

# Backward Market Research In Practice

## Teen Driver

## Social Sector Organization

### *Step 1: Avoid Costly Detours by Mapping the Research Ahead*

#### Desired End Result:

Parents buy me a car—I already know they care most about vehicle *and* driver safety

Organization decides whether there is enough demand to offer counseling to veterans in the city

#### Research Questions:

- What is the safest car available?
- How will my parents know I am a safe driver?

- Is there demand for counseling among veterans in the city?
- Do veterans already get counseling elsewhere?

### *Step 2: Proceed with Caution to Get the Data You Really Need*

#### Data Needed:

- Comparison of vehicle safety ratings for various cars in consideration
- Teen’s demonstrated safety and judgment

- # of veterans in the city
- # of veterans needing counseling
- # of veterans who already get counseling elsewhere

### *Step 3: Start in Secondary and Shift to Primary Research*

#### Potential Sources:

#### Secondary

- Insurance Institute for Highway Safety crash ratings
- Exemplary completion of driver’s education courses

#### Primary

- Recommendation from driving instructor

#### Secondary

- US Census Bureau demographic information
- US Department of Veterans Affairs reports on the mental health of veterans

#### Primary

- Survey of representative sample of veterans