

Qualitative Research Site Launched by DJS Research Ltd

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DJS Research Ltd a leading UK market research consultancy, offering qualitative and quantitative market research services, today launched a new website. The site, which can be found at: [Qualitative Research](#) is specifically aimed at highlighting their capabilities of conducting qualitative research.

The website outlines their specific services in this area, industry experience, how they approach qualitative surveys, further details about DJS Research and some interesting facts related to the area.

DJS has extensive experience of conducting qualitative research for companies in a range of industry sectors from consumer FMCG to heavy industrial and construction. Some examples of the qualitative techniques utilised at DJS Research include:

- Market research face-to-face depth interviews;
- Market research paired depth interviews/triads;
- Telephone depth Interviews;
- Focus groups or group discussions;
- Accompanied Shops or Intercepts;
- Diary Research;
- Market research observation;
- Workshops.

DJS offer a bespoke service with Research Directors managing and running projects from start to finish.

The consultancy is based in the North West of England and pride themselves on providing a quality service but at affordable and value for money rates. They are members of the Market Research Society, ESOMAR, AIMRI and ICG.

To visit the new website, please click here: [Qualitative Research](#) or for further detailed information about DJS Research Ltd, please click here: [Market Research UK](#)

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