

## Education Market Insight and Sample Provision

### A COMPLETE EDUCATION MARKET RESEARCH OFFER

Launched in 2013 as the specialist education division of DJS Research Ltd, VoicED is a full service market research consultancy offering:

Continuous tracking :: Ad-hoc Insights Generation :: Omnibus Research :: Sample Provision

We work with end-client organisations as well as PR, marketing and market research agencies working on behalf of third parties and have completed research for some of the largest and most well-recognised educational organisations in the world, as well as a number of smaller bodies such as local charities.

Our panel has full UK coverage, as well as a high proportion of senior leaders and key decision makers within schools.

### RESEARCH COMPLETED BY WELL-RESOURCED SECTOR EXPERTS

The core VoicED team have worked within the education sector for several years and by a team of DJS Research directors with combined experience of more than a century.

The research team are supported by DJS Research's dedicated internal operations team which includes our own in-house 60-station CATI unit, data processing and scripting team and specialist qualitative recruitment department as well as the ability to achieve large sample sizes through our proprietary education panel, The VoicED Community.



### THE VoicED COMMUNITY – ONLINE RESEARCH PANEL

Our research panel currently gives us the ability to complete online research with large sample sizes of UK teachers and education professionals. We have access to around 14,000 individuals.

#### ESTABLISHMENTS

- Nursery
- Primary School
- Secondary School
- Sixth Forms
- FE College
- Universities

#### JOB TITLES

- Classroom Teacher
- Head Teacher
- Head of Department
- SEN Teacher
- Lecturer
- Bursars & Administrators

#### OTHER PROFILING

- Subjects
- Region
- State / Independent
- Size of School
- Gender
- Age

### RECENT PROJECTS



100 online interviews and 6 tele-depths with primary school teachers relating to an event held annually to raise funds for a children's charity. Quotas on those who had and hadn't attended the event, and weighting on Northern Ireland, Scotland and Wales.



125 online interviews with teachers in the UK plus more than 1600 internationally (45 countries) on behalf of the British Council. The research looked in to teachers' use of social media for teaching, networking and collaboration with other schools.

**Education Sector Experience**

Qualitative and Quantitative;  
Online and Offline

Depth Interviews  
Panel Sample  
Omnibus  
CATI  
Focus Groups  
CAPI  
Online

proud to support  
**THE PRINCE'S TEACHING INSTITUTE**

#### Testimonials

"The responsiveness and enthusiasm for the job was infectious. The research was carried out in a professional manner. Contact with us as clients was outstanding. It was good to know they had given the job the same priority as us!"

**UK Further Education College**

"Produced an excellent piece of primary research for us. They have been reliable, friendly and thorough, producing a good piece of analysis that will definitely help to inform our future strategy and propositions".

**UK Distance Learning Establishment**