

Electrical Wiring Purchasing Trends

INTRODUCTION

An InnovateMR partner required N = 50 completes from commercial builder purchase decision makers (General Contractors, Sub-Contractors, Project Managers, Procurement Managers, Electricians) in the US to understand the purchase process as well as electrical wiring decisions for their projects.

RESULTS

The InnovateMR technology and services team delivered a total of N = 50 high-quality completes.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 50 commercial builder purchase DM completes</i>
In Field Incidence Rate (IR)	56%
In Field Length of Interview (LOI)	27 minutes
Time in Field	2 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.