DJS Research Ltd Launches New Education Market Research Community

Contributed by DJS Research Ltd / VoicED Education Community
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DJS Research Ltd is pleased to announce the launch of VoicED.org.uk, a market research community for education professionals. The panel, backed by the Princeâ€™s Teaching Institute, allows people working in all areas of the education sector to voice their opinions and influence the future of the sector without any exposure to sales or marketing â€“ the community is wholly for market research purposes.

VoicED operates on a dual incentive system, with respondents receiving incentives for both themselves and their choice of either an educational institution or the panelâ€™s nominated charity, The Princeâ€™s Teaching Institute.

DJS Research Ltd has a strong background in the education sector, with clients including Manchester University, NCFE, OCR, The British Council, Pearson, The Department for Education and Skills and the National Association of Head Teachers. The agencyâ€™s previous research has considered a wide-range of potential policies, new resources, teacher, lecturer and student satisfaction and the potential to introduce new courses of study, among others.

Elliot Simmonds, who will manage the community on a day to day basis, felt the move was a positive one for the northern agency, which has recently moved to new, larger offices:

â€œVoicED is a great addition to our research offer and one which makes sense given our strength in the education sector over the past few years. The way we have chosen to thank respondents for their opinions should lead to a highly engaged, involved group of education professionals who are genuinely interested in developments in the sector. Thereâ€™s also the opportunity to expand the panel in time to offer additional features, but I can confirm that none of them will ever involve unsolicited selling or advertising to our members â€“ thatâ€™s not what VoicED is about.â€•

VoicED offers respondents the opportunity to be involved in both quantitative and qualitative education market research projects and has already rewarded two individuals who took part in concept testing research for the panel â€“ they were both thrilled to have been chosen:

â€œI got a telephone call from VoicED telling me I had won Â£50 and I didnâ€™t believe it but when the cheque arrived I just thought oh wow, just for doing a survey!â€• Jacinta Mills â€“ Buxton Community School

â€œIt was a complete surprise. After doing such a short survey it was absolutely belting to receive Â£50 from VoicED for taking part! I will be sure to make more use of them in the future.â€• John McTeigue â€“ Harrop Fold School

If you are an education professional and would like more information on VoicED, or to sign up, please visit www.voiced.org.uk . Those interested in utilising VoicED for research projects should visit www.educationmarketresearchuk.com for further details. In addition, you can connect with VoicED through Facebook , Twitter or LinkedIn.