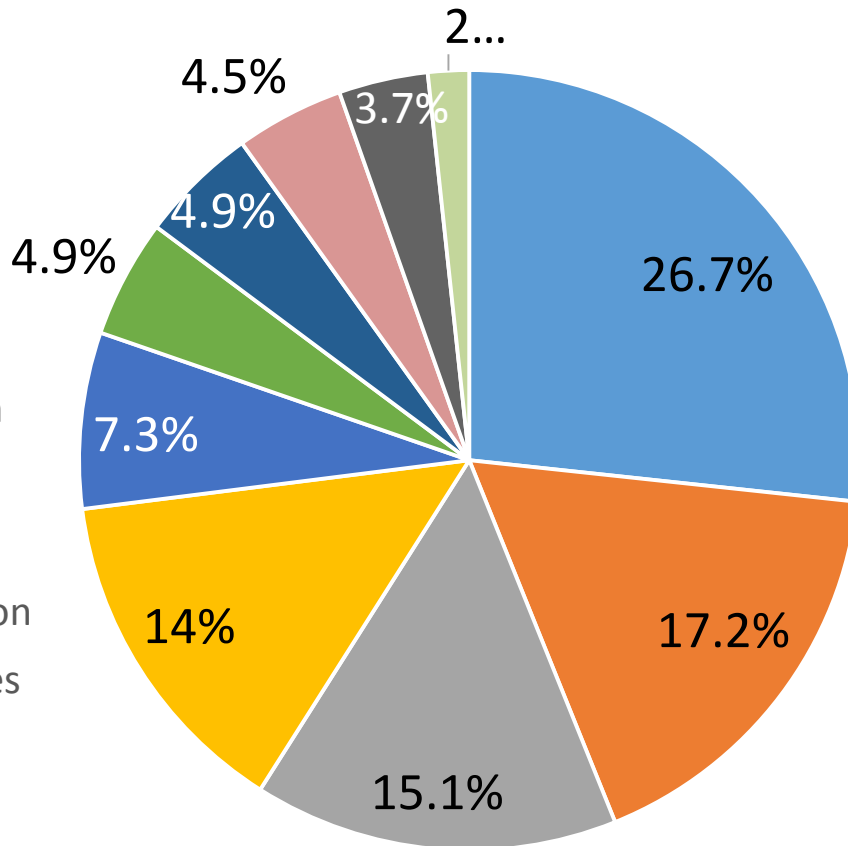


The People Have Spoken: Analysis of the 2015 Metro Atlanta Speaks Survey

Atlanta Regional Commission
For more information, contact:
mcarnathan@atlantaregional.com

What is the Biggest Problem Facing metro Atlanta?

“What is the biggest issue facing metro Atlanta?”

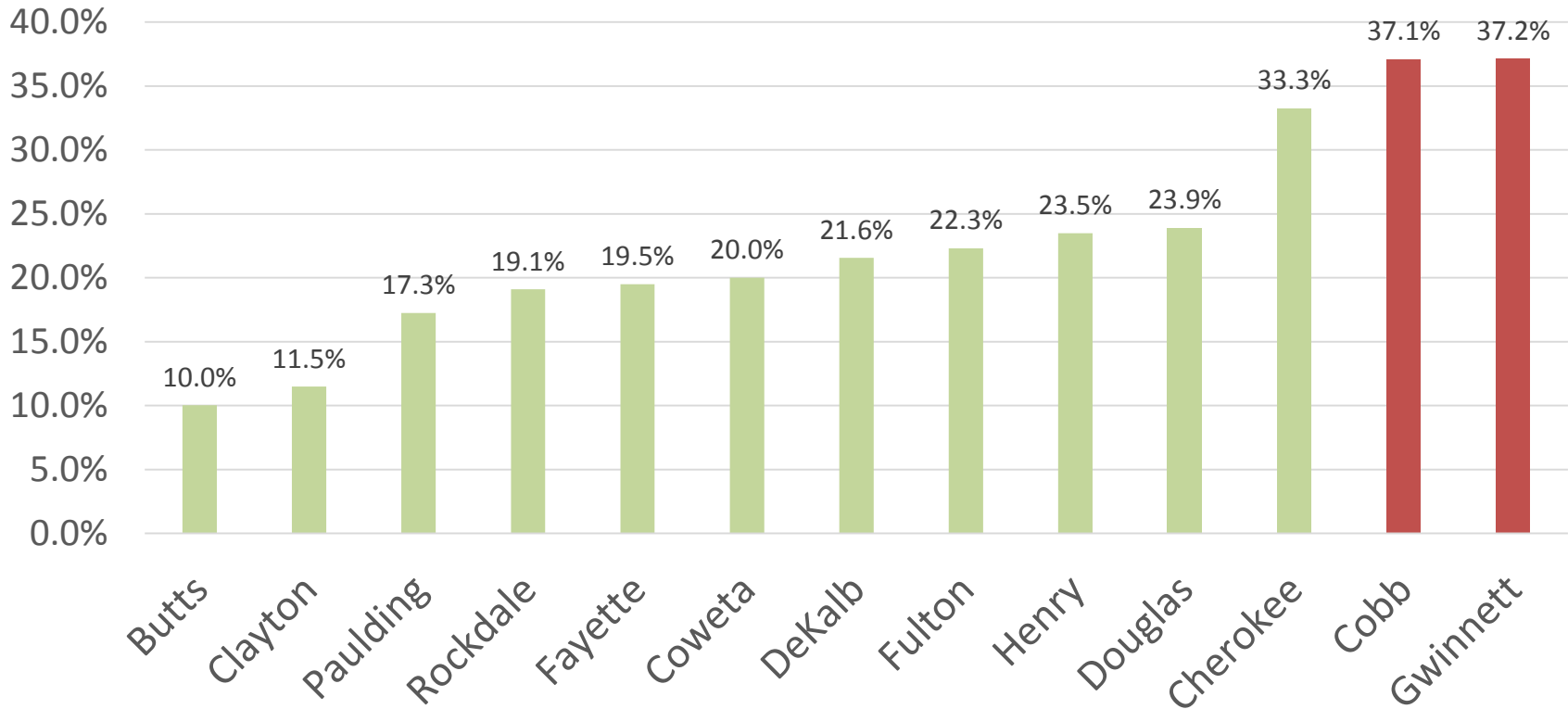


***Transportation* Once Again is the Region's Top Issue**

“Transportation” was the top choice for the biggest issue, with a plurality of residents, (27%), choosing transportation. Respondents chose Crime and Economy as the second and third biggest problems, respectively

What is the Biggest Problem Facing metro Atlanta?: Transportation

“Transportation” As The Biggest Issue, By County



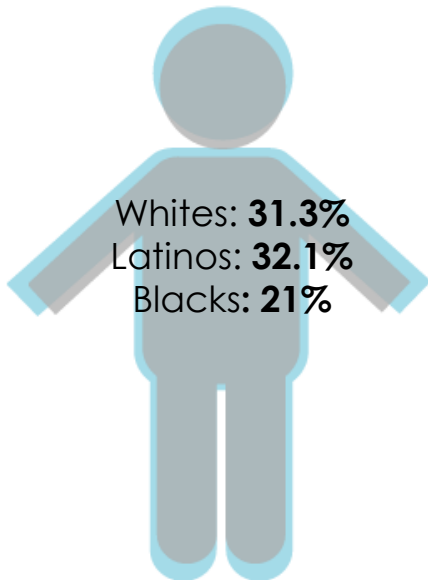
This graph looks at the county breakdown to this question, Gwinnett, Cobb, Cherokee and Douglas have the highest percentage of residents who believe that transportation is the biggest issue. Residents in Butts and Clayton do not feel that it is the biggest issue, with only 10% and 11.5% voting for it, respectively.

Biggest Problems Facing Metro Atlanta (Ranked, By County)

Rank	All respondents	Butts	Cherokee	Clayton	Cobb	Coweta	DeKalb	Douglas	Fayette	Fulton	Gwinnett	Henry	Paulding	Rockdale
1	Traffic	Economy	Traffic	Crime	Traffic	Economy	Traffic	Traffic	Crime	Traffic	Traffic	Traffic	Crime	Crime
2	Crime	Crime	Economy	Economy	Economy	Traffic	Crime	Crime	Traffic	Crime	Public Education	Crime	Economy	Traffic
3	Economy	Public Education	Crime	Public Education	Public Education	Crime	Public Education	Economy	Economy	Economy	Economy	Public Education	Traffic	Economy
4	Public Education	Traffic	Public Education	Traffic	Crime	Public Education	Economy	Public Education	Public Education	Public Education	Crime	Economy	Taxes	Human Services
5	Human Services	DK	Human Services	Human Services	Human Services	Race Relations	Race Relations	Race Relations	Race Relations	Human Services	Human Services	Human Services	Human Services	Public Education
6	Race Relations	Public Health	Public Health	Race Relations	DK	Public Health	Public Health	Human Services	Human Services	Public Health	Taxes	Race Relations	Public Education	Taxes
7	Taxes	Taxes	Taxes	DK	Taxes	Taxes	Taxes	Public Health	Taxes	Taxes	Race Relations	Public Health	Public Health	DK
8	Public Health	Human Services	DK	Public Health	Race Relations	Human Services	Human Services	Taxes	DK	Race Relations	DK	DK	DK	Public Health
9	DK	Other	Race Relations	Taxes	Other	DK	DK	DK	Other	DK	Public Health	Taxes	Race Relations	Race Relations

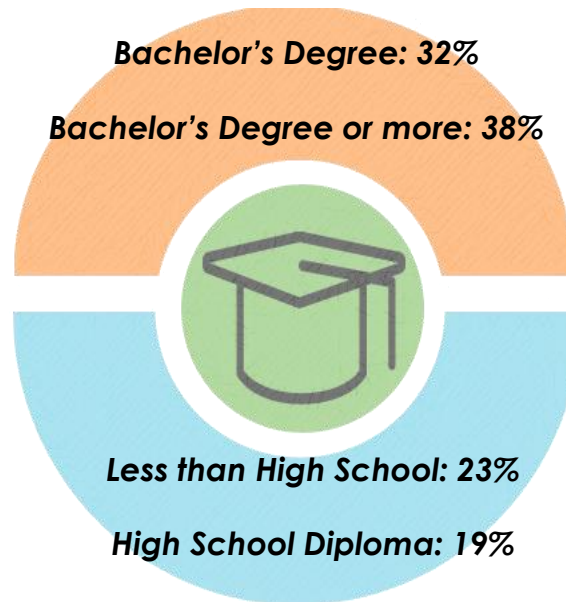
Respondents Who Chose “Transportation” As the Biggest Issue...

... By Race



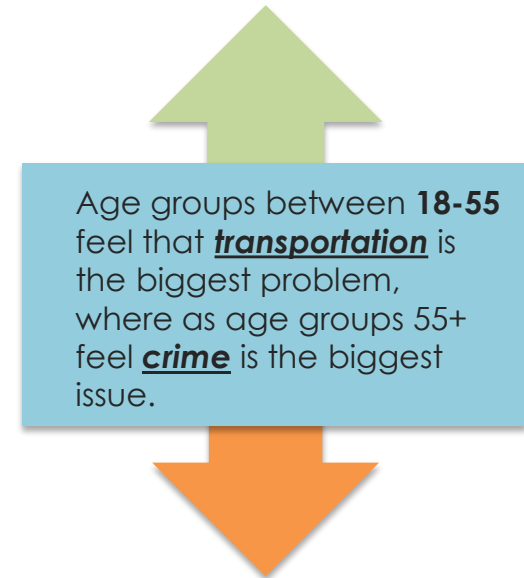
Whites more likely to say
“transportation”

...By Education



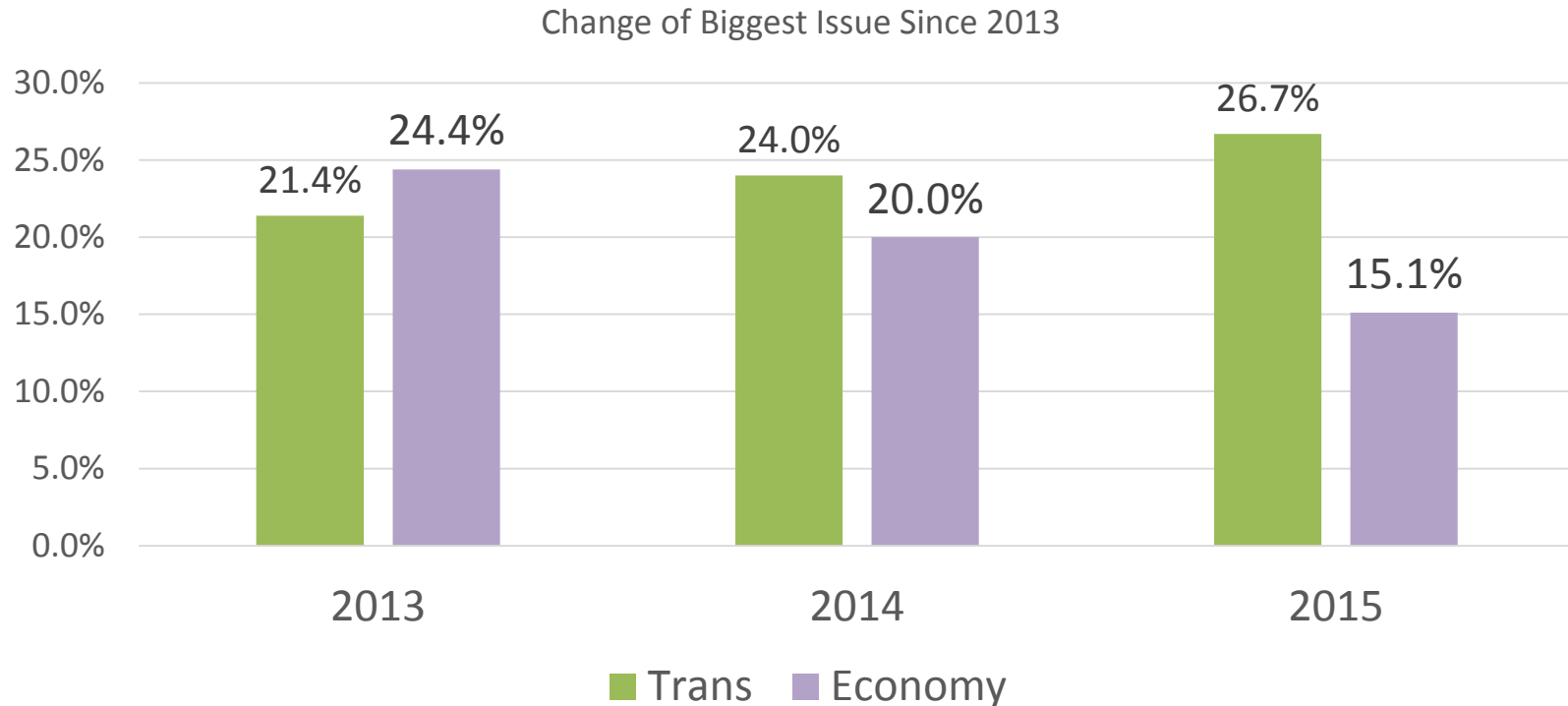
Well-educated more
likely to say
“transportation”

...By Age



Younger cohorts more
likely to say
“transportation”

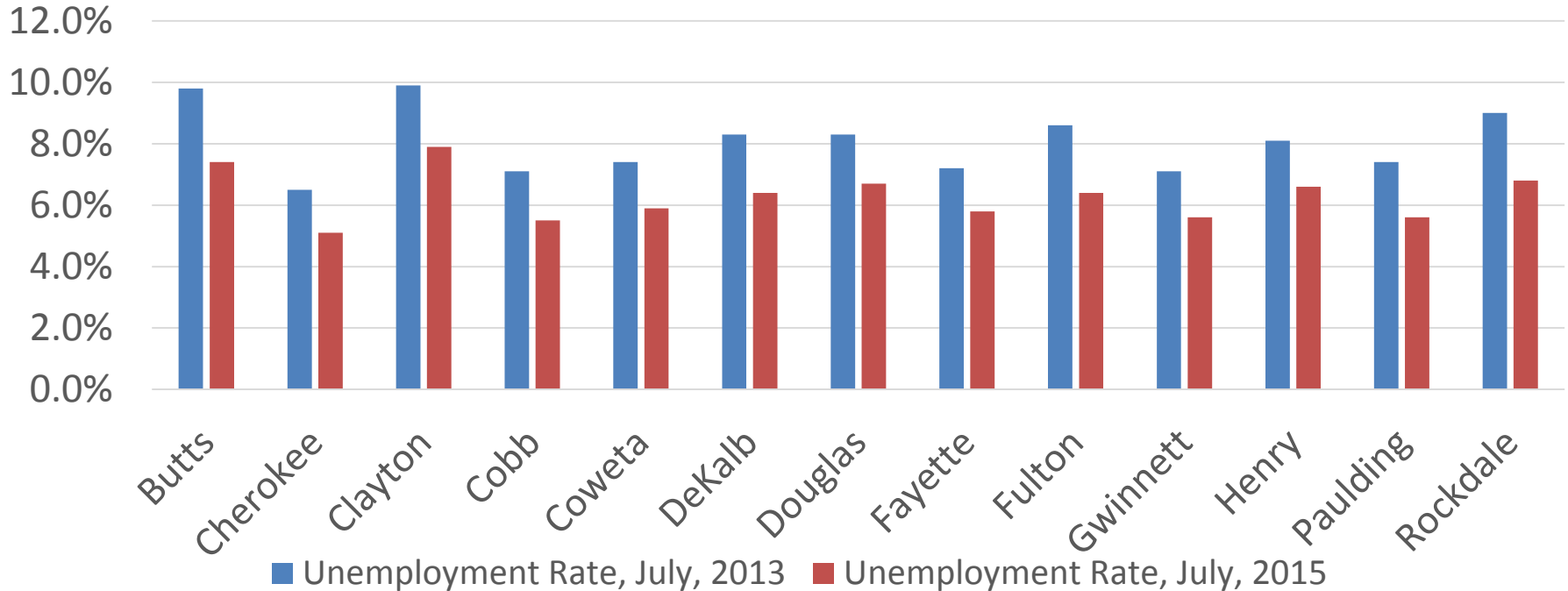
Change in Biggest Problem Facing metro Atlanta, 2013-2015



We can see the biggest problem shifting from Economy in 2013 to Transportation in 2015. Economy has **decreased** by **almost 9.3 percentage** points between the two years, and transportation has **increased** by **5.3 percentage points**.

Perception Matches Reality?

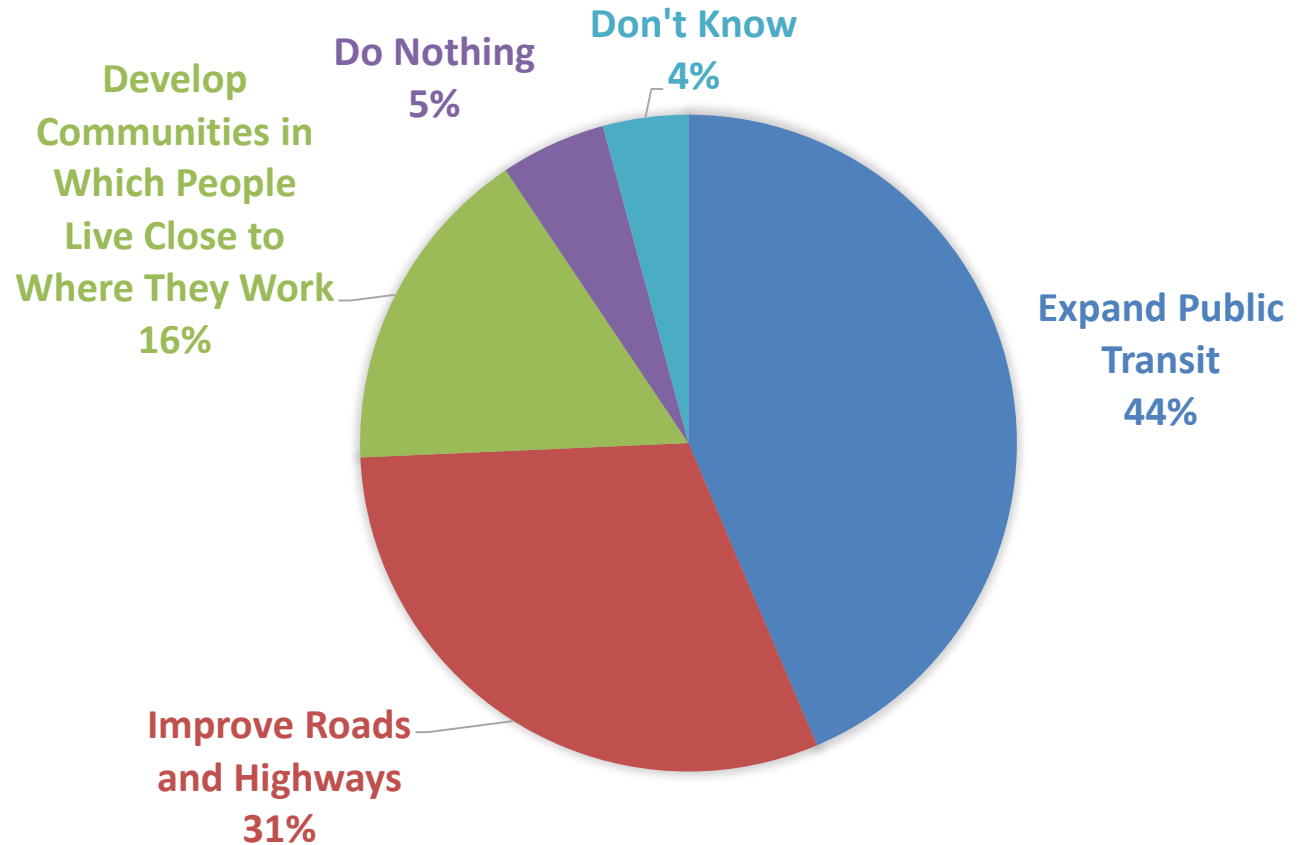
Unemployment Rate: 2013- 2015



As discussed in the previous slide, the biggest problem facing metro Atlanta has shifted from “Economy” in 2013 to “Transportation” in 2015. A reason for this change is the improvement in our economy over the last few years. According to Georgia Department of Labor, the unemployment rate has decreased in every county from 2013 to 2015. Because of residents’ confidence in the improving economy, transportation becomes more top-of-mind.

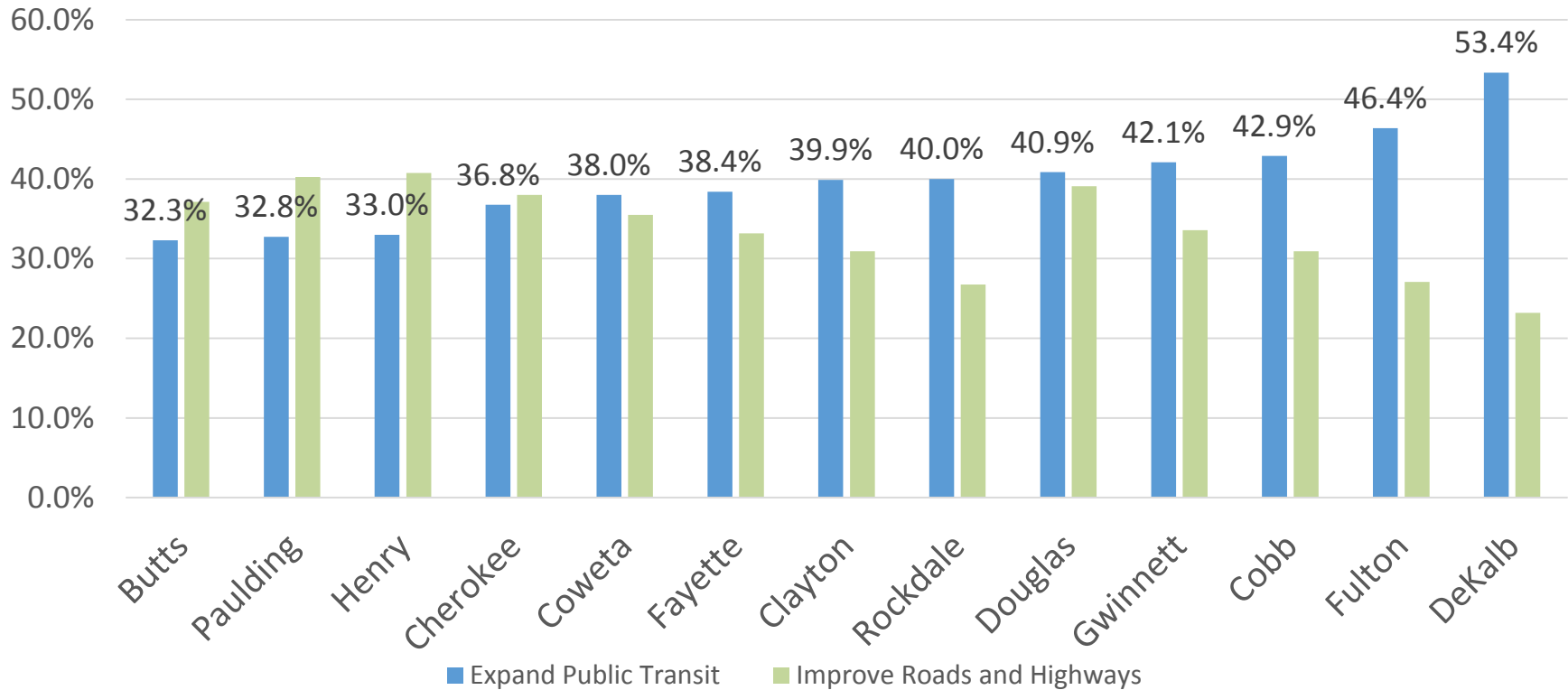
Best Long Term Solution to Traffic Problems in metro Atlanta?

To further explore the congestion problem, we asked respondents what they believe is the best long-term solution. Almost half of the respondents (44%) believe the best solution is to expand public transit while 31% believe improving roads and highways is the best option.



Best Long Term Solution to Traffic Problems in metro Atlanta?

Best Solution To Traffic – By County

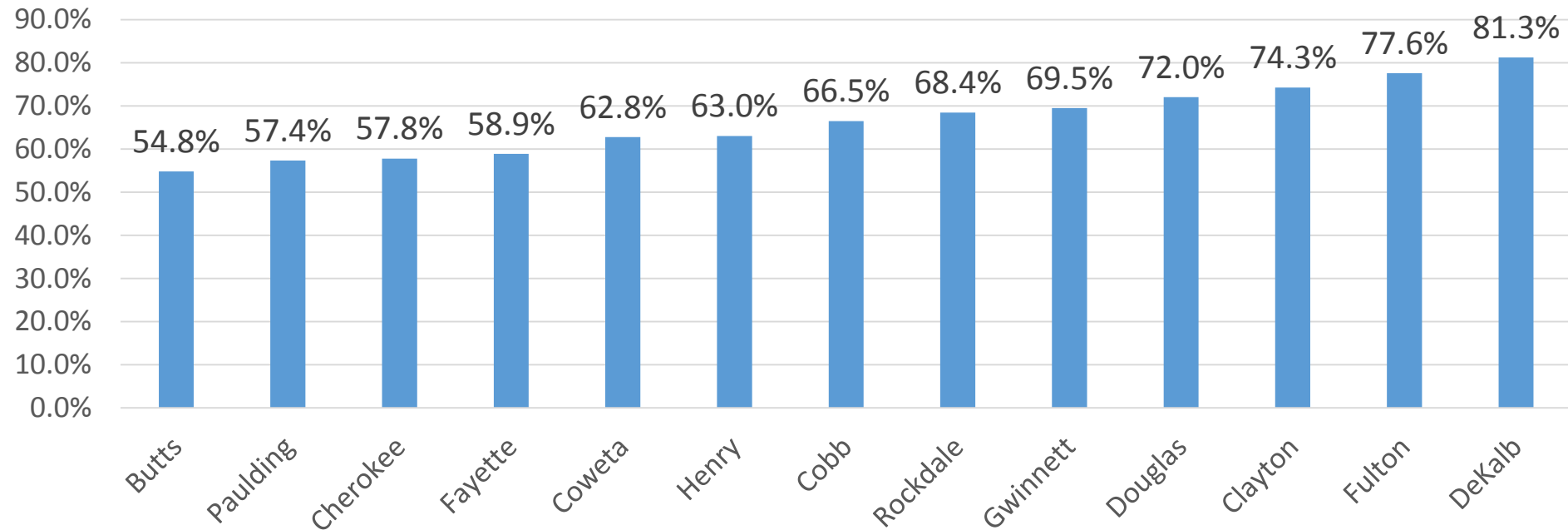


A majority of respondents in nine counties (out of the 13 that were included in the survey) believe expanding public transit is the best solution. In DeKalb and Fulton Counties, which has invested in the MARTA system since its inception, respondents chose “Expand Public Transit” as the best solution. Butts, Paulding, Henry, and Cherokee Counties selected improving roadways over expanding transit.



Improved Public Transit is “Very Important”

Percent of Respondents Choosing “Very Important” to question – Importance of Improved Public Transportation to Region’s Future

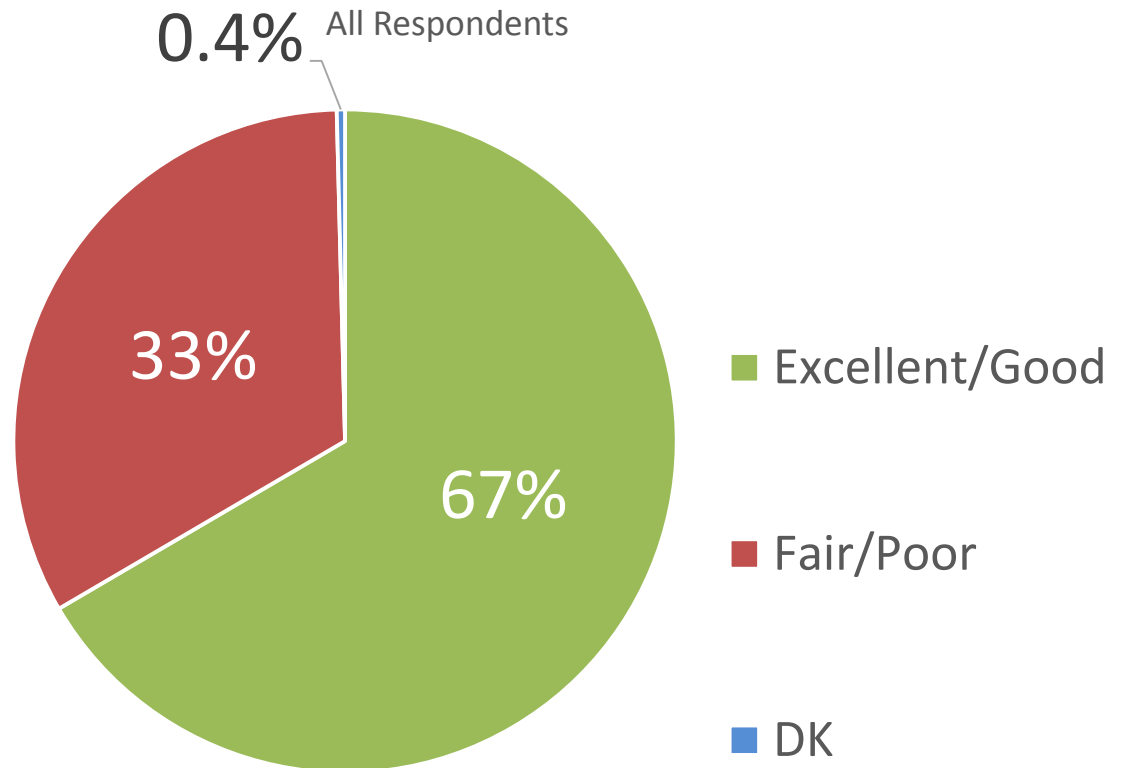


Delving deeper into the public transit question, we also asked residents how important they feel improving public transit is to the future of the Atlanta region. This chart shows the percentage of residents by county who feel improved public transit is “very important”. Again, respondents in the two counties (DeKalb and Fulton) which have invested in the MARTA system since the beginning, were most likely to say expanding public transit is “very important” to the region’s future

Rate metro Atlanta as a place to live...

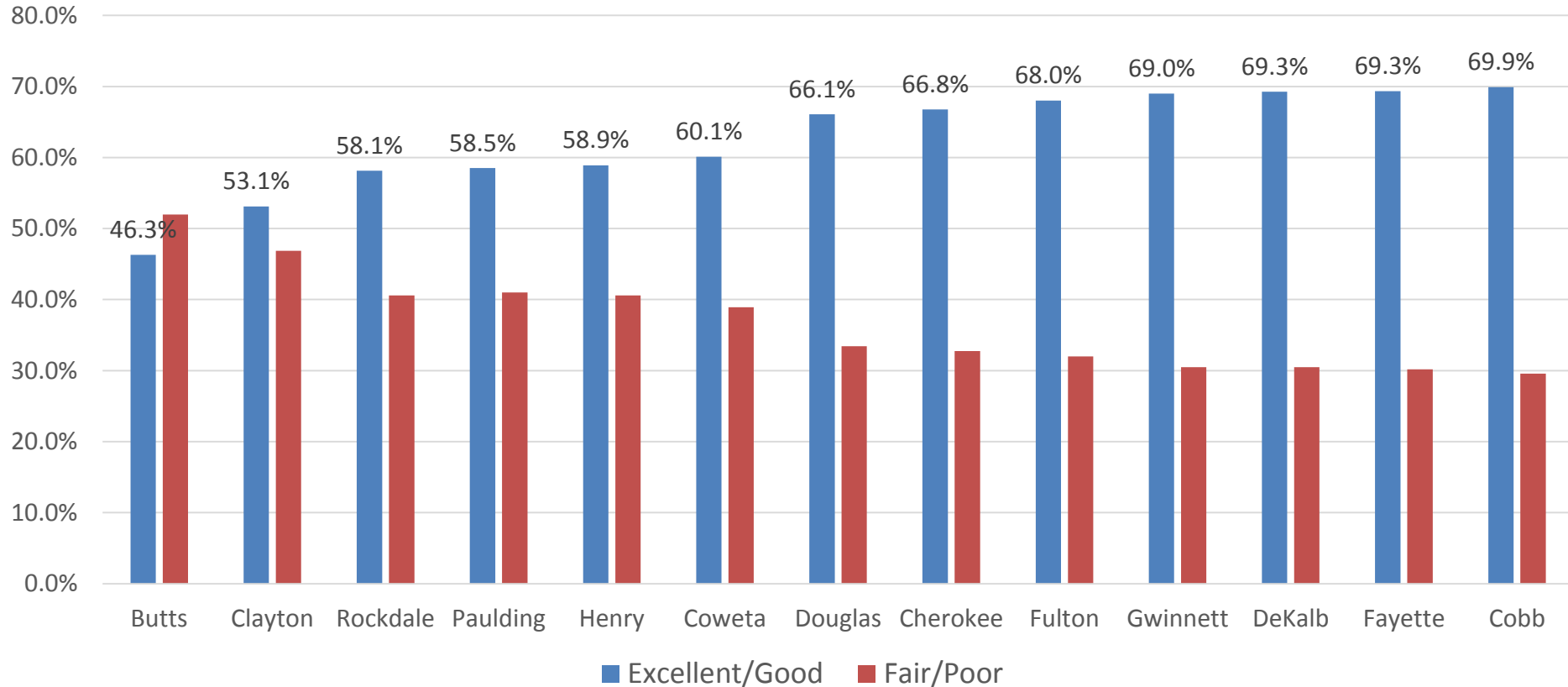
Rate Metro Atlanta as a place to live- ALL respondents

When asked to rate metro Atlanta as a place to live, 2/3 of respondents believe it is an excellent or good place, while 1/3 believe it's only fair or poor place to live.



Rate Metro Atlanta as a place to live

County Results



A majority of respondents in all counties, with the exception of Butts, feel that metro Atlanta is an “excellent” or “good” place to live. Respondents in Cobb were the most optimistic about living in metro Atlanta. However, a majority of respondents in Butts County feel that metro Atlanta is a fair or poor place to live.

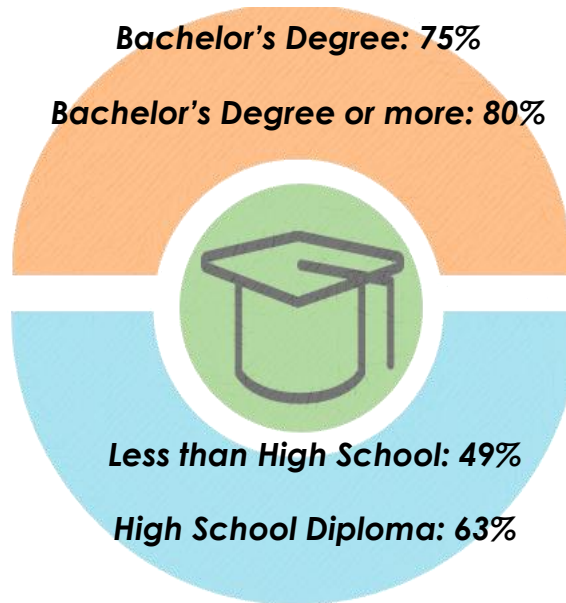
Respondents Who Rated Metro Atlanta as An “Excellent” or “Good” place to live...

... By Race



There are no significant differences by race

...By Education



Well-educated more likely to rate Metro Atlanta as “excellent” or “good.”

Age



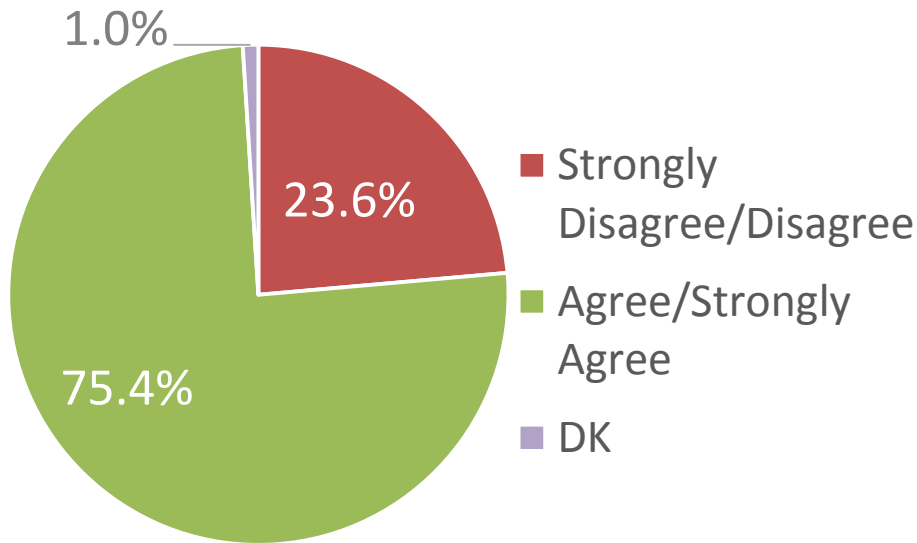
The majority of respondents in all age groups, young and old, rated Metro Atlanta as “excellent” or “good”



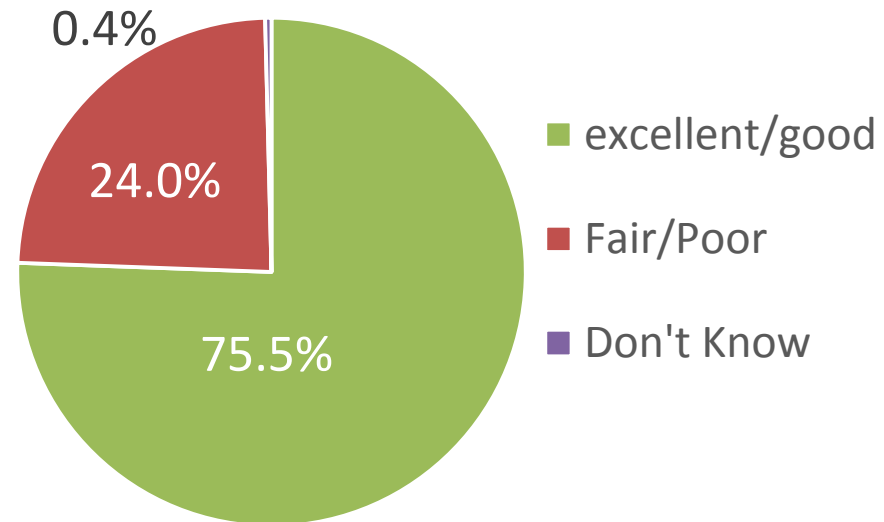
“How would you rate your neighborhood as a place to live?”

“People are willing to help their neighbors”

“People are willing to help their neighbors



“How would you rate your neighborhood as a place to live?”



When asked these questions, three out of four feel that people are willing to help their neighbors. Correspondingly, about three quarters of respondents feel that their neighborhood is an excellent/good place to live.

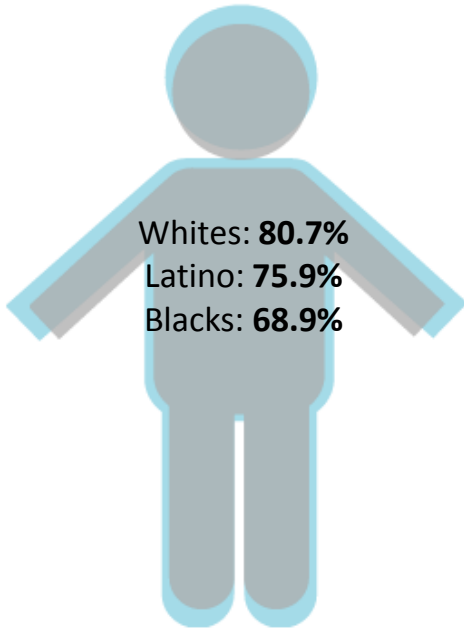
“How would you rate your neighborhood as a place to live?”- By County



At the local level, all counties have a majority of respondents who feel that their neighborhood is a good or excellent place to live. As the chart shows, Cherokee and Fayette have the highest percentages, while Clayton and DeKalb have the lowest percentages.

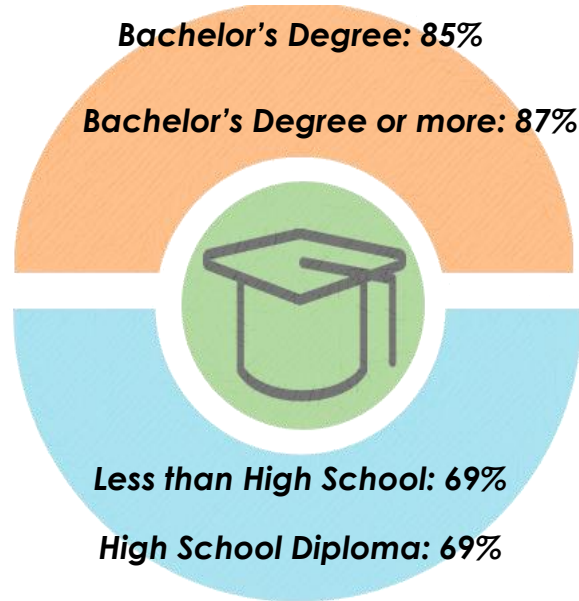
Respondents Who Rated their Neighborhood as “Excellent” or “Good”...

...By Race



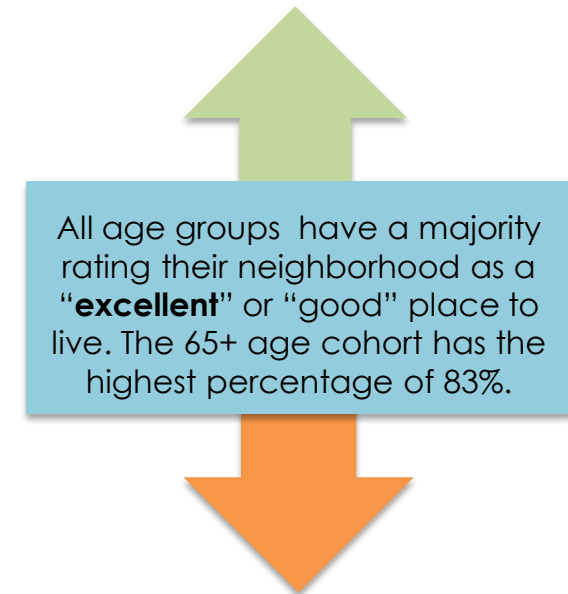
Whites are more likely to rate their neighborhood “Excellent” or “Good”

...By Education



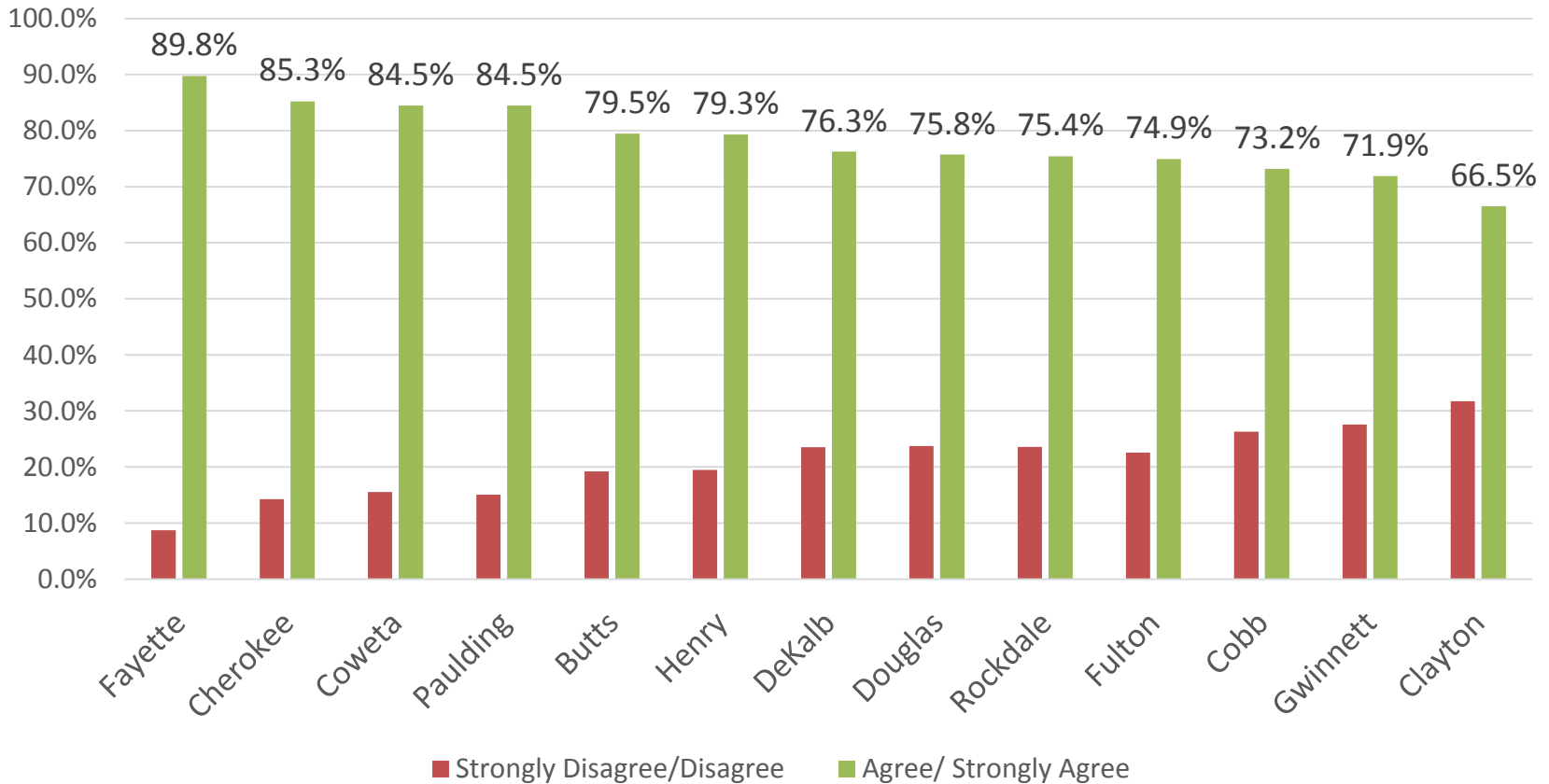
Well-educated more likely to rate their neighborhood as “excellent” or “good.”

Age



The majority of respondents in all age groups, young and old, rated their neighborhood as “excellent” or “good”, with the oldest cohort expressed most contentment.

“People are willing to help their neighbors”- By County

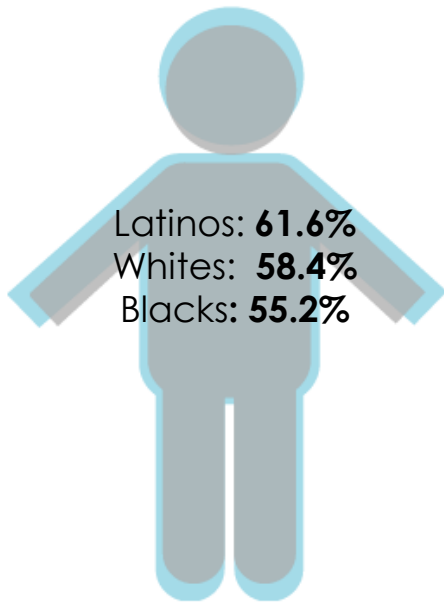


All counties have high percentages of respondents who feel that people are willing to help their neighbors. Fayette and Cherokee have the highest percentages, while Clayton has the highest percentage of residents who feel that people are *not willing* to help their neighbors (31.8%).



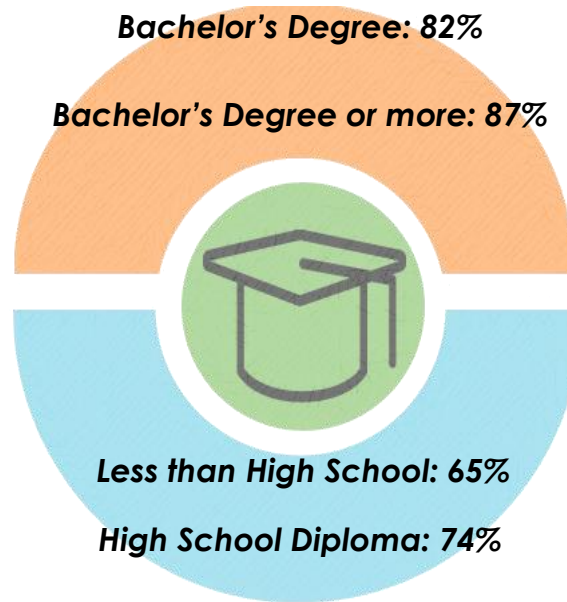
Respondents who “Strongly Agree” or “Agree” with the Statement: *People are willing to help their neighbors*

...By Race



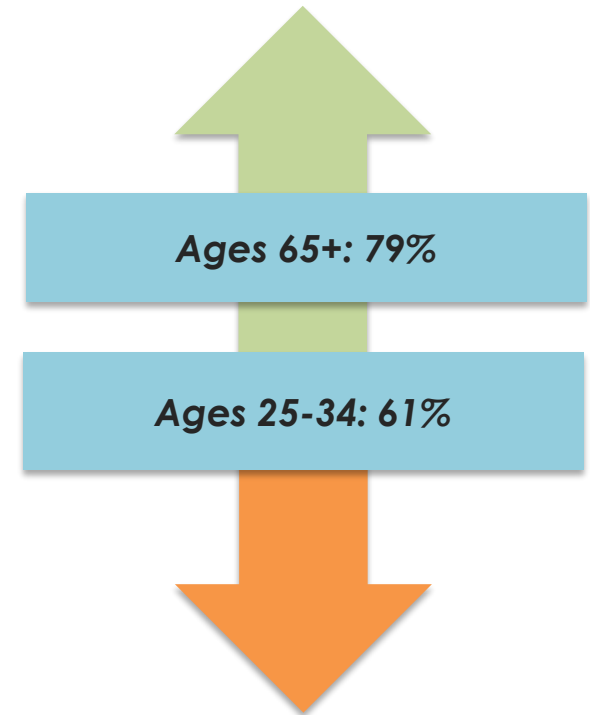
Latinos are more likely to feel that people are willing to help their neighbors.

...By Education



Well-educated more likely to feel that people are willing to help their neighbors.

...By Age

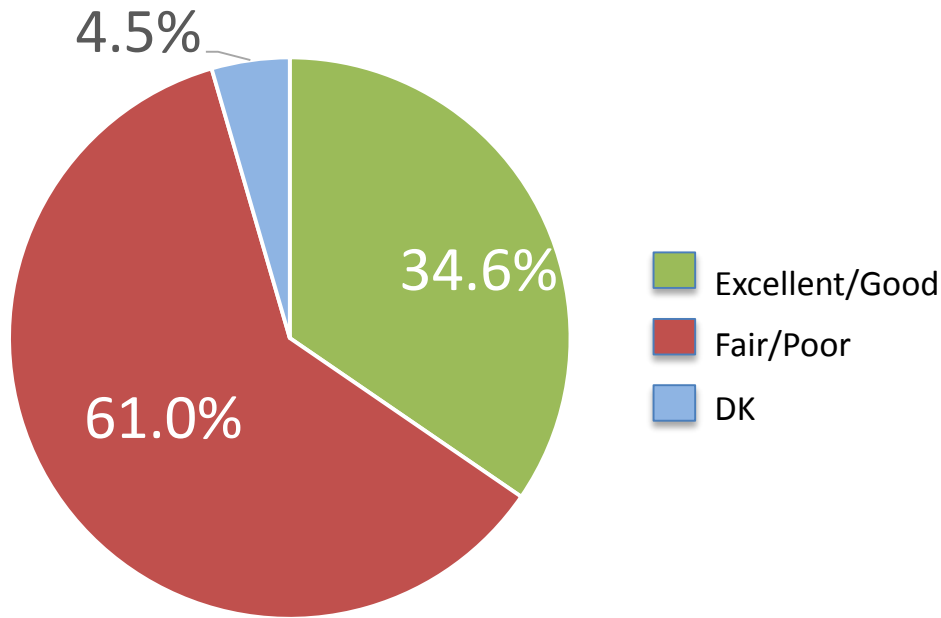


The majority of respondents in all age groups, young and old, rated Metro Atlanta as “excellent” or “good”

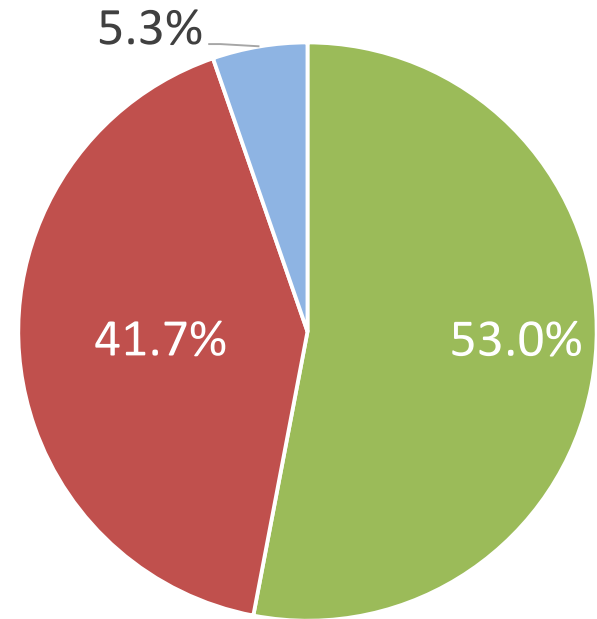
Education

Rating Public Education

Rate Public Education in Metro Area As a Whole



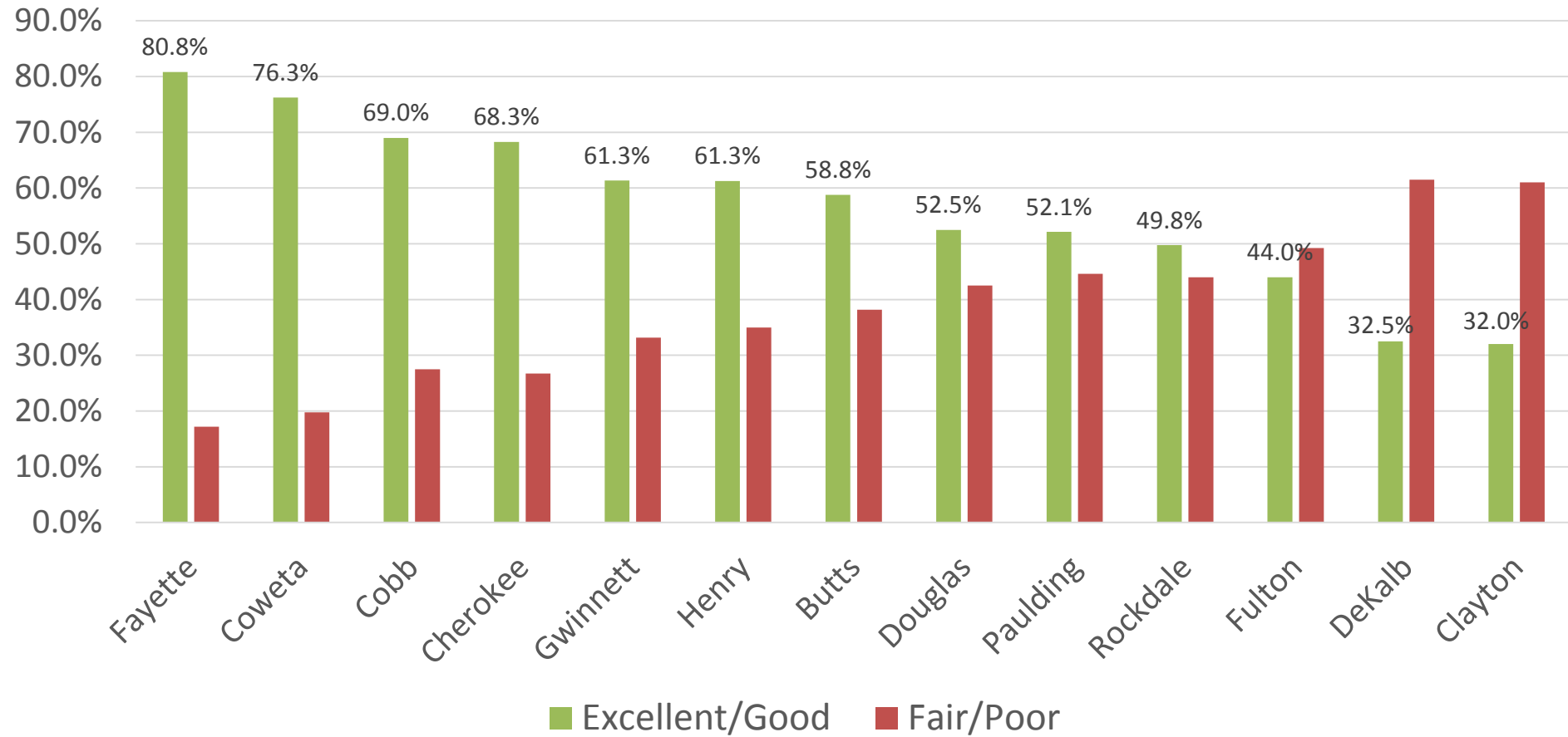
Rate Public Education in the District Where you live



We asked respondents to rate education in their local school district as well as education in the metro area as a whole. Respondents are much more positive about education in their local school district (53% “Excellent” or “Good”) than they are about education in the metro Atlanta as a whole (35% “Excellent” or “Good”).



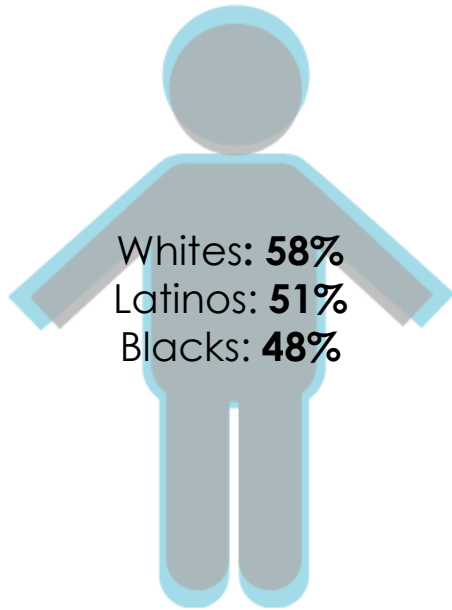
“Rate Public Education in District Where you Live” - By County



In most counties, a majority of respondents believe education is excellent or good in their own school districts. Clayton, DeKalb, and Fulton are the only three counties that have a larger share of respondents who believe education is “Fair” or “Poor” in their respective districts.

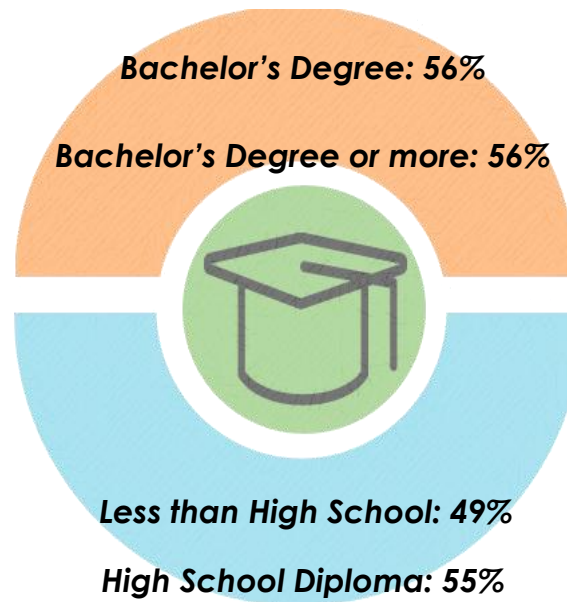
Respondents Who Rated Education in Their Local School District as “Excellent” or “Good”...

...By Race



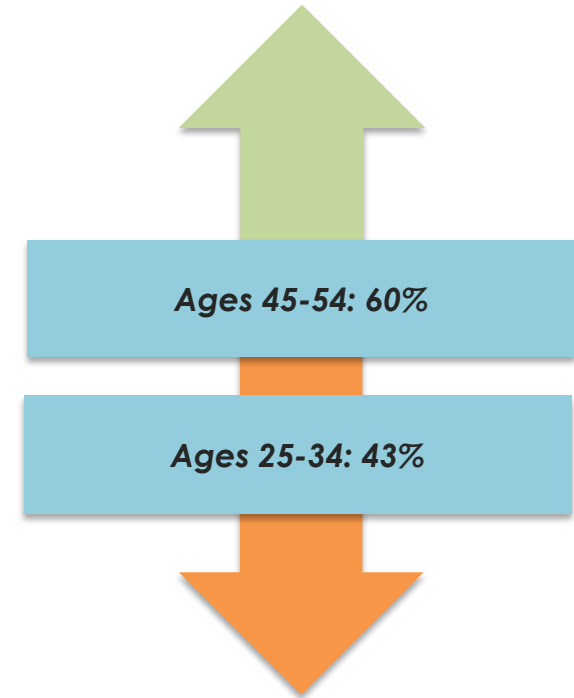
Whites are more likely to rate their local school district as “Excellent” or “Good”.

...By Education



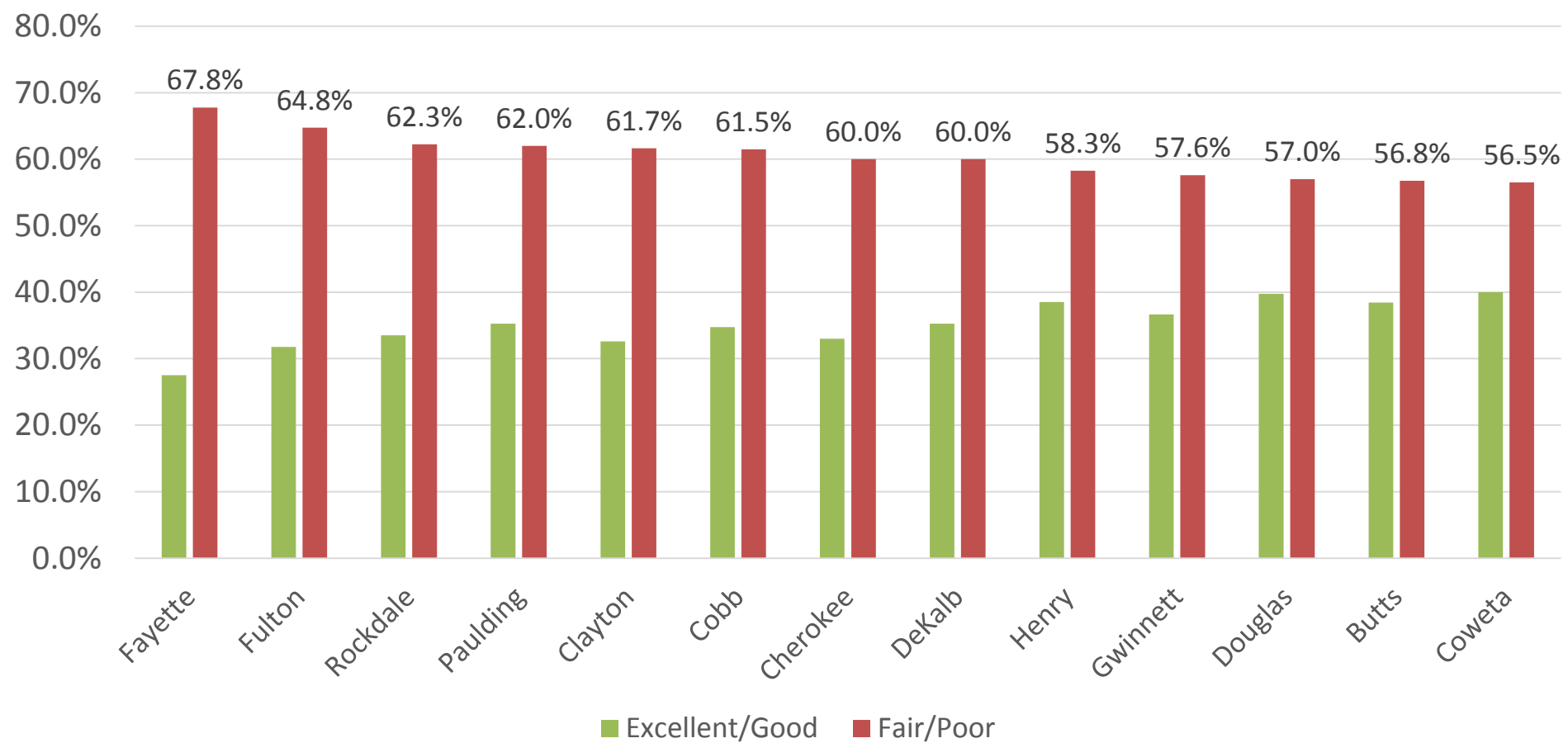
Well-educated are slightly more likely to rate their local school district as “Excellent” or “Good”, although there isn't much difference among the different educational levels

...By Age



In general, older age cohorts are more positive about the local school district than are the younger age cohorts.

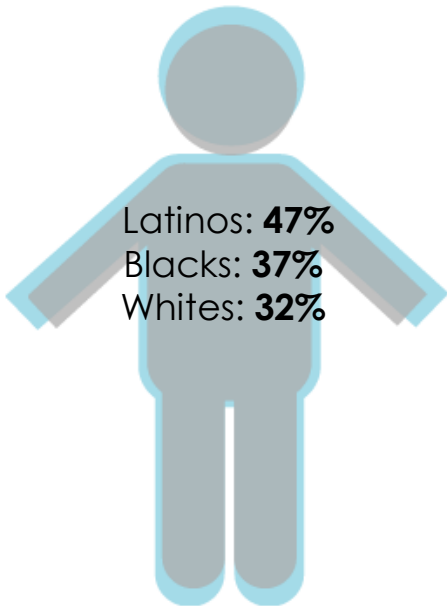
“Rate Public Education in Metro Atlanta As A Whole” - By County



All counties have a larger share of respondents who feel that public education in metro Atlanta as a whole is fair or poor. While most are satisfied with their own districts, the outlook on the entire area is much less positive.

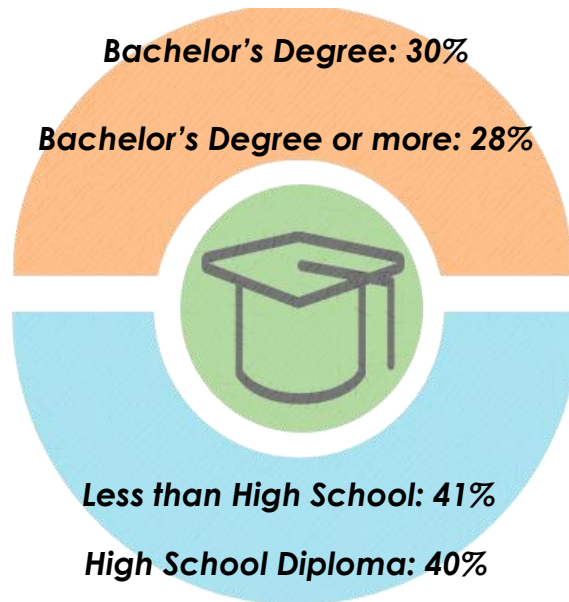
Respondents Who Rated Education in Metro Atlanta as A Whole as “Excellent” or “Good”...

...By Race



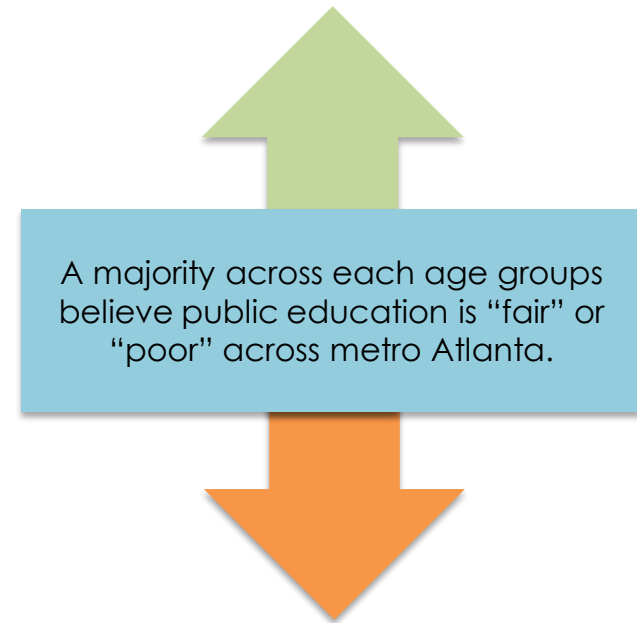
Latinos are more positive about the state of public education in metro Atlanta.

...By Education



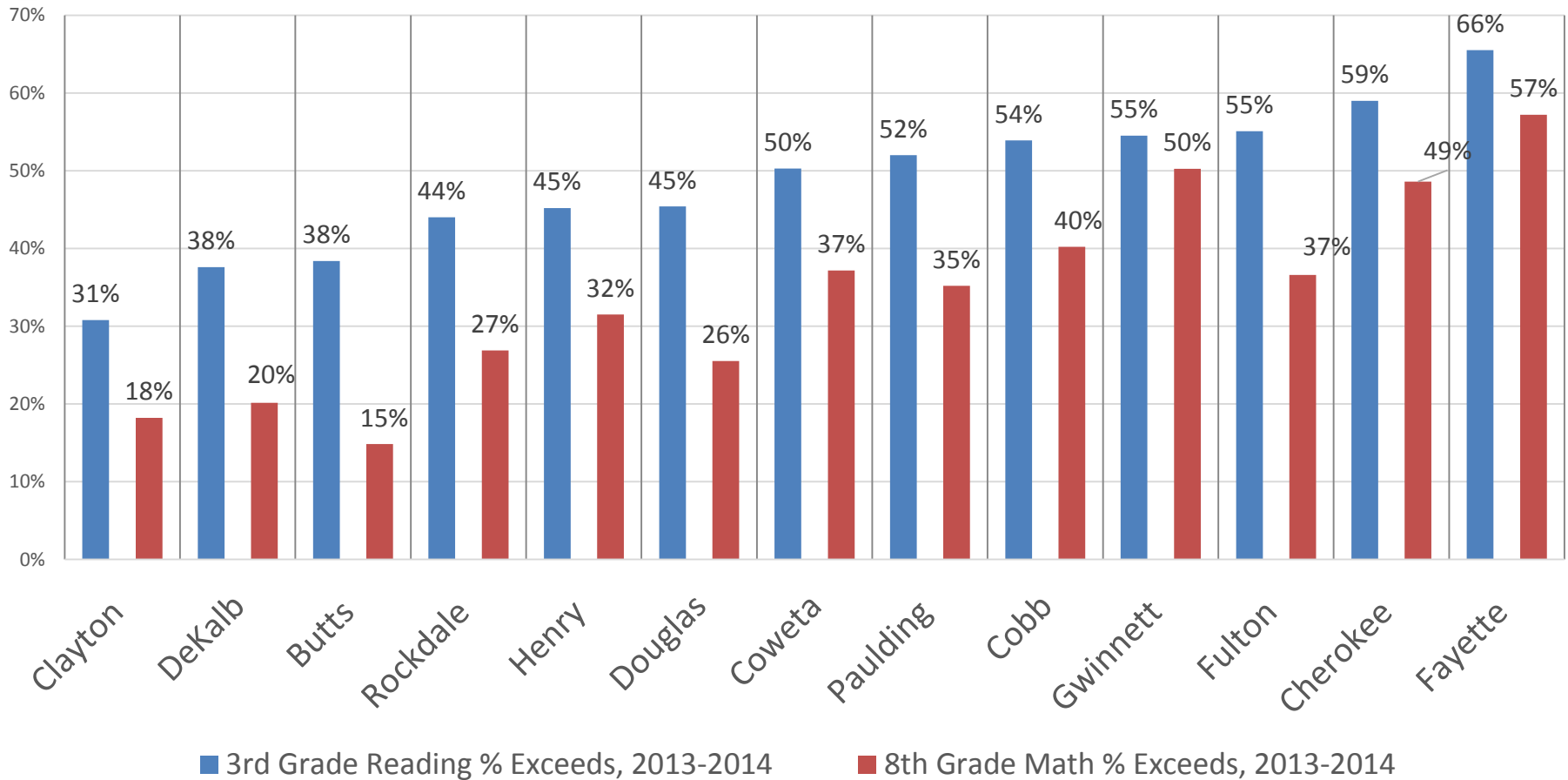
Well-educated are least positive about the state of public education in metro Atlanta

...By Age



There aren't any major differences among age groups in the perception of public education across metro Atlanta .

Perception Matches Reality?

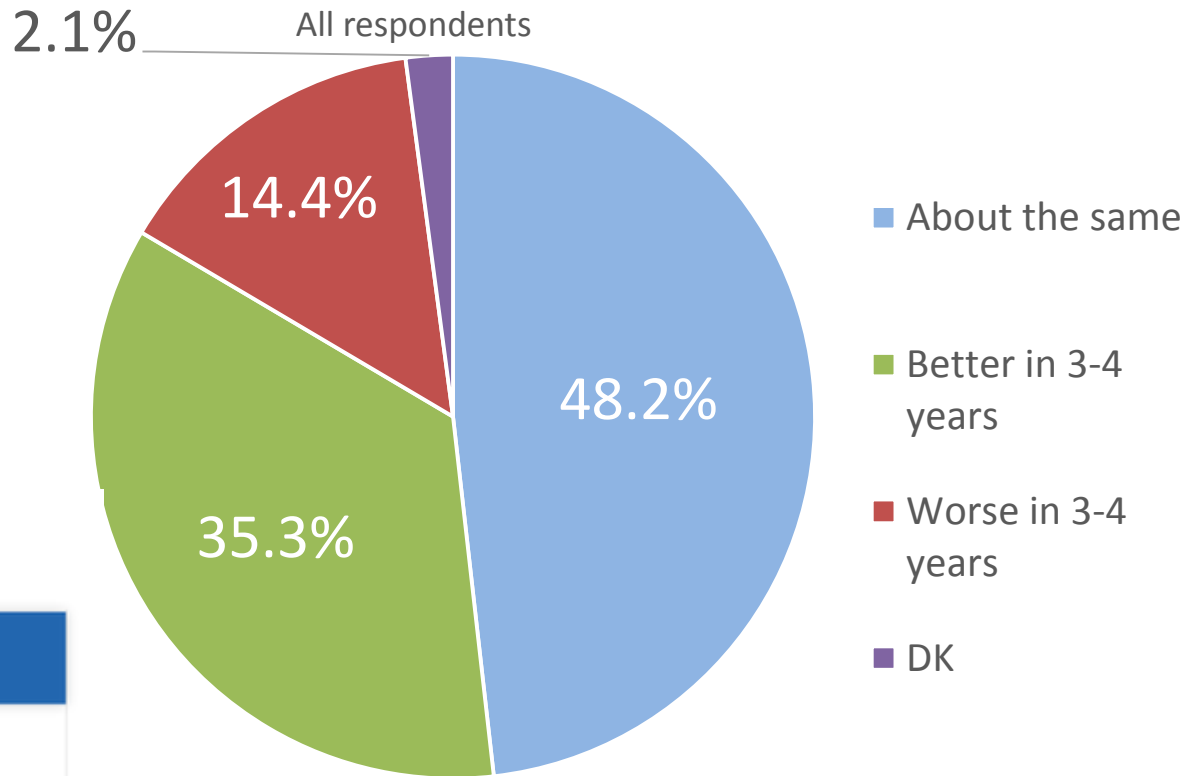


To shed some light on how respondents perceive education, this chart shows the percentage of students in each county who exceed the standards for CRCT 3rd Grade Reading and 8th Grade Math scores. Fayette and Cherokee counties have the highest percentage of students who have exceeding scores. Respondents in those school districts also rated their school districts fairly high when compared to respondents in other counties.

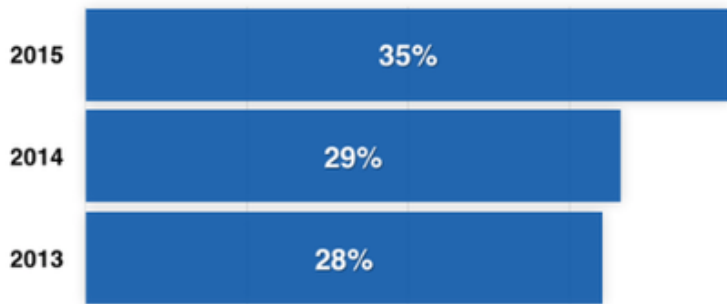
Will Living Conditions in metro Atlanta Be Better, Worse or About the Same in 3-4 Years?

Will Living Conditions Be Better or Worse in 3-4 Years?- All respondents

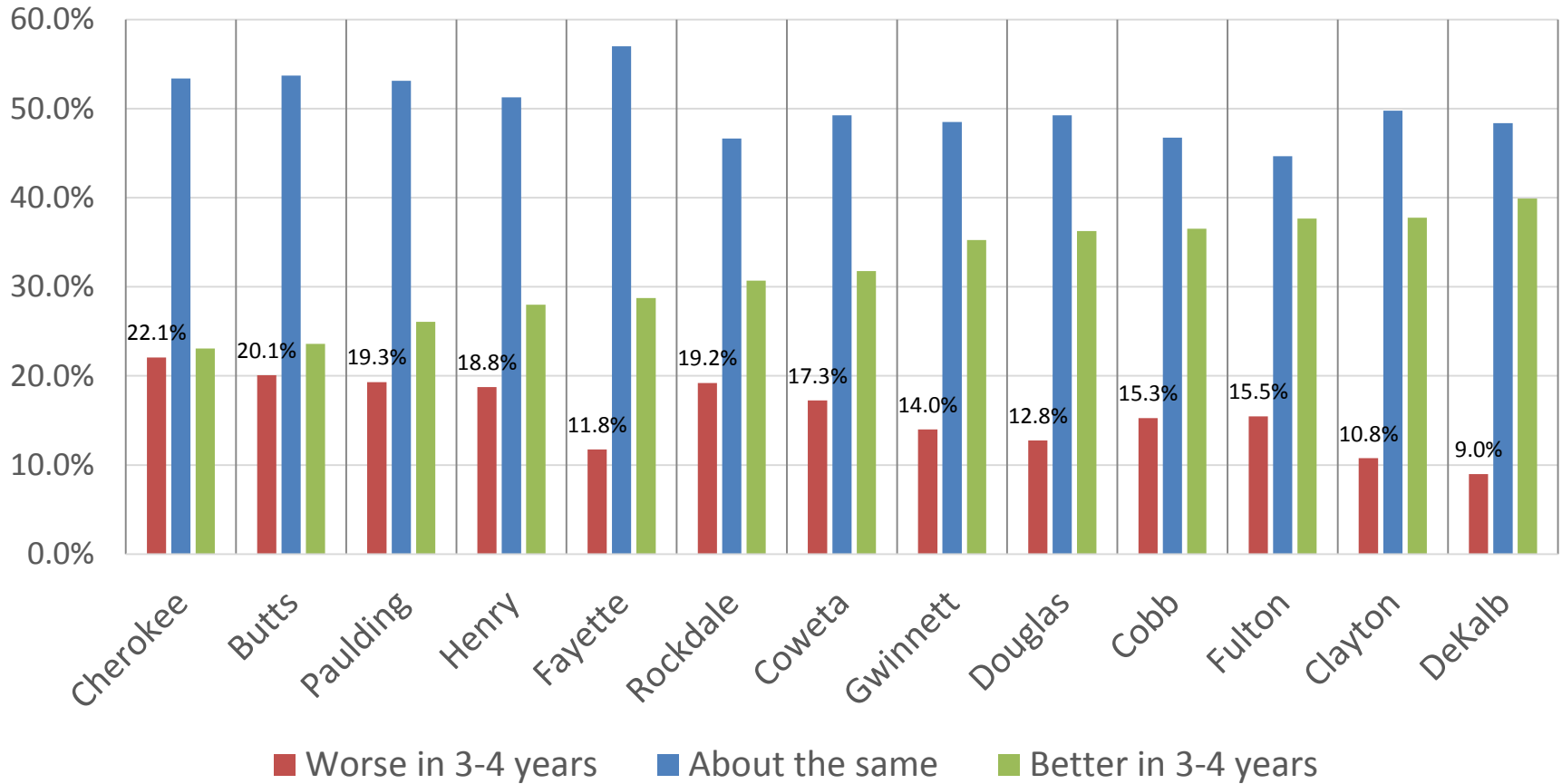
About 35% of respondents feel that living conditions will be better in 3-4 years, which is a higher percentage than previous years' responses.



Percentage Who Said Atlanta Will Be Better in Three to Four Years



Will Living Conditions Be Better or Worse in 3-4 Years? - By County

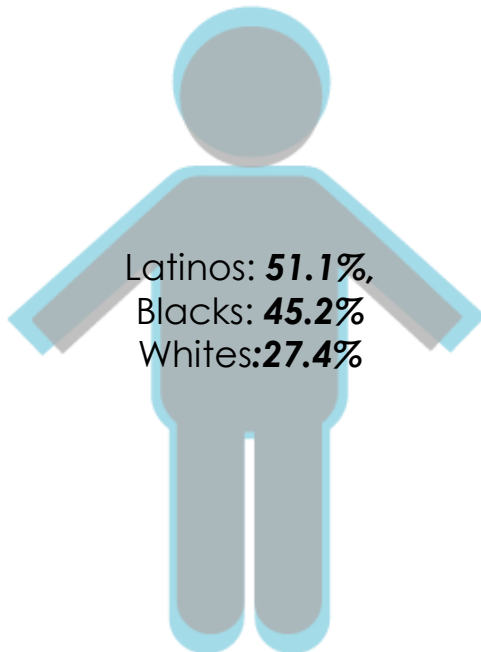


While most respondents feel the region will be the same in 3-4 years, there are significant differences in how optimistic respondents are about the future by county. Respondents in Clayton, Cobb, DeKalb, Fulton, and Gwinnett Counties have the highest share of residents who feel conditions will be better in the next four years.



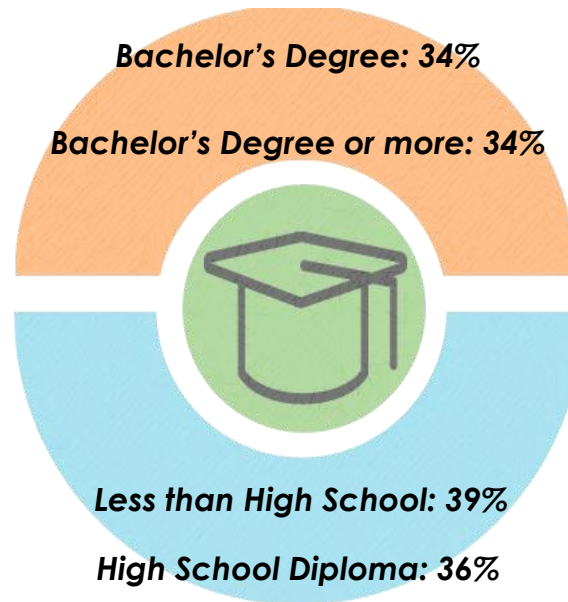
Respondents Who Said Living Conditions in Metro Atlanta Will Be Better in 3-4 Years...

...By Race



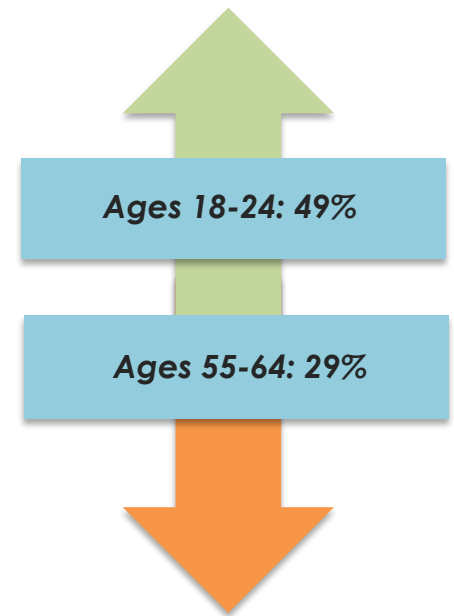
Whites are, by far, the least optimistic about the immediate future of metro Atlanta.

...By Education



Well-educated are slight less optimistic about the future of metro Atlanta, although there is much difference among different educational levels.

...By Age



In general, younger age cohorts are more optimistic about the future of metro Atlanta than are older age cohorts.