

## What are the sources of market research inspiration?

This short survey has been sponsored and programmed by Survey Analytics, a Gold Sponsor of The Festival of NewMR 2013. The study looks into the places where market research draws its ideas and inspiration. The results will be presented at the Main Stage of the Festival and published via the NewMR website.

This study is purely about your opinions, there are no right and wrong answers, which is why there are no 'don't know's. Nobody 'knows', we want opinions.

We are going to start the study thinking about books.

### 1) Recent Books

Which of these recent books do you think is having the most impact on market research practice and thinking? (Select one)

1. Predictably Irrational – Dan Ariely
2. Switch - Chip and Dan Heath
3. The Signal and the Noise – Nate Silver
4. Thinking fast and slow – Daniel Kahneman
5. To Sell is Human – Daniel H Pink
6. Other (please specify)

### 2) Older Books

Which of these slightly older books do you think has had the biggest impact on market research thinking? (Select one)

1. Herd – Mark Earls
2. The Long Tail – Chris Anderson
3. The Tipping Point – Malcolm Gladwell
4. The Wisdom of Crowds – James Surowiecki
5. Wikinomics – Don Tapscott & Anthony Williams
6. Other (please specify)

### 3) Wider Books

And, which of these books do you think is having the biggest impact on the way companies are doing business? (Select one)

1. Lean In – Sheryl Sandberg
2. Nudge – Richard Thaler & Cass Sunstein
3. Steve Jobs – Walter Issacson
4. The New Digital Age – Eric Schmidt & Jared Cohen
5. To Sell is Human – Daniel H Pink
6. Other (please specify)

#### 4) Business Thinkers

Which of these business thinkers, writers, bloggers do think is most relevant to today's market researcher?  
(Select one)

1. Warren Buffet
2. Guy Kawasaki
3. Rosabeth Moss Kanter
4. Seth Godin
5. Tom Peters
6. Other (please specify)

#### 5) Information Sources

Thinking about how you get your information about new market research, which of these do you find most useful? (Select one)

1. Blogs
2. Company websites
3. Facebook
4. LinkedIn
5. Twitter
6. Other (please specify)

#### 6) Presentation Thinkers

Which of the following would you most recommend to somebody wanting to improve their presenting?  
(select one)

1. David McCandless
2. Edward Tufte
3. Presentation Zen
4. Nancy Duarte
5. TED Talks
6. Other (please specify)

#### 7) Key Region

Which region do you think will lead the way in new MR over the next five years? (Select one)

1. Africa
2. Asia Pacific
3. Europe
4. Middle East
5. North America
6. South & Central America
7. None of them

## 8) Drivers of Change

Which of the following is the most likely to improve the research we do over the next ten years? (Select one)

1. Advances in technology
2. Changes in the business landscape
3. New thinking from business
4. New thinking from mathematics, statistics, analytics & computing
5. New thinking from psychology and the social sciences
6. New thinking from market researchers
7. Left field unknowns

## Demographics

### 9) Age

Are you?

1. Under 30 years
2. 30 to 45 years
3. 46 to 60 years
4. Over 60
5. Prefer not to say

### 10)Sex

Are you?

1. Female
2. Male
3. Other (e.g. transgender)
4. Prefer not to say

### 11)Country

Where country best describes where you live?

Drop down list of standard countries

### 12)Relationship to Research Industry

Which of the following best describes your relationship to the research industry?

1. Research buyer/user
2. Research provider/vendor
3. Supplier to research industry (e.g. sample or software)
4. Academic
5. Other (please specify)

### 13)Closing question

Thank you for taking part in this survey. Do you have any comments or suggestions you'd like to make to the team running this project? Please type your answer in the box below.