

**Final Draft**  
**Metro Atlanta Speaks 2023**

This is (interviewer name) calling on behalf of Kennesaw State University. We've been asked to contact residents in the area to get their opinions about a number of important issues affecting the quality of life for many people in metro Atlanta. I'd like to assure you that this is not a sales call and your responses will remain anonymous. You will not be identified in any way. Your participation is voluntary and should only take about 12 minutes of your time.

- **Continue**
- Callback/Not Available
- Refused

I'm required to ask: Are you 18 years of age or older?"

***If they say "no" the survey is terminated.***

- Yes, 18 or older (**continue**)
- No, not over 18 (**Terminate**)

INT NOTE: If the respondent wants more information about the survey, interviewers may offer this information:

"The survey is being sponsored by the Atlanta Regional Commission. For more information, you may leave a message for Ms. Christy Storey of Kennesaw State University's Burruss Institute at 470-578-6464 or email at [cstorey@kennesaw.edu](mailto:cstorey@kennesaw.edu) "

You may also contact Kennesaw State University's Institutional Review Board at 470-578-7721 or email [irb@kennesaw.edu](mailto:irb@kennesaw.edu)

*If people ask who the ARC is, tell them this:*

"The Atlanta Regional Commission (ARC) is a governmental commission established by the Georgia legislature. The commission has representatives from the eleven counties making up the greater metro Atlanta area. It focuses on developing strategies that encourage regional cooperation on problems facing the metro area."

### **BIGPROB**

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

***(Programming note: The first 8 items below should be randomly ordered for each respondent)***

Transportation

Race Relations

The economy

Crime

Public Health

Public Education

Human Services for People in Need

Taxes

(Do not read)Other (specify)

DK

### **TRANSIT**

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...

1. Very important...
2. Somewhat important, or...
3. Not important at all...for Atlanta's future?
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 four 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. Increase teleworking options...
5. or, do nothing
6. DK

## **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

## **LKAHEAD**

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?

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

***Note to supervisors/interviewers: If respondents express hesitation or suspicion on EMERGENCY, reassure them that you are NOT asking for money or any kind of payment in any way. This is strictly a theoretical question being used for research purposes only.***

## **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

## **SEGUE1**

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

## **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

***Note to programmers: The following questions NHOODSAFE through HOUSE1 should be randomly ordered***

## **NHOODSAFE**

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

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

## **TRANSPORT**

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

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

**NOMOVEMETRO**

“If I had to move right now, I could not afford to move to another house or apartment anywhere in the metro Atlanta area.” Do you...

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

**TRANSPFUND**

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

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

**ROBOT2**

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

## HOUSE2

Which of the following actions would be most desirable to make affordable housing available in your community to a broad range of incomes?

***(Programming note: First three options below should be randomly rotated for each respondent)***

Identify suitable locations for multifamily housing ...

Change local zoning ordinances to allow for more housing options like duplexes, triplexes, and apartments...

Increase public financing to incentivize developers to build at lower prices than normal...

(Respondent offers) Do nothing/ None of those (No other options offered)

(Respondent offers) Other options (specify)

DK/NA

## 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***

Creating more affordable housing options for future workers

Providing more training and retraining opportunities in targeted industries

Providing better transportation options to get to and from work

Improving K-12 education

Providing better access to higher education

DK/NA

## EV1a

We'd like to ask you about electric vehicles

Do you own an electric vehicle?

Yes

No

## EV1b

Do you plan on buying an electric vehicle in next five years?

Yes

No

***If respondent says "Yes" to EITHER EV1a or EV1b, continue with EVYES***

***If respondent says "No" to BOTH EV1a and EV1b, skip to EVNO***

## **EVYES**

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

***(Programmer note: First 4 response options should be randomly rotated for each respondent)***

They are better for the environment...

To take advantage of new technology...

They are cheaper to operate than gas/diesel vehicles...

They are more reliable...

(Respondent offers) Other (specify)

DK

**SKIP TO CLIMATE1**

## **EVNO**

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

***(Programmer note: First 5 response options should be randomly rotated for each respondent)***

Electric vehicles are too expensive...

You are not comfortable with the new technology associated with electric vehicles...

The inconvenience of recharging the vehicle/hard to find places to recharge vehicle...

You are not sure how reliable they are...

They are NOT good for the environment/Batteries are bad for the environment...

(Respondent offers) Reasons related to advanced age/no longer driving

(Respondent offers) Other

DK/NA

## **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 = 2006)*

## **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 KIDS)***

**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 2022....

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