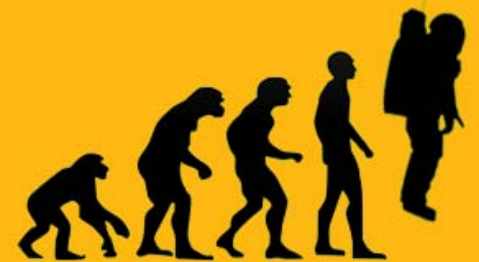




# Next Gen Market Research Group NGMR MR Trends Survey I



# About NGMR (Next Gen Market Research) Group

- Professional Networking Group
  - Founded September 27, 2007 by Tom H.C. Anderson, Managing Partner, Anderson Analytics, LLC
  - Membership currently exceeds 6,900
  - Official Site: [www.nextgenmr.com](http://www.nextgenmr.com)
  - Blog “Next Gen Market Research”: [www.tomhcanderson.com](http://www.tomhcanderson.com)
  - Discussion Board on LinkedIn: [www.linkedin.com/e/gis/31804](http://www.linkedin.com/e/gis/31804)
- Group Profile Description:
  - Markets have changed, consumers have changed, but market research (MR) practices have changed little since the mid-90s and still typically offer only 1.0 insights. Next Gen Market Research (NGMR) is an invitation-only networking group for MR professionals with seven or more years of experience who are interested in more than just traditional market research.

## Background & Objectives

- Qualitative exploratory on NGMR LinkedIn discussion board in October 2009
- Quantitative survey conducted among NGMR LinkedIn group members November 2009
- Objectives:
  - Explore topics submitted by members
  - To understand market research professionals' views on offshoring  
(On behalf of the Foundation for Transparency in Offshoring [www.offshoringtransparency.org](http://www.offshoringtransparency.org))
- Survey consisted of approx. 30 questions; most questions were optional
- 855 members completed the survey
  - 533 respondents were recruited from direct email invites (16% response rate)
  - 322 respondents replied to a link posted on the NGMR discussion board forum

# Executive Summary

- The most widely used advanced analytical techniques among market researchers are Data Mining and Web Analytics
  - Top three techniques MR professionals are not currently using but would like to use: Blog Mining, Social Network Analysis and Screen/Web Scraping
- Among other statistical techniques listed, MR professionals are generally most comfortable discussing Cluster Analysis and least comfortable with Neural Network Analysis
- Large client companies are more likely to seek suppliers who offer “new and different techniques”; smaller client companies are more likely to value “reputation” and “price”
- Members who work for large suppliers (1,000-plus employees) report lower job satisfaction than their client-side or smaller supplier counterparts
- Members ranked *Good to Great* and *The Tipping Point* the top business books
- Market researchers’ reading lists are similar to those of senior marketing executives polled in the Anderson Analytics 2009 MENG Marketing Trends Study

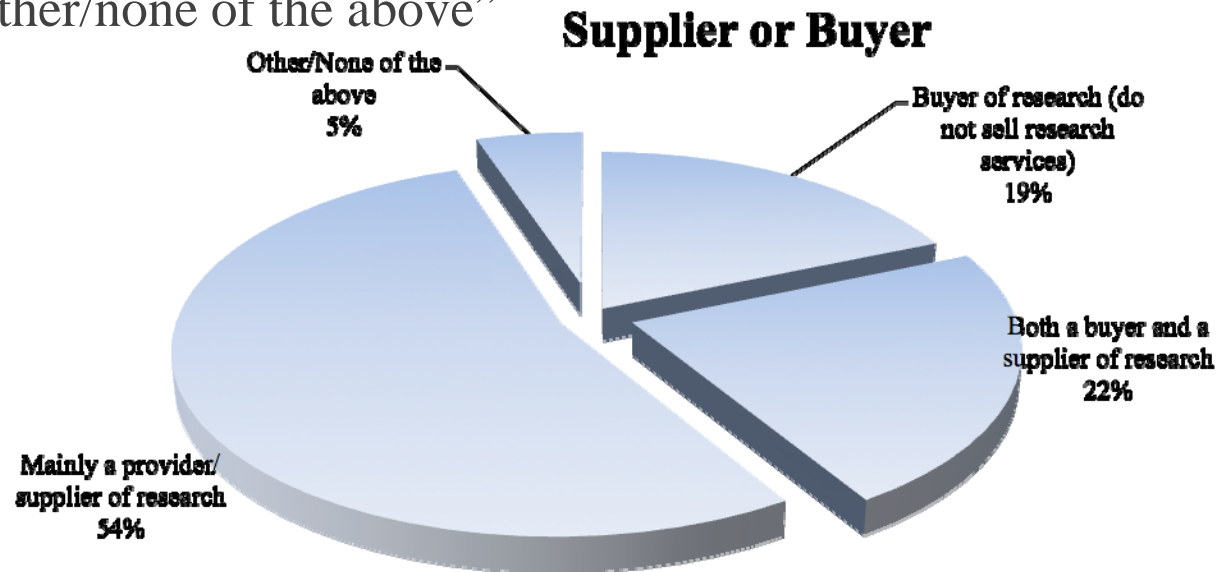
# Executive Summary

- The overwhelming majority of market researchers desire transparency in offshoring
- MR professionals regard certain market research functions as more appropriate (“ok”) for offshoring than others
  - E.g., survey programming and data processing are generally considered “ok” for offshoring, while survey design and project management are not
  - In addition, gaps appeared between what suppliers consider “ok” to offshore and what clients consider “ok” to offshore (e.g., more suppliers than clients think it’s “ok” to offshore panel invites and CATI)
- Large MR suppliers are more likely to offshore than small companies
- More than 60% of market researchers agree that offshoring is “not as profitable as others think and is fraught with risk”

## **BASIC RESPONDENT INFORMATION**

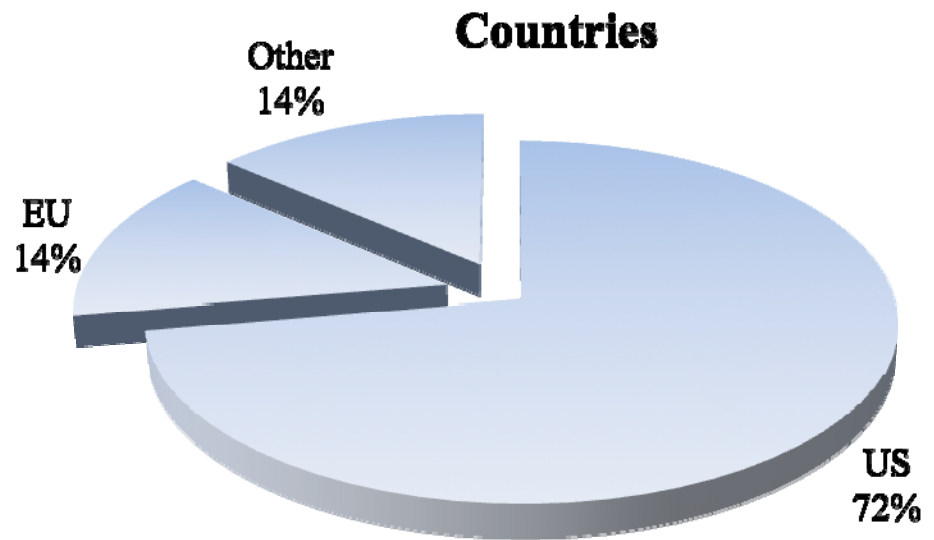
# Supplier or Buyer

- Among NGMR member market researchers who participated in the survey:
  - 54% are mainly providers/suppliers of research
  - 19% are mainly buyers
  - 22% both purchase and provide research services
  - 5% identified as “other/none of the above”



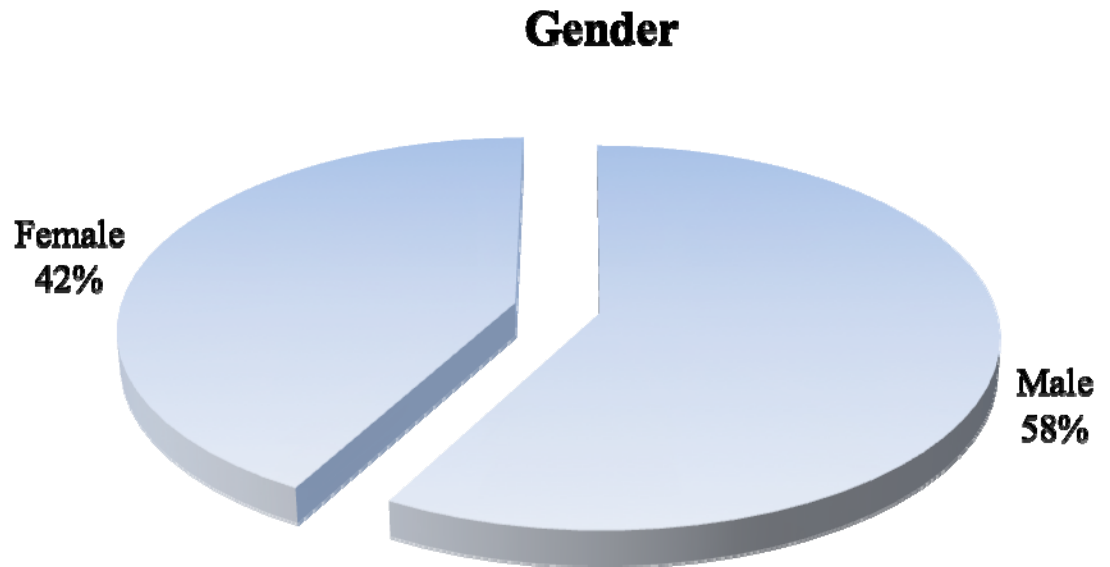
# Country

- 72% of survey respondents based in the US
- 14% located in EU member countries
- 14% situated in countries outside the US/EU



# Gender

- Of market researchers surveyed, 58% are male and 42% are female



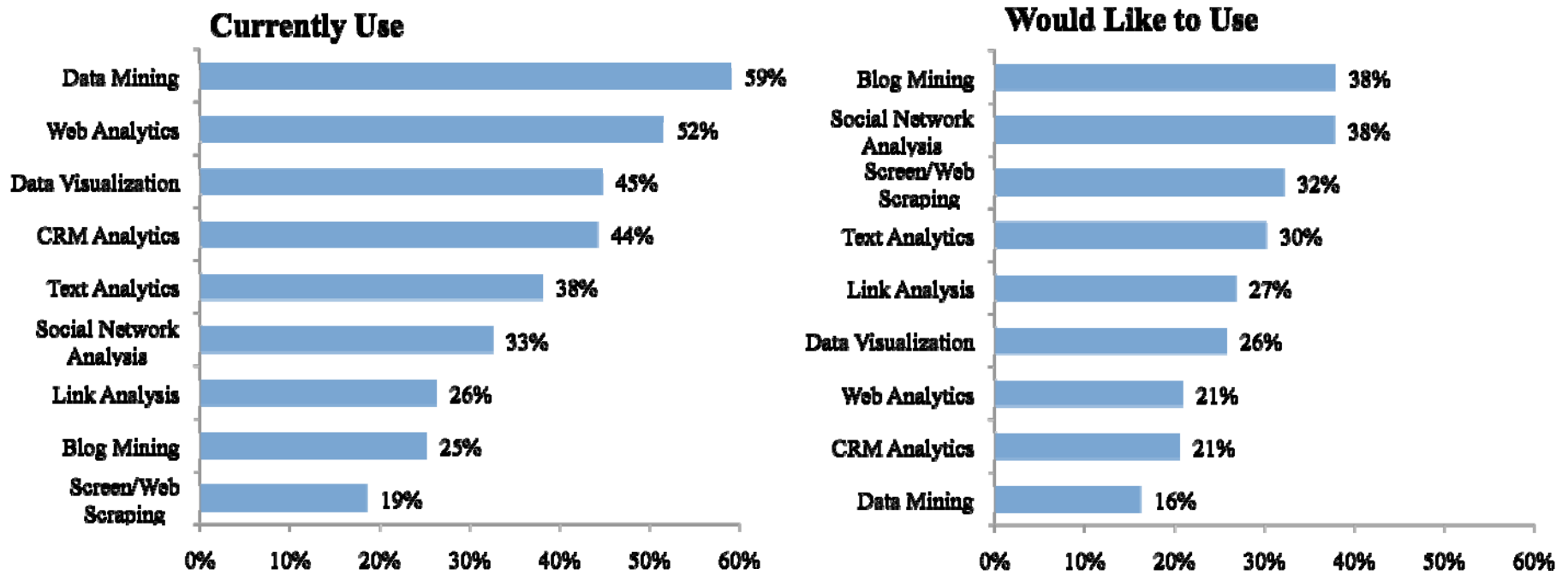
# **NGMR MEMBER-SUBMITTED QUESTIONS**

**(Questions derived from upfront qualitative exploratory)**

# “New” Analytical Techniques Used

- Most widely used “new” analytical technique is Data Mining
- Top three techniques MR professionals are not currently using but indicated they would like to use: Blog Mining, Social Network Analysis and Screen/Web Scraping
  - MR professionals expressed clear interest in better understanding and deploying “Web 2.0” techniques

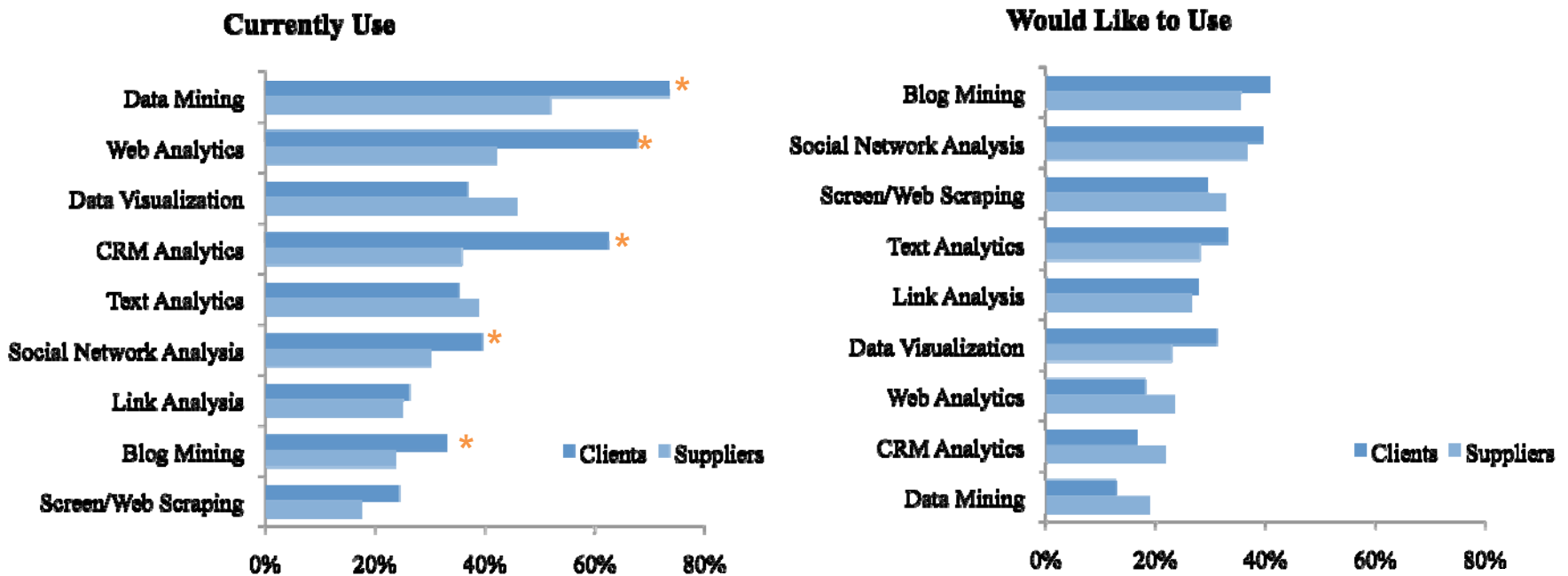
Q: Does your organization currently use the following analytical techniques/methodologies?



# “New” Analytical Techniques Used

- Significantly more clients indicated they currently use Data Mining, Web Analytics, CRM Analytics, Social Network Analysis and Blog Mining compared to suppliers

Q: Does your organization currently use the following analytical techniques/methodologies?

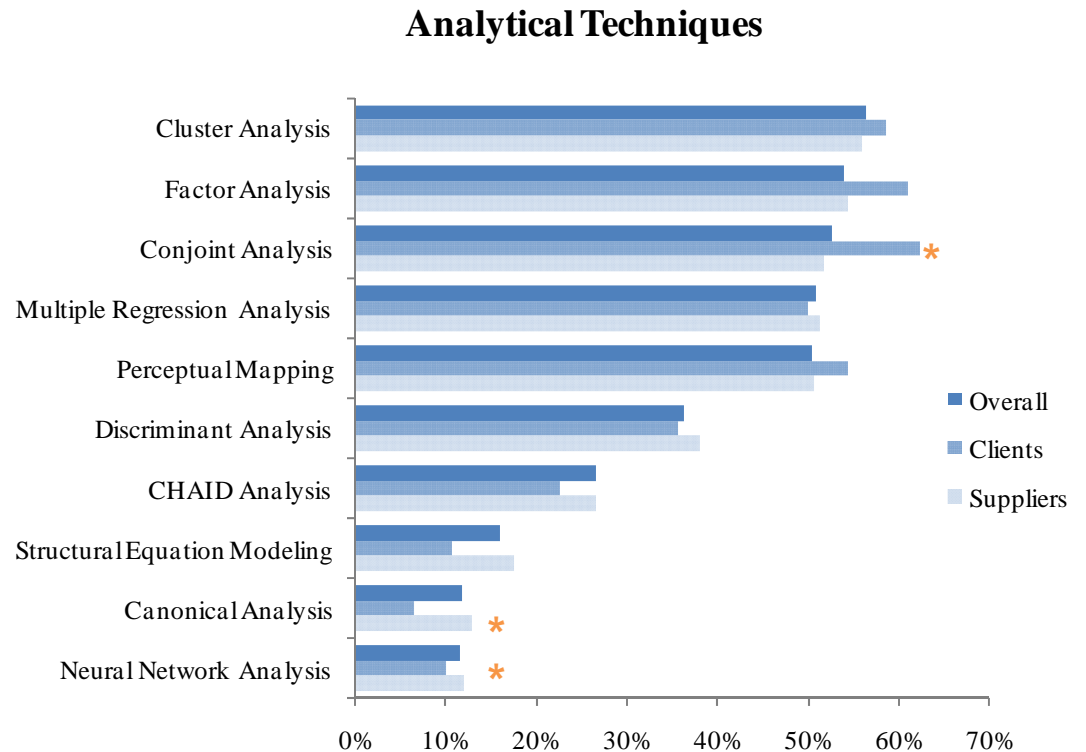


\* Significantly higher (conf. lvl. 95)

# Statistical Techniques

- Among statistical techniques listed, MR professionals overall are most comfortable discussing Cluster Analysis, and least comfortable discussing Neural Network Analysis
- Clients are most comfortable discussing Conjoint Analysis
- Suppliers are more comfortable discussing Structural Equation Modeling and Canonical Analysis than clients are

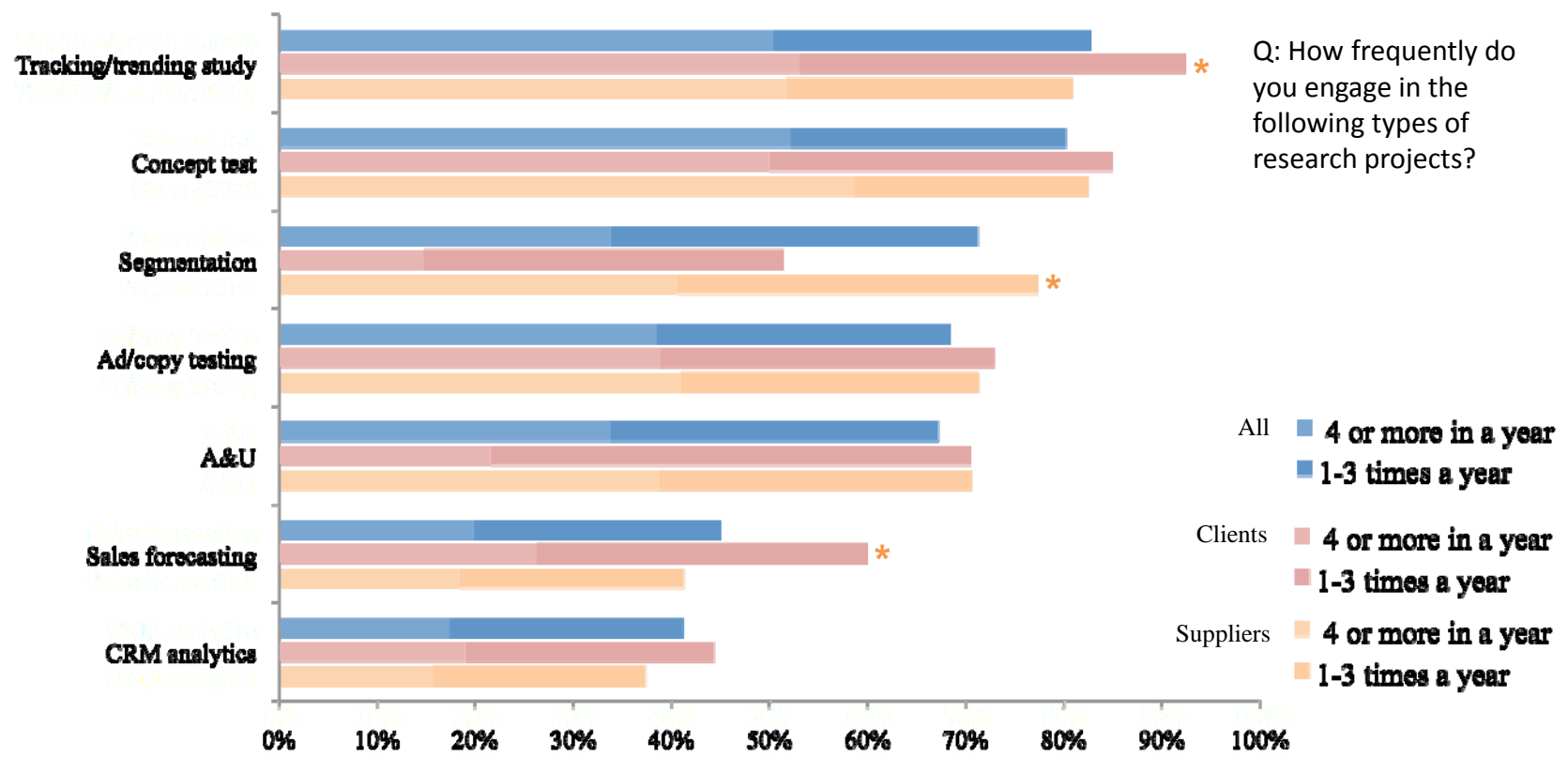
Q: How comfortable are you discussing the following analytical techniques?



\* Significantly higher (conf. lvl. 95)

# Project Type Popularity (1 of 2)

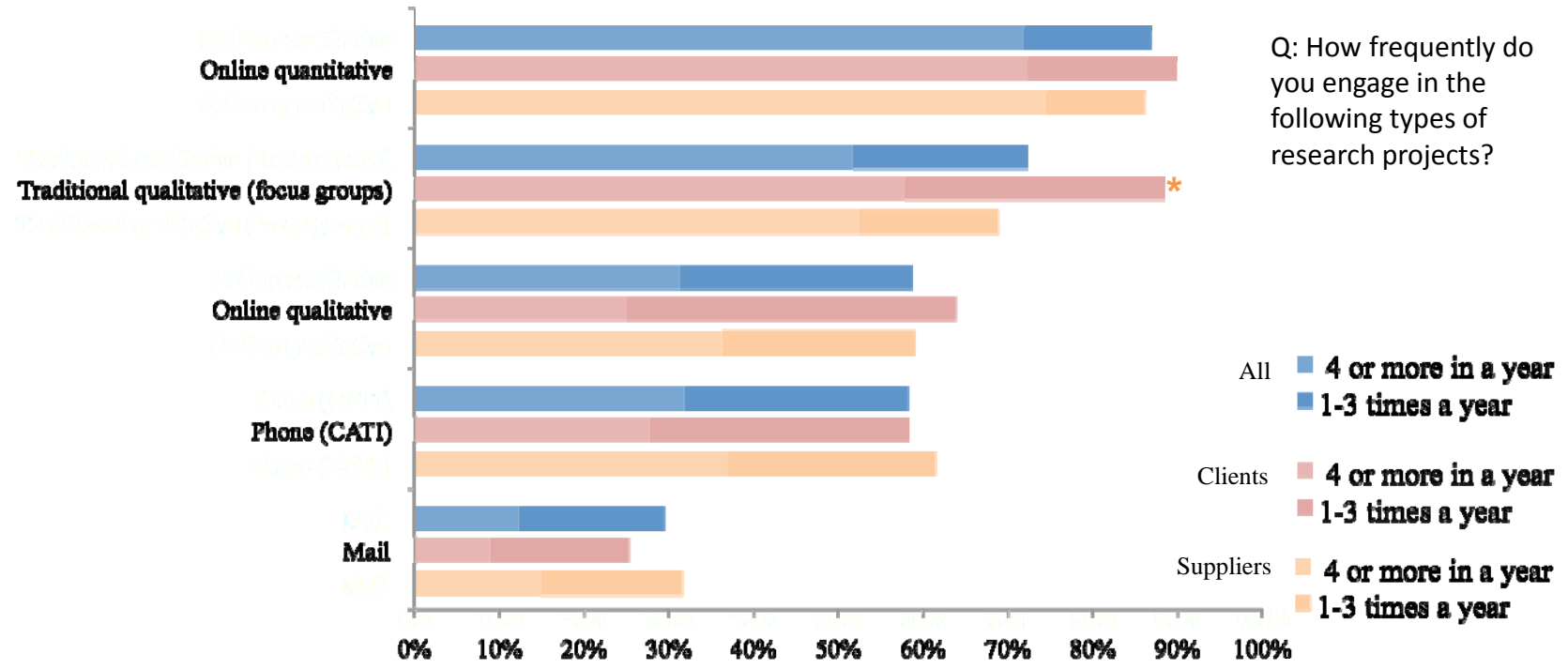
- Clients conduct more Tracking/Trending Studies and Sales Forecasting
- Suppliers are more likely to be involved in Segmentation projects



\* Significantly higher (conf. lvl. 95)

# Project Type Popularity (2 of 2)

- Clients are more likely to conduct Traditional Qualitative (Focus Groups)



\* Significantly higher (conf. lvl. 95)

# Research Type By Company Size

- Among clients, larger companies naturally conduct more marketing research, particularly Tracking/Trending studies
- Among suppliers, a higher percentage of researchers at small companies say they conduct Concept Test, Ad/Copy Testing and Focus Groups at least once a year
- The disparity illustrates how large and small companies differentiate themselves in terms of the types of research they conduct

Q: How frequently do you engage in the following types of research projects?

% of at least once a year	Client: 10000+	Client: <10000	Supplier:1000+	Supplier: <1000
Tracking/trending study	<b><u>99%</u></b>	86%	<b><u>92%</u></b>	79%
Concept test	85%	85%	65%	<b><u>86%</u></b>
A&U	76%	65%	74%	70%
Ad/copy testing	74%	72%	59%	<b><u>74%</u></b>
Sales forecasting	62%	58%	51%	40%
Segmentation	56%	47%	79%	77%
CRM analytics	50%	39%	48%	36%

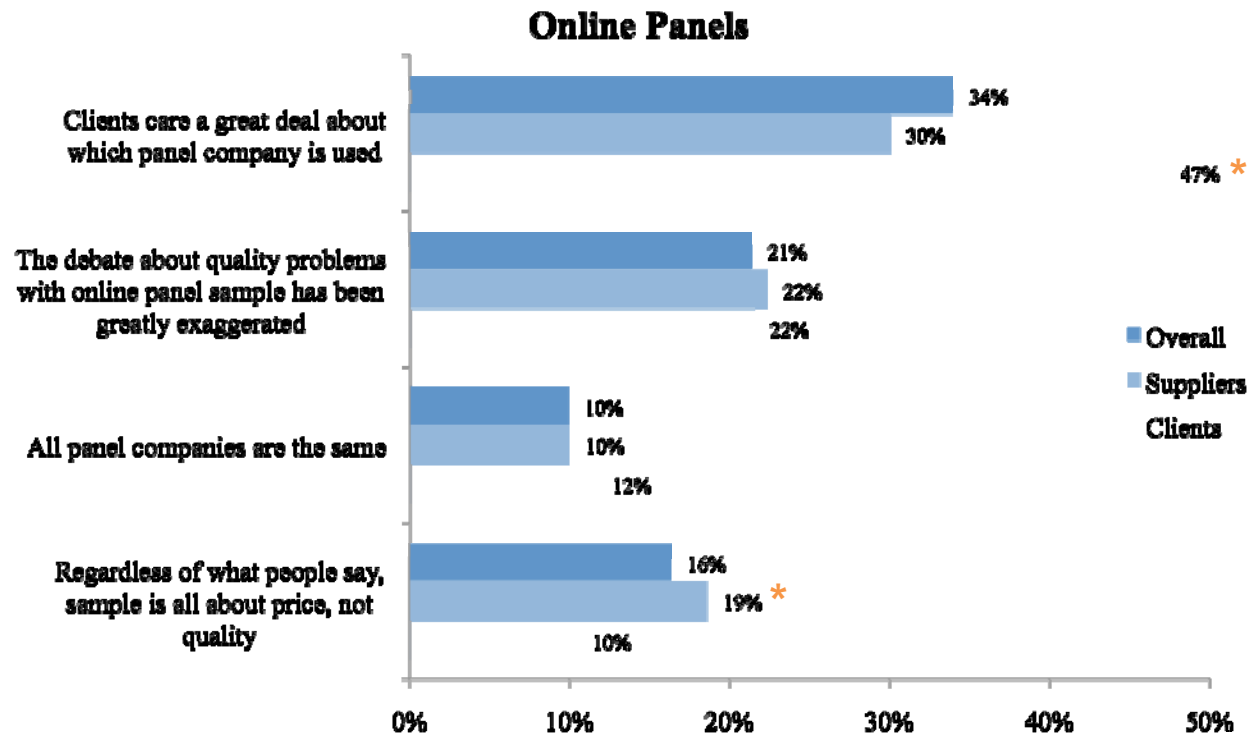
% of at least once a year	Client: 10000+	Client: <10000	Supplier:1000+	Supplier: <1000
Online quantitative	<b><u>96%</u></b>	84%	86%	86%
Traditional qualitative (focus groups)	<b><u>96%</u></b>	81%	57%	<b><u>71%</u></b>
Online qualitative	<b><u>74%</u></b>	54%	61%	59%
Phone (CATI)	<b><u>67%</u></b>	49%	68%	61%
Mail	30%	21%	40%	30%

Bold & Underline: Significantly higher (conf. lvl. 95)

# Views Regarding Online Panels

- There are significant differences between clients and suppliers with regard to online panels
- Significantly fewer suppliers believe clients care about which panel company is used in their projects
- This perception is supported by the fact that more than half of clients disagreed with the statement “clients care a great deal about which panel company is used”
- Suppliers are also more likely to believe that clients care more about price than quality

Q: Please indicate your degree of agreement with these statements about online panels

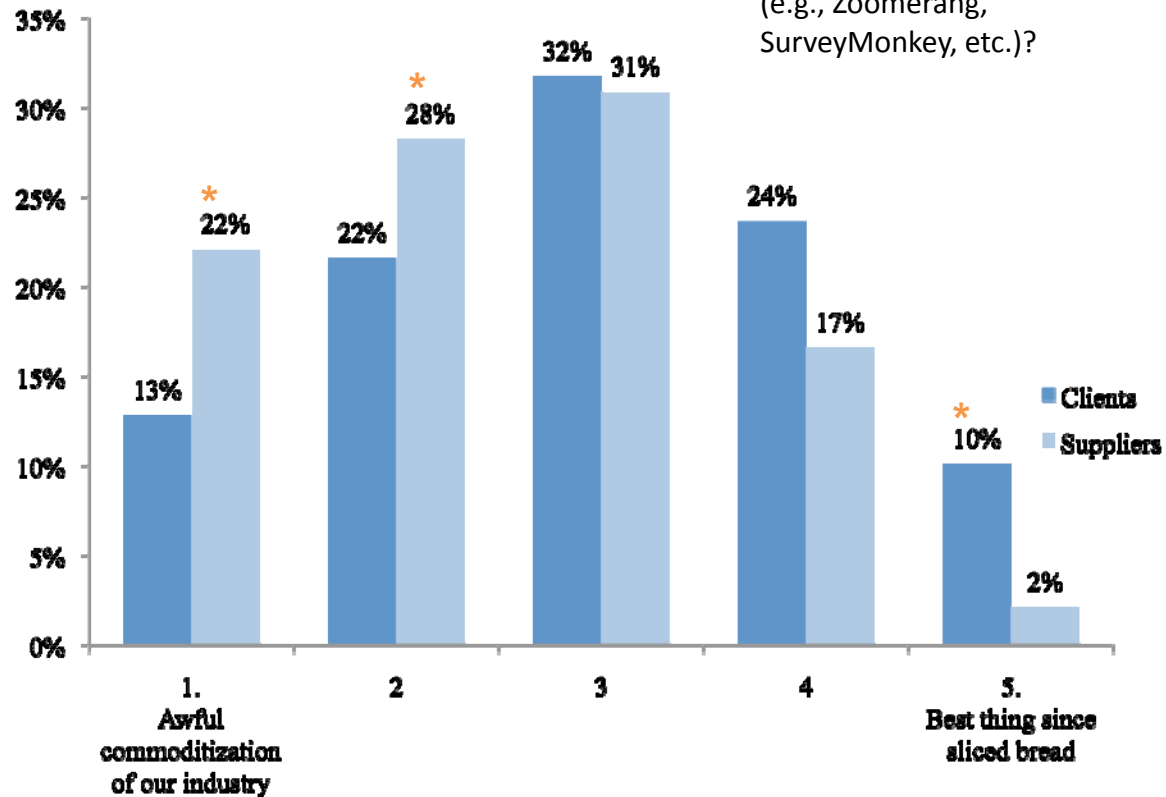


Significantly higher (conf. lvl. 95)

# Do-It-Yourself Market Research

- Suppliers view DIY research tools more negatively than clients

Q: How do you feel about DIY market research tools (e.g., Zoomerang, SurveyMonkey, etc.)?

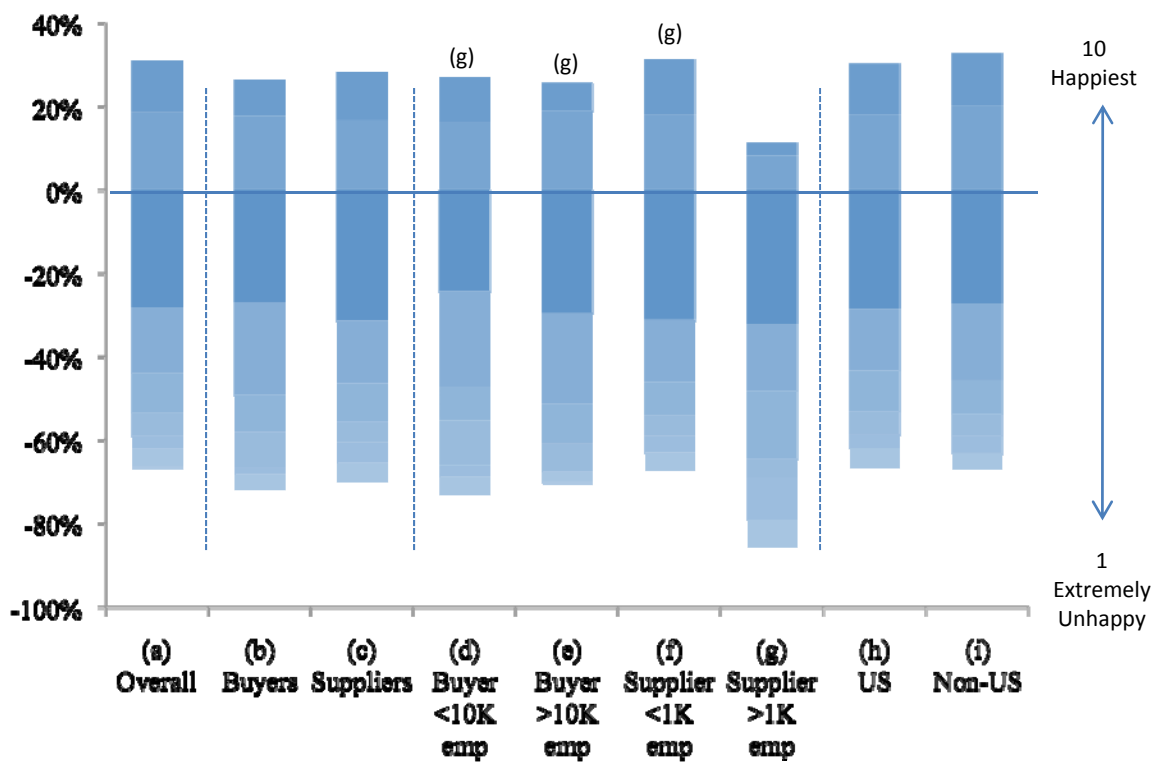


Significantly higher (conf. lvl. 95)

# Happiness (Market Researchers Overall)

- Members who work for large suppliers (over 1000 employees) are more likely to give lower happiness rating

Q: On a 10-point scale, 10 being the happiest, how happy are you with your current job?



# Dream Job

- 16% of all researchers surveyed would remain in MR if they could choose any occupation
- The next most popular “dream job” is professional athlete

Q: If you could choose any occupation, what would it be? (Open-end)

Dream Job	Total	Buyer	supplier
Market Research (or “same”)	16%	9%	17%
Pro Athlete	5%	5%	7%
Research	4%	3%	4%
Writer	4%	6%	4%
Marketing	3%	4%	2%
Teacher	3%	2%	4%
Musician	2%	2%	2%
Artist/Designer	2%	3%	2%
Consultant	2%	2%	3%
Retired	2%	2%	2%
Professor	2%	2%	2%
Other	37%	49%	34%

# Favorite Business Books

- *Good to Great* and *The Tipping Point* are the top ranked business books
- Compared to a similar question in a survey conducted among senior-level marketing executives (MENG members) in early 2009, market researchers and marketers have similar reading interests

Q: What is your favorite business book?

	NGMR SURVEY
1	Good to Great
1	The Tipping Point
3	Blink
4	Blue Ocean Strategy
5	Outliers
5	Who Moved My Cheese
7	The 7 Habits of Highly Effective People
7	Predictably Irrational
9	How Customers Think
9	Made to Stick
9	The Goal
9	The World is Flat
9	The Wisdom of Crowds

Q: What one business book of all time would you most recommend to fellow marketers?

	MENG SURVEY 2009*
1	Good to Great
2	Positioning
3	The Tipping Point
4	The 7 Habits of Highly Effective People
5	The World is Flat
5	Marketing Management
7	Crossing Chasm
8	Build to Last
8	In Search of Excellence
8	Competitive Strategy
8	Blue Ocean Strategy
12	The Discipline of Market Leaders

\* Anderson Analytics – MENG 2009 Marketing Trends Survey

# Favorite Websites & Blogs

- The top business websites are WSJ online, LinkedIn and Quirks
- Seth Godin’s blog is the most mentioned blog (8% mention)

Q: What is your favorite business website? (OE)

(28% of the respondents answered this question)  
N=240

Top 10 Websites	Total
WSJ	23%
LinkedIn	18%
Quirks	6%
CNBC	5%
ft.com	5%
Businessweek	4%
CNN.com	4%
Google	4%
Harvard Business Review	4%
NYtimes	4%

Q: What blogs do you read, if any? (OE)

(34% of the respondents answered this question)  
N=291

Top 5 Blogs	Total
Seth Godin	8%
tomhcanderson.com	3%
Tech Crunch	2%
Nigel Hollis	1%
Mashable	1%

# Favorite MR Training, Trade Organizations & Publications

- Courses offered by Burke Institute are the favorite training seminars among MR professionals
- AMA and ESOMAR are the top industry organizations. However, there are differences in terms of favorite organizations between buyers and suppliers, and between US researchers and non-US researchers
- *Quirk's* is by far the leading magazine among MR professionals

Q: What one training seminar, if any, would you recommend to fellow market researchers?(OE)

training	Buyer	Supplier
Burke	13%	12%
RIVA	5%	2%
MRA	<b>4%</b>	1%
AMA	2%	1%
ESOMAR	2%	3%
MRS	0%	3%
QRCA	0%	2%
CASRO	0%	1%
Other	<b>64%</b>	54%
none	11%	<b>22%</b>

Q: What industry organizations, if any, are your favorite?(OE)

Organization	Buyer	Supplier	US	Non-US
AMA	18%	14%	<b>20%</b>	5%
MREB	<b>10%</b>	1%	3%	1%
ESOMAR	9%	15%	6%	<b>33%</b>
MRA	6%	10%	<b>12%</b>	1%
CASRO	4%	7%	<b>8%</b>	1%
PMRG	4%	2%	3%	0%
ARF	3%	5%	6%	1%
MRS	1%	4%	1%	<b>9%</b>
IIR	1%	3%	3%	0%
SCIP	1%	1%	1%	0%
QRCA	0%	<b>9%</b>	7%	2%
MRIA	0%	2%	0%	<b>5%</b>
AAPOR	0%	2%	1%	0%
Other	<b>30%</b>	19%	20%	28%
none	10%	9%	9%	16%

Q: What market research publications, if any, would you recommend?(OE)

Magazine	Buyer	Supplier
Quirk's	34%	35%
Research World (ESOMAR)	9%	9%
Alert! (MRA)	4%	4%
Admap	4%	2%
Research magazine	<b>4%</b>	1%
Journal of Advertising Research	2%	4%
QRCA Views	2%	3%
Marketing Research (AMA)	2%	2%
Journal of Marketing Research (AMA)	0%	<b>8%</b>
Marketing News	0%	2%
Other	16%	16%
none	<b>25%</b>	15%

Bold & Underline: Significantly higher (conf. lvl. 95)

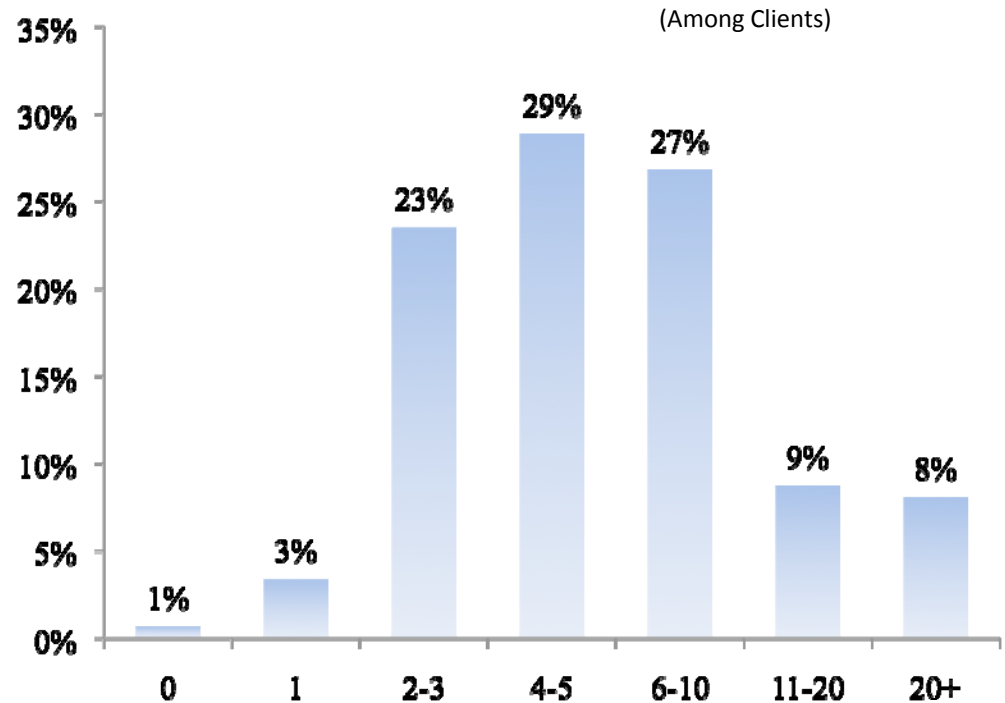


# CLIENT-SIDE MARKET RESEARCHERS

# Suppliers Retained Annually

- On average, client-side market researchers work with seven different MR suppliers each year

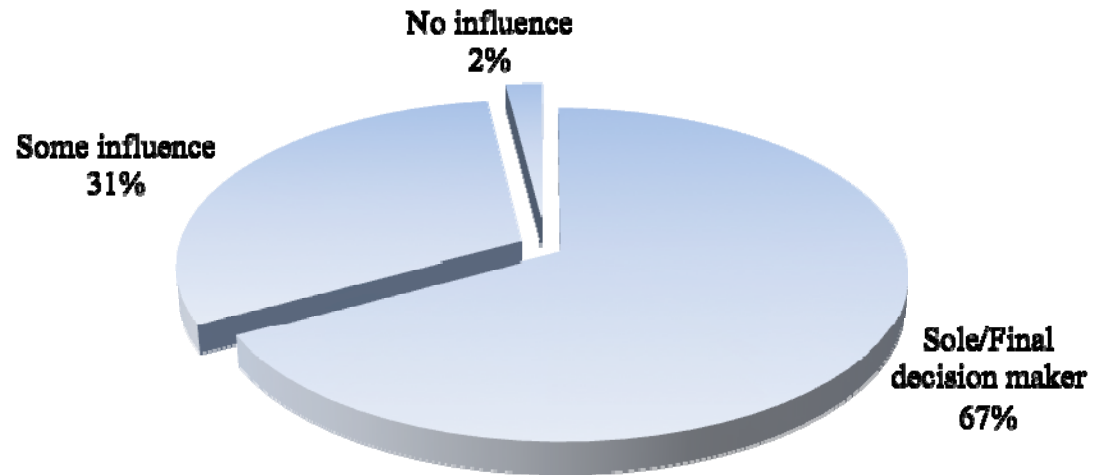
Q: How many MR Suppliers do you typically work with in a year?



# Decision Makers

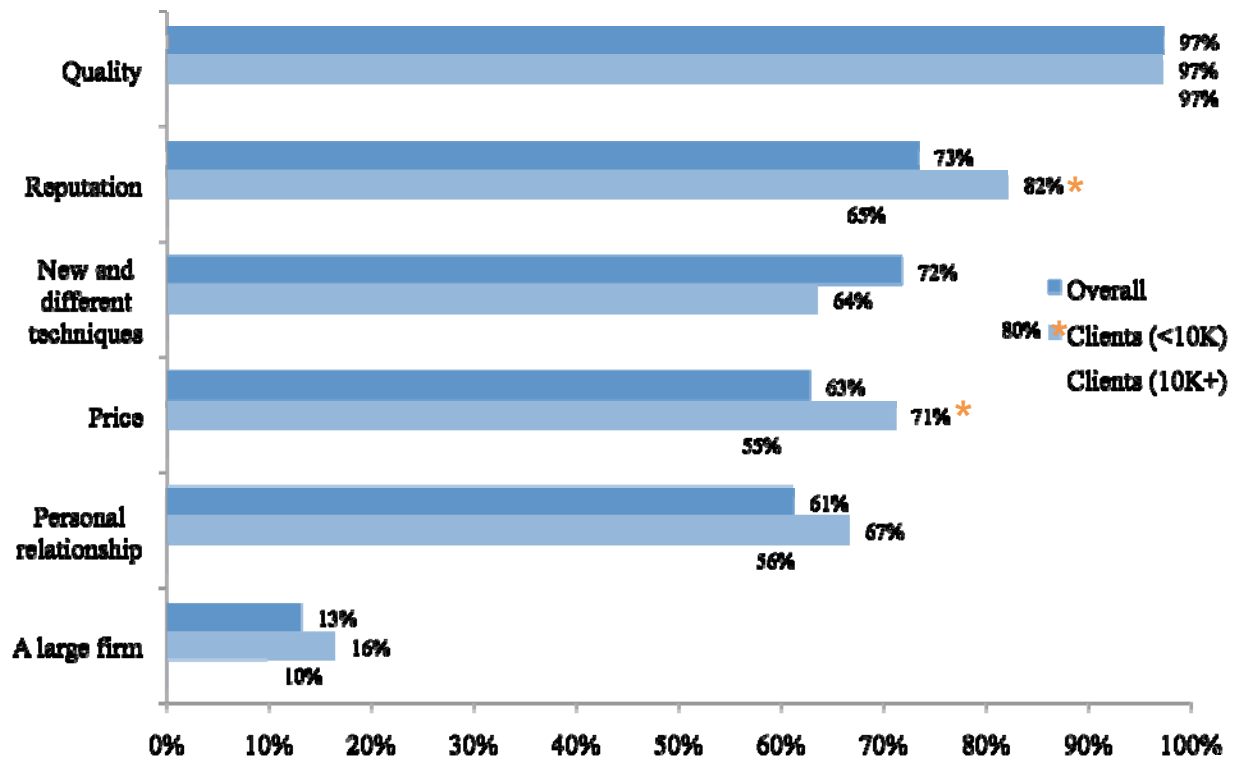
- 67% of client-side NGMR members have sole discretion in MR supplier selection
- Only 2% of client-side NGMR members surveyed are not involved in vendor selection

Q: What is your role in selecting which MR suppliers to work with?



# Supplier Selection Criteria

- While Quality is a universal criterion for supplier selection, large and small client-side MR organizations apply different weight to different criteria in selecting suppliers
- Larger client companies are more apt to seek suppliers who offer “new and different techniques”; smaller clients are more likely to value “reputation” and “price”

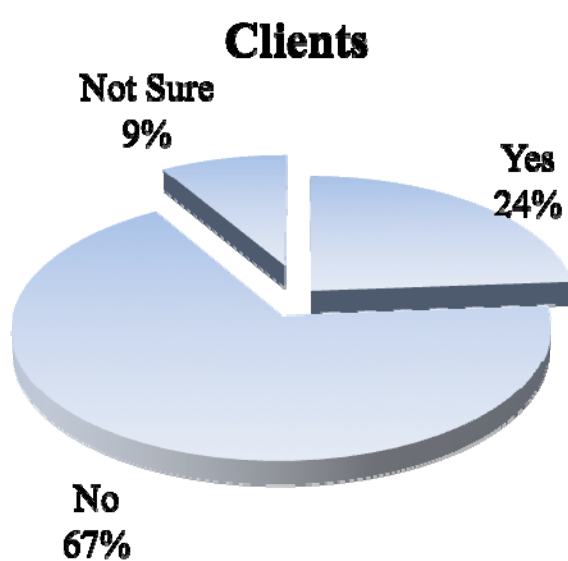


\* Significantly higher (conf. lvl. 95)

# OFFSHORING

# Offshoring

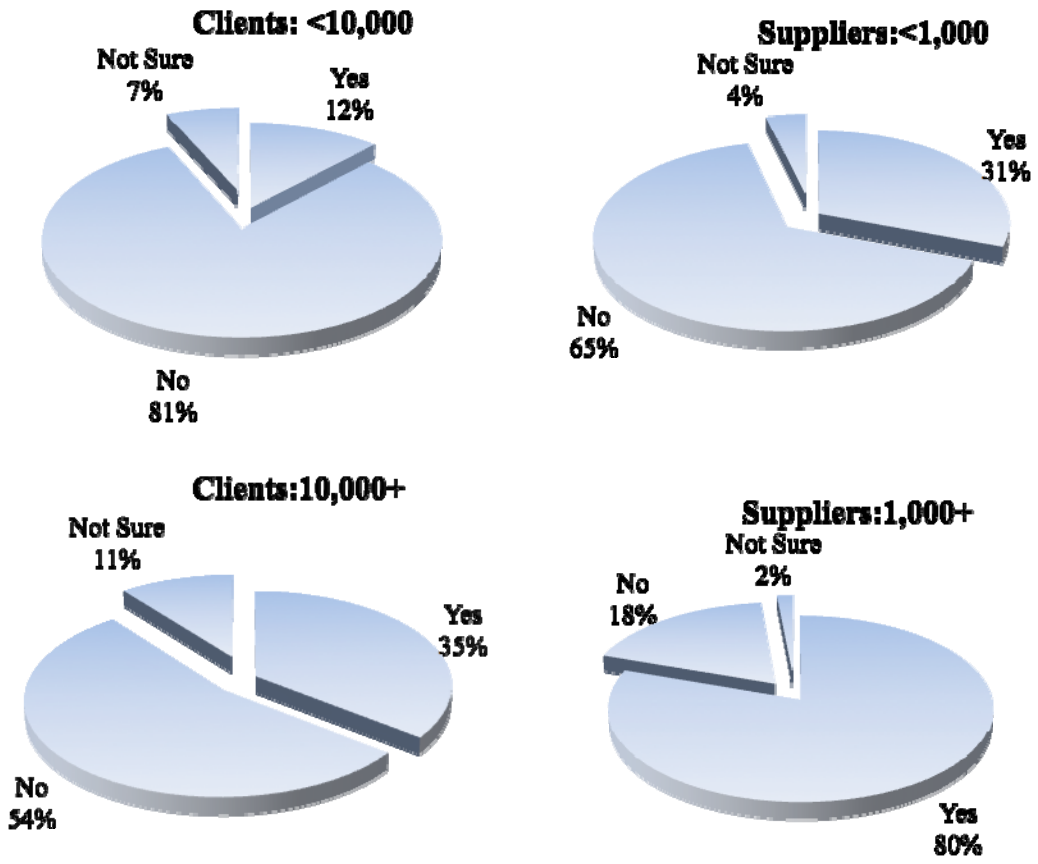
- 24% of client-side market researchers and 38% of supplier-side researchers work for organizations that “offshore” some part of market research function



Q: Does your organization engage in offshoring any part of the market research function?

# Offshoring

- Larger companies are more likely to engage in offshoring
- 80% of members surveyed who belong to market research suppliers with 1000 or more employees offshore some part/s of their market research projects

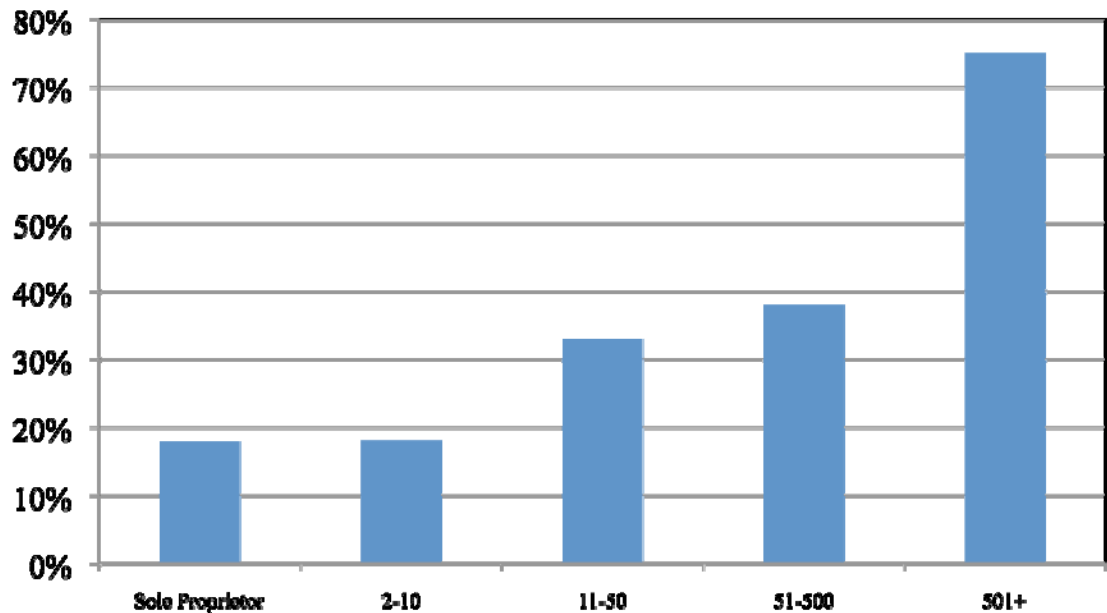


Q: Does your organization engage in offshoring any part of the market research function?

# Offshoring: Market Research Suppliers

- Extent of offshoring activity correlates highly to company size

Q: Does your organization engage in offshoring any part of the market research function?



# Research Activities Offshored

- Larger suppliers are more likely to offshore multiple elements of the typical market research project
- Survey Programming and Data Processing are the two most commonly offshored activities

	Sole Proprietor	2-10	11-50	51-500	501+	All Suppliers
Survey programming	7%	20%	35%	43%	<b><u>64%</u></b>	37%
Data processing	9%	25%	27%	44%	<b><u>67%</u></b>	37%
Survey email invitations (panelist emails)	15%	13%	24%	21%	<b><u>35%</u></b>	23%
CATI (telephone interview)	10%	15%	20%	23%	<b><u>39%</u></b>	22%
Survey email invitations (clients' customer emails)	14%	12%	19%	18%	<b><u>30%</u></b>	19%
Advanced statistical (multivariate) analysis	9%	9%	11%	12%	<b><u>27%</u></b>	14%
Project management	7%	4%	7%	6%	<b><u>22%</u></b>	10%
Report writing	4%	1%	8%	7%	<b><u>19%</u></b>	9%
Survey design	3%	1%	3%	7%	<b><u>13%</u></b>	6%

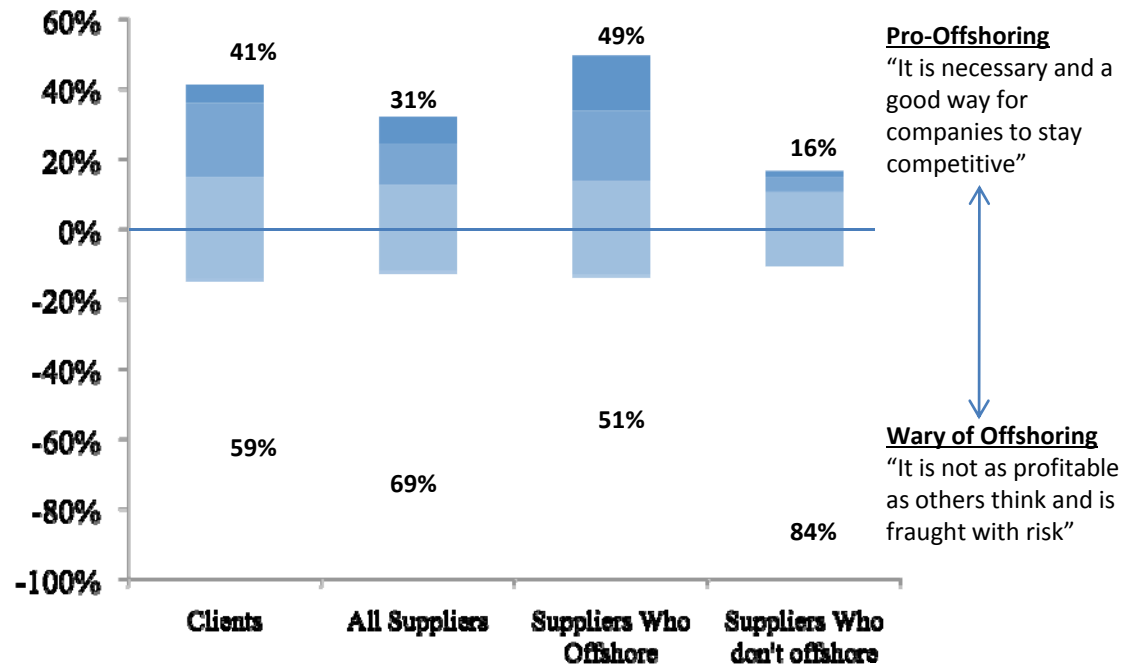
Q: As far as you know, which of these marketing research functions, if any, does your organization offshore? (% of top-2-box: "Always" and "Sometimes")

Bold & Underline: Significantly higher (conf. lvl. 95)

# Feelings About Offshoring

- The majority of market researchers are wary of offshoring research activities
- 59% of client-side researchers and 69% of research suppliers agree that offshoring is “not as profitable as others think and is fraught with risk”

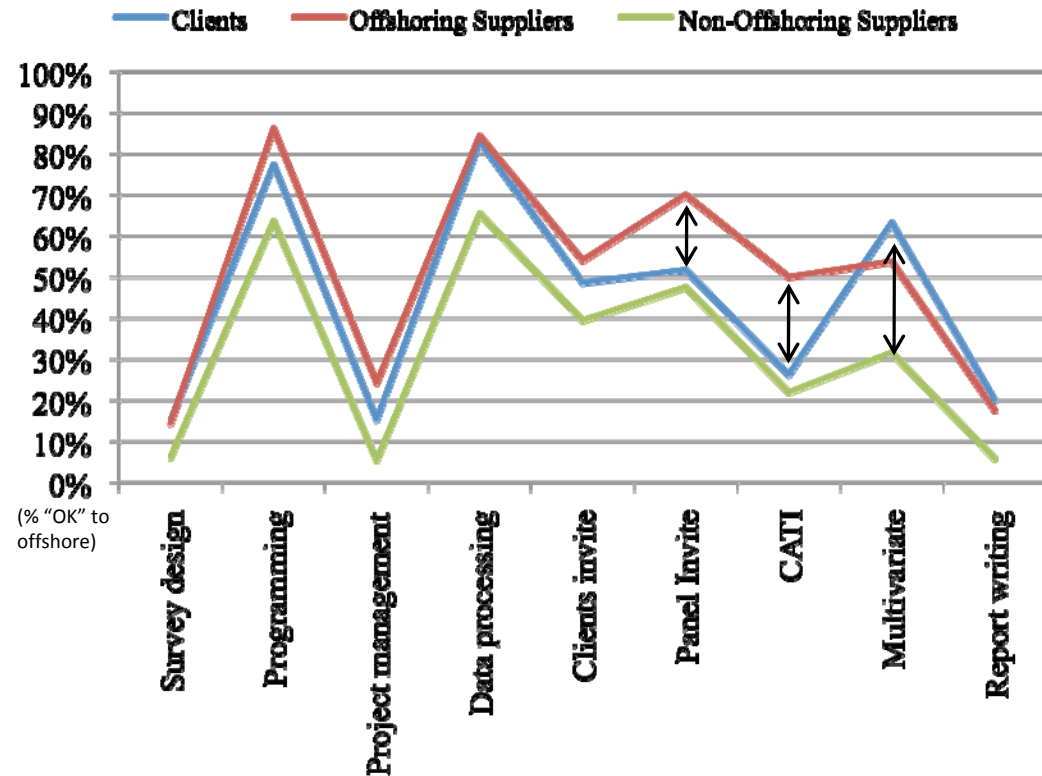
Q: What is your personal feeling on offshoring marketing research? (5-point scale)



# Offshoring Expectations

- Large gaps exist between what clients consider “OK” to offshore and what suppliers consider “OK” to offshore
- Compared to suppliers who offshore, clients are less likely to think that offshoring panel invitation and CATI processes are “OK”
- Conversely, clients are more likely to think offshoring multivariate research work is “OK” (This finding is unexpected and suggests clients and suppliers may have different understandings of “Multivariate” projects and/or offshoring in general)

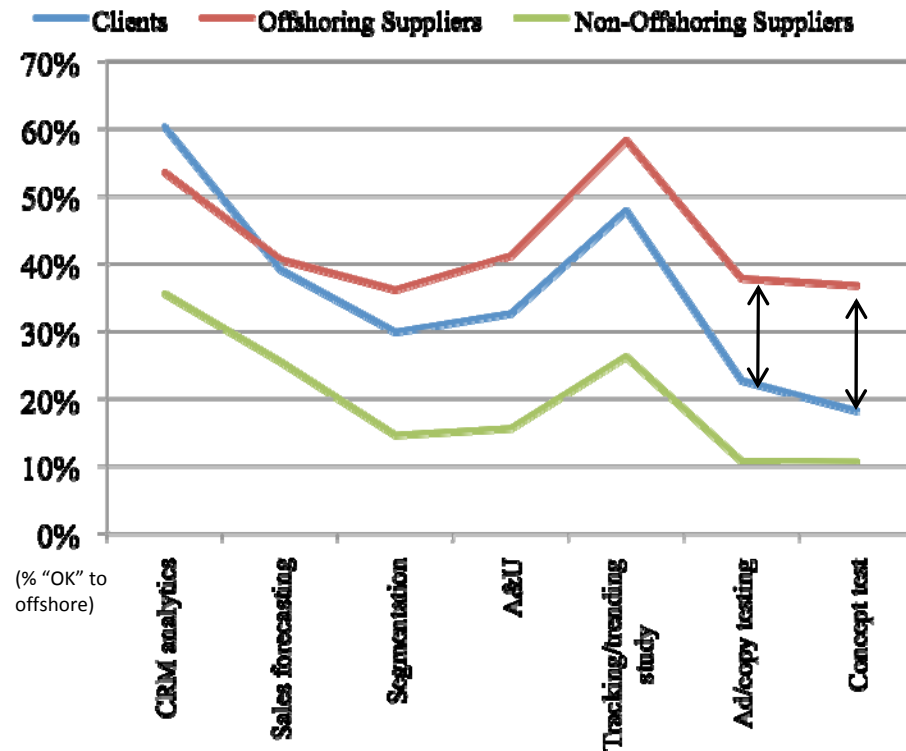
Q: In your opinion, which, if any, of these marketing research functions is ok/not ok to offshore?



# Offshoring Expectations

- Clients consider concept tests, ad/copy testing and segmentation less “OK” to offshore compared to other study types
- Suppliers who offshore are significantly more likely to think that offshoring concept test and ad/copy testing are “ok”

Q: In your opinion, which, if any, of these types of research is ok/not ok to offshore?

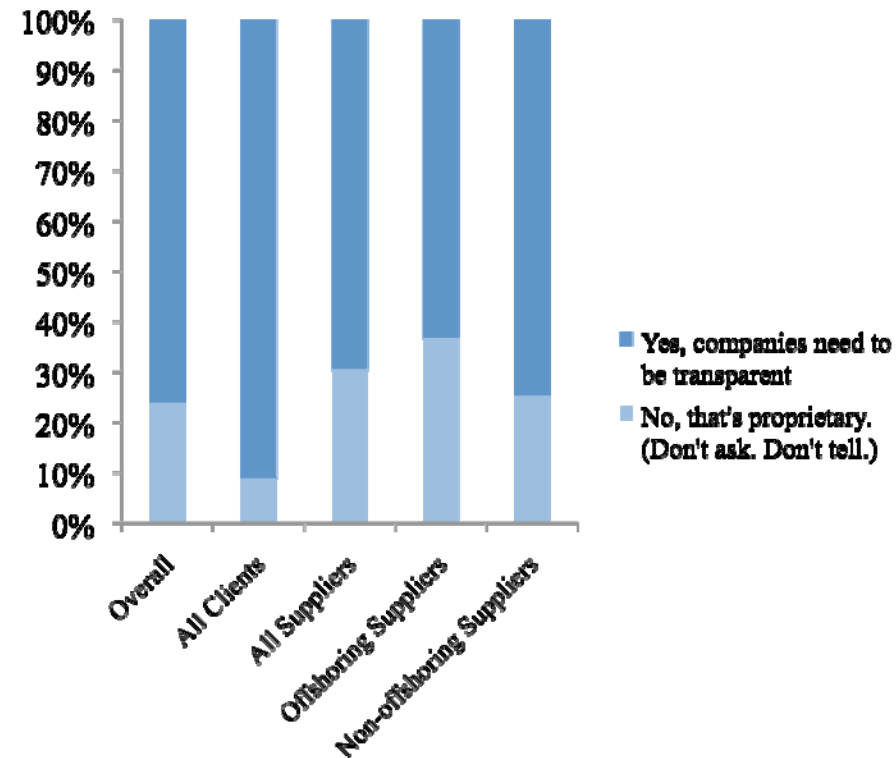


(% “OK” to offshore)

# Transparency

- The majority of NGMR members agree that companies need to be transparent about their offshoring practices
- This is especially true among clients (91%)

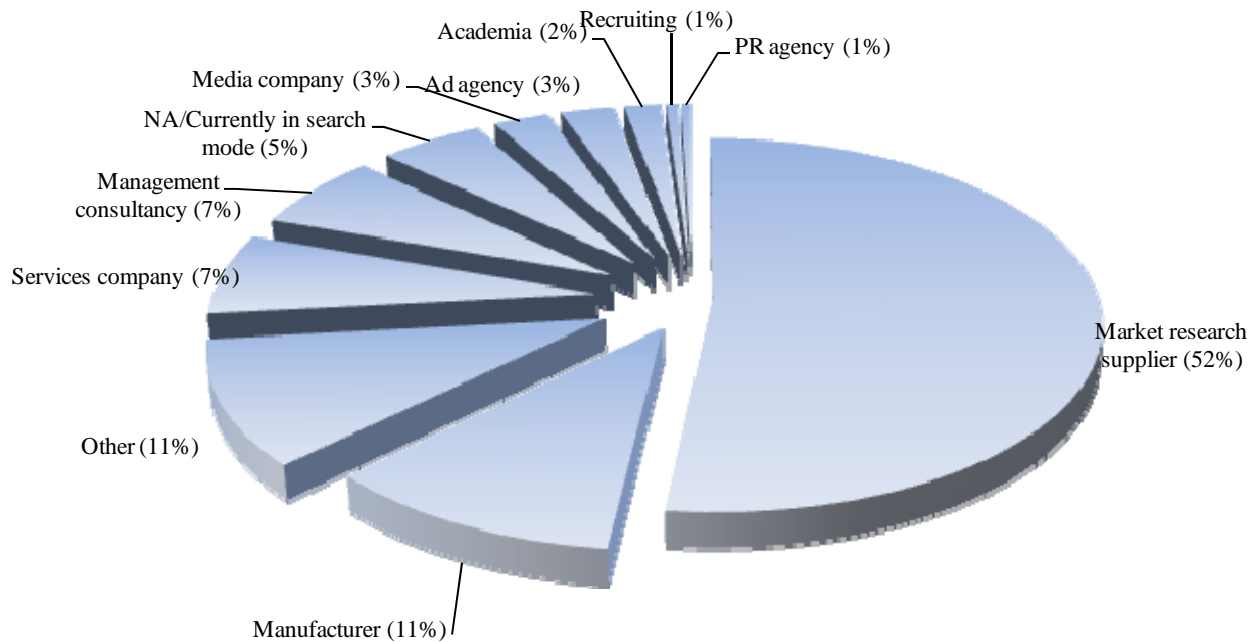
Q: Regardless of your stance on offshoring, do you believe research suppliers have an obligation to tell their clients that they offshore?



## **ADDITIONAL DEMOGRAPHIC INFORMATION**

# Organization

Q: What type of organization do you currently work for?



# Occupation Level

Q: Which of the following best describes your current occupational level?

	Total	Buyer	Supplier
Owner/Partner	25%	3%	<b><u>28%</u></b>
Senior Management (VP level)	19%	14%	<b><u>23%</u></b>
Middle-Level Management (below VP level)	18%	<b><u>43%</u></b>	12%
Manager	9%	<b><u>24%</u></b>	5%
Executive Management (C-level)	9%	5%	10%
Consultant	8%	5%	<b><u>9%</u></b>
Analyst	4%	3%	4%
Project Management	3%	1%	4%
Sales Executive	2%	0%	2%
Statistician	1%	0%	1%
Retired	0%	0%	0%
Other	3%	3%	2%

Bold & Underline: Significantly higher (conf. lvl. 95)

# APPENDIX

# NGMR Members Who Blog (page 1 of 2)

Author	Blog Name	URL
Guy Kawasaki	How to Change the World	blog.guykawasaki.com
Grant McCracken	Intersection of Anthropology and Economics	www.cultureby.com
Tom Ewing	Freaky Trigger	freakytrigger.co.uk
Laura Ries	Ries' Pieces	ries.typepad.com
Tom H. C. Anderson	Next Gen Market Research	www.tomhcanderson.com
Jeffrey Henning	Voice of Vovici	blog.vovici.com
Diane Hessian	Verbatim	blog.communispace.com
Nathan Gilliatt	Social Media Analysis	socialmediaanalysis.com
Jim Bryson	QualBlog	www.qualblog.com
Benjamin Smithee	Spych	www.SpychResearch.com
Gregory Yankelovich	Evolution of BPR	www.evolutionofbpr.com
Nathan Gilliatt	The Net-Savvy Executive	net-savvy.com/executive
John Griffiths	furtherandfaster	paab.typepad.com
Doug Stephens	Retail Prophet	www.retailprophet.com/blog
Tom O'Brien	A Human Voice	humanvoice.wordpress.com
Jared Bothwell	Rock Research	www.rockresearch.co.nz/blog
Martin Calle	Madison Avenue	advertising-age.blogspot.com
Fern Halper	Fern Halper's data makes the world go 'round	fbhalper.wordpress.com
Katie Harris	Zebra Bites	zebrabites.com
Annie Pettit	LoveStats	lovestats.wordpress.com

# NGMR Blogger Directory (page 2 of 2)

Author	Blog Name	URL
Ian Davidson	FlyResearch blog	<a href="http://www.aSurveySays.com">www.aSurveySays.com</a>
Josh Mendelsohn	Better Research Blog	<a href="http://betterresearch.blogspot.com">betterresearch.blogspot.com</a>
Rahna Barthelmess	Rahna's Branding Blog	<a href="http://beacon-marketing.com/rahna">beacon-marketing.com/rahna</a>
Cristi Popa	Yellowsubmarinequal's Blog	<a href="http://yellowsubmarinequal.wordpress.com">yellowsubmarinequal.wordpress.com</a>
Benjamin Smithee	Ben Smithee	<a href="http://www.BenSmithee.com">www.BenSmithee.com</a>
Grant McCracken	Grant McCracken	<a href="http://www.grantmccracken.com">www.grantmccracken.com</a>
Michael Rajnovic	MR21C	<a href="http://mr21c.blogspot.com">mr21c.blogspot.com</a>
Bret Goble	Datasets	<a href="http://datasets.wordpress.com">datasets.wordpress.com</a>
Ted Kendall	Burger & Fries	<a href="http://burgerandfries.wordpress.com">burgerandfries.wordpress.com</a>
Steve Homer	Market Research Sales Training	<a href="http://www.marketresearchsalestraining.com">www.marketresearchsalestraining.com</a>
Tom Ewing	Blackbeard Blog	<a href="http://blackbeardblog.tumblr.com">blackbeardblog.tumblr.com</a>
David Kozatch	Can you dig it?	<a href="http://blog.digsmarter.com">blog.digsmarter.com</a>
Kate Tribe	Know Your Tribe	<a href="http://www.knowyourtribe.com.au/resources/blog">www.knowyourtribe.com.au/resources/blog</a>
Steve Homer	Market Research Sales Success Blog	<a href="http://www.marketresearchsalessuccess.com">www.marketresearchsalessuccess.com</a>
Reineke Reitsma	Forrester Blog for CMR professionals	<a href="http://blogs.forrester.com/consumer_market_research/">blogs.forrester.com/consumer_market_research/</a>
Laurie Tema-Lyn	Latema's Blog	<a href="http://www.latema.wordpress.com">www.latema.wordpress.com</a>
Rick Frank	From Sandals to Suits	<a href="http://dufferinresearch.tumblr.com">dufferinresearch.tumblr.com</a>
Alberto Stracuzzi	The Constant Researcher	<a href="http://constantresearcher.wordpress.com">constantresearcher.wordpress.com</a>
Chad Nuesmeyer	21st Century Marketing	<a href="http://century18.wordpress.com">century18.wordpress.com</a>
Alastair Gordon	Research.Opinionated.Insightful	<a href="http://gordonandmccallum.wordpress.com/">gordonandmccallum.wordpress.com/</a>

# NGMR Members Who Tweet (page 1 of 3)

Author	Company	Twitter	Followers
Guy Kawasaki	Nononina (Alltop and Truemors)	@GuyKawasaki	197,256
Tom H. C. Anderson	Anderson Analytics	@TomHCAnderson	40,482
Tom H. C. Anderson	Anderson Analytics	@Infoadvantage	36,333
Diane Hessian	Communispace	@communispaceceo	8,068
Geraldine (Gerry) Wendel		@modlandUSA	4,087
Mike MacLeod	Lightspeed Research	@MikeMacLeod	3,761
Jeffrey Henning	Vovici	@Jhenning	3,242
Cathy Harrison	She's Connected	@VirtualMR	2,075
Kate Tribe	Tribe Research	@katetribe	2,026
David Ian Gray	DIG360 Consulting	@davidiangray	1,761
Nathan Gilliatt	Social Target	@gilliatt	1,717
Tom Ewing	Kantar Operations	@tomewing	1,551
Ben Smithee	Spych Market Analytics	@SpychResearch	1,451
Grant McCracken	MIT	@grant27	1,434
Trent Collins	Panel Recruitment Services	@tcollins	1,346
Katie Harris	Zebra Research	@zebrabites	1,263
Katie Clark	Diversified Business Communications	@InsightsGal	1,252
Mel Kaye	Mel Kaye & Associates	@mel_kaye	1,007
Kathryn Korostoff	Research Rockstar	@ResearchRocks	888
John Thomas	H. I. Thomas Consulting Group	@thomasjohne	731
Arthur Catalanello		@acatalanello	669
Gregory Piatetsky	KDnuggets	@kdnuggets	571
Rick Frank	Dufferin Research	@Rick_Frank	539
John Griffiths	Planning Above and Beyond	@johngriffiths7	519

# NGMR Twitter Directory (page 2 of 3)

Author	Company	Twitter	Followers
Michael Lieberman	Multivariate Solutions	@statmaven	501
Margot Chapman	Zoom Unlimited	@margotzooms	491
Duncan Horner	Qualvu	@djbhorner	475
Brett Jarvis	Sawtooth	@SawtoothConsult	468
Joe Hendricks	SoftwareRunners	@MktResearchRun	418
Susan Sweet	Doyle Research Associates	@SusanSweet	408
Brienna Becker		@briennamichelle	401
Jim Longo	Itracks	@longomr	393
Joy Cicman Liuzzo	InsightExpress	@jliuzzo	389
Mark Michelson	Synovate	@MarkMichelson	318
Brian LoCicero	Kantar Operations	@duey23	313
Michael Rajnovic	Synovate	@MR21C	308
Job Muscroft	Face - The Research & Co-Creation Agency	@jobmuscroft	275
Lisa Golloher (Martin)	Greenhouse Partners	@lgolloher	240
Bruce Segal	E*S*Q unlimited	@BESegal	230
Nathan Richter	Wakefield	@WakefieldTweets	189
Michel Floyd	YouGov Plc	@michelfloyd	183
Gary Austin	Austin Research	@austinresearch	173
Rhonda Berg	ForeSee Results	@rj_berg	171
Joyce Rachelson	Ocucom	@JRachels	157
Steve Homer	Market Research Sales Secrets	@MRSalesSecrets	148
Bret Goble		@BretIG	145
Patricia Roberts	The Department of Insight	@hughsboo	142
Jeffrey Adler	Centrac DC	@JCAlder	138

# NGMR Twitter Directory (page 3 of 3)

Author	Company	Twitter	Followers
Patricia Roberts	The Department of Insight	@pavroberts	131
Jesse Zolna		@zolna	121
Lisa Horwich	Pallas Research Associates	@PallasResearch	110
Adam Jolley	EMI Surveys	@adamjolley	108
Nathan Gilliatt	Social Target	@smanalysis	107
Jared Bothwell	Rock Research	@JaredBothwell	97
Seth Traum	Young & Rubicam Brands	@SethBAC	83
Sam Winstanley	forgetdata Ltd.	@samwinstanley	82
Kevin Lonnie	KL Communications	@klonnie	80
Andrew Jeavons	Nebu USA	@andrewjeavons	77
Tom H. C. Anderson	NGMR	@NextGenMR	75
Djuana Stoakley	Busara	@DjSan2	73
Erin Leedy	Market Strategies International	@MSITechIG	70
Greg Timpany	Global Knowledge	@DataDudeGreg	69
Zoë Dowling	Added Value	@zoedowling	61
Joyce Rachelson	Ocucom	@OcucomUSA	58
Hart Weichselbaum	The Planning Practice	@HartW	46
Gordon Morris	Sony Ericsson	@SonyEricssonCIC	40
Rami Yulzari	zeta tools	@zetatools	38
Kate Tribe	Tribe Research	@triberesearch	37
Kate Tribe	Tribe Research	@tribaltoolkit	36
Lori Reiser	Advanis	@LoriReiser	30
Renee Emmett	BOHAN	@listeningartist	17
Alper Soydas	Musteri Deneyimi	@musterideneyimi	12

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**Facebook:**

<http://www.facebook.com/group.php?gid=5365000171&ref=ts>

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<http://twitter.com/NextGenMR>