



# RESEARCH AND PUBLIC OPINION

Our philosophy is simple: Every strategy must be based on solid research. At Gallatin Public Affairs, that means teaming up with the nation's leading pollsters, developing comprehensive vulnerability audits, conducting extensive public records research – financial, media, legal and policy – all to ensure that the **strategies we develop for our clients are grounded in facts**, not assumptions.

## Our Expertise

- Our team of former journalists and researchers help develop a **clear-eyed, comprehensive understanding** of every client's unique political and social environment, and develop the right messages needed to achieve success.
- Our **Five-Star public records research process** is unique in the industry and reveals valuable, and sometimes obscured information.
- Vulnerability Audits are an effective way to identify trigger points for potential crisis. This signature Gallatin crisis research product will **help you anticipate likely scenarios** based on your operations, business practices, cultural norms and geography.
- We are proficient in Web, phone and opinion leader survey methodologies, and have **relationships with the best pollsters** in the nation.
- We provide **news monitoring and analysis** of how the media covers your business.
- We conduct **focus groups and in-depth interviews** to test and refine messages, inform brand development, and gather qualitative data on key issues.
- Communications Audits take a closer look at all of the ways you communicate with both internal and external audiences, and assess their impact and effectiveness, and offer a set of **strategic recommendations** to strengthen your communications program.

"When the City of Missoula needed help with a survey to check the community's pulse, we called on Gallatin Public Affairs. From crafting unbiased questions to explaining complex answers, Gallatin's staff delivered. We now have a credible tool with which to make better decisions for Missoula."

John Engen  
Mayor of Missoula, MT

## Our People

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GALLATIN PUBLIC AFFAIRS

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