

Metro Atlanta Speaks 2024

—*A Summary Look at Present (and Past)*

Metro Atlanta Speaks Highlights-2024 --I

- Views of “**The Economy**” (2024’s “biggest problem”) are not good
 - People feel they’re worse off than they were last year (finances)
 - Jobs hard to find
 - Static on ability to afford emergency costs, but there’s a low bar
 - Housing affordability a bit worse, from a similarly low bar
- **Transportation** not the *dominant* issue that it was, mid-2010s
 - No increase perceived in “need” for transportation
 - People *not* committed to transportation corridors as best growth option
 - Transit still seen as just as important to the region as it always was, **but...**
 - Willingness to consider taxes (for expansion) is declining slightly

Metro Atlanta Speaks Highlights-2024 --II

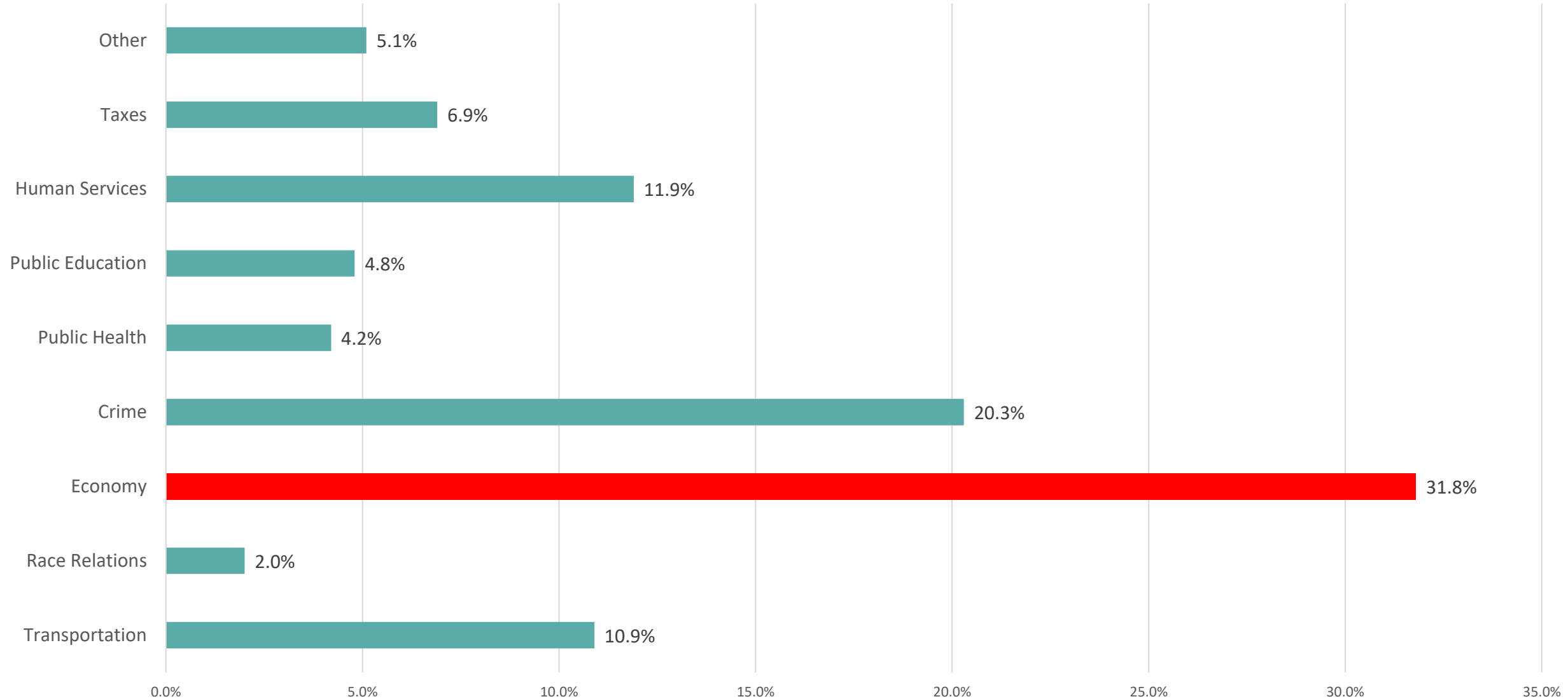
• Emerging Tech Issues

- Slight drop in respondent share owning **EVs** “now”; also, drop in share expecting to purchase EV in next five years—weighted to the young and higher-income, core counties; for those not planning an EV purchase, cost not as dramatic an obstacle; range and reliability >> more concern
- Residents conclusively “aware” of **global and regional climate change**, but still think global threat more serious than local--concern “across the board” has dropped some since last year
- Much trepidation about overall impact of **Artificial Intelligence (AI)**

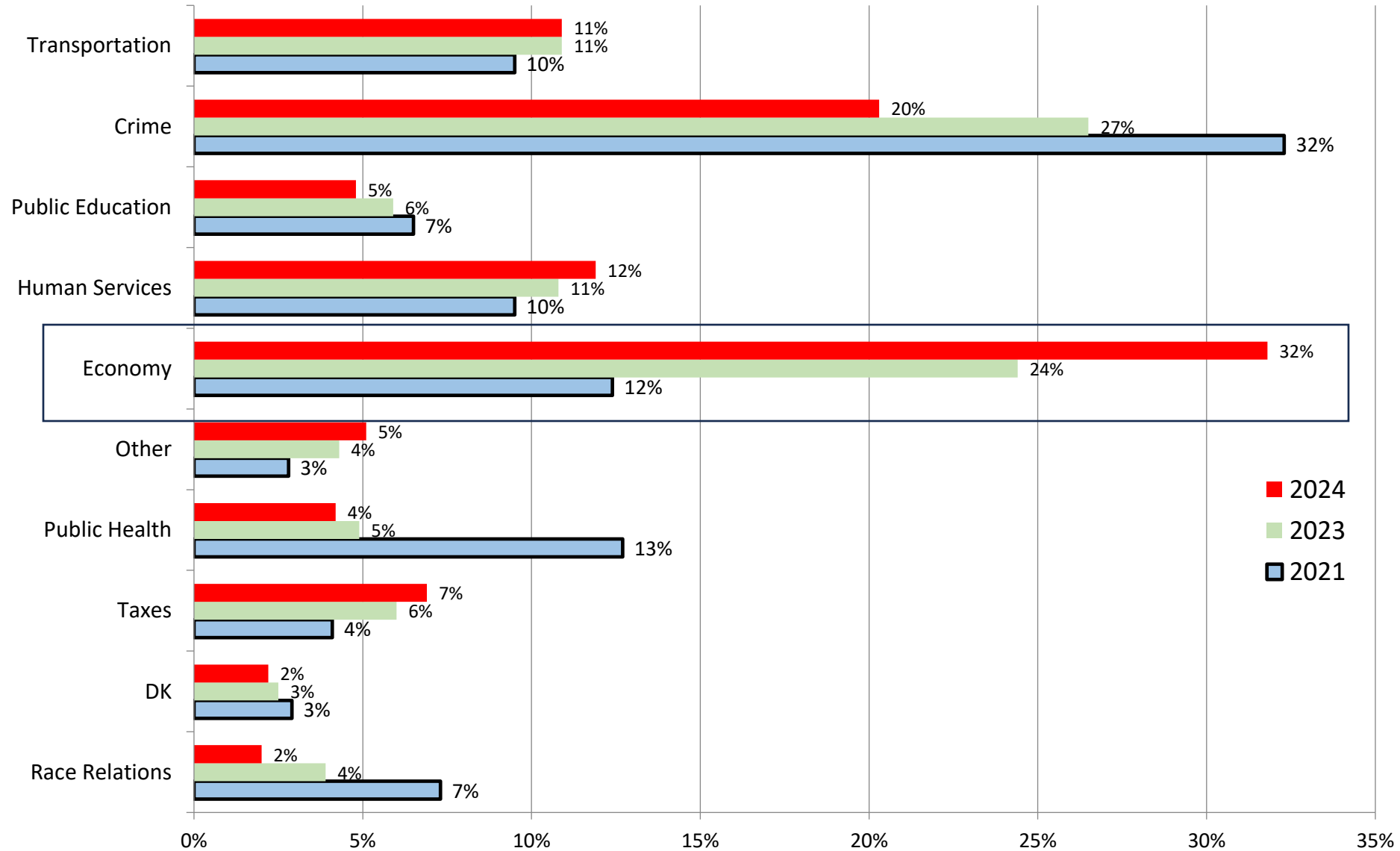
• The Future

- Larger share expecting better next 3-4 years than did in 2023
- Typical spatial pattern (of *more* hope in *less-well-off* areas) persists
- **Other Questions with Slide Detail: 911/ Ambulance, Value of Population Growth**

Economy Biggest Problem in 2024



Trends in “The Biggest Problem”—Last 3 Survey Years



New and Improved Dashboard

<https://atlantaregional.org/what-we-do/research-and-data/metro-atlanta-speaks-data-dashboard-2/>



Metro Atlanta Summary

Results Breakdown

FAQ

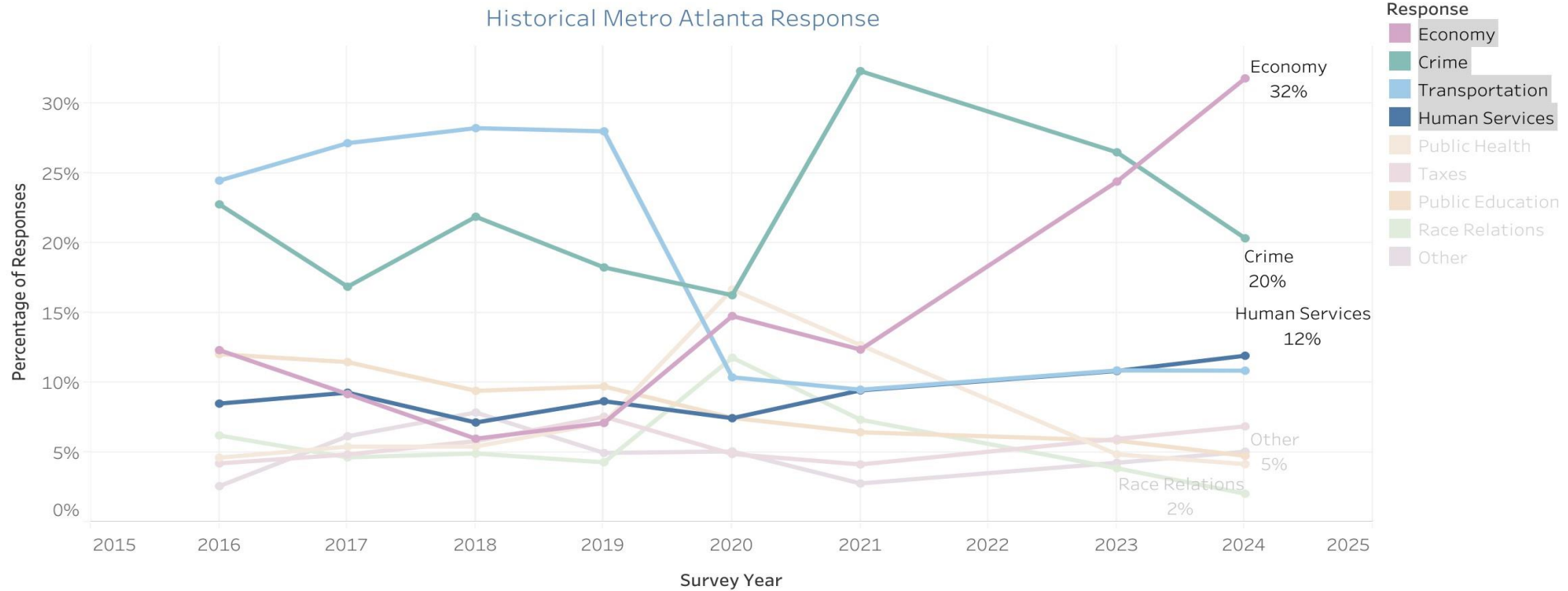
Explore your Community's Opinions!

For 2024, the Economy continued to jump the most in concern. Crime falls from the region's greatest concern. Transportation continues a drop in concern following COVID19's onset.

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Select Question

BIGPROBLEM| What is the biggest problem in metro Atlanta today?

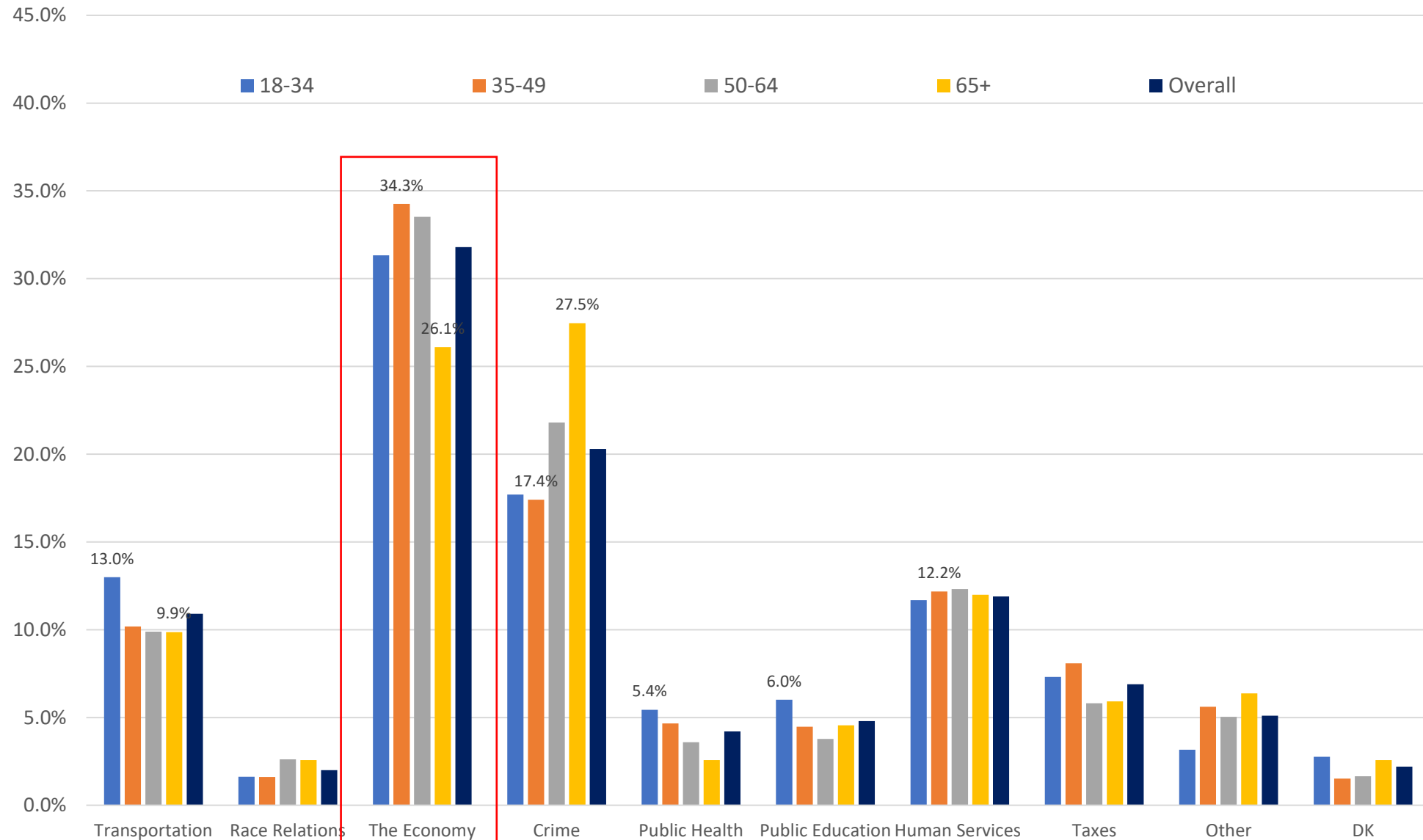


* Detailed Survey Results breakdown tab only offered for Desktop and Tablet Viewing Sites

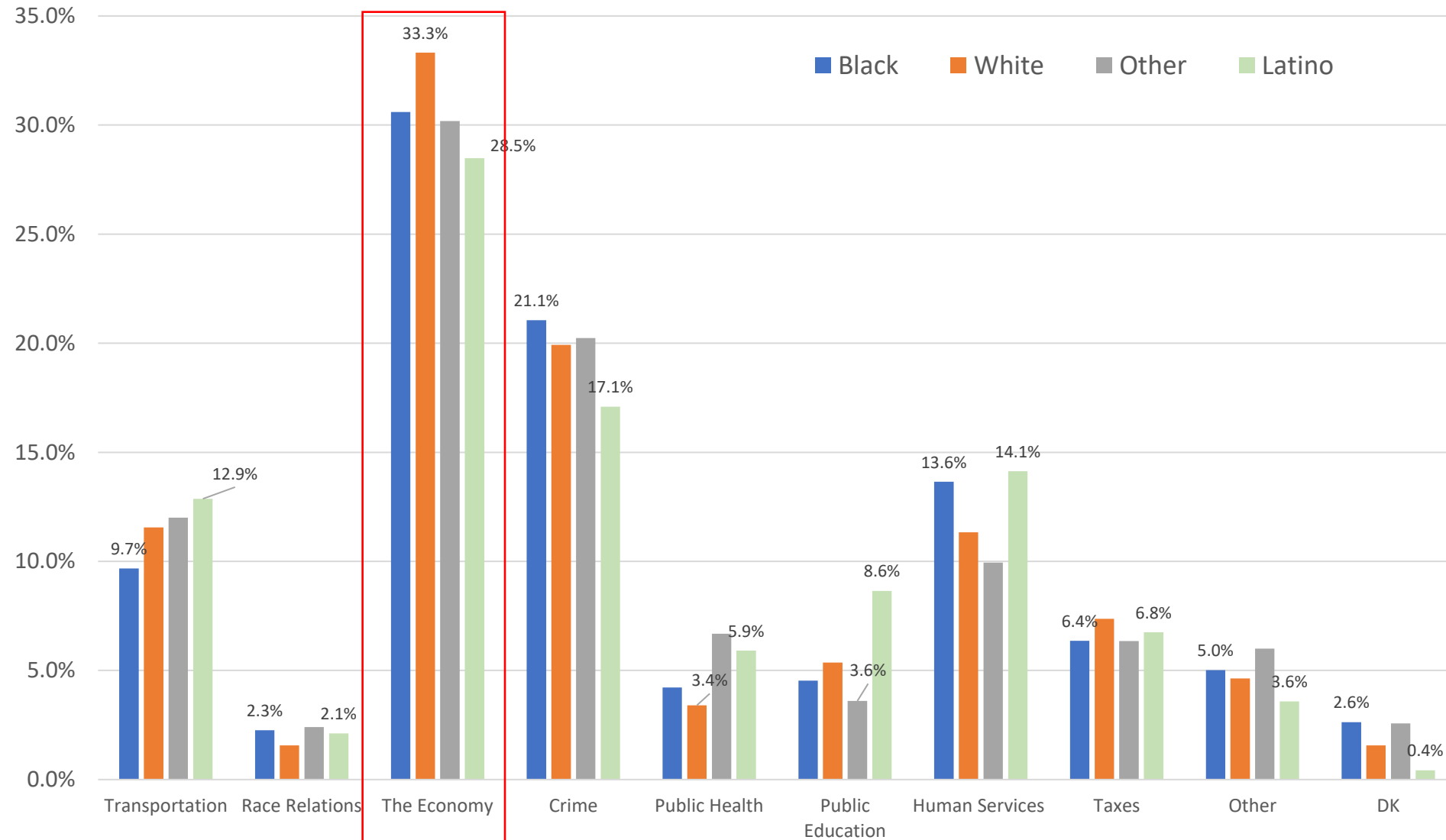
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Biggest Problem by Age Group

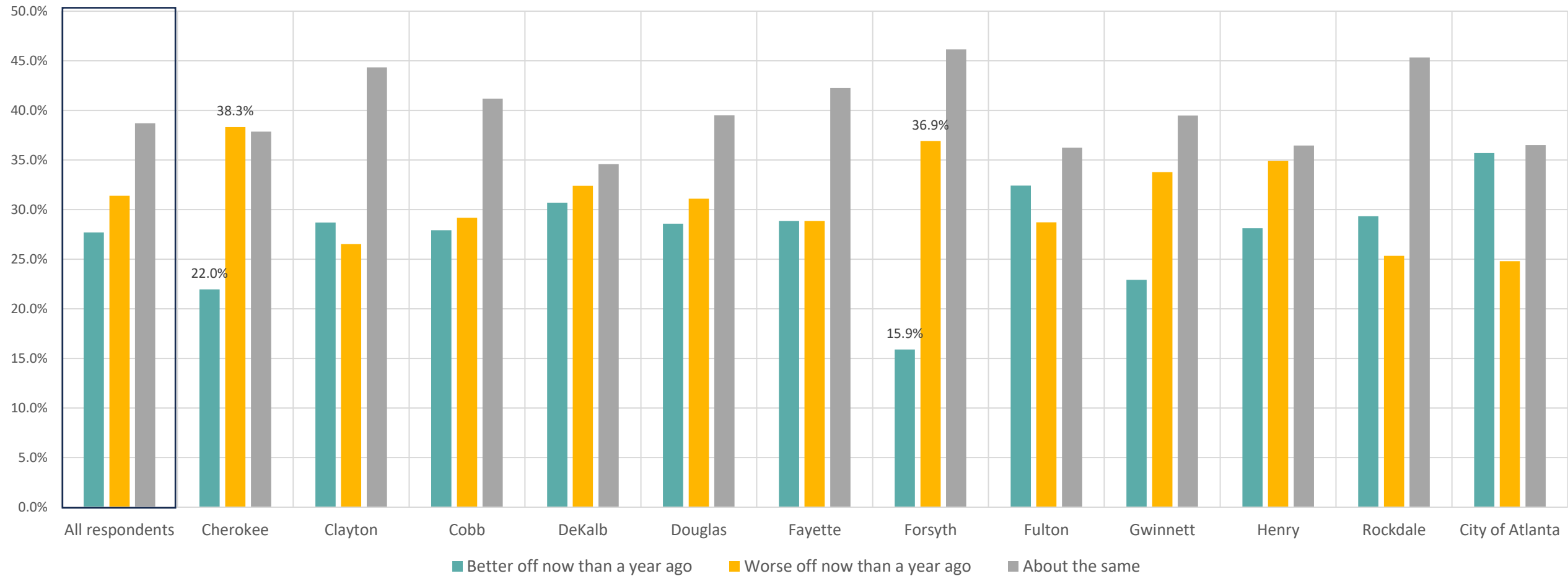


Biggest Problem by Race/ Ethnicity

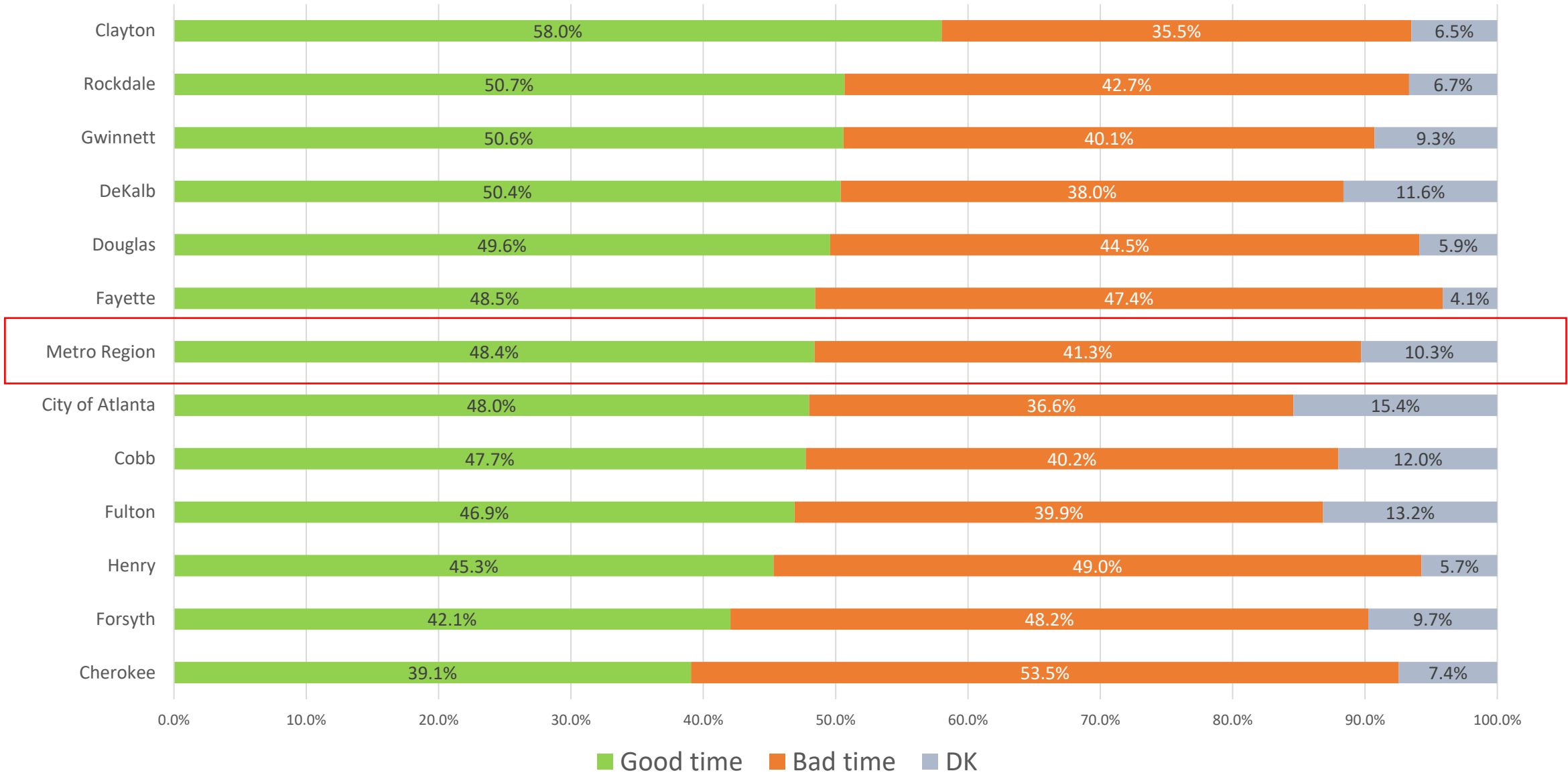


Most (Especially in Suburbs) Feel They Are Worse Off Today Than A Year Ago...

Regarding your financial situation, would you say you are...?



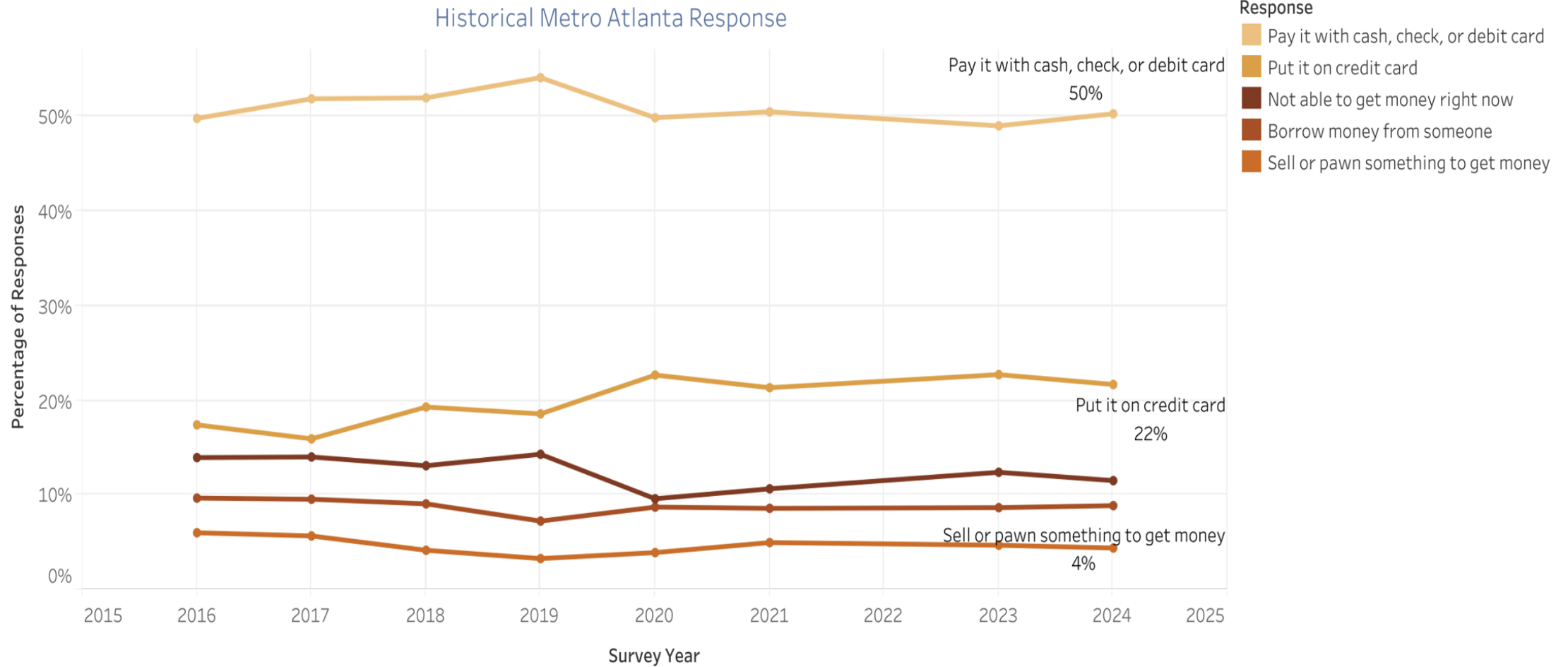
Ease of Finding a Job?—County and Region



Ways (They) Can Pay..for a \$400 Emergency...

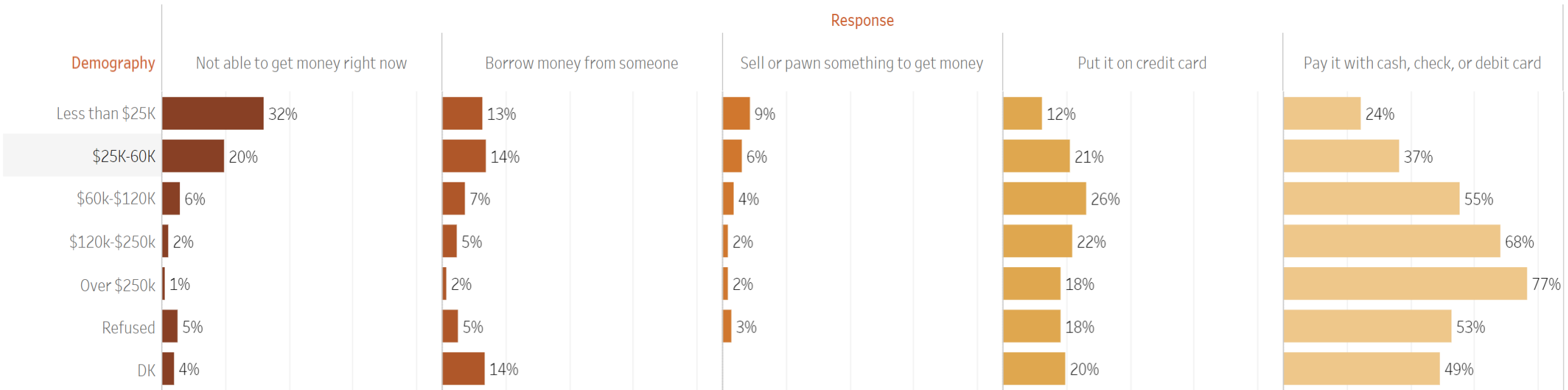
Select Question

ECONOMY | How would you come up with \$400 for an emergency?



\$400 Emergency—by Income Group

Full Question: 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?



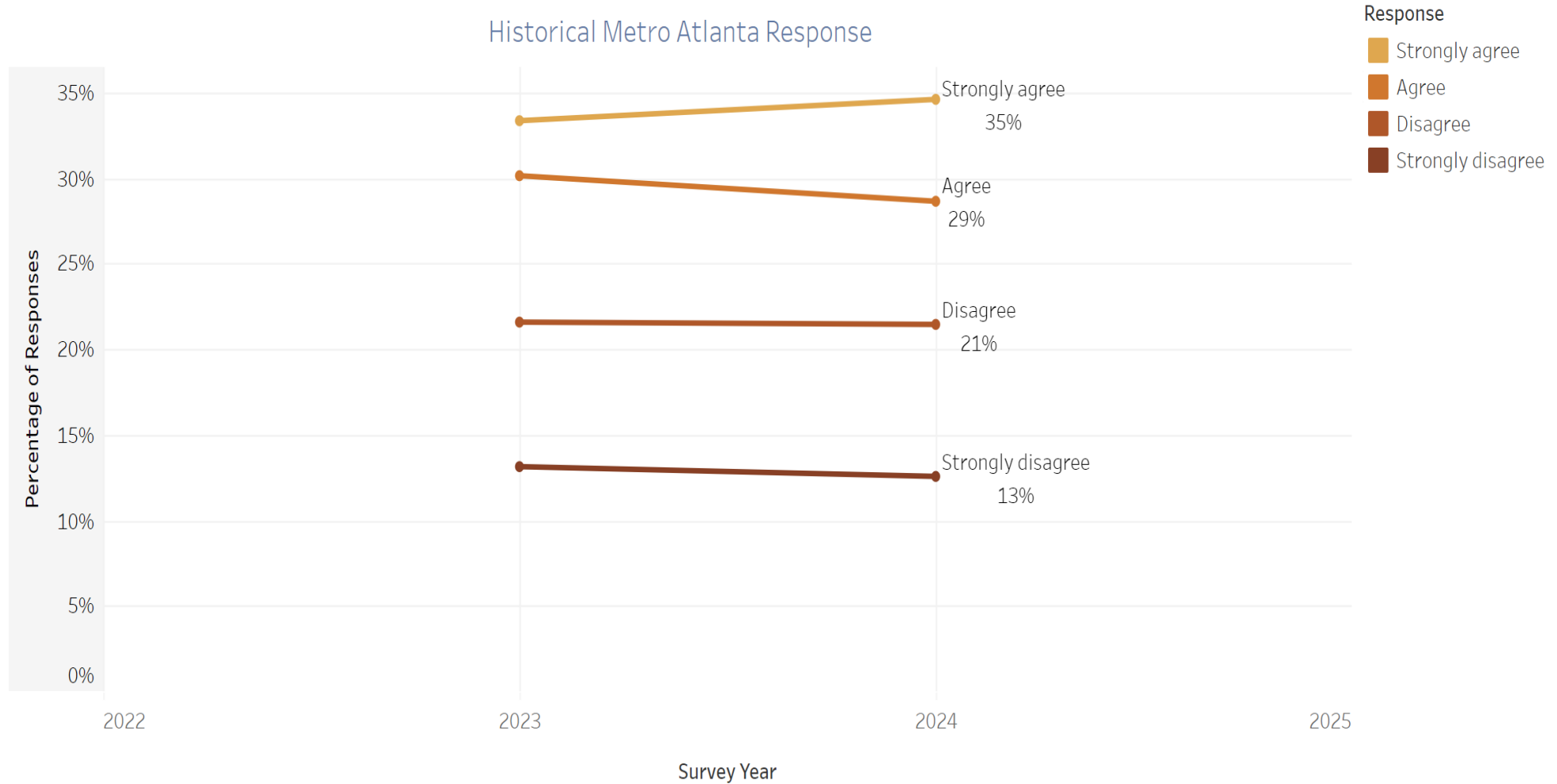
Demography Filter

(All) ▼

I can't afford to move to another house in my neighborhood....

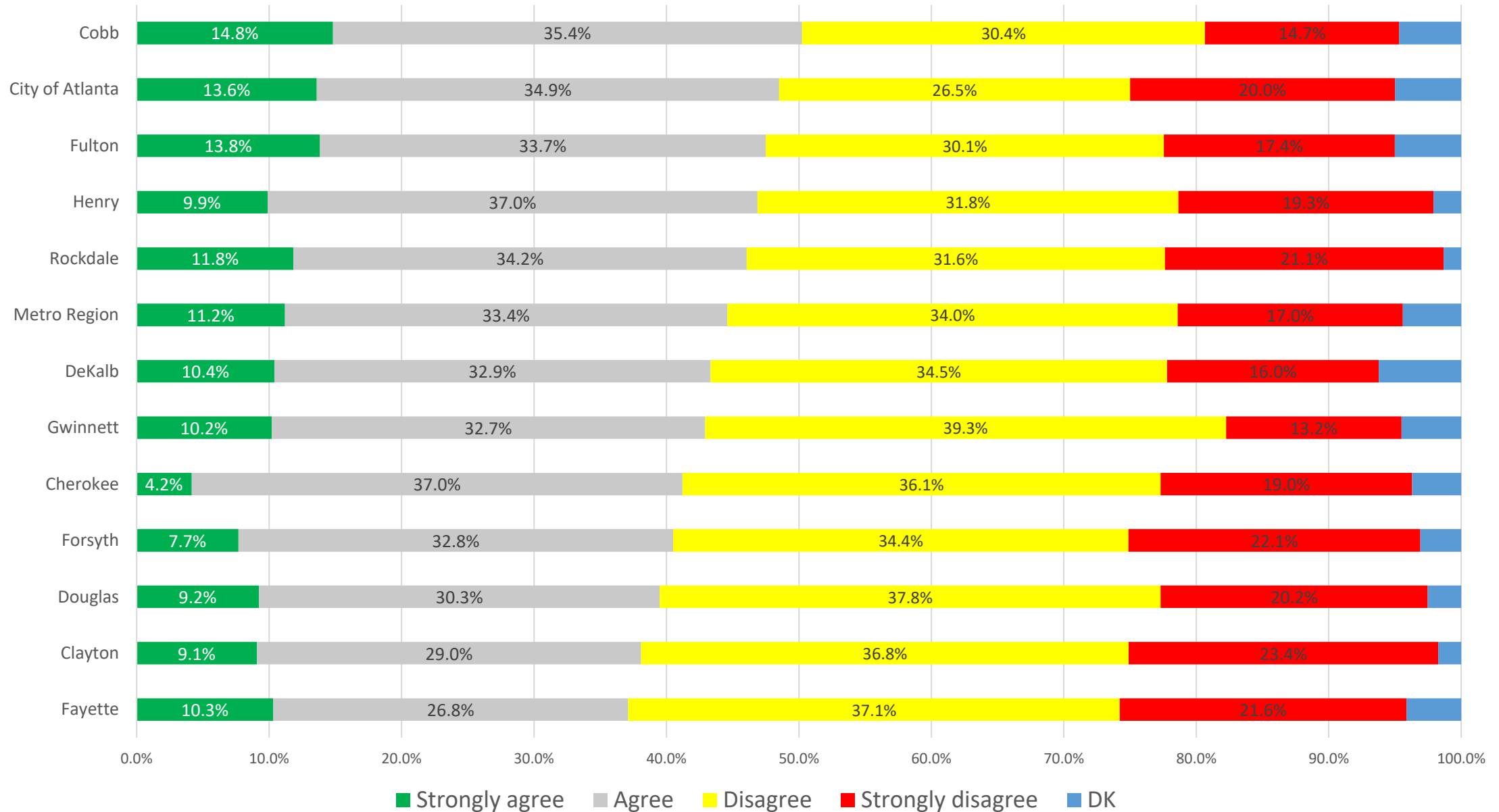
Select Question

HOUSING | I could not afford to move to another residence in my current neighborhood right now



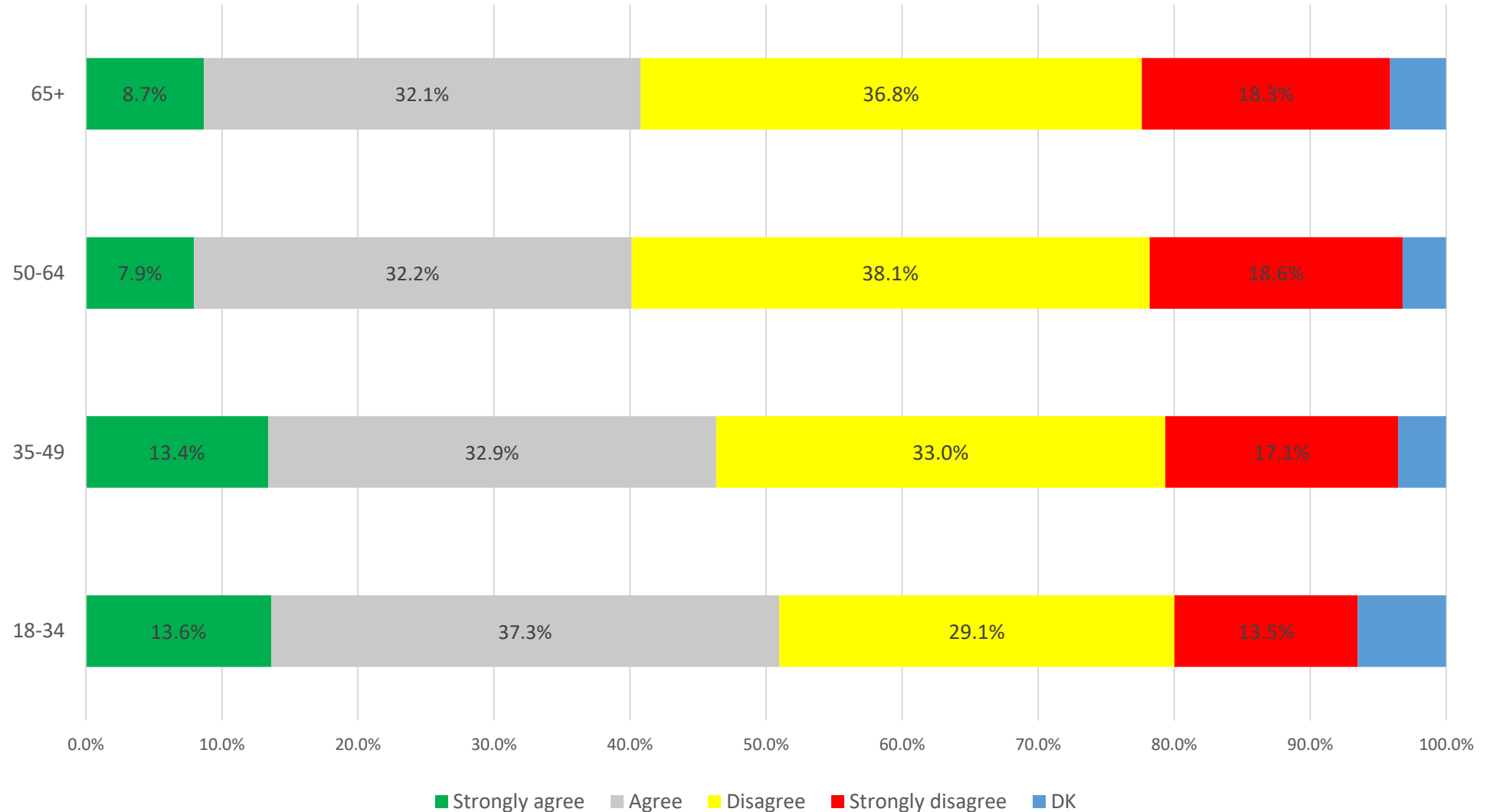
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I'd Pay More on Water Bill for Infrastructure Upgrades



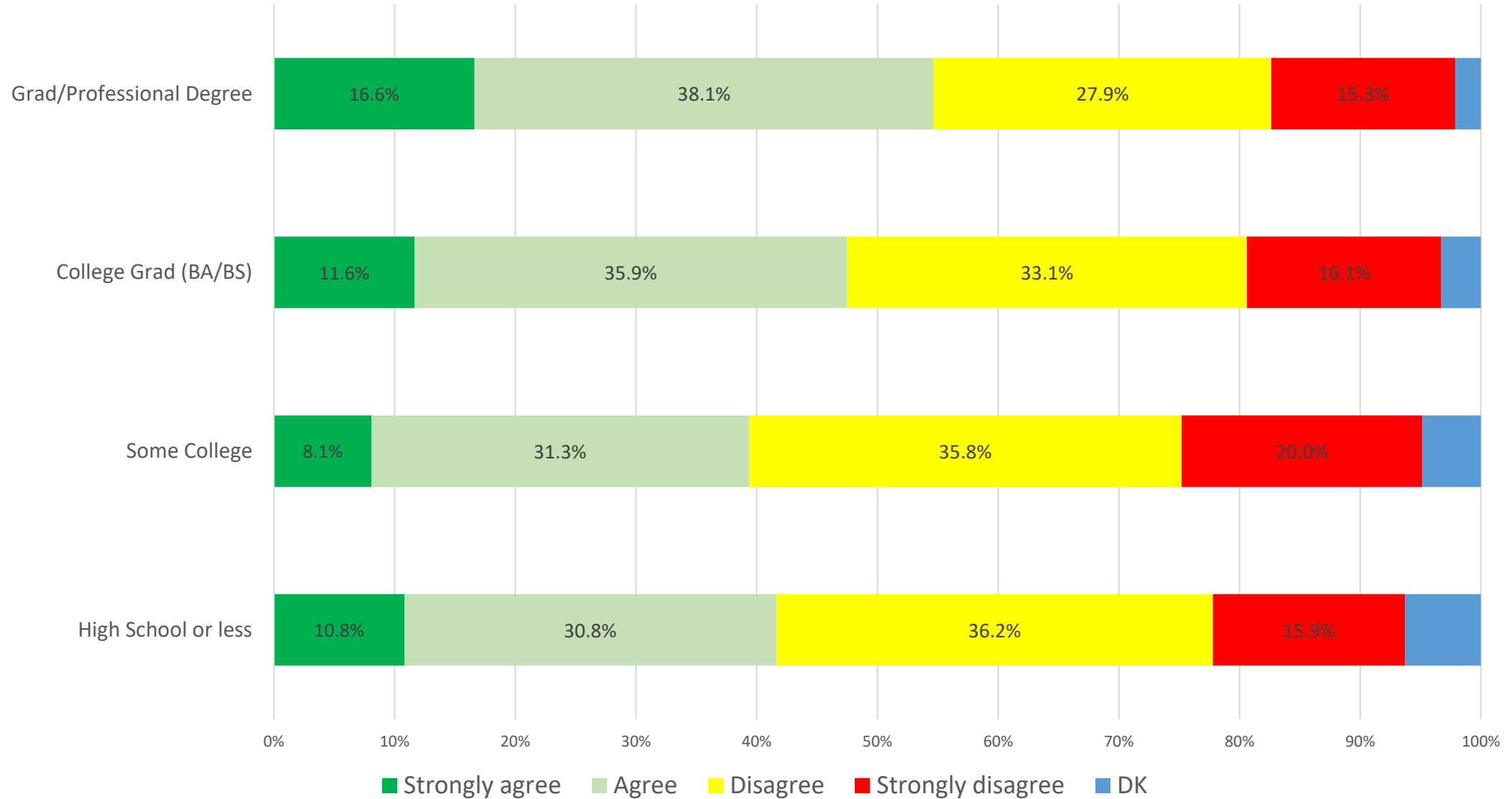
I'd Pay More on Water Bill For Upgrades...

By Age Group



I'd Pay More on Water Bill For Upgrades...

By Educational Attainment



Transportation as biggest problem “steady” now but plunged cf: late 2010s



Metro Atlanta Summary

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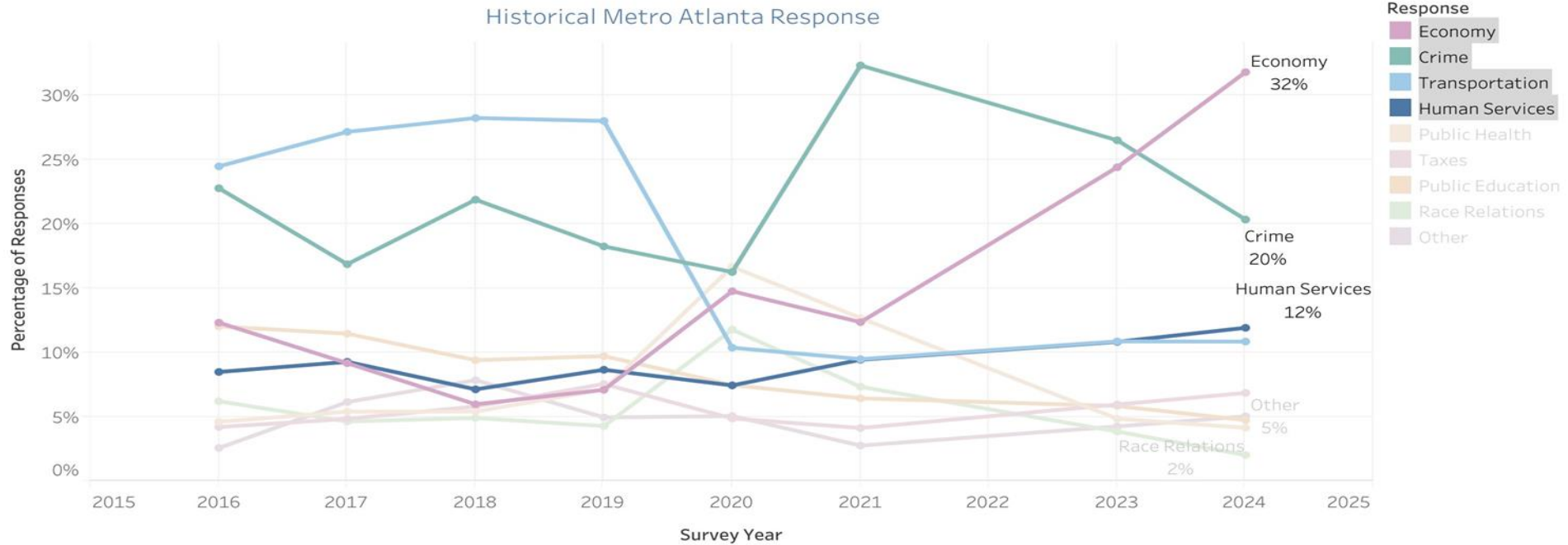
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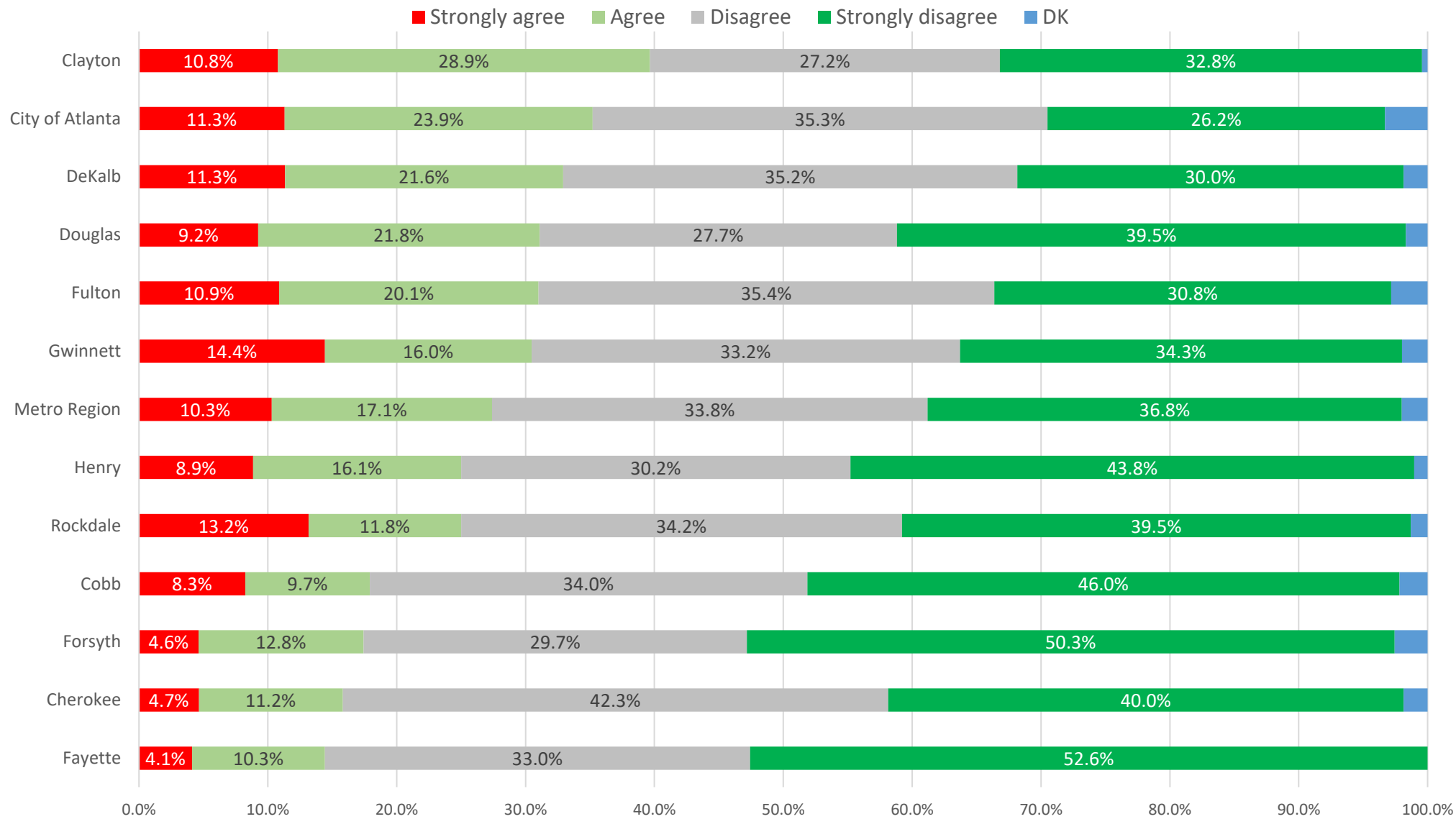
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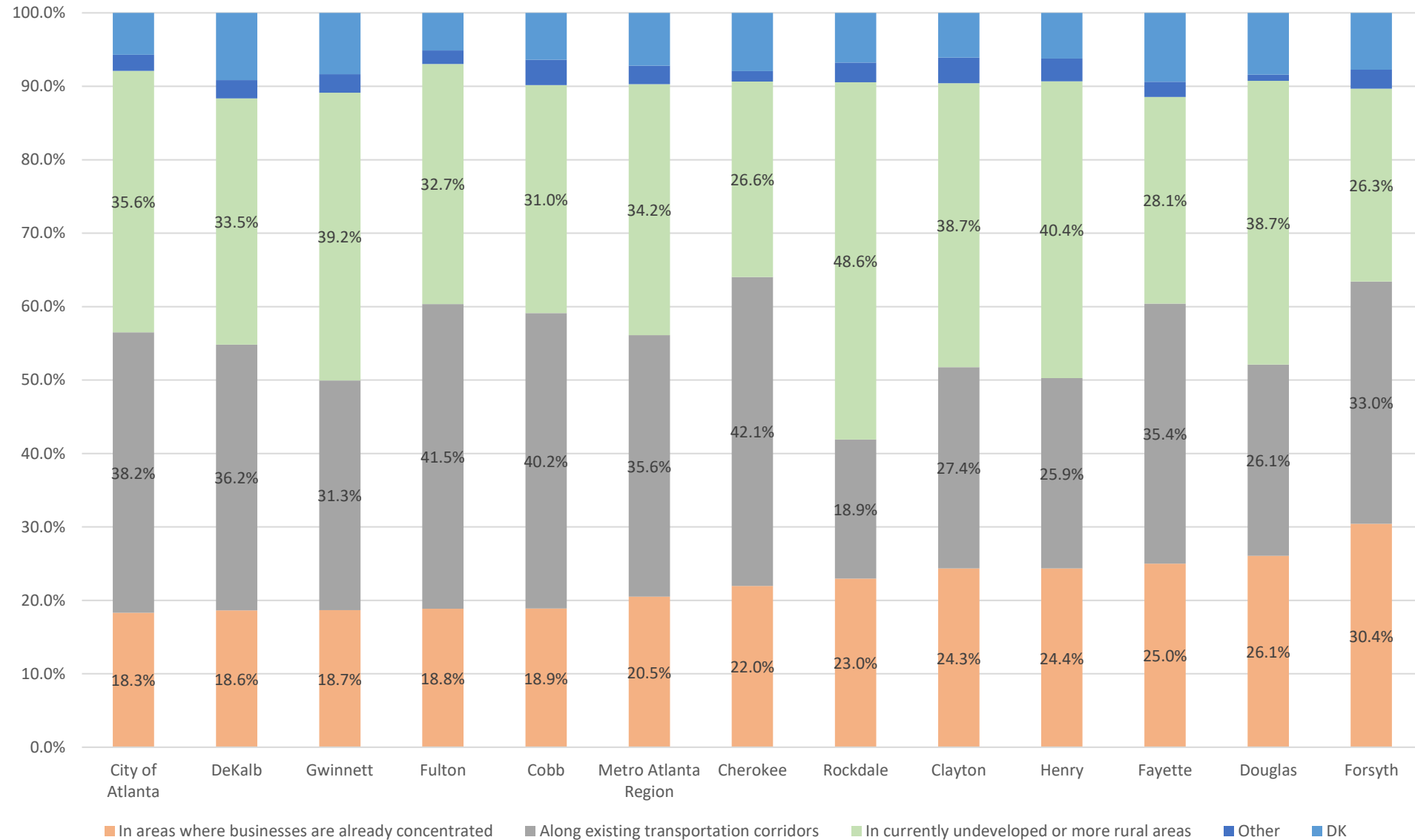
Perceived Transportation Need Significant and Stable, but Limited

I frequently lack the transportation I need to get to the places I need to go"



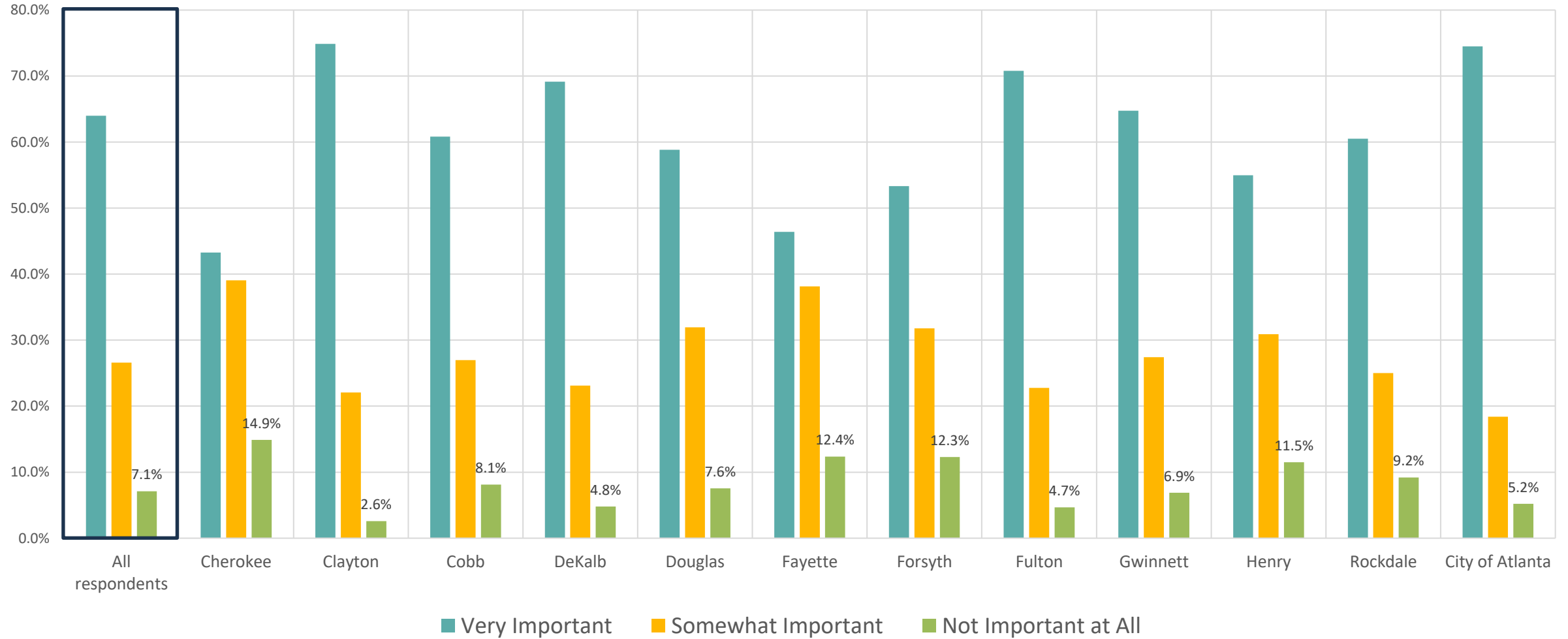
2024: Best Land Use Choice for Future Growth...

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



Public Transit, Conceptually, Is A Winner!

Importance of Improved Public Transit System for Metro Atlanta's Future

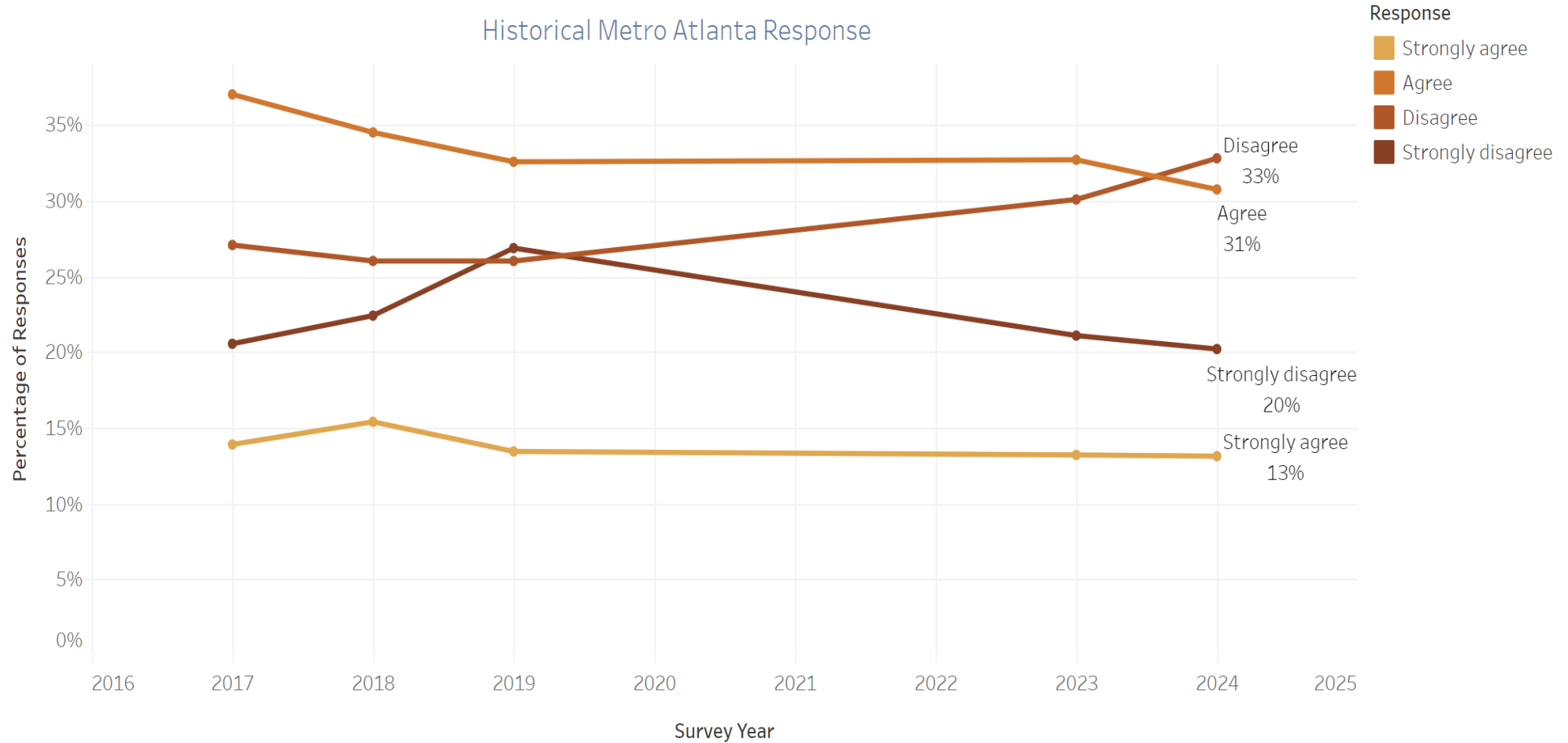


More Public Transit, When Asked To Pay For It?... Not So Much Support

2017 to 2024

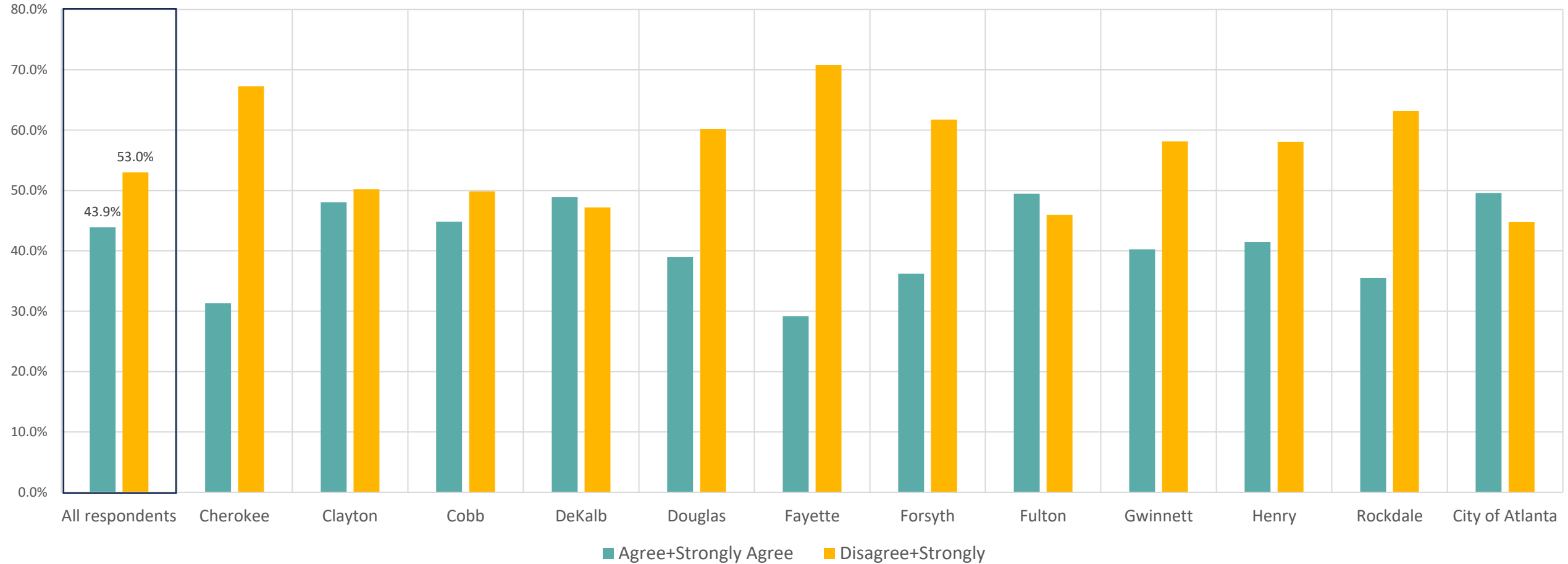
Select Question

TRANSPORTATION | Would you pay more taxes to fund expanded regional public transit?

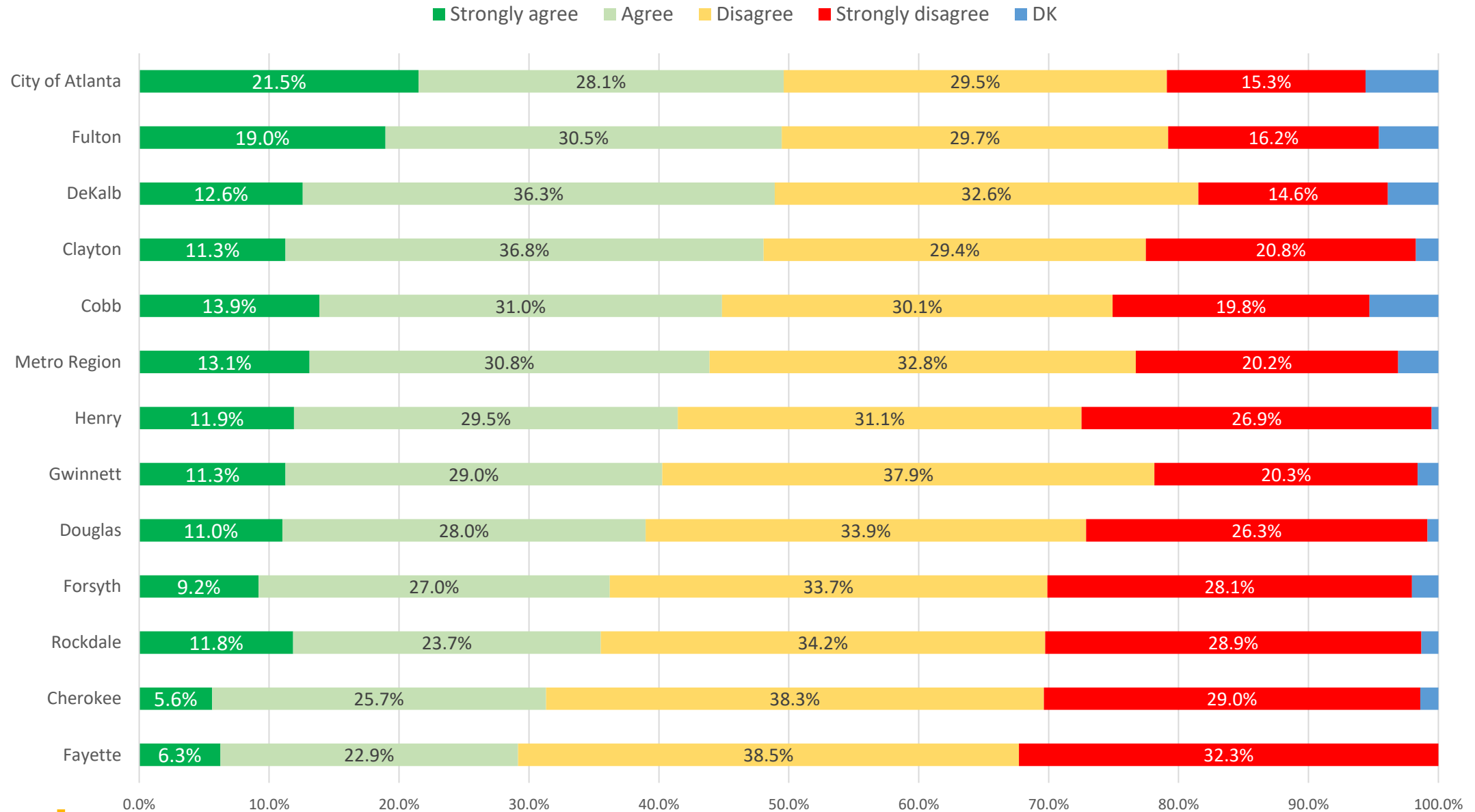


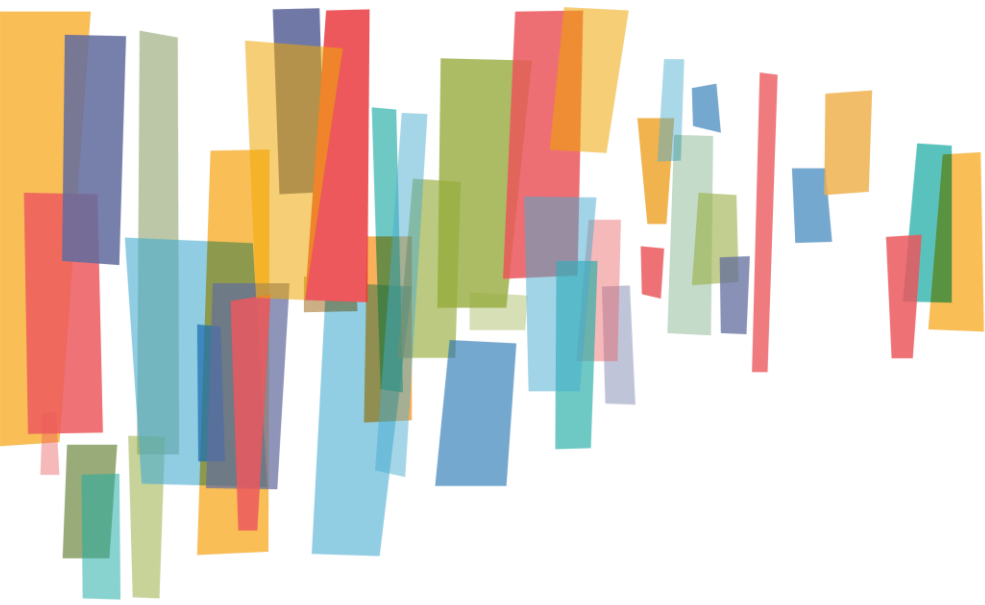
Public Transit, When Asked To Pay For It... “Summed Up”

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



Public Transit, When Asked To Pay For It... Not So Much (Details)

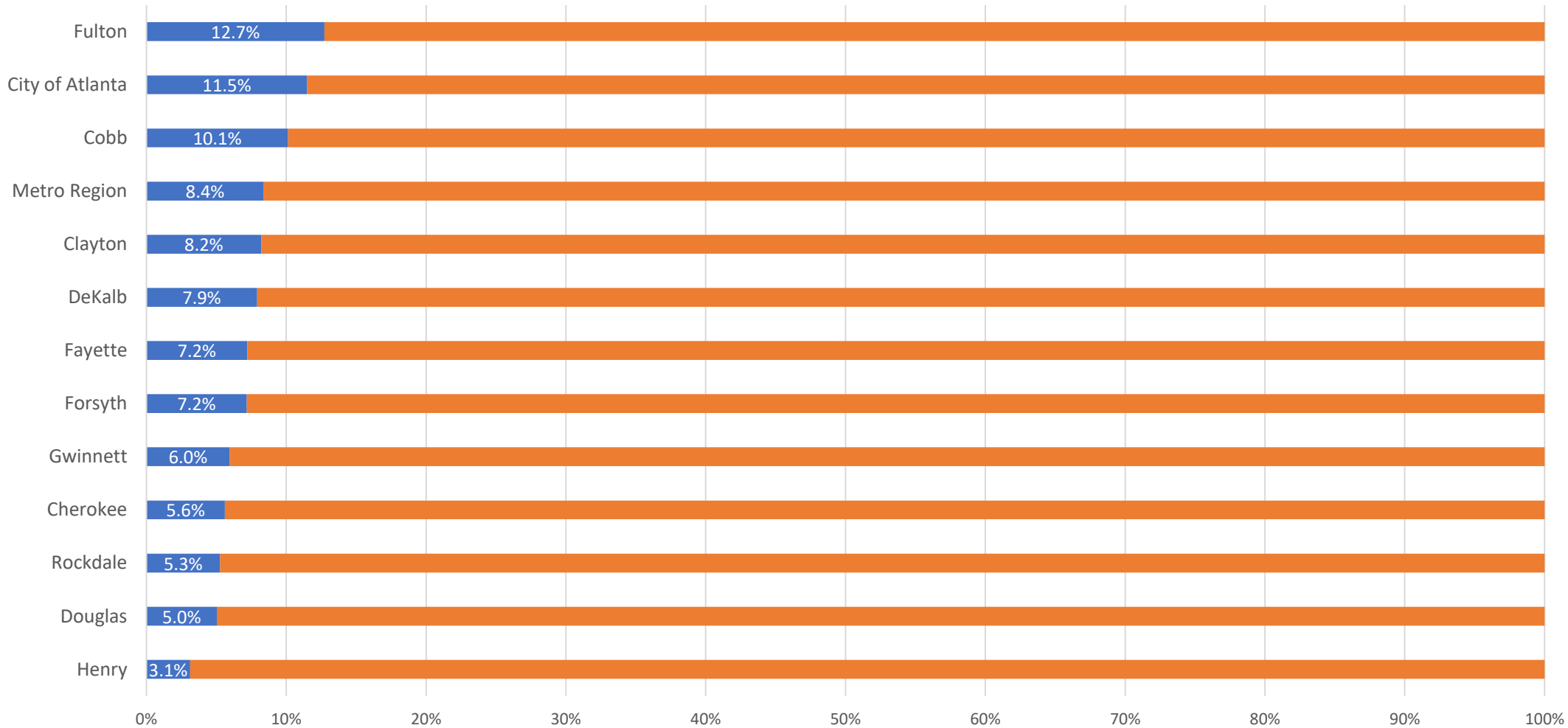




What's New(er): Metro Atlanta Speaks 2024 —EVs, Climate, AI Questions

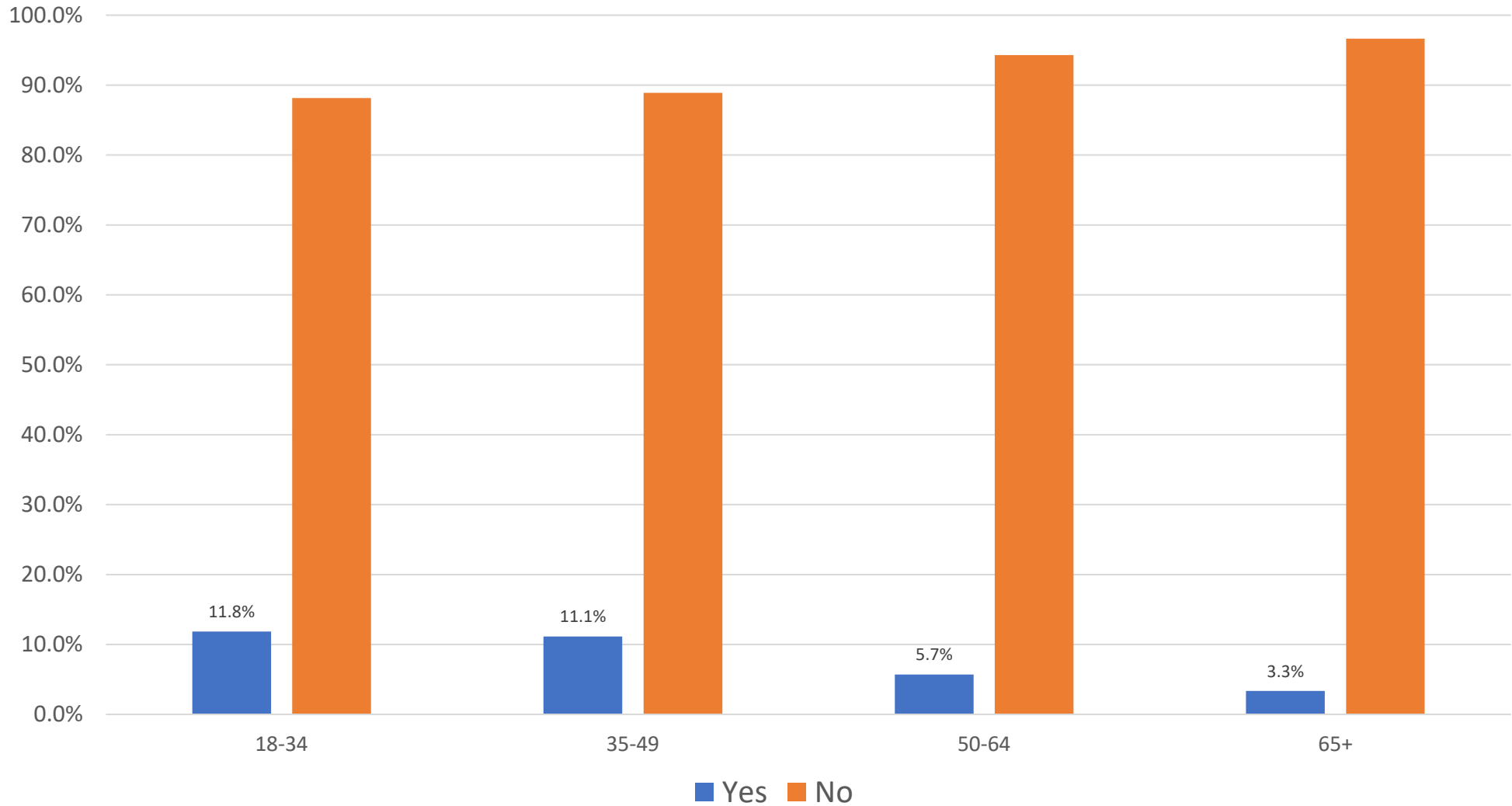
(2024) Own EV?: By County

■ Yes ■ No

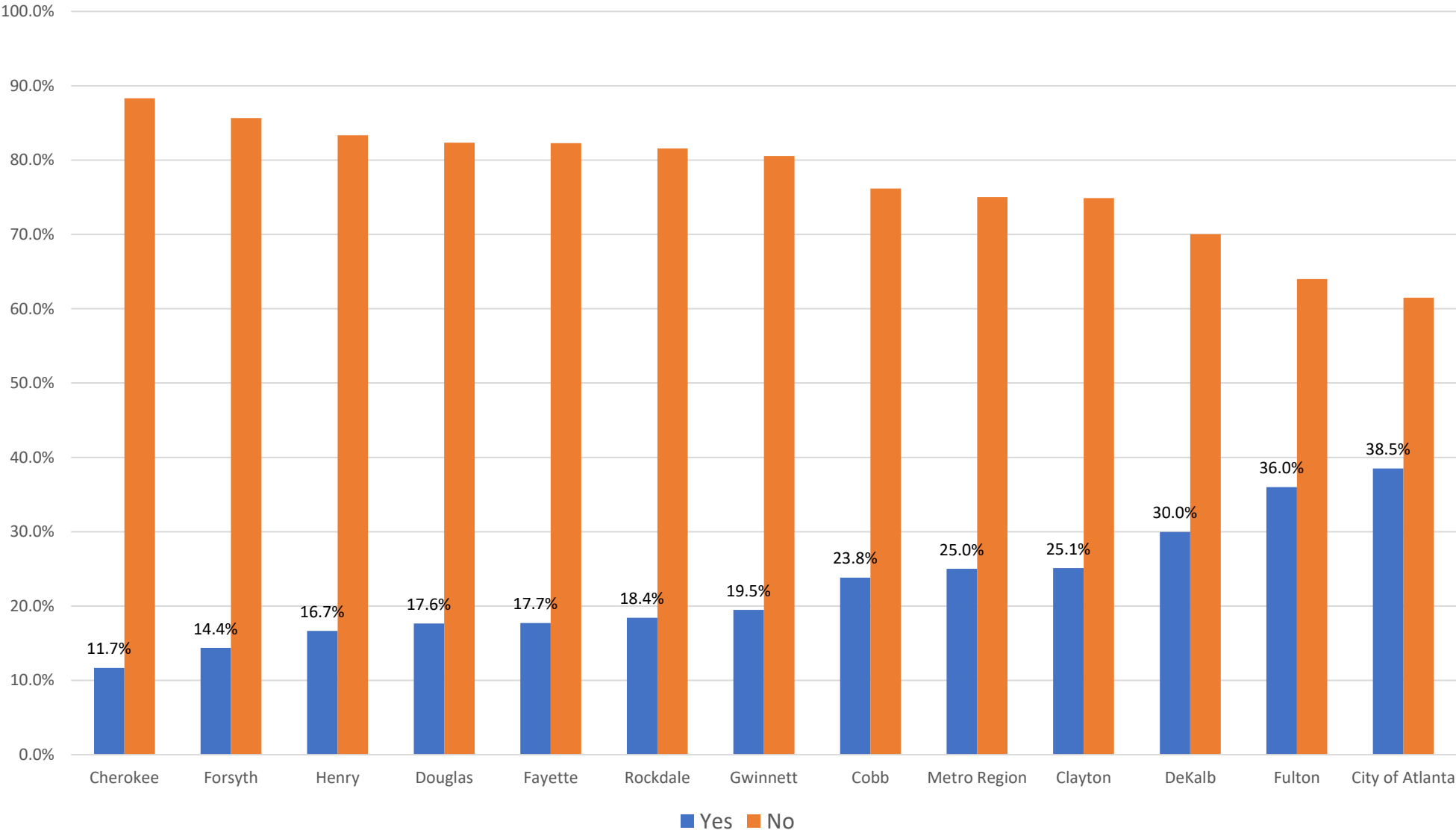


EV Ownership 2024 by Age Group

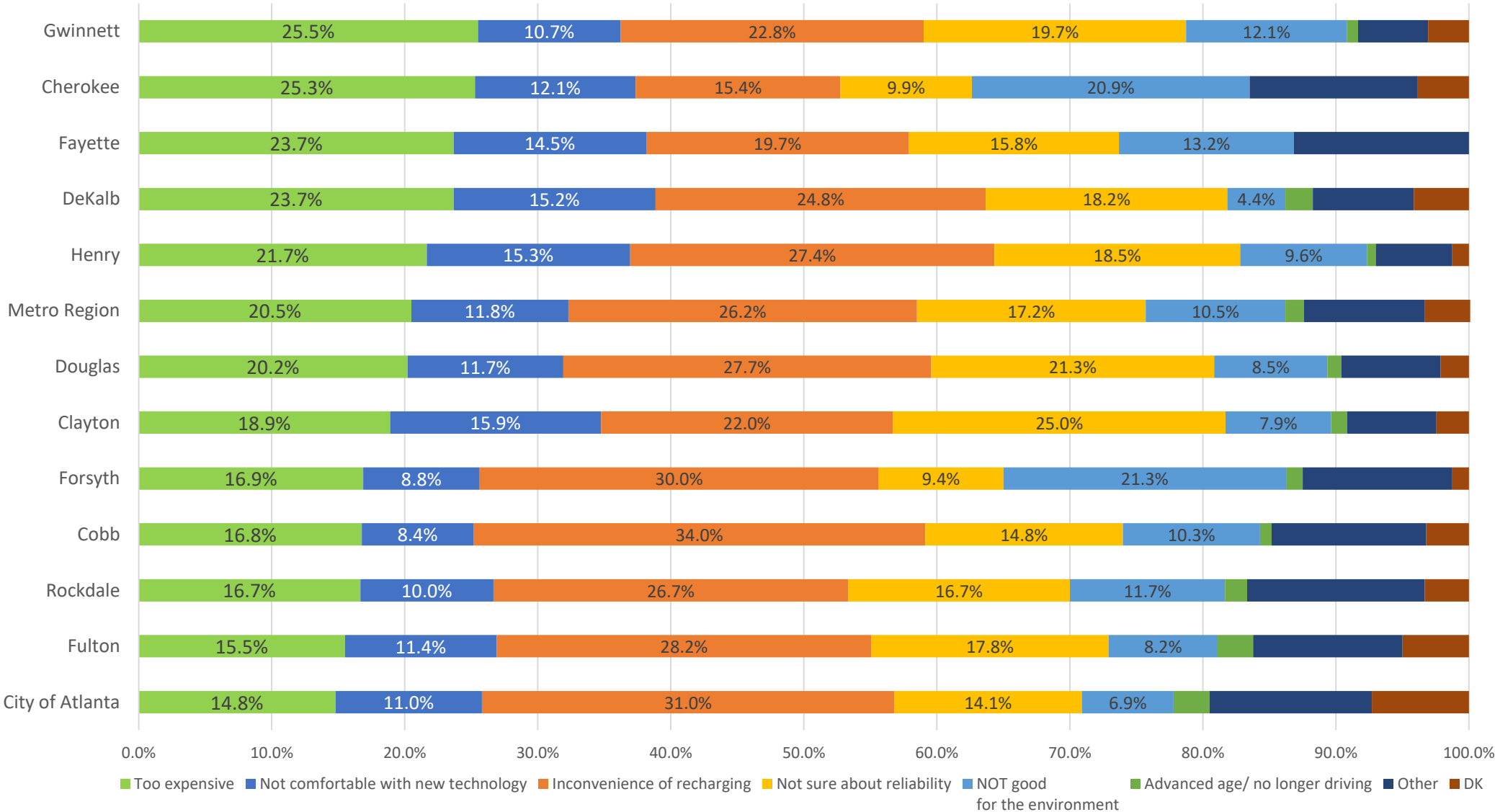
2024



(2024) Planning to buy EV next 5 years

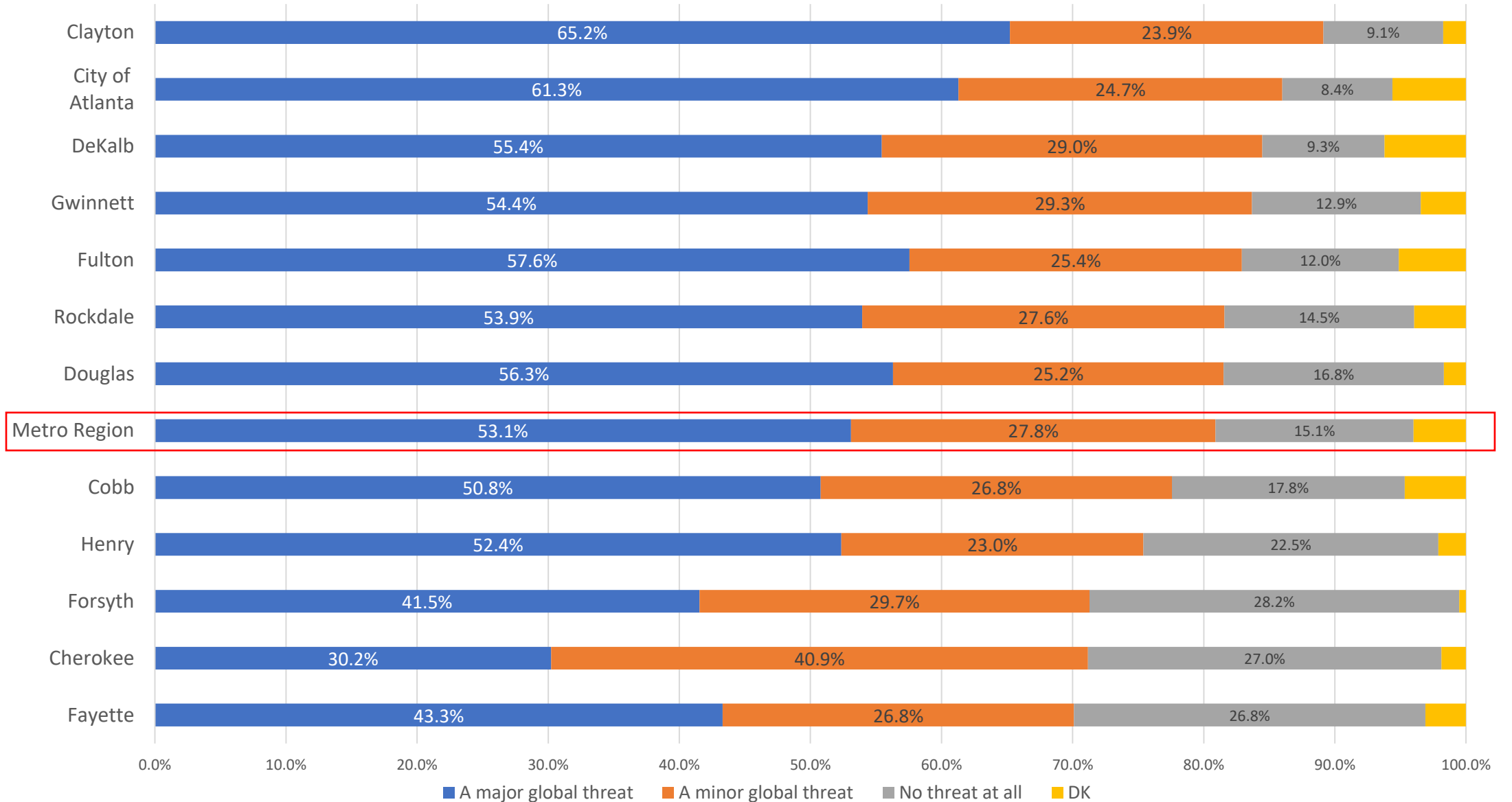


(2024) Reasons NOT planning to buy next 5 years...



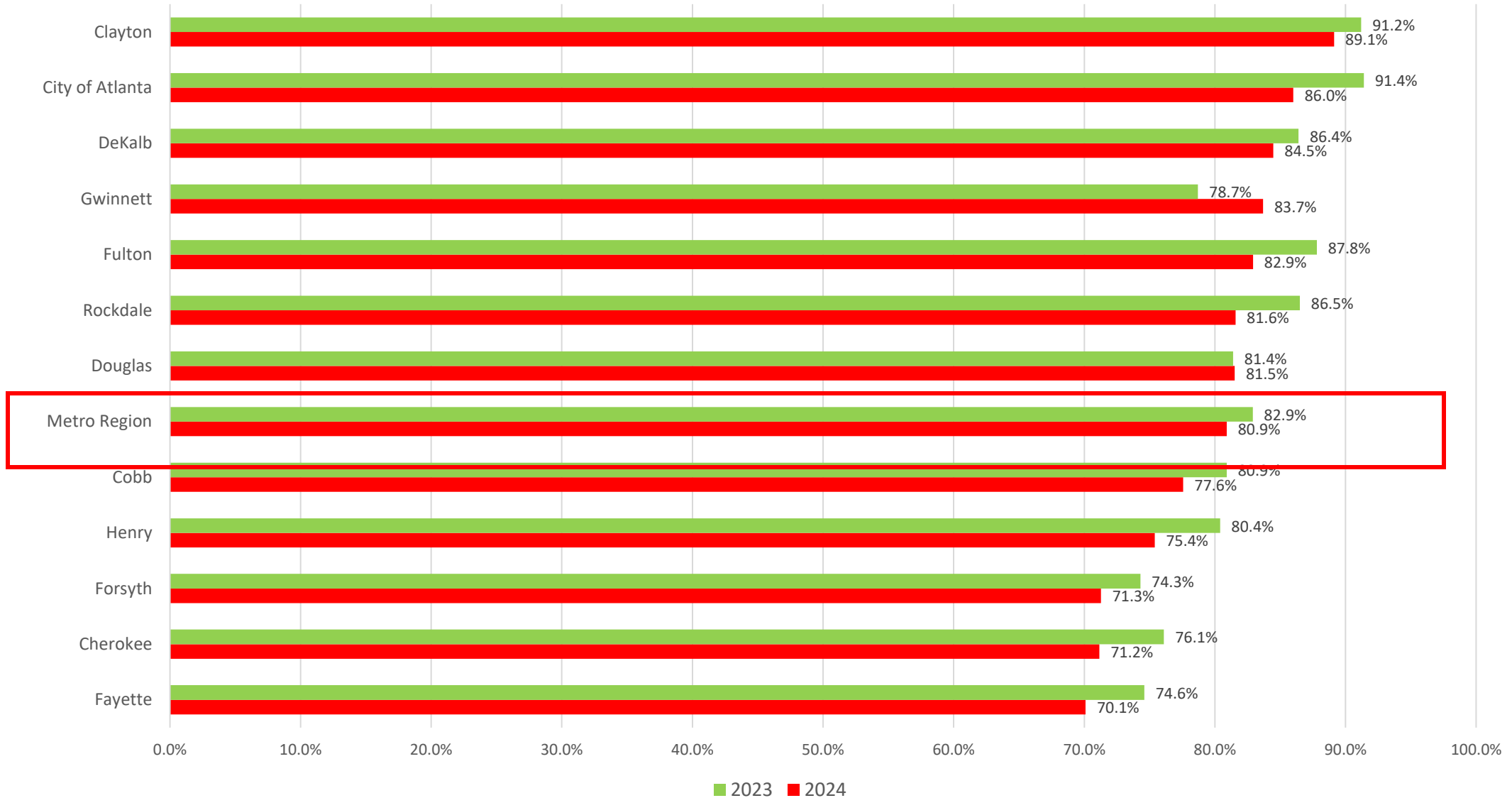
(2024) Global Climate Change in Next 10 Years

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



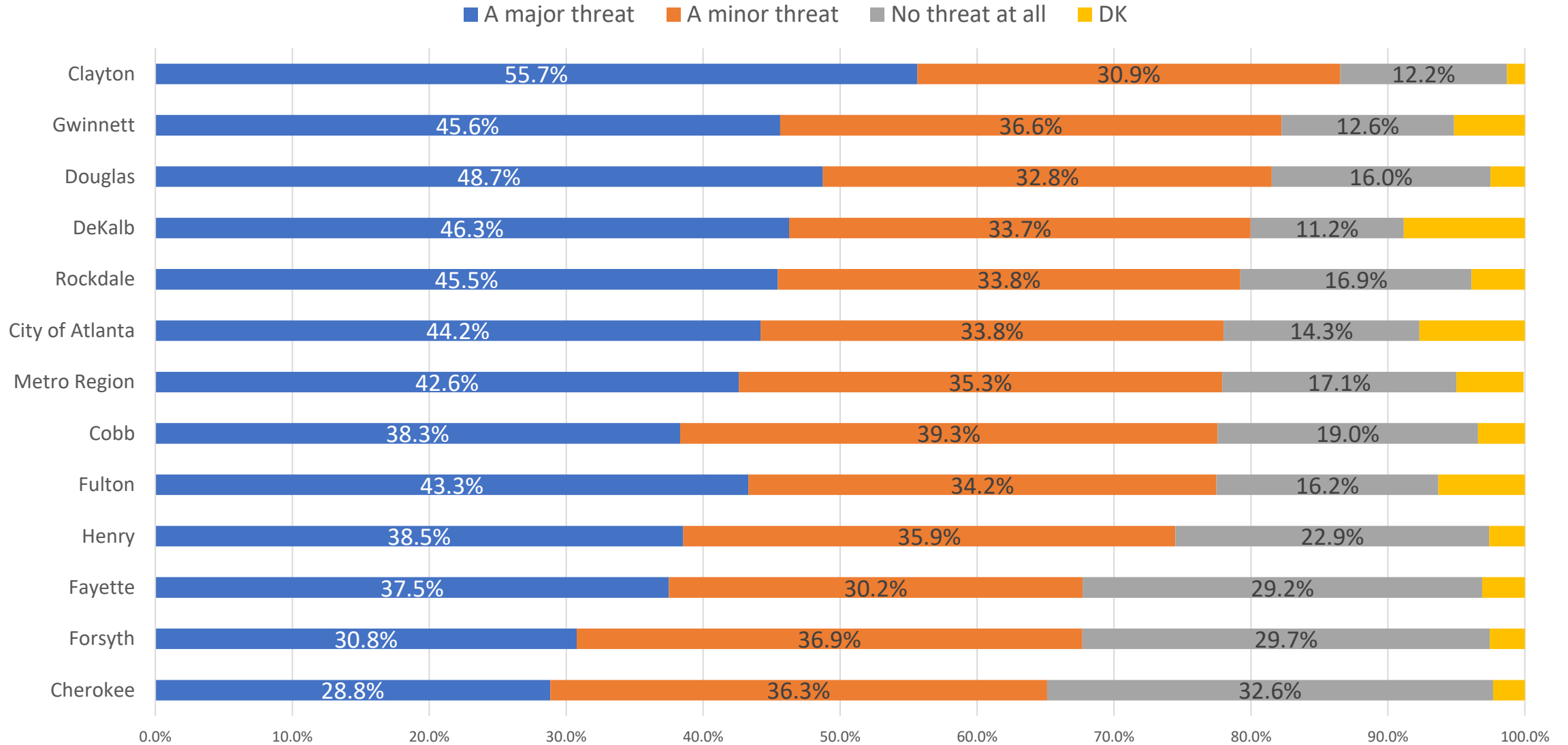
(2024 and 2023) Global Climate Change— "Agreement" (Major +Minor) Threat in Next 10 Years?

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



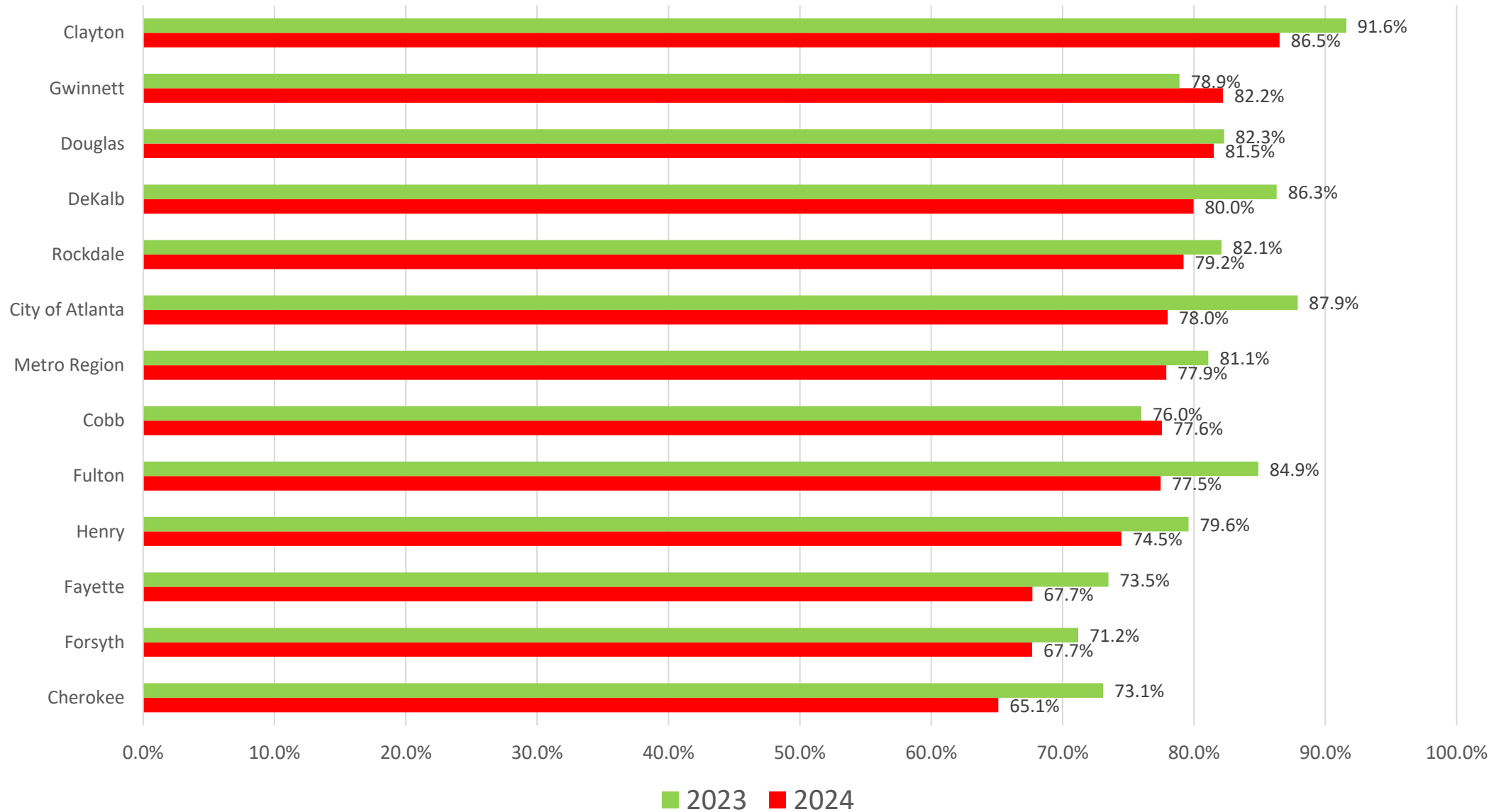
(2024) Regional Climate Change in Next 10 Years

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



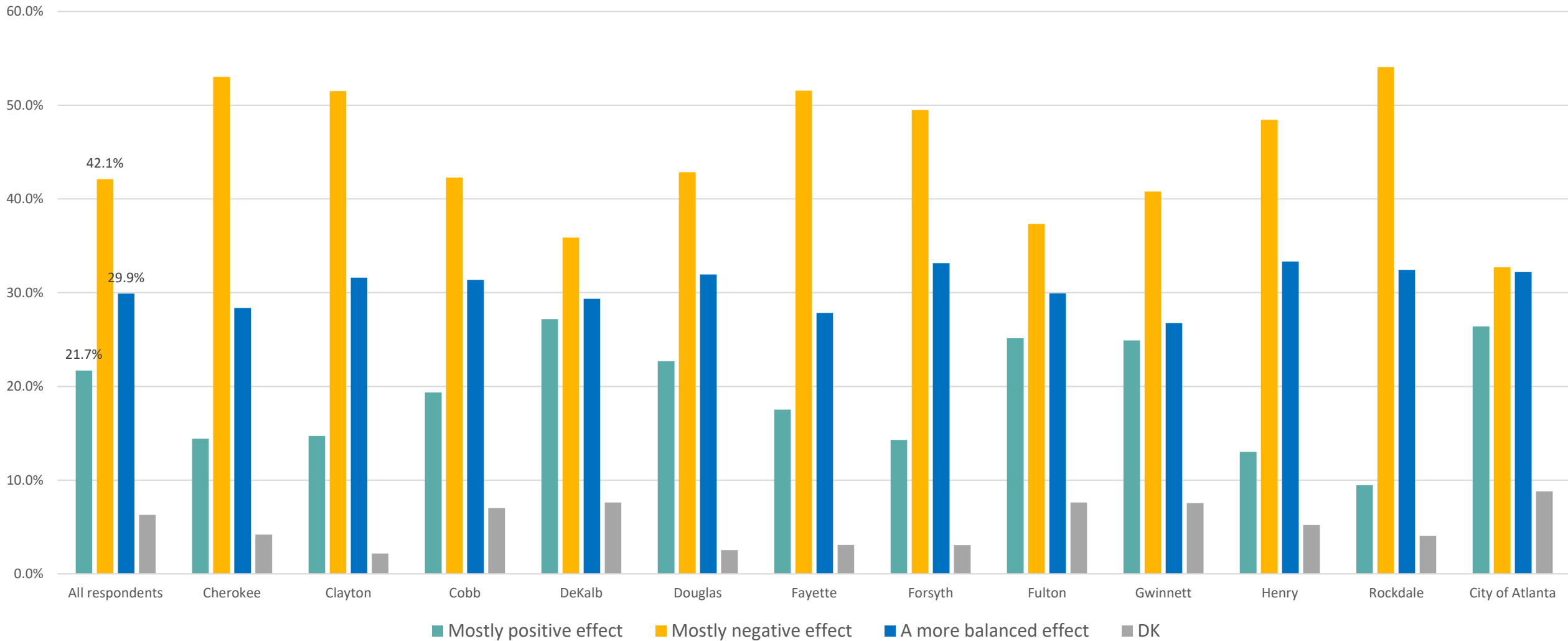
(2024 and 2023) Regional Climate Change— Agreement a Threat in Next 10 Years?

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



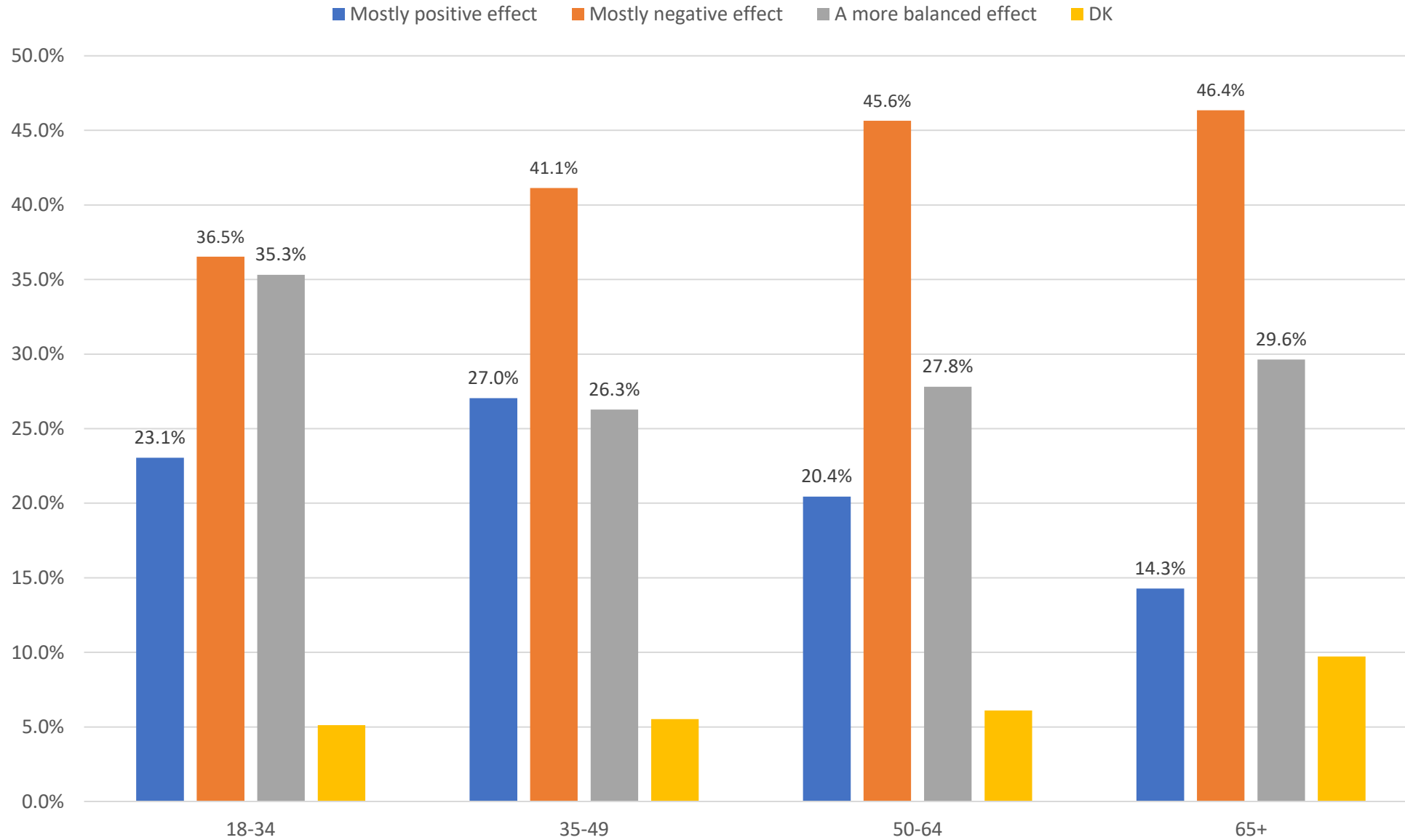
Respondents Are Leery of AI

Will artificial intelligence have a mostly positive effect, mostly negative effect, or a more balanced effect on our society?



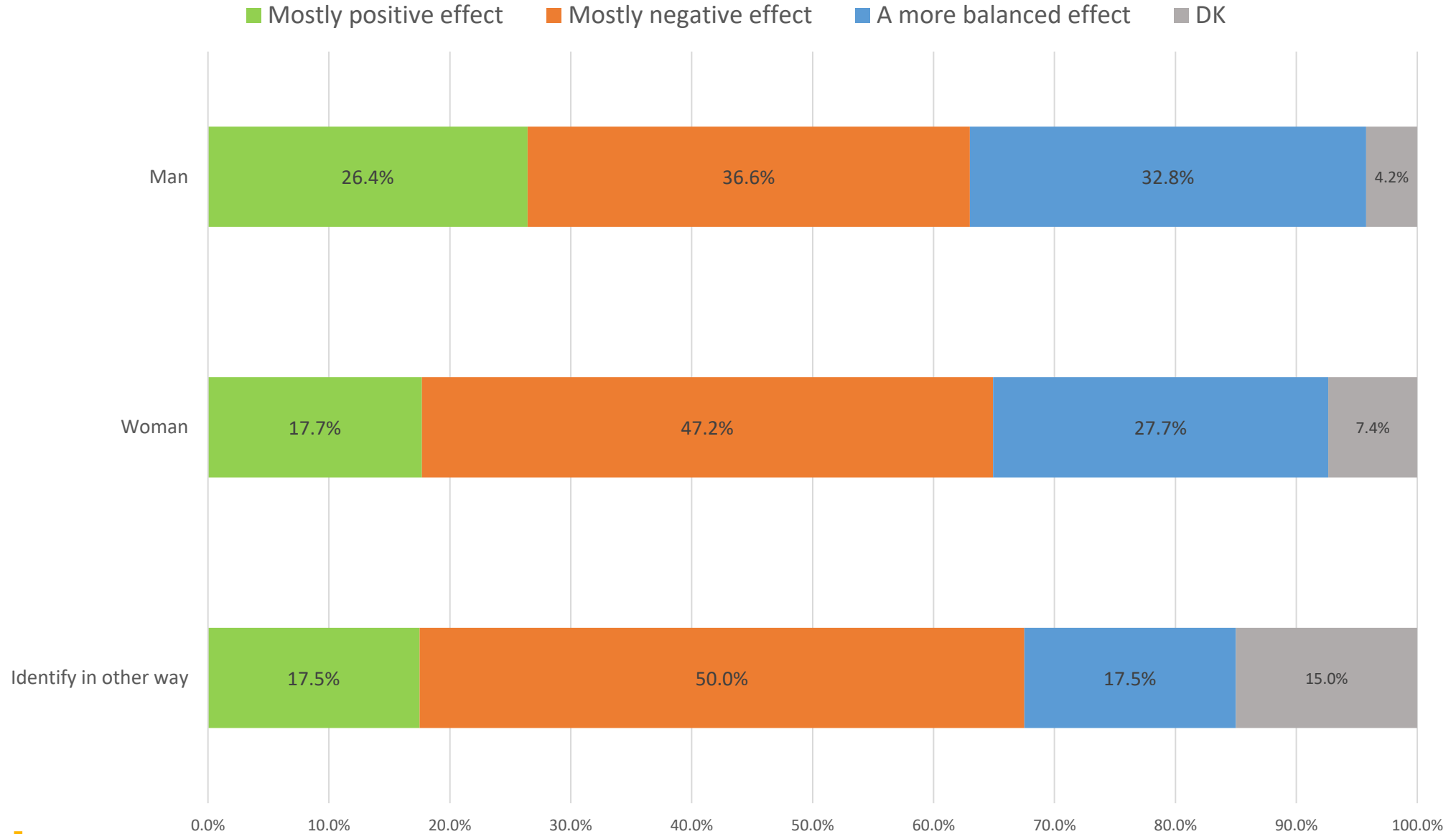
Likely "Net" Effect of AI: By Age

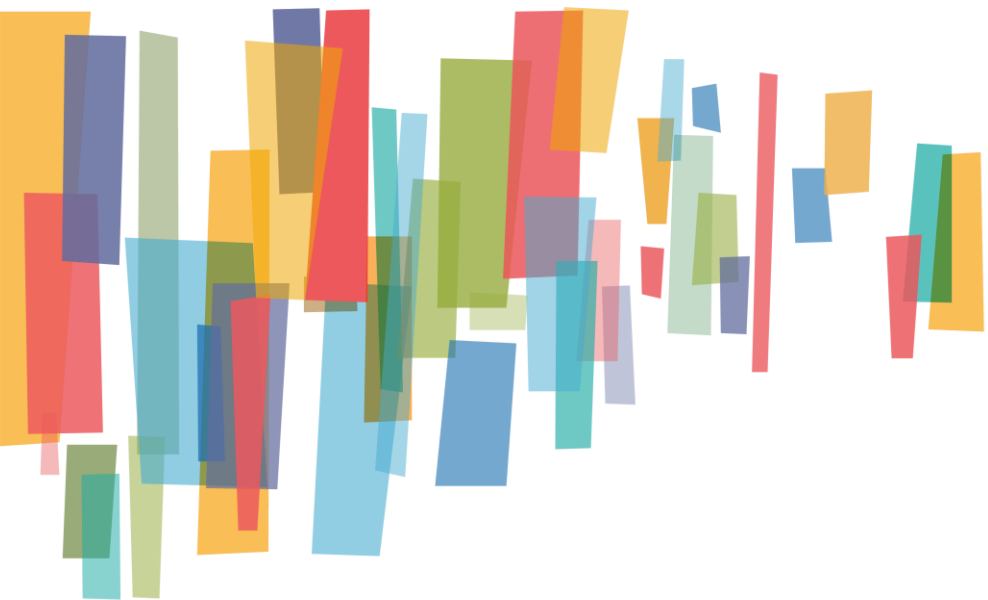
Will artificial intelligence have a mostly positive effect, mostly negative effect, or a more balanced effect on our society?



Likely "Net" Effect of AI: By Gender

Will artificial intelligence have a mostly positive effect, mostly negative effect, or a more balanced effect on our society?

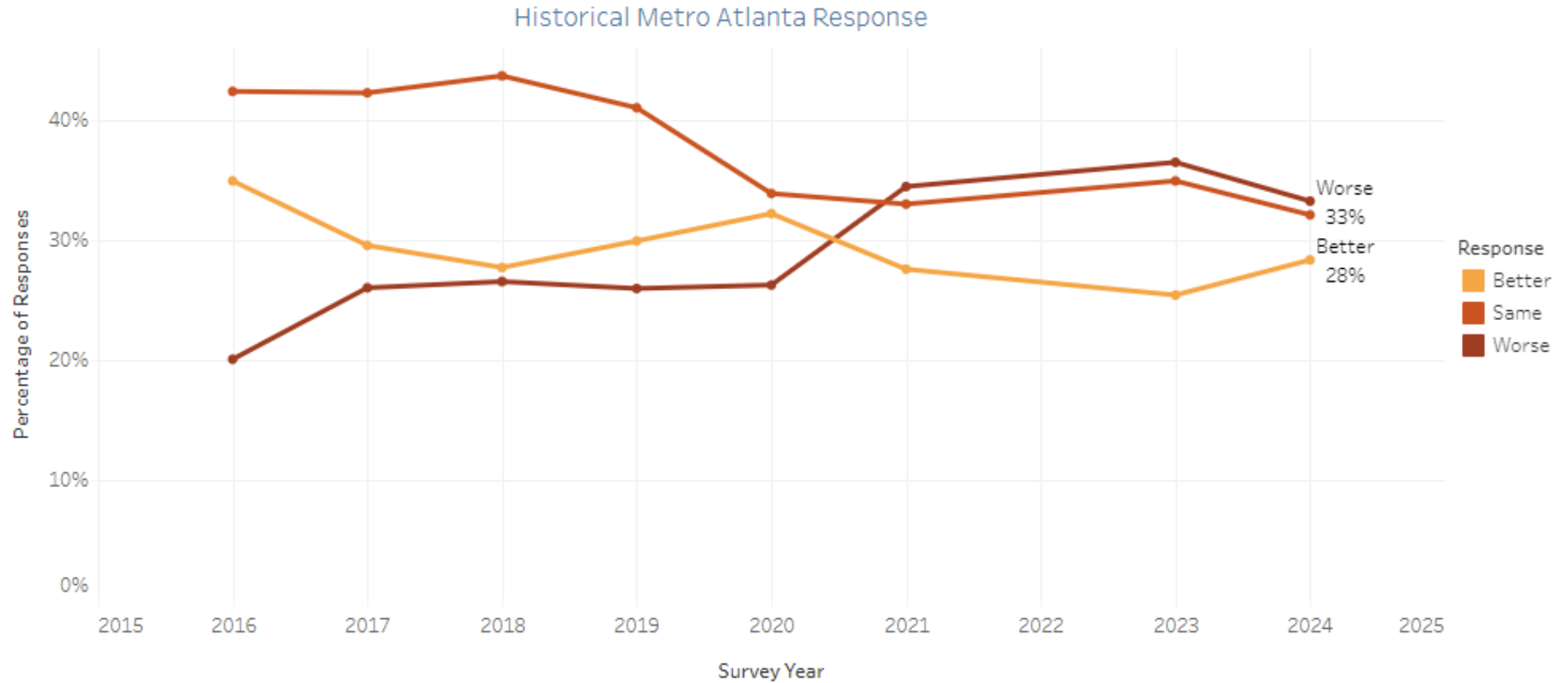




Finishing with (A Look at) the Future

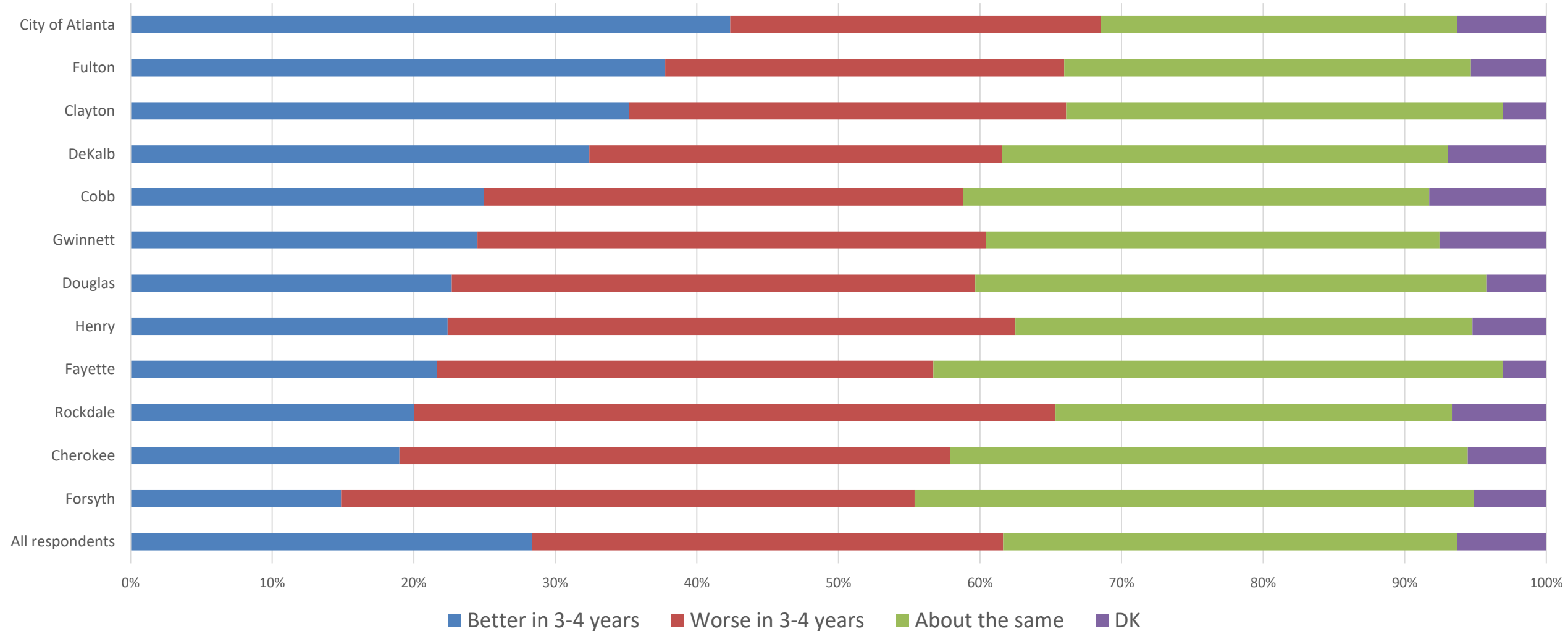
Pessimism for Future High, But Decreasing (incremental improvement)...

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? –

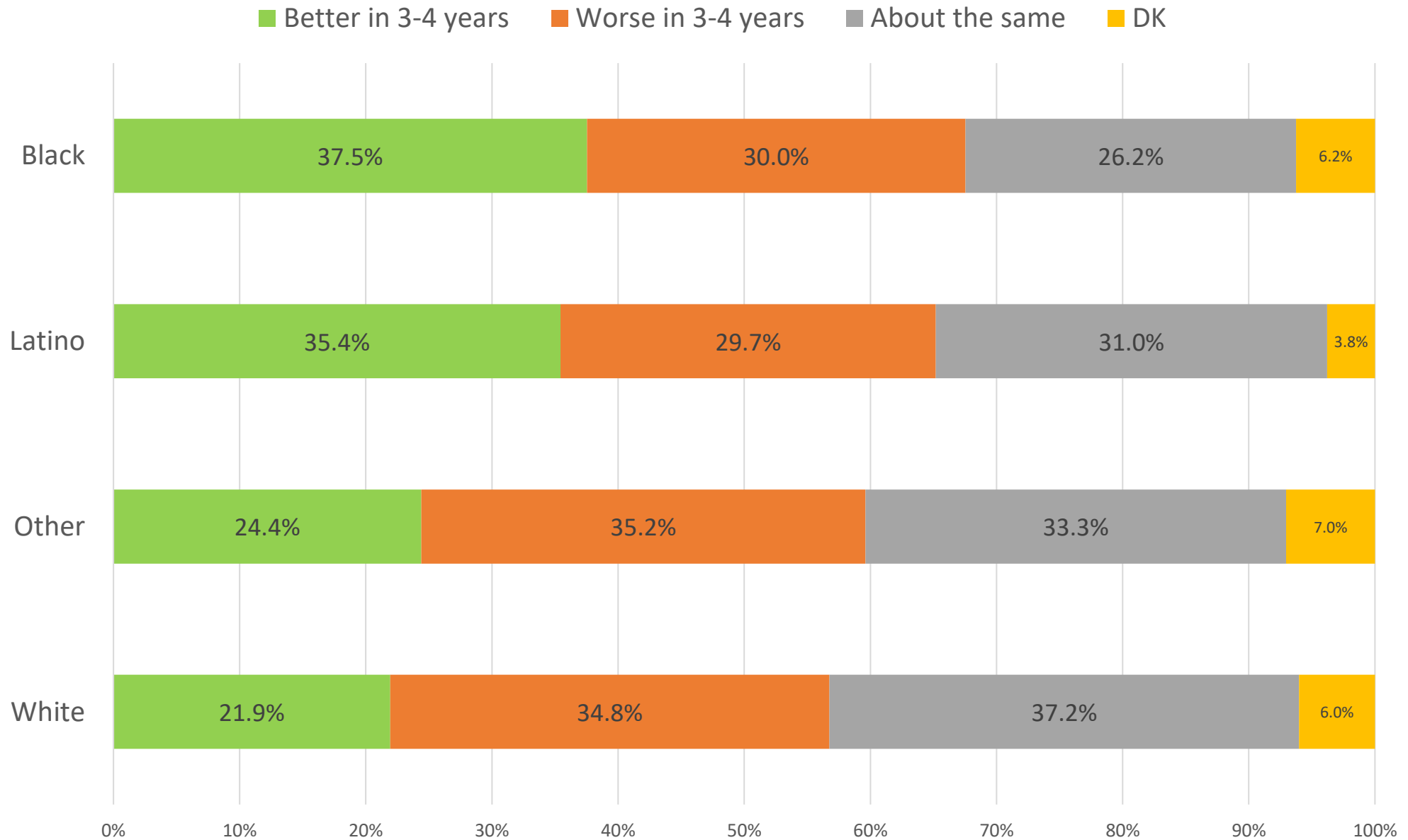


(but) Higher Income Counties **Most** Pessimistic For The Most Part

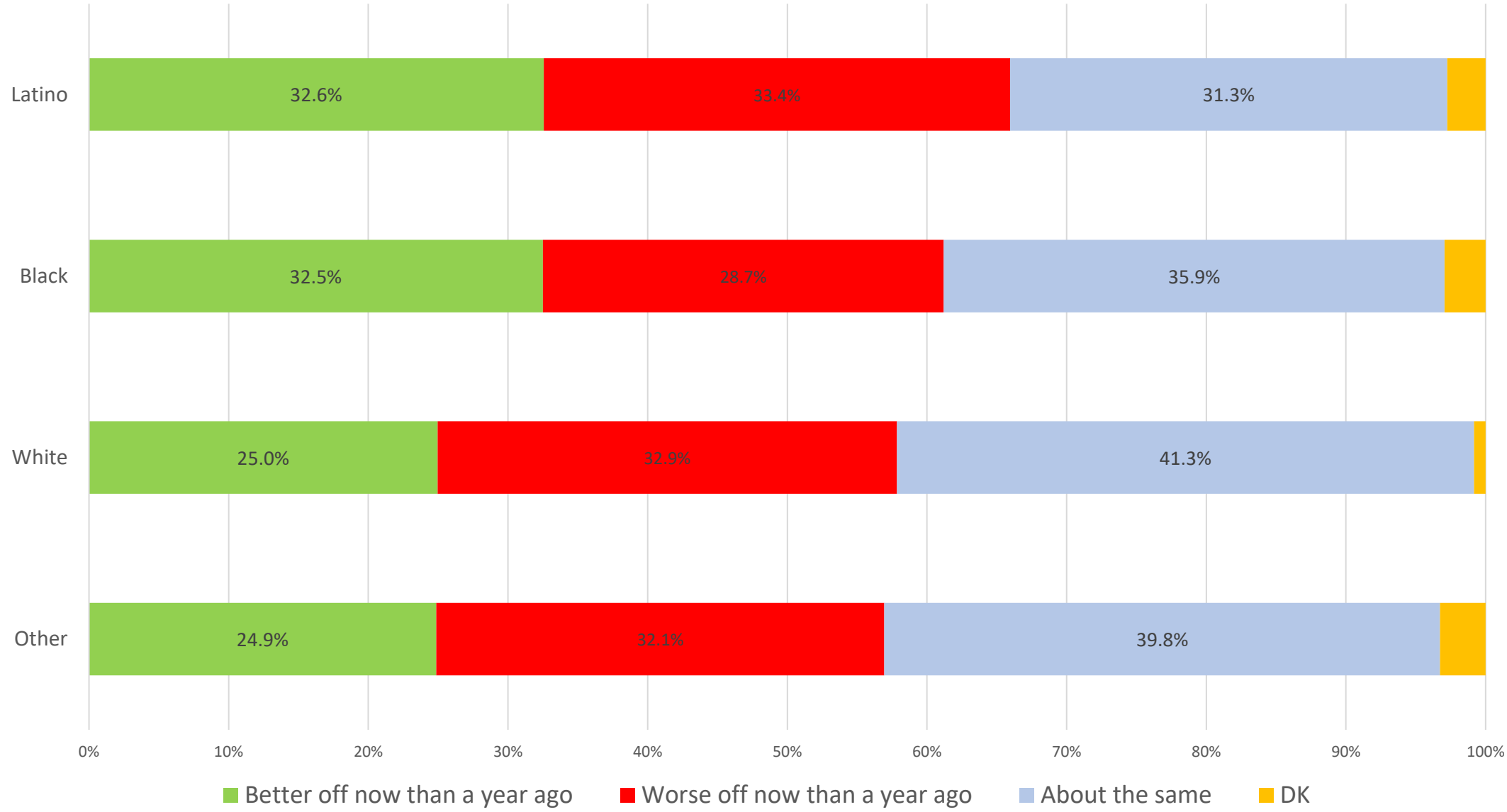
Will Living Conditions in Metro Atlanta Be Better or Worse in 3 - 4 Years?

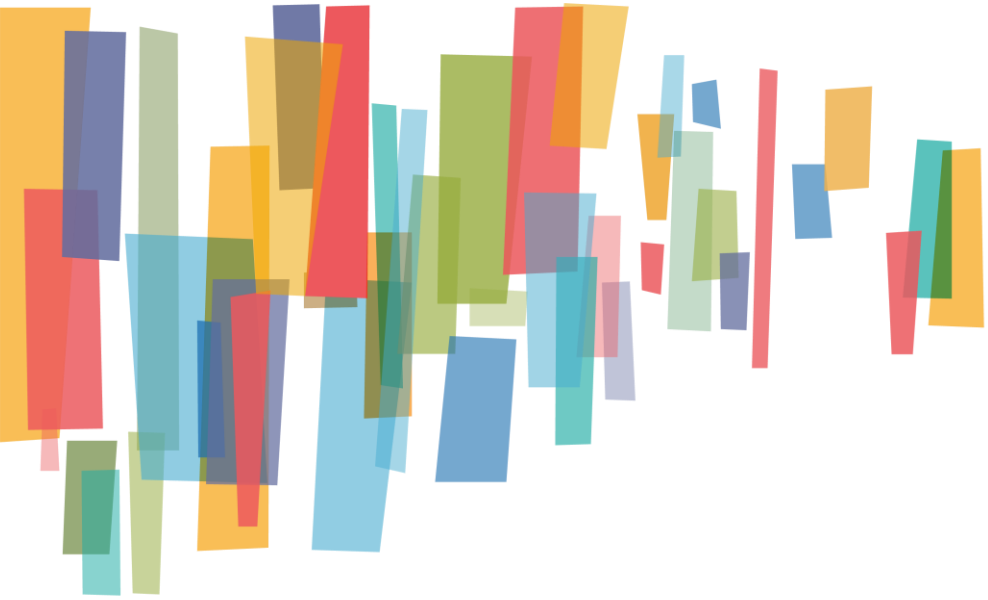


...And (Some) More Optimism in Less Likely Demographic Groups...



Finances a Year Ago? By Race/ Ethnicity

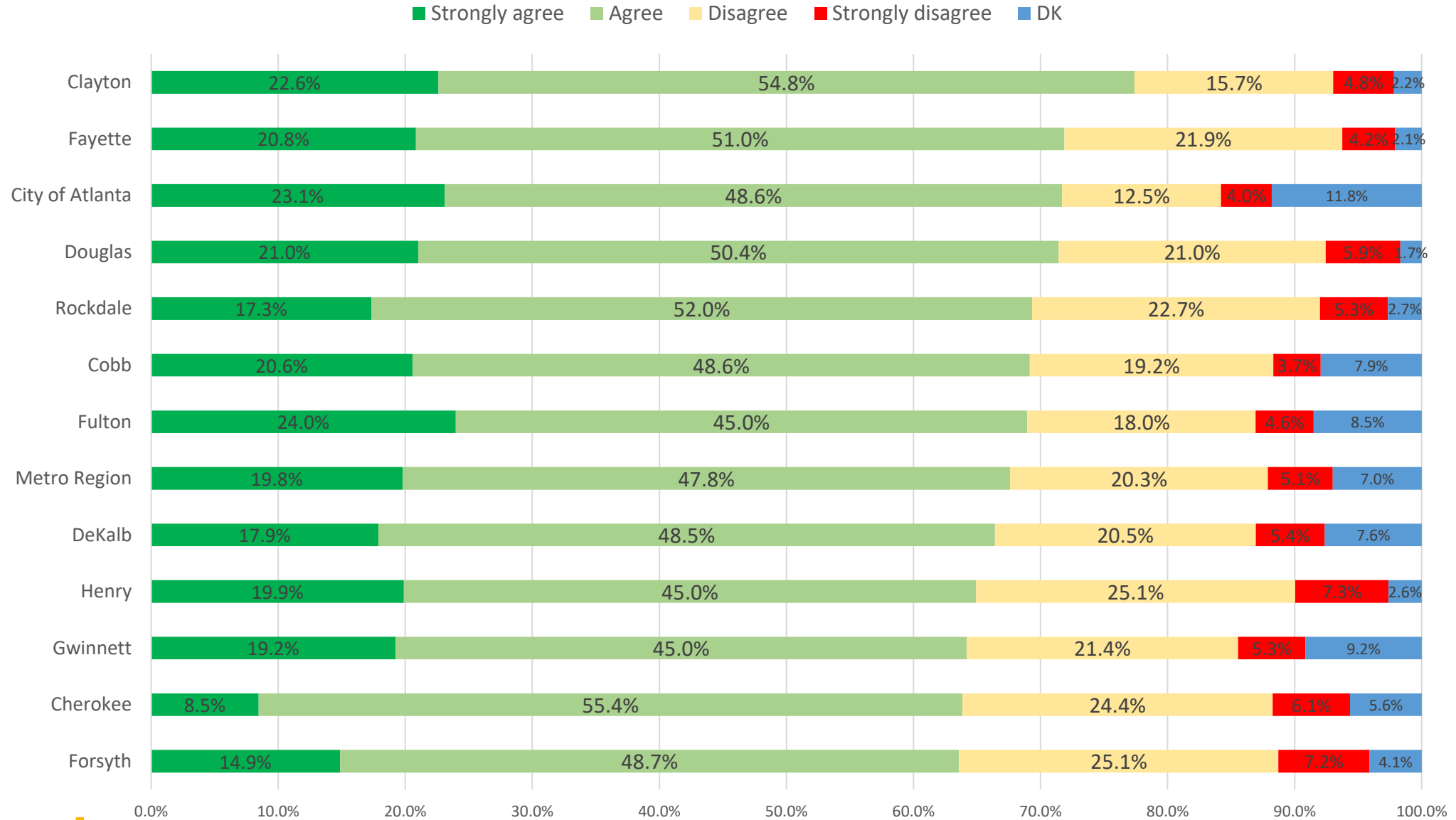




Other New Qs: Metro Atlanta Speaks 2024

Population Growth's Importance

"Being a leading area for population growth is critical for our region's economy"



Ambulance Access

"If I call 911 because of a sudden illness or injury, an ambulance will arrive in a timely fashion"

