

EDUCATION | NATIONAL SAMPLE

Telephone survey of teachers on classroom technology

Four hundred CATI interviews with primary and secondary teachers, delivered with banner tables.



AT A GLANCE

CLIENT

Education research agency

INDUSTRY

Education

MARKET

National sample

METHOD

CATI survey, 15 minutes

SAMPLE

400 teachers

TIMELINE

4 weeks

THE CHALLENGE

An education research agency needed views from teachers on the technology they use in class. Teachers are hard to reach during school hours, so interviewing had to fit around the school day.

OUR APPROACH

We called in the late afternoon and early evening and delivered tables straight after field close.

- 1 Built call lists from school directories
- 2 Scheduled calls around the school day
- 3 Set quotas by school type and region
- 4 Delivered banner tables with significance testing

THE RESULTS

- ✓ 400 teacher interviews completed
- ✓ Calling outside school hours lifted response
- ✓ Tables delivered within two days of field close

SERVICES USED

CATI Data processing and tabulation 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.

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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.