Market Research

Ethnography

Primary (PR) Secondary (SR)	PR	SR	PR	SR
Qualitative (QL)	QL	QL	QL	QL
Quantitative (QN)	QN	QN	QN	QN
Generative (GE)	GE	GE	GE	GE
Evaluative (EV)	EV		EV	EV