



MODULE III

Survey Report

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Introduction of Research

In order to seek out the best ways to strategically communicate with active publics across Oklahoma-related issues, a survey was created and distributed by students enrolled in JMC 4453. The survey helped us identify more information about how Oklahoman's feel, are impacted by, or make decisions surrounding any of the following three issues, as well as how others from outside Oklahoma feel about them:

1. Safety concerns surrounding visiting or living in Oklahoma.
2. Losing aspects of indigenous Native American culture.
3. Rising Burdens of cost of living due to the Covid-19 pandemic.

171 people participated in the survey, and data was collected through nonprobability, convenient sampling (snowball approach).



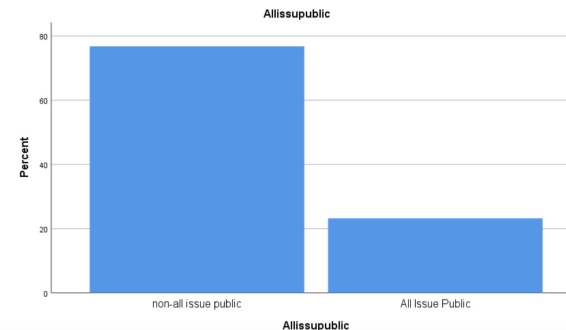
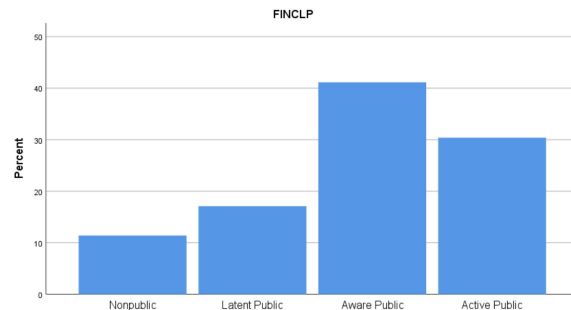
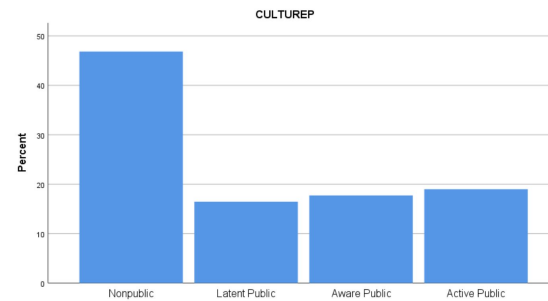
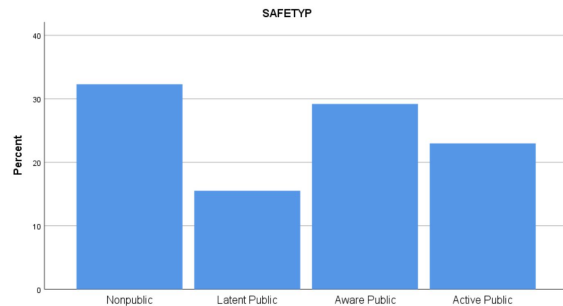
Public Segmentation

After collecting data following survey completion, individual responses were evaluated for the current level of knowledge, attitudes and behaviors about a given issue, and then segmented into groups surrounding the same issue or potential problem.

Some individuals will be an active public for only one issue, known as a “single-issue public”, and others will be a part of active publics across all three issues, known as a “all-issue public”.

Segmenting publics helps save money by strategically communicating with only the most important publics that have direct consequences on the Oklahoma Travel and Tourism Department. In addition, segmentation helps public relations researchers identify the most effective ways to communicate with important publics.

Segmentation of Publics by Issue





Issue I - Oklahoma Public Safety

The 37 individuals representing the active public for the public safety issue had a mean score of 58.69% out of 100 that reflects their knowledge about Oklahoma. This data shows that the active public surrounding Oklahoma public safety has some basic knowledge about Oklahoma, but could serve to learn more about the state.

		SAFETY Public			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nonpublic	52	30.4	32.3	32.3
	Latent Public	25	14.6	15.5	47.8
	Aware Public	47	27.5	29.2	77.0
	Active Public	37	21.6	23.0	100.0
	Total	161	94.2	100.0	
Missing	System	10	5.8		
Total		171	100.0		

Of 171 participants, only 37 individuals were segmented as an active public.

Issue I - Oklahoma Public Safety

Participants were asked to answer each attitude/behavior question on a scale from 1 to 5, 1 being dissatisfied and 5 being extremely satisfied. With regards to recommending Oklahoma to others, our active public had a mean score of 3.43/5. This data shows a predominantly positive reaction from the active public, but could also be improved. Concerning how satisfied participants were with the way the media portrays Oklahoma, the mean score was 2.93/5. This could serve as a major opportunity for the Travel and Tourism Department to create awareness about Oklahoma's tourism brand. When it comes to how likely this public is to recommend visiting Oklahoma, the mean score was 2.97/5.

		KNOWLEDGE SCORE	RECOMMEND	SATISFIED IN		
		ABOUT OKLAHOMA	OKLAHOMA	THE WAY		
			A	MEDIA		
			OKLAHOMA	PORTRAY	RECOMMEND TO	
			A	OKLAHOMA	VISIT OKLAHOMA	STAY IN OKLAHOMA (RESIDENT)
SAFETY PUBLIC						
Nonpublic	Mean	60.9890	3.10	2.90	2.93	3.10
	N	52	30	30	30	30
	Std.	21.93435	1.269	1.626	1.437	1.626
	Deviation					
Latent Public	Mean	65.7143	3.00	2.73	2.93	3.80
	N	25	15	15	15	15
	Std.	22.20805	1.414	1.580	1.033	1.424
	Deviation					
Aware Public	Mean	56.5350	3.39	3.15	3.24	3.39
	N	47	33	33	33	33
	Std.	17.61197	1.171	1.564	1.200	1.345
	Deviation					
Active Public	Mean	58.6873	3.43	2.93	2.97	3.17
	N	37	30	30	30	30
	Std.	21.23825	1.305	1.337	1.273	1.577
	Deviation					
Total	Mean	59.8935	3.27	2.96	3.04	3.31
	N	161	108	108	108	108
	Std.	20.67210	1.265	1.510	1.260	1.501
	Deviation					



Issue I - Oklahoma Public Safety Summary

Negative (problematic) perception themes:

- Racism / Bigotry
- Public Education Funding
- Political Polarization
- Indigenous Issues
- Incarceration Rate
- Natural Disasters

Positive (opportunistic) perception themes:

- Sense of Community
- Southern Hospitality
- Progress in State Development
- Marijuana Legalization
- Low Cost of Living
- Small-town Feel



Issue I - Oklahoma Public Safety Recommendations

From this data, it would be worthwhile to invest more energy and resources to bolstering Oklahoma's tourism brand. Our active public was overall more satisfied living in Oklahoma than they are likely to recommend Oklahoma for tourism. This information helps provide key insights as to why negative perceptions and misconceptions about Oklahoma prevail. For example, communicating with this public could shed light on how a brand awareness campaign could counter negative stigmas and stereotypes of what Oklahoma represents. In addition, many of the things that make national coverage from Oklahoma are usually novel, unfortunate events, or news coverage of nationally-unfavorable policy. If residents are dissatisfied with the way Oklahoma is portrayed in the media, and are also not very likely to recommend Oklahoma as a travel destination, there is an obvious disconnect between residential perspectives and outside perspectives. In order to bridge this gap, a state-wide tourism awareness campaign could help highlight what makes Oklahoma special to the people who live in it, but also how special Oklahoma can be for those who have never set foot inside state lines.



Issue II - Diminishing of Indigenous Culture

Our active public for the issue surrounding concerns that aspects of indigenous culture are at-risk of being lost. This active public was made up of 30 participants. These participants shared a mean score of 60.48% out of 100 based on their knowledge about Oklahoma. This data shows that this active public is slightly more knowledgeable than the public safety active public.

		CULTURE Public			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nonpublic	74	43.3	46.8	46.8
	Latent Public	26	15.2	16.5	63.3
	Aware Public	28	16.4	17.7	81.0
	Active Public	30	17.5	19.0	100.0
	Total	158	92.4	100.0	
Missing	System	13	7.6		
Total		171	100.0		

Issue II - Diminishing of Indigenous Culture

Participants were asked to answer each attitude/behavior question on a scale from 1 to 5, 1 being dissatisfied and 5 being extremely satisfied. This active public scored a 3.27/5 on how likely they were to recommend living in Oklahoma, a 3.19/5 on how satisfied they were with media portrayal, and finally a 3.19/5 on how likely they are to recommend visiting Oklahoma.

CULTURE PUBLIC		KNOWLEDGE SCORE ABOUT OKLAHOMA	RECOMMEND OKLAHOMA	SATISFIED IN THE WAY MEDIA PORTRAY OKLAHOMA	RECOMMEN D TO VISIT OKLAHOMA	STAY IN OKLAHOMA (RESIDENT)
		OKLAHOMA	OKLAHOMA	OKLAHOMA	OKLAHOMA	OKLAHOMA
Nonpublic	Mean	62.3552	3.58	2.90	3.30	3.40
	N	74	40	40	40	40
	Std.	21.74577	1.259	1.446	1.265	1.464
	Deviation					
Latent Public	Mean	54.3956	2.80	2.80	2.75	2.50
	N	26	20	20	20	20
	Std.	20.61077	1.196	1.542	1.251	1.357
	Deviation					
Aware Public	Mean	56.6327	3.00	3.05	2.75	3.15
	N	28	20	20	20	20
	Std.	17.59636	1.076	1.605	1.164	1.694
	Deviation					
Active Public	Mean	60.4762	3.27	3.19	3.19	4.00
	N	30	26	26	26	26
	Std.	20.78113	1.373	1.600	1.266	1.233
	Deviation					
Total	Mean	59.6745	3.25	2.98	3.07	3.33
	N	158	106	106	106	106
	Std.	20.74393	1.263	1.518	1.252	1.504
	Deviation					



Issue II - Diminishing of Indigenous Culture

Summary

Negative (problematic) perception themes:

- Racism / Bigotry
- Political Polarization
- Indigenous Issues
- Incarceration Rate
- Gaming Issues

Positive (opportunistic) perception themes:

- Rich History
- Melting Pot
- Small-town Feel



Issue II - Diminishing of Indigenous Culture Recommendations

Because indigenous groups are disproportionately affected by gender-based violence and other crime, it is extremely important to maintain consistent, intentional communication with this active public. This issue is also a national issue, and because of Oklahoma's indigenous history and large tribal populations, much of the news coverage arising from these issues often comes from Oklahoma. In addition, the state is currently in the middle of a lawsuit with the tribal nations concerning gaming revenue and legislation as former policies are now up for renewal. Although these issues could eventually boil over into crises if incorrectly handled, there is also immense opportunity for growth and information sharing with groups who have never visited Oklahoma. Because media coverage in recent months has been overwhelmingly negative concerning state/tribal issues, an element of the proposed campaign plan could be highlighting and thanking the tribes for their contributions to Oklahoma. Through sharing how much the tribes do for non-tribal Oklahomans, the tourism department can promote images of unity, especially right now as the Chickasaw have provided three drive-through testing locations for rural areas of Oklahoma. In addition, consistent communication with this group can halt potential future issues in their tracks.



Issue III - Burden of Rising Cost of Living Due to Covid-19

The 48 individuals representing the active public for the public safety issue had a mean score of 58.33% out of 100 that reflects their knowledge about Oklahoma. This data shows that the active public surrounding rise of cost of living due to Covid-19 has some basic knowledge about Oklahoma hardship with relationship to the pandemic, but could serve to learn more.

		FINCL Public			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nonpublic	18	10.5	11.4	11.4
	Latent Public	27	15.8	17.1	28.5
	Aware Public	65	38.0	41.1	69.6
	Active Public	48	28.1	30.4	100.0
	Total	158	92.4	100.0	
Missing	System	13	7.6		

Issue III - Burden of Rising Cost of Living Due to Covid-19

This active public was more likely to recommend living in Oklahoma (3.52/5) than other active publics, and they were more likely to stay in Oklahoma as well (3.61/5). This active public carried similar sentiments to other active publics about how satisfied they were with Oklahoma's media portrayal. This element is extremely important to analyze as Covid-19 cases rise daily in the United States. In addition, media coverage of Oklahoma, as well as other southern states who have less rigid lockdown orders, has been particularly negative given the delayed action of Governor Stitt to address the pandemic as it relates to Oklahoma.

		KNOWLEDGE SCORE ABOUT OKLAHOMA	RECOMMEND ND OKLAHOMA A	SATISFIED IN THE WAY MEDIA PORTRAY OKLAHOMA	RECOMMEND TO VISIT OKLAHOMA	STAY IN OKLAHOMA (RESIDENT)
FINANCIAL PUBLIC						
Nonpublic	Mean	57.1429	2.91	3.27	2.55	2.45
	N	18	11	11	11	11
	Std.	24.00480	1.578	1.737	1.635	2.018
	Deviation					
Latent Public	Mean	60.3175	3.12	2.71	3.00	3.53
	N	27	17	17	17	17
	Std.	20.33215	.993	1.611	1.225	1.546
	Deviation					
Aware Public	Mean	61.9780	3.18	3.02	3.14	3.25
	N	65	44	44	44	44
	Std.	19.76858	1.352	1.562	1.287	1.416
	Deviation					
Active Public	Mean	58.3333	3.52	2.94	3.21	3.61
	N	48	33	33	33	33
	Std.	20.80310	1.176	1.391	1.111	1.345
	Deviation					
Total	Mean	60.0362	3.25	2.97	3.08	3.32
	N	158	105	105	105	105
	Std.	20.57028	1.269	1.522	1.261	1.503
	Deviation					



Issue III - Burden of Rising Cost of Living Due to Covid-19 Summary

Negative (problematic) perception themes:

- Governor Stitt's Decision-Making
- Political Polarization
- Negative Media Coverage



Issue III - Burden of Rising Cost of Living Due to Covid-19 Recommendations

What this data proves is that the Covid-19 pandemic has done little to deter Oklahomans from wanting to leave. In addition, regional psychographics of the southern Bible belt show predominantly conservative political affiliations, which provides insightful information about how Oklahoman's feel their leadership is handling the crisis. This has not effectively caused Oklahoman's to rethink recommending living in the state, and also hasn't had much of a negative effect on people wanting to live elsewhere. A recurring sentiment across all issues discussed thus far is that most Oklahoman's are for the most part dissatisfied with the way their state is portrayed to the nation. Because of this, the best recommendation to challenge negative media coverage is to highlight all the positive ways Oklahomans' are looking out for one another (for ex: Chickasaw testing-site expansion, neighbors getting groceries for neighbors, graduation walks through neighborhoods etc.). This will show what being an Oklahoman means.



All-Issue Public

Of 171 participants, only 36 individuals are a part of the all-issue public across the three issues surveyed. 119 participants fell under the non-all issue public. The all-issue public had a mean knowledge score of 60.71% out of 100. This group knew slightly more than the aforementioned active publics, and is extremely important to communicate with as these individuals hold key insights to how to best communicate across all issues, but also within singular issues.

		ALL-Issue Public			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	non-all issue public	119	69.6	76.8	76.8
	All Issue Public	36	21.1	23.2	100.0
	Total	155	90.6	100.0	
Missing	System	16	9.4		
Total		171	100.0		

All-Issue Public

Our all-issue public was relatively likely to recommend Oklahoma as an ideal place to live (3.29/5), was somewhat satisfied with Oklahoma's portrayal in the media (3.05/5), and was one of the the least likely groups to recommend visiting Oklahoma (3.0/5). This information contradicted my predicted hypothetical results. I inferred that being an all-issue public, the mean scores for all issues surveyed would be lower. As such, this is extremely useful and interesting information.

		KNOWLEDGE SCORE ABOUT	RECOMMEND	SATISFIED IN THE WAY	
		OKLAHOMA	OKLAHOMA	MEDIA PORTRAY	RECOMMEND TO VISIT
All-issue Public		OKLAHOMA	OKLAHOMA	OKLHOAMA	OKLAHOMA
non-all issue public	Mean	59.9040	3.22	2.89	3.08
	N	119	72	72	72
	Std.	20.89963	1.258	1.534	1.253
	Deviation				
All Issue	Mean	60.7143	3.29	3.06	3.00
Public	N	36	31	31	31

PUBLIC SEGMENTATION RESULTS (MODULE III)

	Std.	20.31099	1.346	1.504	1.317
	Deviation				
Total	Mean	60.0922	3.24	2.94	3.06
	N	155	103	103	103
	Std.	20.70176	1.279	1.520	1.267
	Deviation				



All-Issue Public Recommendations

This public is incredibly important to facilitate and maintain consistent communication. Members of all-issue publics may have attitudes or opinions that intersect other issues that could help bridge gaps between perceptions. In addition, these individuals have a direct influence on Oklahoma tourism, and Oklahoma tourism has a direct impact on them. This dynamic is paramount to identifying potential problems or issues, as well as anticipate public behavior. As a part of the brand awareness campaign to promote what it really means to be an Oklahoman and what Oklahoma has to offer, it is integral to consistently provide channels for communication and check back in with qualitative research to check campaign effectiveness in challenging safety concerns, quelling fears about losing native culture through awareness and unity, and soothing fears arising from the Covid-19 pandemic.