

# Mobile Movie Polls

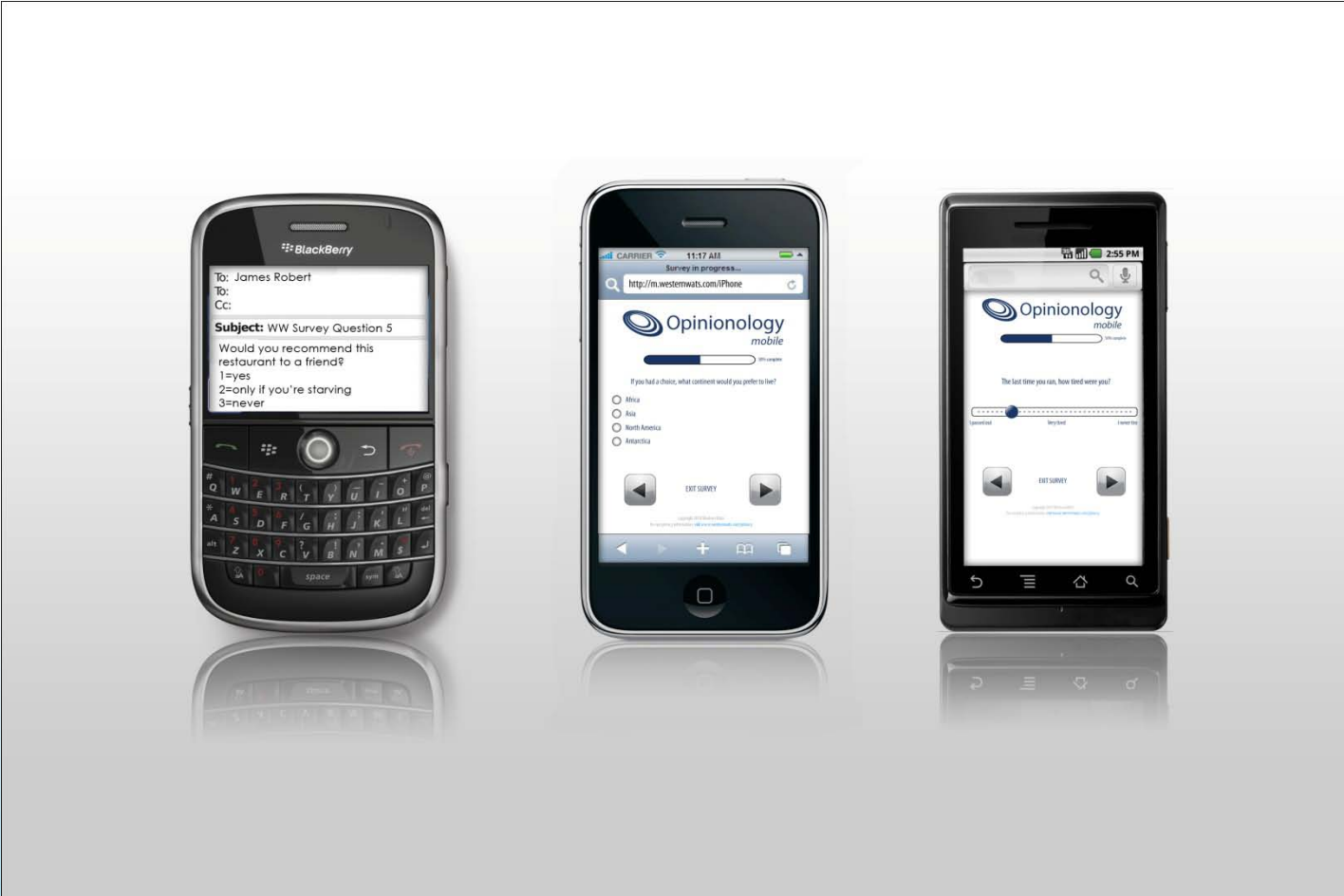


Does Survey Mode Make a  
Difference?

“Everything is achievable through technology; better living, robust health, and for the first time in history, world peace”

Howard Stark at the opening of the 1974 Stark Expo.

# Multi-Mode Mobile Methods

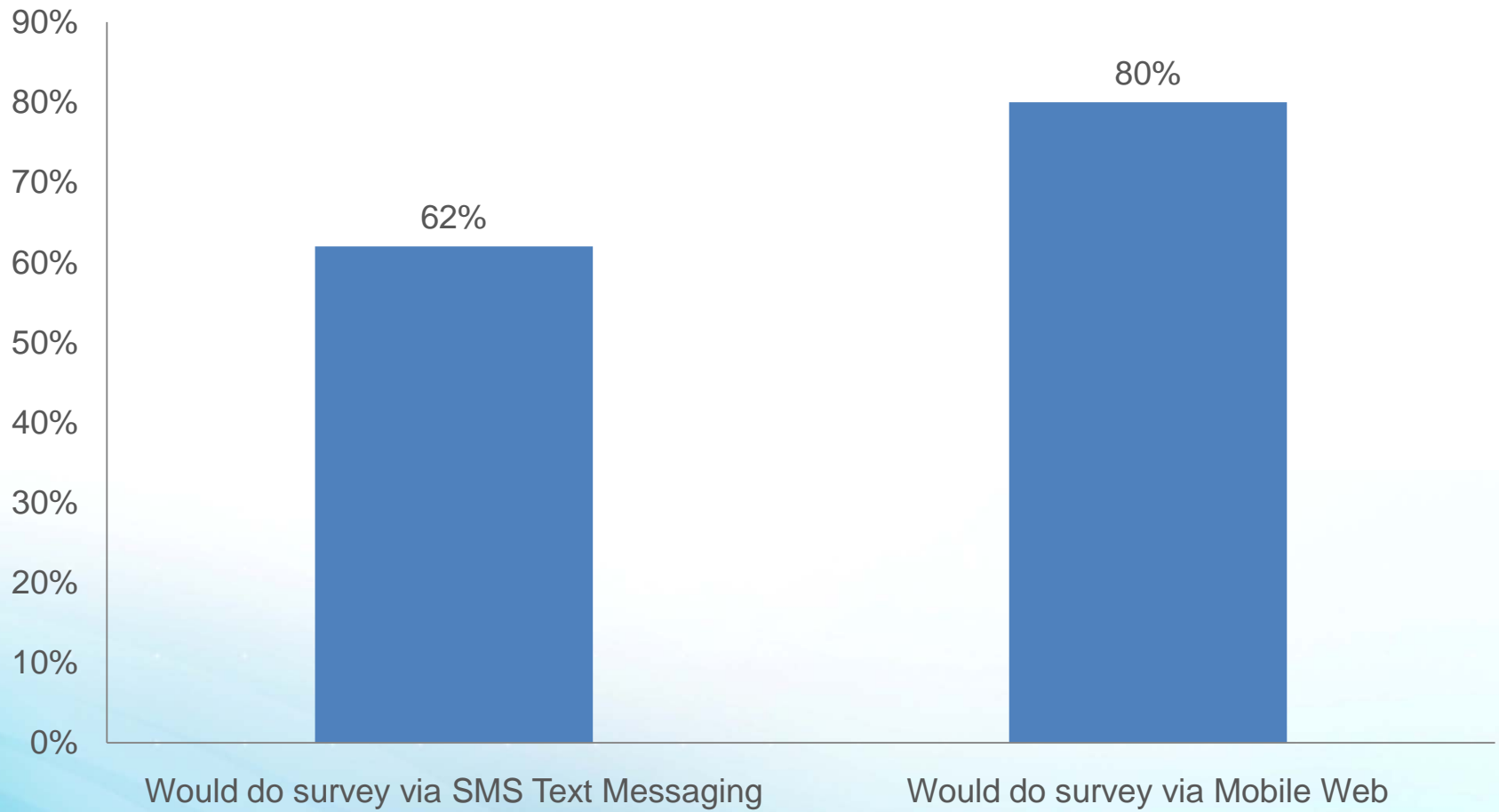


# Cell phone availability and usage

- Estimates range between 80-97% of US adults having a cell phone. Estimate for 12-17 year olds was 71% in 2008 (PEW).
- Nielsen predicts smart phone usage of adults to be 20% in early 2010 and should exceed 50% by the end of 2011.
- 76% of cell phone users text message.



# Participating panelists willing to do survey with appropriate technology



# At event sampling



- Immediacy of data collection for an event
- Restaurant, movie, sporting event, concerts, etc ...
- Perceptions while still in or near the environment

# Getting people to participate

- How do you know someone is going to be at the event?
- How do you get them to participate while there?



# Movie Test May 7-9, 2010

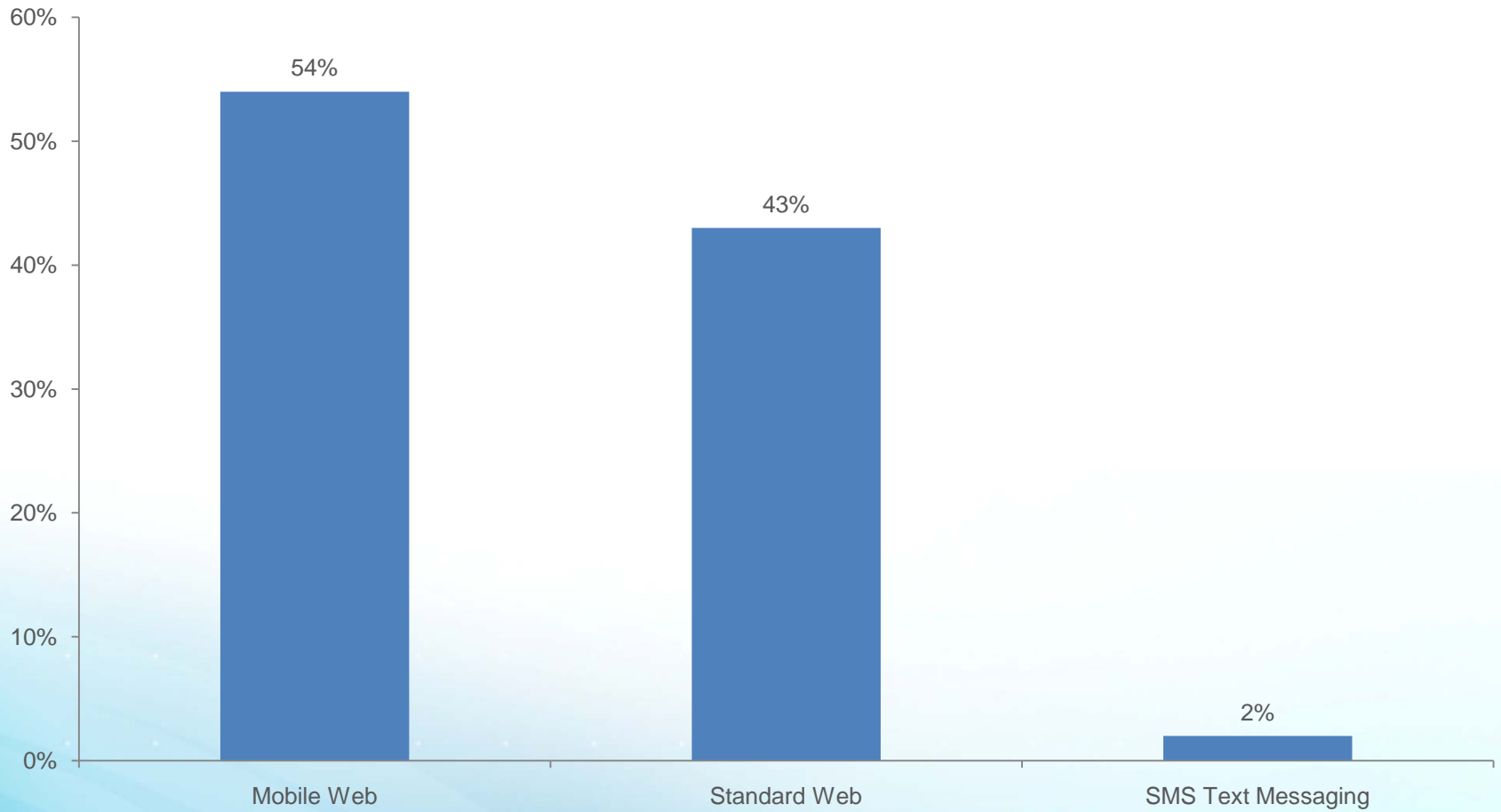
- Pre-identified individuals planning to see Iron Man 2 on opening weekend – 520 people
- Four groups – randomly assigned 130 each
  - Standard web format
  - Mobile web format
  - SMS text messaging
  - Choice
- E-mail invitations were sent the morning the movie opened.



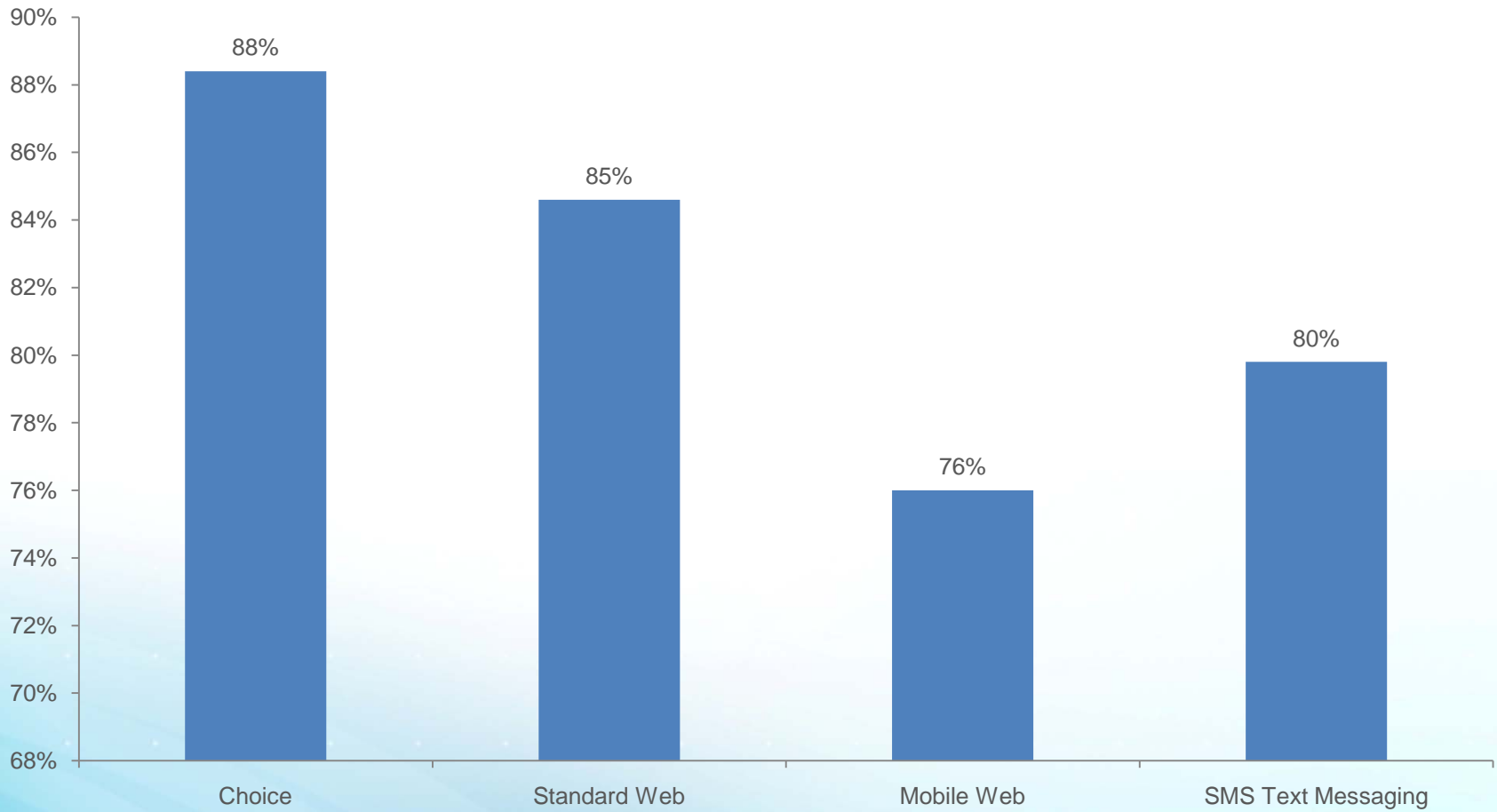
# Instructions



# What do people choose when given the option?

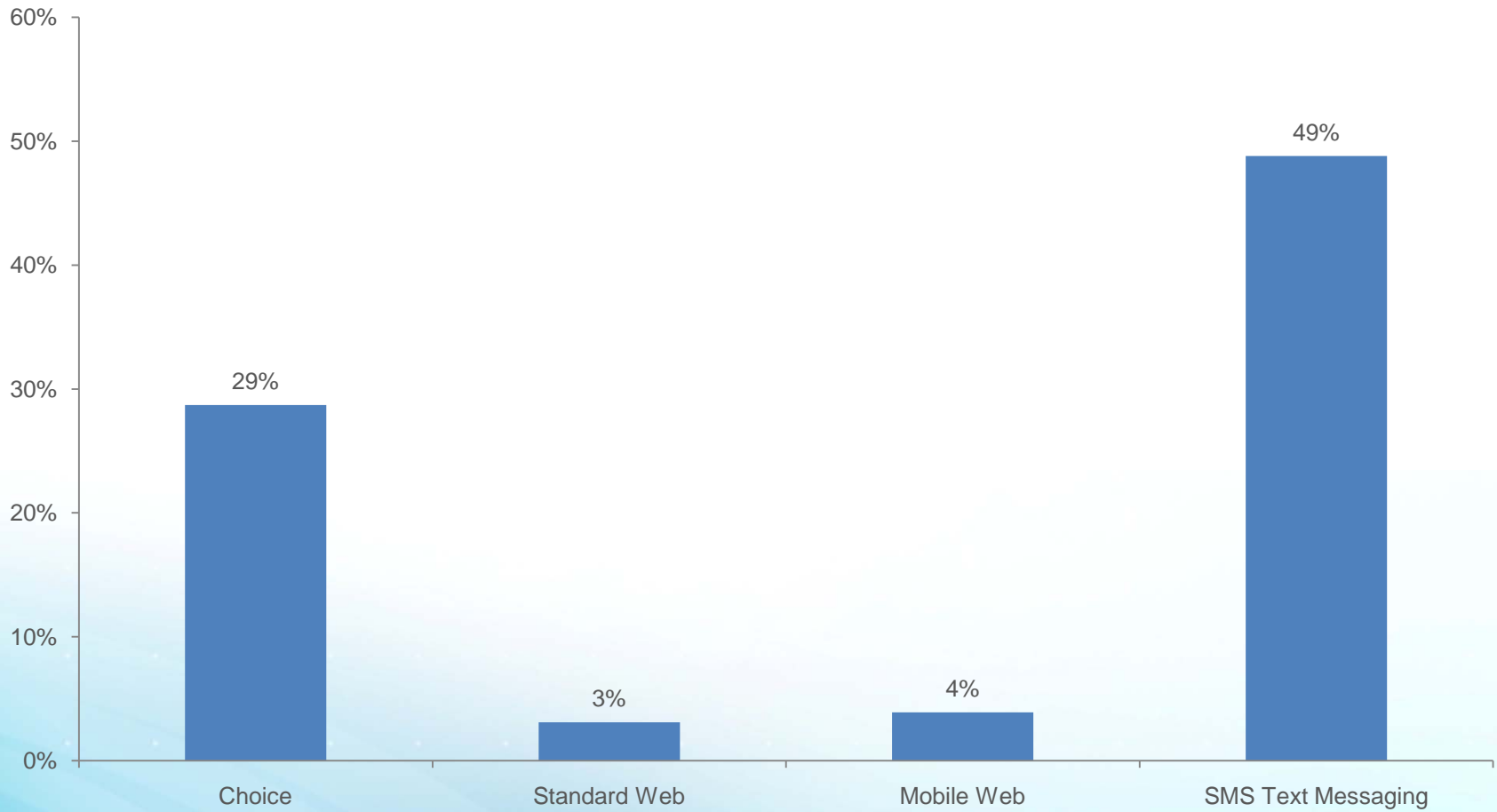


# Attempted to participate



# Abandon rates

## Can respondents follow instructions?

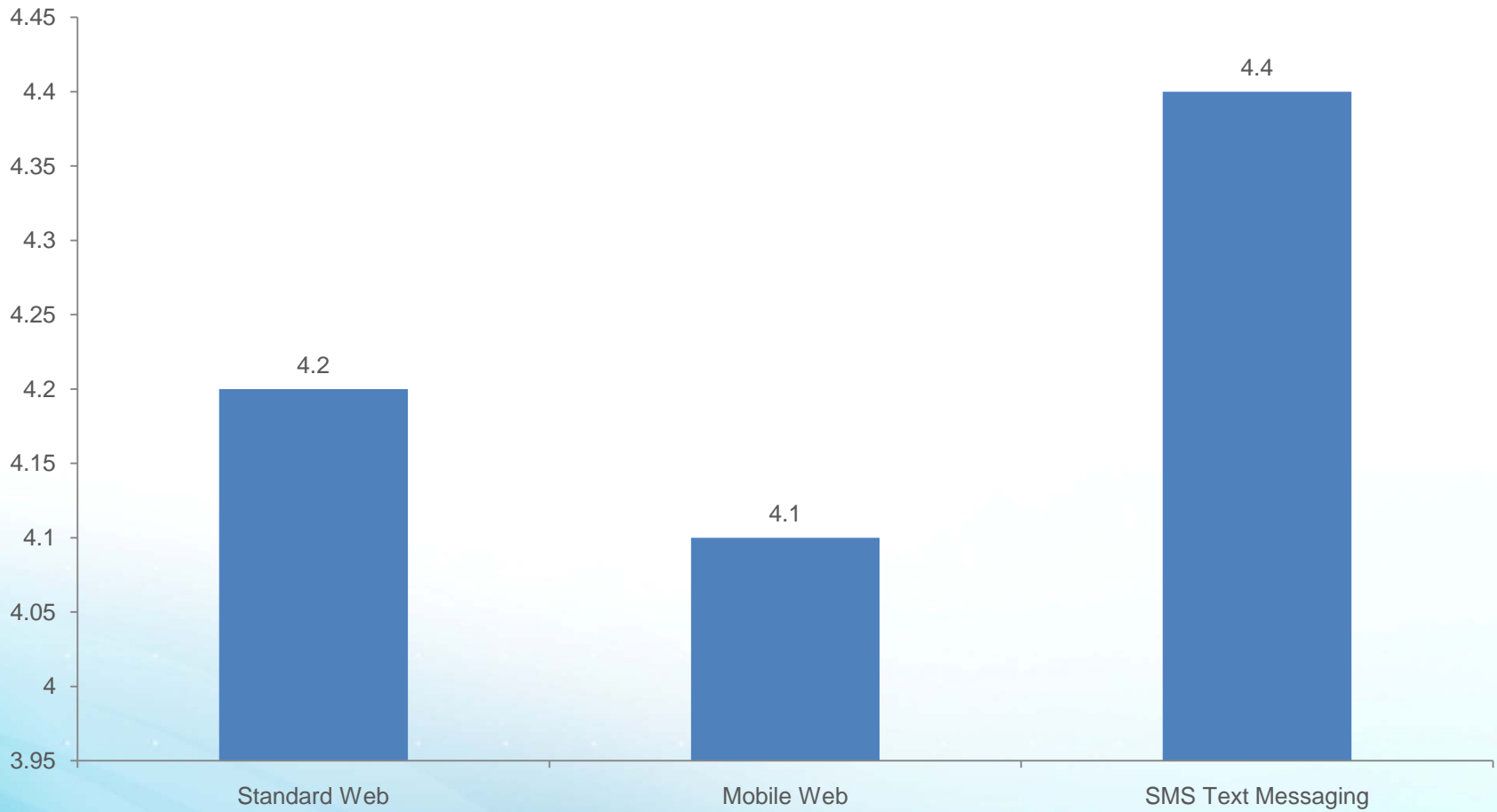


# Differences in demographics

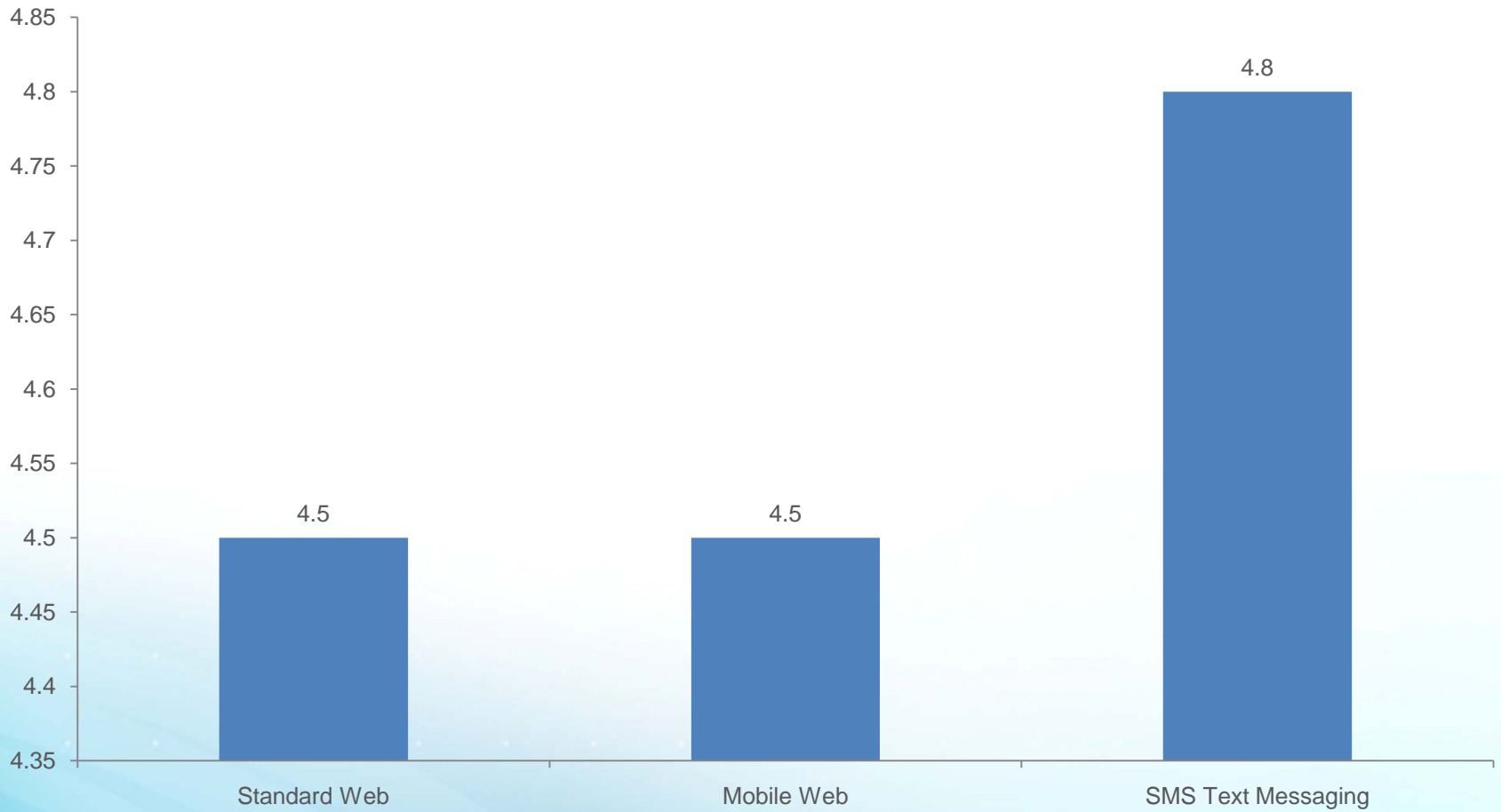


# Overall rating of Iron Man 2

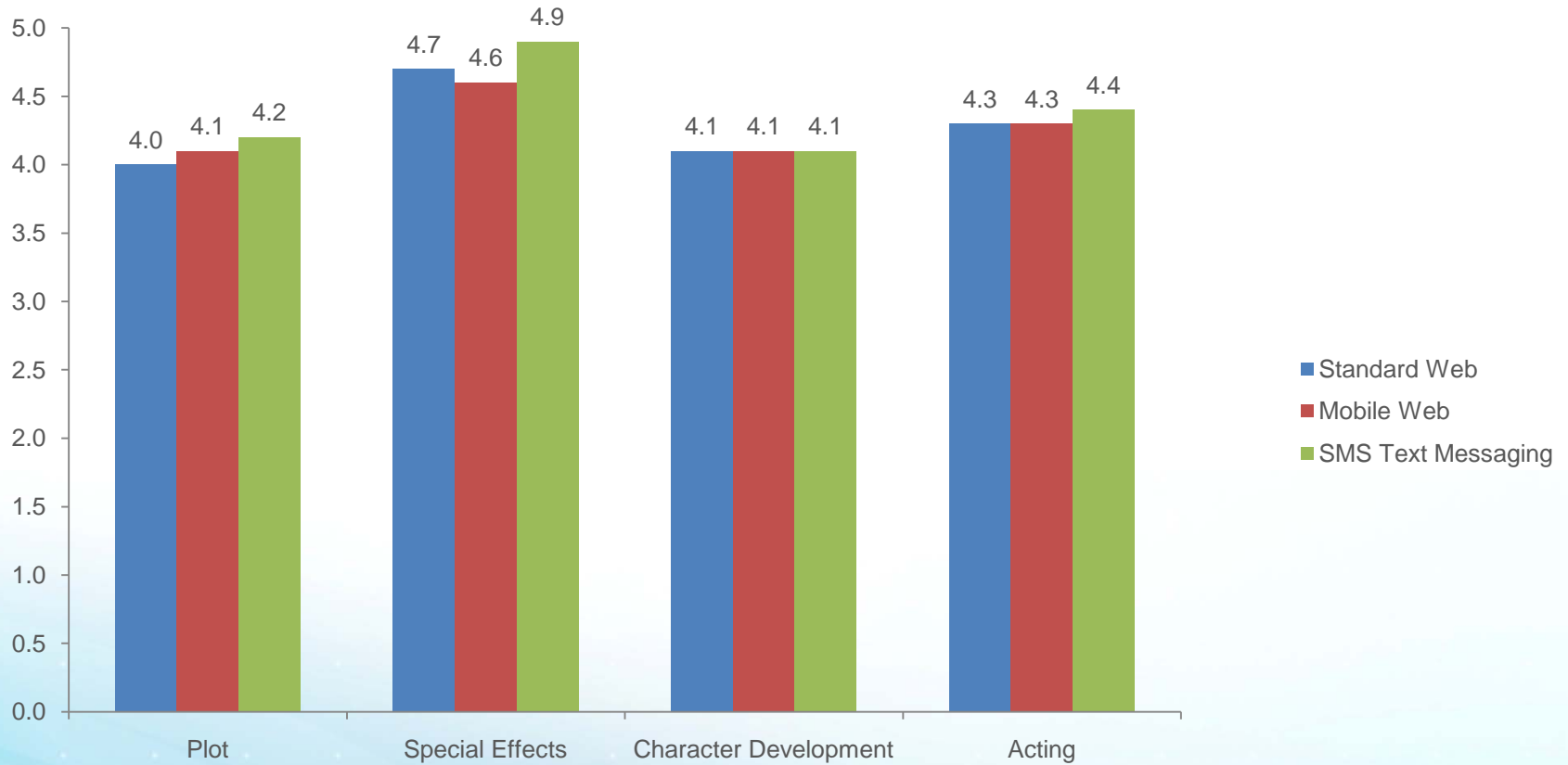
## 5 point scale



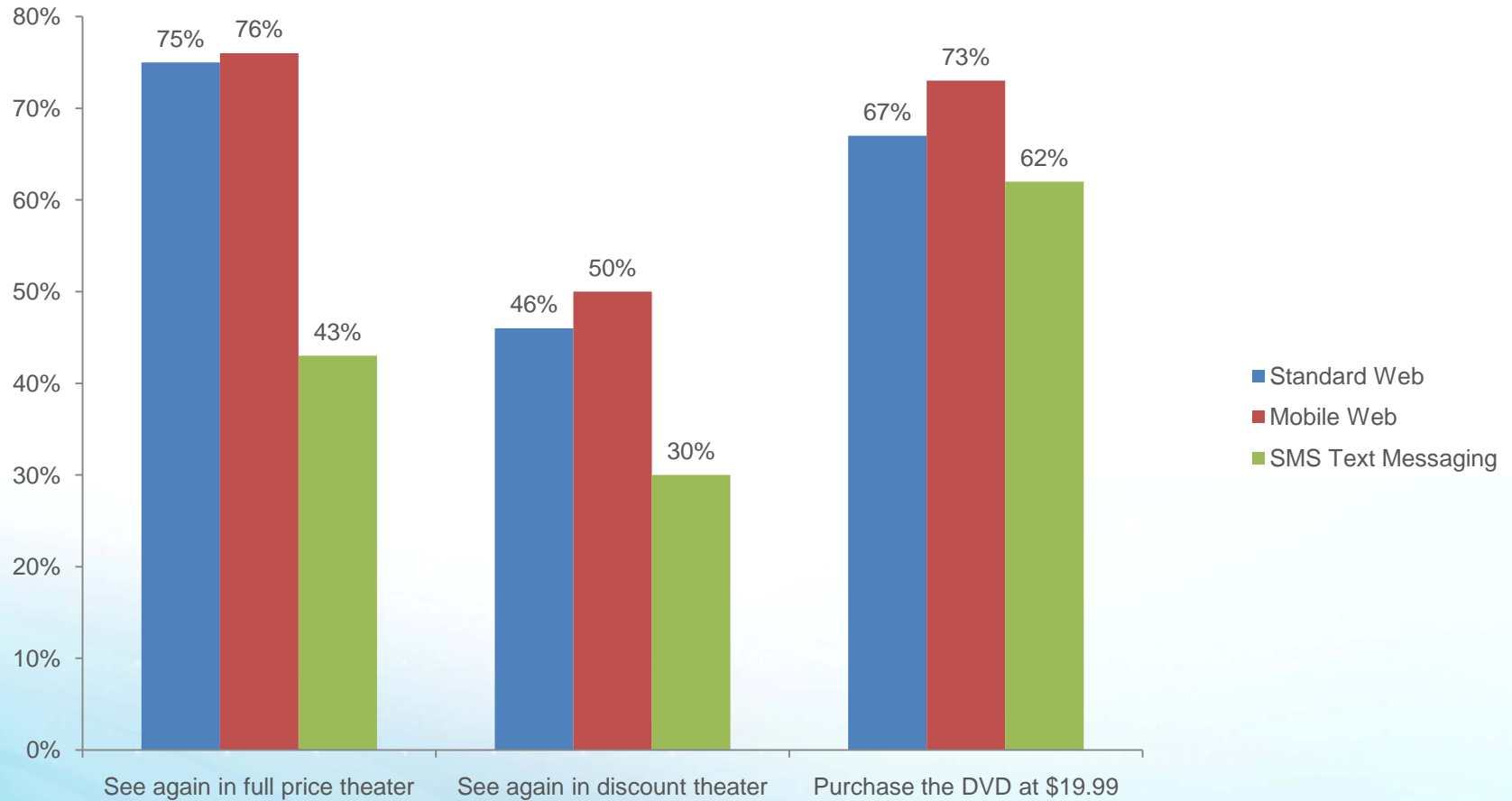
# Recommend to a Friend



# Movie Elements



# Financial Metrics





# Opinionology

You ask. The world answers.