

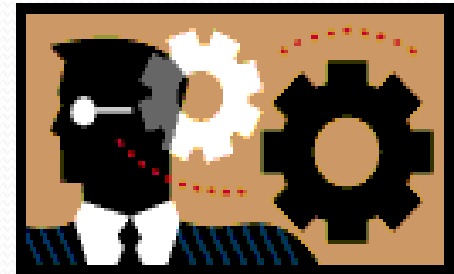


Data sources

Secondary Data

Data sources

- Primary
- Secondary



Secondary data

- Internal
 - Fully processed
 - Needs further analysis
- External
 - Published
 - Electronic
 - Syndicated



Research applications of secondary data

- Problem identification and formulation stage
- Hypothesis designing
- Sampling considerations
- Primary base for questionnaire design
- Validation and authentication



Advantages

- *Accessibility of data*
- *Accuracy and stability*
- *Assessment of data*
- *Research advantage*

Disadvantages

- Applicability
- Accuracy

Evaluation of secondary data – Quality check

- Methodology check
- Accuracy check



Classification

- Internal
 - Company records
 - Emprecords
 - Sales data
 - Cash register
 - Sales persons call records
 - Sales reports
 - Etc.

Classification

- External
 - A. Published data
 - B. Electronic
 - C. Syndicated

Published data

- GovtSources: Census data, other publications.
- Other sources: books, periodicals, indices, guides
- Computer stored data: databases

Electronic data

- E – databases
- CD – ROMdatabases

Syndicated data sources

- Household/individual data
- Survey
- Product purchase panels
- Media specific panels