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Opinionpanel Research The Student Panel The Graduate Panel

Dear marketing / research professional,

The new academic year is starting soon and we've recruited our new cohort of first year students in advance of term. This is the first generation of students to pay £3,000 tuition fees. What will it mean for your student marketing? Read on to find out how we can help you measure and adapt in this market.

On behalf of the whole Opinionpanel team we hope you enjoy this newsletter and wish you a successful new (academic) year.

Ben Marks
Managing Director
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September 2006 - Newsletter

42,000 students on a plate

Working with UCAS once again, we've just recruited our third new cohort of first year students. We offer the ultimate platform for research in this market – independent, well recruited and managed, tailored and focused to the needs of our panellists and clients. [Check out our new website](#) to find out more.

Student mobile wars

With annual spending of around £750m (excluding handsets) and a surprisingly high degree of network loyalty, students are prized customers for the mobile networks and handset manufacturers. With 'dot Mobile' entering the fray, this year should be more competitive than ever. [Follow the link](#) to find out more about last years' student mobile market or call us now on **020 7288 8789** to subscribe to our annual, four-wave Student Mobile Monitor.

We got a First! Pre and Post testing for your Freshers campaign

This year, for the first time, you can evaluate your Freshers marketing with confidence. We've recruited our panel before the start of term; as soon as term starts panellists verify their academic ('ac.uk') email address so you can be sure of their identity. So now you can set a genuine baseline from which to measure the impact of your Freshers marketing. Contact **Ben Marks** on 020 7288 8789 to find out more.

Contact Us

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Who uses us?

Our biggest client group is other market research companies. But we do lots of 'direct' work with student facing brands, university marketing departments, academics and graduate recruiters. You'd be surprised how many organisations need to research students, so whatever

Opinionpanel discovers the meaning of life

Ok, not quite. But our research on students' views was the basis for a controversial recent Guardian article on creationism and evolution. You may find the results surprising. Feel free to check out the [article](#) or the [data behind the article](#) on our website.

Opinionpanel launch The Graduate Panel

Where do members of The Student Panel go after they've finished university? The Graduate Panel, of course! If you want to research recent graduates using the highest quality sample and survey management, you can [access the Graduate Panel](#) from October.

Committed to research standards

We are 100% independent; a pure play market research specialist with no marketing axe to grind. About half our clients are themselves market research agencies, we're a Market Research Society Company Partner and we have on our Board of Directors an MRS Fellow (Professor Martin Collins) and a Full Member (Managing Director, Ben Marks).

Get on the Omnibus

Every fortnight we question 1,000 students on your behalf in our Student Omnibus survey. It's representative based on 24 interlocking quotas; gender, year group (1, 2 and 3+) and university type (elite Russell Group universities, old universities, new universities and other institutions). On average students from 120 universities take part. And you can get headline results back a few hours after the fieldwork closes (and fieldwork only takes three days). Best of all it only costs from £300 per question... For more information check our [website](#).

your angle, feel free to get in touch.

Did you know...

37% of students say they want to make their time at university "like one long party".



Speak up

In the last few months we've spoken at conferences organised by Haymarket (Marketing to Students), UCAS, and CASE. We'll be exhibiting at this year's Insight show at Earls Court on 21st and 22nd November 2006. Please drop by and say hi!



Our client 'dashboard'

We've nearly finished developing our client 'dashboard' so starting this September you'll be able to monitor your research live in the field. We'll use the dashboard to post all resources relating to your project too, like proposals, tables, sign-offs etc.