

# UK Fire and Electric Decision Makers

## INTRODUCTION

An InnovateMR partner required N = 500 completes from procurement decision makers (Safety Managers, Property/Facilities Directors, Security Directors, and Regional Managers) in the United Kingdom. These DMs specialized in installation and maintenance of fire suppression and detection as well as security systems, electrical testing, specialist earthing, surge protection (railway, networks), and lighting protection.

## RESULTS

The InnovateMR technology and services team over-delivered a total of N = 524 high-quality completes in the UK.

## PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 524 procurement DM completes</i>
In Field Incidence Rate (IR)	40%
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.