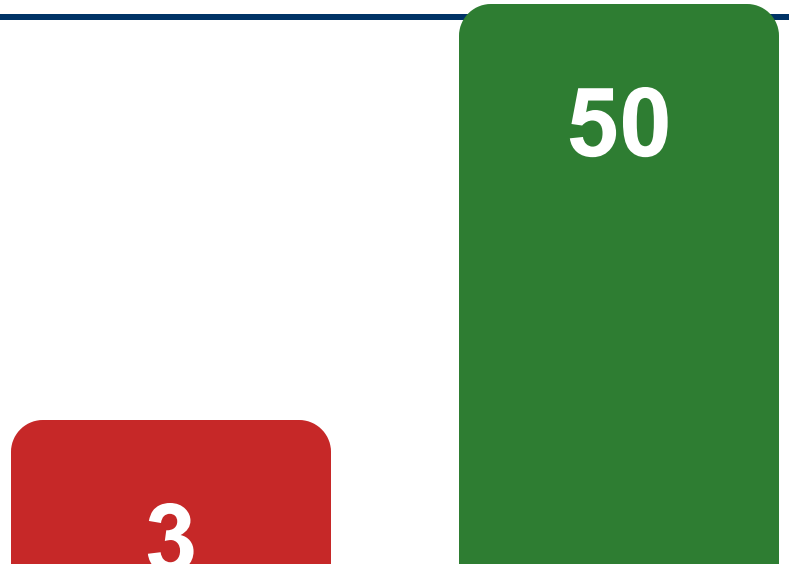
Crowdwave

Survey simulation with documented accuracy

February 2026

Market research takes 6 weeks. Your competitors aren't waiting.



The learning gap: At 50 tests vs. 3, that's 17× more opportunities to find winners and kill losers before your competitors even have their first data point.

27 blind tests against real survey data. The numbers speak for themselves.

Question (Source)	Actual	Raw AI	Crowdwave	Raw Error	Our Error
% Adults 50+ own smartphones AARP N=3,838	**90%**	72%	88%	18 pts	2 pts
% Americans identify as Independent Gallup N=13,000+	**45%**	38%	43%	7 pts	2 pts
% More concerned than excited about AI Pew N=5,023	**51%**	58%	52%	7 pts	1 pt
% Actively switching brands Deloitte 2025	**74%**	55%	70%	19 pts	4 pts
% US employees engaged at work Gallup 2025	**31%**	37%	32%	6 pts	1 pt
% Execs cite cyberattacks as top risk Conf. Board N=1,732	**49%**	37%	47%	12 pts	2 pts

1.9 pts
Average error (27 tests)

9.1 pts
Raw AI error

79%
Error reduction

100%
Within 5 pts of actual

Sources: Gallup, Pew Research, AARP, Conference Board, Edelman, McKinsey | Combined N > 80,000 respondents

Why calibration matters: A real example from senior technology adoption.

Question: "What percentage of adults 50+ have used AI tools?" (AARP 2025, N=3,838)

✕ Raw AI Prediction

Initial estimate	15%
Reasoning	"Seniors have low tech adoption"
Bias	Stereotyping age = low tech
Error vs actual	**15 points off**

✓ Crowdwave Calibrated

Start with anchor	17% (2024 baseline)
Apply 50+ digital multiplier	×1.65 acceleration
Adjusted prediction	28%
Error vs actual	**2 points off**

ACTUAL RESULT

30%

Doubled from prior year

Anchor

Start with real benchmarks, not assumptions

→

Ensemble

3 independent runs, reconcile differences

→

Correct

Apply validated multipliers for demographics

→

Score

Know your confidence level

Calibration derived from 5M+ survey responses across 20+ validated domains

Accuracy varies by question type. We tell you when to trust it.

HIGH CONFIDENCE — Use for decisions

Sentiment tracking, awareness, demographics, concept ranking, message testing, trend validation

±2-4 pts error

VALIDATE FIRST — Simulate then confirm

Purchase intent (×0.30 gap), price sensitivity, conversion predictions, polarized political topics

±8-15 pts error

Political/Trust	Tech Adoption	AI Attitudes	Workplace	Institutional Trust	Consumer
2.0	2.0	1.5	1.7	1.8	2.6
pts avg error	pts avg error	pts avg error	pts avg error	pts avg error	pts avg error
6 tests	6 tests	4 tests	3 tests	4 tests	4 tests

✓ Simulation alone works for:

- Ranking 10+ concepts to find top 3
- Audience sizing & segmentation
- Message A/B testing
- Early screening before investment

⚠ Simulate + validate for:

- Final go/no-go on major launches
- Pricing strategy (×0.30 intent gap)
- Decisions over $500K
- Polarized/political topics (20-50 pt gaps)

The ROI: More tests, faster kills, better wins.

Value from MORE testing

Extra concepts tested per year	**+40**
% that are hidden winners	**10%**
Winners found you'd have missed	**4**
Value per discovered winner	**$500K**

Value from discovery **$2M**

Value from FASTER kills

Losers killed earlier per year	**15**
Development cost avoided each	**$50K**
Weeks saved to market (winners)	**4-6**
Revenue value of speed	**$250K**

Value from speed **$1M**

$2M Discovery value + **$1M** Speed value = **$3M+** Annual impact

The compounding effect: Week 1: Simulate 20 concepts, kill 15. Week 2: Iterate on survivors. Week 3: Validate top 2 with real respondents. Week 4: Launch with confidence.

Start with one project. Compare results. Scale what works.

1

Pick one project

Choose an upcoming concept test, audience study, or message test. Run simulation alongside your current research.

2

Compare results

When real data arrives, measure prediction accuracy. Build confidence in where simulation excels for your domain.

3

Scale what works

Set thresholds for simulation-only vs. validate. Your team moves 10× faster with clear decision rules.

The question isn't whether to use simulation.
It's how much ground you'll lose to competitors who start first.

Crowdwave

Documented accuracy. Known limits. Transparent methodology.