

Panel Book 2025





3 million participants in 150+ countries & territories

I started recruiting research participants on the New York City Subway in 2016.

My friend ran an advertising agency and needed 10 spanish speakers for a study with his client, a Tequila brand.

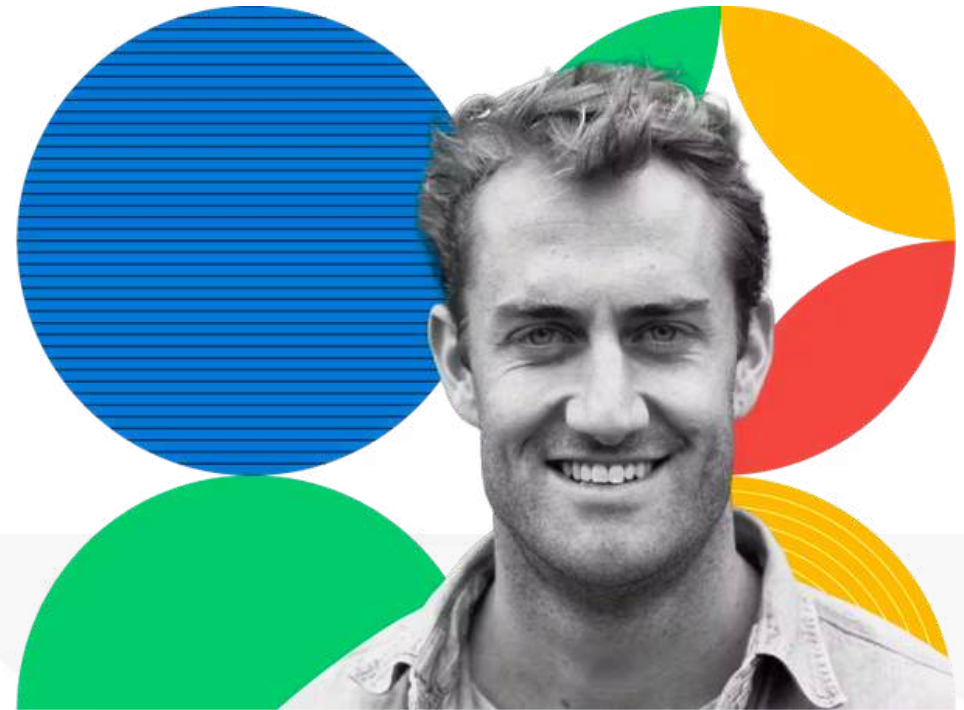
This project showed me how underserved research teams really are. From that moment I made it my mission to build the world's number one participant recruitment platform.

In 2024, more than 4,000 research teams trust Respondent to recruit their research participants.

Our 2024 Panel book shows you the makeup of our 3m+ participants. What's exciting is we have thousands of new participants joining every month.

If you're not satisfied with your participants, it's time to try Respondent.

- Jack Pratten, CEO & Co-Founder





Responsive, quality participants

The Respondent difference starts with the size of the Participant base.

However access to 3 million people isn't worth anything if you can't find who you are looking for or if the participants are low quality.

When comparing participant recruitment platforms think about speed, quality, and show rate. Here's how we stack up:

>95%

Invited participants
show-up

15 mins.

Median time to first
participant match

4.9 / 5

Average participant rating
(rated by researchers)



Contents

Targeting options **pg. 5**

Locations **pg. 6**

Age / Gender **pg. 10**

Ethnicity **pg. 11**

Education **pg. 12**

Income **pg. 13**

Industry Professionals **pg. 14**

Job titles **pg. 15**

Industries **pg. 16**

Software Engineering **pg. 18**

Human Resources **pg. 19**

Marketing, Product, Design **pg. 20**

Participant growth **pg. 21**

How we recruit **pg. 22**

Participant Quality **pg. 23**

Switch to Respondent **pg. 24**



Targeting options

On Respondent, targeting allows participants to apply to studies they are a match for.

Anyone is able to view and apply to your research project, but it's important to be specific about who you are targeting.

If you only want specific participants to qualify for your research, you can add this to your project and setup your screener questions to filter out poor matches.

We use the information from your project setup to send out invitations to our 3m+ participant database.

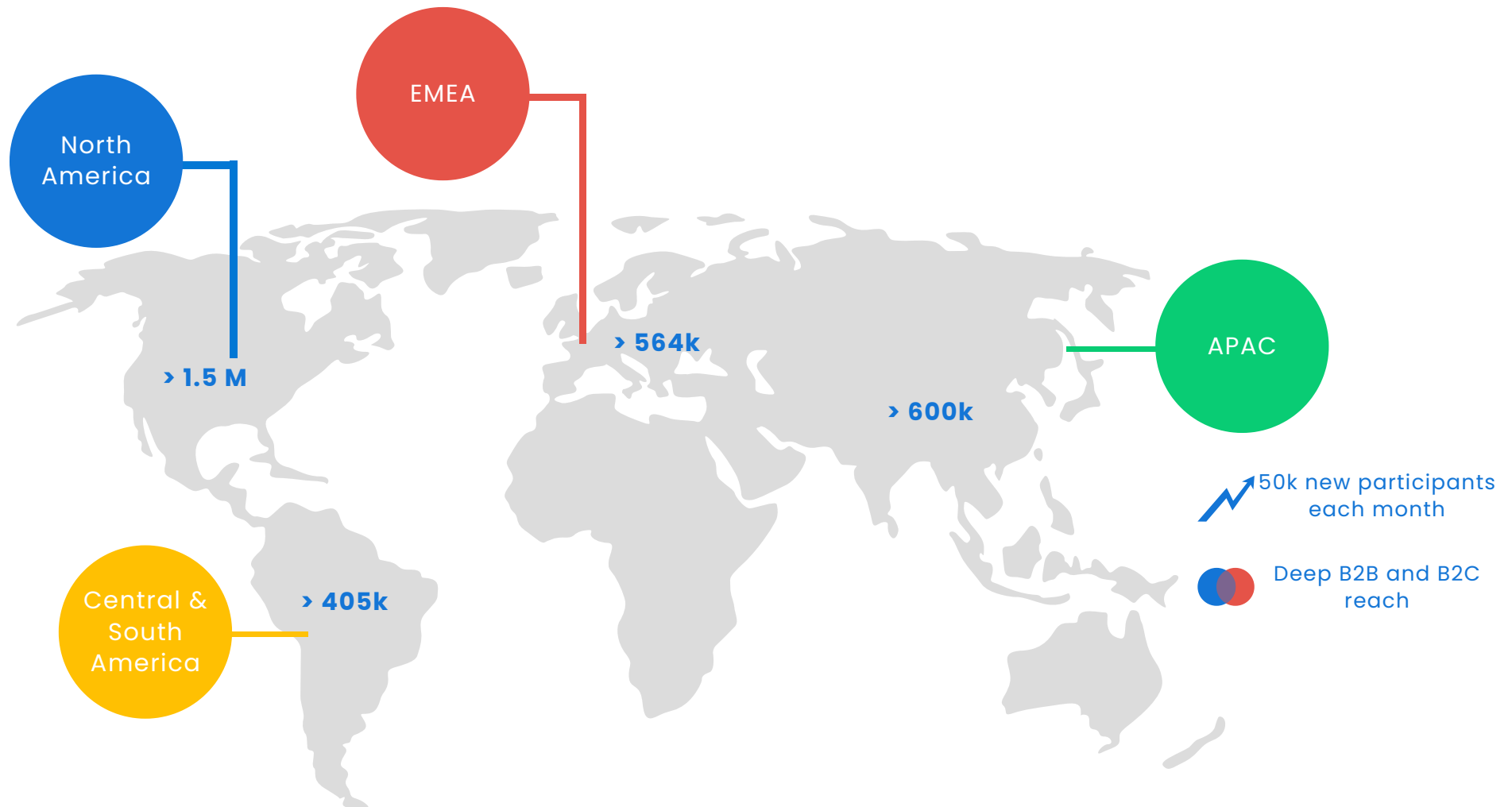
You can also access your team's participant database to view and invite previous participants in your studies.

All Targeting options:

- Age
- Location
- General population or industry professional
- Gender
- Ethnicity
- Education
- Household income
- Topics
- Industry
- Job title
- Company size
- Skills
- Past participation

The Respondent Panel

Rapidly growing global participant coverage



Top countries



 USA	1,457,168
 BRAZIL	370,557
 INDIA	189,148
 GREAT BRITAIN	107,844
 SOUTH AFRICA	98,680
 CANADA	96,541
 KENYA	63,875
 PHILIPPINES	58,663
 AUSTRALIA	44,799
 GERMANY	23,797
 INDONESIA	22,889
 MOROCCO	18,910
 ROMANIA	16,858

 FRANCE	18,381
 EGYPT	18,043
 ITALY	15,920
 PORTUGAL	15,463
 MEXICO	15,189
 SPAIN	13,856
 MALAYSIA	13,541
 JAMAICA	12,445
 UAE	12,228
 NETHERLANDS	11,948
 COLOMBIA	11,341
 IRELAND	11,124
 ARGENTINA	8,529

All Countries



Albania
Algeria
American Samoa
Andorra
Anguilla
Antigua and Barbuda
Argentina
Armenia
Aruba
Australia
Austria
Bahamas
Bahrain
Bangladesh
Barbados
Belarus
Belgium
Belize
Benin
Bermuda
Bhutan
Bolivia
Bonaire, Sint Eustatius
and Saba
Bosnia and Herzegovina

Botswana
Brazil
Brunei
Bulgaria
Burkina Faso
Burundi
Cameroon
Canada
Cape Verde
Cayman Islands
Central African Republic
Chad
Chile
Colombia
Comoros
Cook Islands
Costa Rica
Czech Republic
Côte d'Ivoire
Croatia
Curaçao
Cyprus
Czechia
Congo
Denmark

Djibouti
Dominica
Ecuador
Egypt
El Salvador
Equatorial Guinea
Eritrea
Estonia
Ethiopia
Faroe Islands
Fiji
Finland
France
French Guiana
French Polynesia
Gabon
Gambia
Georgia
Germany
Gibraltar
Greece
Greenland
Grenada
Guadeloupe
Guam

Guatemala
Guernsey
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
Hungary
Iceland
India
Indonesia
Iraq
Ireland
Isle of Man
Israel
Italy
Jamaica
Japan
Jersey
Jordan
Kazakhstan
Kenya
Kiribati
Laos
Latvia

Lebanon
Liberia
Libya
Liechtenstein
Lithuania
Luxembourg
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Martinique
Mauritania
Mauritius
Mayotte
Mexico
Micronesia
Moldova
Monaco
Mongolia
Montenegro
Montserrat
Morocco
Mozambique

All Countries cont.



Namibia
Nepal
Netherlands
New Caledonia
New Zealand
Nicaragua
Niger
Nigeria
Norfolk Island
North Macedonia
Northern Mariana Islands
Norway
Oman
Palau
Palestine
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Pitcairn
Poland
Portugal

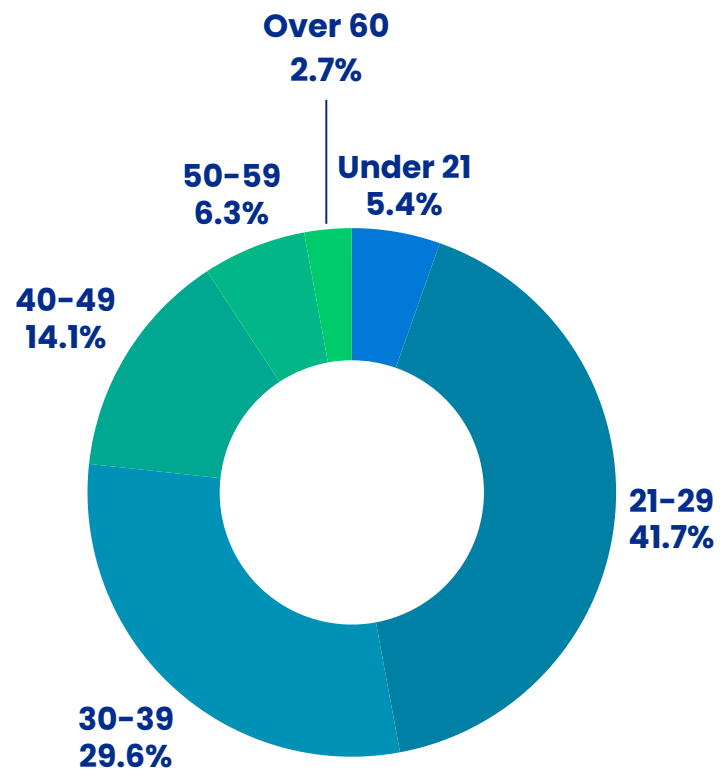
Puerto Rico
Qatar
Republic of Congo
Réunion
Romania
Rwanda
Réunion
Saint Kitts and Nevis
Saint Lucia
Saint Martin (French part)
Saint Pierre and Miquelon
Saint Vincent and the
Grenadines
Samoa
San Marino
Sao Tome and Principe
Saudi Arabia
Serbia
Seychelles
Sierra Leone
Singapore
Slovakia
Slovenia

Solomon Islands
Somalia
South Africa
South Korea
Spain
Sri Lanka
Suriname
Swaziland
Sweden
Switzerland
Tanzania
Thailand
Timor-Leste
Togo
Tonga
Trinidad and Tobago
Tunisia
Turkey
Turkmenistan
Turks and Caicos
Islands

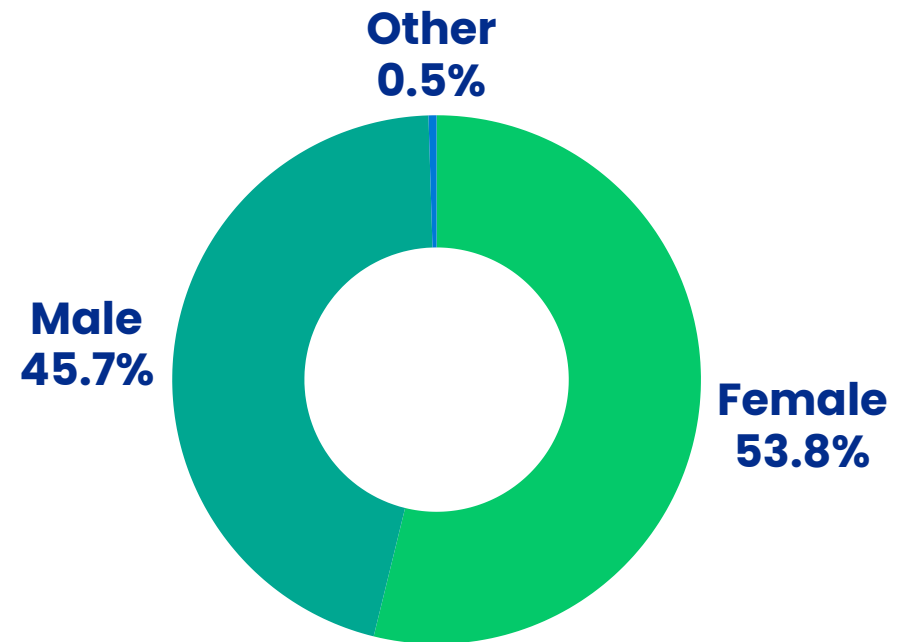
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
United States Minor Outlying
Islands
Uruguay
Uzbekistan
Vanuatu
Venezuela
Viet Nam
Virgin Islands, British
Virgin Islands, U.S.
Western Sahara
Yemen
Zambia
Zimbabwe



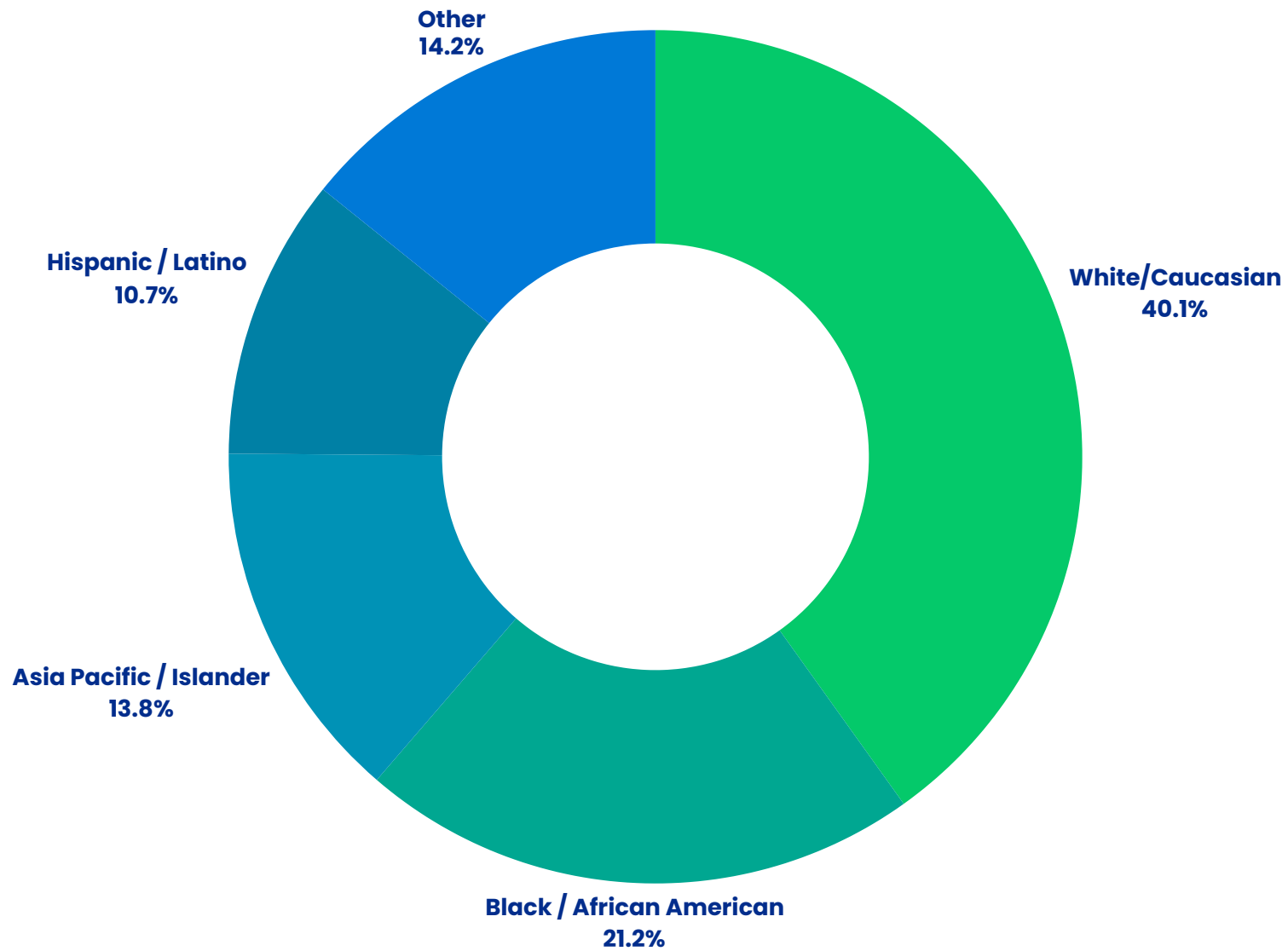
Age



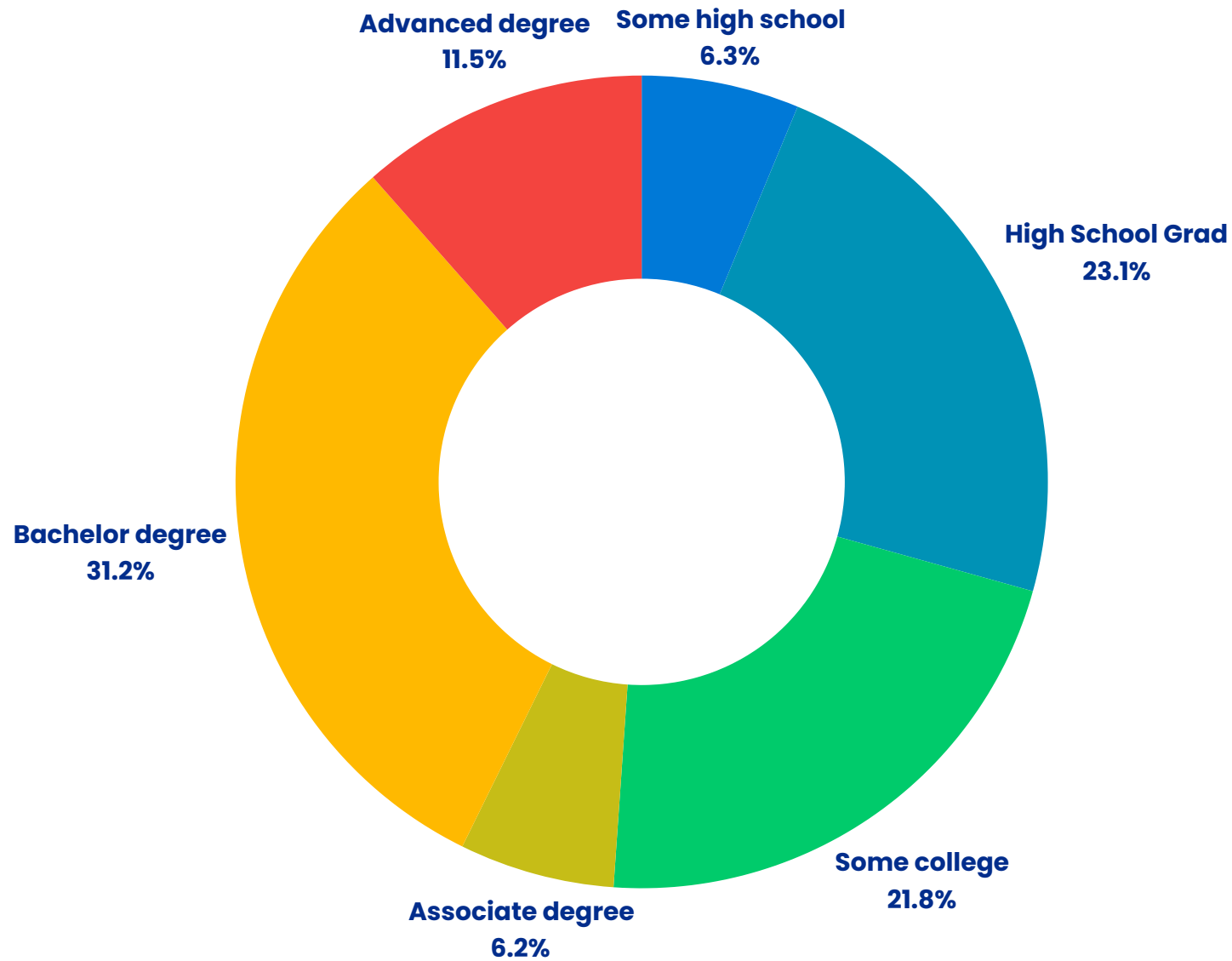
Gender



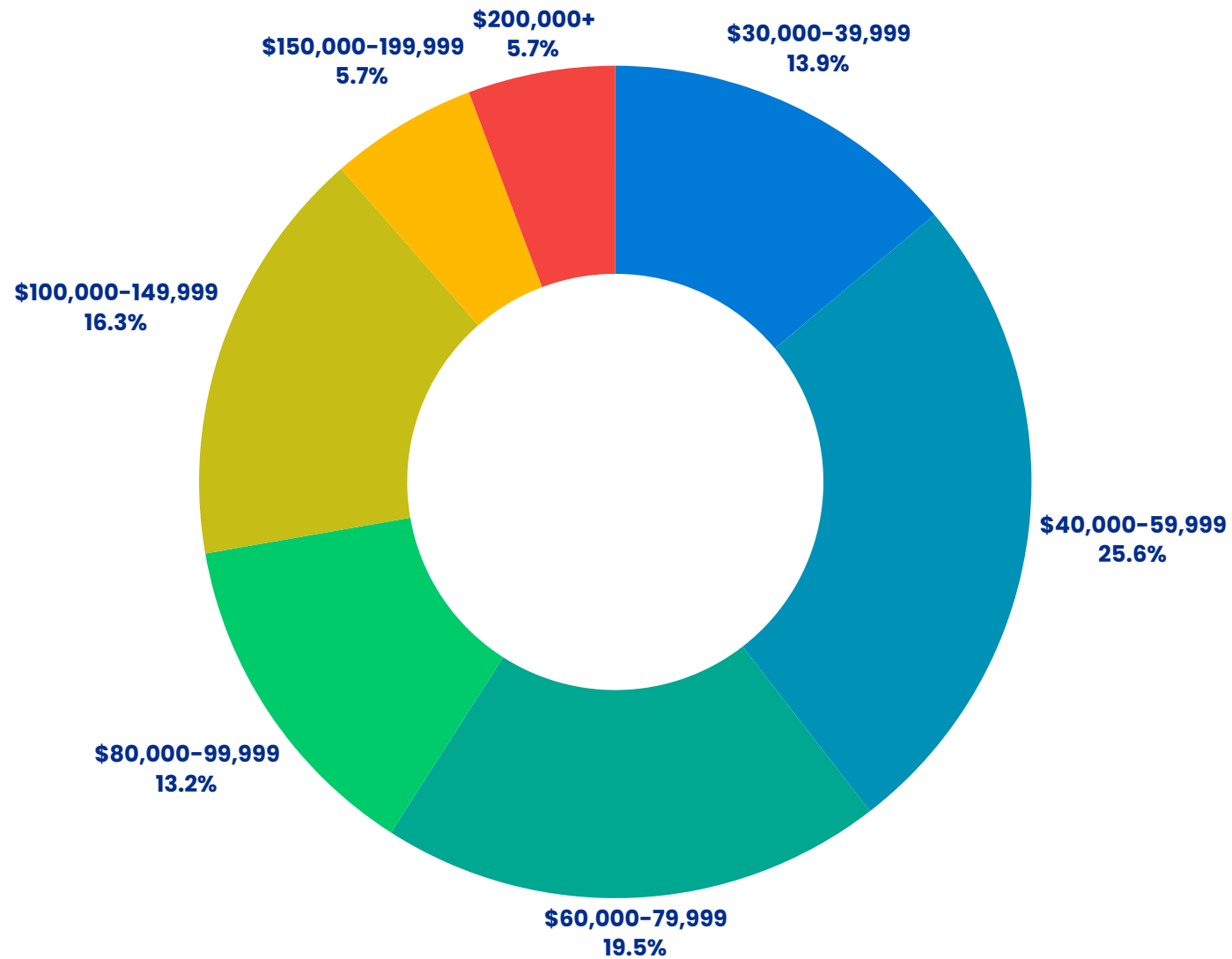
Ethnicity



Education



Income



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

Industry Professionals (B2B)

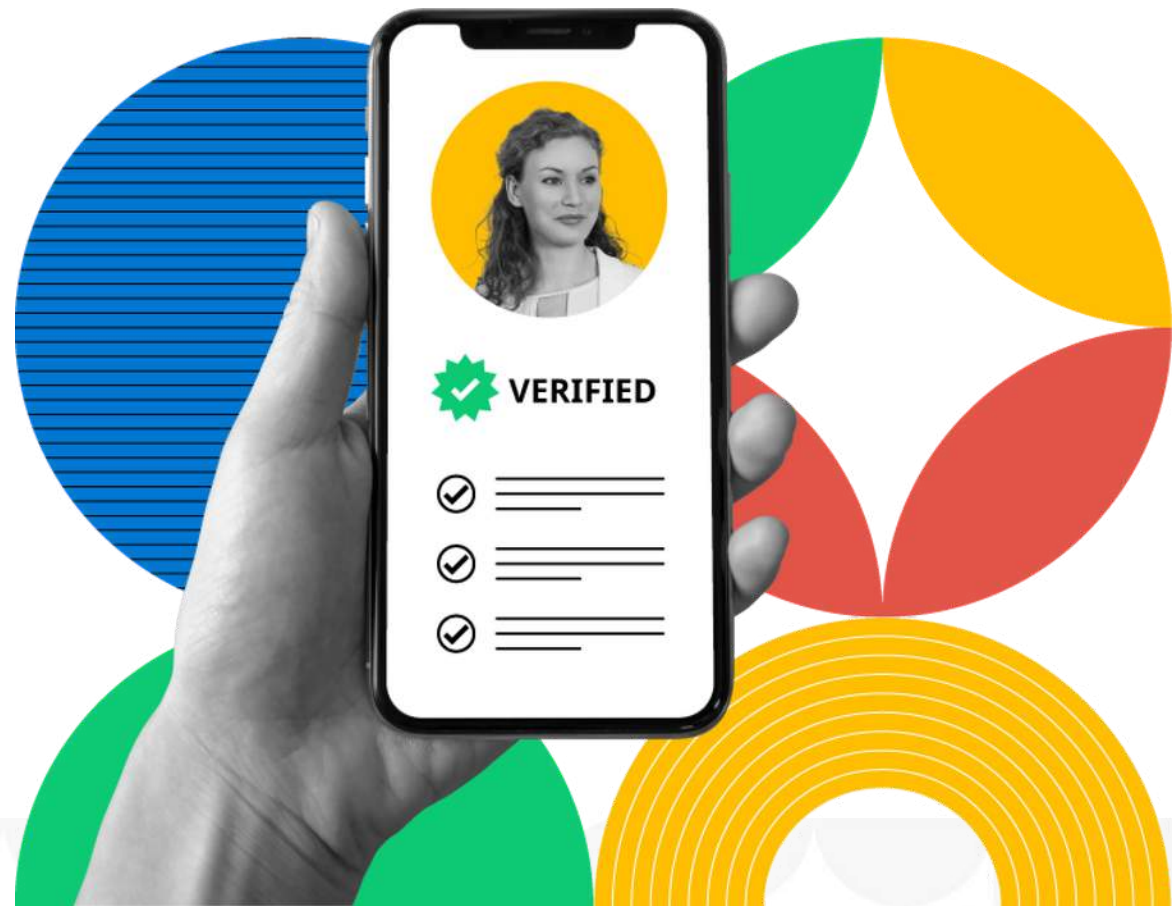


We ask participants for information about their profession, skills and job titles. Our panel contains industry professionals across 150 industries, 100,000+ job titles and 290,000+ skills. All these attributes are available for targeting.

Many participant recruitment solutions only offer individual participants (B2C) and do not have global industry professional capabilities (B2B).

To ensure quality participants we ask for work email verification every 90 days and allow participants 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.



Job titles



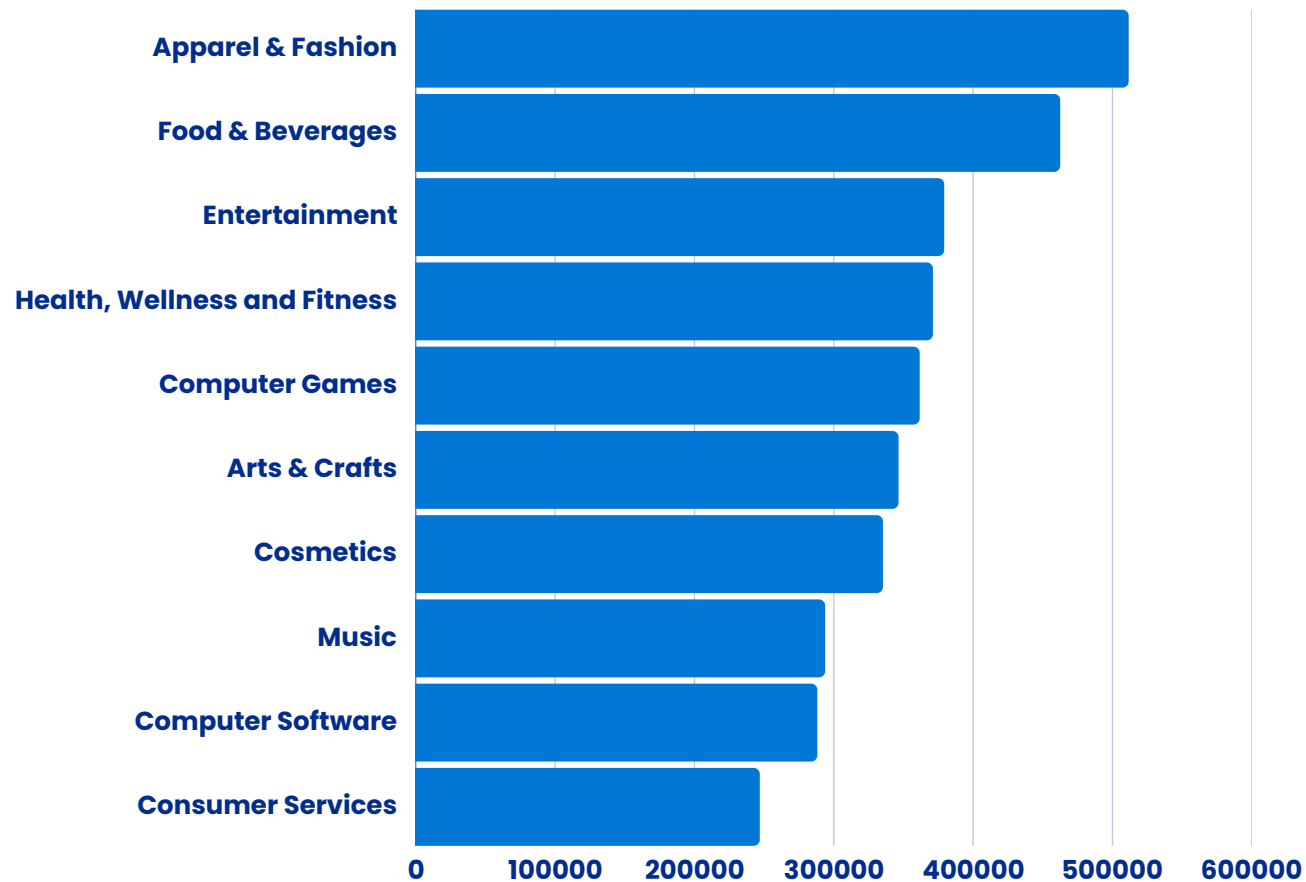
A sample of the 133,000+ job titles you can use to target our B2B Industry Professional Participants

Director	Social Worker	Empleado	Medical Doctor	Human Resources
Healthcare Worker	Warehouse Associate	Executive Assistant	Machine Operator	Student Worker
Educator/Teacher	Associate	Receptionist	Marketing Director	Web Developer
Marketing Manager	Office Manager	Real Estate Agent / Realtor	Finance Manager	President
Sales Manager	Server	Financial Analyst	Barista	Realtor
CEO & Founder	Registered Nurse	Pharmacy Technician	Partner	English Teacher
Assistant Manager	Cashier	Research Assistant	Education	Production Worker
Consultant	CEO	Nurse	Marketing Coordinator	Coordinator
Sales Representative	Analyst	Sales	Founder	Professor
Delivery Driver	Gerente	Researcher	Administration	Self Employed/Independent
Graphic Designer	Product Manager	Caregiver	Office Administrator	Contractor
Supervisor	Retail Sales Associate	Vendedor	Owner/Manager	Information Technology Specialist
Software Developer	Accountant	Crew Member	Team Leader	Data Scientist
Owner/Operator	Self Employed	Program Manager	Digital Marketing Manager	Creative Director
Operations Manager	Registered Nurse BSN	Manager/Owner	Vendedora	Financial Advisor
Cashier And Customer Service	Gerente Geral	Intern	Pharmacist	Registered Nurse RN
Customer Service	Auxiliar Administrativo	Student Freelancer	Marketer	Government Employee
Engineer	Manager Operations	Human Resources Manager	Chef	Clerk
Account Manager	Driver	Business Owner	Social Media Manager	Property Manager
Medical Assistant	Administrative Assistant/ Office	Worker	Entrepreneur Small Business	Assistente Administrativo
Freelancer	Manager	Team Member	Owner	Operator
Data Analyst	Senior Software Engineer	Account Executive	Security Guard	Certified Nursing Assistant
Administrator	Designer	Team Leader / Supervisor	Independent Contractor	Founder & CEO
Data Analyst	Managing Director	Bartender	Education Specialist	Part Time Employee
Information Technology	Marketing	Insurance Agent	Mechanical Engineer	Digital Marketing Specialist
Owner And Founder	Teacher Of English	Business Development Manager	Front Desk Receptionist	Store Manager
Waitress & Server	Assistant	N/A Student	Health Care Assistant	Technical Support
Food Service Worker	General Manager	Retail Manager	Lawyer	Electrical Engineer
Business Analyst	Cashier / Sales Associate	Server/Bartender	Retail Associate	Office Assistant
Special Education Teacher	Customer Service Associate	Project Coordinator	Substitute Teacher	Barista/Cashier/Customer
Technician	CEO/Owner	Artist	Executive Director	Service/Shift Supervisor
Hospitality	Marketing Specialist	Cook	Home Health Aide	Architect
Security Officer	Construction Worker	Real Estate Agent	Senior Manager	
Director Of Operations	Sales Consultant	Warehouse Worker		

Industries



Top Industries for our B2B Industry Professional Participants



B2B Industry Professional Participants
*participants can select multiple industries

Industries



Industries you can use to target our B2B Industry Professional Participants

Consumer Services
Hospital & Health Care
Marketing and Advertising
Consumer Goods
Design
Retail
Information Technology and Services
Writing and Editing
Automotive
Animation
Sports
Banking
E-Learning
Hospitality
Financial Services
Computer Hardware
Graphic Design
Construction
Online Media
Restaurants
Computer & Network Security
Computer Networking
Education Management
Human Resources
Leisure, Travel & Tourism
Research
Mental Health Care
Photography
Consumer Electronics
Alternative Medicine
Architecture & Planning
Airlines/Aviation
Higher Education
Food Production

Market Research
Real Estate
Farming
Broadcast Media
Building Materials
Events Services
Motion Pictures and Film
Business Supplies and Equipment
Primary/Secondary Education
Medical Practice
Gambling & Casinos
Fine Art
Telecommunications
Insurance
Commercial Real Estate
Individual & Family Services
Luxury Goods & Jewelry
Management Consulting
Environmental Services
Biotechnology
Logistics and Supply Chain
Supermarkets
Executive Office
Civil Engineering
Capital Markets
Warehousing
Electrical/Electronic Manufacturing
Government Administration
Non-Profit Organization Management
Media Production
Performing Arts
Information Services
Furniture
Railroad Manufacture

Wine and Spirits
Professional Training & Coaching
Military
Alternative Dispute Resolution
Public Relations and Communications
Pharmaceuticals
Civic & Social Organization
Chemicals
Transportation/Trucking/Railroad
Mechanical or Industrial Engineering
Dairy
Wholesale
Legal Services
Sporting Goods
Staffing and Recruiting
Libraries
Translation and Localization
Aviation & Aerospace
Medical Devices
Investment Banking
Investment Management
Program Development
Import and Export
Law Practice
Law Enforcement
Machinery
Religious Institutions
Package/Freight Delivery
Tobacco
Oil & Energy
Facilities Services
Government Relations
Veterinary
Fund-Raising

Security and Investigations
Public Safety
Renewables & Environment
Wireless
Defense & Space
Packaging and Containers
Fishery
Utilities
Printing
Publishing
International Affairs
Industrial Automation
Public Policy
International Trade and Development
Political Organization
All Industries
Recreational Facilities and Services
Newspapers
Judiciary
Textiles
Outsourcing/Offshoring
Museums and Institutions
Mining & Metals
Philanthropy
Think Tanks
Glass, Ceramics & Concrete
Maritime
Ranching
Venture Capital & Private Equity
Nanotechnology
Plastics
Legislative Office
Semiconductors
Paper & Forest Products

How we recruit



1. Matching

Create targeting filters in your research project. Our proprietary matching algorithm searches our panel of participants and finds potential participants.



2. Invitation

Our email engine notifies participants that you have published your project. We invite them to submit their profile to your study and complete the screeners.



3. Referral

Respondent pays a top-up incentive for referrals to projects. This way, your project reaches far beyond just our 3 million panel members.



4. Additional Recruitment

Our participant recruitment team works on select projects with niche requirements. While added recruitment campaigns target participants and invite them to join your study.

Quality Participants



Over 8 years we've earned the trust of research teams at Microsoft, IBM, Dropbox, Allstate, Gitlab and thousands more.

The success of your research relies on quality participants. These are some of the measures we take to maintain the quality you expect and need:

 Email verification

 Phone verification

 IP Address

 Researcher ratings

 No-show intolerance

 Screener consistency checks

 Profile change locks

 90 day work email verification

 Social media profile links

 Messaging enabled

Switch to Respondent

If you are not satisfied with your participant recruitment it's time to try Respondent.

Respondent is SOC 2 Type II compliant and has a rating of 4.6 out of 5 on g2.com. Sign up to start recruiting the participants you need:

GET STARTED

"What I love about Respondent is that I can publish a study on Sunday at 2PM and within three hours, I've got 40 candidates."



Katie Henslee
Consultant, Deloitte