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DATE: September 23, 2025

TO: EMSA Board Members

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

RE: A Survey of 500 Registered Voters in the City of Oklahoma City
Interviewing Conducted July 19-14, 2025
Margin of error: +/- 4.3%

Key Findings

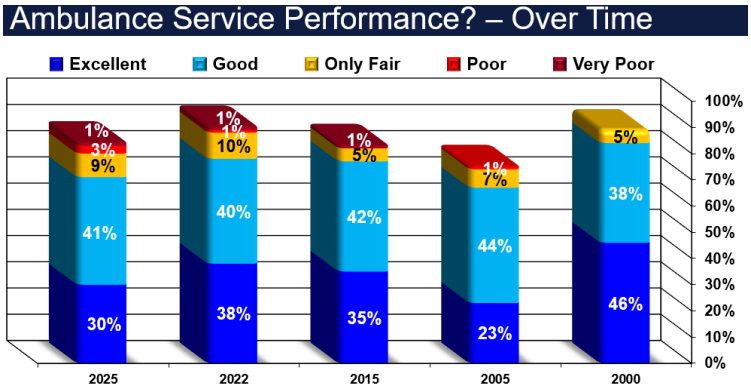
- We see a bit of a decline in ambulance service ratings since 2022, but still have 71% rating it as either excellent (30%) or good (41%) and only 4% as poor.
- Those who have exclusively used EMSA give higher marks (80% Excellent / Good vs. 2% Poor) than do those who have used EMSA and another service (74% Excellent / Good vs. 12% Poor) and only 50% of those who have only used a non-EMSA provider rate service as excellent or good.
- The favorability of EMSA in OKC has declined but is still better than a 9-to-1 positive (66% Favorable / 7% Unfavorable).
- We do see those with direct experience using EMSA (76% Favorable / 7% Unfavorable) and those who have called 911 in the last year (78% Favorable) are the most likely to give EMSA high marks.
- As is somewhat expected in expansive OKC, those in the more sparsely populated regions are not as positive (61% Favorable) as are those in the core (73% Favorable) or the more dense region (68% Favorable). The good news is that even in the sparse area, the negative is low (8%) as more than 30% there do not rate EMSA.
- When compared to 2022, EMSA has improved in public ratings for promptness to calls, and attitudes of paramedics, while holding stead on overall service (77% Excellent / Good) and dropping just a few points on treatment rendered.
- Fully 65% of respondents have called 911 at some point in their life. 84% provide excellent or good ratings for that experience. For those who used EMSA, that percentage is 89%.

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

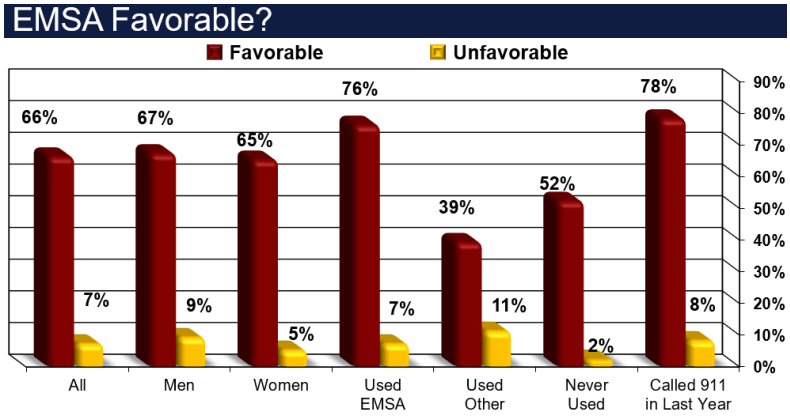
Conducted in July of 2025, this is the fifth study of this type we have conducted in the City of Oklahoma City since 2000, the most recent being in 2022. Prior studies were conducted in 2015, 2005, and 2000.

Almost one-in-five (19%) respondents have called 911 within the last year, a slight uptick from 2022. Women (25% within last year) and those with annual household incomes below $50,000 (26% within last year) are the most frequent callers.

The ratings for ambulance service are down when compared to studies conducted in 2015 or 2022. Note – this for Ambulance Service, not necessarily EMSA. Those who have used multiple service providers are six times more likely to give a "poor" rating than are those who have used only EMSA. We do see that among those who have called 911 within the past year, the ratings are strongly (77% Excellent or Good, only 2% Poor).

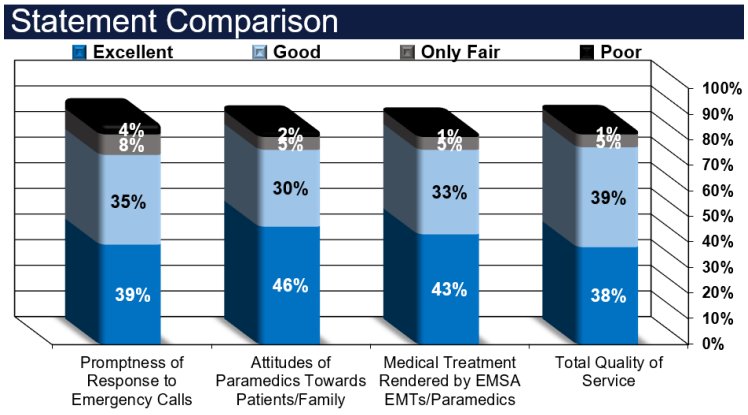


The ability to rate EMSA itself has declined. In 2005 and 2015, more than 80% were able to rate EMSA. That declined to 77% in 2022 and has dropped to 73% today. The better than 9-to-1 ratio (66% Favorable vs. 7% Unfavorable) is still good, but this is the lowest favorable we have ever recorded. The best numbers for EMSA come from those who have actually used the provider or those who have used 911 in the past year. EMSA's positive numbers are strongest in the core part of the city and they decline as you move outward. In the most sparsely populated part of the city, the favorable ratio drops to 61% Favorable / 8% Unfavorable – still a good number – with the most noteworthy fact being that 31% of these respondents cannot rate the name EMSA.



Although fewer people are rating EMSA in OKC, those who do are providing more depth. In 2022, 43% of those who were asked why they held a favorable impression could not answer that question – today that is only 22%. Providing good service and being fast and efficient are among the top reasons. To be fair, 16% of those with a favorable impression say they like EMSA because they have not heard anything negative, not really the highest bar.

When examining specific aspects of service, as well as overall quality, we again see strong numbers. Compared to 2022, EMSA has improved in public ratings for promptness to calls (74% Excellent / Good today, up from 72%). Leading that charge are those who have used EMSA (81% Excellent / Good) and those who have used 911 within the last year (87% Excellent / Good). Positive ratings here tend to increase with age and to decrease with income.



We do see a slight dip in the rating of attitudes of paramedics. The Excellent rating is actually up four points, but the Good rating has dropped eight, for a net loss of four points on the positive. Still, only 2% say it is poor, so instead of a trouble spot, this is likely a place to watch to make certain it does not become a trend. We also see a similar four point drop when it comes to the service provided by paramedics. For the rating of overall quality, the numbers are consistent with the 2022 study despite this drop.

Consistent since 2015 is that fewer than 10% of those in Oklahoma City believe that ambulance service is more expensive in OKC than elsewhere, while 44% say it is about the same. Those who have used EMSA are among the most likely to say OKC is cheaper as are those who called 911 in the past year (25% OKC Pays Less; 3% OKC Pays More). Telling residents that EMSA has the lowest cost to taxpayers of its peer cities has the potential to improve the image of EMSA as 74% say it enhances their view of the company. Similarly, 71% say it improves EMSA's image when they hear it is the lowest cost in Oklahoma. These do not quite have the same impact as does becoming aware of the dispatch center's national and international positions.