Subscription Services for Educational Content

Personal Details

1.   Email *

_____

2.   Have you ever used online learning platforms before? *

Mark only one oval.

◯ Yes

◯ No

Personal Information

3.   Gender *

Mark only one oval.

◯ Male

◯ Female

4. Age Group ? *

Mark only one oval.

◯ Under 18

◯ 18-24

◯ 25-34

◯ 35-44

◯ More then 45

5. Are you enrolled / subscribed to an E-Learning platform now? *

Mark only one oval.

◯ Yes

◯ No

6. How Much Money Have You Spent? *

Mark only one oval.

◯ $0

◯ $1-$50

◯ $51-$100

◯ $101-$200

◯ More than $200

7.   How Often Do You Use It ? *

Mark only one oval.

◯ Daily

◯ Weekly

◯ Monthly

◯ Other

8.   How Much Time Do You Invest? *

Mark only one oval.

◯ Less than 1 hour

◯ 1-2 hours

◯ 3-4 hours

◯ 5-6 hours

◯ More than 6 hours

9.   How much interest do you have in using them in the future? *

Mark only one oval.

	1	2	3	4	5	
No I	◯	◯	◯	◯	◯	Extremely high interest

10. How Many Year of Work Experince Do You Have ? *

Mark only one oval.

◯ 0-1 Years

◯ 1-3 Years

◯ 3-5 Years

◯ More Then 5

Part 3 - Consumer Behavior and Preferences

11. What factors influence your decision to subscribe to an educational content   *
    service? - Rate from 1 to 5, where 1 is not important and 5 is very important

Mark only one oval per row.

	1 - Not Important	2 - Important	3 - Neutral	4 - More Important	5 - Very Important
Content Quality	◯	◯	◯	◯	◯
Variety of topics	◯	◯	◯	◯	◯
Platform Usability	◯	◯	◯	◯	◯
Price	◯	◯	◯	◯	◯
Recommendations/ Reviews	◯	◯	◯	◯	◯
Community features (forums, discussions, etc)	◯	◯	◯	◯	◯
Value of certification/ credentials	◯	◯	◯	◯	◯
Personalized recommendations	◯	◯	◯	◯	◯

Part 4 - Value Perception and Satisfaction

12. For the platforms you have heard of, please rate their perceived quality and   *
    reputation on a scale of 1-5 (1 being very poor, 5 being excellent):

Mark only one oval per row.

	1	2	3	4	5
Coursera	◯	◯	◯	◯	◯
edX	◯	◯	◯	◯	◯
Udemy	◯	◯	◯	◯	◯
LinkedIn Learning	◯	◯	◯	◯	◯
DATA CAMP	◯	◯	◯	◯	◯

13. Rank the courses below (1 being the least preferred , 5 being best): *

Mark only one oval per row.

	1	2	3	4	5
Coursera	◯	◯	◯	◯	◯
Udemy	◯	◯	◯	◯	◯
Linkedin Learning	◯	◯	◯	◯	◯
DataCamp	◯	◯	◯	◯	◯
EdX	◯	◯	◯	◯	◯

Customer Lifetime Value (CLV)

14.   How long have you been using a subscription based educational service like   *
       Coursera, Udemy, DataCamp, etc?

Mark only one oval.

◯ Less than 3 months

◯ 3-6 Months

◯ 6-12 Months

◯ 1-2 Years

◯ More than 2 years

15.   How often do you engage with the content? *

Mark only one oval.

◯ Daily

◯ Weekly

◯ Monthly

◯ More frequently

16.   How likely are you to continue your subscription in the foreseeable future? *

Mark only one oval.

	1	2	3	4	5	
Very	◯	◯	◯	◯	◯	Very Likely

17. How likely are you to upgrade your subscription plan to access more features or *
    content?

    Mark only one oval.

	1	2	3	4	5	
Very ○	○	○	○	○		Very Likely

18. Have you ever canceled your subscription and then resubscribed at a later time? *
    If Yes, why?

    Mark only one oval.

    ○ Yes

    ○ No   *Skip to question 20*

Subscription Behavior

19. Why did you cancel a subscription and resubscribe again? *

    _____

Financial Profile

20. What Is Your Income level? *

    Mark only one oval.

    ○ Less than $10,000

    ○ $10,001 - $20,000

    ○ $20,001 - $30,000

    ○ $30,001 - $40,000

    ○ More than $40,000

    ○ Prefer not to say

This content is neither created nor endorsed by Google.

Google Forms