



The Online Survey and Panel Management Specialists

OUR SEVEN PROMISES TO YOU

- ✓ Gather **better data** through better online survey design
- ✓ Get more **cost-effective** data with unlimited online responses
- ✓ Better analysis and **quicker reports** using real-time data tools
- ✓ **Lower the cost** of panel management / unlimited email invites
- ✓ **Improve collaboration** on survey builds and data analysis
- ✓ **Increase security** with permissions-based access to surveys
- ✓ Lower the cost of staff training with our **easy-to-use interface**



OUR SYSTEMS:

DEMOGRAPHIX is a hosted collaborative online survey building and data collection system. You can access it through any desktop or laptop web browser, so you don't need to install software to work from remote offices, home or abroad. You create log-ins for all the people you need to give access to your surveys and the data they collect – survey builders and designers, data analysts, external consultants, and so on. Our permission-based, hierarchical system of **five log-in types**, allows you to give access permissions to users on a per-survey basis for building and analysing surveys, thereby maximising your data security. Once a survey is “published” it has its own specific URL that respondents can use to access the survey and complete it. Once responses have been collected, your users can access our data analysis tools in real-time, and start downloading reports without any delays.

Demographix has an integrated **email management system**, allowing you to send HTML or plain text emails to your mailing lists requesting they complete a survey. Our system automatically handles Out of Office replies, Bounced Email Addresses, and Unsubscribe Requests – no need to manually manage your mailing lists anymore! The system can also be used for **panel management**, allowing you to send emails to all of, or part of, your panel. You can now manage panels for each brand or client you work with at an exceptionally low cost! The system includes a sophisticated panel subgroup selection toolset.

OUR SERVICES:

ONLINE SURVEYS BUILDS (& REPORTS): For those who do not have the staff in-house to build surveys, we can build them for you at highly competitive rates! Our crack design teams are able to match your website design to give your survey the kind of “brand awareness” it deserves. We DON'T put our branding on your survey – we don't think you should be forced to market our system when you are doing your research. Our survey builders can also advise



you on content of surveys – whether in terms of Market Research standards or issues relating to the Data Protection Act. While our data analysis tools have been designed for ease of use, we can also generate reports from your data for you, if required.

CUSTOM APPLICATIONS: Demographix is an online research software supplier that has full control over its software – we are not a reseller for someone else’s system. Our technology-centred approach means that we can build custom applications for clients who require specialist solutions based on surveys or data collection tools. Examples of special systems we have built, include a 360 Staff Appraisal system for a Human Resources department, a Sales Rep Assessment system, and a supplier performance evaluation package.

PANEL MANAGEMENT SERVICES: Our team can use your existing mailing lists to build an online panel, and create surveys and emails that match your brands, to keep in touch with your panel and gather feedback from it. If you don’t want to train in-house staff, or don’t have the staff, to manage a panel, we can provide the expertise at highly competitive rates to existing panel management providers.

RECENT CASE STUDIES:

In the past year we have hosted surveys that closely reflect brand values for:

- Consumer publishers (DC Thomson, Dennis, Hachette Filipacchi, H Bauer, IPC Media)
- B2B publishers (Incisive Media, Reed Business)
- Broadcasters (CNBC, Euronews, idigitalsales/Virgin, S4C, Sportingnews)
- Sales agencies (ad effectiveness campaigns for Ladbrokes and Sony)
- Market research agencies (Elliottpeople, DeVere Media)
- Government agencies (Defra, COI)
- Trade unions (Communication Workers Union, GMB)
- Universities (La Trobe Melbourne, University of Portsmouth)
- Membership organisations (British Medical Association, PPA)
- Corporate research departments (Network Rail)
- Delegate feedback for events organisations (Reed Elsevier)

THE BENEFITS OF USING DEMOGRAPHIX:

- ✓ Online surveys dramatically lower the cost of data collection, compared to paper/phone polling
- ✓ Track customer satisfaction and monitor annual market trends
- ✓ Build up your mailing lists and keep them refreshed at a far lower cost with our easy-to-use panel management system
- ✓ Get better pre- and post- campaign feedback
- ✓ Gather sales insight and market research data more quickly and effectively than ever before
- ✓ Create regular “reputation management” surveys
- ✓ Special features for Academic researchers, including a “Save & Resume” option for long surveys
- ✓ Special features for Media clients, including embedded audio and video clips that respondents can manually control within a survey



OUR ADVANTAGES:

SURVEY BUILDING SPECIALISTS: We have developed a system that puts a priority on allowing our users to easily customise their surveys, to make them more attractive and faster for respondents to complete. Furthermore, we have designed question types and routing/conditionality features that make surveys easier to fill out as respondents see only



the questions they need to answer. Response rates are thereby maximised, with quicker survey completion and less boredom (a factor that can lead to inaccurate data). Our research has shown that too many online surveys are badly designed and highly frustrating to respondents – our design tools help you build better surveys, and therefore gather better data.

DATA & USER MANAGEMENT: Our priority in system design has been to develop the data, survey and user management toolsets – in particular, the reporting tools. You can easily manage your user log-ins, keeping track of all the people who have access to your data, and monitoring their permissions. Survey management features allow you to categorise

surveys, search the text of all surveys, and duplicate surveys for easier trend analysis on a periodic basis. Data management includes identifying personal data to improve security and archiving survey data in secure, searchable archives.

COST EFFECTIVENESS: Demographix offers dramatic cost savings to Research Departments with multi-user requirements, high survey throughput, and data analysis needs. Our annual subscriptions give you unlimited surveys, unlimited response rates, unlimited emails, unlimited panels, unlimited multimedia (images, audio, video) usage and unlimited log-ins. There are **no hidden costs**. Plus we give free group training sessions and free email and phone Helpdesk support. You could make major savings on suppliers who currently hit you for a lot of “extras” over and above their headline figures.

ABOUT DEMOGRAPHIX:

- Demographix is an Associate Member of the Market Research Society (www.mrs.org.uk). Associate member No. 02177197.
- Company registered in England and Wales No. 4358487.
- Registered with the Information Commissioner’s Office No. Z1244335.
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- Contact Us: Phone: +44 (0)20 7112 5111.



REFERENCES: WHAT OUR USERS SAY ABOUT US

The following testimonials were given between October 2009 and January 2010:

“Demographix has an excellent and competitive product. What sets it aside from the competition is technical expertise allied to innovation and responsive service.

– *British Medical Association*

“My team are so enthusiastic about Demographix because it combines simplicity of use without compromising depth of analysis. That and the fantastic support and advice we get from the team makes it a powerful tool and one that is used often.”

– *DC Thomson*

“Highly helpful support desk, responsive to customer needs, excellent back-up and training sessions, informative client events, and great value for money.”

– *Hachette Filipacchi*

“I can highly recommend Demographix. It's easy to use, gives instant results and is supported by an enthusiastic and helpful team who understand the publishing business.”

– *H Bauer Publishing*

“Demographix understands the time pressures of our industry and has the service levels to match. It is refreshing to work with a team who focus on quality outputs and customer service. The user interface is intuitive, yet powerful enough to meet our complex research demands. Over the past year, Demographix has provided us with numerous punctual and cost effective research solutions”

– *idigitalsales (Virgin)*

“Demographix is now integral to IPC Media - used across the business by Insight, Publishing, Marketing and Editorial teams. It's widely used at IPC simply because it is so easy to use. However, it doesn't limit what we can do in terms of analysis – enabling our Insight team to do the strategic analysis we need to build understanding of our consumers. The Demographix team is brilliant – always taking on-board our suggestions and providing tailored training and ongoing support.”

– *IPC Media*

“Demographix provided us with a quick, efficient and painless method of creating a bilingual online survey (in English and Welsh). The team were highly responsive to our needs, and I would not fail to recommend them.”

– *S4C*

“We started using Demographix for a few single surveys – it was an easy way in. Then we built up our usage as we recognized new possibilities. The Demographix team were very helpful. We've found working with them to be an excellent experience.”

– *Sportingnews*