

RBS Push-To-Web:

A Comparison to Traditional RBS Telephone
and Consideration of Creative



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About the Study



The Researchers

- Kelly Harvey-Viney, Hampton University
- Bill Thomas, Hampton University
- David Dutwin, SSRS
- Rob Manley, SSRS



The Questions

- Is a simple address-based push to web less expensive than telephone?
- Is there more or less bias?
- Does a certain creative lead to less bias?

The Data

- SSRS fielded pre-election and post-election studies for Hampton University surrounding the November 2018 Senate elections in Virginia.
- In addition to analyzing voter attitudes and opinions, the studies had two research objectives:
 - Compare the efficacy of using a mail push-to-web methodology for political studies against traditional telephone methodology.
 - Within push-to-web, what effect does using different study names and logos have on response?

	Wave 1	Wave 2
Fieldwork Dates	9/4/18 – 9/21/18	12/12/18 - 12/31/18
Total Sample Size	1,016	1,017
Telephone	463	506
Push-to-web (Overall)	553	511
<i>Virginia Speaks</i>	270	263
<i>The Virginia Survey</i>	150	129
<i>Hampton University</i>	133	119

The mail push-to-web randomly sampled based on three possible designs:



HAMPTON
UNIVERSITY

- Would there be a better response from the “University bump” and/or
- Would there be greater bias as a HBC?



Virginia
SPEAKS

- Colorful
- Script
- “Interactive”



THE
VIRGINIA
— SURVEY —

- Scientific
- Non-partisan
- “Serious”

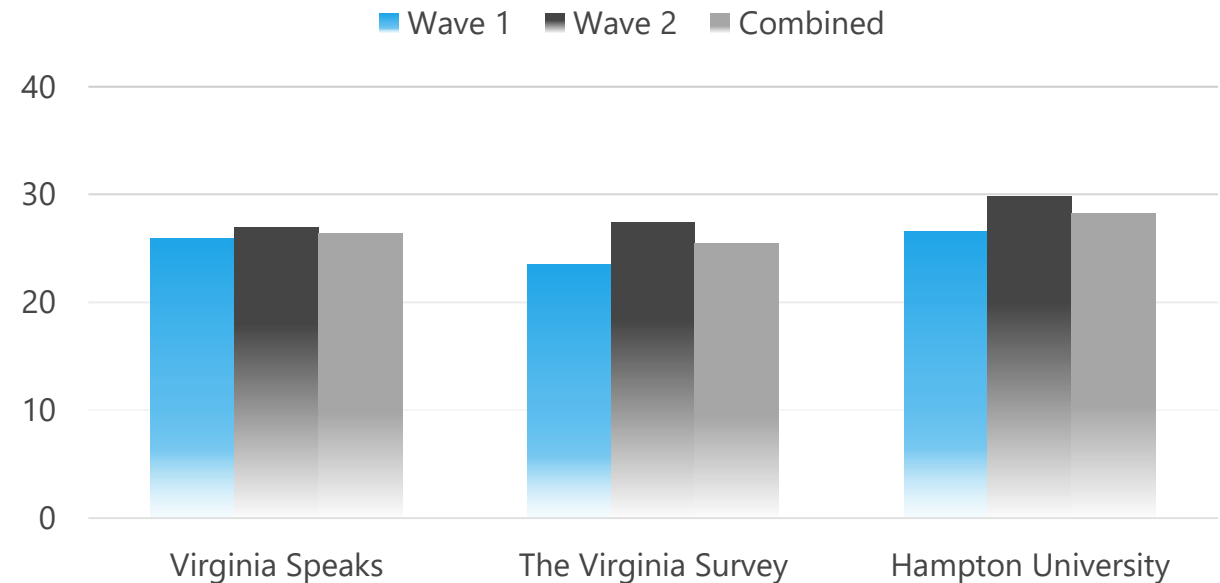


Test #1: Response Rates

- Virginia Survey attained the best yield at 25.5 (26.5 for Virginia Speaks; 28.3 for Hampton).
- Push-to-web obtained a higher response rate than telephone in both waves.

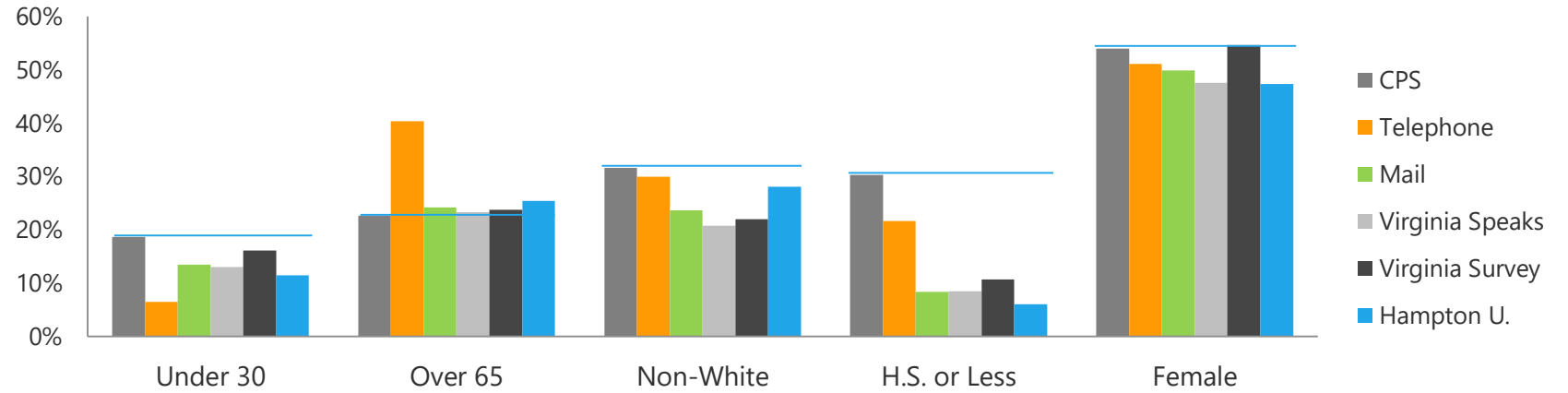
	Wave 1	Wave 2
Telephone	8.0%	8.1%
Push-to-web (Overall)	8.8%	8.4%
<i>Virginia Speaks</i>	8.9%	8.6%
<i>The Virginia Survey</i>	9.0%	8.4%
<i>Hampton University</i>	8.6%	8.2%

SAMPLE YIELDS

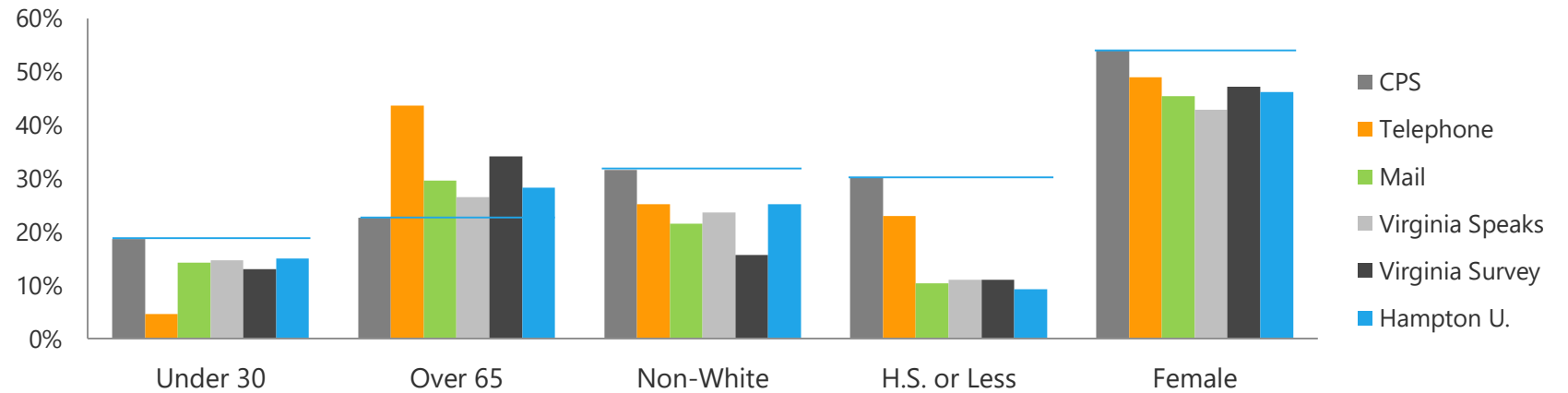


Demographic Comparisons, Unweighted

Demos by Sample Type, Wave 1

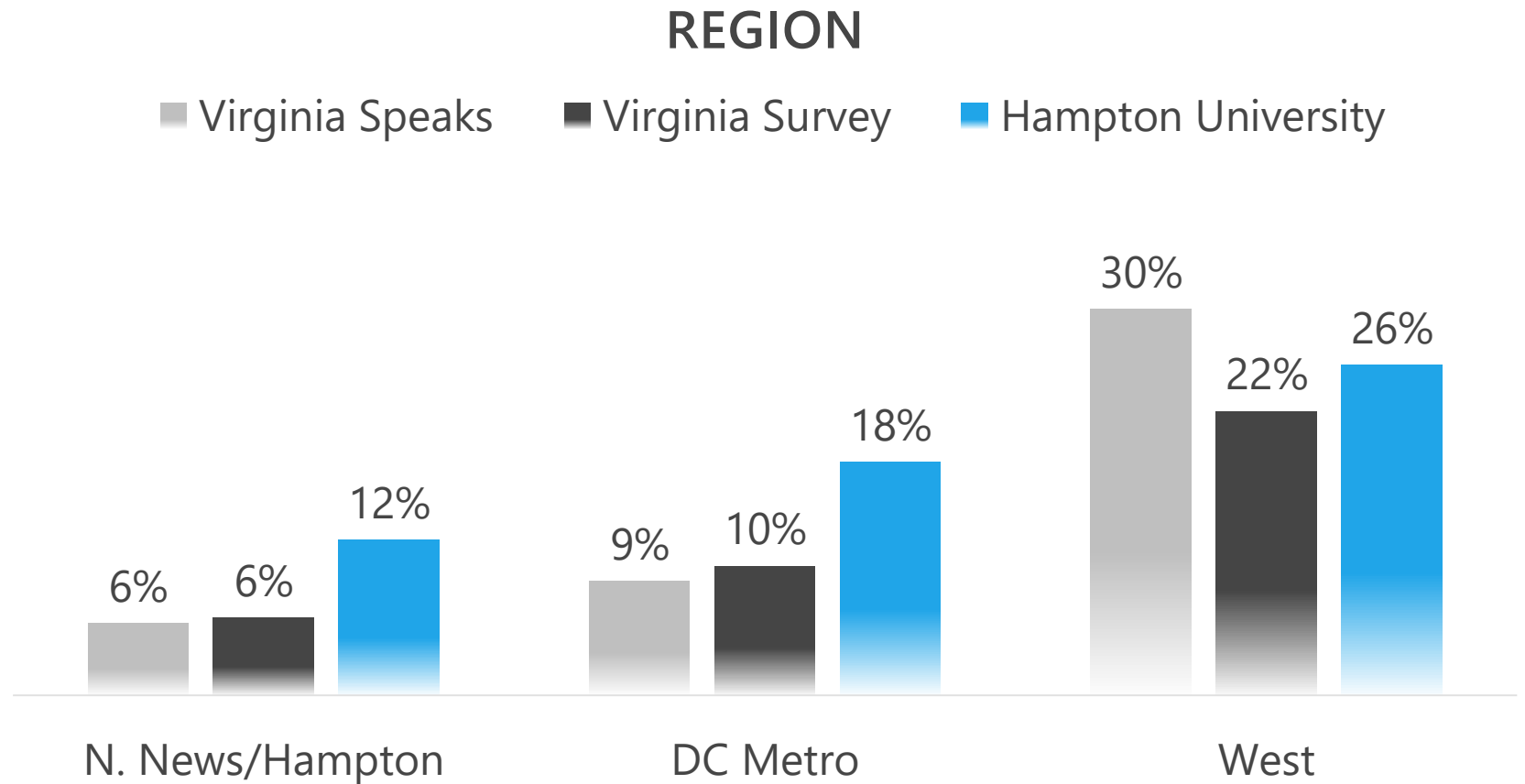


Demos by Sample Type, Wave 2



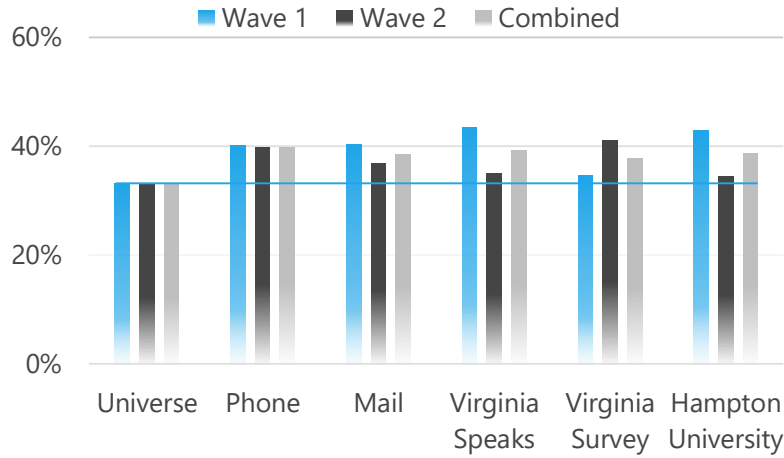
Comparison to the RBS Universe: Region

Response to Hampton University is most robust in the DC Metro area and the Hampton University area.

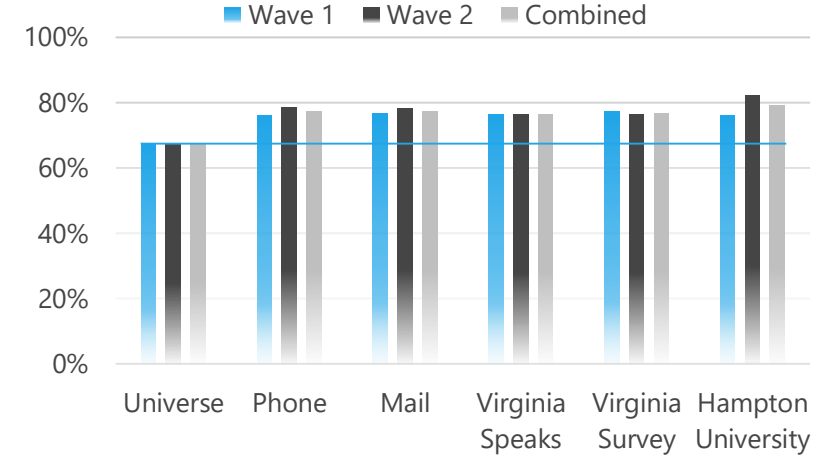


Comparison to the RBS Universe: Demographics

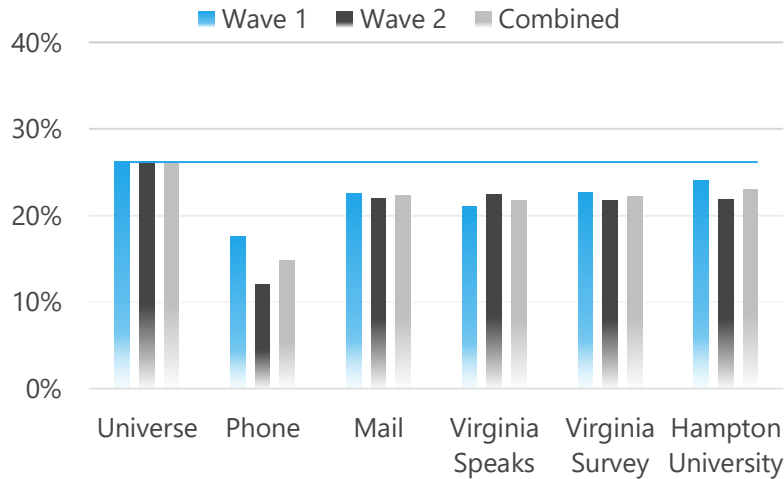
REGISTERED DEMOCRAT



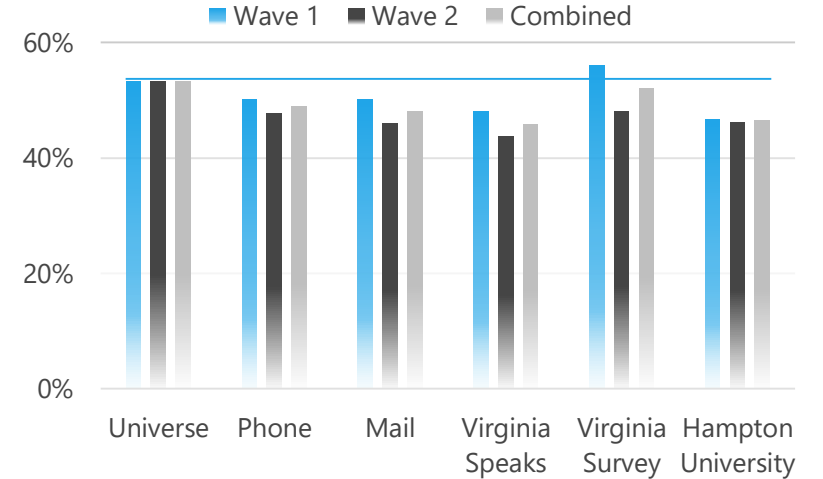
CAUCASIAN



AGE UNDER 35

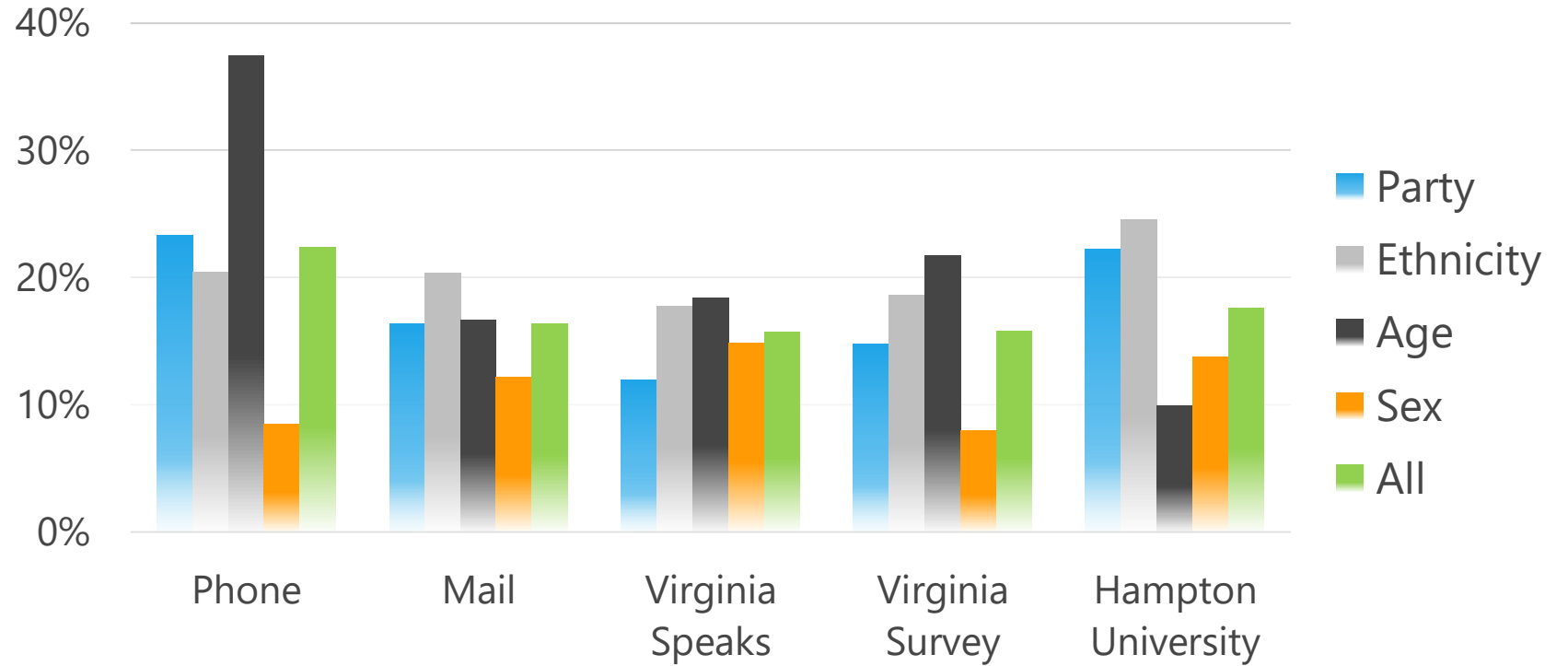


FEMALE



Comparison to the RBS Universe: Summary

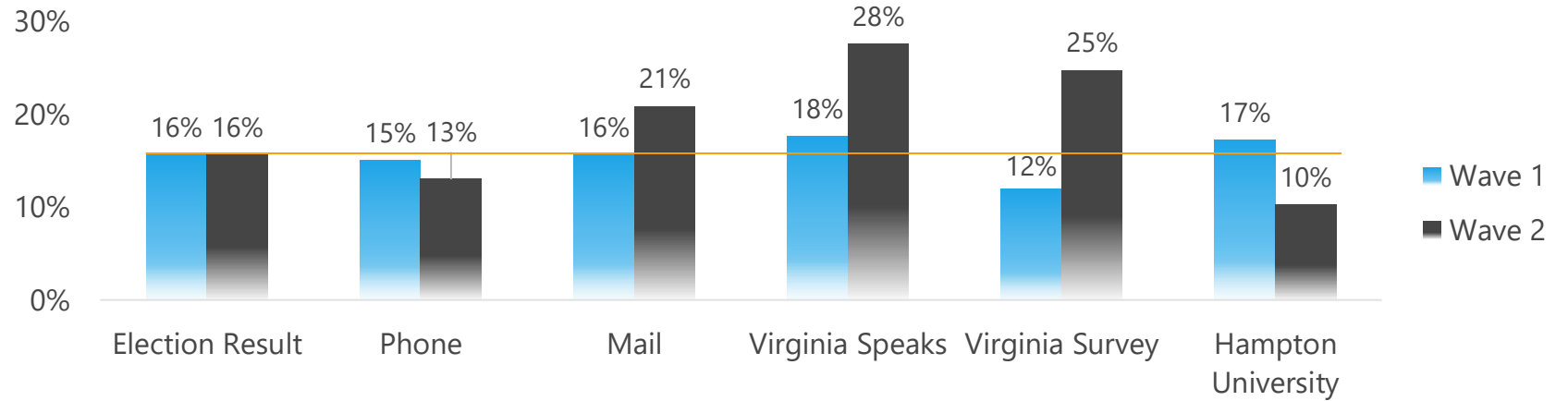
SUM OF BIAS, COMPLETES VS. UNIVERSE



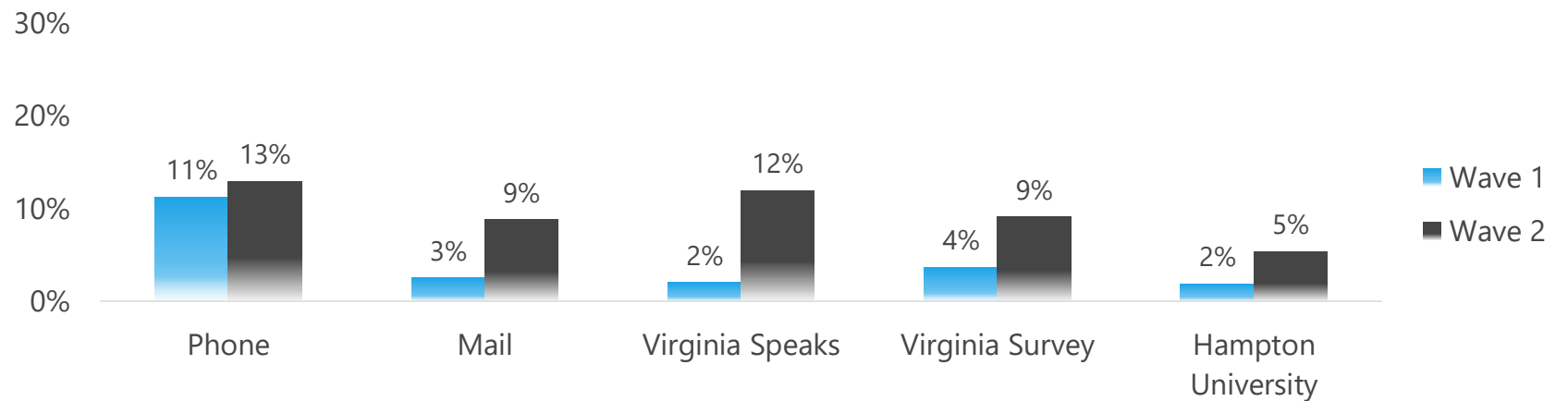
- Compared to the sample universe, the Virginia Survey and Virginia Speaks equally performed.
- Telephone was significantly worse than mail.

The Brass Tacks: Comparison to the Election

MARGIN OF KAINE VICTORY



MOSTELLER 5*



*sum of absolute value of each candidate prediction – actual results

Conclusion

- Mail push to web is significantly less expensive than RDD...up to 50% less expensive.
- Mail push to web attains a far better age profile, comparable gender profile, but somewhat worse on race and more bias in education, compared to the CPS.
- Mail push to web attains a far better age profile and comparable other demographics compared to the Aristotle voter file universe.
- Hampton University skews to more African American respondents and respondents in the Hampton geography and NOVA.
- The Virginia Survey held a slight advantage overall on average to other creatives in terms of yield and bias.
- Mail push to web nailed its pre-election forecast for margin of victory and attained a very low Mosteller metric. Post-election margin was biased, but still with a low Mosteller metric compared to telephone.



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