

A FAST, EFFICIENT, COST-EFFECTIVE ROUTE INTO THE MINDS OF STUDENTS



ONLINE STUDENT SURVEYS

The Student Room, the world's largest online student community, and Vincent Consulting, a leading strategic insight consultancy specialising in students and Higher Education, are teaming up to offer a new research service.

This new service combines the reach and connection with students that only TSR can offer, with Vincent Consulting's extensive experience in the youth and education market.

It will deliver you, efficiently and cost-effectively, powerful student insights to drive your strategy, brand development and marketing.

Simply provide us with your brief, and we will manage everything from questionnaire design through response generation and analysis, to delivering you an actionable insight-led report.

A POWERFUL COMBINATION

The Student Room – a unique ability to identify and connect with the right students in the right ways to answer your insight needs

Vincent Consulting – over 20 years of experience delivering high quality insight for the education and commercial sectors in the UK and internationally

OUR EASY AND EFFECTIVE ONLINE SURVEY SERVICE

Four easy steps to understanding what students are thinking.

1. You provide us with your research brief. If you don't have a written brief, we have a quick and easy questionnaire to make sure we understand exactly what you need
2. We create your online questionnaire
3. We invite members of The Student Room community to take part
4. We analyse the data and produce an insight rich PowerPoint report

HIGH VALUE, HIGHLY COST-EFFECTIVE

- 15-20 questions
- 10-minute self-completion survey
- Two open-ended questions
- Up to 300 respondents
- PowerPoint report
- £5,700 (plus incentives and VAT)

BRIEF US!

To talk more about your student insight needs call **0800 999 3222** or speak to your account manager

DEEPER INSIGHT NEEDS?

The Student Room and Vincent Consulting have a range of unique ways of uncovering powerful insights into student attitudes and behaviour. If you have more complex research needs, or need more support defining your brief, contact us to find out more.



In partnership with
**VINCENT
CONSULTING**

HAVE YOUR OWN SURVEY BUT NEED RESPONDENTS?

The Student Room can drive responses to your online questionnaire.
Take advantage of our unique student community with either our 100, 200 or 300 response product.