

WELCOME TO:



MMS push-to-web to reach historically under-represented subgroups: Recent results and how to start using this modality

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For more information, contact;

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Join us for the Next Webinar in
the 2024 Series:

The Past, Present, and Future of
Exit Polls

Presenter: Marc Trussler

September 18th, 2024

1:00 PM – 2:00 PM ET



Please enter your questions in the Q&A box at the bottom of your screen.



Please complete the webinar survey immediately following the session.



TODAY'S PRESENTERS

Matt Hayes

Joel LaLone

MMS Push-to-Web to Reach Difficult-to-Access Populations

Recent Results and How to Start Using this Modality

Thursday, August 22, 2024, 1:00 p.m. EST
AAPOR 2024 Webinar Series

Presenters:

*Mr. Matt Hayes, Director of Outreach Solutions
Tele-Town Hall, LLC
(Arlington, Virginia, USA)*

*Mr. Joel LaLone, Director
The Center for Community Studies at Jefferson Community College
(State University of New York, Watertown, NY, USA)*



The Two *Educational* Goals for this Webinar:



To assist other polling groups who may face similar sampling/reach challenges, today's goals are to:

1. Describe how MMS push-to-web works and how one starts using it as a mode of outreach.
2. Show recent survey results illustrating that MMS push-to-web methodology has been used to address recent polling challenges and improve reach (including effective practices that have emerged, and next experiments planned).

Outline of Objectives for this Session:

Goal #1: How does MMS Push-to-Web work?

- **What is Peer-to-Peer Texting**
- **How Do I Get Started?**
- **Types of Messages**
- **Best Practices**

Goal #2: Has MMS Push-to-Web been effective?

- **Background: Who is the Center for Community Studies at SUNY Jefferson?**
- **Recent Survey Sampling Challenges**
- **How we got started with MMS push-to-web**
- **Recent Sampling Experiments – Using MMS**
- **Most Effective Practices Developed**
- **Summary of Benefits Realized from Utilizing MMS push-to-web**
- **Future Plans using MMS**

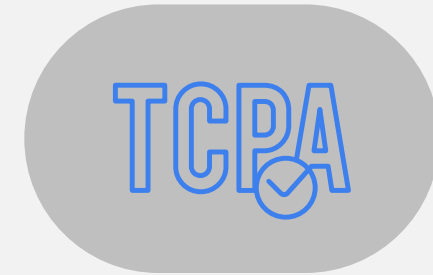
Goal #1:

What is MMS Push-to-Web
and how does it work?

TTH Peer-to-Peer Texting Engine

- **TCPA**
 - No prerecorded messages to mobiles without prior consent
 - No auto dialed informational calls or texts are permitted to mobiles without consent.
 - Texts are considered calls according to the FCC.
 - Telemarketing calls limited

- **The U.S. Supreme Court (Facebook v. Duguid April 2021)**
 - Narrowed the definition of an auto dialer to one that generates random or sequential phone numbers
 - TTH Peer-to-Peer (P2P) Text Platform is NOT an ATDS



Where to begin...10 DLC Registration

- 10DLC = 10-digit long code means that number is registered through a third-party organization - [The Campaign Registry](#) (TCR).
 - Major carriers mandate numbers be registered (similar to whitelisting websites)
 - Designed to ensure a positive/secure consumer experience
 - Protect the performance of your text campaigns
- Complete the vetting process
- Ensure your website includes specific language
 - Privacy policy
 - Opt-in mechanism and more
- If you are texting TO the US internationally, you will need to be registered as well. If you are texting internationally FROM the US, you need to abide by the recipient's country's rules – NOTE: Not all countries accept MMS Messages

TTH will assist with your application to get you registered



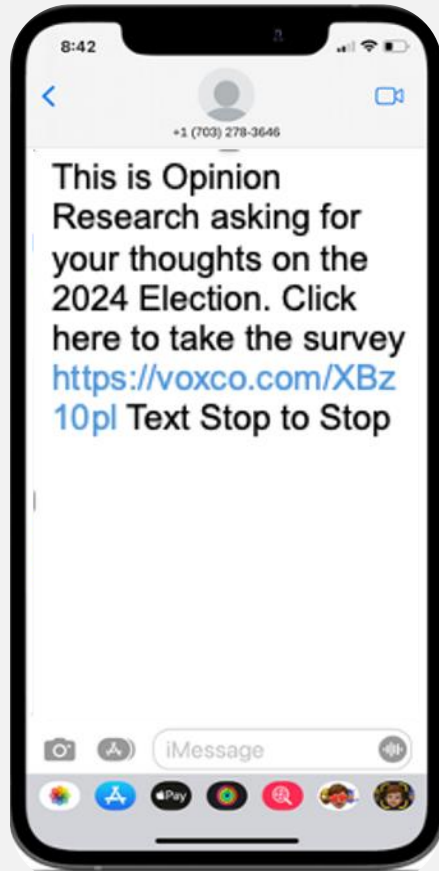
What is MMS vs. SMS?

- **MMS** stands for **Multimedia Messaging Service**. It was built using the same technology as SMS to allow SMS users to send multimedia content. It's most popularly used to send pictures, but can also be used to send audio, phone contacts, and video files.
- **Push-to-Web** indicates that the MMS/SMS message includes a link to an online survey.



Message Matters

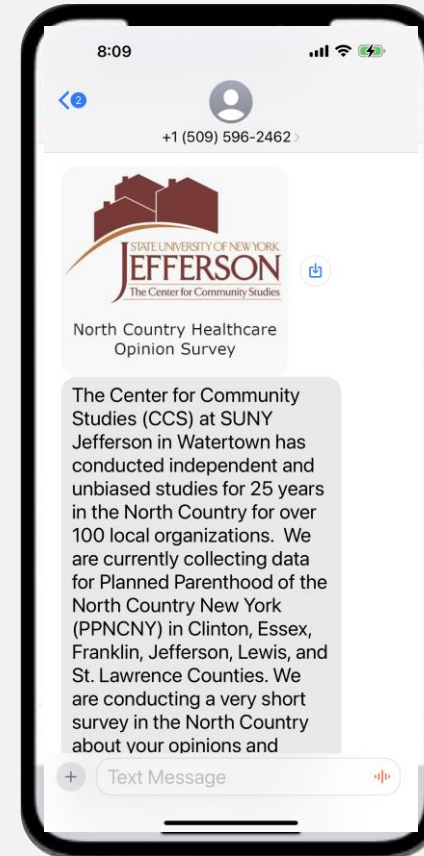
SMS (short message service)



Sample SMS

- Limited to 160 characters per segment
- Multiple segments allowed
- Text only – no special characters
- No graphics
- Minimal cost

MMS (multimedia messaging service)



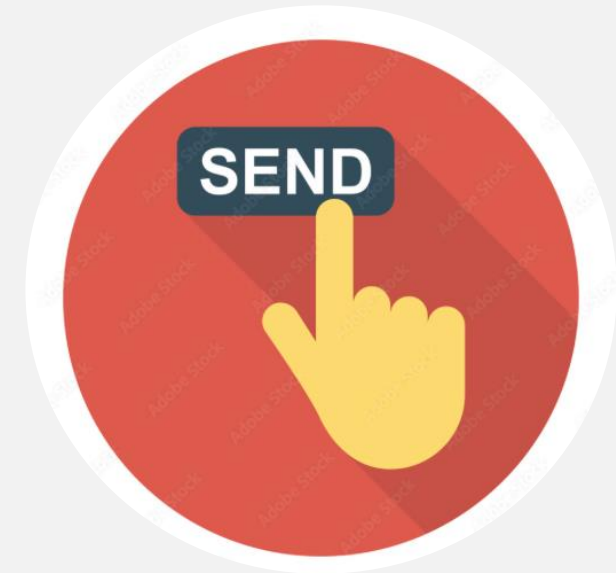
Sample Double MMS

- Unlimited characters
- Preserve line space (easier read)
- Higher action rates
- Less spam filtration (better delivery)
- Logo/Graphic (be noticed/legitimize)



Launch Timeline

- Generate the URLs (unique or open)
- Obtain cell phone sample based on study requirements
 - (voter files, membership lists, homeowners, patients, etc.)
- Scrub DNTs (Do Not Texts)
- Determine text sequence:
 - initial invite
 - reminder texts
 - partial completes
- Select time to send texts:
 - morning
 - noon
 - late afternoon/early evening (9P Stop Local Time)



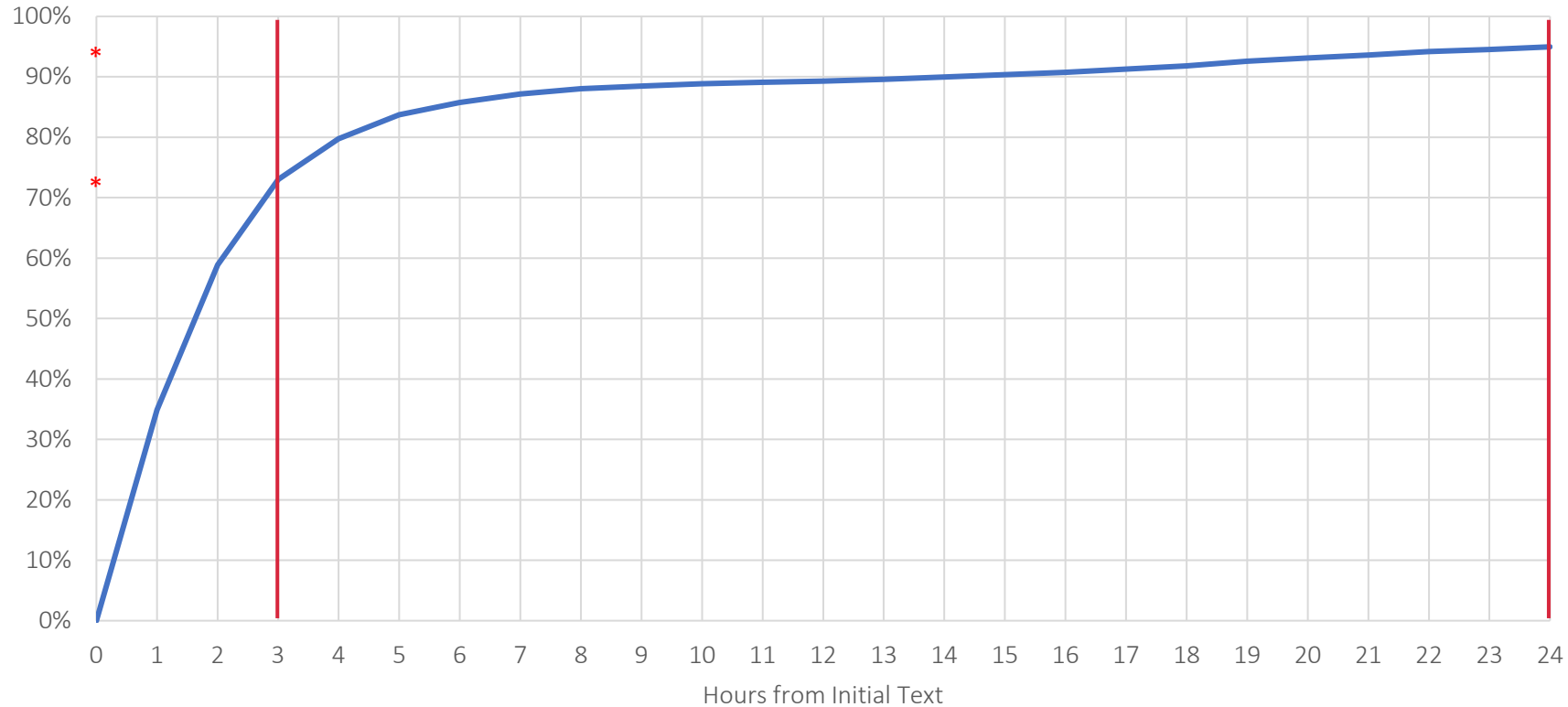
Invitation Observations

- Intro text language matters!
- Shorter is better.
- Specific information is helpful – e.g., mentioning geographic region, specific issue.
- Letting respondent know why they were selected is helpful.
- Trade-off in asking for respondent by name
 - Lower response rate, more opt-outs
 - Fewer respondents are disqualified
- If texter's name is used, female names do better than male.



Completion Timing

Flow of Completes over Time

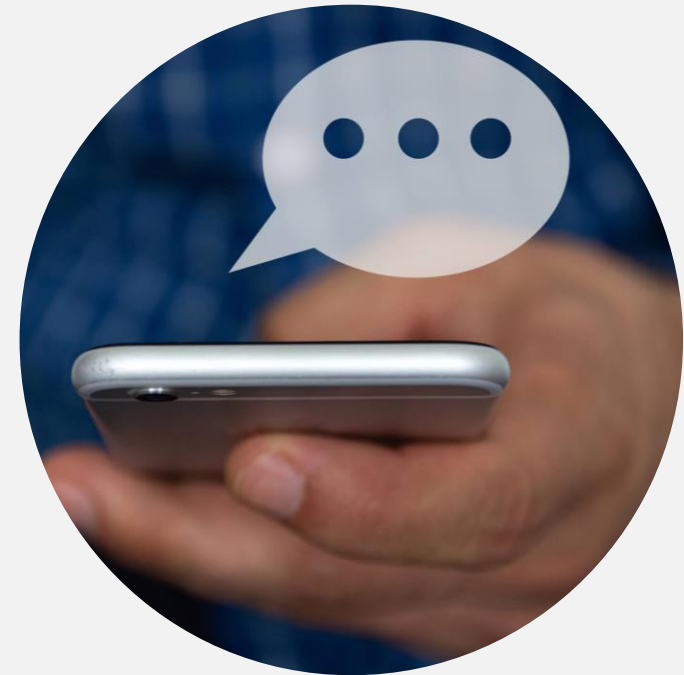


- Almost all responses (95%) gathered within 24 hours
- Most responses (73%) in three (3) hours
 - First hour: 35%
 - Next Hour: 24%
 - 3rd Hour : 14%



Best Practices Shared

- Whenever possible, identify the brand sending the text message.
- Include **REPLY STOP TO END** in your initial text message.
- Send confirmation of removal text for any opt-outs.
- Provide more information for HELP requests.
- Maintain “do not text” (DNT) list for opt-outs.
- Text within legal texting hours by state (usually 8A-9P local time).



The Perfect Intersection

- New mode to reach targeted audience
- Attention grabbing - new and different (MMS)
- Supplement to existing methodologies
- Fast responses - send more when necessary
- Affordable – Higher response rates, lower cost of complete



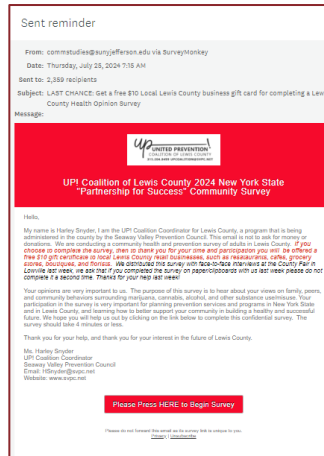
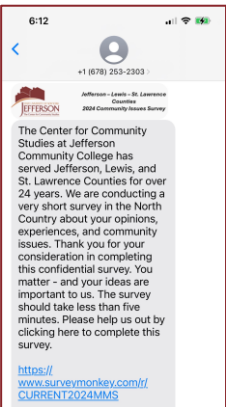
Goal #2:

Recent survey results illustrating MMS push-to-web methodology *outcomes*.

Background: The Center for Community Studies Briefly - who we are, and who we are not.



- Research Institute at a small college in New York State, USA
- Completed over 200 community-based studies in the State of New York and Ontario, Canada since 1999, employ over 100 students each year, experiential learning
- Became member of AAPOR Transparency Initiative, October 2019
- Three part-time employees (faculty)
- Constantly have been assessing and modifying sampling methodology over past 25 years to address emerging challenges



Mr. Joel LaLone
Director



Mr. Larry Danforth
Research Director



Mr. Andy Draper
Research Coordinator



History – The history of modes of outreach employed since 2000 at the CCS



Our “Standard” *Outreach Protocol* for County/Community Surveying:

2000-2010 – Live telephone interviews on landlines

2010-2017 – Live telephone interviews on cells and landlines

2018-2023 – Live telephone interviews on cells and landlines, and email invitation push-to-web

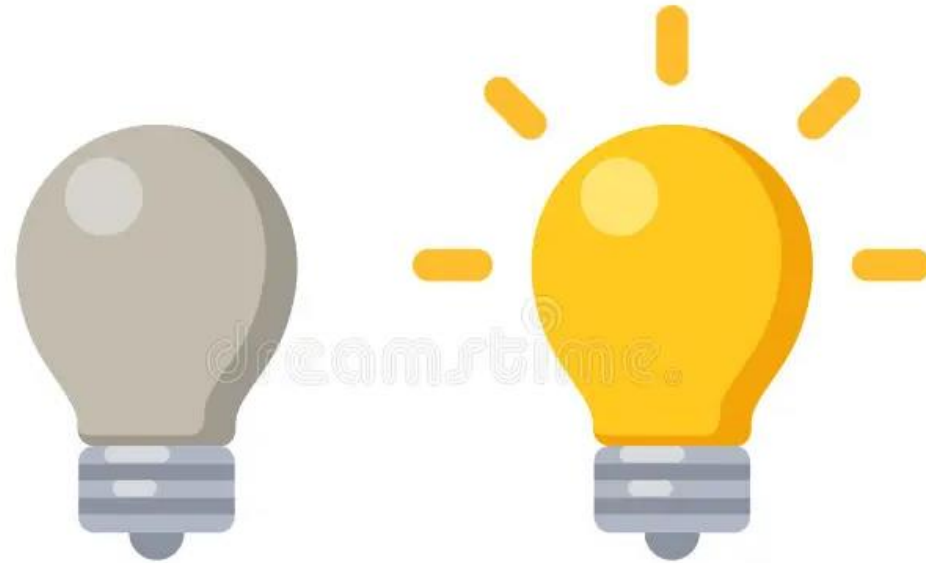
Challenges – Recent outreach challenges at CCS



- 1. Decreased response rates**
- 2. Increased cost**
- 3. Workforce issues if using live interviewers**
- 4. Anti-science societal attitudes**
- 5. Small targeted populations**
- 6. Saturation – we sample each county 3+ times annually**
- 7. Unaware of sufficient panel houses available**
- 8. Small, local, low-budget, clients**
- 9. Meeting participants where they are in 2024**
- 10. Rarely have paid incentives/rewards**

It all changed in Fall 2023

The leadership of the Center for Community Studies attended a webinar that was posted on AAPOR.net in Fall 2023, learned about MMS Push-to-Web (similar to today's goals) and incorporated this mode of outreach as one in its multi-mode approach.



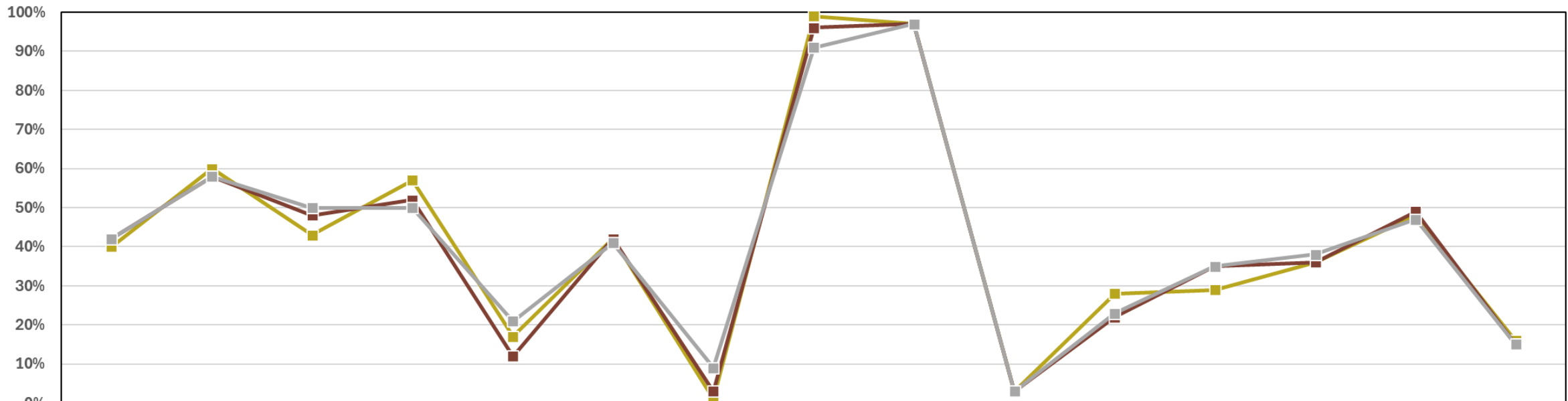
Recent Sampling Experiments – Three recent studies completed involving MMS as one of several modes

Date	Client	Study Goals	Modes of Outreach	n
April 2024	Center for Community Studies (3 NNY counties)	Annual Tri-County Omnibus “Current Issues” Community Survey <ul style="list-style-type: none"> • Quality-of-life • Agriculture • Recreation • Short Term Rentals • Election 2024 	Email, MMS, Phone	1,882
June 2024	Fort Drum Regional Health Planning Organization (FDRHPO) (3 NNY counties)	Community Health Assessment <ul style="list-style-type: none"> • Experience with Healthcare • Health Status/Situation • Healthy Lifestyle Choices 	Email, MMS, Phone	1,878
July 2024	Planned Parenthood NCNY (6 NNY counties)	Women’s Reproductive Rights and Healthcare - Community Survey <ul style="list-style-type: none"> • Familiarity/Awareness • Access and Utilization • Community Needs and Engagement 	Email, MMS, Phone	2,099

Characteristics of Participants – Our Omnibus



Characteristics of the Sample By Mode (unweighted)
Center for Community Studies - Annual "Current Issues" Omnibus Community Survey
 (April 2024, 3 counties, n=1,882)

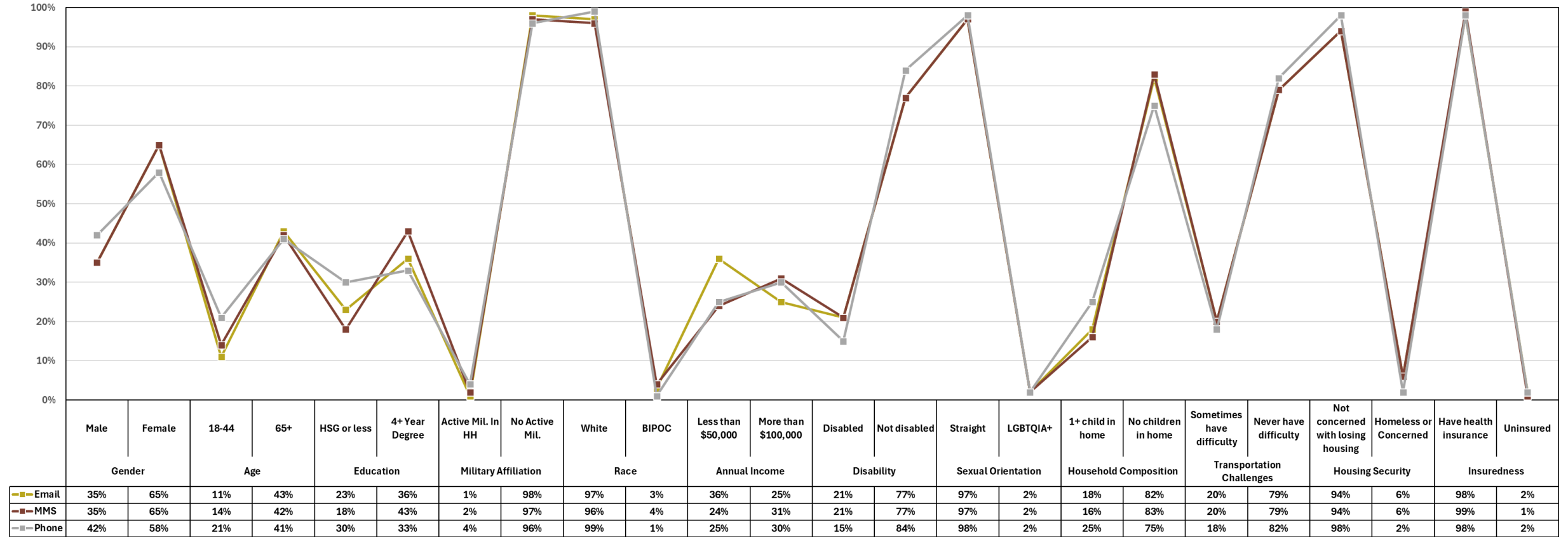


	Male	Female	18-59	60+	HSG or less	4+ Year Degree	Active Military in HH	No Active Military	White	BIPOC	Less than \$50,000	More than \$100,000	Conservative	Neither	Liberal
	Gender		Age		Education		Military Affiliation		Race		Annual Income		Political Beliefs		
—■— Email	40%	60%	43%	57%	17%	42%	1%	99%	97%	3%	28%	29%	36%	48%	16%
—■— MMS	42%	58%	48%	52%	12%	42%	3%	96%	97%	3%	22%	35%	36%	49%	15%
—■— Phone	42%	58%	50%	50%	21%	41%	9%	91%	97%	3%	23%	35%	38%	47%	15%

Characteristics of Participants – FDRHPO Community Health Assessment



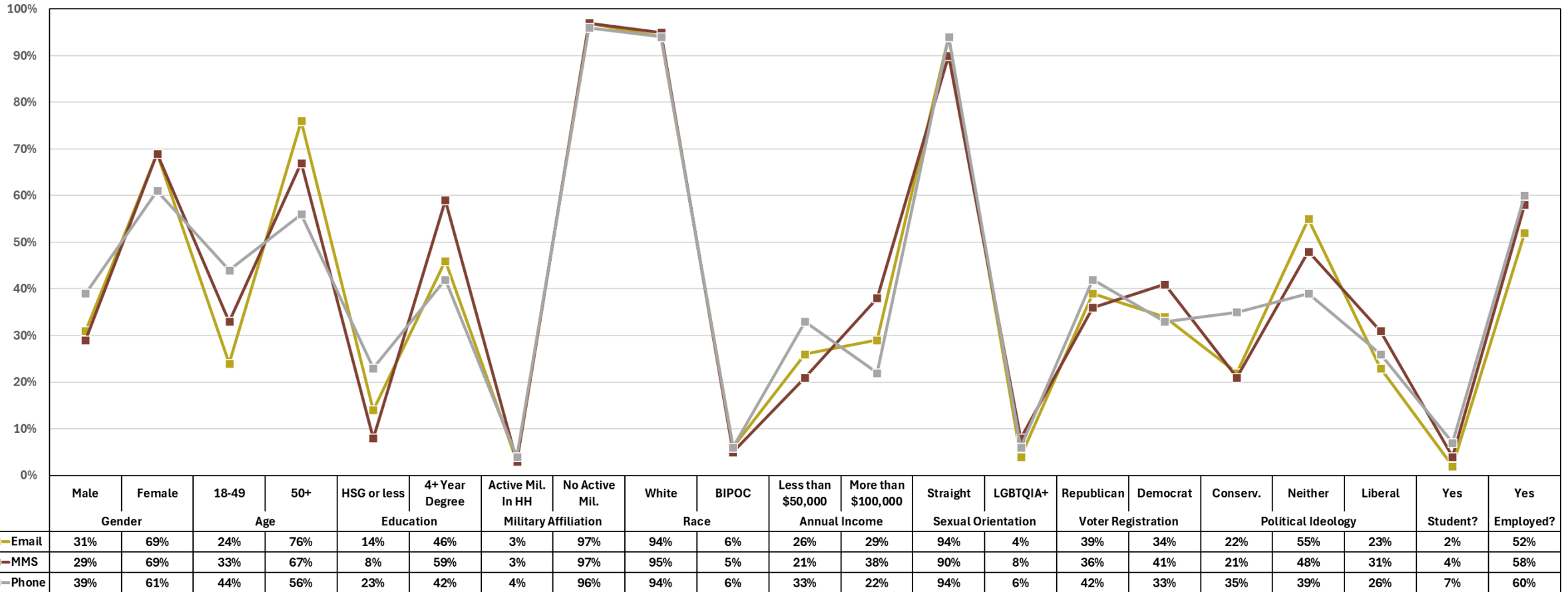
Characteristics of the Sample By Mode (unweighted)
 Fort Drum Regional Health Planning Organization - Annual Community Health Assessment Survey
 (June 2024, 3 counties, n=1,878)



Characteristics of Participants – Planned Parenthood – Women’s Healthcare – 6 Upstate NY Counties



Characteristics of the Sample By Mode (unweighted)
 Planned Parenthood North Country New York - Community Needs Survey
 (July 2024, 6 counties, n=2,099)



Outreach & Weighting Protocol – The typical modes of outreach and weighting schematic employed

Our “Standard” Outreach Protocol for County/Community Surveying:

Currently our multi-mode distribution involves approximately:

- 25% live interviewer on telephone (due to non-digitals in NNY, student experience, and U40-LowEd-Males)
- 35% email push-to-web
- 40% MMS push-to-web

****In Jefferson County, 20% by intercepts, with remaining 80% allocated by this distribution*

Our “Standard” Weighting Schematic for County/ Community Surveying:

We typically weight by:

- Age
- Gender
- Education
- Race
- County Population Size
- Political Ideology or PartyID

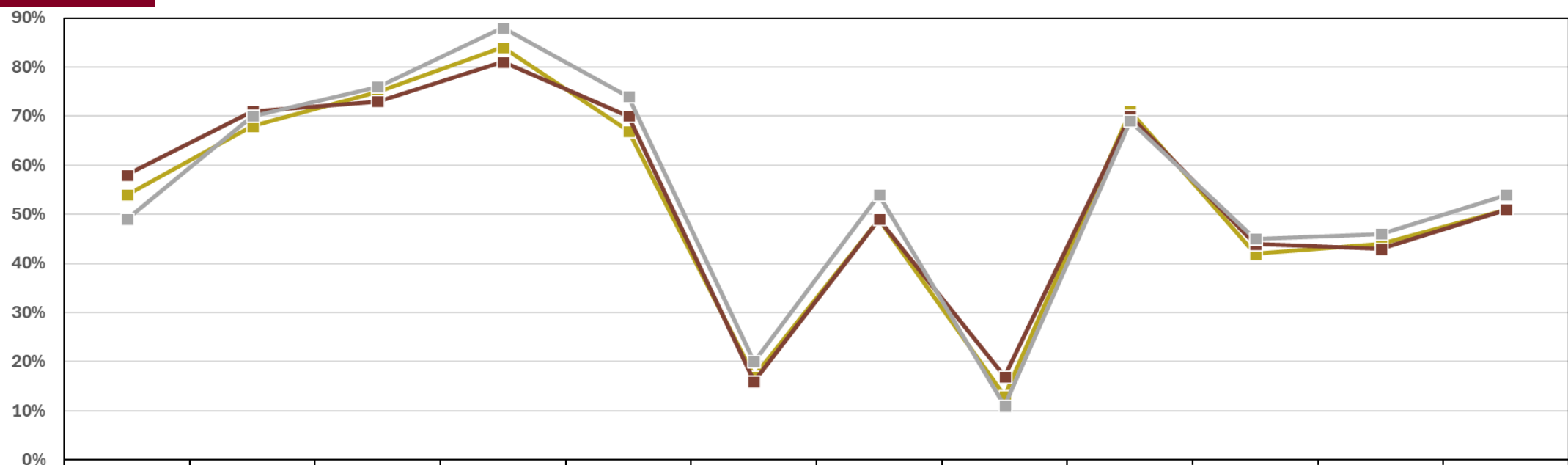
At times also weight by:

- Household Composition
- Home Ownership
- Military Affiliation

Survey Results – Current Local Issues of Importance – Our Annual Omnibus in 3 Northern NY Counties



Study Outcome Variables By Mode (weighted)
Center for Community Studies - Annual "Current Issues" Omnibus Community Survey
 (April 2024, 3 counties, 12 Q's from 35 in study, n=1,882)

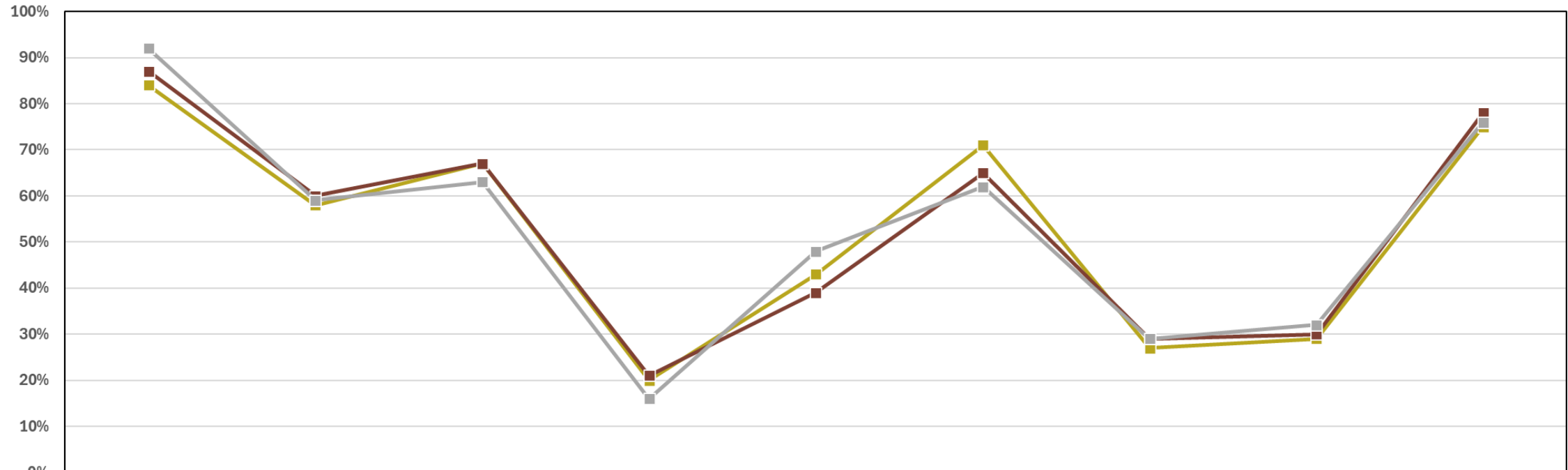


	Quality-of-Life		Agriculture		Recreation		Short Term Rentals		Election 2024 (couldn't resist, selected 4 Q's)			
—■— Email	54%	68%	75%	84%	67%	17%	49%	13%	71%	42%	44%	51%
—■— MMS	58%	71%	73%	81%	70%	16%	49%	17%	70%	44%	43%	51%
—■— Phone	49%	70%	76%	88%	74%	20%	54%	11%	69%	45%	46%	54%

Survey Results – FDRHPO – Community Health Assessment – 3 NNY Small Counties



Study Outcome Variables By Mode (weighted)
Fort Drum Regional Health Planning Organization - Annual Community Health Assessment Survey
 (June 2024, 3 counties, 9 Q's from 35 in study, n=1,878)



	Your Experiences with Healthcare			Your Health Situation/Status			Your Healthy Lifestyle Choices		
—■— Email	84%	58%	67%	20%	43%	71%	27%	29%	75%
—■— MMS	87%	60%	67%	21%	39%	65%	29%	30%	78%
—■— Phone	92%	59%	63%	16%	48%	62%	29%	32%	76%

Data Quality - we are satisfied with MMS introduction impact upon data quality – *our survey estimates*

Our Data Quality Checks:

Of course, we do not base our data quality assessment exclusively on observation of a small degree of mode effect.

Additionally, we complete continuous analysis of the outcomes of our weighted samples, by comparing our resulting weighted sample distributions for the following auxiliary variables to known high quality sources: (Census, US Army, Elections Board, DOH,...)

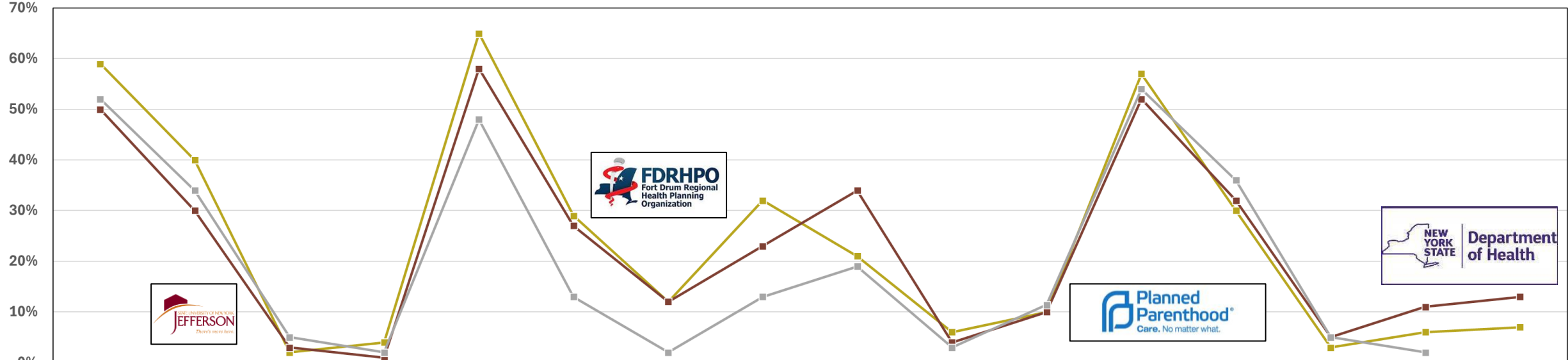
1. Election results
2. Zip Codes/Towns
3. Legislative Districts
4. Health insured
5. Military affiliation
6. Marital status
7. Household composition
8. Home ownership
9. Political ideology or party
10. Annual Incomes
11. Vaccination rates
12. Hospitalizations

And some attendees are probably interested in:

1. Response Rates (Email & Phone both 1%-2%; MMS 2%-4%)
2. Cost/Complete (if Email is \$X, then MMS is typically 2*\$X to 3*\$X, while Phone is 10*\$X or more)

Difficult-to-Access Subgroups – Social Determinants & Health Equity – Low Income, Disabled, LGBTQIA+, Transportation Challenged, Housing Challenged, Children in the Household, and our local D-to-A group: Active Military

Difficult-to-Access Subgroups (mode comparison, after standard weighting)
(December 2023 – July 2024)



	Low Income (<\$75k)	"Conservative" Political Ideology	Active Military in HH	LGBTQIA+	Low Income (<\$75k)	Disabled	Housing Insecure	Transportation Challenged	Active Military in HH	Uninsured	LGBTQIA+	Low Income (<\$75k)	"Conservative" Political Ideology	Active Military in HH	LGBTQIA+ (in 9 Upstate Rural Cos., Dec. 2023)	LGBTQIA+ (in 5 NYC Bor., May 2024)
	Center for CS Omnibus Annual "Current Issues" Study" (3-county)			FDRHPO Community Health Assessment (3-county)						PPNCNY Community Needs Survey (6-county)				NYS Department of Health		
—■— Email	59%	40%	2%	4%	65%	29%	12%	32%	21%	6%	10%	57%	30%	3%	6%	7%
—■— MMS	50%	30%	3%	1%	58%	27%	12%	23%	34%	4%	10%	52%	32%	5%	11%	13%
—■— Phone	52%	34%	5%	2%	48%	13%	2%	13%	19%	3%	11%	54%	36%	5%	2%	

The Impact of MMS - we are satisfied with MMS introduction impact upon data quality – *our reach of subgroups*

Key Reach-related Facts/Findings for the Center:

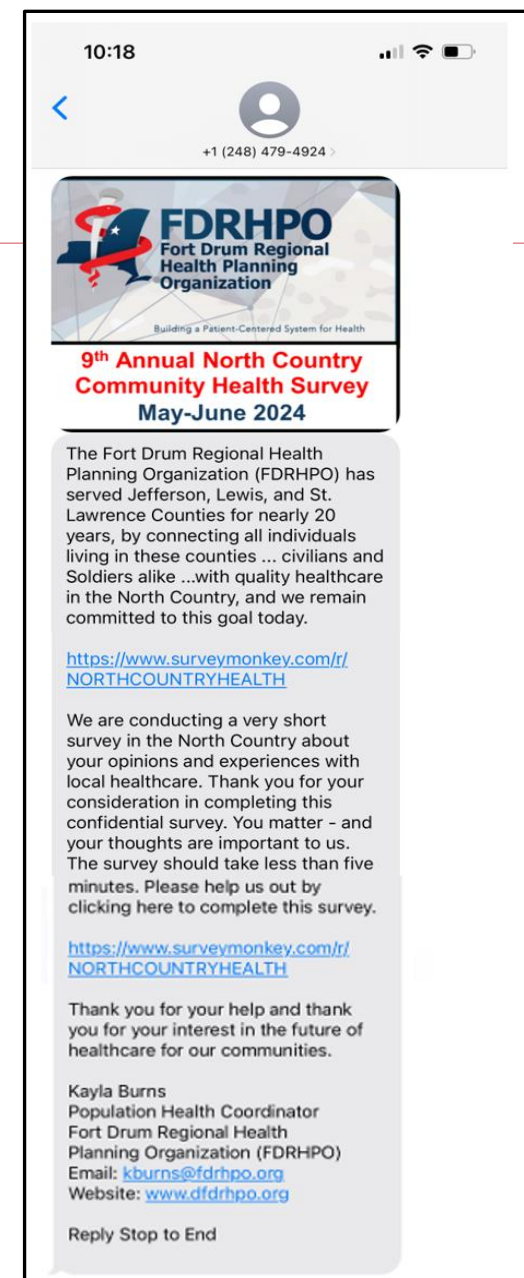
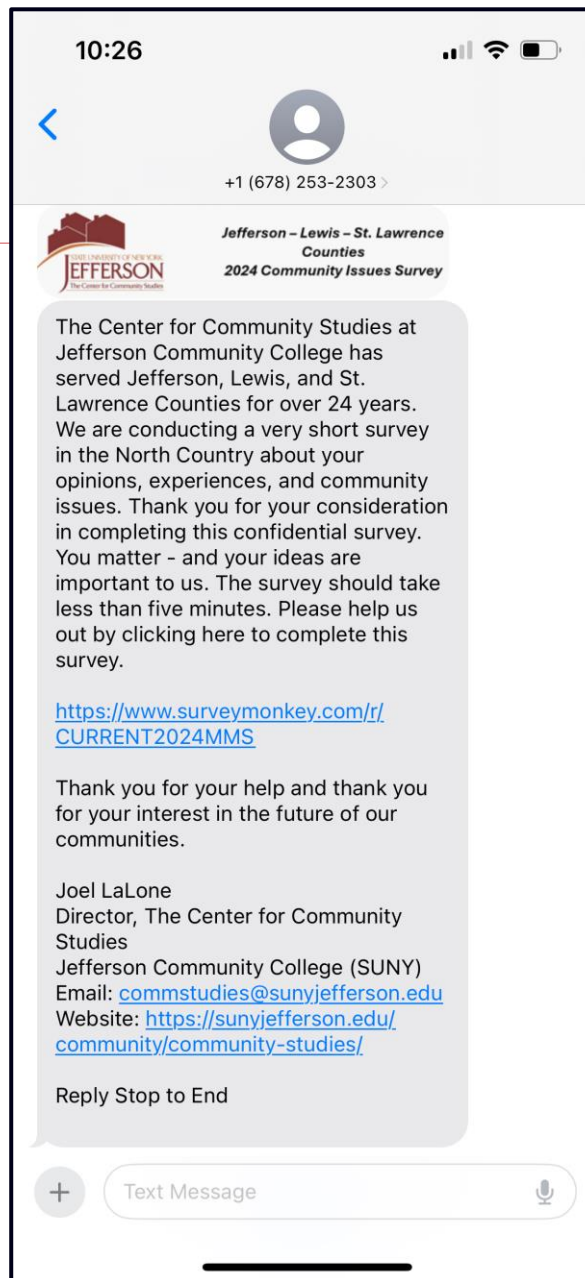
1. Without MMS we would no longer be able to attain enough reach to collect 400+ completes in **small counties**. This improvement in reach is instrumental in our **continued existence** at our College.
2. Furthermore, extrapolation of the impact of the observed increases in representation of *difficult-to-access subgroups* by MMS (from preceding slide/plot) suggests that this modality may **increase success in subgroup studies and analyses**.

Our Practices – Methods that Work Best for Us



- 1. Manners – please, thank you, and both this research and you are important.*
- 2. Object/Image at top – with local logos, and a descriptive statement that is similar to an email subject line.*
- 3. Be as local and recognizable as possible ... to state, county, even town level.*
- 4. Message informs of research group, goals, and where to direct questions.*
- 5. Agency principal researcher contact information prominent in the message.*
- 6. Voluntary Informed Consent agreement page as first survey page (IRB-ish).*
- 7. Survey of at most 30 items, maximize use of common scales (matrix Q's).*
- 8. Include at least one internal validity check.*
- 9. Use “local” area code as the number that lands on cells.*
- 10. Tuesday and Wednesday mornings are best for sends, starting at 9:00 am.*
- 11. Rarely use incentives/rewards.*

Examples of effective MMS messages:



Summary of Benefits – realized since adoption of MMS push-to-web as an additional mode of outreach

- 1. We are small (Joel-Larry-Andy), and we are Rural, we have no IT Department**
- 2. Small Counties, Challenge of Getting Sample (no county-level panels available)**
- 3. Quick Turn-around**
- 4. Less Collector Management by J-L-A**
- 5. Data Quality (we have 20+ years of data to trend, and we obsess about benchmarks)**
- 6. Improved Reach (to sparse rural populations, as well as subpopulations)**
- 7. Meet them where they are – MMS allows us to contact participants by a common and preferred communication technique in 2024**
- 8. Great support from MMS vendor, methodologically and legal/compliance.**
- 9. Targeting subgroups via cell # contact auxiliary data has been successful with MMS**
- 10. Affordable Cost (compared to other modes)**
- 11. We are a State School with shallow pockets, \$/C is essential to manage to survive**
- 12. Reduce Social Desirability versus Live Interviewer Phone (have not completed RCT's, but ...)**

Next Steps – emerging MMS outreach opportunity not yet attempted by the Center for Community Studies – future experiments

GabbyGraphic

- “Text images with a personal voice message” (Tele-Town Hall, 6/13/2024)
- Talking texts!
- Joel pic & voice? College President? Client? Community leader?



THANK YOU

Additional Questions for Us?

For additional questions and comments please feel free to contact us.

Joel LaLone: jlalone@sunyjefferson.edu

Matt Hayes: matt@teletownhall.com