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The continued rise in online panel sample costs, amidst continuing feasibility challenges, will lead more clients to invest in the cultivation of their own proprietary customer communities for research use. Those research suppliers that can effectively build and manage these communities to fuse both behavioral and attitudinal data, will be highly valued.

Concurrently, as researchers continue to grapple with the challenges of harnessing actionable insights from reams of Big Data, I see continuation of a qualitative resurgence that we experienced in 2015 in pursuit of the “why” that can feed more emotionally resonant marketing communications with most valued customers.