

For the Love of Learning: Career Development in a Changing Market Research Industry

A global study of Market Research professionals about their profession and how it is impacting work and career prospects

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Quirks NYC
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MR II

**MARKET RESEARCH
INSTITUTE INTERNATIONAL**



**UNIVERSITY OF
GEORGIA**

Who is the MR II?

MR II: A non-profit educational institute serving the market research industry

In partnership with University of Georgia, MR II offers the industry's premier online market research courses, teaching the core skills needed to conduct robust and insightful market research.

Our Mission

To advance the understanding, practice, or consumption of market research, insights, and data science through market-leading education, serving individuals and organizations worldwide.

Our Courses

Written and continually updated by subject matter experts from across the research industry, and they are designed to meet the certification requirements of major national and international professional and industry associations.

MRII

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A powerful partnership between a Non-profit and an Educational Institution.

Allowing a unique position to understand Research and Hiring trends.

The University of Georgia and MRII offer a series of **highly-acclaimed** online certificate courses that cover the Market Research process from beginning to end.

The courses are based on the Market Research Core Body of Knowledge (MRCBOK™). A compilation of the underlying principles and essential skills that comprise the Market Research process.

The courses are endorsed by ESOMAR and the Insights Association.

Principles **Express**

ON-DEMAND MRX SKILLS

10,000+ researchers
from 114 countries, both
new and experienced,
have taken our courses!

Introduction to Market Research and the Research Process

FROM THE UNIVERSITY OF GEORGIA

Market Research Design and Data Identification

FROM THE UNIVERSITY OF GEORGIA

Sampling in Market Research

FROM THE UNIVERSITY OF GEORGIA

Qualitative Market Research

FROM THE UNIVERSITY OF GEORGIA

Quantitative Data Collection Methods

FROM THE UNIVERSITY OF GEORGIA

Measurement and Questionnaire Design

FROM THE UNIVERSITY OF GEORGIA

Introduction to Data Analysis

FROM THE UNIVERSITY OF GEORGIA

Advanced Analytic Techniques

FROM THE UNIVERSITY OF GEORGIA

Working with Secondary Data: Syndicated and Big Data

FROM THE UNIVERSITY OF GEORGIA

Communicating Research Results

FROM THE UNIVERSITY OF GEORGIA

Global Market Research

FROM THE UNIVERSITY OF GEORGIA

Emerging Methods and the Future of Market Research


FROM THE UNIVERSITY OF GEORGIA

Ethical and Legal Issues in Market Research

FROM THE UNIVERSITY OF GEORGIA

| 2023 MRII Career Development Survey

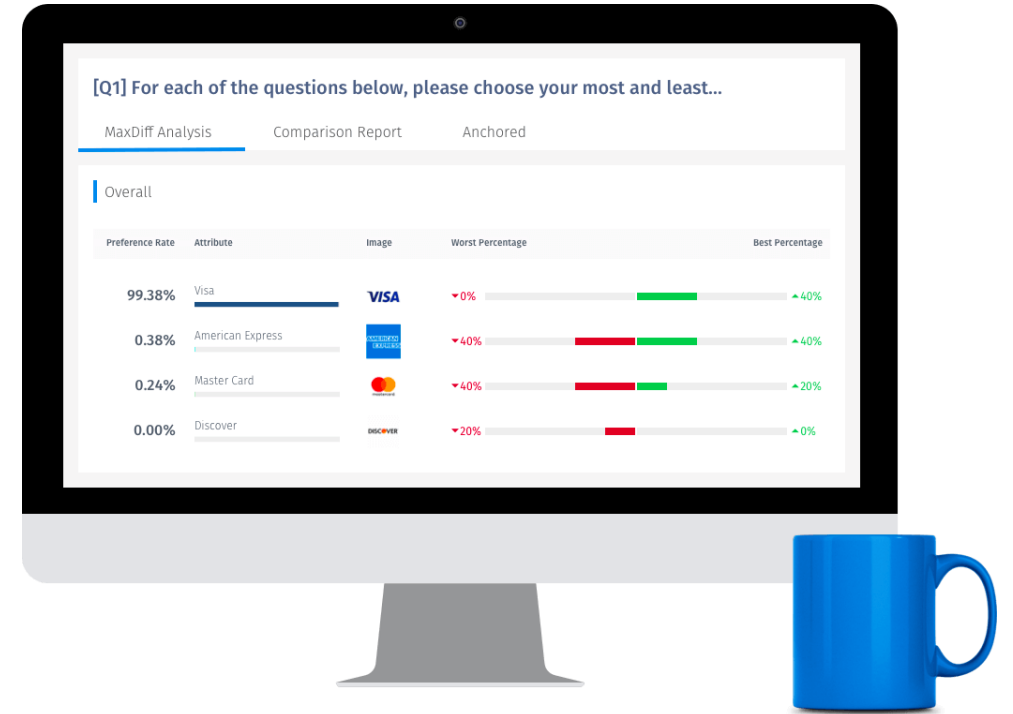
What we asked

MRII fielded an online survey with a combination of closed and open-ended questions using  QuestionPro

The survey objectives were:

- Understand the career paths and job satisfaction of market research professionals
- Identify skills gaps and training opportunities for professional advancement
- Gather opinions on the state of the market research industry as a whole

Fieldwork was conducted from February 21 to March 6, 2023



| 2023 MRII Career Planning Survey

Who we asked

On behalf of the MRII, our research partner QuestionPro collected **nearly 500 responses** from market researchers around the world.

Respondents spanned a diverse range of ages, career levels, backgrounds, and job roles.



Male
43%



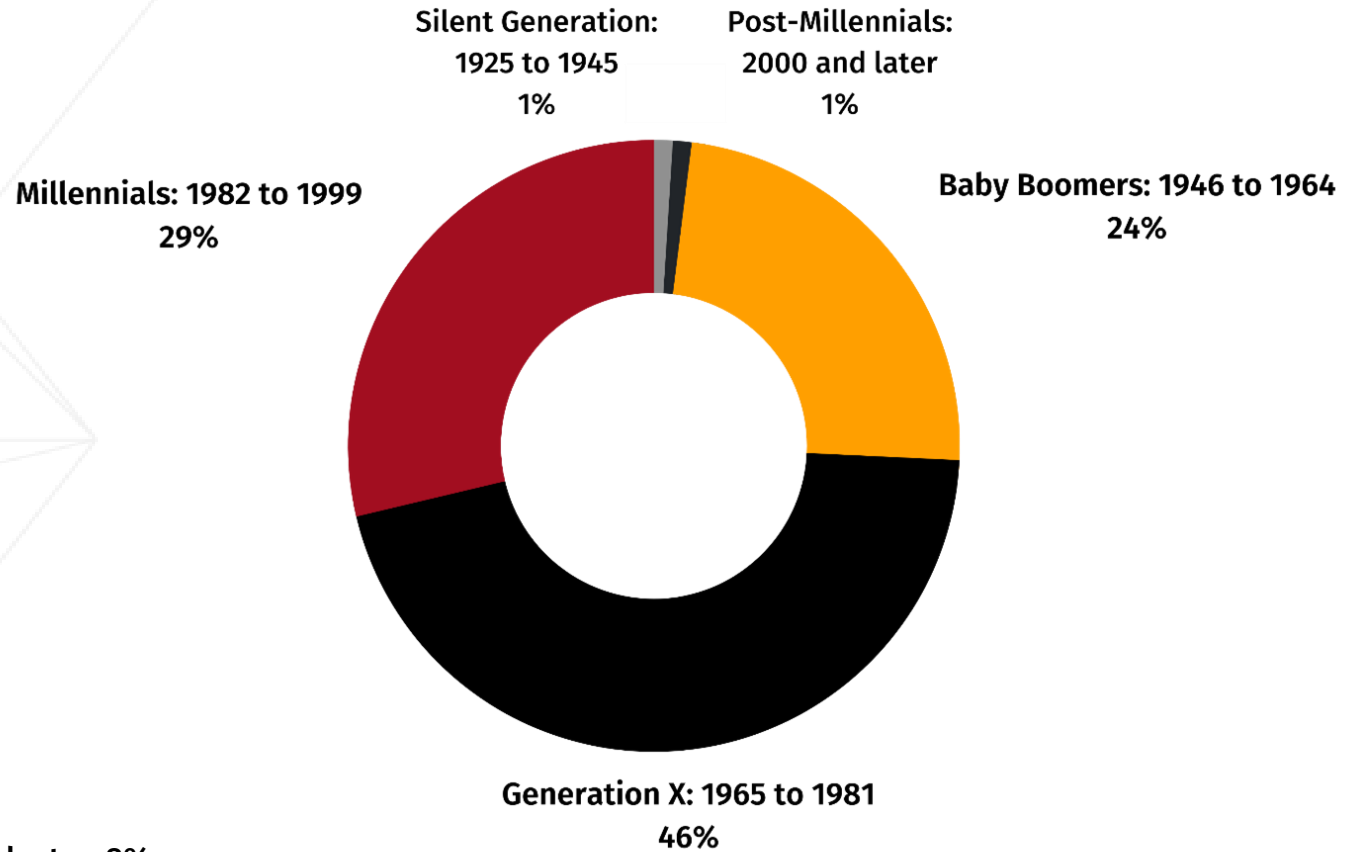
Female
54%

Purchaser | 30%

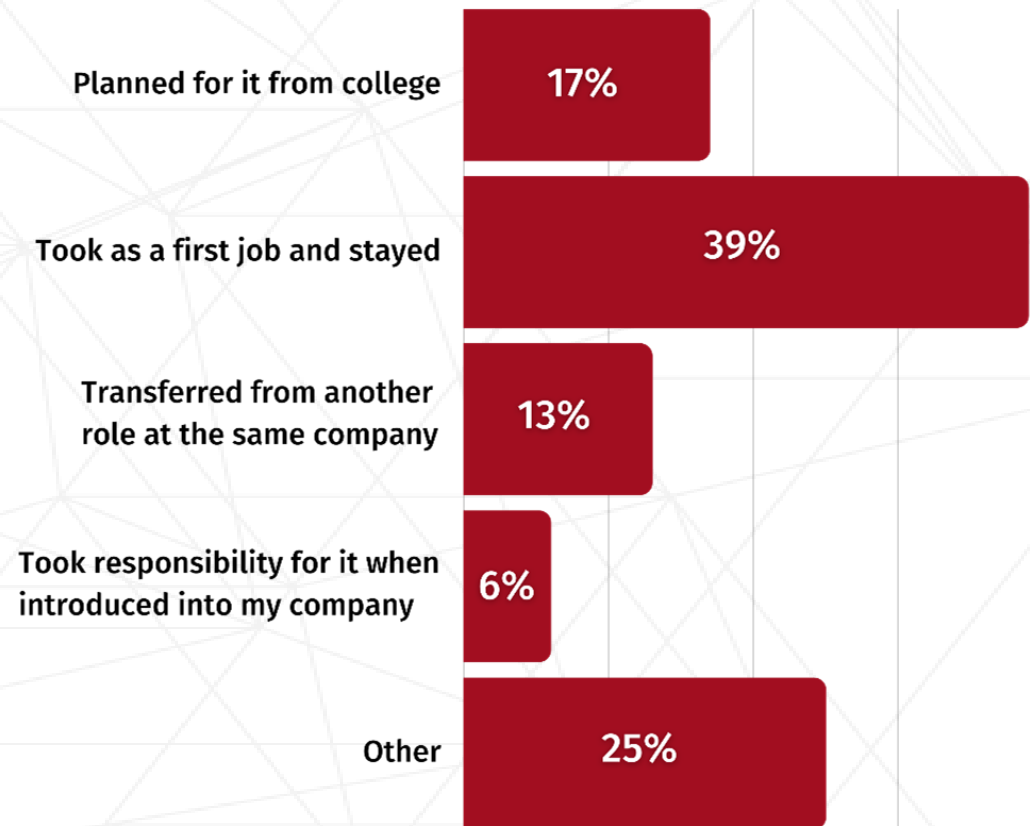
- Corporate researcher: 30%

Vendor | 63%

- Consultant in the industry: 17%
- Market research agency: 39%
- General supplier to the research industry: 8%



Career Entrance The path to a career in market research



How did you end up in market research/insights/related industries?

Less than 1 in 5 market research professionals planned on this career before entering the industry.

Most MR professionals enter the industry requiring at least some additional training.

Another common path into the industry is a mid-career pivot, from an adjacent industry or through a specialized certification program.

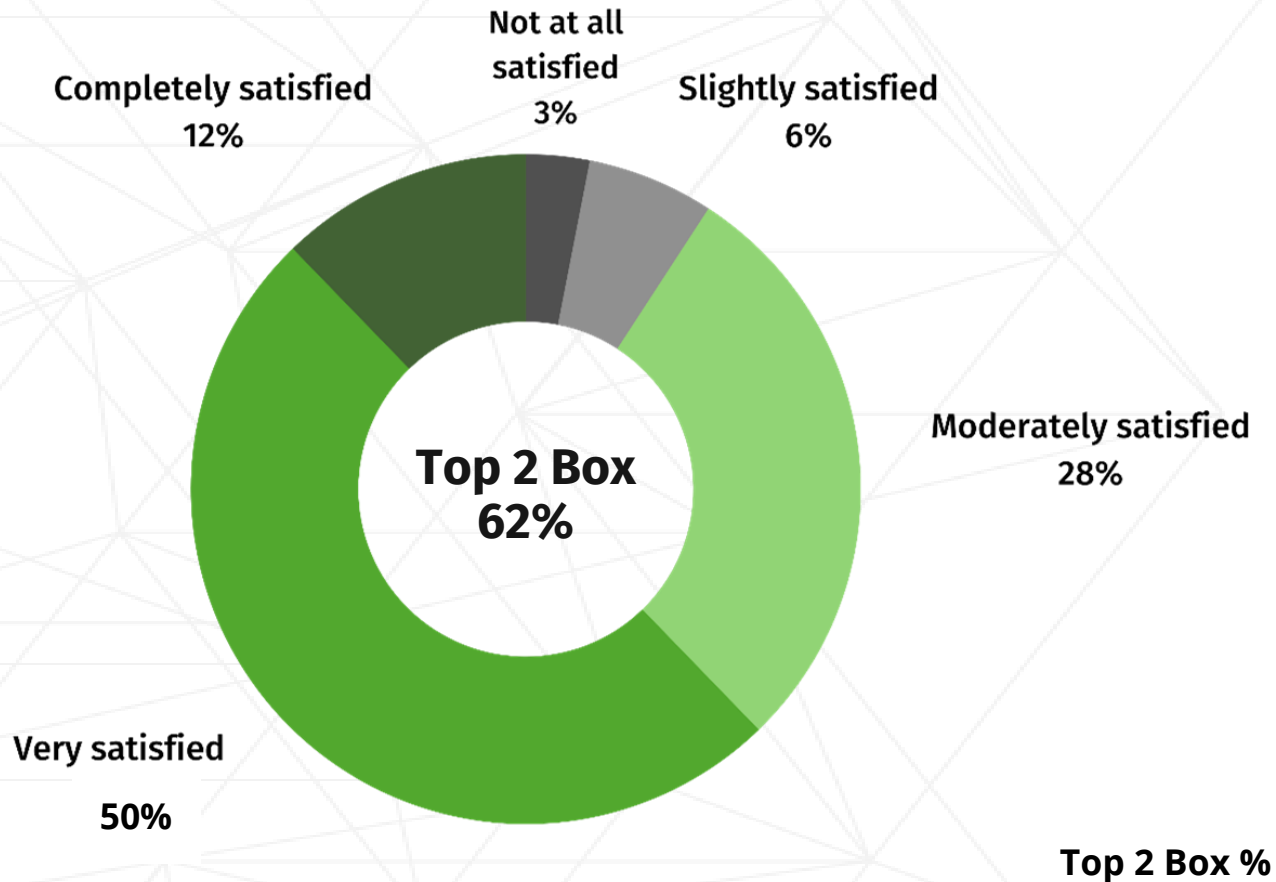
“Transitioned to marketing research from public policy research”

“Transferred to it from another company that did patient satisfaction survey research / quality improvement at hospitals”

“Identified it as an opportunity made for me mid-career, went to get a masters for it.”

Career Satisfaction

How do MR professionals feel about their jobs?



What is your overall satisfaction with your job? Top 2 Box = Sum of "Very Satisfied" & "Completely Satisfied"

Job satisfaction is generally consistent across gender, age, company size, and job role, with nearly **2 out of 3** reporting "Very" or "Completely" satisfied.

This compares favorably to a national study by Pew Research which found that 51% of Americans are satisfied with their jobs.

Those most tenured in the field have the highest level of satisfaction while those in the 10-20 years dip slightly compared to the total.

| Less than 10 years | 10-20 years | 20 years or more |
|--------------------|-------------|------------------|
| 57% | 53% | 67% |

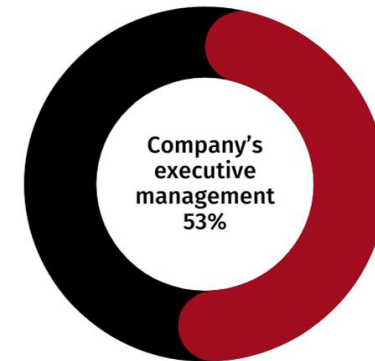
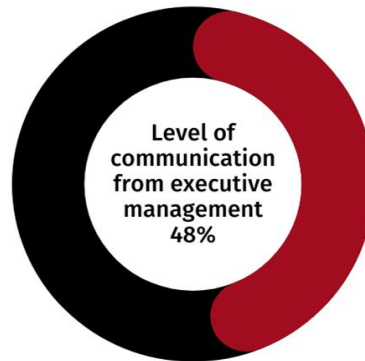
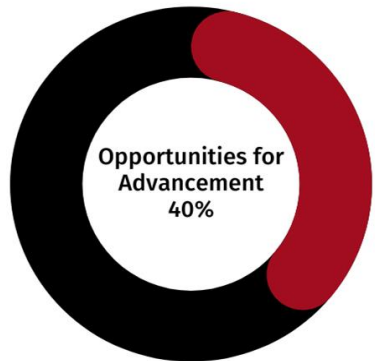
Career Satisfaction

What drives satisfaction in the market research industry?

Most Satisfying



Least Satisfying



Outside of relationships and communication, the main drivers and impediments to satisfaction center around **growth and development.**

Opportunities to grow and freedom to innovate are key drivers of satisfaction. **Even experienced respondents placed “Opportunities to Learn & Grow” within their top,** though **Corporate Researchers were generally less satisfied** with these opportunities and **younger researchers were less satisfied with their freedom to innovate.**

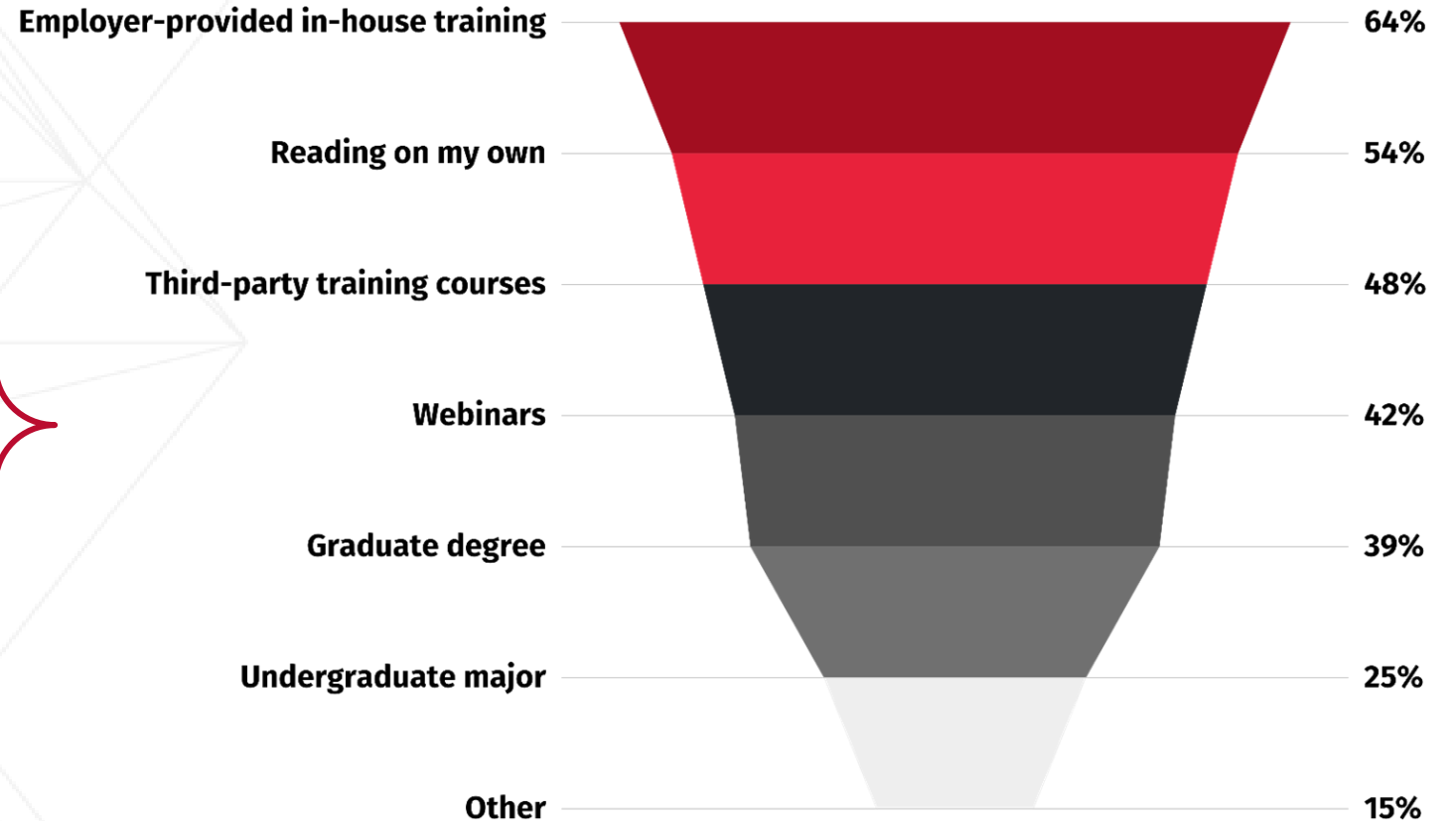
Outside pay and workload, opportunities for advancement were consistent sources of frustration, regardless of experience or the size of the organization. **Even professionals early into their careers highlighted advancement opportunities as an issue to improve.**

| Career Development and Learning

Where do market research professionals develop their skills?

Skill development tends to happen outside the formal education system with most of the upskilling coming from in-house & 3rd party trainings and reading on their own.

Nearly $\frac{2}{3}$ MR professionals learned skills from their employer provided training and nearly $\frac{1}{2}$ learned from either self-directed or 3rd party resources.

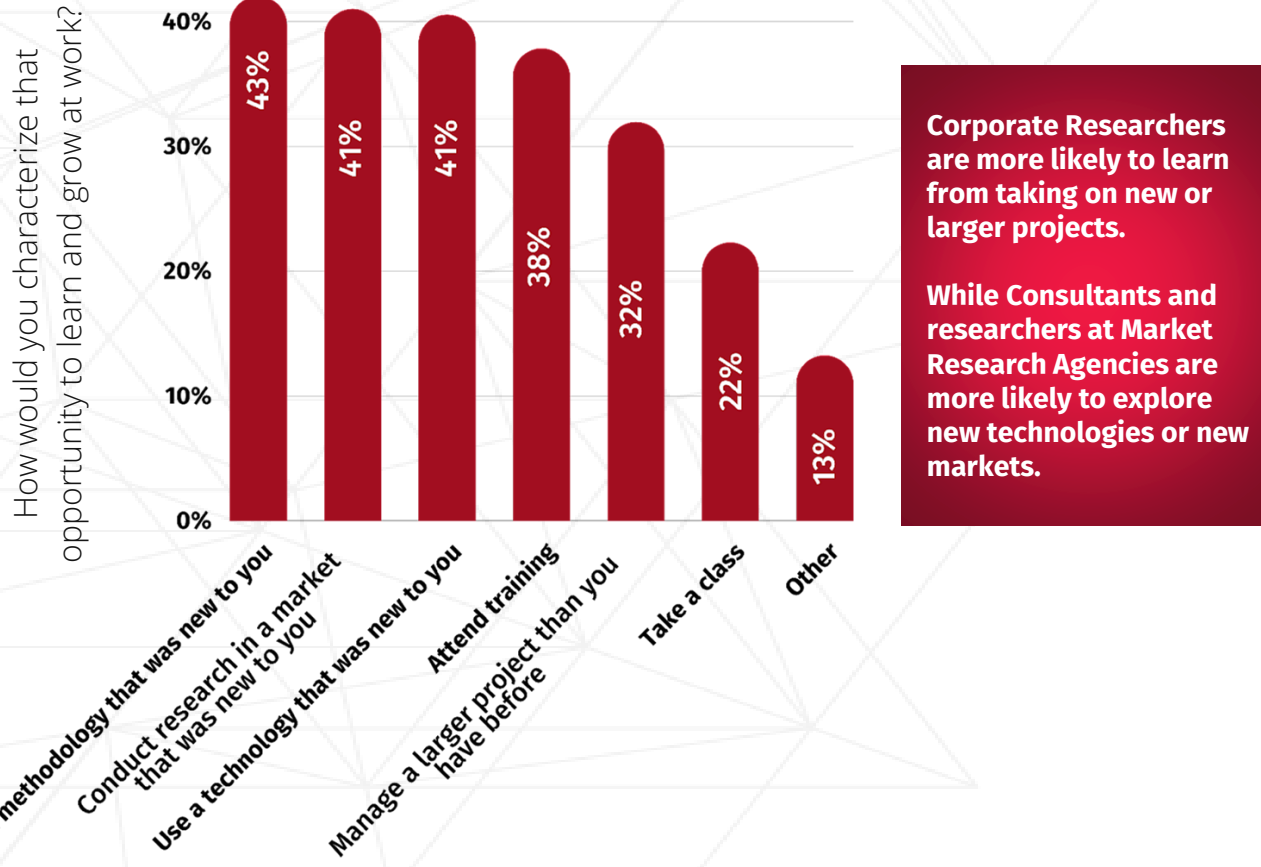


How did you learn the skills to be a market/insights researcher?

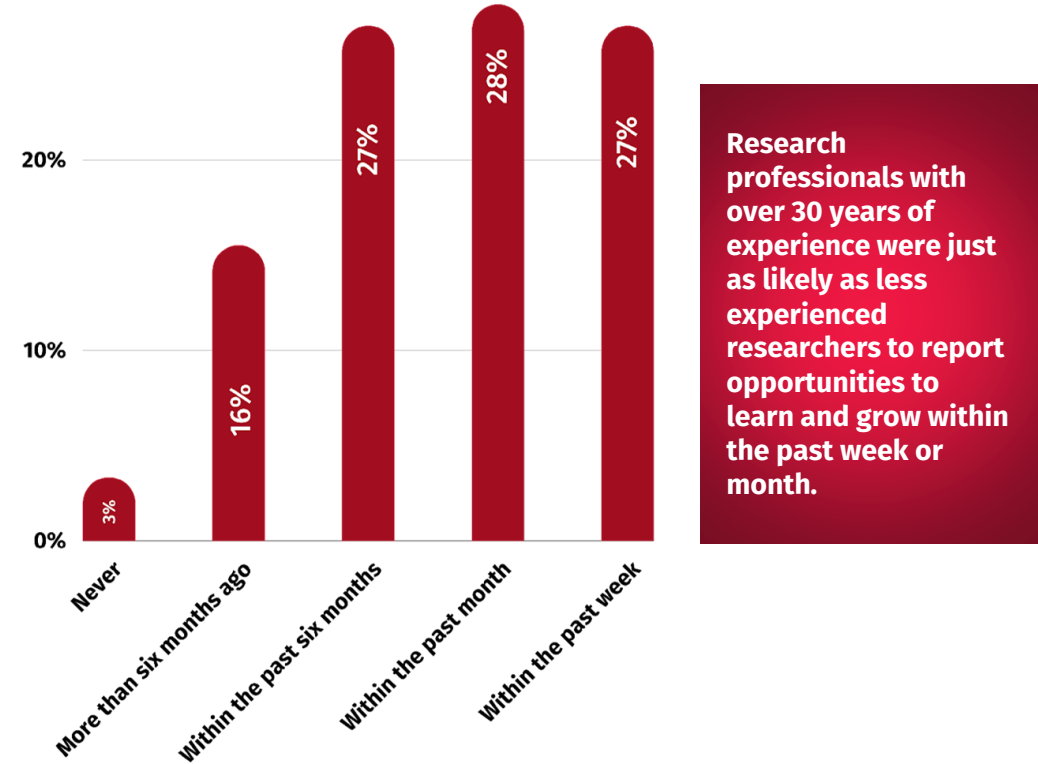
Career Development and Learning

How are market professionals developing new skills

How they do it



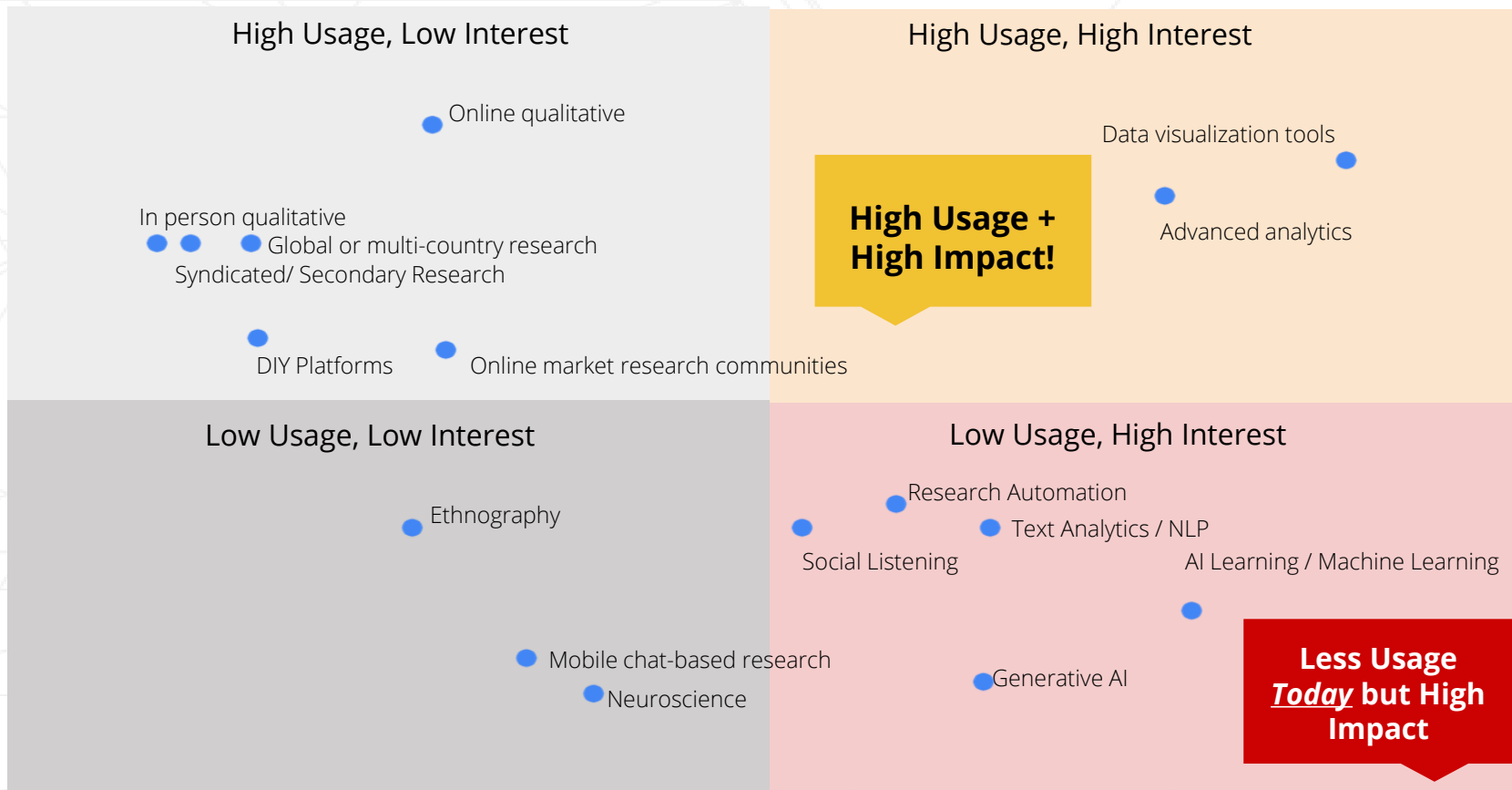
How often they do it



When was the last time you had opportunities to learn and grow at work?

Career Development and Learning

Skills Used vs. Skills Requested in Market Research



Those high usage and high interest skills show an opportunity where continuing education and upskilling is needed to keep up with the demands of the business.

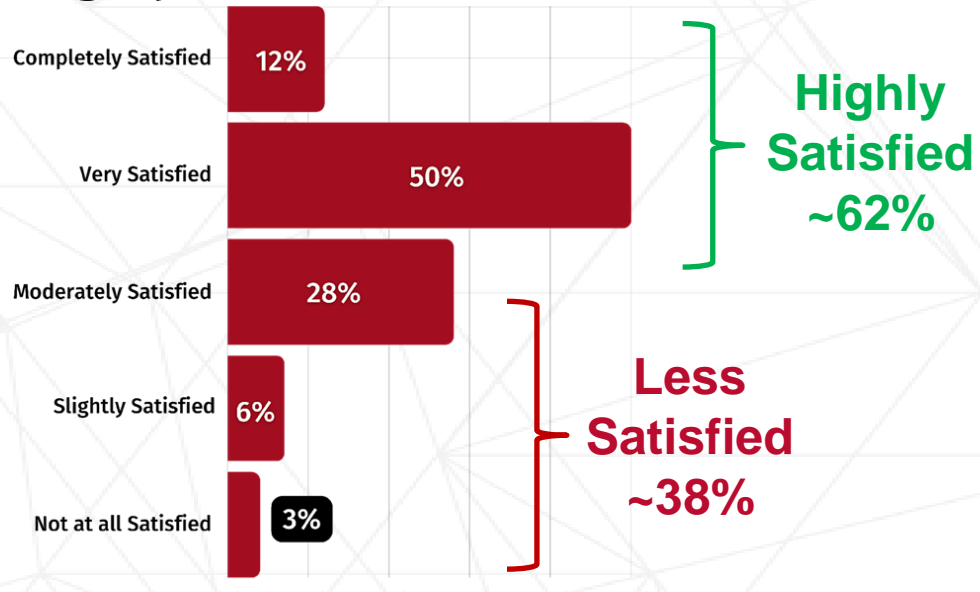
The future could call for investing in those less used skills but those that people think could have a HIGH impact if harnessed in the right way! Today, these represent organizational gaps.

Meanwhile low usage and/or low interest skills might be better handled through outsourcing or some in-house specialists.

For the following research techniques, please tell me if you use it in your work frequently, pretty often, only on occasion, or never? Which of these would you or others in your organization benefit from having more education/training to improve your skills?

Subgroup Analysis – Understanding by Satisfaction Levels

Highly Satisfied Researchers vs. Less Satisfied



Overall, 62% of respondents identify as “Highly Satisfied” with their jobs.

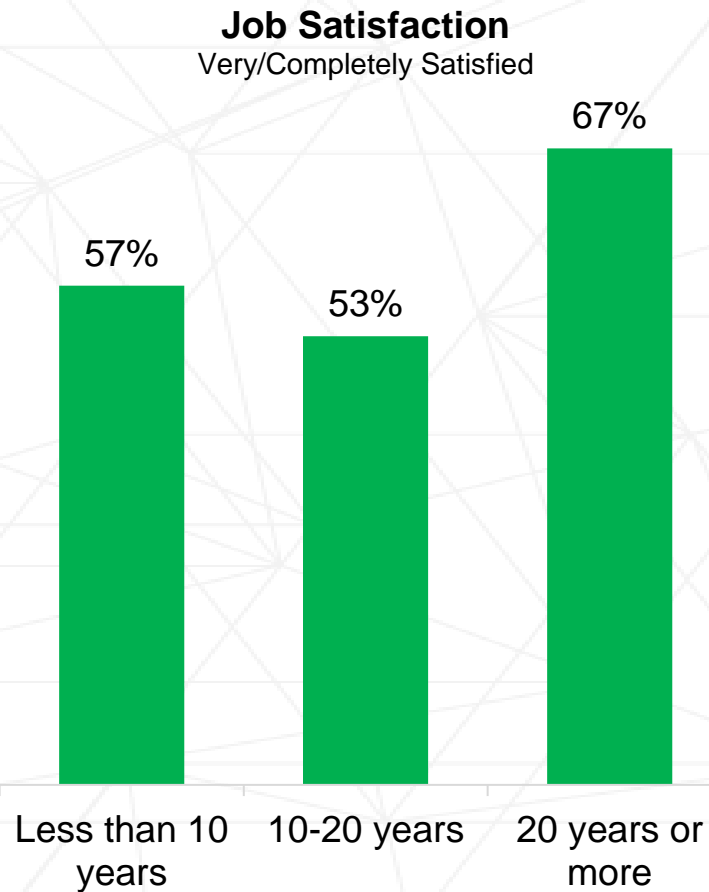
Rather than pay or benefits, the satisfaction gap is largely driven by **opportunities to learn** and advance, as well as communication from management and around performance.

How satisfied are you with each of the following aspects of your job?

| | Highly Satisfied | Less Satisfied | Gap |
|--|------------------|----------------|--------|
| The company’s executive management | 73% | 23% | 50 pts |
| The expectations set for your work | 78% | 30% | 48 pts |
| Opportunities for advancement | 58% | 11% | 47 pts |
| The level of communication from executive management | 66% | 20% | 46 pts |
| Opportunities to learn and grow | 79% | 33% | 46 pts |

Subgroup Analysis – Understanding by Experience Levels

Job satisfaction is generally consistent but the most tenured are the most satisfied; those with the least tenured are the hungriest for learning! Advice: feed their hunger.



Tools / Teaching of **Today**

Data Visualization was the only tool of today that had a difference in usage among experience levels
Those under 10yrs having MUCH higher usage 62% compared to 20yrs+ of 46% usage



Tools / Teaching of the **Future**

- ✓ **Artificial Intelligence / Machine Learning**
- ✓ **Data Visualization Tools**
- ✓ **Advanced Analytics**
- ✓ **Text Analytics / NLP**
- ✓ **Generative AI**
- ✓ **Research Automation**

The 6 top topics of interest for the future were similar across experience levels.

Those with less than 10yrs tended to have higher interest in a larger variety of topics = **Hungry for Learning!**

Subgroup Analysis – Understanding by Client vs. Agency

Job satisfaction between Client/Corporate side vs. Agency/Consulting side did not show much difference, but specific areas of satisfaction did show interesting insights

Overall Job Satisfaction Level

**Client Side /
Corporate Researcher**

60%

**Research Agency /
Consultants**

64%

How satisfied are you with each of the following aspects of your job?

The level of communication from executive management

Client Agency

36% 60%

Opportunities for advancement

28% 51%

The company's executive management

43% 64%

Opportunities to learn and grow

50% 69%

Your benefits

61% 54%

Your workload

51% 45%

Although both are likely to recommend it, those on the **Client-side researchers are more likely to be spreading the word** about market research as a career than their agency counterparts

Likely to Recommend the Industry

Agency / Consultant

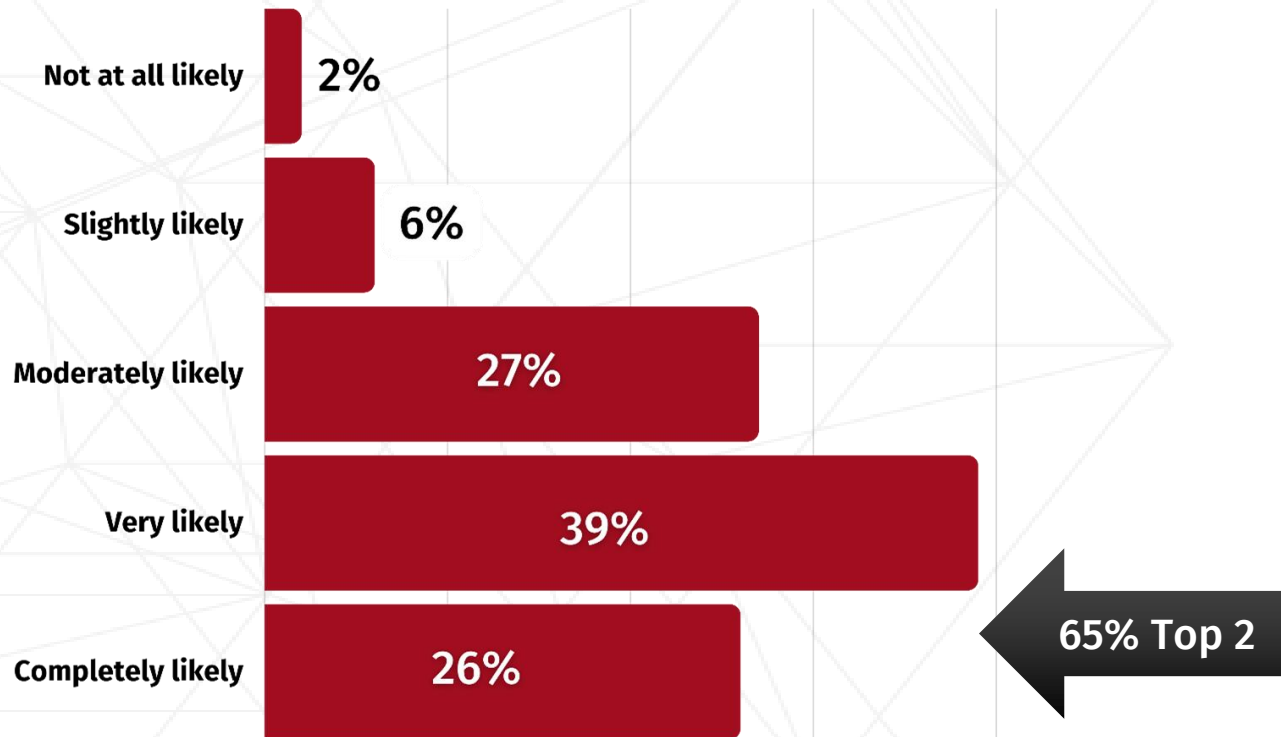
63%

Client / Corporate

72%

Industry Future

How likely are you to recommend market research/insights as a career?



$\frac{2}{3}$ MR professionals would recommend a career in the research and insights industry.

Most likely to Recommend

Corporate Researchers - 72%

Organizations of 1000+ employees - 69%

Least likely to Recommend

General supplier to the research industry - 59%

Consultant in the industry - 61%

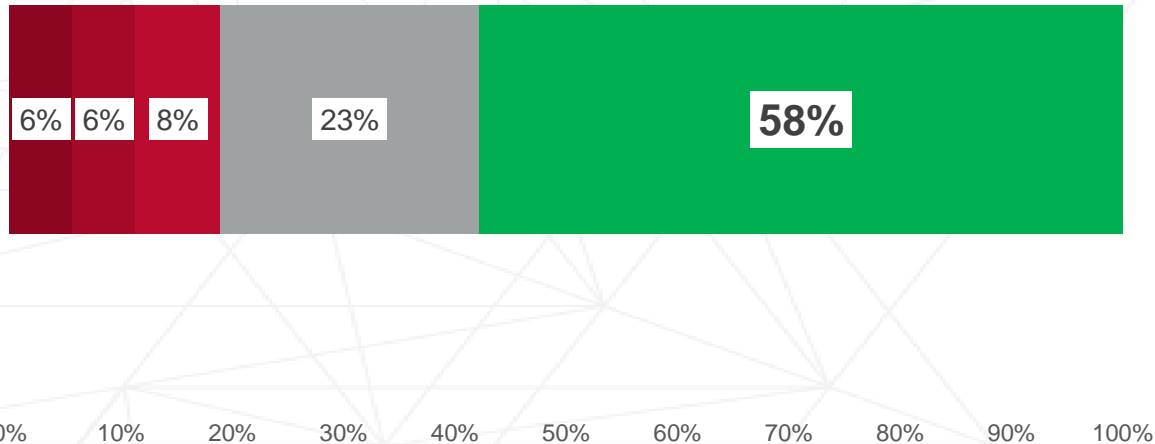
How likely are you to recommend market research/insights as a career?

Industry Future

We should feel excited to work in an industry where a majority of people never think about leaving and over 4 in 5 see themselves being in the industry a year from now!

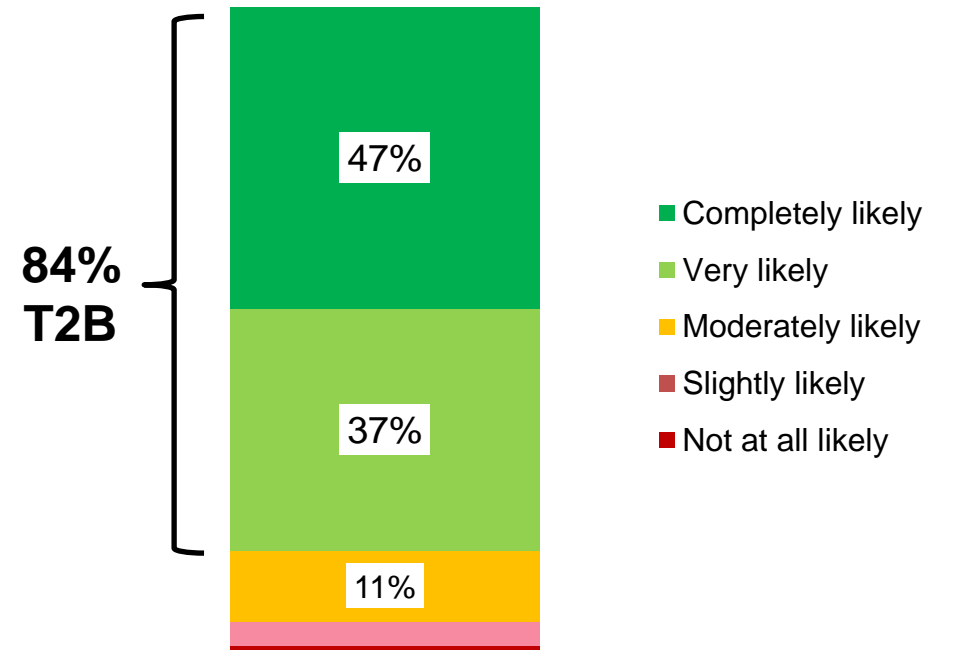
How often do you think about leaving market research?

■ Daily ■ Weekly ■ Monthly ■ Quarterly ■ Never



How often do you think about leaving market research/insights?

How likely will you be working in market research a year from now?



How likely are you to be working in market research/insights a year from now?

What can the market research/insights industry do to make research careers more attractive?



“Stress the creativity and storytelling skills that can make the profession seem less academic or technical.”



“Show how interesting ways insights are actually used to make a difference to clients.”



“Better show the mix of fun things we get to work on, how anybody from any background can be successful if they are curious and collaborative.”



“Generate more attention for market research as a profession, especially for undergrad students, many people do not know what it is about.”



“Give more learning opportunities, in new and modern methodologies, but also on the classics.”

What advice would you give a young person today about the market research/insights industry?

“Be curious, don't assume anything, see things in the biggest context possible.”

“Lean on and learn from mentors, their knowledge is invaluable”

“Get involved in every aspect of a project to learn what you like best.”

“Advocate for yourself and constantly look for opportunities to build your skillset in order to maximize work opportunities.”

“Concentrate on tools and techniques that can help enhance making sense of data in a focused manner”

An investment in
knowledge pays
the best interest.

Benjamin Franklin

Thank you!



Download the Full Report!



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Course questions: pam.bracken@georgiacenter.uga.edu (Pam Bracken)

For more information visit mrii.org

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