

Financial Plan Investors with 401K Assets

INTRODUCTION

An InnovateMR partner conducted a US-based study focused on financial plan investors with 401K assets. These participants had to work in human resources, finance, and/or own a business with a company employee size of 200-700.

RESULTS

This client required N = 271 financial plan investors with 401K assets. The InnovateMR team over-delivered with N = 475 high-quality completes.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 475 financial plan investors with 401K assets
In Field Incidence Rate (IR)	18%
In Field Length of Interview (LOI)	34 min
Field Time	3 week

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.