

NewMR Final Draft Updated Following Consultation – 24 February 2018

Skills and Training

L Which language would you like to complete the survey in?

[\[Pick 1, forced response\]](#)

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Skills and Training

Thank you for helping. This survey looks at training in the context of the market research and insights industry. By training, we mean and include: attending courses, in-house training sessions/workshops, attending conferences/webinars, e-learning and other forms of training and learning.

We are not including other professional development activities, such as independently reading textbooks or articles, as part of this specific project.

Q1 What forms of market research-related training did you take part in over the last 12 months? Select all that apply.

[\[Multi, fixed order, forced response\]](#)

1. Sessions run by your employer
2. Sessions run by trade bodies (e.g. market research societies)
3. Sessions run by universities / colleges
4. Sessions run by other organisations
5. Other (please specify)
6. No training in last 12 months [Exclusive]

Q2 What forms of training did you take part in? Select all that apply.

[\[Ask if Q1.6 NOT selected\]](#)

[\[Multi, fixed order, forced response\]](#)

1. Face-to-face at your offices
2. Face-to-face elsewhere
3. Webinars
4. Other e-Learning methods
5. Other (please specify)

Q3 How much training did you receive in the last 12 months?

[\[Pick 1, fixed order, not forced\]](#)

[\[Ask Q1.6 NOT selected\]](#)

1. Less than 5 hours
2. 6 hours to 2 days
3. 3 to 5 days
4. 6 to 10 days
5. 11 to 20 days
6. More than 20 days

7. Not sure

Q4 Was the amount of training you received in the last 12 months?

[Pick 1, fixed order, not forced]

1. Too much
2. About right
3. Too little
4. Not sure

Q5 What skills do you think you need to develop over the next five years, in terms of market research and insights?

[Open, not forced]

Q6 How would you like to receive training? Select all that apply.

[Multi, fixed order, not forced]

1. In person at your offices
2. In person elsewhere
3. Webinars
4. Other e-Learning methods
5. Other (please specify)

Q7 How much of the training you receive should be in work time?

[Pick 1, not forced]

1. None of it
2. Some of it
3. Most of it
4. All of it

We'd like to ask a few demographic questions to help us analyse the responses.

Q8 Country

[Pick 1, dropdown list, forced]

Q9 Age

[Pick 1]

1. Under 25
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 and older

Q10 Which of the following best describes you?

[Pick 1, not forced]

1. Research buyer/user
2. Research supplier
3. Service supplier (e.g. software or fieldwork)

4. Academic
5. Other (please specify)

Q11 How long have you been involved in market research and/or insights?

[Pick 1, not forced]

1. Less than 1 year
2. 1 to 3 years
3. 4 to 9 years
4. 10 to 20 years
5. More than 20 years

Q12 Would you like a copy of the results from this study?

[Pick 1, not forced]

1. No
2. Yes

Q13 Do you have any other comments about this project or topic?

[Open]

Privacy policy

This survey is operated via The Future Place Consultancy Ltd, a UK-based company. The project is managed by Ray Poynter and Sue York. The surveys are being conducted via Confirmit ([check their Privacy Policy here](#)). No personally identifiable data is being collected during the survey, however some passive information, such as screen size and operating system is being collected. Do not proceed with this survey if you are unhappy with this process.

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End of Study Redirect - <http://newmr.org/skills-and-training-2018-thanks/>