

Small to Medium Sized Business Global International Business Study

INTRODUCTION

An InnovateMR partner required N = 3,000 (500 per market) completes from full-time or part-time Small Business Owners in the United States, United Kingdom, France, Germany, Australia and China.

RESULTS

The InnovateMR technology and services team overdelivered with a total of N = 5,500 high-quality completes in the US, UK, FR, DE, AU and CN.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 5,500 completes</i>
In Field Incidence Rate (IR)	30%
In Field Length of Interview (LOI)	10 minutes
Time in Field	3 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.