

Soul of the Community 2008 – Tallahassee Region



Dr. Katherine Loflin

Lead Consultant, Soul of the Community Project

Key Messages

Tallahassee Region

The Soul of the Community project is a 3 year study by Gallup funded by Knight Foundation that explores what community qualities influence residents' loyalty and passion for where they live and how those feelings relate to indicators of community well-being such as local economic growth and vitality in 26 U.S. communities.

By pinpointing what drives residents' loyalty and passion for where they live, this study helps local leaders influence residents' feelings about their community -- and potentially its well-being.

This project does not serve as a replacement for national economic policy. But it does make the case that residents' attachment to where they live matters to community vitality. As the country emerges from the economic crisis, this project highlights what draws residents to their communities and that this emotional connection may help local economic growth.

Key Terms

Tallahassee Region

Community Citizen Engagement (CCE) – Residents' psychological connection with the community, specifically defined as their loyalty and passion for the place.

Attitudinal Loyalty – The overall contentment of citizens with their community, their outlook for community's future, and likelihood to recommend the community to others.

Passion – The pride and enthusiasm citizens have toward their community, and their place in it.

Domains – *Perception of* community qualities that drive overall CCE and can be impacted locally.

Social Capital – the people-connections citizens have to each other.

Openness – how welcoming the community is to different types of people.

Involvement – what residents give to the community in terms of civic involvement.

Basic Services – infrastructure supports such as highways, housing, and healthcare.

Economy – local economic and employment conditions.

Safety – local area crime and safety conditions.

Leadership – rating of leadership and belief that elected officials represent resident's interest.

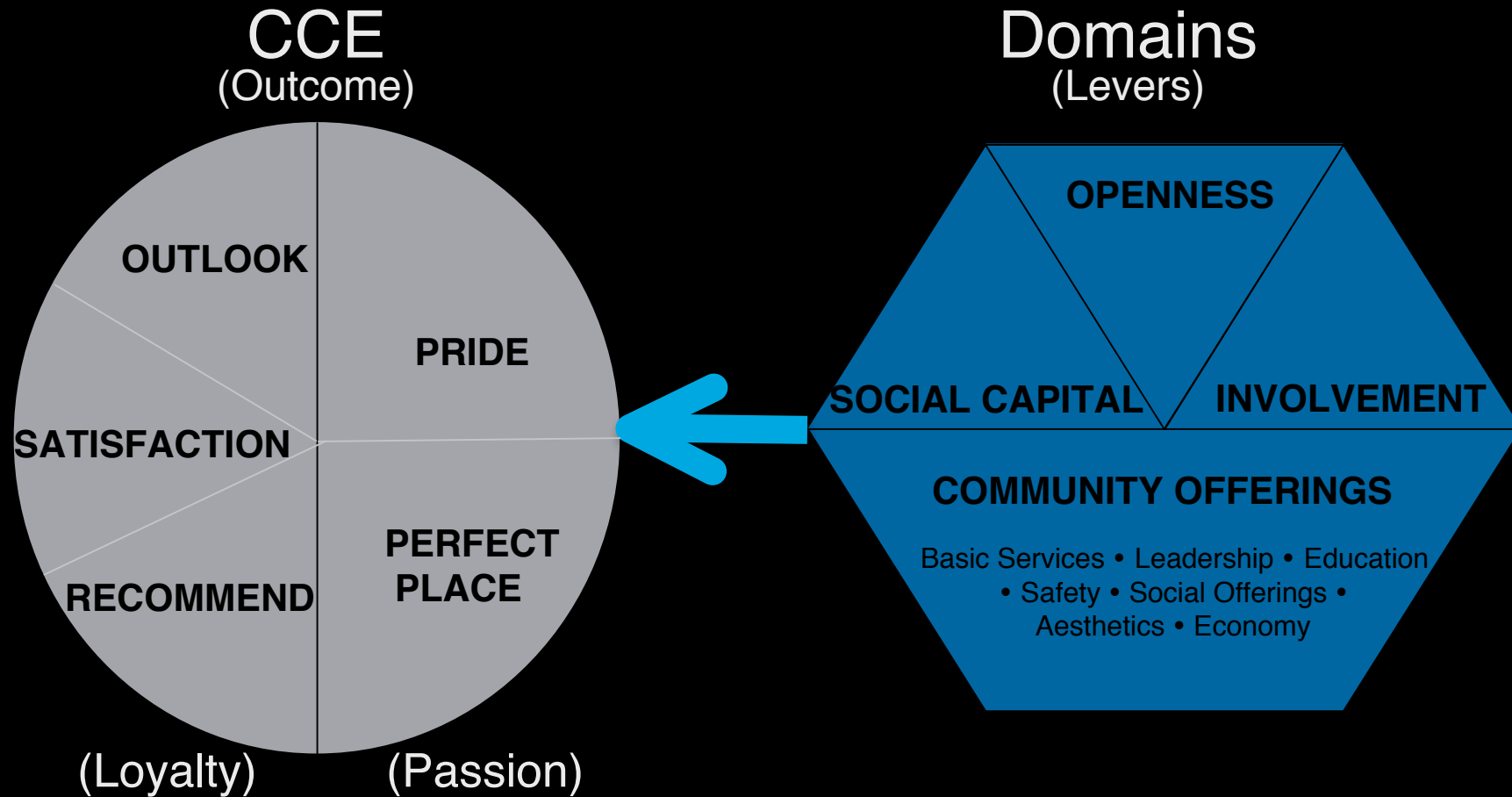
Education – quality of K-12 and colleges/universities in the community.

Aesthetics – physical beauty and availability of parks and green spaces for residents.

Social Offerings – entertainment infrastructure for people to meet each other, and citizen caring.

Community Citizen Engagement Model

Tallahassee
Region

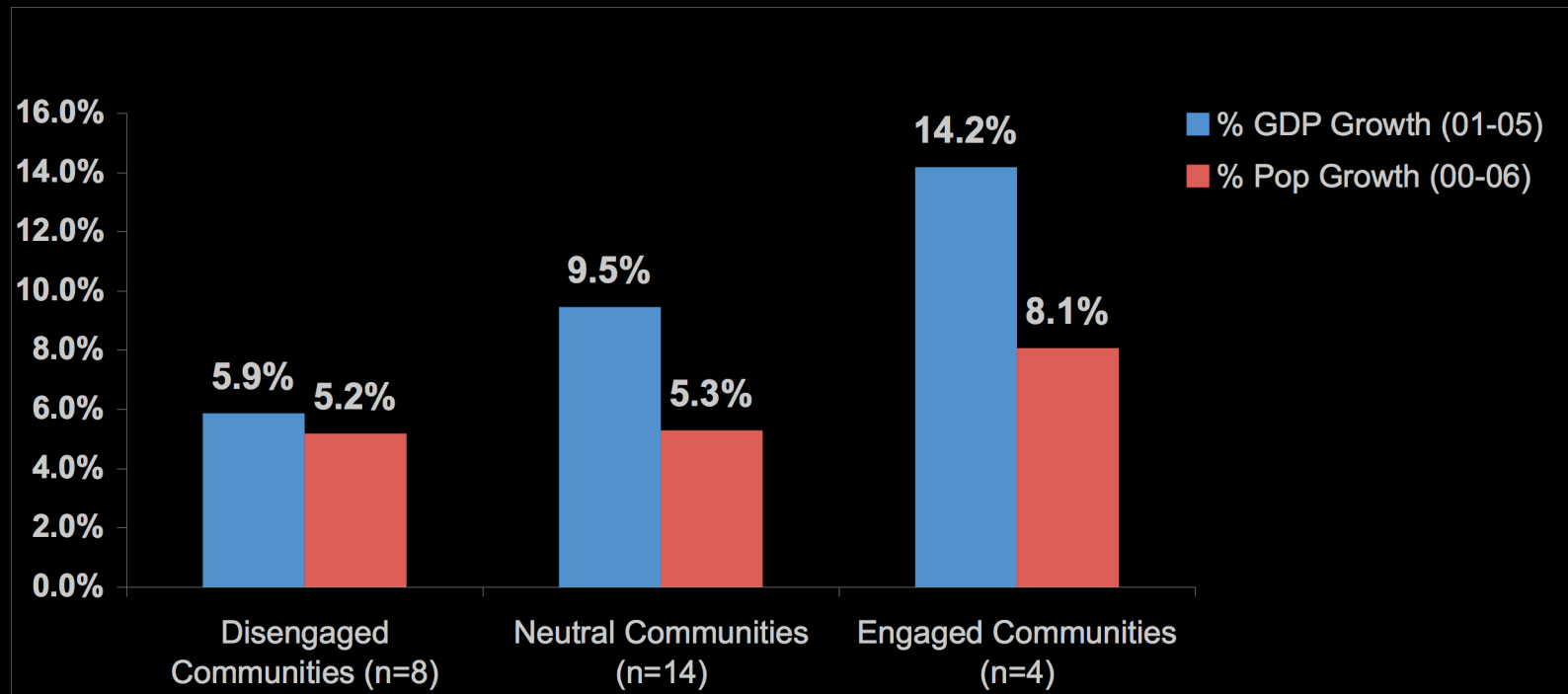


GALLUP POLL®
Soul of the Community

- U.S. Census geography – Tallahassee, FL Metropolitan Statistical Area
 - Gadsden, Jefferson, Leon, Wakulla Counties
- Random-Digit-Dial, 15-minute telephone interview with 400 adult residents 18 and older
- Interviewing dates: February 1 through April 27, 2008
- Data were weighted in each community to reflect U.S. adult population by age, gender, race, and ethnicity. Communities were put into their correct proportion based on total adult population.

Connection to Place Matters in Knight Communities

GDP and Population Growth by Levels of Community Engagement



Correlation of Engagement and GDP Growth (01-05) = .337

Correlation of Engagement and GDP Growth (03-05) = .398

Correlation to Population Growth = .111

Future Outlook is Related to Engagement

*Tallahassee
Region*

Overall Key Finding

Residents who believe their community will be better 5 years from now are more likely to be engaged.

In the Tallahassee Region:

- 56% believe it will be worse (similarly, 43% say it is not the perfect place for them)
- 26% believe it will be the same
- 18% believe it will be better

Future Outlook is Related to Engagement

*Tallahassee
Region*

Implication

Public message matters.

Involve residents so they are invested in the community.
Help them feel positive about the future of the community.

Emphasize benefits, improvements, big picture --
not meetings, task forces and committees.

Community Citizen Engagement Groups

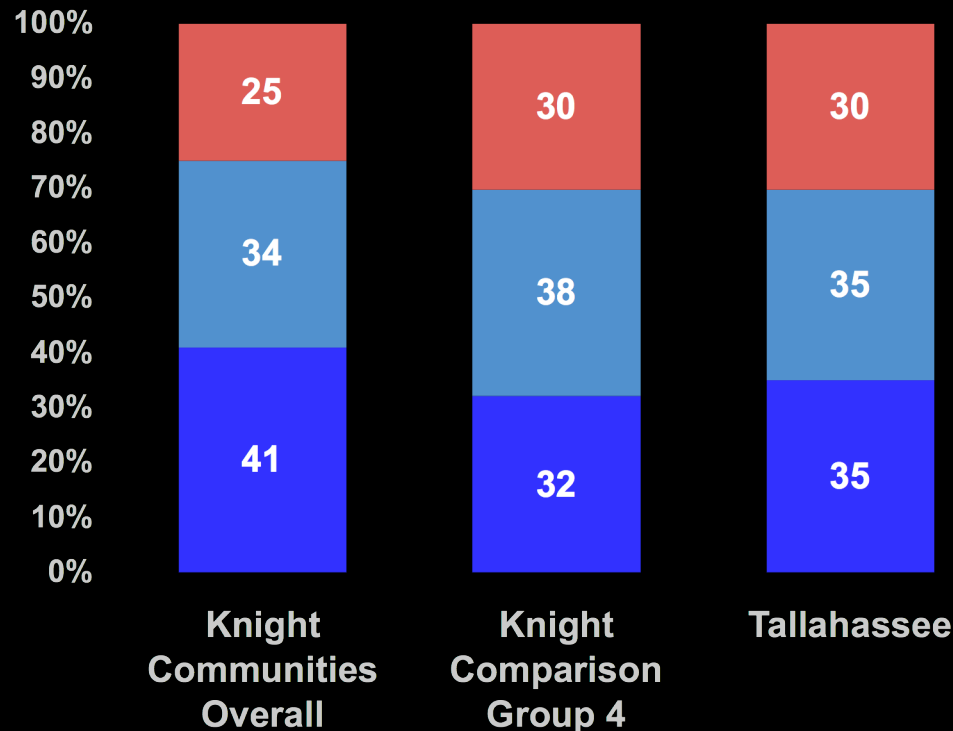
*Tallahassee
Region*

**CCE Mean:
(Scale: 1-5)**

3.56

3.78

3.72



Engaged: Highly loyal and connected to the community
(CCE Mean 4.50+)

Neutral: Lack full loyalty and passion but see some positive aspects of community
(CCE Mean 3.50-4.49)

Not Engaged: Unhappy with the community, its services and offerings, and likely to leave if they can
(CCE Mean <3.50)

Knight Comparison Group 4: Columbia, SC; Wichita, KS; Lexington, KY; Tallahassee, FL; Columbus, GA

GALLUP POLL®
Soul of the Community

Demographic Profiles of Engagement

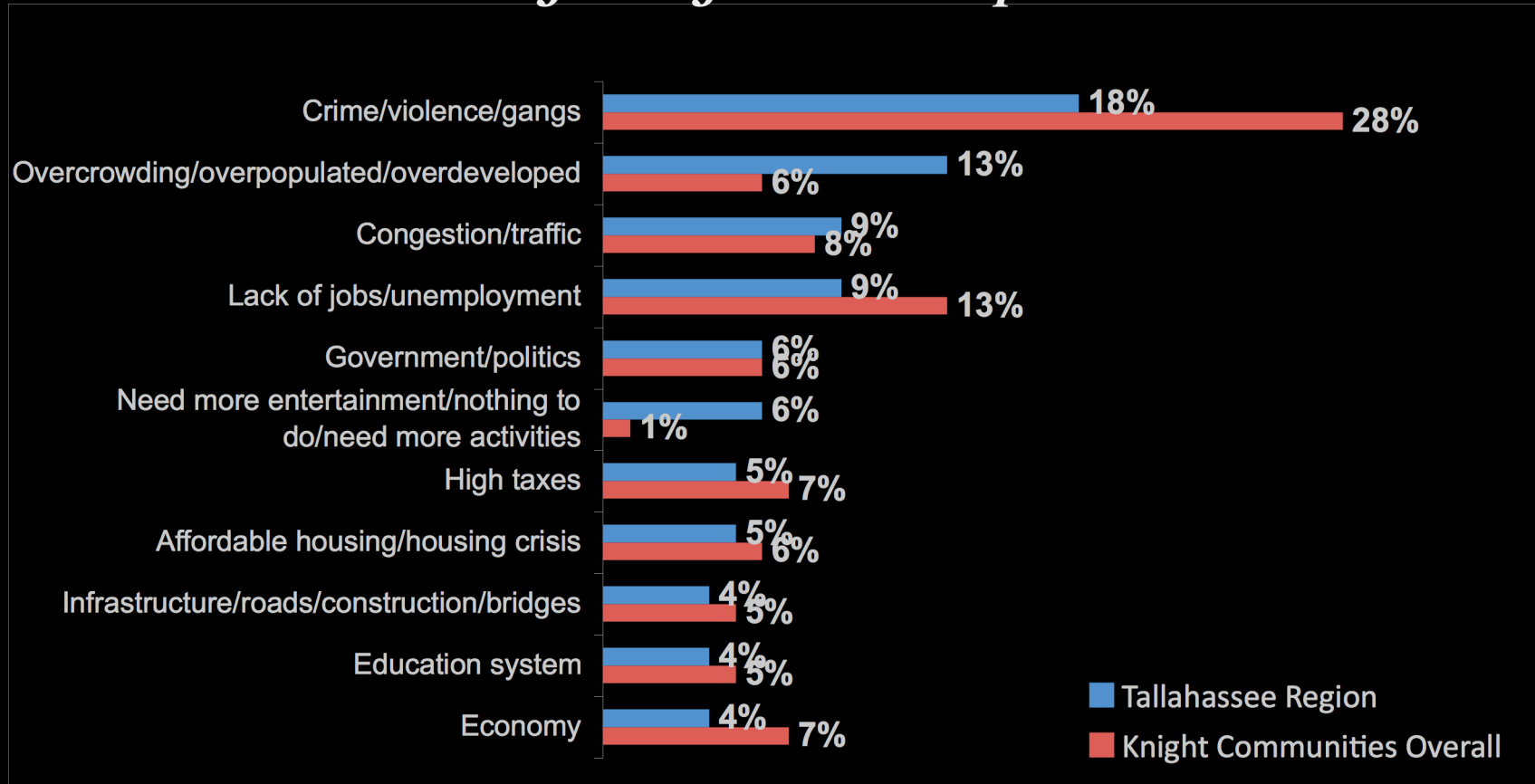
Tallahassee
Region

Most Likely to Be Engaged	Most Likely Neutral	Least Likely to be Engaged
<ul style="list-style-type: none">• 65 years of age or older• High school or less• Widowed• Homeowners• Suburban residents• Highest income (\$45,000+)	<ul style="list-style-type: none">• 35-54 year olds• College grad• Married/divorced• City/urban residents• Mid-income (\$25,000-44,999)	<ul style="list-style-type: none">• 18 to 34-year olds• Newer residents (5 years or less)• Some college• Single/never-married• Non-employed (includes students and homemakers)• Lower income (less than \$25,000)

Most Important Problem Facing Community

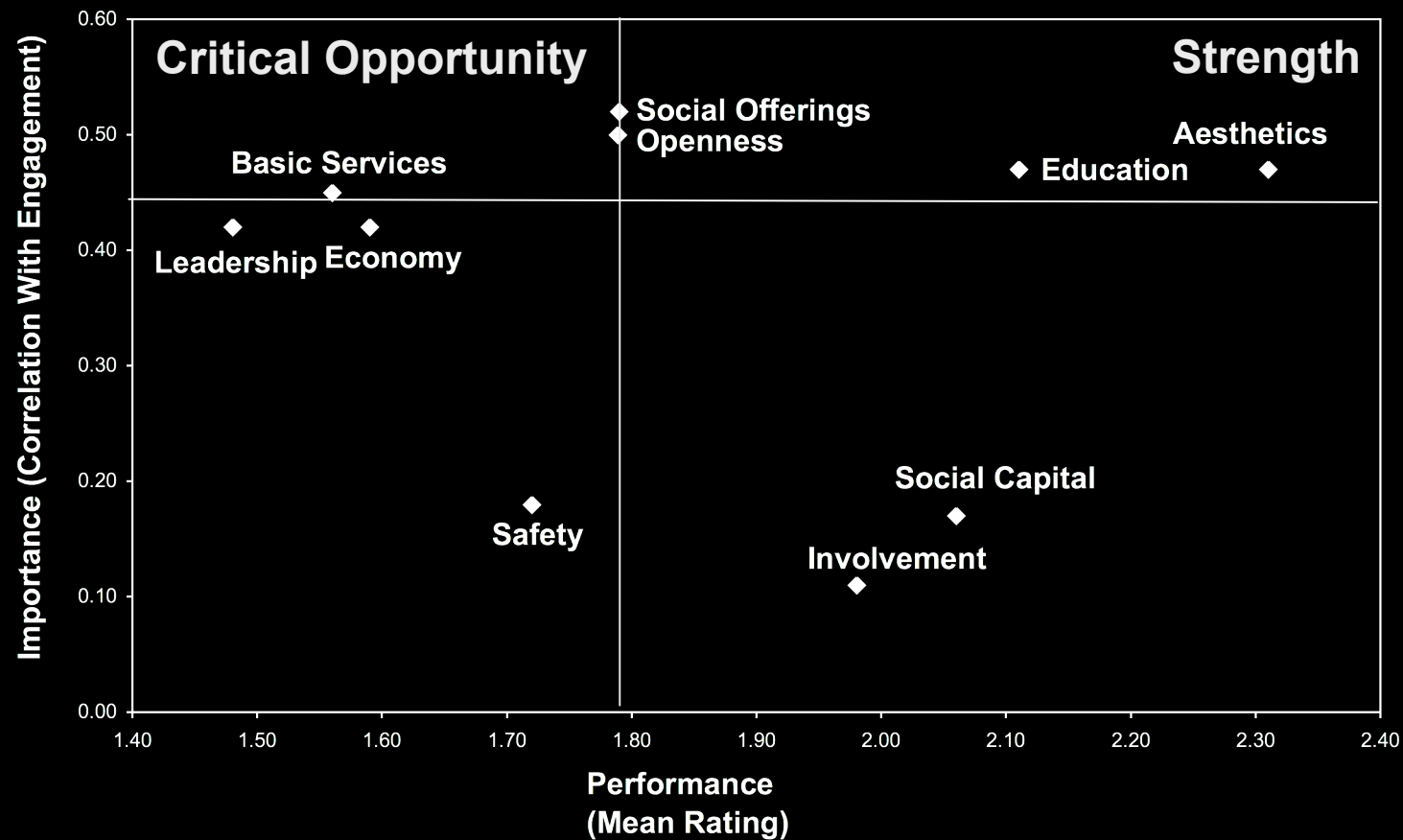
Tallahassee
Region

Resident Perception of Most Important Problem Facing Community Today – Three Responses Allowed



Strengths-Weaknesses Opportunity Map

Tallahassee
Region



GALLUP POLL®
Soul of the Community

Critical Opportunities

1. Social Offerings (#1 driver)
 1. Vibrant night life (53% L/20% H)
 2. Citizens care about each other (42%/13%)
 3. Good place to meet people (31%/31%)
2. Openness (#2 driver)
 1. Talented college grads (62%/16%)
 2. Immigrants (54%/17%)
 3. Gays/lesbians (52%/17%)
 4. Racial and ethnic minorities (41%/21%)
 5. Older people (35%/30%)
 6. Families with kids (25%/39%)*
3. Basic Services
 1. Affordable housing (71%/12%)
 2. Highways and freeways (62%/14%)
 3. Availability of quality healthcare (45%/22%)

Strengths

- Aesthetics (#3 driver)
 1. Physical beauty (51% H/19% L)
 2. Parks and green spaces (50%/18%)
- Education (#3 driver)
 1. College and universities (51%/13%)
 2. K-12 (27%/43%)*

*Tallahassee
Region*

Brain Drain -- or Generational Effect?

*Tallahassee
Region*

- Overall engagement score (emotional investment/loyalty & passion)
(Scale: 1-5)
 1. 55+ (3.93)
 2. 35-54 (3.74)
 3. 18-34 (3.51)

- Community loyalty (likely to stay, recommend to others, outlook)
(Scale: 1-5)
 1. 55+ (3.88)
 2. 35-54 (3.60)
 3. 18-34 (3.55)

- Across the board, connection to place generally lowest for 18-34

Young Residents Have Mixed View of Social Offerings

Social Offerings Overall

(Scale: 1-3)

1. 55+ (1.87)
2. 18-34 (1.85)
3. 35-54 (1.69)



1. Good place to meet people
 1. 18-34 (2.17)
 2. 55+ (1.98)
 3. 35-54 (1.89)
2. Vibrant night life
 1. 55+ and 18-34 tied (1.77)*
 2. 35-54 (1.52)
3. Residents care about each other
 1. 55+ (1.88)
 2. 35-54 (1.68)
 3. 18-34 (1.59)*

Young Residents Have Mixed View of Openness

Openness Overall

(Scale: 1-3)

1. 55+ (1.86)
2. 18-34 (1.77)
3. 35-54 (1.75)



1. With kids:
 1. 18-34 (2.18)
 2. 55+ (2.17)
 3. 35-54 (2.09)
2. Older:
 1. 55+ (2.10)
 2. 18-34 (1.91)
 3. 35-54 (1.87)
3. Gays/lesbians:
 1. 18-34 (1.78)
 2. 55+ (1.61)
 3. 35-54 (1.58)
4. Racial/ethnic:
 1. 55+ (1.89)
 2. 35-54 (1.77)
 3. 18-34 (1.74)
5. College grads:
 1. 55+ (1.60)
 2. 18-34 (1.52)
 3. 35-54 (1.50)
6. Immigrants:
 1. 55+ (1.71)
 2. 35-54 (1.67)
 3. 18-34 (1.49)

Residential Tenure Provides Window of Opportunity

- Overall engagement score (emotional investment/loyalty & passion):
(Scale: 1-5)
 1. 6-19 years (3.85)
 2. 20+ years (3.76)
 3. 3-5 years (3.67)
 4. <3 years (3.30)
- In general, is lowest with new residents, increases at 3-5 years, peaks at 6-19 years and then drops off.
 - Need to target new residents.
 - Have significant tipping opportunity at 3-5 year mark to get benefit of plateau at 6-19 years--but don't wait for the plateau because you will have lost some.
 - Combat dip with your longest term residents -- may feel they did not have outside opportunities and settled on staying -- or may be unhappy with change they have witnessed over time.

New Residents Rate Key Qualities the Lowest

Social Offerings Overall

(Scale: 1-3)

1. 3-5 years (1.90)
2. 20+ years (1.80)
3. 6-19 years (1.78)
4. <3 years (1.73)

Openness Overall

(Scale: 1-3)

1. 6-19 years (1.91)
2. 3-5 years (1.85)
3. 20+ years (1.75)
4. <3 years (1.59)

Differences Between City and Non-City Residents

- Residents more connected to place in city (3.84) than non-city (3.42)
- No difference in perception of social offerings in city and non-city, although non-city rate night life a little higher, and city rate citizen caring a little higher
- City rate openness a little higher
- Non-city rate basic services higher

Summary

Tallahassee Region

- Relationship between residents' loyalty and passion for their community and GDP growth
- Resident future outlook about their community is related to current feelings loyalty and passion for place
- Community qualities most related to resident loyalty and passion:
 1. Social Offerings (critical opportunity/border)
 2. Openness (critical opportunity/border)
 3. Aesthetics and Education (strengths)
- Areas to target:
 - Social offerings and openness
 - Resident future outlook
 - Young residents
 - New residents

GALLUP POLL*

Soul *of the* Community

for more information: www.loflinconsultingsolutions.com

Copyright © 2008 Gallup, Inc. All rights reserved.