

GALLUP®

THE PREMIER TRUSTED SOURCE IN UNDERSTANDING HOW EUROPEANS THINK AND FEEL

By exploring the opinions and attitudes of citizens, Gallup facilitates the understanding of complex European and world issues and helps decision-makers shape their agendas.

Gallup believes that collecting and sharing information is a vital part of policy-making and a key step in empowering citizens.

GALLUP IN ACTION IN THE EU & BEYOND

With over 70 years of experience, Gallup provides opinion polling, policy-related measurement and consultancy services for both public and private organisations. It can address the general public as well as specific target groups: decision-makers, youth, minorities, etc.

Gallup leads in the field of global in-depth surveys, relying on a worldwide network with a proven track record of efficiency and a high level of professionalism.

MAKING SENSE OF OPINIONS & FEELINGS

As a pioneer in applied social research, Gallup measures citizens' awareness and attitudes towards social, political and economic matters. Gallup has also become a champion at assessing the impact of policies, services and media campaigns in all areas.

As the current provider of the European Commission's Flash Eurobarometer, Gallup conducts over 400,000 interviews per year on subjects ranging from entrepreneurship and employment to education, and from European values to global challenges.

CUTTING-EDGE TECHNIQUES & COMPREHENSIVE SOLUTIONS

Offering all standard survey techniques, Gallup's tailor-made solutions can be complemented by in-depth statistical analysis and cutting-edge data visualisation tools.

A FAST & QUALITY SERVICE

With unprecedented speed of delivery, Gallup serves all stakeholder groups ranging from national governments and European institutions to business, media, civil society organisations and academia.

Gallup strictly complies with ISO norms, ESOMAR and WAPOR standards, and takes pride in a reputation for reliability, accountability and transparency at all levels.

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