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Press Release – 20 May 2009

Cint Poll Predicts The Winner of Eurovision 09

For the first time Cint has proved that the outcome of Eurovision is not quite the lottery that everyone thought. The first yearly Eurovision Song Contest Survey conducted by Cint, before the final took place, correctly predicted Norway as the winner. What's more the winning margin was very close to the actual outcome. Cint predicted a margin of 203 % compared to the actual outcome of 175%.

In fact the survey was a success on many fronts, correctly predicting 11 out of the 15 top placed countries. Not only that, the results also explain why Norway won.

The myth that countries vote based on their proximity with another country, although a factor, was not given as the main reason behind their vote. Instead the merits of the song itself and the fact that the song was performed well were given as the main reasons for the Norwegian song getting the highest points.

This year Cint selected 9 countries in order to measure the likely outcome of the event. Next year the survey will be expanded as a result of the success of the first survey with the aim of covering 20 of the participating countries through panels managed by the Cint Panel Exchange platform.

Cint is an international software company that provide solutions for connecting market researchers with people, for the purpose of conducting online research. They are owners of Cint Panel Exchange, the global marketplace for managing online panels and where market research buyers can login and buy access to online sample.

For more information you can write to enquiries@cint.com or visit our website on www.cint.com.

About the survey

14 875 nationally representative respondents covering 9 regionally selected countries.
5505 respondents that would see the ESC 2009 were allowed to answer the full survey during the 14-15th of May before the final.

The survey correctly predicted 11 out of the top 15 placed countries in the final:

Azerbaijan
Denmark
Estonia
France
Greece
Iceland
Norway
Russia

Turkey
Ukraine
United Kingdom

Countries missed were

Armenia
Moldova
Bosnia and Hercegovina
Portugal

This will be remedied next next year by adding countries from the Balkans to the survey.

Reasons for voting for Norway

Favorite song 82,35%
Favorite performance 51,47%
Like the type of music 23,53%
Neighboring country 20,59%
Favorite artist 4,41%
Country where born 2,94%

Method:

Online survey, nationally representatively by age, gender and region in each of the 9 participating countries:

Nordics:

Sweden

Finland

Norway

Eastern Europe:

Russia

Ukraine

Central Europe

Czech Republic

Baltics:

Estonia

Western Europe:

France

Spain

Balkans

Not surveyed this year

42 967 nationally representative persons were invited to participate in the survey through email invitation during the Thursday evening and Friday morning before the contest final on the Saturday 14 875 people responded to the survey before the closing the data collection on Friday afternoon.

About Cint

Cint is a software company that produces and sells market leading, innovate online research products for businesses and organizations involved in market research. The company specializes in SaaS, web-based software solutions offering efficient, user friendly online sample management and access, as well as online panel management products that are accessible worldwide 24/7. Headquartered in Stockholm, Sweden, Cint has offices across Europe and the USA.

Cint's rapid growth is due to Cint Panel Exchange which was launched in 2004. The platform is the open marketplace for conducting online research where panel owners and sample buyers can buy and sell access to 10,000's of individuals every day. Today you can access over 1.5 million panelists in more than 30 countries direct from your computer.

The company has an extensive list of clients and partners spanning most of the large market research groups, the main panel providers, media and web-based companies, branding, PR and advertising agencies, plus medium and small market research agencies and other companies involved in market research.

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