Building a Thriving Tulsa

2018 Gallup-Tulsa CitiVoice Index Results
**Presentation Roadmap**

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Background
Are Tulsa’s residents thriving?
Background

Opportunity

- Existing approaches to listening to residents are infrequent or only give most engaged citizens a voice.
- Conventional data focuses on government *outputs*, rather than residents *outcomes*.
- Traditional economic indicators leave potential blind spots and lack granularity.

Solution

- Conduct regular, representative studies that ensure the needs and opinions of all residents are included in decision-making.
- Focus on measuring whether citizens are thriving as the primary outcome and policy objective.
- Develop behavioral measures that capture citizens lived experiences and employ address-based sampling to enable more tailored policy interventions.
Citizen-Centered Approach

Gallup-Tulsa CitiVoice Index

Engage Stakeholders

Measure Resident Outcomes

Identify Opportunities & Solutions

Analyze & Map Results

Adjust Outputs (Policies & Programs)
Key Themes

Access
• Do Tulsans have access to basic needs and services required to lead healthy, productive and fulfilling lives?

Opportunity and Growth
• Do residents view Tulsa as a destination to live and work?

Civic Support
• How do local institutions, organizations and Tulsans themselves contribute to improving their local community?

Community Indicators Working Group

Survey developed in partnership with officials from city departments, philanthropic leaders, public health experts, academic researchers and representatives from Tulsa’s colleges and universities.
Methods and Sample
2018 Gallup-Tulsa CitiVoice Index Methodology

- Cognitive interviews with Tulsa residents
- 22,500 survey packets mailed
  - Included English and Spanish
- July 16 to August 14, 2018 fielding
  - Up to two postcard reminders
- 4,428 completes
  - 20% participation rate
Key Demographics

The margin of sampling error is ±2.0 percentage points at the 95% confidence level. The margin of error reflects the computed design effects for weighting. Due to rounding, percentages may not equal 100%.
Key Demographics

Highest Level of Education

- High school or less: 38%
- Some college, but no degree: 15%
- Four-year bachelor degree: 14%
- Technical, trade, or vocational degree: 13%
- Two-year associate degree: 8%
- Postgraduate work or degree: 7%

Annual Household Income

- Under $17,000: 18%
- $17,000 to $26,999: 16%
- $27,000 to $39,000: 14%
- $30,000 to $49,999: 14%
- $50,000 to $64,999: 11%
- $65,000 to $99,000: 11%
- $100,000 or more: 8%

The margin of sampling error is ±2.0 percentage points at the 95% confidence level. The margin of error reflects the computed design effects for weighting. Due to rounding, percentages may not equal 100%.
Key Findings
1. Tulsans are optimistic that the city is improving as a place to live.
   • Nearly twice as many residents believe the city of Tulsa is getting better (47%) than getting worse (24%) as a place to live.

2. Residents see numerous economic opportunities in Tulsa with room for the economy to grow and attract more residents.
   • Over half (52%) of residents who expressed an opinion strongly agree or agree that now is a good time to find a job in Tulsa.
   • 64% of self-employed residents say Tulsa is a good place to start a business.
3. Half of Tulsans are thriving in their well-being.
   - Fewer residents in Tulsa are thriving compared to all peer cities, as well as state and national totals.

4. Access to basic needs remains a primary challenge in Tulsa.
   - At some point in the past year,
     - 31% of residents did not have enough money to buy food.
     - 16% of residents did not have enough money to pay for healthcare and/or medicine.
     - 14% of residents were unable to provide adequate shelter or housing.
5. Local organizations and closely-knit neighborhoods can play a vital role in helping residents thrive.

- Residents are more likely to be thriving when:
  - They know a local organization that they can turn to if they needed help getting healthcare, housing or food.
  - There is someone who lives near them, other than the people in their household, who they could turn to for help if they were facing a personal crisis.
Detailed Insights
Life Evaluation Index

Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you.

• On which step of the ladder would you say you personally feel you stand at this time?
• On which step do you think you will stand about five years from now?
Well-Being in Context

Life Evaluation Index (% Thriving)

- Raleigh: 63%
- Nashville: 61%
- Louisville: 61%
- Tucson: 61%
- Denver: 61%
- St. Louis: 57%
- Tampa: 57%
- Portland: 57%
- United States: 56%
- Fort Worth: 55%
- Pittsburgh: 55%
- Minneapolis: 55%
- Oklahoma City: 54%
- Omaha: 54%
- Cleveland: 54%
- Oklahoma: 54%
- Wichita: 53%
- Oakland: 53%
- Kansas City: 52%
- New Orleans: 51%
- Albuquerque: 51%
- Tulsa: 50%
Well-Being in Context

Life Evaluation Index By Household Income (% Thriving)

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $27,000</td>
<td>31%</td>
</tr>
<tr>
<td>$27,000-49,999</td>
<td>43%</td>
</tr>
<tr>
<td>$50,000-99,999</td>
<td>55%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>80%</td>
</tr>
</tbody>
</table>
Roughly one-third of residents say there have been times in the past twelve months when they did not have enough money to buy food (31%).
Access

Basic Needs

Have there been times in the past twelve months when you did not have enough money? (% Yes)

- To buy food that you and your family needed: 64%
  - Less than $27,000: 16%
  - $27,000–49,999: 25%
  - $50,000–99,999: 14%
  - $100,000 or more: 2%

- To pay for healthcare and/or medicines that you or your family needed: 61%
  - Less than $27,000: 2%
  - $27,000–49,999: 14%
  - $50,000–99,999: 25%
  - $100,000 or more: 7%

- To provide adequate shelter or housing for you and your family: 30%
  - Less than $27,000: 5%
  - $27,000–49,999: 14%
  - $50,000–99,999: 30%
  - $100,000 or more: 1%
Access

Basic Needs

Have there been times in the past twelve months when you did not have enough money? *Annual household income less than $50,000. (% Yes)*

- To buy food that you and your family needed: 65% (46% Black, 45% White, 52% Hispanic)
- To pay for healthcare and/or medicines that you or your family needed: 57% (52% Black, 47% White, 52% Hispanic)
- To provide adequate shelter or housing for you and your family: 30% (19% Black, 25% White, 30% Hispanic)
Access

Basic Needs

How easy or difficult is it to access the following in the area where you live in Tulsa? (% Very difficult or difficult)

- Affordable Housing: 36%
- Mental Health Services: 34%
- High Quality Healthcare: 27%
- Stores or Markets With Fresh Fruits and Vegetables: 18%
- Parks, Playgrounds, or Other Outdoor Recreation: 15%
How easy or difficult is it to access the following in the area where you live in Tulsa?

*By household income. (% Very difficult or difficult)*

<table>
<thead>
<tr>
<th>Service</th>
<th>Less than $27,000</th>
<th>$27,000–49,999</th>
<th>$50,000–99,999</th>
<th>$100,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mental Health Services</td>
<td>8%</td>
<td>23%</td>
<td>29%</td>
<td>40%</td>
</tr>
<tr>
<td>High Quality Healthcare</td>
<td>19%</td>
<td>34%</td>
<td>36%</td>
<td>44%</td>
</tr>
</tbody>
</table>
Access

Basic Needs

How easy or difficult is it to access the following in the area where you live in Tulsa? Stores or markets with fresh fruits and vegetables. (% Very easy)
83% of residents say it is easy or very easy to get around in Tulsa.
Access

Childcare & Education

Nearly six in 10 residents with children age eight or younger say it is very difficult (35%) or difficult (25%) to pay for high-quality childcare or education in Tulsa.
All children in Tulsa have access to high-quality public K-12 schools.
Over half of Tulsans strongly agree or agree (51%) that everyone in Tulsa has access to a local high-quality college or university if they want to pursue a postsecondary degree.
Opportunity and Growth in Tulsa

The city of Tulsa is the perfect place for me.

- Strongly agree or agree: 47%
- Strongly disagree or disagree: 18%

The area where I live in Tulsa is the perfect place for me.

- Strongly agree or agree: 47%
- Strongly disagree or disagree: 27%
Opportunity and Growth in Tulsa

The area where I live in Tulsa is the perfect place for me. (% Strongly agree)
Opportunity and Growth in Tulsa

The city of Tulsa is the perfect place for me. (% Strongly agree or agree)

- 37% (18–29)
- 44% (30–49)
- 48% (50–64)
- 59% (65+)

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Opportunity and Growth in Tulsa

Please rate whether the following are getting better or getting worse as a place to live.*

<table>
<thead>
<tr>
<th>% Getting Better</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Staying the Same</td>
<td>45%</td>
</tr>
<tr>
<td>% Getting Worse</td>
<td>27%</td>
</tr>
</tbody>
</table>

Residents in every income category are more likely to say the city of Tulsa is getting better than getting worse.
Opportunity and Growth in Tulsa

Please rate whether the following are getting better or getting worse as a place to live. *The area where you live in Tulsa.* (% Getting better)
Opportunity and Growth in Tulsa

Do you plan to live in your current area for the next five years?
- Yes (49%)
- No, plan to move to a different area in Tulsa (15%)
- No, plan to move to another city (16%)
- Don’t know (20%)
Almost eight in 10 residents would recommend Tulsa to a friend or associate as a place to visit (78%) and live (77%).
Opportunity and Growth in Tulsa

Now is a good time to find a job in Tulsa.

52% Strongly agree or agree
19% Strongly disagree or disagree

Tulsa is a good place to start a business.

58% Strongly agree or agree
16% Strongly disagree or disagree
Tulsans most familiar with the reality of running a business are more likely to agree that Tulsa is a good environment for entrepreneurs.
Growth and Opportunity in Tulsa

Which are most needed to improve Tulsa? Top five most common responses.

- Better roads, highways, and bridges: 59%
- Higher quality schools for children: 56%
- Improved public safety: 35%
- Higher quality jobs: 36%
- Lower cost of basic needs: 35%
Lower cost of basic needs, such as food or housing, is the most common response (61%) among residents with a household income of $27,000 or less, followed by better roads, highways and bridges (48%) and higher-quality schools for children (43%).

<table>
<thead>
<tr>
<th>Rank</th>
<th>BLACK</th>
<th>WHITE</th>
<th>HISPANIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lower cost of basic needs, such as food or housing</td>
<td>Better roads, highways, and bridges</td>
<td>Higher quality schools for children</td>
</tr>
<tr>
<td>2</td>
<td>Higher quality jobs</td>
<td>Higher quality schools for children</td>
<td>Improved public safety</td>
</tr>
<tr>
<td>3</td>
<td>Higher quality schools for children</td>
<td>Higher quality jobs</td>
<td>Better roads, highways, and bridges</td>
</tr>
<tr>
<td>4</td>
<td>Better roads, highways, and bridges</td>
<td>Improved public safety</td>
<td>Lower cost of basic needs, such as food or housing</td>
</tr>
<tr>
<td>5</td>
<td>Improved public safety</td>
<td>Lower cost of basic needs, such as food and housing</td>
<td>Higher quality jobs</td>
</tr>
</tbody>
</table>
Civic Support for a Thriving Tulsa

<table>
<thead>
<tr>
<th>Institution</th>
<th>% Very Positive</th>
<th>% 4</th>
<th>% 3</th>
<th>% 2</th>
<th>% Very Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Churches and religious organizations</td>
<td>31</td>
<td>33</td>
<td>26</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Local charities and nonprofit organizations</td>
<td>24</td>
<td>31</td>
<td>35</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Local small businesses</td>
<td>21</td>
<td>38</td>
<td>31</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Tulsa police</td>
<td>20</td>
<td>32</td>
<td>29</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Local colleges and universities</td>
<td>19</td>
<td>34</td>
<td>37</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Large businesses or corporations</td>
<td>16</td>
<td>31</td>
<td>35</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Public K-12 schools</td>
<td>15</td>
<td>24</td>
<td>39</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Local government services</td>
<td>9</td>
<td>23</td>
<td>43</td>
<td>17</td>
<td>8</td>
</tr>
</tbody>
</table>
Civic Support for a Thriving Tulsa

I always feel safe and secure in the area where I live in Tulsa. (%Strongly agree)
Civic Support for a Thriving Tulsa

Less than one in four residents (24%) who sometimes feel unsafe strongly agree or agree that they can easily access police officers in their community if they have any questions or problems.
% Strongly Agree or Agree

Other than the people in my household, there is someone who lives near me who I could turn to for help if I was facing a personal crisis.

There is a local organization I know that I can turn to if I needed help getting healthcare, housing or food.
Civic Support for a Thriving Tulsa

The impact of knowing a local organization to turn to for help getting healthcare, housing or food on life evaluation. (Residents with a household income below $50,000)

Residents who **do not** know an organization (Strongly disagree)

- 14% Thriving
- 20% Struggling
- 66% Suffering

Residents who know an organization (Strongly agree)

- 4% Thriving
- 43% Struggling
- 53% Suffering
Civic Support for a Thriving Tulsa

The impact of knowing someone nearby, other than household members, to turn to for help if facing a personal crisis. (Residents with a household income below $50,000)

Residents who **do not** know someone near them (Strongly disagree)

- Thriving: 65%
- Struggling: 22%
- Suffering: 14%

Residents who know someone near them (Strongly agree)

- Thriving: 49%
- Struggling: 49%
- Suffering: 2%
Civic Support for a Thriving Tulsa

Have you done any of the following in the past year? (% Yes)

- Donated money to a charity:
  - Overall: 68%
  - 18–29: 59%
  - 30–49: 63%
  - 50–64: 70%
  - 65+: 81%

- Volunteered your time to an organization:
  - Overall: 46%
  - 18–29: 51%
  - 30–49: 49%
  - 50–64: 43%
  - 65+: 40%

- Helped a stranger or someone you didn’t know who needed help:
  - Overall: 77%
  - 18–29: 83%
  - 30–49: 80%
  - 50–64: 78%
  - 65+: 63%
Civic Support for a Thriving Tulsa

Have you done any of the following in the past year? (% Yes)

- Voiced your opinion to a city official by writing a letter/email or calling their office:
  - Overall: 17%
  - 18–29: 15%
  - 30–49: 18%
  - 50–64: 18%
  - 65+: 16%

- Attended a neighborhood association or city council meeting:
  - Overall: 15%
  - 18–29: 6%
  - 30–49: 13%
  - 50–64: 18%
  - 65+: 21%

- Voted in 2016 local election:
  - Overall: 60%
  - 18–29: 39%
  - 30–49: 54%
  - 50–64: 67%
  - 65+: 80%
Next Steps
Next Steps

Community Engagement and Support

- Public discussion of findings
- Further analysis for partner organizations
  - Cross-tabs by gender, race, income, age, and other demographics
  - Mapping results by zip code

Policy Implementation and Assessment

- Create policies and interventions based on baseline findings
- Adjust survey to support any new initiatives
- Measure impact in Year 2 of CitiVoice Index
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