

Participant Panel book

Introduction to Prolific's Participant Pool

Prolific allows you run research faster by connecting you to our proprietary global pool of 150k+ active, verified, and engaged participants.

Our participants are known for their detailed, thoughtful responses and creative input. Whether it's text, voice, video, images, or interaction-driven feedback, you'll receive top-tier data to help you iterate faster and launch your research or product ahead of the competition.



Carefully recruited and fully verified as human and high quality.



Our crowd is fully ours, and we never share or rely on other panels.



Fairly paid, motivated participants that give thoughtful, honest responses.



High-quality, 100% human responses

Diverse insights from verified and fairly treated participants

150,000+

Participants active in
the past 90 days

300+

Ready-made screeners
to find your participants

99.5%

Average participant
approval rating

3 mins

Median time to first
participant response

<2hrs

Median time to study complete



Trusted by **over 10,000** organizations



700+ studies launch
every day on Prolific



qualtrics

Typeform

Stanford
University



Google

Unmind



COMPANY CONFIDENTIAL DATA

Find participants in 40+ countries

Country	Count	Country	Count	Country	Count	Country	Count
Australia	2,319	Finland	186	Kenya	178	Portugal	2,075
Austria	326	France	1,176	Korea	142	Slovakia	57
Belgium	294	Germany	3,426	Latvia	105	Slovenia	172
Brazil	318	Greece	701	Malaysia	68	South Africa	7,224
Canada	5,072	Hungary	534	Mexico	1,780	Spain	1,487
Chile	550	India	394	Morocco	25	Sweden	397
Croatia	78	Indonesia	71	Netherlands	1,216	Switzerland	208
Czech Republic	192	Ireland	751	New Zealand	545	United Kingdom	34,487
Denmark	109	Israel	265	Norway	129	United States	47,506
Egypt	98	Italy	2,017	Philippines	93	Vietnam	84
Estonia	215	Japan	296	Poland	2,268		

Regional distribution

Active in past 90 days

C & South America

1,059
active in past 90 days

North America

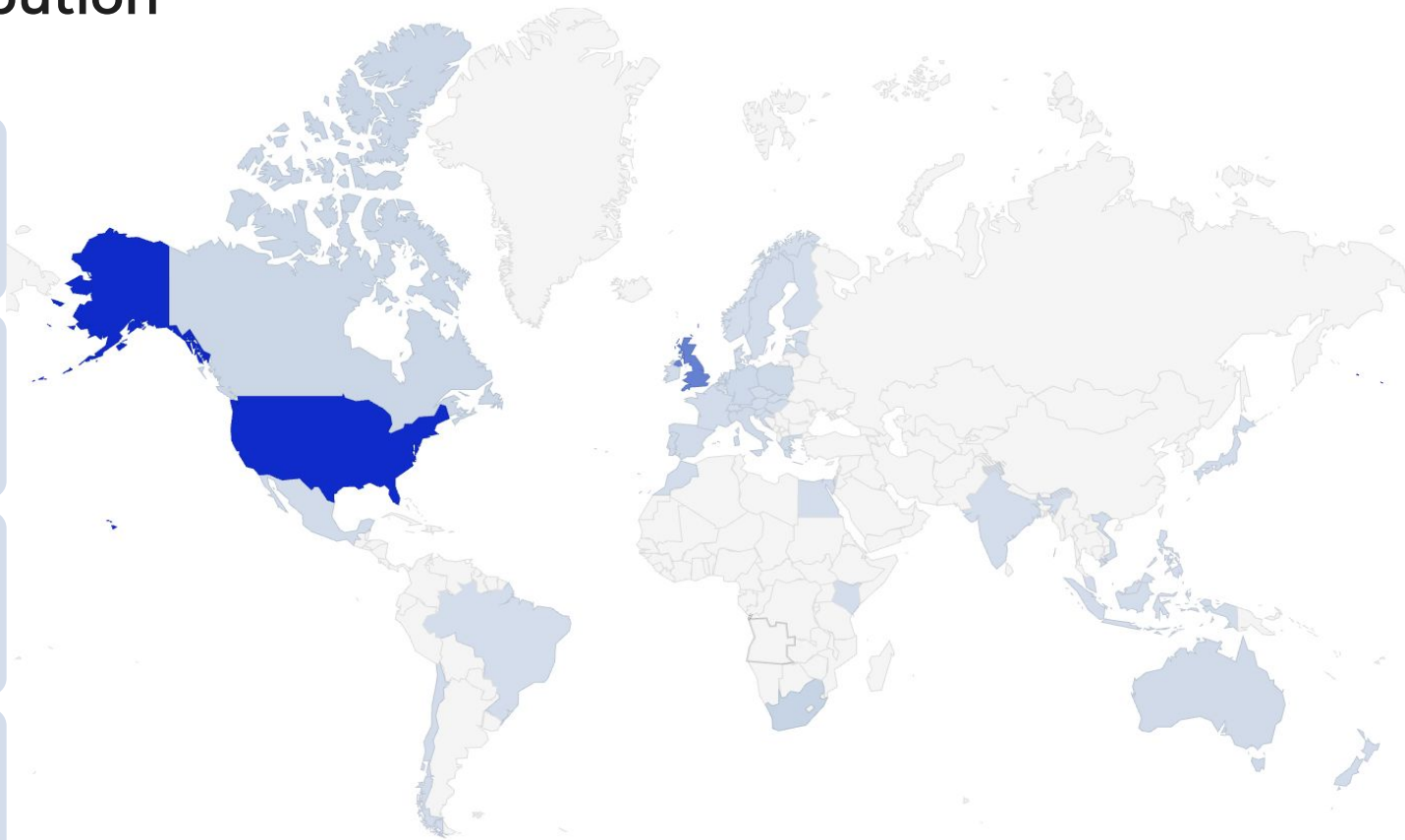
68,375
active in past 90 days

APAC

5,204
active in past 90 days

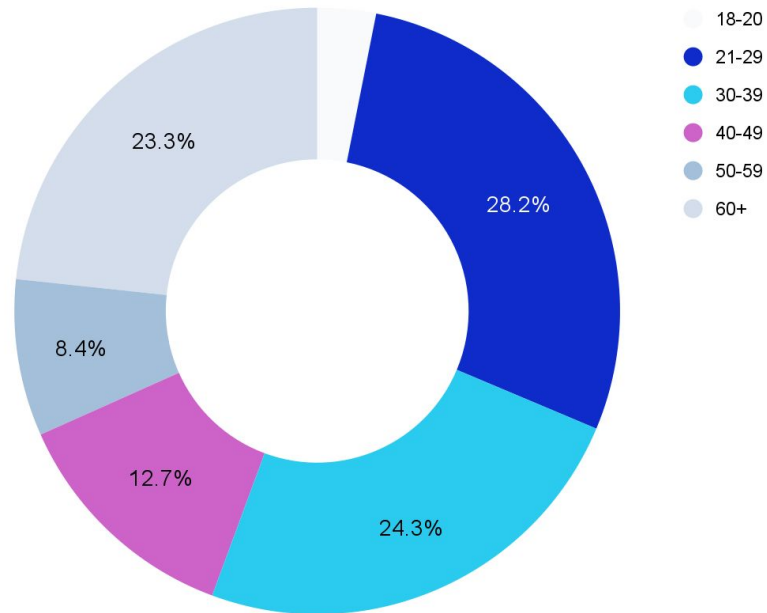
EMEA

74,527
active in past 90 days



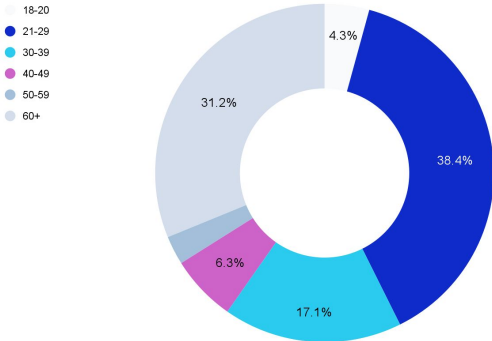
Age: 90 day active participants

Age	Count	Percent
18-20	4,144	4%
21-29	37,423	36.8%
30-39	32,226	31.7%
40-49	16,819	18.2%
50-59	11,092	12.4%
60+	30,930	26.6%



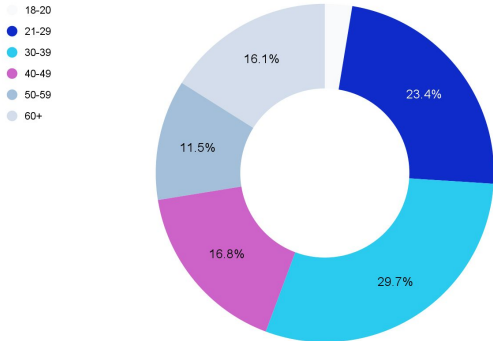
Age by territory: 90 day active participants

Europe



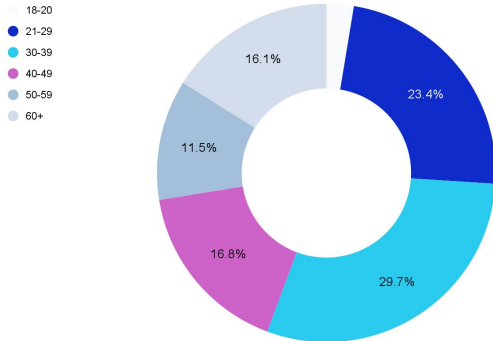
Age	Count	Percent
18-20	891	4.25%
21-29	8,041	38.39%
30-39	3,577	17.08%
40-49	1,326	6.33%
50-59	577	2.75%
60+	6,532	31.19%

United Kingdom



Age	Count	Percent
18-20	1,052	2.60%
21-29	9,466	23.41%
30-39	11,995	29.66%
40-49	6,778	16.76%
50-59	4,650	11.50%
60+	6,494	16.06%

United States

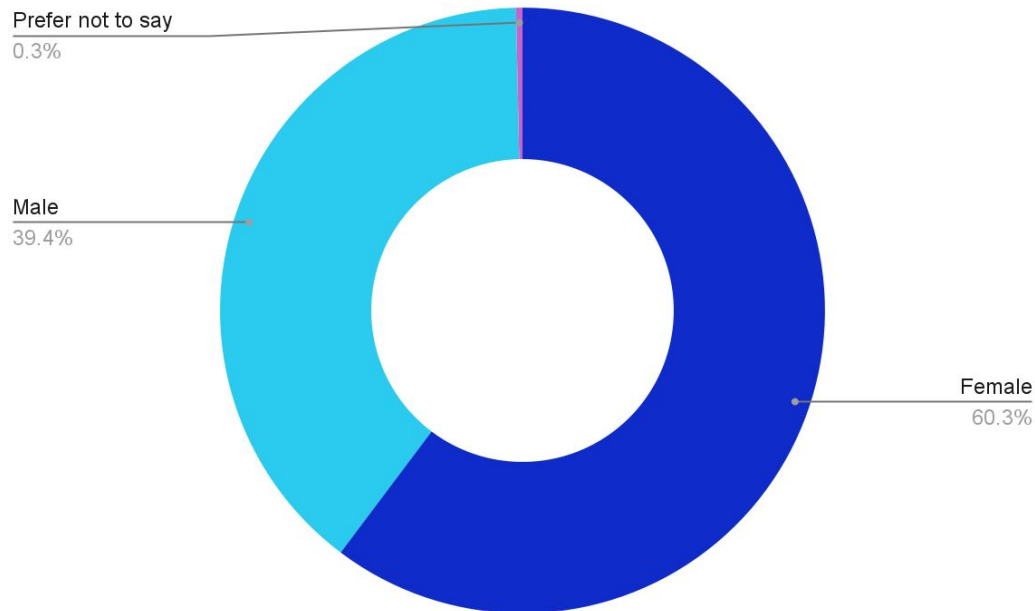


Age	Count	Percent
18-20	1,461	2.93%
21-29	13,423	26.93%
30-39	13,304	26.69%
40-49	7,598	15.24%
50-59	5,290	10.61%
60+	8,775	17.60%



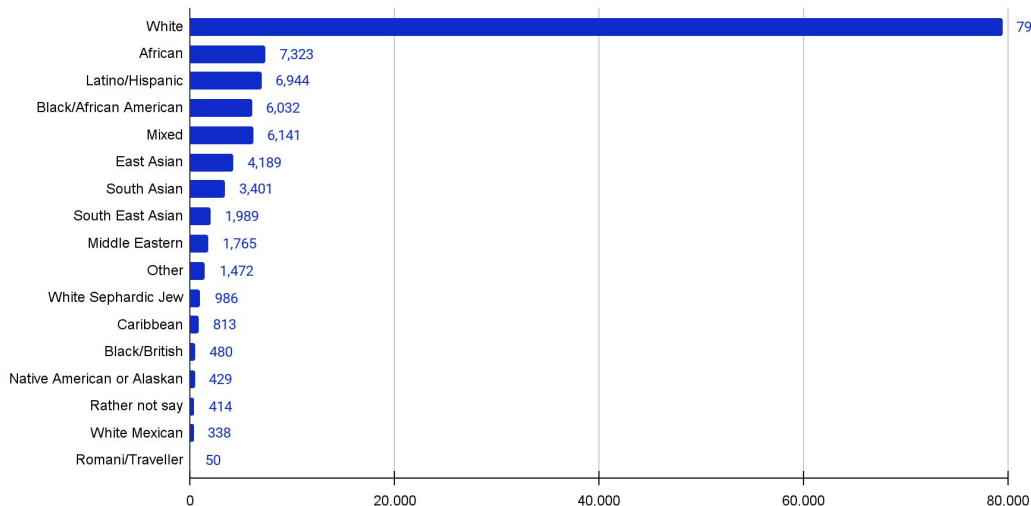
Sex: 90 day active participants

Sex	Count	Percent
Female	79,776	60.3%
Male	52,146	39.4%
Prefer not to say	454	0.3%



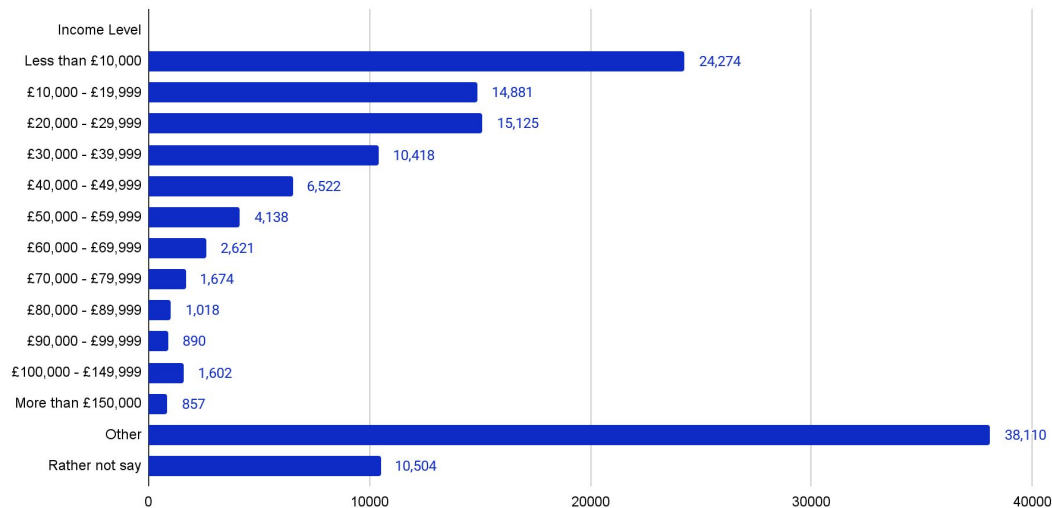
Ethnicity: 90 day active participants

Ethnicity	Count	Percent
White	79,411	65%
African	7,323	5.99%
Latino/Hispanic	6,944	5.68%
Black/African American	6,032	4.94%
Mixed	6,141	5.03%
East Asian	4,189	3.34%
South Asian	3,401	2.78%
South East Asian	1,989	1.63%
Middle Eastern	1,765	1.44%
Other	1,472	1.20%
White Sephardic Jew	986	0.81%
Caribbean	813	0.67%
Black/British	480	0.39%
Native American or Alaskan	429	0.35%
Rather not say	414	0.34%
White Mexican	338	0.28%
Romani/Traveller	50	0.04%



Income: 90 day active participants

Income	Count	Percent
Less than £10,000	24,274	18.30%
£10,000 - £19,999	14,881	12.11%
£20,000 - £29,999	15,125	12.36%
£30,000 - £39,999	10,418	8.90%
£40,000 - £49,999	6,522	5.68%
£50,000 - £59,999	4,138	3.84%
£60,000 - £69,999	2,621	2.47%
£70,000 - £79,999	1,674	1.62%
£80,000 - £89,999	1,018	1.00%
£90,000 - £99,999	890	0.86%
£100,000 - £149,999	1,602	1.58%
More than £150,000	857	0.65%



How participants are verified

Only 13% of participants on our waitlist
get invited to take onboarding.

Only 55% pass onboarding checks.



50+ checks before they take studies

Participants must pass over 50 checks in onboarding to ensure they are human, high-quality, and honest. E.g. bank-grade identity checks, AI use checks, IP, and more.



Always-on fraud protection

We have dedicated systems and teams in place to detect and remove bad actors. E.g. regular identity re-confirmation, demographic screening checks, etc.



Free in-study quality checks

Prolific automatically detects exceptionally fast responses, with an option to bulk reject. Authenticity checks catch AI responses with 98.7% precision.



Participant performance monitoring

As researchers approve or reject participant responses, Protocol removes poor performers and prioritizes top performers. You can also filter to participants based on approval rating, e.g. 100% approval over 30 studies.



Sample studies you can run on Prolific

Representative samples

Automatically distribute your study to participants in proportions that match UK or US national census demographics.

Choose from a variety of stratifications:

- 1) Standard: age, sex, ethnicity
- 2) Political: age, sex, political affiliation
(and ethnicity for US sample)
- 3) Regional: age, sex, region of residence

Benefits:

- ✓ Automatic stratification in one click
- ✓ Higher validity general population insights
- ✓ Reduced demographic bias
- ✓ No extra charge

Quota samples

Set quotas to balance samples (e.g., 60% female, 40% male). Prolific routes participants until each quota bucket is filled.

Choose from 300+ demographic, behavioral, and experience filters, and add up to 120 strata for a single study.

Benefits:

- ✓ Precise control over audience
- ✓ Balanced subgroup comparisons
- ✓ Ideal for segmentation-based analysis
- ✓ No extra charge

Custom screening

Ask your own in-study screening questions, using branching logic in your survey tool.

If you need to ask extra questions, use custom screening to find and filter participants at the start of your study, for a fixed screen-out payment per participant.

Benefits:

- ✓ Use as well as 300+ existing screeners
- ✓ Flexible and precise targeting
- ✓ See total screen-out costs upfront
- ✓ Fair, paid screening for participants





Check if we have your audience in seconds

To get accurate numbers of a specific target audience, use our [Audience Finder](#)

Ready to start collecting data?
[Sign up for free](#)