

Norman, Oklahoma

2023 QUALITY OF LIFE SURVEY

Mason-Dixon Polling and Strategy

Washington, D.C.

GENDER ID	Number	Percent
MALE	306	49%
FEMALE	315	50%
OTHER	4	1%
Total	625	100%

EDUCATION	Number	Percent
HIGH SCHOOL	119	19%
SOME COLLEGE	135	22%
COLLEGE GRAD	252	40%
GRAD DEGREE	118	19%
REFUSED	1	0%
Total	625	100%

EMPLOYMENT	Number	Percent
FULL-TIME	312	50%
PART-TIME	48	8%
RETIRED	151	24%
HOMEMAKER	87	14%
STUDENT	5	1%
UNEMPLOYED	17	3%
OTHER	2	0%
REFUSED	3	1%
Total	625	100%

LENGTH OF RESIDENCE	Number	Percent
<5 YEARS	94	15%
5-9 YRS	98	16%
10-19 YRS	143	23%
20+ YEARS	288	46%
REFUSED	2	0%
Total	625	100%

CHILD UNDER 18 IN HOME?	Number	Percent
YES	201	32%
NO	424	68%
Total	625	100%

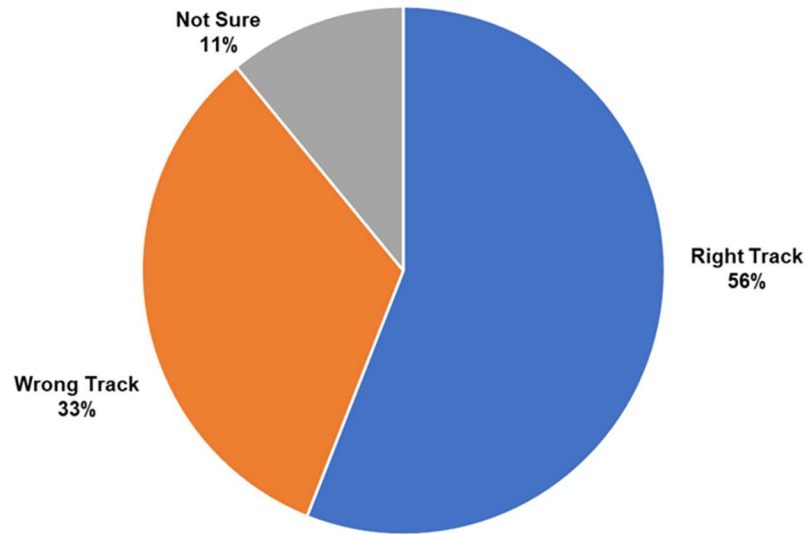
RACE/ETHNICITY	Number	Percent	INCOME	Number	Percent
WHITE	464	74%	<\$25,000	88	14%
BLACK	27	4%	\$25k-\$39,999	107	17%
HISPANIC	46	7%	\$40k-\$74,999	125	20%
NATIVE AMERICAN	25	4%	\$75,000+	205	33%
OTHER	58	9%	REFUSED	100	16%
REFUSED	5	1%	Total	625	100%
Total	625	100%			

AGE	Number	Percent
18-34	98	16%
35-49	199	32%
50-64	190	30%
65+	136	22%
REFUSED	2	0%
Total	625	100%

PARTY REGISTRATION	Number	Percent
DEMOCRAT	240	38%
REPUBLICAN	246	39%
INDEPENDENT	139	22%
Total	625	100%

DIRECTION OF NORMAN

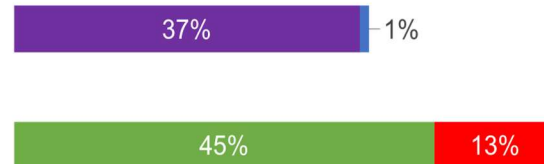
Q1: Generally, do you think that Norman is on the right track, or are things on the wrong track?



RESULTS - NORMAN	RIGHT TRACK	WRONG TRACK	NOT SURE
	56	33	11
GENDER ID			
MALE	52.6	35.6	11.8
FEMALE	59.4	30.2	10.5
PARTY REGISTRATION			
DEMOCRAT	67.9	26.7	5.4
REPUBLICAN	45.9	40.2	13.8
INDEPENDENT	53.2	30.9	15.8
AGE			
<50	55.9	33.7	10.4
50+	56.4	32.2	11.3
EDUCATION			
NO COLL. DEGREE	53.9	36.6	9.4
COLLEGE GRAD	57.6	30.5	11.9
INCOME			
<\$40,000	63.1	30.8	6.2
\$40,000+	52.4	34.8	12.7
LENGTH OF RESIDENCE			
<20_YEARS	55.2	33.3	11.5
20+_YEARS	56.6	32.7	10.7

Q2: How would you rate the job performance of the Norman City Council?

Job Performance of Norman City Council



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	1	37	38	45	13	58	5
GENDER ID							
MALE	1	32	33	49.7	13.1	62.8	4.2
FEMALE	1	41.3	42.3	40	12.4	52.4	5.4
PARTY REGISTRATION							
DEMOCRAT	0.8	49.6	50.4	36.3	7.9	44.2	5.4
REPUBLICAN	1.6	24.4	26	54.5	17.1	71.6	2.4
INDEPENDENT	0	36	36	42.4	13.7	56.1	7.9
AGE							
<50	0.3	36.4	36.7	45.8	10.8	56.6	6.7
50+	1.5	37.1	38.6	43.9	14.7	58.6	2.8
EDUCATION							
NO COLL. DEGREE	0.8	35.4	36.2	45.7	13.8	59.5	4.3
COLLEGE GRAD	1.1	37.6	38.7	44.3	12.2	56.5	4.9
INCOME							
<\$40,000	0	41.5	41.5	46.7	7.2	53.9	4.6
\$40,000+	1.2	34.2	35.4	45.8	14.5	60.3	4.2
LENGTH OF RESIDENCE							
<20_YEARS	1	34.9	35.9	43.2	14.6	57.8	6.3
20+_YEARS	0.9	37.6	38.5	45.7	11.8	57.5	3.9

Q3: How would you rate the job performance of Mayor Larry Heikkila?

Mayor Larry Heikkila



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	7.2	39.5	47	29.9	14.1	44	9
GENDER ID							
MALE	8.2	35.6	43.8	32.7	13.4	46.1	10.1
FEMALE	6.3	43.2	49.5	27.3	14.6	41.9	8.6
PARTY REGISTRATION							
DEMOCRAT	0	33.3	33.3	36.7	21.7	58.4	8.3
REPUBLICAN	11.8	47.6	59.4	23.6	5.7	29.3	11.4
INDEPENDENT	11.5	36	47.5	29.5	15.8	45.3	7.2
AGE							
<50	5.7	38	43.7	30	16.8	46.8	9.4
50+	8.3	40.8	49.1	30.1	11.7	41.8	9.2
EDUCATION							
NO COLL. DEGREE	6.7	40.6	47.3	27.2	15.4	42.6	10.2
COLLEGE GRAD	7.6	38.6	46.2	31.9	13.2	45.1	8.6
INCOME							
<\$40,000	3.6	37.4	41	32.3	16.9	49.2	9.7
\$40,000+	8.8	40.9	49.7	28.5	12.7	41.2	9.1
LENGTH OF RESIDENCE							
<20_YEARS	8.9	37	45.9	30.7	13.5	44.2	9.9
20+_YEARS	6.3	40.6	46.9	29.7	14.4	44.1	9

Q4: How would you rate the job performance of the Norman Board of Education?

Norman School Board



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	6.6	40.5	47	25.1	21.1	46	7	
GENDER ID								
MALE	6.5	39.5	46	25.2	21.6	46.8	7.2	
FEMALE	6.3	41.9	48.2	24.8	20.6	45.4	6.3	
PARTY REGISTRATION								
DEMOCRAT	8.8	42.5	51.3	19.2	23.8	43	5.8	
REPUBLICAN	6.1	41.1	47.2	28.5	16.3	44.8	8.1	
INDEPENDENT	3.6	36	39.6	29.5	25.2	54.7	5.8	
AGE								
<50	7.7	37	44.7	25.9	22.2	48.1	7.1	
50+	5.5	43.6	49.1	24.2	20.2	44.4	6.4	
EDUCATION								
NO COLL. DEGREE	7.5	38.6	46.1	25.2	21.3	46.5	7.5	
COLLEGE GRAD	5.9	41.9	47.8	24.9	21.1	46	6.2	
INCOME								
<\$40,000	5.6	45.6	51.2	21.5	22.1	43.6	5.1	
\$40,000+	7	38.8	45.8	27.6	20	47.6	6.7	
LENGTH OF RESIDENCE								
<20_YEARS	4.7	40.1	44.8	29.2	19.3	48.5	6.8	
20+_YEARS	7.4	40.8	48.2	23.2	21.8	45	6.7	

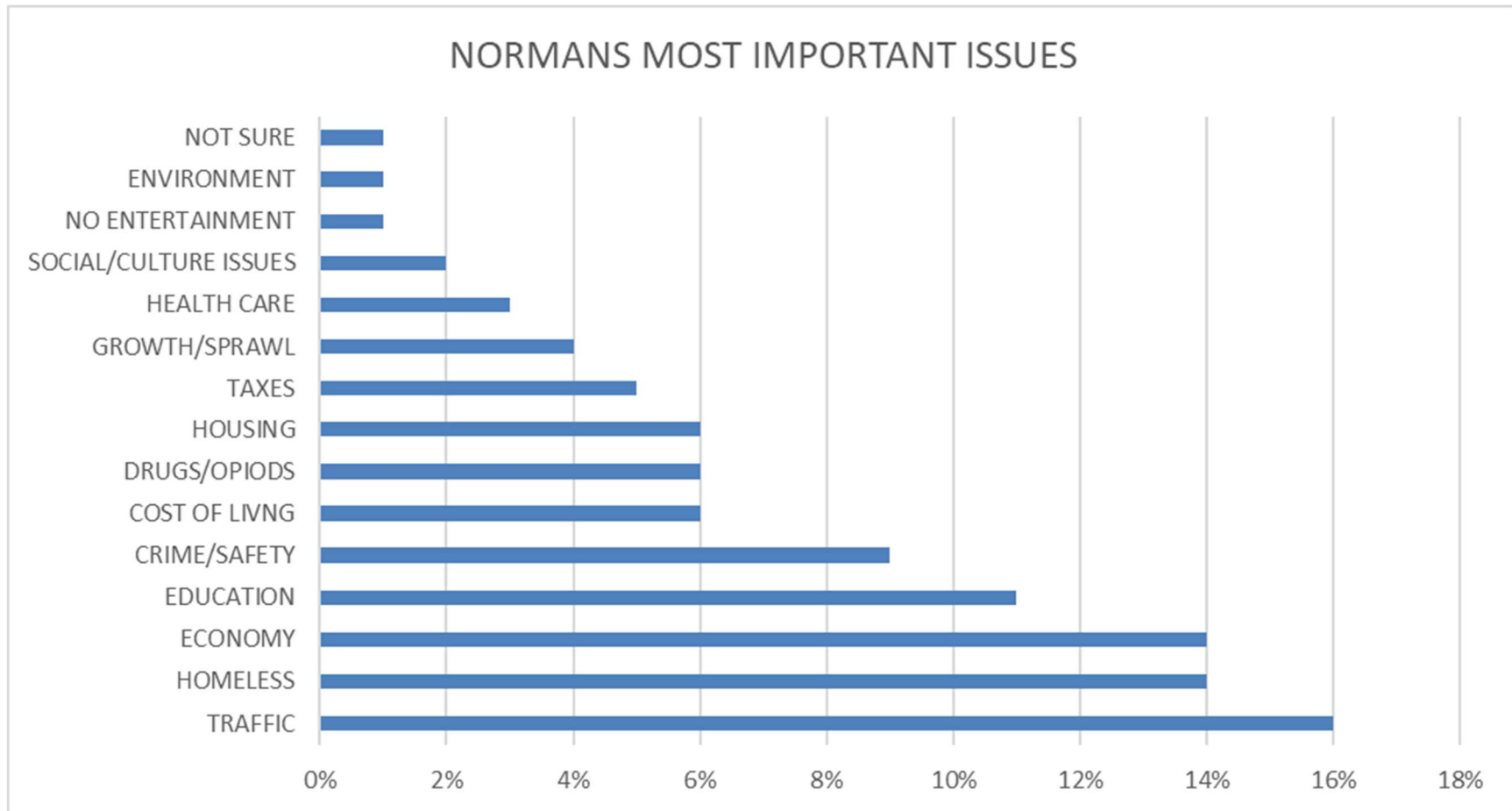
Q5: How would you rate the relationship between the University of Oklahoma and the Community of Norman?

Relationship Between the University of Oklahoma +
the Community of Norman

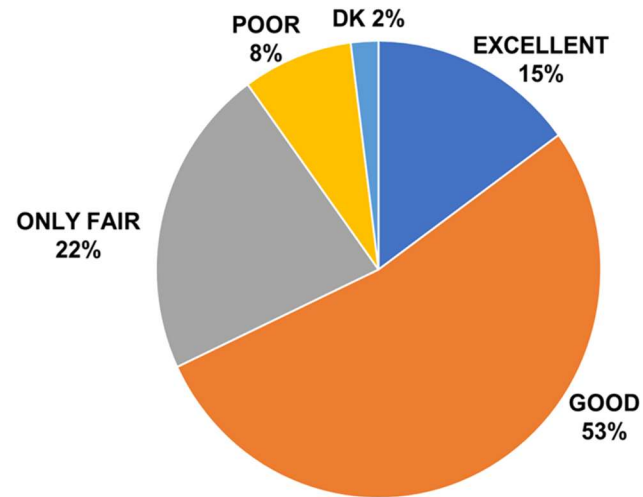


RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	25.8	42.1	68	19.8	9.8	30	2
GENDER ID							
MALE	25.2	42.2	67.4	21.2	10.1	31.3	1.3
FEMALE	26.3	42.5	68.8	18.1	9.2	27.3	3.8
PARTY REGISTRATION							
DEMOCRAT	36.3	38.3	74.6	18.8	5	23.8	1.7
REPUBLICAN	19.5	44.7	64.2	20.3	11.8	32.1	3.7
INDEPENDENT	18.7	43.9	62.6	20.9	14.4	35.3	2.2
AGE							
<50	27.9	42.4	70.3	18.9	8.1	27	2.7
50+	23.9	42	65.9	20.2	11.3	31.5	2.5
EDUCATION							
NO COLL. DEGREE	25.6	42.1	67.7	20.9	9.8	30.7	1.6
COLLEGE GRAD	25.9	42.2	68.1	18.9	9.7	28.6	3.2
INCOME							
<\$40,000	28.2	46.2	74.4	18.5	6.2	24.7	1
\$40,000+	25.5	41.2	66.7	20.9	10	30.9	2.4
LENGTH OF RESIDENCE							
<20_YEARS	26	43.8	69.8	18.8	8.3	27.1	3.1
20+_YEARS	25.8	41.5	67.3	20.2	10.2	30.4	2.3

Q6: What is the most important issue facing NORMAN? [OPEN-ENDED]

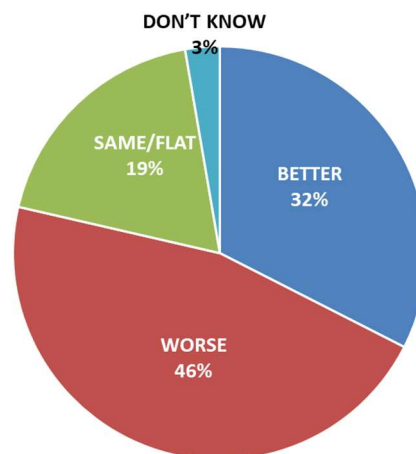


Q7: How would you rate the Norman Economy?



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	15.2	52.6	68	22.4	8	30	2
GENDER ID							
MALE	17.3	53.6	70.9	20.9	6.2	27.1	2
FEMALE	13.3	51.4	64.7	23.8	9.8	33.6	1.6
PARTY REGISTRATION							
DEMOCRAT	8.3	62.9	71.2	19.2	8.3	27.5	1.3
REPUBLICAN	24.8	42.3	67.1	24.8	5.7	30.5	2.4
INDEPENDENT	10.1	53.2	63.3	23.7	11.5	35.2	1.4
AGE							
<50	14.1	53.2	67.3	24.2	7.1	31.3	1.3
50+	16.3	51.8	68.1	20.9	8.9	29.8	2.1
EDUCATION							
NO COLL. DEGREE	14.6	56.3	70.9	22.4	5.5	27.9	1.2
COLLEGE GRAD	15.7	50	65.7	22.4	9.7	32.1	2.2
INCOME							
<\$40,000	11.8	59	70.8	20	7.2	27.2	2.1
\$40,000+	17.3	48.5	65.8	24.8	7.9	32.7	1.5
LENGTH OF RESIDENCE							
<20_YEARS	12	52.6	64.6	27.1	5.7	32.8	2.6
20+_YEARS	16.7	52.7	69.4	20.2	9	29.2	1.4

Q8: Looking back over the last five years, is the economy better or worse? What's been the trend?



RESULTS - NORMAN	BETTER	WORSE	SAME/FLAT	DON'T KNOW
	32.5	46.1	18.7	2.7
GENDER ID				
MALE	31.4	46.7	19.3	2.6
FEMALE	34	45.4	17.8	2.9
PARTY REGISTRATION				
DEMOCRAT	42.5	30.8	24.2	2.5
REPUBLICAN	24.4	62.2	9.8	3.7
INDEPENDENT	29.5	43.9	25.2	1.4
AGE				
<50	34	41.8	20.9	3.4
50+	31.3	50.3	16.3	2.1
EDUCATION				
NO COLL. DEGREE	31.5	47.6	18.1	2.8
COLLEGE GRAD	33.2	45.1	18.9	2.7
INCOME				
<\$40,000	35.4	42.6	19.5	2.6
\$40,000+	31.5	48.2	17.6	2.7
LENGTH OF RESIDENCE				
<20_YEARS	29.2	44.8	22.4	3.6
20+_YEARS	34.1	46.6	16.9	2.3

Q9: How concerned are you about the security and future of your own job or the jobs of any close family members in our area?



RESULTS - NORMAN	VERY CONCERNED	SOMEWHAT CONCERNED	TOTAL CONCERNED	NOT TOO CONCERNED	NOT AT ALL CONCERNED	TOTAL UNCONCERNED	
	14.6	33	48	27.4	25.1	52	
GENDER ID							
MALE	12.7	34.3	47	28.8	24.2	53	
FEMALE	16.5	31.7	48.2	26	25.7	51.7	
PARTY REGISTRATION							
DEMOCRAT	10.8	21.7	32.5	30.8	36.7	67.5	
REPUBLICAN	16.3	45.9	62.2	23.2	14.6	37.8	
INDEPENDENT	18	29.5	47.5	28.8	23.7	52.5	
AGE							
<50	15.2	27.3	42.5	29.6	27.9	57.5	
50+	13.8	38	51.8	25.5	22.7	48.2	
EDUCATION							
NO COLL. DEGREE	13.8	33.5	47.3	28.7	24	52.7	
COLLEGE GRAD	14.9	32.7	47.6	26.5	25.9	52.4	
INCOME							
<\$40,000	13.8	32.3	46.1	29.2	24.6	53.8	
\$40,000+	14.8	34.5	49.3	25.5	25.2	50.7	
LENGTH OF RESIDENCE							
<20_YEARS	14.1	29.7	43.8	32.3	24	56.3	
20+_YEARS	14.6	34.3	48.9	25.3	25.8	51.1	

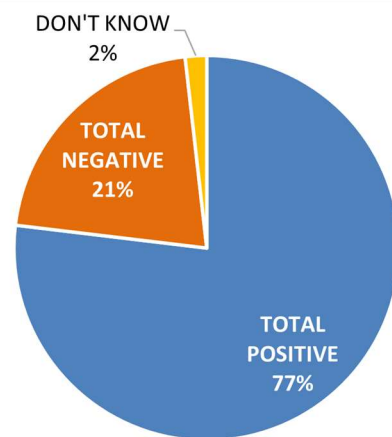
Q10: Please rate the Quality of PUBLIC EDUCATION

Quality of Public Education



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	21.9	36.3	58	28.2	11.7	40	2	
GENDER ID								
MALE	20.6	35.6	56.2	29.1	12.4	41.5	2.3	
FEMALE	23.2	37.1	60.3	27	11.1	38.1	1.6	
PARTY REGISTRATION								
DEMOCRAT	33.3	41.3	74.6	16.7	7.5	24.2	1.3	
REPUBLICAN	14.2	32.5	46.7	37	13.4	50.4	2.8	
INDEPENDENT	15.8	34.5	50.3	32.4	15.8	48.2	1.4	
AGE								
<50	19.2	39.1	58.3	26.9	12.5	39.4	2.4	
50+	24.5	33.7	58.2	29.1	11	40.1	1.5	
EDUCATION								
NO COLL. DEGREE	20.9	38.2	59.1	26.8	11.4	38.2	2.8	
COLLEGE GRAD	22.7	34.9	57.6	29.2	11.9	41.1	1.4	
INCOME								
<\$40,000	22.6	39	61.6	24.6	11.3	35.9	2.6	
\$40,000+	20.6	33.6	54.2	32.4	11.5	43.9	1.8	
LENGTH OF RESIDENCE								
<20_YEARS	22.4	38	60.4	27.1	10.9	38	1.6	
20+_YEARS	21.8	35.5	57.3	28.8	11.8	40.6	2.1	

Q11: Please rate the Availability of CULTURAL Opportunities



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	31.8	45.1	76.9	16.5	4.8	21.3	1.8
GENDER ID							
MALE	32.4	41.8	74.2	19.3	4.2	23.5	2.3
FEMALE	31.1	48.3	79.4	14.0	5.4	19.4	1.3
PARTY REGISTRATION							
DEMOCRAT	33.3	47.1	80.4	13.3	5.0	18.3	1.3
REPUBLICAN	32.5	44.7	77.2	16.3	4.5	20.8	2.0
INDEPENDENT	28.1	42.4	70.5	22.3	5	27.3	2.2
AGE							
<50	31.3	45.5	76.8	15.8	5.1	21	2.4
50+	32.5	44.5	77.0	17.2	5	21.8	1.2
EDUCATION							
NO COLL. DEGREE	34.3	42.9	77.2	15.4	4.7	20.1	2.8
COLLEGE GRAD	30.3	46.5	76.8	17.3	4.9	22	1.1
INCOME							
<\$40,000	32.3	44.6	76.9	13.8	6.7	20.5	2.6
\$40,000+	31.8	46.1	77.9	16.4	4.5	20.9	1.2
LENGTH OF RESIDENCE							
<20_YEARS	28.6	47.4	76.0	17.7	5.2	22.9	1
20+_YEARS	33.2	44.1	77.3	16.0	4.6	20.6	2.1

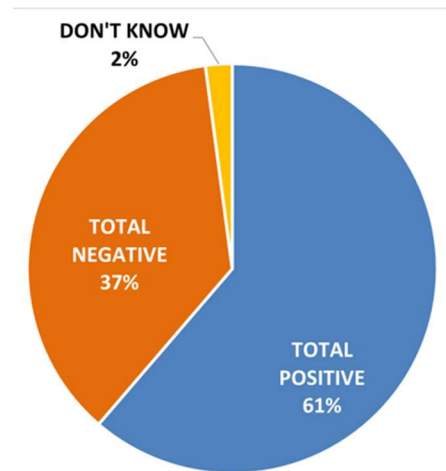
Q12: Please rate the Availability of JOB OPPORTUNITIES for you and those in your household.

Availability of Jobs for You + Your Household



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	9.8	52	61.8	28	7.8	35.8	2.4
GENDER ID							
MALE	9.2	51.6	60.8	29.4	6.5	35.9	3.3
FEMALE	10.2	52.7	62.9	26.3	9.2	35.5	1.6
PARTY REGISTRATION							
DEMOCRAT	11.7	52.5	64.2	21.7	12.9	34.6	1.3
REPUBLICAN	8.1	56.1	64.2	30.5	2	32.5	3.3
INDEPENDENT	9.4	43.9	53.3	34.5	9.4	43.9	2.9
AGE							
<50	9.4	53.2	62.6	27.3	7.4	34.7	2.7
50+	10.1	51.2	61.3	28.2	8.3	36.5	2.1
EDUCATION							
NO COLL. DEGREE	9.1	53.5	62.6	29.1	5.5	34.6	2.8
COLLEGE GRAD	10.3	51.1	61.4	27	9.5	36.5	2.2
INCOME							
<\$40,000	7.2	54.9	62.1	27.7	7.7	35.4	2.6
\$40,000+	10	51.8	61.8	28.5	7.6	36.1	2.1
LENGTH OF RESIDENCE							
<20_YEARS	7.8	50.5	58.3	33.9	6.8	40.7	1
20+_YEARS	10.7	52.9	63.6	25.1	8.4	33.5	3

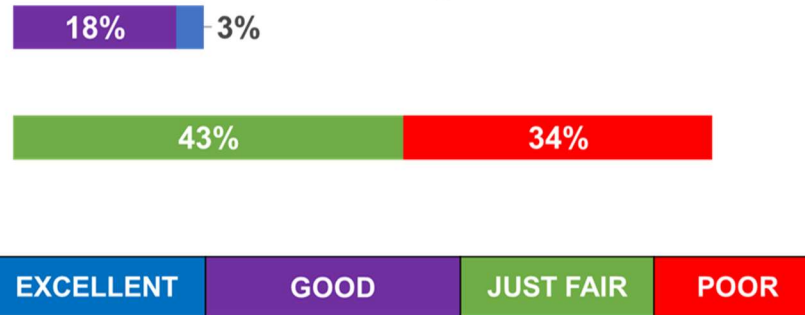
Q13: Please rate the Availability of A VIBRANT NIGHTLIFE



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	16.2	45.1	61.3	25.4	11.2	36.6	2.1	
GENDER ID								
MALE	15.4	43.5	58.9	28.4	9.8	38.2	2.9	
FEMALE	16.5	47	63.5	22.9	12.4	35.3	1.3	
PARTY REGISTRATION								
DEMOCRAT	16.3	52.9	69.2	19.2	10.4	29.6	1.3	
REPUBLICAN	16.7	39.8	56.5	32.5	8.1	40.6	2.8	
INDEPENDENT	15.1	41	56.1	23.7	18	41.7	2.2	
AGE								
<50	16.2	46.5	62.7	23.6	11.4	35	2.4	
50+	16.3	44.2	60.5	26.7	11	37.7	1.8	
EDUCATION								
NO COLL. DEGREE	18.5	41.3	59.8	27.2	10.2	37.4	2.8	
COLLEGE GRAD	14.6	47.8	62.4	24.1	11.9	36	1.6	
INCOME								
<\$40,000	12.3	52.8	65.1	20.5	11.8	32.3	2.6	
\$40,000+	17.3	44.8	62.1	26.7	9.7	36.4	1.5	
LENGTH OF RESIDENCE								
<20_YEARS	15.1	46.4	61.5	27.6	9.9	37.5	1	
20+_YEARS	16.7	44.8	61.5	24.1	11.8	35.9	2.6	

Q14: Please rate the Availability of AFFORDABLE HOUSING

Availability of Affordable Workforce Housing



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	2.9	17.8	20.7	43.4	33.8	77.2	2.2
GENDER ID							
MALE	3.6	18.6	22.2	42.2	33	75.2	2.6
FEMALE	2.2	17.1	19.3	44.8	34	78.8	1.9
PARTY REGISTRATION							
DEMOCRAT	0	13.3	13.3	49.6	35.4	85	1.7
REPUBLICAN	5.7	24	29.7	36.6	30.5	67.1	3.3
INDEPENDENT	2.9	14.4	17.3	44.6	36.7	81.3	1.4
AGE							
<50	3	15.8	18.8	42.8	36	78.8	2.4
50+	2.8	19.6	22.4	44.2	31.3	75.5	2.1
EDUCATION							
NO COLL. DEGREE	3.1	20.5	23.6	38.2	35	73.2	3.1
COLLEGE GRAD	2.7	15.9	18.6	47	32.7	79.7	1.6
INCOME							
<\$40,000	2.1	16.9	19	42.1	35.9	78	3.1
\$40,000+	3.3	17	20.3	45.2	33	78.2	1.5
LENGTH OF RESIDENCE							
<20_YEARS	3.6	20.8	24.4	42.7	31.8	74.5	1
20+_YEARS	2.6	16.5	19.1	43.6	34.6	78.2	2.8

Q15: Please rate Norman's PUBLIC TRANSPORTATION

Public Transportation



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	3.8	34.4	38.2	36.5	22.4	58.9	2.9	
GENDER ID								
MALE	3.3	30.7	34	39.9	22.9	62.8	3.3	
FEMALE	4.4	37.8	42.2	33.3	21.9	55.2	2.5	
PARTY REGISTRATION								
DEMOCRAT	5	44.2	49.2	28.8	19.6	48.4	2.5	
REPUBLICAN	3.3	25.6	28.9	40.2	27.6	67.8	3.3	
INDEPENDENT	2.9	33.1	36	43.2	18	61.2	2.9	
AGE								
<50	4.4	36.4	40.8	34.3	21.5	55.8	3.4	
50+	3.4	32.5	35.9	38.3	23.3	61.6	2.5	
EDUCATION								
NO COLL. DEGREE	4.3	32.7	37	36.6	22.8	59.4	3.5	
COLLEGE GRAD	3.5	35.4	38.9	36.5	22.2	58.7	2.4	
INCOME								
<\$40,000	2.1	37.9	40	35.9	21	56.9	3.1	
\$40,000+	4.2	33.3	37.5	36.7	22.7	59.4	3	
LENGTH OF RESIDENCE								
<20_YEARS	4.2	30.7	34.9	38.5	24	62.5	2.6	
20+_YEARS	3.7	36	39.7	35.7	21.8	57.5	2.8	

Q16: Please rate Norman's PUBLIC SAFETY

Public Safety + Crime



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	10.4	41.8	52.2	34.7	11.4	46.1	1.8
GENDER ID							
MALE	11.1	41.5	52.6	33	12.1	45.1	2.3
FEMALE	9.2	42.5	51.7	36.8	10.2	47	1.3
PARTY REGISTRATION							
DEMOCRAT	8.8	46.7	55.5	35.8	7.5	43.3	1.3
REPUBLICAN	11	38.6	49.6	32.9	15.4	48.3	2
INDEPENDENT	12.2	38.8	51	36	10.8	46.8	2.2
AGE							
<50	10.4	43.4	53.8	32.3	11.4	43.7	2.4
50+	10.4	39.9	50.3	37.1	11.3	48.4	1.2
EDUCATION							
NO COLL. DEGREE	9.8	42.1	51.9	32.7	12.6	45.3	2.8
COLLEGE GRAD	10.8	41.4	52.2	36.2	10.5	46.7	1.1
INCOME							
<\$40,000	7.7	43.1	50.8	35.4	11.3	46.7	2.6
\$40,000+	11.2	39.7	50.9	34.8	13	47.8	1.2
LENGTH OF RESIDENCE							
<20_YEARS	13	37.5	50.5	38.5	9.9	48.4	1
20+_YEARS	9.3	43.6	52.9	32.9	12.1	45	2.1

Q17: Please rate the ability to GET FROM PLACE TO PLACE WITH EASE

Ability to Go Place-to-Place with Ease



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	12.3	37.3	49.6	31	17.6	48.6	1.8	
GENDER ID								
MALE	12.7	35.6	48.3	31.4	18	49.4	2.3	
FEMALE	12.1	39.4	51.5	30.5	16.8	47.3	1.3	
PARTY REGISTRATION								
DEMOCRAT	11.7	29.2	40.9	33.8	24.2	58	1.3	
REPUBLICAN	13.8	43.5	57.3	26.8	13.8	40.6	2	
INDEPENDENT	10.8	40.3	51.1	33.8	12.9	46.7	2.2	
AGE								
<50	12.5	34.7	47.2	32	18.5	50.5	2.4	
50+	12.3	39.3	51.6	30.4	16.9	47.3	1.2	
EDUCATION								
NO COLL. DEGREE	10.6	35.4	46	31.9	19.3	51.2	2.8	
COLLEGE GRAD	13.5	38.4	51.9	30.5	16.5	47	1.1	
INCOME								
<\$40,000	8.2	33.8	42	35.9	19.5	55.4	2.6	
\$40,000+	14.2	39.4	53.6	29.1	16.1	45.2	1.2	
LENGTH OF RESIDENCE								
<20_YEARS	11.5	40.6	52.1	30.7	16.1	46.8	1	
20+_YEARS	12.8	35.5	48.3	31.3	18.3	49.6	2.1	

Q18: Please rate the ability of QUALITY HEALTHCARE

Availability of Quality Healthcare



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	19.2	50.9	70.1	19.2	8.8	28	1.9	
GENDER ID								
MALE	21.6	49	70.6	19.9	7.2	27.1	2.3	
FEMALE	17.1	53.3	70.4	18.1	9.8	27.9	1.6	
PARTY REGISTRATION								
DEMOCRAT	11.3	55.4	66.7	21.7	10.4	32.1	1.3	
REPUBLICAN	30.1	46.7	76.8	15.4	5.7	21.1	2	
INDEPENDENT	13.7	50.4	64.1	21.6	11.5	33.1	2.9	
AGE								
<50	17.5	53.2	70.7	17.8	9.1	26.9	2.4	
50+	20.9	49.1	70	20.2	8.3	28.5	1.5	
EDUCATION								
NO COLL. DEGREE	20.5	50.4	70.9	19.7	6.7	26.4	2.8	
COLLEGE GRAD	18.4	51.4	69.8	18.9	10	28.9	1.4	
INCOME								
<\$40,000	13.8	53.8	67.6	19.5	10.3	29.8	2.6	
\$40,000+	20.6	52.1	72.7	17.6	8.5	26.1	1.2	
LENGTH OF RESIDENCE								
<20_YEARS	19.8	52.1	71.9	16.7	10.4	27.1	1	
20+_YEARS	19	50.6	69.6	20.4	7.9	28.3	2.1	

Q19: Please rate the ability of OUTDOOR PARKS, PLAYGROUNDS, AND RECREATIONAL OPPORTUNITIES

Availability of Parks + Playgrounds



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	35.4	49	84.4	11.8	2.1	13.9	1.8
GENDER ID							
MALE	34.3	48	82.3	14.1	1.3	15.4	2.3
FEMALE	35.9	50.5	86.4	9.5	2.9	12.4	1.3
PARTY REGISTRATION							
DEMOCRAT	39.6	49.2	88.8	10	0	10	1.3
REPUBLICAN	33.3	48.8	82.1	12.6	3.3	15.9	2
INDEPENDENT	31.7	48.9	80.6	13.7	3.6	17.3	2.2
AGE							
<50	36.4	47.8	84.2	11.8	1.7	13.5	2.4
50+	34.4	50	84.4	12	2.5	14.5	1.2
EDUCATION							
NO COLL. DEGREE	37.4	47.2	84.6	11	1.6	12.6	2.8
COLLEGE GRAD	34.1	50	84.1	12.4	2.4	14.8	1.1
INCOME							
<\$40,000	32.3	50.3	82.6	13.8	1	14.8	2.6
\$40,000+	34.5	50	84.5	12.1	2.1	14.2	1.2
LENGTH OF RESIDENCE							
<20_YEARS	33.3	50	83.3	14.1	1.6	15.7	1
20+_YEARS	36.4	48.3	84.7	10.9	2.3	13.2	2.1

Q20: Please rate Norman as a WELCOME AND INVITING PLACE for people of diverse backgrounds, ethnicities, and cultures.

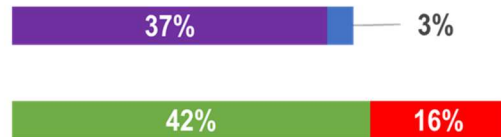
Norman is Welcoming to People of Diverse Backgrounds



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	26.2	47.5	73.7	15.8	8.3	24.1	2.1
GENDER ID							
MALE	25.2	48.4	73.6	14.7	8.8	23.5	2.9
FEMALE	27	47.3	74.3	16.5	7.9	24.4	1.3
PARTY REGISTRATION							
DEMOCRAT	22.9	46.7	69.6	16.7	12.5	29.2	1.3
REPUBLICAN	30.1	50.8	80.9	11	5.3	16.3	2.8
INDEPENDENT	25.2	43.2	68.4	23	6.5	29.5	2.2
AGE							
<50	26.6	47.8	74.4	14.1	9.1	23.2	2.4
50+	26.1	46.9	73	17.5	7.7	25.2	1.8
EDUCATION							
NO COLL. DEGREE	28.7	46.9	75.6	13.8	7.9	21.7	2.8
COLLEGE GRAD	24.6	47.8	72.4	17.3	8.6	25.9	1.6
INCOME							
<\$40,000	21.5	49.2	70.7	15.4	11.3	26.7	2.6
\$40,000+	26.4	49.1	75.5	16.7	6.1	22.8	1.8
LENGTH OF RESIDENCE							
<20_YEARS	24.5	47.9	72.4	19.3	7.3	26.6	1
20+_YEARS	26.9	47.3	74.2	14.4	8.8	23.2	2.6

Q21: Please rate the EFFECTIVENESS OF ELECTED OFFICIALS

Effective Leadership from Elected Officials



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	2.9	37	39.9	42.4	15.8	58.2	1.9
GENDER ID							
MALE	3.3	29.7	33	49	15.4	64.4	2.6
FEMALE	2.2	44.4	46.6	35.6	16.5	52.1	1.3
PARTY REGISTRATION							
DEMOCRAT	0	47.9	47.9	32.5	18.3	50.8	1.3
REPUBLICAN	6.1	28.9	35	48.8	13.8	62.6	2.4
INDEPENDENT	2.2	32.4	34.6	48.2	15.1	63.3	2.2
AGE							
<50	2.7	34.7	37.4	43.4	16.8	60.2	2.4
50+	3.1	39	42.1	41.4	15	56.4	1.5
EDUCATION							
NO COLL. DEGREE	4.7	33.1	37.8	40.6	18.9	59.5	2.8
COLLEGE GRAD	1.6	39.7	41.3	43.5	13.8	57.3	1.4
INCOME							
<\$40,000	1.5	40	41.5	44.1	11.8	55.9	2.6
\$40,000+	4.2	33.6	37.8	43	17.6	60.6	1.5
LENGTH OF RESIDENCE							
<20_YEARS	2.1	38	40.1	43.8	15.1	58.9	1
20+_YEARS	3.2	36.7	39.9	41.8	16	57.8	2.3

Q22: A shared city-wide vision for economic prosperity and enhancement of the quality of life

**Shared City-Wide Economic +
QOL Vision**



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	7.8	30.4	38.2	33	26.7	59.7	2.1
GENDER ID							
MALE	8.2	24.8	33	35.6	28.8	64.4	2.6
FEMALE	7.3	35.9	43.2	30.5	24.8	55.3	1.6
PARTY REGISTRATION							
DEMOCRAT	5.8	38.8	44.6	33.8	20.4	54.2	1.3
REPUBLICAN	11.4	24	35.4	28.5	34.1	62.6	2
INDEPENDENT	5	27.3	32.3	39.6	24.5	64.1	3.6
AGE							
<50	8.4	28.6	37	31.6	28.6	60.2	2.7
50+	7.4	32.2	39.6	34	24.8	58.8	1.5
EDUCATION							
NO COLL. DEGREE	9.8	28	37.8	29.1	30.3	59.4	2.8
COLLEGE GRAD	6.5	32.2	38.7	35.4	24.3	59.7	1.6
INCOME							
<\$40,000	5.6	35.4	41	32.8	23.6	56.4	2.6
\$40,000+	9.1	27.6	36.7	32.1	29.7	61.8	1.5
LENGTH OF RESIDENCE							
<20_YEARS	7.3	31.8	39.1	30.7	28.6	59.3	1.6
20+_YEARS	8.1	29.9	38	33.9	26	59.9	2.1

Q23: For RECENT COLLEGE GRADUATES looking to enter the job market.

Recent College Grads Looking For Jobs



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	5.1	37.8	42.9	37.4	17.4	54.8	2.2	
GENDER ID								
MALE	4.9	35	39.9	40.8	16.7	57.5	2.6	
FEMALE	5.1	41	46.1	33.7	18.4	52.1	1.9	
PARTY REGISTRATION								
DEMOCRAT	2.9	49.6	52.5	32.1	13.3	45.4	2.1	
REPUBLICAN	8.5	26.8	35.3	42.7	19.1	61.8	2.8	
INDEPENDENT	2.9	36.7	39.6	37.4	21.6	59	1.4	
AGE								
<50	6.1	39.4	45.5	36	16.2	52.2	2.4	
50+	4.3	36.5	40.8	38.7	18.4	57.1	2.1	
EDUCATION								
NO COLL. DEGREE	6.7	34.3	41	39.4	16.5	55.9	3.1	
COLLEGE GRAD	4.1	40.3	44.4	35.9	18.1	54	1.6	
INCOME								
<\$40,000	2.6	47.2	49.8	32.3	14.9	47.2	3.1	
\$40,000+	6.7	33.6	40.3	40.6	17	57.6	2.1	
LENGTH OF RESIDENCE								
<20_YEARS	6.8	42.7	49.5	34.9	14.1	49	1.6	
20+_YEARS	4.4	35.7	40.1	38.5	18.8	57.3	2.6	

Q24: For YOUNG SINGLE PEOPLE

Young Single People



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	14.4	49.9	64.3	25.8	7.8	33.6	2.1
GENDER ID							
MALE	15	50	65	25.2	7.2	32.4	2.6
FEMALE	13.7	50.5	64.2	25.7	8.6	34.3	1.6
PARTY REGISTRATION							
DEMOCRAT	14.2	55	69.2	22.1	7.5	29.6	1.3
REPUBLICAN	13.8	45.1	58.9	30.1	8.5	38.6	2.4
INDEPENDENT	15.8	49.6	65.4	24.5	7.2	31.7	2.9
AGE							
<50	16.2	48.1	64.3	26.3	6.7	33	2.7
50+	12.9	51.8	64.7	25.2	8.6	33.8	1.5
EDUCATION							
NO COLL. DEGREE	15.7	45.7	61.4	27.2	8.7	35.9	2.8
COLLEGE GRAD	13.5	53	66.5	24.6	7.3	31.9	1.6
INCOME							
<\$40,000	13.3	52.8	66.1	24.1	7.2	31.3	2.6
\$40,000+	14.8	49.1	63.9	27	7.6	34.6	1.5
LENGTH OF RESIDENCE							
<20_YEARS	16.1	52.6	68.7	27.1	3.1	30.2	1
20+_YEARS	13.7	48.7	62.4	25.1	10	35.1	2.6

Q25: For FAMILIES WITH CHILDREN

Families With Children



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	26.6	51.8	78.4	16.6	3.2	19.8	1.8	
GENDER ID								
MALE	26.8	49.3	76.1	19	2.6	21.6	2.3	
FEMALE	26.3	54.3	80.6	14.3	3.8	18.1	1.3	
PARTY REGISTRATION								
DEMOCRAT	33.8	50	83.8	10	5	15	1.3	
REPUBLICAN	21.5	54.5	76	22	0	22	2	
INDEPENDENT	23	50.4	73.4	18.7	5.8	24.5	2.2	
AGE								
<50	29.3	47.8	77.1	16.8	3.7	20.5	2.4	
50+	23.9	55.8	79.7	16.6	2.5	19.1	1.2	
EDUCATION								
NO COLL. DEGREE	28.3	48.8	77.1	18.9	1.2	20.1	2.8	
COLLEGE GRAD	25.4	54.1	79.5	15.1	4.3	19.4	1.1	
INCOME								
<\$40,000	22.1	56.9	79	13.8	4.6	18.4	2.6	
\$40,000+	26.7	51.2	77.9	18.8	2.1	20.9	1.2	
LENGTH OF RESIDENCE								
<20_YEARS	29.2	50.5	79.7	17.2	2.1	19.3	1	
20+_YEARS	25.5	52.4	77.9	16.5	3.5	20	2.1	

Q26: For RETIREES

Retirees



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	21.3	46.6	67.9	20	10.6	30.6	1.6
GENDER ID							
MALE	21.9	42.8	64.7	21.6	11.8	33.4	2
FEMALE	20.3	50.2	70.5	18.7	9.5	28.2	1.3
PARTY REGISTRATION							
DEMOCRAT	21.7	50.4	72.1	22.1	4.6	26.7	1.3
REPUBLICAN	22.8	41.9	64.7	19.5	13.8	33.3	2
INDEPENDENT	18	48.2	66.2	17.3	15.1	32.4	1.4
AGE							
<50	20.5	47.1	67.6	19.5	10.8	30.3	2
50+	22.1	46.3	68.4	20.2	10.1	30.3	1.2
EDUCATION							
NO COLL. DEGREE	23.6	39.4	63	22	12.2	34.2	2.8
COLLEGE GRAD	19.7	51.6	71.3	18.6	9.2	27.8	0.8
INCOME							
<\$40,000	17.4	46.7	64.1	22.6	10.8	33.4	2.6
\$40,000+	22.4	47	69.4	19.1	10.3	29.4	1.2
LENGTH OF RESIDENCE							
<20_YEARS	22.4	47.4	69.8	19.8	9.4	29.2	1
20+_YEARS	20.9	46.2	67.1	20.2	10.9	31.1	1.9

Q27: For RACIAL AND ETHNIC MINORITIES

Racial + Ethnic Minorities



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	12	50.4	62.4	26.7	8.8	35.5	2.1
GENDER ID							
MALE	13.1	49	62.1	25.8	9.5	35.3	2.6
FEMALE	10.5	52.4	62.9	27.3	8.3	35.6	1.6
PARTY REGISTRATION							
DEMOCRAT	7.9	53.3	61.2	22.1	15.4	37.5	1.3
REPUBLICAN	17.1	50.4	67.5	27.6	2.4	30	2.4
INDEPENDENT	10.1	45.3	55.4	33.1	8.6	41.7	2.9
AGE							
<50	12.5	49.5	62	25.9	10.1	36	2
50+	11.7	51.5	63.2	27.3	7.7	35	1.8
EDUCATION							
NO COLL. DEGREE	13.8	49.2	63	26.8	7.5	34.3	2.8
COLLEGE GRAD	10.8	51.4	62.2	26.5	9.7	36.2	1.6
INCOME							
<\$40,000	6.2	54.4	60.6	26.2	10.8	37	2.6
\$40,000+	14.5	47.6	62.1	28.8	7.6	36.4	1.5
LENGTH OF RESIDENCE							
<20_YEARS	14.6	48.4	63	28.6	7.3	35.9	1
20+_YEARS	10.9	51.5	62.4	25.8	9.5	35.3	2.3

Q28: For IMMIGRANTS FROM OTHER COUNTRIES

Immigrants



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	7.7	49.1	56.8	31.4	9.6	41	2.2
GENDER ID							
MALE	7.8	50	57.8	28.1	11.1	39.2	2.9
FEMALE	7.3	48.9	56.2	34	8.3	42.3	1.6
PARTY REGISTRATION							
DEMOCRAT	2.9	52.1	55	30	12.9	42.9	2.1
REPUBLICAN	11	48.4	59.4	30.9	7.3	38.2	2.4
INDEPENDENT	10.1	45.3	55.4	34.5	7.9	42.4	2.2
AGE							
<50	7.1	47.5	54.6	33	10.4	43.4	2
50+	8.3	50.3	58.6	30.1	8.9	39	2.5
EDUCATION							
NO COLL. DEGREE	9.4	46.5	55.9	31.5	9.4	40.9	3.1
COLLEGE GRAD	6.5	50.8	57.3	31.4	9.7	41.1	1.6
INCOME							
<\$40,000	5.6	50.3	55.9	30.3	10.8	41.1	3.1
\$40,000+	9.1	46.1	55.2	34.2	8.8	43	1.8
LENGTH OF RESIDENCE							
<20_YEARS	9.9	51.6	61.5	29.2	8.3	37.5	1
20+_YEARS	6.7	48	54.7	32.5	10.2	42.7	2.6

Q29: For ENTREPRENEURS

Entrepreneurs



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	16.2	50.7	66.9	21.6	9.8	31.4	1.8
GENDER ID							
MALE	18	46.1	64.1	23.9	9.8	33.7	2.3
FEMALE	14	55.6	69.6	19.4	9.8	29.2	1.3
PARTY REGISTRATION							
DEMOCRAT	11.3	57.9	69.2	25	4.6	29.6	1.3
REPUBLICAN	22	45.5	67.5	16.7	13.4	30.1	2.4
INDEPENDENT	14.4	47.5	61.9	24.5	12.2	36.7	1.4
AGE							
<50	17.2	53.9	71.1	19.5	7.4	26.9	2
50+	15.3	48.2	63.5	23	12	35	1.5
EDUCATION							
NO COLL. DEGREE	19.7	51.6	71.3	17.3	8.7	26	2.8
COLLEGE GRAD	13.8	50.3	64.1	24.3	10.5	34.8	1.1
INCOME							
<\$40,000	11.3	55.9	67.2	23.1	7.2	30.3	2.6
\$40,000+	17.9	49.4	67.3	21.8	9.4	31.2	1.5
LENGTH OF RESIDENCE							
<20_YEARS	16.7	54.2	70.9	20.3	7.8	28.1	1
20+_YEARS	16	49.4	65.4	22	10.4	32.4	2.1

Q30: For PEOPLE LIVING BELOW THE POVERTY LINE

People Living Below the Poverty Line



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW	
	4	16.2	20.2	41.8	35.8	77.6	2.2	
GENDER ID								
MALE	3.9	16.3	20.2	44.1	33	77.1	2.6	
FEMALE	4.1	15.9	20	39.7	38.4	78.1	1.9	
PARTY REGISTRATION								
DEMOCRAT	2.9	18.8	21.7	38.3	38.3	76.6	1.7	
REPUBLICAN	5.7	15.4	21.1	45.5	30.1	75.6	3.3	
INDEPENDENT	2.9	12.9	15.8	41	41.7	82.7	1.4	
AGE								
<50	4.4	15.5	19.9	38.7	39.4	78.1	2	
50+	3.7	16.9	20.6	44.8	32.2	77	2.5	
EDUCATION								
NO COLL. DEGREE	4.3	16.1	20.4	42.9	33.5	76.4	3.1	
COLLEGE GRAD	3.8	16.2	20	41.1	37.3	78.4	1.6	
INCOME								
<\$40,000	2.6	20	22.6	34.9	39.5	74.4	3.1	
\$40,000+	4.5	14.8	19.3	46.4	32.4	78.8	1.8	
LENGTH OF RESIDENCE								
<20_YEARS	4.7	19.3	24	40.6	34.4	75	1	
20+_YEARS	3.7	14.8	18.5	42.5	36.2	78.7	2.8	

Q31: For PEOPLE LIKE YOU

People Like You



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	22.4	60.8	83.2	14.1	2.7	16.8	
GENDER ID							
MALE	22.9	61.1	84	13.7	2.3	16	
FEMALE	21.9	60.3	82.2	14.6	3.2	17.8	
PARTY REGISTRATION							
DEMOCRAT	25.8	55.4	81.2	13.8	5	18.8	
REPUBLICAN	19.1	65.4	84.5	15.4	0	15.4	
INDEPENDENT	22.3	61.9	84.2	12.2	3.6	15.8	
AGE							
<50	23.6	61.3	84.9	12.1	3	15.1	
50+	21.5	60.4	81.9	16	2.1	18.1	
EDUCATION							
NO COLL. DEGREE	23.6	58.7	82.3	16.5	1.2	17.7	
COLLEGE GRAD	21.6	62.4	84	12.4	3.5	15.9	
INCOME							
<\$40,000	17.9	62.1	80	16.4	3.6	20	
\$40,000+	23.9	61.5	85.4	12.1	2.4	14.5	
LENGTH OF RESIDENCE							
<20_YEARS	24	59.4	83.4	16.1	0.5	16.6	
20+_YEARS	21.8	61.5	83.3	13.2	3.5	16.7	

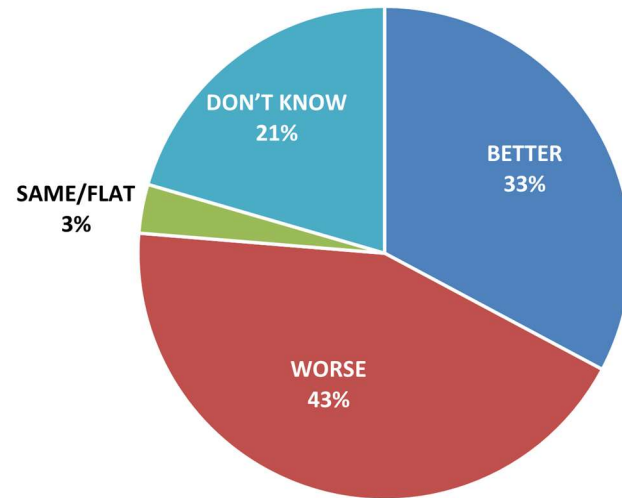
Q32: Norman's OVERALL QUALITY OF LIFE

OVERALL QUALITY OF LIFE



RESULTS - NORMAN	EXCELLENT	GOOD	TOTAL POSITIVE	ONLY FAIR	POOR	TOTAL NEGATIVE	DON'T KNOW
	26.6	51.2	77.8	21	1.3	22.3	
GENDER ID							
MALE	27.5	48	75.5	22.9	1.6	24.5	
FEMALE	25.4	54.6	80	19	1	20	
PARTY REGISTRATION							
DEMOCRAT	28.3	50	78.3	21.3	0.4	21.7	
REPUBLICAN	28	50.8	78.8	19.5	1.6	21.1	
INDEPENDENT	20.9	54	74.9	23	2.2	25.2	
AGE							
<50	26.6	52.9	79.5	19.5	1	20.5	
50+	26.7	49.7	76.4	22.1	1.5	23.6	
EDUCATION							
NO COLL. DEGREE	28.7	50	78.7	19.3	2	21.3	
COLLEGE GRAD	25.1	52.2	77.3	21.9	0.8	22.7	
INCOME							
<\$40,000	22.6	54.4	77	23.1	0	23.1	
\$40,000+	26.7	53.6	80.3	18.2	1.5	19.7	
LENGTH OF RESIDENCE							
<20_YEARS	28.6	49	77.6	21.4	1	22.4	
20+_YEARS	25.8	52.2	78	20.6	1.4	22	

Q33: Looking back five years ago, has the Quality of life improved, gotten worse, or stayed about the same?
What's been the trend?



RESULTS - NORMAN	BETTER	WORSE	SAME/FLAT	DON'T KNOW
	32.8	43.5	3.2	20.5
GENDER ID				
MALE	32.4	44.4	2.6	20.6
FEMALE	33	42.5	3.8	20.6
PARTY REGISTRATION				
DEMOCRAT	25	50.8	4.6	19.6
REPUBLICAN	41.1	35	2	22
INDEPENDENT	31.7	46	2.9	19.4
AGE				
<50	29.6	45.8	4.7	19.9
50+	35.6	41.4	1.8	21.2
EDUCATION				
NO COLL. DEGREE	33.1	43.3	3.5	20.1
COLLEGE GRAD	32.4	43.8	3	20.8
INCOME				
<\$40,000	29.7	45.6	5.6	19
\$40,000+	34.8	41.8	2.1	21.2
LENGTH OF RESIDENCE				
<20_YEARS	30.7	43.8	2.6	22.9
20+_YEARS	33.4	43.6	3.5	19.5

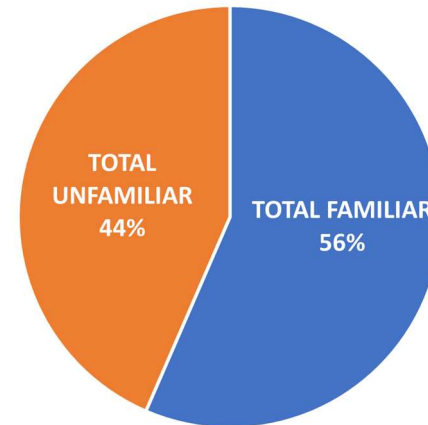
Q34: What's the PRIMARY REASON it's become worse? [OPEN-ENDED]

COST OF LIVING	20%
POOR ECONOMY	18%
LESS QUALITY OF LIFE	18%
CRIME/PUBLIC SAFETY	16%
HOMELESS	16%
POOR SCHOOLS	7%
POOR LEADERSHIP	4%
LACK OF CULTURE	1%
OTHER/NOT SURE	1%

VISION: FAMILIARITY WITH ECONOMIC & COMMUNITY DEVELOPMENT PLANS

Statement: Economic Development generates investment, wealth, tax base, and jobs from which many community benefits are created.

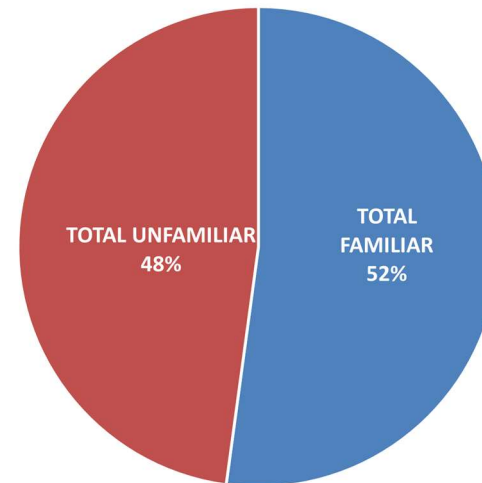
Q35: How familiar are you with the vision and plans for economic development in NORMAN?



RESULTS - NORMAN	VERY FAMILIAR	SOMEWHAT FAMILIAR	TOTAL FAMILIAR	NOT TOO FAMILIAR	NOT AT ALL FAMILIAR	TOTAL UNFAMILIAR
	12	44.5	56.5	22.7	20.8	43.5
GENDER ID						
MALE	13.1	43.8	56.9	23.2	19.9	43.1
FEMALE	11.1	44.8	55.9	22.2	21.9	44.1
PARTY REGISTRATION						
DEMOCRAT	11.3	49.2	60.5	17.1	22.5	39.6
REPUBLICAN	15	43.5	58.5	21.1	20.3	41.4
INDEPENDENT	7.9	38.1	46	35.3	18.7	54
AGE						
<50	11.8	46.1	57.9	20.5	21.5	42
50+	12.3	43.3	55.6	24.2	20.2	44.4
EDUCATION						
NO COLL. DEGREE	11	46.5	57.5	23.6	18.9	42.5
COLLEGE GRAD	12.7	43.2	55.9	21.9	22.2	44.1
INCOME						
<\$40,000	10.8	40.5	51.3	26.7	22.1	48.8
\$40,000+	12.1	46.4	58.5	19.7	21.8	41.5
LENGTH OF RESIDENCE						
<20_YEARS	10.4	52.6	63	17.7	19.3	37
20+_YEARS	12.8	41.1	53.9	24.6	21.6	46.2

Statement: Community Development generates solutions to problems, like housing, education, transportation, and neighborhood renewal, making the community a better place to live and work.

Q36: How familiar are you with vision and plans for community development in NORMAN?



RESULTS - NORMAN	VERY FAMILIAR	SOMEWHAT FAMILIAR	TOTAL FAMILIAR	NOT TOO FAMILIAR	NOT AT ALL FAMILIAR	TOTAL UNFAMILIAR
	8	44.2	52.2	26.9	21	47.9
GENDER ID						
MALE	8.2	44.4	52.6	26.1	21.2	47.3
FEMALE	7.9	43.8	51.7	27.6	20.6	48.2
PARTY REGISTRATION						
DEMOCRAT	10.8	44.6	55.4	25	19.6	44.6
REPUBLICAN	5.7	47.6	53.3	29.3	17.5	46.8
INDEPENDENT	7.2	37.4	44.6	25.9	29.5	55.4
AGE						
<50	7.7	43.4	51.1	27.6	21.2	48.8
50+	8.3	45.1	53.4	26.4	20.2	46.6
EDUCATION						
NO COLL. DEGREE	6.3	47.2	53.5	28	18.5	46.5
COLLEGE GRAD	9.2	42.2	51.4	26.2	22.4	48.6
INCOME						
<\$40,000	10.3	43.6	53.9	26.2	20	46.2
\$40,000+	6.4	46.1	52.5	25.2	22.4	47.6
LENGTH OF RESIDENCE						
<20_YEARS	9.9	44.8	54.7	25.5	19.8	45.3
20+_YEARS	7.2	44.1	51.3	27.6	21.1	48.7

Q37: How likely are you or an immediate family member to move from NORMAN in the next 5 years?

NOT LIKELY 24% 40%

LIKELY 15% 20%

SOMEWHAT LIKELY **VERY LIKELY** **NOT TOO LIKELY** **NOT AT ALL LIKELY**

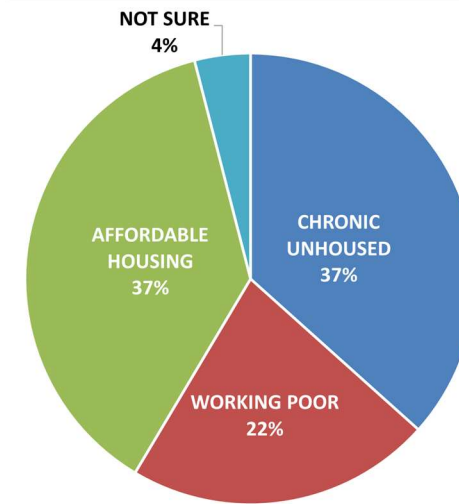
RESULTS - NORMAN	VERY LIKELY	SOMEWHAT LIKELY	TOTAL LIKELY	NOT TOO LIKELY	NOT AT ALL LIKELY	TOTAL UNLIKELY
	20.3	15.4	35.7	24.6	39.7	64.3
GENDER ID						
MALE	19.6	17.6	37.2	24.2	38.6	62.8
FEMALE	21	13.3	34.3	25.1	40.6	65.7
PARTY REGISTRATION						
DEMOCRAT	19.2	11.7	30.9	22.9	46.3	69.2
REPUBLICAN	20.7	17.5	38.2	25.6	36.2	61.8
INDEPENDENT	21.6	18	39.6	25.9	34.5	60.4
AGE						
<50	19.5	16.5	36	25.6	38.4	64
50+	21.2	14.1	35.3	23.9	40.8	64.7
EDUCATION						
NO COLL. DEGREE	19.7	15.4	35.1	23.2	41.7	64.9
COLLEGE GRAD	20.8	15.4	36.2	25.7	38.1	63.8
INCOME						
<\$40,000	23.6	14.4	38	25.1	36.9	62
\$40,000+	20	15.8	35.8	24.8	39.4	64.2
LENGTH OF RESIDENCE						
<20_YEARS	18.8	16.1	34.9	28.6	36.5	65.1
20+_YEARS	20.9	15.1	36	23	41.1	64.1

Q38: In your opinion, what is the primary reason that you or a family member are likely to leave the area?
[OPEN-ENDED]

**Reasons given for moving from area
(of the 35% saying they are likely to leave)**

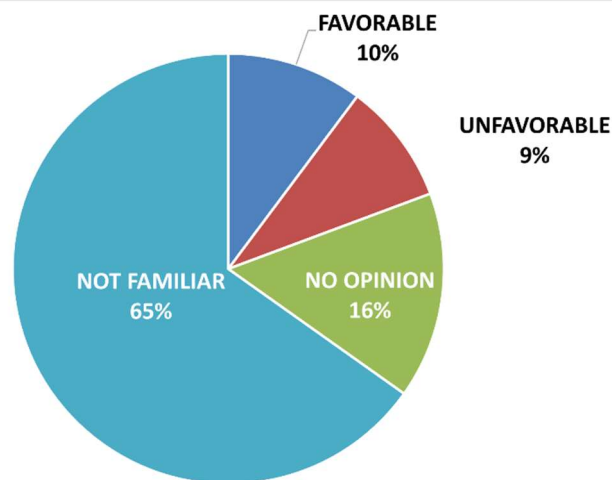
JOB OPPORTUNITY	27%
POOR ECONOMY	26%
FAMILY REASONS	16%
POOR SCHOOLS	15%
POOR LEADERSHIP	8%
GROWTH SPRAWL	6%
LACK OF CULTURE	1%

Q39: Community efforts that address housing fall into a few broad categories that target specific challenges and populations. Which of the following do you think should be the priority effort in Norman?



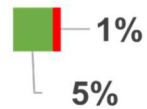
RESULTS - NORMAN	CHRONIC UNHOUSED	WORKING POOR	AFFORDABLE HOUSING	NOT SURE
	36.6	21.9	37.4	4
GENDER ID				
MALE	37.6	21.9	35.9	4.6
FEMALE	35.2	22.2	39	3.5
PARTY REGISTRATION				
DEMOCRAT	30	24.6	40.8	4.6
REPUBLICAN	42.3	19.5	34.6	3.7
INDEPENDENT	38.1	21.6	36.7	3.6
AGE				
<50	37.7	19.9	38.4	4
50+	35.6	23.9	36.5	4
EDUCATION				
NO COLL. DEGREE	35.4	22.8	37.8	3.9
COLLEGE GRAD	37.6	21.4	37	4.1
INCOME				
<\$40,000	30.3	24.6	40	5.1
\$40,000+	42.7	20.6	34.5	2.1
LENGTH OF RESIDENCE				
<20_YEARS	35.4	22.9	38	3.6
20+_YEARS	37.1	21.6	37.1	4.2

Q40: Have you heard of an effort called “One Norman,” and if so, do you have a favorable or unfavorable opinion of it?



RESULTS - NORMAN	FAVORABLE	UNFAVORABLE	NO OPINION	NOT FAMILIAR
	10.2	9.1	15.5	65.1
GENDER ID				
MALE	11.8	9.5	17.3	61.4
FEMALE	8.6	8.6	13.7	69.2
PARTY REGISTRATION				
DEMOCRAT	5.4	2.9	19.6	72.1
REPUBLICAN	14.2	13.8	12.6	59.3
INDEPENDENT	11.5	11.5	13.7	63.3
AGE				
<50	10.4	9.1	18.5	62
50+	10.1	9.2	12.9	67.8
EDUCATION				
NO COLL. DEGREE	11	9.1	16.1	63.8
COLLEGE GRAD	9.7	9.2	15.1	65.9
INCOME				
<\$40,000	8.7	5.6	17.4	68.2
\$40,000+	11.5	10.6	15.2	62.7
LENGTH OF RESIDENCE				
<20_YEARS	9.9	10.9	14.6	64.6
20+_YEARS	10.4	8.1	16	65.4

Q41: Successful efforts to improve the quality of life require community input, a shared vision, planning and transparency.



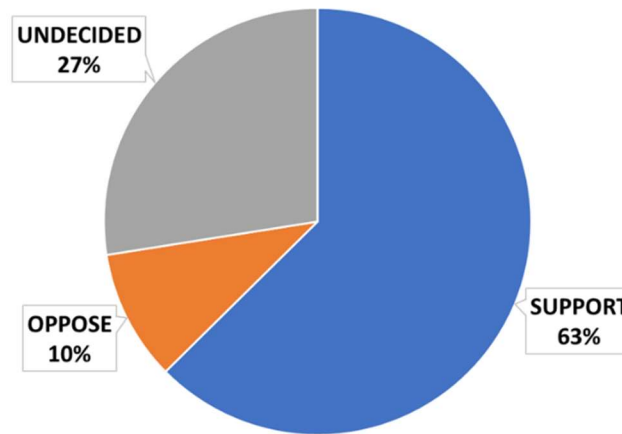
RESULTS - NORMAN	STRONGLY AGREE	SOMEWHAT AGREE	TOTAL AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NOT SURE
	63.4	27.5	90.9	5	0.5	5.5	3.7
GENDER ID							
MALE	63.7	26.1	89.8	4.9	1	5.9	4.2
FEMALE	62.9	28.9	91.8	5.1	0	5.1	3.2
PARTY REGISTRATION							
DEMOCRAT	64.6	27.5	92.1	4.2	0.4	4.6	3.3
REPUBLICAN	65.4	28.5	93.9	2.4	0.4	2.8	3.3
INDEPENDENT	57.6	25.9	83.5	10.8	0.7	11.5	5
AGE							
<50	64.3	26.6	90.9	5.1	0.3	5.4	3.7
50+	62.9	28.5	91.4	4.6	0.6	5.2	3.4
EDUCATION							
NO COLL. DEGREE	63	28.3	91.3	4.3	0	4.3	4.3
COLLEGE GRAD	63.8	27	90.8	5.4	0.8	6.2	3
INCOME							
<\$40,000	67.2	23.1	90.3	5.1	0	5.1	4.6
\$40,000+	65.5	27.9	93.4	3.3	0.6	3.9	2.7
LENGTH OF RESIDENCE							
<20_YEARS	62.5	31.3	93.8	3.6	0	3.6	2.6
20+_YEARS	64	26	90	5.6	0.7	6.3	3.7

Q42: The involvement of the City of Norman, its leading institutions, and the community at large is critical to address and improve quality of life issues for all residents.



RESULTS - NORMAN	STRONGLY AGREE	SOMEWHAT AGREE	TOTAL AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NOT SURE
	56.2	28.8	85	5.6	6.1	11.7	3.4
GENDER ID							
MALE	57.8	26.8	84.6	5.2	6.2	11.4	3.9
FEMALE	54.3	30.8	85.1	6	6	12	2.9
PARTY REGISTRATION							
DEMOCRAT	63.8	22.5	86.3	5.4	4.6	10	3.8
REPUBLICAN	51.2	33.7	84.9	5.7	6.1	11.8	3.3
INDEPENDENT	51.8	30.9	82.7	5.8	8.6	14.4	2.9
AGE							
<50	55.2	30	85.2	5.1	6.4	11.5	3.4
50+	57.4	27.9	85.3	5.5	5.8	11.3	3.4
EDUCATION							
NO COLL. DEGREE	54.3	30.3	84.6	5.1	5.5	10.6	4.7
COLLEGE GRAD	57.6	27.8	85.4	5.7	6.5	12.2	2.4
INCOME							
<\$40,000	57.9	27.7	85.6	3.1	6.2	9.3	5.1
\$40,000+	56.1	29.7	85.8	5.8	5.8	11.6	2.7
LENGTH OF RESIDENCE							
<20_YEARS	58.9	30.2	89.1	4.2	4.2	8.4	2.6
20+_YEARS	55.2	28.1	83.3	6	7	13	3.7

Q43: Do you support or oppose the concept, effort, and mission of One Norman?



RESULTS - NORMAN	SUPPORT	OPPOSE	UNDECIDED
	62.6	9.9	27.5
GENDER ID			
MALE	60.5	9.5	30.1
FEMALE	64.1	10.5	25.4
PARTY REGISTRATION			
DEMOCRAT	72.9	7.9	19.2
REPUBLICAN	54.9	10.6	34.6
INDEPENDENT	58.3	12.2	29.5
AGE			
<50	62.3	9.1	28.6
50+	63.2	10.7	26.1
EDUCATION			
NO COLL. DEGREE	63.4	9.1	27.6
COLLEGE GRAD	62.2	10.5	27.3
INCOME			
<\$40,000	68.7	7.7	23.6
\$40,000+	59.1	9.4	31.5
LENGTH OF RESIDENCE			
<20_YEARS	60.4	7.8	31.8
20+_YEARS	63.8	10.7	25.5