

Case Study:

UNLOCKING THE POWER OF TEXT-TO-WEB

Client Challenge

A leading political polling company needed to conduct a statewide poll of 500 registered voters in Oregon. To meet the rigorous standards typically required of political polling, the study needed to balance speed, cost-efficiency and high-quality sampling, and above all, deliver projectable, dependable results.

Traditional data collection approaches commonly-used in polling—telephone, online, mixed-mode— were considered but deemed insufficient to meet one or more of these study objectives.

Ironwood's Solution

In consultation with the client, Ironwood custom-designed and executed a text-to-web (TTW) survey with a statewide cell phone sample of registered voters. Highlights of our design included:

- ④ Implementing a disciplined data collection approach structured around a short, mobile-optimized online survey (<10 min.)
- ④ Customizing the look and messaging of the invitation/reminder texts to maximize participation.
- ④ Designing an intricate sample management & quota tracking system to enable real-time monitoring of the many demographic & geographic quotas/sub-quotas required to balance the sample
- ④ Optimizing the frequency and targeting of reminder blasts to boost participation among lower responding/lower incidence subgroups, i.e.: 18–34 & 65+ age cohorts, less-populous counties.

Key Outcomes

The project exceeded the client's timing, cost, and data quality expectations on several fronts and demonstrated TTW's viability as a stand-alone approach:

Overall Efficiency: A seamless flow of ~76,000 text invitations/reminders delivered a robust, fully balanced sample of n=510 in just 4 days

Sample Control: Our nimble sample and quota management procedures achieved precise representation of age, gender, party affiliation, and county population targets

Data Quality: The response rate (~0.7% overall, over 1% before quota limits reached) was very strong for this methodology and allowed us to capture a balanced sample without adding more costly methodologies

The study established key protocols for applying the TTW methodology in future polls and created a roadmap for improving sample representativeness in narrow geographies and among under represented demographic segments.