

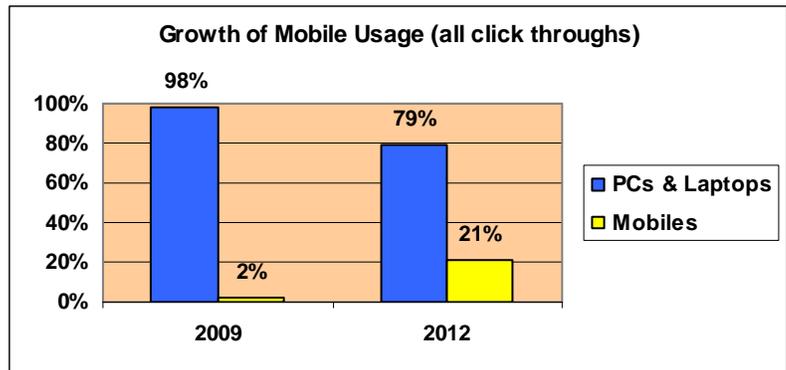


## Press Release

### Mobile Survey Participants Article Published in Alert!

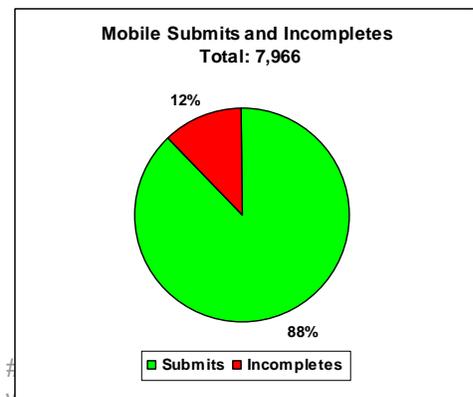
Scottsdale, Arizona, June 29, 2012 – The Marketing Research Association’s Alert! Magazine has published our article, “Mobile Users 25% of Online Survey Participants” in their June 2012 edition. The study’s findings were first posted on the Six 9s web site in April 2012. The published article may be seen online on the Marketing Research Associations web site by clicking here: <http://www.marketingresearch.org/alert-magazine-june-2012-data-provides-more-proof-that-participation-in-online-surveys-by-mobile-dev>

In March, Six 9s Customer Research (Six 9s) conducted a month long study of the usage of mobile devices in a nationwide, online customer satisfaction tracking survey as part of a client’s Customer Relationship Management (CRM) program. Because of the demographics of the study, Six 9s thinks that the overall mobile device usage in online research surveys of the U.S. general population is likely above 25% and this level will continue to grow.



In this study during March, there were 38,528 total survey accesses including both survey submits and incompletes. 79% of the customers used a desktop or laptop computer, and 21% used a mobile device. This represents a dramatic shift to mobile participation from the low 2% found in a similar study in July 2009. “Because the demographics of the online survey is biased toward a more middle aged population and included significantly more men than women, I believe that in the general U.S. population the usage of mobile devices in online surveys is likely above 25% and will continue to grow,” said Noel Lesniak, CEO & President of Six 9s Customer Research.

Noel recommends that organizations conducting online surveys as part of their research initiatives should not treat smart phones and tablets as mobile PCs, but survey instruments should be designed to handle the interface and operational differences of mobile devices. Organizations that address these challenges will likely see



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an increase in response rates from mobile device users to levels at least as good as PCs and laptops and more satisfied mobile users as well.

In looking at the results in more detail, we found that of the 7,966 total survey accesses by customers using mobile devices 88% submitted the survey. This is a 17% increase over the smart phone completes found in 2009. This increase is likely due to mobile devices now being more capable and easier to use than smart phones were in 2009 as well as customers learning how to better navigate them. In contrast, the PC and laptop survey completion rate was 96%, 1% higher than in 2009.

For more details, click here to see complete report on this web site:  
[http://www.six-9s.com/pdf/Mobile\\_Survey\\_Usage\\_2012March.pdf](http://www.six-9s.com/pdf/Mobile_Survey_Usage_2012March.pdf)

### About Six 9s Customer Research

Six 9s is a full-service, customer research firm that plans, designs, and conducts customer satisfaction, customer service, and customer requirements assessments and surveys as part of client's Customer Relationship Management (CRM), Customer Loyalty, and Customer Satisfaction initiatives. The results help clients achieve success by delivering powerful and actionable information about their customers and markets. Founded in 2001, Six 9s is headquartered in Scottsdale, Arizona.

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