



Overview



# What we do

We combine our expertise in consumer and end user research with robust market data and the sector knowledge of experienced industry analysts. This provides holistic insights that support informed decisions.

# Why it works

## 01

Futuresource provides insight-led reporting, focused on bringing together multiple data sources that deliver meaningful and actionable insights for our clients.

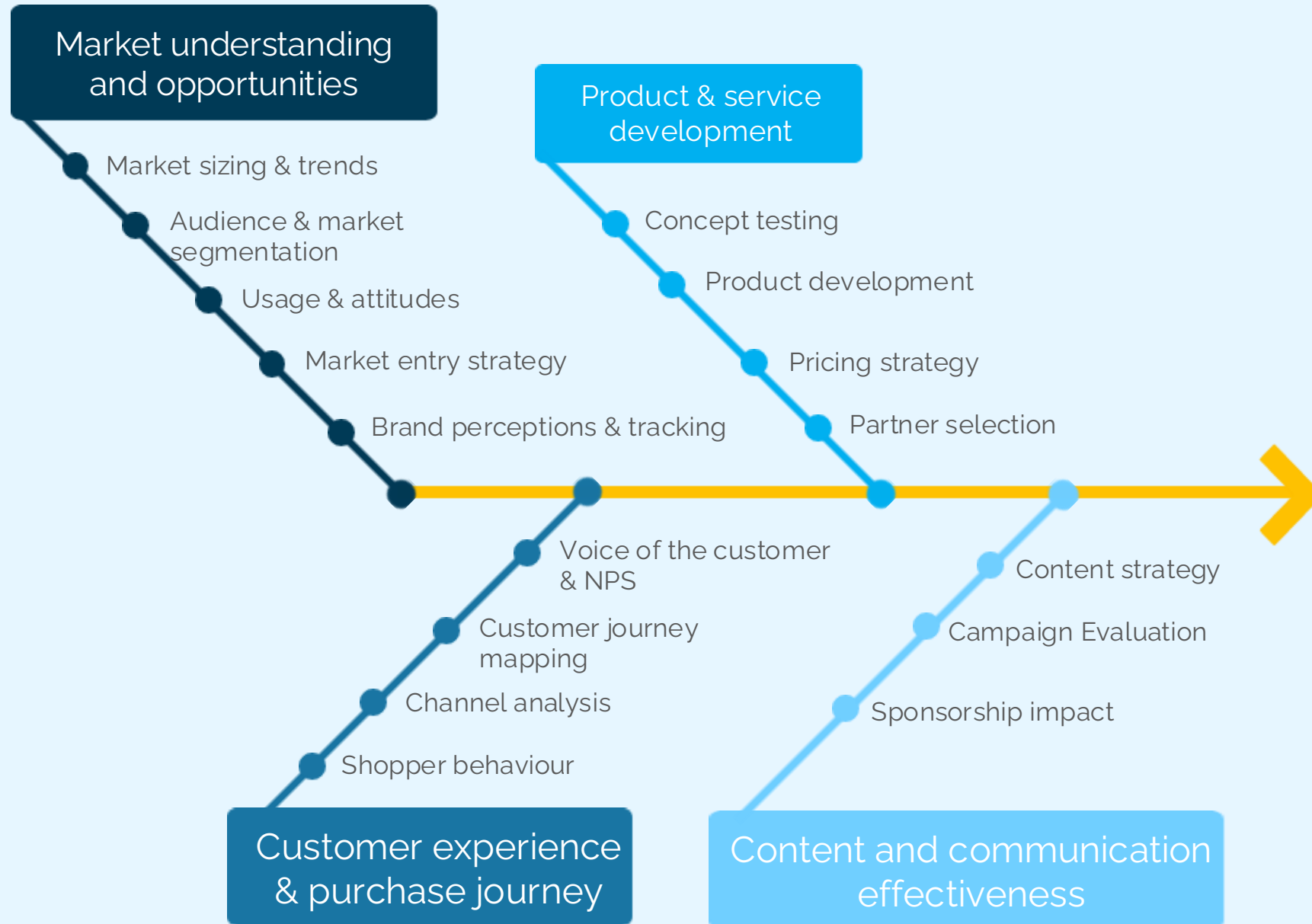
## 02

We build bespoke, mixed methodology programmes that answer challenging briefs by blending multiple elements of Futuresource's methodological toolkit, off-the-shelf data and sector knowledge.

## 03

Through our dedication to outstanding client service, and unique approach to consumer and end user insights, clients are given a high quality, tailored service and findings that have a profound and tangible impact on their organisation.

# Capabilities



# Methodologies

Futuresource uses a mixture of methodologies, in order to provide a 360-degree view of each industry. From bespoke custom projects through to multi-client subscription services, our consumer & end user insights team work side by side with expert market analysts to deliver actionable insights, underpinned by a range of stringent methodologies.

## Consumer & End User

### (Quant/ Qual data)

- Online surveys
- Telephone surveys
- Focus groups
- Face to face/ exit interviews
- IDIs
- Diary studies
- Social listening

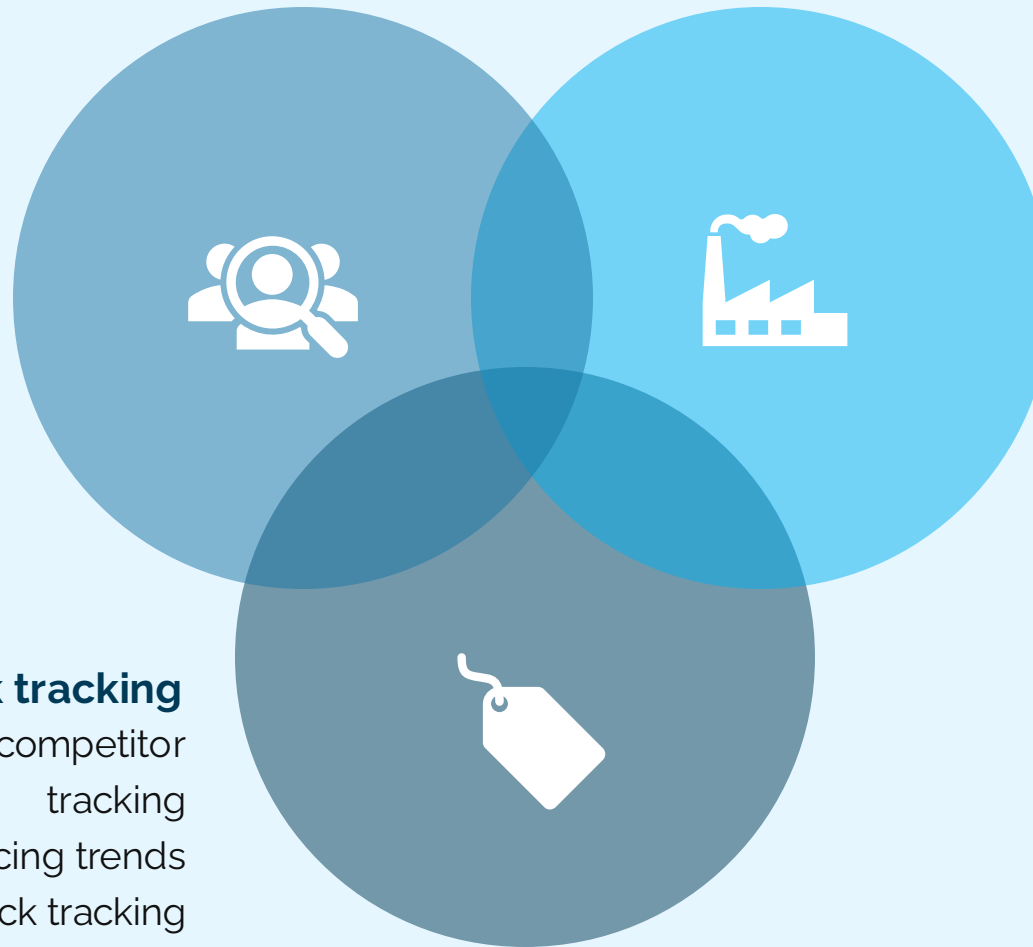
## Pricing & stock tracking

- Own brand & competitor tracking
- Pricing trends
- Stock tracking

## Industry research

### (Primary & secondary research)

- Expert interviews
- Direct data feeds from vendors
- Trade associations
- Government statistics



# Country coverage

**Consumer & end user research capabilities in over 90 markets worldwide**

**Proven experience across all world regions** - regularly carry out international research covering large numbers of countries

**Research carried out in local language and takes local nuances into account –**

Futuresource has a deep understanding of industry trends and cultural nuances in local markets, ensuring the quality of our international research is high



# Case studies

Market entry  
(Australia and New Zealand)

Usage and attitudes study  
(the potential impact of  
changes in regulation)

Pricing strategy  
(B2B tech)

Content evaluation  
(demonstrating the value of  
strategic partnerships)

# Deliverables



**Insight-led  
PPT Reports**



**Client  
Debriefs/  
workshops**



**Excel Smart  
Workbooks**



**Dashboards &  
Data cubes**



**Ad-Hoc Client  
Queries**



**Bespoke  
SPSS Files**



# Syndicated coverage

## Media & Entertainment

**Living with Digital** | Our flagship consumer survey Living with Digital offers a comprehensive insight into the real viewing habits and attitudes of entertainment consumers. Covering sixteen countries globally, the survey quizzes consumers on their behaviours surrounding PVoD, EST, TVoD, SVoD and AVoD/FAST.

**Kids Tech** | Uncover the digital lifestyles of children aged 5-13 with our Kids Tech consumer survey. Identifying emerging business opportunities and areas of concern surrounding social development and health, this twice-yearly survey deep dives into the technology habits of children.

## Consumer Audio & Tech

**Audio Tech Lifestyles** | What are the wants and needs of today's audio consumers? This all-encompassing survey helps businesses identify key consumer trends and future product opportunities across audio technology. Targeting 10,000 consumers across five different countries, the survey is essential for audio brands wanting to progress in the landscape.

**Shopper Journey** | Discover the shopping journey of headphone users, from the point of discovery to checkout and beyond. Pinpoint what motivates shoppers to take the plunge and purchase, as well as what factors are high on the agenda when making a purchasing decision.

## Smart Home & Vision

**Smart Home** | Discover how consumers interact with smart home technology and gain a deep understanding of uptake and purchase intent. This survey covers the broad spectrum of the smart home, including domestic appliances, environment devices, and smart media.

## Professional Audio

**Content Creator** | Content creation has boomed in recent years, and this report surveys product ownership, creation activities carried out at home, and a wide range of purchasing and usage habits in this burgeoning industry.

# Syndicated coverage

## Education Technology

**Bring-Your-Own-Device** | This report dives into the growing trend across education of bring-your-own-device. Surveying thousands of parents and hundreds of schools within key markets, this survey offers a practical outlook for vendors within the market.

**Higher Ed End user** | Evaluating the key investment priorities for higher education, factors influencing purchasing decisions, spend breakdown, and technology ownership – this report breaks down the current and future picture for technology within higher education.

**Higher Ed PC tracking** | This report explores the issues set to influence the higher education market over the next five years, pairing Futuresource's market research with direct feedback from a wealth of IT higher education decision-makers across multiple territories.

**Ed Tech Voice** | Uncover the position of education administration tools within K-12 schools through this comprehensive end-user survey, with a focus on the current and projected ownership of key technologies.

**Esports in Education** | Gain a deep understanding of the opportunity for esports in education with this report. With interviews conducted across the esports supply chain, this report offers a practical and realistic outlook for esports in education.

## Collaboration

**Enterprise AV End User** | Audiovisual technologies are integral to the modern enterprise. This survey quizzes AV and IT decision-makers on the use of technology in the corporate workplace, uncovers shifting priorities and changing budgets, as well as pinpointing corporate spending on home-working environments.

**Hybrid Working** | Hybrid working is here to stay. This twice-yearly end-user survey identifies which technologies the workforce uses in offices, at home, and in third locations, as well as dissects the workforce's attitudes and behaviours toward these technologies.



# Why Futuresource

Our 35-year heritage has allowed us to develop deep, long-standing relationships with the world's biggest tech, media & entertainment brands. Clients choose Futuresource for our unique blend of capabilities, market expertise and our responsive and flexible client service.

Our Consumer & End User Insights team provides a high quality, tailored service that supports clients in strategic decision making; propelling their business forward by providing actionable insights that support informed decisions.

# Core industries



**Media &  
Entertainment**



**Personal IoT**



**Enterprise & Pro  
Audio Visual**



**Automotive**



**Consumer  
Electronics**



**Education  
Technology**

# Speak to us



## **Elliott Ross**

Director | Consumer & End User Insights

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Elliott heads up Futuresource's Consumer & End User Insights team. He has 13 years' industry experience, having spent 10 years in consumer research before joining Futuresource at the start of 2020. Elliott is adept at designing and implementing bespoke research programmes that bring together an optimal mix of methodologies and data sources. He is experienced across a variety of industries, with a specialty in tech, media & entertainment.

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