**SECONDARY MARKET RESEARCH DATA**

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| **Websites** |
| **Internal data (held within ‘employees’ own organisation)** |
| **Books/Newspapers and trade magazines** |
| **Competitors data** |
| **Government publications Census data and statistics** |
| **Purchased research material (e.g. Mintel)** |

**ADVANTAGES AND DISADVANTAGES OF SECONDARY MARKET RESEARCH**

**ADVANTAGES**

* Already gathered so may be quicker to collect
* May be gathered on a much larger scale than possible for the firm
* Can be cheap or free to access

**DISADVANTAGES**

* Information may be outdated, therefore inaccurate
* The data may be biaised and it is hard to know if the information collated is accurate
* The data was not gathered for the specific purpose the firm needs or is not relevant
* Can be costly

