

Consumer & Business Home Improvement

INTRODUCTION

An InnovateMR partner required N = 500 US homeowners who have completed or are looking to start a home improvement project in the last 24 months and N = 120 US construction professionals including contractors, installers, and small builders involved in repair or refinishing, home or room remodeling, home/room renovation or home construction.

RESULTS

The InnovateMR technology and services team over-delivered on consumer interviews with a total of N = 783 high-quality and US-census representative homeowners and N = 136 home improvement contractors who met all survey criteria.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 783 homeowners who have completed or are looking to start a home improvement project.</i> <i>N = 136 home improvement construction professionals</i>
In Field Incidence Rate (IR)	40% Consumer 50% B2B
In Field Length of Interview (LOI)	Both surveys were 15 minutes
Time in Field	10 days

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.