

EDUCATION | NATIONAL, ONE MARKET

Weighting a national survey of parents choosing schools

An online survey of parents with school-age children, weighted to national targets so results reflect every region and school type.



AT A GLANCE

CLIENT

Education research agency

INDUSTRY

Education

MARKET

National, one market

METHOD

Online survey, 15 minutes,
with weighting

SAMPLE

1,500 parents of children aged
4 to 16

TIMELINE

5-week project

THE CHALLENGE

An education research agency needed a national picture of how parents choose schools. Online samples over-represented some regions and higher-income families, which risked skewing results on fees, distance and school reputation.

OUR APPROACH

We recruited to soft quotas, then weighted the final sample to national targets and documented every step.

- 1 Recruited parents to soft quotas by region, child age and school type
- 2 Checked the unweighted profile against national population targets
- 3 Applied rim weighting with capped factors across region, income band and school type
- 4 Delivered weighted tables with weighted and unweighted bases side by side

THE RESULTS

- ✓ Results that represent parents across every region
- ✓ Weighting efficiency reported, so the agency could explain the numbers
- ✓ Weighted tables ready for the agency's report

SERVICES USED

Survey weighting Data processing and tabulation Online data collection Quantitative recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

EMAIL

contact@researchandmetric.com

PHONE

+1 240-980-1551

SEND A BRIEF

researchandmetric.com

30 N Gould St Ste R, Sheridan, WY 82801, US

Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.