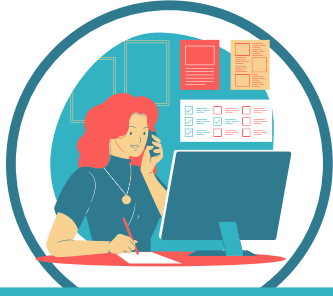


## ADVANTAGES



Ease of access •

Low cost or free •

Time-saving •

Allow you to generate new insights from previous analysis •

Longitudinal analysis - the study spanning over a long period of time •

Anyone can collect the data •

A huge amount of secondary data with a wide variety of sources •

VS

## DISADVANTAGES



• Not specific to your needs

• You haven't control over data quality

• Data can be biased in favor of the person who gathered it

• Data might be out of date

• You are not the owner of the data. Anyone can access it

SECONDARY DATA PROS AND CONS