

## PRODUCT OVERVIEW

# A new approach to online market research

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

## Access to your target consumer

With Google Surveys, write your own survey questions online, and choose to target either the general population in your country, or a custom audience: 25-34 year olds, people who live in a certain area, 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 on high-quality online content sites, such as news, entertainment and reference sites, or who have downloaded the Google Opinion Rewards mobile app. These users answer up to 10 questions in exchange for access to the content or Google Play credit, allowing for a better respondent experience and more accurate data.

### Fair Use Digital Circulation Strategy Information Overload

*The Work of Art in the Age of Mechanical Reproduction*

Matthew Dodd from the January 16, 2015 issue

Jurgen Habermas R&D Android cops beat The Weekender mathewi Tim Carmody attracting young readers tweets, collaboration tags the medium is the message blog plagiarism horse-race coverage advertising the other longer Book Review...



Privacy put the paper to bed Fuego news.me photo source: proimox/flickr

Answer a quick question to support this site

When shopping for new clothing, which trait do you consider the most important?

- Fabric
- Proper Fit
- Brand Name
- Price
- Color

OR

Show me a different question

Skip survey

Google

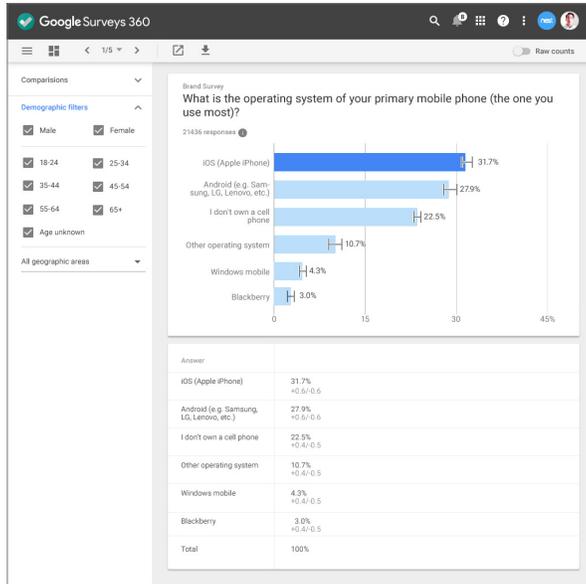
INFO PRIVACY

## Overview

- Reach a validated, representative sample in as little as 48 hours
- Gather insights, track trends, and model consumption behavior quickly
- Segment and target demographically

## How it works

1. You ask your questions online
2. People across the internet and on mobile devices respond in exchange for access to high-quality content and Google Play credit
3. You get aggregated and analyzed results in a simple online interface.



## 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—all easily shareable with your colleagues. Results appear as they come in, with full survey completion within days.

## Interested in trying Google Surveys?

Visit [g.co/surveys](https://g.co/surveys) to get started.

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### About Google Surveys

Google Surveys is a market research tool that enables users to easily create online and mobile surveys in order to help make more informed business decisions. People browsing the web come across the survey questions when they try to access premium content like news articles or videos and publishers get paid as their users answer the questions. On mobile, people answer questions in exchange for credits for books, music, and apps. Google aggregates the responses and insights are automatically created, freeing users from the burden of more difficult analysis. To learn more, visit [google.com/analytics/surveys](https://google.com/analytics/surveys).