



Worksheet: 12 Essential Questions to Ask Before Choosing a Market Research

Asking the right questions ensures your research investment delivers meaningful insights and measurable ROI. Use this worksheet to evaluate your options.

1

How quickly can the provider deliver actionable insights?

2

What is the size and diversity of their participant pool?

3

What is their experience in my specific industry or market segment?

4

What methods do they use to validate data quality and participant authenticity?

5

How flexible and customizable are their reporting capabilities?

6

Do they have demonstrated expertise validated by reputable or Fortune 500 clients?

7

Are they transparent about their pricing structures and methodology?

8

Can they adapt their research methodologies to fit my specific business objectives?

9

What are their processes for ensuring accuracy and reliability of the data collected?

10

Can their insights help mitigate risks and avoid costly marketing mistakes?

11

How do they approach client collaboration and communication throughout a project?

12

How do they ensure their services are cost-effective without compromising quality?