



Spring is finally here, and with the change in season comes the opportunity to bring in fresh perspectives that will make your business bloom.

Looking for new ideas to cultivate? Here's some content that should help.

### Notable Quote: Planting the Seed on Gender Equity

"The beginning of all meaningful work in *gender equality* starts with ourselves.

Ask if what you are doing is equitable. Check if where you are spending your money is operating equitably. Be willing to hold others accountable for inequities and be a part of suggesting a way forward instead of just calling out the problem."

- Priscilla McKinney,  
CEO, Little Bird Marketing

For more perspectives on gender equity in the insights industry, check out this article on the [2023 International Women's Day](#).

### Why We Need to Spring into Action

# 20%

- of those who earn more than \$300K in the insights industry are women, although 64% of full-time market researchers are female. [Here are some ideas](#) from women in research on what we can do about gender parity.

### A Researcher We Adore 🌸

**Rachel Harris Pruitt**

Director, Enterprise Insights Capabilities, Target



In a recent [conversation with Quirk's](#), Rachel shared her perspective on driving impact in the organization. She said:

"When we proactively bring forward what matters - vs. just answering questions we receive - we play a role in setting the business agenda and strategy and become true business partners."

She also shared her [thoughts on gender equity](#) on our blog.

👉 Know an awesome researcher we should feature? [Let us know here](#). 👈

### Free Resources You Should be Egg-cited About 🥚

- [Conversational Research: An Overview For Insight Pros](#) (Free Guide)
- [Top 7 Features of a Modern Insight Community](#)
- [How to Stop Relying on Recall](#)

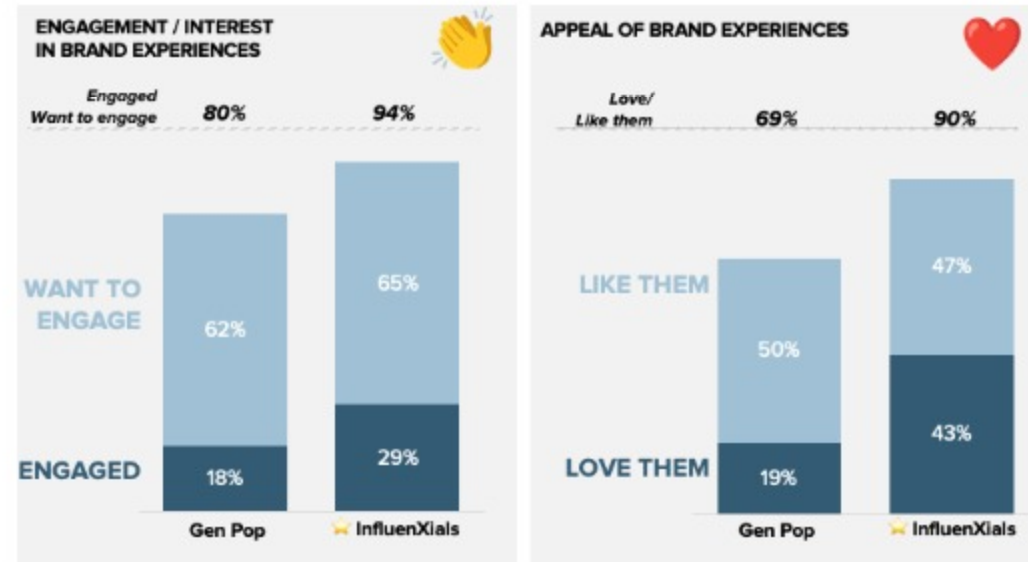
### Seeding Fresh Ideas With Industry News

A round-up of new and useful research studies from our sister company, Reach3 Insights.



#### RETAIL & CPG

Consumer influencers are in love with brand experiences... and they are telling their friends. [Read more](#).

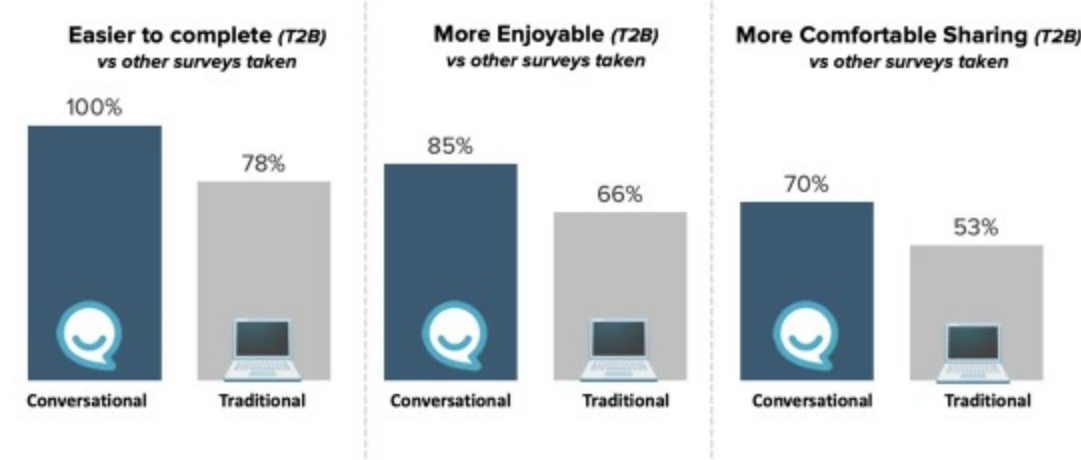


#### HEALTH CARE

Patients and health care providers are much more willing to share their real thoughts and feelings via a conversational approach. [Read more](#).

#### Conversational Approach vs. Traditional Online Survey

Patient Respondent Experience Feedback



### Cultivating Your Connections With Gen Zs

**Gen Z Communities: Capturing Deeper Insights From Young Consumers Using Conversational Research**

May 11 @ 10 am PT / 1 pm ET

Learn best practices on how to run better Gen Z communities from companies like REVOLT TV, Samsung Electronics America, Paramount and Diageo. [Save your spot here](#).



Featuring:  
**Jennifer Reid**  
President & Chief Methodologist  
Rival Technologies

SAVE YOUR SPOT

Got feedback on this newsletter? Please respond to this email to let us know.

And if you have questions about communities, don't hesitate to [reach out to our experts](#).

- Your friends from Rival 🌸

