

Multi-Country ITDMs

INTRODUCTION

An InnovateMR partner conducted an international study focused on entrepreneurial sentiments from technology decision makers in 33 countries. It focused on manager-level professionals or higher working in technology sectors of their businesses.

RESULTS

This client required N = 470 ITDMs with the title of manager, director, or vice president in IT. The InnovateMR team overdelivered with N = 1,089 total achieved high-quality completes in 33 countries.

PROJECT SPECS

Audience Target	<i>Austria = 2 Brazil = 83 Chile = 12 Columbia = 20 Egypt = 35 Finland = 4 France = 38 Germany = 45 Greece = 23 Hong Kong = 27 Hungary = 32</i> <i>Indonesia = 42 Italy = 57 Japan = 27 Kenya = 14 Malaysia = 48 Mexico = 60 Morocco = 10 Netherlands = 34 Nigeria = 44 Philippines = 46 Poland = 39</i> <i>Saudi Arabia = 36 Singapore = 15 South Africa = 38 South Korea = 6 Spain = 86 Sweden = 7 Switzerland = 33 Thailand = 33 Turkey = 51 UAE = 23 Ukraine = 19</i>
Quotas Delivered	N = 1,089 ITDMs
In Field Incidence Rate (IR)	10%
In Field Length of Interview (LOI)	17 min

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.