

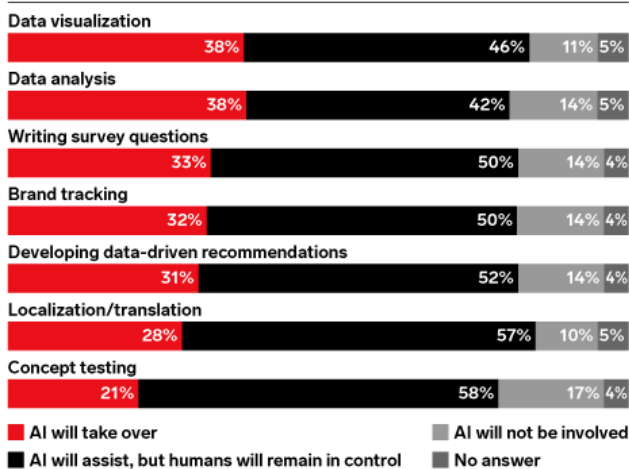
Market researchers consider AI helpful in key ways, but not a replacement

Article

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Extent to Which US Market Researchers Think That AI Will Be Involved in Select Tasks in the Next 5 Years, June 2023

% of respondents



Note: n=170

Source: SurveyMonkey as cited in company blog, June 22, 2023

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Insider Intelligence | eMarketer

Key stat: Most market researchers do not think AI will take over completely, according to SurveyMonkey. Some 38% of US market researchers think that AI will take over data visualization completely, but more people (46%) believe that AI will assist while humans remain in control.

Beyond the chart:

- Market researchers are leveraging AI to automate complex quantitative analysis, process data, and create visuals.
- OpenAI's new **Code Interpreter feature** for ChatGPT Plus users can analyze data and produce visualizations based on provided data sets.
- Despite data safety concerns, "OpenAI says it's working to ensure that Code Interpreter functions in a safe manner and that its ability to generate code doesn't lead to negative consequences," our analyst Jacob Bourne said.

Use this chart:

- Prioritize AI use in market research.
- Establish AI strategies for data visualization and analysis.

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Methodology: Data is from a June 2023 SurveyMonkey study as cited in company blog. 170 US market research professionals were surveyed during June 17-19, 2023.