

CASE STUDY

# Echelon Insights and Google Surveys: Defining the Republican Landscape



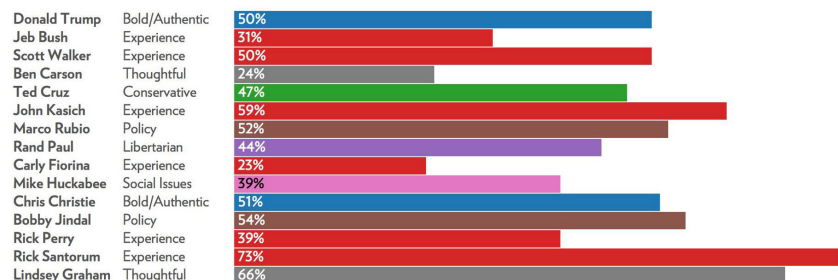
## Redefining How We Poll

The 2016 Presidential Election kicked off with some big questions: Who out of the 17 candidates would represent the Republican Party next year? What is fueling Donald Trump’s widespread popularity? And what defines his base? The field’s saturation made it difficult for pundits to get a pulse of the nation. Echelon Insights, a predictive analytics firm, turned to Google Surveys for answers.

However, better understanding the Republican vote wasn’t the only motive. Google Surveys uses an online/mobile approach as a legitimate polling platform. In a FiveThirtyEight article for *The New York Times*, Google Surveys was ranked as the second most accurate poll in determining the outcome of the last presidential race. There were big learnings following the 2012 elections, not least of which was that traditional polling methods were no longer the “gold standard”. As preferences for online and mobile grow, Google Surveys is in the position to reach audiences that traditional pollsters have been hard pressed to contact.

## What do supporters like most about their preferred candidates?

After asking respondents to tell us why they supported their preferred candidate, we grouped responses into key attributes. For each candidate, below is the #1 attribute cited by a candidate’s supporters, followed by the percentage of the candidate’s supporters who cited it.



N=860 likely Republican primary voters, Aug 3-4, 2015, conducted using Google Consumer Surveys

## About Echelon Insights

Echelon Insights is a new venture that combines the best of opinion research, predictive analytics, and digital intelligence.

## Results

- Echelon Insights leveraged Google Surveys to understand the Republican Primary Electorate, which candidate they support, and what attributes they find attractive in their chosen candidate
- Ballot test going into the first Republican Primary Debate found Donald Trump leading at 32% followed by Jeb Bush at 13%
- Trump supporters overwhelmingly (50%) cite his authenticity and outspokenness as reasons for supporting him
- Support for Trump was strongest among self-described social and all-around conservatives, and weakest with fiscal conservatives

## Understanding the Electorate

Leading up to the first Republican debate of the season, Echelon Insights asked likely Republican primary voters about the candidate they support, their own fiscal/social ideologies, and specific questions geared towards Trump’s supporters. Kristen Anderson, co-founder and partner at Echelon Insights, in



speaking about her experience with Google Surveys, pointed out, “We were able to release our post-debate Google Surveys powered polling much faster than many traditional polling outlets, and almost certainly our research was cheaper to conduct.”

Velocity and value weren’t the only two factors that made Google Surveys stand out to Echelon Insights. Kristen also explained, “With Google Surveys, we were able to have a deeper understanding of things like the appeal of Donald Trump and the way that watching the debate influenced voters.” The team was pleasantly surprised at the survey’s accuracy combined with the depth of analysis given the usual trade-offs they see with speed and low costs. Echelon Insights used the data to publish a series of reports and analysis on the Republican landscape, and plans to employ Google Surveys throughout the election.

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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).