

# PEOPLEMETER

## FACT SHEET

## Track moment by moment audience reactions during presentations, speeches and debates.

IML's PeopleMeter opinion polling software records moment by moment opinion changes during debates, speeches, product launches, demonstrations and focus groups.

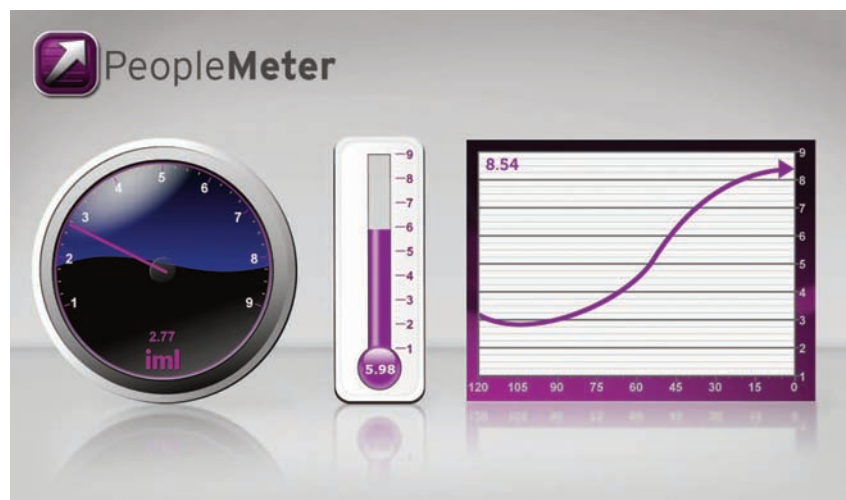
Using IML Communicator keypads, audience members simply input their approval rating on a given scale throughout the presentations.

The on-screen graphics are updated immediately illustrating the shift in opinions based on the keypad responses.

PeopleMeter is scalable to your meeting size and criteria.

From conferences and product launches to focus groups and training, PeopleMeter can help you:

- Track opinions moment-by-moment
- Pin-point opinion shifts
- Gauge immediate reactions to presentations and debates
- Gain valuable market research
- Measure voting trends
- Evaluate the appeal of new products



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Choose from 3 on-screen displays to track the moment by moment polling.



## Judge a Presentation, Demonstration or Topic

Gauge the effectiveness of your next political debate or seminar by using PeopleMeter to track changing audience opinions and obtain valuable feedback in real time.



## Judge a Competition or Entertain the Crowd

Try using PeopleMeter to enliven team building events or by judging contestants in a live television game show. Results are recorded as the action happens.



## Rate a Film, Product or Advertisement

Evaluate film trailers, products and commercials in real time. PeopleMeter gives focus group participants the anonymity necessary to achieve honest and accurate feedback.

## PEOPLEMETER IN USE

Ipsos MORI and the BBC used the PeopleMeter Gauge to measure the shifting opinions of floating voters during both Gordon Brown and David Cameron's speeches at the recent political party conferences.

Using IML's new PeopleMeter software the panel registered their approval or disapproval during the speeches using IML's Communicator keypads.



## CLIENT TESTIMONIAL

"IML helped us to run live dial groups during Cameron's and Brown's speeches at the 2008 Labour and Conservative Party conferences. The team were very flexible and adaptable, and worked hard to meet and deliver on our needs. The technology (some of which they had to re-design specifically for the project!) was a real success, and the findings were reported on BBC News and published on the BBC website. I was hugely impressed with how responsive the IML team were, and how smoothly they worked with us and the client team to ensure the project was a success."

"When we're working with IML on an event, the voting technology is the one thing I don't worry about!"

**Julia Clark, Head of Political Research, Ipsos MORI Social Research Institute**

