



Hi friend,

This edition of the Outliers newsletter tackles some of the hottest topics in insights today: consumer attitudes on sustainability; increasing the diversity of our sample sets; and improving data quality.

There's lots of discuss, so let's dive in!

### 👉 3 QUICK TIPS

Best practices you can implement right away.

If you want to get insights that reflect the views of modern consumers, then you need to [engage a diverse group of people](#).

That's why you need to use market research methods that are both diverse and inclusive.

Three key principles to keep in mind to accomplish this:

#### 1. Use modern and inclusive tech that even your grandma can access.

Hint: Right now, this means going mobile-first! It doesn't matter if you're trying to reach BIPOC [Gen Zs](#) in the US or business professionals in the Philippines—they are reachable via their phone. Mobile is the great "leveler" today—and the best way to reach as many consumers as possible.

#### 2. When designing questionnaires, don't be a bore.

Avoid asking demo questions—it's not effective and could, in fact, scare away minority groups. Follow best practices from organizations like Insights Association, which recommends:

- a.) re-considering asking participants for race or gender in your surveys, or
- b.) showing more options when asking these questions and allowing people to self-identify or self-describe

#### 3. Optimize your recruitment—don't put all your eggs in one basket.

Use a [multi-channel approach to recruitment](#) to minimize the bias of just one channel. Market panels and your own email database are great starting points. But you know what else is great? Social media, ads, influencers, and APIs.

P.S. Our CEO and Chief Methodologist, Jennifer Reid, was invited to present about this topic at the recent [Insights Association Annual Conference](#). Check out [a recorded version of her presentation](#) if you'd like a deeper dive into these tips!

WATCH NOW

### 📖 3 RESOURCES

Podcasts, articles, videos, guides and other goodies you'll love.

**Data quality—WTF is it, really?** 🤖 Removing Satisfiers, Speeders, and Straightliners is a good starting point to ensuring the quality of your datasets. But you shouldn't stop there. A thought-provoking article from 2CV's Karine Pepin argues that ["cohesion" is an important consideration](#) when evaluating for data quality.

**Should you be using focus groups to make important business decisions?** In a recent cartoon, Marketoonist brings up some valid points about [how brands use focus groups](#) and research in general. Notable quote: "Not every market research tool is right for every market research question. Treating any source of consumer insights as an oracle can lead you astray."

**How important is sustainability to consumers?** Well, it depends. New research from Reach3 Insights shows that age and, perhaps more importantly, [product category matter](#). Socio-economic factors (including high inflation) also shape purchasing behaviors.



### 📱 WHAT'S TRENDING

A social media post you might find interesting...

**Rob Volpe** (He/Him) · 1st  
Empathy Activist, Author, Speaker, CEO, Chief Catalyst at Ignite 360  
6d · 🌐

How can we create (and execute!) ideas worth loving? 💡

Passion and conviction are necessary risks to take at work. Conviction is what your superiors see in your eyes when you are pitching an idea. It's the spark that ignites when the data in your head strikes the knowing in your heart.

And when you know something to be true, it's that much harder to challenge it. Here are the key ways to create ideas worth loving:

**#1. Ground Down in Reality**

An idea can't become real unless you've built it from the ground up. Think: What's the business challenge the idea will solve? What makes it better than other approaches? Consider the other angles or ways of solving the problem. What makes this the right approach?

**#2. Listen to Outsiders**

Are you really listening to what you need to hear or limiting yourself to what you want to hear? Passionate people often put blinders on and either won't listen to what consumers have to say or do so with selective hearing. In the end, you are only hurting yourself and your business. Your customer, client, consumer, and end-user know themselves and how your product, service, or message fits in their lives better than you do. Are you willing to let them open your eyes?

**#3. Recalibrate Your Message**

Are you providing the right information to enroll your stakeholders? Consider their point of view, what might be missing that would get them to an enthusiastic "Yes!?" Is your own enthusiasm appropriately tempered or are you being a little too much cheerleader and not enough captain of the team?

**#4. Be Open to Rejection**

Rejection sucks. None of us like it, but it is part of life. Try to use it as a learning experience. What was the rationale given for the rejection? What could you do better next time? Is this a forever "no" or just a "no for right now"? And don't take it personally—you might have better success with the next one!

When it comes to idea-love, be open, flexible, and keep it real.

[#Ideation](#) [#Passion](#) [#Growth](#) [#Ideas](#) [#Ignite360](#) [#Growth](#) [#Challenges](#) [#MRX](#) [#Journey](#) [#Rejection](#) [#Success](#) [#marketingresearch](#) [#insights](#) [#innovation](#) [#failure](#) [#listening](#)

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Oh, a few more things...

We're holding a masterclass webinar on [Gen Z communities](#) on May 11. [Save your spot](#) if you haven't yet!

Got feedback on this newsletter? I'm all ears! Please respond to this email.

Thank you for reading!



Kelvin Claveria  
Marketing @ Rival Technologies

