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The Gallup Organization

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The Gallup Organization

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Company History

- Founded in 1935 by George Gallup
- Based in Washington, D.C.
- Known for their public opinion polls, the Gallup Poll, and being independent source of polling
- After George Gallup's death in 1984, the company was sold to Selection Research, Incorporated (SRI)
- Currently it is a private-owned company, with Jim Clifton as their current chairman and CEO



Products/Services

- Gallup offers surveys and questionnaires for companies HR departments, which provides surveys to gauge employees opinions
- Provide an analytics service to help business make data-driven decision-making by helping companies collect data and analyze it
- A service called CliftonStrengths, which is an assessment to help discover what people do best to boost productivity in the workplace
- The Gallup World Poll, a poll that surveys citizens in 160 countries and represents more than 98% of the world's adult population
- Offers research groups a service to include questions on their surveys



Locations

- Headquarters: Washington D.C. (Gallup) and Omaha, Nebraska (SRI)
- 25 global offices with around 2,000 employees:
 - 11 in Asia-Pacific
 - Bangalore
 - Beijing
 - Sydney
 - Tokyo
 - 1 in South-America
 - 4 in Europe
 - Berlin
 - London
 - 9 in North America
 - Washington, D.C.
 - Chicago
 - New York



Notable Clients

- Gallup works with many governments, including the United States

Due to Gallup being a large and privately owned, it's hard to say their private clients

- However, their website claims that 90% of Fortune 500 companies use their ClintonStrength assessment to help boost employee productivity
- Since they are so large, it might be better to ask which company doesn't use Gallup in some way



Financials

- Gallup is privately owned, thus they don't release financials
- Two sources have put a number to Gallups financials, but both are probably unreliable

DnB

- This source evaluates Gallup as having \$ 188.96 Million revenue in 2018
- This source 'collectes private company financials'

Forbes

- A Forbes article in 2013 evaluated the company at \$ 1.4 billion
- This is an outdated and most likely unreliable



Career Opportunities

There are currently 26 job openings globally and multiple analytic internships

They have a 4 star review on glassdoor, with more than 650 reviews

Here's a sample of the general types of jobs available:

- Business Consultant
- Analyst
- Digital Specialist
- Business Development Consultant
- Many computer science related jobs



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