

TECHNOLOGY & IT | SOUTHEAST ASIA

Mixed-method gamer study with interviews and 500 face-to-face surveys

Twenty online in-depth interviews and 500 face-to-face CAPI interviews with gamers, run in parallel and delivered together.



AT A GLANCE

CLIENT

Gaming company

INDUSTRY

Technology & IT

MARKET

Southeast Asia

METHOD

Online IDIs (60 minutes) and
CAPI survey (15 minutes)

SAMPLE

20 online IDIs and 500 CAPI
interviews

TIMELINE

3 weeks per workstream

THE CHALLENGE

A gaming company needed both depth and scale on its gamer audience, combining rich qualitative interviews with a large face-to-face survey. Running both workstreams in parallel in the local language, then bringing them together, needed tight coordination.

OUR APPROACH

We ran qualitative and quantitative fieldwork side by side and delivered them as one picture.

- 1 Ran 20 online in-depth interviews on behaviour and motivation
- 2 Completed 500 face-to-face CAPI interviews of 15 minutes
- 3 Coordinated both workstreams on one timeline
- 4 Quality-checked every interview before delivery

THE RESULTS

- ✓ 500 CAPI completes and 20 online IDIs delivered to target
- ✓ Qualitative depth explained the why behind the survey numbers
- ✓ Both workstreams delivered within three weeks each

SERVICES USED

Face-to-face CAPI

Qualitative recruitment

Online data collection

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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Client project. Client details are anonymised.