



Recruitment Panel Book



3 million participants in 150+ countries & territories

Rally UXR enables leading research teams to run research safely and at scale with their own users, or from a panel of over 3 million participants *powered by Respondent.*

>95%

Invited participants
show up

15 mins.

Median time to first
participant match

4.89 / 5

Avg participant rating
(rated by researchers)

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Targeting Options

Targeting allows participants to apply to studies they are a match for.

Anyone is able to view and apply to your research project, but it's important to be specific about who you are targeting.

If you only want specific participants to qualify for your research, you can add this to your project and set up your screener questions to filter out poor matches.

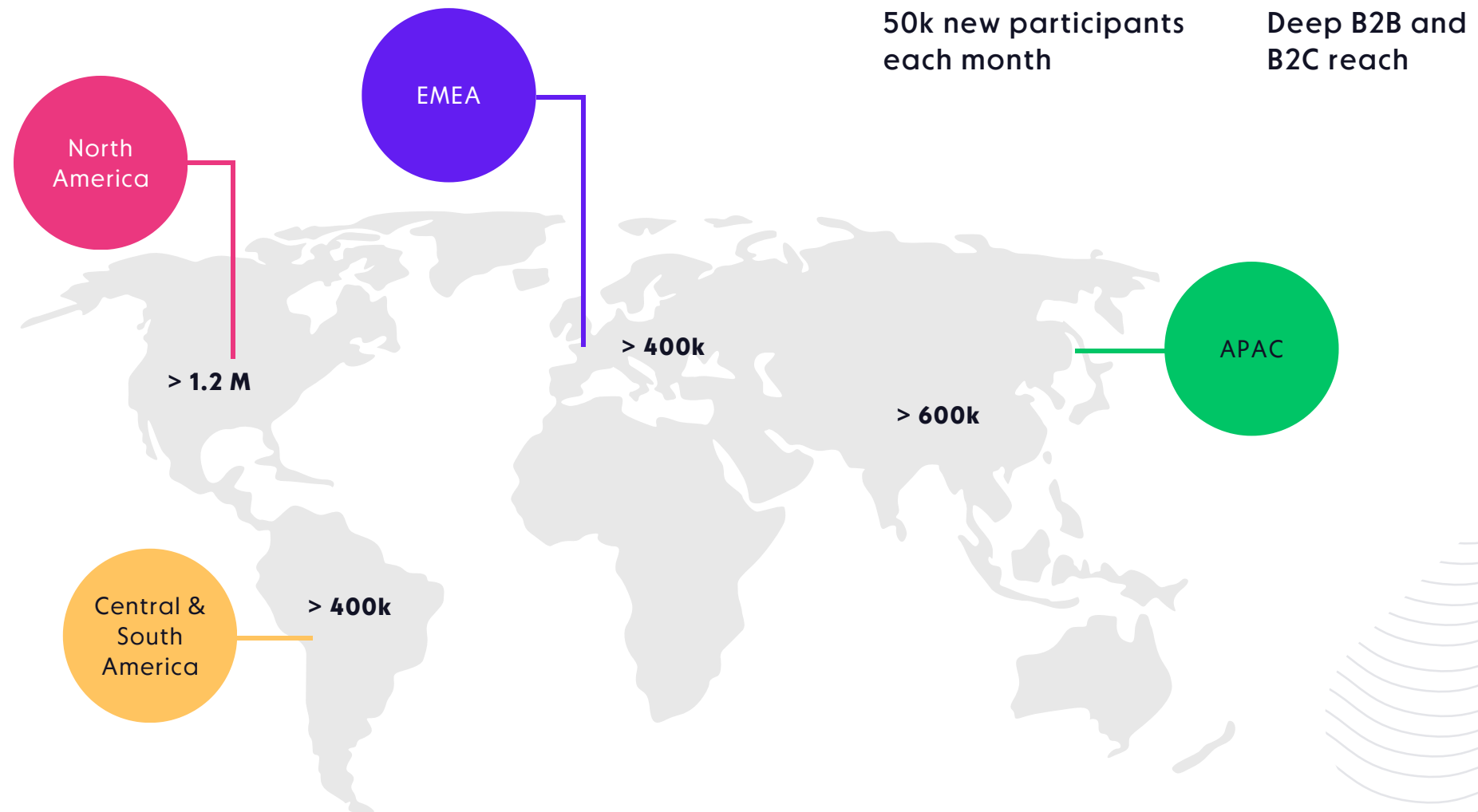
Rally and Respondent use the information from your Study details in Rally to screen and invite participants from Respondent's panel of over 3 million diverse people.

All Targeting Options:

- Age
- Location
- General population or industry professional
- Gender
- Ethnicity
- Education
- Household income
- Topics
- Industry
- Job title
- Company size
- Skills
- Past participation

The Respondent Panel

Rapidly growing global participant coverage.



Top Countries

 USA	1,205,911
 BRAZIL	325,802
 INDIA	162,158
 GREAT BRITAIN	84,038
 CANADA	79,317
 SOUTH AFRICA	69,376
 PHILIPPINES	47,581
 AUSTRALIA	37,807
 KENYA	37,287
 GERMANY	18,775
 INDONESIA	16,512
 MOROCCO	15,595
 ROMANIA	14,809

 EGYPT	14,438
 FRANCE	13,822
 PORTUGAL	12,921
 ITALY	12,859
 MEXICO	11,314
 SPAIN	11,174
 MALAYSIA	10,340
 JAMAICA	10,312
 IRELAND	9,512
 NETHERLANDS	9,403
 UAE	9,272
 PAKISTAN	8,361
 COLOMBIA	8,294

All Countries

Albania
Algeria
American Samoa
Andorra
Anguilla
Antigua and Barbuda
Argentina
Armenia
Aruba
Australia
Austria
Bahamas
Bahrain
Bangladesh
Barbados
Belarus
Belgium
Belize
Benin
Bermuda
Bhutan
Bolivia
Bonaire, Sint Eustatius and Saba
Bosnia and Herzegovina

Botswana
Brazil
Brunei
Bulgaria
Burkina Faso
Burundi
Cameroon
Canada
Cape Verde
Cayman Islands
Central African Republic
Chad
Chile
Colombia
Comoros
Cook Islands
Costa Rica
Côte d'Ivoire
Croatia
Cuba
Curaçao
Cyprus
Czechia
Democratic Republic of the Congo

Denmark
Djibouti
Dominica
Ecuador
Egypt
El Salvador
Equatorial Guinea
Eritrea
Estonia
Ethiopia
Faroe Islands
Fiji
Finland
France
French Guiana
French Polynesia
Gabon
Gambia
Georgia
Germany
Gibraltar
Greece
Greenland
Grenada
Guadeloupe

Guam
Guatemala
Guernsey
Guinea
Guinea-Bissau
Guyana
Haiti
Honduras
Hungary
Iceland
India
Indonesia
Iran
Iraq
Ireland
Isle of Man
Israel
Italy
Jamaica
Japan
Jersey
Jordan
Kazakhstan
Kenya
Kiribati

Laos
Latvia
Lebanon
Liberia
Libya
Liechtenstein
Lithuania
Luxembourg
Madagascar
Malawi
Malaysia
Maldives
Mali
Malta
Martinique
Mauritania
Mauritius
Mayotte
Mexico
Micronesia
Moldova
Monaco
Mongolia
Montenegro

All Countries cont.

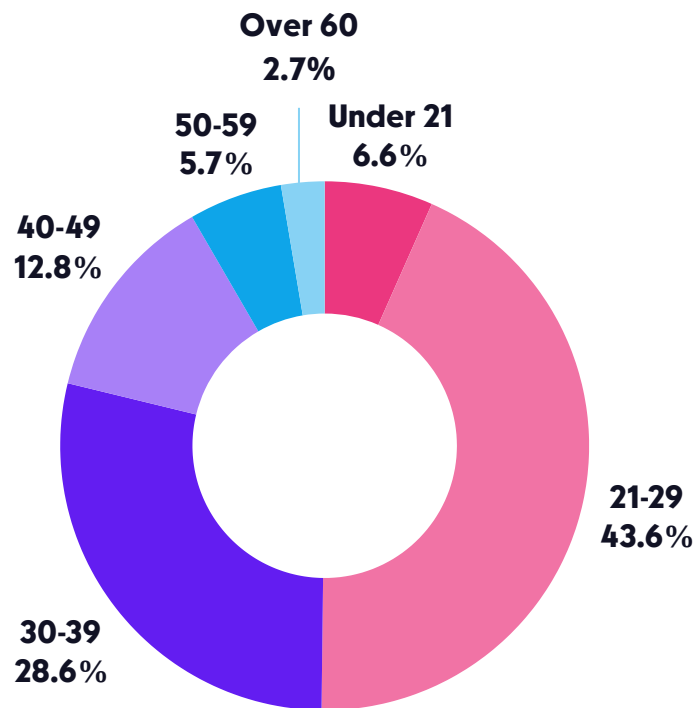
Montserrat
Morocco
Mozambique
Namibia
Nepal
Netherlands
New Caledonia
New Zealand
Nicaragua
Niger
Norfolk Island
North Korea
North Macedonia
Northern Mariana Islands
Norway
Oman
Palau
Panama
Papua New Guinea
Paraguay
Peru

Philippines
Pitcairn
Poland
Portugal
Puerto Rico
Qatar
Republic of Congo
Réunion
Romania
Rwanda
Saint Kitts and Nevis
Saint Lucia
Saint Martin (French part)
Saint Vincent and the
Grenadines
Samoa
San Marino
Sao Tome and Principe
Saudi Arabia
Serbia
Seychelles

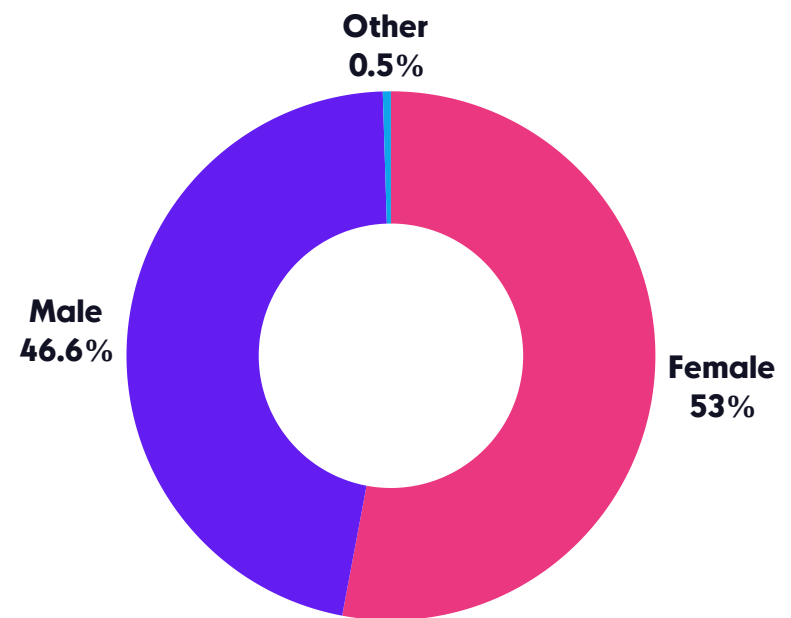
Sierra Leone
Singapore
Slovakia
Slovenia
Solomon Islands
Somalia
South Africa
South Korea
Spain
Sri Lanka
Sudan
Suriname
Swaziland
Sweden
Switzerland
Tanzania
Thailand
Timor-Leste
Togo
Tonga

Trinidad and Tobago
Tunisia
Turkey
Turkmenistan
Turks and Caicos Islands
Uganda
United Arab Emirates
United Kingdom
United States
United States Minor Outlying
Islands
Uruguay
Vanuatu
Venezuela
Viet Nam
Virgin Islands, British
Virgin Islands, U.S.
Western Sahara
Zambia
Zimbabwe

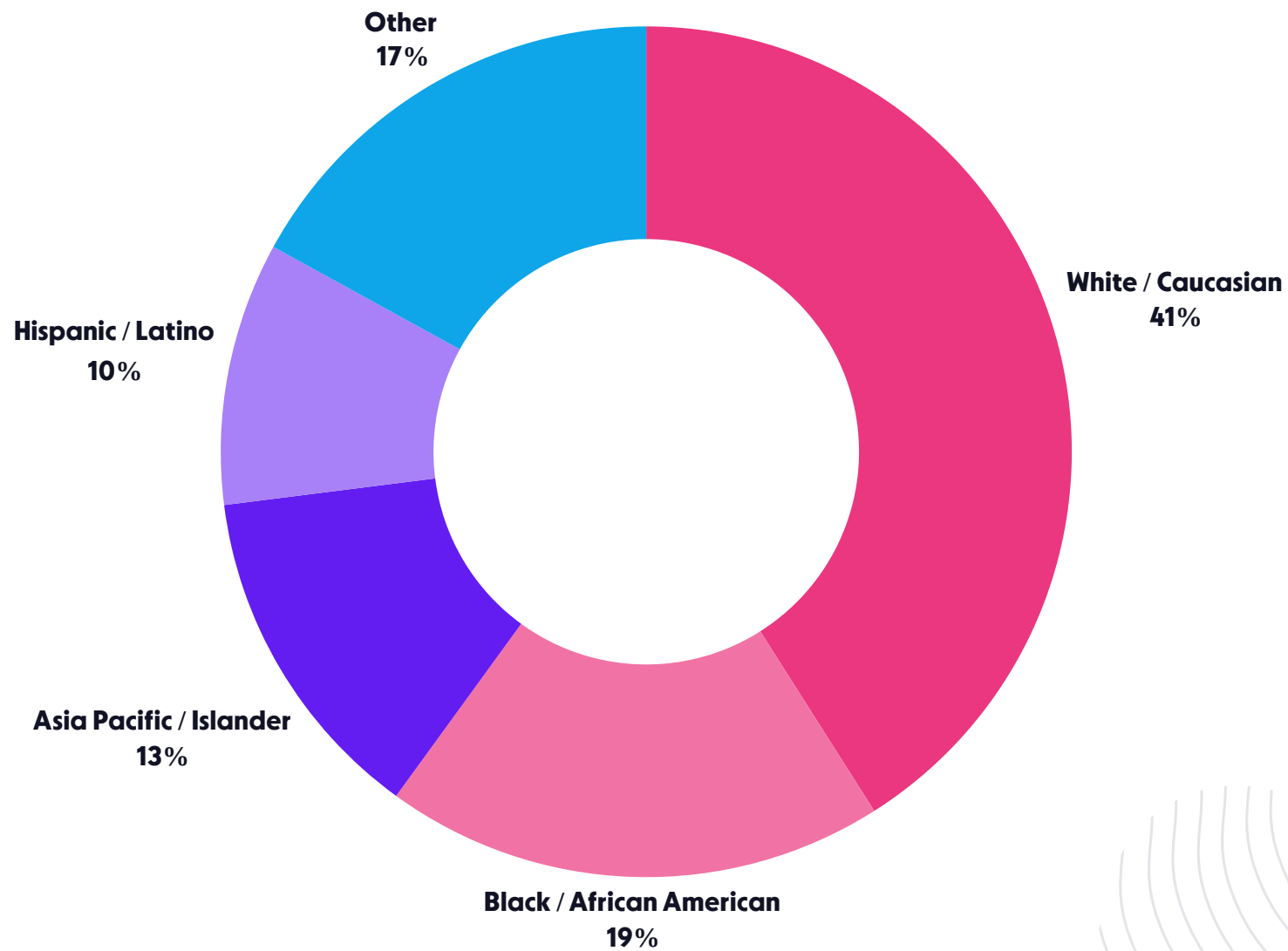
Age



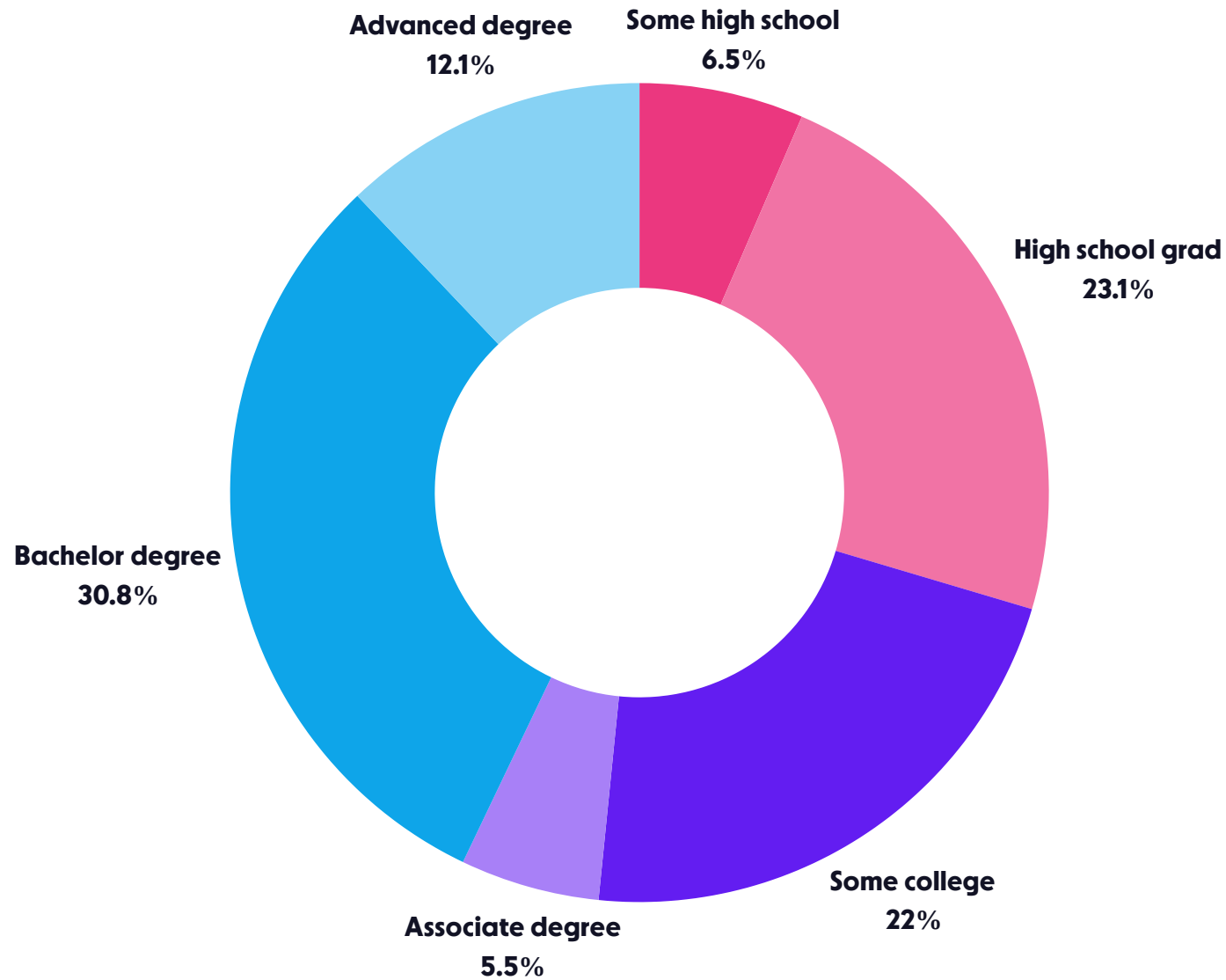
Gender



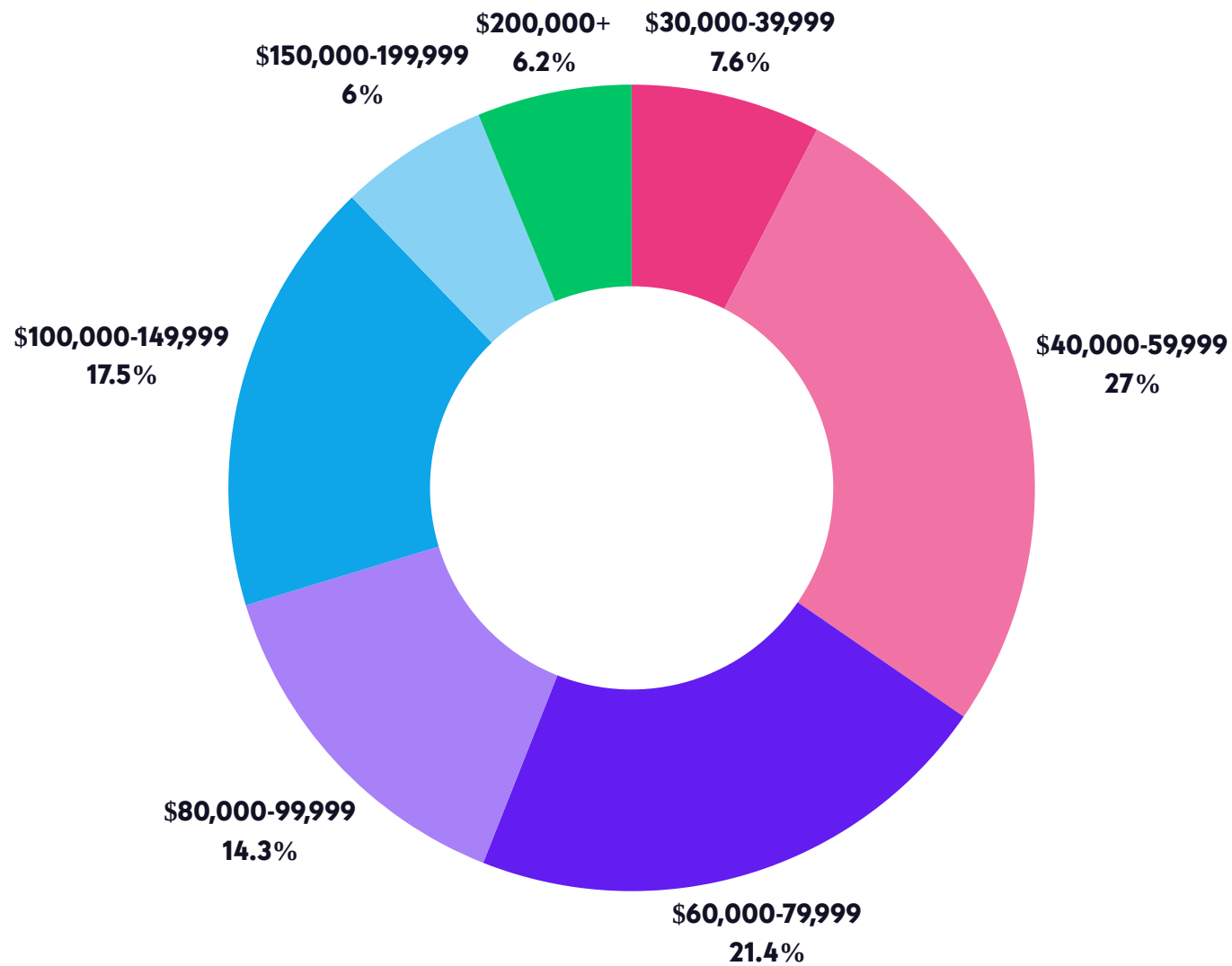
Ethnicity



Education



Income



*not every participant has supplied income. Income is in US dollars although some participants may have entered income in local currency.

Industry Professionals (B2B)

Respondent asks participants for information about their profession, skills, and job titles. The Respondent panel contains industry professionals across 150 industries, 100,000+ job titles, and 290,000+ skills. All these attributes are available for targeting.

Many participant recruitment solutions only offer individual participants (B2C) and do not have global industry professional capabilities (B2B).

To ensure quality participants, Respondent asks for work email verification every 90 days and allows participants to connect their LinkedIn profiles.

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



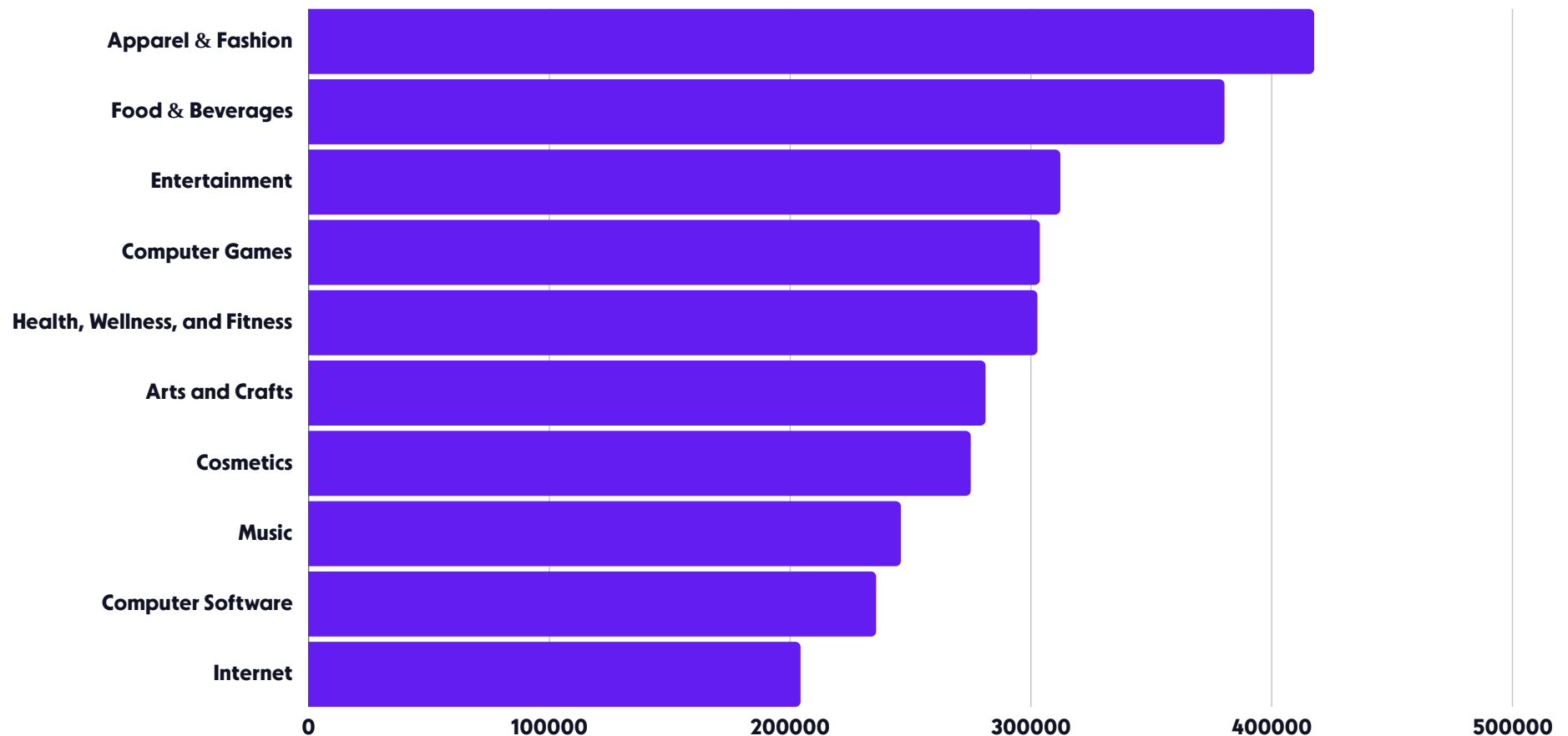
Job Titles

A sample of the 133,000+ job titles you can use to target B2B Industry Professional Participants

Director	Social Worker	Empleado	Medical Doctor	Human Resources
Healthcare Worker	Warehouse Associate	Executive Assistant	Machine Operator	Student Worker
Educator/Teacher	Associate	Receptionist	Marketing Director	Web Developer
Marketing Manager	Office Manager	Real Estate Agent / Realtor	Finance Manager	President
Sales Manager	Server	Financial Analyst	Barista	Realtor
CEO & Founder	Registered Nurse	Pharmacy Technician	Partner	English Teacher
Assistant Manager	Cashier	Research Assistant	Education	Production Worker
Consultant	CEO	Nurse	Marketing Coordinator	Coordinator
Sales Representative	Analyst	Sales	Founder	Professor
Delivery Driver	Gerente	Researcher	Administration	Self Employed/Independent
Graphic Designer	Product Manager	Caregiver	Office Administrator	Contractor
Supervisor	Retail Sales Associate	Vendedor	Owner/Manager	Information Technology Specialist
Software Developer	Accountant	Crew Member	Team Leader	Data Scientist
Owner/Operator	Self Employed	Program Manager	Digital Marketing Manager	Creative Director
Operations Manager	Registered Nurse BSN	Manager/Owner	Vendedora	Financial Advisor
Cashier And Customer Service	Gerente Geral	Intern	Pharmacist	Registered Nurse RN
Customer Service	Auxiliar Administrativo	Student Freelancer	Marketer	Government Employee
Engineer	Manager Operations	Human Resources Manager	Chef	Clerk
Account Manager	Driver	Business Owner	Social Media Manager	Property Manager
Medical Assistant	Administrative Assistant/ Office	Worker	Entrepreneur Small Business Owner	Assistente Administrativo
Freelancer	Manager	Team Member	Security Guard	Operator
Data Analyst	Senior Software Engineer	Account Executive	Independent Contractor	Certified Nursing Assistant
Administrator	Designer	Team Leader / Supervisor	Education Specialist	Founder & CEO
Data Analyst	Managing Director	Bartender	Mechanical Engineer	Part Time Employee
Information Technology	Marketing	Insurance Agent	Front Desk Receptionist	Digital Marketing Specialist
Owner And Founder	Teacher Of English	Business Development Manager	Senior Consultant	Store Manager
Waitress & Server	Assistant	N/A Student	Health Care Assistant	Technical Support
Food Service Worker	General Manager	Retail Manager	Lawyer	Electrical Engineer
Business Analyst	Cashier / Sales Associate	Server/Bartender	Retail Associate	Office Assistant
Special Education Teacher	Customer Service Associate	Project Coordinator	Substitute Teacher	Barista/Cashier/Customer
Technician	CEO/Owner	Artist	Executive Director	Service/Shift Supervisor
Hospitality	Marketing Specialist	Cook	Home Health Aide	Architect
Security Officer	Construction Worker	Real Estate Agent	Senior Manager	
Director Of Operations	Sales Consultant	Warehouse Worker		

Industries

Top Industries for our B2B Industry Professional Participants
Participants can select multiple industries



Industries

Industries you can use to target our B2B Industry Professional Participants

Consumer Services
Hospital & Health Care
Marketing and Advertising
Consumer Goods
Design
Retail
Information Technology and Services
Writing and Editing
Automotive
Animation
Sports
Banking
E-Learning
Hospitality
Financial Services
Computer Hardware
Graphic Design
Construction
Online Media
Restaurants
Computer & Network Security
Computer Networking
Education Management
Human Resources
Leisure, Travel & Tourism
Research
Mental Health Care
Photography
Consumer Electronics
Alternative Medicine
Architecture & Planning
Airlines/Aviation
Higher Education
Food Production

Market Research
Real Estate
Farming
Broadcast Media
Building Materials
Events Services
Motion Pictures and Film
Business Supplies and Equipment
Primary/Secondary Education
Medical Practice
Gambling & Casinos
Fine Art
Telecommunications
Insurance
Commercial Real Estate
Individual & Family Services
Luxury Goods & Jewelry
Management Consulting
Environmental Services
Biotechnology
Logistics and Supply Chain
Supermarkets
Executive Office
Civil Engineering
Capital Markets
Warehousing
Electrical/Electronic Manufacturing
Government Administration
Non-Profit Organization Management
Media Production
Performing Arts
Information Services
Furniture
Railroad Manufacture

Wine and Spirits
Professional Training & Coaching
Military
Alternative Dispute Resolution
Public Relations and Communications
Pharmaceuticals
Civic & Social Organization
Chemicals
Transportation/Trucking/Railroad
Mechanical or Industrial Engineering
Dairy
Wholesale
Legal Services
Sporting Goods
Staffing and Recruiting
Libraries
Translation and Localization
Aviation & Aerospace
Medical Devices
Investment Banking
Investment Management
Program Development
Import and Export
Law Practice
Law Enforcement
Machinery
Religious Institutions
Package/Freight Delivery
Tobacco
Oil & Energy
Facilities Services
Government Relations
Veterinary
Fund-Raising

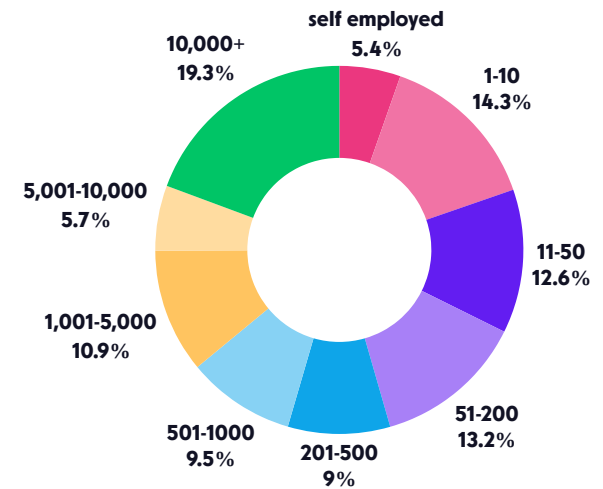
Security and Investigations
Public Safety
Renewables & Environment
Wireless
Defense & Space
Packaging and Containers
Fishery
Utilities
Printing
Publishing
International Affairs
Industrial Automation
Public Policy
International Trade and Development
Political Organization
All Industries
Recreational Facilities and Services
Newspapers
Judiciary
Textiles
Outsourcing/Offshoring
Museums and Institutions
Mining & Metals
Philanthropy
Think Tanks
Glass, Ceramics & Concrete
Maritime
Ranching
Venture Capital & Private Equity
Nanotechnology
Plastics
Legislative Office
Semiconductors
Paper & Forest Products

Software Engineering Participants - 90k+

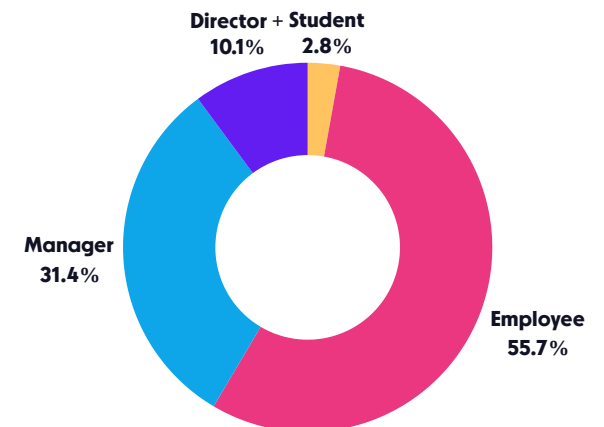
Skills

Python	5,800
Java	2,608
Javascript	3,900
SQL	1,817
AWS	1,618
Programming	1,571
Java	1,568
HTML + CSS	1,420

Company size



Seniority

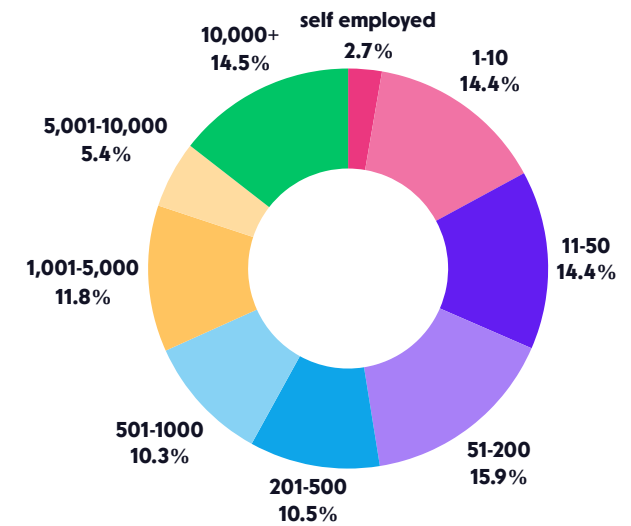


Human Resources Participants - 30k+

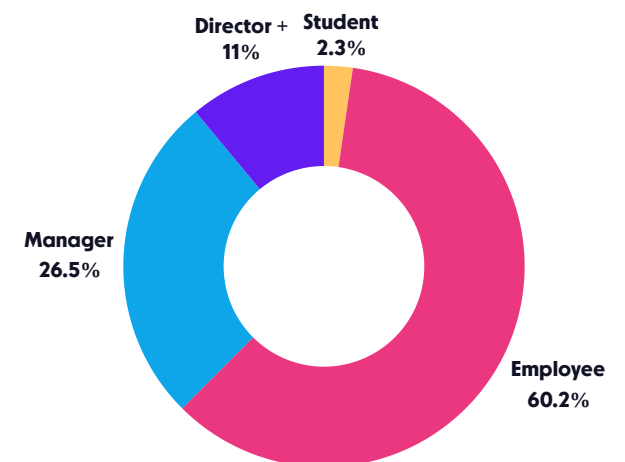
Skills

Human Resources	2,166
Recruiting	1,904
Human Resource Management	626
Communication	610
Customer Service	552
Leadership	411
Training	395
Onboarding	380

Company size



Seniority

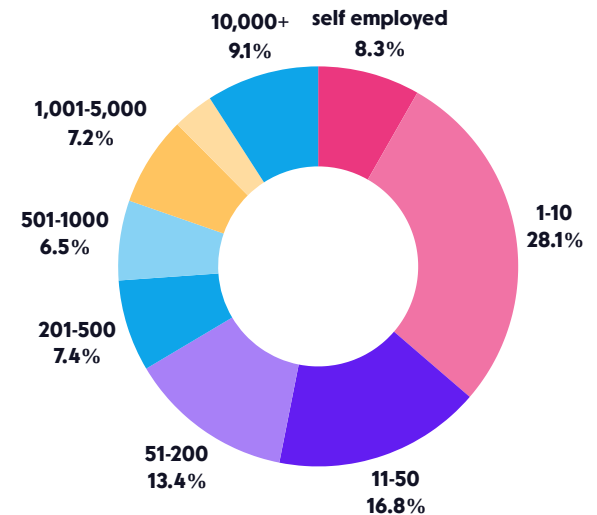


Marketing, Product, Design Participants - 70k+

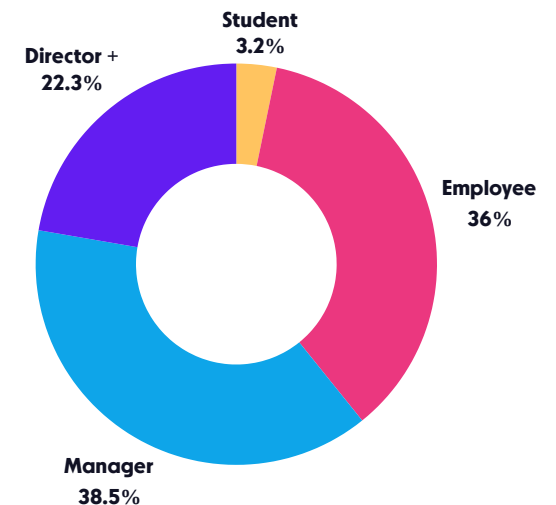
Skills

Marketing	5,764
Graphic Design	2,664
Digital Marketing	2,145
Marketing Communications	1,499
Design	1,335
SEO	1,226
Project Management	1,225
Social Media Advertising	1,197
Writing	1,158

Company size

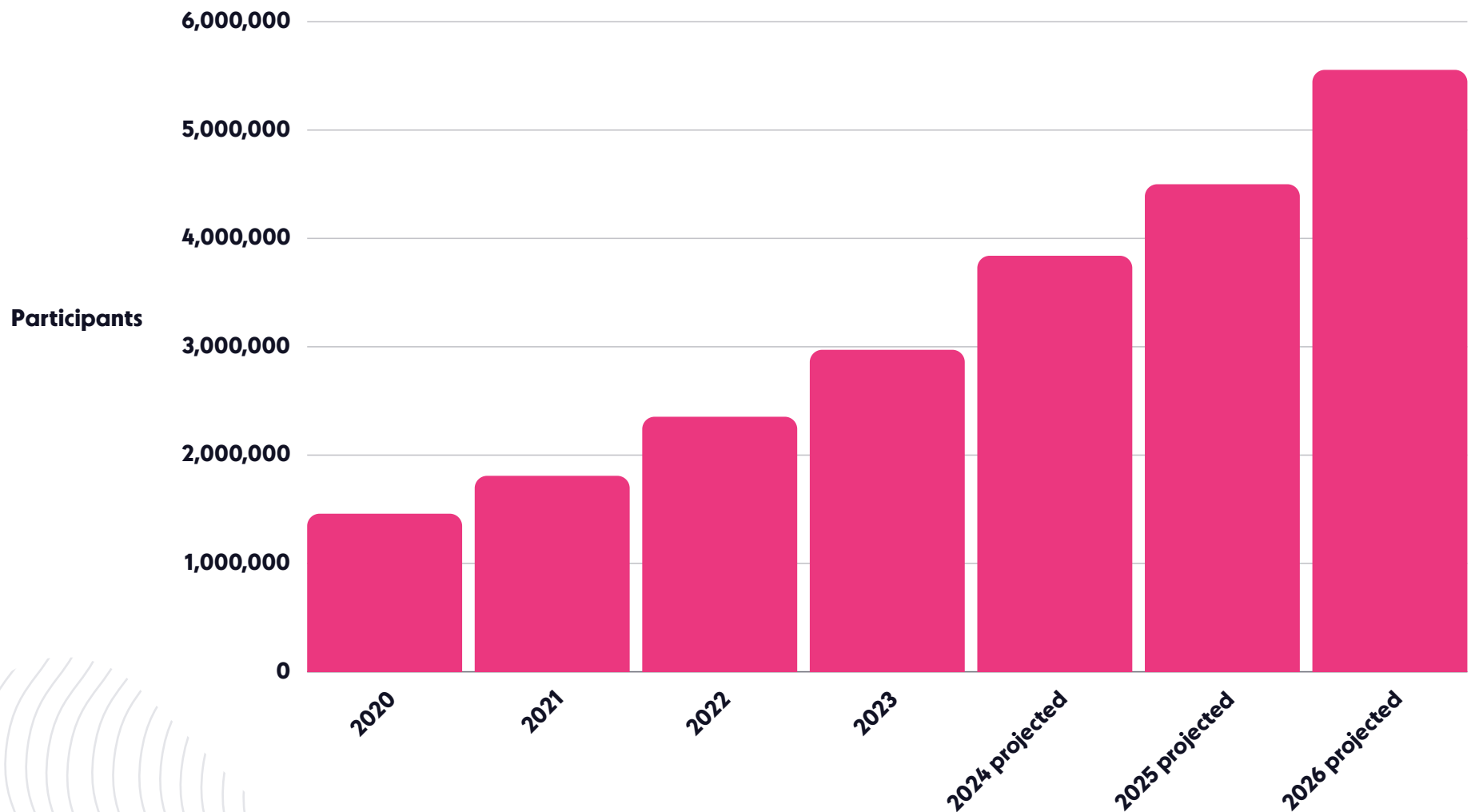


Seniority



Participant Growth

Respondent continues to invest in recruiting more quality participants for your research



How It Works



Step 1

Set up your screener and study in Rally, and target who you want to recruit from Respondent's panel.



Step 2

Get the total amount instantly and pull from your dedicated research budget. No credits needed.




Step 3


Review and approve participants to join your study. Keep track of study progress in Rally.

Quality Participants

Over 8 years, Respondent has earned the trust of research teams at Microsoft, IBM, Dropbox, Allstate, Gitlab, and thousands more.

The success of your research relies on quality participants. These are some of the measures Respondent takes to maintain the quality you expect and need:

 Email verification

 Phone verification


 IP Address


 Researcher ratings

 No-show intolerance

 Screener consistency checks

 Profile change locks

 90 day work email verification

 Social media profile links

 Messaging enabled

Rally & RESPONDENT

Run research safely and at scale with your own users, or recruit from a panel of over 3 million participants powered by Respondent.

Respondent is SOC 2 Type II compliant. Learn more about Rally's partnership with Respondent's external panel.

"What I love about Respondent is that I can publish a study on Sunday at 2PM and within three hours, I've got 40 candidates."

Katie Henslee | Consultant, Deloitte