

INTELLIGENT INSIGHTS

Introducing ourselves

March 2022



OUR VALUES



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

INDEPENDENCE

Political and economic independence

INTELLIGENT MARKET RESEARCH

Decision-based questions and clear recommendations

FAIRNESS

No standard tools but customized research designs

TRADITION

Decades of experience in quantitative and qualitative research

LIGHT BULB MOMENTS

Reveal hidden aspects through surprising insights

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 20252 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 RESEARCH TOPICS

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.)

MARKETING – PRODUCTS/BRANDS/MARKETS

Concept tests, product research, brand research, price research, sales research

MOTIVATION RESEARCH

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

ADVERTISING AND COMMUNICATIONS RESEARCH

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

RETAIL RESEARCH

Positioning analyses, industry tracking, multi-channel retail studies, flyer analyses, advertising monitoring, Gallup CX Radar (*exclusive*)

MEDIA RESEARCH

Popularity of media, frequency of use, satisfaction with contents, acceptance of advertising media

ORGANISATIONAL AND EMPLOYEE RESEARCH

Employee surveys, management surveys, employee surveys vs. customer satisfaction, employer branding

TARGET GROUP RESEARCH

Customer satisfaction analyses, KANO analysis, customer segmentation, establishing typologies

CONCEPT RESEARCH

Identifying ideas with high/low acceptance and generating new ideas

OPINION RESEARCH

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

STAKEHOLDER ANALYSES

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

EXCLUSIVELY BY GALLUP



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

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

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

BRAIN ATTENTION RATING (BAR)

A scientific method using findings of cognitive psychology

Analysis of neurological processing by means of eye tracking and psychological explorations

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

GALLUP CX RADAR

Gallup CX Radar is a diagnostic tool for quick and simple analysis of the customer experience status of a company.

It focusses on the key customer experience metrics for evaluating customer loyalty and revenue performance: Customer Satisfaction, Customer Retention, Net Easy Score, Net Promoter Score, etc.

This approach provides a holistic and comprehensive picture of the customer experience status.

OUR RESEARCH METHODS

As a full-service institute, we can profit from a comprehensive pool of 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

OUR SURVEY PROCEDURES



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**

**TELEPHONE
INTERVIEWS**

WRITTEN SURVEYS

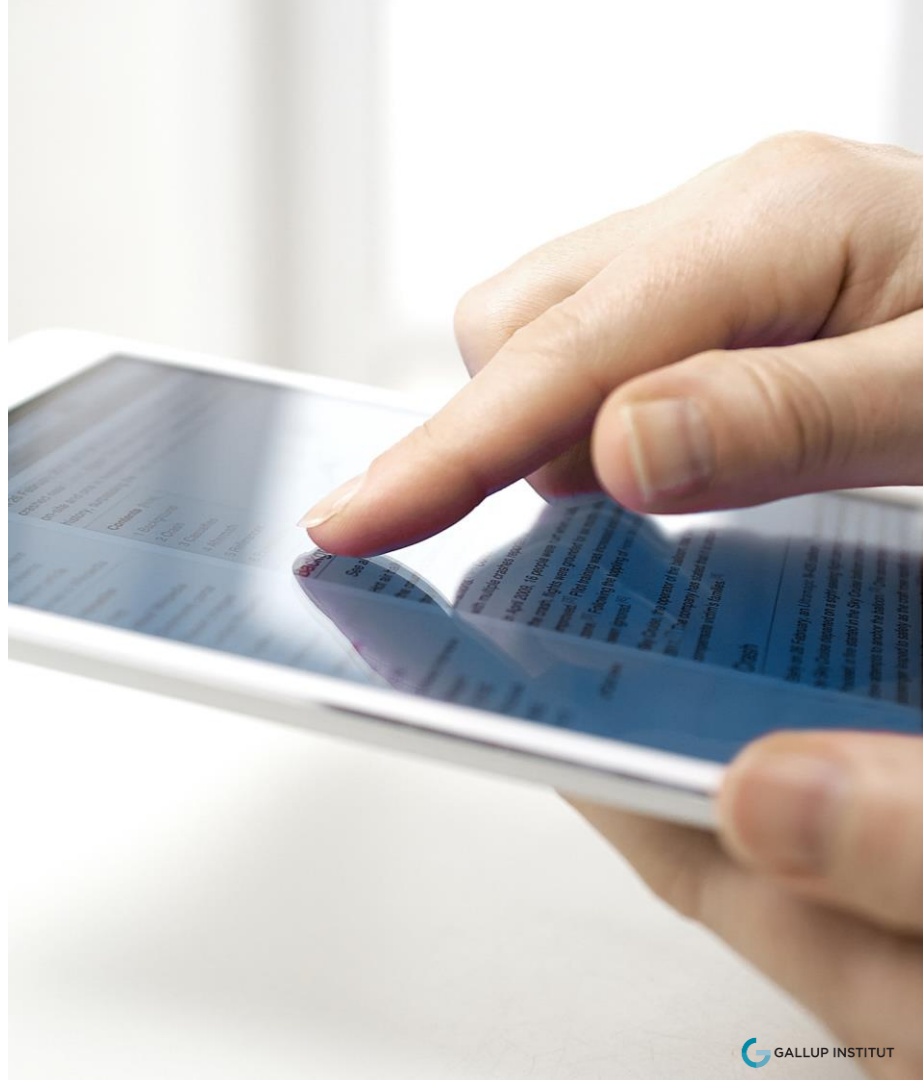
**DIGITAL RESEARCH
AND ONLINE PANEL**

**QUALITATIVE
RESEARCH
DEPARTMENT**

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)



WRITTEN 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



DAS ÖSTERREICHISCHE
GALLUP INSTITUT

Das Österreichische Gallup Institut Dr. Kerstin Gmeh
Anastasia Grün Gmeh 12 · A-1180 Wien
T +431-478 47 24-0 · office@gallup.at · www.gallup.at

- 7 -

STATISTICS

Gender:

1 male
2 female

State:

1 Vienna
2 Lower Austria
3 Burgenland

4 Styria
5 Carinthia
6 Upper Austria

7 Salzburg
8 Tyrol
9 Vorarlberg

Size of residence:

1 Up to 2,000 inhabitants
2 Up to 5,000 inhabitants
3 Up to 20,000 inhabitants

4 Up to 50,000 inhabitants
5 More than 50,000 inhabitants
6 Vienna

Occupation: In which of these occupation groups would you classify yourself?

1 freelance profession, self-employed, executive staff and public officer
2 non-executive staff and public officer
3 worker
4 farmer
5 in training, pupil, student
6 not employed (housewife, houseman, maternity leave)
7 retired

Education: What is the highest level of your education?

1 mandatory school
2 vocational school, professional school, middle school
3 school leaving examination
4 College /University degree

SMART RESEARCH

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



gallupforum: Sagen Sie uns Ihre Meinung und bestimmen Sie die Trends von morgen

Ihre Meinung ist uns wichtig! Beurteilen Sie Medien, Werbung, Produkte und gesellschaftspolitische Themen. Ohne Kosten und Teilnahmeverpflichtung.

Jetzt Registrieren

ISO 26362

Unser Versprechen

Das gallupforum erfüllt alle gesetzlichen und berufsständischen Bestimmungen der Marktforschung – zum Schutz Ihrer Daten und Ihrer Privatsphäre. Die technische Administration des gallupforum übernimmt unser Kooperationspartner, das Marktforschungsunternehmen Gapfish GmbH, aus Berlin. Bei Fragen sind wir für Sie da.

GALLUP INSTITUT

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)
- 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)
- Presseclub Concordia
- Medienhaus Wien

INTERNATIONAL COLLABORATIONS

- MARECO Institute (Polen, CZ, Ungarn)
- Gallup International Association
- GapFish Berlin

OUR CREDENTIALS

ENERGY

EVN
e-control
Energie Burgenland
IG Windkraft
Klima- und Energiefonds
OMV
Österreichische Energieagentur
Österreichs Energie
Salzburg AG
SEL AG
Verbund AG
FINANCE AND INSURANCE
BAWAG/PSK
Acredia Versicherungen
Bank Austria Unicredit
Bausparkasse Wüstenrot
Discover
Helvetia Versicherung
Mastercard
Münze Österreich
Österreichische Nationalbank
Paylife
Raiffeisen
Volksbanken
Wiener Städtische

COMMERCE
Adeg
Adler Modemärkte
Backhausen
Billa

C&A Mode
dm
Dorotheum
Eduscho
Frey Wille
Fussl Modestrasse
Hartlauer
Hervis
Hofer
Honda
IKEA
Kaufland Stiftung
KIKI
Leiner
Libro
Lutz
Media-Saturn
MERKUR
Metro Cash & Carry
Otto Versand
Pappas Gruppe
Pearle
RWA Raiffeisen
Spar
Unibail Rodamco
Unito Versand
ZEV Nah & Frisch

EDUCATION
FH Wiener Neustadt
Med. Universität Graz
MedUni Wien
WU Wien

CULTURAL INSTITUTIONS

Bregenzer Festspiele
Deutsche Oper
Kulturabteilung der Südtiroler Landesregierung
Österreichische Bundestheater
Pierre Boulez Saal
Sächsische Staatstheater (Semperoper, Staatsschauspiel)
Salzburger Festspiele
Semperoper Dresden
Steinbruch St. Margarethen
Vereinigte Bühnen Wien
Wien Museum
Wiener Konzerthaus

INSTITUTIONS AND ASSOCIATIONS

AMA
Amt der NÖ Landesregierung
ARGE Abfallwirtschaft
ARGE Industrielle Kooperation und Luftfahrttechnologie
ARGE Sicherheit und Wirtschaft
Bundesministerien
Care Österreich
Caritas
Die Grünen
Die Möwe

Diverse österreichische Gemeinden
Europäische Union
Fachverband Metall
Fonds der Wiener Kaufmannschaft
Fonds Soziales Wien
IIR
Kuratorium für Verkehrssicherheit
Landgericht Wels
LIF
MA 15
Gesundheitsdienst der Stadt Wien
Magistrat der Stadt Wien
NÖ Landesakademie
ÖGB
Österreichischer Gemeindebund
ÖVP
Quality Austria
SPÖ
Stadtforum
TÜV
Umweltbundesamt
Umweltdachverband
UNHCR
US Embassy
Verband für Land- und Forstwirtschaft
Verband Wiener Frauenhäuser
Verein Forum
Mobilkommunikation
Wiener Jugendrotkreuz
Wiener Programm für

Frauengesundheit
Wiener Rotes Kreuz
Wiener Stadtwerke
Wiener Wohnen
WIFI
WKÖ
Wohnservice Wien
MEDICAL AND BEAUTY
Amgen
Astellas Pharma
Bayer Austria
Beiersdorf
BioPsych
Biopsychosocial
Boehringer Ingelheim
Borotalco
Cura Marketing
Privatklinik Goldenes Kreuz
Hansaton
Johnson & Johnson
Klosterfrau Healthcare
Kwizda Pharma
LKH
Medical Nutrition
Merz Consumer Care
Moser Medical
Novartis
Nutricia Advanced
Reckitt Benckiser
Roche Austria
SALK
Takeda Pharma
Wyeth Lederle

MEDIA, PUBLISHERS AND AGENCIES

AKM
AHVV
DDFG
Demner, Merlicek & Bergmann
Die Presse
Feibra
Goldbach Media
JWT
kabelplus
Krone Verlag
loebell/nordberg
Lowe GGK
loys repositioning
MNSTEIN Verlag
Markenstern Strategie
marketmind
McCann Erickson
media.at
Mediaprint
Mediengruppe Österreich
Medienhaus Wien
News Verlagsgruppe
oe24.at
ORF
pkp BBDO
Profil
Projekt21
Schlüsselverlag
Sky Österreich
TBWA
Tiroler Tageszeitung

Wirtschaftsblatt
WK NÖ
WK Wien
Young & Rubicam
Zeit für mich
FOOD, BEVERAGES AND TOBACCO

Alnatura
Ankerbrot
Bahlsen
Berglandmilch
Bongrain
Campari
Coca Cola
Darbo
Delikatessa
Eckes Granini
Estyria Naturprodukt
Heidi Chocolat
Iglo Austria
Ja! Natürlich
Jacobs
Japan Tobacco
JOMO
Julius Meinl
Kelly's
Kontany
Landhof
LGV Frischgemüse
Maggi
Maresi
McDonald's
Milka
Mondelez
Nespresso

Nestlé
Neuburger
NÖM
Ölz Bäckerei
Ottakringer
Pernod Ricard
Philadelphia
Rauch
Römerquelle
Suchard Finessa
Vöslauer
DIENTSLEISTUNGEN
GMS Gourmet
MyPlace Selfstorage
Österreichische Post
Simacek Facility
Attensam
T-Mobile
TECHNOLOGY AND INDUSTRY
Barcotec

BASF
BIG
Cemex
Cisco
Cramo
Doka Industrie
Elektrolux
E-Mobility
Expert Elektro
Festo
Konica
RHI
Techem Messtechnik
Terra

Tetra Pak
Treibacher Industrie AG
Vaillant
w&p Kalk
Witersdorfer Alpacem
TOURISM AND ENTERTAINMENT
Aida Cruises
Casinos Austria
GastroObsearcher
GSM Gourmet
Hofer Reisen
Österr. Lotterien
Österr. Verkehrsbüro
Südtirol Marketing
Thomas Cook Austria
TUI Österreich
Urlaub am Bauernhof
Verband der Tanzlehrer
TRAFFIC AND TRANSPORT

Asfinag
AUA
MTC
ÖAMTC
ÖBB
Postbus
VCÖ
VOR

MANAGEMENT



Dr. Mag. Andrea Fronaschütz
Chief Operating Officer
and Partner



INTELLIGENT INSIGHTS



GALLUP
INTERNATIONAL

vmö
VEREINIGTE MARKT
ORIENTIERTE

ESOMAR¹⁸
| corporate

MRS
Evidence
Matters[®]

VdM
VEREINIGTE DATEN
MARKT ORIENTIERTE

Das Österreichische Gallup-Institut
Lobkowitzplatz 1 • A-1010 Vienna

T +43-1-470 47 24-0
office@gallup.at
www.gallup.at
[LinkedIn](#)
[Newsletter Registration](#)

Commercial Court Vienna
Registry No. 127162d
VAT Registration No. ATU 16058209
Austrian Data Processing Register
No. 0098205

Bank Details:
Erste Bank Wien
IBAN AT622011 1820 3523 8300
BIC GIBAATWWXXX

Our Products:
[Gallup Impact Test](#)
[Gallup CX Radar](#)