

January 2025

Catchment If You Can

MORTAR | RESEARCH

Online Consumer Research



SURVEYING PARENTS WHO HAVE APPLIED TO A SCHOOL IN THE LAST FIVE YEARS

Mortar Research carried out a survey targeting parents in the UK who have applied to a school in the last five years and dealt with the application and their child was 4 – 16 at the time of the application.

Respondents were asked about what they and people they know have done to increase their child's likelihood of getting into the school they wanted them to go to.

All were incentivised and each provided opt-in consent in line with MRS and GDPR guidelines.

Research Methodology

We connect our clients with high quality survey data across any audience or industry.

This survey was taken by a total of 1,019 respondents on both mobile and desktop devices. All were based in the UK.

The study ran between the 3rd - 6th January 2025.

AUDIENCE

Targeting parents in the UK who have applied to a school in the last five years and dealt with the application and their child was 4 - 16 at the time of the application.

MULTI SOURCED APPROACH

The different recruitment methods used alongside the supplier blend removes any potential single source bias.

QUALITY CONTROL

Measures in place on both a supplier and respondent level. These include Geo IP tracking and digital fingerprint checks to ensure that there is no duplication or link manipulation.

2,096

Survey Entrants

1,019

Completed Surveys

17

Questions answered

48%

Conversion rate after profiling

Supplier Network



AFFILIATE SUPPLIERS

Reaching respondents through targeted ads on websites based on demographic information/public profiling. They are then passed through additional screening questions and quality checks.



DOUBLE OPT-IN RESEARCH PANELS

Where respondents sign up, provide demographic information, profiling and personal interests. They then take part in targeted surveys for monetary incentives or rewards/points.



APP BASED RECRUITMENT

Answering in-apps (e.g. gaming, weather, news etc) to unlock additional features such as paywalls & air miles or to remove advertising. This gives us to access to B2B and niche consumer segments who are not taking surveys for monetary incentives..



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