

Using New Technologies to Survey Memphis Residents

Identifying and Responding to Local Concerns

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Smart City Research Cluster Final Presentations

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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**)

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**
Sponsored · 🌐

👍 ...

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

[Learn More](#)

👤 Jose Sanchez and 29 others
17 Comments 14 Shares



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

Very satisfied

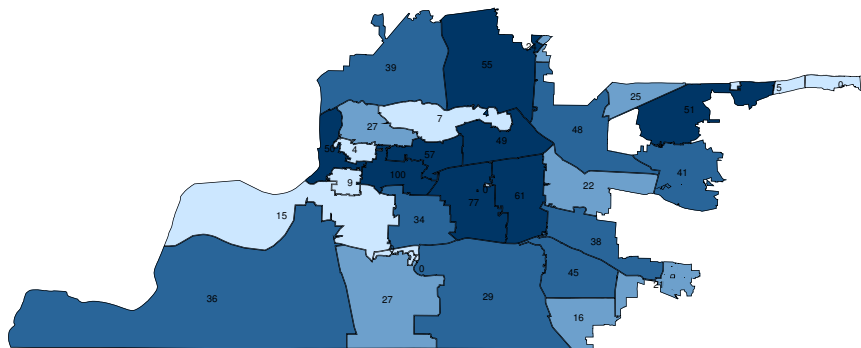
Satisfied

Dissatisfied

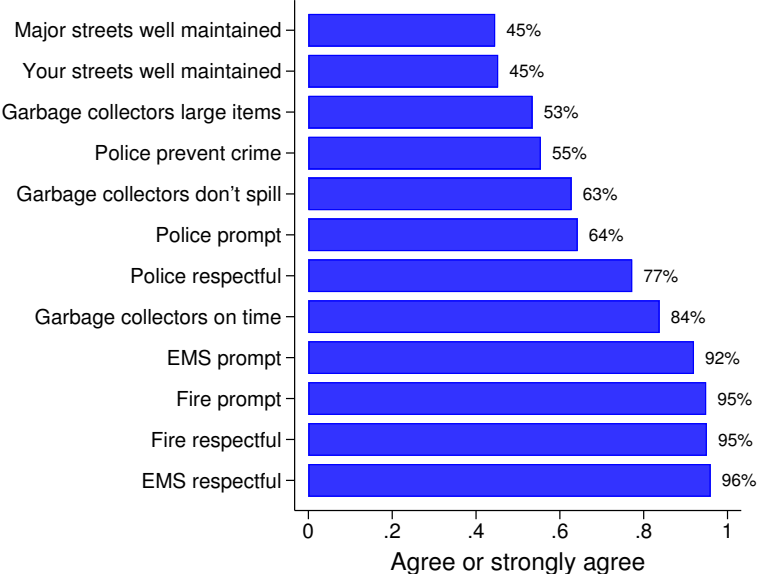
Very dissatisfied



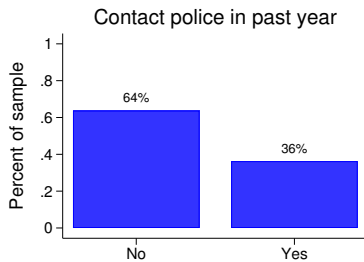
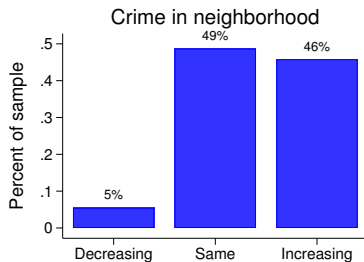
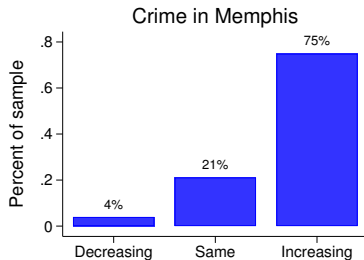
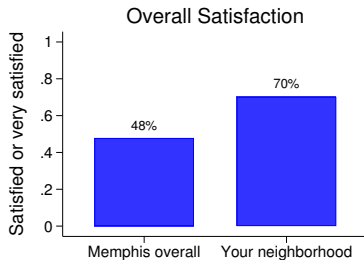
Responses by Zip Code (August)



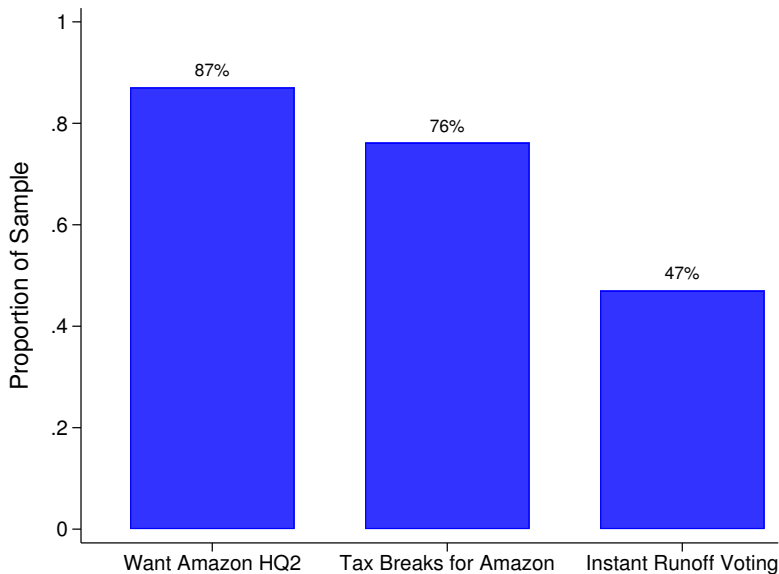
Ratings of City Services



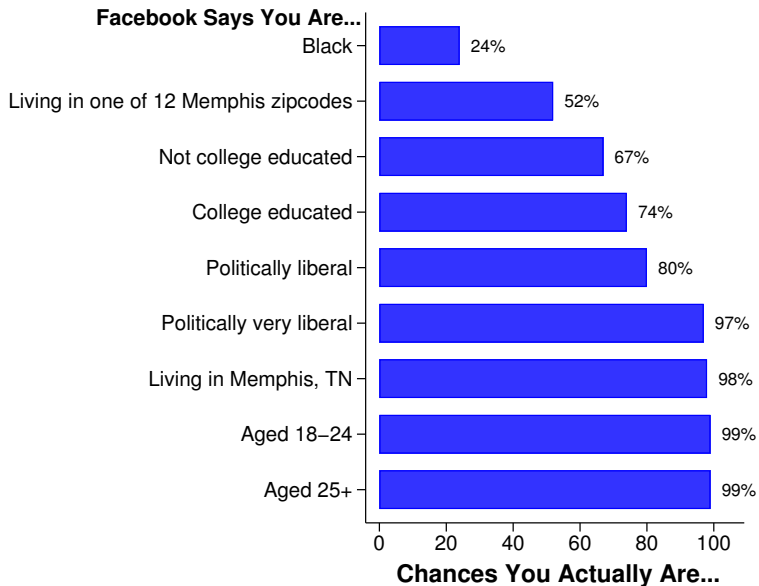
General Satisfaction



Support for Amazon, IRV (December)



Accuracy of Facebook Targeting



Thanks!

Questions / comments?

- ▶ Come to my poster!
- ▶ E-mail: msances@memphis.edu