



# Google consumer surveys

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Google Economics  
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# To find out what people really think, just ask the Internet.

When you want answers to your business questions, you need to reach everyday people — not just those who choose to participate in research panels.



People answer questions in exchange for access to premium online content.



Reach thousands of validated, representative respondents.



Get automatically analyzed results in days; not weeks.



Starting at 10¢ per response, iteration is easy and affordable.

article preview

introductory  
messaging

microsurvey

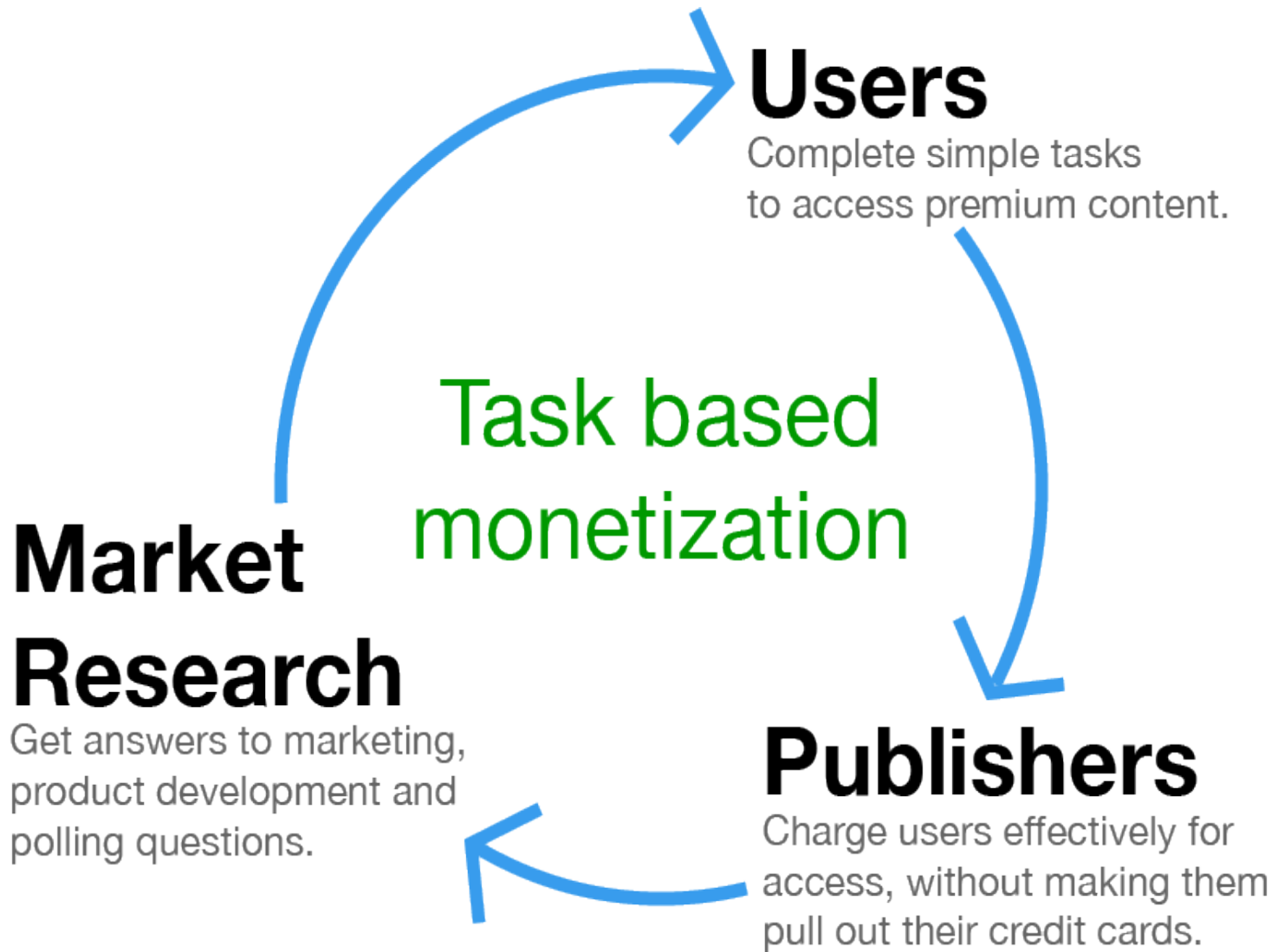
publisher-defined  
alternate action

hidden/elided content

The image shows a screenshot of a news article from the New York Daily News. The article title is "NYC Board of Health approves ban on sale of sugary drinks over 16 ounces". Below the title is a sub-headline: "Ban will apply in fast-food joints, movie houses, Broadway theaters, workplace cafeterias and most other places selling prepared food". The byline reads "BY TINA MOORE / NEW YORK DAILY NEWS" and the date is "THURSDAY, SEPTEMBER 13, 2012, 11:34 AM". The main text begins with "The size of your soda just shrank." and continues with "The city Board of Health voted Thursday to ban super-sized sugary drinks at restaurants and concession stands." A sub-section titled "WHY SODA IS A THREAT TO PUBLIC HEALTH" follows, with the text "Unless blocked by a judge, the ban will go into effect in six months....".

Overlaid on the article is a "DAILY NEWS" microsurvey. The survey header says "Help keep the New York Daily News free by answering this anonymous survey." Below this is a blue bar with the text "Help keep websites free: answer a question on the Daily News". The question is "question 1 of 2: Are you a professional web designer?". There are two buttons: "Yes" and "No". Below the buttons is a link "Show me another question" and the word "OR". Underneath is a section titled "Share the page you're reading" with social media sharing options: "Tweet", "Like", and "Recommend this". At the bottom of the survey is a "powered by Google" logo and a link "Learn more - Privacy".

At the bottom of the article, several lines of text are hidden/elided, represented by grey bars.



# Example: Online Privacy

Report Custom Insights

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

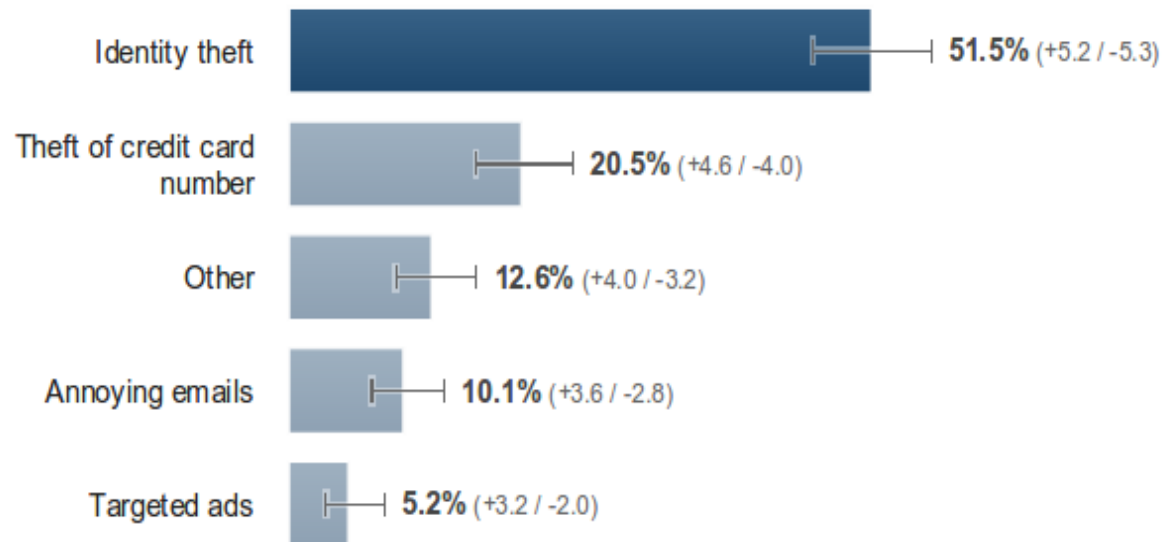
Geography

All of the USA

SINGLE ANSWER

## What aspect of online privacy concerns you the most?

Results for respondents with demographics. Weighted by Age, Gender. (383 responses) ?  
Winner statistically significant. ?



# Validation

## Pollster Accuracy and Bias, 2012 Presidential Election

Likely Voters Polls in Last 21 Days of Campaign

Minimum 5 Polls

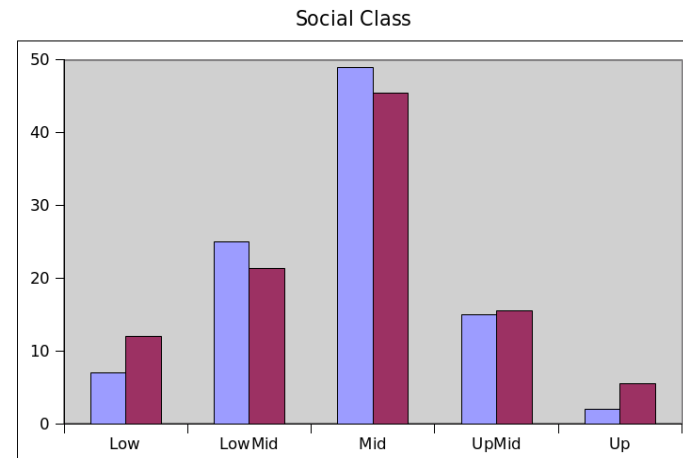
Pollster	# Polls	Avg. Error	Bias	Mode	Cell?
IBD / TIPP	11	0.9	R +0.1	Live Phone	Yes
Google Consumer Surveys	12	1.6	R +1.0	Internet	N/A
Mellman	9	1.6	R +0.0	Live Phone	Yes
RAND Corporation	17	1.8	D +1.5	Internet	N/A
CNN / Opinion Research	10	1.9	R +0.6	Live Phone	Yes
Ipsos / Reuters (online)	42	1.9	R +1.4	Internet	N/A
Angus Reid	11	1.9	R +0.8	Internet	N/A
CVOTER International / UPI	13	2.0	R +2.0	Live Phone	??
Grove Insight	18	2.0	R +0.1	Live Phone	Yes
SurveyUSA	17	2.2	R +0.5	Robodial	Yes
Quinnipiac	5	2.3	D +0.3	Live Phone	Yes
Marist	11	2.5	R +1.0	Live Phone	Yes
YouGov	30	2.6	R +1.1	Internet	N/A
We Ask America	9	2.6	D +0.1	Robodial	No
Public Policy Polling	71	2.7	R +1.6	Robodial	No
Gravis Marketing	16	2.7	R +2.7	Robodial	No
JZ Analytics*	17	2.8	R +0.1	Internet	N/A
Washington Post / ABC News	16	2.8	R +2.7	Live Phone	Yes
Pharos Research Group*	14	4.0	D +2.5	Live Phone	No
Rasmussen Reports	60	4.2	R +3.7	Robo + Internet	No
American Research Group	9	4.5	R +4.5	Live Phone	Yes
Mason-Dixon	8	5.4	R +2.2	Live Phone	Yes
Gallup	11	7.2	R +7.2	Live Phone	Yes

\* Not used in FiveThirtyEight forecast.

## 3<sup>rd</sup> party analysis

Pew Foundation “A Comparison of Results from Surveys by the Pew Research Center and Google Consumer Surveys”

Nate Silver “Which Polls Fared Best (and Worst) in the 2012 Presidential Race”



# How this Changes Surveys

- Anyone can do them
- The cost is dramatically lower
- Results come back in a few hours
- Surveys can be replicated ... or not
- You can measure sensitivity wording

# Rich Question Formats

What color package do you prefer?



How familiar are you with this icon?



Not familiar

Very familiar

How many text messages do you **send** from your phone each day?

Go!

Preview of open-ended numeric



# Inferred Demographics

## Settings for Google Ads

Ads enable free web services and content. These settings help control the types of ads you see.

### Ads on Google



Search



Gmail



YouTube

### Google Ads Across the Web ?



Google Ads Across the Web

Gender

Male [Visit your Google Profile](#)

Male [Edit](#)

Based on your Google profile ?

Age

25-34 [Visit your Google Profile](#)

25-34 [Edit](#)

Based on your Google profile ?

Languages

N/A

English [Edit](#)

Based on the websites you've visited

Interests

Action & Adventure Films, and 4 more. [Edit](#)  
From your previous searches

Air Travel, and 25 more. [Edit](#)

Based on the websites you've visited

# Auto-Generated Insights

Report Custom **Insights**

Top 10

Gender

Age

Geography

Urbanicity

Income

Answer 1

Answer 2

Answer 3

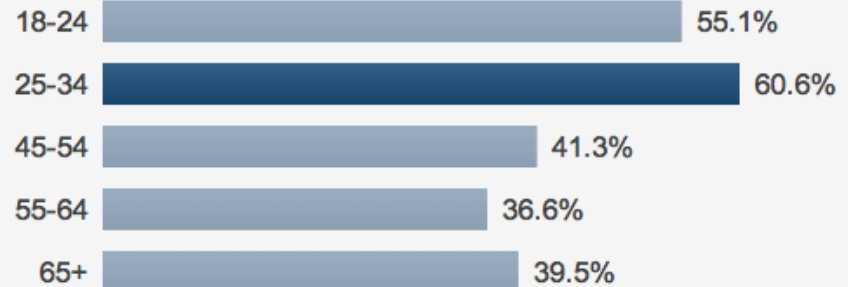
All

SINGLE ANSWER

Regardless of which candidate you support, who do you think did the better job in the debate?

118 insights investigated. 2.4 false discoveries expected on average (p value: 0.02).

Age affected how many people picked **Barack Obama**.



# Partial Ordering

**Report** Custom Insights

Inferred Gender

Sum	Compare
Male	Female

Inferred Age

Sum	Compare
18-24	25-34
35-44	45-54
55-64	65+

Geography

All of the USA

Sum	Compare
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Urban Density

Sum	Compare
Urban	
Suburban	
Rural	

Income

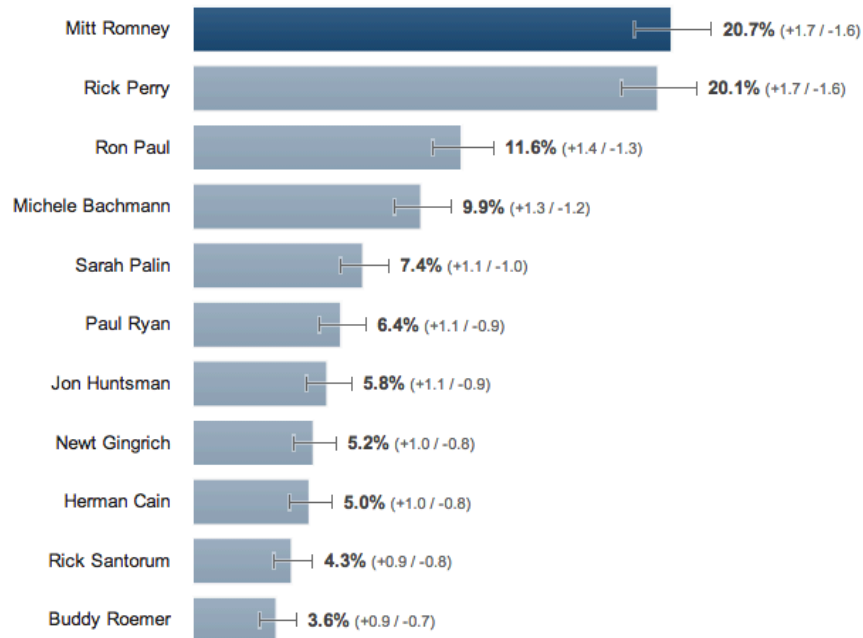
Sum	Compare
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SINGLE ANSWER

Which of the following candidates do you believe is most likely to win the Republican primary?

Results for respondents with demographics. Weighted by US Region. (2423 responses) ⓘ

Confidence too close to call. ⓘ



Note: Only 5 choices were shown to any given respondent. Percentages may not add up to 100%.

Options

Weighted  ON

Percentages  ON

Sort by winner  ON

Answers

- Michele Bachmann
- Herman Cain
- Newt Gingrich
- Jon Huntsman
- Ron Paul
- Rick Perry
- Buddy Roemer
- Mitt Romney
- Rick Santorum
- Sarah Palin
- Paul Ryan

# Underlying Statistics

- Bias adjustment
  - Time of day and day of week
  - Non-response table
- Error bars
- Partial ordering
- And much more!