

The voice of European citizens

As the EU's premier, trusted source for social research based on advanced and applied social science, Gallup Europe represents the hearts and minds of all Europeans.

Gallup Europe has been involved in multinational European research for many years. By delivering proactive cutting-edge service and measurement-based strategic advice for many policy areas, we facilitate the understanding of complex European and worldwide issues and help decision-makers shape their agendas.

GALLUP® EUROPE

Measurement • Consulting • Training



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The world-renowned Gallup Organization has built an integrated network of partner institutes and fieldwork operations with a proven track record of efficiency and a high level of professionalism.

At Gallup Europe, client data is delivered with unprecedented speed and conforms to the highest reliability and validity standards.

ABOUT GALLUP



As a pioneering pollster, company founder Dr. George Gallup determined that in seeking the actual “will” of the people, his

guiding principle would be independence.

This ethical principle has made the Gallup name one of the most well-known and trusted brand names on Earth, synonymous with democracy and the democratic process. Dr. Gallup’s initial-breakthrough occurred in 1936, when he correctly predicted that Franklin Roosevelt would defeat Alfred Landon for the U.S. presidency.

Gallup was active in the European arena soon after its sampling breakthrough in that election. The British Gallup Poll was founded in the UK in 1937, and a Gallup-affiliated company was established in 1938 in France in the following year. Negotiations to set up Gallup companies were also conducted in Czechoslovakia and Norway in the mid-1930’s.

After the outbreak of World War II, Gallup suspended its European activities, with the exception of the British Gallup Poll which operated throughout the war. Outside of Europe, Gallup affiliates began operating in Canada in 1938 and in Australia in 1940.



The Gallup Organisation Europe was established in 2003 as a joint venture as a joint venture of the various European offices of The Gallup Organization, Inc. Operating from Brussels, Gallup Europe provides policy-related measurement and consultancy for both public and private organisations. Gallup Europe believes that collecting and sharing information across the countries of the European Union (EU) is a key step in developing a kind of collaborative “discovery/learning space” devoted to the Union’s policy issues and their resolution. This, in turn, should allow for empowering citizens. Gallup Europe collects survey data and analyses findings from all parts of Europe.

As such, it has had considerable experience in both the “historic” and enlarged EU, where Gallup conducted the Candidate Countries Eurobarometer. This work is ongoing with projects in areas such as South-East Europe and the Black Sea region. Furthermore, Gallup actively participates in the European academic arena by sharing research through formal education and training or by organising conferences and methodical workshops involving leading survey research methodologists from around the world. Recent events include “Measuring the Emotional Economy of Europe”, “Measuring Human Security in Europe” and our Learn @ Lunch series.

PORTFOLIO OF SERVICES

- ∴ European-level public sector evaluation research
- ∴ Management and coordination of multi-country European-wide research projects
- ∴ Opinion polling
- ∴ Market research
- ∴ Customer satisfaction surveys
- ∴ Training



METHODS

- ∴ Face-to-face
- ∴ Personal interview fieldwork
- ∴ Telephone interviewing
- ∴ Web-based interviewing
- ∴ Panel research
- ∴ Qualitative research
- ∴ Focus groups
- ∴ Desk research
- ∴ Data processing
- ∴ Statistical analysis

ONGOING PROJECTS

European Commission / Flash Eurobarometer

The Flash Eurobarometer is the premier instrument used by European political decision-makers for rapid data collection and analysis and for accessing policy-relevant information pertaining to the citizens of the EU and beyond. As one of the largest ongoing survey research projects in the world, this mixed-mode survey covers 34 countries, including the current EU Member States, the candidate countries, and other European nations.

EU Crime and Safety Survey

For the EU Crime and Safety Survey, Gallup conducted 40,000 telephone interviews in 18 European nations. In addition, several major improvements were made to the established methodology. One involved designing a system for interviewing that particular segment of the population that can only be reached by mobile phone. Another refinement was the development of a geo-coded database that enables Gallup to compute small-area safety estimations and to generate “hot spot crime” maps for major cities.

***EU Monitoring Centre on Racism
and Xenophobia (EUMC)***

Gallup conducted almost 4.000 personal face-to-face interviews with Muslims and other minority groups in six European nations. Specific attention was paid to the preferred language of the interviewee. Plans call for developing an on-going monitoring programme to track the attitudes, including the worries and fears of various immigrant communities in major EU cities.

***European Foundation for the Improvement
of Living and Working Conditions***

The 2005 edition of the European Working Conditions Survey was based on 30.000

face-to-face interviews, carried out with workers in the EU-25, Bulgaria, Croatia, Norway, Romania, Switzerland and Turkey.

EU Leaders ongoing survey

Jointly sponsored by Gallup Europe and Friends of Europe, this online poll adds an important voice to continuing EU policy debate. It provides an overview of attitudes regarding key issues facing Europe and ways to deal with them from the special perspective of Europe's leaders.

Gallup World Poll

In today's rapidly-changing world, leaders require direct and timely access to their constituents' opinions. Gallup has stepped

MANAGEMENT RESEARCH

forward to meet this need with The Gallup World Poll, a decision-making instrument with a global scope. The largest undertaking of its kind, the World Poll is currently measuring the well-being and overall status of citizens around the world, to be followed by an in-depth analysis of the findings to follow. Plans call for polling 95% of the earth's population on a regularly-scheduled basis in the coming years. As such, the world poll will be the largest source of globally-strategic information, providing access to the voices, hearts, and minds of citizens in more than 130 nations and territories.

In addition to its wide ranging survey research activities, Gallup specialises in management research employing some of the world's leading scientists in corporate management, economics, psychology and sociology. Gallup performance management systems help organisations boost organic growth by increasing customer engagement and by maximising employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2.000 professionals deliver these services at client organisation offices, through the Web, at Gallup University campuses, and in 40 Gallup offices around the world.

QUALITY CONTROL IS ONE OF OUR ASSETS

Through its global network providing world-wide coverage, Gallup Europe has the ability to investigate the most complex international issues. Each Gallup office utilises its experience and expertise to meet client needs, with strong emphasis on quality control procedures including back-checking the work of all interviewers and all interviewing supervisors.

The multi-lingual Questionnaire Adaptation Team possesses many years experience designing and developing survey questionnaires and places special emphasis on close collaboration with clients in this endeavour.

Hard-to-resolve issues, such as those pertaining to back-translation, are also handled by the Questionnaire Adaptation Team.

Gallup Europe complies with the ESOMAR (European Society for Opinion and Market Research) and WAPOR (World Association of Public Opinion Research) quality standards.

THE ADVISORY BOARD OF GALLUP EUROPE

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Association, and other similar bodies*

Because of the world-class technical expertise offered by Gallup Europe's advisory panel, clients can expect to receive superior methodological and R&D advice and technical assistance on all their projects.

FIVE REASONS TO WORK WITH US

1. Gallup Europe is an independent organisation that facilitates the understanding of complex European and world issues and helps leaders to shape their agenda.
2. Gallup Europe has long experience in conducting Pan-European research projects, and offers a wide range of services, tailored to customers' needs, including opinion polling, training and consulting services.
3. Gallup Europe relies on an extensive network comprised of the best and most dedicated international researchers, academics and scientists.
4. Gallup Europe continuously develops its own technical methods and processes, including the cutting-edge, Internet-based, data collection system providing centralised sampling and interviewing control.
5. Gallup Europe provides unprecedented speed for its data delivery, unsurpassed data quality, transparency and the capabilities for designing and implementing all types of samples, including very low incidence designs.

THE BOARD OF DIRECTORS OF GALLUP EUROPE

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Alec Gallup

*Chairman of the Gallup Poll,
and Member of Gallup Europe Board.*

“I believe that understanding the realities of the various European societies combined with desire to be the best in our industry has created an environment in which Gallup Europe serves as a kind of learning lab for the various Gallup associates. As such, the relationships formed in this close-working environment contribute as much to the delivery of high quality international research as the more formal technical and organisational skills.”



Robert Manchin

*Chairman and Managing Director,
Gallup Europe.*

“Gallup Europe serves the EU27+ countries and a wide range of clients, including foundations, academic institutions, business corporations, NGOs, and trade associations at the local, national, EU and international levels. To meet the technical requirements of European-wide telephone surveys, Gallup has designed a number of seamless, data gathering, communication and workflow-management instrument.

From its member organisations, Gallup has formed a single integrated company with a proven track record of efficiency and a high level of professionalism. Gallup Europe covers the EU27+ countries and has the ability to work in 44 language variants. And in a true 24/7/365 manner, Gallup Europe collectively shares all its resources and findings, ensuring clients of an unprecedented reporting speed, high-quality deliverables, data transparency and strict accountability at all levels.”

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