

THE Q REPORT

CORPORATE RESEARCHER REPORT 2022

An independent study, written for and developed with the help of client-side marketing research and insights professionals



WELCOME TO THE NINTH ANNUAL QUIRK'S Q REPORT!

With the pandemic (hopefully!) behind us, for this year's survey of Quirk's readers we circled back to a topic we had looked at in 2017: tools and methods – their effectiveness; how they are chosen; and what factors influence their adoption.

In addition, we delved into department staff levels, years on the job, skill sets and job satisfaction and also asked about: the biggest MR-related change they foresaw their organization making in the coming year; the effectiveness of traditional and newer techniques; how they stay up to date on methods and techniques; and areas of frustration with marketing research.

The purpose of the report is to give corporate researchers (those

whose job it is to gather, analyze and disseminate insights about their organizations' customers, products and services) an in-depth look into their world, helping them learn more about what their peers and colleagues are doing and also benchmark themselves and their departments.

The Q Report work life and salary and compensation study of end-client/corporate researchers is based on data gathered from an invite-only online survey sent to pre-qualified marketing research subscribers of Quirk's. The survey was fielded from June 22 to July 18, 2022. In total we received 1,799 usable qualified responses of which 677 were from end-client researchers and used for this end-client re-

port. An interval (margin of error) of 2.28 at the 95% confidence level was achieved for the entire study. (Not all respondents answered all questions.)

We want to thank all of our client-side readers who took the time to complete the survey and provide their candid thoughts.

We also want to thank our content partners for sharing their industry insights. InnovateMR tackles data quality and cyberfraud. GLG explores value-based pricing. Forsta outlines the philosophy that will shape the future of research. And Brandwatch highlights researchers' biggest challenges.

We hope you find this report useful. Please let us know how we can make next year's edition more informative and valuable to you.

Sincerely,

Joseph Rydholm
Editor
joe@quirks.com

THANKS TO OUR CONTENT PARTNERS FOR SHARING THEIR INDUSTRY INSIGHTS:

InnovateMR tackles data quality and cyberfraud.

GLG explores value-based pricing.

Forsta outlines the philosophy that will shape the future of research.

Brandwatch highlights researchers' biggest challenges.

CONTENTS



62 OF QUAL AND QUALITY

Ninth annual Q Report finds abiding faith in qualitative methods and growing worry about data quality threats, reestablishing relevance

By Joseph Rydholm, Editor >> Quirk's Media

LINKEDIN AND CLIENT-SIDE RESEARCHERS 70

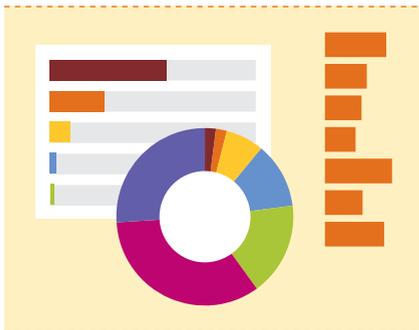
Are end-client researchers using LinkedIn?

By Emily C. Koenig, Digital Editor >> Quirk's Media



73 RESEARCHERS PRIORITIZE FLEXIBILITY, JOB SATISFACTION

By Marlen Ramirez, Assistant News & Content Editor >> Quirk's Media



INDUSTRY INSIGHTS

64 Let's get real: There is no silver bullet for cyberfraud



67 Getting value-based pricing is difficult, but worth it



68 Winning strategies for research agencies: Connecting research and human experience



70 The biggest obstacles for market researchers – and how to overcome them



QUIRK'S MEDIA

Quirk's Marketing Research Media
4662 Slater Road | Eagan, MN 55122
651-379-6200 | www.quirks.com

Publisher
Steve Quirk
steve@quirks.com | x202

Editor
Joseph Rydholm
joe@quirks.com | x204

Digital Content Editor
Emily C. Koenig
emilyk@quirks.com | x210

Assistant News & Content Editor
Marlen Ramirez
marlen@quirks.com | x212



Download the Quirk's magazine app to view this report.



An interactive downloadable PDF copy of this report is available at www.quirks.com



Follow us on Twitter @QuirksMR.



OF QUAL AND QUALITY

Ninth annual Q Report finds abiding faith in qualitative methods and growing worry about data quality threats, reestablishing relevance

By Joseph Rydholm >> Quirk's Media

Qualitative research often gets a bad rap. It's old-fashioned, it's too basic, it's not projectable, the detractors say. While there is some truth to each of those criticisms, qual has endured for decades and, if the results of our ninth annual Q Report survey are any indication, it looks set to do so for many more.

Similar to the 2017 Q Report, a focus of this year's survey was tools and methods – their effectiveness; how they are chosen; what factors influence their adoption – and while tech-driven quant approaches acquitted themselves well, mobile qualitative notched noticeable increases in the percentages of respondents labeling them as effective or very effective compared to 2017.

(The data is remarkably consistent across the five-year span; percentages for most other tools and techniques were within a few points of each other. Traditional in-person focus groups held their own, earning a slight increase in the percentage of effective or very effective, from 83% in 2017 to 86% in 2022.)

In 2017, a combined 67% said online qualitative/focus groups were effective or very effective. For 2022, that number rose to a combined 83%.

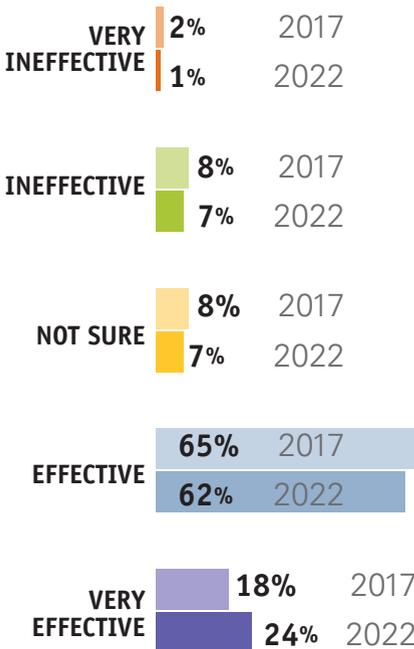
In 2017, combined 44% said mobile qualitative was effective or very effective. For 2022, that number rose to a combined 58%.

We didn't delve into the reasons for these assessments but it's likely that many 2022 respondents viewed the digital qual methods as lifesavers during the pandemic, perhaps turning to them out of necessity but obviously pleased with

their efficacy and utility – especially against the backdrop of concern some respondents expressed this year over panel data, which can be tainted by fake respondents and other bad actors. To be sure, people can lie their way into focus groups and fail to give truthful answers during them but qual’s in-person nature definitely has a leg up on panel research’s black-box anonymity for those worried about who’s answering their research questions.

Along with delving into department staff levels, years on the job, skill sets and job satisfaction (see accompanying content for a deeper dive on those findings), we asked about: the biggest MR-related change they foresaw their organization making in the coming year; the effectiveness of traditional and newer techniques; how they stay up to date on methods and techniques;

How effective do you think traditional focus groups are at providing quality data and insight?



and areas of frustration with marketing research.

Predictability and stability

Innovation is certainly critical in any industry – marketing research is no different – but for as much as MR industry observers, vendors and VC-backed startups scream about the need for innovation, our study finds that researchers and their internal clients place much more value on predictability and stability when it comes to picking and using MR methods. And while new doesn’t necessarily equal scary, it does introduce an uncomfortable level of uncertainty when huge business decisions are being made, respondents told us.

If we can try new methods in a cost-controlled environment, that is preferable. We also need to make sure the new methods are going to allow us to meet business needs (i.e., getting the clarity of responses we need, adequate numbers of responses, credible data, respondents in the right demographics), so we vet them that way, too.

I consider what business and research questions we are trying to solve and consider new approaches as one of the options to address these. The importance and visibility of the objectives often dictate whether or not I feel we can take the risk of trying something new.

On top of or in addition to that, even if a tool or method seems to have great promise there need to be other forms of proof – a case study, a recommendation from a friend or peer, etc. – in order to make the leap.

I keep an eye out for new and proven research and analysis techniques via

refereed professional journals, data science books and by maintaining close connections with academics in marketing, behavioral science and computer science. (Vendors are generally my least-reliable sources.)

I look at the evolution of the methodology. I’m interested in learning what its original purpose was and how much it was altered in time. In general I appreciate robust methodologies with a precise purpose, not multipurpose. No matter how innovative the methodology, I do not believe in one size fits all. I find it more effective to work with more tools/methodologies that complement each other.

Caution is the watchword

Also similar to 2017, we asked respondents to characterize their organizations’ tendencies when it comes to adopting new methods and the 2022 numbers are nearly identical. Caution still appears to be the watchword here, with 45% saying they are among the late majority and 16% placing themselves in the slow-to-adopt camp. These findings line up with years of observations from the various open-ends that indicate experimenting with new approaches for the sake of it doesn’t fly with readers’ internal audiences, many of whom are happy to rely on traditional methods they view as safe and dependable.

Beyond internal resistance, B2B researcher readers cited respondents themselves as an impediment to change:

Our research must be conducted among a very small B2B target market. The average age of the ultimate customer is mid-50s and many in the target market resist new technologies.

Our [main] industry is B2B medical professionals, so adoption of new tech is slower among our primary target.

Those working in heavily regulated industries are also often limited in their ability to easily switch to new approaches.

Cost, of course, is the No. 1 consideration and barrier to trying new tools, followed by a host of other factors: internal comfort with familiar methods; the chicken-or-the-egg problem of new tools' lack of a track record (if nobody tries them, how can they prove their value?); and the horrors of procurement.

In part, we don't think about these new techniques as much. In addition, it's harder for our internal clients to agree to a new methodology given the

uncertainty of the outcome; having never used it before, it's unproven to them.

They're so far behind in general market research adoption that even the most basic approaches are new to them. It's a matter of getting them used to even the idea of research before jumping into the latest & greatest approaches.

I feel somewhat slowed down by connecting business needs with trustworthy outputs (and sometimes with new suppliers) and the fast pace my partners expect.

If I'm given full latitude to bring on my own vendors, I'm an early adopter. If the business wants to approve, everything slows down.

I wouldn't want to rely on something new and unproven to make important business decisions. If something is proven to work, then I'd consider using new methods.

Limited by our horribly restrictive approved supplier list. There is internal marketing and insights support for innovation but trying new suppliers is a nightmare with contracts.

Another impediment, apparently, is old white guys.

Budget restrictions and old white guys making the budget decisions.

Number of decision makers from a certain era.

Old people leaving the company and new people coming in helps a lot. The

SPONSORED CONTENT

LET'S GET REAL: THERE IS NO SILVER BULLET FOR CYBERFRAUD

By Lisa Wilding-Brown
Chief Executive Officer, InnovateMR

Data quality is and will always be at the top of researchers' minds in the insights industry. How in today's ever-evolving climate can you trust that your data is reliable? Even though this issue has grown and changed over time, it remains fundamentally the same: There will always be fraudsters looking to cash in on survey incentives.

There isn't a silver bullet for cyberfraud and there is no way for any one company to completely solve this issue. I've spent the lion's share of my career studying fraudsters, understanding their motives and tactics and building solutions to be more proactive in catching these nefarious users. I'm deeply passionate about this topic and I strongly believe it is time for our industry to have a major wake-up call.

In my testing over the years, I've seen sample providers large and small deal with this problem. It isn't a matter of if, but when you will encounter an issue with sample quality. According to Accenture, 68% of businesses today feel that their cybersecurity is at risk on multiple fronts and this is expected to rise in future years as fraudsters become increasingly sophis-

ticated. Cybersecurity Ventures, a leading security publisher recently featured in Forbes, predicts that cyberfraud will cost \$10.5 trillion globally by the end of 2025. It's a very real and material problem, not only for our industry but many others as well.

There are many resources available to fraudsters that explain how to start the process. There are videos on how to start a device farm and where to buy inexpensive phones. YouTubers have a ready-made bot that you can freely use and even upgrade to a more powerful version. There are tutorials outlining the blueprint of success for a survey screener; they know what the insights space routinely looks for. Another helps viewers leverage

older stakeholders just want to do what was done before and don't like taking risks – even though one of our company values is bravery.

In lieu of full-blown pilot tests, readers cited a few useful strategies for assessing new approaches:

We layer new techniques into projects with core traditional elements to allow stakeholders to dip their toes into a method without putting all eggs in untested basket.

We use low-cost trials to help gain internal adoption.

While cost is understandably a primary influence on the choice to implement new methods, data quality, with its whopping 70% of “extremely important” votes, is clearly

the main driver, with factors such as speed of deliverables, question flexibility, audience specificity and in-depth analysis of data earning high percentages of “very important” or “extremely important” assignments.

Biggest change

To this year's question about the biggest MR-related change they saw their organization making, responses largely centered around staff sizes (hoping for expansions, bracing for reductions), shifts in tool and method usage (many mentions of doing more DIY, agile and AI-powered research) and adjustments to the internal view and use of the insights function.

There were more mentions than in past years of creating in-house/proprietary panels, likely

due to the kinds of concerns about data quality and panel sample they expressed in answering a later question about areas of the industry that frustrate them.

And several indicated plans to add or enhance voice of the customer initiatives.

We are starting (and I do say “starting” loosely) to consider merging customer feedback with operational data as part of our new voice of the customer platform we are implementing this year with a vendor.

Some report leaning on vendors for more work since they can't find in-house people to hire; others say they are reducing their reliance on vendors and bringing more work in-house, either due to budget cut-

INDUSTRY INSIGHTS

residential proxies that serve to hide their true location.

Getting started in the fraud industry is incredibly easy. You can rent a virtual datacenter for \$120 which will help you transform a single computer into 1,000 virtual computers with unique device features. You can rent a residential proxy service for \$60 to spoof your geolocation and IP address. You can leverage the AWS QA virtual device. With nominal upfront costs of \$200 or so, the return on investment is incredible. On the consumer side, a casual fraudster can make \$120,000 annually with ease. For B2B research, which is a common target due the high incentive payout, a fraudster can cash in further at \$180,000 annually.

Tackling these issues can be intimidating but it's important that we as researchers take our power back and get ahead of these fraud innovations. There are both tactical and strategic things you can do to better position yourself and produce higher quality results.

- **Assumptions are dangerous.** It is critical to scrutinize your data closely and work with partners who are transparent and open about the challenges facing our industry.
- **Fraudsters study our ecosystem closely and they prey on predictability.** Changing our tactics is key to keeping the fraudsters on their toes.
- **No one is impervious to fraud but there are some who are more proactive than others.**

It is important to ask the tough questions and work with partners who will give you a transparent view when things go off track.

- **Recognize and accept that quality really exists at the participant level.** There are good and bad users in every source online.

There is no such thing as perfect and there is certainly no silver bullet but we can do so much better!

innovate 

www.innovatemr.com

backs or the need for more control of project completion timelines.

We're planning deeper dives into our current portfolio. The last few years have been very focused on innovation and new platform growth. Now we are very focused on platform efficiency and improving/maximizing what we already have and is working!

Leadership changes are also impacting internal research functions – mostly in a good way.

Executive support for organic growth (vs. acquisitive growth) is growing. As a result, we're excited to see new product management roles open up that are dedicated to identifying innovative opportunities and we're getting some really engaged champions behind marketing research initiatives. As a result, we're seeing our requests for research increasing overall vs. prior years.

Our new CEO is placing more emphasis on voice of the customer and I expect the demand for our services to continue to build.

We have a new CMO in our division. She is promising to help get a team of four to support insights (up from just me).

We have had a change in leadership and they value vendors. We historically have done the majority of our research in-house and it's likely that is going to get outsourced.

Most frustrating

Late in the survey we asked an open-end about the areas of marketing research that respondents find most frustrating and readers didn't hold back. Falling response rates and data quality in general – panel

data in specific – were top of mind for many.

Data quality from sample vendors. We regularly refuse/return nearly 50% of all gathered data as it is rife with fraud (as evidenced by open-end responses and failing red herrings). CPI for our target audience is typically \$80+ and it's just crap.

I've encountered some really awful sample over the past year. And that scares me because what I'm doing now (very expensive B2B research) requires top-quality participants.

Panel sample. It's horrible. We all just accept that 15-30% of the sample is complete crap and maybe, with a little diligence, we can clean out most of that and be left with 5-10% that's still crap, but we're not sure which ones.

Sample quality has really gone downhill, despite security measures in place. I get so many questionable completes in my data. It's really sad and frustrating.

Keeping response rates up. Moving outside of our current lists into respondent lists that are not our "core" is also difficult as it requires reviewing panels that are available through different suppliers.

Elsewhere, annoyances generally fell under a handful of categories, including internal pain points, tools and the industry overall.

Pain points

Internal clients who want a project yesterday but who delay the project by months after we've hired a vendor.

The focus on new technology and automation. The strength of MR is in

people analyzing data in the context of business. What is being called AI can't do that.

Old-school methods that my organization still insist on using (paper mail surveys!).

The amount of research that gets done that is unnecessary. We need to be better as an industry of saying no when research isn't needed or won't answer the question.

It's the red-headed stepchild in most CPG organizations who at the same time say, "Everything we do starts with the shopper/consumer."

Tools

Robust DIY survey platforms that are mobile-first. The good platforms are laptop-first, mobile as an afterthought and we need the exact opposite.

I hate cheap survey tools and anything that "democratizes" any part of the business. We need to remove self-service research by the untrained.

I would love to find a really great online survey tool that allows me to do full analysis too – they all claim to but I always end up pulling data out and analyzing elsewhere.

(1) Relying on modeling to describe/predict consumer behavior and foregoing actually talking to consumers. (2) Using NPS as the primary indicator of customer satisfaction/loyalty. (3) Effectively integrating text and voice analytics into analysis of customer perceptions (problems/opportunities).

Online surveys are our bread and butter. But response rates are reaching a point where they will no longer be fea-

SPONSORED CONTENT

GETTING VALUE-BASED PRICING RIGHT IS DIFFICULT, BUT WORTH IT

By Bernd Grosserohde
Director, Strategic Solutions Operations, Product and Pricing Practice Area Lead, GLG

Establishing the right price isn't easy. Value-based pricing helps you monetize a brand's true value. It requires comprehensive knowledge of what your product is worth to your customer or prospective customers.

Pricing insight is elusive

Value-based pricing should be tied to product development. Companies should develop products with a clear understanding of what customers value and what they'd pay for it. The willingness to pay, an essential – but elusive – insight.

Historical sales numbers are not helpful. They describe prices customers have previously accepted but not what they will pay later. It's also difficult to ask customers directly about price. Many will give a price below what they're willing to pay.

Insights about customers' willingness to pay are also time-stamped. Consider how the pandemic has disrupted people's willingness to pay for travel or office space, or how cloud computing has disrupted the willingness to pay for software and infrastructure. Businesses cannot trust today's value-based price to hold steady indefinitely.

It is almost always worth the effort of gaining insights into customers. But smart pricing requires more than asking about price acceptance in a survey. Pricing research should consider the customer's perspective on the perceived value of products, benefits and features throughout the entire product life cycle.

There are two methods to discern customers' willingness to pay. The first is a simple tool to understand price sensitivity in early product development. The second is more complex and extremely powerful. It's an approach for innovation and for the optimization of product and price together.

Toward effective pricing research: Van Westendorp

The first method, Van Westendorp's Price Sensitivity Meter, identifies critical price thresholds, it does not directly ask about the accepted price.

In a survey, we would introduce a product or service concept and ask, "At what price would you say that this product is cheap, so that you would doubt the quality? Or too expensive, so that you would no longer buy it?" This early insight can help to align product development and pricing from the beginning.

This method is not recommended for testing multiple concepts. If you have four ideas, you don't want to ask these questions four times in a row in the same survey. If you want to understand what constitutes added value as perceived by customers, or to optimize the price architecture for a portfolio of products, there's a better method.

Toward effective pricing research: conjoint analysis

Conjoint analysis, or discrete choice models, is popular across many industries. Many companies use the

method regularly as they can see how accurately it explains and predicts the choices people make when buying products.

You can use conjoint analysis to price both products and optional features. It can determine the best feature and benefit mix in new product development. It's also great for existing products that need to be adapted to changing customer needs.

So how does it work? We break a product into parts, like a house made of Legos. In a conjoint survey, respondents would not assess bricks, roofs or doors, they would choose among houses. From these choices, we can derive the perceived value of bricks, roofs and doors. These perceived values can then create "what if" scenarios and build hypothetical new concepts and products and simulate that preference share among customers.

In the conjoint exercise, we do not ask direct questions – we ask them to make choices. They probably won't know that this is a pricing study. They are just expressing their preference. The goal is to learn how customers would choose in hypothetical situations, not to understand choice among current products.

Learning from data, as opposed to only having the data, requires a full grip of your underlying business goals. The two sides complement each other. Bringing methodology, expertise and subject matter knowledge together in an efficient way is a challenge, but it'll be well worth the effort.

Want to learn more? Visit www.glginsights.com/surveys/.

GLG

www.glginsights.com

sible. Fortunately I built an in-house panel a few years ago and they still respond well. But I can't use them for everything.

The industry

Endless new buzzwords – same challenge, just a new word to describe it.

Excel sheet-based surveys that force translators to twist sentences into pretzels to match English syntax.

As an industry we often oversell new research approaches as the next best thing to drive new business. We often do this at the expense of actually knowing the capability of the new

approach and if it is stand-alone or needs to be used with more traditional approaches to get a full picture of the research. Based on the sales pitch, customers think the new approach will give them complete market clairvoyance only to be disappointed. I give you “big data.” It was oversold by the industry and we do not hear it in the marketing pitches anymore (it's been renamed), but it is a great tool when the marketing firm and the customer begin the process with an actual question used to interrogate the data set.

[Marketing research] hasn't marketed itself well enough compared to UX research, design thinking, etc., which make MR seem old and staid.

It really appears that the majority of researchers in the industry (or maybe just the most vocal ones) these days automatically jump on the latest bandwagon and ignore input/data that doesn't agree with their beliefs. I think there's a lot of data being missed from regular people solely to agree with their preconceived notions and narratives. It seems like the industry has become a herd of like-minded individuals instead of people who are willing to look for answers that they may not like or agree with.

Social media becoming the go-to just because it is easy to scrape the web and quickly produce results. It's terrifying to see decisions being made at C-suite level simply by looking at

SPONSORED CONTENT

WINNING STRATEGIES FOR RESEARCH AGENCIES: CONNECTING RESEARCH AND HUMAN EXPERIENCE

By Mike Stevens
 Founder, What Next Strategy & Planning

At Forsta, we get to see both sides of the research and experience industry. Not only do we work with hundreds of research agencies around the world, we also work with some of the world's most dynamic and forward-thinking client organizations.

Many of the world's largest companies use our technology to understand their audiences, identify opportunities and improve experiences.

This unique position has helped us see how successful innovators

are bringing together the disciplines of customer experience, customer insights and market research. They overcome internal silos to pursue a holistic understanding of their most important stakeholder: the customer.

We believe this philosophy will shape the future of the research and experience industries and we have a name for it.

We call it **human experience**, or HX.

Human experience unites the capabilities, data and technologies

that help companies understand the people they serve. It's underpinned by software but it's really a philosophy and a framework.

It's about creating joined-up insights about people – be they customers, colleagues, patients, citizens or any other group.

These *whole-person* insights come from connecting qualitative and quantitative research, integrating behavioral data with feedback and working across market research, user research, customer experience and employee experience teams.



social media. But because it is quick it becomes the go-to, irrespective of who the sample truly is.

Back to work

We didn't ask any questions about it, but it was rather surprising to not find a single mention of COVID-19 or its impacts and aftermaths across the many responses readers gave us. And while it would probably be inaccurate to say the industry is over the pandemic, the comments this year have a "getting back to work" feel. Researchers are concerned about response rates and data quality – two core issues with a direct impact on what they do and the value they provide for their organizations. They seem satisfied

with the tools that are available to them, especially the proven ones like traditional and digital qualitative, but, perennially understaffed

and underfunded, are always on the lookout for ways to do more with less. 

METHODOLOGY

The Q Report work life and salary and compensation study of end-client/corporate researchers is based on data gathered from an invite-only online survey sent to pre-qualified marketing research subscribers of Quirk's. The survey was fielded from June 22 to July 18, 2022. In total we received 1,799 usable qualified responses of which 677 were from end-client researchers and used for this end-client report. An interval (margin of error) of 2.28 at the 95% confidence level was achieved for the entire study. (Not all respondents answered all questions.)

INDUSTRY INSIGHTS

Many research agencies already do this and are capitalizing on the movement to HX. The benefits they see include:

- **Better-quality insights** for their clients that combine different signals and methods.
- **Agency growth** from new customers beyond the traditional market research or consumer insights department.
- **New revenue streams** with income from continuous monitoring, behavioral data or strategic workshops – not only primary research.
- **Higher revenue growth** from new HX categories: CX management, for example, is forecast to grow at 18% annually between 2021 and 2026¹ – vs. 3% for established market research.²

This "shift to HX" manifests itself in several ways, such as adding experience management to research

capabilities or designing insights projects that seamlessly connect quantitative and qualitative perspectives.

Dublin-based agency W5, for example, measures business customer satisfaction with voice, mobile and data services for eir Large Business using customer effort (CE) and Net Promoter Score. This program helped to deliver reduced churn, improved revenue and significant long-run cost reductions.

Elsewhere in the world, Brazilian research consultancy Albar Research wanted to understand the roots of childhood obesity across Latin America. They combined online surveys and smartphone diaries to collect rich insights from parents and children across the region.

There are many more examples like this on the Forsta website,

where you can read stories of agencies building human experience capabilities around a core of market research.

More winning strategies for market research agencies

Read more about Forsta's take on the coming golden age for research agencies and the key strategies being implemented in our full white paper.

References

- 1 Customer Experience Management Market – Growth, Trends & Forecasts (2021–2026), Mordor Intelligence
- 2 Evolution of the Data, Analytics & Insights Industry: a forecast to 2023, ESOMAR



www.forsta.com/winning-research-agency-strategies-connecting-research-human-experience/

LINKEDIN AND CLIENT-SIDE RESEARCHERS

By Emily C. Koenig >> Quirk's Media



So, in addition to our usual lineup of options for staying up to date, we decided to add “read and participate in LinkedIn posts” to our survey.

41% of respondents indicated that they read and participate in LinkedIn posts



Corporate researchers and social media

Are end-client researchers using LinkedIn?

It turns out that the majority of Quirk's respondents do not turn to it as a resource for staying up to date on methods and techniques. Forty-one percent of respondents selected “read and participate in LinkedIn

As members of a fast-paced industry, marketing research and insights professionals across the globe recognize the importance of tracking trends and keeping up with the latest techniques, but the way they go about it changes with time.

In our continued quest to better understand where researchers are turning for information, Quirk's again asked end-client researchers, “Which of the following do you utilize to stay up to date on research methodologies and techniques? (Select all that apply).”

According to Statista, 16.2% of LinkedIn's 185+ million U.S. users log on to LinkedIn daily (2021). LinkedIn itself has published that “46% of social traffic to your company site comes from LinkedIn.”

SPONSORED CONTENT

THE BIGGEST OBSTACLES FOR MARKET RESEARCHERS – AND HOW TO OVERCOME THEM

By Emily Smith
Marketing Content Specialist, Brandwatch

Market research can be time-consuming, expensive and hard to implement correctly. Brandwatch has researched the toughest

obstacles for insights teams and in this article we'll offer effective solutions to help your business get ahead of the competition.

The biggest obstacles for market researchers

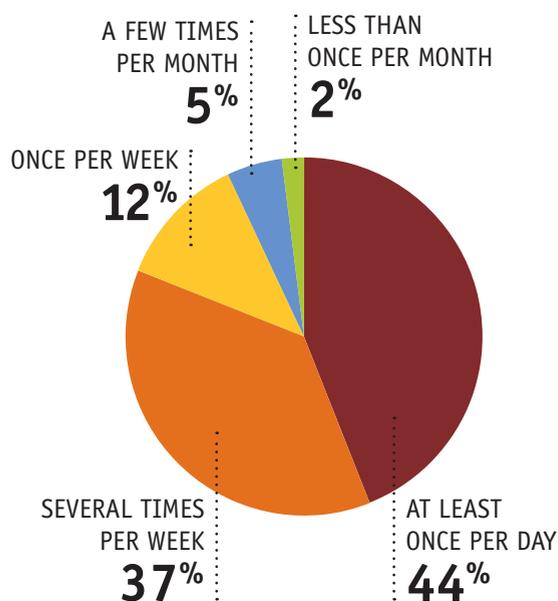
For our latest report on market research, we asked businesses what

posts,” and of those, 44% say they visit the site at least once per day – meaning 18% of end-client respondents turn to LinkedIn daily.

In the comments section, one respondent shared their personal frustration with the platform:

Can't use LinkedIn anymore because it's nothing but sales-people pitching me.

Of the 41% who use LinkedIn...
On average how often do you visit LinkedIn?



While we weren't necessarily surprised by the data – personal experience already led us to believe the platform was not heavily frequented by client siders – we thought it might be useful to pause and take a peek at LinkedIn's general user demographics and compare them to our own to better understand our findings.

LinkedIn boasts a well-educated user base, with roughly half of all adults who have a bachelor's or advanced degree reporting they use LinkedIn (Pew Research, 2021). In this aspect, Quirk's respondents fit right in, as 99% report having a bachelor's degree or higher.

But age may be a dividing factor. Nearly 60% of LinkedIn users worldwide were between the ages of 25 and 34 (Statista.com, 2022). According to our research, end-client researchers skew older as compared to suppliers, with only 14% of this year's end-client respondents selecting 34 years of age or younger.

Choosing new methodologies

So, what are the most turned-to resources for client-siders looking to try new methodologies? Today attending virtual conference or webinars is the most selected at 77%, with reading blogs or articles being selected by 70% of respondents.

See what's being talked about in articles.

I get a lot of e-mail and delete most. But I will register for a webinar if something piques my interest or if I think it could be something valuable for our organization.

INDUSTRY INSIGHTS

was impacting their ability to get to know their customers. We surveyed 63 respondents from Brandwatch's network. Here's what they said – and how you can overcome the challenges that arose.

Not having enough time

Over half of respondents said that time was a key obstacle getting in

the way of market research efforts at their organization. With most teams in the field pressed for time, important research questions that could help drive business results are being left unexplored.

An effective way to save time is to work with specialist agencies who can conduct research for you. They can offer a second opinion

on areas to target while giving you regular feedback on outcomes. Alternatively, a social listening tool can do all this and more. A great tool will transform the way you conduct market research internally by providing both real-time signals for changes in your market and historic analysis to help you dive deep into trends with just a few clicks.

See them in action on online webinars, industry conferences or local specialized events before reaching out further.

Looking to the future

As more young Millennials move further into their careers and take on decision-making roles within brand

research teams, will we see an increase in the use of LinkedIn as a resource for staying up to date on the latest methodologies and techniques? Only time will tell. What we do know is that as the role of researchers – and social media platforms – keeps shifting, Quirk’s will continue tracking the most turned-to resources. 



(continued from previous page)

Lack of budget

Budgeting issues can be the biggest roadblock for market researchers. Being short on the funds needed to conduct effective research might mean your findings are inaccurate, out of date or irrelevant.

Using a consumer intelligence tool can help save money for your business as they don’t rely on recruiting or incentivizing research participants. Instead, you can simply access unprompted feedback from millions of online sources about your brand, products or market. As you improve understanding of your market and audience, you’re able to use these insights to inform better business decisions.

Not having the right data

Working with data can be complicated and time-consuming – especially if you’re not sure what to look for. Our survey participants agreed that data can help inform strategic decisions and empower businesses to become smarter and more effective in all areas. Being truly consumer-centric means continuously gathering, processing and analyzing various data sources to stay on top of shifting consumer behaviors.

Working with the right data tools takes away the complications

of data management, allowing you to work with a wide breadth of data sources in one platform and make important business decisions with confidence.

Not having the right technology

Having the right solutions in place is fundamental to gathering and analyzing the data that can help your organization thrive. According to our survey, 82.54% of respondents thought that having the right social data analysis tool in place will best support consumer insights generation and sharing in 2022.

The right analysis tool can help you search millions of online mentions, segment this data in a way that’s relevant to you, analyze insights and act on them to improve your business results.

Not having the skillset

The final challenge we’ll highlight from our research is not having the right data skills, which can significantly impact the success of an organization. Adapting to a rapidly changing market is much easier when the right skills are explored within an organization and encouraged across teams.

Investing where there are gaps in skills or knowledge in the workforce can help you stay abreast

of all the changes that will impact your organization.

Key takeaways

Understanding how to conduct time-effective, budget-friendly research is important for every business, whether you’re an up-and-coming SMB or a well-established enterprise.

The right consumer intelligence tool can transform your approach to market research in rapidly changing times, enabling your organization to act with agility and confidence.

You can read about these insights in more detail in our report on *The Researcher of 2022*.



Brandwatch

www.brandwatch.com

RESEARCHERS PRIORITIZE FLEXIBILITY, JOB SATISFACTION

By Marlen Ramirez >> Quirk's Media

The 2022 edition of Quirk's annual Q Report offers deeper insight into client-side researchers' thoughts and opinions. Throughout the years, Quirk's has collected information to be shared and compared to see how the industry has changed.

This year, respondents continued to prioritize job flexibility. Fifty-eight percent of respondents believe flexibility within an organization is extremely important, followed by 27% who believe it is very important. This is a 10% increase compared to when we first asked the question in 2021.

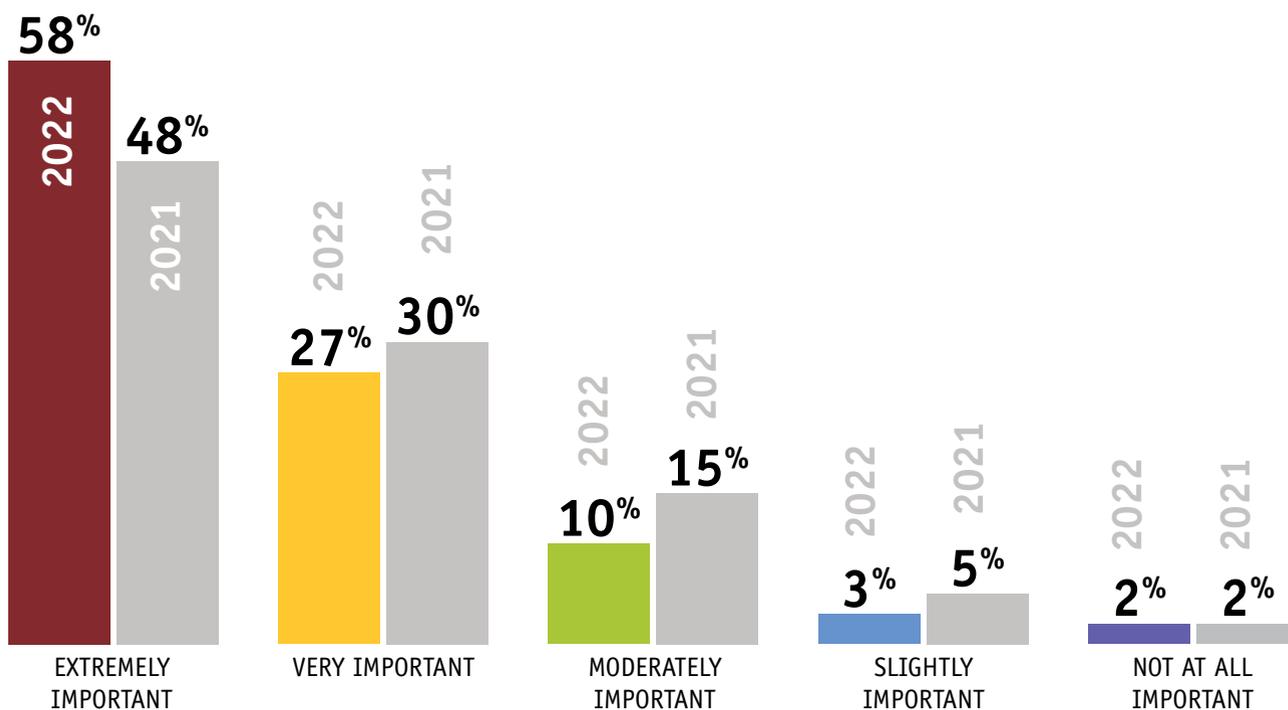
The Q Report received 677 usable qualified responses from full-time (defined as 35+ hours per week) client-

side insights professionals. We highlight interesting pieces and comments but mostly let the data speak for itself. If you are interested in a deeper dive, visit www.quirks.com/tools/salary-survey.

MR experience

This year, when asked about marketing research experience, 59% of respondents reported having 16+ years, increasing 16% compared to our 2019 results. Interestingly, although most respondents have 16+ years of experience, 55% indicated having been at their current job between one to five years.

How important is it to you that your organization allows the flexibility to work remotely either partially or fully?



Changes in employment

The continued instability of many industries likely led 46% of respondents to indicate that it is very unlikely and unlikely that their companies will hire additional contract research employees but 49% say their companies are somewhat likely, likely or very likely to hire permanent market researchers in the next 12 months.

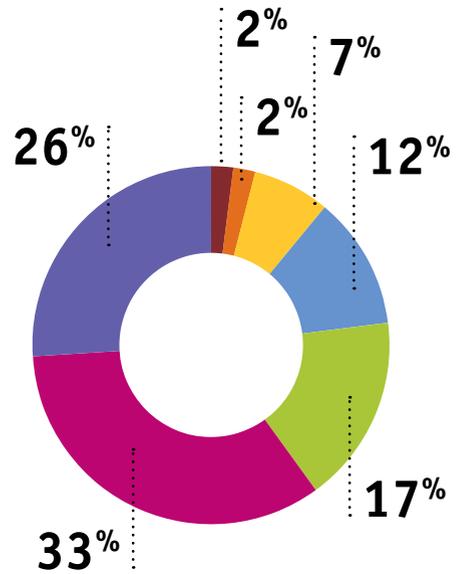
The highest percentage of employees indicated they are very unlikely to change jobs this year or are undecided. Although most respondents are not expecting to seek employment at a different company, they say their companies are searching, and struggling, to hire employees:

We have been trying to hire for the past six months – there is a huge deficit of people with market research skills.

It's really hard to find quality candidates.

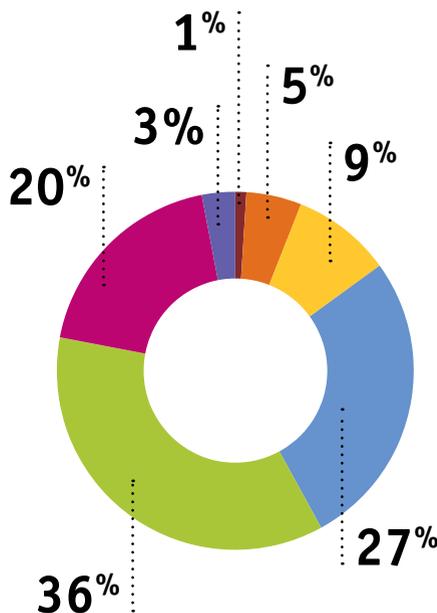
How many years of experience do you have in marketing research?

- < 1 YEAR
- 1-2 YEARS
- 3-5 YEARS
- 6-10 YEARS
- 11-15 YEARS
- 16-25 YEARS
- >25 YEARS



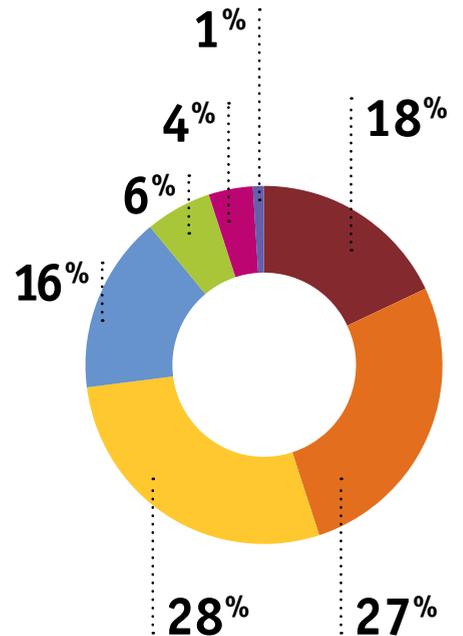
Age of survey respondents

- < 25 YEARS
- 25-30 YEARS
- 31-35 YEARS
- 36-45 YEARS
- 46-55 YEARS
- 56-65 YEARS
- >66 YEARS

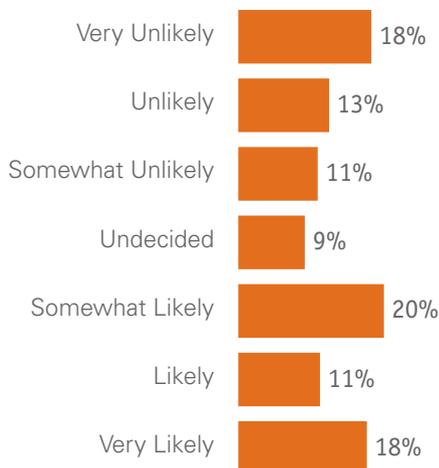


How many years have you been in your current job?

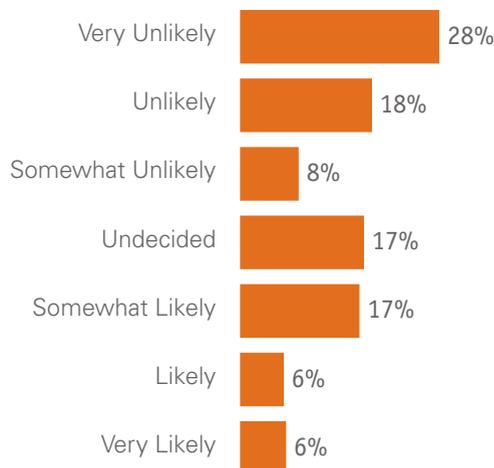
- < 1 YEAR
- 1-2 YEARS
- 3-5 YEARS
- 6-10 YEARS
- 11-15 YEARS
- 16-25 YEARS
- >25 YEARS



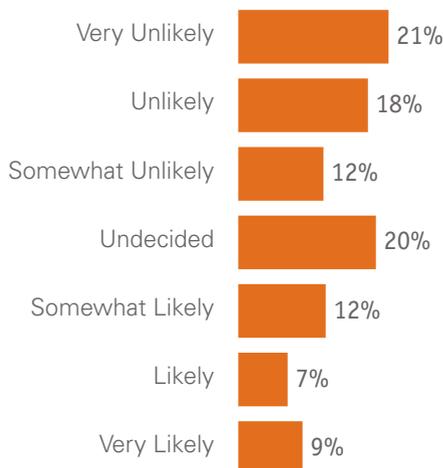
How likely is it that your company will hire additional permanent market research employees in the next 12 months?



How likely is it that your company will hire additional contract research employees in the next 12 months?



How likely are you to seek employment at a different company this year?



Job satisfaction

Seventy-eight percent of respondents indicated they are somewhat satisfied, satisfied and very satisfied with their roles however some shared rising concerns within their positions and companies:

Historically we are not a research-driven org, so I'd like to see more support here for training and development opportunities, along with additional roles for market researchers.

Being locked into old methods because that is what the company has always done, as well as not having a budget to try new things.

Lack of internal resources. Being a team of one means I'm asked for everything under the sun, with a deadline of ASAP, while my budget is continuously scrutinized.

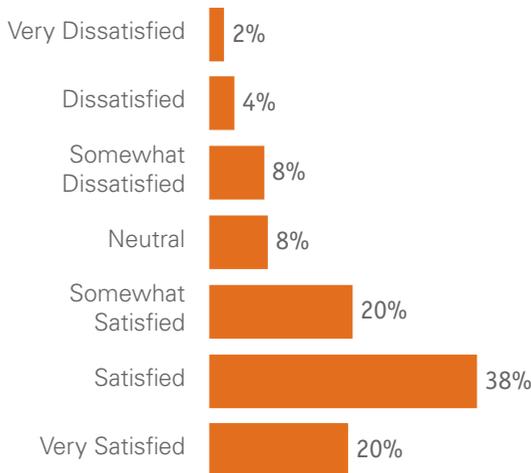
Lack of understanding by Human Resources about the critical role market research plays for the company which impedes promotions and compensation.

Although most respondents are content with their jobs, many expect the next year to bring challenges:

Marketing research is new to the company. I'm the first-ever dedicated researcher. However, in the first six months of my employment, my role has gone from a focus on market research with a substantial budget to standing up a NPS survey with just enough funding to cover a new survey platform. I'd be surprised if they didn't cut research from the 2023 budget entirely.

Conducting more qualitative using in-house resources for moderating due to budget cuts.

How satisfied are you with your current employment?



Positive changes include expanding staff and settling into a new business structure:

Continuing to hire and onboard new team members. Nearly half of the department has been with the firm for less than one year.

We recently reorganized the research dept and increased the research budget, so no big changes are expected for next year.

Executive support for organic growth (vs. acquisitive growth) is growing. As a result, we're excited to see new product management roles open up that are dedicated to identifying innovative opportunities, and we're getting some really engaged champions behind marketing research initiatives.

As a result, we're seeing our requests for research increasing overall vs. prior years.

With a fully staffed team, we will produce more output and more research will be utilized across the org.

Compensation

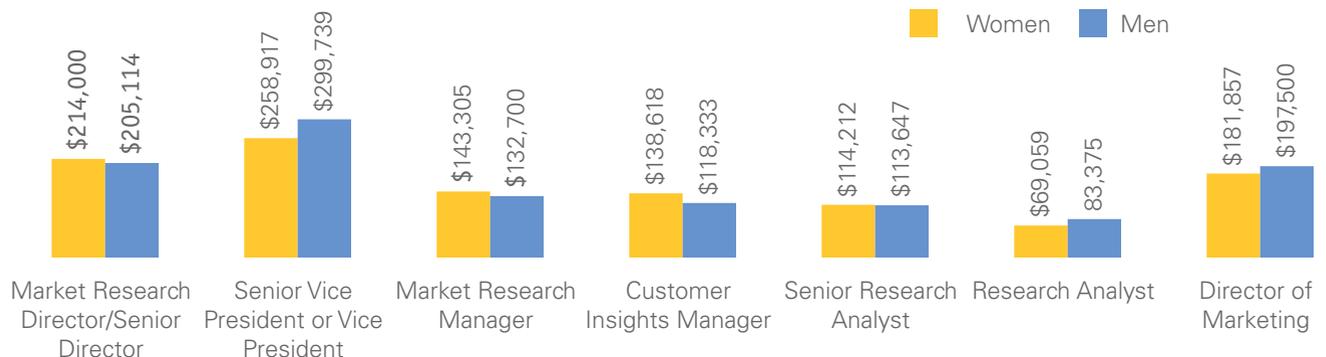
The mean salary of all job titles rose 14% since 2021. In the most-selected title, market research director/senior director, women reported making more than men.

If you are interested in seeing a breakdown of compensation for all industries and job titles, including crosstabs by gender, location, age and more, visit www.quirks.com/tools/salary-survey!

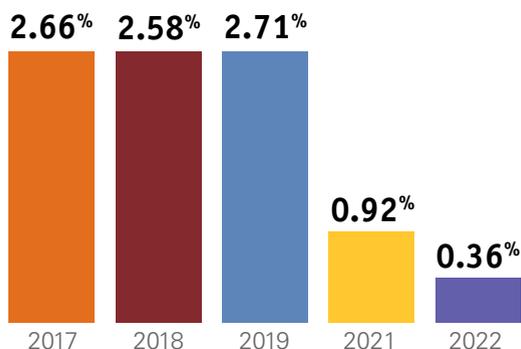
METHODOLOGY

The Q Report work life and salary and compensation study of end-client/corporate researchers is based on data gathered from an invite-only survey sent to pre-qualified marketing research subscribers of Quirk's. The survey was fielded from June 22 to July 18, 2022. In total we received 1,799 usable qualified responses of which 677 were from end-client researchers and used for this end-client report. An interval (margin error) of 2.28 at the 95% confidence level was achieved for the entire study. (Not all respondents answered all questions.)

Average total compensation for women vs. men; top seven end-client/corporate researchers titles



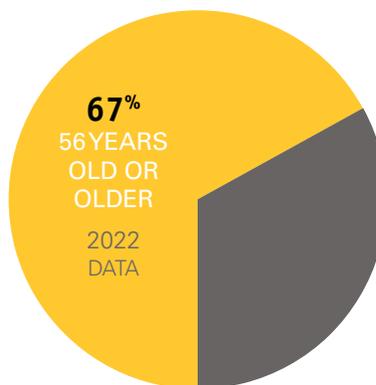
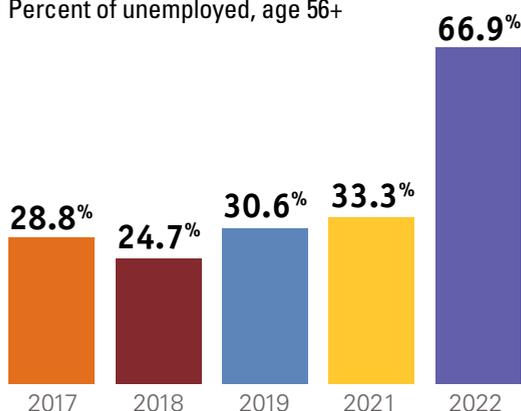
Percent of respondents unemployed



UNEMPLOYMENT IN THE MARKETING RESEARCH INDUSTRY

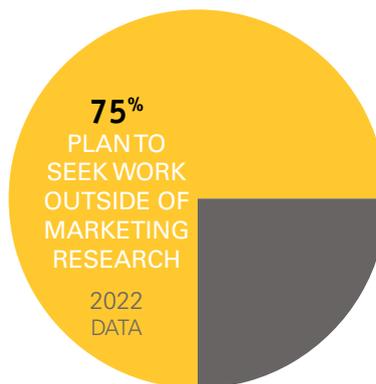
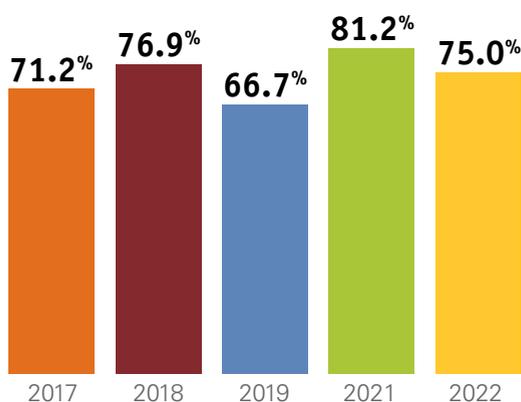
Quirk’s has collected unemployment data from 2017-2022, excluding 2020 due to COVID-19. In 2022, 0.36% of respondents were unemployed, the lowest percent to date.

Percent of unemployed, age 56+



Out of those unemployed, **67% are 56+ years of age**, the highest percentage yet.

Percent of unemployed who plan to expand search outside of marketing research



Seventy-five percent of unemployed respondents **plan to seek employment outside of the market research industry.**