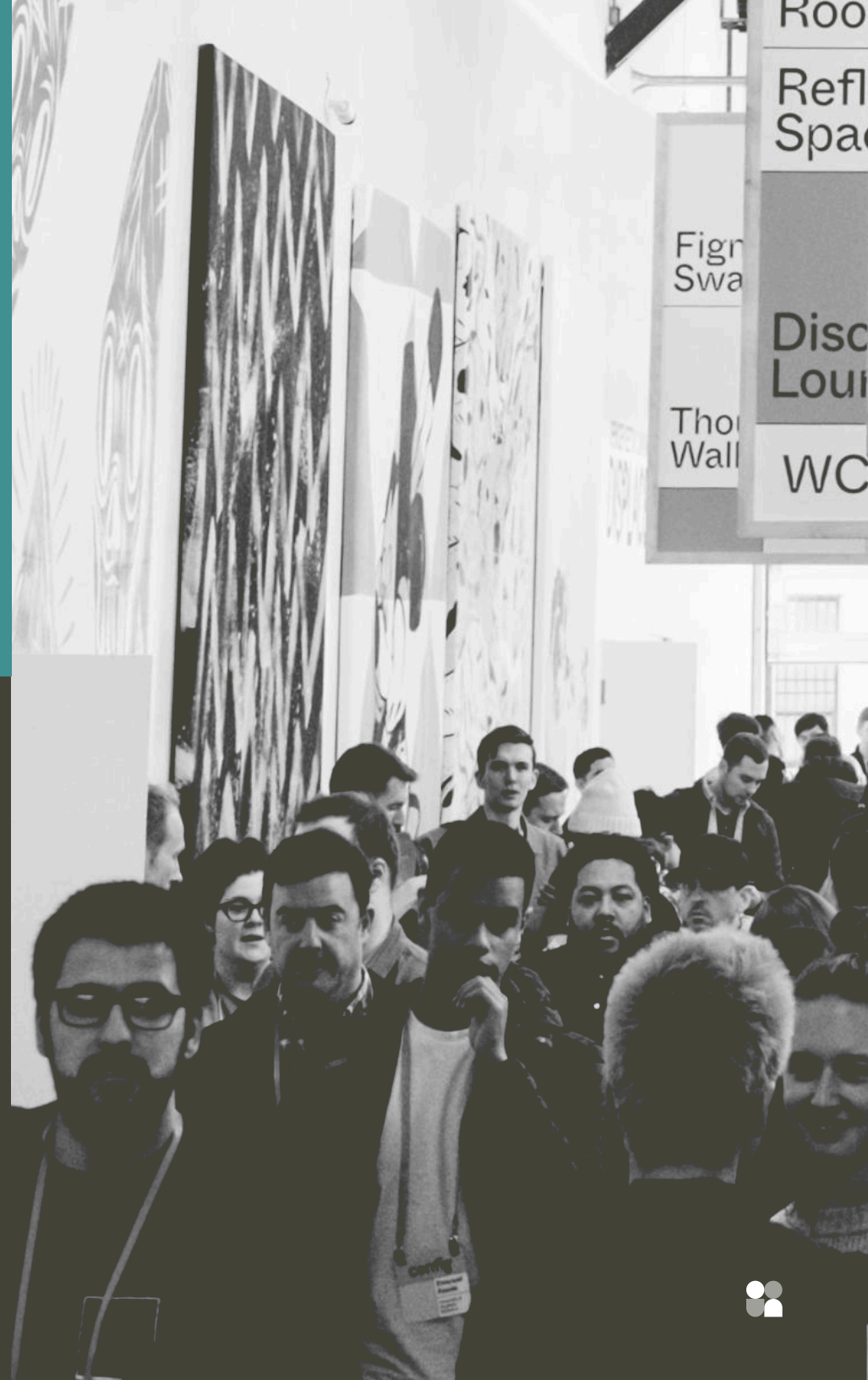# Professional Segments Report

Software professionals

Marketing, sales, and product managers

Healthcare practitioners

Business owners

# 🔍 Professional segments

Our professional panel is vast, spanning large networks of common occupations to hard-to-find niche markets.

To give you a sense of the specificity of our targeting, we've drilled into the data for 4 of our most highly-requested professional segments.

## 🤩 A 5-star review for our professional panel

"**User Interviews has quickly become an invaluable partner for our ongoing UX research needs**.

The amazing team of consultants has worked quickly and tirelessly with us to ensure high quality participants for our sometimes elusive target audience (K-12 education professionals), and their attentiveness and good humor is always appreciated.

–Elizabeth Klann, Senior Design Researcher at ThinkCERCA

# Software Professionals

## Segment Overview

If you regularly recruit:

- Engineers
- UX designers
- Cybersecurity professionals
- Other participants in the software industry

… then you'll find the folks you're looking for in the User Interviews participant panel.

Our panel includes over 117,180 software professionals, about ⅔ of whom are senior-level and higher. These folks range from independent contractors to members of massive enterprise teams, and you can target them based on programming languages, frameworks, methodologies, and more.

Below, you'll find a shortlist of common skills and job titles in this segment, as well as a breakdown of seniority and company sizes.
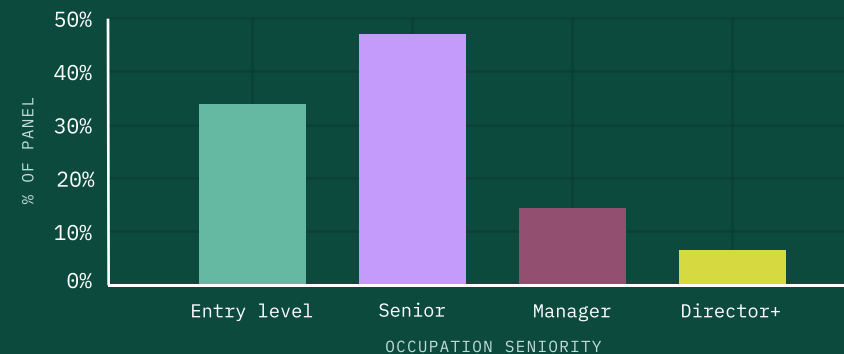
This should give you a taste of who's represented in this segment —but if you're looking for software professionals with additional demographic or custom criteria, the best way to gauge their presence in our panel is to **sign up for a free account and launch a project**.
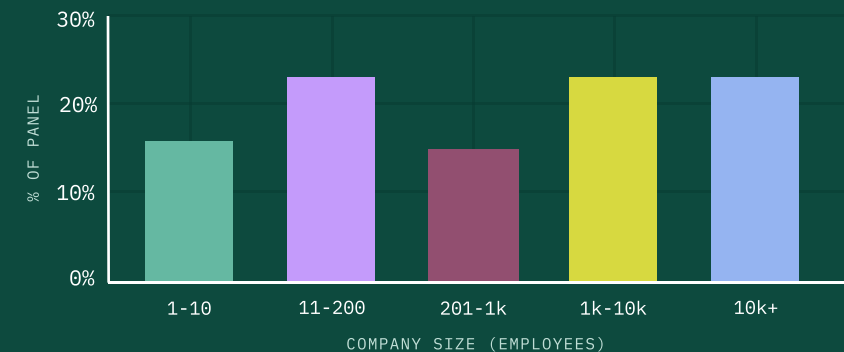
## 117,180
software professionals in our panel

### Seniority breakdown



*Recruit software professionals at any seniority level, from folks just breaking into the industry to seasoned experts.*

### Company size breakdown



*The software professionals in our panel come from a wide range of company sizes, from independent contractors to members of large enterprise teams.*

## A sample of software occupations

| Software occupations | Approximate population |
|---|---|
| Software engineers | 30,000+ |
| Data analysts & scientists | 15,000+ |
| IT & systems analysts | 12,000+ |
| UX designers | 6,000+ |
| Project managers | 4,000+ |
| Cybersecurity professionals | 3,000+ |

*Here's a sampling of some of the occupations represented in our software professionals segment. You can target engineers, data scientists, UX designers, and more. Note that this is not a comprehensive list.*

## A sample of software skills

| Software skills | Participants |
|---|---|
| Python (Programming Language) | 15,039 |
| User Experience Design (UX) | 8,547 |
| Microsoft Azure | 4,866 |
| JIRA | 4,051 |
| Cyber Security | 4,044 |
| JavaScript (Programming Language) | 3,474 |
| React.js | 3,460 |
| Java 8 | 3,368 |
| Pandas (Python Package) | 2,977 |
| Linux | 2,725 |

*Here's a sampling of some of the skills represented in our software professionals segment. Fine-tune your recruit by targeting software professionals who are also skilled in cyber security, software quality management, Java 8, and more. Note that this is not a comprehensive list.*

# 🔬 Real professional research:
# Recent recruiting projects filled with User Interviews

### CASE STUDY #1
### UNMODERATED PROTOTYPE TEST WITH DEVOPS ENGINEERS

**Audience segment:** 7 DevOps engineers who deploy containers to Kubernetes on a regular basis

**Study details:** 30-minute unmoderated prototype test with video and screen recording

**Project setup:** Lookback integration

**Research team:** A leader in deployment automation

### CASE STUDY #2
### UNMODERATED SURVEY WITH PRODUCT DESIGNERS

**Audience segment:** 400 product designers who regularly use visual collaboration tools or generic office suites to collaborate with their team

**Study details:** An 8-minute unmoderated survey

**Project setup:** Qualtrics integration; document signing feature for consent forms

**Research team:** A digital whiteboard product

🤩 **A 5-star review for our professional panel**

"I work in B2B SaaS and have struggled for years to get good interviewees with niche experience that aren't already customers. I've tried everything from approaching randoms on Linkedin, running all sorts of ads, offering cash, free products, and have barely received more than an acknowledgment from my targets.

Two weeks on [User Interviews] and I have had 4 interviews with people with outstanding experience (i.e. one interviewee had 20+ years working in our target role in an ICP enterprise business). **I'm honestly blown away.**

I don't know how they get these people to talk to me, but I will continue paying them for as long as they are able to work this magic."

— <u>Alec L. on Trustpilot</u>  Trustpilot ★★★★★

# Marketing, Sales, and Product Managers

## Segment Overview

If you regularly recruit:

- Marketers
- Sales people
- Product managers

Our panel includes over 47,000 marketing, sales, and product management professionals, the majority of whom are senior-level and higher. These folks range from independent contractors to members of massive enterprise teams, and they're knowledgeable about Salesforce, SEO, project management, and more.
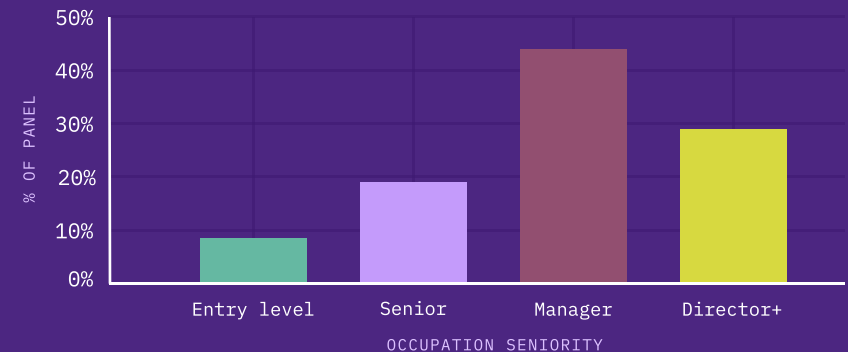
Below, you'll find a shortlist of common skills and job titles in this segment, as well as a breakdown of seniority and company sizes.

This should give you a taste of who's represented in this segment —but if you're looking for marketing, sales, or product management professionals with additional demographic or custom criteria, the best way to gauge their presence in our panel is to **sign up for free and launch a project**.
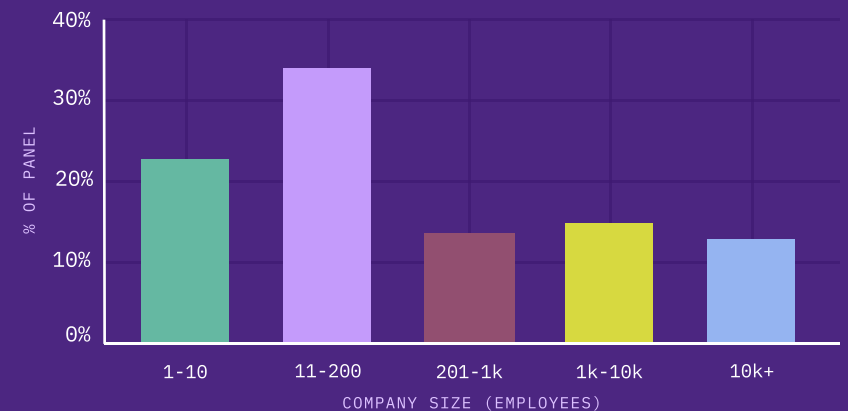
## 47,234

marketing, sales, product managers, and related professionals in our panel

### Seniority breakdown



### Company size breakdown



*The marketing, sales, and product managers in our panel come from companies of all sizes, from freelancers to members of massive corporations.*

## A sample of marketing, sales, and product occupations

| Marketing, sales & product occupations | Approximate population |
|---|---|
| Marketing managers | 16,000+ |
| Sales managers | 8,000+ |
| Product managers | 7,000+ |
| Business development managers | 3,000+ |
| Social media managers | 2,000+ |
| Brand managers | 1,000+ |

*Here's a sampling of some of the occupations represented in our marketing, sales, and product segment. You can target product managers, business development managers, brand managers, and more. Note that this is not a comprehensive list.*

## A sample of marketing, sales, and product skills

| Software skills | Participants |
|---|---|
| Sales | 68,813 |
| Project Management | 27,610 |
| Digital Marketing | 22,770 |
| Content Marketing | 14,435 |
| Social Media Marketing | 13,696 |
| Advertising Sales | 11,678 |
| Business Development | 9,179 |
| SEO Copywriting | 7,045 |
| Salesforce | 5,061 |
| Product Management | 4,035 |

*Here's a sampling of some of the skills represented in our marketing, sales, and product segment. Fine-tune your recruit by targeting folks who are skilled in project management, SEO, Salesforce, and more. Note that this is not a comprehensive list.*

## 🔬 Real professional research:
## Recent recruiting projects filled with User Interviews

CASE STUDY #1
### VIRTUAL PRODUCT DEMO WITH MARKETING LEADERS

**Audience segment:** 12 marketing leaders (CMOs, VPs) who work at ecommerce brands with at least $5M in annual revenue

**Study details:** A virtual product demo and 30-minute moderated feedback interview

**Project setup:** Zoom integration; manual participant review for more control

**Research team:** An ecommerce business intelligence platform

CASE STUDY #2
### 1-1 INTERVIEWS WITH SENIOR PRODUCT MANAGERS

**Audience segment:** 9 senior product managers who work at product-led B2B software companies

**Study details:** 30-minute 1-1 interviews capturing feedback on a new product

**Project setup:** Google Meet integration

**Research team:** A startup in the product adoption space

# Jason works full-time as a software product manager at a SaaS company with ~100 employees.

He has participated in 18 research studies on topics ranging from how he uses analytics and project management software at work to his personal experiences with digital banking and childcare.

"As a software Product Manager by day, **I love utilizing User Interviews to help me learn from other UX and Product Manager experts.** Participating in these sessions allows me to become a better PM and hopefully provide some great feedback for the community."

– Jason Barash

# Healthcare Practitioners

## Segment Overview

If you regularly recruit:

- Nurses
- Doctors
- Pharmacists
- Other healthcare practitioners

… then you'll find the folks you're looking for in the User Interviews participant panel.

Our panel includes over 76,000 healthcare professionals, over ⅔ of whom are senior-level and higher. These folks range from independent contractors to members of massive enterprise teams, and they're knowledgeable about health administration, patient advocacy, clinical assessments, and more.
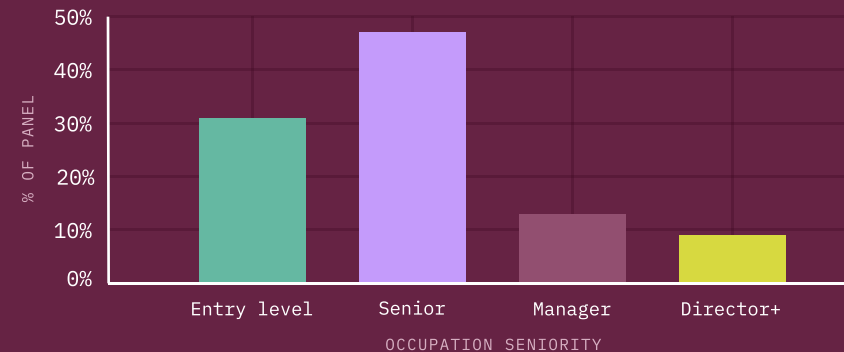
Below, you'll find a shortlist of common skills and job titles in this segment, as well as a breakdown of seniority and company sizes.

This should give you a taste of who's represented in this segment —but if you're looking for healthcare professionals with additional demographic or custom criteria, the best way to gauge their presence in our panel is to **sign up for free and launch a project**.

## 76,399
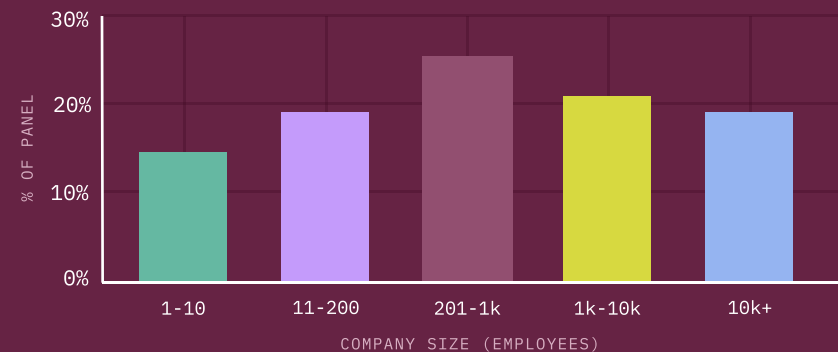
healthcare practitioners in our panel

### Seniority breakdown



*Looking for healthcare practitioners with a specific level of seniority? Our panel represents every level of seniority, from entry-level to director and beyond.*

### Company size breakdown



*Our panel includes healthcare professionals from companies of all sizes, from self-employed professionals to members of massive teams.*

## A sample of healthcare practitioner occupations

| Healthcare practitioner occupations | Approximate population |
|---|---|
| Registered nurses | 37,000+ |
| Occupational & physical therapists | 6,000+ |
| Doctors & physicians | 6,000+ |
| Pharmacists | 4,000+ |
| Dentists & dental professionals | 4,000+ |
| Speech therapists | 2,000+ |

*Here's a sampling of some of the occupations represented in our healthcare segment. You can target physical therapists, dentists, speech therapists, and more. Note that this is not a comprehensive list.*

## A sample of healthcare practitioner skills

| Healthcare skills | Participants |
|---|---|
| Nursing | 7,683 |
| Mental Health | 5,519 |
| Behavioral Health | 4,425 |
| Health Administration | 3,653 |
| Community Health | 3,508 |
| Clinical Assessments | 3,447 |
| Patient Assessment | 2,894 |
| Pharmaceuticals | 2,726 |
| Patient Advocacy | 2,701 |
| Dental Health | 2,672 |

*Here's a sampling of some of the top skills represented in our healthcare segment. Fine-tune your recruit by targeting healthcare professionals who are also skilled in behavioral health, dental health, community health, and more. Note that this is not a comprehensive list.*

## 🔬 Real professional research:
## Recent recruiting projects filled with User Interviews

CASE STUDY #1
### UNMODERATED SURVEY WITH REGISTERED NURSES

**Audience segment:** 100 registered nurses in the US who are interested in pursuing a nursing leadership certificate within the next year

**Study details:** A 15-minute unmoderated survey

**Project setup:** Qualtrics integration; automatic participant review

**Research team:** An online higher education platform

CASE STUDY #2
### REMOTE INTERVIEWS WITH CARDIOLOGISTS

**Audience segment:** 3 active cardiologists who currently use or are planning to use pharmacogenomic information in their practice

**Study details:** Remote 1-1 interviews

**Project setup:** Double screening; Zoom integration

**Research team:** A healthcare design services agency

# Amber works full-time as Vice President of Operations for a national healthcare company with 10–15 employees.

She has a Master's degree in Clinical Psychology and is a Licensed Chemical Dependency Counselor Intern in Texas. She's participated in about 10 studies, providing her opinion on topics like healthcare apps, the American political climate, children's television, and new application technology and testing.

> "**I LOVE getting to participate in surveys through User Interviews.** As a full-time healthcare worker, mom, wife, volunteer, etc., I often need some time to be alone and unwind and these studies help me do that, while making extra income on the side!"
>
> — Amber S.

# Business Owners

## Segment Overview

Looking for business owners? We get it—sometimes the necessary insights have to come from the top.

Our panel includes over 380,000 business owners across more than 120 industries. The majority of these folks tend to run small to medium businesses with less than 200 employees, but you can target owners of larger companies too. They're knowledgeable about accounting, ecommerce, customer service, and more.

Below, you'll find a shortlist of common skills and job titles in this segment, as well as a breakdown of seniority and company sizes.

This should give you a taste of who's represented in this segment—but if you're looking for business owners with additional demographic or custom criteria, the best way to gauge their presence in our panel is to **sign up for free and launch a project**.

## 381,315

**business owners in our panel**

## Top industries

| Industry | Participants |
|---|---|
| Construction/Building Materials | 20,168 |
| Real Estate | 14,793 |
| Food & Beverages | 12,356 |
| Health, Wellness & Fitness | 12,156 |
| Consumer Services | 11,143 |
| Retail | 11,011 |
| Marketing & Advertising | 10,992 |
| Information Technology & Services | 9,992 |
| Education—Primary/Secondary | 9,795 |
| Apparel & Fashion | 9,113 |
| Healthcare—Medical Practice | 8,186 |
| Transportation / Trucking / Railroad | 7,762 |
| Automotive | 7,569 |
| Computer Software / SaaS | 6,918 |
| Hospitality | 6,788 |
| Financial Services | 6,772 |
| Accounting | 6,443 |
| Arts & Crafts | 6,350 |
| Entertainment | 6,215 |
| Insurance | 5,664 |
| Other | 15,6821 |

*Here's a sampling of some of the top industries represented in our business owner segment. Target business owners who work in real estate, health and wellness, accounting, or cosmetics. Note that this is not a comprehensive list.*

## A sample of business owner general skills

| Business owner general skills | Participants |
| --- | --- |
| Sales | 22,791 |
| Customer Service | 22,055 |
| Management | 20,345 |
| Business Marketing | 16,400 |
| Microsoft Excel | 15,264 |
| Business Administration | 7,894 |
| Social Media | 7,554 |
| Project Management | 6,889 |
| Accounting | 6,384 |
| Microsoft Office | 5,331 |

*Here's a sampling of some of the general skills represented in our business owner segment. Fine-tune your recruit by targeting business owners who are also skilled in customer service, Excel, social media, and more. Note that this is not a comprehensive list.*

## A sample of business owner niche skills

| Business owner niche skills | Participants |
| --- | --- |
| Graphic Design | 8,354 |
| Affiliate Marketing | 7,265 |
| Cooking | 6,369 |
| Adobe Photoshop | 6,032 |
| Real Estate | 5,151 |
| Photography | 4,566 |
| Video Editing | 4,131 |
| Business To Business | 3,919 |
| E-Commerce | 3,170 |
| SEO Copywriting | 3,163 |

*Here's a sampling of some of the niche skills represented in our business owner segment. Fine-tune your recruit by targeting business owners who are also skilled in Adobe Photoshop, B2B, video editing and more. Note that this is not a comprehensive list.*

## 🔬 Real professional research:
# Recent recruiting projects filled with User Interviews

CASE STUDY #1
### 1-1 INTERVIEWS WITH BUSINESS OWNERS

**Audience segment:** 32 Michigan business owners and employers who are registered with the Unemployment Insurance Agency of Michigan

**Study details:** A remote 1-1 interview

**Project setup:** Zoom integration

**Research team:** A non-profit civic tech design studio

CASE STUDY #2
### 1-1 INTERVIEWS WITH RESTAURANT OPERATORS

**Audience segment:** 37 restaurant operators with businesses based in Metropolitan areas

**Study details:** A remote 1-1 interview

**Project setup:** Google Meet integration

**Research team:** A geo-social platform for connecting local businesses and consumers

# Catalina is a Small Business Owner of a residential cleaning company with 18 employees.



She has a Bachelor's degree in Business Administration. Since joining our panel in 2021, she's participated in 15 studies on topics ranging from how she manages crypto holdings and other financial investments, to her opinions on software designed for scaling small businesses, to what she thinks about health and wellness as she ages.

"I have found the interviews to be super interesting while touching upon a variety of interesting topics and were actually fun to participate in. **I look forward to signing up for more!**"

– Catalina Cooper

⏩ **Ready to start recruiting?**

**Sign up for a free account now.**