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# YOUR OPINIONS ARE VALUED AND SECURE

Gallup's No. 1 priority as a research-based consulting firm is the integrity of the data Gallup provides to clients. Gallup adheres to strict confidentiality rules for both employee and customer responses — individuals' responses are always confidential.

*At Gallup, Data Integrity and Respondent Confidentiality Are Priority No. 1*



For more than 70 years, Gallup has been a world leader in measuring and analyzing attitudes and opinions. Whether the subject is race relations, an international crisis, or religious tolerance, Gallup is known for listening to people and reporting their attitudes and opinions in an unbiased and confidential manner.

Although millions around the world have heard of The Gallup Poll, Gallup's primary business involves measurement and consulting with many of the world's leading companies on workplace, leadership, marketing, and customer programs. Still, with all client work, Gallup keeps the individual in mind. Gallup works to protect the confidentiality of every respondent, whether that person is a customer or an employee — to ensure that client organizations can never identify individual responses.

Gallup provides a minimum reporting threshold so that individual respondents cannot be identified. Gallup offers reporting at an n size of four or five, allowing the organization to determine which reporting threshold is appropriate for their workgroups. If fewer people respond to the survey than the reporting threshold, their results will not be thrown out. Instead, they will be rolled up into a larger group so that their opinions can be heard, but the individuals cannot be identified.

Gallup maintains a higher threshold when reporting demographic data. For any demographic category (e.g., age, gender, race/ethnicity, sexual orientation, disability, religion) 30 respondents are required for Gallup to report the data by item. Any individual item that does not meet the response-rate requirement is suppressed.

Sometimes, Gallup is asked to bend these rules. When this happens, Gallup's answer is always the same: "I'm sorry, but we cannot do that." Gallup is committed to helping people be heard, while at the same time guarding their confidentiality.

## WHY IS THERE A UNIQUE ACCESS CODE FOR MY SURVEY?

The unique access code is connected to your employment information. Gallup uses this affiliation information to put your results into the correct group. Gallup generates each access code, and only Gallup knows which access code is affiliated with which employee. Gallup never gives your access code to a client organization, nor does Gallup ever give the organization any data that are affiliated with that access code.

Participation in Gallup workplace engagement surveys is always voluntary. Most organizations want to create a better work environment; the only way to do that is to hear employees' and/or customers' thoughts on what they believe should be improved.