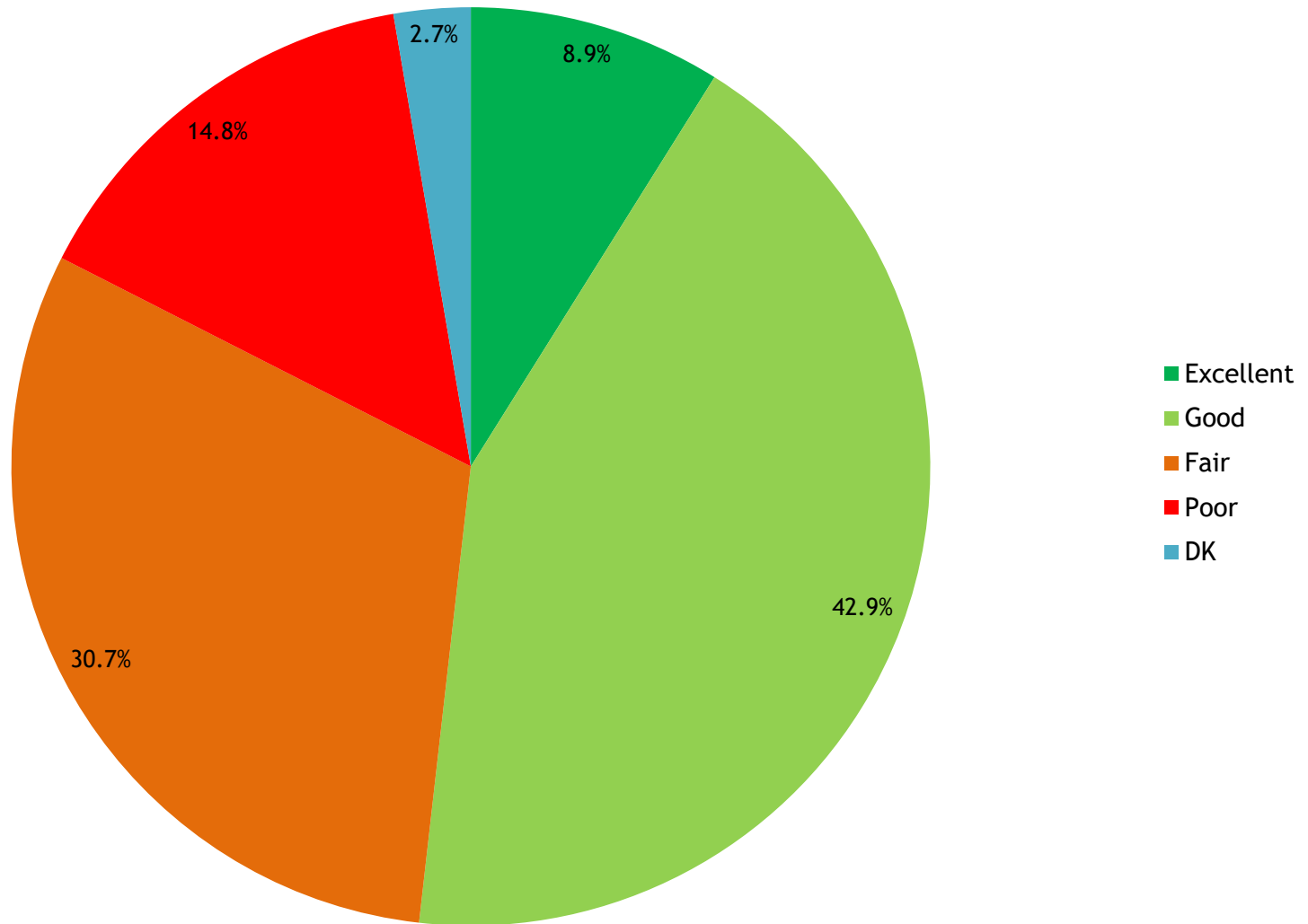
Rate Availability of Programs to Low-Income by County: MAS 2015



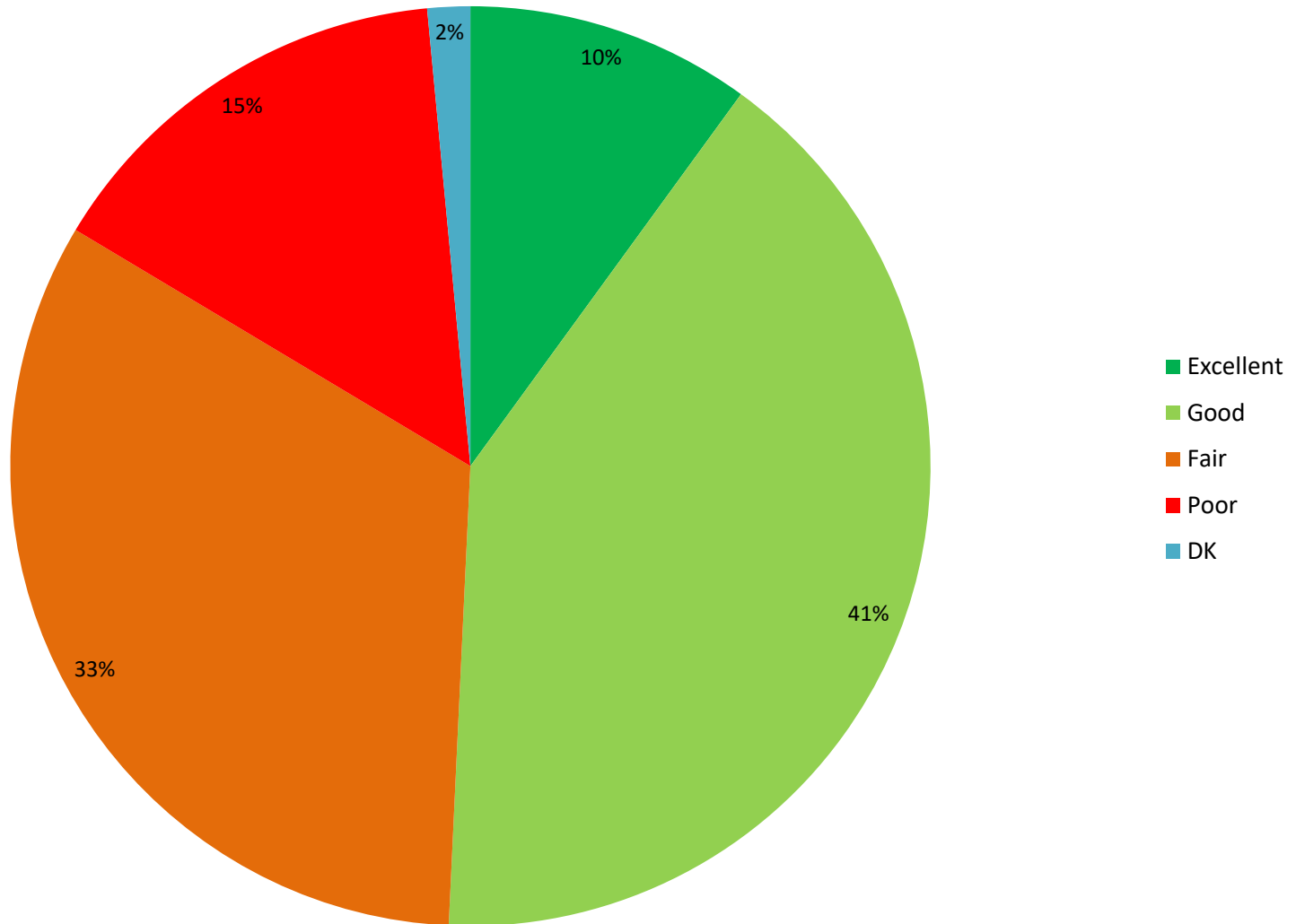
Rate Metro Atlanta as Place to Raise Kids: MAS: 2016/ 2015



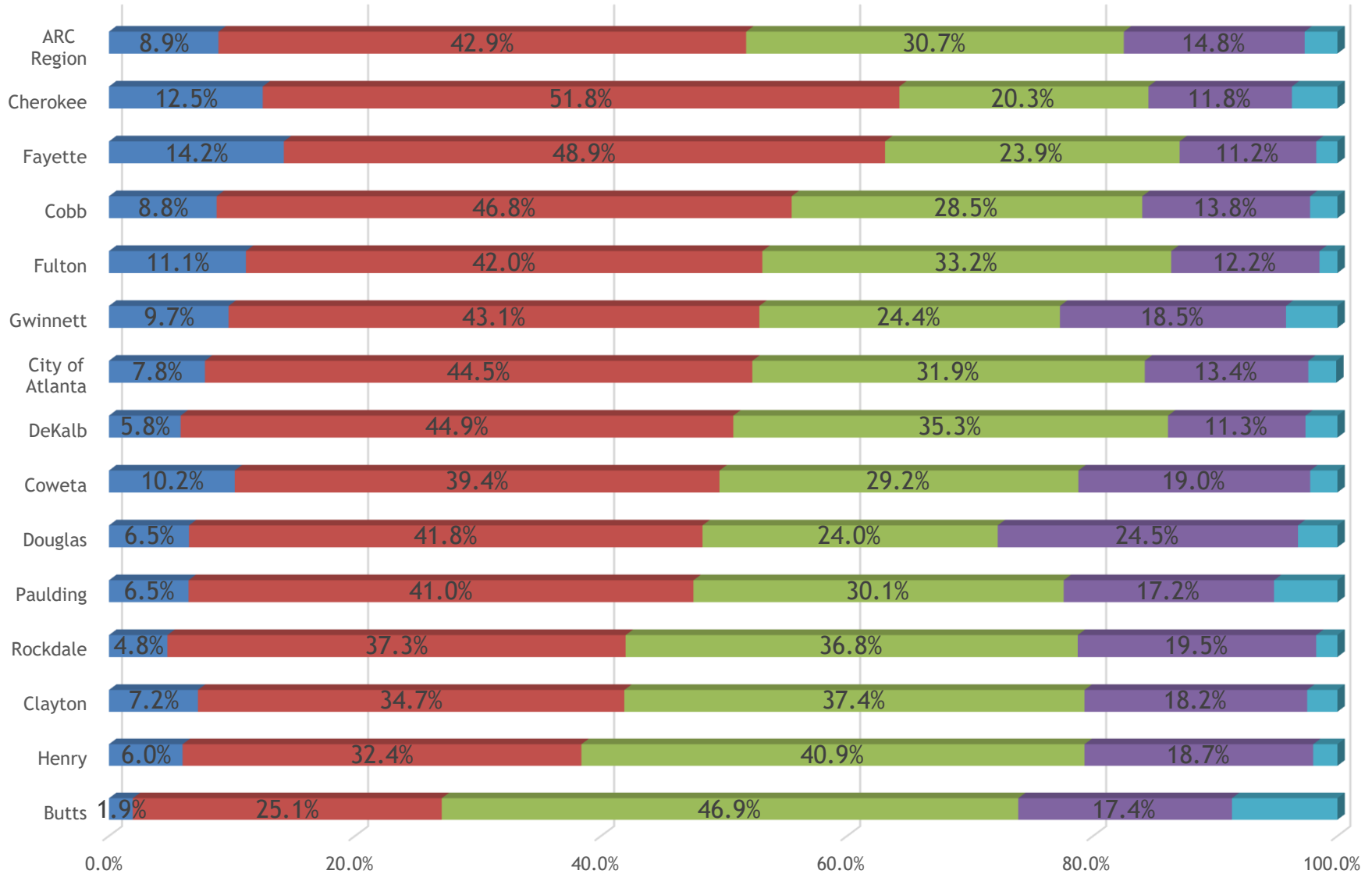
Rate Metro Atlanta as Place to Raise Kids: MAS 2016



Rate Metro Atlanta as Place to Raise Kids: MAS 2015



Rate Metro Atlanta as Place to Raise Kids by County: MAS 2016



■ Excellent ■ Good ■ Fair ■ Poor ■ DK

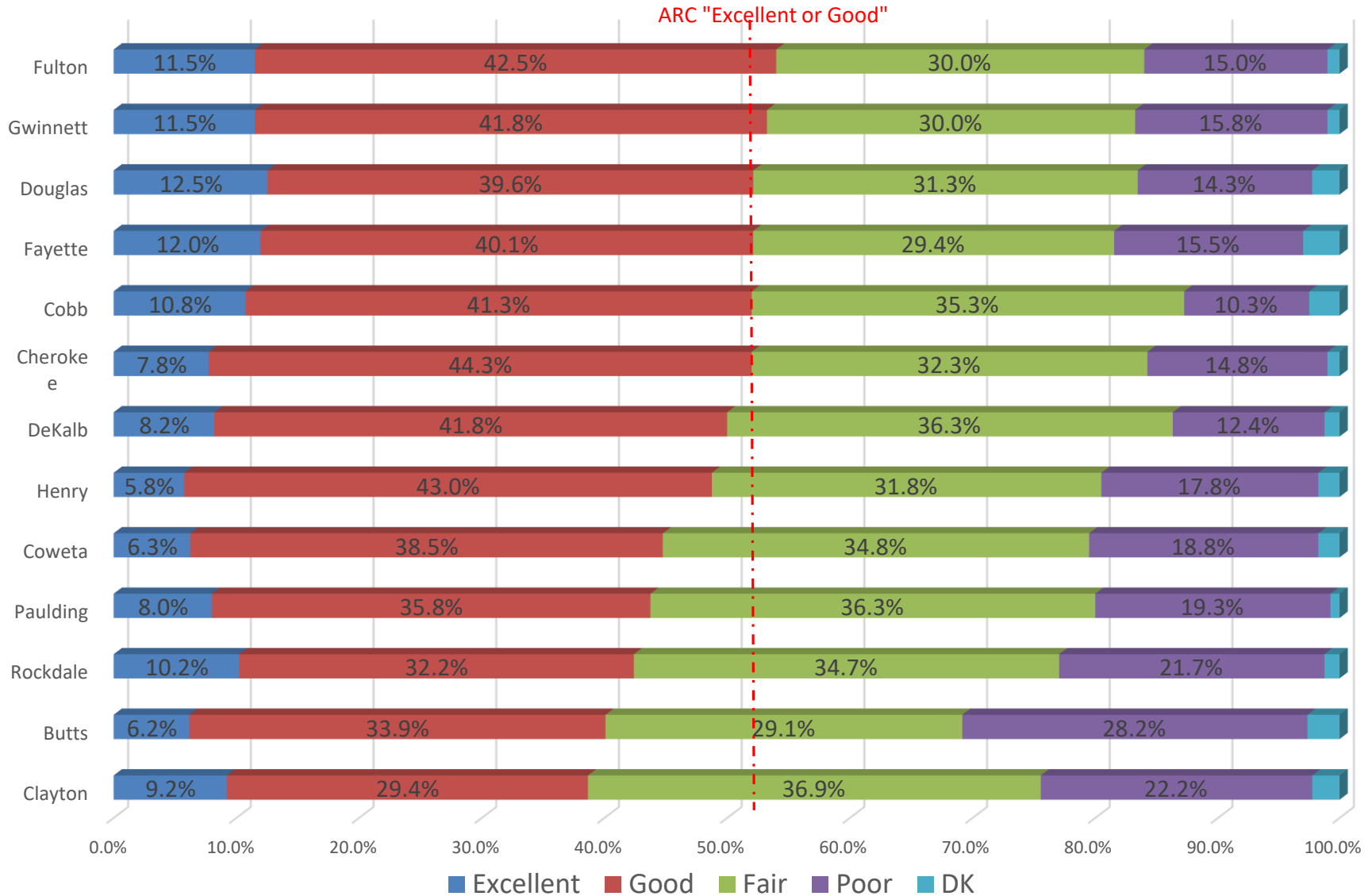


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Rate Metro Atlanta as Place to Raise Kids by County: MAS 2015

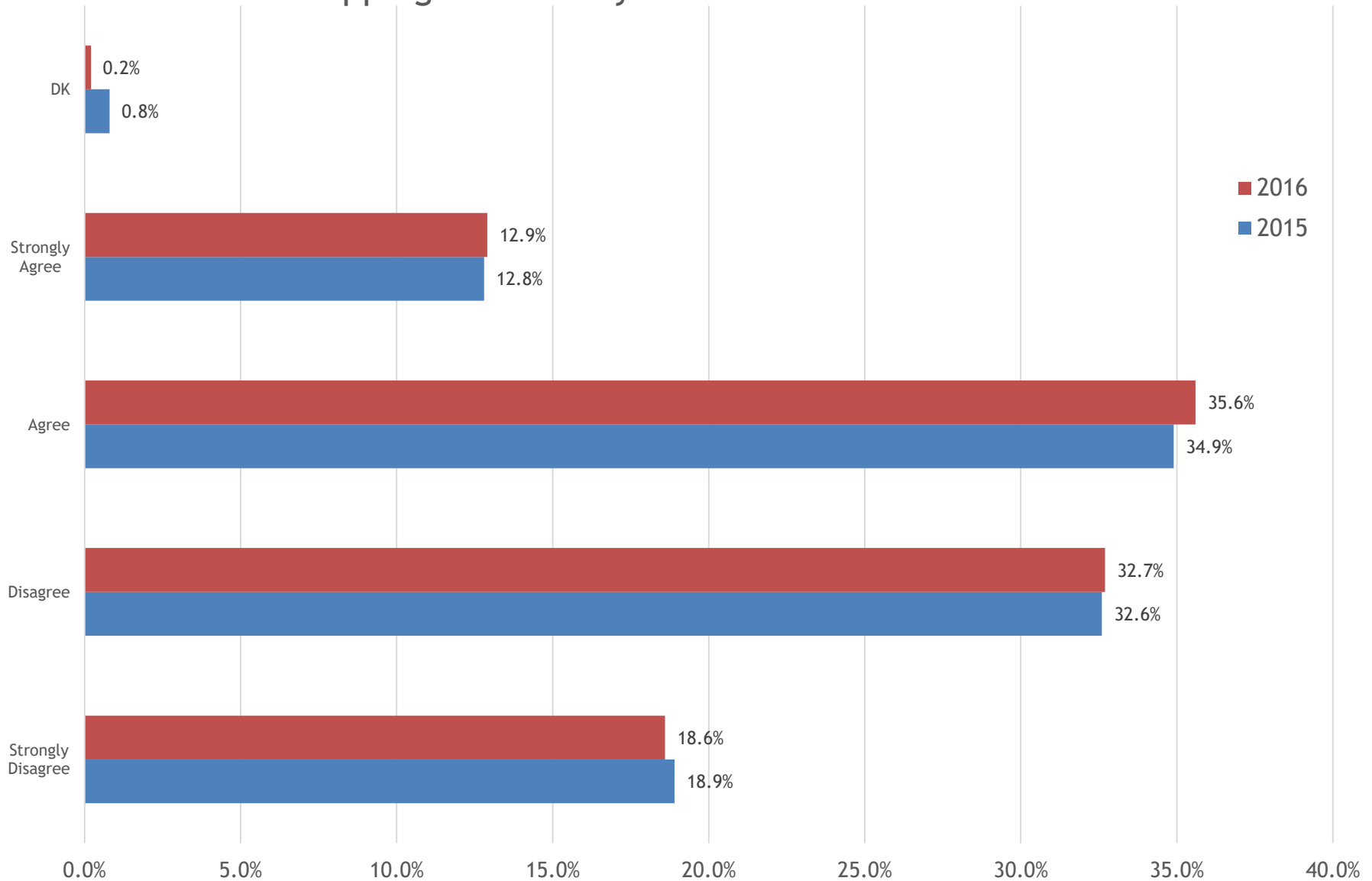


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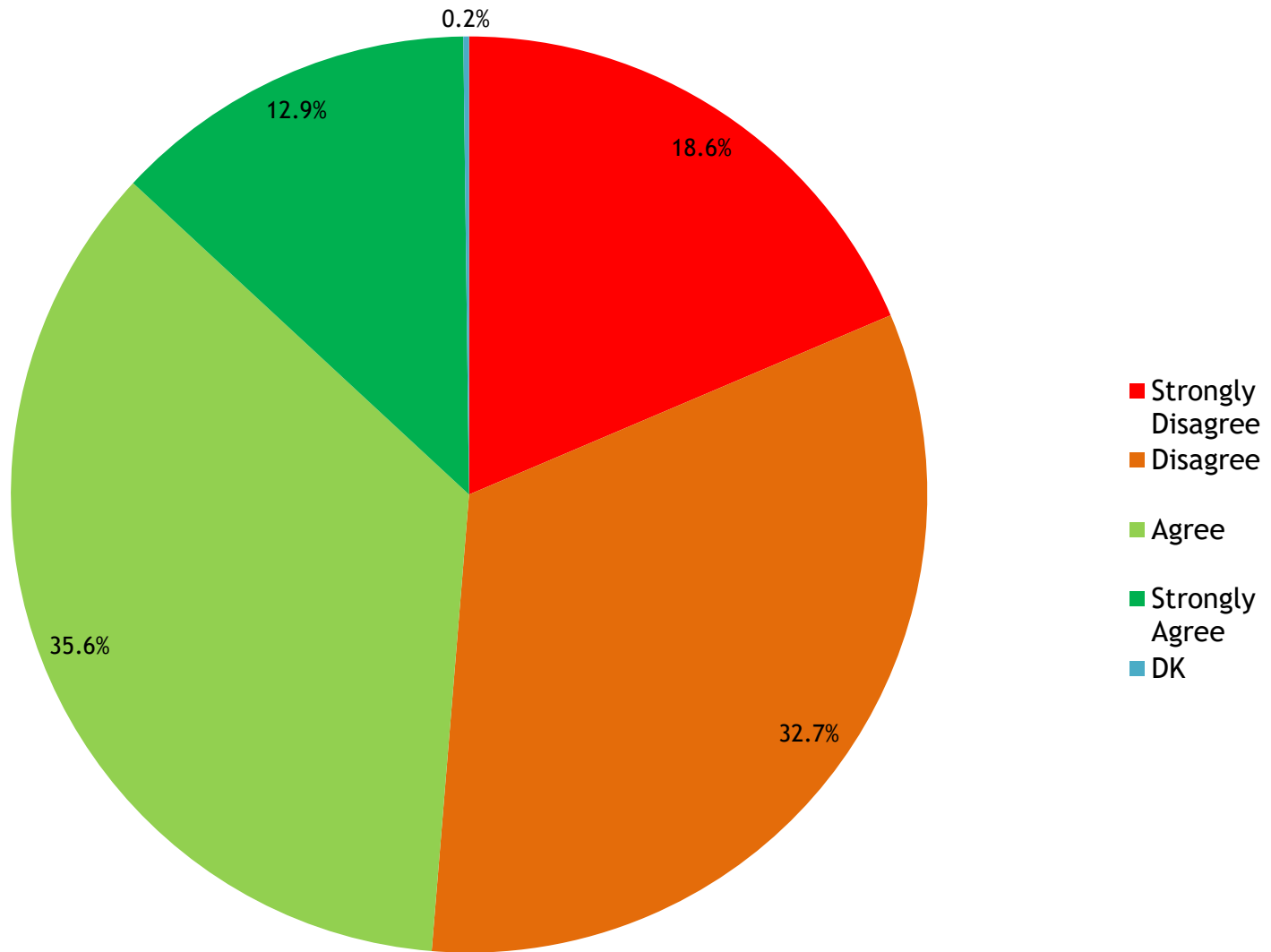
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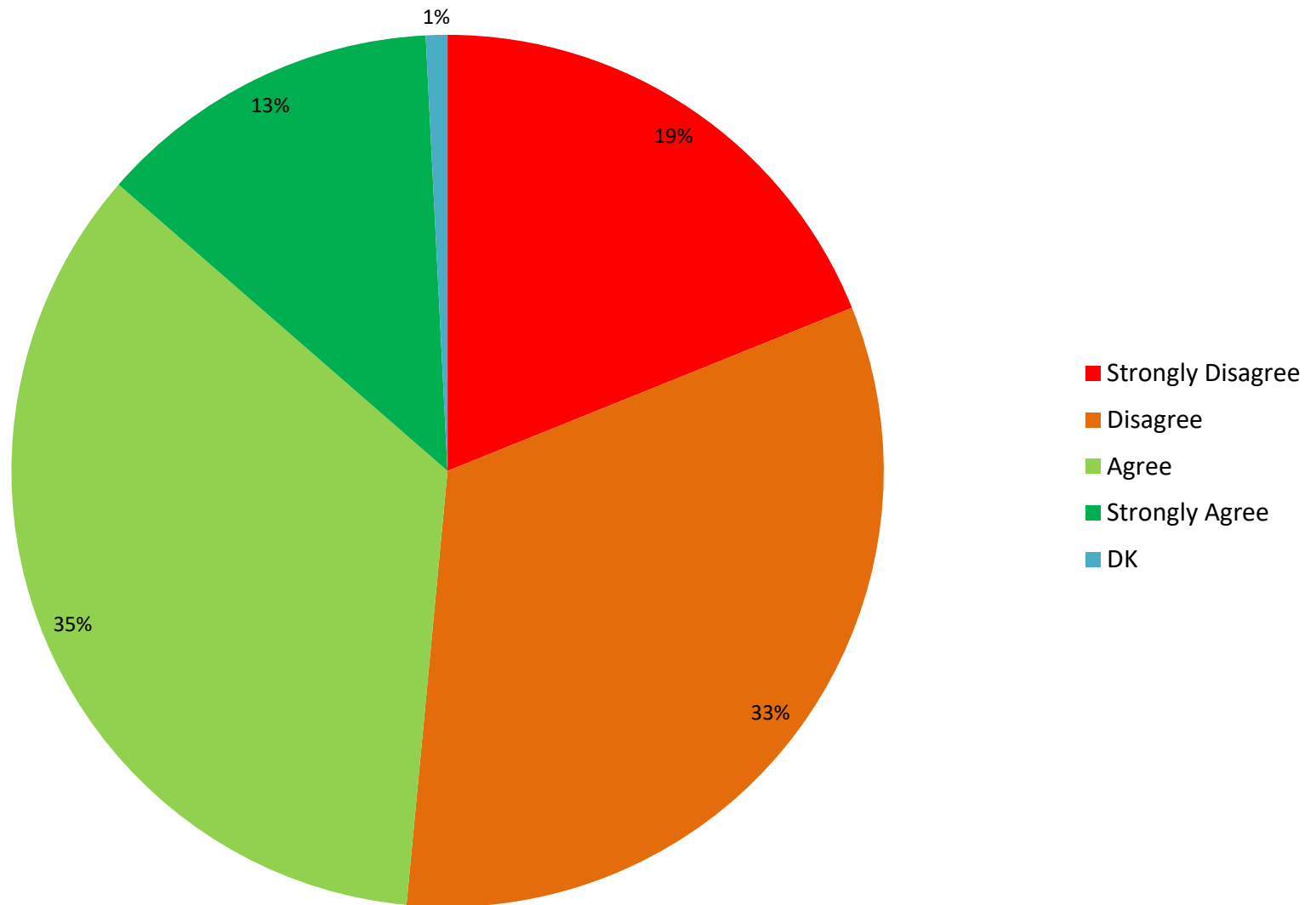
Shopping Within Easy Distance of Home?: MAS: 2016/ 2015



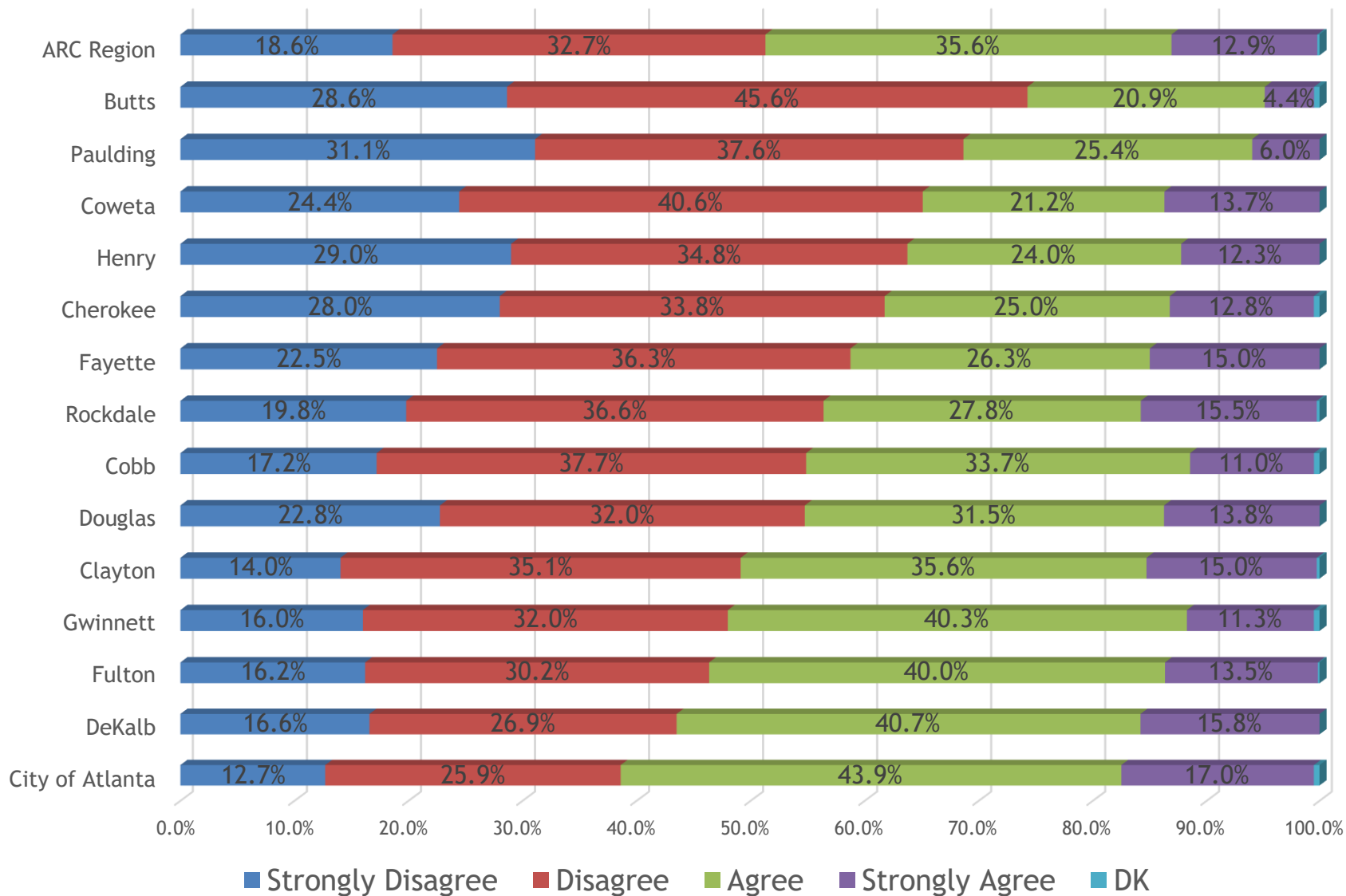
Shopping Within Easy Distance of Home?: MAS 2016



Shopping Within Easy Distance of Home?: **MAS 2015**



Shopping Within Easy Walking Distance of My N'Hood?: MAS 2016

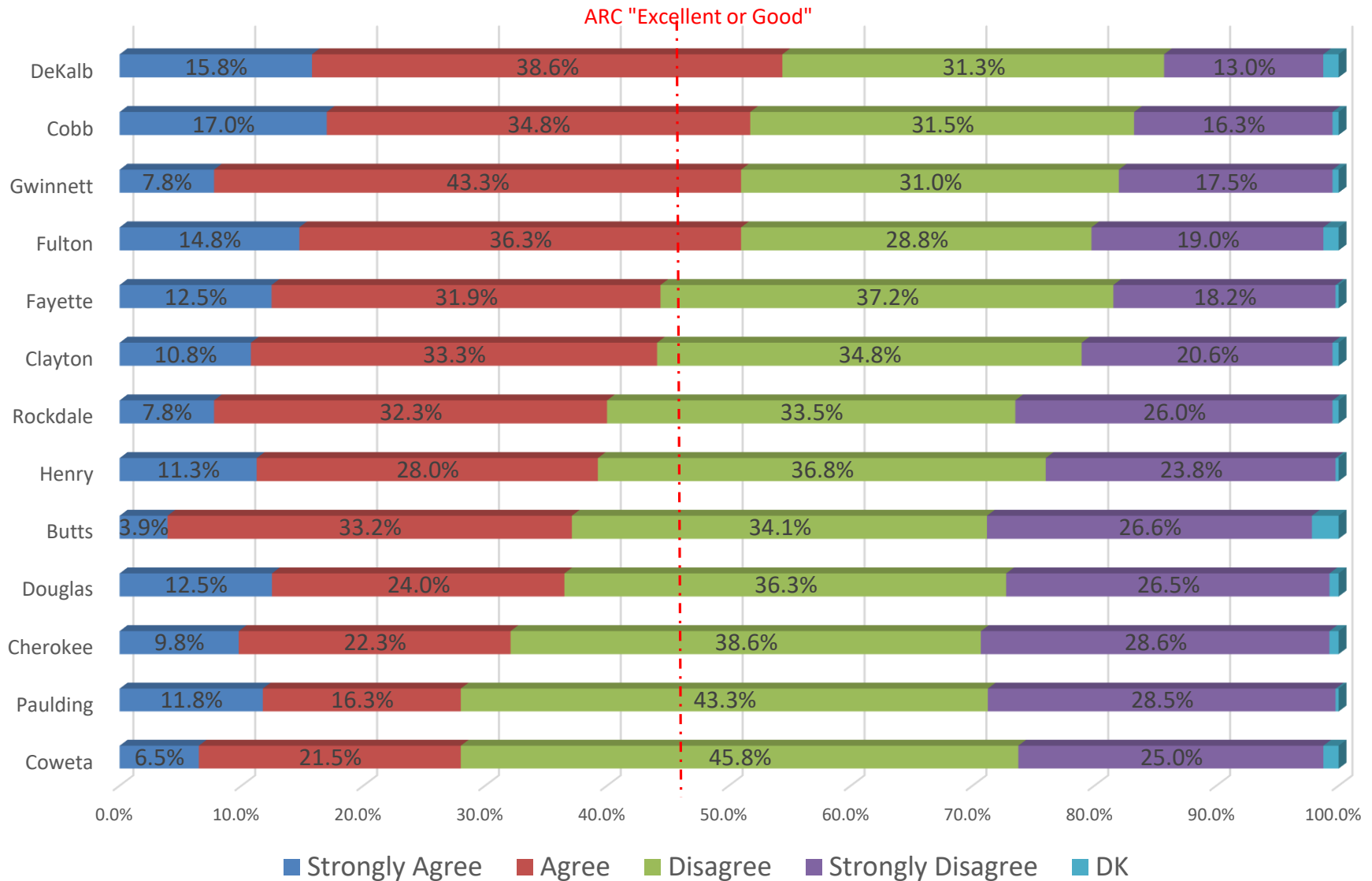


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Shopping Within Easy Walking Distance of My N'Hood?: MAS 2015

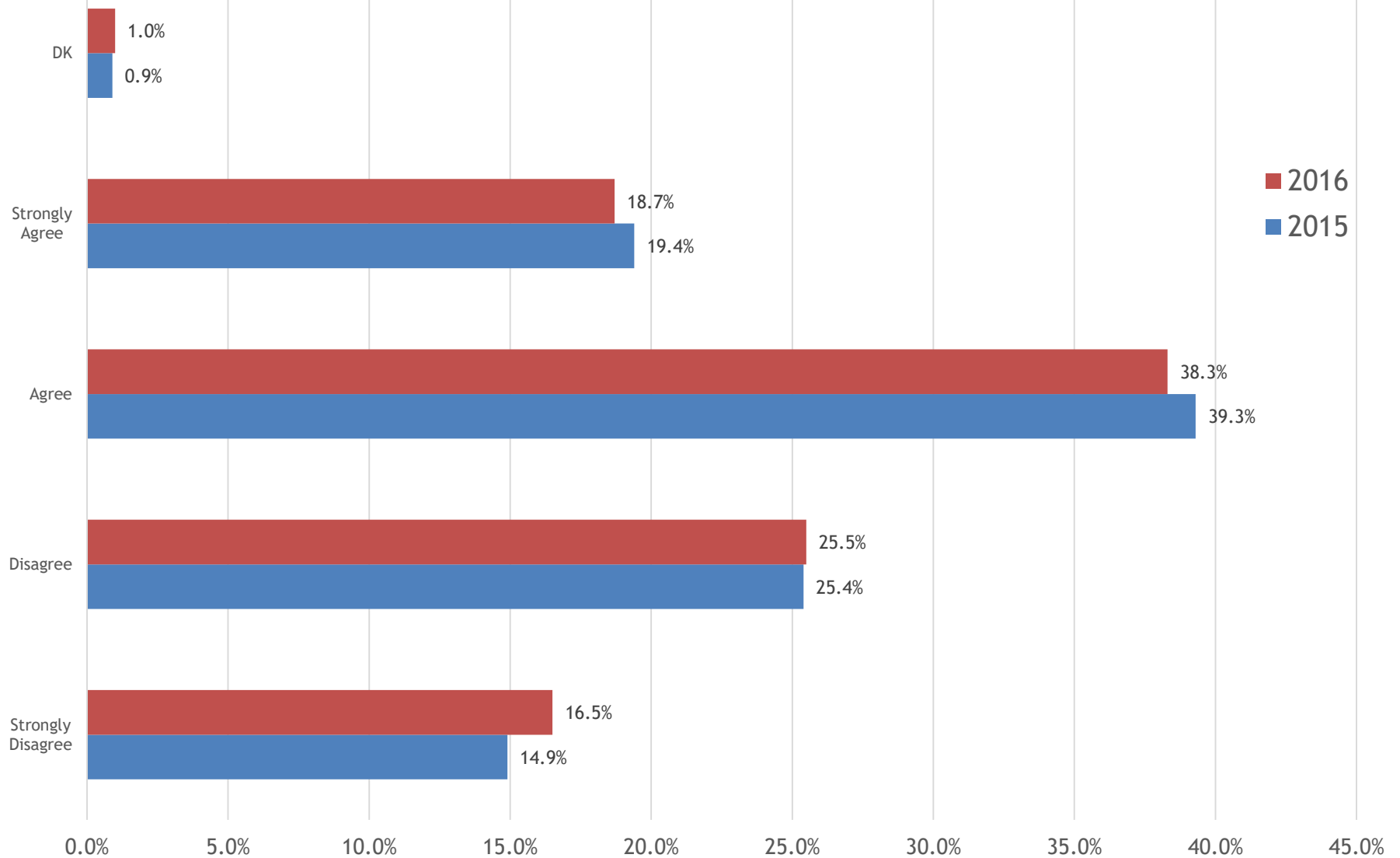


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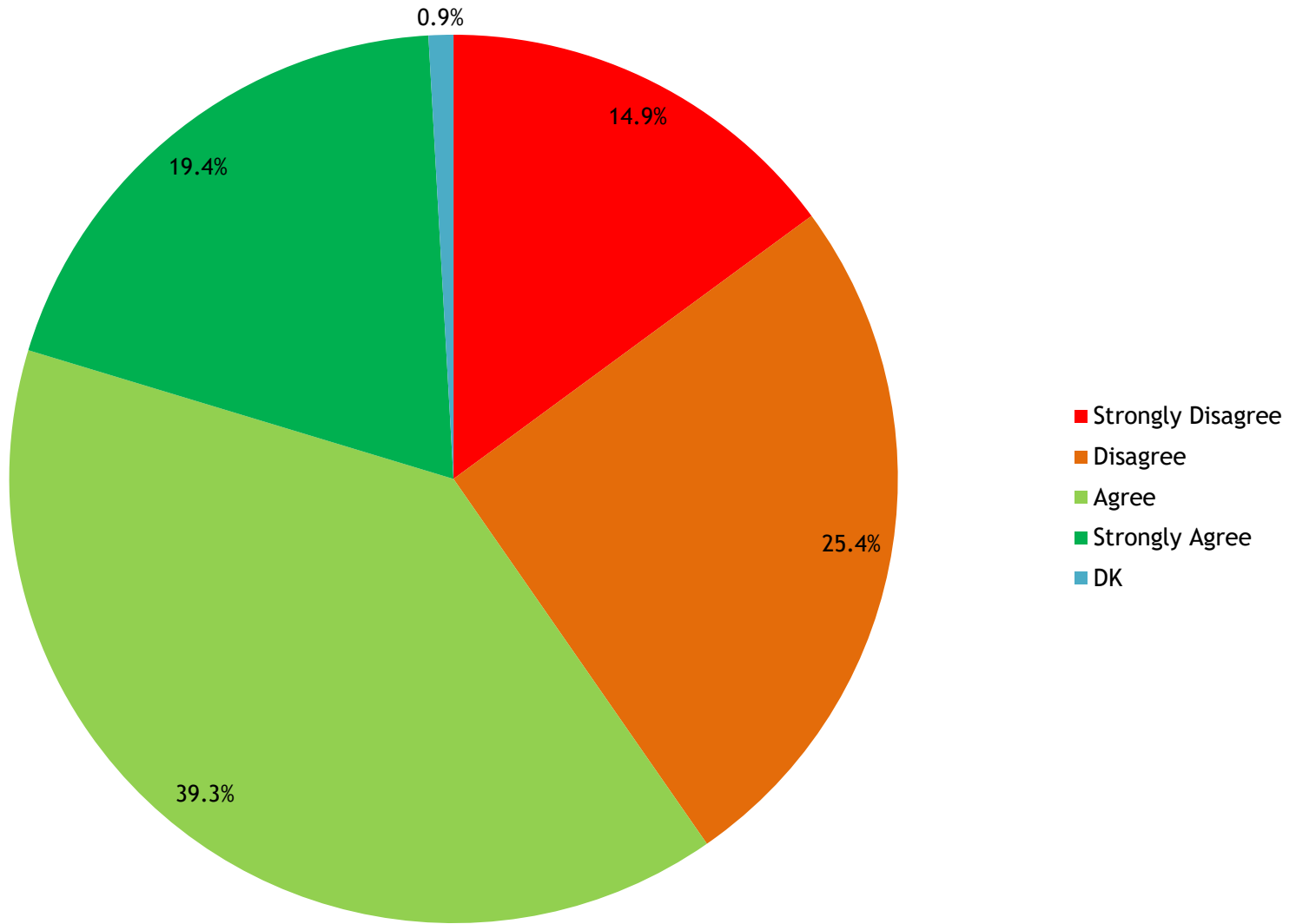
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Sidewalks & Crosswalks Most Streets N'Hood?: MAS: 2016/ 2015



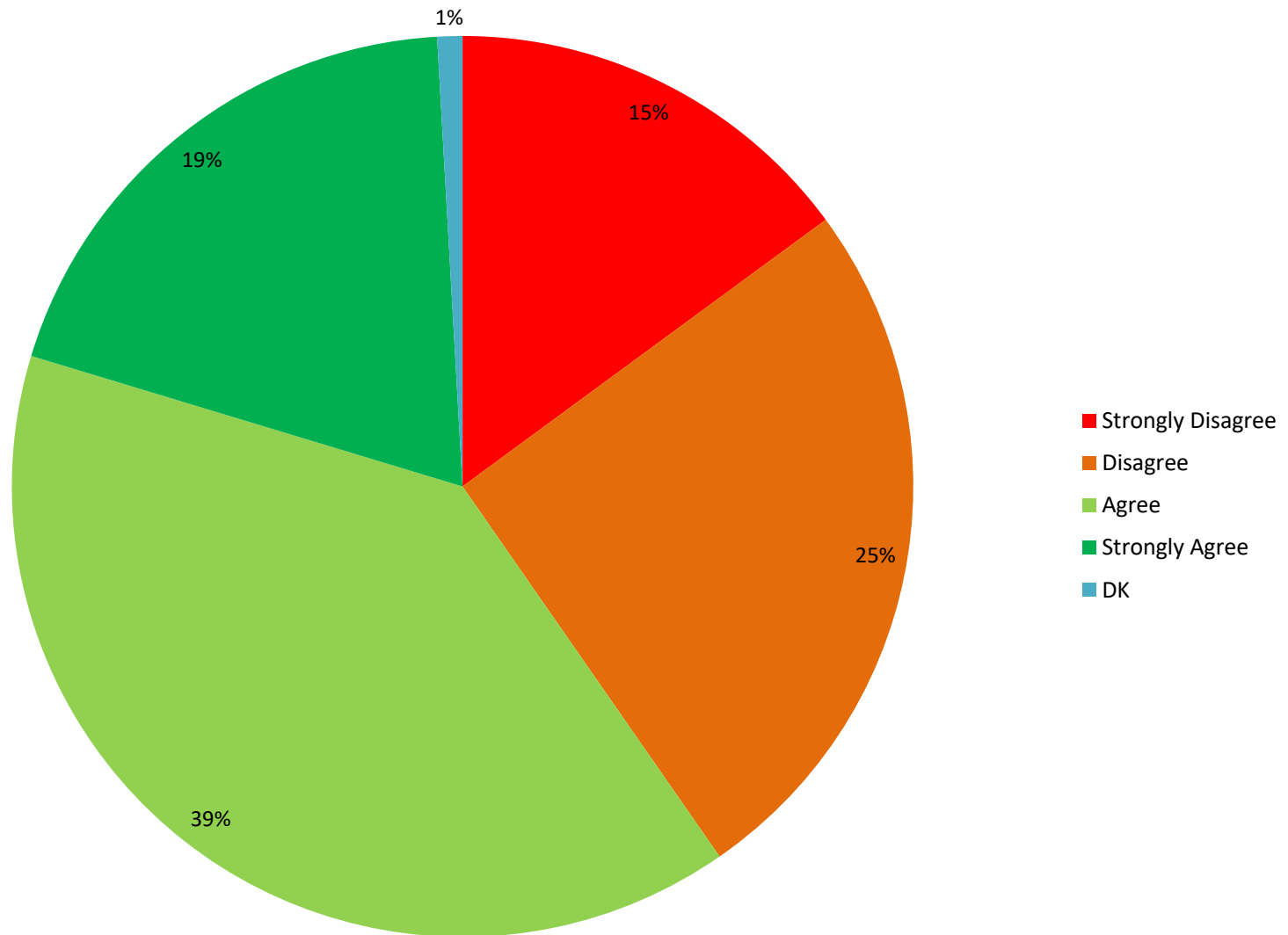
Sidewalks and Crosswalks Most Streets in My Neighborhood?

MAS 2016



Sidewalks and Crosswalks Most Streets in My Neighborhood?

MAS 2015

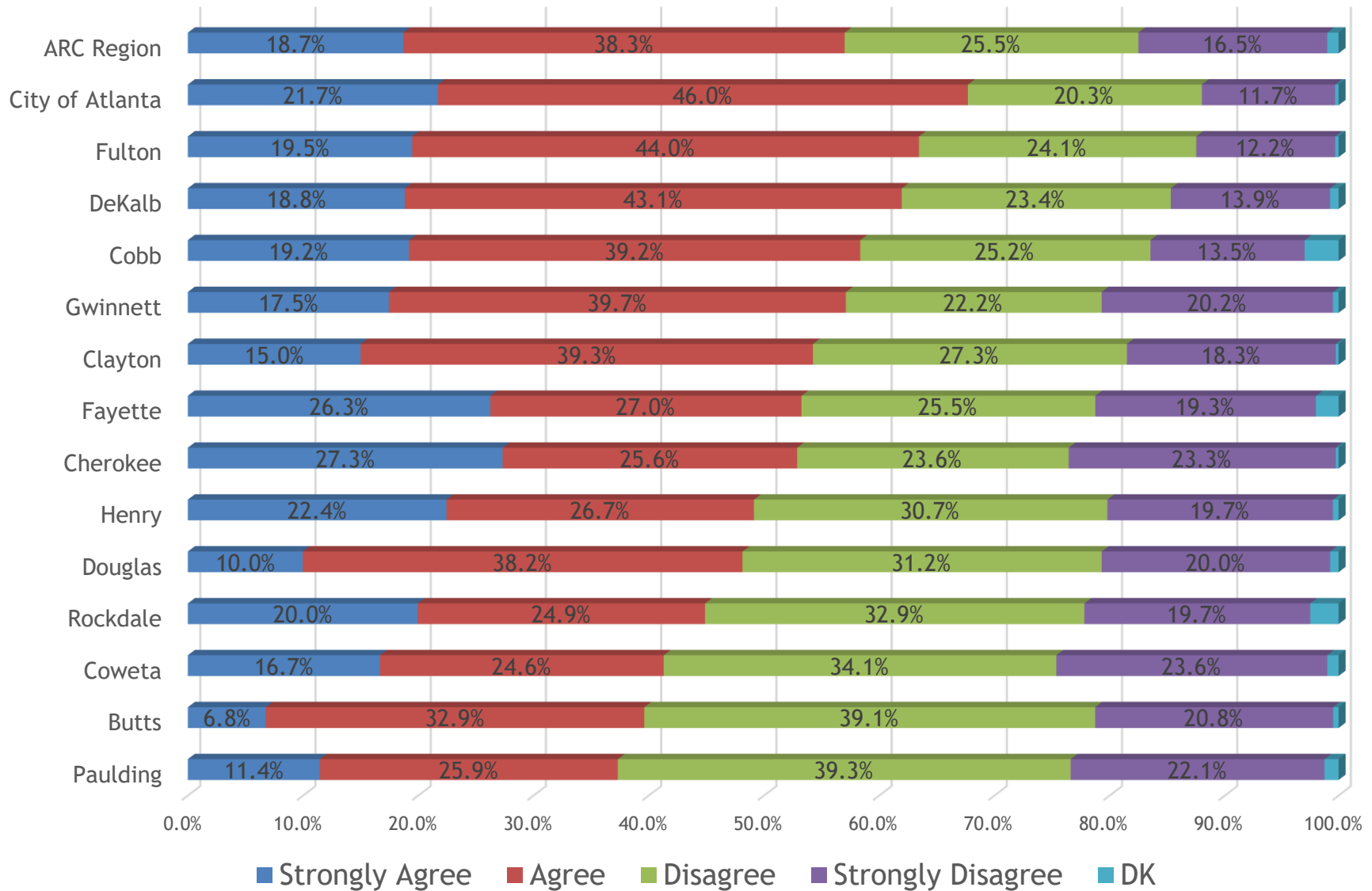


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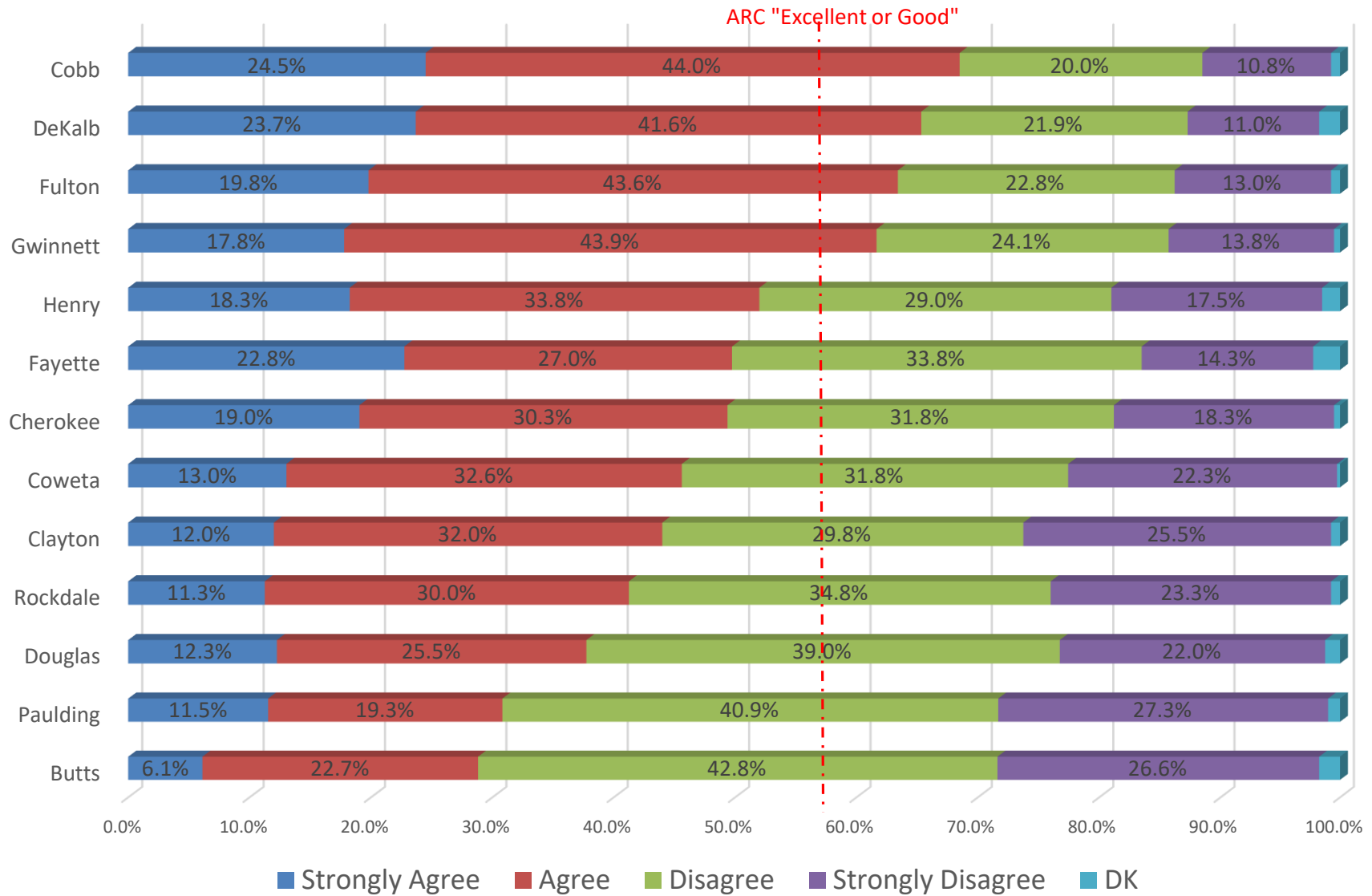
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Sidewalks and Crosswalks Most Streets in N'Hood?: MAS 2016



Sidewalks and Crosswalks Most Streets in N'Hood?: MAS 2015

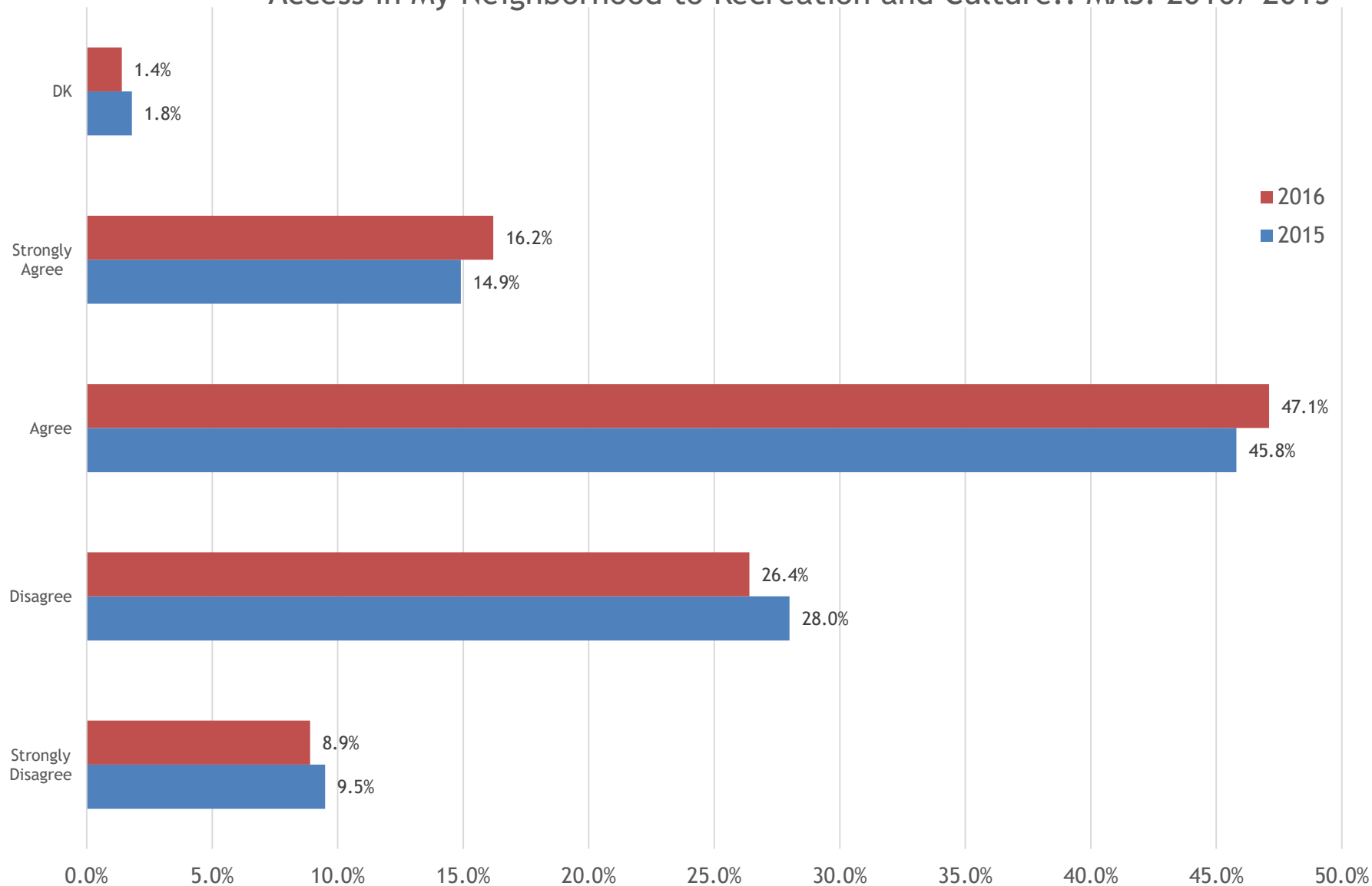


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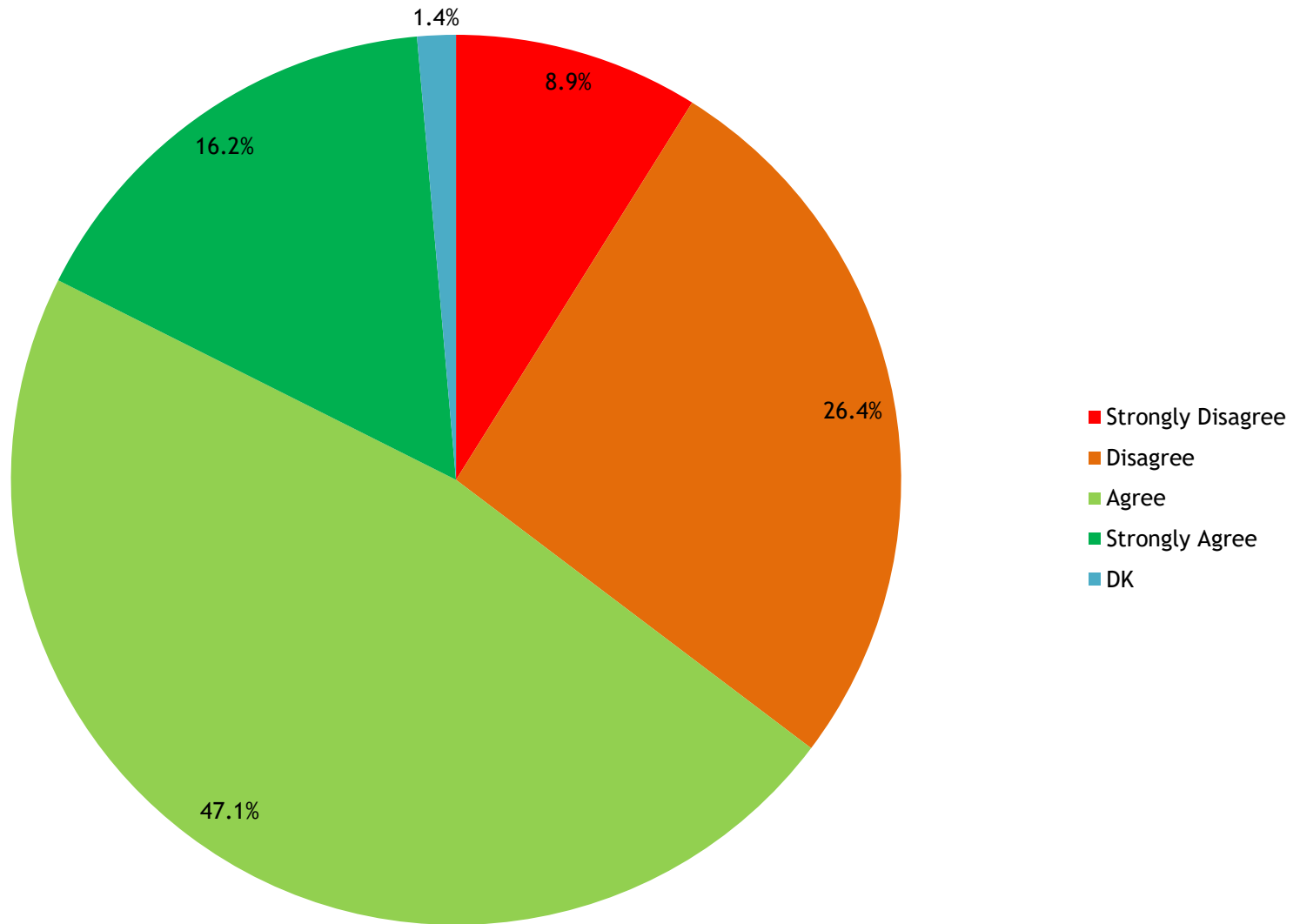
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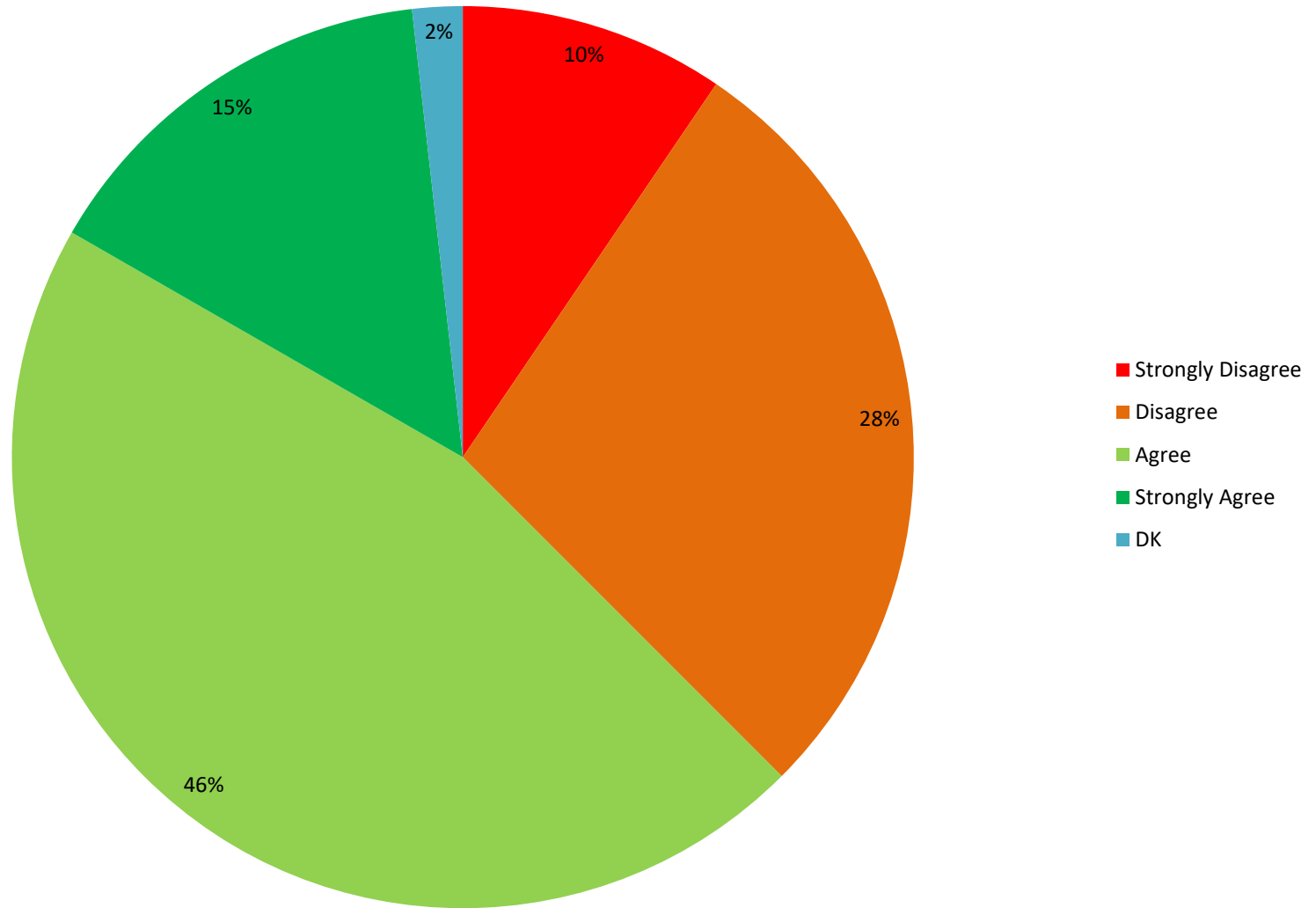
Access in My Neighborhood to Recreation and Culture?: MAS: 2016/ 2015



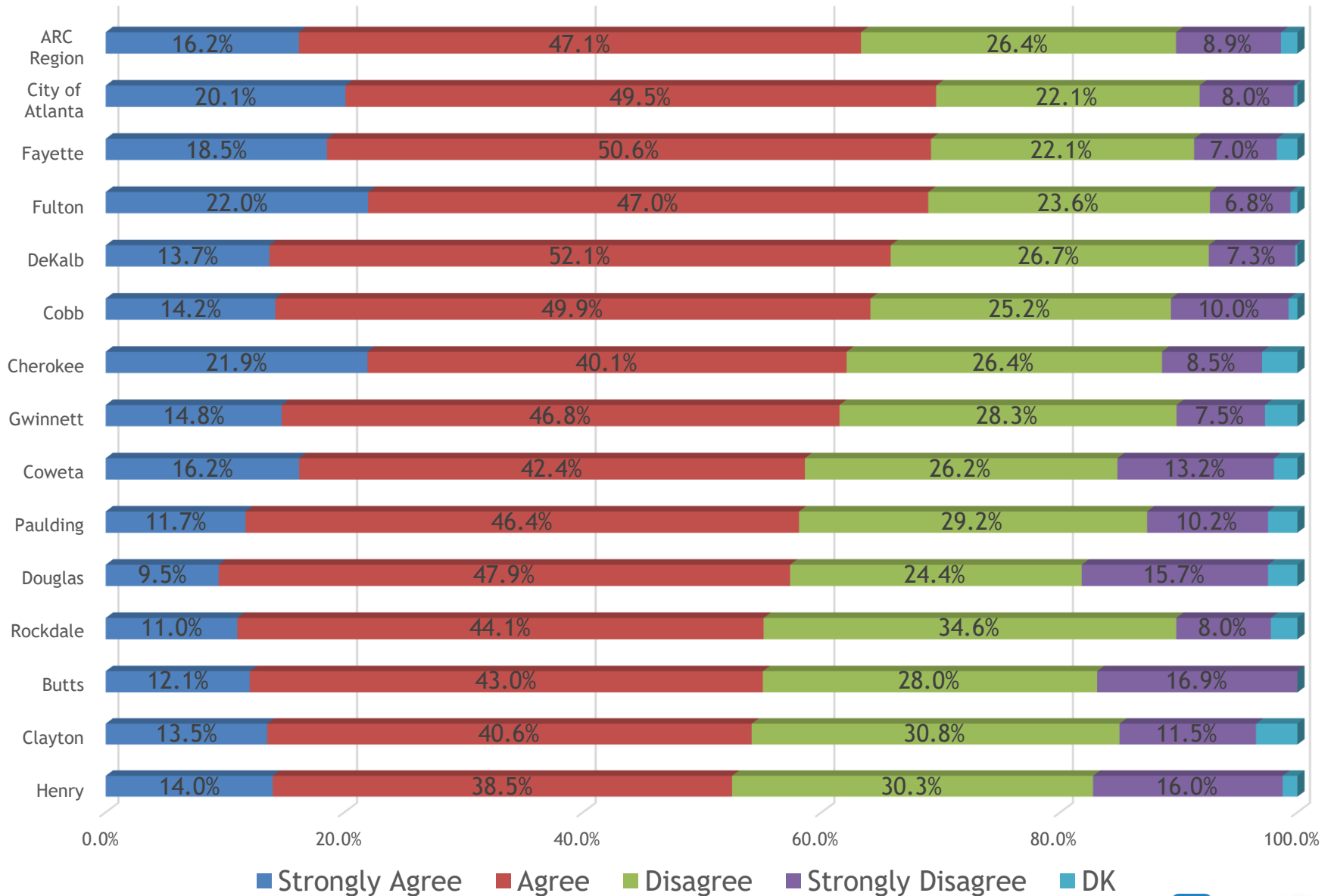
Access in My Neighborhood to Recreation and Culture: MAS 2016



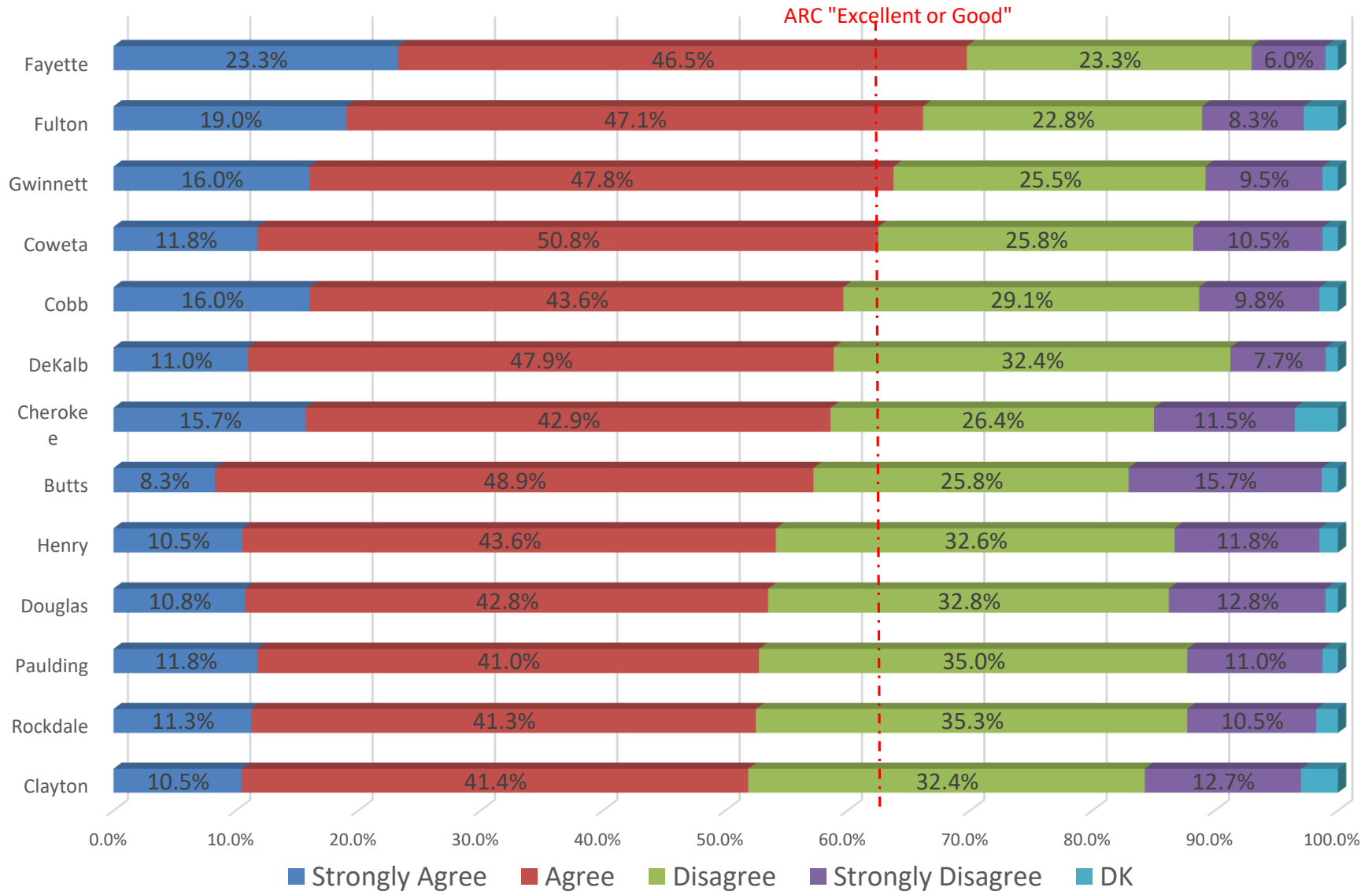
Access in My Neighborhood to Recreation and Culture: **MAS 2015**



Access in N'Hood to Rec and Cultural Facilities?: MAS 2016



Access in N'Hood to Rec and Cultural Facilities?: MAS 2015

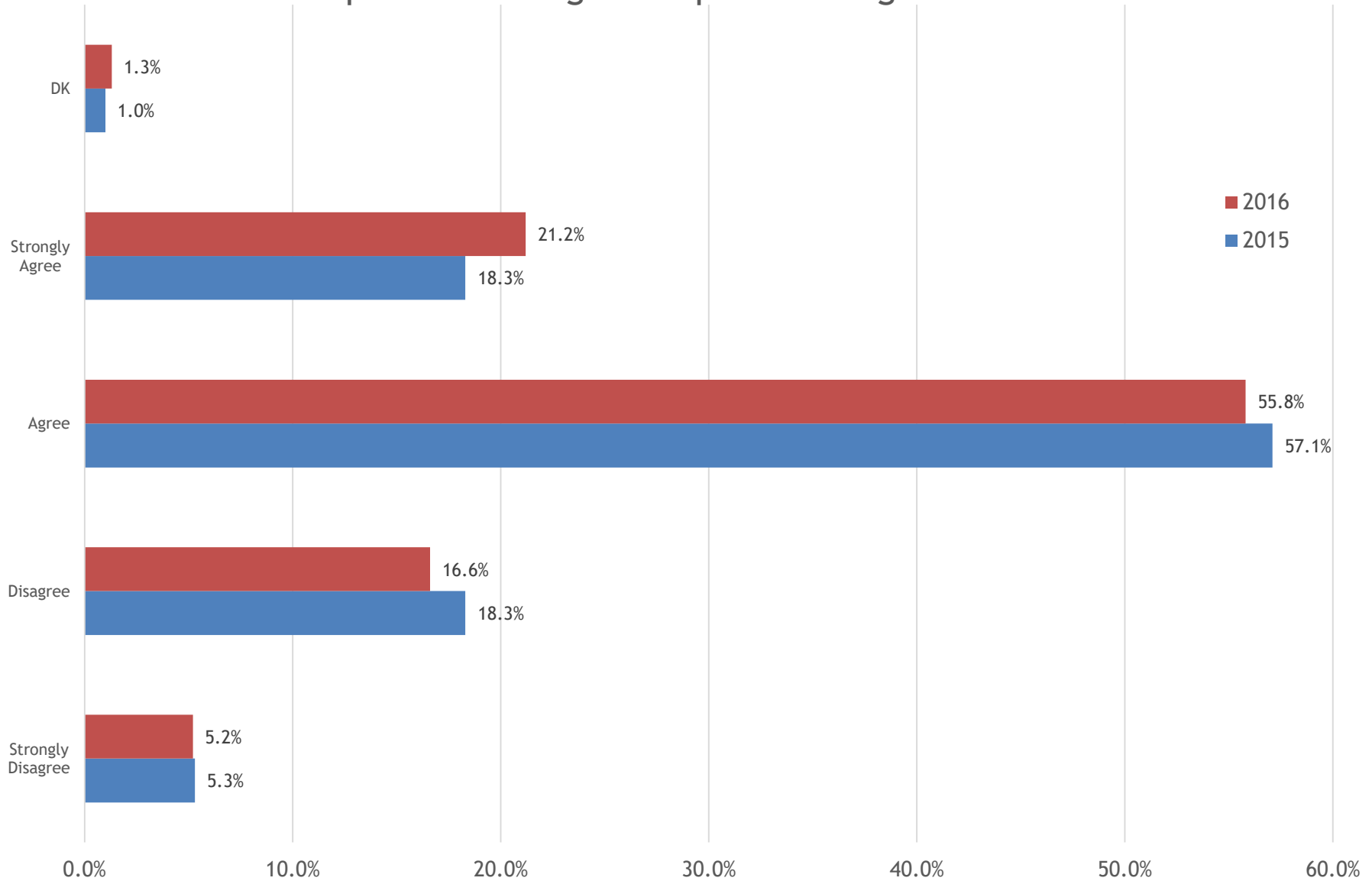


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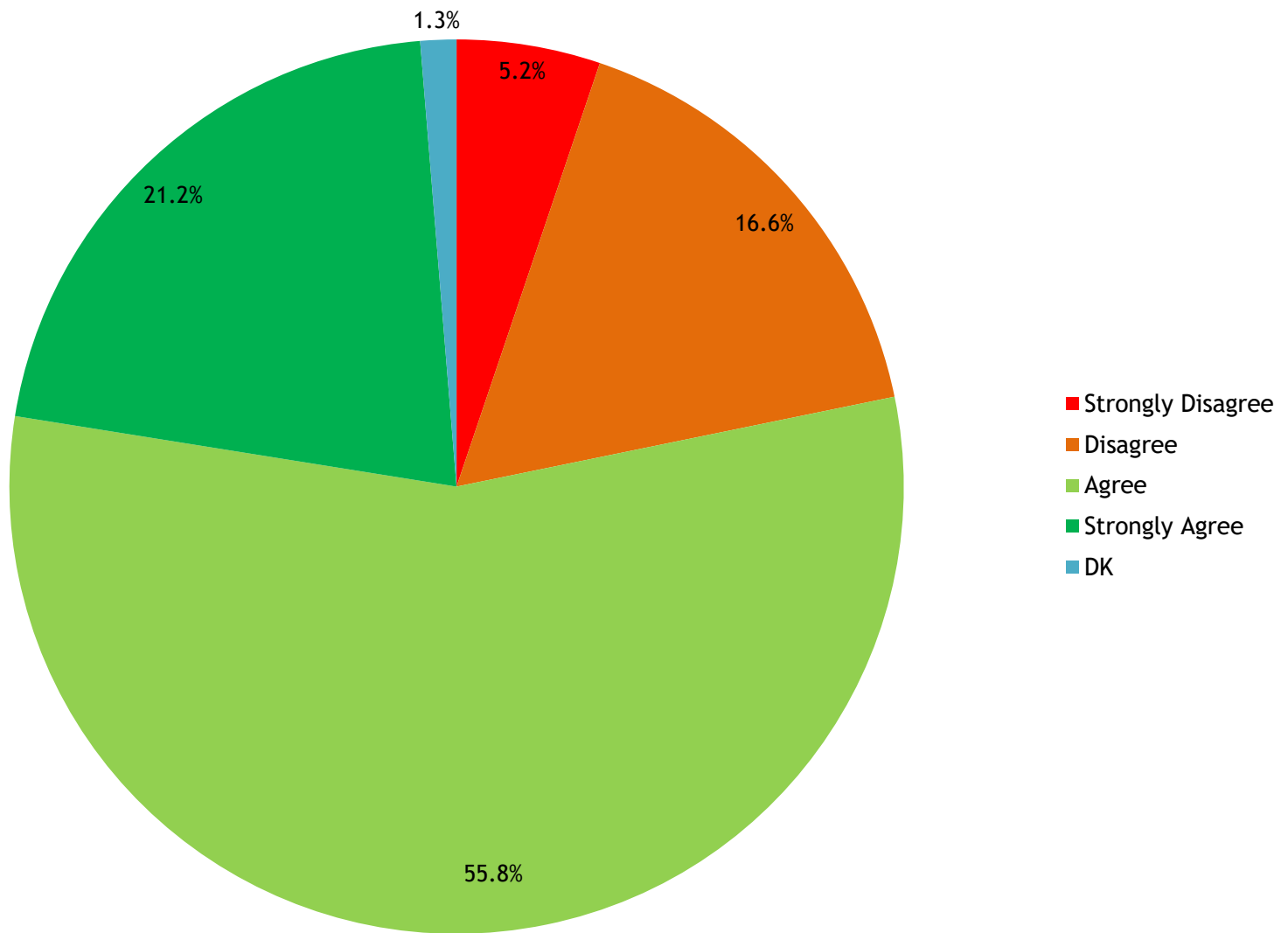
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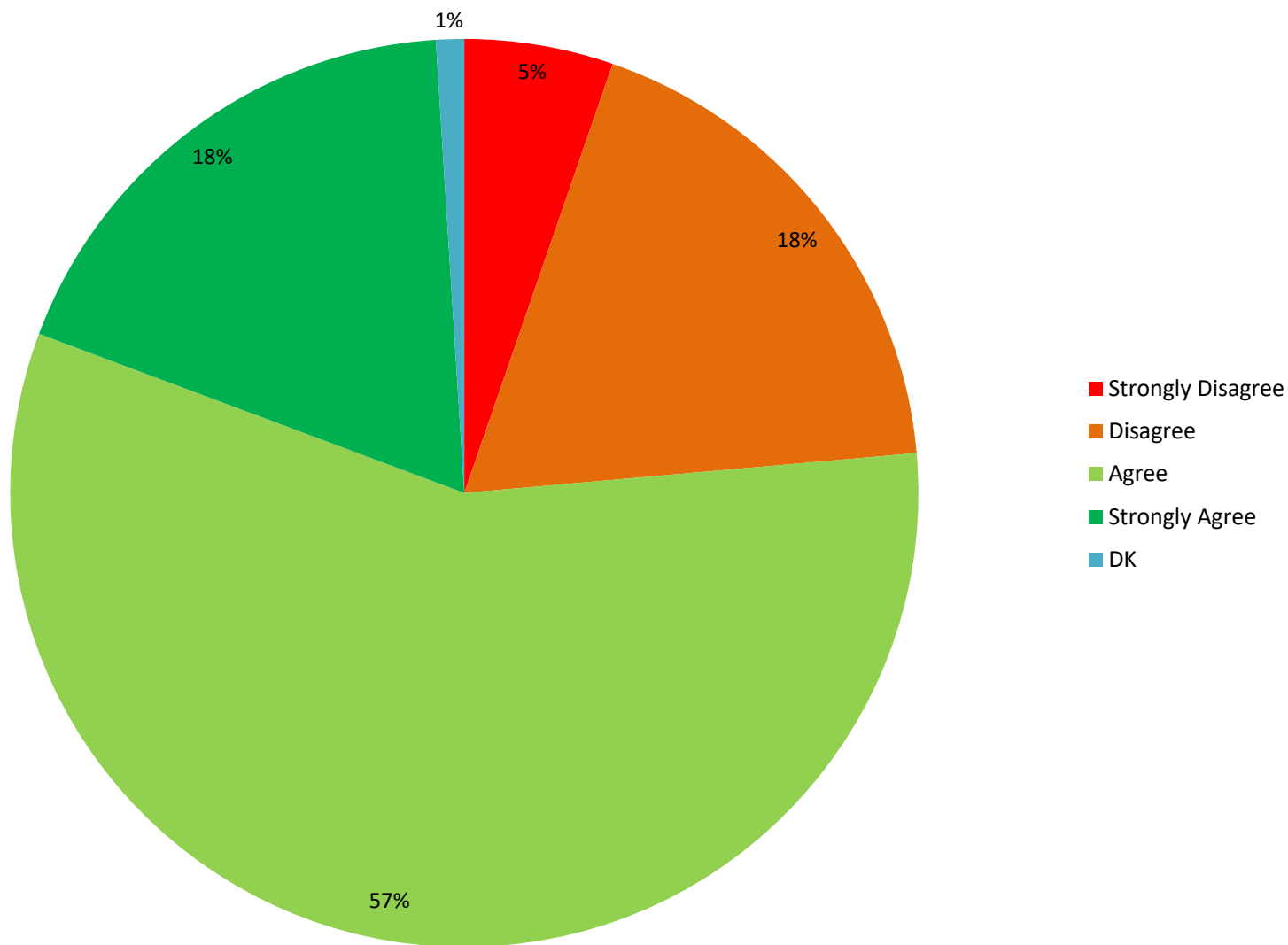
People are Willing to Help Their Neighbors?: MAS: 2016/ 2015



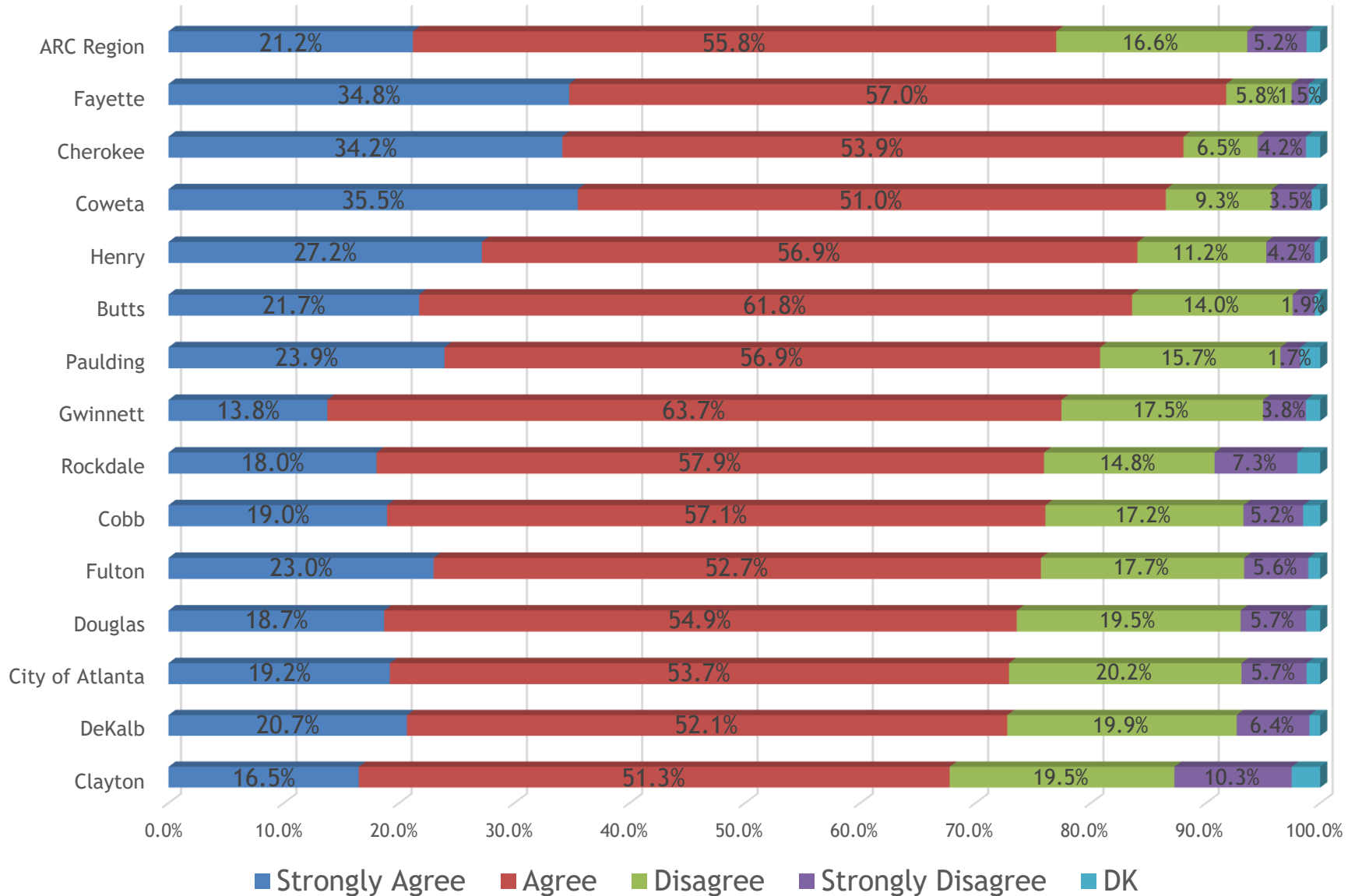
People are Willing to Help Their Neighbors?: **MAS 2016**



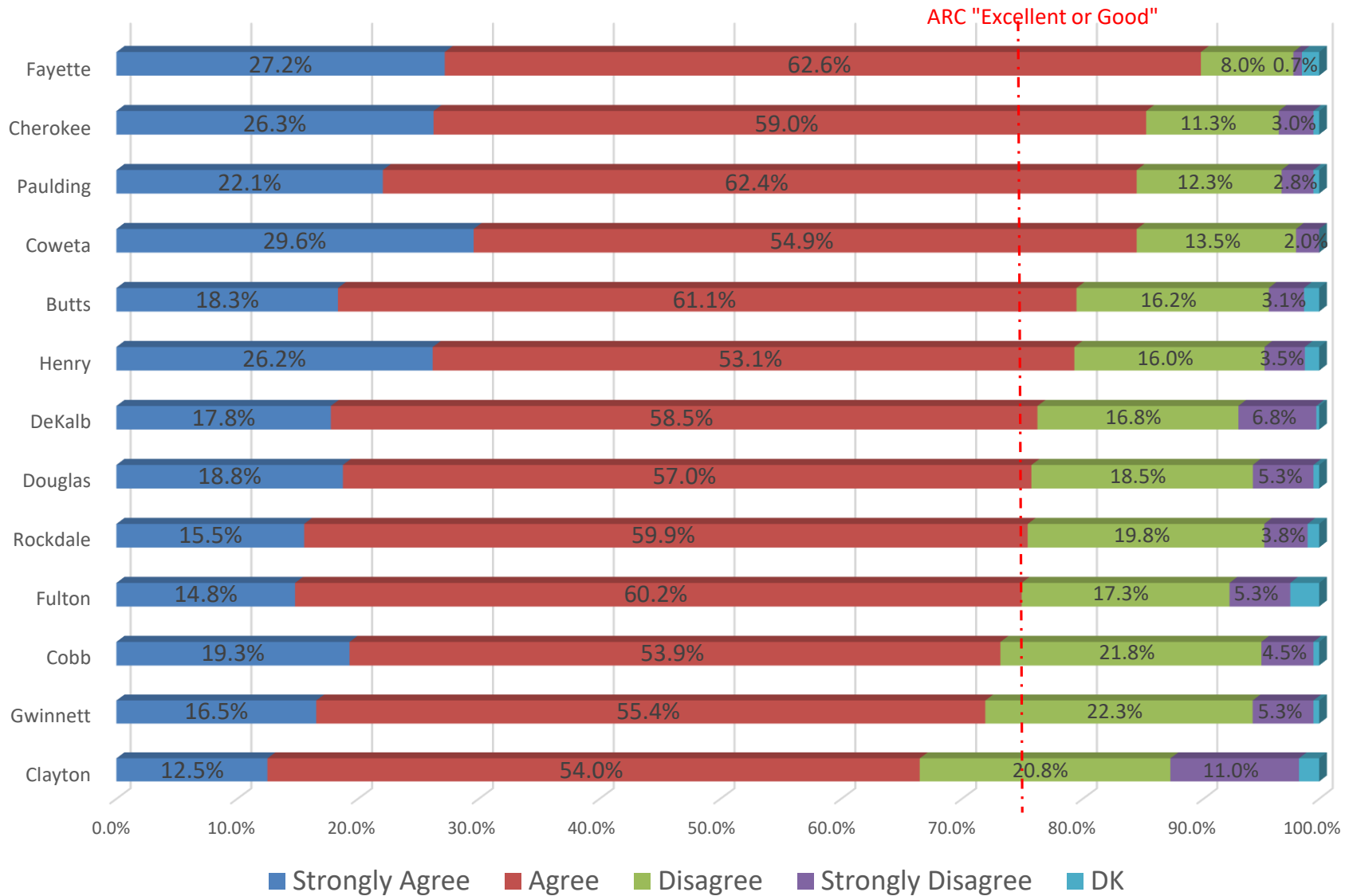
People are Willing to Help Their Neighbors?: MAS 2015



People Willing to Help Neighbors?: MAS 2016



People Willing to Help Neighbors?: MAS 2015

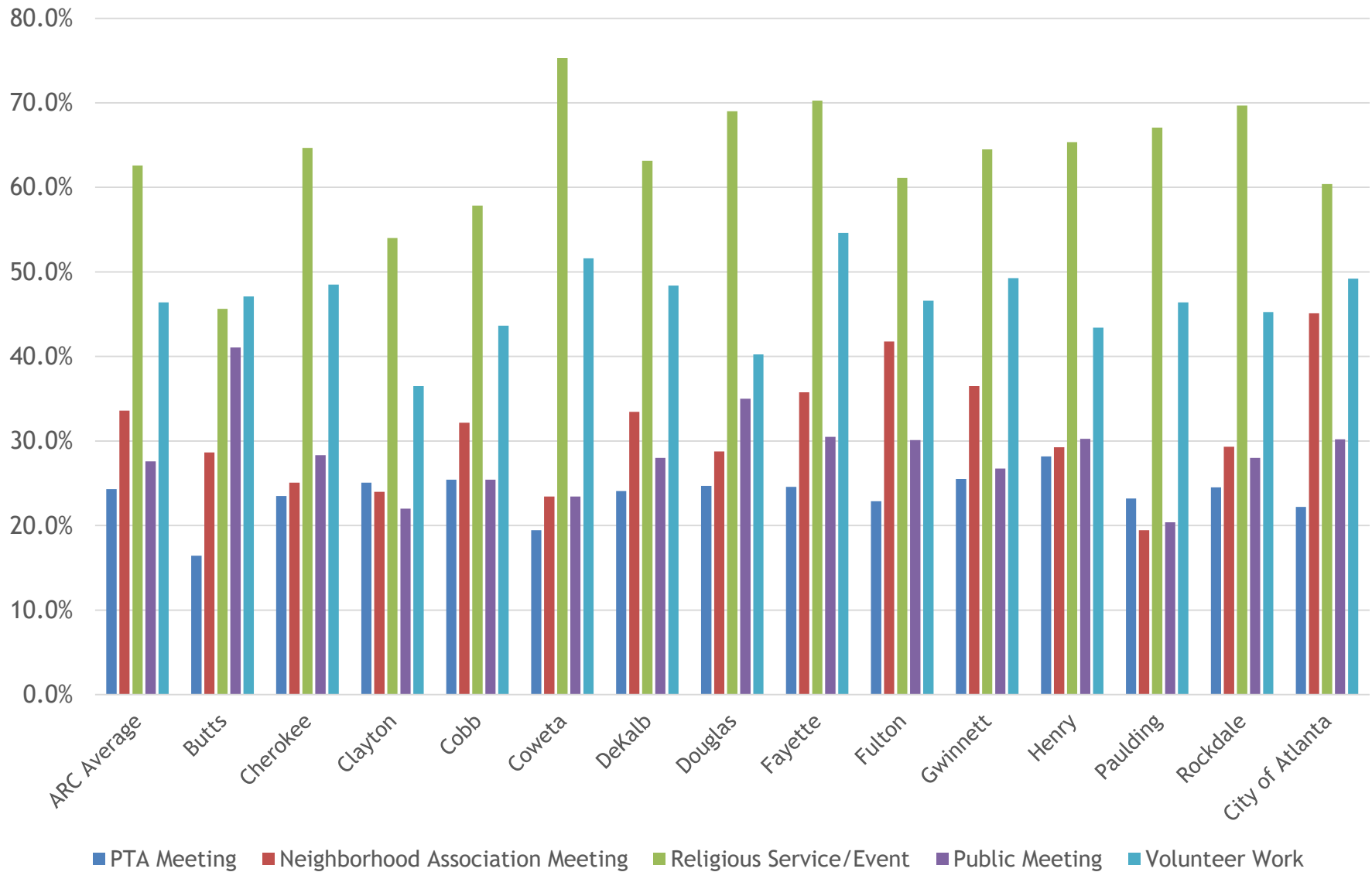


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Activities in the Last Year?: MAS 2016

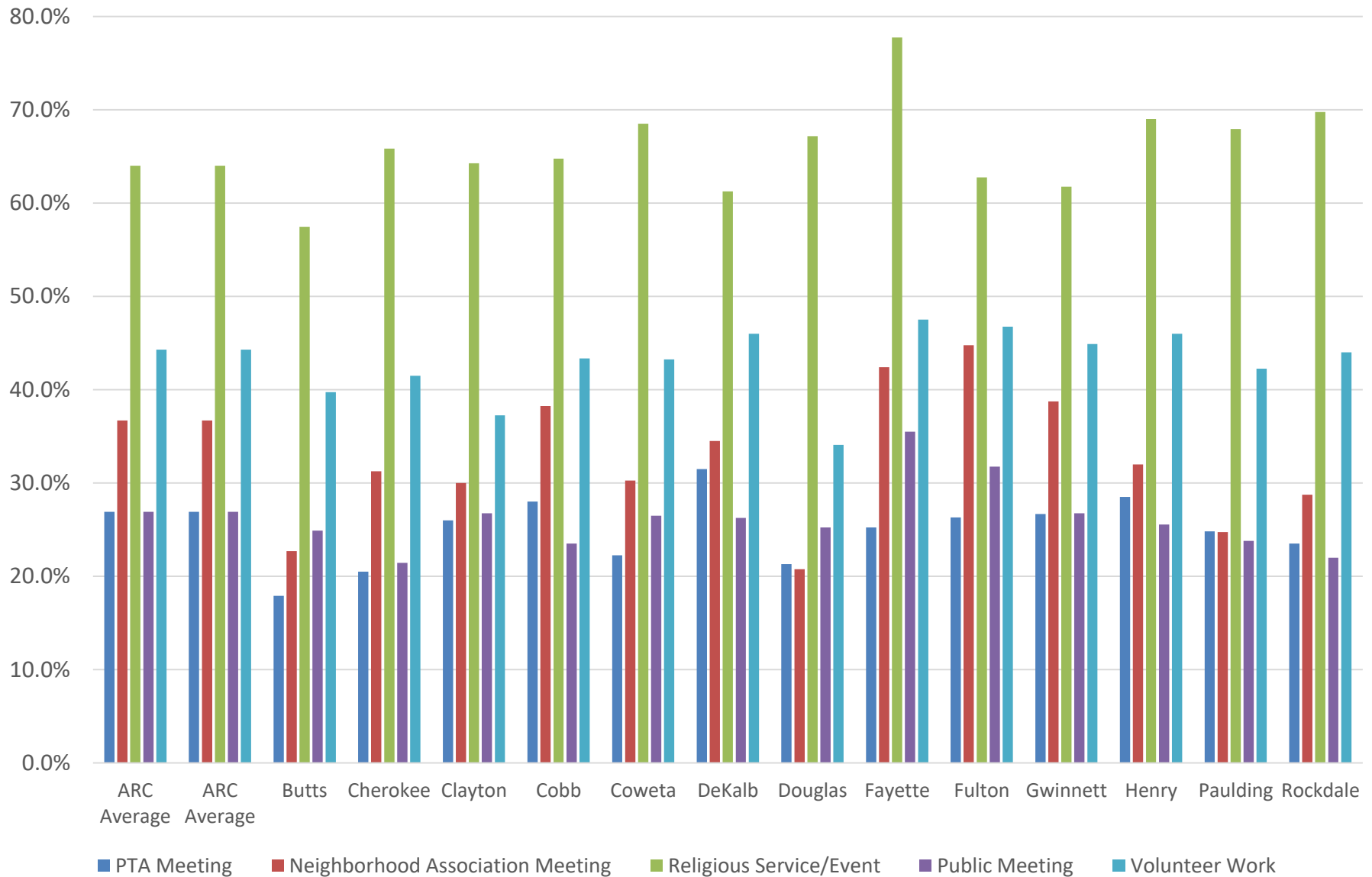


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Activities in the Last Year?: MAS 2015

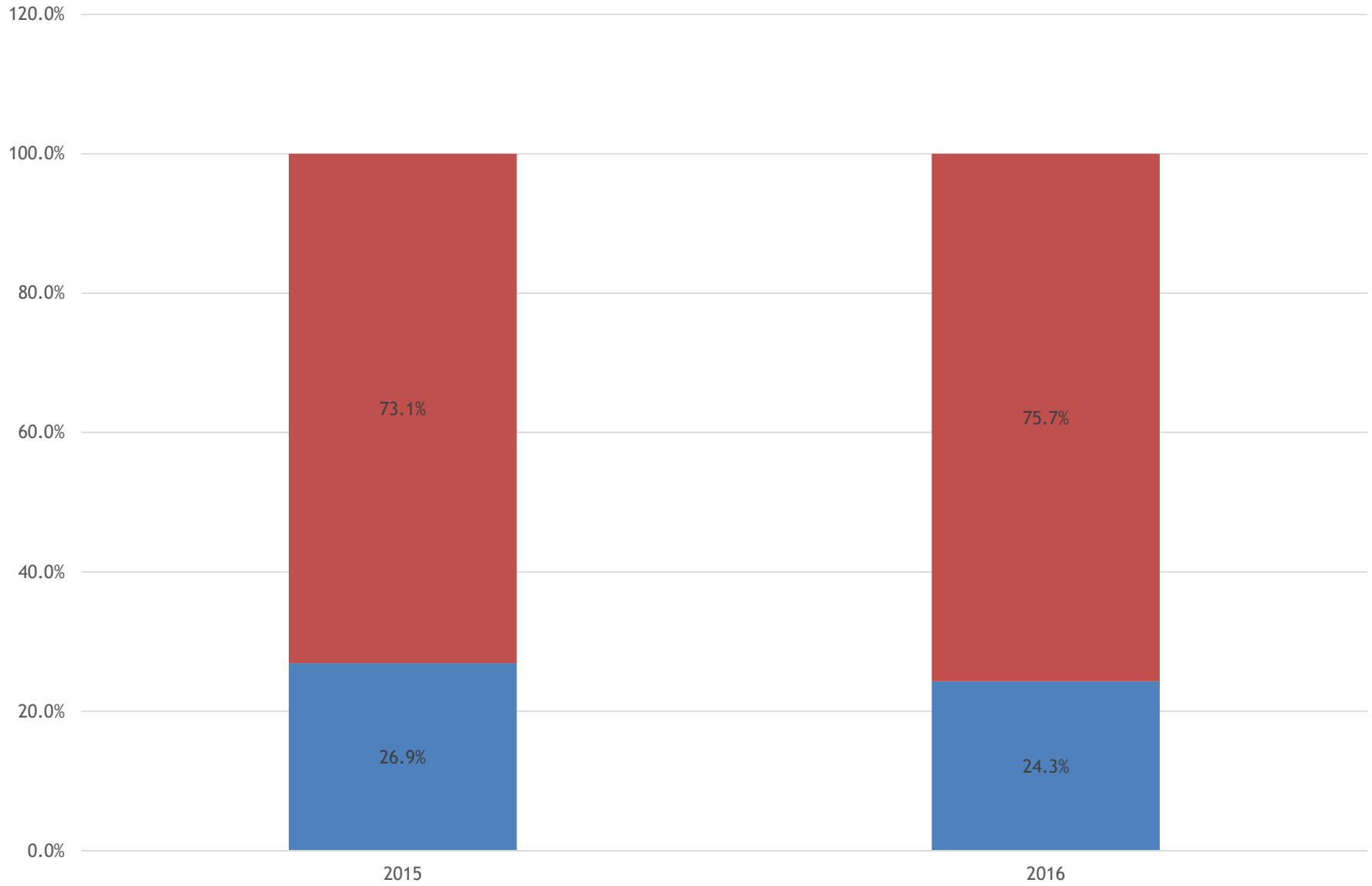


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Reported Participation in PTA Meeting(s): MAS 2016 and 2015



■ Yes ■ No

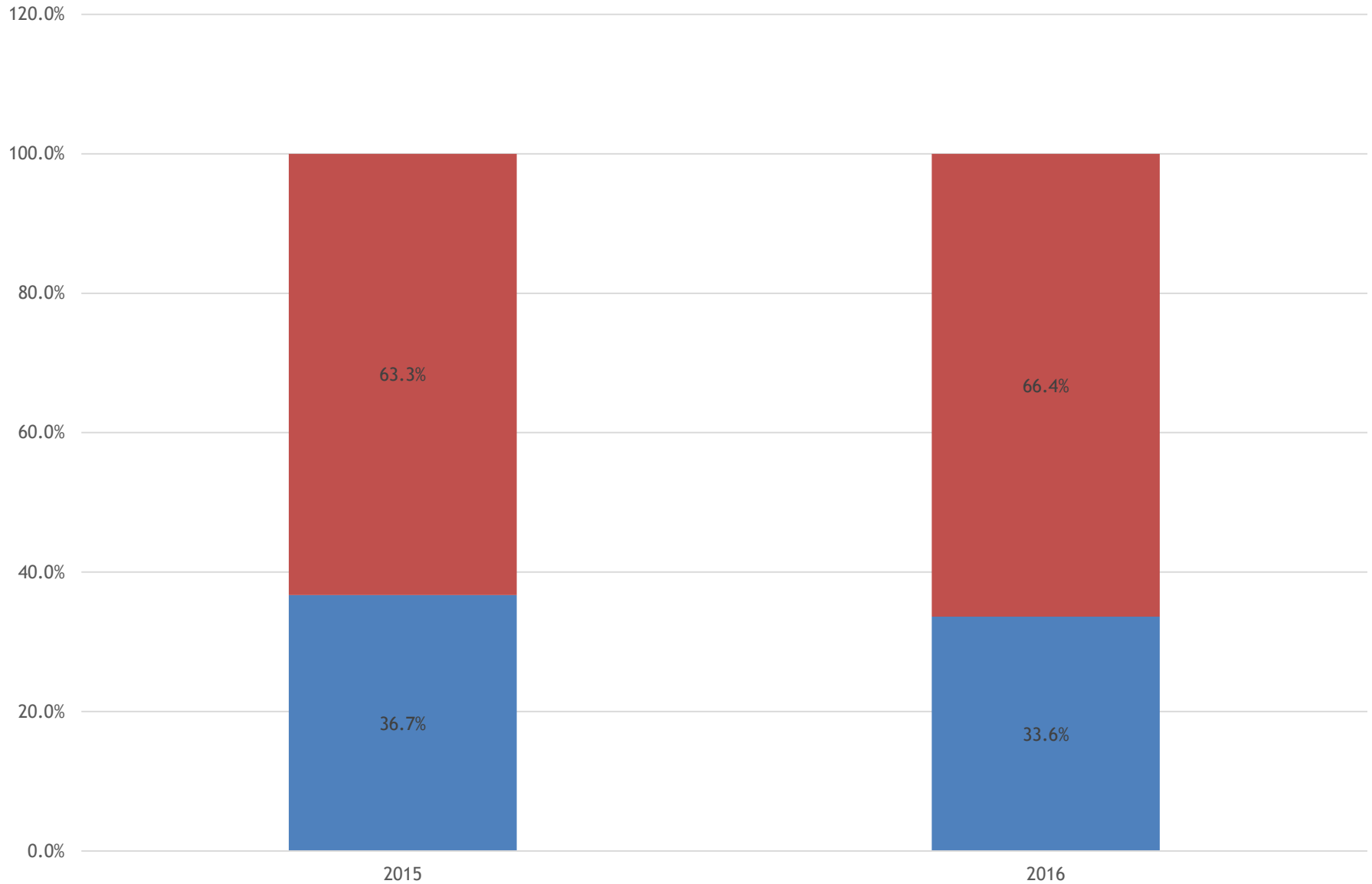


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Reported Participation in N'Hood Association Meeting(s): MAS 2016 and 2015



■ Yes ■ No

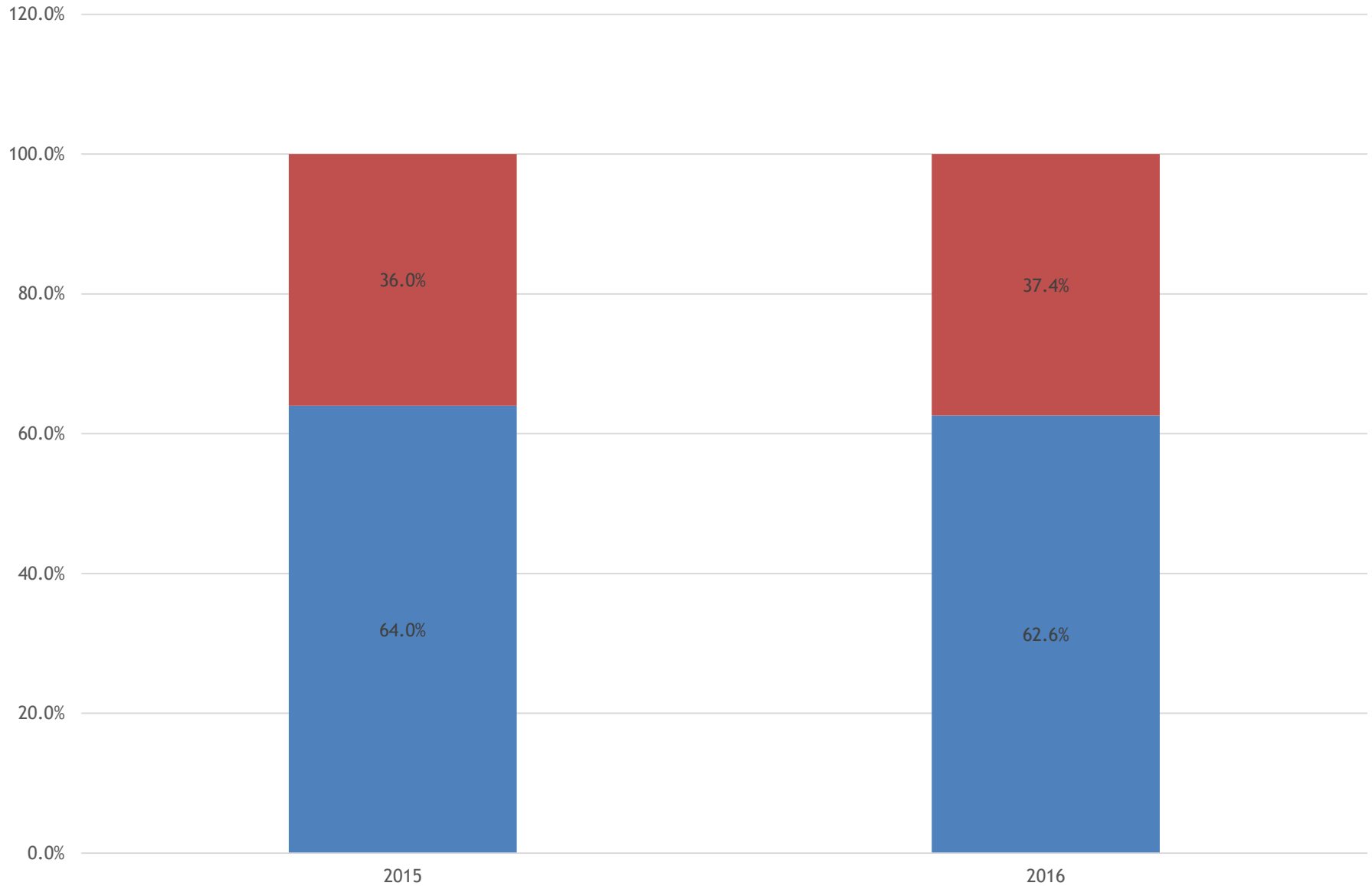


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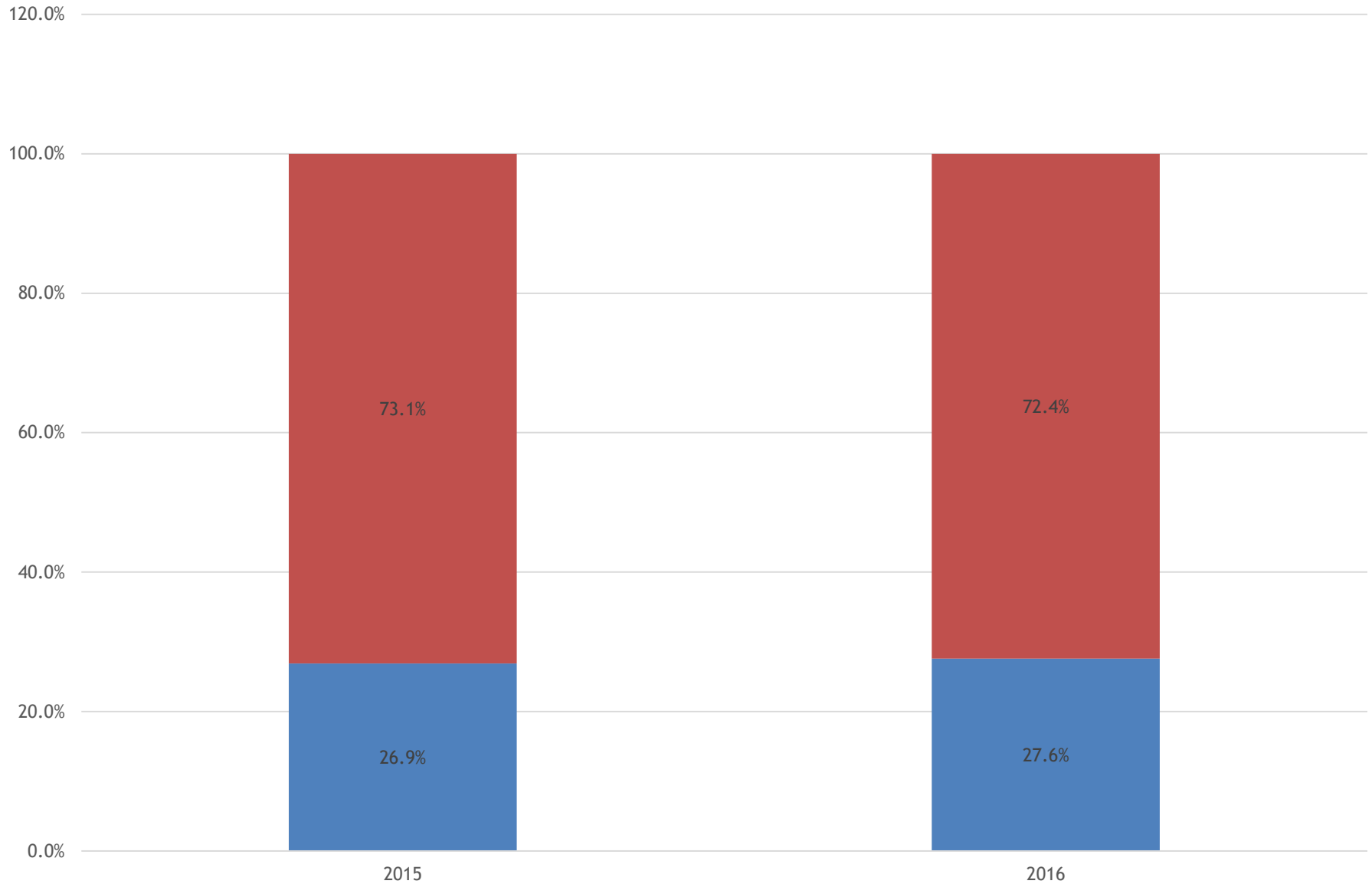
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Reported Participation in Religious Service/Event(s): MAS 2016 and 2015



■ Yes ■ No

Reported Participation in Public Meeting(s): MAS 2016 and 2015



■ Yes ■ No

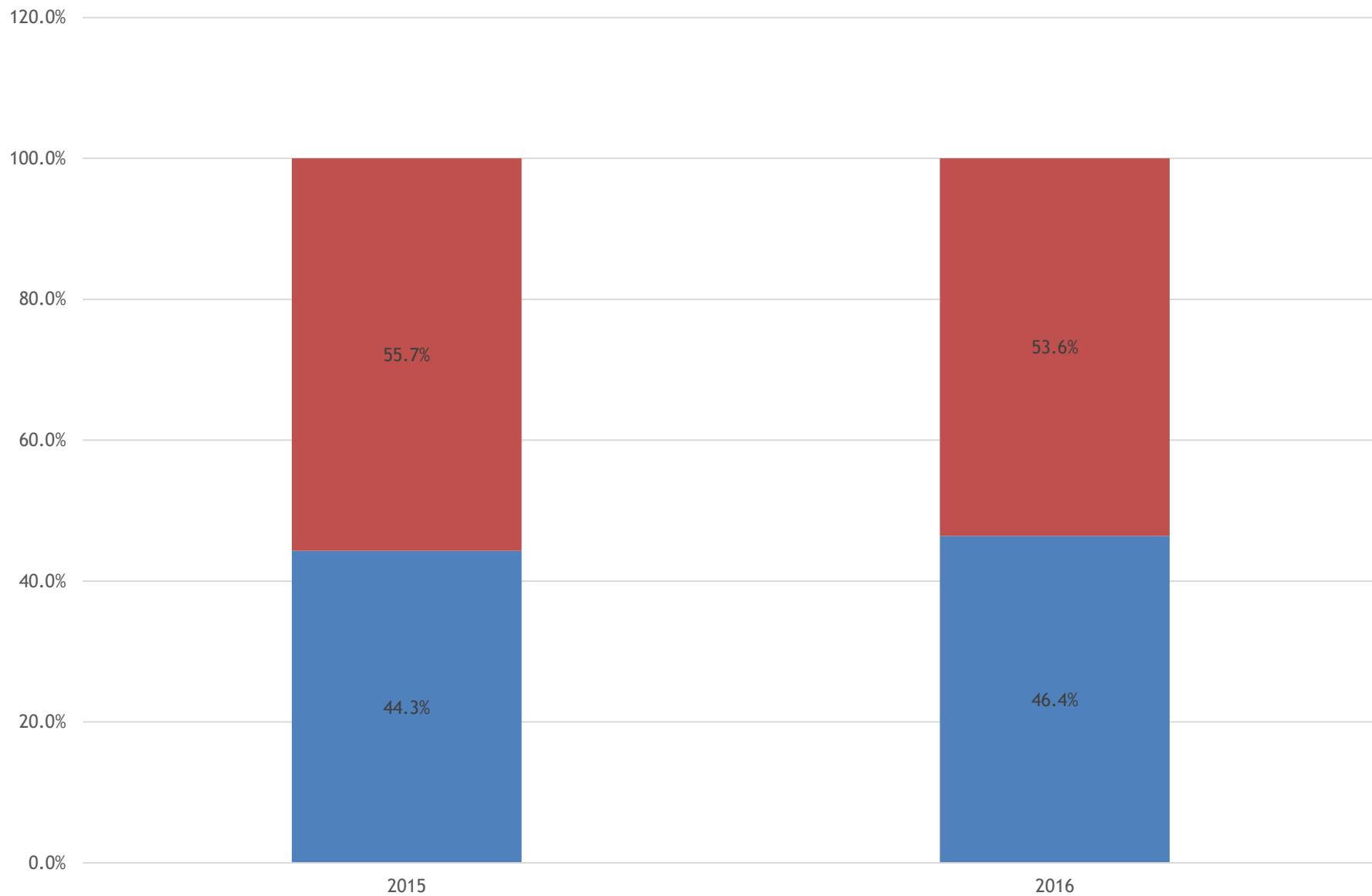


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Reported Participation in Volunteering: MAS 2016 and 2015



■ Yes ■ No



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