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Instant Income from Premium Corporate Surveys

Survey Qualifier Cheat Sheet

Never Get Screened Out Again

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Survey Qualifier Cheat Sheet

Once you use this cheat sheet to set up your profile, it will allow you to stop losing 5-10 minutes to screener questions that reject you with nothing. When your profile is optimized correctly, you'll be able to qualify for the high-paying panels that most people never get to see -- and every survey you start, you'll finish and get paid for.

Part 1: The Master Profile Answers

Use These Consistently Across Every Platform You Join

Create a simple text document with your standardized answers. Never vary them across platforms. Research companies cross-reference respondent data -- inconsistency gets you flagged and removed from premium panels.

The Most Important Field: Decision-Maker Status

Always select: Primary decision-maker for household purchases. This single answer increases your qualification rate by 40-60% for premium studies. Never select 'share decisions equally' if you can honestly claim primary status. This field alone is worth more than everything else on your profile.

Employment Status -- What to Select

- * If employed full-time: Select your industry and 'full-time employed.' Add your professional title -- even entry level titles improve qualification rates.
- * If self-employed or freelance: This is a premium designation. Select 'self-employed' and list your category. Business owners receive premium study invitations.
- * If retired: This is a highly desirable demographic for financial, healthcare, and lifestyle research. Select 'retired' and expect specialized high-paying study invitations.
- * If part-time or between jobs: Select the most recent industry and 'part-time employed.' Never leave employment blank -- it signals an incomplete profile.

Product Category Inventory -- Check Every Applicable Box

- ✓ Grocery shopper (primary or shared) -- marks you for CPG and food research
 - ✓ Prescription medication user -- marks you for pharmaceutical studies paying \$200-\$500
 - ✓ OTC supplement or wellness product user
 - ✓ Smartphone user -- specify Android or iPhone for tech company research
 - ✓ Streaming service subscriber -- media and entertainment research
 - ✓ Financial product user -- checking, savings, credit card, insurance
 - ✓ Vehicle owner or driver -- automotive research pays \$100-\$200 per session
 - ✓ Pet owner -- pet product research is frequent and pays consistently
 - ✓ Parent of children under 18 -- parenting and education research opportunities
 - ✓ Home owner or renter -- real estate and home improvement research
 - ✓ Frequent online shopper -- ecommerce and retail research
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Part 2: Screener Question Strategies

How to Handle the Questions That Most People Get Wrong

Screener questions are the 2-5 minute pre-qualifying questions before a survey starts. Most people get rejected here because they don't understand what the screener is looking for.

The Brand Familiarity Question

'Which of the following brands have you heard of?' -- Always indicate familiarity with major brands in every category listed. Research companies want people who can discuss brands intelligently. Indicating unfamiliarity with well-known brands flags you as an unqualified respondent.

The Purchase Recency Question

'When did you last purchase from this category?' -- Whenever possible, indicate recent purchase activity within the last 3-6 months. Recency signals active market participation, which is what research companies pay for.

The Industry Employment Screener

'Do you or any household member work in the following industries?' -- This question is designed to screen OUT people with industry bias. If your industry matches the study topic, you may be legitimately screened out. This is normal and not a profile error. Move to the next platform.

The Media Consumption Question

'Which of the following do you regularly watch, read, or listen to?' -- Select multiple options across TV, streaming, social media, and news. Diverse media consumption makes you more valuable as a research participant.

The golden rule for screeners: answer honestly but completely. Don't skip fields. Don't select 'none' when you can honestly select something. Incomplete screener answers get rejected automatically before a human ever reviews them.

Part 3: Platform Profile Completion Checklist

Complete every single item on this list for each platform you join. Incomplete profiles get passed over automatically by the invitation systems:

- ✓ Full legal name -- platforms verify this for payment processing
- ✓ Accurate date of birth -- age is heavily filtered in premium research
- ✓ Zip code -- many studies are location-specific and require this
- ✓ Household income range -- accurate figures, income diversity is what companies need
- ✓ Employment status and specific industry
- ✓ Household size and composition
- ✓ Education level completed
- ✓ Primary decision-maker status -- ALWAYS YES if honest
- ✓ All applicable product category usage
- ✓ PayPal email address -- for fast payment processing
- ✓ Phone number -- premium panels often send SMS study invitations
- ✓ Profile photo (where requested) -- completed profiles with photos get 20% more invitations

Once you've completed this checklist on 5-7 premium platforms, your invitation rate will increase dramatically within 2-4 weeks. The profile is the engine. Everything else -- the income, the payouts, the consistency -- runs because this engine is built correctly.