



 user interviews | FEATURED SEGMENT

In-Person Research

Recruit qualified participants for in-person product testing, focus groups, clinical trials, and market research.



In-Person Research

Segment Overview

User Interviews makes it easy to recruit participants for in-person research, focus groups, and product testing. Over 2.1 million participants in our qualitative research panel live in major metro areas and are available to recruit into location-based studies.

With our ML-powered matching system, in-depth screening, and specialized acquisition, we are able to fulfill in-person studies requiring very large samples and complex criteria.

The types of in-person research we recruit for include:

- Product testing
- Focus groups
- Clinical trials
- Accessibility testing
- Usability lab research
- Market research

This report is intended to give you a sense of who's represented in our panel. If you're sourcing for a specific in-person study, the best way to gauge feasibility is to [sign up for free and launch a project](#).

👉 **Note:** The data included in this report is accurate at the time of publication, August 2024.



2.1 million

participants in our panel live in major metro areas

KEY STATS

- 2.1 million participants live in major metro areas
- 55,760 in-person sessions completed on our platform
- \$150 median incentive, with the top 10% paying \$375+
- 7,259 participants recruited for the largest in-person study

Join hundreds of enterprise companies that recruit from the User Interviews panel for their in-person research.

 Microsoft  Square  amazon  Deloitte



Top U.S. metro areas

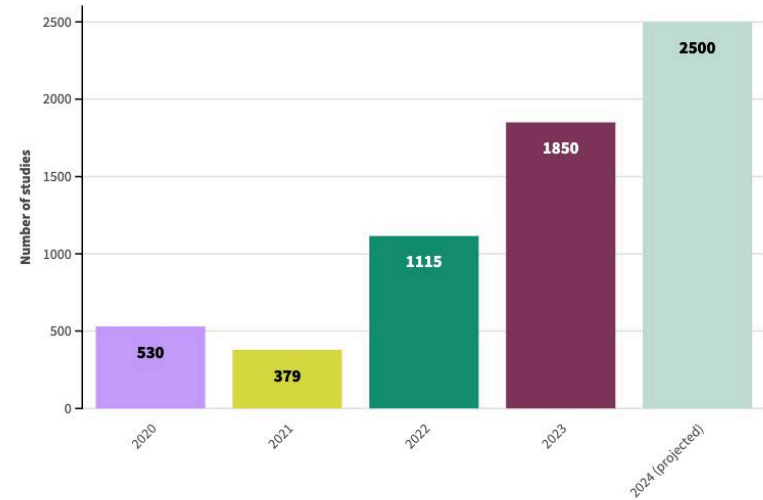
Metro area	Approximate population	In-person sessions filled
New York	187,000	7,724
Los Angeles	126,000	1,106
Atlanta	79,000	3,624
Chicago	76,000	577
Dallas	68,000	774
Washington	67,000	437
Houston	58,000	532
Miami	55,000	88
Philadelphia	54,000	123
San Francisco	50,000	1,410
Phoenix	40,000	1,342
Boston	37,000	546
Seattle	29,000	1,634
Minneapolis	24,000	383

International metro areas

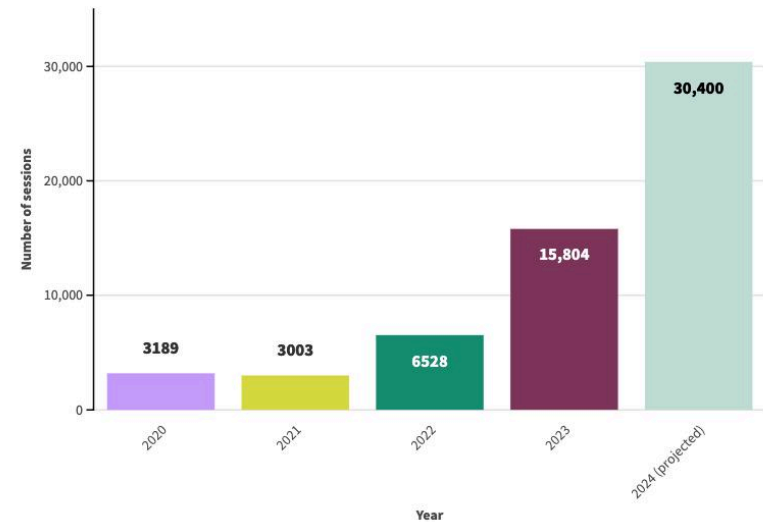
Metro area	Approximate population	In-person sessions filled
Toronto, Canada	52,000	237
London, United Kingdom	40,000	787
Vancouver, Canada	15,000	11
Sydney, Australia	13,000	10
Montreal, Canada	12,000	15

The COVID pandemic sparked a major increase in remote user research. However, in-person studies and demand for participants in major metro areas have also continued to grow steadily on our platform, year-over-year.

In-person research studies



In-person research sessions



PROJECT BUILDER

Consumer attributes

Location (state, city [US])	▼
Age	▼
Race/ethnicity	▼
Gender	▼
Household income	▼
Level of education	▼
Neighborhood type	▼
Marital status	▼
Living situation	▼
Homeowner	▼
Children	▼
Pets	▼
English language proficiency	▼
Disabilities	▼

Products and services

Vehicles owned or leased	▼
Online streaming services	▼
Social networking platforms	▼
Food delivery services	▼
Smart home and gaming devices	▼
Traditional banks	▼

Technical attributes

Assistive technologies	▼
Computer operating system	▼
Smartphone operating system	▼
Tablet operating system	▼
Computer with a webcam	▼
Browsers	▼

**this is not a comprehensive list of all targetable attributes within our platform*

Real in-person research: Recent recruiting projects fulfilled with User Interviews

CASE STUDY #1

WEARABLE TECH STUDY WITH ROLLING RECRUITMENT ACROSS MULTIPLE CITIES

Audience segment: 7,259 participants in New York, Atlanta, and a few international cities

Study details: 3-hour on-site product testing of a wearable device, run in small daily cohorts over 18 months

Project setup: Rolling recruitment using automated approval, scheduling, and rescheduling up to a month in advance

Research team: A major tech company, in partnership with a research agency

CASE STUDY #2

POLITICAL FOCUS GROUP WITH VOTERS IN NEVADA

Audience segment: 40 Nevada voters who identify as independents and regularly consume news media

Study details: 3.5-hour in-person focus groups to discuss opinions about community issues and current events

Project setup: Premium screening add-on to call applicants and verify screener responses

Research team: Market research consultancy

In-person session feedback

99.4%
Positive

0.6%
Negative

Researchers are overwhelmingly satisfied with the quality of participants they recruit from our panel, providing positive feedback for 99.4% of in-person sessions. Only 0.6% of sessions result in negative feedback for any reason.





▶▶ Ready to start recruiting?
[Sign up for a free account now.](#)

