



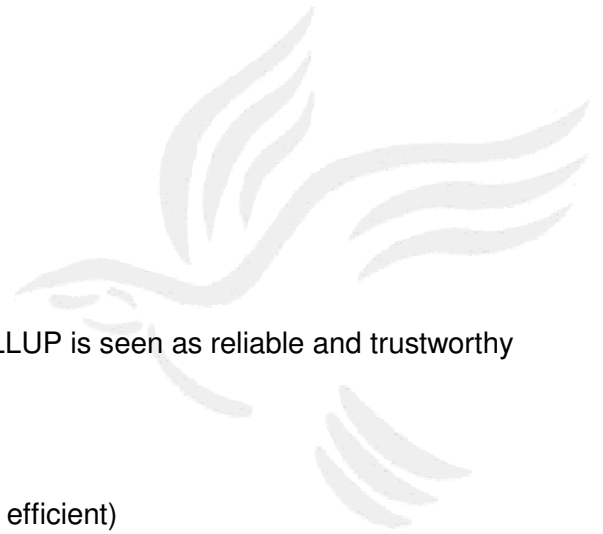
Why with GALLUP INTERNATIONAL?

On a Global Level

- Well-established project partnerships and long-existing teams
- Meetings (at least once every year)
- Knowledge transfer through joint training courses, seminars, staff exchanges and through joint international non-profit research projects with the next generation of market researchers.
- Globally standardised quality levels
- Standardised definitions of methods and terms
- Optimised procedures (i.e. software, data delivery)
- Established standard products (often under license), and ready to be adapted
- Network with a range of internationally-renowned experts from the fields of political and market research.
- Regular worldwide pro bono studies on a wide range of topics of general interest

On a Local Level

- Independence – no “simply taking orders”, but rather thinking as a company
- Local market knowledge (input concerning research design and interpretation: language, culture, behaviour patterns, in addition to statistical sources)
- Local recommendation of methods (sampling, data collection), local translation by market researchers (in other words, by people who know the methods and market)
- Implementation in accordance with the specific culture group.



- Generally associated with market leaders, the brand GALLUP is seen as reliable and trustworthy amongst interviewees.

On an Operational Level

- Contact close by and in the native language (convenient, efficient)
- Central coordination (selection of specific partners, development of design, standardised, and often personal, in-situ briefing, standardised analysis procedure)
- Clear explanation of competencies, project management
- Specification and implementation of quality standards amongst collaborating institutes.