



ONLINE SURVEY CHAMPION

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The image shows a group of diverse young adults in a classroom setting, all giving a thumbs-up gesture. The background is a bright, modern classroom with large windows. The text and logos are overlaid on the image.

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Introduction to Surveys

There are people all over the world trying to find ways to make money online. From stay at home moms looking to make a few extra dollars to college students and entrepreneurs, the allure of making your own hours and working from home or from the local coffee shop is very appealing. Not only do you get the comfort of setting your own hours and working in your own space, you get to be your own boss. You choose what type of work you want to do and the people with whom you want to work. It sounds like a dream come true; the only problem is how to make that dream a reality.

We all know that people do make a living working online, but most of us do not know exactly how it is done. For those of us not technically savvy enough to build websites, or chase other highly skilled online professions there are still great options available. One of the easy ways to make money online is by filling out surveys. While there is work involved in filling out surveys, and finding the right companies to work for the actual task is pretty straightforward. It is a simple matter of filling out a form with your opinions on various subjects. You will not need any specialized skills other than good typing ability and common sense. You will also not need any special equipment, just your trusty computer and a reliable Internet connection.

Why Surveys?

You might ask, why would a company pay for my opinion? The answer is that market research is a cornerstone of sales. When companies develop products their first step is to figure out what consumers want. To do this they often enlist the help of a market research firm. Large corporations will even have their own market research departments to help them find out what consumers want

or need. The key to this research lies in finding people willing and able to answer questions about products, lifestyle, and experiences. These companies spend a lot of money making sure that the products they develop will be marketable to consumers, and a chunk of that money can easily be yours.

The best part of this job is that there are no wrong answers, just your honest opinion. Analysts take the results of surveys and draw conclusions from them about what kinds of services or products to develop. The answers help inform them on everything from pricing to demand and the visual appeal of packaging.

It is very exciting to have some influence over products and services and can make your at home job quite fun. That said, it does require you to do a lot of actual work. It might not sound like it but many surveys are time consuming, and will require you to have good typing skills. You really need to focus on answering the questions completely. It will also be in your best interest to get to know the companies for whom you plan to work so you do not get caught up in any online scams. With good research and a true dedication to earning money you can be filling out surveys and cashing checks in no time at all.

Finding Online Surveys

It is easy to find online surveys. All you have to do is a web search and you will get loads of hits. However, that is only the first step in earning money doing surveys. From those websites you will need to tread carefully as there are a lot of scammers out there looking to steal money from you. They have no intention to ever pay you for your work. In order to make sure you do not fall victim to a scam you can look for a few red flags.

Survey Red Flags

Does the survey company require you to pay money in order to fill out the survey? If it does then it is very likely a scam. You should not have to spend any money to earn money filling out a survey. Avoid these kinds of surveys at all times.

Is the company paying in cash or in products? While it might be OK with you to be paid in products, more reputable surveys will pay cash. Instead of doing work for a product that you might use find surveys that pay in cash, which everyone uses.

Can you find other information on the company? If you plan to work for a particular market research company do a little digging to find out about their reputation. Make sure that they are in good standing. They should be established in the market research business. See if there are comments or blog posts about them, and whether or not they pay consistently.

Screening Surveys

A screener survey is a small survey you may be asked to fill out for free, prior to doing a paid survey. These surveys are used by

market research companies to help them determine which surveys are appropriate for you. While you will not make any money by filling them out it will lead to better opportunities for you in the long term. These screener surveys usually do not take much time to complete and consist of basic information about you.

The demographic information you provide allows the market researcher to customize your surveys. This saves you time, and time is money. It will help you to avoid surveys that are not suited to you based on demographics.

Snatching the Best Paid Surveys

Accurately completing screener surveys can also help you make more money. Keep in mind that often market researchers are looking for a particular demographic to answer their questions.

You are unique in many ways, by emphasizing these traits you can qualify for more targeted surveys. Sometimes the more unique the survey the more it will pay, which again makes taking a few minutes to fill out the free screener survey well worth the effort.

Choosing the Right Surveys

Once you have done your research and found all of the opportunities available to make money you will begin getting requests. These will be sent to your email. In order to maximize the number of surveys request you get, which in turn maximizes the amount of money you earn, you must register with many different survey companies. There is strength in numbers, more registrations brings you more requests - it is that simple. Those requests are chances to earn money. Even though it can be repetitive you must take the time to register with lots of different companies.

Undoubtedly, you will not hear from some of the companies with whom you register. You will also realize that some companies are just senders of spam emails. Certain web browsers, like Mozilla Firefox can help you avoid scam sites. Keep in mind thought that Google probably has the largest available listings of survey providers. Do not neglect to search there too.

Since this is going to be a business with the possibility to flood your email account you should consider opening a separate account just for your survey work. Google and Yahoo! both have excellent free email programs. Just be careful to check your junk email folder on whatever account you use as these surveys can look like junk to your email program.

As the emails come in you can choose the surveys you want to fill out. In the beginning you will probably be eager to get started, and will work on anything that comes your way. However, as you get more comfortable with the process you might want to limit the surveys you complete. They are time consuming so you will want to fill out the ones that pay the best, or are on topics that truly interest you. Just because a company makes a request for you to

fill out a survey does not mean that you are obligated to do so. Choose the ones that will make you the most amount of cash.

Common Survey Mistakes

Not doing enough research - Lots of companies do not actually pay cash. Instead they enter participants in a sweepstakes drawing. These surveys are usually not worth your time. You want focus on the surveys that are going to make money, not on the potential to win a prize.

Not reading the privacy statement - While there are loads of reputable survey companies online there are also a fair share of poachers. These companies take the information you provide when you complete the survey and sell it to other customers. This opens you up to spam, so be sure to read the statement carefully. Make certain your information will not be shared, or sold to any third parties.

Giving out too much information - Sharing your home phone number on a survey opens the door to pesky sales calls. Even if you have listed yourself on the Do Not Call list, once you share your number with a company they will have the right to contact you via telephone. Never give them your phone number.

Paying to find survey sites - There are lots of websites out there that claim to have lists of reputable survey companies. They are more than happy to share this information with you for a fee. Do not ever do this. It is easy and free to search the Internet on your own and find the market research companies. There is just no need to pay someone else to give you information that is available online for free.

Getting a virus - Sadly, many of the less than reputable market research websites contain spyware or viruses. Before you take on

any sort of online money-making scheme invest in solid antivirus protection. The investment will save you money and a lot of frustration in the long run.

Not setting a goal - In general you can expect to make several hundred dollars a month by filling out online surveys. The best way to get the money you want is to set up clear systematic goals as well as a timeline. Then work on getting your plan into motion. If you find that you are having trouble you might need to adjust your strategy.

Any sort of online business comes with a certain level of buyer beware mentality. The rule of thumb is that if something sounds too good to be true, then it probably is. If you have the slightest sense that something is amiss with an offer then do not fill it out. If a company makes promises to pay you, but never actually deliver on their promise then stop doing work for them completely. Use good sense when choosing the people you work with, and the surveys you choose to complete.

Which Surveys Are Right For You?

Choosing the surveys you fill out is dependent on how much they pay, but that is only part of the question. Yes, you will want to fill out surveys that pay well, but you will also only be able to fill out surveys that you are qualified to complete. Some surveys have very specific requirements like age and gender. Obviously, if you are a female you cannot fill out a survey that is targeted toward males. If you have filled out the appropriate screening information you will probably not get many offers for surveys you cannot complete.

On the off chance you get some of these surveys sent to you it is important to ignore them. It would be easy to simply falsify your information and fill it out for the money anyway. Remember though that it is not only dishonest to do that, but it messes up the whole survey system.

Market researchers need good information. Because they need good information they are willing to pay top dollar to get quality answers. When people fill out the surveys with junk information it makes the researchers less willing to do their work online, or to pay good money for it. Try to avoid this problem by not filling out surveys that you are not suited to fill out.

How to Fill-Out Surveys

Let's face it, filling out the same information over and over can be mind numbing. A large chunk of your time filling out surveys for money will be spent typing in the same demographic information repeatedly.

Your name, date of birth, location, and email or snail mail address will need to be on every survey that you intend to get paid for completing. You might consider using or purchasing a program that allows these fields to be automatically filled out. It will save time, which gives you more chances to fill out additional surveys each day and, in turn, make more money. One such software is called Roboform. It retails for less than \$20 and will be a godsend when you keep doing repeat work.

Be sure to check the form for errors prior to submitting it, even in those auto fields. Nothing is foolproof and little errors could lead to non-payment.

5-Steps to Survey Magic

When it comes to filling out the actual survey information you should come up with a system that allows you to read and answer the questions fully without having to spend a great deal of time on each particular question. The following is a guide to help you do just that.

Step One - Read the instructions and any accompanying information regarding the survey. Some surveys will tell you what data they are looking to collect, knowing this will help you answer the questions more quickly. Sometimes the survey will refer to a particular event or person and there may be information regarding

that event or person included in the survey email. It is worth spending a few minutes to get your head around this information prior to taking the actual survey.

Step Two - Read each question. It may seem like a waste of time, but reading through each question before you answer the first one can help save time. Some surveys will require much more than simple yes or no answers. Some will want you to go into detail about a product, your opinion, or experiences.

By carefully reading each question you can ensure that you do not have to do rewrites. For example, say your answer to one question is in two parts and takes you a bit of time to type out. If you do not read ahead you may not realize that there is another question that asks you part of what you previously answered.

That means you will have to go back and rewrite the first answer, limiting it a bit so you have something to write for the second question. A few moments taken to read the questions avoids this problem.

Step Three - Be honest. This is an important part of filling out surveys - being honest. Many people answer questions on surveys based on what they think they are supposed to say rather than what is actually true. That is why we end up hearing a lot of statistics about what people 'say' they do and then what research indicates they actually do. By being truthful you contribute to the research in a more meaningful way.

Step Four - Reread the questions and your answers. Make sure you have understood all of the questions, and that your answers are complete. Sometimes we get into a mode of questions and answers and do not even realize that we have not answered the actual question. Check your spelling, sometimes survey readers will toss out forms that contain spelling and grammar errors because they

may have been filled out by an automated device rather than a real person.

Step Five - Submit the form. This is a simple step that can be overlooked. Submit your form. In many cases you will get a confirmation email telling you that the form was successfully submitted. If there are any other ways to double check that your form actually went through you should take those steps.

It would be a shame to not get paid because a computer, network, or Internet connection glitch stopped your form from being fully submitted.

Online Survey Companies

The following is a large list of current survey companies that will pay you for your time. Despite the fact that you have a large list at your disposal to get you started, you must research your options as sites can disappear at any time, while new ones appear.

- [NPD Online Research](#)
- [Global Test Market](#)
- [Ipsos Survey Panel](#)
- [Winning Surveys](#)
- [Vindale Research](#)
- [Permission Research](#)
- [Lightspeed International](#)
- [Survey 4 Profit](#)
- [Inbox Dollars](#)
- [Research Mania](#)
- [Global Survey Group](#)
- [Opinion Outpost](#)
- [Survey Princess](#)
- [ECN Research](#)
- [Survey Savvy](#)
- [Cash Lagoon](#)
- [eSurvey Group](#)
- [American Consumer Opinion Panel](#)
- [Cash4Offers](#)
- [Memolink Surveys](#) - Become a member then go to surveys.
- [GlobalSurveyGroup](#)
- [It's Your Opinion](#)
- [E-Poll](#)
- [Jewelry Consumer Opinion Council](#)
- [SurveySpot](#)
- [Hotspex](#)
- [Vault College Survey](#) - For college students and graduates
- [SpiderMetrix](#)
- [OTX Survey Exchange](#)

- [Interactive Opinions](#)
- [I Think Inc.](#)
- [Consumer Opinions](#)
- [Focus World International](#)
- [Taylor Research](#) - San Diego, Ca. only
- [GoGlobal Technologies](#)
- [Gang & Gang](#)
- [Kids Panel](#) - For kids or parents with kids
- [OpinionBar](#)
- [Survey Payoff](#)
- [Be Satisfied](#)
- [Mars Research](#) - Fort Lauderdale and Sunrise Florida areas.
Higher paying focus groups.
- [Fleischman Field Research](#) - San Francisco Bay area only. High
paying focus groups.
- [Opinion Trone](#)
- [Speed Back](#)
- [Vocalabs](#)
- [OpinionSquare](#)
- [YourSay](#)
- [Prize-O-Matic](#)
- [Socratic Forum](#)
- [Product Testing Services](#)
- [Survey Networks](#)
- [Internet Surveys of American Opinion](#)
- [Clarion Research](#)
- [CompuRx](#)
- [Consumer Views](#)
- [Bellwether Surveys](#)
- [Opinion Place](#)
- [TechTV Opinions](#)
- [Cobbey](#)
- [Survey Site](#)
- [Your 2 Cents](#)
- [Yahoo! Research](#)
- [Q&A Research](#)
- [Survey Cafe](#)
- [SongPeople](#)

- [Shifrin Hayworth](#)
- [Wellness Interactive](#)
- [Begin Surveys](#)
- [Participants Online](#)
- [Surveys.com](#)
- [Digital Research](#)
- [Brand Institute](#)
- [PSB Surveys](#)
- [Fact Finders](#)
- [Keynote](#)
- [Internet Poll](#)
- [Savitz Research Solutions](#) - High Payouts - \$50-\$300
- [Precision Research](#) - Chicago area only - High Payouts
- [osMoz Club](#)
- [Media Transfer](#)
- [Gulf Surveys](#)
- [Live Surveys](#)
- [Harris Poll](#)
- [Kidz Eyes](#) - For kids only
- [Online Surveys](#)
- [Start Sampling](#)
- [Executive Advisory Board](#) - For management and business owners
- [Adler-Weiner Research Company](#) - Chicago area only
- [eLab](#)
- [Leger Marketing](#)
- [Ask Miami](#) - Miami area only
- [CQS Inc.](#)
- [Cyber Survey](#)
- [Wired Insights](#)
- [SpectraCom Research](#)
- [VOOnline](#)
- [eJury](#)
- [Employee Surveys](#)
- [Food Quiz](#) [Grace Market Research](#) - Click "Register" in the top left corner.
- [Golf Testing](#)
- [MBS Internet](#)

- [iOpinion](#)
- [World Mail Panel](#)
- [Pragmatic Research](#)
- [Music Research](#)
- [Focus on Boston](#) - Boston only
- [Zoom Panel](#)
- [Ecker & Associates](#) - San Francisco Bay area only
- [Delve](#)
- [Consumer Logic](#)
- [Atkins Research Inc.](#)
- [Survey.com](#)
- [Trial Size](#)
- [Alan Newman Research](#)
- [Adept Consumer Testing](#) - California only
- [Consumer Opinion Services](#) - Washington State only
- [Test Spin](#)
- [It Pays To Learn](#)
- [Partnership Plus](#) - Surveys about new clothes.
- [USA Panel](#)
- [Gartner](#)
- [Eyecloud](#)
- [Game Crew](#) - For gamers only
- [Intellisurvey](#)
- [Sporting Insights](#)
- [Radar Reporter](#)
- [Hill Top Research](#)
- [QFact](#)
- [L&E Research](#) - North Carolina only
- [Leibowitz Research](#) - North Carolina only
- [Beta Research Panel](#)
- [Jewelry Consumer Council](#)
- [Consumer Mail Panel](#)
- [Dialego](#)
- [TechWorld](#)
- [Physicians Council](#) - For Physicians only
- [Medical Advisory Board](#) - For healthcare professionals only
- [International Survey Room](#)

- [PFI Research](#)
- [Essence Volume](#) - For women only
- [Technology Advisory Board](#)
- [Buzz Sponge](#)
- [Trendscan](#)
- [Cross-Tab](#)
- [Surveys Online](#)
- [eDigital Research](#)
- [Encuesta](#) - For U.S. Hispanics only
- [Gongos & Associates](#)
- [Hagen Sinclair Research](#)
- [Harvard Business School Research](#)
- [Institute for Online Consumer Studies](#)
- [JD Power & Associates](#)
- [Marketing Analytics](#)
- [Market Reader Pro](#)
- [Microsoft Marketing Research](#)
- [Market Profiles](#)
- [Consumer Link](#)
- [NASCAR Survey](#) - For NASCAR Fans
- [Onquest](#)
- [Opinion Bar](#)
- [Restaurant Poll](#)
- [Senior Survey](#)
- [Survey Center Online](#)
- [Usability Sciences](#)
- [Blarry](#)
- [Veritest](#) - Website testing
- [Wired Pulse](#) - Look for the "Join WIRED Plus" link on the middle left.
- [EdgePoll](#)
- [PlanetPanel](#)
- [Market View Research](#)
- [JRA Marketing](#)
- [Opinion Now](#)
- [Market Surveys](#)
- [Inside Heads](#)
- [Internet Survey Center](#)

- [Music Poll](#)
- [Opinions Unlimited](#) - Texas only
- [Focusline](#)
- [YouGov](#)
- [BuzzBack](#)
- [DiscoverWhy](#)
- [C0lick IQ](#)
- [eTown Panel](#)
- [Attitudes Across America](#)
- [Ask California](#) - Southern California only
- [BigLook](#)
- [Sports Research Panel](#)
- [Baker St. Solutions](#)
- [Donow Research](#)
- [e-Research Global](#)
- [eFocus](#)
- [Infoco](#)
- [MaCorr Inc.](#)
- [MindField](#)
- [Specpan](#)
- [OpenMinds Recruiting](#)
- [Peryam & Kroll](#)
- [University of South Carolina](#)
- [SnowSports Panel](#)
- [Informa Research Services](#)
- [Informa Research Services](#) - For Healthcare Professionals
- [Metro Research Services](#) - Washington D.C. area
- [Amplitude Research](#)
- [Imaginus Inc.](#)
- [C2 Research](#)
- [Education Research](#)
- [Consumer Product Testing](#) - New Jersey only
- [CVS Pharmacy](#) - Must have a valid CVS ExtraCare Card
- [Human Interfaces](#) - Texas only
- [Teens Eyes](#)
- [Schlesinger Associates](#)
- [Insight Express](#)

- [The Matrix Group](#)
- [Fhios](#)
- [TVCRG](#)
- [Rolling Stone](#)
- [Take A Survey](#)
- [Acumen Surveys](#)
- [Fieldwork](#)
- [Focus Market Research](#) – Only Minnesota and Arizona
- [Nichols Research](#) – Only California and Nevada
- [Assistance in Marketing](#)
- [Focus Pointe](#)
- [MMRC Inc.](#) - L.A. area
- [Morpace](#)
- [Orman Guidance](#) - Minnesota only
- [FGI Research](#)
- [Nima Hunter](#)
- [Adjoined Research](#)
- [Raising Kids](#)
- [Techwise](#)
- [Survey Spree](#)
- [Persuadable Research Corporation](#)
- [My Thoughts Matter](#)
- [Six Questions](#)
- [Business Research Panel](#)
- [Microsoft Games](#)
- [UCSD Attention & Perception Lab](#)
- [Brooks Adams Research Panel](#)
- [Livingston Group](#)
- [USA Polls](#)
- [London Business School](#)
- [Focus Forward](#)
- [TechTank](#)
- [qSample](#)
- [Ideal Bite](#)
- [Hewlett-Packard](#)
- [GAPbuster](#)
- [Online Consumer Research Company](#)
- [Wild Planet Toys](#)

- [Directive Analytics](#)
- [CyberPulse](#)
- [Careers By The People](#)
- [Treasure Trooper](#)

Before you go crazy trying to sign up with all the survey companies in this list I suggest you limit your memberships to about 20 to get started. From that initial starting point you'll soon see which of the sites will be more profitable for you after a few weeks.

Once you've found a couple of winners it is good to stick with them. Meanwhile dispose of the non-performing sites and consider joining others instead until you have a good system going.

Tracking Your Surveys

Once you have begun filling out surveys you will quickly realize that you need to keep track of all of your work. You should already have a separate email account that is solely used for survey requests and submissions.

While most email programs allow you to search them fairly easily it is also a good idea to maintain a spreadsheet of your work. If you have this sheet you can look back every couple of weeks to see which surveys you have completed and whether or not you have been paid for your work.

By the same token you can note how long it typically takes a company to submit payment, so you spend less time tracking down your pay. If you know that a company usually pays right away, and you have not gotten paid you can begin by researching why, and making sure your survey was received. If you know that a company tends to lag with payment then you will not waste time

trying to figure out if your survey was received, you will just have to patiently wait.

Survey Spreadsheet Data Essentials

Name of the survey company - There are many survey companies out there, but you will probably only work with a handful of them. List each one that you actually do a paid survey for on your spreadsheet. Be sure to list the full name of the company, as many of them sound similar which can lead to confusion down the road.

Title of the survey - Each survey that you take will have a unique name attached to it. List the name, and any other identifying information, possibly a survey number for use when tracking.

Account number - When you register to fill out surveys you may be given a unique account number, list it each time you submit a survey to that company.

Date of submission - Always list the date you submitted a form. If you need to enquire about it the research company will need the date to help them search for it easily.

Rate of pay - Whether it is one dollar or one hundred dollars, always keep track of how much money you will receive for successful completion of a survey.

Method of payment - Some companies will send you a check in the mail, some will use PayPal, and some might send you a gift card or products as payment. Keep track of how you will be paid for each specific survey. If you have to reach a certain amount before a company will send a check, be sure to note and track those earnings too.

Date and amount of payment - Listing the dates and amounts you were paid will help you maintain the integrity of your list. It will also help you should you earn enough money to have to pay taxes on the income.

Solid account keeping is a must in any kind of self-employment. If you are taking your online business seriously you will also maintain good records of your work and earnings. It is important not only for tax purposes, but also for morale. When you can look back at your spreadsheets to see how much work you have actually done and how much money you have made it is incentive to keep working harder to earn more money.

Your data is also valuable in helping you choose between future surveys. Obviously you will not want to do surveys from companies that do not pay. Once you are doing a lot of surveys you might also want to avoid those who are slow to pay or who pay only in gift cards or products. As we said before, getting paid cash is really the best way to go.

Conclusion

Completing online surveys is a great way to add a revenue stream to your household. The surveys can be done from the comfort of your own home with no need to hire a babysitter, or purchase a lot of extra software.

This makes it a great way for stay at home mom's and dad's, students, or anyone looking for extra money to earn cash quickly and easily. There are many market research companies looking for people to answer questions about products, services, and simply give their opinions on issues. All you have to have is time and a computer to start making money on surveys.

To review, when you start researching surveys make sure that the companies you choose to work with have a good reputation. No reputable market research firm will ask you to pay any money to fill out surveys for them. They will also have good policies against sharing your information with third parties.

Companies that do not have strong privacy policies in place should be avoided, as they are likely to share your data, putting you at risk for identity theft and loads of spam.

There are lists of market research companies and survey takers available online. You should not have to pay to get these lists when you can do the research on your own for free. Be careful though when you look at the websites of various survey companies because many of them contain viruses and spyware. Invest in a good anti virus program for your computer to protect you from getting infected and to notify you if a site you are visiting poses a risk to your equipment.

Once you have found the survey companies that you think are reputable fill out their pre screening survey. Doing this ensures that you only receive those surveys that you are qualified to fill out. Set up an email address that is solely dedicated to your survey work.

This will keep it separate from your personal emails. You are likely to get a lot of spam on this email account so make sure the program you choose has good junk mail filters. Once you begin getting survey requests choose the ones that pay the best and are well suited to your knowledge. You might invest in an auto fill program to help make filling out the standard data on each form go by faster.

Take time to read each survey and answer the questions completely. Better companies are looking for good answers on their surveys. Once they know that they can depend on you for good, complete answers they will repeatedly give you surveys to complete. If you do this you will quickly have a stockpile of surveys from companies that pay well and on time. You should also have a goal set regarding how much money you want to make. By working hard and filling out surveys well you can easily reach this goal.

Keep good records of the surveys you fill out and when you get paid for them. No one wants to work for free, but it can happen easily if you are not tracking your surveys. Stop doing business with companies who do not pay. There are many companies out there willing to pay good money for your work so do not waste time with those who take advantage of you.

The success of your survey work depends on how much and how hard you choose to work. Once you have figured out which companies pay well and which surveys are best for you develop a system that helps you fill them out quickly and easily. Be sure to answer all questions completely. This will be easier for you to do if

you are doing surveys whose topics interest you. Once you have established yourself as a quality survey worker you will have more choices when it comes to which surveys you complete. Try to only work with companies who pay in cash rather than those that pay you in products or worse, those that enter you in a sweepstakes instead of any actual payment.

Survey work is a good way to work from home. It requires no extra equipment or skills. All you have to have is a good work ethic and dedication to making money. If you have those things you will be able to make as much money as you choose.