

Professional Respondents

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Professional Respondents, as explained by DJS Research Ltd.

Professional Respondents are participants who attend various sessions by volunteering for the recruitment lists of different facilities. Most moderators would rather remove professional respondents from groups, as in general they do not answer in the same objective way as do respondents who are new to the situation. This is becoming a problem for the market research industry who would far rather interview free range respondents. A free range respondent is someone who has not requested to be on a panel and is therefore more likely to be new to the situation.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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