



Google Consumer Surveys 2012 Election Insights

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www.google.com/insights/consumersurveys

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Microsurveys are Inline to Content

article preview

introductory messaging

microsurvey

publisher-defined alternate action

hidden/elided content

NYC Board of Health approves ban on sale of sugary drinks over 16 ounces

Ban will apply in fast-food joints, movie houses, Broadway theaters, workplace cafeterias and most other places selling prepared food

BY TINA MOORE / NEW YORK DAILY NEWS
THURSDAY, SEPTEMBER 13, 2012, 11:34 AM

The size of your soda just shrank.

The city Board of Health voted Thursday to ban super-sized sugary drinks at restaurants and concession stands.

WHY SODA IS A THREAT TO PUBLIC HEALTH

Unless blocked by a judge, the ban will go into effect in six months....

DAILY NEWS
Help keep the New York Daily News free by answering this anonymous survey.

Help keep websites free: answer a question on the Daily News

question 1 of 2:
Are you a professional web designer?

Yes

No

Show me another question

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Google Consumer Surveys in 2012 election

Pollster Accuracy and Bias, 2012 Presidential Election

Likely Voters Polls in Last 21 Days of Campaign
Minimum 5 Polls

Pollster	# Polls	Avg. Error	Bias	Mode	Cell?
IBD / TIPP	11	0.9	R +0.1	Live Phone	Yes
Google Consumer Surveys	12	1.6	R +1.0	Internet	N/A
Mellman	9	1.6	R +0.0	Live Phone	Yes
RAND Corporation	17	1.8	D +1.5	Internet	N/A
CNN / Opinion Research	10	1.9	R +0.6	Live Phone	Yes
Ipsos / Reuters (online)	42	1.9	R +1.4	Internet	N/A
Angus Reid	11	1.9	R +0.8	Internet	N/A
CVOTER International / UPI	13	2.0	R +2.0	Live Phone	??
Grove Insight	18	2.0	R +0.1	Live Phone	Yes
SurveyUSA	17	2.2	R +0.5	Robodial	Yes
Quinnipiac	5	2.3	D +0.3	Live Phone	Yes
Marist	11	2.5	R +1.0	Live Phone	Yes
YouGov	30	2.6	R +1.1	Internet	N/A
We Ask America	9	2.6	D +0.1	Robodial	No
Public Policy Polling	71	2.7	R +1.6	Robodial	No
Gravis Marketing	16	2.7	R +2.7	Robodial	No
JZ Analytics*	17	2.8	R +0.1	Internet	N/A
Washington Post / ABC News	16	2.8	R +2.7	Live Phone	Yes
Pharos Research Group*	14	4.0	D +2.5	Live Phone	No
Rasmussen Reports	60	4.2	R +3.7	Robo + Internet	No
American Research Group	9	4.5	R +4.5	Live Phone	Yes
Mason-Dixon	8	5.4	R +2.2	Live Phone	Yes
Gallup	11	7.2	R +7.2	Live Phone	Yes



Three lessons learned from the 2012 election

- Screening likely voters does not need to be a 10 question process
- Forcing respondents to pick a candidate isn't necessary
- Search data reflects user demographics, not necessarily voting behavior

Likely Voters

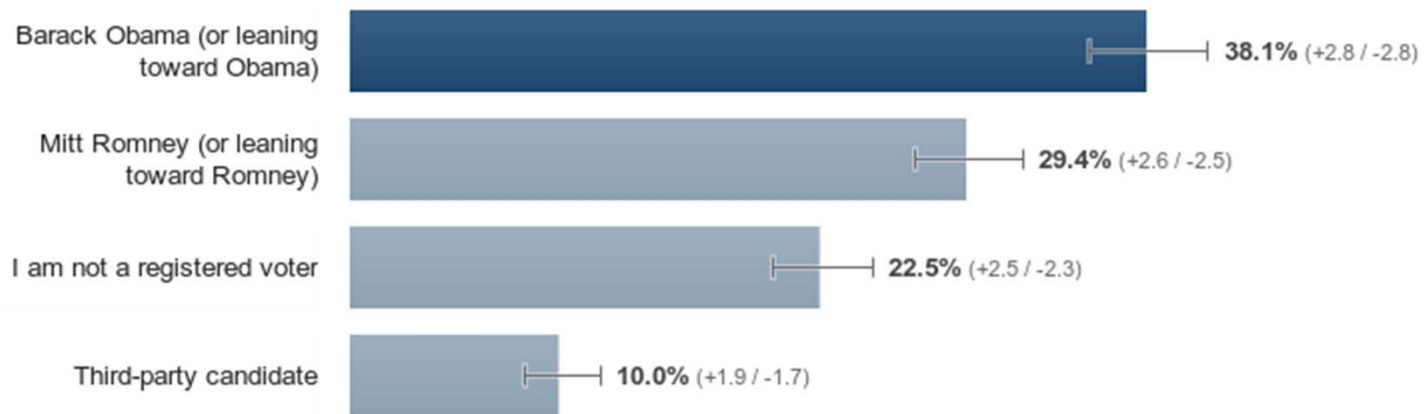
The one question approach

SINGLE ANSWER

Suppose the presidential election were held today. Who would you be **more likely** to vote for:
(if unsure, who are you leaning toward?)

Results for respondents with demographics. Weighted by Age, Gender, Region. (1306 responses)

Order statistically significant.



Part 1

Part 2



SINGLE ANSWER

Do you currently have a landline telephone in your house?

Results for respondents with demographics. Weighted by Age, Gender, Region. (4085 responses) ?

Order statistically significant. ?



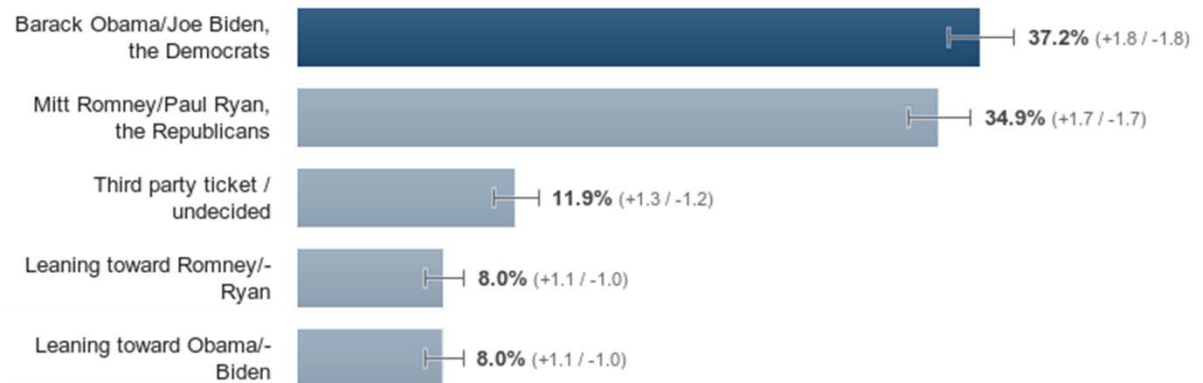
SINGLE ANSWER

Suppose the presidential election were held today. **Who would you be more likely to vote for:**

(if unsure, who are you leaning toward?)

Results for respondents with demographics. Weighted by Age, Gender, Region. (3252 responses) ?

Winner statistically significant. ?



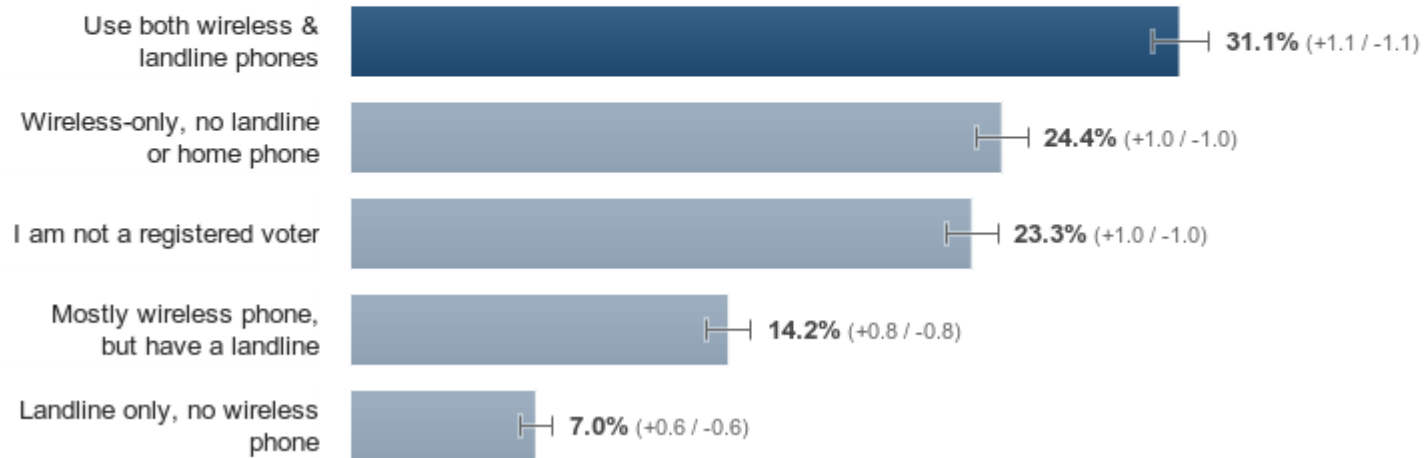


SINGLE ANSWER

If you are a registered voter, which of the following best describes your household's wireless and landline phone usage?

Results for respondents with demographics. Weighted by Age, Gender, Region. (8023 responses) ?

Winner statistically significant. ?

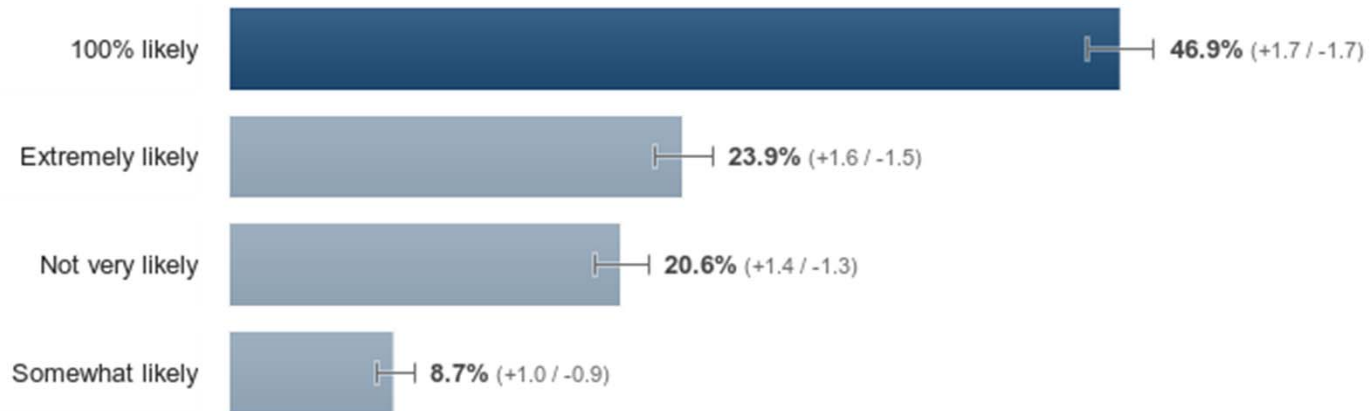


SINGLE ANSWER

How likely are you to vote in this year's Presidential election in November?

Results for respondents with demographics. Weighted by Age, Gender, Region. (3599 responses) ⓘ

Order statistically significant. ⓘ



Mode effects on candidate choice

The percentage of undecided voters does not remain constant throughout the election cycle.

Typical RDD Horse race interview (paraphrased)

Interviewer: Who are you most likely to voter for?

Respondent: I don't know

Interviewer: Well, who are you leaning towards?

Respondent: I'm not sure

[Maybe a little more back and forth]

Only after this discussion does the interview mark the user as undecided.



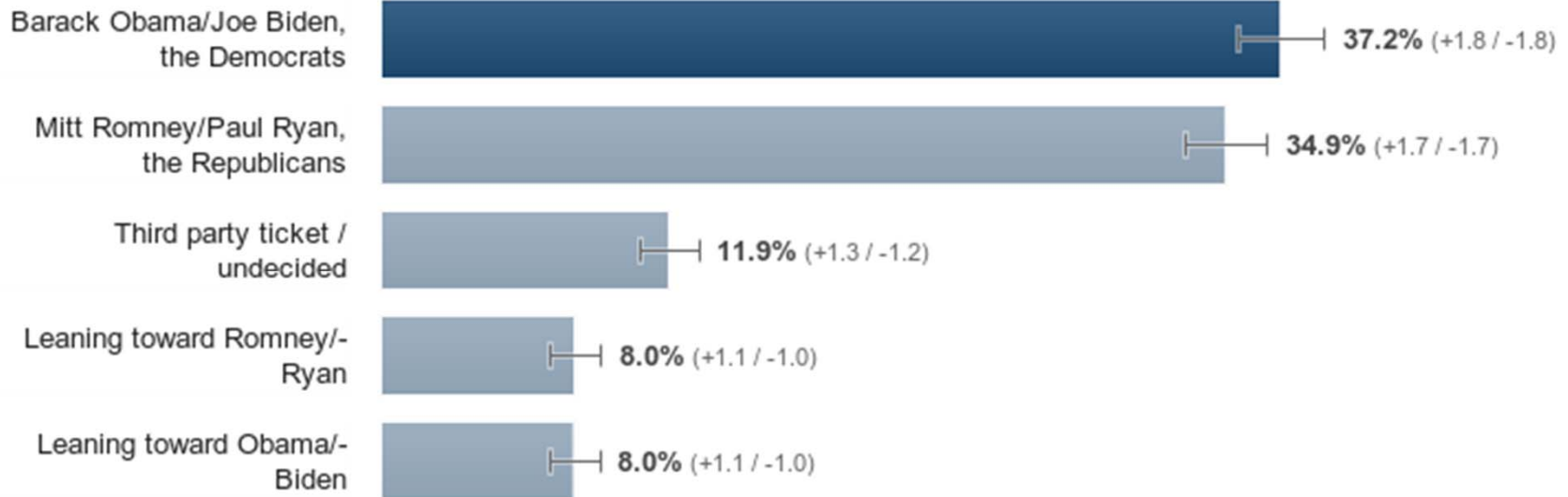
SINGLE ANSWER

Suppose the presidential election were held today. **Who would you be more likely to vote for:**

(if unsure, who are you leaning toward?)

Results for respondents with demographics. Weighted by Age, Gender, Region. (3252 responses) ?

Winner statistically significant. ?





Search Traffic

Limited use in determining outcome



SEARCH INTEREST IN **OBAMA** & **ROMNEY**

TOP 4 STATES SEARCHING for OBAMA

VERMONT

NEW HAMPSHIRE

OHIO

VIRGINIA

TOP 4 STATES SEARCHING for ROMNEY

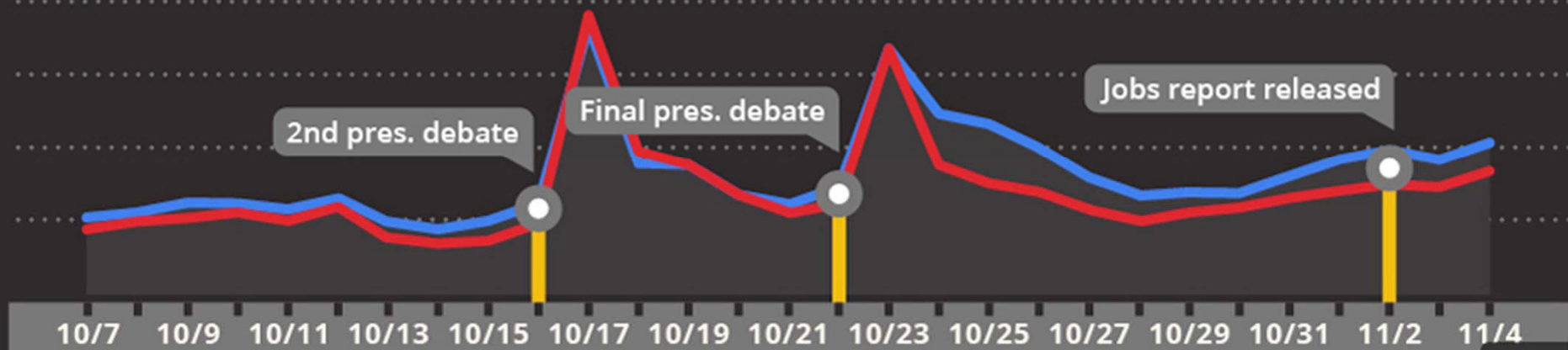
VERMONT

UTAH

OHIO

NEW HAMPSHIRE

GOOGLE SEARCH INTEREST IN **OBAMA** AND **ROMNEY** OVER THE LAST 30 DAYS



#googlepolitics

Based on Google Search interest in Obama and Romney over the last 30 days
Data sourced from Google Trends on 11/5/2012





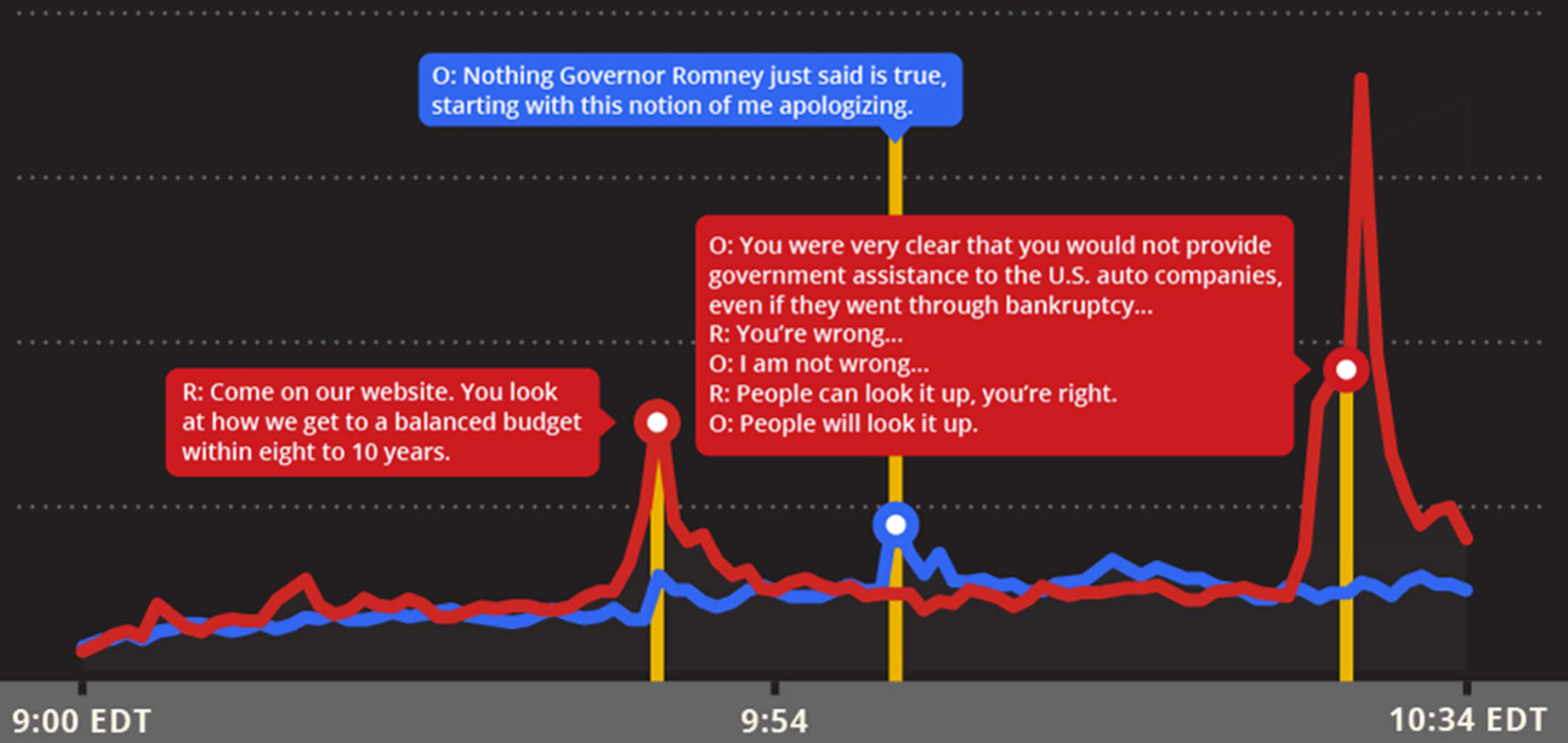
Search Demographics vs. Census

Demographic	Search	Census (CPS)	Diff
Female	51.48%	51.1%	0.38%
Male	48.52%	48.9%	-0.38%
18-24	20.03%	13.20%	6.83%
25-34	25.30%	18.70%	6.60%
35-44	17.25%	19.10%	-1.85%
45-54	16.91%	20.50%	-3.59%
55-64	12.68%	16.00%	-3.32%
65+	7.84%	12.50%	-4.66%



SEARCH INTEREST IN **ROMNEY** & **OBAMA**

During the Final Presidential Debate on October 22
in Boca Raton, Florida



#googlepolitics

Based on Google Searches for Obama and Romney
from 9:00 P.M. EDT to 10:34 P.M. EDT on 10/22/12

Google

|| Perhaps it won't be long before Google, not Gallup, is the most trusted name in polling. ||

-Nate Silver



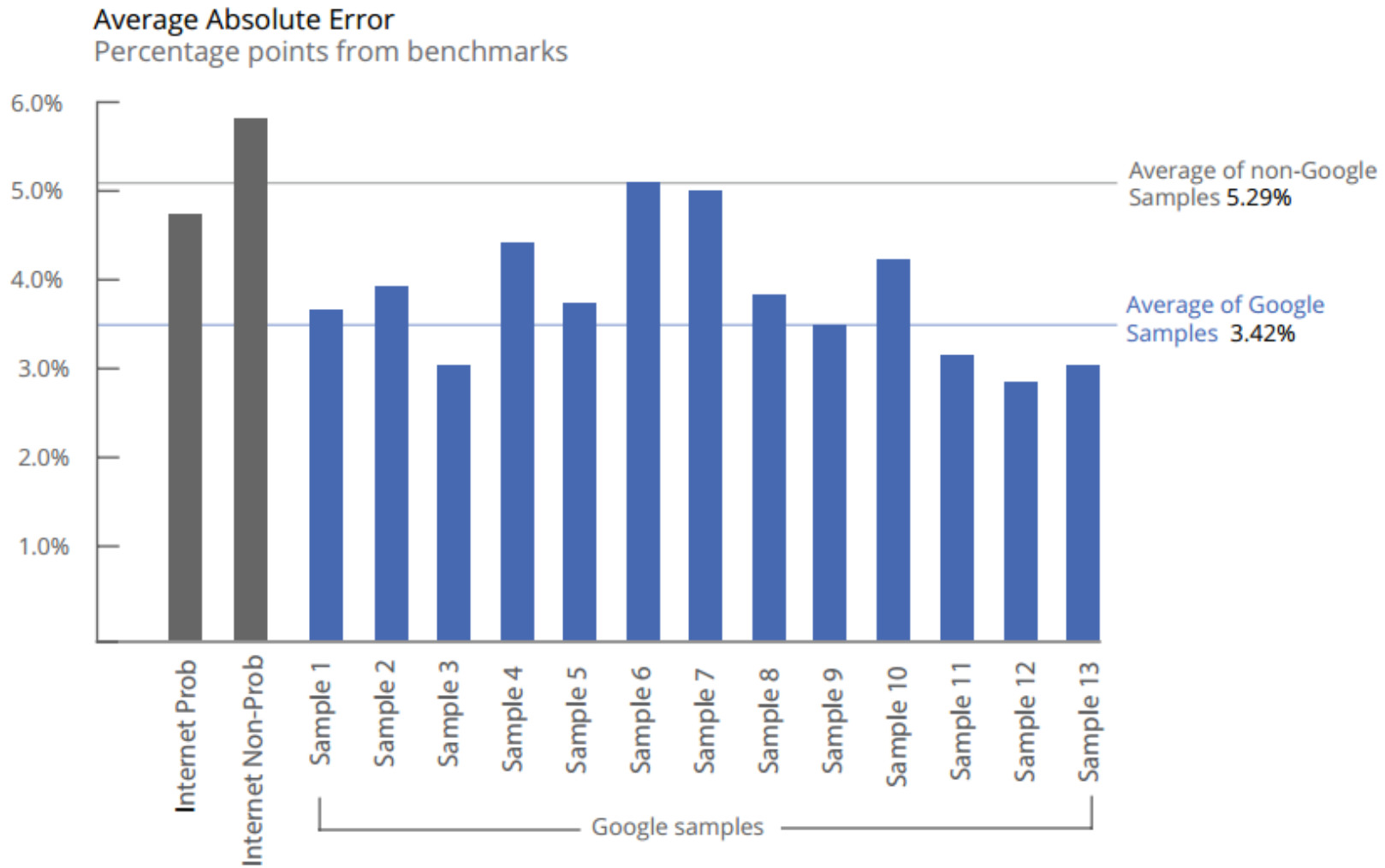
Google consumer surveys

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<http://goo.gl/Fu2Ed>

Appendix

How do you know the results are valid?





Wait, Only One Question!?

Yes, and here's why

- Shorter surveys allow for a better respondent experience, resulting in more accurate data
- 20-30% response rates enable faster results and decisions
- Multi-question surveys gather data from larger respondent pools

Taking advantage of “one at a time”

- Each question in a survey is distributed to near-identical respondent groups, enabling easy comparisons across questions
- Rapid research turnaround allows for faster iteration and more informed investigation