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**Opinionpanel Launches Pre-HE Student Panel** March 28 2008

London-based firm Opinionpanel has launched 'The Future Panel' for anyone wanting to conduct research with young people and prospective higher education (HE) students.

The new panel comprises around 20,000 young people and includes Year 12 and 14 pupils (predominantly aged 16-18) from schools and colleges across the UK, plus a smaller number of mature and international applicants.

MD Ben Marks comments: '*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.'

The service has been set up in collaboration with UCAS Media which – as part of UCAS, the UK body for handling university applications – conducts marketing initiatives that promote services for students and their advisors.

The firm is also setting up a longitudinal study using a sub sample of *Future* panellists, to help HE marketing departments understand how, why and when prospective students make decisions regarding where and what to study at university. Research Associate Director for HE, Eleanor Simmons, says the study will be critical in helping HE marketing departments answer questions about the decision making journey of prospective students.

Members of *The Future Panel* will be able to transfer to the company's existing *The Student Panel* (which was launched in 2005 – see [www.mrweb.com/drno/news3708.htm](http://www.mrweb.com/drno/news3708.htm)), and eventually to *The Graduate Panel* to allow the firm to focus on understanding students before, during and after their time at university.

OpinionPanel Research runs syndicated and ad hoc research projects for universities, brands, agencies, recruiters and advertisers.

Web sites: [www.opinionpanel.co.uk](http://www.opinionpanel.co.uk) and [www.ucasmedia.com](http://www.ucasmedia.com) .

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