



UNITED WAY OF CENTRAL OKLAHOMA

COMMUNITY NEEDS ASSESSMENT

RESIDENT CRITICAL ISSUES SURVEY REPORT

NOVEMBER 16, 2023

PREPARED BY



Insight Market Research and Consulting, on behalf of United Way of Central Oklahoma, engaged the market research software provider Centiment to survey Oklahoma City and Surrounding Area Residents, ages 18+.

Centiment programmed the survey in their online platform and drew from their pool of qualified participants to answer it. Participants sign up to provide their feedback in exchange for a monetary reward. As part of the participant onboarding process, they are run through a series of security checks before reporting profile data the company uses to invite them to qualified studies.

Leveraging the company's existing profile data, we targeted our audience and completed the study on October 17, 2023. There was a total of 1,023 completed surveys that addressed respondent perceptions of the critical issues facing their communities. This sample size yields results at +/-3% at the 95% level of confidence. The results of the area resident

quantitative survey are summarized in the following pages that break down data across communities and age categories.

UNITED WAY OF CENTRAL OKLAHOMA

RESIDENT CRITICAL ISSUES SURVEY QUESTIONNAIRE

1. What are the most pressing issue facing your community?

2. Please RANK these issues in terms of how important addressing them is to your community. {Issues to have randomized rotation}

- Access to healthcare (i.e. dental, medical)
- Aging
- Crime
- Economy and Jobs
- Education
- Domestic Violence
- Homelessness
- Mental Health
- Poverty
- Substance Abuse
- Transportation
- Child Abuse/Neglect
- Access to services for individuals with disabilities
- Basic Needs (affordable housing, food insecurity, utility assistance)

3. Have you or any member of your immediate family needed services for any of the above issues and did you receive services?

- NO
- YES – But did NOT receive services
- YES – And received services

4. What is your age?

- 18 – 29
- 30 – 39
- 40 – 49
- 50 – 59
- 60 – 69
- 70 or older

5. Your primary residence is in which central Oklahoma area?

- Edmond
- Moore
- Northeast Oklahoma City
- Northwest Oklahoma City
- Southeast Oklahoma City
- Southwest Oklahoma City
- Logan County
- Canadian County
- Other
- Prefer Not to Answer

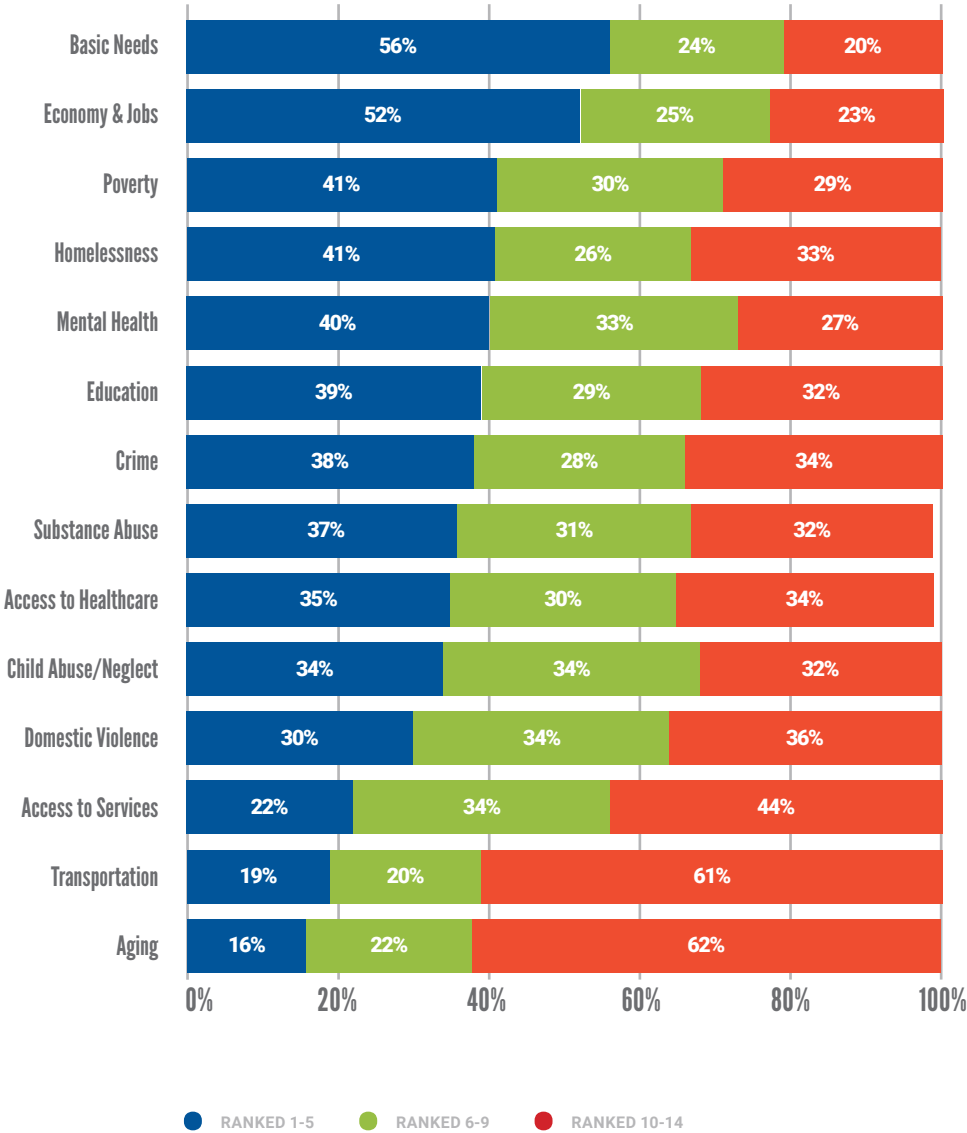
The survey results clearly indicate that Basic Needs and the Economy and Jobs are the most critical issues facing communities as perceived by area residents in central Oklahoma. These factors are non-compensatory in that they involve the most basic needs of affordable housing, food insecurity, utility assistance, and the ability to pay for these needs through employment.

Issues that area residents also indicated were critical in terms of importance for the community, but at lower levels than basic needs and the economy and jobs included Poverty, Homelessness, Mental Health, Education, Crime, Substance Abuse, Access to Healthcare, and Child Abuse/Neglect, in that order, but not with statistically significantly different results. Other factors, such as Domestic Violence, Access to Services, Transportation and Aging, were perceived as less important with statistical significance by residents.

OVERALL RANKING OF CRITICAL COMMUNITY ISSUES

Basic Needs has the highest level of respondents ranking it a top 5 critical issue with 56% of respondents ranking Basic Needs as a Top 5 Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.



COMPLETE OVERALL RANKING BY ISSUES

BASIC NEEDS (Affordable Housing, Food Insecurity, Utility Assistance)

Percentage the community issue was ranked #1 - #14 in order of importance.

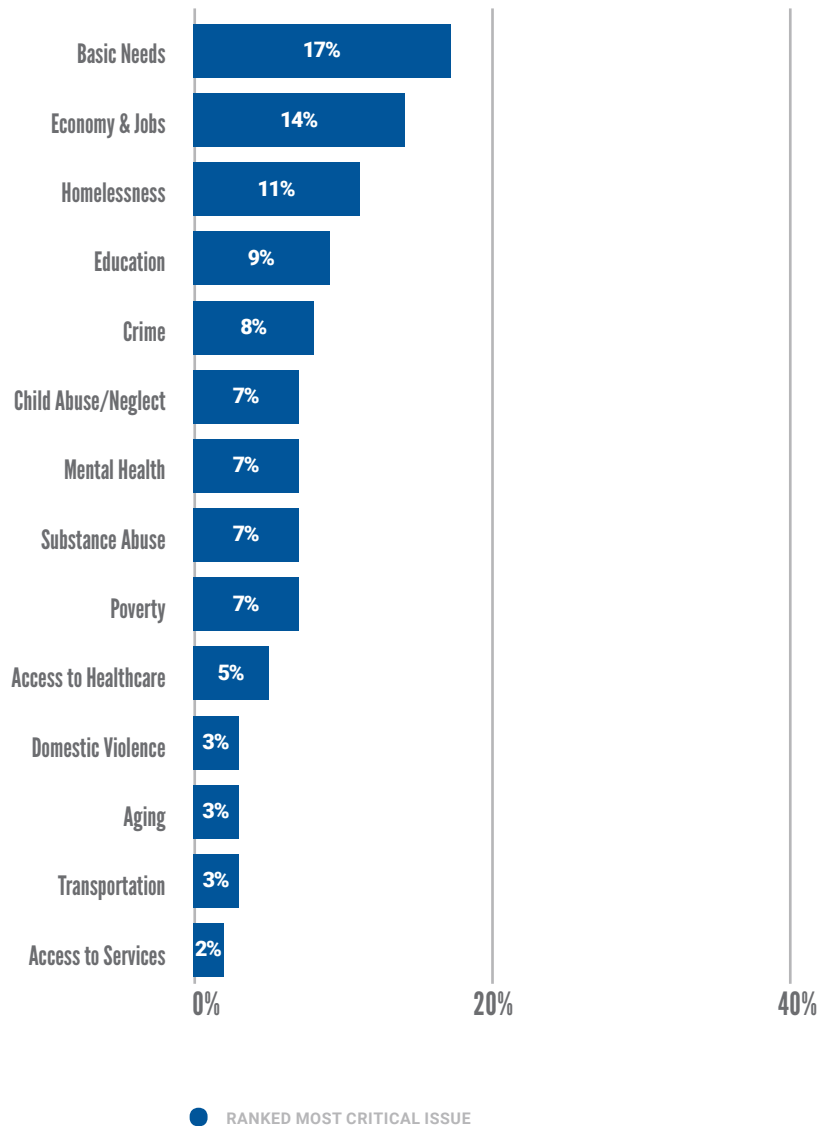
This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **17%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **12%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **11%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **3%** of those surveyed.

OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUES

Basic Needs has the highest level of respondents ranking it as the most critical issue with 17% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.



A COMPARISON OF OVERALL RANKINGS OF CRITICAL COMMUNITY ISSUES

	MOST CRITICAL ISSUE	2ND MOST CRITICAL ISSUE	3RD MOST CRITICAL ISSUE
OVERALL	BASIC NEEDS	ECONOMY & JOBS	HOMELESSNESS
18-29	BASIC NEEDS	ECONOMY & JOBS	CHILD ABUSE/NEGLECT
30-39	BASIC NEEDS	ECONOMY & JOBS	EDUCATION
40-49	BASIC NEEDS	ECONOMY & JOBS	HOMELESSNESS
50-59	BASIC NEEDS	ECONOMY & JOBS	HOMELESSNESS
60-69	HOMELESSNESS	EDUCATION	BASIC NEEDS
70 & OLDER	ECONOMY & JOBS	BASIC NEEDS	HOMELESSNESS
NE OKC	BASIC NEEDS	ECONOMY & JOBS	HOMELESSNESS
NW OKC	BASIC NEEDS	EDUCATION	HOMELESSNESS
SE OKC	BASIC NEEDS	ECONOMY & JOBS	HOMELESSNESS
SW OKC	BASIC NEEDS	HOMELESSNESS	CRIME
EDMOND	BASIC NEEDS	EDUCATION	CHILD ABUSE/NEGLECT
MOORE	ECONOMY & JOBS	BASIC NEEDS	MENTAL HEALTH
CANADIAN COUNTY	BASIC NEEDS	ECONOMY & JOBS	ACCESS HEALTHCARE
LOGAN COUNTY	BASIC NEEDS	ECONOMY & JOBS	MENTAL HEALTH
OTHER	BASIC NEEDS	ECONOMY & JOBS	EDUCATION
NOT DISCLOSED AREA	ECONOMY & JOBS	BASIC NEEDS	HOMELESSNESS

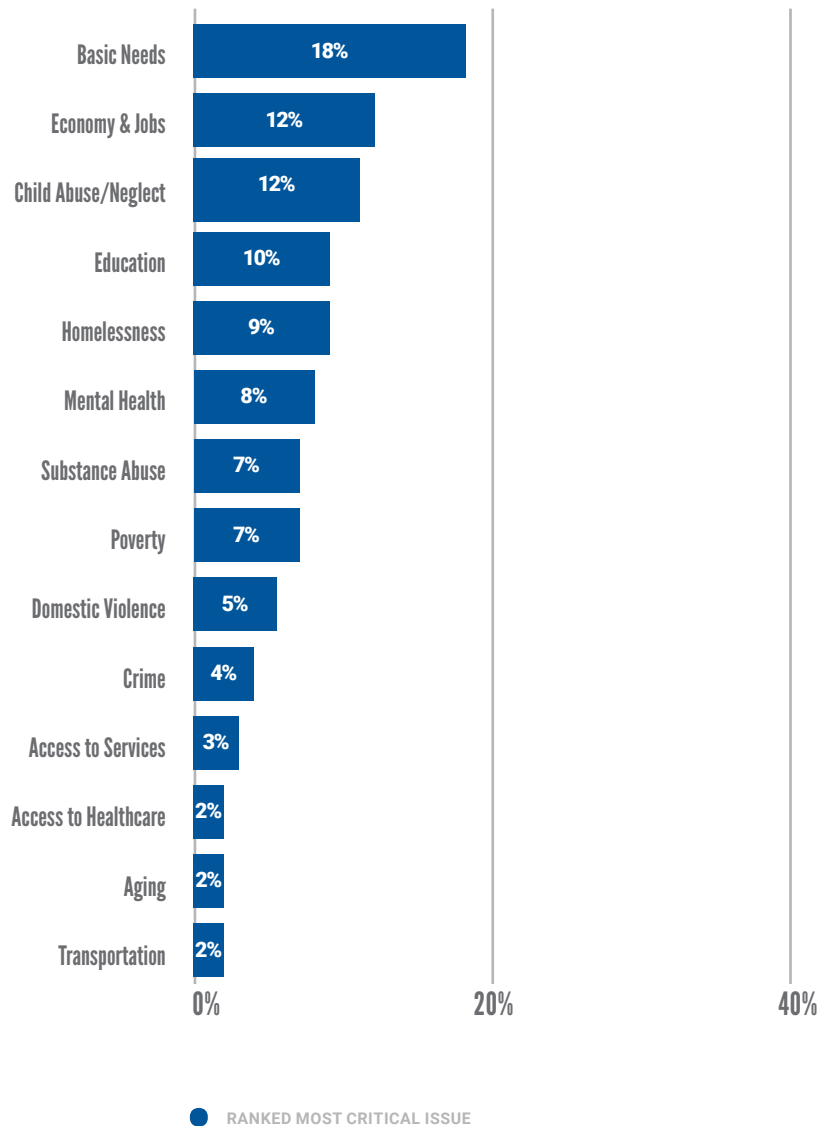
OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUES BY AGE

OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

18-29 YEAR OLDS

Basic Needs has the highest level of respondents ranking it as the most critical issue with 18% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

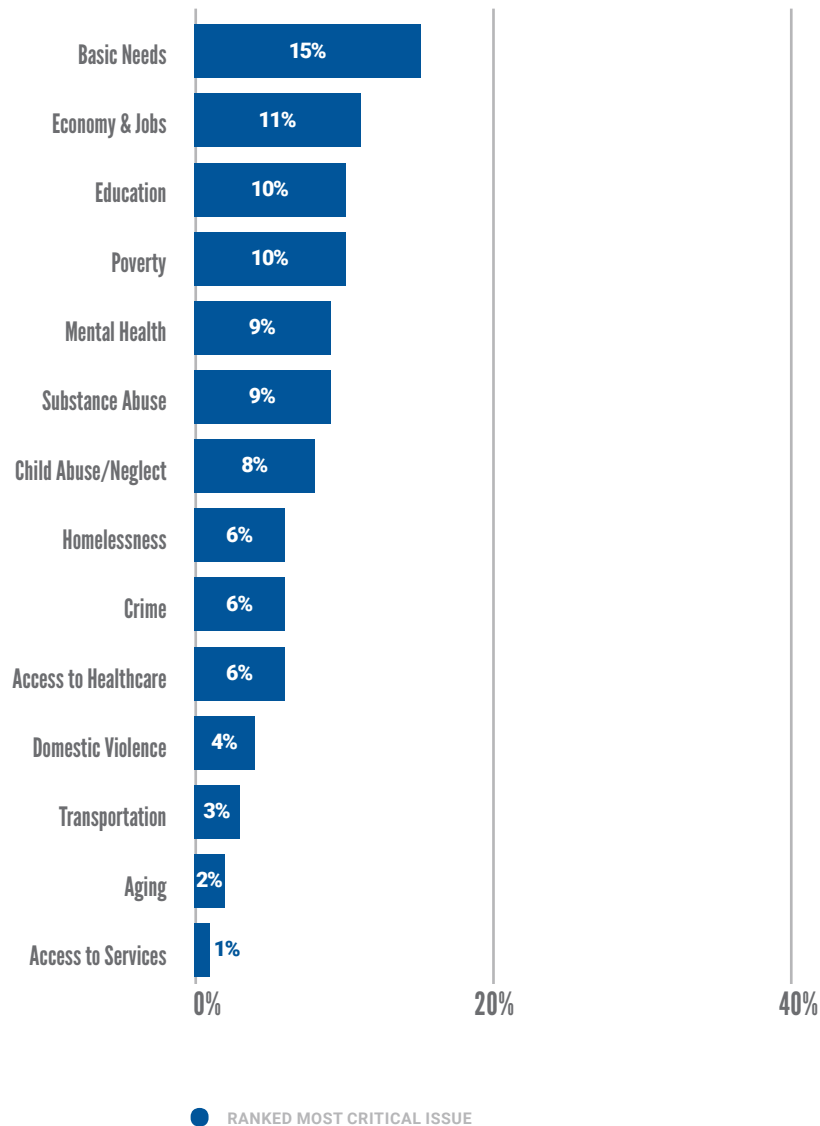


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

30-39 YEAR OLDS

Basic Needs has the highest level of respondents ranking it as the most critical issue with 15% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

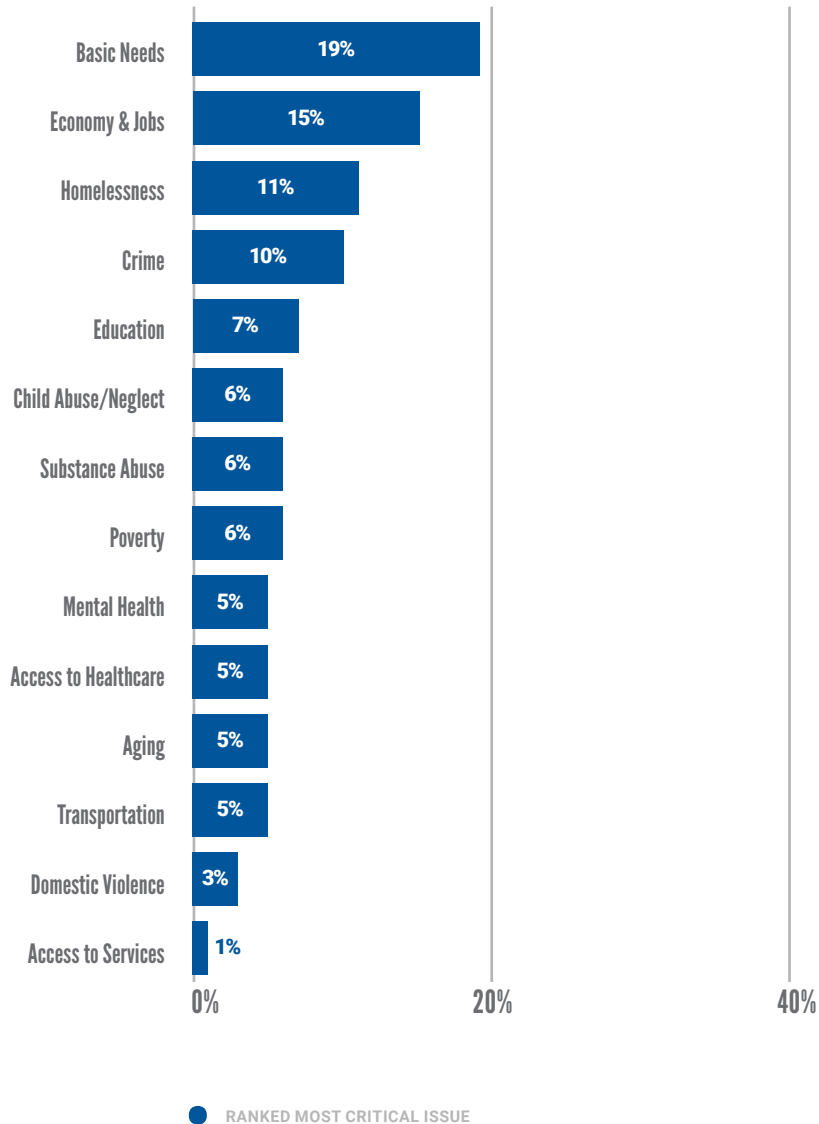


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

40-49 YEAR OLDS

Basic Needs has the highest level of respondents ranking it as the most critical issue with 19% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

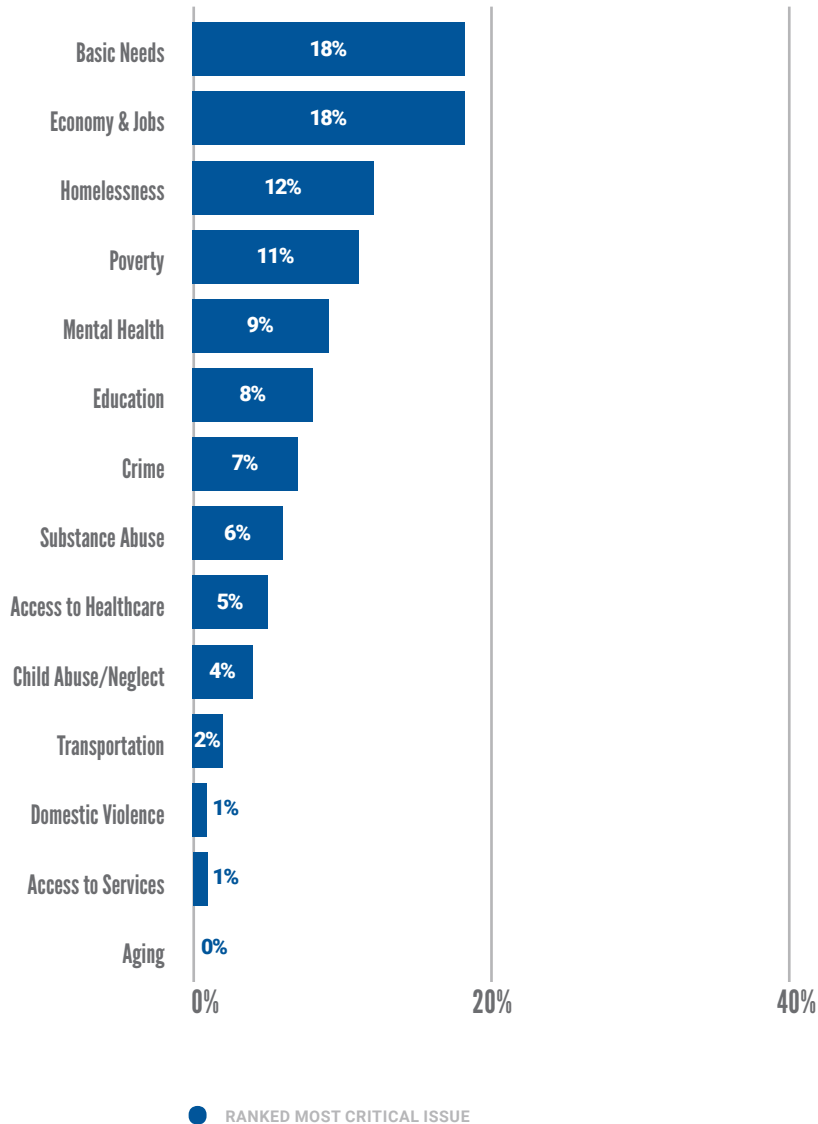


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

50-59 YEAR OLDS

Basic Needs and Economy & Jobs have the highest level of respondents ranking them as the most critical issues with 18% of respondents ranking Basic Needs and Economy & Jobs as the Most Critical Issues.

Please RANK these issues in terms of how important addressing them is to your community.

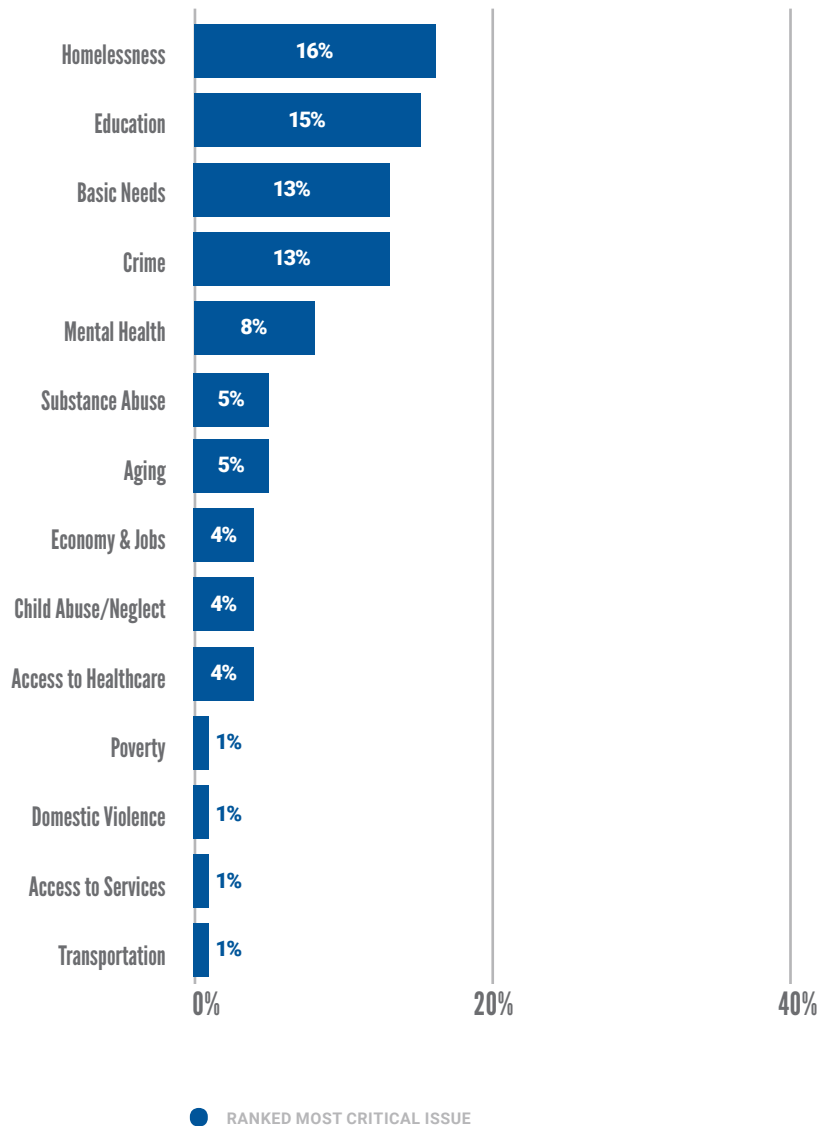


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

60-69 YEAR OLDS

Homelessness has the highest level of respondents ranking it as the most critical issue with 16% of respondents ranking Homelessness as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

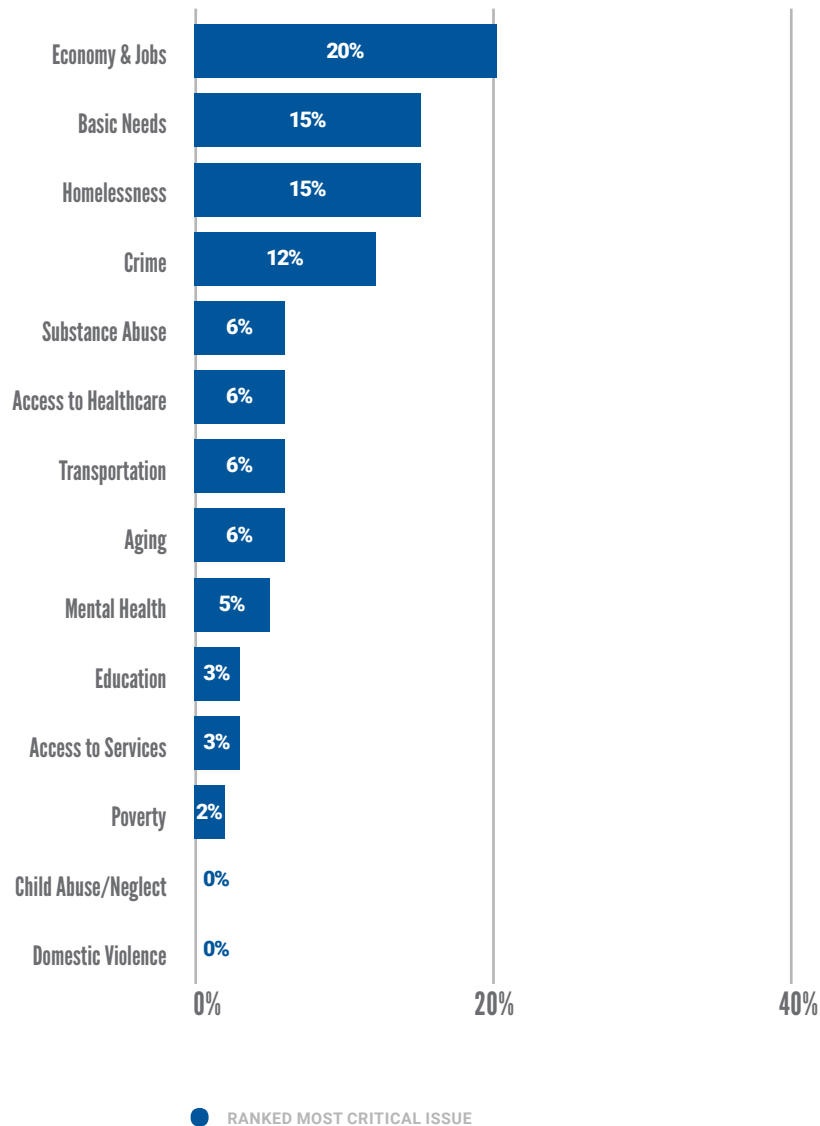


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

70+ YEAR OLDS

Economy & Jobs has the highest level of respondents ranking it as the most critical issue with 20% of respondents ranking Economy & Jobs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.



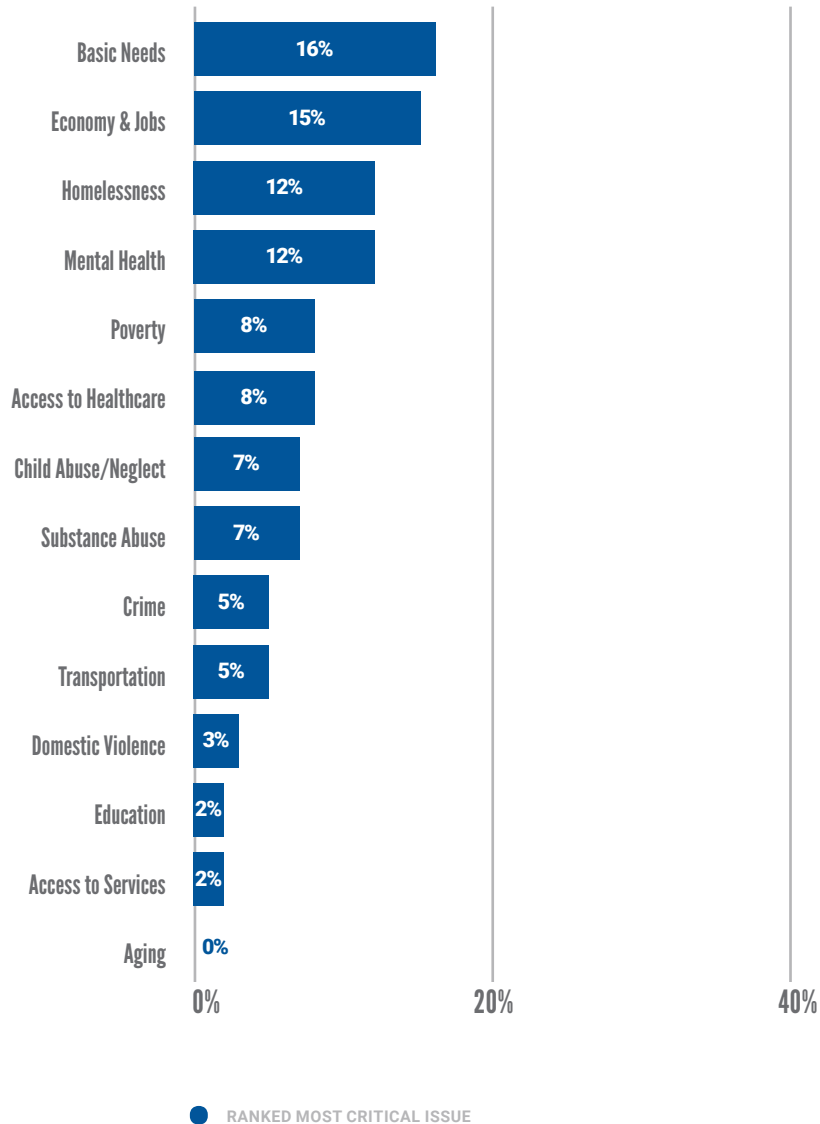
OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUES BY COMMUNITY

OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

NORTHEAST OKC

Basic Needs has the highest level of respondents ranking it as the most critical issue with 16% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

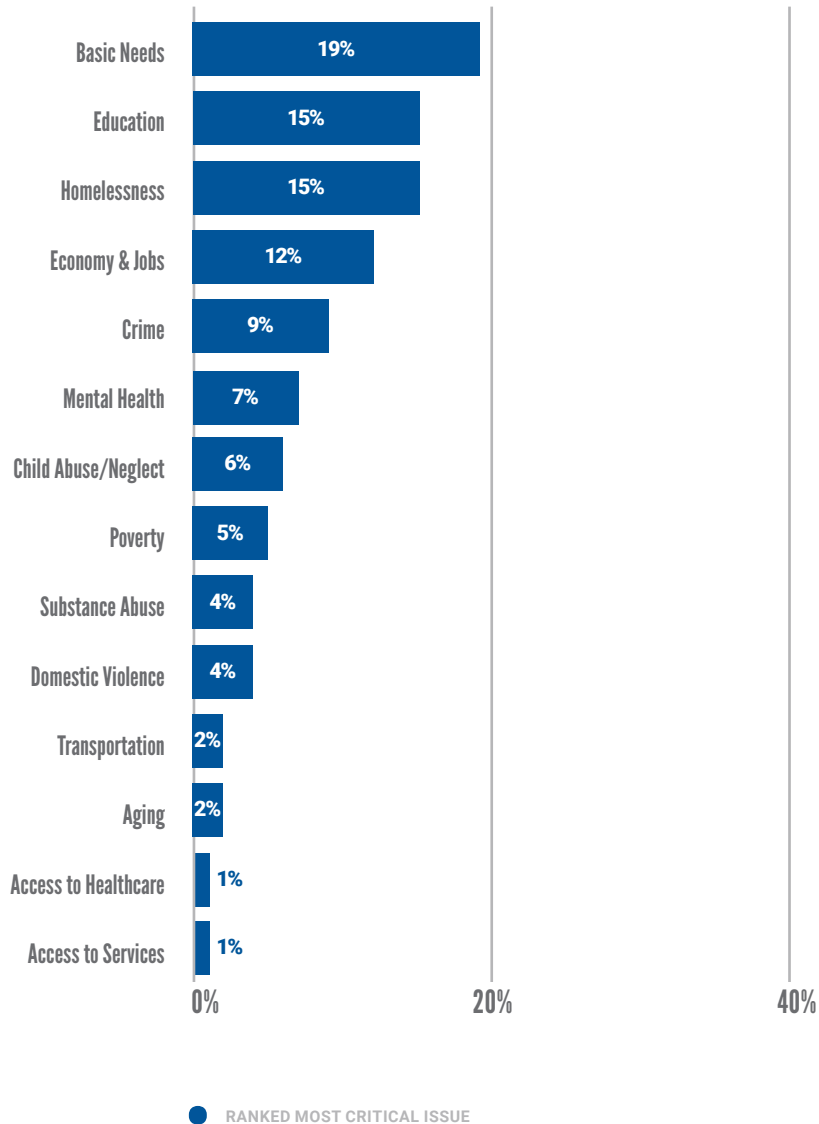


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

NORTHWEST OKC

Basic Needs has the highest level of respondents ranking it as the most critical issue with 19% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

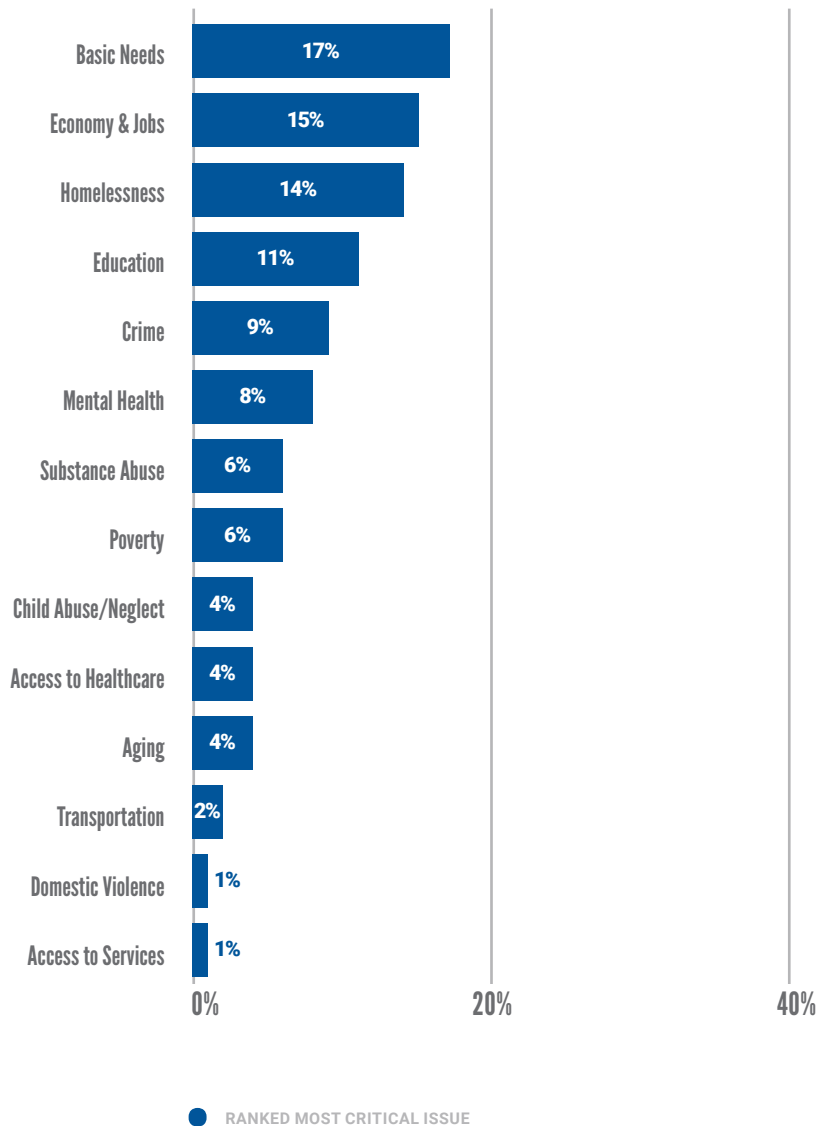


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

SOUTHEAST OKC

Basic Needs has the highest level of respondents ranking them as the most critical issue with 17% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

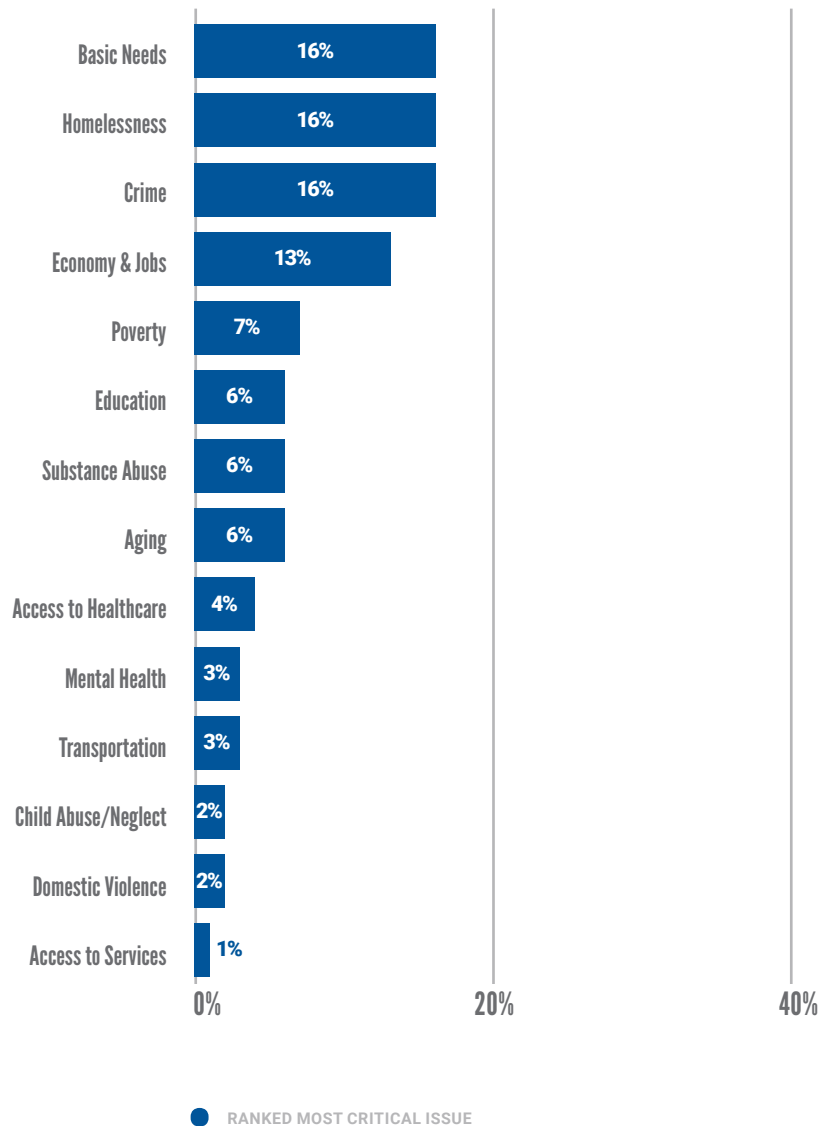


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

SOUTHWEST OKC

Basic Needs, Homelessness and Crime have the highest level of respondents ranking them as the most critical issues with 16% of respondents ranking Basic Needs, Homelessness and Crime as the Most Critical Issues.

Please RANK these issues in terms of how important addressing them is to your community.

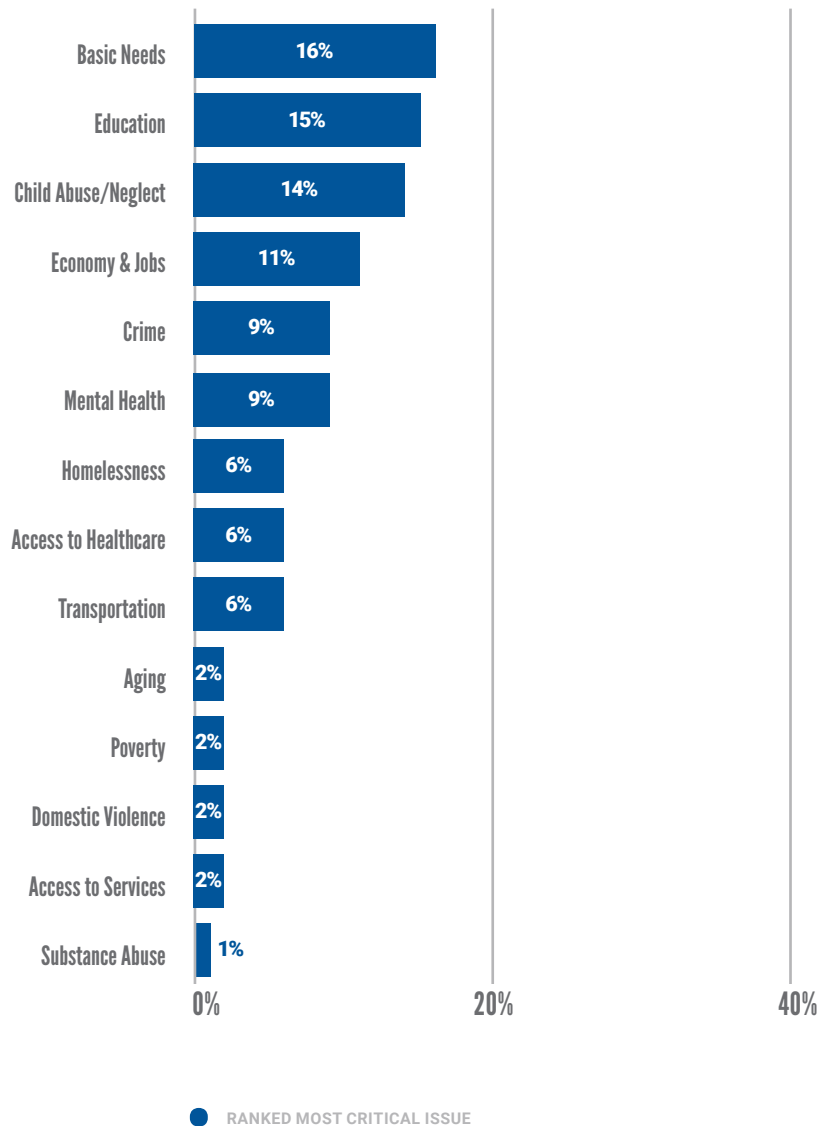


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

EDMOND

Basic Needs has the highest level of respondents ranking it as the most critical issue with 16% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

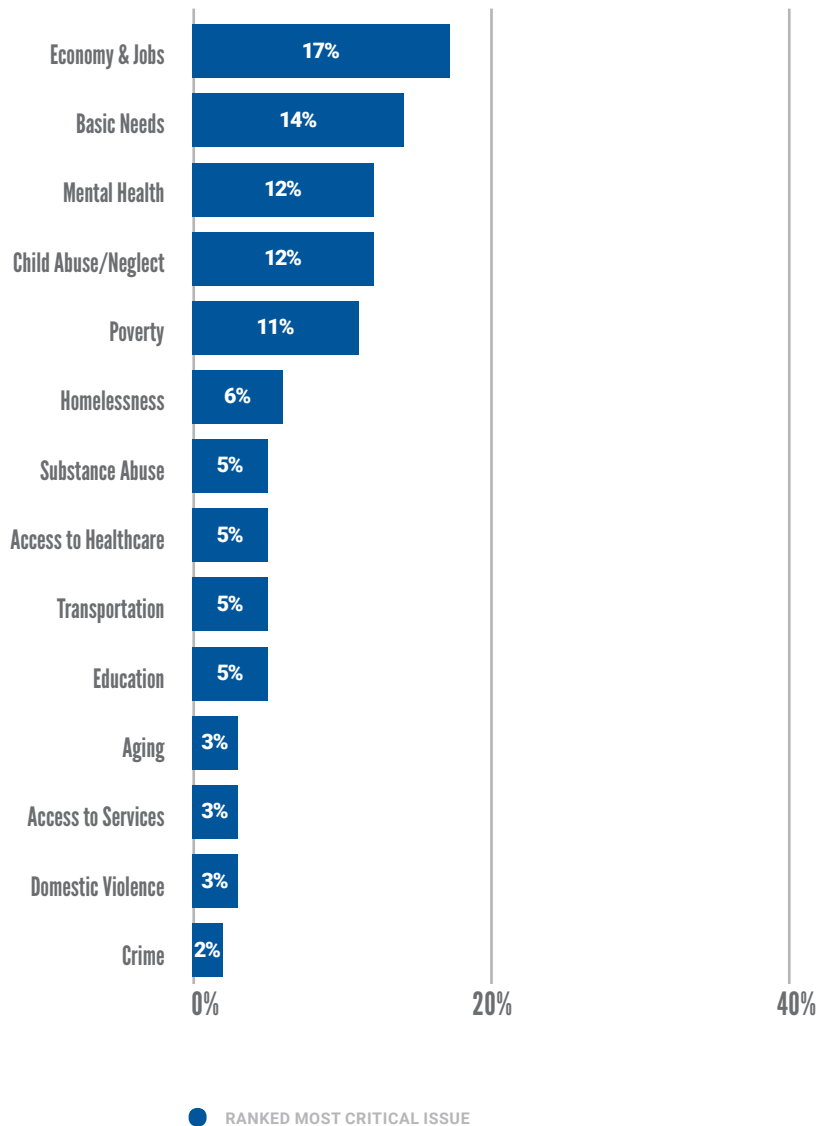


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

MOORE

Economy & Jobs has the highest level of respondents ranking it as the most critical issue with 17% of respondents ranking Economy & Jobs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

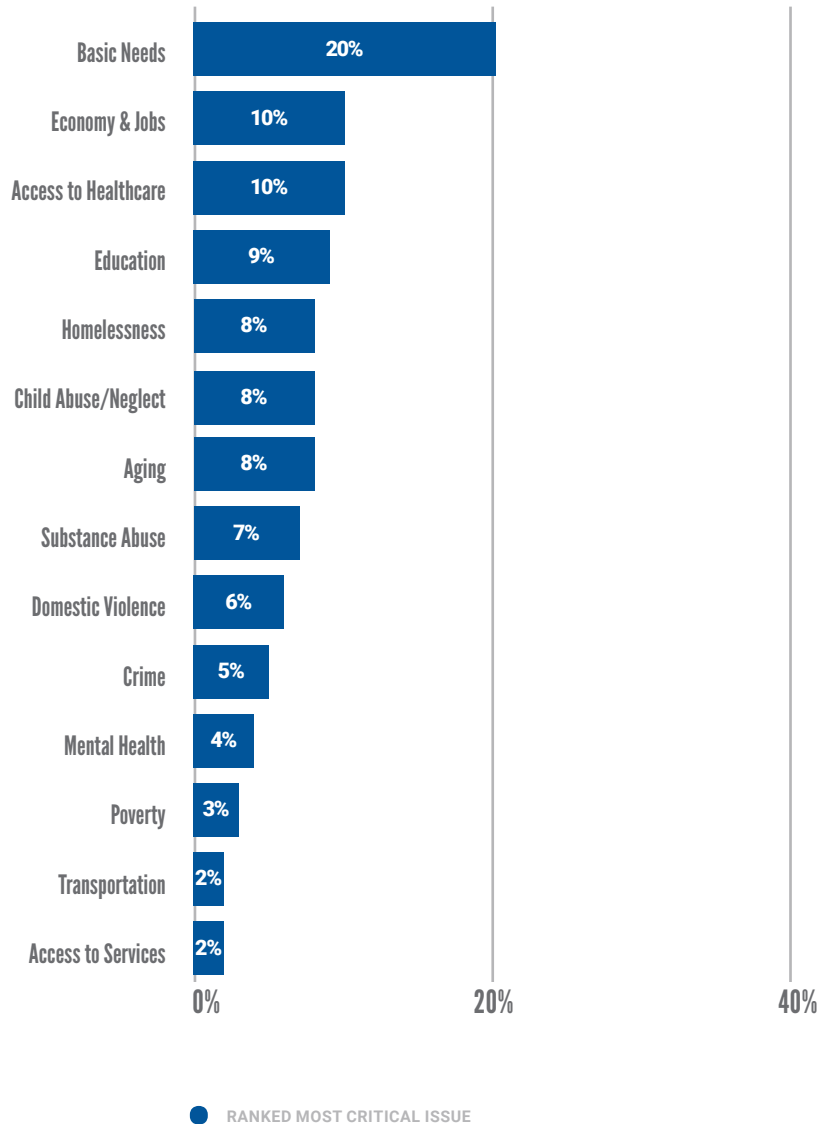


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

CANADIAN COUNTY

Basic Needs has the highest level of respondents ranking it as the most critical issue with 20% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

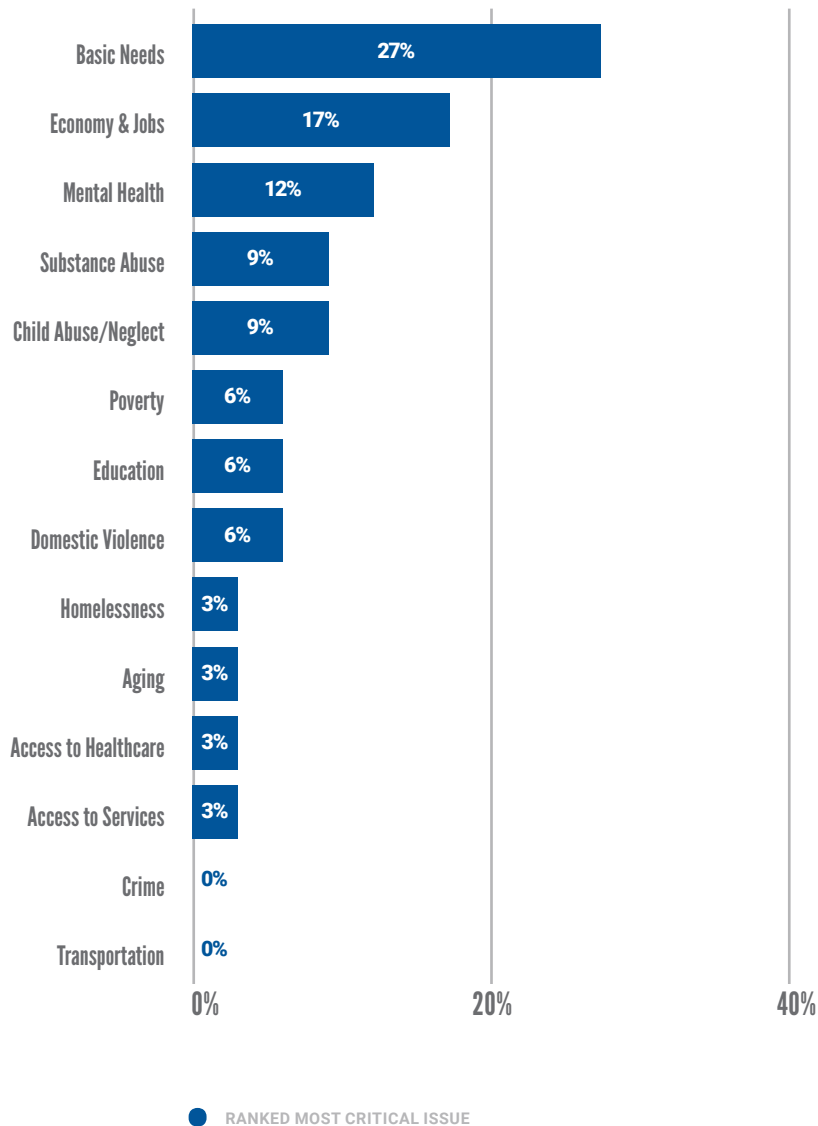


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

LOGAN COUNTY

Basic Needs has the highest level of respondents ranking it as the most critical issue with 27% of respondents ranking Basic Needs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.

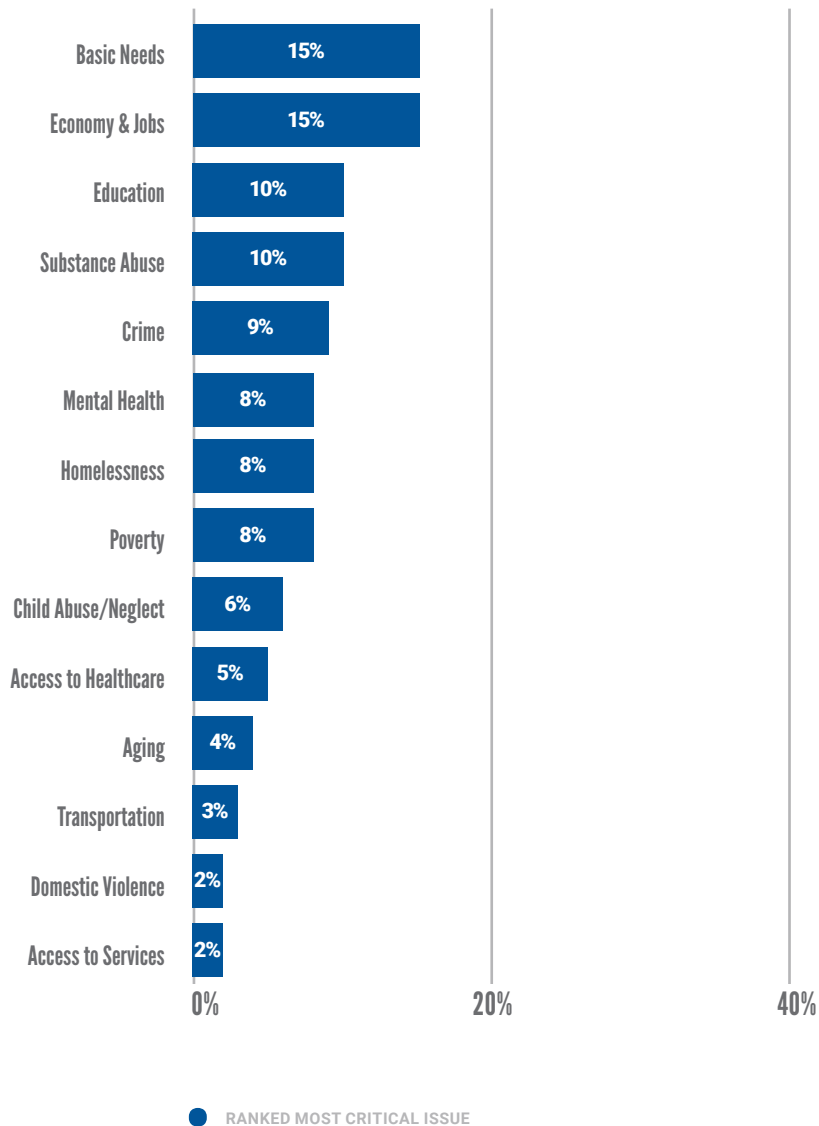


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

OTHER

Basic Needs and Economy & Jobs have the highest level of respondents ranking them as the most critical issues with 15% of respondents ranking Basic Needs and Economy & Jobs as the Most Critical Issues.

Please RANK these issues in terms of how important addressing them is to your community.

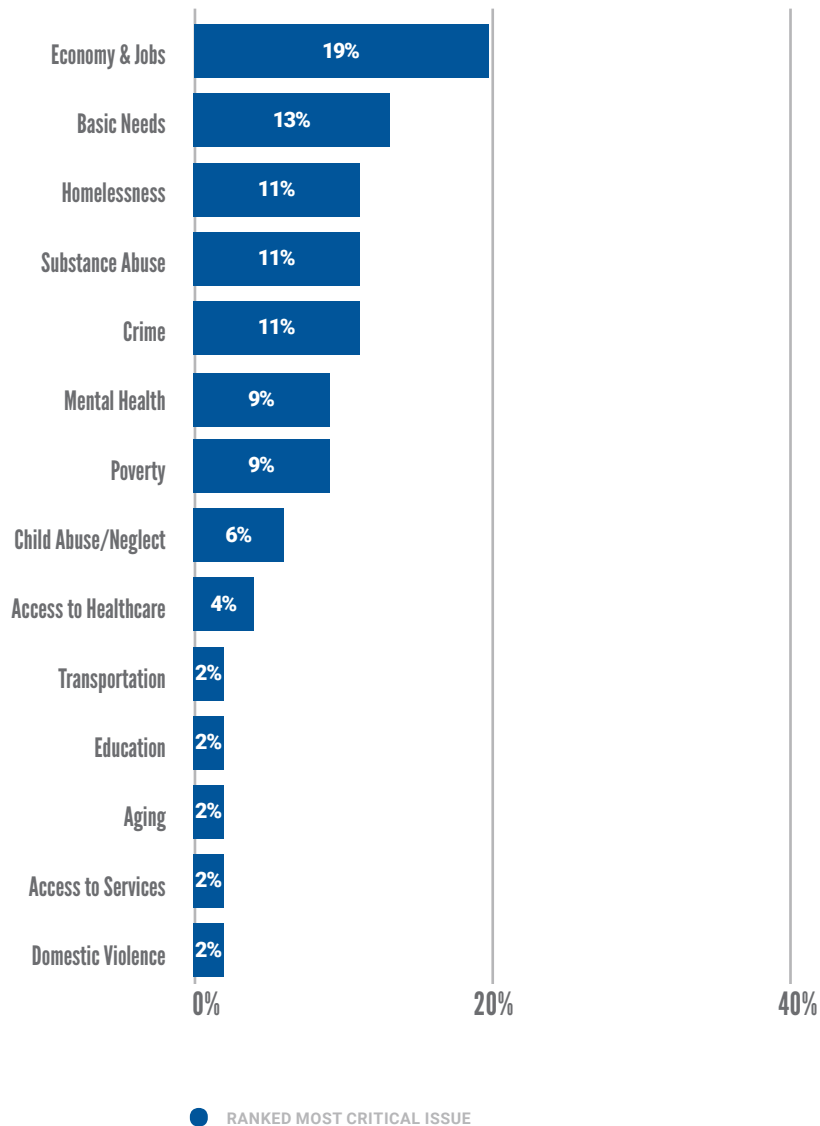


OVERALL RANKING OF MOST CRITICAL COMMUNITY ISSUE

NON-DISCLOSED AREA

Economy & Jobs has the highest level of respondents ranking it as the most critical issue with 19% of respondents ranking Economy & Jobs as the Most Critical Issue.

Please RANK these issues in terms of how important addressing them is to your community.



COMPLETE OVERALL RANKING BY ISSUES

COMPLETE OVERALL RANKING BY ISSUES

ECONOMY & JOBS

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **14%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **12%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **3%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

HOMELESSNESS

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **11%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **7%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

EDUCATION

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **8%** of those surveyed.
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- Ranked the **NUMBER 8 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **6%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

CRIME

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **8%** of those surveyed.
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- Ranked the **NUMBER 10 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **5%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

CHILD ABUSE / NEGLECT

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **4%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

MENTAL HEALTH

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **8%** of those surveyed.
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- Ranked the **NUMBER 8 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **4%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

SUBSTANCE ABUSE

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **3%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

POVERTY

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **5%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

ACCESS TO HEALTHCARE

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **4%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

DOMESTIC VIOLENCE

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **5%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

AGING

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **13%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **26%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

TRANSPORTATION

Percentage the community issue was ranked #1 - #14 in order of importance.

This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **3%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **17%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **18%** of those surveyed.

COMPLETE OVERALL RANKING BY ISSUES

ACCESS TO SERVICES (For Individuals With Disabilities)

Percentage the community issue was ranked #1 - #14 in order of importance.

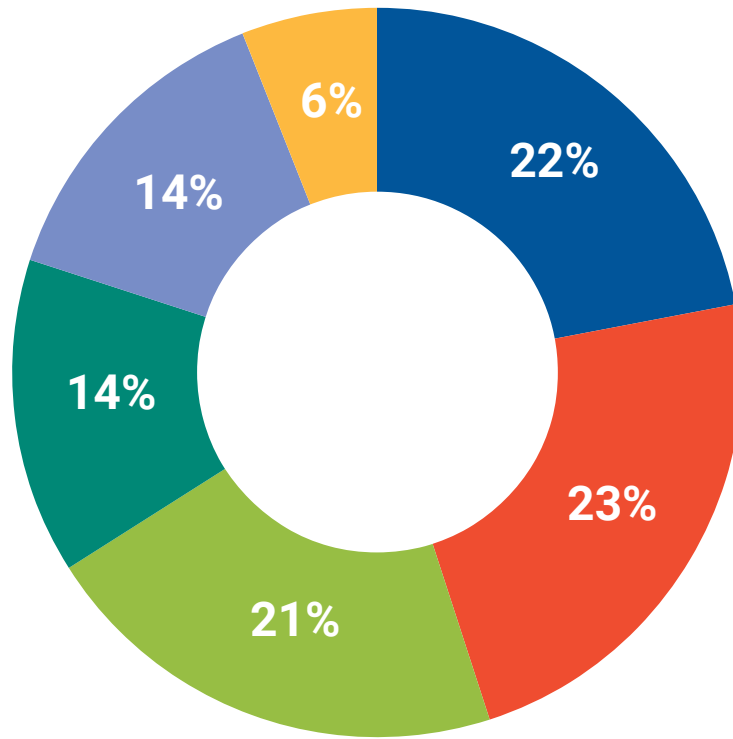
This issue is shown as a percentage of the total survey participation of 1000+ people:

- Ranked the **NUMBER 1 ISSUE** by **1%** of those surveyed.
- Ranked the **NUMBER 2 ISSUE** by **4%** of those surveyed.
- Ranked the **NUMBER 3 ISSUE** by **5%** of those surveyed.
- Ranked the **NUMBER 4 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 5 ISSUE** by **6%** of those surveyed.
- Ranked the **NUMBER 6 ISSUE** by **7%** of those surveyed.
- Ranked the **NUMBER 7 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 8 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 9 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 10 ISSUE** by **9%** of those surveyed.
- Ranked the **NUMBER 11 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 12 ISSUE** by **10%** of those surveyed.
- Ranked the **NUMBER 13 ISSUE** by **8%** of those surveyed.
- Ranked the **NUMBER 14 ISSUE** by **7%** of those surveyed.

DEMOGRAPHICS OF RESPONDENTS

AGE OF RESPONDENT

What is your age?

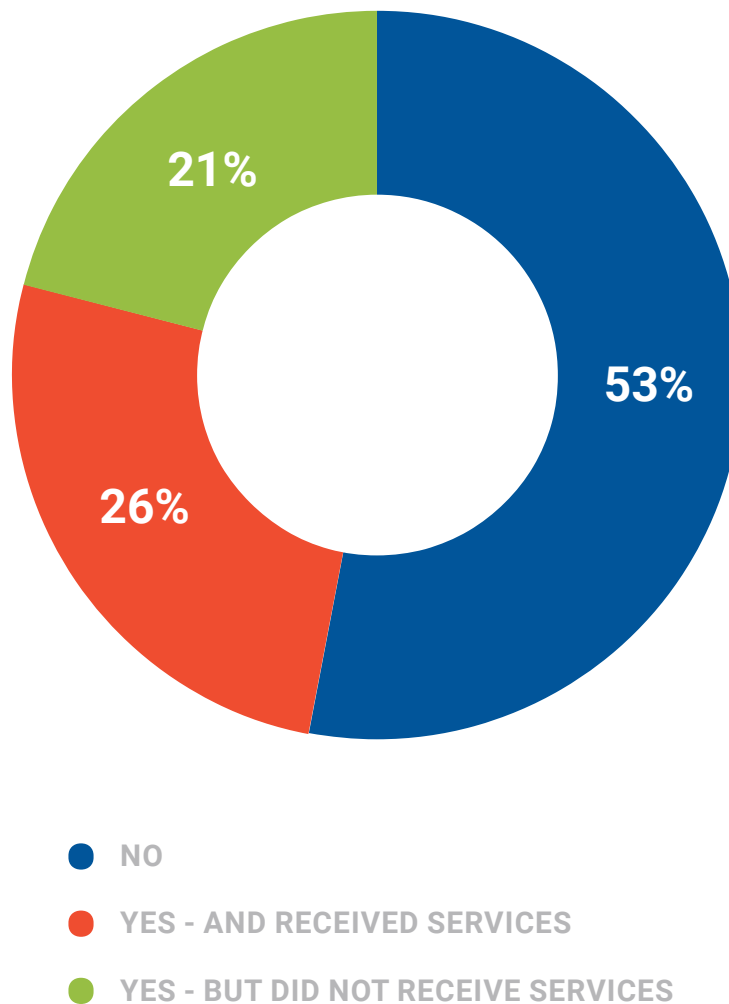


- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70 OR OLDER

NEED FOR SERVICES

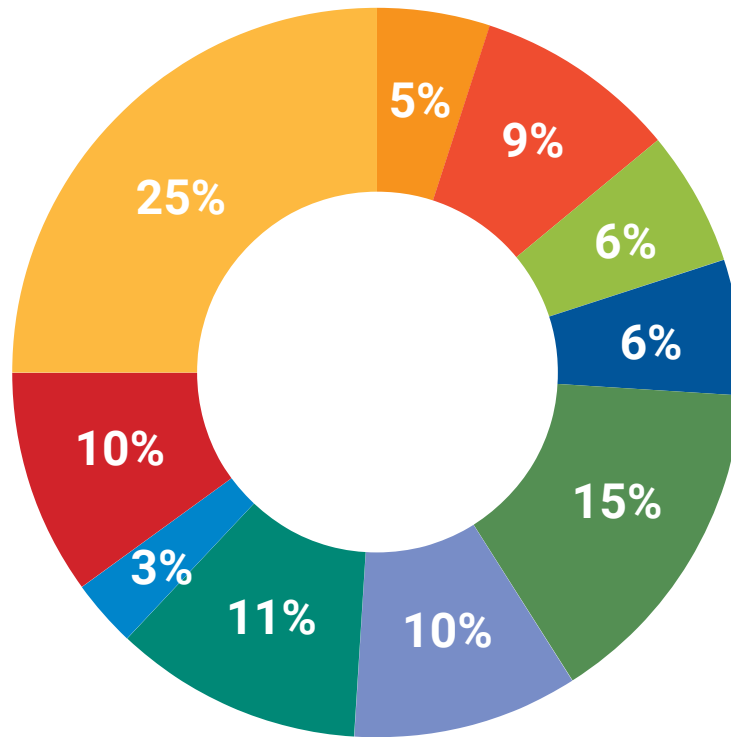
An additional survey question addressed whether the respondent had a need for services and if they sought and received assistance. While less than half of respondents indicated that services were needed by a household member, results indicated a gap, with only slightly more than half of the respondents who indicated services were needed actually received them.

Have you or any member of your immediate family needed services for any of the above issues and did you receive services?



RESPONDENT PRIMARY RESIDENCE

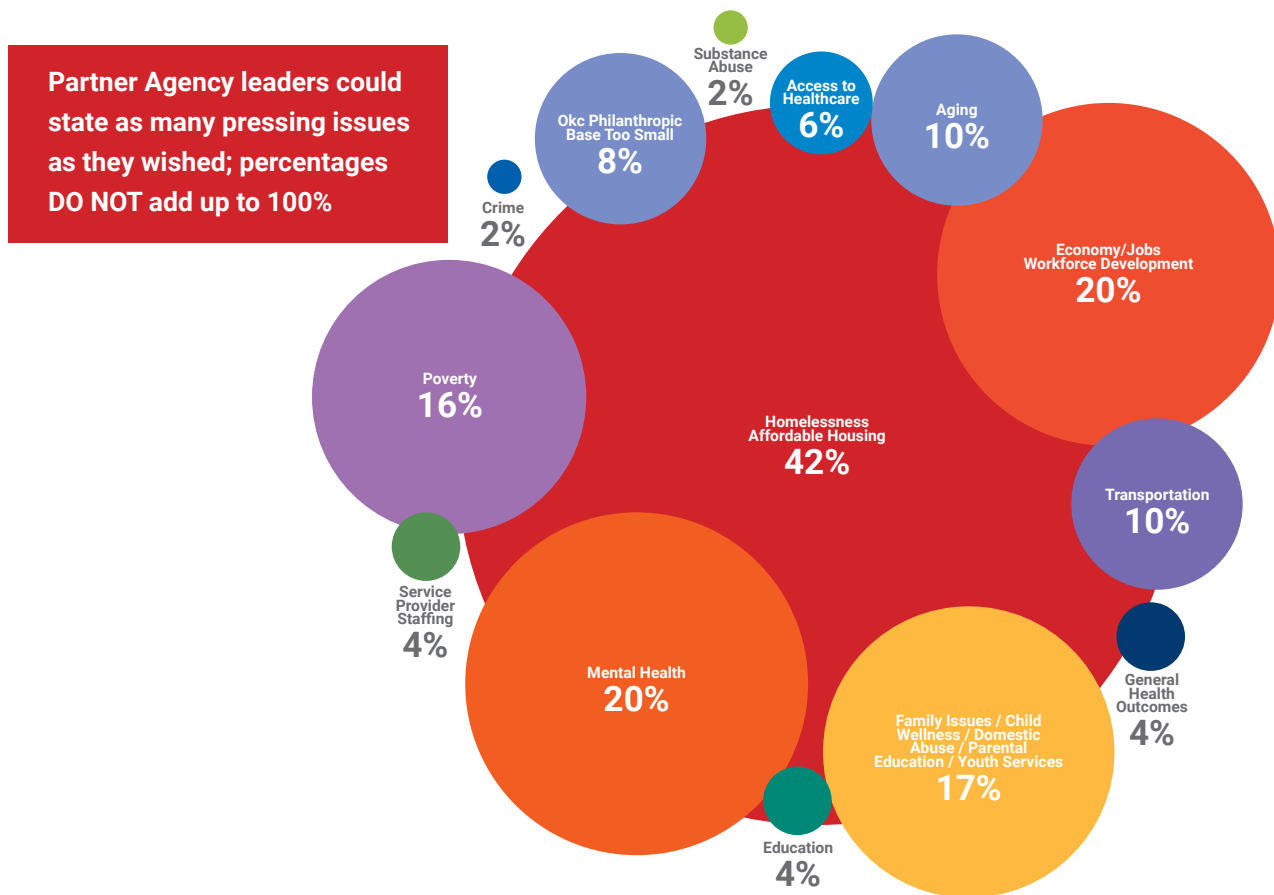
Your primary residence is in which central Oklahoma area?



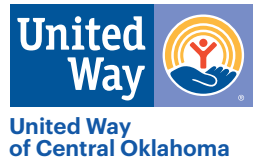
- PREFER NOT TO ANSWER
- EDMOND
- MOORE
- NE OKC
- NW OKC
- SE OKC
- SW OKC
- LOGAN COUNTY
- CANADIAN COUNTY
- OTHER
Payne County, Norman, Cleveland County,
Oklahoma County, Garvin County,
Blanchard, Pottawatomie County

United Way of Central Oklahoma is committed to improving the health, safety, education and economic well-being of individuals and families in need in central Oklahoma by connecting community resources with responsive and accountable health and human services agencies. James Bost, President of Insight Market Research and Consulting and Certified Focus Group Moderator, conducted in-depth interviews with the executive director, chief executive officer or other designated leader of 52 of the 54 United Way of Central Oklahoma partner agencies to acquire their perceptions of the most critical issues facing the Central Oklahoma area. These interviews were conducted in the summer of 2023 via telephone conversations.

The key community issues as perceived by United Way of Central Oklahoma partner agency leaders can be summarized in the following model which shows the percentage of respondents who identified the issue as a pressing problem through open-ended questions.



Overall, partner agency leaders perceived homelessness as a more critical issue than by area residents across all communities and age categories. Partner agency leaders and area residents both perceived the economy and jobs as a very critical issue for the community with mental health being regarded as a more critical issue by partner agency leaders than area residents. While area residents clearly perceived basic needs as the most pressing community issue, partner agency leaders did not necessarily use basic needs as a specific term, but a significant percentage cited poverty as a specific critical issue, which can be perceived as a basic needs issue.



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