eBook

Find the right audience with UserZoom Recruitment

Get fast, flexible access to over 120 million people worldwide with our state-of-the-art participant recruitment engine.
Find the right audience with UserZoom Recruitment

Conducting a successful UX study is both a science and an art. And like all scientists and artists, UX researchers need the right tools to do their job. You need to set your study’s objectives, select the best methodology, create a research plan, and most importantly you need to find the right participants to take part in your research.

Unfortunately finding the right participants is also one of the hardest jobs. Over the past four years, our annual State of UX survey shows that recruiting participants is one of the biggest challenges for UX researchers.

Research is only as good as the people who take your studies. If you’re restricted by a small pool of participants and geographical reach, this can undermine even the most thoroughly planned research projects.

For valuable, reliable insights, you need to recruit the right people, the right sample size, and at the right time.

34% Of UX practitioners say that participant recruitment is their number one challenge

So, what’s a UX researcher to do? Well, that’s where our intelligent participant recruitment platform steps in to save you time and give you access to the high-quality participants you need.
Why choose UserZoom for participant recruitment?

We’re the market leader in providing participants for all types of UX research studies. Whatever your sector, we can deliver the right participants at the right time—and at scale.

85%

Of UserZoom studies finish fielding in under 24 hours, giving you the timely insights you need to make informed decisions.
Whether you want to conduct a 1000-person quantitative study or a qualitative study with just a few online interviews—or anything in between—we have the capabilities you need.

Recruit top quality participants faster than ever

Built into the UserZoom platform, our unique participant recruitment engine provides you with instant access to a global network of over 120 million verified research participants, curated from over 40+ panel partners and spanning over 100 countries.

Find the right participants for nearly any target audience even including niche and hard-to-reach audiences.

Harness the power of automation

Streamline the recruitment process with automated participant recruitment. Let the platform automatically find the right participants based on your criteria, send invites, schedule sessions, and distribute incentive payments after the session is complete.

Feel supported every step of the way:
Our recruitment engine is also supported by a team of experienced participant recruitment experts who ensure you are always reaching the right participants.

Whether you target consumers, health care providers, or businesses, the end result is better data to inform your business critical UX decisions.
A Global network of 120+ million research-ready respondents.

Automated access to a network of panel providers for your every need, local expertise, and access to 100+ countries.

**Moderated** (8)
*Auto Sourcing available
- US*
- Italy
- UK*
- France
- Spain*
- Canada*
- Germany*
- Australia*

**Unmoderated, Usability Testing + Think-Out-Loud** (18)
- US*
- France*
- Ireland*
- Portugal
- UK*
- Canada*
- Netherlands*
- India*
- Spain*
- Australia*
- Sweden*
- Philippines
- Germany*
- Denmark*
- Switzerland*
- Italy
- Austria*
- Mexico

**Unmoderated** Non-TOL (110+)
UserZoom supports quantitative recruitment in over 100 countries. Our focus is in the following markets: NAM, EMEA, APAC, MENA
<table>
<thead>
<tr>
<th>Panel Profiling</th>
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<td>Ethnicity</td>
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<td>Race</td>
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<td>Zip code</td>
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<tr>
<td><strong>PERSONAL</strong></td>
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<td>Political party affiliation</td>
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<td>Registered to vote</td>
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<td>Religion</td>
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<td>Sexual orientation</td>
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<td>Gun ownership</td>
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<td><strong>HOUSEHOLD</strong></td>
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<td>Marital status</td>
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<td>Number of children</td>
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<td>Ages of children</td>
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<td>Pet ownership</td>
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<td>Languages spoken</td>
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<td>Home ownership</td>
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<td><strong>EMPLOYMENT</strong></td>
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<td>Employment status</td>
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<td>Title</td>
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<td>Industry</td>
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<td>Department</td>
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<td>Business size</td>
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<td>Military (branch, active/veteran)</td>
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<tr>
<td><strong>EDUCATION</strong></td>
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<tr>
<td>College major</td>
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<td>Degree type</td>
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<td>Full-time/part-time</td>
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<tr>
<td>Student</td>
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<td>Year graduated</td>
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<tr>
<td><strong>FINANCE</strong></td>
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<tr>
<td>Annual income (personal/household)</td>
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<tr>
<td>Investable assets</td>
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<td>Primary banking</td>
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<tr>
<td>Credit cards</td>
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<td>Stock trading</td>
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<td>Financial products</td>
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<tr>
<td><strong>AUTO</strong></td>
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<tr>
<td>Make/model</td>
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<tr>
<td>Owned/leased</td>
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<tr>
<td>Car manufactured year</td>
<td></td>
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<tr>
<td>Date purchased/leased</td>
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<tr>
<td>Auto insurance</td>
<td></td>
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<tr>
<td>Motorcycle ownership</td>
<td></td>
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<tr>
<td><strong>MEDIA</strong></td>
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<tr>
<td>Radio/TV (Frequency of Use)</td>
<td></td>
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<tr>
<td>Cable provider</td>
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<tr>
<td>Streaming services</td>
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<tr>
<td>Types of publications read</td>
<td></td>
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<tr>
<td>Social media activity</td>
<td></td>
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</tbody>
</table>
**Panel Profiling**

**TARGETABLE ATTRIBUTES**

<table>
<thead>
<tr>
<th>COMPUTER &amp; VIDEO GAMING</th>
<th>HOBBIES &amp; INTERESTS</th>
<th>MOTHER &amp; BABY</th>
<th>SMOKING &amp; TOBACCO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaming device/platform</td>
<td>Gambling</td>
<td>Expecting (due date)</td>
<td>Types of tobacco</td>
</tr>
<tr>
<td>Online/virtual gaming</td>
<td>Movie theater frequency</td>
<td>First time parent</td>
<td>Brands</td>
</tr>
<tr>
<td>Spend on games</td>
<td>Music preferences</td>
<td>Breast feeding</td>
<td>Quitting methods</td>
</tr>
<tr>
<td>Types of games</td>
<td>Rent/download movies</td>
<td>Products used regularly</td>
<td>Vape/electronic cigarette</td>
</tr>
<tr>
<td>Frequency of use</td>
<td>Sports</td>
<td>Brands of baby food</td>
<td>Use, frequency</td>
</tr>
<tr>
<td>Electronic products</td>
<td>Exercise</td>
<td>Child allergies</td>
<td></td>
</tr>
<tr>
<td>Owned/used</td>
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<tr>
<td>Internet provider</td>
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</tr>
<tr>
<td>Mobile (provider, phone brand)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Operating system</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>FOOD &amp; BEVERAGE</th>
<th>TRAVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery store preferences</td>
<td>Airlines used</td>
</tr>
<tr>
<td>Alcohol consumption</td>
<td>Hotels visited</td>
</tr>
<tr>
<td>Types of beverages</td>
<td>Types of travel (personal, business)</td>
</tr>
<tr>
<td>Consumed</td>
<td>Transportation methods</td>
</tr>
<tr>
<td>Fast food frequency</td>
<td>Rideshare</td>
</tr>
<tr>
<td>Food &amp; beverage preferences</td>
<td>Travel destinations</td>
</tr>
<tr>
<td>Category</td>
<td>Professionals</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| TECHNOLOGY              | Artificial Intelligence Experts  
                          Cloud Architects  
                          Cybersecurity Directors  
                          Data Scientist  
                          Development Operations  
                          IT Decision Makers (CIOs & CTOs)  
                          Machine Learning Experts  
                          Network Administrators  
                          Software/Application Developers  
                          Storage/Server Administrators  
                          System Administrators |
| FINANCE                 | Accountants/Bookkeepers  
                          Accounts receivable/payable experts  
                          Commercial Insurance decision makers  
                          Financial Advisors  
                          Investment Specialists  
                          Insurance Agents/Brokers  
                          Tax Specialists |
| RETAIL/ MANUFACTURING   | CPG Experts  
                          Enterprise decision makers  
                          Fleet managers  
                          Michelin Star Chefs  
                          Purchasing decision makers  
                          Supply Chain Experts  
                          Small business owners  
                          Telecommunications decision makers |
| OTHER                   | Agricultural Experts  
                          C-Levels (CEO, CFO, CMO, CTO)  
                          Construction workers  
                          Customer Service Representatives  
                          Decision makers  
                          Educators  
                          HR decision makers  
                          Hospital Administrators  
                          Industry Experts  
                          Real Estate Agents/Brokers |
Here's how we helped this Fortune 100 Science Solutions manufacturer gather insights from hard-to-reach participants, in their own words.

"One of the biggest obstacles we face is that it’s hard to find our users, and they’re very expensive to recruit because they’re professionals, they’re busy and they get a ton of emails. Our audience is really tough to find, so when we get a chance to talk to them, we have to make sure we can answer several research questions with one study. That is very important.

One of the ways we’ve been using UserZoom is to recruit these international professionals. It’s been super successful for us. We’ve been able to launch studies very quickly, as it allows us to narrow who we want to reach.

User Zoom is an essential tool that allows us to efficiently and continuously receive feedback from our visitors.”
**Healthcare Recruitment**

We have access to the following specialties, medical professionals and patient ailments, globally.

### Healthcare Professionals

- Dental Assistant
- Dental Hygienist
- Dentist
- Diabetes Nurse Educators
- Management/Administrators
- Lab Manager/Technician
- Medical Assistant
- Medical Director
- Nurse (RN, LPN, NP)
- Optometrists/Optician
- Payers
- Pharmacist
- Pharmacy
- Physician (all specialties)
- Technician/Assistant
- Physician Assistant
- Purchasing Agent
- Veterinarian
- Veterinary Technicians
- Veterinary Assistant

### Examples of Patients We Have Recruited:

<table>
<thead>
<tr>
<th>Type I and II Diabetics</th>
<th>Osteoporosis</th>
<th>Mental Illness (most types)</th>
<th>HIV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Sclerosis (all types)</td>
<td>Osteoarthritis</td>
<td>Lupus</td>
<td>High Blood Pressure</td>
</tr>
<tr>
<td>Cancer (all types)</td>
<td>Obesity</td>
<td>Liver Disease</td>
<td>High Cholesterol</td>
</tr>
<tr>
<td>Pulmonary-Arterial</td>
<td>Neurological Conditions</td>
<td>Kidney Disease</td>
<td>Hepatitis</td>
</tr>
<tr>
<td>Hypertension (PAH)</td>
<td>Narcolepsy</td>
<td>Irritable Bowel Syndrome</td>
<td>Hemophilia</td>
</tr>
<tr>
<td>Psoriasis</td>
<td>Muscular Dystrophy</td>
<td>Insomnia</td>
<td>Heart Disease</td>
</tr>
<tr>
<td>Parkinson’s Disease</td>
<td>Migraines</td>
<td>Hypothyroidism</td>
<td>Hashimoto’s Disease</td>
</tr>
</tbody>
</table>
Real, genuine users at your fingertips

We understand the importance of reliable data. So, we’ve partnered with Imperium RelevantID, a leader in anti-fraud solutions, to block bots and fraudulent behaviour. RelevantID also uses digital fingerprinting to help us identify duplicate accounts.

As an additional layer of security, panelists must also link their profiles with a verified PayPal account. This helps us verify the panelist’s country and further identify and remove any duplicate accounts.

FROM RECRUITMENT TO RESULTS, WE PROTECT DATA INTEGRITY

- **60-day quarantine period**
  UserZoom’s participants enter a 60-day quarantine period after completing a study. This prevents you from seeing the same data from repeat participants, and also helps prevent participant fatigue. On average, our participants only complete 7-8 studies per year.

- **Think Out Loud certified**
  All panellists who participate in Think Out Loud studies must first complete a reviewed practice study. If they pass, they are certified and able to participate in future studies.

- **Incentives without bias**
  We offer incentives based on Fair Market Value to ensure healthy responses without introducing incentive-caused bias.

- **Regularly refreshed panel**
  Our panel is refreshed regularly, and we have randomization and sampling rules to discourage sneaky professional testers.

- **Cherry-picking discouraged**
  Our invitations are standardized to discourage participants from cherry-picking studies.
We implement speeder and straight-liner traps, directly within the study—those who fail the quality metrics are automatically removed and replaced.

These panelists are then flagged and monitored within our panel. Any repeat offenders will be banned from participating in future studies. As a result, our exclusion rates are between 7-8%, lower than the industry standard.

Just like you, we take data privacy seriously

We’re crystal clear about the data we record, and how we use it. Find out more here:
France

**Gender**
- Women: 55%
- Men: 45%

**Age**
- 18.62% (18-24)
- 20.56% (25-34)
- 20.75% (35-44)
- 17.90% (45-54)
- 13.22% (55-64)
- 8.14% (65-99)
- 0.82% (Below 18)

**Education**
- None of these levels: 1.20%
- Other type of higher education: 3.94%
- Bac +1: 3.61%
- Bac +2: 15.87%
- Baccalaureate: 23.16%
- Bachelor degree: 16.51%
- Doctorate: 3.63%
- Primary school: 3.13%
- End of high school (without obtaining baccalaureate): 7.89%
- License (Bac +3): 11.44%
- License (Bac +3): 0.12%
- Master 1: 3.23%
- Master 2: 7.75%
Germany

GENDER

Women: 49%
Men: 51%

AGE

- 21.49% (18-24)
- 24.68% (25-34)
- 20.63% (35-44)
- 13.25% (45-54)
- 6.71% (55-64)
- 1.03% (Below 18)
- 12.21% (65-99)

EDUCATION

- High school/university: 0.15%
- University entrance qualification: 16.59%
- Different degree: 1.90%
- Other upper secondary qualification: 2.94%
- Other college degree: 3.23%
- Associate degree: 0.14%
- Bachelor: 11.54%
- Professional qualification: 21.40%
- Diploma (FH/DH): 4.69%
- Doctor: 2.83%
- Elementary school diploma: 3.59%
- Masters: 2.19%
- Master: 5.36%
- Medium education (high school/MSA, etc.): 0.13%
- Middle school qualification (leaving certificate/MSA, etc.): 23.12%
### Great Britain (UK)

#### GENDER

- **Women:** 58%
- **Men:** 42%

#### AGE

- **16.01%** (18-24)
- **26.09%** (25-34)
- **23.27%** (35-44)
- **14.93%** (45-54)
- **10.97%** (55-64)
- **7.47%** (65-99)
- **1.26%** (Below 18)

#### EDUCATION

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-levels</td>
<td>14.98%</td>
</tr>
<tr>
<td>A-levels equivalent</td>
<td>8.49%</td>
</tr>
<tr>
<td>Below O-level/GCSE</td>
<td>11.21%</td>
</tr>
<tr>
<td>None of the above/prefer not to say</td>
<td>8.56%</td>
</tr>
<tr>
<td>O-levels/GCSEs</td>
<td>8.82%</td>
</tr>
<tr>
<td>O-levels/GCSEs equivalent</td>
<td>8.10%</td>
</tr>
<tr>
<td>Post graduate: MA</td>
<td>4.02%</td>
</tr>
<tr>
<td>Post graduate: other (not PhD or MA)</td>
<td>8.65%</td>
</tr>
<tr>
<td>Post graduate: PhD</td>
<td>2.01%</td>
</tr>
<tr>
<td>Undergraduate degree (3 years)</td>
<td>9.24%</td>
</tr>
<tr>
<td>Undergraduate degree (4 or more years)</td>
<td>6.24%</td>
</tr>
<tr>
<td>Undergraduate degree (less than 2 years)</td>
<td>9.68%</td>
</tr>
</tbody>
</table>

#### Gender Breakdown

- **Women:** 58%
- **Men:** 42%

#### Age Breakdown

- **16.01%** (18-24)
- **26.09%** (25-34)
- **23.27%** (35-44)
- **14.93%** (45-54)
- **10.97%** (55-64)
- **7.47%** (65-99)
- **1.26%** (Below 18)
India

GENDER

41% Women
59% Men

AGE

31.57% (18-24)
34.41% (25-34)
20.38% (35-44)
1.55% (Below 18)
7.76% (45-54)
3.41% (55-64)
0.92% (65-99)

EDUCATION

- Associates degree: 2.28%
- College degree: 26.33%
- Completed some college: 6.80%
- Completed some elementary school (ages 0-14): 2.02%
- Completed some postgraduate: 6.92%
- Completed some secondary education (ages 14-18): 6.20%
- Doctorate degree: 3.22%
- Elementary school (ages 0-14): 1.47%
- Masters degree: 34.86%
- None of the above: 0.70%
- Other post high school vocational training: 1.89%
- Secondary education graduate: 7.33%
Italy

**EDUCATION**

- Other non-university higher professional training: 3.60%
- Associate degree: 0.23%
- College degree (such as B.A., B.S.): 0.29%
- PhD: 3.19%
- Degree: 12.64%
- Degree (not completed): 4.67%
- Master degree: 14.50%
- Master: 3.66%
- Masters degree: 0.11%
- None of the above: 0.15%
- Primary school: 1.07%
- Lower secondary school: 6.47%
- Lower secondary school (not completed): 4.31%
- Upper secondary school: 39.30%
- Upper secondary school (not completed): 4.93%
- Vocational training: 0.54%

**AGE**

- 12.27% (18-24)
- 17.90% (25-34)
- 23.08% (45-54)
- 23.05% (35-44)
- 14.95% (65-99)
- 8.21% (65-99)
- 0.55% (Below 18)

**GENDER**

- 50% Women
- 50% Men
Japan

**Gender**
- 51% Men
- 49% Women

**Education**
- College degree (such as B.A., B.S.): 0.11%
- Other higher vocational training schools: 10.68%
- Other than those above: 0.40%
- Junior high school: 2.37%
- Masters degree: 5.24%
- Doctorate: 0.83%
- College graduate: 43.20%
- College dropout: 1.18%
- Graduate school dropout: 0.24%
- Primary school: 0.16%
- Junior college graduate: 7.97%
- High school graduate: 26.73%
- High school dropout: 0.77%

**Age**
- Below 18: 0.66%
- 18-24: 9.94%
- 25-34: 18.11%
- 35-44: 20.39%
- 45-54: 18.56%
- 55-99: 9.13%
Spain

**EDUCATION**

- Associates degree: 0.11%
- Bachillerato: 15.10%
- College degree: 0.17%
- Completed some postgraduate: 0.30%
- Diploma, teaching, technical architect or technical engineer: 12.00%
- Doctorate: 3.35%
- Child education: 2.32%
- Primary education: 9.03%
- Compulsory secondary education: 1.82%
- Special regime education (languages, artistic, sports): 21.07%
- Vocational training: 6.32%
- Degree: 0.18%
- High school graduate: 15.80%
- Bachelors degree (architecture or senior engineer): 15.40%
- Master: 8.16%
- Masters degree: 0.16%
- None of the above: 0.36%
- Other post high school vocational training: 0.26%

**GENDER**

- Women: 49%
- Men: 51%

**AGE**

- Below 18: 0.60%
- 18-24: 13.32%
- 25-34: 19.40%
- 55-64: 13.48%
- 45-54: 21.46%
- 35-44: 25.04%
- 55-99: 6.33%
- (25-34): 25.04%
- (35-44): 21.46%
- (45-54): 13.48%
- (55-64): 21.46%
Find the right audience today with UserZoom Recruitment

Speak to us

WWW.USERZOOM.COM