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in the United Kingdom

The Future is here, now!

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Press Release

Opinionpanel, the owners and operators of The Student Panel and The Graduate Panel have announced the launch of a new panel -The Future Panel. Set up in collaboration with UCAS Media, the panel will comprise around 20,000 applicants and prospective applicants to higher education. The panel includes Year 12 and 13 pupils (predominately aged 16-18) from schools and colleges across the UK plus smaller sub-sets of mature and international applicants.

The Future Panel will provide a unique platform for anyone wanting to conduct research with young people and prospective HE students. The Panel will allow researchers to pose questions on both an ad-hoc basis and to join syndicated studies.

Ben Marks, Managing Director of Opinionpanel Research says:

"The Future Panel is much more than just a resource for universities. It is a brilliant way to do research with one of the most difficult groups to reach - ambitious and bright 16-18 year olds."

As well as opening The Future Panel as an access panel for use by researchers, Opinionpanel are setting up a longitudinal study using a sub sample of future panellists. The study will help HE marketing departments to understand how, why and when prospective students make decisions regarding where and what to study at university.

Eleanor Simmons, Opinionpanel Research's Associate Director - Higher Education says:

"By collecting information on decision making in fine detail and in near real-time, this study is going to be critical in helping HE marketing departments to answer key questions about the decision making journey of prospective students: What do prospective students want from HE? How and when do they choose their university? Who and what influences their choices? What marketing methods are most effective for attracting applicants?"

Members of The Future Panel will be able to transfer to The Student Panel and eventually to The Graduate Panel, meaning that Opinionpanel Research can genuinely lay claim to being the only specialist agency with panels and dedicated researchers focused on understanding students before, during and after their time at university.

Contact Eleanor Simmons at Opinionpanel Research on 020 7288 8789 or email eleanor@opinionpanel.co.uk for further information.

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. Opinionpanel Research runs 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.

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