



THE STATE OF MARKET RESEARCH 2020

Market researchers love their work, despite the challenges



80% said corporate demands on the market research team have increased in the past five years.



40% said that managing multiple projects keeps them awake at night.



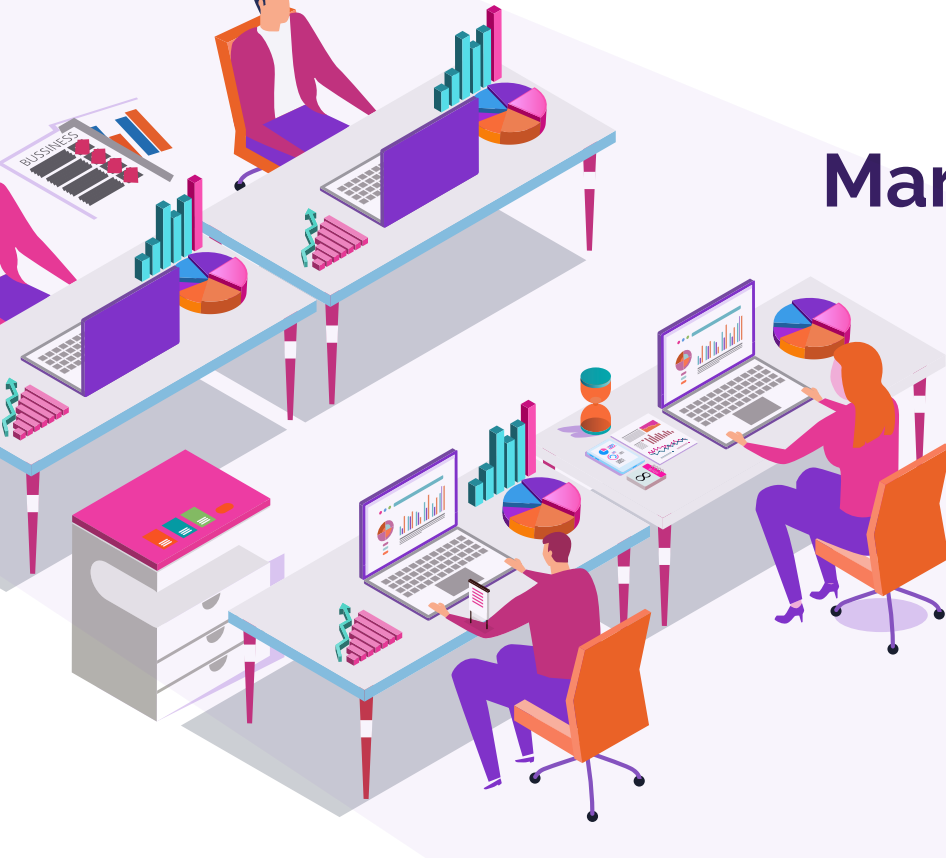
45 hours per week in 2019, 2018 and 2017.



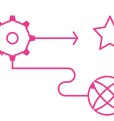
10% of market researchers said that they work through lunch every single day.



83% rated their job satisfaction as satisfactory or higher.



Market researchers spend most of their time on their favorite job tasks



20% said they prefer to analyze data for insights and tell their clients stories.



20% of a researcher's day is made up of managing vendors, programming surveys, or cleaning data.



18% of time communicating with clients, **17%** of time analyzing data, **14%** of time writing reports.

Innovative technology can improve market research, but most don't use it



70% of market researchers said competition between technology providers has increased.



2.7 is the average number of tools used. Advanced tech can help anxious market researchers create value.



9% said if they could change one thing about the industry, it would be to create "more technology innovation."

Even if the status quo makes you happy, technology is changing your industry — and it's time to embrace that change. To learn more about how Fuel Cycle is blazing the trail in market research methodologies, or to ask an insights expert how one of our products could help propel your business into the future, Request a Demo today!

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