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## **Roy Morgan Research Interviewers Across Australia Convert to Motion Tablet PCs**

Improved data accuracy and response times with Motion F5 Tablet PCs lead to the purchase of an additional 120 devices

**AUSTIN, Texas and SYDNEY – July 7, 2010** – Field interviewers for Australia's largest independent research company, Roy Morgan Research Pty Ltd, are converts to tablet PCs, doubling their computer numbers after more than a year of working with Motion Computing® F5 Tablets.

Extending its commitment to tablets, the company has purchased 120 of the new Motion® F5v Tablet PCs, to be combined with an initial 150 F5 units purchased in November 2008, after extensive research into mobile wireless solutions for its face-to-face field force.

Motion's Regional Manager Australia/New Zealand, Brett Gross, said that influencing factors for Roy Morgan Research's choice of the new F5v Tablet line included the powerful Intel® Core™ i5 vPro™ processor and 'hot swap' battery function.

The company started seriously evaluating tablet PCs in 2007, after years of investigation into mobile wireless, hardware and software solutions for its face-to-face interviewing needs. Chief Operations Officer Stephen Gibson said the challenge was to replace pen and paper based surveys with a reliable, secure, cost effective and efficient means of data collection. "Tablet PCs seemed the right choice for us, we made that decision early on mainly because of their simplicity."

The company initially used the tablets for data collection on the Household, Income and Labour Dynamics in Australia (HILDA) Survey, a long-term household-based panel study collecting information on economic and subjective well-being, labour market dynamics and family dynamics. The survey was initiated and is funded by the Australian Government's Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA); and is designed and managed by the University of Melbourne's Institute of Applied Economic and Social Research.

As it embarks on the next wave of the HILDA survey, Roy Morgan Research is now taking these learnings and applying them to its core Single Source research work, conducting over 50,000 face-to-face interviews annually across Australia and introducing the 120 new F5v units to its interviewing staff nationally.

"We certainly had a learning curve and there was some initial hesitation, but positive feedback is steadily coming in from our interviewers and respondents, commenting on the speed and the enjoyment of the interviewing experience," said Gibson. "We had interviewers at very different technical levels, so from the outset we developed training materials and videos to assist in the smooth transition to tablet PCs and CAPI interviewing."

"We have improved data security, with no shipping of paper surveys and we're also achieving cost savings, with no need for data entry; and reduced data cleaning."

The F5 Tablets meet mobility needs for the delivery of confidential data for data delivery, with its lightweight rugged features and strong bright display suiting the variable interviewing conditions. Combined with Confirmit's Computer Assisted Personal Interviewing (CAPI) software, Roy Morgan Research has a solid solution for conducting face-to-face interviewing.

“With interviewers right around Australia, it was important that we minimised repair or replacement problems in the field. The F5 is robust and capable of withstanding hard knocks or being dropped. For the same reason, we ordered strong protective shipping and storage cases.” Each Interviewer is supplied with two spare batteries.

Supplier CRM Strategy’s Managing Director Brett Cruickshank worked closely with Roy Morgan Research over four months to deliver a total customised solution across hardware, software and field operating requirements.

To access the complete case study on Roy Morgan Research and Motion Tablet PCs visit [The Motion Industry Solutions page](#).

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#### **About Roy Morgan Research**

Roy Morgan Research is Australia’s largest independent research company, with offices in four mainland States; and internationally in Auckland, London, New York, Princeton and Indonesia. While originally specialising in public opinion, corporate image and media measurement, the company has expanded to cover all aspects of market research information gathering, whether by personal interviews, the telephone, self-administered or the Internet. The company is considered in Australia to be the authoritative source of information on readership, voting intention, consumer confidence, financial behaviour, customer satisfaction and market state. For more information, visit [www.roymorgan.com](http://www.roymorgan.com).

#### **About CRM Strategy**

CRM Strategy is the leading supplier of mid market IT solutions with a focus on in field solutions. The company applies industry leading technologies in both software and hardware, combined with its vast consulting, design and development experience, to create the complete solution. CRM Strategy, with its key partners Sage, Microsoft and Motion have created a variety of custom solutions for industry leaders in Banking, Finance, Insurance, Transport, Superannuation, Manufacturing and the Motor Vehicle industry. CRM Strategy is a major supplier of custom Customer Relationship Management (CRM) solutions in Australia using both Sage SalesLogix product and Microsoft CRM platforms. For more information, visit [www.crmstrategy.com.au](http://www.crmstrategy.com.au).

#### **About Motion Computing**

Motion Computing is a global leader in integrated mobile computing solutions, combining world-class products with services customized for the unique needs of target vertical markets. The company’s enhanced line of rugged tablet PCs, mobile point of care solutions and accessories are designed to increase mobile productivity while providing portability, security, power and versatility.

Motion Mobility Solutions offers a complete portfolio of products, services and support that helps ensure a successful mobile deployment for increased productivity, reducing project risk while delivering a more rapid return on investment. For more information, visit [www.motioncomputing.com](http://www.motioncomputing.com).

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