DECIDING WHICH NUMBERS TO USE: A CHECKLIST FOR EVALUATING MARKET RESEARCH

- Who sponsored the research?
- Who conducted the research?
- How big is the sample?
- How was the sample collected and who does it comprise?
- Is the methodology for the study explained?
- Are the research questions ambiguous or biased?
- Are the study findings or ‘highlights’ supported by the actual data?
- Does the data add up?