

Overview

- Create smarter surveys by breaking studies into smaller chunks
- Each respondent only answers up to 10 questions in a survey
- Analyze data using common filter questions and inferred demographics for cross-tabs

Getting Started

Contact the Google Consumer Surveys team at GCSprojects@google.com for help with your first modular project.

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



Creating smarter, modular surveys

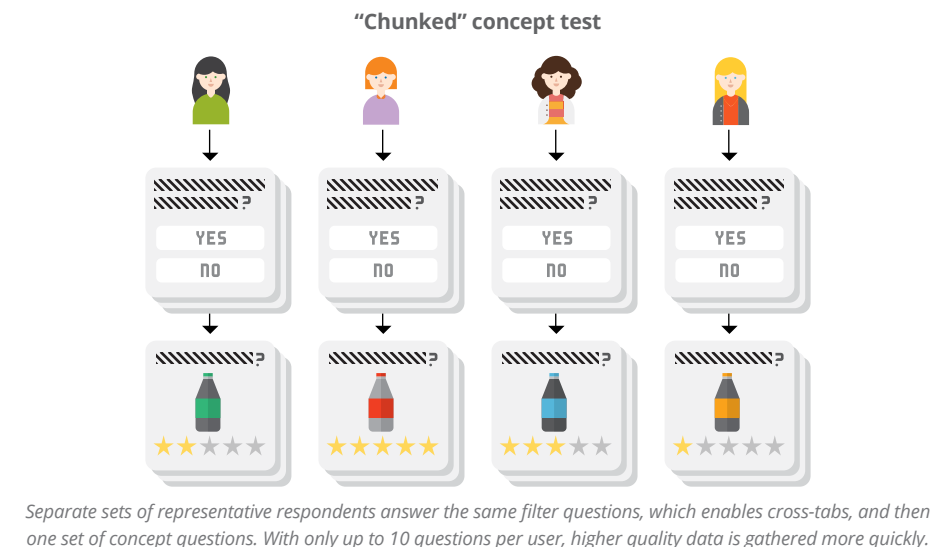
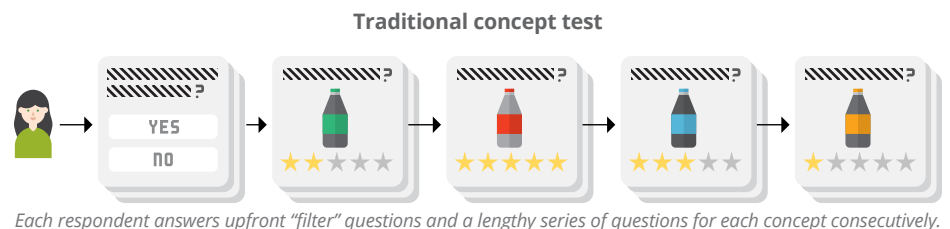
For decades, researchers have relied on surveys 40, 50 and even 100+ questions long, despite poor respondent experiences and documented data flaws. Billions of dollars have been invested in creating panels to find consumers willing to answer these cumbersome surveys. Google Consumer Surveys helps researchers leverage shorter, modular surveys to improve quality, speed and affordability.

It's time for a survey diet

65%¹ of suppliers believe that online panel sample quality is worse than the industry acknowledges, and studies have shown that shorter surveys “provide better data due to reduced fatigue effects.”² Long surveys deter consumers from participating, so the resulting data is less representative and takes longer to gather. Modular, or “chunked,” surveys improve the respondent experience, quickly generating higher quality data, with the same full cross-tabs & analysis capabilities.

Portion control: all the data you need, in smaller chunks

Google Consumer Surveys solves this problem for researchers, enabling them to conduct modular studies using a non-panel methodology. The result is shorter surveys and improved response rates. Here is an example, comparing a traditional survey experience to the new, modular approach:



Establishing a healthier survey routine

The “chunked” survey approach also translates to nearly every research arena: brand tracking, customer satisfaction, shopper insights, and more. Google Consumer Surveys can work with your organization to adopt a leaner survey approach and leverage higher quality data, shorter project times, and more efficient budgets.

¹ Spring 2012 GRIT Report Survey.

² “Modular Survey Design,” LightSpeed Research, March 2013.