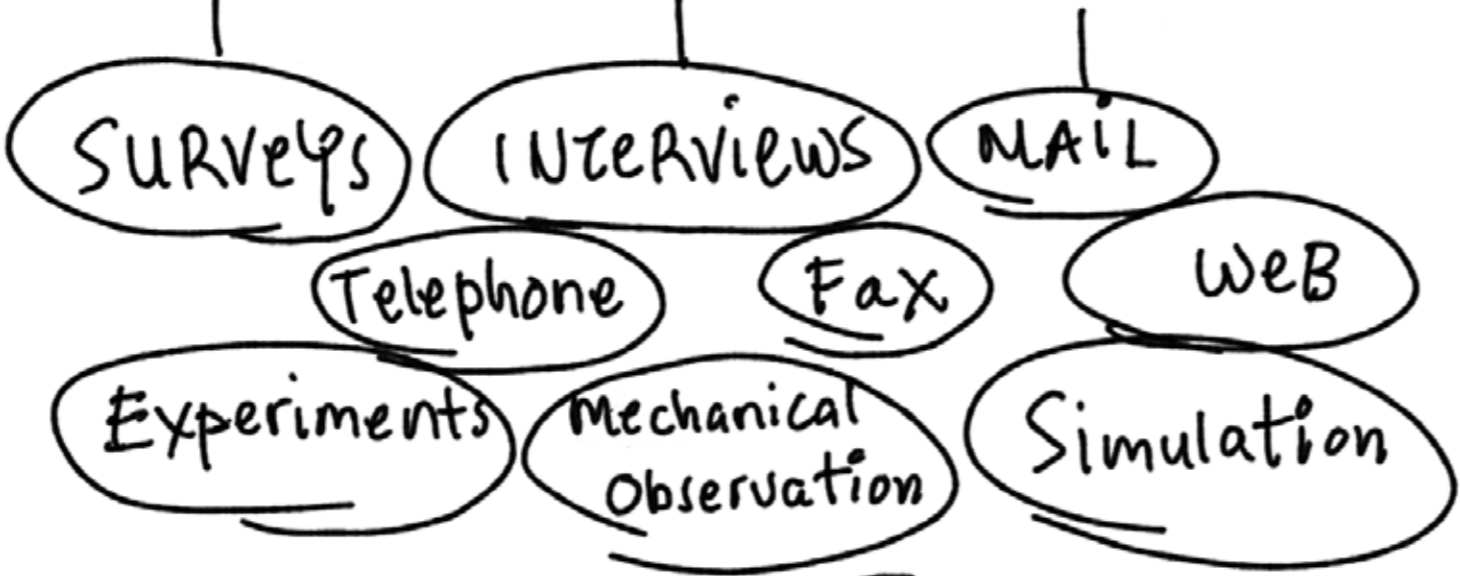


PRIMARY DATA

QUANTITATIVE

- DATA INTERPRETATION BETTER
- PROPRIETARY ISSUES
- CAN ADDRESS SPECIFIC RESEARCH ISSUES.



Observational research: real life situations Explain meaning + context.

BASED ON NUMBERS

GREATER CONTROL COLLECTING PRIMARY DATA

DATA COLLECTED FOR THE FIRST TIME. **QUESTIONING** **OBSERVING** **Types:** **Quantitative and Qualitative**

DATA COMES FROM THE RESEARCHER TO ANSWER SPECIFIC QUESTIONS.

* more valid than secondary **NOT YET PUBLISHED.** casual data.

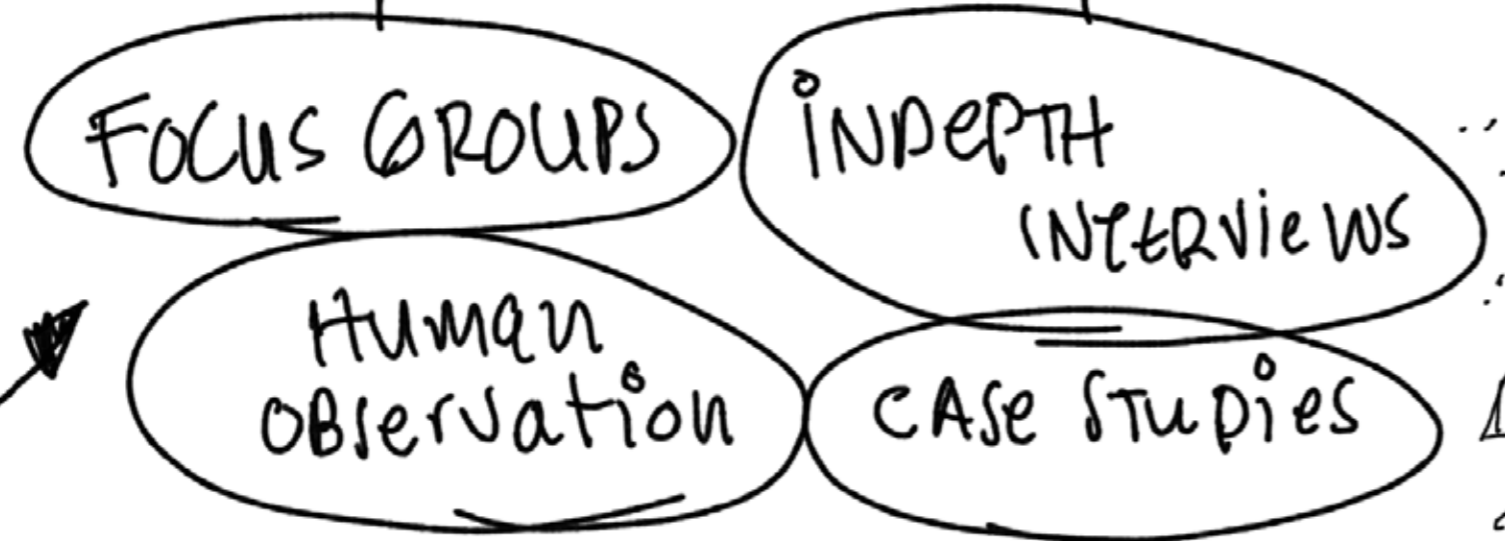
FOR THE PURPOSE AT HAND Very involved collection process. High collection costs. Long collection time.

POSTAL surveys can have a low response rate.

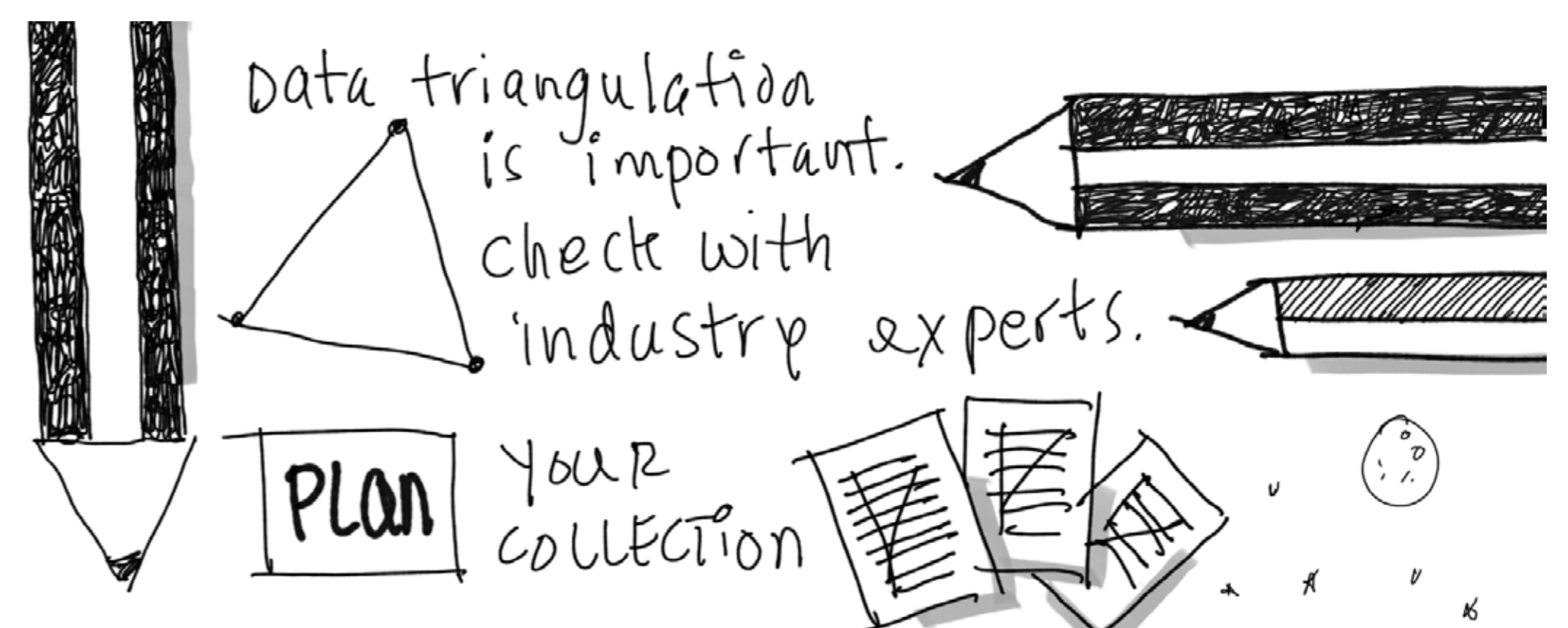
Telephone surveys → People don't like unexpected phone calls. **Focus Groups** dominant individuals may stop others from speaking.

QUALITATIVE

TELLS YOU WHY, WHEN AND HOW



indepth / insight generating / directional



SECONDARY QUANTITATIVE

OFFICIAL STATISTICS



PUBLISHED INFORMATION AVAILABLE FROM SOURCES THAT HAVE ALREADY BEEN

- INTERPRETATION OF INFORMATION GATHERED.
- BETTER REVIEW PAST / OLD DATA * **OTHERS WORK REFERENCE!**

- INTERNAL - records
 - marketing activity
 - cost information
 - existing customer feedback
- EXTERNAL - Published data - electronic - Printed

SHORT COLLECTION TIME Relatively low costs. Rapid + easy collection process. For other problems.

SECONDARY QUALITATIVE

LETTERS ARTICLES NEWSPAPERS

secondary data avoids duplication. Helps refine the research question.

Gives insight to interpret primary data

