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Newsletter - December 2009

OpinionpanelResearch

Latest news from the student research specialists

Researching students and young people

Ben Marks, Managing Director, Opinionpanel

Opinionpanel commissioned to build The Learner Panel



Last month we were commissioned by the Learning & Skills Council to build and recruit a 10,000-strong panel of learners aged 14 and over. See the story in [Research Magazine](#). The LSC is going to end up with a very powerful new research platform and we're all delighted to be part of this important development for the sector.

Which handset brands do students rate?



Students are price sensitive, brand conscious and key agents of viral marketing messages. At any one time there are around five million people in that 'student phase' of their lives (i.e. at a university, considering university, or having just graduated from university). So the extent to which students trust the handset brands they might own next, or advocate for the handset brands they currently own, can really move markets.

We have been working with the consultancy, MobileYouth, looking at how students interact with their handset brands. Take a look at our [findings](#).

Higher Expectations 2009/10 launches



To remain outstanding at home and internationally, universities need to understand their competitive strengths and weaknesses. Higher Expectations is our annual survey of new full-time undergraduate students. It provides the key consumer data across the whole sector to help universities benchmark themselves across against their competitors. If you'd like to take part in the study you may need to boost your local sample size. Just give [Samantha Williams](#) a call (020 7288 8789) to discuss accessing the reports or boosting your sample (boosting is free but we need to talk to you as soon

as possible if you want to take part).

Our Panel Book...FREE

About Opinionpanel

Opinionpanel is the independent research business which represents the views of students and young people to social and market researchers, policy makers and recruiters. We own and manage the UK's largest specialist panel of students before, during and after their time at university: [The Future Panel](#), [The Student Panel](#), [The Graduate Panel](#). Our services run from basic sample-only provision to detailed full-service projects incorporating qualitative and quantitative methods.

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Need to conduct research with particular sub-groups of students or young people? Our [Panel Book](#) provides the populations, panel numbers, incidence rates and attributes for all panels in intricate detail. Just [ask us for a copy](#).

Ben Marks
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