



North American countries

GLOBESCAN

URL	http://www.globescan.com	
Brief	<p>Canadian company with offices in Toronto, London, and Washington been providing public opinion and stakeholder research and strategic counselling to clients since 1987.</p> <p>GlobeScan delivers research-based insight to companies, governments, multilaterals, and NGOs in pursuit of a prosperous and sustainable world. Clients include over 50 global companies, governments, multi-lateral institutions, and NGOs.</p> <p>Globescan offers services to over 50 countries worldwide, and works with each client to identify the most appropriate methodologies with which to achieve their research objectives.</p>	
Objectives/ Mission	<p>GlobeScan's mission is to be the world's center of excellence for objective global survey research and strategic counselling. They aim to establish a global framework for their studies to ensure comparability across a number of countries. The framework then allows for country-level analysis, ensuring that local market level insight is applied.</p>	
Methodology and Tools	<p>GlobeScan uses a variety of advanced modelling techniques to uncover insights in survey data. GlobeScan recognizes that the quality of public opinion research depends on choosing the right method (telephone, face-to-face, or internet), the right respondents (the "sample plan"), and ensuring it is culturally appropriate.</p> <p>The corporation uses both quantitative and qualitative research techniques. GlobeScan prepares a detailed sample plan for each country based on the latest census data or population estimates, and uses this plan to manage fieldwork execution. Once the survey is completed, every response is matched to the sample plan by GlobeScan's data specialists to ensure data quality.</p>	
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The American Association for Public Opinion Research (AAPOR)

URL	http://www.aapor.org	
Brief	<p>The American Association for Public Opinion Research (AAPOR) was founded in 1947 by a group of dedicated public opinion research pioneers. AAPOR is a professional society of individuals engaged in public opinion research, market research and social research. Memberships include people from every sector of the research community: academic institutions, commercial organizations, government agencies, and non-profit organizations, engaged in the methods, applications, and findings of public opinion research and survey methodology.</p> <p>Activities of interest of AAPOR include election polling, collecting statistical data, conducting market research and improving methods for surveying individuals and institutions.</p>	
Objectives/ Mission	<p>The Association supports sound and ethical practices in the conduct of public opinion research and in the use of such research for policy- and decision-making in the public and private sectors, as well as improves public understanding of public opinion and survey research methods and encourages the proper use of public opinion and survey research results.</p> <p>It also encourages quality survey methods through its official journal (Public Opinion Quarterly), its annual conference, and educational opportunities. It promotes standards of professional conduct and ethics for surveys and public opinion research and facilitates informal networking through the AAPOR net listserv and regional chapter meetings.</p>	
Methodology and Tools	The company implements quantitative and qualitative research methodologies.	
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***Belden Russonello & Stewart
(BRS)***

URL	http://www.brspoll.com/	
Brief	<p>Belden Russonello & Stewart (BRS) is a company established in 1982 working in research and communication. BRS conducts survey and focus group research and provides research-based message development and communication consulting. It focuses on matters of serious social change and uses the research results to create change.</p> <p>Since its initiation, BRS has helped non-profits, political campaigns, news media and other clients understand the relationships between issues and motivations for action- whether it is rethinking policy, attracting new members, or changing attitudes and behavior.</p>	
Objectives/ Mission	BRS research informs strategies for raising public awareness and commitment to act; helps organizations plan for the future; guides the development of new agenda, organizational identities, and images; evaluates programs; and creates strategies for political candidates and issue campaigns.	
Methodology and Tools	Survey research using telephone, mail and web-based interviewing, polls of elite and hard-to-reach populations, focus groups with adults and teens, Spanish-language studies, and research reviews.	
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***Center for Survey Research
(CSR)
Indiana University***

URL	http://www.indiana.edu/~csr/	
Brief	<p>The Center for Survey Research (CSR) of Indiana University conducts surveys and provides research services for Indiana University faculty and administration, federal, state, and local government agencies, media, and non-profit organizations. The Center provides the management, staff, and facilities required to conduct all phases of telephone, mail, and web surveys. In these surveys, which may involve local, state, regional, national, targeted, or elite populations, the sample and study design are tailored to researchers' needs.</p>	
Objectives/ Mission	<p>The primary mission of the Center for Survey Research is to provide research services to academic and public policy researchers and to facilitate educational and experiential opportunities for researchers, graduate, and undergraduate students.</p>	
Methodology and Tools	<p>The Center undergoes questionnaire design, sampling, interviewing, conducting focus groups, coding, data entry, and data analysis. The Center for Survey Research conducts mail, telephone, Web, and in-person surveys.</p> <p>The Center has one of the most technologically sophisticated CATI systems in for telephone surveying. The Center uses the Genesys Sampling System to generate random telephone number samples. This system produces more efficient samples than older sampling systems.</p> <p>Within households, the Center uses a random number to select an adult respondent to interview. This second random process ensures that all adults have the possibility of being included in random telephone surveys. Most surveys CSR conduct are with listed samples; that is, samples where CSR has contact information for the respondents. In these surveys, CSR use macros programmed into Access databases to ensure sampling integrity. For most listed sample surveys, CSR send either pre survey letters or email messages. Each questionnaire is designed using the latest scientific and practical information on questionnaire construction. All survey processes are fully tested and refined.</p> <p>CSR often uses multiple modes to improve data quality and increase response rates.</p>	
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***Center for Survey Research & Analysis
(CSRA)
University of Connecticut***

URL	http://www.csra.uconn.edu/	
Brief	<p>The Center for Survey Research & Analysis (CSRA) at the University of Connecticut is a non-partisan, non-profit survey research facility dedicated to the study of public opinion. CSRA is nationally and internationally recognized as a leader in the field of public opinion research. Research conducted by CSRA is non-partisan and objective.</p> <p>CSRA's research expertise areas and a selected listing of clients and projects in each area Academic partnerships, business, children, education, labour and workforce issues, local communities, media research, philanthropy, politics and state governments. Services provided by the Center include Project Development and Research Design, sampling and methodology, Telephone surveys, internet surveys, mail surveys, in-person interviews, focus groups, and Omnibus polls.</p> <p>The Center has done innovative research in the area of special populations. Well-publicized work includes studies of Members of Congress, journalists, owners of small businesses, parents, teen-agers, millionaires, college seniors, and university faculty.</p>	
Objectives/ Mission	The mission of the Center for Survey Research and Analysis is to advance the role of public opinion in both policy-making and social science scholarship.	
Methodology and Tools	<p>CSRA allows for questionnaire design, pre-testing, sampling, interviewing and data analysis to be performed on-site.</p> <p>CSRA maintains in-house sampling, including Random Digit Dial (RDD) sampling databases and software. CSRA also licenses specialized databases for media and other special population surveys, and maintains strong relationships with respected sampling firms for special projects.</p> <p>CSRA collects data by Telephone Surveys, Internet Surveys, Mail Surveys, In-Person Interviewing, Focus Groups or Omnibus Polls</p> <p>In telephone Surveys: Much of the Center's public opinion research is conducted using telephone interviewing. CSRA requires interviewers to participate in an extensive and on-going training program. A Computer Assisted Telephone Interviewing (CATI) system is utilized. The CATI system permits interviewers to enter data directly into a computer file, which reduces the amount of human error in the survey process.</p>	
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Center on Policy Attitudes (COPA)

URL	http://www.policyattitudes.org/	
Brief	<p>The Center on Policy Attitudes (COPA) is a non-partisan, non-profit organization of social science researchers specialized in in-depth research on American public attitudes on public policy. The Center was established in 1992, to conduct research on public attitudes on public policy issues through nationwide polls and focus groups. They also study policymakers' perceptions of the public. Results and findings of COPA are presented to policymakers, the media, and the academic community.</p> <p>COPA is developing a major web site that will offer current and comprehensive analyses of data on public attitudes on a broad array of policy issues. COPA research underwent a large number of studies on public attitudes on a range of domestic and foreign policy issues, including health care, education, poverty, America's role in the world, the United Nations and UN peace keeping, globalization and international trade, and global warming.</p> <p>It distributes its reports to members of Congress and the Executive Branch as well as to policy research institutes. COPA personnel have testified before Congress and given briefings to the White House, State Department, USIA, USAID, NATO, the United Nations, the European Commission and US embassies abroad.</p>	
Objectives/ Mission	The Center on Policy Attitudes was created to increase the voice of the American public in the policymaking process. COPA seeks to deepen understanding of American public attitudes by conducting in-depth nationwide polls, focus groups, and interviews; integrating its findings together with data from other organizations into a coherent analysis of majority opinion; and actively communicating its findings to the policymaking community, the media, academia and the public.	
Methodology and Tools	COPA uses several methodologies in conducting their surveys. This includes collecting and analyzing existing data on public opinion on a specific topic; conducting polls that are rigorous and innovative; recruiting, moderating and analyzing focus groups in all regions of the country; conducting interviews with policymakers and opinion leaders to get a better understanding of their attitudes and perceptions of public attitudes; and implementing methodologically sound web-based research. Finally, it has its own television program through which research is turned into television programs and findings are disseminated to the public via television.	
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The Council for Marketing and Opinion Research (CMOR)

URL	http://www.cmor.org/	
Brief	<p>CMOR is a non-profit organization working on behalf of the survey research industry to improve respondent cooperation in research, promote positive legislation, and prevent restrictive legislation that could affect the survey research industry. CMOR works for improving respondent cooperation, improving the research process, and positively affecting survey research.</p> <p>CMOR was established in 1992 by four major marketing and market & opinion research trade associations. Membership is comprised of more than 150 organizations, including industry trade associations, research providers, end users or client companies, academic institutions and individuals.</p>	
Objectives/ Mission	<p>CMOR aims to improve respondent cooperation in research, promoting positive legislation and prevent restrictive legislation which could impact the survey research industry.</p> <p>CMOR works to improve the representation and value of survey respondent samples, decrease the study duration so decisions can be made more quickly, lower the costs of research to improve the bottom line, stay on top of the increasingly problematic privacy situation, avoid any negative impact of restrictive privacy legislation.</p>	
Methodology and Tools	Very specific scientific procedures and processes are used to collect the highest quality data with the least amount of intrusion on the respondent. To facilitate a higher response rate, CMOR makes survey available to respondents either via the Internet, at their job location, at their home, or on paper.	
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Eagleton Center for Public Interest Polling (ECPIP)

URL	http://eagletonpoll.rutgers.edu/	
Brief	<p>The Eagleton Center for Public Interest Polling (ECPIP), also known as the Eagleton Poll, was established in 1971. Eagleton Poll focuses on questions and issues that interest policy makers, scholars and the public. It is one of the oldest and most respected academically-based state survey research organizations in the United States.</p> <p>ECPIP offers its services to government agencies and public policy-related non-profit organizations. In order to engage ECPIP's services, the research agenda should focus on a matter of public policy that has an impact on the lives of residents.</p> <p>Eagleton Center for Public Interest Polling makes all non-proprietary polling information available to researchers and other interested citizens. Through a joint effort with the Scholarly Communications Center at Rutgers, Eagleton has established an on-line searchable archive of its New Jersey media polls.</p>	
Objectives/ Mission	<p>ECPIP undergoes Custom Designed Research Projects where the majority of their contract research is tailored to the particular needs of the client. ECPIP develops new questionnaires, utilizes ideas generated by the client, and develops instruments based on other materials. ECPIP also works with clients to determine the most appropriate sampling framework and selection of research participants. ECPIP provides data collection services and data analysis and reporting services.</p>	
Methodology and Tools	<p>The majority of ECPIP's research is conducted using telephone interviews. This is generally the best way to obtain a representative sample. Telephone surveys are used whenever telephone contact information is available for all or nearly all potential survey participants. Mail surveys can be used when inadequate telephone information is unavailable to contact respondents or where the cost of telephone interviewing may be prohibitive. ECPIP has conducted a number of Internet surveys. Web-based survey instruments allow for less error and better quality data than mail surveys.</p> <p>For selected projects, ECPIP may be able to offer in-person interviewing. Projects for which this option would make sense include intercept interviews with clients at their point of service and small neighborhood surveys. In-depth personal interviews are also useful with key informants and community leaders.</p> <p>There are times when the research question may be at a stage where qualitative research is a more suitable option. Focus group research provides the opportunity to hear the attitudes and perceptions of individuals in a group setting in order to gauge the intensity of feeling.</p>	
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Elon University Poll

URL	http://www.elon.edu/e-web/elonpoll/	
Brief	<p>There is a computer-assisted telephone-interviewing lab in Elon University, in which frequent regional and statewide surveys on issues of importance are conducted. Poll and survey results are shared with media, citizens, and public officials to facilitate informed public policy making through the better understanding of citizens' opinions and attitudes. The Elon Poll is conducted by students who work under the direction of faculty members in the political science department. A computerized polling center located on campus is equipped with sophisticated statistical software and telephone polling stations</p> <p>The Elon University Poll is conducted under the auspices of the Center for Public Opinion Polling.</p>	
Objectives/ Mission	<p>The Elon University Poll has conducted several polls annually since 2000. The non-partisan Elon University Poll conducts frequent scientific telephone polls on issues of importance to citizens. The poll results are shared with media, citizens and researchers to facilitate representative democracy and public policy making through the better understanding of the opinions and needs of citizens in the state and region.</p>	
Methodology and Tools	<p>During each poll, phone numbers are released by computer to phone interviewers in groups of 100 numbers. This enhances the reliability of surveys by controlling how many numbers are available to the interviewers at any one time. Three attempts to complete an interview are made for each number released to an interviewer, with second and third attempts to reach respondents staggered throughout the survey.</p> <p>The Elon University Poll uses CATI system software (computer assisted telephone interviewing) in the administration of surveys. For each working telephone number in the sample, several attempts are made to reach the household. Polls are normally conducted from 5:30 - 9 p.m., Monday through Thursday. Each poll typically has a margin of error of ± 4.5 percent, and samples approximately 600 citizens.</p>	
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The Gallup Organization

URL	www.gallup.com	
Brief	<p>The Gallup Organization is one of the world's premier management consulting firms. However, They are very different from most consulting firms. Gallup focuses on helping organizations grow by creating new customers and building powerful workplaces for talented employees.</p> <p>Historically, Gallup has measured and tracked the public's attitudes concerning virtually every political, social, and economic issue of the day, including highly sensitive or controversial subjects. Although Gallup has typically conducted its polling activities in collaboration with various media organizations and with worldwide associations and academic institutions, these polls have always been carried out independently and objectively.</p> <p>Gallup has been committed to the principle that accurate dissemination of the opinions and aspirations of people around the globe is vital to understanding the world in which we live.</p> <p>The Gallup Organization measures the well-being and overall status of the world's citizens for the next 100 years. It provides access to the voices, hearts, and minds of citizens in more than 130 countries and areas. Asking the same core questions across nations over time enables leaders to compare data and identify emerging trends.</p>	
Objectives/ Mission	Gallup's mission is to provide objective, reliable, and scientifically grounded information. Gallup does not work with partisan entities as it is not associated with any political orientation, party or advocacy group	
Methodology and Tools	<p>Gallup conducts research via phone, mail, web, Interactive Voice Response (IVR) and multiple-mode surveys. Gallup's telephone survey capabilities include extensive use of the latest computer-assisted telephone interviewing (CATI). Their research experts will guide client in the most reliable mode to meet his needs. Gallup response rates are among the highest in the industry and help to ensure accurate research results.</p> <p>The Gallup World Poll uses two primary methodological designs: The first is A Random-Digit-Dial (RDD) telephone survey design used in countries where 80% or more of the population has landline phones. In the developing world, an area frame design is used for face-to-face interviewing. The typical World Poll survey in a country consists of 1,000 completed questionnaires. However, in some countries, over-samples may be collected in major cities.</p> <p>With a sample size of 1,000, the margin of error for a percentage at 50% is ± 3 percentage points. Because these surveys use a clustered sample design, the margin of error varies by question, and if a user is making critical decisions based on the margin of error, he or she should consider inflating the margin of error by the design effect.</p>	
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Harris Interactive (HI)

URL	http://www.harrisinteractive.com/harris_poll/aboutpoll.asp	
Brief	<p>Harris Interactive (HI) is a large and fast-growing market research firms which conducts a famous poll known as the Harris Poll, since 1963. The Harris Poll is one of the longest-running, independent opinion polls market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online.</p> <p>Harris Interactive (HI) is a firm which has been working in telephone research for over 25 years. The Harris Poll is a propriety survey conducted by HI, and is considered one of the longest-running polls. Nationally representative polls are conducted both by telephone and online, and they measure, the trend, the knowledge, opinions, behaviours and motivation of the general public. Survey data published on a weekly base include data on politics, the economy, healthcare, foreign affairs, science and technology, sports and entertainment, and lifestyles.</p>	
Objectives/ Mission	Harris Interactive provides research-driven insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. The company believe to be the world's largest panel of cooperative, double opted-in respondents and survey respondents.	
Methodology and Tools	<p>The company undergoes three types of research, the first is the Custom Research, which is a market research conducted on issues specially identified by a client, the second is the multi-client research, which studies particular areas of interest to a number of clients. The third type is the Service Bureau Research, which is a comprehensive service that includes internet and telephone methodologies, for other market research organizations.</p> <p>The service bureau, HISB, provides its market research industry clients with mixed-mode data collection, panel development services as well as syndicated and tracking research consultation. The first and most critical step in the process is to choose the right approach.</p> <p>Harris Interactive relies on the Harris Poll Online SM panel as the primary sample source for online surveys. This multimillion member panel consists of potential respondents who have been recruited through online, telephone, mail, and in-person approaches to increase population coverage and enhance representativeness.</p>	
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Hart Research Associates

URL	http://www.hartresearch.com/index.html	
Brief	<p>The Hart Research Associates is a strategic, polling, and market research association founded in 1971. It is one of the leading survey research firms in the United States. Over the last three decades, the firm has conducted over 5,000 public opinion surveys and has administered and analyzed interviews among more than three million individuals. It has also undertaken more than 5,000 focus group sessions.</p> <p>On the commercial side, Hart Research designs research that provides meaningful and actionable insights. On the political side, the firm worked on more than 400 political campaigns, which give the firm a large measure of sophistication and sensitivity to public reaction on policy issues. Hart Research is also known for helping diverse public interest groups such as nonprofits, political organizations, labor unions, and social cause organizations. Regular public opinion poll is one of the highlights of the Hart Research work.</p>	
Objectives/ Mission	Hart Research Associates is seeking for creativity in designing research that provides meaningful and actionable insights, as well as the ability to effectively translate research into clear strategic goals.	
Methodology and Tools	<p>Hart Research is large enough to perform all aspects of a study in house. Sampling, data processing and tabulation, analysis of the results, and, of course, state-of-the-art, computer-assisted telephone interviewing are all performed by Hart Research personnel. This self-contained operation enables the firm to observe rigorous methodological standards and ensure the highest quality throughout the process.</p> <p>Hart Research personnel perform sampling, telephone interviewing, focus group moderating, data processing, statistical tabling, and analysis of results. Hart Research operates three state-of-the-art call centres (two in Ohio and one in Arizona). Research methods used by Hart Research includes traditional telephone surveys, online studies, executive one-to-one interviewing, mall intercepts, on-site interviewing, and focus groups- including those that use dial technology.</p>	
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***The Institute for Policy Research
(IPR)
University of Cincinnati***

URL	http://www.ipr.uc.edu/Home/Home.cfm	
Brief	<p>The Institute for Policy Research was established in 1971, and has become a nationally recognized survey research center. It conducts large-scale surveys including objective public policy research that informs decision-making through incorporating innovative thinking and approaches, establishing and developing research relationships, both within the University and with policy makers, researchers, and non-profit agencies locally, nationally, and internationally, and designing and providing quality research by adhering to professional best practices.</p> <p>IPR Provides high quality research, using social and behavioral research methodologies and innovative techniques. It tries to explore, cultivate, and develop fundable opportunities for national recognition in new areas of public policy research.</p>	
Objectives/ Mission	<ul style="list-style-type: none"> • Maintaining and enhancing current research areas and relationships, and developing new relationships with funders who have potential for long-term support. • Expanding Institute visibility, reputation, presence, and partnership within UC as well as locally, nationally, and internationally. • Accelerating growth in revenues. Increase the percent of IPR revenue through sponsored research projects with full allowable indirect costs. • Building Institute capacity, human, physical intellectual, social and technological. 	
Methodology and Tools	<p>The Institute has experience in a variety of data collection modes (telephones, mail and Web-based surveys, in-person interviews, focus group discussions and direct observations), research designs and methodologies (needs assessment, program evaluation, content analysis, scale development and validation, time-series and cluster analysis).</p> <p>Telephone interviewing takes place using a Computer-Assisted Telephone Interviewing (CATI) system. Mail surveys and Web-based surveys are also handled in-house at the IPR with tools such as optical-scanning for mail surveys and Web middleware on dedicated servers with secure access for Web-based surveys.</p> <p>IPR's custom research services includes telephone surveys, focus group interviews, mail surveys, personal interviews, web-based surveys, performance measurement, observational studies, program evaluation, policy analysis, secondary analysis, and needs assessment.</p>	
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***The Institute for Public Opinion Research
(IPOR)
Florida International University***

URL	http://www.fiu.edu/~ipor/	
Brief	<p>Institute for Public Opinion Research is the survey research center of Florida International University was founded in 1983 to provide decision makers with reliable and timely information on how to get a scientifically selected sample of the public, and to enhance the dialogue on major issues among decision makers, the media, and the people of Florida. IPOR has conducted over 100 surveys, interviewing over 90,000 respondents. Surveys conducted by IPOR include a study to measure awareness, attitudes, and behavior regarding recycling; studies of drug abuse in the workplace, the school age population; several studies measuring public attitudes on international issues including the war with Iraq, and U.S. policy toward the government in Cuba; and studies on parks and recreation, homelessness, taxation and spending, and labor issues.</p>	
Objectives/ Mission	<p>IPOR is seeking for providing decision makers with reliable and timely information on how a scientifically-selected sample of the public stands on important issues and enhancing the dialogue on major issues among decision makers, the media, and the people of Florida.</p>	
Methodology and Tools	<p>IPOR provides professional services in all aspects of survey research including study and sample design, questionnaire development, interviewing, data entry, data analysis (statistical and GIS), evaluation analysis, and report writing. IPOR is a member of the National Network of State Polls.</p> <p>IPOR conducts telephone polls from its phone research laboratory located in its campus. All surveys are done in English and Spanish with bilingual interviewers. Questionnaires are carefully translated and back-translated and then extensively pre-tested under field conditions.</p> <p>IPOR also has done many studies involving qualitative methods such as in-depth face-to-face interviewing and focus groups. It is preferable to incorporate such methods even in telephone and other quantitative surveys in the questionnaire design and pretest phase.</p>	
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***Institute of Politics
(IOP)
Harvard University***

URL	http://www.iop.harvard.edu/research_polling.html	
Brief	<p>The Kennedy family and its friends founded Harvard's Institute of Politics (IOP) to serve as a living memorial to President John F. Kennedy shortly after his death. The Institute seeks to inspire Harvard undergraduates into careers in politics and public service.</p> <p>Institute of Politics was created in 2000 and has been conducting frequent polling of America's college students. The surveys track students' political views and seek to understand what drives these new voters.</p> <p>In 2003, the IOP launched the National Campaign for Political and Civic Engagement, working collaboratively with other schools and organizations across the country to engage young people. The IOP also conducts research and surveys into the political views of America's young voters. In addition, the Institute offers conferences for new members of Congress and new mayors, and after each Presidential election, brings together top campaign officials to analyze the race.</p>	
Objectives/ Mission	The Institute of Politics' mission is to unite and engage students, particularly undergraduates, with academics, politicians, activists, and policymakers on a non-partisan basis and to stimulate and nurture their interest in public service and leadership. The Institute strives to promote greater understanding and cooperation between the academic world and the world of politics and public affairs.	
Methodology and Tools	IOP explores effective methodology to fashion coalitions out of otherwise disparate elements of society-whether within the political, business, or community development arenas. IOP records opinions on discussion topics with digital pen and electric note pads for real-time polling. The concept of digital pen and smart paper is quite simple: paper is encrypted with a pattern which allows a micro camera and microprocessor to capture images and transfer photos directly to computer systems. Digital pens will be provided by an information technology consortium led by Business Systems Engineering.	
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International Communications Research (ICR)

URL	http://www.icrsurvey.com	
Brief	ICR is one of the top ranked full-service market research companies in the United States. It conducts Public opinion polls, multicultural research, pricing studies, branding evaluations, market segmentation, research for telecommunications, telephone surveys and online marketing research. Since its establishment in 1983, it has designed and implemented thousands of custom marketing and opinion polling studies for a diverse group of clients from non-profit to financial services firms, pharmaceutical to entertainment businesses and healthcare to media organizations.	
Objectives/ Mission	ICR's telephone omnibus services include Adult omnibus, Hispanic omnibus, Teens omnibus, and CENTRIS omnibus. ICR's studies range from serious public policy issues to informational survey information for PR. Methodological issues surround the goal of the public study. ICR provides survey research, public opinion polling, public policy research and analysis, research and evaluation, sampling design and statistical analysis. Data collection modes include Pre-tests and pilot studies, Phone, Mail, Web, Focus groups, Face-to-face interviews, Structured and unstructured interviews, Mixed-mode designs, and Recording abstraction/identification and analysis of existing databases.	
Methodology and Tools	ICR is consistently implementing the latest qualitative and quantitative techniques to meet challenges and provide solutions. Data is collected by telephone, internet, ICR EXCEL Omnibus survey, In-person interviews, focus groups, focus group facilities, in-depth interviews, message boards or by mail.	
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***The Marist Institute for Public Opinion
(MIPO)
Marist College***

URL	http://www.maristpoll.marist.edu/default.htm	
Brief	<p>The Marist Institute for Public Opinion (MIPO) at Marist College was established in 1978 as a survey research center providing educational opportunities for students and information on elections, policy, and popular issues for the public. MIPO regularly measures public opinion across the nation.</p> <p>Undergraduate students are involved in all polls, which allow students to turn political science, computing, communications, marketing, and psychology into interdisciplinary learning experience. Students use computer-assisted telephone interviewing and statistical analysis programs, and state-of-the-art media production facilities to produce fair, accurate, and timeliness polls.</p> <p>The Marist Institute for Public Opinion (MIPO) initiated a Marist Poll Service in 1995. National surveys are conducted and distributed to television stations around the country for use during their sweeps periods.</p> <p>MIPO is a full-service research center. Consultation and/or services are available for study design, sample methodology, questionnaire construction, data collection, data analysis, report writing and presentation.</p>	
Objectives/ Mission	MIPO's work is in keeping with Marist's philosophy of combining a liberal arts/values-centered education with the technological tools to advance the knowledge gained in the classroom.	
Methodology and Tools	MIPO uses computer-assisted telephone interviewing and statistical analysis programs, and state-of-the-art media production facilities to produce polls recognized for their fairness, accuracy, and timeliness.	
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National Network of State Polls (NNSP)

URL	http://survey.rgs.uky.edu/nnspp	
Brief	<p>The National Network of State Polls (NNSP) originated in 1980 when representatives of six polling units met at the Eagleton Institute of Politics, Rutgers University, to discuss the possibility of coordinating their surveying efforts. In 1981 another conference was held at the University of Kentucky to lay the groundwork for a more permanent structure and to discuss the development of a state survey archive. In 1984, the Network's headquarters were established at the University of Alabama, and the group changed its name to the National Network of State Polls.</p> <p>The (NNSP) is a confederation of organizations that conduct state-level surveys. The Network promotes the collection and use of state survey data. Members are encouraged to share questions, methodologies and results. The NNSP publishes a quarterly newsletter highlighting findings from recent state polls and providing information likely to interest survey researchers. Membership is diverse, consisting of more than 50 members from 38 states. The institutions that make up the network range from private research firms to large universities. Some members do only occasional state polling; others do several state surveys per year.</p> <p>The University of Kentucky Survey Research Center conducts socially significant research with public policy implications as well as research of theoretical or academic interest. UK-SRC has conducted more than 450 studies since its establishment.</p>	
Objectives/ Mission	<p>The purpose of the network is to promote the collection and use of state survey data and to develop a comprehensive archive of state survey data. In addition to serving as a resource center for state level survey data, the Network publishes a NNSP Newsletter where state survey organizations can exchange information concerning both their methodologies and the results of their studies. Through the exchange, members can learn about the effectiveness and impact of different survey techniques. Also, by acquiring information about conditions in other states, members are in a better position to analyze the results of their own surveys.</p>	
Methodology and Tools	<p>By acquiring information about conditions in other states, members are in a better position to analyze the results of their own surveys. UK-SRC's client base includes local and state government agencies, private and non-profit groups, and university researchers. The survey center provides the expertise in survey and questionnaire design, sampling, computer technology, and advanced statistical methods.</p> <p>It also provides resources such as the CATI system for its 34-workstation call centers. For telephone surveys, the center utilizes a modified, random-digit-dialing procedure for contacting non-institutionalized adults. Research is conducted using telephone surveys, face-to-face interviews, web surveys, and mailed questionnaires.</p> <p>Face-to-face interviews are conducted using strict quality-assurance and extensive tracking procedures. In multi-wave studies (conducted over a period of time) these procedures typically yield an 85 percent or better response rate. For field projects, follow-up verification calls are standard procedure.</p>	
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language	English	

***National Organization for Research and Computing
(NORC)
University of Chicago***

URL	http://www.norc.uchicago.edu/index.asp	
Brief	<p>NORC is a national organization for research and computing at the University of Chicago. Since 1941 NORC has been conducting specialized surveys on local, national, and international public opinion. Current major research areas are economics and population; education and child development; health survey program, and policy research; substance abuse, mental health, and criminal justice; and statistics and methodology.</p> <p>NORC's clients include government agencies, educational institutions, foundations, other non-profit organizations, and private corporations. Although its national studies are well known, NORC's projects, which include complex survey and other data collection strategies as well as sophisticated empirical analyses, range across local, regional, and international perspectives as well. NORC's project work is done in an interdisciplinary framework, with strong staff cooperation across substantive areas. NORC's four academic centers provide a collegial, interdisciplinary environment in which University of Chicago faculty can conduct social science research as NORC research associates.</p> <p>NORC's clients include government agencies, educational institutions, foundations, other nonprofit organizations, and private corporations. NORC's projects range across local, regional, and international perspectives.</p> <p>NORC develops effective, innovative solutions at the nexus of information technology and public interest research. Established in 1941, NORC was the first non-profit research firm created to pursue objective research that served a broadly conceived public interest.</p>	
Objectives/ Mission	Building on a corporate history of over sixty years of conducting objective research in the public interest, today NORC delivers focused research and information technology solutions in support of social research.	
Methodology and Tools	<p>NORC offers a full range of information technology, data collection, and analytic capabilities delivered in an integrated manner. NORC information technology capability includes applications development; database development and warehousing; project management, systems analysis, and quality control assurance.</p> <p>NORC data collection resources include questionnaire design and survey methodology; telephone, in-person, Internet data collection and data preparation; and world leadership in sample design and weighting. NORC analysis capability includes a wide range of both quantitative and qualitative techniques. NORC's project is done in an interdisciplinary framework, with strong staff cooperation across substantive areas.</p>	
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***Odum Institute for Research in Social Science
University of North Carolina***

URL	http://www.irss.unc.edu/odum/jsp/home.jsp	
Brief	<p>The Howard W. Odum Institute for Research in Social Science is the oldest university-based interdisciplinary social science research institute in the United States. The Odum institute has become a center offering diverse services to support the research and training of social science faculty and graduate students.</p> <p>Odum Institute Founded in 1924, is the oldest institute or center at the nation's first public university, UNC- Chapel Hill. The Institute houses one of the nation's largest archives of social science, census, and polling data; maintaining an advanced computing lab and providing statistical and computing support for an array of researchers and projects; sponsoring working groups among affiliated faculty and offering seminars on methodology and research design.</p>	
Objectives/ Mission	<p>The mission of the Odum Institute parallels that of the University as a whole -- teaching, research, and service -- but the Institute's focus is on the social sciences. The Institute provides consultation in survey methodology, construction of measurement instruments, sample design, and selection of appropriate data collection methods, especially the use of personal, telephone, and mail surveys.</p>	
Methodology and Tools	<p>The Odum Institute has been conducting telephone surveys for studying public opinion polls since the 1970s. It has a 12-station call center which uses state of the art CATI (computer assisted telephone interviewing) technology. The interviewing stations are networked to a central server, and all use Blaise software for interviewing, case management, and automated call scheduling. A silent monitoring system allows supervisors to unobtrusively monitor ongoing interviews for quality control and training purposes.</p> <p>The Odum Institute offers two types of support for Web survey data collection. Students and researchers who want to develop and administer their own Web surveys are invited to use the Qualtrics.com software. For persons or groups who want someone else to handle data collection, it offers full-service Web survey data collection on a cost-reimbursement basis.</p>	
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***Opinion Dynamics Corporation
(ODC)***

URL	http://www.opiniondynamics.com/	
Brief	<p>Opinion Dynamics Corporation (ODC) is a leading national consulting firm specializing in custom market and opinion research. ODC was founded in 1987 to provide a better approach to research. ODC executives and analysts take a real world approach to clients' issues, and deliver not only interpretation of research findings, but also concrete strategic recommendations. Over the years, ODC executives have worked with over 1,000 clients in a variety of industries across North America, including organizations in both the public and private sectors.</p> <p>ODC is headquartered in Cambridge, MA, with satellite offices in California, Texas, and Washington, D.C., and a telephone interviewing center located in Philadelphia, PA.</p>	
Objectives/ Mission	<p>Since 1987, ODC has worked with clients to provide meaningful data with actionable recommendations. ODC's staff is comprised of management, research and industry experts who all work together to ensure that clients receive the best in project management and analysis.</p>	
Methodology and Tools	<p>As a consulting firm specializing in market research, over 80% of the projects involve primary quantitative or qualitative market research. ODC quantitative techniques include: telephone surveys, Internet surveys, mail surveys, on-site intercepts, and in-home visits. ODC qualitative techniques include: focus groups (including in-person, online, and via telephone), in-depth interviewing, and all other methods currently in use.</p> <p>In telephone surveys ODC maintains its own telephone interviewing center in Philadelphia, PA. All ODC telephone interviewers utilize Computer-Assisted Telephone Interviewing (CATI) software. Quality control procedures include: a detailed training and briefing session for each research study; a review of all completed questionnaires to detect procedural errors and omitted questions; follow-up interviews to finish any incomplete questionnaires; rejection and replacement of questionnaires with a significant number of errors and a final review of all the interviewers' work.</p> <p>ODC conduct all services in-house. ODC staff performs all questionnaire development, sample design, programming, interviewing, analysis, and final presentation. ODC capacity to complete all aspects of the research process internally which allows additional flexibility when meeting the needs of clients.</p>	
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Pew Research Center

URL	http://www.pewresearch.org	
Brief	<p>The Pew Research Center is a non-profit, tax-exempt corporation established in 2004 as a subsidiary of the Pew Charitable Trusts. It is a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world. It does so by conducting public opinion polling and social science research; by reporting news and analyzing news coverage; and by holding forums and briefings. It does not take positions on policy issues. Its work is carried out by seven projects: The Pew research center for the people and the press; Project for Excellence in Journalism, Sateelite.org, Pew internet & American Life Project, Pew Hispanic Center, and Pew Global Attitudes Project.</p> <p>Through these seven projects, the center provides facts and data that help inform the national dialogue. Unlike many think tanks, the Center does not make policy recommendations. It is an organization that collects information and disseminates it in an understandable and analytical way, rather than producing expert opinion on policy subject.</p>	
Objectives/ Mission	The Center serves as a forum for ideas on the media and public policy through public opinion research. It serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of the Center's current survey results are made available free of charge.	
Methodology and Tools	The company implements quantitative and qualitative research methodologies.	
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***Princeton Survey Research Associations International
(PSRAI)
Princeton University***

URL	http://www.psra.com	
Brief	<p>Founded in 1988 by Andrew Kohut, after 10 years as President of The Gallup Organization, PSRAI conducts multi-country surveys in many languages around the globe and tackles each research project with commitment, professionalism and a dedication to excellence. PSRAI has extensive experience in conducting surveys in more than 75 countries around the world - from the United States and Canada to South and Central America, Africa, the Middle East, Europe and Asia.</p> <p>PSRAI conducts surveys of elites, including corporate executives, Cabinet officers and other government officials, journalists, doctors and lawyers.</p> <p>PSRAI is committed to clear and unbiased analysis that reveals the essential facts of each research issue. PSRAI is skilled at integrating research results into reports and presentations in print and online. With long experience in research, the PSRAI staff brings remarkable expertise across a sweeping list of topics to bear on each new effort.</p>	
Objectives/ Mission	<p>PSRAI is an independent firm undergoing research for clients in the United States and around the world. PSRAI offers innovative research design, methodologically-sound procedures, careful supervision of data collection, sophisticated data analysis and clear, insightful and engaging reports. The goal is to track the opinions of the public at large, and to evaluate the impact of specific programs and policies.</p>	
Methodology and Tools	<p>PSRAI conducts surveys by telephone, mail, personal interview and online. It creates innovative sample designs to facilitate surveys of hard-to-reach populations and sophisticated weighting procedures to deal with the realities of data collection. By employing methodologically sound procedures, PSRAI produces reliable, valid results using a variety of research technologies. It has developed procedures to achieve high response rates in all types of data collection.</p> <p>It has created innovative sample designs to facilitate surveys of hard-to-reach populations. Many of their clients commission a combination of our quantitative and qualitative research to exploit the powers of both approaches simultaneously. They also conduct focus groups and in-depth interviews worldwide.</p>	
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Public Agenda

URL	http://www.publicagenda.org/	
Brief	<p>Public Agenda was founded in 1975 by social scientist Daniel Yankelovich as a non-partisan and non-profit organization. It has been ever since been providing unbiased and unparalleled research that bridges the gap between American leaders and what the public really thinks about issues ranging between education, foreign policy, immigration, religion and civility in American life.</p> <p>Public Agenda is an objective explorer of public opinion and a scrupulously fair-minded producer of citizen education materials. Public Agenda's unique research explains and clarifies public attitudes about complex policy issues. Public Agenda's work shows that when presented with accurate information and meaningful choices, Americans can make thoughtful decisions.</p> <p>Public Agenda also works with communities, corporations, school districts and other organizations to conduct substantive public engagement discussions that produce civil, productive dialogue on tough issues.</p>	
Objectives/ Mission	Public Agenda's two main missions are to help American leaders better understand the public's point of view and help citizens know more about critical policy issues so they can make thoughtful, informed decisions. Public Engagement helps citizens understand complex problems, involve those who are normally excluded from policy debates, promote productive public and leadership dialogue, and create momentum for change by building common ground managing differences and creating new partnerships.	
Methodology and Tools	Public Agenda is a full-service opinion research organization, experienced in designing major projects, organizing focus groups, fielding surveys, analyzing findings and effectively communicating messages to a variety of audiences.	
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Quinnipiac University Polling Institute

URL	http://www.quinnipiac.edu/x271.xml	
Brief	<p>The independent Quinnipiac University Poll regularly surveys residents nationwide about political races, state and national elections, and issues of public concern, such as schools, taxes, transportation, municipal services and the environment.</p> <p>The Quinnipiac poll was selected a "winner" by the New York Post for the most accurate prediction on the Schumer-D'Amato Senate race in 1998, and results are featured regularly in The New York Times, The Washington Post, USA Today, The Wall Street Journal and on national network news broadcasts.</p>	
Objectives/ Mission	The Quinnipiac University Polling Institute conducts timely and accurate public opinion polls on politics and public policy in Connecticut, Florida, New York, New Jersey, Pennsylvania, Ohio and nationally as a public service and for academic research.	
Methodology and Tools	<p>Student interviewers use a computer-assisted telephone interviewing system to collect data from statewide and national residents. For a typical public opinion survey, a randomly selected sample of about 1,000 registered voters age 18 and over is interviewed over five or six days. The polls are conducted at the Polling Institute.</p> <p>Interviewing for the Quinnipiac University Poll is conducted from the facilities of the Quinnipiac University Polling Institute. Professionally trained students and non-students conduct the interviews using a CATI (Computer Assisted Telephone Interviewing system).</p> <p>For a sample of 1,000 adults, the sampling error is 3.1 percentage points at the 95 percent level of confidence. This means that 95 percent of the time, the results obtained should be no more than 3.1 percentage points above or below the figure that would be obtained by interviewing the entire population.</p>	
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The Roper Center for Public Opinion Research

URL	http://www.ropercenter.uconn.edu/	
Brief	<p>The Roper Center is a non-profit, non-partisan public opinion data archive in a unique position to help clarify the public's voice. The Roper Center for Public Opinion Research was established in 1947, specializing in data from surveys of public opinion. It is considered one of the world's leading archives of social science data. The data held by the Roper Center range from the 1930s, when survey research was in its infancy, to the present.</p> <p>The Center's Library contains thousands of polls taken in 70 different countries. The Roper Center maintains a very complete collection of public opinion information since it constantly adds to the domestic and international collections of survey data. With the largest public opinion library available anywhere in the world, one that is complemented by rigorous training and publications programs, the Roper Center provides for a "public audit" of polling data and reports of public opinion.</p> <p>The Roper Center alone is building a comprehensive research facility to ensure that the views of the public are recorded properly. The Center brings individual surveys together enabling any researcher to better understand the concept of public opinion. Survey data housed in the Center's extensive archive are made accessible to academic and policy researchers, the press, business, and others who are interested in poll findings. The Center's graduate training program, moreover, works to give students a firm grounding in the essentials of survey research, preparing them to play a role in the professional world of survey research.</p> <p>The Center acquires, preserves and makes accessible thousands of individual-level datasets based on surveys conducted since the 1930s. The collection provides opportunities for researchers to conduct detailed secondary analysis to discover new insights years after the original survey was released.</p>	
Objectives/ Mission	The Roper Center for Public Opinion Research is seeking for: promoting the informed use of survey research and public opinion information; maintaining, and constantly enlarging, a computer-based library of survey research and public opinion data; training students in survey research and public opinion; and increasing international understanding and promoting cross-national research on political and social issues.	
Methodology and Tools	The Roper Center for Public Opinion Research conducts on-line analysis of selected datasets from the Roper Center collection. The firm use IDEAS which allows the client to get frequencies, cross tabulations, and other statistics over the internet. The client does not need to have statistical software installed on computer or to download the dataset. The Center implements quantitative and qualitative research methodologies.	
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Schulman, Ronca & Bucuvalas, Inc.
(SRBI)

URL	http://www.srbi.com/home.html	
Brief	<p>SRBI is a full-service global research and strategy organization with an established track of record providing high-quality, timely and cost-effective research and analysis for business, government and research institutions. SRBI specializes in public policy and opinion surveys, banking and finance, telecommunications, media, energy, transportation, insurance and health care. Clients include major financial institutions, Fortune 500 companies, federal, state and local governments, foundations and universities.</p> <p>The firm was established in 1981, and has an established track record of providing high quality, timely and cost effective research and analysis. In addition to its headquarters in New York City, SRBI has offices in Washington D.C., Florida, New Jersey and Tennessee.</p> <p>SRBI is a member of the National Council on Published Polls (NCCP) and the Council of American Survey Research Organizations (CASRO). The organization strictly abides by the codes of standards and disclosure of these organizations.</p>	
Objectives/ Mission	SRBI purpose is combining high quality analytic capabilities with in-house control of research implementation to ensure high quality, timely and actionable research for strategy and decision-making in rapidly changing environments.	
Methodology and Tools	Virtually all major phases of the research process, qualitative and quantitative, are conducted in-house. SRBI has a large, centralized and fully-supervised telephone interviewing facilities, with a capacity of 300 fully monitored CATI telephone positions. It also has multi-language telephone interviewing capabilities, in-house web survey hosting with multi-language capability, complete mail survey processing with optical scanning on site, and full-time coding, sampling and data processing departments.	
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***The Survey Research Center
(SRC)
University of Michigan***

URL	http://www.isr.umich.edu/src/	
Brief	<p>The Survey Research Center has been a national and international leader in interdisciplinary social science research involving the collection or analysis of data from scientific sample surveys for over half a century. It conducts basic and applied empirical survey-based research that is theoretically informed.</p> <p>From proposal development through data delivery and report writing, SRO provides personalized, high quality, state-of-the-art service to their clients. SRO's team of experienced study directors assist the researcher in proposal development and all aspects of survey implementation, identifying innovative methods and techniques designed to improve quality and reduce survey costs.</p>	
Objectives/ Mission	<p>SRC offers multidisciplinary expertise for survey design and administration, sophisticated methodology and technology, research specialists in the areas of current interest to planners and policymakers, and consultation and other services directed to any component of survey design and analysis. It conducts mutidisciplinary studies, interdisciplinay survey research, methodological research, surveys of large populations, face-to-face or telephone interviewing for surveys of national, state, regional, or local populations.</p>	
Methodology and Tools	<p>Survey Research Operations (SRO) is the main data collection unit within the Survey Research Center. SRO constitutes over half of SRC, and provides a wide range of survey design, data collection and data processing services. SRO conducts national surveys as well as small-scale, regional, and methodological surveys. Face-to-face and telephone interviewing are conducted using computer-assisted techniques as well as paper-and-pencil mode. Large-scale mail, self-administered and web surveys are also conducted.</p> <p>Much of SRC's work uses multistage area sampling of households. Probability selection methods are employed in all sample selection stages, including random selection of respondents from households. Random digit dialling sampling of households is also used extensively for telephone surveys of household populations.</p> <p>SRC has developed a package of computer programs (IVEware) which calculate sampling errors for survey statistics using either pseudo-replication techniques – Balanced Repeated Replication and Jackknife Repeated Replication – or Taylor Series approximation methods of estimation.</p>	
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language	English	

World Association for Public Opinion Research (WAPOR)

URL	http://www.wapor.org	
Brief	<p>The World Association for Public Opinion Research (WAPOR) was founded in 1947 by a group of experts and scholars interested in promoting and improving public opinion research all over the world. Since then, WAPOR members have effectively worked with this aim in mind. WAPOR aims to further the use of scientific survey research in national and international affairs. WAPOR is officially recognized as a member of the International Social Science Council (ISSC) and is supported by UNESCO.</p> <p>Nearly 500 experts and scholars in almost 60 countries are committed to these goals, working in close contact with other associations and agencies such as AAPOR (American Association for Public Opinion Research), the World Association of Research Professionals (ESOMAR), and other international and regional associations.</p> <p>In order to fulfil its tasks, WAPOR organizes an annual international conference to give their members an extraordinary opportunity to be in touch with virtually everybody interested in public opinion and market research all over the world.</p> <p>WAPOR promotes several focused or specialized seminars on different continents every year, offering very valuable opportunities for people interested in the field in various geographic areas. WAPOR also cooperates in meetings, seminars and conferences organized by other organizations and agencies providing specialized speakers to cover specific issues.</p>	
Objectives/ Mission	<p>The mission of WAPOR is to promote in each country of the world the right to conduct and publish scientific research on what people and groups think. Public opinion is a critical force in shaping and transforming society, and in the 20th century, social science has developed a tool that can objectively measure that public opinion - most of the time with remarkable accuracy. Public opinion polls - properly conducted and disseminated - give both politicians and the public a tool to measure public opinion. They are a way of letting the public's voice be heard.</p>	
Methodology and Tools	The company implements quantitative and qualitative research methodologies.	
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language	English	

Zogby International

URL	http://www.zogby.com/index.cfm	
Brief	<p>Zogby International has been tracking public opinion since 1984 in North America, Latin America, the Middle East, Asia, and Europe. It has provided a full range of products and services such as Communication Services, Strategic Planning, Information Products, Market Research and Opinion Polls. It is constantly searching, testing and measuring hypotheses and principles on polling and public opinion research. Working with a panel of psychologists, sociologists, computer experts, linguists, political scientists, economists, and mathematicians Zogby International explores every nuance in language and tests new methods in public opinion research.</p>	
Objectives/ Mission	<p>Zogby International's mission is to offer the best polling, market research, information services, and business solutions worldwide based on accuracy and detailed strategic information. Zogby International is constantly searching, testing and measuring hypotheses and principles on polling and public opinion research.</p>	
Methodology and Tools	<p>The company implements quantitative and qualitative research methodologies. Zogby International's trained pollsters will provide unbiased results for survey. Public opinion research polls are conducted face-to-face interviews, by telephone, by mail, or over the Internet. Since the mid-1990s, Zogby International has utilized the Internet as a means of providing the public with instant access to the day's best public opinion research. Omnibus polls are also conducted for marketing and strategic purposes.</p>	
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