

What are Hard to Reach Groups?

Contributed by DJS Research Ltd
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Hard to Reach Groups, as explained by DJS Research Ltd.

Hard to reach groups are people belonging to groups which have traditionally been hard to recruit in to standard market research methodologies. These people might include ethnic minorities, those in an isolated locale, drug and alcohol abusers, those in poverty, respondents from some religious backgrounds, and the elderly, among other groups.

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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