



Career development in a changing Market Research Industry:

A global study by **MRII|UGA** of Market Research professionals about their profession and how it is impacting work and career prospects



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Who is the MRII?

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

In partnership with University of Georgia, MRII 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.

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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

9,000+ researchers from 107 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

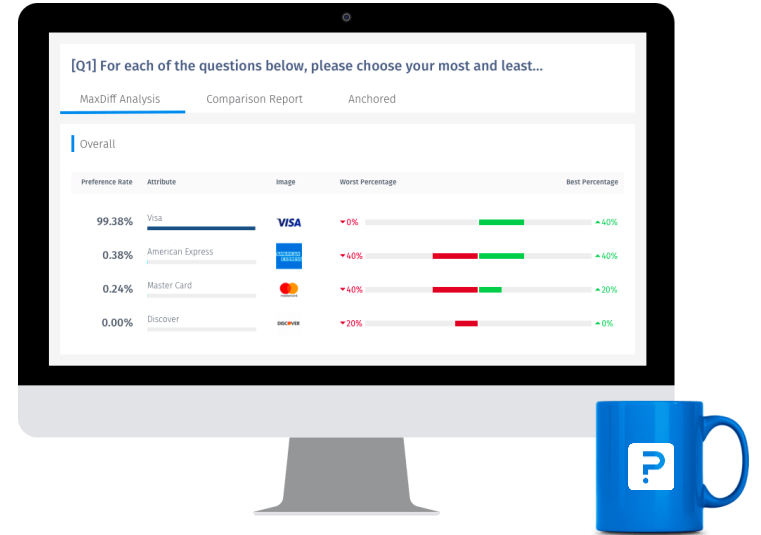
2023 MRII Career Planning Survey

What we asked

The MRII fielded a survey using a combination of closed and open ended questions through QuestionPro.

The survey objectives were:

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



2023 MRII Career Planning Survey

Who we asked

On behalf of the MRII, 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%



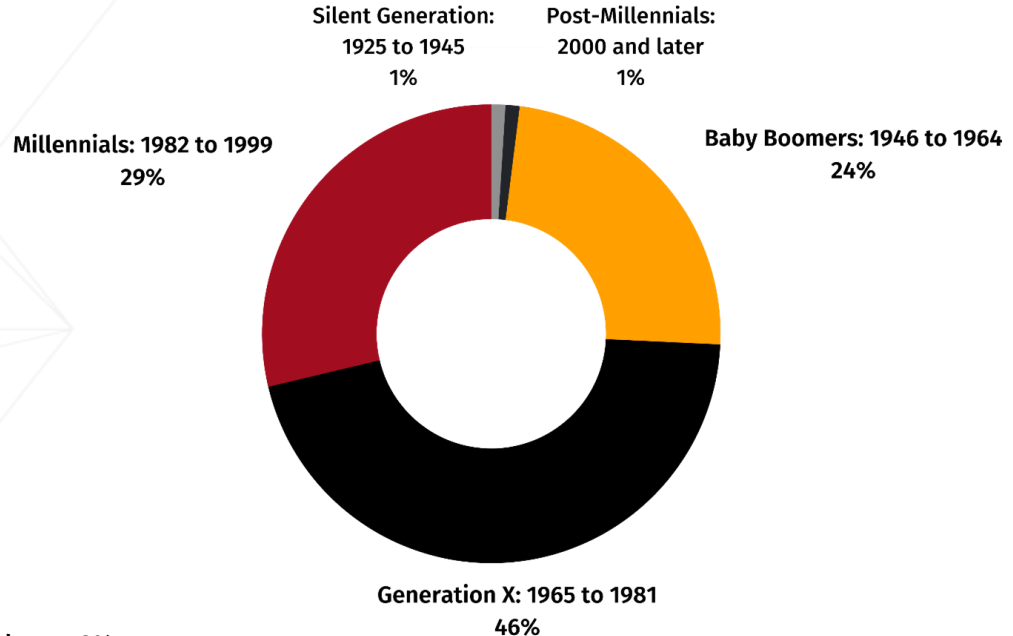
Female
54%

Client / Purchaser | 30%

- Corporate researcher: 30%

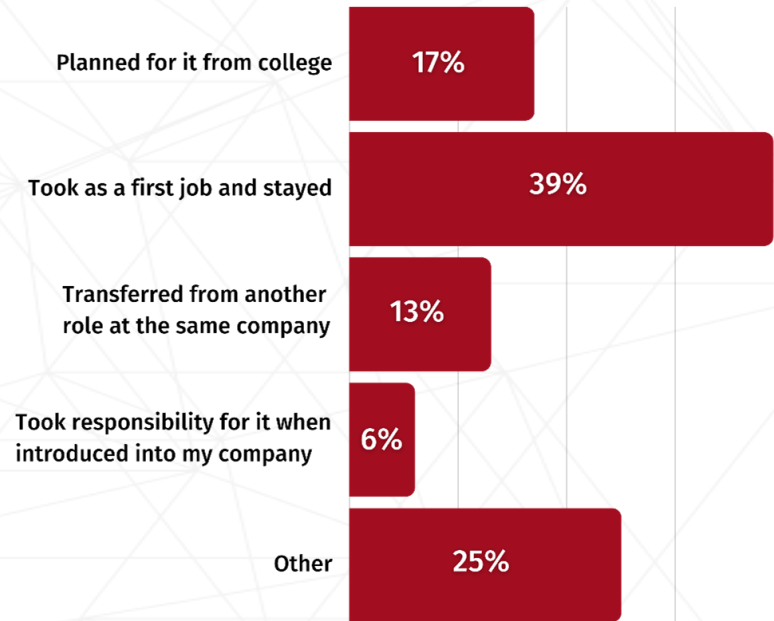
Vendor | 63%

- Consultant in the industry: 16%
- 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? n = 476

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.

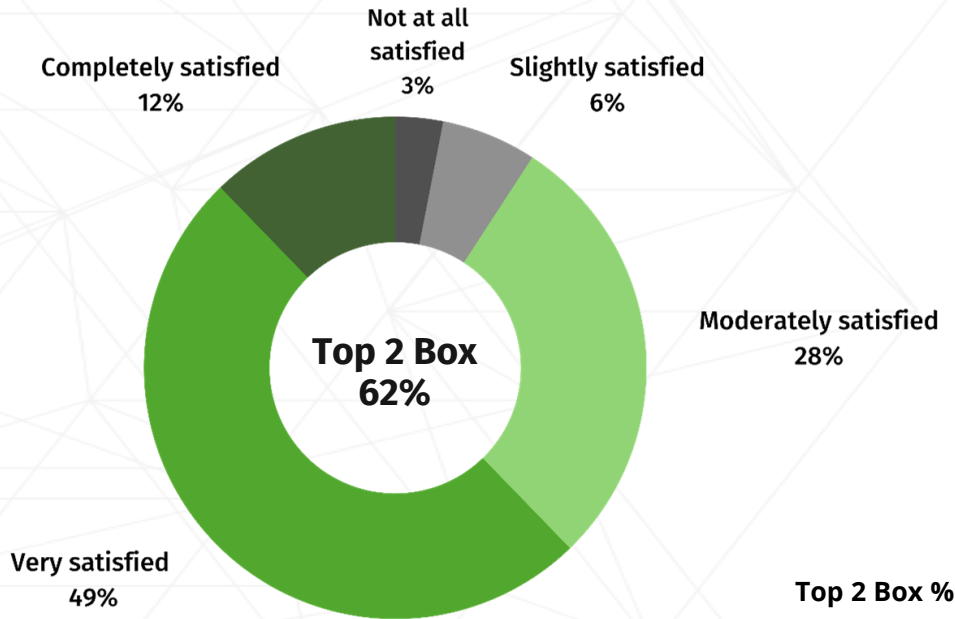
“Transitioned to marketing research from public policy research”

“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? n = 451

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.

There is, however, a stronger correlation between years of experience in the insights industry and job satisfaction, despite a mid-career dip.

	Less than 1 year	1 to 9 years	10 to 19 years	20 to 29 years	30 or more years
Top 2 Box %	33%	59%	53%	62%	74%

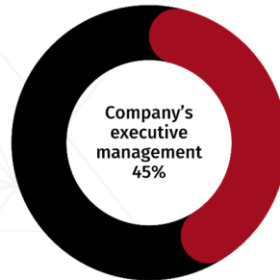
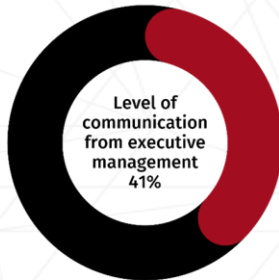
Career Satisfaction

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.**

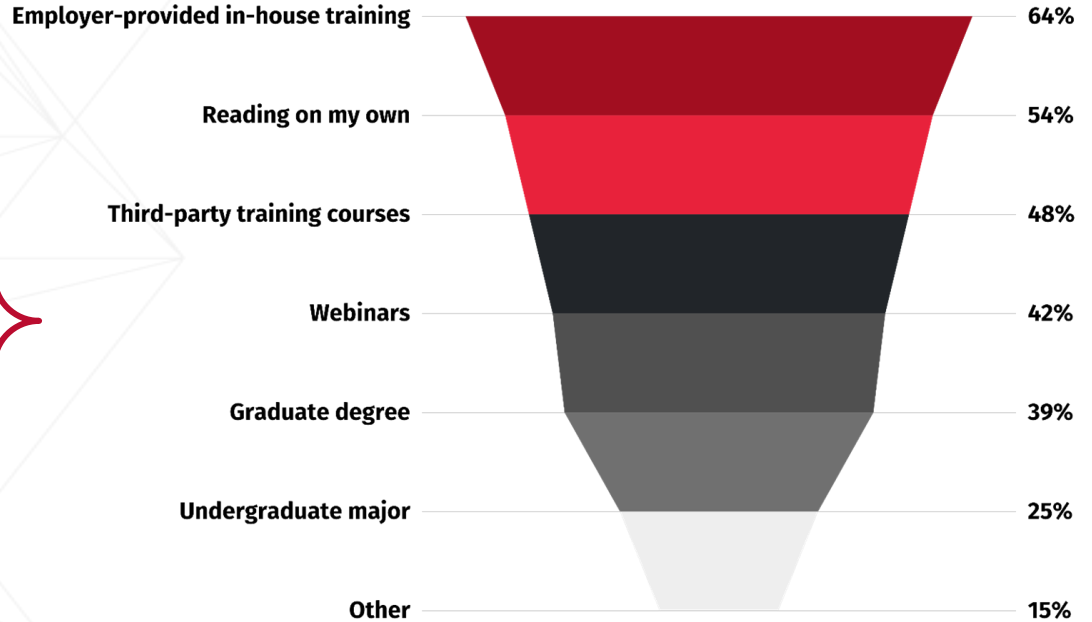
Outside pay and workload, opportunities for advancement were consistent sources of frustration, regardless of experience or the size of the organization. **Even professionals early into their careers highlighted advancement opportunities as an issue to improve.**

| 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.



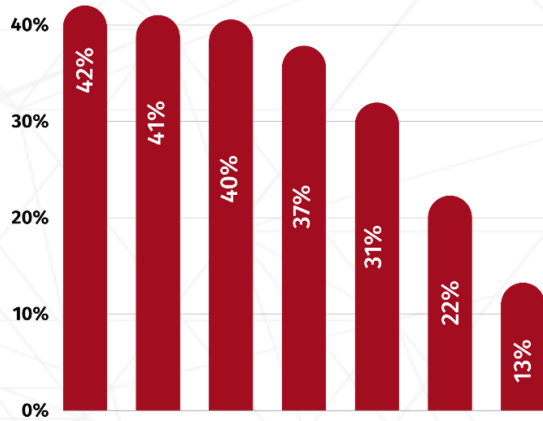
How did you learn the skills to be a market/insights researcher? n = 476

Career Development and Learning

How are market professionals developing new skills

How they do it

How would you characterize that opportunity to learn and grow at work? n = 451

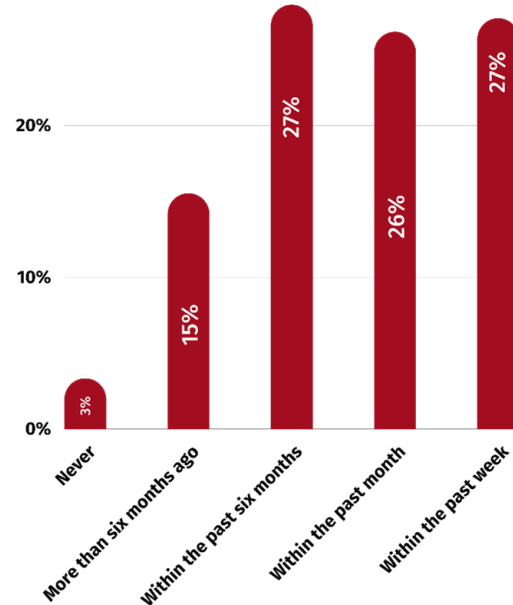


Corporate Researchers are more likely to learn from taking on new or larger projects.

While Consultants and researchers at Market Research Agencies are more likely to explore new technologies or new markets.

How often they do it

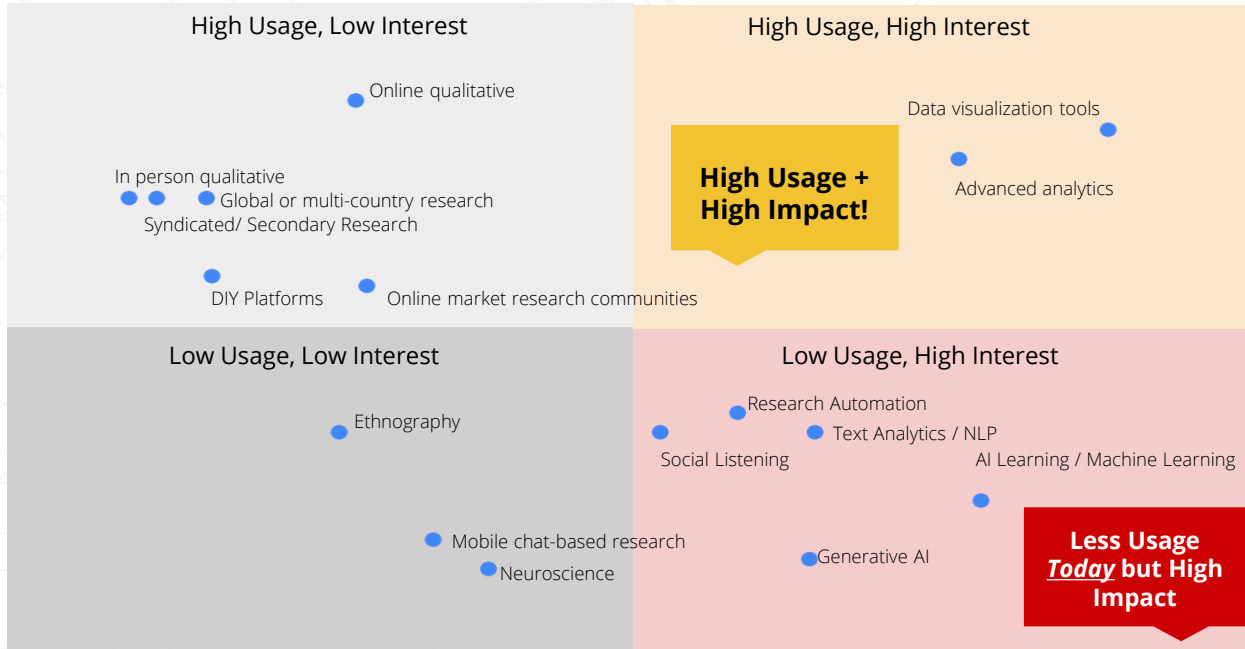
When was the last time you had opportunities to learn and grow at work? n = 451



Research professionals with over 30 years of experience were just as likely as less experienced researchers to report opportunities to learn and grow within the past week or month.

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 seem like organizational gaps.

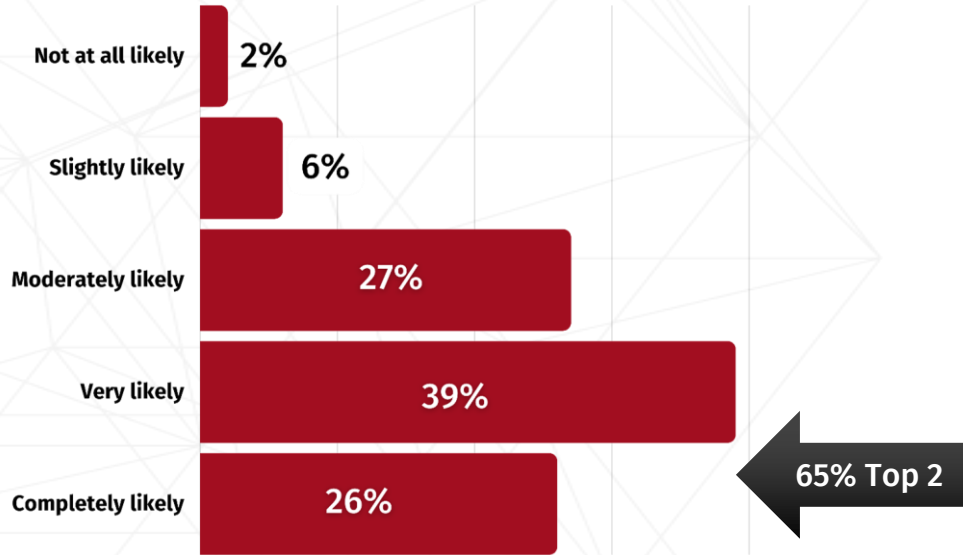
Meanwhile low usage and/or low interest skills might be better handled through outsourcing or some in-house specialists.

For the following research techniques, please tell me if you use it in your work frequently, pretty often, only on occasion, or never? n = 451

Which of these would you or others in your organization benefit from having more education/training to improve your skills? n = 476

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? n = 476

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.”



“Probably 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!



QuestionPro

Principles of Market Research & Principles Express Courses

Founding Organizations



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