

Pilot 2023: Testing the Use of Text Messaging and Web Data Collection

This pilot tests the use of text messaging to invite people to a web survey. A sample of 6,000 cell phone numbers from four states will be drawn for this pilot study. The cell phone numbers will then be randomly assigned to one of the three conditions described below. The three conditions differ in when text messaging will be used and the content and purpose of the text message.

For cell phone numbers assigned to Condition 1, they will be sent a text message inviting them to complete a BRFSS-like survey online. The text message will include the survey URL and PIN. One week later (Week 2), cell phone numbers failing to lead to a web complete that were matched with an address will be sent a letter reminder (with survey URL and PIN). At week 3, interviewers will call web nonresponding cases to prompt them to complete the web survey. Starting on Week 5, all cell phone numbers failing to lead to a web complete will be switched to CATI for telephone interviewing. They will be called up to four attempts during a two-week period. The survey is closed down at Week 7.

For cell phone numbers assigned to Condition 2, interviewers will start calling to conduct the interview up to four attempts for two weeks. All cell phone numbers failing to yield a completed interview will be sent a text message inviting them to complete the survey online at Week 3. At Week 4, a letter reminder will be sent to cell phone numbers with a matched address. Interviewer will call web nonrespondents to prompt them to complete the web survey at Week 5. The survey is closed down at Week 7.

For cell phone numbers assigned to Condition 3, a text message will be sent to all numbers notifying them of the upcoming survey sponsored by CDC. Two days later, interviewers will start calling to conduct the interview up to four attempts for two weeks. All cell phone numbers failing to yield a completed interview that were matched with an address will be mailed a letter inviting them to complete the questionnaire online at Week 3. At Week 4, a postcard reminder will be sent to cell phone numbers with a matched address. Interviewer will call web nonrespondents to prompt them to complete the web survey at Week 5. The survey is closed down at Week 7.

Data collection begins Day 1	CONDITION 1: TEXT FIRST	CONDITION 2: CALL FIRST	CONDITION 3: TEXT AS PRE-NOTE
	DAY 2		
DAY 1	TEXT web invite	CATI Calls START (≤4 calls)	CATI Calls START (≤4 calls)
WEEK 2	Reminder LETTER (web)	CATI Calls END (≤4 calls)	CATI Calls END (≤4 calls)
WEEK 3	Prompt CALL (≤2 calls) (web)	TEXT web invite	Invite LETTER (web)
WEEK	Prompt CALL (≤2 calls)	Reminder LETTER (web)	POSTCARD reminder (web)

4	(web)		
WEEK 5	CATI Calls START ( $\leq 4$ calls)	Prompt CALL ( $\leq 2$ calls) (web)	Prompt CALL ( $\leq 2$ calls) (web)
WEEK 6	CATI Calls END ( $\leq 4$ calls)	Prompt CALL ( $\leq 2$ calls) (web)	Prompt CALL ( $\leq 2$ calls) (web)
WEEK 7	Survey closes		

We will compare the overall response rate, percent of completes by web, sample composition by mode, and cost (if possible) by condition.