

Staying in touch:

*Evolving consumer demands
and the implications for insights*

July 20th 3:30pm - 4:00pm, Room 2

 THE
QUIRK'S

innovate 



**GLOBAL RESEARCH
BUSINESS NETWORK**

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Join Our Speakers:



**Amanda
Keller-Grill**
*SVP, Global
Innovation &
Product Strategy*



Andrew Cannon
*Executive Director,
GRBN & Founder,
The Art and
Science of Joy*



Technology has conditioned consumers to believe
**they can get whatever they want,
whenever they want, within minutes**



**Customer centricity
always wins**

New findings





Purpose

Transparency

Authenticity



55%

of consumers in the US expect that companies take a stand, while only 20% disagree.

A blue-tinted background image of a protest. In the foreground, a woman with dark curly hair is holding a sign that says "WE ARE THE CHANGE". Other signs in the background include "PROTECT OUR HUMAN RIGHTS" and "WE ARE THE CHANGE".

72%

of consumers 18-24 in the US expect that companies take a stand, an important upward trend.

A woman with long dark hair, wearing a light blue tank top and hoop earrings, is sitting on a grey couch. She is looking off to the side with a thoughtful expression, holding a pair of glasses in her right hand. In front of her is a laptop. The background shows a modern living space with a wooden shelving unit, a potted plant, and a television. The entire image is overlaid with a semi-transparent blue filter.

**What is on your customers'
mind right now?**



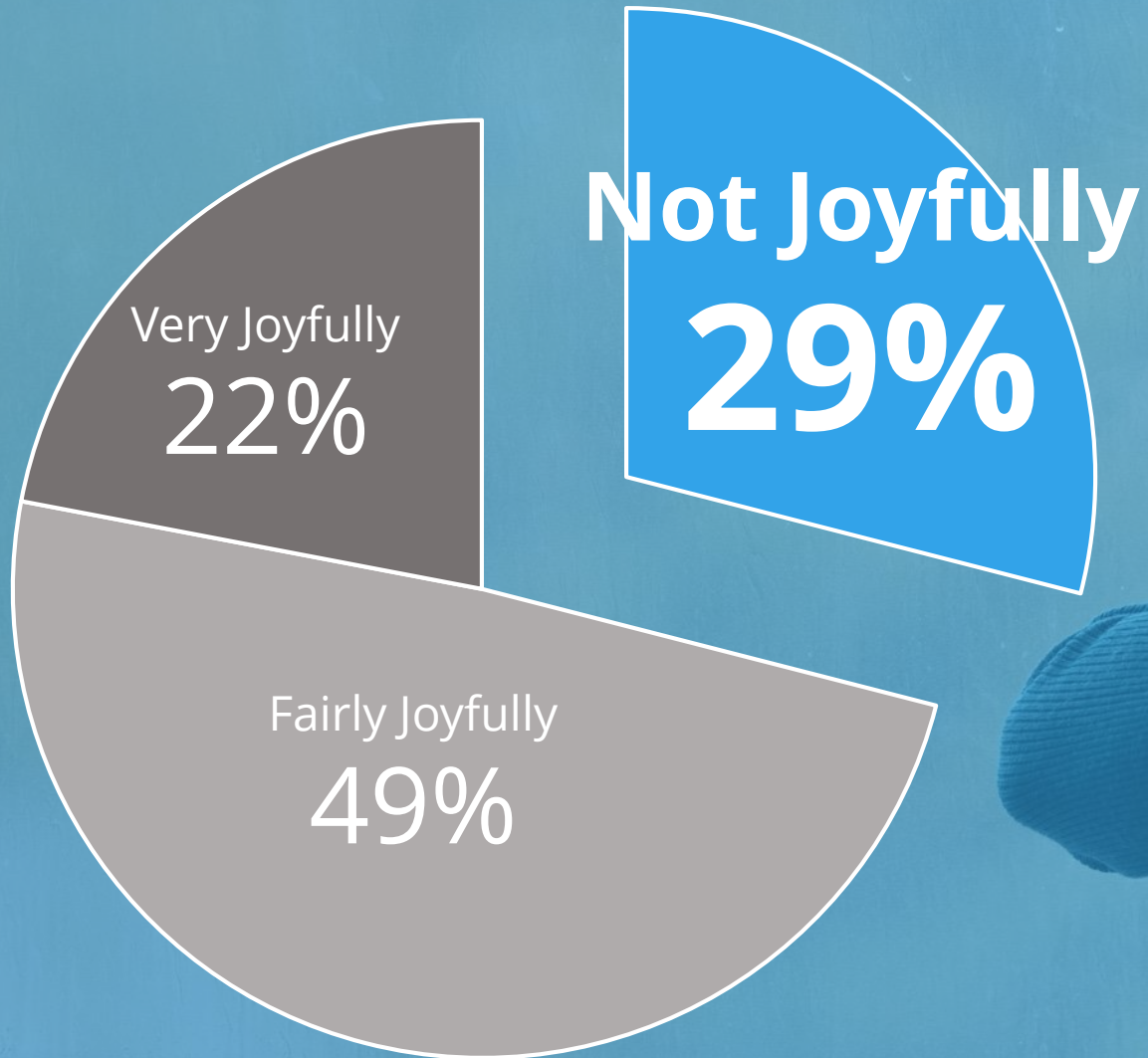
Nuclear war Economic Inequality
Gun Control COVID-19 Pandemic
Civil Unrest **Climate Change** Privacy
LGBTQIA+ Rights Immigration Political Polarization
Corrupt political officials
Mental Health Workers' Rights **Healthcare Access**
Terrorism Abortion **Inflation**
Women's Rights **International War/Conflict**
Policing
Racial/Ethnic Equity



What does this mean for insights?

Historical Data is
Unreliable

How are you living today?



A woman with curly hair is shouting into a megaphone at a protest. She is wearing a light blue long-sleeved shirt and a black backpack. In the background, other protesters are visible, some holding signs. One sign clearly says "WAKE UP" with a globe below it. Another sign partially says "TODAY". The entire image has a blue tint.

Consumers are taking action

A hand is shown from the left side, holding up a large white sign with the number '260%' on it. The background is a solid blue color.

260%

of consumers in the US deliberately chose not to purchase from a brand because of their stance on social issues.



**What does this
mean for insights?**



**Yesterday cannot predict
tomorrow's trends**



**Reimagine product delivery,
prioritizing speed**

A person with long blonde hair, seen from behind, wearing a dark jacket and a green canvas backpack with brown leather straps. Their right arm is raised with a clenched fist. They are standing in a large, blurred crowd of people. The entire image is overlaid with a semi-transparent blue filter.

Thank you!

Q&A

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50%+ of all research is conducted internally

Research technology sits at a **\$47B addressable market**

