

# What is Central Government Market Research?

Contributed by DJS Research Ltd  
Monday, 20 August 2012

Central government market research covers research commissioned by or relating to central government authorities in the UK and internationally. Market research carried out on behalf of central government bodies is often used to inform policy decisions or to demonstrate the effectiveness, or ineffectiveness, of a particular decision or previously implemented policy. The central government bodies likely to commission research in the UK are diverse, ranging from the Department for Education and Skills to the NHS and the devolved government in Scotland, Wales and Northern Ireland.

Central government research may also cover market research carried out specifically in order to lobby authorities for change. A good example of this is research carried out by charities - particularly relating to blood and organ donations - to be used as evidence to support changes to teaching for instance.

DJS Research Ltd has vast experience of carrying out central government market research. For more information, visit the company's home page or call them on +44 (0) 1663 767857.

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