

Google Surveys

Get custom market research at scale

Quick, accurate insights from real people

Whether you're looking to test creative campaigns, collect important information, or gauge reactions to a recent event, consumer insights are critical. Surveys offers the tools to get fast, reliable insights from real people across the web — allowing you to make more informed business decisions, understand your marketing impact, and keep a pulse on the health of your brand.

With Surveys, design your survey and define your audience, then get results in a fraction of the time it takes to complete traditional research. With an easy-to-use survey creator and simple sharing features, everyone at your organization can use Surveys to understand your customers better.

Surveys gives you a quick, cost-effective way to gain valuable insights into your preferred audience. Gather the information you need to make smarter business decisions.

How it works:



Ask your questions online



People across the internet respond in exchange for access to high-quality content or Google Play credit



Get aggregated and analyzed results in one simple online interface

Surveys lets you choose whether you want to focus on the general population in a country or a more specific, custom audience — for example, 25-to-34-year-olds, people who live in a certain region, a certain gender, or combinations of different segments. You can automatically field surveys to a validated, representative sample of respondents whenever you need to collect further insights.

Survey people as they browse

With Surveys, real people answer your questions as they browse the web. By answering questions, they get access to the premium content they want and you get the insights you need. Respondents see questions from Surveys on high-quality sites, including news, entertainment, and reference publications. They also appear in the Google Opinion Rewards mobile app. Respondents answer up to 10 questions in exchange for access to content or Google Play credit, which helps ensure a better user experience as well as more accurate responses.

Automated analysis meets validated methodology

Surveys automatically aggregates and analyzes the responses, then presents the findings in a simple online interface. Instant, easy-to-digest graphs and charts help you make sense of the material so you can easily share insights with your colleagues. Results appear as they come in, with full survey completion in as few as three days. With these tools, you're able to make better business decisions right away.

Visit g.co/surveys to get started

“We’re able to answer things in real time and it really has given us this power to make decisions in a smarter way.”

– Stacey Symonds, Senior Director for Consumer Insights, Orbitz

About Google Surveys

Google Surveys is a market research tool that helps marketers easily create online and mobile surveys. Surveys takes the guesswork out of understanding your customers. Start surveying real people today and get the answers you need to make informed business decisions. Learn more at g.co/surveys.

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