

## REFERENCES: WHAT OUR CUSTOMERS SAY ABOUT US

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*We are the leading UK developer of online market research tools, and our watchwords are: cost, control and ease-of-use. For an all-in annual subscription you have access to a collaborative, multi-user system that lets you create unlimited surveys with unlimited responses, and manage panels with unlimited emails. Our system is designed for global reach and global audiences, with inbuilt support for multilingual surveys. Free training and responsive all-inclusive Helpdesk support are constantly cited by customers as exceptional. Custom-build projects and technical excellence are hallmarks of our service. Major customers include Network Rail, the University of Portsmouth and Virgin Media. But don't take our word for it, here's what some of them have said about us...*

"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 we are under 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" – **digitalsales (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**