

How to do market research

1. Start with secondary (desktop) research

- 📌 Google, social media, third-party reports
- + It's (usually) free!
- Watch out for inaccurate and outdated data

2. Then do qualitative research

- 📌 Interviews, ethnography, focus groups
- + Quick(er), cheap(er), get the lay of the land
- Never a representative sample

3. Followed by quantitative (if needed)

- 📌 Surveys, consumer panels, conjoint
- + Representative, sizing, comparisons, tracking
- Cost, time, must know what to ask/measure

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18th January 2024

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