



Higher Education & Research Opportunities
in the United Kingdom



Important new study on undergraduate fees and recruitment aimed at marketing departments and vice chancellors

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Press Release

Next week Opinionpanel Research and The Knowledge Partnership will launch an important new study on undergraduate recruitment and fees; Higher Expectations 2006/7.

Unique in scope and depth, Higher Expectations 2006/7 will be the first fully comprehensive large scale survey of the application process to include a detailed analysis of fees. Based on over 13,000 twenty-five minute online research interviews with new first year full time undergraduates it is intended that the study will become an essential tool for marketing directors, vice chancellors and other HE professionals concerned with strategy, recruitment, course packaging, communications, finance, reputation and access.

Key questions answered

Available from April 2007, the study will answer many of the key questions most HEIs have. Who are their applicants? Why do students reject offers of places? How can an institution optimise its open days? How can a university's location be made to work for it, rather than against it? Which universities compete with which? Were the cap lifted how much would students pay in fees at different universities and for different courses?

The Knowledge Partnership

This year Opinionpanel is delighted to be working with The Knowledge Partnership, bringing universities the benefit of their HE expertise in research design, analysis and follow-up consultancy. This is combined with Opinionpanel's unsurpassed research platform, The Student Panel.

Tuition fees

Higher Expectations 2006/7 includes a detailed set of pricing questions and analysis that finds out how students value their course and university. The results will show optimal price points and price elasticity not just for each subscribing university's own students but for almost every institution in the sector.

Time series

Higher Expectations 2006/7 builds on to pre-existing data from 2004/5 and 2005/6, so universities will be able to measure change over time for the past three years.

[Link to full story at the Press Release](#)