

# Consumer & Business Home Improvement

## INTRODUCTION

An InnovateMR partner required N = 500 US homeowners who have completed or are looking to start a home improvement project in the last 24 months and N = 120 US construction professionals including contractors, installers, and small builders involved in repair or refinishing, home or room remodeling, home/room renovation or home construction.

## RESULTS

The InnovateMR technology and services team over-delivered on consumer interviews with a total of N = 783 high-quality and US-census representative homeowners and N = 136 home improvement contractors who met all survey criteria.

## PROJECT SPECS

<p><b>Audience Target and Quotas Delivered</b></p>	<p><i>N = 783 homeowners who have completed or are looking to start a home improvement project.</i></p> <p><i>N = 136 home improvement construction professionals</i></p>
<p><b>In Field Incidence Rate (IR)</b></p>	<p>40% Consumer   50% B2B</p>
<p><b>In Field Length of Interview (LOI)</b></p>	<p>Both surveys were 15 minutes</p>
<p><b>Time in Field</b></p>	<p>10 days</p>

## ABOUT INNOVATEMR

InnovateMR is a fiercely independent sampling and ResTech company that delivers faster answers from business and consumer audiences utilizing technologies to support agile research.

InnovateMR's Vision Suite™ offers researchers a comprehensive collection of next generation products designed to execute against all aspects of the research process including survey design, sample procurement, field management, fraud mitigation, and reporting. Our proprietary platform delivers results faster without sacrificing quality.