

2017 STATE OF LIFE SCIENCES

# Market Research Industry Report

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InCrowd  
know now

InCrowd interviewed  
**84 life sciences market researchers**  
in January and February 2017.

This report provides key professional and demographic data on:

WHO THEY ARE

HOW THEY WORK

WHERE THEY NEED HELP

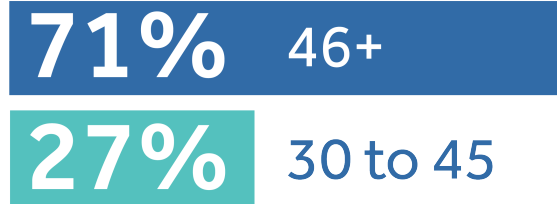


family-oriented • highly educated •  
WHO THEY ARE  
experienced in their roles •

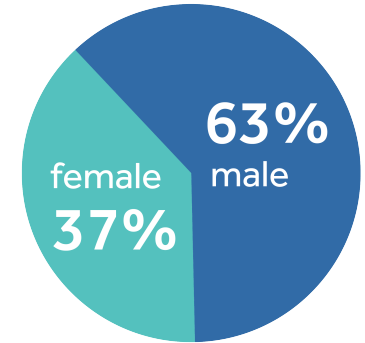


# Demographic Data

AGE

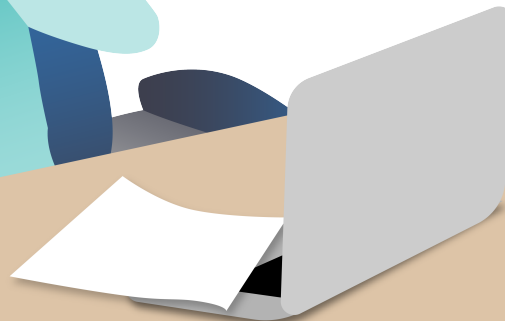


GENDER



83% have children

82% are married



# Professional Background

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**EDUCATION** —→ **63%** have a masters degree or higher.

**EMPLOYMENT HISTORY** —→ **More than 50%** have been with their current employer for 5+ years and were with their previous employer for 5+ years as well.

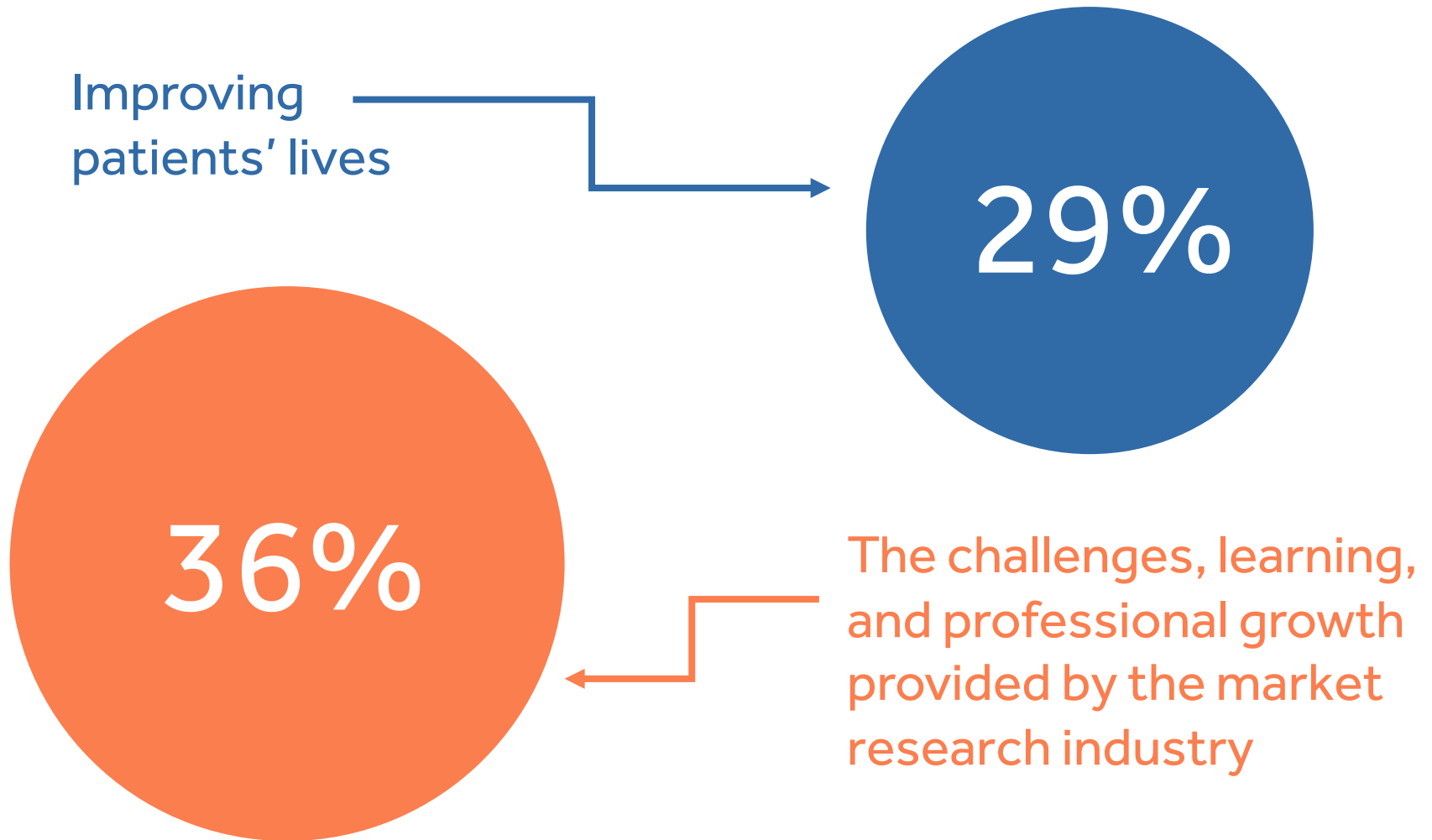
**EXPERIENCE LEVEL** —→ **Nearly 95%** have 5+ years of experience working in life sciences market research.



Today's life science market researchers are  
veteran professionals with deep expertise and  
**highly committed to their craft.**

# Top Reasons for Liking What They Do

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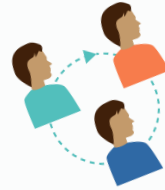


Life sciences market research professionals  
stay in the field because it gives them  
**a sense of purpose.**

They find their work rewarding because of the many  
opportunities to continue to learn and grow and  
**have an impact on patients' lives.**



networking • research investments  
HOW THEY  
WORK  
new technologies •



LinkedIn,  
colleagues,  
and peers



make up a large  
part of how market  
researchers get  
information on  
trends, challenges,  
and innovations.

# Spending and New Ventures

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Market researchers  
mainly spend money on:



They are also increasingly  
investing and experimenting  
in new forms of research:

44% Social Media Analytics

43% Online Communities

38% Big Data Analytics



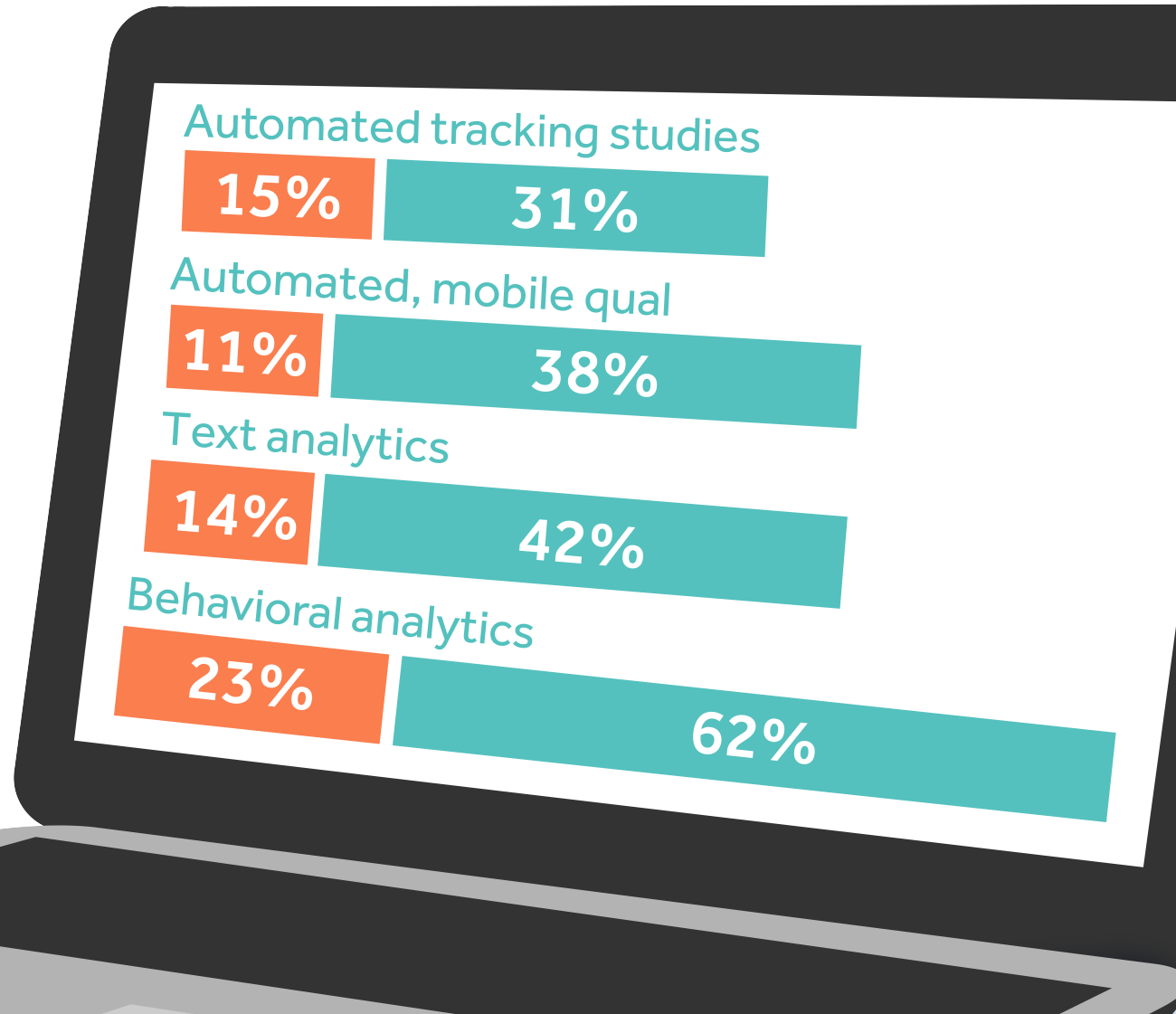
**Big data has become a core pillar**  
for big pharma companies and health systems  
as they think about how best to improve  
patient outcomes and reduce costs.

# Research Investments

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 Currently investing

 Wishing to invest



Market researchers seem excited by the innovation happening in market research technology and are being **more experimental with automated and agile solutions.**



red tape • rapidly shifting markets  
WHERE THEY  
NEED HELP  
resource scarcity •

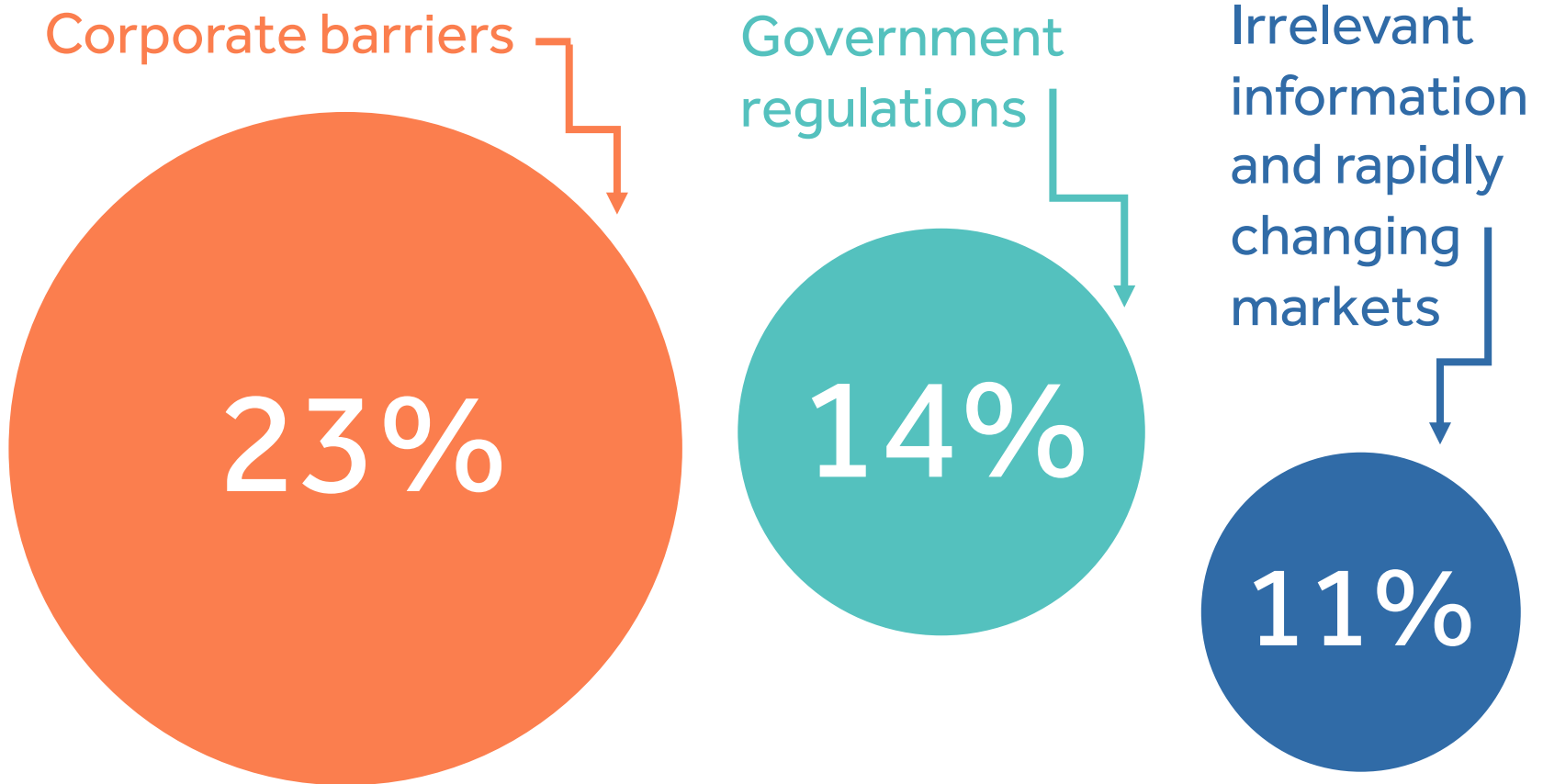
# Main Issues

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# Top Reasons for Disliking What They Do

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In 2017, market researchers are keenly aware of  
**the costs of developing new drugs and  
the pressure to succeed in the market.**

They are anxious about the serious downsides to market miscalculations—but eager to find new market research solutions that will help them find their way.



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