Prolific
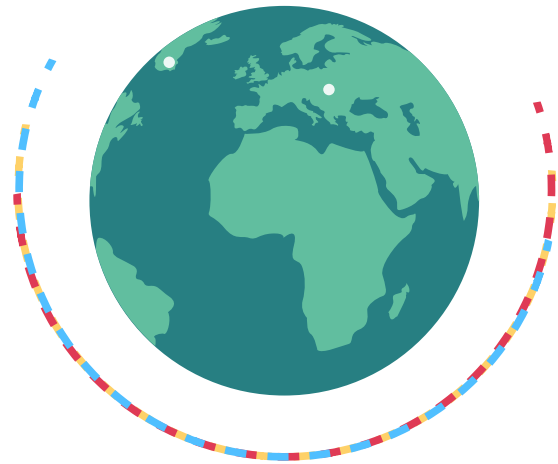
ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

Quickly find research participants you can trust.

Launch your study to tens of thousands of trusted participants in minutes. Recruit niche or representative samples on-demand. Prolific builds the most powerful and flexible tools for online research. Sign up for free.

Research

Collect high quality responses from people around the world within minutes. **Learn more**

SIGN UP TO RESEARCH

Participate

Take part in engaging research, earn cash, and help improve human knowledge. **Learn more**

SIGN UP TO PARTICIPATE

Prolific   ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

Find any research participant, anywhere in the world

Our participant pool is profiled, high quality and fast. The average study is completed in under 2 hours. Filter participants using 100+ demographic screeners (e.g. sex, age, nationality, first language), create custom screeners, or generate a UK/US **representative sample**.

Prolific

ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

17,000
Female graduates

15,800
US nationals

16,000
People in full-time employment

9,200
UK residents earning over £20,000

3,300
Parents who voted leave in the Brexit referendum

3,000
Women who are hardcore video gamers

Looking for a particular target audience?

CHOOSE YOUR PARTICIPANTS NOW

Prolific

Prolific

ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

Backed by

OXFORD UNIVERSITY INNOVATION   Y
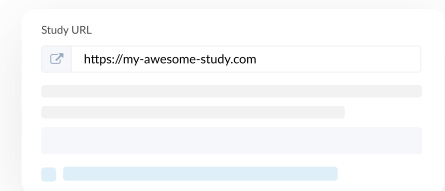
How it works

1   Insert your survey link

Easily integrate Qualtrics, SurveyMonkey, Gorilla, Typeform, or any other software using just a link.

Study URL

https://my-awesome-study.com

Prolific

ABOUT　　HOW IT WORKS　　PARTICIPANTS　　**PRICING**　　CONTACT　　LOGIN

Find your target audience

Find the participants you need using 100+ demographic screeners.

3　Collect responses

Publish your study instantly and maintain quality control throughout.

Pricing

Prolific   ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

Fair Rewards

We believe that everyone's time is valuable. Therefore, we ask researchers to reward participants with at least $6.50 per hour.

No minimum

You only pay per data point collected. Use our cost calculator to estimate the cost of your study.

Study cost calculator

Participants required:

| 600 | ⌃ ⌄ |

Estimated time for participant to complete survey (in minutes):

| 30 | ⌃ ⌄ |

| Nationally representative of UK/US | ☐ |

$2,600.05 / per study

Prolific

Prolific   ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

Use cases

Prolific

ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

Behavioural research

Deeply understand how people around the world feel, think and behave.

Use Prolific's unparalleled **prescreening** system to quickly find **niche** or nationally **representative** samples at the click of a button.

READ CBS'S STORY

User research

Learn why and how users use your product or app, and how you could improve it.

Prolific can **help you** check in with the right target audience so you can make informed product decisions. Easily run **longitudinal** studies.

READ MEASURINGU'S STORY

Market research

Get on-demand insight into the needs and wants of customers and market trends.

Use Prolific's self-service platform to get insights in **hours**, not weeks. Our **high data quality** means you get deep, accurate insights.

READ ARBIT'S STORY

Prolific

ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN
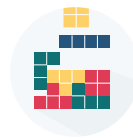
Don't compromise on quality

Quality participants, every time

Prolific verifies and monitors participants with **sophisticated checks** so you can get data fast, without compromising data quality. You only pay for data you approve.

Seamless integration

Easily integrate Qualtrics, SurveyMonkey, Gorilla, Typeform, or any other software using just a link. Implement complex designs such as longitudinal studies.

Publications

Prolific has been used to recruit participants for 100s of published studies

Prolific   ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

Peer et al. (2017) commend Prolific's high data quality and see it as superior to alternative platforms.

This research showed that Prolific's participants are 1) more honest 2) more internationally diverse and 3) less exposed to common research tasks as compared to participants on other platforms (including MTurk).

Read more here

Palan & Schitter (2017) recommend Prolific as the dedicated solution for online participant recruitment.

This publication assessed Prolific's functionality. The researchers praised Prolific's transparency and usability, in particular the prescreening tool that lets you find target demographics at the click of a button.

Read more here

Prolific

ABOUT   HOW IT WORKS   PARTICIPANTS   PRICING   CONTACT   LOGIN

"Prolific is amazing. 4,000 participants in less than 24 hours: the stuff of dreams."

**Greg Simmonds
Researcher
University of Oxford**

"Prolific has proven invaluable in my PhD so far. It's allowed me to conduct multiple behavioural experiments that otherwise would not have been feasible."

**Steph Suddell
PhD Candidate
University of Bristol**

"I used to dread posting studies online, but Prolific has made online data collection something I look forward to."

**Monica Thieu
PhD student
Columbia University**

Join over 3000 researchers from 500+ institutions and companies

And have instant access to over 70,000 participants from around the world.

Prolific

ABOUT   HOW IT WORKS   PARTICIPANTS   **PRICING**   CONTACT   LOGIN

COMPANY

RESOURCES

SOCIAL

About
Terms and Conditions
for Researchers
Terms and Conditions
for Participants
Terms of Use
Privacy Policy
Careers

Blog
Demographics
Support
Privacy &
GDPR
Prolific vs
MTurk

Twitter
Facebook

Revolutionizing people research

© 2019 Prolific

Prolific