

Market Research

LXXVI International Council Meeting

Constanța, Romania

20-27 October, 2019

The logo for the European Law Students' Association (elsa) is displayed in a white, lowercase, serif font.

The European Law Students' Association

What is MR?

MR is a process to **get information that we do not have** to be able to act on the market in a **more focused and structured way**.

- Links us to the target group, consumer, customer, public through information
- A way to learn why they joined our Association
- A way to learn what fields of law they are interested in
- Helps us plan our activities better and focus on certain projects
- Building up a proper PR Strategy
- Fundraising



What was done before?

The first MR in ELSA was in **2006/2007** (outsourced)

Second MR in ELSA was in **2011/2012** (outsourced)

- Calculating the representative samples
- Finalising the questionnaire (both for ELSA and non-members)
- Analysis of data

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Why is MR important?

The purpose of the MR is to improve marketing and decision making.

HOWEVER

It is crucial to define research objectives in order to be able to run ELSA better and understand what our members want

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Research Brief

What do we want to reach with MR?

- **Awareness:** How well ELSA and its projects are known amongst law students and members
- **Attitude:** What do members think about our projects (positive/negative perception)
- **Different measures:** Increase / Decrease in the number of projects, in interest in different projects
- **Consumer/member research:** Which field of law they are interested in (preferences) and demography

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Too Boring?



LET'S VISUALISE

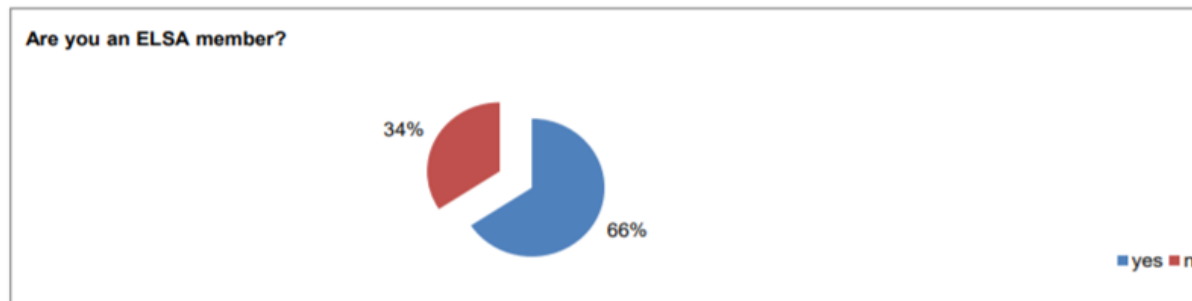


Market Research done in 2012 showed us

6. Are you familiar with the European Law Students' Association ELSA?	non-members (n=1775)	members (n=2405)
yes	71%	100%
no (go to question 8)	30%	N/A
total	100%	100%



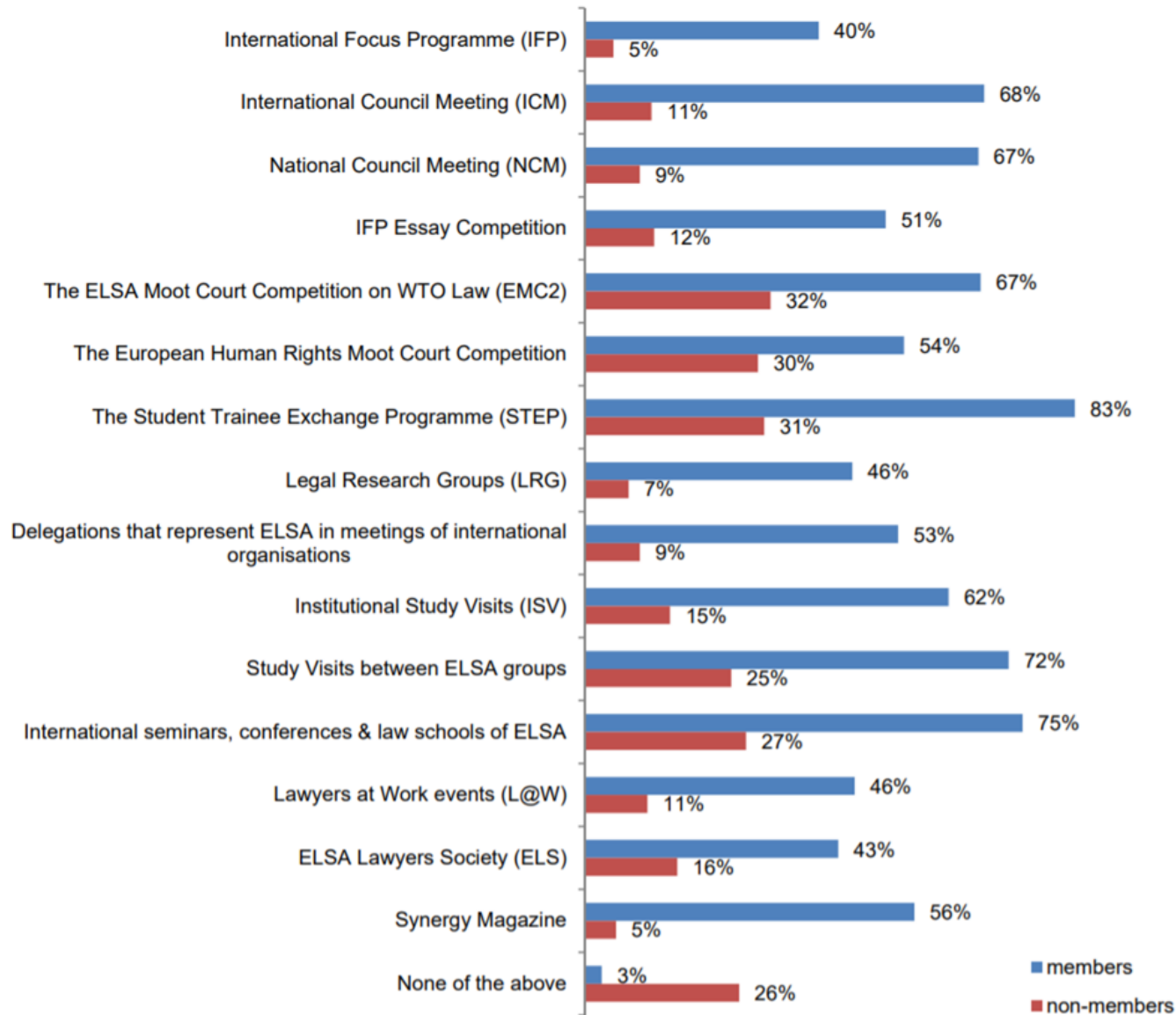
7. Are you an ELSA member?	frequency	percent
yes	2405	66%
no	1252	34%
total	3657	100%



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Did you hear about or are you familiar with the following ELSA activities? (Multiple answers possible)

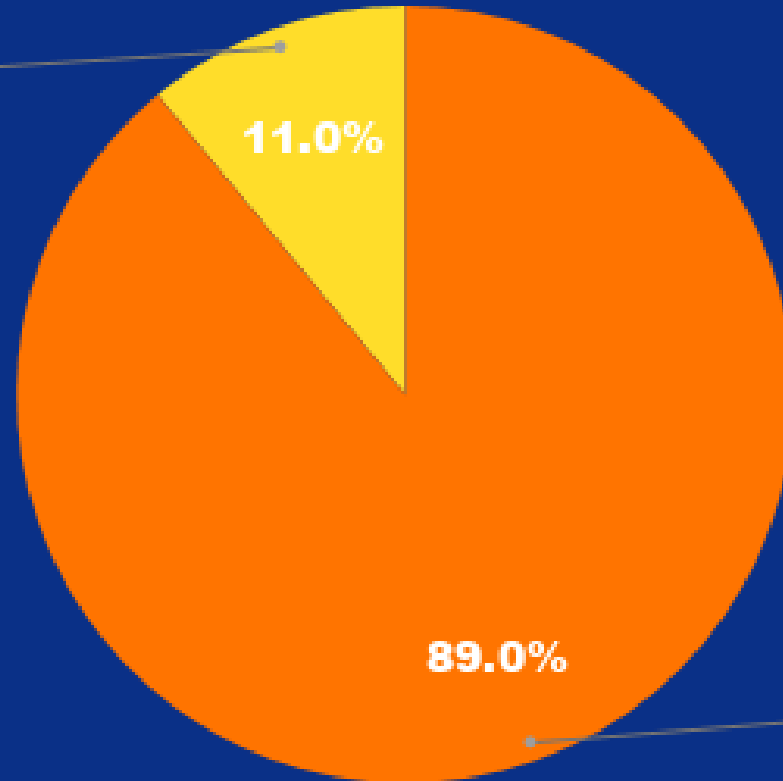


27th State of the Network Inquiry

MR as a PR Strategy

No

11.0%



Yes

89.0%

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Have you conducted a MR before?

