Idea

funstats is an online platform that allows the discovery of exciting facts about the world. It maintains a large collection of multiple-choice questions. Visitors can give their opinion on the various questions as well as add new questions. Keywords and tags can be used to search for questions on specific topics. The main page of funstats looks like this:

The main difference to typical online survey tools is the fact that funstats is centralized. The site has the one unique URL www.funstats.com and all visitors see the same global list of questions. This makes the evaluations particularly exciting, because every question can be answered by all visitors worldwide. Questions are automatically translated into other languages. Another difference to common survey tools is the fact that a user immediately sees the evaluations after answering each individual question.

Anonymity

An important feature of *funstats* is that visitors remain totally anonymous. A user does not need to set up an account. In order to still create exciting evaluations, *funstats* only needs a few attributes, which the user enters before answering the first question:
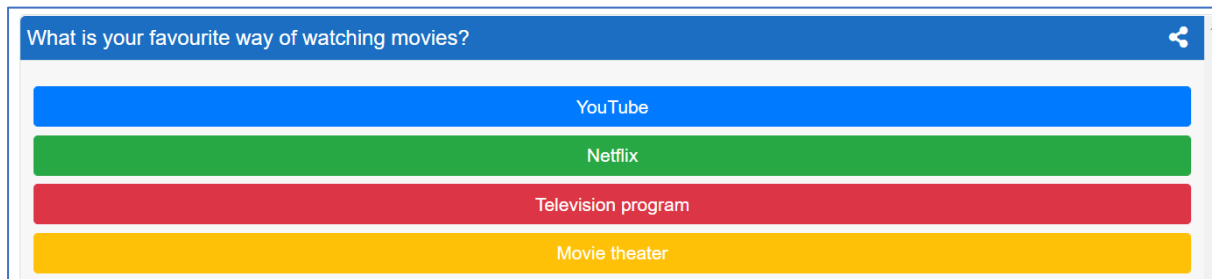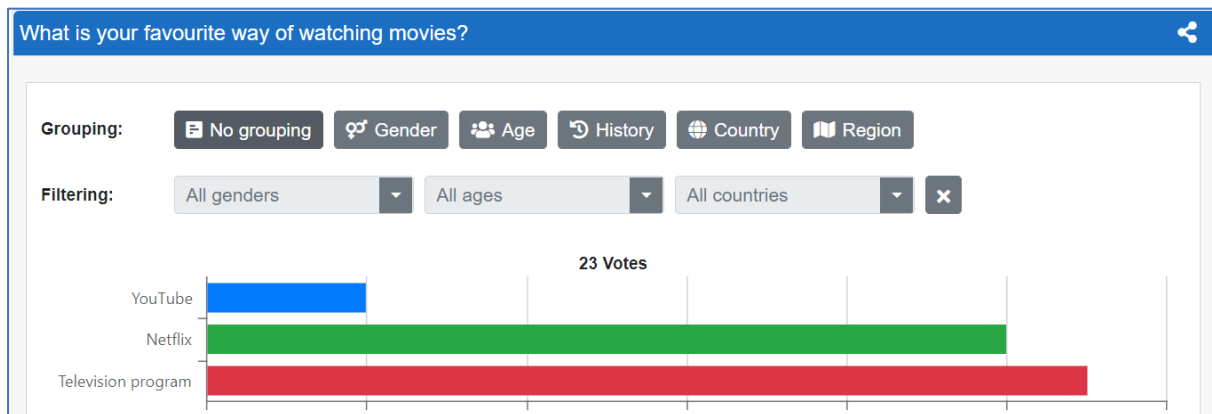

This data is only saved on the user's device (computer, tablet or mobile phone) and can be deleted at any time.
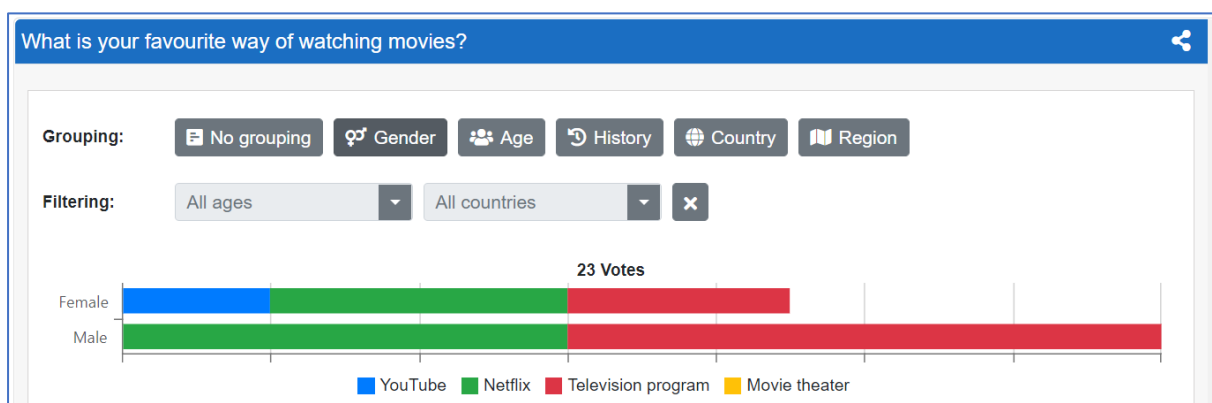
Answering and evaluating questions

If the visitor has found an exciting question, he or she simply clicks on it:

What is your favourite way of watching movies?	❮
YouTube	
Netflix	
Television program	
Movie theater	

If the question has not yet been answered, the visitor can vote. A click on the share symbol at the top right copies a link into the clipboard which leads directly to this question. After choosing an answer, the distribution of all votes is presented:

What is your favourite way of watching movies?

Grouping: No grouping Gender Age History Country Region

Filtering: All genders ▾   All ages ▾   All countries ▾ ✖

23 Votes

YouTube
Netflix
Television program

It gets exciting when the answers are grouped and / or filtered..

What is your favourite way of watching movies?

Grouping: No grouping Gender Age History Country Region

Filtering: All ages ▾   All countries ▾ ✖

23 Votes

Female
Male

■ YouTube ■ Netflix ■ Television program ■ Movie theater

In our example, a higher percentage of men watch the television program - probably because of the sport broadcasts 😊
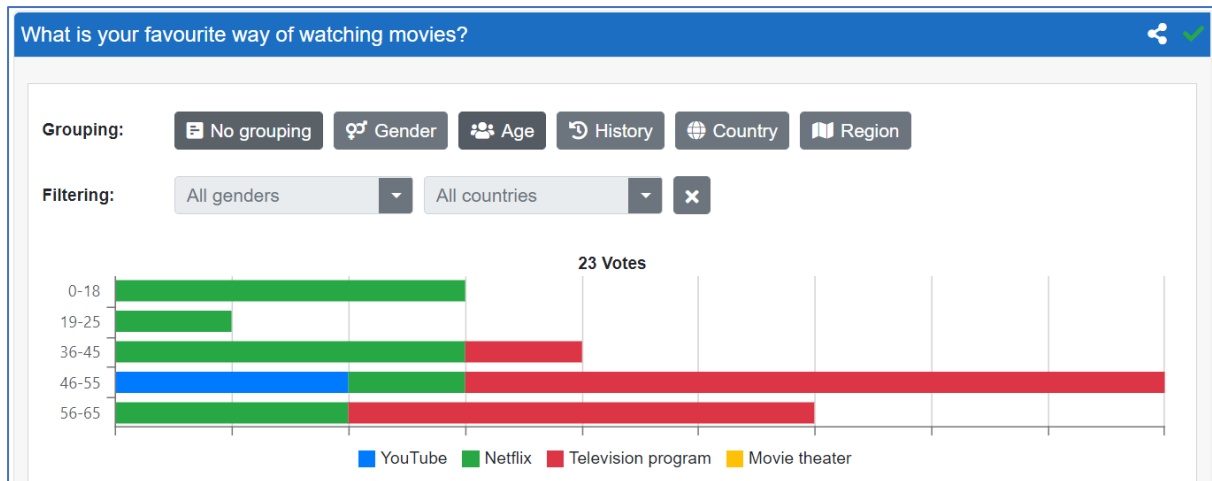
The age distribution is interesting as well. Younger people no longer watch TV programs (at least in the yet small group of participants).
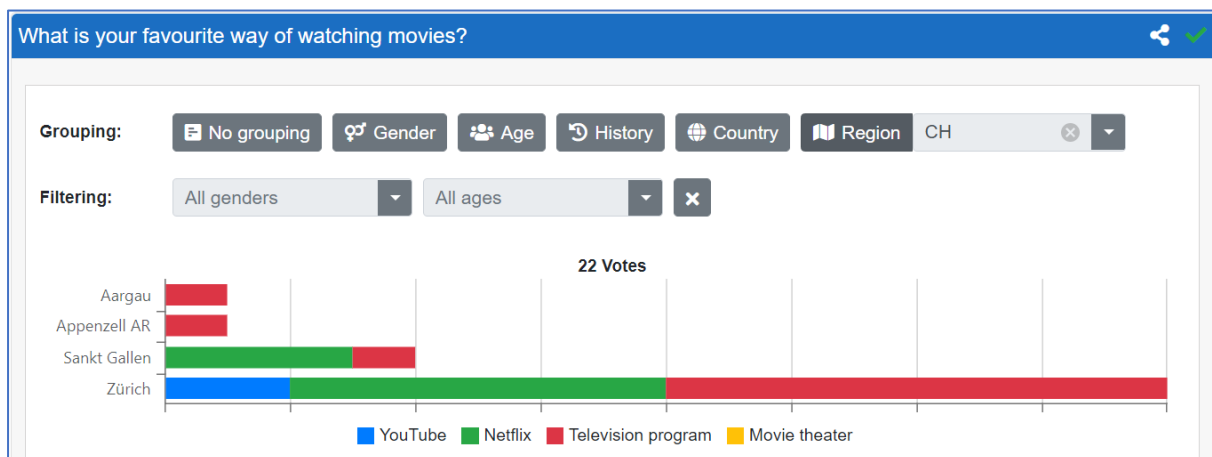
The answers can also be grouped by country or region within a country (here the cantons of Switzerland). The grouping according to time is interesting for political votings:
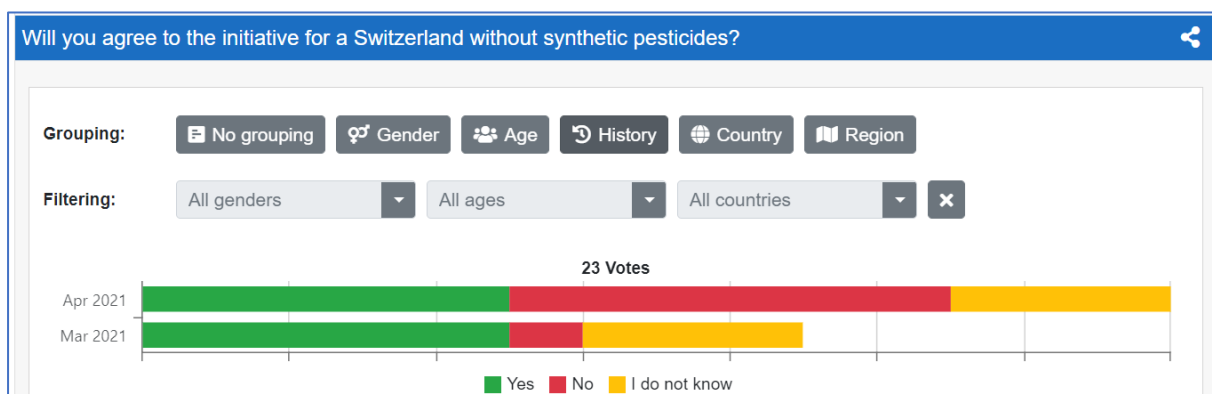
In this case the trend seems to be moving towards a "no". Such a continuous trend analysis is not possible with individual conventional surveys. The results of all groupings can be restricted to gender, age groups countries or regions.

Examples of exciting and entertaining questions and evaluations

- **How often has your house been broken into?** → Which regions in the world are less safe and which are safe?

- **How will you decide on the next vote?** → Yields voting trends over time. Shows the development in different regions of the country

- **Have you already suffered from burnout?** → Are women or men more at risk of a burnout? How about age? Are there more cases in Europe or America?

- **Are you vaccinated against Corona?** → How does the vaccination rate develop over time?

- **How much money do you have in your bank account?** → How is wealth distributed, geographically, demographically?

- **Was 9/11 staged? Was America on the moon?** → How many conspiracy theorists are there?

- **How many times do you have sex per month?** → Pure curiosity 😊

- **Are you smarter than average?** → Support or refutation of the theory that well over half of the population thinks they are smarter than the average.

- **And many more....**

Adding questions

To ensure that *funstats* stays exciting even over several visits, users can add their own questions. The corresponding window looks like this:

Question: *	What is your favourite way to watch movies?
	If the content is offensive or discriminating, the question will be deleted without being asked.
Answer templates:	Answer type ▾ Color scheme ▾
Answer 1: *	YouTube ⊗ 🟦
Answer 2: *	Netflix ⊗ 🟩
Answer 3: *	Television program ⊗ 🟥
Answer 4: *	Cinema ⊗ 🟨 ➕ ➖
Main category: *	Leisure ▾
Tags: *	Entertainment ✕ Netfily ✕ Youtube ✕ ⊗
	☑ This survey is public
	☑ For the determination of trends, the questions may be answered again after 30 days.
	☐ This survey is only relevant for my country (CH)
Logo Link:	https://www.funstats.com ⊗
Logo-File:	Select File

Filling in the form is easy. In addition to a main category, additional tags can be defined to make it easier to find the question. There is also the possibility of adding your own logo and link to the question.

After entering the question, *funstats* generates a direct link to it. Alternatively, there is the option of embedding the question in your own website as an iFrame.

✔ Your survey was successfully created.

✔ The survey will be checked by us and then activated. Please be patient until the question has been checked and activated.

The order number of your survey is: **a77e5315-a153-4944-b51f-08d90163151a**

Please keep this order number for any support requests.

The following link shows your survey, you can copy and share the URL:

| https://stage.funstats.ch/iframe/singlesurvey/1f94d739-a395-4c41-4b55-08d9016314b0 | 🗒 Copy |

If you want to embed your survey as an iFrame on your website, you can do this with the following code:

| <iframe src='https://stage.funstats.ch/iframe/singlesurvey/1f94d739-a395-4c41-4b55-08d9016314b0' loading='lazy' width='500' height='350'></iframe> | 🗒 Copy |

For a confirmation email please enter your email address and press 'Send Confirmation':

Confirmation email address   ✉ Send Confirmation

Finish

Added value for media and influencers

funstats offers the media and influencers interesting new opportunities. Hosting a question by funstats and embedding it as a link or iFrame has the following advantages:

• The evaluation becomes more interesting thanks to the funstats profiles with the possibility of grouping and filtering. The evaluation of individual questions can already contain enough material for longer articles or posts.

• With funstats no expensive surveys have to be commissioned.

• In addition to the distribution of the answers, the funstats evaluations also provide information about the relative number of votes and thus about the demographics of the voters, e.g. gender distribution, age distribution or distribution w.r.t. countries and regions. In order not to falsify these numbers, questions can be marked as not listed. Such questions can only be reached via the direct link.

• If the questions are added to the public list, there is also the possibility that other visitors of funstats will find the question in addition to their own followers or customers. If a logo and link have been added, there is the possibility of directing funstats visitors to your own page.

• The questions remain active on funstats for a longer time. If an influencer adds their own unique abbreviation as a tag to a question, their own questions can easily be filtered out by the followers via this specific tag.