



Google consumer surveys

REAL-TIME RESEARCH IN A CONNECTED WORLD

Keeping up with faster,
savvier, more informed
consumers.

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CONSUMERS ARE...

VOTERS

CITIZENS

PEOPLE

critical
analytical
international
nimble
revolutionary
different
connected
dynamic
unconventional
opportunistic
worried
cutting back
unique
fickle
untraditional
smart
skeptical
global
changing
developing
bleeding-edge
advanced
seasonal

I VOTED AND I'M *STILL* UNDECIDED!

**VOTE
HERE**

**EXIT
POLL**

ZMOT



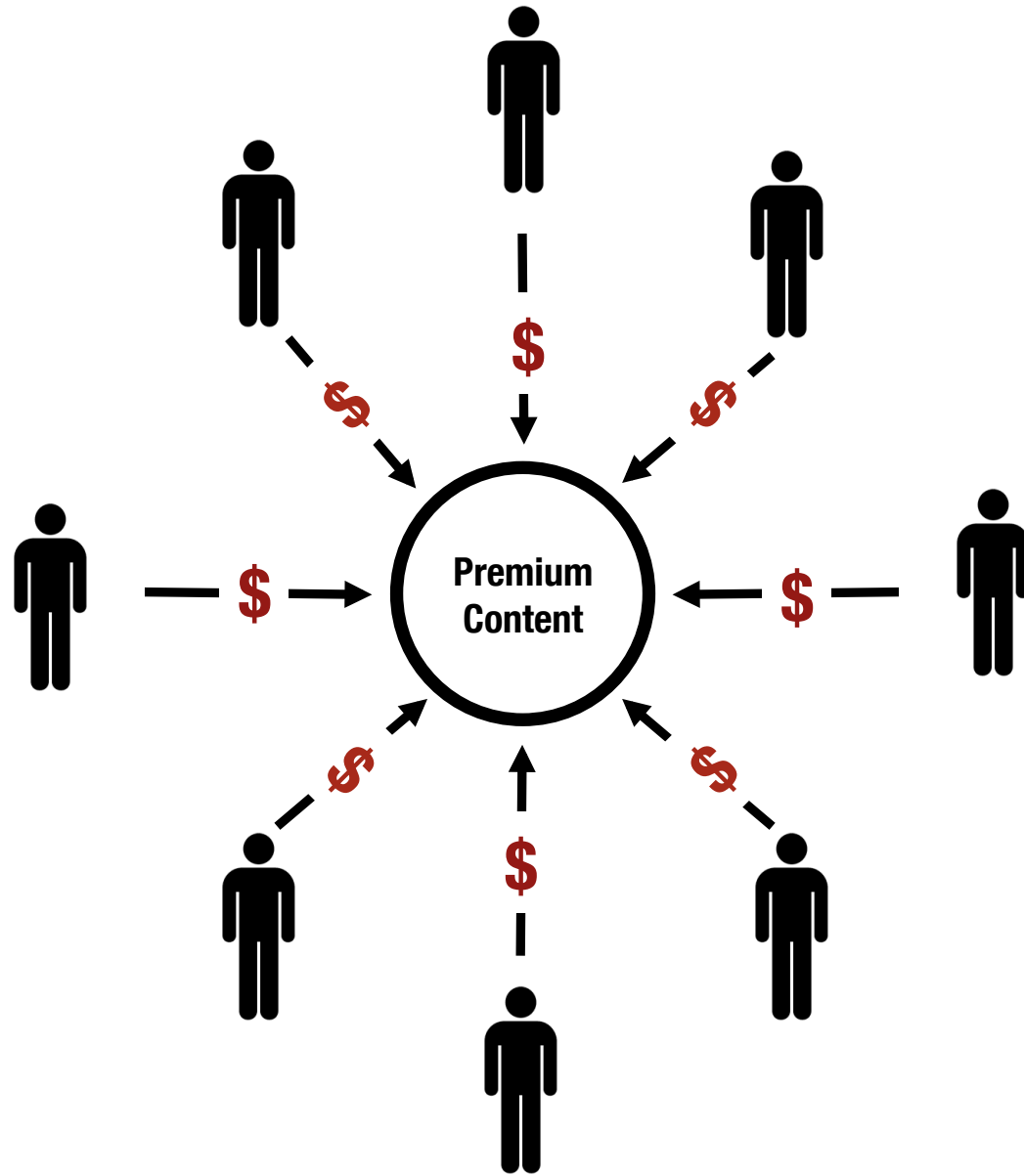
HOW CAN RESEARCHERS **KEEP PACE** WITH CONSUMERS?



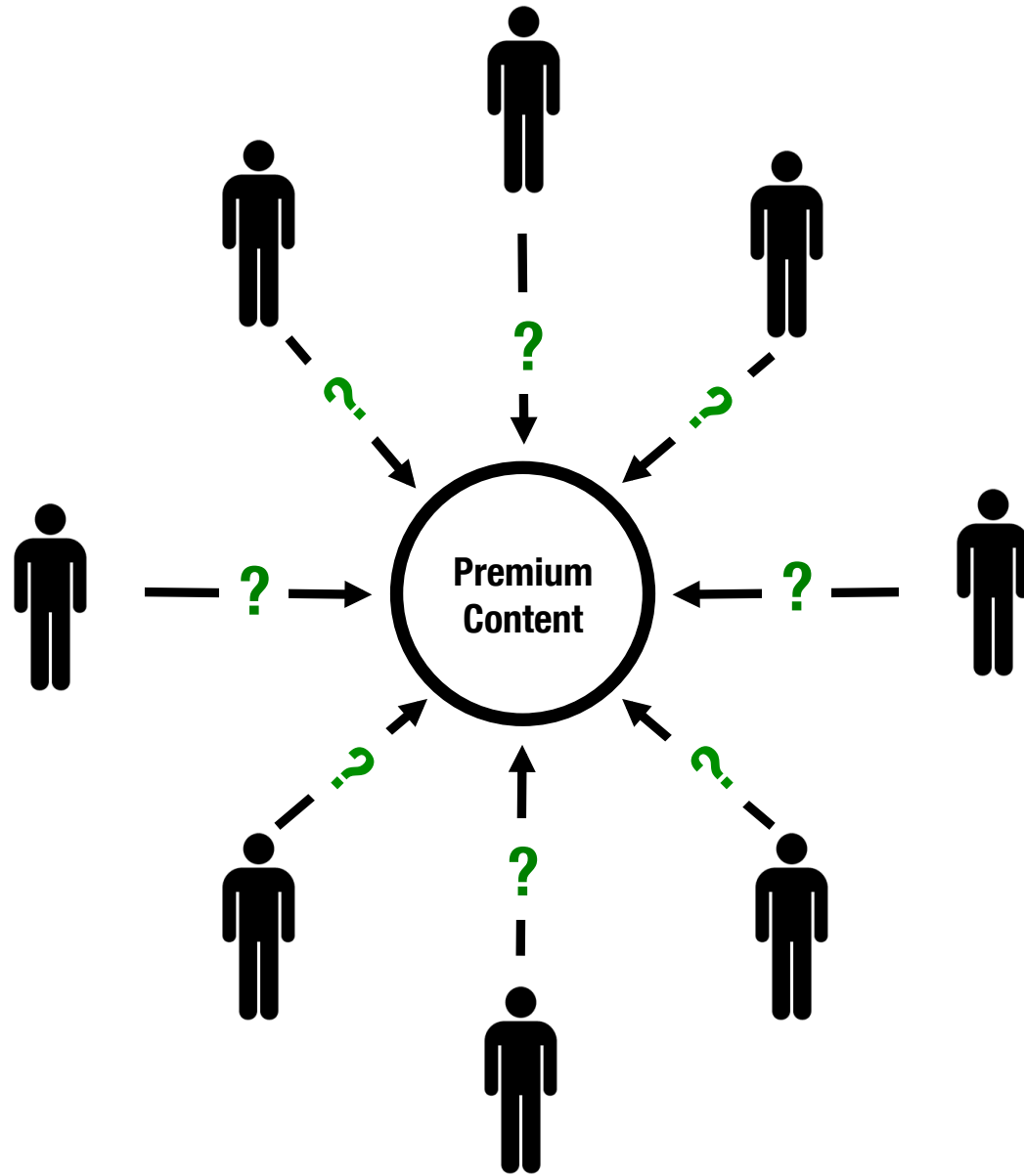
A brief history of survey methods.

REIMAGINING ONLINE RESEARCH

BY PUTTING THE RESPONDENT FIRST

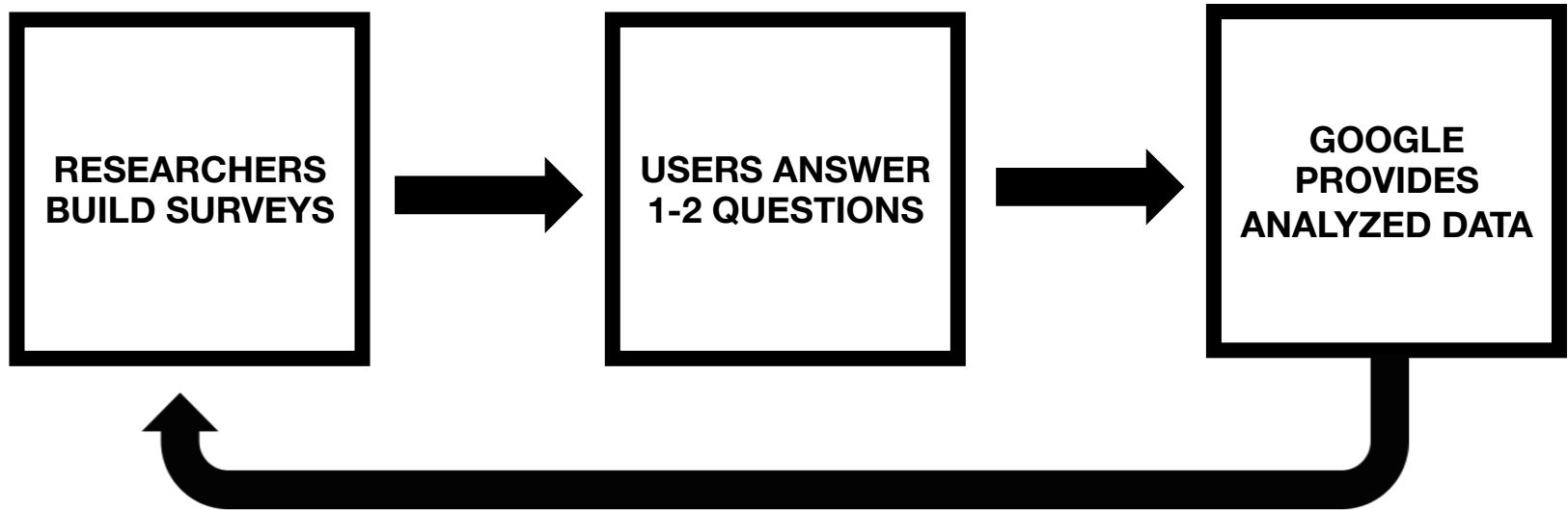


User access to premium content is limited by pay walls.



Users exchange answers for free access to premium content.

SURVEY CREATION & DELIVERY



- BROWSING BEHAVIOR
- + IP LOOKUP
- + CENSUS DATA
- + SCREENING QUESTIONS

DEMO, GEO & SEGMENTATION

Technology & innovation can **expand survey reach** exponentially.

A solid black silhouette of the United States map, including Alaska and Hawaii, serving as a background for the text.

**~3 MILLION
RESPONDENTS
IN THE LAST MONTH.**

36

HOURS

**THOUSANDS OF
REPRESENTATIVE
RESPONSES**

**FAST, OR ACCURATE,
BUT NOT BOTH. *RIGHT?***

“ON TWO MEASURES OF SOCIAL AND POLITICAL ENGAGEMENT, GOOGLE RESULTS WERE CLOSER TO THE ESTIMATES OF THE CPS ENGAGEMENT SUPPLEMENT.”

“THE MEDIAN DIFFERENCE BETWEEN 43 RESULTS OBTAINED...WAS 3 PERCENTAGE POINTS.”

-PEW RESEARCH CENTER METHODOLOGY PAPER

**SHORT SURVEYS =
LIMITED INSIGHTS. *RIGHT?***

“THE GOOGLE POLL WAS ALMOST PERFECT, MUCH BETTER THAN THE GALLUP POLL...PERHAPS IT WON'T BE LONG BEFORE GOOGLE, NOT GALLUP, IS THE MOST TRUSTED NAME IN POLLING.”

-NATE SILVER, NYTIMES FIVE THIRTY EIGHT BLOG

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

* Not used in FiveThirtyEight forecast.

WHERE WE GO FROM HERE

- Reinvent tracking
- Iterative research
- Mobile capabilities
- International scale
- Stay ambitious!