

iPhone Users

INTRODUCTION

An InnovateMR partner conducted a study in the United States targeting iPhone users between the ages of 18-69 years old and collected personal identifiable information from each. Collection occurred when the participant was asked to download an app for passive metering.

RESULTS

This client required N = 300 iPhone users between 18-69 years old in the United States. To qualify as a complete, they needed to download an app and allow themselves to be passively metered. The InnovateMR team delivered with N = 911 high-quality completes in just 3 months.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 911 iPhone users ages 18-69 in the US
In Field Incidence Rate (IR)	60%
In Field Length of Interview (LOI)	7 min
Time in Field	3 months

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.