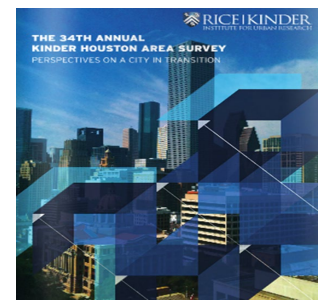


# METRO ATLANTA SPEAKS 2019: ECONOMY AND WORKFORCE



## Genesis, Goals, Achievements

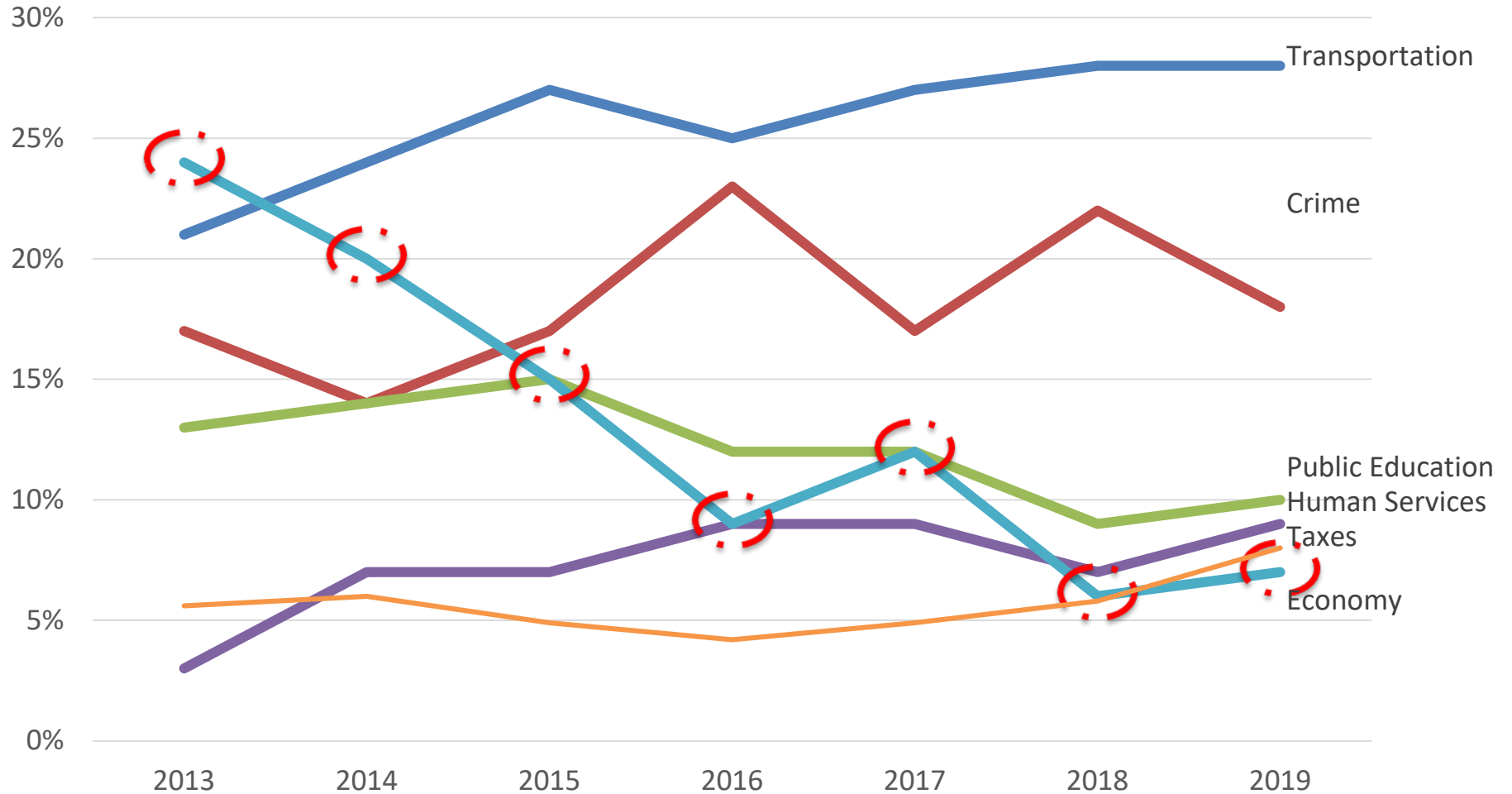


- 2013 LINK Trip to Houston Led to Effort to Build on Kinder Institute Model (Rice University)
- Goals for MAS: Assess Perceptions, Define Priorities, Gauge Opinions
- Method: Random digit dial (RDD) sample survey of residents in the Atlanta Region; Stable Core of questions
- Demographic Crosstabs Critical
- Now in Seventh Year (2013 incept)

## ***Metro Atlanta Speaks-The Skinny***

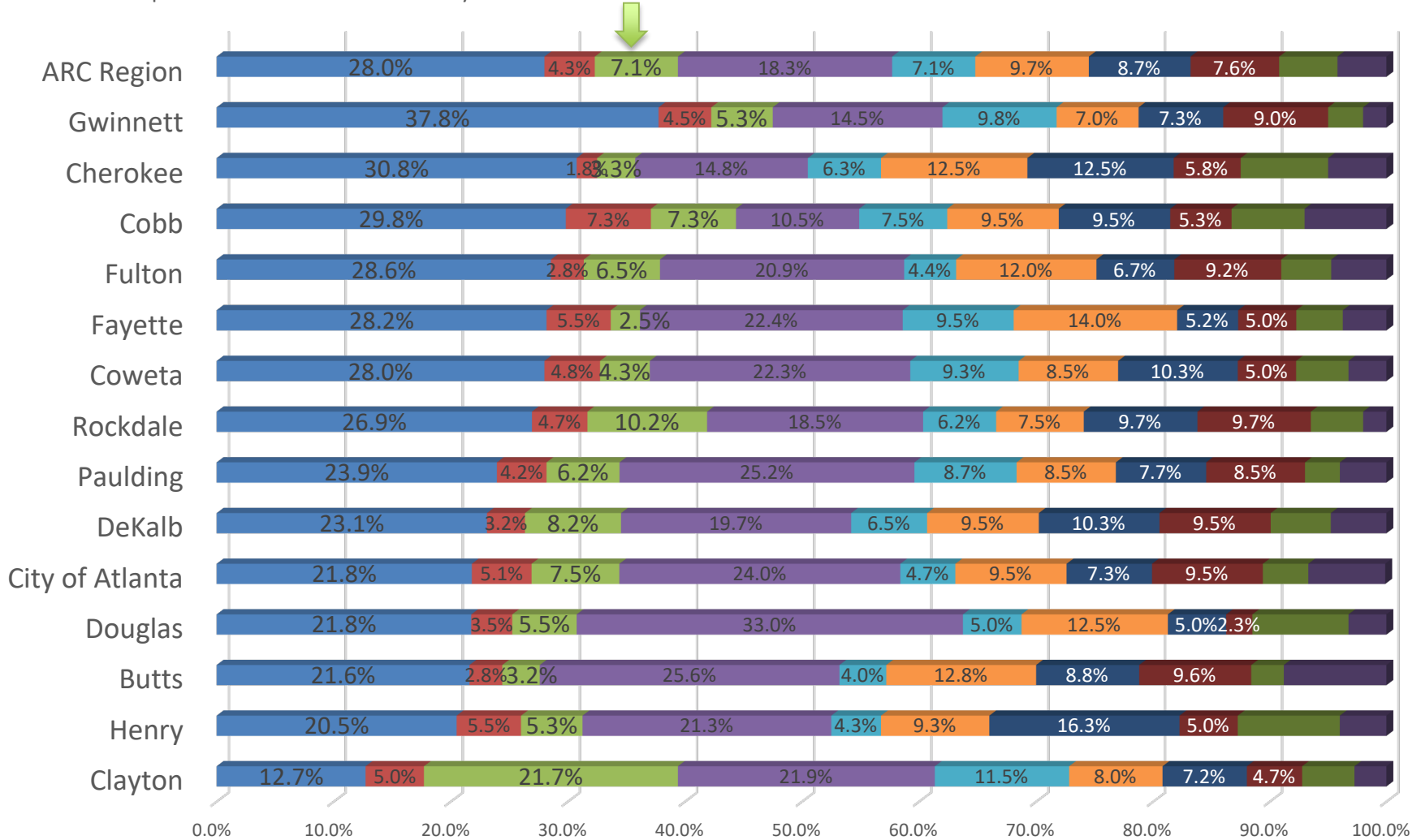
- 2013: 1 Area (10 co Region) Only, 2.1K surveyed, 21 Q
- 2014: 11 Areas (10 co+ Reg), 4.2K surveyed, 25 Q
- 2015: 14 Areas (13 co+ Reg), 5.2K surveyed, 26 Q
- 2016: 15 Areas (13 co+ Reg+ COA), 5.41K surveyed, 27 Q
- 2017: 15 Areas (13 co+ Reg+ COA), 5.46K surveyed, 27 Q
- 2018: 15 Areas (13 co+ Reg+ COA), 5.45K surveyed, 27 Q
- 2019: 15 Areas (13 co+ Reg+ COA), 5.45K surveyed, 27 Q
- Since 2017, +-1.3@ MOE Region; 4-7% @ Subcounty
- Different questions in different areas each year

# Change in Perceptions of the Region's Biggest Problem – 2013-2019

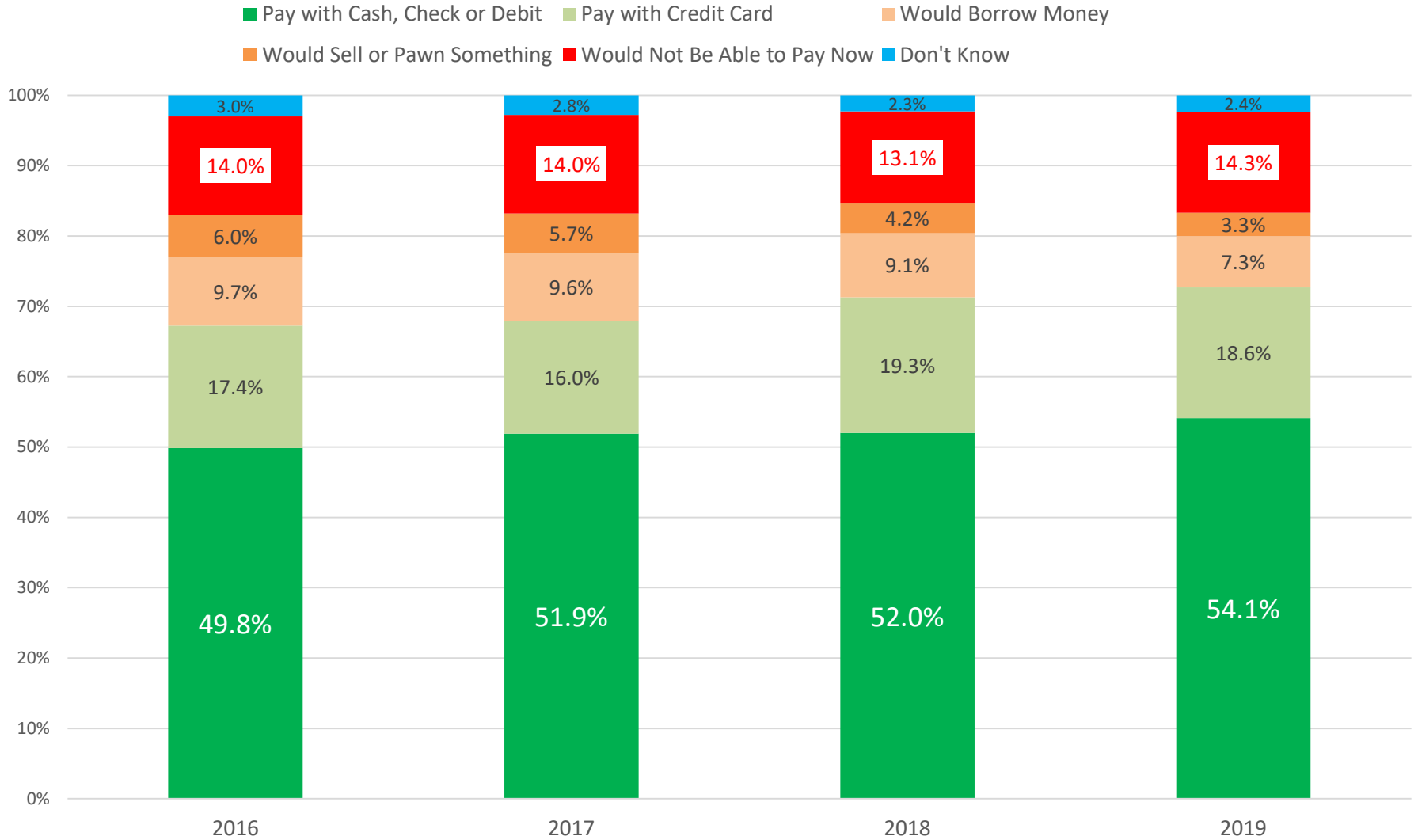


# Percent of Respondents by County Choosing "Economy" As Region's Biggest Problem (2019)

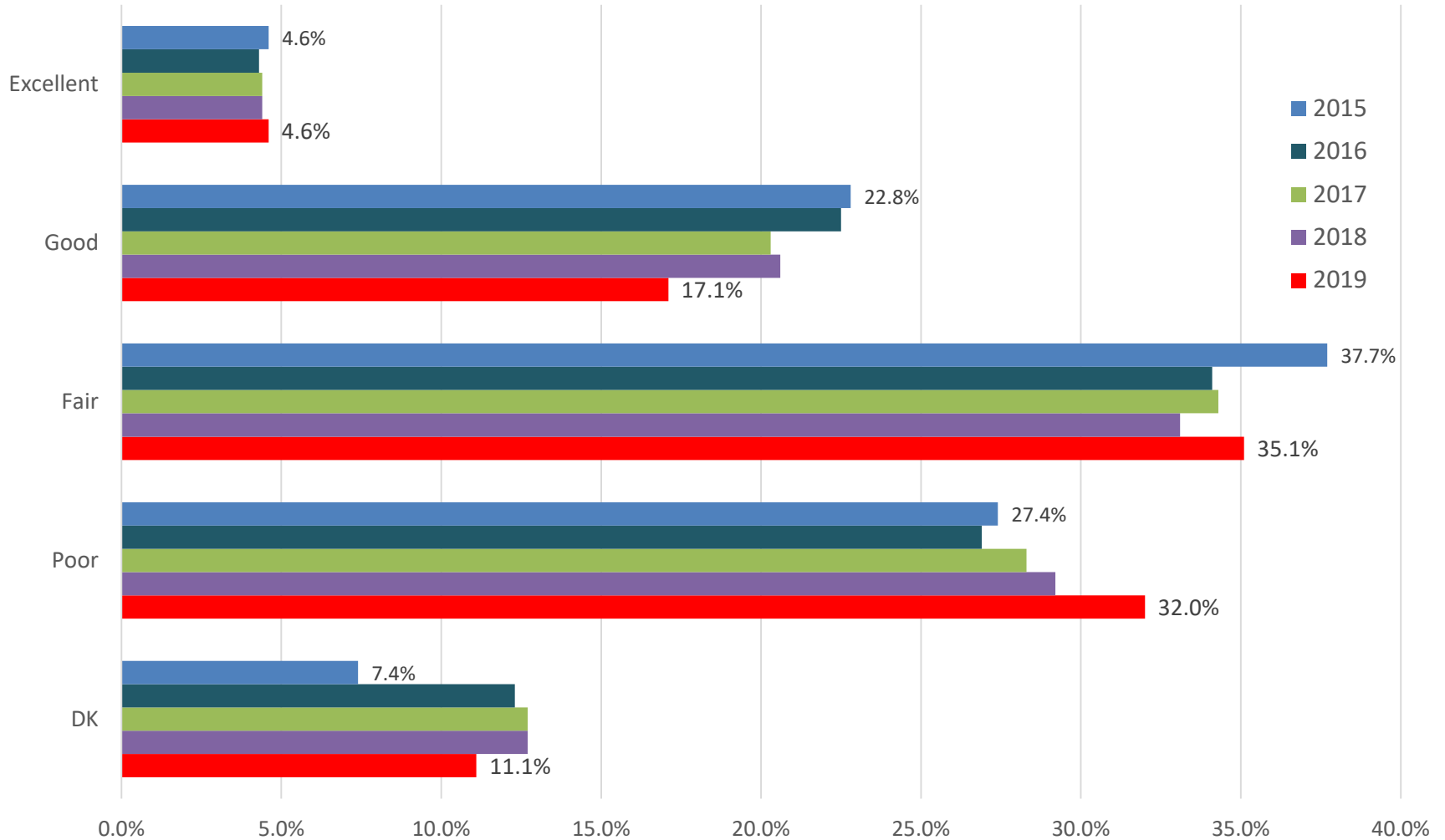
■ Transp ■ Race Relations ■ Economy ■ Crime ■ Public Health ■ Public Education ■ Human Services ■ Taxes ■ Other ■ DK



## Methods of Paying for a \$400 Financial Emergency (2016-2019)

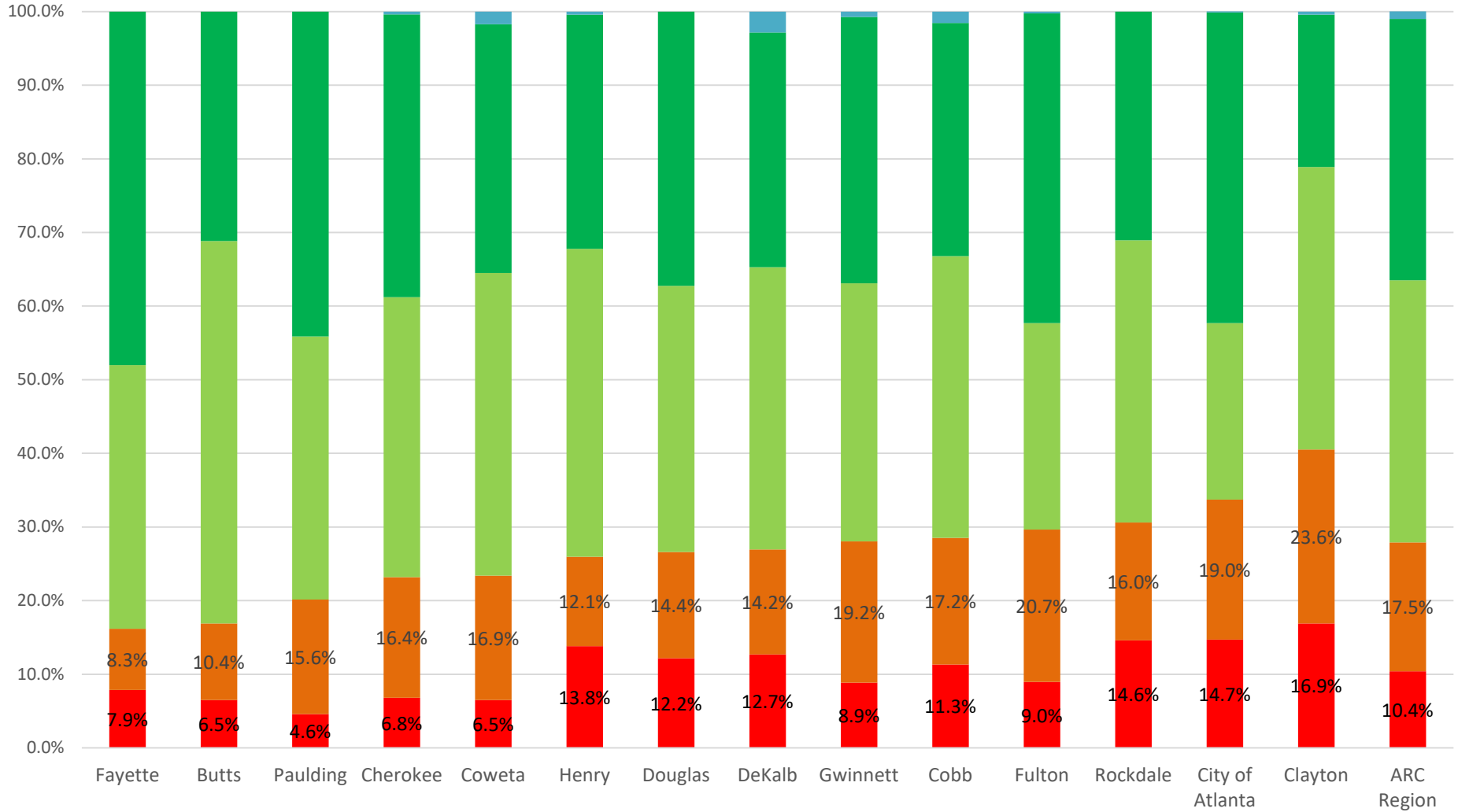


# Availability of Programs for Low-Income: MAS 2015-19



# My current job does not allow me to utilize my education and skills to the fullest extent possible." (2019 MAS)

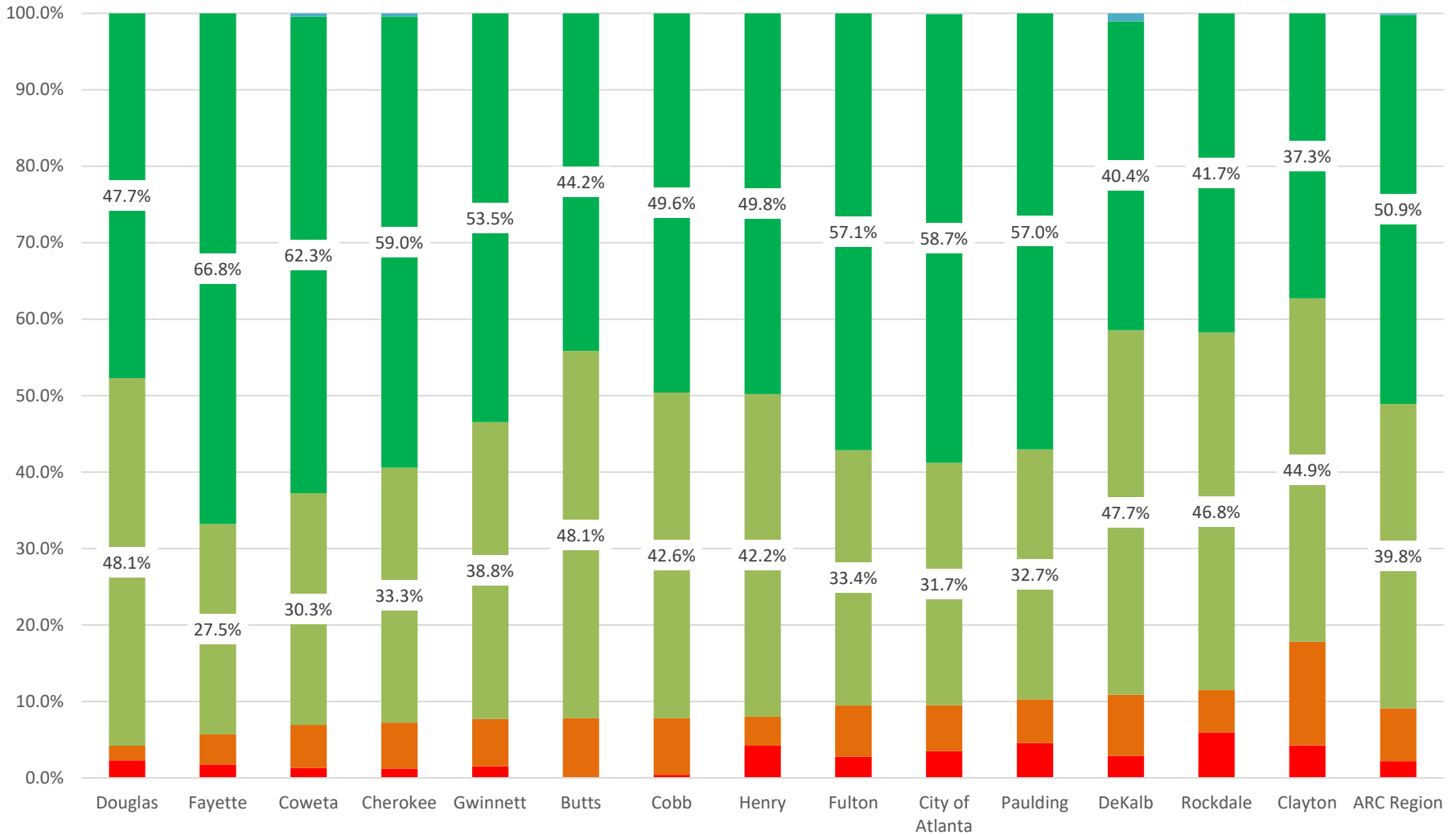
Strongly Agree Agree Disagree Strongly Disagree DK



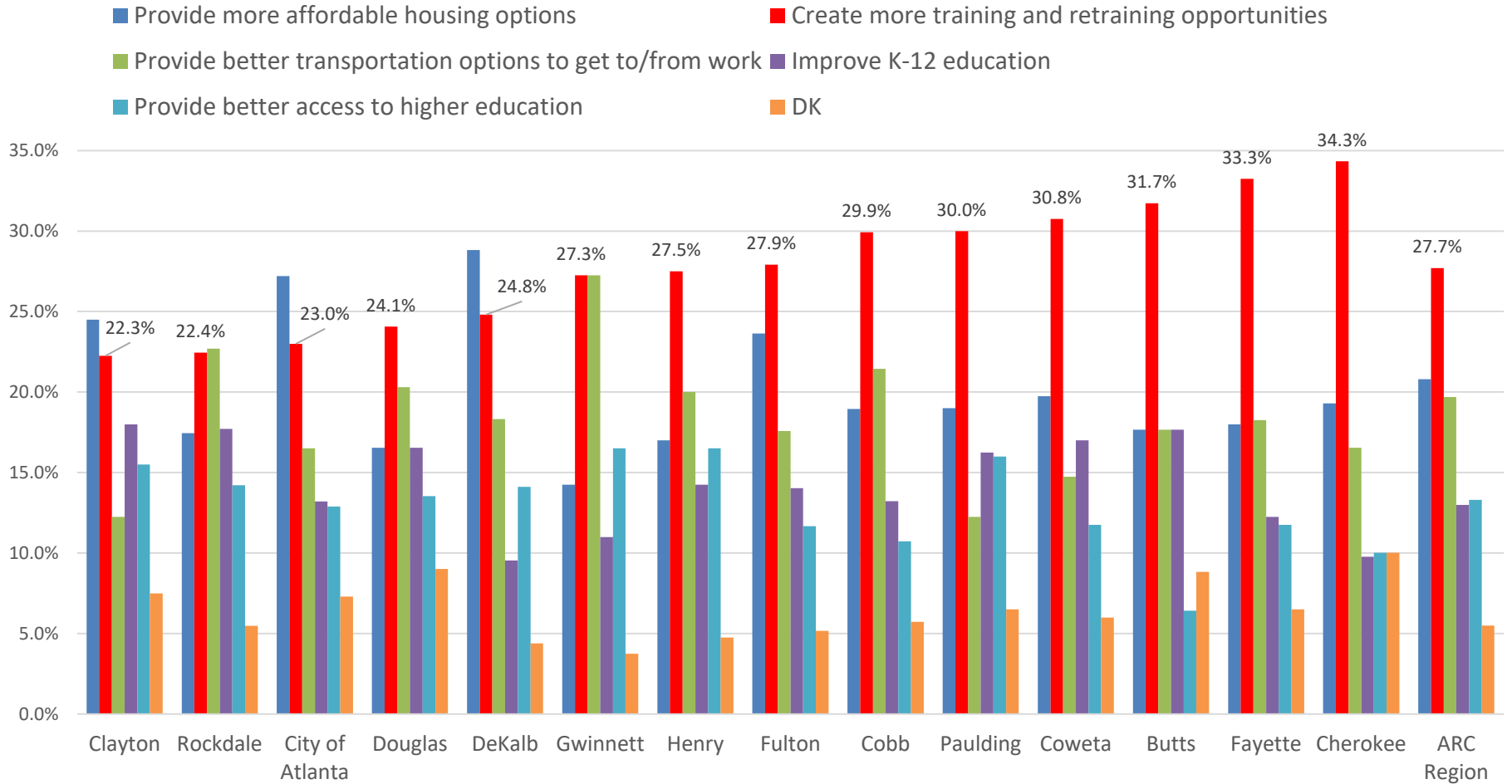


# I am worried that I may lose my job to some type of automated process... (2019 MAS)

Strongly Agree Agree Disagree Strongly Disagree DK



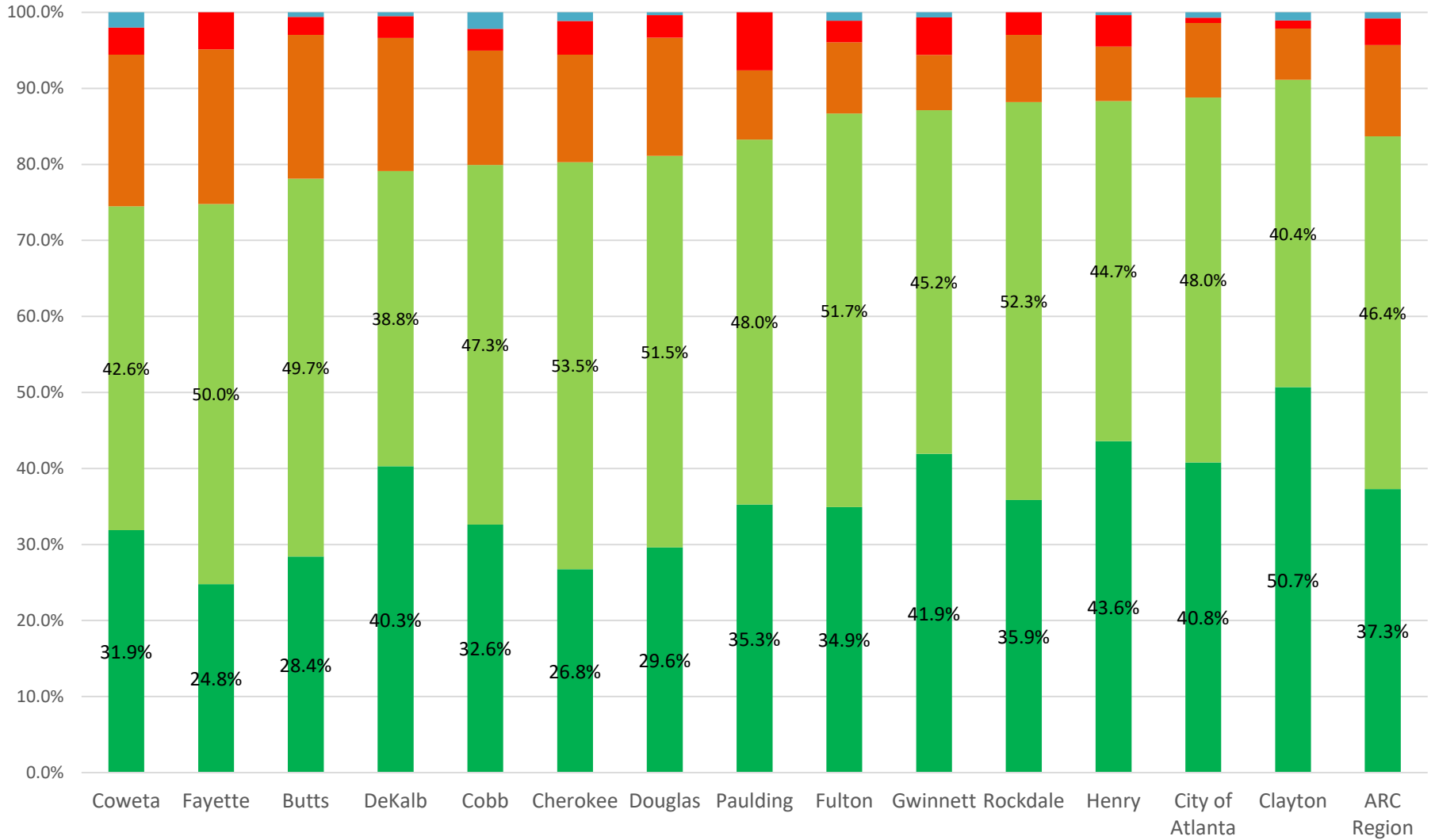
# Alternative Most Likely to Attract and Retain Skilled Workforce? (2019 MAS)



A plurality in 10 of 14 surveyed areas believe that more training and retraining would be the best way to better our workforce, and in all jurisdictions, 1 in 5 or more feel a focus on training would be the best option. In DeKalb, the City of Atlanta, and Clayton, respondents say that affordable housing is a greater need, and in Gwinnett, more transportation options ties with the need for training.

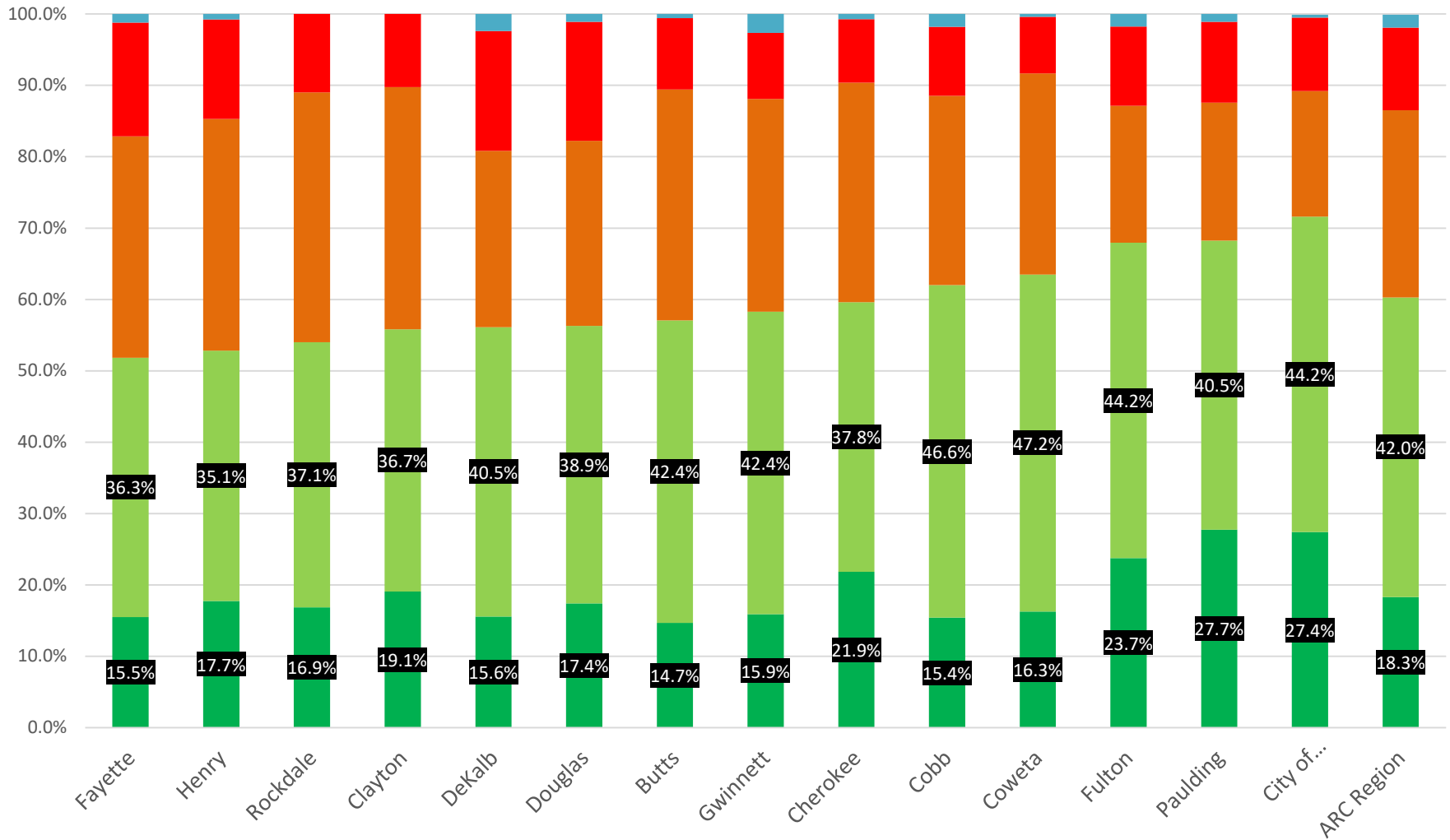
# Would Seek Out Training for Better Job Opportunities... (2019 MAS)

Strongly Agree Agree Disagree Strongly Disagree DK



# I Know Where to Find Job Training Program when I Need One... (2019 MAS)

Strongly Agree Agree Disagree Strongly Disagree DK



## “Most Likely to”: Workforce Questions

- **Not Have Skills Used**: Younger, Lower-Income, Part-Time, Renters
- **Fear of Automation**: Lower-Income and Education, South of I-20
- **Training as Best Investment**: Older workers, those with more education
- **Eager to Seek Training**: Little Demog Diff, fewer 65+
- **Not Know Where to Find Training**: Older, Longer-term Residents, South of I-20 (barely)
- **Next? More crosstabs and “path” exploration; county-level data (evaluate); academic paper underway; keep ‘em going over time (the questions); your ideas?**



<https://atlantaregional.org/atlanta-region/regional-data-resources/metro-atlanta-speaks-survey-report/>



**ARC ATLANTA REGIONAL COMMISSION**

**Metro Atlanta Speaks Survey**

**An Eye on the Key Trends in Metro Atlanta**

Each year, ARC and its community partners conduct the Metro Atlanta Speaks public opinion survey to take the pulse of metro Atlanta residents and help guide the region's planning and decision-making.

The survey, which began in 2013, is the largest of its kind in the Atlanta region. It offers a snapshot of residents' views on a range of critical issues such as transportation, the economy, education, aging, and neighborhood quality of life. Metro Atlanta Speaks currently covers a 13-county region and is statistically significant to the county level, as well as for the City of Atlanta.

The 2019 survey offered some fresh insights.

**Housing Concerns are High**

- New questions on this year's survey indicate that housing is a significant concern. Nearly half (46%) of metro Atlanta residents said that if they had to move today, they could not afford to stay in their communities.
- 57% of respondents said older homes in their communities are being replaced by new, more expensive housing.
- 61% responded that they live in areas experiencing "property flipping," in which homes are remodeled to be sold or rented at higher prices.

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STATE OF THE REGION 2019

ATLANTA PLAN Join us for a conversation about the future.

PLAY! game a urban planning and data visualization report

### Transportation Remains Metro Atlanta's Top Concern

- When asked to name the biggest problem facing the region, 28% of respondents said transportation. This was the sixth straight year this topic topped the list of residents' concerns.
- Crime came in second, at 18%, with public education third, at 10%.
- 25% of respondents said they frequently lacked transportation to get where they needed to go.
- 48% of respondents said expanding public transit offers the best long-term solution to the region's traffic challenges.

### Jobs and Automation

- 28% of respondents said their current job doesn't allow them to use their current education and skills to the fullest extent possible.
- 91% say that for now, they aren't worried about losing their job to an automated process.

### Metro Atlanta Economy Looking Good...

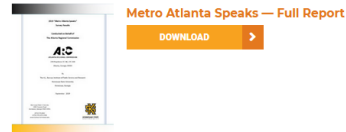
- The economy remains strong, and that's reflected in this year's survey. Only 7% of respondents called the economy the biggest problem facing our region, compared to 24% in 2013.

### ...But Challenges Persist

- If faced with a \$400 emergency expense, 27% of us would either have to borrow money, sell or pawn something, be unable to pay right now—or not know what we would do.

**Metro Atlanta Speaks — Full Report**

DOWNLOAD



### Survey Resources

- Full Slide Deck (PDF)
- Summary Slide Deck (PDF)
- Survey Questions (PDF)
- Regional data by Questions with Crosstabs (Excel)
- Interactive MAS Data Dashboard

<https://33n.atlantaregional.com/metro-atlanta-speaks>

## Metro Atlanta Speaks

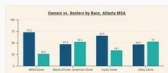
Highlights of the Metro Atlanta Speaks survey results.



### Monday Mapday: Focus on Older Atlantans

By Layla Bellows | July 29th, 2019 | Categories: Age and Generations, Metro Atlanta Speaks, Monday Mapday, Population | Tags: 65+, older adults, seniors

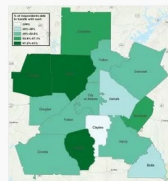
A series of interactive maps explores where metro Atlantans age 65 and older live, where they are more likely to be living in poverty



### Friday Factday: Getting to Know our Renters

By Layla Bellows | June 28th, 2019 | Categories: Equity, Friday Factday, Housing, Metro Atlanta Speaks | Tags: affordability, housing, racial disparities

Rental affordability and the challenges of being a renter are gaining ground among advocates, researchers and politicians. This Friday Factday takes an in-depth look at who is most likely to be renting in the metro and where they are most likely to



### Monday Mapday: Handling Emergency Expenses in the Metro

By Layla Bellows | June 3rd, 2019 | Categories: Economy, Metro Atlanta Speaks, Monday Mapday, Uncategorized

## Metro Atlanta Speaks Data Dashboard

Introduction Transportation Local Economy Housing & Affordability Workforce Development Civic Engagement The Future Neighborhood Change Oti

### Metro Atlanta Speaks Survey Dashboard

This **Metro Atlanta Speaks Survey (MAS) Dashboard** offers an interactive view of the results of the **Metro Atlanta Speaks Survey** efforts conducted since 2016. Using the random digit dialed telephone survey method, each iteration of the **Metro Atlanta Speaks Survey** since 2016 collects the opinions of 5,400 residents across a 13-county region, including the City of Atlanta, on various topics including transportation, the economy, housing and affordability, amenities and quality of life, civic engagement, and other emerging regional issues.

### How to Use the Dashboard

This dashboard is organized first by topic area, then by questions within each topic area. Above you will see the topic area tabs in white. If you click on any of those topic area tabs, the questions with that selected topic area will appear on yellow tabs across the top of your page. Then, click on any yellow tab to view results for that given question. You can then change the year and subset to look at different groups of respondents, highlight specific answers or answer groupings by clicking on elements of the legend, and hover over the charts to see specific result values appear (in pop-up windows).

# Explore the 2019 MAS Tableau Dashboard

Of the following, which issue is the biggest problem facing residents in the metro Atlanta area today?

How important for metro Atlanta's future is an improved public transit system, including buses and trains (not asked in 2019)?

Please tell me if you agree, or disagree with this: "I frequently lack the transportation I need to get need to go."

**Choose by Year**

- 2019
- 2018
- 2017
- 2016

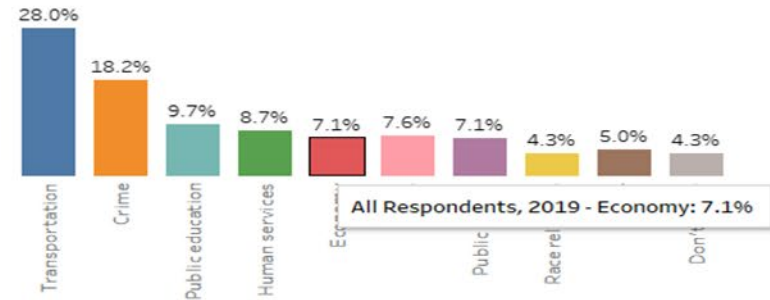
**Choose by Subset**

- County
- Race/Ethnicity
- Gender
- Age
- Income
- Education
- Children in household
- Employment status
- Years in metro Atlanta
- North/South of I-20
- Own/Rent house

**Possible Answers**

- Transportation
- Crime
- Public education
- Human services
- Economy
- Taxes
- Public health
- Race relations
- Other
- Don't know

**Regional Snapshot**  
(All Respondents, 13 County-Region)



**Results by Year and Subset**

