

CFMC
When Quota Matters

Is Democracy Being Served?

Innovations for Reaching Cell Phone
Users in a TCPA Environment

Is Democracy Being Served?

- Much public policy is based on research, not citizen votes.

- How do you make sure that the research reflects the views of the electorate?

- TCPA & Phone-based research

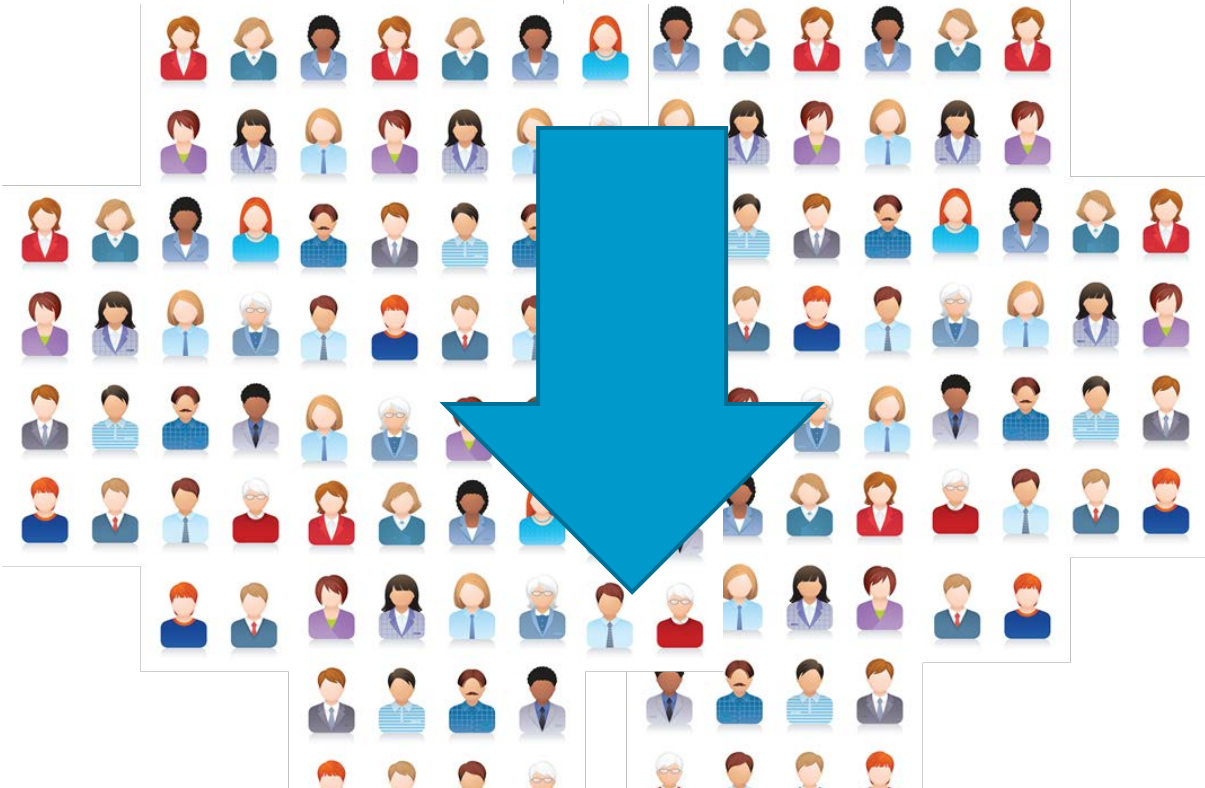
- The economics
- The unintended consequences of compliance
- Technology's role
- How researchers have adapted



Demographics Matter



Citizens | Tax Payers | Voters



Public Opinion | Public Policy

Data Collection Options

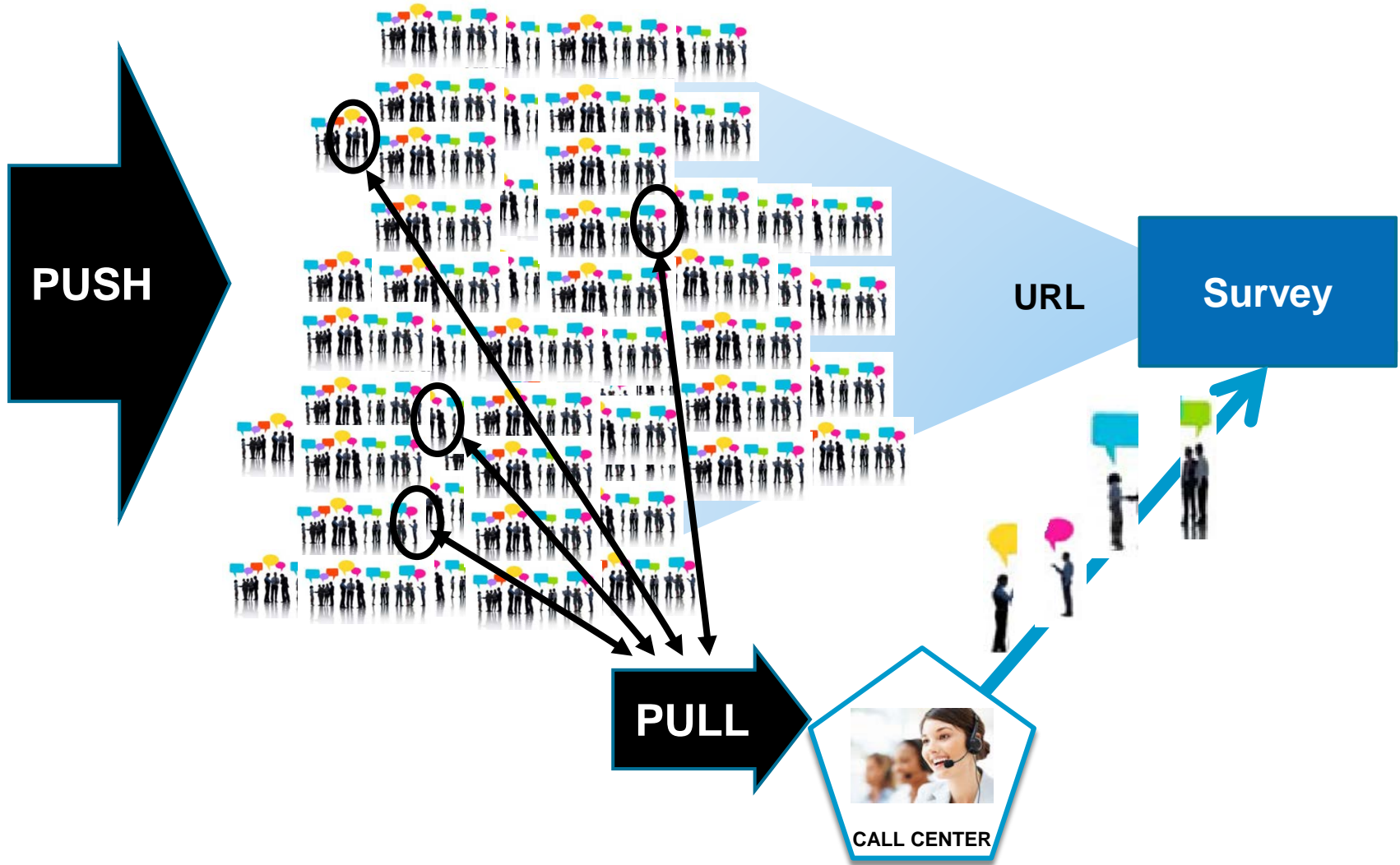


Why Phone?

- ☐ **Reach** demographics you can't access online
 - ☐ **Validate** identities better
- ☐ **Target** under-quota segments to complete study faster

Reach the right people
Fill quota & minimize weighting
Complete projects faster

Choice of Data Collection Modes



Online Audience

14% adults are not online

...but 98% have access to phones.

Who are they?

- Non-white
- Over 65
- Under \$30,000
- No high school degree
- Rural

Yet they pay taxes, vote & consume public services

Non-internet user demographics

% of all adults within each group who do not use the internet

	Do not use internet
<i>All adults</i> (n=6,010)	14%
a Men (n=2,733)	14
b Women (n=3,277)	15
a White, Non-Hispanic (n=4,223)	13
b Black, Non-Hispanic (n=664)	20 ^a
c Hispanic (n=682)	17 ^a
a 18-29 (n=945)	2
b 30-49 (n=1,590)	6 ^a
c 50-64 (n=1,842)	17 ^{ab}
d 65+ (n=1,526)	41 ^{abc}
a No high school diploma (n=454)	44 ^{bcd}
b High school grad (n=1,667)	22 ^{cd}
c Some college (n=1,627)	7 ^d
d College+ (n=2,225)	3
a Less than \$30,000/yr (n=1,682)	25 ^{bcd}
b \$30,000-\$49,999 (n=1,030)	12 ^{cd}
c \$50,000-\$74,999 (n=787)	5 ^d
d \$75,000+ (n=1,644)	3
a Urban (n=1,850)	13
b Suburban (n=2,980)	13
c Rural (n=1,180)	21 ^{ab}

Pew Research Center's Internet Project survey, July 18 - September 30, 2013.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

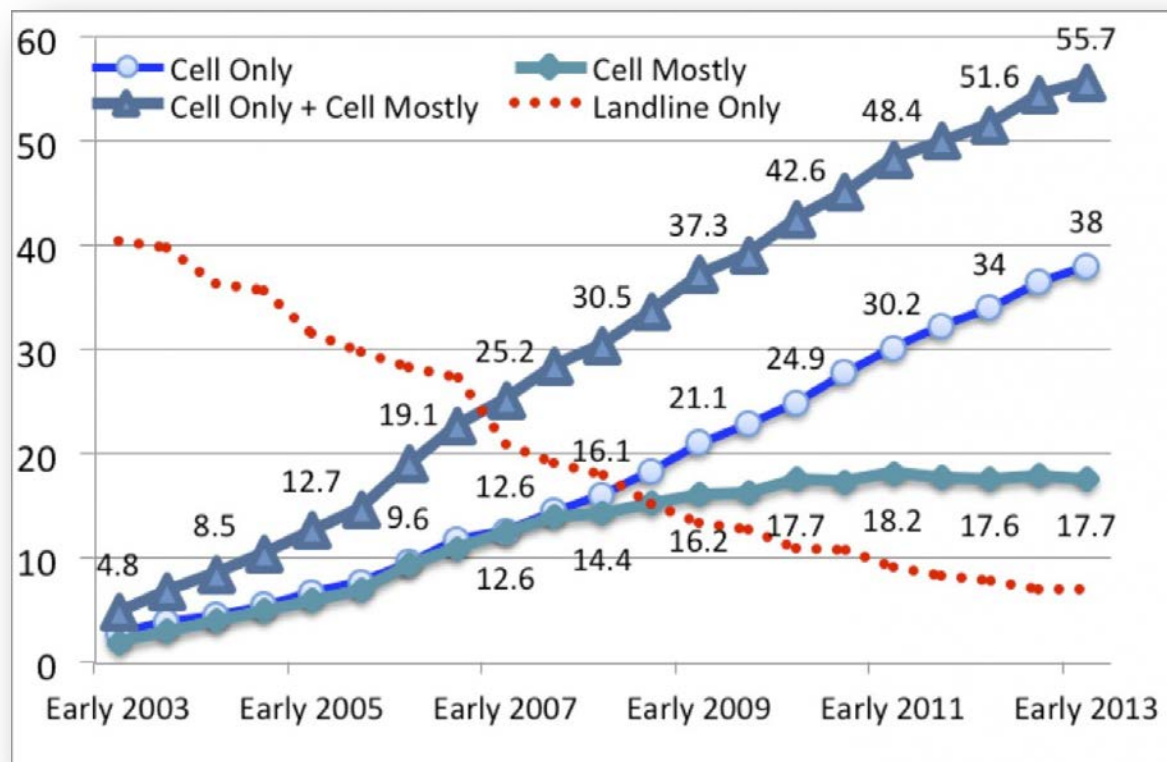
PEW RESEARCH CENTER

Phones | Landlines are dying

Cell phone research is not optional.

40% cannot be reached by landline

56% prefer to be reached by cell phone



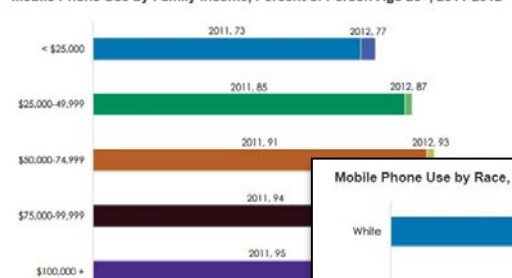
The Future of Election Forecasting | Landlines are dying Scientific American Oct 14, 2014 | By Regina Nuzzo

Cell Phones | Ubiquitous

90% of us have cell phones

I N C O M E

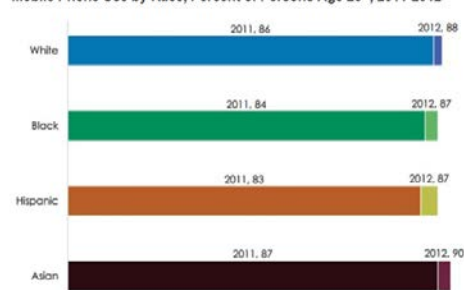
Mobile Phone Use by Family Income, Percent of Person Age 25+, 2011-2012



Source: NTIA

R A C E

Mobile Phone Use by Race, Percent of Persons Age 25+, 2011-2012



Source: NTIA

Adoption similar across demographic segments

Cell owners in 2014

Among adults, the % who have a cell phone

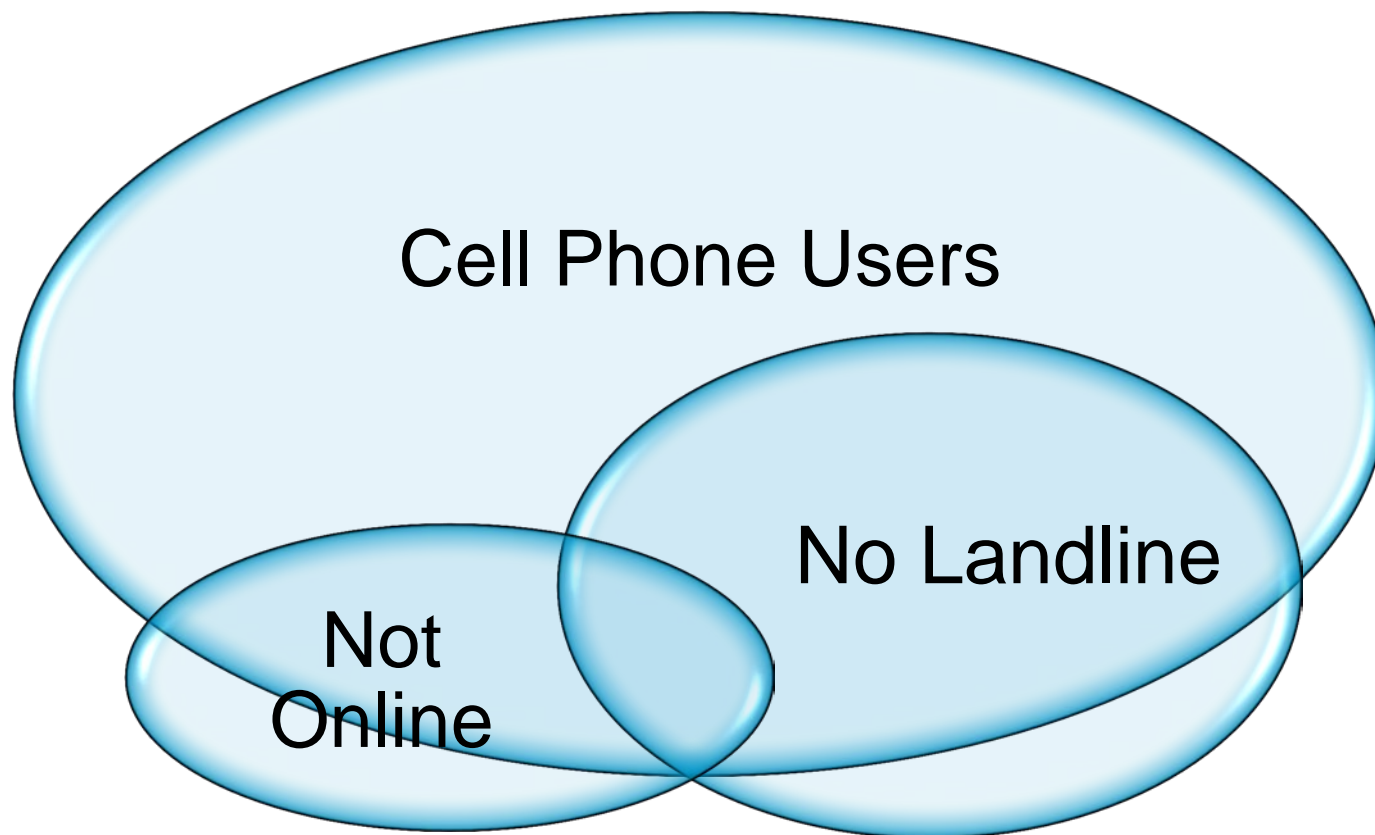
	Have a cell phone
All adults	90%
Sex	
a Men	93 ^b
b Women	88
Race/ethnicity*	
a White	90
b African-American	90
c Hispanic	92
Age group	
a 18-29	98 ^{cd}
b 30-49	97 ^{cd}
c 50-64	88 ^d
d 65+	74
Education level	
a High school grad or less	87
b Some college	93 ^a
c College+	93 ^a
Household income	
a Less than \$30,000/yr	84
b \$30,000-\$49,999	90
c \$50,000-\$74,999	99 ^{ab}
d \$75,000+	98 ^{ab}
Community type	
a Urban	88
b Suburban	92
c Rural	88

Source: Pew Research Center Internet Project Survey, January 9-12, 2014, N=1,006 adults. Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

* The results for race/ethnicity are based off a combined sample from two weekly omnibus surveys, January 9-12 and January 23-26, 2014. The combined total n for these surveys was 2,006; n=1,421 for whites, n=197 for African-Americans, and n=236 for Hispanics.

PEW RESEARCH CENTER

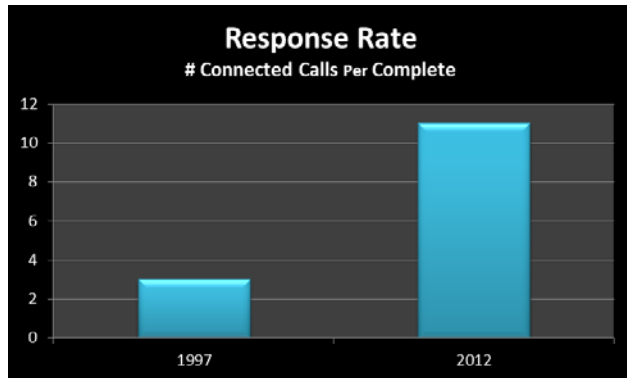
Cell Phones Fill the Demographic Gap



Survey Call Center Economics



Response Rates | Cost per Complete

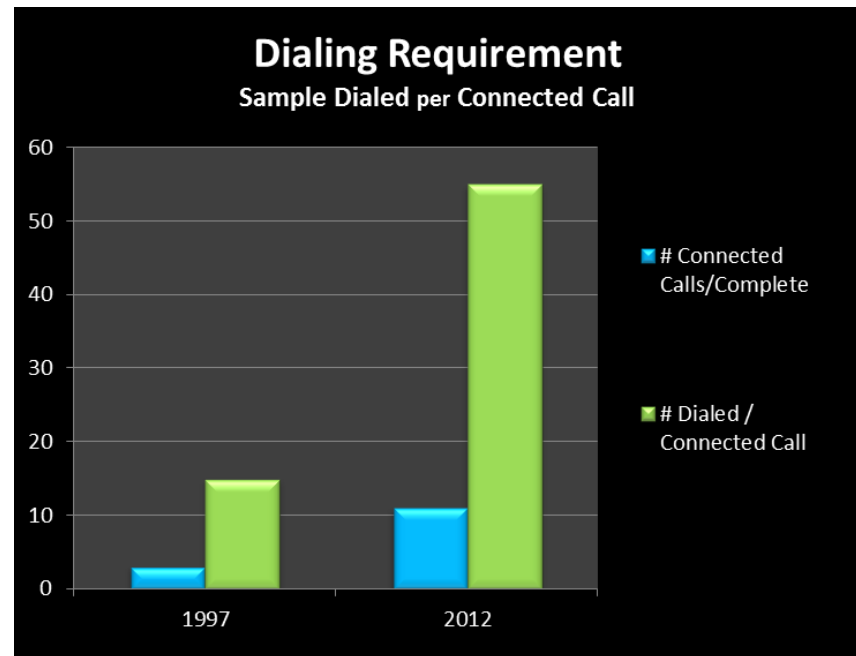


- Response Rate
(# connected calls/complete)
- 1997 1 in 3 (36%)
- 2012 1 in 11 (9%)

■ Lower completion rates

→ More connected calls needed

→ More sample dialed



Phone-based Research

AUTOMATION ... SIMPLY AWESOME

- Predictive Dialing boosts interviewer productivity
- Sample Management achieves quota, minimizes costs



LABOR RATES STEADY



\$0.015
per minute to make calls

TELCO RATES DROPPING

A background of a network diagram with nodes and connecting lines, rendered in shades of blue. The nodes are represented by circles and squares of varying sizes, connected by thin lines. The overall pattern is a complex web of connections.

WHY are telephone survey costs increasing?

TCPA

TELEPHONE CONSUMER PROTECTION ACT - 1991

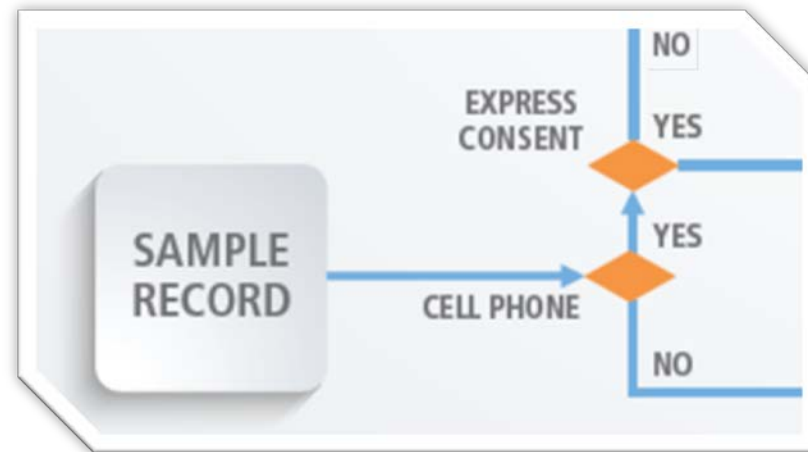


TCPA prohibits
automated dialing of
cell phone numbers
without express
prior consent*

* except in emergencies

What Compliance Means to Researchers

- Determine if the number is a cell phone or landline



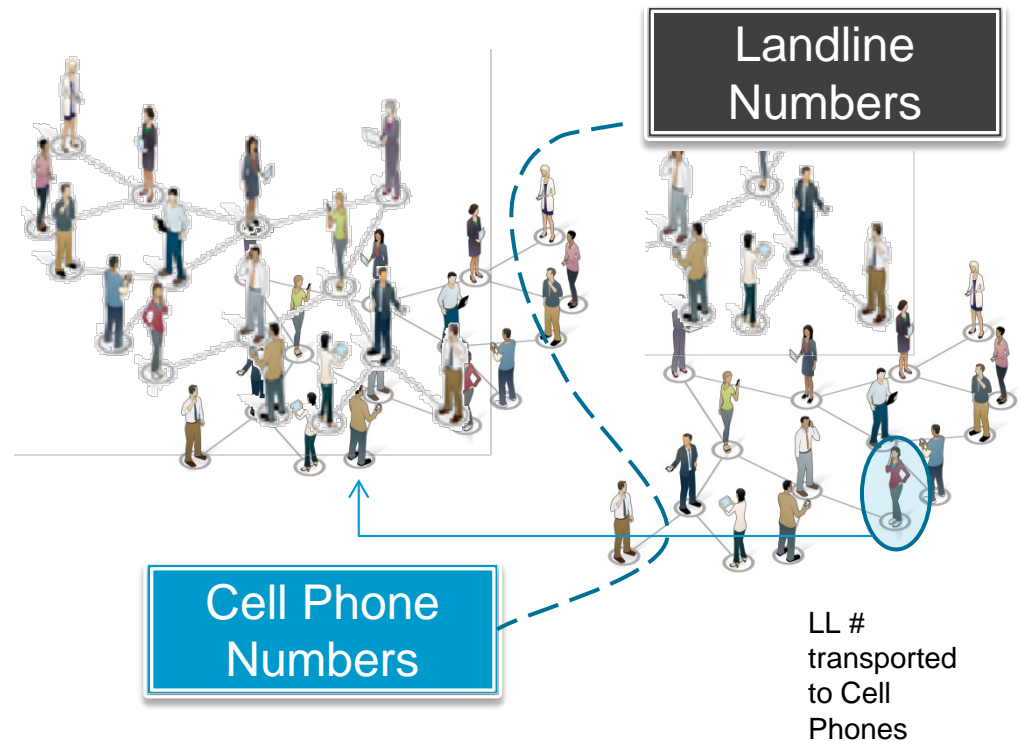
- For each cell phone number, did owner express consent?

GRAPHIC SOURCE: [ALERT! MAGAZINE FOURTH QUARTER 2014](#) COMPLIANCE AND THE TRUE COST OF CELL PHONE DIALING By Mary McDougall

Differentiate Cell Phones From Landlines

RDD Samples & Purchased Lists

- Analyze each number against cell phone number ranges
 - Cell Phone #
 - Landline #
- Scrub Land Line list for numbers ported to cell phones



Trust, Verify or Assume Worst Case

Proprietary Lists

1. Trust list provider



2. Verify the cell phone permissions

3. Use most compliant, most costly, dialing method



Sample Management

Cell Phone Sample w/o Consent vs. all other sample

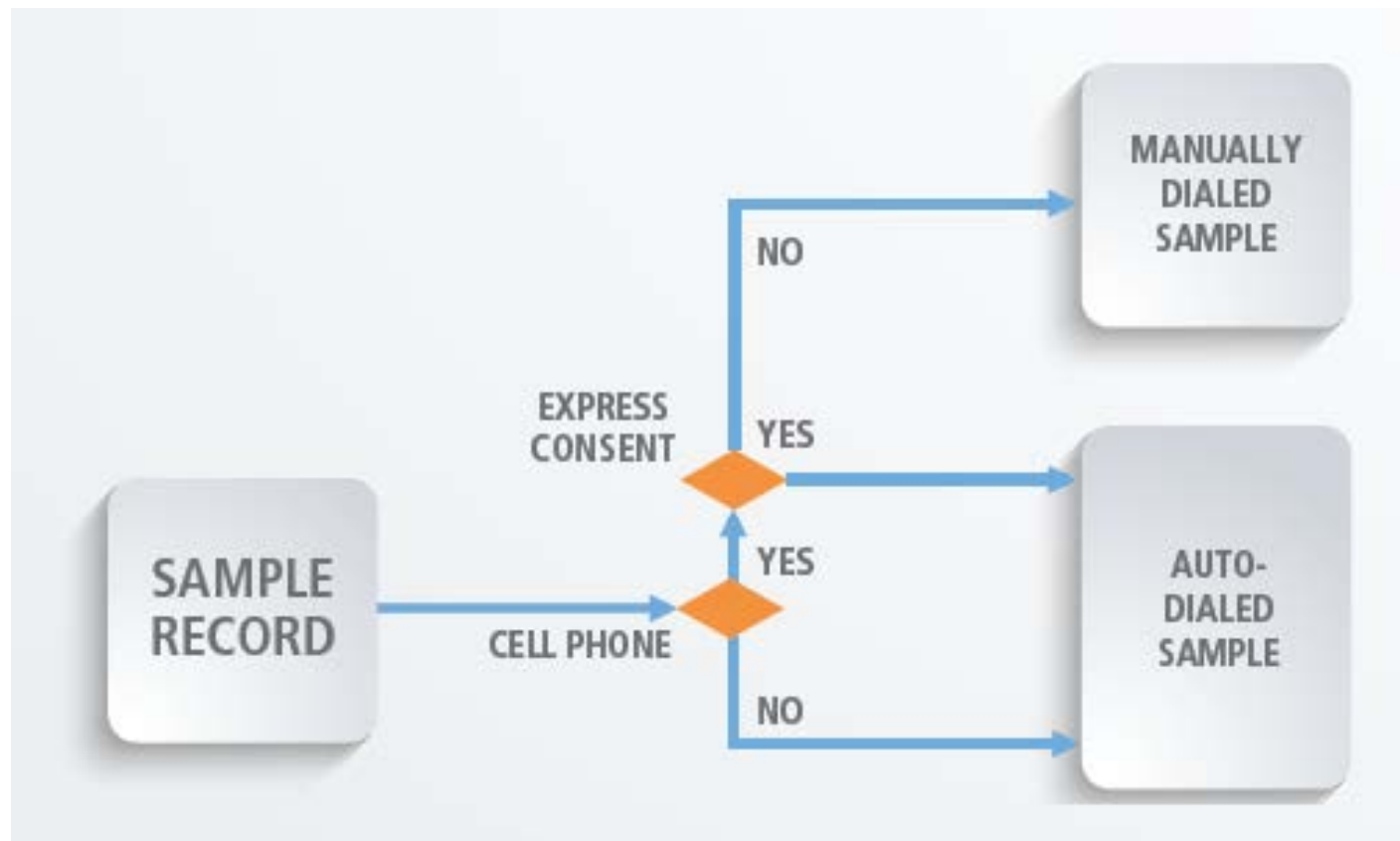
1. Separate two or more files -- Each file is handled differently OR
2. Combine in a single file

Technology Enablement

- Call Center sets dialing rules for each record type
- Dialing method is executed for each record according to rules
- For call backs to cell phones
 - A. Cell phone numbers can be entered, if different from recorded number
 - B. Consent is secured by the respondent agreeing to be called back on that number
 - C. Call back record type changed to now allow for automated dialing

Identifying the Dialing Method

GRAPHIC SOURCE: [ALERT! MAGAZINE FOURTH QUARTER 2014](#) COMPLIANCE AND THE TRUE COST OF CELL PHONE DIALING By Mary McDougall



- Without consent, the number has to be manually dialed
- With consent, the number can be treated like a landline

Operational Constraints






COST-EFFECTIVE OUTBOUND IVR (no labor costs)



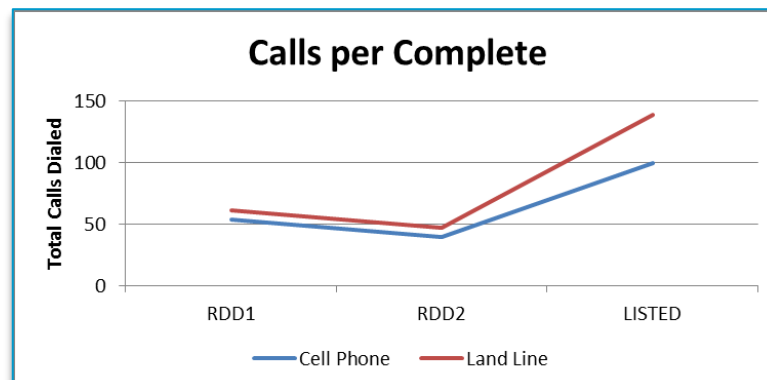
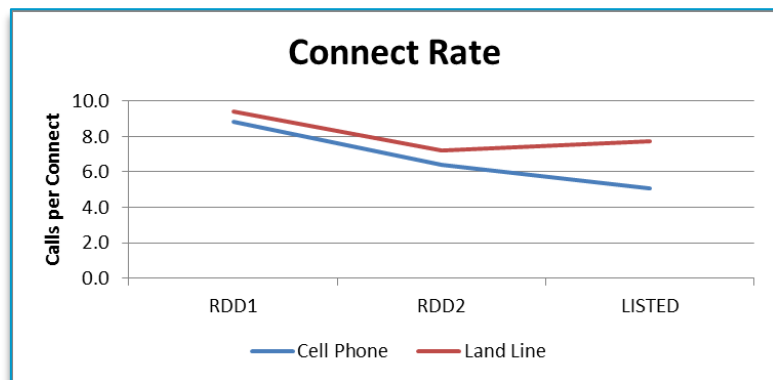
PREDICTIVE DIALING (high labor productivity & ROI)



Dialing Process Adaptions

SYSTEM	INTERVIEWER	
Displays phone number →	Initiates the dialing by clicking the button	
Displays phone number →	Re-keys the number into the screen, Then initiates the dialing	
Displays phone number →	Keys number into a separate, non-system controlled phone Then initiates the dialing	

Case Studies: RDD & Listed



CELL PHONES MORE 'PRODUCTIVE'

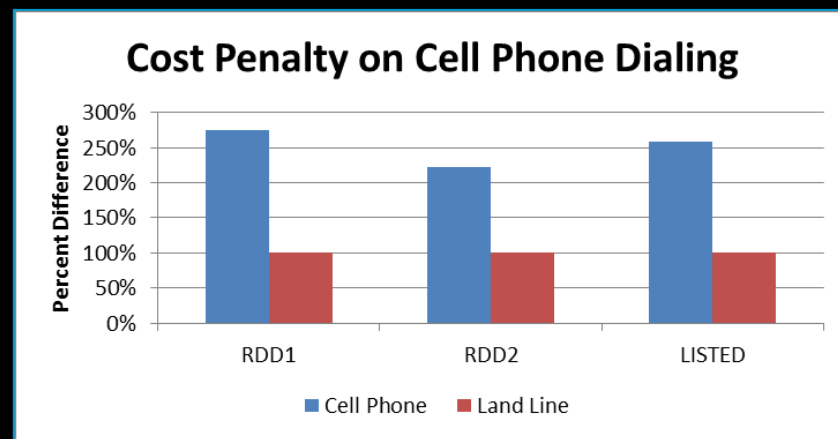
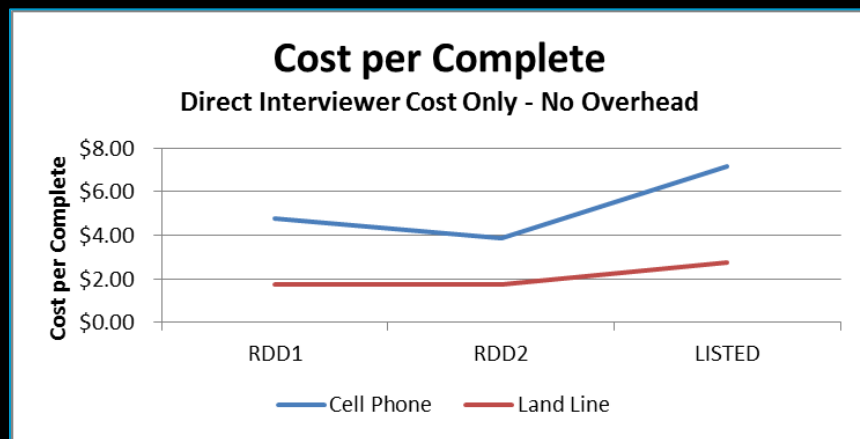
Call dialed by the Interviewer by re-keying the number	Cell Phone	Land Line	Call dialed by a Predictively Dialer as a background process; no labor required
DIRECT LABOR TIME PER COMPLETE	22.70	1.88	12x Difference in Minutes
Dialing Time to get Live Caller	3.20	0.25	<i>Minutes the Interviewer is dialing and/or waiting before reaching a live person</i>
Dialing Time to get a Complete	19.50	1.63	<i>Minutes to connect before finding someone to complete the survey</i>

CELL PHONES DIALING MUCH SLOWER

Where's The Tipping Point?

COMPLETES from CELL PHONE SAMPLE

2 - 2.5X cost penalty



25% - 100% premium

CUSTOMERS REPORT only CHARGING CLIENTS

TODAY: CELL PHONES <30% SAMPLE → PROFIT MARGINS ARE BEING SQUEEZED

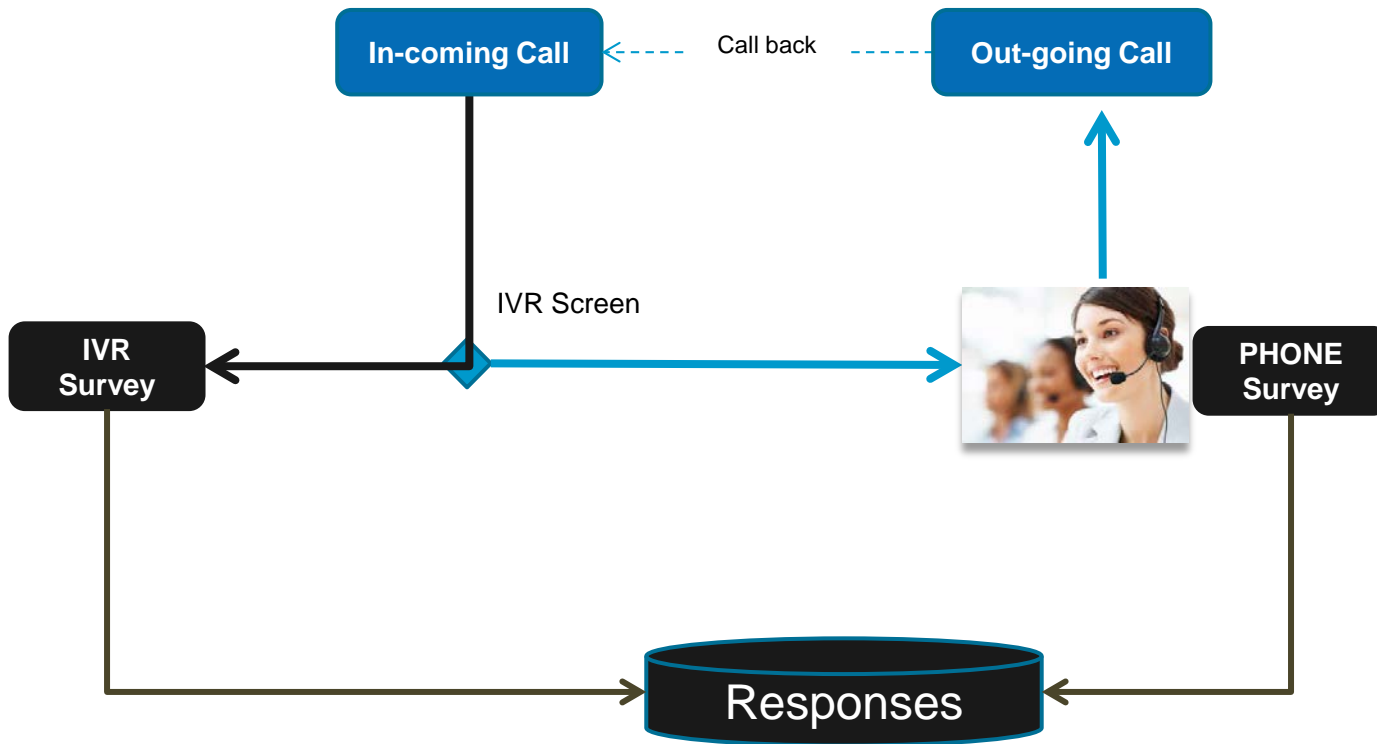
TOMORROW: CELL PHONE > 50% SAMPLE → STUDY COSTS RISE DRAMATICALLY

A background network diagram with nodes and connecting lines in shades of blue and teal. The nodes are represented by circles and squares of varying sizes, connected by thin lines. The overall pattern is a complex web of connections.

HOW is research adapting?

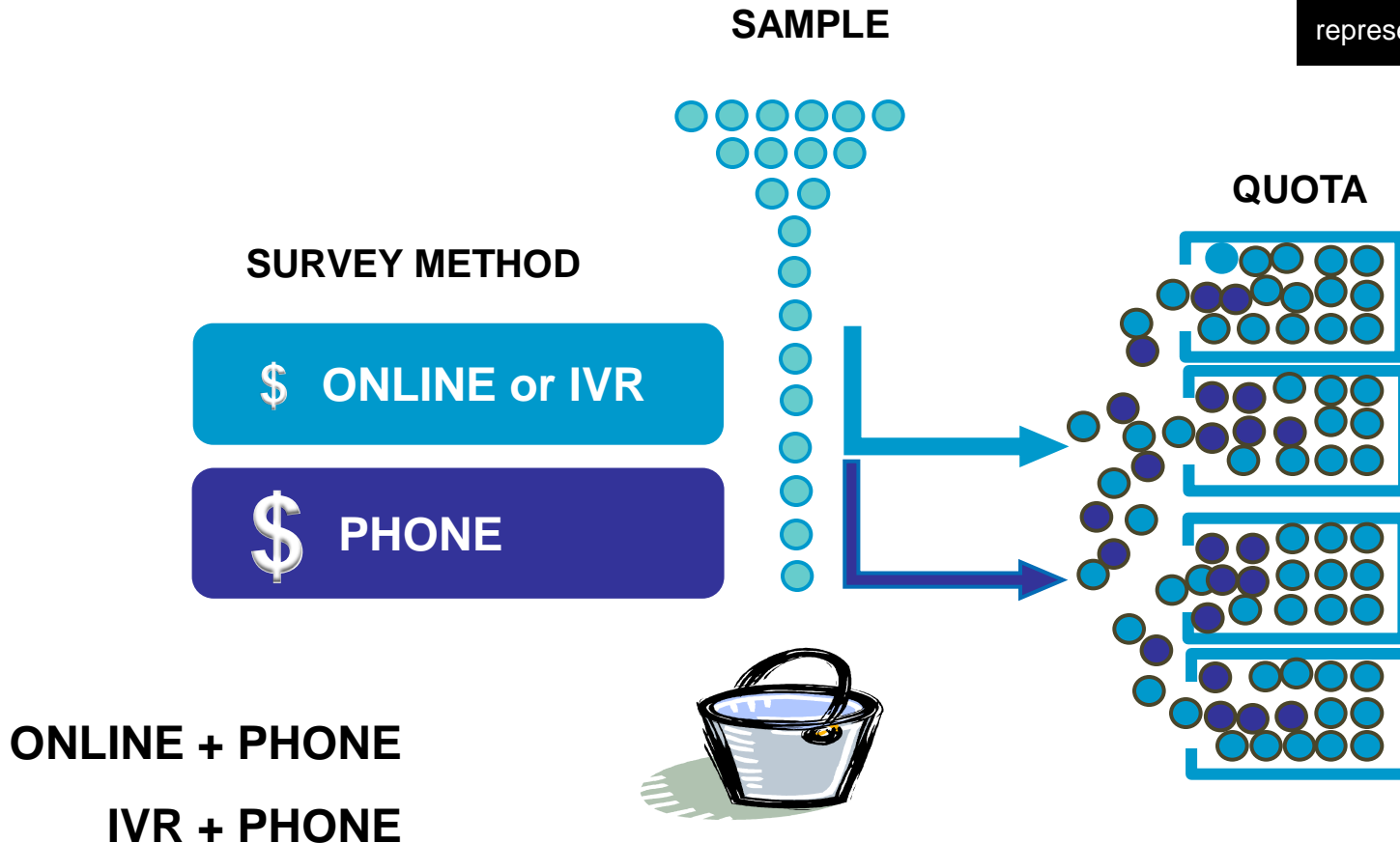
IVR to Convert Call-Backs

IVR, when integrated into call center workflows, can effectively handle inbound calls to capture a response either via an IVR survey or transfer to an interviewer.



Multiple Modes to Manage Costs

Researchers may first use lower cost methods to gather data and then add phone interviewing to target under-represented segments.

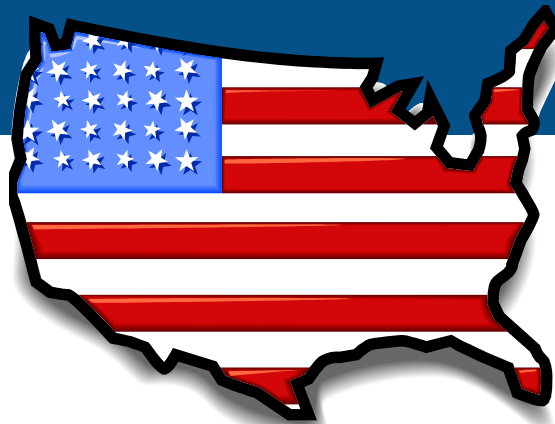


ONLINE + PHONE

IVR + PHONE

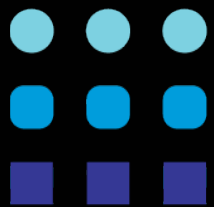
TCPA | Representative Data Collection

HOW DO YOU CAPTURE THE VOICE OF AMERICA WHILE
COMPLYING WITH TCPA GUIDELINES?



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CFMC

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