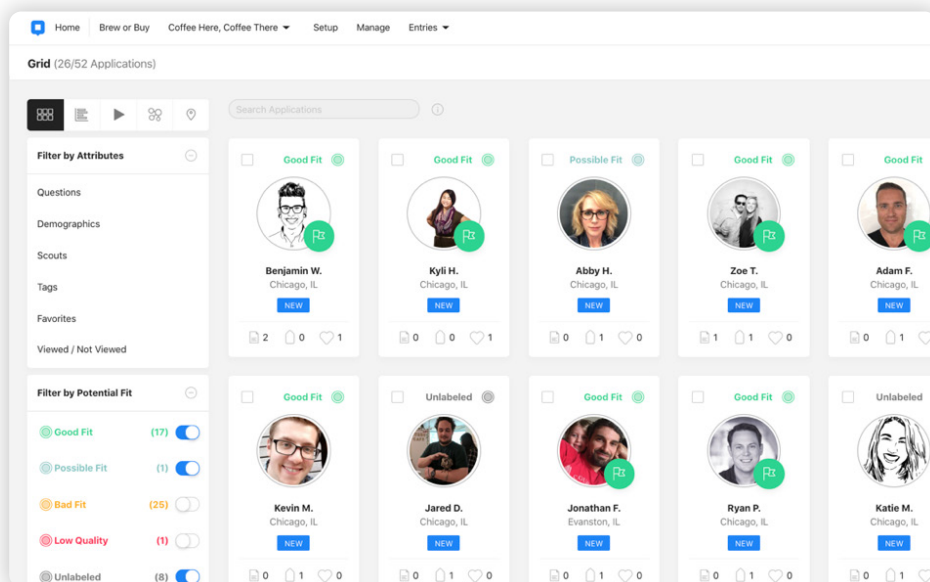**dscout**

Recruit quickly and confidently with dscout's participant panel

Expedite your search for quality recruits by leveraging our diverse pool of expressive scouts

dscout's 100,000+ scouts represent all US states, metropolitan areas, income brackets, ethnicities, gender identities, household compositions, and age ranges.

A few recent sample recruits:

- 25 scouts who watch Spanish-language morning news
- 20 scouts with different attitudes towards data privacy & security
- 10 scouts with lower back pain
- 20 recent home buyers in specific cities
- 50 scouts responsible for taking care of pest control in their homes

- 20 scouts that shop for home decor and furnishings at a specific store
- 10 international scouts who celebrate Ramadan
- 20 employees and 20 managers that work in quick serve restaurants with familiarity with specific cooking equipment
- 75 scouts with a specific home internet plan
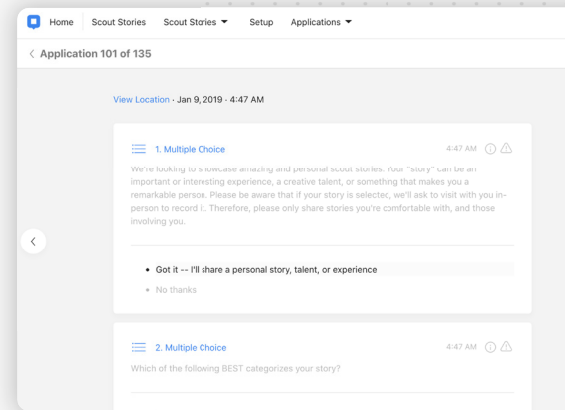
A closer look at our panel:

Gender Identity

Woman **65%**
Man **34%**
Non-binary **1%**
Prefer to Self-identify **<1%**

Age

13-17 — **11%**
18-24 — **48%**
25-34 — **22%**
35-44 — **12%**
45-54 — **5%**
55-64 — **2%**
65+ — **<1%**

Ethnicity

White **59%**
Hispanic or Latinx **15%**
Black or African American **14%**
Asian **6%**
Middle Eastern or North African **1%**
American Indian or Alaska Native **1%**
Native Hawaiian or Pacific Islander **1%**
Prefer to Self-identify **3%**

Education

Some high school **21%**
High school graduate **17%**
Some college **31%**
College graduate **22%**
Post grad coursework **9%**

Employment

Employed full-time **33%**
Employed part-time **21%**
Temporarily unemployed **7%**
Retired **1%**
Homemaker **4%**
Student **34%**

HHI (age 25+)

Less than $25,000 **13%**
$25,000-$49,999 **24%**
$50,000-$74,999 **22%**
$75,000-$99,999 **16%**
$100,000-$124,999 **10%**
$125,000-$149,999 **6%**
Over $150,000 **9%**

Skews

Panel skews slightly female, younger, urban, iOS-ownership, and tech savvy—as is common with qualitative research and smartphone ownership.

Location

Available in every state and major metro area of the US—with a limited number of scouts outside of the US (primarily in the UK, Canada, and Australia)

Experience

The dscout panel contains a mix of experience level, and each scout's sign-up date is visible in their profile. Decide what's most important to your research project—hearing from fresh voices, relying upon remote research veterans, or a custom mix of both.

*Demographics representative of active US scouts in past 12 months (updated May 2020).

A note on gender identity in dscout:
dscout underwent extensive research on gender-identity inclusion for a scout profile redesign. Now, scouts can self-identify their gender and pronouns in a way that feels accurate for them and for the researchers they engage with through the platform.

Hand-pick your participants with a platform that gives you flexibility and control

Recruit smarter with media-rich screeners

See and hear from your scouts before inviting them to your study. Add photo, video, and open-ended questions to your screener and select the most thoughtful participants. Ask them to show you the products or services you're interested in learning about.

Recruit faster with machine learning filters and automatic application caps

Sift through entries faster with our machine-learning based filters for "expressiveness" and "low quality." This weeds out short or hard-to-view-or-hear video responses, and brings forth longer, grammatically correct, full-sentence responses. dscout also places automatic (but flexible) caps on screeners, to keep the review process manageable.

Recruit strategically with easy-sorting screener designs

Filter scouts based on demographic information and responses, and add bookmarks and custom tags to applications. Use terminate logic (knock-out questions) to ensure the scouts you see meet your "must-have" criteria. Choose to exclude any scout who's completed a paid activity in your account in the past 90 days, and limit repeat participation.
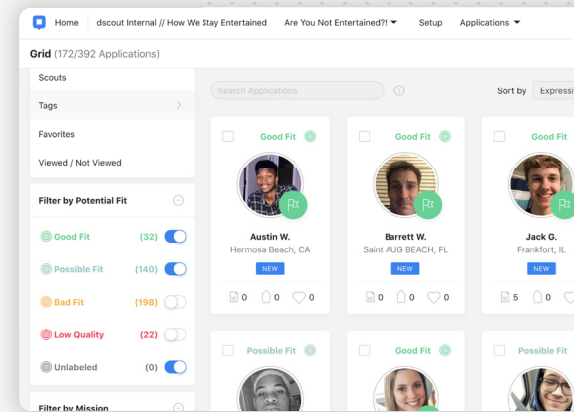
Recruit the right mix with automatic sample balancing and quotas

With a single toggle, balance your applications across demographics (no more than 65% of applicants from any one group). If you need a specific mix of scout experiences or criteria, set application quotas based on responses to any multiple choice screener question.

A note on specialty recruiting:
We've got a lot of great scouts, but we can't promise that every type of person is available in our existing panel at the quantity you need. If you have a niche or international recruit, we may be able to support your project with special assistance for an additional fee.

Quality data,
real participants,
and a panel you can trust

Complete scout profiles

Every scout account is created with a first name, last name and email address at a minimum, plus birthdate, gender, ethnicity, location and a profile photo in order to complete screeners. Optional profile information may include education level, employment status, household composition, household income and industry.

Barriers to account duplication

All scout accounts must be verified with a non-VOIP mobile phone number before completing any paid activities, greatly reducing the chances of duplicate accounts being created maliciously.

GPS location verification

GPS geographic data lets you see scouts' true locations to validate profile or screener responses. Scout consent is pre-solicited and zoom levels are restricted to protect scout privacy.

Approvals for Express Missions

Express Missions are only available to scouts who have gone through an additional approval process by dscout. Approval is based on a number of criteria that verify a scout's identity and quality.

Removal of bad actors

dscout monitors the platform for bad actors, silently removing them from the panel. dscout removes any scout that provides false, irrelevant, inappropriate or low quality content, as well as those with belligerent interactions with customers or support staff.

dscout

Actively monitored panel health

We actively monitor participation metrics at various points in our platform as indicators of panel health. We routinely conduct research with scouts to learn about their motivations, experiences and frustrations in a constant effort to improve panel engagement and satisfaction.

Sourcing

dscout uses a blended strategy to build a high-quality scout panel. The panel has grown in large part due to word-of-mouth referrals, app-store searches, and mentions in blogs and social media postings. dscout also develops the panel through social media advertisements and partnerships with other apps and panel providers. This is done on both a targeted basis to recruit for specific project needs, and on an ongoing basis to grow and diversify the panel.

Participants are so much less self-conscious on dscout. They're hanging out and talking to you, and they're getting super real. My clients are amazed—they can't get over the fact that people will do this.
Ann Pistacchi-Peck, **Design Research Lead, Empathy**

I love dscout. It's such a great platform to have your voice be heard. dscout offers me the chance to funnel some positive feedback back to brands to try to make our world better.
Steph D, Scout since 2018