

# Insurance Decision Makers

## INTRODUCTION

An InnovateMR partner conducted a US-based study focusing on C-Level, senior executives, and legal council at companies with more than 500+ full-time employees. These executives in select industries also needed to work in risk management, finance, operations, and legal departments and have employee insurance decision-making power.

## RESULTS

This client required N = 100 C-level, senior executive, or legal council at mid-level to enterprise companies with insurance decision-making power. The InnovateMR team over-delivered with N = 147 high-quality completes with a less than 5% scrub rate.

## PROJECT SPECS

<b>Audience Target and Quotas Delivered</b>	N = 147 executives insurance DMs
<b>In Field Incidence Rate (IR)</b>	71%
<b>In Field Length of Interview (LOI)</b>	15 min
<b>Field Time</b>	7 days

## 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.