DJS Research Ltd Secures Place on Electoral Commission Framework

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DJS Research Ltd, a leading UK based, full-service market research agency, has recently announced the companyâ€™s appointment as Approved Suppliers to the Electoral Commission â€“ the independent elections watchdog and regulator of party and election finance.

DJS Research joins the likes of IPSOS MORI, GfK NOP and TNS BMRB on the quantitative side of the framework, as one of only seven successful tenderers. The selection panel praised DJSâ€™ clear evidence of staff expertise, the agencyâ€™ focus on robust analysis and clear evidence of how hard-to-reach audiences could be researched cost-effectively. This success is one of many recent framework wins for DJS Research which, with a turnover of around Â£3 million, is punching far above what might be expected when looking at the other successful agencies on the roster, many of whom have turnovers in excess of Â£100 million. DJS is also an approved supplier for the British Council, one of the worldâ€™s largest charitable organisations, and the Competition Commission, an organisation demanding the utmost quality due to the public nature of its work. Speaking about the agencyâ€™s success in being appointed to major market research framework agreements, Alasdair Gleed, the Research Director who leads many of DJSâ€™ public tender proposals, had the following to say: â€œIt just shows the quality of service that we can provide. Weâ€™re more agile than many of the bigger agencies â€“ more able to quickly respond to our clientsâ€™ needs â€“ and we have lower overheads, so thereâ€™s a cost imp well. At the same time, weâ€™re incredibly well-resourced, with an in-house CATI unit, specialist field and data teams, and a fantastic team of experienced senior researchers. There was a time when we were surprised to be awarded frameworks with the likes of Ipsos and GfK, but weâ€™re now at the stage where we expect to compete, and expect to compete very strongly.â€• The Electoral Commission is responsible for collecting and publishing key electoral data including turnout, postal voting figures and the number of rejected ballot papers. In addition, the Commission is also responsible for testing the intelligibility of questions for referendums via public tests, and also for conducting public opinion polls relating to the general publicâ€™s experience of the election process and their views on specific issues around elections. DJS Research Ltd offers a range of full-service market research options to organisations in central and local government, and those looking to conduct public consultations, as well as companies in a wide-array of other industry sectors. For more information regarding this article please visit: www.djsresearch.co.uk | @DJSResearchFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group