

Novus Using public opinion polling to track a pandemic

Sweden

2022-11-13

 **NOVUS**

“Making knowledge great again”

About Novus

”Making knowledge great again”

Novus is Sweden's best-known polling and market research company

Work with the biggest TV channel, SVT, national television and biggest radio SR, national radio.

Novus is the polling company for SVT

Torbjörn is CEO and lead pollster, debater, actively protecting reliable polls in Sweden

Working with government, universities, news, private companies, about ALL issues.

800 research projects per year

Full service, qual and quant

Only do probability-based data collection

Research is a way to get knowledge - **A knowledge company**



About Novus panel

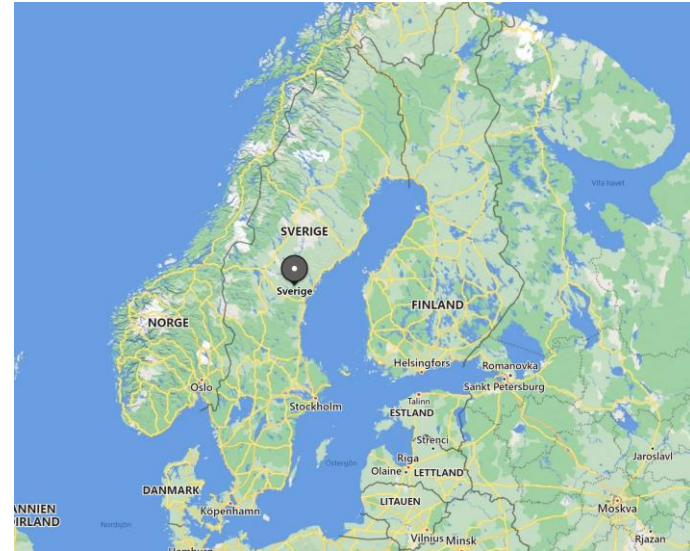
Probability based = Known panel

Built, invested in and maintained for 15 years

50 000 randomly selected individuals via mobile, sms or postcard

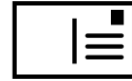
Not to be confused with

Non-probability based = non-known panel



How to do reliable research

Random sample



Well known brand



Novus = 5-6 min

Short survey

Neutral questions



Pedagogical understandable questions



Not too many times
(1 per month in average)



Not the same type in a row



Qualcontrol & if needed: Nonresponse analysis



Reliable research
Low & random nonresponse



Cati ca 50 %
On line 60-70%

When the pandemic hit Sweden

There were no data...

No testing...

No strategy for population estimation

No idea about the total impact

Only test those needing intensive care



About Novus Coronastatus

Started March 17, 2020

Initially 1000 interviews per day

We tracked:

Behavior

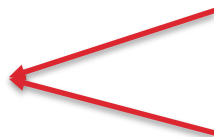
Health, self estimation and symptoms

Trust

**Because the government
did not do this in Sweden**

**University (KTH) did one random pcr test in
Stockholm spring 2020.**

Novus self reporting within margin of error

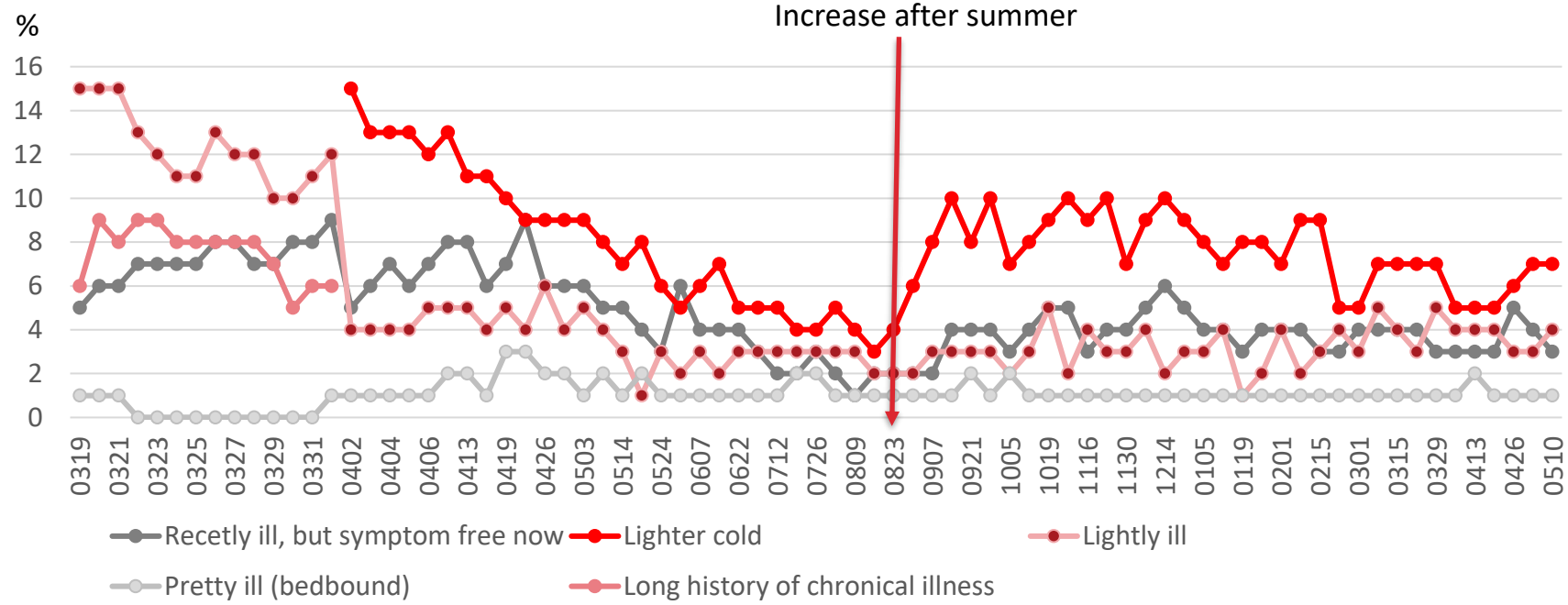


Now, over 100 000 interviews... Over 60 reports, almost 2 years of data

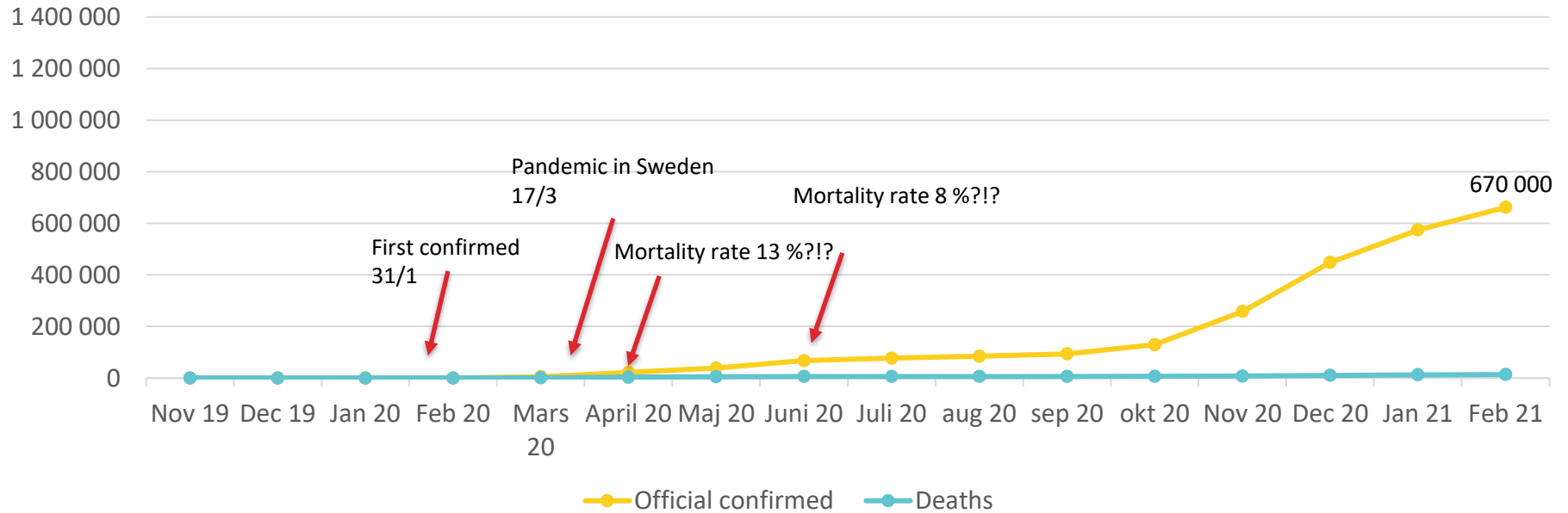
Financed 100 % by Novus

How many were sick?

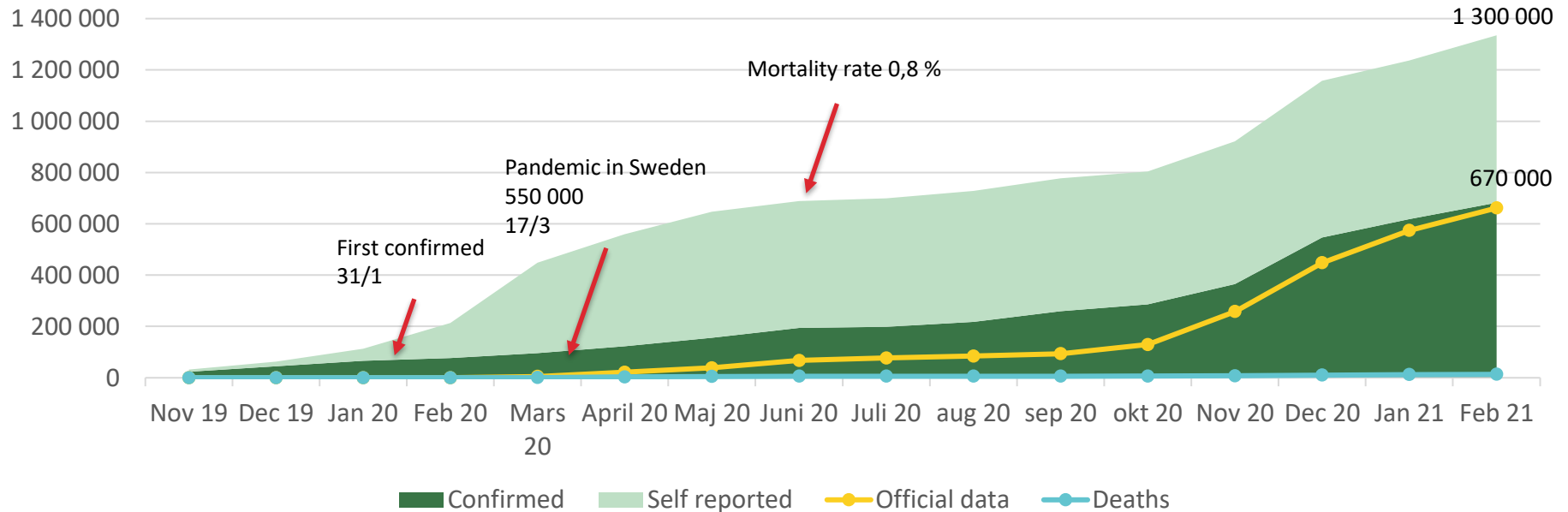
Expected a peak, but...



How many got sick? According to Official statistics

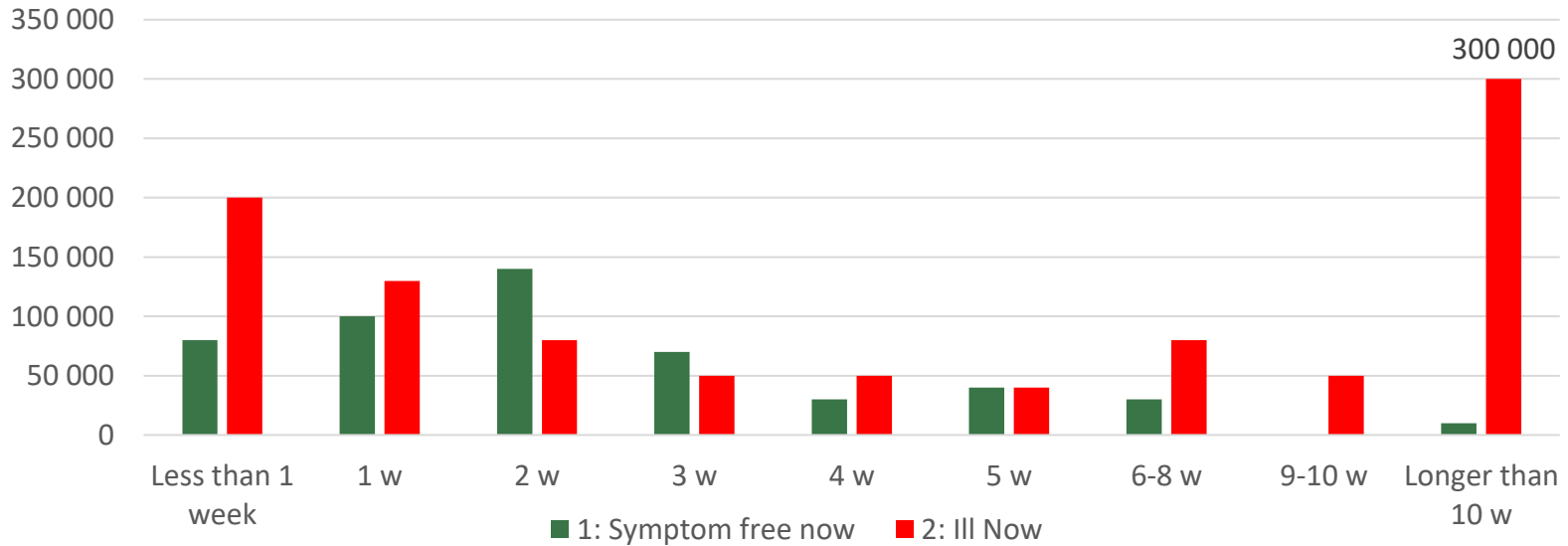


According to our research. And also, When did they get sick?

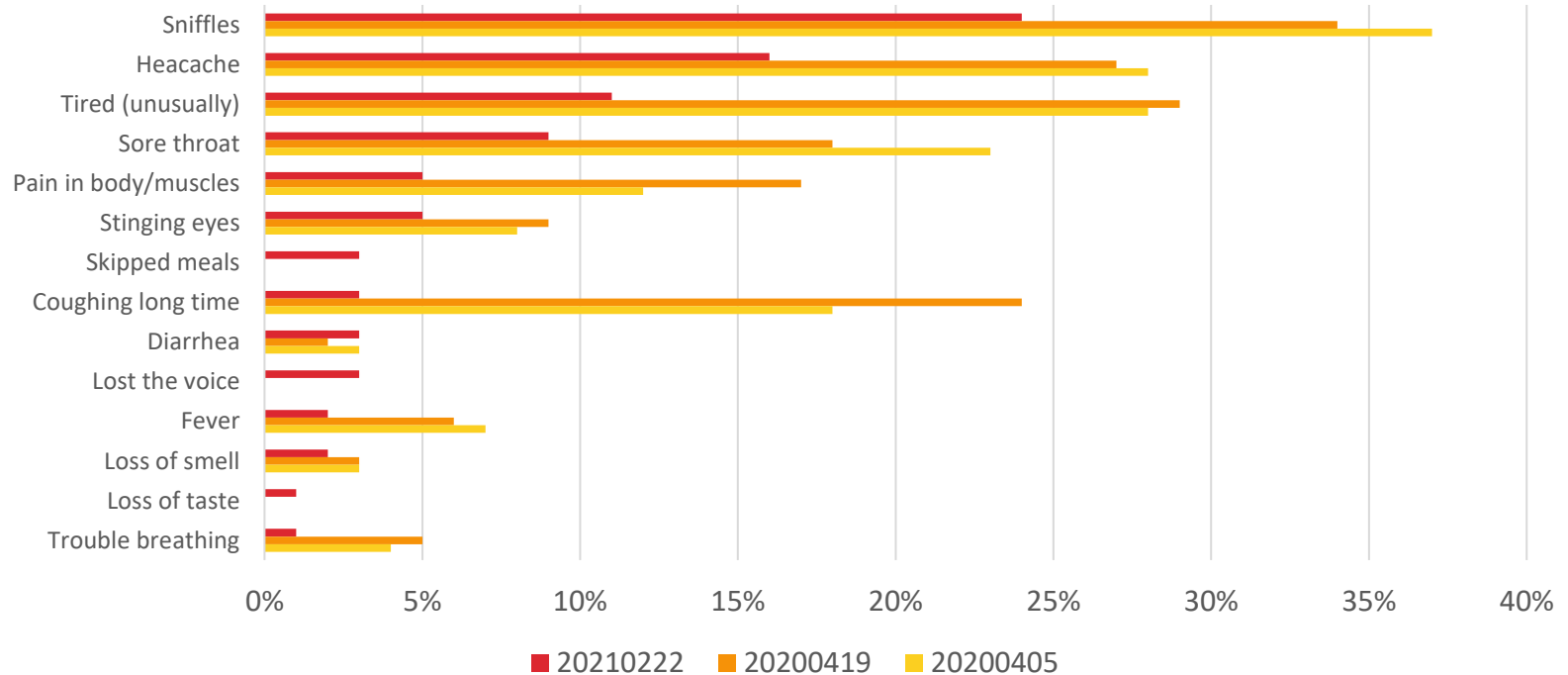


Long term covid (2020 05 11)

People just did not get well...
1 million sick and 300 000 over 10 weeks
500 000 symptom free



Symptoms



But... Public opinion polling on medical issues?

The logic about health system is that you know if you are sick

Then you seek medical help

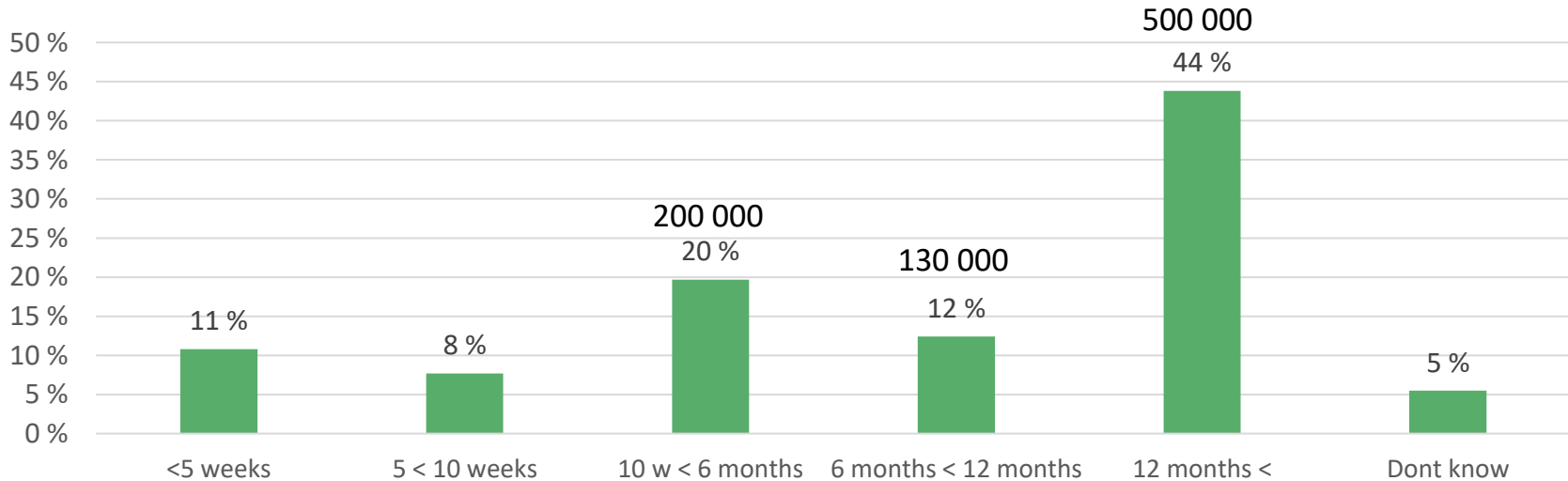
Need good sample to do population estimation

Self diagnosing/reporting worked when clinical test were not there

The cost for this is basically zero (compared to alternative costs)

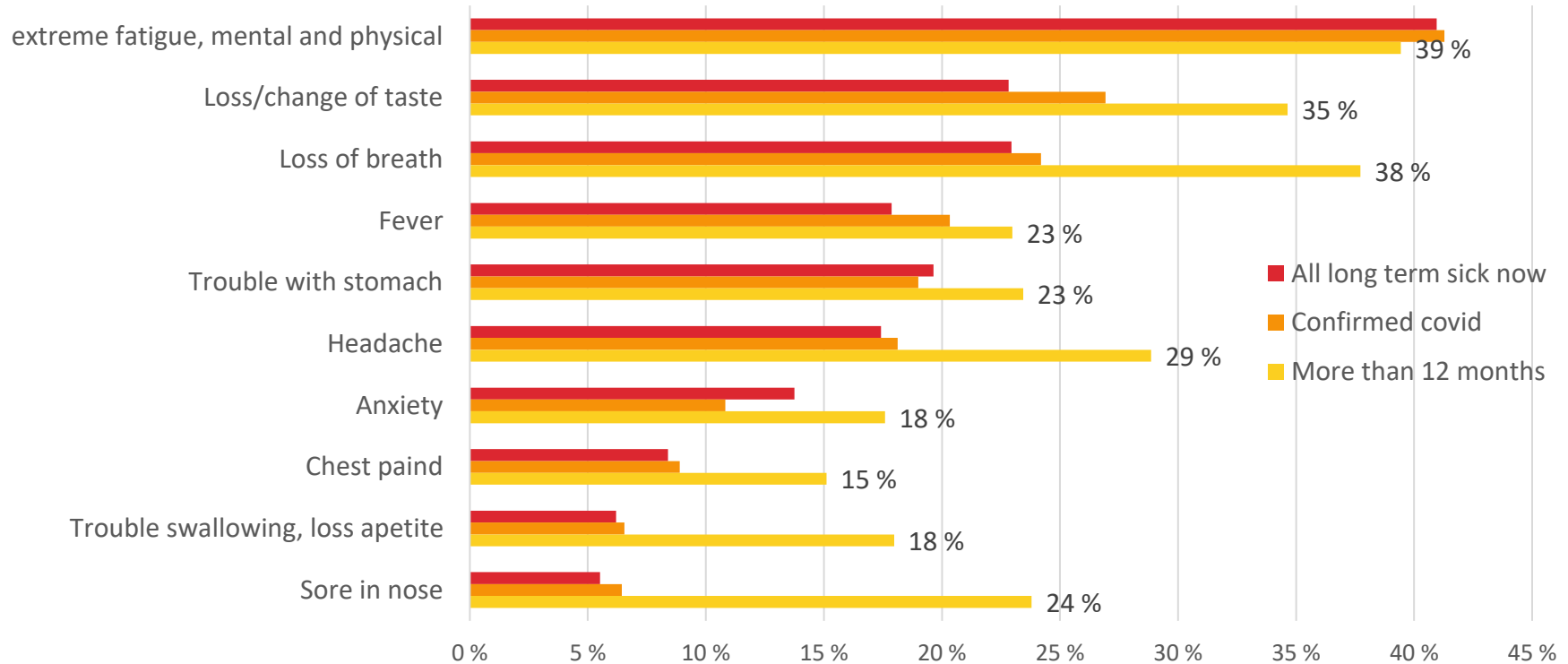
Today Novus oct 2022

14 % = 1,1 million adults have problems with long term illness that is not a known chronic disease



Symptoms

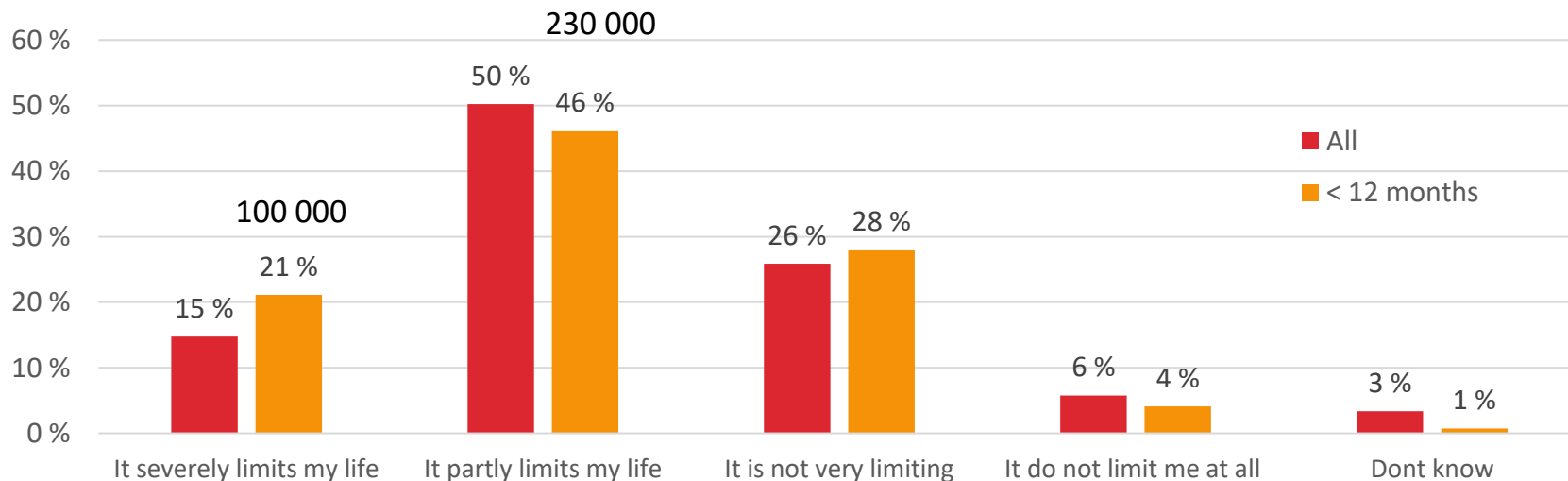
Novus oct 2022



How bad is it for the long term sick?

Novus oct 2022

330 000 say it limits their life



Insights from Novus Coronastatus

The data we could confirm, within margin of error

Number of vaccinated (2%)

Number of confirmed cases (1,8 %) (after Sweden finally got the testing going)

Number of layed off

Self diagnosing worked great (when there were no tests)

Novus panel is fantastic for population estimation

We could plot WHEN people got sick (government forgot that detail...)

Other confirmed behavior changes

Elderly stayed at home

Swedes worked from home

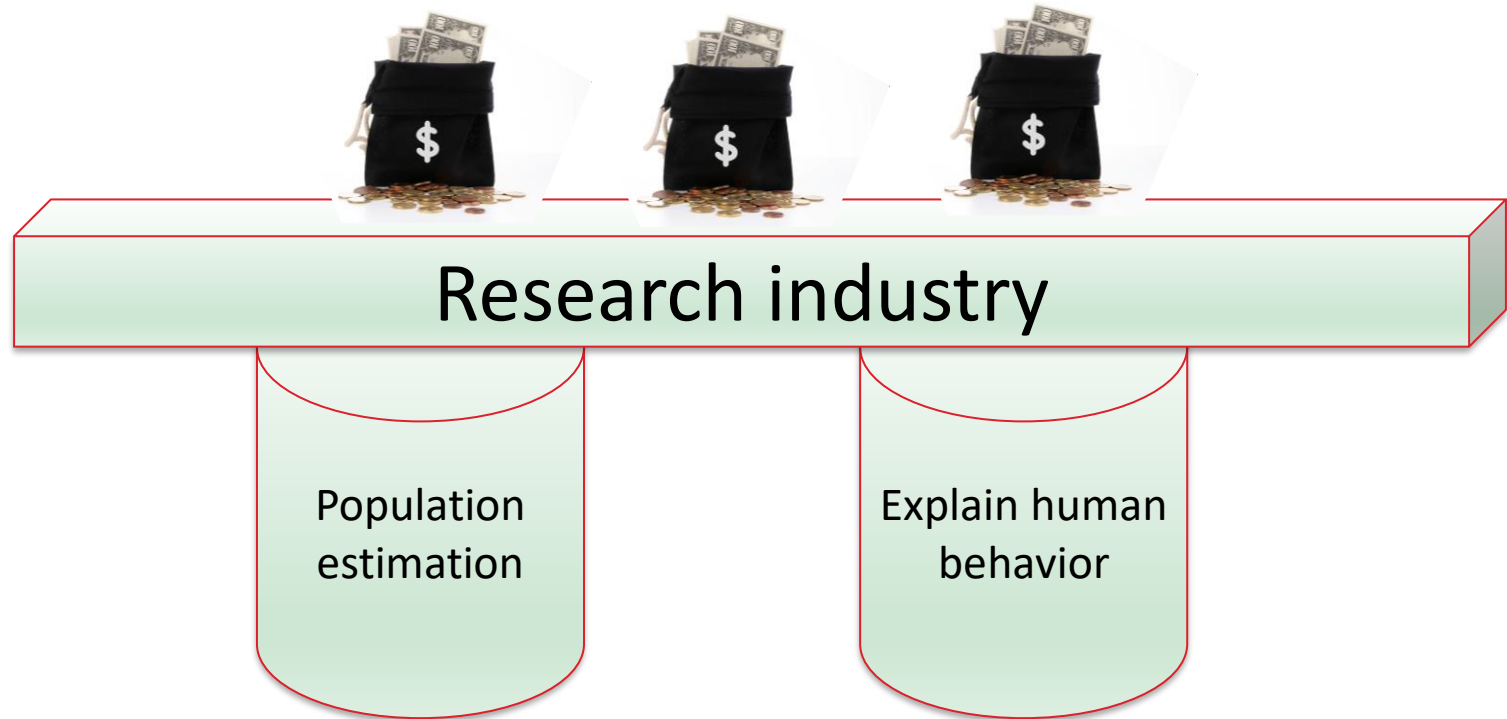
Swedes cancelled their vacations

We followed the recommendations

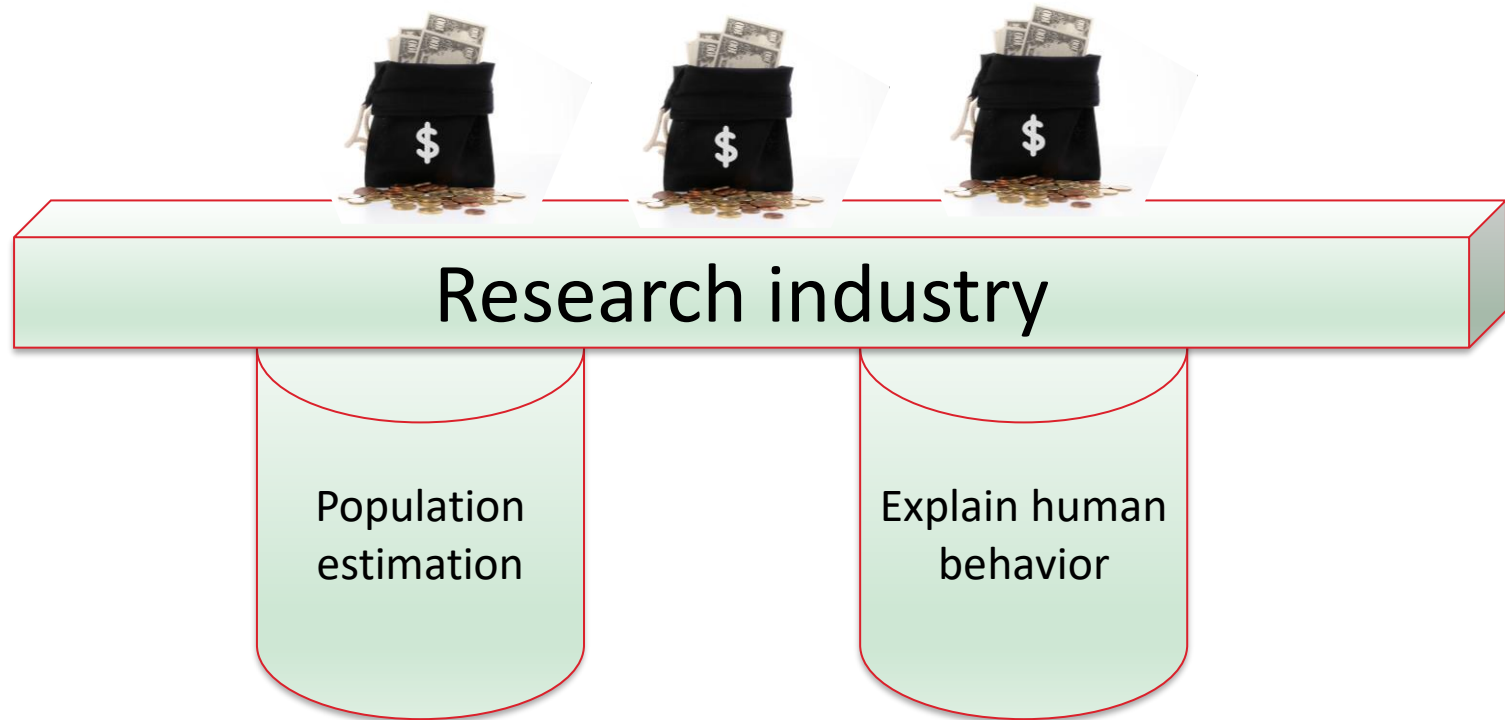
Sick did not want to burden health care systems

Etc.

WAPOR Reflection: Two pillars for our industry



WAPOR Reflection: Two pillars for our industry



WAPOR Reflection: Two pillars for our industry



Research industry

Explain human
behavior

Summary

“We CAN make knowledge great again”

Good On-line probability-based panels WORK for population estimation

Differentiate data collection and sample quality

Cheaper to ask questions on-line -> more money to build a panel!

There is no excuse to not use probability-based samples

Data is not for free

Reliable knowledge is invaluable

Everything is about understanding the collective human behaviour

We have no future if we can not do population estimations

Contact me!

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