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Opinionpanel signs up sixth-formers

New Future Panel offers survey access to 16-18 year-olds

UK-- Student-focused research business Opinionpanel has widened its respondent pool to include first-year sixth-formers.

Following on from the launch of its **university applicant panel** last year, the company is now recruiting 'pre-applicant' students to take part in surveys and focus groups.

Where the original applicant panel was made up of Year 13 students, mature students and those from overseas who were applying for university places, the new panel – called the Future Panel – also captures those in Year 12, who are just starting out on the path towards higher education.

Associate director Eleanor Simmons hopes the panel will prove to be a “critical” resource for higher educational establishments looking to understand what prospective students want from their university, how they chose where to go and what influences their choices.

But Opinionpanel MD Ben Marks said it also provides a platform for any private or public organisation looking to survey the 16-18 year-old demographic – what he calls “one of the most difficult groups to reach”.

The company recruits its panellists through an agreement with university admissions body UCAS, which also maintains a list of pre-applicant students. In total, the Future Panel will have 20,000 members.

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Published on the 28th March 2008

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