

What's The Difference Between Continuous and Ad Hoc Research?

Contributed by DJS Research Ltd.

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Continuous vs Ad-Hoc Research, as explained by DJS Research Ltd .

Continuous ResearchA survey conducted both regularly and frequently among parallel samples within the same population; or a survey in which the interviews are spaced over a long period of time. Continuous research is undertaken repeatedly and continually as opposed to ad hoc surveys or surveys carried out at specific times.**Ad Hoc Marketing Research**In basic terms this means 'as and when' required. Generally applied to single surveys which are designed as a 'one-off' and relate to a specific need. To see further information please visit DJS Research by clicking here: [Market Research UK](#)

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