

Electric Mini Excavators

INTRODUCTION

An InnovateMR partner required N = 100 (50 UK and 50 US), completes from decision makers in the construction, property management, and engineering industry, (construction workers/contractors, architects, engineers, property managers/owners and skilled/professional tradespersons) with the decision making ability to purchase excavation tools.

RESULTS

The InnovateMR technology and services team overdelivered with a total of N = 133 (60 UK and 73 US), high-quality completes.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 60 UK completes and N = 73 US completes</i>
In Field Incidence Rate (IR)	22%
In Field Length of Interview (LOI)	17 minutes
Time in Field	2 weeks

ABOUT INNOVATEMR

InnovateMR is a full-service sampling and ResTech company that delivers faster, quality insights from business and consumer audiences utilizing cutting-edge technologies to support agile research. As industry pioneers, InnovateMR provides world-class end-to-end survey programming, targeted international sampling, qualitative and quantitative insights, and customized consultation services to support informed, data-driven strategies, and identify growth opportunities. Known for their celebrated status in customer service and results, InnovateMR combines boutique-level service with extensive global reach to achieve partner success.