



## **Top 5 Research Mistakes September 2025**

By Linda Rink, President, RINK Consulting

It's time for a review of market research best practices – *but in reverse!*

**Here are the five most common bad research practices that businesses are guilty of.**

***Anything look familiar?*** If so, you may be doing yourself a big disservice.

**1) Don't include enough money for research in your budget.**

If you don't know what types of research will be needed or how much to budget, at least include a sum based on previous years. Otherwise, you might find yourself scrambling when the need arises.

**2) Do "lip service" research.**

Examples include doing only one focus group – which can actually be worse than not doing any at all – as well as "quick and dirty" surveys which don't give actionable info.

**3) Skip research altogether.**

Yes, it's a way to save money, and some people feel they know all the answers anyway -- but that's a lot of risk to take. Also, just because you did a study three years ago doesn't mean the market hasn't changed. Current info is vital.

**4) Use qualitative research as if it were quantitative.**

Be careful when making decisions based on small, non-representative results. Qualitative research can be extremely useful for directional information and guidance, but is no substitute for data gathered from a larger, more representative universe.

**5) Do it all yourself.**

Do you consider a Google search to be adequate background research? Or a quick free Survey Monkey questionnaire that yields responses from 25 people? Better get a professional researcher's help!

**Don't waste your money on bad research.** Doing it right the first time will save you time and money -- and the risk of making poor strategic decisions.

*Need help with your market research needs? Contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com).*