

## Political opinion survey in Sydsvenskan

Prior to the European Parliament election 2019 the Swedish newspaper Sydsvenskan published two opinion analyses provided by Parlometric. We asked 1000 Swedes "What has made you most upset the past month?" and "When you and your friends discuss politics, what do you talk about?".

Although the first question was not political, 70% of peoples' answers had a political or societal theme – but in a much broader sense compared with the second question which had more stereotypical political answers. By clustering peoples' answers we saw that certain types of individuals gravitated towards certain types of attitudes.

### Impact

- ✓ 100% data-driven political opinion survey
- ✓ A non-political question can lead to more relevant insights compared to a political question
- ✓ People have a lot to say – let their thoughts and experiences out of the box

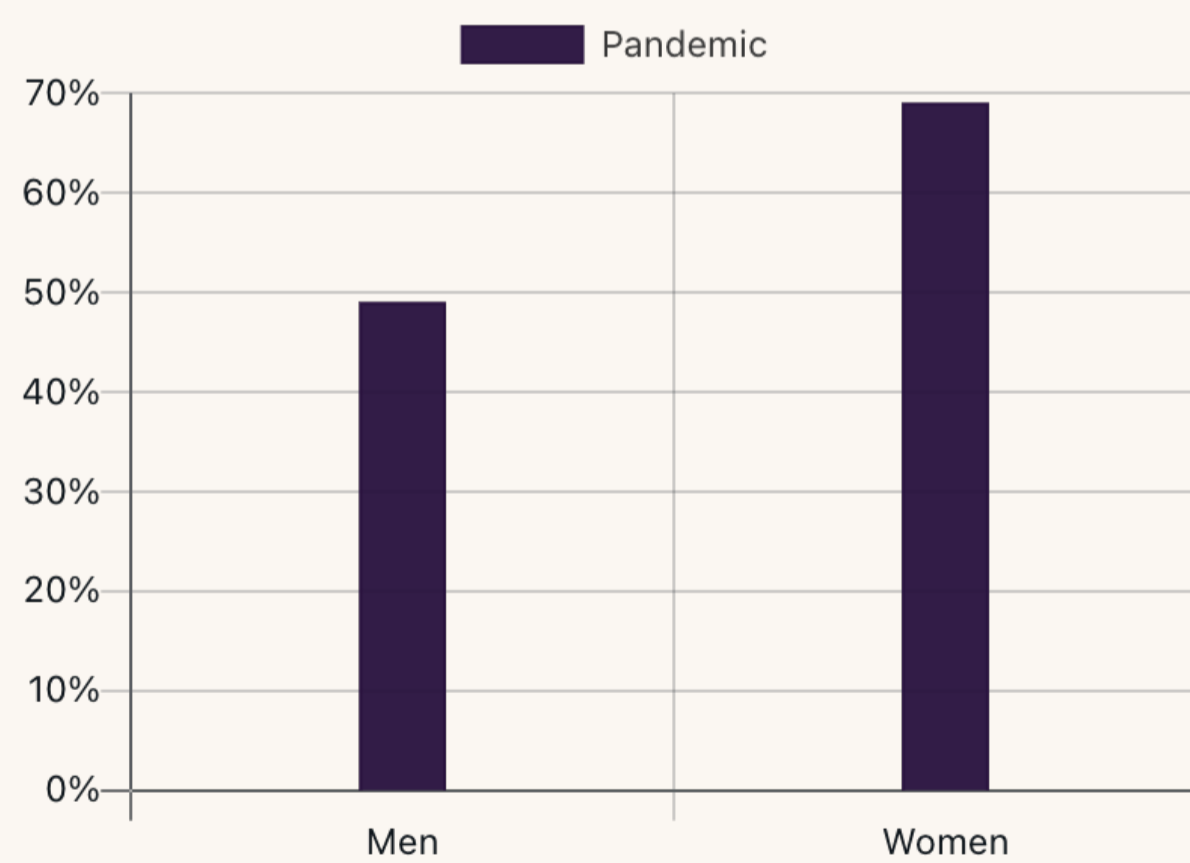
#### THIS UPSETS DIFFERENT AGE GROUPS

What has made you the most upset the last month?



#### FREQUENTLY TALKED ABOUT

When you talk about politics and other societal topics – what do you talk about?



The respondents that didn't know which political party they supported talked a lot more about environment and health care.

