GRIT REPORT

Findings from the Q1-Q2 2017
GreenBook Research Industry Trends Report

With Expert Panelists From:
Panelists

Rick Kelly
VP of Product
FUEL CYCLE

Aaron Reid, Ph.D.
Chief Behavioral Scientist
Sentient Decision Science

Isaac Rogers
CEO
20|20 Research

Jennifer Vogel
Senior Director, Marketing
Toluna
### Sample Providers Should...

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Buyers</th>
<th>Full Service</th>
<th>Sample Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charge more for fielding mobile-unfriendly surveys</td>
<td>18%</td>
<td>27%</td>
<td>65%</td>
</tr>
<tr>
<td>Forbid fielding mobile-unfriendly surveys (with some exceptions)</td>
<td>55%</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>Restrict access to “mobile only” respondents if surveys are not mobile-friendly</td>
<td>62%</td>
<td>65%</td>
<td>63%</td>
</tr>
<tr>
<td>Consult with clients on questionnaire design</td>
<td>63%</td>
<td>53%</td>
<td>81%</td>
</tr>
<tr>
<td>Enforce length of interview limits</td>
<td>68%</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Advise on whether their samples are representative of a target population</td>
<td>88%</td>
<td>90%</td>
<td>74%</td>
</tr>
</tbody>
</table>

While clients, suppliers, and sample companies are becoming more aligned on issues around quality, **substantial differences remain around cost and the role of sample companies.**
EDUCATING
THE RESEARCHER OF THE FUTURE

GRIT
2017 Q1-Q2

CRITICAL THINKING 17%
TURNING INSIGHTS INTO ACTIONS 15%
DATA SCIENCE 11%
STORYTELLING 2%

SUPPLIERS
BUYERS
GRIT INSIGHTS
IMPACT BENCHMARK

THE IDEAL PROJECT
Generates measurable ROI
Clear storyline
Delivering consultative recommendations

BEST PRACTICES APPLICATION
Interacts regularly with senior stakeholders
Focuses on future growth strategy
Ensures all research aligned with business objectives
Uses multiple sources to address business issues

TECHNOLOGY STRATEGY
Has robust, multi-approach and evolving technology strategy

PROJECT PRIORITIZATION FACTORS
Prioritizes quality of insights over speed, cost & innovation
Thank You to Our Panelists!