

Pain Management B2C Study

INTRODUCTION

An InnovateMR partner required insights from users of pain management services (specifically chiropractic care), in the Midwestern United States with minimum quota requirements in Chicago and Milwaukee to gauge perception and consumer buying behavior.

RESULTS

The InnovateMR technology and services team delivered with a total of N = 793 high-quality completes, outpacing other vendors on the project and reaching the most difficult quotas.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 793 completes</i>
In Field Incidence Rate (IR)	41%
In Field Length of Interview (LOI)	9 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.