

 user interviews | PANEL REPORT 2024

Who's in Our Research Panel?

A deep dive into the participants who make up our research panel: who they are, how we source and vet them, and what you could discover by recruiting with User Interviews.



Intro

“Who’s in the User Interviews participant panel?” is the most common question we get asked, day after day.

It’s an important question; the quality of your research relies on the quality of your participants.

But as you know, it can be really hard to find the right participants.

- 👷 DIY recruiting is slow and unreliable.
- 💰 Recruiting agencies are expensive.
- 📦 All-in-one solutions tend to have limited, low-quality panels.
- 🎯 Targeting the right people (without attracting fraudsters) is difficult without proactive, purpose-built solutions.

That’s **why we exist**: to provide **stronger recruits, better flexibility, and more powerful automation** than any recruiting solution on the market. User Interviews is the only tool that lets you source, screen, track, and pay participants from your own panel using **Research Hub**, or from our 4.7-million-strong network using **Recruit**.

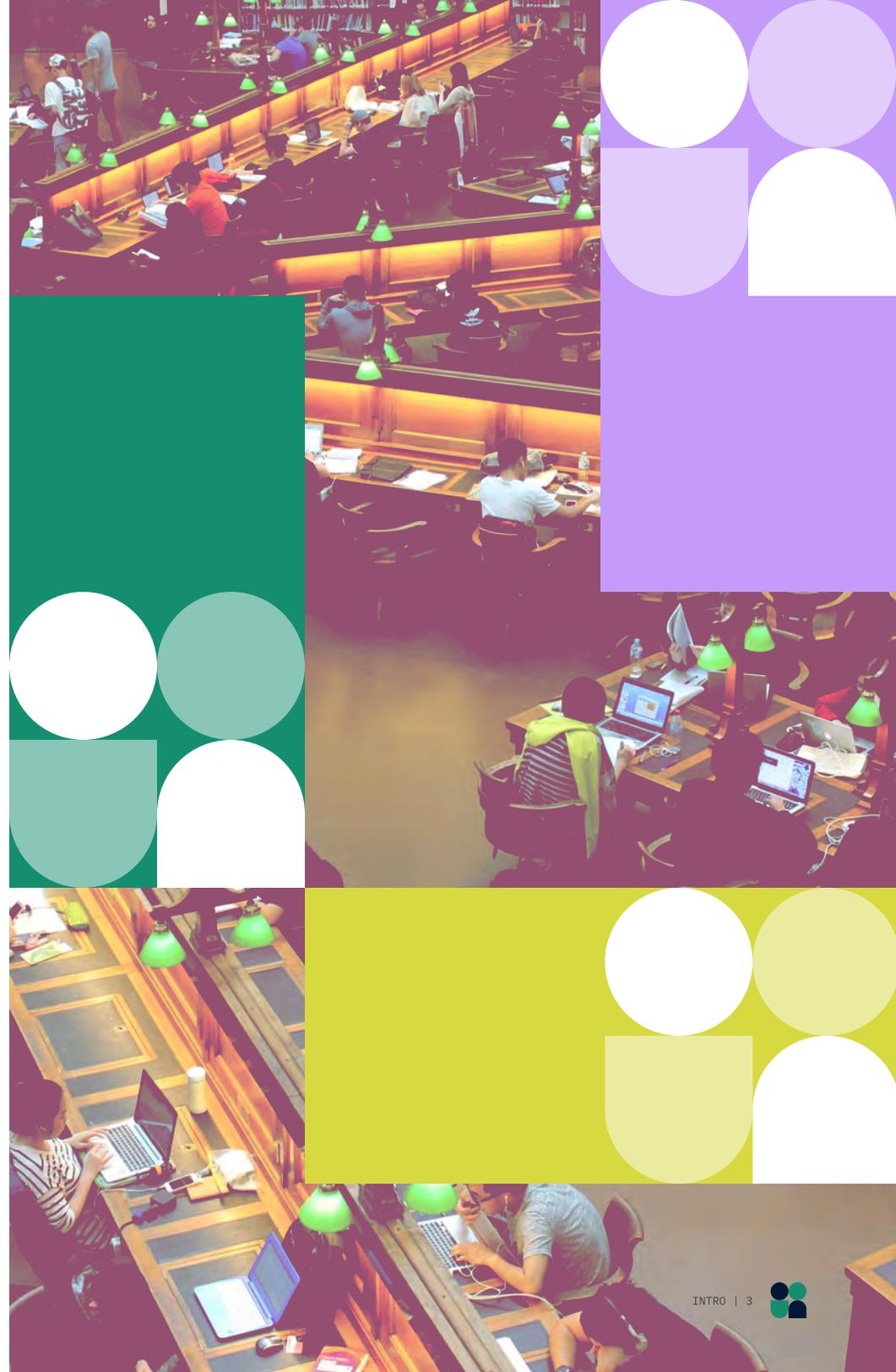
With **Recruit**, you can target professional segments, demographic groups, consumer behavior, or any niche audience you’re looking for. Launch a study in minutes, source participants in hours, and complete your research in days. You’re guaranteed to get detailed feedback and quality insights from our top-rated panel. And, you’ll have a sourcing expert to guide your recruit every step of the way.



In this report, we've laid out detailed data about our on-demand participant panel to help you evaluate User Interviews's ability to meet your recruiting needs, including:

- Key stats about our participant panel
- A data deep-dive into our consumer and professional audiences
- How we source and vet participants for quality
- How you can make the most of recruiting with User Interviews

👉 **Note:** This report sets a new level of transparency around who's represented in our growing panel—and yet, it only scratches the surface. For example, we only provide a deep-dive into four sample occupation groups, but there are dozens more (not to mention 67,500 targetable occupations!). The best way to gauge the feasibility for your specific needs is to **launch a project** (it's free to sign up, and it only takes a few minutes).



| Table of Contents

Our panel: Key stats and targeting options	5
Our panel is deep	8
Consumer panel breakdown	9
Professional panel breakdown	13
Accessibility segment breakdown	31
Our panel is reliable	34
Panel engagement and quality ratings	35
How we deter fraud	35
Our panel is growing	39
Supply and demand flywheel	40
Our recruitment sources and methods	40
How you can make the most of recruiting with User Interviews	43

“It was so seamless. Once you set up and launch your study, you'll get a list of participants. The turnaround is super fast and super easy to message and pay incentives. The best part is the turnaround, it was taking me weeks to recruit, now it takes 24 hours with a ton of people who meet my criteria!”

- Matthew Morrison, UX Research Manager at Braze



Our panel: Key stats and targeting options

Let's start with some high-level information about our panel, and then we'll get more granular in the following sections.

Using **Recruit**, you can get detailed feedback and quality insights from a vetted, verified, targeted audience. Our 100% proprietary recruitment pool gives you access to over 4.7 million participants across the United States, United Kingdom, South Africa, Germany, France, Canada, Australia, and India. With 4.2% monthly growth and more markets opening up in the future, you can feel confident that you'll always have a fresh pool of new participants to recruit from.

Recruit your ideal audience by targeting professional segments across 140 industries, demographic groups, consumer behavior, or other custom criteria.

 **Note:** The data included in this report is accurate at the time of publication, June 2024.

✔ OUR PANEL IS DEEP

- 4.7M+ total participants
- Targetable participants spanning 8 countries (and counting)
- U.S. participants from all 50 states
- 67,500 professional occupations represented across 140 industries
- Over 694,000 completed sessions with consumers and professionals from our panel
- 430,000 participants with accessibility characteristics

✔ OUR PANEL IS RELIABLE

- 100% proprietary participant panel
- 98% of sessions result in positive feedback
- Only 0.06% of applicants reported fraudulent
- 7.3% no-show rate for moderated sessions
- 4.7/5 rating on G2

✔ OUR PANEL IS GROWING

- 4.2% average monthly growth rate
- 80% of panel acquisition from word-of-mouth and social channels
- Niche acquisition prioritized to meet your demand
- Powerful network effects continuously improve and speed up matching



Targeted consumer & professional audiences

Looking for student nurses who live in the city? Retirees with adult children? Our advanced targeting and screening capabilities can help you search for the audience criteria you need.

Our targeting system helps you find participants with specific **demographic attributes** like age and income, **professional attributes** like job titles and skills, and **technical attributes** like their smartphone operating system. Once you've connected with the participants you need, you can save their profiles to easily find and invite them to future studies.

Looking for folks at work? Source from **67,500 unique occupations** in our professional segment. Our system uses predictive text so you can quickly select all relevant job titles, and our system uses machine learning to quickly provide you with both exact-fit and close-match participants for you to review.

Below, you'll find a detailed list of all consumer, technical, and professional attributes you can target in Recruit. If you don't see the target attributes you're looking for in these lists, you'll also get a free-form text field you can use to add **custom criteria**.

PROJECT BUILDER

Consumer attributes	Technical attributes
Location (state, city [US])	Browsers used
Age	Computer with a webcam
Race/ethnicity	Smartphone operating system
Gender	Tablet operating system
Household income	Computer operating system
Level of education	Assistive technologies & custom settings
Marital status	
Living situation	Products and services
Home owner	Project management software
Children	Online learning platforms
	Vehicles owned or leased

PROJECT FEATURES

Professional attributes & advanced targeting

Target job titles
Skills
Seniority
Business owner
Company size
Industry
Employment status
Type of income
Additional custom requirements

*this is not a comprehensive list of all targetable attributes within our platform



👁️ Screener surveys help you evaluate participants further

These profile characteristics don't always cover all the attributes you're looking for.

Sometimes, you need participants with specific behavioral or attitudinal attributes—like frequent gym-goers, moderate Republicans, or moms who pack their kids' lunches every morning.

For attributes like these, you'll want to use a [screener survey](#).

Our screening capabilities allow you to create **custom surveys** with a variety of question formats and programmable skip logic. Informed by these survey questions, our system can more accurately find your target participants. You can manually qualify applicants for more control, or select **automatic qualification** for maximum speed.

Plus, if you'd like to check screener answers, ask additional questions, or confirm a participant's interest, you can use our [Premium Screening Add-On](#) feature to call, text, email, message, or view video submissions of participants before approving them.

✅ With smart targeting, automated recruitment workflows, and a panel that scales with demand, Recruit is the fastest and easiest way to find best-fit research participants. [Sign up for a free account to get started.](#)



| Our panel is deep

It's dangerous to dive into shallow water.

Recruiting from a shallow participant panel—not safe, either.

When you attract the same participants over and over, you run the risk of biasing your results and missing opportunities to discover unique, valuable user insights. A panel as deep as ours can help.

We've focused on growing a broad, diverse participant panel to help you recruit a truly representative sample of your target audience. Recruit from a pool of over 4.7 million participants, spanning 8 countries (and more markets opening up in the future!), representing 140 industries.

In the following sections, you'll learn more about the people who make up our consumer and professional panels, including:

- A breakdown of demographics and professional attributes
- Examples of real recruitment requests filled through our platform
- Testimonials from both researchers and participants

Key stats

- 4.7M+ total participants
- Spanning 8 countries (and counting)
- U.S. participants from all 50 states
- 67,500 professional occupations represented across 140 industries
- Over 694,000 completed sessions with consumers and professionals from our panel
- 430,000 participants with accessibility characteristics



Consumer panel deep dive

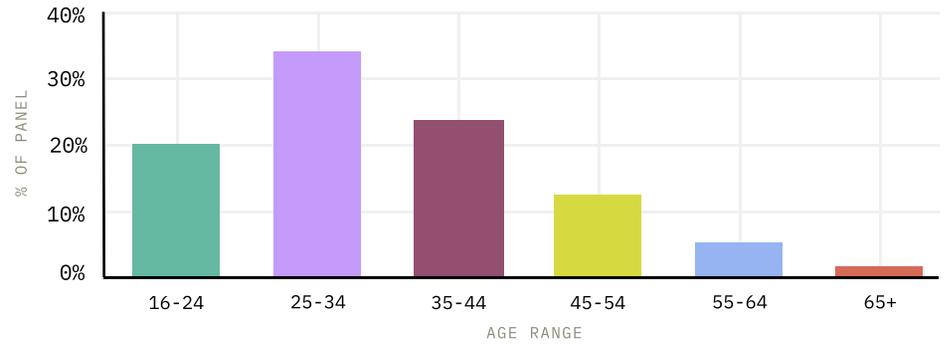
Looking for adults recently diagnosed with diabetes? Or children ages 12–14 who like video games?

Our machine-learning matching algorithm can help you recruit participants like these from our consumer audience by pinpointing participants whose profiles match your criteria. Because of the high volume of research on our platform, our matching algorithm continuously gets smarter and more efficient at identifying which panelists would be a good fit for certain research topics based on their past activity.

From there, you can layer in additional behavioral and attitudinal targeting with our custom screener surveys and double-screening add-on.

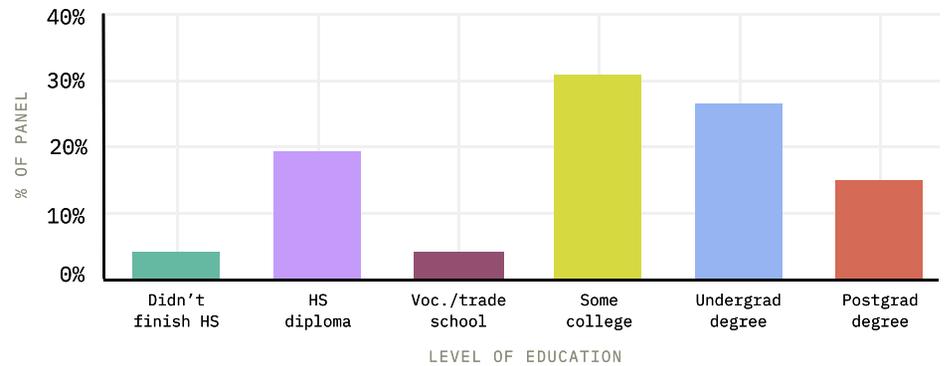
Here's a breakdown of what kind of participants are represented in our general consumer audience.

Participants by age



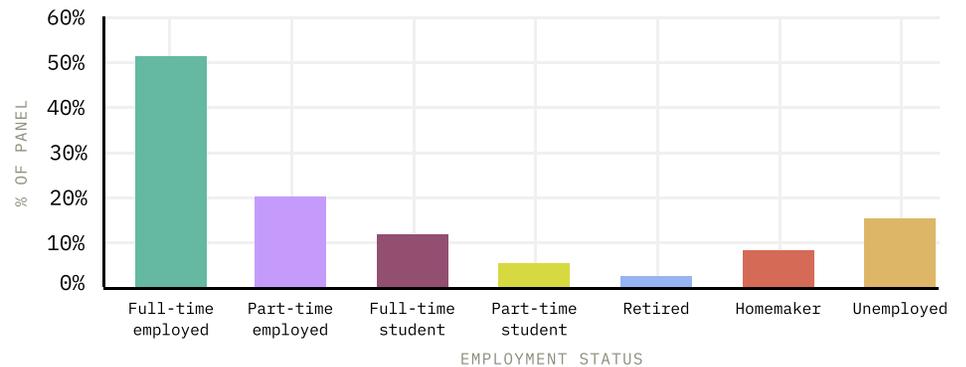
You can directly recruit participants who are 16 and older on our platform. If you need to do research involving children, we can connect you with them through their parents—see the “parents with children” attribute breakdown.

Participants by level of education



The vast majority (96%) of our participants have at least a high school diploma, a small percentage (4%) have vocational training, and most (73%) attended college.

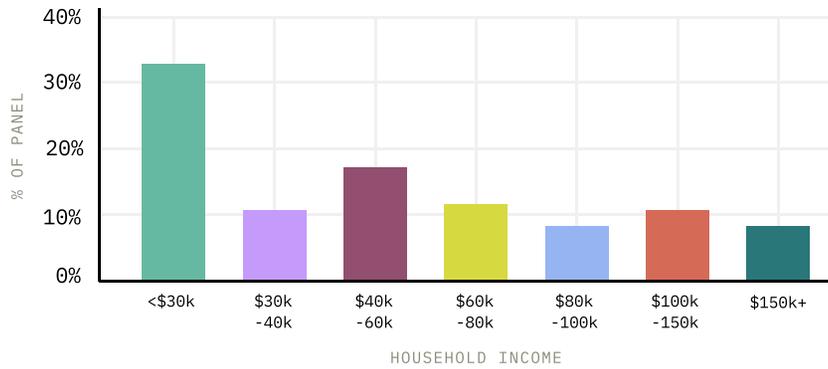
Participants by employment status



More than half (51%) of our participants who have shared their employment status are employed full-time. If you're looking for employed participants of a specific occupation, industry, or skill set, skip to the Professional Participants section to learn more about the professional attributes represented in our panel.

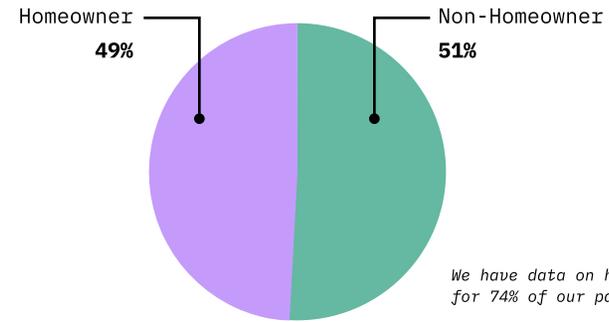
Consumer panel deep dive

Participants by household income



Most (72%) of the participants in our panel make less than \$100,000/year in household income.

Participants that are homeowners



Participants with children broken down by ages

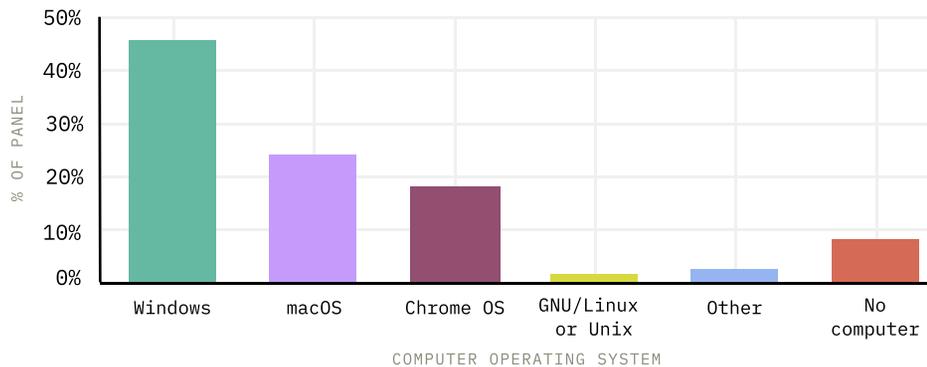
Participants with children	Participants
Infants: <1 year old	139,111
Toddlers: 1-3 years old	276,462
Preschoolers: 4-5 years old	205,805

Our panel includes new parents, parents of teenagers, and parents with adult children.

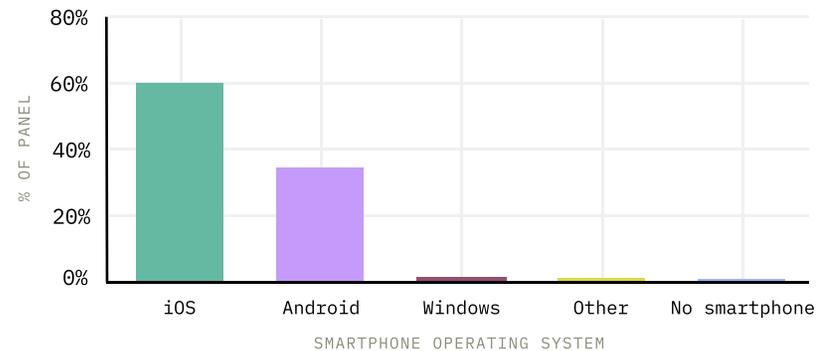
Participants with children	Participants
School-aged children: 6-12 years old	471,155
Adolescents: 13-17 years old	326,200
Adult children: 18+ years old	414,718

Note on recruiting children: You can recruit participants who are 16 and older directly on our platform. If you're looking to conduct research directly with younger participants, we can connect you with them with their parents' permission using the "children" characteristic.

Participants by computer operating system



Participants by smartphone operating system



Real consumer research: Recent recruiting projects filled with User Interviews

CASE STUDY #1

INTERVIEWS WITH ACTIVE HOME-BUYERS

Audience segment: 32 active home buyers who have at least \$10k saved for a down payment

Study details: 30-minute virtual service demo and 1-1 feedback interviews

Project setup: Google Meet integration; Manual participant qualification for more control

Research team: A financial aid company for home-buyers

CASE STUDY #2

REMOTE FOCUS GROUP FOR FOOD PRODUCT FEEDBACK

Audience segment: 28 Minnesota-based adults ages 45-65 who regularly eat cereal for breakfast and have begun to make changes in their food choices to improve their health

Study details: In-person product sampling and focus group

Project setup: Document Signing feature for confidentiality agreement; Manual participant qualification for more control

Research team: A long-standing, enterprise consumer foods manufacturer

CASE STUDY #3

UNMODERATED HEALTHCARE SURVEY

Audience segment: 35 members of the LGBTQIA+ community who have sought out electrolysis/permanent laser hair removal when pursuing gender-affirming care

Study details: A 10-minute unmoderated survey

Project setup: Automatic participant qualification for more speed

Research team: A healthcare innovation team

“I cannot tell you how much of a revolution your platform is!!!!”

I’m a VP of Product and in my career I’d say I’ve averaged 3-6 hours and a lot of anxiety spent on recruiting per project. Your platform gets that down to about 30 minutes for a project and takes all the anxiety out of it.

Out of the last 3 participants, 3 participants showed up 10 minutes early. Don’t think that’s happened before.”

– Rafi Finegold, (former) SVP of Product Management at TrueMotion

Need to recruit a consumer audience?

We’ve got you covered, for any audience criteria and any study type. Plus, we’re already integrated with most of your favorite user research tools, so it’s easy to get started. [Launch a project now](#) and get your first matched participant within an hour.



🧑 Real people: A featured participant from our consumer panel

Linda Sylor has a sociology college minor and is an eight-year Medicare supplement subscriber with Crohn's ileitis.

After a recent research experience, she said:

“Often in surveys, one feeds in responses, but never hears back. There’s no real closure for the participant, other than often a small gift card. The model for this session, whether facilitated by User Interviews – or a sponsor gathering data and giving options in real time is impressive... I think some, it’s often less about the compensation – and more about the opportunity to contribute and provide feedback.. I look forward to more opportunities such as this. Keep up the great work!”

- Linda S.



Professional panel deep dive

Professional participants are hard to find.

To be clear, when we say “professional” participants, we’re not talking about “professional participants” who try to participate in studies as their primary source of income (we try to weed those folks out using fraud detection measures, researcher feedback, and manual identification of suspicious or inappropriate activity).

Instead, we mean **folks who are targeted based on their job titles and skills**, such as:

- Software engineers
- Certified scrum masters
- Dental hygienists
- K-12 teachers
- Sales leaders at B2B SaaS companies

These folks tend to be more difficult to match than consumer audiences, and often expect more compensation for their time.

If you need to recruit participants of a specific industry, occupation, seniority, or skill set, we’ve got you covered. Professional targeting contributed to 30% of all sessions completed in the past year. Our professional segment spans 140 industries and 67,500 targetable occupations.

Here’s a breakdown of what kind of participants are represented in our professional audience.



Data breakdown of our professional panel

A sample of industries

Software	Participants
Information Technology and Services	30,846
Computer Software / SaaS	20,065
E-Commerce	9,753

Healthcare	Participants
Healthcare-Hospital	54,428
Healthcare-Medical Practice	50,685
Healthcare-Nursing	42,855

Education	Participants
Education-Primary/Secondary	71,203
Education-Higher EDU	24,324
Education-Management	11,182

Financial Services	Participants
Insurance	27,649
Financial Services	26,765
Banking	21,135

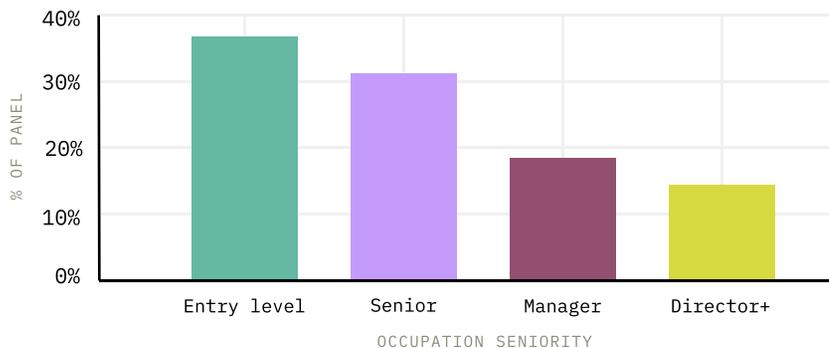
Hospitality	Participants
Food & Beverages	56,706
Restaurants	17,229
Entertainment	14,927

Consumer Services	Participants
Retail	55,368
Health, Wellness and Fitness	29,422
Consumer Goods	18,972

👉 **Note:** This is just a sample of a few commonly requested industries, but there are many, many more. In fact, our professional segment spans 140 industries and 67,500 targetable occupations! If you don't see your target industry here, the best way to gauge feasibility for it is to **launch a project**—it's free to sign up and only takes a few minutes.

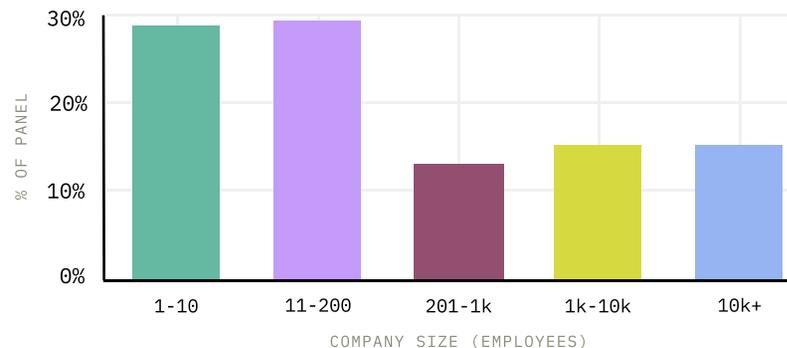
Our panel gives you access to professionals of all kinds, from nurse practitioners and high-school teachers to investment bankers and hotel owners. Note that this is not a comprehensive list.

Participants by occupation seniority



Looking for folks with a specific seniority level? User Interviews gives you access to professionals at all levels, from entry-level to executive.

Participants by company size



Our panel spans all company sizes, from freelancers to members of huge 10,000+ teams. Fine-tune your audience by targeting participants at specific company sizes.



Frequently targeted occupation groups

Our **top 10 most requested** broad occupation groups include management, sales, healthcare, education, and more. There are 22 targetable occupation groups (identified using the [BLS occupation](#)

[categorization](#)) in total, and within those groups, 67,500 targetable occupations. We have fulfilled studies across every occupation group in the last year.

Occupation group	Studies targeting this group
Management Occupations	6,028
Business and Financial Operations Occupations	3,808
Computer and Mathematical Occupations	3,463
Office and Administrative Support Occupations	2,441
Sales and Related Occupations	2,439

Occupation group	Studies targeting this group
Arts, Design, Entertainment, Sports, and Media Occupations	1,695
Architecture and Engineering Occupations	1,174
Healthcare Practitioners and Technical Occupations	1,033
Educational Instruction and Library Occupations	877
Production Occupations	635

The top 10 most frequently targeted broad occupation groups in our professional panel. Note that this is not a comprehensive list.

Common and niche occupation networks

Some occupations, like educators and sales professionals, are fairly common and easy to target, so we've got large populations of these occupations in our panel. However, we also have sizable pools of more niche professionals, such as software engineers, HR professionals, and C-level executives.

Some occupations, like educators and sales professionals, are fairly common and easy to target, so we've got large populations of these occupations in our panel. However, we also have sizable pools of more niche professionals, such as software engineers, HR professionals, and C-level executives.

Large occupation networks	Approx. pop.
Teachers & educators	78,000+
Sales professionals	60,000+
Business owners	45,000+
General managers	45,000+
Customer service/success reps	45,000+
Nurses	45,000+
Drivers	30,000+

Here's a sampling of the large networks of occupations represented in our professional panel. You can recruit teachers, salespeople, nurses, drivers, and more. Note that this is not a comprehensive list.

Niche occupation networks	Approx. pop.
Product & project managers	22,000+
Software engineers	20,000+
Marketing professionals	17,000+
HR professionals	15,000+
Designers	15,000+
C-level roles & exec. directors	11,000+
IT professionals	10,000+

Here's a sampling of the niche occupations represented in our professional panel. You can recruit project managers, designers, executives, and more. Note that this is not a comprehensive list.



A sample of targetable skills

With over 23,000 targetable skills, you can source participants based on their core competencies, work responsibilities, experience with specific software, certifications and licenses, and other relevant skill sets.

Our audience has experience with design tools like Figma and Adobe Photoshop, sales and business intelligence tools like Salesforce and

Tableau, and agile development tools like JIRA. We've got certified scrum masters, certified nursing assistants, licensed massage therapists, AWS cloud practitioners, and more.

Below, we've provided a sampling of software skills and certifications across different occupations and industries as examples.

Software skills	Participants
Microsoft Excel	64,608
Adobe Photoshop	15,787
AutoCAD	6,332
QuickBooks	6,035
Adobe InDesign	5,651
Salesforce	5,061
Microsoft Azure	4,866
WordPress	4,799
JIRA	4,051
Figma	3,928
Google Analytics	3,272
Tableau (Business Intelligence Software)	2,801
Adobe Photoshop Lightroom	2,579
SolidWorks (CAD)	2,560
Google AdWords	2,343

Here's a sampling of the software skills represented in our professional panel. Narrow your recruit by targeting folks who are knowledgeable about QuickBooks, AutoCAD, Figma, and more. Note that this is not a comprehensive list.

Certification skills	Participants
Certified Scrum Master	2,104
OSHA Safety Certificates	1,284
Personal Trainer Certification	1,199
Salesforce Certification	1,198
HVAC Certification	1,179
Medical Certificate	1,140
Certified Nursing Assistant	1,122
Certified EKG/ECG Technician	1,038
AWS Certified Cloud Practitioner	1,009
Autodesk AutoCAD Certification	947
Licensed Massage Therapist	935
Microsoft Certified IT Professional	928
Certified Pharmacy Technician	845
Certified Scrum Product Owner	843
Salesforce Certified Administrator	716

Here's a sampling of the certifications represented in our professional panel. You can recruit folks who are OSHA safety certified, have earned Salesforce credentials, or have trained as licensed massage therapists. Note that this is not a comprehensive list.



Featured professional segments

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

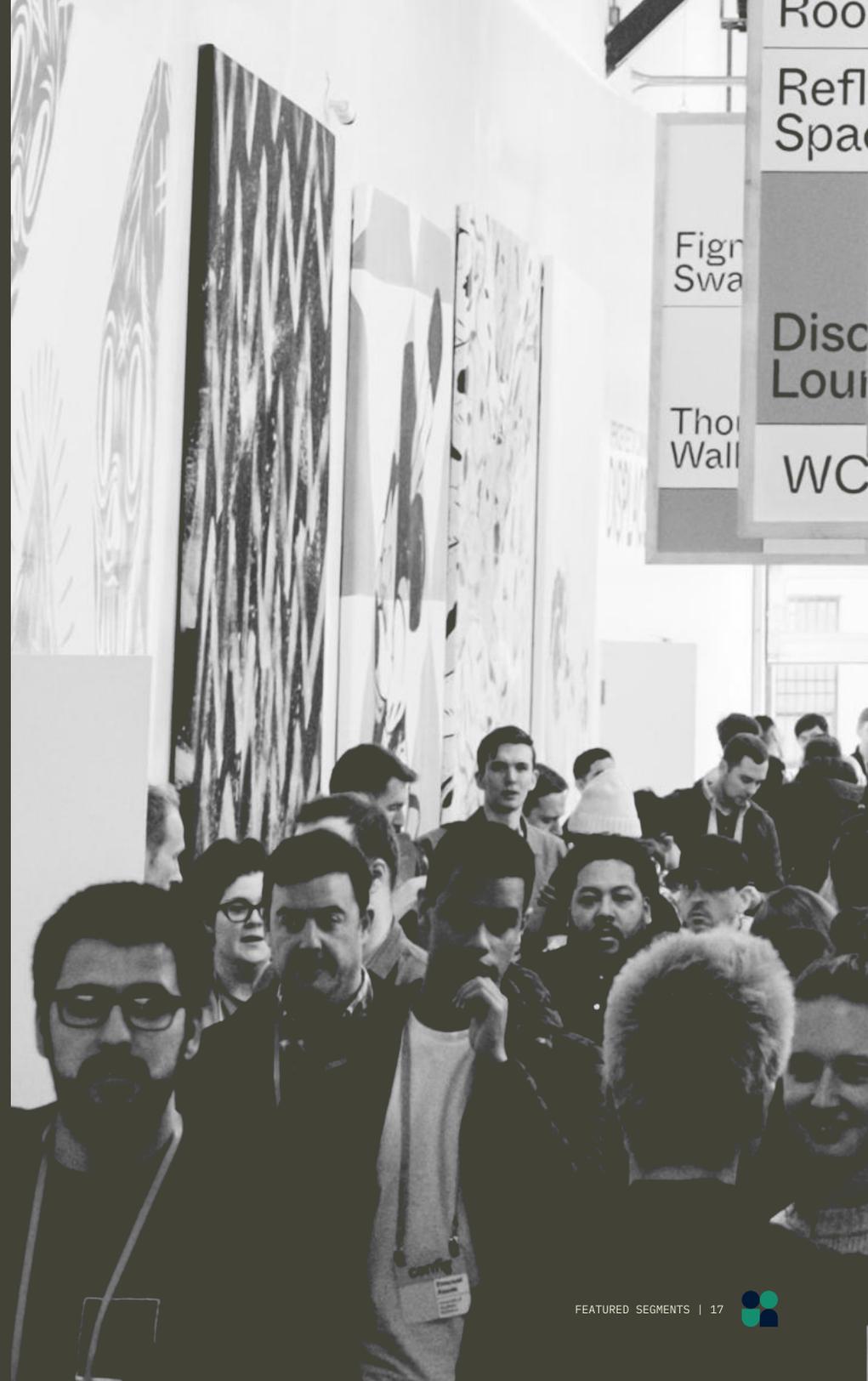
To give you a sense of the specificity of our targeting, we've drilled into the data for 4 of our most highly-requested professional segments below:

[Software professionals](#)

[Marketing, sales, and product managers](#)

[Healthcare practitioners](#)

[Business owners](#)



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 $\frac{2}{3}$ 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

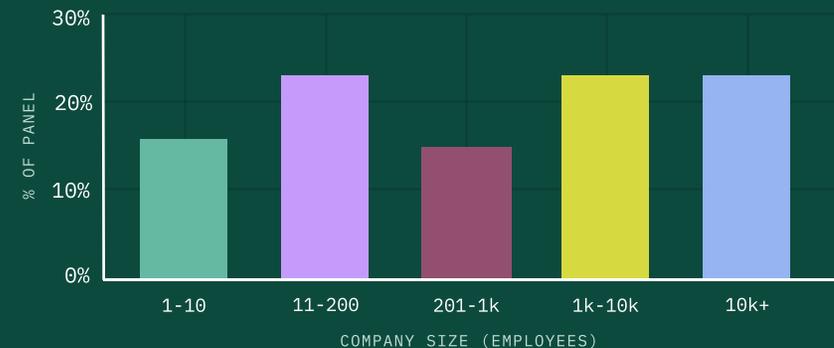
software professionals in our panel

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



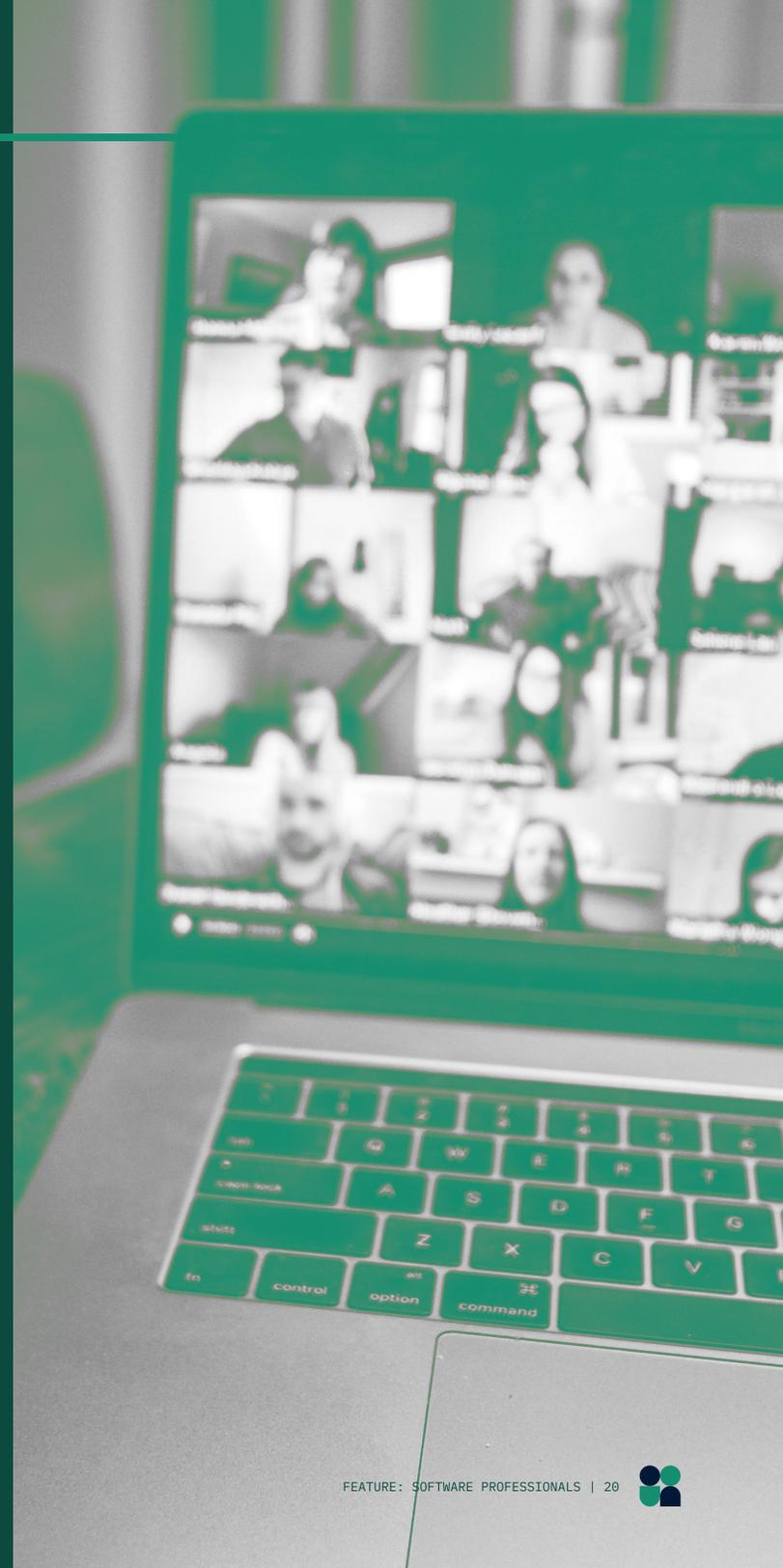
👍 A 5-star review for our professional panel

"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."

- [Alec L. on Trustpilot](#) 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.

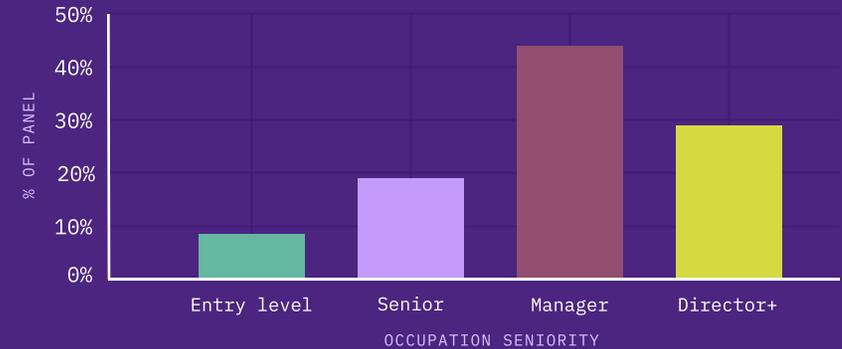
Below, you'll find a shortlist of common skills and job titles in this segment, as well as a breakdown of seniority and company sizes.

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



👤 Real people: A featured product manager from our panel

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 $\frac{2}{3}$ 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

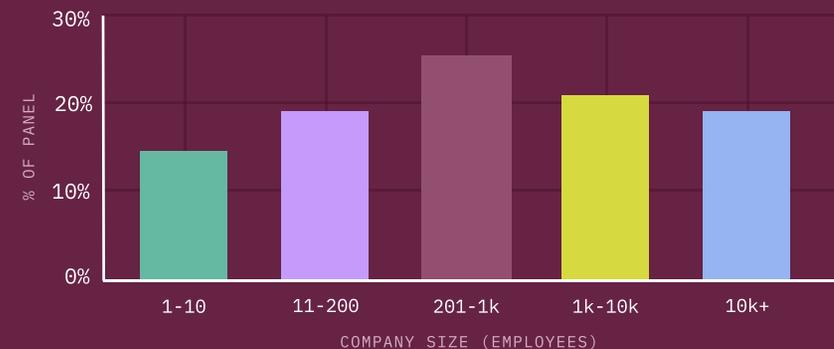
healthcare practitioners in our panel

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



👤 Real people: A featured healthcare practitioner from our panel

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



👤 **Real people: A featured business owner from our panel**

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



😊 A 5-star review for our professional panel

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

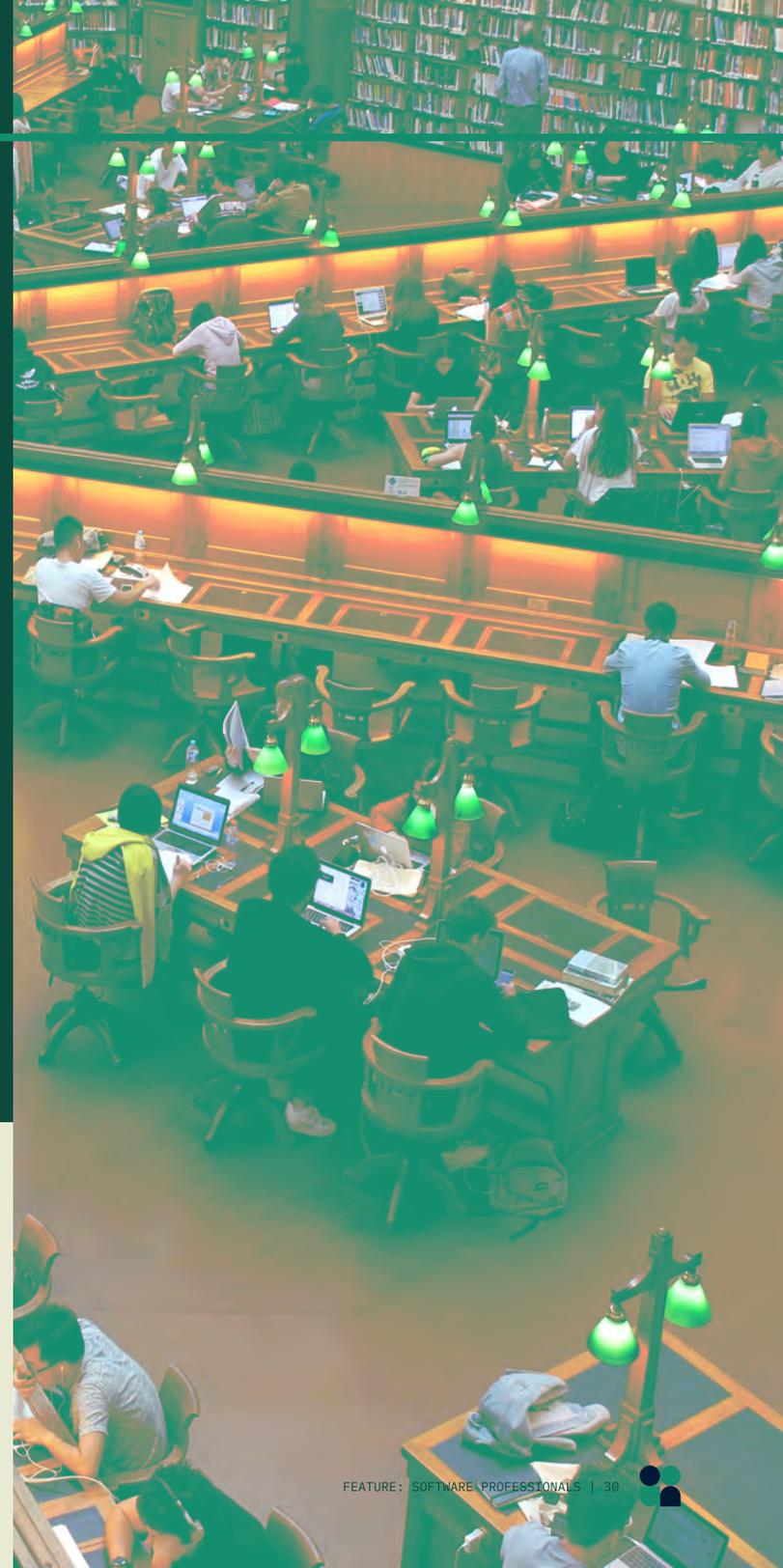
The amazing team of consultants has worked quickly and tirelessly with us to ensure high quality participants for our sometimes elusive target audience (K-12 education professionals), and their attentiveness and good humor is always appreciated.

The online interface is simple and effective, and we look forward to working on many more projects with UI in the future!"

-Elizabeth Klann, Senior Design Researcher at ThinkCERCA

🔍 **Need to recruit a professional audience?**

We've got you covered, for any audience criteria and any study type. Plus, we're already integrated with most of your favorite user research tools, so it's easy to get started. **Launch a project now** and get your first matched participant within an hour.



Accessibility Panel

Segment Overview

User Interviews makes it easy to recruit users with disabilities for **accessibility research and testing**. Our panel includes over **430,000 people who meet accessibility criteria** such as visual, auditory, mobility, and cognitive impairments, and use of assistive technology.

Ensure you're designing an inclusive experience for your entire population of users with compliance testing, usability testing, 1-1 interviews, focus groups, and paid market research for people with disabilities. We support in-person, remote, moderated, unmoderated, and multi-day studies for any kind of research.

In this segment breakdown, we will explore some of the common accessibility recruiting requests we see from user researchers:

- Vision impairments
- Auditory impairments
- Mobility impairments
- Cognitive impairments

These populations have been estimated based on self-reported profile and screener data, research participation, and feasibility tests. They're intended to give you a sense of who's represented in our panel. If you're sourcing for a specific accessibility study, the best way to gauge feasibility is to **[sign up for free and launch a project](#)**.

430,000

people who meet accessibility criteria in our panel

Key stats

- 430,000+ participants with accessibility characteristics
- Representation spans vision, mobility, and cognitive disabilities
- 53,000+ participants using screen readers, hearing aids, wheelchairs, or other assistive technologies



Vision Impairments

Condition	Approximate population
Vision impairment	12,000+
Blindness	8,000+
Low vision	6,000+
Color blindness	3,000+
Legally blind	1,500+
Lazy eye	1,500+

Assistive technology	Approximate usage
Screen reader	40,000+
Screen magnification	7,000+
Braille	1,000+

Here's a sampling of some vision impairments and use of assistive technology represented in our panel.

Auditory Impairments

Condition	Approximate population
Hearing loss	14,000+
Hearing impairment	4,000+
Deafness	2,000+
Auditory processing disorder	100+

Assistive technology	Approximate usage
Hearing aid	10,000+
Cochlear implant	150+
Assistive listening device	50+

Here's a sampling of some auditory impairments and use of assistive technology represented in our panel.

Mobility Impairments

Condition	Approximate population
Arthritis	39,000+
Epilepsy	23,000+
Physical disability	7,500+
Multiple sclerosis	3,500+
Fibromyalgia	2,500+
Mobility impairment	1,500+
Musculoskeletal condition	1,500+
Parkinson's disease	1,000+
Cerebral palsy	1,000+
Muscular dystrophy	500+
Tremors	400+
Degenerative disc	200+

Assistive technology	Approximate usage
Wheelchair	400+
Prosthetics	400+

Here's a sampling of some mobility impairments and use of assistive technology represented in our panel.



Cognitive Impairments

Condition	Approximate population
Depression	54,000+
ADHD	22,000+
Dementia	19,000+
Traumatic brain injury	19,000+
Dyslexia	17,000+
Alzheimer's	16,000+
Autism spectrum disorder	11,000+
Mental illness	4,500+
Anxiety disorder	3,000+
Neurodiverse	2,500+
Learning disability	2,000+

Assistive technology	Approximate usage
Biofeedback	600+

Here's a sampling of some cognitive impairments represented in our panel. Note that the technologies used to assist cognitive disabilities are vast, ranging from customized education, in home interventions, mobile phone applications, and more. We have not listed many of these due to the greater application of many of these technologies, i.e. smart home devices, voice activation technology, etc.

Real accessibility research: Recent recruiting projects filled with User Interviews

CASE STUDY #1

ONLINE USABILITY TESTING FOR PEOPLE WITH LOW VISION

Audience segment: 60 participants with no-to-low vision impairments who aren't using corrective treatment

Study details: A 90-minute moderated usability test with screen sharing and a follow-up survey

Project setup: Document signing; premium screening

Research team: An American retail chain with over 800 stores worldwide

CASE STUDY #2

MIXED METHODS RECRUIT FOR A YEAR-LONG ACCESSIBILITY RESEARCH PANEL

Audience segment: 10 participants with varying levels of physical ability

Study details: 15-minute remote interviews, discussion panels, and surveys over the course of a year

Project setup: Double screening; re-recruit participant tool for follow up sessions

Research team: A well-known multinational technology company



| Our panel is reliable

A “reliable” participant is defined as one who:

- Represents themselves honestly and accurately
- Meets the audience criteria you’re looking for
- Shows up to sessions prepared and on-time (or proactively reschedules when needed)
- Is willing and able to provide you with valid, usable information

Unfortunately, not all recruiting channels come with the tools you need to confirm the reliability of your participants.

At User Interviews, we use fraud detection algorithms, session feedback, profile verification and regular updates, staff training, and other strategies to thwart misrepresentation and inappropriate activity on our platform. For the most part, these measures work; **researcher feedback on our participants is overwhelmingly positive, with less than 2% of sessions resulting in negative feedback for any reason.**

Plus, **the User Interviews panel is 100% proprietary.** We never buy audiences or source participants from other panels—so you can count on a fresh, reliable set of participants, even if you’re switching from another recruiting tool.

In this section, we’ll discuss the quality and reliability of our panel, including participant engagement data and an overview of the algorithms, guardrails, and internal processes we use to protect you from fraudulent participants.

Key stats

- 100% proprietary participant panel
- Less than 2% of sessions result in negative feedback for any reason
- 1 hour median time to first matched participant
- Only 0.06% of applicants reported fraudulent
- 7.3% no-show rate for moderated sessions
- 4.7/5 rating on G2



★ Panel engagement and quality ratings

We have a broad, active, and high-quality participant panel—and it'll only continue to improve over time.

The high volume of research activity on our platform is constantly feeding rich data into our system to make it smarter, stronger, and more efficient. Our matching algorithm learns from new signals every time someone submits a study application, marks a session as complete, leaves feedback for a participant, communicates a custom recruiting requirement to our team, or our system runs an automated fraud check.

The majority of projects have a participant confirmed and scheduled **within a day**, with a median time of 1 hour to first qualified match and 3.5 hours to fill a project with the requested number of qualified participants. The speed with which we fill projects is in part due to the engagement of our panel; the most active 1% of our participants complete 26 studies a year, often across a range of different professional topics and personal interests. The 5% most active participants are completing almost 10 studies in their first year, while the majority (about 80%) are completing 1-3 studies in their first year.

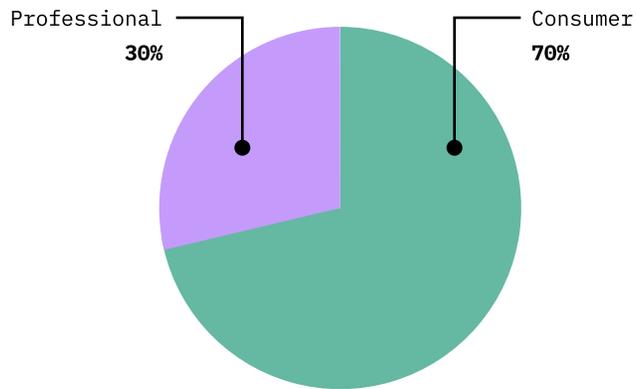
And don't be fooled by our name—only about half of our customers' sessions are moderated, 1-1 user interviews. We also commonly fill recruitment requests for unmoderated tasks, focus groups, and multi-day studies.

🔑 Key stats

- 98% sessions result in positive feedback
- 7.3% no-show rate for moderated sessions
- 1 hour median time to first qualified match
- Over 694,000 completed sessions via Recruit
- 80% of participants complete 1-3 studies in their first year
- 100% proprietary participant panel

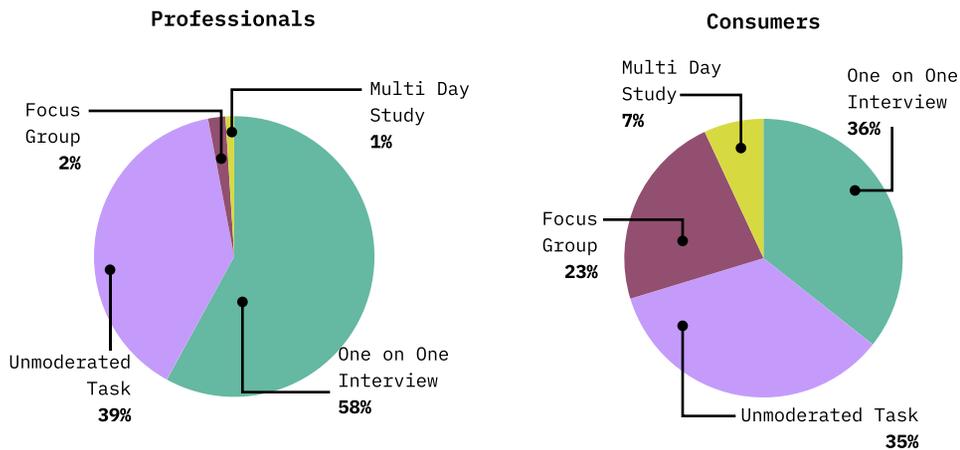


Completed research by audience type (professional vs. consumer)



Most (70%) of the sessions on our platform involve consumer audiences, like home-owners, dads with young children, or folks with a postgraduate degree. About 30% of completed sessions involve professional participants, like nurses, HR managers, or business owners.

Completed research by study type

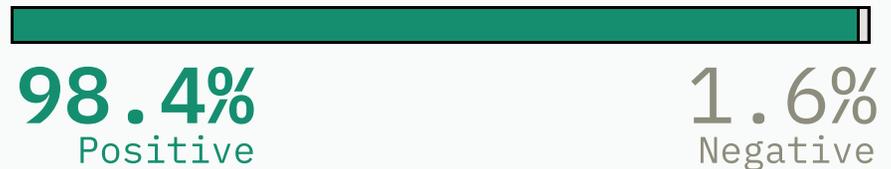


The majority of studies conducted through our platform are 1-1 interviews, which means that our panel is well-suited to participate in this type of research. More than a third of sessions completed through our platform are unmoderated tasks.

When researchers mark a session as completed, our platform prompts them to leave feedback about how the session went, jot down notes about the participant for their teammates, and star top participants to re-invite to future studies.

Session feedback is overwhelmingly positive. Less than 2% of completed sessions result in negative participant feedback for any reason, and of that, a small fraction is found to be due to participant misrepresentation or fraud.

Session feedback



Researchers are overwhelmingly satisfied with the quality of participants they recruit from our panel, providing positive feedback for 98.4% of sessions. Only 1.6% of sessions result in negative feedback for any reason.

Our no-show rate for moderated sessions is under 8%—that's low compared to industry standards (which, on average, is **about 11%**, although has been reported **as high as 20%**!). And in many cases, those no-shows were rescheduled for another time, while in other cases, we replaced those participants free of charge. We'll never make you pay for no-shows.



🤔 How we deter fraud

We take fraud seriously as part of our commitment to giving both researchers and participants a secure and satisfactory experience on our platform.

Not all panels disclose details on their fraud detection measures. While we intentionally don't share all the specifics so as not to help bad actors thwart the system, we do think it's important to provide transparency about how we identify, measure, and prevent fraud. **The fact is, bad actors are a relatively rare occurrence when running research with our panel.**

- Only 0.06% of applicants reported fraudulent
- 1.6% sessions resulting in negative feedback for any reason

We take steps to root out suspicious behavior from the beginning at participant signup, as well as reinforcement throughout the participant lifecycle. Automated checks are just a start. We also get ongoing signals from project coordinators who are trained to spot misrepresentation and suspicious accounts, and from researchers, who can report suspicious activity in-app. Plus, we contact

participants every 6 months to update any profile information that might've changed, so you won't be targeting out-of-date data, either.

We've made recent investments that have significantly reduced the incidence of fraudulent sessions, including:

- **Running checks at signup** for common fraud patterns across contact information and other profile characteristics
- **Automated checks** for digital identity overlap with known fraudulent accounts
- **Requiring re-verification** of profile and contact details at certain intervals
- **Increased sophistication of our fraud model** that flags scores above threshold based on ongoing participant activity and signup factors
- **Additional project-level protections** for identified at-risk projects
- **Strengthened internal process** for manual identification and reporting of fraud by operations team members



All of this means that bad actors aren't likely to ever reach your project. On the off chance that they do slip through, we have feedback loops to quickly flag and remove bad actors and continually improve the quality of the pool for all researchers. Plus, we'll never make you pay for sessions that didn't work out.

🛡️ **Have questions about fraud measures?**

[Book a time to chat with us.](#)

"User Interviews finds research participants as fast as within a day, the many screening options are excellent and I'm able to find the right participants that meet my research criteria.

This platform is plug and play and I can set up a study quickly without having to talk to a sales rep to start using the platform. I appreciate that the payment options are extremely clear on what I can get at what price points, there are no hidden fees or questions about what I get."

- [Zoey L. on G2](#) ⭐⭐⭐⭐⭐



| Our panel is growing

Fresh insights require fresh faces.

Attracting high-quality, trustworthy participants is our first priority. We also understand that you can't keep recruiting the same people forever. We're actively doing the work of growing our panel to make sure you continue to have access to new, best-fit participants as your research progresses.

With a current average monthly growth rate of about 4.2%, we've added over 1.7 million participants since last year. To attract new participants, we rely on a combination of:

- **Powerful network effects** which drive panel growth through social and word-of-mouth channels
- **Proactive acquisition efforts** by our team, with niche audiences prioritized based on researcher demand

In this section, let's take a closer look at how it's done. We'll share details on our recruitment methods for connecting you with high-quality participants and demonstrate why our panel is well-positioned to grow with you as your research scales.

Key stats

- 4.7M+ participants today
- 4.2% average monthly growth rate
- 80% of panel acquisition from word-of-mouth and social channels



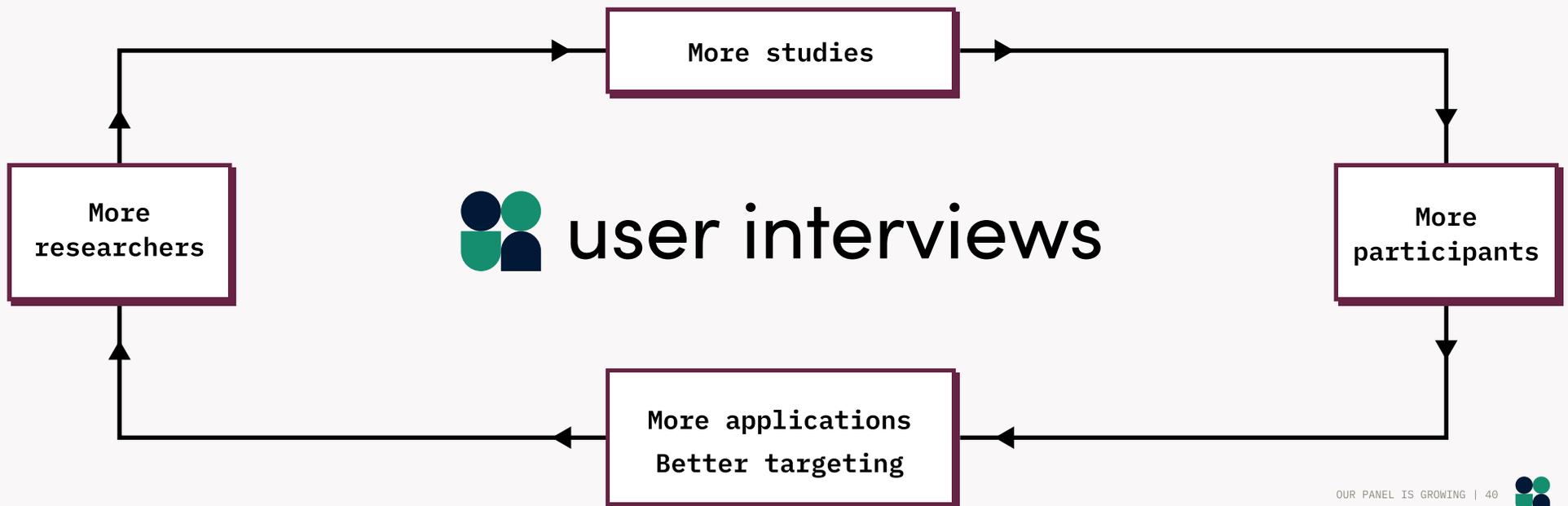
Supply and demand flywheel: growing with your demand

Our panel is powered by complex network effects which improve and feed off each other over time.

With a large network of participants and a high volume of research conducted through our platform, User Interviews has built a strong targeting system that will only continue to improve. As more activity takes place on our platform, our machine-learning algorithm gets smarter and more efficient at matching researchers with their target audience.

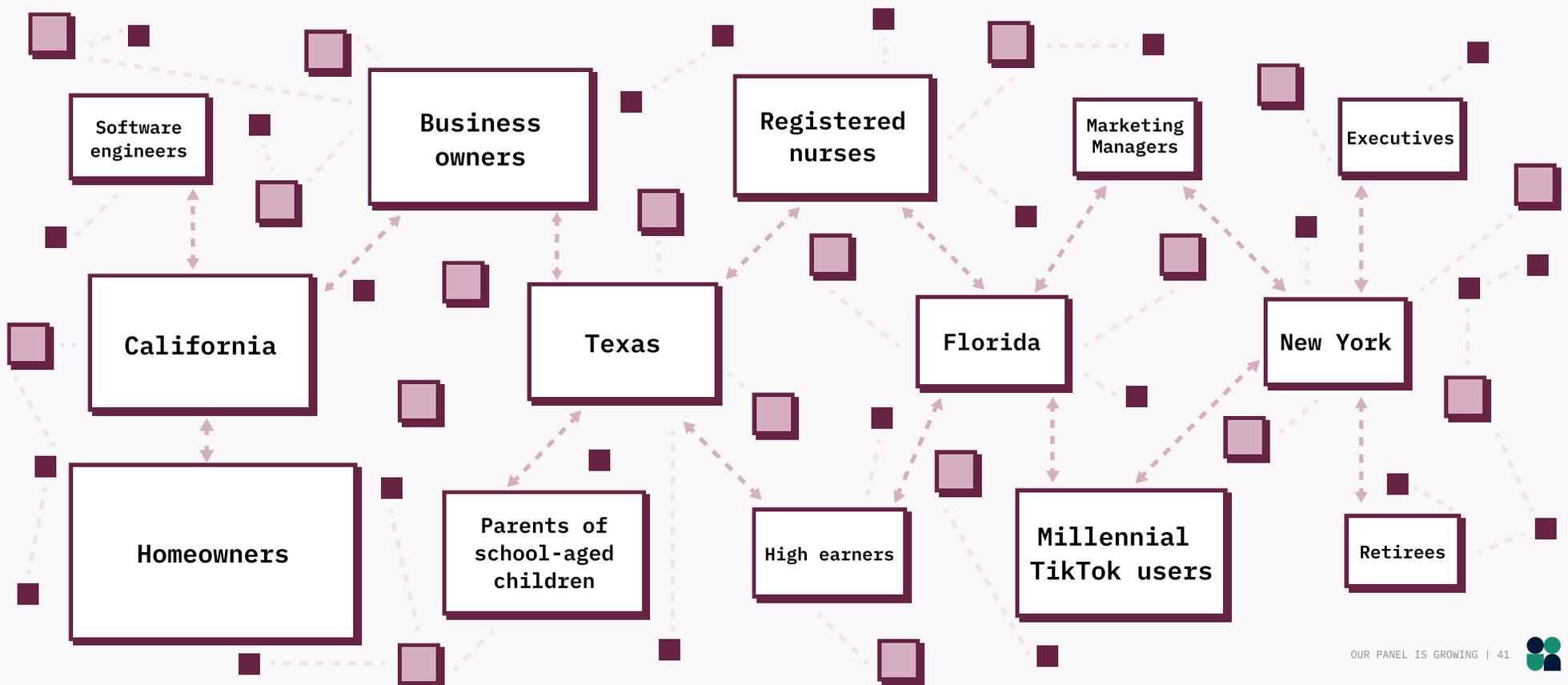
With hundreds of millions of participant data points within our system—all dynamically generated based on the questions you ask and the answers provided by participants—we've developed a precise, powerful targeting system that will only get better with time.

***Below:** A diagram demonstrating the supply and demand network effects driving growth on the User Interviews platform. The more studies conducted on our platform, the more participants we attract, and the better our system becomes at matching you with your target audience.*



The best part? Most of this panel growth is coming from word-of-mouth and social channels. These are high-quality recruitment sources, because they're driven by existing participants who've had a great experience and refer us to their friends and colleagues. While our panel is seeing this steady, mostly-passive growth from word-of-mouth, we can direct our focused acquisition efforts toward recruiting the niche networks requested by researchers like you.

Below: These network effects are as dynamic and complex as the people who power them. Each individual participant who signs up to our platform brings with them a diverse set of attributes that you can target, plus a network of their own to attract through our referral program.



Our recruitment sources and methods

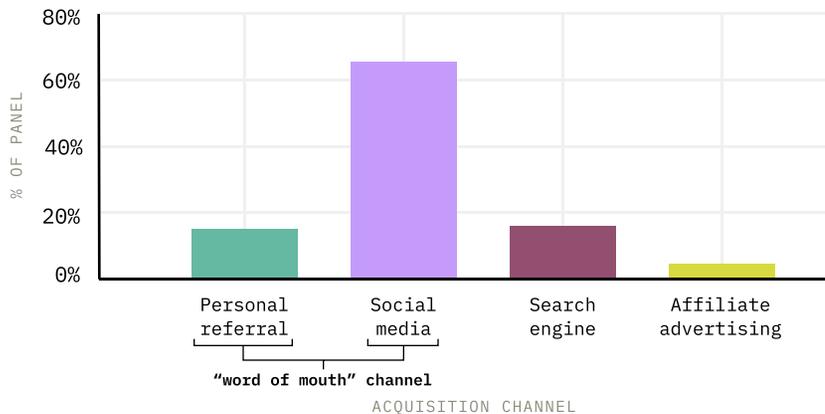
We do the work of growing our panel so researchers always have a fresh pool of candidates for their studies, even when running research repeatedly with the same segment.

Word-of-mouth and social channels make up 80% of our panel acquisition. This category includes social media, influencer networks, and referrals from existing participants and researchers. We launched an official participant referral program last year, where participants can refer friends and co-workers to apply to specific studies or to join the general pool.

Alongside our broad recruitment efforts, we are actively investing in smaller and niche markets through sponsorships, social outreach, targeted advertising, influencer campaigns, and industry-specific blogs and publications. We prioritize recruitment of niche markets based on researcher demand—meaning, if you need them, we'll try to find them.

Currently, the highest-demand niche networks we're prioritizing include small business owners, digital marketers, software engineers, and designers.

Breakdown of recruitment channels



Breakdown of recruitment channels: The majority (80%) of our panel acquisition is coming from social and word-of-mouth channels. About 16% of participants find us through search engines, and a small percentage (4%) come from affiliate advertising.



How you can make the most of recruiting with User Interviews

Recruiting with User Interviews is fast, flexible, and targeted.

We pride ourselves on having an accessible, easy-to-use platform—you can [launch a project in minutes](#), get matched with your first qualified participants within hours, and complete your research within days.

But like any tool, [Recruit](#) works best when you pair it with industry best practices.

Here are some tips to keep in mind as you navigate the recruiting process with User Interviews:

- **The best [screeener surveys](#)** don't give away too much information about what the study will be about. Avoid leading questions, keep it brief, and use skip logic so participants don't have to fill out irrelevant questions. When in doubt, you can opt into our [Premium Screening add-on](#) feature for more careful, hands-on vetting.

- **No-shows happen**, often through no fault of your own (or your participants'), but you can reduce the likelihood of no-shows with regular session reminders and clear expectation-setting early on. Our [automated communications tools](#) allow you to schedule these reminders in bulk—and we'll never make you pay for sessions that didn't work out.
- **[Fair incentives](#) attract better, more engaged participants.** And, at the risk of stating the obvious, you also have to remember to actually distribute those incentives. With User Interviews, you can manually distribute incentives or avoid the hassle by [letting us automatically distribute them](#) for you when you mark sessions as complete.
- **Great tools save time and effort.** That's why User Interviews is the most open platform for research recruitment. Connect your favorite research tools using our growing suite of [integrations](#).
- **Everyone needs help sometimes.** Not all recruiting platforms offer on-demand support, but with User Interviews, you'll get personalized support from a [dedicated project coordinator](#) to answer any questions you may have, proactively fine-tune your recruit, and QA your setup to bolster your success.



“Our studies require downloading an app and following instructions for set-up very closely. **We have had excellent success with participants from User Interviews** – we always recommend to our clients if they require a quick turnaround because we know we will get the highest quality participants right away.”

- Ariel F. on G2  ★★★★★

▶▶ Ready to start recruiting?
[Sign up for a free account now.](#)



Research confidently with User Interviews

If you care about your research, then you need to be picky about your participants.

High-quality participants provide relevant and reliable insight, ultimately elevating the products your team ships and your reputation as a skilled researcher.

User Interviews's growing participant panel gives you the security of knowing you'll always have access to the right participants for every study—today and in the future.

Recruit can help you:

- **Find exactly who you're looking for** with precise targeting and machine learning-powered matching algorithms
- **Weed out poor-fit participants** with detailed screener capabilities
- **Ensure the people you're researching are qualified to speak on the topic** with verified participants

- **Avoid costly dupes and deception** with advanced fraud detection algorithms, in-app reporting, and our quality guarantee
- **Access the audiences you need** with a rapidly-growing network of niche, professional, and general consumer participants

★ We hope this report gives you a good idea of who's represented in our growing panel—but remember that it only scratches the surface. The best way to gauge the feasibility for your specific needs is to [sign up for a free account and launch a project.](#)



“User Interviews has made it **incredibly easy** to validate our product and design decisions – even within our extremely niche market. **It's become a core part of our research process.**”

- Quintin Carlson, VP of Design at Hologram

🤔 **Still have questions?**

Book a demo with our recruiting experts to learn more.



