

Survey Qualification Blueprint

■ Maximize your survey acceptance ■

u/pablowasdead

Created by [u/pablowasdead](#)

Ideal Survey Qualification Profile (Male)

Name: Random (not usually asked)

Gender: Male

Age: 37 (Birth Year: 1988)

Marital Status: Married

Children: 2 (1 boy – age 15, 1 girl – age 9)

Family Members: 5

Education: Master's / Professional Degree

Employment: Full-time, IT or Computer Software

Role/Designation: Senior Manager (not Director)

Salary/Income: \$8,000 – \$12,000 per year

Organisation Size: 250–1000 employees

Organisation Revenue: \$20M – \$50M

Sole Earner: Yes

City: Urban/Metro (Delhi, Mumbai, Bangalore, etc.)

Technology Use: Smartphone, Online Shopper, OTT, Digital Payments, Social Media, Webcam: Yes

■■ Trick Question Handling

- Previous Market Research Participation: No
- Alcohol Consumption: Yes (Beer, Wine, Vodka, Rum)
- Work in Market Research/Media/Survey-related fields: No

Ideal Survey Qualification Profile (Female)

Name: Random (not usually asked)

Gender: Female

Age: 33 (Birth Year: 1992)

Marital Status: Married

Children: 2 (1 boy – age 15, 1 girl – age 9)

Family Members: 5

Education: Master's / Professional Degree

Employment: Full-time, IT or Computer Software

Role/Designation: Senior Manager (not Director)

Salary/Income: ■1,00,000 per month (~\$1,200) / ■12,00,000 per year (~\$14,400)

Organisation Size: 250–1000 employees

Organisation Revenue: \$100M – \$500M

Sole Earner: Yes

City: Urban/Metro (Delhi, Mumbai, Bangalore, etc.)

Technology Use: Smartphone, Online Shopper, OTT, Digital Payments, Social Media, Webcam: Yes