

Detroit Community Study

INTRODUCTION

An InnovateMR partner required N = 500 completes from 18-70 year olds in the Detroit designated market area. The InnovateMR team was feasible for the entire project, saving the partner time and effort and delivered N = 500 completes.

RESULTS

The InnovateMR technology and services team delivered with a total of N = 500 high-quality completes.

PROJECT SPECS

Audience Target and Quotas	<i>N = 500 completes</i>
Delivered In Field Incidence Rate (IR)	71%
In Field Length of Interview (LOI)	11 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.