user interviews | PANEL REPORT 2023

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 3-million-strong network using **Recruit**.
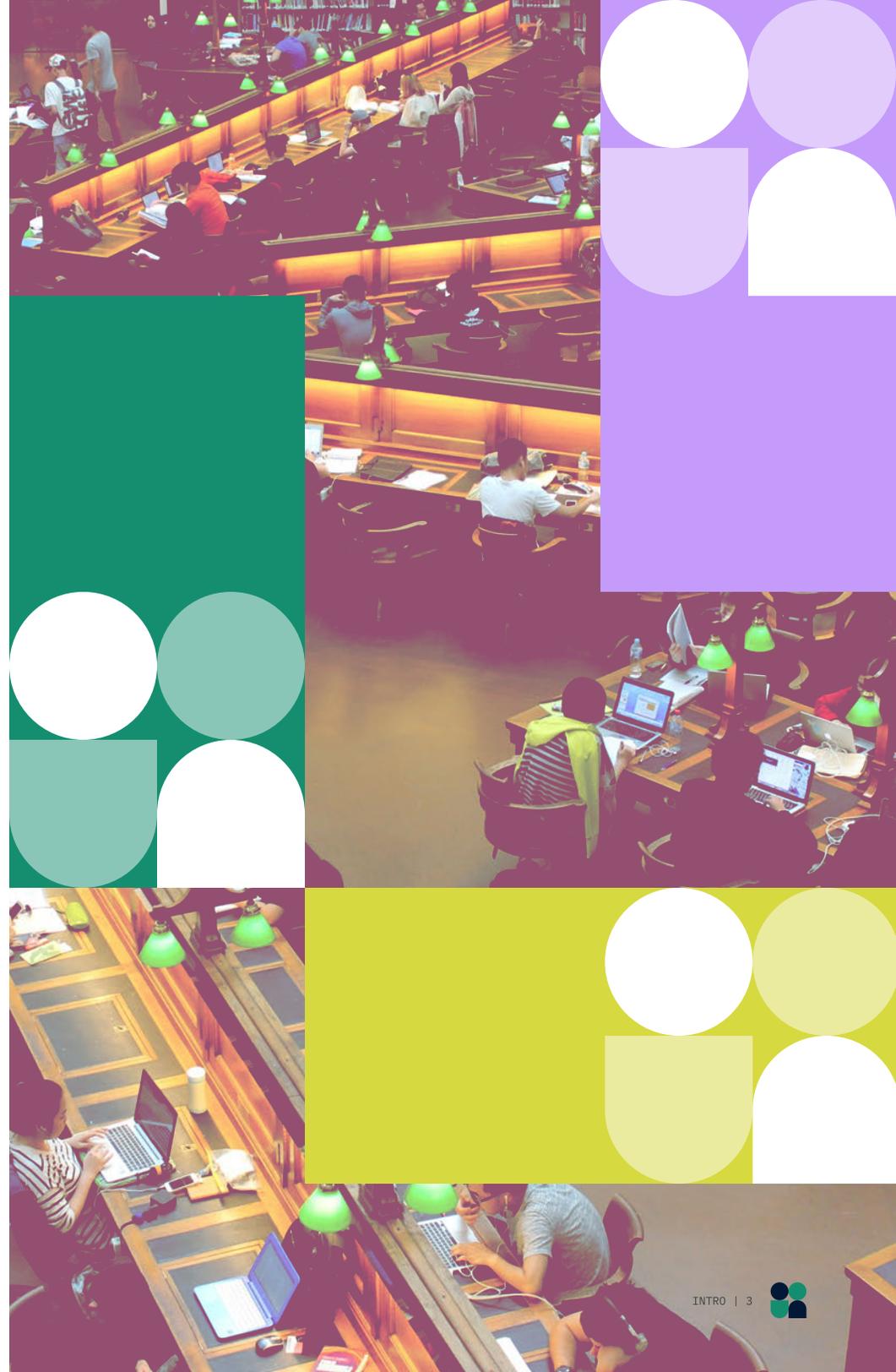
With **Recruit**, you can target professional segments, demographic groups, consumer behavior, or any niche audience you're looking for. Launch a study in minutes, source participants in hours, and complete your research in days. You're guaranteed to get detailed feedback and quality insights from our 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 over 73,000 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).

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"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

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 3 million participants across the United States, United Kingdom, South Africa, Germany, France, Canada, and Australia. With 5% 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—*often within 24 hours*—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, May 2023.

✅ **OUR PANEL IS DEEP**

- 3M+ total participants
- Spanning 7 countries (and counting)
- U.S. participants from all 50 states
- 73,000 professional occupations represented across 140 industries
- 500,000+ completed sessions with consumers and professionals from our panel

✅ **OUR PANEL IS RELIABLE**

- 100% proprietary participant panel
- 98% of sessions result in positive feedback
- Less than 1 hour median time to first matched participant
- Only 0.3% active participants ever flagged as suspicious
- <8% no-show rate for moderated sessions
- 4.6 rating on G2

✅ **OUR PANEL IS GROWING**

- 4.92% average monthly growth rate
- 7.9M projected participants by 2025
- 79% 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 over **73,000 unique occupations** in our professional pool. Our system uses predictive text so you can quickly select all relevant job titles, and we can 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

- Location (state, city [US])
- Age
- Race/ethnicity
- Gender
- Household income
- Level of education
- Marital status
- Living situation
- Home owner
- Children

Technical attributes

- Browsers used
- Computer with a webcam
- Smartphone operating system
- Tablet operating system
- Computer operating system

PROJECT FEATURES

Professional attributes & advanced targeting

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

👀 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 **Double Screening Add–On** feature to call, text, email, or message 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 3 million participants, spanning 7 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**

- 3M+ total participants
- Spanning 7 countries (and counting)
- U.S. participants from all 50 states
- 73,000 professional occupations represented across 140 industries
- 500,000+ completed sessions with consumers and professionals from our panel

Consumer panel breakdown

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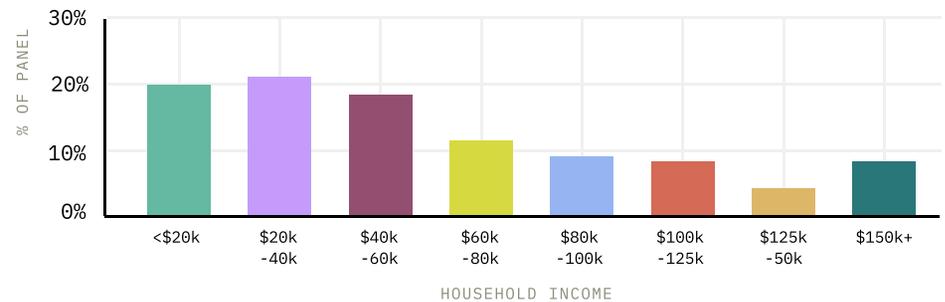
Participants by age
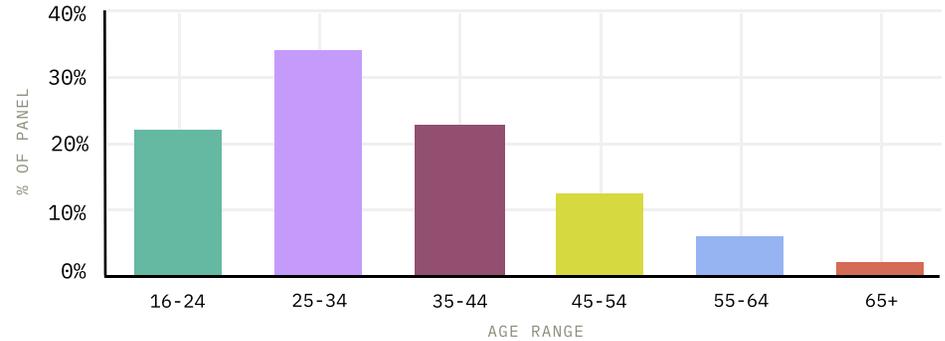
You can directly recruit participants who are 16 and older on our platform. If you need to do research involving children, we can connect you with them through their parents—see the "parents with children" attribute breakdown.

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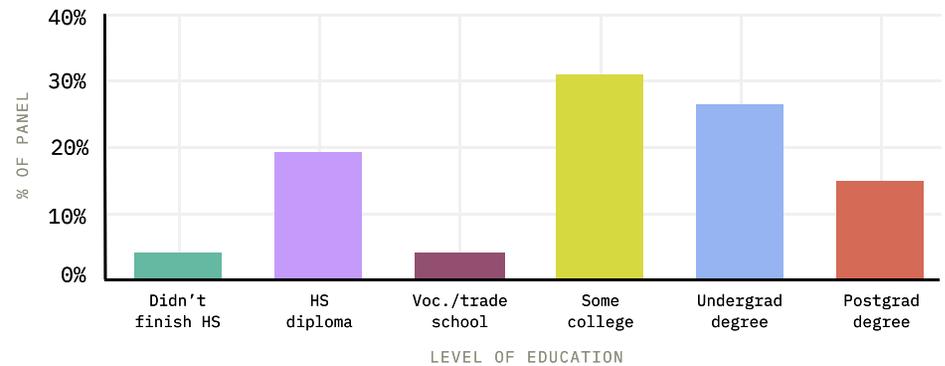
The vast majority (96%) of our participants have at least a high school diploma, a small percentage (4%) have vocational training, and most (73%) attended college.
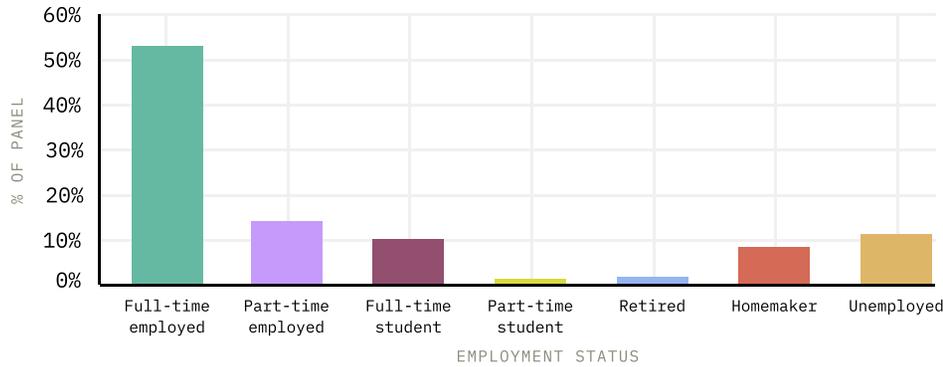
Participants by household income

Most (80%) of the participants in our panel make less than $100,000/year in household income.

📊 Demographic breakdown of our consumer panel

Participants by employment status

% OF PANEL — y-axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%

x-axis (EMPLOYMENT STATUS): Full-time employed, Part-time employed, Full-time student, Part-time student, Retired, Homemaker, Unemployed

More than half (53%) of our participants 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.

Participants that are homeowners

Non-homeowner **43%** — Homeowner **57%**
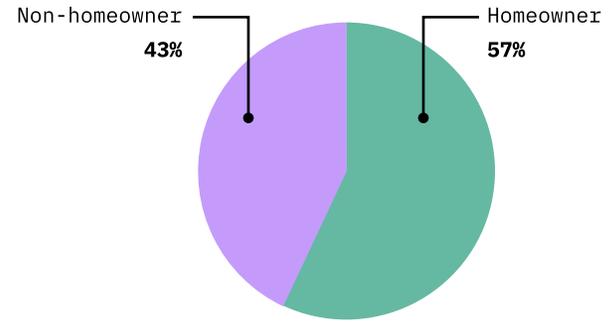
We have data on homeownership for 64% of our panel.

Age of participants' children

Age of participants' children	Participants
Infants: <1 year old	92,856
Toddlers: 1-3 years old	181,464
Preschoolers: 4-5 years old	125,149

Age of participants' children	Participants
School-aged children: 6-12 years old	276,579
Adolescents: 13-17 years old	178,558
Adult children: 18+ years old	231,821

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

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

% OF PANEL — y-axis: 0%, 10%, 20%, 30%, 40%, 50%

x-axis (COMPUTER OPERATING SYSTEM): Windows, Chrome OS, macOS, Other, GNU/Linux or Unix, No computer
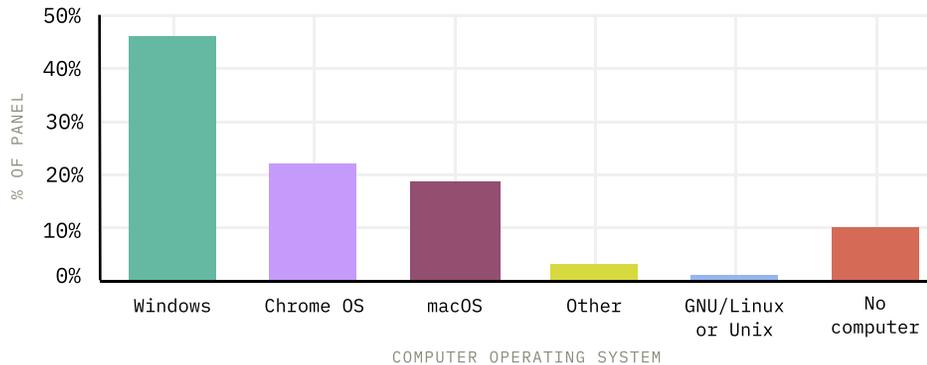
Participants by smartphone operating system

% OF PANEL — y-axis: 0%, 20%, 40%, 60%, 80%

x-axis (SMARTPHONE OPERATING SYSTEM): iOS, Android, Windows, Other, No smartphone
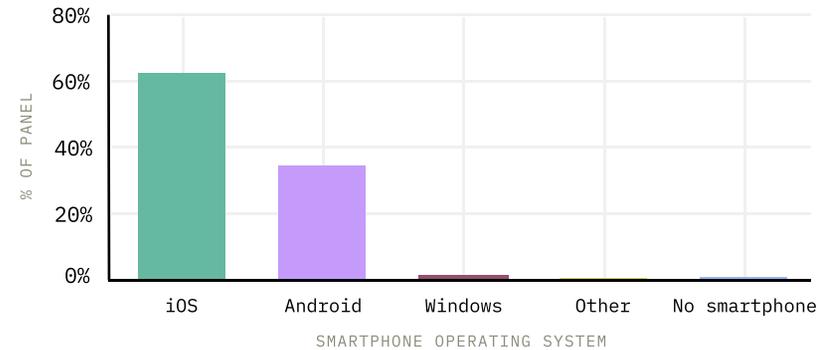
🔬 Real consumer research: Recent recruiting projects filled with User Interviews

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**

Emily is a Freelance Writer and Researcher with a Bachelor's in Journalism, Master's of Science in Behavioral Psychology, and a JD degree in Labor Law.

She's participated in studies ranging from her opinions on aging gracefully to her thoughts on financial planning for retirement.

"As a newly retired IT professional, I was looking for something unique and inspiring to do in all my free time. **User Interviews has connected me with new people, innovative products, and thought-provoking ideas.**"

– Emily M.

Professional panel breakdown

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 segments make up a large part of User Interviews's panel, contributing to nearly a third of all sessions completed in the past year. Our professional segment spans 140+ industries and 73,000+ targetable occupations.

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

📊 Demographic breakdown of our professional panel

A sample of industries

Software	Participants
Information Technology and Services	19,551
Computer Software / SaaS	12,619
E-Commerce	6,548

Financial Services	Participants
Insurance	17,901
Financial Services	16,986
Banking	13,052

Healthcare	Participants
Healthcare—Hospital	35,521
Healthcare—Medical Practice	33,672
Healthcare—Nursing	28,735

Hospitality	Participants
Food & Beverages	38,229
Restaurants	11,823
Entertainment	9,143

Education	Participants
Education—Primary/Secondary	44,546
Education—Higher EDU	15,105
Education—Management	6,643

| Consumer Services	Participants
Retail	37,246
Health, Wellness and Fitness	19,117
Consumer Goods	12,953

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.

✍️ **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 73,000+ 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.

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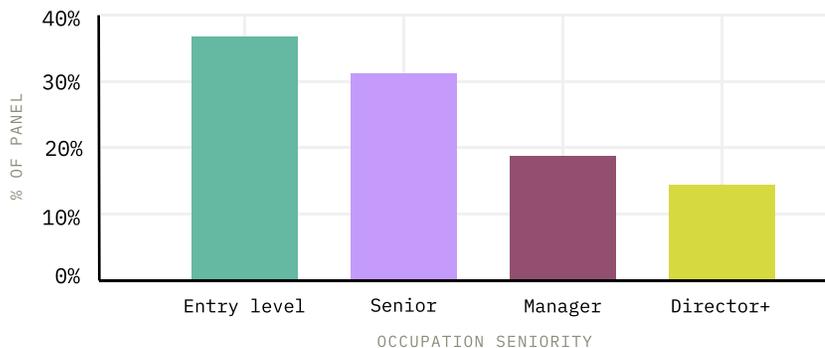
Looking for folks with a specific seniority level? User Interviews gives you access to professionals at all levels, from entry-level to executive.

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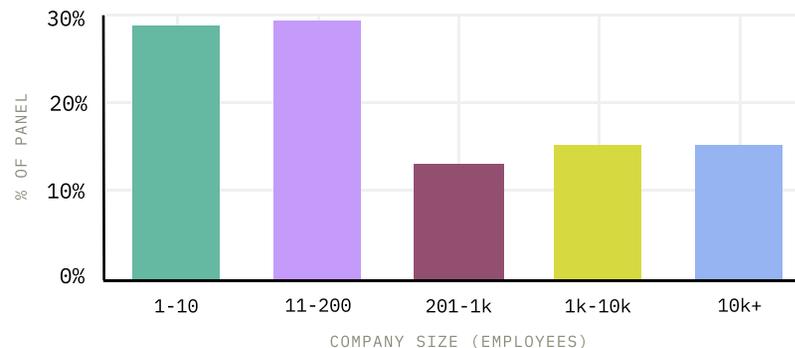
Our panel spans all company sizes, from freelancers to members of huge 10,000+ teams. Fine-tune your audience by targeting participants at specific company sizes.

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, 73,231 targetable occupations. We have fulfilled studies across every occupation group in the last year.

Occupation group	Studies targeting this group
Management Occupations	5,490
Business and Financial Operations Occupations	3,526
Computer and Mathematical Occupations	3,115
Office and Administrative Support Occupations	2,475
Sales and Related Occupations	2,315

Occupation group	Studies targeting this group
Arts, Design, Entertainment, Sports, and Media Occupations	1,586
Architecture and Engineering Occupations	1,150
Healthcare Practitioners and Technical Occupations	856
Educational Instruction and Library Occupations	650
Installation, Maintenance, and Repair Occupations	604

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.

Large occupation networks	Approx. pop.
Teachers & educators	48,000+
Sales professionals	30,000+
Business owners	30,000+
General managers	30,000+
Customer service/success reps	28,000+
Nurses	28,000+
Drivers	16,000+

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	14,000+
Software engineers	12,000+
HR professionals	11,000+
Designers	11,000+
Marketing professionals	10,000+
IT professionals	8,000+
C-level roles & exec. directors	8,000+

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, nursing assistants, 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	37,573
Adobe Photoshop	9,359
QuickBooks	3,704
AutoCAD	3,671
Adobe InDesign	3,259
WordPress	2,901
Salesforce	2,872
Microsoft Azure	2,283
JIRA	2,126
Figma	2,056
Google Analytics	2,001
Adobe Photoshop Lightroom	1,536
Google AdWords	1,517
Tableau (Business Intelligence Software)	1,516
SolidWorks (CAD)	1,469

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	1,057
OSHA Safety Certificates	810
HVAC Certification	747
Certified Nursing Assistant	729
Personal Trainer Certification	701
Certified EKG/ECG Technician	672
Salesforce Certification	640
Autodesk AutoCAD Certification	603
Licensed Massage Therapist	540
Certified Pharmacy Technician	530
Medical Certificate	494
Microsoft Certified IT Professional	492
AWS Certified Cloud Practitioner	477
Certified Scrum Product Owner	426
Salesforce Certified Administrator	371

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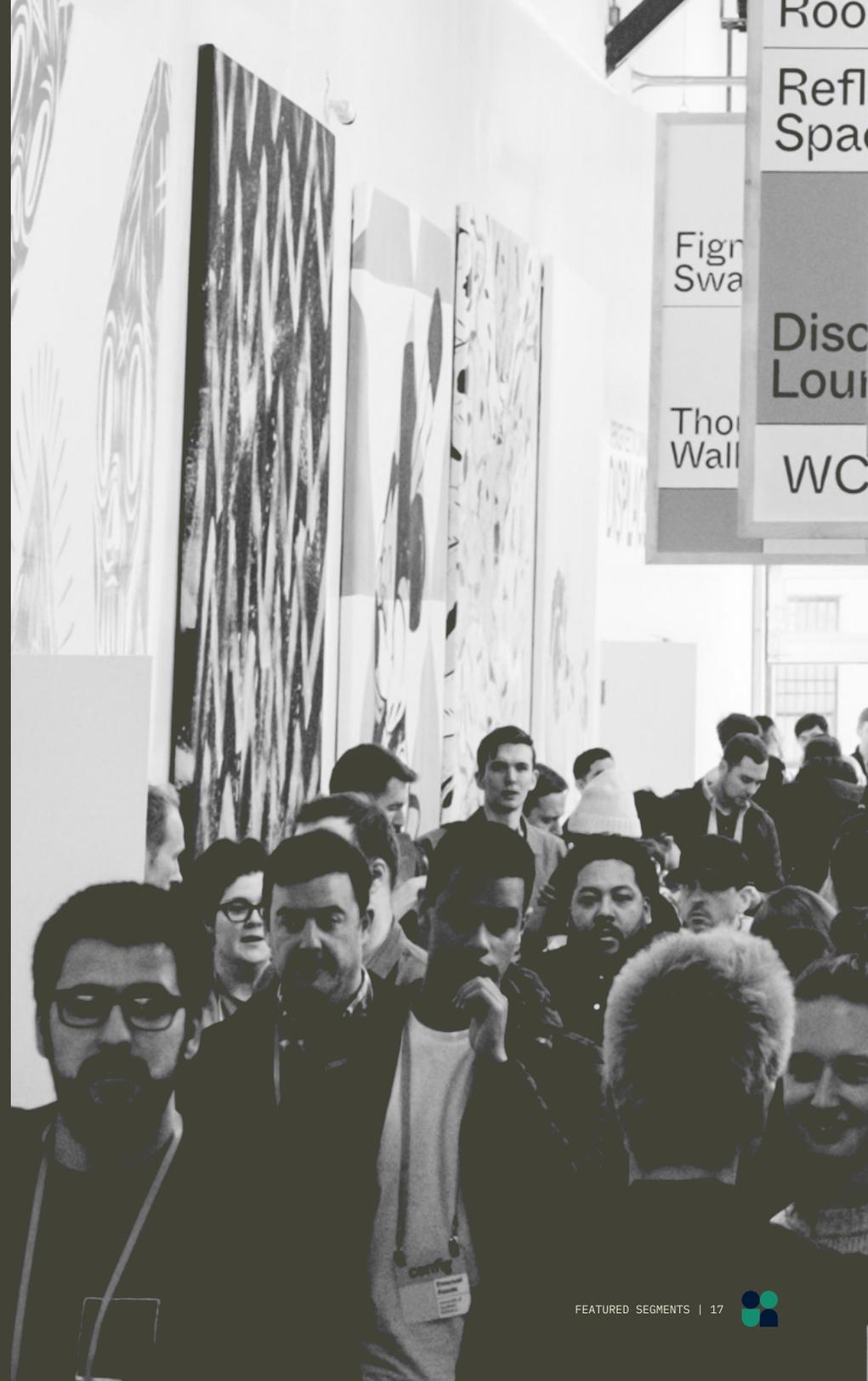
To give you a sense of the specificity of our targeting, we've drilled into the data for 4 of our most highly-requested professional segments below:

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 67,000 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**.
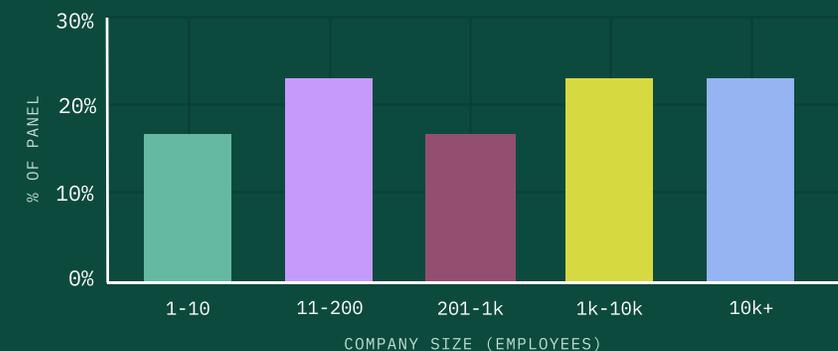
67,046
software professionals in our panel

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	12,000+
Data analysts & scientists	7,000+
IT & systems analysts	4,000+
UX designers	4,000+
Project managers	3,000+
Cybersecurity professionals	2,000+

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)	7,271
User Experience Design (UX)	4,826
Microsoft Azure	2,283
JIRA	2,126
Cyber Security	2,011
Software Quality Management (Software Quality)	1,914
JavaScript (Programming Language)	1,851
Agile Management	1,846
Java 8	1,774
Agile Leadership	1,654

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 ★★★★★
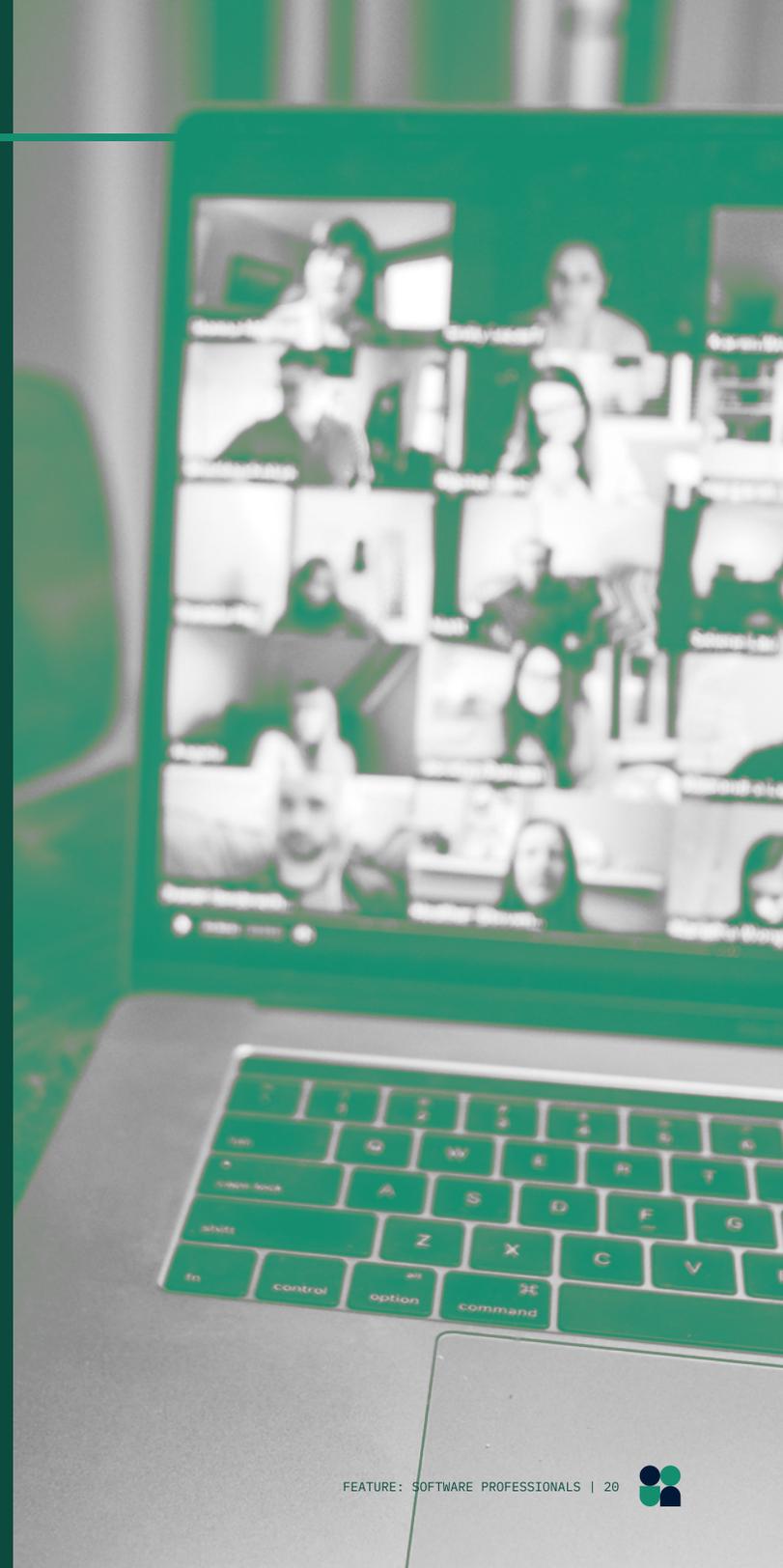
Marketing, Sales, and Product Managers

Segment Overview

If you regularly recruit:

- Marketers
- Sales people
- Product managers

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

Our panel includes over 32,000 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**.

32,891

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

Seniority breakdown
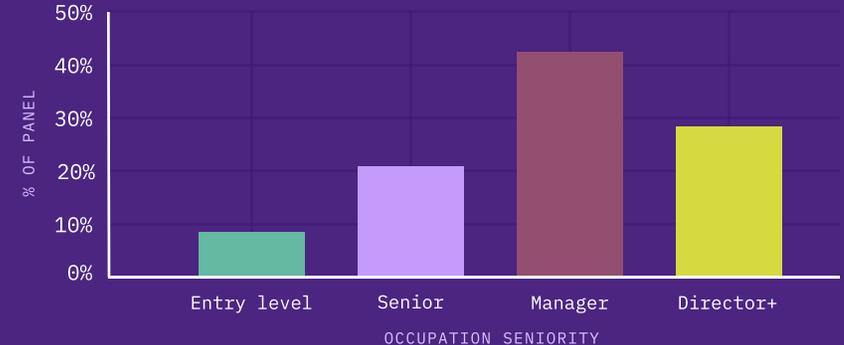
Company size breakdown

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	7,000+
Product managers	5,000+
Sales managers	5,000+
Business development managers	2,000+
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	39,781
Project Management	14,232
Digital Marketing	12,396
Social Media Marketing	7,867
Content Marketing	7,665
Advertising Sales	6,750
Business Development	5,047
SEO Copywriting	3,780
Salesforce	2,872
Product Management	2,048

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 51,000 healthcare professionals, about 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**.
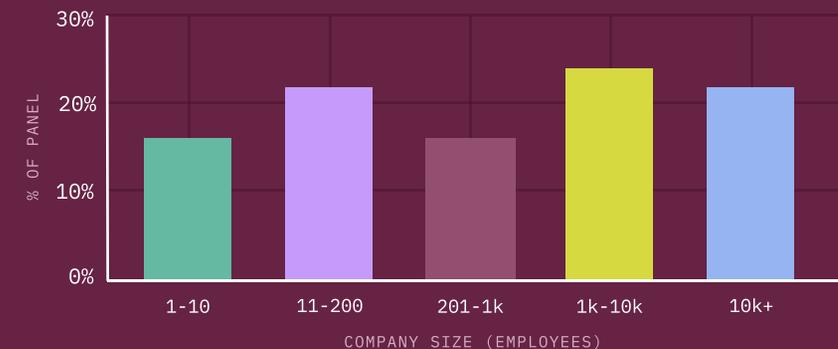
51,005
healthcare practitioners in our panel

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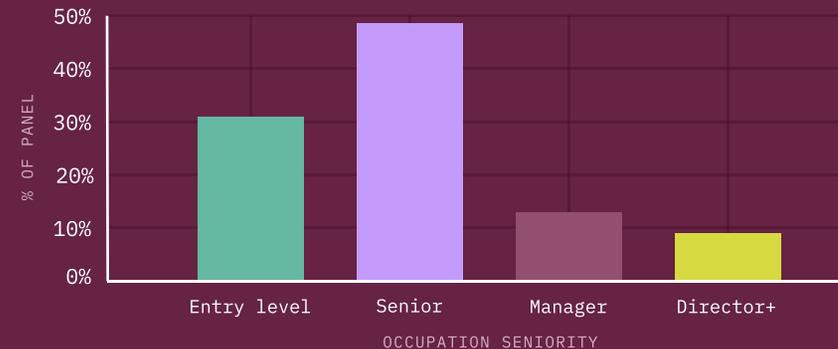
Looking for healthcare practitioners with a specific level of seniority? Our panel represents every level of seniority, from entry-level to director and beyond.

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	23,000+
Occupational & physical therapists	4,000+
Doctors & physicians	4,000+
Pharmacists	3,000+
Dentists & dental professionals	2,000+
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	4,949
Mental Health	3,174
Behavioral Health	2,613
Health Administration	2,110
Clinical Assessments	2,062
Community Health	1,999
Patient Assessment	1,751
Pharmaceuticals	1,656
Dental Health	1,630
Patient Advocacy	1,625

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 230,000 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**.

230,003

business owners in our panel

Top industries

Industry	Participants
Construction/Building Materials	12,923
Real Estate	9,425
Food & Beverages	7,856
Health, Wellness and Fitness	7,345
Consumer Services	7,117
Retail	6,752
Education—Primary/Secondary	5,766
Marketing and Advertising	5,746
Apparel & Fashion	5,493
Information Technology and Services	5,242
Healthcare—Medical Practice	5,108
Transportation / Trucking / Railroad	4,793
Automotive	4,618
Hospitality	4,055
Arts and Crafts	3,925
Financial Services	3,768
Entertainment	3,538
Accounting	3,487
Insurance	3,429
Cosmetics	3,339
Other	90,759

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	13,737
Customer Service	13,129
Management	12,627
Business Marketing	9,619
Microsoft Excel	6,870
Business Administration	4,652
Social Media	4,491
Accounting	3,905
Project Management	3,648
Customer Experience	3,598

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	4,862
Cooking	4,118
Teaching	4,043
Adobe Photoshop	3,740
Real Estate	3,200
Construction	3,158
Photography	2,823
Business To Business	2,372
Video Editing	2,240
E-Commerce	1,862

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

🤩 **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.
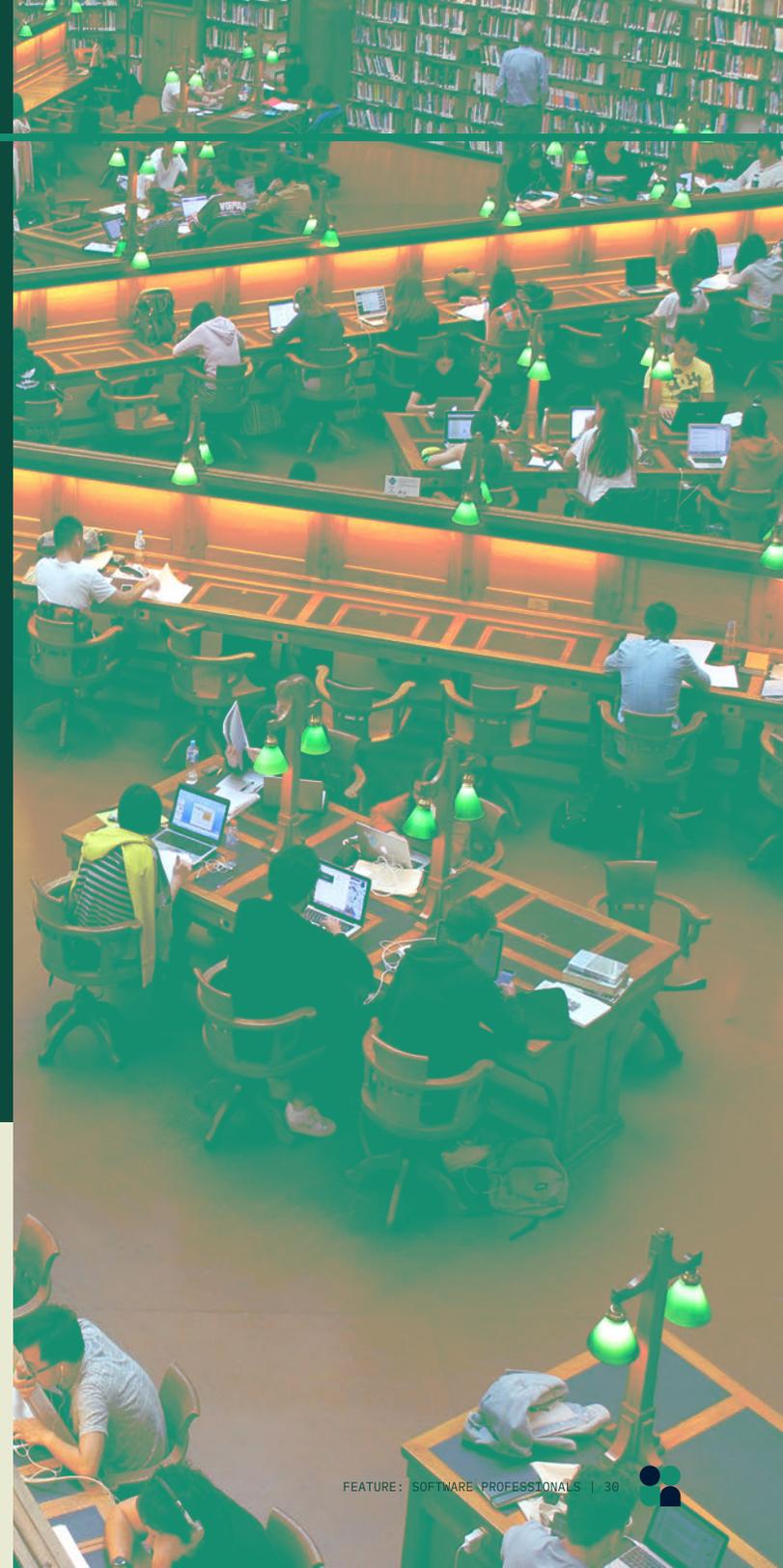
Our panel is reliable

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

- 98% of sessions result in positive feedback

- 100% proprietary participant panel

- Less than 1 hour median time to first matched participant

- Only 0.3% active participants ever flagged as suspicious

- <8% no-show rate for moderated sessions

- 4.6 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.

Each month, approximately 7.5% of participants in our target countries are actively applying for and participating in studies. Of active participants, the majority (about 80%) are completing just 1–3 studies per year. The 5% most active participants are completing almost one study per month, and the most active 1% complete 30 studies a year, often across a range of different professional topics and personal interests.

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

- <8% no-show rate for moderated sessions

- 516,882 completed sessions via Recruit

- 100% proprietary participant panel

Completed research by audience type (professional vs. consumer)
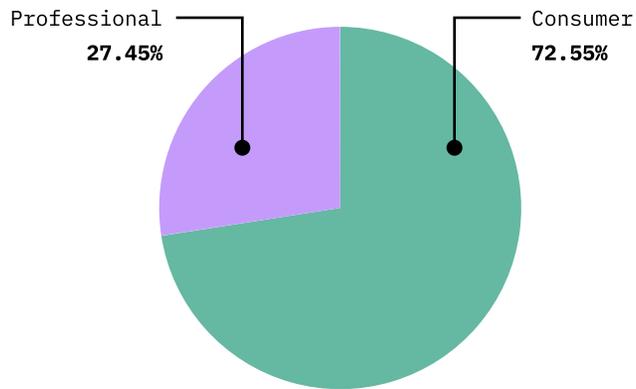
Most (72.5%) of the sessions on our platform involve consumer audiences, like home-owners, dads with young children, or folks with a postgraduate degree. About 27.5% of completed sessions involve professional participants, like nurses, HR managers, or business owners.

**Completed research by study type**
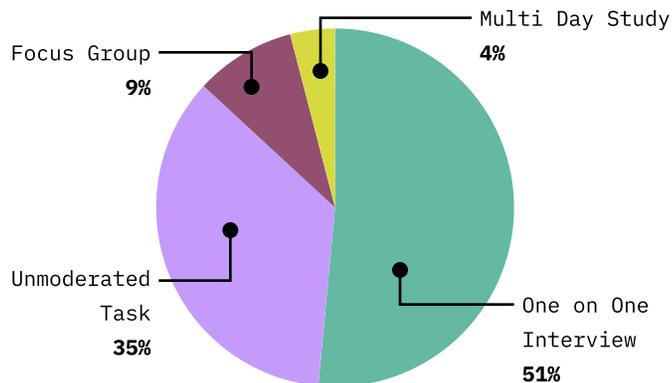
The majority (51%) of studies conducted through our platform are 1-1 interviews, which means that our panel is well-suited to participate in this type of research. More than a third (35%) of sessions completed through our platform are unmoderated tasks.

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

98.3%
Positive

1.7%
Negative
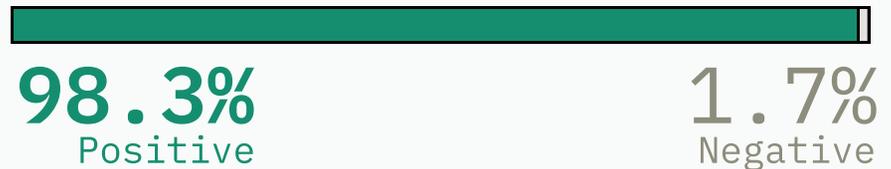
Researchers are overwhelmingly satisfied with the quality of participants they recruit from our panel, providing positive feedback for 98.3% of sessions. Only 1.7% of sessions result in negative feedback for any reason.

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.**

- 0.3% active participants flagged as suspicious
- 95% fraud caught by system before it affects researchers
- 1.7% 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 5%, our panel is projected to grow from over 3 million participants today to nearly 8 million participants by 2025. 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

- 3M+ participants today

- 4.92% average monthly growth rate

- 4.4M projected participants in 2024

- 7.9M projected participants by 2025

- 79% 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.*

More studies

More researchers

user interviews

More participants

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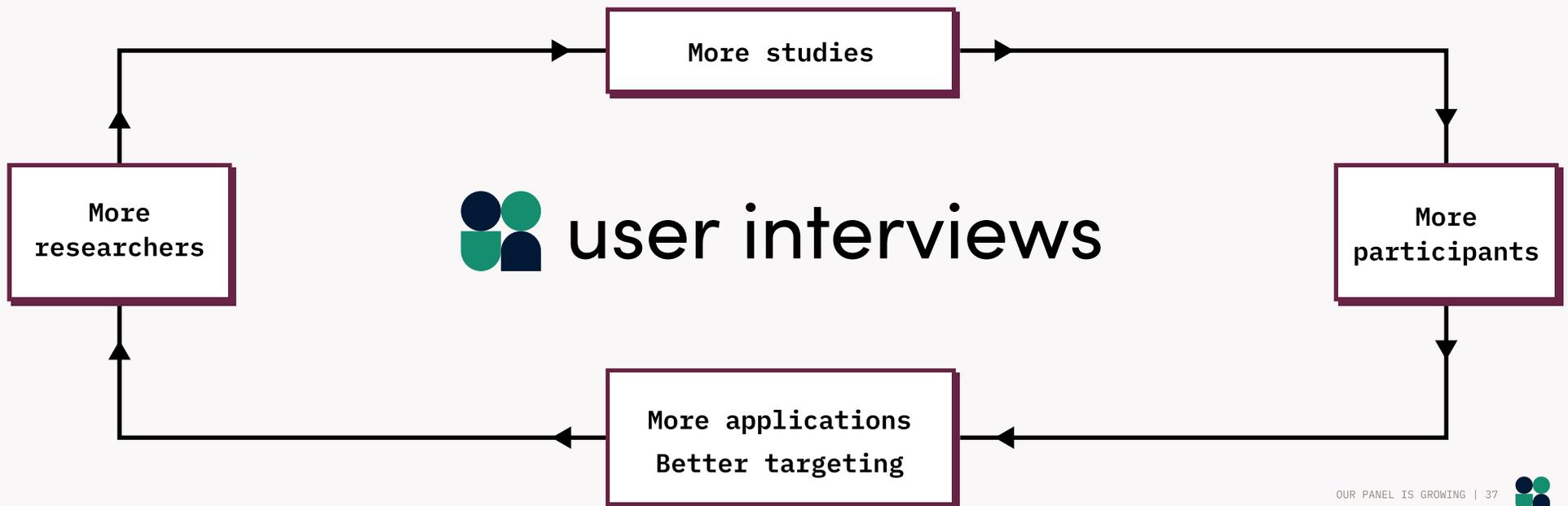
The best part? Most of this panel growth is coming from word-of-mouth and social channels. These are high-quality recruitment sources, because they're driven by existing participants who've had a great experience and refer us to their friends and colleagues. While our panel is seeing this steady, mostly-passive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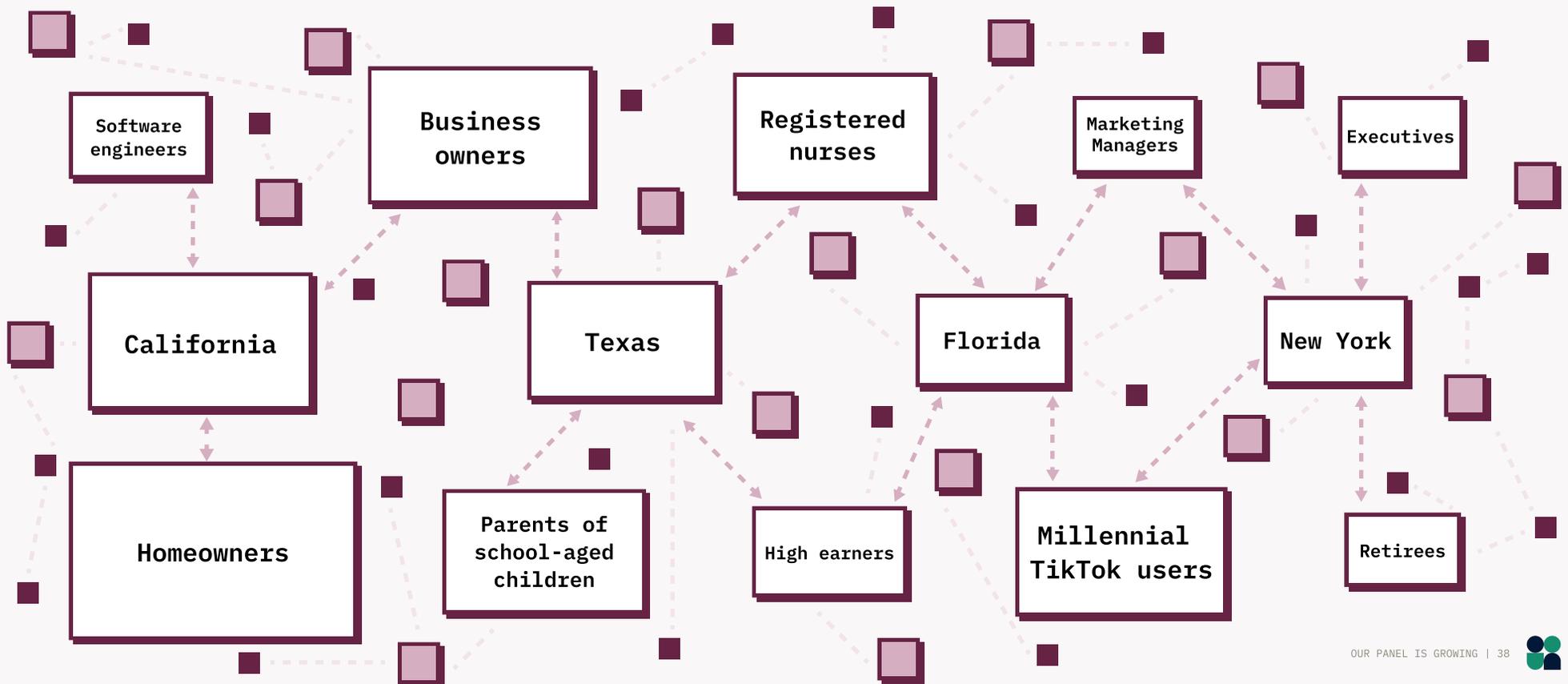
Our recruitment sources and methods

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 79% 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
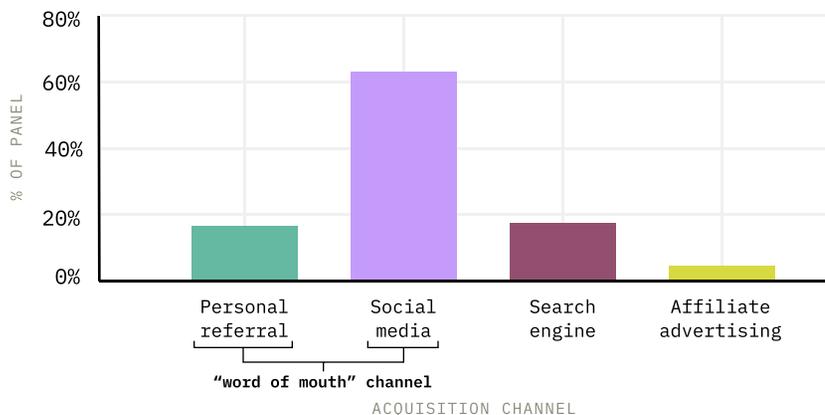
Breakdown of recruitment channels: The majority (79%) of our panel acquisition is coming from social and word-of-mouth channels. About 16% of participants sign up through personal referrals from other participants, and a small percentage (4%) come from affiliate advertising.

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 screener 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 **Double 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**.

"**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

🤔 **Still have questions?**

Book a demo with our recruiting experts to learn more.