

FMCG & CONSUMER GOODS | GULF REGION

Snacking and home entertaining: async activities and focus groups

Thirty consumers completed two weeks of online activities, with twelve called back for focus groups.



AT A GLANCE

CLIENT

Global salty-snacks brand

INDUSTRY

FMCG & Consumer Goods

MARKET

Gulf region

METHOD

Asynchronous online activities
and 90-minute focus groups

SAMPLE

30 async participants, 12 focus
group callbacks

TIMELINE

2 weeks

THE CHALLENGE

A global snacks brand wanted to understand how consumers snack and entertain at home, through two weeks of online activities and follow-up focus groups. A precise snacker profile, engagement over two weeks and a clean callback all depended on disciplined recruitment and retention.

OUR APPROACH

We recruited regular snackers who host at home and kept them engaged through the full activity window.

- 1 Recruited regular snackers aged 18 to 49 who entertain at home
- 2 Ran about 65 minutes of online tasks across two weeks
- 3 Held two 90-minute focus groups from the callback sample
- 4 Monitored participation and output quality

THE RESULTS

- ✓ 30 participants completed the activity period
- ✓ 12 engaged participants called back into focus groups
- ✓ Two weeks of activities captured habits a single session would miss

SERVICES USED

Qualitative recruitment

Online data collection

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.