



# The future is still human: Why AI won't kill Market Research

or more specifically, Market Researchers

May 2025



a **PG Forsta** company



# Manny Rodriguez

Managing Director of Market Research

# HX Platform

A **single engine** that connects people, process, and technology in one place.

The platform also **extends your other technology** platforms by connecting all sources and using machine learning to surface unique insights.

## Who we are:



**3,000+**  
employees

**30+ years**  
in the market

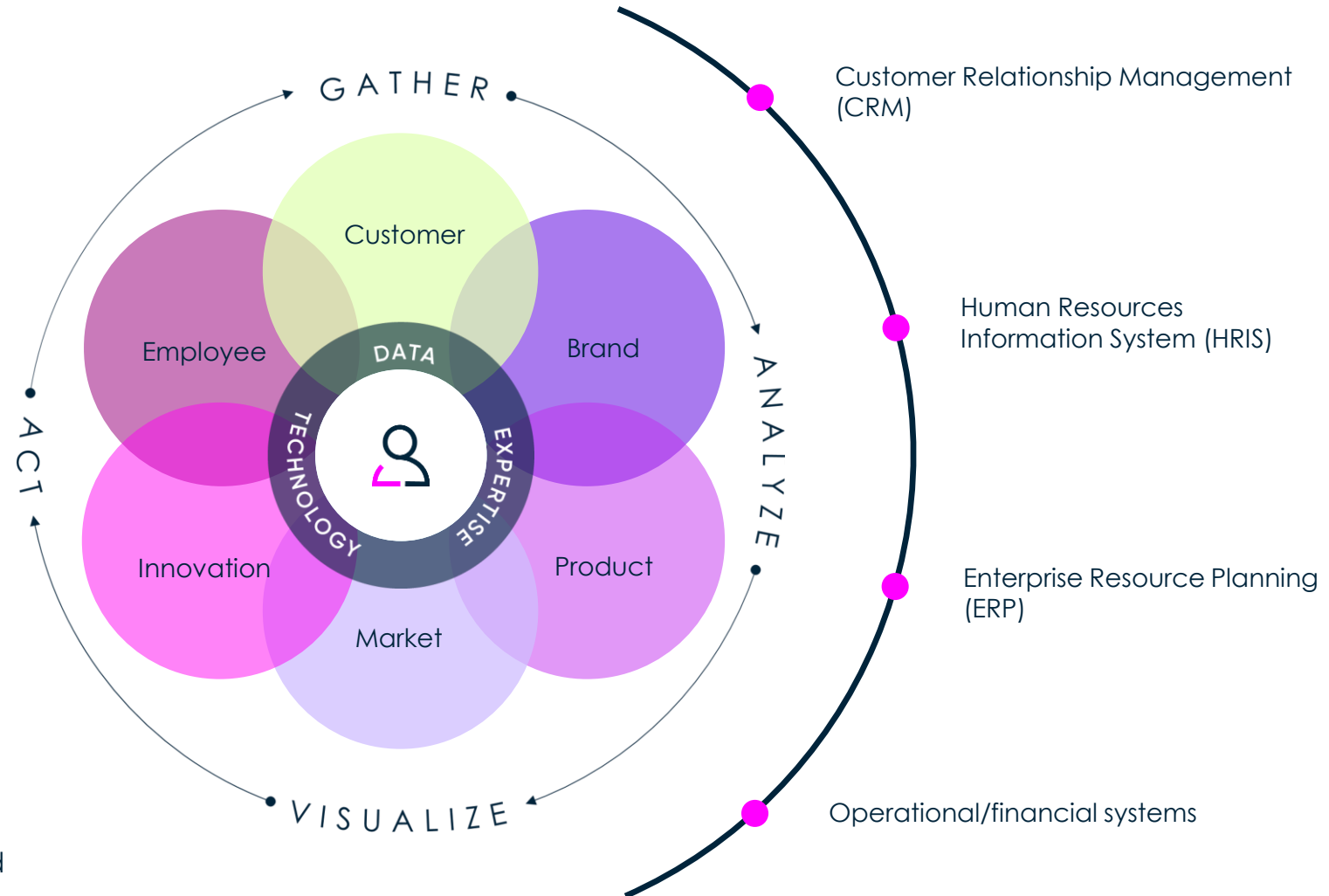


**50K+**  
global customers

**9/10**  
top market research  
agencies use Forsta



**Experts**  
in Market Research, Customer Experience, and  
Employee Experience





# Agenda

- Impact of AI on global research and insights
- Embracing AI for efficiency, while maintaining human centricity
- Overview of Forsta's AI technology and Research HX



# Global AI

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- Global AI is projected to continue growing at a CAGR of almost 40% (Over the next 5 years)
- AI adoption by organizations is set to expand at a CAGR of 37.3% through 2030
- Generative AI is set to be a \$1.3 trillion dollar market by 2032
- **Forsta has committed to investing \$500M in AI developments over the next 5 years**

# Using AI in Market Research



- AI as a valuable tool to enhance research processes, but still facing limited, widespread adoption in Research
- Forsta's focus remains on enabling **efficiencies** and improved insights, while maintaining human centricity

# AI is a threat to research agencies.

# Apparently.



**BUSINESS**

# **These are the jobs most likely to be taken over by AI: report**

What White-Collar Jobs Are Safe From AI—And Which Professions Are Most At Risk?

## **AI Is Starting to Threaten White-Collar Jobs. Few Industries Are Immune.**

Leaders say the fast-evolving technology means many jobs might never return



Department  
for Education

# The impact of AI on UK jobs and training

Source: [https://assets.publishing.service.gov.uk/media/656856b8cc1ec500138eef49/Gov.UK\\_Impact\\_of\\_AI\\_on\\_UK\\_Jobs\\_and\\_Training.pdf](https://assets.publishing.service.gov.uk/media/656856b8cc1ec500138eef49/Gov.UK_Impact_of_AI_on_UK_Jobs_and_Training.pdf)

**Table 2: Occupations most exposed to AI and large language modelling**

	<b>Exposure to all AI applications</b>	<b>Exposure to large language modelling</b>
<b>1</b>	Management consultants and business analysts*	Telephone salespersons
<b>2</b>	Financial managers and directors	Solicitors*
<b>3</b>	Chartered and certified accountants	Psychologists*
<b>4</b>	Psychologists*	Further education teaching professionals
<b>5</b>	Purchasing managers and directors	Market and street traders and assistants
<b>6</b>	Actuaries, economists and statisticians	Legal professionals n.e.c.*
<b>7</b>	Business and financial project management professionals	Credit controllers*
<b>8</b>	Finance and investment analysts and advisers	Human resource administration occupations*
<b>9</b>	Legal professionals n.e.c.*	Public relations professionals
<b>10</b>	Business and related associate professionals n.e.c.	Management consultant and business analysts*
<b>11</b>	Credit controllers*	Market research interviewers
<b>12</b>	Solicitors*	Local government administrative occupations
<b>13</b>	Civil engineers	Clergy
<b>14</b>	Education advisers and school inspectors*	Higher education teaching professionals
<b>15</b>	Human resources administrative occupations*	Collector salespersons and credit agents
<b>16</b>	Business, research and administrative professionals n.e.c.	Education advisers and school inspectors*
<b>17</b>	Financial accounts managers	Human resource managers and directors
<b>18</b>	Bookkeepers, payroll managers and wages clerks	National government administrative occupations*
<b>19</b>	National government administrative occupations*	Vocational and industrial trainers and instructors
<b>20</b>	Marketing associate professionals	Social and humanities scientists

Source:

[https://assets.publishing.service.gov.uk/media/656856b8cc1ec500138eef49/Gov.UK\\_Impact\\_of\\_AI\\_on\\_UK\\_Jobs\\_and\\_Training.pdf](https://assets.publishing.service.gov.uk/media/656856b8cc1ec500138eef49/Gov.UK_Impact_of_AI_on_UK_Jobs_and_Training.pdf)

<b>1</b>	<b>Management consultants and business analysts*</b>
<b>7</b>	<b>Business and financial project management professionals</b>
<b>16</b>	<b>Business, research and administrative professionals n.e.c.</b>
<b>20</b>	<b>Marketing associate professionals</b>

Source: [https://assets.publishing.service.gov.uk/media/656856b8cc1ec500138eef49/Gov.UK\\_Impact\\_of\\_AI\\_on\\_UK\\_Jobs\\_and\\_Training.pdf](https://assets.publishing.service.gov.uk/media/656856b8cc1ec500138eef49/Gov.UK_Impact_of_AI_on_UK_Jobs_and_Training.pdf)

# Don't. Freak. Out.

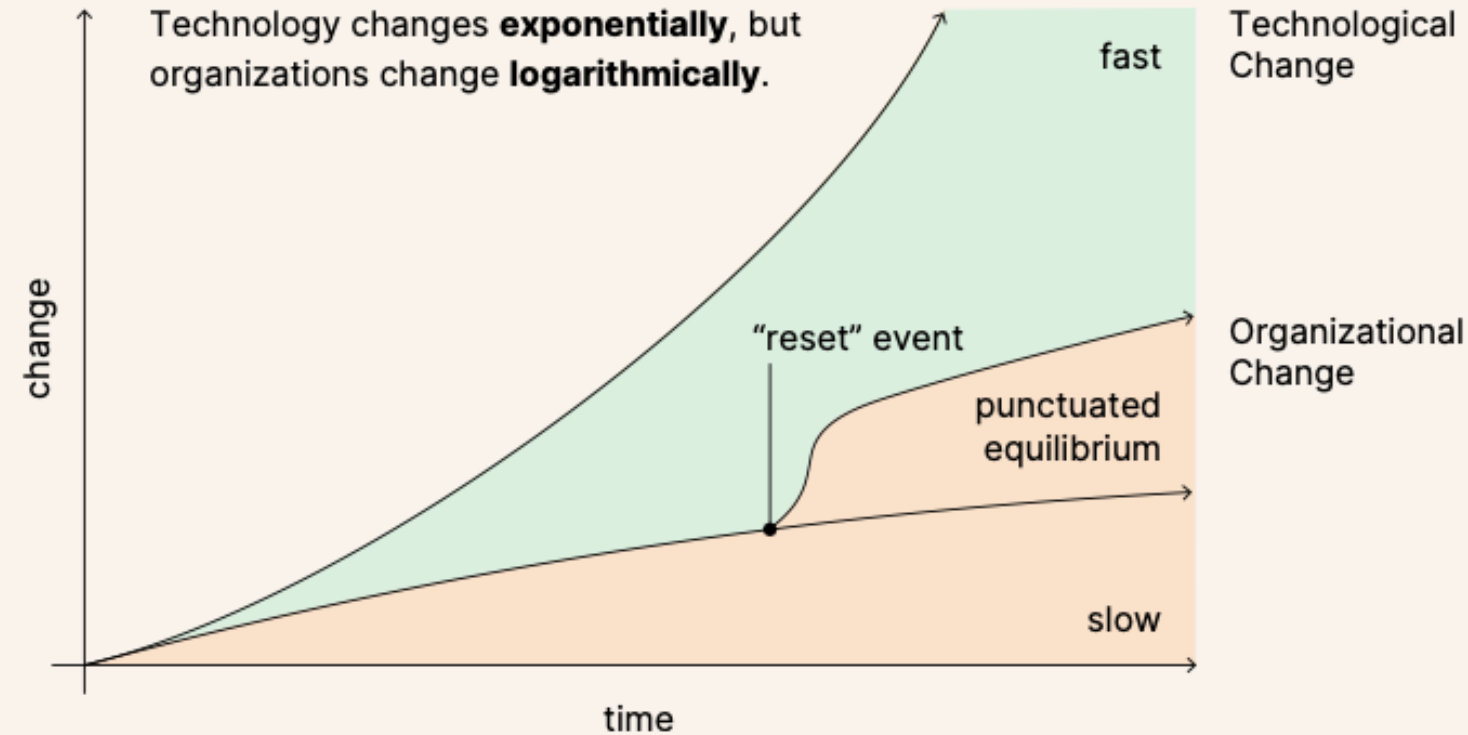


"We tend to **overestimate** the effect of a **technology** in the **short run** and **underestimate** the effect in the **long run**"

**Roy Amara**

Former president of The Institute for the Future

## Martec's Law



## Martech for 2024

by Scott Brinker and Frans Riemersma



Source: Martech for 2024 <https://chiefmartec.com/wp-content/uploads/2023/12/martech-for-2024-report.pdf>

# AI and machine learning... they're still not perfect

Industry standards are set for accuracy of AI/ML outputs between 70% and 90%.

Everything above 70% is acceptable as a realistic and valuable model data output

So, is that enough?!



# Introducing Research HX

The best-in-class purpose built, and AI instrumented solutions for agency and in-house Market Research.

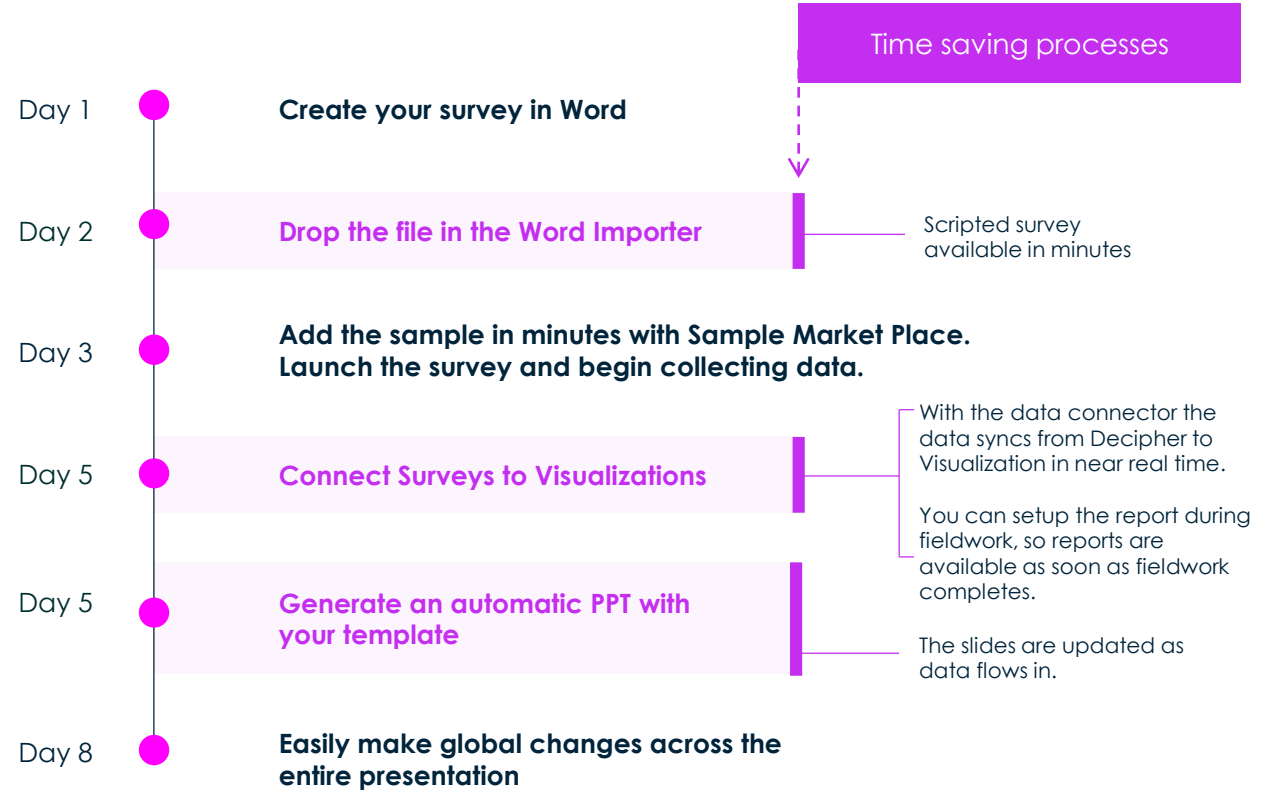
- A full suite of solutions for all research needs including data collection, visualization, panel management and qual
- Research HX is part of the HX platform; additional functionality is available through Forsta Plus integrations and our qual suite

# AI drives efficiency and halves the time to delivery

## traditional way



## with Research HX



Side by side comparison producing a project where questionnaire is 30 questions, sample 5000 respondents, 100 slides in ppt and tables where demographics are crossed by all questions is the deliverable, fieldwork is 10 days.



# AI survey scripting

## Details

- Delivers on client desires for Word → Scripted survey
- Implement respondent data QA checks, evaluating data congruence

## Value

- Leverage AI to script a survey based on a Word file, saving time with manual scripting.
- Evaluate respondent quality within a survey by evaluating response congruence

The screenshot shows a web interface for creating a survey. At the top, there's a dark blue header with 'PORTAL | CONTENT REVIEW' and 'Imported Survey' with an edit icon. A status bar indicates '11 Identified | 0 Notes | 1 Unidentified'. On the left, a sidebar lists question types: Single Select, Multi Select, Text, Essay, Number, Comment, and Notes (which is highlighted). The main area displays a survey titled 'Online Grocery Delivery Unlimited Survey'. It contains two questions: a multiple-choice question about grocery shopping frequency and a multiple-choice question about awareness of online grocery delivery services. Both questions have checkboxes for each option.

PORTAL | CONTENT REVIEW

Imported Survey

11 Identified | 0 Notes | 1 Unidentified

Single Select

Multi Select

Text

Essay

Number

Comment

Notes

Online Grocery Delivery Unlimited Survey

How much of the grocery shopping do you personally do for your household?

All

More than half

About half

Less than half

None, I do not grocery shop

Which of the following online grocery delivery services are you aware of?

Amazon Prime Now

Amazon Fresh

Instacart

Your favorite grocery store powered by or delivered by Instacart

Shipt

Google Express

Your favorite grocery store powered by or delivered by Shipt (like Target, HEB...)

Other (please specify)

None of the above

Q3: In the past 3 months, which of the following online grocery delivery services have you used?

Amazon Prime Now

Amazon Fresh

Instacart

Your favorite grocery store powered by or delivered by Instacart (like Publix, Kroger, Sam's Club...)

Shipt

# AI open-end enrichment

## Details

- Open-end probing

## Value

- Leverage AI to probe respondents in OE questions to get a richer response

### Question Display Options

Delay after typing:

Additional context prompt:

Times to call OpenAI:

Minimum input:

Maximum input:

### Style Option Description

Number of milliseconds to wait after the user stops typing before OpenAI is called. Lower delays may be disruptive to respondents and will use more credits.

CancelSave and PreviewSave and Close

### Tell us your feedback about Forsta Surveys

**i** Please provide any additional feedback.

That's great to hear that you found the tool easy to use! Can you share more about which specific features in the Survey Builder module you appreciated the most?

I found the tool easy to use.

Continue »

# AI Compute at respondent level

## Details

- Provide open-end enrichment at the respondent level

## Value

- Leverage AI to help process respondent verbatims, flagging PII, assigning sentiment and topics

Portal | Acme Co Test

DRAFT

OVERVIEW

BUILD

PREVIEW

RESPONSES

REPORT

Help

PARTICIPANT SOURCES

RESPONSE SUMMARY

SURVEY SUMMARY

EMAIL CAMPAIGNS

VIEW/EDIT RESPONSES

View Responses: Acme Co Test

Edit Data (2010)

Edit Data

Import Data

Export Data

Filter Responses

Save Filter

Search

7 Records

Choose Columns

Record	Status	q1n1q1_actionable_feedback: AI Compute	q1n1q1_bias: AI Compute	q1n1q1_clarity: AI Compute	q1n1q1_complexity: AI Compute	q1n1q1_consistency: AI Compute	q1n1q1_emotion_detection: AI Compute
7	Qualified	No	Yes	No	No	No	No
6	Qualified	Yes	Yes	Yes	No	Yes	No
5	Qualified	No	Yes	Yes	No	Yes	Anger
4	Qualified	No	Yes	Yes	No	Yes	No
3	Qualified	Yes	Yes	Yes	No	Yes	No
2	Qualified	Yes	Yes	Yes	No	Yes	Happiness
1	Qualified	No	Yes	Yes	No	Yes	Happiness

# Why human's ~~need to~~ *will* remain at the center of research



## Transparency

Who is driving?



## Expertise

The machines said so... so it must be true



## Truthfulness vs accuracy

You aren't wrong for being right, or are you?



## Accountability

Do you stand by these findings?

# So what does this mean for research agencies?

Agencies will be  
**enhanced by AI**,  
not replaced by AI

**There is time** to  
learn, experiment  
and adapt

AI offers scope for  
both **efficiency and  
growth**





# To learn more about us

Stop by booth 413



Thank you