



# The online panel from Aurora Market Research



## About the Aurora Market Research Panel

**The Justtheanswer panel was set up by Aurora Market Research in 2006 and allows us to utilise our considerable market research expertise by directly overseeing sample selection and management. It currently has 50,000 nationally representative members**

- Our panellists have been extensively profiled to ensure we can offer our clients highly targeted samples aimed at specific target audiences
- We strongly believe that the respondent experience should be at the heart of our research in order to gain the best quality of data possible. The Justtheanswer panel is actively managed and we maintain regular but controlled contact with panellists and reward them for their participation, resulting in higher than average response rates
- Justtheanswer panellists have been recruited from a variety of recruitment sources to minimise sample bias. We also implement strict panel management controls to eliminate duplicates and professional/ fraudulent panellists
- The Justtheanswer panel is fully compliant with the ESOMAR Guideline on Conducting Market and Opinion Research

## Benefits of using the Aurora Market Research panel

- We are researchers and run projects on both our panel and other panels, and so are very aware of the problems that you face when using external sample providers
- We will only ever quote realistic numbers of completes
- We always soft launch our projects to make sure that everything is working properly and your objectives are being met
- We understand the importance of accurate targeting if required, or representative sampling
- We appreciate the importance of speed and efficiency when sending quotes or sample out
- One of our core values is personal contact and good communication to make sure you always know what is going on

## **Aurora Market Research – Online market research that works for you**

**For more information please contact Emma Huq.**

**Email: [emma@auroramr.com](mailto:emma@auroramr.com)**

**Telephone: 020 7960 9689**

**Website: [www.auroramr.com](http://www.auroramr.com)**

