

# Using New Technologies to Survey Memphis Residents: Identifying and Responding to Local Concerns

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## 1. What Do City Residents Think?

- A simple but very expensive question to answer!
- Local telephone polls cost tens of thousands of dollars (\$32/response)
- We use Facebook to conduct local surveys at a fraction of the cost (**\$3/response**)

## 2. Survey Recruitment

- Conducted surveys in August (about 1,000 responses) and December (about 600) 2017
- Use **targeted ads** to recruit Memphis residents

The Memphis Survey  
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Researchers want YOUR opinion on Memphis issues. You could win a \$25 Amazon gift card (1 in 375 chance).

**Memphis Survey: Share Your Views!**  
[memphis.co1.qualtrics.com](http://memphis.co1.qualtrics.com) [Learn More](#)

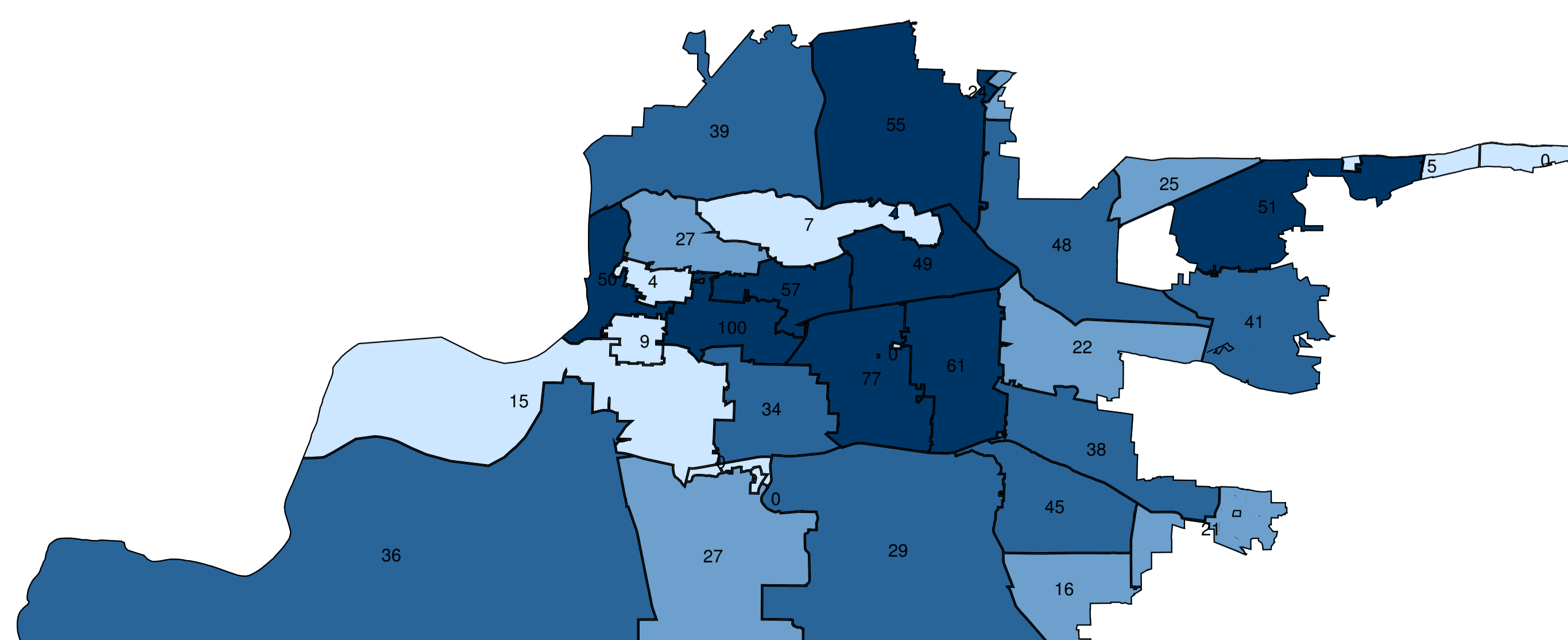
Jose Sanchez and 29 others  
 17 Comments 14 Shares

**THE UNIVERSITY OF MEMPHIS**

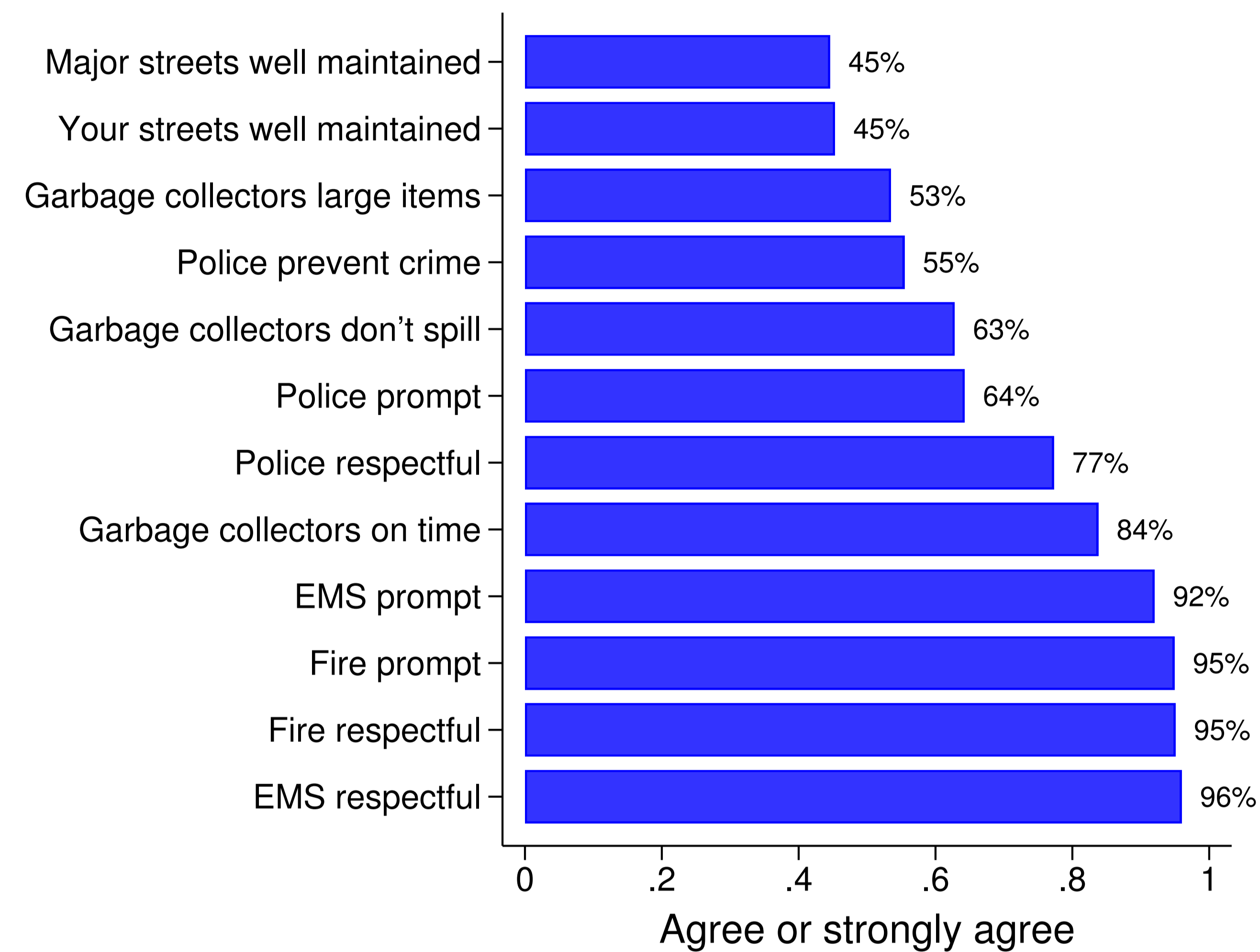
In general, are you very satisfied, satisfied, dissatisfied, or very dissatisfied, with the overall services provided by the City of Memphis?

Very satisfied  
 Satisfied  
 Dissatisfied  
 Very dissatisfied

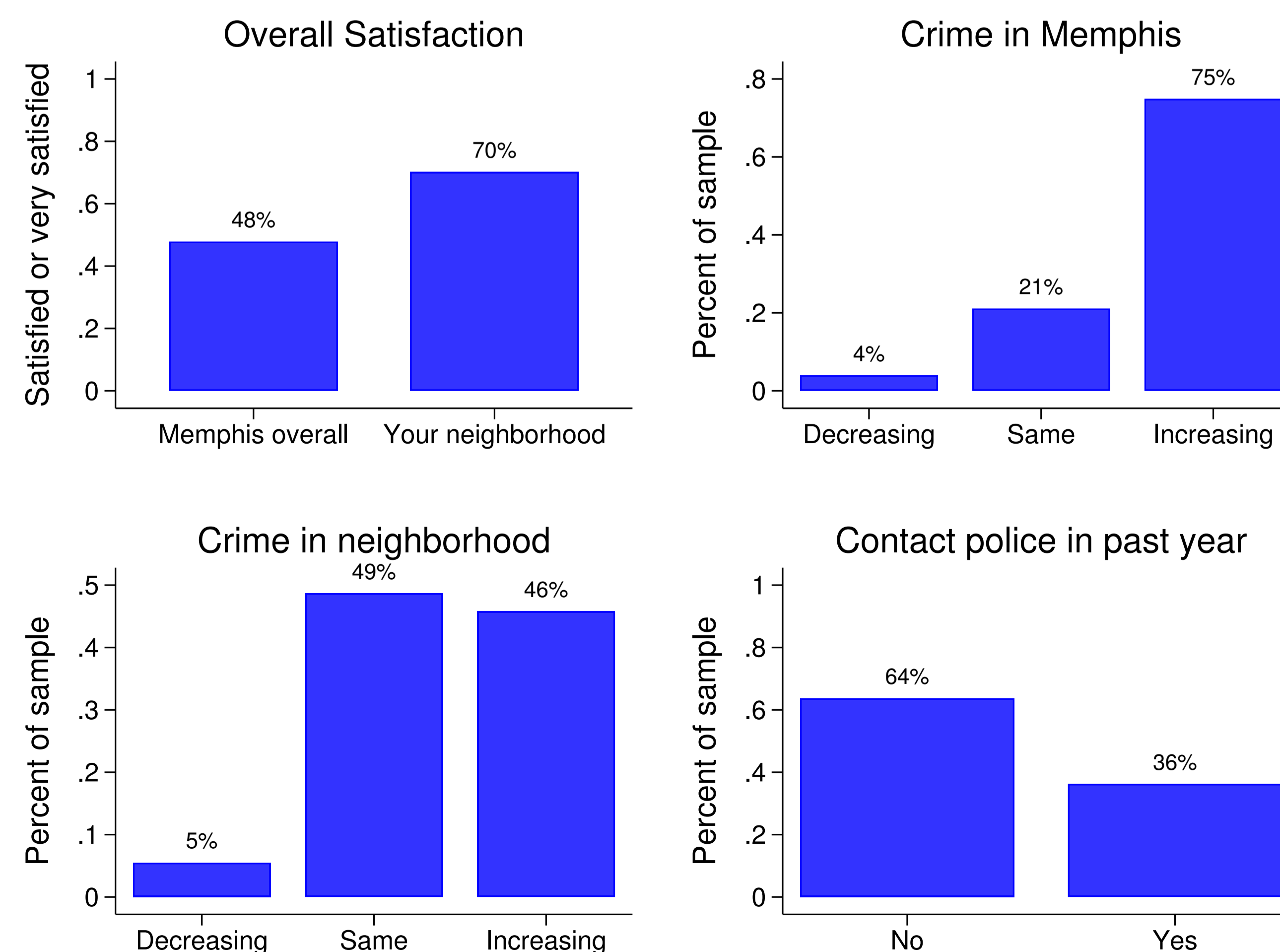
## 3. Responses by Zip Code (August)



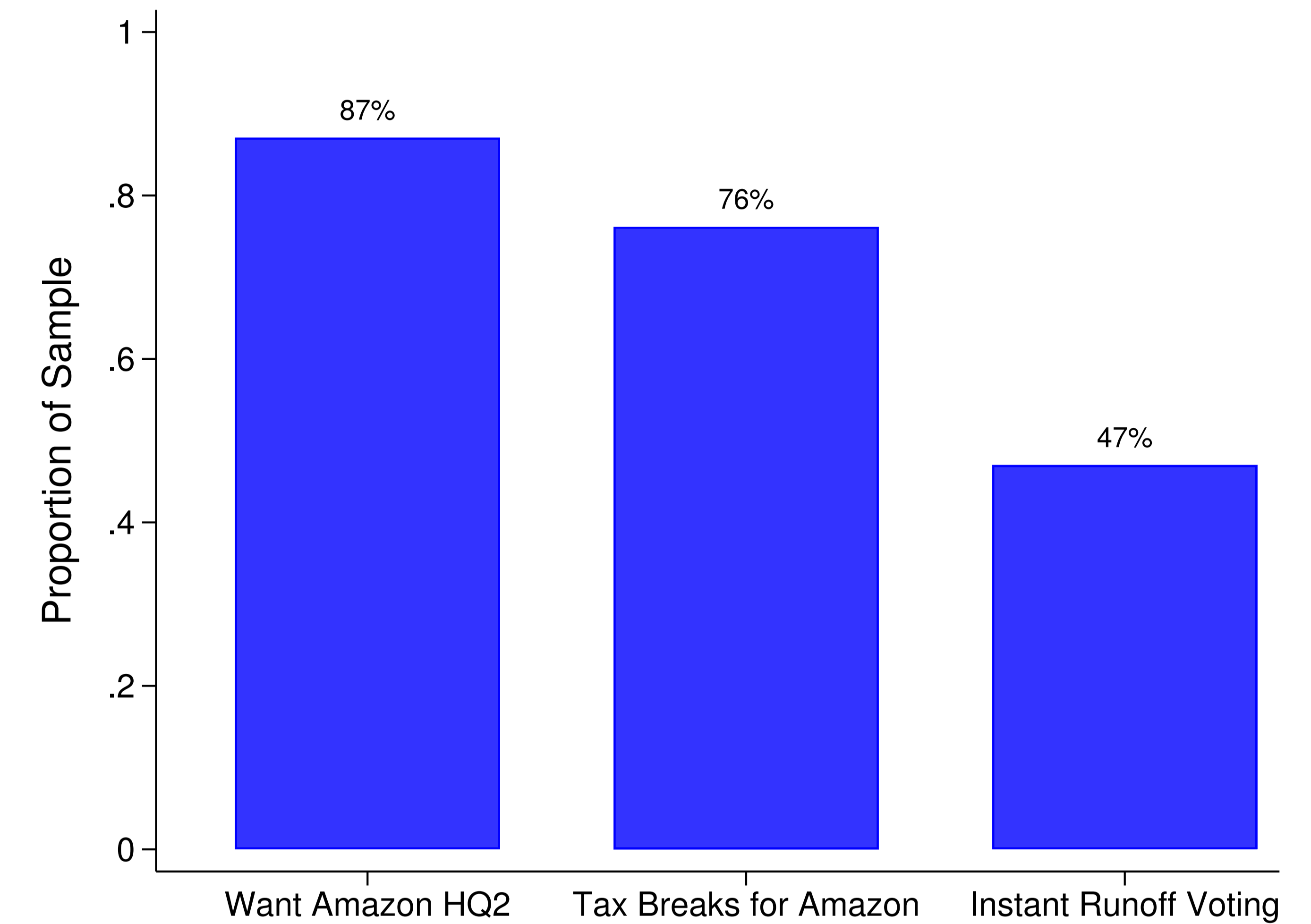
## 4. Ratings of City Services



## 5. General Satisfaction



## 6. Support for Amazon, IRV (December)



## 7. Accuracy of Facebook Targeting

