



Survey Name: Text messaging and email communication

Report Date: January 2018

Objective: The purpose of this research was to identify, via the online panel, what details drivers would like to receive from the Drivers Medical Department using text and email messages.

Methodology and target audience: The survey was issued to 3,060 of our online panel members, made up of the general public and commercial customers who are willing to give their views on our research projects. There were a total of 879 responses received. This equated to a 29% response rate, generating an overall sample error margin of +/- 3.31% of the overall findings.

Executive Summary - Findings:

- 97% (832) of participants were interested in receiving an email update to confirm receipt of a Drivers Medical application while 73% (567) were interested in receiving a text.
- The most common themes for not wanting an email were that they are associated with spam, security issues, emails not being checked frequently and participants not being computer literate.
- The most common themes for not wanting a text were that emails provide a permanent record, email is preferred for official communication, participants don't use a mobile, texts are intrusive/distracting, having poor mobile phone coverage, not using/reading texts, finding it easier to read emails and finally that texts are easier to overlook. .
- 83% (402) of respondents would like to be contacted by text or email within 3 to 10 days.
- There was a preference to receiving the medical decision by email and letter. Only 6% (52) would prefer to receive a decision by text.