

FMCG & CONSUMER GOODS | FIVE MARKETS ACROSS ASIA, EUROPE, THE MIDDLE EAST AND SOUTH AMERICA

Qual-to-quant study with mothers of toddlers in five markets

Recruitment of five precise formula-usage groups for qualitative interviews, then a large quantitative survey, across five markets.



AT A GLANCE

CLIENT

Infant-nutrition brand

INDUSTRY

FMCG & Consumer Goods

MARKET

Five markets across Asia, Europe, the Middle East and South America

METHOD

Qualitative telephone interviews (60 minutes), then a 20-minute online survey

SAMPLE

Mothers of toddlers in five usage groups

THE CHALLENGE

An infant-nutrition brand needed to move from depth to scale among mothers of toddlers in five markets, recruiting five distinct formula-usage groups. Precise group definitions and a set brand-user balance made multi-market recruitment the central task. The client moderated the qualitative phase.

OUR APPROACH

We screened mothers into exact usage groups, scheduled the qualitative stage and then scaled up the survey.

- 1 Screened mothers into five exact formula-usage definitions
- 2 Recruited and scheduled 60-minute interviews for client moderation
- 3 Scaled the 20-minute survey to 500 respondents per market
- 4 Held the brand-user balance and confirmed incidence throughout

THE RESULTS

- ✓ Qualitative interviews shaped a survey built to validate at scale
- ✓ Exact screening kept five usage groups clean
- ✓ Five markets ran on a single timeline

SERVICES USED

Qualitative recruitment Online data collection Global fieldwork coordination Respondent recruitment
Fieldwork management Quantitative recruitment Survey programming

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.