

Hi friend,

This edition of the Outliers newsletter tackles some of the hottest topics in insights today: consumer attitudes on sustainability; increasing the diversity of our sample sets; and improving data quality.

There's lots of discuss, so let's dive in!

3 QUICK TIPS

Best practices you can implement right away.

If you want to get insights that reflect the views of modern consumers, then you need to engage a diverse group of people.

That's why you need to use market research methods that are both diverse and inclusive.

Three key principles to keep in mind to accomplish this:

1. Use modern and inclusive tech that even your grandma can access. Hint: Right now, this means going mobile-first! It doesn't matter if you're trying to reach BIPOC Gen Zs in the US or business professionals in the Philippines—they are reachable via their phone. Mobile is the great "leveler" today—and the best way to reach as many consumers as possible.

2. When designing questionnaires, don't be a bore.

Avoid asking demo questions—it's not effective and could, in fact, scare away minority groups. Follow best practices from organizations like Insights Association, which recommends:

a.) re-considering asking participants for race or gender in your surveys, or b.) showing more options when asking these questions and allowing people to selfidentify or self-describe

3. Optimize your recruitment—don't put all your eggs in one basket.

Use a multi-channel approach to recruitment to minimize the bias of just one channel. Market panels and your own email database are great starting points. But you know what else is great? Social media, ads, influencers, and APIs.

P.S. Our CEO and Chief Methodologist, Jennifer Reid, was invited to present about this topic at the recent Insights Association Annual Conference. Check out a recorded version of her presentation if you'd like a deeper dive into these tips!

WATCH NOW

3 RESOURCES

Podcasts, articles, videos, guides and other goodies you'll love.

Data quality—WTF is it, really? Pemoving Satisfiers, Speeders, and Straightliners is a good starting point to ensuring the quality of your datasets. But you shouldn't stop there. A thought-provoking article from 2CV's Karine Pepin argues that "cohesion" is an important consideration when evaluating for data quality.

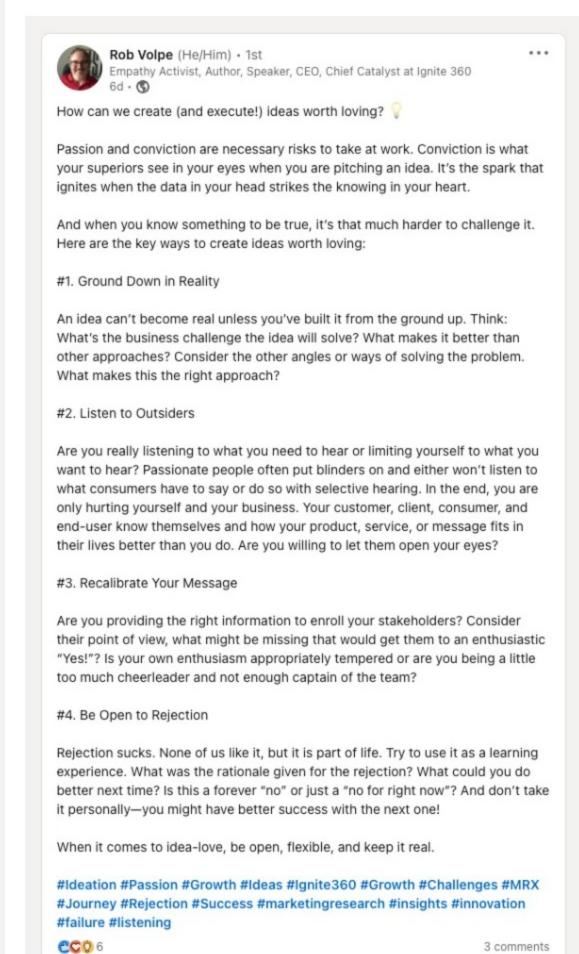
Should you be using focus groups to make important business decisions? In a recent cartoon, Marketoonist brings up some valid points about how brands use focus groups and research in general. Notable quote: "Not every market research tool is right for every market research question. Treating any source of consumer insights as an oracle can lead you astray."

How important is sustainability to consumers? Well, it depends. New research from Reach3 Insights shows that age and, perhaps more importantly, product category matter. Socio-economic factors (including high inflation) also shape purchasing behaviors.



WHAT'S TRENDING

A social media post you might find interesting...



Oh, a few more things...

We're holding a masterclass webinar on Gen Z communities on May 11. Save your spot if you haven't yet!

Got feedback on this newsletter? I'm all ears! Please respond to this email.

Thank you for reading!



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