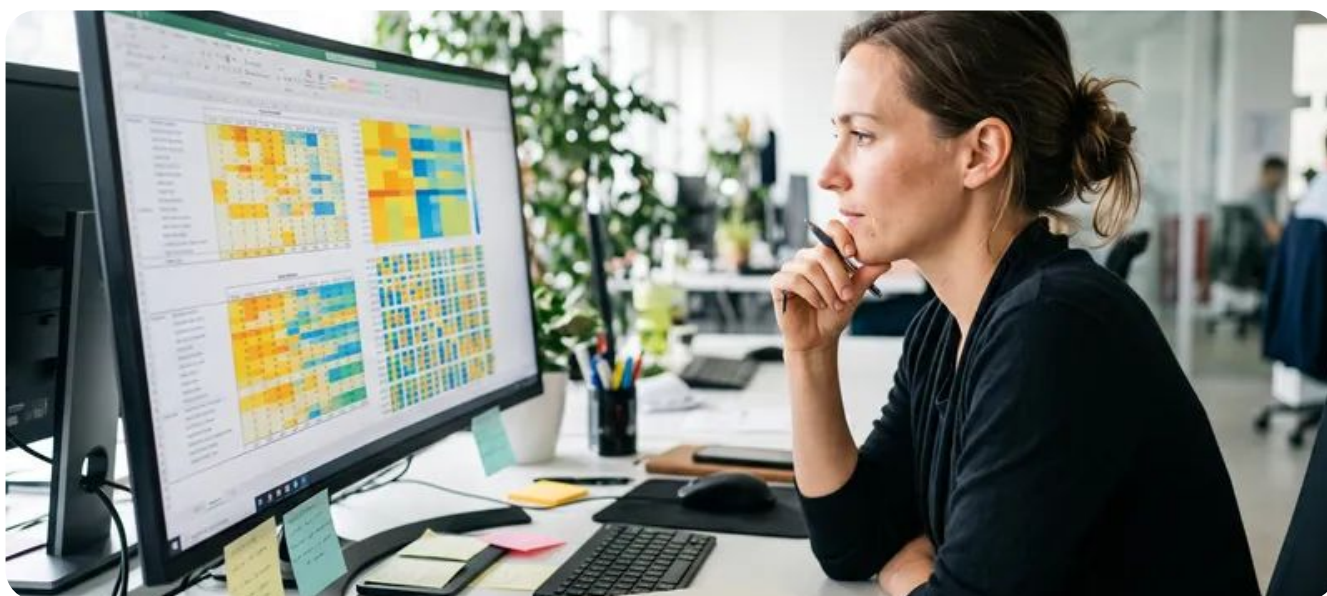


AUTOMOTIVE | SIX MARKETS

Banner tables for a quarterly automotive brand tracker

Banner tables for six markets, delivered within 48 hours of each field close, every quarter.



AT A GLANCE

CLIENT

Automotive research agency

INDUSTRY

Automotive

MARKET

Six markets

METHOD

Data processing and banner tables

SAMPLE

3,000 respondents per wave

TIMELINE

48 hours per wave

THE CHALLENGE

An agency running a quarterly brand tracker needed consistent tables across six markets every wave, fast enough for client presentations a few days after fieldwork closed.

OUR APPROACH

We built a reusable table specification and automated checks, so every wave runs through the same tested process.

- 1 Agreed one banner specification across all six markets
- 2 Automated data cleaning and consistency checks
- 3 Ran wave-on-wave comparisons to flag unusual shifts
- 4 Delivered tables in Excel with significance testing

THE RESULTS

- ✓ Tables delivered within 48 hours of each field close
- ✓ The same structure every wave, so trends compare directly
- ✓ Fewer manual checks for the agency's analysts

SERVICES USED

Data processing and tabulation

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.