

Secondary Research

Marketing

Using data that already exists, and checking it is fit to use.

Sources and checks.

Sources

Official statistics and census data

Industry and trade association reports

Company filings and annual reports

Academic literature

Internal sales and CRM data

Checks before use

Who funded it, and why

When was it collected

How was the sample drawn

Are the definitions the same as yours

Is the raw method published

Secondary research is cheap and fast, so do it first. It often answers the question, or sharpens it considerably.