

# US & Canada Construction Professionals

## INTRODUCTION

An InnovateMR partner required N = 450 high-level (Owner, C-level, VP, Director, Manager) B2B construction professionals in the US and CA in the following industries: plumbers, general contractors, electricians, or HVAC in the Construction, Manufacturing, Oil & Gas, Landscaping, or Home Services industry.

## RESULTS

The InnovateMR technology and services team fully-delivered on the required B2B interviews with a total of N = 250 high-quality and representative professionals in the US and N = 150 N = 250 high-quality and representative professionals in CA.

## PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 250 construction professions in the US N = 150 construction professionals in CA</i>
In Field Incidence Rate (IR)	42%
In Field Length of Interview	10 minutes
(LOI) 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.