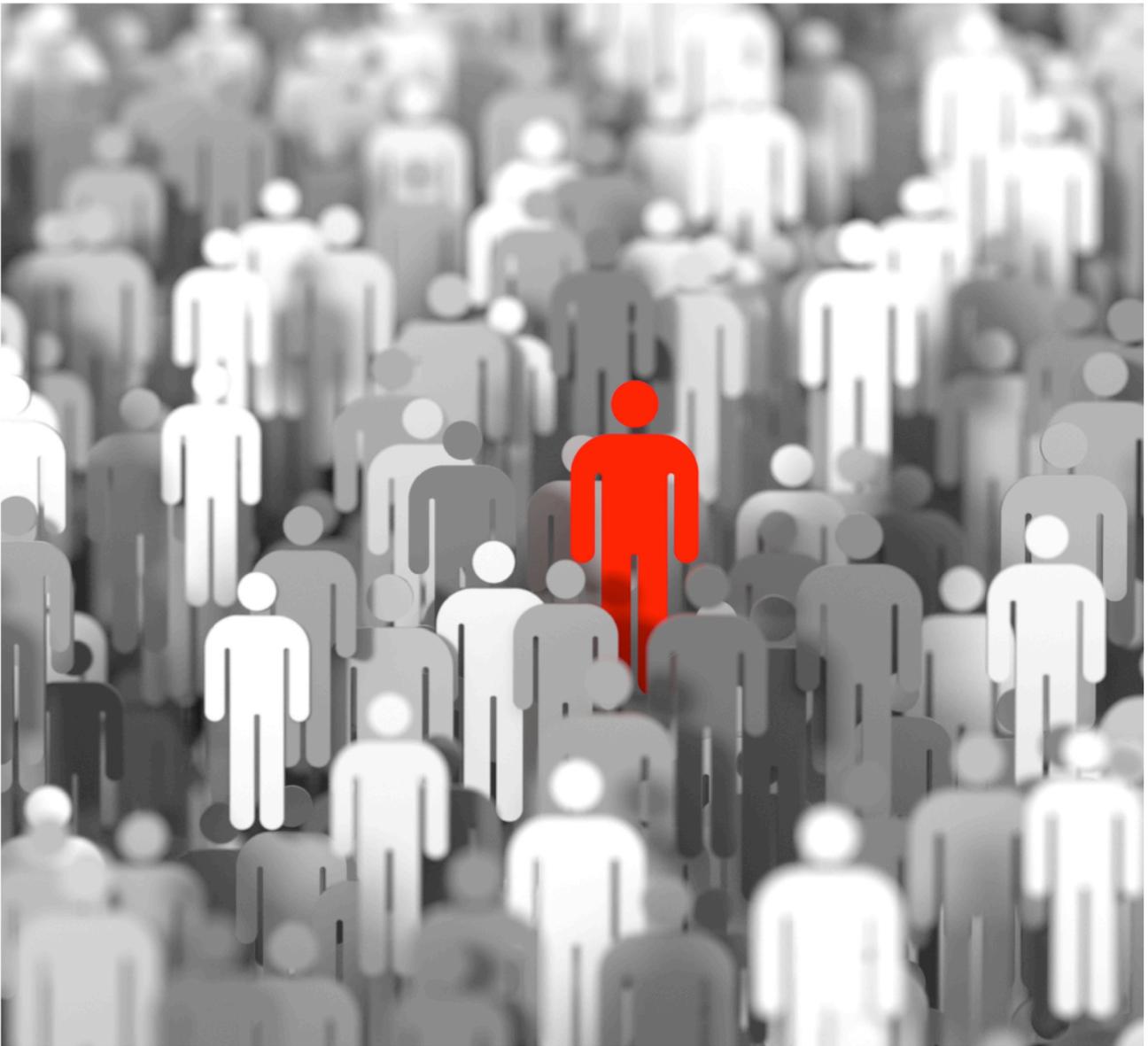


#NewMR

Market Research Skills and Training Study 2018



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Executive Summary

Market research is a knowledge-based industry, its key asset is people - software comes and goes, techniques evolve, but if the future of market research is to be secured, it will be on the strength of its people to add value, and importantly, to add value that non-researchers cannot. To ensure that value-added future, market research needs to develop its people, and a key part of that process is training, to build the competence of the people who make up the research industry. However, this report suggests that too little training is happening. The authors believe that if market research and the insights profession is to prosper in the upcoming world of big data, automation, and artificial intelligence, this must change, and we will outline some of the key steps needed to achieve that.

This report is based on a study conducted globally in April to June 2018, with 1108 market researchers and insight professionals, and builds on our Market Research Knowledge Benchmarking Study 2017. Visit <http://newmr.org/blog/market-research-knowledge-benchmarking-study-2017/> for a copy of this report and other project details.

The project was run by NewMR's Sue York and Ray Poynter and supported by a wide range of people, to whom we offer our thanks.

Key Findings

The main story is that too many market researchers are not getting the training that they (and the industry) need to be receiving.

- 39% receive less than 6 hours training a year.
- Only 18% receive 6 or more days a year.

Our recommendation is that (in most cases) the minimum level of training should be three days per year. This is in many ways a modest figure, but it is more than two-thirds of people working in market research are receiving at the moment.

The rest of the key findings build on this main story, as indeed does the rest of the report. There are details and good points and bad points, but the main story is that too many market researchers are not receiving enough training, something we which believe is endangering the future of market research as a knowledge-based, value-adding industry and profession.

One quick way to find out if your staff or colleagues are receiving enough training is to ask them. Our study indicates that when people say they are not receiving enough training, or that they are unsure whether they are receiving enough training, they are right in about 75% to 85% of cases.

Next Steps

We plan to produce some specific reports, for example one focusing on Japan, and we will pick up on some of the themes in this report and dig a little deeper, for example looking at the link between GDP and training, and the link between having a strong market research association and training.

We will be re-visiting both the benchmarking study and this study in the future.

If you would like to be involved in future waves (2019 and beyond), please contact sue.york@NewMR.org.

Are market researchers participating in training?

Participants were asked to indicate whether they had taken part in specific market research related training activities in the last twelve months. It should be noted that in this study we considered training to include: attending courses, in-house training sessions/workshops, attending conferences/webinars, e-learning and other forms of training and learning. Other professional development activities, such as independently reading textbooks or articles, were not included in this project.

One of the most concerning findings in this study is that almost one quarter of participants (24%) indicated that they had not participated in any training activities (i.e. courses, training sessions and workshops, conferences, webinars or e-learning and related activities) in the last twelve months.



Figure 1, Base 1108

Amount of market research training

Participants who had taken part in training activities were then asked how much training they had taken part in over the last twelve months. Table 1 below shows the amount of training reported.

	Total %	Cumulative %
No Training	24	24
5 hours or less	14	38
6 hours to 2 days	25	63
3 to 5 days	17	80
6 to 10 days	9	88
11 to 20 days	5	93
More than 20 days	4	98
Not sure	2	100
Base	1108	

Table 1

As mentioned above, the first shock from this data is that 24% of the people who took part in the survey could not recall receiving any training in the last 12 months. This is clearly incompatible with maintaining and developing a knowledge-based, value-adding profession.

Going beyond those who received no training the data show 14% received five hours or less, and a further 25% received between six hours and two days. In total, almost a third (63%) received two days or less of training.

Where is the problem worst, where is it less bad?

Looking at a number of variables including - age, years in the research industry, buyer versus supplier, country and region, reinforces the main message that the problem with the lack of training is very broad, encompassing all groups to a greater or lesser extent.

The biggest difference in the data relates to whether people think they are receiving enough training – as we can see in Figure 2 below.

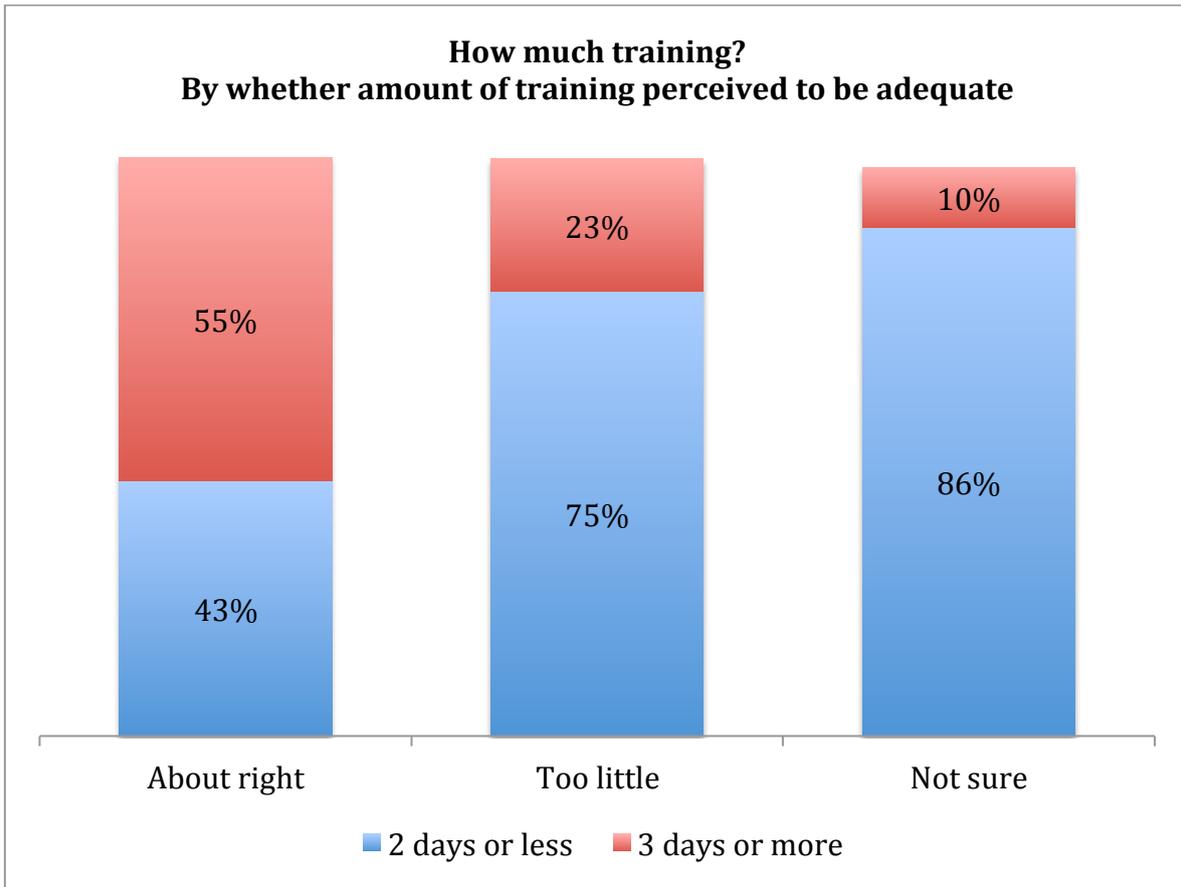


Figure 2, Base 1103

Among the 494 people who said they had received too little training, 75% reported receiving two days or less. (Most people who report they are not receiving enough training are correct, in our opinion). The group that report receiving the least amount of training are the 130 people who say they are not sure if they are getting sufficient training, 86% of these people are receiving 2 days or less of training.

Recommendation: If staff report they are not receiving enough training or that they are unsure of this then it is likely that more (or appropriate) training is required.

There were seven countries where we have enough data to look at the amount of training taking place (where we have 40 or more interviews). In each of these seven, more than 50% were receiving fewer than 2 days a year. The least bad country was India where 54% receive 2 or fewer days. The other end of the scale was Japan where 78% receive two days or less (USA, Australia, Canada, UK and Italy all reported value between 60% and 69%).

Age and time in the research industry showed an interesting pattern, where the youngest/newest and the oldest/more veteran researchers tended to have more training than people in the 35 to 44 years old / 10 to 20 years of experience groups – as shown in the chart below.

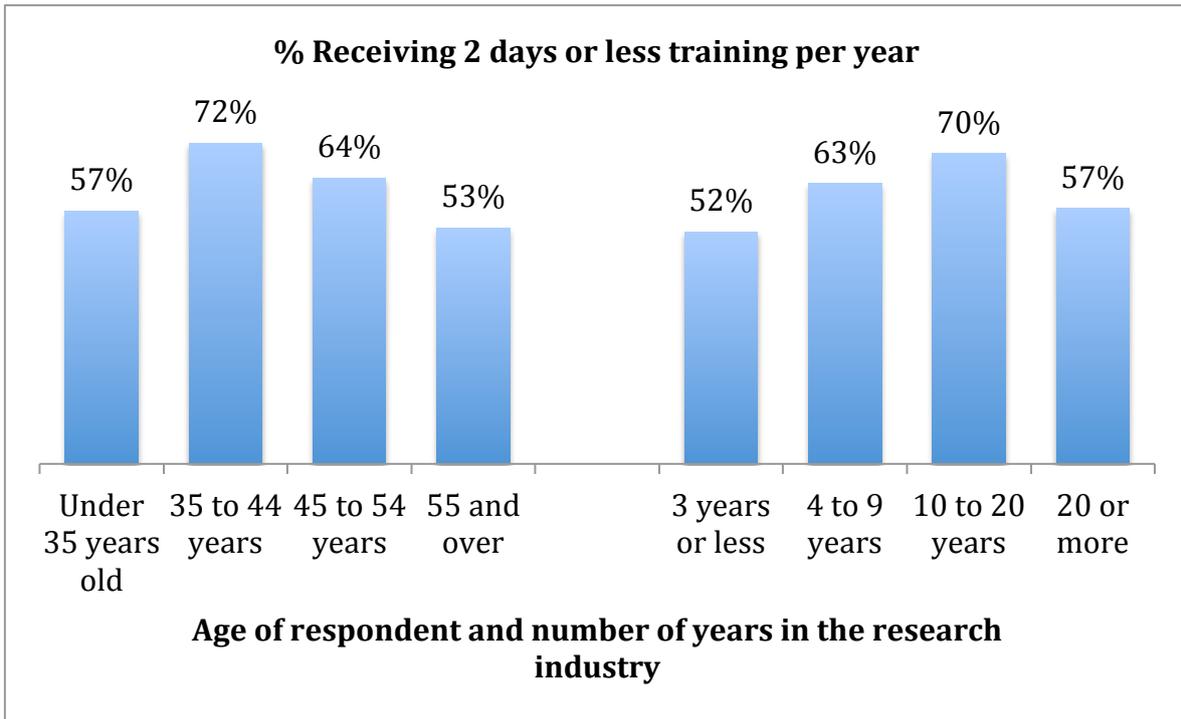


Figure 3, Bases, Age 1104, Years in Industry by training 1092

There were not interesting differences between people who were users of research, suppliers of research, or suppliers of services to the research industry (e.g. panel companies).

Appropriateness of amount of training

Participants were asked to indicate whether the amount of training they received in the last twelve months was too much, about right or too little. 42% of participants indicated that the amount of training they received was about right. However, 45% of indicated they received too little training, and 12% were not sure.



Figure 4, Base 1103

There were 13 people who felt they received too much training – a group too small to study further.

The chart below, Figure 5, shows that the three groups (people who receive enough, too little, and those not sure whether they receive enough training report receiving very different amounts of training.

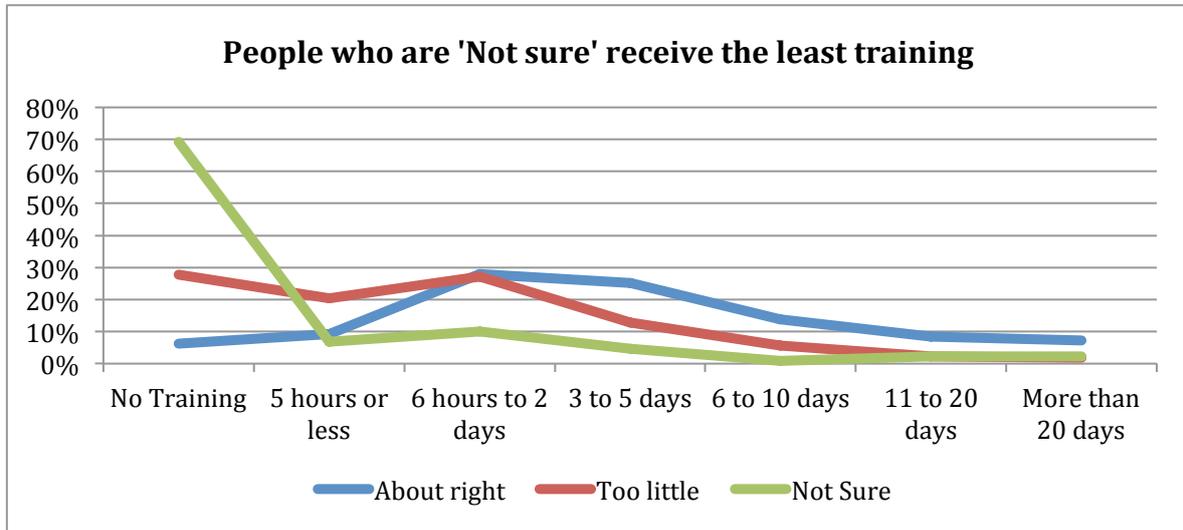


Figure 5, Base 1103

The people who are not sure if they are receiving enough training are mostly receiving no training (69%) i.e. people who are marginalised from the whole competence-building process. The people who say they are receiving too little training are mostly receiving less than 2 days a year. Just over half (55%) of the people who say they are receiving enough training report they are getting 3 days a year or more – but 28% of this group are receiving between 6 and 2 days, and 15% are receiving less than 6 hours.

Who receives the right amount, too little, or is unsure?

There are four groups where 50% or more say they are receiving enough training: Canada, US, people over 55 years old, and people with 20 or more years experience – by contrast in Japan just 29% said they were receiving enough training.

There were two groups where more than 50% of people said they were receiving too little training, Australia and Italy. Another interesting aspect about Australia is that just 3% of said they were not sure – it is a location where people seem to have a clear idea of how much training they should receive.

There were two groups where about 25% of people said they were unsure whether they were receiving the right amount of training, Japan and people whose role was grouped as Other (e.g. Academics, journalists etc).

Training formats and providers

We asked people which types of training they had received, and the results are shown below.

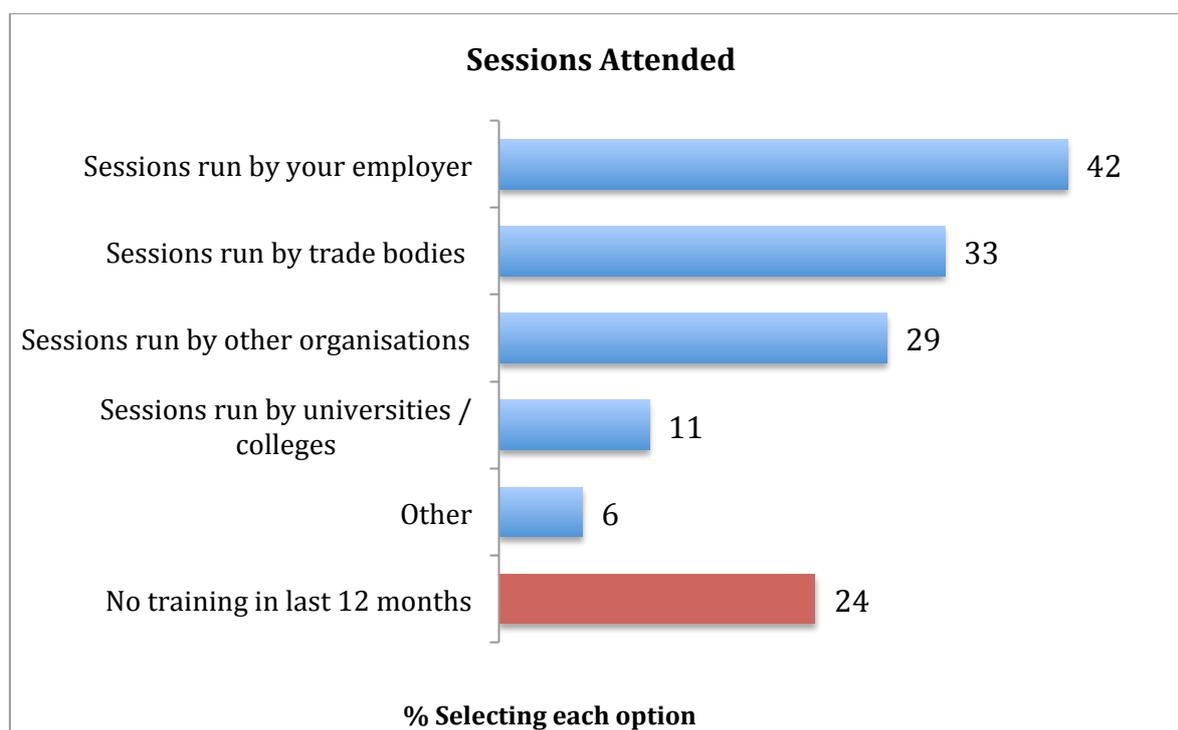


Figure 6, Base 1108

There are interesting differences between the countries (those with sufficient data to review), as shown in the table below:

Type of Session	Base	Run by your employer	Run by trade bodies	Run by universities / colleges	Run by other organisations	Other	No training in last year
Australia	77	36%	48%	5%	42%	7%	14%
Canada	74	43%	30%	11%	23%	11%	28%
India	93	65%	14%	8%	19%	4%	20%
Italy	42	24%	36%	14%	19%	12%	29%
Japan	129	34%	30%	20%	13%	2%	33%
UK	105	60%	44%	4%	30%	5%	16%
USA	218	32%	41%	11%	45%	12%	17%
Other	370	44%	29%	12%	27%	4%	27%
Total	1108	42%	33%	11%	29%	6%	24%

Table 2

Row percentages, e.g. among the 77 participants from Australia 36% had attended a session run by their employer, 48% sessions run by trade bodies, & 14% attended no training in the last 12 months.

Market researchers from India and UK were the most likely to attend sessions run by their employer, with Italy the least likely. Australia, UK, and USA were the places where people are most likely to be attending sessions run by trade bodies, with India being the least likely. Universities are not a strong option anywhere, but Japan is the place where they are strongest, with 20% of market researchers saying they have attended a session run by a university or college. Australia and USA are the places most likely to report that they have attended sessions run by other types of organisations.

As we have noted earlier, Australia, UK and USA are the places where people are least likely to have had no training, and Japan is the location where people are most likely to say it.

How are people receiving training and which modes are preferred

We asked people to tell us about the different formats of training delivery. The chart below shows the formats that people have participated in during the last 12 months and the formats they say they prefer (the chart is sorted in descending order of preference).

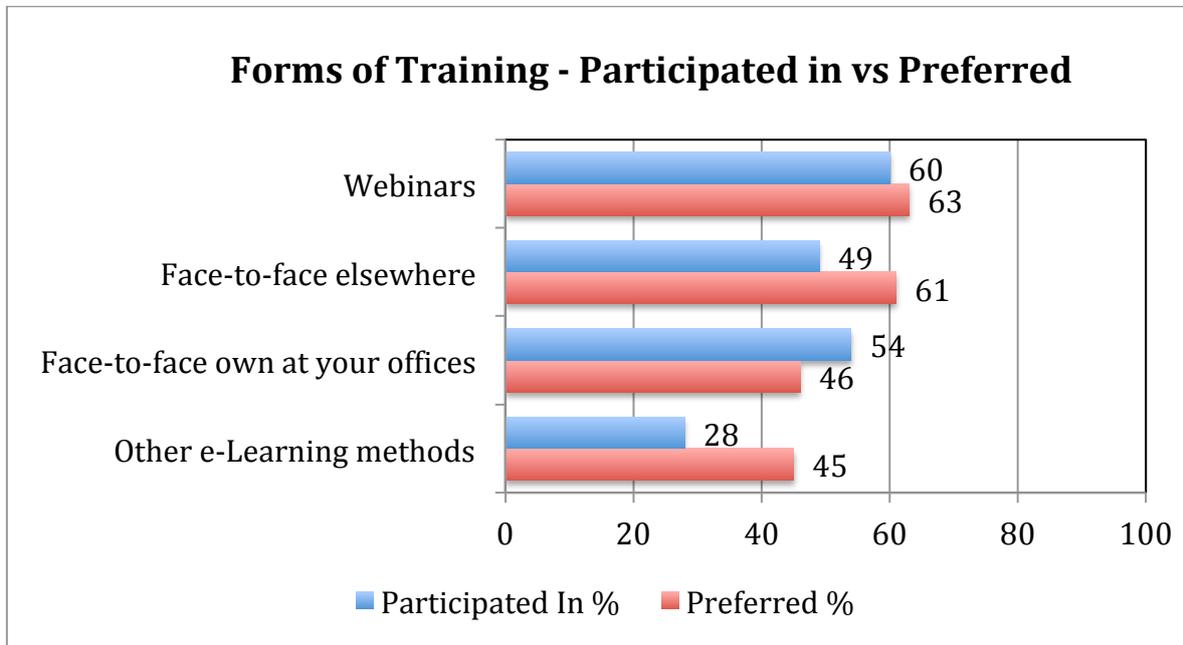


Figure 7, Bases - Participated In 847; Preferred 1108

The two most popular forms of training are Webinars and Face-to-Face training in locations other than the participants’ own offices (63% and 61%). However, the other two formats included in the questionnaire (Face-to-Face at own office and Other e-learning) were relatively popular (46% and 45% respectively) – very few people picked “Other”. On average, respondents picked two of the options.

In terms of formats currently used, three of the options stand out as more used - Webinars (60%), Face-to-Face at your offices (54%), and Face-to-Face elsewhere (49%). Other E-learning is less used (28%).

Differences in the training people think they want/need?

There were interesting differences between the views of different groups of people, and these are outlined below.

Webinars: Overall 63% of people said this was a preferred format, and this only drops below 50% for two groups of people, Japan (45%) and those who were not sure whether they were receiving enough training (49%) – which means webinars are a good format everywhere. Webinars are particularly preferred in USA/Canada (72%), Australia (70%), and amongst those over 55 years old (72%) and those with more than 20 years experience of market research.

Face-to-Face at locations outside the organisation: Overall 61% of people said this was one of their preferred options, an almost identical percentage as those preferring Webinars. There were two groups where fewer than 50% of people picked it as a preferred option, people who think none of their training should be in work time with 38%, and the Other category (e.g. academics, journalists etc.) with 47% picking it. This option is particularly strong in Japan, where 71% selected it.

Face-to-Face at your organisation: Although quite a few people selected this option (46%) it was the most differentiated in terms of who prefers it. This option is appealing to participants from the UK (68%), India (65%), people not sure if they are receiving enough training (65%), and people aged under 35 years (67%) and those with 3 or less years experience (63%) and 4 to 9 years experience (60%). The option was much less popular in Italy (29%), amongst people whose role was Other (27%), people aged over 55 years (24%), those with more than 20 years experience (31%), and people who said none of their training should be in work time (23%).

Other e-Learning: There was a large gap between people saying they had used e-Learning (28%) and those who listed it as one of their preferences (45%) – an indication that more could be offered and publicised. For example, the University of Georgia’s MRIL offers a range of market research e-learning courses - <https://blog.mrii.org/home/> .

E-learning was particularly unpopular in Italy (24%) and did not score well in Europe (35%). Groups that gave e-Learning a score of 50% or more were from USA/Canada (57%), India (50%), and those people who said they were receiving too little training (50%).

When should training happen?

We asked the participants how much of their training should happen in work time, and the aggregate results are shown below.



Figure 8, Base = 1105

Most people (74%) think that Most or Some of the training they receive should happen in work time. A sizable minority (22%) feel that all of training should happen in work time, and a small number (4%) think that all the training should happen outside work time.

Differences in who wanted training in work time

Dividing the data into two groups, those wanting All or Most of their training in work time in one group and the None and Some of it people in the other group. (Note, most of the people in the Some/None group are people who said Some of it.)

In terms of people who selected Some/None of it in work time, India (61%) and Japan (57%) stand out as being very different from other groups (and from the overall mean of 43%). By contrast Europe (34%) and US/Canada (34%) are much less likely to select Some/None in work time – with the UK being lowest of all with 24% (and 0% selecting None of it in work time).

Those who selected All/Most of their training in work time were a mirror image of those selecting the out of work hours. The top two were UK (76%) and USA (70%). India (39%) and Japan (44%) were the least likely to select All/Most of the time.

What topics do people want training on?

We asked an open-ended question about the skills people felt they will need to develop over the next five years in market research and insights. After translating and coding the results, the key finding was that amongst 1108 people there a many different things that people would prioritise.

The table below shows the results of the coding. The table groups similar codes together. We are reporting these in terms of counts, since there is no single interpretation of what the base might be. We received 1495 suggestions from 883 participants in the study.

What do	Counts
Advanced Analytics, Statistics, Data Science, Data Mining, Bayesian approaches, Neural Nets	159
Big Data & data integration	137
AI, Automation, Chatbots, Machine Learning, Text Analytics	106
Online & Digital Technology & Digital Marketing	89
R, Python, SAS, SPSS, Programming, Computer coding, Databases	66
Quantitative traditional MR techniques e.g. Design, Sampling (include Panels), Questionnaire Design, Statistics	150
Qualitative, including Semiotics, Ethnography	65
Social Media - research via and through	49
Behaviour Science, BE, Neuro, Emotion, Cognitive Science	31
MR trends and new stuff	143
Skills to Work in own Business - Project Management, Leadership Skills, Business Development and Sales, Data Management, Ethics	112
Business and Strategy	42
Story Finding, Insight Extraction and Development	53
Presenting, Reporting & Storytelling	105
Data Visualisation and Dashboards	47
Other	141
<i>Total</i>	<i>1495</i>
Table 3	

Other learnings from the study

The last question in the survey was, as is always the case in our projects, an open-ended question asking “Do you have any other comments about this project or topic?” and this provides some useful input into ideas for the future and about the topic in general.

Most people were very kind about NewMR in general, and the study in particular. However, there were criticisms of the survey (including some about translations), there were several people who said they would have used a much longer survey, and lots of people commented they would like to see the results.

The key concerns raised by participants were:

- The lack of good training, and some concerns that some training is not keeping up with the changes that are happening in market research.
- The cost of training, many people felt that it was too expensive.
- Some people wanted more focus on business and consulting, but an equally large group felt the key problem was lack of basic skills (in quant, qual, and in critical thinking).
- The balance between employer and employee is a topic that causes disagreement, some arguing that employers should create, promote, make time for and pay for training, but others thought it was more about people taking responsibility for their own professional development.

The key takeaway for us that there is a need for more information about courses, more need to find ways of matching professional development with work, and a great need for low cost courses that teach specific skills, ideally offering both face-to-face and virtual options. When we say low cost, it needs to be low cost in each market. The same dollar price for a course in the USA and in say Bangladesh is not equivalent; it might be quite cheap in the USA, but not affordable to many people in Bangladesh.

Recommendations for Training

In our 2017 Benchmarking study we defined a skilled market researcher as a Maven and made a series of recommendation about the sorts of activities a Maven should be involved in, as a minimum. These recommendations were:

- Read 1 article or blog post each month
- Read 2 relevant books per year
- 2 training sessions or workshops per year
- Listen to 2 webinars per year
- & Try to attend conferences

These original recommendations represent a time commitment of about three days professional development if we use the guidelines of the AMSRS QPMR (Qualified Professional Market Researcher) accreditation to inform this estimate.

We would now like to add some specific training recommendations:

1. That all organisations acknowledge that if market research is to prosper in these VUCA (Volatile, Uncertain, Complex and Ambiguous) times, then a skilled and evolving workforce is essential.
2. That three days a year of training are recognised as the recommended minimum, a figure that 63% of the researchers in the study fail to meet.
3. That people aspiring to be Mavens should be taking part in 6 or more days of a training a year, as well as meeting the recommendations from our 2017 report (listed above).
4. More use should be made of online learning, including webinars, online videos, and e-learning.

About the Authors



Ray Poynter

Ray is a co-author of *The Handbook of Mobile Market Research*, author of *The Handbook of Online and Social Media Research* and the #IPASOCIALWORKS Guide to Measuring Not Counting, co-founder of NewMR.org, co-editor of the ESOMAR book *Answers to Contemporary Market Research Questions*, a content author for the University of Georgia's Principles of Market Research course and is the Managing Director of The Future Place.



Sue York

Sue is one of the founders of NewMR and Strategy & Partnerships Director who enjoys working at the intersection of research methodology, technology and innovation. Sue is co-author of "The Handbook of Mobile Market Research" and co-editor and curator of the ESOMAR book, "Answers to Contemporary Market Research Questions" and Content author for the University of Georgia's Principles of Mobile Market Research course. Sue is an active member of the market research online community, and is a familiar face on Twitter, where she tweets as @1Sue3, mostly about research methods and related innovations.

Thanks

We would like to thank everybody who helped make this project a success, including everybody who shared the survey link and completed the survey.

This project has been greatly helped by the large number of people who have collaborated in its production, and we would like to thank the following people:

Confirmit: Data collection platform, project design, survey scripting

AMAI, AMSRS , GreenBook, ESOMAR, MRIA

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Marcel Eisenberg, VOR Market Research, Brazil

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Study Details

Key Details

1108 interviews, collected from April to June 2018, from links shared on social media, via NewMR newsletters, through personal contacts, and with the help some research associations such as MRIA, ESOMAR, GreenBook, AMAI, AMSRS.

Because of the way the sample was reached, we believe that the study over-represents people who are more engaged with the market research world, so the true picture could be even more concerning.

Countries

The table below lists all of the countries that supplied 5 or more interviews. In total, data was collected from 59 countries.

Comparing our responses with ESOMAR's market research turnover figures, the main differences are that a) our sample under-represents Spain, China, France, and Germany, and b) it over-represents India, Japan, Canada and Australia. Our study also under-represents USA and UK, even though the sample we have for these two locations account for almost 30% of our responses.

Country	Frequency	Country	Frequency
United States	218	Hong Kong	10
Japan	129	South Africa	10
UK	105	Philippines	9
India	93	Indonesia	9
Australia	77	Chile	8
Canada	74	Malaysia	8
Italy	42	Belgium	8
Netherlands	32	Sweden	8
Germany	30	Norway	7
Singapore	26	Switzerland	7
France	21	UAE	6
Mexico	20	Egypt	6
Brazil	20	Turkey	6
Bulgaria	13	Spain	6
China	11	Bangladesh	5
New Zealand	10	Colombia	5

Table 4

The Data

Below we have set out the data, in terms of counts for the total column and in conjunction with the primary split in the data, i.e. those receiving less than 3 days of training (not enough, in our opinion) and those receiving 3 days or more.

Count Data	Q3 How much training received			
	Total	2 days or less	3 days or more	Not Sure
See Questionnaire for Details				
Base	1108	696	386	26
Q1 What sorts of training received?				
Q1 Sessions run by your employer	469	235	217	17
Q1 Sessions run by trade bodies	368	181	181	6
Q1 Sessions run by universities / colleges	124	41	77	6
Q1 Sessions run by other organisations	320	134	184	2
Q1 Other	69	25	40	4
Q1 No training in last 12 months	261	261	0	0
Q2 Format/location experiences (no training excluded)				
Q2 In person at your offices	455	224	212	19
Q2 In person elsewhere	414	184	224	6
Q2 Webinars	512	235	258	19
Q2 Other e-learning	235	68	155	12
Q2 Other	19	7	11	1
Q3 How much training				
Q3 5 hours or less	157	157	0	0
Q3 6 hours to 2 days	278	278	0	0
Q3 3 to 5 days	187	0	187	0
Q3 6 to 10 days	95	0	95	0
Q3 11 to 20 days	55	0	55	0
Q3 More than 20 days	49	0	49	0
Q3 Not sure	26	0	0	26
Q3 No Training	261	261	0	0
Q4 Was training enough or not?				
Q4 Too much	13	5	7	1
Q4 About right	466	202	255	9
Q4 Too little	494	372	111	11
Q4 Not sure	130	112	13	5
Q5 Skills to Develop				
Q5 Advanced Analytics/Data Science etc	156	100	55	1
Q5 Automation and AI	105	68	36	1
Q5 BE/Neuro/Emotions	30	18	12	0
Q5 Big Data & data integration	135	77	57	1
Q5 Business/Strategy	42	25	15	2
Q5 Data Viz/ Dashboards	46	23	23	0
Q5 MR trends and new stuff	143	97	45	1
Q5 Online & Digital Technology	88	48	38	2
Q5 Presenting, Reporting & Storytelling	103	55	46	2
Q5 Business Skills e.g. Project Management, Business Development, Leadership Skills	110	61	45	4
Q5 Qualitative, including Semiotics, Ethnography etc	65	40	24	1
Q5 Quantitative inc. Design, Sampling, Design, Stats	148	100	45	3
Q5 R/Python/SAS/Programming	65	39	26	0
Q5 Social Media research	49	28	21	0
Q5 Story Finding / Insights	52	37	15	0
Q5 Other	140	78	59	3
Q6 Format/location wanted				
Q6 In person at your offices	509	312	180	17
Q6 In person elsewhere	673	411	249	13
Q6 Webinars	697	416	266	15
Q6 Other e-learning	495	298	186	11
Q6 Other	32	16	14	2
Q7 How much in work time?				
Q7 None of it	47	31	15	1
Q7 Some of it	431	267	152	12
Q7 Most of it	381	226	146	9
Q7 All of it	246	169	73	4
Q8 Country (5 or more responses only)				
Q8 Australia	77	47	30	0
Q8 Bangladesh	5	3	2	0

Q8 Belgium	8	4	4	0
Q8 Bulgaria	13	8	5	0
Q8 Brazil	20	11	8	1
Q8 Canada	74	50	24	0
Q8 Switzerland	7	6	1	0
Q8 Chile	8	4	2	2
Q8 China	11	6	5	0
Q8 Colombia	5	3	2	0
Q8 Germany	30	13	17	0
Q8 Egypt	6	3	3	0
Q8 Spain	6	3	3	0
Q8 France	21	15	6	0
Q8 Hong Kong	10	4	6	0
Q8 Indonesia	9	4	5	0
Q8 India	93	50	37	6
Q8 Italy	42	29	13	0
Q8 Japan	129	101	27	1
Q8 Mexico	20	11	8	1
Q8 Malaysia	8	7	1	0
Q8 Netherlands	32	21	11	0
Q8 Norway	7	3	4	0
Q8 New Zealand	10	6	3	1
Q8 Other	11	6	5	0
Q8 Philippines	9	4	2	3
Q8 Sweden	8	6	2	0
Q8 Singapore	26	18	7	1
Q8 South Africa	10	6	4	0
Q8 Turkey	6	4	2	0
Q8 United Arab Emirates	6	5	1	0
Q8 United Kingdom	105	73	31	1
Q8 United States	218	131	82	5
Region				
USA/Canada	292	181	106	5
Europe	301	191	108	2
APAC	395	255	127	13
Other	120	69	45	6
Q9 Age				
Q9 Under 25	31	17	10	4
Q9 25 to 34	265	151	102	12
Q9 35 to 44	354	255	95	4
Q9 45 to 54	273	175	94	4
Q9 55 to 64	149	81	66	2
Q9 65 and older	32	15	17	0
Q10 Role in Research				
Q10 Research buyer/user	202	131	68	3
Q10 Research supplier	695	434	245	16
Q10 Service supplier (e.g. software or fieldwork)	131	84	44	3
Q10 Academic	29	20	8	1
Q10 Other (please specify)	42	20	19	3
Q11 Length of time in MR				
Q11 Less than 1 year	30	19	9	2
Q11 1 to 3 years	91	44	41	6
Q11 4 to 9 years	205	129	69	7
Q11 10 to 20 years	415	289	119	7
Q11 More than 20 years	351	201	146	4

Table 5

Questionnaire

The English version of the questionnaire is shown below. The questionnaire was translated into ten additional languages - Japanese, Italian, French, Spanish, Portuguese, Arabic, Danish, German, and Chinese (Simplified & Traditional) - by our volunteers/collaborators.

Skills and Training Questionnaire – 2018

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

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

[Show all languages](#)

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.

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 Confirmat ([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.

For further information contact:

Ray Poynter via ray.poynter@thefutureplace.com.

Or, The Future Place Consultancy Ltd, 38 South View Road, Carlton, Nottingham, NG4 3QL, UK.

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. In person at your offices
2. In person 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

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

[Open]

End of Study Redirect – *participants were redirected to a web page which thanked them for their contribution and gave them the chance to sign up to receive a copy of the report – this method of asking for contact information avoids issues surrounding personally identifiable data being stored in the data collection platform.*

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