

What are Vox Pops?

Contributed by DJS Research Ltd
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Vox Pops, as explained by DJS Research Ltd.

Vox Pops (from the Latin Vox populi) are interviews carried out with the general public to gain the "man on the street"™sâ€™ interpretation. Vox pops generally lack quotas and a wide variety of different people should be asked the same question. An exception to this is if the topic is specialised " for instance employees of a specific company may be asked about their working conditions.

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