CRIC Size of the Canadian Industry Survey

The CRIC Size of the Industry survey is designed to gather key data about the size of the Canadian research, analytics and insights industry. Results of this survey will be used to describe the size of our industry in CRIC's advocacy activities and will also be used to contribute Canadian data to ESOMAR's Global Market Research Report.

We ask for your company name and e-mail address to ensure only one response is received per company. The identity of the respondents and their individual data provided will be kept confidential to CRIC staff. Only aggregate data will be reported.

All participants will receive an advance summary of the Canadian results.

This research is registered with the CRIC Research Verification Service and feedback can be shared on this research using the RVS code: 20260625-CA657

Please complete your submission online by July 9 using the link below.

https://www.canadianresearchinsightscouncil.ca/cric-size-of-the-industry-survey/

Email:	
Company Name:	

Q1. Please enter your firm's total research, analytics and related revenue in Canadian dollars for 2024 and 2025 and expected revenues for 2026. (include revenues generated from clients both in and outside of Canada)

2024: ____________________

2025: ____________________

2026 (expected): ______________

Q2a. What percentage of your 2025 revenue included above related to services subcontracted outside of Canada? (e.g., services were outsourced to third-parties outside of Canada)

Enter a % between 0 and 100 or select don't know

____

□ Don't know

Q2b. What percentage of your 2025 revenues included above was from Canadian Clients? Canadian clients are defined as clients whose invoice were paid from a Canadian bank account.

Enter a % between 0 and 100 or select don't know

______

□ Don’t know

Q3. Did your firm conduct pro-bono research on behalf of Canadian clients in 2025?

□ Yes

□ No

□ Don’t know

IF YES to Q3 – Please enter the estimated value in Canadian dollars of pro-bono research conducted on behalf of clients in Canada in 2025?

____

Q4a. Was your firm profitable in 2025?

□ Yes □ No □ I don't know / I prefer not to disclose

Q4b. As compared to 2025, how difficult will it be for you to be profitable in 2026?

□ Much harder □ A little harder □ About the same □ A little easier □ Much easier □ I don’t know

Q5a. On average, how many full-time employees did your company have in 2025?

______

Q5b. On average, how many part-time employees did your company have in 2025?

______

Q5c. How many freelancers/independent contractors did your company use in 2025?

______

Q6. How do you anticipate the total number of full-time employees at your company will change in 2026 as compared to 2025?

□ Increase

□ Remain the same

□ Decrease

□ Don’t know

IF INCREASE in Q6: By what % do you anticipate the number of full-time employees will increase in 2026 as compared to 2025?

_____

IF DECREASE IN Q6: By what % do you anticipate the number of full-time employees will decrease in 2026 as compared to 2025?

______

How much did you invest in AI[1] & Synthetic Data Capabilities?

Areas	$ for 2024	DK	$ for 2025	DK
AI models: third-party (including LLM/AP embedded in products/workflow)				
AI models: in-house development (including R&D, training, testing)				
Synthetic data: third-party licenses in integration				
Synthetic data: in-house development & maintenance, usage (including generation, augmentation)				
Other AI & Synthetic data (infrastructure, governance, & validation, external partners/consultants				
Total				

1-Artificial Intelligence (AI) is a set of technologies that are designed to simulate human intelligence and problem - solving capabilities .

2-Synthetic Data - means information that has been generated to replicate the characteristics of real world data.

Q7a. Please include the percentage of your revenues that fall into the following four categories for 2025

Full-Service market research services

Fieldwork services only (including sample)

Software services

Other consulting and advisory services

Q7b. Please include the percentage of revenues that fall into the following four categories in 2025:

Please enter a whole number from 0 to 100 for each category. Do not add the % sign. If you do not know the percentage of revenue by category, click next to skip this question.

	%
Quantitative Methods (includes mail, telephone CATI, F2F (PAPI / CAPI), online quantitative research, mobile / smartphone quantitative research, audience measurement, online / web analytics, automated digital/electronic, and social media monitoring.)	
Qualitative Methods (include F2F group discussions / focus groups, in-depth F2F interviews, online qual, mobile qual, traditional / digital ethnography, online research communities.)	
Reporting (includes consulting firm research, advisory services, marketing reports/research and all other secondary (desk) research.	
Other research/analytics revenues not included in the categories above.	
Total	100

Q7c. Enter the percentage of revenue your firm generated in 2025 from each quantitative method.

Please enter a whole number from 0 to 100 for each category. Do not add the % sign.

If you do not know the percentage of revenue by category, click next to skip this question.

	%
Telephone CATI (including CATI to mobiles, i.e., a person-to-person interview and IVR interviews)	
Face-to-face (PAPI-paper and pencil interview. CAPI-computer-assisted personal interviewing)	
Online/mobile quantitative research (including CASI - "self-interviewing" - and online panel)	
Audience Measurement	
Online / Web analytics (includes content tracking, digital tracking, CRM analytics and all advanced analytics)	
Automated digital / electronic (includes interactive voice recorded interviews, location-based services, passive metering and log file processing)	
Social media monitoring	
Other quantitative methods not included above.	
Total	100

Q7d. Enter the percentage of revenue your firm generated in 2025 from each qualitative method.

Please enter a whole number from 0 to 100 for each category. Do not add the % sign.

If you do not know the percentage of revenue by category, click next to skip this question.

	%
F2F Group discussions / Focus groups	
In-depth face to face interviews	
Traditional Ethnography	
Online / Mobile Qual (online groups, discussions, bulletin boards, mobile ethno., mobile diaries, photo boards)	
Online research communities (includes social media, in-depth interviews & online ethno.) & social media listening	
Other qualitative methods not included above.	
Total	100

Q8a. Enter the percentage of revenue your firm generated in 2025 from each of the following type of projects.

Please enter a whole number from 0 to 100 for each category. Do not add the % sign.

If you do not know the percentage of revenue by category, click next to skip this question.

	%
Market Measurement (Syndicated or custom retail/consumer panel/surveys for market size and share, including online)	
Market Modelling (Including marketing mix and media modelling)	
New Product/Service Development (Testing of concepts, products, services, packaging, pricing mix, etc. and volume forecasting)	
Advertising (Pre and post testing	
Brand Tracking	
Media Audience/Research (Viewing, listening, readership, including online and social media measurement)	
Employee/ Satisfaction	
CRM Systems / Customer Satisfaction	
Mystery Shopping	
Usage & Attitude Studies (Including segmentation studies and motivational research)	
Opinion Research/Polling	
User Experience (UX) research	
Non-profit Research	
Business-to-Business Studies not included above	
Other (not included above)	
Total	100

Q8b. Enter the percentage of revenue your firm generated in 2025 from each of the following research designs.

Please enter a whole number from 0 to 100 for each category. Do not add the % sign.

If you do not know the percentage of revenue by category, click next to skip this question.

	%
Ad hoc research	
Omnibus surveys & syndicated research	
Panel (includes consumer panels, television audience measurement, retail audits and other continuous and non-continuous panel research)	
Continuous research (at regular frequency, including radio listenership, online web tracking, brand, advertising and customer satisfaction trackers, and “retainer” contracts covering, e.g. 12 months of concept testing, innovation workshops, etc.)	
Other types of research	

Q8c. Enter the percentage of revenue your firm generated in 2025 from each of the following types of clients.

Please enter a whole number from 0 to 100 for each category. Do not add the % sign.

If you do not know the percentage of revenue by category, click next to skip this question.

	%
Manufacturing (consumer non-durables-includes food, beverages, tobacco, cannabis, personal care, petrol, clothing, shoes, accessories, paper products, cosmetics, etc.)	
Manufacturing (consumer durables - includes furniture, building materials, computers, electrical equipment, etc.)	
Manufacturing (pharmaceutical)	
Manufacturing (automotive)	
Utilities - Electricity, gas, water, postal services	
Wholesale and retail	
Information and communication (advertising)	
Information and communication (telecommunications and ICT)	
Information and communication (media and broadcasting)	
Financial services including banking, insurance, investments, etc.	
Public sector	
Non-profit and NGOs	
Education - Research institutes	
Tourism, travel and recreation	

Other sectors not included above	
Total	