

# Survey Qualification Blueprint

India Edition (2025) — Maximize Your Survey Acceptance Rate

*Optimized for Indian respondents | Created by u/pablowasdead*

***By u/pablowasdead***

This compact blueprint gives an ideal respondent profile for high survey acceptance across platforms. Use it to fill screener forms consistently and increase your chances of qualifying for paid studies.

# ■ Ideal Male Profile — India

## Basic Details:

- Name: Random (usually not asked)
- Gender: Male
- Age: 34–38 years (Born 1987–1991)
- Marital Status: Married
- Children: 2 (Boy 12–15, Girl 8–10)
- Family Members: 4–5

## Education & Work:

- Education: Master's / Professional degree (MBA, M.Tech, M.Sc, M.Com)
- Employment: Full-time in IT / Software / Tech (250–1000 employees)
- Designation: Senior Manager / Team Lead (avoid Director/Founder)
- Experience: 8–15 years
- Company Revenue: ■200–400 Crores (~\$25M–\$50M USD)

## Income & Finance:

- Monthly Income: ■1,00,000 – ■1,25,000
- Annual Income: ■12 – ■15 LPA (~\$14,400 – \$18,000 USD)
- Banking: Savings account, Credit Card, UPI, Mutual Funds, Term Insurance
- Financial Role: Primary earner / decision-maker for major purchases

## Location & Contact Hints:

- Country: India | City Type: Urban / Metro (preferred)
- Preferred Cities: Delhi (Pincode: 110001), Mumbai (Pincode: 400001), Bangalore, Hyderabad, F
- Common Residence: Own House / Apartment | Vehicle: Car + Two-wheeler
- Typical Internet: 4–6 hours/day | Devices: Smartphone + Laptop/PC with webcam

## Lifestyle & Screening Answers:

- Online Shopping: Amazon, Flipkart | OTT: Netflix, Prime Video, Hotstar
- Digital Payments: Paytm, GPay, PhonePe (UPI) | Social: Instagram, LinkedIn, Facebook
- Previous MR Participation: No | Works in MR/Media/Advertising: No
- Alcohol: Occasional (Beer/Wine/Vodka) | Tobacco: No
- Health: No major illnesses | Availability for webcam surveys: Yes

# ■ Ideal Female Profile — India

## Basic Details:

- Name: Random (usually not asked)
- Gender: Female
- Age: 30–35 years (Born 1990–1995)
- Marital Status: Married
- Children: 2 (Boy 10–12, Girl 6–8)
- Family Members: 4–5

## Education & Work:

- Education: Master's / Professional degree (MBA, MCA, M.Sc, M.Com)
- Employment: Full-time in IT / Software / Analytics (250–1000 employees)
- Designation: Senior Manager / Product Analyst
- Experience: 7–12 years
- Company Revenue: ■200–400 Crores (~\$25M–\$50M USD)

## Income & Finance:

- Monthly Income: ■80,000 – ■1,00,000
- Annual Income: ■9.5 – ■12 LPA (~\$11,400 – \$14,400 USD)
- Banking: Savings, UPI, Credit Card | Investments: SIP, Insurance
- Financial Role: Decision-maker or joint decision-maker for household purchases

## Location & Lifestyle:

- Country: India | City Type: Urban / Metro (preferred)
- Preferred Cities: Delhi (110001), Mumbai (400001), Bangalore, Hyderabad, Pune, Chennai
- Residence: Own or Joint Family Home | Vehicle: Car
- Devices: Smartphone + Laptop | Internet: 4–5 hours/day

## Behavioral & Screening Answers:

- Online Shopping: Amazon, Myntra, Nykaa | OTT: Netflix, Hotstar, Zee5
- Digital Payments: UPI, Paytm, PhonePe | Social: Instagram, Facebook, Pinterest
- Previous MR Participation: No | Works in MR/Marketing/Media: No
- Alcohol: Occasional (Wine/Beer) | Health: Generally healthy
- Decision-maker for household purchases: Yes | Webcam available: Yes

# ■ Pro Tips for Consistent Qualification

- **Be Consistent:**

Always use the same age, job title, income, marital status, and family details across all survey platforms.

- **Take Your Time — Don't Rush:**

Many surveys have hidden timers and attention checks; finishing too quickly may flag you as a bot.

- **Read Every Question Carefully:**

Look out for trap questions like 'select strongly disagree' or inconsistent options designed to catch robots.

- **Avoid Contradictions:**

Keep family size, number of children, employment status consistent across surveys.

- **Choose Urban/Metro When Eligible:**

Metro respondents often get higher-paying surveys; prefer Delhi or Mumbai pincodes when applicable (110001 / 400001).

- **Be Realistic:**

Don't overclaim high income or luxury items. Middle-class, tech-savvy profiles perform best.

- **Say Yes to Modern Lifestyle Indicators:**

Confirm OTT usage, online shopping, and UPI/digital payments to increase match rates.

- **Say No to Sensitive Industries:**

Avoid selecting roles in market research, media, advertising, or journalism—these are common disqualifiers.

- **Stay Calm and Patient:**

If a survey seems repetitive, continue calmly—many tests measure patience over time.

- **Save & Reuse This Blueprint:**

Keep this document and paste identical answers across panels for consistent qualification.

- **Extra Practical Tips:**

Use real but consistent pincodes (Delhi:110001, Mumbai:400001), keep profile photos generic or none, ensure payment details (Paytm/UPI) are set up on panels.

## Final Notes:

Keep this 4-page blueprint saved for quick copy-paste when filling screeners.

Use Delhi 110001 or Mumbai 400001 when a pincode is required and you are in a metro.

For any personalized tips or clarification, DM u/pablowasdead.