



# BUILDING A THRIVING TULSA

2018 GALLUP-TULSA CITIVOICE INDEX RESULTS



# TABLE OF CONTENTS

<b>ABOUT THIS REPORT</b>	<b>01</b>
<b>KEY FINDINGS</b>	<b>02</b>
<b>INTRODUCTION</b>	<b>04</b>
<b>THE STATE OF ACCESS IN TULSA</b>	<b>06</b>
<b>OPPORTUNITY AND GROWTH IN TULSA</b>	<b>15</b>
<b>CIVIC SUPPORT FOR A THRIVING TULSA</b>	<b>22</b>





## ABOUT THIS REPORT

Good governance requires good data. Without understanding residents' basic needs, opinions and ideas, city leaders cannot make quality policy decisions or address important issues within their city. Unfortunately, traditional approaches to listening to residents, such as elections or community meetings, are infrequent or only allow some residents to have a voice. Data-driven approaches often rely too heavily on traditional economic indicators, such as unemployment rates or housing costs, and ignore the lived experiences of residents, leaving potential blind spots about how residents are doing in different parts of the city.

Recognizing the need to develop a new way to regularly assess how residents fare on key dimensions, the City of Tulsa partnered with Gallup in 2018 to develop and conduct a first-of-its-kind citywide survey of its residents. This representative study, which uses address-based sampling, will be conducted on a yearly basis to track the city's progress in improving quality of life and civic engagement among its residents. Created in partnership with a local working group, the survey identifies strengths and areas for improvement, not only in Tulsa overall but also within specific areas of the city.

**Nearly 4,500 Tulsans from all walks of life responded to the 2018 survey, which focused on three primary themes:**

<b>Access</b>	Do Tulsans have access to basic needs and services required to lead healthy, productive and fulfilling lives?
<b>Opportunity and Growth</b>	Do residents view Tulsa as a destination to live and work?
<b>Civic Support</b>	How do local institutions, organizations and Tulsans themselves contribute to improving their local community?

Survey results are provided for Tulsa as a whole, as well as broken down by geography and key demographics. These results will inform policymakers, local nonprofit organizations and researchers about how to improve the quality of life in Tulsa and capitalize on areas of strength. Furthermore, as the first year of the Gallup-Tulsa CitiVoice Index, these results will provide strategic baseline information for understanding progress made by the City of Tulsa and local partners.

## 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.**
  - a. 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, while only **19%** disagree or strongly disagree.
  - b. Fifty-eight percent of residents who expressed an opinion strongly agree or agree that Tulsa is a good place to start a business, compared to **16%** who disagree or strongly disagree. Notably, **64%** of self-employed residents say Tulsa is a good place to start a business, indicating the city has a robust entrepreneurial environment.
  - c. However, **16%** percent of Tulsans plan to move away from the city in the next five years and many of these residents (**42%**) cite better jobs or business opportunities elsewhere as a major reason for leaving.
- 3) **Half of Tulsans are thriving in their well-being, but the city lags on key benchmarks.** Overall, **50%** of Tulsans are classified as thriving, **46%** are struggling and **4%** are suffering on Gallup's life evaluation rating. However, 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.**

- a. 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%**). This is nearly double the percentage of residents nationally in 2017 who did not have enough money to buy food at some point in the year (**16%**).
- b. Over a third of Tulsans (**36%**) have experienced a time in the past twelve months when they did not have enough money to pay for healthcare/ medicine for themselves or their families. Fourteen percent report times in the past twelve months when they were unable to provide adequate shelter or housing for themselves and their family.
- c. Nearly half of black residents (**46%**) say finding stores or markets with fresh fruits and vegetables in the area where they live is difficult or very difficult.

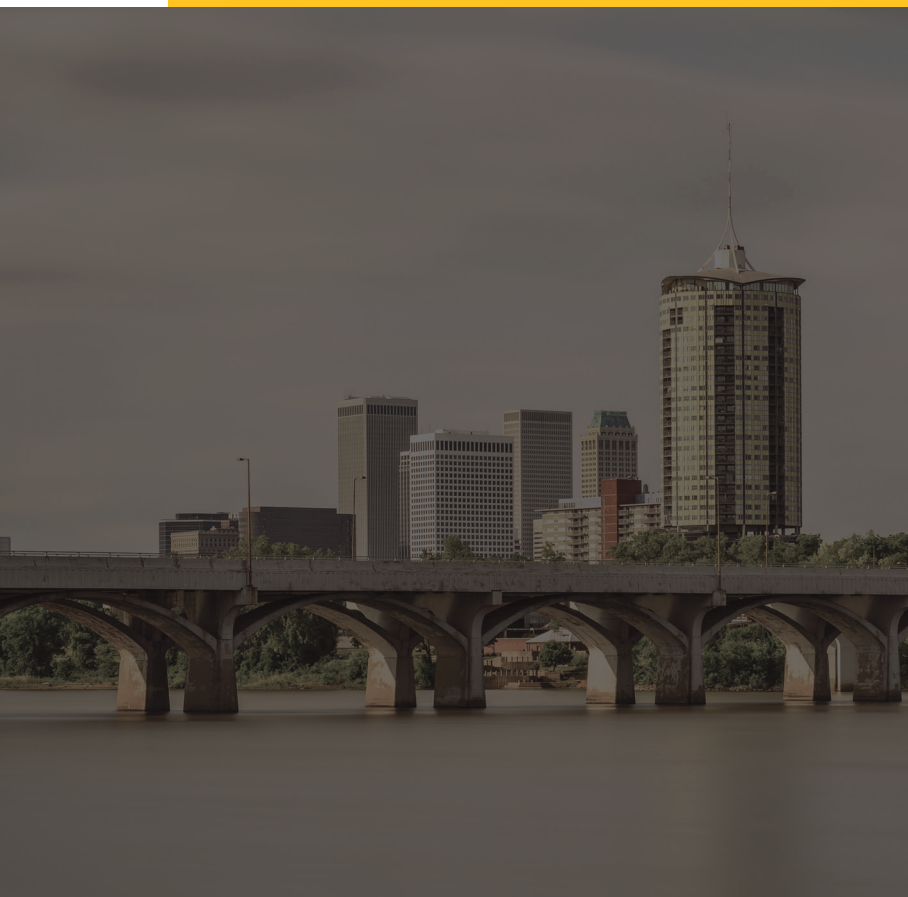
5) **Local organizations and closely-knit neighborhoods can play a vital role in helping residents thrive.** Residents with less than \$50,000 in household income are much more likely to be thriving when:

- a. They strongly agree that there is a local organization they know that they can turn to if they needed help getting healthcare, housing or food.
- b. They strongly agree that there is someone who lives near them, other than people in their household, who they could turn to for help if they were facing a personal crisis.



## INTRODUCTION

Unemployment rates, crime rates and per capita income are traditional metrics for measuring the quality of life in cities. While these may be some of the easiest outcomes to assess, they do not wholly capture residents' lived experiences and the day-to-day realities of life within a city and its individual neighborhoods. Moreover, attempts to supplement these metrics through citizen satisfaction surveys often fall short since they focus on *outputs*, such as satisfaction with city services, instead of resident *outcomes*, such as well-being, quality of life, civic engagement and economic activity.



The City of Tulsa has launched a new initiative using a forward-thinking approach to making more informed decisions and learning more about the city and its residents. The Gallup-Tulsa CitiVoice Index uses a behavioral approach that focuses on access to basic needs and key services in the area of Tulsa where residents live. Instead of asking residents about the city as a whole, it is essential to focus on residents' own area of the city, which impacts whether they can access quality schools, fresh fruits and vegetables, healthcare and other services.

This approach also highlights the importance of using local experiences to inform efforts to attract and retain new residents and achieve Tulsa's vision of becoming a "globally competitive, world-class city."<sup>1</sup> The Gallup-Tulsa CitiVoice Index measures how optimistic residents are about their community and their top priorities for improving the city. It also monitors whether and why residents plan to leave, which will allow city leaders to target interventions and track progress toward growing Tulsa into a thriving city.

<sup>1</sup> City of Tulsa. 2018. *The AIM Plan: Connecting People, Processes and Purpose*. Retrieved from: <https://www.cityoftulsa.org/media/6678/aim-action-plan-022018-draft-v1.pdf>



The results from this survey are meant to be actionable by the City of Tulsa and other local organizations. The results not only identify challenges within the city, but also highlight which populations are most heavily impacted by particular issues and opportunities. Specifically, this report examines the role of race, income and geography on the daily lives of Tulsa's residents. These factors not only influence how residents view their personal lives and the direction of the city, but also how easily they are able to access basic needs and key services.

Additionally, Gallup can provide critical context for many of the results highlighted in the report. Whenever possible, Tulsa's results are compared to data on its peer cities,<sup>2</sup> as well as the United States and Oklahoma. Using historical data from the Gallup-Sharecare Well-Being Index®,<sup>3</sup> this report compares findings from the Gallup-Tulsa CitiVoice Index to national results on indicators such as the Life Evaluation Index and not having enough money for food. Thus, the Gallup-Tulsa CitiVoice Index not only explores trends *within* Tulsa but provides critical insights for how Tulsa is doing in a national context.

## METHODOLOGY

Gallup developed the survey questionnaire in partnership with the Community Indicators Working Group. Organized by the City of Tulsa, this group comprises officials from city departments, philanthropic leaders, public health experts, academic researchers and representatives from Tulsa's colleges and universities. The questionnaire was developed and finalized after a series of meetings and discussions in February–April 2018, addressing local priorities and data needs. Additionally, cognitive interviews with current Tulsa residents were conducted to ensure the questions were clear and easily interpreted, as well as to evaluate respondent comprehension and item relevance to Tulsans.

Data was collected via a mail survey among Tulsa's adult (18 and older) population. A total of 22,500 surveys were sent out in both English and Spanish. Surveys were mailed on July 16, 2018, and data collection ended on August 14, 2018. A total of 4,428 completed surveys were returned and for a final response rate of 20%.

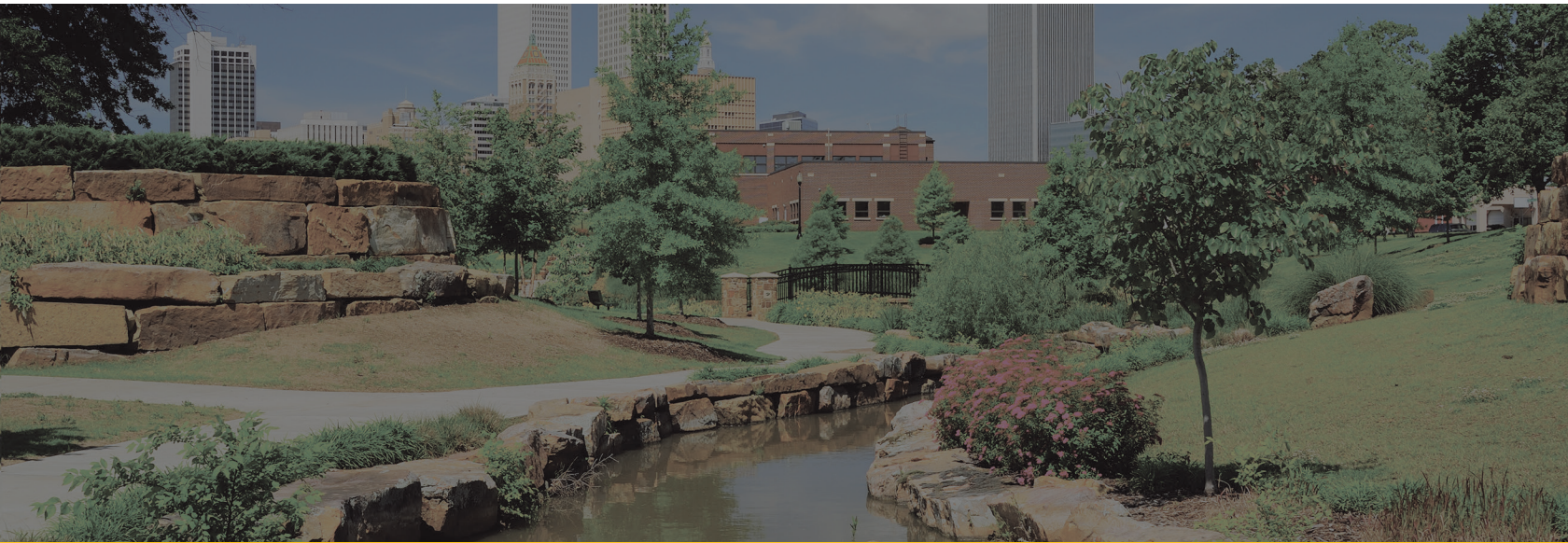
To ensure random sampling of the adult population in Tulsa, the person aged 18 and older with the next birthday within a household was asked to fill out the survey.

Gallup weighted the sample to correct for unequal selection probability and nonresponse. Gallup weighted the final samples to match the Tulsa population according to gender, age, race, Hispanic ethnicity and education. Demographic weighting targets are based on the most recent current population figures for the aged 18 and older Tulsa resident population published by the United States Census Bureau. For results based on the total sample size of 4,428 adults, the margin of sampling error is  $\pm 2.0$  percentage points at the 95% confidence level. The margin of error reflects the computed design effects for weighting. In addition to sampling error, question-wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

<sup>2</sup> Peer cities are defined by the Tulsa City Council: <http://www.tulsacouncil.org/research--policy/resources/quality-of-life-reports.aspx>

<sup>3</sup> <https://www.gallup.com/175196/gallup-healthways-index-methodology.aspx>

## THE STATE OF ACCESS IN TULSA



Any thriving city must make sure a high quality of life is available for all of its citizens. While difficult to obtain, this goal requires that all residents have access to basic needs and key services essential to thriving in their personal lives. To track and inform improvements, the Gallup-Tulsa CitiVoice Index provides baseline measures of critical outcomes such as overall well-being and access to food, healthcare and housing, as well as municipal facilities and services.

### HALF OF TULSANS ARE THRIVING IN THEIR WELL-BEING

To provide a basic indicator of Tulsans' subjective well-being, residents were asked to think of a zero-to-10 "ladder" scale,<sup>4</sup> where zero represents the worst possible life for them and 10 the best possible life. Residents were asked first to rate their current lives on that scale and then to predict where they think their lives will be five years in the future.

Overall, 50% of Tulsans are classified as thriving, 46% are struggling and 4% are suffering.<sup>5</sup> However, Tulsa lags in the percentage of residents with strong, consistent and progressing well-being. When compared to 2017 results from the Gallup-Sharecare Well-Being Index, Tulsa has fewer residents classified as thriving than peer cities, as well as state and national benchmarks.<sup>6</sup>

<sup>4</sup> Based on the Cantril Self-Anchoring Striving Scale (Cantril, 1965)

<sup>5</sup> Respondents are classified by Gallup as "thriving" if they rate their current life a 7 or higher and their future life an 8 or higher. Respondents are classified as "suffering" if they rate their current life 0 to 4 and their future life 0 to 4. Those who are neither "thriving" nor "suffering" are classified as "struggling."

<sup>6</sup> National results from the Gallup-Sharecare Well-Being Index are from telephone surveys conducted in 2017. While the Gallup-Tulsa CitiVoice Index was a mail survey fielded in July-August 2018, the same percentage of Tulsans are classified as thriving (50%) on both surveys.

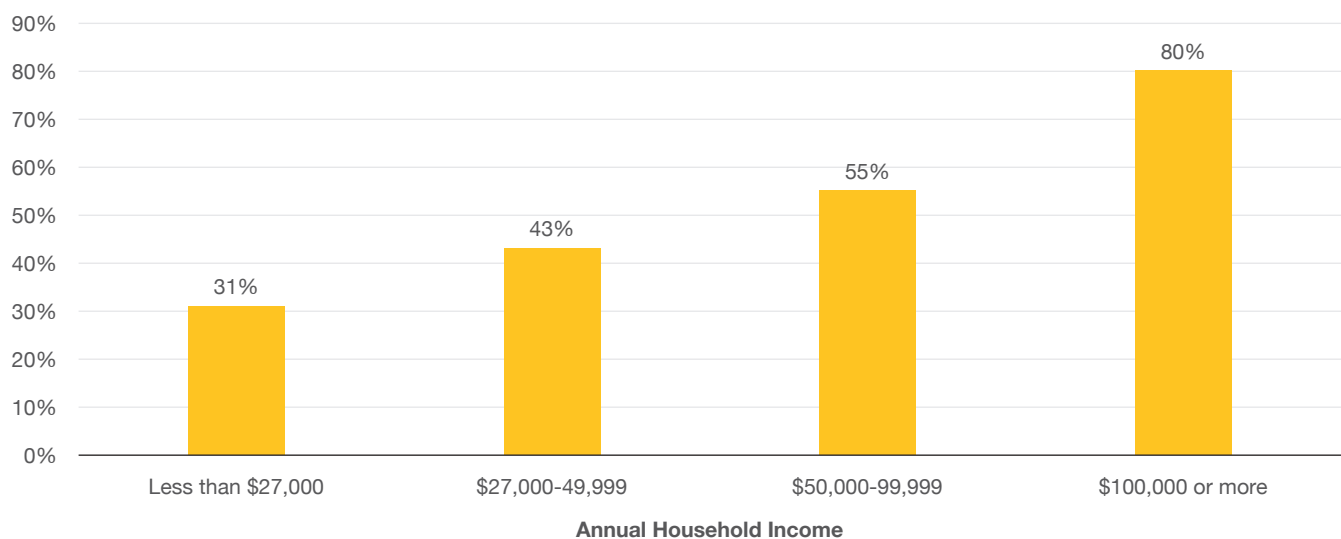


## Life Evaluation Index (% Thriving)



However, there are significant differences in subjective well-being among different groups in Tulsa. In particular, socio-economic factors appear to drive disparities in life evaluation. Eight in 10 Tulsans with an annual household income of \$100,000 or more are classified as thriving, compared to 31% of those with an annual household income of \$27,000 or less.

## Life Evaluation Index By Household Income (% Thriving)



While this difference in subjective well-being between income groups is not entirely surprising, the gap highlights the importance of capturing perceptions around access to basic needs and delivery of key services, especially among Tulsa's more vulnerable residents.

## SOME TULSANS OFTEN LACK ACCESS TO BASIC NEEDS AND KEY SERVICES

Tulsa is known as a city with a low cost of living, but many Tulsans have difficulty affording basic necessities like shelter, food and healthcare.

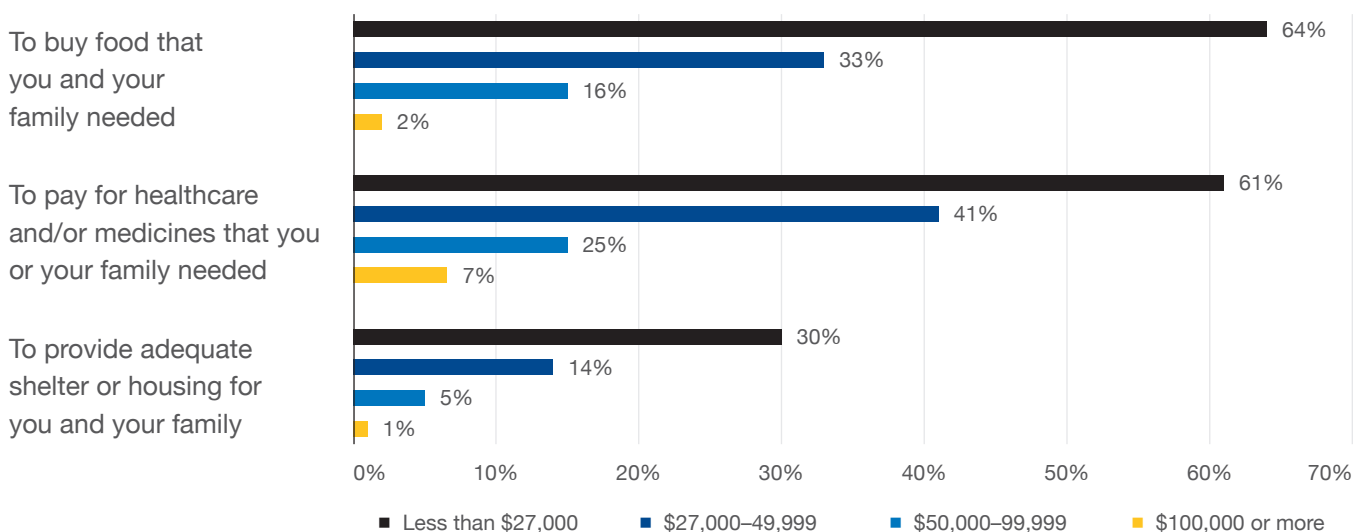
*Roughly one-third of residents say there have been times in the past twelve months when they did not have enough money to buy food (31%).*

In 2017, 16% of Americans and 20% of Oklahomans reported not having enough money to buy food in the past year.<sup>7</sup> This suggests that food insecurity in Tulsa is higher than both state and national levels.

Additionally, over a third of Tulsans (36%) have experienced a time in the past twelve months when they did not have enough money to pay for healthcare and/or medicines for themselves or their families. Fourteen percent report times in the past twelve months when they were unable to provide adequate shelter for themselves and their family. Despite having low housing costs, when compared to peer cities,<sup>8</sup> a significant number of Tulsans experienced challenges with housing affordability over the past year.

For those earning less than \$27,000 in annual household income, the inability to afford basic necessities is widespread. More than six in 10 Tulsans lacked money at times for food (64%) or healthcare/medicine (61%) in the past twelve months, while three in 10 say the same about housing.

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



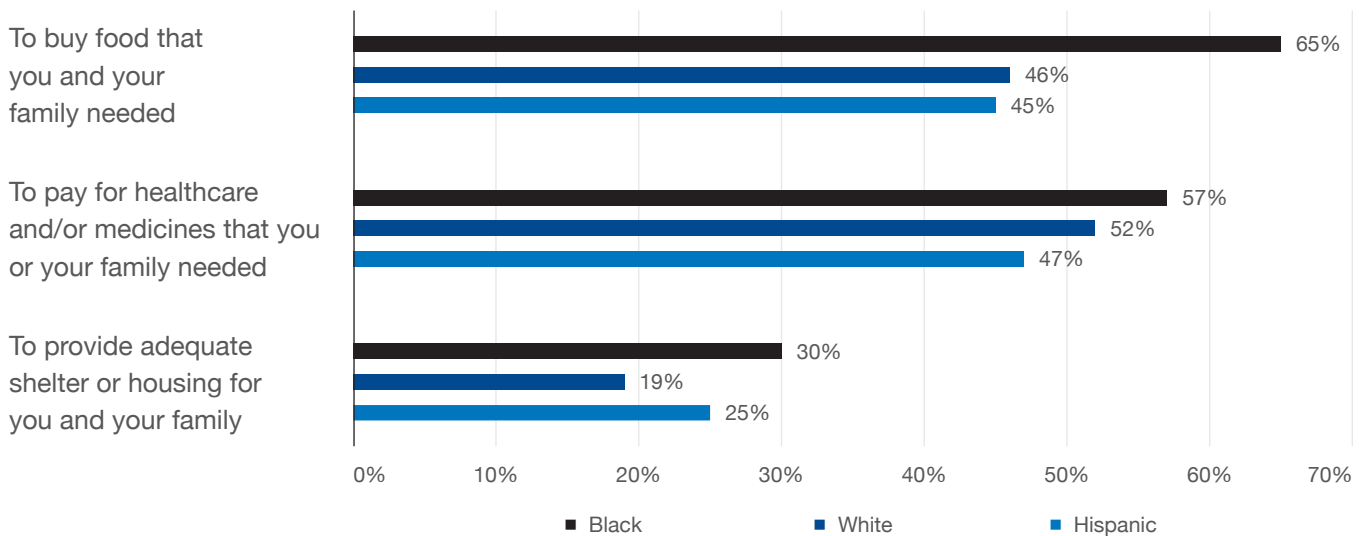
<sup>7</sup> 2017 Gallup-Sharecare Well-Being Index

<sup>8</sup> Tulsa City Council, 2014–16 Term. "The Quality of Life Report: A Foundation for Policy Development." Retrieved from [http://www.tulsacouncil.org/media/113154/QoL%20Report%20Presentation%20\(1-14-14%20Complete\).pdf](http://www.tulsacouncil.org/media/113154/QoL%20Report%20Presentation%20(1-14-14%20Complete).pdf)



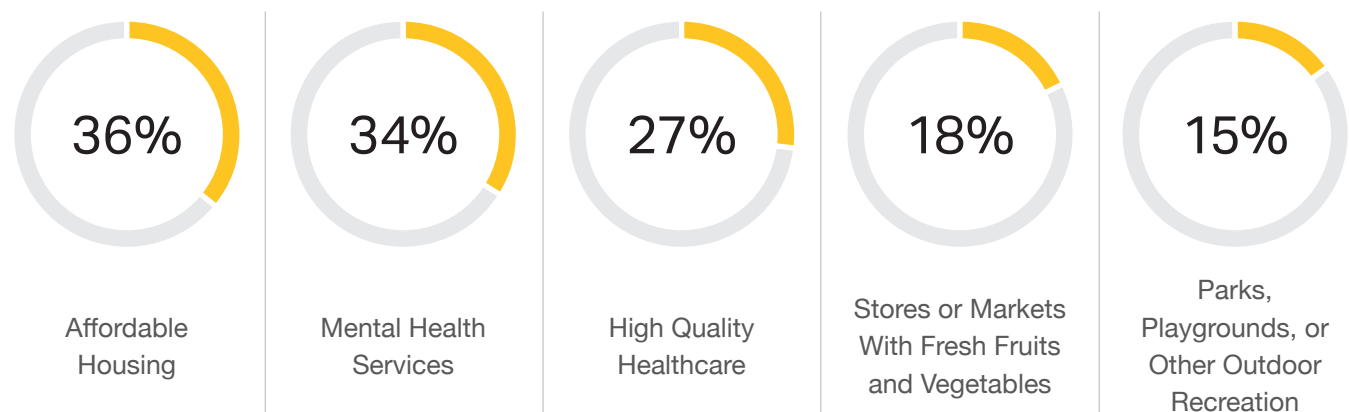
Racial differences in ability to afford food and shelter exist even after taking economic factors into account. Among those with an annual household income of less than \$50,000, 65% of black residents report times they lacked money in the past year for food and 30% for shelter or housing, compared to 46% and 19% of white residents, respectively.

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



Accessibility of key resources and opportunities in the local area mirror the challenges in affording basic needs like shelter, food and healthcare. More than one in three Tulsans characterize affordable housing (36%) and mental health services (34%) as difficult or very difficult to access in the area where they live, followed by high-quality healthcare (27%).

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

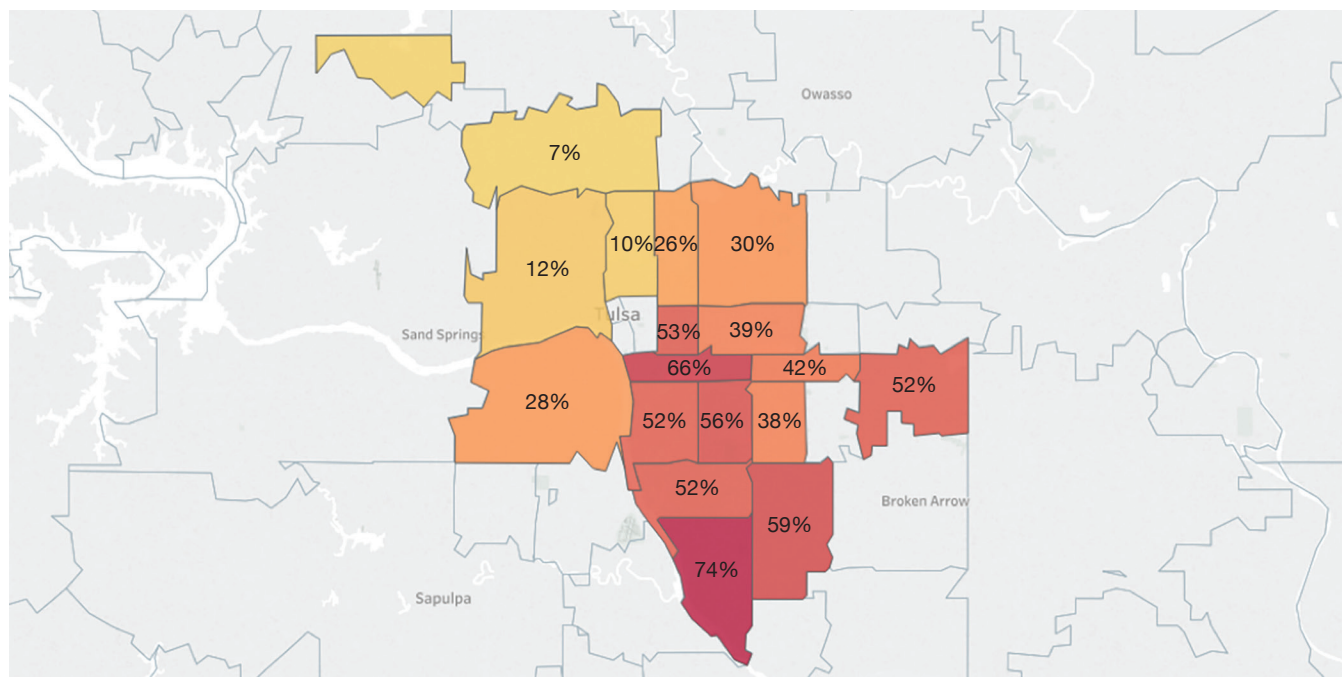


In terms of affordable housing, nearly half of black residents (48%) and those with a household income of less than \$27,000 (48%) say it was difficult or very difficult to find in the area where they live.

One factor related to perceptions of housing affordability is home ownership. Roughly half of renters (48%) say finding affordable housing is difficult or very difficult, compared to 27% of homeowners. Four in 10 black residents own their own home, compared to 63% of white and 59% of Hispanic residents. Even among those with a household income of less than \$50,000, household ownership remains higher among white (45%) than black (32%) residents.

**While most Tulsans have easy access to stores or markets with fresh fruits and vegetables, it remains an acute challenge for many black residents.** Compared with white (14%) and Hispanic (13%) residents, nearly three times the percentage of black residents (46%) say finding stores or markets with fresh fruits and vegetables in the area where they live is difficult or very difficult. This gap in access persists even when controlling for household income. Furthermore, there are significant geographic disparities in access to fresh fruits and vegetables — only one in ten residents in parts of North Tulsa report that it is very easy to access these healthy foods compared to zip codes in South Tulsa, where up to 74% of residents find it very easy.

### 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)

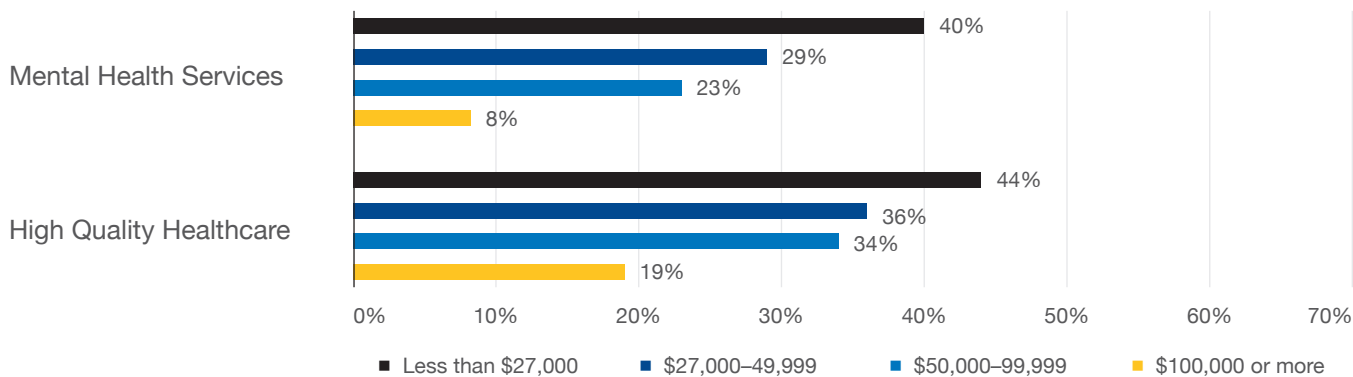


Results mapped by ZIP code and reflect the responses of residents within the City of Tulsa limits only. The following ZIP codes with fewer than 100 responses are excluded from the map: 74055, 74103, 74108, 74116, 74119, 74120, 74128, 75130, 74132 and 74146.



Regarding high-quality healthcare and mental health services, access is strongly related to household income. Among residents earning less than \$27,000 annually, 40% and 44% say it is difficult or very difficult to access high-quality healthcare and mental health services in their area, respectively, compared to 8% and 19% of those with a household income of \$100,000 or more.

**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)**



*83% of residents say it is easy or very easy to get around in Tulsa.*

General mobility is an area where Tulsa performs well: 83% of residents say it is easy or very easy to get around in Tulsa. However, accessibility gaps remain. Thirty percent of Tulsans living in households earning less than \$27,000 find it difficult or very difficult to get around in Tulsa, which is more than twice the percentage of those in households earning between \$27,000 and \$49,999 (14%). Around a quarter (23%) of residents who walk or bike four or more days a week find it difficult or very difficult to get around the city.

Tulsans outside of the workforce are also more likely to experience challenges getting around the city: 26% of unemployed residents and 20% of retired residents find it difficult or very difficult to get around Tulsa. Therefore, an improved transportation network in Tulsa would help address this potential barrier to employment, as well as the mobility challenges faced by the city's retired population.

## ACCESSING QUALITY EDUCATION AND CHILDCARE IS A CHALLENGE FOR MANY RESIDENTS

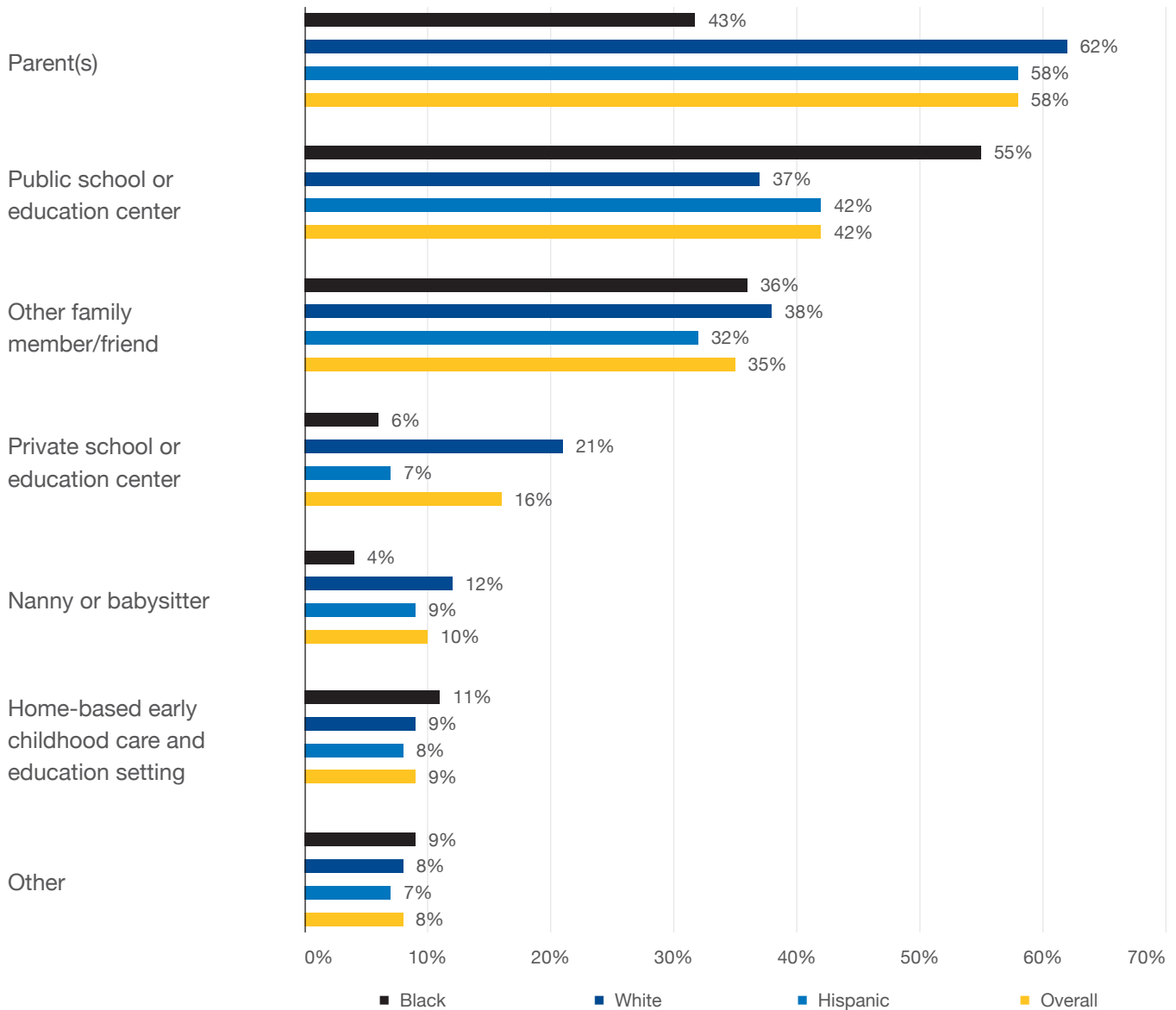
Providing a safe and supportive environment that allows children to reach their full potential is a critical component for generating sustainable and equitable prosperity in the future. The Birth to Eight Strategy for Tulsa (BEST) encapsulates a comprehensive approach to early childhood development.



An essential component to creating a cycle of opportunity that increases intergenerational mobility is access to quality, affordable childcare and early childhood education. Yet 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 the city. This is true for all household income categories less than \$100,000 a year. In contrast, around three in 10 Tulsans with a household income greater than \$100,000 find it very difficult (9%) or difficult (22%) to afford high-quality childcare or education.

When describing the childcare or education setting of their children age eight or younger, the most common response is parent(s) (58%), followed by a public school or education center (42%) and other family member or friend (35%). White parents are most likely to list parent(s), followed by other family member/friend and a public school or educational center. In contrast, black parents with young children are most likely to list a public school or education center, followed by parents(s) and other family member/friend.

**Which of the following best describes the childcare or education your children, age 8 or younger, currently receive? Please include care they receive at school or daycare, and care they receive after school or daycare. (Please mark all that apply)**

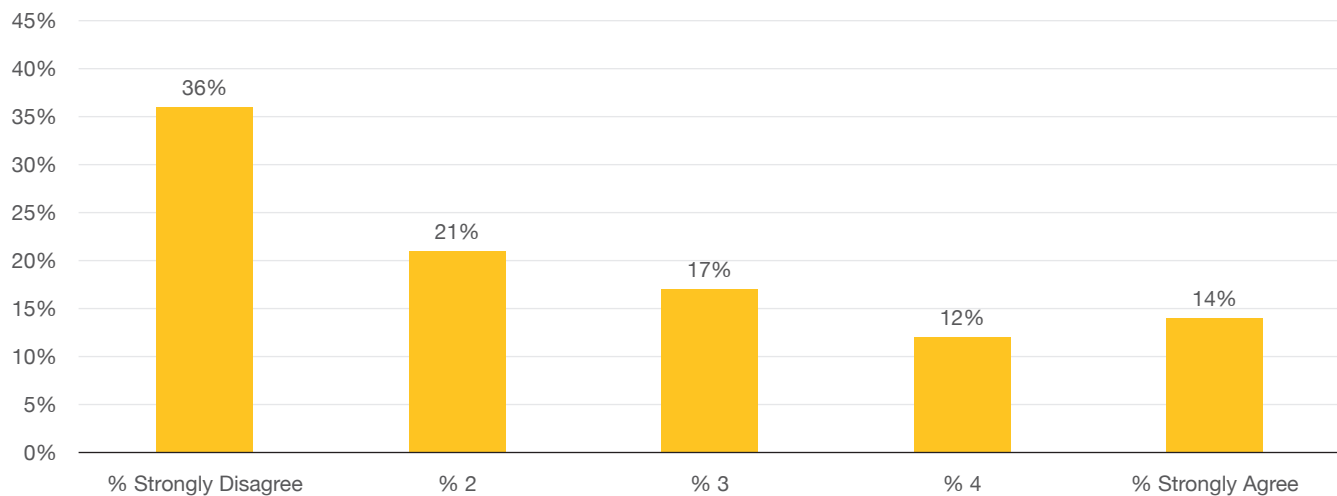




The integral role public schools and education play in providing residents support in childcare reveals a potential scarcity in service. Fifty-nine percent of black residents find it difficult or very difficult to find extracurricular activities outside of school for children and teenagers in the area where they live, compared to 33% of white and 39% of Hispanic residents.

When asked whether all children in Tulsa have access to high-quality public K-12 schools, more than twice as many residents who expressed an opinion strongly disagree or disagree (58%) than strongly agree or agree (25%). Education level drives attitudes toward accessibility of high-quality education in public schools, ranging from 45% of residents with a high school education or less who strongly disagree or disagree to 72% of those with a postgraduate education.

### All children in Tulsa have access to high-quality public K-12 schools.



Overall, fewer residents say public K-12 schools (39%) have a positive or very positive impact on the area where they live compared with local colleges and universities (53%) or large businesses or corporations (46%). In contrast to the perception of low accessibility to high-quality public education from early childhood through high school, over half of residents who expressed an opinion 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



While it is critical to ensure Tulsa residents have access to basic needs and educational opportunities, even more is required to turn Tulsa into a global destination to work and live. To reach this goal, Tulsa must ensure growth and improvement at the local level, provide a strong environment for employees and entrepreneurs, and actively address issues that may lead residents to move away from the city.

### MOST RESIDENTS SEE TULSA AS AN IMPROVING CITY AND A DESTINATION TO LIVE AND VISIT

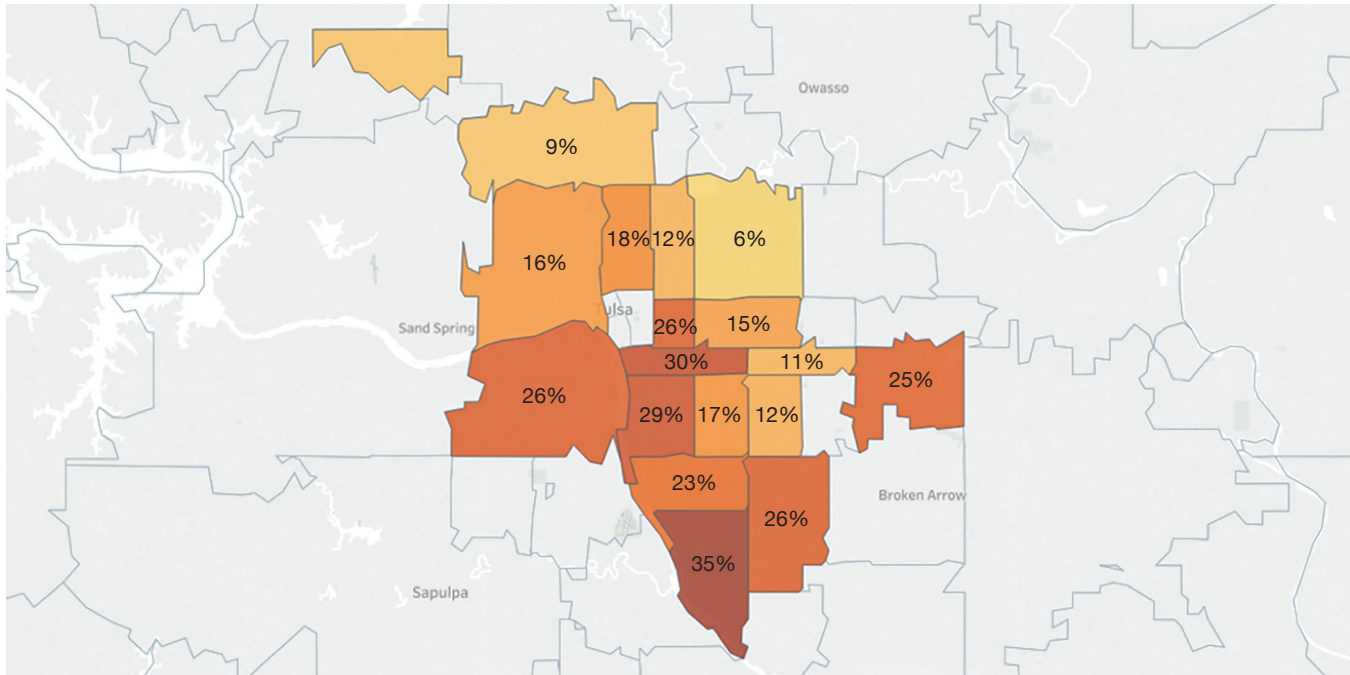
The ability to attract and retain young, talented residents, as well as foster a sense of belonging, ensures a vibrant urban landscape. Greater human and social capital help cities thrive by producing positive spillover effects that benefit local communities in tangible ways, like increased productivity, higher wages and civic engagement.<sup>9</sup>

Overall, the sense of attachment to Tulsa and the local community is an encouraging sign for the city's future. Nearly half of Tulsans (47%) strongly agree or agree that Tulsa is the perfect place for them, while only 18% strongly disagree or disagree.

Similarly, 47% strongly agree or agree that the area where they live in Tulsa is the perfect place for them, while 27% strongly disagree or disagree. However, there are substantial geographic differences in how residents feel about the area where they live. Residents of ZIP codes located in South Tulsa and Midtown are those most likely to strongly agree that the area where they live in Tulsa is the perfect place for them.

9 Moretti, E. (2004). Human capital externalities in cities. In Handbook of Regional and Urban Economics (Vol. 4, pp. 2243-2291). Elsevier.

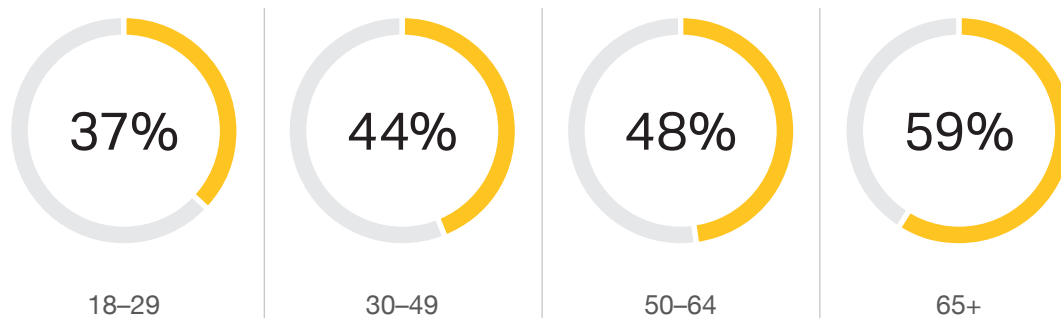
### The area where I live in Tulsa is the perfect place for me. (% Strongly agree)



Results mapped by ZIP code and reflect the responses of residents within the City of Tulsa limits only. The following ZIP codes with fewer than 100 responses are excluded from the map: 74055, 74103, 74108, 74116, 74119, 74120, 74128, 75130, 74132 and 74146.

Additionally, older, educated Tulsans are more likely to feel this sense of belonging to the city as a whole. The share of residents who consider the city of Tulsa the perfect place for them increases across age brackets — 37% of 18-29 year olds strongly agree or agree versus 59% of those who are 65 and older. When asked specifically whether the area where they live in Tulsa is the perfect place for them, young Tulsans between 18-29 years old are as likely to agree (37%) as disagree (36%).

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

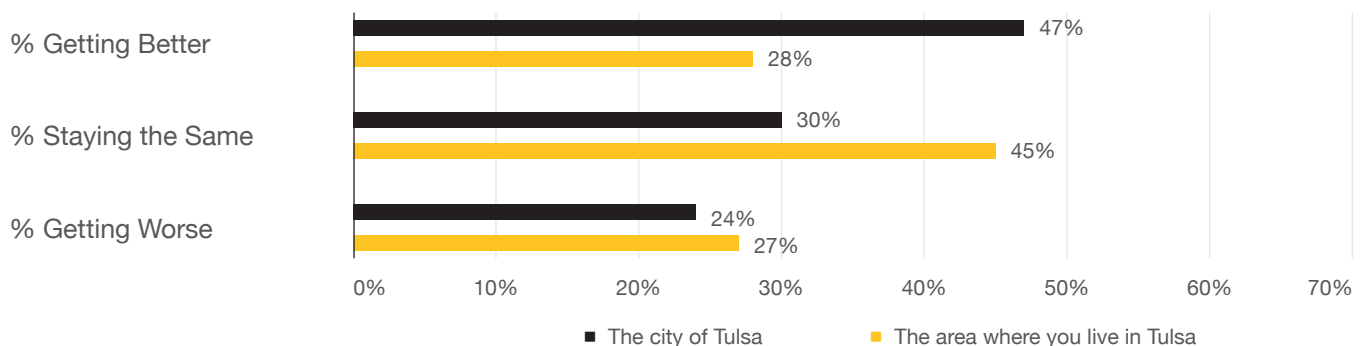




Regarding educational attainment, 58% of college graduates with an opinion strongly agree or agree that Tulsa is the perfect place to live, compared to 44% of non-college educated residents.

When asked about the direction the city and area where they live is heading, residents are more likely to say the city of Tulsa is getting better than the area where they live in Tulsa. Nearly twice as many Tulsans (47%) believe the city of Tulsa is getting better as a place to live than getting worse (24%). In contrast, just as many residents are as likely to say the area where they live is getting better (28%) as getting worse (27%).

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



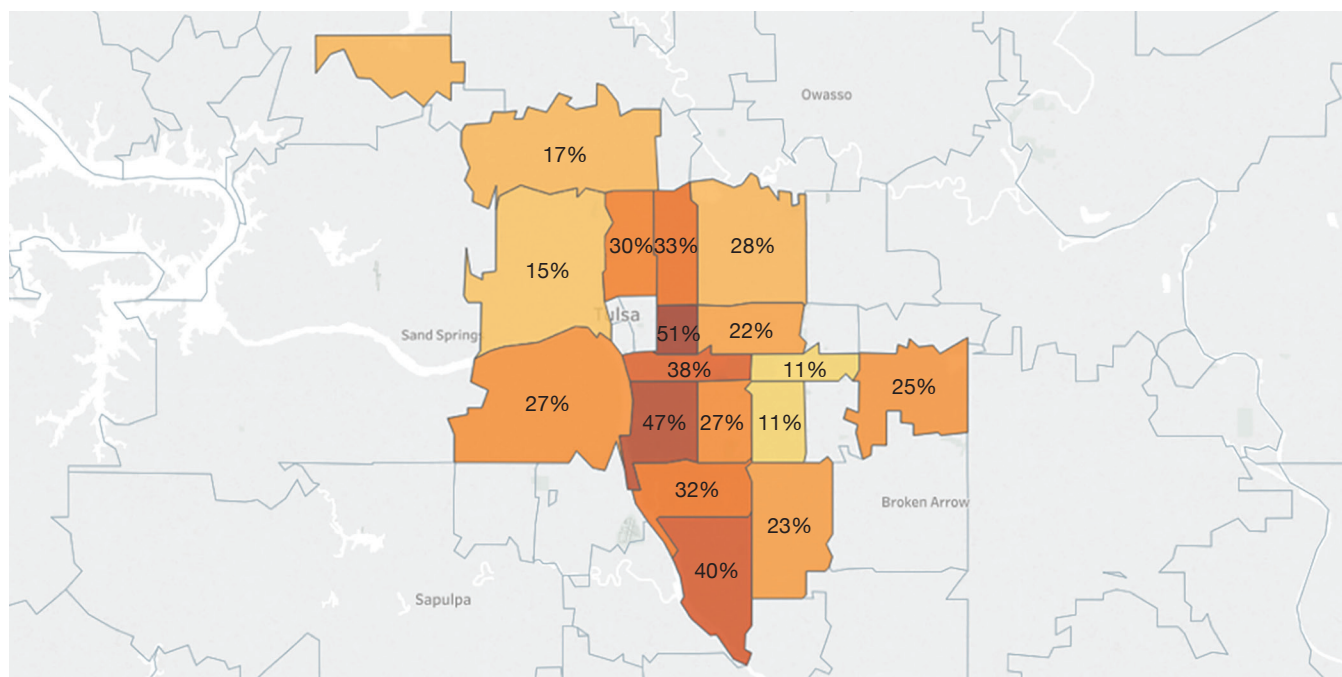
\* Due to rounding, percentages may not equal 100%.

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

Concerning citizens' perspective of the city's trajectory, residents in every income category are more likely to say the city of Tulsa is getting better than getting worse. However, those with the highest household income (\$100,000 or more) are much more likely than residents with a household income of \$27,000 or less to say the city of Tulsa is getting better: 70% vs. 36%, respectively.

Additionally, there is significant variation in how residents in different parts of Tulsa view progress in the area where they live. In areas such as Midtown and East of Downtown, residents are much more likely to view the area where they live as getting better, especially when compared to residents in other parts of the city, such as East 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)**



Results mapped by ZIP code and reflect the responses of residents within the City of Tulsa limits only. The following ZIP codes with fewer than 100 responses are excluded from the map: 74055, 74103, 74108, 74116, 74119, 74120, 74128, 75130, 74132 and 74146.

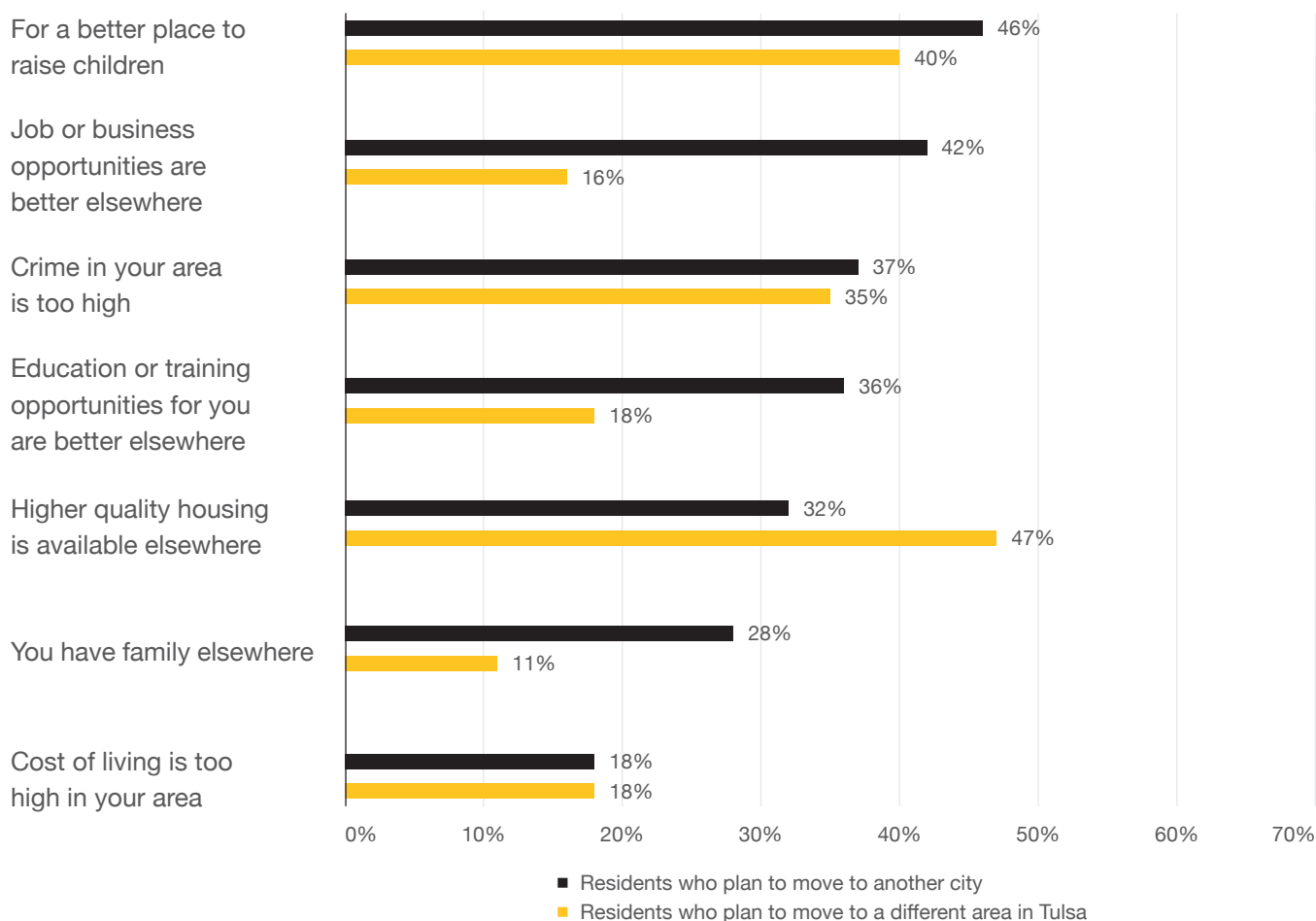
This generally positive assessment of the city helps explain why many Tulsans plan to remain in the city over the next five years. Almost half of residents (49%) say they plan to continue living in their current area for the next five years, while 16% say they plan to move to another city, 15% plan to move to a different area in Tulsa and 20% do not know.

Age plays a significant role in whether a current resident says they plan to move to another city in the next five years, with 29% of young residents 18-29 years old saying they had such plans, compared to 18% between 35-49, 11% between 50-64 and 7% of residents 65 and older.

When asked why they would move to another city, the most frequently cited major reason is for a better place to raise children (46%), followed by job or business opportunities are better elsewhere (42%), crime in the area is too high (37%) and education and training opportunities are better elsewhere (36%).

While many residents who say they plan to move to a different area in Tulsa in the next five years also cite a better place to raise children (40%) as a major reason, availability of higher-quality housing elsewhere (47%) and high crime rates in the area (35%) are also common responses.

### Is each of the following a reason for why you plan to move in the next five years? (% Major reason)



*Almost eight in 10 residents would recommend Tulsa to a friend or associate as a place to visit (78%) and live (77%).*

Despite these push factors, most Tulsans still express a strong sense of attachment to the city, as reflected by the willingness of almost eight in 10 residents to recommend the city to a friend or associate as a place to visit (78%) and live (77%). An important factor affecting resident recommendations of Tulsa is race. Black residents are slightly less likely to recommend Tulsa as a place to visit (71%) and live (60%), compared to white (79% and 80%, respectively) and Hispanic (84% and 85%, respectively) residents.

Nevertheless, the deep reservoir of hometown pride is a valuable resource to boost city tourism and attract more young and talented individuals to settle in Tulsa.



## TULSA IS A GOOD ENVIRONMENT TO FIND A JOB, START A BUSINESS

Tulsa seeks to secure a prosperous future for its residents by fostering a vibrant economic environment that provides good job opportunities and encourages high-value growth in existing and new businesses. Overall, Tulsans hold a positive attitude on finding jobs and starting a business in Tulsa.

In terms of finding a job in Tulsa, 52% of those who expressed an opinion strongly agree or agree that now is a good time to find a job, while 19% strongly disagree or disagree. Compared to white (53%) and black (44%) residents, Hispanic residents who expressed an opinion (66%) are more likely to strongly agree or agree that now is a good time to find a job in Tulsa.

*Tulsans most familiar with the reality of running a business are more likely to agree that Tulsa is a good environment for entrepreneurs.*

Similarly, 58% of residents strongly agree or agree that Tulsa is a good place to start a business, compared to 16% who disagree or strongly disagree. A majority of full-time self-employed (66%) and part-time self-employed residents (62%) who expressed an opinion say Tulsa is a good place to start a business, compared to 57% of those employed by an employer and 58% of unemployed residents.

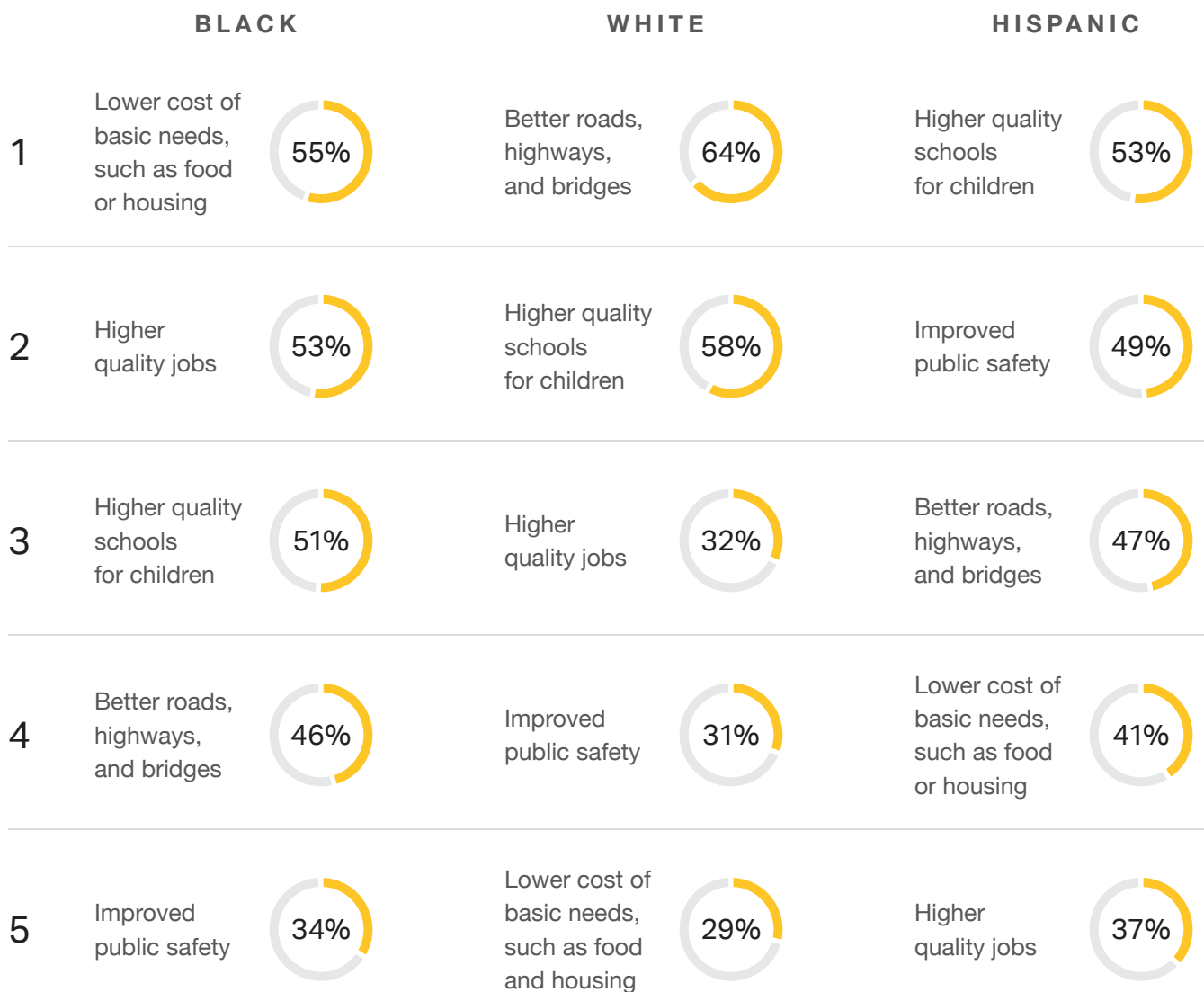
## WHERE DOES TULSA HAVE THE MOST NEED FOR IMPROVEMENT?

When asked to identify up to three issues most needed to improve Tulsa, the majority of residents say better roads, highways, and bridges (59%) and higher-quality schools for children (56%) are needed most. The next three most-cited categories are higher-quality jobs (36%), improved public safety (35%) and lower cost of basic needs, such as food and housing (35%). Despite the broad consensus over the top-two cited issues, race and income level affect perceptions on areas where Tulsa can improve most.

In line with the findings described earlier in this report, 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%). Tulsans with a household income of \$100,000 or more also identify higher-quality schools for children and better roads, highways and bridges, but at a much higher rate (74% and 68%, respectively).

Black residents identify lower cost of basic needs (55%) and higher-quality jobs (53%) as the two most-needed areas to improve Tulsa. Considerably fewer white and Hispanic residents share the perspective on higher-quality jobs (32% and 37% respectively). Meanwhile, nearly half of Hispanic residents (49%) identify improved public safety, a concern voiced by fewer of their white (31%) or black (34%) counterparts.

**Which of the following are most needed to improve Tulsa?**  
**Please mark up to THREE responses. (Top five responses)**



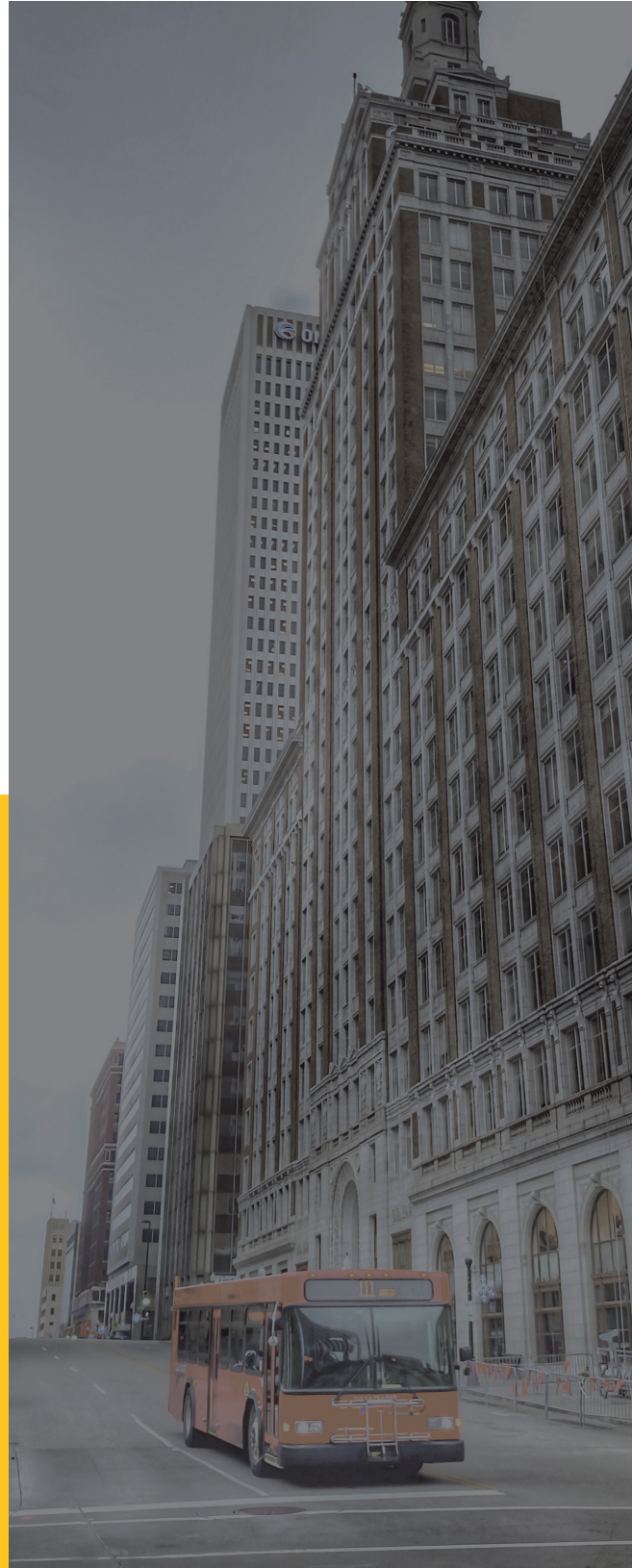
## CIVIC SUPPORT FOR A THRIVING TULSA

A vital component of any thriving city is the presence of a strong support system that not only ensures that basic needs are met, but also that residents have the opportunity to thrive and feel safe in their community. This support system often has many components, such as city institutions, local organizations and personal networks that work together to improve resident outcomes.

### LOCAL GOVERNMENT SERVICES LAG OTHER ORGANIZATIONS IN PERCEIVED COMMUNITY IMPACT

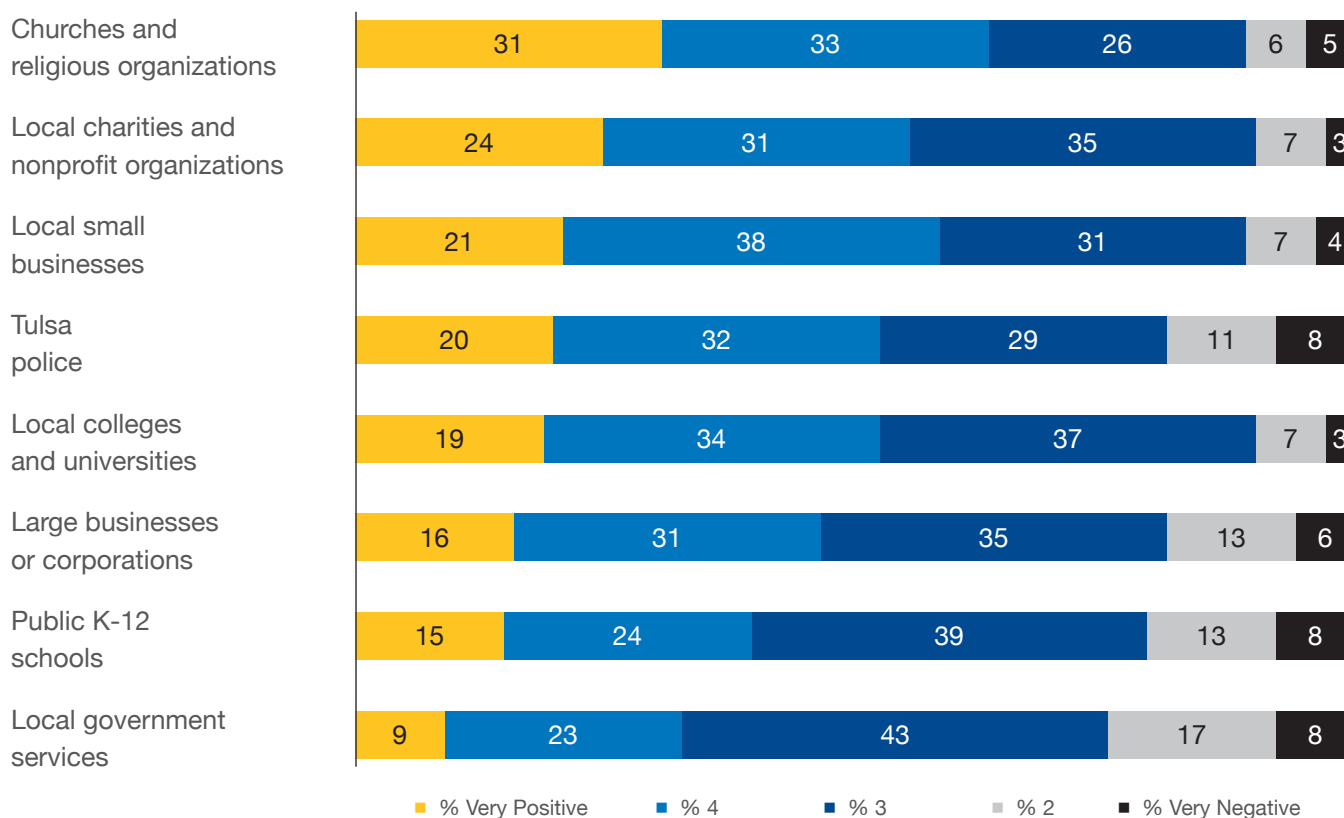
Effective local institutions strengthen communities by providing residents with services, skills and opportunities to attain a better quality of life. When asked what kind of impact various institutions have on the area where they live, 63% say churches and religious organizations have a very positive or positive effect, followed by local small businesses (58%) and local charities and nonprofit organizations (54%).

Out of all local institutions, residents are least likely to see local government services making a positive impact on the area where they live. Less than one-third of Tulsa residents believe local government services have a very positive (9%) or positive (23%) impact on the area where they live, while one-quarter perceive a very negative (8%) or negative (17%) impact.





**In your opinion, what kind of impact do each of the following institutions have on the area where you live in Tulsa?\***



\* Due to rounding, percentages may not equal 100%.

Similarly, a minority of residents hold positive views about Tulsa's leadership. Fewer Tulsans strongly agree or agree (27%) that city leaders in Tulsa care about what people like them think, compared to 36% who strongly disagree or disagree. However, while most Tulsans trust their city leaders a lot (8%) or some (48%), the rest of residents say they trust city leaders not much (30%) or not at all (14%).

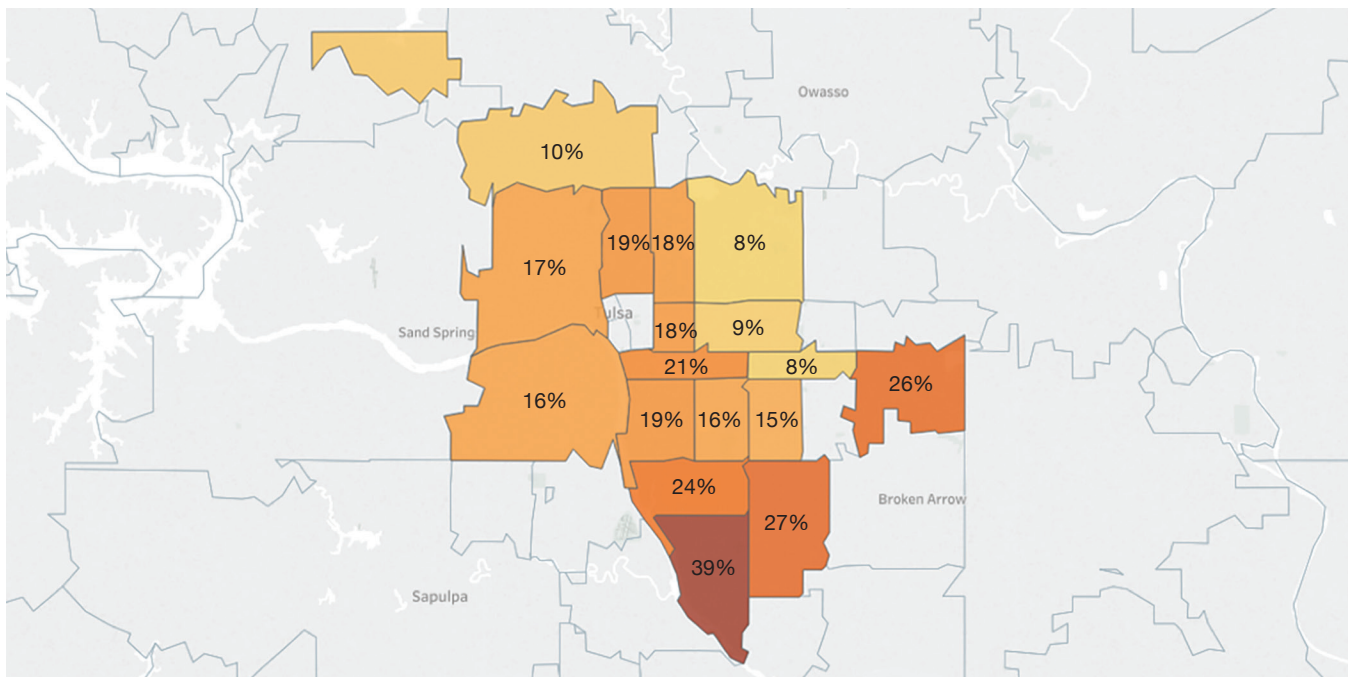
Age and race significantly shape these perceptions of Tulsa's city leaders. Younger residents aged 18-29 years old are less likely to strongly agree or agree (22%) that city leaders care about what people like them think than older residents, age 65 and above (37%). In turn, younger residents trust city leaders not much (33%) or not at all (17%), compared to older residents (25% and 8%, respectively).

Black residents are also less likely to have positive assessments of city leadership. Almost 50% strongly disagree or disagree that city leaders in Tulsa care about what people like them think, compared to 29% of Hispanic and 34% of white residents. Similarly, almost six in 10 of black residents say they trust city leaders not at all or not much, compared to 44% of Hispanic and 40% of white residents.

## RESIDENTS HAVE VARYING PERCEPTIONS ON SAFETY, POLICING AND RACE RELATIONS

An essential aspect for fostering growth and well-being across all communities in Tulsa is the ability to make residents feel safe and secure. While 44% agree or strongly agree that the area where they live is always safe and secure, a substantial share of Tulsans (31%) disagree or strongly disagree. Perceptions of safety and security are strongly related to geography: residents in South Tulsa ZIP codes are more likely to strongly agree that they always feel safe and secure in the area where they live.

### I always feel safe and secure in the area where I live in Tulsa. (%Strongly agree)



Results mapped by ZIP code and reflect the responses of residents within the City of Tulsa limits only. The following ZIP codes with fewer than 100 responses are excluded from the map: 74055, 74103, 74108, 74116, 74119, 74120, 74128, 75130, 74132 and 74146.

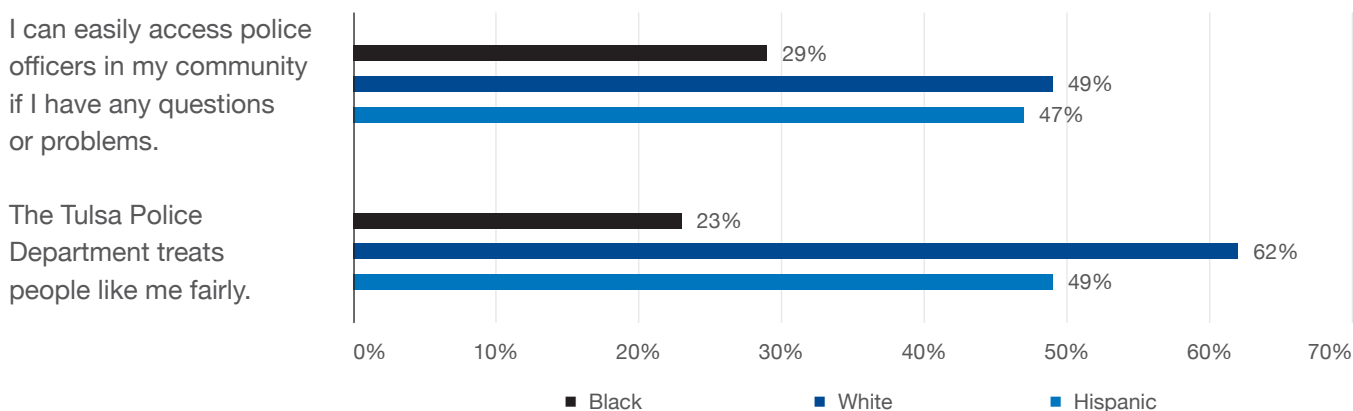
However, general trust in the police is high, with 43% saying they trust the police a lot and 35% some, but these positive sentiments are not uniform across Tulsa's diverse communities. In particular, only 18% of black residents trust Tulsa's police department a lot, compared to 39% of Hispanic and 49% of white residents. Conversely, 46% of black residents trust Tulsa's police department not at all or not much, compared to 22% of Hispanic and 16% of white residents.

Differences in attitudes concerning accessibility to police officers when questions or problems arise also fall along racial lines. Less than three in ten black residents agree or strongly agree that they have easy access to police officers in their community, while nearly half of white and Hispanic residents feel similarly (49% and 47%, respectively).

A central challenge is the lack of easy access to police officers to residents who do not always feel safe in the area where they live. Less than one in four residents (24%) who sometimes feel unsafe agree or strongly agree that they can easily access police officers in their community if they have any questions or problems. In contrast, 54% of residents who feel safe and secure in the area where they live agree or strongly agree that police officers are easily accessible.

Tulsa's new community policing initiative is intended to reduce this disparity in accessibility by assigning police officers to liaison frequently with these local communities.<sup>10</sup>

### % Strongly Agree or Agree



While the majority of Tulsans (54%) believe the Tulsa Police Department treats people like them fairly, black residents feel the opposite. Fifty-three percent disagree or strongly disagree that the Tulsa Police Department treats people like them fairly, which is twice the percentage of Hispanic residents (26%) and three times the percentage of white residents (18%). This gap is perhaps the starkest indicator revealing the distinct patterns of trust toward the police.

This tension mirrors perceptions of the overall racial climate in Tulsa. Twice as many Tulsans describe the interaction between people of different races and ethnicities as excellent or good (40%) rather than poor (18%). However, this perspective does not reflect the viewpoint of many black Tulsans, of whom 32% say interactions between different races and ethnicities are poor, compared to 21% of Hispanic and 14% of white residents. Conversely, white and Hispanic residents are more likely (43% and 41%, respectively) to say interactions between people of different races and ethnicities are excellent or good than black residents (20%).

<sup>10</sup> City of Tulsa. Community Policing Dashboard. Retrieved from: <https://www.cityoftulsa.org/government/performance-strategy-and-innovation/dashboards/community-policing>



## ACCESS TO LOCAL NONPROFITS AND PERSONAL NETWORKS ARE KEY TO HIGHER WELL-BEING

Given Tulsans' mixed attitudes toward local political institutions, strong personal networks and awareness of local organizations focused on the provision of basic needs are essential to contributing to resident well-being.

Twice as many Tulsans who expressed an opinion (54%) strongly agree or agree that there is a local organization they know that they can turn to if they needed help getting healthcare, housing or food than strongly disagree or disagree (26%). Similarly, almost three times as many Tulsans (65%) strongly agree or agree they know someone living near them, other than people in their household, who they could turn to for help if they were facing a personal crisis than strongly disagree or disagree (24%).

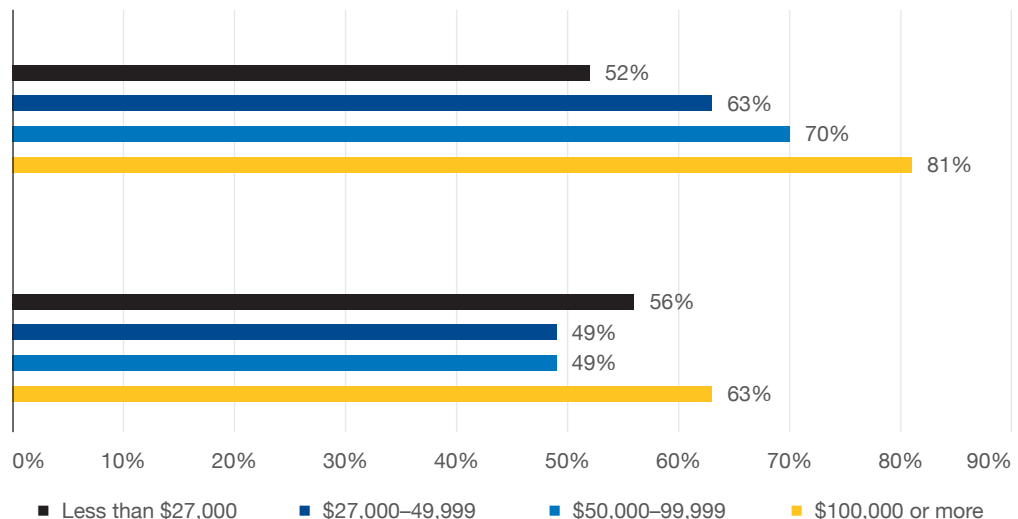
However, not all Tulsans who expressed an opinion have the same degree of awareness and access to these resources. For instance, around half of Tulsans (52%) with a household income of \$27,000 or less agree or strongly agree that they know someone who could assist them in a personal crisis, compared to around eight in 10 with a household income of \$100,000 or more.

The gap in awareness of local organizations offering basic services is less pronounced by socio-economic group, but only around half of residents with less than \$27,000 in household income, who arguably could benefit most from these services, agree or strongly agree that they are aware of such organizations.

### % 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.

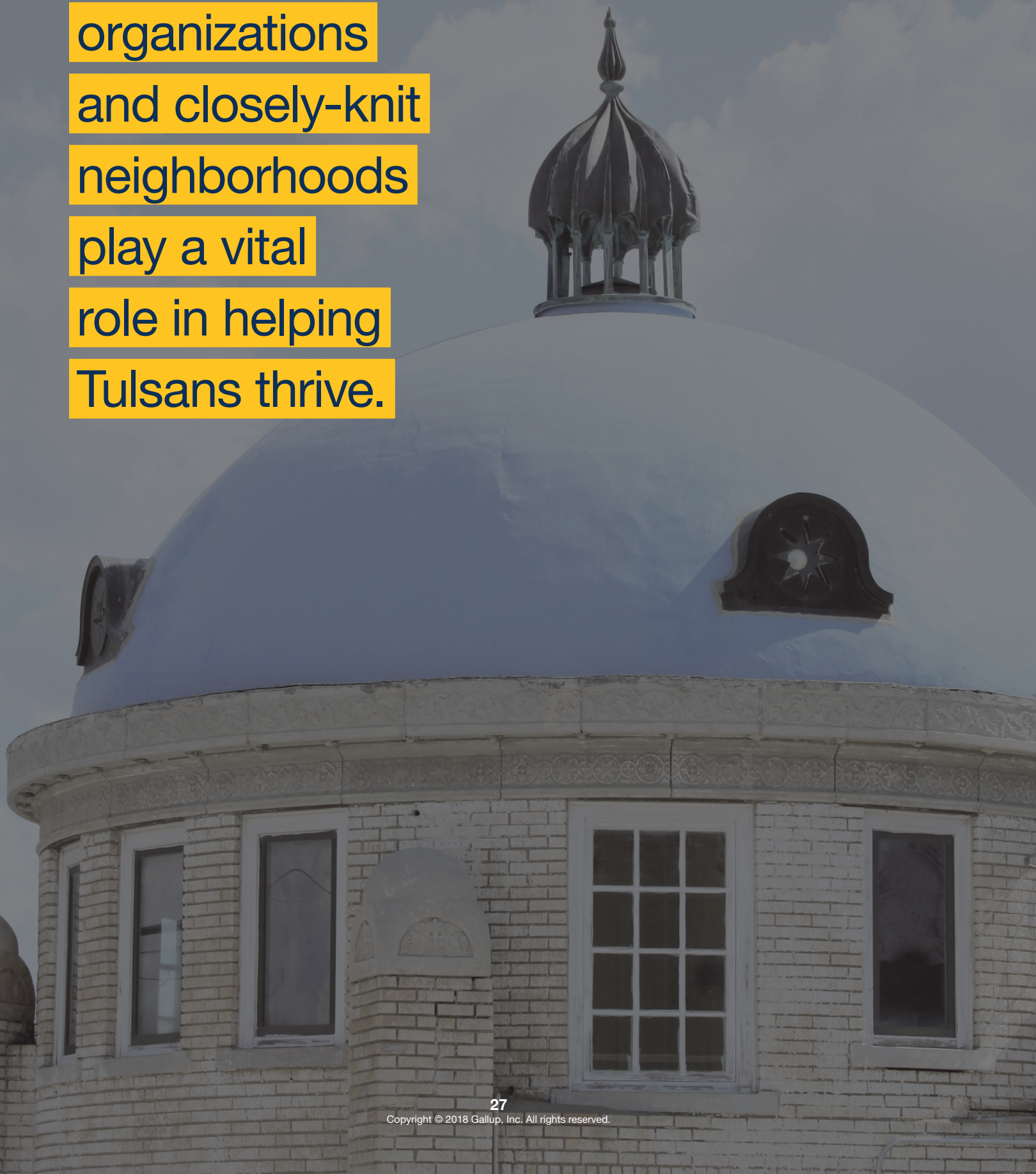
There is a local organization I know that I can turn to if I needed help getting healthcare, housing or food.



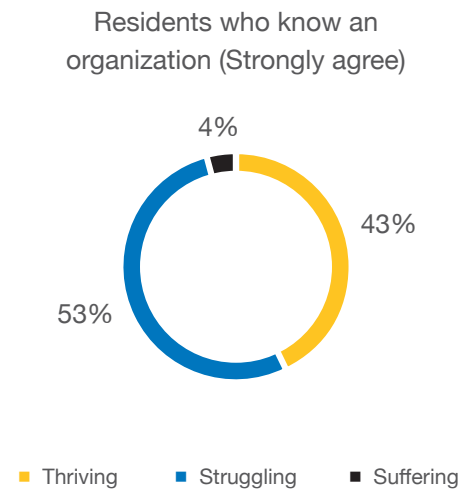
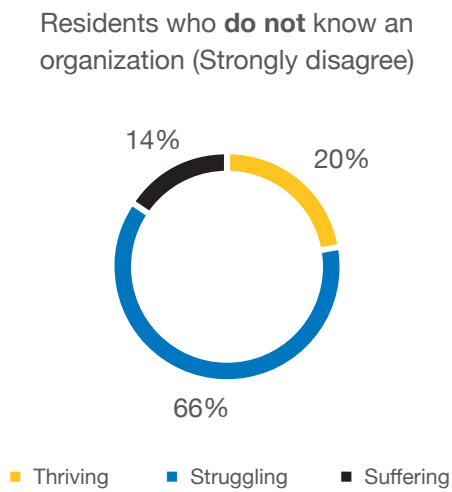
A personal support system and awareness of local organizations are important because these factors are strongly associated with well-being, especially among more vulnerable Tulsans.

In general, 37% of residents with a household income less than \$50,000 are thriving, 57% are struggling and 6% are suffering. Of this more vulnerable population, residents are much more likely to be thriving if they strongly agree that they know a local organization or strongly agree that someone nearby could help if they faced a personal crisis. **This finding underlines the importance of local organizations in improving subjective well-being, particularly among individuals with a household income below \$50,000, and filling fundamental needs if individuals do not have a strong personal network.**

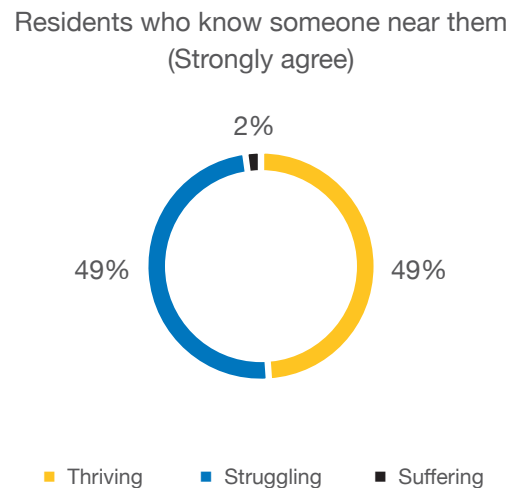
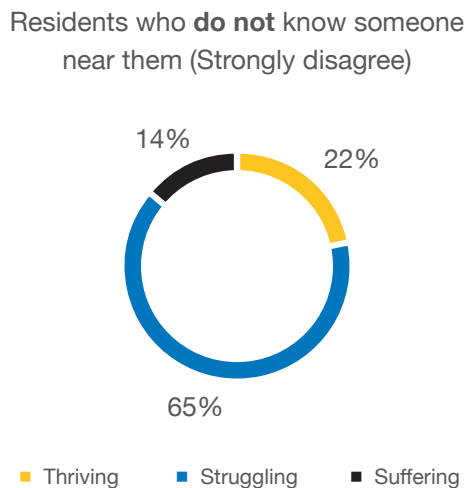
Local  
organizations  
and closely-knit  
neighborhoods  
play a vital  
role in helping  
Tulsans thrive.



**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)**



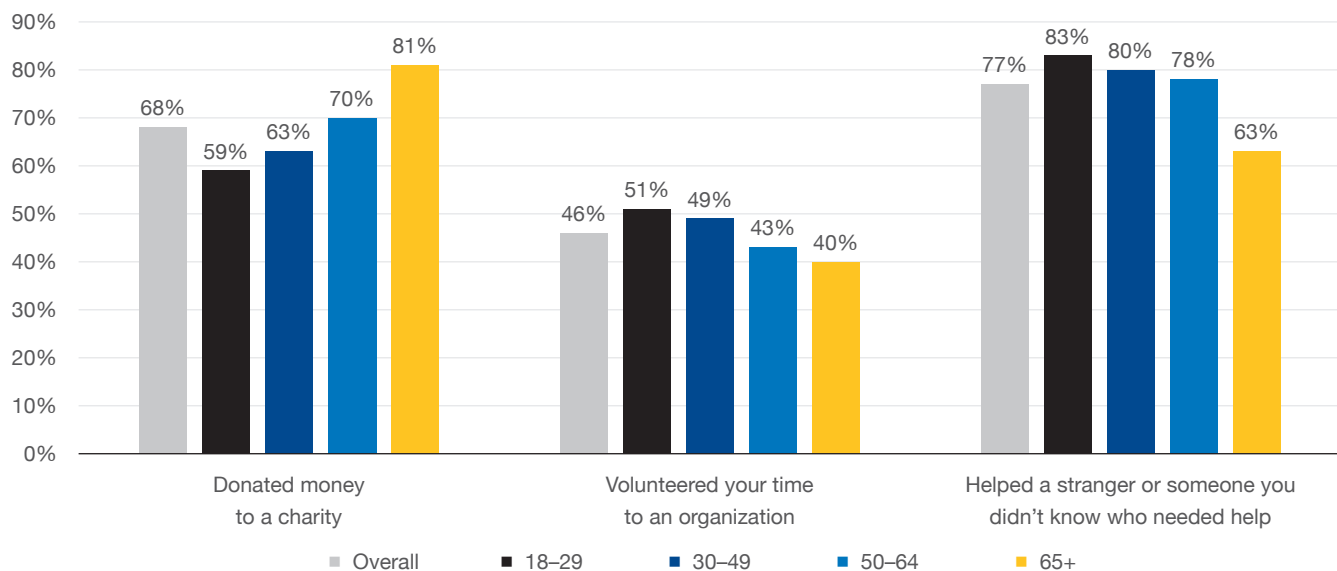
**The impact of knowing someone nearby, other than household members, to turn to for help if facing a personal crisis. (Residents with a household income below \$50,000)**



## HOW DO TULSANS ENGAGE LOCALLY AND GIVE BACK TO THEIR COMMUNITY?

Tulsa grows stronger when residents are active members of their community. In terms of lending support through charitable giving and volunteer activities, a significant number of residents are engaged. Sixty-eight percent say they donated money to a charity in the past year, 77% helped a stranger and 46% volunteered their time to an organization. The type of charitable engagement varies by age, where younger residents are more likely to give their time, while older residents are more likely to donate their money.

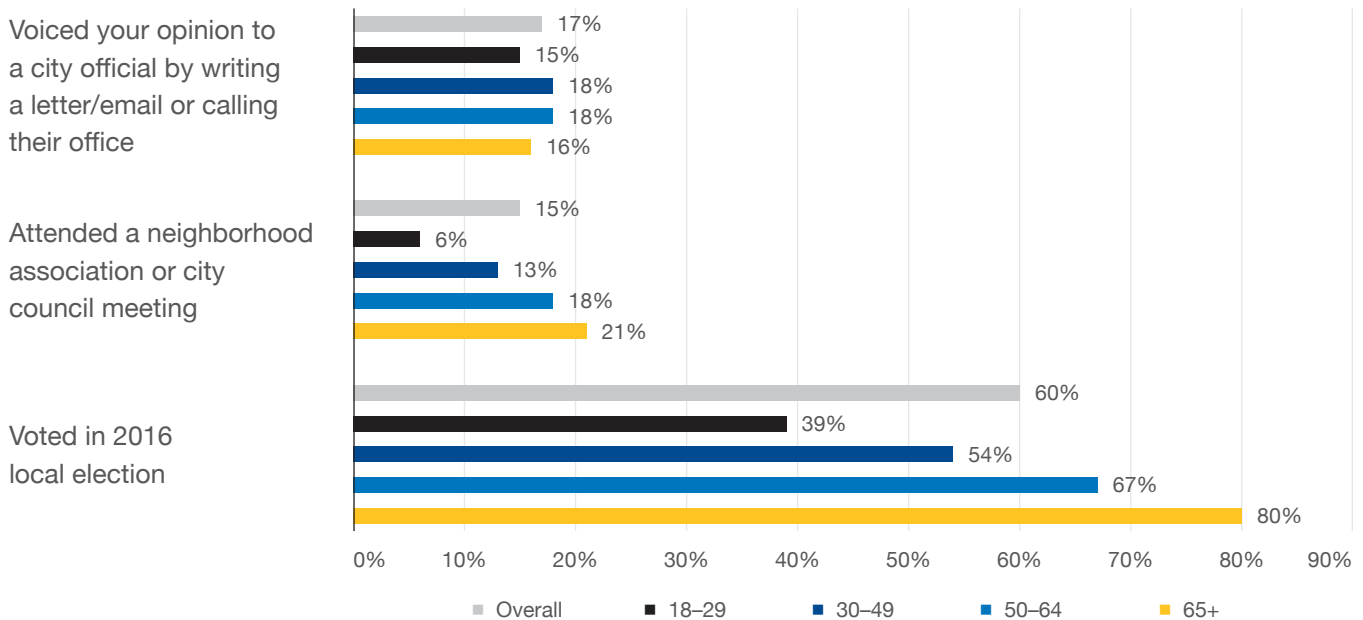
### Have you done any of the following in the past year? (% Yes)



Levels of civic engagement are much lower. Seventeen percent of Tulsans say they voiced their opinion to a city official in the past year and 15% attended a neighborhood association or city council meeting. While Tulsans aged 18-29 years old are as likely to voice their opinion to a city official as older residents, these younger residents are three times less likely to attend a neighborhood association or city council meeting than residents 65 and older.



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



An age gap also appears in self-reported voting behavior. Only 39% of younger Tulsans aged 18-29 say they voted in the 2016 local election (i.e., the most recent election for mayor, city councilors) compared to 80% of residents over 65 years old.

In total, this low and uneven civic engagement underlines the importance of initiatives such as the Gallup-Tulsa CitiVoice Index, which ensures that the opinions and lived experiences of all residents are heard.



## ABOUT THE CITY OF TULSA

The City of Tulsa is a diverse organization specializing in services and programs for the citizens of Tulsa. Located in the heart of the United States, more than 400,000 people call Tulsa, Oklahoma, home. Learn more about the city of Tulsa at [www.cityoftulsa.org](http://www.cityoftulsa.org).

## ABOUT GALLUP

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 80 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world.

## COPYRIGHT STANDARDS

This document contains proprietary research, copyrighted materials, and literary property of Gallup, Inc. It is for the guidance of your organization only and is not to be copied, quoted, published, or divulged to others outside your organization. All of Gallup, Inc.'s content is protected by copyright. Neither the client nor the participants shall copy, modify, resell, reuse, or distribute the program materials beyond the scope of what is agreed upon in writing by Gallup, Inc. Any violation of this Agreement shall be considered a breach of contract and misuse of Gallup, Inc.'s intellectual property.

This document is of great value to Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark, and trade secret protection safeguard the ideas, concepts, and recommendations related within this document.

No changes may be made to this document without the express written permission of Gallup, Inc.

Gallup® and Gallup-Sharecare Well-Being Index® are trademarks of Gallup, Inc. All rights reserved. All other trademarks and copyrights are property of their respective owners.

**GALLUP®**

**World Headquarters**

The Gallup Building  
901 F Street, NW  
Washington, D.C. 20004

**t** +1.877.242.5587

**f** +1.202.715.3045

**[www.gallup.com](http://www.gallup.com)**