**KING COUNTY PHONE SURVEY**

**2011**

**METHODS**
- 402 RANDOM CALLS TO KING COUNTY RESIDENTS
- LANDLINES & MOBILE PHONES
- PERFORMED BY PROFESSIONAL SURVEY FIRM

**SURVEY DETAILS**
- 28-QUESTION PHONE SURVEY
- 402 RESIDENTS SURVEYED VIA DIGITAL DIALING
- RESPONDENTS SORTED BY LANDLINE ONLY, CELL ONLY & BOTH

**MAJOR FINDINGS:**
- AN OVERWHELMING MAJORITY SAID THEY WOULD SIGN UP FOR EMERGENCY TEXT MESSAGES
- THE NUMBER OF WAYS A PERSON USES THEIR PHONE IS MORE IMPORTANT THAN AGE AT PREDICTING OPT IN
- MOST PEOPLE TRUST MESSAGES FROM PUBLIC HEALTH

**THE MORE YOU DO WITH YOUR PHONE, THE MORE WILLING YOU ARE TO OPT IN.**