

May 13, 2016

To: Josh Zagorsky (Zagaran, Inc.)

From: Brian McDonald (High Point University)

OVERVIEW

High Point University's Survey Research Center (SRC) partnered with Zagaran, Inc. to pilot their Instant Census SMS text messaging survey software. The SRC conducted a pilot test for exploring recruitment, survey response, and tracking ancillary data using this data collection method. In Fall 2015, two SMS texting pilot surveys were conducted simultaneously, testing two recruitment methods and the functionality of the software. Recruitment for the SMS surveys was conducted through the HPU Poll and received HPU IRB approval.

RECRUITMENT

The SRC collected data from non-probability samples using two recruitment methods.

Recruitment Method #1

The first recruitment method asked a survey participant at the completion of a landline telephone survey, if they would like to provide an email address to be included in a future research study.¹

Fifty-seven email addresses were collected at the completion of the landline telephone survey.²

In the email that went out to those 57 email addresses, participants were asked to text `START' to a number to initiate the text survey.³

¹ "Before we end the survey, we would like to see if you would be interested in participating in a future texting (SMS) survey. You may not be contacted, as invitations to participate are made at random. If you are willing to participate, please provide an email address so you can receive a number and code to text your consent to join. Your identity will remain confidential. Keep in mind that all we have is your telephone number."

² The landline surveys were conducted during Fall 2015 semester during HPU Poll 40 (15 email addresses collected; conducted 9/12/15-9/22/15; n=137), HPU Poll 41 (13 email addresses collected; conducted 9/26/15-10/1/15; n=126), and HPU Poll 42 (29 email addresses collected; conducted 11/7/15-11/12/15; n=212).

³ The text of the email, "Hi. You agreed during a phone interview to participate in a text survey conducted by High Point University on cell phone usage. The information gathered will be used to enhance SMS surveys. The survey will only take about 10 minutes and none of your responses will be associated with your cell phone number. If you would like to continue, text the word 'START' to 336-347-4617. If you have any questions, please contact Brian

Recruitment Method #2

The second recruitment method asked a survey participant at the completion of a cellphone telephone survey, if they would provide verbal consent to be texted at an unspecified date be included in a future research study.⁴

Through this recruitment method, the SRC received consent from a survey participant before sending the automatic text messages. This complies with the FCC regulations around automatic text messaging and the TCPA (Telephone Consumer Protection Act) which also states that the person must be able to, at any time, revoke their consent and stop receiving future text messages.

There were a total of 245 cell phone numbers with consent to text on file, recruited from the cell phone samples at the completion of the telephone survey.⁵

Recruitment for this pilot project was most successful when respondents were asked for consent to text. On average, about 30 percent of respondents on the cell phone sample that completed a survey gave consent to text. Since we already had a correct cellphone number, data entry error was minimized. Less than 5 percent (on average) of respondents completing the landline survey provided an email. With the small sample of email addresses, about 10 percent bounced back, possibly due to data entry error.

RESULTS

Response Rate

The survey launched at 11:00am on 12/29/2015. A reminder for the email solicitation went out on 01/08/2016. Each respondent was sent 2 texts that did not require a response.

If the participant didn't respond to a question, the software would resend the message at 4:00pm. If the participant did not respond within a longer specified time, the software assumes they have opted out of participation and will no longer receive SMS messages. The respondent at any time could opt out of receiving text messages and could skip any question.

McDonald, Associate Director, Survey Research Center at 336-841-9651 or bmcdonal@highpoint.edu. Thank you for your time, Brian"

⁴ "Before we end the survey, we would like to see if you would be interested in participating in a future texting (SMS) survey. We must obtain your consent before we can send you an automatic text message - initiating the survey. You will be able to, at any time, revoke your consent and stop receiving future text messages. Do I have your consent? Your identity will remain confidential. Keep in mind that all we have is your telephone number." ⁵ HPU Poll 40 (60 consented; conducted 9/12/15-9/22/15; n=265), HPU Poll 41 (90 consented; conducted 9/26/15-10/1/15; n=320), and HPU Poll 42 (95 consented; conducted 11/7/15-11/12/15; n=398).

Survey Timing

The minimum time spent completing the survey was 8 minutes (the maximum time was 16 hours 4 minutes). The median time spent on the survey was 1 hour 14 minutes. Almost half (47 percent) completed the survey within the hour (between 8 minutes and 60 minutes). Almost all participants (88 percent) completed the survey the same day (the survey launched at 4:00pm). Only 12 percent took longer than 8 hours to complete the texting survey.

Data was retrieved one week later (on 01/05/2016). Five emails bounced back. Two participants opted into the study via this recruitment method after the first email solicitation. Three additional participants after a reminder email 1 week later.

Survey Completion

There were a total of 25 questions on the text survey. One hundred (100) participants completed all of the questions. After receiving the closing message "That's it! Thank you for participating," eleven participants replied with a message (6 said "you're welcome," 2 said "no problem," 1 said "No thank you and you enjoy the rest of your day," 1 asked "Did you all have a good Christmas," and 1 sent the emoticon "©").

There were 27 outgoing messages and 24 incoming messages for each completed SMS survey if the respondent answered each question within the question parameters:

- 43% of participants were sent 28 or 29 messages, which means that they didn't respond to a question and were sent it again, or mis-answered a question and was texted to respond using the question parameters.
- 24% of respondents texted more than the 24 messages (25, 26, or 27), which means that they didn't answer a question correctly (and re-answered it), or sent a text that was not an answer to the question (i.e., responding to the last thank you message, or texting OK or START at the onset).

SURVEY QUESTIONS & RESPONSES ⁶

You agreed during a phone interview to participate in a text survey conducted by High Point University. Text 'STOP' to end messages at any time. Standard msg&data rates may apply. ⁷

There are less than 25 questions on this survey. Your responses will not be associated with your cell phone number. Msg freq depends on responses given.

Some cell phones are called 'smartphones' because of certain features they have.⁸

Is your cell phone a smartphone? (n=108)

Yes – 88 percent No – 7 percent Unsure/Skip – 5 percent

In the last year, have you used your cell phone to look for similar information about a job? (n=108)

Yes – 51 percent No – 47 percent Unsure/Skip – 2 percent

In the last year, have you used your cell phone to submit a job application? (n=105)

Yes – 11 percent No – 87 percent Unsure/Skip – 2 percent

In the last year, have you used your cell phone to look up government services or information? (n=107)

Yes – 67 percent No – 30 percent Unsure/Skip – 3 percent

⁶ Percentages may not add to 100 because of rounding.

⁷ After Message 1, 24 participants responded 'STOP' and ceased to receive messages. One responded 'OK' and 2 responded 'YES,' which didn't affect the survey messages.

⁸ After this 3rd text message, the first question of the survey, 16 participants responded 'STOP' and ceased to receive messages. If the participant didn't respond to a question, the software would resend the message at 4:00pm. This happened to 121 participants. After being resent the message again, 10 participants responded 'STOP' and ceased to receive messages.

In the last year, have you used your cell phone to take a class or watch educational content? (n=105)

Yes – 33 percent No – 63 percent Unsure/Skip – 4 percent

In the last year, have you used your cell phone to look up information about a health condition? (n=106)

Yes – 76 percent No – 2 percent Unsure/Skip – 2 percent

In the last year, have you used your cell phone to look up information about a place to live? (n=105)

Yes – 49 percent No – 51 percent Unsure/Skip – 0 percent

In the last year, have you used your cell phone to do online banking? (n=102)

Yes – 79 percent No – 21 percent Unsure/Skip – 0 percent

In the last year, have you used your cell phone to get turn-by-turn navigation while you are driving? (n=100)

Yes – 89 percent No – 10 percent Unsure/Skip – 1 percent

In the last year, have you used your cell phone to get public transit information? (n=102)

Yes – 28 percent No – 72 percent Unsure/Skip – 1 percent

In the last year, have you used your cell phone to follow along with breaking news events? (n=99)

Yes – 84 percent No – 16 percent Unsure/Skip – 0 percent In the last year, have you used your cell phone to make a monetary donation to a political or charitable cause? (n=102)

Yes – 17 percent No – 82 percent Unsure/Skip – 1 percent

In the last year, have you used your cell phone to learn about events or activities in your community? (n=102)

Yes – 74 percent No – 23 percent Unsure/Skip – 4 percent

In the last year, have you used your cell phone to report a problem in your neighborhood to the local authorities? (n=100)

Yes – 28 percent No – 71 percent Unsure/Skip – 1 percent

In the last year, have you used your cell phone to help resolve an emergency situation? (n=100)

Yes – 30 percent No – 65 percent Unsure/Skip – 5 percent

Have you ever had trouble doing something because you didn't have your cell phone with you? (n=98)

Yes – 69 percent No – 30 percent Unsure/Skip – 1 percent

Do you happen to know what a selfie is? (n=100)

Yes – 96 percent No – 4 percent Unsure/Skip – 0 percent

(Only asked if respondent answered 'yes' above) Have you ever shared a selfie on a photo sharing or social networking site such as Facebook, Instagram or Snapchat? (n=96)

Yes – 64 percent No – 37 percent Unsure/Skip – 0 percent What is your gender? (n=100)

Male – 55 percent Female – 45 percent

What best describes your race/ethnicity? (n=100)

White or Caucasian – 66 percent African-American – 17 percent Hispanic – 4 percent Other – 6 percent Skip – 7 percent

Age (calculated from year of birth) (n=100)

18-24 – 8 percent 25-34 – 16 percent 35-44 – 29 percent 45-54 – 23 percent 55-64 – 10 percent 65+ – 5 percent Refused – 9 percent

What best describes your highest level of education? (n=100)

High school grad or less – 9 percent Some college – 22 percent College graduate or more – 67 percent Skip – 2 percent

What best describes your yearly income? (n=100)

Less than \$30,000 - 16 percent \$30,000-\$49,999 - 21 percent \$50,000-\$74,999 - 27 percent \$75,000+ - 22 percent Skip - 14 percent



Example SMS Survey

You agreed during a phone interview to participate in a text survey conducted by High Point University. Text 'STOP' to end messages at any time. Standard msg&data rates may apply.

There are less than 25 questions on this survey. None of your responses will not be associated with your cell phone number. Msg freq depends on responses given.

Some cell phones are called 'smartphones' because of certain features they have. Is your cell phone a smartphone? (1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to look for information about a job? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to submit a job application? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to look up government services or information? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

2

2

1

In the last year, have you used your cell phone to take a class or watch educational content? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to look up information about a health condition? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to look up information about a place to live? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to do online banking? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to get turn-by-turn navigation while you are driving? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to get public transit information? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to follow along with breaking news events? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to make a monetary donation to a political or charitable cause? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to learn about events or activities in your community? (Press 1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to report a problem in your neighborhood to the local authorities? (1 for Yes, 2 for No, 3 for Unsure/Skip)

2

In the last year, have you used your cell phone to help resolve an emergency situation? (1 for Yes, 2 for No, 3 for Unsure/Skip)

Have you ever had trouble doing something because you didn't have your cell phone with you? (1 for Yes, 2 for No, 3 for Unsure/Skip)

Do you happen to know what a selfie is? (1 for Yes, 2 for No, 3 for Unsure/Skip)

Have you ever shared a selfie on a photo sharing or social networking site such as Facebook, Instagram or Snapchat? (1 for Yes, 2 for No, 3 for Unsure/Skip)

Only 5 more demographic questions, then we are done! What is your gender? (1 for Male, 2 for Female, 3 for Unsure/Skip)

Which best describes your race/ethnicity? (1 for White, 2 for African-American, 3 for Hispanic, 4 to skip)

What year were you born? (Enter 2000 to skip)

What best describes your highest level of education? (1 for High school grad or less, 2 for Some college, 3 for College graduate or more, 4 to skip)

What best describes your yearly income? (1 for Less than \$30,000, 2 for \$30,000-\$49,999, 3 for \$50,000-\$74,999, 4 for \$75,000+, 5 to skip)

Anything else you would like to add? (You are limited to 160 characters)

Thank you for letting me participate!

Thats it! Thank you for participating.

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SPSS Frequency Output

Frequencies

Recruitment Method Frequency Percent Valid Percent

Cumulative

		Frequency	Percent	Valid Percent	Percent
Valid	Verbal Consent	104	95.4	95.4	95.4
	Email Opt-in	5	4.6	4.6	100.0
	Total	109	100.0	100.0	

Some cell phones are called 'smartphones' because of certain features they have. Is your cell phone a smartphone? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	87.2	88.0	88.0
	No	8	7.3	7.4	95.4
	Unsure/Skip	5	4.6	4.6	100.0
	Total	108	99.1	100.0	
Missing	System	1	.9		
Total		109	100.0		

In the last year, have you used your cell phone to look for information about a job? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	55	50.5	50.9	50.9
	No	51	46.8	47.2	98.1
	Unsure/Skip	2	1.8	1.9	100.0
	Total	108	99.1	100.0	
Missing	System	1	.9		
Total		109	100.0		

In the last year, have you used your cell phone to submit a job application? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	11.0	11.4	11.4
	No	91	83.5	86.7	98.1
	Unsure/Skip	2	1.8	1.9	100.0
	Total	105	96.3	100.0	
Missing	System	4	3.7		
Total		109	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	66.1	67.3	67.3
	No	32	29.4	29.9	97.2
	Unsure/Skip	3	2.8	2.8	100.0
	Total	107	98.2	100.0	
Missing	System	2	1.8		
Total		109	100.0		

In the last year, have you used your cell phone to look up government services or information? (1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to take a class or watch educational content? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	35	32.1	33.3	33.3
	No	66	60.6	62.9	96.2
	Unsure/Skip	4	3.7	3.8	100.0
	Total	105	96.3	100.0	
Missing	System	4	3.7		
Total		109	100.0		

In the last year, have you used your cell phone to look up information about a health condition? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	74.3	76.4	76.4
	No	23	21.1	21.7	98.1
	Unsure/Skip	2	1.8	1.9	100.0
	Total	106	97.2	100.0	
Missing	System	3	2.8		
Total		109	100.0		

In the last year, have you used your cell phone to look up information about a place to live? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	46.8	48.6	48.6
	No	54	49.5	51.4	100.0
	Total	105	96.3	100.0	
Missing	System	4	3.7		
Total		109	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	74.3	79.4	79.4
	No	21	19.3	20.6	100.0
	Total	102	93.6	100.0	
Missing	System	7	6.4		
Total		109	100.0		

In the last year, have you used your cell phone to do online banking? (1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to get turn-by-turn navigation while you are driving? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	81.7	89.0	89.0
	No	10	9.2	10.0	99.0
	Unsure/Skip	1	.9	1.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

In the last year, have you used your cell phone to reserve a taxi or car service? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	27.5	29.4	29.4
	No	72	66.1	70.6	100.0
	Total	102	93.6	100.0	
Missing	System	7	6.4		
Total		109	100.0		

In the last year, have you used your cell phone to get public transit information? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	25.7	27.5	27.5
	No	73	67.0	71.6	99.0
	Unsure/Skip	1	.9	1.0	100.0
	Total	102	93.6	100.0	
Missing	System	7	6.4		
Total		109	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	76.1	83.8	83.8
	No	16	14.7	16.2	100.0
	Total	99	90.8	100.0	
Missing	System	10	9.2		
Total		109	100.0		

In the last year, have you used your cell phone to follow along with breaking news events? (1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to make a monetary donation to a political or charitable cause? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	15.6	16.7	16.7
	No	84	77.1	82.4	99.0
	Unsure/Skip	1	.9	1.0	100.0
	Total	102	93.6	100.0	
Missing	System	7	6.4		
Total		109	100.0		

In the last year, have you used your cell phone to learn about events or activities in your community? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	75	68.8	73.5	73.5
	No	23	21.1	22.5	96.1
	Unsure/Skip	4	3.7	3.9	100.0
	Total	102	93.6	100.0	
Missing	System	7	6.4		
Total		109	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	25.7	28.0	28.0
	No	71	65.1	71.0	99.0
	Unsure/Skip	1	.9	1.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

In the last year, have you used your cell phone to report a problem in your neighborhood to the local authorities? (1 for Yes, 2 for No, 3 for Unsure/Skip)

In the last year, have you used your cell phone to help resolve an emergency situation? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	27.5	30.0	30.0
	No	65	59.6	65.0	95.0
	Unsure/Skip	5	4.6	5.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

Have you ever had trouble doing something because you didn't have your cell phone with you? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	62.4	69.4	69.4
	No	29	26.6	29.6	99.0
	Unsure/Skip	1	.9	1.0	100.0
	Total	98	89.9	100.0	
Missing	System	11	10.1		
Total		109	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	96	88.1	96.0	96.0
	No	4	3.7	4.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

Do you happen to know what a selfie is? (1 for Yes, 2 for No, 3 for Unsure/Skip)

Have you ever shared a selfie on a photo sharing or social networking site such as Facebook, Instagram or Snapchat? (1 for Yes, 2 for No, 3 for Unsure/Skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	56.0	63.5	63.5
	No	35	32.1	36.5	100.0
	Total	96	88.1	100.0	
Missing	System	13	11.9		
Total		109	100.0		

Only 5 more demographic questions, then we are done! What is your gender? (1 for Male, 2 for Female, 3 to skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	55	50.5	55.0	55.0
	Female	45	41.3	45.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	66	60.6	66.0	66.0
	African-American	17	15.6	17.0	83.0
	Hispanic	4	3.7	4.0	87.0
	Other	6	5.5	6.0	93.0
	Skip	7	6.4	7.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

Which best describes your race/ethnicity? (1 for White, 2 for African-American, 3 for Hispanic, 4 for Other, 5 to skip)

Age (calcualated from year born)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	8	7.3	8.0	8.0
	25-34	16	14.7	16.0	24.0
	35-44	29	26.6	29.0	53.0
	45-54	23	21.1	23.0	76.0
	55-64	10	9.2	10.0	86.0
	65+	5	4.6	5.0	91.0
	Refused	9	8.3	9.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

What best describes your highest level of education? (1 for High school grad or less, 2 for Some college, 3 for College graduate or more, 4 to skip)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school grad or less	9	8.3	9.0	9.0
	Some college	22	20.2	22.0	31.0
	College graduate or more	67	61.5	67.0	98.0
	Skip	2	1.8	2.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$30,000	16	14.7	16.0	16.0
	\$30,000-\$49,999	21	19.3	21.0	37.0
	\$50,000-\$74,999	27	24.8	27.0	64.0
	\$75,000+	22	20.2	22.0	86.0
	Skip	14	12.8	14.0	100.0
	Total	100	91.7	100.0	
Missing	System	9	8.3		
Total		109	100.0		

What best describes your yearly income? (1 for Less than \$30,000, 2 for \$30,000-\$49,999, 3 for \$50,000-\$74,999, 4 for \$75,000+, 5 to skip)

Frequencies

Statistics

		Length in hours/minutes to complete		
Ν	Valid	99		
	Missing	10		
Mean		3:07:05		
Median		1:14:00		
Std. Deviation		3:45:34		
Variance		183189092.4		
Minimum		0:08:00		
Maximum		16:04:00		

how long to complete

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completed between 1-10 minutes	11	10.1	11.1	11.1
	Completed between 11-20 minutes	16	14.7	16.2	27.3
	Completed between 21-30 minutes	8	7.3	8.1	35.4
	Completed between 31-60 minutes	11	10.1	11.1	46.5
	Completed at least the same day (between 1-8 hours)	41	37.6	41.4	87.9
	Completed longer than 8 hours	12	11.0	12.1	100.0
	Total	99	90.8	100.0	
Missing	System	10	9.2		
Total		109	100.0		