



Veridata Insights **Case Study**

Qualitative Research on Public College Affordability



Client:

An Education Foundation



Objectives:

To understand cost expectations for educational funding for high school students, college students, adult learners, and parents, and how they were looking to fund their education.



Veridata Insights

Details:

An educational foundation reached out to Veridata Insights in need of assistance gathering insights regarding perceptions of college affordability and funding sources available. They were wanting to ask about options including scholarships, grants, savings, traditional loans and student loans. The commitment was challenging – a (5) day online bulletin board obligation plus homework – given work, school, and other family commitments. The request was for 100+ participants including high school students, college students, adult learners and parents.



Service:

The Veridata Insights Qualitative Research Division utilized a multi-faceted approach to recruit for this target audience. This included calling on our network of pre-approved and verified recruitment sources that follow an extensive vetting process, ensuring top-quality, insightful, intelligent participants for our clients' research needs.

Each individual was thoroughly screened and verified, utilizing a comprehensive range of quality measures to ensure thoughtful participation in the daily online activities with genuine and insightful responses.



Results:

Given the project team has 35-years of experience, this was right up their alley. The entire team is well versed in managing the host of moving parts required for this methodology and pulled it off without a hitch.

The educational foundation was able to:

- Understand general market use and behaviors
- Identify funding sources used and challenges based on the user experience
- Effectively create a strategy based on these insights to better serve their customers in the future and create solutions that work for these audiences

Veridata Insights' Qualitative Research Services

For the Veridata Qualitative Division, the majority of our projects utilize custom recruits which require a deep understanding of the target profile and actively researching locations where these participants organically engage. Through providing smooth execution, quick and accurate placement, and proactive interaction, we deliver extraordinary recruits, excellent show rates, and exceptional client service.

