

What is Primary Research?

Contributed by DJS Research Ltd

When research is conducted to unearth original data, it is called primary research.

When research is conducted to unearth original data, it is called primary research. To do this, an original research plan must be devised which will encompass, data collection, data input and then the production and analysis of the subsequent results. Due to the sometimes lengthy duration of this research it can often be expensive to conduct. However, because the research is original, the results gathered will be more relevant to the needs of the client.

The two basic types of primary research are qualitative and quantitative.

To see further information please visit DJS Research by clicking here: [Market Research UK](#)

Other DJS Sites: [Customer Satisfaction Survey](#) :: [Business To Business Market Research](#) :: [International Market Research](#) :: [Industrial Market Research](#) :: [Branding Research](#) :: [Qualitative Research](#) :: [Online Market Research](#) :: [Market Research Manchester](#) :: [Market Research Agencies](#)