

Multi-Country Farmers

INTRODUCTION

An InnovateMR partner conducted a multi-country B2B study in the United States, United Kingdom, Germany, and Italy targeting farmers who used electric utility tractors in their business.

RESULTS

This client required N = 85 farmers in four countries who used electric tractors. The InnovateMR team over-delivered with N = 306 high-quality completes in just one week.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 89 farmers in the US N = 118 farmers in the UK N = 45 farmers in DE N = 54 farmers in IT
In Field Incidence Rate (IR)	37%
In Field Length of Interview (LOI)	12 minutes
Time in Field	1 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.