



Desk Research

This method involves the evaluation of information which is already available. For instance, in order to gain information for a tyre producer, researchers search for car ownership and new vehicle registration data, and elicit the average tyre lifespan from technical facts.

The source of such secondary data is either the company itself (i.e. complaints statistic, sales agent reports, etc.) or external sources such as the Federal Statistics Office, professional organisations, trade magazines, trade books, company publications, trade fairs, etc.

As preliminary studies for large market research projects or even as separate activities, we undertake research and evaluation tasks using existing information (i.e. statistics, media reports, trade publications, internal data, etc.).