

# Methodology

The findings in this report are based on an online survey of Lightcast clients conducted between September 21 and October 10, 2023. On behalf of Lightcast, the FDR Group surveyed 1,397 individual users from 1,010 organizations.

## The Sample

The sample frame consisted of 22,536 work-based email addresses culled from Lightcast records. To qualify to take the survey, a client had to be familiar with at least one Lightcast product and/or use Lightcast information/data in their current position. The table below shows a comparison of the characteristics of the sample frame (client list) compared with the actual sample (respondents). The number of respondents from any single organization ranged from 1 to 9.

<b>CHARACTERISTICS OF SAMPLE FRAME VS. ACTUAL SAMPLE</b>	<b>SAMPLE FRAME</b>	<b>ACTUAL SAMPLE</b>
Organizations	3,396	1,010
Email address per organization		
only 1	949	764
2-9	21,587	246
<u>Business Unit</u> *		
Provider of Education or Educational Services	12,274	827
Economic and Workforce Development	4,010	459
Enterprise and Staffing	2,742	111
<u>Region</u>		
US	17,666	1,149
UK and Ireland	3,723	153
Canada	1,110	87

\*3,514 records from Lightcast's "global" business unit were also included in the sample frame; their responses are distributed across the three key business units listed.

# Fielding

The online survey was fielded as follows: An initial invitation plus two reminders were sent via email on a rolling basis, the first one dated September 21, 2023, and the last one October 6, 2023. Responses received by October 10, 2023, were included in the sample. The invite message included a description of the purpose of the research, assurance of anonymity, and a link to the online survey; it was personalized and sent from the Lightcast account manager affiliated with that account. The table below shows final sample dispositions. The response rate is 7%—calculated as Complete/Delivered (1,397 / 20,674).

<b>FINAL SAMPLE DISPOSITIONS FOR EACH EMAIL ADDRESS</b>	<b>(N)</b>
Sent	22,536
Delivered	20,674
Undelivered	1,862
Complete	1,397
Incomplete ( <i>started survey but answered no substantive questions; excluded from analysis</i> )	120
Disqualified	22

Items in the survey were randomized and answer categories rotated in an effort to minimize non-sampling sources of error. On average it took about 10 minutes to complete. Survey Monkey was used to program the questionnaire and collect the data.

## In-depth Interviews

To inform the themes and lines of inquiry covered in the survey, 37 in-depth interviews were conducted in Spring 2023 via telephone or video call with Lightcast staff (16) and clients (21). Interviews took place with staff and clients from each of the three business units and across regions. All participants were assured of confidentiality and that their comments would not be attributed to named individuals. Finally, the survey instrument was pre-tested live with five clients to ensure that question wording and answer categories were accessible and appropriate.

## Acknowledgments

The interview guides and survey instrument were crafted by the FDR Group with input from Lightcast staff. The in-depth interviews, data analysis, and interpretation of the results in this report were conducted by Ann M. Duffett, PhD, of the FDR Group.

The FDR Group would like to thank the 1,397 Lightcast clients who so generously took the time to complete the online survey. We especially thank the 37 staff members and clients who participated in the in-depth interviews and pre-testing for their thoughtful responses and constructive feedback. Thank you as well to the folks at Lightcast who entrusted us with this important research effort, for sharing their knowledge and expertise on the issues, and for giving us free rein and space to craft the survey instrument and interpret the data.