

## Research that's fast and accurate, at the same time.

### 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

To learn more, visit:

[www.google.com/insights/consumersurveys](http://www.google.com/insights/consumersurveys)

With Google Consumer Surveys, you can get a representative sample of thousands of responses in as little as 48 hours. You might be wondering whether we have to sacrifice accuracy for speed, or how we know this is data you can trust. Here we discuss a few of the ways, from our in-house validation methods, to endorsements and partnerships with reputable names in the research industry.

### Matching up to known government statistics

Before launching in any new market, we run extensive validation studies to ensure we are truly reaching a representative sample. We do this by taking known government statistics, such as "Have you been diagnosed with asthma in your lifetime?", and comparing our results to those of traditional telephone surveys and internet panels. The Consumer Surveys results were found to be the most accurate across three separate measures: average absolute error (distance from the benchmark), largest absolute error, and percent of responses within 3.5 percentage points of the benchmark.



To read the full white paper, visit our website at [google.com/insights/consumersurveys/how](http://google.com/insights/consumersurveys/how)

### Predicting the US Presidential election

For the 2012 US Presidential Elections, we thought we'd put our results to the test in another way: gauging post-debate reactions, understanding the public's position on major issues, and finally predicting the outcome of the election itself. Our results surpassed many well-established and recognized traditional polls. Nate Silver, of the New York Times' FiveThirtyEight blog - who many consider to be the 'high priest' of statistical polling data - concluded that Google Consumer Surveys was the #1 most accurate poll online and the #2 most accurate poll overall.

**"Perhaps it will not be long before Google, not Gallup, is the most trusted name in polling."  
- Nate Silver, The New York Times**

### Methodological analysis from the Pew Research Center

The Pew Research Center, the most reputable name in nonpartisan research, used Google Consumer Surveys to examine the immediate, day-after reactions to the 2012 Presidential election outcome. They are also in the midst of exploring the validity of the tool, particularly as a way of gathering immediate reactions to events and tracking whether those immediate reactions change over time. "The Google Consumer Surveys sample appears to conform closely to the demographic composition of the overall internet population...In addition, there is little evidence so far that the Google Consumer Surveys sample is biased toward heavy internet users."

To read the full study, visit our Election Center at [google.com/insights/consumersurveys/elections](http://google.com/insights/consumersurveys/elections)