



Improving the Use of Text-to-Web, A 2024 Mix-Mode Case Study

Presented by: Chelsea Goodale

What do we want to know about text-to-web?

Understanding Message Impact

Does message format & content impact response?

Levels of Awareness

Does respondent awareness vary by contact method?

Are differences in awareness due to the contact method or the respondent?

Who's Taking Our Surveys

Are there demographic differences between live dial and text-to-web respondents?

Are there ideological differences between respondents?

Overview of Experiments

Maryland Statewide

- Fielded Mid September
- n=207 Likely Voters

Using 4 separate samples (2,500 records each) to gauge the impact of:

- MMS vs SMS
- Content of the texts

Texas Statewide

- Fielded Late September
- n=816 Likely Voters

Using 3 separate samples, determine the difference between:

- Awareness from live to TTW
- Demographics from live to TTW
- Ability to meet quota between 2 text vs 7 text approach

California CD

- Fielded Early October
- n=482 Likely Voters

Using 2 separate samples, determine:

- Can questionnaire design impact the number of undecided voters?
- Is the partisan gap between samples consistently in one direction?

Statewide X

- Fielded March, 2025
- n=1,522 Registered Independent Likely Voters

Compared the demographics of live-dial and text-to-web respondents among a sample of registered Independents.

Understanding Message Impact

Examples of Message Text Tested

Scientific Appeal

- *We are conducting a study among Maryland residents about statewide issues. Responses are confidential and for research purposes only. We will NOT sell you anything or ask you for money.*

Fix the Polls

- *Hey @first_name@ - people always talk about how the "polls" get it wrong, right? Well, today is your chance to fix it!*

Oops

- *See how easy it is to mess up? You test something 15 times and still call people first name.*

} Human Approach

Time Sensitive

- *The poll will be open for 2 more days. OR Our poll is only open for 1 more day*
- *Our poll will close in the next two hours. If you have started the survey, but haven't finished, please click the link to do so now. If you haven't started, please take 5 minutes to complete the survey.*

Threaten to Call

- *You can take the survey now via the link or let us know if you'd prefer a call. OR If you would rather complete the survey over the phone, we have live interviewers available!*

2024 Election Short

- *We want to hear what you think about the 2024 election.*

Appeal to Gender/Age or Party

- *Did you know [gender & age group OR party description] are often underrepresented in polls?*
- *We only need 13 more [gender][age group] to take our Maryland poll. Please help us out!*

Examples of Images Tested

Image A



Image B



Image C



Image D



GIF



Maryland Project Design

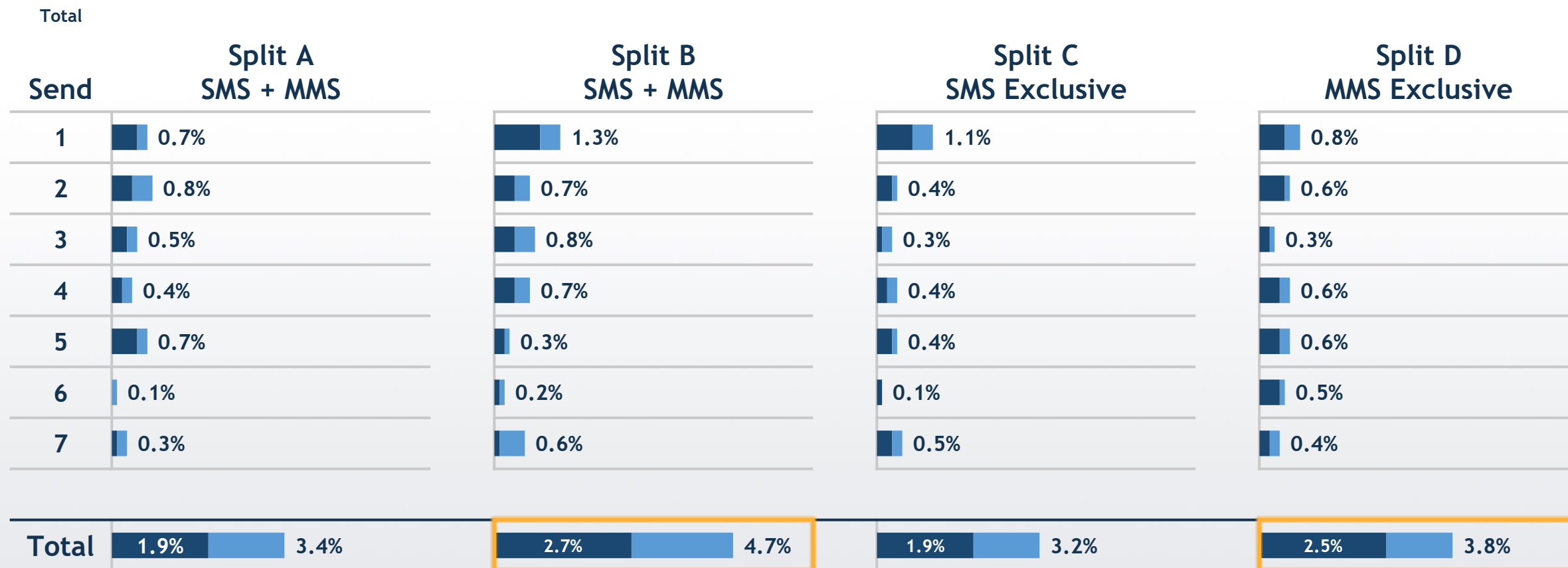
Split A: SMS + MMS		Split B: SMS + MMS		Split C: SMS Exclusive		Split D: MMS Exclusive	
• Threat to Call	SMS 2 Seg	• Scientific Appeal	MMS [Img A]	• Scientific Appeal	SMS 2 Seg	• Fix the Polls	MMS [Img A]
• Appeal to Gender/Age	MMS [Img A]	• Appeal to Party	SMS 2 Seg	• Appeal to Party	SMS 2 Seg	• Oops	MMS [GIF]
• 2024 Election Short	SMS 1 Seg	• 2024 Election Short	SMS 1 Seg	• 2024 Election Short	SMS 1 Seg	• Appeal to Gender/Age	MMS [Img B]
• Scientific Appeal + Time Sensitive	MMS [Img C]	• Time Sensitive	MMS [Img C]	• Scientific Appeal + Time Sensitive	SMS 2 Seg	• Scientific Appeal + Time Sensitive	MMS [Img C]
• Appeal to Gender/Age	SMS 1 Seg	• Threat to Call	SMS 1 Seg	• Threat to Call	SMS 1 Seg	• Appeal to Gender/Age + Threat to Call	MMS [Img D]
• Time Sensitive	SMS 1 Seg	• Time Sensitive	SMS 1 Seg	• Time Sensitive	SMS 1 Seg	• Time Sensitive	MMS [Img D]
• 2 Hours to Finish	SMS 2 Seg	• 2 Hours to Finish	SMS 2 Seg	• 2 Hours to Finish	SMS 2 Seg	• 2 Hours to Finish	MMS [Img D]

Does message format and content impact response?

SMS & MMS combined improve completion and overall engagement.

■ Completes
■ Partial/Terminates

% of Responses based on # of Texts Delivered in Send 1



Does message format and content impact response?

Both matter. MMS improves engagement, message drives completion rates.

Impact of Message Format % of Responses Across All Sends



MMS:
0.73% responded, 0.46% completed



SMS 2 Segment:
0.68% responded, 0.38% completed



SMS 1 Segment:
0.48% responded, 0.28% completed

Impact of Message Content % of Responses Across All Sends



Scientific Appeal:
0.86% responded, 0.53% completed



Fix the Polls + Oops Combination:
0.68% responded, 0.52% completed

	Responded	Completed
Appeal to Gender/Age	0.69%	0.41%
Appeal to Party	0.64%	0.40%
2024 Election Short	0.64%	0.32%
Threat to Call	0.56%	0.38%
2 Hours to Finish	0.58%	0.23%
Time Sensitive	0.42%	0.27%

Note: % calculated over total text sends across all splits.

Levels of Awareness

Texas Project Design

Live Dial

- Confirm Name on File + Scientific Appeal

Split A

- | | |
|---------------------|-------------|
| • Scientific Appeal | MMS [Img A] |
| • Appeal to Age | SMS 2 Seg |

Split B

- | | |
|-----------------------|-------------|
| • Scientific Appeal | MMS [Img A] |
| • Appeal to Age | SMS 2 Seg |
| • 2024 Election Short | SMS 1 Seg |
| • Time Sensitive | MMS [Img C] |
| • Time Sensitive | SMS 1 Seg |
| • Threat to Call | SMS 1 Seg |
| • 2 Hours to Finish | SMS 2 Seg |

California CD Project Design

Live Dial

- Confirm Name on File + Scientific Appeal

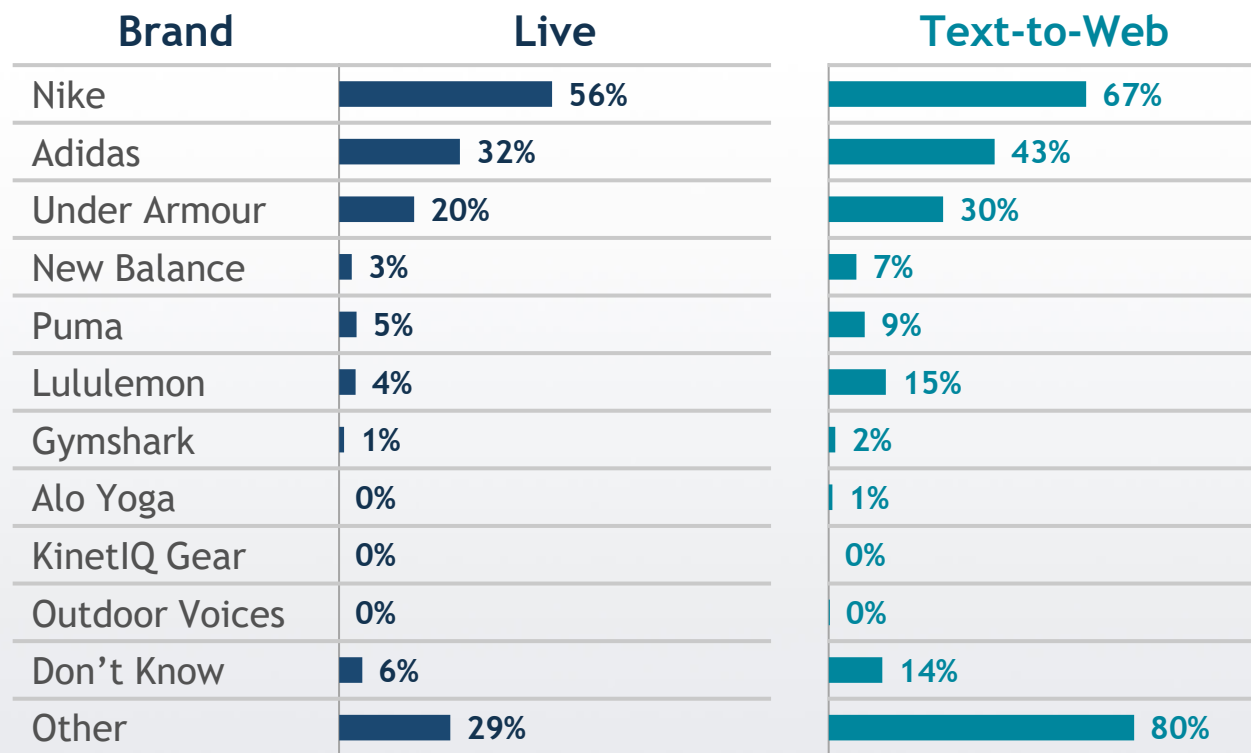
TTW

- | | |
|------------------------|-------------|
| • Scientific Appeal | MMS [Img A] |
| • Appeal to Gender/Age | SMS 2 Seg |
| • Threat to Call | SMS 2 Seg |
| • 2 Hours to Finish | MMS [Img C] |

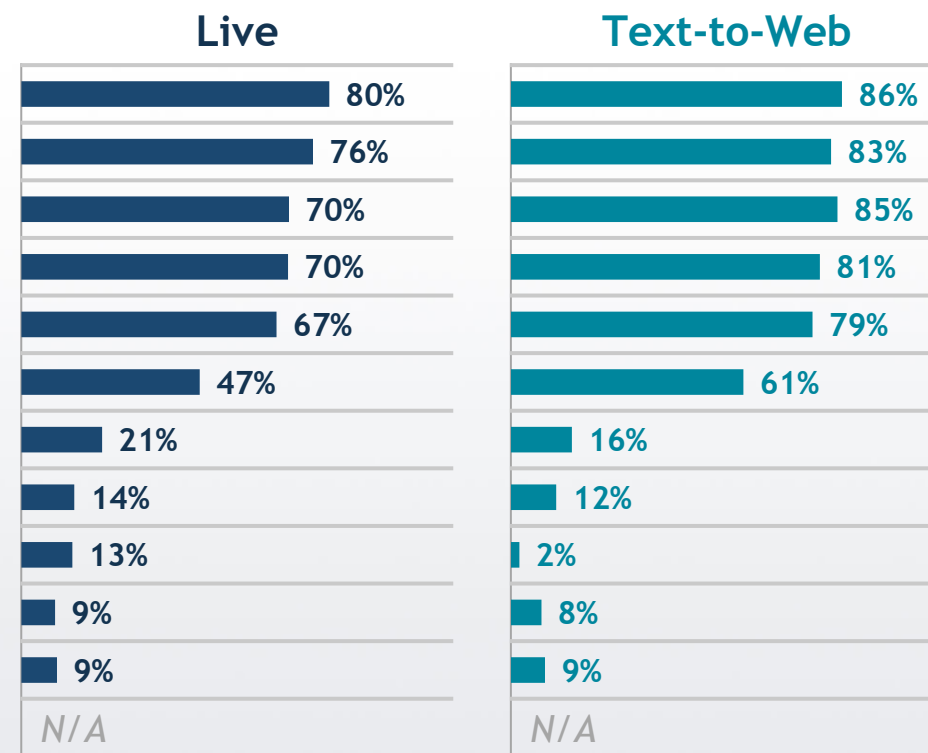
Does respondent awareness vary by contact method?

Both unaided and aided awareness are significantly higher among TTW.

Unaided Consumer Brand Awareness



Aided Consumer Brand Awareness

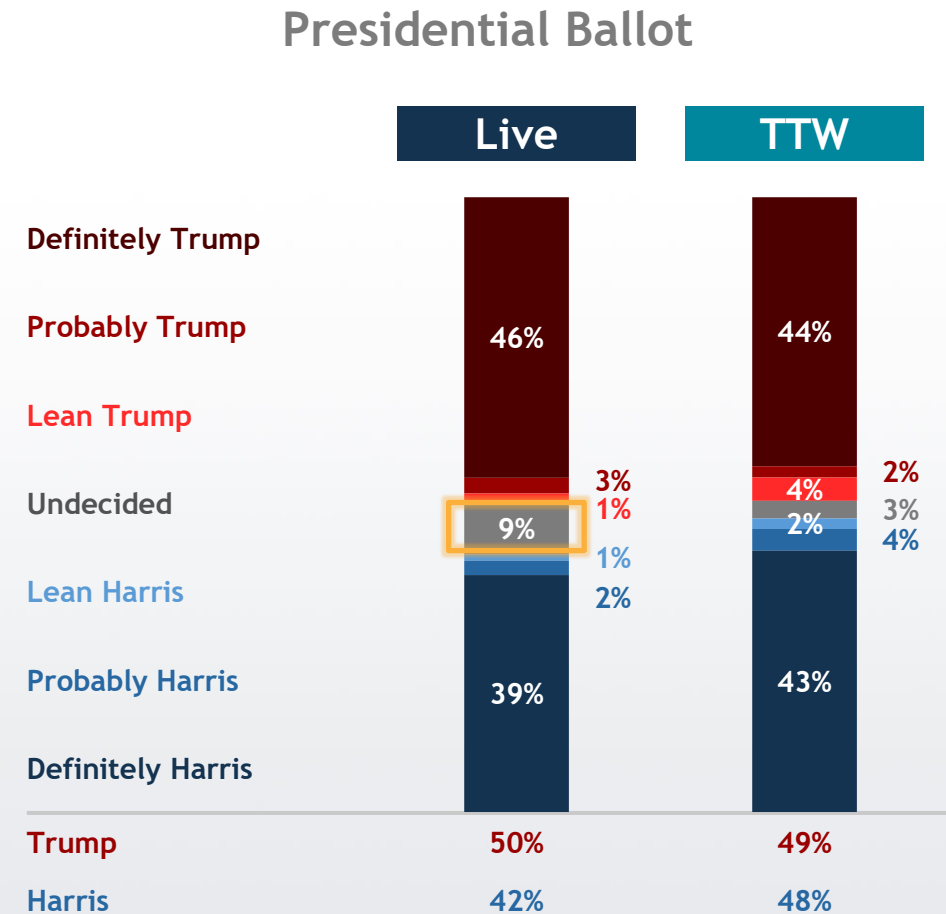
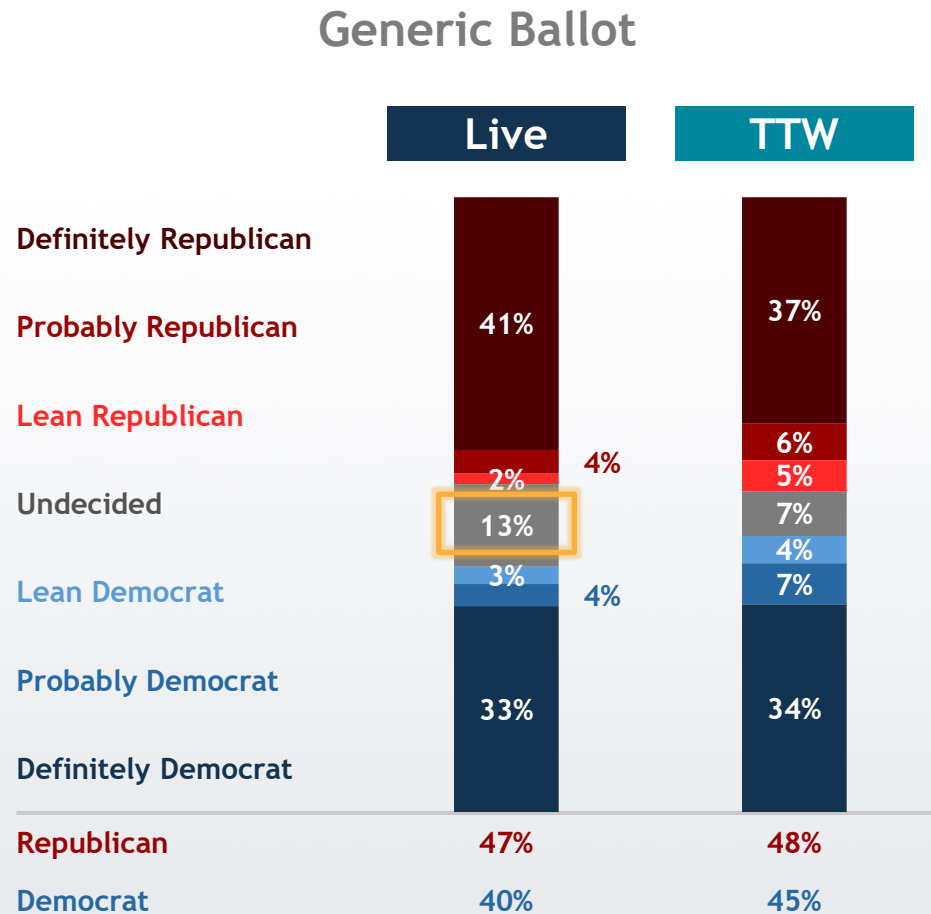


Question Text:

Unaided Awareness: What brands come to mind when thinking about athletic clothing? Aided Awareness: Which of the following athletic clothing brands have you heard of before today?

Does respondent awareness vary by contact method?

Undecided are significantly lower among TTW - that will impact strategic advice.



Trump won by 13.7%

Awareness Gap: Is it questionnaire design or the respondent?

We tested using intensity follow ups, mirroring live dials.

TX Ballot Design

Thinking about this year's general elections...

If the general election for the **Texas House of Representatives** were held today, would you vote for the Democrat or the Republican? *

Definitely Democrat

Probably Democrat

Lean Democrat

Undecided/Not Sure/Prefer Not to Say

Lean Republican

Probably Republican

Definitely Republican

CA CD Ballot Design

Thinking about this year's general elections...

If the general election for the U.S. House of Representatives were held today, would you vote for the...? *

Democrat candidate

Republican candidate

Undecided / Not Sure / Prefer Not to Say

If Choice:

Would you **definitely** vote for the Republican candidate or just **probably**? *

Definitely vote for the Republican candidate

Probably vote for the Republican candidate

If Undecided:

If you had to decide today, would you **lean more** toward the...? *

Democrat candidate

Republican candidate

Undecided / Not Sure / Prefer Not to Say

Awareness Gap: Is it questionnaire design or the respondent?

Be aware this is time consuming for programming lengthy ballots.

Programming Long Ballots

Thinking about this year's general elections...

If the general election for the President of the United States were held today, would you vote for...? *

Claudia De la Cruz, the Peace and Freedom Candidate

Donald Trump, the Republican

Jill Stein, the Green Party Candidate

Chase Oliver, the Libertarian Candidate

Robert F. Kennedy Jr., the Independent

Kamala Harris, the Democrat

Undecided / Not Sure / Prefer Not to Say

If Choice:

Would you **definitely** vote for Chase Oliver or just **probably**? *

Definitely Oliver

Probably Oliver

If Undecided:

If you had to decide today, would you lean more toward...? *

Robert F. Kennedy Jr., the Independent

Chase Oliver, the Libertarian Candidate

Donald Trump, the Republican

Claudia De la Cruz, the Peace and Freedom Candidate

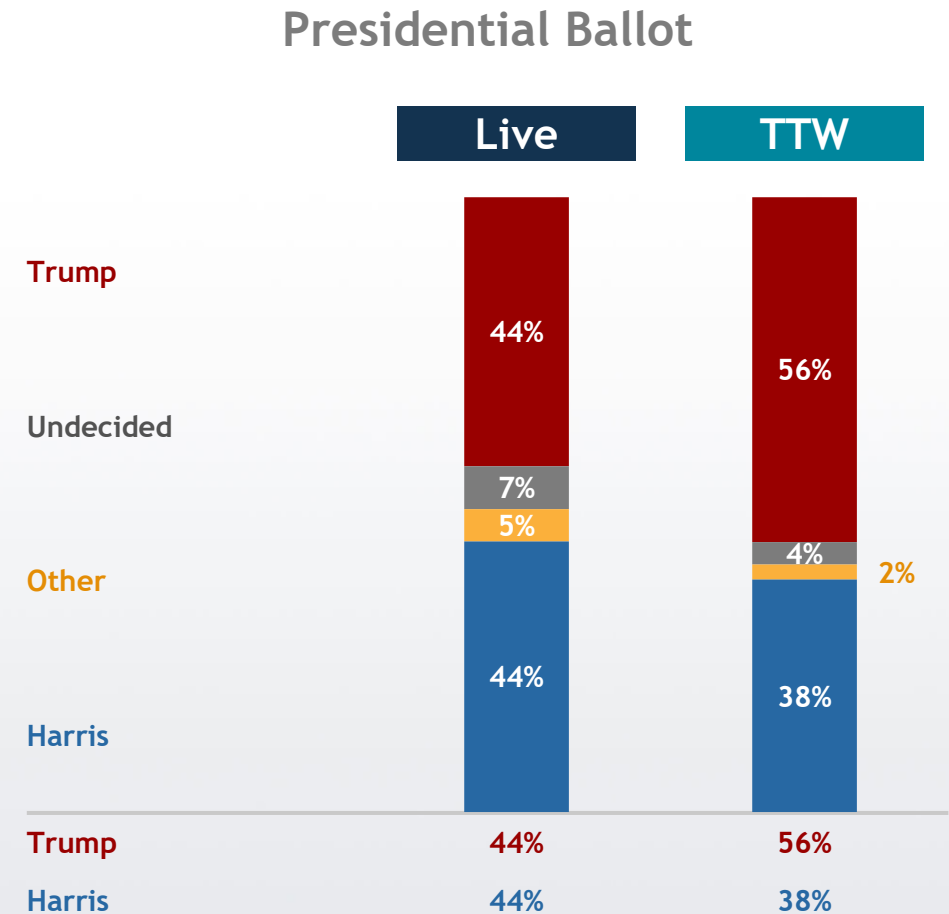
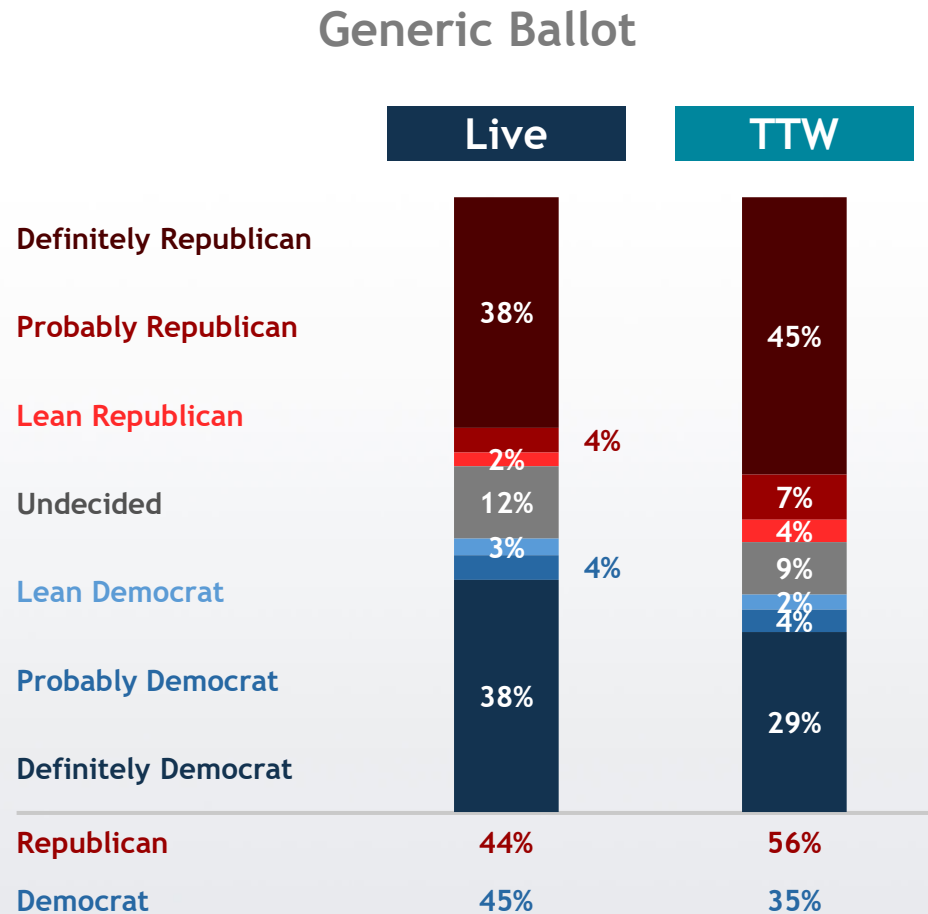
Jill Stein, the Green Party Candidate

Kamala Harris, the Democrat

Undecided / Not Sure / Prefer Not to Say

Awareness Gap: Is it questionnaire design or the respondent?

This approach pays off - there's no statistical difference between undecideds.



Trump won by 5.4%

Who's Taking Our Surveys

Are there demographic differences between live & TTW?

Live dial is critical for reaching Black and Hispanic/Latino populations.

Demography	TX STW			CA CD		STW (Reg Indy)	
	Live Cell	TTW A	TTW B	Live Cell	TTW	Live Cell	TTW
Base size	366	214	202	367	81	1,085	322
Gender							
Men	50%	49%	54%	51%	43%	46%	65%
Women	50%	51%	46%	49%	57%	54%	35%
Age							
18-44	32%	39%	41%	41%	22%	54%	37%
45-64	35%	37%	38%	32%	51%	28%	39%
65+	27%	23%	21%	19%	27%	18%	24%
Race/Ethnicity							
White, non-Hispanic	54%	68%	62%	30%	62%	69%	82%
Black, non-Hispanic	14%	7%	9%	5%	4%	10%	6%
Hispanic/Latino	24%	16%	18%	54%	21%	8%	3%
Other, non-Hispanic	3%	6%	4%	7%	5%	7%	5%



Indicates significantly higher at the 95% confidence interval

Are there demographic differences between live & TTW?

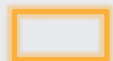
TTW interviews skew higher socio-economic status, especially income.

Socio-Economic Demography	TX STW			CA CD		STW (Reg Indy)	
	Live Cell	TTW A	TTW B	Live Cell	TTW	Live Cell	TTW
Base size	366	214	202	367	81	1,085	322
Education							
Some College or Lower	44%	43%	39%	61%	52%	48%	44%
Bachelor’s Degree or Higher	51%	57%	58%	35%	41%	50%	54%
Household Income							
Less than \$75,000	31%	31%	26%	44%	28%	40%	33%
\$75,000 to \$125,000	25%	25%	29%	27%	28%	22%	27%
\$125,000 or more	29%	39%	39%	17%	31%	24%	30%

Indicates significantly higher at the 95% confidence interval

Are there partisan differences between live & TTW?

Partisan Identity & Behavior	TX STW			CA CD		STW X (Reg Indy)	
	Live Cell	TTW A	TTW B	Live Cell	TTW	Live Cell	TTW
<i>Base size</i>	366	214	202	367	81	1,085	322
Vote History							
0-1 of last 4	19%	13%	13%	26%	9%	35%	22%
2-4 of last 4	81%	87%	87%	74%	91%	65%	78%
Ideology							
Conservative	43%	45%	42%	36%	40%	NA	NA
Moderate	32%	18%	25%	35%	40%	NA	NA
Liberal	15%	30%	24%	21%	11%	NA	NA
Stated Party ID							
Republican	37%	40%	37%	34%	37%	19%	30%
Independent	32%	21%	29%	25%	32%	53%	41%
Democrat	27%	34%	31%	37%	25%	27%	29%



Indicates significantly higher at the 95% confidence interval

Summary

What do we know now about text-to-web?

Does Text Format and Content Matter?

Yes!

MMS improves engagement.

Reassure respondents that your work is for research purposes and their responses are confidential.

Don't be afraid to show people you're a human, not a bot.

Is the Awareness Gap Contact Method or Respondent?

Method!

Be aware TTW respondents tend to over state awareness.

Mitigate this through design when possible (e.g. use intensities in your questions and break them up across screens).

Is there a Difference between Live Cell & TTW Respondents?

Yes!

TTW respondents skew toward higher socioeconomic status, whiter, higher propensity voters.

Differences aren't as consistent as we'd like them to be.

Mitigate this by using quotas and smaller sample sends.



RAGNAR

RESEARCH PARTNERS

Chelsea Goodale
630.457.8543
goodale@ragnarresearch.com

Daniel Narvaiz
405.706.6850
narvaiz@ragnarresearch.com

Matt Gammon
571.275.4769
gammon@ragnarresearch.com

Appendix

Maryland Message Text

Split A

2 Segment SMS:
Hi [first name]! We are conducting a survey in your area and want your input! You can take it now via the link, or let us know if you'd prefer a call. [link] Reply STOP to opt out.

MMS Follow Up:
Hi [first name]! Did you know [gender] [age group] are often underrepresented in polls? Your voice has the power to make a difference, and we need your help to change that. Take this quick survey and make sure your opinions—and those of others like you—are heard loud and clear! [link] STOP to opt out. [IMAGE]

1 Segment SMS:
We want to hear what you think about the 2024 election. Take our poll here [link] STOP to opt out.

MMS Resell:
Hi [first name], we're reaching out again because your input matters! We're conducting a study among Maryland residents to understand opinions on statewide issues, and your feedback would be invaluable. Your individual responses are completely confidential and for research purposes only. We're NOT selling anything and won't ask you for money. The poll will be open for 2 more days. Click here to participate: [link]. Reply STOP to opt out. [IMAGE]

1 Segment SMS:
We only need 13 more [gender][age group] to take our Maryland poll. Please help us out! Reply STOP to opt out.

1 Segment SMS:
We still need to hear from voters like you! Our poll is only open for 1 more day. STOP to Opt Out.

2 Segment SMS:
Hi [first name] - our poll will close in the **next two hours**. If you have started the survey, but haven't finished, please click the link to do so now. If you haven't started, please take 5 minutes to complete the survey. We appreciate your time! [link] STOP to Opt Out.

Maryland Message Text

Split B

MMS Invite:

Hi [first name], we are conducting a study among Maryland residents to get their opinions about statewide issues. We need your input! All responses are confidential and for research purposes only. We are NOT selling anything, and will NOT ask you for money. To participate, please click the link [link] Reply STOP to opt out [IMAGE]

2 Segment SMS:

Hi [first name] ! Did you know [party description] voters are often underrepresented in polls? We need your help to change that. Take this survey to make sure your voice—and those like you—are heard! [link] STOP to opt out.

1 Segment SMS:

We want to hear what you think about the 2024 election. Take our poll here [link] STOP to opt out.

MMS Resell:

We need to hear from people like you. Our Maryland poll will be open for 2 more days. It is entirely confidential and will take about 5 minutes. Click here to participate: [link]. You can reply STOP to opt out at any time. [IMAGE]

1 Segment SMS:

If you would rather complete the survey over the phone, we have live interviewers available! Reply CALL. Reply STOP to opt out.

1 Segment SMS:

We still need to hear from voters like you! Our poll is only open for 1 more day. STOP to Opt Out.

2 Segment SMS:

Hi [first name] - our poll will close in the next two hours. If you have started the survey, but haven't finished, please click the link to do so now. If you haven't started, please take 5 minutes to complete the survey. We appreciate your time! [link] STOP to Opt Out.

Maryland Message Text

Split C

2 Segment SMS:

Hi [first name], we are conducting a study among Maryland residents about statewide issues. Responses are confidential and for research purposes only. We will NOT sell you anything or ask you for money. To participate, please click the link [link] Reply STOP to opt out

2 Segment SMS:

Hi [first name] ! Did you know [party description] voters are often underrepresented in polls? We need your help to change that. Take this survey to make sure your voice—and those like you—are heard! [link] STOP to opt out.

1 Segment SMS:

We want to hear what you think about the 2024 election. Take our poll here [link] STOP to opt out.

2 Segment SMS:

We need to hear from people like you. Our Maryland poll will be open for 2 more days. It is entirely confidential and will take about 5 minutes. Click here to participate: [link]. You can reply STOP to opt out at any time.

1 Segment SMS:

If you would rather complete the survey over the phone, we have live interviewers available! Reply CALL. Reply STOP to opt out.

1 Segment SMS:

We still need to hear from voters like you! Our poll is only open for 1 more day. STOP to Opt Out.

2 Segment SMS:

Hi [first name] - our poll will close in the next two hours. If you have started the survey, but haven't finished, please click the link to do so now. If you haven't started, please take 5 minutes to complete the survey. We appreciate your time! [link] STOP to Opt Out.

Maryland Message Text

Split D

MMS:

Hey @first_name@ - people always talk about how the "polls" get it wrong, right? Well, today is your chance to fix it! We're conducting a survey among Maryland residents and we want you to be represented in our results. Please click on the link to participate or text STOP to opt out. [link] [IMAGE]

MMS:

See how easy it is to mess up? You test something 15 times and still call people first name. But seriously, [first name] - we're doing a poll of Maryland residents and we want you to be represented in our results. If you haven't already, please click on the link to participate or text STOP to opt out. [link] [GIF]

MMS:

Did you know [gender] [age group] are often underrepresented in polls? Your voice has the power to make a difference, and we need your help to change that. Take this quick survey and make sure your opinions—and those of others like you—are heard loud and clear! [link] STOP to opt out. [IMAGE]

MMS:

Hi [first name] , we're reaching out again because your input matters! We're conducting a study among Maryland residents to understand opinions on statewide issues, and your feedback would be invaluable. Your individual responses are completely confidential and for research purposes only. We're NOT selling anything and won't ask you for money. The poll will be open for 2 more days. Click here to participate: [link]. Reply STOP to opt out. [IMAGE]

MMS:

We only need 13 more [gender] [age group] to take our Maryland poll. If you would rather complete the survey over the phone, we have live interviewers available! Reply CALL. No opinion? Reply STOP to opt out. [IMAGE]

MMS:

🔔 Last Day to Take the Poll! 🔔 Maryland residents, your input is crucial to the State of Maryland. Please take a moment to complete our survey by the end of today. Your opinion matters! [link] Thank You! Reply STOP to end. [IMAGE]

MMS:

Hi [first name] - our poll will close in the next two hours. If you have started the survey, but haven't finished, please click the link to do so now. If you haven't started, please take 5 minutes to complete the survey. We appreciate your time! [link] STOP to Opt Out. [IMAGE]

Texas Message Text

Split A

MMS:

Hi @first_name@, we are conducting a study among Texas residents to get their opinions about statewide issues. We need your input! All responses are confidential and for research purposes only. We are NOT selling anything, and will NOT ask you for money. To participate, please click the link [link] Reply STOP to opt out [IMAGE]

2 Segment SMS:

Did you know voters between age [age range] are often underrepresented in polls? We need your help to change that. Take this survey to make sure your voice (and those like you) is heard! [link] STOP to opt out.

Texas Message Text

Split B

<p>MMS: Hi @first_name@, we are conducting a study among Texas residents to get their opinions about statewide issues. We need your input! All responses are confidential and for research purposes only. We are NOT selling anything, and will NOT ask you for money. To participate, please click the link [link] Reply STOP to opt out [IMAGE]</p>
<p>2 Segment SMS: Did you know voters between age [age range] are often underrepresented in polls? We need your help to change that. Take this survey to make sure your voice (and the voices of those like you) is heard! [link] STOP to opt out.</p>
<p>1 Segment SMS: We want to hear what you think about the 2024 election. Take our poll here [link] STOP to opt out.</p>
<p>MMS: We need to hear from people like you. Our Texas poll will be open for 2 more days. It is entirely confidential and will take about 5 minutes. Click here to participate: [link]. You can reply STOP to opt out at any time. [IMAGE]</p>
<p>1 Segment SMS: We still need to hear from voters like you! Our poll is only open for 1 more day. STOP to Opt Out.</p>
<p>1 Segment SMS: If you'd prefer to speak with someone, we have live interviewers calling voters today. Or save time and take the survey online now: [link] . Reply STOP to opt out.</p>
<p>2 Segment SMS: Hi @first_name@ - our poll will close in the next two hours. If you have started the survey, but haven't finished, please click the link to do so now. If you haven't started, please take 5 minutes to complete the survey. We appreciate your time! [link] STOP to Opt Out.</p>

California CD Message Text

All TTW

<p>MMS: Hi [first name], we are conducting a study among California residents to get their opinions about statewide issues. We need your input! All responses are confidential and for research purposes only. We are NOT selling anything, and will NOT ask you for money. To participate, please click the link [link] Reply STOP to opt out [IMAGE]</p>
<p>2 Segment SMS: Did you know [gender & age group] are often underrepresented in polls? We need your help to change that. Take this survey to make sure your voice (and the voices of those like you) is heard! [link] STOP to opt out.</p>
<p>2 Segment SMS: If you'd prefer to speak with someone, we have live interviewers calling voters today. Or save time and take the survey online now: [link] . Reply STOP to opt out.</p>
<p>MMS: Hi [first name] - our poll will close in the next two hours. If you have started the survey, but haven't finished, please click the link to do so now. If you haven't started, please take 5 minutes to complete the survey. We appreciate your time! [link] STOP to Opt Out. [IMAGE]</p>