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| --- | --- | --- | --- |
| **Primary data** | | **Secondary data** | |
| **Advantages** | **Disadvantages** | **Advantages** | **Disadvantages** |
| Targeted issues addressed | High cost | Inexpensive | Frequently outdated |
| Data interpretation is better | Time consuming | Easily accessible | Unreliable at times |
| Inaccurate feedback at times | Easily available | May not be in required/ useful format at times |
| Recency of data (Upto date) | More resources required - Time | Will alert the researcher to any potential difficulties/ Weaknesses | Sometimes has availability issues, may incur a cost |
| Proprietary issues do not exist | Not easily accessible |