

# Metro Atlanta Speaks 2023

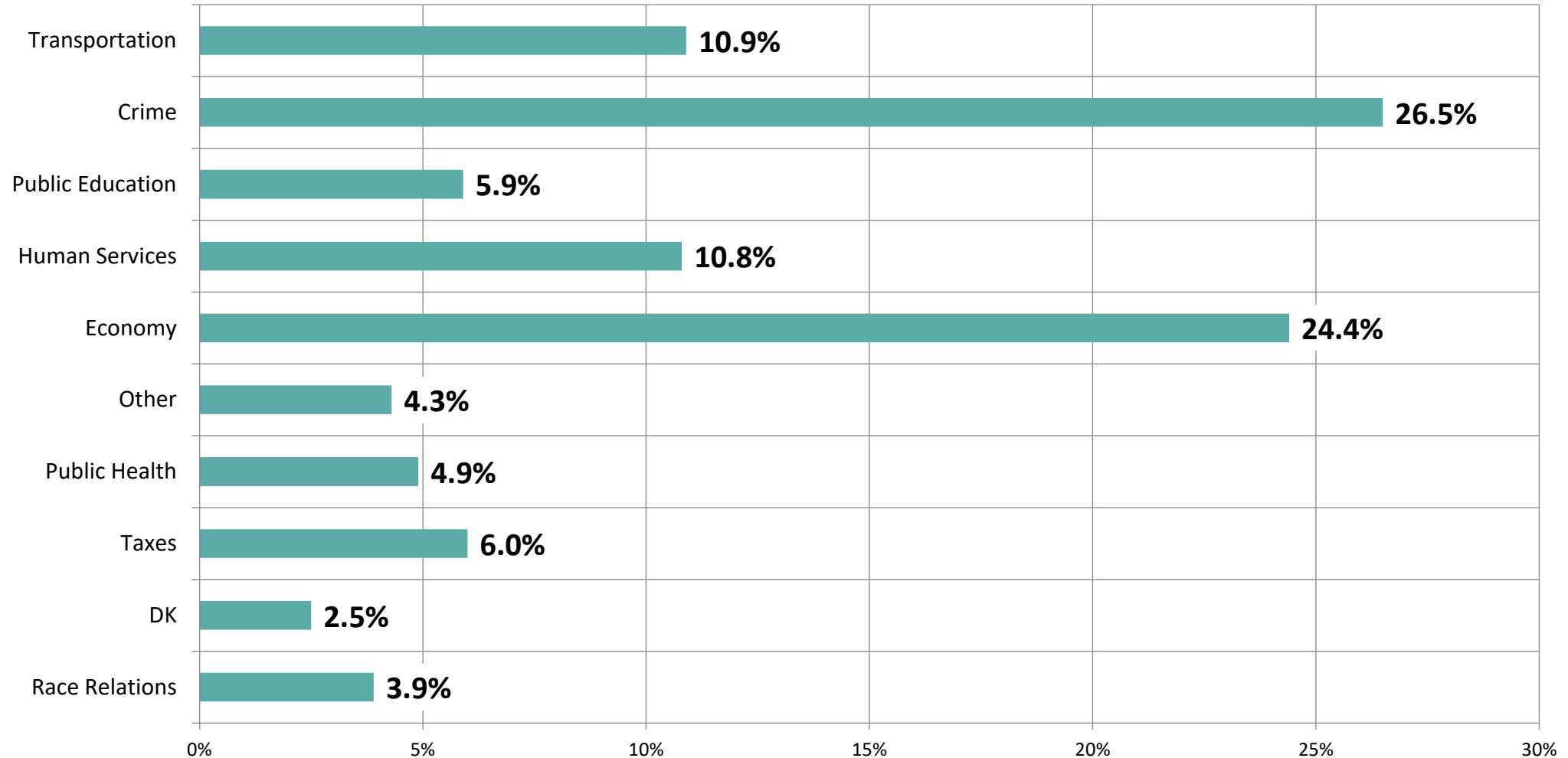
— *A Review of Present (and Past)*

# 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.

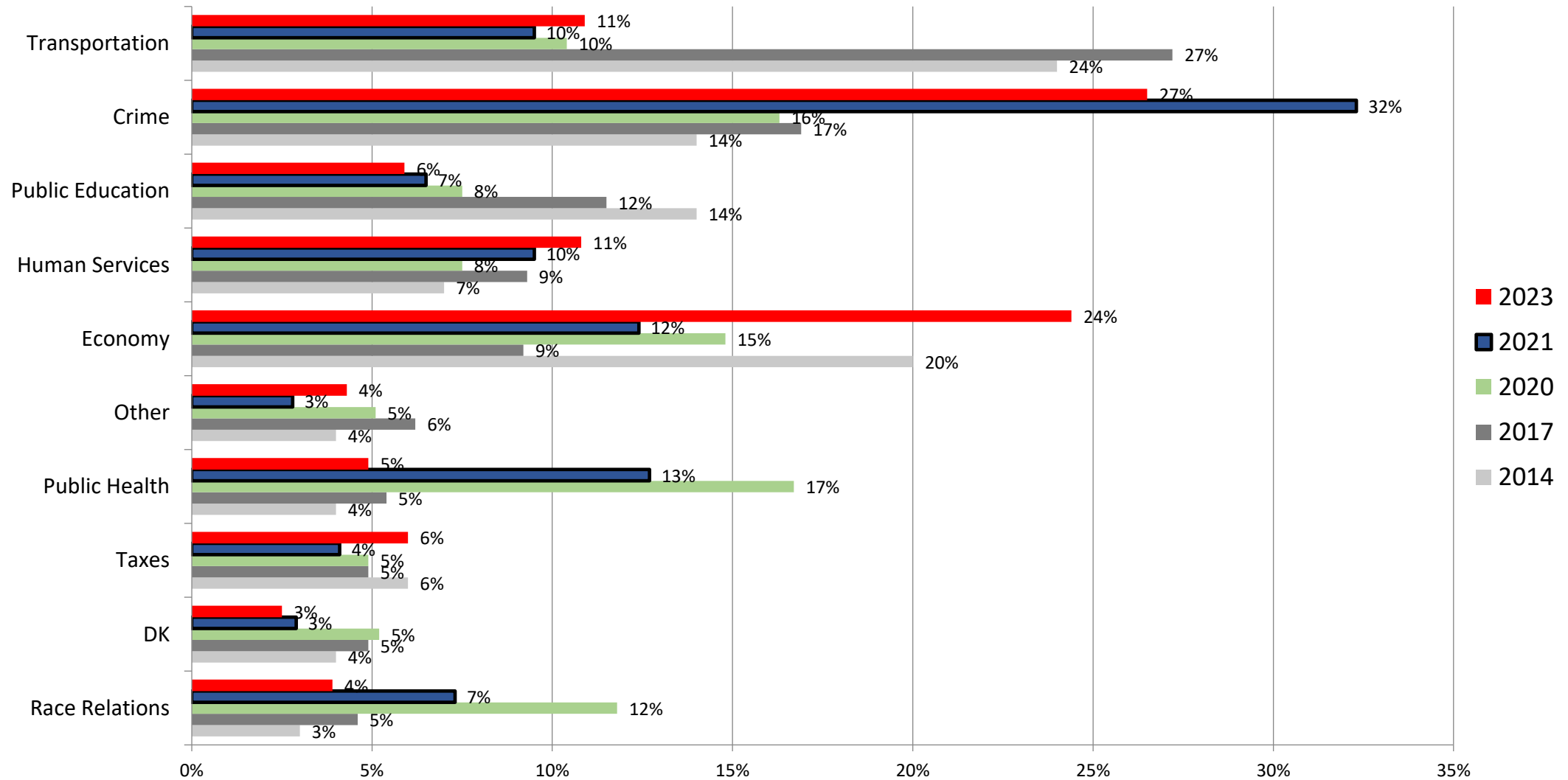
# “Crime” Remains Biggest Problem in 2023

Biggest Problem Facing Residents in Metro--MAS Response 2023



In 2023, “Crime” is #1 by only 2 percentage points over “Economy”, with “Transportation” and “Human Services” basically tied for 3<sup>rd</sup>. While the share selecting crime as #1 in 2023 dropped some in 2022, the share choosing “Economy” doubled from 2022 to 2023.

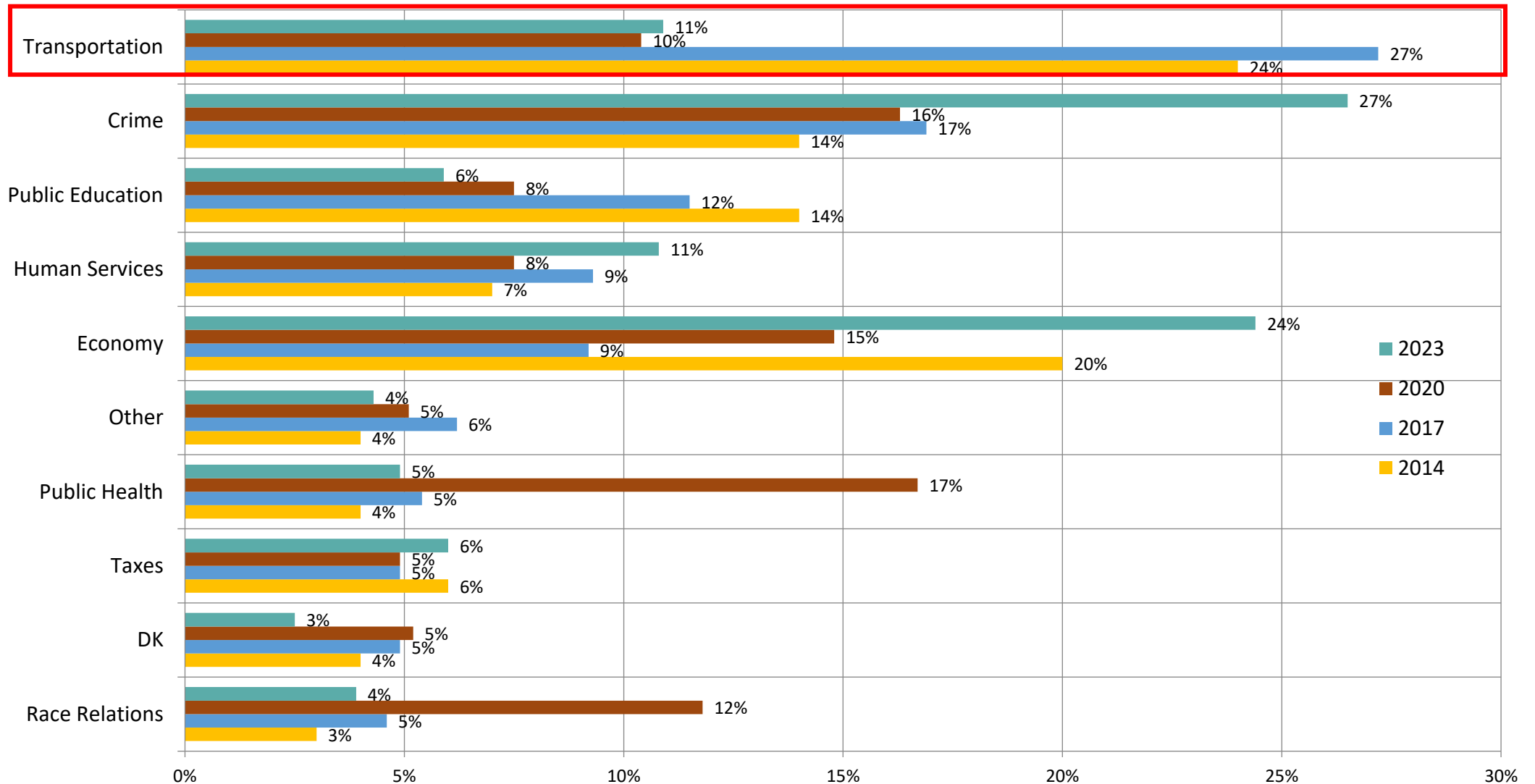
# “Crime” As Biggest Problem Over Time, Select Years



Over the “run” of the survey, “Crime” has always ranked among the top three answer choices. But “crime” began to “dominate” the choices post-pandemic in 2021, as public health and race relations dropped off from 2020 highs.

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

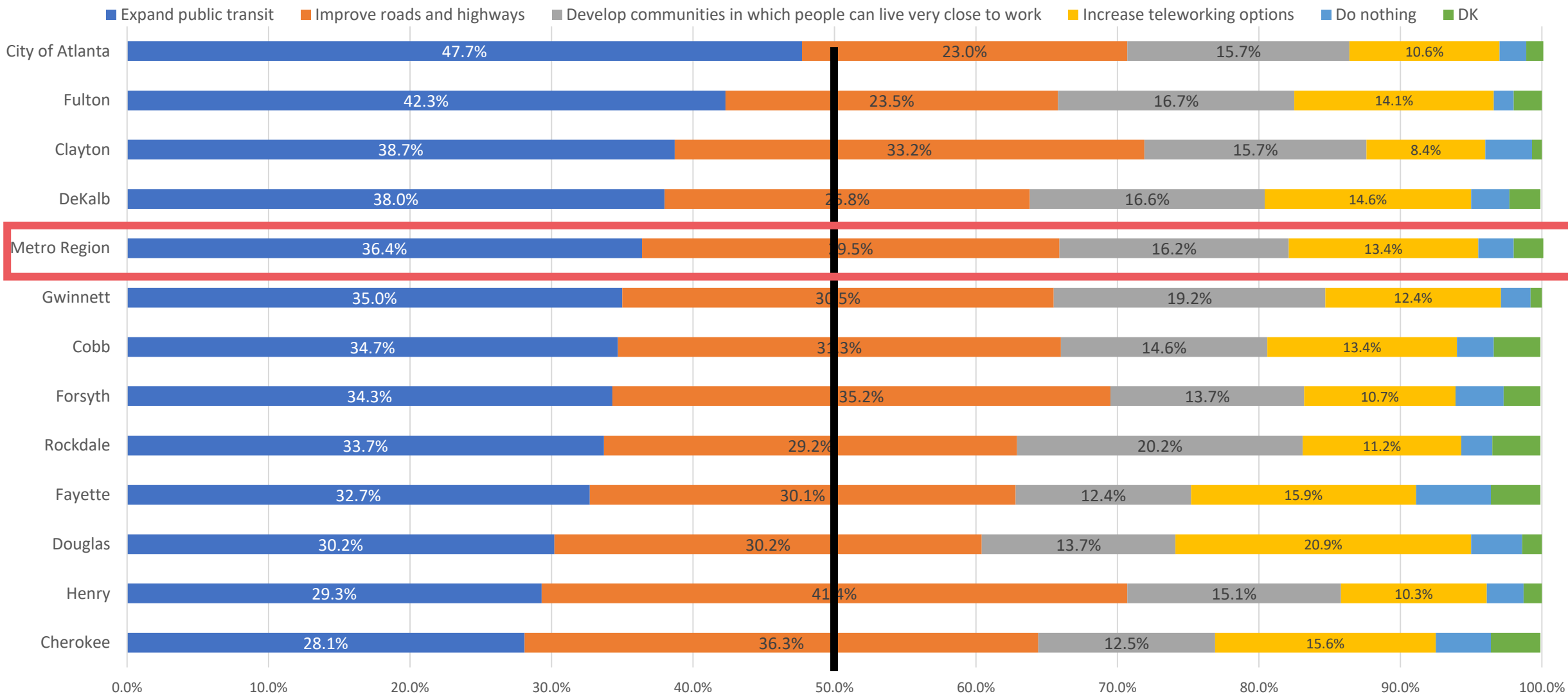
Biggest Problem Facing Residents in Metro--MAS Response Comparison 2023, Select Other Years



Transportation was the prevailing #1 problem pre-pandemic, but dropped down to just into double digits (and a tie for 3rd place) in the last two survey years of 2021 and 2023.

# The Best Solution(s)...

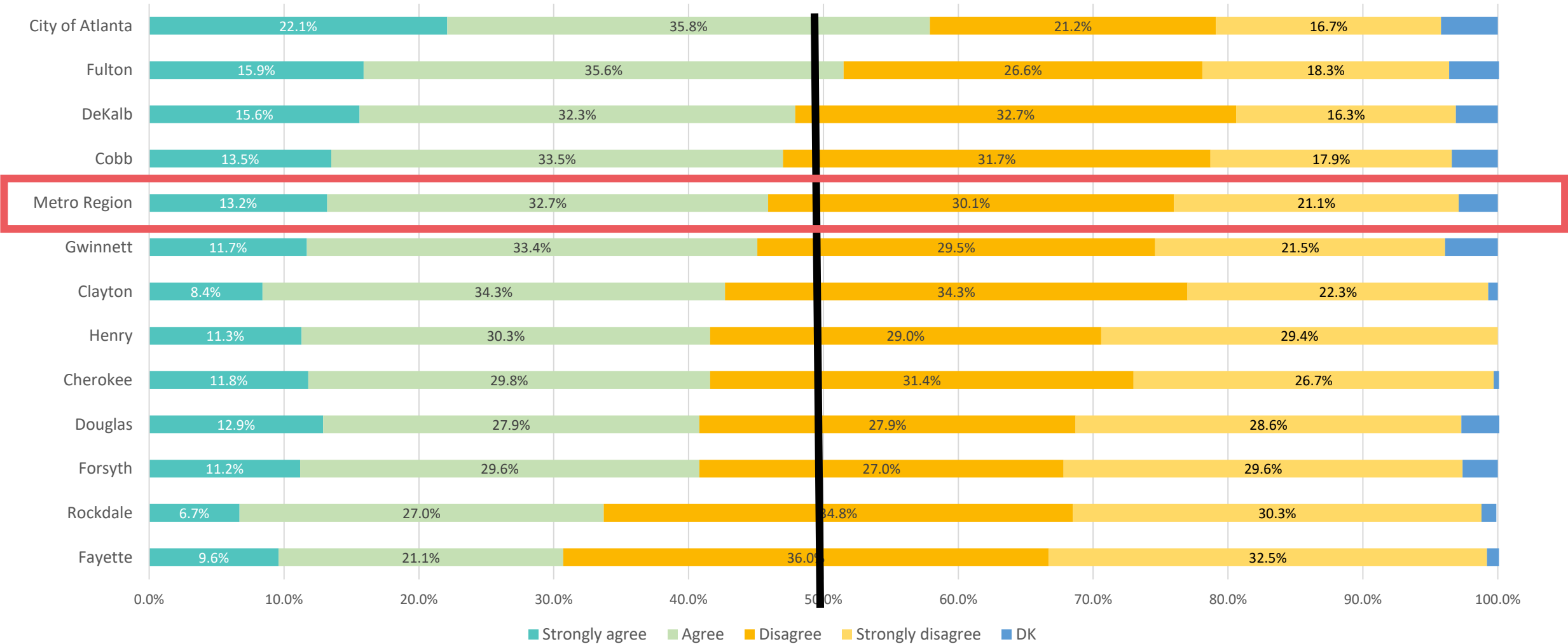
Which of the following would be the best long-term solution to the traffic problems in the Metro Atlanta area? Would the best solution be...



The share of respondents favoring public transit slipped to 36% in 2023, BUT this was wholly owing to the inclusion this year of “increased telecommuting” as an answer choice. No other solution (choice) gained significant share from 2021 to 2023.

# A Lot of Skepticism About Expanding Transit...

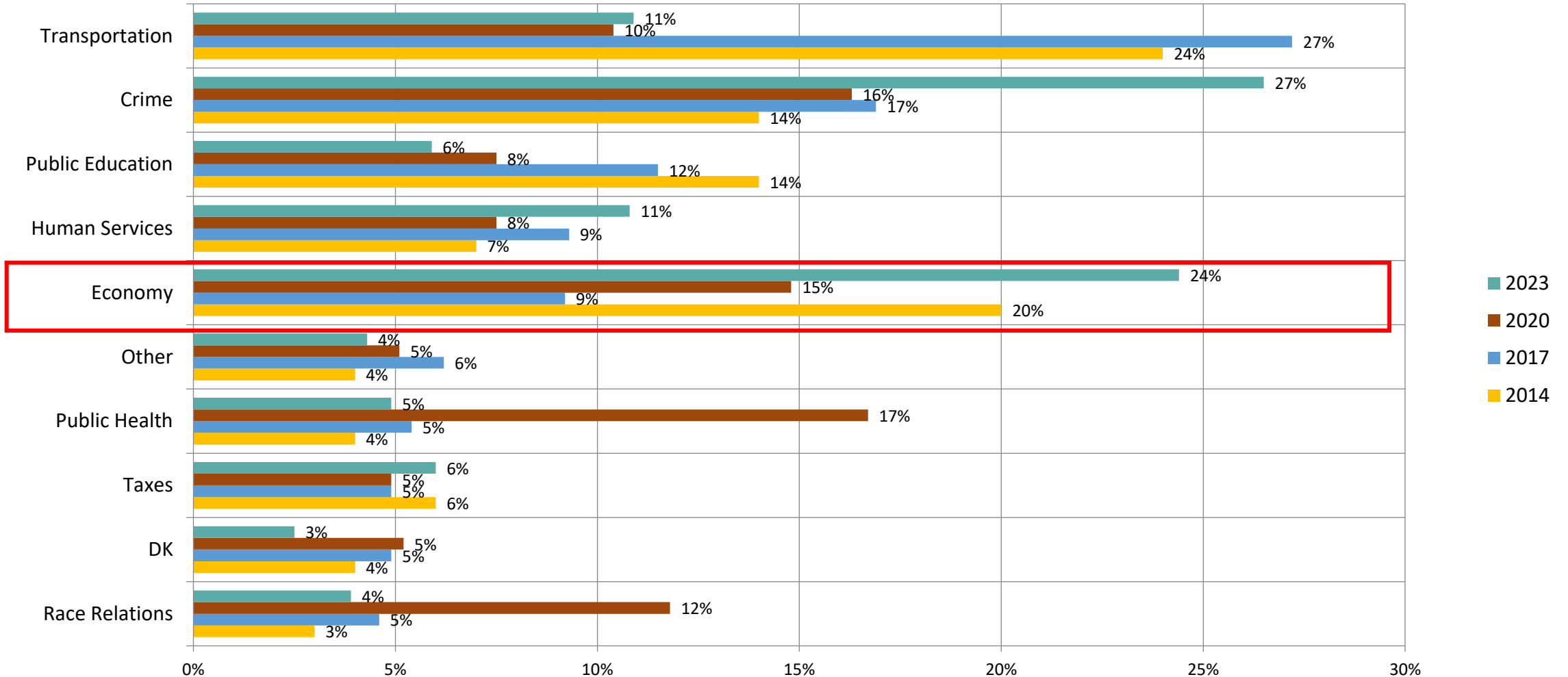
"I am willing to pay more in taxes to fund expanded regional public transit that includes buses and rail." Do you...



And yet, in this survey, support for paying more taxes to fund expansion of transit was lukewarm at best. Less than half said they'd agree to such funding, and a higher share (21%) strongly opposed than the share (13%) that strongly favored

# Economy (as Problem) Resurgent...

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

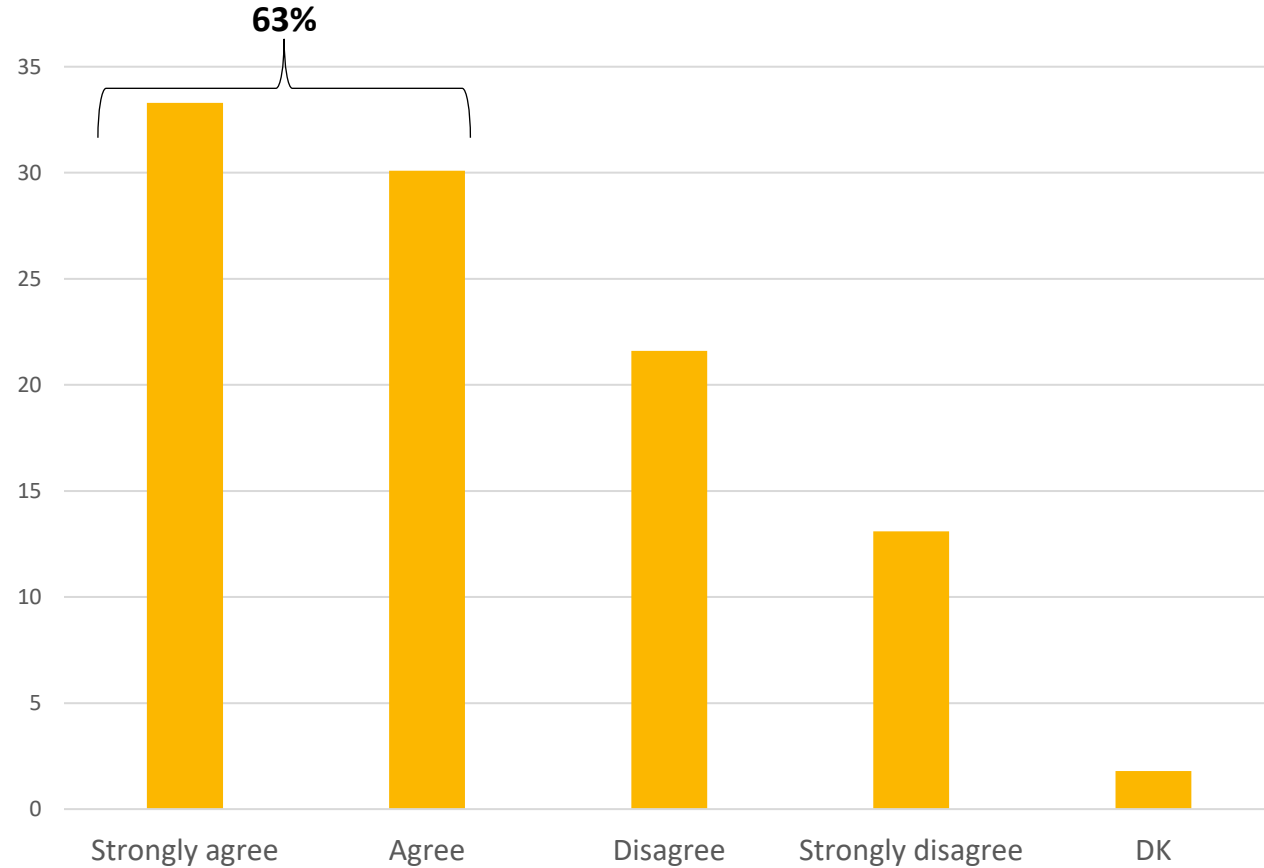


Record Inflation the last two years has doubtless played a role driving the 2023 surge in the share choosing Economy as the #1 problem. The 24% share exceeds even the levels registered in the first years of the survey, which marked initial recovery from the Great Recession.

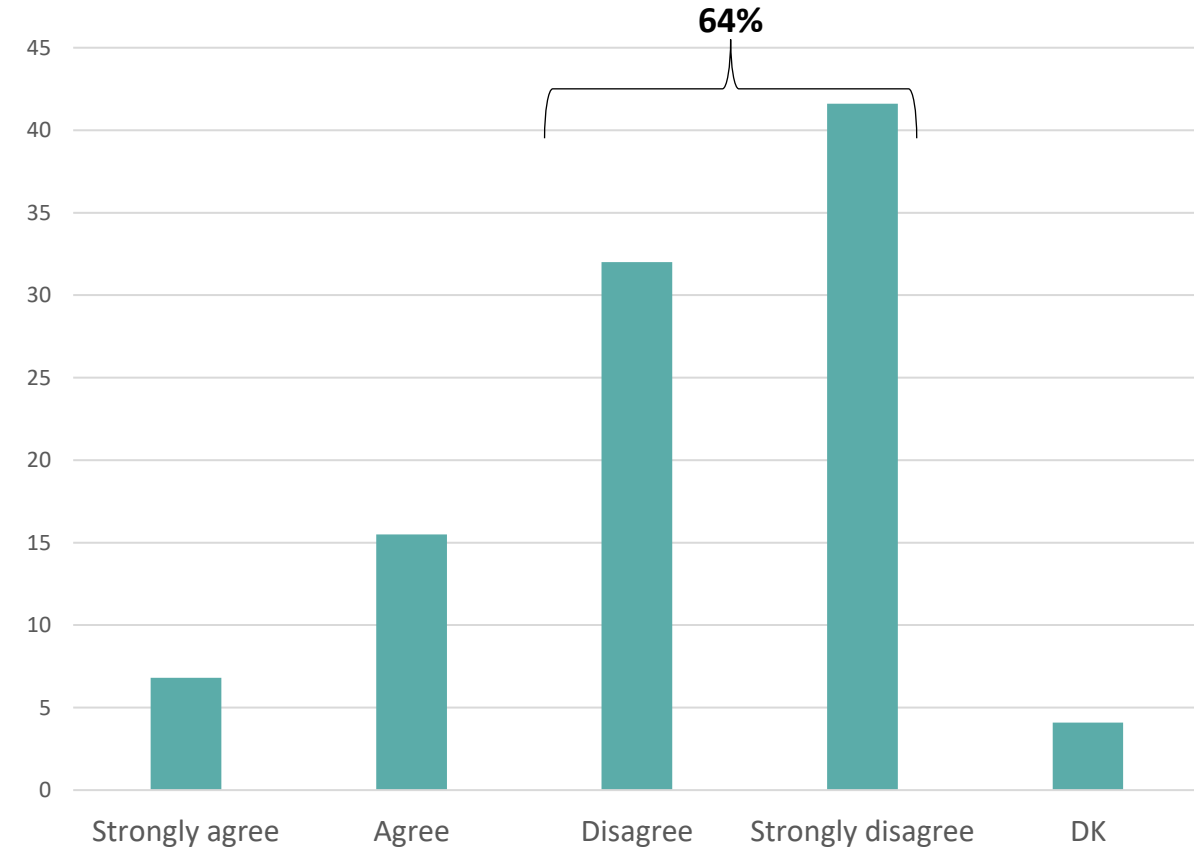


# Housing Affordability a Major Issue

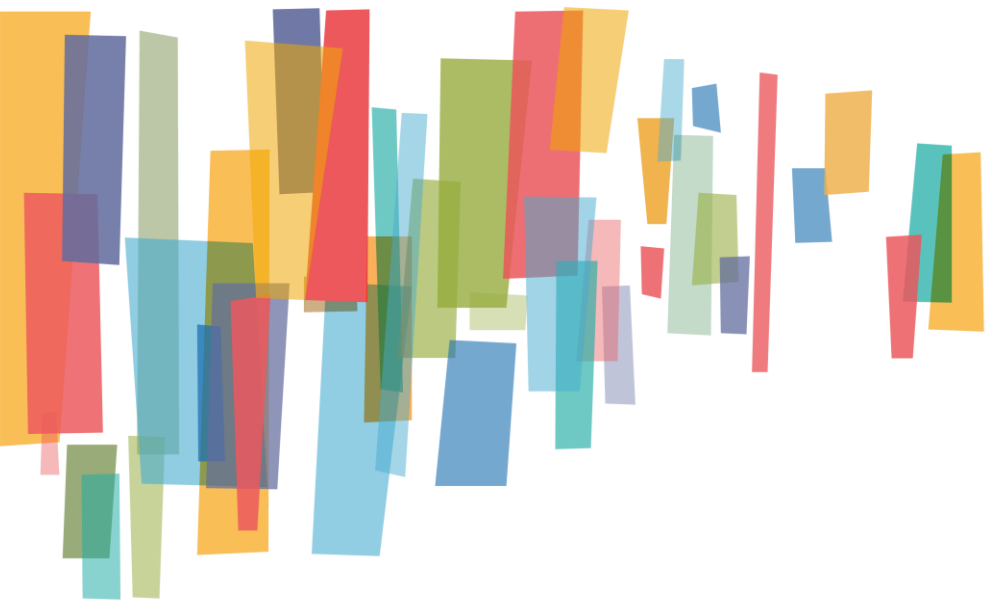
"If I had to move right now, I **could not afford** to move to another house or apartment in the neighborhood where I currently live." Do you...



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

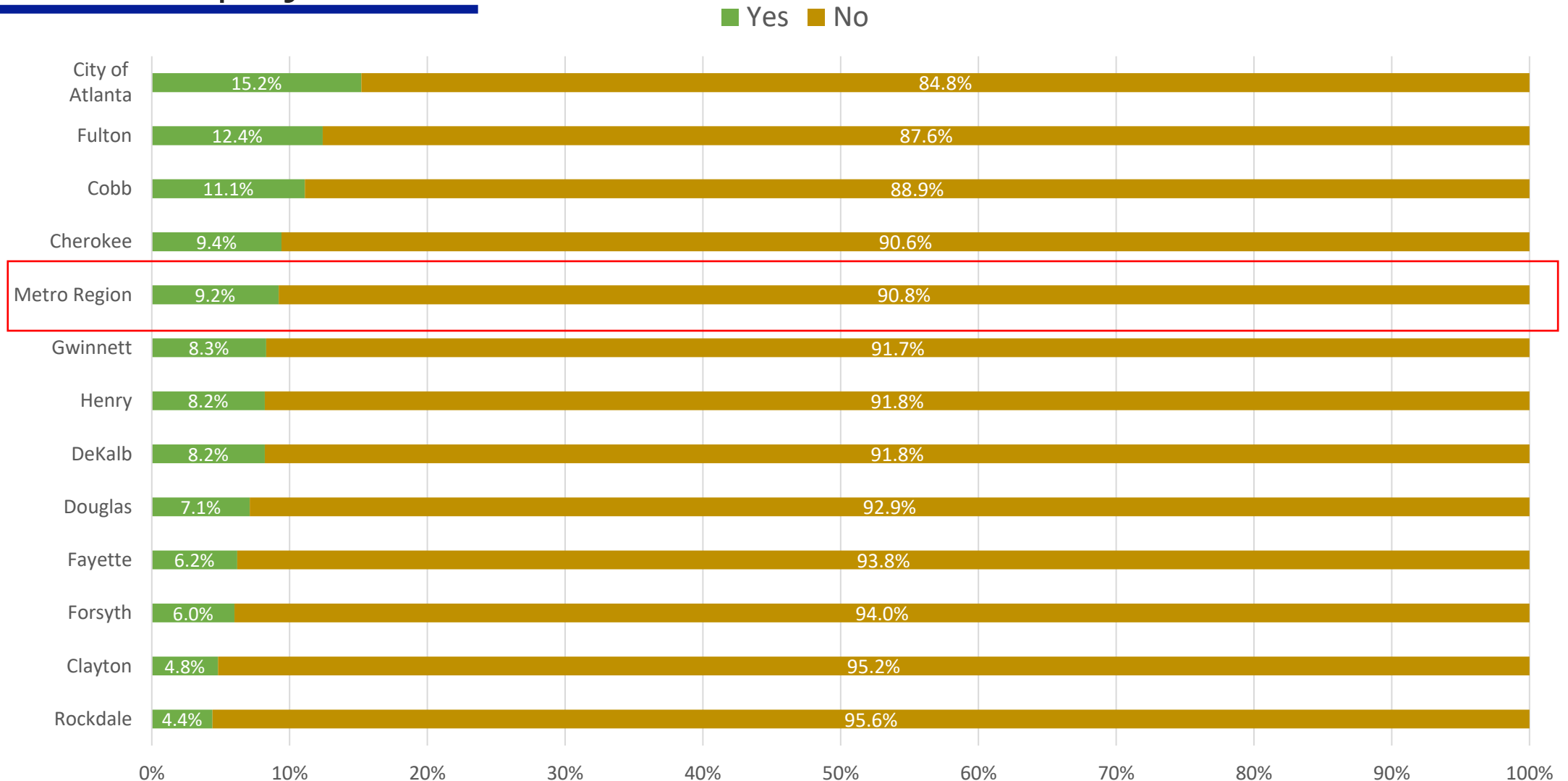


Housing is a key part of the economic stressors felt by residents. Consumers appear to realize not only that *low-wage workers* can't afford to move into their communities, but also that *they themselves* can't afford to move elsewhere within those same communities.



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

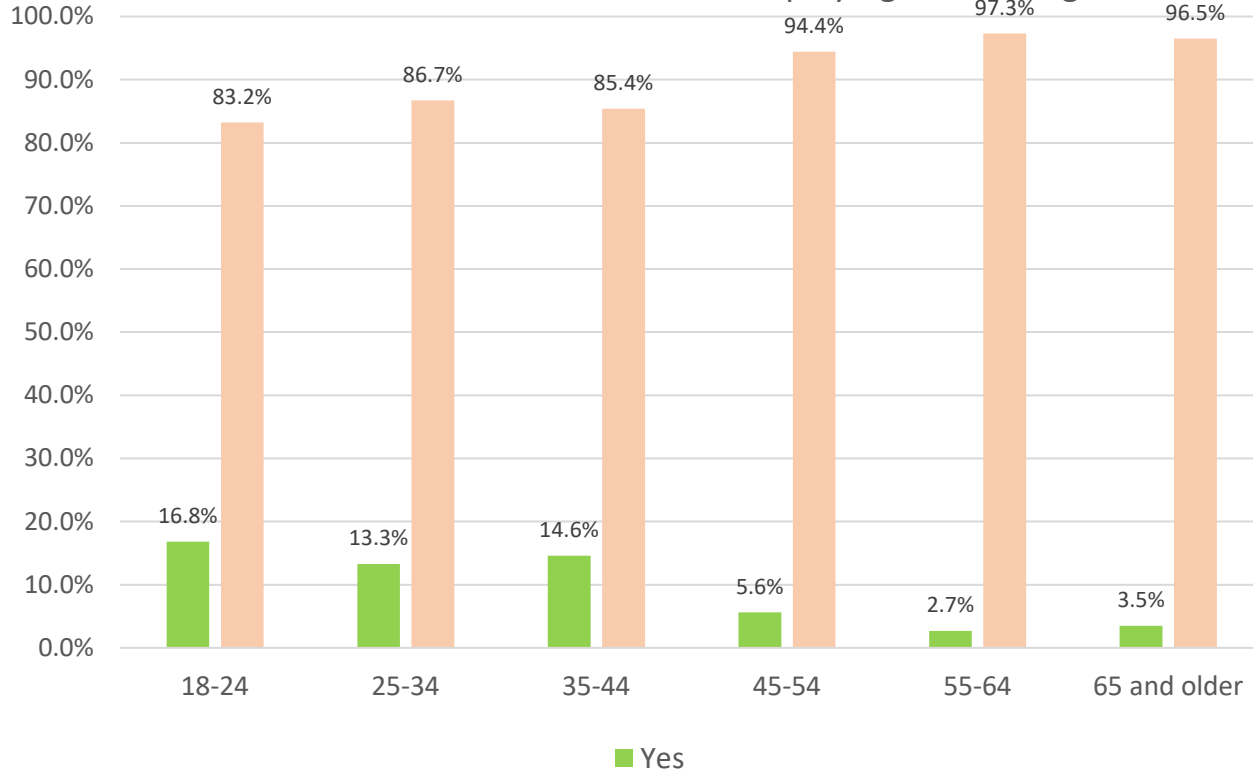
# EV Ownership by Area



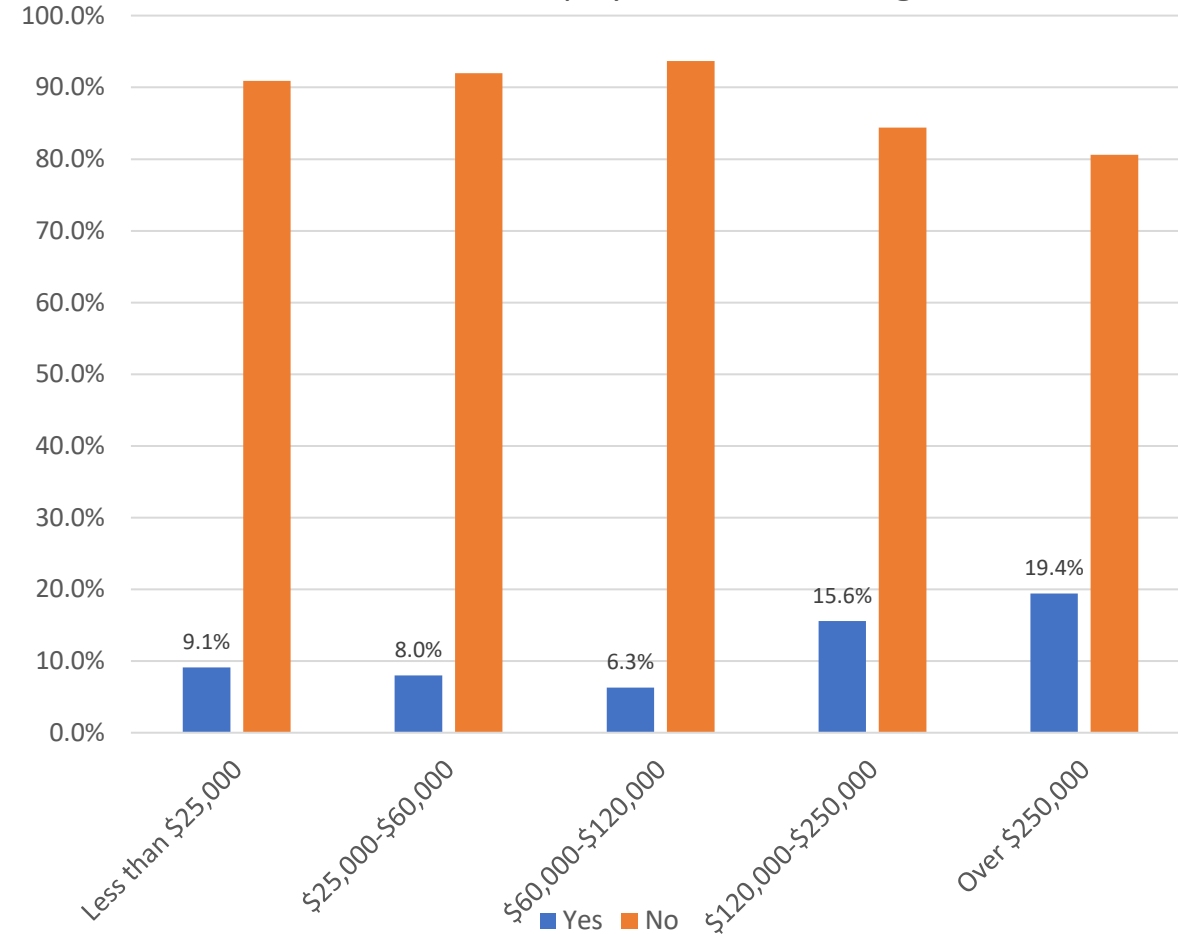
MAS 2023 reports that 9 percent of respondents stated that they owned EVs. This share is higher than other recent national and regional surveys, which have reported between 2 and 5 percent. It's probable that the households that chose to answer the MAS 2023 survey were inherently more likely to adapt new technology.

# Electric Vehicle (Adoption)

Current EV Ownership by Age: 11 co Region



Current EV Ownership by Income: 11 co Region



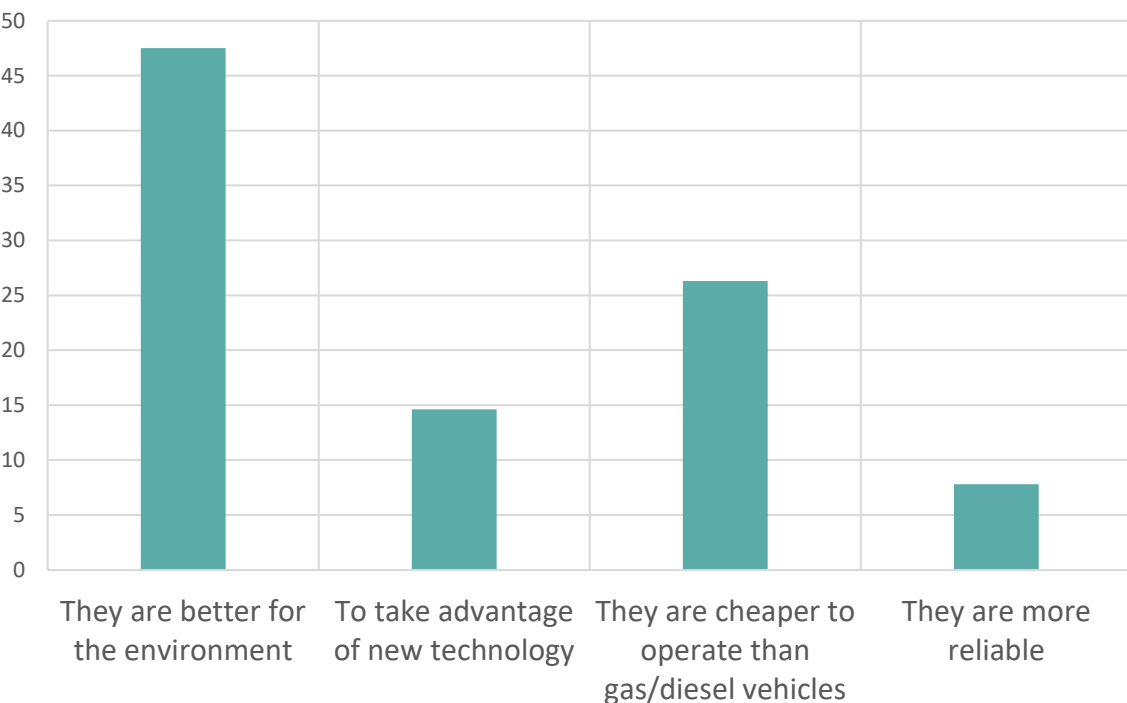
EV early adoption is concentrated in younger age cohorts. While about 3% of those aged 55 and over have an EV, about 15% of those aged under 34 have purchased an electric vehicle. Market penetration is so far (chart at right) largely visible in the higher-income strata, but (somewhat oddly) 9 percent of respondents with income < \$25,000 said that they owned an EV.

# Electric Vehicles...

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

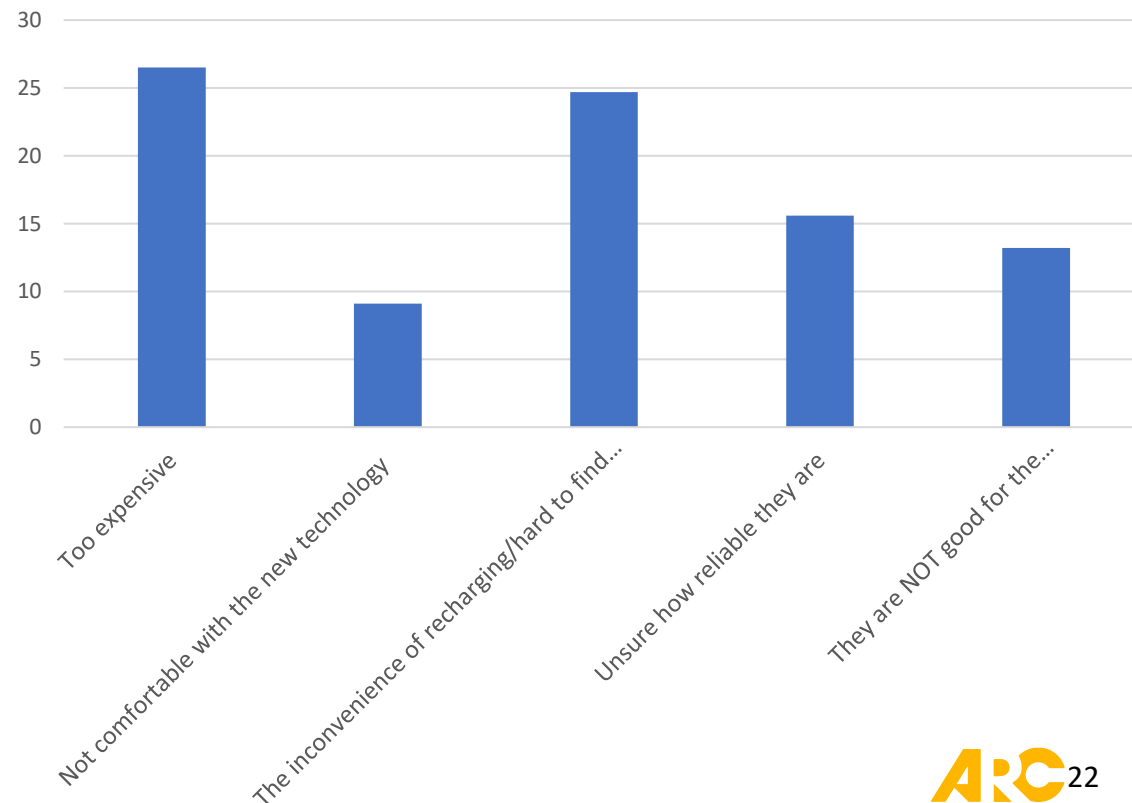
## For those who have or plan to buy an EV...

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



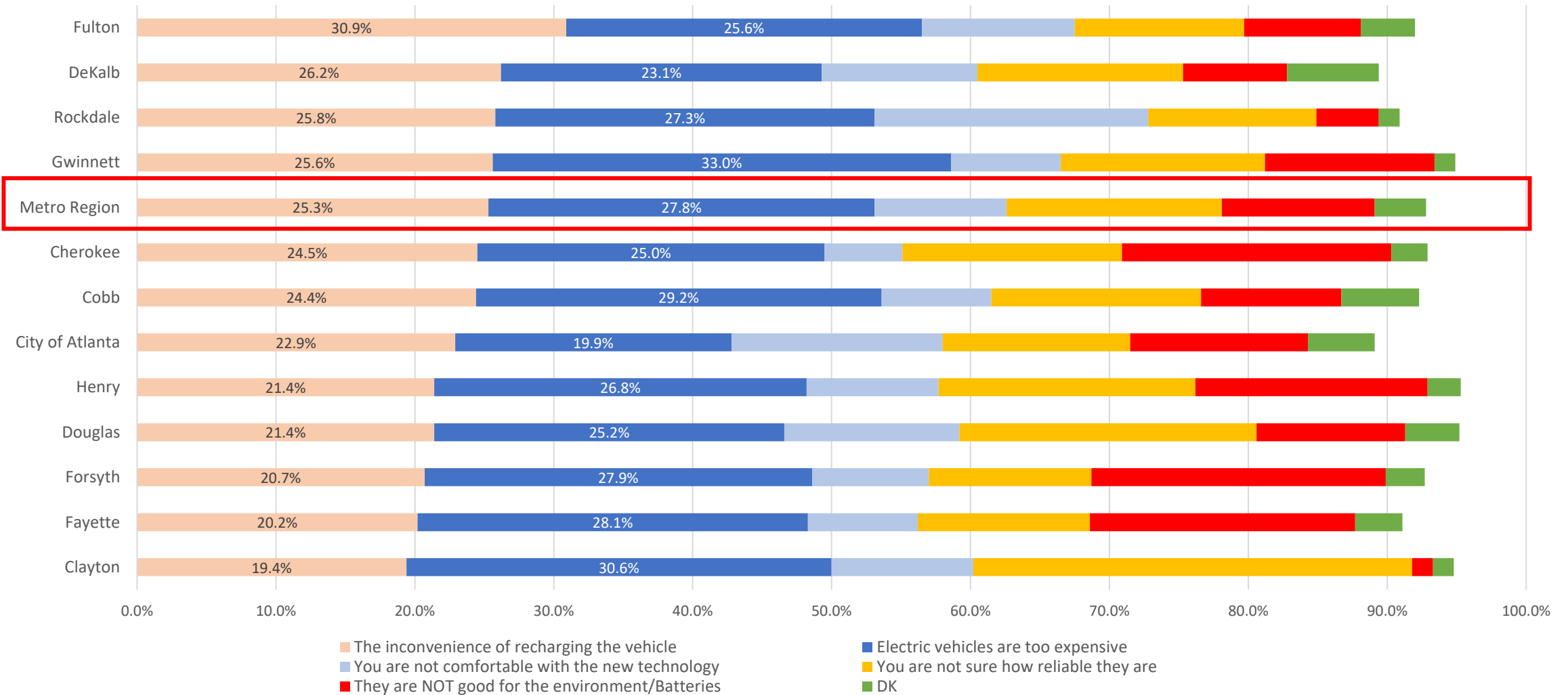
## For those who do not have or do not plan to buy an EV...

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



# Reasons Not Bought/ Buying: County

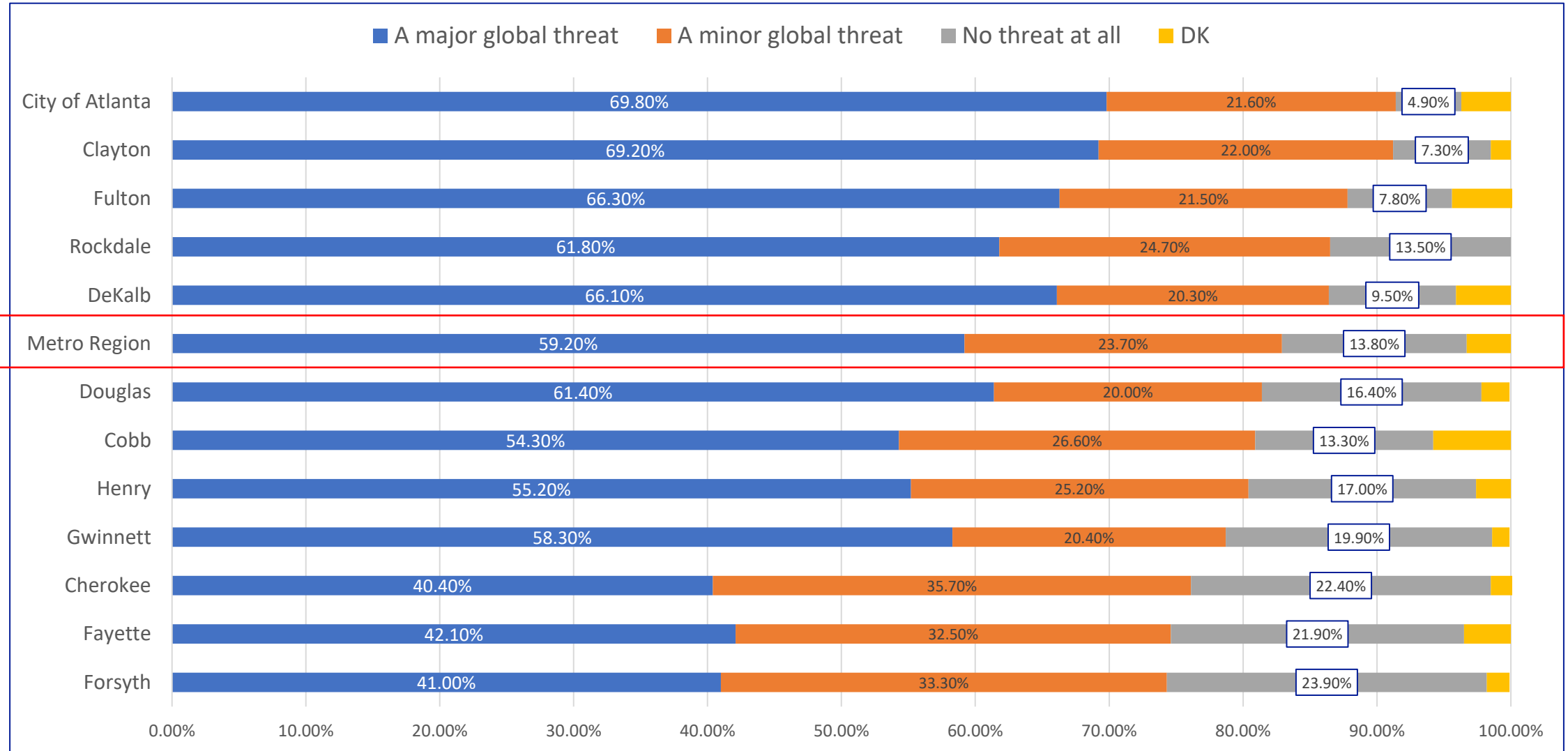
Which of the following is the most important reason why you would not consider buying an electric vehicle?



So above, remember that 9% already have an EV, so the “universe” for this question is 91%. Counties are split about equally between those who find charger access the greatest obstacle to EV ownership and those who don’t want to be early adopters of the technology.

# Global Climate Change in Next 10 Years

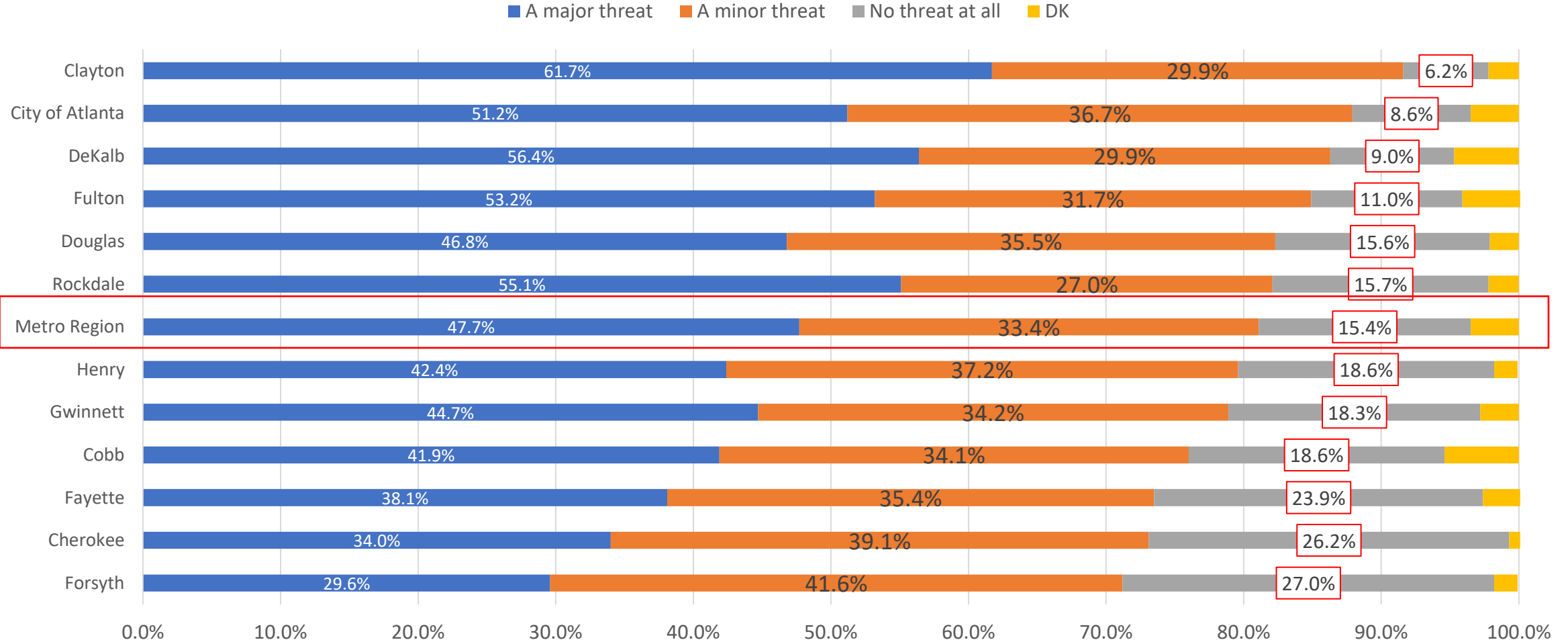
Thinking about climate change, how serious of a global threat do you feel it will be in the next 10 years? Will climate change be ....



Fewer than 1 in 5 respondents across the region don't see climate change as some threat to the world within the next 10 years, and 6 in 10 classify it as a major threat. Higher shares in urban and (relatively) lower-income counties appear to believe global climate change will be a major threat.

# Regional Climate Change in Next 10 Years

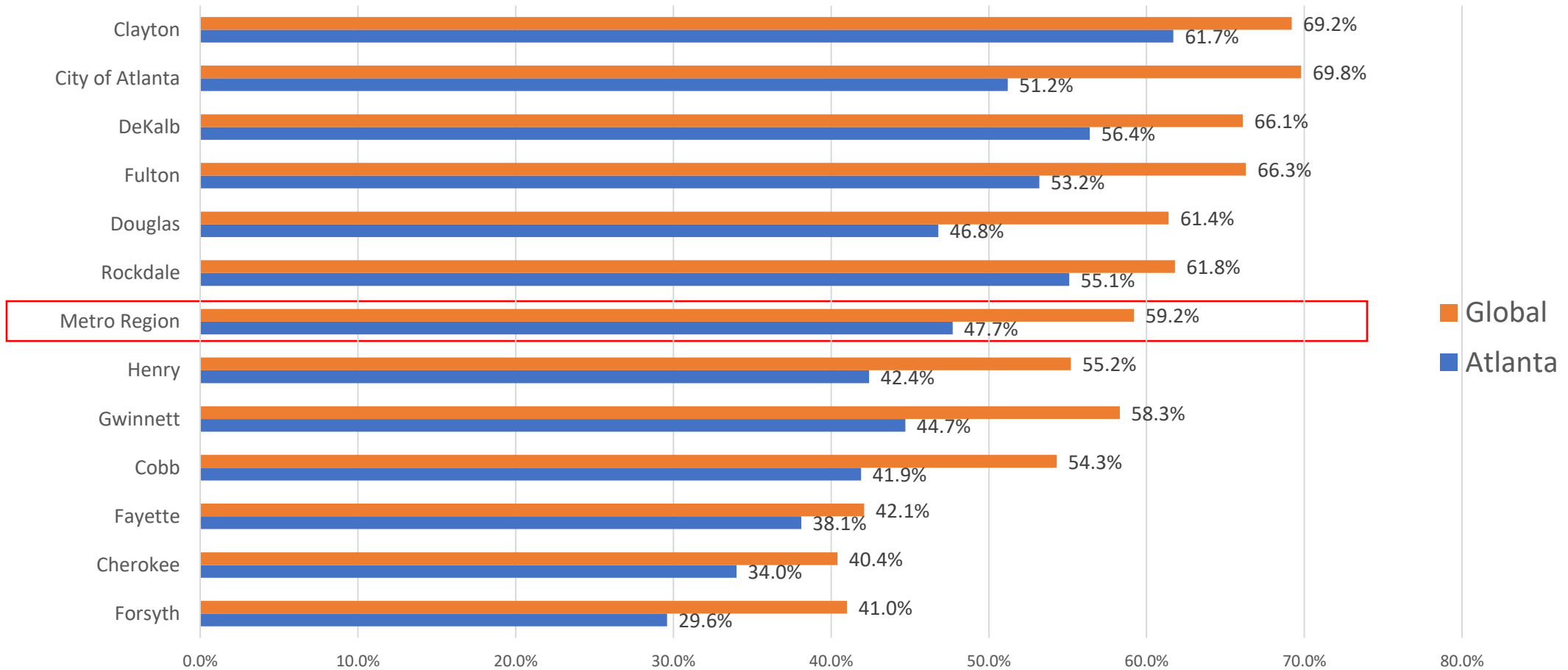
How serious a threat do you think climate change will be to the Atlanta metro area over the next ten years? Will it be....



A slightly lower share (a bit under half) believe that climate change will be a major threat to the Atlanta metro in the next 10 years. But less than 2 percentage points more (15% cf: 13%) of overall survey respondents say that the Atlanta area (as opposed to “the world”) won’t face any threat from climate change.



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



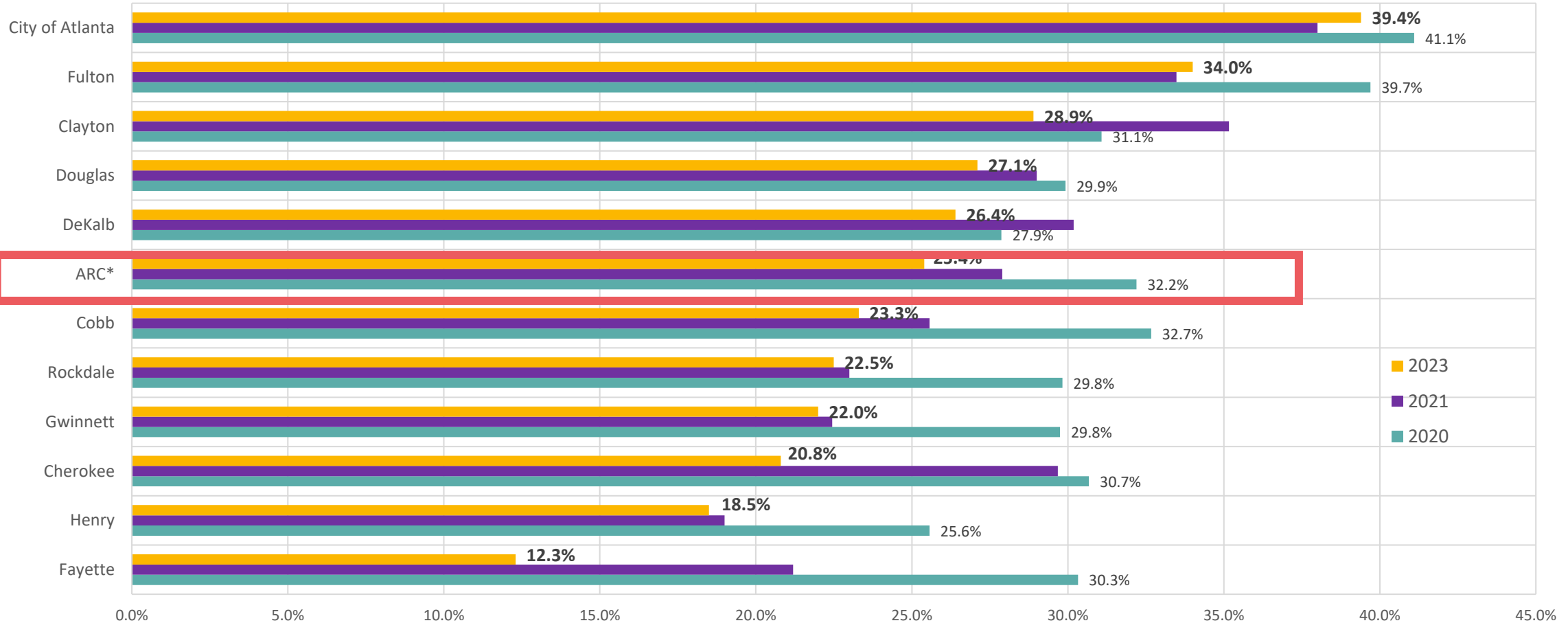
In all of the jurisdictions surveyed, a lower share believed that the Atlanta Region faces a major threat in the next ten years from climate change than believed that the wider world faced such a threat. Suburban residents are typically somewhat less likely than respondents in more urban counties to assess near-term climate change as a global threat OR a more local one



# Finishing with (A Look at) the Future

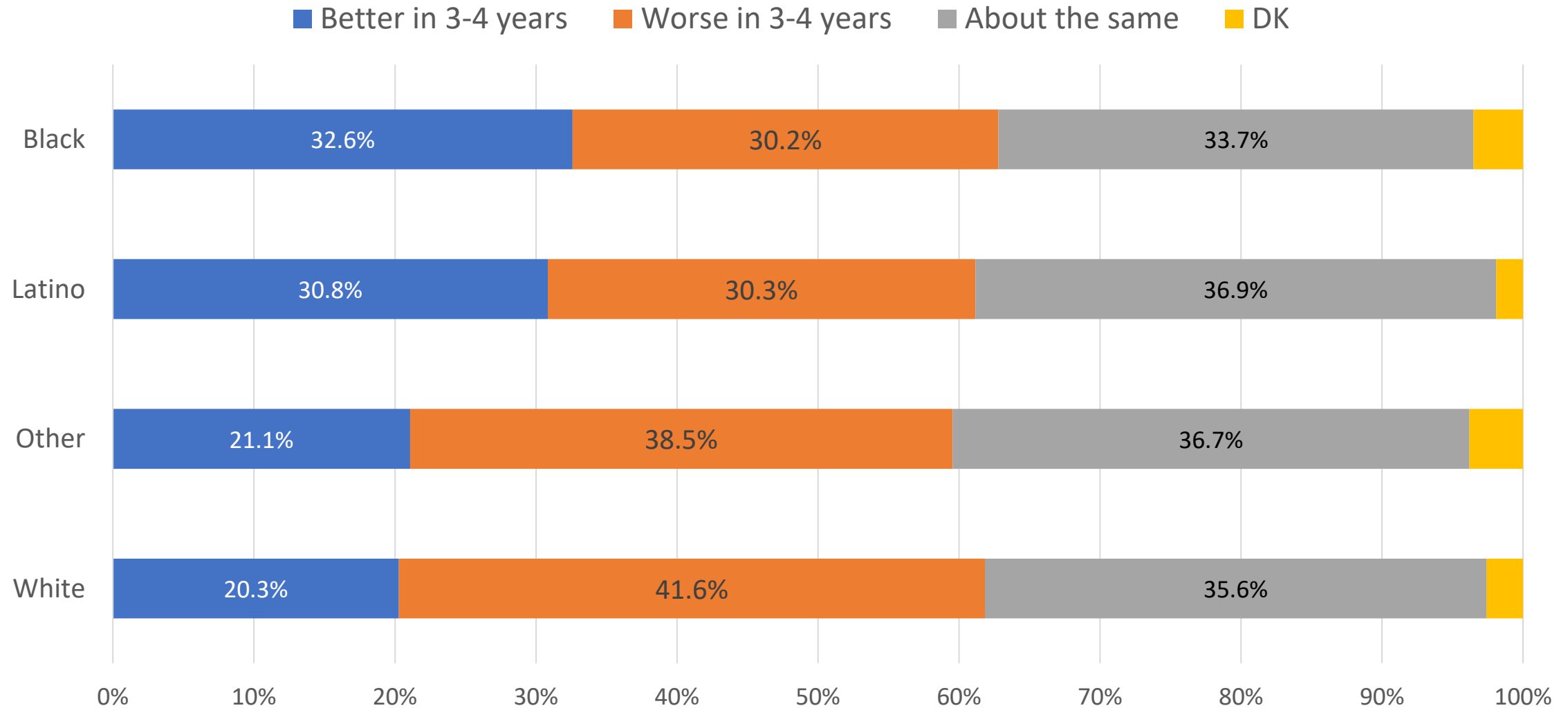
# Optimism for Future Decreasing...

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**



As seen in similar questions nationwide, there was in the 2023 results less optimism about the future than there was a few years ago...and even less in general than there was at the “height” of the pandemic in 2021. In every jurisdiction except the City of Atlanta, the share of respondents that expected better conditions in the next three to four years fell from 2021 to 2023. The declines were much more dramatic in the suburban counties of the region, with this “optimism” falling ten percentage points (2021 to 2023) in Cherokee and Fayette Counties.

## ...Yet (Some) More Optimism in Less Likely Demographic Groups...



Echoing the spatial distinctions discussed in the previous slide, there is more optimism in demographic groups that have typically faced more challenging economic and sociological conditions. Both Black and Latino respondents (at 1 in 3) were much more likely to feel positive about the next few years than were Whites (at 1 in 5). 4 in 10 Whites see things getting worse in the short-term, while 3 in 10 Black and Latinos feel that way.