

Bath & Beauty Product Purchases in the US & Canada

INTRODUCTION

An InnovateMR partner required consumer sentiments from survey participants ages 16-55 in the US and Canada who have purchased bath and/or beauty products in the last 3 months.

RESULTS

This client required N=240 targeted and ethnically representative respondents who have purchased bath and/or beauty products. The InnovateMR technology and team delivered N=340 high-quality completes from respondents who met all survey requirements.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 240 respondents (80% women, 20% men) who purchased makeup, skin moisturizers, body wash, etc, in the last 3 months with specific quotas on age, gender, and geography.</i>
In Field Incidence Rate (IR)	35%
In Field Length of Interview (LOI)	30 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.