

Which method of research is best, Quantitative or Qualitative?

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Qualitative vs Quantitative Data, as explained by DJS Research Ltd.

This really depends on what you are looking to achieve from the results of your research. Are you looking to see which people like the product you've created most? Or see which form of advertising has the best effect on a specific group? This would require Quantitative research.

On the other hand, if you're looking for a deeper insight into a specific subject - perhaps from experts in that field or from your target market - then you'll probably be directed towards Qualitative research.

For the most comprehensive results, often a market research agency will suggest a mixture of the two forms, giving a spread of breadth and depth so to speak.

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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