

Associations

The market research advantage for member associations

Member associations like yours thrive on understanding their memberships. This depends on your knowing what your members and prospective members want so you can cultivate the best possible mix of services for the association's future success and growth.

How can you *really* know what your members want?

You can't know if you don't ask. But you have to know *what to ask* and *how to ask it* to get accurate, reliable, and actionable information. That's where Insightrix Research fits in. As a full-service research firm with many years of market research experience, we have the expertise and commitment to total client satisfaction to get the results you need. An Insightrix Research member survey can help you:

- Measure your members' satisfaction with your association
- Gather data on what your members want (and what they want to change)
- Conduct internal political polling
- Survey lapsed members to learn why they did not renew their memberships
- Evaluate conferences and speakers
- Identify changes within your industry that impact your members and the association
- Gain *strategic* direction for the association moving forward

Get the answers you need the *best way*—the first time.

Insightrix Research's market research team is expert at knowing which survey approach is the best, most effective option for reaching the people whose opinions you want to hear. And since we offer three different methodology options, we're ideally positioned to help:

- Our call centre is staffed with experienced and highly-trained interviewers who know how to ask questions to get maximum results.
- Using the world leading online survey software, ***Confirmit***, Insightrix offers your members a memorable survey experience. The software allows your members—no matter how geographically dispersed—to express themselves online with point-and-click ease in a secure and confidential manner.

Insightrix Research is...

a full service market research firm. Comprised of in-house experts in quantitative and qualitative research, we assist questionnaire design, data collection (telephone and online), advanced statistical analysis, custom online reporting, and panel recruitment, development, and maintenance. For more information on our services, please call our Canadian or Australian office.



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