

## Get paid to take online surveys 1

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Gone are the days when all people thought of employment was working in an office, from 9am to 5pm, and come back home tired and drained out. Today, there is much more to working, than being cooped up in an office, one can choose to work from home, or run a home based business. They have complete freedom to take the road less taken, along with some risk, which just might pay off. Similarly, others can sign up so they get paid to take online surveys. Surveys are conducted by companies to understand the market and the audience, so these surveys help them do the study with minimal investment.

For surveys that are simple and short, the money paid could be about \$10-\$20, whereas for longer ones, namely online focus groups, it could go upto \$200. The amount of information gathered, the size of the sample group all determine how much is paid to the participants. All they need to do is register with one of the online surveys website, and fill out these paid online surveys as and when they are sent across. Online market research is another option that many people take up, since it gives them the liberty of working from home, and for some it becomes their home based business. They create a database of friends and others they know of, get them all roped in, and carry out research for various companies.

What proves to be lucrative in all these online surveys and market research is that when a person decides to work online, they put in as much effort if not more into their work. These paid surveys are proof enough that participants are willing to devote an hour or more everyday, just to complete a survey form with full commitment, so they earn their income after every project.

Some of the online survey websites have the option of the user taking on a mystery shopping job. Mystery shopping is where the participant agrees to go to various retail outlets, and inspect the products on display and gives feedback based on certain preset parameters. They need to check the performance and responsibility of various stores, restaurants, service stations and other service industry based outlets. They act as secret web shoppers, who are trained on the job and then start receiving mystery shopping job assignments. Their task could be as simple as sitting outside a fast food joint or trying out a product from a leading store. Whatever be the task, they need to complete it within stipulated time and can make money online.

It is visible that there are various options available for people who are ready to put in some effort, and who are willing to try online surveys or other work from home businesses. This could well become the way of the future, with more and more people leaning towards this system of earning good income. Online opportunities are taking over office jobs, making way for more businesses to spread their wings.

### About the Author

Alan Carr is author of this article on [Market Research](#). Find more information about [Mystery shopping](#) here.

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