

Latin Labor Workforce Study

INTRODUCTION

An InnovateMR partner required insights from individuals who performed labor for at least 20 hours a week for a single employer in Bolivia, Chile, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela, and Uruguay. The InnovateMR team delivered N = 2,295 completes.

RESULTS

The InnovateMR technology and services team delivered with a total of N = 2,295 high-quality completes in Bolivia, Chile, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela, and Uruguay.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 2,295 Latin Labor Worker completes</i>
In Field Incidence Rate (IR)	40%
In Field Length of Interview (LOI)	15 minutes
Time in Field	20 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.