

What is Charities Market Research?

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Charities market research may refer to research carried out on behalf of or relating to charities, voluntary organisations or the third sector more broadly. Charity research is not only limited to the country in which an organisation is based, and may refer to domestic charity, overseas aid or organisations headquartered in one country but whose operations are exclusively aimed at other nations.

The nature of the third sector necessitates that market researchers must be prepared to deal with and discuss emotionally challenging subjects on some occasions. Similarly, some respondents may be mentally unstable be suffering from drug or alcohol dependency. Being able to deal with these hard-to-reach groups is something which research agencies should consider when entering into research with charities - although of course this is only applicable to certain organisations and even then only to certain research projects. Indeed, it should be remembered that many charities and third sector bodies are focussed on providing education, or are simply voluntary groups seeking to preserve pieces of national or regional heritage.

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

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