

How Long Does Research Take?

Contributed by DJS Research Ltd.
Tuesday, 22 July 2008
Last Updated Tuesday, 17 July 2012

Research Timescales, as explained by DJS Research Ltd.

The time taken to complete your project depends on several factors, some of which will be under the control of the client or agency, and some of which will be beyond the control of either.

Time taken to finish a project will be dictated by:

- The type of research being undertaken (i.e. Qualitative or Quantitative);
- The actual number of interviews being held - more people will take longer in most cases;
- The length of the questionnaire, or (for Qualitative research) the discussion guide being used;
- The translation of raw data into results;
- The time taken to actually create and develop the research material (the questionnaire for quantitative or the discussion topics for qualitative);
- How easy the interviewees are to contact;
- The time it will take to compile a list of people to be interviewed;

These are all factors to be considered when looking at the time taken for a market research project. Depending on the size of the project undertaken, it could last anywhere from a few days to several months.

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

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