Introducing ourselves
OUR VALUES

To us, interviewing is all about getting the bigger picture.

INDEPENDENCE
Political and economic independence

TRADITION
Decades of experience in quantitative and qualitative research

INTELLIGENT MARKET RESEARCH
Decision-based questions and clear recommendations

LIGHT BULB MOMENTS
Reveal hidden aspects through surprising insights

FAIRNESS
No standard tools but customized research designs

APPRECIATING RESPONDENTS
An appreciative approach with participants leads to high-quality results

STRATEGIC REPOSITIONING
Integrated approaches, innovative methods, state-of-the-art evaluation and survey technologies

EXPLORING CUSTOMERS
Valuable insights into the thinking and emotions of respondents

EFFICIENCY
We solely inquire about aspects that lead to a better understanding of the market

CONSUMER PSYCHOLOGY
Comprehensive knowledge of psychological theories and survey procedures
OUR SKILLS

A passion for research, based on a solid foundation of experience and knowledge.

EXPERIENCE
- In 1949, Gallup was founded as the first Austrian market and opinion research institute, followed by the Austrian Institute for Motivation Research in 1967
- Comprehensive and interdisciplinary databases and comparative values (e.g., 15,000 impact tests on advertising efficiency)
- Thorough understanding of Austrian markets
- Experience with multinational clients

EXPERTISE
- Interdisciplinary team (sociologists, psychologists, publicists, political scientists, economists and statisticians)
- High level of professional expertise and long-lasting company affiliation by employees
- Networks with various research institutes
- Lecture activities at universities and technical colleges

QUALITY ASSURANCE
- Compliance with applicable professional ethics of the VMÖ (Austrian Market Research Association) and ESOMAR
- Compliance with data protection regulations of the current Data Protection Act in Austria
- Quality assurance at all company levels (field study, supervision of surveys, evaluation)
- Documentation and reporting of studies
- Certifications (e.g., ISO 26362 certification of online panel)
- Continuing education

INNOVATION
- State-of-the-art survey technology (online panel certified to ISO, CATI studio employing the RLD method, mobile research, tablets with GPS receiver)
- Modern analysis programmes
- Development of proprietary models
- Combination of traditional methods and new concepts
- Innovation development with start-ups and well-established research institutes
Our interdisciplinary structure allows for diverse research topics, questions and research interests.

**EVALUATION STUDIES**
Evaluation of activities in various fields of public interest (politics, labour market, environmental protection, etc.)

**RETAIL RESEARCH**
Positioning analyses, industry tracking, multi-channel retail studies, flyer analyses, advertising monitoring, Gallup industry monitoring (*exclusive*), 360° Touchpoint Analysis (*exclusive*)

**CONCEPT RESEARCH**
Identifying ideas with high/low acceptance and generating new ideas

**MARKETING – PRODUCTS/BRANDS/MARKETS**
Concept tests, product research, brand research, price research, sales research

**MEDIA RESEARCH**
Popularity of media, frequency of use, satisfaction with contents, acceptance of advertising media

**OPINION RESEARCH**
Collecting insights, opinions, moods and desires of the general public, political research, Eurobarometer (*exclusive*)

**MOTIVATION RESEARCH**
Determining relevant consumer choice motives while taking into account contextual factors and psychological motive models

**ORGANISATIONAL AND EMPLOYEE RESEARCH**
Employee surveys, management surveys, employee surveys vs. customer satisfaction, employer branding

**STAKEHOLDER ANALYSES**
Quantitative and qualitative stakeholder analyses to determine resistance against the project and identify promoters and supporters

**ADVERTISING AND COMMUNICATIONS RESEARCH**
Pre-tests/advertising media tests, Gallup advertising monitoring, Gallup impact test (*exclusive*), comprehensive benchmarks

**TARGET GROUP RESEARCH**
Customer satisfaction analyses, KANO analysis, customer segmentation, establishing typologies
One of our unique selling points in the Austrian market research sector is the consistent development of our very own solutions.

**GALLUP OMNIBUS**

1,000 respondents, representative of the Austrian population aged 14 and over

Personal interviews (CAPI = Computer-Assisted Personal Interviewing) in households

**EUROBAROMETER**

Face-to-face interviews with 1,000 Austrians, nine times a year

Surveys on the social situation of citizens as well as social and political opinions on central EU-related topics

**INSPIRATION PRACTICE**

An open innovation tool by gallup.digital.research

Enables the creation of a vast number of ideas within a very short time

Suitable for the development of new products, services and concepts

**IMPACT TEST**

Quick and reliable measuring of the impact of advertising campaigns after their deployment in an advertising environment

High-quality results thanks to our proprietary online panel

**BRAIN ATTENTION RATING (BAR)**

A scientific method using findings of cognitive psychology

Analysis of neurological processing by means of eye tracking and psychological explorations
OUR NEW PRODUCTS

360° TOUCHPOINT®

360° TOUCHPOINT is an integrated management and decision-making tool for comprehensive multichannel management.

360° TOUCHPOINT enables precise tracking of the customer journey of different target groups, and thus the identification of the optimal marketing mix for each group.

This management tool works with standardized "currencies" in order to determine the impact and contribution to success of all activities in marketing, sales, communication and service.

Practical experience with 360° TOUCHPOINT shows that Accelerom’s analysis and consultancy concept generates up to 30% more sales with the same budget – or the same result with a 30% smaller budget.

360° TOUCHPOINT is developed by Accelerom, an international consultancy specialised in integrated marketing and brand management.

GALLUP CX RADAR®

Gallup CX Radar is a diagnostic tool for quick and simple analysis of the customer experience status of a company. It focuses on the key customer experience metrics for evaluating customer loyalty and revenue performance:

- Customer Satisfaction
- Customer Retention
- Net Easy Score
- Net Promoter Score, etc.

The survey is conducted simultaneously and consistently in all departments. This approach provides a holistic and comprehensive picture of the customer experience status. The data is comparable over time and from the highest level of aggregation (indices) to the lowest level of observation.
As a full-service institute, we can profit from a comprehensive pool of methods.

**OUR RESEARCH METHODS**

**QUANTITATIVE METHODS**
- Face-to-face interviews
- Telephone interviews
- Written surveys
- Online surveys
- Mystery shopping
- Omnibus (multi-topic surveys)

**QUALITATIVE METHODS**
- Group discussions/focus groups
- Creativity workshops
- In-depth interviews
- Indirect/projective methods
- Ethnographic research
- Motive analyses
- Measuring of emotions
- Equipment-based methods
- Experience milieus
- Consumer typology
- Desk/secondary research

**MIXED METHODS**
- The parallel design
- The in-depth, sequential design
- The general, sequential design
- The transfer design
- Gallup electronic focus groups

**SMART RESEARCH**
- Quantitative online research
- Online group discussions plus projective methods
- Interactive in-depth interviews
- Online diaries
- Online content analysis
- Online inspiration practice (generation of new ideas and concepts)
- E-commerce research
- Website usability tests
Consolidated strategies.

Thanks to our internal, professionally run field department, we are able to guarantee the highest quality of our results. This allows for a proper implementation of the data collection process, flexible access to ongoing projects and timely interventions when difficulties arise.
FACE-TO-FACE INTERVIEWS

Social interaction allows for sophisticated study designs and high complexity in content and language.

- Gallup has one of the largest face-to-face fields in Austria (up to 50,000 personal interviews per year on a national level)
- Traditional paper-pencil and CAPI interviews as well as self-completion questionnaires
- Different sampling procedures (random route, quota method)
- Wide range of survey methods (mystery shopping, household surveys, nationwide representative surveys, omnibus surveys, etc.)
- Elimination of possible influences through the interviewer by means of interviewer aptitude tests and trainings as well as continuous quality control throughout the field study phase (control calls, tracking via tablets with GPS receiver)
- Gallup is the conducting institute for Eurobarometer face-to-face interviews in Austria
TELEPHONE INTERVIEWS

We conduct population-representative surveys via landline and mobile phone.

- Monitored interviews, project-related briefings and trainings held by supervisors
- Austrian telephone participants are chosen on a random basis by means of the RLD method (based on AAPOR standards)
WITTEN SURVEYS

Anonymity prevents the tendency of giving socially accepted answers on sensitive issues.

- The questionnaire is sent by mail and independently completed by the respondent
- Avoidance of any influence by the interviewer, highly standardised interview situations
- Target-group-specific questionnaire design for high response rate (optimum length, high linguistic precision)
- Support through telephone hotlines and email address
Our online procedures combine state-of-the-art technology with methodical expertise in digital and offline research.

- Our proprietary online survey platform gallupforum is certified to ISO 26362 and enables fast quantitative and qualitative surveys.

- The international standard ISO 26362 for access panels which is enforced since 2009, defines standards regarding data quality and security, technical and organisational procedures and processes as well as panelist privacy protection.

- Continuous quality assurance measures: prevention of multiple and incorrect registrations, panel maintenance, determination of speeders, straight liners, browser fingerprinting, etc.

- E-commerce research comprises analysis of online consumer behaviour, online shop design, coordination of various distribution channels (cross-channel, multi-channel, omni-channel).

- Analysis of website usability is the key to success for web-oriented brand building as well as customer recruitment and retention.

- Throughout the field study period, customers can follow the response behaviour online.
QUALITATIVE STUDY RECRUITMENT

Due to small sample sizes, qualitative research requires a careful selection process.

- Different recruitment strategies can be used to reach different target groups and to compensate for any bias of individual recruitment channels.
- Recruitment process:
  - Direct research strategies (web presence, directories, advertisements)
  - On-site recruitment (e.g., street recruitment, at the POS, etc.)
  - Pyramid scheme and gatekeepers
  - Disseminators
  - Online panel gallupforum
- Quality assurance measures: maintenance and updating of respondent database, precise participant screening and monitoring of participation frequency.
OUR FACILITIES

Interior designs have a significant influence on mood and motivation. We provide an ideal atmosphere for discussions for our customers and respondents.

- Group discussions and interviews are conducted in our studio (Lobkowitzplatz 1, 1010 Vienna)
- The discussion rooms accommodate approx. 14 participants and provide extensive technical equipment:
  - Smart TV, DVD
  - Projector
  - Internet/WiFi
  - Suitable for electronic focus groups
  - Suitable for video streaming
  - Suitable for focus vision
  - Suitable for simultaneous interpreting
- The observation room accommodates approx. 12 people and is equipped with a one-way mirror, air conditioning and WiFi internet access
OUR NETWORK

Close cooperation on a national and international level allows for continuous enhancement of our knowledge and expertise.

MEMBERSHIPS
- ESOMAR member since 1970
- GIA member since 1947 (Worldwide Independent Network of Market Research/Gallup International)
- MRS member (Market Research Society) London, since 03/2015 (Michael Nitsche)
- VMÖ (Verband der Marktforscher Österreichs - Austrian Market Research Association)
- VdMI (Verband der Markt- und Meinungsforschungsinstitute Österreichs - Association of Austrian Market and Opinion Research Institutes)

NATIONAL COLLABORATIONS
- Fritz-Karmasin-Verein (scientific society for the promotion and development of empirical communications research)
- Prof. DDr. Matthias Karmasin, professor at the Department of Media and Communications at the University of Klagenfurt
- Vienna University of Economics and Business
- University of Vienna
- WWG (Österreichische Werbewissenschaftliche Gesellschaft - Austrian Association of Advertising Sciences of the Vienna University of Economics and Business) / Gallup Top Ten
- WIFO (Österreichisches Institut für Wirtschaftsforschung Wien - Austrian Institute of Economic Research Vienna)

INTERNATIONAL COLLABORATIONS
- MARECO Institute (Polen, CZ, Ungarn)
- Gallup International Association
- GapFish Berlin
- Accelerom
OUR CREDENTIALS

SERVICES
Simacék Facility
Atraments
GMS Gourmet
MyPlace Selfstorage
T-Mobile
Austrian Post

ENERGY
EVT
Austrian Energy Agency
OMV
SEL AG
Verbund AG
Österreichs Energie
Energie Burgenland
Techem Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Pharma
Energy Programme
Versand
Messtechnik
Austria & Cross Vienna
BBDO & Carry
Phama