THE GALLUP ORGANIZATION LIMITED

REGISTERED NUMBER : 2686721

REPORT AND FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2000

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THE GALLUP ORGANIZATION LIMITED

DIRECTORS AND ADVISORS

DIRECTORS	G L Buckingham A Gallup J Krieger J W Garrett J P Murphy
COMPANY SECRETARY	L J Gambles
REGISTERED OFFICE	Drapers Court Kingston Hall Road Kingston-upon-Thames Surrey KT1 2BG
AUDITORS	Menzies Ashby House 64 High Street Walton on Thames Surrey KT12 1BW
PRINCIPAL BANKER	ABN AMRO Bank 250 Bishopsgate London EC2M 4AA
SOLICITORS	Addleshaw Booth & Co 60 Cannon Street London EC4N 6NP Weighmans Solicitors Richmond House 1 Rumford Place Liverpool L3 9QW

THE GALLUP ORGANIZATION LIMITED

REPORT OF THE DIRECTORS

FINANCIAL STATEMENTS

The directors submit their report and the audited financial statements for the year ended 31 December 2000.

PRINCIPAL ACTIVITY

The company's principal activities are to provide clients with market research services, including opinion polls, customer satisfaction and employee attitude studies and related consultancy and, in addition, personnel selection and development services.

REVIEW OF BUSINESS

The company achieved a turnover of £7,933,096 (1999 - £7,436,187) resulting in a loss on ordinary activities before taxation of £27,824 (1999 - £10,176 loss).

FUTURE DEVELOPMENTS

The directors anticipate that results will improve in the forthcoming year.

DIVIDENDS

The directors are unable to recommend the payment of a dividend.

FIXED ASSETS

The directors do not consider that there is any significant difference between the market value and net book value of the company's tangible fixed assets.

DIRECTORS

The directors in office at 31 December 2000 are listed on page 2, all of whom served on the Board throughout the year.

DIRECTORS' INTERESTS

The directors' interests in the share capital of the company at 1 January 2000 and at 31 December 2000 as recorded in the register maintained by the company in accordance with the provisions of the Companies Act 1985, were as follows:

	31 December 2000	1 January 2000
Ordinary shares of £1 each		
G L Buckingham	-	-
A Gallup	-	-
J Krieger	-	-
J W Garrett	-	-
J P Murphy	-	-

The company is a wholly owned subsidiary of Gallup Inc., and the interests of the directors who are the directors of the parent undertaking are disclosed in the financial statements of that company.

THE GALLUP ORGANIZATION LIMITED

REPORT OF THE DIRECTORS

DIRECTORS' RESPONSIBILITIES

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the company and of the loss of the company for that year. In preparing those financial statements the directors are required to:

a) Select suitable accounting policies and then apply them consistently.

b) Make judgements and estimates that are reasonable and prudent.

c) Follow applicable Accounting Standards, subject to any material departures disclosed and explained in the financial statements.

d) Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are also responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to ensure that the financial statements comply with the Companies Act 1985. The directors are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

AUDITORS

Menzies have expressed their willingness to continue in office as auditors and in accordance with Section 385(2) of the Companies Act 1985 a resolution proposing their re-appointment will be submitted to the forthcoming Annual General Meeting.

By Order of the Board

L. J. Gambles.

L J Gambles
Secretary

Date 27 February 2001

REPORT OF THE AUDITORS TO THE MEMBERS OF

THE GALLUP ORGANIZATION LIMITED

We have audited the financial statements on pages 6 to 17 which have been prepared under the historical cost convention and the accounting policies set out on pages 8 and 9.

Respective responsibilities of directors and auditors

As described on page 4, the company's directors are responsible for the preparation of the company's financial statements. It is our responsibility to form an independent opinion, based on our audit, on those financial statements and to report our opinion to you.

Basis of opinion

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion, the financial statements give a true and fair view of the state of the company's affairs as at 31 December 2000 and of its loss for the year then ended and have been properly prepared in accordance with the Companies Act 1985.

Menzies

Menzies
Chartered Accountants
and Registered Auditors

Ashby House
64 High Street
Walton on Thames
Surrey
KT12 1BW

Date 16 March 2001

THE GALLUP ORGANIZATION LIMITED

PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 DECEMBER 2000

	Note	2000 £	1999 £
TURNOVER	2	7,933,096	7,436,187
Cost of sales		4,164,618	4,191,405
GROSS PROFIT		3,768,478	3,244,782
Administrative and other operating costs		3,813,492	3,214,781
OPERATING (LOSS)/PROFIT		(45,014)	30,001
Income from shares in group undertakings		1,347	-
Interest receivable	3	34,637	-
		(9,030)	30,001
Interest payable	4	18,794	40,177
(LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION	2	(27,824)	(10,176)
Tax on (loss) on ordinary activities	5	-	302
(LOSS) FOR THE FINANCIAL YEAR	16	(27,824)	(10,478)

All amounts above are derived from continuing operations and the company has no recognised gains or losses other than the (loss) for the financial periods detailed above.

The notes on pages 8 to 17 form part of these financial statements.

THE GALLUP ORGANIZATION LIMITED

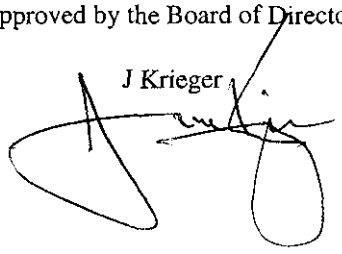
BALANCE SHEET

31 DECEMBER 2000

	Note	2000 £	2000 £	1999 £	1999 £
FIXED ASSETS					
Tangible fixed assets	8		902,900		974,186
Investments	9		812		812
			903,712		974,998
CURRENT ASSETS					
Stock	10	-		389,428	
Debtors	11	1,217,619		1,486,651	
Cash at bank and in hand		361,012		441	
		1,578,631		1,876,520	
CREDITORS: amounts falling due within one year	12	1,057,063		2,177,799	
NET CURRENT ASSETS/(LIABILITIES)			521,568		(301,279)
TOTAL ASSETS LESS CURRENT LIABILITIES			1,425,280		673,719
CREDITORS: amounts falling due after more than one year	13		781,201		1,816
			644,079		671,903
CAPITAL AND RESERVES					
Called up share capital	15		2,000,000		2,000,000
Profit and loss account	16		(1,355,921)		(1,328,097)
EQUITY SHAREHOLDERS' FUNDS			644,079		671,903

The financial statements were approved by the Board of Directors on 27 February 2001

DIRECTOR J Krieger



The notes on pages 8 to 17 form part of these financial statements.

1 ACCOUNTING POLICIES

The principal accounting policies of the company have remained unchanged from the previous year and are set out below.

Accounting convention

The financial statements have been prepared in accordance with applicable Accounting Standards and under the historical cost convention.

Turnover

Turnover is the total amount receivable by the company for goods supplied and services provided, excluding VAT and trade discounts.

Consolidation

The company has taken advantage of the statutory exemption not to prepare group accounts, by virtue of its size, as permitted by Section 248 of the Companies Act 1985.

Income from investments

Investment income comprises dividends declared during the accounting period in respect of listed and unlisted investments, interest receivable on term deposits and fixed interest securities and rents receivable.

Depreciation

Depreciation is charged on the following bases to reduce the cost of the company's tangible fixed assets to their net realisable values over their estimated useful lives at the following rates:

Leasehold land and buildings	over the period of the lease
Motor vehicles	33% on cost
Furniture and equipment	20% on cost
Computer equipment	25% - 33% on cost

Fixed asset investments

Fixed asset investments are included in the balance sheet at cost after provision for any permanent diminution in value.

Goodwill

Goodwill represents the excess of cost over the fair value of the underlying assets and business acquired. Following an impairment review by the directors in 1998, in accordance with Financial Reporting Standard 11, a provision was introduced into the financial statements to write the carrying value down to nil.

1 ACCOUNTING POLICIES (continued)

Stock

Work in progress is valued at the lower of cost and net realisable value.

Costs in respect of part completed surveys at the year end are treated as short term work in progress. Profit and turnover relating to part completed surveys at the year end is not recognised until the income arising therefrom is earned.

There is no work in progress in respect of single continuous activity surveys as the appropriate level of income has been recognised to reflect the level of completion and all costs are charged to the profit and loss account.

Deferred taxation

Provision is made for deferred taxation on the liability method for all short-term timing differences. Provision is also made for long-term timing differences, except to the extent that there is a reasonable probability of the tax not falling due for payment in the foreseeable future. Such tax not provided for is disclosed as a contingent liability.

Foreign currencies

Monetary assets and liabilities in foreign currencies are translated at the rate of exchange ruling at the balance sheet date.

Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of the transaction. All exchange differences are dealt with through the profit and loss account.

Pension fund arrangements

The company has entered into pension fund arrangements for the benefit of certain directors and employees. The company operates both defined benefit and defined contribution schemes. Contributions made by the company and its employees are administered by trustees in funds independent from the company's assets.

In respect of defined contribution schemes, contributions, which are expected to cover the cost of benefits arising from the current service of employees, are charged to the profit and loss account as incurred.

In respect of the defined benefit scheme, pension costs, based on actuarial methods and assumptions designed to spread anticipated pension costs over the service lives of the employees in the scheme, are charged to the profit and loss account, so as to ensure that the regular pension cost represents a substantially level percentage of the current and expected pensionable payroll. Variations from regular cost are spread over the remaining service lives of current employees in the scheme.

Lease commitments and hire purchase contracts

Payments under operating leases are charged to the profit and loss account as incurred.

Assets financed under hire purchase contracts are capitalised in the balance sheet and are depreciated over their estimated useful economic lives.

Assets financed under finance leases are capitalised in the balance sheet at their fair value and are depreciated over the shorter of the term of the lease and their estimated useful economic lives.

Finance charges and interest in connection with finance leases and hire purchase contracts are charged to the profit and loss account on the sum of the digits basis.

2 TURNOVER AND (LOSS) ON ORDINARY ACTIVITIES BEFORE TAXATION

The turnover and (loss) on ordinary activities before taxation is attributable to the principal activity of the company.

The (loss) is stated after charging:

	2000	1999
	£	£
Depreciation	264,492	269,753
Loss/(Profit) on disposal of tangible fixed assets	4,304	(6,096)
Auditors' remuneration	12,500	13,500
Aggregate directors' emoluments	239,469	165,593
Company pension contributions to money purchase schemes on behalf of directors	12,522	7,960
Sums paid to third parties for directors services	-	45,000
Emoluments of highest paid director	140,079	87,682
Operating lease rentals - other	577,520	472,751
Pension contributions to money purchase schemes on behalf of highest paid director	7,987	5,730

The company's turnover and (loss) has not been analysed by class of business.

3 INTEREST RECEIVABLE

	2000	1999
	£	£
Other interest receivable	34,637	-

4 INTEREST PAYABLE

	2000	1999
	£	£
Bank loans and overdrafts	10,068	35,117
Hire purchase and finance lease interest	2,178	5,060
Other	6,548	-
	18,794	40,177

5 TAX ON (LOSS) ON ORDINARY ACTIVITIES

	2000	1999
	£	£
Prior year adjustments - corporation tax	-	302

6 STAFF COSTS

Staff costs, including directors' remuneration, were as follows:

	2000	1999
	£	£
Wages and salaries	3,727,967	3,774,238
Social security costs	375,174	358,758
Pension costs	101,322	87,830
	4,204,463	4,220,826

The average monthly number of employees during the year was as follows:

	2000	1999
	No.	No.
Management	4	4
Interviewers and researchers	93	147
Administration	57	69
	154	220

7 PENSION COMMITMENTS

The company operates a pension scheme providing benefits based on final pensionable pay. The assets of the scheme are held separately from those of the company, being invested with an insurance company. Contributions to the scheme are charged to the profit and loss account on the basis of triennial funding reviews using the 'Attained Age' method. The most recent funding review was at 1 January 1998. The assumptions which have the most significant effect on the results of the review are those relating to the rate of returns on investments and the rate of increase in salaries. It has been assumed that investment returns will be 8.5% per annum and that salary increases would average 6.5% per annum.

The scheme's assets at the funding review on 1 January 1998 amounted to £2,029,000 and the actuarial value of those assets represented 115% of the benefits accrued to members, after allowing for expected future increases in earnings.

In the funding review, the actuary recommended that no contributions be paid by the company for three years and that the possibility of stopping employee contributions should also be considered.

None of the directors are accruing benefits under this scheme.

The charge to the profit and loss account in respect of pension contributions for the year is as follows:

	2000	1999
	£	£
Defined contribution scheme	101,322	87,830

Two directors are accruing benefits under defined contribution schemes.

8 TANGIBLE FIXED ASSETS

	Leasehold land and buildings	Motor vehicles	Furniture and equipment	Computer equipment	Total
	£	£	£	£	£
COST					
At 1 January 2000	585,694	38,765	404,461	759,766	1,788,686
Additions	122,864	-	20,172	59,474	202,510
Disposals	-	(25,950)	(10,427)	(156,005)	(192,382)
At 31 December 2000	708,558	12,815	414,206	663,235	1,798,814
DEPRECIATION					
At 1 January 2000	75,296	32,277	238,559	468,368	814,500
Charge for the year	60,053	6,488	73,867	124,084	264,492
Released on disposals	-	(25,950)	(9,825)	(147,303)	(183,078)
At 31 December 2000	135,349	12,815	302,601	445,149	895,914
NET BOOK VALUE					
At 31 December 1999	510,398	6,488	165,902	291,398	974,186
At 31 December 2000	573,209	-	111,605	218,086	902,900

Financing

Details of tangible fixed assets held under finance leases, which are included above, are as follows:

	2000	1999
	£	£
Net book value at 31 December 2000	4,541	74,920
Depreciation charge for the year	3,633	76,101

9 INVESTMENTS

	Shares in group undertakings	Other investments	Total
	£	£	£
COST			
At 1 January 2000	459	353	812
At 31 December 2000	459	353	812
AMOUNTS WRITTEN OFF			
At 1 January 2000	-	-	-
At 31 December 2000	-	-	-
NET BOOK VALUE			
At 31 December 1999	459	353	812
At 31 December 2000	459	353	812

Basis of exemption from preparing group accounts

The financial statements present information about The Gallup Organization Limited as an individual undertaking and do not include the results of it's subsidiary undertakings and other investments.

The company has taken advantage of Section 248(1) of the Companies Act 1985 which permits a parent undertaking not to prepare group accounts where the group in question satisfied two or more of the criteria set out in Section 249(3) of the Companies Act 1985 and so qualifies as a small or medium sized group.

Accordingly, no group accounts have been prepared.

None of the subsidiary undertakings are currently trading.

10 STOCK

	2000	1999
	£	£
Work in progress	-	389,428

There were no significant differences between the replacement cost and the values disclosed for all categories of stock.

11 DEBTORS

	2000	1999
	£	£
Trade debtors	853,980	1,027,641
Amounts due from group undertakings	88,018	14,750
Other debtors	43,680	190,833
Prepayments and accrued income	231,941	253,427
	1,217,619	1,486,651

All amounts included above are considered receivable within one year of the balance sheet date with the exception of rent deposits totalling £29,370 (1999 - £105,123) included within other debtors.

12 CREDITORS: amounts falling due within one year

	2000	1999
	£	£
Bank overdraft	-	75,431
Net obligations under finance leases	2,179	17,201
Trade creditors	272,232	502,377
Amounts owed to group undertakings	195	532,740
Social security and other taxes	197,995	220,284
Other creditors	14,094	28,220
Accruals and deferred income	570,368	801,546
	1,057,063	2,177,799

The Gallup Organization Limited's parent company, Gallup Inc., has given a guarantee to the company's bankers.

13 CREDITORS: amounts falling due after more than one year

	2000	1999
	£	£
Net obligations under finance leases	-	1,816
Accruals and deferred income	781,201	-
	781,201	1,816

14 LEASE COMMITMENTS

Net obligations under finance leases:

	2000	1999
	£	£
Within one year	2,179	17,201
Between two to five years	-	1,816
	2,179	19,017

The obligations under finance leases are repayable by monthly instalments of varying amounts.

15 CALLED UP SHARE CAPITAL

	2000	1999
	£	£
Authorised		
3,000,000 ordinary shares of £1 each	3,000,000	3,000,000
Allotted, called up and fully paid		
2,000,000 ordinary shares of £1 each	2,000,000	2,000,000

16 PROFIT AND LOSS ACCOUNT

	2000	1999
	£	£
At 1 January 2000	(1,328,097)	(1,317,619)
(Loss) for the financial year	(27,824)	(10,478)
At 31 December 2000	(1,355,921)	(1,328,097)

17 RECONCILIATION OF MOVEMENT IN SHAREHOLDERS' FUNDS

	2000	1999
	£	£
(Loss) for the financial year	(27,824)	(10,478)
Opening shareholders' funds	671,903	682,381
Closing shareholders' funds	644,079	671,903

18 COMMITMENTS UNDER OPERATING LEASES

The company is committed to making the following payments under operating leases over the next twelve months:

	Land and buildings	Other assets
	£	£
Contracts to expire:		
- within one year	-	7,376
- between two and five years	-	38,081
- after five years	519,612	-
	519,612	45,457

19 CAPITAL COMMITMENTS

There company had no capital commitments at 31 December 2000 (1999 - nil).

20 CONTINGENT LIABILITIES

The company had no contingent liabilities at 31 December 2000 (1999 - nil).

21 ULTIMATE HOLDING COMPANY AND ULTIMATE CONTROLLING PARTY

The directors consider the ultimate parent undertaking to be Gallup Inc., a company which is incorporated in Delaware, U.S.A.

Copies of the group accounts of Gallup Inc. may be obtained from 301, South 68th Street Place, Lincoln, Nebraska 68510.

The directors consider that, as Gallup Inc. is employee-owned, there is no single ultimate controlling party.

THE GALLUP ORGANIZATION LIMITED

TRADING AND PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 DECEMBER 2000

	2000		1999	
	£	£	£	£
TURNOVER		7,933,096		7,436,187
COST OF SALES				
Purchases	1,359,113		1,108,384	
Direct salaries	2,761,948		3,083,021	
Depreciation - equipment	43,557		-	
		4,164,618		4,191,405
GROSS PROFIT		3,768,478		3,244,782
INTEREST RECEIVABLE				
Other interest receivable		34,637		-
		3,803,115		3,244,782
INCOME FROM FIXED ASSET INVESTMENTS				
Income from shares in group undertakings		1,347		-
		3,804,462		3,244,782
OPERATING COSTS				
Selling expenses	618,250		415,307	
Administrative expenses	3,191,170		2,799,457	
Finance expenses	22,866		40,194	
		3,832,286		3,254,958
NET (LOSS) FOR THE YEAR		(27,824)		(10,176)

THE GALLUP ORGANIZATION LIMITED

SCHEDULES TO THE TRADING AND PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 DECEMBER 2000

SELLING EXPENSES	2000	1999
	£	£
Client service director standard rate	(250)	-
Conference and trade shows	20,757	38,576
Other client management costs	45,907	59,026
Salaries	504,320	268,008
Travel and subsistence	46,984	43,963
Telephone	532	-
Temporary service agencies	-	5,734
	618,250	415,307

THE GALLUP ORGANIZATION LIMITED

SCHEDULES TO THE TRADING AND PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 DECEMBER 2000

ADMINISTRATIVE EXPENSES	2000	1999
	£	£
Advertising	138,374	96,404
Computer supplies	28,988	29,110
Cleaning supplies	273	1,720
Charitable contributions	-	676
Bad debts	(11,935)	1,495
Audit and accountancy	21,900	26,450
Consultancy	380,291	17,182
Depreciation - leasehold improvements	60,053	59,657
Depreciation - IVR equipment	-	7,483
Depreciation - office furnishings	40,060	39,675
Depreciation - telephone equipment	-	20,096
Depreciation - computer equipment	-	19,526
Depreciation - network equipment	87,535	95,700
Depreciation - software	5,208	7,080
Depreciation - PC equipment	13,060	1,107
Depreciation - printing equipment	8,531	10,779
Depreciation - motor vehicles	6,488	8,650
Electricity	7,354	8,124
Dues and subscriptions	18,226	17,855
Employee terminations	13,565	-
Employer's national insurance	375,174	358,758
Employee recognition	11,363	3,734
Employee relocations	9,631	4,040
Health insurance	28,448	34,268
Legal fees	41,798	33,630
Freight	8,131	102
Equipment rental - printing	5,607	1,980
Equipment rent - other	614	1,511
Equipment maintenance	713	2,413
Gas	82	(195)
Laundry	-	11
Janitorial services	27,934	27,259
Insurance	632	11,676
Loss/(Profit) on disposal of tangible fixed assets	4,304	(6,096)
Motor vehicle allowances and leasing	135,534	110,369
Paper products	1,370	-
Office supplies	69,179	71,995
Parking	34,083	46,044
Office moving expense	-	10,726
Other facilities costs	17,361	13,358
Management consulting	103,104	84,190
Pension costs	101,322	87,830
(Profit)/loss on foreign exchange transactions	6,263	957
Postage	41,202	62,266
Plant services	4,476	2,991
Rates	93,607	85,110
Rent	312,615	225,826
Refuse	107	1,849
Salaries	461,699	423,209

SCHEDULES TO THE TRADING AND PROFIT AND LOSS ACCOUNT

YEAR ENDED 31 DECEMBER 2000

	2000	1999
	£	£
Travel and entertaining	194,465	162,426
Sundry	-	55
Service contracts	46,697	75,760
Telephone	53,745	165,836
Software licences and maintenance	49,050	61,232
Water	49	-
Security and safety	1,379	3,792
Service charges and maintenance	88,166	96,488
Staff welfare	14,186	24,704
Training	29,109	40,584
	3,191,170	2,799,457

FINANCE EXPENSES

Bank overdraft interest	10,068	35,117
Bank service charges	4,072	17
Hire purchase and finance lease interest	2,178	5,060
Other interest payable	6,548	-
	22,866	40,194