

ENERGY & UTILITIES | RURAL DISTRICTS

Face-to-face CAPI interviews with rural households

A 1,200-household CAPI survey on cooking fuel use in rural communities, run by local interviewers on tablets.



AT A GLANCE

CLIENT

Research institute

INDUSTRY

Energy & Utilities

MARKET

Rural districts

METHOD

CAPI face-to-face interviews

SAMPLE

1,200 households

TIMELINE

5 weeks

THE CHALLENGE

A research institute needed reliable data on how rural households cook and which fuels they use. Many households could not be reached by phone or online, and interviews had to be held in local languages.

OUR APPROACH

We deployed local interviewers with tablets, GPS-stamped every interview and checked quality daily.

- 1 Translated and tested the questionnaire in local languages
- 2 Trained interviewers in each district before field start
- 3 GPS-stamped and timed every interview for quality checks
- 4 Back-checked a share of interviews by revisit or phone

THE RESULTS

- ✓ 1,200 household interviews completed
- ✓ Quality checks on every interview before data delivery
- ✓ Data delivered in the client's format at field close

SERVICES USED

Face-to-face CAPI Fieldwork management

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.