

# Your Market Research Just Got 100x Faster

CrowdWave Survey Simulation Engine

Validated Accuracy Report | February 2026

# You're Flying Blind for 4-6 Weeks

## While Competitors Move

- Traditional research costs **\$25K+** and takes a month to deliver answers
- By the time you have data, the market has already shifted
- Most teams run **2-3 concept tests per quarter** — competitors testing 20 will win

**The insight:** Speed is the new competitive moat in market research.

# Simulation Delivers Accurate Insights

## In Minutes, Not Months

DIMENSION	TRADITIONAL SURVEY	CROWDWAVE SIMULATION
Time	4-6 weeks	Minutes
Cost	\$25,000+	Near-zero
Iterations	1-2 maximum	Unlimited

**The insight:** Test 10x more ideas. Kill bad ones instantly. Double down on winners.

# We Predicted Real Consumer Behavior

Within 3 Points — Across 9 Domains

**95%**

DIRECTIONAL ACCURACY

**3 pts**

AVERAGE ERROR

**9**

DOMAINS VALIDATED

Tested blind predictions against Pew Research, Gallup, AARP, and YouGov data

**The insight:** Accurate enough to make \$1M decisions with confidence.

# Trust, Attitudes, and Preference Ranking

## Perform at 95%+ Accuracy

### ✓ USE WITH CONFIDENCE

- Consumer trust and sentiment (2-3 pt error)
- Technology adoption by age (3-4 pt error)
- Concept ranking and messaging (80% match)
- National concerns and priorities

### ⚠ USE WITH CAUTION

- Pricing decisions (validate with real data)
- Purchase conversion predictions (10+ pt error)
- Highly polarized political topics
- Novel behaviors without priors

**The insight:** Match the tool to the question. High accuracy exists — use it there.

# We Found 5 Predictable Biases

## And Corrected Them

BIAS	WHAT HAPPENS	OUR CORRECTION
Optimism	AI over-predicts positive outcomes	Subtract 4 points
Senior Tech Gap	AI underestimates 60+ digital adoption	Increase by 40%
Status Quo	AI underestimates consumer inertia	Add 15 points to "keep"
Moderation	AI clusters around neutral responses	Force realistic distribution
Articulation	Open-ends too polished	Inject realistic quality mix

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**The insight:** Raw AI output is biased but predictable. Calibration makes it reliable.

# Political Topics Require Segmentation

## Or You'll Be Off by 50 Points

ISSUE	REPUBLICAN	DEMOCRAT	GAP
Immigration concern	73%	23%	<b>50 pts</b>
Climate concern	15%	67%	<b>52 pts</b>
Gun violence concern	25%	69%	<b>44 pts</b>

### ⚠ Rule

Never report a single number on polarized topics. Average = wrong. Segment = accurate.

# Match Simulation Confidence

## To Decision Stakes

	LOW STAKES	HIGH STAKES
HIGH CONFIDENCE	<p>✓ Use Freely</p> <ul style="list-style-type: none"> <li>• Concept ranking</li> <li>• Message testing</li> <li>• Audience sizing</li> </ul>	<p>✓ Use + Validate</p> <ul style="list-style-type: none"> <li>• Strategic positioning</li> <li>• Major campaigns</li> <li>• Board presentations</li> </ul>
LOW CONFIDENCE	<p>⚠ Directional Only</p> <ul style="list-style-type: none"> <li>• Early hypotheses</li> <li>• Exploration</li> <li>• Quick filters</li> </ul>	<p>✗ Don't Use Alone</p> <ul style="list-style-type: none"> <li>• Pricing decisions</li> <li>• Conversion prediction</li> <li>• Legal/regulatory</li> </ul>

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**The Insight:** Simulation accelerates decisions; it doesn't replace judgment.

# Instant Benchmark Comparisons

Know Immediately If Your Numbers Are Good, Bad, or Average

## CONSUMER METRICS

NPS (SaaS)	+35 to +45
NPS (Retail)	+25 to +35
Brand switch for price	40-45%
WTP premium	50-55%

## ATTITUDE METRICS

Trust in scientists	75-80%
Employee engagement	30-35%
Tech adoption (60+)	85-90%
AI concern	48-53%

**The insight:** Context turns numbers into decisions. We provide the context.

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# Simulation Transforms

## Research Economics

METRIC	BEFORE	AFTER	CHANGE
Research cycle	4-6 weeks	1-2 weeks	3x faster
Cost per concept	\$25,000	~\$0	99% reduction
Concepts per quarter	2-3	20+	10x more
Time to insight	Days	Minutes	100x faster

**The insight:** 10x more learning at 1/10th the cost. Compounding advantage.

# Accuracy Improves Every Quarter

## As We Validate More Domains

NOW — Q1 2026

- 9 domains production-ready
- 5 bias corrections deployed
- 95%+ directional accuracy

NEXT — Q2-Q3 2026

- B2B decision-maker attitudes
- Healthcare patient sentiment
- Price sensitivity calibration
- International markets

**The insight:** Every real survey we run makes the system smarter. Accuracy compounds.

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# Deploy Simulation Now

## Capture the Speed Advantage

### Three Immediate Actions

- **Integrate into every research project** — Simulate first, then validate
- **Set validation thresholds** — Under \$500K: simulation. Over \$1M: validate top options
- **Track accuracy quarterly** — Log predictions vs. outcomes. Calibration improves automatically

The question isn't whether to use simulation —  
it's how fast you can start.