

Handout #1

Gathering Information

You can gather information in different ways, and there are advantages and disadvantages to each method:

By Source

- Primary sources: *Research not conducted before, tailored to specific questions and decisions*
- Secondary sources: *Existing information and data collected for other purposes*

By Technique

- Qualitative: *Primarily exploratory to identify and clarify issues*
 1. Focus groups / mini-focus groups / one-on-one interviews
 2. Field observation (ethnographic interviews)
- Quantitative: *To profile markets, predict and project behaviors*
 3. Data collection from marketing “behaviors” (purchasing history, credit cards, “cookies,” etc.)
 4. Direct mail, online, and telephone surveys
 5. Surveys at location of service

Primary Sources

1. Focus groups, mini-focus groups, and one-on-one interviews

Advantages	Disadvantages
- Accurate primary source if done with professional or pre-trained staff	- Time consuming chore that involves networking effort
- Local colleges and universities can help to design and conduct interviews	- Lack of cultural knowledge can lead to asking poor questions
- Community leaders might know the problems of the Latino population	- Limited vision of community (small groups or individuals) / political agendas
- Current Latino customers willing to participate	

2. Field observation

Advantages	Disadvantages
- Direct interviewing in house to house, street or shopping center intercepts	- Limited vision of the community (small groups)
- Structured observation previously prepared	- Trained interviewers needed
- Allows interviewing people of different ages and backgrounds	- Lack of cultural knowledge can lead to asking poor questions
- Observation in interviewees’ own environment	

3. Data collection from marketing “behaviors”

Advantages	Disadvantages
- Constant source of information	- Special capabilities needed
- Can survey specific subject matters	- Interpretation capabilities and trained personnel needed
- Massive	- Impersonal, expensive

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4. Direct mail, online, and telephone surveys

Advantages	Disadvantages
– Constant source of information	– Special capabilities needed
– Massive	– Interpretation capabilities and trained personnel needed
– Can survey specific subject matters	– Low rate response (usually around 1-2 %)
– Size may be adjusted to target market	– Impersonal, expensive

5. Surveys at location of service

Advantages	Disadvantages
– Constant source of information	– Needs extended periods of time
– Can survey specific subject matters by changing survey periodically	– Unwillingness to participate
– Current Latino customers might be willing to participate	– Incomplete or inaccurate information
– Low logistics	– Time / staff needed for classifying information

Secondary Sources

- Information and statistics about similar demographics
- Prior surveys and studies by others
- Literature, publications, internet and databases
- Data collection from marketing “behaviors” (credit cards, “cookies,” etc.) conducted by others (for advantages and disadvantages see above)

Advantages	Disadvantages
– Great availability through library resources	– Lack of specific information on local markets
– Not necessary to be “specifically” trained fieldworkers	– Lack of accurate information or information too diversified
– Libraries non-profit status allows them to request information from other organizations	– Verification of trusted sources needed

Other Recommended Ways to Gather Information

- Exchanging information with other local community organizations
- Reaching out to libraries in other states that are ahead of you in marketing to Latinos (a complete list of libraries with Spanish websites can be found at www.reforma.org/spanishwebsites.htm)
- Talking informally to your Latino customers, acquaintances, neighbors, and providers
- Trying the procedure of “trial and error” with an educated guess:
 - Use common sense (but check your judgment call with cross-information!)
 - Use your intuition (but verify it with research!)
 - Use multiple sources of information if using informal sources (too risky to use just one source!)