

STUDENT/TUTOR PLATFORM MARKET SURVEY REPORT

June 2021

Authored by Al Leong, MBA and Salman Afzal

TGE
MARKETING
& ADVISORY

eurekly!™
live learning

Executive Summary

- Overall 37% of respondents consider themselves current or potential students while 63% do not.
- Canadians are statistically significantly lower than the USA in the percentage of students/potential students.
- Overall 38% of respondents are parents of a student (aged 5-18 years old).
- Parents in Canada are statistically significantly lower than in the UK.
- 25% of respondents are current or potential teachers or tutors.
- There is a statistically significantly greater percentage of tutors/teachers in the UK than in Canada.
- Approximately 50% of respondents are employed.
- Almost 34% percent of students / Parents of students are willing to pay \$16-30/hour while 18% are willing to pay \$0-15/hour.
- Students willing to pay for a lesson with a tutor Regions/Country wise findings:
 - Hong Kong, China (\$16 -30/hour) 29%
 - Singapore (\$16 -30/hour) 34%
 - US (\$0-15/hour) 26% and (\$16 -30/hour) 25%
 - Canada (\$16 -30/hour) 25%
 - USA (\$16 -30/hour) 33%
- “Expertise(relevant qualifications)” and “The right price (within my budget)” are two main reasons to consider hiring one in Singapore, UK, and the USA while China is more focused on the right price.
- If not a tutor on Eurekly, 10% of the commission to earn income from getting students through the platform is the highest (26%) response
- 42% of respondents show natural response “Neither likely nor unlikely” while 28% Likely and 13% are very likely if they are already tutor and working through Eurekly
- Singapore, when qualified students who are willing to buy online, are analyzed has an NPS Score that matches the Surveymonkey Benchmark average.
- Based on this information, the target countries in priority of approach are:
 - Singapore
 - Canada (delay)
 - United Kingdom (delay)
 - Hong Kong (delay)
 - United States (delay)
- Eurekly’s website is performing better for tutors than students.

- Regarding the awareness platform of tutoring/learning, Eurekly scores are high because respondents know the survey is from Eurekly (recency effect).
- According to survey respondents, respondents live in the USA (30.07%), Canada (18.15%), UK (16.55%), Singapore (16.37), and China (11.74%)
- 31.89% of respondents age between 25 to 34
- Total house income - Singapore is characterized not by a normal curve but by two peaks: less than 20,000 and 100k to 149,999 whereas the UK, USA have normal curves or a negatively skewed normal curve.
- Target countries/cultures that highly value education and learning.

NPS	Overall	Singapore	UK	USA	Male	Female
All	-37	-20	-44	-47	-32	-42
Tutor	-17	-5	6	-42	-18	-18
Student	-18	0	-21	-19	-11	-24
Male	-32	-14	-35	-57		
Female	-42	-27	-51	-38		

Overall NPS: -37

Overall Male NPS: -32

Overall Female NPS: -42

Male in Singapore NPS : -14

Female in Singapore NPS : -27

Potential Tutor Overall NPS : -17

Potential Student Overall NPS : -18

Potential Tutor in singapore NPS : -5

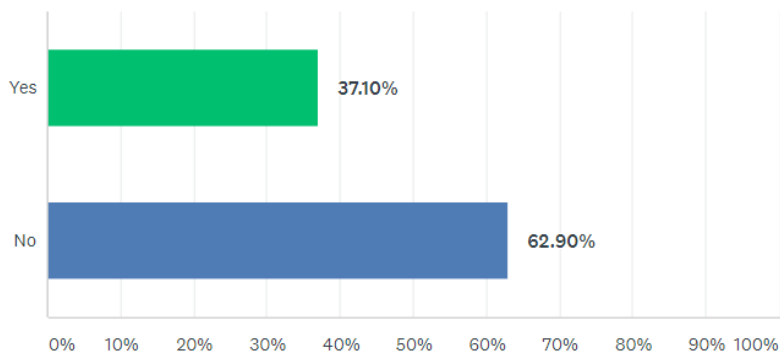
Potential Student in singapore NPS : 0

Questions

Question 1

Are you a current or potential student?

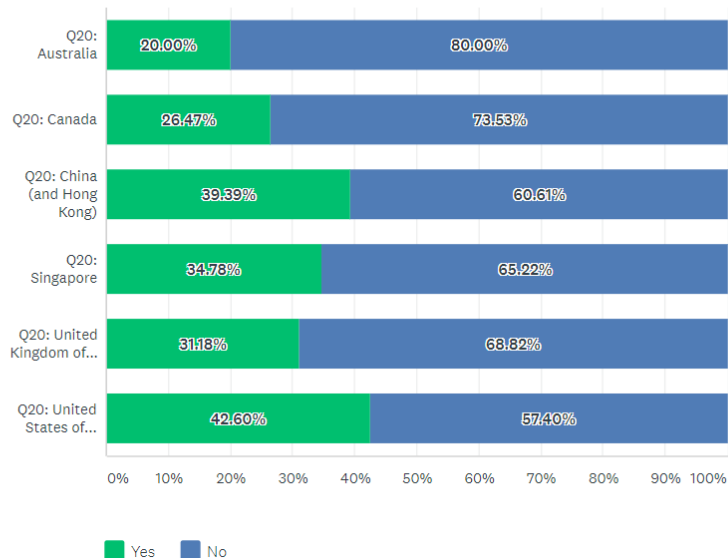
Answered: 628 Skipped: 0



Overall 37% of respondents consider themselves current or potential students while 63% do not. And, when comparing countries surveyed:

Are you a current or potential student?

Answered: 527 Skipped: 0

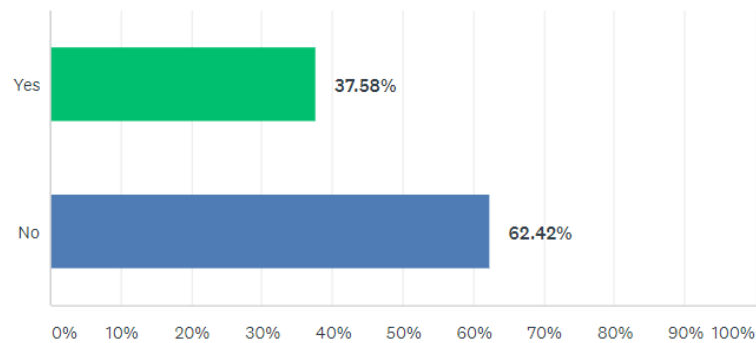


Canadians are statistically significantly lower than the USA in the percentage of students/potential students.

Question 2

Are you a parent of a child or student (student being 5 to 18 years old)

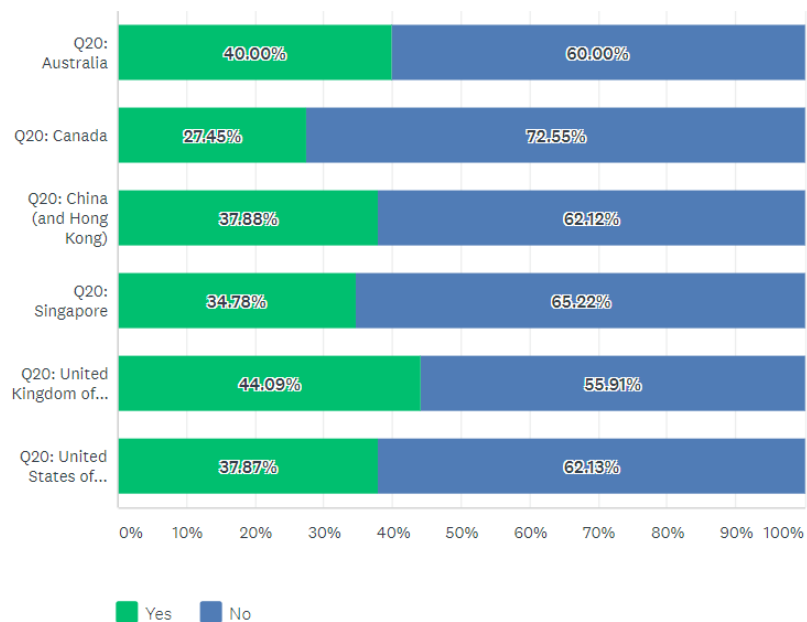
Answered: 628 Skipped: 0



Overall 38% of respondents are parents of a student (aged 5-18 years old).

Are you a parent of a child or student (student being 5 to 18 years old)

Answered: 527 Skipped: 0

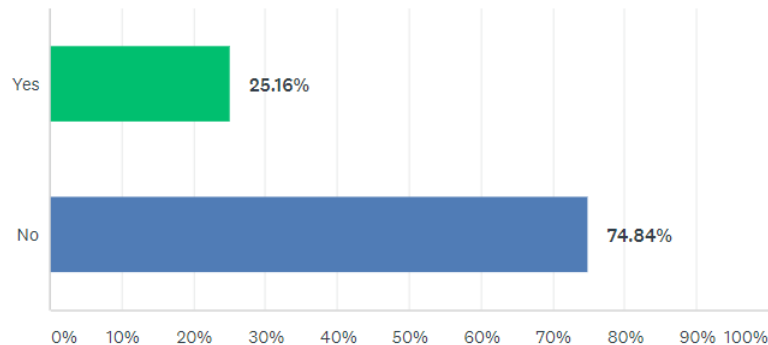


Parents in Canada are statistically significantly lower than in the UK.

Question 3

Are you a current or potential Teacher or Tutor?

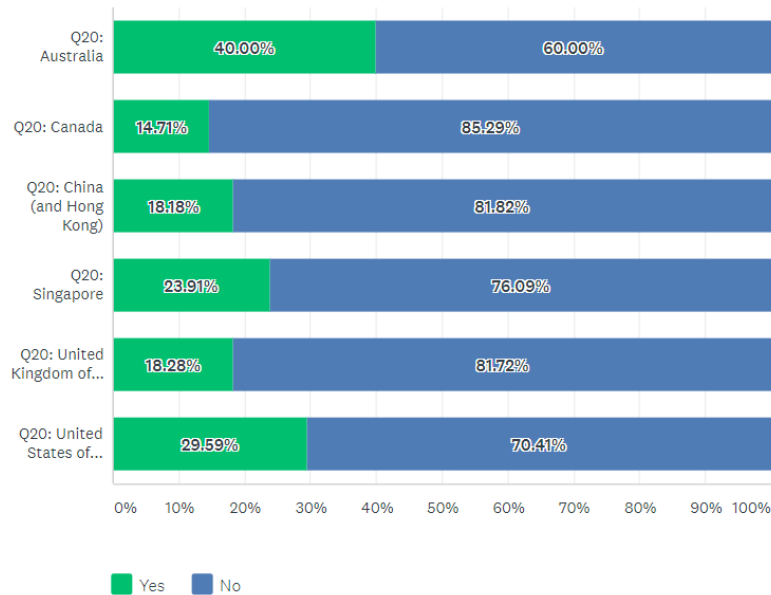
Answered: 628 Skipped: 0



25% of respondents are current or potential teachers or tutors (which is less than those who consider themselves students).

Are you a current or potential Teacher or Tutor?

Answered: 527 Skipped: 0

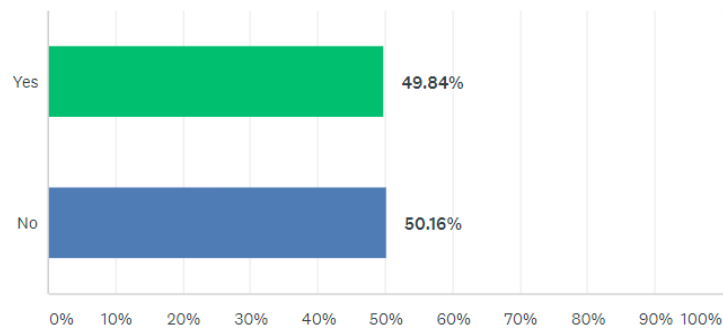


There is a statistically significantly greater percentage of tutors/teachers in the UK than in Canada.

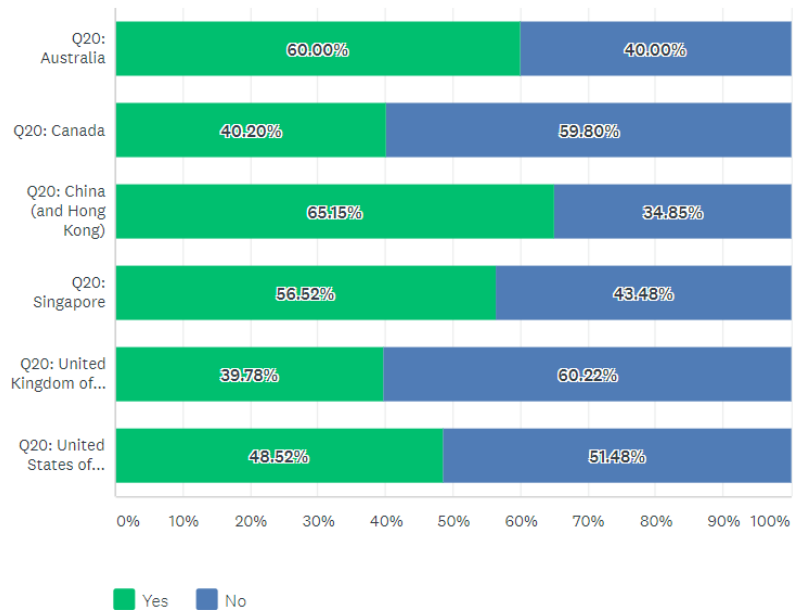
Question 4

Are you an employed person (teacher, tutor or other profession)?

Answered: 628 Skipped: 0



Approximately 50% of respondents are employed.



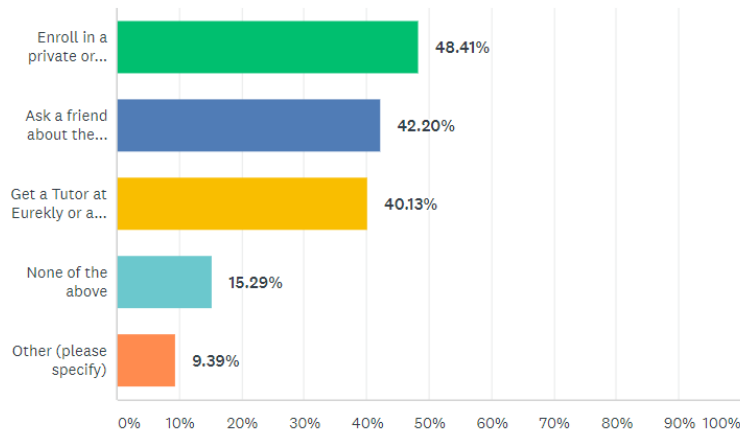
Statistically significant:

- Canada is less employed than Hong Kong, China and Singapore.
- Hong Kong, China more employed than Canada, UK and USA
- Singapore more employed than Hong Kong, China and UK
- UK, less employed than Hong Kong, China and Singapore
- USA less employed than Hong Kong, China

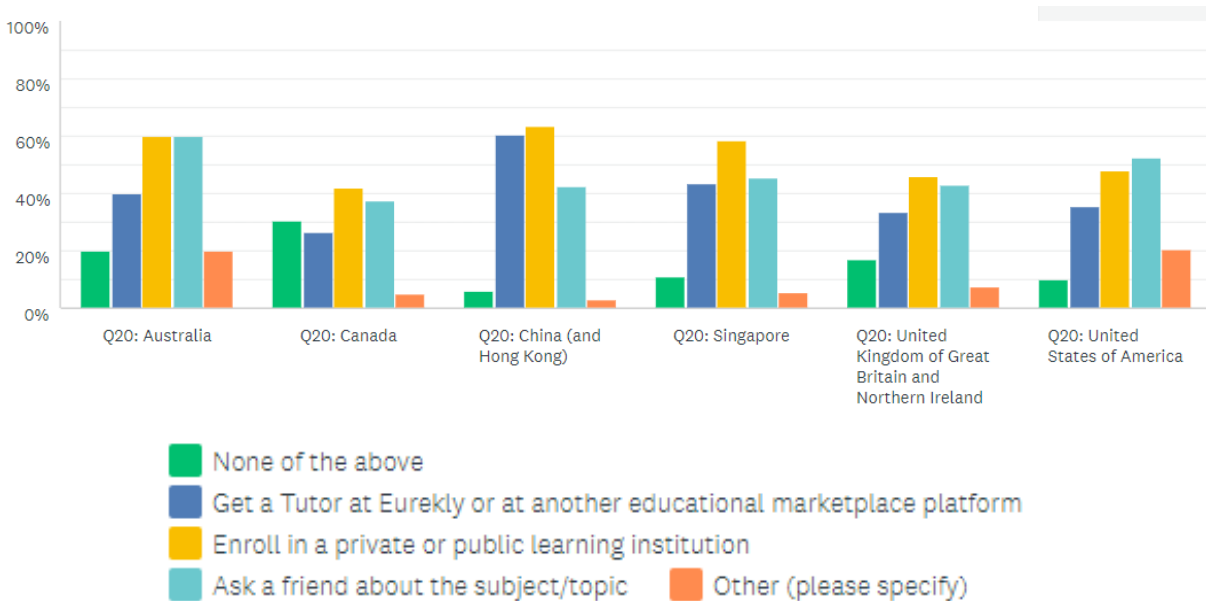
Question 5

If you want to learn something, would you consider the following? (check all that apply)

Answered: 628 Skipped: 0



Overall, students would enroll in a private or public learning institution. Getting a tutor at Eurekly or other platform comes in as the 3rd most popular option.



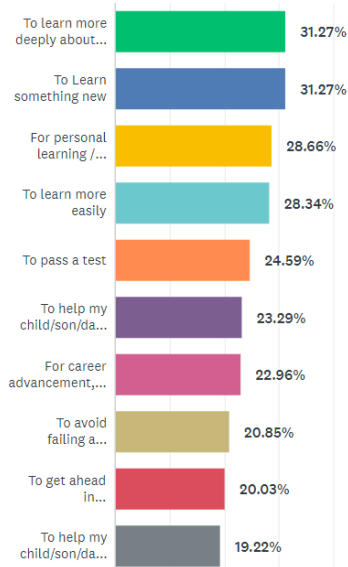
Hong Kong, China, and Singapore showed the highest percentage of students that would consider hiring a tutor through Eurekly or a similar platform, to learn something.

Question 6

Overall

If you want to hire a tutor, what is your motivation?

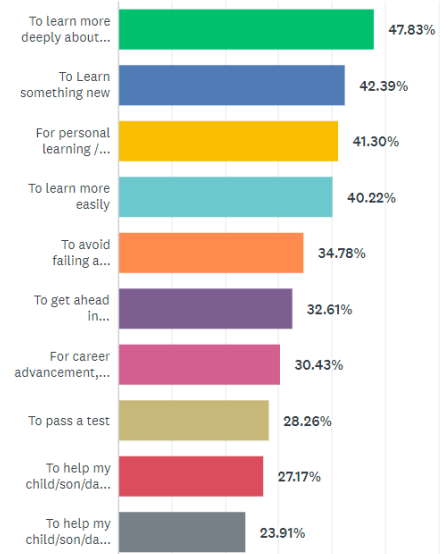
Answered: 614 Skipped: 14



Singapore

If you want to hire a tutor, what is your motivation?

Answered: 92 Skipped: 0



Top 10 motivations for hiring a tutor ranked, overall:

1. To learn more deeply about a subject
2. To learn something new
3. For personal learning / interests
4. To learn more easily
5. To pass a test
6. To help son/daughter/child get ahead
7. Career advancement, get a new job, training
8. To avoid failing a course or test
9. To get ahead in courses/subjects
10. To help a struggling child/son/daughter

For Singapore, these priorities are the same for the top 4:

1. To learn more deeply about a subject
2. To learn something new
3. For personal learning / interests
4. To learn more easily

But different for the next:

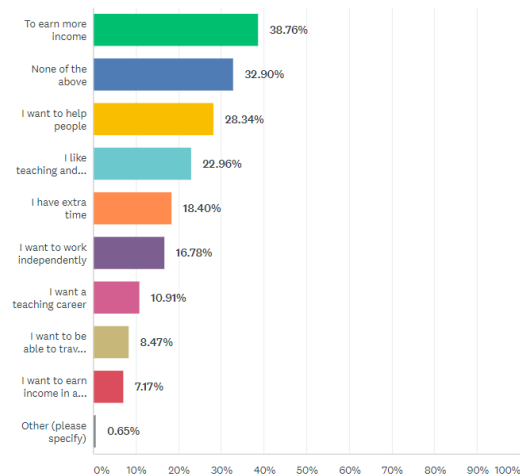
5. **To avoid failing a class**
6. To get ahead in subjects
7. Career advancement, get a new job, training
8. To pass a test
9. To help son/daughter/child get ahead
10. To help a struggling child/son/daughter

Question 7

Overall

If you are considering to be, or already ARE a TUTOR, what is your motivation? (check all that apply)

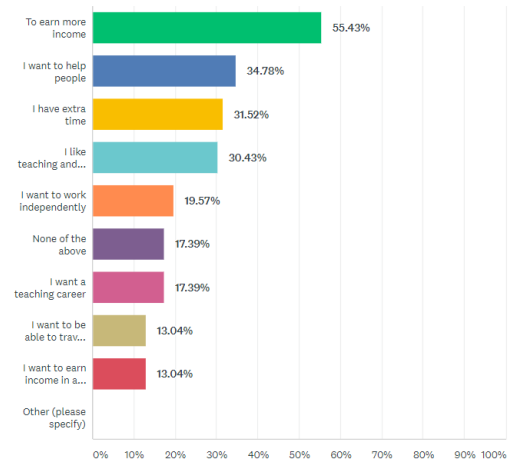
Answered: 614 Skipped: 14



Singapore

If you are considering to be, or already ARE a TUTOR, what is your motivation? (check all that apply)

Answered: 92 Skipped: 0



Overall, tutors' motivation considering tutoring are:

1. To earn more income
2. To help people
3. Like teaching and tutoring
4. Have extra time
5. Want to work independently

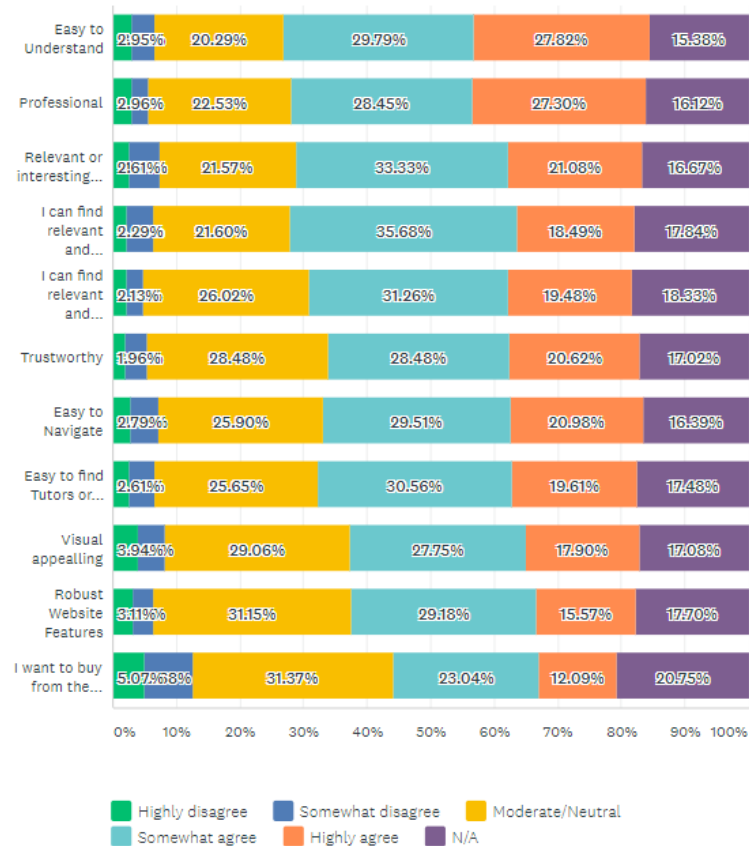
For Singaporeans, the reasons are similar, except for the 3rd and 4th ranked reasons:

1. To earn more income
2. To help people
3. **Have extra time**
4. **Like teaching and tutoring**
5. Want to work independently

Question 8

How much do you agree with the following statements about the Eurekly website?

Answered: 613 Skipped: 15



Ranked traits of Eurekly website (most to least agreement)

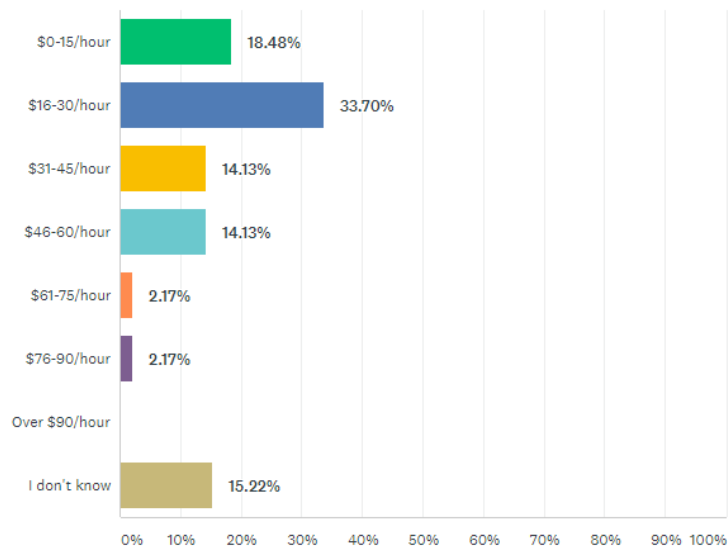
1. Easy to understand
2. Professional
3. Relevant or interesting topics
4. Relevant and professional tutors
5. Trustworthy
6. Easy to navigate
7. Easy to find students or tutors
8. Visually appealing
9. Robust website features
10. Want to buy from website

Question 9

For all regions:

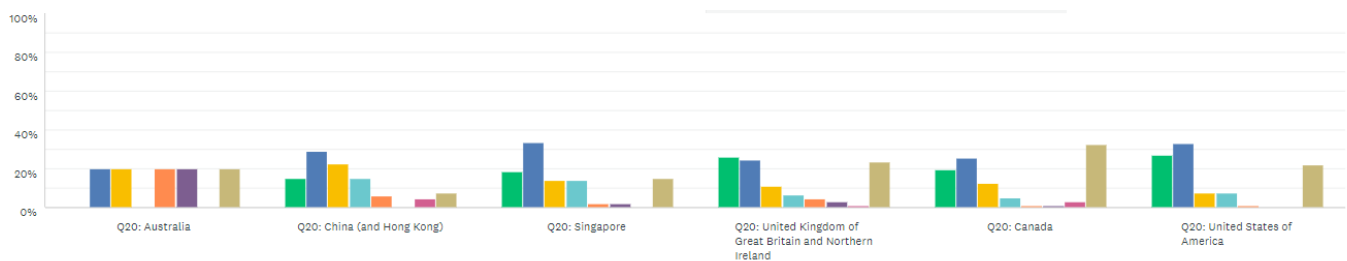
If you are a student, or a parent of a student, how much would you be willing to pay for a lesson with a tutor (USD/hour)?

Answered: 92 Skipped: 0



Almost 34% percent of students / Parent of students are willing to pay \$16-30/hour while 18% are willing to pay \$0-15/hour.

By Country:



Hong Kong, China (\$16 -30/hour) 29%

Singapore (\$16 -30/hour) 34%

US (\$0-15/hour) 26% and (\$16 -30/hour) 25%

Canada (\$16 -30/hour) 25%

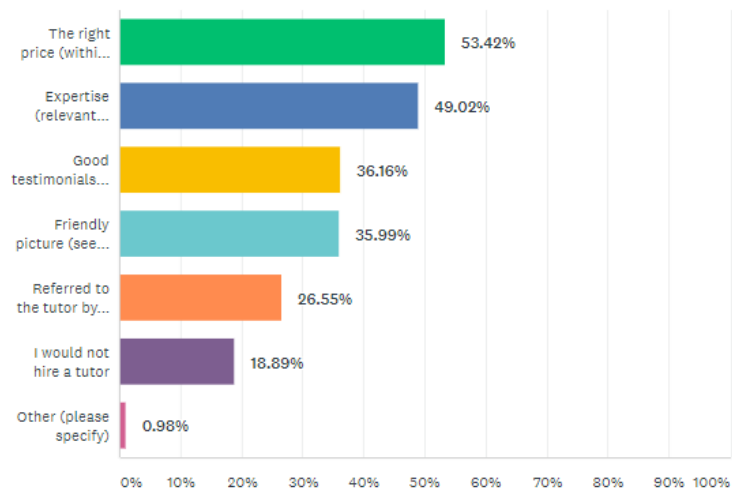
USA (\$16 -30/hour) 33%

Question 10

For all regions:

Now, please briefly browse for tutors that teach subjects of your interest. If you would consider hiring one, what are the reasons? (check all that apply)

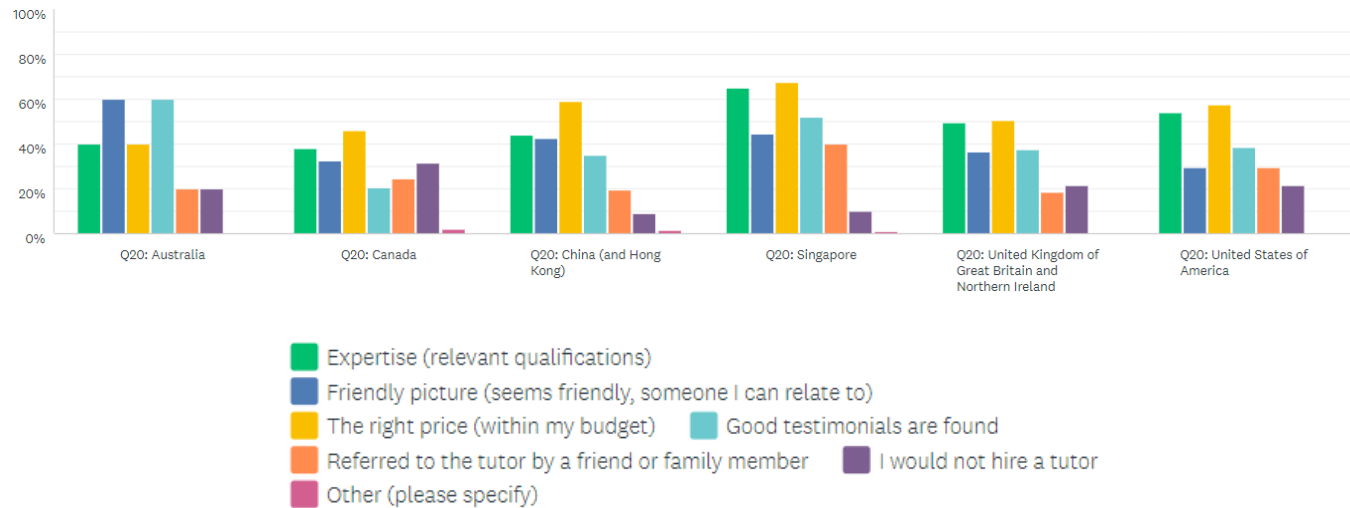
Answered: 614 Skipped: 14



1. The right price (within my budget)
2. Expertise (relevant qualifications)
3. Good testimonials are found
4. Friendly picture (seems friendly, someone I can relate to)
5. Referred to the tutor by a friend or family member
6. I would not hire a tutor

Question 10

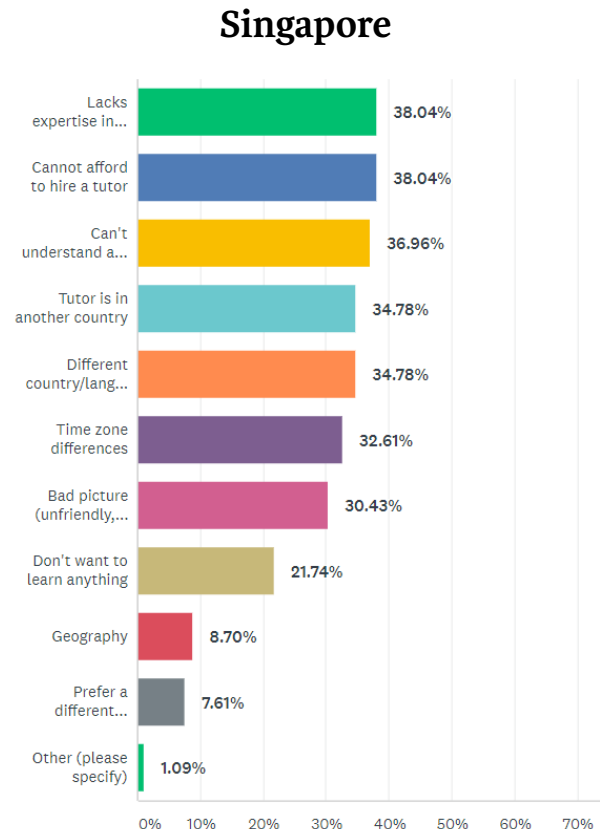
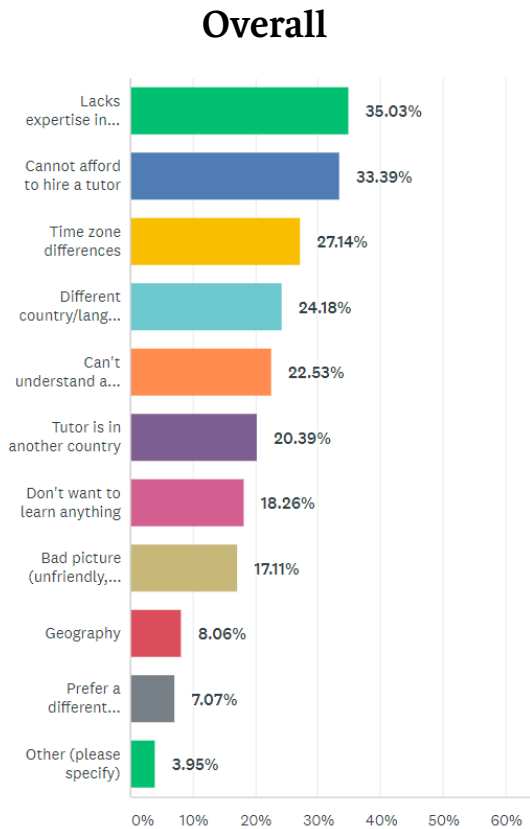
By Country:



“Expertise(relevant qualifications)” and “The right price (within my budget)” are two main reasons to consider hiring one in Singapore, UK and USA while China is more focused toward the right price.

Question 11

If you would NOT HIRE A TUTOR, why not?



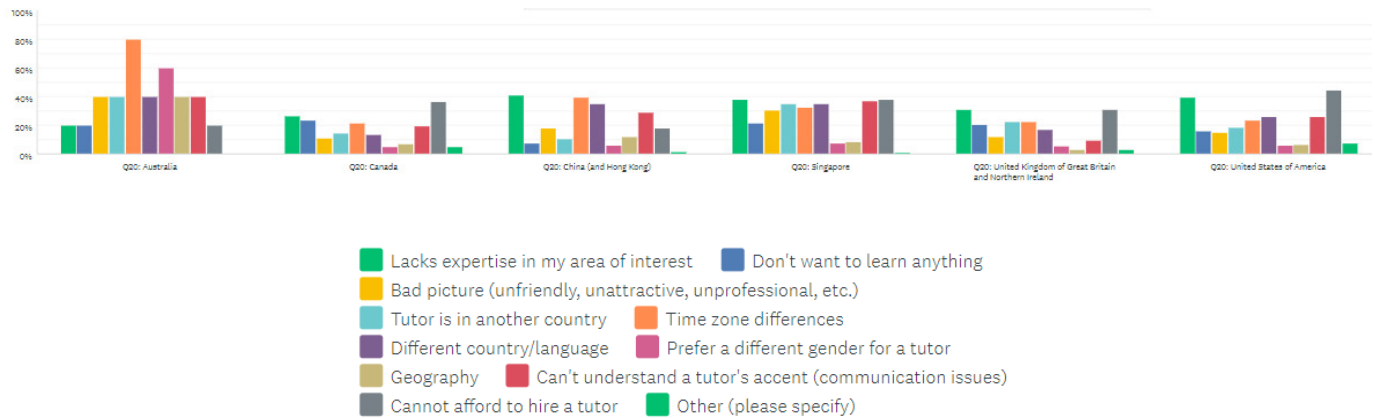
1. Lacks expertise in my area of interest
2. Cannot afford to hire a tutor
3. Time zone differences
4. Different country/language
5. Can't understand a tutor's accent (communication issues)
6. Tutor is in another country
7. Don't want to learn anything
8. Bad picture (unfriendly, unattractive, unprofessional, etc.)
9. Geography
10. Prefer a different gender for a tutor

1. Lacks expertise in my area of interest
2. Cannot afford to hire a tutor
3. **Can't understand a tutor's accent (communication issues)**
4. **Tutor is in another country**
5. **Different country/language**
6. **Time zone differences**
7. **Bad picture (unfriendly, unattractive, unprofessional, etc.)**
8. **Don't want to learn anything**
9. Geography
10. Prefer a different gender for a tutor

Question 11

If you would NOT HIRE A TUTOR, why not? (check all that apply)

Answered: 608 Skipped: 20

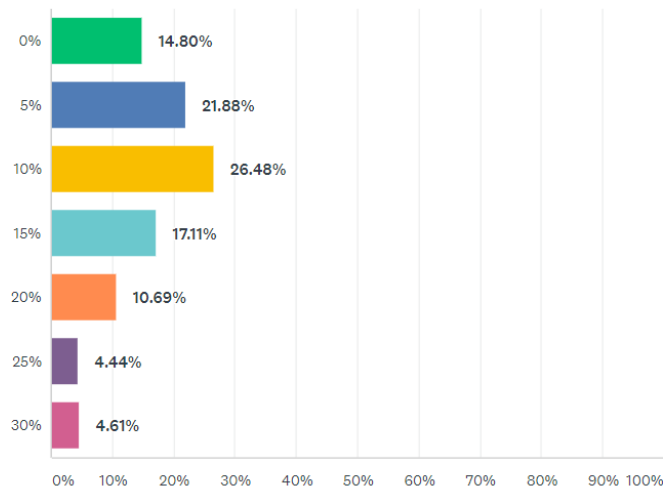


“Lacks expertise in my area of interest” and “Cannot afford to hire” are the main reasons not to hire a tutor.

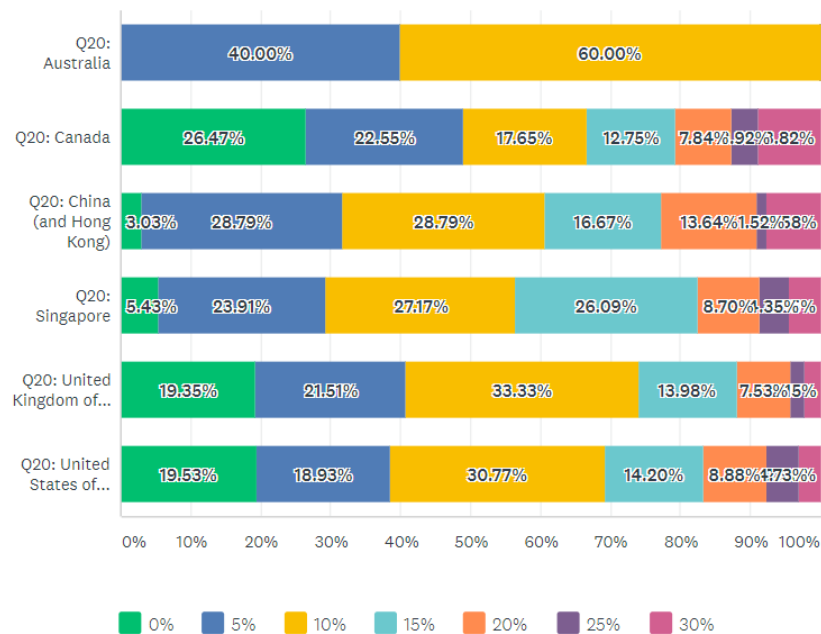
Question 12

If you were to be a TUTOR on Eurekely, how much would you be willing to pay as a commission to earn income from getting students through the platform?

Answered: 608 Skipped: 20



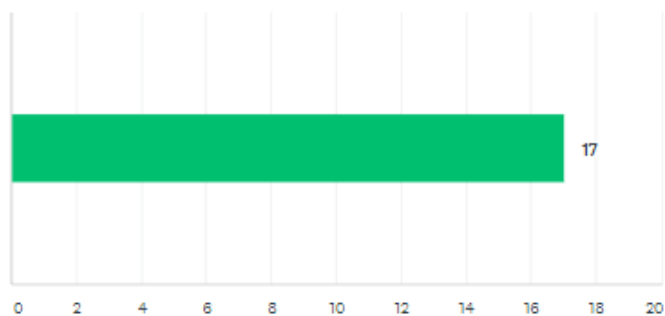
10% of commission to earn income from getting students through the platform is the highest (26%) response.



Question 13

If you are already a tutor (on this site, or elsewhere), how many students do you currently have?

Answered: 608 Skipped: 20

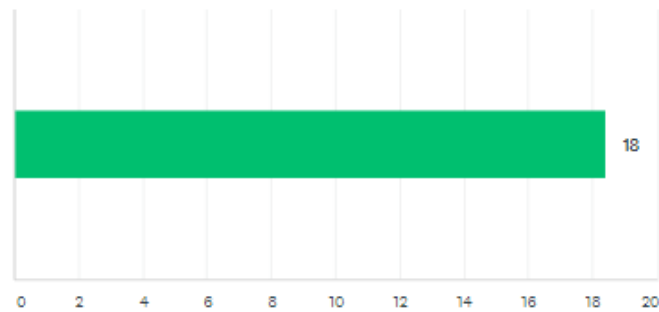


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Responses	17	10,353	608
Total Respondents: 608			

Question 14

If you are already a tutor (on this site, or elsewhere), how many hours a week do you teach?

Answered: 608 Skipped: 20

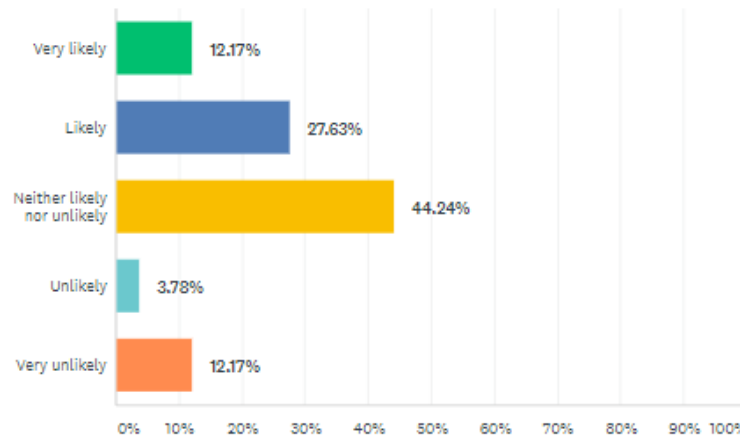


ANSWER CHOICES ▾	AVERAGE NUMBER ▾	TOTAL NUMBER ▾	RESPONSES ▾
Responses	18	11,191	608
Total Respondents: 608			

Question 15

If you are already a tutor (on this site, or elsewhere), rate would you consider working through Eurekly?

Answered: 608 Skipped: 20



42% of respondents show natural response “Neither likely nor unlikely” while 28% Likely and 13% are very likely.

Question 16

Please provide a reason for your answer to question #15

Answered: 490 Skipped: 138

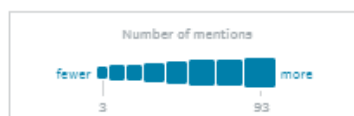
RESPONSES (490) WORD CLOUD TAGS (0)

Cloud View List View

Search responses

Customize

Idk professional good platform love looking applicable m Never Im tutor
moment know idea don t know s learn reason platform one
None good company great easy work make N website
students comment Na consider good don t tutor
wav interested Yes want think sure use teaching

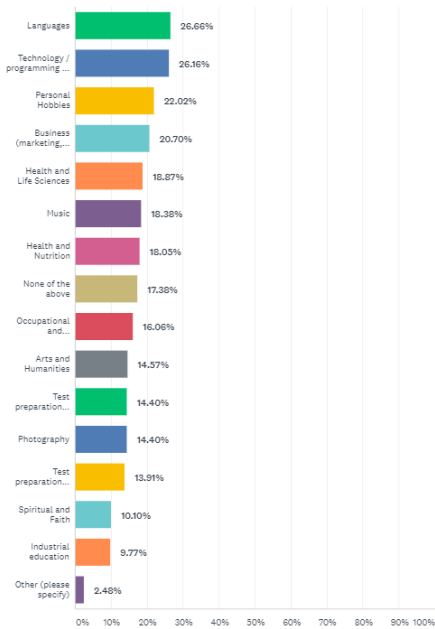


Question 17

Overall

If you are a student or prospective student, what courses most interest you?
(check all that apply)

Answered: 604 Skipped: 24

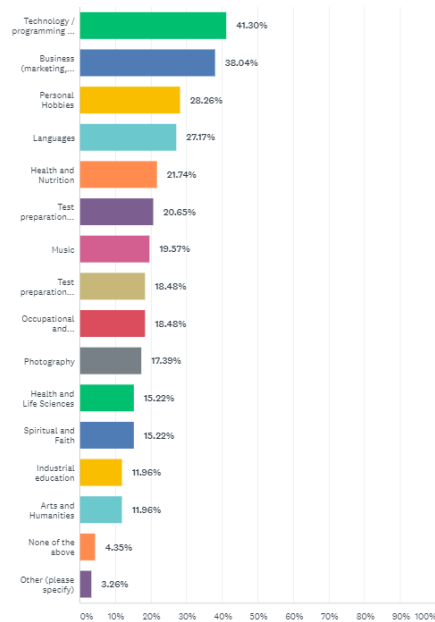


1. Languages
2. Technology / programming / computer / design
3. Personal Hobbies
4. Business (marketing, finance, human resources, operations, leadership)
5. Health and Life Sciences
6. Music
7. Health and Nutrition
8. None of the above
9. Occupational and certification
10. Arts and Humanities
11. Test preparation (high school, college subjects)
12. Photography
13. Test preparation (entry exams like GMAT, LSAT, TOEFL, SAT, IELTS, etc.)
14. Spiritual and Faith
15. Industrial education

Singapore

If you are a student or prospective student, what courses most interest you?
(check all that apply)

Answered: 92 Skipped: 0



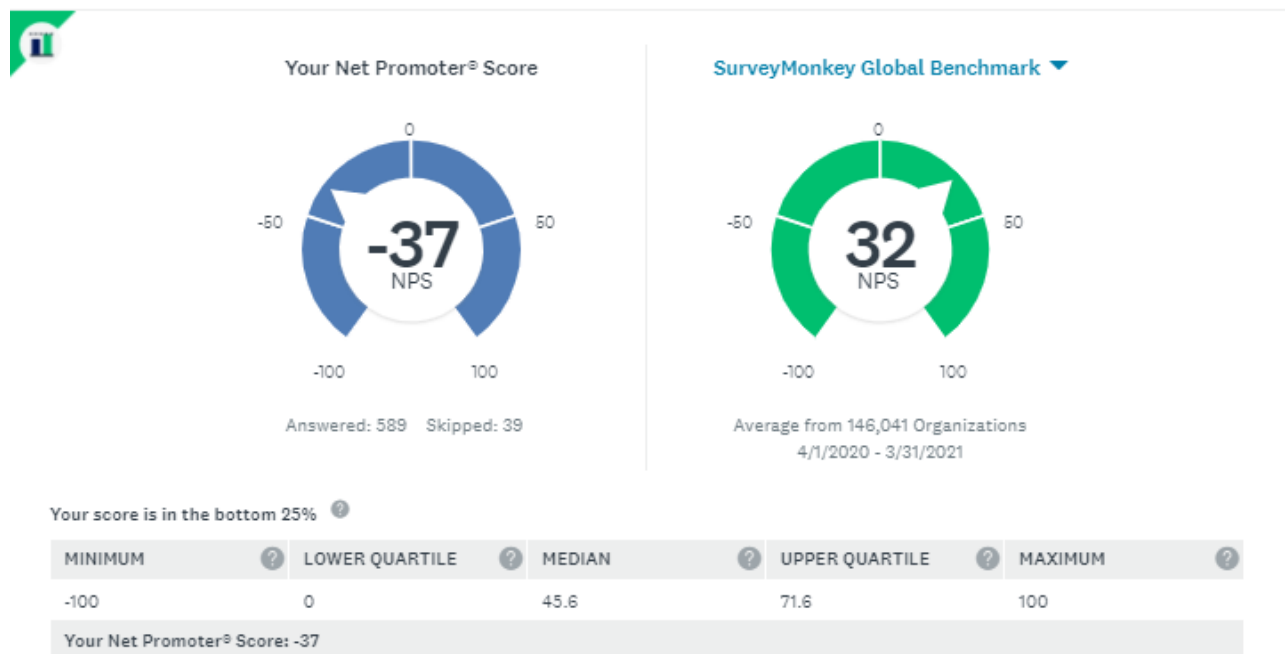
1. Technology / programming / computer / design
2. Business (marketing, finance, human resources, operations, leadership)
3. Personal Hobbies
4. Languages
5. Health and Nutrition
6. Test preparation (entry exams like GMAT, LSAT, TOEFL, SAT, IELTS, etc.)
7. Music
8. Test preparation (high school, college subjects)
9. Occupational and certification
10. Photography
11. Health and Life Sciences
12. Spiritual and Faith
13. Industrial education
14. Arts and Humanities
15. None of the above

Question 18

Net Promoter Score

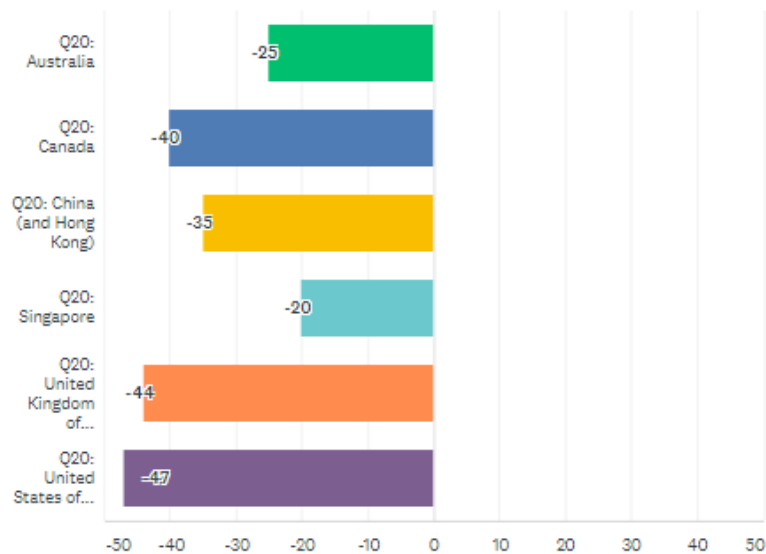
Overall (all countries)

How likely is it that you would recommend this company to a friend or colleague?

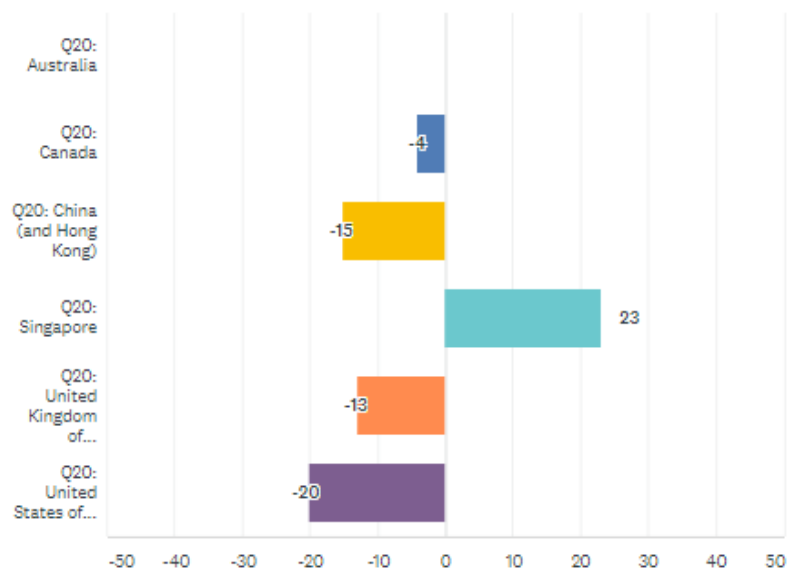


Question 18

By region

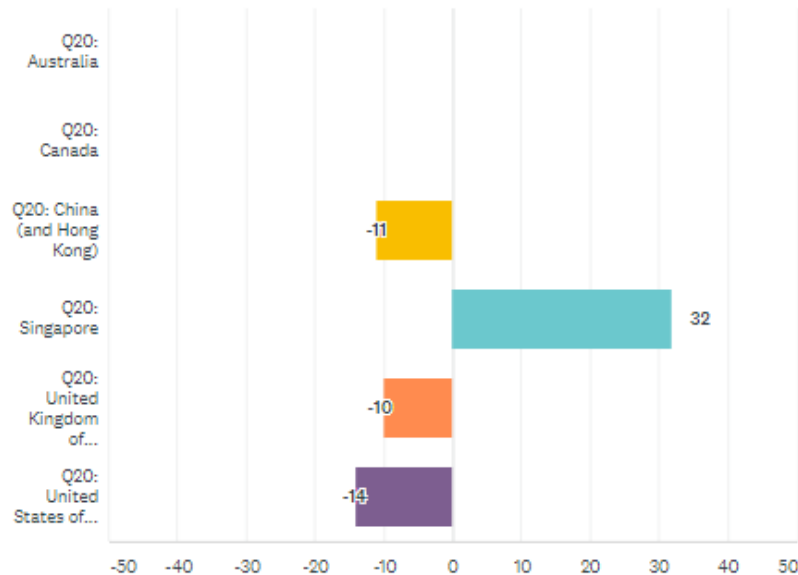


By region, AND Q5, those who WOULD get a tutor at Eureka or other platform (propensity to buy online)



Question 18

By region, AND Q5, those who WOULD get a tutor at Eurekly or other platform (propensity to buy online), AND who Q1, those who ARE potential students



This shows that Singapore, when qualified students who are willing to buy online, are analyzed has an NPS Score that matches the SurveyMonkey Benchmark average.

Based on this information, the target countries in priority of approach are:

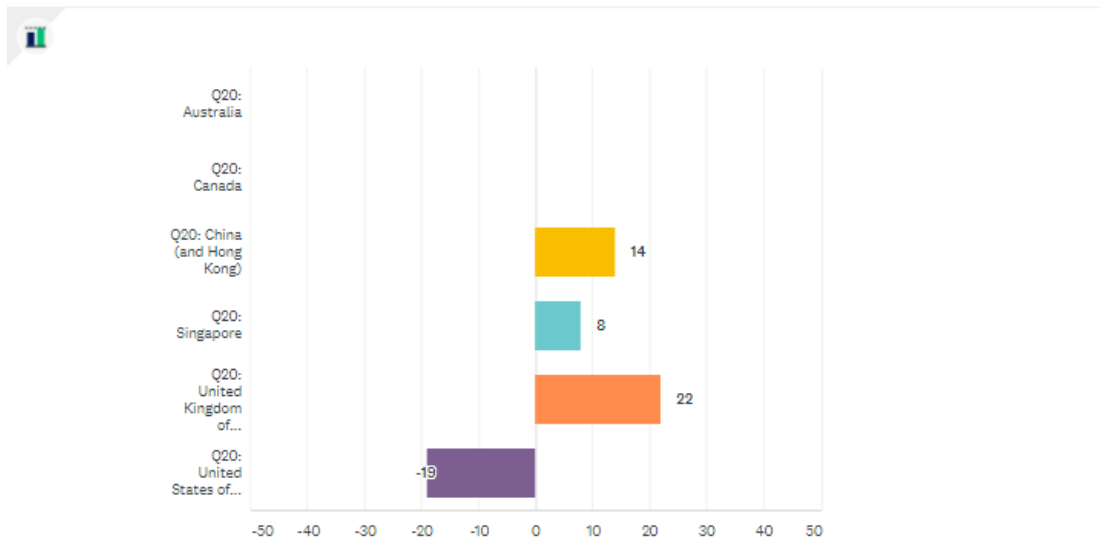
1. Singapore
2. Canada (delay)
3. United Kingdom (delay)
4. Hong Kong (delay)
5. United States (delay)

Question 18

For TUTORS, this is the breakdown across countries (tutors who would consider using an online platform):

How likely is it that you would recommend this company to a friend or colleague?

Answered: 54 Skipped: 1



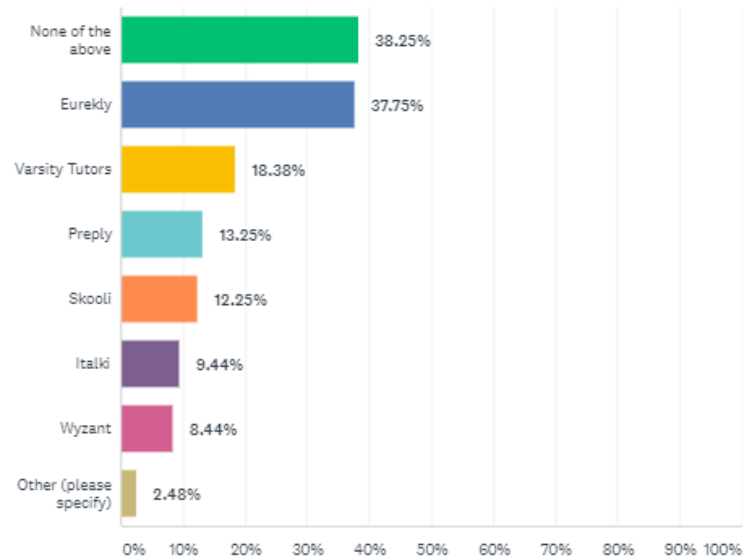
Implications: Given these results, the Eurekly website is performing better for tutors than students.

1. Get tutors from Hong Kong, Singapore and the UK
2. Get students from Singapore
 - a. Then Canada, UK and Hong Kong.

Question 19

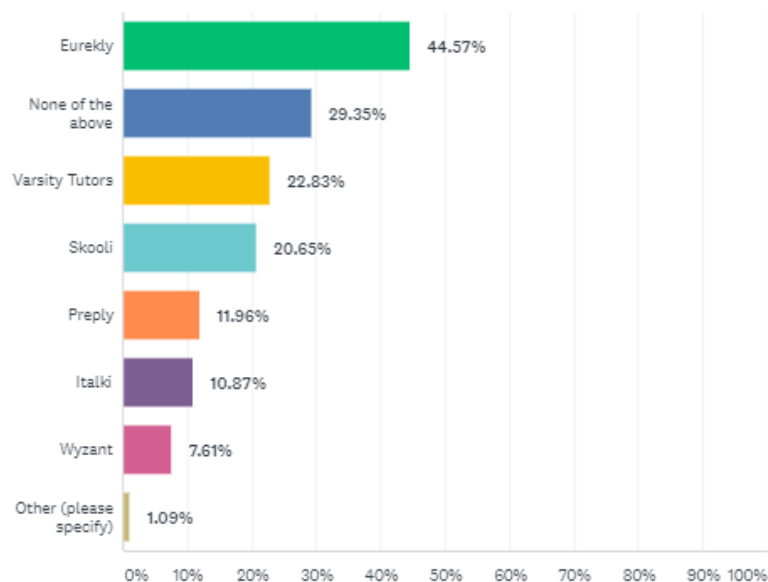
Which tutoring/learning platforms or marketplaces are you aware of?

Answered: 604 Skipped: 24



Eurekly scores high because respondents know the survey is from Eurekly (recency effect). This question's results are more useful in assessing the awareness levels of Eurekly's competitors.

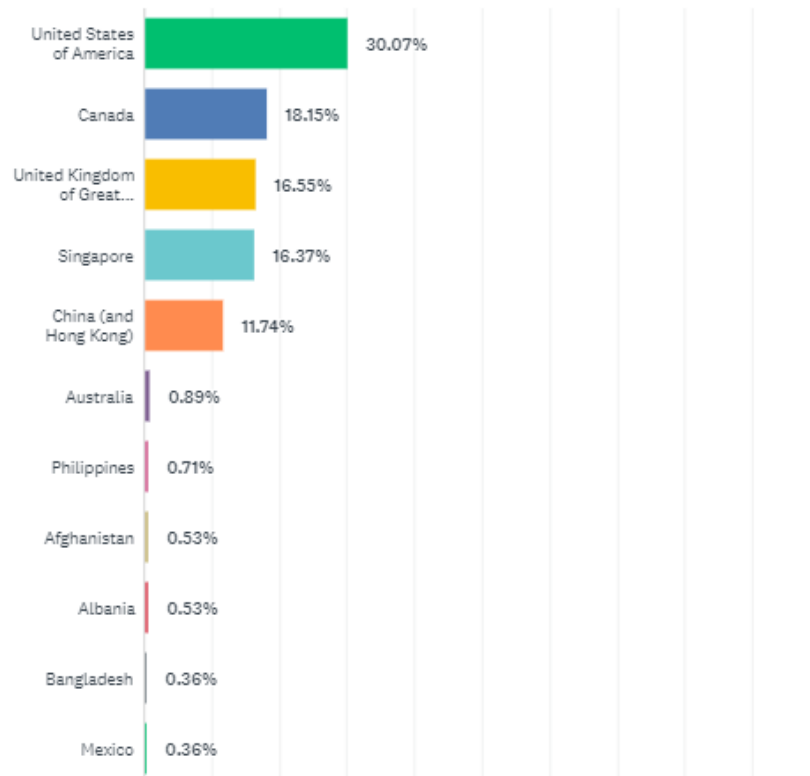
For Singapore, the rankings change slightly to:



Question 20

In what country do you live?

Answered: 562 Skipped: 66



According to survey respondents, USA (30.07%), Canada (18.15%), UK (16.55%), Singapore (16.37) and China (11.74%)

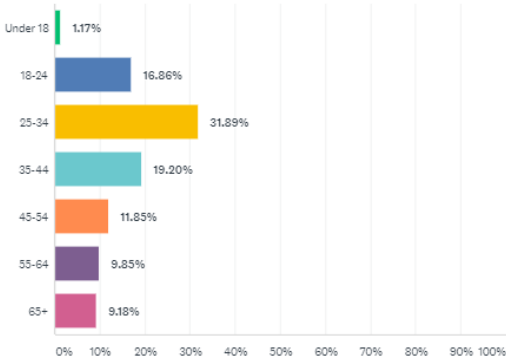
Question 21

Age

Overall

What is your age?

Answered: 599 Skipped: 29

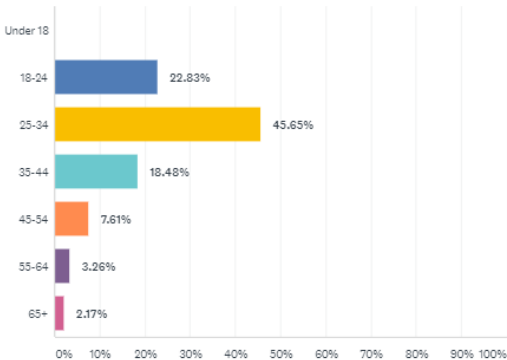


31.89% of respondents age between 25 to 34

Singapore

What is your age?

Answered: 92 Skipped: 0



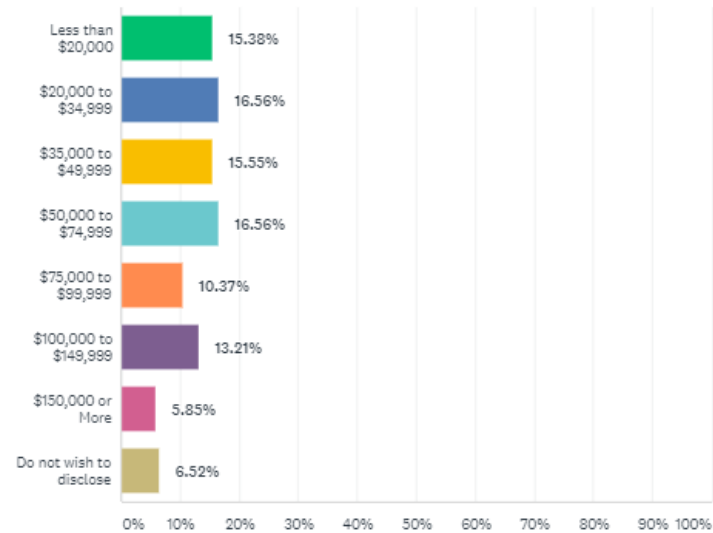
46.65% of respondents age between 25 to 34

Question 22

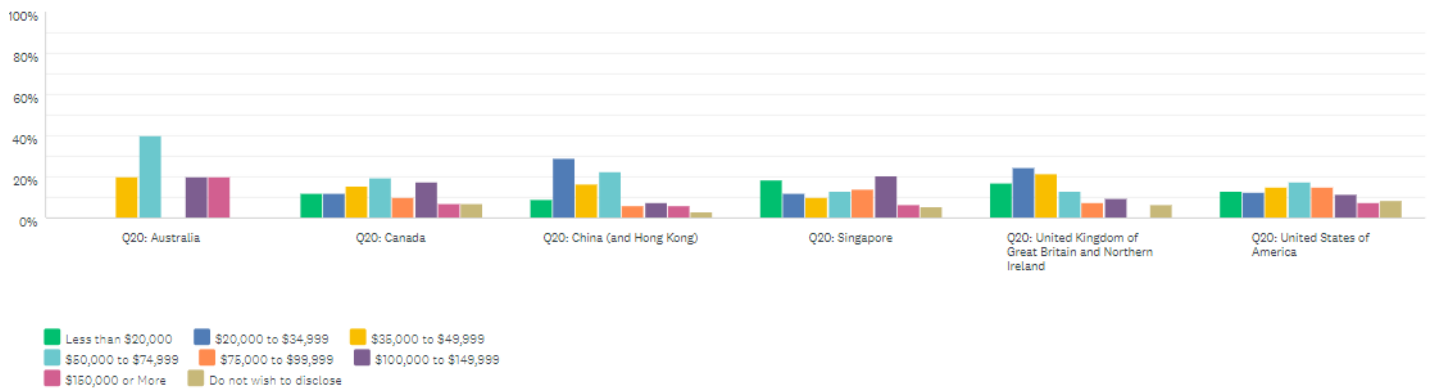
Overall:

What is your total household income?

Answered: 598 Skipped: 30



Singapore/Other countries



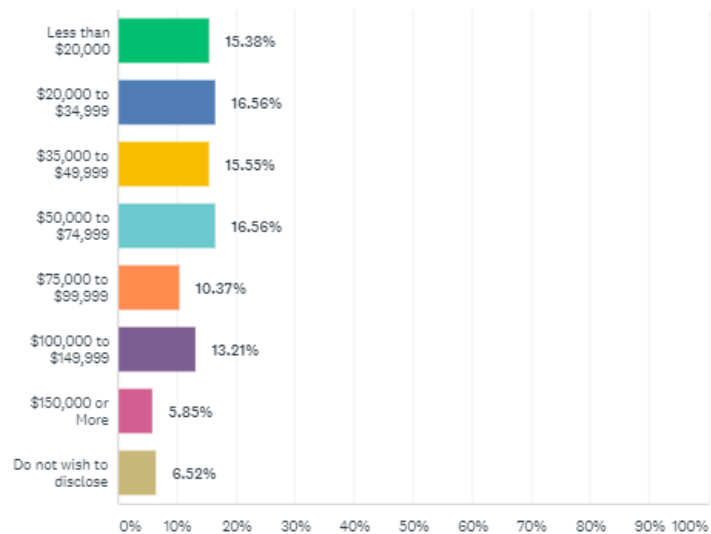
Singapore is characterized not by a normal curve but by two peaks: less than 20,000 and 100k to 149,999 whereas UK, USA have normal curves or a negatively skewed normal curve.

Question 22

Singapore

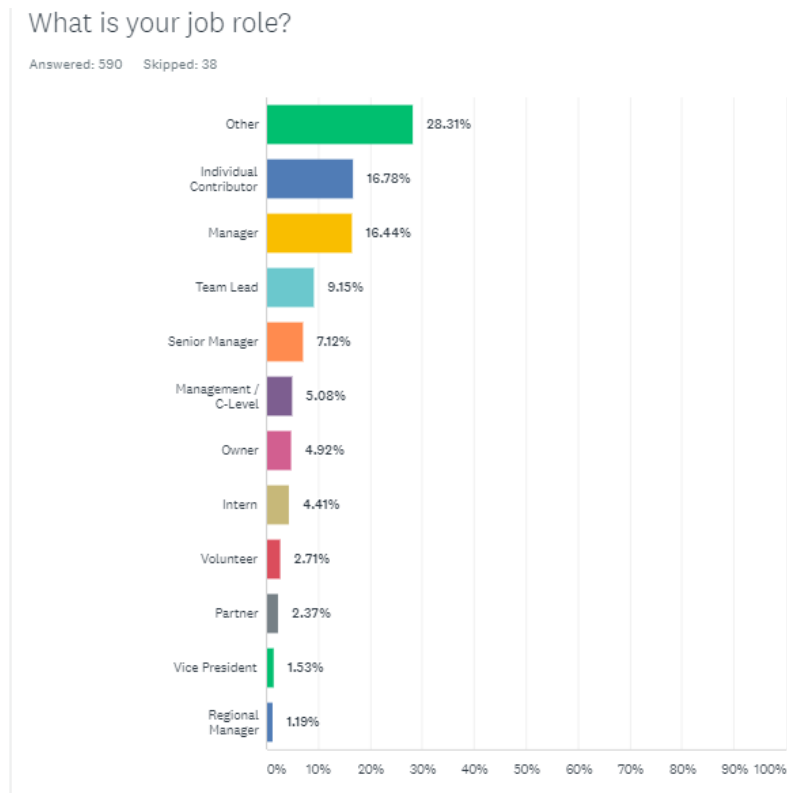
What is your total household income?

Answered: 598 Skipped: 30

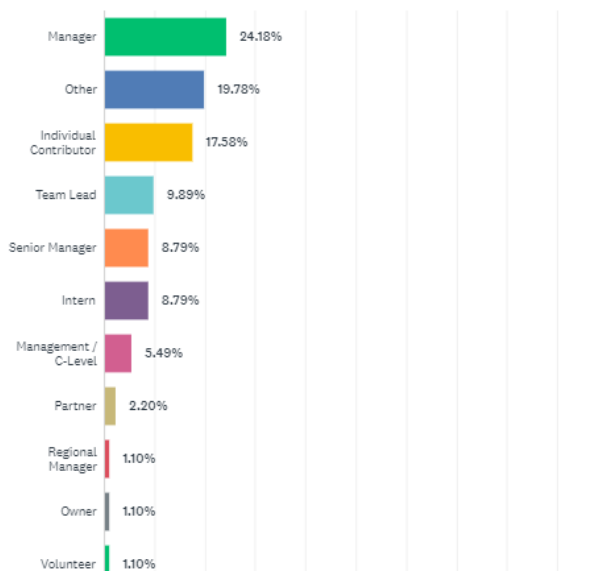


This higher level of income (and implicitly, disposable income) impacts the price elasticity of the demand curve (they can pay and afford higher priced tutors) than other parts of the world.

Question 23



Singapore



This higher level of income (and implicitly, disposable income) impacts the price elasticity of the demand curve (they can pay and afford higher priced tutors) than other parts of the world.

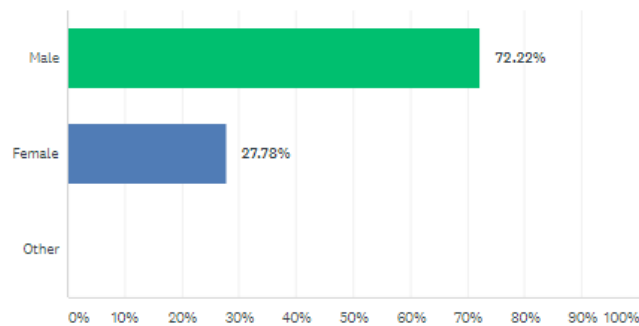
Question 24

What is your sex?

Answered: 518 Skipped: 9



However, for those who WOULD get a tutor at Eurekly or another platform, and consider themselves to be a student or prospective student, in Singapore, the audience skews 72% male and 28% female:



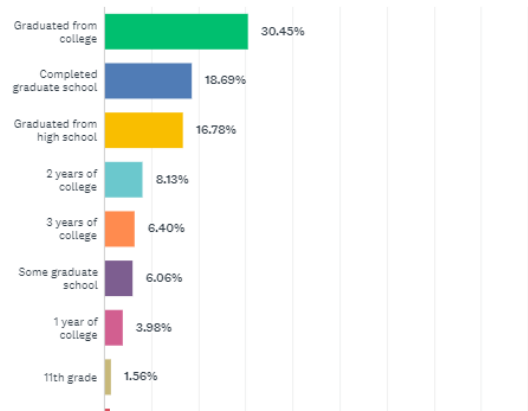
ANSWER CHOICES	RESPONSES	
▼ Male	72.22%	13
▼ Female	27.78%	5
▼ Other	0.00%	0
TOTAL		18

Question 25

Overall

What is the highest level of education you have completed?

Answered: 578 Skipped: 50

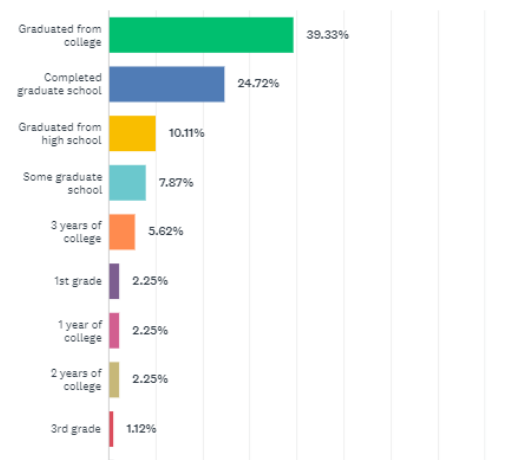


30.45% Graduated from college
18.69% Graduated School
16.78% Graduated from high school

Singapore

What is the highest level of education you have completed?

Answered: 89 Skipped: 3



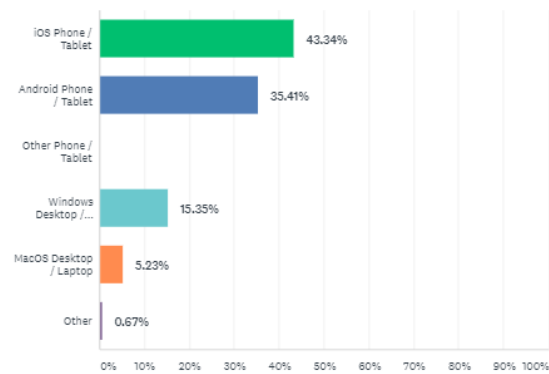
Singaporeans achieve a higher level of completion rates for high school and college, as well as for graduate school.

Question 27

Overall

Device Type

Answered: 593 Skipped: 35

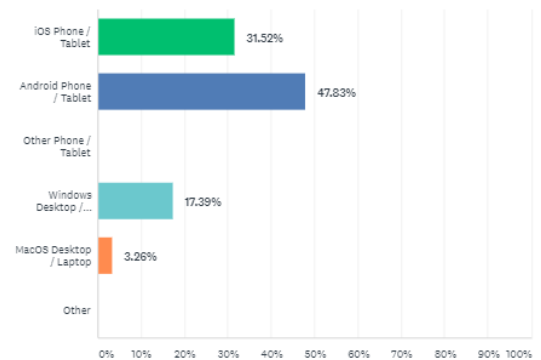


79% Mobile/Tablet
21% Desktop/Laptop

Singapore

Device Type

Answered: 92 Skipped: 0



Implications - Eurekly website should be 'mobile-first.'

Conclusions

Summary of conclusions

- Hong Kong, China, and Singapore showed the highest percentage of students that would consider hiring a tutor through Eurekly or a similar platform, to learn something.
- Parents in Canada are statistically significantly lower than in the UK.
- 25% of respondents are current or potential teachers or tutors.
- Canada is less employed than Hong Kong, China, and Singapore.
- Overall, students would enroll in a private or public learning institution. Getting a tutor at Eurekly or another platform comes in as the 3rd most popular option.
- “Expertise(relevant qualifications)” and “The right price (within my budget)” are two main reasons to consider hiring one in Singapore, UK, and the USA while China is more focused on the right price.
- 42% of respondents show natural response “Neither likely nor unlikely” while 28% Likely and 13% are very likely if they are already tutor and working through Eurekly



About Al Leong, MBA

Al Leong is Head of Marketing at Amazix, CMO for OTC Trade, and formerly the Chief Marketing Officer of BitCover (Assured Networks), and advisor to 8 blockchain firms worldwide. He earned a Bachelor of Commerce in Marketing from UBC; an MBA in Global Management, Strategy Consulting and Technology Innovation from the University of Toronto; and a Certificate in Managing Complex Product Development Projects from MIT, Sloan School of Management. He has consulted for clients and projects including Adobe, Apple, IBM, Motorola, Disney, Estey-Hoover/CG Blockchain/Blockchain Terminal, IDC/IDG Canada, Microsoft, Ogilvy & Mather/Direct, Siemens, Sony and the US Department of Defense.