



DBS Market Research Solutions

We understand the stress and frustration of trying to contact those hard to reach and low incidence rate target groups whether for online, telephone or face-to-face research programmes. With our unique access to multi-channel sample lists, we have successfully recruited and interviewed across all industry sectors, globally.

Hard to Reach Respondents

Industry Sector	Example Respondents
Automotive	Luxury car owners, classic car owners
Business Services	Events, foreign export, start-ups, payroll
Travel	Frequent, First, Business class flyers, long haul vacationers
Tech and Telecom	C-Level, IT/Telecom decision makers, Research buyers
Media	Decision makers, buyers/viewers by region
Healthcare	Patients by condition, consultants, specialist nurses, GP's
Luxury Brands	Buyers by brand, luxury brand vendors by function/line of business
Banking & Finance	High/Low net worth, banking customers, bank employees by function
Retail & FMCG	High/Low spend individuals, employees by function

To find out more contact us on 01245 397 570 or email thesalesteam@dbsdata.co.uk



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