

# Looking for a brighter market research panel?

## ✦ ✦ ✦ ✦ ✦ Introducing the online panel from Aurora

Aurora's Justtheanswer Panel, managed by researchers for researchers, is an altogether brighter panel experience.

*"Service and consulting have been tremendous. I know I can count on you guys for everything."*

## 95,000 nationally representative UK panellists

We can provide highly targeted samples for specific audiences including Financial services, Shopping, Media, Leisure, Travel, Internet/mobile technology and Profession.

The overall profile of the panel is balanced against the Office of National Statistics figures on age, region, gender and marital status.

We recruit from a variety of sources to minimise sample bias and implement strict management controls.

## Higher engagement leads to higher response rates

To obtain the best quality of data possible we aim to give respondents the best possible experience as panellists. We manage our panel pro-actively, maintaining regular but controlled contact with panellists and rewarding them for participation. The resulting response rates are well above average.

## ✦ ✦ ✦ ✦ ✦ The benefits of using Aurora's online panel

*"We guarantee a one-to-one, hands-on service, no matter the size of your project. Researchers run every aspect of the project in-house, giving clients the same level of knowledge, service and dedication on every project, whether it is sample-only or full service"* Justin Alderson, founder Aurora Market Research

- ✦ We only ever quote realistic numbers of completes
- ✦ We soft launch to ensure everything is working properly and your objectives are being met
- ✦ We understand the importance of accurate targeting, speed and efficiency
- ✦ Our personal contact and good communication mean you always know what is going on

Fully compliant with the ESOMAR Guidelines on Conducting Market and Opinion Research

For more information please contact  
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