Secondary Research

1. Missing Words

Secondary market research is also known as _____ research. It involves the collection and analysis of data that already _____. Businesses can use secondary market research to gather data about the size of the market, trends in the market, competitors that exist in the market and their market share. It is usually _____ than primary research but it may be out of date and may not meet the specific _____ of the firm. **Missing words from: needs, desk, cheaper, exists**

2. Which of the following are examples of secondary market research? (Write an S in the space)

a. Population Census		b. Financial Times		c. Past sales data	
d. Questionnaire		e. Company annual reports		f. Bank of England Inflation report	
g. Internet		h. Product trial		i. Focus Group	

3. True or False

a) Secondary research is also known as Field Research

b) Secondary data is always 100% reliable

c) Secondary research is less valuable than Primary research

d) Referring to data published by the government is an example of secondary research

4. Ethical clothing

According to a recent Mintel Report, sales of ethical clothing have quadrupled over the past 5 years. Consumers want clothing that takes into consideration the impact of production on the environment and on the people behind the clothes we wear. Amanda is planning to start a new online clothing store selling ethical clothing aimed at women.

4.1 Explain one way Amanda might use secondary data such as this Mintel report._____

_____

4.2 Identify two drawbacks to Amanda in using this type of research. _____

_____

4.3 Identify two other pieces of secondary research data that might help Amanda in her start up plans.

_____

5. Interpreting Secondary Data

The table below is an example of secondary data. It shows the percentage of people aged 15 and over in the UK who read a national daily newspaper (www.statistics.gov.uk).

Newspaper	1978 (%)	1988 (%)	1998 (%)	2008 (%)
The Sun	29	25	21	16
Daily Mail	13	10	11	11
Daily Mirror	28	20	14	8
Daily Telegraph	8	6	5	4
The Times	2	2	4	4
Daily Express	16	10	6	3
Daily Star		8	4	3
The Guardian	2	3	3	2
Financial Times	2	2	1	1
Any national newspaper	72	67	56	44

a) What does the data suggest is happening in the newspaper market over time? _____

_____

b) A magazine company is considering setting up a new national paper. Explain how the data in the table might help it make decisions about the type of newspaper it could set up.

_____

_____

83. ANSWERS - Secondary Research

1. Desk...exists...cheaper...needs

2. A, B, C, E, F, G

3. a) F b) F c) F d) e) T

4.1 Is there a market for ethical clothing? Is it growing/shrinking? How many competitors in the market?

4.2 may not be up to date, not tailored to needs of specific business

4.3 Internet (research other companies; product differentiation; growth of market), Population trends (identify market segments most likely to buy)

5a) market is shrinking – less people are reading newspapers

5b) Is it worth setting up a national newspaper? May identify questions such as – is it worth starting up a new news website. Market segments that read the different newspapers – what are their needs?

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