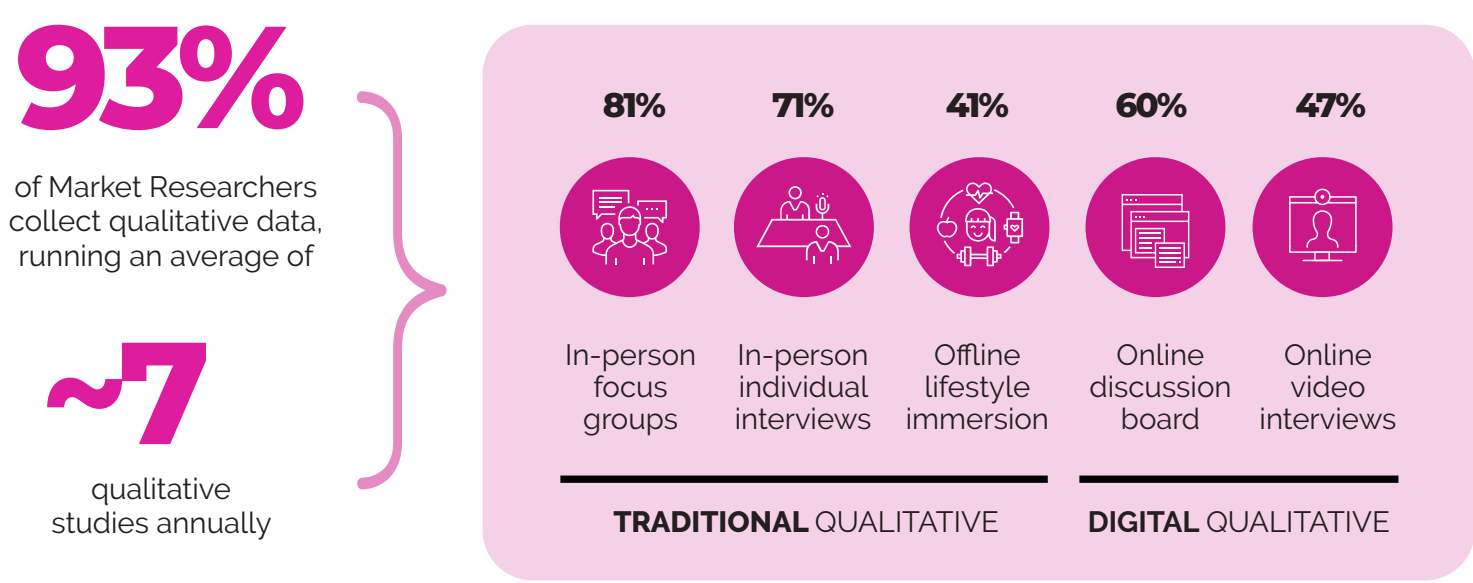


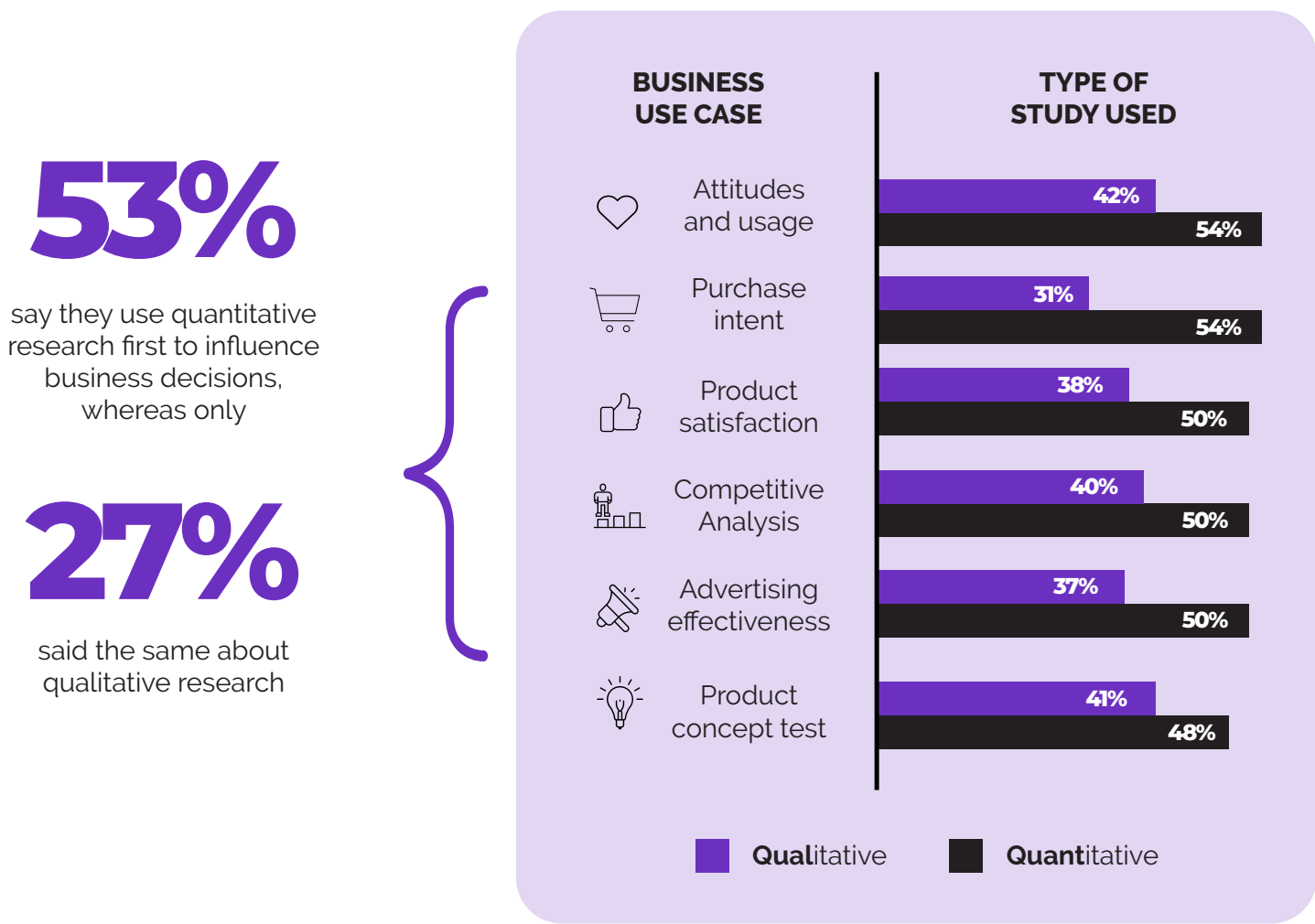
# THE STATE OF QUALITATIVE MARKET RESEARCH IN 2020

In January 2020, we surveyed 195 market researchers to find out how they field qualitative studies and what they think of qualitative data. We found that while quantitative research is still more heavily relied upon, the average market researcher uses several different qualitative approaches to support a variety of business use cases, and that usage of new qualitative methods are on the rise.

Almost every research team fields **qualitative studies**:



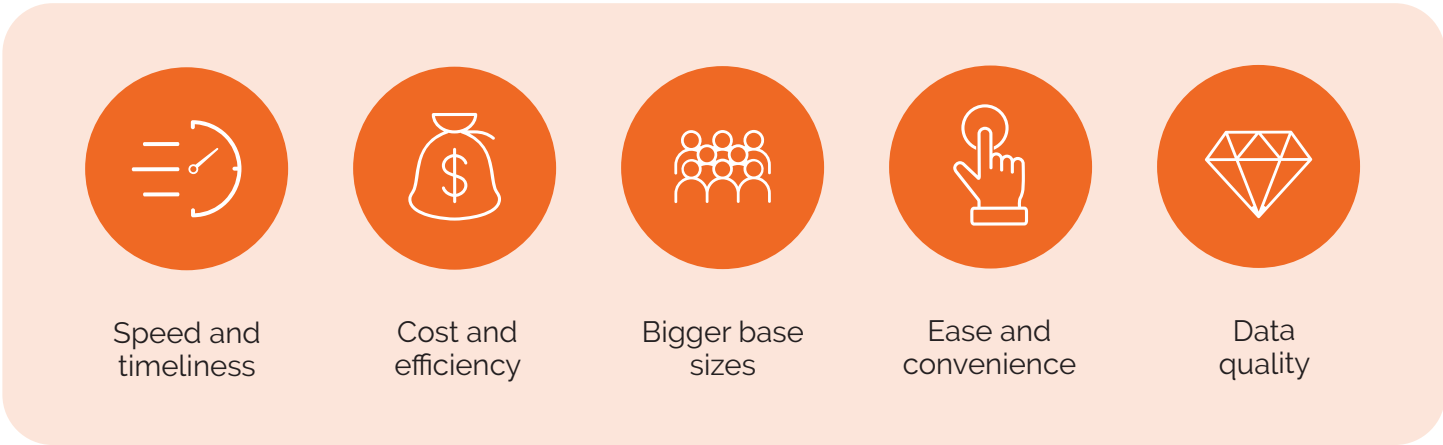
But most market researchers turn to **quantitative data** first:



Digital tools are **increasing** the use of qualitative research:

Market researchers with less than six years of experience tend to be more open to new technology and thus are: **40%** more likely to use qualitative studies for key business needs compared to more tenured researchers.

Although quantitative methods reign supreme, qualitative software solutions like Fuel Cycle have provided market researchers with a number of benefits, including:



The advantages of digital are beginning to drive greater adoption of qualitative research overall. A new wave of market researchers looking to prove their value by introducing new and improved methods into their organizations rely on Fuel Cycle to meet their goals everyday. Learn how Fuel Cycle's digital qualitative research solutions can boost your team's business value!