

AUTOMOTIVE | THREE EMERGING MARKETS IN AFRICA AND ASIA

Face-to-face interviews with three-wheeler owners in three emerging markets

150 face-to-face interviews with three-wheeler owners and operators, delivered with tabulation and a clean data file.



AT A GLANCE

CLIENT

Three-wheeler manufacturer

INDUSTRY

Automotive

MARKET

Three emerging markets in Africa and Asia

METHOD

Face-to-face survey, 30 minutes

SAMPLE

150 owner interviews, 50 per market

THE CHALLENGE

A three-wheeler manufacturer needed face-to-face interviews with owners and operators to understand ownership, usage and brand perception. Each market demanded local interviewer networks, native-language administration and quality control on the ground.

OUR APPROACH

We ran face-to-face fieldwork through managed local networks and delivered tables and data in one package.

- 1 Verified three-wheeler owners and operators in each market
- 2 Interviewed face to face through managed local networks
- 3 Administered and briefed in each market's language
- 4 Back-checked interviews, then delivered tabulation and the data file

THE RESULTS

- ✓ 150 owner interviews, 50 in each market
- ✓ Face-to-face reached operators where they live and work
- ✓ Parallel fieldwork gave a clean cross-market comparison

SERVICES USED

Face-to-face CAPI Fieldwork management Data processing and tabulation Extended team services
Global fieldwork coordination Quantitative 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.