



European Commission

URL	http://ec.europa.eu/public_opinion/index_en.htm	
Brief	<p>Since 1973, the European Commission has been monitoring the evolution of public opinion in the Member States, thus helping the preparation of texts, decision-making and the evaluation of its work. European Commission surveys and studies address major topics concerning European citizenship: enlargement, social situation, health, culture, information technology, environment, the Euro, defence, etc.</p>	
Objectives/ Mission	<p>In order to know and understand citizens' attitudes to the future of the European Union and the Constitution, opinion polls are conducted by specialized organizations both at European level and in each Member State. At European level, these polls are carried out in the context of the "Eurobarometer", which puts the same questions to citizens on the basis of representative samples.</p> <p>The Eurobarometers are managed by the European Commission and carried out, in practice, by specialized companies under contract.</p> <p>A number of "Eurobarometers" have been carried out in the 25 EU countries on the subjects relating to the European Constitution, the Convention and the future of the Union.</p> <p>Surveys on the same subjects are also carried out independently in a number of countries on the initiative of the poll institutes or the media, using a wide variety of techniques and samples.</p>	
Methodology and Tools	<p>The standard Euro barometer was established in 1973. Each survey consists in approximately 1000 face-to-face interviews conducted between 2 and 5 times per year, with reports published twice yearly.</p> <p>European Commission offers qualitative studies to investigate in-depth the motivations, the feelings, the reactions of selected social groups towards a given subject or concept, by listening and analyzing their way of expressing themselves in discussion groups or with non-directive interviews.</p> <p>Special Eurobarometer reports are based on in-depth studies carried out for various services of the European Commission or other EU Institutions and integrated in Standard Eurobarometer's polling waves.</p> <p>Candidate Countries Barometer was first wave carried out in October 2001 in all the 13 countries applying for membership. Its methodology is almost identical to that of the Standard Eurobarometer. One report is published each year, excluding the special reports</p> <p>Ad hoc telephone interviews conducted at the request of any service of the European Commission or other EU Institutions. The Flash Eurobarometer surveys enable the Commission to obtain results relatively quickly and to focus on specific target groups, when required.</p>	
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Vitosha Research

URL	http://www.vitosha-research.com/	
Brief	<p>Vitosha Research is specialized in market, social, political, advertising and media research. Since its first independent pre-election and post-election surveys in 1990, Vitosha Research has built up a reputation as one of the leading research agencies in Bulgaria, providing services in line with international standards.</p> <p>Vitosha has a record of achievements in diverse settings, covering a wide range of activities: market, media and audience research, social policy and social assessments, opinion polls and others. In Opinion Polls and Social Research the company concentrate on the topic of Election polling, Social assessments, Social deviation research, Quality of life and stratification studies and Social safety nets</p>	
Objectives/ Mission	<p>Vitosha Research has established long-term partnerships with international, state and non-governmental institutions and organizations, national and foreign companies and media. It provides data collection methods, omnibus surveys, qualitative research, quantitative research, and analysis.</p>	
Methodology and Tools	<p>VR has a national interviewer network consisting of about 400 interviewers. This network is regionally based and covers all 28 administrative regions of the country. There is an interviewer team in each regional center. For the rest of the regions, the number of interviewers is between 5 and 20. Approximately 2/3 of the interviewers are women and there is a wide range of ages (between 19 and 65). Young people predominate among interviewers. A considerable number of them are students in Sociology or Social and Political Science, Economics etc. in different Bulgarian Universities. VR organizes a separate briefing session for each individual survey to train and instruct interviewers and team leaders.</p> <p>VR has extensive expertise in the following qualitative and quantitative data collection techniques: face-to-face interviews; in-depth interviews; telephone interviews; focus groups; omnibus surveys; desk research; mail-in surveys; dairy studies; content analysis; household panel surveys and panel; elite surveys; and on-line surveys.</p> <p>The services provided include client consultations; analytical design; elaboration of research methodology; preparation of questionnaires, focus group scenarios and in-debt interviews; sampling methodology; recruitment of participants and conducting focus groups; data collection, data entry, data processing; statistical analysis; presentation of results.</p> <p>Currently Vitosha Research specializes in market research, social policy and social assessments, political and electoral behaviour, hidden economy, corruption and crime, development of IT sector and communication technologies, media and audience research and advertising research.</p>	
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Saar Poll Ltd

URL	http://www.saarpoll.ee/5106.php	
Brief	<p>Saar Poll Ltd is one of the biggest full service marketing research companies in Estonia, providing data from Baltic States, Ukraine and Russia. It was founded in 1988 and has more than 200 interviewers nation-wide, partner-firms in, Latvia, Lithuania, Ukraine and Russia.</p> <p>Saar Poll have co-operations with market research companies like Gallup Hungary, Gallup Worldwide, Pentor, Research International, NFO, Roper Center and with many universities research departments.</p>	
Objectives/ Mission	Providing the clients with high quality decision support based on market data.	
Methodology and Tools	Saar Poll Ltd offers Qualitative methods including group discussions, and in-depth interviews, quantitative methods including face-to-face interviews, self-completion questionnaires, hall-tests, telephone interviews, content analysis, and finally secondary research.	
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language	English - Estonian	

Finnish Business and Policy Forum EVA

URL	http://www.eva.fi/eng/index.php?m=1&did=581	
Brief	<p>EVA is a pro-market think-tank financed by the Finnish business community. EVA is a discussion forum and networking arena for decision-makers both in business and society. It publishes reports, organizes debates and publishes policy proposals and works in close co-operation with the Research Institute of the Finnish Economy ETLA.</p> <p>EVA has been gathering data on Finnish attitudes and values on a regular basis since 1984. During these 20 years, EVA has acquired an extensive and comparable material on the change of values and attitudes in the Finnish society. The studies have investigated Finns' attitudes towards politics and politicians, society's structure, the market economy, entrepreneurship, environmental protection, work-life related issues as well as international matters, for example the European Union and Finnish foreigner policy.</p>	
Objectives/ Mission	EVA's task is to identify and evaluate trends that are important to Finnish companies and the society as a whole. Violent and rapid international phenomena impose serious demands on society and business activity. EVA aims to provide current information on prevailing trends as well as bring fresh ideas to public debate.	
Methodology and Tools	<ul style="list-style-type: none"> • Random sample of Finland's 18- to 70-year-old population. • The sample is representative of the whole population with respect to demographic, social, and regional factors.. 	
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***The Finnish Social Science Data Archive
(FSD)
University of Tampere***

URL	http://www.fsd.uta.fi/english/	
Brief	The Finnish Social Science Data Archive (FSD) is a national resource center for social science research and teaching. FSD provides a variety of services ranging from data archiving and dissemination to information service. The Archive began operating in 1999 as a separate unit of the University of Tampere, and is funded by the Ministry of Education.	
Objectives/ Mission	<p>FSD primary goal is to increase the use of existing social science data in Finland and internationally. FSD's main functions include: acquiring data for archiving; supervising the conditions of data access and re-use; processing archived data according to established guidelines; storing and preserving archived data; providing and publishing metadata on archived data; disseminating data and other relevant information, and providing other customer services. It also makes suggestions for research metadata standards in Finland, organizes and promotes social science research and teaching, and raises funding for them, produces publications in the field, and develops other relevant services.</p> <p>Other important goals for the years 2004-2006 include promoting the quality of research using secondary data, and the quality of methodology teaching based on archived data.</p>	
Methodology and Tools	<p>Research data can be collected in a number of ways, for example, using survey questionnaires, interviews, written accounts, or video recordings. In all cases, research participants must be informed of how the data will be used, and the researcher is henceforth bound by the information given. If the data contain personal identifiers, the future of the data depends on the information given to participants, that is, whether the data can be used later or is the researcher obliged to destroy the material as soon as the validity of the results have been reviewed</p> <p>Information on these issues can be provided in an Information Sheet, cover letter or as a document attached to the Consent form. After the potential participant has received information on all relevant points, (s)he is then able to make an informed consent to participate. If the subject matter of the research is not sensitive and data are collected in a public place, written information to participants is not necessary, verbal information will suffice.</p>	
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IPSOS

URL	http://www.ipsos.com/	
Brief	<p>Founded in 1975, IPSOS is the only independent, publicly-listed company in its field that is managed by research professionals. Since 1990, IPSOS has created or acquired more than 40 companies worldwide. This growth has been built with both internal and external funding, including the stock market.</p> <p>IPSOS Public Affairs has offices in most major markets in Europe, North America, Latin America, the Asia-Pacific region and in the Middle East region. In Egypt, IPSOS acquired the Research Division owned by the leading local research company IMI (International Marketing & Management Institute) representing 80% of the shares of the company, Founded in 1999 by a group of investors .</p> <p>IPSOS offer political and business leaders research on social issues and the attitudes and behaviors of citizens and consumers based not only on public opinion research, but also often on elite stakeholder, corporate, and media opinion research. specialist teams conduct political climate surveys and voting intentions forecasts, and measure public opinion on a variety of issues</p>	
Objectives/ Mission	IPSOS assesses market potential and interprets market trends, tests products and advertising, and helps clients build long-term relationships with customers. It studies audiences and their responses to various media and measures public opinion around the globe.	
Methodology and Tools	<p>IPSOS toolbox for conducting tailor-made solutions includes rapid turnaround quantitative polling with pinpoint accuracy, qualitative focus groups, online Internet panels, elite and stakeholder interviewing, syndicated subscriptions, and proprietary research techniques.</p> <p>IPSOS does not only deliver data, but also analyzes it, puts it in context, and then lets clients know how they can best translate this understanding into efficient and effective policies, programs, communications strategies, and marketing initiatives.</p>	
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Forsa

URL	http://www.Forsa.com/	
Brief	<p>Forsa Gesellschaft für Sozialforschung und statistische Analysen mbH was founded in Cologne in 1984. In 1986, it transferred its head office to Dortmund. In 1991, the institute opened an office in Berlin, which in turn has now become the head office. Forsa operates additional offices in Dortmund and Riga.</p> <p>Forsa uses the most modern research technologies. In the 1980s, the institute was one of the first in Germany to introduce and further develop computer-assisted telephone interviewing (CATI).</p>	
Objectives/ Mission	<p>The Institute conducts every kind of market opinion and social research, in which the methods of empirical social research can be employed. The institute conducts all surveys and the analysis itself.</p> <p>Forsa works closely with experts in both science and praxis in developing and executing empirical surveys. The social researchers on the institute's advisory council guarantee the highest standards with regard to the methods and content.</p>	
Methodology and Tools	<p>Forsa offers representative opinion or consumer polls, international, national and regional omnibus surveys, special target group surveys, qualitative (in-depth) interviews, focus group discussions, and many other services.</p> <p>OmniTel is Forsa's daily omnibus survey in Germany where experienced interviewers survey 1.000 representatively selected individuals nationwide. Forsa operates offices with telephone studios in Berlin and Dortmund.</p> <p>Forsa.Omminet is an innovative research tool still unique in Europe, used for surveys with representatively selected respondents carried out on the internet. A set-top-box, providing internet access for the panel participants, is linked to the television set of each recruited household. During the poll the respondents are comfortably seated within their own environment and - using an infrared keyboard - answer questions directly via the Internet.</p>	
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MARPLAN Forschungsgesellschaft mbH

URL	http://www.marplan.de/english/home.asp	
Brief	<p>MARPLAN was founded in 1959 and is located in Offenbach am Main in the center of Germany, the Rhein-Main-Area. MARPLAN offers standardized research products, nevertheless it designs special tailored research projects by individual problems, timing and budget presuppositions.</p> <p>As a Full-Service-Institute it provides experts in various product areas, specialized in methods and survey handling, a reliable team of colleagues in the service departments, and qualified employees in DP.</p> <p>The range of MARPLAN clients - in Germany and in foreign countries - are manufacturers and distributors of branded products, the communication- and media-industry as well as commissioners in the political- or socio-institutional sphere.</p>	
Objectives/ Mission	MARPLAN is seeking for offering standardized research products, nevertheless designing special tailored research projects by individual problems, timing and budget presuppositions.	
Methodology and Tools	MARPLAN is running regularly multi client surveys following a committed schedule by using face-to-face interviews, and telephones (CATI). MARPLAN is handling about 200.000 interviews, primarily face-to-face, also by phone and self-completion.	
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TNS Infratest Sozialforschung

URL	http://www.infratest-sofo.de/	
Brief	<p>TNS Infratest Sozialforschung GmbH was founded in 1975 as a specialized business unit dealing with social science survey research. TNS Infratest Sozialforschung constitutes one business unit of TNS Infratest which belongs to the global market research company TNS (Taylor Nelson Sofres, London). Apart from market and media research, TNS Infratest has engaged in social and political research since the nineteen fifties. In 2001 the department for political research was founded. It is located in Berlin.</p> <p>TNS research departments are labour, education, income and social security, family and generations, culture, The German Socio-Economic Panel (GSOEP), politics and political parties and citizens and the state.</p>	
Objectives/ Mission	<p>TNS Infratest Sozialforschung works for a wide range of public sector clients, primarily recruited from ministries and public administration; public sector professional institutes and university research groups; and associations, political parties and non-profit organisations.</p> <p>Clients of the Berlin branch (political research) also include different media companies (apart from public sector clients).</p> <p>TNS Infratest Sozialforschung is seeking for bearing in mind what is suitable for the research problem at hand</p>	
Methodology and Tools	<p>TNS Infratest Sozialforschung is especially renowned for its high methodological standards and its realization of representative panel studies. Other types of studies like special ad hoc research or social research are also conducted by TNS Infratest Sozialforschung. TNS Infratest staff undergoes the design of the study, the questionnaire and the data analysis and presentation. It offers qualitative methods in conjunction with quantitative methods (mixed-mode method) or on their own (Qualitative).</p> <p>Studies are done through computer assisted interviews (CAPI), Computer-assisted telephone interviews (CATI), mail surveys, online surveys, access panels and multi-issue (omni-bus) surveys. Computer-assistance is used for the coding of open questions concerning occupations or work sectors (code systems).</p>	
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Metron Analysis

URL	http://www.metronanalysis.gr	
Brief	<p>Metron Analysis was established in 1996 with the vision to advocate research and analysis. Today, Metron Analysis is one of the biggest independent market research and public opinion surveys company, in Greece. The company works in collaboration with international research networks.</p> <p>Metron Analysis is a member of the Hellenic and European Market Research Association (ESOMAR and AGMOLC), and member of the Worldwide Association of Publics Opinion Research (WAPOR). Metron Analysis follows quality procedures, verified by the Quality Control of Data Collection of Market Research and Opinion Polls Companies.</p>	
Objectives/ Mission	<p>Metron aims to provide accurate and high quality market research and social surveys. In addition, it tries to provide novel and reliable services in market research and opinion polling, as well as add value to the research data through expertise services and manage knowledge objectively and with consistency. Services of Metron Analysis include political research, social research, market research and specially designed services.</p>	
Methodology and Tools	<p>Metron Analysis conducts personal, face-to-face- and telephone research conducted with the general public, targeted population, and generic population using CATI. Mailing research is also conducted as well as a combination of qualitative and quantitative research for the study of a targeted population. Focus groups help in the interactive exchange of opinions, patterns, and responses of the population. Personal in-depth interviews are conducted to learn about the attitudes of a specific population. Metron analysis also conducts interviews with couples of participants to evaluate qualitatively confronting or complementing attitudes. It also conducts qualitative and quantitative analyses of written or audio data for the semantic modeling of the information and the strategic planning. Finally, it develops experimental research design for targeted samples for the comparative study of populations, product testing and the analysis of declared preferences.</p>	
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Lansdowne Market Research

URL	http://www.lansdownemarketresearch.ie/	
Brief	<p>Lansdowne Market Research established in 1979 by the Chairman, Robin Addis, Lansdowne has grown steadily to become the largest ad hoc marketing research agency in Ireland. Lansdowne undertakes research on behalf of most of Ireland's major companies and multi-nationals. Lansdowne has acquired in-depth experience of a wide variety of markets, with particular emphasis on the service sector, retail and media.</p> <p>Last year, Lansdowne undertook over 450 projects on behalf of 170 different clients. The company has extensive experience of coordinating research in other countries around the world, on behalf of Ireland's leading exporters.</p>	
Objectives/ Mission	Lansdowne believe in the potent combination of high quality but cost-effective surveys, with creative and added value analysis. Lansdowne is committed to providing value-added research and a pragmatic approach to solving marketing problems and aiding strategy development.	
Methodology and Tools	<p>The research industry has used traditional Customer Satisfaction surveys to help clients determine which factors have most influence on the satisfaction of their customers, and then measure the clients success in keeping their customers as satisfied as possible in these key areas. Lansdowne runs the largest Omnibus in the Republic of Ireland, interviewing over 30,000 adults per year.</p> <p>One of Lansdowne's specialist areas of expertise is media research - in particular for the print media. Qualitative research paints a clear picture of the customers' psyche, because it relates to natural person-to-person dialogue.</p> <p>Lansdowne's experience of socio-political research is extremely broad and varied. They are the current contractors for the European Union's face-to-face Eurobarometer survey in Ireland. Advertising and brand tracking has been a major growth sector of the market research industry, much of it stimulated by the introduction of new approaches and improved methodologies.</p> <p>Lansdowne has 400 face-to-face interviewers throughout Ireland that covers the most remote rural parts of the country. It also has 75 CATI stations and over 240 CATI interviewers.</p>	
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<i>Millward Brown IMS</i>		
URL	http://www.imsl.ie/	
Brief	<p>Millward Brown IMS was established in Dublin in 1963 as a full service marketing surveys in Ireland offering an entire range of quantitative and qualitative research services. It seeks to provide valuable marketing information for clients.</p> <p>Millward Brown is well known for its opinion Polls. It has been conducting this particular form of political and social research for many years and have tracked the rise and fall of Governments and politicians and followed evolving attitudes on a range of social issues since its establishment.</p> <p>Clients span a wide range of Irish public and private companies, government departments and semi state bodies. Millward Brown also works extensively with many major international and multi national business concerns. Over 450 research assignments are conducted per year.</p>	
Objectives/ Mission	Millward Brown is a company providing research services to clients at both the national and international levels.	
Methodology and Tools	Millward Brown IMS has over thirty years of experience in qualitative research. MBIMS has been conducting personal, face-to-face Omnibus interviews since 1963. Interviewing is conducted face to face in the respondent's own home. It has combined the face-to-face Omnibus with the Computer Assisted Telephone Interviewing System to provide the MBMIS CATIBUS. Millward Brown also conducts Opinion Polls, web-based surveys, product testing, consumer service measurement and many other activities	
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DOXA		
URL	http://www.doxa.it/italiano/home.asp	
Brief	<p>Statistical research and public opinion analysis center founded in 1946, DOXA is the first market research company in Italy and one of the first in Europe. A few months after its foundation, DOXA survey on the referendum “Monarchy or Republic” is the first poll conducted in Italy. DOXA’s large brand awareness is due to opinion polls, published in newspapers and/or aired on radio and television.</p> <p>In 1947 DOXA took part in the creation of Gallup International, the first international group of research agencies, and ESOMAR.</p> <p>Doxa has long-standing and close working relationships with over 50 research organizations in many different countries, in Europe and worldwide.</p> <p>In 1990 DOXA was the first research in Italy firm to adopt CATI telephone interviews in Italy.</p>	
Objectives/ Mission	<ul style="list-style-type: none"> • Understanding the needs of Clients and helping them identify the best research solutions, also in the perspective of an optimal cost-benefit ratio. • Providing high quality qualitative and/or quantitative information, collected through strict sampling methods and the use of cutting-edge technology. • Providing data analysis based on country specific knowledge and experience • Developing a truly open and transparent relationship with the committing Clients, aimed to achieve common goals and to establish long-lasting co-operations. 	
Methodology and Tools	<p>The in-house EDP department conducts all data processing of DOXA studies, as it is the largest EDP department operating in a market research company in Italy. The EDP department uses a complete analysis and data processing software library, among which are the SAS, SPSS and CATI/CAPI software NIPO and QUANTUM software.</p> <p>DOXA adopted qualitative research (In-depth individual interviews, focus groups, creatively-oriented focus groups, individual semi-structured interviews, telephone semi-structured interviews, direct observation of the behavior , qualitative panels , mini-groups and individual interviews with children and teens and groups with guided Internet surfing (analysis of web sites).</p>	
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<i>Blauw</i>									
URL	http://www.blauw.co.uk/index.asp								
Brief	<p>Blauw Research is a market research agency that helps businesses and institutions make decisions that lead to improved relations with stakeholders, enhance products, services and brands, and make more effective use of resources. Blauw is known for innovative and clever forms of analysis, research and knowledge creation. Blauw has three headquarters one in England, one in Germany, and one in The Netherlands.</p> <p>Blauw Research conducts worldwide quantitative research from one single location through online, CATI or mixed mode data collection, at high speed. The use of one single centralized technology platform allows for strict monitoring of progress and quality of the fieldwork. Blauw works on many international projects with many multinational companies, such as Philips and Heineken.</p>								
Objectives/ Mission	Blauw believe in an integral approach that established links between sources, instruments, processes and disciplines, an approach that makes use of today's possibilities and meets today's wishes. They are motivated by intense cooperation with clients and the desire to obtain thorough understanding of their business. This way offers clients more of everything; more efficiency, more speed; more focus and more effectiveness and hence better decisions.								
Methodology and Tools	<p>Quantitative data can be collected via telephone and online data collection. Telephone and online fieldwork take place in the same web-based environment. It carries out telephone interviewing for various research agencies. Blauw Research also carries out on-line research since 1997. Blauw Qualitative Research helps clients understand the background to and reasons for the perceptions, attitudes and behavior of their target groups. This is done in the case of both consumer and business-to-business surveys by means of single interviews or in groups at national and international level.</p> <p>Blauw Research has been a pioneer in the field of online market research over the past decade. It is now a European market leader in the field of internet access panels that are used to invite people at random to take part in online surveys. Blauw Research has various secure web servers and WAPI software (Web Assisted Personal Interviewing) in order to carry out large-scale online data collection quickly, reliably and cost-efficiently. Thousands of people can be invited at the same time to take part in surveys.</p> <p>The ConceptWorks from Blauw Qualitative Research is a special support tool for concept development processes. The ConceptWorks is intended for businesses that want to develop new ideas and concepts within the context of developing their brand or product range.</p>								
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language	English - German								

***The Dutch Institute for Public Opinion and Market Research
TNS NIPO***

URL	http://english.tns-nipo.com/	
Brief	<p>The Dutch Institute for Public Opinion and Market Research (TNS NIPO) was founded by Wim de Jonge and Jan Stapel in 1945 in Amsterdam. TNS NIPO is considered a market leader in the Netherlands as it is the only market research organization offering a very broad, integrated set of services. It has offices in Amsterdam, The Hague and Luxembourg and provides consultancy services. TNS NIPO has a broad network of offices in over 50 countries at its disposal.</p>	
Objectives/ Mission	<p>TNS NIPO will do anything to provide its clients with the best service possible and to assist them in making the right decisions. TNS NIPO helps clients make decisions, supports enterprises, organizations and governments by supplying reliable and practical knowledge about their markets and customers or about relevant opinions. This knowledge is required to make the right strategic decisions, to deal as best as possible with opportunities and threats in the market and to create a continual competitive advantage. TNS NIPO base offers access to relevant knowledge about markets, target groups and competitors. TNS NIPO base offers knowledge based on up-to-date and reliable data and elaborates on information that was retrieved using previous research or data other sources.</p>	
Methodology and Tools	<p>TNS NIPO has a number of services at its disposal. Services are surveys that are done with a fixed frequency and a fixed sample size, also known as omnibuses. Other services include Catibus, Business Monitor, and homebus. TNS NIPO also regularly conducts research studies on its own initiative. The results of these studies can be of interest to a number of clients.</p> <p>TNS NIPO base integrates all possible research instruments, use the software, mix-mode in over time (for example with long questionnaires), mix-mode within one research or even within one interview, is possible. The respondents can be contacted through CASI, CATI, CAPI, CAWI, qualitative research, TNS NIPO mail, and desk research and mystery shopper.</p>	
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language	English - Dutch	

European Society for Opinion and Marketing Research (ESOMAR)

URL	http://www.esomar.org/	
Brief	<p>The European Society for Opinion and Marketing Research (ESOMAR) was founded in 1948, to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making. It is an organization working in research into markets, consumers and societies. ESOMAR has 4,400 members in 100 countries. It aims to promote the value of market and opinion research in effective decision-making.</p> <p>ESOMAR creates and manages a comprehensive program of industry-specific and thematic conferences, publications and communications as well as actively advocating self-regulation and the worldwide code of practice.</p> <p>The ISO 20252 norm for market, opinion and social research was approved in February and launched in May this year. 22 member countries sat on the technical committee and their national ISO institutions unanimously voted in favour of its adoption. Countries involved in developing the norms represent around 90% of the global market research market.</p>	
Objectives/ Mission	<p>ESOMAR's aim is to promote the value of market and opinion research in illuminating real issues and bringing about effective decision-making.</p> <p>ESMOR aims to promote the development and use of marketing, social and opinion research, as an important basis for effective management decision in both public and private sectors alike. It studies advises on national and/or international legislation and judicial decisions which may appear to affect members in their professional capacity.</p>	
Methodology and Tools	The company implements quantitative and qualitative research methodologies.	
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	Fax	+31 20 664 29 22
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language	English	

Intomart Gfk

URL	http://www.intomartgfk.nl/english.asp	
Brief	<p>Intomart GfK is a member of the GfK Group, one of the leading market research companies. In 1962 Intomart started its activities, and evolved mainly in the area of Audience Measurement. In the course of time Intomart grew to a full-service market research company with a turnover of more than € 25.000.000 and now also includes several business units that offer customized research solutions to clients.</p> <p>In 1993, the relationship between Intomart and the GfK group emerged with GfK taking a 30% share in Intomart. The relationship turned out to be a healthy one for both parties, and in January 2002 this resulted in a full merger of Intomart into GfK. At this moment, the GfK group is one of the largest worldwide providers of market information, listed at the Frankfurt stock exchange, with a turnover of € 550 million, presence in 51 countries on five continents and employing a total of 4750 people.</p> <p>The Policy Research Unit carries out studies for many different governmental departments, numerous city councils, and a wide range of other organizations that operate within the public domain. The Unit can be called upon for any type and size of research project. Occasionally Intomart GfK limit activities to the collection of data.</p>	
Objectives/ Mission	Intomart GfK offers full-service market research solutions in order to improve business and marketing decision making. It also offers monitoring research, loyalty research, media research, and policy research.	
Methodology and Tools	The company implements quantitative and qualitative research methodologies. More frequently, Intomart GfK is responsible for the whole survey research process: from the research design, data collection, the analysis and interpretation of the data to the reporting of the results. In the process, the firm chooses the reporting format that best suits the needs and wishes of the client. Sometimes a small qualitative study is the most appropriate method to answer the research question, using in-depths discussions or focus groups. Other research questions are answered by means of large scale quantitative surveys, and sometimes combine the two forms of research.	
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language	English - Dutch	

***Center for the Study of Public Policy (CSPP)
University of Aberdeen***

URL	http://www.abdn.ac.uk/cspp/index.shtml	
Brief	<p>The Center for the Study of Public Policy was founded in Scotland by Professor Richard Rose in 1976 as the first public policy center within a European university. It relates social science research to major problems of contemporary societies by drawing on a variety of social science disciplines, principally political science, sociology and economics, and a variety of methods, both quantitative and qualitative.</p> <p>The CSPP specializes in comparative research. In the 1980s it conducted major comparative studies of the growth of government. It has conducted more than 100 nationwide Barometer surveys across Central and Eastern Europe, the Balkans and the former Soviet Union. Reports are presented to policymaking agencies such as the World Bank, OECD, the European Union, Council of Europe and UN agencies, and to universities .</p> <p>Scientific and public policy sponsors include national scientific and private foundations, governmental and intergovernmental organizations in Austria, France, Germany, Hungary, Italy, Sweden, the United Kingdom and the United States and intergovernmental agencies such as the European Commission, the Council of Europe and the World Bank.</p>	
Objectives/ Mission	<p>The purpose is to relate social science research to major problems of contemporary societies. It does so by drawing on a variety of social science disciplines, principally political science, sociology and economics, and a variety of methods, both quantitative and qualitative.</p> <p>In order to try to understand how people are reacting to new institutions of state and market, it applies innovative social, economic and political indicators, and each Barometer questionnaire includes fresh measures as well as standard measures.</p>	
Methodology and Tools	<p>The CSPP use a variety of methods, both quantitative and qualitative:</p> <p>In barometer surveys, Each survey uses a questionnaire with innovative indicators specially relevant in transition societies: support for democracy and undemocratic alternatives; corruption; attitudes to enlarging Europe; coping with a multiplicity of economies, monetized and non-monetized; relative affluence and destitution; and demographics: age, education, gender, urban/rural residence, etc.</p> <p>Nationally representative random samples of at least 1000 respondents. Face-to-face interviewing by established national research institutes. Full details of samples are in Barometer SPP publications.</p>	
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language	English	

<i>CATI</i>		
URL	http://www.cati.si/eng/	
Brief	<p>CATI is one of the biggest companies for marketing, media, social research and consulting in Slovenia, established in 1996. It was the first to set up a commercial CATI Studio in Slovenia, conducted the first commercial survey on the Internet and was the first to use portable and handheld computers for field surveying. CATI has been developing its own software for surveying and data analysis and has been promoting many new methods or improvements of existing methods – which makes CATI a knowledge leader in the Slovenian research field. In 2003 CATI became the biggest Slovenian-owned research company. CATI is also a member of ESOMAR, international association of marketing researchers .</p> <p>CATI provides Marketing research, Consultancy, Media Research, Social And Opinion Research , Qualitative Data Collection and Quantitative Data Collection.</p>	
Objectives/ Mission	CATI's vision is to become the leading marketing, media, social research and consulting company in the region of ex-Yugoslavia. The greater part of their work is marketing, media and social research and consulting. Their mission is to solve client's problems with marketing knowledge, experience and familiarity with their field of business. CATI offers marketing research, consultancy media, research social and opinion research, qualitative data collection, and quantitative data collection	
Methodology and Tools	CATI is a SPSS Inc. partner and it provides distribution and support for SPSS analytical tools and solutions in the territories of Slovenia, Croatia, Serbia and Montenegro, Bosnia and Herzegovina and Albania. The company implement quantitative and qualitative research methodologies.	
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Demoskop

URL	http://www.demoskop.se/index_eng.asp?headpageId=13	
Brief	<p>Demoskop was founded in 1989 and is based in Stockholm, Sweden. Demoskop is part of the group company Magnora AB and a member of SMIF, Swedish Market Information Businesses. Three special areas of focus include community, the market, and decision makers.</p> <p>Demoskop provides business intelligence services and analyses that target these areas: markets, communities, and trends & life styles. Demoskop deliverables is based on own data collection and on information from other sources. Their customers are businesses, organizations, and public authorities that want in-depth knowledge about what's happening in the world around them.</p> <p>Demoskop has extensive experience with surveys and analyses done in connection with key business deals, such as mergers and acquisitions. It has worked with many of the largest, most publicized deals on Sweden's finance market. Demoskop has a unique position on the Swedish market when it comes to research directed towards decision makers and other stakeholders.</p>	
Objectives/ Mission	<p>Demoskop's business concept is to make market and business information useful in the decision making process. It analyzes data, explains it, draws conclusions from it, and gives recommendations based on this information.</p> <p>Demoskop provides business intelligence services and analyses that target markets, communities, and trends & life styles. It implements quantitative and qualitative research methodologies. Deliverables are based on their own data collection and on information from other sources. Customers are businesses, organizations, and public authorities that want in-depth knowledge about what's happening in the world around them.</p>	
Methodology and Tools	<p>Demoskop provides business intelligence services and analyses that target, markets, communities, and trends & life styles. It implements quantitative and qualitative research methodologies. Deliverables are based on its own data collection and on information from other sources. Demoskop's principle market analysis tool is the Demoskop panel which is a database consisting of information from nationwide surveys.</p>	
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SIFO Research & Consulting

URL	http://www.opinion.sifo.se/	
Brief	<p>SIFO Research & Consulting conducts public opinion polls and has had a market-leading position in Sweden for over 30 years. Major client groups include the national government, municipalities, interest groups and companies with a need for market analysis. Polls are conducted to support decision-making by the national government, municipalities and interest groups.</p> <p>SIFO Research & Consulting is the market leader in Sweden in the area of opinion and social research and related consulting services; SIFO is a part of Research International, world leader in research and related consultancy business.</p> <p>Between 50 and 100 of the polls are published annually by the media. Other polls are conducted to support decision-making by the national government, municipalities and interest groups.</p>	
Objectives/ Mission	SIFO conducts surveys in more than 70 countries and over 70 languages for organizations ranging from small companies to large international corporations. Polls are conducted to support decision-making on issues concerning Swedish people.	
Methodology and Tools	<p>SIFO use the very latest and best in technological data collection techniques and tools. SIFO provides different methods of data collection: Web surveys and web specials; lunch room paper surveys; postal surveys; computer-aided telephone interviews and face-to-face interviews.</p> <p>Results can also be accessed through alternative reporting methods, such as printed and soft copy files, such as PowerPoint, PDF and Excel.</p>	
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language	English - Swedish	

Konsensus Research and Consultancy

URL	http://www.konsensus.com.tr/	
Brief	<p>Konsensus is an independent, full service agency that provides an expert service in market research from questionnaire design and fieldwork to analysis and presentation to agencies and end-clients across the world. Konsensus has an international research team to supply research requirements of foreign customers in Turkey and also conduct research projects for Turkish customers in foreign markets. Konsensus researchers are backed by a diverse team of specialists, each contributing their personal skills to a specific area of the research process - from recruiting, data collection and analysis through to the delivery of the final report.</p> <p>Konsensus research professionals have extensive experience in all aspects of the research field, as well as specialized knowledge in a wide range of businesses. Konsensus fresh thinking is constantly applied to markets as diverse as consumer products, health, energy, high technology, financial services, industrial and governmental, as well as every major consumer product sector including media and entertainment.</p> <p>Konsensus is a trustable source of right tools and methods to provide right data for the producers and enterprisers of major sectors and industries. It wants to be a strategic partner of these industries at the stage of new product development, marketing and sales activities and strategic business planning.</p>	
Objectives/ Mission	Konsensus uses research to foresee, explore, monitor and report the evolution of trends in time. Konsensus' main objective is to become the most reliable source of information and therefore the preferred supplier for opinion and marketing research buyers in the short, mid and long term.	
Methodology and Tools	<p>Konsensus have all the resources to identify and execute the research methodology that best fits specific objectives. Data processing services, including advanced multivariate analysis, are provided in-house by Konsensus statisticians.</p> <p>Qualitative techniques include focus group discussions, and in-depth interviews. While Konsensus' quantitative techniques include telephone interviewing, door-to-door interviewing, mail surveys, email surveys, web surveys, omnibus surveys, internet research, social research and political research.</p> <p>In telephone interviewing, Konsensus has 25 comprehensive Computer Assisted Telephone Interviewing (CATI) stations.</p>	
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language	English - Turkish	

<i>CommunicateResearch</i>		
URL	http://www.communicateresearch.com/home.htm	
Brief	CommunicateResearch was formed by Andrew Hawkins in 2003 providing research and polling services. It has broad experience in public affairs, investor relations, media relations, corporate communications, political opinion polling, media research and parliamentary research. It has a unique combination of experience in communications disciplines together with quantitative and qualitative survey research.	
Objectives/ Mission	CommunicateResearch support clients' communications needs by providing specialist research and polling.	
Methodology and Tools	CommunicateResearch offers qualitative and quantitative studies. The CommunicateResearch public opinion omnibus' sampling methodology uses digital dialling. It conducts about 500 nationally representative interviews a day. Through a partnership with one of the UK's leading fieldwork companies CommunicateResearch offers tailored survey research using either face to face or telephone polling.	
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	Postal address	50 Broadway Westminster London W1H 0RG United Kingdom
language	English	

ICM Research

URL	http://www.icmresearch.co.uk	
Brief	<p>ICM is a polling organization in the UK conducting opinion research for a wide range of clients in the media and providing both quantitative and qualitative research based consultancy services to a range of government and non-government organizations.</p> <p>ICM is a full-service consultancy that specializes in behavioral & opinion research and analysis for IT industry, retail sector, polling, government & social research surveys, financial, automotive, omnibus, telecoms, interactive, qualitative research and health & pharmaceutical surveys.</p>	
Objectives/ Mission	The organization works with opinion research clients to create interesting ideas for opinion surveys, building research designs that deliver reliable results and sharing with clients the interpretation of the findings so that the implications of the research can be fully understood.	
Methodology and Tools	<p>ICM invested heavily in centralised telephone interviewing. With 150 CATI stations, a highly experienced management team and a commitment to total quality, ICM offers high quality telephone interviewing resources.</p> <p>ICM has extensive experience in both qualitative and quantitative research disciplines and run pure qualitative and quantitative studies as well as projects that demand the best of both forms of research. ICM has a large reserve of skilled executives in the qualitative field who have conducted interviewing and focus group with a wide range of respondents. It also conducts high quality international qualitative research throughout all countries with one reporting structure and one focal point.</p>	
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language	English	

<i>Ipsos MORI</i>									
URL	http://www.ipsos-mori.com/icc/index.shtml								
Brief	<p>Ipsos MORI is the second largest survey research organization in the UK, formed by two of the UK's leading companies in October 2005. MORI (Market & Opinion Research International), was originally founded in 1969, and was the largest independent research organization in the UK. Ipsos is one of the largest survey research organizations in the world, with offices in dozens of countries, founded in the mid 1970s in France.</p> <p>Ipsos MORI is one of the largest and best known multi-specialist research companies in Britain and part of Ipsos Group, operating in 45 countries worldwide. There are over 150 researchers delivering the highest quality research to a wide range of public sector clients, including every Government department.</p> <p>Ipsos MORI is the only independent, publicly-listed company in its field that is managed by research professionals. Ipsos MORI has been conducting telephone interviews since the 1970s and the ICC was launched in 1997 to conduct international telephone interviewing to the same high standards, with 2,000 CATI stations in 6 countries (including 450 in the UK) the Ipsos MORI ICC has the capability to handle the most demanding of research projects.</p>								
Objectives/ Mission	<p>Ipsos MORI's Social Research Institute works extensively for UK government and public services, looking at public attitudes to key public services. Social policy and issues such as identity, social cohesion, physical capital and the impact of place on attitudes are all key themes of the Institute's work.</p> <p>The company also specializes in Media, Loyalty and Marketing and Advertising Research</p>								
Methodology and Tools	<p>Ipsos MORI offers a full range of quantitative and qualitative research services, as well as extensive international research capacity.</p> <p>Ipsos MORI's research is conducted via a wide range of methodologies; especially telephone, face-to-face and internet surveys. Around half the company's sampling will involve random probability methods, either face to face or by telephone. Telephone surveys use a method called random digit dialing. This system basically uses randomly generated, but area-specific, telephone numbers</p> <p>Ipsos MORI uses all major survey methods running from face-to-face in-home interviewer surveys using probability samples, through telephone surveys using quotas that are designed to reflect the population, to online studies using panels of people who have signed up to take part in surveys.</p> <p>Ipsos MORI has a range of different and imaginative techniques and methods to make sure that each project is properly designed to fulfill client needs. Techniques include face-to-face surveys, Ipsos access panel, online research, postal surveys, and telephone surveys.</p> <p>Its aim when designing studies and responding to briefs is to put forward the approach that is most fit for purpose, taking account of clients' objectives and budget. Sometimes this will be a face to face or telephone methodology, sometimes internet or postal.</p>								
Contact Information	<table border="1"> <tr> <td>Telephone</td> <td>+44 020 7347 3000</td> </tr> <tr> <td>Fax</td> <td>+44 020 7347 3800</td> </tr> <tr> <td>E-mail</td> <td>mori@mori.com</td> </tr> <tr> <td>Postal address</td> <td>MORI House 79-81 Borough Road London SE1 1FY United Kingdom</td> </tr> </table>	Telephone	+44 020 7347 3000	Fax	+44 020 7347 3800	E-mail	mori@mori.com	Postal address	MORI House 79-81 Borough Road London SE1 1FY United Kingdom
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language	English								

Opinion Research Business (ORB)

URL	http://www.opinion.co.uk/	
Brief	<p>ORB is one of UK's leading research companies. Since its establishment in 1994, it has managed to work with over 150 clients in private, public and voluntary sectors in over 65 countries. Its high experienced market research team delivers high quality quantitative and qualitative research. ORB has been independently quality assured and given an excellent evaluation in both qualitative and quantitative research methodologies. It is also registered under the Data Protection Act 1998. In 2002, it was the first market research company to offer a specific messaging service.</p> <p>ORB has knowledge and experience of the international marketplace which allows it to develop relationships with highly reputed research suppliers throughout the world. It serves clients on a globally integrated basis in more than 65 countries. It particularly has strong relations and experience conducting research in Central and Eastern Europe, the Caucasus and Central Asia.</p> <p>Research professionals at ORB have worked with over 15 world leaders on their Public Affairs initiatives including studies in the UK, US, Russia, South Africa, Malaysia, Taiwan, Turkey, Bulgaria, Lithuania, Malta and Gibraltar.</p>	
Objectives/ Mission	ORB seeks to provide more than simply an efficient service; for each project, it provides a dedicated team of researchers whose innovative and creative thinking add an extra dimension to the results.	
Methodology and Tools	ORB provides quality service through their cost-effective and reliable research together with professional approach. It provides a full range of quantitative and qualitative research services. It has expertise ad-hoc research in the UK and other countries. ORB offers an in-house messaging service. Qualitative research includes telephone (CATI), face-to-face, omnibus, online, hall tests, and audience response (dials). In their qualitative research, there are highly experienced researchers for focus groups, paired interviews and one-to-one depth interviews.	
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Public Opinion Foundation (FOM)

URL	http://english.fom.ru/	
Brief	<p>Established as a non-profit organization in 1991 and re-registered under the Law on Non-Profit Organizations in 1998. Since 1992, the Public Opinion Foundation conducts weekly nationwide representative polls of the urban and rural populations through the extensive network of its regional branches and partner organizations situated in almost all areas of Russia.</p> <p>Until 1992, the Public Opinion Foundation was part of All-Russia Center for the Study of Public Opinion (VTSIOM). It has been a completely self-sufficient organization since mid-1992, and launched its comprehensive research program as an independent non-profit organization in 1996. Since then, the presidential administration has been one of the major clients for POF's public opinion surveys, which serve as a sort of feedback between the country's leadership and people. In 1999-2000, POF was one of the leading opinion agencies that provided polling support to Vladimir Putin's election headquarters.</p> <p>POF has a wealth of experience in the field of political research, having been involved with most of the election campaigns in contemporary Russia.</p>	
Objectives/ Mission	POF's goal is studying mass and narrow social groups to determine subjective perceptions of the structure, events and phenomena of the "everyday world" (conventional perceptions) and the "external world" (conceptual perceptions).	
Methodology and Tools	<p>POF's major working methods is population polls, expert poll, discussion focus groups (DFG), dial-meter focus groups (DMFG) and TV measurement. In Population polls, POF conducted weekly nationwide mass polls with representative samples in 100 settlements in 44 regions, territories and republics in all Russian economic-geographic areas. Interviews are conducted in the respondents' homes. Sample size is 1500 respondents while the margin of statistical errors does not exceed 3.6%.</p> <p>Population polls in Russia and Moscow are conducted by a uniform questionnaire which consists of closed-ended and open-ended questions.</p> <p>POF imply immediate computer processing of the data. Currently, POF is implementing a new telephone survey project to survey experts in a completely automatic mode with the possibility of respondent registration (CATI).</p>	
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language	English - Russian	

<i>YouGov</i>									
URL	http://www.yougov.com/								
Brief	<p>YouGov is a professional market research agency pioneering the use of the Internet and information technology to collect higher-quality in-depth data for market research and public consultation. Founded in May 2000, YouGov offers a full market research and consultancy service, collaborating with other agencies in Britain and abroad.</p> <p>YouGov has pro-actively recruited respondents from all ages, socio economic groups and regions of Britain. The sample for each survey is carefully selected and controlled so that it is representative of the adult population as a whole - or the specific audience that the survey is designed to measure. It offers a wide range of market research services</p> <p>YouGov has decided to acquire a majority stake in an operation in Dubai and will have the first online consumer panel in the region.</p>								
Objectives/ Mission	YouGov offers a full market research and consultancy service, collaborating with other agencies in Britain and abroad. YouGov offers a wide range of market research services such as industry leading expertise in the broad areas of opinion polling and online research. . YouGov's products and services include bespoke research, tracking studies, and omnibus surveys.								
Methodology and Tools	<p>YouGov's unique methodology enables it to create representative samples through the Internet. It is a methodology of accuracy, frankness and depth of response – as well as speed and cost-effectiveness. It is the UK's most-quoted pollster. For quantitative research, YouGov generally uses larger samples than other agencies.</p> <p>The first step is to select a sub-group of their pool that is representative of the electorate as a whole, then email the selected panel members and invite them to complete the survey by clicking on an Internet link. In order to complete the survey they must log in and provide their password. This ensures that the right people complete the survey, and enables their answers to be matched to the demographics they provided when they registered with YouGov.</p> <p>Response rates of at least 40% are normally achieved within 24 hours and 60% within 72 hours. Little difference has been detected between early and later responses, once the data has been weighted to demographic and attitudinal variables, including past vote and newspaper readership. Respondents receive a small incentive for completing YouGov surveys.</p>								
Contact Information	<table border="1"> <tr> <td>Telephone</td> <td>+44 (020) 7012 6000</td> </tr> <tr> <td>Fax</td> <td>+44 (020) 7012 6001</td> </tr> <tr> <td>E-mail</td> <td>info.me@yougov.com</td> </tr> <tr> <td>Postal address</td> <td>YouGov 50 Featherstone Street, London, EC1Y 8RT, United Kingdom</td> </tr> </table>	Telephone	+44 (020) 7012 6000	Fax	+44 (020) 7012 6001	E-mail	info.me@yougov.com	Postal address	YouGov 50 Featherstone Street, London, EC1Y 8RT, United Kingdom
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E-mail	info.me@yougov.com								
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language	English								