



Coronavirus - Health Report


Conversation snapshot

Size and sentiment

264K

↓ 44.9%

Selected period **11%**   **24%**

Previous period **15%**   **25%**

What are residents talking about?

Most popular topics and words

Public Health (72%)

189,803 interactions ↓ **36.4%**

Education (19%)

49,999 interactions ↓ **52.4%**

Public Safety (2%)

6,550 interactions ↓ **53.4%**



Takeaways from the data

This period, **positive sentiment** in the conversation was slightly lower as compared to last period (11% vs. 15%), and **negative sentiment** was also slightly lower (24% vs. 25%).

Where is the conversation happening?

Most popular channels and sources

Official channels


8% · ↑ 37.1%



Unofficial channels

92% · ↓ 47.6%




 **Oklahoma City - Multiple queries** (25%)

66,401 interactions ↓ 6%

 **KOCO 5 News** (15%)


38,740 interactions ↓ 41.7%

 **Oklahomans for Health and Parental Riç**

25,470 interactions ↓ 44.3%

Top stories

Reading on your computer? Click any story to open in source


 Oklahoma City - Multiple queries

Nov 22, 2021, 4:37 PM

NEW: OKC Thunder say they will no longer require proof of vaccination or negative tests to attend home games.

 16,128  2,208  6

Interactions: 18,366 0% 0%

 KOCO 5 News

Nov 6, 2021, 1:00 PM

After six teachers were fired from Oklahoma City Public Schools for not following a mask requirement, Gov. Kevin Stitt is calling on the superintendent to give the teachers their jobs back | Other groups side with the district. Andy Weber KOCO has the latest. ----- Stitt calls

   5,538  335  568

Interactions: 13,950 9% 38%

 KOCO 5 News

Nov 14, 2021, 11:30 AM

#ICYMI: After six teachers were fired from Oklahoma City Public Schools for not following a mask requirement, Gov. Kevin Stitt is calling on the superintendent to give the teachers their jobs back | Other groups side with the district. ----- Stitt calls on superintendent to give

   2,497  131  232

Interactions: 6,512 10% 37%



KFOR-TV

Nov 22, 2021, 12:40 PM

Officials with the Oklahoma City Thunder say fans who want to enter the Paycom Center for games will no longer be required to provide proof of either full or partial COVID vaccination or a negative test taken within 72 hours prior to the game, starting with the Dec. 1 home game. -

2,913 345 354

Interactions: 5,061 13% 17%



OKC-County Health Department

Dec 23, 2021, 11:30 PM

Booster shots are common for many vaccines, not just the COVID-19 vaccine. Everyone 16 and older who has been vaccinated at least six months needs a booster dose. Find an appointment at VaxOKC.com.

1,687 58 256

Interactions: 4,919 6% 30%



Mayor David Holt

Nov 11, 2021, 7:46 PM

George: "Stay strong, OKC! Vaccines for kids now available!" Maggie: "Get your vaccine! It didn't hurt a bit!" VaxOKC.com

2,746 51 88

Interactions: 4,449 39% 5%



OKC-County Health Department

Jan 10, 2022, 4:33 PM

If you were near someone who tested positive for COVID-19 within the last 5 days, you need to get tested. If there's been no known exposure, but you have concerning symptoms, see the chart below to see if you need a test. Find a testing location at TestOKC.com.

318 2,951 24

Interactions: 3,491 0% 4%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Has your opinion about the COVID-19 Vaccine changed over the past year or so? If yes, how has your opinion changed?																
Sample Size	502	260	242	165	127	116	95	152	131	70	3	146	197	155	96	55
Yes, I used to be against getting the vaccine, now I am in favor of it																
Count	44	21	23	21	11	9	4	19	8	11	1	5	24	10	7	3
Column %	9%	8%	10%	13%	8%	8%	4%	12%	6%	16%	31%	4%	12%	7%	8%	5%
Yes, I used to be in favor of getting the vaccine, now I am against it																
Count	35	14	21	12	9	8	5	11	2	6	0	15	8	13	9	4
Column %	7%	5%	9%	7%	7%	7%	6%	8%	1%	9%	0%	11%	4%	8%	9%	8%
No, I have always been in favor of getting the vaccine																
Count	261	140	121	67	50	71	73	63	104	35	1	59	78	87	61	35
Column %	52%	54%	50%	41%	39%	62%	77%	42%	79%	49%	18%	41%	40%	56%	63%	64%
No, I have always been against getting the vaccine																
Count	117	54	63	46	40	19	12	39	16	14	2	47	62	33	13	10
Column %	23%	21%	26%	28%	32%	17%	12%	26%	12%	20%	51%	32%	31%	21%	13%	18%
Don't Know/Refused																
Count	44	31	13	19	17	8	1	19	2	4	0	19	25	11	6	3
Column %	9%	12%	5%	11%	13%	7%	1%	13%	2%	6%	0%	13%	13%	7%	6%	5%
Overall, do you believe, that vaccines are safe and effective?																
Sample Size	502	260	242	165	127	116	95	152	131	70	3	146	197	155	96	55
Very safe and effective																
Count	218	119	99	42	41	75	60	57	95	32	0	34	52	75	54	38
Column %	43%	46%	41%	25%	32%	65%	63%	38%	73%	45%	0%	23%	26%	48%	56%	69%
Somewhat safe and effective																
Count	150	89	61	69	43	20	18	56	23	19	1	52	79	41	23	7
Column %	30%	34%	25%	42%	34%	17%	20%	37%	18%	27%	18%	35%	40%	27%	24%	13%
Not very safe and effective																
Count	56	17	39	29	7	16	6	20	8	4	2	24	31	13	8	3
Column %	11%	7%	16%	17%	5%	13%	6%	13%	6%	5%	51%	16%	16%	9%	8%	6%
Not at all safe or effective																
Count	37	15	22	6	23	3	4	11	3	8	0	15	13	11	6	6
Column %	7%	6%	9%	4%	18%	3%	4%	7%	2%	12%	0%	11%	7%	7%	7%	11%
Don't know																
Count	41	20	21	20	13	2	6	9	2	8	1	22	21	14	5	0
Column %	8%	8%	9%	12%	10%	2%	7%	6%	1%	11%	31%	15%	11%	9%	6%	1%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Have you personally received at least one dose of the COVID-19 vaccine, or not?																
Sample Size	502	260	242	165	127	116	95	152	131	70	3	146	197	155	96	55
Yes, got one-dose vaccine																
Count	41	27	15	21	15	4	2	10	2	6	0	23	27	5	4	5
Column %	8%	10%	6%	13%	12%	4%	2%	7%	2%	9%	0%	16%	14%	3%	5%	9%
Yes, got first of two doses																
Count	40	20	19	15	5	14	5	16	4	12	0	7	17	9	10	3
Column %	8%	8%	8%	9%	4%	12%	5%	11%	3%	17%	0%	5%	9%	6%	10%	6%
Yes, got both doses of a two-dose vaccine																
Count	86	45	41	30	34	10	12	26	18	9	2	32	40	31	10	5
Column %	17%	17%	17%	18%	27%	8%	13%	17%	13%	12%	51%	22%	20%	20%	11%	9%
Yes, fully vaccinated and boosted																
Count	195	108	86	34	30	67	63	54	91	25	1	24	43	64	57	31
Column %	39%	42%	36%	21%	24%	58%	67%	36%	69%	36%	18%	16%	22%	41%	59%	57%
No, have not gotten the vaccine																
Count	140	60	80	64	43	21	12	45	15	19	1	60	69	46	14	11
Column %	28%	23%	33%	39%	34%	18%	13%	30%	12%	27%	31%	41%	35%	30%	15%	20%

	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
How long ago did you receive your [first] vaccine?																
Sample Size	362	200	162	101	84	95	82	107	115	52	2	86	128	109	82	44
Less than a month ago																
Count	2	0	2	2	0	0	0	0	0	2	0	0	2	0	0	0
Column %	1%	0%	1%	2%	0%	0%	0%	0%	0%	4%	0%	0%	2%	0%	0%	0%
Between 1 and 2 months ago																
Count	17	10	6	6	7	2	2	11	1	2	2	0	12	4	0	1
Column %	5%	5%	4%	6%	8%	2%	2%	11%	1%	5%	74%	0%	9%	4%	0%	1%
Between 2 and 4 months ago																
Count	31	16	15	11	10	1	9	8	7	2	0	15	9	10	10	2
Column %	9%	8%	9%	11%	12%	1%	12%	7%	6%	4%	0%	17%	7%	9%	12%	5%
Between 4 and 8 months ago																
Count	89	46	43	37	19	22	11	20	17	18	0	34	48	25	10	5
Column %	24%	23%	26%	37%	22%	23%	13%	19%	15%	34%	0%	39%	38%	23%	12%	11%
Over 8 months ago																
Count	221	126	95	45	48	70	59	66	90	27	1	38	56	68	61	36
Column %	61%	63%	59%	44%	57%	73%	72%	62%	78%	51%	26%	44%	44%	62%	75%	83%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
As you may know, 2 FDA approved vaccines for COVID-19 are available for free to all adults in the U.S. Do you think you will...																
Sample Size	140	60	80	64	43	21	13	45	16	19	1	60	69	46	14	11
Get a vaccine as soon as you can																
Count	8	6	1	6	1	0	1	2	0	1	0	4	1	5	2	0
Column %	5%	11%	2%	9%	2%	0%	8%	5%	2%	3%	0%	7%	1%	12%	11%	0%
Wait until the vaccine has been available for a while to see how it is working for other people																
Count	21	4	17	13	1	6	1	2	5	1	0	13	16	3	0	1
Column %	15%	6%	21%	20%	2%	31%	5%	4%	30%	7%	0%	21%	23%	7%	3%	13%
Only get a vaccine if it is required for work, school, or other activities																
Count	13	7	7	12	1	0	1	5	2	7	0	0	6	6	1	0
Column %	10%	11%	8%	18%	3%	0%	4%	11%	10%	37%	0%	0%	9%	13%	6%	0%
Definitely not get a vaccine																
Count	98	43	55	34	39	13	11	36	9	9	1	43	47	30	11	9
Column %	70%	72%	68%	54%	92%	65%	83%	80%	57%	49%	100%	71%	67%	66%	80%	87%

How long do you think you will wait before getting the COVID-19 vaccine?																
	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Sample Size	28	10	18	18	2	6	2	4	5	2	-	17	16	9	2	1
Have an appointment																
Count	0	0	0	0	0	0	0	0	0	0	-	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%
A few more weeks																
Count	7	5	1	6	1	0	0	2	0	0	-	4	0	5	1	0
Column %	23%	52%	7%	31%	51%	0%	0%	55%	0%	0%	-	25%	0%	62%	63%	0%
Between 1 and 3 months																
Count	8	0	8	8	0	0	0	0	0	0	-	8	8	0	0	0
Column %	27%	0%	42%	42%	0%	0%	0%	0%	0%	0%	-	44%	47%	0%	0%	0%
Between 4 and 6 months																
Count	5	1	4	4	0	1	0	1	3	1	-	0	3	2	0	0
Column %	18%	11%	22%	22%	0%	18%	0%	28%	54%	66%	-	0%	17%	27%	0%	0%
Between 7 months and a year																
Count	0	0	0	0	0	0	0	0	0	0	-	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%
Plan on waiting more than a year																
Count	3	3	0	1	1	0	1	0	2	0	-	0	0	1	0	1
Column %	9%	26%	0%	6%	49%	0%	41%	8%	46%	0%	-	0%	0%	11%	18%	100%
Don't know																
Count	6	1	5	0	0	5	1	0	0	1	-	5	6	0	0	0
Column %	22%	10%	29%	0%	0%	82%	59%	9%	0%	34%	-	31%	36%	0%	19%	0%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you have any children living in your home? Is/are your child(ren) under the age of 5 or between the ages of 5 and 17? Or, do you have children in both age groups?																
Sample Size	502	260	242	165	127	116	95	152	131	70	3	146	197	155	96	55
Yes, children under 5																
Count	38	15	23	28	7	2	0	12	7	6	2	12	22	5	9	2
Column %	8%	6%	9%	17%	6%	2%	0%	8%	5%	9%	51%	8%	11%	3%	9%	3%
Yes, children between the ages of 5 and 17																
Count	95	64	31	36	45	10	3	26	20	13	1	35	34	33	18	9
Column %	19%	25%	13%	22%	36%	9%	3%	17%	15%	18%	18%	24%	17%	22%	19%	16%
Yes, children in both age groups																
Count	25	16	9	8	16	1	0	7	8	1	0	9	14	4	6	1
Column %	5%	6%	4%	5%	12%	1%	0%	5%	6%	2%	0%	6%	7%	3%	6%	2%
No																
Count	342	165	177	92	57	102	91	106	95	49	1	90	126	111	63	42
Column %	68%	63%	73%	56%	45%	88%	97%	70%	73%	70%	31%	62%	64%	72%	66%	76%

Thinking about your child between the ages of 5 and 17, have they received at least one dose of a COVID-19 vaccine?																
	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Sample Size	120	80	40	45	61	11	3	33	28	14	1	44	48	38	24	10
Yes, got one-dose vaccine																
Count	12	12	1	8	5	0	0	4	1	0	0	8	3	4	4	1
Column %	10%	15%	2%	17%	8%	0%	0%	12%	3%	0%	0%	17%	7%	12%	17%	7%
Yes, got first of two doses																
Count	13	5	8	5	8	0	0	3	4	4	1	2	2	3	5	4
Column %	11%	7%	19%	10%	13%	0%	12%	9%	13%	29%	100%	4%	4%	7%	19%	37%
Yes, got both doses of a two-dose vaccine																
Count	23	11	13	12	9	2	1	7	7	3	0	7	7	11	3	2
Column %	20%	14%	31%	26%	15%	18%	30%	20%	25%	19%	0%	16%	14%	29%	14%	23%
Yes, fully vaccinated and boosted																
Count	10	4	5	0	4	5	0	2	6	2	0	0	0	2	7	1
Column %	8%	5%	13%	0%	7%	44%	16%	6%	20%	13%	0%	0%	0%	4%	27%	13%
No, have not gotten the vaccine																
Count	62	47	14	21	35	4	1	18	11	5	0	28	36	18	6	2
Column %	51%	60%	35%	47%	57%	38%	43%	53%	39%	39%	0%	63%	75%	48%	23%	20%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
As you may know, the FDA authorized the use of the Pfizer COVID-19 vaccine for use in children ages 5 and up. Thinking about your child between the ages of 5 and 17, do you think you will...?																
Sample Size	120	80	40	45	61	11	3	33	28	14	1	44	48	38	24	10
Get them vaccinated right away																
Count	39	19	20	11	19	7	2	8	16	6	1	9	4	16	11	8
Column %	32%	24%	49%	25%	31%	62%	61%	24%	56%	42%	100%	20%	8%	42%	47%	80%
Wait a while to see how it is working																
Count	25	15	10	15	6	4	0	11	6	3	0	4	9	12	2	1
Column %	21%	19%	24%	33%	10%	38%	0%	34%	21%	24%	0%	10%	20%	33%	6%	14%
Only get your child vaccinated if their school requires it																
Count	11	6	5	4	7	0	0	4	1	2	0	5	7	1	3	0
Column %	10%	7%	14%	9%	12%	0%	0%	11%	5%	13%	0%	10%	15%	3%	12%	0%
Definitely not get them vaccinated																
Count	45	39	5	15	29	0	1	11	4	3	0	26	27	8	8	1
Column %	37%	49%	13%	33%	47%	0%	28%	32%	16%	22%	0%	60%	57%	22%	34%	6%
Don't Know/Refused																
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	12%	0%	1%	0%	0%	0%	0%	0%	2%	0%

	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
If the FDA authorized the use of a COVID-19 vaccine for use in children under the age of 5. Thinking about your child under the age of 5, do you think you will...?																
Sample Size	63	31	32	37	23	3	-	19	14	7	2	21	36	9	15	3
Get them vaccinated right away																
Count	9	4	5	2	5	2	-	1	7	1	0	0	0	0	7	1
Column %	14%	13%	15%	7%	21%	48%	-	4%	48%	15%	0%	0%	0%	0%	50%	44%
Wait a while to see how it is working																
Count	15	6	8	11	2	1	-	2	4	1	0	8	9	2	2	1
Column %	23%	20%	26%	31%	10%	26%	-	11%	30%	11%	0%	36%	26%	26%	14%	34%
Only get your child vaccinated if their school requires it																
Count	12	7	5	4	7	1	-	4	2	1	2	5	11	0	1	0
Column %	19%	22%	16%	12%	29%	27%	-	20%	12%	8%	100%	21%	30%	0%	10%	0%
Definitely not get them vaccinated																
Count	28	14	13	18	9	0	-	12	2	5	0	9	16	7	4	1
Column %	44%	45%	42%	50%	40%	0%	-	65%	11%	65%	0%	42%	45%	74%	26%	21%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Would you consider getting your child vaccinated if you knew it would substantially minimize disruptions to their education?																
Sample Size	158	95	63	73	68	13	3	45	35	20	2	56	70	43	33	12
Yes																
Count	83	49	34	33	38	10	2	18	22	11	2	30	30	24	19	11
Column %	52%	51%	54%	46%	55%	72%	72%	39%	65%	55%	74%	54%	43%	55%	56%	89%
No																
Count	75	46	29	40	31	4	1	27	12	9	1	26	40	19	15	1
Column %	48%	49%	46%	54%	45%	28%	28%	61%	35%	45%	26%	46%	57%	45%	44%	11%
Have you seen any advertisements from the Oklahoma City-County Health department in the last 3 months?																
Sample Size	502	260	242	165	127	116	95	152	131	70	3	146	197	155	96	55
Yes																
Count	198	110	88	63	44	48	43	62	57	26	2	52	73	52	47	26
Column %	40%	42%	36%	38%	35%	41%	46%	41%	43%	37%	51%	35%	37%	34%	48%	48%
No																
Count	292	144	147	97	82	65	47	87	67	42	2	94	116	101	48	26
Column %	58%	56%	61%	59%	65%	56%	50%	57%	52%	59%	49%	65%	59%	66%	50%	48%
Don't Know/Refused																
Count	12	5	7	5	1	3	4	3	7	3	0	0	8	1	1	2
Column %	2%	2%	3%	3%	0%	2%	4%	2%	5%	4%	0%	0%	4%	1%	1%	4%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Which of the following places do you remember seeing an advertisement from Oklahoma City-County Health Department?																
Sample Size	198	110	88	63	44	48	43	62	57	26	2	52	73	52	47	26
Valid Cases	198	110	88	63	44	48	43	62	57	26	2	52	73	52	47	26
Total Mentions	272	147	125	79	66	75	53	89	85	36	3	60	95	69	65	43
F - Billboard																
Mentions	40	15	25	16	12	8	4	16	13	3	0	8	17	7	10	7
% Valid Cases	20%	14%	28%	25%	28%	16%	10%	26%	23%	13%	0%	15%	23%	13%	21%	25%
% Total Mentions	15%	10%	20%	20%	19%	10%	8%	18%	15%	9%	0%	13%	17%	10%	15%	16%
F - Connected TV and streaming services like Hulu																
Mentions	38	25	13	11	12	8	7	14	12	4	2	6	14	11	7	6
% Valid Cases	19%	22%	15%	17%	26%	17%	17%	23%	22%	16%	100%	11%	19%	22%	14%	24%
% Total Mentions	14%	17%	11%	14%	18%	11%	14%	16%	15%	12%	50%	9%	14%	16%	10%	15%
F - Broadcast or Cable Television Ads																
Mentions	107	62	45	18	23	35	30	33	33	14	0	27	36	31	27	12
% Valid Cases	54%	56%	51%	29%	53%	74%	69%	53%	58%	53%	0%	53%	49%	60%	58%	47%
% Total Mentions	39%	42%	36%	23%	35%	47%	57%	37%	39%	38%	0%	45%	38%	45%	42%	29%
F - Social Media Ads																
Mentions	66	36	29	24	16	17	8	21	21	7	2	16	23	14	16	13
% Valid Cases	33%	33%	33%	38%	37%	36%	19%	33%	37%	25%	100%	30%	31%	27%	34%	48%
% Total Mentions	24%	25%	23%	30%	25%	23%	16%	23%	25%	18%	50%	26%	24%	21%	24%	29%
F - Other																
Mentions	13	6	8	4	2	6	1	4	5	2	0	3	0	5	4	4
% Valid Cases	7%	5%	9%	7%	5%	12%	3%	6%	9%	6%	0%	6%	0%	10%	10%	14%
% Total Mentions	5%	4%	6%	5%	3%	8%	2%	4%	6%	4%	0%	5%	0%	7%	7%	9%
F - Don't Know/Refused																
Mentions	9	3	5	6	0	1	2	1	0	6	0	1	6	0	1	1
% Valid Cases	4%	3%	6%	10%	0%	2%	4%	2%	1%	25%	0%	2%	9%	0%	3%	4%
% Total Mentions	3%	2%	4%	8%	0%	1%	3%	1%	0%	18%	0%	2%	7%	0%	2%	3%

Did the advertising campaign change your perspective of the COVID-19 vaccine?																
Sample Size	198	110	88	63	44	48	43	62	57	26	2	52	73	52	47	26
Yes, made me want to get the vaccine																
Count	19	14	6	9	3	5	3	8	4	4	0	3	4	3	6	6
Column %	10%	12%	7%	14%	6%	11%	6%	13%	7%	15%	0%	6%	6%	6%	13%	23%
Yes, made me no longer want to get the vaccine																
Count	9	2	7	7	2	0	0	5	1	3	0	0	5	1	2	1
Column %	4%	2%	8%	11%	4%	0%	0%	7%	2%	12%	0%	0%	7%	2%	4%	4%
No, it made no difference																
Count	170	95	75	47	40	42	41	49	51	19	2	49	64	48	39	19
Column %	86%	86%	86%	75%	90%	89%	93%	80%	90%	73%	100%	94%	88%	92%	84%	71%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberterian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Did seeing this(these) advertisement(s) change your perception of the Oklahoma City-County Health Department?																
Sample Size	198	110	88	63	44	48	43	62	57	26	2	52	73	52	47	26
Yes, gave me a more positive perception of the Oklahoma City-County Health Department																
Count	56	29	27	11	14	22	8	20	20	8	0	8	16	17	15	8
Column %	28%	26%	31%	18%	32%	47%	19%	32%	34%	32%	0%	16%	22%	32%	31%	32%
Yes, gave me a more negative perception of the Oklahoma City-County Health Department																
Count	11	4	8	5	2	2	2	6	3	1	2	0	4	3	2	2
Column %	6%	3%	9%	8%	6%	3%	5%	10%	5%	4%	100%	0%	6%	5%	4%	10%
No, it did not make a difference																
Count	131	78	53	47	27	24	33	36	34	17	0	44	53	33	30	15
Column %	66%	71%	60%	74%	62%	50%	76%	58%	61%	64%	0%	84%	72%	63%	64%	58%

Have you visited VaxOKC.com in the last 3 months?																
Sample Size	502	260	242	165	127	116	95	152	131	70	3	146	197	155	96	55
Yes																
Count	45	31	15	22	9	13	1	10	14	5	0	16	17	6	14	7
Column %	9%	12%	6%	13%	7%	11%	2%	7%	11%	7%	0%	11%	9%	4%	15%	14%
No																
Count	457	229	227	143	118	103	93	141	117	65	3	130	179	148	82	47
Column %	91%	88%	94%	87%	93%	89%	98%	93%	89%	93%	100%	89%	91%	96%	85%	86%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Libertarian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you remember seeing the above advertisement from the Oklahoma City-County Health Department within the past 2 months? If yes, which place do you remember seeing the above advertisement? (Artboard 1)																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Other (please specify)																
Count	9	8	1	6	1	2	0	3	0	2	0	4	4	4	1	0
Column %	3%	5%	1%	5%	1%	4%	0%	3%	0%	4%	0%	4%	3%	5%	2%	0%
Have NOT Seen The Advertisement																
Count	212	108	104	82	68	43	19	65	32	31	1	83	102	65	27	19
Column %	74%	70%	78%	65%	79%	82%	85%	77%	75%	67%	38%	75%	73%	76%	73%	77%
Billboards																
Count	14	3	11	13	1	0	0	1	0	3	0	11	10	0	4	1
Column %	5%	2%	8%	10%	1%	0%	0%	1%	0%	6%	0%	10%	7%	0%	11%	3%
Connected TV and streaming services like Hulu																
Count	9	7	2	5	1	3	0	5	2	1	2	0	4	4	1	0
Column %	3%	4%	2%	4%	1%	6%	2%	6%	5%	1%	62%	0%	3%	5%	3%	0%
Broadcast or Cable Television																
Count	12	7	5	2	4	3	2	4	3	5	0	0	4	4	2	1
Column %	4%	5%	3%	2%	5%	5%	11%	5%	7%	10%	0%	0%	3%	5%	6%	3%
Social Media																
Count	25	16	9	16	9	1	0	3	5	5	0	12	17	5	1	3
Column %	9%	10%	7%	13%	10%	1%	2%	4%	12%	11%	0%	11%	12%	6%	2%	12%
Websites																
Count	5	4	2	1	3	1	0	4	1	1	0	0	0	3	2	1
Column %	2%	3%	1%	1%	4%	2%	0%	5%	2%	2%	0%	0%	0%	3%	4%	4%
What is your overall impression of the above advertisement?																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Very positive																
Count	37	24	13	15	11	7	4	5	13	14	0	5	18	8	5	6
Column %	13%	15%	10%	12%	13%	13%	16%	6%	31%	29%	0%	4%	12%	10%	14%	24%
Positive																
Count	81	52	30	32	29	12	8	23	20	14	0	24	33	28	14	7
Column %	28%	34%	22%	26%	34%	22%	38%	27%	48%	31%	0%	21%	23%	33%	37%	31%
Neutral																
Count	138	69	69	64	36	33	4	45	8	15	3	68	75	46	11	6
Column %	48%	45%	51%	51%	42%	63%	18%	53%	18%	32%	100%	61%	53%	53%	31%	23%
Negative																
Count	15	3	12	8	3	1	4	4	0	2	0	10	11	1	2	1
Column %	5%	2%	9%	6%	3%	2%	19%	4%	0%	4%	0%	9%	8%	2%	6%	3%
Very negative																
Count	16	6	9	6	8	0	2	7	1	2	0	5	4	2	5	5
Column %	5%	4%	7%	5%	9%	0%	8%	9%	2%	5%	0%	4%	3%	3%	12%	19%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Libertarian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you remember seeing the above advertisement from the Oklahoma City-County Health Department within the past 2 months? If yes, which place do you remember seeing the above advertisement? (Artboard 2)																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Other (please specify)																
Count	3	0	3	3	0	0	0	0	1	2	0	0	2	0	1	0
Column %	1%	0%	3%	3%	0%	0%	0%	0%	3%	5%	0%	0%	2%	0%	3%	0%
Have NOT Seen The Advertisement																
Count	187	93	94	72	59	42	13	56	30	29	1	72	86	66	20	16
Column %	65%	61%	70%	58%	68%	80%	61%	66%	71%	61%	38%	65%	61%	77%	54%	68%
Billboards																
Count	24	12	12	18	5	1	0	5	3	4	2	11	11	3	6	4
Column %	8%	8%	9%	14%	5%	2%	1%	6%	6%	8%	62%	10%	8%	4%	15%	16%
Connected TV and streaming services like Hulu																
Count	15	11	4	11	3	0	1	5	1	1	0	7	9	3	1	1
Column %	5%	7%	3%	9%	4%	0%	4%	6%	4%	3%	0%	7%	7%	4%	4%	6%
Broadcast or Cable Television																
Count	35	22	13	15	9	4	7	10	4	5	0	16	21	8	3	2
Column %	12%	14%	10%	12%	10%	7%	32%	12%	10%	10%	0%	14%	15%	10%	9%	8%
Social Media																
Count	16	11	5	5	5	5	0	7	2	7	0	0	7	4	4	0
Column %	6%	7%	4%	4%	5%	10%	2%	9%	5%	14%	0%	0%	5%	5%	11%	2%
Websites																
Count	7	5	2	0	7	0	0	1	1	1	0	5	5	1	1	0
Column %	2%	3%	2%	0%	8%	0%	0%	1%	2%	1%	0%	4%	3%	1%	4%	0%
What is your overall impression of the above advertisement?																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Very positive																
Count	29	16	13	12	5	8	3	11	11	7	0	0	9	8	5	7
Column %	10%	10%	10%	9%	6%	16%	15%	13%	27%	15%	0%	0%	6%	9%	14%	28%
Positive																
Count	89	56	33	35	30	16	8	17	22	18	0	32	39	26	17	7
Column %	31%	36%	25%	28%	35%	31%	36%	20%	52%	38%	0%	29%	28%	30%	48%	28%
Neutral																
Count	127	64	63	63	32	27	5	43	6	19	3	56	75	41	6	5
Column %	44%	41%	48%	50%	36%	52%	23%	51%	14%	40%	100%	51%	53%	49%	17%	19%
Negative																
Count	27	11	16	9	13	1	3	6	3	1	0	17	16	7	2	2
Column %	9%	7%	12%	7%	16%	1%	16%	7%	7%	1%	0%	15%	11%	8%	7%	7%
Very negative																
Count	15	8	8	6	7	0	2	8	0	3	0	5	3	3	5	4
Column %	5%	5%	6%	5%	8%	0%	10%	9%	0%	6%	0%	4%	2%	4%	15%	17%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Libertarian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you remember seeing the above advertisement from the Oklahoma City-County Health Department within the past 2 months? If yes, which place do you remember seeing the above advertisement? (Artboard 5)																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Other (please specify)																
Count	3	0	3	2	1	0	0	1	0	2	0	0	2	0	1	0
Column %	1%	0%	2%	2%	1%	0%	0%	1%	0%	5%	0%	0%	2%	0%	2%	0%
Have NOT Seen The Advertisement																
Count	229	123	106	90	76	42	21	71	38	32	1	87	106	76	28	19
Column %	80%	80%	80%	72%	87%	80%	97%	84%	90%	68%	38%	79%	75%	89%	77%	81%
Billboards																
Count	17	7	10	14	3	0	0	3	1	5	0	8	12	2	1	2
Column %	6%	5%	8%	11%	4%	0%	0%	4%	2%	11%	0%	7%	8%	2%	3%	10%
Connected TV and streaming services like Hulu																
Count	2	2	0	2	0	0	0	0	0	0	2	0	2	0	0	0
Column %	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	62%	0%	1%	0%	0%	0%
Broadcast or Cable Television																
Count	20	9	11	7	5	8	0	4	1	6	0	9	10	5	4	0
Column %	7%	6%	8%	5%	6%	14%	2%	5%	2%	13%	0%	8%	7%	6%	12%	0%
Social Media																
Count	13	11	3	10	2	2	0	4	1	1	0	7	9	1	2	1
Column %	5%	7%	2%	8%	2%	4%	0%	5%	2%	3%	0%	7%	7%	1%	4%	4%
Websites																
Count	3	3	1	1	1	1	0	1	1	1	0	0	0	1	1	1
Column %	1%	2%	0%	1%	1%	2%	2%	1%	3%	1%	0%	0%	0%	1%	3%	4%
What is your overall impression of the above advertisement?																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Very positive																
Count	21	11	11	8	3	7	3	6	9	7	0	0	6	6	4	5
Column %	7%	7%	8%	7%	3%	14%	13%	7%	21%	15%	0%	0%	4%	8%	11%	20%
Positive																
Count	70	45	24	24	29	11	5	17	19	14	2	19	33	14	15	7
Column %	24%	29%	18%	20%	33%	21%	24%	20%	45%	29%	62%	17%	24%	16%	42%	31%
Neutral																
Count	157	84	73	80	37	34	7	51	13	23	1	70	81	59	12	5
Column %	55%	55%	55%	64%	42%	64%	32%	60%	31%	49%	38%	63%	58%	69%	33%	23%
Negative																
Count	16	7	9	0	11	0	5	5	1	1	0	9	8	4	2	2
Column %	6%	5%	6%	0%	13%	0%	23%	6%	2%	2%	0%	9%	6%	5%	4%	7%
Very negative																
Count	23	6	17	13	7	1	2	7	1	3	0	13	12	2	4	5
Column %	8%	4%	12%	10%	8%	1%	8%	8%	2%	6%	0%	11%	8%	3%	10%	20%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Liberarian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you remember seeing the above advertisement from the Oklahoma City-County Health Department within the past 2 months? If yes, which place do you remember seeing the above advertisement? (Artboard 12)																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Other (please specify)																
Count	2	0	2	2	0	0	0	0	0	2	0	0	2	0	0	0
Column %	1%	0%	2%	2%	0%	0%	0%	0%	0%	5%	0%	0%	2%	0%	0%	0%
Have NOT Seen The Advertisement																
Count	211	112	99	74	73	47	17	69	31	27	1	83	97	73	24	18
Column %	74%	73%	74%	59%	84%	90%	77%	82%	73%	57%	38%	75%	68%	86%	65%	74%
Billboards																
Count	17	4	13	15	1	0	0	3	1	6	0	8	12	2	2	1
Column %	6%	2%	10%	12%	2%	0%	0%	3%	2%	12%	0%	7%	8%	2%	6%	5%
Connected TV and streaming services like Hulu																
Count	15	14	1	13	2	0	0	2	1	0	0	12	9	4	1	0
Column %	5%	9%	1%	10%	2%	0%	0%	2%	3%	0%	0%	11%	7%	5%	3%	0%
Broadcast or Cable Television																
Count	15	7	7	6	2	3	4	5	3	7	0	0	6	5	2	2
Column %	5%	5%	6%	5%	2%	6%	17%	6%	6%	15%	0%	0%	4%	5%	6%	7%
Social Media																
Count	17	12	5	7	7	3	1	5	6	3	0	5	11	0	3	3
Column %	6%	8%	4%	6%	8%	5%	5%	5%	14%	6%	0%	4%	8%	1%	7%	12%
Websites																
Count	10	5	5	7	3	0	0	1	1	3	2	3	4	1	5	1
Column %	4%	3%	4%	6%	3%	0%	0%	2%	2%	6%	62%	3%	3%	1%	13%	3%
What is your overall impression of the above advertisement?																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Very positive																
Count	34	24	10	13	5	12	3	9	14	7	0	3	8	11	7	8
Column %	12%	16%	7%	11%	6%	23%	16%	11%	34%	15%	0%	3%	6%	13%	20%	32%
Positive																
Count	75	50	25	30	31	7	7	12	18	19	0	27	33	22	15	6
Column %	26%	32%	19%	24%	36%	13%	30%	14%	44%	40%	0%	24%	23%	26%	41%	23%
Neutral																
Count	123	57	66	62	29	24	8	40	8	18	1	56	75	37	6	4
Column %	43%	37%	50%	50%	33%	45%	35%	48%	18%	38%	38%	50%	54%	43%	18%	17%
Negative																
Count	15	10	5	3	9	2	1	5	1	0	2	7	6	8	0	1
Column %	5%	7%	3%	3%	10%	4%	4%	6%	3%	0%	62%	6%	4%	9%	0%	4%
Very negative																
Count	40	13	27	16	13	8	3	18	1	3	0	18	19	7	8	6
Column %	14%	8%	20%	12%	15%	15%	16%	22%	2%	7%	0%	16%	13%	9%	22%	24%

This survey was conducted from February 25 - March 8, 2021 and included a pool of 502 adults in the Oklahoma City-County area. These survey results were weighted based on age, gender, party affiliation, and level of education. This survey has a margin of error of 4.37% at a 95% confidence interval. The poll surveyed both cell phones and landlines and used a combination of live callers and an online panel.

	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Libertarian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you remember seeing the above advertisement from the Oklahoma City-County Health Department within the past 2 months? If yes, which place do you remember seeing the above advertisement? (Billboard)																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Other (please specify)																
Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Column %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Have NOT Seen The Advertisement																
Count	229	133	96	94	77	40	18	68	33	30	1	96	108	73	29	19
Column %	80%	86%	72%	75%	89%	75%	83%	80%	80%	64%	38%	87%	77%	86%	78%	78%
Billboards																
Count	24	5	20	15	2	7	0	6	0	6	0	13	19	4	1	1
Column %	9%	3%	15%	12%	2%	14%	0%	7%	0%	13%	0%	12%	13%	4%	3%	5%
Connected TV and streaming services like Hulu																
Count	3	2	1	2	1	0	1	1	0	1	2	0	2	1	1	0
Column %	1%	1%	1%	1%	1%	0%	4%	1%	0%	2%	62%	0%	1%	1%	2%	0%
Broadcast or Cable Television																
Count	13	9	4	5	2	3	3	5	3	5	0	1	4	5	2	2
Column %	5%	6%	3%	4%	3%	6%	13%	5%	7%	10%	0%	1%	3%	6%	7%	7%
Social Media																
Count	8	1	7	4	4	0	0	1	3	4	0	0	3	0	3	2
Column %	3%	1%	6%	4%	5%	0%	0%	2%	7%	8%	0%	0%	2%	0%	9%	7%
Websites																
Count	8	4	4	4	1	3	0	5	3	1	0	0	5	2	1	1
Column %	3%	3%	3%	3%	2%	6%	0%	5%	7%	3%	0%	0%	3%	3%	2%	3%
What is your overall impression of the above advertisement?																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Very positive																
Count	34	20	14	11	8	13	2	11	11	8	0	3	10	13	4	6
Column %	12%	13%	10%	8%	9%	24%	11%	13%	27%	18%	0%	2%	7%	15%	11%	26%
Positive																
Count	82	53	28	32	29	13	8	15	19	16	2	31	45	19	13	5
Column %	28%	35%	21%	26%	34%	24%	34%	17%	45%	33%	62%	28%	32%	22%	34%	23%
Neutral																
Count	124	60	64	60	33	26	5	43	10	16	1	55	65	46	7	6
Column %	43%	39%	48%	48%	38%	49%	25%	51%	24%	34%	38%	49%	46%	54%	20%	26%
Negative																
Count	15	7	9	6	4	1	4	8	1	5	0	2	4	5	5	1
Column %	5%	4%	7%	5%	5%	2%	17%	9%	2%	10%	0%	2%	3%	6%	13%	5%
Very negative																
Count	32	14	18	16	13	1	3	8	1	3	0	20	16	3	8	5
Column %	11%	9%	14%	13%	15%	1%	12%	10%	2%	6%	0%	18%	12%	3%	23%	20%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Libertarian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you remember seeing the above advertisement from the Oklahoma City-County Health Department within the past 2 months? If yes, which place do you remember seeing the above advertisement? (Video COVID-19 Vaccine)																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Other (please specify)																
Count	1	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0
Column %	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	2%	0%
Have NOT Seen The Advertisement																
Count	223	116	107	107	65	34	17	59	35	32	1	96	113	70	22	18
Column %	78%	75%	81%	86%	74%	64%	77%	70%	82%	68%	38%	87%	80%	82%	60%	76%
Billboards																
Count	9	5	4	6	2	0	0	3	1	5	0	0	6	0	1	2
Column %	3%	3%	3%	5%	3%	0%	0%	3%	2%	10%	0%	0%	4%	0%	2%	9%
Connected TV and streaming services like Hulu																
Count	8	6	2	3	4	0	1	4	2	3	0	0	4	1	3	0
Column %	3%	4%	2%	2%	5%	0%	6%	4%	4%	6%	0%	0%	3%	2%	9%	0%
Broadcast or Cable Television																
Count	30	17	13	7	5	15	4	13	4	4	0	10	9	12	8	2
Column %	11%	11%	10%	5%	6%	28%	17%	15%	9%	8%	0%	9%	7%	13%	21%	8%
Social Media																
Count	12	7	5	2	9	1	0	3	0	3	2	5	7	1	2	2
Column %	4%	5%	4%	1%	10%	2%	1%	4%	0%	6%	62%	4%	5%	1%	5%	7%
Websites																
Count	4	2	2	0	1	3	0	3	0	1	0	0	2	1	1	0
Column %	1%	1%	1%	0%	1%	5%	0%	3%	0%	2%	0%	0%	1%	1%	2%	0%
What is your overall impression of the above advertisement?																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Very positive																
Count	41	29	12	13	11	13	4	9	13	9	0	9	15	15	6	6
Column %	14%	19%	9%	10%	12%	25%	17%	11%	32%	20%	0%	8%	10%	17%	15%	24%
Positive																
Count	70	41	29	26	25	12	7	15	17	14	2	22	38	13	13	6
Column %	24%	26%	22%	20%	29%	23%	32%	18%	41%	29%	62%	20%	27%	15%	35%	24%
Neutral																
Count	130	63	67	66	33	26	5	47	10	21	1	50	69	45	8	8
Column %	45%	41%	51%	53%	38%	49%	23%	56%	24%	45%	38%	45%	49%	53%	22%	32%
Negative																
Count	18	14	4	8	6	1	3	3	1	0	0	14	7	6	4	1
Column %	6%	9%	3%	6%	7%	2%	15%	4%	2%	0%	0%	13%	5%	8%	12%	3%
Very negative																
Count	28	8	20	13	12	1	3	9	1	3	0	15	12	6	5	4
Column %	10%	5%	15%	10%	14%	1%	12%	11%	2%	6%	0%	14%	8%	7%	15%	18%

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	Total	Female	Male	18-34	35-49	50-64	65+	Republican	Democrat	Independent	Libertarian	Not Registered	Completed high school or less	Some college but did not finish	4 year college degree	Graduate Degree
Do you remember seeing the above advertisement from the Oklahoma City-County Health Department within the past 2 months? If yes, which place do you remember seeing the above advertisement? (Video Kids)																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Other (please specify)																
Count	4	1	3	3	0	1	0	4	0	0	0	0	3	1	0	0
Column %	1%	1%	2%	2%	0%	2%	0%	5%	0%	0%	0%	0%	2%	1%	0%	0%
Have NOT Seen The Advertisement																
Count	215	116	100	94	70	36	14	60	31	29	1	94	107	71	22	15
Column %	75%	75%	75%	75%	81%	69%	65%	71%	75%	61%	38%	85%	76%	83%	60%	63%
Billboards																
Count	3	2	1	2	0	1	0	1	0	2	0	0	2	1	0	0
Column %	1%	1%	1%	2%	0%	2%	0%	1%	0%	4%	0%	0%	1%	1%	0%	0%
Connected TV and streaming services like Hulu																
Count	16	12	4	6	8	0	2	6	2	4	0	5	8	1	4	3
Column %	6%	8%	3%	5%	9%	0%	8%	7%	5%	8%	0%	4%	6%	1%	12%	12%
Broadcast or Cable Television																
Count	32	13	20	12	2	12	6	7	6	7	0	12	14	8	7	4
Column %	11%	8%	15%	9%	3%	23%	27%	8%	15%	15%	0%	11%	10%	10%	19%	15%
Social Media																
Count	10	6	4	5	4	0	0	3	2	2	2	0	2	3	3	2
Column %	3%	4%	3%	4%	5%	0%	0%	4%	6%	5%	62%	0%	1%	3%	9%	7%
Websites																
Count	6	4	2	2	2	2	0	3	0	3	0	0	5	0	0	1
Column %	2%	3%	1%	2%	2%	4%	0%	3%	0%	7%	0%	0%	4%	0%	0%	3%
What is your overall impression of the above advertisement?																
Sample Size	287	154	133	125	87	53	22	85	42	47	3	110	141	85	37	24
Very positive																
Count	50	35	15	16	17	13	4	14	15	12	0	9	24	12	7	7
Column %	17%	23%	11%	12%	20%	25%	17%	16%	35%	26%	0%	8%	17%	14%	19%	28%
Positive																
Count	69	42	27	32	21	9	7	10	18	12	0	29	29	20	12	6
Column %	24%	27%	20%	25%	24%	17%	31%	12%	42%	26%	0%	26%	21%	24%	34%	26%
Neutral																
Count	118	52	65	59	29	24	5	40	7	18	2	50	66	41	5	5
Column %	41%	34%	49%	47%	34%	45%	25%	48%	17%	38%	62%	45%	47%	48%	14%	20%
Negative																
Count	17	11	6	5	5	5	2	7	2	2	1	6	5	6	6	0
Column %	6%	7%	5%	4%	6%	10%	10%	8%	4%	3%	38%	5%	4%	7%	17%	0%
Very negative																
Count	34	14	20	14	14	1	4	13	1	3	0	17	16	5	6	6
Column %	12%	9%	15%	11%	17%	3%	17%	16%	2%	6%	0%	15%	12%	6%	16%	26%

OKLAHOMA CITY-COUNTY HEALTH DEPARTMENT

Q4 2021 & Q1 2022
Executive Overview

June 2022



Executive Summary

- In Q4 2021, conversations about Public Health in Oklahoma City and County elicited 205K interactions, 6% of which were driven by official Oklahoma City-Council Health Department channels. In Q1 2022, conversations on this topic elicited 177K interactions, 8% of which were driven by official channels.
- In Q4 2021, the following areas of discussion drove the Public Health discourse (in order of volume): COVID-19 Vaccines; COVID-19 Variants; Mental Health; Opioid Crisis and Drug Overdoses; Face Masks and Covers.
- In Q1 2022, the following areas of discussion drove the Public Health discourse (in order of volume): COVID-19 Vaccine; COVID-19 Testing Operations and Availability; COVID-19 Variants; Face Masks and Covers; Mental Health.
- Well into 2022, the Public Health discourse has remained dominated by various facets of the COVID-19 pandemic. Nonetheless, discourse around issues such as mental health and substance abuse indicate residents' concern regarding diverse Public Health challenges, and interest in hearing from political, administrative, and medical leaders on these subjects.

Introduction

The following report provides an overview of the online discourse about **Public Health** in Oklahoma City and County in the period between October 1, 2021, and March 31, 2022. Through an investigation of the main subject matters and sources of conversation, the report will identify specific issues that were especially prominent in residents' online discourse and highlight trends in the discourse.

Methodology

- The report offers an analysis of data collected from social media and local news outlets. As such, it reflects the interest and sentiment expressed by residents using these platforms.
- The analysis does not include sentiment and opinions expressed on private social media discussion boards and groups, only those expressed in fully public forums.
- The Zensity interaction count consists of all social media engagements (posts, tweets, likes, comments, shares, retweets, etc.). Therefore, the number of interactions reflects the volume of discourse and the level of interest among residents expressing their views online.
- Our machine-learning algorithm classifies large numbers of interactions according to topic and sentiment — positive, negative, or neutral — which indicate satisfaction or dissatisfaction levels about local issues, including those not initiated by the Health Department. This model enables us to measure the interest that specific issues attract and understand how community members perceived these issues.

Total Interaction Count

381,827

October 1, 2021–March 31, 2022

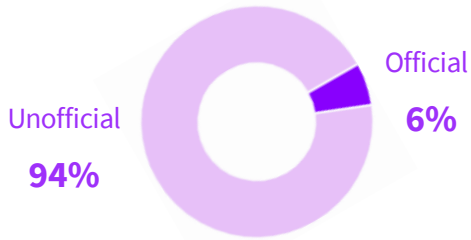
54% Facebook

45.3% Twitter

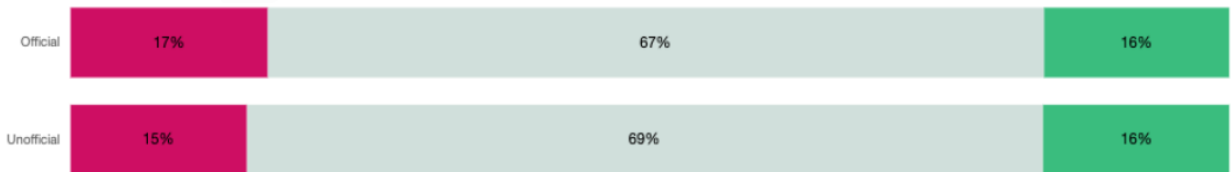
0.4% Instagram

0.3% Local Media Mentions

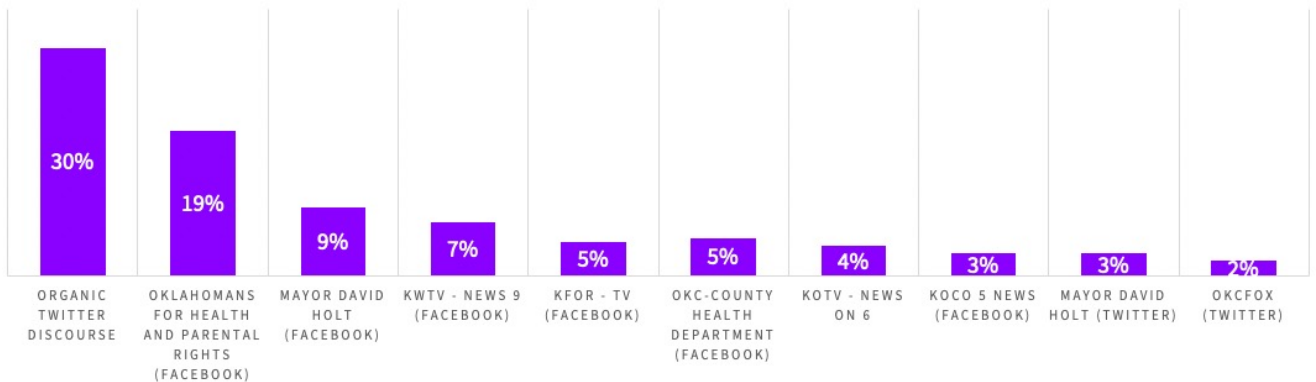
Q4 2021 DISCOURSE SUMMARY



Conversations about Public Health elicited 205K interactions In Q4 of 2021 (October 1–December 31). Official channels accounted for just 6% of interactions. The share of positive sentiment on official and unofficial channels was equal (16%); negative sentiment on official channels was slightly higher than on unofficial channels (17% versus 15%).

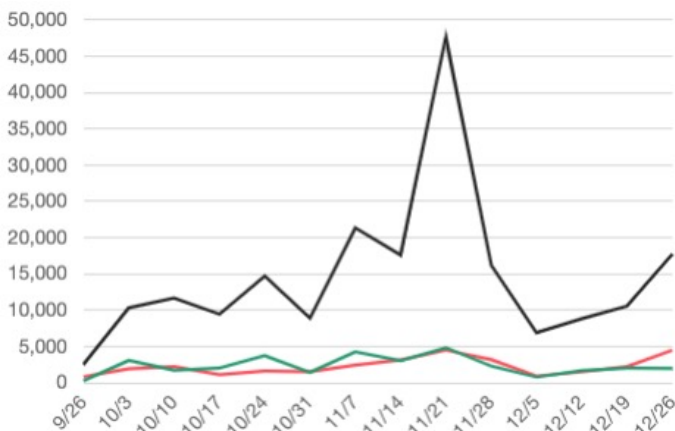


Q4 2021 TOP SOURCES



Organic Twitter discourse (30%) and the Facebook page of Oklahomans for Health and Parental Rights (19%) were the two top social media sources, followed by the Facebook page of Mayor David Holt (9%). The Oklahoma City-County Health Department’s Facebook page accounted for only 5% of interactions, and its Twitter account for 1%.

Q4 2021: DISCOURSE OVER TIME



The online Public Health discourse averaged 68.2K interactions per month, peaking at 99.8K interactions in November following the Oklahoma City Thunder’s announcement that they would no longer require proof of vaccination or negative tests to attend home games.

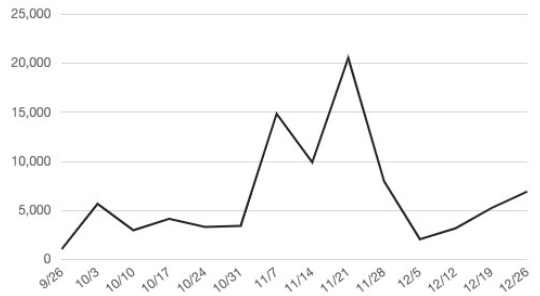
During the overall three-month period, positive and negative sentiment were equal at 16%, with positive sentiment outweighing negative sentiment in October and November and negative sentiment outweighing positive in December.

PUBLIC HEALTH Q4 2021: LEADING AREAS OF DISCUSSION

1. COVID-19 Vaccine (45% of interactions)

91.4K interactions | 21% Negative | 19% Positive

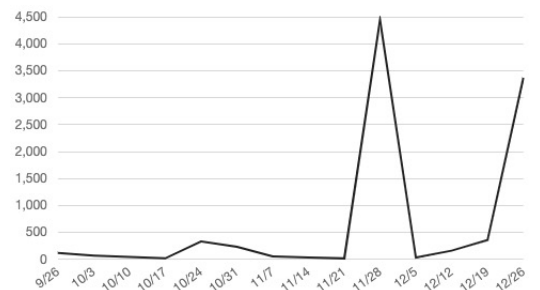
Conversations about the COVID-19 vaccine were led by posts about shifting vaccine requirements in public venues, especially OKC Thunder games, or in workplaces, including the Oklahoma City Police Department and local hospitals. Residents' conversations revealed heated debate over the safety and efficacy of the vaccines, and whether vaccine mandates are appropriate for promoting public health.



2. COVID-19 Variants (4.5%)

9.3K interactions | 30% Negative | 14% Positive

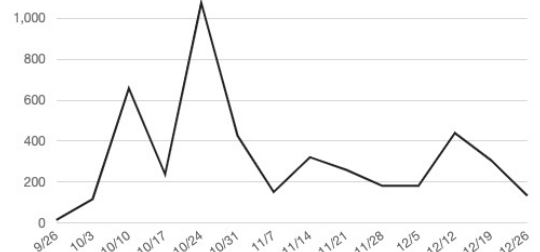
Interest in the Delta variant continued into October, but the emergence of the Omicron variant in late November drove spikes in the COVID-19 discourse. Residents debated the variants' severity and whether existing vaccines would provide adequate protection.



3. Mental Health (2.2%)

4.5K interactions | 6% Negative | 28% Positive

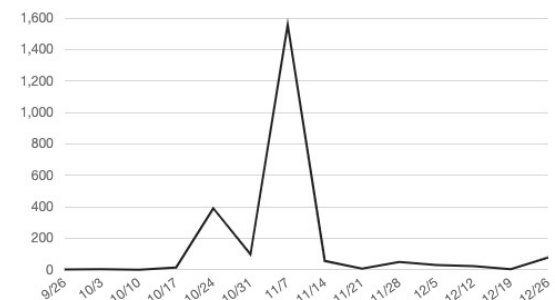
While most stories in the broader Mental Health discourse (25.7K interactions) concerned Public Safety incidents, conversations about Mental Health programs and resources were well-received, as evidenced by high positive sentiment. The discourse suggested that residents are supportive of public investment and activity in this area, particularly in light of the pandemic.



4. Opioid Crisis and Drug Overdoses (1.1%)

2.3K interactions | 10% Negative | 17% Positive

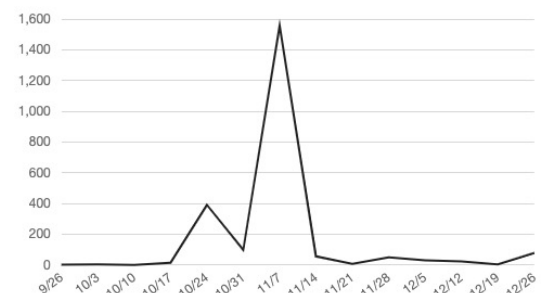
Conversations spiked in November following: news about a new resource center for mental health and substance abuse recovery; an Oklahoma Supreme Court ruling in an opioid-related case against Johnson and Johnson.



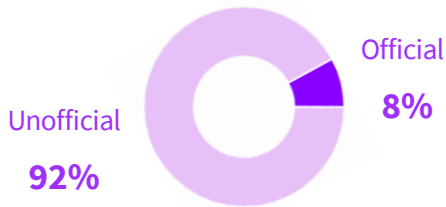
5. Face Masks and Covers(9%)

2.2K interactions | 43% Negative | 15% Positive

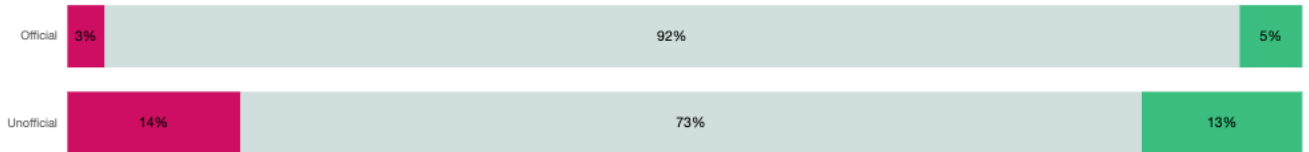
Most conversations in the broader Face Masks and Covers discourse (58.9K interactions) concerned mask mandates in schools, stirring debate about COVID-19's threat to children and the potential physical and developmental consequences of masking.



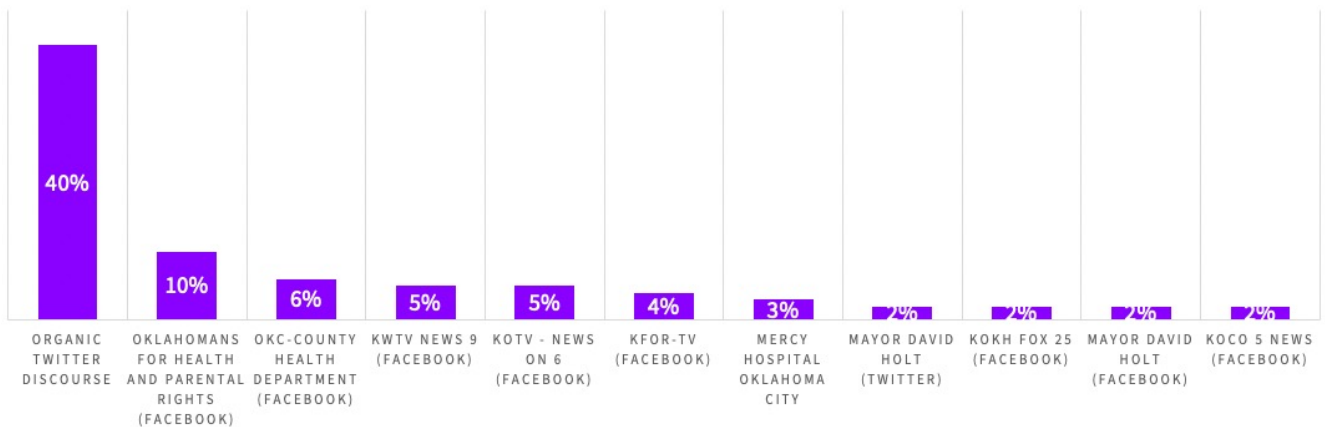
Q1 2022 DISCOURSE SUMMARY



Conversations about Public Health elicited 177K interactions in Q1 2022 (January 1–March 31). Official channels accounted for just 8% of interactions. Positive sentiment on official channels was significantly lower than on unofficial ones (5% versus 13%); negative sentiment was also much lower on official channels (3% versus 14%).

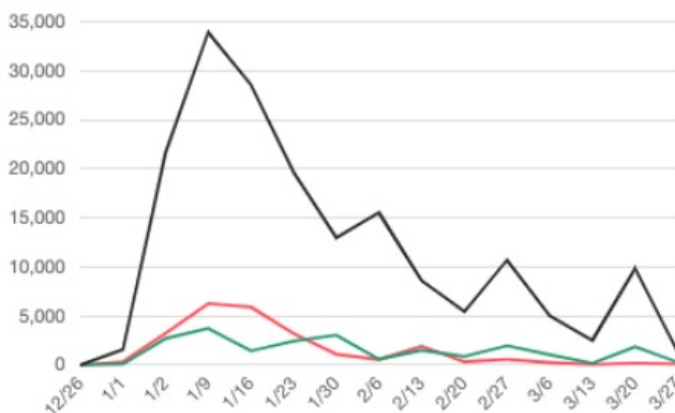


Q1 2022 TOP SOURCES



Organic Twitter discourse (40%) and the Oklahomans for Health and Parental Rights Facebook (10%) remained the top social media accounts, followed by the Facebook page of the Oklahoma City-County Health Department (6%).

Q1 2022: DISCOURSE OVER TIME



The online Public Health discourse averaged 59.1K interactions per month, peaking at 110K interactions in January as local COVID-19 cases rose and put pressure on area hospitals.

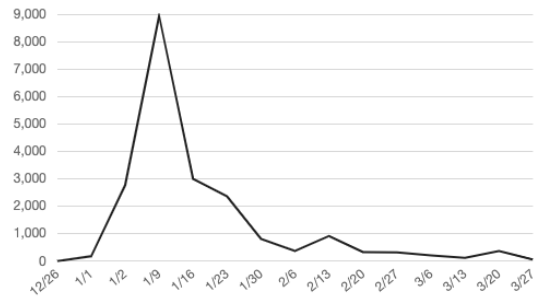
During the overall three-month period, negative sentiment was slightly higher than positive sentiment (13% compared to 12%); negative sentiment outweighed positive sentiment in January; positive sentiment outweighed negative sentiment in February and March.

PUBLIC HEALTH Q1 2022 : LEADING AREAS OF DISCUSSION

1. COVID-19 Vaccine (12% of interactions)

20.7K interactions | 25% Negative | 12% Positive

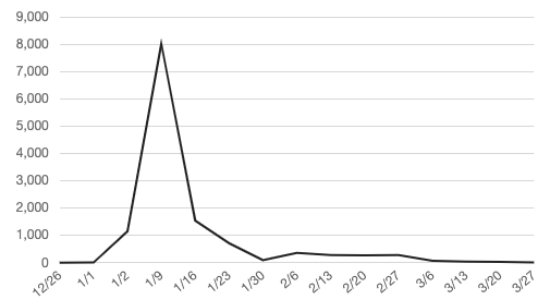
As cases rose in January, conversations about the COVID-19 vaccine focused on the high number of vaccinated individuals experiencing symptomatic and even severe illness. Some messaging emphasized that lower vaccination rates would have resulted in even worse conditions, giving rise to debate. Other conversations discussed vaccination rates in children 5-11 and vaccine trials for younger children.



2. COVID-19 Testing Operations and Availability (7.2%)

12.8K interactions | 5% Negative | 4% Positive

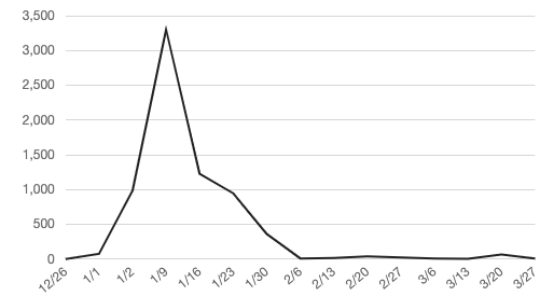
Rising COVID-19 cases drove interest in Testing Operations and Availability, which spiked in mid January. The spike also followed a busy holiday season, during which many patients were likely exposed at social gatherings. Messaging from local providers attempted to steer those with no or mild symptoms away from overburdened healthcare facilities.



3. COVID-19 Variants (4%)

7.1K interactions | 25% Negative | 22% Positive

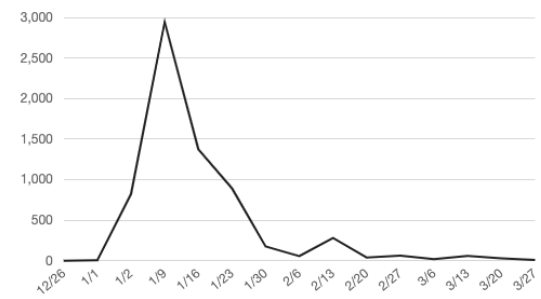
Discussions of COVID-19 variants peaked with the Omicron wave that drove infections in January. Several stories compared the Omicron and Delta waves in terms of vaccination and hospitalization rates, as residents appeared eager to understand the severity of Omicron and when the wave might end.



4. Face Masks and Covers (3.8%)

6.8K interactions | 22% Negative | 23% Positive

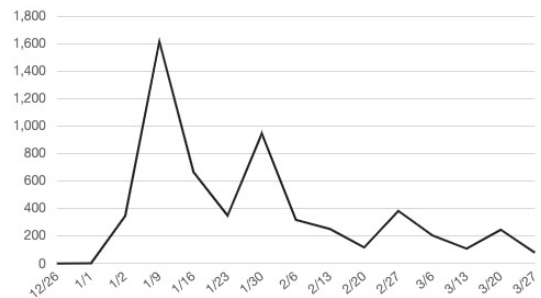
Rising case rates drove calls for more masking, sparking debate about masks' effectiveness. Commenters accused local leaders of setting a bad example by not masking in public, while others stood firm in their rejection of mask mandates. Some of discourse focused on the importance of wearing the "right" kind of mask, and where they could be found.



5. Mental Health (3.2%)

5.6K interactions | 15% Negative | 10% Positive

Conversations about Mental Health as a Public Health concern emphasized the importance of social service approaches and treatment, compared with police interventions, though some commenters urged training for law enforcement. Others encouraged community members to be open regarding mental health challenges and utilize crisis hotlines and other resources.



Conclusion and Takeaways

- In Q4 2021, conversations about Public Health elicited 205K interactions, 6% of which were driven by official Oklahoma City-Council Health Department channels. In Q1 2022, conversations on this topic elicited 177K interactions, 8% of which were driven by official channels.
- In Q4 2021, the following areas of discussion drove the Public Health discourse (in order of volume): COVID-19 Vaccines; COVID-19 Variants; Mental Health; Opioid Crisis and Drug Overdoses; Face Masks and Covers.
- In Q1 2022, the following areas of discussion drove the Public Health discourse (in order of volume): COVID-19 Vaccine; COVID-19 Testing Operations and Availability; COVID-19 Variants; Face Masks and Covers; Mental Health.
- Well into 2022, the Public Health discourse has remained dominated by various facets of the COVID-19 pandemic. Nonetheless, discourse around issues such as mental health and substance abuse indicate residents' concern regarding diverse Public Health challenges, and interest in hearing from political, administrative, and medical leaders on these subjects.

We would highly appreciate any feedback on the report by filling out this 2-minute [survey](#).