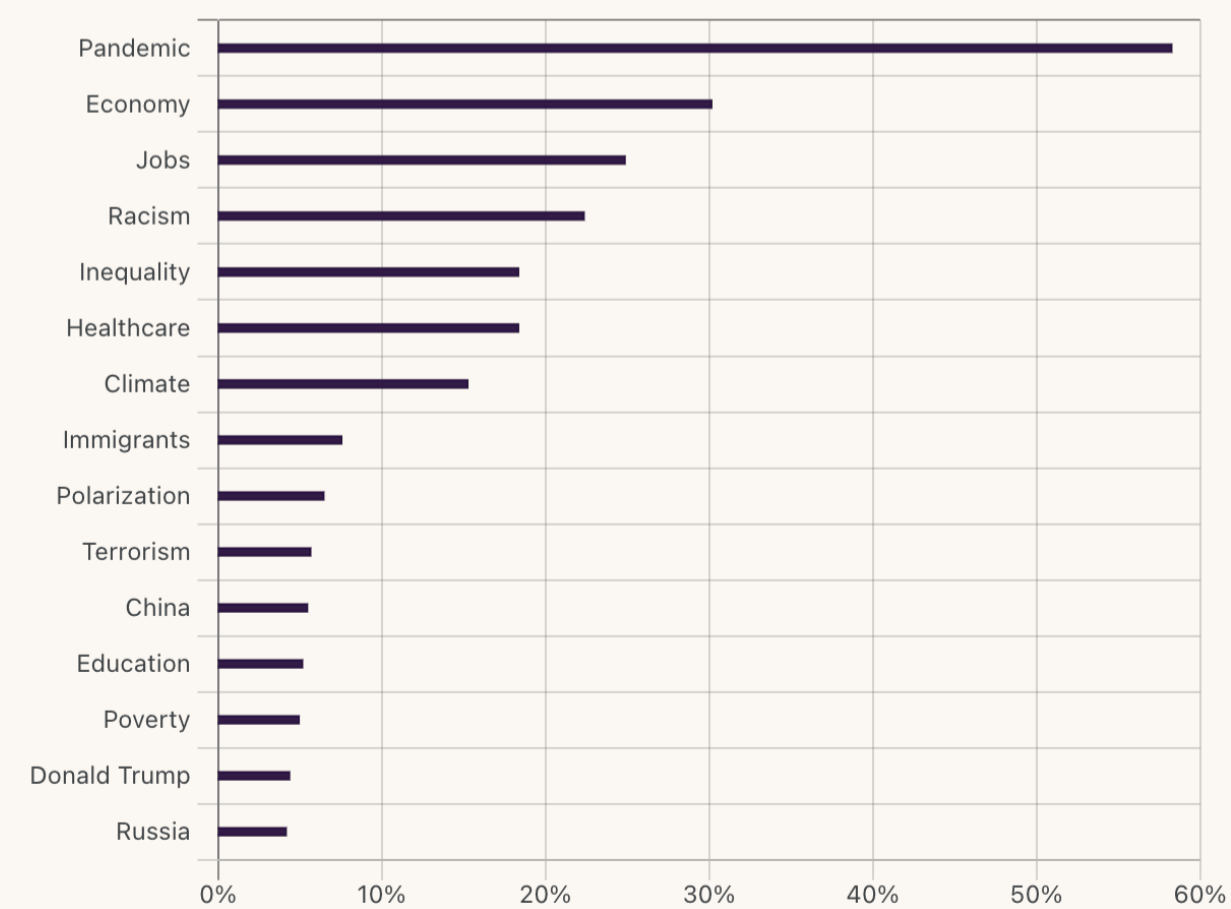


# The opinions of 2000 Americans

The political arena is one domain where current and accurate target group data is the key to success. However, most opinion institutes and pollsters rely on outdated and inaccurate methods to establish opinion. Parlametric is revolutionizing the field by providing research expertise as well as data collection and analysis methods, that provides both campaigns and political consultants with the insights needed to attract their target voters.

The data could be anything from interviews (phone calls or street), surveys, e-mail correspondence, to social media and forum discussions. This 100% data-driven approach to public opinion research leads to more accurate predictions and insights that can be used to tailor campaign communication to resonate with the voters.

Which summarizes to



But differ between groups

