

Marketing Research Professional Education Summary

STUDY BACKGROUND

A spring 2014 study among marketing research professionals sought to understand the current usage of and attitudes towards training and professional development issues.

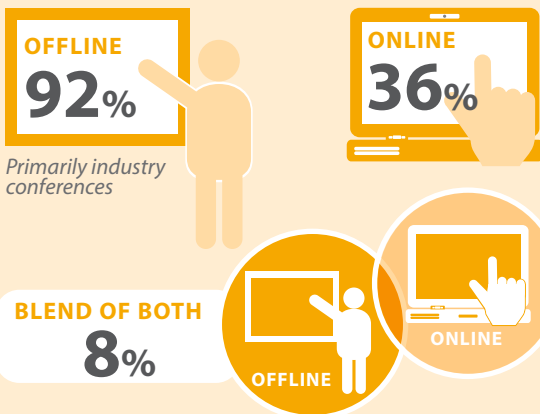
PARTICIPATION IN FORMAL MARKETING RESEARCH TRAINING – PAST YEAR

PARTICIPATION IN PAID TRAINING

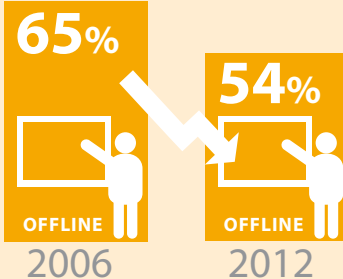
47% Attended any formal (defined as "paid") marketing research training in past 12 months

"Ongoing training and development for marketing research professionals is critical for both the individual's growth as well as the marketing research profession's advancement." – Survey Respondent

TYPES OF TRAINING



U.S. IN PERSON INSTRUCTOR LED TRAINING*
Continues to lead but is declining



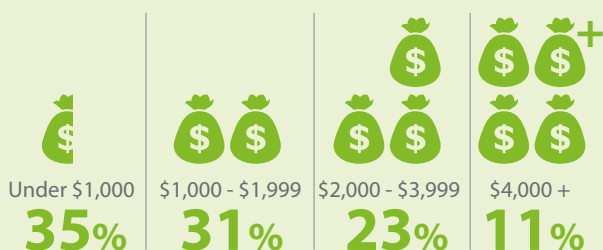
SOURCE: ASTD 2013

FREQUENCY AND COST

NUMBER OF PROGRAMS ATTENDED



AMOUNT SPENT – PER PERSON



Median average amount spent for MR educational training programs

ATTITUDES TOWARDS MARKETING RESEARCH PROFESSIONAL DEVELOPMENT

SATISFACTION WITH EDUCATION



FUTURE PROFESSIONAL DEVELOPMENT



AGREE	88%	Continuing education in marketing research is important for professional growth
	43%	Certification as a marketing research professional would be a useful resume building step for my career
	36%	Participation in training / education is important to my performance appraisal

"There is a definite need for tools to expand the skills of marketing research professionals that are time and cost effective, and emphasize business impact as much or more than technical skills alone." – Survey Respondent

ATTITUDES ABOUT MARKETING RESEARCH PROFESSION

96%	It's important for marketing researchers to be viewed as trusted strategic advisors, not just data providers
86%	Marketing researchers are facing increasing pressure to provide faster results with fewer resources
85%	Marketing researchers are required to have a deep knowledge of business strategy and strong consultative skills
34%	I am concerned the marketing research field is becoming less relevant to corporate decision makers

SOURCES:

• 2014 Marketing Research Professional Education Survey conducted by Olivetree Research LLC

439
Survey Respondents

TYPE OF COMPANY WORK FOR		
58%	31%	11%
Client-side	Research Supplier	Other

• *2013 State of the Industry Report by ASTD (American Society of Training and Development)

STUDY SPONSOR: InsightsCentral's marketing research training bridges the development gap between technical skills and expertise in building strategy for action.

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