



CASE STUDY:

CONSUMER

# Hybrid Methodology Testing

## THE PROJECT

**Our end-client, a major fast food restaurant, wanted to explore employed consumer's food purchase habits during the workweek.**

The research aimed to uncover the key drivers behind consumer's breakfast and lunch choices at fast food chains, cafes, bakeries, and supermarkets. To gain sufficient insights, the client used a hybrid methodology approach for a well-rounded understanding of their audience.

## THE PROFILES

The target profiles were divided by methodology. For the quantitative element, 100 responses were required with quotas based on location, age, gender, ethnicity and food purchasing habits.

For the qualitative element - a 5-day ethnographic diary - 15 participants (+20% overage) from London, Birmingham, and Manchester were required. A mix of the end-client's customers and non-customers were targeted with quotas based on food purchasing habits, working environment, gender, and loyalty scheme use.

## THE PROCESS

All participants across both methodologies were recruited in-house using the Take Part In Research Panel with targeted invites sent based on key screening criteria.

For the quantitative element, only fully verified members of the panel participated, undergoing both automated and manual validation checks. The Roots screening team provided engagement prompts and troubleshooting support via telephone where necessary.

Qualitative recruits were hand-picked by our expert screening team to meet interlocking quotas and confirmed using our standard 3-step process.

## THE OUTCOME

All profiles were fully recruited and the client was thrilled with the results. Our expert team understand the importance of participant quality and employed the same attention to detail for recruits of both elements leading to deep insights and client satisfaction!

## KEY FIGURES:

**92%**  
survey  
completion rate

**5-day**  
ethnographic diary

## RESEARCH METHODOLOGY

→ Hybrid methodology  
(qual + quant)

## THE FEEDBACK

*"The participants in the research provided invaluable insights into their everyday lives, enabling us to define the opportunity spaces where our client could innovate and attract new customers.*

*Vanessa was a pleasure to work with - great communication and very efficient."*

ANONYMOUS

LEADING INNOVATION STUDIO

