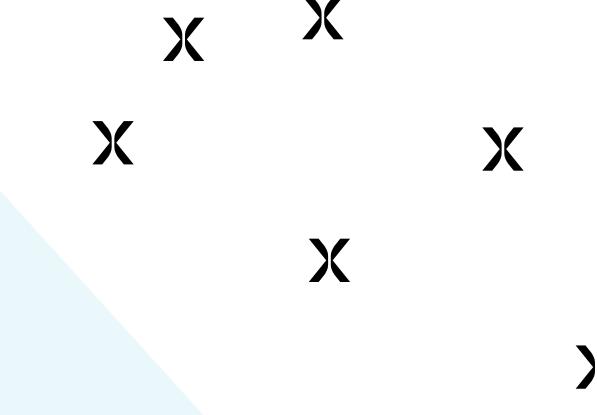


Everything you need to know about the 2021 GRIT Report

Each year leading market research publisher, GreenBook, releases the GRIT Report, the #1 strategic planning tool in insights today. This year, GreenBook approached NewtonX to help find 200 client-side buyers. Here are six key takeaways from the 200+ page report.





Unmet buyer needs in 2021: speed, ease, innovation.

GRIT asked respondents their biggest unmet needs, and if this need could be filled by external suppliers.

Faster research with easier implementation.

31% 20%

of providers/suppliers

of buyers/clients

Innovation is gaining traction in the minds of buyers.



of buyers are emphasizing innovation, the need to see new use cases and dynamic approaches to research from their providers.



Buyers and suppliers split on knowledge development: buyers seek deep business expertise; suppliers focus on market research innovation.

70% of buyers want to develop broader business knowledge, likely so they can elevate the insights function throughout the organization. On the other hand, 70% of suppliers focus on innovation and analytical skills to better serve clients.

Top priority skills GRIT tested in 20W1

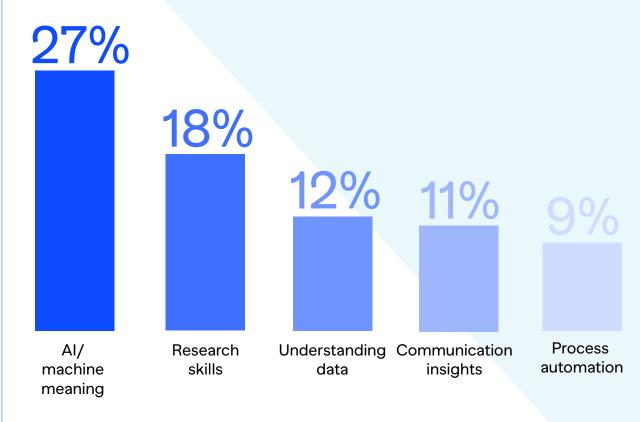
	Suppliers	Buyers
#1	Innovation focused	Business knowledge
#2	Analytical skills	Innovation focused
#3	Business knowledge	People skills
#4	People skills	Analytical skills



Al, machine learning, and the drive to increase efficiency is what's on the minds of B2B researchers.

When asked what trending topics were top of mind, both audiences place a significant emphasis on "process related" to drive efficiency and the efficacy of the research function.

Top 5 Industry Buzz Topics

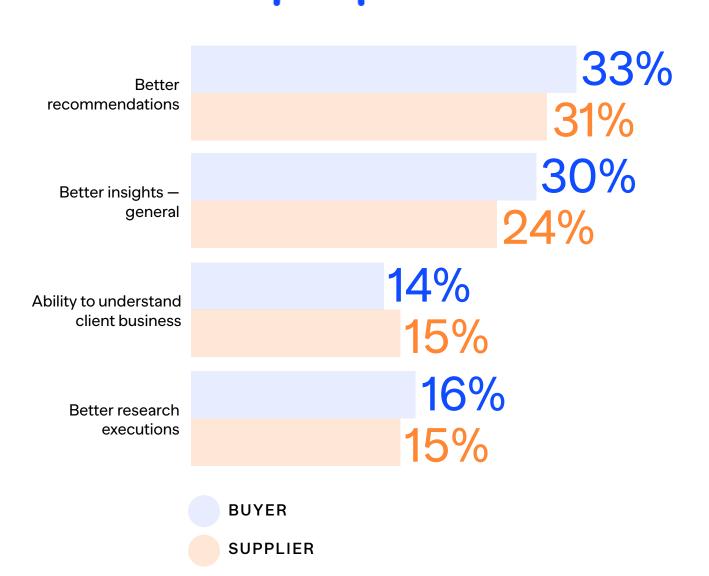






Project success = quality recommendations and insights







The best of the best: what best practices are "always" or "frequently" pursued?

	Suppliers	Buyers
#1	Research initiatives align with senior stakeholders' business objectives	Future growth strategy
#2	Future growth strategy	Research initiatives align with senior stakeholders' business objectives
#3	Explore new methods, technologies, business models, and partners	Regularly interacting with senior stakeholders
#4	Regularly interacting with senior stakeholders	Use multiple data sources instead of a single study to address business issues
#5	Give client access to active dashboards and visualization tools	involved in strategic planning sessions at the business unit level



The insights industry is not the same anymore.

Buyers are becoming more diversified, fragmented and tougher to reach.



Responsibility for "insights" is now shared across 12+ business units.

Buyers and suppliers care most about data analysis technology, and adaptability.



The new face of market research delivers accurate, automated verification that actively seeks out the right respondents and clean data.

Check out the full GRIT Report for a much deeper dive into the most recent findings!