

African American & Hispanic Hair Care Study

INTRODUCTION

An InnovateMR partner required consumer sentiments from African American and Hispanic women ages 15-59 who use specific types of hair care products.

RESULTS

This client required N=300 targeted women (N=210 African American, N=90 Hispanic) who purchase hair care products. The InnovateMR technology and team delivered all required high- quality and representative women who met all survey requirements.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 210 African American Women N = 70 Hispanic Women</i>
In Field Incidence Rate (IR)	44%
In Field Length of Interview (LOI)	15 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.