



Demographix to introduce innovative slider range

Leading UK hosted online survey system set to release market-leading interactive question types

FOR IMMEDIATE RELEASE - London, 13 August 2009: Demographix, the leading UK developer of online research tools, is launching a major enhancement to its survey building toolset next month with a new question type called "sliders".

Sliders will allow survey respondents to interface with online data capture in a more user-friendly way, thereby enhancing data collection. Just like controls on a mixing desk or music centre, the sliders provide a more intuitive way for survey respondents to select from a list of answers.

"As with all Demographix designs, we are looking at increasing data reliability by improving response precision," said CEO Derek Cohen. "Sliders will not only make it easier for respondents to give valuable attitudinal feedback, it will also appeal to their web-savviness. In this way researchers can get the kind of quantitative and qualitative feedback that phone and paper surveys can't match."

Sliders will come in four main styles: value statements (Likert scale), mixing desk, numeric scale, and percent split. A great deal of development effort has gone into designing the new question types to make them fully accessible to disabled users (those who cannot use a mouse can still control sliders via the keyboard) and in terms of accurate data capture.

By default, a slider is placed in a N/A position (meaning either No Answer or Not Applicable), so that respondents are not forced to give a value, and default values are not recorded. Questions can be made compulsory, however, to enforce responses if desired.

"It is a design challenge to create slider-type questions that don't distort data capture, such as by inadvertently recording default values for the cursor position, or accommodating large scales," said director Bobby Pickering. "We have anticipated and tackled these problems and come up with solutions that seasoned researchers will appreciate. We have also realised that a variety of different sliders are required for different data capture needs."

GREATER QUALITY AND VALUE

Sliders are part of the Demographix Greater Quality and Value Initiative in 2009. Enhancements have already included a completely redesigned workspace, improvements to account management functions and data analysis, and extending free group training to purchasers of bundles and annual subscriptions.

All of these enhancements have been provided at no extra cost to users, and without the disruption of software upgrades on users' machines.

The Demographix Greater Quality and Value Initiative will get an even bigger boost towards the end of the year when the Panelwise email and panel management technology is fully integrated into Demographix, and made available at lower cost to annual subscribers.

Demographix users will be notified about the availability of Sliders in coming weeks.

For further information, contact: *Bobby Pickering, phone +44 (0)20 7112 5111*

About Demographix: Demographix is the leading UK developer of online research tools. Demographix is the registered trademark of Demographix Limited. Demographix is a company partner of the Market Research Society. Company registered in England and Wales No. 4358487. Registered with the ICO.