

Teacher Track is a fast turnaround survey that enables you to access up-to-the-minute views from teachers on a range of topical issues.

## How does it work?

The Teacher Track survey runs on an omnibus, so you pay-per-question, which allows you to gain insight without having to commission a full survey or research project.

YouGov's experienced Public Sector and Not-for-Profit team provide advice and guidance on question design, and our statistical teams provide a comprehensive set of results for your use.

Our teacher panel represents the entire teaching workforce: from experienced teachers to newly qualified classroom teachers, drawn from a sample of maintained, academy and independent primary and secondary schools in the UK. We are also able to develop bespoke samples of teachers covering certain subjects, to offer you added value.

## Why use Teacher Track?

**Measure awareness:** How aware are teachers of your products, brand or activity? What perceptions do they hold and how does this impact your organisation?

**Monitor engagement:** What is the usage of specific products and services by schools. What do they use and why?

**Understand customer experience:** What support do teachers value? Where do they face challenges and what can be improved to support them better.

**Measure impact:** What benefit do specific products, services and initiatives have? How are they used and what can be improved to drive further benefits.

**Generate thought leadership:** How is the world of education changing? What are the important trends and what can teachers at the cutting edge tell you?

## Our rates

Teacher Track is commissioned on a question-by-question basis to our panel of primary and secondary school teachers.

Respondents	Entry fee	Standard question	Open question
800 primary and secondary school teachers	£800	£600 per standard question	£400 per open question

Higher samples are available on request and bespoke samples of primary school teachers, secondary school teachers and subject teachers can be created.

To supplement the insight gained from Teacher Track we are also able to survey children and young people and their parents. Contact us for more details.

## Who we work with

YouGov's Public Sector and Not-for-Profit team has experience of working with a range of organisations and audiences that demonstrate our skills and experience to support you in delivering your research objectives. We have recently worked with the following organisations, on projects related to learning and skills development:

**CIPD**

**DfE**

**Teach First**

**BBC**

**Prince's Trust**

**CfBT**

**Ofsted**

**Ofqual**

**City and Guilds**

**CBI**

## Why YouGov?



As the most quoted market research agency in the UK, we have a well-documented and published track record illustrating the accuracy of our survey methods. It is this methodology and the depth and detail with which we know our panellists that enables us to run daily omnibus surveys without compromising on data quality.



Within research projects managed by the Public Sector and Not-for-Profit team, we are able to draw upon valuable experience of managing market awareness, brand tracking and consumer studies that add value to our Teacher Track offer.