



Can't Do Your Own Survey? November 2025

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Primary market research (surveys, interviews, etc.), tailored to your needs, is money well-spent if done correctly. Ideally, it will engage with your target audience, ask the exact questions to which you need answers, and deliver reliable results.

But custom primary research may not always be practical – either due to budget or time constraints, or the difficulty of finding the right respondents. If that is the case, consider an alternative: **researching published information.**

Now, I am not advocating dropping primary research from your budget! But if you need information about your target market, a good place to start would be seeing what information is already available.

- For example, a search of trade publications might uncover summaries of large-scale research projects with useful insights -- all commissioned and paid for by larger companies.

Consider this “due diligence,” so you don't find yourself re-inventing the wheel.

Then ask yourself: *Did the published information answer all of my questions?* If not, you may find you require further data from your own research. On the other hand, what you have now may suffice to suit your current needs, even if it's just broad-based or directional data.

But be careful – published sources should always be viewed with a very critical eye. Is the source legitimate and trustworthy? Is it biased? Is the data fairly current? And is it applicable to your market segment and/or target? Also, increasingly with AI, it's difficult to separate fact from fiction.

I therefore recommend relying on an experienced researcher to find credible and current data. Otherwise you may be wasting time and effort – or even worse, using false or misleading information. *Because at that point, you might as well have sprung for your own custom primary research study.*

Need help with your market research needs? Contact me at lrink@LindaRink.com.