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DATE: September 22, 2025

TO: EMSA Board Members

FROM: Pat McFerron
President
Cole Hargrave Snodgrass & Associates, Inc.

RE: A Survey of 500 Registered Voters in the City of Tulsa
Interviewing Conducted June 16-19, 2025
Margin of error: +/- 4.3%

Key Findings

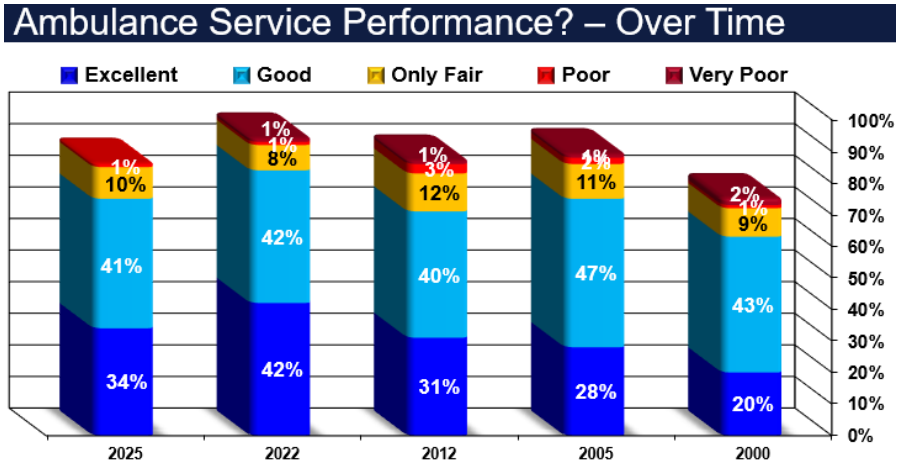
- Three-quarters of voters rate their ambulance service as either excellent or good. Only 1% say poor and not a single respondent opted for very poor.
- By a ratio of more than 10-to-1, voters here are much more likely to say they have a favorable impression of EMSA (73%) as unfavorable (7%).
- Those who have experience with multiple ambulance carriers are the most likely to provide positive ratings of EMSA and each of the service components tested.
- More than three-quarters of voters rate each of four tested services (the promptness of response to call, the attitudes of paramedics, medical treatment provided, and total quality) as either excellent (always over 40%) or good. Only 1% selected the poor category.
- Only 12% of residents believe that those in Tulsa pay more for service than in other places while 19% believe residents pay less.
- Voters embrace statements about EMSA's dispatch center's rating from the International Academies of Emergency Dispatch with 80% indicating that fact enhances their image of EMSA.
- Statements about how EMSA is funded (on water bill, paid mostly by insurance, no funding from the city's general fund) all enhance the image of EMSA, but not to the same degree as the accreditation or cost comparison to other cities.
- Fully 65% of respondents have called 911 at some point in their life. 84% provide excellent or good ratings for that experience. For those who used EMSA, that percentage is 85%. For those who used a different service, it drops to 70%. For those who have called within the past year, the "excellent number" hits a very strong 58% while the good is at 26%.

CHS is pleased to present this summary of voter attitudes in the City of Tulsa. This survey of 500 voters in Tulsa provides a statistically solid basis for understanding public opinion. In research terms, a sample of this size carries a margin of error of +/- 4.3%, which is widely accepted as reliable in political and market studies. Most important is that the respondents are selected to fairly represent the city's voter population—by age, gender, geography, and party. When that's done, 500 interviews provide a clear and dependable snapshot of what Tulsa voters as a whole are thinking.

Conducted in June of 2025, this is the fifth study of this type we have conducted in the City of Tulsa since 2000, the most recent being in 2022. Prior studies were conducted in 2012, 2005, and 2000. This study does reflect a bit of a post-covid reversion regarding those in health care fields, including first

responders. While studies in 2021 and 2022 tended to show greater support from citizens for doctors, nurses, EMTs, and the general health care industry, beginning in 2023 through today, I have seen a gradual erosion. As such, when looking at ratings, it is important to look not only at the change since 2022 (which is likely elevated) but to also draw a comparison to the 2012 and earlier studies as well. We see this evident in this study in that excellent / good ratings are down just a few points when rating both fire and ambulance service.

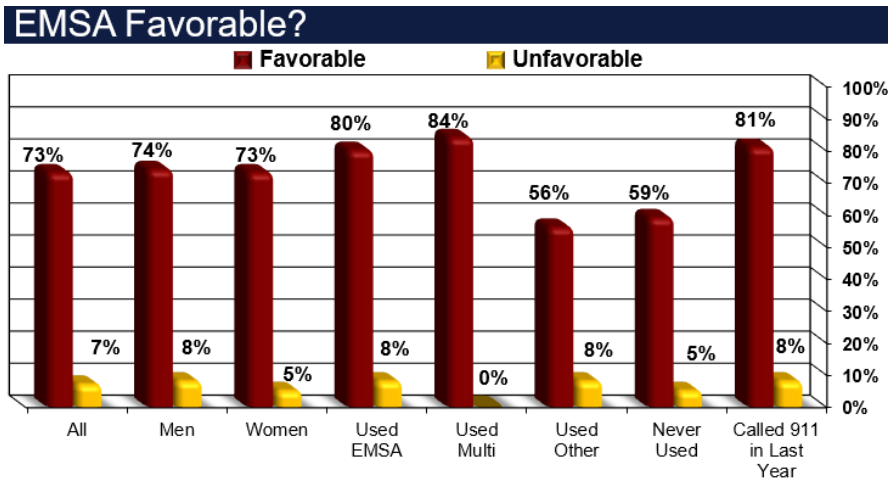
While down a bit from 2022, we still have 21% having called 911 in the last year and a third having done so in the last two years. Women continue to be more likely to make those calls (35% in last two years / 31% among men). **Those in the northern part of the city (31% in last year, 39% in last two years) are a bit more likely to call 911.**



When looking at ratings of ambulance service in the City of Tulsa, the 75% excellent / good is down a bit from 2022 (when all medical was getting elevated numbers) but higher than we had in 2012 or 2000. At 34% excellent, this is the second highest we have recorded.

Perhaps more important, that those who have called 911 in the past year provide the strongest ratings – 49% Excellent / 40% Good. All age groups and all parts of the city exceed 70% excellent or good ratings, including 79% in North Tulsa, 78% in the southwest. The lowest was 69% in Midtown, but even here, only 1% said the ambulance service for city was poor.

When looking at EMSA itself, 73% have a favorable impression and only 7% unfavorable. The fact that 43% have a strongly favorable impression of EMSA and only 2% are strongly unfavorable should not be overlooked. Those who have used both EMSA and another service give EMSA its highest ratings, an indication that those who have a direct ability to compare see EMSA as the superior provider.



Additionally, it should be encouraging that the best EMSA numbers come from those who have actual direct experience with EMSA and those who have used the 911 service in the past year (81% Favorable). It is only among those who have NEVER called 911 that we see the favorable drop below 70%. (65% Favorable / 5% Unfavorable). Clearly, those who use EMSA are the most positive.

EMSA's favorable exceeds 70% for most every region, income or age group, and most media channels. As tends to be the case with many ratings, those on X (formerly Twitter) are the most negative – and even here, EMSA has a 67% Favorable and only 13% Unfavorable rating. This contrasts to the 75% favorable rating EMSA has among those watching KOTV (Channel 6) or KJRH (Channel 2).

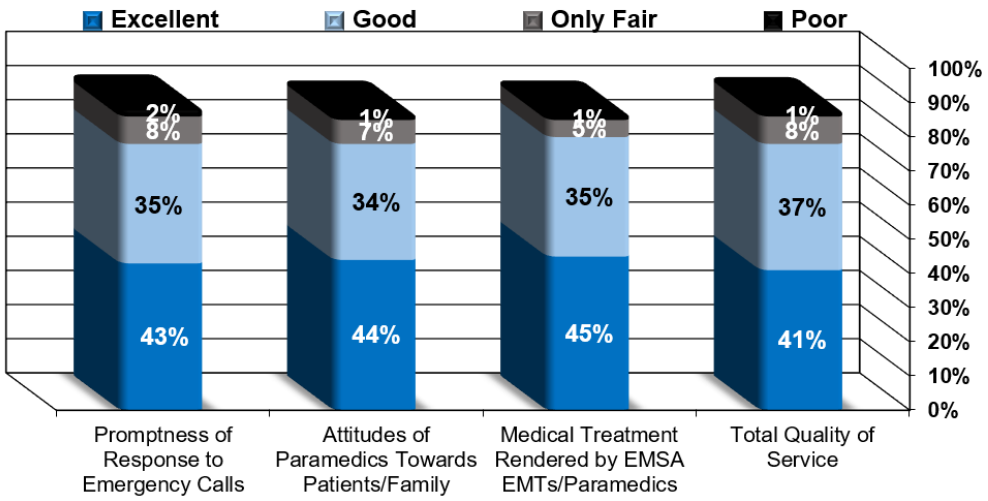
Why Favorable Impression of EMSA?

This word cloud represents the language used by respondents answering the open-ended question "Why did you say you have a favorable impression of EMSA?" The larger the word, the more often it was utilized.

Another indication that the 2022 numbers were elevated is that, at that time, 22% of those with a favorable impression could not provide a reason for that rating. Today, that number has dropped to 12%, a signal this favorable rating has more depth than in 2022 when there was an element that was being positive without providing a reason. The top rationale for the favorable rating is that the provided service is good and another 24% cite the speed and efficient responsiveness. Another 12% mention their direct connection. The word cloud (shown on the left) shows just how important response time and personal experience are to rating EMSA favorably.

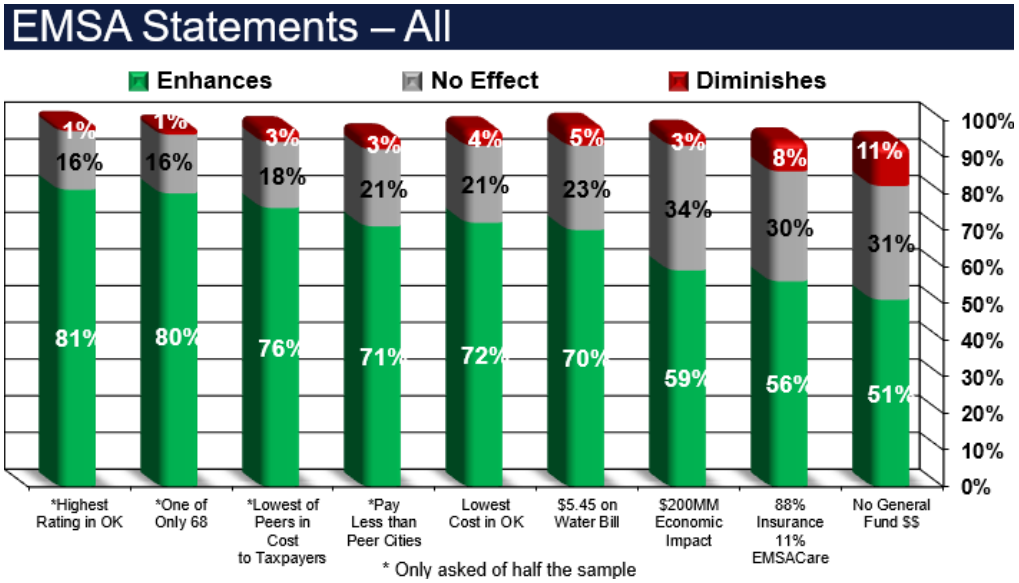
When digging deeper and asking respondents to rate specific aspects of EMSA's service, we again see positive responses. Whether it is promptness in responding, the attitudes of paramedics toward patients or family members, the medical treatment rendered, or the total quality of service, we see outstanding numbers with at least 78% providing positive ratings and nowhere do the poor rating surpass 2%.

Statement Comparison



As with the overall favorability of EMSA, we see the highest scores coming from those who have used EMSA and another company, as well as those who have called 911 within the past year. For example, overall, 80% rate the treatment rendered by paramedics as either excellent (45%) or good (35%), but among those with the personal experience to draw a comparison, the excellent grows to 60% and combines with the good to get to 88% positive. Within that group, not a single respondent offered a poor rating. Similarly, among those who called 911 within the last year, 89% provide positive rating (64% Excellent / 25% Good) and again, not a single rating of poor. The same pattern is seen when evaluating the attitudes of paramedics, the promptness of responding to emergency calls, and the overall quality of service.

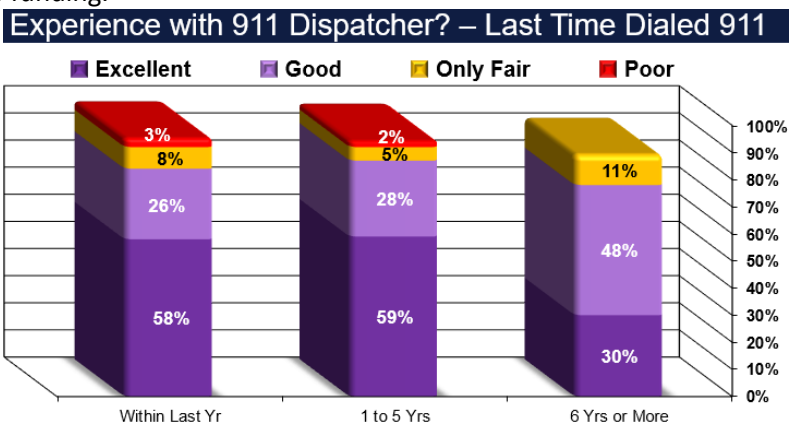
The survey also tested a number of messages to see if they would enhance or diminish opinions of EMSA. Whether stated as EMSA's dispatch center being the only one in the state to have the highest possible rating (81% Enhance) or being one of only 68 in the nation to have the highest rating (80% Enhance), this is the most effective of the messages tested. Just behind that is that Tulsa's cost to taxpayers is less than that in seven peer cities (76% Enhance) and that residents pay less than those in those seven peer cities (71% Enhance).



Respondents are also moved by messages related to economic impact (59% Enhanced; 3% Diminish), that 88% is paid by insurance and 11% by EMSACare (56% Enhance; 8% Diminish), and that no City of Tulsa general fund dollars are used.

In total, it is evident that Tulsans care more about the quality of service and how the city compares to peers than it does to the nuts and bolts of how EMSA is funded, though we do see strong support for the EMSACare approach of using a monthly fee on water bills as a way of funding.

Toward the end of the study, we went a bit deeper into those who have called 911. From this group, 84% claim their experience with the dispatcher was either excellent (51%) or good (33%). For those who have called within the last year, the excellent number hits 58% and when looking at a timeline of when that call was, we can see that it has clearly improved over the last five years.



In conclusion, we see very strong numbers for ambulance service in Tulsa. While a bit below what we saw in 2022, the numbers are strong when comparing to any of the other studies completed in the last 25 years. The tests of the dispatch center show that the rating is important to voters and that the experience with the 911 dispatcher has been positive and overall better within the last few years than prior to that time. We also see voters approve of both the attitudes and treatment rendered by paramedics, and that the normal distinctions related to socio-economic or geographic differences are not as prevalent when looking at ambulance service.