



August 27, 2024

# Gallup Communication on Progress

## United Nations Global Compact

### A Message from the CEO



Jon Clifton, CEO - Gallup, Inc.

In 2024, Gallup reaffirmed its dedication to fostering a better world by aligning our operations with the Ten Principles of the United Nations (UN) Global Compact, which focus on human rights, labor, the environment, and anti-corruption. Our commitment is not just about compliance—it's about leadership and the responsibility we hold as a global organization.

At Gallup, our mission extends beyond providing data and analytics; we amplify the voices of people around the world. This mission drives our efforts to ensure that our internal practices reflect the same principles we promote advocate for externally. Over the past year, we have made significant strides in reinforcing our commitment to these principles, from advancing inclusion within our workplace to reducing our environmental impact and upholding the highest standards of integrity.

As we continue to grow and innovate, we remain focused on making a positive impact—both through how we operate and through the insights we provide to our clients. Below, I'm proud to share the details of our recent efforts and the progress we have made in alignment with the UN Global Compact.

A handwritten signature in black ink that reads "Jon Clifton". The signature is fluid and cursive.

Jon Clifton  
CEO

# Impact Overview

## Human Rights

At Gallup, we are steadfast in our commitment to human rights and equal employment opportunities for all. We ensure that all qualified applicants are considered for employment and that every associate is treated with dignity and respect throughout their time with us, irrespective of race, color, religion, national origin, gender, age, sexual orientation, gender identity, marital status, disability, veteran status, or any other characteristic protected by law.

Our policy against discrimination is comprehensive, covering all aspects of employment, from recruitment and job assignments to compensation, promotions, and training opportunities. We take any alleged violations seriously and promptly investigate all claims. To support this, we offer multiple reporting channels, including an Ethics Hotline that allows individuals to report concerns anonymously.

In our pursuit of fairness and inclusion, we have established an Advisory Council to guide our leadership on how best to support the diverse needs of our associates, candidates, and partners. This council is instrumental in ensuring that our initiatives align with our core values and the needs of our workforce. We also maintain a supplier diversity policy to ensure that our external partnerships reflect our commitment to fairness and inclusive practices.

Our human resources and legal departments oversee these efforts, ensuring visibility and accountability at the highest levels of Gallup management. Compliance is at the core of our approach, with focused efforts on learning, recruitment, and career advancement to ensure that we continually foster an inclusive environment.

Externally, Gallup extends its commitment to human rights through the Gallup World Poll, the largest global effort to measure public opinion. Over the past 19 years, we have conducted more than 3.5 million interviews worldwide, exploring crucial issues such as law and order, food security, employment, and trust in institutions. Our data supports global initiatives like the UN Sustainable Development Goals, offering vital insights to policymakers and practitioners.

In 2024, our World Poll includes new modules on topics such as global wellbeing, women's health, diet quality, and digital behavior, further expanding our impact on global development and human rights. Gallup's ongoing research in regions facing significant challenges, underscores our commitment to giving voice to those living under difficult conditions, providing critical data to inform humanitarian and policy decisions.

## Labor Standards

Gallup is dedicated to creating a work environment free from discrimination and harassment. We ensure that all allegations of misconduct are thoroughly investigated, with multiple channels available for associates to report incidents, including an anonymous Ethics Hotline.

Our commitment to a safe and supportive workplace extends to physical safety as well. We work with third-party consultants to provide safety training and ergonomic assessments, ensuring that our workspaces meet the highest standards for health and safety.

Globally, we proactively assess the risks associated with labor and human rights in our supply chain, particularly concerning our World Poll data collection vendors. We strictly oppose the use of involuntary or child labor and are committed to ensuring fair wages and non-discriminatory practices among our partners. Our World Poll team, alongside our Procurement department, works diligently to select and monitor vendors who meet our ethical standards.

We conduct annual training for our vendors, reinforcing our labor and human rights standards and providing direct channels for vendors to raise concerns. Our approach is rooted in transparency and collaboration, ensuring that our partners are fully aligned with our ethical expectations.

Through our research and global reach, Gallup has established itself as a leader in setting new benchmarks that influence global conversations on labor standards. Our World Poll supports the measurement of key UN Sustainable Development Goals, providing data on issues like workplace violence, harassment, and modern slavery. This research empowers leaders to make informed decisions that advance labor rights and improve working conditions worldwide.

## Environmental Responsibility

Gallup is committed to environmental stewardship through a multifaceted approach that focuses on both our facilities and our travel practices. We recently right sized our office spaces, reducing our environmental footprint, ensuring that our facilities are efficient and aligned with our sustainability goals.

Our travel policies set the expectation that employees will fly coach class whenever available to continue our path to ensuring corporate travel is carbon responsible. This carbon-responsible travel is part of our broader strategy to continuously evolve our environmental practices in line with global best practices.

In collaboration with Accenture, we have measured and reported our company-wide Scope 1 & 2 Greenhouse Gas Emissions for 2023, setting an ambitious goal to reduce these emissions by 42% by 2030. This initiative reflects our dedication to playing an active role in the global effort to combat climate change.

## Anti-Corruption

Integrity is a cornerstone of Gallup's operations. We require all client-facing associates to complete annual anti-corruption and ethics training, which focuses on navigating ethical dilemmas specific to the workplace.

Our organizational structure ensures that all contracts, partnerships, and client agreements undergo rigorous review by multiple departments, including consulting, business development, legal, and accounting. This collaborative process ensures that anti-corruption measures are robust and consistently applied.

We take any concerns related to corruption seriously, with an Ethics Hotline available to all associates, vendors, and clients for reporting concerns anonymously. This system is a critical component of our broader commitment to transparency, ethical conduct, and accountability in all aspects of our business.