

FEATURE BRIEF

Mobile optimized surveys put respondents first

By now you've heard how important mobile is for business, but did you know that by 2017 more than 85%¹ of connected devices will be smartphones or tablets? The largest mobile-specific panel in operation, Google Opinion Rewards, lets you easily reach mobile users with mobile optimized surveys that put respondents first.

Google Opinion Rewards: How it works

Google Opinion Rewards adds a mobile research component to Google Surveys. Android users download the mobile app, provide demographic information about themselves and answer quick surveys about their preferences and behaviors to earn Google Play credit. With Google Surveys, you can easily ask these mobile respondents up to 10 questions at a time.

Maximizing data quality

A portion of all Google Surveys include a percentage of answers given by Google Opinion Rewards respondents. Our validation proved that including these responses improved our overall validation scores of our general population results.

Expanded reach and capabilities

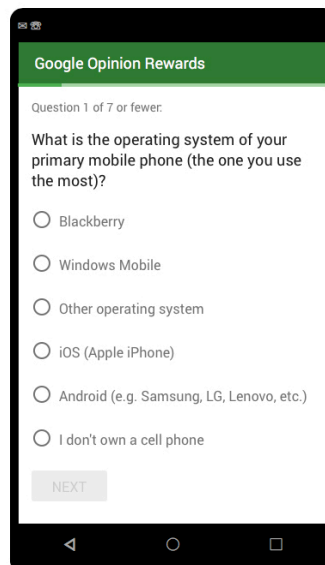
Google Opinion Rewards not only provides access to mobile respondents, it expands the overall capabilities of Google Surveys. Additional targeting options — including language, occupation and custom panels — are made possible by Google Opinion Rewards.

Overview

- Survey mobile respondents, up to 10 questions at a time
- Mobile respondents tend to represent early adopters & heavy technology users
- Language targeting is now available

How it works

1. Target "Android smartphone users"
2. People on our Android mobile app, Google Opinion Rewards, respond in exchange for Google Play credit
3. You get aggregated and analyzed results in a simple online interface





Android Smartphone Users

Compared to the general population, smartphone respondents tend to represent early-adopters and heavier technology users. As a result, the respondent base is comprised of more young, male users than the representative sample fielded by a Google Surveys general population survey.

Interested in trying Google Surveys?

To get started, target "Android smartphone users" in our survey creator. Visit g.co/surveys.

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.

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