

Stop Press...

Opinionpanel launches *The Future Panel*

- What do prospective students want from Higher Education?
- What alternative future paths are they considering?
- What is their understanding of the financial implications of HE?
- How and when do they choose their university?
- Who and what influences their choices?
- What marketing methods are most effective for attracting applicants?
- What do they think of new courses HEIs are considering offering?
- What brands are they drawn to?

Opinionpanel, the owners and operators of *The Student Panel* and *The Graduate Panel* are delighted to announce the launch of *The Future Panel*. Set up in collaboration with UCAS Media, the panel comprises around 15,000 applicants and prospective applicants to higher education. Built from UCAS's Applicant and Pre-Applicant Database, it includes Year 12 and 13 pupils from schools and colleges across the UK plus smaller sub-sets of mature and international applicants.

The Future Panel will allow researchers to pose questions on both an ad-hoc basis and to join syndicated studies that answer questions critical to the higher education sector.

Ad hoc access

Undertaking research with prospective students can be tricky, especially as many questions are time- and subject-specific. Opinionpanel pre-qualifies a wealth of information about panellists so we can help construct the research sample you need at the optimum moment.

Syndicated access

How, why and when prospective students make decisions regarding where and what to study at university/college are questions our longitudinal study, will be able to answer. A sample of Future Panellists have been recruited to take part in the study and will be tracked at key points along their decision making journey. The study's first year findings will be shared with the HE sector through a conference in March 2009.

Using a sample of year 12 pupils recruited through sign-ups to the UCAScard will likely create bias towards those young people who are particularly pro-active in their decision making about higher education. However, through careful segmentation of the sample and by asking questions in near real-time, the study will still provide a unique view of how, when and why students make their choices. It is also hoped that this issue may be addressed through the inclusion of an externally sourced sample.

As an incentive to participate, panellists will receive a £1 high street shopping voucher for each questionnaire they complete and will receive regular feedback on the research findings.

Contact Eleanor Simmons at Opinionpanel Research on 020 7288 8789 or email eleanor@opinionpanel.co.uk to find out more.

Opinionpanel Research is the independent research business set up to represent the views of students, before during and after their time at university to social and market researchers. We run syndicated and ad hoc research projects for universities, brands, agencies, recruiters and advertisers. Panellists are never subjected to any marketing, selling, subscription requests or spam.