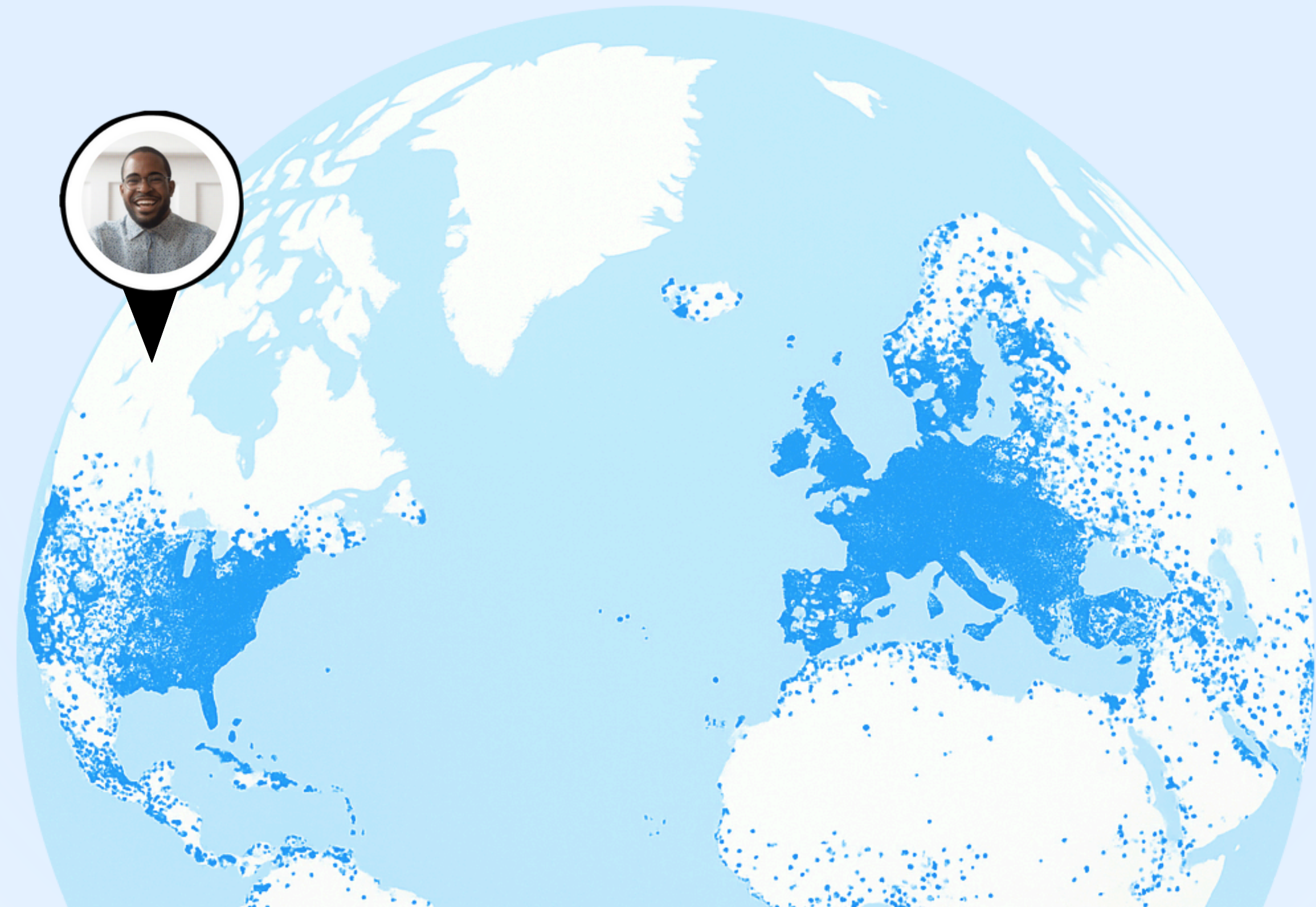




Panel Book 2025

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. However, 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 apparent from their first interaction with one 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

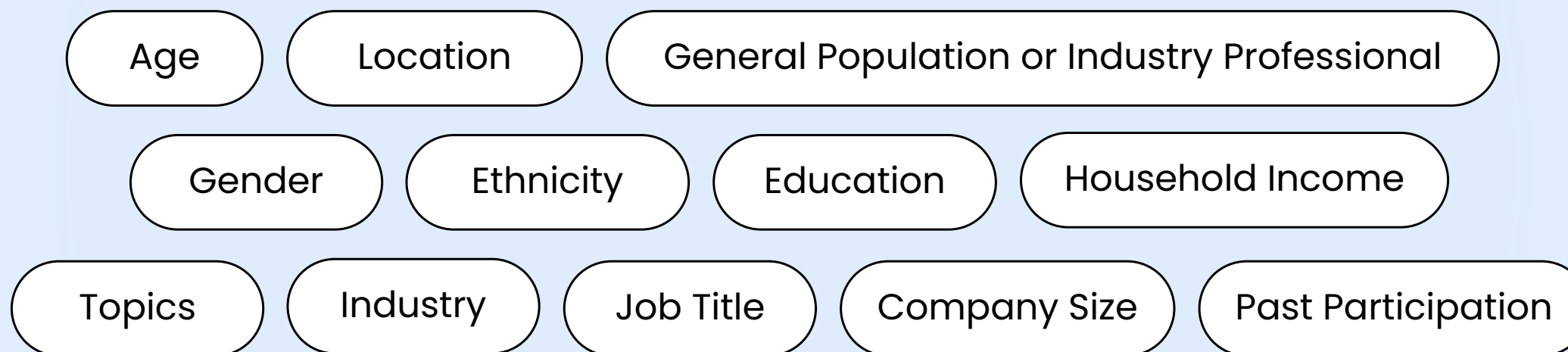
Our 3m-strong panel helps research teams build the world's best products





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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.

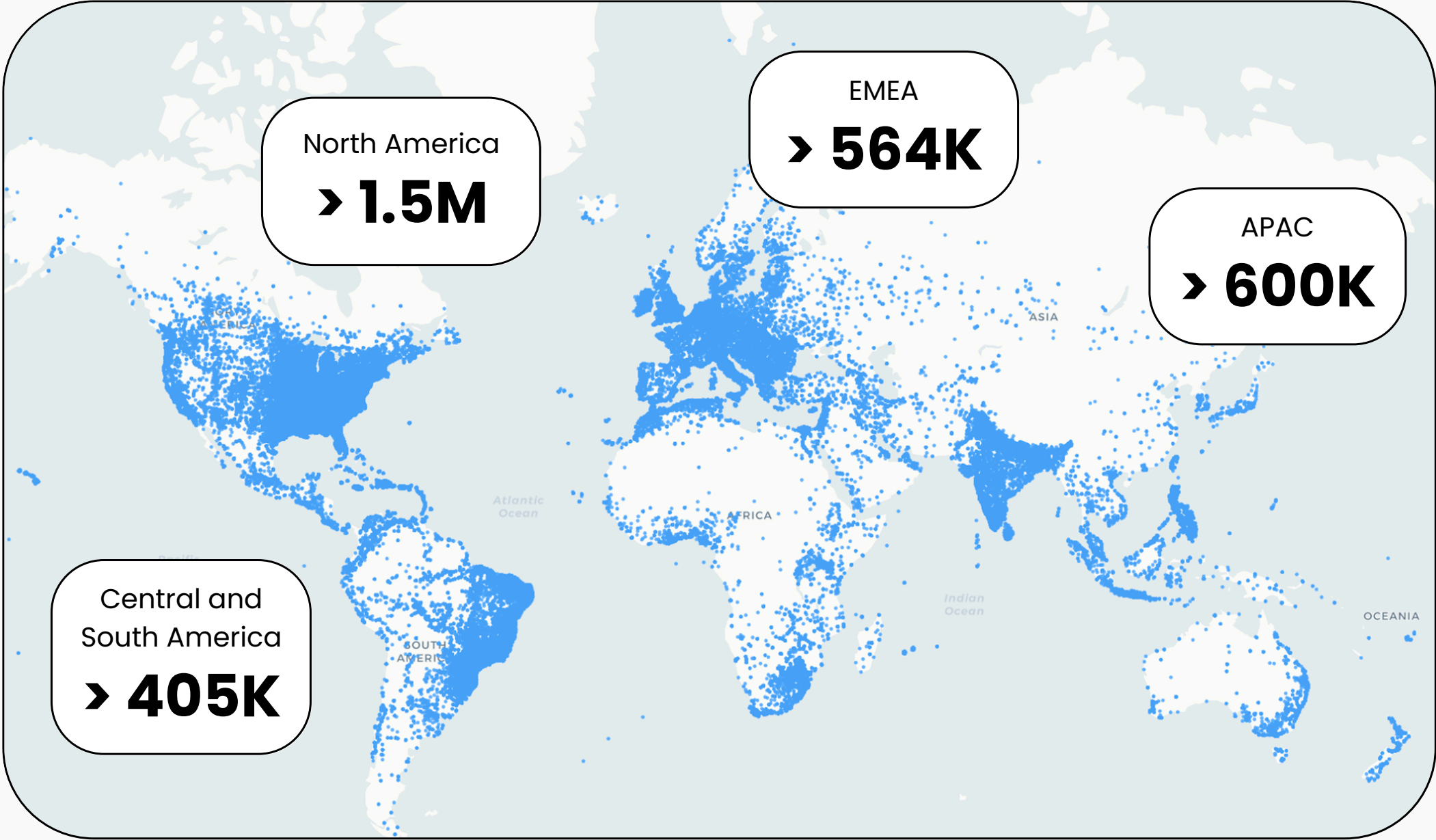
When they publish their project, targeting matches the project with participants that are likely to qualify. These participants then take a screener, and those that are successful are shown as 'qualified' to researchers.



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

Antigua and Barbuda

Argentina

Aruba

Bahamas

Barbados

Belize

Bolivia

Bonaire, Sint Eustatius and Saba

Brazil

Cayman Islands

Chile

Colombia

Costa Rica

Curaçao

Dominica

Ecuador

El Salvador

French Guiana

Grenada

Guadeloupe

Guatemala

Guyana
- Haiti

Honduras

Jamaica

Martinique

Montserrat

Panama

Paraguay

Peru

Puerto Rico

Saint Kitts and Nevis

Saint Lucia

Saint Martin (French part)

Saint Vincent and the Grenadines

Suriname

Trinidad and Tobago

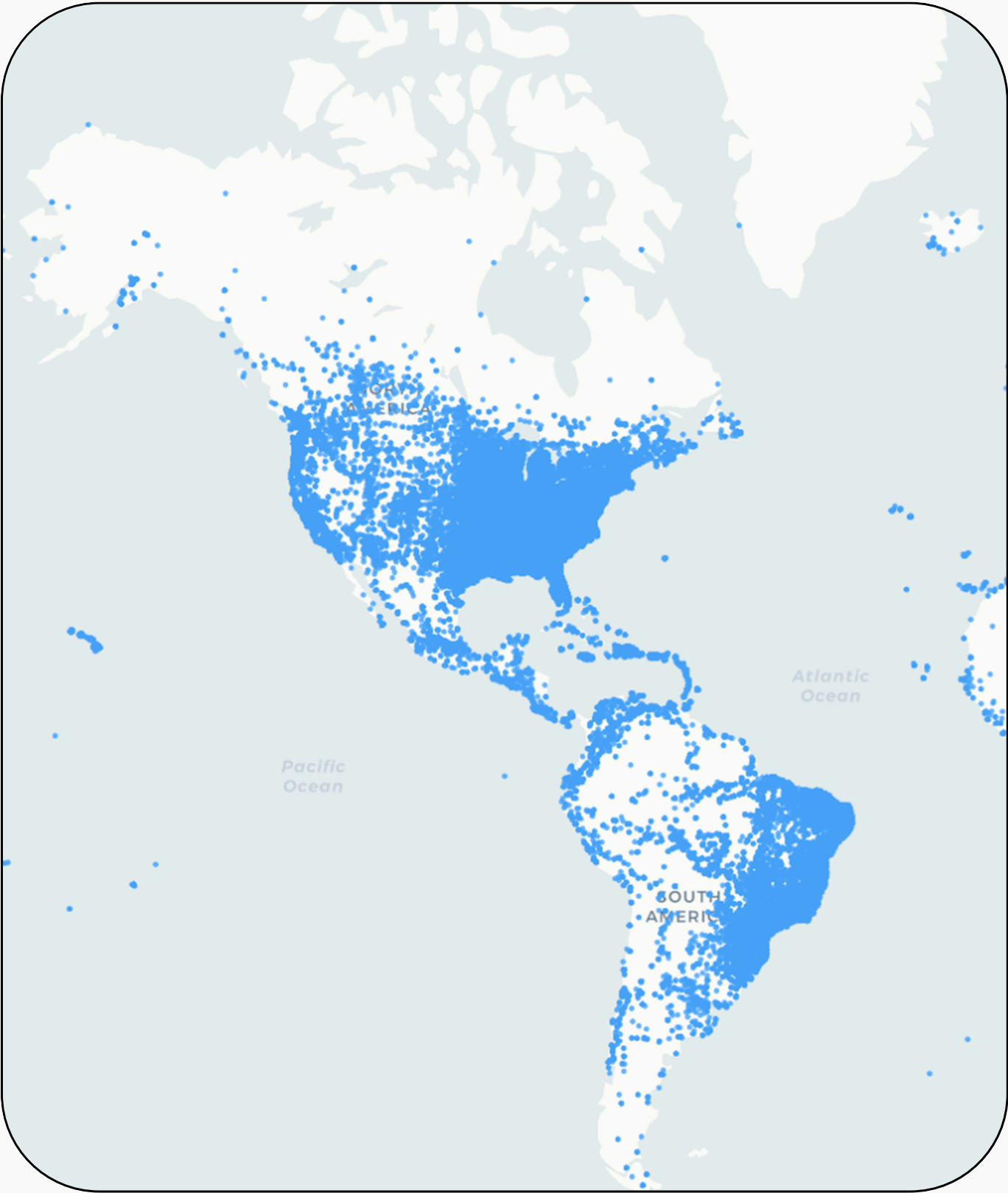
Turks and Caicos Islands

United States Minor Outlying Islands

Uruguay

Virgin Islands, British

Virgin Islands, U.S.





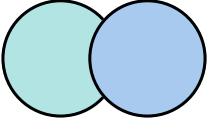
70K

new participants
each month



150+

countries



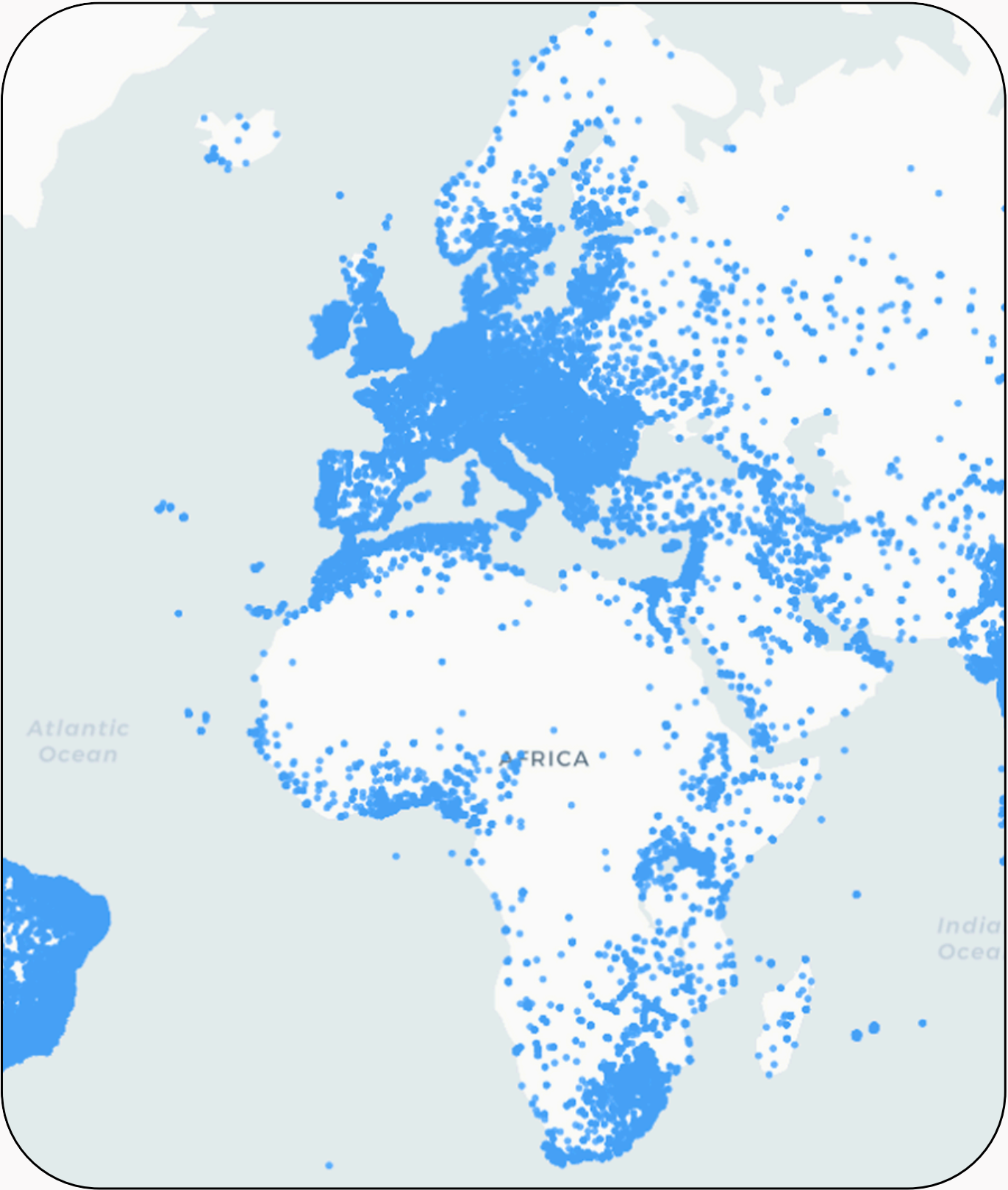
Deep B2B and
B2C reach



All Countries

EMEA

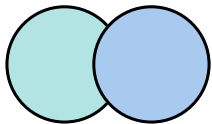
- | | | |
|--------------------------|-------------------|---------------|
| Albania | Czech Republic | Guernsey |
| Algeria | Czechia | Guinea |
| Andorra | Denmark | Guinea-Bissau |
| Armenia | Djibouti | Hungary |
| Austria | Egypt | Iceland |
| Belgium | Equatorial Guinea | Ireland |
| Benin | Eritrea | Isle of Man |
| Bosnia and Herzegovina | Estonia | Israel |
| Botswana | Eswatini | Italy |
| Bulgaria | Faroe Islands | Jersey |
| Burkina Faso | Finland | Jordan |
| Burundi | France | Kenya |
| Cameroon | Gabon | Latvia |
| Cape Verde | Gambia | Lesotho |
| Central African Republic | Georgia | Liberia |
| Chad | Germany | Liechtenstein |
| Comoros | Gibraltar | Lithuania |
| Côte d'Ivoire | Greece | |
| Croatia | Greenland | |
| Cyprus | | |



70K
new participants
each month



150+
countries



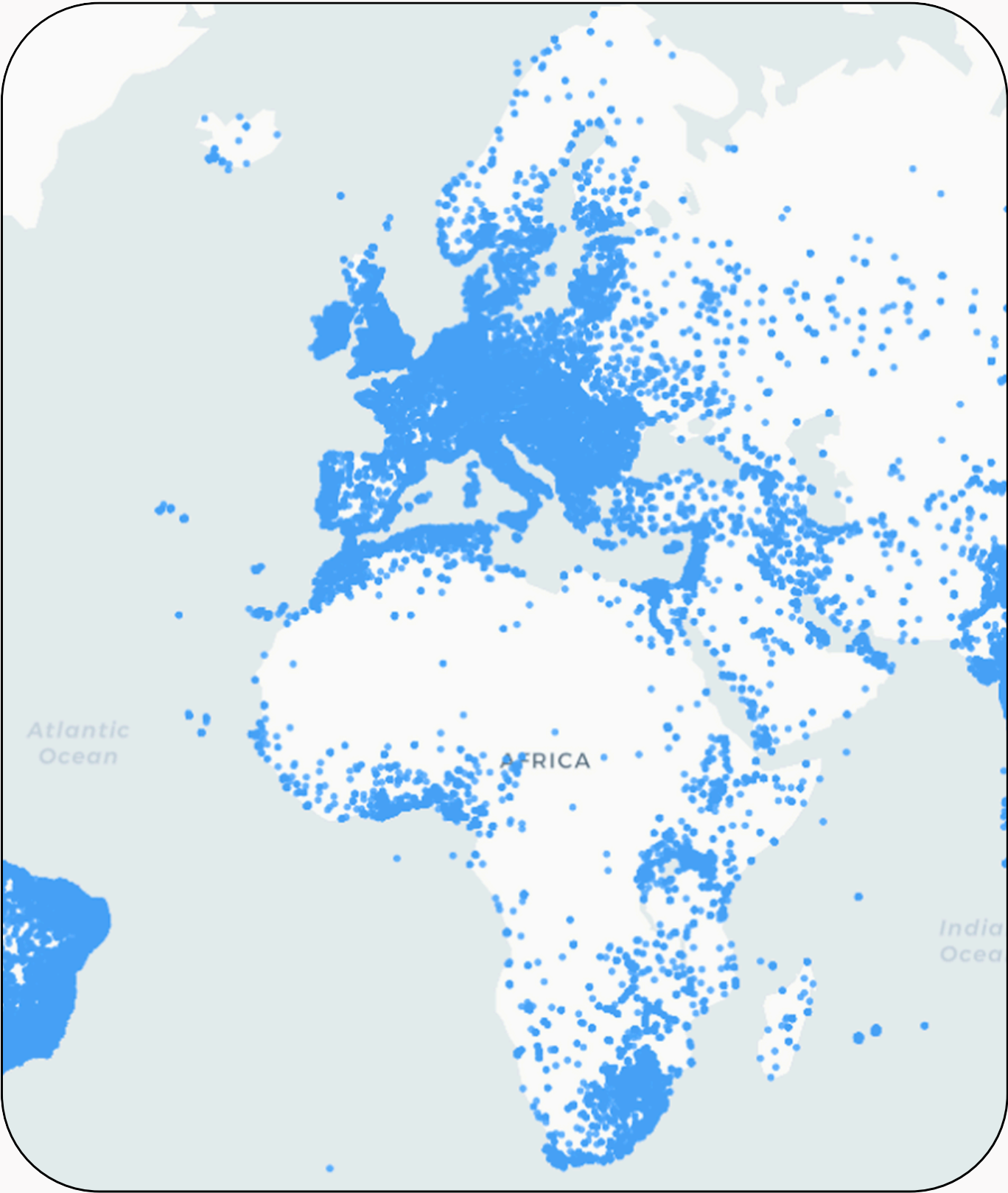
Deep B2B and
B2C reach



All Countries

EMEA (continued)

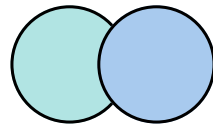
- | | | |
|-----------------|-------------------|-----------------------|
| Luxembourg | Palestine | Swaziland (Eswatini) |
| Madagascar | Poland | Sweden |
| Malawi | Portugal | Switzerland |
| Malta | Qatar | São Tomé and Príncipe |
| Mauritania | Republic of Congo | Tanzania |
| Mauritius | Réunion | 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 | |



70K
new participants
each month



150+
countries



Deep B2B and
B2C reach



All Countries

APAC

- American Samoa

Australia

Bangladesh

Bhutan

Brunei

Fiji

French Polynesia

Guam

India

Indonesia

Japan

Kazakhstan

Kiribati

Laos

Malaysia

Maldives

Micronesia

Mongolia

Nepal
- New Caledonia

New Zealand

Norfolk Island

Northern Mariana Islands

Palau

Philippines

Pitcairn

Samoa

Singapore

Solomon Islands

South Korea

Sri Lanka

Taiwan

Tajikistan

Thailand

Timor-Leste

Tokelau

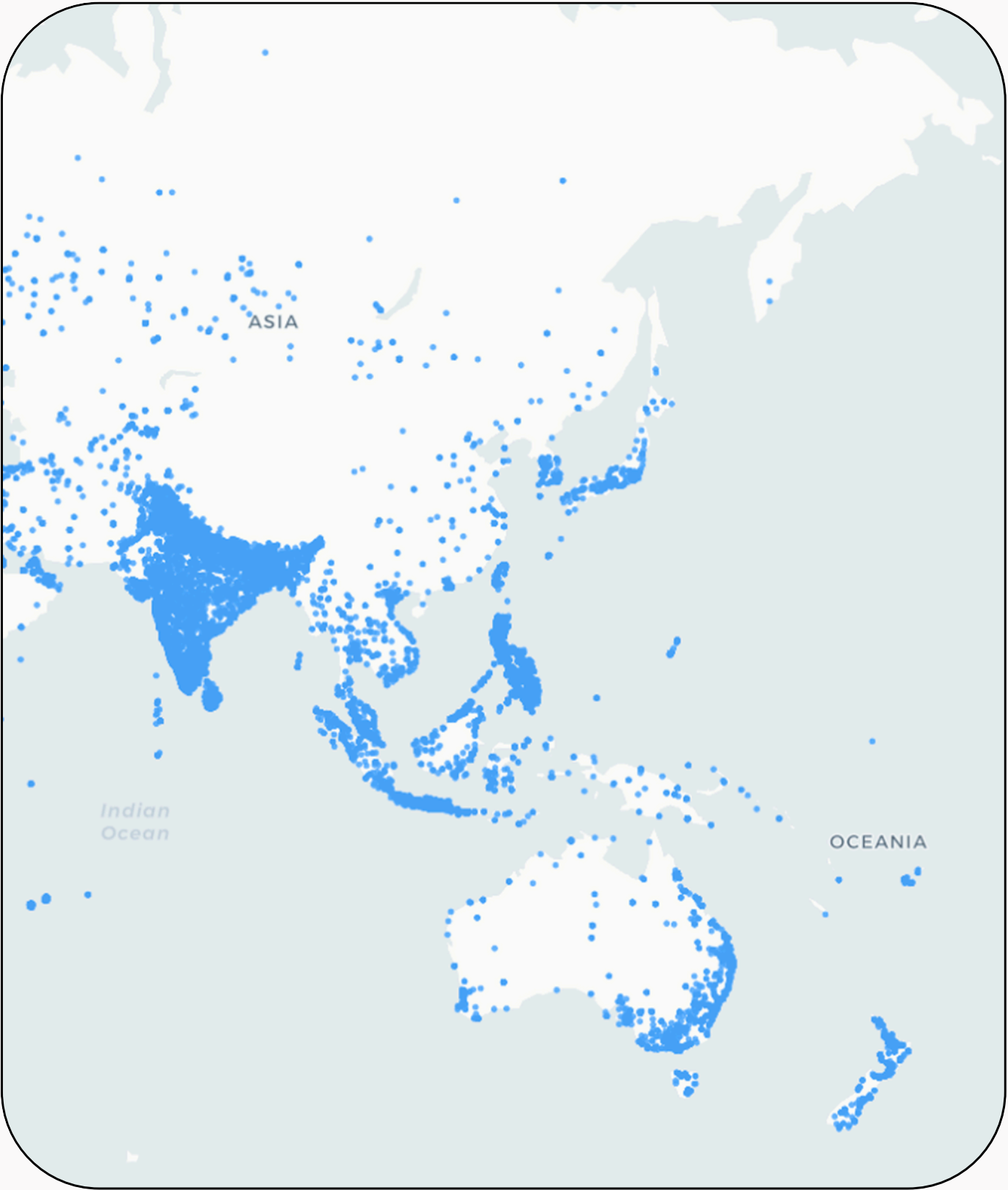
Tonga

Turkmenistan

Tuvalu

Uzbekistan

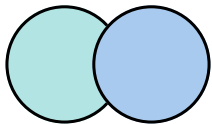
Vietnam



70K
new participants
each month



150+
countries

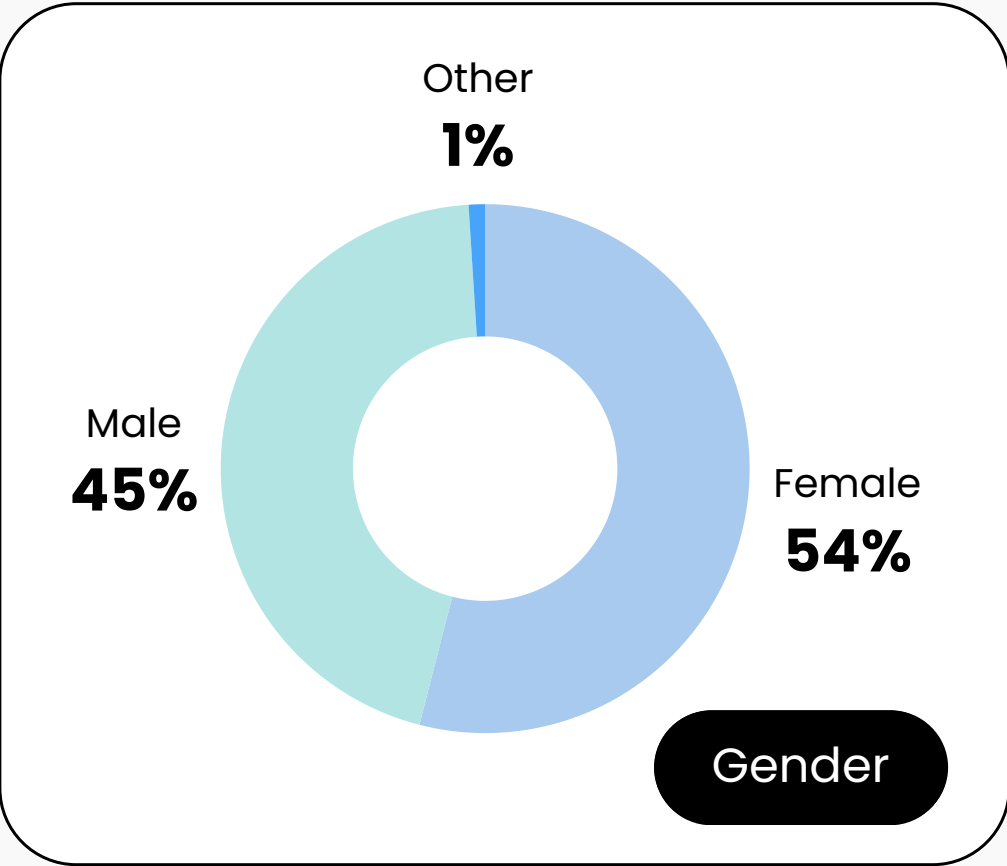
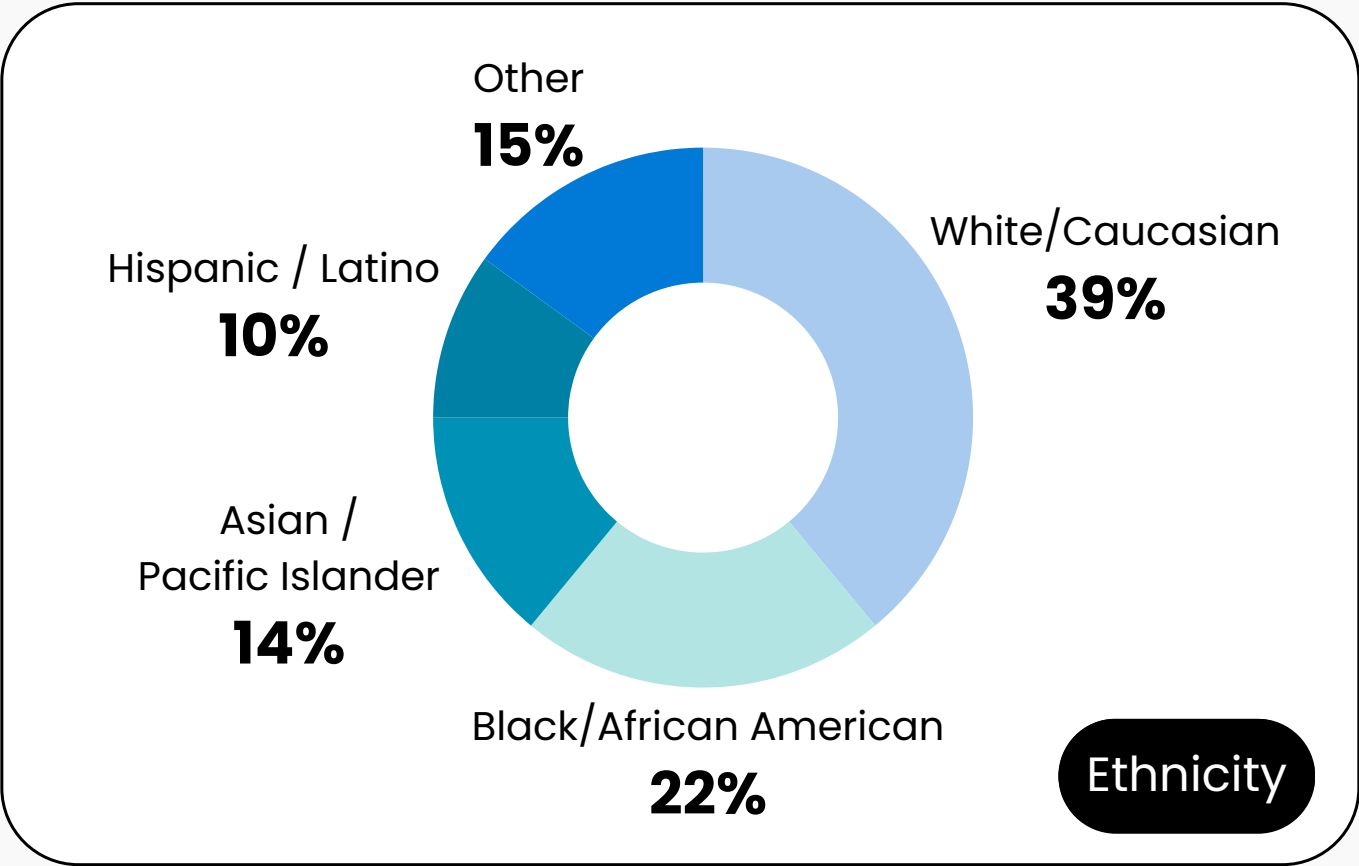
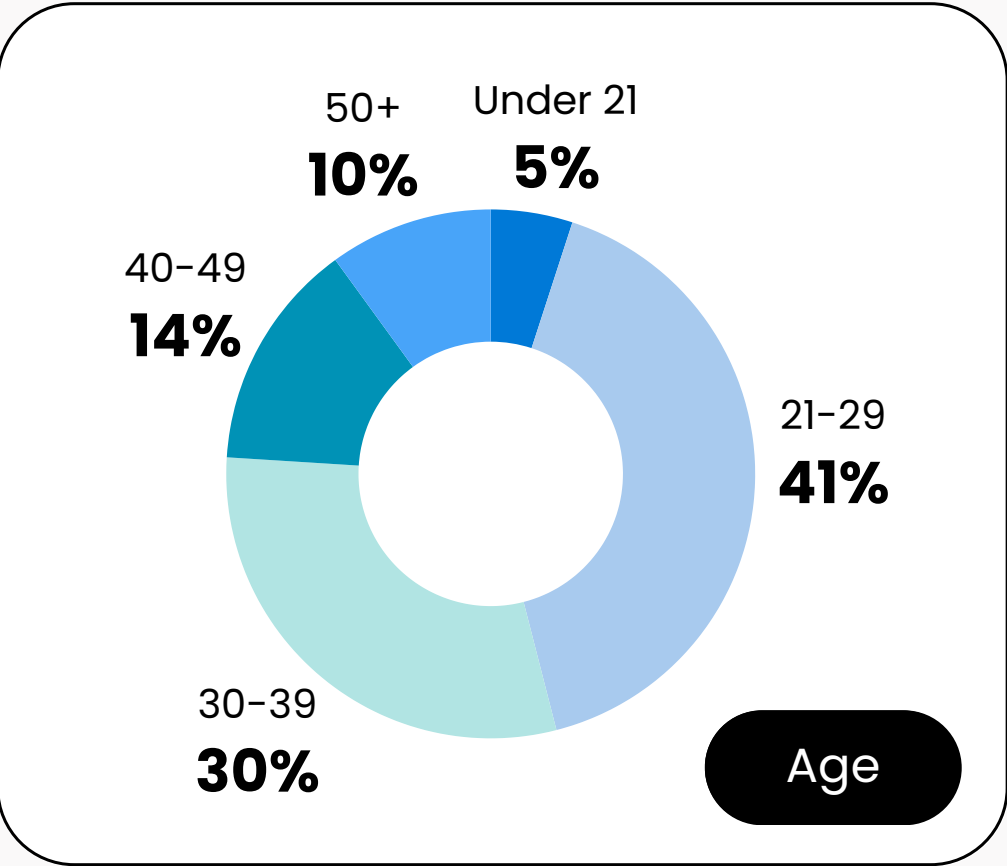


Deep B2B and
B2C reach



Demographic Snapshot

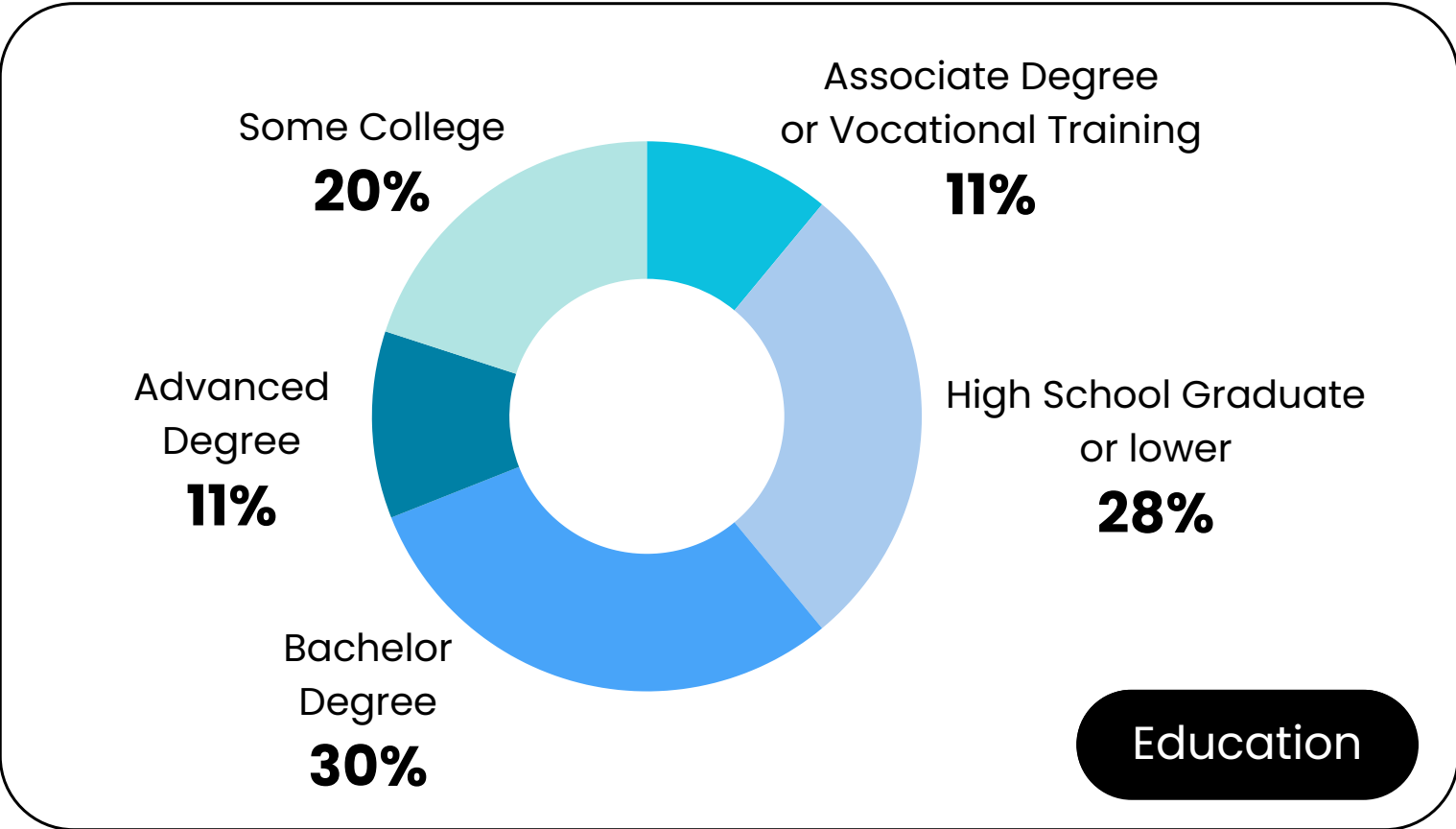
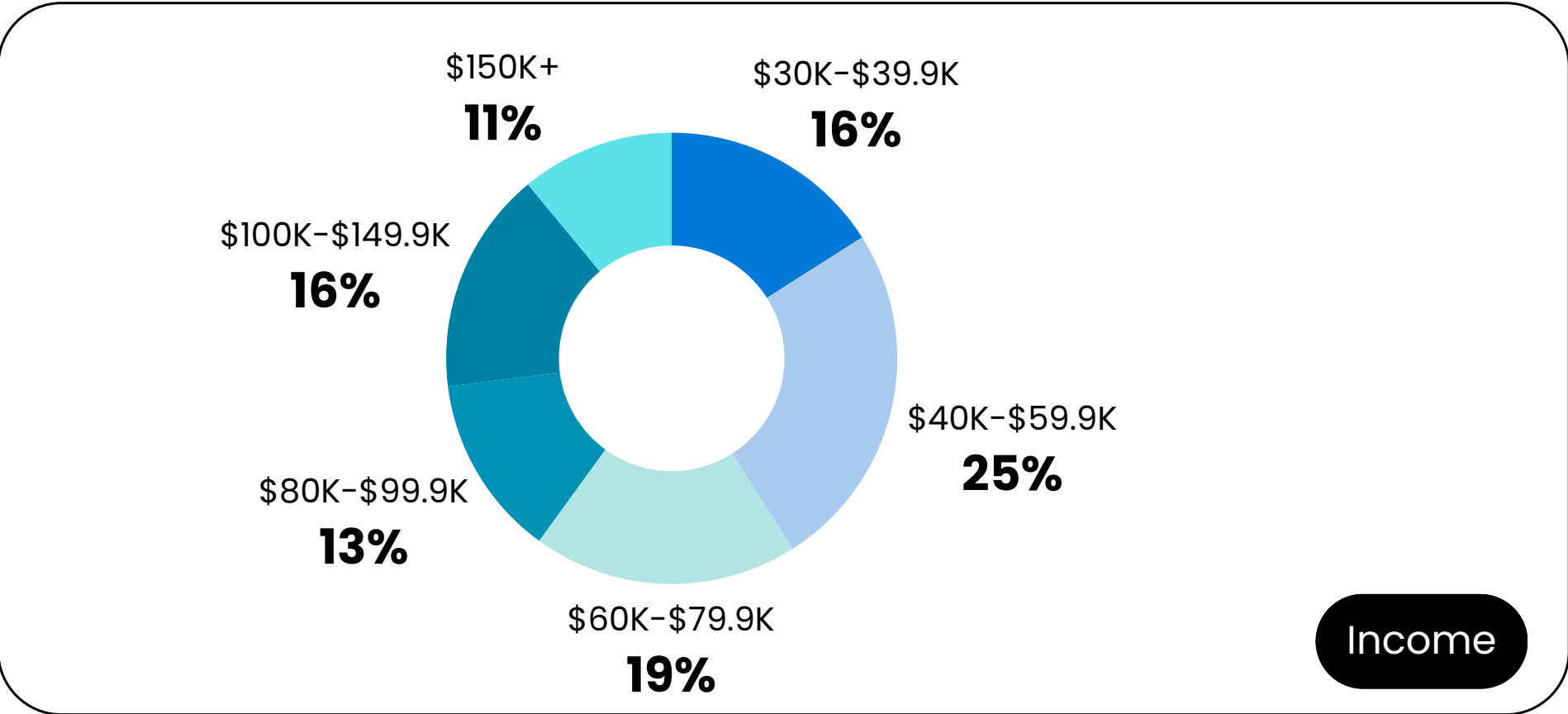
Our diverse panel makes it easy to find participants for any study. Here's a view of the split of participants across the panel within each demographic group.



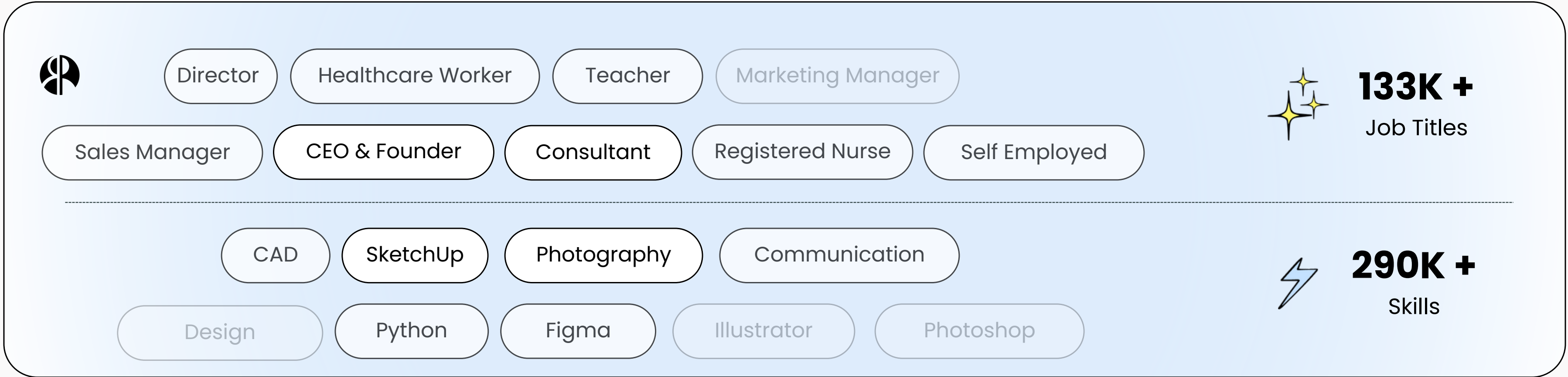


Demographic Snapshot (continued)

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.



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.

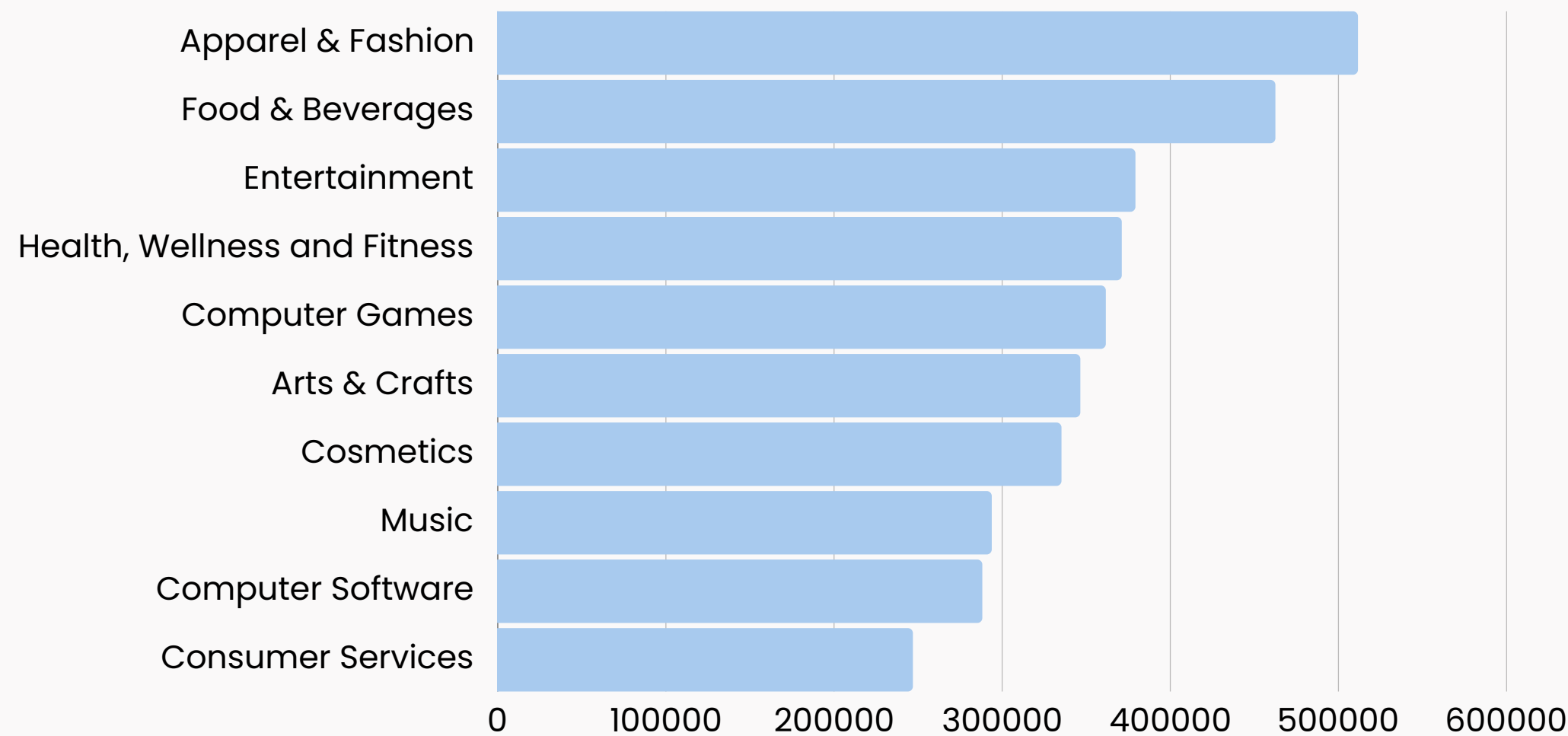
Any participant can see industry professional (B2B) projects published on Respondent so they can refer friends and family who may be a good match.

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



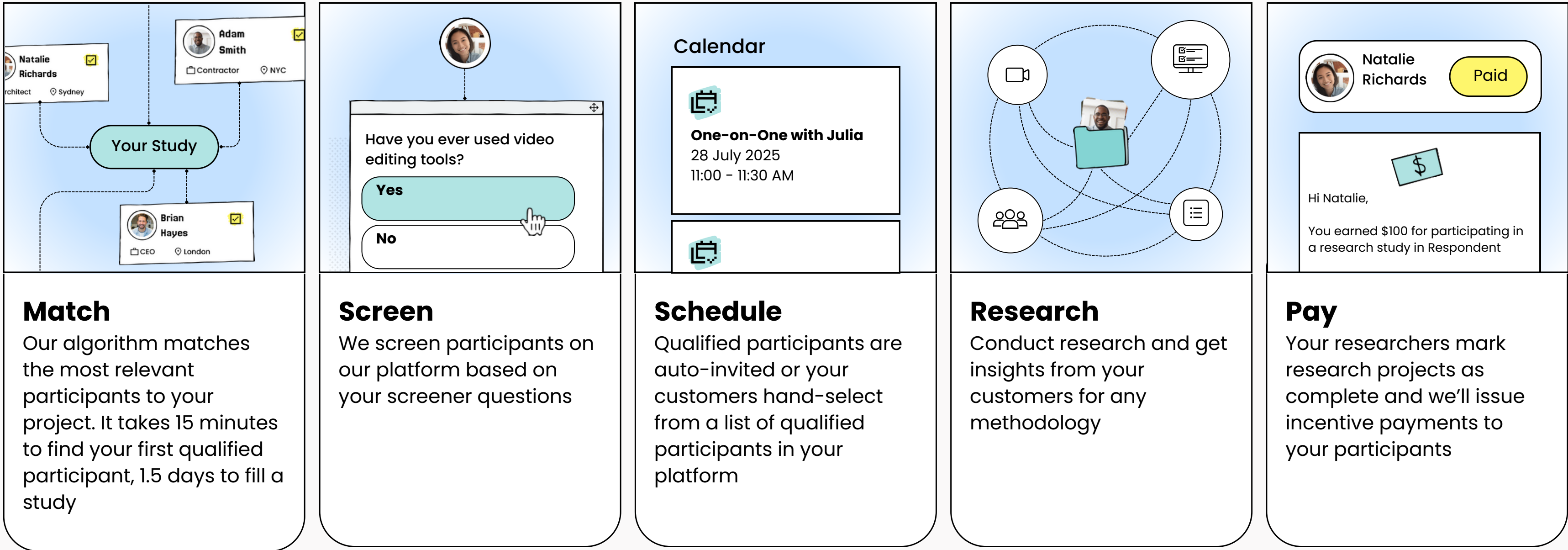
145

Industries



How recruitment works with Respondent

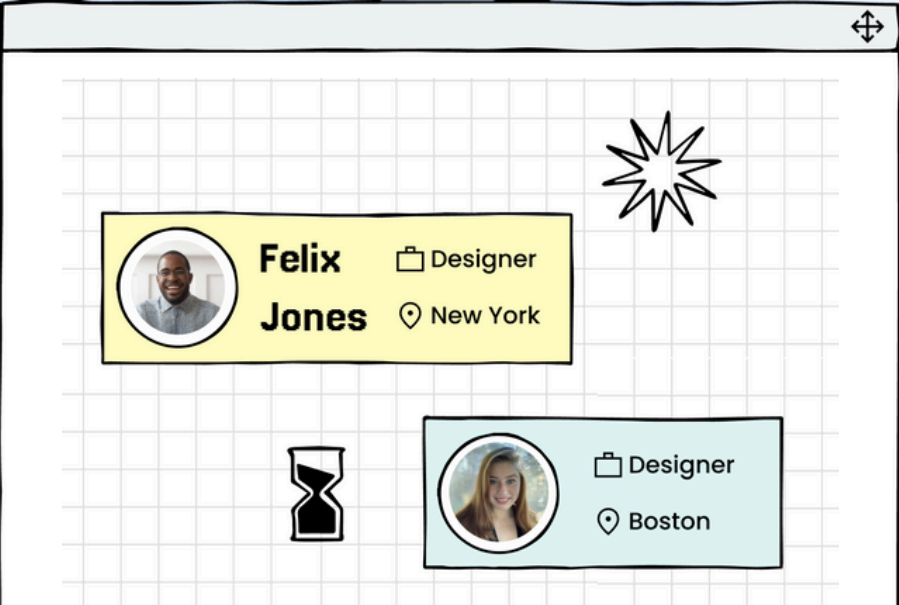
Here’s how our platform recruits participants for your research studies





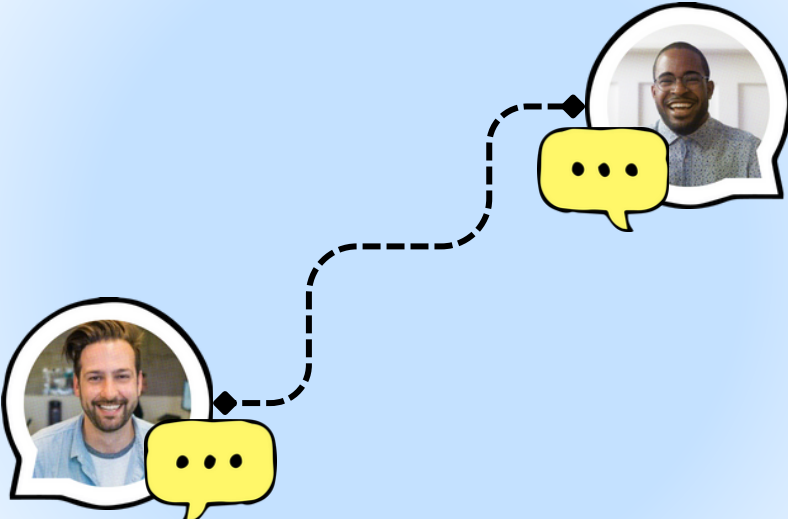
How we source participants for your studies

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



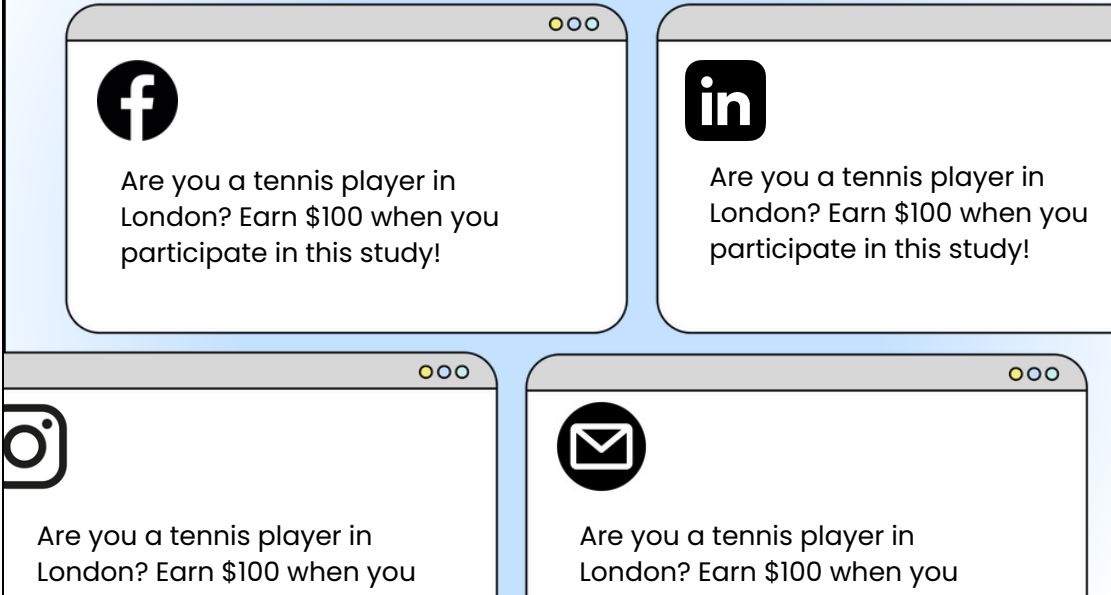
Panel

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

Still not convinced?

Let our satisfied partners tell you why they choose Respondent

"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 at Deloitte

"Respondent is a lifesaver... it's the best recruitment tool, nothing comes close.."



Nicholas Cope

Department Head of Customer Experience
& User Research at Extreme Networks

"The participants have been who they say they are, we can verify them, and they're super responsive. Respondent has helped us do better research and be better researchers."



Jacqueline Jordan

GVP, Research at Huge



Make Respondent your go-to panel for **high-quality participants**

Publishing your first research project is the quickest way to see the quality of our participant panel.

Start a project



Reach out to **sales@respondent.io**
for details on volume pricing



2025