

TNS Emnid

**Political
Opinion Polling
in Germany**



Clients of political opinion polling (1)

A. Parties

- Create positive atmosphere
- Internal record of achievement
- Issues + candidate check
- Test of slogans, posters, spots

B. Federal / Länder government(s)

- Feedback on government
- Acceptance of political intentions
- Long-term trends
- Social changes

Clients of political opinion polling (2)

C. Media

- Reaction on recent events
- Flash surveys
- Party preference
- Person-directed
- Trends

D. Communication Agencies

- Issue setting
- Create publicity

E. Syndicates / Lobbies

- Status quo evaluation
- Political pressure through polls

Trends

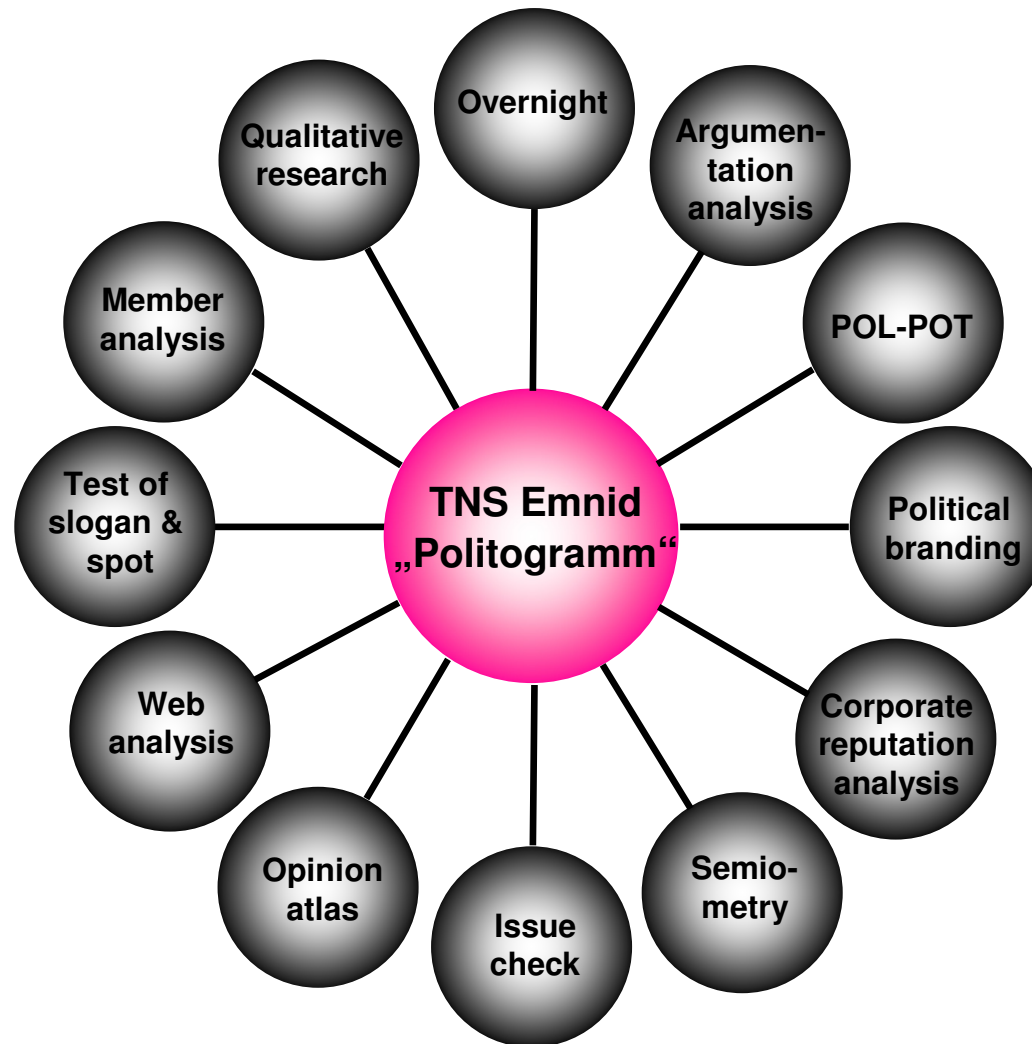
- Ad hoc → Trackings
- Quality → Mediality
- Comprehensive → Short and brief
- Normal surveys → Flash surveys
- Independent of events → Dependent of events

Problems

- Lack of representation
- Diagnosis instead of prognosis
- Statements in probabilities
- Attitudes instead of facts
- Methodological incomprehension of politicians / public
 - ➔ Survey in the hands of experts
- Strong influence of questionnaire + context
- Subjective interpretation

MODELS

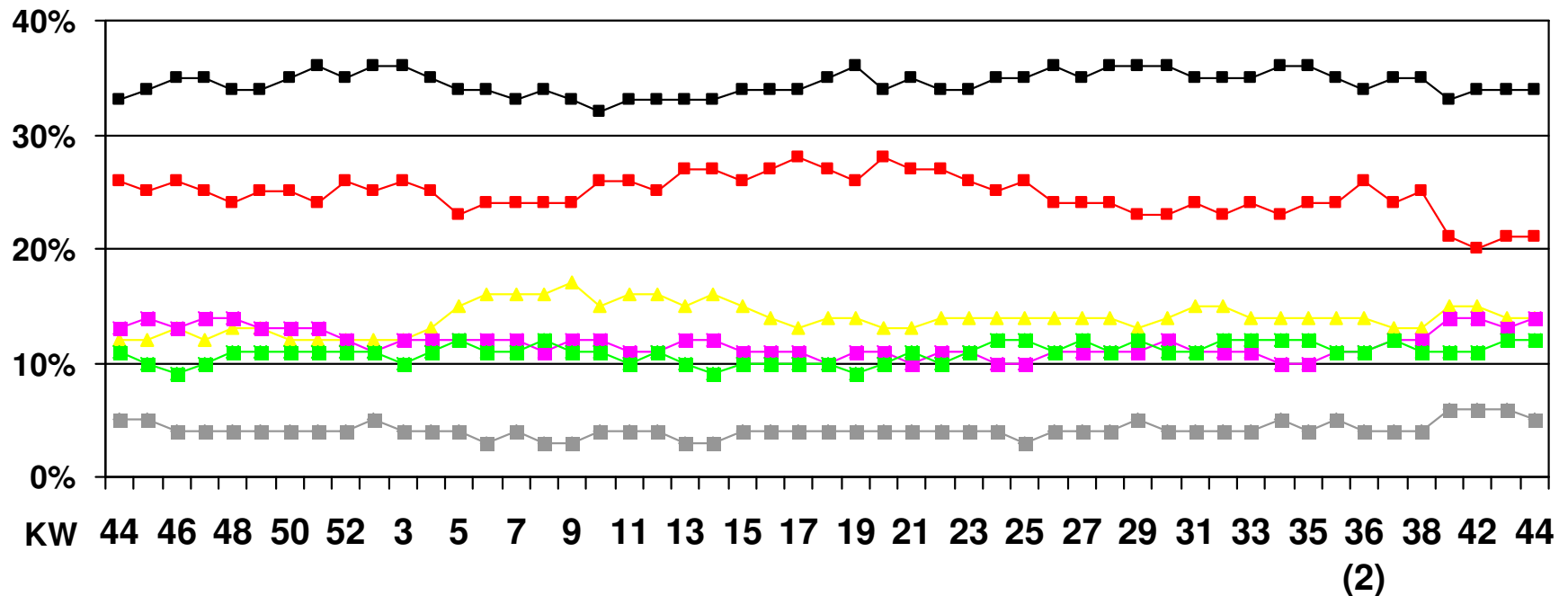
TNS Emnid Models



Trends

Party preference

Which party would you vote for if there were parliamentary elections next Sunday?



—■— CDU/CSU —■— SPD —▲— FDP —■— Die Linke. —■— Bü'90/Die Grünen —■— Others

Field period: 19.10.2009 - 26.10.2009 - n = 3.235

Results	CDU/CSU	SPD	FDP	Die Linke.	Grüne	Others
KW 44 in %	34 (+/-0)	21 (+/-0)	14 (+/-0)	14 (+1)	12 (+/-0)	5 (-1)

TNS Emnid Pol-Pot

Potential new and lost voters

Voter Party A

Other Voters



very
certain

rather
certain

barely
affiliated

not
affiliated

very
ready to
swing

somewhat
ready to
swing

barely
ready to
swing

not
ready to
swing

certain

uncertain

open

unreachable

voters

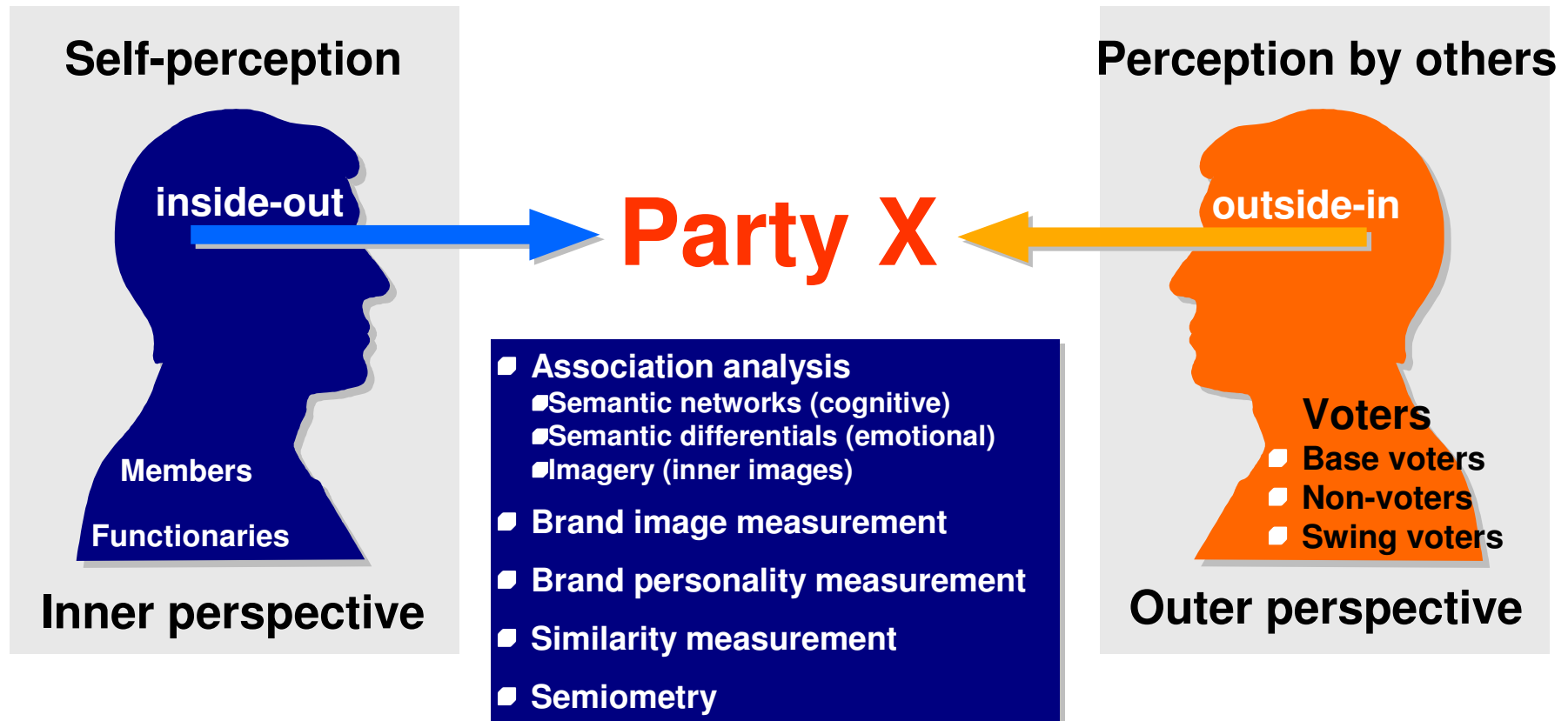
voters

Political brand analysis

Analysis of content

- Statements by politicians
- Parties

Polling



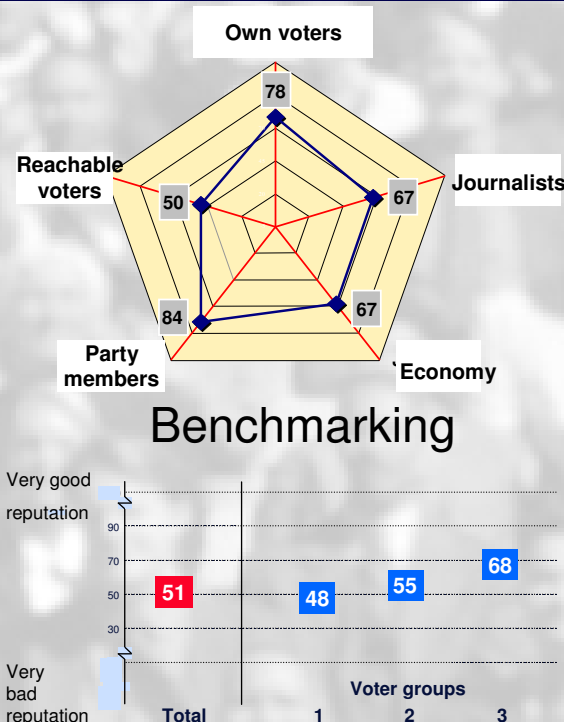
TNS Emnid Corporate Reputation Manager

Overview: Tools for analysis

Party Index Corporate Reputation Index

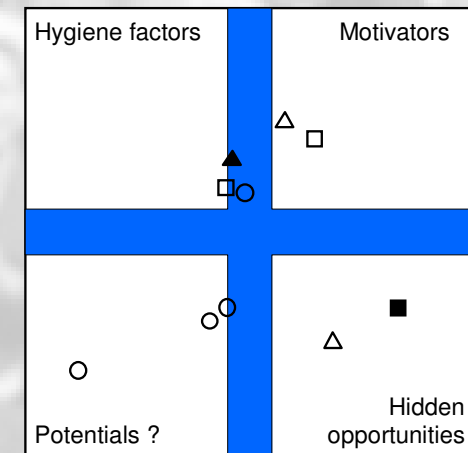
- Index for the perceived quality of a party's reputation in individual voter groups and opinion leader groups
- Basis for reputation radar and benchmarking

TRI*M Reputation Radar



TRI*M Grid-Analysis

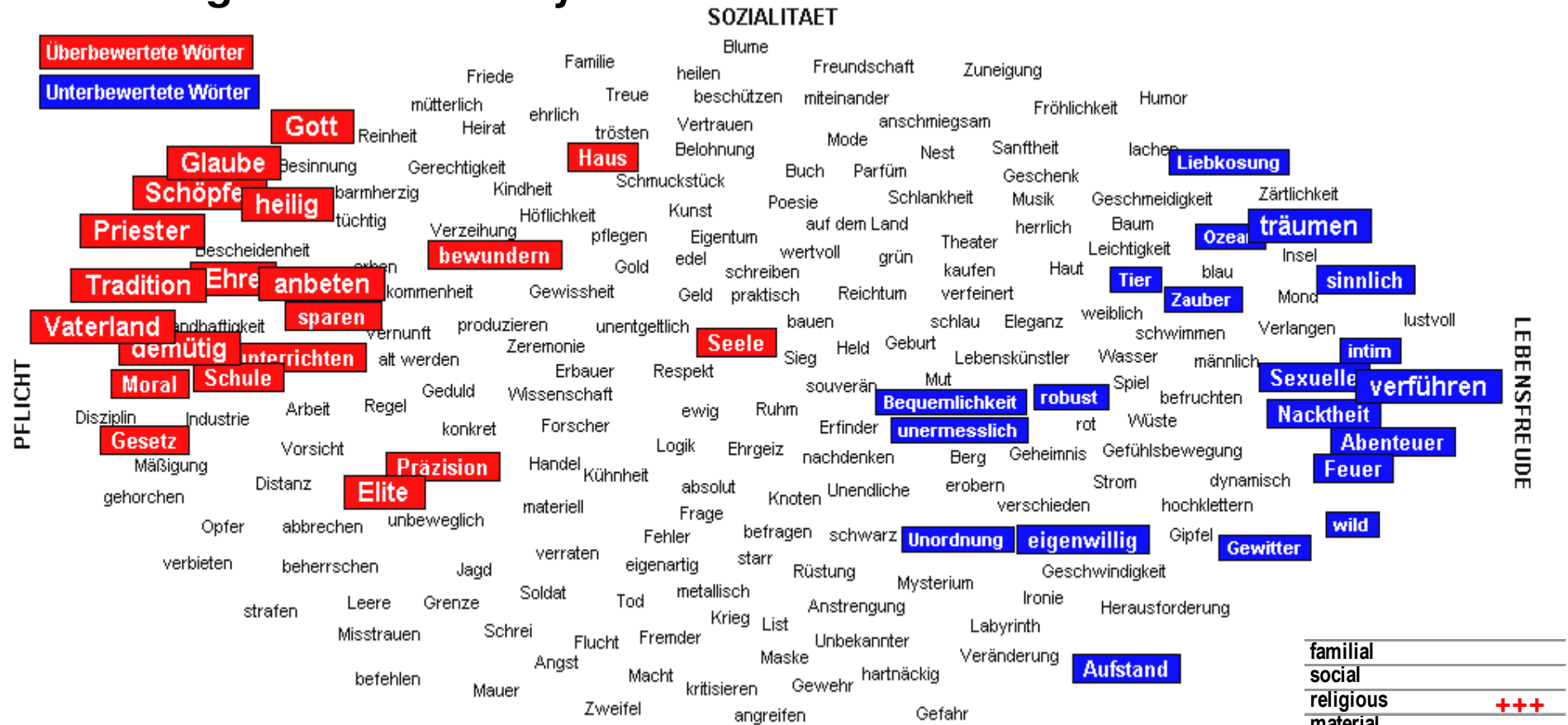
Reputation Driver Analysis
for the deduction, evaluation and prioritization of reputation building measures



TNS Emnid Semiometry

“Sunday Question”: CDU/CSU

Basis: Eligible voters 18+ years



INDIVIDUALITAET

Characterization of target groups through the value fields by means of an index system:

+	=	2 overrated items	-	=	2 underrated items
++	=	3 overrated items	--	=	3 underrated items
+++	=	4+ overrated items	---	=	4+ underrated items

familial	
social	
religious	+++
material	
dreamy	--
pleasure-oriented	---
experience-orient.	---
cultural	
rational	
critical	
dominant	
pugnacious	
duteous	+++
traditional	+++

The prevailing political mood: voters in change

The value characteristics

	CDU/ CSU	SPD	FDP	Grüne	Linke	NPD
familial		+	- -			- - -
social			- - -			
religious, value-oriented	+++	+			- - -	- - -
material				- -	-	
dreamy	- -			++		
pleasure-oriented	- - -					
experience-oriented	- - -		-	+++		+
cultural		++		+++		- -
rational					++	
critical						++
dominant			+			+++
pugnacious				- -	- -	+++
duteous	+++	++		-		- -
traditional	+++			- - -		

Characterization of target groups through the value fields by means of a index system

+ = 2 overrated items
 ++ = 3 overrated items
 +++ = 4+ overrated items

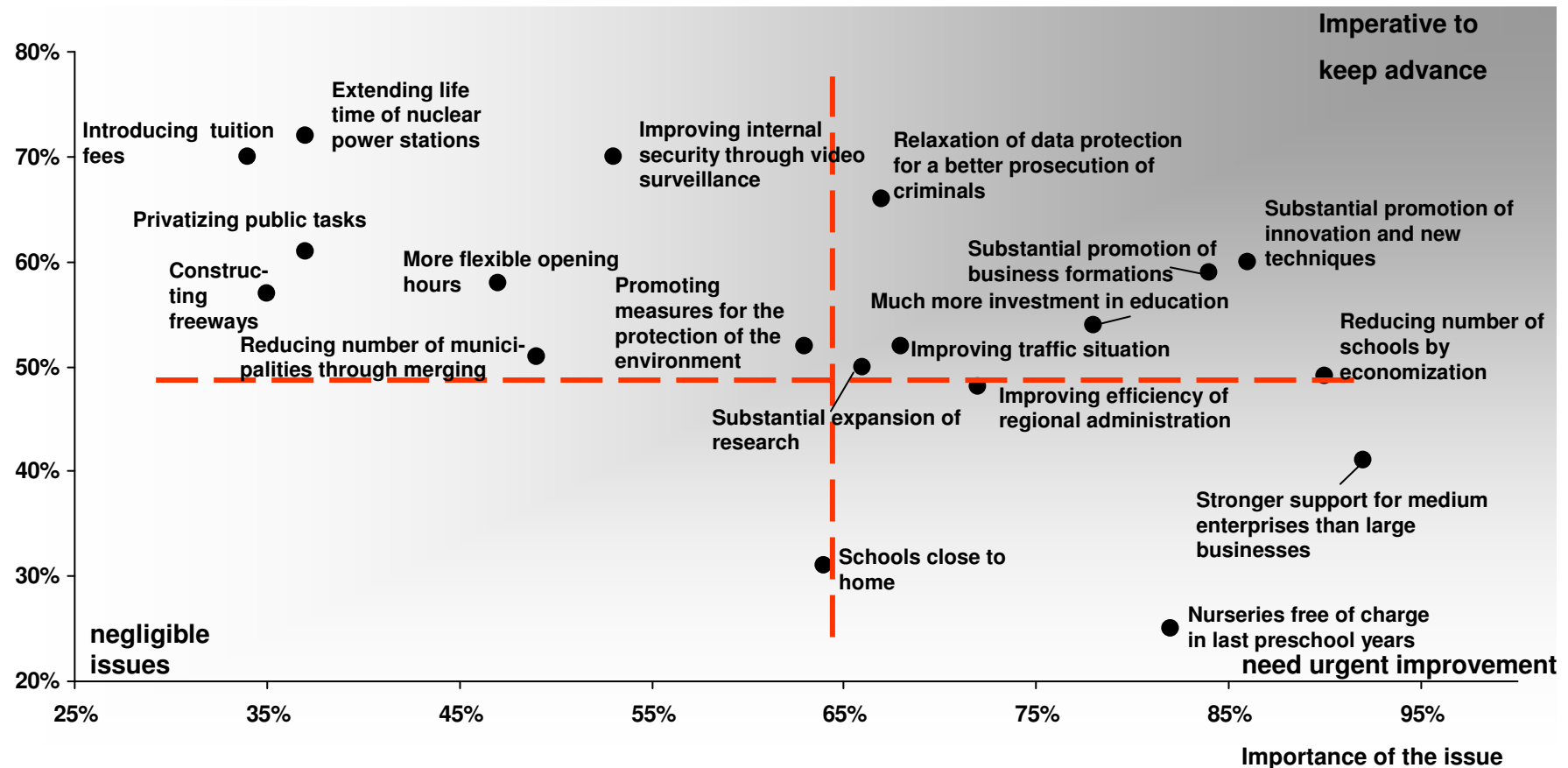
- = 2 underrated items
 -- = 3 underrated items
 --- = 4+ underrated items

Action relevance matrix specific party competences

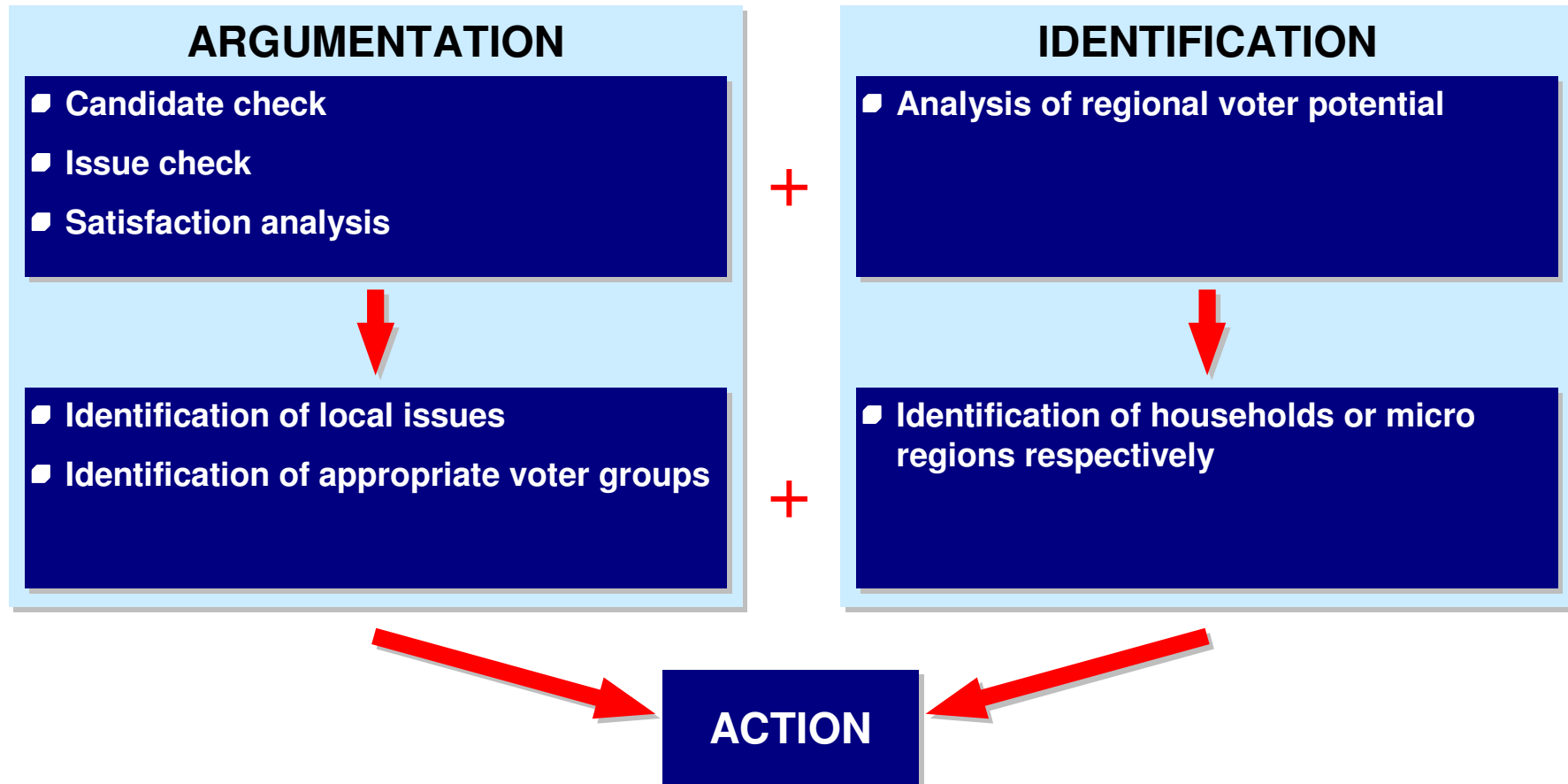
Party X

Competence

Basis: all eligible voters



TNS Emnid Argumentation analysis



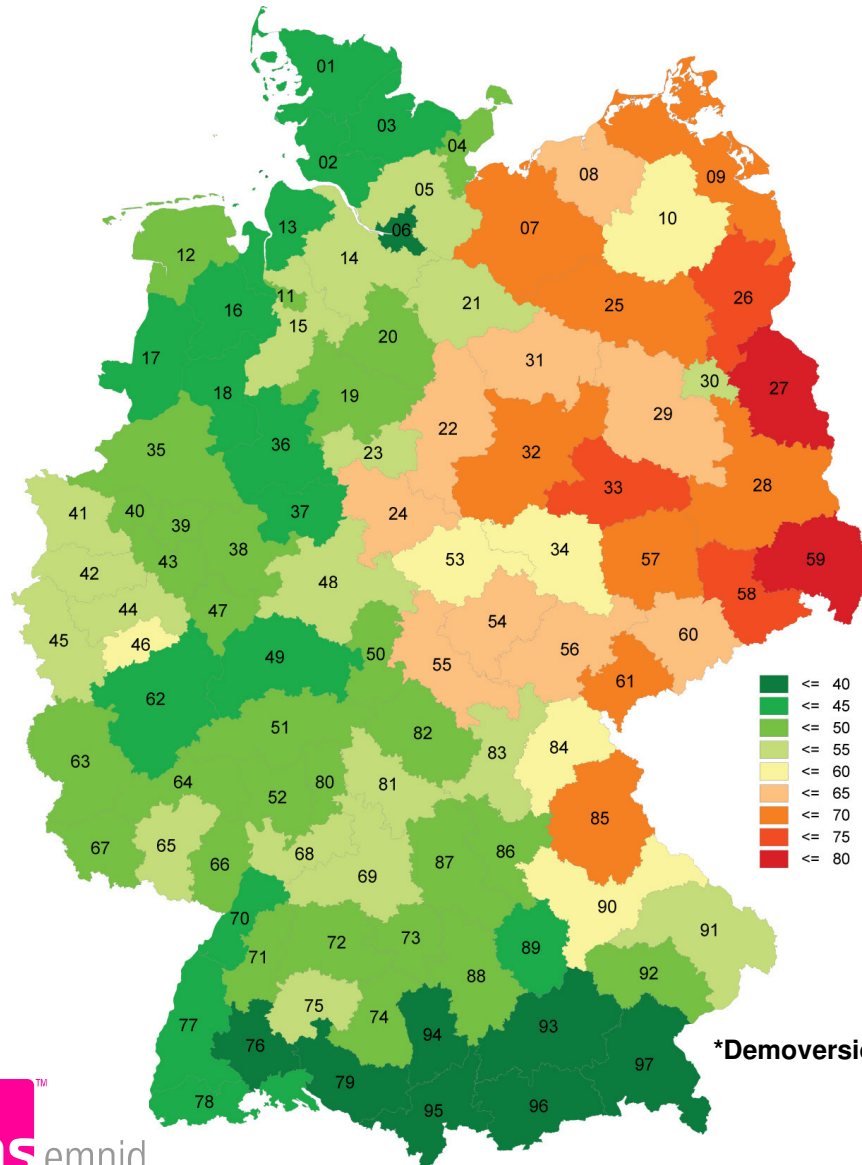
Publication of regional political surveys

Optimized election campaign analysis by means of exact voter addressing

- Mailings (targeting suitable persons with optimal issue identification)
- Telephone-Canvassing (targeting suitable persons with optimal issue identification)
- House calls (targeting suitable persons with optimal issue identification)

TNS Emnid Opinion Atlas Germany

Fear of the EU Eastern Enlargement*



The in the map indicated numbers are spatial order numbers.

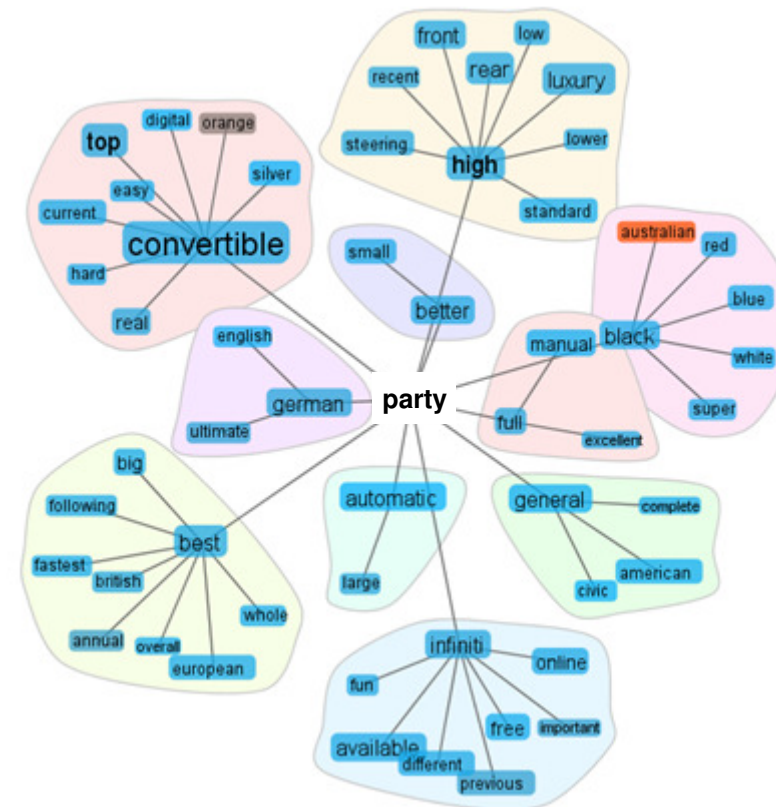
Ranking of spatial order regions starting with region with highest value

		%		%	
59	Oberlausitz-Niederschlesien	80	35	Münster	50
27	Oderland-Spree	79	39	Dortmund	50
58	Oberes Elbtal/Osterzgebirge	73	52	Starkenburger	50
26	Uckermark-Barnim	72	66	Rheinpfalz	50
33	Dessau	71	73	Ostwürttemberg	50
28	Lausitz-Spreewald	70	82	Main-Rhön	50
85	Oberpfalz-Nord	70	86	Industrieregion Mittelfranken	50
09	Vorpommern	68	92	Landshut,	50
61	Südwestsachsen	68	43	Bochum/Hagen	49
25	Prignitz-Oberhavel	67	51	Rhein-Main	49
32	Magdeburg	67	12	Ost-Friesland	48
07	Westmecklenburg	66	19	Hannover	48
57	Westsachsen	66	40	Emscher-Lippe	48
22	Braunschweig	65	47	Siegen	48
29	Havelland-Fläming	65	50	Osthessen	48
56	Ostthüringen	65	64	Rheinessen-Nahe	48
24	Göttingen	63	67	Saar	48
54	Mittelthüringen	63	72	Stuttgart	48
08	Mittleres Mecklenburg/Rostock	61	80	Bayrischer Untermain	48
31	Altmark	61	87	Westmittelfranken	48
55	Südthüringen	61	38	Arnsberg	47
60	Chemnitz-Erzgebirge	61	63	Trier	47
10	Mecklenburgische Seenplatte	60	71	Nordschwarzwald	47
34	Halle/S.	60	74	Donau-Ilser (BW)	47
84	Oberfranken-Ost	60	88	Augsburg	47
90	Regensburg	60	02	Schleswig-Holstein Süd-West	45
46	Bonn	59	36	Bielefeld	45
53	Nordthüringen	59	49	Mittelhessen	45
30	Berlin	55	70	Mittlerer Oberrhein	45
42	Düsseldorf	55	77	Südlicher Oberrhein	45
48	Nordhessen	55	89	Ingolstadt	45
65	Westpfalz	55	13	Bremerhaven	44
68	Unterer Neckar	55	16	Oldenburg	44
75	Neckar-Alb	55	62	Mittelrhein-Westerwald	44
14	Hamburg-Umland-Süd	54	03	Schleswig-Holstein Mitte	43
44	Köln	54	17	Emsland	43
91	Donau-Wald	54	37	Paderborn	43
23	Hildesheim	53	01	Schleswig-Holstein Nord	42
05	Schleswig-Holstein Süd	52	18	Osnabrück	42
15	Bremen-Umland	52	78	Hochrhein-Bodensee	42
21	Lüneburg	52	79	Bodensee-Oberschwaben	40
45	Aachen	52	93	München	40
69	Franken	52	97	Südostoberbayern	40
81	Würzburg	52	76	Schwarzwald-Baar-Heuberg	38
83	Oberfranken-West	52	06	Hamburg	35
41	Duisburg/Essen	51	94	Donau-Ilser (BY)	35
04	Schleswig-Holstein Ost	50	96	Oberland	35
11	Bremen	50	95	Allgäu	30
20	Südheide	50			

TNS Web-Inspector

Screenshot 1: Adjectiv Cluster Party

- The TNS Web-Inspector Toolbox compiles issue clusters, that can consist of adjectives or nouns and terms. These terms are being extracted beforehand from relevant internet sources and are then brought into a semantic relation to each other by applying methods of artificial intelligence.
- Hence one can see for example how much an issue is discussed on the internet and how it is perceived by the public. It is precisely ascertainable how many persons are talking over party x on the internet, which issues they address and how they evaluate the party.
- Thus new yet undetected issues can be identified (issue identification).



Evaluation criterion replicability

- **Sample size**
- **Survey period**
- **Questionnaire / questionnaire wording**
- **Method**
- **Target group**
- **Clients**