

Students turn blue

Becky Lewis, Research Director, Opinionpanel
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▶ Collapse in Labour's student vote

Opinionpanel's ongoing *Student Voting Study* shows student support for Labour has dropped dramatically. Conservative supporting students now outnumber Labour ones by almost two to one (45% v 24%). We asked Paul Whiteley, Professor of Government at the University of Essex and co-director of the British Election Survey, to analyse our thirty three waves of data stretching back to October 2004. His [report](#) is now available on our website and makes fascinating reading. Alternatively, see our [press release](#) for the fast facts.

Contact [Chris Martin](#) for more details on student voting.

▶ How are you going to measure the effectiveness of your Freshers campaign?

Are you running a Freshers campaign this year? How you will achieve marketing accountability? How can anyone do 'pre' research with a group of students who've not yet started university? Wonder no more! Read on to find out how we can help you... [\(more\)](#)

If you'd like to talk over evaluating your Fresher's campaign or any other student campaign, please contact [Becky Lewis](#).

▶ Student verdict on admissions, recruitment marketing and fees

Do you work in Higher Education marketing or recruitment? Need to find out the best way of attracting the students you want? Want to know what your competitors are doing better? What fees you could charge for your courses? How was your communication with applicants this year? Read on to find out how [Higher Expectations](#) has the answers you need and reports are available immediately... [\(more\)](#)

If you work in Higher Education [Eleanor Simmons](#) or [Ben Marks](#) can answer any questions you have about Higher Expectations or your research needs.

▶ Do you need to set up a research dialogue with your students or customers?

If so, Opinionpanel can set up and manage a panel just for you. This could be your customers, your potential customers, your students, or the brightest young people around. We're currently setting up a panel of learners for the Learning and Skills Council and will be trialling and evaluating a whole range of recruitment methods to get to those hard to reach groups and then

We're hiring!

We're looking for two researchers to join our growing team, one to specialize in [graduate recruitment](#) and one in [Higher Education](#). You'll need to be outgoing, organised, self-driven with proven client management skills. You'll be expected to join current industry debates and make connections with the right people. If you want the opportunity to make a difference in this marketplace please get in touch. Details of the jobs and how to apply are on our [website](#), or contact [Ben](#) or [Becky](#).

Conferences

We'll be exhibiting at the [AGR](#) conference on 7th-8th July.

[Eleanor Simmons](#), our Associate Director for Higher Education research will be speaking at the:

- [AMOSSHE \(The Student Services Organisation\) conference](#) in July. Her paper asks "What do current and prospective students look for in their experience of university?"
- [CASE conference](#) in Brighton in August. Here she'll be considering "old school v new cool: How prospective students use traditional, modern and social networking media when picking their university"

About Opinionpanel

maintain their interest in participating.

Contact [Ben](#), [Becky](#) or [Eleanor](#), for more details on custom research panels.

▶ Beep beep!

Don't forget our [Student Omnibus](#) survey runs every week now so you can always quickly get the answer to that burning question about the youth of today! Ok, so not all young people go to university but recent research found that nearly three quarters of 11 to 16 year olds thought they were likely to go to university, and we all know that programmes like the Apprentice and Dragons Den are making young people more entrepreneurial. So if you want to find out what aspirational young people think, we can help you reach thousands of them. And if you want to know what they think about topical issues check out "article of the month" on our website.

Please contact [Ben](#), [Becky](#) or [Chris](#) to talk through any research problems you have with students or young people.

▶ Next month...

We'll be looking at how important league tables are when students choose their universities and whether the smoking ban has changed students' habits.

[Opinionpanel](#) is the independent market research agency dedicated to understanding students before, during and after their time at university. We recruit specialist panels annually with UCAS and now run the UK's only large scale research platform in this market; over 60,000 applicants, students and graduates with verified academic 'ac.uk' email addresses and detailed profiles.

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