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WHY SPEND HOURS LOOKING FOR THAT PERFECT JOB... WHEN WE COULD DO THAT FOR YOU?

Education Specialist Debuts FE Learner Panel July 5 2010

In the UK, the Young People's Learning Agency (YPLA) has partnered with Opinionpanel Research to provide a new research resource, 'The Learner Panel', offering cost effective high quality access to those in various forms of Further Education.

Opinionpanel is an independent business specializing in building and managing panels of students and learners. It already operates The Future Panel, The Student Panel and The Graduate Panel, tapping the experiences of students before during and after their time at university; and runs both syndicated and ad hoc research projects for universities, brands, agencies, recruiters and advertisers.

The Learner Panel will be managed by the YPLA, co-funded with the Skills Funding Agency and Department for Business, Innovation and Skills (BIS) and operated by Opinionpanel, and will target public sector organisations and research agencies working on their behalf. Recruited at the start of this year, the panel includes 10,000 learners who have agreed to take part in online surveys in return for a token incentive after each project. Panellists are profiled on characteristics including age, ethnicity, learning provider, course, attainment and financial assistance received.

Web site: www.learnerpanel.co.uk .

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