

AI in Focus 2025: How Market Researchers Are Embracing and Adapting to Generative AI

MRII's 2nd annual global study of market research professionals' attitudes, usage, expectations and predictions regarding AI in their jobs and companies

April 2025



Welcome... from the MRII Executive Director

Dear Reader,

We are pleased to introduce MRII's latest research, "AI in Focus 2025: How Market Researchers Are Embracing and Adapting to Generative AI," the second wave of an annual tracking study on this topic.

No topic has captured the imagination of the business community in general—and market research and insights professionals, specifically—more than AI. It dominates the agenda at industry conferences. Huge sums are being invested by research agencies and brands to deploy AI strategies for their enterprises. Trade associations around the world are providing guidance to their membership about best practices for deploying AI safely, effectively and ethically.

This report takes a different, more personal perspective on the impact of AI. We surveyed a global sample of market research professionals about what they think about AI, their level of adoption in the workplace, and their views about its future.

The results are fascinating and can serve as a guide to leaders in our industry about the ways their workforce is thinking about AI, as well as for researchers who want to benchmark their views against their peers. The study reveals huge growth in adoption from 2024 to 2025, as well as an overall optimism about the role that AI can play in the daily work life of market research professionals, and sheds light on the importance of training and learning about AI. At the same time, we begin to see this year some concern about the impact of AI on people's jobs, which were not there a year ago.

We hope you find the research enlightening as you shape and integrate AI into your career and organizational strategy. We'd love to hear from you and help in any way we can. To learn more about MRII, visit mrii.org, and you can reach me at ed@mrii.org.

—Ed Keller, Executive Director, MRII

Executive Summary

This study, “AI in Focus 2025: How Market Researchers Are Embracing and Adapting to Generative AI,” takes a deep dive into artificial intelligence (AI) and generative AI—and the impact on skills development tracks for insights professionals. It is the second year of a tracking study.

Perceptions regarding the usage of AI and impact on the workplace are generally positive among market researchers—with the majority of respondents believing it will make their jobs better. However, concern regarding AI making their job worse, or replacing their job increased somewhat versus a year ago.

Use of AI is high but not yet very high, with 62% saying they personally or “most” (28%) or “some”(34%) of their teams are using AI. This reflects an increase of 23 points versus a year ago. The study finds increased usage for people working in research agencies (+18 points), and far more dramatic increase for corporate researchers (+37). A year ago people working in agencies were twice as likely as corporate researchers to be using AI, while now there is parity.

Power users maintained a high level of favorability of AI, and see more opportunities and less risks than the total user group. This may indicate that as usage continues to rise, so will positive attitudes toward AI in the research workplace.

Undoubtedly, there is a growing importance for AI skills in the market research workplace and knowledgeable navigation of both the opportunities and challenges associated with its integration into our field. This report helps give an overview of the current ethos, from personal perspectives, among market researchers and insights professionals.

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Research Objectives and Methodology

2025 MRII “AI In Focus” Study

MRII and its quantitative research partner, QuestionPro, fielded an online survey.

We conducted 426 interviews among market researchers from around the world. Fieldwork was conducted from February 5 to February 28, 2025.

The survey objectives were to measure:

- Attitudes toward AI in the market research process
- Penetration of AI usage
- Key perceived benefits of AI and key areas of concern
- Differences by key subgroups, especially those in research agencies vs. corporate researchers

Thanks to our research partner:



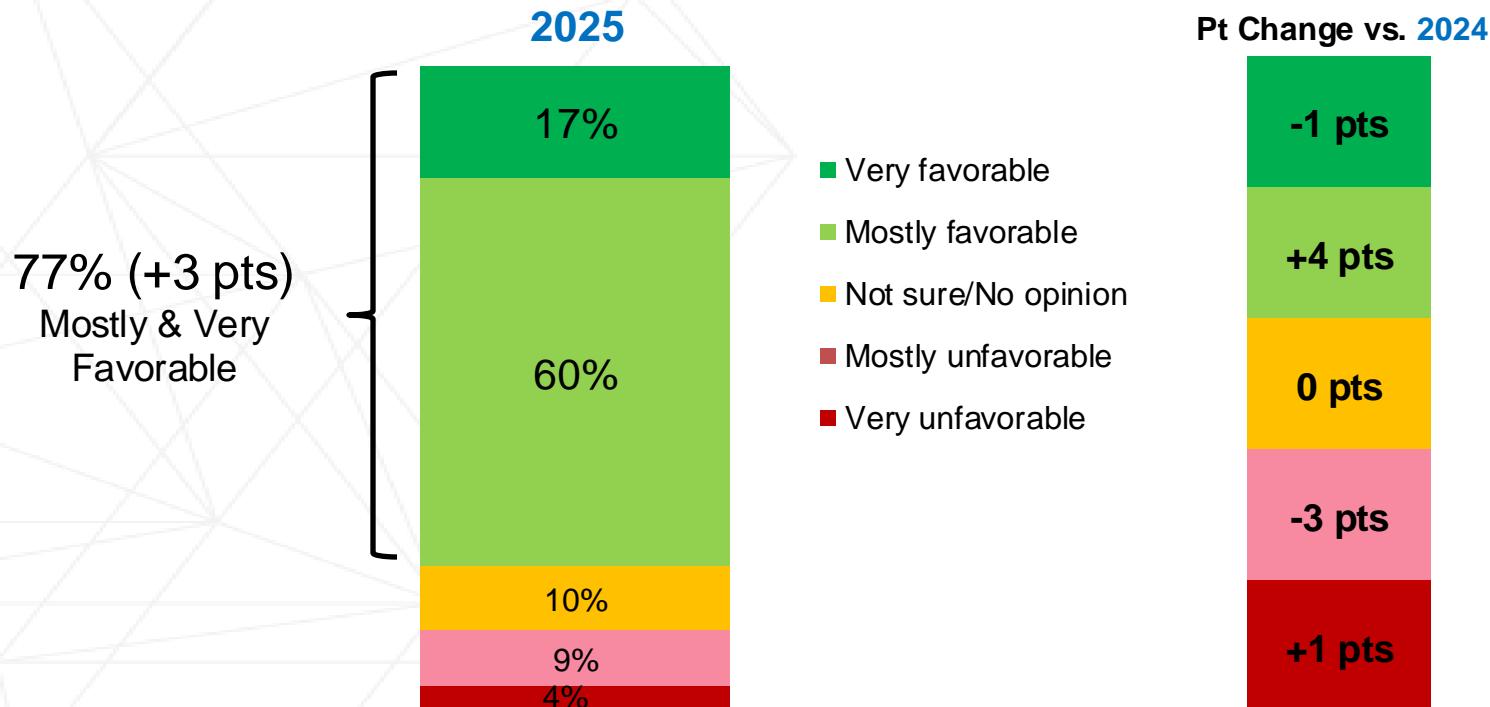
Perceptions of AI in Market Research

Feelings towards AI

Perceptions of AI remain generally positive, with overall favorability increasing slightly from 2024.

The large majority of market researchers are still favorable about AI as it relates to their job & company

There has been a lot of talk recently about Artificial Intelligence, or AI, and different people have different opinions about it. Thinking about AI as it relates to your job and your company, is your view:



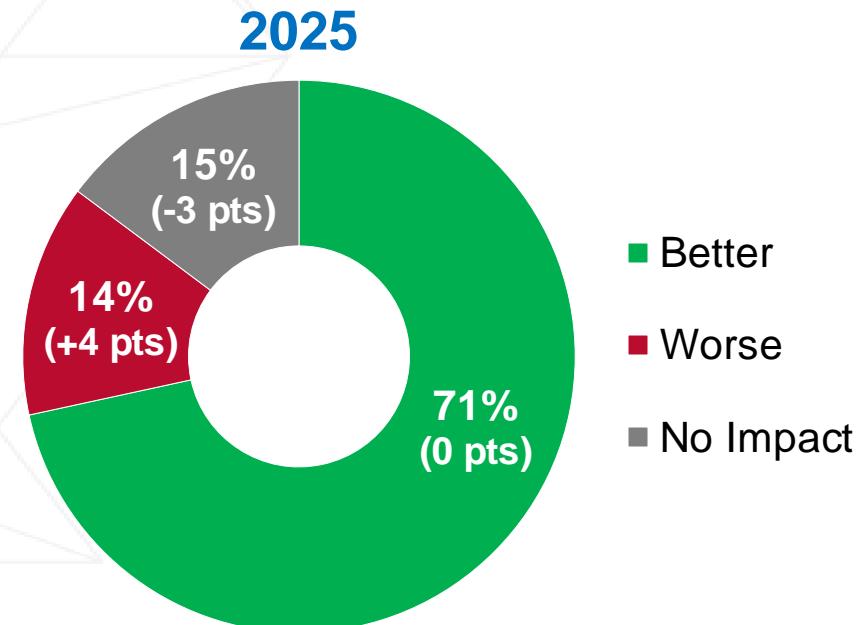
Note: +/- pts represents change vs. 2024

Feelings towards AI

Similar to 2024, more than 7 of 10 believe AI will improve their job in coming years. However, there is a slight increase among the minority who think it will make their job worse.

71% of respondents believe AI will make their job better

Do you think AI will make your job better over the coming year or two, worse, or will have it no impact when it comes to your job?



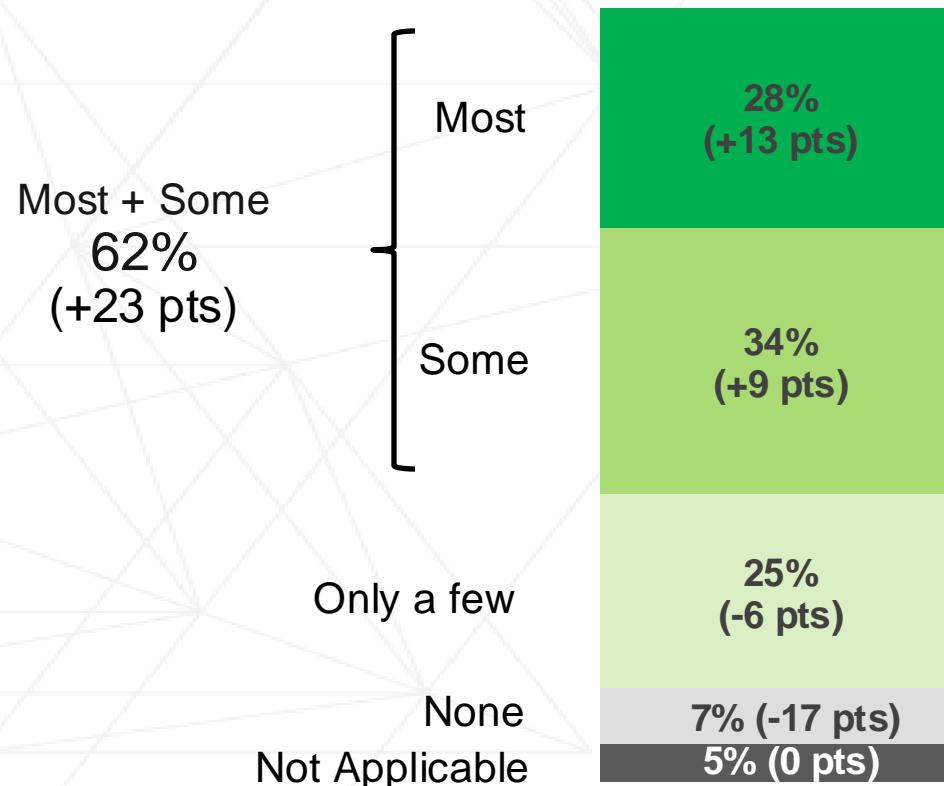
Note: +/- pts represents change vs. 2024

Use of AI in the Workplace

Current use of AI in the workplace

Use of AI increased rapidly in 2025. Individuals who say “most” or “some” of their team uses AI at work increased by 23 points in 2025.

Almost 2 in 3 say that most or some of their teams are currently using AI at work



Note: +/- pts represents change vs. 2024

Thinking about you and the people who work on your team, how many people are presently using AI as part of their jobs?

Current use of AI in the workplace

Use of AI increased rapidly in 2025, along with nearly all of the uses of AI.

Current Uses of AI	Change vs 2024
For a literature review on topics of interest	53% +19 pts
For questionnaire development	50% +20 pts
To learn new skills	36% <i>N/A in 2024</i>
For report generation	35% +9 pts
To analyze data across a large number of data sets	33% +12 pts
Sentiment analysis in social media monitoring or other forms of unstructured data	30% +8 pts
To help identify respondent fraud	23% +6 pts
Automated survey data analysis	22% +8 pts
Chatbots for customer interaction, qualitative interviews, or open-ended questions in survey	19% +5 pts
Image and video analysis for visual data	11% +2 pts
For trend forecasting	11% +2 pts
Predictive analytics for consumer behavior	9% -2 pts

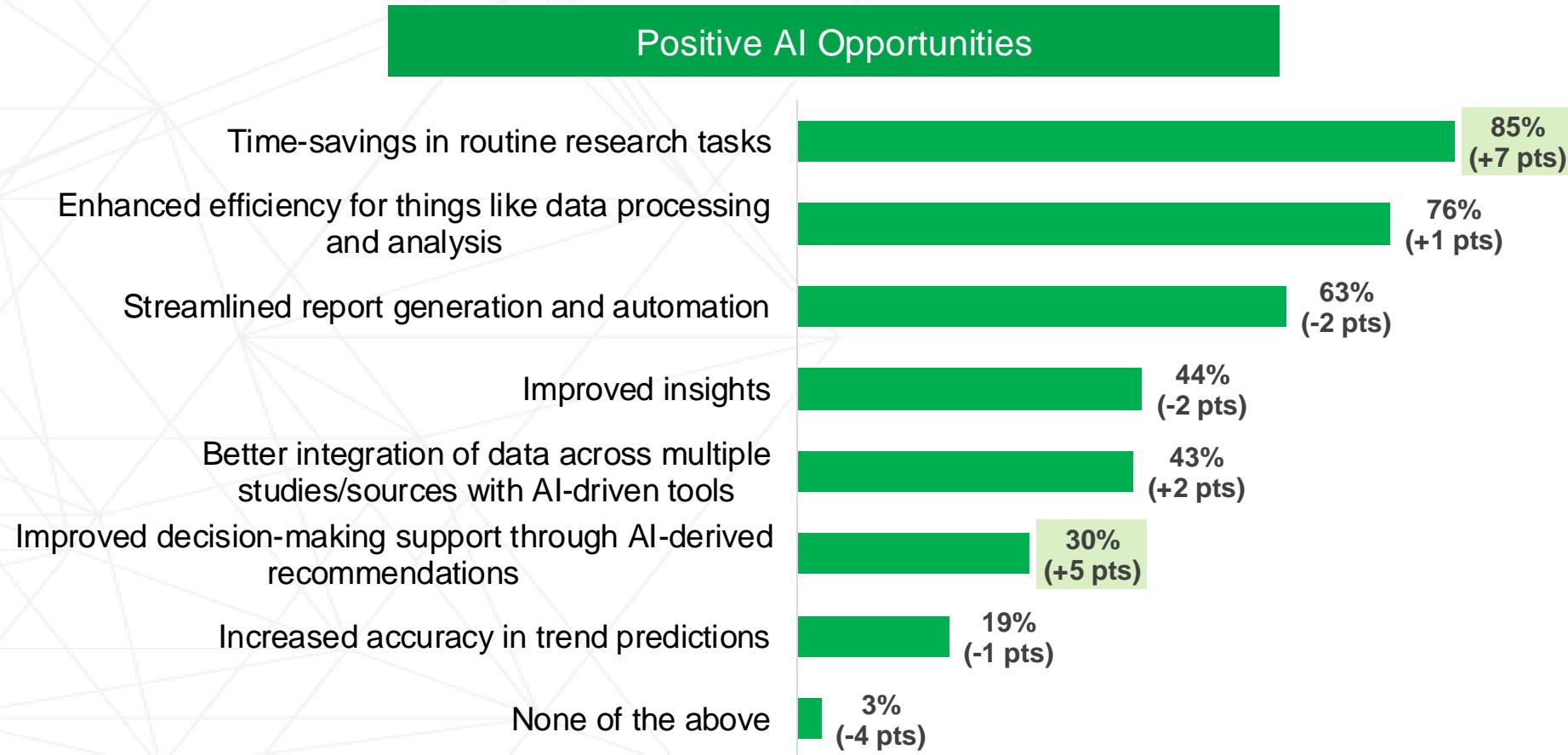
Note: +/- pts represents change vs. 2024

In what ways is AI currently being used by you or people who work on your team?

Opportunities and Risks in AI

AI Opportunities and Risks

Time-savings in routine research tasks seen as highest opportunity, this also increased several points from 2024.

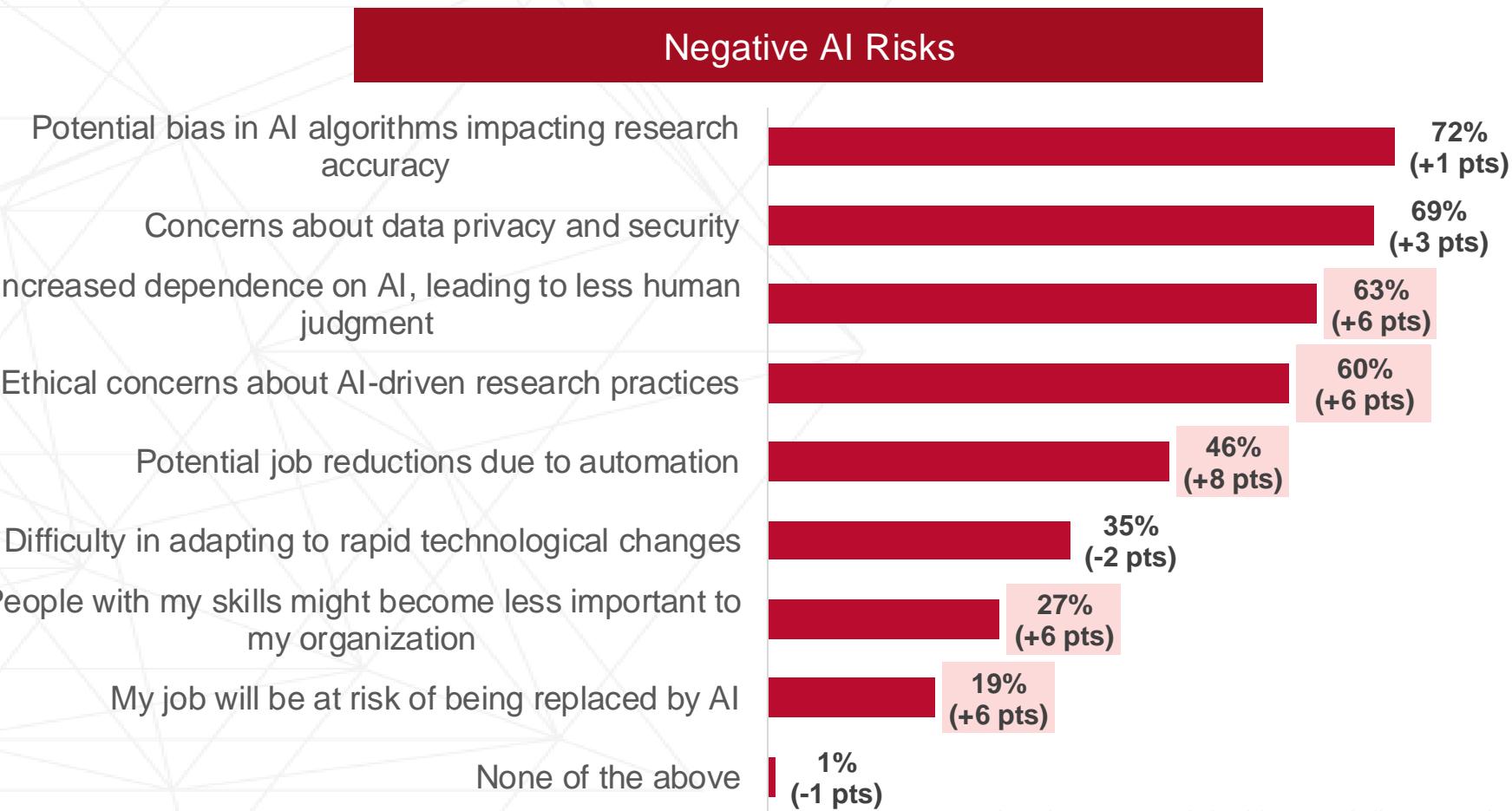


Note: +/- pts represents change vs. 2024

In what ways might AI make a positive contribution to your role as a market researcher?

AI Opportunities and Risks

Potential bias in AI algorithms tops the list of concerns of negative impacts of AI. While potential job reductions increased more than any other risk over the past year.



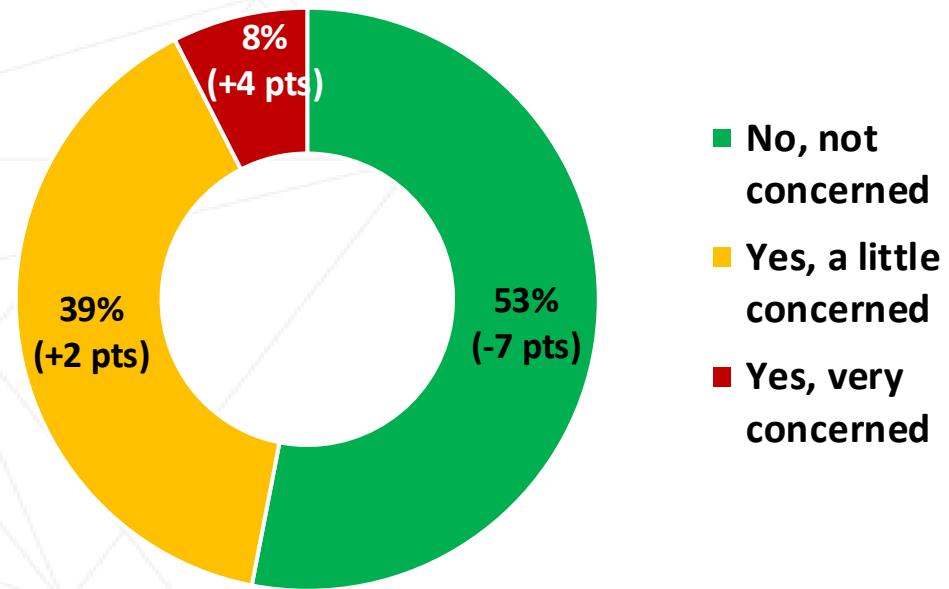
In what ways might AI potentially pose challenges or make your job more difficult or less satisfying?

Note: +/- pts represents change vs. 2024

Thoughts on future of AI in the world of Market Research

Half are not at all concerned about personal job loss as a result of AI. However, an almost equal number are a little (39%) or very (8%) concerned, figures which have risen 6 points from a year ago.

While the majority remained unconcerned about the possibility of losing their jobs, concern has slightly increased from last year.



Are you concerned that your job might be at risk as a result of AI?

Note: +/- pts represents change vs. 2024

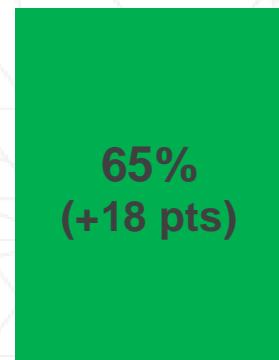
Sub-Group deep dive: Agency vs. Corporate and AI power users

Consultants/Agency Researchers vs. Corporate Researchers

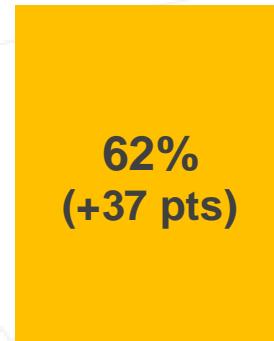
Some shifts were observed in the top ways researchers are using AI today in both Consultant/Agency researchers and Corporate researchers

Usage of AI at work among Corporate Researchers has increased dramatically. Corporate researchers are much more likely to use AI as part of their job in 2025 vs. 2024

AI Usage
Most/Some are Using AI



Consultant/Agency



Corporate Researcher

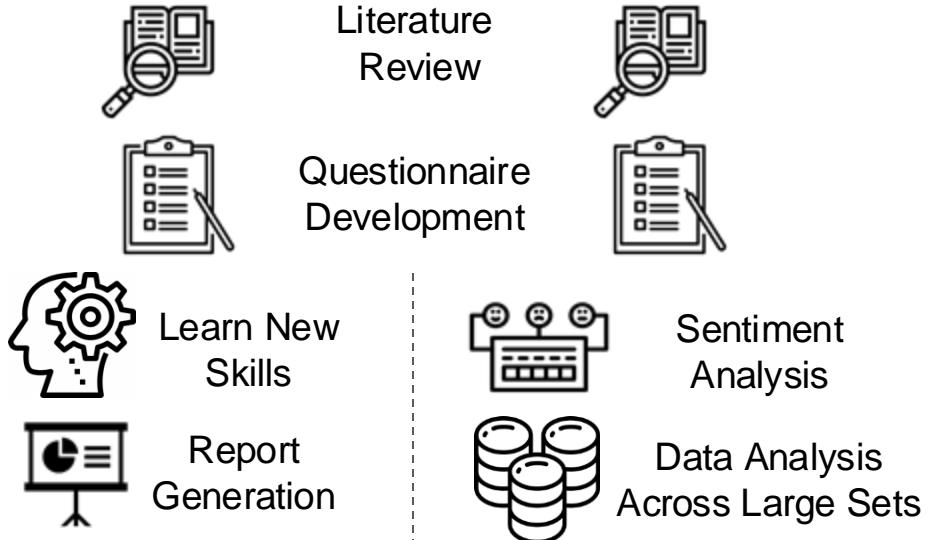
Thinking about you and the people who work on your team, how many people are presently using AI as part of their jobs?

Note: +/- pts represents change vs. 2024

Top Ways Researchers are Using AI Today

Consultant / Agency Researchers

Corporate Researchers

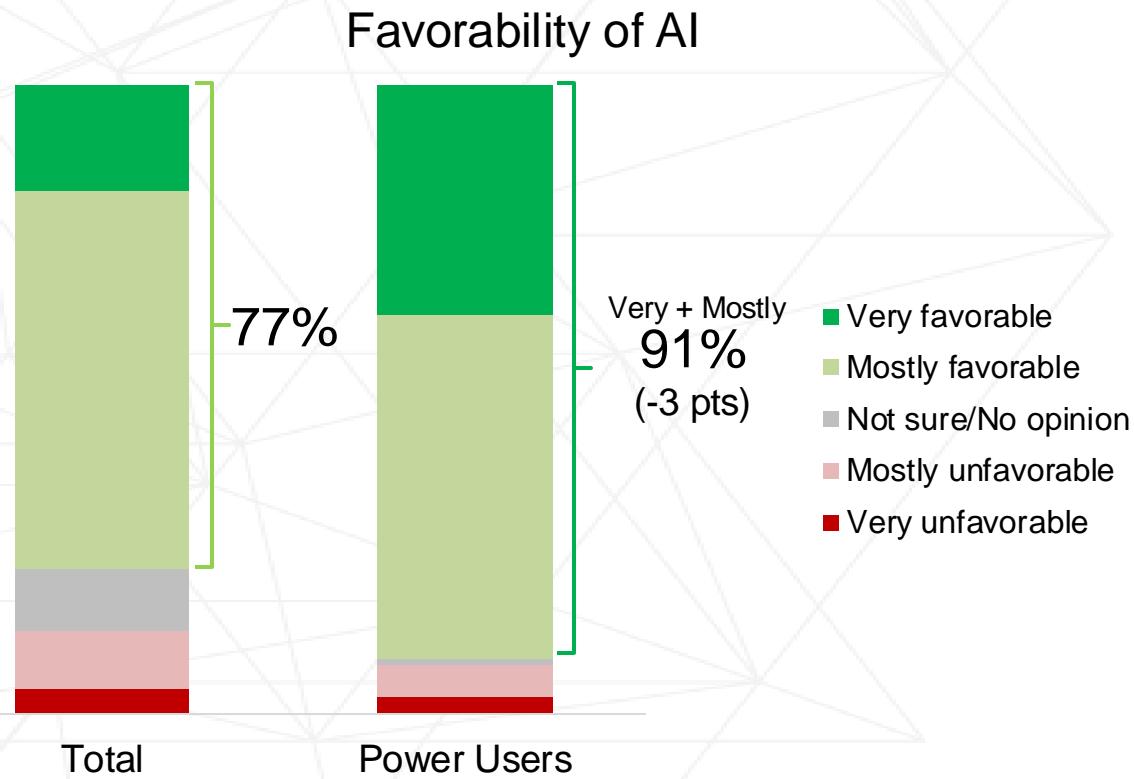


While a lower overall % usage, corporate researchers over-indexed on Trend Forecasting

Power Users of AI in the Workplace

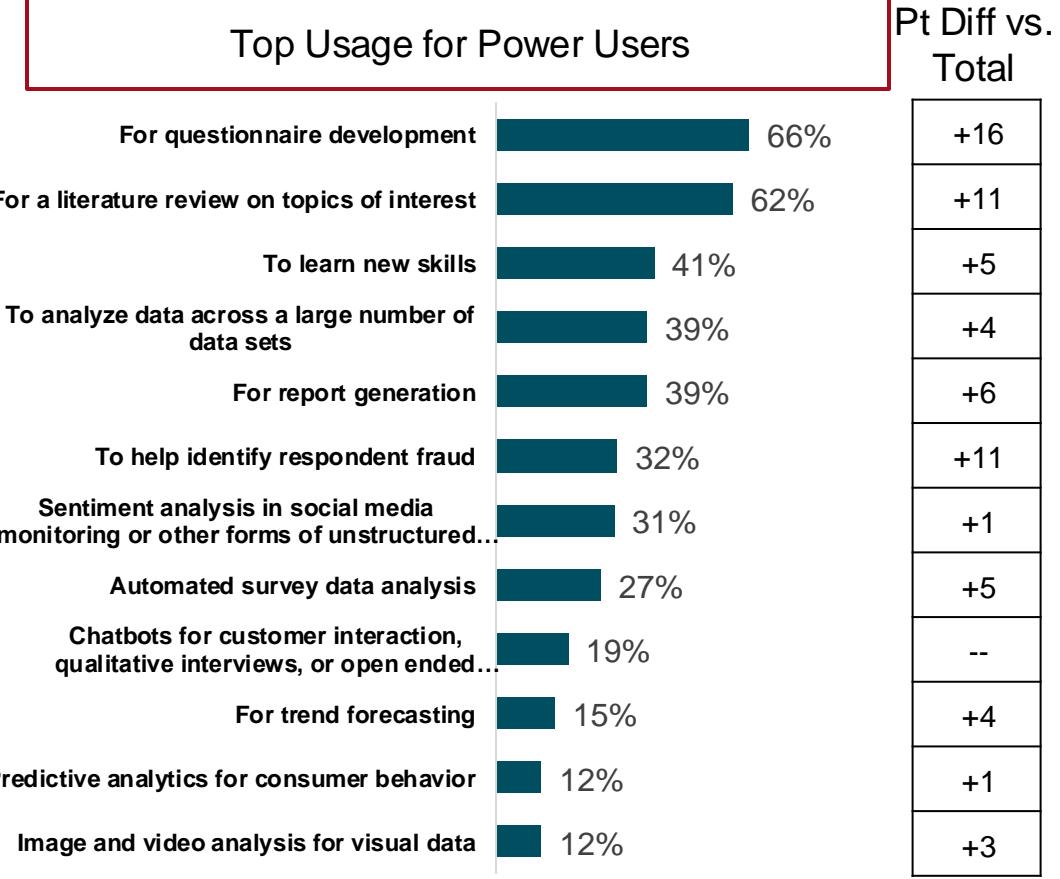
Favorability of AI remains high for both Power Users and total respondents.

A near complete favorability of AI remains for those that say most of their team uses AI, though favorability dipped slightly from 2024



Note: +/- pts represents change vs. 2024

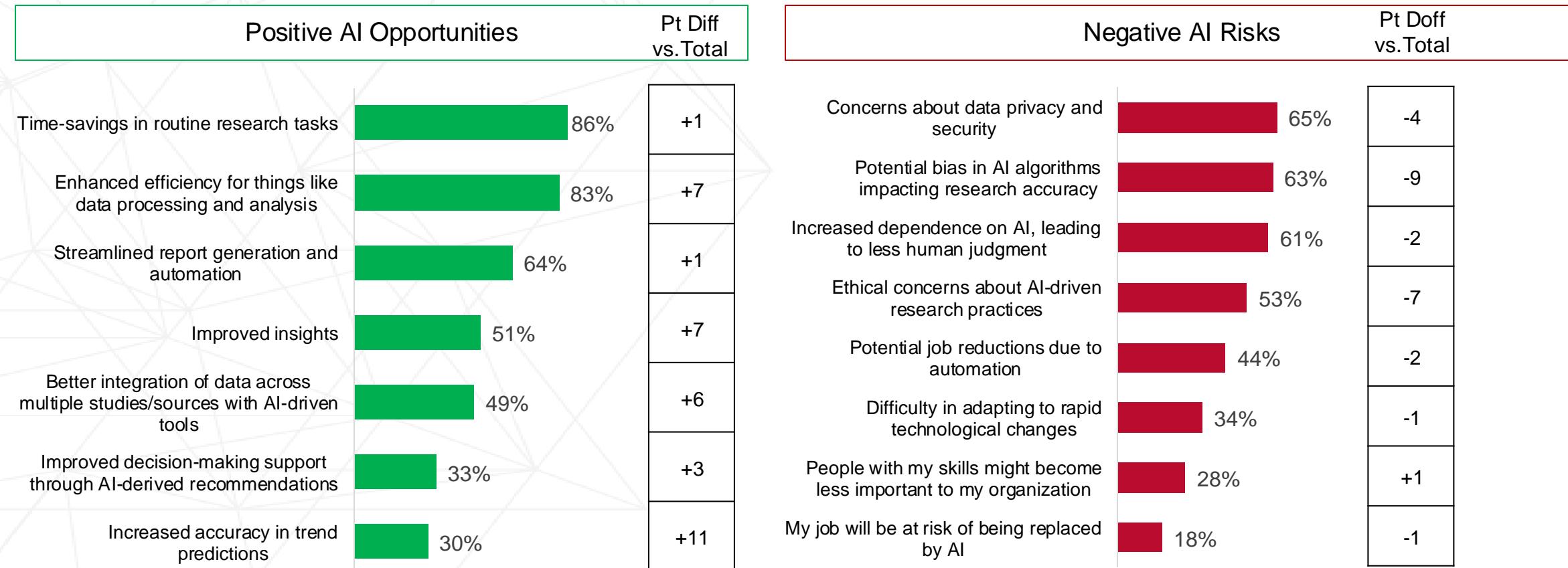
AI usage among Power Users is greater than the total respondents across nearly all types of usage



Power Users of AI in the Workplace

Power users show stronger positivity and less negativity than total respondents across nearly all factors of AI Opportunities and Risks

Positivity towards AI contributions are generally slightly higher, if not about the same, compared to total respondents.
Total respondents do have slightly more concern about potential bias and ethics around AI-driven practices.



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Artificial intelligence is not a replacement for humans. It's about amplifying human potential.

—
AMIR HUSAIN

Thank you!

For more information visit mrii.org

Appendix

MRII: Market Research Institute International

A non-profit educational institute offering continuing education & skills development about market research, insights & analytics

MRII believes that training and development is key to realizing the full potential and value of market research and insights, and to driving innovation within the sector.

Online market research courses with University of Georgia, webinars, YouTube channel, podcast, awards programs, and more



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Additional Learning Channels from MRII

- MRII YouTube Channel



- MRII Insights & Innovators Podcast



<https://mrii.org/insights-and-innovators-podcast/>

<https://www.youtube.com/@MarketResearchInstitute>

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