

## What is Primary Research?

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Primary Research, as explained by DJS Research Ltd.

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.

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