

Title: GME Ownership Among U.S. Retail Investors -- Two New Google Consumer Surveys In the Works***

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Created 2021-09-13 01:32:25 UTC

Permalink: /r/DDintoGME/comments/pn5n4u/gme_ownership_among_us_retail_investors_two_new/

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As I mentioned in a post yesterday, someone contacted me via PM and said they were going to run the Google Consumer Survey (GCS) anew for fresh data. If you're unfamiliar with the GCS project, you can learn about it the two links below:

[https://www.reddit.com/r/Superstonk/comments/oxjv1n/google_survey_update_gme_ownership_w_aapl_control/?utm_source=share&utm_medium=web2x&context=3](https://www.reddit.com/r/Superstonk/comments/oxjv1n/google_survey_update_gme_ownership_w_aapl_control/?utm_source=share&utm_medium=web2x&context=3)

[https://www.reddit.com/r/Superstonk/comments/omdafo/final_update_of_google_consumer_survey_n2200_at/?utm_source=share&utm_medium=web2x&context=3](https://www.reddit.com/r/Superstonk/comments/omdafo/final_update_of_google_consumer_survey_n2200_at/?utm_source=share&utm_medium=web2x&context=3)

Upon hearing about this data refresh, and the buzz around the Yahoo Float count, I set to thinking about coming up with more precise survey aimed at modelling a picture of shares Outstanding, as opposed to the "tip of the iceberg" approach I've taken in the past.

Therefore I created an open-ended survey asking for the approximate, combined shares of \$GME owned in a household. Unfortunately, GCS doesn't allow for numerical responses to open-ended questions, which totally killed this approach. Alas, since I had already paid for the survey before understanding the restrictions, I pivoted to the old format. But I didn't want to do the same old thing, especially since someone was already doing that, so I changed up the buckets to try and account for hodlers with larger amounts of shares; prior surveying was capped at 101 shares. I also rephrased the survey to focus on household ownership instead of individual ownership. This should simplify the analysis and make the "coupled adjustments" unnecessary.

I just launched the survey last night, so it's still collecting responses. I have it set to N=300. So far about 10% of responses have come in, and here are the results so far:

<https://preview.redd.it/6kunkse8b6n71.png?width=2220&format=png&auto=webp&s=028233a4283042048a35b13abd363579915a6fb6>

If you'd like to visit the survey yourself to monitor the progress of the responses as they come in, you can do so with this public link: <https://surveys.google.com/reporting/survey?survey=t34lwqwrhfhf7g2b2wopmgykdi>

Once the survey is complete, I'll do a proper write up.