

EDUCATION | TWO CITIES

Focus groups with parents choosing a school

Six focus groups with parents of children about to start school, on how they compare schools and make the final choice.



AT A GLANCE

CLIENT

Private school group

INDUSTRY

Education

MARKET

Two cities

METHOD

In-person focus groups, 90 minutes

SAMPLE

36 parents in six groups

TIMELINE

2 weeks

THE CHALLENGE

A private school group wanted to understand how parents shortlist and choose a school. It needed parents who were actively deciding, with a mix of income levels and current school types.

OUR APPROACH

We recruited parents in the decision window and balanced each group on income and school type.

- 1 Screened for parents choosing a school in the next 12 months
- 2 Balanced groups by income band and current school type
- 3 Booked central venues and managed reminders
- 4 Confirmed every participant on the day

THE RESULTS

- ✓ 36 parents attended across six groups
- ✓ Every participant was actively choosing a school
- ✓ Groups balanced by income and school type as briefed

SERVICES USED

Qualitative recruitment

Respondent 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.

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SEND A BRIEF

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