



Monday, 16 November 2009

Opinionpanel scoops LSC panel contract

13 November 2009 | By [James Verrinder](#)

UK— Student-focused research agency Opinionpanel has been commissioned by the Learning & Skills Council to build and recruit a 10,000-strong panel of learners aged 14 and over.

The online firm will recruit respondents via the internet, telephone, Facebook and posters in schools and colleges. Panel building will start immediately and will be completed by January 2010.

Opinionpanel's managing director, Ben Marks (*pictured*) said: "This is a fabulous win for us; we put in a lot of work for our bid and everyone here at Opinionpanel is delighted."

The agency was awarded the contract after an open tendering process managed by the Central Office of Information (COI), having being appointed to its new framework of research agencies earlier this year.

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