

Metro Atlanta Speaks 2023

— *A Review of Present (and Past)*

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.

The "Biggest Problem" Over Time

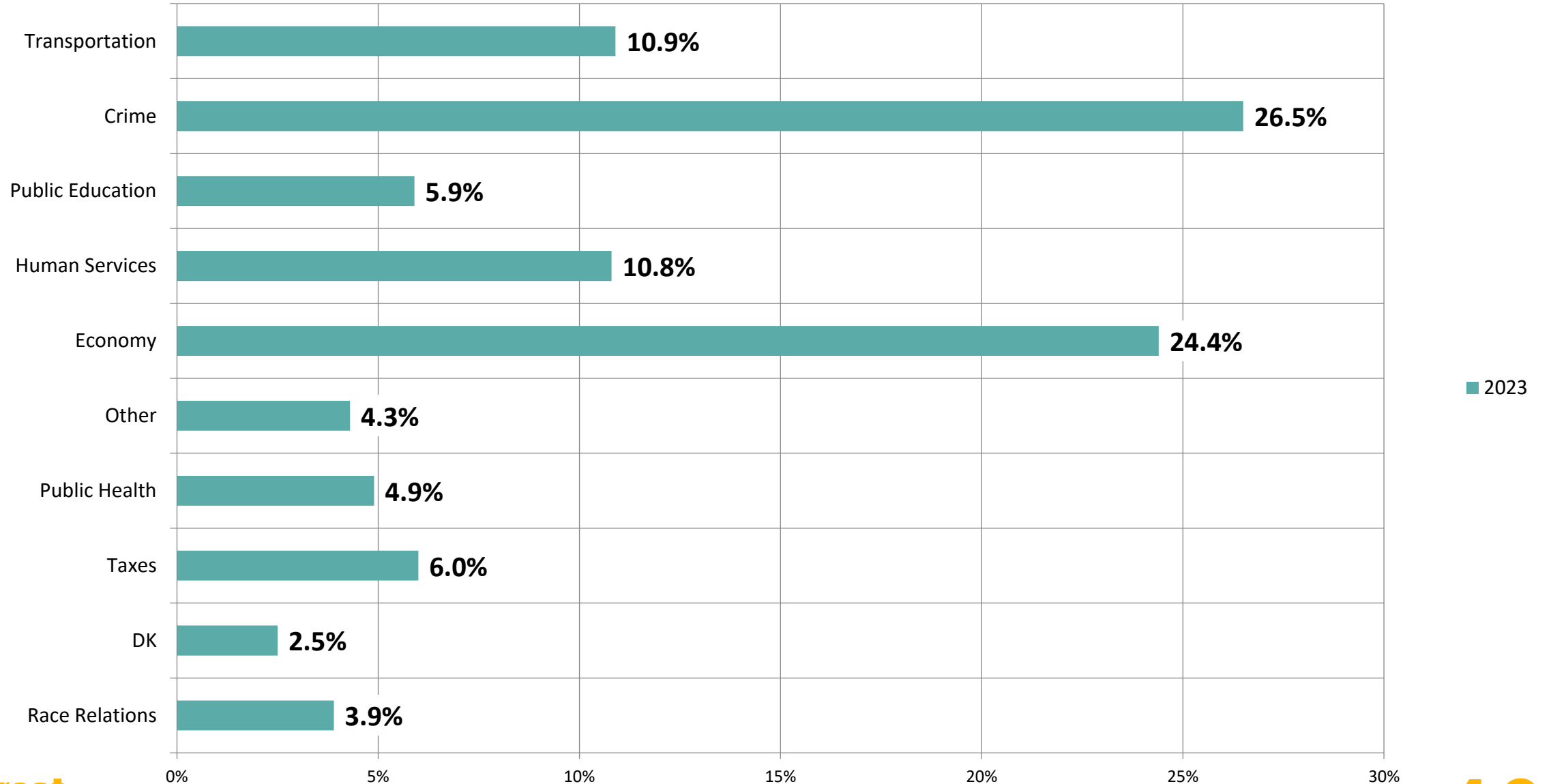
Shares	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2023</u>
Race Relations	2.2%	3.0%	4.9%	6.2%	4.6%	4.9%	4.0%	11.8%	7.3%	3.9%
DK	3.7%	4.0%	3.7%	2.2%	4.9%	3.3%	4.0%	5.2%	2.9%	2.5%
Taxes	5.6%	6.0%	4.9%	4.2%	4.9%	5.8%	8.0%	4.9%	4.1%	6.0%
Public Health	4.3%	4.0%	4.5%	4.6%	5.4%	5.4%	7.0%	16.7%	12.7%	4.9%
Other	5.9%	4.0%	1.7%	2.6%	6.2%	7.9%	5.0%	5.1%	2.8%	4.3%
Economy	24.4%	20.0%	15.1%	12.3%	9.2%	6.0%	7.0%	14.8%	12.4%	24.4%
Human Services	2.5%	7.0%	7.3%	8.5%	9.3%	7.2%	9.0%	7.5%	9.5%	10.8%
Public Education	12.7%	14.0%	14.0%	12.0%	11.5%	9.4%	10.0%	7.5%	6.5%	5.9%
Crime	17.4%	14.0%	17.2%	22.8%	16.9%	21.9%	18.0%	16.3%	32.3%	26.5%
Transportation	21.4%	24.0%	26.7%	24.5%	27.2%	28.2%	28.2%	10.4%	9.5%	10.9%

Rank	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2023</u>
Race Relations	10	10	6	6	10	9	9	4	6	9
DK	8	7	9	10	8	10	9	8	9	10
Taxes	6	6	6	8	8	7	5	10	8	5
Public Health	7	7	8	7	7	8	6	1	2	7
Other	5	7	10	9	6	4	8	9	10	8
Economy	1	2	3	3	5	6	6	3	3	2
Human Services	9	5	5	5	4	5	4	6	4	4
Public Education	4	3	4	4	3	3	3	6	7	6
Crime	3	3	2	2	2	2	2	2	1	1
Transportation	2	1	1	1	1	1	1	5	4	3

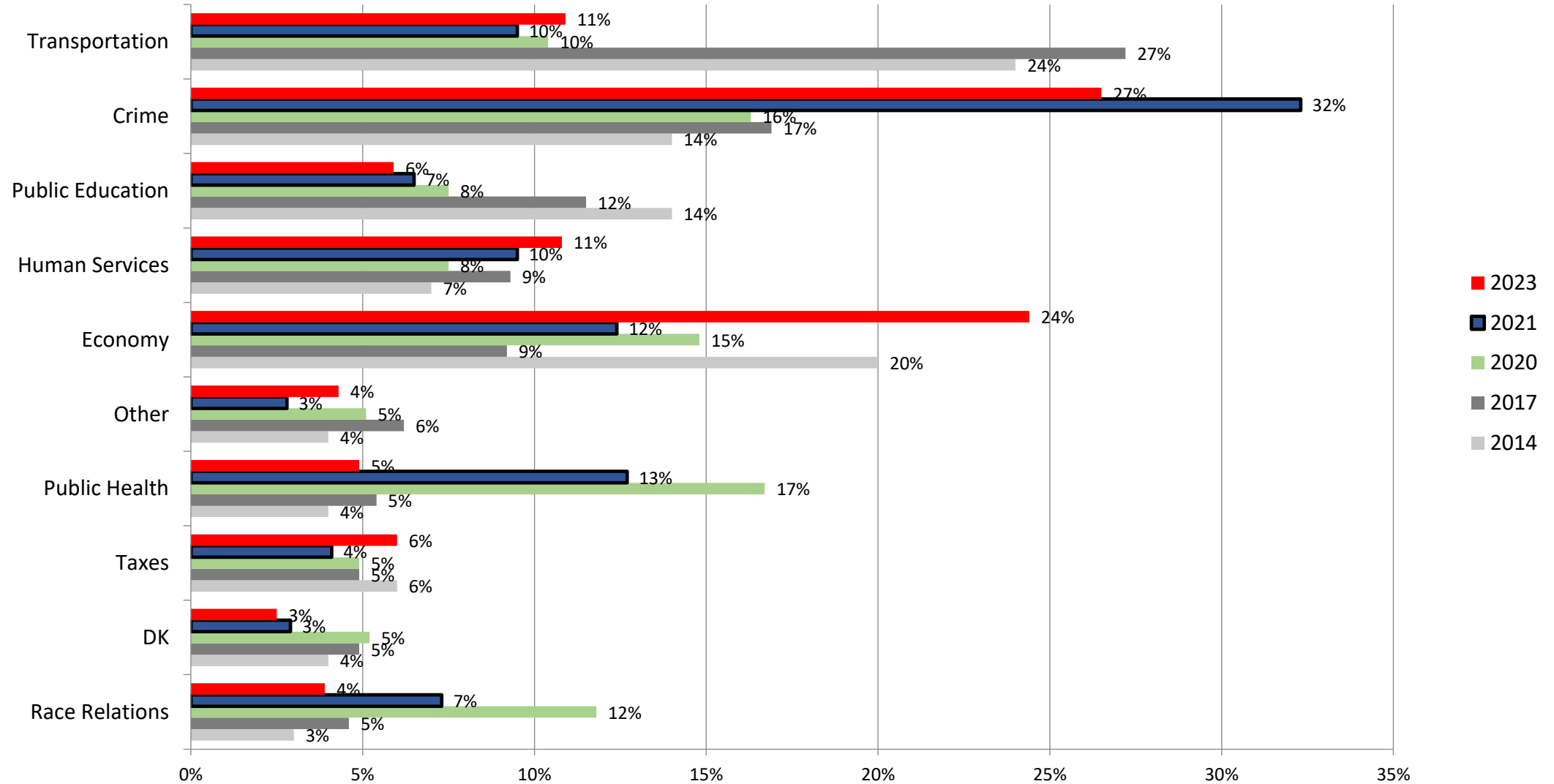
Pct Point Change	<u>2013- 2014</u>	<u>2014- 2015</u>	<u>2015- 2016</u>	<u>2016- 2017</u>	<u>2017- 2018</u>	<u>2018- 2019</u>	<u>2019- 2020</u>	<u>2020- 2021</u>	<u>2021- 2023</u>	
Race Relations	0.8	1.9	1.3	-1.6	0.3	-0.9	7.8	-4.5	-3.4	Increases
DK	0.3	-0.3	-1.5	2.7	-1.6	0.7	1.2	-2.3	-0.4	Declines
Taxes	0.4	-1.1	-0.7	0.7	0.9	2.2	-3.1	-0.8	1.9	
Public Health	-0.3	0.5	0.1	0.8	0.0	1.6	9.7	-4.0	-7.8	
Other	-1.9	-2.3	0.9	3.6	1.7	-2.9	0.1	-2.3	1.5	
Economy	-4.4	-4.9	-2.8	-3.1	-3.2	1.0	7.8	-2.4	12.0	
Human Services	4.5	0.3	1.2	0.8	-2.1	1.8	-1.5	2.0	1.3	
Public Education	1.3	0.0	-2.0	-0.5	-2.1	0.6	-2.5	-1.0	-0.6	
Crime	-3.4	3.2	5.6	-5.9	5.0	-3.9	-1.7	16.0	-5.8	
Transportation	2.6	2.7	-2.2	2.7	1.0	0.0	-17.8	-0.9	1.4	

“Crime” Remains Biggest Problem

Biggest Problem Facing Residents in Metro--MAS Response 2023

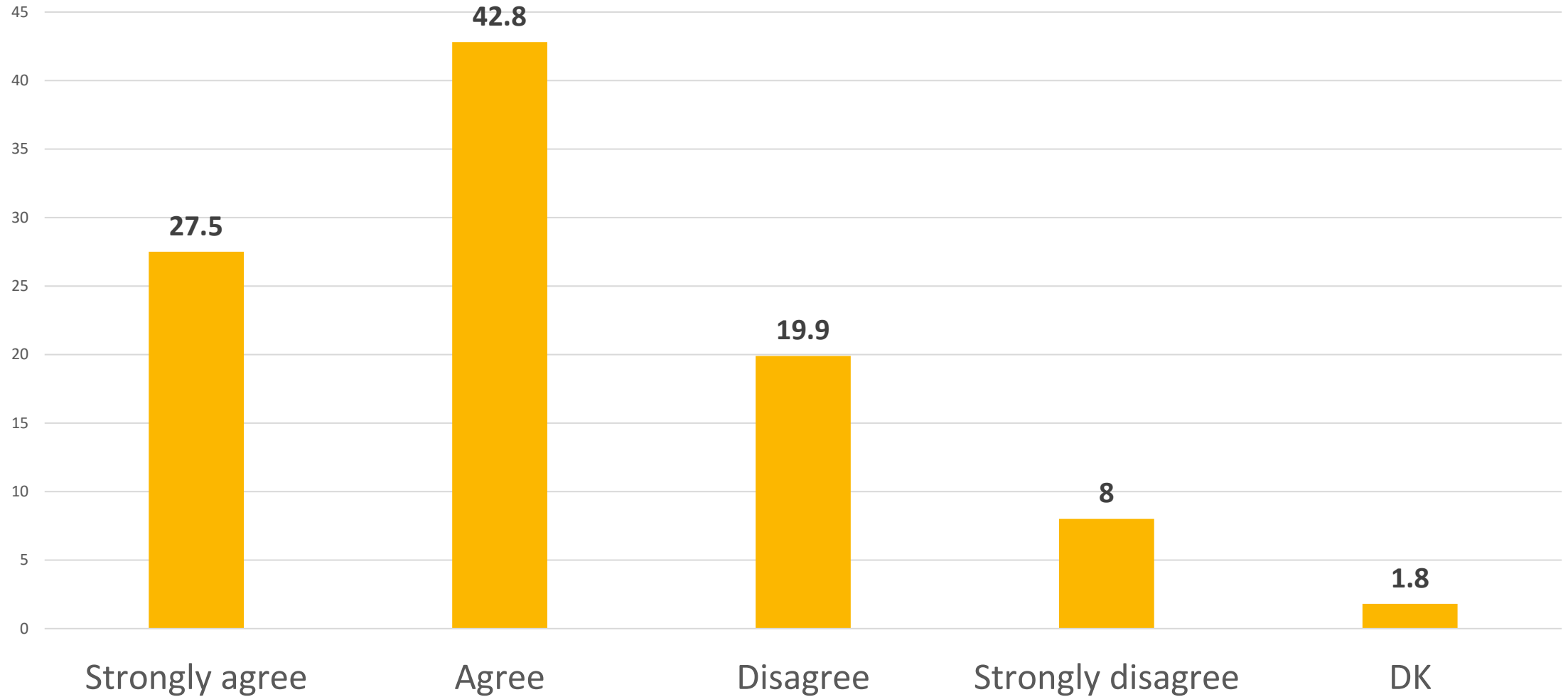


“Crime” As Biggest Problem Over Time, Select Years

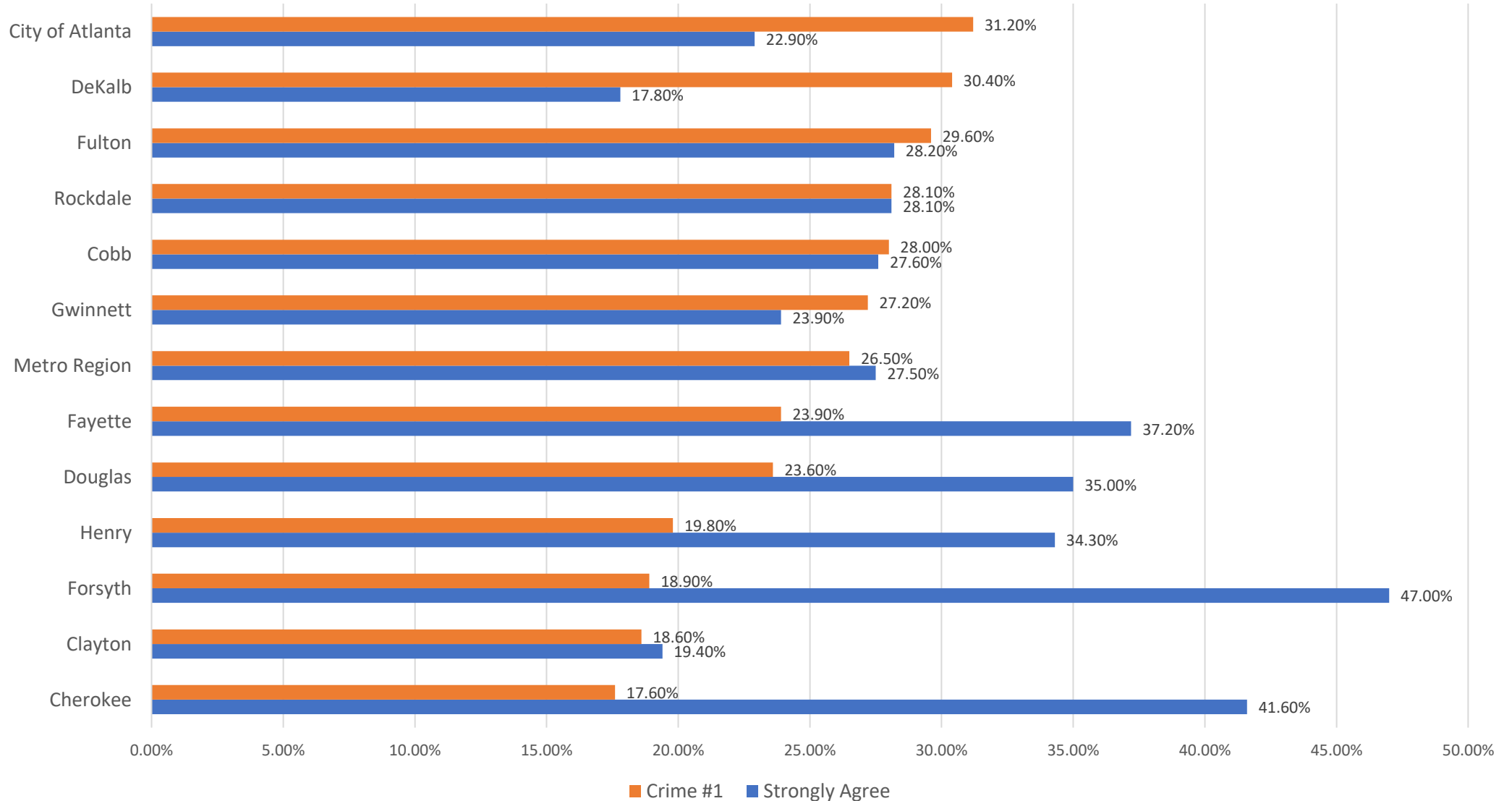


Yet Vast Majority Feel Safe In Their Own Neighborhoods...

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

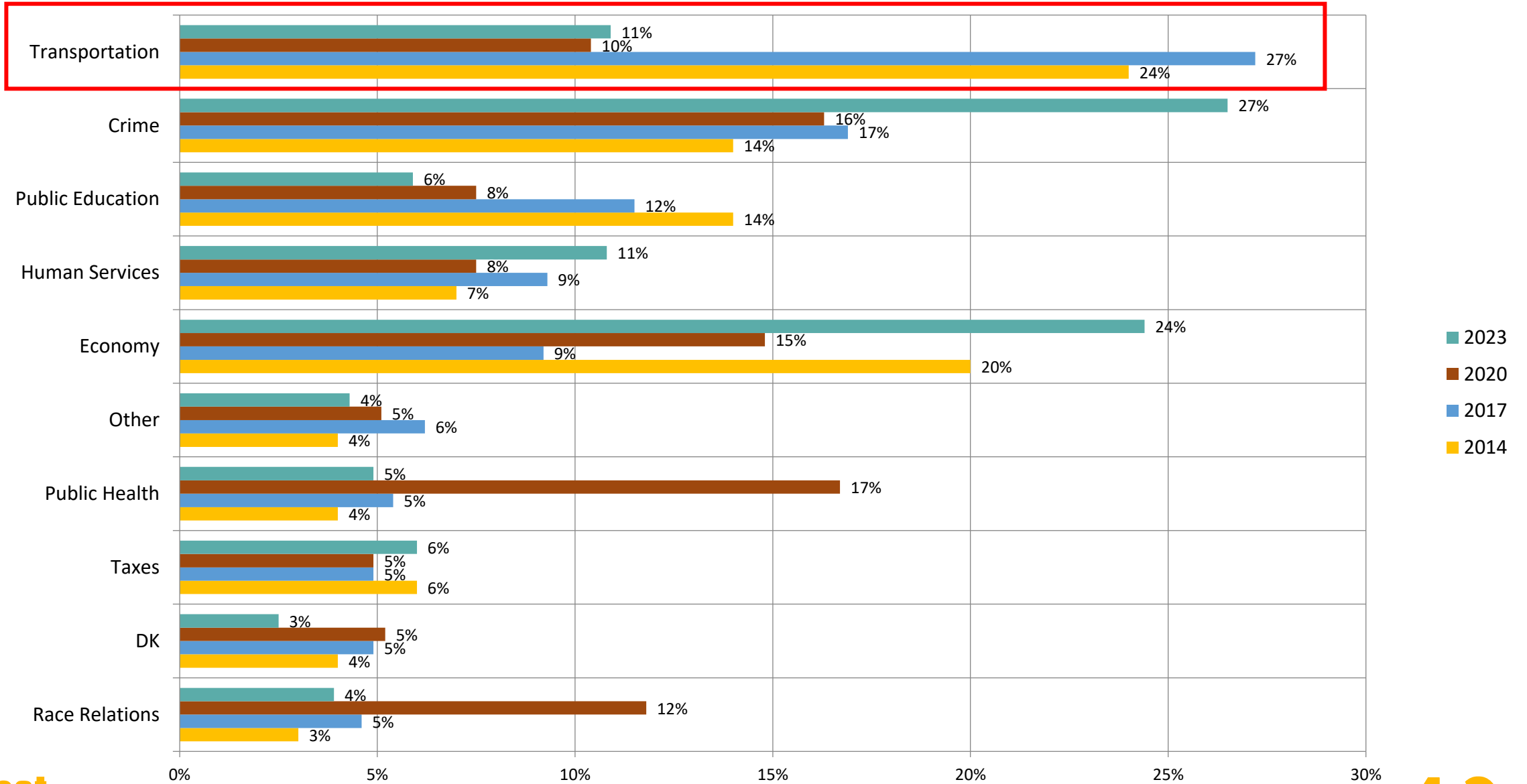


Comparing Answers: "Crime #1" vs. "Neighborhood is Safe"



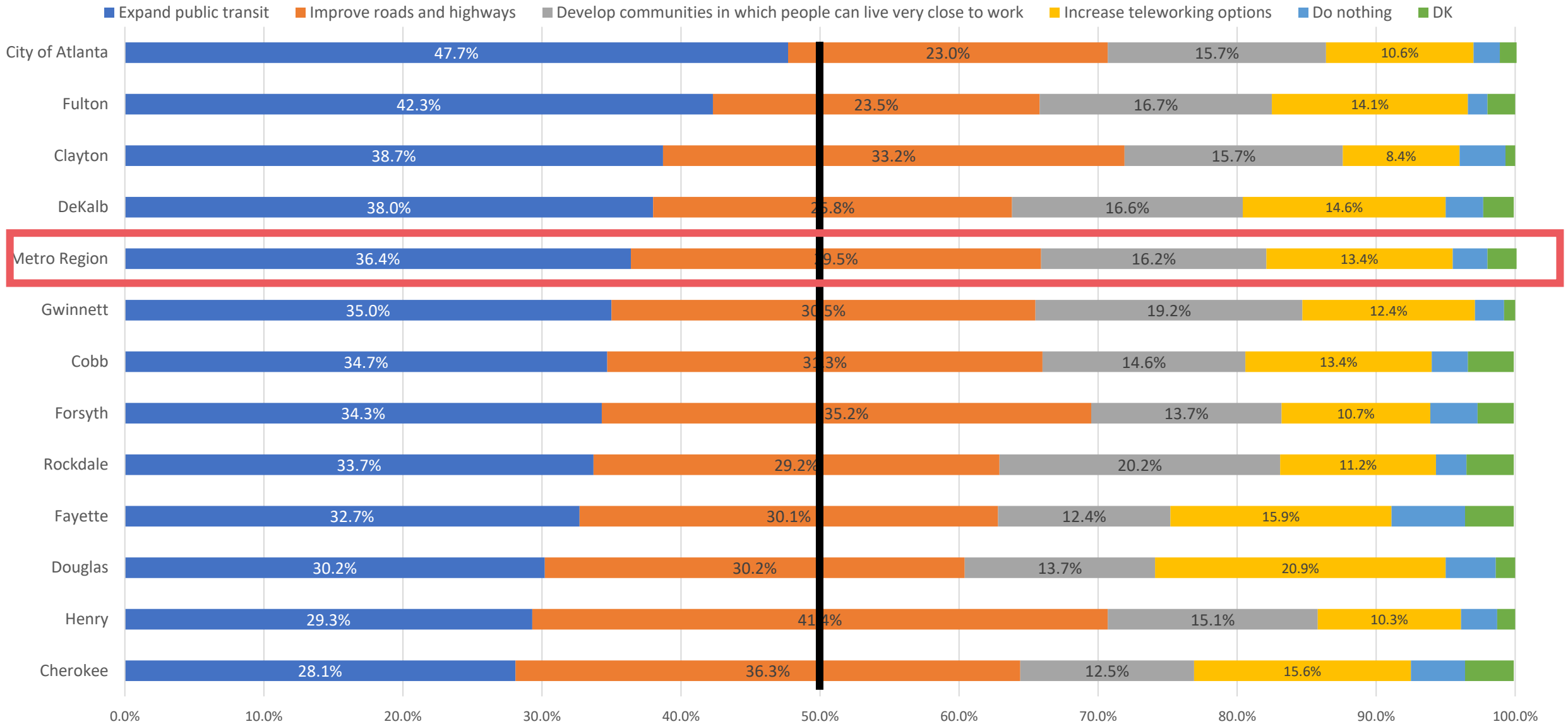
Transportation “ticking back up” some...but...

Biggest Problem Facing Residents in Metro--MAS Response Comparison 2023, Select Other Years



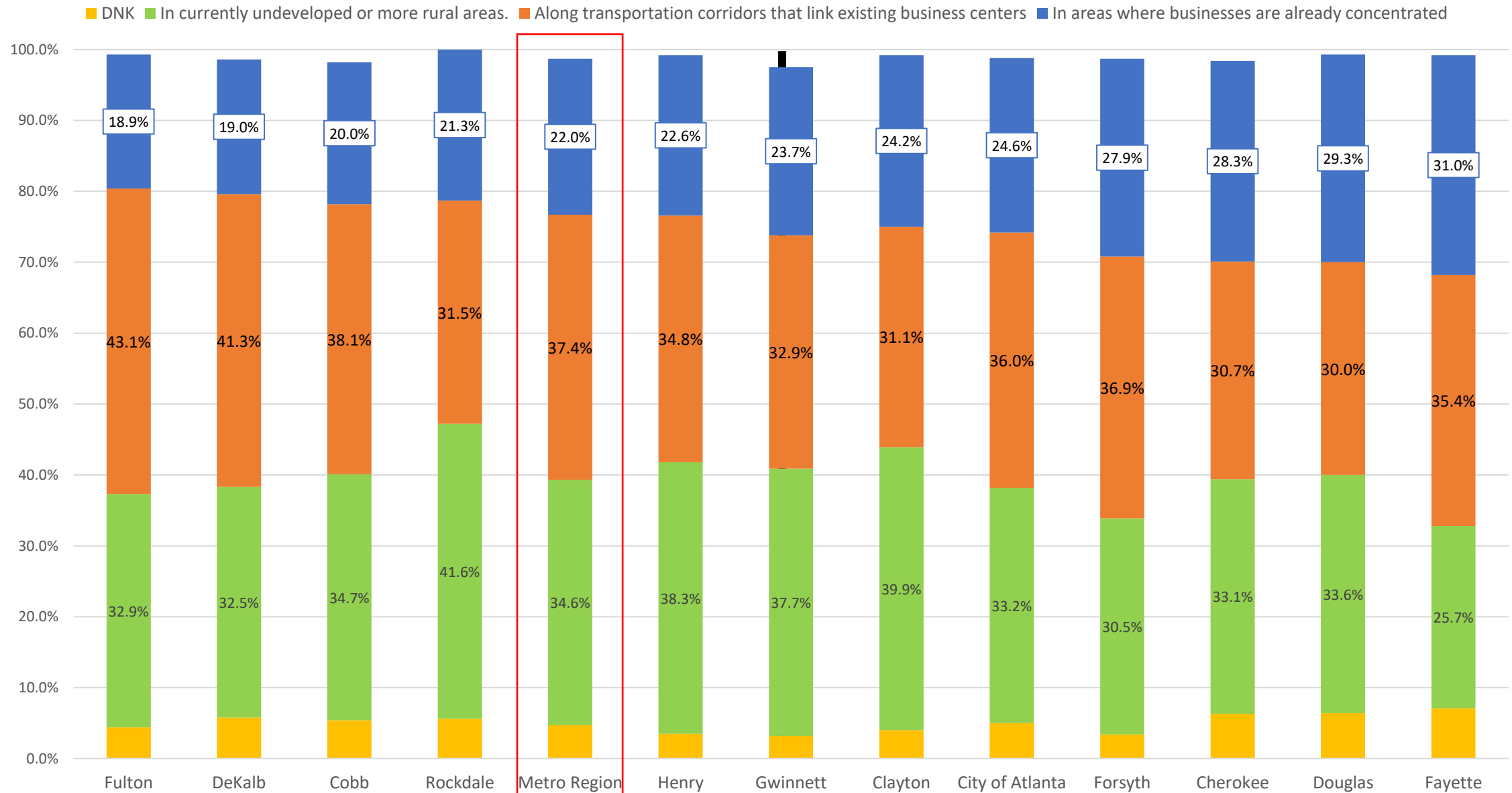
Perceived Need for Transportation...

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...



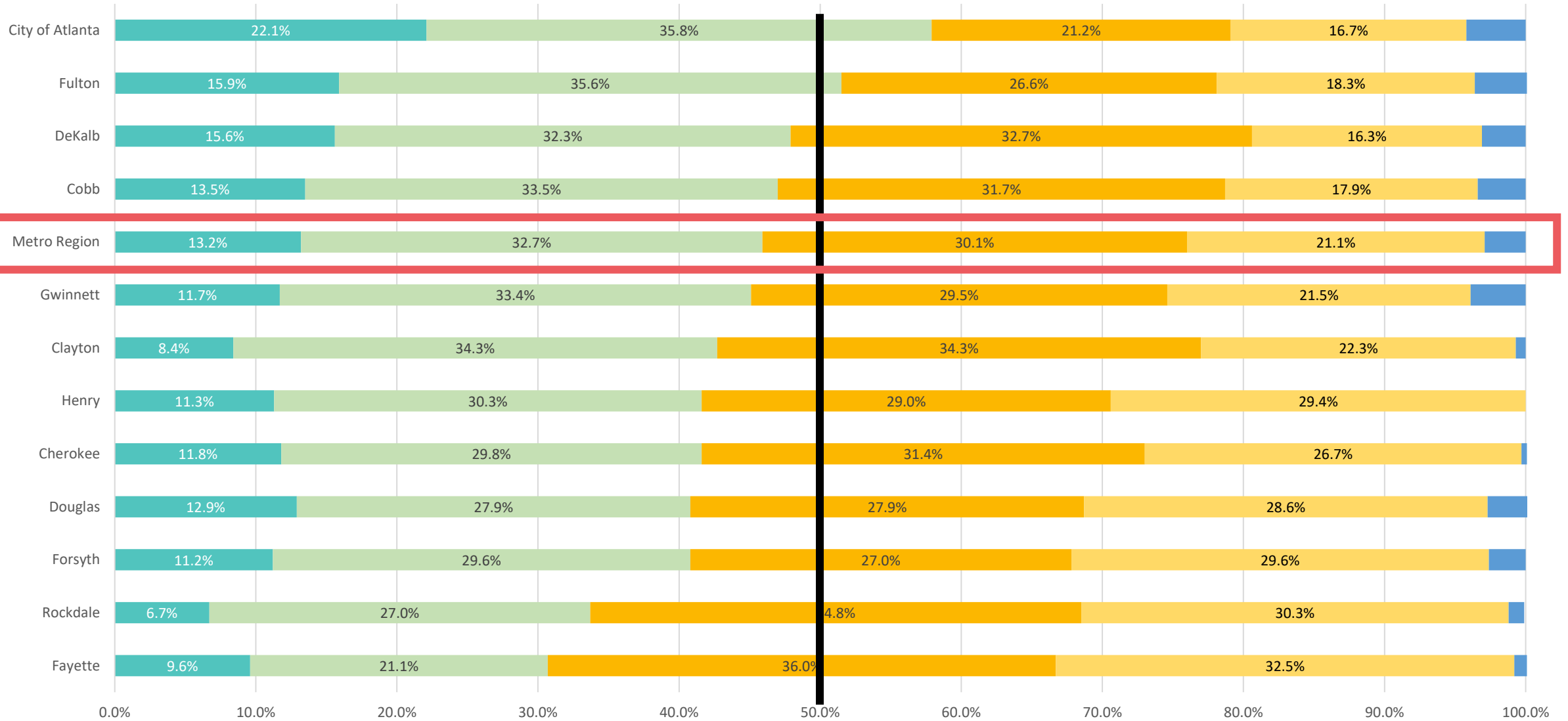
Best Land Use Choice for Future Growth...

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



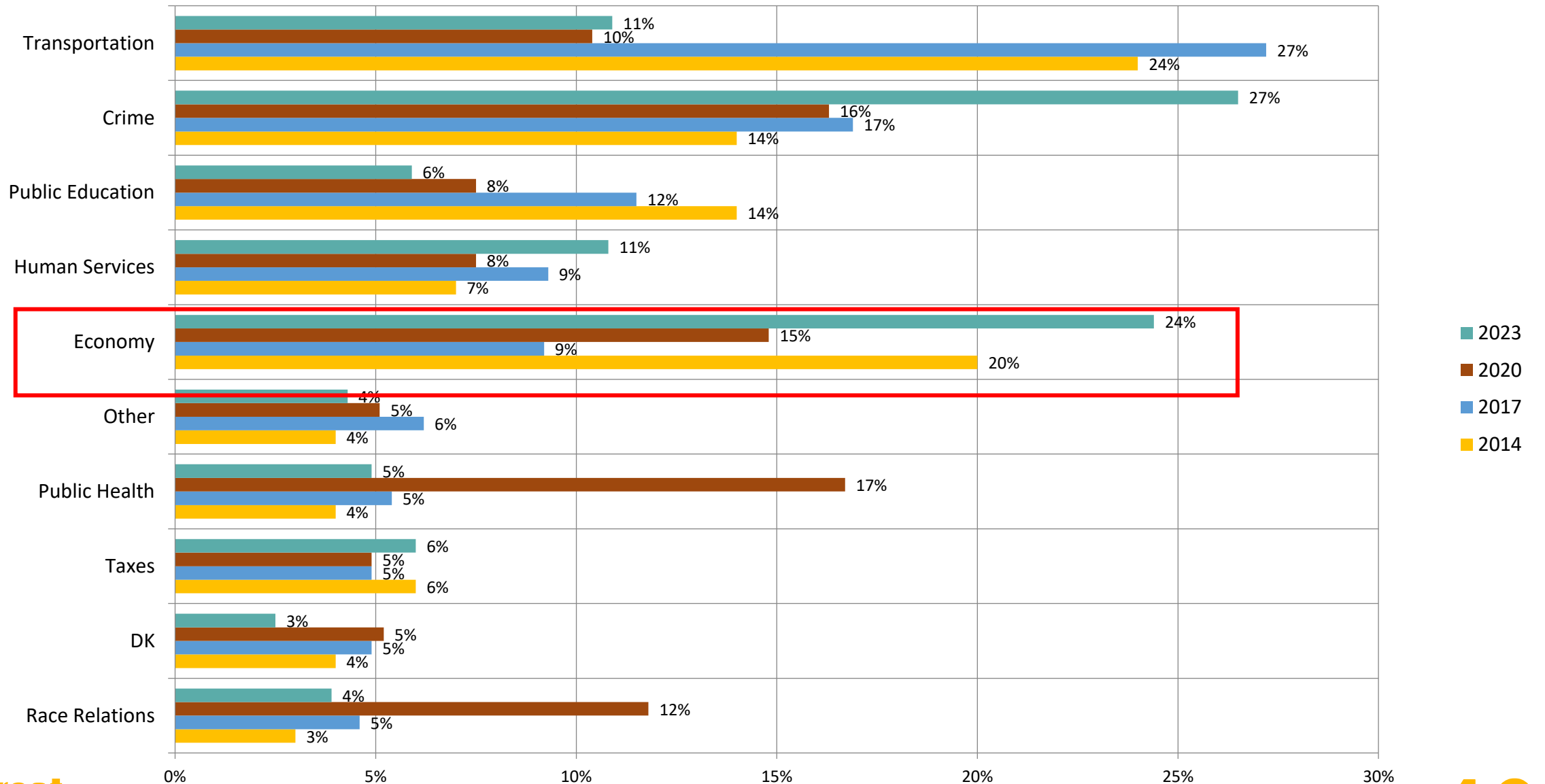
A Lot of Skepticism About Expanding Transit...

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



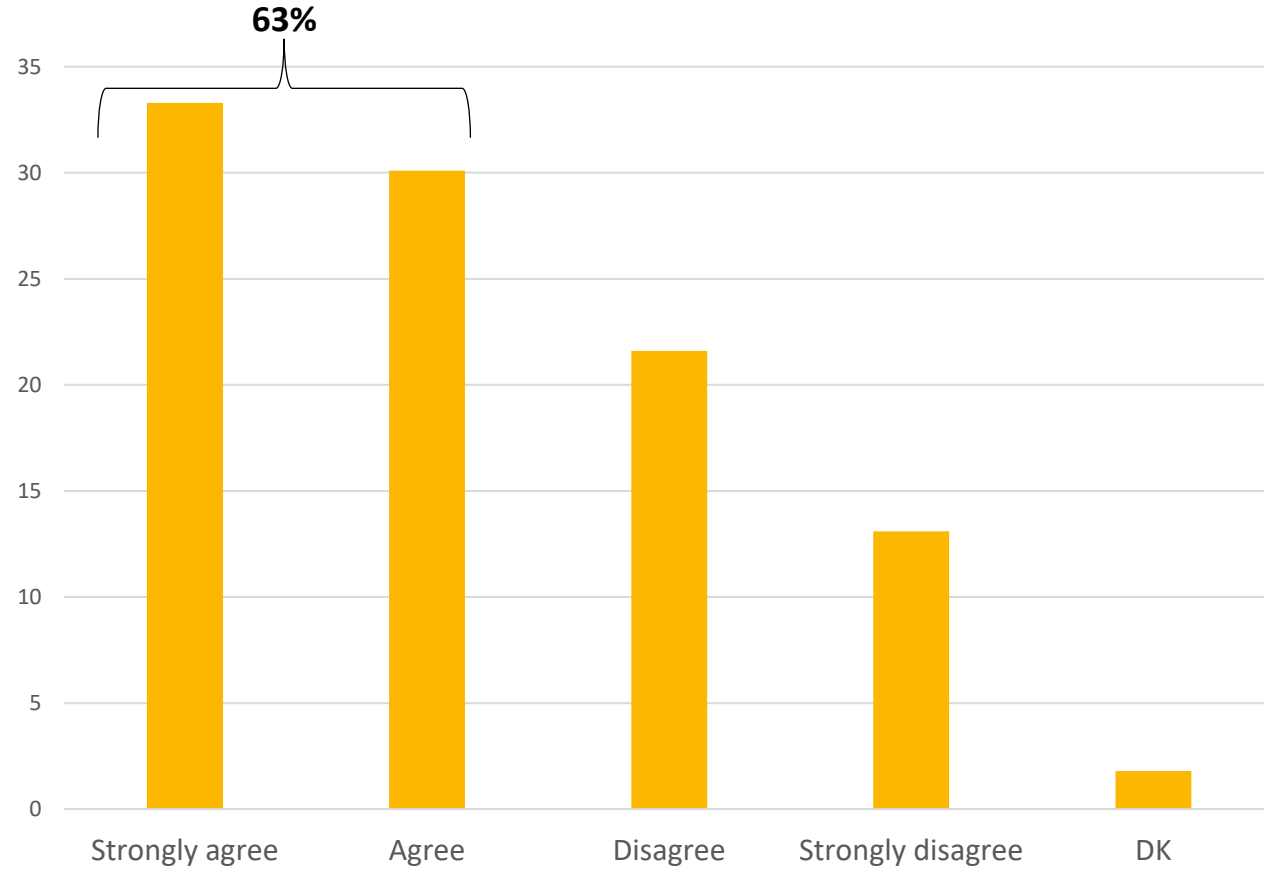
Economy (as Problem) Resurgent...

Biggest Problem Facing Residents in Metro--MAS Response Comparison 2023, Select Other Years

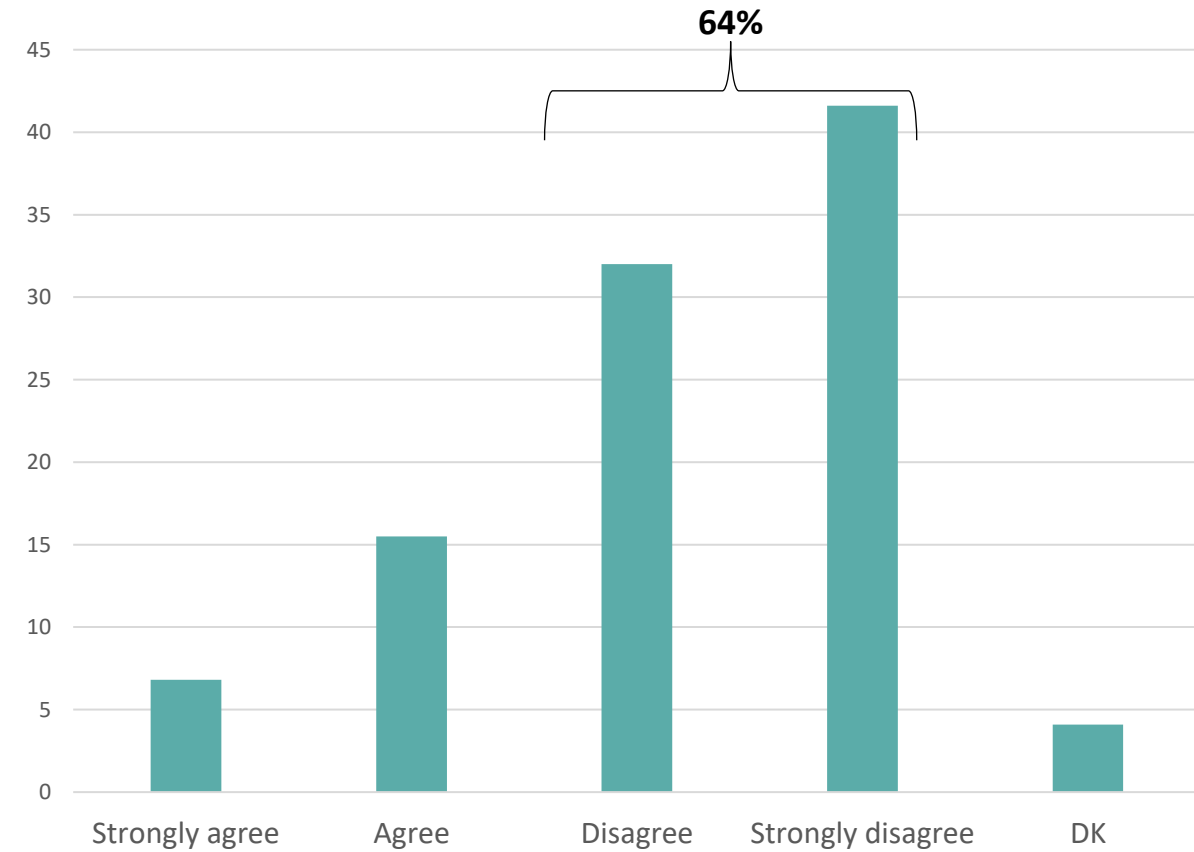


Housing Affordability a Major Issue

"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...

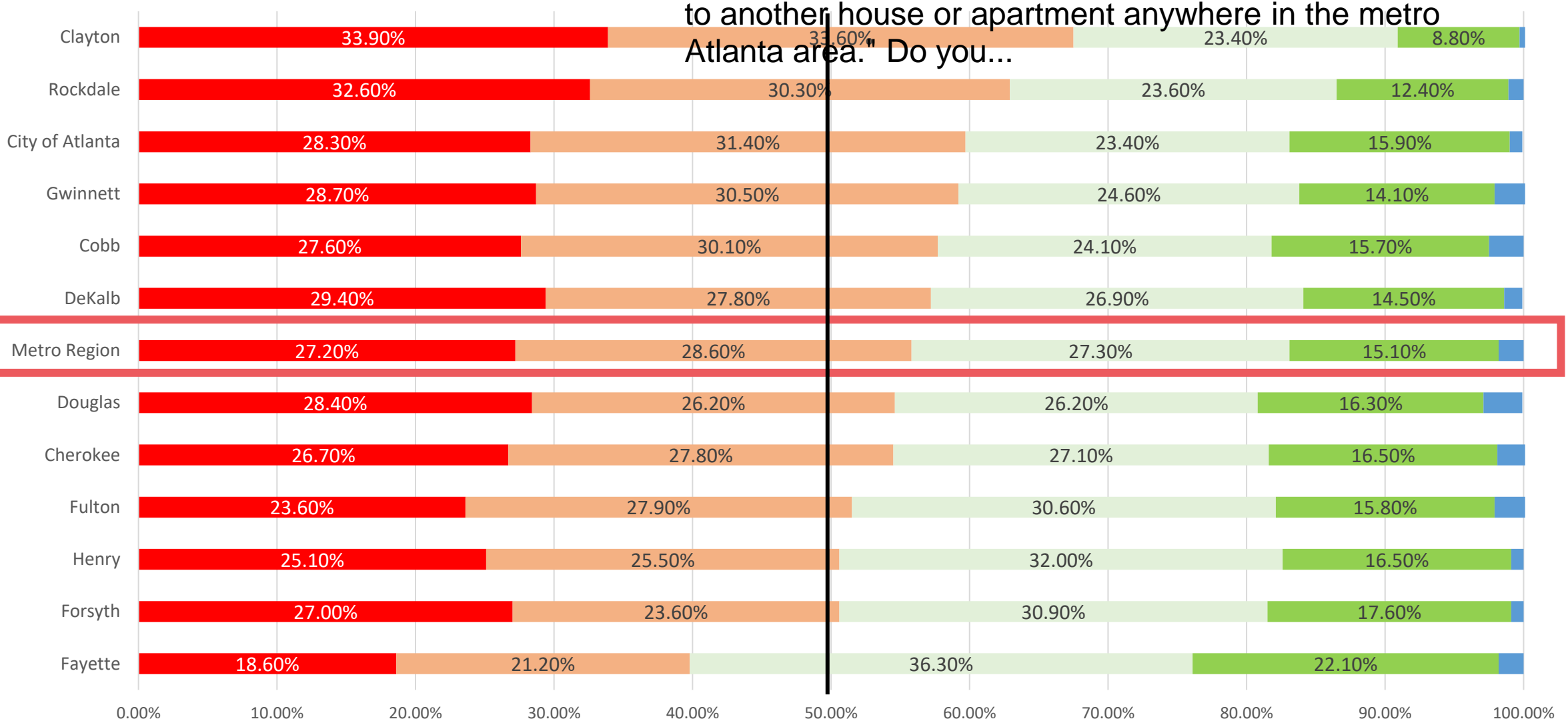


"Low-wage workers employed by local businesses have **no problem** finding affordable housing in my community." Do you ...



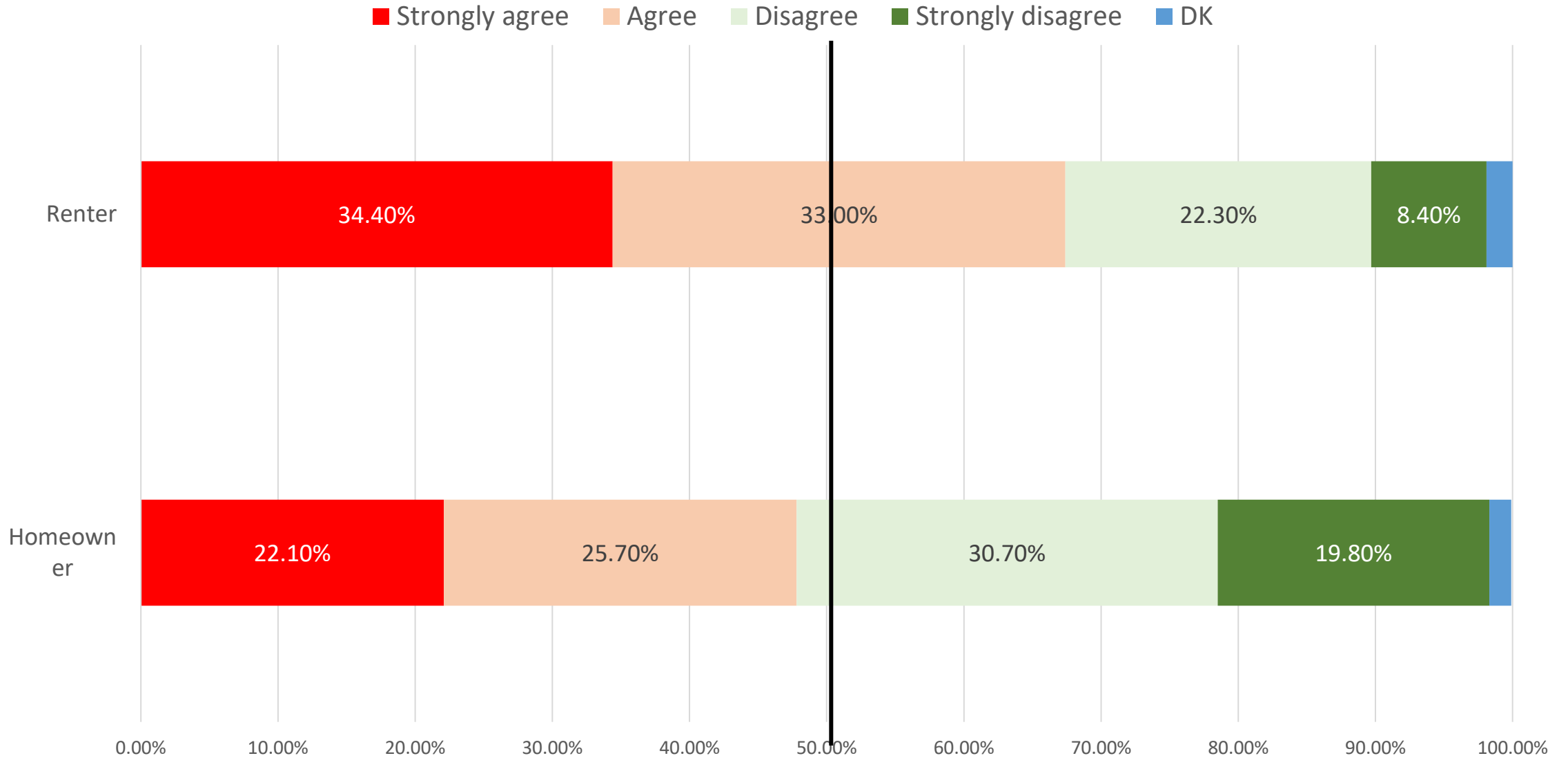
Affordability Moving Elsewhere in MSA: County

Strongly agree Agree 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... Disagree Strongly disagree



Affordability Moving Elsewhere in MSA: Tenure

"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...

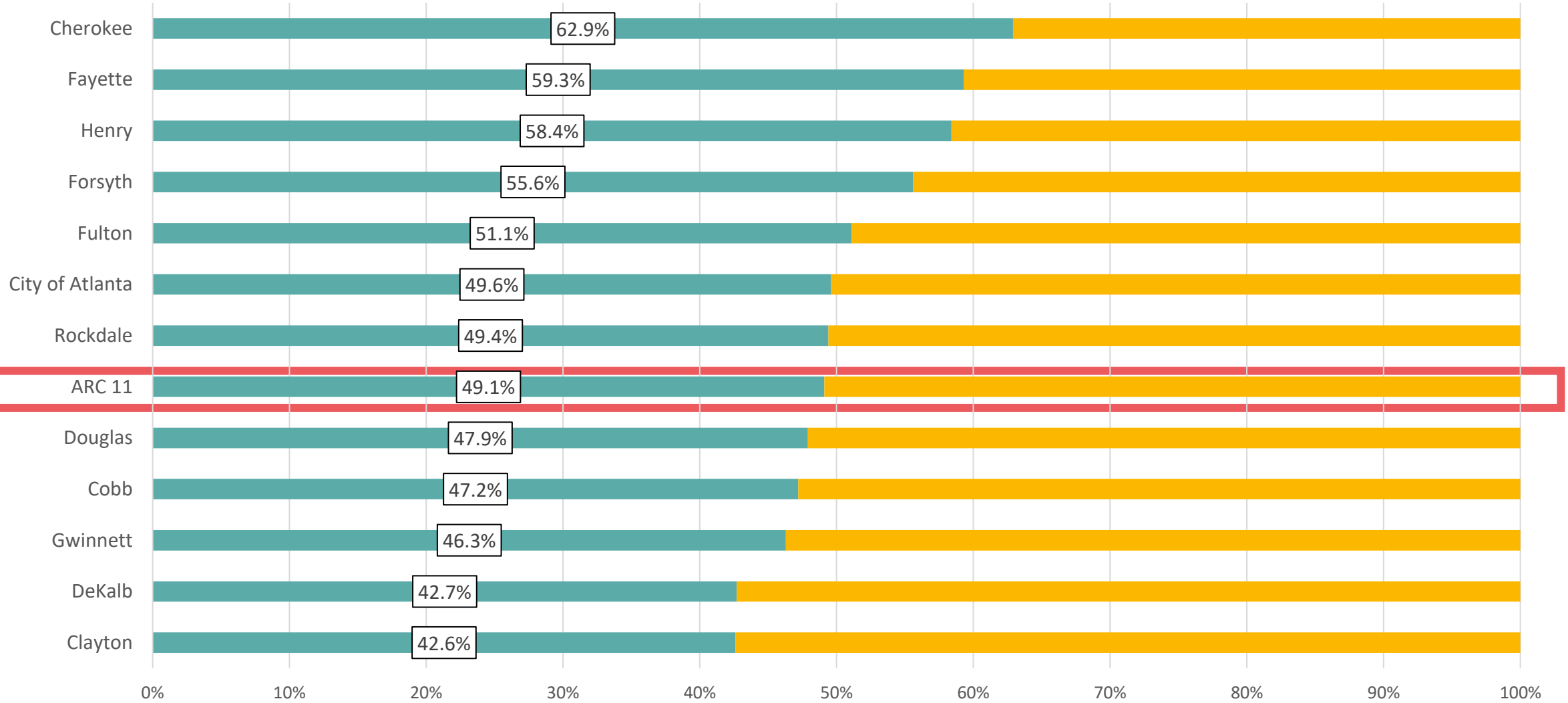


About Half Of Respondents Exhibiting Some Form of Financial Distress

Some people have a hard time dealing with financial emergencies, while others are better able to handle these situations....

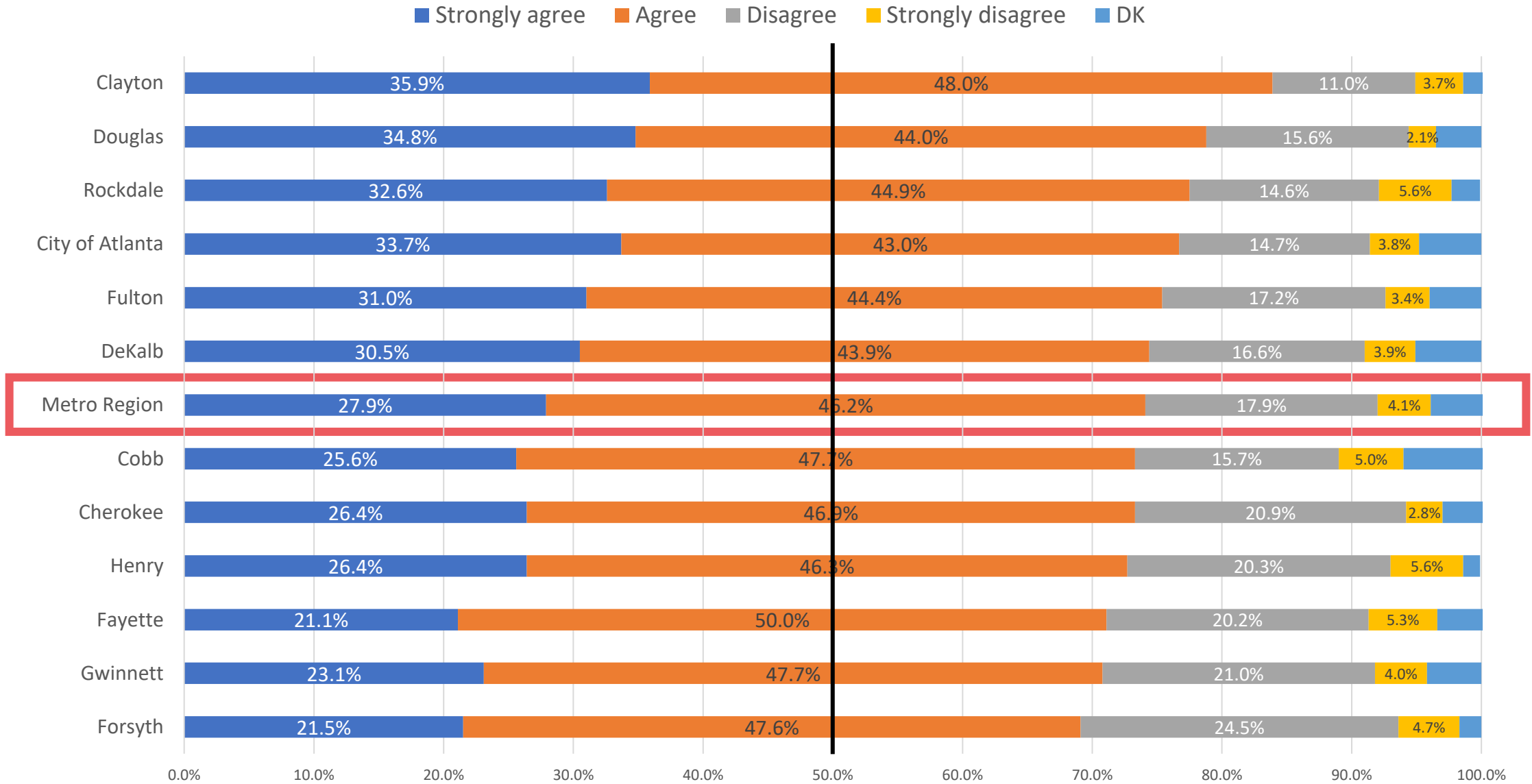
We'd like to get a feel for how people would deal with an unexpected financial emergency. Suppose you had to come up with \$400, you would be able to pay with...

■ Cash, Check, Debit ■ Other Options



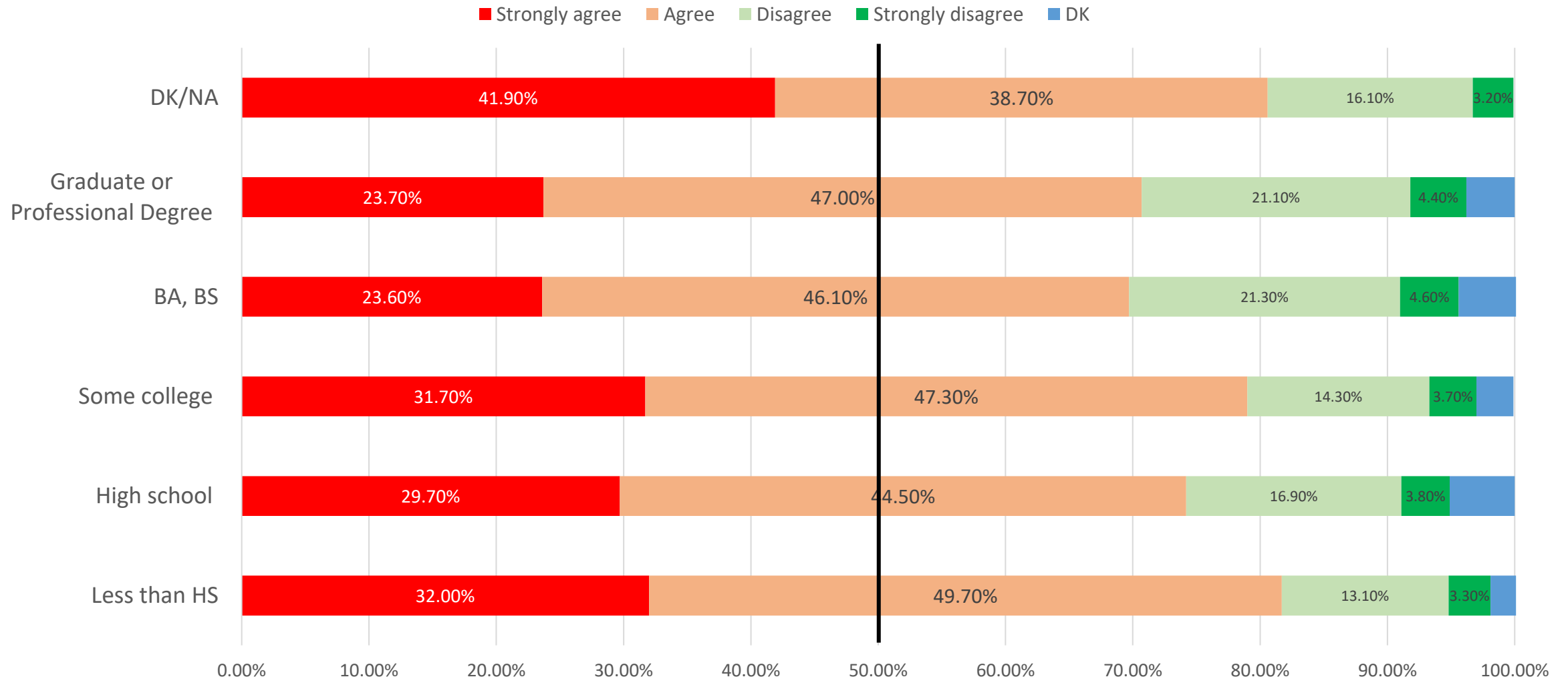
Fear Job Loss to Automation? County

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



Fear Job Loss to Automation? Educ Att

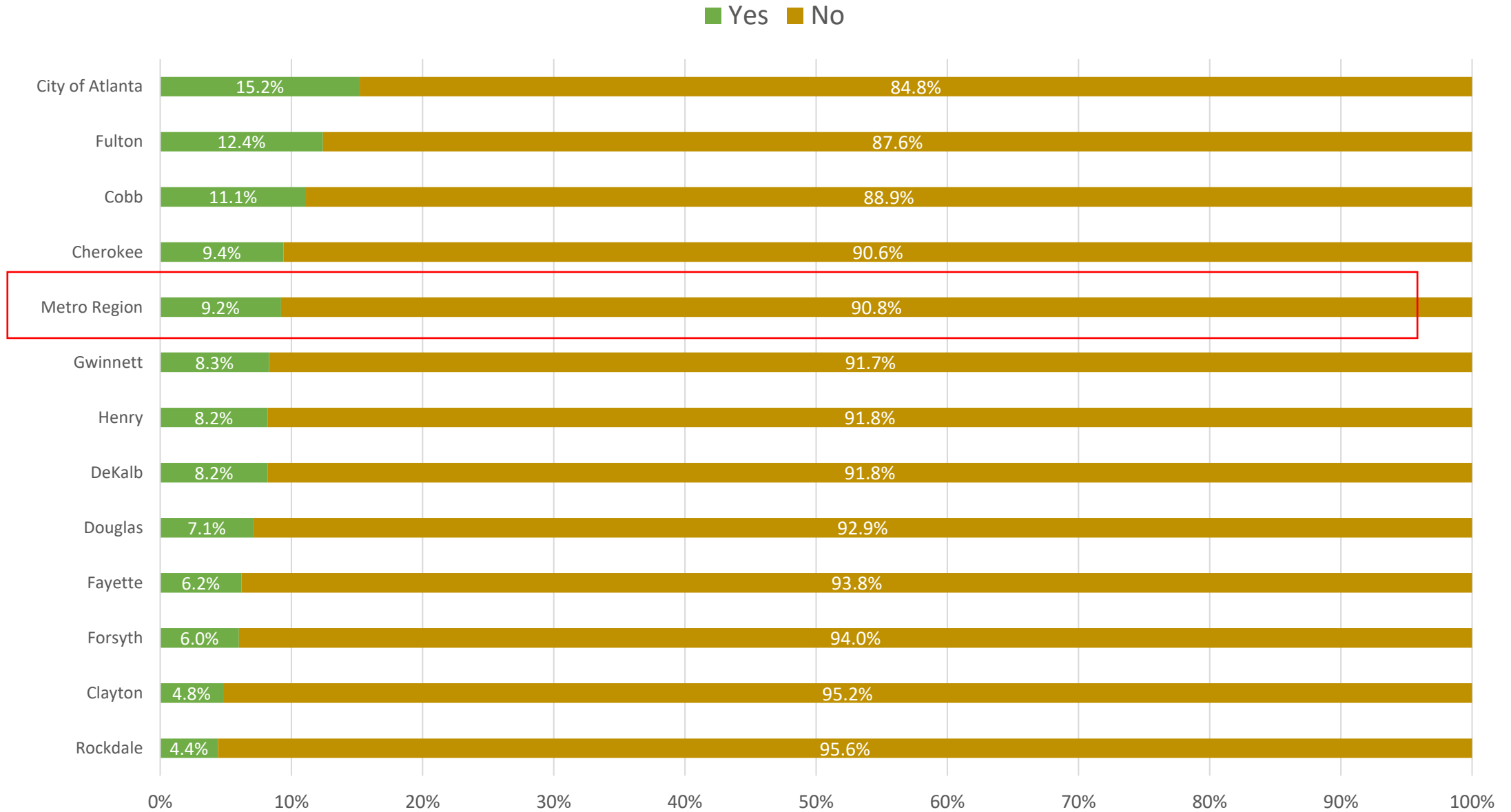
"In the future, too many workers will lose their jobs to some type of automated process or artificial intelligence." Do you ...





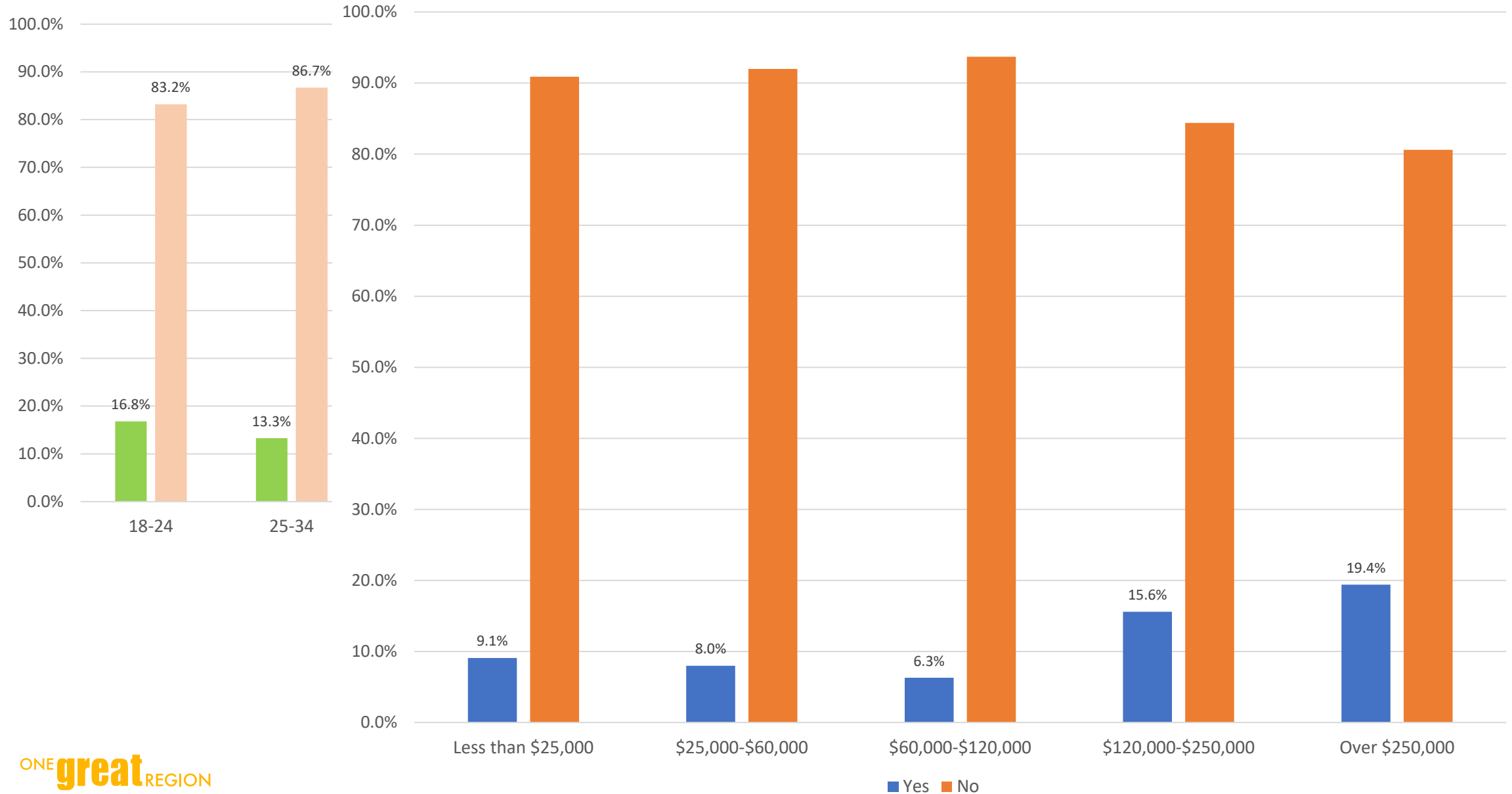
What's New(est): Metro Atlanta Speaks 2023 —EVs, Climate

EV Ownership by Area



Electric Vehicle (Adoption)

Current EV Ownership by Income: 11 co Region

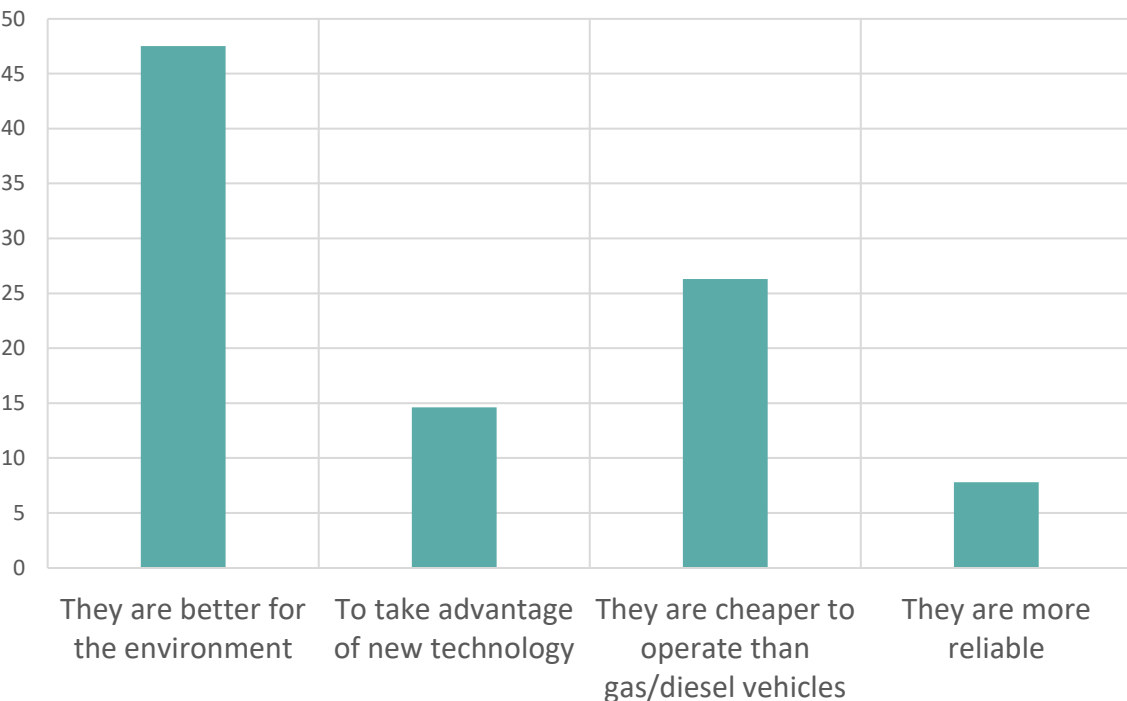


Electric Vehicles...

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

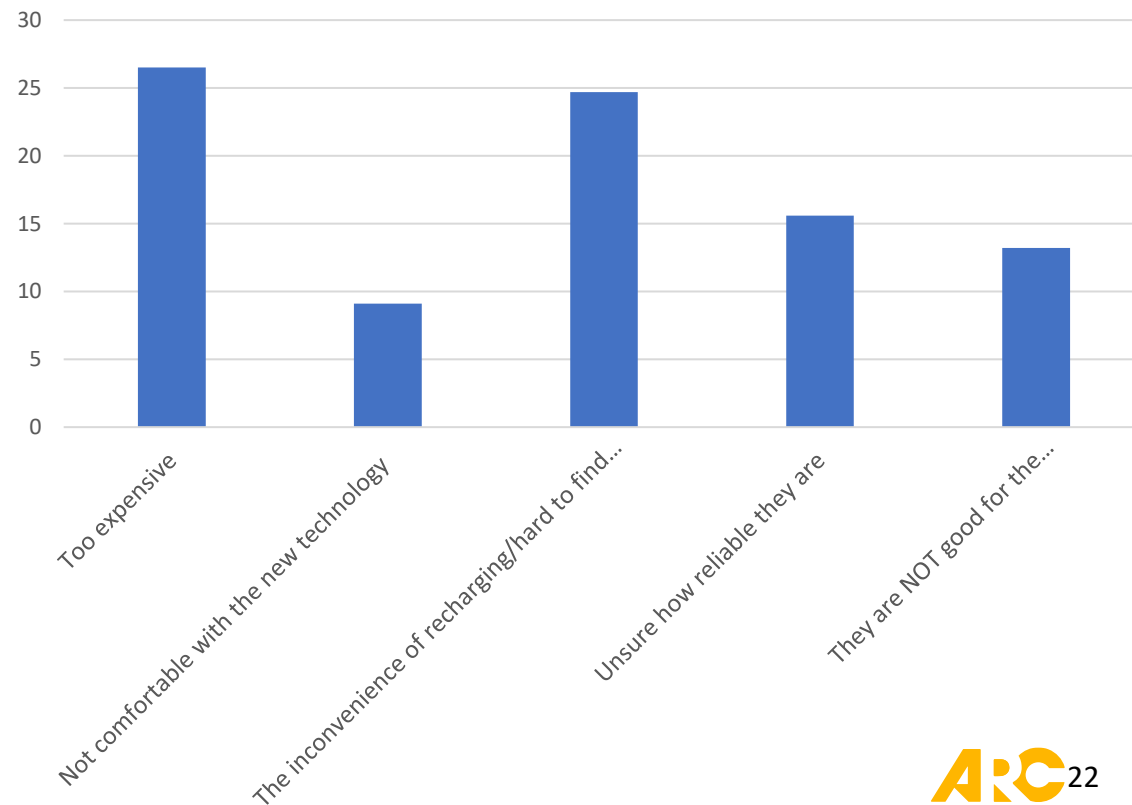
For those who have or plan to buy an EV...

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



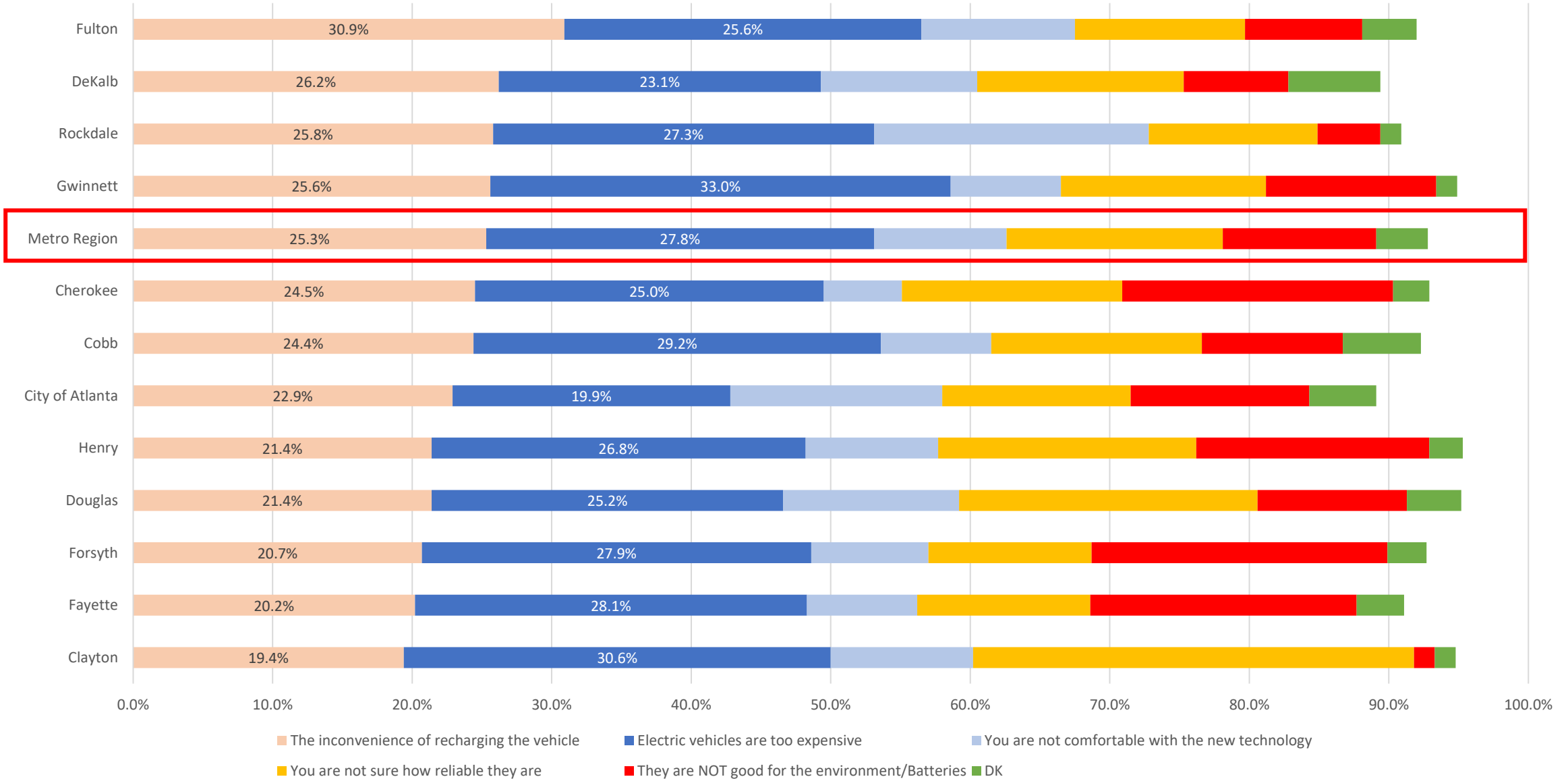
For those who do not have or do not plan to buy an EV...

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



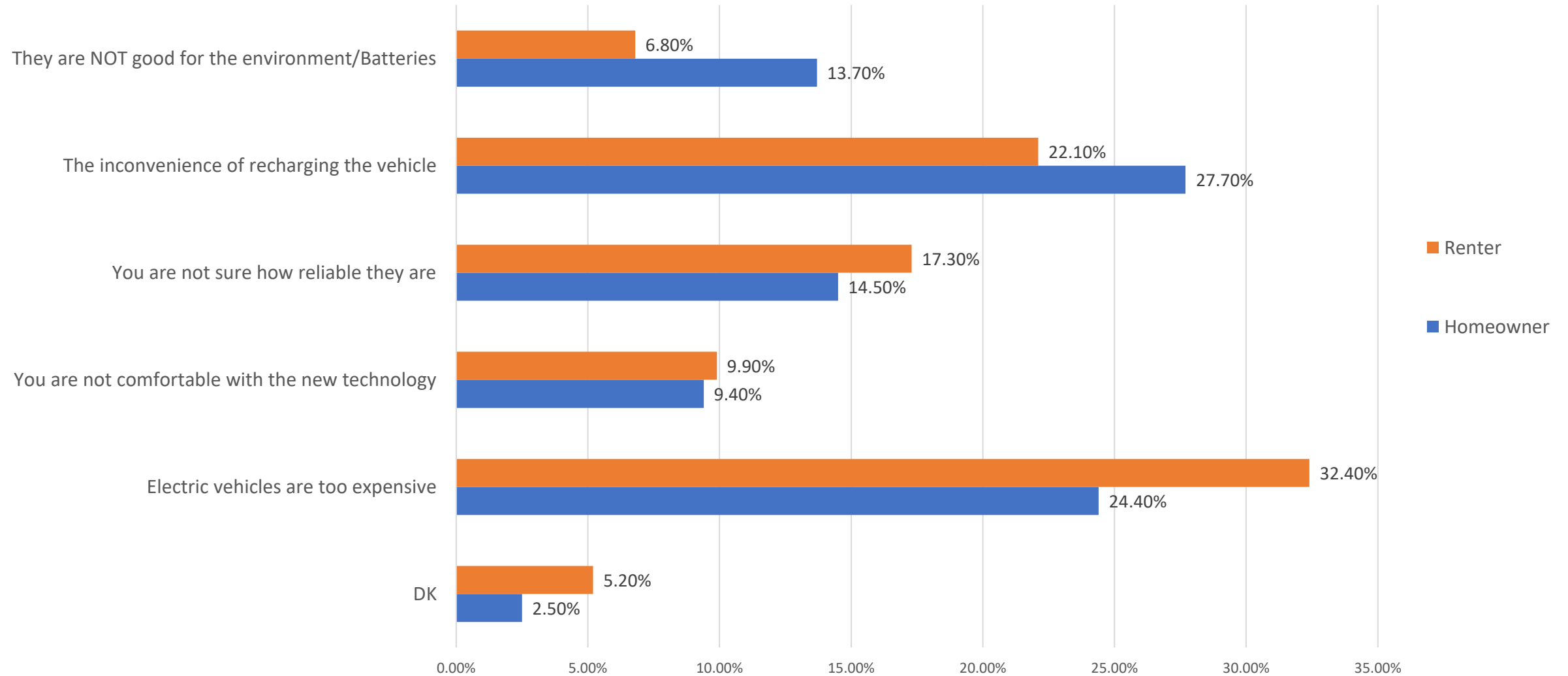
Reasons Not Bought/ Buying: County

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



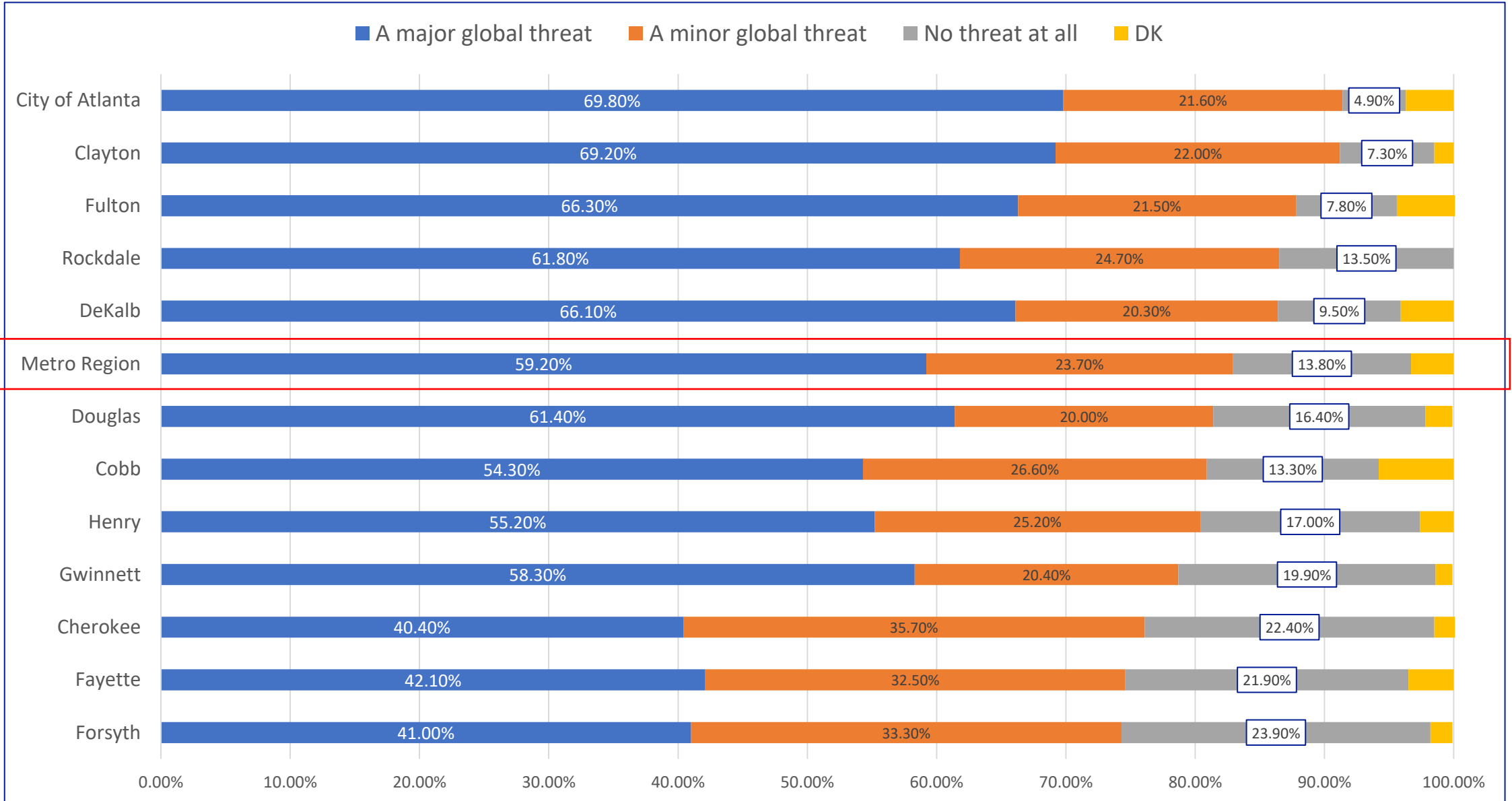
Reasons Not Bought/ Buying: Tenure

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

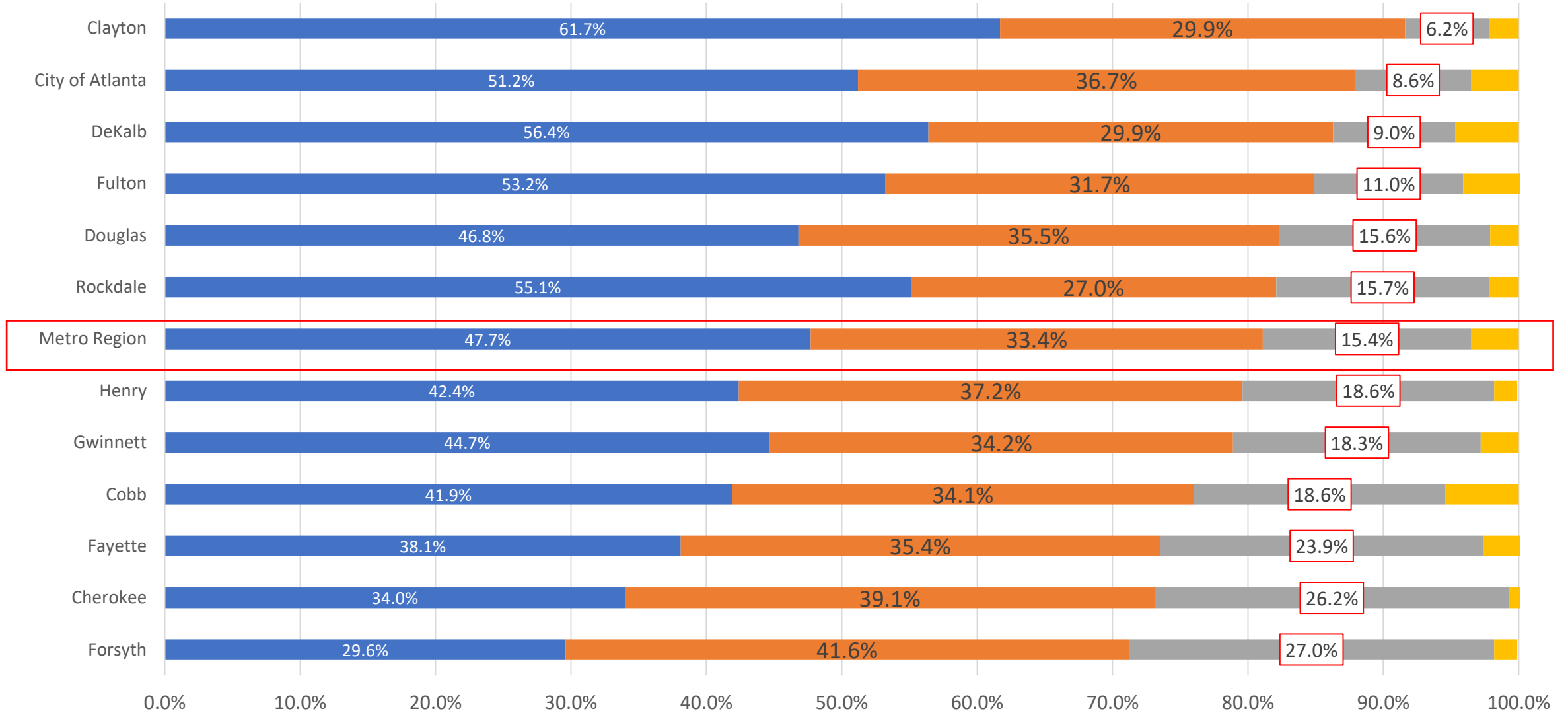
Thinking about climate change, how serious of a global threat do you feel it will be in the next 10 years? Will climate change be



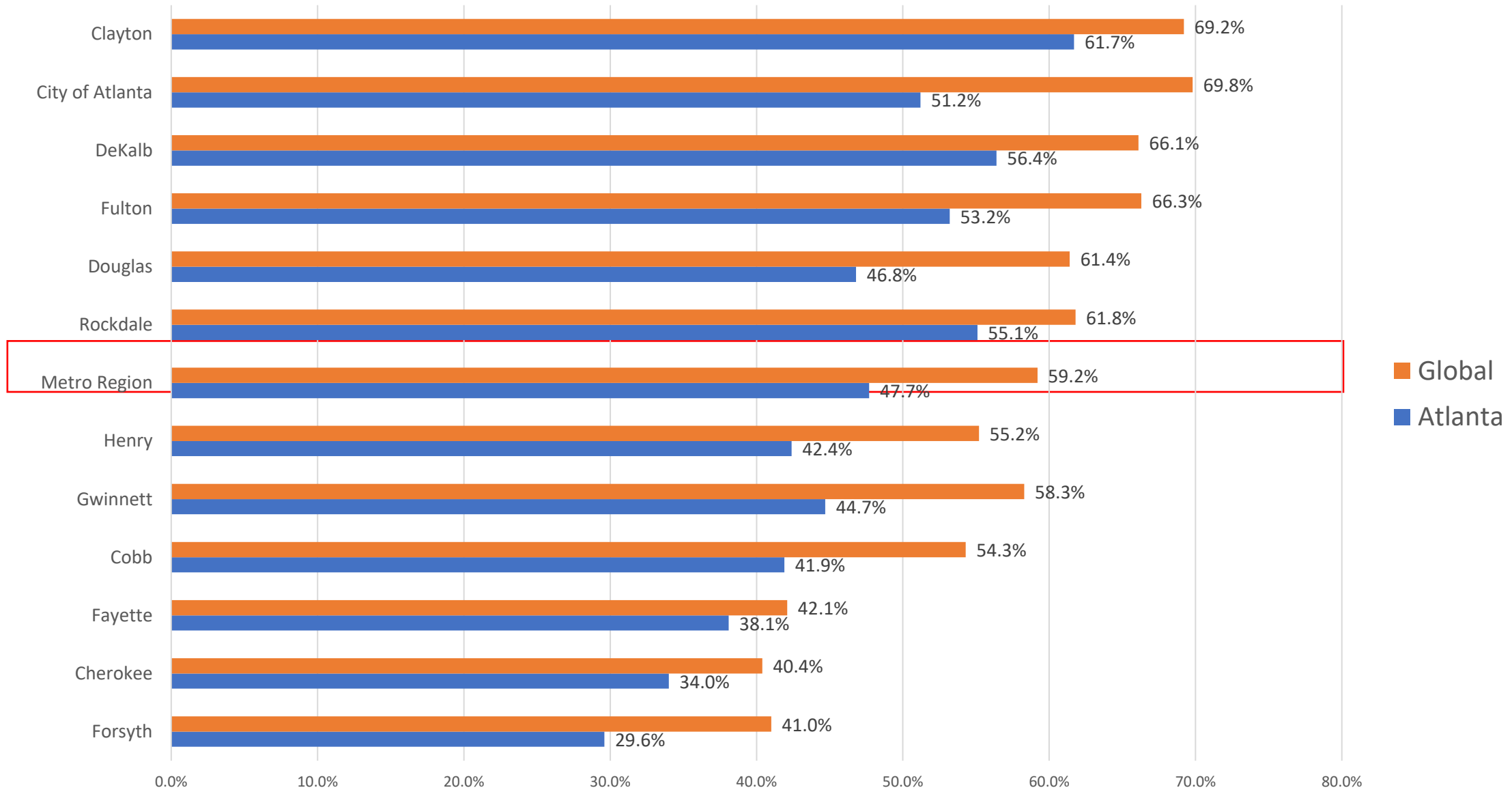
Regional Climate Change in Next 10 Years

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

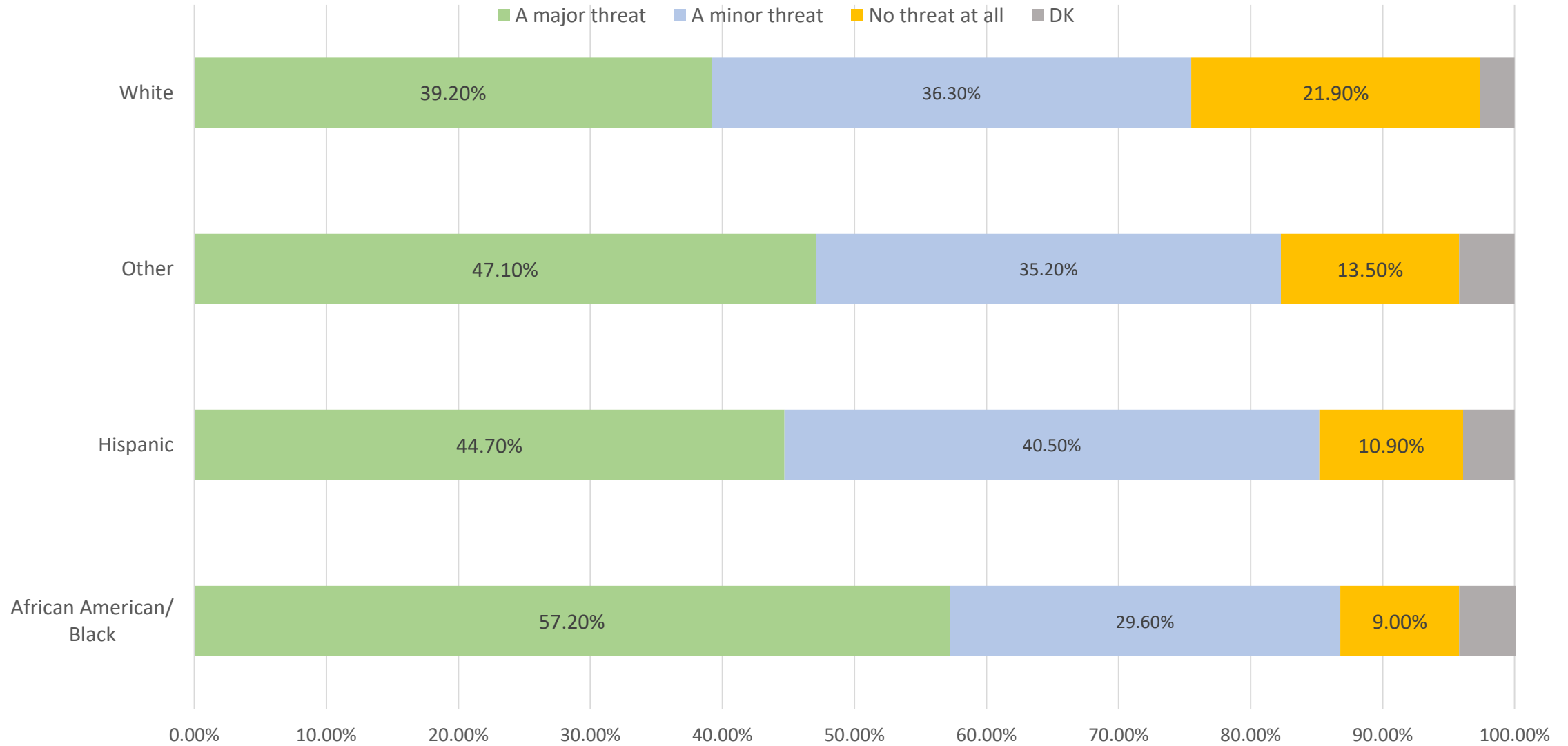
■ A major threat ■ A minor threat ■ No threat at all ■ DK

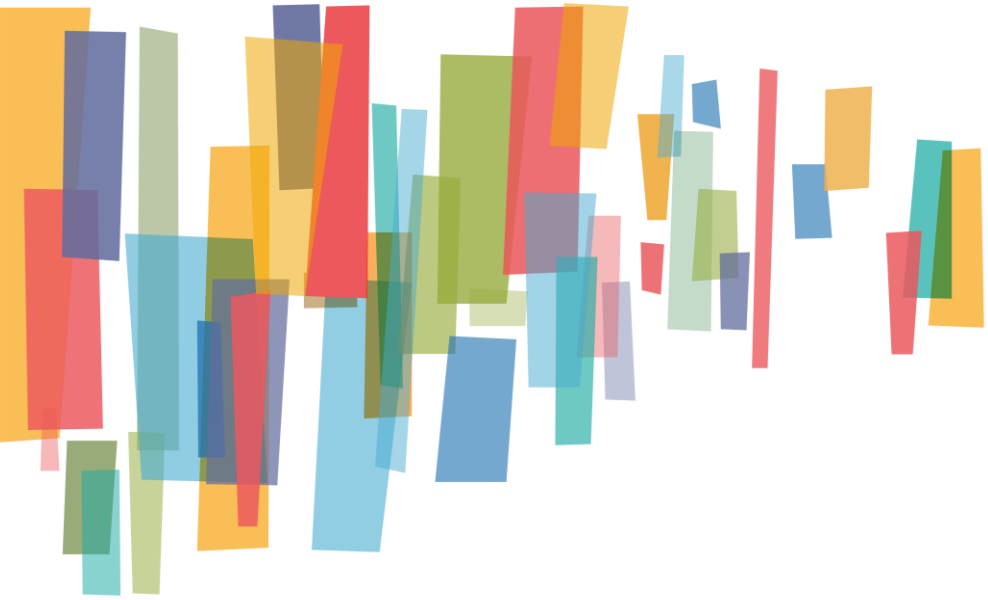


Global vs. Regional: Comparing Shares Perceiving Major Threat Next 10 Years



Regional Climate Change Threat : *By Race/ Ethnicity*

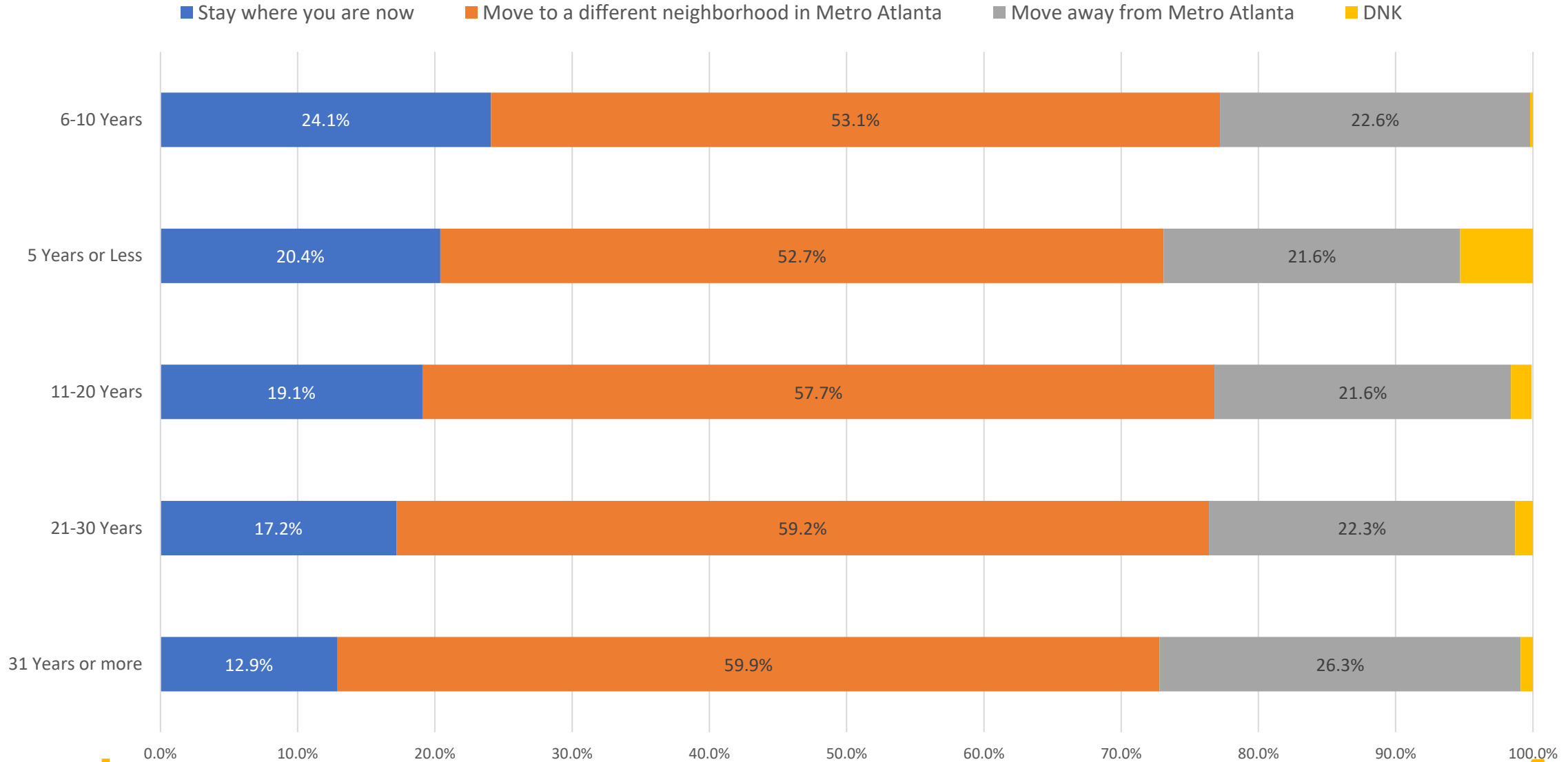




Finishing with (A Look at) the Future

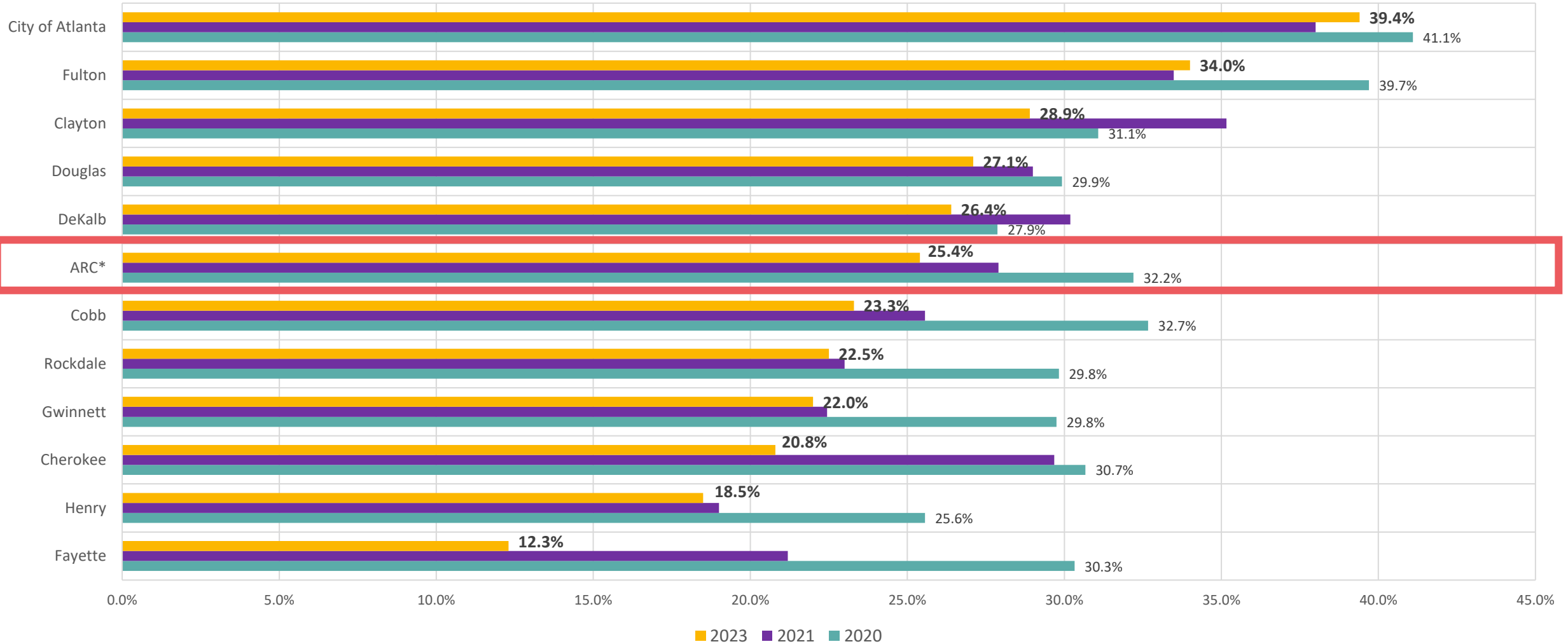
About 1 in 5 Would Leave...and 4 in 5ish Would Move

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?

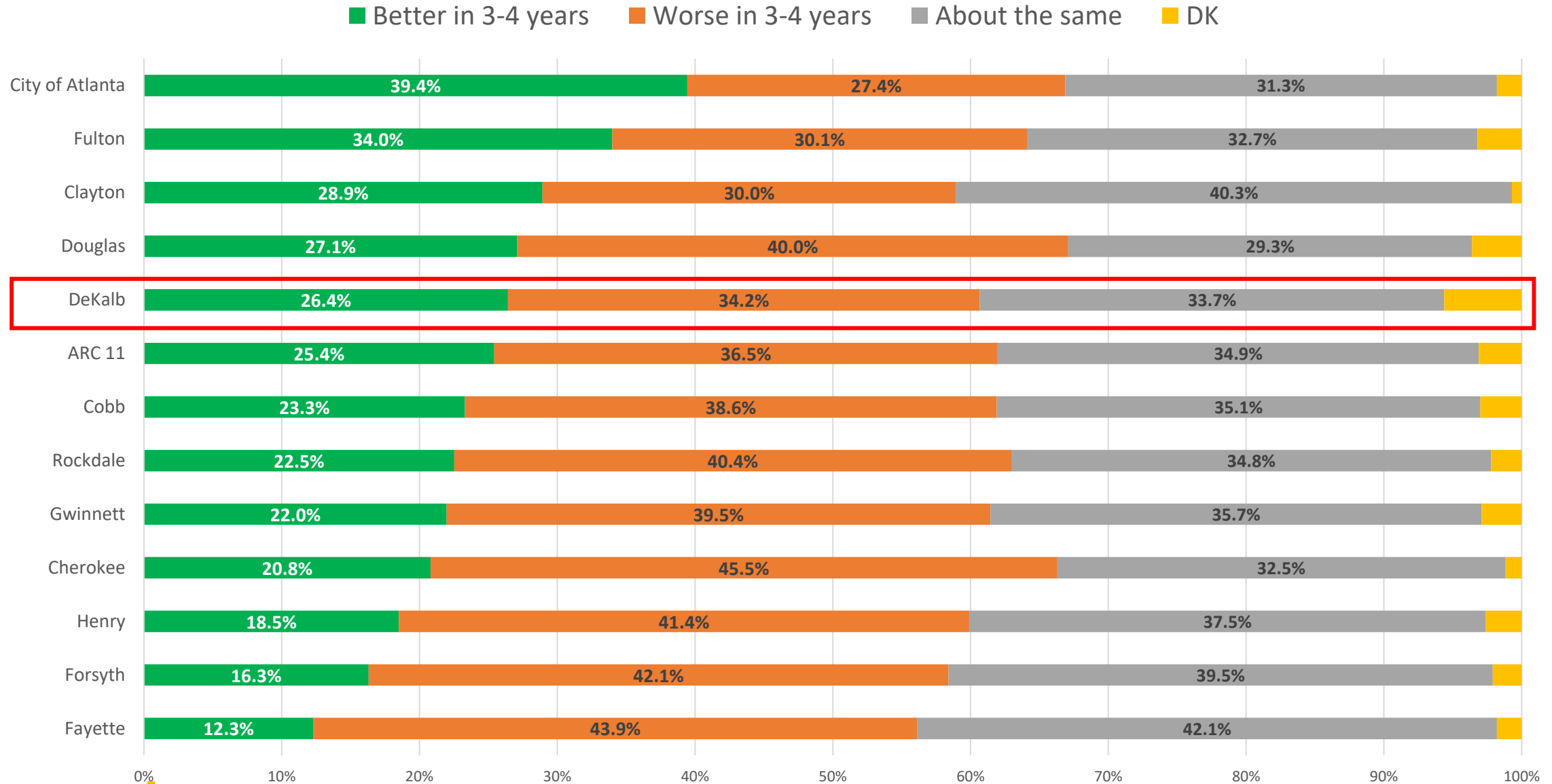


Optimism for Future Decreasing...

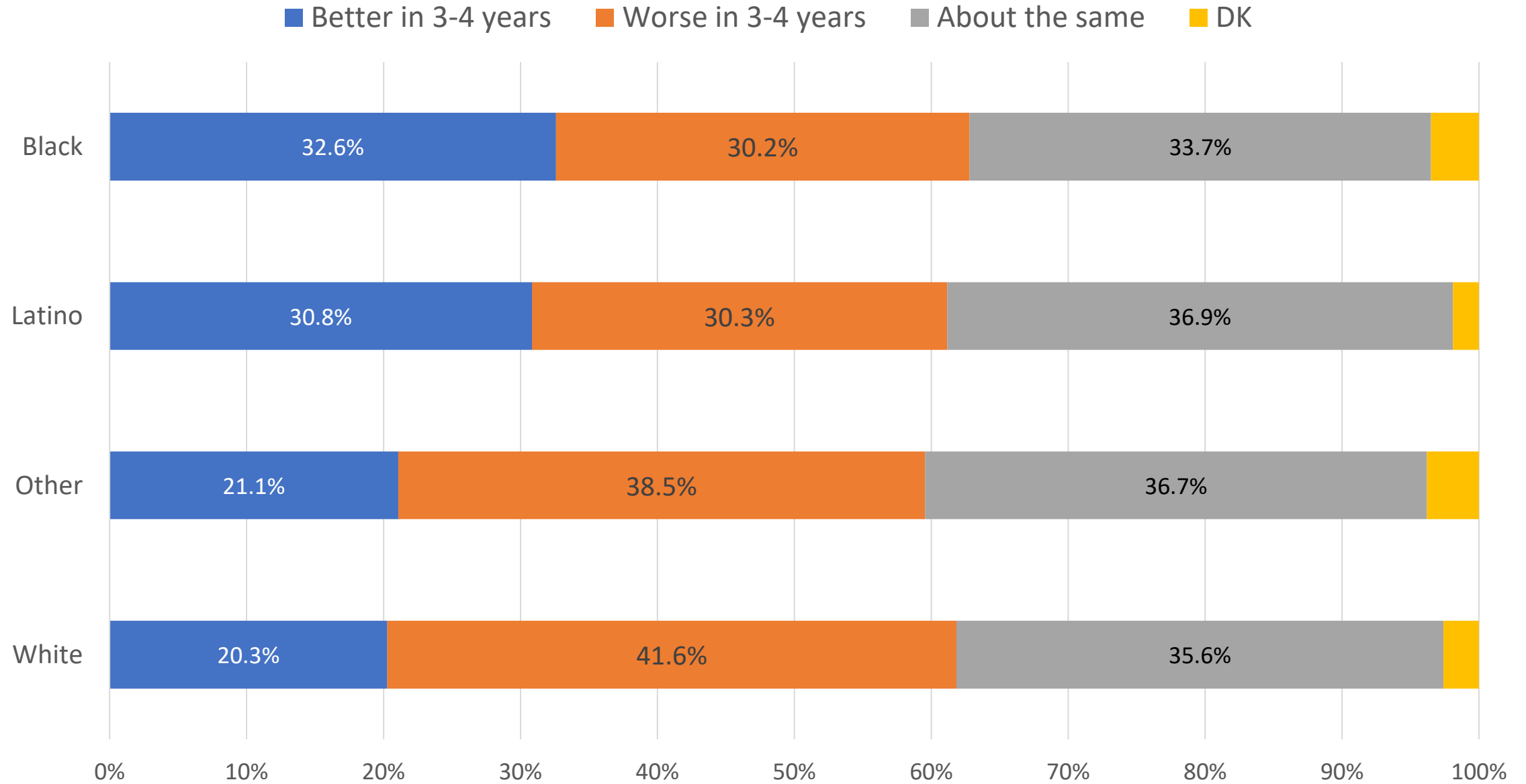
As you look ahead to the next 3 or 4 years, do you think living conditions in the Metro Atlanta area THEN will be better, worse, or about the same as today? – **Percent saying BETTER**



But More Optimism from Least Likely Spatial Sources...



...and More Optimism in Least Likely Demographic Groups...



Metro Atlanta Speaks Next Steps

- Finish comprehensive slide deck, adding crosstab summaries by topic and a little more history where possible
- County press releases?
- Update data dashboard via raw data (?)
- Update web page atl.org
- Snapshot for Nov/Dec (basis done) ; prez to internal groups Nov/ Dec
- Blog “zooms” through March-ish, e.g. By Race, By Age, By Tenure