

GALLUP®

Assessing the Utility of SMS Survey Invitation Methods Across Probability & Listed Samples:

RESULTS FROM RECENT EXPERIMENTATION

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Potential Benefits: SMS Invitations and Reminders

Cellphone/smartphone ownership continues to emerge in the U.S., 92% of the U.S. public owns a smartphone, compared to 68% in 2015.

Gallup Panelists' preferences are changing: 58% of all surveys completed by Gallup Panel members are completed on a mobile device.

Maybe we should *contact* respondent on the *device* they use to take the survey.
Can sending survey invites/reminders via **SMS messaging** boost response rates?

SMS Reminders With Listed Samples



SMS Effectiveness in a Listed Sample

Fielded: Spring 2024

Invited **59,726 former students** who did not complete a degree or training program from a specific university to complete a survey about their experiences while completing coursework.

Following a lower-than-expected response rate, mid-way through fieldwork an SMS was sent to 38,276 respondents with active phone numbers.

wants to improve, and they want your feedback. Let your voice be heard and help future students!

Click here for the confidential survey: <https://us1se.voxco.com/SE/?st=tt7A9sIFuPEhtUcXu761Fw-H8AGWsEM%28BU9kq8Rcrg-Ifk40rCViKacrTlenLfOdbC>

To opt-out reply STOP.

Overall Response Rate Over Time

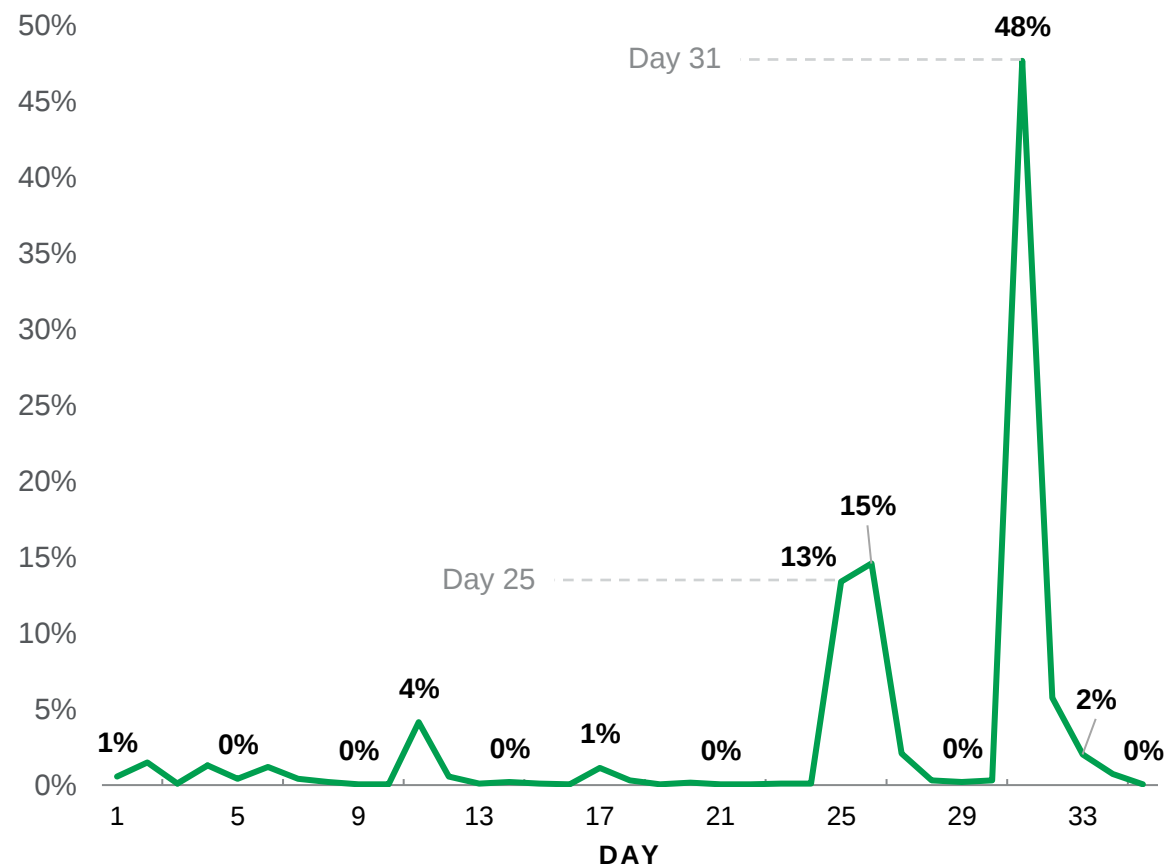
Both SMS sends led to rapid increases in responses.

- Day 25: 10,000 sends
- Day 31: Remaining 28,276 sends

While SMS led to a 4% completion rate overall.

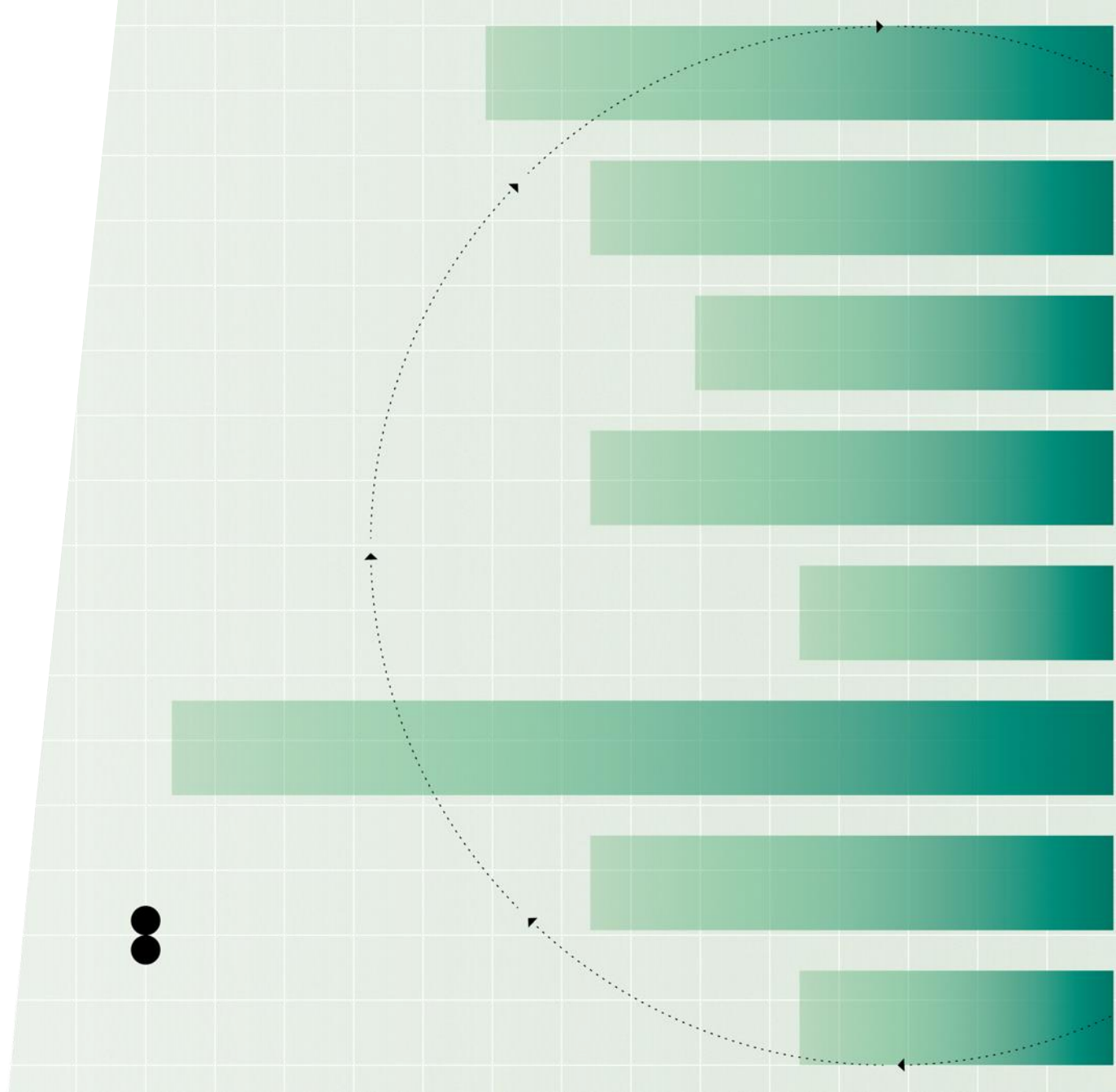
- Increased responses by 674% overall
- Led to increased response rate across **all** demographic groups

Overall Response Rate, by Day



SMS Survey Invitations:

EXPERIMENTATION WITH THE GALLUP PANEL



The Gallup Panel

1

Nationally representative, probability-based multi-mode panel of approximately 100,000 U.S. adults who agree to participate in surveys.

2

Panelists are recruited via ABS and RDD frames.

3

Panelists can be surveyed by web, mail, telephone or SMS.

4

For most projects, a stratified sample is selected from the frame of panel respondents.

Gallup Panel: Impact of SMS Survey Invitation vs. Email Survey Invitations

FIELDDED: FALL 2024

As a part of a larger engagement effort, we invited **83,678 Gallup Panel members** to complete a survey focusing on crime and politics.

Of the invited sample, 43,332 Gallup Panel members had previously consented to receive SMS notification from Gallup.

To test the effectiveness of SMS survey invitations above that of email survey recruitment, we randomly sent an SMS survey invitation message to **18,159 Gallup Panelists** who had previously agreed to receive SMS messages.

Thank you for being a Gallup Panel member. You're invited to the Current Events Survey. Click below to complete it today!

[https://
gallupinc.co1.qualtrics.com/jfe/
form/SV_5ciUleQhiFdWLnU?
Q_CHL=email&Q_DL=EMD_3dq3
5rEaxyH1fw1_5ciUleQhiFdWLn-
U_CGC_MhVcUTLJxdAvCVB&g_
=g&SMS_COMP_YN=Y](https://gallupinc.co1.qualtrics.com/jfe/form/SV_5ciUleQhiFdWLnU?Q_CHL=email&Q_DL=EMD_3dq35rEaxyH1fw1_5ciUleQhiFdWLn-U_CGC_MhVcUTLJxdAvCVB&g_=g&SMS_COMP_YN=Y)

Reply STOP to opt-out

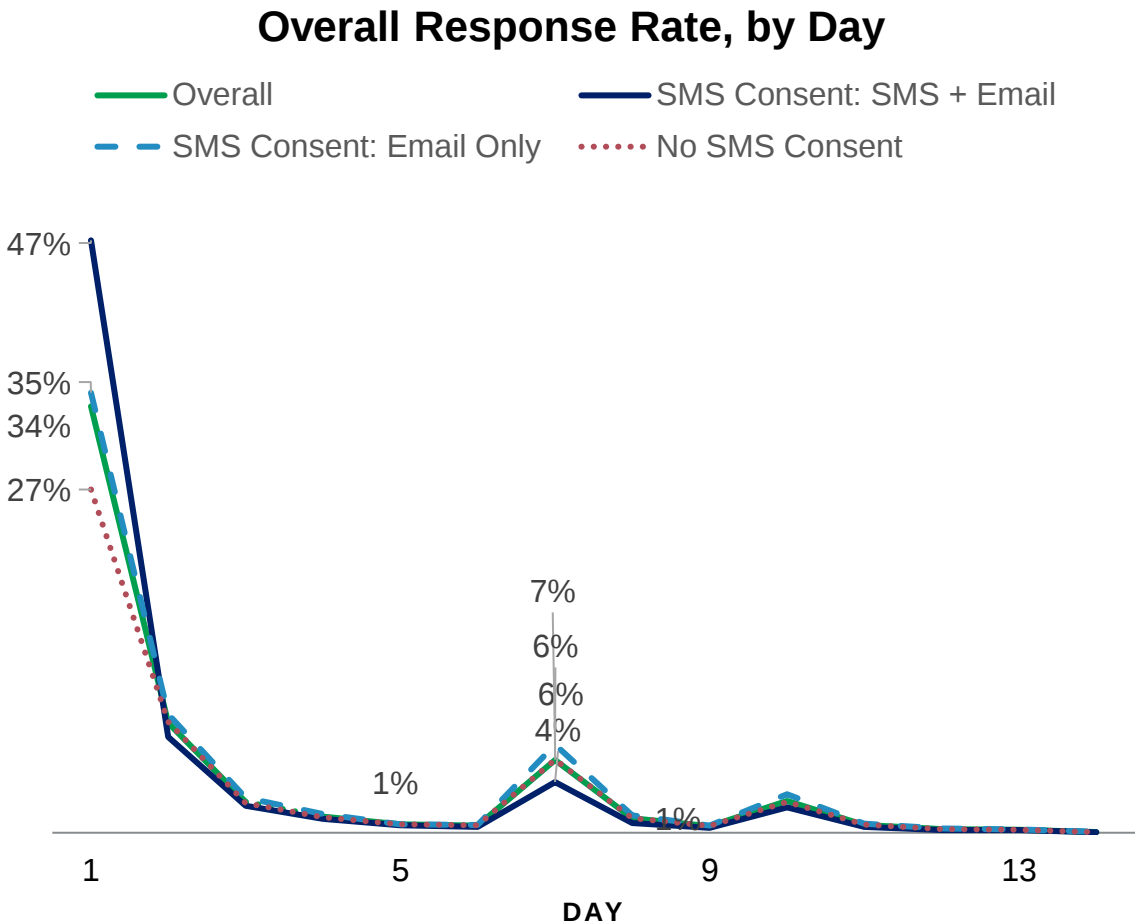
Sample Information

Condition	Total Respondents	SMS Sent	Failed Sends	Opt-Outs	Completions	Completion Rate
SMS Consent: SMS + Email	18,159	13,926	56	243	12,073	66%
SMS Consent: Email Only	25,173	-	-	-	15,793	63%
No SMS Consent	40,346	-	-	-	20,834	52%
Overall	83,678	13,926	56	243	48,700	58%

Overall Response Rates Over Time

Nearly half (47%) of respondents who received an SMS invitation responded to the survey on the day of release.

Other than initial responses on the day of release, response rates were similar for SMS consenters, regardless of if they received an SMS or not.



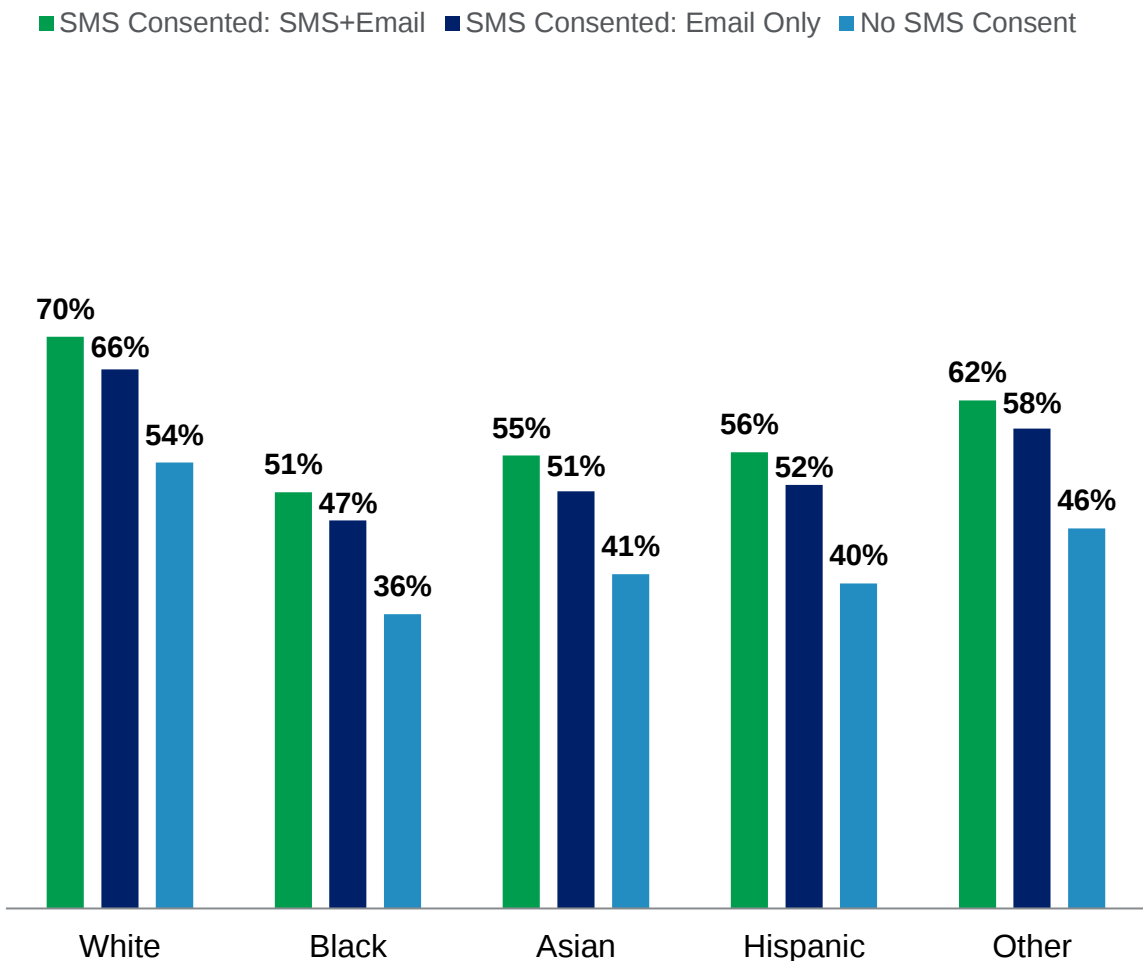
Response Rates Across Racial Groups

Significant differences emerged across conditions for all racial groups.

The SMS/email condition led to a consistent increase in response rates across all groups.

Similar trends emerged for all major demographic variables, including income and age.

Response Rates, by Racial Groups



Impact of Survey Invitation SMS on Gen Z Panelists

Fielded: Fall 2024

Gallup invited 10,706 Gallup Panel members to complete the Gen Z Experiences Survey.

The survey is conducted four times per year: one 7- to 10-minute survey and three shorter 5- to 7-minute surveys.

Of the invited sample, 3,646 panelists were previously identified as a Gen Z members, aged 18 to 27. 2,069 Gen Z adults had previously agreed to receive SMS messages.

An SMS survey invite was sent in parallel with the invitation email to all Panelists invited to the survey who had consented to receiving SMS messages.

Thank you for being a Gallup Panel member. You're invited to complete the Gen Z Experiences Survey. Click below to complete it today!

https://gallupinc.co1.qualtrics.com/jfe/form/SV_7V5gaQRdnFDgxka?Q_CHL=email&Q_DL=EMD_bt-VJKQ50u3mH7ob_7V5gaQRdn-FDgxka_CGC_xCFhnsh523Bz-WML&_g_=g

Reply STOP to opt-out

Thank you for being a Gallup Panel member. You and your child are invited to complete the Gen Z Experiences Survey. Click below to complete it today!

https://gallupinc.co1.qualtrics.com/jfe/form/SV_7V5gaQRdnFDgxka?Q_CHL=email&Q_DL=EMD_bt-VJKQ50u3mH7ob_7V5gaQRdn-FDgxka_CGC_xCFhnsh523Bz-WML&_g_=g

Reply STOP to opt-out

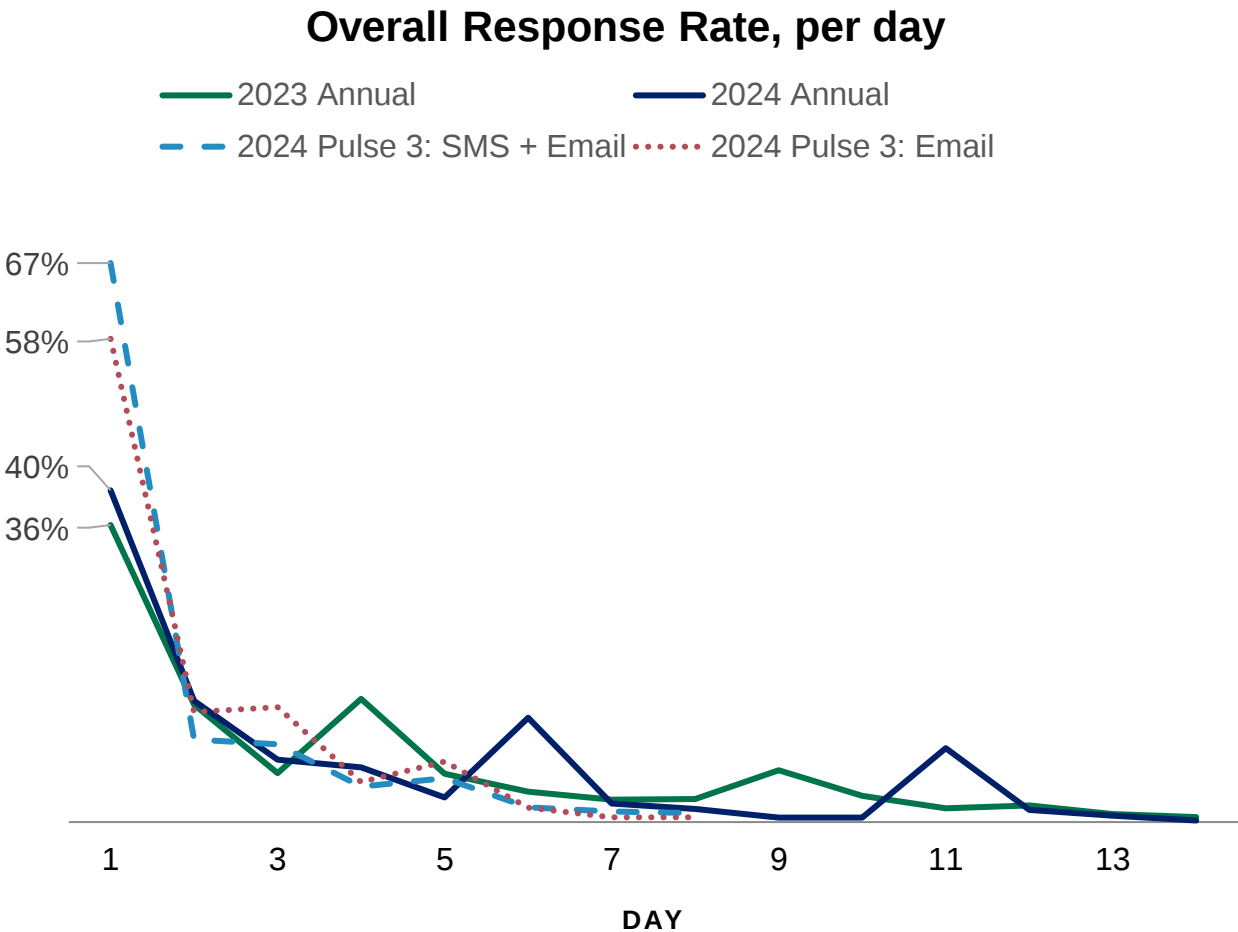
Sample Information

	Total Respondents	SMS Sent	Failed Sends	Opt-Outs	Completions	Completion Rate
Text + Email: Adults	2,069	1,724	65	17	1,199	58%
Email Only: Adults	1,049	-	-	-	522	50%
Text + Email: Parents	4,304	3,432	107	36	1,399	33%
Email Only: Parents	2,345	-	-	-	590	25%
Overall	10,740	5,156	172	53	3,967	37%

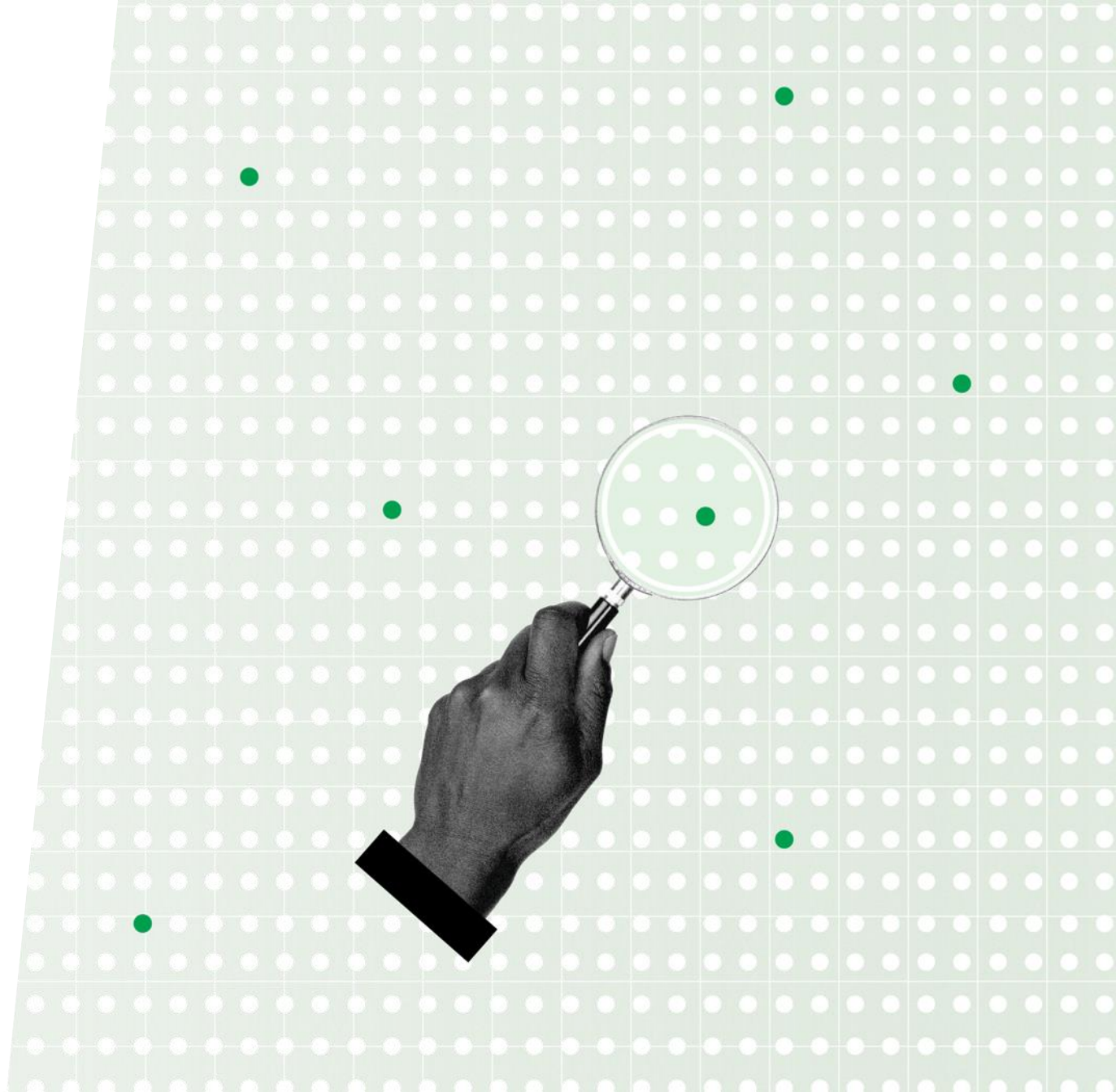
Overall Response Rates Over Time

Over two-thirds (67%) of respondents who received an SMS invitation responded the day they received the SMS.

Following the initial day of release, response rates remained consistent between both groups.



Findings and Limitations



General Findings

SMS survey reminders for respondents in listed samples were **effective** in increasing response rates.

SMS survey invitations were also **effective** in increasing response rates for Gallup panelists.

SMS survey invitations were **effective** in increasing response rates across all tested demographic groups, including for hard-to-reach populations.

Our experimentation indicates that Gallup panelists who consent to receiving SMS may be high responders, being more likely to respond to any survey regardless of invitation type.

Limitations

Some of the presented research was conducted during the peak of the 2024 U.S. presidential elections. This period was highlighted by a surge in text-messaging campaigns, for a variety of legitimate and illegitimate reasons.

Gallup is continuing to ramp up its research surrounding the effective use of SMS/MMS. As technology and preferences continue to change, ongoing research of methodological practices, including the use of SMS, is needed.

Our results are limited to the designs tested. Effects may differ with more significant design changes or different SMS strategies used.

Future Research



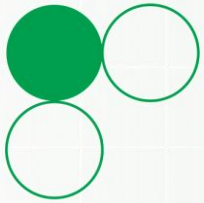
Future Research

Gallup is currently planning and conducting additional research on the following:

- Timing of SMS (e.g., pre-notes, invitation, reminders)
- Content of SMS
 - SMS with short vs. long link
 - SMS with vs. without link
 - Varying motivational elements of SMS (e.g., call-to-actions)

The long-term impact of SMS strategies on panel engagement.

The impact of SMS on response trends, such as the characteristics of respondents who respond early vs. late in the fielding window.



Questions?

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