

Assessing challenges:  
**Getting efficient with  
market research**

Expert tips on how to get the data you need to help your company make better decisions.

# Market researchers rate their top 9 challenges

Change often comes with challenges and 2020 has had plenty. We talked to almost 2,000 market research pros and asked them about what keeps them up at night. Here's what they said.



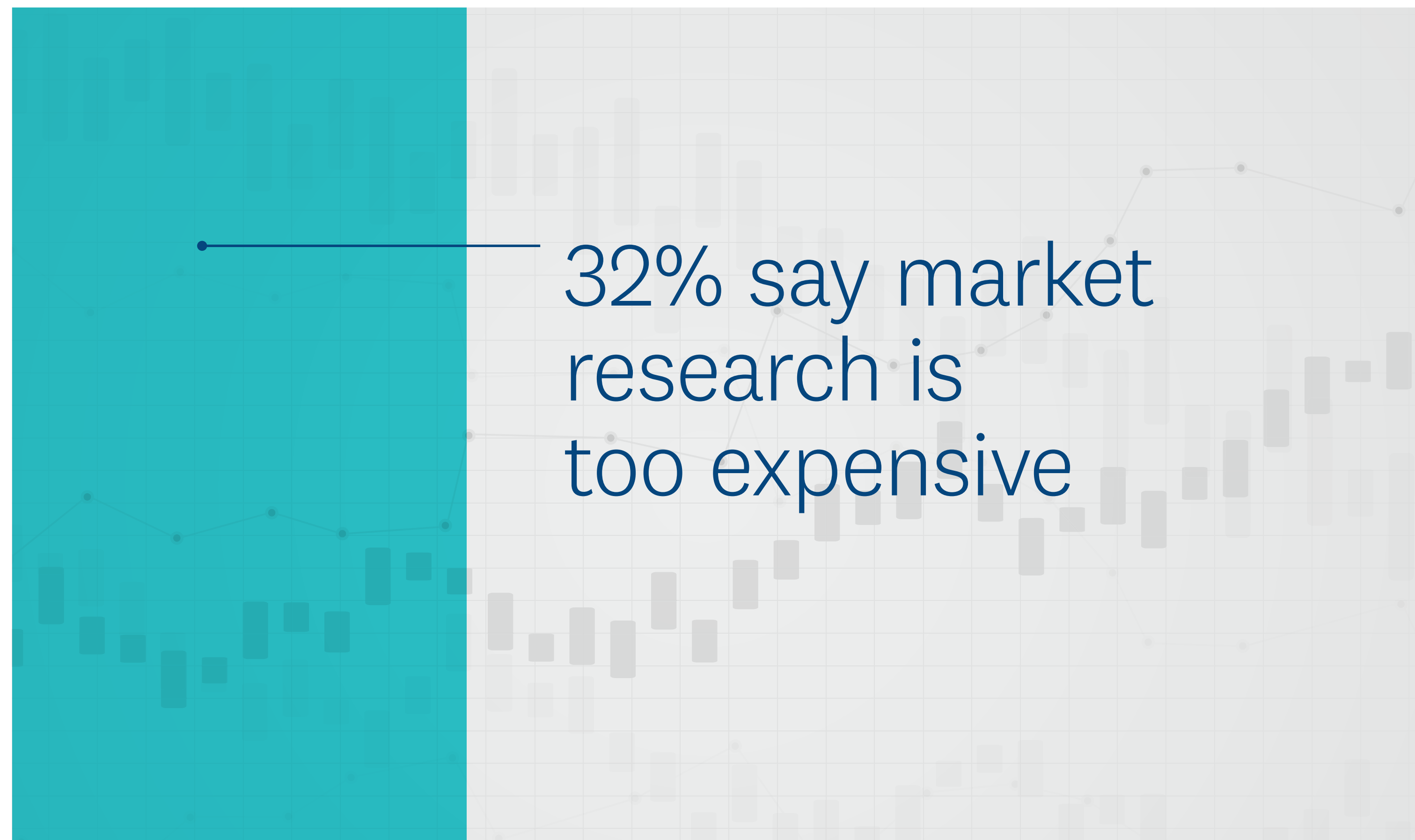


To make your budget work harder, think about research as a whole business venture not just in silos. Think about how the same research project could help marketing, product development, and sales.



**Jake Pryszyk**

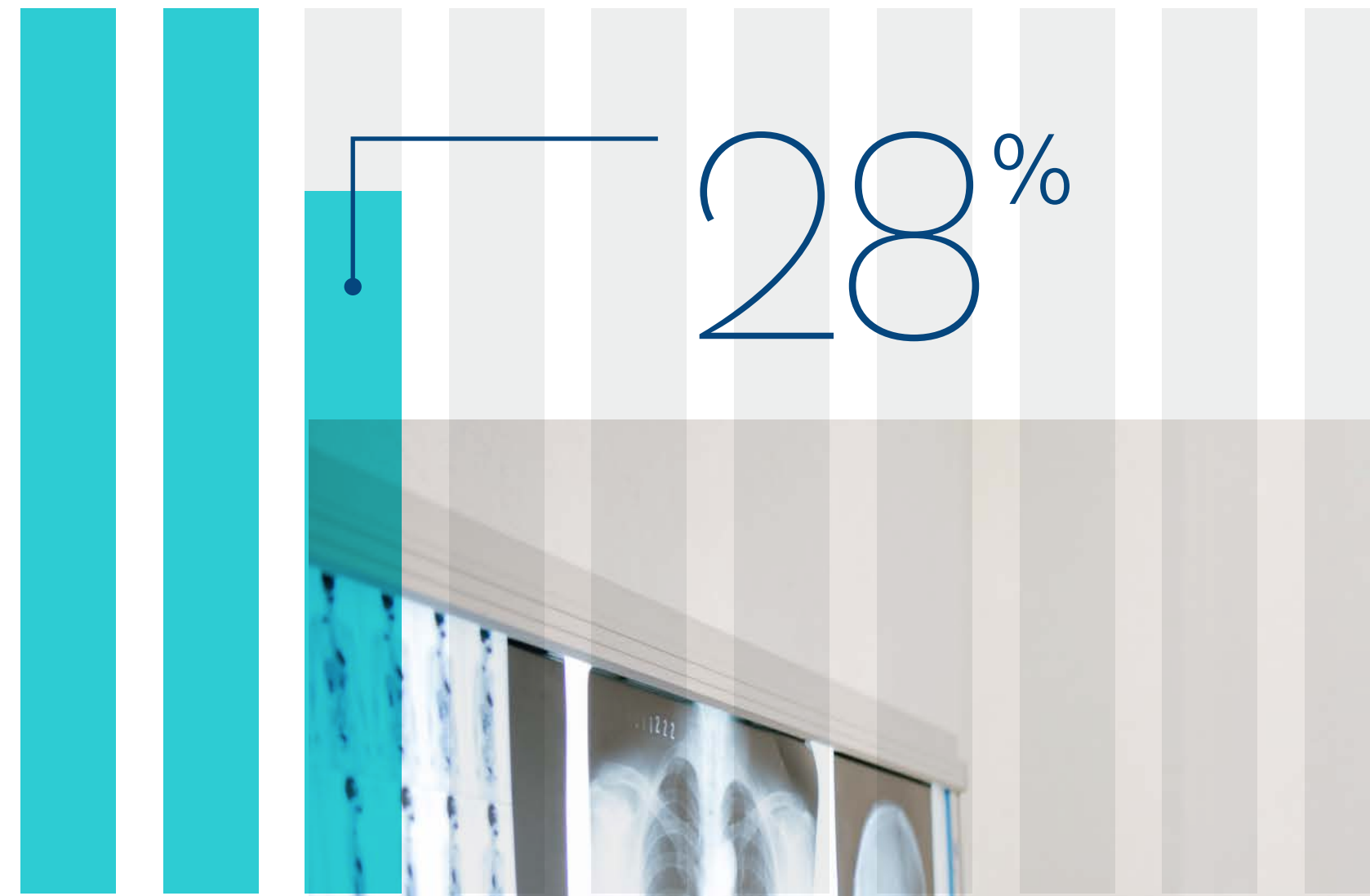
Market researcher & blogger  
The Research Geek



### **Takeaway**

Cost concerns are driving the need for a new approach to market research.


28% say being able to reach specific groups of people



**Takeaway**

Targeting a specific audience can get expensive so the choice of panel provider is key.





27% say keeping up with the latest methods

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Reach out to your vendors...you'll find many are offering new services to keep up with the fast pace of the changing consumer environment.



**Julie Levine**

Sr consumer insights manager  
Cuisinart

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**Takeaway**

Today's market is changing too quickly for traditional planning cycles. Companies need research on-demand.

27% say the market research process takes too long



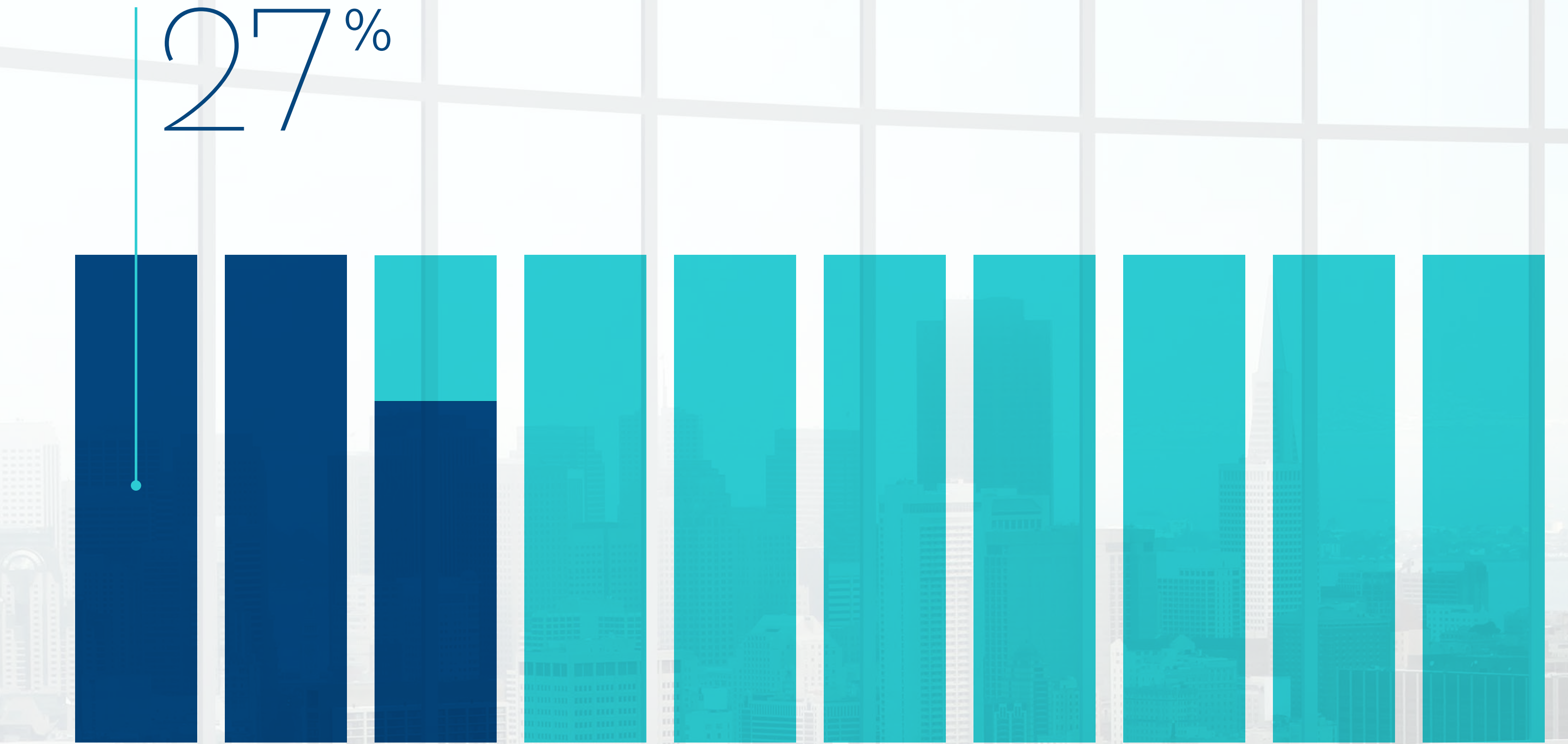
Obtaining relevant insights in a timely manner is essential to the success of a project or company.



**Robert McLoughlin**  
Founder & CEO  
DCDR



27% say they don't have enough research expertise in-house



**Takeaway**

Solutions providers are adding new functionality to their products and services that can bolster internal efforts.





Conduct an audit of your in-house customer data. What existing data could you look at in a new way, or as compared to a specific point in time?



**Erika Heald**  
Content marketing consultant

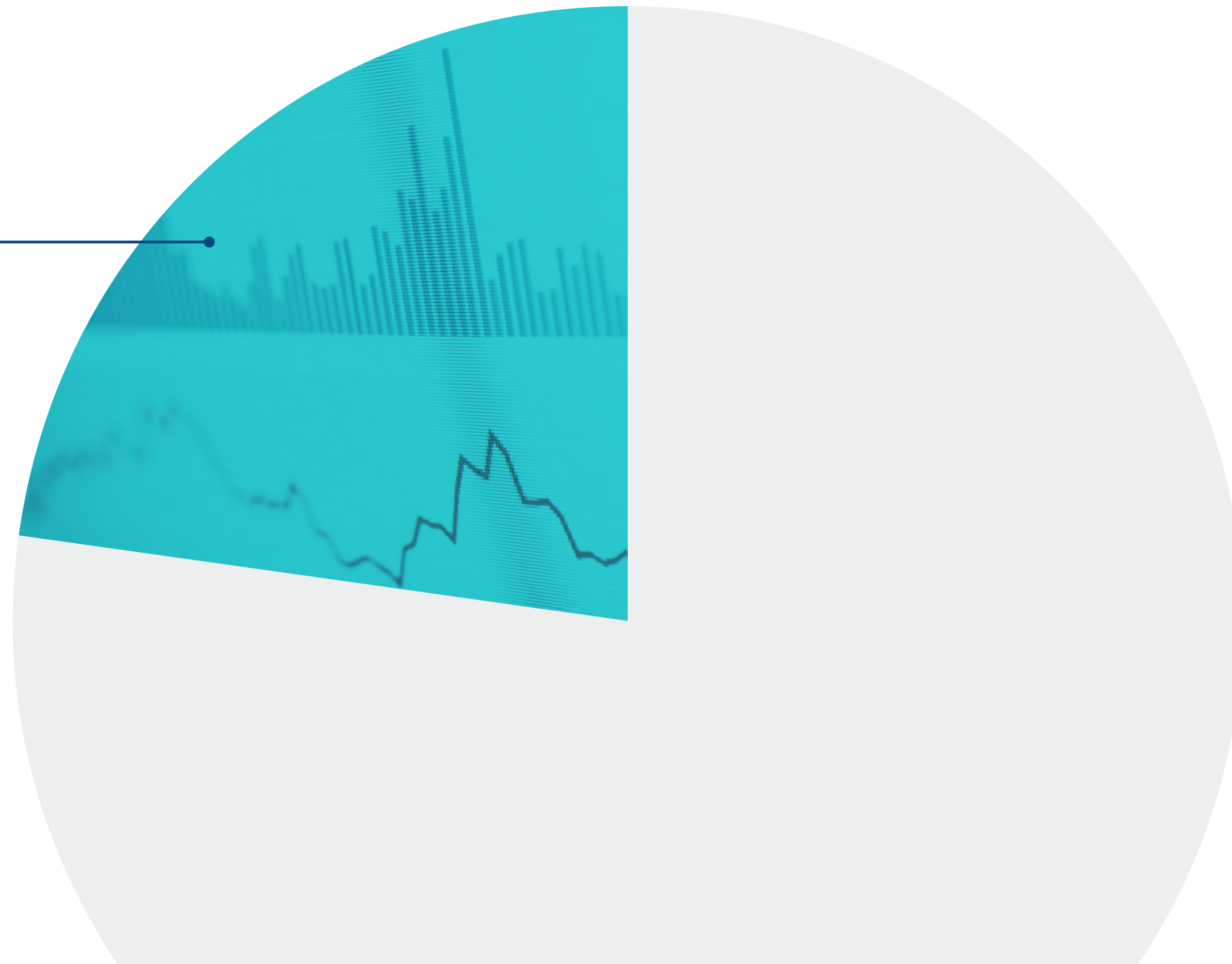


# 23% say their research team is too small





# 23% say they have a shrinking research budget



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In the end, it is not the total spend that will determine whether research is meaningful, it will be the thoughtfulness and quality of the initiative that will drive success.



**Steve Levine**  
Marketing consultant

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21% say the current tools they have access to are inadequate



One key to doing more with less is to standardize. Use survey designs and questions that have been used before and validated.



**Ray Poynter**  
Founder  
NewMR

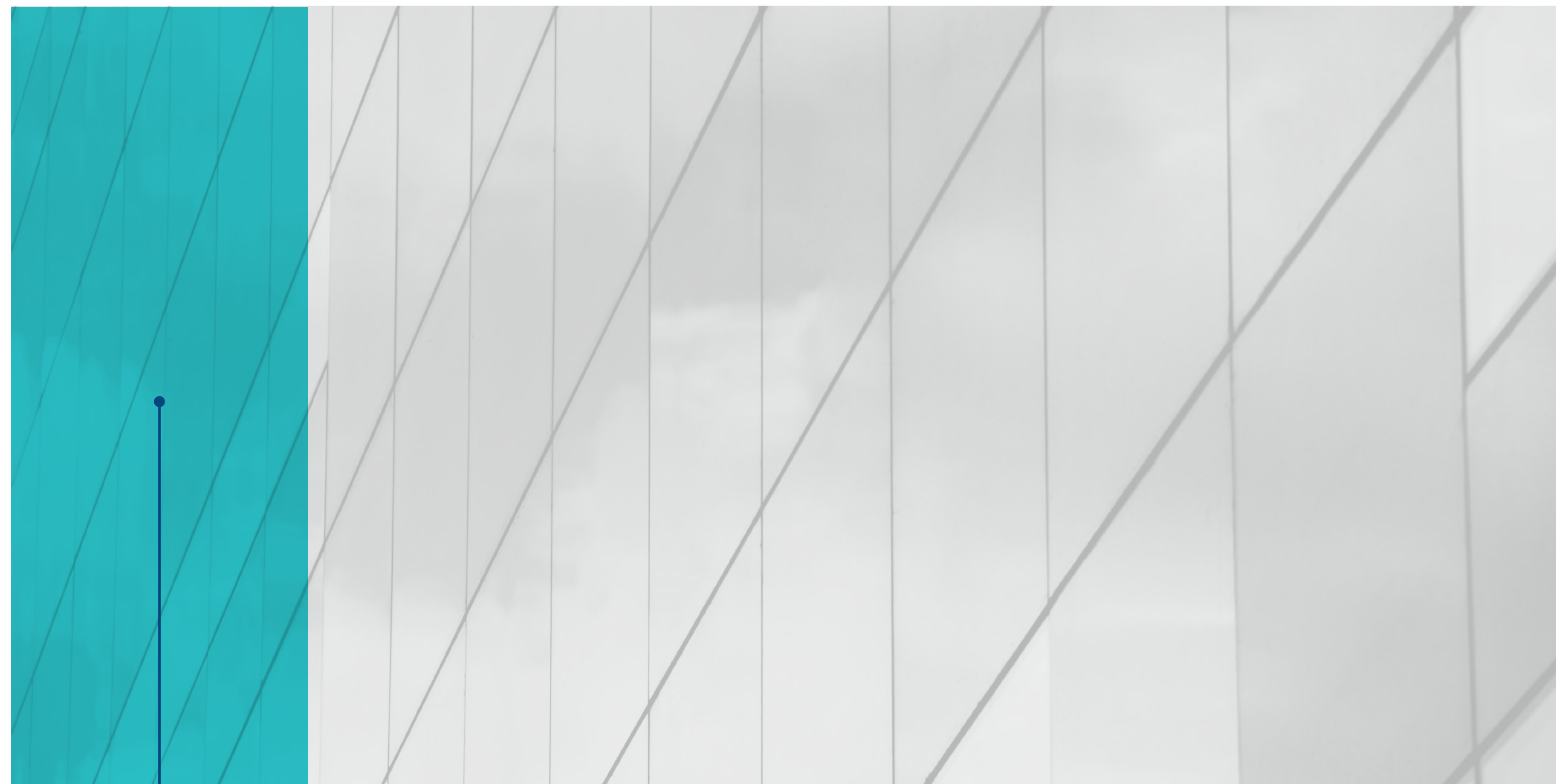




Design your study to answer the question and get to the “why” and your research will always be valued.



**Dyna Boen**  
Consultant  
Escalent



19% say their leadership doesn't value the research



## More from [the 2020 market research survival guide](#)

[Shift](#): Rethinking how market research gets done

[Adapt](#): How market research has been impacted by industry changes

[Align](#): How high-growth companies compete using market research

[Aspire](#): 3 steps to a market research-first culture