

## PRODUCT OVERVIEW

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

With Google 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 Google 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.



### Overview

- Reach a validated, representative sample in as little as 48 hours
- Gather insights and track trends over time
- Segment and target demographically

### 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 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 Surveys to examine the immediate, day-after reactions to the 2012 Presidential election outcome. "The Google 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 Surveys sample is biased toward heavy internet users."

To read the full study, visit

<http://www.people-press.org/2012/11/07/no-consensus-view-on-election-outcome/>

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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](http://google.com/analytics/surveys).

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