

Recruitment Screener

Note

Questions in recruitment screeners are highly dependent on the demographics and psychographics required for the study. Below are some frequently encountered sample questions.

Introduction

Phone screen for moderated study

Hi, my name is [name] and I'm calling from [company name]. We are looking for participants for a study on [topic]. Participation in this study is from the comfort of your home. The study requires you to dial in to a conference call and share your computer screen. A tech assistant is available to help you with the technical setup ahead of time. The study session is expected to last up to [duration, e.g. 1 hour]. Study slots will be available over a period of a few days during [time range, e.g. the week of September x]. You will be able to choose a slot at the time of day that fits you best. Compensation for selected participants is [amount] and will be paid through [method] [time it will take to receive the payment].

If you are interested in participating in this study, I would like to ask you a few questions to see if you qualify.

[If interested]

Great. I will ask you some questions and give you some answer options. Please repeat the option that fits you best.

Email survey screen for an unmoderated study

[Company name] is inviting you to participate in a survey to see if you qualify for a study on [topic]. Participation in this study is from the comfort of your home and on your own time within a pre-set timeframe of a few days. Compensation for selected participants is [amount] and will be paid through [method] [time it will take to receive the payment].

If you are interested in participating in this study, please click fill out [this survey](#). [link]

Questions

Demographics

Please select your age range:

- Younger than 18
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54

- 55 – 64
- Older than 64

Consumer Behavior

How often do you use mobile apps to shop for apparel?

- Multiple times a week
- Once a week
- Multiple times a month
- Once a month
- Once every few months
- Less often
- Never

[If the answer was any option except 'never' ask the following 2 questions.]

Which brand's apps have you used in the past 6 months? [open ended]

What do you use an apparel mobile app for? Check all that apply:

- Looking at products
- Reading reviews
- Buying items
- Other [open ended]