

'TIS BETTER TO RECEIVE THAN TO GIVE?

WHEN IT COMES TO LEARNING, MOST PEOPLE
WOULD RATHER BE ON THE RECEIVING END
THAN THE "GIVING" END.



When it comes to teaching and learning, nearly three of every four people, 74%, would rather learn than teach. The high preference rate for learning may speak to our need to expand our horizons or it might be a response to the challenging nature of teaching. Probably a little of both. Given the openness to learning, it follows that the more a marketer is able to communicate the how-tos, whys and benefits of a product, the more interested a consumer will be.

About Ipsos Open Thinking Exchange:

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