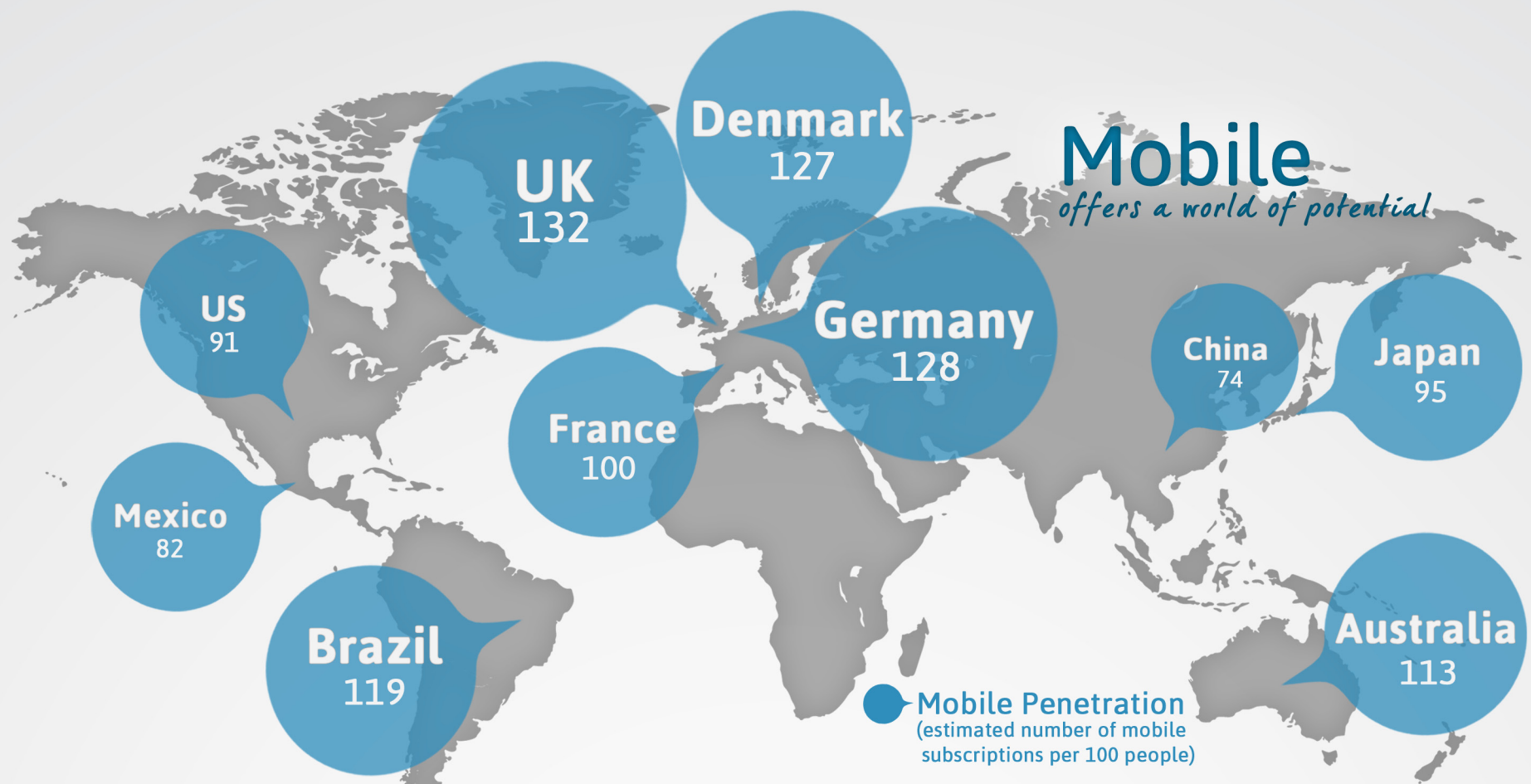


IMAGINE ^{the} POSSIBILITIES

for your Mobile Research



Without **Mobile** we're missing a piece of the picture...



300 million photos are uploaded each day to Facebook



Total number of Foursquare check-ins (all time) **3.5 billion**

43% of email is now opened on a mobile device



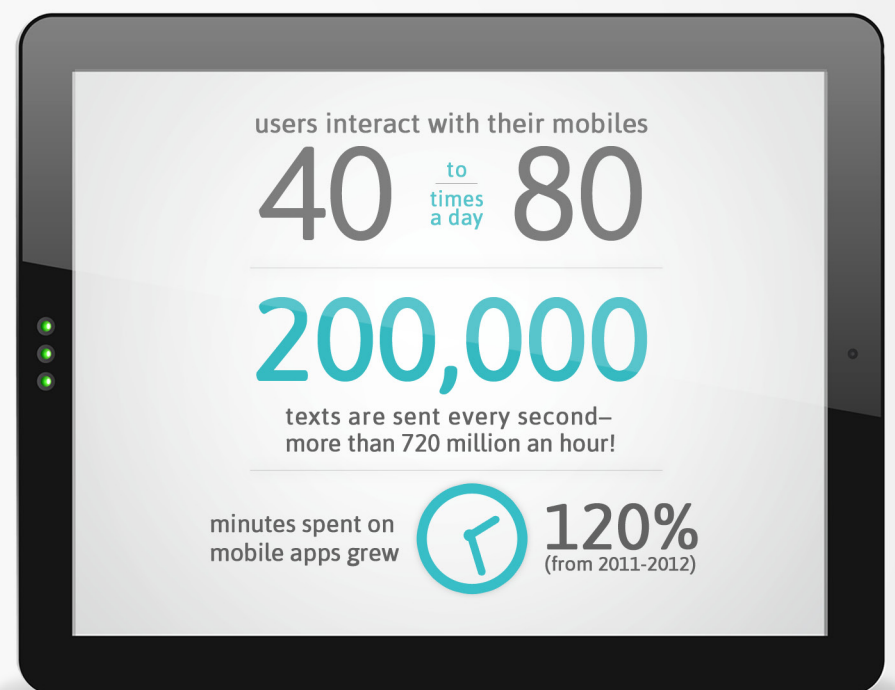
79% of smartphone owners use their device for reading email, as many as use it for making calls



4 in 10 Brits would be more upset about losing their phone than their wallet

Run research with **Mobile** in mind...

TOP 10 tips for creating a mobile-friendly survey



- 1 Remember the reality of the real estate.** Mobile screens are just 5% of the PC's size.
- 2 Design for both portrait and landscape view.** Your respondents will choose which to use, make sure your scales and lists fit both.
- 3 Use fewer words in the questions.** Replace long questions with shorter ones while keeping the same meaning and precision. A real challenge!
- 4 Avoid scrolling designs.** Instead of asking people to scroll or pinch, use fewer items. Scrolling is much faster on the mobile phone so users may miss key items on the list.
- 5 Redesign Flash elements.** Flash is generally not supported on mobile devices.
- 6 Design the functional elements first.** Anything that people have to touch, like "next" buttons or check boxes, should be as large as possible and have as much space around them as possible.
- 7 Test on multiple devices.** And in both portrait and landscape view.
- 8 Start with the mobile design and size up.** A good mobile design will work well on a PC. So size up instead of scaling down.
- 9 Make text boxes as large as you can.** The larger the box, the more words are typed in open-ends.
- 10 Resist the temptation to use "cool" phone features.** The spinning "wheels" seen in mobile calendars make good design, but could be awkward for users and cause unexpected results.



is our world today

MOBILE

1 in 3 minutes spent online is now spent on mobile/tablet

89% of smartphone owners age 18-24 access their phones within 15 minutes of waking

650 million mobile subscriptions in Africa and 3 billion in Asia

95% of households in rural China have a mobile phone

- Cover: World Bank
 - BBC News Africa
 - Development 2012
 - International Telecommunication Union (ITU)
 - IDC-Facebook
 - comScore
 - Inside: CDC
 - OPA/Frank N. Magid Associates
 - Apple
- Poster:
 • CIA World Factbook
 • Facebook
 • FourSquare
 • Litmus
 • Edelman Berland
 • SSI
 • Simply Zesty
 • International Telecommunication Union (ITU)
 • Nielsen
 • Full source references available on request: info@surveysampling.com.

Sources by page:

Toll Free: +1 855 4SSI Sample

Contact us to learn more:
info@surveysampling.com
www.surveysampling.com



IMAGINE THE POSSIBILITIES when you work with the market leader...

For Mobile: SSI QuickThoughts™ delivers opinions from hard to reach demographics

For Massive Reach: Sample from 78 countries

For Flawless Delivery: Quality data, on time and on budget

For Global Footprint: Local staff in 26 offices

For Expert Consultation: Professional methodologists help craft the right solution



Meet Nick

47% of US smartphone users access weather reports weekly

More than 35% of US homes are wireless telephone only

More than 25 billion songs downloaded through iTunes in just 12 years

6 a.m.

His mobile wakes him with a weather report. He dresses for a meeting in the city and using his phone's GPS, navigates to the train station.

8 a.m.

His phone shows: *Train On Time, Platform 7.*

10 a.m.

On board, Nick uses the SSI QuickTake™ survey tool to refine his pitch. Using his tablet, he picks his targets, adds questions, launches the survey...and an hour later, has his results.

12 p.m.

Armed with the QuickTake™ data, he wins over a tough client. He crowdsources a local pizza place as a reward.

4 p.m.

With the meeting a success and the train ride ahead of him, Nick uses his iPad to take a survey with the SSI QuickThoughts™ app. This earns him enough iTunes credits to download some new songs which make for a relaxing ride home.

This is Nick's world. Turn to see your mobile research opportunities...