



Survey 160

Using Texting to Pre-Paid Cells to Reach Underrepresented Populations

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CIPHER 2026

February 25-27, 2026



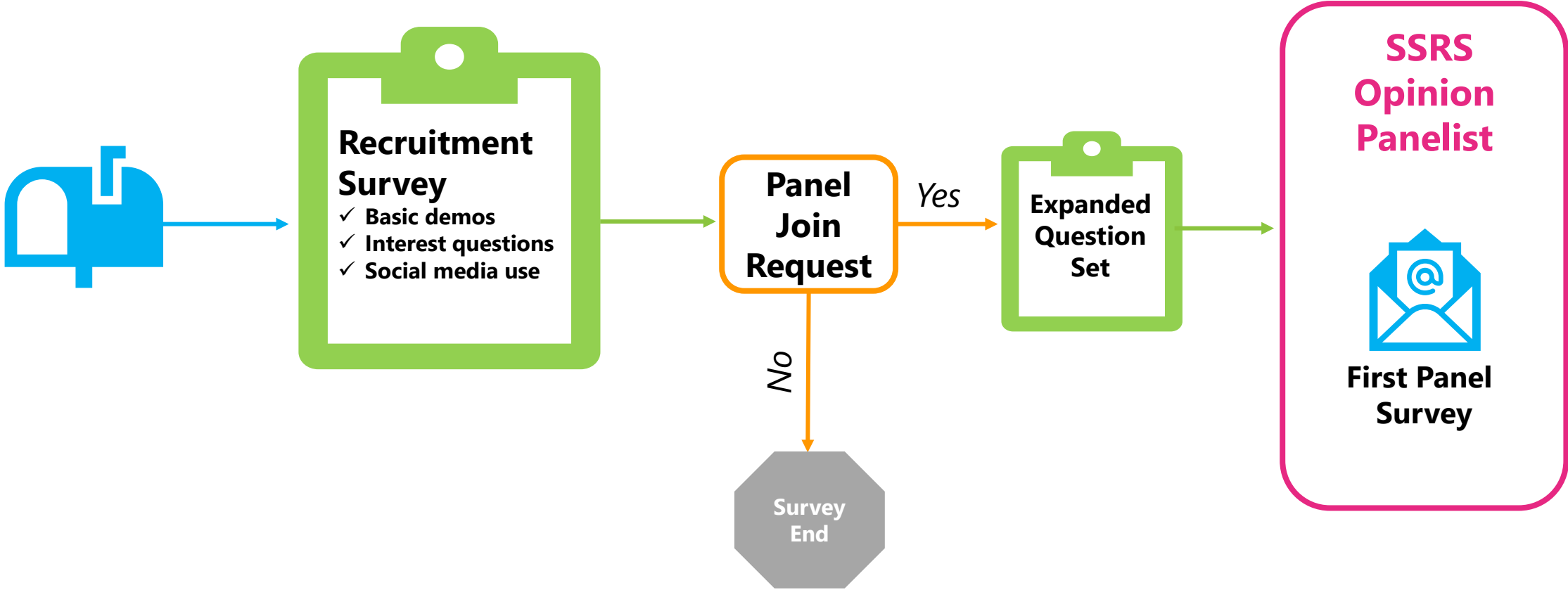
- Probability-based
- Nationally Representative of U.S. Adults 18 and Older
- Approximately 50,000 active panelists
- Recruited via ABS with Prepaid Cell RDD Supplement
- Multi-mode Capability
 - Most respondents participate online
 - Live telephone interviewing available to those who don't use the internet or who prefer phone surveys
- English and Spanish

[SSRS.COM/OPINION-PANEL](https://ssrs.com/opinion-panel)

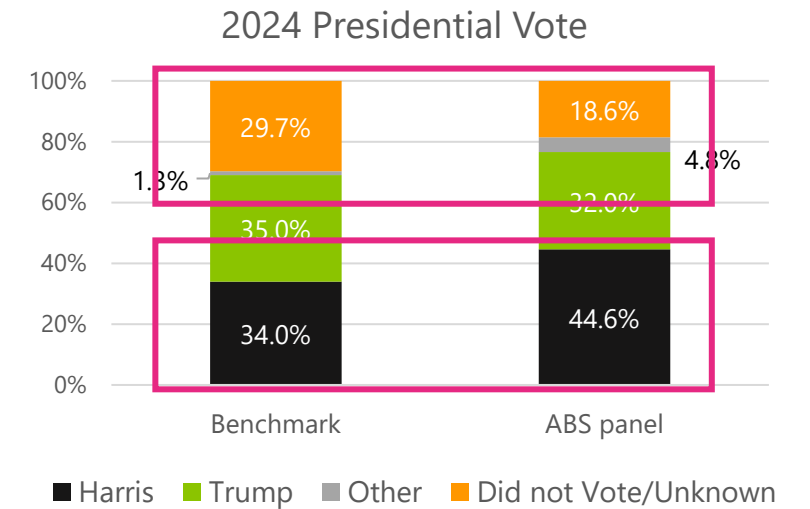
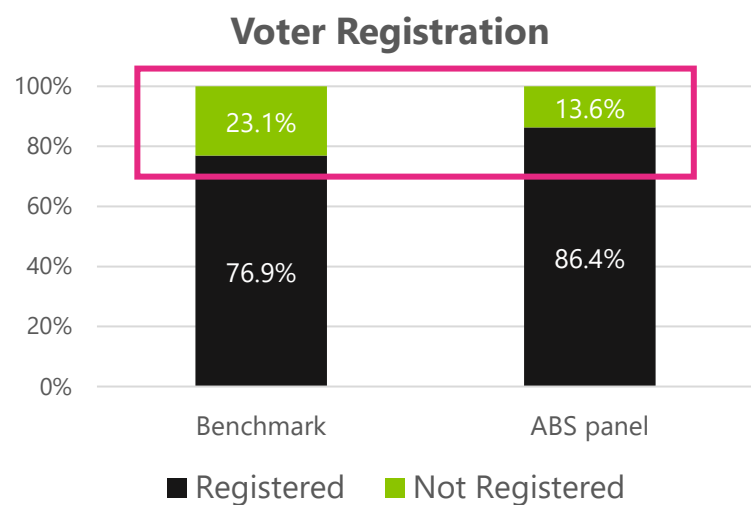
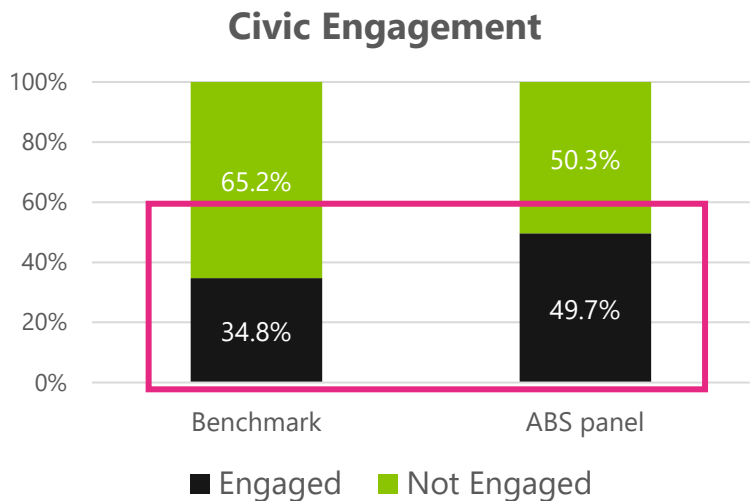
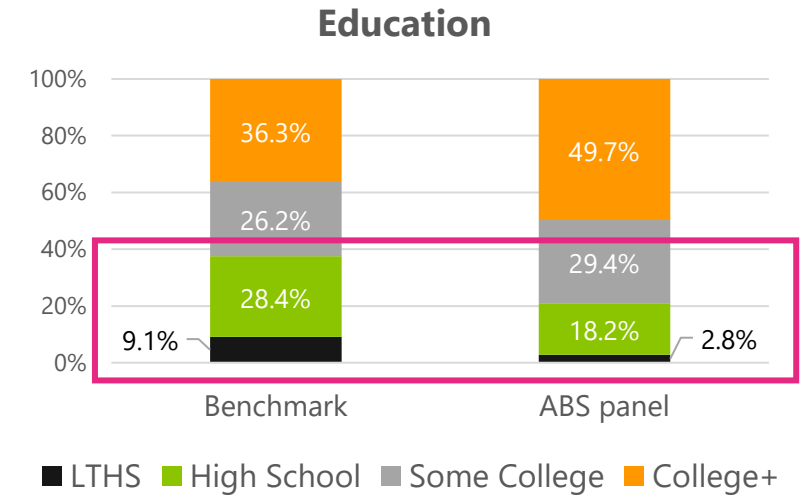
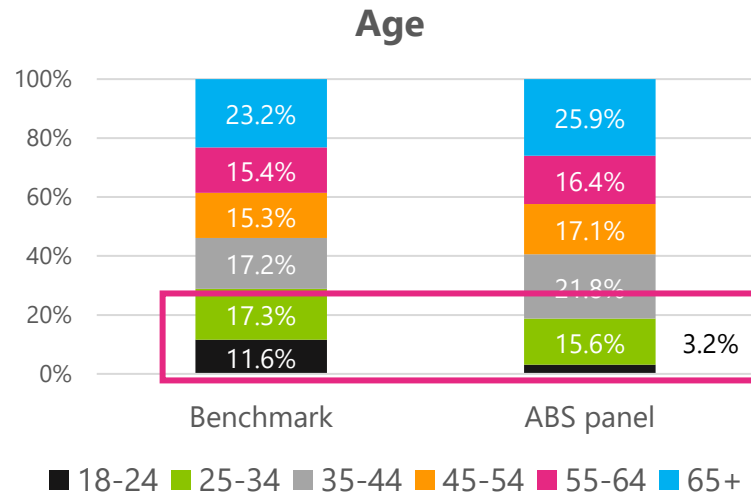
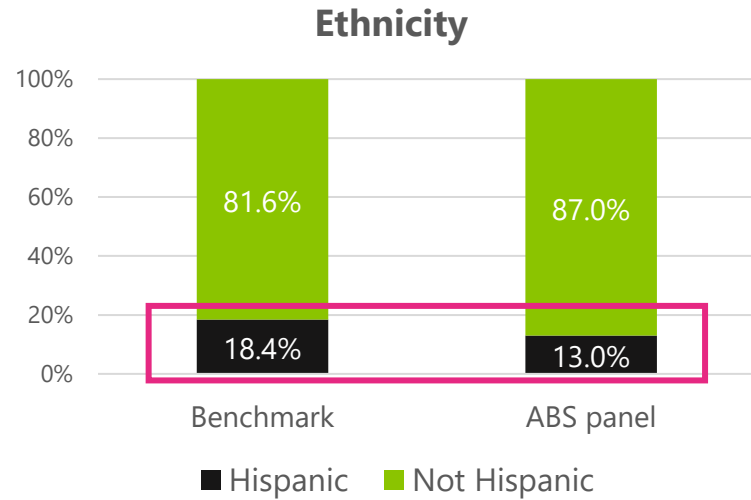
ssrs.com/opinion-panel | [@ssrs_research](https://twitter.com/ssrs_research)



Standard ABS Panel Recruitment Process



ABS Recruitment Tends to Underrepresent Some Important Subgroups



What is Prepaid Mobile?

Standard or “Post-paid” Cell Phones

- “Standard” cell phones require a data plan to be used and often a contract locking you into a specific plan, at a specific price, for a specific amount of time.
- These are mostly “post-paid” plans, in that you agree to pay your bill at the end of the month.
- Typically require a good credit score, a permanent address, and a valid form of government-issued identification.

Prepaid or “Pay-as-You-Go” Cell Phones

- “Non-contract plans that are more commonly used by individuals who are unable to qualify for contracts or “post-paid” plans.
- Phone plans are typically assigned a specific phone number when you activate the SIM card that comes with the phone or when you insert a prepaid SIM from a carrier. The number is linked to the SIM card rather than the phone itself, meaning if you switch SIM cards, the phone number will change accordingly.

What is Pre-paid Mobile?

connect[™]
by T Mobile

metro[®]
by T Mobile

mint
mobile



What is Pre-paid Mobile?

connect[™]
by T Mobile

verizon[✓]
Prepaid

metro[®]
by T Mobile

Tracfone[®]

mint
mobile



What is Pre-paid Mobile?

connectTM
by T Mobile

verizon✓
Prepaid



AT&T prepaid

metro[®]
by T Mobile

Tracfone[®]

cricketSM
wireless

mint
mobile



Consumer Cellular[®]

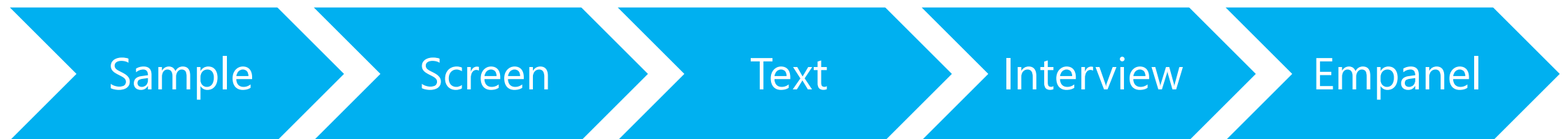
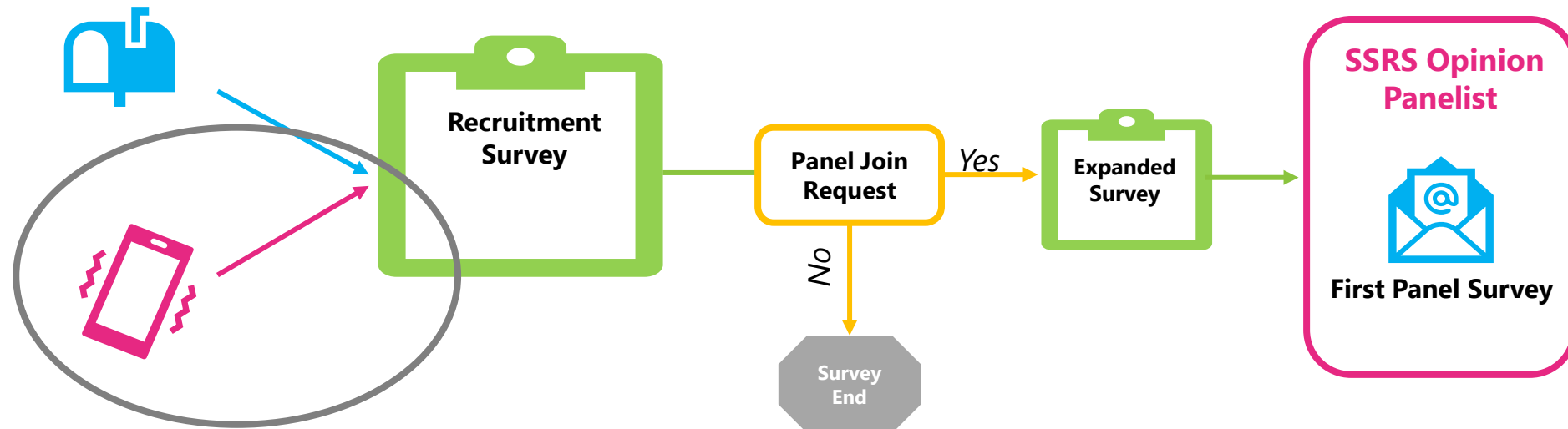
boost
mobile

How can Prepaid Cell Phones help Survey Research?

Additional research found that including these flagged phone numbers in samples successfully led to more interviews with harder to survey populations including:

- Black adults
- Hispanic adults
- Spanish language interviews
- Individuals with less than a high school diploma
- Households earning less than \$40,000 annually
- Individuals covered by Medicaid
- Individuals rating their health status as “fair” or “poor”
- More likely to live in urban areas
- Less likely to be registered to vote
- More likely to be independent or non-leaning

In 2025, SSRS added SMS outreach to PPD sample as part of the panel recruitment process



SMS Survey Process

Hi, I'm Lily with SSRS, a research firm. We are polling NJ residents. Can you answer a quick poll about current events? We'll send you \$10.

- 1)Yes
- 2)No (or STOP)
- 3)En español"

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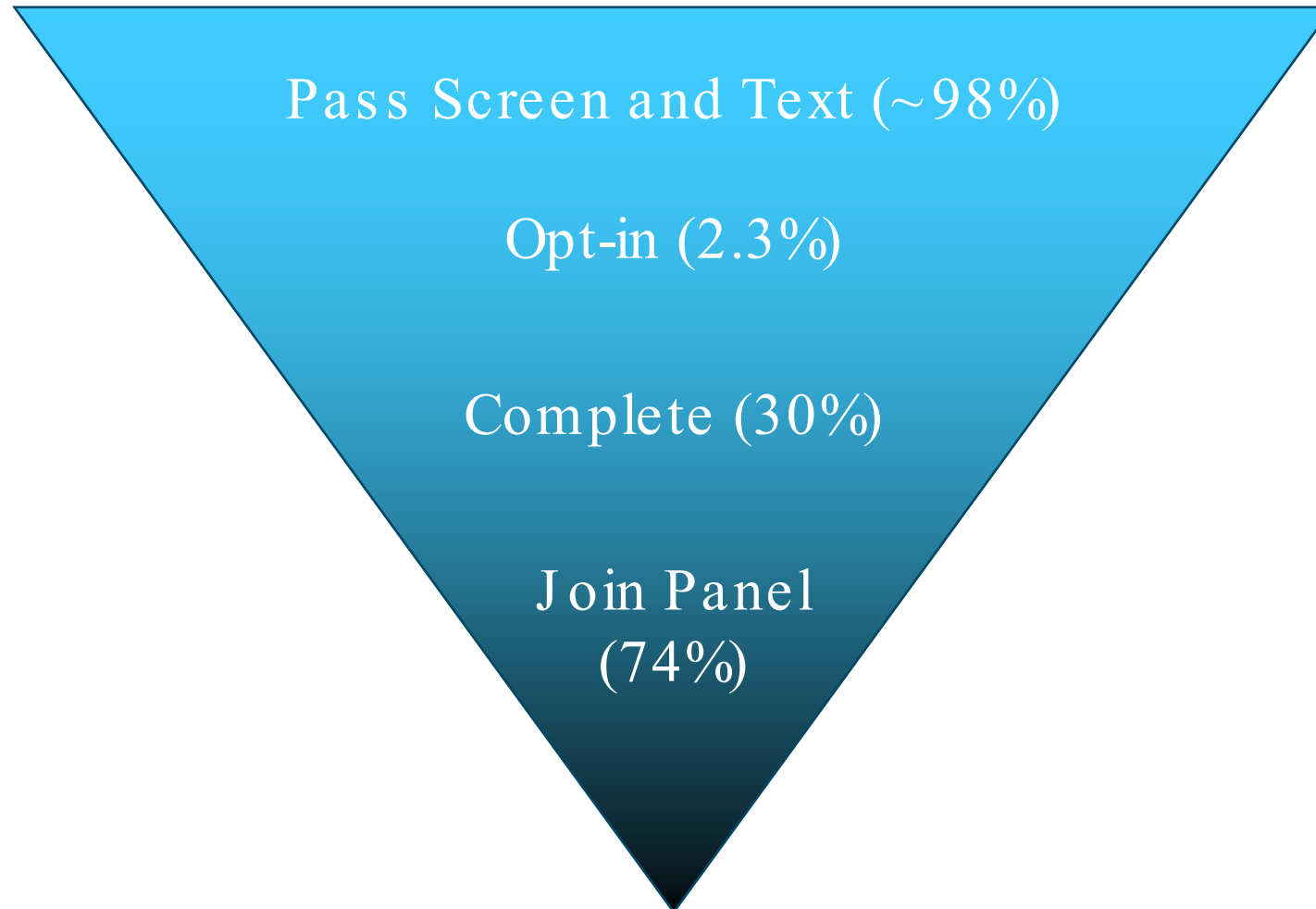
Thanks! Your opinion matters. You can finish the confidential survey here:
https://www.SSRSoPinionsurvey.com/wix/p895430006450.aspx?__userid=R8T9N8U&sms=1

If you qualify and complete the survey, we will send you \$10 to thank you for your time.

Sure



SMS Survey Process



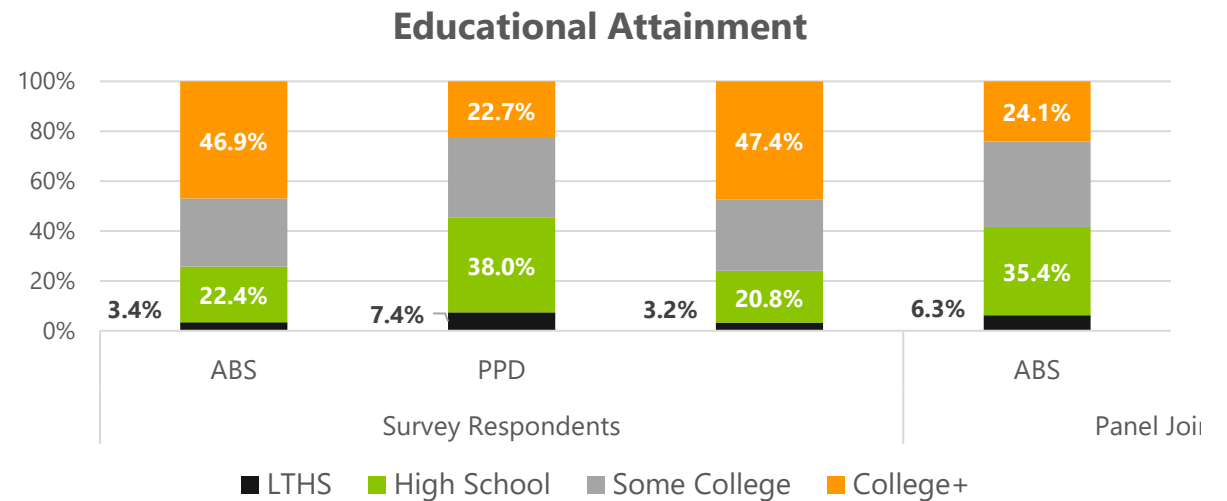
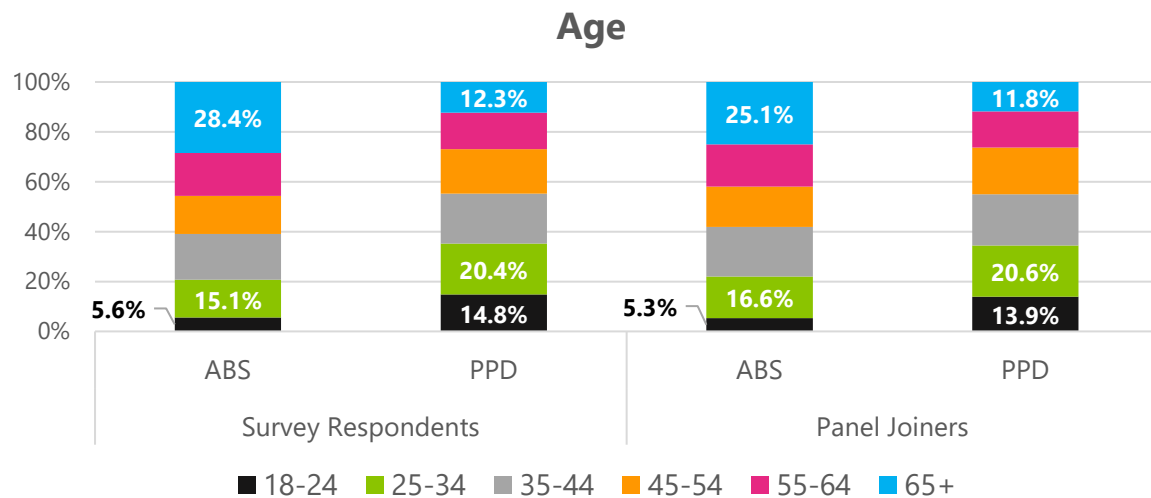
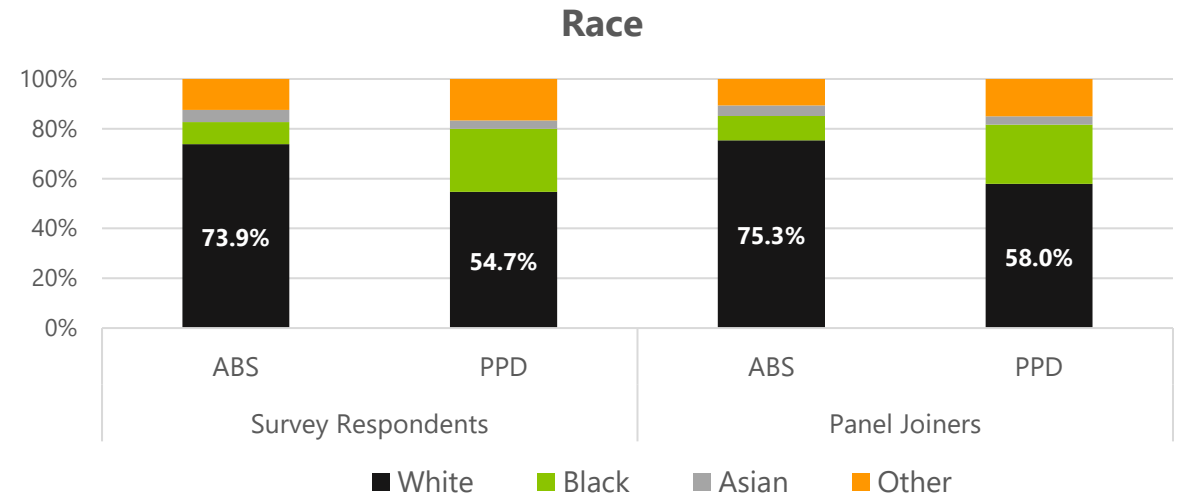
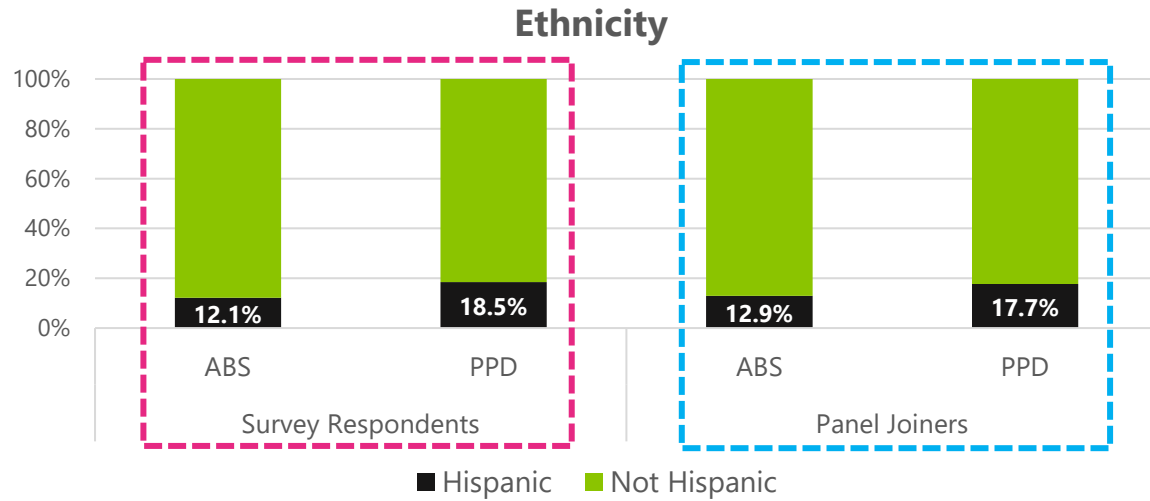
Response Rate by Wave

	Wave 28	Wave 29	Wave 30
Response Rate	0.36%	0.42%	0.70%
Panel Join	0.28%	0.31%	0.51%

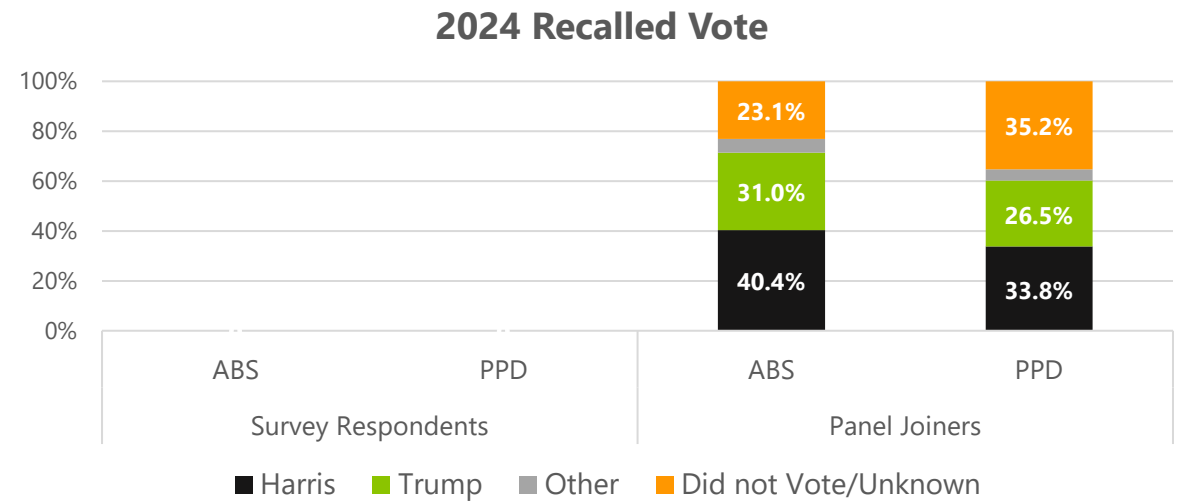
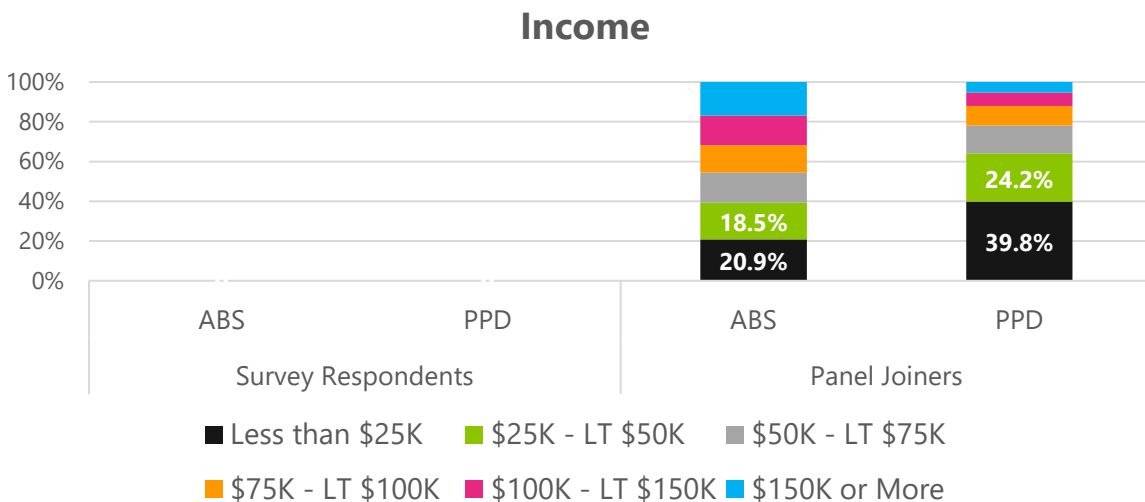
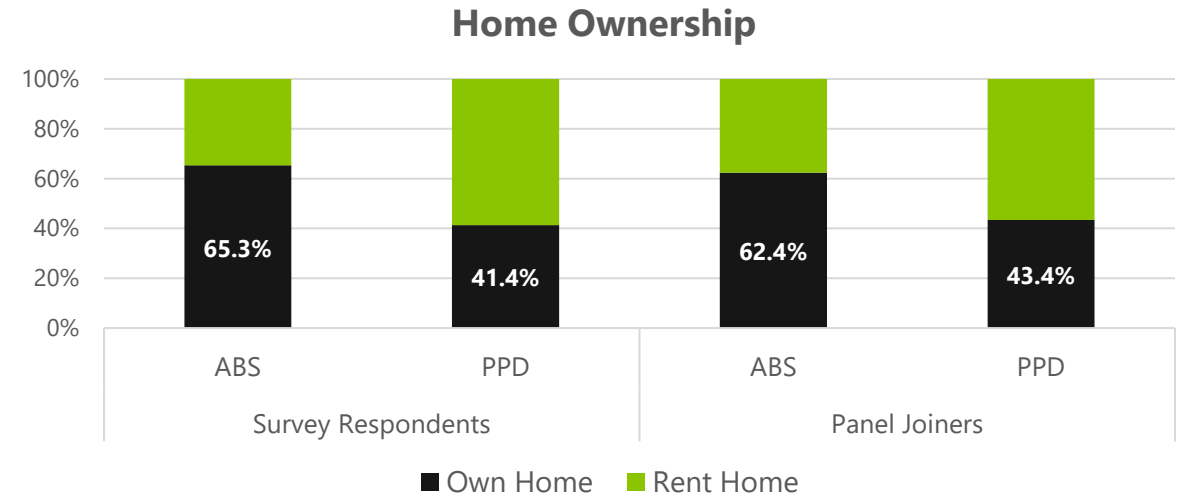
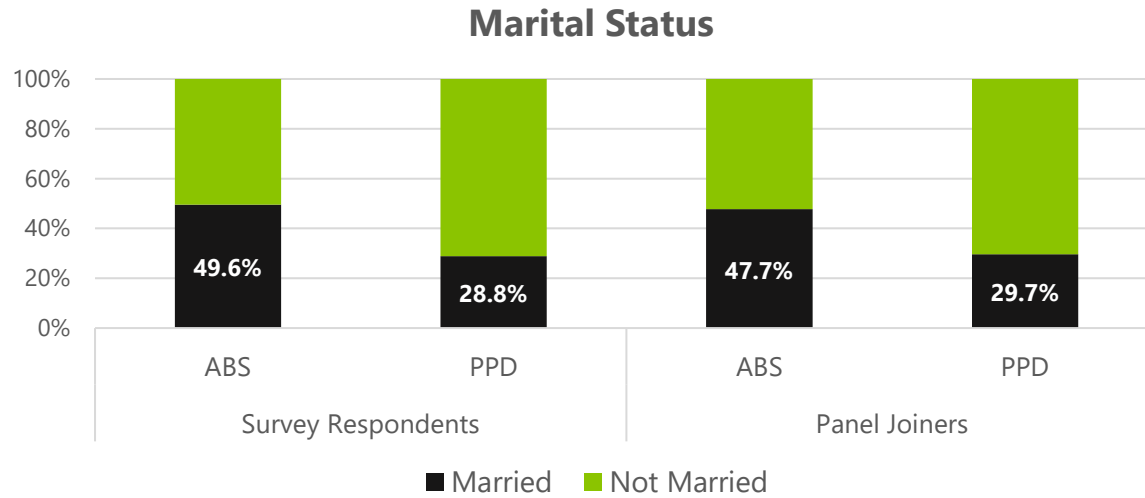
Does it Work? Specifically...

1. Do panelists recruited using SMS to PPD phone samples come from traditionally under-represented subgroups compared to ABS recruits?
2. Do those panelists who are recruited via SMS from PPD samples respond to the first panel survey at the same rates as those recruited from the ABS frame (controlling for demographics)?
3. Do PPD-recruited panelists continue to respond at similar rates to panel surveys over time?
4. Do PPD-recruited panelists exhibit comparable data quality as those recruited from ABS?

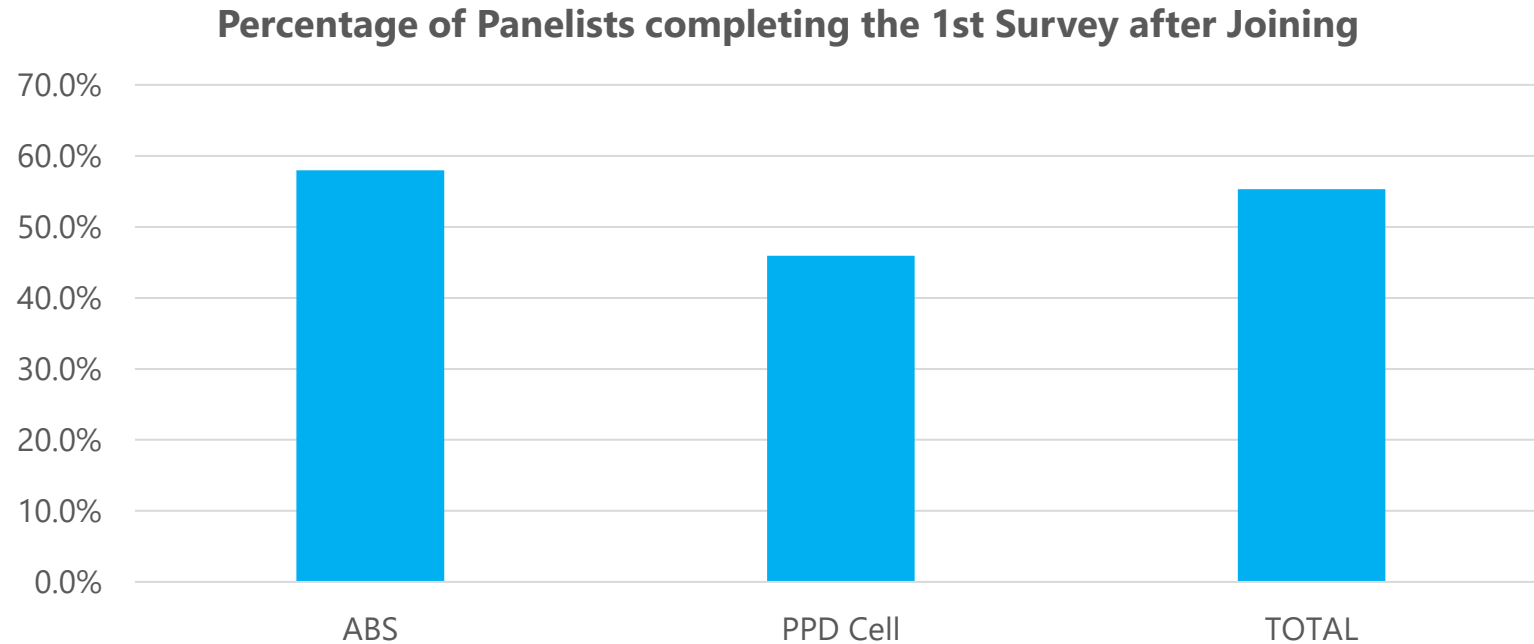
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Frame Only		
	OR	Sig.
PPD Cell Frame (ref. ABS Frame)	0.60	***

Frame + Demos

	OR	Sig.		OR	Sig.
PPD Cell Frame (ref. ABS Frame)	0.65	***	HH Adults (ref. Single adult)		
Age (ref. 18-29)			Two Adults	0.99	
30-49	1.03		Three or more adults	0.94	
50-64	0.82	*	Internet Frequency (ref. Almost constantly)		
65+	0.80	*	Several times a day	0.91	
Education (ref. HS or Less)			Once a day	0.70	*
Some College	1.22	**	Several times a week	0.66	*
College+	1.57	***	Less often	0.42	***
Female	1.10		Never	0.33	***
Race/Eth (ref. White)			Not Civically Engaged	0.97	
Black	0.69	***	Not religiously affiliated	1.19	**
Hispanic	0.84	*	PID (ref. Republican)		
Asian	1.23		Democrat	1.03	
Other	0.78	*	Independent	0.88	
Region (ref. Northeast)			Not registered to vote	0.93	
Midwest	0.93				
South	1.00				
West	1.02				

Frame + Demos

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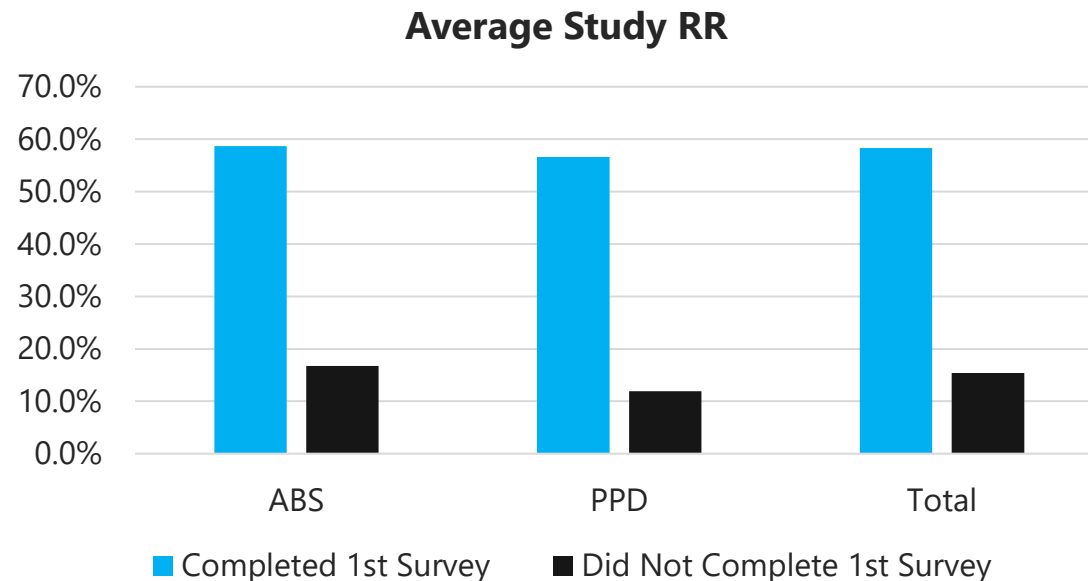
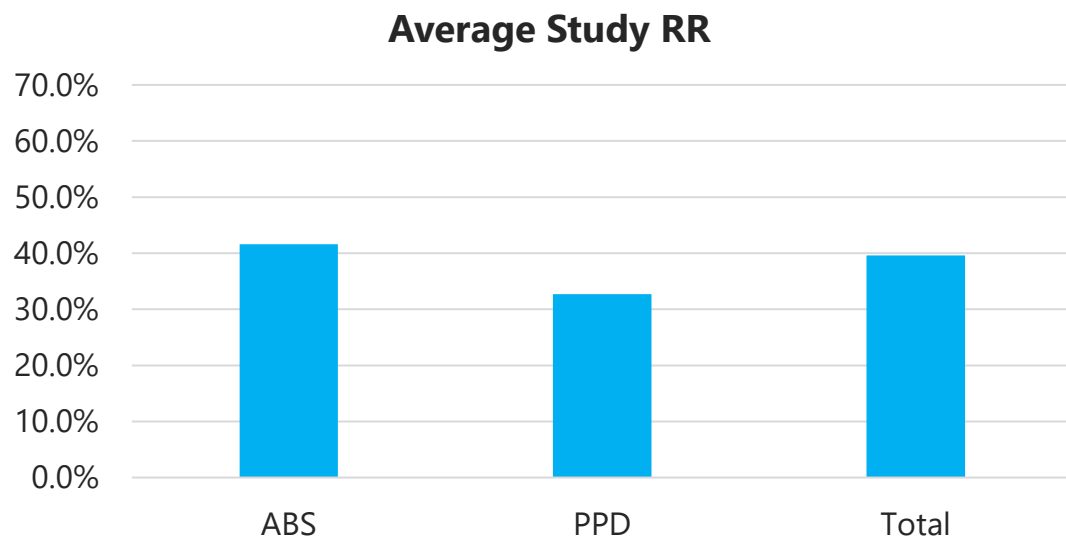
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3. Do PPD-recruited panelists continue to respond at similar rates to panel surveys over time?



	Frame Only			Frame + 1 st Survey Completion		
	Coef.	S.E.	Sig.	Coef.	S.E.	Sig.
PPD Cell Frame (ref. ABS Frame)	-0.09	-0.008***		-0.03	0.005***	
Completed 1 st Survey				0.43	0.004***	

Frame + 1st Survey Completion + Demos

	Coef.	S.E.	Sig.		Coef.	S.E.	Sig.
PPD Cell Frame (ref. ABS Frame)	-0.03	0.006	***	HH Adults (ref. Single adult)			
Completed 1 st Survey	0.43	0.004	***	Two Adults	-0.00	0.005	
Age (ref. 18-29)				Three or more adults	-0.004	0.006	
30-49	0.00	0.007		Internet Frequency (ref. Almost constantly)			
50-64	0.01	0.007		Several times a day	0.008	0.005	
65+	0.02	0.008		Once a day	0.011	0.012	
Education (ref. HS or Less)				Several times a week	-0.012	0.015	
Some College	-0.02	0.006	***	Less often	0.018	0.017	
College+	-0.02	0.006	**	Never	0.072	0.025	
Female	-0.00	0.005		Not Civically Engaged	-0.005	0.004	
Race/Eth (ref. White)				Not religiously affiliated	0.007	0.005	
Black	0.00	0.007		PID (ref. Republican)			
Hispanic	-0.01	0.006		Democrat	0.011	0.006	
Asian	0.00	0.013		Independent	0.007	0.006	
Other	-0.04	0.010	***	Not registered to vote	0.007	0.006	
Region (ref. Northeast)							
Midwest	0.00	0.007					
South	-0.01	0.007	*				
West	-0.01	0.007					

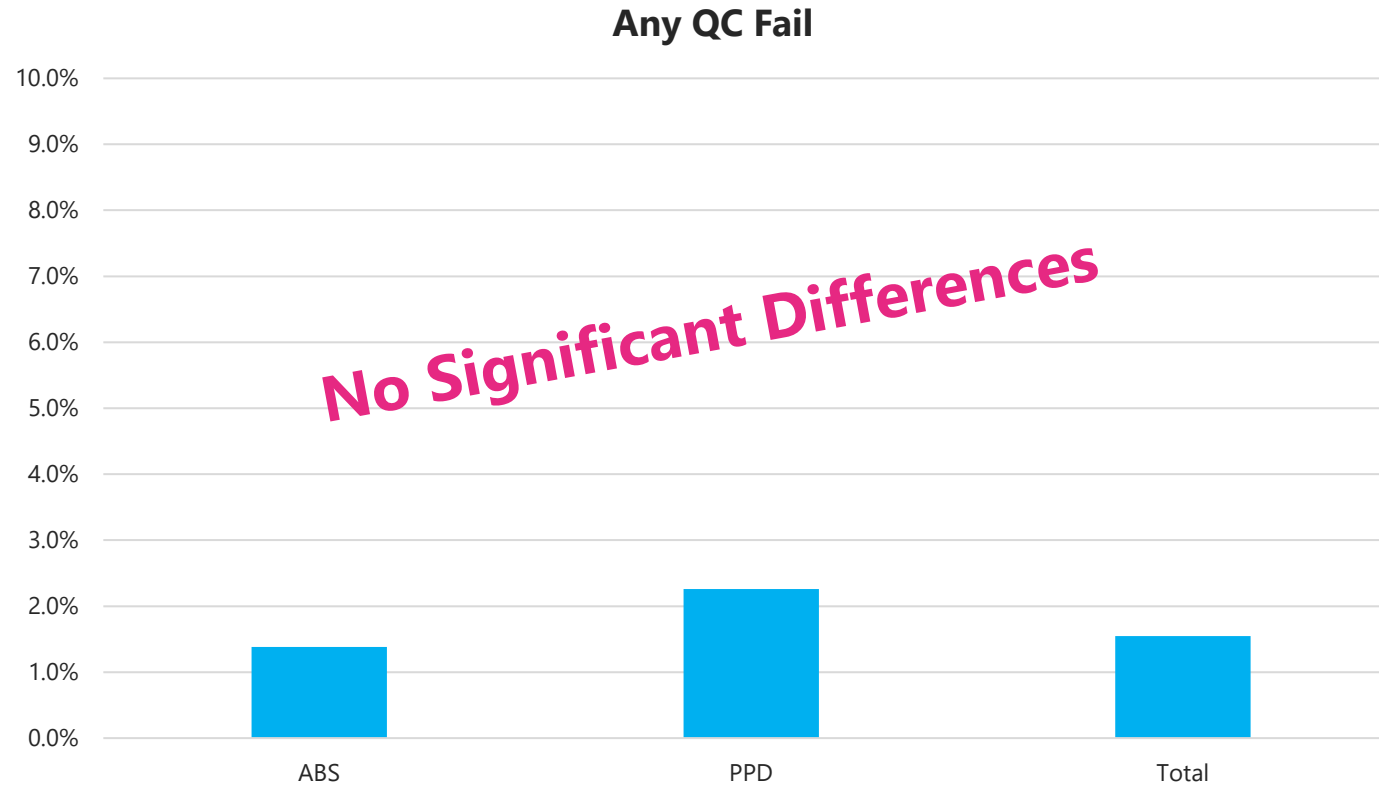
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Midwest	0.00	0.007					
South	-0.01	0.007	*				
West	-0.01	0.007					

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Region (ref. Northeast)							
Midwest	0.00	0.007					
South	-0.01	0.007	*				
West	-0.01	0.007					

4. Do PPD-recruited panelists exhibit comparable data quality as those recruited from ABS?



Summary/Conclusion

Supplementing ABS with a Prepaid Sample frame (PPD) contacted through SMS can help recruit harder-to-recruit demographics to a probability panel

Panelist recruited from PPD sample are more likely to be Hispanic, non-white, younger, lower education, lower income, unmarried, renters, and 2024 nonvoters (though also more democratic) than ABS

PPD recruits do tend to respond to the first survey at a lower rate than ABS, even controlling for demographic differences

May be due to the change in contact mode after recruitment

Ongoing survey completion rates are driven heavily by whether a panelist completed that initial survey

However, PPD panelists have slightly lower ongoing survey completion rates compared to ABS, even controlling for first survey completion.

PPD recruits demonstrate equally good data quality (i.e., fail DQ checks at comparable rates) to ABS recruits

Failure rates are very small on the SSRS Opinion Panel

Future Research

- **How can we improve the rate that PPD recruits respond to the first survey (and continue responding to panel requests)?**
 - Test sending first survey invite via test message earlier in field period (not just as reminder)
 - Qualitative interviews with PPD recruits specifically about their experience as panelists
- **See if there are other non-demographic differences between PPD recruits who do and do not complete the initial survey**



Survey 160

Thank You

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