

# Novus / Gallup Nordic

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Reliable Population Estimation  
Using On-line Panel and Mobile  
Push to Web

2024-07-29

 **NOVUS**



# About Gallup Nordic/Novus

## ***Gallup Nordic (1942)***

***Norway***

***Sweden***

***Finland***

**NOVUS**

***The best known MR  
company in Sweden***

***75 % know about Novus***

**Full service**

Qual, Quant

CATI, CAWI, Mobile to web etc

**800 research projects / year**

**5 min average interview time**



# Novus panel

## 2024 EU Election

Novus closest for the 4:th consecutive EU election in Sweden

1,2 % points avg error 8 parities

CATI + SMS + CAWI (Novus Panel)

## Swedish National Election 2022:

0,75 % points avg error

CATI + SMS

**Biggest challenge:** High voter mobility (another seminar)



# Novus panel

- 50 000 randomly selected swedes, individual sample (tel, SMS, Postcard)
- Can collect 40 000 answers
- Can collect over 10 000 interviews one week.
- 1 interviews per month/person
- 5 min per interview
- CAWI

Recruited via

- Telephone (fixed & mobile)
- SMS
- Postcard (Mainly Qual control)

300 000 €/year



# Novus panel

Opinion representative of ca 95 % of the Swedish population

During covid, day 1

Novus only one to give statistics of the spread in Sweden  
(Could work as an early warning system for pandemics)

**Accurate against hard data, within MoE:**

Confirmed infected

Vaccinated

Temporary lay of

etc



# Novus panel

## Restrictions/Limitations

Regional reach, 290 Municipals

Young underrepresented

Panel size 50 000 not enough

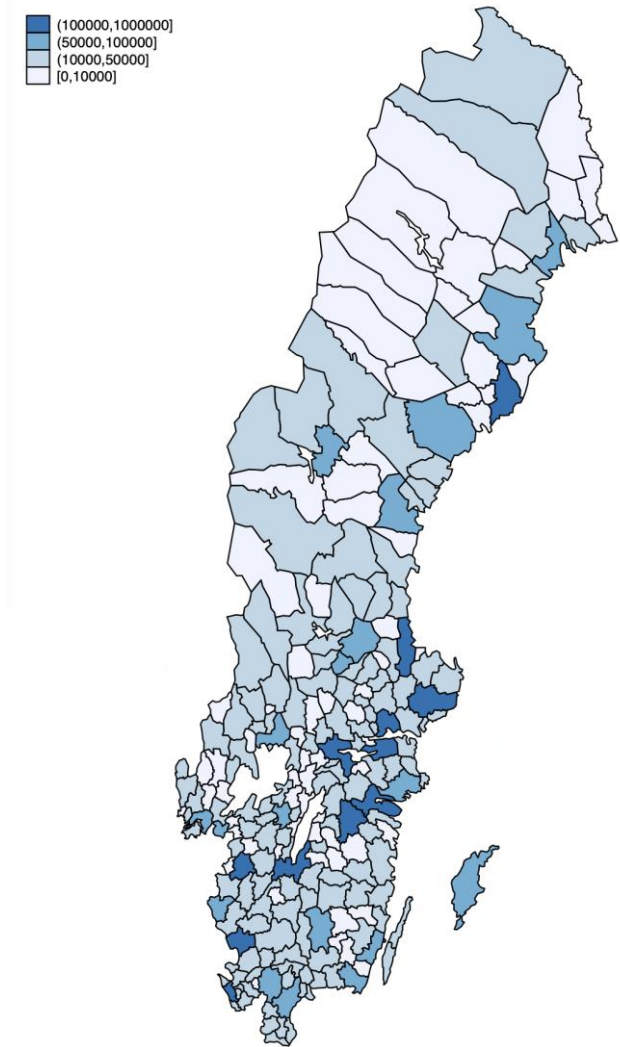
## Telephone became alternative

Costly

Slow

Limited gain

Interviewer effects?



SMS (Push to web) Compared to CATI

SMS lower “don’t know” on political questions  
(11% SMS, 21 % CATI)

Social desirability, other Interviewer effect?

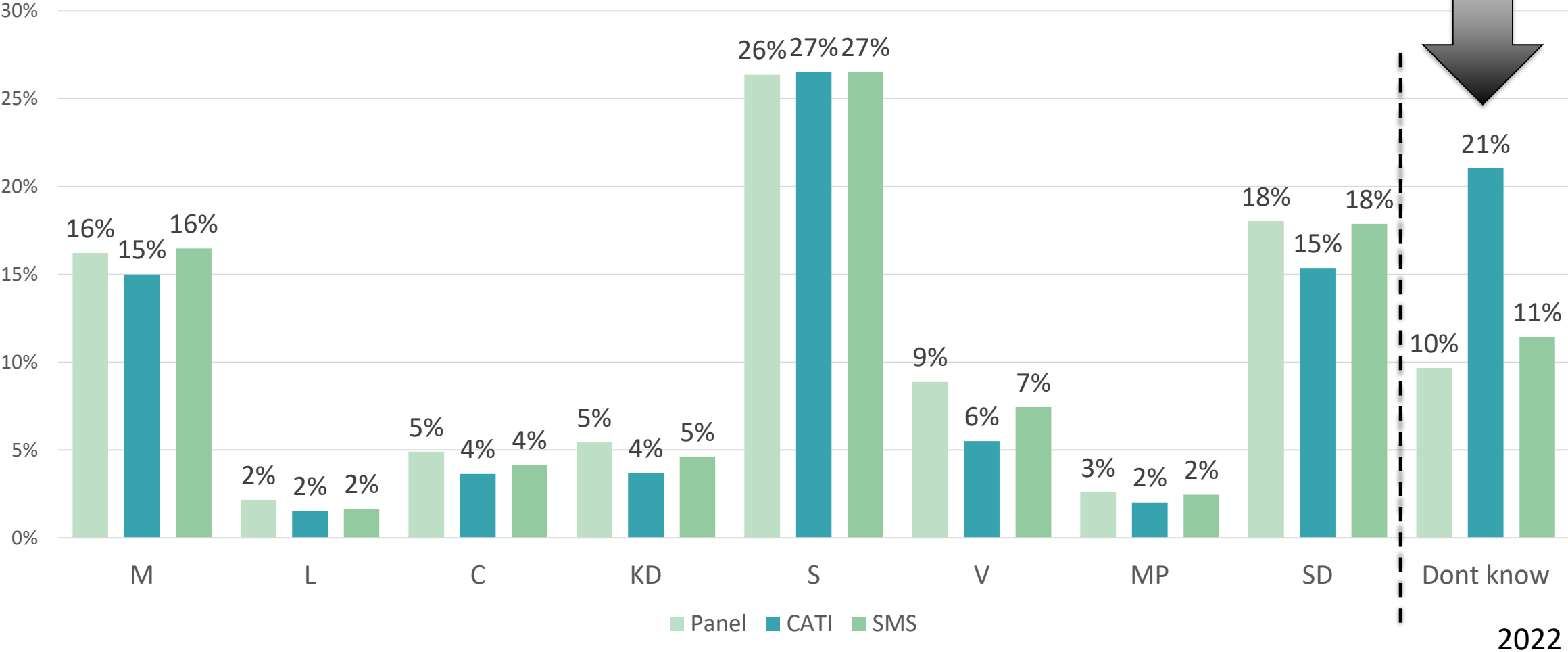
SMS leaning little more against extremes  
towards 1 and 5 in a 5 grade scale

**Same research conclusion**



# Panel/CATI/SMS

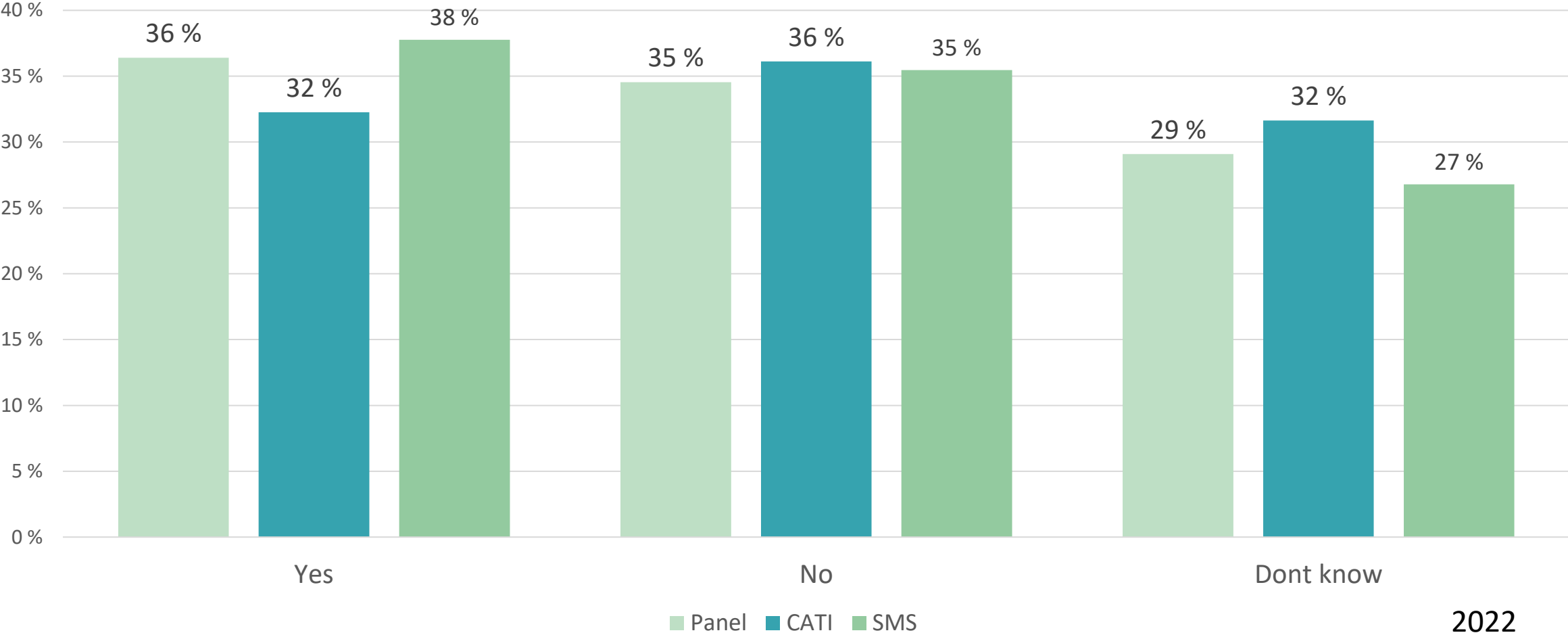
## Political party vote today





# Panel/CATI/SMS

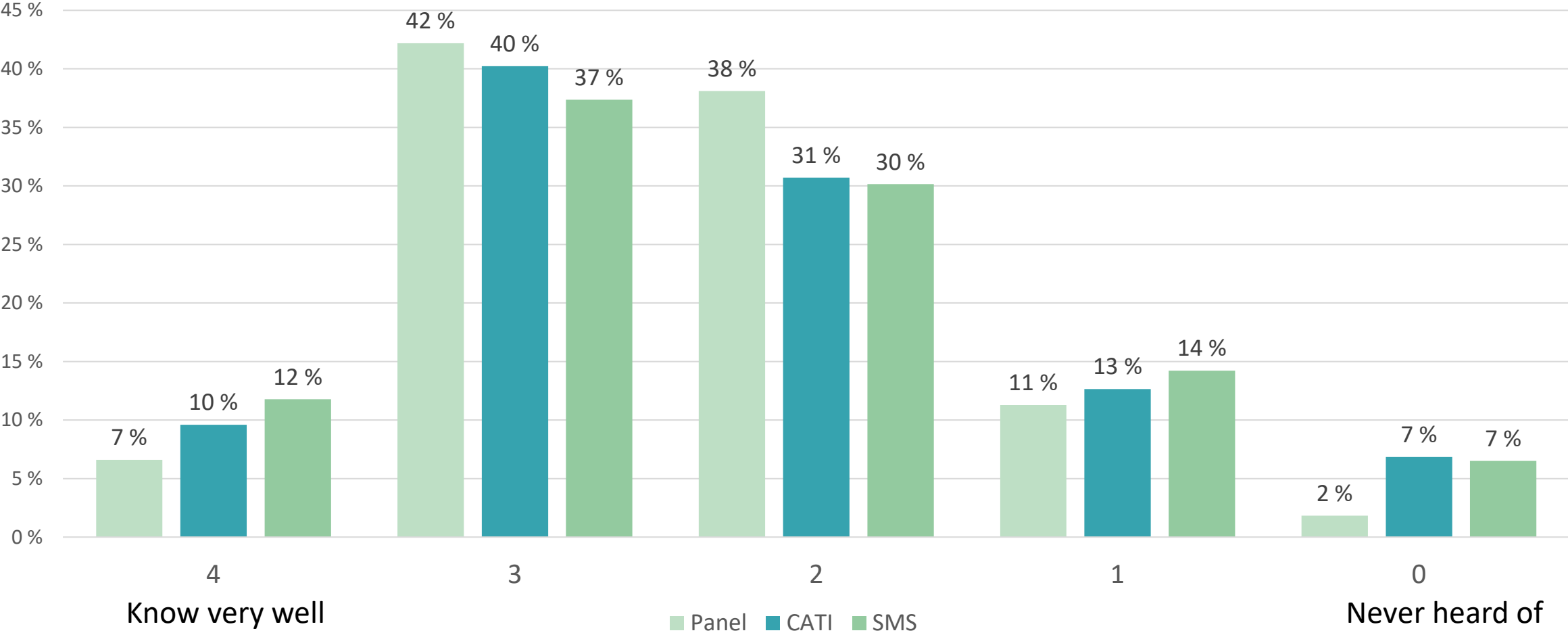
## Should sweden join NATO?



2022

# Panel/CATI/SMS

## How well do you know MSB (Sweden Swedish Civil Contingencies Agency)?



Never heard of

2022

# SMS

SMS compared to Panel (CAWI)

Random sample of entire population

50 % find a mobile number

Completion rate

Panel 64 %

SMS 10-15 %

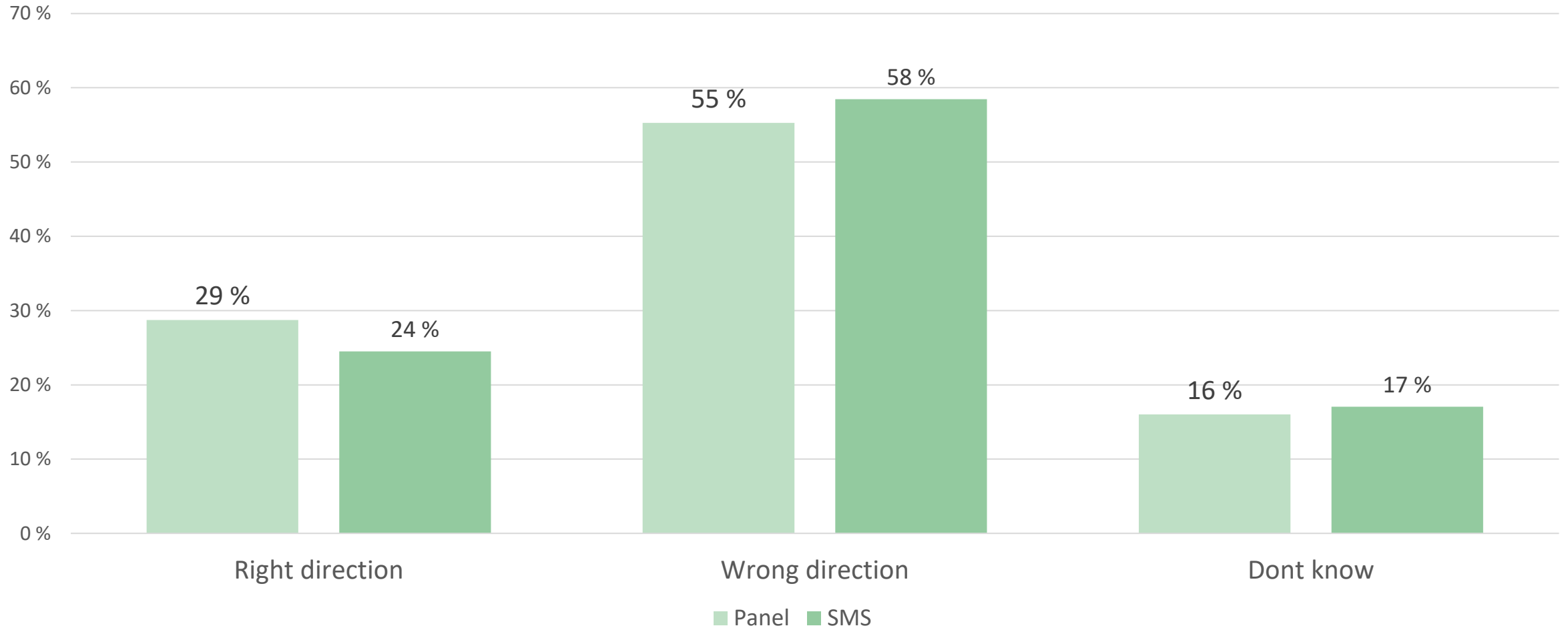
**Same research conclusions**



<u>Age</u>	<u>Completion rate</u>
18-29	4-8%
30-39	10-12%
40-79	16-20%
80+	8-10%
Total	10-15%

# Panel/SMS

Is Sweden developing in the right or wrong direction?



# Multimode

SMS + panel

Both are random samples from population

Clean the sample of doubles:

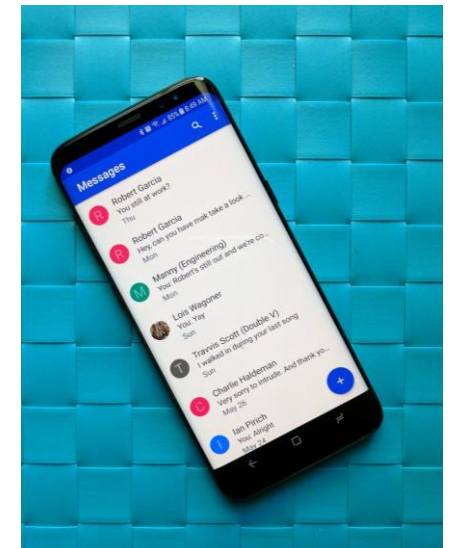
In SMS ask if already a panel member

Can get bigger samples on:

Age

Geography

Etc



## Next step

### New sample source, Novus first in Sweden

#### KIVRA:

Dominating digital mail delivery provider Sweden  
(Invoices, government info, receipts etc.)

6 million out of 7,8 million

77 % of all adult Swedish citizens

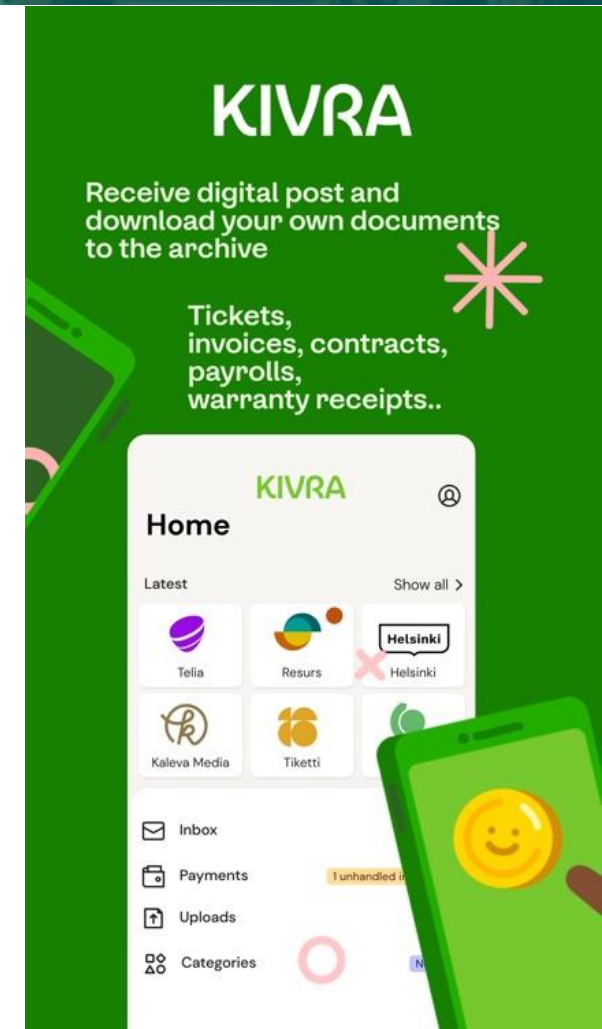
(69 % of all adult Swedish residents)

Better reach:

Younger

Born outside of Europe

# KIVRA



## General conclusion

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Response rate is in general not a problem for a broader population

Try to get the best coverage possible

You need a random prob sample

Multimode, the method effects are smaller than from a bad sample

A bad sample is never “good enough”

“Good enough” use a smaller proper sample

Trust your expertise, look for weird results

You often know what to expect and look for,

**opinions don't change in a vacuum**



# We need the Gallup method

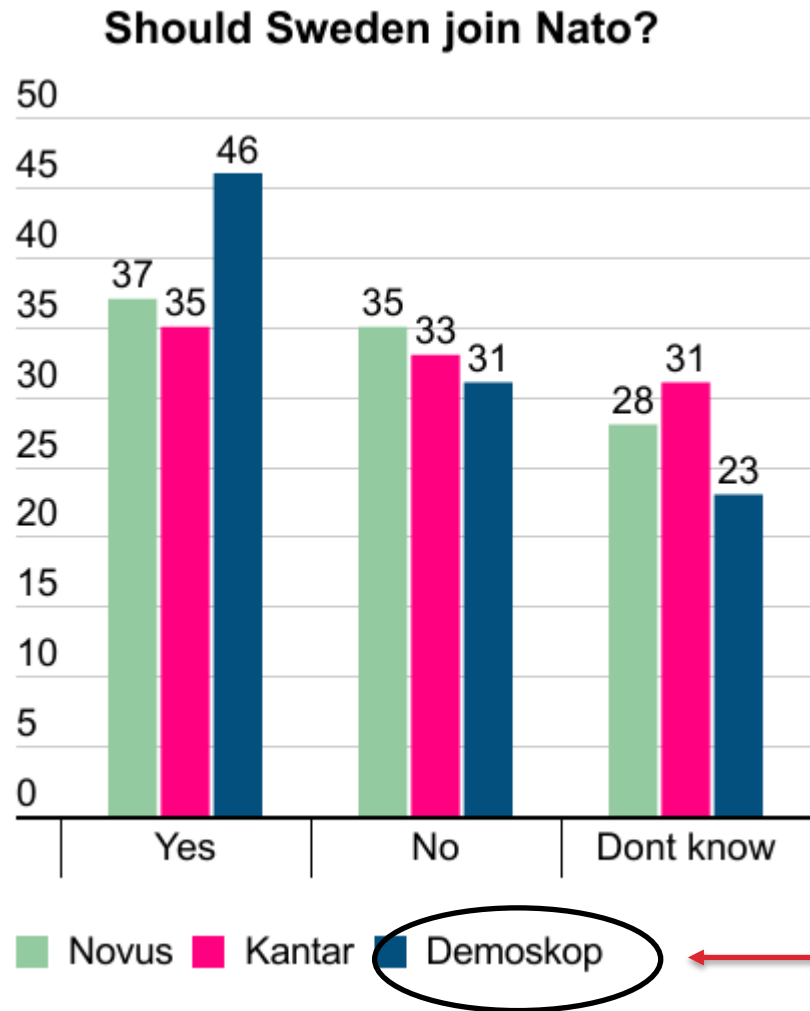
Non prob research are way off

Not only lacking margins of error

Misleading, way off

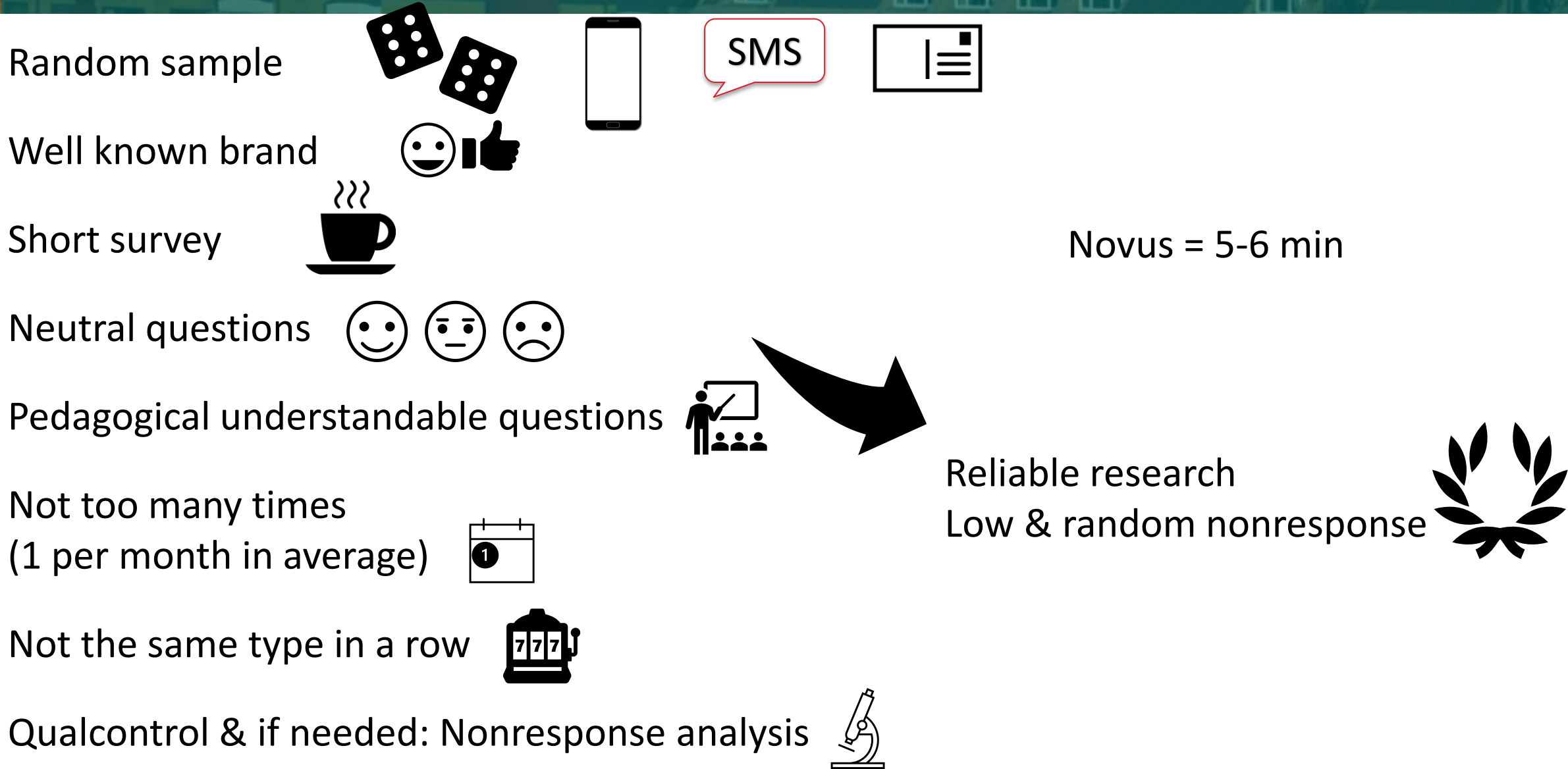
50 plus studies

Cost can never be an excuse





# How to do reliable research



# Thank you!



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