

# Segmentation Study

## INTRODUCTION

An InnovateMR partner conducted a study in the U.S. focusing on course golfers aged 18+.

## RESULTS

The client required 1,200 completes, focusing on course golfers aged 18+. The InnovateMR team exceeded expectations, delivering a total of 1,331 high-quality responses.

## PROJECT SPECS

Audience Target and Quotas Delivered	N = 1,331
Bid IR	10%
In Field Incidence Rate (IR)	24%
Field Time Margin	69%

## 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.