

TECHNOLOGY & IT | WESTERN EUROPE

Cyber-security buyer interviews with small and medium businesses

Twelve in-depth interviews with the people who buy cyber security in small and medium businesses, across three size bands and five sectors.



AT A GLANCE

CLIENT

Cyber-security provider

INDUSTRY

Technology & IT

MARKET

Western Europe

METHOD

B2B in-depth interviews, up to 45 minutes

SAMPLE

12 SMB cyber-security decision makers

THE CHALLENGE

A cyber-security provider needed to hear from the people who actually buy cyber security in small and medium businesses. A tight twelve-interview quota across three size bands and five sectors, with a minimum holding cyber insurance, demanded precise B2B recruitment.

OUR APPROACH

We screened on purchase authority and held every quota live until the last interview.

- 1 Confirmed authority over cyber-security spend before any invite
- 2 Ran interviews of up to 45 minutes nationwide
- 3 Controlled quotas across three size bands and five sectors
- 4 Verified each recruit and managed the insurance quota

THE RESULTS

- ✓ 12 interviews with genuine buyers, not end users
- ✓ Size-band quotas showed how priorities shift with company scale
- ✓ An insured sub-group added a sharper view of risk posture

SERVICES USED

Qualitative recruitment

Hard-to-reach audiences

Respondent 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.