

What is Public Consultation Market Research?

Contributed by DJS Research Ltd
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Public consultations are a form of market research whereby the opinion of (normally) a large number of the general public is taken. Examples of common forms of public consultations include polls relating to politics - such as those which are used to determine how far ahead one party is in the eyes of the public - and public opinion polls on sensitive issues such as blood or organ donation. However, there are numerous smaller scale public consultations, such as those carried out by primary care trusts, regional development agencies, charities and local governments - either to establish support for an idea, gauge issues in the local or regional community or to understand the barriers to uptake of a particular initiative.

DJS Research Ltd has vast experience of carrying out public consultation market research across the public, private and third sectors in the UK and internationally. For more information, visit the company's home page or call them on +44 (0) 1663 767857.

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