

# Latin Labor Workforce Study

## INTRODUCTION

An InnovateMR partner required insights from individuals who performed labor for at least 20 hours a week for a single employer in Bolivia, Chile, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela, and Uruguay. The InnovateMR team delivered N = 2,295 completes.

## RESULTS

The InnovateMR technology and services team delivered with a total of N = 2,295 high-quality completes in Bolivia, Chile, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela, and Uruguay.

## PROJECT SPECS

<b>Audience Target and Quotas Delivered</b>	<i>N = 2,295 Latin Labor Worker completes</i>
<b>In Field Incidence Rate (IR)</b>	40%
<b>In Field Length of Interview (LOI)</b>	15 minutes
<b>Time in Field</b>	20 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.