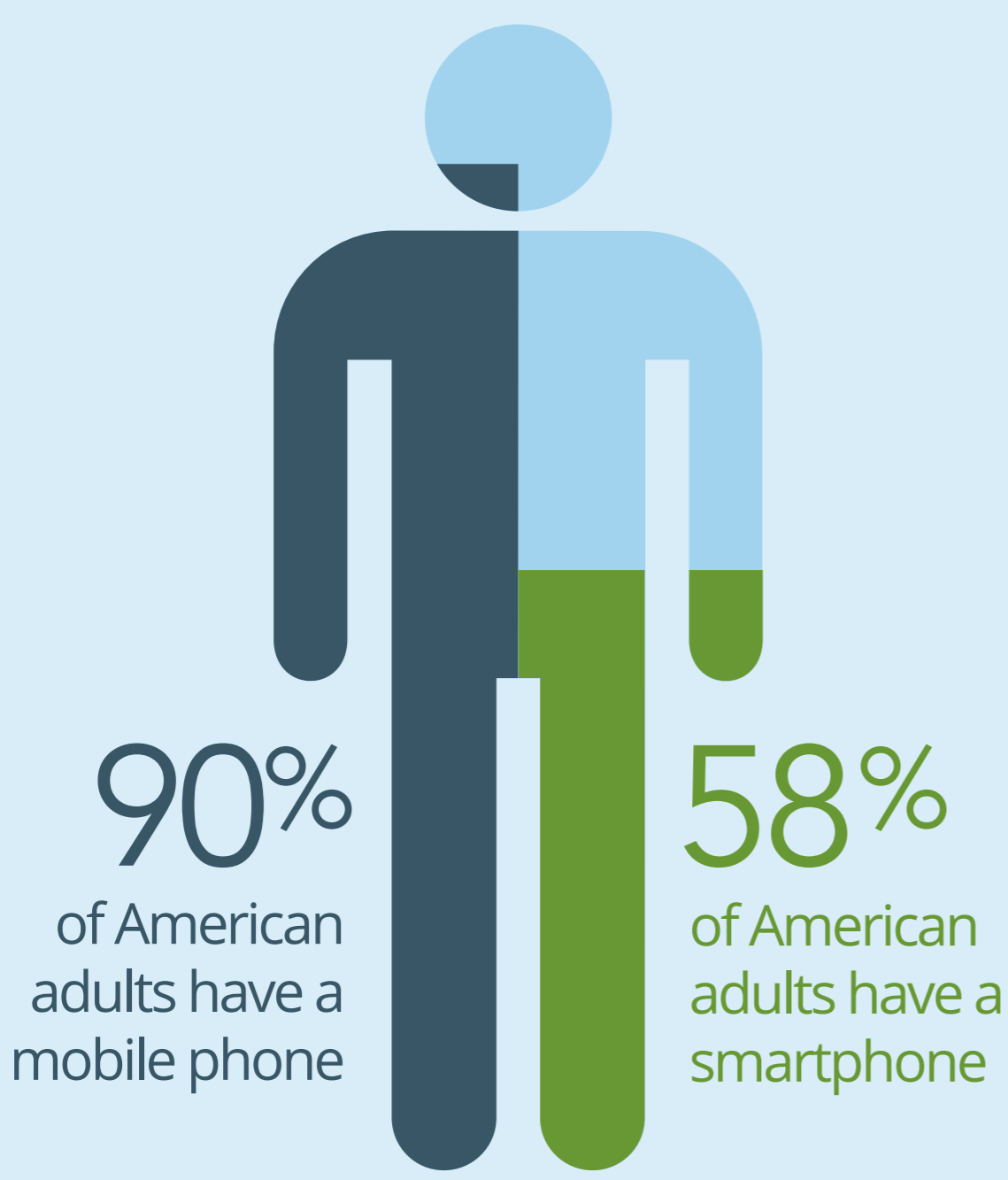


BEST PRACTICES:

Conducting Mobile Surveys



60% browse the web daily on their phone

52% check email daily on their phone

38% of all email is opened on a mobile device

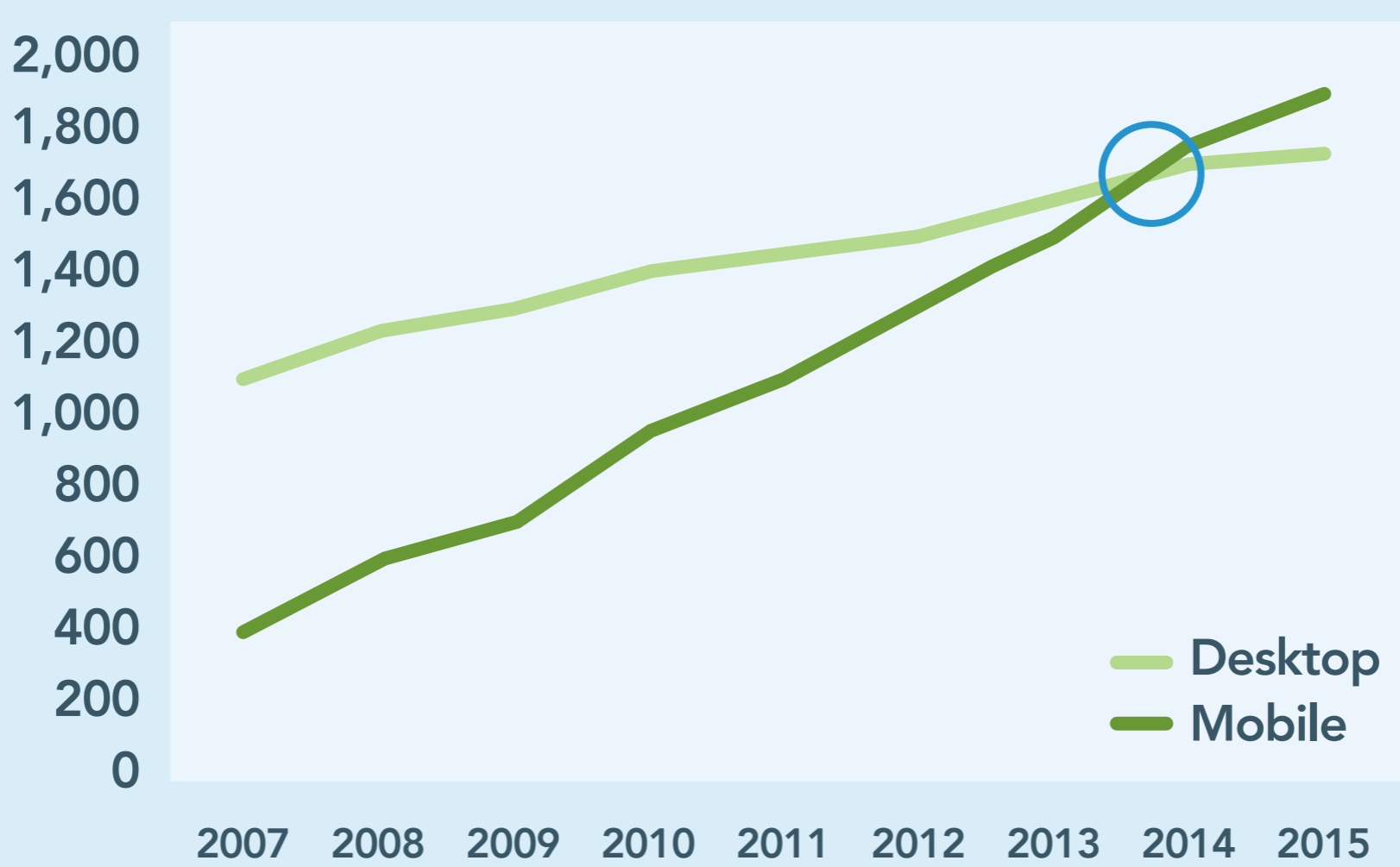


The average person looks at his/her phone **150** times in a day

34% of mobile phone users go online mostly using their phones

Sources: Pew Internet Surveys 2006-2014, Yankee Group US Consumer Survey (December 2013), Litmus 2012

Number of global users (millions)



Source: Morgan Stanley Research

The Impact of Mobile Research

Mobile research is...

Expanding the range of people who can be contacted



Giving researchers a deeper look into consumers' lives



Bettering the quality of data



Pro Tips to Consider

- ✓ Think about color contrast and whether or not the survey could be taken in bright sunlight
- ✓ Use minimal branding on each page
- ✓ Vertical scrolling is okay, but horizontal is difficult
- ✓ Use adaptive design by device type
- ✓ Contrary to popular belief, you can include matrix questions
- ✓ Keep scale presentation consistent across devices
- ✓ Set accurate time expectations up front
- ✓ Do not expect to get rich, open-ended question responses
- ✓ Keep the study and objectives focused
- ✓ Have someone else test the length of the survey on a mobile phone
- ✓ Consider your audience to determine what days and times will be best for them to receive and take a mobile survey
- ✓ Shorten instructions

Benefits of Conducting Mobile Surveys

You get faster, actionable results

More traditional methods (e.g., email surveys and focus groups) take weeks to gather feedback

Respondents choose the time and place to take the survey

You can capture real-time data

Survey the customer as they leave the store, complete a transaction, etc.

You can reach new audiences