Google

Google consumer surveys

Overview

- Reach a validated, representative sample in as little as 48 hours
- Gather real-time insights and track trends over time
- Segment and target demographically

Pricing

- $0.10 per complete for a single question
- $1.10 - $3.50 per complete for 2 - 10 questions at a time

To learn more, visit:
www.google.com/insights/consumersurveys

Finally. A nimble way to track your brand.

It's no secret: your brand tracker is a behemoth, and likely runs very infrequently - especially in the age of the internet where perceptions change with every status update. Or perhaps you've never tracked your brand before, and are unsure about how to start. Tracking your brand with Google Consumer Surveys is easy to design, implement, and - most importantly - understand. Whether you want to run five questions on a weekly basis, or two hundred monthly, you can get an accurate pulse whenever you need it.

## Over 10 question types, for all your tracking needs

Our simple online survey creator gives you the flexibility to add and edit your questions whenever you want. With over 10 different question types, including images and open-ended, you can cover both unaided and aided awareness questions, gauge your consumer's familiarity and satisfaction with your brand, or understand their likelihood to recommend it. Open-ended questions ask respondents to type in answers instead of picking from a predefined list. Names that pop into a consumer's mind first may be more likely to enter into their consideration when making purchase decisions.

When thinking about car manufacturers, which one comes to mind first?

Easy to start and easy to manage

Once you've added your questions, you'll simply choose how often you'd like them to run. Just like all survey types, you'll be able to watch the results roll in, automatically tabulating, with full demographic segmentation. Easily share your results with a single click. The timeline view gives you a visual representation over time, so you can easily see fluctuations and flip through each survey run. For open-ended questions, Google automatically categorizes answers by sentiment and synonym, reducing the burden researchers face when attempting to organize thousands of responses.

Which store would you visit first for a new computer?
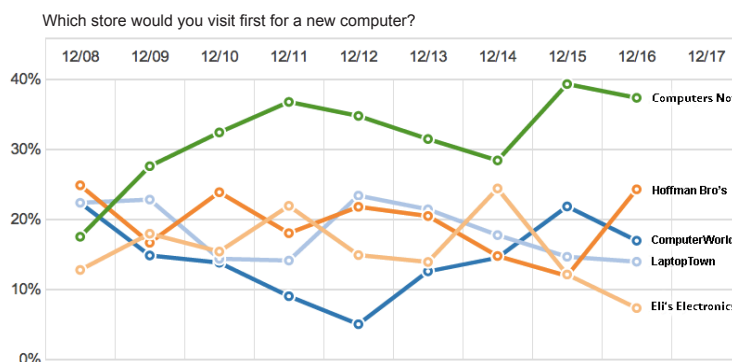
Ready to get started?

Sign into g.co/consumersurveys with your Google account.