

THE BRIEF

To understand the barriers or motivations that Gen Z students have to studying, working or volunteering abroad in order to inform a cross-institution initiative for a prestigious educational establishment.

THE RESPONSE

Gen Z community members based in the UK and internationally were segmented between those who had volunteered or studied abroad and those who hadn't. Respondents answered a series of questions regarding their perceptions of study abroad initiatives and provided their verbatim around barriers to access as well as where they seek information and guidance from.

THE OUTCOME

Carruthers Tanner were provided with a host of in-depth qualitative responses from Gen Z to help inform their client's plans for the launch of a cross-departmental study abroad initiative.



I was provided with an amazing level of support, unbelievable responsiveness, a completely can-do attitude and professionalism from the whole team. Imagen Insights delivered exactly what they promised in terms of insights. High quality and all in a very tight turnaround.

***Ben Carruthers, Founder & Creative Director,
Carruthers Tanner***

