

WHAT EXACTLY DOES

ARTIFICIAL INTELLIGENCE

LOOK LIKE IN MARKET RESEARCH?



Artificial intelligence is one of the **hottest buzzwords** in almost **every industry**, but have you ever stopped to wonder what the practical application of artificial intelligence in terms of **market research** looks like? This infographic outlines the **top three** uses for artificial intelligence in market research with supporting statistics.

1 PROCESSING DATA

One of the most important functions of Artificial Intelligence is the ability to **process** and **store data quickly**.

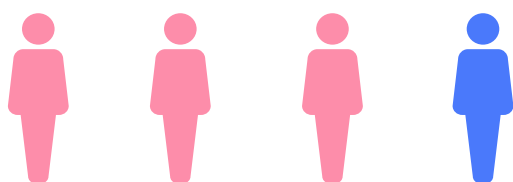
How do **researchers** want to use AI for processing data?



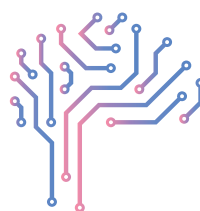
The main way researchers expect to adjust their roles with AI will be to check the accuracy of AI-produced data.



The tasks that researchers most want to hand over to AI are **localizing surveys for different countries** and **data cleaning**.



75% of researchers say that the data produced through AI will be more accurate than it is today.

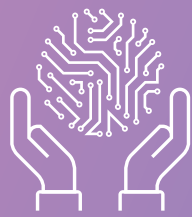


22% of professionals think AI will do their job better than they do within 10 years.

2 REPLICATING HUMAN DECISIONS

Computers are built to provide input, dictate instructions, and produce an outcome. This model makes computers excellent at replicating human decisions.

What do **humans** think?



93%

of researchers see AI as an industry opportunity



80%

say AI will make a positive impact on the market-research industry.



40%

of researchers expect AI to explain survey findings



12%

have considered a career change out of market research from AI

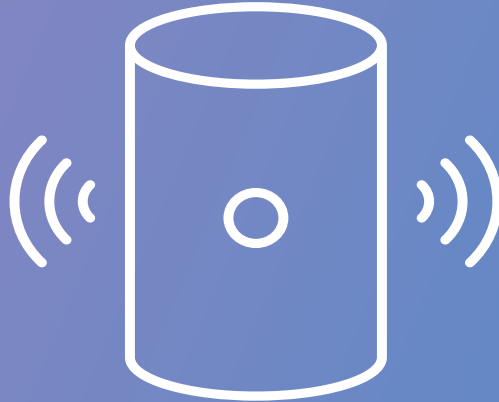
3 AUTOMATION

With the help of AI, researchers often eliminate the amount of time they spend doing mundane tasks like analyzing quantitative results, sending personalized prompts to finish answering surveys, choosing the correct research method for a specific customer, and gathering results, to name a few.

What do **researchers** think?

26%

of surveys will be spoken (instead of typed) within 5 years but...



74%

say that spoken surveys will yield lower data quality than typed.

According to market researchers, here are the tasks most likely to be performed by AI within 5 years:

