

# Wild Heather Digital Research



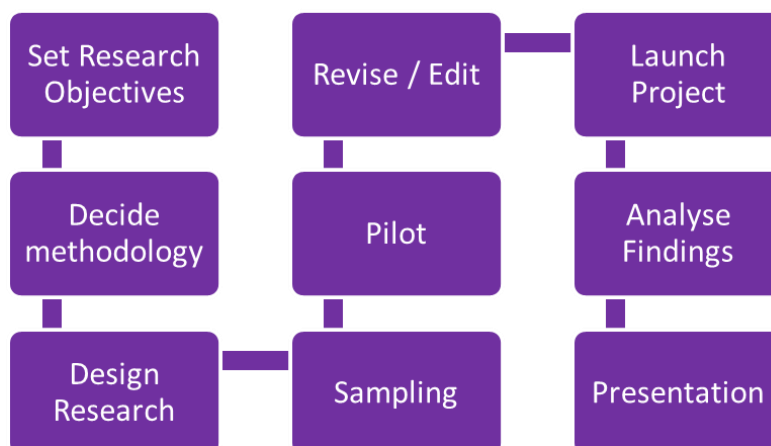
## MARKET RESEARCH TOOLKIT #1:

### Introduction to Market Research

The Market Research Society defines research as:

Research is the collection and analysis of data from a sample or census of individuals or organisations relating to their characteristics, behaviour, attitudes, opinions or possessions. It includes all forms of market, opinion and social research such as consumer and industrial surveys, psychological investigations, qualitative interviews and group discussions, observational, ethnographic and panel studies<sup>1</sup>.

In order to undertake research there are a number of tips and procedures that can make the research process simpler to plan and conduct. Market researchers usually follow the following process when planning a research project:



<sup>1</sup> MRS, Code of Conduct 2010 ([https://www.mrs.org.uk/pdf/code\\_of\\_conduct.pdf](https://www.mrs.org.uk/pdf/code_of_conduct.pdf))

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1. **Set clear and simple research objectives** – Research objectives serve as the foundation and guideposts for conducting market research. Understand what you are looking for, set yourself clear research questions and stick to them. Being fully aware of your objectives will help you focus both the research questions and the findings.
2. **Decide methodology** – do you wish to count / quantify (quantitative) something or understand why people think a certain way (qualitative)?
3. **Design your research** - questionnaire / discussion guide. Make sure you are asking the right questions and they are appropriate for the methodology i.e. closed questions for quantitative and open questions for qualitative.
4. **Sampling** – Do you have an existing database? If not, how will you access your target population? How can you find your research targets? Do you have to purchase access or work in collaboration with another organisation?
5. **Pilot** – Test the questions on colleagues or send out a small number of surveys. This will help ensure your questions are understood and you are gathering the correct information for your research objectives.
6. **Revise /edit** – Use your pilot to work out if your questionnaire / discussion guide requires any changes.
7. **Analyse findings** - Go back to your objectives and use this as a basis to analyse i.e. are your target audience who you thought they would be? Segment your results into sub sets in order to make comparisons ( e.g. older v younger; male v female; attenders v non attenders etc.)
8. **Report or Presentation** – Prepare a Report or Presentation as your record for reference and for dissemination to colleagues.

This sheet is part of series, for more information please see:

**Toolkit #2: Qualitative of Quantitative?**

**Toolkit #3: Online & Web-based Surveys**

**Toolkit #4: Online Focus Groups & interviews**

**Toolkit #5: Survey Design – Top Tips**

**Toolkit #6: Types of Questions**

**Toolkit #7: Qualitative Research: Practical Advice**

This toolkit was prepared by Wild Heather Digital Research. WHDR uses the latest technology to deliver primary research insights to organisations. We offer online quantitative and online qualitative research services, including the development and use of panels, and broad based consultation programmes in addition to online group discussions, depth interviews and online survey.