

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