

Private Equity Study

INTRODUCTION

An InnovateMR partner required N = 225 completes from people who were part of mid-market private equity firms involved in a merger or acquisition deal within the past two years or with the likelihood of being involved in a merger or acquisition within the next two years.

RESULTS

The InnovateMR technology and services team overdelivered with a total of N = 229 high-quality completes in the US, EU and APAC.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 229 completes</i>
In Field Incidence Rate (IR)	26%
In Field Length of Interview (LOI)	20 minutes
Time in Field	4 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.