

 Respondent × Rally

Panel Book

2025



3M+ Participants | 150+ Countries | B2B & B2C



Panel Overview

We host one of the world's largest and most diverse on-demand research panels for B2B and B2C participants. With 3 million participants across the world ready to be recruited in minutes, the platform is trusted by thousands of the world's best research teams.



Participant Reach

- 3 million+ participants
- 150+ countries & territories
- 60,000+ new participants each month



Professional Reach

- 150+ industries
- 133K+ job titles
- 290K+ skills tagged



Participant Demographics

- Gender: 54% Female, 46% Male/Other
- Age: 71% are under 40
- Ethnicity: 60% non-white
- Education: 65% have a degree or higher
- Income: 60% earn \$60K+ (USD)



Global Distribution

- North America: 1.5M+
- EMEA: 564K+
- APAC: 600K+
- Central & South America: 405K+



Performance

- >95% show rate
- 15 mins median time to first match
- 4.9/5 average participant rating (by researchers)



Feasibility

To learn whether we have participants on the panel, we'll let you know how many participants meet your demographic filters, and you'll apply your expected incidence rate.



Responsive, high-quality participants

Every researcher wants to receive thoughtful, well-articulated insights from speaking to and surveying real participants. But negative experiences from working with aggregated panel providers and expensive agencies make these participants difficult to find.

We've changed that: now researchers don't need to compromise. Quality is clear from their first interaction with any of our participants.

- ✦ 100% Proprietary
- 👁️ 15 mins til first participant
- 🕒 Average 1.5 days to fill a study
- 👤 95% invited participants show-up
- ★ 4.9/5 Average Participant Rating
- ⚠️ <1% Reported fraud

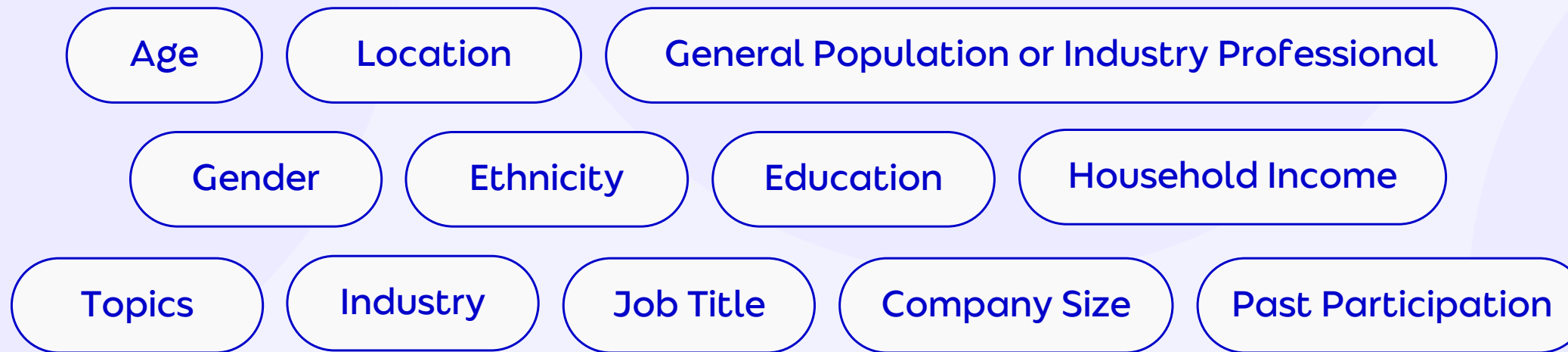
Our 3m-strong panel helps research teams build the world's best products





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Targeting Options

Whenever a researcher sets up a project on Respondent, they choose from 12 targeting options to help them match with the right participants from our 3m+ panel.

They can also access their team's participant database to view and invite previous participants in their studies.

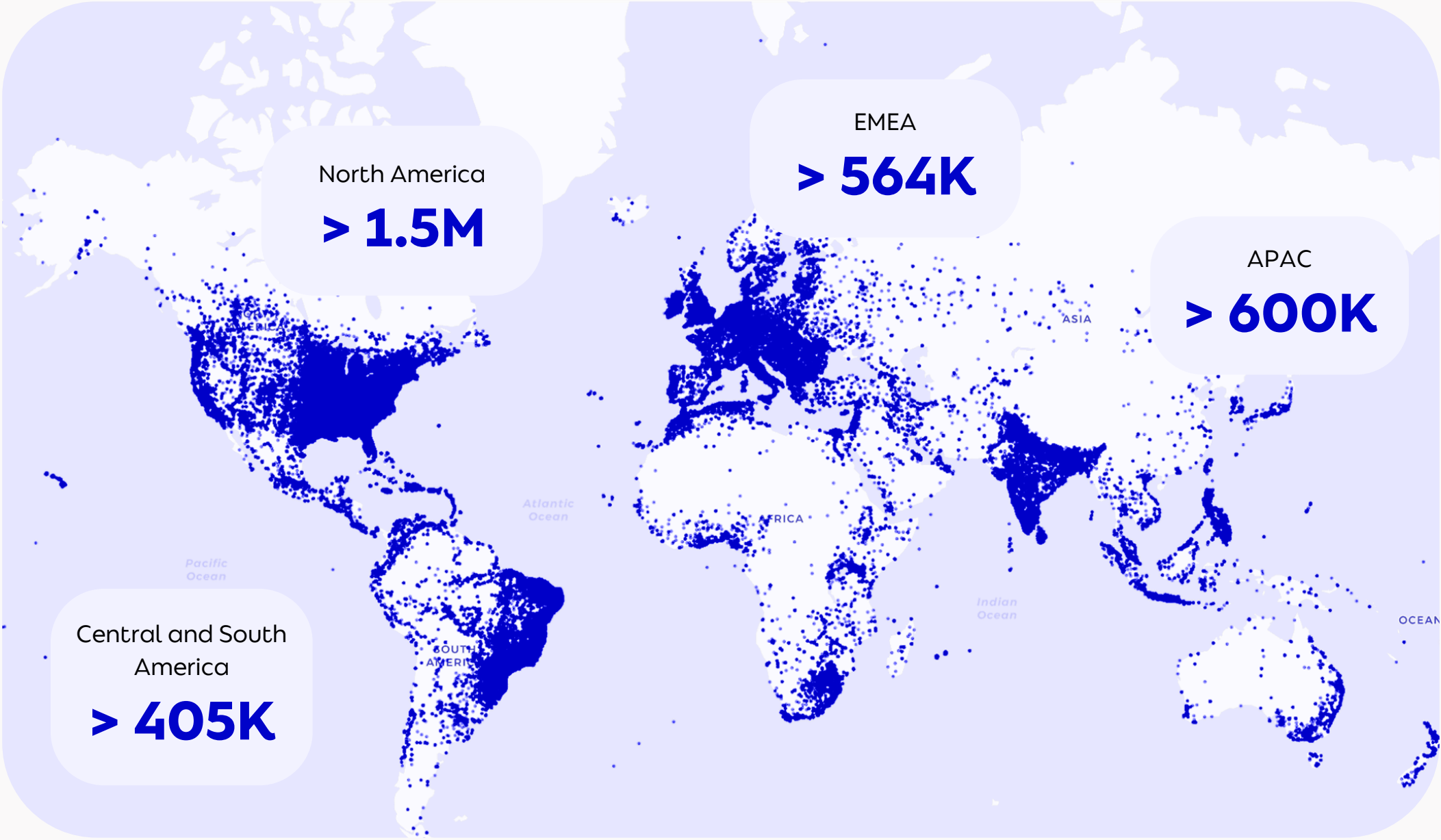
Once they've chosen their targeting options, they'll add a screener to help them identify qualified participants from those that they've targeted.

When they publish their project, targeting matches the project with participants that are likely to qualify. These participants then take a screener, and those that are successful are shown as 'qualified' to researchers.

The Respondent Panel

Rapidly growing participant base from 150+ countries

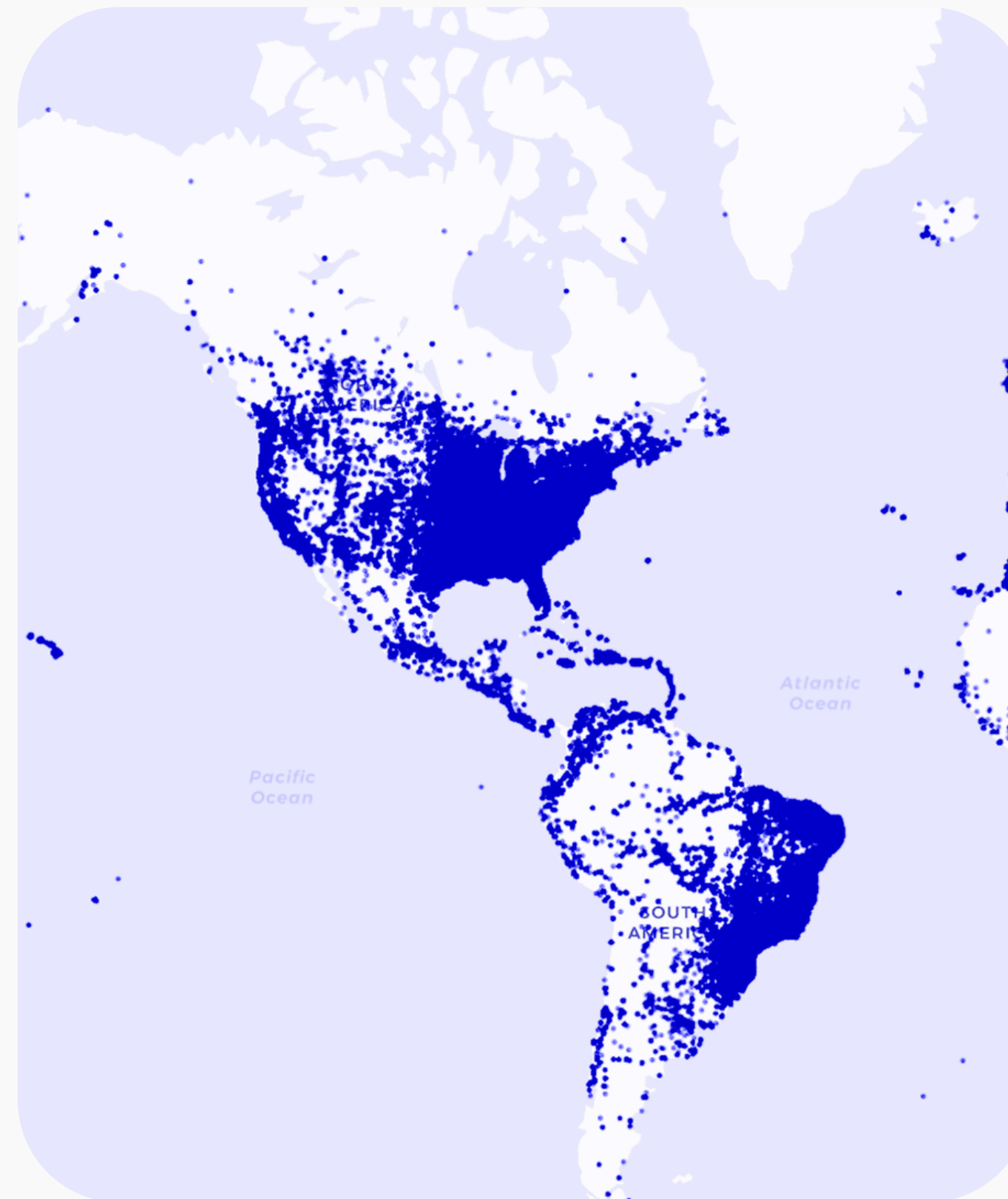
USA	1,561,863	France	21,830
Brazil	383,487	Egypt	19,896
India	201,205	Italy	17,289
Great Britain	120,804	Portugal	16,745
South Africa	112,677	Mexico	16,883
Canada	104,340	Spain	15,170
Kenya	72,859	Malaysia	15,335
Philippines	66,760	Jamaica	13,318
Australia	48,576	UAE	13,527
Germany	25,727	Netherlands	13,251
Indonesia	27,621	Colombia	12,029
Morocco	20,320	Ireland	11,994
Romania	17,875	Argentina	9,034



All Countries

Americas

Anguilla	Haiti
Antigua and Barbuda	Honduras
Argentina	Jamaica
Aruba	Martinique
Bahamas	Montserrat
Barbados	Panama
Belize	Paraguay
Bolivia	Peru
Bonaire, Sint Eustatius and Saba	Puerto Rico
Brazil	Saint Kitts and Nevis
Cayman Islands	Saint Lucia
Chile	Saint Martin (French part)
Colombia	Saint Vincent and the Grenadines
Costa Rica	Suriname
Curaçao	Trinidad and Tobago
Dominica	Turks and Caicos Islands
Ecuador	United States Minor Outlying Islands
El Salvador	Uruguay
French Guiana	Virgin Islands, British
Grenada	Virgin Islands, U.S.
Guadeloupe	
Guatemala	
Guyana	



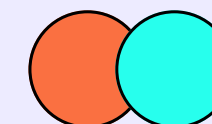
70K

new participants
each month



150+

countries



Deep B2B and
B2C reach

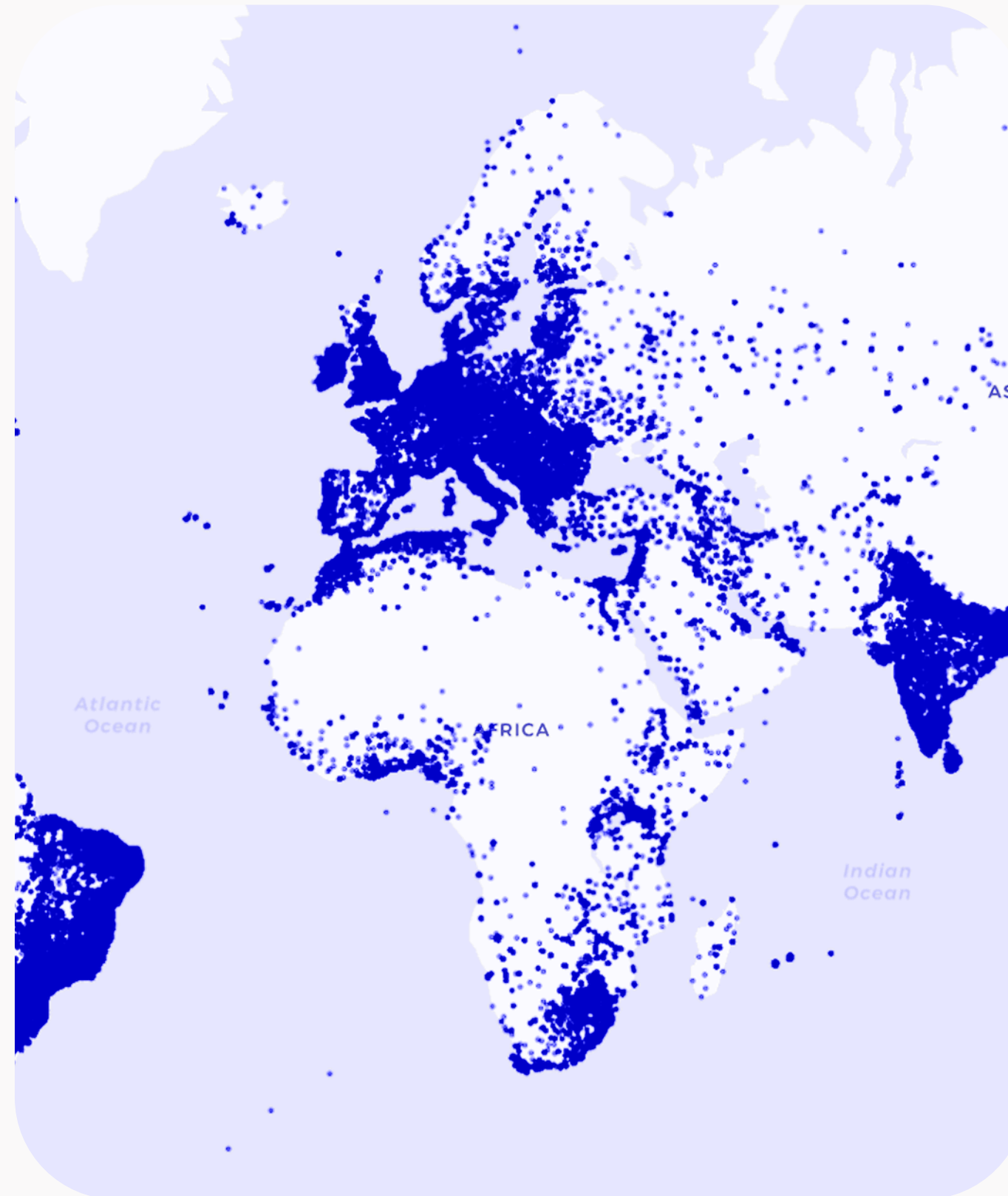
All Countries

EMEA

Albania
Algeria
Andorra
Armenia
Austria
Belgium
Benin
Bosnia and Herzegovina
Botswana
Bulgaria
Burkina Faso
Burundi
Cameroon
Cape Verde
Central African Republic
Chad
Comoros
Côte d'Ivoire
Croatia
Cyprus

Czech Republic
Czechia
Denmark
Djibouti
Egypt
Equatorial Guinea
Eritrea
Estonia
Eswatini
Faroe Islands
Finland
France
Gabon
Gambia
Georgia
Germany
Gibraltar
Greece
Greenland

Guernsey
Guinea
Guinea-Bissau
Hungary
Iceland
Ireland
Isle of Man
Israel
Italy
Jersey
Jordan
Kenya
Latvia
Lesotho
Liberia
Liechtenstein
Lithuania



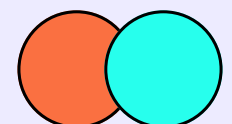
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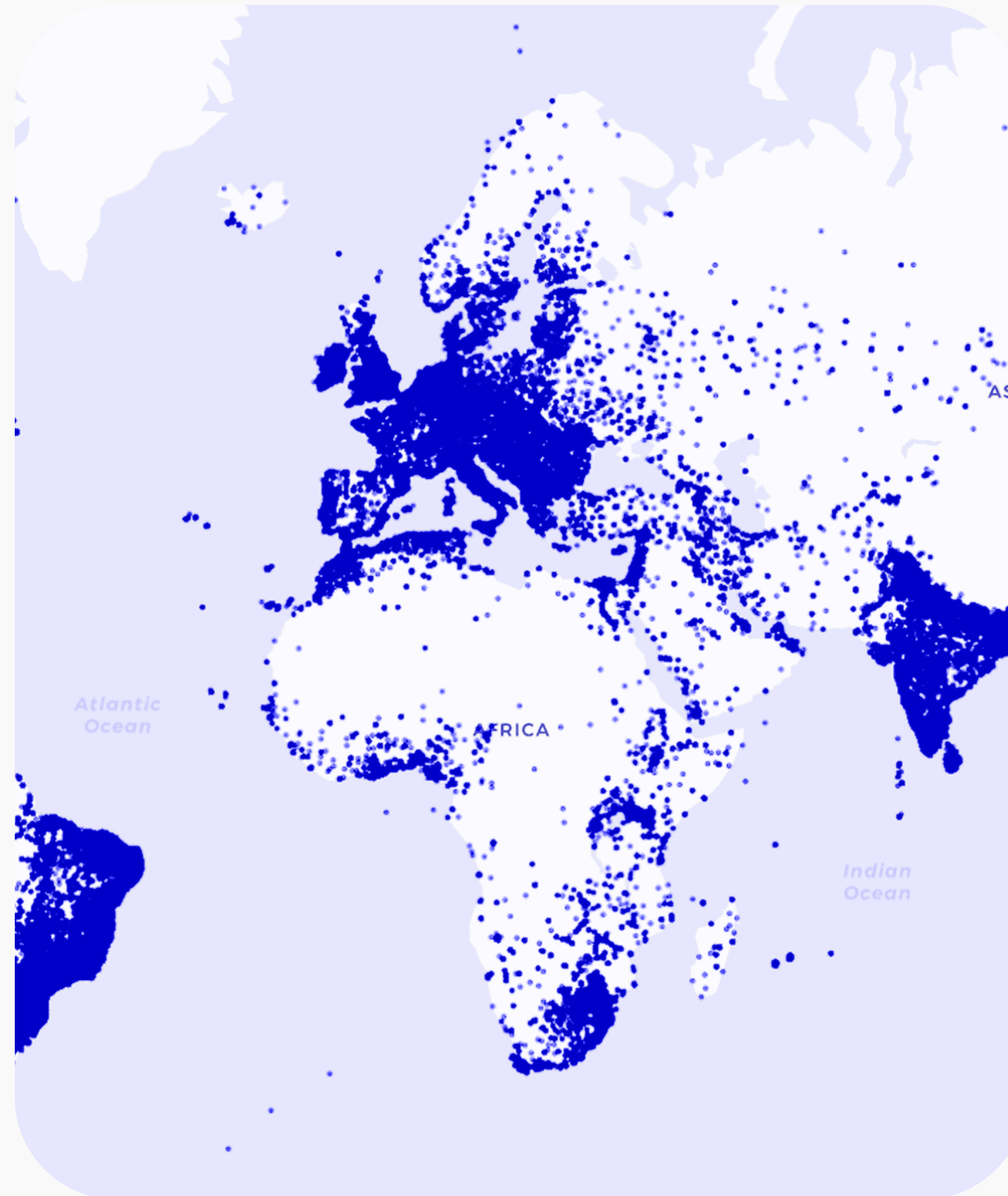


Deep B2B and
B2C reach

All Countries

EMEA (continued)

Luxembourg	Palestine	Swaziland (Eswatini)
Madagascar	Poland	Sweden
Malawi	Portugal	Switzerland
Malta	Qatar	São Tomé and Príncipe
Mauritania	Republic of Congo	Tanzania
Mauritius	Réunion	Togo
Mayotte	Romania	Tunisia
Moldova	Rwanda	Turkey
Monaco	San Marino	United Arab Emirates
Montenegro	Saudi Arabia	United Kingdom
Morocco	Senegal	Vatican City
Mozambique	Serbia	Western Sahara
Namibia	Seychelles	Zambia
Netherlands	Sierra Leone	
Niger	Slovakia	
Nigeria	Slovenia	
North Macedonia	South Africa	
Norway	South Sudan	
Oman	Spain	



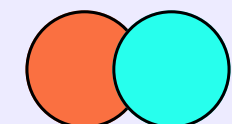
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new participants
each month



150+

countries

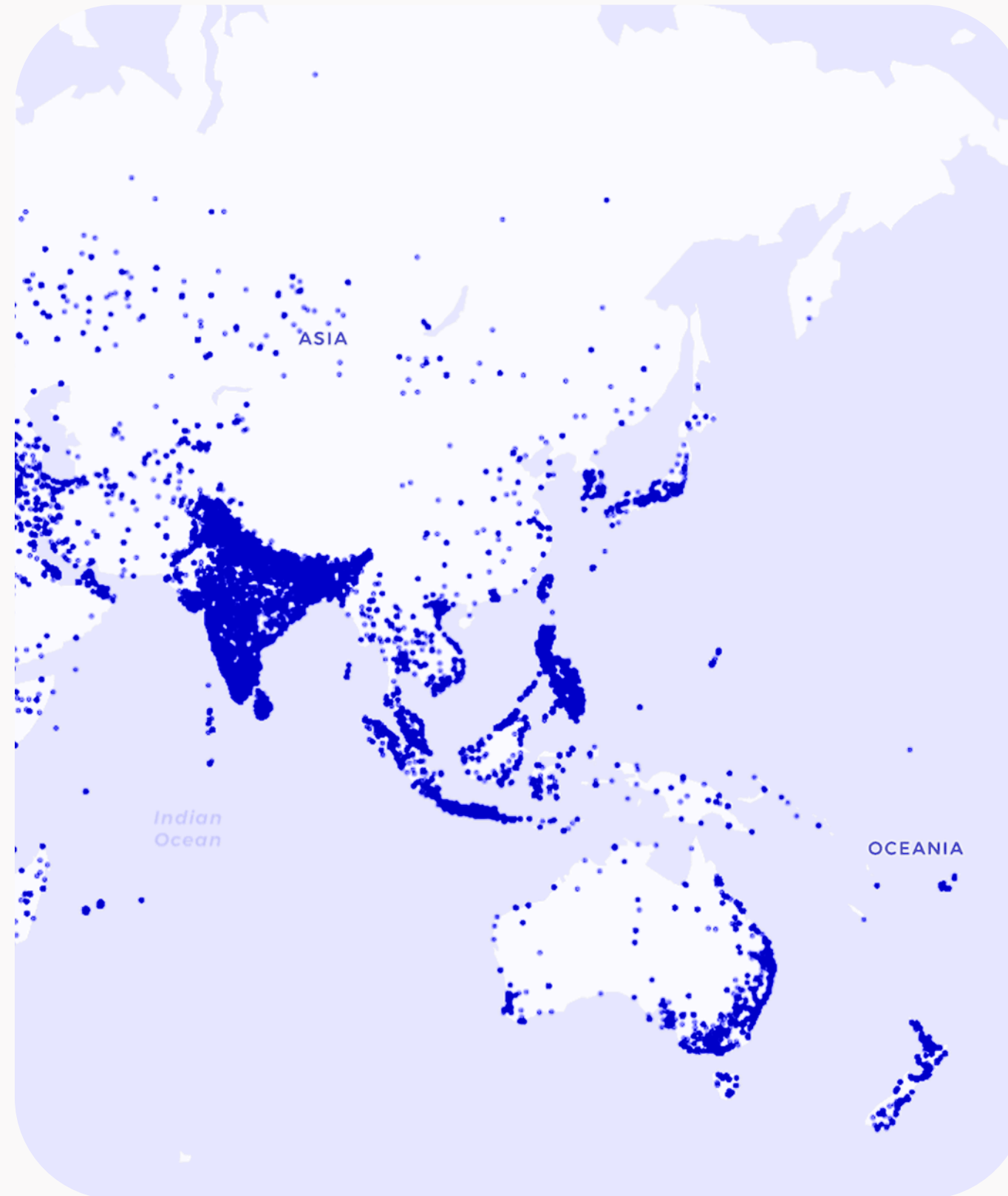


Deep B2B and
B2C reach

All Countries

APAC

American Samoa	New Caledonia
Australia	New Zealand
Bangladesh	Norfolk Island
Bhutan	Northern Mariana Islands
Brunei	Palau
Fiji	Philippines
French Polynesia	Pitcairn
Guam	Samoa
India	Singapore
Indonesia	Solomon Islands
Japan	South Korea
Kazakhstan	Sri Lanka
Kiribati	Taiwan
Laos	Tajikistan
Malaysia	Thailand
Maldives	Timor-Leste
Micronesia	Tokelau
Mongolia	Tonga
Nepal	Turkmenistan
	Tuvalu
	Uzbekistan
	Vietnam



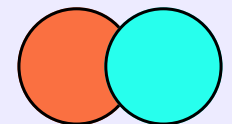
70K

new participants
each month



150+

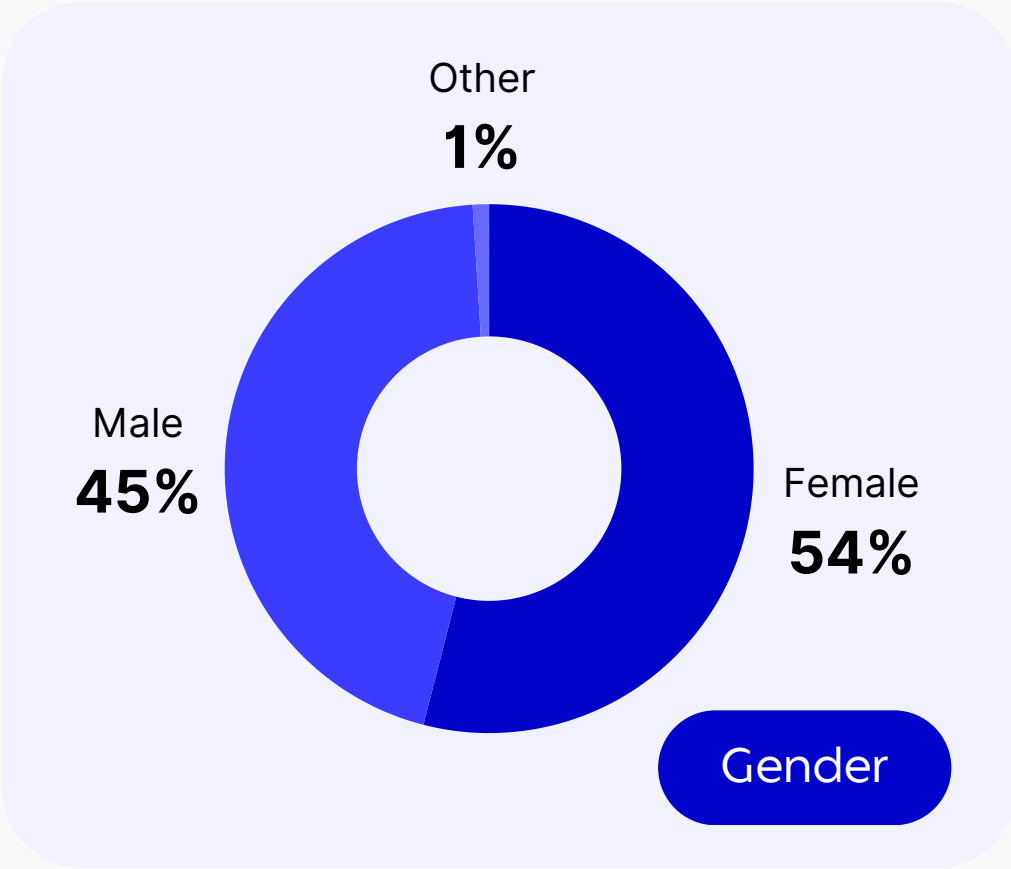
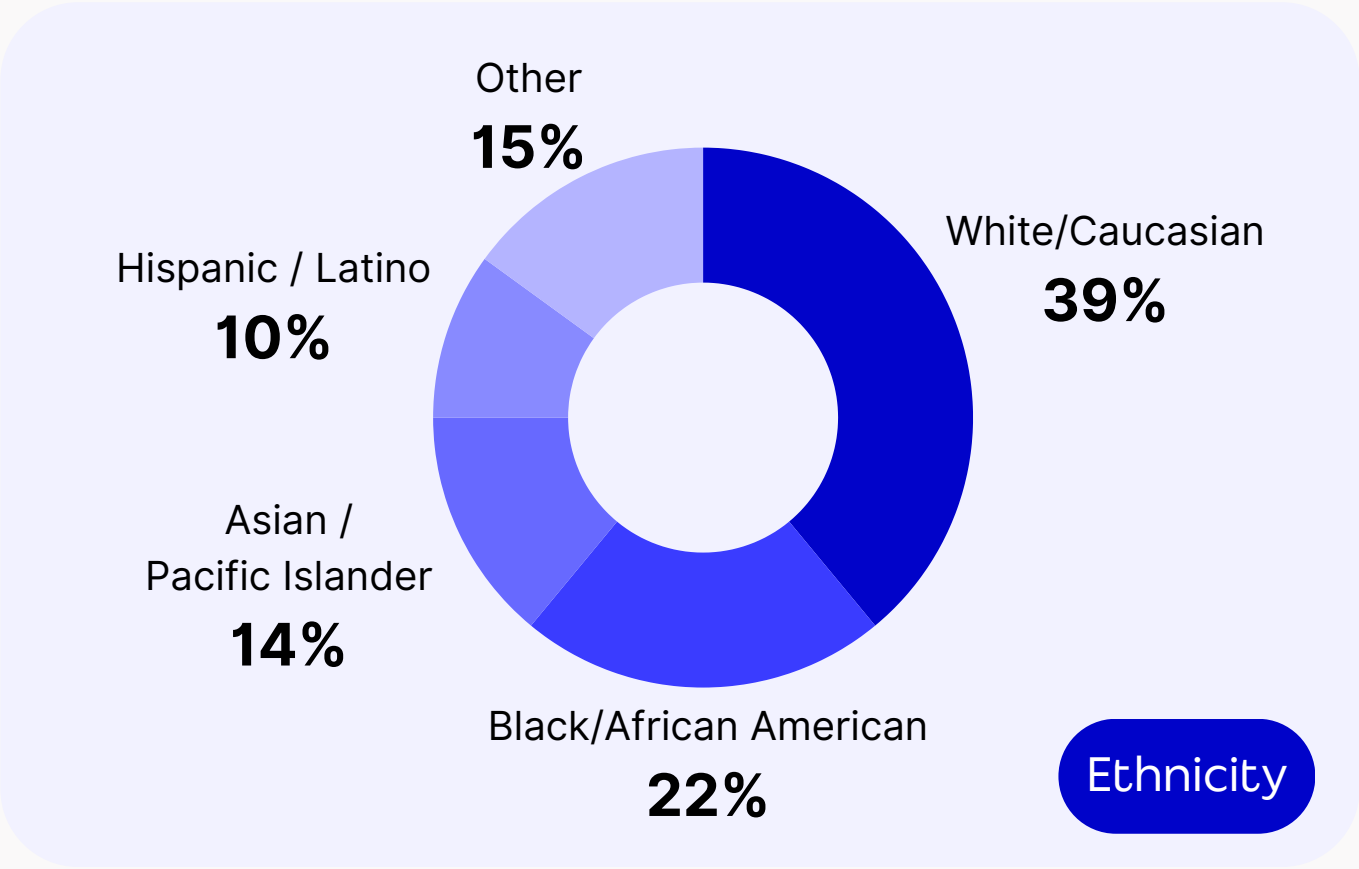
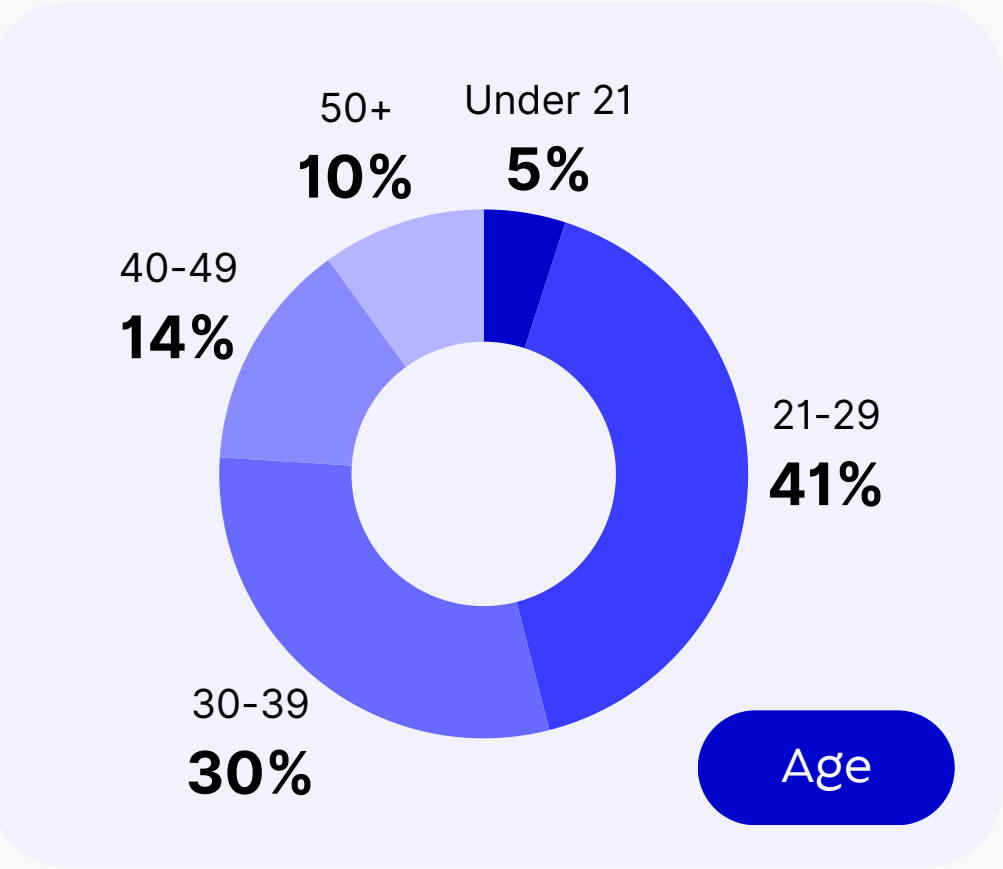
countries



Deep B2B and
B2C reach

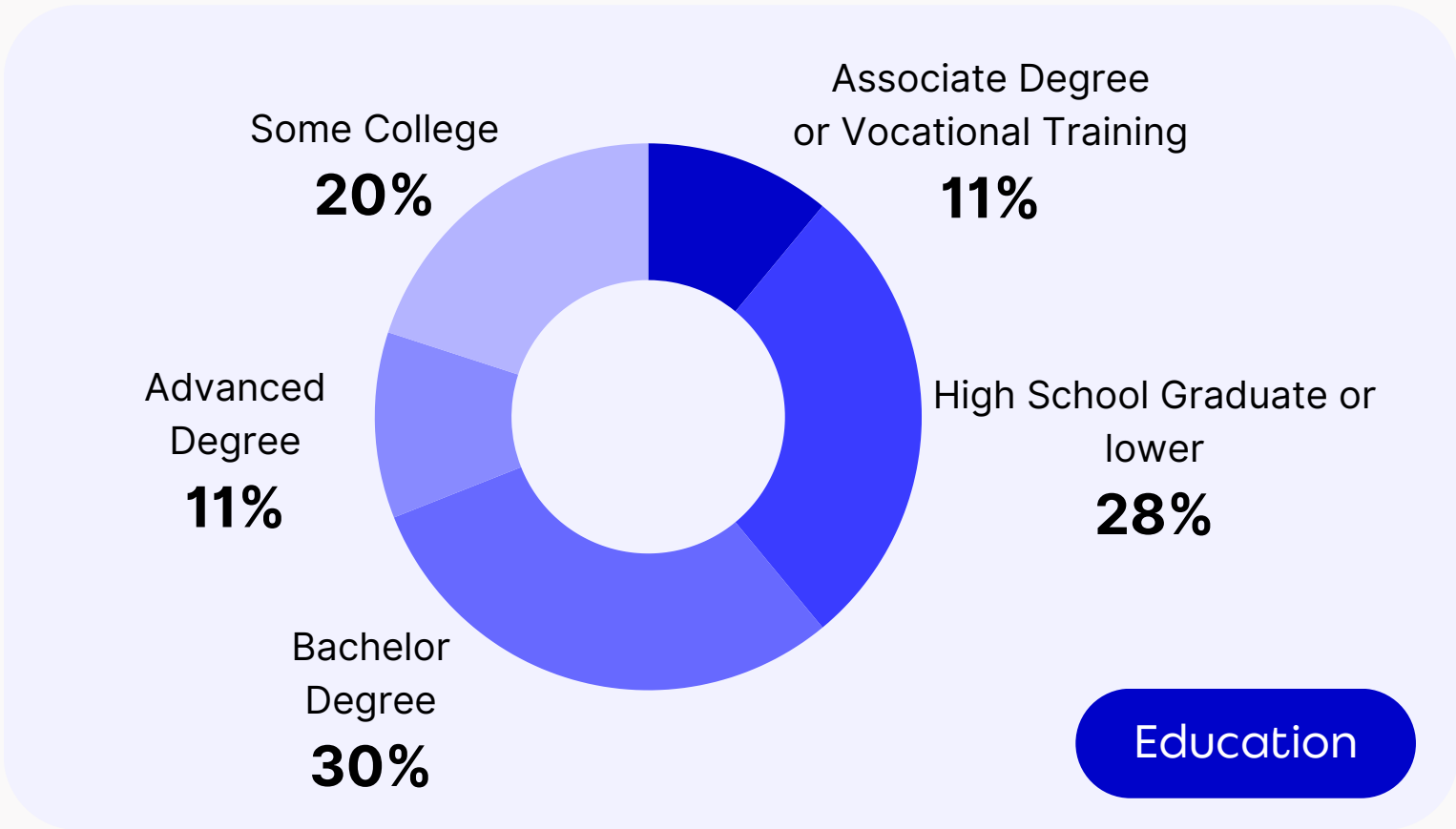
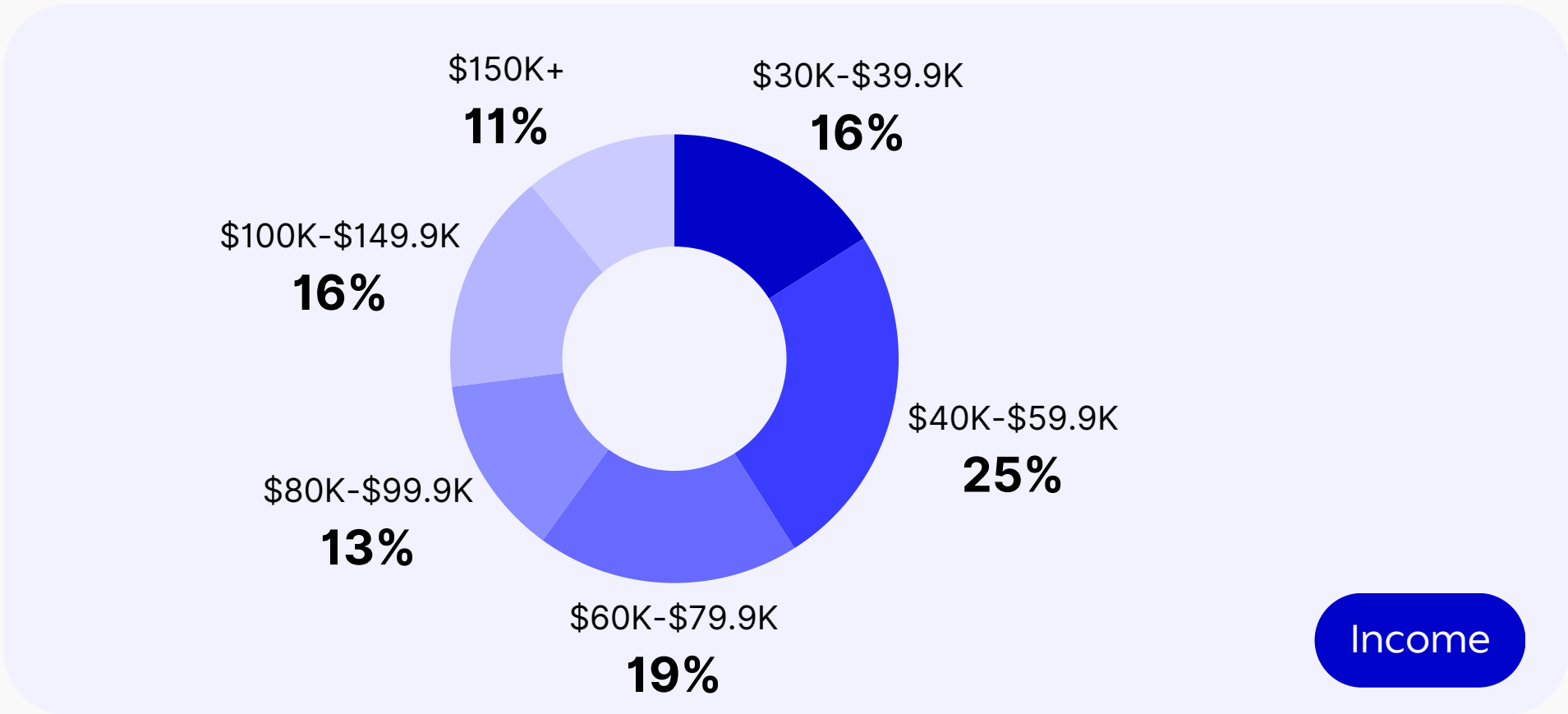
Demographic Snapshot

Our diverse panel makes it easy to find participants for any study. Here’s a view of the split of participants across the panel within each demographic group.



Demographic Snapshot (continued)

Our diverse panel makes it easy to find participants for any study. Here’s a view of the split of participants across the panel within each demographic group.



*not every participant has supplied income. Income is in US dollars although some participants may have entered income in local currency.



Healthcare Worker

Teacher

Marketing Manager

Sales Manager

CEO & Founder

Consultant

Registered Nurse

Self Employed

CAD

SketchUp

Photography

Communication

Design

Python

Figma

Illustrator

Photoshop



133K +

Job Titles



290K +

Skills

Industry Professionals

On sign-up, participants share information about professions, skills, and job titles. Our panel contains industry professionals across 145 industries, 133k+ job titles, and 290k+ skills. Researchers can target by each of these targeting criteria.

To ensure quality we ask participants for work email verification every 90 days and encourage them to connect their LinkedIn profiles.

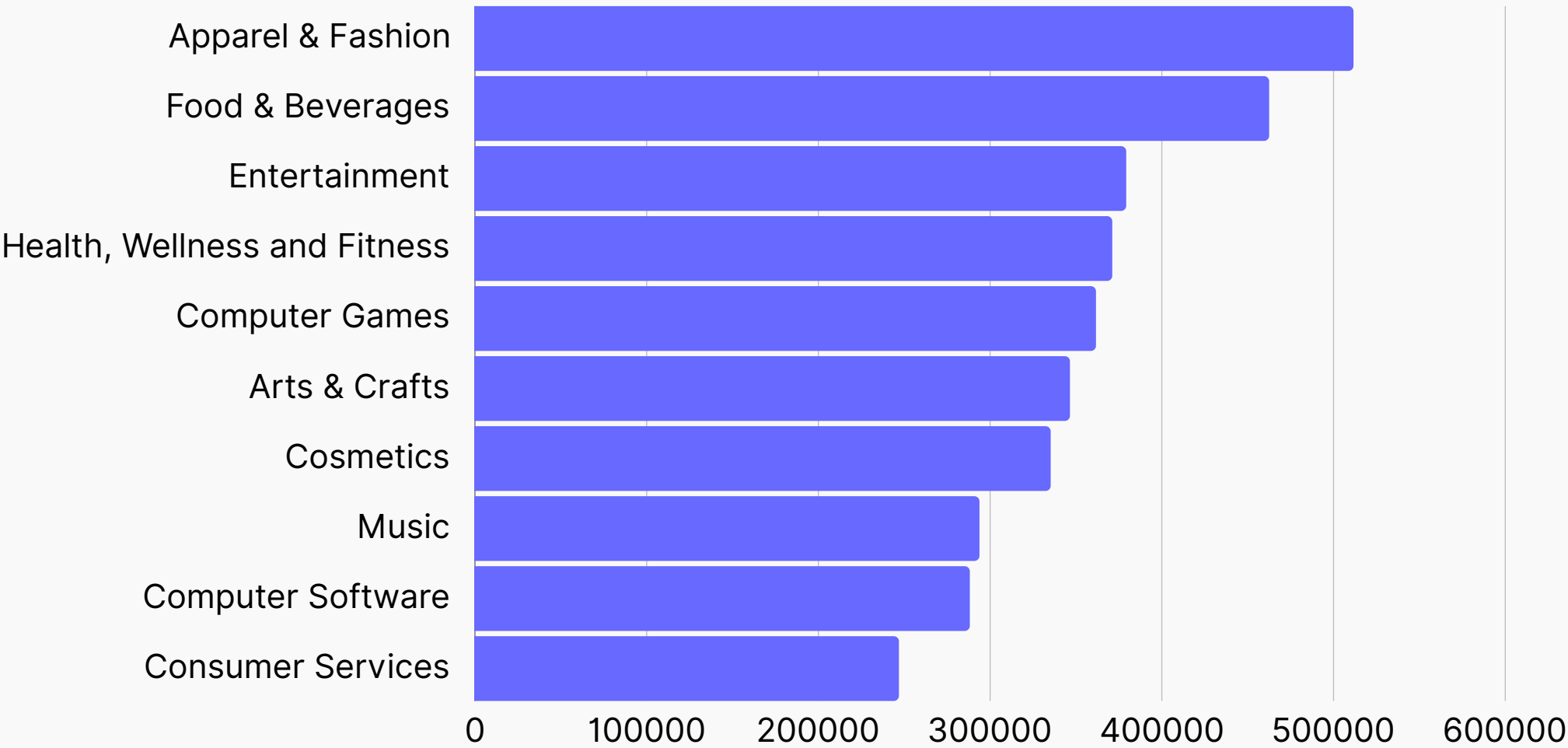
Any participant can see industry professional (B2B) projects published on Respondent so they can refer friends and family who may be a good match.

The ability to target industry professionals on our proprietary panel makes us one of a handful of recruitment providers that can reliably source high-quality professional participants for research studies.



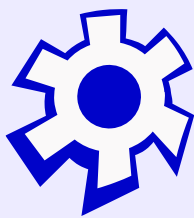
Industries

A view of the top industries for B2B professionals



*Participants can select multiple industries

You can target B2B Professionals from over

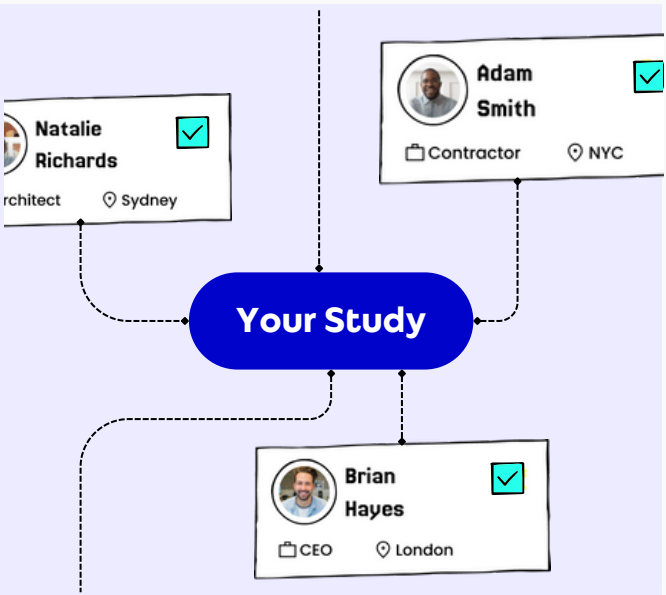


145
Industries



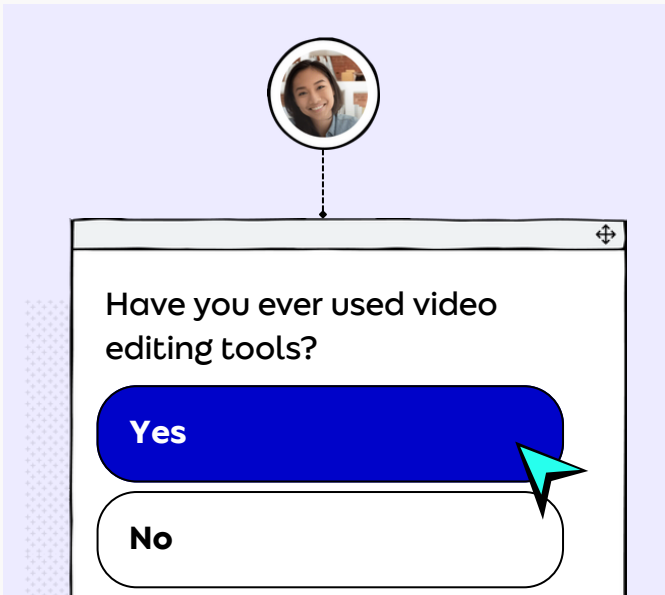
How recruitment works with Respondent

Here's how our platform recruits participants for your research studies



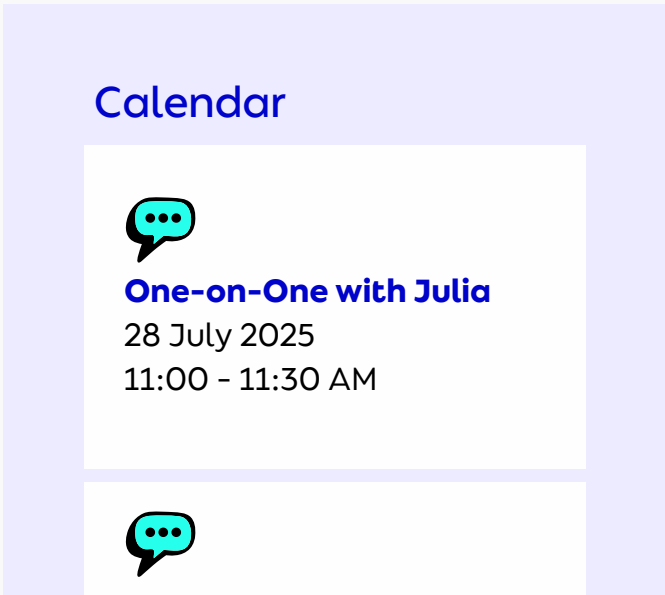
Match

Our algorithm matches the most relevant participants to your project. It takes 15 minutes to find your first qualified participant, 1.5 days to fill a study



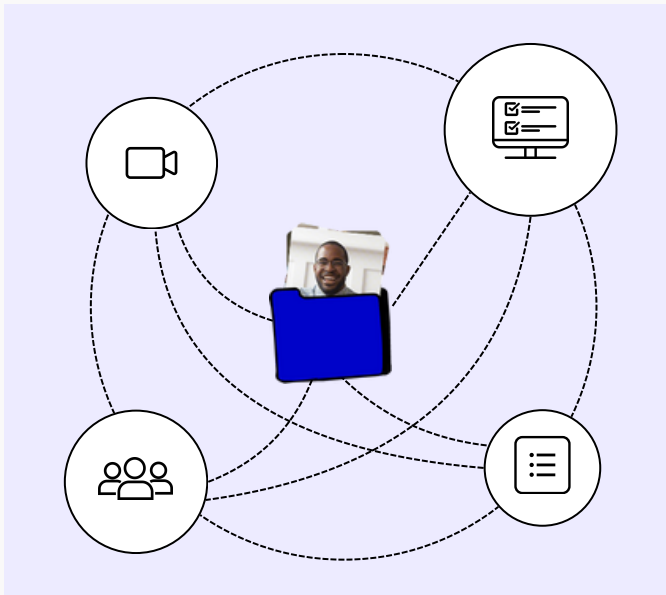
Screen

We screen participants on our platform based on your screener questions



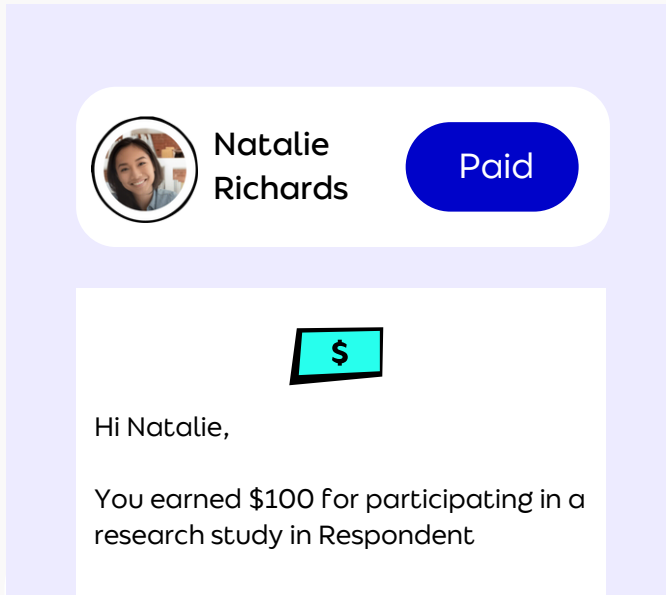
Schedule

Qualified participants are auto-invited or your customers hand-select from a list of qualified participants in your platform



Research

Conduct research and get insights from your customers for any methodology

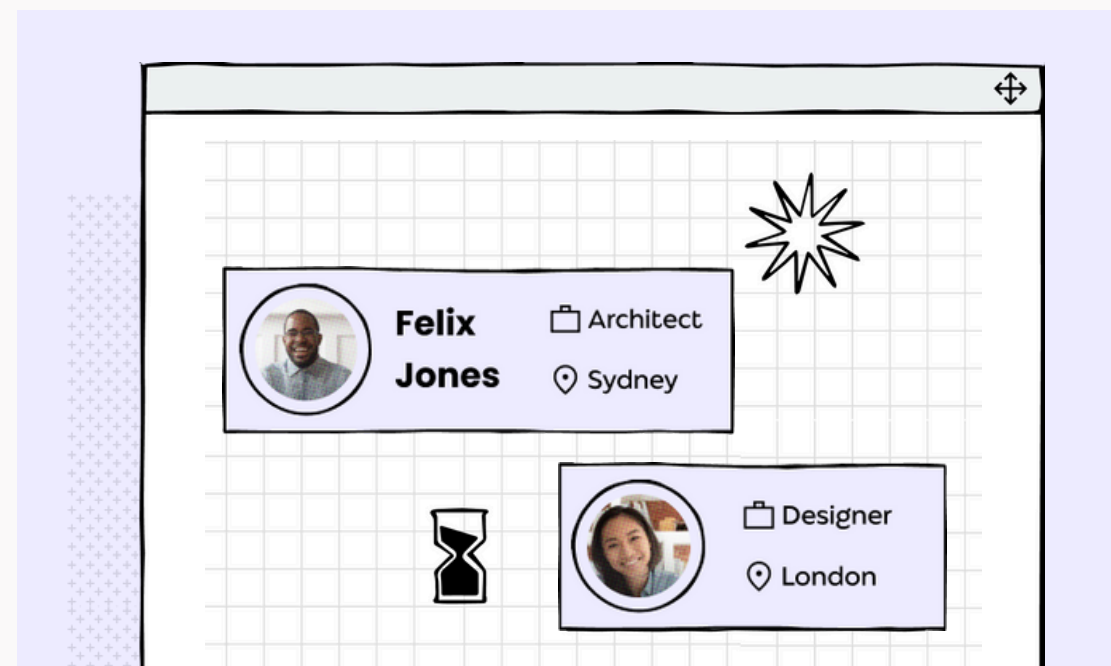


Pay

Your researchers mark research projects as complete and we'll issue incentive payments to your participants

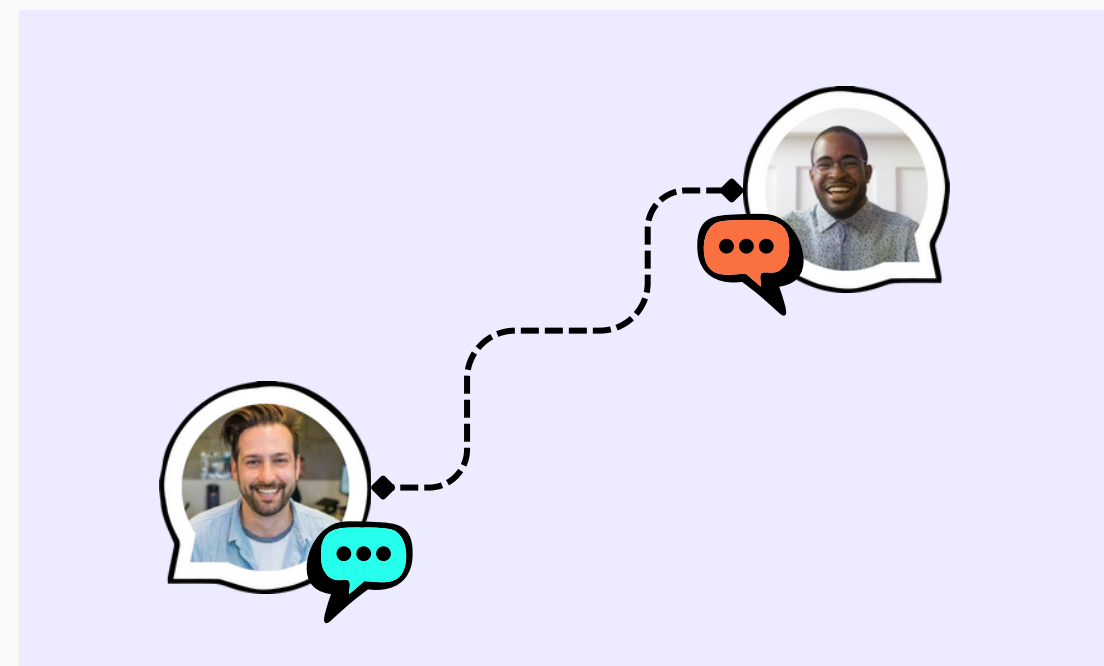
How we source participants for your studies

Here's how our platform recruits participants for your research studies



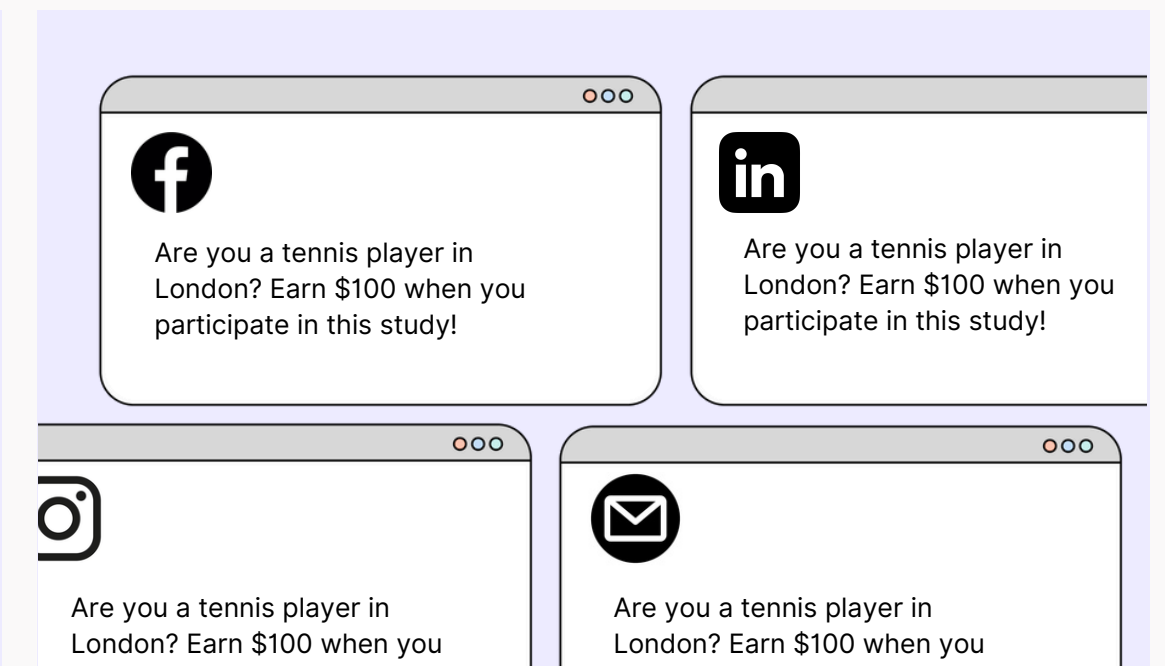
Panel

Our matching algorithm targets the most relevant participants to your project
It takes 15 minutes to find your first qualified participant, 1.5 days to fill a study



Referrals

Participants are incentivized to refer others to the panel and to projects. Referral incentives bring participants on and off-panel into studies. Referrals are the main driver of growth on Respondent's panel.



Additional Recruitment

When a project has more opportunities to fill, we'll run outreach to our panel to incentivize them to join. We also run off-panel recruitment campaigns to find hard-to-reach audiences.

Quality participants, no compromises

Fraud prevention is our #1 priority. Every layer of our platform—people, process, and tech—ensures your sessions are with real humans offering real insights. More than eight years of investing in our anti-fraud measures have made our defences among the strongest in the industry.



- Email verification
- Phone verification
- IP address checks
- Researcher ratings
- 95% participants show up
- Screener consistency checks
- Profile change locks
- 90-day work email verification
- Social media profile links
- Direct relationship with participants
- Suitable for all methodologies
- 4.9/5 participant rating
- <1% reported fraud
- Only pay for successful sessions



 **Respondent** × **Rally**

2025