

CASE STUDY – PARENT SATISFACTION SURVEY

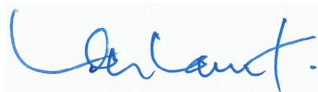
Do you know what your parents and staff think of your school? Do you know how you compare to other schools? What are other schools doing that you might not have considered?

Marketshare has been conducting school surveys for the past 15 years. Earlier this year we prepared a case study based on some of our recent work in the education sector. This case study will help to show you:

- Reasons why schools decide to conduct parent and staff surveys
- What the surveys are able to tell the schools
- How the schools are able to use the survey findings.

If you would like a copy of this case study or additional information about our services please email me at colin.caust@marketshare.com.au or visit our website www.education.marketshare.com.au

Best wishes



Colin Caust
DIRECTOR

PS. Marketshare has been conducting school surveys for the past 15 years and currently has a large number of independent schools in Australia and New Zealand that regularly conduct our surveys. Our surveys have been designed by educators and school principals and are administered by experienced researchers. Our reports present findings benchmarked against other schools.