What is Quantitative Research?

Contributed by DJS Research Ltd.
Sunday, 29 May 2005
Last Updated Tuesday, 03 September 2013

Quantitative Research, as explained by DJS Research Ltd.

Quantitative research is used to measure how many people feel, think or act in a particular way. These surveys tend to include large samples - anything from 50 to any number of interviews. Structured questionnaires are usually used incorporating mainly closed questions - questions with set responses. There are various vehicles used for collecting quantitative information but the most common are on-street or telephone interviews.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

Follow DJS Research Ltd: On Twitter :: On Facebook :: On Linkedin :: On You Tube

Other DJS Sites:Â Customer Satisfaction SurveyÂ :: Business To Business Market ResearchÂ :: International Market Research ::Â Industrial Market ResearchÂ :: Branding ResearchÂ :: Qualitative ResearchÂ :: Online Market ResearchÂ :: Market Research ManchesterÂ :: Market Research Agencies

Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group