



The Cabinet
Information & Decision Support Center
(IDSC)
Public Opinion Poll Center

*Electronic Website Guide to
Worldwide Institutions Measuring Public Opinion*

Prepared by

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Abstract

This guide presents diverse information about the most important national, regional and international institutions involved in public opinion measurements. Moreover, the different websites of these institutions are displayed in a way to introduce them and to illustrate their objectives, as well as the methodologies and tools employed in each institution. In addition, contact information and the websites' languages are provided.

مستخلص

يقدم هذا الدليل معلومات عن عدد من المؤسسات الدولية والإقليمية والوطنية الهامة، التي تعمل في مجال قياس الرأي العام. وتوفر المواقع المختلفة - بشكل كاف - المعلومات الضرورية عن تلك المؤسسات، وأهدافها، وأدواتها، وكذلك المنهجيات التي تطبقها. ويتم عرض كل موقع في جدول منفصل يتضمن المحتويات التي يتكون منها، كما يتضمن أيضاً بيانات الاتصال واللغة المستخدمة في كل موقع.

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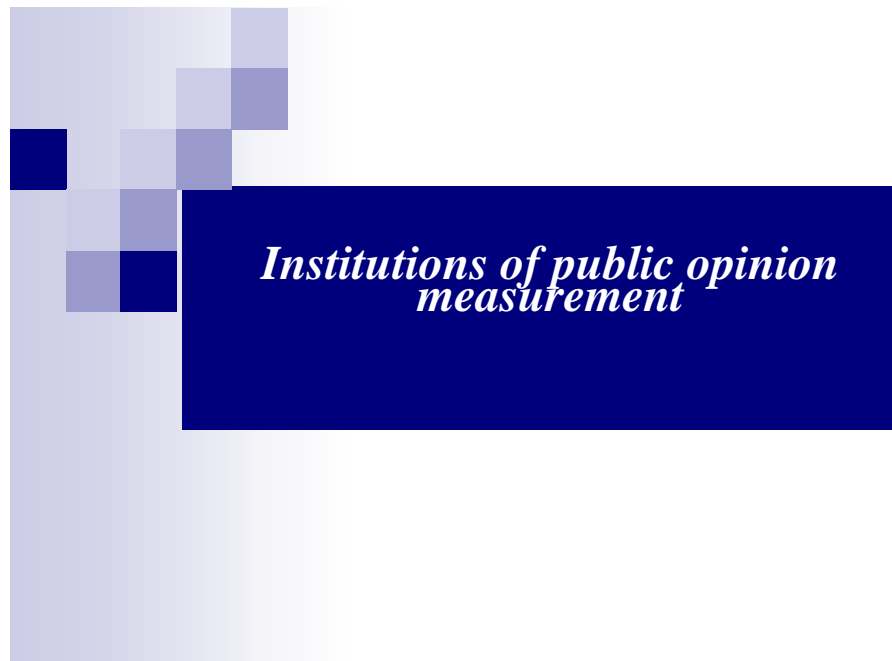
Overview

Public opinion polls have become one of the most important methods that play a vital role in public surveying, understanding different social issues and constructing continuous connection between the government and the citizens. It also acts as a tool for enhancing social accountability, strengthening democratization and attaining social development.

The revolution that has taken place in communications as well as the increasing use of information technology has had its positive impact on the development of public opinion poll methodologies and tools, such as telephones, e-mails and websites.

Consistent with the above, the idea of preparing "websites guide" has emerged in order to present information about various websites dealing with public opinion measurements. Such information will facilitate to researchers the review of reports, bulletins and data, as well as being aware of the latest tools and methodologies employed in the field of public opinion measurements.

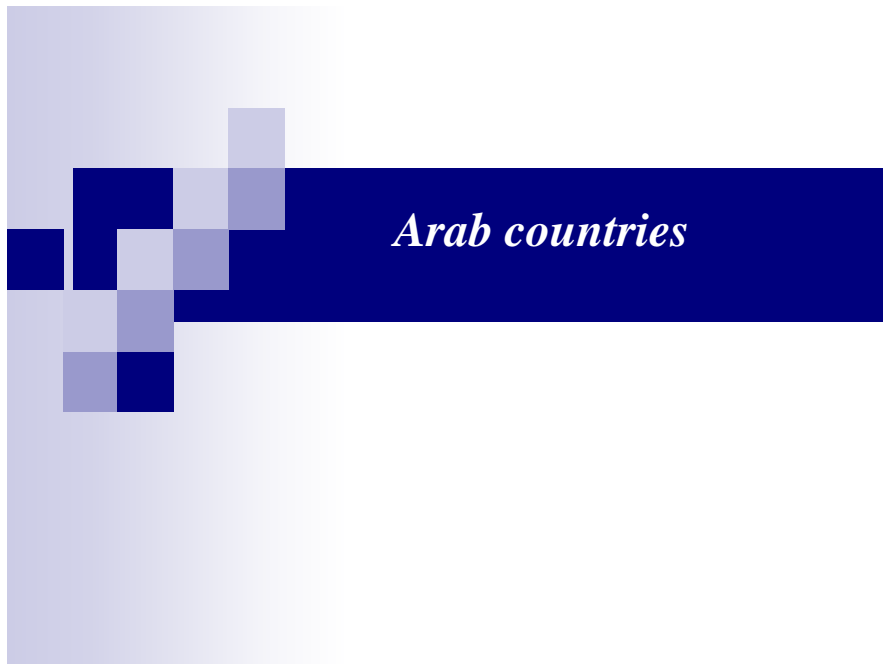
The present guide includes a list of the most significant institutions working in the measurement of public opinion, arranged by region. Then a set of appendices, listing different media organizations and polling data archives/searchable databases, State and regions polls/academic survey centers (USA), and a list of different poll centers in other countries.





***Public Opinion Poll Center
(POPC) of the
Information & Decision Support Center (IDSC)***

URL	http://www.pollcenter.idsc.gov.eg	
Brief	<p>The Public Opinion Poll Center (POPC) was established in 2003 acting as the first center studying trends of the Egyptian public opinion around different issues on the national and regional levels. It presents these studies to decision makers so as to guide them in laying down different plans and policies. It also deals with measuring public opinion concerns, which may help in identifying issues of high priority that have to be on the list of concerns of decision makers.</p> <p>The establishment of the Center came as a result of IDSC's (Information and Decision Support Center) full perception of the indispensable role that public opinion polls play in the democratization process, reassuring the public that at some level their opinion counts. It also came in compliance with the IDSC's commitment to provide robust information and databases that could contribute in encountering national problems and issues, besides setting down advanced systems to measure the societal public opinion in developmental issues.</p> <p>During the past few years, the Center conducted polls on Egyptians' opinion around different issues of high concern, covering political, social, and economic matters. The Center is considered to be the first public poll center in Egypt and the Middle East conducting polls through phone lines. As a result, many national and foreign institutions resorted to the POPC in order to help them in conducting public opinion polls. A large number of experts, specialists and citizens were highly concerned with the results of these polls which occupied a large segment of public discussion.</p>	
Objectives/ Mission	<p>The mission of the Center is to achieve instant and accurate determination of the Egyptian public poll trends, which in turn supports the decision making process in economic, social, and political issues that are raised on the local, regional and international levels.</p> <p>Objectives of the Center include:</p> <ul style="list-style-type: none"> • Reinforcing the role of public opinion polls in supporting decision makers. • Achieving more communication between the government and citizens. • Contributing to the build-up of societal culture that encourages constructive participation. 	
Methodology and Tools	<p>POPC uses an Electronic Poll Management System (EPMS), considered a pioneer system in the field of public opinion polls management, because of its high capabilities in automating the work flow in surveying centers. POPC is considered the first professional Arab institution providing an integrated surveying solution based on the use of the latest technologies with ultimate support of theoretical and scientific standards and specifications used in public opinion surveys such as sampling methodologies, questionnaire validation and skip rules.</p> <p>After categorizing the governorates of Egypt, a one-layered strata sample is designed for adults (over 18 years of age) in different Egyptian governorates that have telephone lines installed in their homes. Governorates are divided into three categories; Urban governorates, governorates of Lower Egypt and governorates of Upper Egypt. Relative weights are used to represent each governorate according to its actual representation in society.</p> <ul style="list-style-type: none"> - A database of Egyptian home telephones is used by the POPC, provided by Egyptian Telecom. - The size of the primary sample is determined according to the percentage of responses received from the pre-test, which intends to reach around one thousand responses from families. This number insures that sampling errors do not exceed $\pm 3\%$ and therefore reaching a fair representation of the geographical distribution of the Egyptian society. <p>In order to avoid sampling errors:</p> <ul style="list-style-type: none"> • Data is collected by telephone interviews that take place throughout the day, between 11:00 - 15:00 and 16:00 - 20:00. • Qualitative and Quantitative data for the responses must be coded and categorized. • The responses of the interviewees are revised, while incomplete and inconsistent responses are disregarded. • Data included in responses must be statistically analyzed using the SPSS statistical package, and open-end questions should be qualitatively analyzed. • A factor analysis method is used to measure the economic level of the surveyed families. 	
Contact Information	Telephone	+20 2 7929292
	Fax	+20 2 7929222
	E-mail	feedback@pollcenter.idsc.gov.eg
	Postal address	Public Opinion Poll Center (POPC) Information and Decision Support Center 1 Magless El Shaab street, Cairo, Egypt
language	English and Arabic	



***The Public Opinion Polling Unit of the
Center for Strategic Studies (CSS),
University of Jordan***

URL	http://www.css-jordan.org	
Brief	<p>The Public Opinion Polling Unit (POPU) was established in 1993 with the aim of using scientific survey research to provide information about Jordanian society. The POPU has carried out many surveys in Jordan and other regional countries and managed to establish partnerships with many international organizations, like the World Values Survey Organization.</p> <p>There are two major ongoing projects at the POPU. The first of which deals with evaluating the state of democracy in Jordan while the second project measures expectations and performance of successive Jordanian governments.</p> <p>The polling unit also acts as the institutional base for the Arab Barometer surveys project and the Arab Reform Initiative surveys. As part of its internal institutional cooperation, the unit conducts surveys for other units at CSS on issues such as unemployment, the Jordanian investment climate, and the Jordanian-Palestinian relations.</p> <p>Surveys conducted by the Public Opinion Polling Unit include "Governments approval ratings", which measures the performance of different governments over a period of time, "The State of Democracy in Jordan" which aims to track the opinion of Jordanian citizens on the democratic transformation in general, Regional Survey Projects such as the "Arab Barometer Survey" and "Revisiting the Arab Street" and International Survey Projects such as the "World Values Survey". Other surveys that measure Jordanian public opinion towards current political affairs include "Terrorism: The Aftermath of the Killing of Al-Zarkawi" and the "Post Amman Attacks: Jordanian Public Opinion and Terrorism".</p>	
Objectives/ Mission	The Public Opinion Polling Unit tries to monitor and measure Jordanian public opinion and inclinations regarding different issues that effect Jordan and the region, particularly issues that affect Jordanian society. The unit also tries to track the opinion of Jordanian citizens towards the democratic process in general by assessing the level and meaning of democracy as perceived by citizens and the type of political system Jordanians prefer.	
Methodology and Tools	The Public Opinion Polling Unit at CSS uses field survey in collecting data.	
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	Fax	+962 6 5355515
	E-mail	css@css-jordan.org
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language	English - Arabic	

The Market Research Organization (MRO)

URL	http://www.mrocompany.com	
Brief	<p>The Market Research Organization (MRO) is an independent full service marketing research company, established in 1975 with two main offices in Lebanon and Jordan. It also includes other field offices in Syria and the West Bank and has many associates in North Africa and the Gulf. MRO offers research that includes consumer research, social marketing, polling and business to business studies and also offers marketing consultancy based on market and consumer research.</p>	
Objectives/ Mission	Providing the best possible practical and useful solutions to meet the client needs.	
Methodology and Tools	<p>The Market Research Organization is a full service agency that offers a wide range of qualitative and quantitative research plus consumer, business-to-business and social surveys. MRO provide:</p> <ul style="list-style-type: none"> • Probability Sampling • Quota Sampling • Face-to-Face Interviews • Telephone Interviewing • In-Home and / or CLT • Rigorous field supervision and back-checking (around 25% of interviews) • 100% data validation • In-house data processing and analysis • Multivariate Analysis 	
Contact Information	Telephone	+962 6 5526541 (Jordan) +961 1 354 173 (Lebanon)
	Fax	+962 6 5526542 (Jordan) +961-1-340 831 (Lebanon)
	E-mail	info@mrocompany.com
	Postal address	P.O.Box 830-351 - Amman - 11183 Jordan 113-7032 - Hamra, Beirut - 1103 2160 Lebanon
language	English	

Information International (II)

URL	www.information-international.com	
Brief	<p>Information International (II) is an independent regional research and consultancy firm based in Beirut and focuses on survey research, database collection and analysis in the Arab World, specially the Near East and Arabian Peninsula.</p> <p>Information International has a decade of experience in regional markets. Founded in 1995, major feasibility studies and research projects were conducted besides development assessments in health, education, agriculture, infrastructure facilities, demographic and socio-economic studies. In addition, II carries out projects evaluation and impact assessment.</p> <p>On the international levels, Information International provides experts in World Trade Organizations regulations. Information International applies and maintains a Quality Management System that complies with ISO 9001:2000, reassuring the constant improvement and expansion.</p>	
Objectives/ Mission	Information International offers research and consultancy services to private and public sectors in the Middle East to assist them in facing the many social, political and economic changes.	
Methodology and Tools	<p>Information International uses a Direct (non-disguised) qualitative research method which includes two types of interviews. The first is focus group interviews which are conducted in an unstructured and natural manner by a well-trained moderator among a group of respondents with the same characteristics. The second type is the Depth or "Elite" Interviews, which are unstructured, direct, personal interviews during which a single respondent is interviewed by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes, and feelings on a specific topic.</p> <p>Information International also conducts quantitative research by first defining the problem or need, then developing an approach to the problem or need. This includes formulating a theoretical framework, analytical models, research questions, hypotheses, and identifying characteristics or factors that can influence the research design. The next step is research design formulation, in which the procedures for obtaining the necessary information are described. Research design formulation includes secondary data analysis, qualitative research, measurement and scaling procedures, questionnaire design, sampling process and size, and the data analysis plan.</p>	
Contact Information	Telephone	+961 1 983008/9
	Fax	+961 1 980630
	E-mail	infointl@information-international.com
	Postal address	Martyrs Square, Al-Borj (An-Nahar) Bldg., 4th Floor, P.O. Box: 11-4353 Beirut, Lebanon
language	English	

***Development Studies Program
(DSP)
The Birzeit University***

URL	http://home.birzeit.edu/dsp/opinionpolls/	
Brief	<p>The Palestinian Birzeit University Development Studies Program (DSP) is considered an important tool for providing constructive information and analysis to policy makers, to help them manage the development process. It was first established in 1997 as a research program, specialized in development studies, linking scientific and theoretical concepts and the political decision making process. Polls conducted by the DSP motivate citizens to participate in public life and contribute to a democratic culture.</p> <p>The DSP cooperates with local and international institutions to undergo a number of research projects in the field of development. A committee of academic and administrative University staff members supervises such activities and provides technical and academic support for the Program.</p> <p>Polls conducted by the DSP are not only limited to political issues, in fact, they cover all aspects of Palestinian life.</p>	
Objectives/ Mission	<p>Creating an effective mechanism that will bring together and coordinate the efforts to develop the theory and the methodology required, and will provide guidance to decision-makers. Such efforts should be based on broad community and institutional participation. From this perspective, DSP seeks to refine development concepts and frameworks taking into account the political, economic and social transformations in Palestinian society, which in turn will consolidate the planning process for comprehensive development. DSP believes also aims at raising awareness as to the objectives of comprehensive development, in order to bolster the ability of individuals and institutions to contribute effectively to the development process.</p>	
Methodology and Tools	<ul style="list-style-type: none"> • Both Qualitative and quantitative studies are conducted. • Random sampling techniques in sample selection that is done by selecting the area, drawing the map, selecting the starting point, and selecting the gender of the respondent in the sample. • Data is entered and processed with the help of SPSS under the supervision of expert statisticians and trained data processors and by using a rigorous monitoring system. 	
Contact Information	Telephone	+970 2 2959250 / 2958116
	Fax	+970 2 2958117
	E-mail	dsp@birzeit.edu
	Postal address	Irsal Str. opposite Khalid Hospital Ni'mah P.O. Box 1878 Ramallah, Palestine
language	English and Arabic	

Jerusalem Media & Communication Center (JMCC)

URL	http://www.jmcc.org/index.html	
Brief	<p>The JMCC (Jerusalem Media and Communication Center) was established in 1988 by a group of Palestinian journalists and researchers to provide information on events happening in the West Bank and the Gaza strip.</p> <p>JMCC periodically carries out public opinion polls assessing Palestinian attitudes on issues such as democracy, the peace process, and the changes of Palestinian public opinion vis-à-vis its political leadership and factions. This work is carried out independently or in collaboration with other media networks.</p> <p>The Jerusalem Media and Communication Centre is the first institution in the Arab world to conduct public opinion surveys methodologically and continuously.</p> <p>The first public opinion poll in the West Bank and the Gaza Strip was conducted by the JMCC in February 1993. Since then, over seventy extensive surveys were conducted on issues, including those pertaining to the peace process, democratization, international relations, economics, political socialization, gender, political partisanship, the media, and social issues.</p>	
Objectives/ Mission	The main aim of the JMCC was to enhance public participation in the decision-making process by making the public's views available to decision-makers, and, also, to enable academics, researchers, and others to use scientifically collected data in their studies and policy projects.	
Methodology and Tools	JMCC collect data by fieldwork survey and marketing research.	
Contact Information	Telephone	970 2 5838266
	Fax	970 2 5836837
	E-mail	jmcc@jmcc.org
	Postal address	Jerusalem office: Khalil El Sakakeeni Street POBox 25047 East Jerusalem 97300 Palestine
language	English and Arabic	

Opinion Poll and Survey Studies Center (OPSSC)
An- Najah National University

URL	http://www.najah.edu/default.htm	
Brief	The Opinion Polls and Survey Studies Center (OPSSC) is a research institute established to coordinate and conduct surveys on a range of different political, economical, and social issues within Palestine. OPSSC also organizes periodic workshops and conferences to discuss poll results, as well as brain storming workshops to evaluate the quality and effectiveness of the questionnaires. It finally supports researchers and academics with accurate scientific results from the polls done by the center.	
Objectives/ Mission	Main goals of the OPSSC include conducting opinion polls in the Palestinian territories, conducting rapid studies on recent topics, and conducting economical, social and political surveys. The OPSSC also aims to make data from surveys and polls available to local and international organizations and to establish a database containing the results of all polls and surveys undertaken by the center.	
Methodology and Tools	The Center uses random sampling techniques in sample selection. Margin of errors does not exceed $\pm 3\%$. Fieldwork surveys is done by data collecting methods.	
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	Fax	+972 9 2387982
	E-mail	Polls@najah.edu
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language	English and Arabic	

Palestinian Center for Policy and Survey Research (PSR)

URL	http://www.pcpsr.org	
Brief	<p>The Palestinian Centre for Policy and Survey Research (PSR) is an independent nonprofits institution and think tank of policy analysis and academic research, conducting highly reliable, policy relevant, and informative surveys.</p> <p>PSR programs conduct and organize four types of activities: research and policy analysis, empirical surveys and public opinion polls, task forces and study groups, and meetings and conferences. The unit pays special attention to public policy issues with a special reliance on empirical research as the tool to advance scholarship and understanding. The unit also organizes conferences, public lectures, and briefings on current public policy issues.</p> <p>Many individuals and organizations use poll results of the PSR, including political leaders, researchers, local and foreign press, diplomatic community members, and local grassroots institutions. The results of the polls are disseminated through publication in local and international press, lectures and meetings, in addition to the PSR mailing list of academic researchers, think tanks, diplomatic missions, and others.</p> <p>A minimum of four regular polls are produced annually that focus on governance (the reform process, perception of governmental performance, transition to democracy, corruption, and political affiliation) and the peace process (support and opposition for the peace process, violence, trust of Israeli leaders and people, and expectations regarding the outcome of negotiations and the emergence of a Palestinian state).</p>	
Objectives/ Mission	PSR mainly focuses on immediate issues that concern Palestinian people in three domains; domestic politics and governance, strategic analysis and foreign policy, and public opinion polls and survey research. It is also dedicated to promoting objective research and analysis and to encouraging a better understanding of Palestinian domestic and international environment in an atmosphere of free debate and exchange of ideas.	
Methodology and Tools	<p>The sampling process goes through three stages: randomly selecting population locations using probability proportionate to size; randomly selecting households from the population locations using updated maps; and selecting a person who is 18 years or older from among the persons in the house using Kish tables' method. The sample should be self-weighting, but PSR makes sure that the age groups obtained are similar to those in the society using data from the Palestinian Central Bureau of Statistics. Reweighting is done if necessary. Total size of the sample is 1320 adults. Interviewees are assured of complete confidentiality before starting the interview.</p> <p>PSR non-response rate ranges between 2% to 9%. The non-response rate is calculated based on the number of household rejections and the number of persons not willing to complete the questionnaire relative to the total sample. In order to prevent errors caused by non-response, PSR has used over the years three methods: rigorous training of fieldworkers; testing the questionnaire before going to the field; and quality control measures to test the reliability and suitability of fieldworkers.</p>	
Contact Information	Telephone	+792 2 2964933
	Fax	+792 2 2964934
	E-mail	pcpsr@pcpsr.org
	Postal address	Palestinian Centre for Policy and Survey Research (PSR) Off Irsal street, P.O.Box 76, Ramallah, Palestine
language	English and Arabic	

***Palestinian Center for Public Opinion
(PCPO)***

URL	http://www.pcpo.ps/index.html	
Brief	<p>Palestinian Center For Public Opinion (PCPO) Founded in 1994, this center has made available some 150 polls conducted in the West Bank, East Jerusalem, and Gaza on political, economical, social, educational, and health issues.</p> <p>Activities of PCPO include conducting public opinion surveys, Omnibus polls and services, market studies on all types of trading activities, communication researches, workshops and focus group sessions on various topics and several others.</p>	
Objectives/ Mission	<p>PCPO applies a scientific method in promoting the views expressed by Palestinians in economic, social, political and cultural issues. It carries out studies and publications that positively impacts society. Seminars and workshops are organized on certain topics in order to enhance the human rights awareness of citizens. PCPO conducts polls in different areas of interest as a means of promoting democracy within the Palestinian society. Focus group discussions are held with the aim of promoting civic awareness especially among youth. PCPO works on providing a large range of qualitative and quantitative research services, working with private and public sector clients.</p> <p>The Center also conducts research and surveys on economic, political, health, education and social activities, and promotes and disseminates results of the surveys. It also upgrades the public consciousness and level of dialogue concerning economic policies, elections, democracy, women issues, and civic education.</p>	
Methodology and Tools	PCPO does not conduct polls by telephone, but inside the respondents' homes, i.e. face-to-face during different working hours, at least 5 hours a day, including the evening time, to ensure proper representation of the population.	
Contact Information	Telephone	+972 2 2774846
	Fax	+972 2 2774892
	E-mail	kukali@pcpo.ps
	Postal address	P.O. Box 15, Beit Sahour - Palestine
language	English- some pages are available in Arabic	

Panorama Center

URL	http://www.panoramacenter.org/opinion.asp	
Brief	Panorama is a non-governmental, non-profit organization established in 1991 in Jerusalem and runs in three offices Palestine; Ramallah, Jerusalem, and Gaza. Palestinian Center for the Dissemination of Democracy and Community Development- Panorama- works to enhance community development and promote issues that are related to the relationship between the citizens and the society. This in turn should lead to building a pluralistic Palestinian civil society.	
Objectives/ Mission	Panorama has many objectives and missions, of which is helping the Palestinians build a civil, democratic, and pluralistic society, and to disseminate the norms of citizenship, accountability, transparency, and good governance. Other objectives include promoting the scientific research methodology, providing young researchers with researching opportunities, building human resource and institutional capacities in different sectors, raising youth awareness about democracy, strengthening democratic leadership qualities among them, and establishing community development centers.	
Methodology and Tools	Panorama programs use a participatory approach through workshops and panels, conferences and seminars, training courses, informative booklets and newsletters, research studies, the use of creative methods such as theater, song cassette, and video production, community intervention, coordination and networking with other organization and groups.	
Contact Information	Telephone	+972/970 2 295 9618/23
	Fax	+972 2 298 1824
	E-mail	panorama@panoramacenter.org
	Postal address	AlAhliyya College St. , Cairo Amman P O Box: 2049. Bank Bldg. 3rd Floor. Palestine
language	English and Arabic	



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>	
Contact Information	Telephone	1 416 962 0707
	Fax	1 416 920 3510
	E-mail	insight@globescan.com
	Postal address	65 St. Clair Avenue East, Suite 900, Toronto, M4T 2Y3 Canada
language	English	

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.	
Contact Information	Telephone	+913 310 0118
	Fax	+913 599 5340
	E-mail	AAPOR-info@goAMP.com
	Postal address	American Association for Public Opinion Research P.O Box 14263 Lenexa, KS 66285-4263 United States of America
language	English	

***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.	
Contact Information	Telephone	+202 822 6090
	Fax	+202 822 6094
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	Postal address	Belden Russonello & Stewart 1320 19th Street, N.W., Suite 700 Washington, D.C. 20036 United States of America
language	English	

***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>	
Contact Information	Telephone	+812 855 2821
	Fax	+812 855 2818
	E-mail	csr@indiana.edu
	Postal address	Center for Survey Research Indiana University Eigenmann Hall 2 South 1900 E. 10th St Bloomington IN 47406-7512 United States of America
language	English	

***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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language	English	

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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language	English	

***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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language	English	

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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language	English	

***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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language	English	

***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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language	English	

***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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language	English	

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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language	English	

***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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language	English	

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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language	English	

***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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language	English	

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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language	English	

***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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language	English	



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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language	English - French	

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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language	English - Bulgarian	

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	<p>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.</p>	
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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language	English – Finnish - Swedish	

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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language	English - German	

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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	Postal address	Marktplatz 9 63065 Offenbach Germany
language	English - German	

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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language	English - German	

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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language	English - Greek	

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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	E-mail	info@lmr.ie
	Postal address	49 St Stephens Green Dublin 2 Ireland
language	English	

<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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	Postal address	Millward Brown IMS 19, 20 & 21 Upper Pembroke Street, Dublin 2, Ireland.
language	English	

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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language	Italian	

<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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	Fax	31-20-5225 333
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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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language	English	

<i>Intomart Gfk</i>		
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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language	English - Slovenian	

<i>Demoskop</i>									
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	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.								
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language	English - Swedish								

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>	
Contact Information	Telephone	+212 288 17 80
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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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	Fax	+44 (0) 20 7152 4001
	E-mail	info@communicateresearch.com
	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>	
Contact Information	Telephone	+44 020 7845 8300
	Fax	+44 020 7240 4579
	E-mail	enquiries@icmresearch.co.uk
	Postal address	ICM Research Berkshire House 168-173 High Holborn London WC1V 7AA United Kingdom
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
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								
language	English								

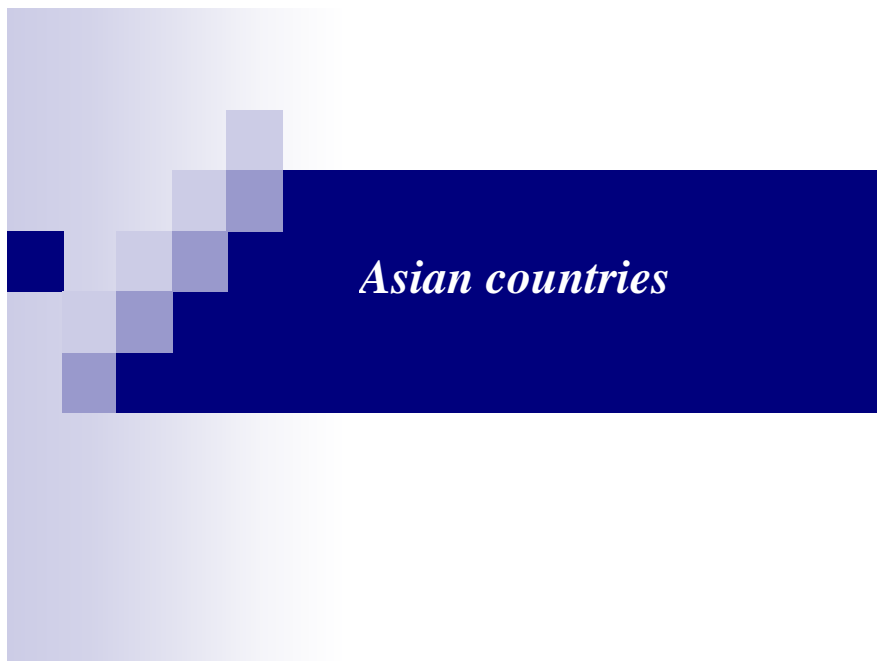
Opinion Research Business (ORB)

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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	Postal address	34 Bedford Row London WC1R 4JH United Kingdom
language	English	

***Public Opinion Foundation
(FOM)***

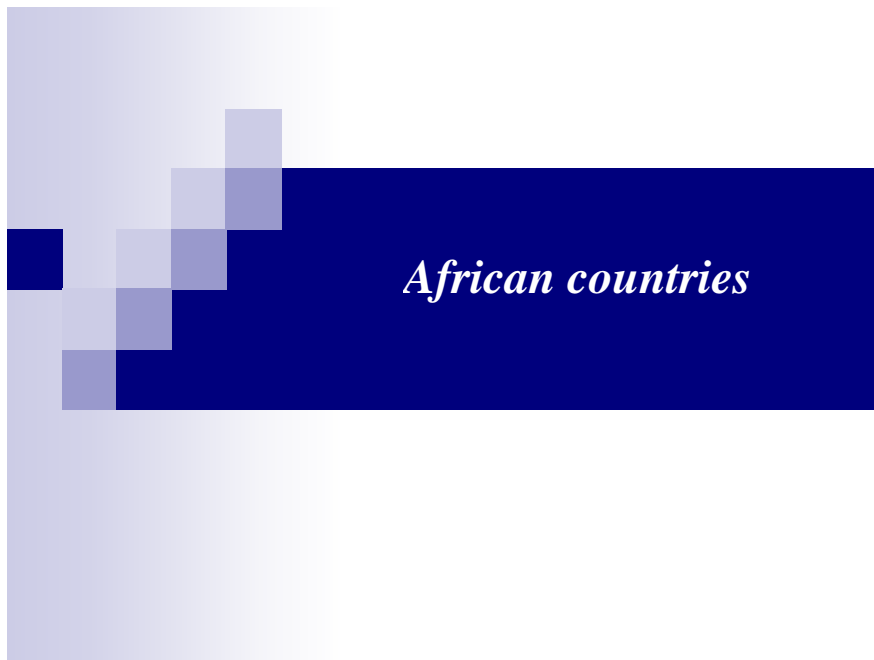
URL	http://english.fom.ru/	
Brief	<p>Established as a non-profit organization in 1991 and re-registered under the Law on Non-Profit Organizations in 1998. Since 1992, the Public Opinion Foundation conducts weekly nationwide representative polls of the urban and rural populations through the extensive 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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	Postal address	
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
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								
language	English								



Iranian Students' Polling Agency (ISPA)

URL	http://www.ispa.ir/en/default.aspx	
Brief	<p>The Iranian Students' Polling Agency (ISPA) affiliated with the Iranian Academic Center for Education, Culture and Research ACECR, began its activities in 2001. The main purpose of which is the expansion and development of science and research in Iran, and providing solutions for the requirements of decision-making organizations and institutions.</p> <p>ISPA consists of four offices: Research (with five specialty groups), Executive (consisting of sampling, polling, and data processing groups), Communications, and Support. Approximately 45 of Iran's prominent researchers and analysts with expertise in the field of social research are engaged in activities with this agency. Also, about 2000 students are in honorary collaboration (as pollers) with the agency.</p> <p>Some of the characteristics of ISPA are the utilization of innovative and young resources in the research field and the foundation of various branches in 26 provinces of the country.</p>	
Objectives/ Mission	<p>The fundamental principles of ISPA in regards to the design and execution of research activities and polling are: emphasis on utilization of precise scientific and technical criteria, considering and maintaining a position of neutrality in regards to the issues and topics of investigation, utilizing the foundation of trust officials and the public have in the esteemed institution of the ACECR and employing young and talented resources from the university base and relying on their innovative efforts in research activities.</p>	
Methodology and Tools	<p>The research activities of ISPA can be divided into two categories based on the method of selecting a polling project: Self managed polls, which are executed in regards to significant social and global issues and the results are communicated to decision-making authorities, relevant organizations, and the media; Employer managed studies, which are conducted in response to the research needs of organizations and public and private institutions active in industrial, economical, social, and cultural areas with various purposes such as polling to measure exigency and satisfaction of service and performance assessment.</p>	
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language	English - Persian	



Afro Barometer

Africa Public Opinion Research

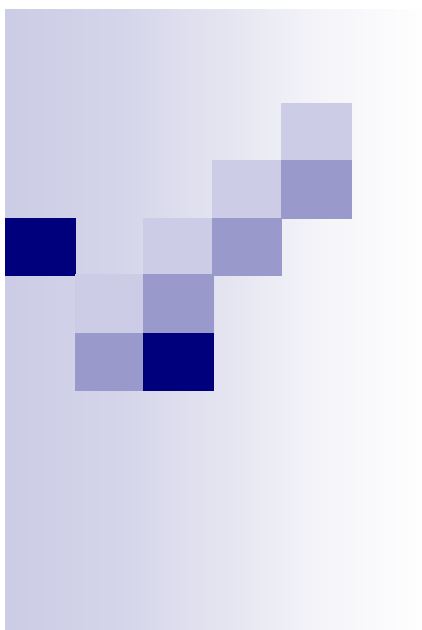
URL	http://www.afrobarometer.org/index.html	
Brief	<p>The Afrobarometer is an independent, nonpartisan research project that measures the social, political and economic atmosphere in Africa. Afrobarometer surveys are conducted in more than a dozen countries and are repeated on a regular basis. Because the instrument asks a standard set of questions, countries can be systematically compared. Trends in public attitudes are tracked over time. Results are shared with decision makers, policy advocates, civic educators, journalists, researchers, donors and investors, as well as average Africans who wish to become more informed and active citizens.</p> <p>The Afrobarometer was established in 1993, this non-partisan research project conducts regular surveys of African opinions from more than a dozen nations on a wide range of topics. Surveys, survey results, briefing papers, and working papers are available online. Each Afro barometer survey collects data about individual attitudes and behaviours, including innovative indicators especially relevant to developing societies.</p>	
Objectives/ Mission	Objectives of the Afrobarometer are: to produced scientifically reliable data on public opinion in sub-Saharan Africa; to strengthen institutional capacity for survey research in Africa; and to broadly disseminate and apply survey results.	
Methodology and Tools	<p>Afro barometer surveys are based on: Face-to-face interviews by trained interviewers in the language of the respondent's choice, national probability samples that represent an accurate cross section of the voting age population, random selection is used at every stage of sampling and the sample is stratified to ensure that all major demographic segments of the population are covered. Sample size varies from a minimum of 1200 in each country to up to 2400 or more.</p>	
Contact Information	Telephone	+27 21 461 2559
	Fax	+27 21 461 2589
	E-mail	afro@msu.edu
	Postal address	The Institute for Democracy in South Africa 6 Spin Street, Church Square, Cape Town 8001, South Africa
language	English	

Markinor's Public Opinion Research (Markinor)

URL	http://www.markinor.co.za/	
Brief	<p>Markinor's Public Opinion Research (Markinor) is steeped in the last 35 years of South African history. Since Markinor's inception in 1972 Markinor became the leading South African provider of research solutions. It has field offices in Johannesburg, Pretoria, Boksburg, Bloemfontein, Durban, Cape Town, East London and Port Elizabeth.</p> <p>Markinor was the first marketing research company in South Africa to receive ISO 9001 certification, recently upgraded to ISO 9001: 2000. In addition, Markinor undertakes to adhere to the ICC/ESOMAR International Code of Marketing and Social Research Practice.</p> <p>Markinor provides Trends Report and the Government Performance Barometer, which deals extensively with government's key performance areas.</p>	
Objectives/ Mission	Markinor is seeking for presenting a view of a changing research landscape; stating unequivocally that integrity, respect, independence, diversity and curiosity; and deliver thinking in every facet of Markinor's relationship with clients.	
Methodology and Tools	Markinor conducts more than 300 projects per year of both a quantitative and qualitative nature. It uses Geographic Information System (GIS) in the sampling process, which allows to overlay, display and analyse data of different types and formats using physical location as constant. A team of 800 part time face-to-face interviewers and 70 part-time telephonic interviewers are working at Markinor. A comprehensive Computer-assisted Telephonic Interviewing (CATI) system consisting of six CATI centers are available	
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	Fax	+ 27 (11) 789 3764
	E-mail	stakeholder@markinor.co.za
	Postal address	Cnr. Republic & Oak Rd, Ferndale, Randburg, Johannesburg P O Box 213, Pinegowrie, 2123, South Africa
language	English	



Appendix



List of media organizations and polling data archives/searchable databases

Media Organizations

Media Organizations	URL
ABC News	http://abcnews.go.com/sections/politics/PollVault/PollVault.html
Associated Press	http://www.ap.org
Cable News Network	http://www.cnn.com
CBS News	http://www.cbsnews.com/sections/opinion/polls/main500160.shtml
FOX News	http://www.foxnews.com/polls/
Los Angeles Times	http://www.latimes.com/news/custom/timespoll/
NBC News	http://www.msnbc.msn.com
Newsweek	http://www.msnbc.msn.com/id/3032542/site/newsweek/
NPR	http://www.npr.org/programs/specials/poll/
The New York Times	http://www.nytimes.com/library/national/index-polls.html
The Wall Street Journal	http://online.wsj.com
The Washington Post	http://www.washingtonpost.com/wp-dyn/content/politics/polls/index.html
Time	http://www.time.com
Time Magazine/SRBI Polls	http://www.srbi.com/timepoll_archive.html
USA Today	http://www.usatoday.com

Online journals

Media Organizations	URL
Polling Report.com	http://www.pollingreport.com/.
Palestinian Opinion Pulse (POP).	http://www.jmcc.org/publicpoll/opinion.html .
Public Opinion Pros: An Online Magazine for Polling Professional	http://www.publicopinionpros.com/.
Public Perspective Online.	http://roperweb.ropercenter.uconn.edu/cgi-bin/hsrun.exe/Roperweb/PP_Index/PP_Index.htx;start=HS_verify .

Polling data archives/searchable databases

Polling data archives	URL
American Religion Data Archive.	http://www.thearda.com .
Canadian Opinion Research Archive.	http://www.queensu.ca/cora/ .
Inter-university Consortium for Political and Social Research (ICPSR)	http://www.icpsr.umich.edu .
Japanese Data Archive.	http://www.ropercenter.uconn.edu/jpoll/home.html .
LAPOP-Latin American Public Opinion Project.	http://sitemason.vanderbilt.edu/lapop/HOME .
Latin American Databank (LAD).	http://www.ropercenter.uconn.edu/lad.html .
Mansfield Asian Opinion Poll Database.	http://mansfieldfdn.org/polls/index.htm .
Mason-Dixon News Media Polls.	http://www.mason-dixon.com/ .
National Election Studies.	http://www.electionstudies.org/
National Journal Hotline.	http://www.nationaljournal.com/pubs/hotline
Pew Research Center for the People and the Press.	http://www.people-press.org
Polling the Nation.	http://poll.orspub.com/ .
PollingReport.com.	http://www.pollingreport.com
Public Opinion Poll Question Database.	http://www.irss.unc.edu/data_archive/pollsearch.html .
Question bank; Social Surveys and Research Questionnaires Online.	http://qb.soc.surrey.ac.uk .
The Odum Institute.	http://152.2.32.107/odum/jsp/content_node.jsp?nodeid=7
The Roper Center's poll.	http://www.ropercenter.uconn.edu/ipoll.html .
UK Data Archive–Major Studies.	http://www.data-archive.ac.uk/findingData/majorstudies.asp .
World Public Opinion.org.	http://www.worldpublicopinion.org/pipa/articles/btdevelopmentaidra/135.php?nid=&id=&pnt=135&lb=brusc .
World Values Survey.	http://www.worldvaluessurvey.org/services/main.html .



*State and regional polls/academic survey centers
(USA)*

States and Regional Polls/Academic Survey Centers (USA)

State	Institute / Center	University	URL
Alabama	Institute for Communication Research	University of Alabama	http://www.icr.ua.edu
Alaska	Institute of Social and Economic Research	University of Alaska	http://www.iser.uaa.alaska.edu/
Arizona	Cronkite-Eight Poll	Arizona State University's Walter Cronkite School of Journalism and Mass Communication	http://www.kaet.asu.edu/horizon/poll/ .
	Social Research Laboratory	Northern Arizona University	http://www4.nau.edu/srl/ .
Arkansas	Arkansas Poll	University of Arkansas	http://plsc.uark.edu/arkpoll/ .
California	Public Policy Institute of California	Institute of California	http://www.ppic.org/main/home.asp
	Social Science Research Laboratory	San Diego State University	http://ssrl.sdsu.edu/
	The Institute for Social Science Research	University of California-Los Angeles	http://www.sscnet.ucla.edu/issr/src/
	The Field Poll	California	http://field.com/fieldpoll/ .
Colorado	Social Science Data Laboratory	University of Colorado	http://soesci.colorado.edu/LAB/
Connecticut	Social Science Statistical Laboratory	Yale University	http://statlab.stat.yale.edu/
	The Polling Institute	Quinnipiac University	http://www.quinnipiac.edu/x271.xml
Florida	Institute for Public Opinion Research	Florida International University	http://www.fiu.edu/orgs/ipor/
	Survey Research Laboratory	Florida State University	http://www.fsu.edu/~survey/
Georgia	The Georgia Poll	University of Georgia	http://www.src.uga.edu/surveys/GA-Poll/index.html .
Illinois	National Opinion Research Center	University of Chicago	http://www.norc.uchicago.edu
Indiana	Center for Survey Research	Indiana University	http://www.indiana.edu/~csr/
	The Public Opinion Laboratory at Indiana University	Purdue University	http://polecat.iupui.edu/
Iowa	Center for Survey Statistics and Methodology	Iowa State University	http://www.statlab.iastate.edu/survey/

State	Institute / Center	University	URL
Kansas	Docking Institute of Public Affairs	Fort Hays State University	http://www.fhsu.edu/docking/index.shtml
	Institute for Policy and Social Research	University of Kansas	http://www.ku.edu/pri/
Kentucky	Survey Research Unit , Urban Studies Institute	University of Louisville	http://www.louisville.edu/cbpa/sru/
Louisiana	Louisiana Population Data Center	Louisiana State University	http://lapop.lsu.edu/
Maryland	Gonzales Research and Marketing Strategies		http://www.garesearch.com/Index.htm
Michigan	Institute for Public Policy and Social Research	Michigan State University	http://www.ippsr.msu.edu/
	The Survey Research Center	University of Michigan	http://www.isr.umich.edu/src/
Mississippi	The Social Science Research Center	Mississippi State University	http://www.ssrc.msstate.edu
Missouri	Public Policy Research Center	University of Missouri	http://pprc.umsl.edu/
Nebraska	UNL Gallup Research Center	University of Nebraska-Lincoln	http://sram.unl.edu/grc/GRC.htm
New Hampshire	The Survey Center	University of New Hampshire	http://www.unh.edu/survey-center/
New Jersey	Eagleton Center for Public Interest Polling	Rutgers University	http://www.rci.rutgers.edu/~eaglepol/
	The Survey Research Center	Princeton University	http://www.princeton.edu/~psrc/
New Mexico	Institute for Public Policy	University of New Mexico	http://www.unm.edu/~instpp/
New York	Institute for Social and Economic Research and Policy	Columbia University	http://www.iserp.columbia.edu/index.html
	Center for Survey Research	Stony Brook University	http://ws.cc.stonybrook.edu/surveys/
	Survey Research Institute	Cornell University	http://sri.cornell.edu/
	Institute for Social and Economic Research	Cornell University	http://www.ciser.cornell.edu/
	Marist Poll	Marist College	http://www.maristpoll.marist.edu/default.htm

State	Institute / Center	University	URL
	Siena Research Institute	Siena College	http://www.siena.edu/sri/
North Carolina	Elon University Poll	Elon University	http://www.elon.edu/e-web/elonpoll/
	Institute for Research in Social Science	University of North Carolina	http://www.irss.unc.edu/odum/jsp/home.jsp
	Survey Research Center	Research Triangle Institute	http://www.rti.org/index.cfm
Ohio	Center for Policy Studies	The University of Akron	http://www.uakron.edu/centers/cps/
	The Center for Survey Research	The Ohio State University	http://www.csr.ohio-state.edu/
	The Center for Urban and Public Affairs	Wright State University	http://www.wright.edu/cupa/
	The Ohio Poll	University of Cincinnati	http://www.ipr.uc.edu/Services/OhioPoll.cfm
Oklahoma	The Center for Economic and Management Research	University of Oklahoma	http://cemr.ou.edu/academics/centremr.aspx
Oregon	Oregon Survey Research Laboratory	University of Oregon	http://osrl.uoregon.edu/archive/
	Survey Research Center	Oregon State University	http://oregonstate.edu/research/
Pennsylvania	Center for Opinion Research	Franklin and Marshall College	http://www.fandm.edu/x2143.xml
	Quinnipiac University Polling Institute	Quinnipiac University	http://www.quinnipiac.edu/x271.xml
Rhode Island	Brown University State Survey	Brown University	http://www.brown.edu/Departments/Taubman_Center/polls.html
Texas	Survey Research Institute	University of Houston	http://www.uh.edu/cpp/polling.htm
Vermont	Center for Rural Studies	University of Vermont	http://crs.uvm.edu/
Virginia	Quality of Life in Virginia	Virginia Tech	http://www.csr.vt.edu/qol/index.html
Wisconsin	The Badger Poll	University of Wisconsin Survey Center	http://www.uwsc.wisc.edu/bpoll.htm



List of poll centers categorized by country

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Country	Center	URL
Austria	Österreichisches Gallup - Karmasin Marktforschung	http://www.gallup.at/
	Fessel-Gfk Market Research	http://www.gfk.at/de/default.aspx
	IFES - Institut für empirische Sozialforschung	http://www.ifes.at/
	IMAS	http://www.imas-international.com/austria.htm
	Spectra Marktforschung	http://www.spectra.at/index_neu.html
Belgium	European Commission	http://ec.europa.eu/public_opinion/index_en.htm
	Ipsos INRA	http://www.febelmar.be/fr/members/ipsos_inra_fr.html
	TNS Opinion	http://www.eosgallupeurope.com/
	TNS Dimarso	http://www.tns-dimarso.com/
Brazil	The Gallup Organization - Brazil	http://brasil.gallup.com/
Bulgaria	Vitosha Research	http://www.vitosha-research.com/index_en.php
Canada	The Gallup Organization - Canada.	http://canada.gallup.com/
	GLOBESCAN	http://www.globescan.com/
Croatia	The Gallup Organization - Croatia	http://croatia.gallup.com/
Cyprus	Cymar Market Research	http://www.cymar.com.cy/
Czech Republic	The Gallup Organization - Czech Republic	http://www.gallup.cz/
Denmark	Gallup - Taylor Nelson Sofres	http://www2.tns-gallup.dk/
	Gfk	http://www.gfk.dk/
Egypt	Center for Strategic and Political Studies	http://acpss.ahram.org.eg/ahram/2001/1/1/GOpn0.htm
	Public Opinion and Mass Communication Research Center	http://www.masscomm.org/centers/cpr/
	Public Opinion Poll Center	http://www.pollcenter.idsc.gov.eg/
Estonia	Saar Poll	http://www.saarpoll.ee/

Country	Center	URL
Finland	Eva	http://www.eva.fi/
	Finnish Social Science Data Archive (FSD)	http://www.fsd.uta.fi/english/
	Taloustutkimus Oy	http://www.taloustutkimus.fi/english/index.html
	MDC - Gallup - Taylor Nelson Sofres	http://www.tns-global.com/corporate
	Suomen Gallup Oy	http://www.yritysupas.com/tiedot/Espoo/Mdc_Resurssit_Oy.html
France	BVA	http://www.bva.fr/
	CSA-TMO	http://www.csa-fr.com/accueil.asp
	Ifop (Global Solution for Intelligent Marketing)	http://www.ifop.com/europe/index.asp
	Ipsos	http://www.ipsos.fr/
	Louis Harris	http://www.lh2.fr/
	Politique Opinion	http://www.politique-opinion.fr/
	Sofres - Taylor Nelson	http://www.tns-sofres.com/
Germany	Forschungsgruppe Wahlen	http://www.forschungsgruppe.de/Startseite/
	Gallup GmbH	http://germany.gallup.com/
	BIK	http://www.bik-gmbh.de/
	TNS Emnid	http://www.tns-emnid.com/
	TNS Infratest	http://www.tns-infratest.com/00_En/index.asp
	Forschungsgruppe wahlen	http://www.fgw-online.de/Unternehmen/
	Forsa Gesellschaft für Sozialforschung und statistische Analysen mbH	http://www.forsa.com/
	GfK Group	http://www.gfk.com/
	Institut für Demoskopie Allensbach	http://www.ifd-allensbach.de/
	Institute for Applied Social Sciences (infas)	http://www.infas.de/
	Infratest-Dimap	http://www.infratest-dimap.de/
	MARPLAN Forschungsgesellschaft MBH	http://www.marplan.de/english/wirtschaftsforschung.asp

Country	Center	URL
	MDR	http://www.mdr.de/
	nfz.forestnet	http://www.nfz-forestnet.org/
	Institute for Market-Political-and Social Research (PSEPHOS)	http://www.psephos.de/
	Sozialforschung.de - Kommerzielle Marktforschung	http://www.sozialforschung.de/
	TNS EMNID - Taylor Nelson Sofres	http://www.tns-emnid.com/
	TNS Infratest Sozialforschung	http://www.tns-infratest-social.com/
Greece	ICAP	http://www.icap.gr/
	Market Analysis	http://www.marketanalysis.gr/
	Metrisis - Taylor Nelson Sofres	http://www.tnsm.gr/
	Metron Analysis	http://www.metronanalysis.gr/web/html//
Hungary	Magyar Gallup Intézet	http://www.gallup.hu/
Iran	The Iranian Students' Polling Agency	http://www.ispa.ir/en/default.aspx
Ireland	Millward Brown IMS	http://www.imsl.ie/
	Lansdowne Market Research	http://www.lansdownemarketresearch.ie/
	Mori MRC	http://www.morimrc.ie/
Italy	Doxa	http://www.doxa.it/
Japan	The Gallup Organization - Japan	http://japan.gallup.com/
Jordan	Center for Strategic Studies Jordan University	http://www.Css-jordan.org
	The Market Research Organization	http://www.mrocompany.com/
Latvia	Latvian Facts	http://www.latvianfacts.lv/
Lebanon	Information International	www.information-international.com
Lithuania	The Gallup Organization - Lithuania	http://lithuania.gallup.com/
	Baltic Surveys	http://www.balttyr.lt/
Malta	Misco	http://www.miscomalta.com/

Country	Center	URL
Netherlands	The Gallup Organization - Netherlands	http://netherlands.gallup.com/
	Blauw	http://www.blauw.com/index.asp
	ESOMAR (European Society for Opinion and Marketing Research)	http://www.esomar.org/
	Interview-NSS	http://www.interview-nss.com/en/home.cfm
	Intomart-GFK	http://www.intomartgfk.nl/default.asp
	Tns Nipo	http://www.nipo.nl/
	Tns-Ilres	http://www.tns-ilres.com/tnsi%2Dcms/web/home/
Norway	Gallup - Taylor Nelson Sofres	http://www.tns-gallup.no/
	Opinion	http://www.opinion.no/
	Synovate MMI	http://www.synovate.no/
	Univero Fishnet	http://www.fishnet-nordic.com/
Palestine	The Birzeit University Development Studies Programme	http://home.birzeit.edu/dsp/opinionpolls/
	Jerusalem Media & Communication Centre	http://www.jmcc.org/index.html
	The Opinion Polls and Survey Studies Center An-Najah National University	http://www.najah.edu/arabic/default.htm
	Panorama	http://www.panoramacenter.org/opinion.asp
	Palestinian Center for Public Opinion	http://www.pcpo.ps/index.html
	The Palestinian Center for Policy and Survey Research	http://www.pcpsr.org/
Poland	The Gallup Organization - Poland	http://poland.gallup.com/
Portugal	GFK - Portugal	http://www.gfk.pt/index.php
	Markttest	http://www.markttest.pt/
	TNS Euroteste	http://www.tns-global.com/corporate/Rooms/DisplayPages/LayoutInitial?Container=com.webridge.entity.Entity[OID[6FD236775833C247B36E774E2B1C59F0]]
Romania	The Gallup Organization - Romania	http://www.gallup.ro/
Russia	Public Opinion Foundation	http://www.english.fom.ru

Country	Center	URL
Scotland	The Centre for the Study of Public Policy	http://www.abdn.ac.uk/cspp/index.shtml
Slovenia	CATI Center	http://www.cati.si/
South Africa	The Afrobarometer	http://www.afrobarometer.org/index.html
	Markinor	http://www.markinor.co.za
Spain	Demoscopia - Taylor Nelson Sofres	http://www.tns-global.es/
Sudan	Vision Center for Public Opinion Studies	http://arruiacentre.8m.net
Sweden	The Analysis Group	http://www.analys.se/
	Demoskop	http://www.demoskop.se/index.asp?HeadPageId=1
	Gfk Sverige AB	http://www.gfksverige.se/
	Sifo Research Consulting	http://www.opinion.sifo.se/
Thailand	The Gallup Organization Thailand	http://thailand.gallup.com/
Turkey	Konsensus Research & Consultancy	http://www.consensus.com.tr/
Yemen	Yemen Poll Center	http://yemenpolling.org/
United Kingdom	The Gallup Organization - United Kingdom	http://uk.gallup.com/
	CSPP- Center for the Study of Public Policy University of Aberdeen	http://www.abdn.ac.uk/cspp/index.shtml
	CommunicateResearch	http://www.communicateresearch.com/home.htm
	GfK NOP (National Opinion Polls)	http://www.gfknop.co.uk/
	Harris Interactive	http://www.harrisinteractive.com/europe
	ICM Research	http://www.icmresearch.co.uk/
	Ipsos MORI International CatiCentre	http://www.ipsos-mori.com/icc/index.shtml
	GfK Martin Hamblin	http://www.jobsite.co.uk/corpages/gfk/index.html
	MORI	http://www.mori.com
	Opinion Research Business	http://www.opinion.co.uk/
Oxford Research International (UK) ltd	http://www.oxfordresearch.com/	

Country	Center	URL
	POPULUS	http://www.populus.com
	Course in Applied Social Surveys	http://www.s3ri.soton.ac.uk/cass/
	YouGov	http://www.yougov.com/
USA	American Association for Public Opinion Research	http://www.aapor.org/
	Belden Russonello & Stewart	http://www.brspoll.com/index.htm
	Center on Policy Attitudes	http://www.policyattitudes.org/
	Council for Marketing & Opinion Research	http://www.cmor.org/
	Eagleton Center for Public Interest Polling	http://eagletonpoll.rutgers.edu/
	Gallup Organization	www.gallup.com
	Harris Interactive	http://www.harrisinteractive.com/
	Hart Research Associates	http://www.hartresearch.com/index.html
	International Communications Research (ICR)	http://www.icrsurvey.com
	Opinion Dynamics Corporation	http://www.opiniondynamics.com/
	PEW Research Center	http://www.pewresearch.org
	Public Agenda	http://www.publicagenda.org/
	Roper Center for Public Opinion Research	http://www.ropercenter.uconn.edu/
	SRBI	http://www.srbi.com/home.html
	World Association for Public Opinion Research	http://www.unl.edu/wapor/
Zogby International	http://www.zogby.com/index.cfm	