

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

<p>Audience Target and Quotas Delivered</p>	<p>N = 1,089 ITDMs</p> <table border="0"> <tr> <td><i>Austria = 2</i></td> <td><i>Indonesia = 42</i></td> <td><i>Saudi Arabia = 36</i></td> </tr> <tr> <td><i>Brazil = 83</i></td> <td><i>Italy = 57</i></td> <td><i>Singapore = 15</i></td> </tr> <tr> <td><i>Chile = 12</i></td> <td><i>Japan = 27</i></td> <td><i>South Africa = 38</i></td> </tr> <tr> <td><i>Columbia = 20</i></td> <td><i>Kenya = 14</i></td> <td><i>South Korea = 6</i></td> </tr> <tr> <td><i>Egypt = 35</i></td> <td><i>Malaysia = 48</i></td> <td><i>Spain = 86</i></td> </tr> <tr> <td><i>Finland = 4</i></td> <td><i>Mexico = 60</i></td> <td><i>Sweden = 7</i></td> </tr> <tr> <td><i>France = 38</i></td> <td><i>Morocco = 10</i></td> <td><i>Switzerland = 33</i></td> </tr> <tr> <td><i>Germany = 45</i></td> <td><i>Netherlands = 34</i></td> <td><i>Thailand = 33</i></td> </tr> <tr> <td><i>Greece = 23</i></td> <td><i>Nigeria = 44</i></td> <td><i>Turkey = 51</i></td> </tr> <tr> <td><i>Hong Kong = 27</i></td> <td><i>Philippines = 46</i></td> <td><i>UAE = 23</i></td> </tr> <tr> <td><i>Hungary = 32</i></td> <td><i>Poland = 39</i></td> <td><i>Ukraine = 19</i></td> </tr> </table>	<i>Austria = 2</i>	<i>Indonesia = 42</i>	<i>Saudi Arabia = 36</i>	<i>Brazil = 83</i>	<i>Italy = 57</i>	<i>Singapore = 15</i>	<i>Chile = 12</i>	<i>Japan = 27</i>	<i>South Africa = 38</i>	<i>Columbia = 20</i>	<i>Kenya = 14</i>	<i>South Korea = 6</i>	<i>Egypt = 35</i>	<i>Malaysia = 48</i>	<i>Spain = 86</i>	<i>Finland = 4</i>	<i>Mexico = 60</i>	<i>Sweden = 7</i>	<i>France = 38</i>	<i>Morocco = 10</i>	<i>Switzerland = 33</i>	<i>Germany = 45</i>	<i>Netherlands = 34</i>	<i>Thailand = 33</i>	<i>Greece = 23</i>	<i>Nigeria = 44</i>	<i>Turkey = 51</i>	<i>Hong Kong = 27</i>	<i>Philippines = 46</i>	<i>UAE = 23</i>	<i>Hungary = 32</i>	<i>Poland = 39</i>	<i>Ukraine = 19</i>
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<p>In Field Incidence Rate (IR)</p>	<p>10%</p>																																	
<p>In Field Length of Interview (LOI)</p>	<p>17 min</p>																																	
<p>Field Time</p>	<p>40 days</p>																																	

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.