

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

A global tracking study of Market Research and Insights professionals about their industry and the forces impacting their work and career prospects

May 2025



## | Welcome... from the MRII Executive Director

Dear Reader,

We are pleased to introduce MRII's latest wave of our research study, "For the Love of Learning: Career Development in a Changing Market Research Industry." At MRII (the Market Research Institute International), our mission is to provide educational and training resources to help you achieve market research success. Learning, training and education are all central to how we fulfill this mission.

This new research updates earlier waves of research conducted in 2023 and 2024, and expands it to include new, topical areas as well. It was conducted among a global sample of market research and insights practitioners to help the industry gain deeper understanding of the state of our profession. It provides insight into such areas as:

- Understanding the career paths and job satisfaction of market research professionals
- Identifying skills gaps and training opportunities for professionals
- Gathering opinions on the state of the market research industry as a whole
- Tracking attitudes and behavior among research professionals with regard to AI and the impact it is having on them, and their views about its future.

The results are fascinating on multiple dimensions and can serve as a guide to our industry about the way the workforce is thinking, as both leaders and the people who work for them are adapting to the rapid pace of change in our world, our companies, and our individual lives.

As we navigate the ever-changing world of work, one element remains stable—investing in people and skill development is core and crucial. We hope you find the research enlightening as you shape your personal or corporate learning and development strategies. We'd love to hear from you and help in any way we can. To learn more about MRII, visit [mrii.org](https://mrii.org), and you can reach me at [ed@mrii.org](mailto:ed@mrii.org).

—Ed Keller, Executive Director, MRII

## **Executive Summary**

**Nearly three in five market research professionals are satisfied (“very” or “completely”) with their job.**

**However, this has decreased from 2024 with a movement toward less satisfaction.**

**Opportunities to learn and grow show the largest gap between highly satisfied and less satisfied researchers.**

- Nearly all factors of job satisfaction showed a decrease from 2024. Flexibility of work schedule was a strong factor in job satisfaction. Freedom to innovate and opportunities to learn and grow were the next highest in satisfaction, but both decreased several points from 2024.
- Nearly a third of employees feel they are more satisfied than others in their company and two-fifths feel they are more satisfied than those in other fields. Those reporting less satisfaction increased from 2024.
- There is a large amount of variation in satisfaction among subgroups. Those with more tenure in the industry, managers and corporate researchers, showed a higher level of satisfaction than their counterparts.
- Opportunities to learn and grow are the leading factor between highly satisfied and less satisfied researchers (a 46-point gap), followed closely by having a seat at the table for company decision making (a 44-point gap) and opportunity for advancement (a 44-point gap).
- Professionals with 20 years or more of experience are slightly more intrigued by AI/digital literacy training. Younger professionals feel they benefit more from technical skills training and have relatively higher interest than others in key soft skills training (e.g., leadership, financial literacy, time management)
- Learning and keeping up with new things top the list of motives for participating in training and development at work. Over half participated in training and development to become more valuable to their current employer or when looking for a new position.

## | Executive Summary

**Perceptions regarding the usage of Artificial Intelligence (AI) and its impact on the workplace remain generally positive among market researchers.**

- The majority of respondents believe AI will make their job better. However, concerns regarding AI making their job worse, or replacing their job, increased somewhat versus a year ago.
- Use of AI increased 23 points versus a year ago, with 62% saying they personally or “most” (28%) or “some” (34%) of their teams are using AI. The study finds increased usage for people working in research agencies (+18 points), and corporate researchers (+37 points), with usage among corporate researchers now largely the same as agency researchers.
- Power users maintained a high level of favorability of AI and see more opportunities and less risks than the total user group. This may indicate that as usage continues to rise, so will positive attitudes toward AI in the research workplace.
- There is a growing importance for AI skills in the market research workplace, and knowledgeable navigation of both the opportunities and challenges associated with its integration into our field.

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# Research Objectives and Methodology

# | 2025 MRII Career Development Survey

## What we asked

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

The survey objectives were to:

- 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
- Assess respondents' thoughts and feelings regarding the introduction of AI into the market research industry

Fieldwork was conducted from February 4-28, 2025

## Who we asked

On behalf of the MRII, our research partner QuestionPro collected **426 responses** from market researchers around the world.

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



**Male**  
**42%**

**Purchaser | 28%**

- **Corporate researcher: 28%**



**Female**  
**54%**

**Vendor | 65%**

- **Consultant in the industry: 15%**
- **Market research agency: 44%**
- **General supplier: 7%**

## Special Thanks



MRII sponsor QuestionPro provided invaluable assistance in the fielding and analysis of this research.

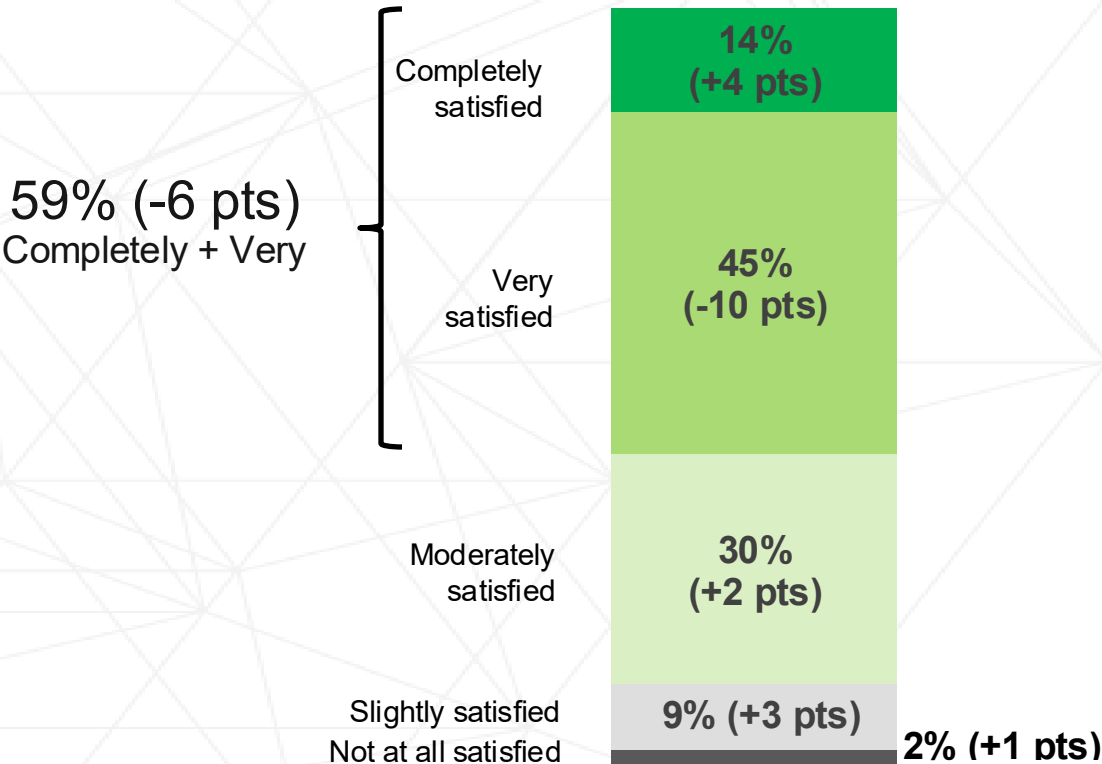
We thank them for their expertise and their generosity.

What's the path to a career in market research & how satisfied are research professionals today?



## | Career Satisfaction

Most Market Research (MR) professionals are satisfied with their job, however there is movement toward less satisfaction from 2024



The majority of MR professionals are completely or very satisfied with their job, however, those who say they are completely or very satisfied decreased over the past year.

Those moderately, slightly and not at all satisfied increased year over year. This, combined with similar results (on the slides that follow), may indicate a decrease in job satisfaction.

*What is your overall satisfaction with your job?*

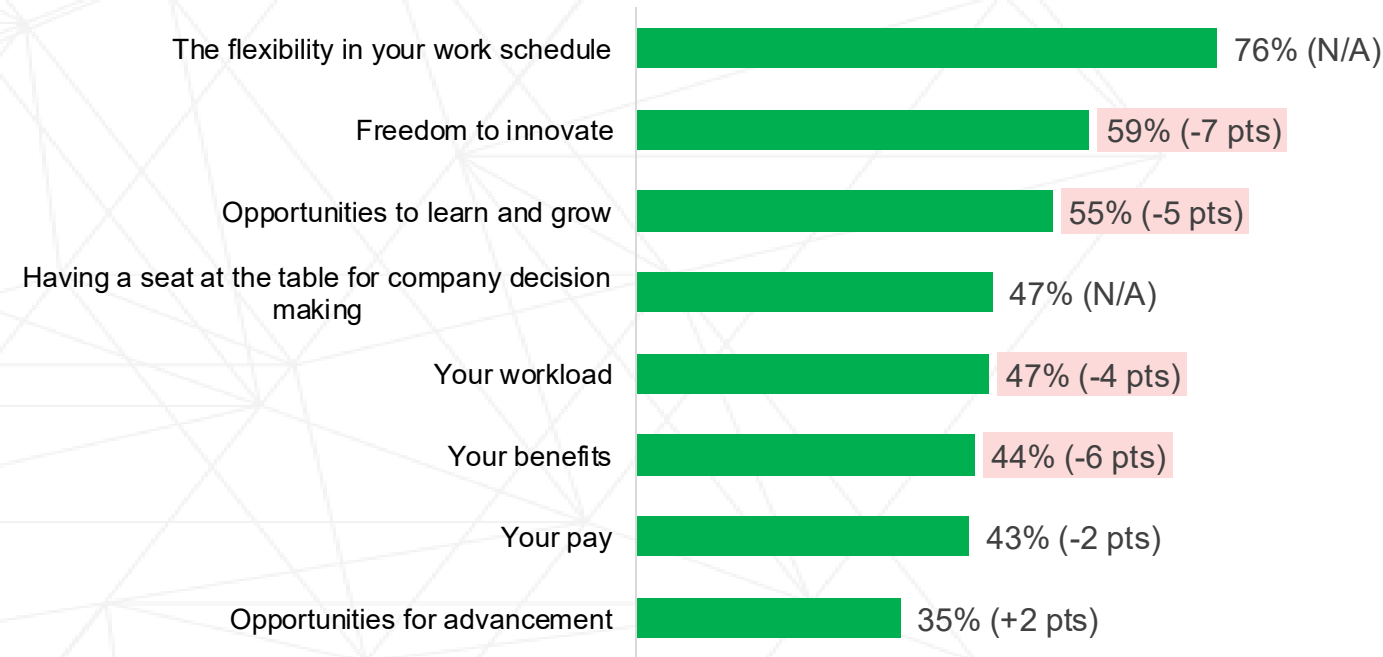
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Note: +/- pts represents change vs. 2024

## | Career Satisfaction

There was a decline in Satisfaction across most work aspects, which accounts for the decreases in overall job satisfaction

Satisfaction in Following Work Aspects (T2B)



Flexibility of work schedule was a strong factor in job satisfaction. Freedom to innovate and opportunities to learn and grow were the next highest in satisfaction, but both decreased several points from 2024.

While nearly half of professionals reported satisfaction with workload and benefits last year, these dropped below half for 2025.

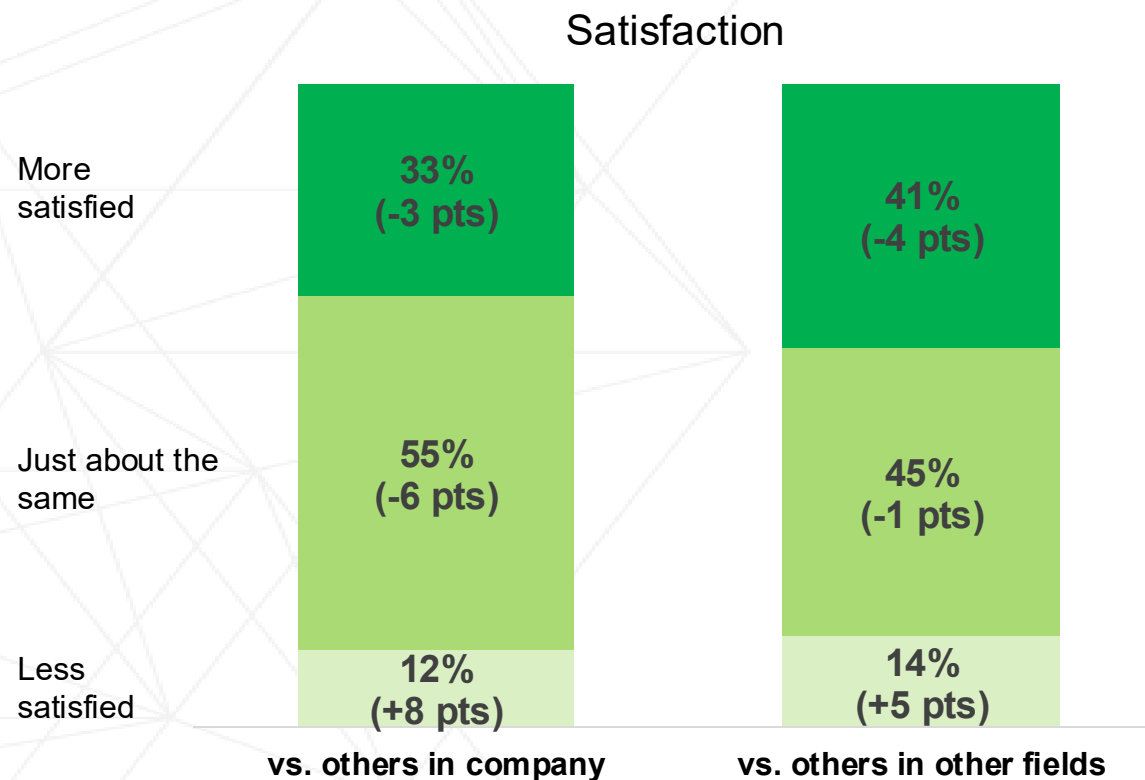
Note: +/- pts represents change vs. 2024

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

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## | Career Satisfaction

Most employees believe they are equally satisfied with their job as others in their company and in other fields, and many feel they are more satisfied



Nearly a third of employees feel they are more satisfied than others in their company and two-fifths feel they are more satisfied than those in other fields.

Those reporting less satisfaction in comparison to those in their company and those in other fields increased from 2024.

*Do you feel that you are generally more, less or just about as satisfied with your job as other people you know in your company?*

*Thinking about other people you know, would you say you are generally more, less or just as satisfied with your job as people in other fields?*

Note: +/- pts represents change vs. 2024

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## Career Satisfaction - Subgroup Analysis

Strong differences are seen between subgroups on career satisfaction. Those with more tenure, managers, and those working in agencies reported higher satisfaction.

**T2B%**

| Less than 10 years | 10-20 years  | 20 years or more |
|--------------------|--------------|------------------|
| 44% (-6 pts)       | 56% (-2 pts) | 66% (-8 pts)     |

| Managers      | Non-Managers | Consultant/ Agency | Corporate Researchers |
|---------------|--------------|--------------------|-----------------------|
| 61% (-11 pts) | 56% (-2 pts) | 62% (-9 pts)       | 54% (-4 pts)          |

*What is your overall satisfaction with your job?*

Satisfaction with job increases for employees with more tenure in the industry. For those having 20 or more years in the industry showing nearly a 20-point gap in satisfaction over those in the industry less than 10 years.

All categories of tenure showed decreasing satisfaction over the past year.

Satisfaction is slightly higher for managers than non-managers, with managers showing the largest decrease in satisfaction, narrowing the gap between managers and non-managers.

Corporate researchers and agencies also reported a large decrease in satisfaction over the past year.

Note: +/- pts represents change vs. 2024

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## Career Satisfaction - Subgroup Analysis

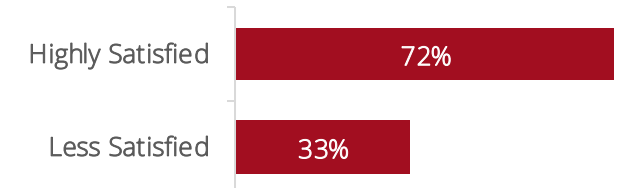
Opportunities to learn and grow show the biggest difference between highly satisfied and less satisfied researchers, followed closely by having a seat at the table for company decision making and opportunity for advancement

| (T2B)                                                                 | Highly Satisfied Researchers | Less Satisfied Researchers | Difference |
|-----------------------------------------------------------------------|------------------------------|----------------------------|------------|
| How satisfied are you with each of the following aspects of your job? |                              |                            |            |
| Flexibility in work schedule                                          | 87%                          | 61%                        | +26 pts    |
| Freedom to innovate                                                   | 75%                          | 37%                        | +38 pts    |
| Opportunities to learn and grow                                       | 74%                          | 28%                        | +46 pts    |
| Having a seat at the table for company decision making                | 65%                          | 21%                        | +44 pts    |
| Your workload                                                         | 63%                          | 25%                        | +38 pts    |
| Your pay                                                              | 54%                          | 27%                        | +27 pts    |
| Opportunity for advancement                                           | 53%                          | 9%                         | +44 pts    |
| Your benefits                                                         | 52%                          | 28%                        | +24 pts    |

Flexibility in work schedule, freedom to innovate, and opportunities for growth were the most satisfying aspects for highly satisfied researchers.

Opportunities for growth, having a seat at the table for company decision making, and opportunity for advancement are major factors in the gap between highly satisfied and less satisfied researchers.

### Completely/Very Likely to Recommend the Industry



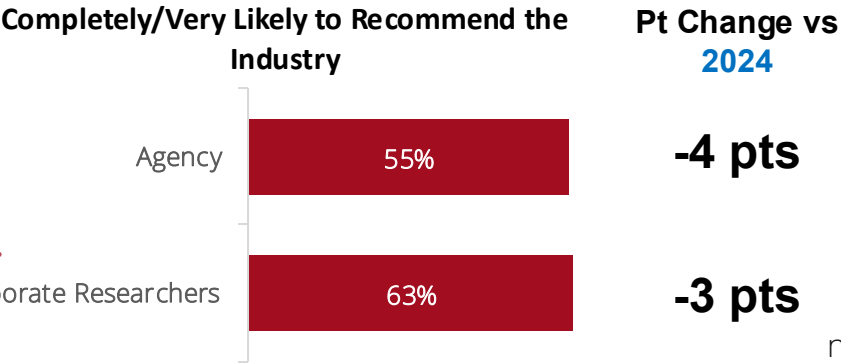
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# Career Satisfaction - Subgroup Analysis

Job satisfaction is higher on the agency side across most aspects, however, corporate researchers are much more satisfied with benefits

| Top Gaps (T2B)                                                        | Agency | Corporate Researchers | GAP     |
|-----------------------------------------------------------------------|--------|-----------------------|---------|
| How satisfied are you with each of the following aspects of your job? |        |                       |         |
| The flexibility in your work schedule                                 | 81%    | 72%                   | -9 pts  |
| Freedom to innovate                                                   | 66%    | 45%                   | -21 pts |
| Opportunities to learn and grow                                       | 65%    | 37%                   | -28 pts |
| Having a seat at the table for company decision making                | 56%    | 37%                   | -18 pts |
| Your pay                                                              | 47%    | 50%                   | 3 pts   |
| Your workload                                                         | 47%    | 48%                   | 1 pts   |
| Opportunities for advancement                                         | 46%    | 18%                   | -27 pts |
| Your benefits                                                         | 39%    | 60%                   | 21 pts  |

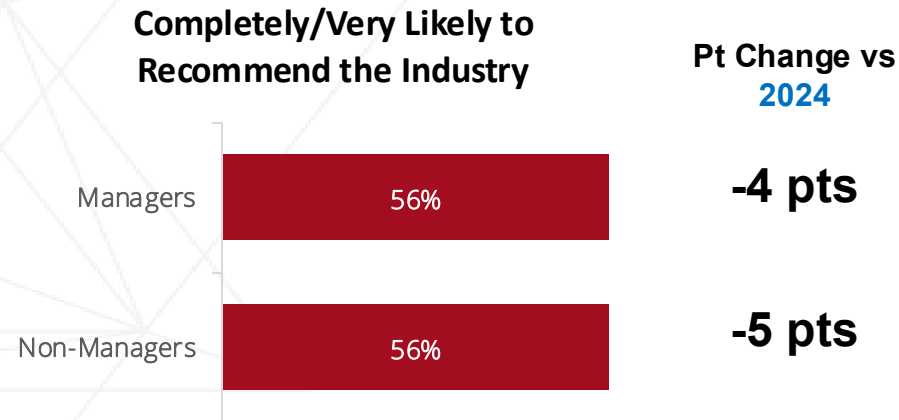
Despite being less satisfied in the industry, corporate researchers are more likely to recommend others to market research and insights.



## Career Satisfaction - Subgroup Analysis

Of the top satisfaction differentiators between managers and non-managers, having a seat at the table for company decision making and opportunities for advancement show the largest gaps

| Top 3 Gaps* (T2B)                                         | Managers | Non-Managers | Gap     |
|-----------------------------------------------------------|----------|--------------|---------|
| How satisfied are you with each of the following aspects? |          |              |         |
| Freedom to innovate                                       | 65%      | 53%          | -12 pts |
| Having a seat at the table for company decision making    | 59%      | 34%          | -25 pts |
| Opportunities for advancement                             | 45%      | 24%          | -21 pts |



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How does learning and development happen in the industry today?



## Career Development and Learning

Artificial intelligence (AI)/machine learning is the skill ranked highest need for education/training, followed by Generative AI, data visualization tools and advanced analytics

|                                                               | Highest skill usage today | Highest training needs |
|---------------------------------------------------------------|---------------------------|------------------------|
| Online quantitative surveys                                   | 83%                       | 18%                    |
| Online qualitative                                            | 67%                       | 19%                    |
| In person qualitative (focus groups or one on one interviews) | 61%                       | 15%                    |
| Generative AI (e.g. ChatGPT)                                  | 54%                       | 49%                    |
| Story-telling                                                 | 54%                       | 45%                    |
| Data visualization tools                                      | 51%                       | 48%                    |
| Global or multicountry research                               | 49%                       | 17%                    |
| Online market research communities                            | 47%                       | 20%                    |
| Advanced analytics                                            | 46%                       | 47%                    |
| Syndicated/secondary research                                 | 42%                       | 15%                    |
| DIY platforms                                                 | 39%                       | 16%                    |
| Artificial intelligence(AI)/machine learning                  | 36%                       | 55%                    |
| Ethnography                                                   | 34%                       | 19%                    |
| Text analytics/NLP                                            | 32%                       | 31%                    |
| Telephone surveys                                             | 30%                       | 2%                     |
| Social listening                                              | 23%                       | 31%                    |
| Financial analysis                                            | 15%                       | 14%                    |
| Mobile chat-based research                                    | 14%                       | 18%                    |
| Research automation                                           | 14%                       | 40%                    |
| Synthetic data                                                | 7%                        | 34%                    |
| Neuroscience                                                  | 6%                        | 26%                    |
| N/A                                                           | 1%                        | 5%                     |

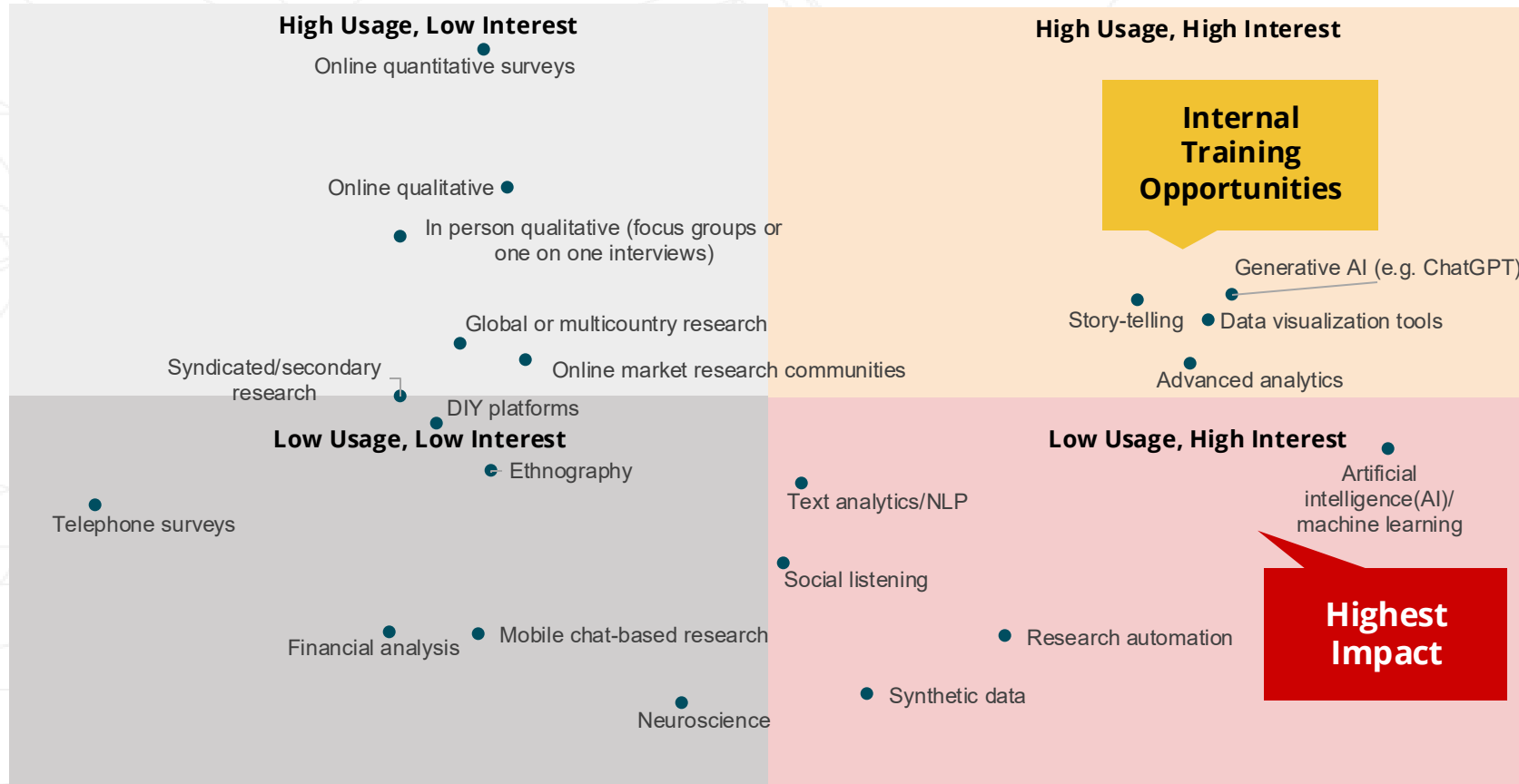
*Which of the following research techniques, methods and tools do you currently use in your work?*

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

n=408

# Career Development and Learning

Training in areas of low usage and high interest will have the highest impact



The greatest impact for investing in skills development moving forward is in areas where usage and expertise are low, but interest is high. These represent key gaps in organizational knowledge.

Skills with high usage and high interest are more likely to benefit from internal mentoring, best practice sharing, and keeping up with what's new and innovative.

Meanwhile, low usage and/or low interest skills are better handled through outsourcing or in-house specialists.

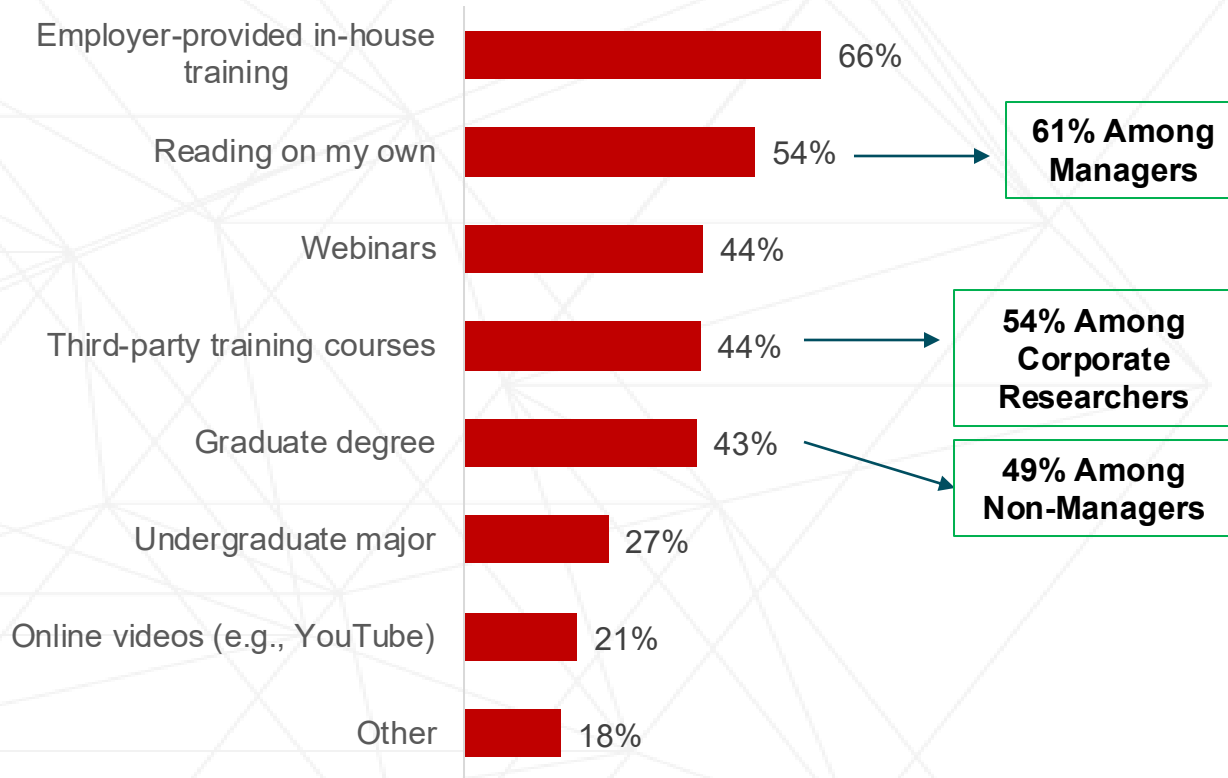
Which of the following research techniques, methods and tools do you currently use in your work?

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

n=408

## | Career Development and Learning

Employer-provided in-house training most common source for training skills as a Market Research professional



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

About half say they gained their skills and expertise reading on their own. This is even higher among managers.

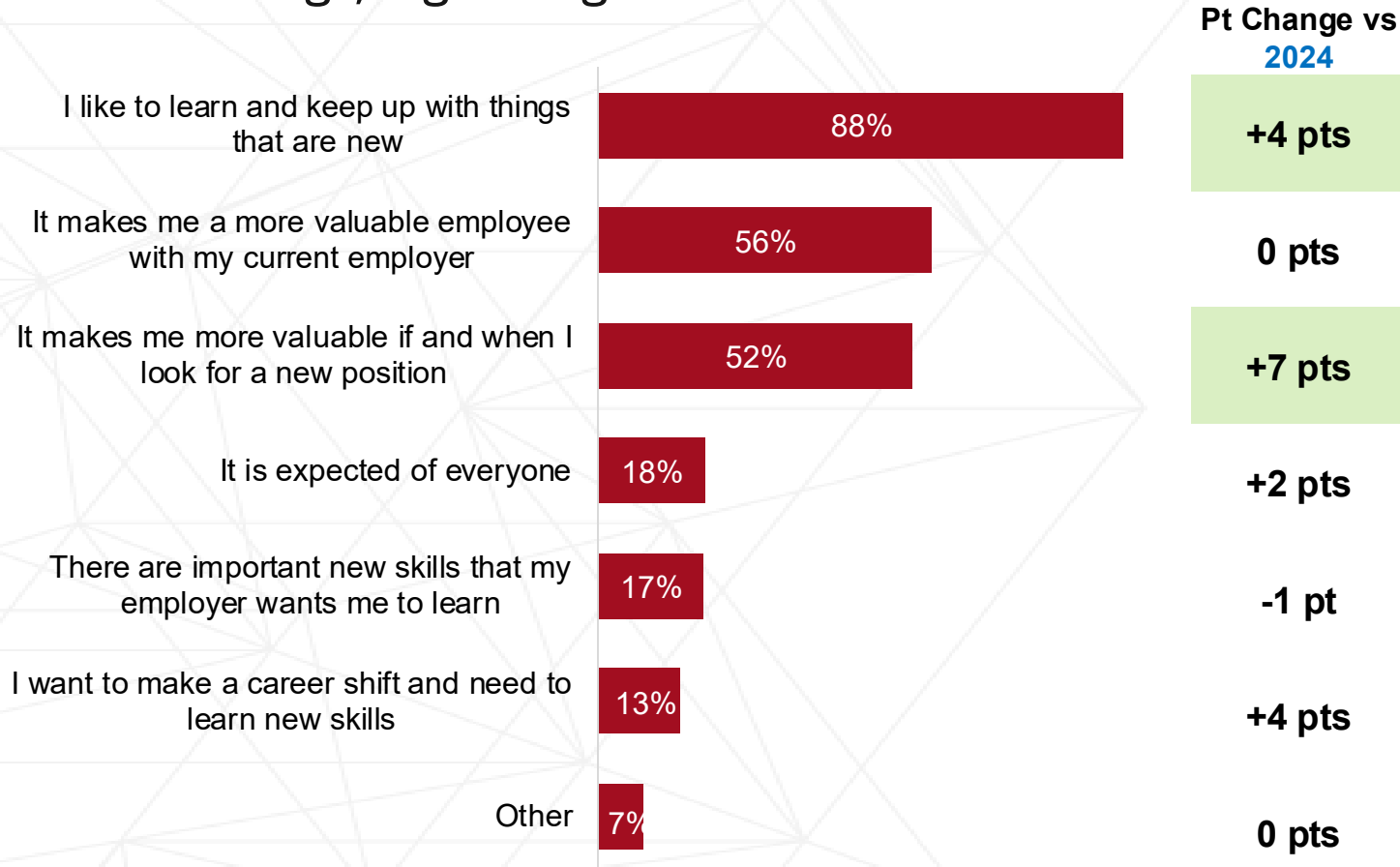
Nearly half learn skills through webinar participation and third-party training courses. This is higher among corporate researchers than agency professionals.

Less than half learn via an undergraduate major or graduate degree.

n=426

## | Career Development and Learning

The leading motivation for training and development at work is to learn and keep up with new things; a growing number also learn to become more valuable in the job market



Learning and keeping up with new things topped the list of motives for participating in training and development at work. It increased four points over 2024.

Over half participated in training and development to become more valuable to current employer and to be more valuable when looking for a new position.

Increasing value to look for a new position increased seven points year-over-year and may be tied to decreasing job satisfaction or more uncertainty in the job market.

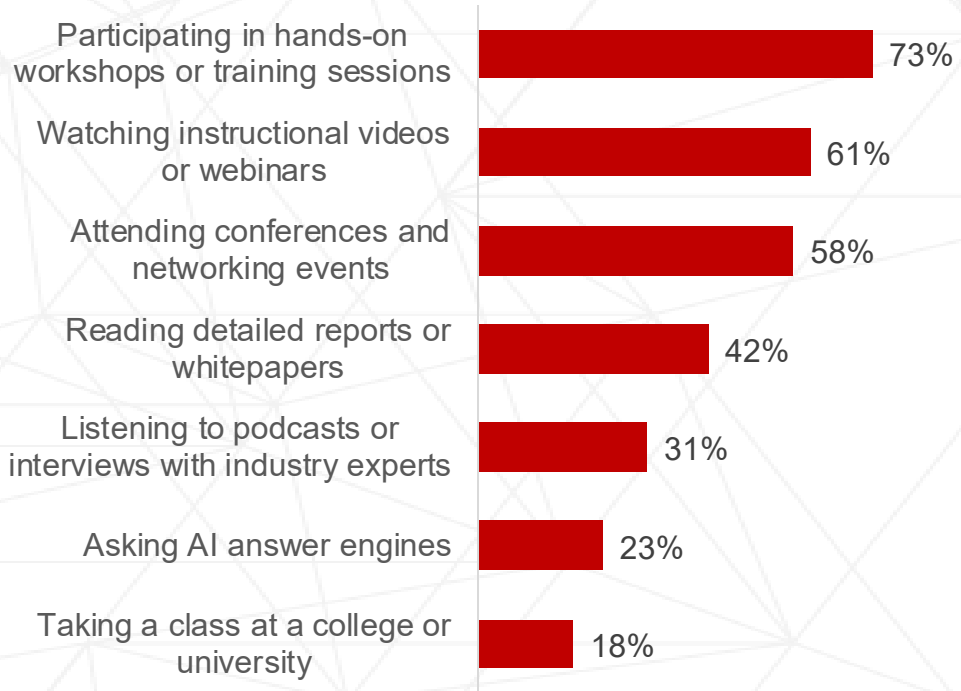
*What would you say are your main motivations for training and development at work?*

n=408

## | Career Development and Learning

Participating in hands-on workshops or training sessions seen as most effective method for learning. AI tops the list of training that would most benefit market researchers in their jobs, while many soft skills are rated as lower in learning priorities

Methods



When learning about new market research concepts, which method(s) do you find most effective?

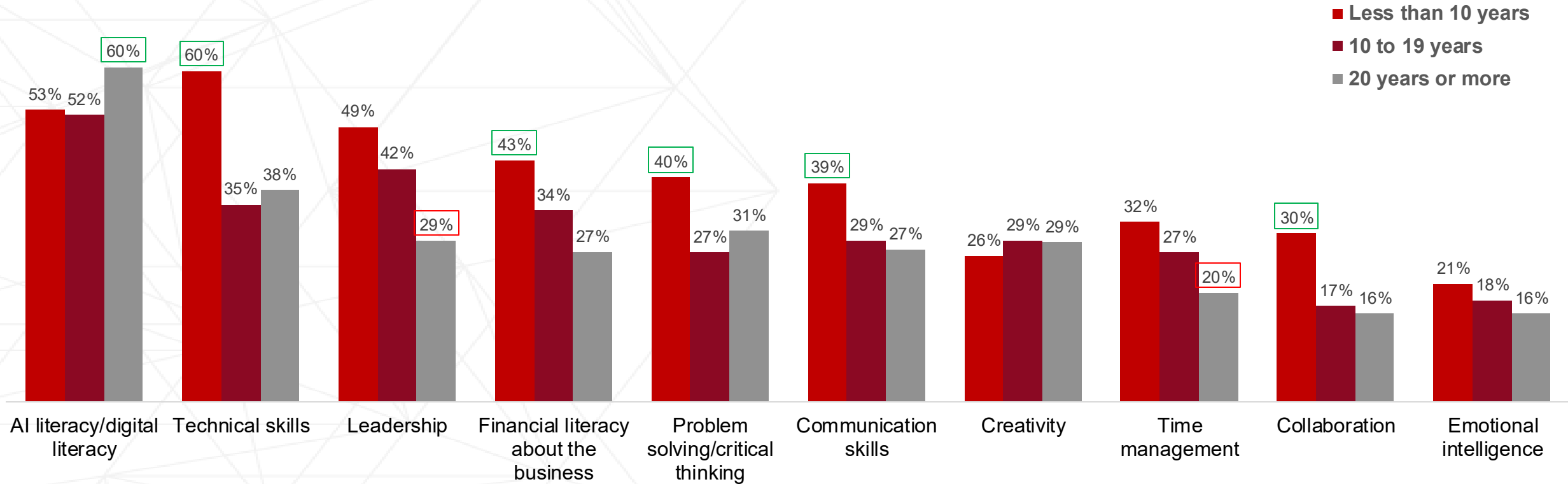
Training



For which of the following would you benefit from having training to become better at your job?  
n=408

## | Career Development and Learning – Subgroup Analysis

Professionals with 20 years or more of experience are more intrigued by AI/digital literacy training. Younger professionals more likely to feel they benefit from technical skills training and have higher interest than others in key soft skills training (e.g., leadership, financial literacy, time management).

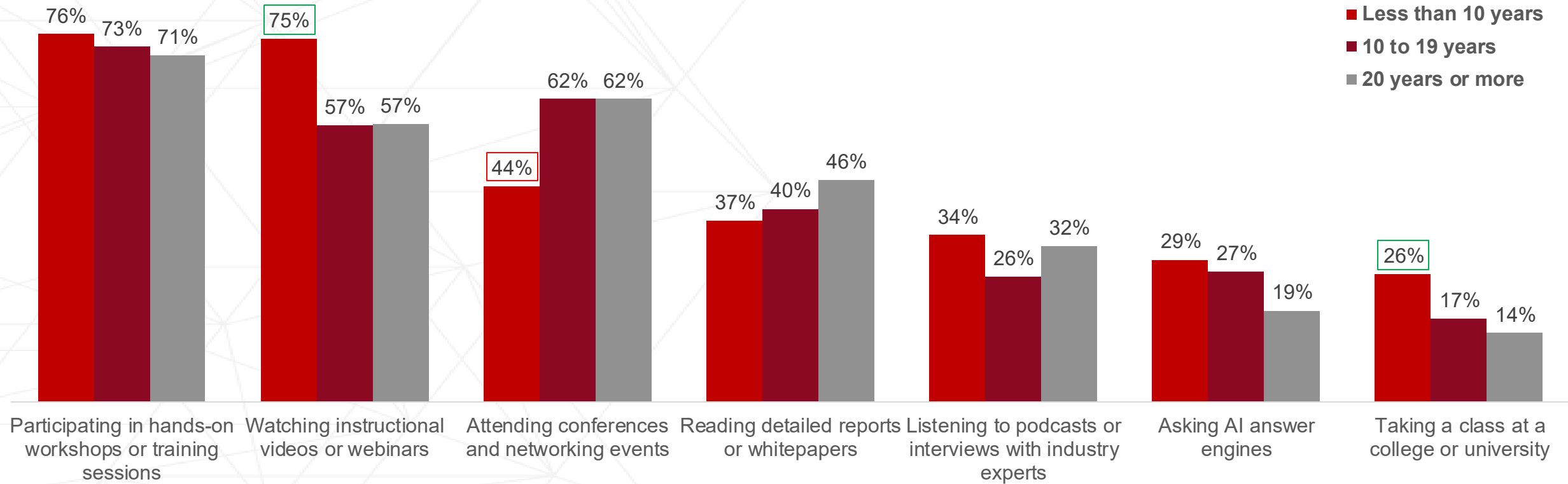


*For which of the following would you benefit from having training to become better at your job?*

n=408

## Career Development and Learning – Subgroup Analysis

Professionals with less than 10 years of experience have far more interest in instructional videos, and less toward attending conferences and networking events

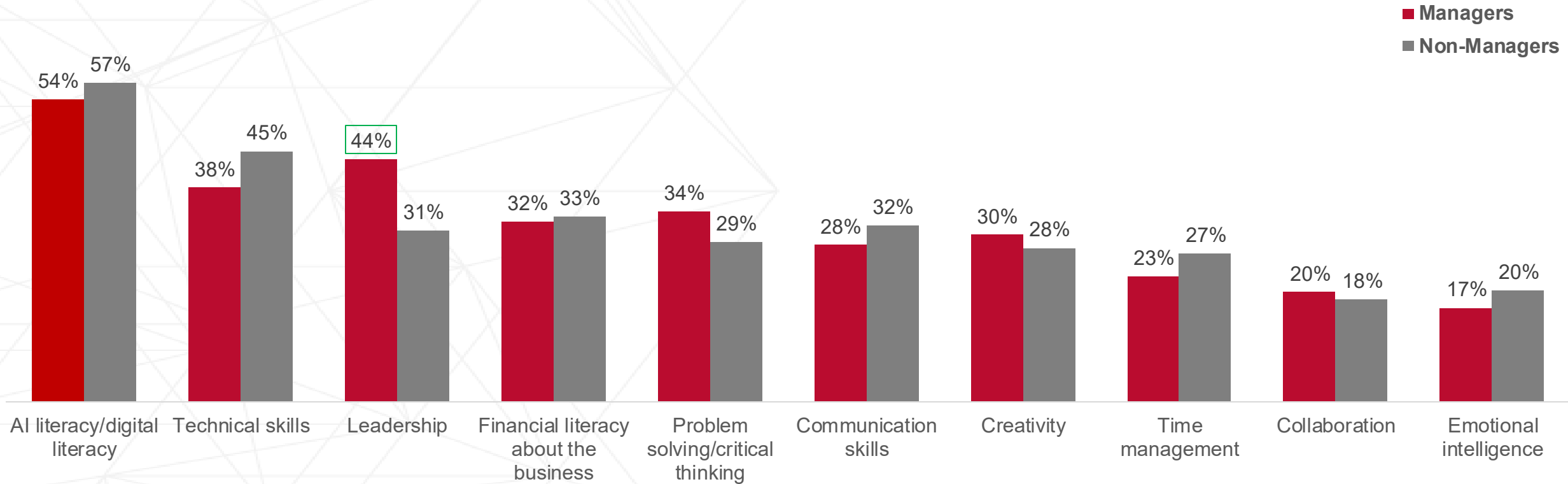


When learning about new market research concepts, which method(s) do you find most effective?

n=408

## | Career Development and Learning – Subgroup Analysis

Leadership is a particular area where Managers are relatively more interested in training, more so than toward technical skills



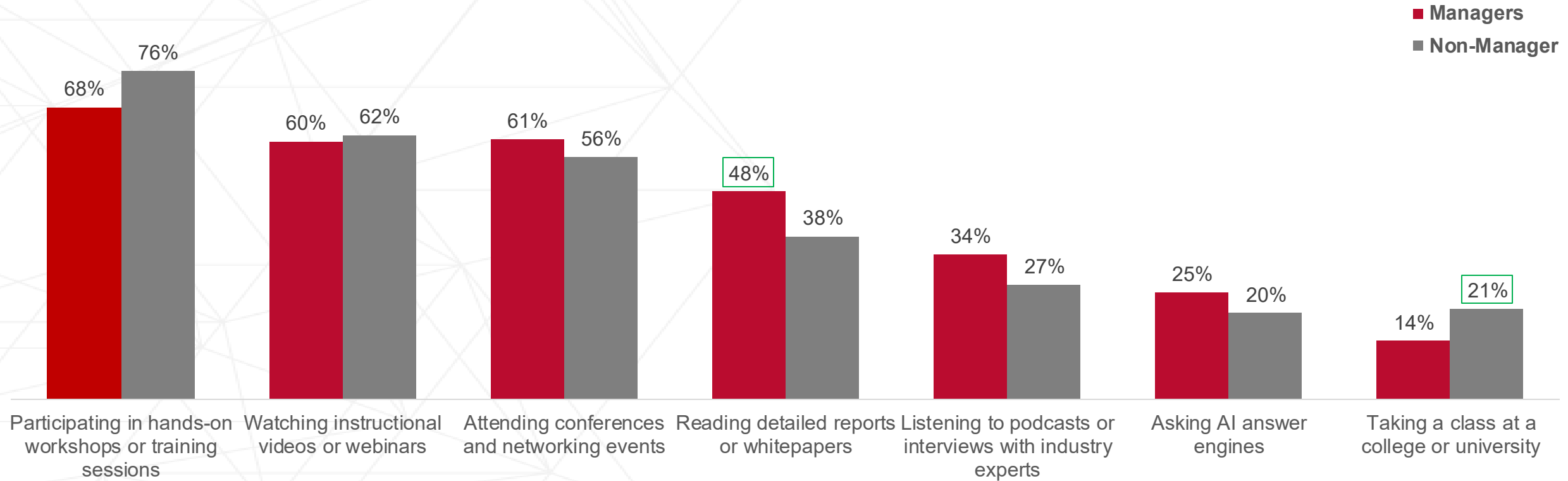
*For which of the following would you benefit from having training to become better at your job?*

n=408



## | Career Development and Learning – Subgroup Analysis

Managers and non-managers find participating in hands-on workshops or training sessions, watching instructional videos or webinars, and attending conferences and networking events the most effective method when learning about new market research concepts

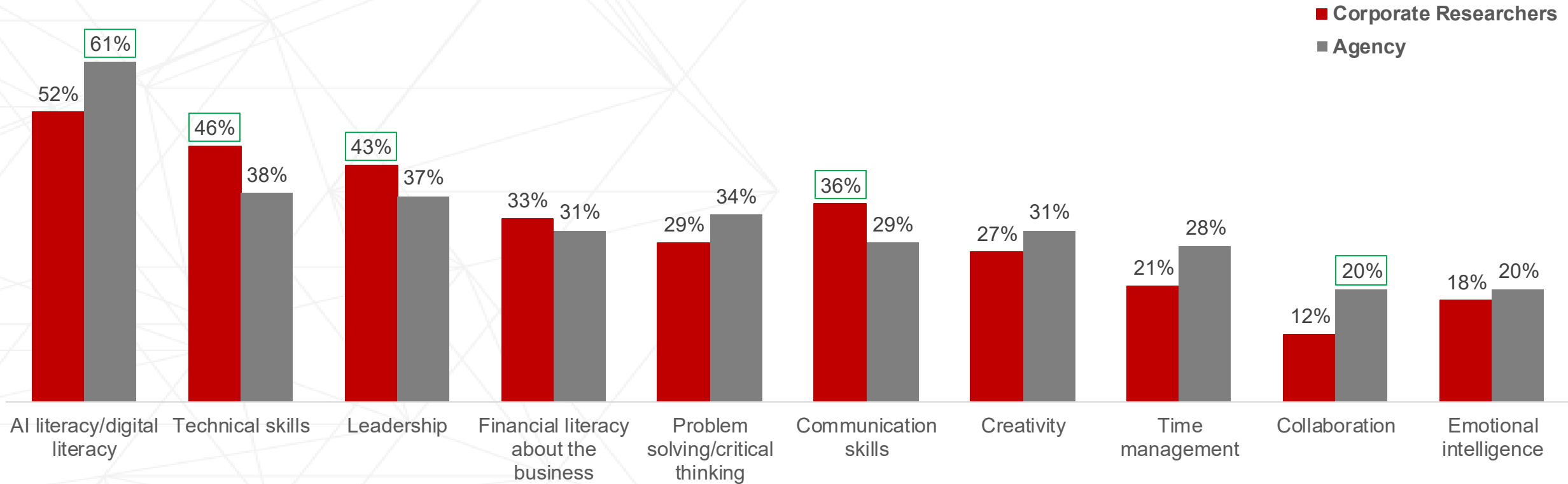


*When learning about new market research concepts, which method(s) do you find most effective?*

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## Career Development and Learning – Subgroup Analysis

Corporate researchers find training in technical skills, leadership, and communication more valuable than agency professionals. Agency professionals overwhelmingly believe they'll benefit more from training on AI and digital literacy.

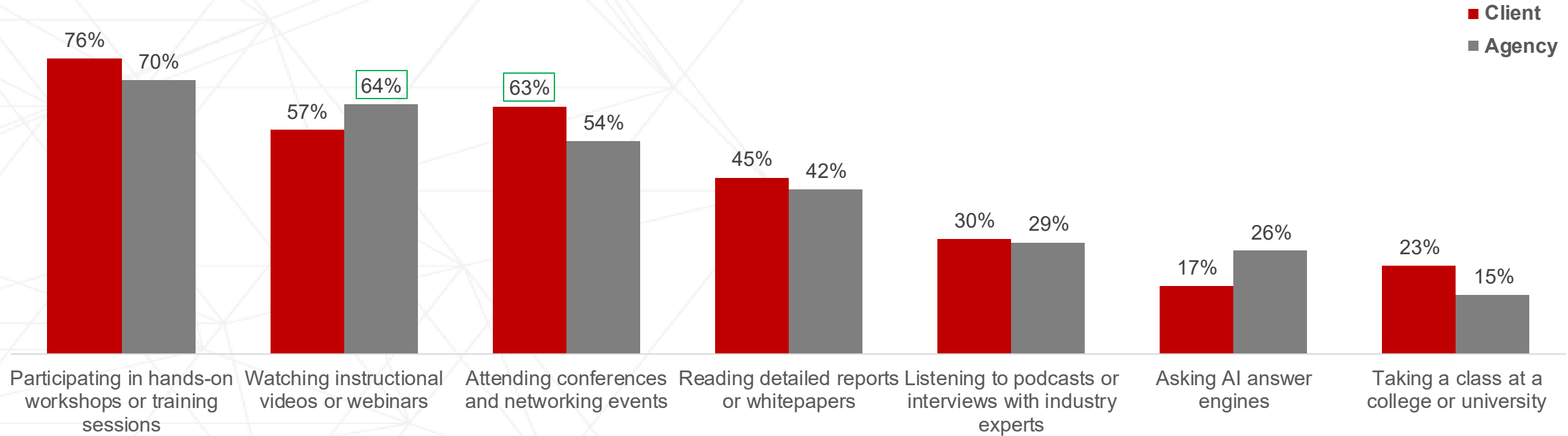


*For which of the following would you benefit from having training to become better at your job?*

n=353

## Career Development and Learning – Subgroup Analysis

Agency researchers value instructional videos and webinars slightly more, while corporate researchers are more intrigued with conferences and networking events



When learning about new market research concepts, which method(s) do you find most effective?

n=353

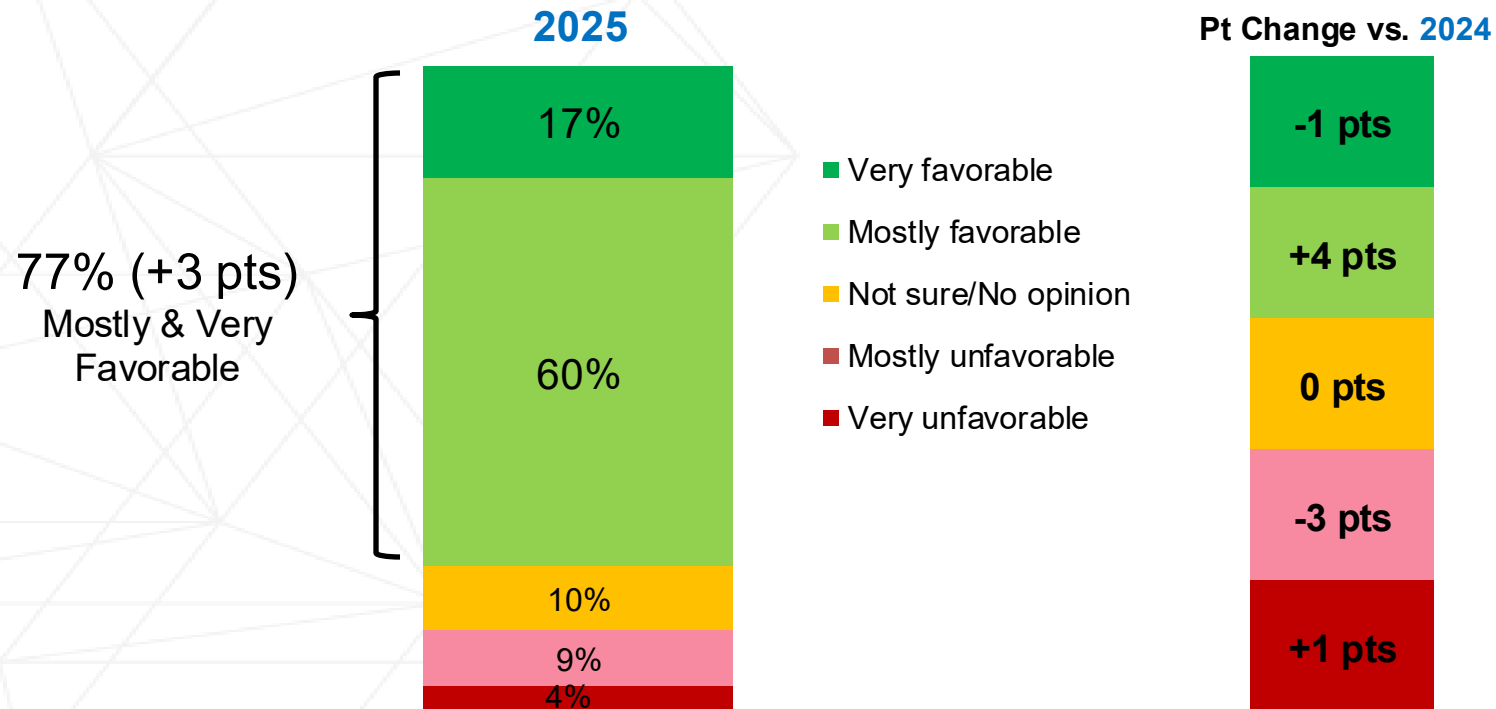
What do researchers think about the implementation of AI into market research?

## | Feelings towards AI

Perceptions of AI remain generally positive, with overall favorability increasing slightly from 2024.

The large majority of market researchers are still favorable about AI as it relates to their job & company

*There has been a lot of talk recently about Artificial Intelligence, or AI, and different people have different opinions about it. Thinking about AI as it relates to your job and your company, is your view:*



Note: +/- pts represents change vs. 2024

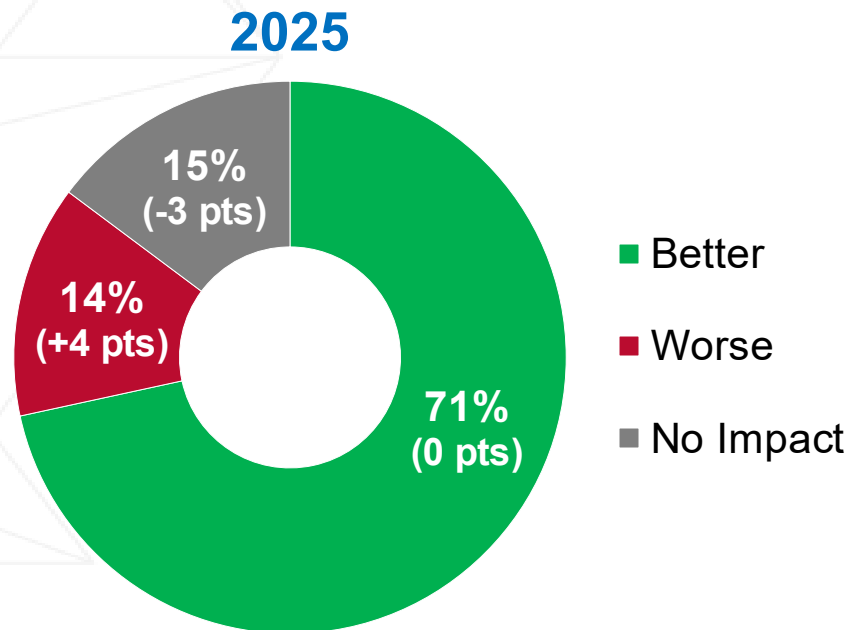
n=426

## | Feelings towards AI

Similar to 2024, more than 7 of 10 believe AI will improve their job in coming years. However, there is a slight increase among those who think it will make their job worse.

**71%** of respondents believe AI will make their job better

*Do you think AI will make your job better over the coming year or two, worse, or will have it no impact when it comes to your job?*

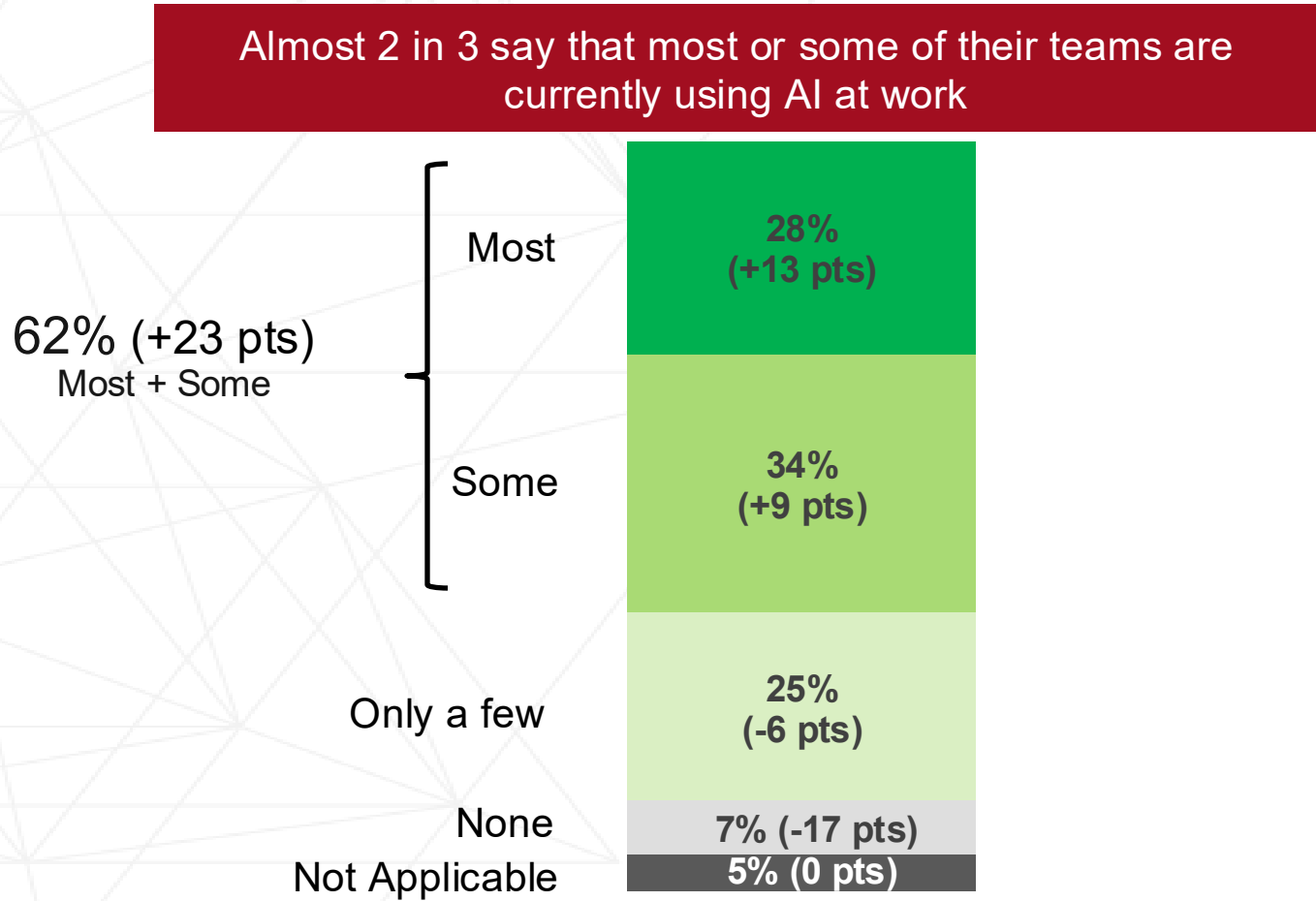


n=426

Note: +/- pts represents change vs. 2024

## | Current use of AI in the workplace

Use of AI increased rapidly in 2025. Individuals who say “most” or “some” of their team uses AI at work increased by 23 points in 2025.



Note: +/- pts represents change vs. 2024

Thinking about you and the people who work on your team, how many people are presently using AI as part of their jobs?

n=408

## Current use of AI in the workplace

Use of AI increased rapidly in 2025, along with nearly all of the uses of AI.

| Current Uses of AI                                                                           | Change vs 2024 |                    |
|----------------------------------------------------------------------------------------------|----------------|--------------------|
| For a literature review on topics of interest                                                | 53%            | +19 pts            |
| For questionnaire development                                                                | 50%            | +20 pts            |
| To learn new skills                                                                          | 36%            | <i>N/A in 2024</i> |
| For report generation                                                                        | 35%            | +9 pts             |
| To analyze data across a large number of data sets                                           | 33%            | +12 pts            |
| Sentiment analysis in social media monitoring or other forms of unstructured data            | 30%            | +8 pts             |
| To help identify respondent fraud                                                            | 23%            | +6 pts             |
| Automated survey data analysis                                                               | 22%            | +8 pts             |
| Chatbots for customer interaction, qualitative interviews, or open-ended questions in survey | 19%            | +5 pts             |
| Image and video analysis for visual data                                                     | 11%            | +2 pts             |
| For trend forecasting                                                                        | 11%            | +2 pts             |
| Predictive analytics for consumer behavior                                                   | 9%             | -2 pts             |

Note: +/- pts represents change vs. 2024

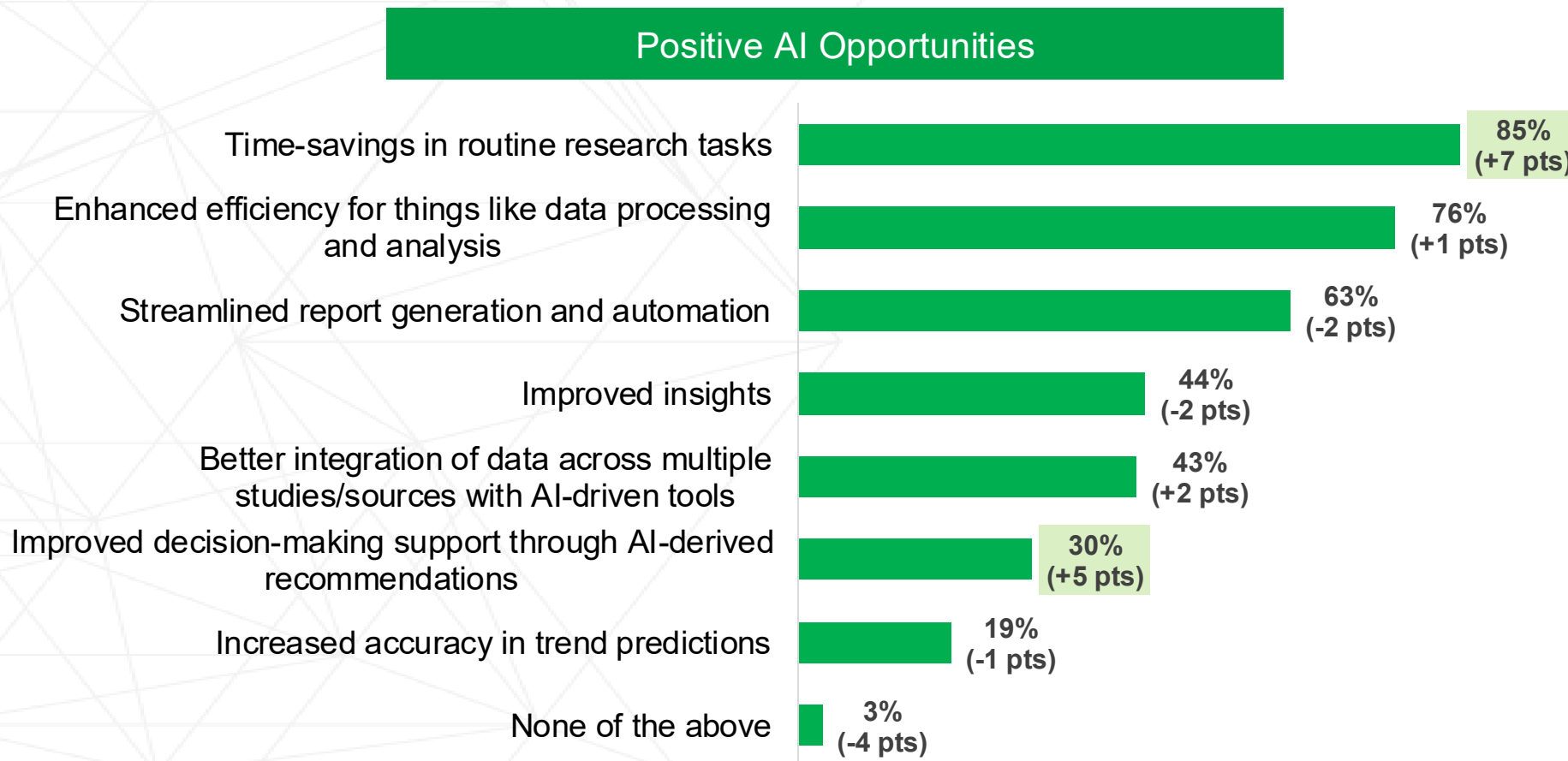
*In what ways is AI currently being used by you or people who work on your team?*

n=376



## | AI Opportunities and Risks

Time-savings in routine research tasks seen as highest opportunity, this also increased several points from 2024.



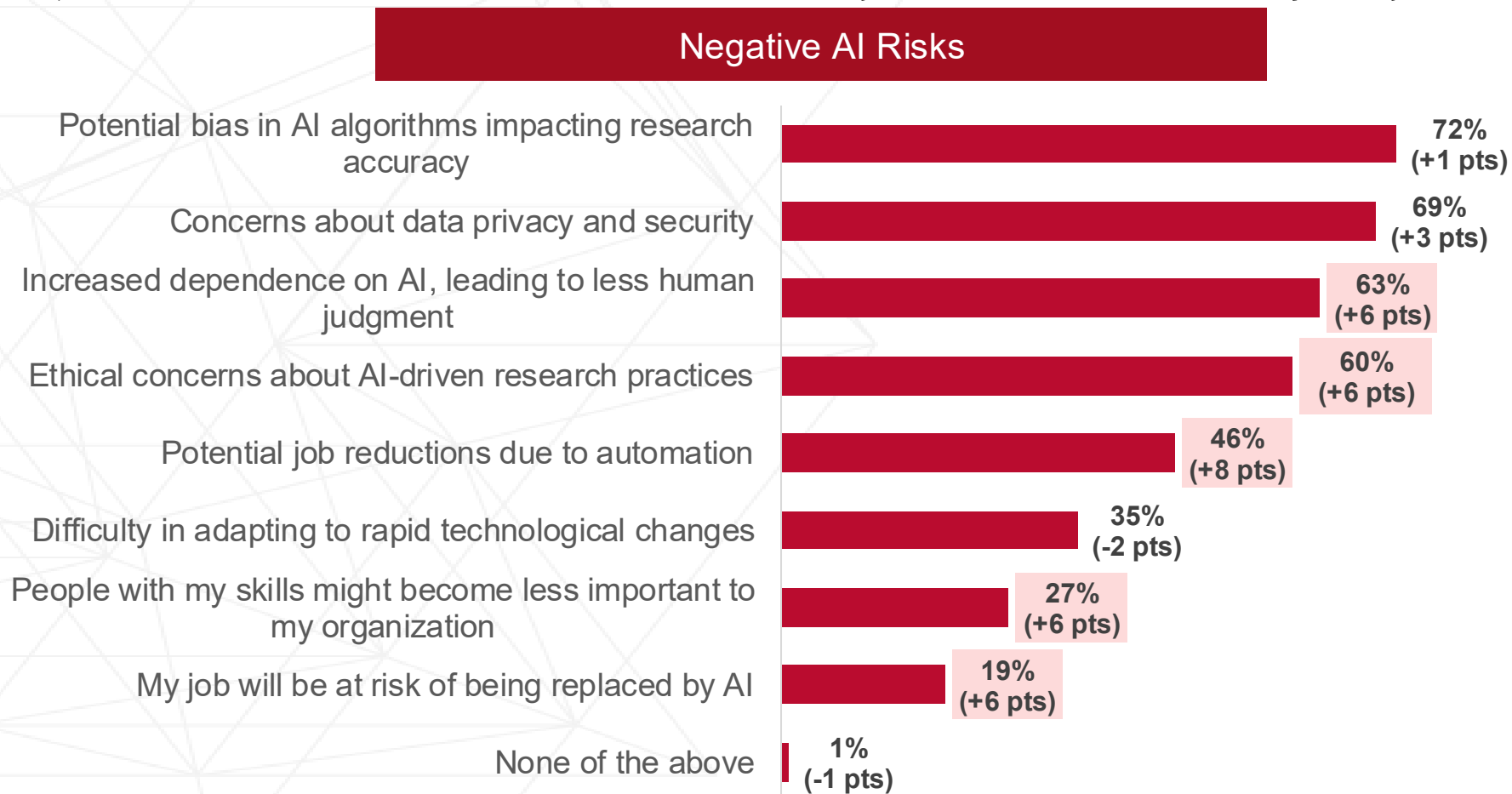
Note: +/- pts represents change vs. 2024

*In what ways might AI make a positive contribution to your role as a market researcher?*

n=426

## | AI Opportunities and Risks

Potential bias in AI algorithms tops the list of concerns of negative impacts of AI. While potential job reductions increased more than any other risk over the past year.



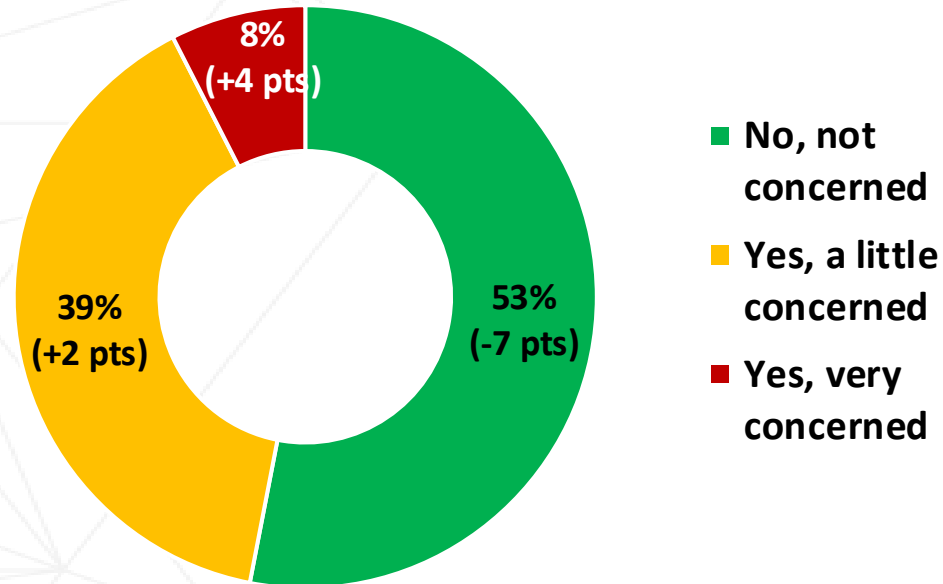
Note: +/- pts represents change vs. 2024

*In what ways might AI potentially pose challenges or make your job more difficult or less satisfying?* n=426

## | Thoughts on future of AI in the world of Market Research

Half are not at all concerned about personal job loss as a result of AI. However, an almost equal number are a little (39%) or very (8%) concerned, figures which have risen 6 points from a year ago.

While the majority remained unconcerned about the possibility of losing their jobs, concern has slightly increased from last year.



*Are you concerned that your job might be at risk as a result of AI?*

Note: +/- pts represents change vs. 2024

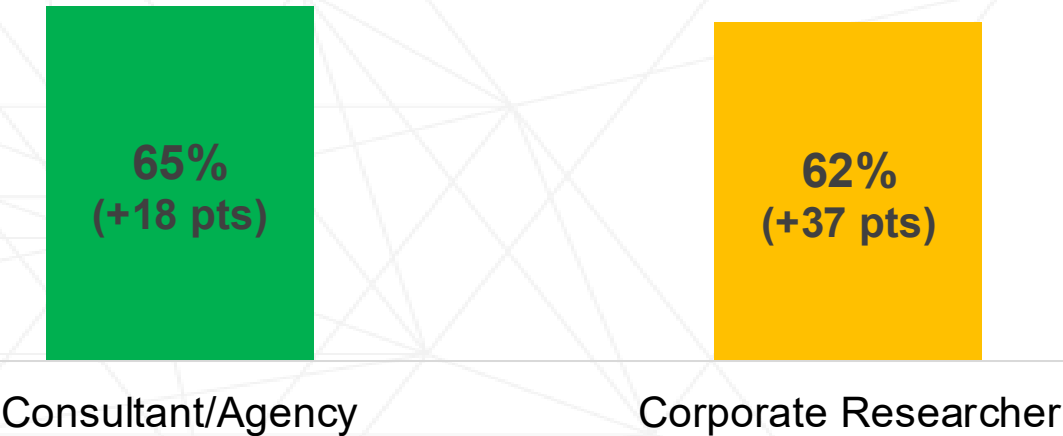
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# | Consultants/Agency Researchers vs. Corporate Researchers

Some shifts were observed in the top ways researchers are using AI today in both Consultant/Agency researchers and Corporate researchers

Usage of AI at work among Corporate Researchers has increased dramatically. Corporate researchers are much more likely to use AI as part of their job in 2025 vs. 2024

AI Usage  
Most/Some are Using AI

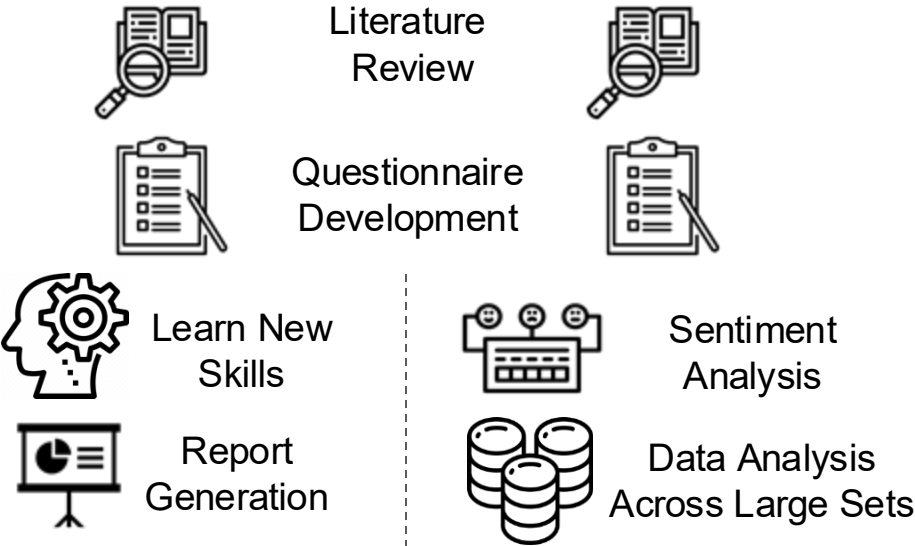


Thinking about you and the people who work on your team, how many people are presently using AI as part of their jobs?

Note: +/- pts represents change vs. 2024

## Top Ways Researchers are Using AI Today

| Consultant / Agency Researchers | Corporate Researchers |
|---------------------------------|-----------------------|
|---------------------------------|-----------------------|



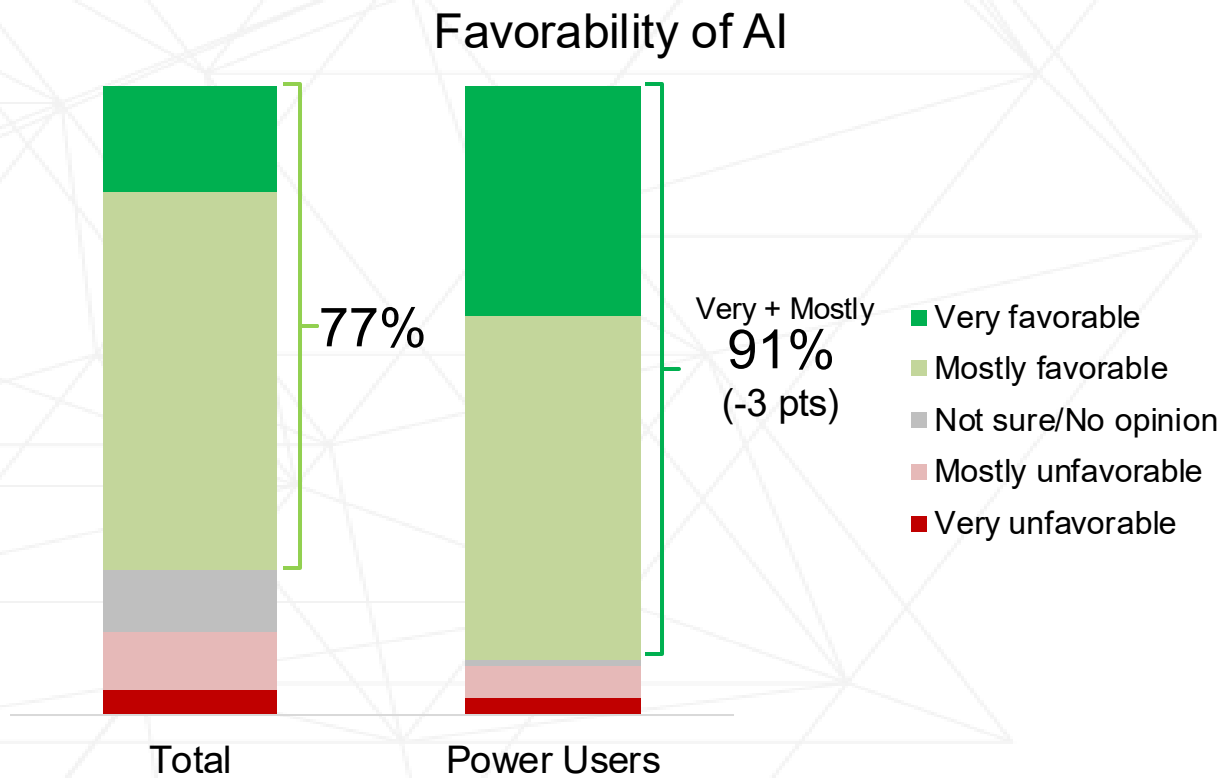
While a lower overall % usage, corporate researchers over-indexed on Trend Forecasting

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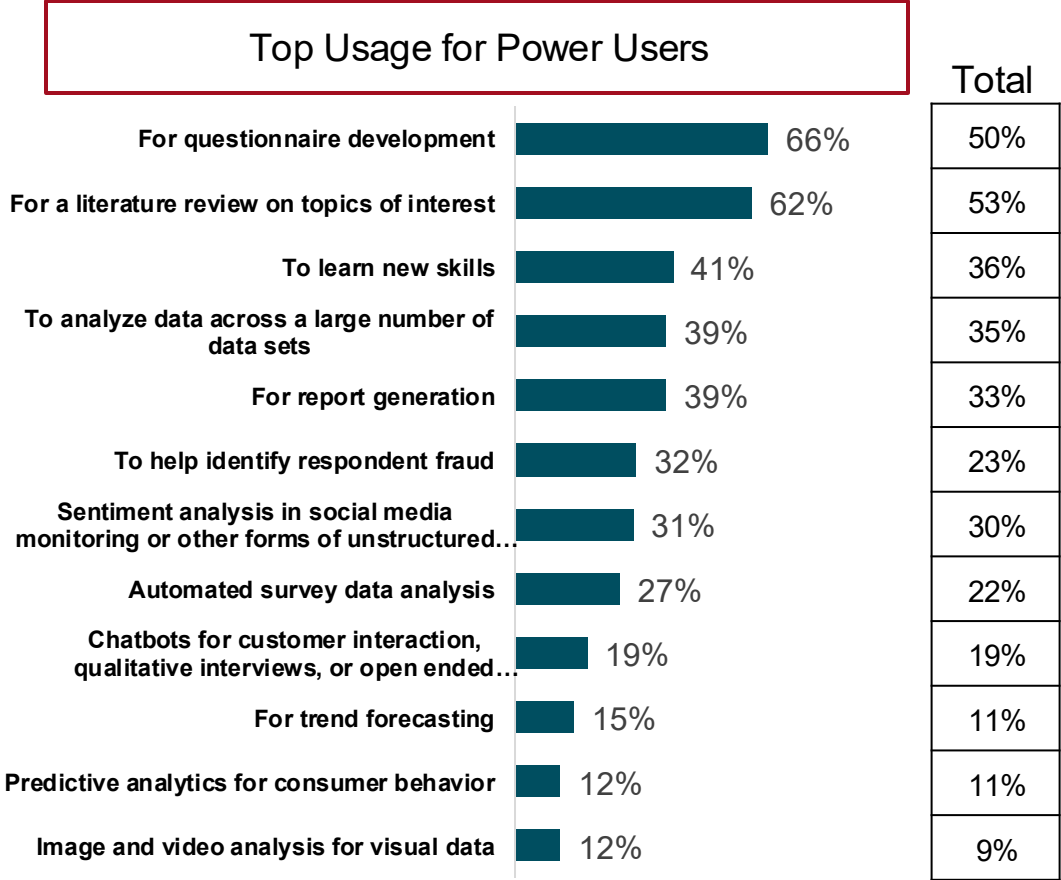
# | Power Users of AI in the Workplace

Favorability of AI remains high for both Power Users and total respondents.

A near complete favorability of AI remains for those that say most of their team uses AI, though favorability dipped slightly from 2024



AI usage among Power Users is greater than the total respondents across nearly all types of usage

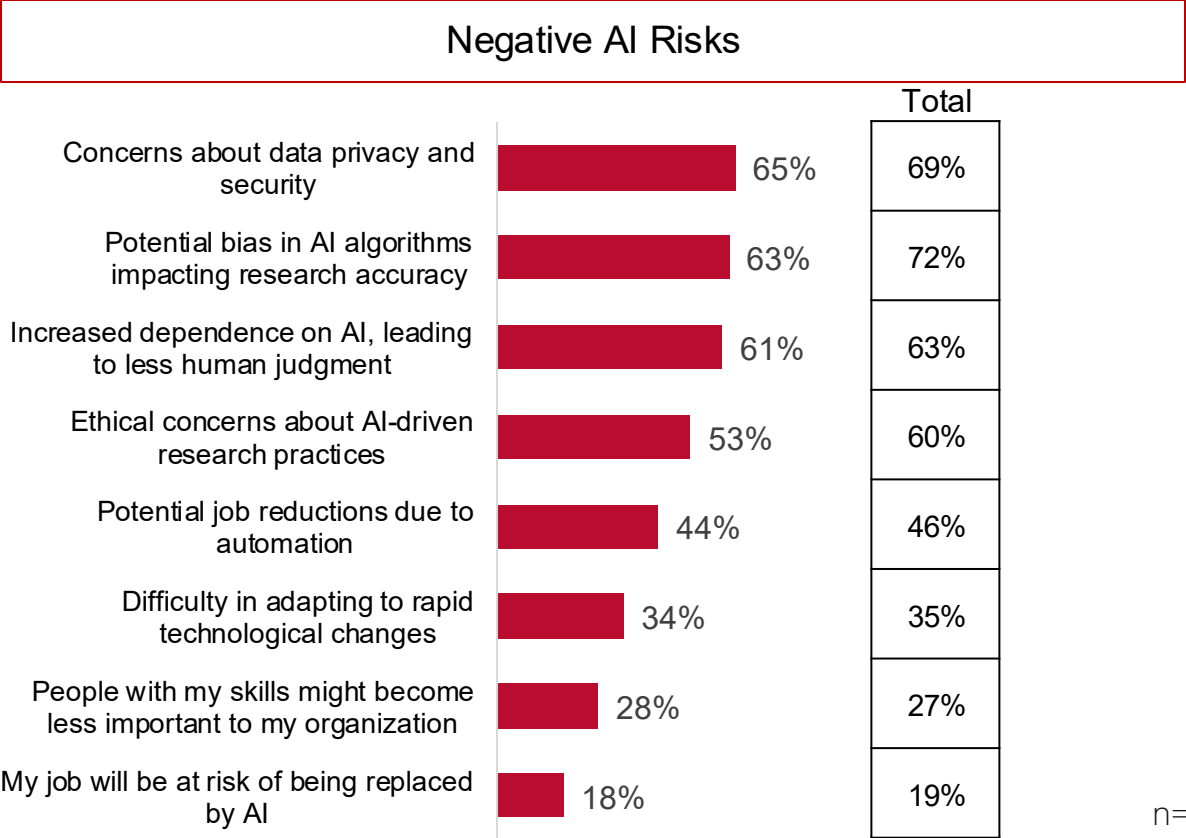
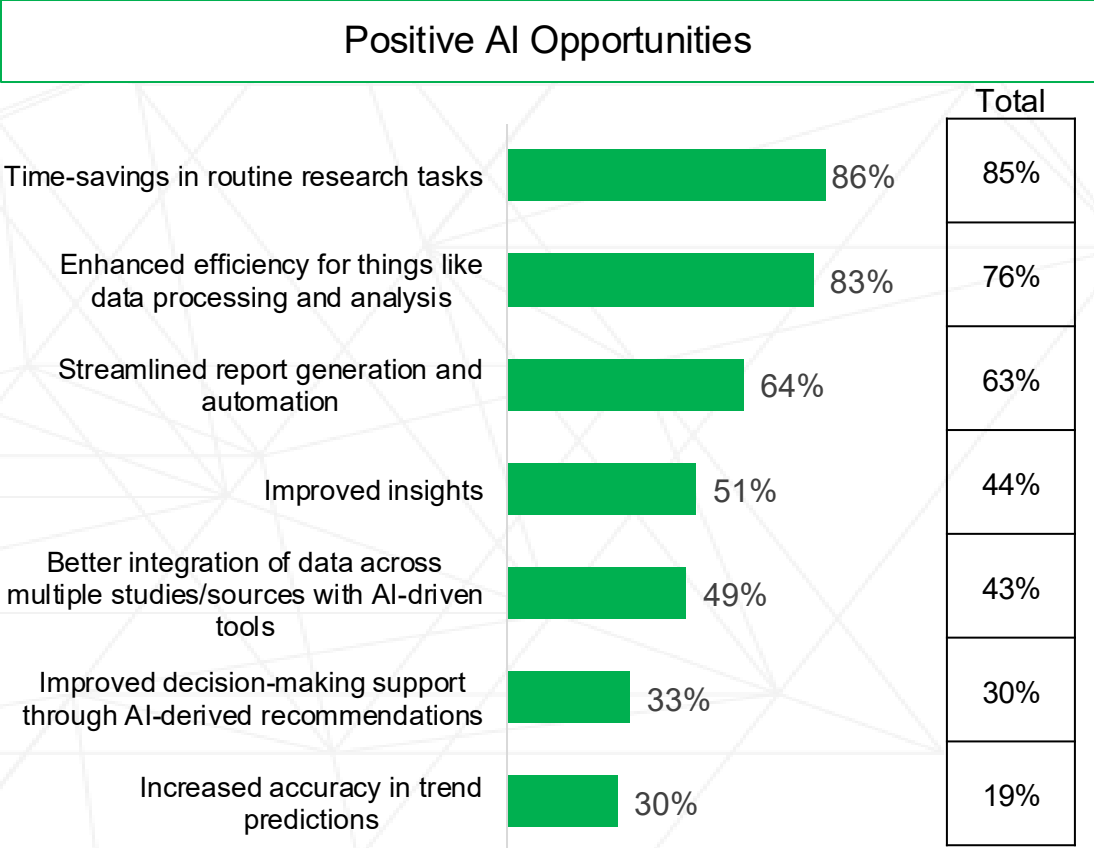


Note: +/- pts represents change vs. 2024

## | Power Users of AI in the Workplace

Power users show stronger positivity and less negativity than total respondents across nearly all factors of AI Opportunities and Risks

Positivity toward AI contributions is generally slightly higher, if not about the same, compared to total respondents. Total respondents do have slightly more concern about potential bias and ethics around AI-driven practices.

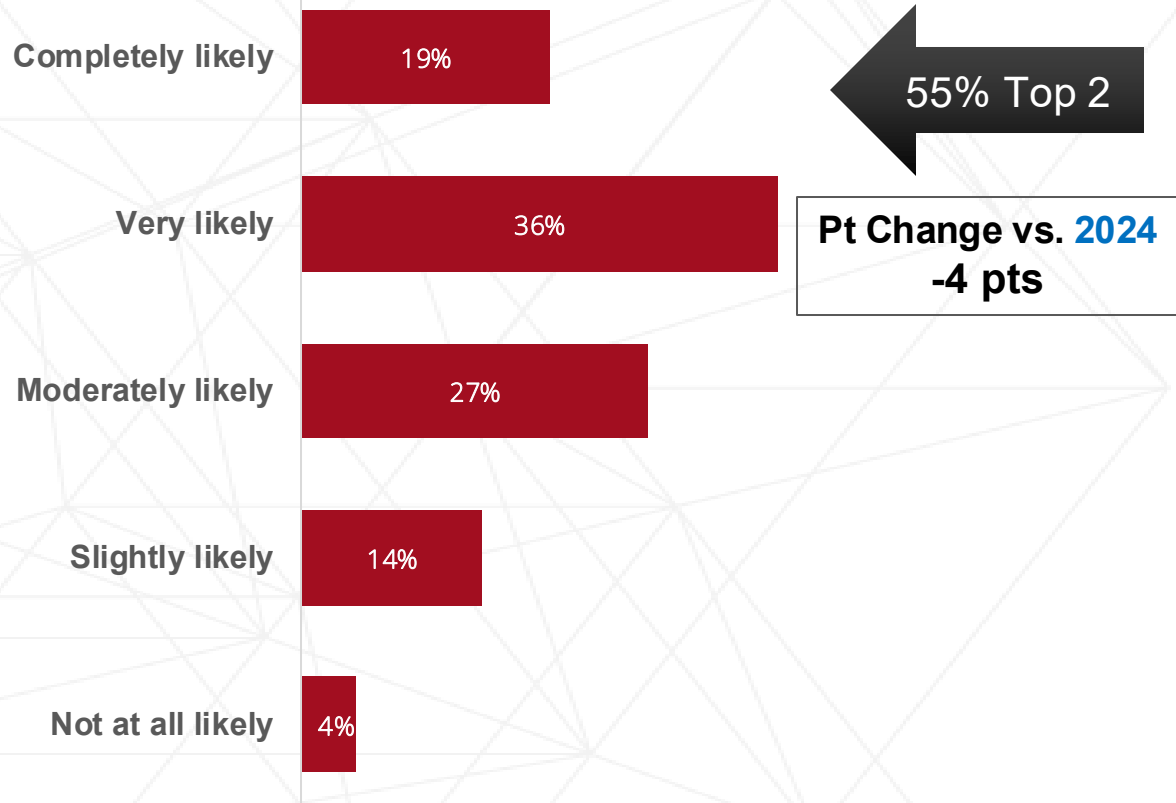


n=426

# What do researchers think about the future of Market Research?

## | Industry Future

Over half of market researchers are “completely” or “very” likely to recommend research/insights as a career. However, this decreased some from 2024.



### Most likely to Recommend (T2B)

- Corporate Researchers – 63%
- 20 years or more of experience – 61%
- Females – 57%

*\*Even between managers and non-managers at 56%*

### Least likely to Recommend

- Less than 10 years of experience - 45%
- Males - 54%
- Market Research agencies – 53%

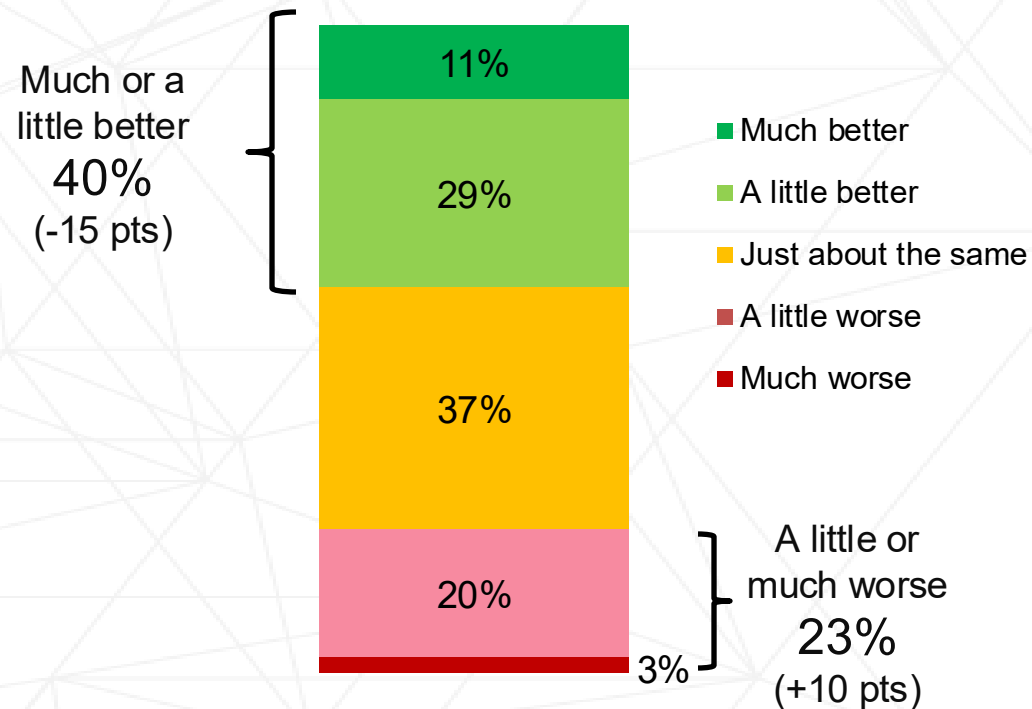
How likely are you to recommend market research/insights as a career?

n=426



## | Industry Future

A majority say their job will be about the same, if not better, than it was in 2024. Though the percentage of those saying it will be worse has increased from 2024



### Most Likely Better

10-19 years of experience – 48%

Males - 46%

Agencies – 41%

### Least Likely Better

20 or more years of experience - 37%

Females - 36%

Corporate researchers – 35%

n=426

Thinking about your job in 2025 and taking all things taken into consideration, do you anticipate 2025 will be better, worse or just about the same as 2025?

n=426



**An investment in  
knowledge pays  
the best interest.**

Benjamin Franklin

# Thank you!

For more information visit [mrii.org](http://mrii.org)  
Or email us: [hello@mrii.org](mailto:hello@mrii.org)

# Appendix

# MRII: Market Research Institute International

A non-profit educational institute offering continuing education & skills development about market research, insights & analytics

MRII believes that training and development are key to realizing the full potential and value of market research and insights, and to driving innovation within the sector.

Online market research courses with University of Georgia, webinars, YouTube channel, podcast, awards programs, and more



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## Ethical and Legal Issues in Market Research

FROM THE UNIVERSITY OF GEORGIA

## Additional Learning Channels from MRII

- MRII YouTube Channel



<https://www.youtube.com/@MarketResearchInstitute>

- MRII Insights & Innovators Podcast



<https://mrii.org/insights-and-innovators-podcast/>

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