



STUDENT HUT

THE STUDENT REVIEW SITE

STUDENT HUT OPINION PANEL

STUDENTHUT.COM

The UK's specialist student audience insights panel

ABOUT THE PANEL

Reach a highly targeted youth audience with the UK's most engaged student opinion panel.

> WHAT IS IT?

A community of **highly engaged students** actively signed up to take part in **market research**, including online surveys, video surveys, focus groups and workshops.

With hundreds of brands competing for students' attention, access vital insights to make marketing decisions with confidence.



WHO WE ARE

As the leading student review website, we have tens of thousands of impartial reviews on all aspects of student life, from courses to nightlife. Our students love reading reviews and leaving their opinions. We decided to launch the Student Hut Opinion Panel, and give them a voice.

FAIR REWARDS

Our panel members deserve to be **rewarded fairly** for their opinions, so we give every survey respondent a retail voucher.

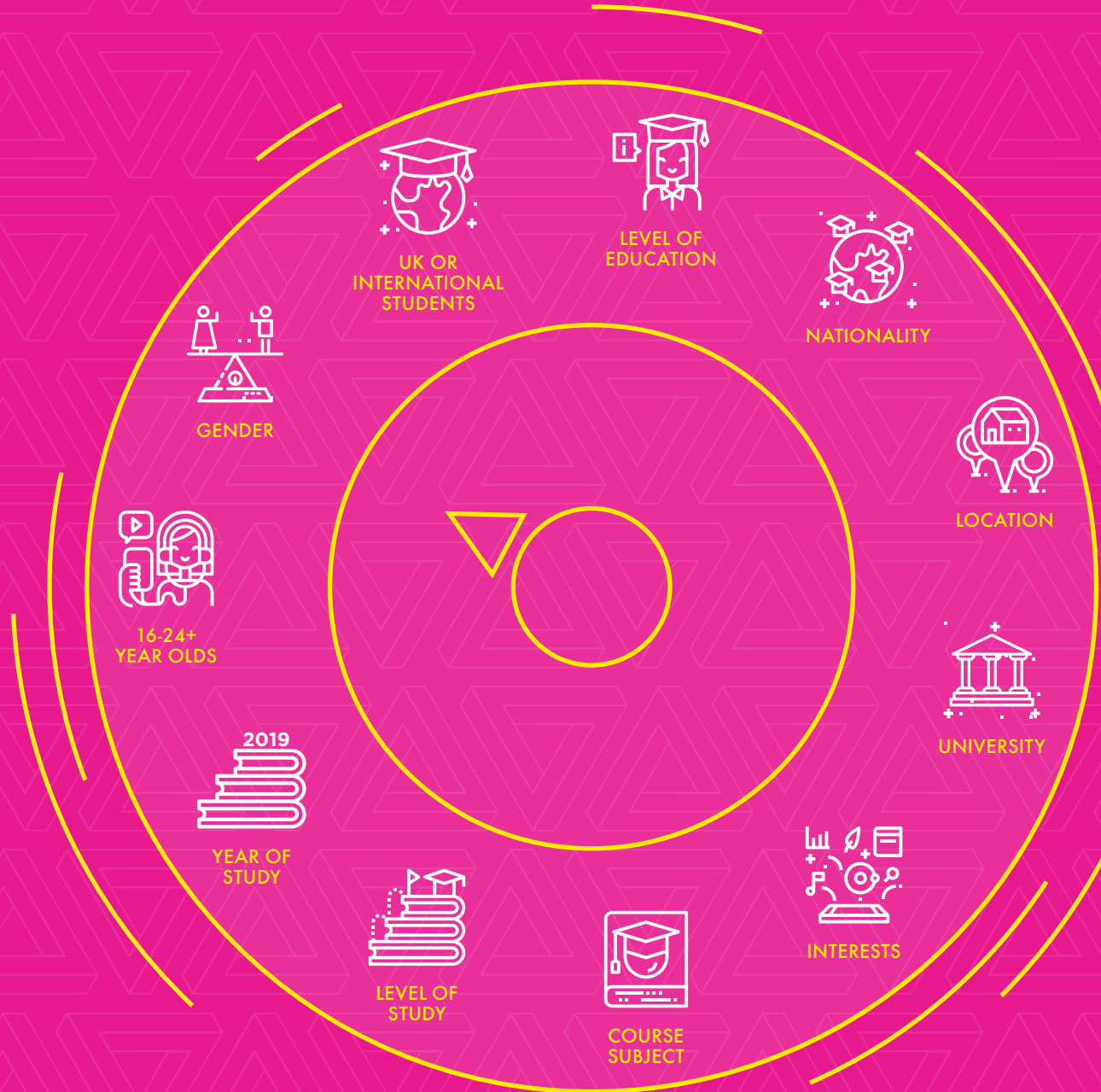
TRUSTED PANELLISTS

Our meticulous sign-up process and diligent compliance team ensure that panel members are unique, qualified and enthusiastic. Every member has opted-in in a **GDPR compliant** and ethical way.



WHO CAN I TARGET?

We can reach a number of different demographics based on your specific requirements:



WHAT RESEARCH CAN YOU DO?

> ONLINE SURVEYS

Work with our team of experts to create **detailed** and **bespoke** online surveys.

> FOCUS GROUPS

We host **online or face-to-face** focus groups and organise everything for you. All you need to do is join the conversation.

> OMNIBUS SURVEYS

Be involved in our regular omnibus surveys, covering **current affairs** and **trending topics**.

> VIDEO SURVEYS

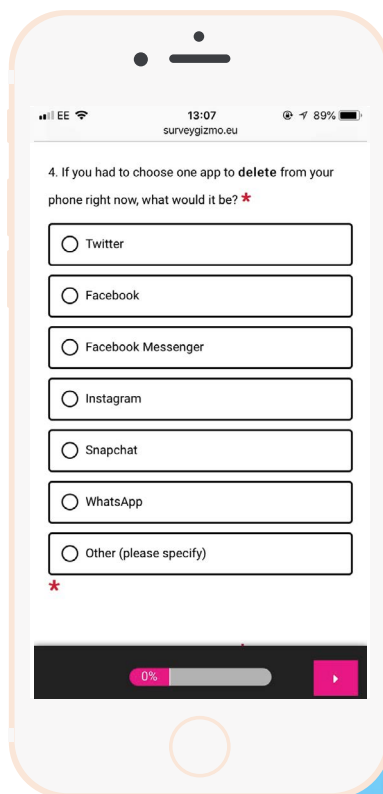
Our video surveys provide authentic content from students who give insights from the **comfort of their sofas**.

> QUALITATIVE SURVEYS

Receive **in-depth student opinions** and **unbiased views**, either face-to-face or over the phone.

> CONCEPT TESTING

Before launching, ensure your marketing and advertising campaigns **resonate with the youth market** by testing your concepts on our panel.



13:07
surveygizmo.eu

4. If you had to choose one app to delete from your phone right now, what would it be? *

Twitter

Facebook

Facebook Messenger

Instagram

Snapchat

WhatsApp

Other (please specify)

0%



SURVEY BUILD, ANALYSIS & REPORTING

> DESIGNING AND BUILDING YOUR SURVEY

We can either design and build mobile-friendly, engaging surveys with your existing questions or our in-house team can build your survey from scratch.

> SURVEY ANALYSIS AND REPORTING

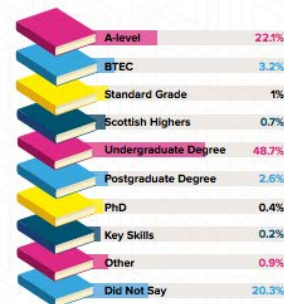
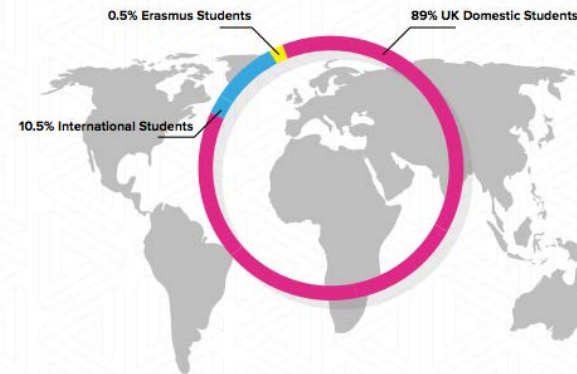
Our insights team will deliver a detailed analysis report packed with **intelligent insights** and **tangible recommendations**. These can be actioned immediately, so you can start to transform your campaigns from the moment you receive your report.

Here's how your report could help:

- + Benchmark your brand against competitors.
- + Establish levels of brand awareness among young people.
- + Identify changing consumer patterns.
- + Optimise your marketing campaigns.
- + Discover key trends.

WHO DID WE SURVEY?

The make up of our deep-dive interview respondents



SOCIAL MEDIA

Influencing factors prior to purchase?



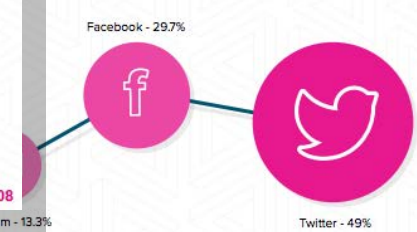
How far from a brand?



Contact (price)

- 82.1% expect a response from a brand within 24 hours of contact.
- 50% would be unlikely to use that brand again if the response was not quick enough.

Would you like to use to get in touch with a



OPINION PANEL SNAPSHOT



SCHOOL/COLLEGE STUDENT

Gender - Male

Age - 16

Nationality - British

School/College Region - West Yorkshire

Type of School - Academy

Education Level - A-Levels

A-Level subjects - Business Studies, English Literature and French

Interests - Food and Drink, Sport and Fitness, Technology



UNIVERSITY STUDENT

Gender - Other

Age - 19

Type of Student - International

Nationality - French

University - Goldsmiths, University of London

Education Level - Undergraduate

Course/Subject Area - Film

Graduation Date - 2020

Interests - Entertainment, Charity, Fashion and Beauty



GRADUATE

Gender - Female

Age - 23

Type of Student - UK Domestic

Nationality - British

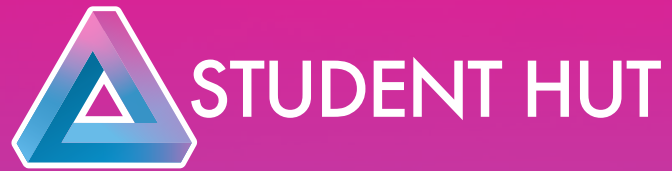
Home Region - Greater London

University - University of Edinburgh

Course/Subject Area - Mechanical Engineering

Graduation Date - 2017

Interests - Travel and Holiday, Education, Jobs



CONTACT OUR EXPERTS

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Get in touch to discuss
your market research needs

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We belong to

NATIVES.GROUP