

Recruitment Brief

Last updated: 28 September, 2016

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Status: Published

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Research overview

This brief is to recruit more than 12 participants to complete a survey exploring people's attitudes and behaviour towards meeting and socialising with other travellers while travelling.

Selection Criteria

A minimum of 12 participants are required based on the following criteria:

Age

All participants must be aged between 18 and 65 years with at least:

- 2 participants between the ages of 18 and 25
- 4 participants evenly spread between 26 and 55
- 1 participant over 55

Gender

- An even mix of male and female.

Family situation

- A mix of single, married and people with and without children.

Income and employment

- A range of income levels

Internet experience

- Mandatory - must use a smart phone
- All to be regular internet users (e.g., purchase goods online, use internet banking, research goods and services etc).

Domain experience

- Mandatory – must have travelled internationally within the past five years
- Desirable – plans to travel within the next 12 months
- At least 6 participants who have spent more than a month travelling

Incentives

12 x \$10 gift voucher for Amazon, iTunes, or Spotify. Participant to nominate at start of survey.

Timeframe

Survey will close Friday, 7 October, 2016 assuming minimum target has been met.