

AUTOMOTIVE | NORTH AMERICA

Focus groups with premium powersports buyers

Two in-person focus groups with vehicle owners planning a premium purchase, recruited, hosted and incentivised by our team.



AT A GLANCE

CLIENT

International market research agency

INDUSTRY

Automotive

MARKET

North America

METHOD

In-person focus groups, 2 x 2 hours

SAMPLE

12 participants in two groups of six

TIMELINE

One fieldwork day

THE CHALLENGE

A research agency needed in-person focus groups with owners of recreational powersports vehicles who intend to buy a new premium model. The audience is niche, seasonal and spread across a wide area, and the agency had no local field team in the region.

OUR APPROACH

We ran recruitment, venue logistics and incentives end to end, working from the client's screening questionnaire.

- 1 Screened recruits against the client's questionnaire, including current vehicle use and purchase intent
- 2 Booked a meeting venue for two back-to-back sessions on the same day
- 3 Confirmed each participant ahead of the session day and managed reminders
- 4 Paid participant incentives on the agency's behalf

THE RESULTS

- ✓ Two groups of six participants recruited to the client's screener
- ✓ Both sessions held on one day, so the moderator needed a single trip
- ✓ One accountable partner for recruitment, venue and incentives

SERVICES USED

Respondent recruitment

Qualitative recruitment

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.