



Market Research

Advancing Higher Education Through Insight and Innovation

For over 25 years, Maguire Associates has been a leader in market research applied to educational institutions. We use innovative methodologies and analytic methods to address the complex challenges facing educational institutions.

We are a firm believer that educational institutions make better decisions when they understand the perspectives of important constituencies, and properly designed and executed research lowers the risks inherent in both tactical and strategic decision-making.

HOW MAGUIRE ASSOCIATES IS DIFFERENT

- **Convert research information into knowledge** - Our clients benefit from our expertise in the field and our vantage point of having worked with many institutions. Our recommended actions help our clients focus their resources to achieve the outcomes that advance their institutions.
- **Serve the education community exclusively** - We have served over 350 client institutions, from independent and public schools, colleges, and universities, to consortia and government organizations focused on education. We have expertise in the issues faced by educational administrators; we understand the world of education.
- **State-of-the-art technology & knowhow** - Our staff comprises professionals who are seasoned researchers and consultants and savvy interpreters of data.
- **Customized research** - Nothing is off-the-shelf, and one size never fits all for our clients - from sample design and instrument development, to the reporting and analysis of the research findings, to the strategic recommendations that follow from the research.
- **Full-service research provider** - We manage all phases of our research projects internally, resulting in increased accuracy and efficiency.
- **Quality control** - Accuracy and reliability are utmost priorities from problem definition and instrument design to reporting and interpreting research findings.
- **Build on existing information** - We merge demographic and competitive analyses with institutional data to provide a strong foundation for client decision making.

RESEARCH AUDIENCES

We have extensive experience conducting research with the following audiences:

- Prospective students (undergraduate, graduate, professional, adult learners)
- Current students
- Faculty, staff, and administrators
- Trustees
- Parents of prospective and current students
- Alumni/ae
- Community and opinion leaders
- Guidance counselors

STATE OF THE ART DATA COLLECTION TECHNIQUES

We offer a full range of methods for gathering insights from important audiences. Which method we utilize depends largely on the goals of the engagement. Our research projects often combine qualitative and quantitative methods, including:

- On-line surveys
- In-depth executive interviews
- Focus groups
- Paper surveys
- Phone surveys

There is an art to choosing the right methodology - or mix of methodologies - to collect data from important constituencies. Every data collection method has its strengths and limitations, and knowing which to use is a part of our skill set.

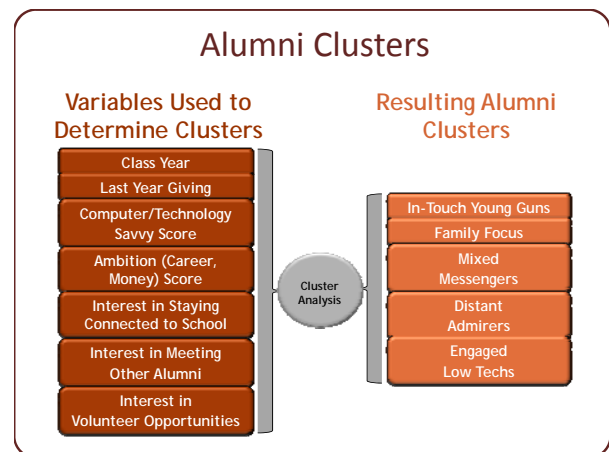
COMPREHENSIVE, CUSTOMIZED DATA ANALYSIS

We have found that schools, colleges, and universities seek market research when they are considering new ventures, are confronted with unexpected challenges, or are seeking to reposition themselves. In all cases, it is essential to thoroughly mine the research data to uncover all that the survey participants are conveying.

Our approach to data analysis consistently enables us to provide clients with insights that far exceed a cursory look at the data. In many cases, this has helped institutions make decisions that might seem counterintuitive to the surface data.

While our analysis generally starts with an examination of the aggregate results, we apply segmentation and regression analysis to further examine the relative opinions and experiences of subgroups based on variables of interest to our clients such as differences by gender, ethnicity, academic performance, and level of engagement.

Regression analysis, for instance, is helpful in quantifying the contributions of the potential "drivers" of different behaviors, and, at times uncovers subtle but notable effects that are not apparent when looking at the overall means and frequencies or the results of market segmentation.



We often employ other multivariate techniques - such as factor analysis, cluster analysis, and conjoint analysis - to further understand the underlying forces that influence opinions, decisions, and actions.

