

SURVEY RESULTS

INSIGHTS UNIVERSITY 2016

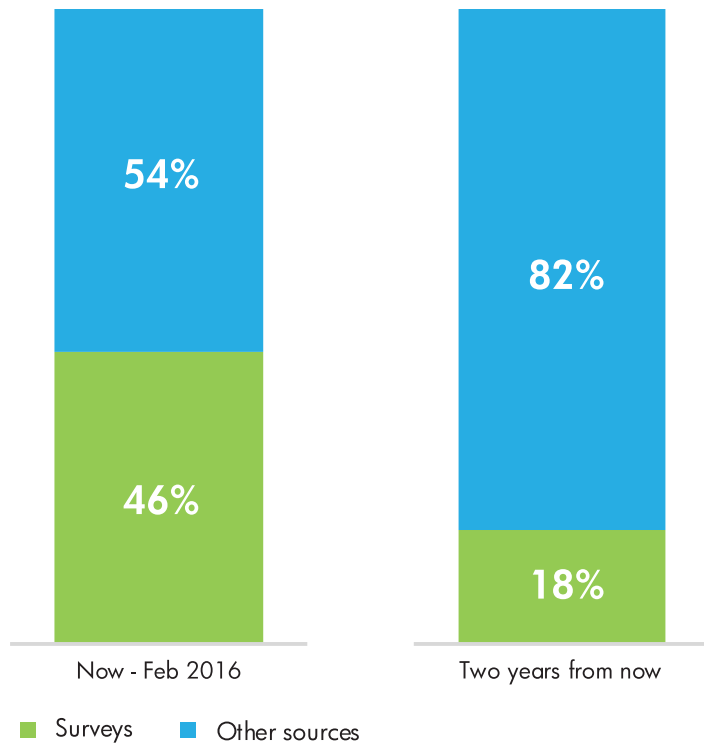
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RESPONDENTS BELIEVE 'OTHER SOURCES' WILL GAIN IMPORTANCE IN DELIVERING CONSUMER INSIGHT IN TWO YEARS FROM NOW

We asked marketers to share their thoughts on which sources of consumer insight are most important now, and in the future.

Question: In your opinion, what is the most important source for gaining consumer insight?



Sample size: n=125

PRESENT

Traditional surveys remain an important source of consumer insight. Their value may be derived from breadth of capability, spanning full consumer experience audits to specific market questions.

FUTURE

With the rising importance of 'other sources', innovations such as real-time data modelling and in-stream analytics can reveal the drivers of consumption behaviour in the moment, complementing existing insights to quicken the pace and precision of decision making.

TIME WILL TELL

Although other sources may enhance the value of survey-delivered consumer insight, only time will tell if they become more important.



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CONTACT

Asia Pacific

Level 5
550 Bourke Street
Melbourne VIC 3000
AUSTRALIA
+61 3 9614 3000

North America

Level 5
400 Madison Avenue
New York NY 10017
USA
+1 929 239 3080

www.forethought.com.au

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