



ClientSight Survey Results 2025



198

client-side researchers

MEMBERS OF

IMA	76
AURA	63
MRS	59

YEARS IN INDUSTRY

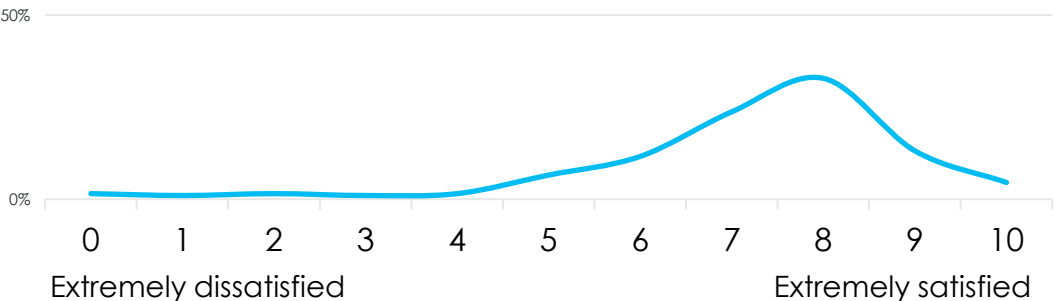
< 5 years	11
6-10 years	39
11-20 years	62
21-30 years	67
> 30 years	19

BEGAN CAREER

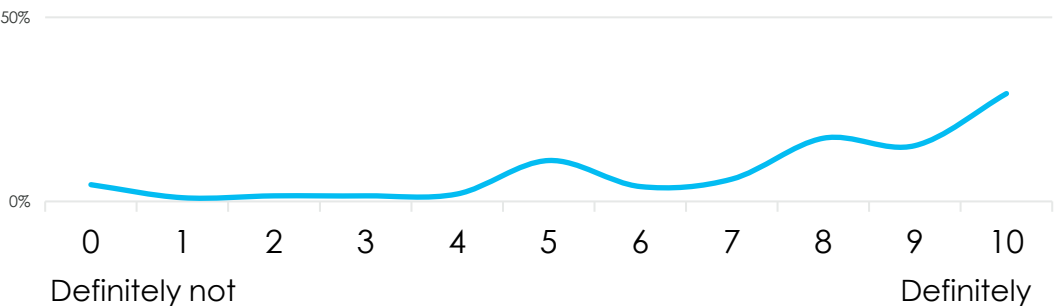
Started client-side	76
Started agency-side	63

The lay of the land shows middling job satisfaction, with most saying they intend to stay in their jobs, and the sector

JOB SATISFACTION



INTENT TO STAY



JOB ENJOYMENT

83% NET Agree they enjoy their job, but only 28% strongly agree.

CONTINUE IN THE SECTOR

77% say they intend to stay in the sector for the foreseeable future, on the client side.

We asked agreement to a battery of statements related to client-side researchers' role, impact and professional development

My organisation motivates me to help it achieve its objectives

I am able to be myself when I am at work

My strengths are valued by my organisation

I receive regular feedback on my performance

I have access to appropriate resources to enable me to develop my knowledge and skills

Our research team directly influences organisation important decisions in person

My organisation recognises Insights and Intelligence as a vital strategic asset

I understand how my work contributes to my organisation's objectives

I feel I have enough time to do my job properly

I have access to opportunities to develop and progress within my organisation

If I wish to do so, I have opportunities to diversify my career path into other disciplines

Our team's intelligence tools and outputs are used to influence organisation decisions

My workload is manageable

I feel I have job security

Organisational engagement is a core driver of both job satisfaction and intention to stay

DRIVERS ANALYSIS

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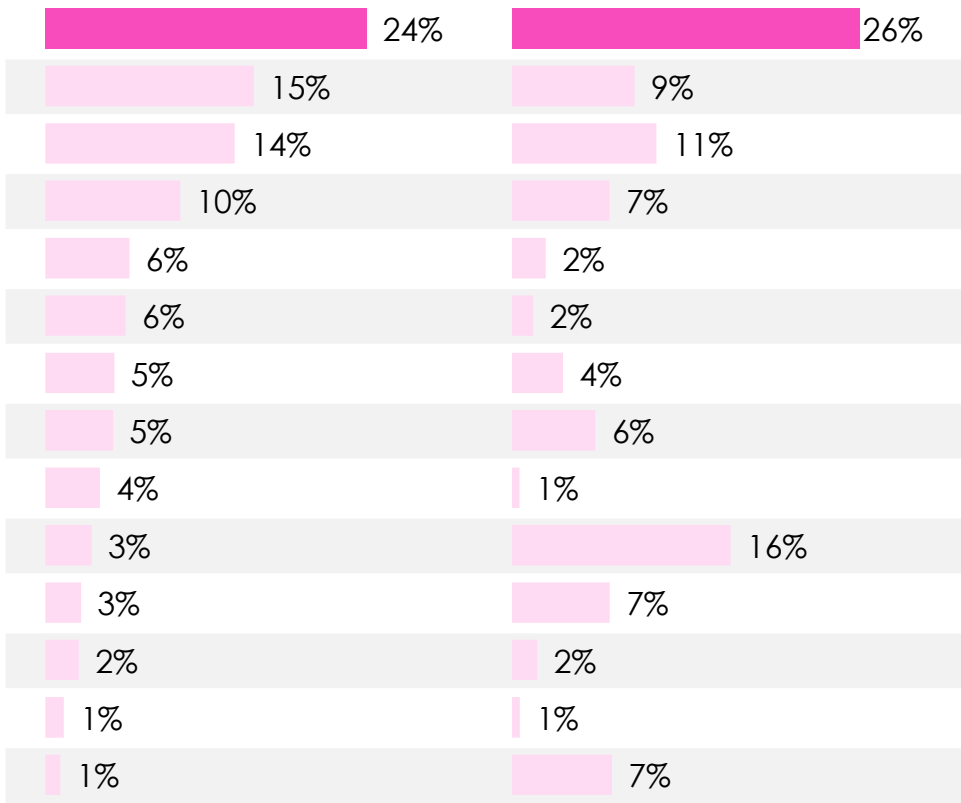
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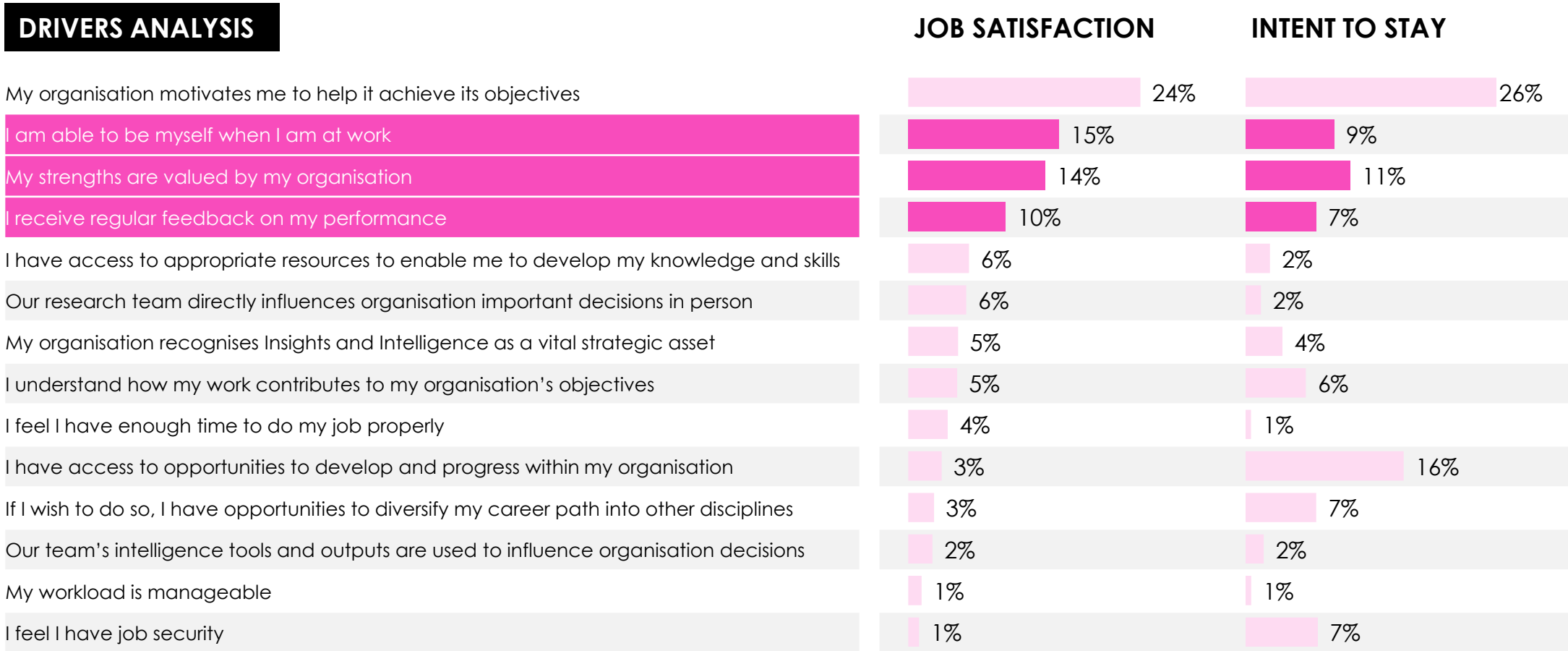
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JOB SATISFACTION

INTENT TO STAY

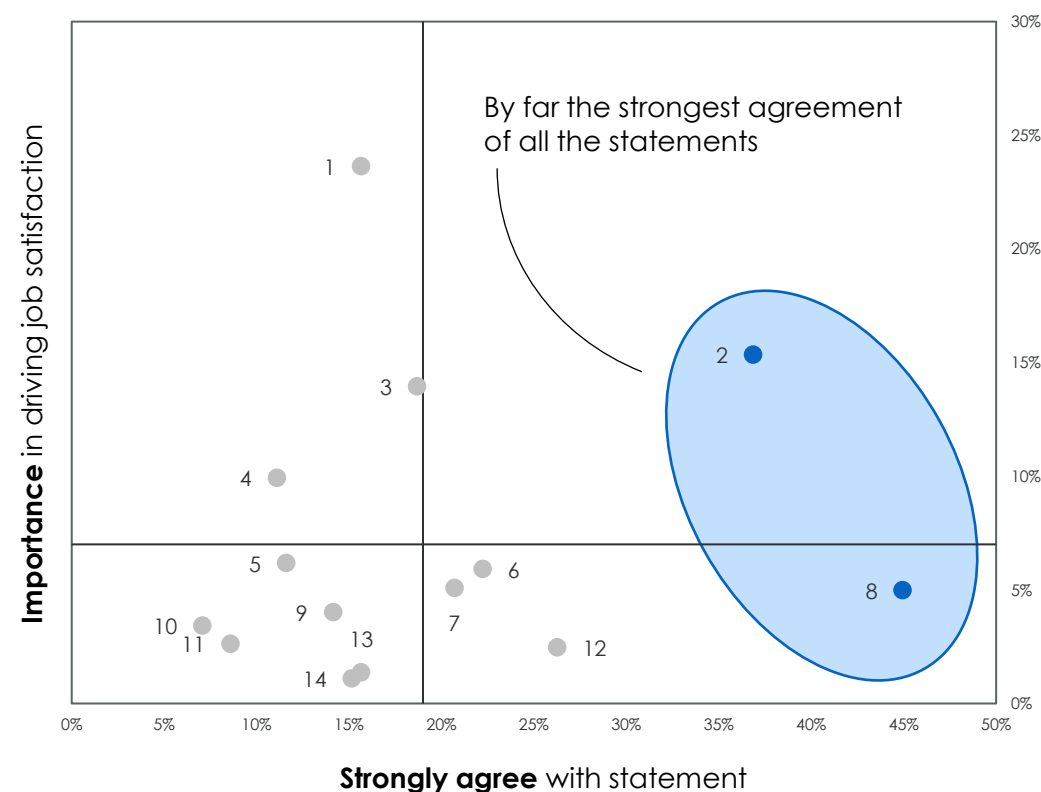


Softer aspects such as authenticity, feeling valued and receiving feedback are consistent secondary drivers



People feel clear on what they bring to the table

JOB SAT MATRIX



1 My organisation motivates me to help it achieve its objectives

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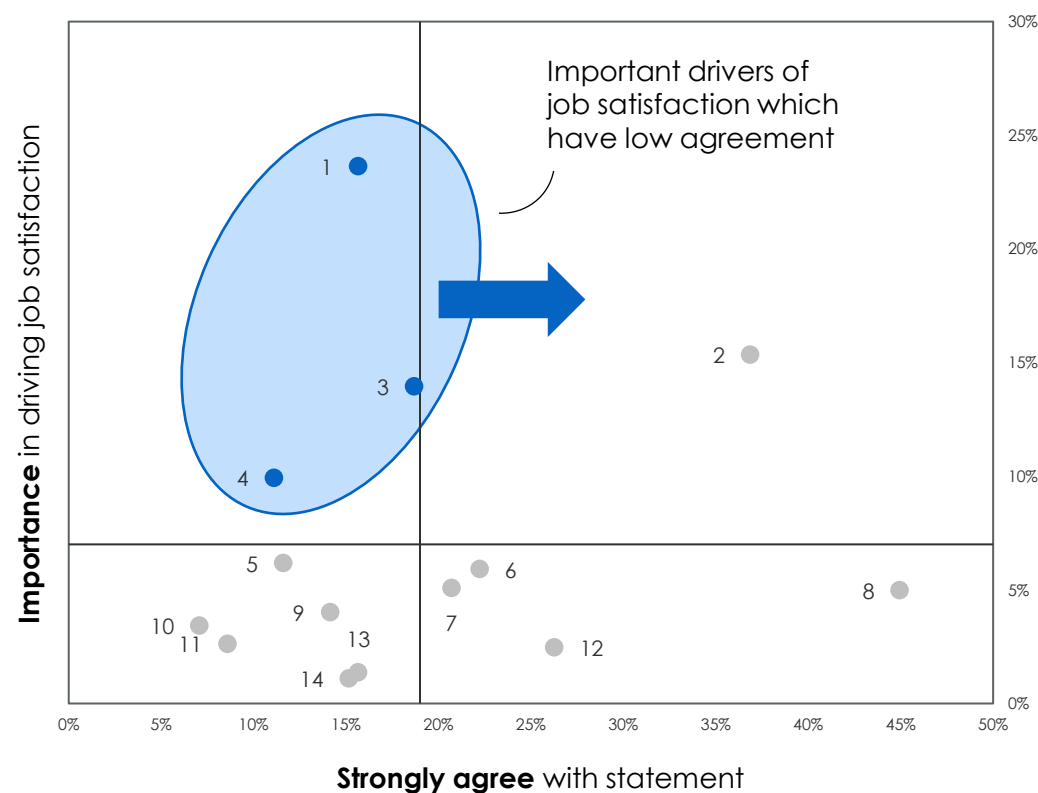
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However, would value more direct recognition

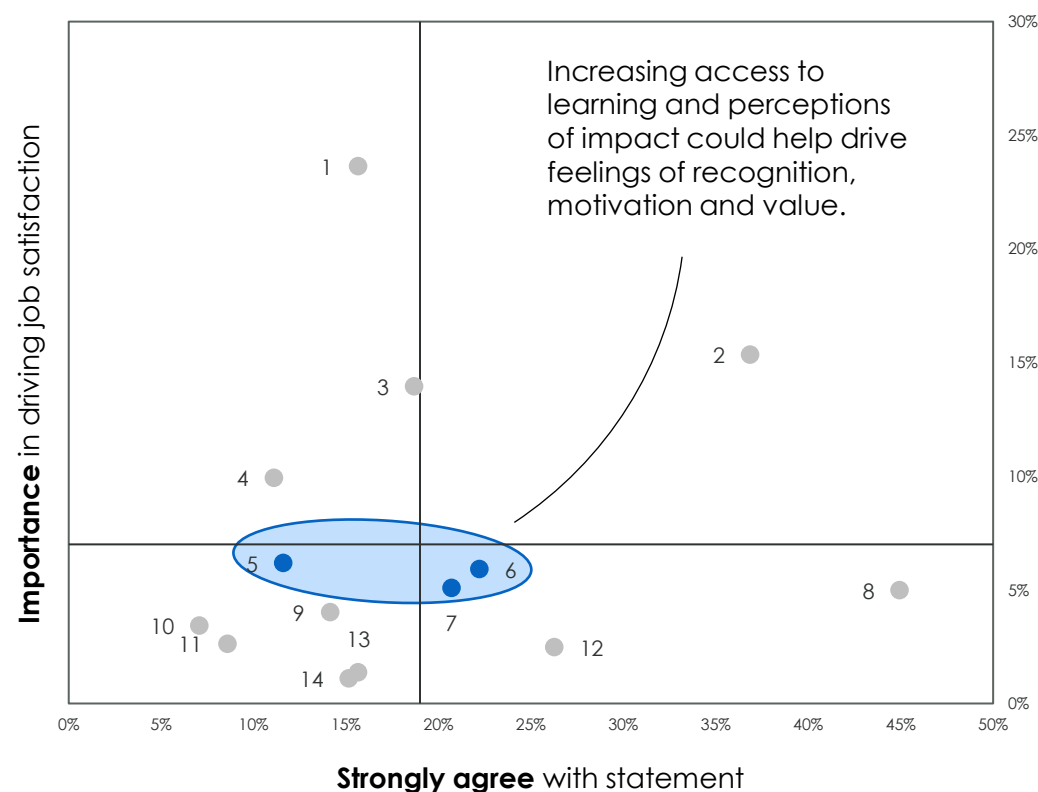
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Training and more impact could be part of the solution

JOB SAT MATRIX

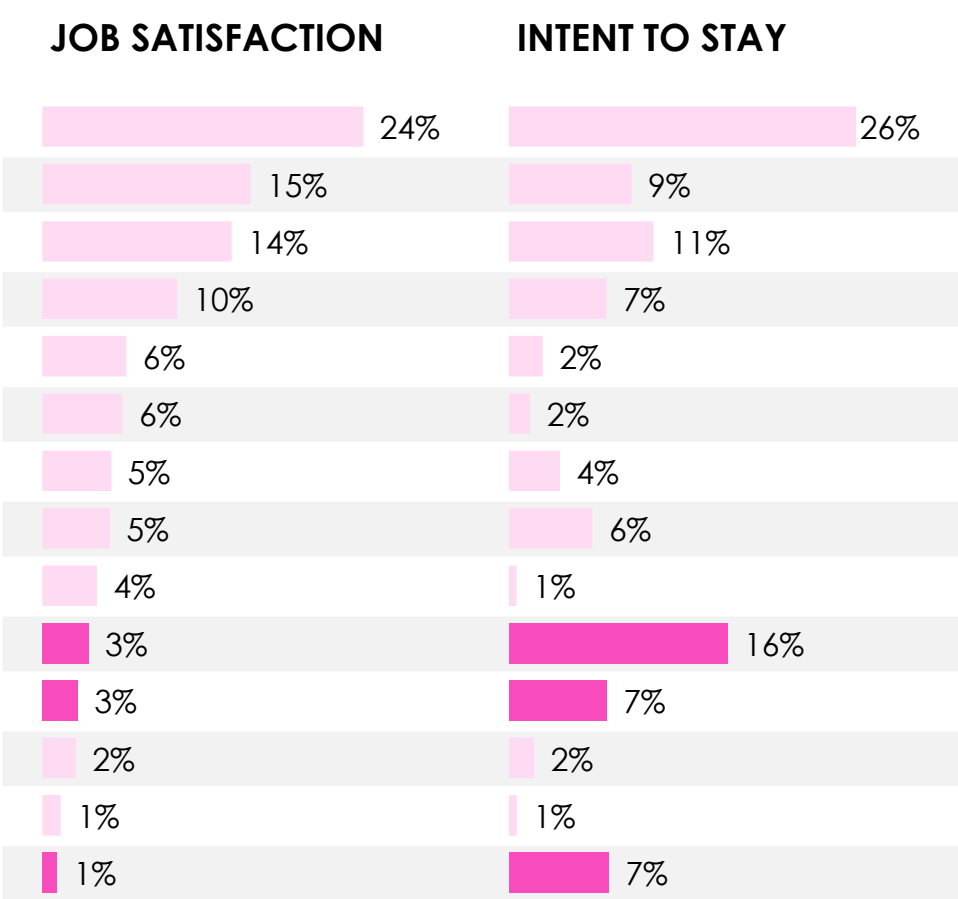


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Progression opportunities, role diversification and job security are more important for retaining staff

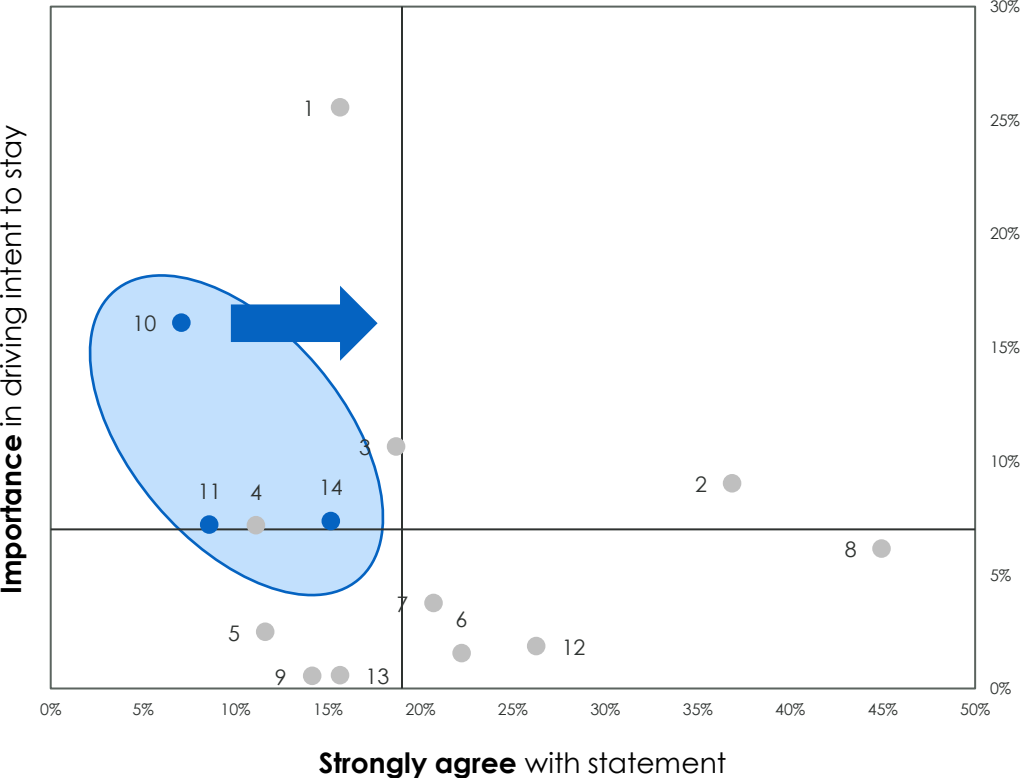
DRIVERS ANALYSIS

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With large opportunities to improve in these areas

INTENT TO STAY MATRIX



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Where can professional organisations help?



In the hands of the individual / their company

HIGH IMPORTANCE, LOWER AGREEMENT STATEMENTS

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In the hands of the individual / their company

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How can professional organisations help?

TRAINING BASED

I have access to appropriate resources to enable me to develop my knowledge and skills as a research, insights

I have access to opportunities to develop and progress within my organisation

If I wish to do so, I have opportunities to diversify my career path into other disciplines

NOT AS RELEVANT

I feel I have job security

I receive regular feedback on my performance

IMPACT BASED

My organisation motivates me to help it achieve its objectives

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My organisation recognises Insights and Intelligence as a vital strategic asset

We asked what researchers would most like to see in the future, and which professional bodies should focus on helping with

Growing respect from C-Suite & Senior Business Leadership for research professional expertise

Insights & Analytics teams becoming more important within my organisation

My organisation investing more in Insights & Analytics

The Insights industry effectively addressing the opportunities presented by technological advances such as AI, ML and automation

My own organisation effectively addressing the opportunities presented by technological advances such as AI, ML and automation

More Insights & Analytics work run in-house rather than outsourced

Opportunities to connect and engage with other client-side professional peers

Research & Analytics to be seen as a highly attractive profession to new/young talent

The Insights and/or Analytics profession to be a career for life

Improved diversity of colleagues in the client-side sector

Improved inclusion of voices across the client-side sector

Safeguards against AI putting my job at risk

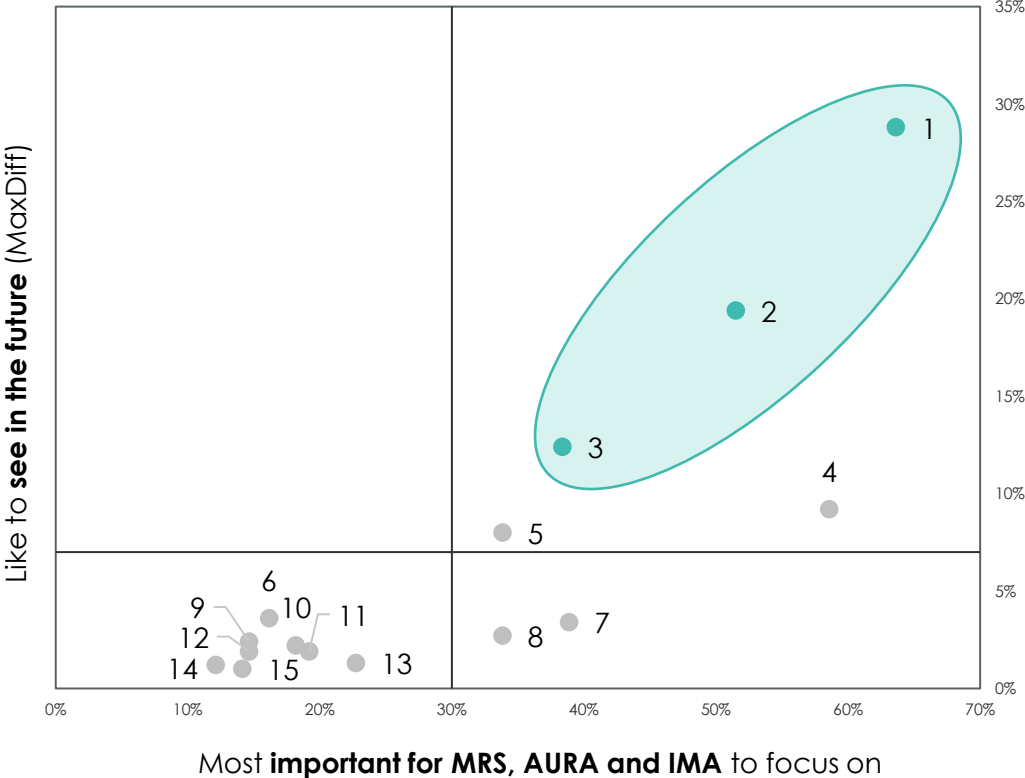
Promotion of better ways of working together between client-side and agency-side professionals

The client-side Insights profession sufficiently recognised in Industry awards and events

Opportunities to connect and engage with agency-side professional peers

Growing impact is far and away the most important

FUTURE FOCUS MATRIX

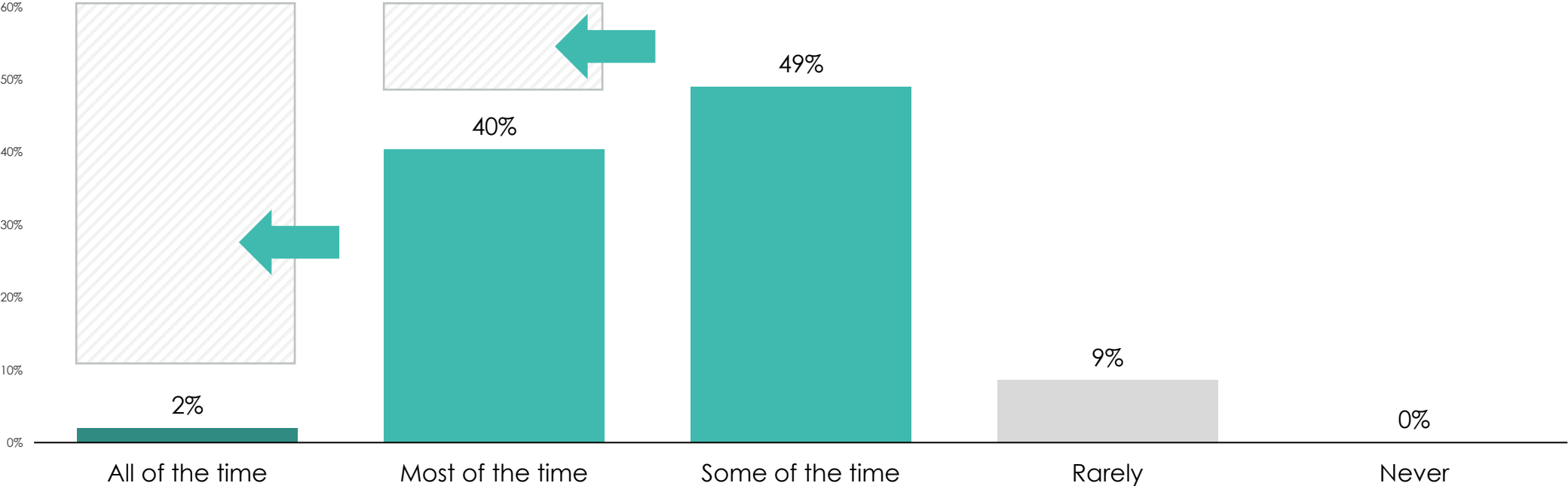


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There is scope to improve the amount research, insight and data analysis teams are involved in helping to make decisions

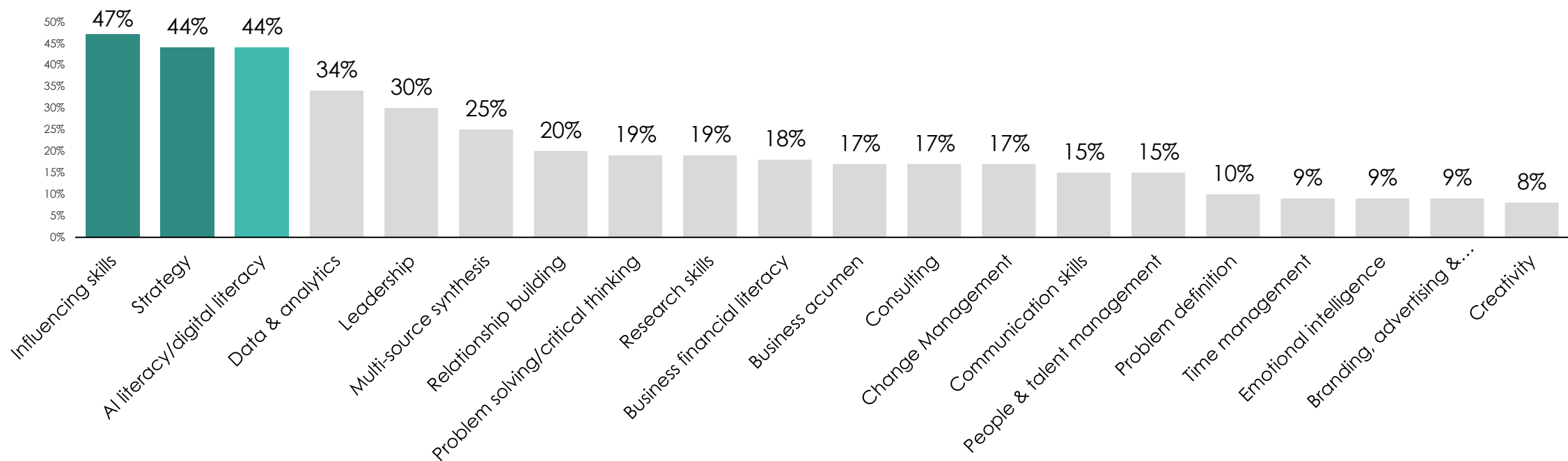
FREQUENCY OF BEING INVOLVED IN IMPORTANT DECISIONS

How much influence and involvement on important decisions should we have, be aiming for, and about what?



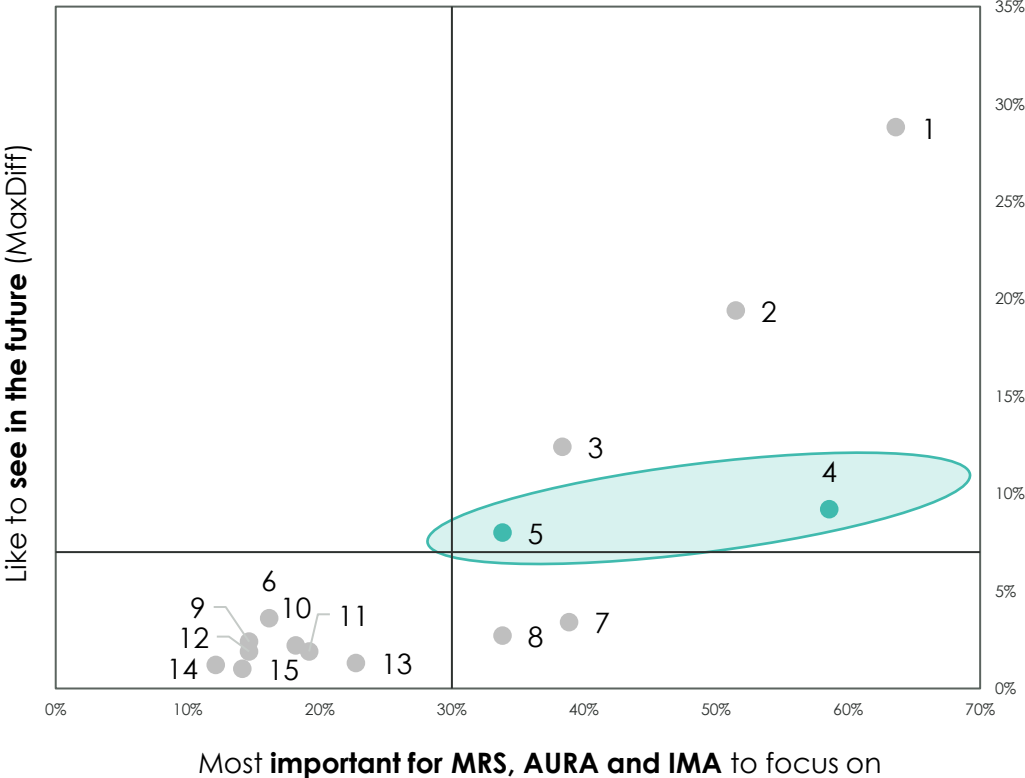
Influencing skills and strategy are the top training needs, and followed closely by AI/digital literacy, however...

TOP TRAINING NEEDS



Taking advantage of AI is of secondary importance

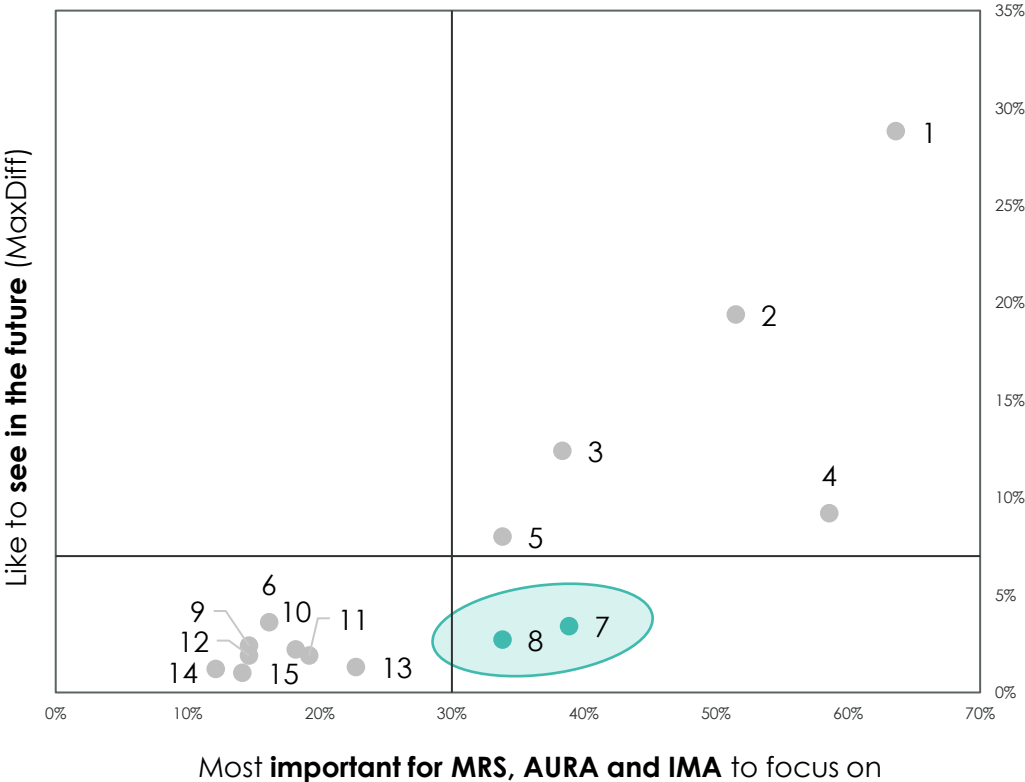
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Networking and attracting new talent are tertiary

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Key audience differences



EARLY VS. LATER CAREERS

- Training through online vs in person
- Feeling valued, and impact in their roles
- Importance of training on AI



AGENCY SWITCHERS

- Know less about how to generate impact within the organisation and how their work drives things forward.
- Higher importance of learning business financial literacy, problem definition skills.
- Learning through being taught personally, observation, training programmes and MRS courses.

In summary

POSITIVES

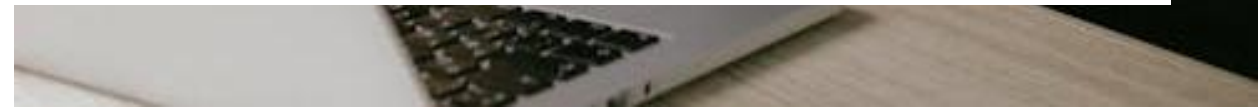
- Reasonable job satisfaction.
- High likelihood to stay at jobs and within the profession.
- Clear priority on having more impact within their organisations.

CHALLENGES

- Not a strong sense that they are valued, receive feedback and motivated by their organisation.
- Additionally, there's not a strong belief that they have the right training and development opportunities.

THOUGHT STARTERS

- What are the tools to drive impact and fame?
- Are different strategies required for different types of researcher; how should they differ?
- Should wider skills beyond research (influencing, strategy) be a core focus?
- How much is the right amount of AI content?



Thank you



Insights
with impact

Firmographic profile

TIME IN THE INDUSTRY

Less than 1 year	1%
1 to 5 years	5%
6 to 10 years	20%
11 to 20 years	31%
21 to 30 years	34%
More than 30 years	10%

JOB ROLE

Research/Analytics Function Leader	40%
Research/Analytics Manager	49%
Research/Analytics Exec/Assistant	7%
Other (please describe)	4%

RESEARCH, INSIGHT OR DATA ANALYSIS FUNCTION(S) SIZE

1	6%
2-5	26%
6-10	18%
11-20	19%
21-50	12%
51+	19%

MANAGER OF OTHERS

Yes	53%
No	46%

SECTOR WORKED IN

Financial Services/Banking/Insurance Company	14%
Consumer Packaged Goods (CPG)/FMCG Company	10%
Retail or E-Commerce Company	10%
Government or Public Sector Organization	10%
Hospitality/Travel/Leisure Company	9%
Entertainment/Media Company	8%
Education or Academic Institution	7%
Nonprofit or Non-Governmental Organization (NGO)	6%
Energy/Utilities Company	6%
Technology/Software Company	4%
Healthcare/Pharmaceutical/Biotechnology Company	4%
Telecommunications Company	3%
Professional Services/Consulting Firm	2%
Automotive or Manufacturing Company	2%
Agriculture/Food Production Company	1%
Other (Please Specify)	6%

Demographic profile

AGE

16-24	0%
25-34	18%
35-44	29%
45-54	39%
55-64	11%
65-74	1%
75+	0%

GENDER

Male	33%
Female	66%
Prefer to self-describe	0%

PHYSICAL OR MENTAL HEALTH CONDITION

Yes	14%
No	81%
Don't Know	1%
Prefer not to say	5%

REGION

UK	87%
Other European country	5%
Asia	0%
Middle East, North Africa and Greater Arabia	0%
Europe	0%
North America	7%
Central America and the Caribbean	0%
South America	1%
Sub-Saharan Africa	0%
Australia and Oceania	1%
Other	0%

SEXUAL ORIENTATION

Straight / Heterosexual	82%
Gay or Lesbian	4%
Bisexual	3%
Other sexual orientation (please write in)	3%
Don't Know	0%
Prefer not to say	9%