

EDUCATION | FOUR MARKETS

Online survey of university students in four markets

A 15-minute online survey of undergraduate and postgraduate students on study choices and digital learning tools.



AT A GLANCE

CLIENT

Education technology company

INDUSTRY

Education

MARKET

Four markets

METHOD

Online survey, 15 minutes

SAMPLE

2,400 students, 600 per market

TIMELINE

3 weeks

THE CHALLENGE

An education technology company wanted to understand how students choose courses and which digital tools they rely on. It needed comparable data from four markets, with quotas by level of study and subject area.

OUR APPROACH

We sourced students from verified panels and campus networks and controlled quotas in each market.

- 1 Verified current enrolment for every respondent
- 2 Set quotas by level of study and subject area
- 3 Translated and checked the survey for each market
- 4 Removed speeders and duplicates before delivery

THE RESULTS

- ✓ 2,400 completes across four markets
- ✓ Quotas by study level and subject filled as briefed
- ✓ One combined data file with market weights

SERVICES USED

Online data collection Global fieldwork coordination Fieldwork management Quantitative recruitment

Survey programming

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.