



Lyssna

# Lyssna's Research Panel

On-demand access to over 690,000 high-quality participants



## Introduction

# Did you know?

57%



of people who do research struggle with participant quality

62%



have trouble finding participants that meet their criteria

61%



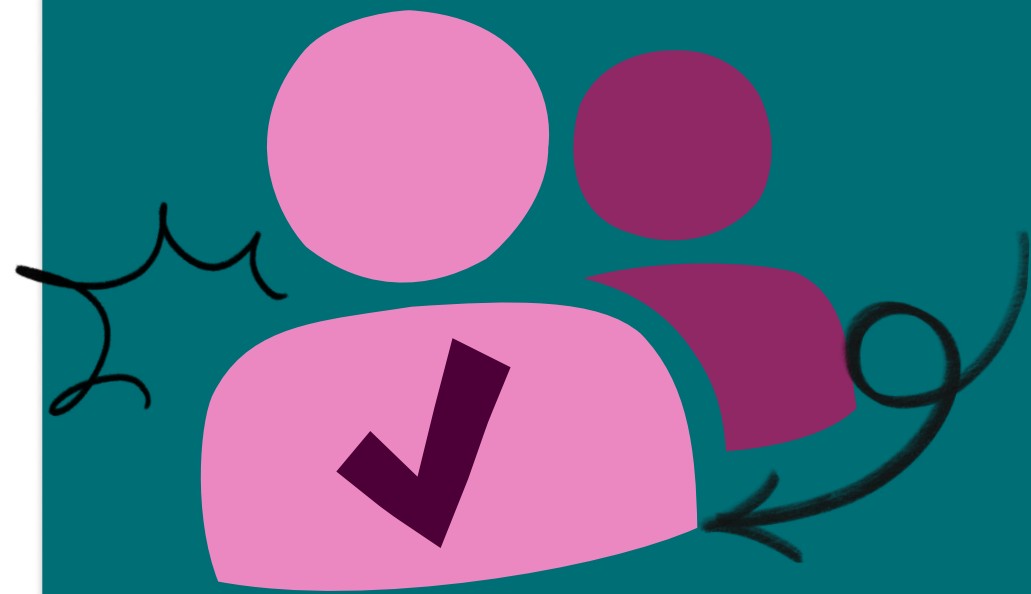
are frustrated by the time it takes to recruit

Lyssna's Research Panel solves all these challenges—delivering reliable, high-quality participants quickly and efficiently so you can focus on actionable insights.

Access high-quality participants on-demand with Lyssna

692,869

Pre-vetted participants



124

Countries

Target down to city or  
state level

396

Demographic and  
psychographic targeting  
attributes

including B2B



90%

of orders fulfilled in  
under 2 hours

# Trusted by over 320,000

designers, researchers, product managers, and marketers  
from some of the world's biggest brands



# Recruit any persona: Demographic options

Page 6 Research panel stats

Page 7 Target users by location

Page 8 Age, Gender

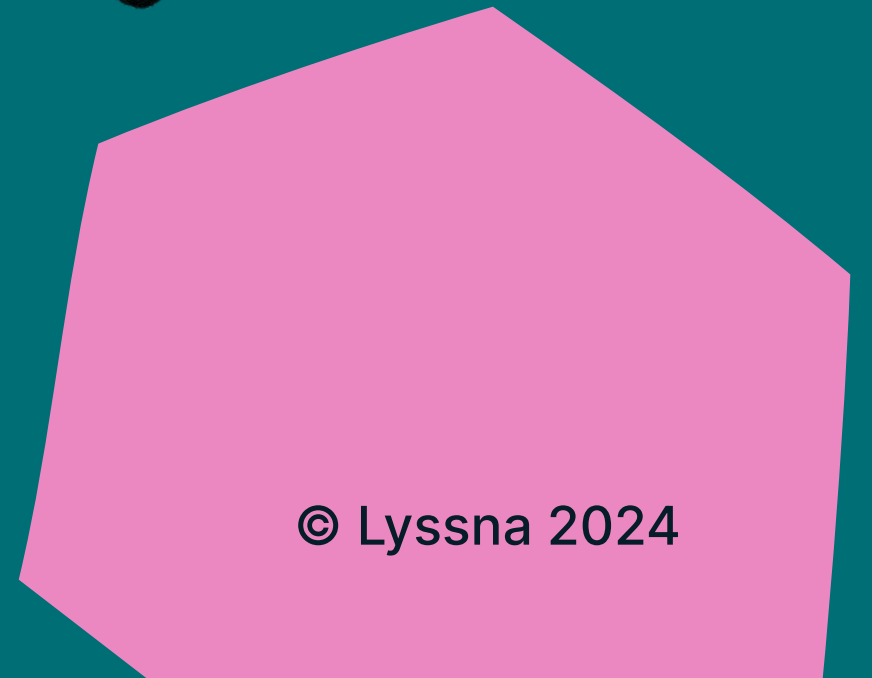
Page 9 Living arrangements, Relationship status

Page 10 Children and dependents, Education level

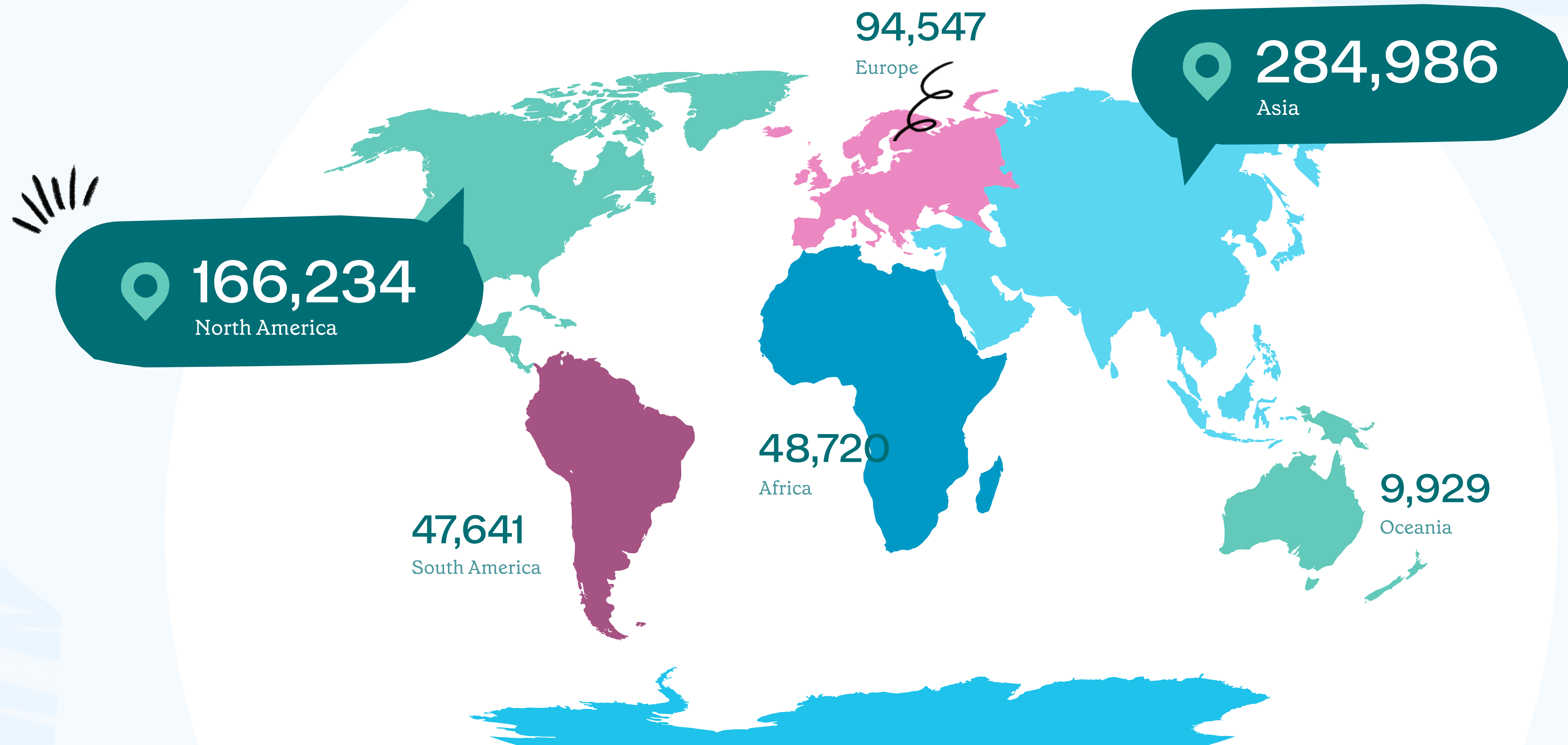
Page 11 Annual household income

Page 12 Ethnicity, Employment status

Page 13 Languages



Lyssna has panelists  
across the globe.



Select from 124 countries.  Target users by country, state, or city.



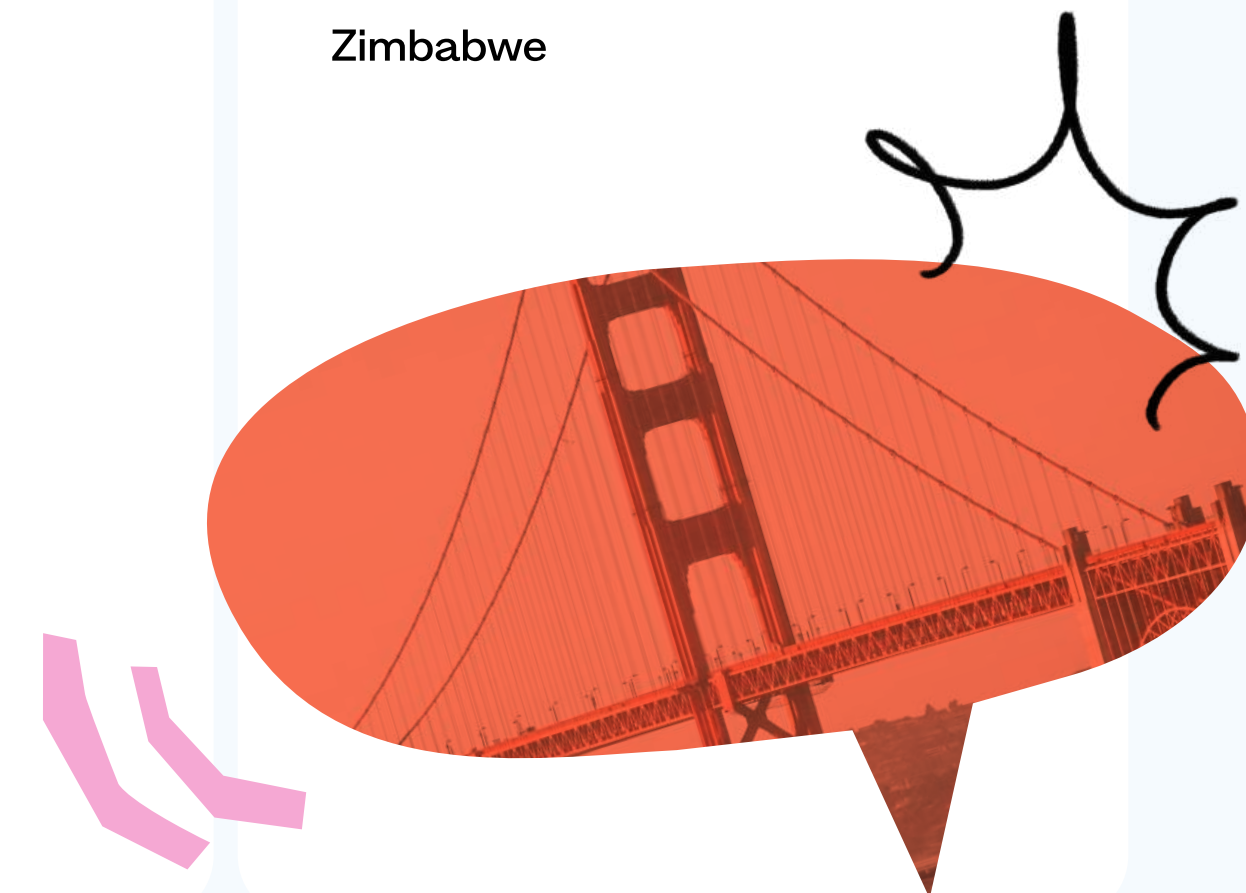
Afghanistan  
Albania  
Algeria  
Angola  
Argentina  
Armenia  
Australia  
Austria  
Azerbaijan  
Bahrain  
Bangladesh  
Barbados  
Belarus  
Belgium

Bolivia  
Bosnia and Herzegovina  
Botswana  
Brazil  
Bulgaria  
Cambodia  
Cameroon  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Croatia  
Cyprus  
Czech Republic  
Denmark  
Dominican Republic  
Ecuador  
Egypt  
El Salvador  
Estonia  
Ethiopia  
Finland  
France  
Georgia  
Germany  
Ghana  
Greece  
Guatemala  
Hong Kong  
Hungary

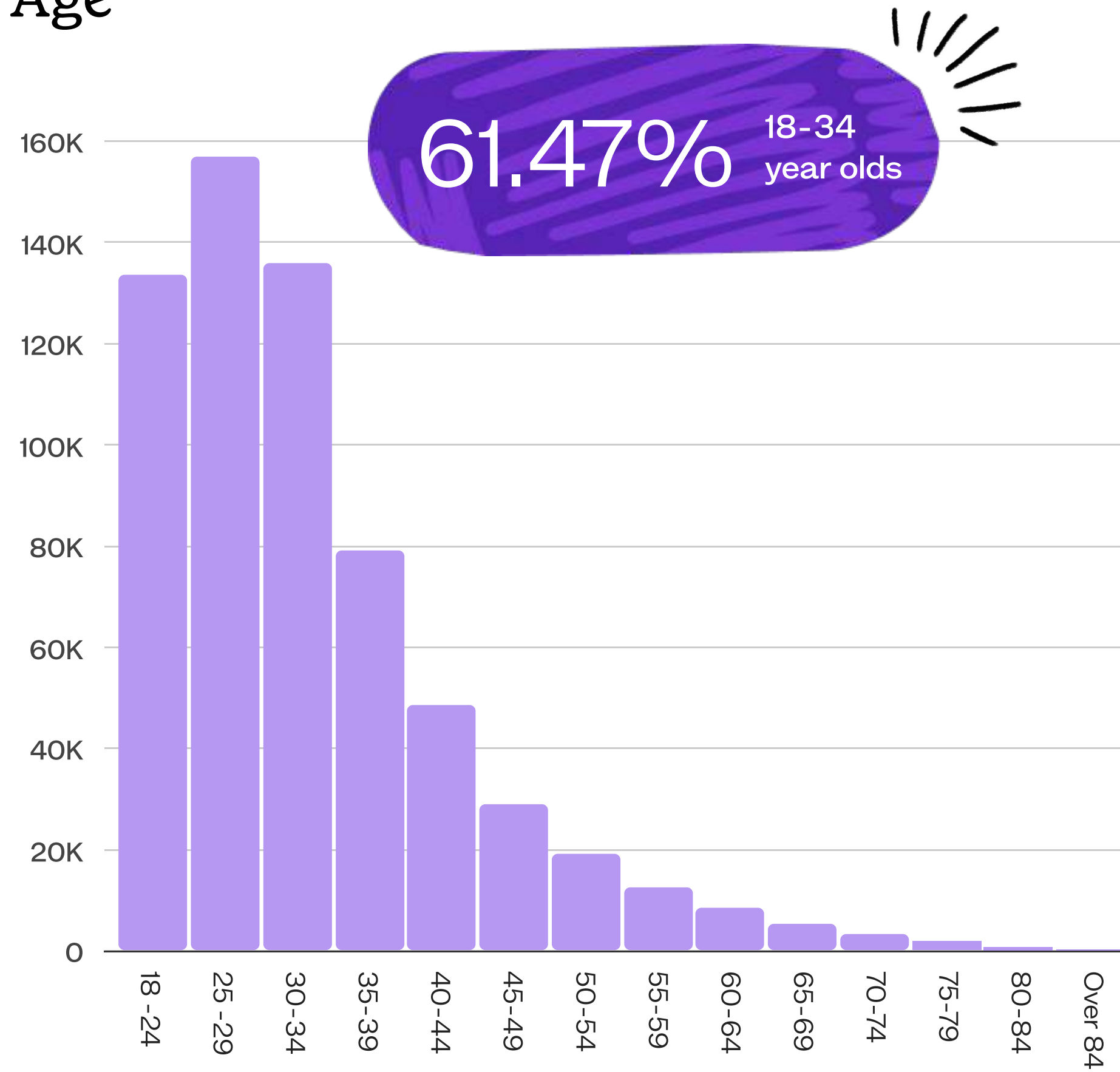
Iceland  
India  
Indonesia  
Iran, Islamic Republic Of  
Ireland  
Israel  
Italy  
Jamaica  
Japan  
Jordan  
Kazakhstan  
Kenya  
Korea, Republic of  
Kuwait  
Kyrgyzstan  
Latvia  
Lebanon  
Lithuania  
Luxembourg  
Macedonia, the Former Yugoslav  
Republic Of  
Madagascar  
Malawi  
Malaysia  
Maldives  
Malta  
Mauritius  
Mexico  
Moldova, Republic of  
Mongolia  
Montenegro

Morocco  
Mozambique  
Namibia  
Nepal  
Netherlands  
New Zealand  
Nigeria  
Norway  
Oman  
Pakistan  
Panama  
Peru  
Philippines  
Poland  
Portugal  
Puerto Rico  
Qatar  
Romania  
Russian Federation  
Rwanda  
Saudi Arabia  
Serbia  
Singapore  
Slovakia  
Slovenia  
Somalia  
South Africa  
Spain  
Sri Lanka  
Sweden  
Switzerland

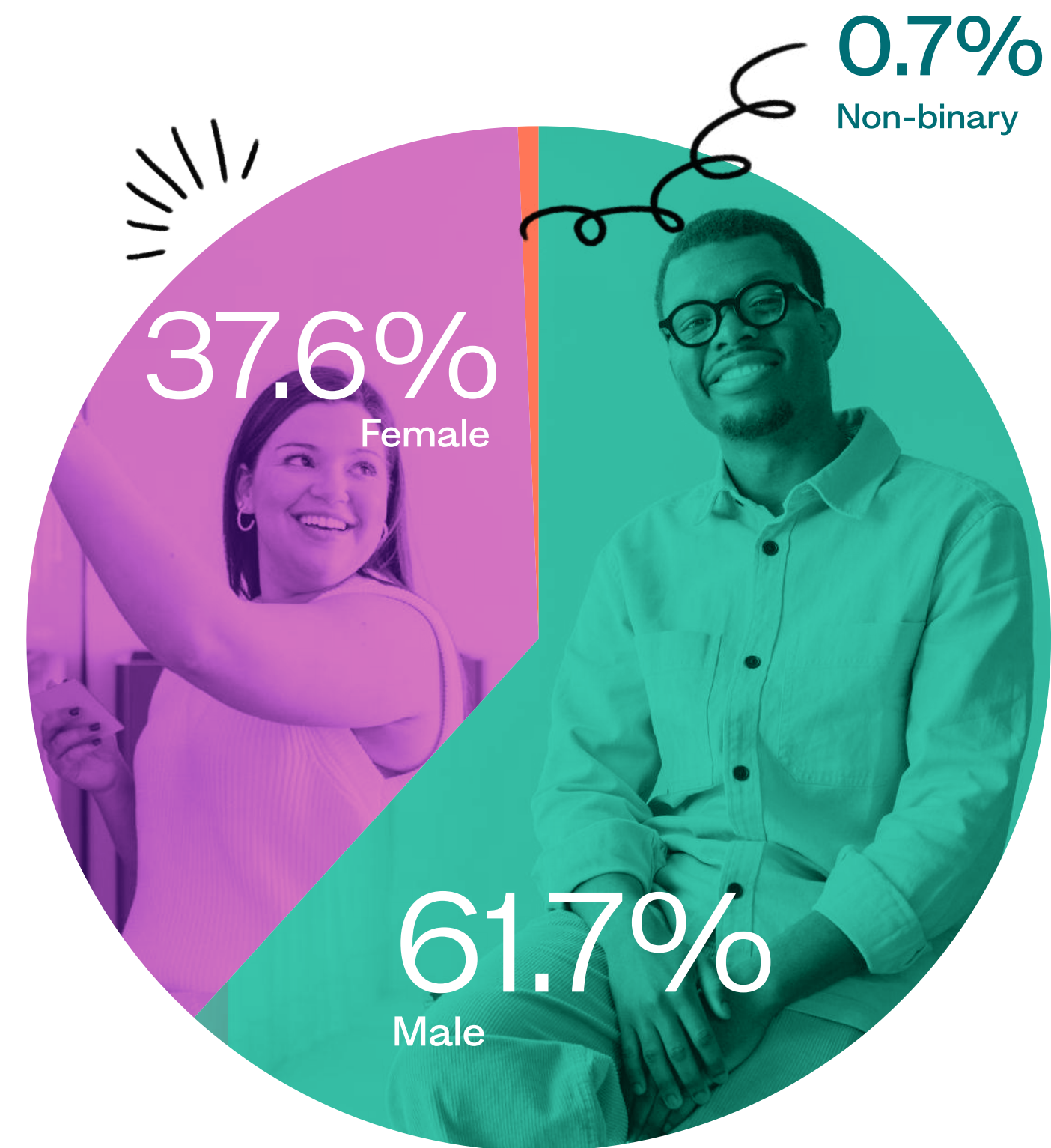
Taiwan, Republic Of China  
Tanzania, United Republic of  
Thailand  
Togo  
Trinidad and Tobago  
Tunisia  
Turkey  
Uganda  
Ukraine  
United Arab Emirates  
United Kingdom  
United States  
Uruguay  
Uzbekistan  
Venezuela, Bolivarian  
Republic of  
Vietnam  
Zambia  
Zimbabwe



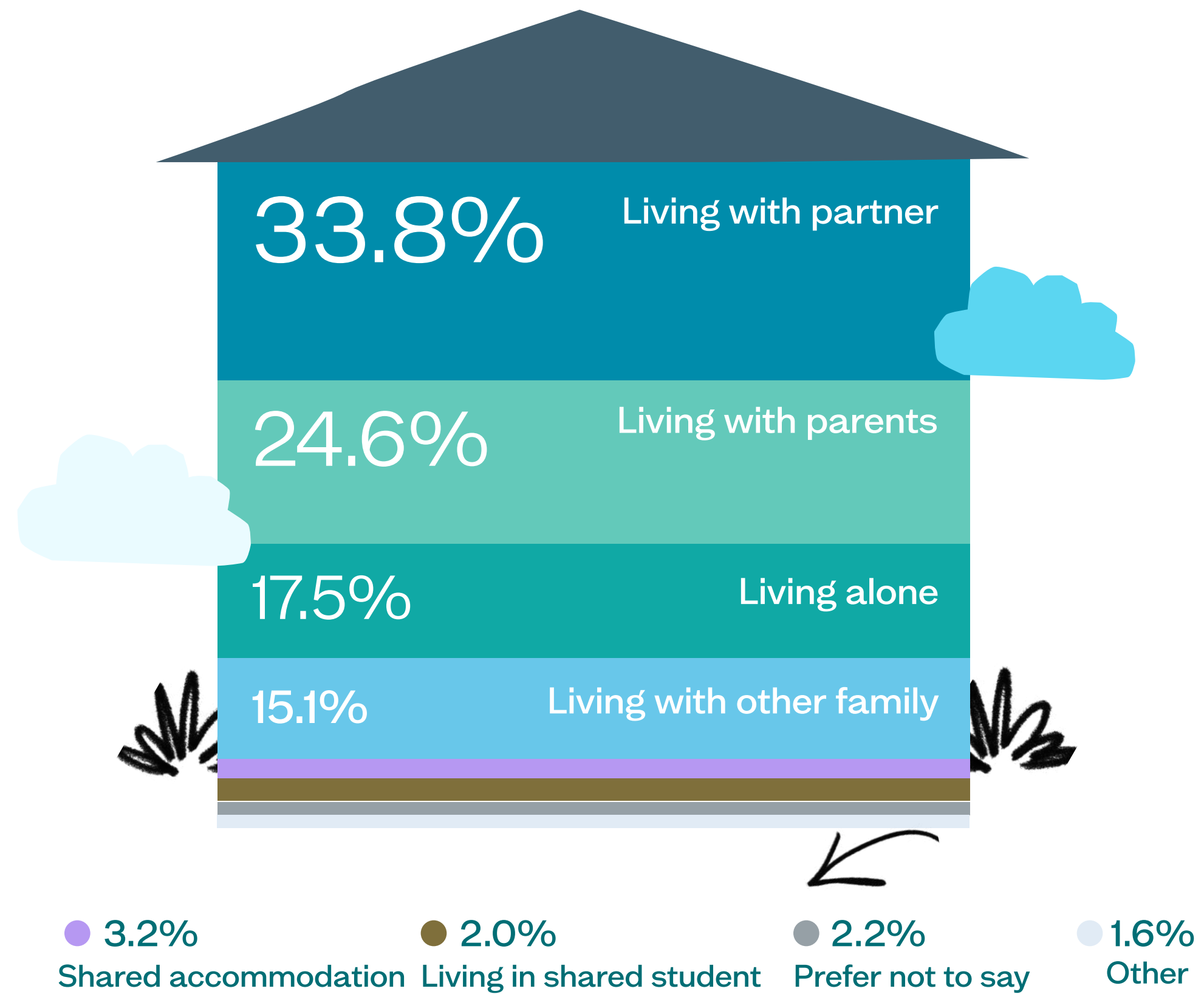
### Age



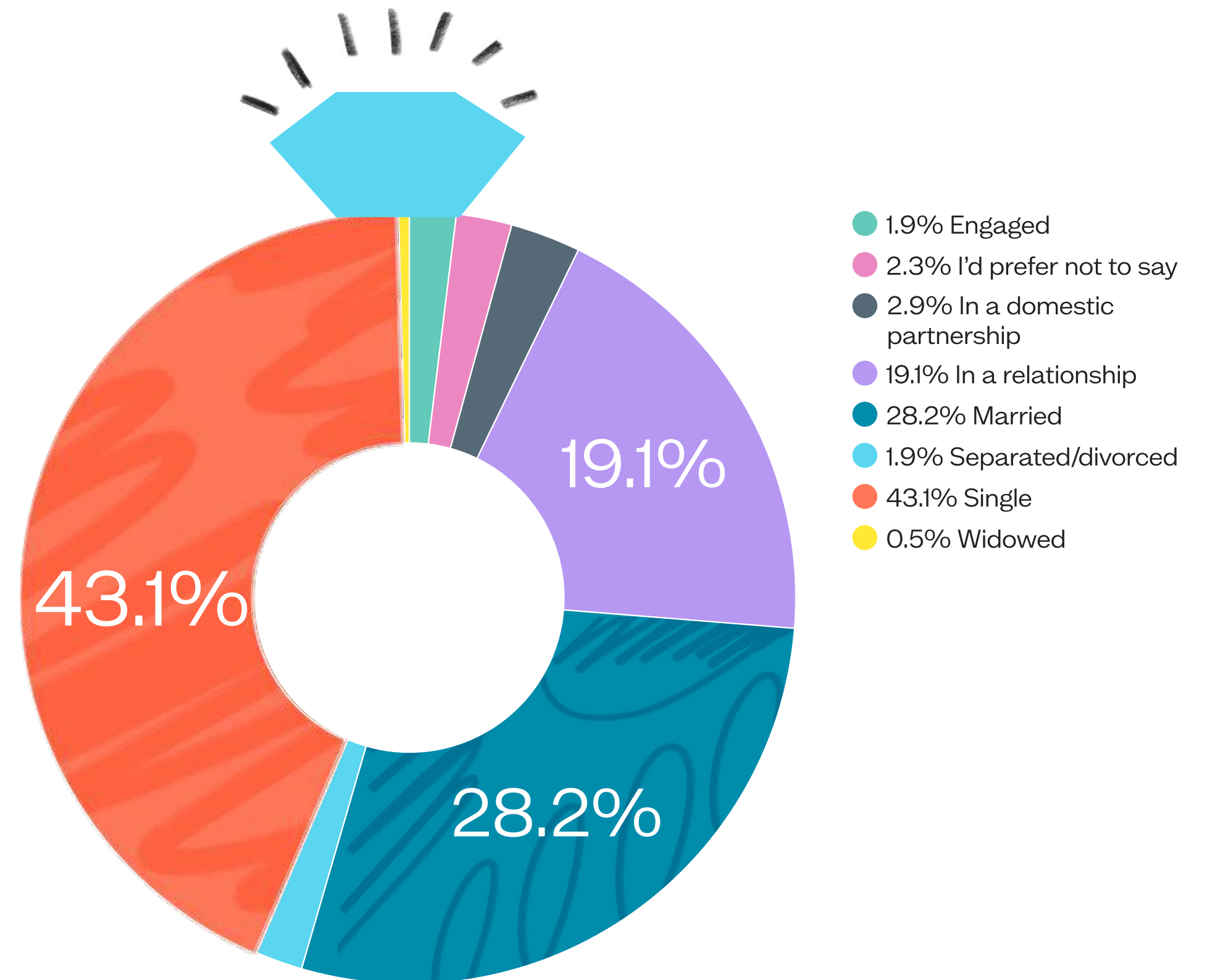
### Gender identification



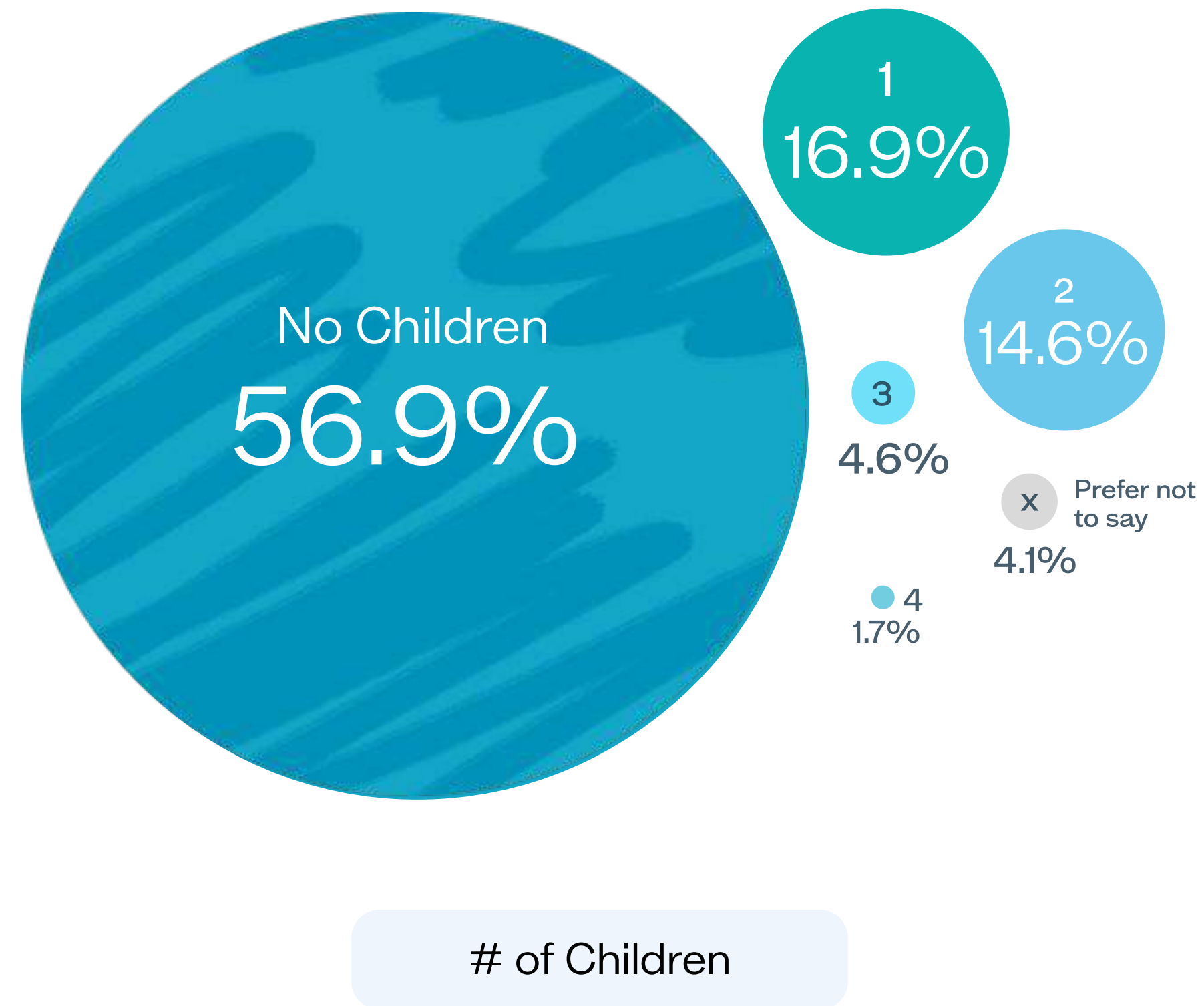
### Living arrangements



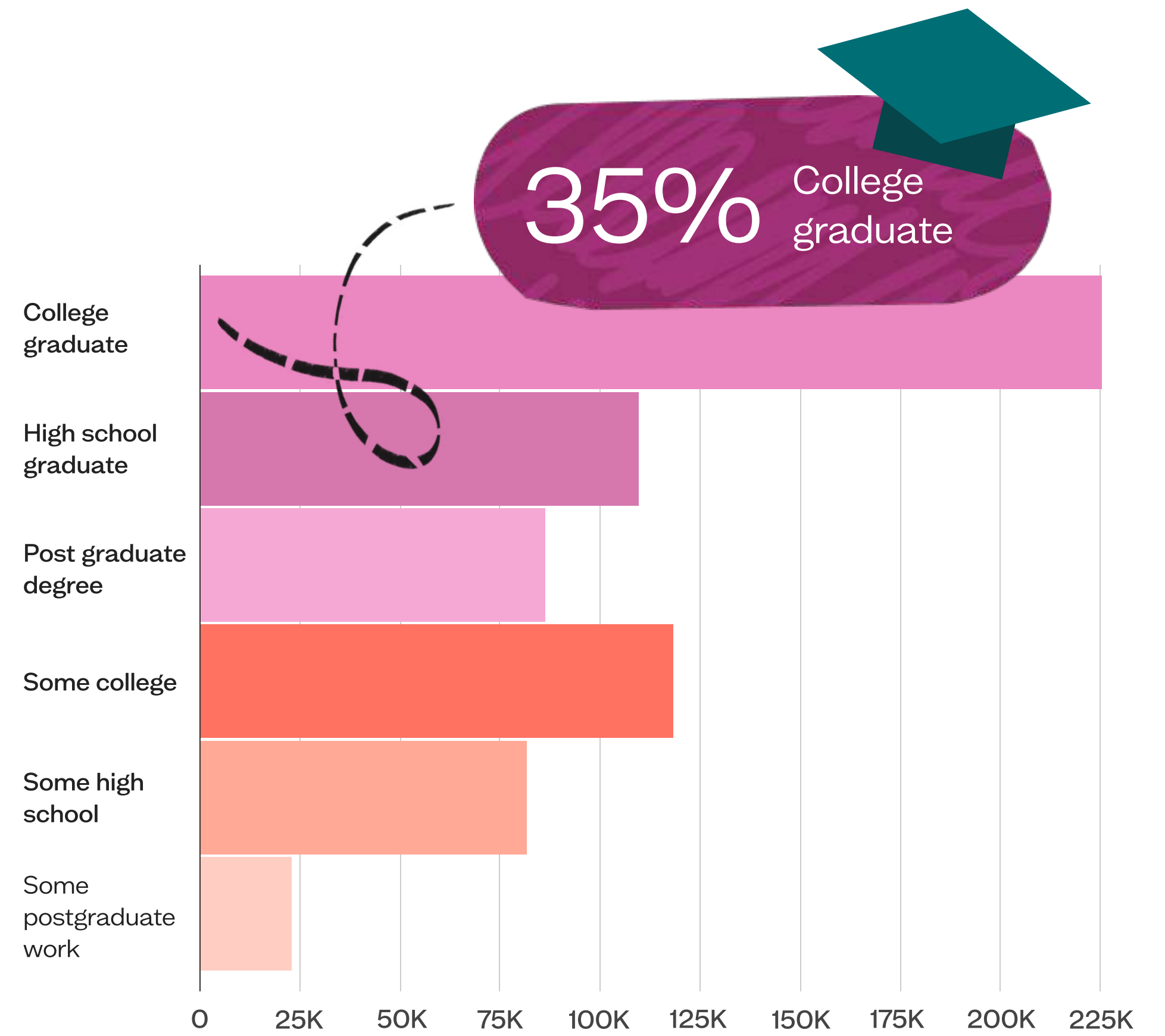
### Relationship status



## Children and Dependents



## Education level

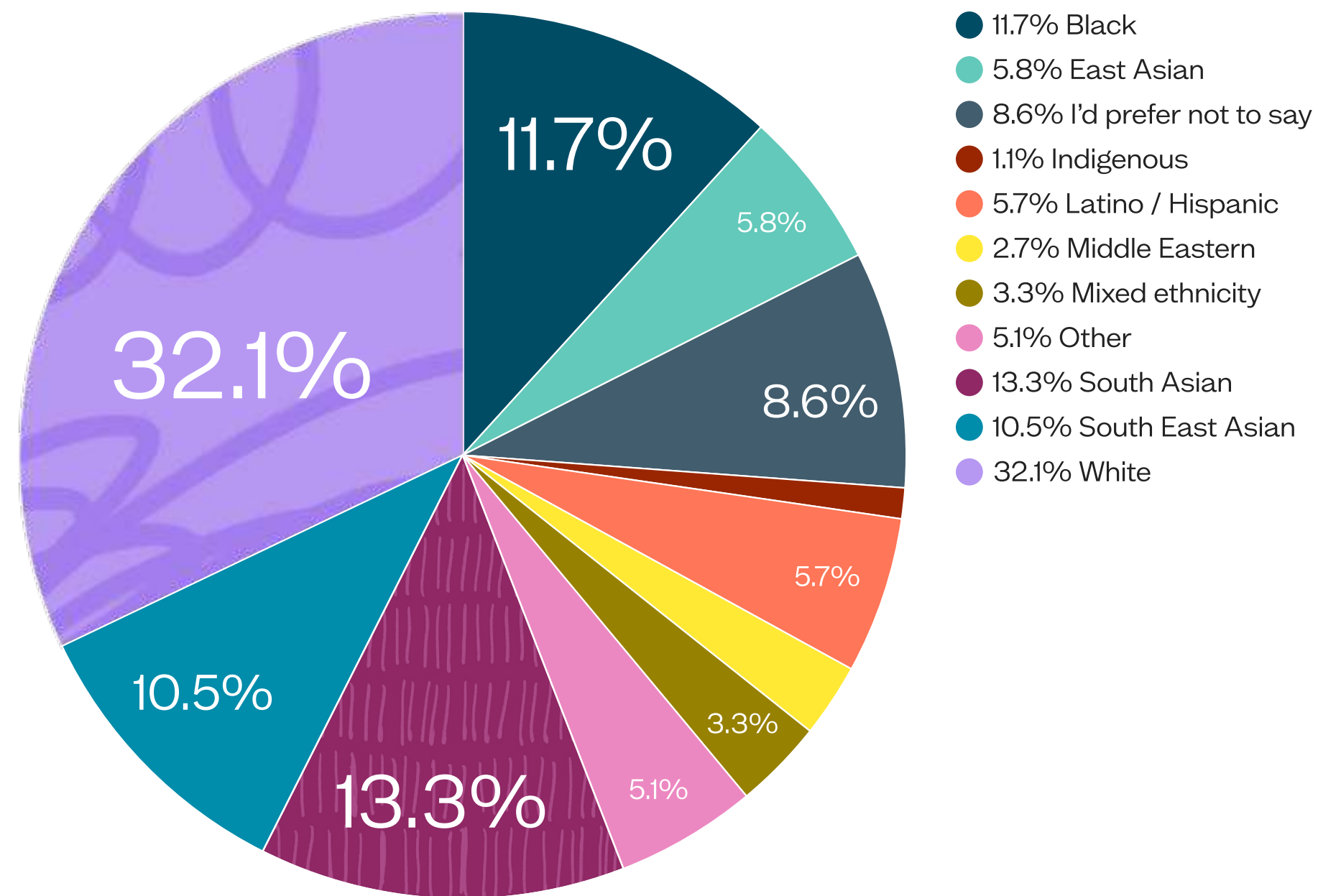


## Annual household income in USD

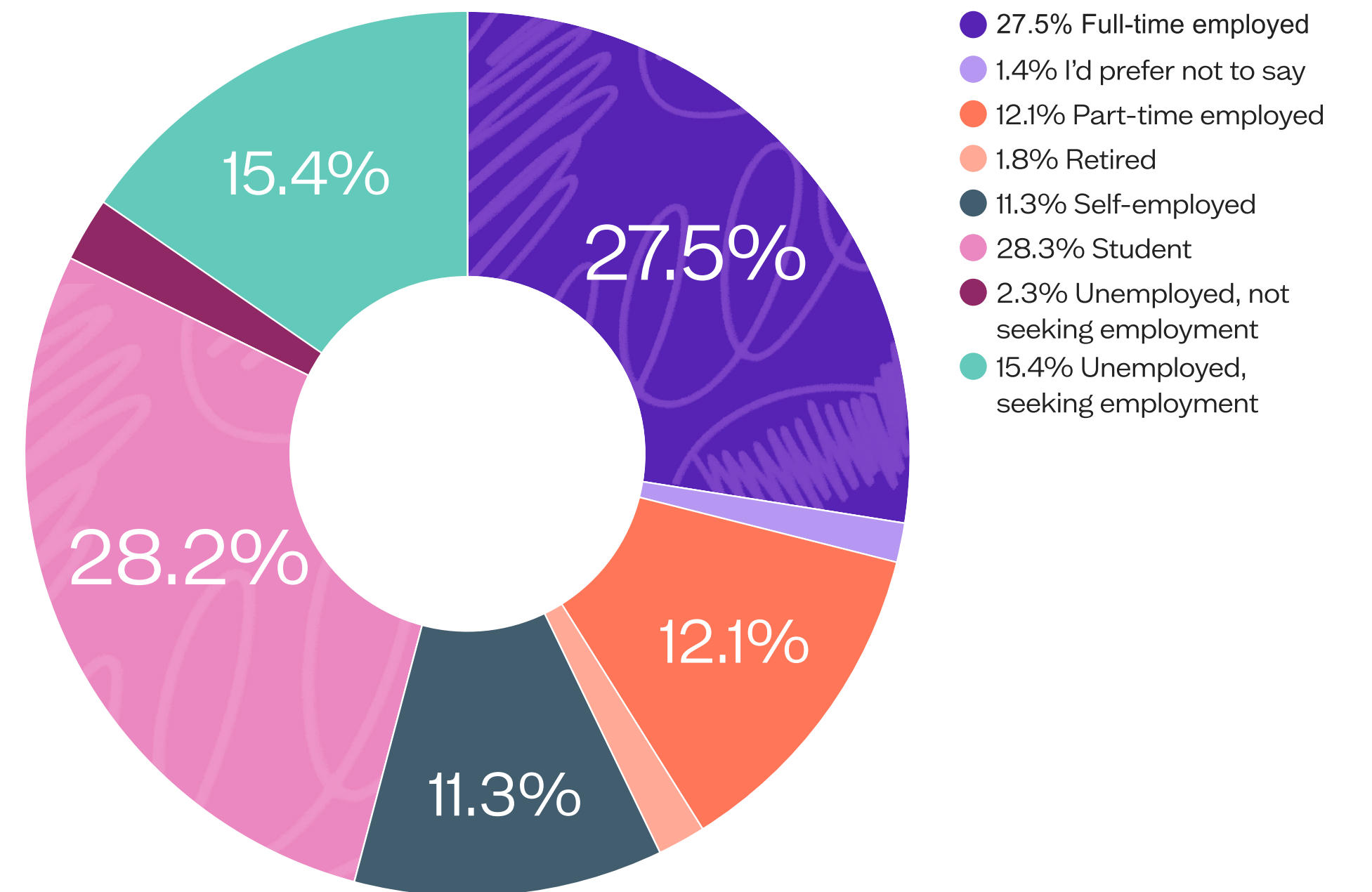


Annual household income	Africa	Asia	Europe	North America	Oceania	South America
Under \$10,000 / year	41.0%	49.5%	13.3%	8.1%	6.1%	33.1%
\$10,001-\$40,000 / year	26.9%	22.2%	33.0%	24.2%	13.6%	33.3%
\$40,001-\$70,000 / year	12.6%	6.7%	21.8%	23.9%	22.0%	11.6%
\$70,001-\$100,000 / year	5.1%	2.7%	11.2%	16.1%	19.6%	10.2%
Over \$100,000 / year	3.2%	1.6%	8.6%	21.8%	28.1%	3.5%
I'd prefer not to say	11.1%	17.2%	12.2%	5.9%	10.6%	8.2%

## Ethnicity



## Employment status





## Languages

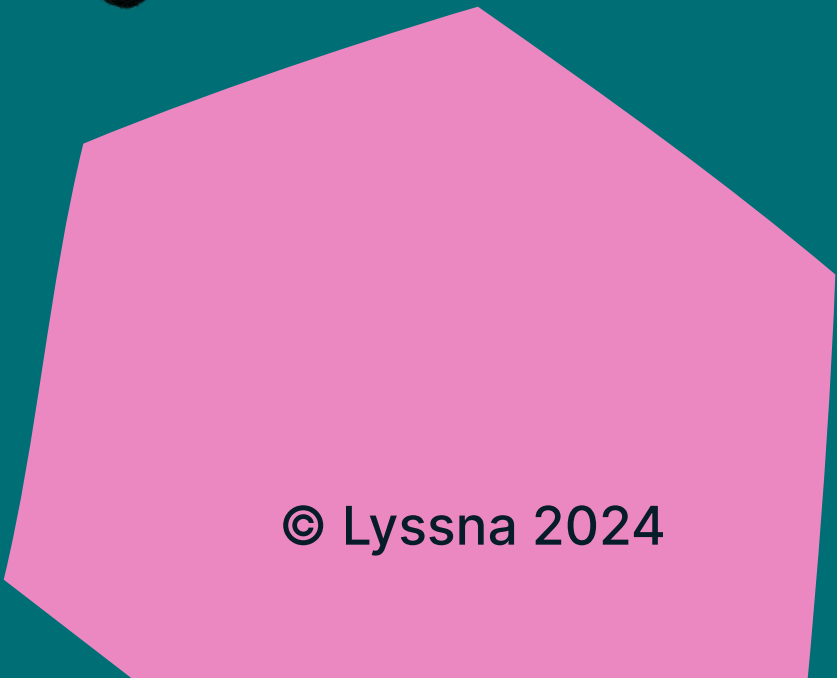
Afrikaans	Filipino	Marathi
Albanian	Finnish	Norwegian
Arabic	French	Persian
Armenian	Georgian	Polish
Azerbaijani	German	Portuguese
Basque	Greek	Romanian
Bengali	Hebrew	Russian
Bulgarian	Hindi	Serbian
Catalan	Hungarian	Sinhala
Chinese (Simplified)	Icelandic	Slovak
Chinese (Traditional)	Indonesian	Slovenian
Croatian	Italian	Spanish
Czech	Japanese	Swedish
Danish	Kannada	Tamil
Dutch	Korean	Thai
English	Latvian	Turkish
Estonian	Lithuanian	Ukrainian
Faroese	Malay	Vietnamese
		Welsh

# Psychographic options

Page 15 Hobbies

Page 16 Filter options

Page 17 Financial products, Technical proficiency



# Hobbies and interests



- Camping
- Gardening
- Cars
- Watching sports
- Playing sports
- Listening to podcasts
- Baking
- Board games
- Hiking/walking
- Photography
- Fashion



54,478

Watching films

53,754

Cooking

51,436

Playing music

50,699

Technology

48,305

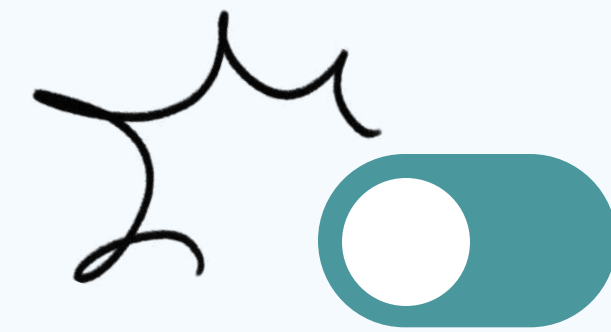
Health & Fitness

46,791

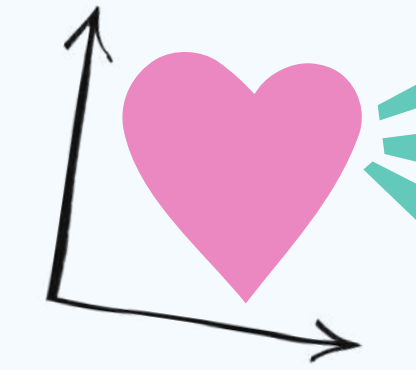
Reading

Top Hobbies

- Travel
- Playing video games
- Hunting
- Horses
- Boating
- Fishing
- Blogging
- Interior decorating



Other filter options include



Daily hours online

Digital banks & trading

Financial products

Food delivery

Grocery products

Grocery shopping frequency

Home ownership

Mobile dating

Installed mobile apps

Mobile devices

Ride sharing

Sports

Watching eSports

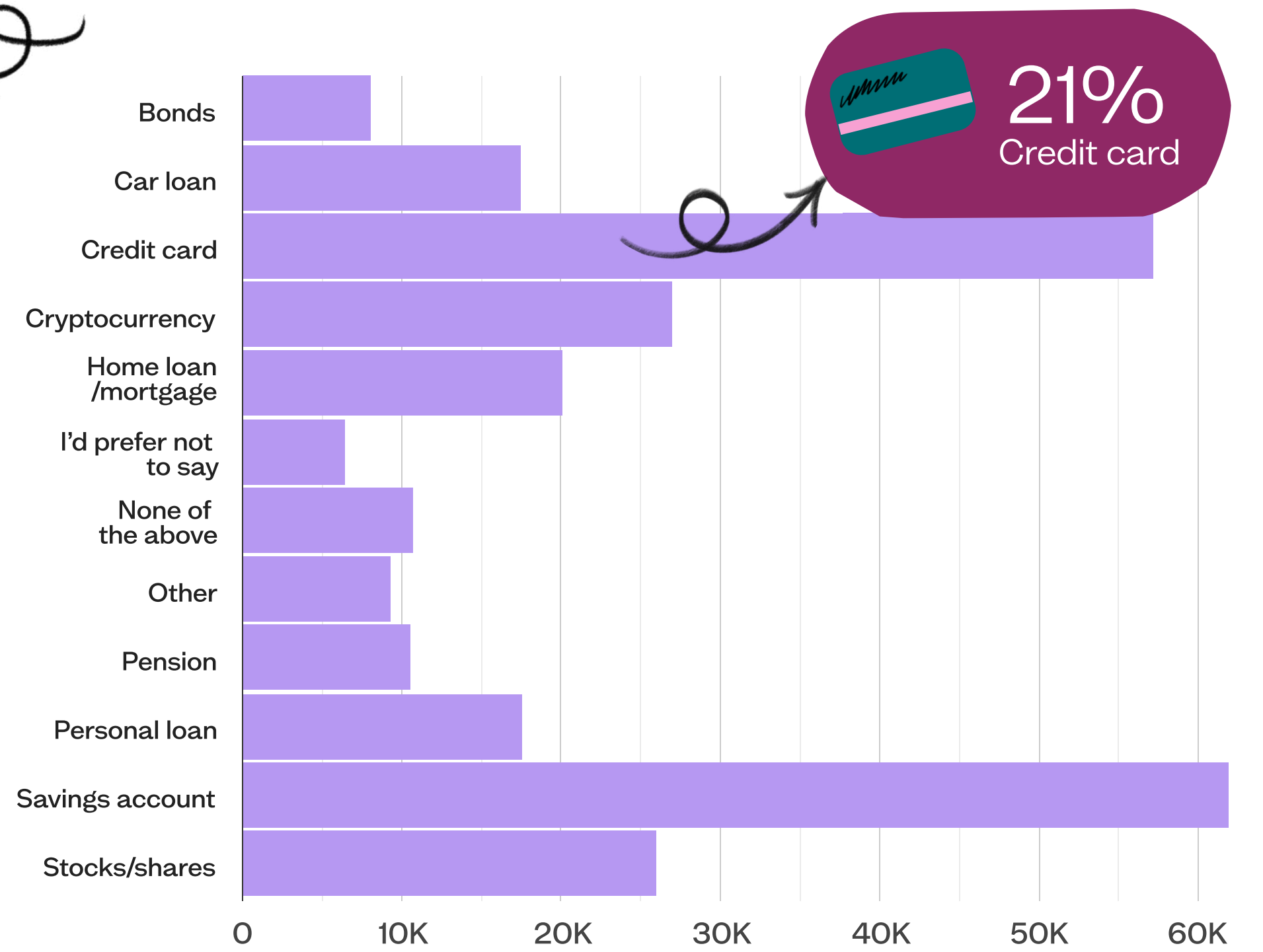
Video game devices & platforms

Video game genres

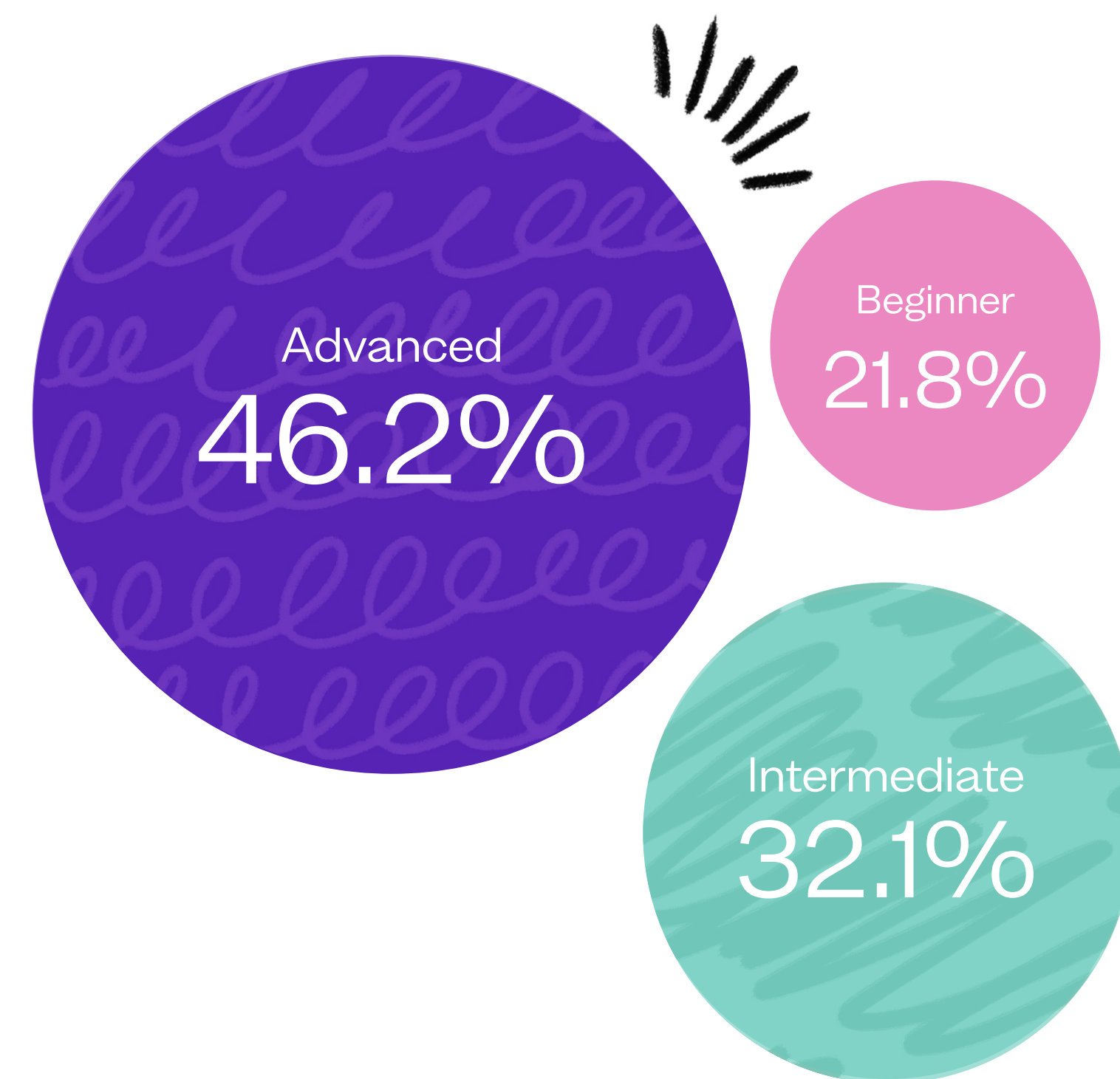
Video game playing frequency

## Financial products

lll

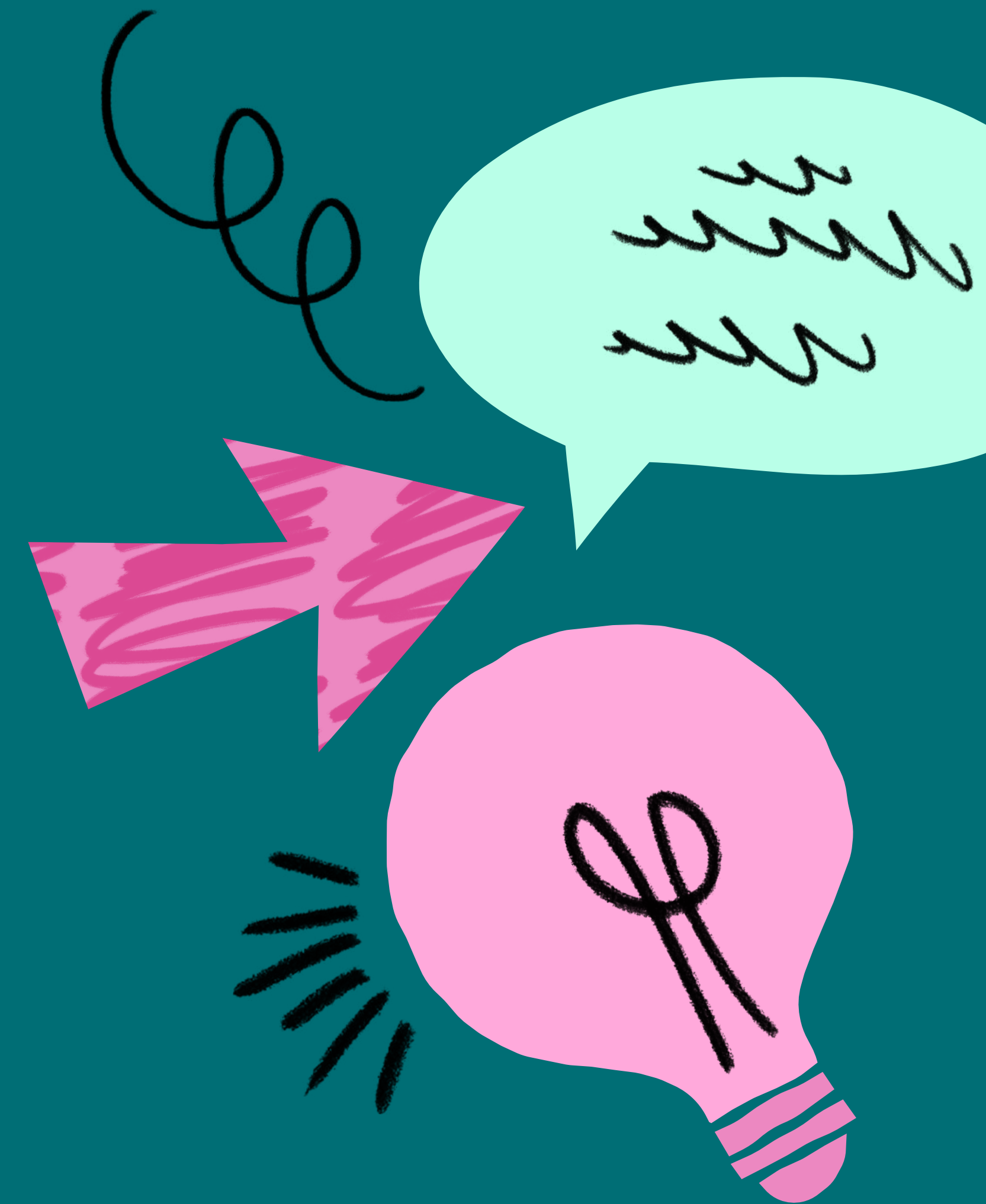


## Technical proficiency

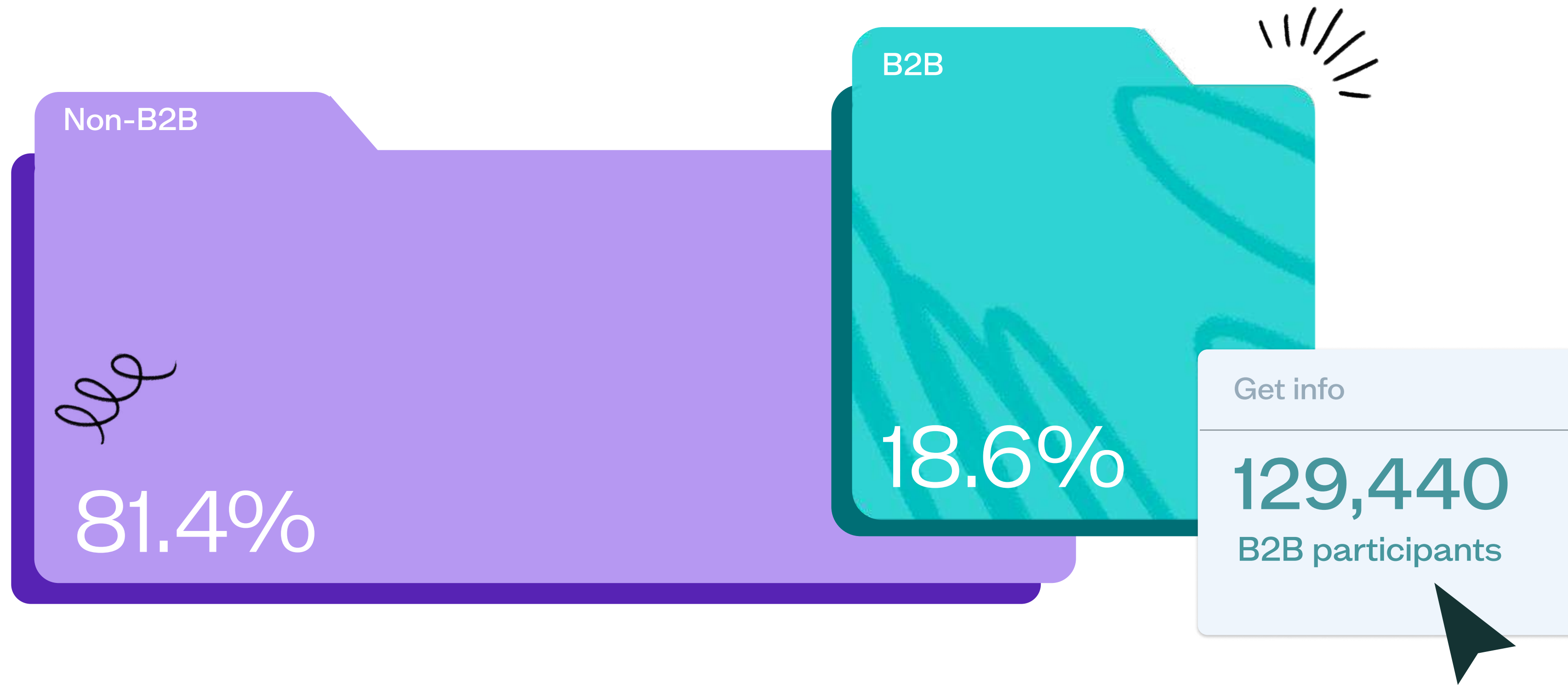


# B2B Targeting Options

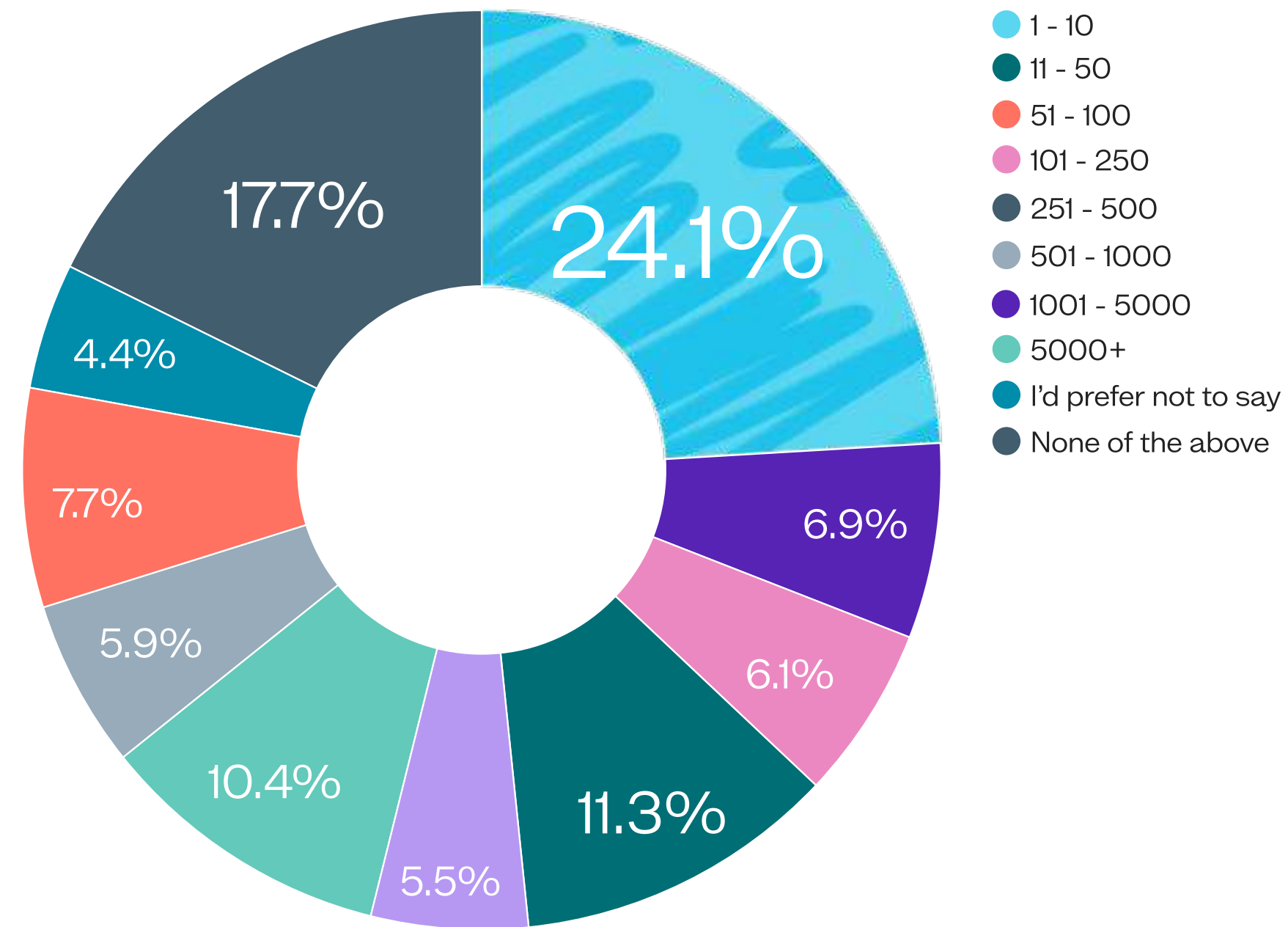
- Page 19 B2B participants
- Page 20 Company size, Team size
- Page 21 Industry, Department
- Page 22 Job titles
- Page 23 Work environment, Work travel



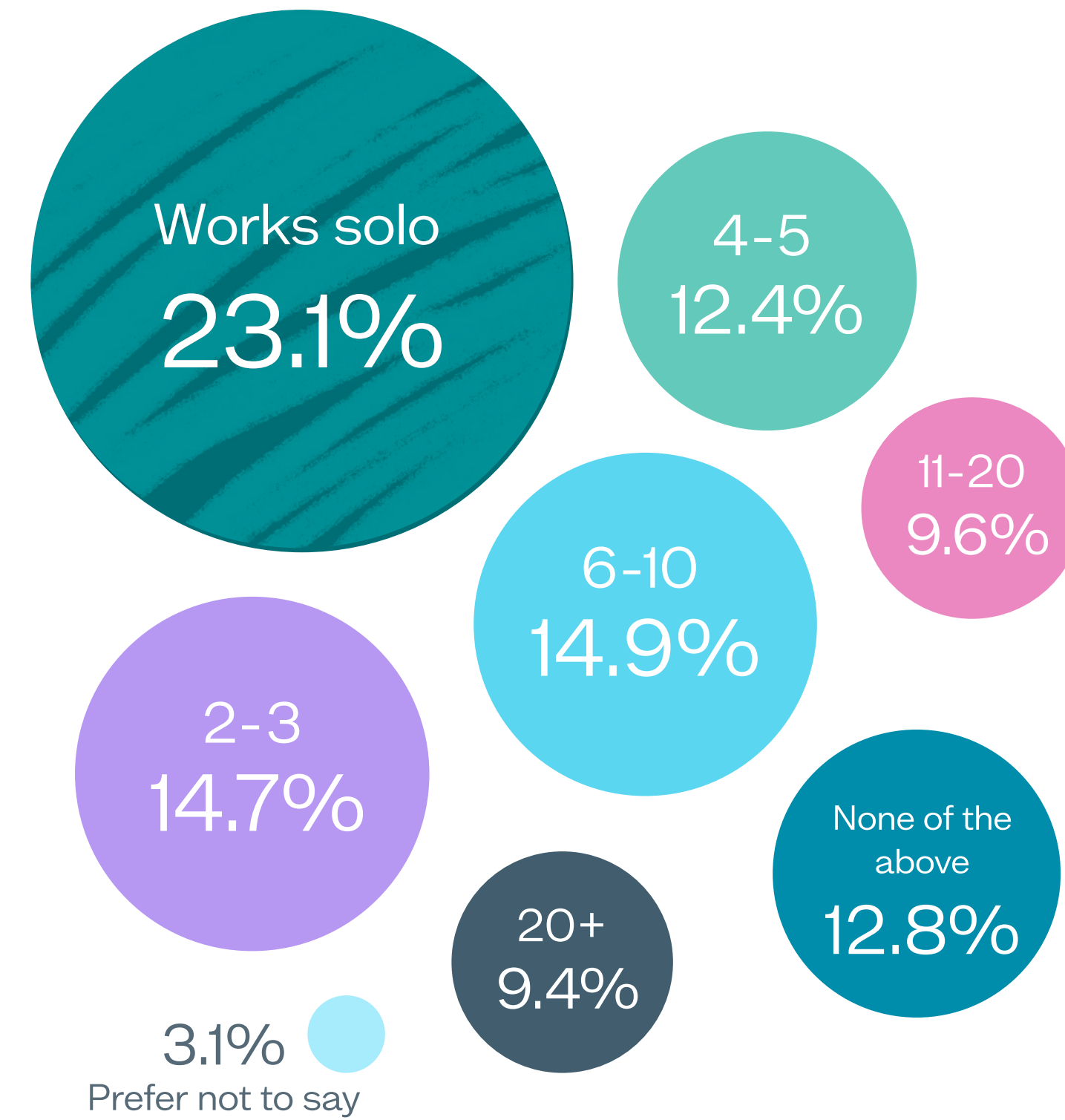
# B2B participants



### Company size



### Team size



## Industry

21,136

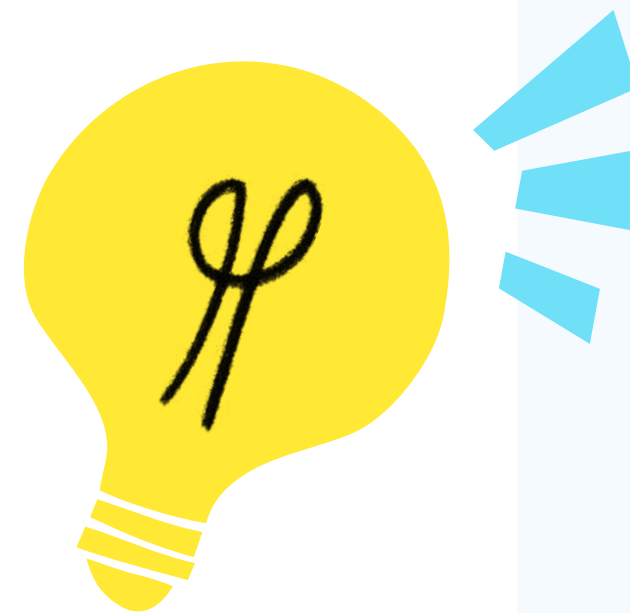
Information Technology

9,282

Education & Training

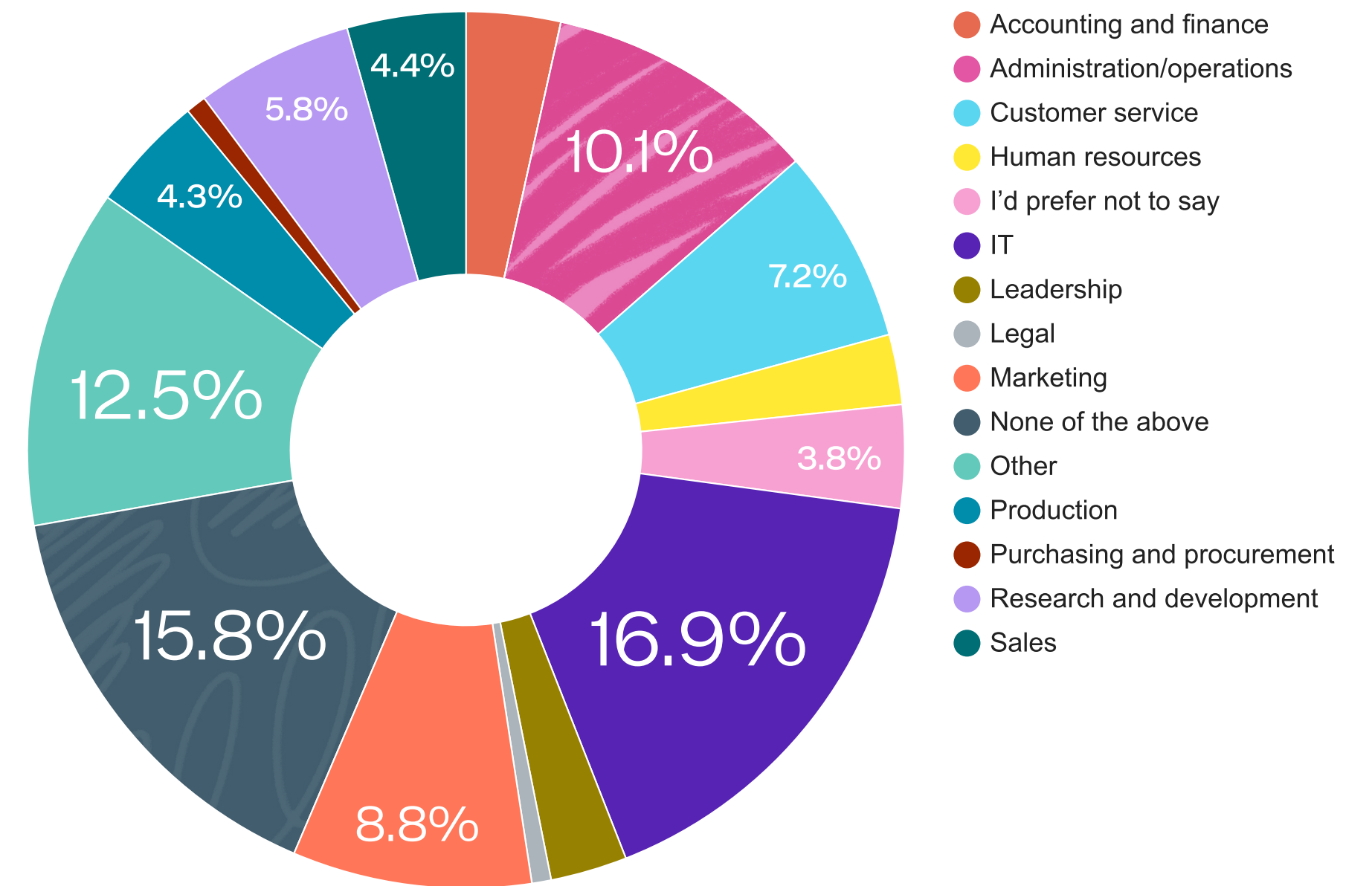
7,653

Marketing & Sales



- |                                      |  |
|--------------------------------------|--|
| Agriculture                          | Legal  |
| Architecture and Construction        | Manufacturing                                  |
| Arts                                 | Medicine and health care                       |
| Automotive                           | Military                                       |
| Business Management & Administration | Natural Resources                              |
| Energy and utilities                 | Retail   |
| Finance                              | Science, Technology, Engineering & Mathematics |
| Food and beverage                    | Social Sciences                                |
| Government & Public Administration   | Transportation, Distribution & Logistics       |
| Hospitality & Tourism                |  |

## Department



## Top jobs



## Job titles

9,411

Account manager / Customer success manager

7,374

Administration and office support

4,572

Analyst / Business analyst

6,931

Software developer / Software engineer

4,064

UX/UI designer

3,747

Marketer

Accountant / Bookkeeper / Financial controller

Air cabin crew

Allied health professional

Architect

Art director

Athlete

Auditor

Broker

Buyer

Chemist / Pharmacist

Childcare

Chiropractor

Cleaner / Housekeeper

Custodial worker

Customer service / Call center agent /

Customer support

Delivery driver / rider

Dentist / Orthodontist

Doctor / Surgeon

Engineer - Chemical

Engineer - Civil / Structural / Environmental

Engineer - Electrical / Computer hardware

Engineer - Mechanical / Automotive /

Aerospace

Event manager / planner

Factory worker

Farmer / Agricultural worker

Fashion / Textile designer

Filmmaker

Fine artist

Firefighter

Florist

Food preparation

Front office and guest services

Graphic designer

Hairdresser / Beautician / Manicurist

Hospitality worker

Illustrator / Animator

Import/Exporter

Industrial designer

Interior designer

Investment professional

Labourer

Landscape / Gardener / Horticulturist

Law clerk / Paralegal / Legal secretary

Lawyer

Librarian

Line manager / People manager

Management consultant / Adviser

Massage therapist

Mechanic / Machinist

Mental health professional

Miner / Oil and gas driller

Musician

Network &amp; systems administrator / engineer

Nurse

Optician

Personal fitness trainer / Gym staff / Coach

Photographer

Pilot

Police officer

Politician / Policy writer / Public servant

PR / Communications manager

Prison warden / Corrections officer

Product Manager

Program / project manager

Quality assurance tester

Real estate agent

Recruiter / Recruitment agent

Retail worker

Sales professional

Scientist

Security guard

Senior executive

SEO specialist

Social worker / Family services / Child welfare

Store manager / Branch manager

Strategist

Surveyor

Tailor / Dressmaker / Seamster

Taxi / Rideshare driver

Teacher - Elementary / primary school

Teacher - Preschool / Kindergarden

Teacher - Secondary / high school

Teacher - University / College

Tradesperson

Transit driver

Travel agent

Truck / Freight driver

Urban Planner / Urban designer

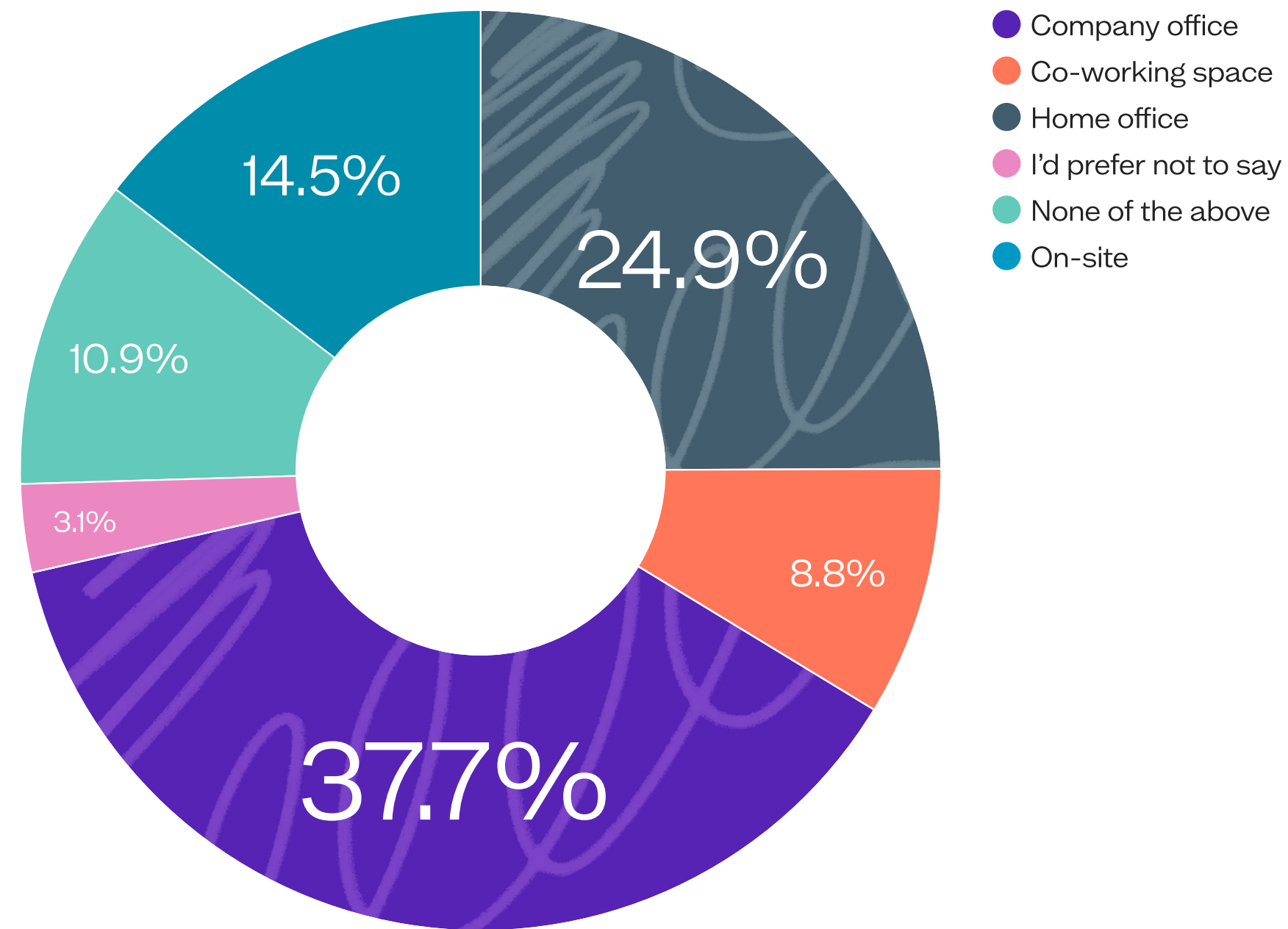
UX researcher

Veterinarian

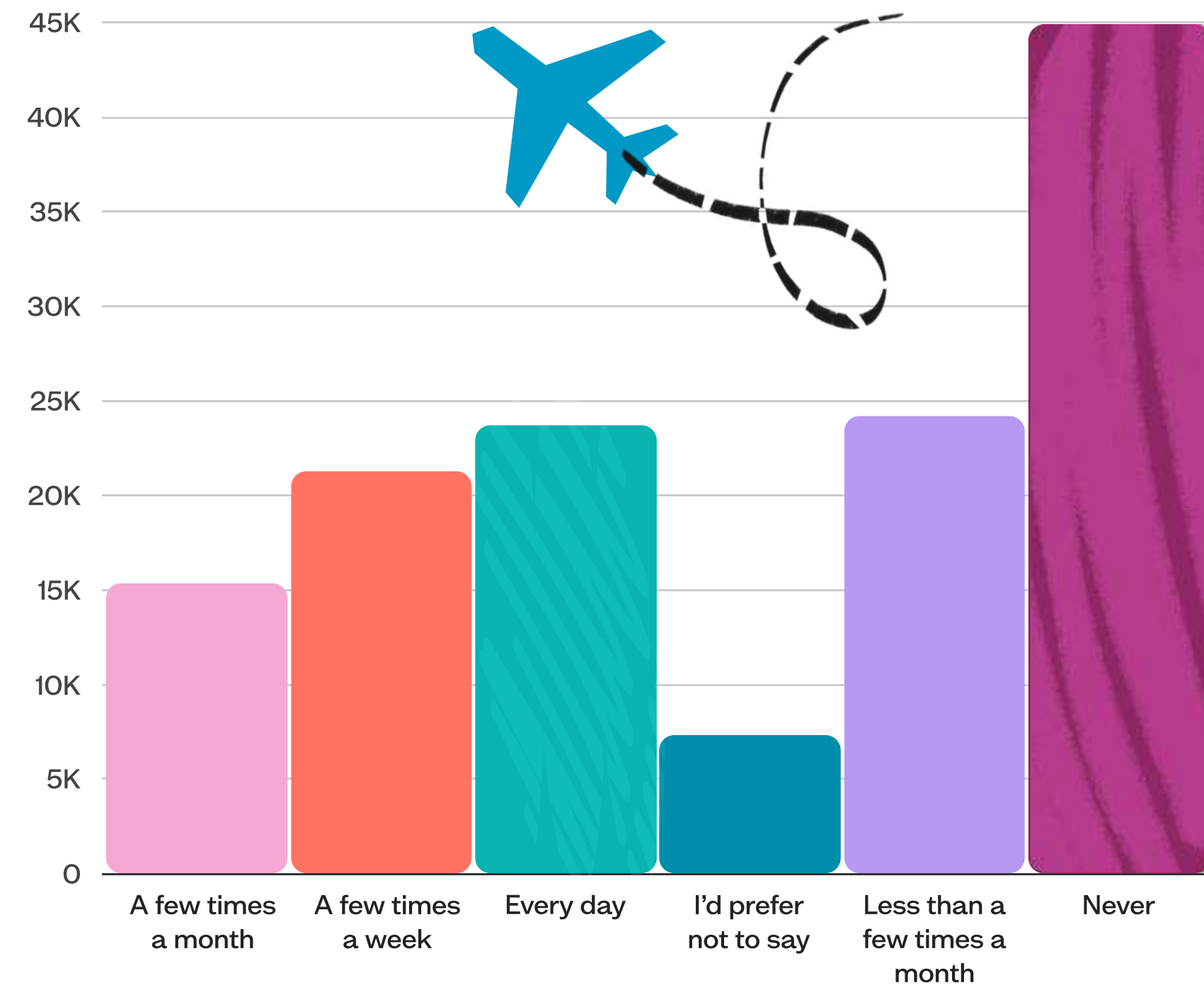
Warehouse worker

Writer

### Working environment

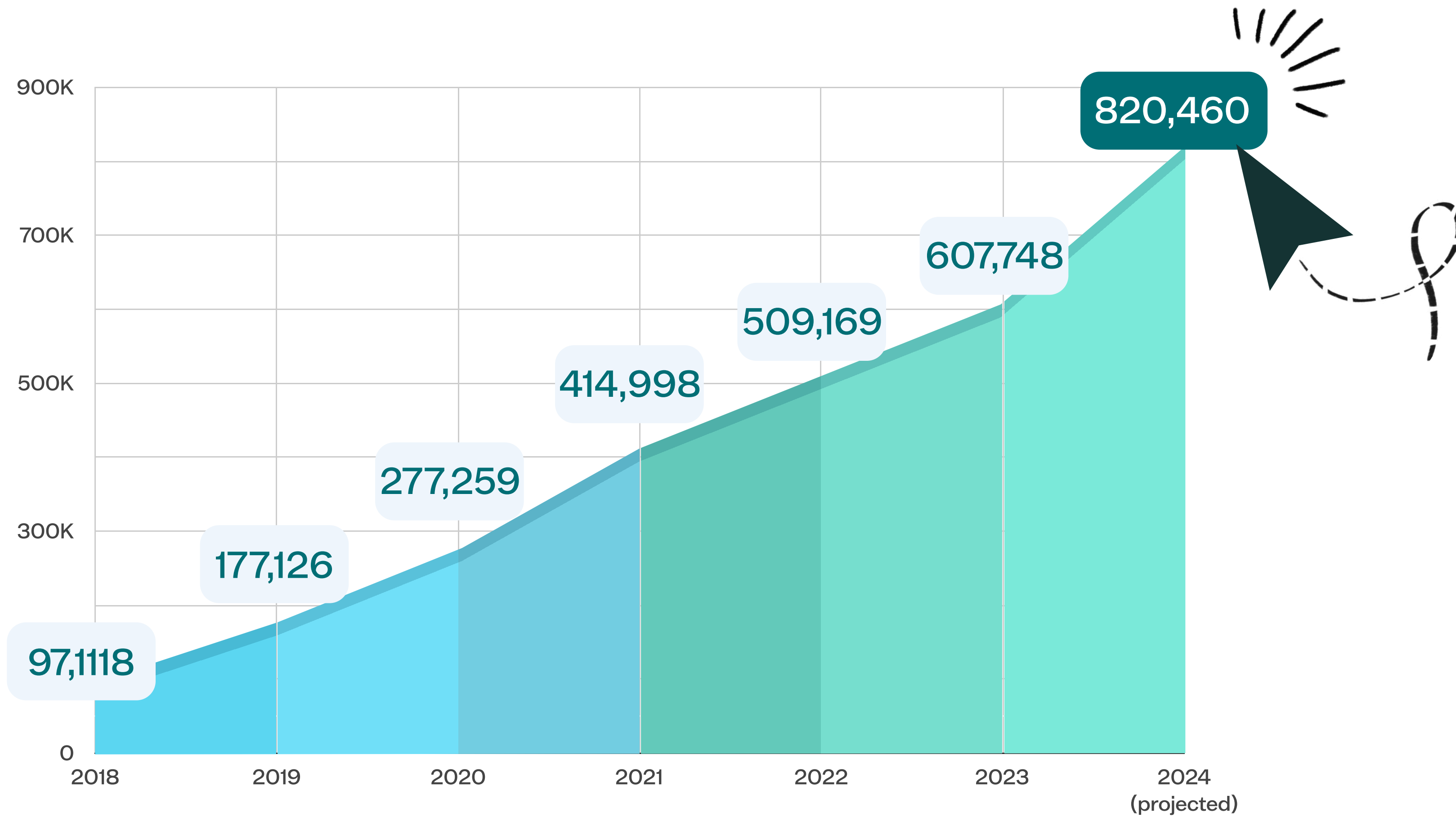


### Work travel

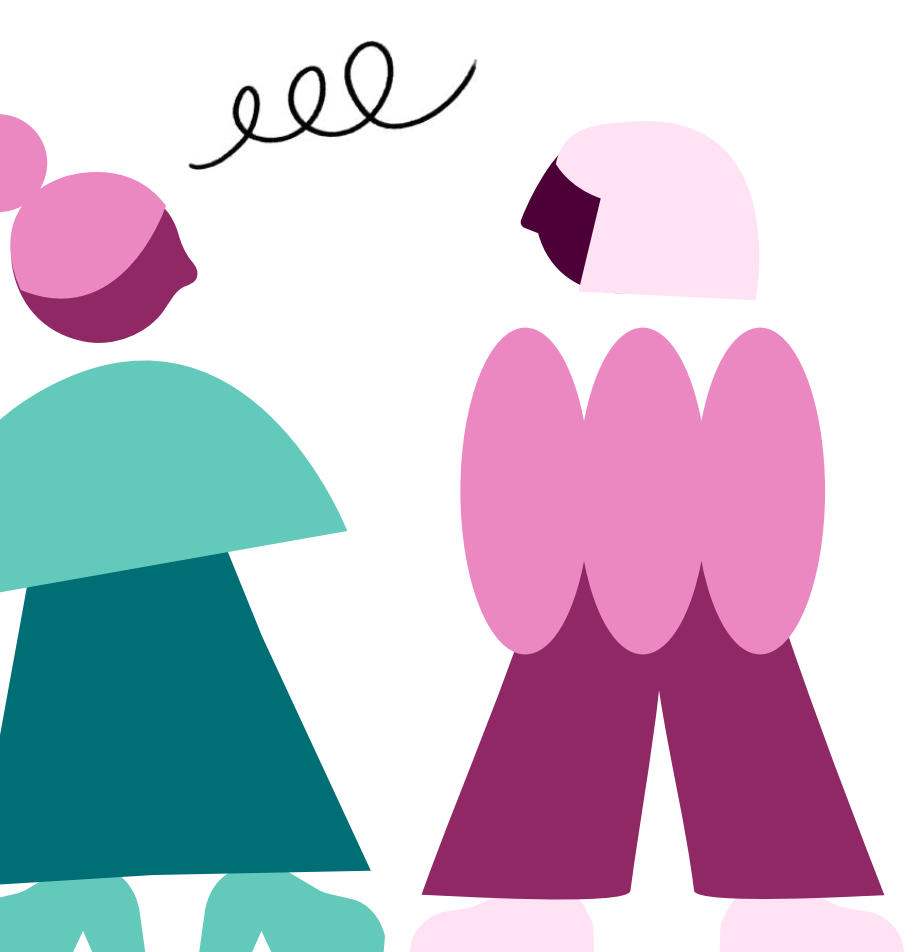


# A growing panel to fuel your research

Year after year, our panel keeps expanding, giving you more voices, more feedback, and more ways to get the answers you need.



Panel Count Over Time



# Rapid results, right when you need them

Why wait when you can have results in record time?

With 90% of orders fulfilled in under 2 hours, we make sure your research keeps up with your pace.

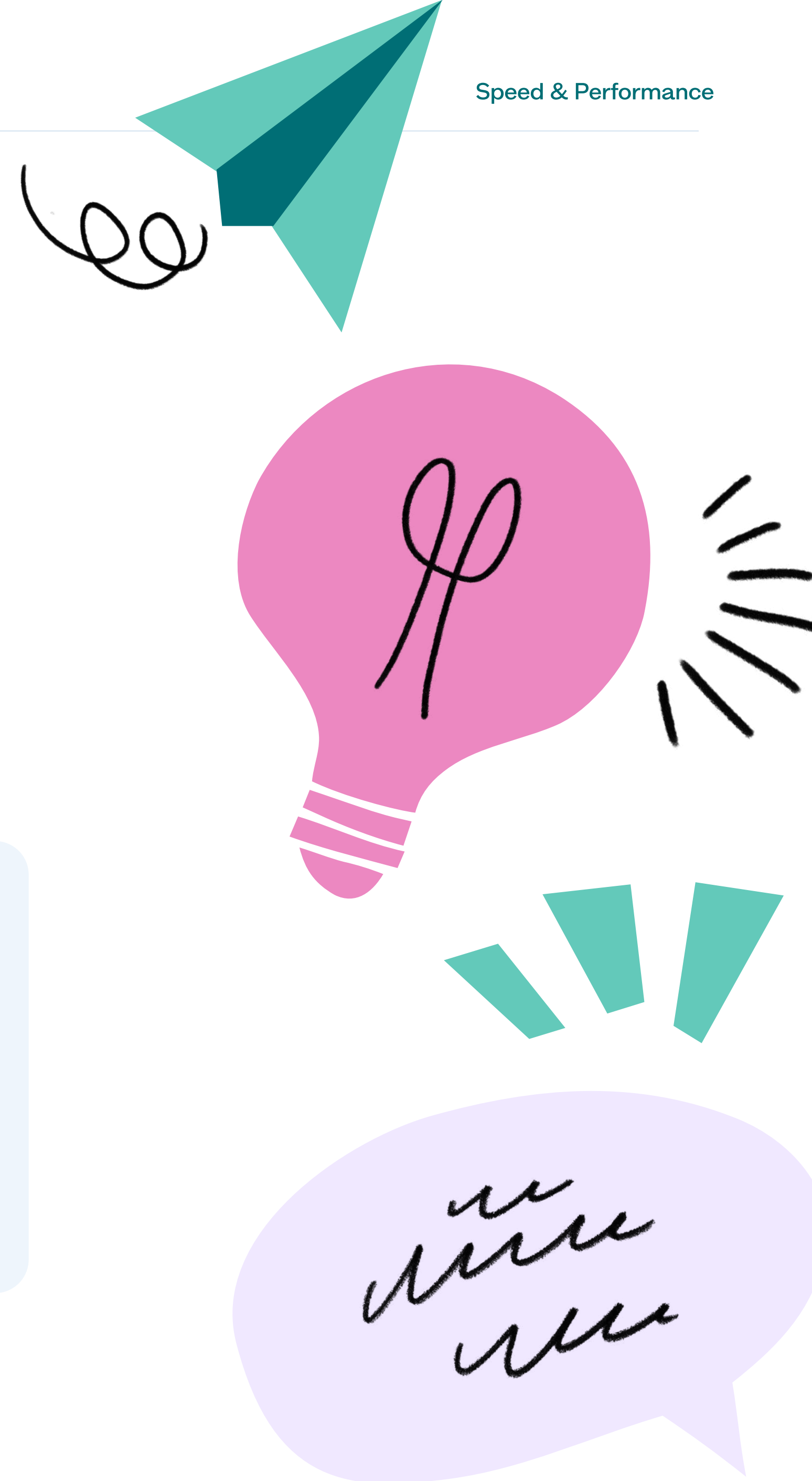
4

Minutes is the fastest time to order completion



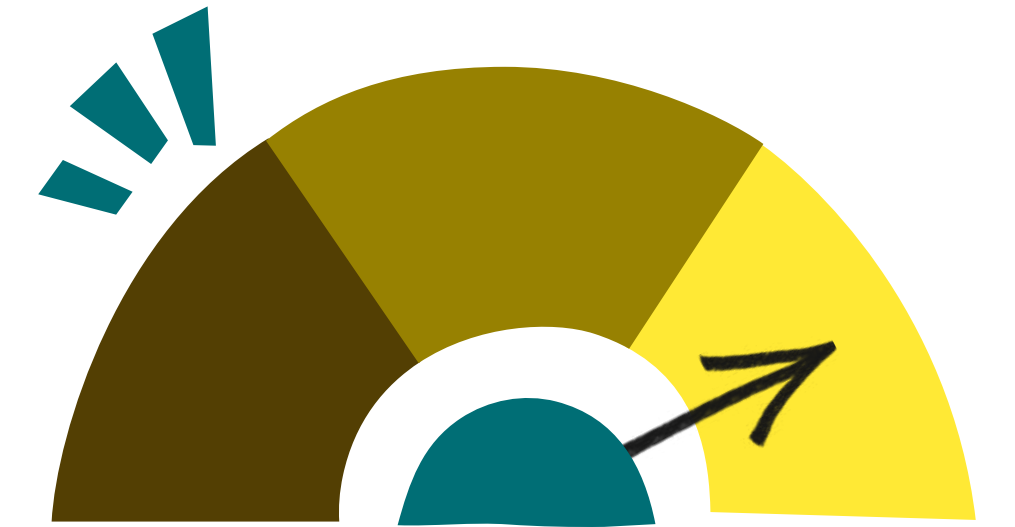
36

Minutes is the median completion time



# High quality feedback – guaranteed

Every response is more than just data - it's quality you can count on. With Lyssna, your research is in good hands.



## Manual review for responses: ✓

Each response is manually reviewed by our QA team and graded. Our response grading criteria checks:

- Timeframe
- Quality of writing and language proficiency
- Whether meaningful detail is provided
- Contextual relevance to the question/task

## SMS verification

All panelists are verified via SMS for authenticity.



## No AI use: ✗

Strict rules against the use of AI-generated responses.

## Ongoing location verification

Continuous checks ensure the location of each panelist matches the stated location.

## Panelist grading system

- Only panelists with the highest grades are eligible for recordings and interviews.
- Rejected responses undergo further review and are graded accordingly.

# Every response is more than just data - it's quality you can count on.

With Lyssna, your research is in good hands.

## Our quality guarantee

If you aren't satisfied with a response from our research panel, simply delete it and we'll replace it immediately, free of charge. We stand by the quality of our panelists and their contributions, ensuring that you receive the high-quality feedback you expect.



# On-demand recruitment that doesn't break the bank

With our simple pricing at just **\$1 per credit**, you can budget with confidence and get the research you need, when you need it.

The screenshot displays a recruitment interface with the following sections:

- Number of participants:** A slider set to 50, with markers at 5, 25, 50, 250, 500, and 1000. A dashed line and arrow highlight the 50 mark.
- Demographics:** A search bar with the placeholder text "Type to filter demographics".
- General:** A section containing a "Location" dropdown menu.
- Order summary:** A summary of the order with the following details:
  - Language: English
  - Study type: Short survey (5-10 questions)
  - Cost per response: \$2.80 - \$5.00
  - Total cost: \$140.00 - \$250.00**
  - Estimated turnaround time: 16 minutes
- Place order:** A prominent teal button at the bottom of the order summary.



## Here's what our customers have to say ...

“I consistently receive responses on the same day or the following day, greatly aiding my interactions with various stakeholders.”

Sonal Malhotra, UX Research Lead, Klarna



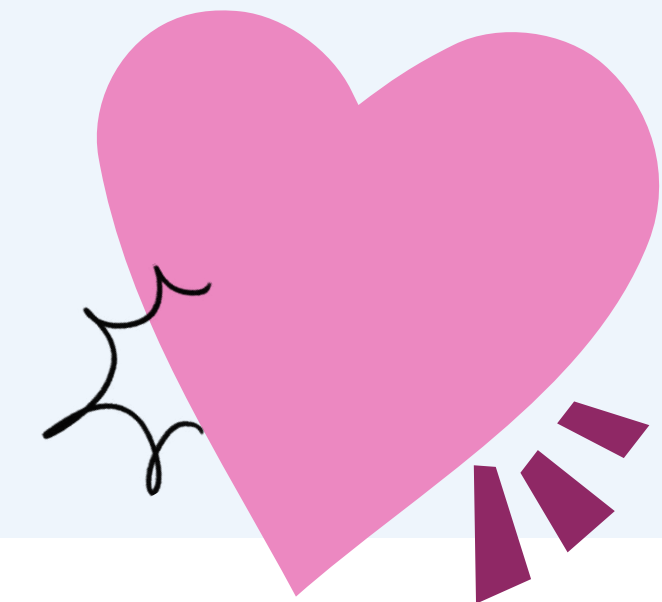
*llp*

“It’s fast, easy, and flexible to recruit on Lyssna. We’ve found the users on the panel are also very generous with their feedback and have given us some really useful feedback.”

Chris Talyor  
Lead Experience Designer at Canstar and  
Canstar Blue

“Lyssna is a tool to get people's opinions, talk to them, and find out what they really think.”

Michelle Loa Kum Cheung,  
UX Designer, RSPCA UK



“Lyssna is an excellent unmoderated, quantitative research tool and is building strong capabilities to support qualitative research as well with a quality participant panel at an affordable cost.”

Jenn Wolf,  
Senior Director of CX at Nav

“The speed and the size of the panel are impressive. To do research studies in under 24 hours is pretty remarkable.”

Pavel Semenov,  
Head of Research at Joom.

Lyssna 

Sign up for free  
or  
Talk to us today

to find out how Lyssna can help connect  
you with the right research participants.



**Contact**

Andrew Brown  
Director of Sales  
[sales@lyssna.com](mailto:sales@lyssna.com)