

 Respondent

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

Panel Book

2025





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

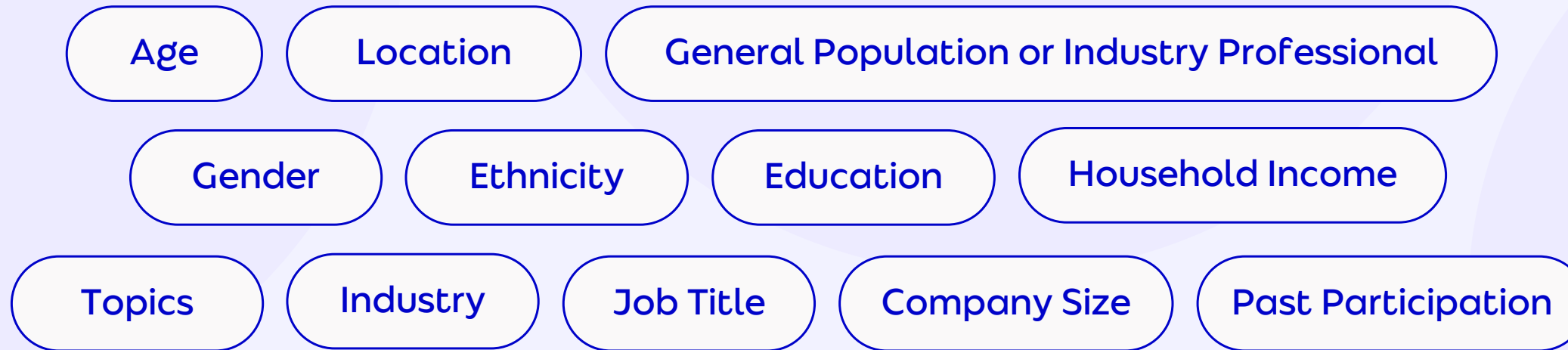
Our 3m-strong panel helps research teams build the world's best products





Contents

| | | | |
|------------------------|----|----------------------------|----|
| Targeting Options | 5 | How We Recruit | 11 |
| Locations | 6 | How We Source Participants | 12 |
| Demographics | 7 | How We Tackle Fraud | 13 |
| Industry Professionals | 9 | Switch to Respondent | 14 |
| Industries | 10 | | |



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.

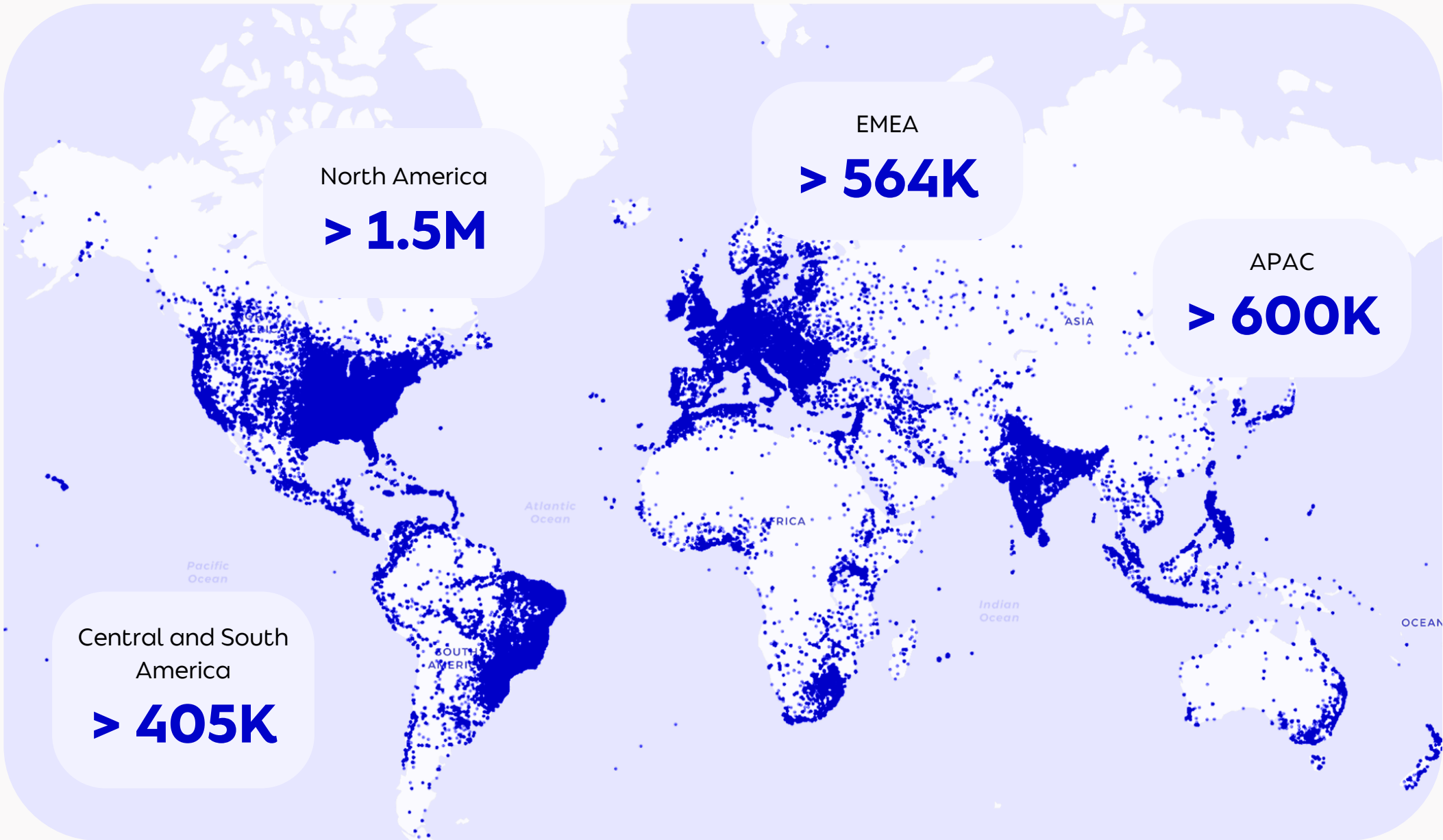
They can also access their team's participant database to view and invite previous participants in their studies.

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



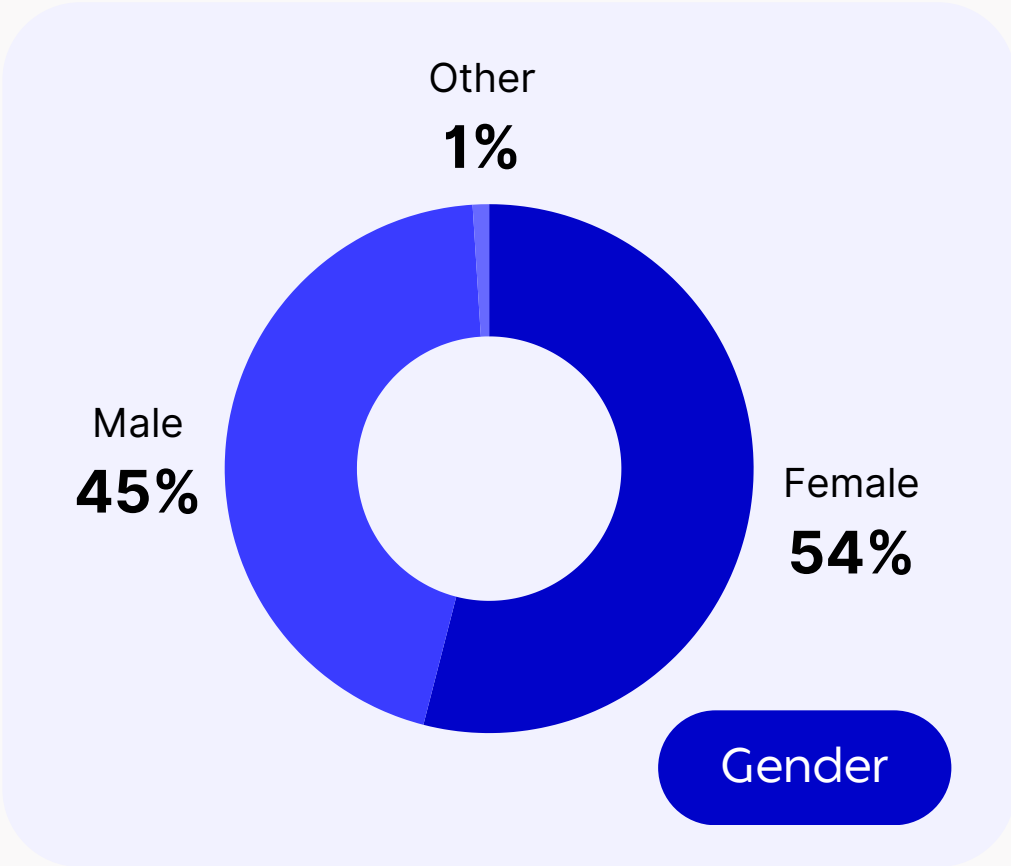
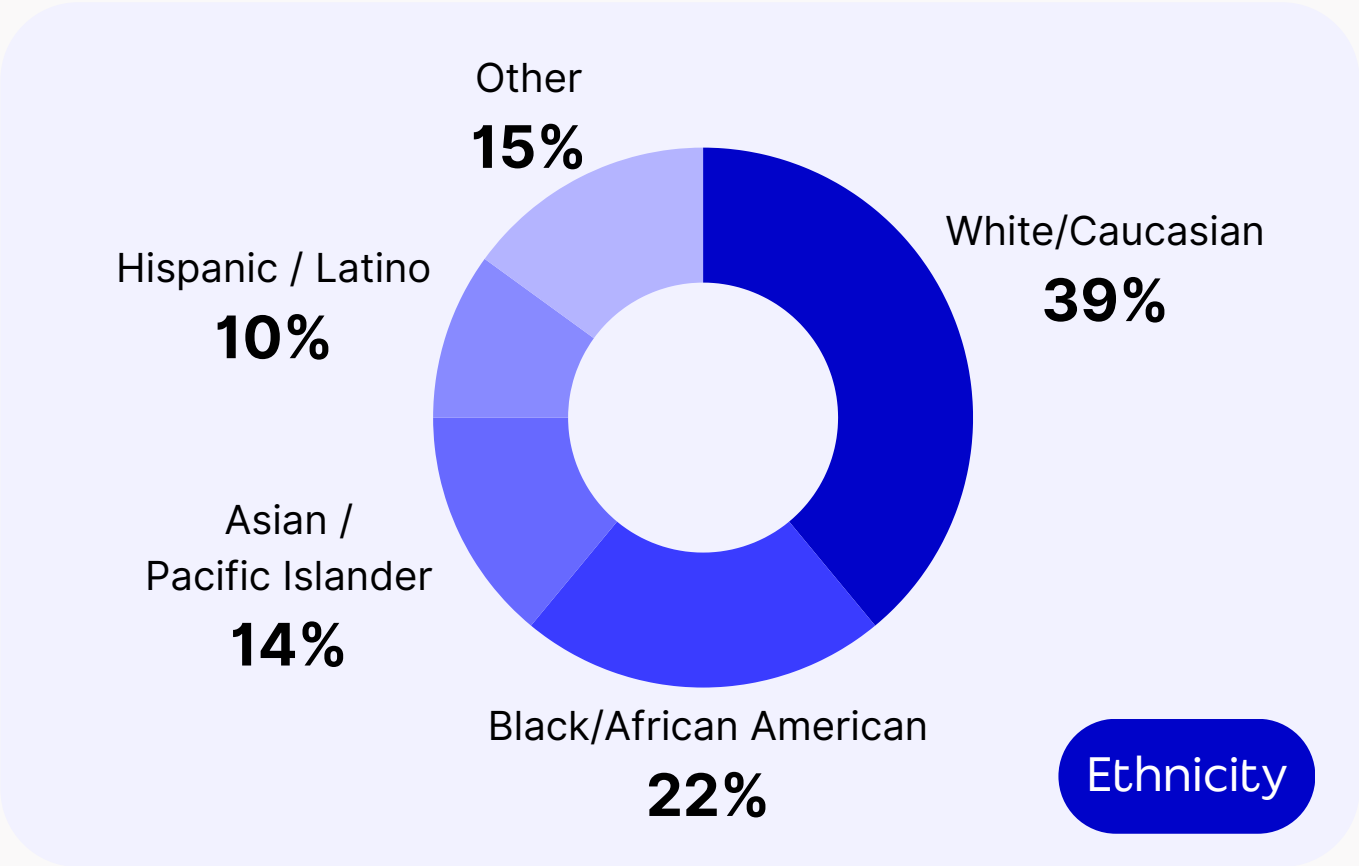
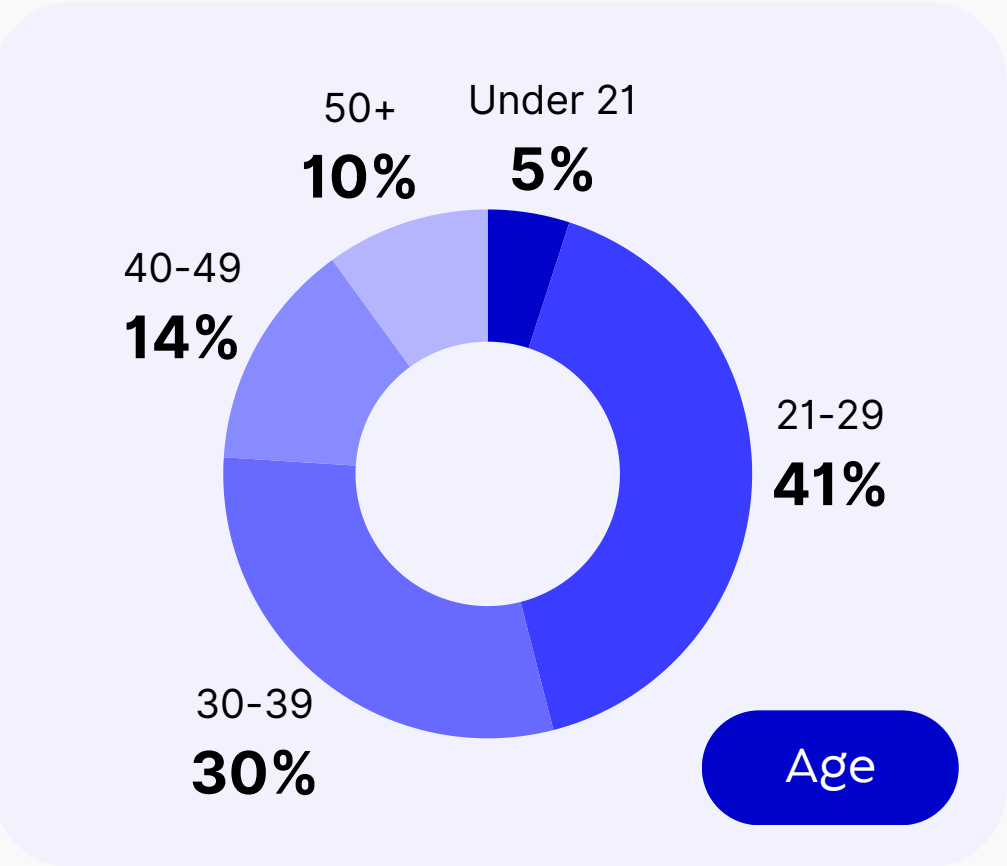
| | | | |
|----------------------|-----------|--------------------|--------|
| USA | 1,561,863 | Italy | 17,289 |
| Brazil | 383,487 | Portugal | 16,745 |
| India | 201,205 | Mexico | 16,883 |
| Great Britain | 120,804 | Spain | 15,170 |
| South Africa | 112,677 | Malaysia | 15,335 |
| Canada | 104,340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

**+ 124**
countries



Demographic Snapshot

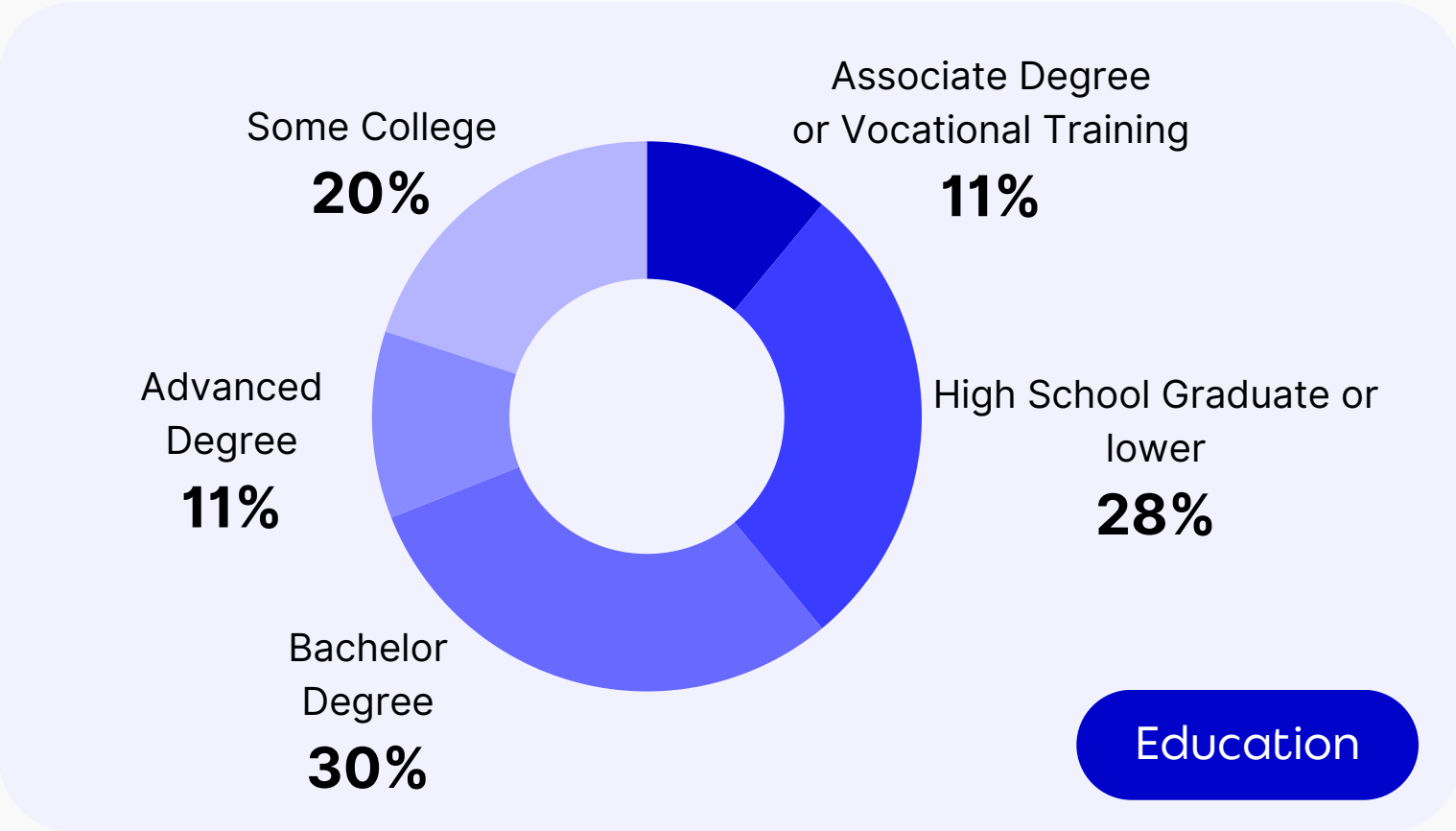
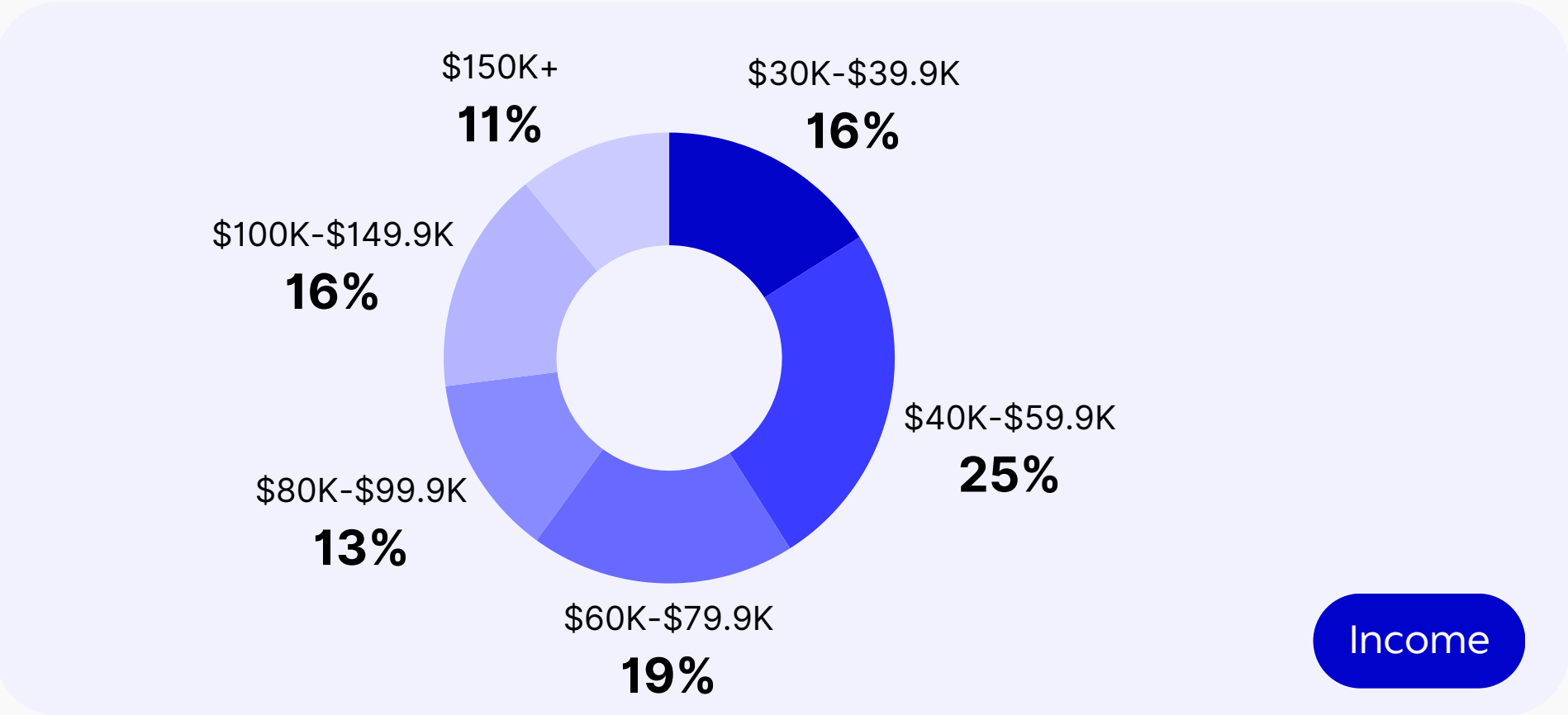
Our diverse panel makes it easy to find participants for any study. Here's a view of the split of participants across the panel within each demographic group.





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.



Director

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.

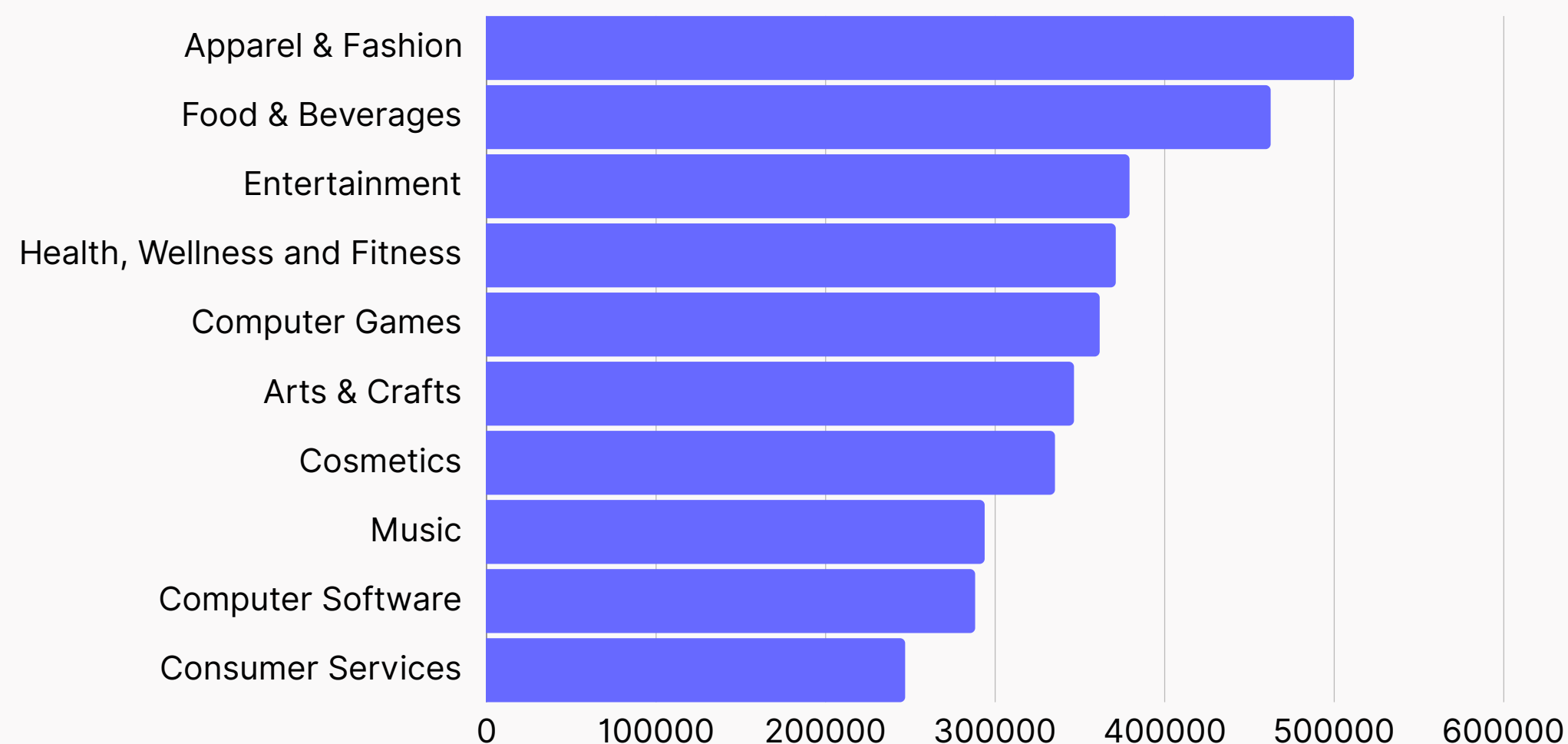
Any participant can see industry professional (B2B) projects published on Respondent so they can refer friends and family who may be a good match.

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.



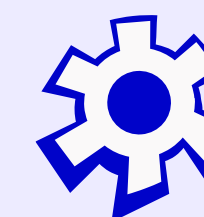
Industries

A view of the top industries for B2B professionals



*Participants can select multiple industries

You can target B2B
Professionals from over

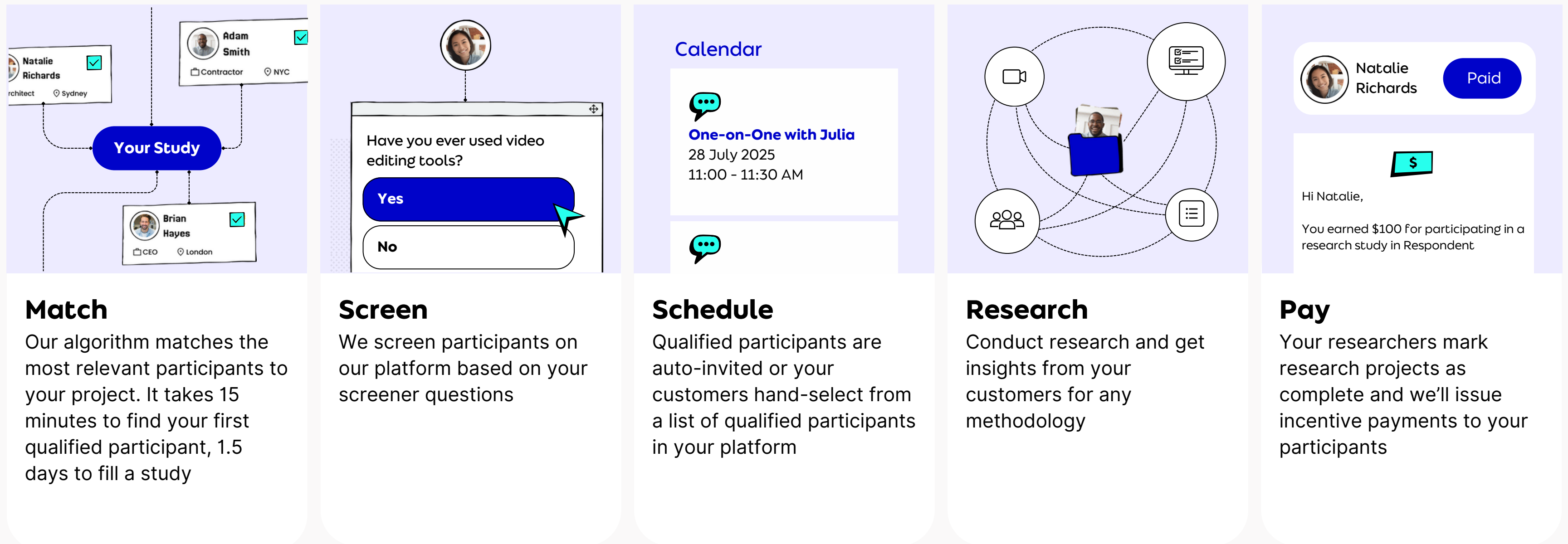


145
Industries



How recruitment works with Respondent

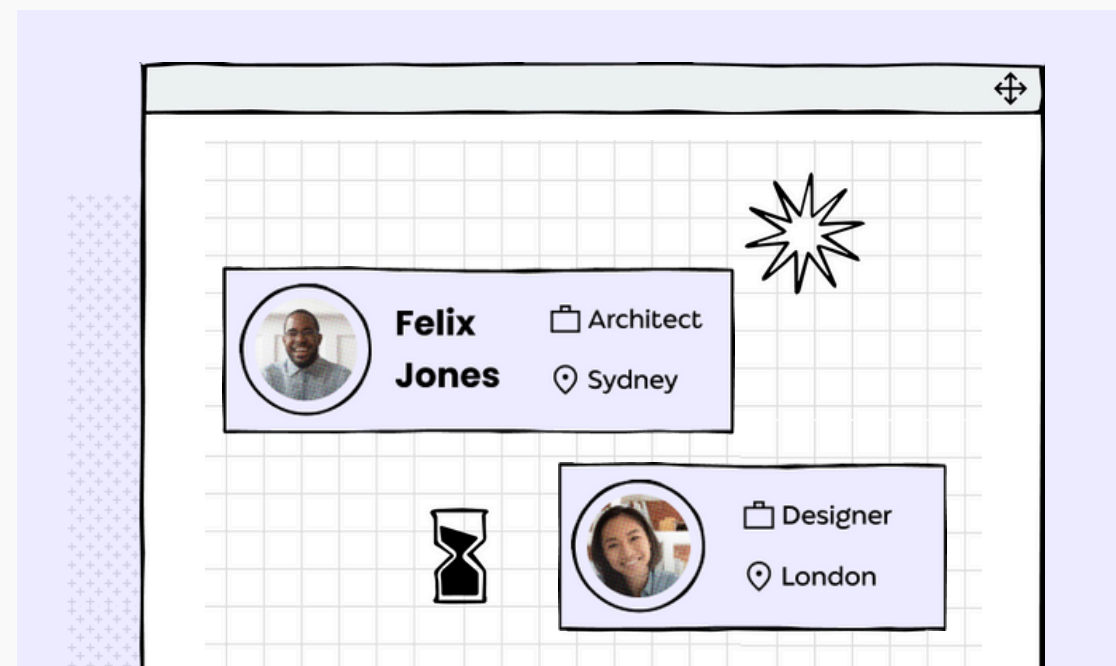
Here's how our platform recruits participants for your research studies





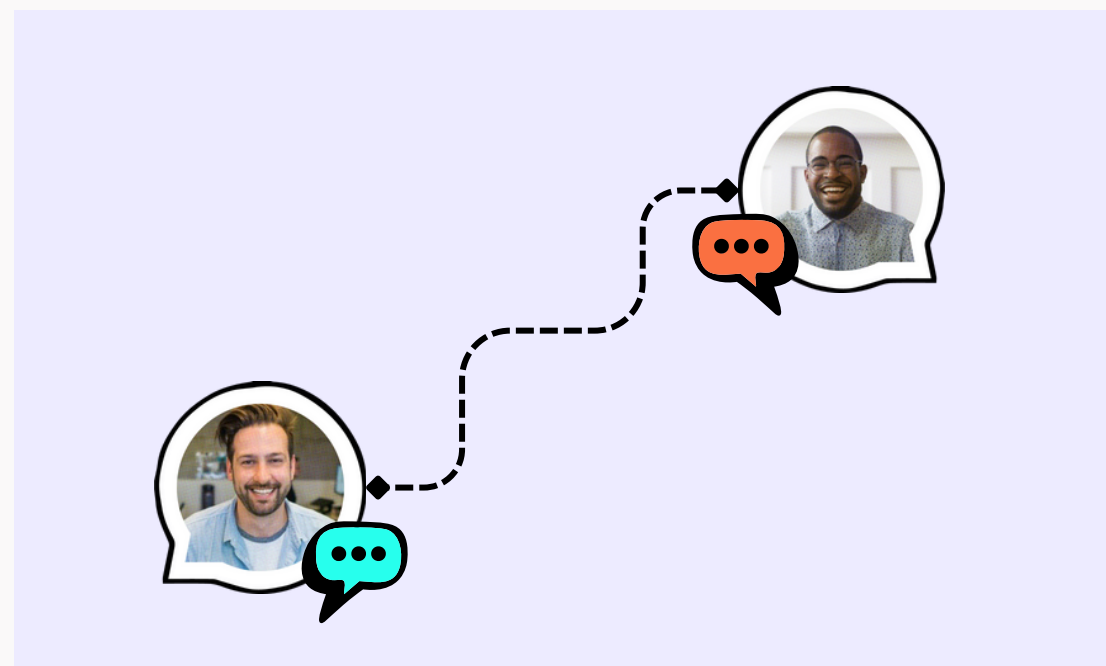
How we source participants for your studies

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



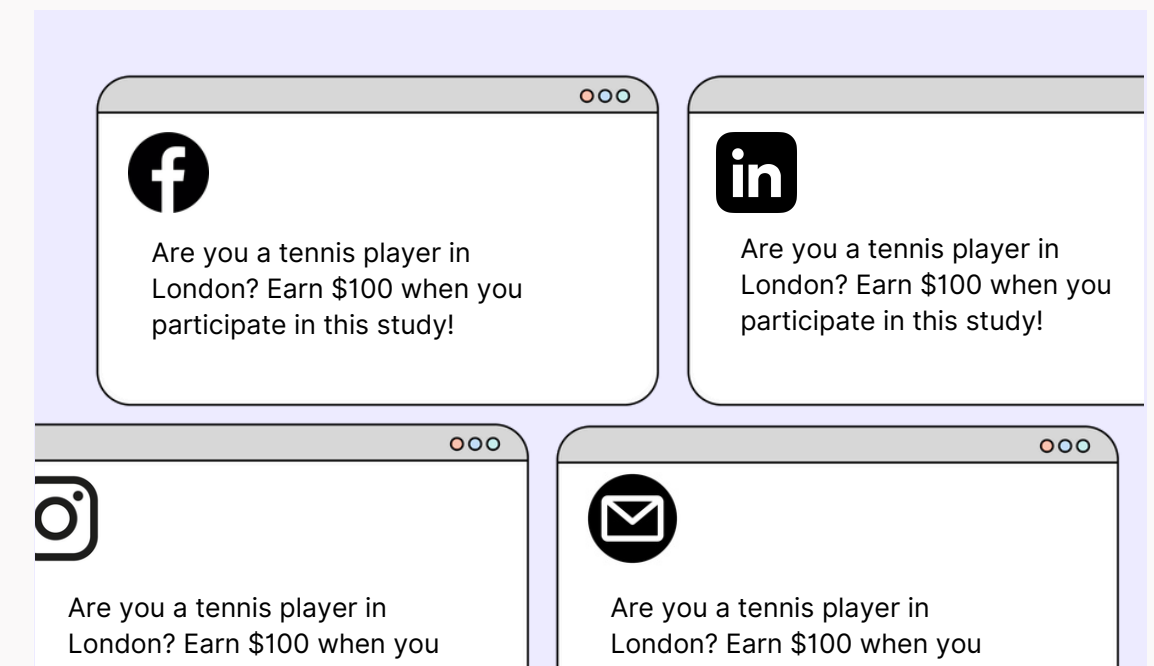
Panel

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



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



Respondent

2025