

Dear marketing / research professional,

Welcome to our first newsletter covering recent findings from **The Student Panel** – the largest and most relevant research panel of its kind in the UK. I hope you find it both interesting and useful.

Bringing accountability to student marketing budgets

Over the past 12 months students have been joining the panel in their thousands and we can announce that membership now stands at over 22,000. We achieve industry leading response rates and get great feedback from students and clients alike. To find out more [click here](#)

Top Student Discount Chart

Students are bombarded with marketing campaigns and offers but it is still discounts on clothes and music that lead the way. To find out which retailers top the charts [click here](#)

Student drinking

Once upon a time student drinking patterns were straightforward; beer (and lots of it) at the Student Union. Today the picture is more diverse. Most students start drinking at home before a night out. And while the Student Union is still popular, it's no longer the automatic choice; local pubs and style bars are now important parts of the picture. Want more details? [click here](#)

Laptops take off

With the rapid proliferation of wireless hotspots on campuses and in halls, it seems mobile computing is finally coming of age amongst students. Today, more students own laptops than desktop PCs (38% versus 37%). And an astonishing 22% of students own both a laptop and desktop PC. Among those who own both, far more prefer using their laptop PC. Want more details? [click here](#)

Do freshers fairs work?

We all know that they're 'noisy' events where cut through is hard to achieve. But can they work? [click here](#)

In The Press

The national and marketing press has taken a great interest in our work. Our findings have recently been featured in The Times Higher, The Guardian, The Independent, Research Live and Brand Republic. [click here](#)

Student Vote Swings to Labour

12 months on from the Hutton enquiry, the parliamentary vote on tuition fees and now on the eve of a general election announcement, Labour has seen a big positive swing in student voting intentions. To see the full results [click here](#)

Decliners Syndicate 2005

Universities are pretty good at understanding why their students chose them. But why students who initially consider them then subsequently reject them is more of a mystery. Our forthcoming Decliners Study is unique. Based on a survey of 10,000 students we give comparative importance / performance ratings for every UK university. A vital new marketing planning tool, [click here](#)

Using The Student Panel

To discuss your student market research requirements please reply to this email or give me a call on 020 7288 8789.

Best wishes
Ben

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