

KING COUNTY PHONE SURVEY

2011

METHODS

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

SURVEY DETAILS

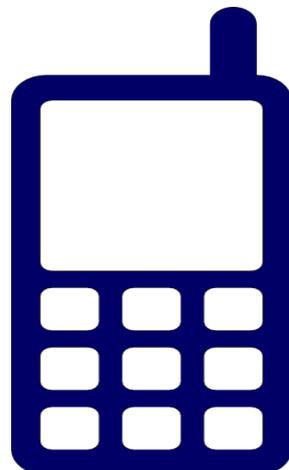
- 28-QUESTION PHONE SURVEY
- 402 RESIDENTS SURVEYED VIA DIGITAL DIALING
- RESPONDENTS SORTED BY LANDLINE ONLY, CELL ONLY & BOTH



LANDLINE RESPONDENTS WERE OLDER, MORE EDUCATED, MORE LIKELY TO BE FEMALE, AND MORE LIKELY TO BE MARRIED. CELL PHONE RESPONDENTS WERE YOUNGER, LESS EDUCATED, MORE LIKELY TO BE MALE, AND MORE LIKELY NOT TO BE MARRIED. RESPONDENTS WITH BOTH PHONE TYPES FELL SOMEWHERE IN THE MIDDLE.

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.**