

Secondary Market Research Tutorial – Getting To Know Your Industry

Module 1: Introduction to Market Research

Frequently Used Terms

Primary research	Research conducted to collect data, for example, surveys.
Secondary research	Information that has already been published, e.g. a market research report, a set of data, an article in a journal or newspaper.
Data	Raw information, collected during a study. Could be numbers or text.
Statistic	Data that has been analyzed or summarized. Could be presented as a table, chart or graph.
Free source	Source of information that is available for free to the public.
Commercial/proprietary source	A source of information that is only available by purchasing it from the producer, or through a subscription to a database.
Database	A collection of data. In library terms, a database is a collection of published information. Libraries subscribe to databases to provide patrons with access to secondary research.
Search engine	A tool used to search the World Wide Web. Examples: Google, Bing, Yahoo, Blekko. Results may be freely available or for sale.
Research guide	A collection of links to information sources, curated by a librarian. Sources in research guides may be freely available or proprietary sources available through library subscriptions.
Public company	A company that has stocks available for purchase or trade through the stock exchange. Required to report certain information to regulators, e.g. an annual report or 10-K Filing.
Private company	A company for which stocks are not available; privately owned. NOT required to produce information for regulators.
Publicly funded organization	An organization that is funded by government. Required to report certain information; reported information may or may not be readily available to the public.