

*Mixed Methods*

One partner.

Every

methodology.

Expertly delivered.

## Mixed Methods

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### Phone (CATI)

- **150+ in-house consumer & B2B** interviewers
- **AI + human QC** exceeding **ISO & IQCS**
- **WebCATI** supporting visuals & audio
- **Global interviewer capability**
- **Full call recording** with bespoke workforce platform
- **Hard-to-reach**, vulnerable & digitally excluded audiences



### Face-to-Face (F2F)

- **UK-wide field team** plus global partner network
- In-street, door-to-door & exit interviews
- **Transport surveys** (on-train / on-bus)
- **Product testing** & central location / hall tests



### Online (CAWI)

- **Millions of global consumers & verified B2B decision makers**
- **In-house specialist panels:** advisers, brokers, trades, teachers, farming
- **Hard-to-reach in-house panels** including ethnic minorities, under 34s & vulnerable groups
- **Advanced screening** & mixed-method verification



### Postal Surveys

- **End-to-end** print, fulfilment & postage
- Integrated with **inbound phone** and **QR codes**
- Ideal for mixed-method reach and inclusion



### Digital & Social Media

- **AI + human-led lead** generation via social platforms
- Reach audiences other methods can't
- Supports **phone, SMS & online** completion

## Why Mixed Method with Field Locker

- One supplier, **multiple methodologies**
- Consistent **quality, validation & reporting**
- Designed to **maximise reach, inclusivity & data quality**