



CONNECTING RESEARCHERS WITH PEOPLE

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Cint technology is used to run a national poll on Sweden’s political parties

A national poll to gauge public opinion towards each of the main political parties in Sweden has been launched by United Minds, a consultancy that specializes in political and business analysis. The results are published by Aftonbladet one of the main daily newspapers in Sweden.

The opinion poll is based on a nationally representative online sample of approximately 1000 Swedish adults which is collected each month using Cint’s new sampling technology, Cint Automated Tracker (CAT). CAT is the world’s first intuitive tracking tool which automatically handles all the online fieldwork.

Dr Carl Melin, Director of Public Opinion and Polling at United Minds comments “Online surveys have now reached the maturity that the pros definitely outweighs the cons when compared to phone surveys. Our political polling is definitely the most sophisticated in the Nordic countries and the technology provided by CINT clearly helps us with that.”

Bo Mattsson, Cint CEO, said “This is an excellent example of how the power of online research can be used to measure and communicate public opinion. It also demonstrates that new technology like Cint Automated Tracker can be applied to a wide range of applications. United Minds are spending a fraction of the time it would normally take to manage a tracking survey and a steady flow of responses collected each day provides a higher quality response.”

About Cint

Cint is a software company that produces and sells market leading, innovative online research products for businesses and organizations involved in market research. The company specializes in SaaS, web-based software 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 only 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. All users of the platform work in a controlled environment for conducting high quality online research that often exceeds industry guidelines. 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 software companies that provide services to the market research industry.

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Main products:

Cint Sample Access
Cint Automated Tracker
Cint Panel Manager

Cint Panel Exchange

Access to over 1.5 million panelists in over 30 countries