

2011 TRAINING INDUSTRY REPORT

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The Industry Report was conducted May/June 2011 by a research firm and included members from Training magazine's database. Only U.S. – based corporations and educational institutions with 10 or more employees were included in the analysis. For more on the study [click here](#).

Top 5 of 24 Types of Training Products and Services Intended to Purchase Next Year

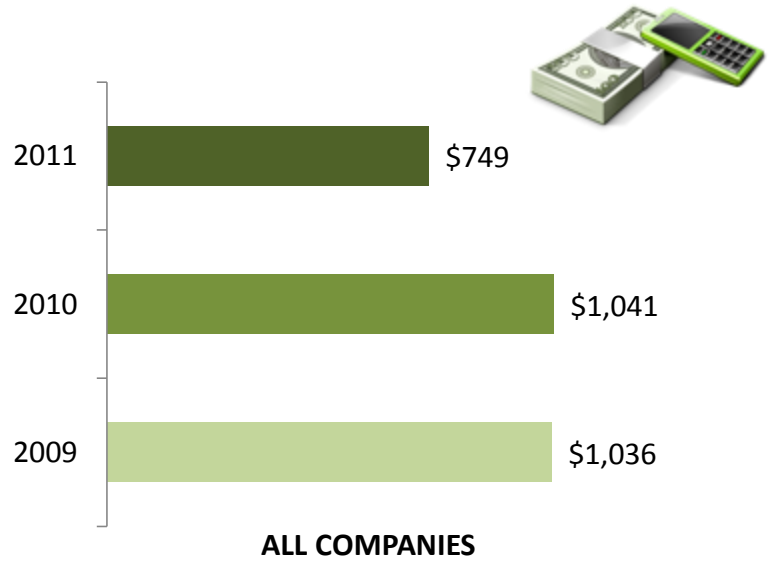


- 38% Online Learning Tools and Systems
- 32% Authoring Tools and Systems
- 32% Classroom Tools and Systems
- 30% Content Development
- 30% Learning Management Systems

On average, organizations spent 19% of their training budget on learning tools and technologies.

On average, companies spent \$749 per learner this year compared with \$1,041 per learner in 2010. Increased staffing, economies of scale, and costs saved by moving e-learning factor into the decreased spend per learner.

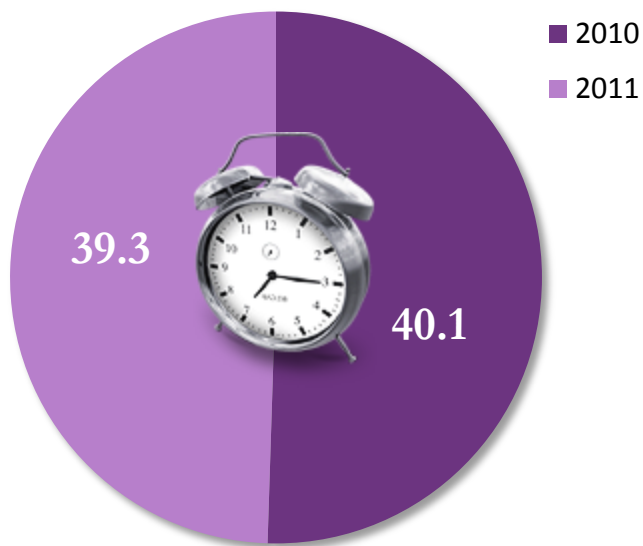
Training Expenditures per Learner 2009-2011



In 2011 small and mid-sized companies spent an average of

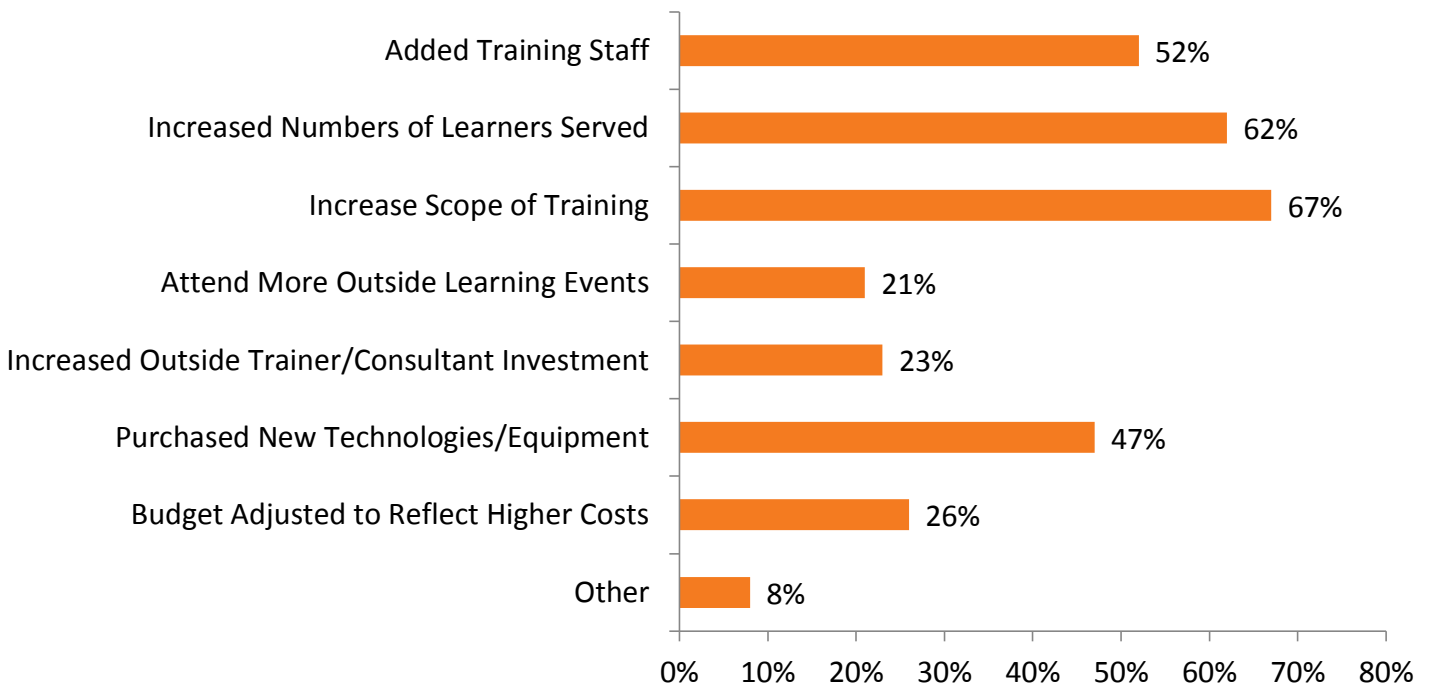
\$842 / employee

Hours of Training per Employee



26 % of organizations said management and supervisory training will receive more funding than last year.

For organizations that had an increased training budget - Why Did Your Budget Increase?



Types of Training Delivered Online

- 73% Mandatory and Compliance
- 60% IT/Systems
- 59% Desktop Application
- 50% Profession/Industry Specific
- 48% Management/Supervisory
- 42% Sales
- 39% Executive Development
- 38% Interpersonal Skills
- 36% Customer Service



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