

Introduction/Consent

Please provide the number given to you by the student researcher.

I am a Public Relations student from the Gaylord College of Journalism and Mass Communication at the University of Oklahoma and I invite you to participate in this research project for OG&E. This research is being conducted at various locations in Oklahoma. You were selected as a possible participant because you are likely someone in the demographic we are interested in. You must be at least 18 years of age to participate in this study. The purpose of this research is to gather information about knowledge, attitudes and behaviors associated with OG&E; integrated destination marketing communication; generating awareness among local and non-local residents; unique partnerships; emerging meeting destination; unifying and amplifying the brand story; and social media use. About 250 people will take part in this research. If you agree to be in this research, you will complete the survey. There will be no follow-up questions after today's participation. Your participation will take approximately 15 minutes. There are no direct benefits to participating. There are no risks associated with this research. The information you provide will be utilized for a communications campaign examining OG&E's workforce development, integrated marketing, public relations initiatives, community outreach, and social/earned/paid media use. No personal identifying information will be shared. Research records will be stored securely and only approved researchers will have access to the records. In addition, this is an academic not-for-profit research project. Data are collected via Qualtrics, an online survey system that has its own privacy and security policies for keeping your information confidential. If you have questions, concerns or complaints about the research or have experienced a research-related injury, contact Prof. Carla Holmes at 214.676.5906 or carla.holmes@ou.edu. By providing information to the researcher(s), I am agreeing to participate in this research.

Yes, I agree

Knowledge Questions

Knowledge Questions

In this section you will be asked true or false questions about careers in the energy sector. Do not worry if you do not know the answer. Select what you think is the “best” answer.

Careers in the energy sector are only available to individuals who have received an associates degree.

True

False

Careers in the energy sector are only available to individuals who have received a bachelor's degree.

True

False

Careers in the energy sector require vocational training.

True

False

Tech careers do not exist in the energy sector.

True

False

The energy sector in Oklahoma is only made up of oil and gas companies.

True

False

Students can start jobs in the energy sector directly after high school.

True

False

Careers within the energy sector can make \$100,000 or more annually.

True

False

The state of Oklahoma has a statewide program aimed to help to develop technical and vocational careers for young people.

True

False

Messaging Awareness

Messaging Awareness

In this section, you will answer questions based on your current knowledge. If you do not know what the word means, answer “no.”

If someone told me they worked in the *energy sector*, I could tell you what they did.

Yes

Maybe

No

If someone told me they worked in a *craft career*, I could tell you what they did.

Yes

Maybe

No

If someone told me they worked in a *tech career*, I could tell you what they did.

Yes

Maybe

No

If someone told me they had *vocational training*, I could describe their training.

Yes

Maybe

No

I can list trade professions in the state of Oklahoma.

Yes

Maybe

No

Generally, the cost of utilities in Oklahoma is greater than the cost of utilities in Texas.

Yes

No

Generally, the cost of utilities in Oklahoma is greater than the average cost of utilities Nationally.

Yes

No

The following list could be names of energy companies in the state of Oklahoma (select all that you recognize):

OG&E

Oklahoma Natural Gas Co.

Edmond Electric

Oklahoma Electric Cooperative

OG&P

Stillwater Electric Utility

Career Readiness

Career Readiness

In this section, you will answer a series of questions about your experience leaving high school. Please use your knowledge and experience to answer the following questions.

Please determine the level in which you agree with the following statements.

	Strongly Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I knew what my "next step" was after graduating high school.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My high school counselors provided me with several options of what I could do after graduating high school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was encouraged to attend a community college	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was encouraged to attend a four-year university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was encouraged to attend a vocational or trade school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There were career fairs held at my high school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There were college fairs held at my high school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please determine the level in which you agree with the following statements.

	Strongly Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I have changed my mind about my future plans since graduating from high school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I have graduated from high school and still don't have a plan about my future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ask my parents for advice about planning my future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ask my teachers for advice about planning my future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ask my counselors for advice about planning my future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ask other important adults for advice about planning my future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I ask my friends for advice about planning my future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Where did you graduate from high school? (City, State)

What year did you graduate from high school? (YYYY)

Awareness of OG&E

Awareness of OG&E

In this section you respond to statements about your awareness of our client, OG&E. Keep in mind all answers are confidential.

I have heard of OG&E.

Yes

No

OG&E currently provides me with services.

Yes

No

My perception of OG&E is...

Positive

Somewhat positive

Neither negative nor positive

Somewhat negative

Negative

I am aware that OG&E provides the following services (select all that apply):

Providing Electricity

Investing in the Community with social initiatives

Creation of a SmartGrid

Contributing taxpayer to Oklahoma

Providing scholarships to high school seniors

Encouraging employees to volunteer

Media Behaviors**Media Behaviors**

In this section you will answer questions about your current media usage. Keep in mind all answers are confidential.

How many hours a day do you spend on these social media platforms?

	0 Hours	1-2 Hours	2-3 Hours	3-5 Hours	5 Hours +
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	0 Hours	1-2 Hours	2-3 Hours	3-5 Hours	5 Hours +
Tik Tok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reddit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you to engage with information about career options in the energy industry on the following platforms

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Print	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely would you be to share information about career options with the following groups?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colleagues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics Base/Universal

What is your year of birth?

What is the highest level of school you have completed or the highest degree you have received?

Less than high school degree

High school graduate (high school diploma or equivalent including GED)

Some college but no degree

Associate degree in college (2-year)

Bachelor's degree in college (4-year)

Master's degree

Doctoral degree

Professional degree (JD, MD)

Are you Spanish, Hispanic, or Latino or none of these?

Yes

None of these

Choose one or more races that you consider yourself to be:

White

Black or African American

American Indian or Alaska Native

Asian

Native Hawaiian or Pacific Islander

Other

Information about income is very important to understand. Would you please give your best guess?

Please indicate the answer that includes your entire household income in (previous year) before taxes.

Less than \$10,000

\$10,000 to \$19,999

\$20,000 to \$29,999

\$30,000 to \$39,999

\$40,000 to \$49,999

\$50,000 to \$59,999

\$60,000 to \$69,999

\$70,000 to \$79,999

\$80,000 to \$89,999

\$90,000 to \$99,999

\$100,000 to \$149,999

\$150,000 or more

What is your ZIP code?

I work in the energy sector.

Yes

No

I know someone who works in the energy sector.

Yes

No

Powered by Qualtrics

