

# secondary research - Exercise

* Also known as “Desk Research” – research already out there for the taking or buying
* Research that's already compiled and organized for you:

Reports and studies by government agencies, trade associations, or other businesses within your industry such as Universities, Chamber of Commerce, business associations, Gov’t statistics like BC stats, Statscan which include population censuses, social surveys, Import/export statistics, agricultural statistics and production statistics professional bodies, industry magazines, trade associations, magazine and newspaper articles, blogs, library sources, annual reports, Economic Development agencies, any published materials, [International](http://www.blurtit.com/q150807.html) agencies like World Bank, IFAD, UNDP, IMF,  ITC, FAO and ILO produce a plethora of secondary data.

Which of the following secondary resources may have information that could help you? List the specific sources you will contact/research. Brainstorm the kind of information you may gain from them and list things you need answers to.

* Magazines specific to your industry
* Industry trade journals/publications
* Industry associations
* Blogs
* Websites
* Annual reports
* B.C Stats: www.bcstats.gov.bc.ca
* Federal Stats: [www.statcan.gc.ca](http://www.statcan.gc.ca)
* Chamber of commerce
* Business organizations
* Economic development agency
* Library
* University/Colleges
* Newspaper articles

Other businesses in the same geographical area, in the same sector as you, non-competing i.e. you want to open a retail clothing store downtown creston, what are the other retailers downtown saying about the business climate?

Other businesses in the same sector (i.e. agriculture) as you, in a different geographical area. May be competing or non-competing. i.e. You want to start a farm business, what can you learn from other farm businesses outside your area?

Other: