Final Research Packet

Team 2

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**Executive Briefing**

*Research Overview*

Our research campaign was segmented into three distinctive sections: Module I (environment scanning), Module II (individual interview protocols and summary of findings), and Module III (analysis of interview responses/data used to identify strategic communication strategies with single-issue publics, as well as all-issue publics). In doing so, we were able to identify common themes, perceptions, and attitudes specific to living in and visiting the state. While conducting environmental scanning, we analyzed the department’s website and facebook page in-depth, as well as multiple quoras, travel commercials, and state ranking websites segmented by education funding, economic development, workforce aptitude etc. (see appendix for direct links). We collaborated as a group to record the information after collecting data from environmental scanning over a ten day period. Once we are able to identify patterns of positive and negative sentiments, we grouped them based on common themes, and began to identify potential issue publics and problems the Oklahoma Travel and Tourism Department will encounter.

Following the identification of potential problems, we used stakeholder maps to identify publics that have consequences on the travel and tourism department, and vice versa. With this data, we were able to examine and research these problems and issue-publics more closely. Once we had recorded our data and findings, we presented to our peers as a group. In Module II, we were asked to individually create research questions to add to the pre-curated survey questionnaire (see pg. 35). Once we had individually created our survey questions, we each interviewed four people pertaining to the research option selected. After interviewing, each research member of our team summarized their findings and completed Module II on their own. After analyzing their findings, each person summarized their recommendations for the State Department of Travel and Tourism regarding strategic management decision-making.

The main objective of Module III was to identify publics under a given issue, or all issues, which outlines who the department should be communicating consistently with to prevent future issues, problems, or crises from occurring. Similarly to Module II, Module III was completed individually by reviewing the survey questions we each came up with and making adjustments as it pertained to the research option selected. Once we had finalized our survey questions, each member sent out the survey to be completed. After the results of the surveys came in, every member of our group individually analyzed the data and came up with strategic recommendations for each public that fell under one, some or all of the following issues:

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). To finalize our best recommendations for the Oklahoma tourism department, we reconveined as a group to compare data and make adjustments. Finally, we used our shared findings to present the best practices, recommendations, and protocols for each public within a given issue.

**Module I**

*Collaborative Summary*

To begin the project, our group first started cyber scanning. While engaging in cyber scanning, we monitored Oklahoma’s Travel and Tourism Department official website and Facebook, onlyinyourstate.com, and multiple quoras related to opinions of Oklahoma. This cyber scanning was crucial to our project, as it provided the fundamental information we built our project on. Through cyber scanning and research, we were able to then identify potential problems.

Once these potential problems were identified, we were able to start constructing our project. The key elements of the first part of the module one assignment were not only identifying potential problems through cyber scanning, but also identifying potential activist publics as well as creating a SWOT analysis of the Oklahoma Travel and Tourism Department’s website. The SWOT analysis was important for our project, as it caused us to analyze the site to a greater extent, creating a larger focus on what issues we thought were most important regarding Oklahoma tourism. Through these further steps, we were solidified in what issues we wanted to tackle in the second part of the module.

In the second part of the module, we researched and wrote about three main issues we observed when it came to Oklahoma tourism. These issues are: impact on indigenous communities, gaming, as well as negative perceptions. The issue plaguing the indigenous communities we learned was MMIP, or Missing and Murdered Indigenous Peoples Initiative. Regulations and laws surrounding the protection of this group are in the works, but surely not where they could be. Regarding gaming, the main issue we found was residing within the government itself, as the Oklahoma governor is currently battling a lawsuit with multiple indigenous tribes. Lastly, we looked at how negative perceptions, including those surrounding indigenous peoples and gaming, impacted Oklahoma tourism. Through this research, we were able to not only construct a presentation to express our findings, but we also were able to gain the knowledge on how to do a research project of this magnitude in our field, which is beyond beneficial.

The group, after completing the research and writing our papers, began to construct a presentation in Canva to use as an aid when presenting our findings to the class. Through the presentation element, we were able to further strengthen our knowledge on the subject by being required to explain it to the class. Through our unique and compelling information, we were able to present to the class in a very productive way. After the presentation concluded, Loarre, as well as a classmate, then began to ask us questions regarding our project. Our ability to thoroughly answer these questions revealed how much our group had learned from the extensive research we conducted.

**Module II**

*Collaborative Summary*

After completing module I, we began the next phase in our research: interviewing through focus groups. In order to elicit the responses that best fit the problem at hand, we developed a series of questions that each participant would answer. Like many interviews, we started with opening and introduction questions to make the participants feel comfortable with the survey. Next, we moved onto transition and key questions which essentially asked the particiaptns direct questions about the topic. Last, we ended the interview with closing questions to wrap up any following comments or concerns and to summarize the purpose of the survey. After constructing a series of questions, we selected participants to take part in our focus group. Something our group tried to accomplish while picking interview candidates was a sense of diversity. We wanted to interview individuals who did not come from the same city, socioeconomic background, etc., because this provided a holistic approach to our interview results. In other words, the variety of people interviewed gave way to a wide variety of opinions about matter. After our candidates were selected and the questions were perfected, we began the process of interviewing. After combining the results from our team’s separate interviews, we concluded that there are many key similarities and differences in our findings.

Within every interview we reviewed, a common theme that Oklahoma is not viewed as a tourism state became extremely apparent. Essentially, people from out-of-state view Oklahoma as incredibly rural with scarce attractions worth visiting. In addition, we also found that there is an overwhelming stereotype that haunts residents of Oklahoma. When asked in Molly’s survey about the specific stereotyping of Oklahoma, participants responded that they believe people who live in Oklahoma are “country” and “rednecks”. Although there is an abundance of agricultural farms throughout the state, it is false to believe that it is the only thing our state has to offer. Similarly, if the stereotype is not that residents live on farms, it is that the state is highly populated with Native Americans. From this specific aspect of the survey, it is clear that a huge problem that affects Oklahoma tourism is the negative stereotype about the people who live in Oklahoma.

Another thing that we found similar in our interviews was the misinformation regarding the large cities throughout Oklahoma. Seen in module I when our team conducted cyber scanning, there was absolutely no mention of some of the largest revenue-driven attractions that state possesses. For example, there was no mention on the Oklahoma tourism site about the Oklahoma City Thunder, the University of Oklahoma or Oklahoma State University. In our interviews, a common trend that participants would follow is the argument that Oklahoma is solely wildlife and nature-oriented, without any booming cities with developed sophistication. In order to promote that Oklahoma has large cities that can support the influx of tourists wanting that qualification, there needs to be a higher emphasis on these factors.

Although there were many similarities in the data provided by the interviews, a factor that was not mentioned in a lot of the interviews but has recently had a large impact on the state of Oklahoma is the new Netflix documentary, Tiger King. In a way, this show is good and bad for the state. It is bad because it fits perfectly the stereotype that we are trying to stray away from. However, it has brought thousands of tourists to the state just wanting to catch a glimpse of the famed King.

In conclusion, we determined that Oklahoma has the potential to become a state of tourism, but needs to emphasize other aspects that make the state great.

**Module III**

*Collaborative Summary*

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. While taking the survey, participants were asked to answer attitude, behavior and knowledge questions that provided essential insight to each active public’s predicted communication behavior.

We were able to predict communication behavior, therefore offering our client more thorough and strategic recommendations, by utilizing the Theory of Publics. In our survey, we asked questions based on the participant’s problem recognition, perceived level of involvement, and constraint recognitions (reflecting attitude, behavior and knowledge respectively). With this information, we were able to see what type of strategic communications initiatives each public would respond best to.After analyzing this data, our strategic recommendations are as follows:

***Oklahoma Public Safety Issue-Public***

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.

***Diminishing of Indigenous Culture Issue-Public***

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.

***Burden of Rising Cost of Living due to Covid-19 Issue-Public***

This data proves 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 (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***

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 anticipating 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.

**Fletcher Young**

*Interview Protocol*

**Option 2**- Purpose: To find out what attractions Oklahoma has that are not well known outside of Oklahoma. \*Participants- Oklahoma residents or visitors.

Through constructing the interview as well as conducting it, an overarching conclusion became clear: people do not find Oklahoma to be a tourism destination. A common idea among those interviewed was that Oklahoma is deemed rural by most, and thus they associate Oklahoma tourism with the rural aspects of the state. Another common association with Oklahoma tourism identified by all of those interviewed was gaming.

The interviews were conducted via Zoom phone call. The interviewees were chosen due to their resident status as well as availability. Constructing the interview questions was based off of the interview protocol assignment, as only one correction was necessary. The people chosen for the interview were full-time Oklahoma residents, Tanner Fulton and Braden Schmidt, as well as part-time residents, Kate Purcell and Courtney Gahagan.

Interviewing both full-time Oklahoma residents, as well as students from outside states who have lived in Oklahoma for 3+ years, proved for unique perspectives. Oklahoma full-time residents, Tanner Fulton and Braden Schmidt, provided the true Oklahoman perspective. They highlighted what they appreciated about the state, while acknowledging how outsiders could view it. Kate Purcell and Courtney Gahagan, both from outside states but now living in Oklahoma, brought fresh takes in which they often compared Oklahoma to their home states. This perspective was very beneficial, as their ideas for how Oklahoma could improve tourism stemmed from things they had actually witnessed be successful within other states.

One idea that every person interviewed could agree on is that Oklahoma City has the potential to be a major attraction, but that is not there yet. Tanner Fulton, when speaking about OKC, had highlighted the fact that it could be a major hotspot for young adults. Kate Purcell said that Oklahoma City needs to begin hosting an event that it becomes known for. She compared it to Mardi Gras in New Orleans, or St. Paddy’s Day in Chicago, an event that people would not only travel to the city to, but an event that the city is widely known for.

An issue some interviewed had with Oklahoma City is the lack of young adult attractions, as they felt this is the best way to boost tourism in the coming years. While Oklahoma City has many rooftop bars, outdoor areas, and clubs, not many people know about them. Oklahoma City is not properly marketing these attractions. While planning and hosting a major event would be an excellent way to gain tourism, highlighting what is already present is a lot easier. Social media ads would be an excellent idea to promote these types of businesses, as their clientele are frequent social media users. Although I have lived near Oklahoma City for 3 years, I very rarely see any advertisements for local attractions in Oklahoma City. As I live just 30 minutes away, I’m sure those in other states are not receiving any advertisements at all. Businesses and industries cannot expect to grow purely by word-of-mouth alone. Steps toward advertising and promotion must be made in order to stimulate growth.

A common idea that all interviewees had was that Oklahoma is a rural attraction when it comes to tourism. Oklahoma does an excellent job conveying just how many outdoor and country attractions it has, as it is really the only thing highlighted on the Oklahoma tourism website. For things such as camping, hiking, and hunting, Oklahoma is a spot many keep in mind. While this isn’t necessarily a negative thing, it also is not unique. Every state in America has outdoors, every state having rural areas. Highlighting rural areas only attracts so many people, as many individuals do not have to leave their home state in order to camp or hunt. Since they can do this locally, there often is no reason to travel to do it. Oklahoma tourism insteads needs to prioritize the focus onto things uniquely in the state. Highlighting its cities is the best way to do that.

One of those interviewed, Courtney Gahagan, highlighted two events in Tulsa that she felt had the potential to be a bigger deal than they currently are. These two events are Oktoberfest and Cry Baby Hill. Oktoberfest is a beer festival held in October which attracts many people. While this is a very popular event in the area, it is not unique. Other states, even those surrounding us, host local beer festivals, even some hosting exact Oktoberfests. Cry Baby Hill is a bike race held in Tulsa, put on by Tulsa Tough. The event is not only a large race, but it attracts many people who simply go to parties and have a good time. Cry Baby Hill has the potential to be a much larger thing than it currently is, as it is a very unique event. As it cannot be found anywhere else, it will attract people from all over as they would not be able to attend it elsewhere. Promoting this event at a much larger scale, through social media and paid ads, would be an excellent way to spread this event to others who would have otherwise never heard of it.

Oklahoma tourism has the potential to be more successful, but only if they change their current focus. Promoting things that attract tourists, such as city life and luxury, they would attract a much larger clientele. The current promotion of rural life can continue, as it is mildly successful, but it should not be the only focus of Oklahoma tourism. People cna hike and hunt anywhere, as it is not unique to Oklahoma. Highlighting aspects that are unique to us only, as well as hosting events that can only be attended in Oklahoma. Are the ways to attract potential publics that otherwise would not find themselves in the state.

**Fletcher Young**

*Individual Survey Questions*

**Five General Sections**

1. The opening question:

Where are you from?

If you were to go anywhere in Oklahoma, where would you go and why?

2. Introduction questions:

What comes to mind when you think of Oklahoma tourism?

Have you known many people to have Oklahoma as a destination spot for a trip?

3. Transition questions:

What industry in Oklahoma do you think attracts the most visitors and why?

What industry do you think has the potential to be successful tourism wise, but currently isn’t, and why?

4. Key questions:

What are some spots in Oklahoma that you think could be tourism destinations, yet they aren’t well known to those outside of the state?

If you were taking a trip to Oklahoma as an outsider, where would you go and why?

5. Ending questions:

What do you think could be done to promote these relatively unknown places by the tourism industry in Oklahoma?

**Logistics:**

Location: Zoom

Date: April 2, 2020

Time: Varies per interview

Who: Braden Schmidt, Courtney Gahagan, Kate Purcell and Tanner Fulton.

**Fletcher Young**

*Transcript Summary*

**Interview #1: Braden Schmidt**

*Fletcher*: “Good afternoon! Thank you for joining me today for this interview!”

*Braden*: “No problem.”

*Fletcher*: “Starting off, I'll ask a few general questions before we dive in. Where are you from?”

*Braden*: “I’m from Edmond, Oklahoma. I live in Norman now for school, but grew up in Edmond.”

*Fletcher*: “If you were to go anywhere in Oklahoma, where would you go and why?”

*Braden*: “I think I’d probably go to Broken Bow? Not much you can do in Tulsa or OKC during quarantine.”

*Fletcher*: “If the virus wasn’t a thing, where would you go?”

*Braden*: “Probably OKC. There are a lot of school restaurants and shops.”

*Fletcher*: “Since you’re from here, what comes to mind when you think of Oklahoma tourism?”

*Braden*: “I would say either the casinos or the Broken Bow area.”

*Fletcher*: “Have you known many people to have Oklahoma as a destination spot for a trip?”

*Braden*: “Well being from here not really, most people I encounter that come to Oklahoma for a trip are visiting family.”

*Fletcher*: “Since you mentioned gaming earlier, what industry in Oklahoma do you think attracts the most visitors and why?”

*Braden*: “I would say gaming or hunting probably. Most people don’t come to Oklahoma for any big city things.”

*Fletcher*: “What industry do you think has the potential to be successful tourism wise, but currently isn’t, and why?”

*Braden*: “I think OKC has the potential to be a city people enjoy visiting. It is definitely growing. I think if they built a few more things and marketed it better, there would be a better chance of people coming here.”

*Fletcher*: “That kind of correlates with my next question which was: what are some spots in Oklahoma that you think could be tourism destinations, yet they aren’t well known to those outside of the state? Relating that back to what you said, what are some specific things OKC or Oklahoma could do to improve OKC tourism?”

*Braden*: “I’d say promoting the Thunder more, as it is the only professional sports team in Oklahoma. Making it more up and coming with the young adults would be great too. There are already a lot of rooftop bars and patios, but maybe taking notes from other cities with their festivals and bar crawls.”

*Fletcher*: “That was really helpful, thanks! For the next question, if you were taking a trip to Oklahoma as an outsider, where would you go and why?”

*Braden*: “I personally would probably go to the Wichita Mountains just because I really enjoy hiking. There also are a lot cooler hiking destinations outside of Oklahoma, so I’m not sure that would be enough to get me here.”

*Fletcher*: “As my final question, what do you think could be done to promote these relatively unknown places by the tourism industry in Oklahoma?”

*Braden*: “I know a lot of people promote on TV or on social media. I think they need to focus a little less on wildlife promotion, and a little more on the city life. OKC has the chance to be a cool city, but isn’t there yet.”

*Fletcher*: “Thank you for participating today! I really enjoyed hearing your feedback.”

Braden: “No problem! Thanks”

\*Call Ended\*

**Interview #2: Kate Purcell**

*Fletcher*: “Good morning! Thank you for joining me today for this interview!”

*Kate*: “Of course!”

*Fletcher*: “Starting off, I'll ask a few general questions before we dive in. Where are you from?”

*Kate*: “I’m from Chicago originally. My family moved to Dallas when I started high school. I live in Norman now and go to OU, but still go to Dallas a lot.

*Fletcher*: “If you were to go anywhere in Oklahoma, where would you go and why?”

*Kate*: “I would probably go to Turner Falls! I went in high school and it was really fun.”

*Fletcher*: “Since you’ve lived here for 3 years, what comes to mind when you think of Oklahoma tourism?”

*Kate*: “Probably gambling or outdoors.”

*Fletcher*: “Have you known many people to have Oklahoma as a destination spot for a trip?”

*Kate*: “I know some people that I went to school with from Texas that would rent a cabin in Broken Bow a lot.”

*Fletcher*: “Since you mentioned gambling earlier, what industry in Oklahoma do you think attracts the most visitors and why?”

*Kate*: “Definitely gambling or hunting. Oklahoma is more known for its outdoor stuff. Being from Texas people come here a lot to gamble, just because we don’t have gambling in Texas.”

*Fletcher*: “What industry do you think has the potential to be successful tourism wise, but currently isn’t, and why?”

*Kate*: “I like OKC a lot, but I’ve never been to Tulsa. I like city life being from Chicago and Dallas, so I’d like to see the city be a bigger thing than it is.”

*Fletcher*: “That kinda relates to my next question which was: what are some spots in Oklahoma that you think could be tourism destinations, yet they aren’t well known to those outside of the state? Relating that back to what you said, what are some specific things OKC or Oklahoma could do to improve OKC tourism?”

*Kate*: “A lot of cities are known for huge things they throw such as St. Paddy’s or Mardi Gras. I think it would be cool to see OKC do something big like that and become known for it.”

*Fletcher*: “For the next question, if you were taking a trip to Oklahoma as an outsider, where would you go and why?”

*Kate*: “As an outsider I would probably go to Broken Bow just because that’s what I have heard the most about!”

*Fletcher*: “For my final question, what do you think could be done to promote these relatively unknown places by the tourism industry in Oklahoma?”

*Kate*: “I think a lot of it has to do with image. People look at Oklahoma as very rural and empty. I think Oklahoma has to sell itself before it can necessarily highlight things within it.”

*Fletcher*: “That was great! Thank you so much for your participation today.”

*Kate*: “Of course! Bye!”

\*Call Ended\*

**Interview #3: Courtney Gahagan**

*Fletcher*: “Hey! Thank you for Zooming me today for this interview!”

*Courtney*: “Of course!”

*Fletcher*: “Starting off, I'll ask a few small questions before we dive in. Where are you from?”

*Courtney*: “I’m from Las Vegas! I go to OU so I live in Norman most of the year now, but still go back to Vegas all of the time.”

*Fletcher*: “If you were to go anywhere in Oklahoma, where would you go and why?”

*Courtney*: “I would have to choose Stillwater only because i’ve lived here for so long and never been!””

*Fletcher*: “Since you’ve been living here for a bit now, what comes to mind when you think of Oklahoma tourism?”

*Courtney*: “Casinos and gambling probably.”

*Fletcher*: “Have you known many people to have Oklahoma as a destination spot for a trip?”

*Courtney*: “I don’t really know of anyone going to Oklahoma from Vegas at least, unless it was for school.”

*Fletcher*: “You had mentioned gaming earlier, what industry in Oklahoma do you think attracts the most visitors and why?”

*Courtney*: “I’d say gaming! That’s a huge thing for us in Vegas so I get the attraction. I see billboards for casinos all over the highways here.”

*Fletcher*: “What industry do you think has the potential to be successful tourism wise, but currently isn’t, and why?”

*Courtney*: “I’m not sure.. Maybe shopping? I know a lot of girls from here who said they had to drive to Texas to even get a prom dress.”

*Fletcher*: “What are some spots in Oklahoma that you think could be tourism destinations, yet they aren’t well known to those outside of the state?”

*Courtney*: “I feel like there’s a lot of things happening in Tulsa that could be a lot bigger if they went about marketing it in a different way! Oktoberfest and Cry Baby Hill could attract a lot that they could expand from.”

*Fletcher*: “For the next question, if you were taking a trip to Oklahoma as an outsider, where would you go and why?”

*Courtney*: “Probably Winstar! Just because it’s pretty well known.”

*Fletcher*: “For my final question, what do you think could be done to promote these relatively unknown places by the tourism industry in Oklahoma?”

*Courtney*: “I think Oklahoma could be a lot bigger if it wanted to. It all starts with having a major city to attract people, which could be OKC, if they wanted it to be.”

*Fletcher*: “Thank you so much for your participation! Hope you have a good afternoon”

*Courtney*: “Thanks! Bye!”

\*Call Ended\*

**Interview #4: Tanner Fulton**

*Fletcher*: “Hey! Thank you for joining me today for this interview!”

*Tanner*: “Haha yeah sure.”

*Fletcher*: “Starting off, I'll ask a few questions before we dive in. Where are you from?”

*Tanner*: “I’m from Tulsa, Oklahoma. I grew up in Oologah but graduated in Tulsa.”

*Fletcher*: “If you were to go anywhere in Oklahoma, where would you go and why?”

*Tanner*: “I’d go to Tulsa or Stillwater just because I have a lot of friends and family in both.”

*Fletcher*: “Since you’re familiar with Oklahoma, what comes to mind when you think of Oklahoma tourism?”

*Tanner*: “Probably the great outdoors or gambling.”

*Fletcher*: “Have you known many people to have Oklahoma as a destination spot for a trip?”

*Tanner*: “Other than visiting family, none that I can think of.”

*Fletcher*: “You had mentioned gaming and outdoors earlier, what industry in Oklahoma do you think attracts the most visitors and why?”

*Tanner*: “Probably gaming just because some neighboring states don’t have it.”

*Fletcher*: “What industry do you think has the potential to be successful tourism wise, but currently isn’t, and why?”

*Tanner*: “I think with how everyone is nowadays they want somewhere cool and youthful as a city. OKC could be that city, but I don’t think it is yet.”

*Fletcher*: “The next question is similar, kind of relating that to what you said, what are some spots in Oklahoma that you think could be tourism destinations, yet they aren’t well known to those outside of the state?”

*Tanner*: “Definitely making OKC attractive to young people. Bringing in more businesses with more jobs is crucial. But more young adult centered places with live music and outdoor areas.

*Fletcher*: “For the next question, if you were taking a trip to Oklahoma as an outsider, where would you go and why?”

*Tanner*: “I would go to one of the outdoor areas like Wichita Mountains or Turner Falls or something, I like to be outside and take a lot of photos. The silos are cool for climbing in OKC.

*Fletcher*: “My last question is: what do you think could be done to promote these relatively unknown places by the tourism industry in Oklahoma?”

*Tanner*: “I think a lot of people already think of Oklahoma as a rural destination. I think less work needs to be done promoting this, and maybe more work on promoting other aspects of the state. More promotion on the Thunder or on OKC as a whole.”

*Fletcher*: “That was super helpful! Thank you for participating.”

*Tanner*: “Ya of course, have a good one.”

\*Call Ended\*

**Breckan Kimmel**

*Interview Protocol*

The purposes of these interviews are to seek out what Oklahoman’s think about the state they live in and what attractions Oklahoma tourism has to offer that could be better promoted. These in-depth interviews, conducted with four different Oklahoman’s with varying demographics from differing backgrounds, help identify potential tourist attractions that are not well known to the public and aid in shedding light on generational attractions. In addition, these interviews hold key answers to the groups that should be targeted for certain campaign messages based on interests, age and lifestyles, furthering the positive promotion of Oklahoma as a dynamic state with something for everyone.

Based on research previously collected and transcribed in Module I, it became clear that Oklahoma’s State Travel and Tourism department had been primarily promoting images of the state’s tourism that only catered to specific outdoor interests. As a result, many of the unique opportunities and events Oklahoma has to offer haven’t received strategic promotion that could positively benefit tourism revenue, further benefiting the state economy.

The primary goal in selecting interview candidates was to be intentional in the selection process by aiming for people of various ages and backgrounds. The first interviewee is Abbey Lucas. Abbey, originally from Tulsa but now residing in Norman for school, is a senior advertising major at The University of Oklahoma. She is 22 years old and has lived in Oklahoma since she was born. Abbey attended public high school and lives close to downtown Tulsa in a residential suburb of the city.

The second interviewee is Mickey Dollens, representative of the 93rd district of Oklahoma City in the House of Representatives. Mickey was born and raised in Oklahoma, but left the state to attend Southern Methodist University in Dallas, Texas to pursue football. After playing football at the college level, Mickey had the opportunity to be a part of the U.S. men’s bobsled team and went to the Olympics. He later returned to Oklahoma to be a teacher and have a family. After the cuts to public education funding that resulted in a state-wide teacher’s march, Mickey lost his job and decided he should run for public office. Mickey has unique perspectives to offer after having so many opportunities to travel to other places, but also because he decided to return to Oklahoma to plant some roots.

The third interviewee is Della Stucky, a pre-law senior at The University of Oklahoma. Della is 22 and a part of the Chickasaw tribe. She was born and raised in Madill, a rural town with a very small population. Della sees herself to be a country girl after having lived on a farm for her entire life. Her current plans are to attend law school in the Fall after graduation.

The final interviewee is Sherri Lungren. Sherri Lungren has lived in Oklahoma her entire life and currently manages and rents out several properties close to campus with her husband, John. Sherri is in her mid 50’s and has two adult daughters of her own. She practices southern hospitality in her daily social interactions and is a part of an all-female book club that meets bi-weekly.

**Summary of Findings**

The in-depth interviews helped segment and outline how different lifestyles, age groups, backgrounds, cultures and races hold different perspectives of their home state. In addition, these interviews provided essential information that can help give insight to different perspectives based off of the aforementioned demographics.

Common themes found between the younger interviewees was the lack of attraction to Oklahoma that young people have. Other than college, young people don’t look to Oklahoma for planning future vacations. Common themes found between older interviewees was the attraction to the good-natured people of Oklahoma.

In conclusion, after reviewing information collected in the four interviews, it became clear that the state’s travel website should be a multidimensional hub of information that can be tailored to individual interests, filtering away information that is not likely to suit the user. In addition, Oklahoma should be promoting the different aspects of what the state has to offer in different ways. Rather than multiple commercials that promote the same outdoor activities Oklahoma has, it would be more effective to promote the many different factors that make Oklahoma such a diverse place, both in people and in opportune experiences.

**Breckan Kimmel**

*Transcript Summary*

**Interview 1 - Abbey Lucas**

Abbey responded to the initial opening questions by sharing that she spends about 4 hours on average on social media daily. She noted that given the current circumstance of the Covid-19 pandemic, she has spent a significant time on social media in recent weeks. Abbey prefers to use Twitter to share her personal experiences, especially unpleasant ones. Because Twitter is a more political platform than other social media outlets, Abbey feels more comfortable sharing her opinions on Twitter, whereas she would be more inclined to share posts meant for family and friends on Facebook or Instagram. Abbey said she was most likely to look at Airbnb’s website, or Hopper or Hotwire to find places to stay on vacation.

When asked what Oklahoma looked like to her, Abbey was quick to reference her hometown, Tulsa. She described a smallish, semi-metropolitan city that was fun for everyone. If she could share one thing with someone who has never visited or lived in Oklahoma, she would make sure to tell them to attend Cry Baby Hill or Octoberfest in Tulsa.

Abbey thinks that the two best things to do on vacation in Oklahoma are to visit OKC, attend an OU football game, and eat at small, local family-owned businesses because “they have the most unbelievable southern comfort food.” Abbey thinks that the events and festivals held in OKC deserve more attention and promotion than they get. She mentioned that many of the friends she has made in college from different areas of the state had no idea about some of the biggest, most unique attractions Tulsa hosts yearly.

**Interview 2 - Mickey Dollens**

Mickey spends about 3 hours on social media on a daily basis. Being a politician changes the way Mickey views and uses social media, however he is more likely to share personal content on Facebook and Instagram, but is still likely to post work-related content across all of his social media platforms, including those containing content meant for family and friends.

Oklahoma looks like a developing southern state with a lot of potential to Mickey. He pictures all of Oklahoma rather than flat prairie lands for miles. Mickey sees the dynamic nature of Oklahoma after representing district 93 in the state for two terms. He pictures rural Oklahoma, OKC Thunder games, The University of Oklahoma, Oklahoma State University, Tulsa, Oklahoma City etc. If he could share one thing about Oklahoma that makes it special with someone who has never been to the state, he would share that there are no fans like Thunder fans because there are no other professional league sports in the state. He said, “the passion of Oklahoman’s is evident in the way they treated James Harden leaving the Thunder.”

Mickey likes to stay local to OKC for work, but with two small children, he finds himself frequenting parks and children’s attractions like public library book readings. Being a state representative, Mickey believes that the Oklahoma tourism commercials he has seen paint a very one-dimensional and limited scope of the possibilities and opportunities in the state. He thinks that the cities should be promoted more to help build a strong economy and local workforce.

**Interview 3 - Della Stucky**

Della spends about 5.5 hours on social media daily. Although she is a pre-law student, she has spent the majority of her semester working a job with the Chickasaw nation due to being a part-time student for her final semester. Della said she spends a lot of time on social media at work when there are no customers. Della is most likely to share her personal experiences and opinions on Snapchat and Twitter, but reserves Instagram and VSCO for content meant for family and friends. When seeking vacation information, Della is most likely to use Tripadvisor.

If Della could share one thing that makes Oklahoma special, it would be the rich tribal history of Oklahoma. She has very fond memories learning about her ancestors and the way they interacted with the physical world around them, but also how they were able to overcome many oppressive obstacles throughout history and to the present day.

Della said that some of her favorite things to do in Oklahoma for fun are hunting, mudding in her truck, fishing, and camping. Della has seen some of the commercials for Oklahoma tourism and believes they do a great job promoting Oklahoma, but could do more to promote Oklahoma’s lakes and aquatic activities because Summer is quickly approaching.

**Interview 4 - Sherri Lungren**

Sherri is in her mid 50’s and was born and raised in Oklahoma. Sherri spends about two hours on Facebook every day to catch up with her friends and check-in on her children and grandchildren. Sherri says that the only social media platform she uses is Facebook. When looking into vacations, Sherri says she browses several websites to look for the best deal. Sherri and her husband, John, take pride in investing their money sparingly.

Oklahoma looks like small graduating classes, cowboy boots, riding horses, and a southern style of living to Sherri. Sherri visited Oklahoma before moving because her extended family owned a small ranch by Ardmore. She remembers those times as some of her best because of the simplicity of life and reaping the benefits of an honest life and honest work. Sherri would share that Oklahoma is a breath of fresh air that is calm and feels like home. She recommends that people who are attracted to cities come here to decompress.

Sherri believes that the spirit of Oklahoma could be advertised better in the travel and tourism commercials. She thinks that there are too many scenes depicting what outdoor attractions the state has to offer, as opposed to sharing what really makes Oklahoma special. According to Sherri, that is the way that Oklahoman’s treat one another. She believes that the spirit of Oklahoma is found in the people versus the place. Sherri believes that the long-held family owned restaurants in OKC are some of the best lesser-known attractions in the state.

**Breckan Kimmel**

*Individual Survey Questions*

***Behavioral Questions [Oklahoma Participants]***

1. How likely are you to settle down and plant roots in Oklahoma for the foreseeable future?
2. How important is it to you to go see an Oklahoma City Thunder game at least once a season?
3. How likely are you to attend Cry Baby Hill in Tulsa?
4. How likely are you to attend Octoberfest in Tulsa?
5. How likely are you to recommend Oklahoma museums as an attraction people should visit when vacationing in Oklahoma?

***Attitude Questions [Oklahoma Participants]***

1. How likely do you think it is that as cities in Oklahoma become more metropolitan and continue to expand, that there will be more tourism opportunities in cities ?
2. Do you think Oklahoma’s Travel and Tourism Department should invest more money into appealing to younger tourists and generations?

***Knowledge Questions [Oklahoma Participants] – Answered on a scale from not likely to very likely.***

1. Oklahoma has small cities that do not offer as many fun activities as other cities in nearby states.
2. Oklahoma is a state in which I feel/would feel comfortable sending my kids to public school?
3. Oklahoma has lots of well-known tourist attractions.
4. I would recommend Oklahoma as a good state to vacation in to others who have never visited.

**Chelsea Chapman**

*Interview Protocol*

**Topic: the poor reputation of the state of Oklahoma**

This focus group interview process sought to assess the reputation of the state of Oklahoma from the perspective of Oklahoma natives. Oklahoma has long struggled with their unpopular reputation, and the effects of this may be seen in many sectors of the lives of Oklahomans across the state. As a Texan, I grew up hearing overwhelmingly negative views surrounding Oklahoma. I was not exposed to people from Oklahoma who could counter their arguments until I moved to Norman and began attending the University of Oklahoma. Now that I’ve grown to know the state and many of its residents, I feel that the main reason I initially assumed it was going to be terrible is because of a lack of information. If Texans, as well as people from other states, received the opportunity to see Oklahoma through the eyes of those who live here, perhaps their opinions about life here would change like how mine was changed.

I do not feel a need to interview people from outside states, since I share their perspective towards Oklahoma. Therefore, I decided that interviewing Oklahomans in a focus group would be the most useful course of action for me. The purpose of this focus group will be to gather information and foster my understanding of the perspective of Oklahomans, since as a Texan I don’t understand their perspectives very well.

**Procedure**

Because of the quarantine, the focus group could not be held in person. Ideally, it would have taken place in one of the study rooms in Lindsey + Asp with my fellow teammates as facilitators and moderators of the focus group. The modified focus group plan was to have a conference call via Zoom. I called the four participants and interviewed them all together at once. It was at times difficult to get clear answers when participants would speak over each other, but for the most part it worked just fine.

**Participants**

The four participants are all friends of mine I have met through going to OU who are residents of Oklahoma. The first is Grant Hobbs, a junior construction science major from Broken Arrow. Grant is a member of Pi Kappa Theta and a Scandals exec. The second is Julia Bahash, a junior nutrition major from Wynnewood. Julia is going to be getting her master’s at nutrition school in OKC next year.The third is Mallory Kincheloe, a junior Management major from Owasso who will be joining a major nonprofit organization for two years in Chicago after graduation. The final is Cody Cagle, a senior pharmaceutical sales major from Norman who will be taking a fifth year to get his master’s.

Their contact information is as follows:

Grant Hobbs: [grant.d.hobbs@ou.edu](mailto:grant.d.hobbs@ou.edu)

Julia Bahash: [julia.bahash@ou.edu](mailto:julia.bahash@ou.edu)

Mallory Kincheloe: [mallory.a.kincheloe-1@ou.edu](mailto:mallory.a.kincheloe-1@ou.edu)

Cody Cagle: [cody.cagle@ou.edu](mailto:cody.cagle@ou.edu)

**Conclusion**

After interviewing these four participants, the perceptions of Oklahomans have become more clear, as well as their views regarding the state’s reputation and their hopes that it could still be saved. Oklahomans have a pride for their state and hope that others could see it similarly to how they do. The answers from the focus group could be used when trying to portray Oklahoma in a better light to someone who isn’t from the state.

**Chelsea Chapman**

*Transcript Summary / Individual Survey Questions*

***What do outsiders think of Oklahoma?***

Participants concluded that outsiders generally think of Oklahoma poorly. Some of the stereotypes about the state were discussed.

Direct quotes:

Cody: “Everybody just thinks Norman is a college town.”

Grant: “People think we’re country rednecks, live on a reservation, or have a gambling addiction.”

***What do Oklahomans think about Oklahoma?***

Participants agreed that the state wasn’t the best out there, but it also didn’t deserve its terrible reputation. Participants stressed that not all of Oklahoma is farmland, and that there’s actually a lot to do.

Direct Quotes:

Mallory: “I really loved Owasso growing up. It was small and homey.”

***What are some attractions Oklahoma has to offer that most people don’t know about?***

Participants talked about how Oklahoma is seemingly only known for its casinos, when there’s much more to do than gamble.

Direct Quotes:

Julia: “Nobody ever talks about nightlife in OKC. There are actually lots of nice bars and clubs and restaurants there. It’s almost like Fort Worth in Texas.”

Cody: “There’s also a lot of good hiking. Arbuckle is only a little over an hour away from here, and there are other spots in Oklahoma that are really pretty too.”

***Does your knowledge of these attractions make you like Oklahoma more?***

Participants agreed that knowing one’s way around the state was the key to making the most of it. They also pointed out that several OU students who are from out of state hardly ever travel outside of Norman or the OKC area, and are missing out on the rest of the state.

Direct Quotes:

Grant: “There’s a lot of cool stuff to do over in the Tulsa area and in Broken Arrow. It’s a small city, but not so small that I ever got bored.”

***What do they think the reputation of Oklahoma is? Why?***

The participants laughingly joked that Oklahoma’s reputation is pretty bad. They owed it to a lack of information spread to outside states, as well as only the negative aspects of Oklahoma receiving national attention, such as the OKC bombing, racist incidents on campus, or too low funding for education.

***How do you think Oklahoma’s reputation would change if people knew about these attractions or features?***

Participants said that Oklahoma’s reputation would change for the better, but that it would take a lot of convincing to get people to like Oklahoma.

Direct Quotes:

Mallory: “I think Oklahoma’s reputation would definitely be better, but the state still has a lot of work to do before it’s up there with other states like Texas.”

***Do you think Oklahoma is being advertised as well as it could be?***

Participants agreed wholeheartedly that Oklahoma could be advertised better.

**Direct Quotes:**

Julia: “We’re really only known for farming and casinos. Nobody would want to come here if that’s all they knew about us.”

***Do you believe that Oklahoma’s reputation can be turned around for the better?***

Participants said they do believe it’s possible, if handled correctly and given enough time to have an impact.

Direct Quotes:

Grant: “I think once people realize that Oklahoma is actually pretty cool, they would be less judgmental about the people who live here.”

**Molly Massey**

*Interview Protocol*

This semester, we students are observing and studying trends related to the tourism aspect of Oklahoma. Our goal is to pin-point exactly why people are attracted or discouraged from visiting the state. Whether it may be a stigma surrounding Oklahoma’s past, stereotypes or simply a lack of interest in activities offered, it is our hope to discover the reasoning behind it all.

Previously, my group and I conducted a cyber scanning activity to determine the highlights and weaknesses of the Oklahoma Tourism sight. Through our detailed research, we found that some strengths included the density of information provided on their site as it pertains to wildlife and camping activities. Similarly, we found the website was easy to navigate for even the most challenged website user. However, many things were lacking as it pertained to, in our opinion, what makes Oklahoma unique. For example, there was no mention of Oklahoma City nor Tulsa, two of the largest cities in the state. In addition, there was also no information about the University of Oklahoma nor Oklahoma State, two institutions that bring an enormous wave of people to Oklahoma. As a result, we concluded that the website catered to a certain type of interest. That is, one who enjoys nature and the outdoors. Unfortunately, we as a team concluded that this improper portrayal of Oklahoma reflected the negative attitude it holds. Later in my interviews, it was evident that this statement is true of outsiders.

In this next step of our research, I myself conducted a series of interviews, or focus groups, to help get various opinions about tourism in Oklahoma. This part of the research is incredibly important to my data because it provides a first-hand opinion on why or why not people are interested in visiting the state.

Before conducting any sort of interview, I began my efforts towards informing myself of the proper ways to elicit a focus group. This meant watching lectures and taking notes provided by my professor. Once comfortable to begin, I brainstormed questions needed to evoke a response to: “find out what attracts or discourages people to visit Oklahoma for tour”. In my efforts, I hoped to create questions that would give me the answer to that statement, without directly asking what attracts or discourages individuals from visiting. I began with opening questions, intended to make the focus group feel comfortable. For example, questions such as name, age, gender, where they are from. After this, I moved to introduction questions, such as “what comes to mind when you think about Oklahoma?”, “do you believe Oklahoma has activities for the whole family?”, and “do you travel frequently?”. These questions were intended to open up the individual’s mind to start thinking about their relation to Oklahoma. Next, I began asking transition questions, which slowly moved the topic from broad Oklahoma to more specifics about Oklahoma. These questions included, “if you have ever been to Oklahoma, what was the reasoning?” and “do you believe Oklahoma has a stereotype surrounding it?”. Then, I supplied the key questions such as “what do you believe is an attractive tourism highlight of Oklahoma?”, “do Oklahoma parks/wildlife camps compare to others in various states?”, and “what makes Oklahoma unique?”. My hope is that these questions elicit the response that I am searching for to explain tourism in Oklahoma. They are direct and to-the-point without being offensive and overwhelming. Last but not least, I concluded my survey with the ending questions, asking if a) there is anything I can do as an interviewer to help the individual, and b) gave a summary of the interview questions and asked if this was an adequate summary. Once the interview was over, I then transcribed my responses onto my computer.

I conducted a focus group with four participants, all of whom possess different characteristics:

The first participant was named Ben Henke. I chose Ben because I thought he would have an interesting perspective to tell, given that he was born and raised in Norman, Oklahoma. Ben is a junior MIS and finance major at the University of Oklahoma. The second participant was named Amanda DeWitt. I chose Amanda because she is from a well-off suburban family that frequently takes vacations across the United States. For example, they average about 3-4 vacations per year. Amanda is a junior marketing major at OU. The third participant is Quinn Kennedy. I chose Quinn because she loves to travel and has a wandering mind. Quinn is a junior accounting major at the University of Oklahoma.The fourth participant is Angel Cruz. I chose Angel because she likes to travel immensely, but only by car. Meaning, she doesn't like to go anywhere that requires a plane. Angel is also extremely passionate about wildlife and all things nature. She is a junior marketing major at OU.

In terms of common themes, a couple of distinct things were mentioned by a majority of individuals. For example, reasons why individuals travel, Oklahoma perceptions and stereotypes, the theme of tourism as well as the deficit of knowledge about wildlife and nature parks. In every single interview, each individual said that they want to visit somewhere that has interest to themselves. Whether that may be an activity they enjoy doing, a restaurant that is exciting or history about the location that sparks their interest, this factor is crucial to every single participant. In addition, when asked about whether Oklahoma has activities for the whole family, a majority of participants mentioned that they agreed with the question, but think there is a higher chance in the areas of Oklahoma City or Tulsa. Something that I found very interesting was the stereotype question. After conducting the interviews, it was evident that all participants agreed that there was a harsh stigma that surrounded Oklahoma. For example, the idea of Oklahoma being a “country, redneck state” was something that many participants mentioned. In addition, Quinn and Amanda both mentioned the fact that a stereotype of Oklahoma is that people are “uneducated”. Ben mentioned the stereotype of “solely Native Americans”. Another common theme mentioned was the unawareness and misinformation about Oklahoma wildlife and parks. I think it is interesting how under the question about activities to do with the family, a majority mentioned wildlife parks and nature walks. However, when asked about the parks in specifics, no one was able to say anything about them. This might be because of the lack of information advertised about said parks.

Something worth mentioning is the presence of the new “Tiger King” show on Netflix that seems to be sweeping the nation. Coincidentally, this popular show takes place not 30 minutes right outside Norman, Oklahoma. Because this show came out before my interviews, 100% of my participants had seen the show before the interviews were conducted. Meaning, this stereotype was sitting in the back of their heads while answering these questions. Granted, these students have been living in Oklahoma, attending OU for the past three years. However, who is to say that the other 95% of Oklahoma does not fit the Tiger King, red-neck stereotype? In my opinion, the Tiger King show was a blessing and a curse. On one hand, viewers across the world now depict Oklahoma as Tiger-killing, country-bumpkin folks with missing teeth, who abuse Tigers and kill women. On the other hand, an influx of fans/fanatics have stormed the exotic zoo located in Wynnewood, Oklahoma, hoping to catch a glance of the famed Tigers. In fact, I even went out of my way to drive by just to say I have been there. In this case, it can be argued that any publicity is good publicity.

In conclusion, I think that the problem I need to address has been clear as a result of my surveys. That is, people assume Oklahoma is full of wildlife, nature parks, but know relatively no information about said parks. I think it is obvious that the Oklahoma tourism site needs to highlight OKC and Tulsa as major, booming cities filled with great restaurants and incredible attractions. As a result, these interviews have provided me with primary data to serve as a basis for my research.

**Molly Massey**

*Transcript Summary / Individual Survey Questions*

**Interview 1 - Ben Henke**

*What is your name?*

My name is Ben Henke.

*Where are you from?*

I was born and raised in Norman, Oklahoma.

*What is your age range? (Ex: pick one: 0-10, 10-20, 20-30, etc.)*

20-30

*What is your gender?*

I am a male.

*When visiting a new place, what is something they have to have?*

When visiting somewhere new, I like the place to have something I’m interested in. I really like the ocean and snow, so if the place has either the ocean, mountains or at least a swimming pool, I am more inclined to go there.

*What kinds of activities/hobbies do you participate in?*

In highschool I played soccer, but now that I’m a college student, my activities are studying, hanging with friends, occasionally playing basketball and eating.

*What comes to mind when you think about Oklahoma?*

I think that it is my home state. It’s where I grew up and I have a majority of my friends and family here. It’s kind of my whole world.

*Do you believe that Oklahoma has activities/attractions for the whole family? (please explain answer)*

I mean, if you go to OKC or Tulsa I think that those cities have activities for the whole family. I feel like it’s just like any other major city, they have the ability to make everyone happy. But I think that’s just for the big cities. Smaller cities, like Norman, are more catered to the younger generation.

*Do you travel frequently to various places aside from your home?*

It depends. Occasionally I’ll go on vacation to California or Colorado, but everything and everyone I need is right here in Oklahoma.

*Have you been to Oklahoma for any other reason besides school?*

Yes, I grew up here.

*Do you believe that Oklahoma has a stereotype surrounding it?*

I think that it has a stereotype to some degree. I think that a lot of outsiders think that Oklahoma is full of country/farm people and that none of us have teeth. I also think there’s a stereotype that everyone is Native American because of our history.

*What do you believe is an attractive tourism highlight that Oklahoma possesses?*

Joe’s Exotic Animal Place. Hahaha.

*What do you believe Oklahoma has to benefit you? (If the answer is nothing, please explain).*

I think that Oklahoma has given me a childhood and a good place to call home for the past 21 years. I would not say that it gave me something any city could not, but it still was good.

*Do Oklahoma parks/wildlife camps compare to others in various states? (to the best of your knowledge).*

I don’t know too much about parks/wildlife in Oklahoma, but I just recently watched the Tiger King on Netflix and that was really interesting. I think that it was a negative thing that took place in Oklahoma, but did bring a lot of publicity to the state.

*What makes Oklahoma unique?*

The history.

*To make this Focus Group the most effective, we take the opinions of our participants extremely seriously. Do you have any recommendations or suggestions about how we may assist you in the future?*

No, it was good.

*In this discussion, we asked you a series of questions pertaining to the subject of tourism in Oklahoma. Our goal was to receive feedback on the reasoning of attraction/discouragement of individuals toward tourism in the state of Oklahoma. We thank you for your participation as it helps us take one step forward towards important research for the state. Is this an adequate summary?*

Yes.

**Interview 2 - Amanda DeWitt**

*What is your name?*

Amanda DeWitt.

*Where are you from?*

Dallas, Texas.

*What is your age range? (Ex: pick one: 0-10, 10-20, 20-30, etc.)*

20-30

*What is your gender?*

I am a female.

*When visiting a new place, what is something they have to have?*

Honestly something to do. I hate going to places and there is no activity that interests me. Just something different from my home.

*What kinds of activities/hobbies do you participate in?*

I really enjoy baking. When I’m not studying or hanging out with my friends, I really enjoy baking new recipes. I also like to go on walks.

*What comes to mind when you think about Oklahoma?*

Before coming to Oklahoma, I thought that it was mostly farm-life and empty fields of cattle. A lot of Oklahoma is like that, but I see that there’s more of a city vibe once you go to Oklahoma City or Tulsa.

*Do you believe that Oklahoma has activities/attractions for the whole family? (please explain answer)*

I think it depends on your family. If your family enjoys outdoor activities like camping, then yes. But you can’t really go to the ocean or climb mountains, or really sit at a pool. Oklahoma has horrible weather.

*Do you travel frequently to various places aside from your home?*

Yes. My family goes on a yearly vacation to a new destination each year. We like to travel internationally, too. We have a house in Aspen that we go to around 2-3 times a year.

*Have you been to Oklahoma for any other reason besides school?*

No.

*Do you believe that Oklahoma has a stereotype surrounding it?*

Yeah, kind of. I think that outsiders think people here are unintelligent and rednecks. I know it’s not true, but that’s what they think.

*What do you believe is an attractive tourism highlight that Oklahoma possesses?*

I think Tulsa is a beautiful city that many people go to just to visit. It has a lot of fun restaurants and museums that are interesting.

*What do you believe Oklahoma has to benefit you? (If the answer is nothing, please explain).*

Honestly, I think that it has given me a really good place to have a college experience. I like that Norman is small enough to have a “college town” vibe, but yet OKC is 20 mins away.

*Do Oklahoma parks/wildlife camps compare to others in various states? (to the best of your knowledge).*

I honestly have no idea. I think that Oklahoma has a lot of nature parks and wildlife camps but I don’t really know how they compare to Texas’.

*What makes Oklahoma unique?*

What comes to mind when I think of Oklahoma and how it’s different from other states is the history of Native Americans.

*To make this Focus Group the most effective, we take the opinions of our participants extremely seriously. Do you have any recommendations or suggestions about how we may assist you in the future?*

No.

*In this discussion, we asked you a series of questions pertaining to the subject of tourism in Oklahoma. Our goal was to receive feedback on the reasoning of attraction/discouragement of individuals toward tourism in the state of Oklahoma. We thank you for your participation as it helps us take one step forward towards important research for the state. Is this an adequate summary?*

Yes.

**Interview 3 - Quinn Kennedy**

*What is your name?*

Quinn Kenendy.

*Where are you from?*

Austin, Texas.

*What is your age range? (Ex: pick one: 0-10, 10-20, 20-30, etc.)*

20-30

*What is your gender?*

Female.

*When visiting a new place, what is something they have to have?*

I look for interesting things about that location, like the history of the area. Things that that particular place is known for.

*What kinds of activities/hobbies do you participate in?*

I was a swimmer in highschool, but now I like to exercise a lot, play with my dogs, and listen to music.

*What comes to mind when you think about Oklahoma?*

Joe Exotic, but mostly because I just watched the show. Also, the University of Oklahoma because that is where I currently go to school.

*Do you believe that Oklahoma has activities/attractions for the whole family? (please explain answer)*

Yes. There’s a lot of outdoor activities, beautiful lakes, hiking, camping, which is something that any person can do regardless of age.

*Do you travel frequently to various places aside from your home?*

Yes. I like to travel very frequently and see new places.

*Have you been to Oklahoma for any other reason besides school?*

Not that I can remember, but possibly.

*Do you believe that Oklahoma has a stereotype surrounding it?*

Yes. There will always be the stereotype of undereducated people that do drugs. This may also be because of the amount of casinos due to the Indian reservations.

*What do you believe is an attractive tourism highlight that Oklahoma possesses?*

Parks, lakes, casinos.

*What do you believe Oklahoma has to benefit you? (If the answer is nothing, please explain).*

An education that is comparable to many of the most prestigious schools in the nation.

*Do Oklahoma parks/wildlife camps compare to others in various states? (to the best of your knowledge).*

Yes. A lake is a lake.

*What makes Oklahoma unique?*

I think Oklahoma is in a real central part of the United States that makes it easy to access and a frequent place to drive through. I also think the history of Oklahoma is important.

*To make this Focus Group the most effective, we take the opinions of our participants extremely seriously. Do you have any recommendations or suggestions about how we may assist you in the future?*

No.

*In this discussion, we asked you a series of questions pertaining to the subject of tourism in Oklahoma. Our goal was to receive feedback on the reasoning of attraction/discouragement of individuals toward tourism in the state of Oklahoma. We thank you for your participation as it helps us take one step forward towards important research for the state. Is this an adequate summary?*

Yes.

**Interview 4 - Angel Cruz**

*What is your name?*

Angel Cruz.

*Where are you from?*

Dallas, Texas.

*What is your age range? (Ex: pick one: 0-10, 10-20, 20-30, etc.)*

I am 20-30 years old.

*What is your gender?*

I am a female.

*When visiting a new place, what is something they have to have?*

I always look for local restaurants when I visit some place new! If they don’t have a good restaurant or bar scene, I’m usually not interested.

*What kinds of activities/hobbies do you participate in?*

I like to go on hikes, travel, try new foods and read.

*What comes to mind when you think about Oklahoma?*

When I think about Oklahoma I mainly think of OU because that’s really the only place in Oklahoma I’ve been.

*Do you believe that Oklahoma has activities/attractions for the whole family? (please explain answer).*

I don’t think Oklahoma has a lot of attractions for the whole family. Maybe in places like OKC or Tulsa where it’s a bigger city.

*Do you travel frequently to various places aside from your home?*

I do travel quite a bit on breaks and in the Summer. I love going to the beach and exploring new places.

*Have you been to Oklahoma for any other reason besides school?*

I have been to Tulsa and OKC outside of school and I rarely go. I’ve been to OKC to eat at specific restaurants.

*Do you believe that Oklahoma has a stereotype surrounding it?*

I think “country” is a good stereotype to describe Oklahoma.

*What do you believe is an attractive tourism highlight that Oklahoma possesses?*

I think that tourist attractions in Oklahoma are related to college football. Like OSU vs. OU, etc.

*What do you believe Oklahoma has to benefit you? (If the answer is nothing, please explain).*

I think that there are good job opportunities in Tulsa and OKC but the main benefit is a good University in a small town like OU.

*Do Oklahoma parks/wildlife camps compare to others in various states? (to the best of your knowledge).*

I have never been to state parks in Oklahoma but I know of many in Texas which makes me think there are not as many.

*What makes Oklahoma unique?*

I think most people in Oklahoma are very down to earth and that makes it unique.

*To make this Focus Group the most effective, we take the opinions of our participants extremely seriously. Do you have any recommendations or suggestions about how we may assist you in the future?*

No.

*In this discussion, we asked you a series of questions pertaining to the subject of tourism in Oklahoma. Our goal was to receive feedback on the reasoning of attraction/discouragement of individuals toward tourism in the state of Oklahoma. We thank you for your participation as it helps us take one step forward towards important research for the state. Is this an adequate summary?*

Yes.

**Mayra Alvarado**

*Interview Protocol*

For this project we are looking into tourism in Oklahoma and improving it. Oklahoma is

not a tourist state with worldwide attractions like Florida or California. For our first module we

were asked to do research about Oklahoma and what it has to offer. We also did research into

why people love Oklahoma and why people hate it. We read many opinion blogs where people

expressed their feelings about how they feel about Oklahoma. There was a variety of responses

many with familiar thoughts. We saw that there was a pattern with all the older people, many

older people in retirement age loved being in a calm, western style state. And on the other hand

you have the young adult community which is only in Oklahoma for the universities or cannot

wait to get the first opportunity to leave. We found out that there are many issues people hate in

Oklahoma. The education system k-12 is the one of the worst according to many articles and

ratings. There are also many social problems that people consider wrong such as abortion rights.

Oklahoma is also a state on stolen Indian territory, and unfortunately has not been treating the

Native American community right with funding.

All this information gathered has helped me gain insight of what Oklahoma is to other

people besides me. Since we want to improve tourism in Oklahoma, I went ahead and asked a

few people that were not raised in Oklahoma about how they feel about Oklahoma. These

questions are to see the perspective of people that can call someplace other than Oklahoma

home, they have lived in different areas with a different environment including parks, social life,

restaurants and even hospitality. I want to see what Oklahoma could change and keep that these

people feel like are detrimental in others wanting to come visit Oklahoma. All of these

interviewees are young adults in the age range of 21-28 that are college students at the University

of Oklahoma.

**Mayra Alavarado**

*Transcript Summary / Individual Survey Questions*

Four Participants:

Perla Escobar: Arlington, Texas Aaron Franco: St. Louis, Missouri Juan Chavez: Little Rock, Arkansas Cris Morales: Dallas, Texas

Questions:

**Opening Questions:**

***When you found out you were coming to Oklahoma, what did you think? How did you feel?***

All of my participants moved because of college. All are first generation students. Cris found out about the University of Oklahoma because his cousin was an alumni and she loved the school. Juan moved to Oklahoma because his family decided to move here while he was in high school.  
All of them said they were scared but excited to come to a new place because they were coming to college and it was a new phase for them which was super exciting but also intimidating being first generation. Juan said he was scared because he felt like he wasn’t going to make friends and that it would be a totally different environment.  
 **Introductory questions  
 *Did you research about it and what did you find out?***All students that came to Oklahoma for college did their research because they wanted to know what their new home would be like. They were not super delighted with what they found because there weren’t any famous attractions or a huge population. Perla said, “I found out there wasn’t many of my favorite restaurants like Pluckers and that made me sad because it would make missing home a lot worse.” The reason this caught my attention was because restaurants can be a key factor into people wanting to visit a place. People all over travel to discover new foods. Cris mentioned how he wasn’t so into football in high school but learned that Oklahoma went big for their football games especially bedlam, he was excited to join in on that fun.

***What did you think about Oklahoma when you first got here?***

I got the same answer, and everybody said it was boring, the only thing pretty was campus but that they have seen how Oklahoma cities such as Oklahoma City and Tulsa with more social places such as nightlife clubs and bars.

**Transition questions**

***Did it live up to your expectations or were you disappointed?***

Aaron said, “I wasn’t expecting much so no I was not disappointed it just sucks.” Cris and Perla that are both from Texas were upset, although they also didn’t expect much, they still had hope to even find pretty scenery. Perla mentioned that she likes to discover new places for cute pictures and that she went to Pops and Turner falls and thought they were “cute”.

***Have you gone to a place you absolutely loved?***

“I love Campus Corner, it makes me happy”, words from Cris. He was the only one to say he loves a place all the others said that they still haven’t found a place they love more than a place in their hometown. I proceeded to ask them what about campus and it was mentioned that they like campus and how beautiful it is, and it does feel like home, but it is more for the people they have met.

***What is a place you wouldn’t go to again and why?***

Juan mentioned how he hated the nightlife in Oklahoma City, he said that although a lot of people like to go there isn’t many options and that it is the same thing every weekend so it gets tiring and the same thing happens in Norman.

**Key questions**

***Would you be willing to pay more such as in taxes, if there were more attractions that you would be interested in?***

I got the simple answer of yes, most of them mentioning that sometimes you have to pay more for better things, but it is totally worth it and Cris a business major mentioned that it would even help the Oklahoma economy.

***How does it compare to where you are from?***

Cris and Perla said that it can’t compare to Texas because it beats it in so many departments such as education, sports, and shopping. Juan said that it can be similar. Franco also said it couldn’t compare at all.

**Closing questions**

***Do you plan on settling in Oklahoma?***

Juan said he did but because he wants to stay near his family. Perla mentioned that she wants to go back to Texas because there is so many more jobs there and they pay better and even looking at living costs she would still be making more. Both Aaron and Cris are business majors and said that they would stay to start a business but other than that the job market is better in other states.

***Would you call Oklahoma your home?***

They all said yes to a certain extent, Juan said that it was his home again because his family was here and the ones that came here for college said that it is a big part of their life and they would want to come back in the future to visit.

**Pre-Curated Survey Questionnaire**

*Minus Individual Research Questions*

1. I would request booklets containing relevant knowledge about the problem.

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

2. I regularly check to see if there is any new information about this problem or on the Internet. ISK

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

3. I pay attention to the problem when a news report appears on TV news. IAT

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

4. I may take some time listening if someone tries to give information about this problem. IAT

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

5. In your mind, how much of a connection do you see between yourself and this problem or decision? IR

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
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| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
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| 1 | 2 | 3 | 4 | 5 |

6. How strong do you feel that something needs to be done to improve the situation for this problem or decision making? PR

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
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| 1 | 2 | 3 | 4 | 5 |

7. To what extent do you believe this problem or decision making could involve you or someone close to you at some point? IR

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
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| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

8. How often do you stop to think about each of these problems? PR

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

9. Please think of whether you, personally, could do anything that would make a difference in the way these problems are handled. If you wanted to do something, would your efforts make a difference? CR\_R[k4]

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

10. To what extent do you believe that you could affect the way this problem is eventually solved if you wanted to? CR\_R

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

11. To what extent would you say you are curious about this problem? PR

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

12. It is one of my top priorities to share my knowledge and perspective about this problem or decision making. IFW

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

13. If it is possible, I take time to explain this problem or decision making to others. IFW

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

|  |  |  |  |  |
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| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

14. I am a person to whom my friends and others come to learn more about this problem. ISH

Safety Concerns in Living or Visiting Oklahoma (e.g., tornado, crime, terrorism)

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Losing American Cultural Heritage such as Native Indian Nations

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Rising Burdens for Costs of Living and Financial Crisis from Corona Virus

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

Timothy McVeigh was born and raised in Oklahoma City?

True False

Oklahoma City Bombing Killed and Injured more than 5000 people.

True False

Terrorists who did Oklahoma City Bombing was White Supremacists.

True False

Oklahoma is the #2 State with American Indian residents more than 39 Native American Tribes.

True False

Texas is the #1 State with the largest number of American Indian residents followed by Oklahoma.

True False

Financial Relief from Federal Government is only for those citizens whose total family annual income is lower than $100,000.

True False

Financial Relief from Federal Government is a free gift from the US Government with no obligation to payback.

True False

How much do you feel like recommending Oklahoma to move-in to your friends and family who are non-Oklahoman residents? [Oklahoman Participants]

Not at all------------------ ------------------Very Much

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How much are you feeling attracted with the way the media (e.g., Tiger King, Netflix) portray Oklahoma? [Non-Oklahoman Participants]

Not at all------------------ ------------------Very Much

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How much are you satisfied with the way the media (e.g., Tiger King, Netflix) portray Oklahoma? [Oklahoman Participants]

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Behaviors (Behavioral Intention) Questions:

Would you like to consider visiting Oklahoma for vacation? [Non-Oklahoman Participants]

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Supposed that you got an offer from a company and there are two offices you can choose -- one is stationed in Texas and the other is in Oklahoma. How would you like to consider taking a job offer from companies in Oklahoma? [Non-Oklahoman Participants]

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Would you like to recommend for your friends or family who are living in other states to move in to Oklahoma? [Oklahoman Participants]

Not at all------------------ ------------------Very Much

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| 1 | 2 | 3 | 4 | 5 |

Supposed that you got an offer from a company and there are two offices you can choose -- one is stationed in Texas and the other is in Oklahoma. How would you like to consider staying in Oklahoma? [Oklahoman Participants]

Not at all------------------ ------------------Very Much

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| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |

What kind of community did you grow up in?

\_\_\_\_\_\_\_Rural town or area, under 2,500 people

\_\_\_\_\_\_\_Town or small city, 2,500-49,000 people

\_\_\_\_\_\_\_Suburb of a medium or small city

\_\_\_\_\_\_\_Medium-sized city, 50,000-249,000 people

\_\_\_\_\_\_\_Large city, more than 150,000 people

Your age on your last birthday.

Your sex: (circle one) M F other\_\_\_\_\_\_

What is your current marital status?

single married divorced separated widowed other\_\_\_\_\_\_

Please tell me which one or ones you would say you belong to: (mark ALL that apply)

\_\_\_\_\_ African American or Black

\_\_\_\_\_ Asian or Pacific Islander or Asian American

\_\_\_\_\_ Caucasian or White or Euro-American

\_\_\_\_\_ Latino or Hispanic or Hispanic American

\_\_\_\_\_ American Indian or Native American or Alaskan Native

\_\_\_\_\_ Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| Geographic Questions living areas (e.g., Zip codes). |

What is the zip code of the area you reside in?

Where are you living (City and State.)?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\* How often you travel domestically for work or leisure?

( times per year)

|  |
| --- |
| Psychographic Questions \* add political affiliation or political philosophy. |

Example:

How would you best describe your political view:

Very liberal Liberal Moderate Apathetic Conservative Very conservative

**\*Peer Evaluations are being done individually and will be submitted in the designated submission window on Canvas\***