Google™

A new approach to online market research

Overview

- Reach a validated, representative sample in as little as 24 hours
- Gather insights, track trends, and model consumption behavior in real-time
- Segment and target demographically

How it works

1. You ask up to 10 questions at a time
2. People across the internet respond in exchange for access to high-quality content.
3. You get aggregated and analyzed results in a simple online interface.

Pricing

- $0.10 per complete for a single question
- $1.10 - $3.50 per complete for 2 - 10 questions at a time
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To learn more, visit:
www.google.com/insights/consumersurveys

Whether you need to pre-test a marketing campaign, prioritize new product initiatives, or even gauge a reaction about a recent event, real-time consumer insights can be a valuable tool. Now, with Google Consumer Surveys, you can easily conduct market research or even automatically track your brand to inform important business decisions.

Real-time access to your target consumer
With Google Consumer Surveys, write your own survey questions online, and choose to target either the entire US internet population or a custom audience: 25-34 year olds, people who live in California, just women—you name it. Automatically field a validated, representative sample of respondents whenever you want it.

Survey users as they browse the web
Unlike traditional survey methods, our respondents are everyday people browsing the web who come across your questions as they seek out high-quality online content, such as news, entertainment and reference sites. These users answer up to 10 questions in exchange for access to the content, allowing for a better respondent experience, over 20% response rates, and more accurate data.
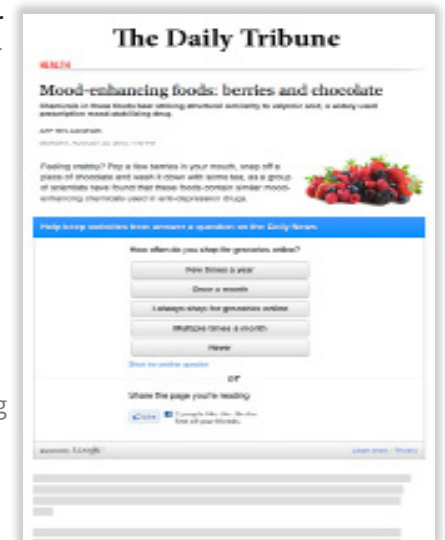
Automated analysis meets validated methodology
Google automatically aggregates and analyzes responses, providing the data back to you through a simple online interface. You'll find interactive histograms, clickable demographic segmentation and comparisons, and statistically significant insights—all easily sharable with your colleagues. Results appear as they come in, with full survey completion within days.

Interested in trying Google Consumer Surveys?
Visit www.google.com/insights/consumersurveys to get started. You can easily pay online with a credit card, or contact sales to set up invoicing for your company.