

What are Consumer Panels?

Contributed by DJS Research Ltd
Wednesday, 06 January 2010
Last Updated Tuesday, 17 July 2012

Consumer Panels, as explained by DJS Research Ltd.

Consumer panels are groups of consumers in specific sectors, recruited by research companies and agencies, who are used as respondents to answer specific research questions relating to product testing, taste testing, ad testing or other areas. Most often, they are a specialist panel who take part in numerous projects. Consumer panels are particularly useful for short, quick surveys, where the emphasis is on a sample of those with specialist knowledge rather than a representative sample of the general population.

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

Follow DJS Research Ltd: [On Twitter](#) :: [On Facebook](#) :: [On Linkedin](#) :: [On You Tube](#)

Â