

ESTAT

2024



# ESTAT

## Data analytics in Bulgaria



Your personal data advisor







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## About ESTAT

We are a data-driven consultancy company providing research and analytical services in Bulgaria since 2002.

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## Our History

ESTAT was founded in 2002 as a private, full-service research provider. With over 20 years of experience and strong commitment to quality, ESTAT has established itself as a preferred choice for research and consultancy services by both the public and private sectors.



# Our Vision



Our vision is to be the foremost Bulgarian provider of high-quality research and consultancy services, empowering informed decision-making through exceptional data and innovative insights. We aim to enrich lives and drive prosperity locally, nationally, and internationally by addressing critical challenges with reliable evidence and pioneering solutions

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# Our Mission



Our mission is to deliver comprehensive, data-driven research and consultancy that support evidence-based policymaking and program development. By leveraging our expertise and innovative approaches, we strive to provide actionable insights that help businesses, organizations, and policymakers navigate complex environments and achieve their goals

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# Data collection capabilities

- 200+ field associates, distributed in 28 regional teams
- Large-scale quant surveys
- CATI surveys
- CAWI surveys
- B2B and B2C surveys
- In-depth interviews
- Focus groups
- Video Diaries
- Online Communities
- Panel of high-income consumers





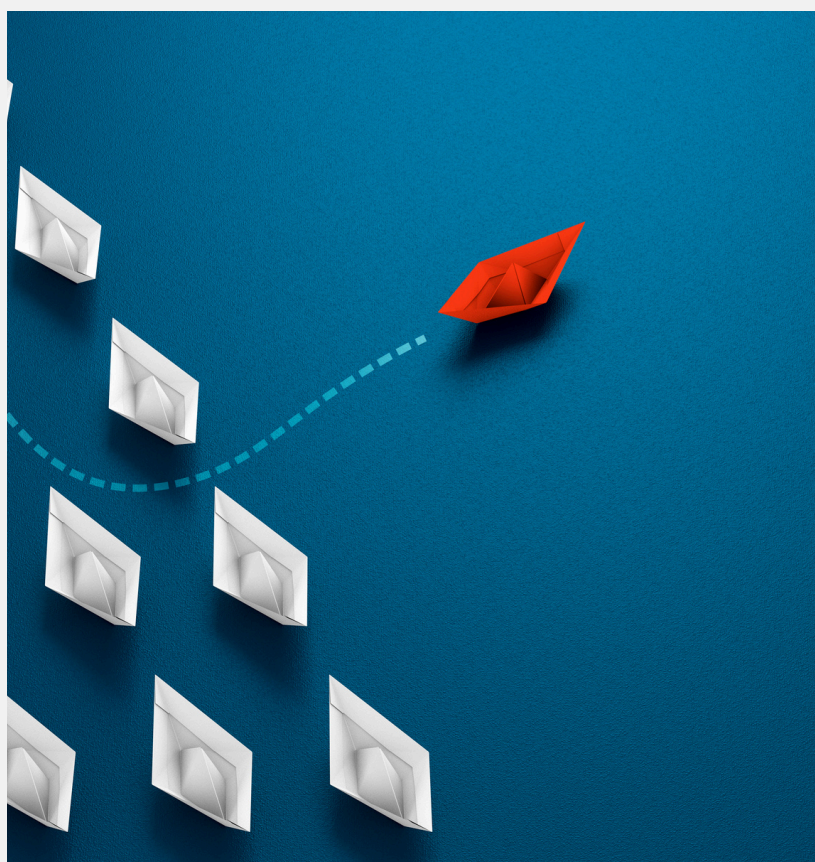
# Our Divisions



**Public affairs**



**Non-profits**



**Market research**



**Custom solutions**



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## Division Public Affairs



ESTAT specializes in a broad range of public affairs services, leveraging extensive expertise in conducting comprehensive research and providing strategic consultancy. We conduct public opinion surveys, stakeholder analysis, program monitoring, policy evaluations, and impact assessments, aimed at guiding policymakers and organizations in their decision-making processes.





## Clients

### Public affairs



Market strategies for 9 tourist regions based on surveys: 4800 tourists, 1100 hospitality businesses, 90 experts.

**- Ministry of Tourism**



Evaluation of the implementation of the School Fruit Scheme – data on spendings, survey (23 000 students) 6 FGDs with stakeholders

**- State Fund Agriculture**



Impact assessment of project through 20 FGD and surveys with 6200 adults, 4800 students, 1400 teachers, 800 private companies, 400 volunteers.

**- Chief Directorate Fire Safety and Civil Protection**



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## Division Non-profits



Our extensive experience with vulnerable groups, business leaders and industry stakeholders make us a preferred research partner when analyzing community dynamics, cultural shifts, economic trends, etc. By delivering actionable insights, we empower organizations to make informed decisions and develop strategies that resonate with diverse populations, fostering social cohesion and community development.





## Clients Non-profits



Multiple projects, targeting gen population, businesses and government officials.

**- World Bank Group**



Quant and qual studies targeted at private individuals, large corporate donors, volunteers and employees.

**- Bulgarian Red Cross**



Multiple projects, targeted at children (incl. vulnerable, migrants), parents and professionals.

**- UNICEF**

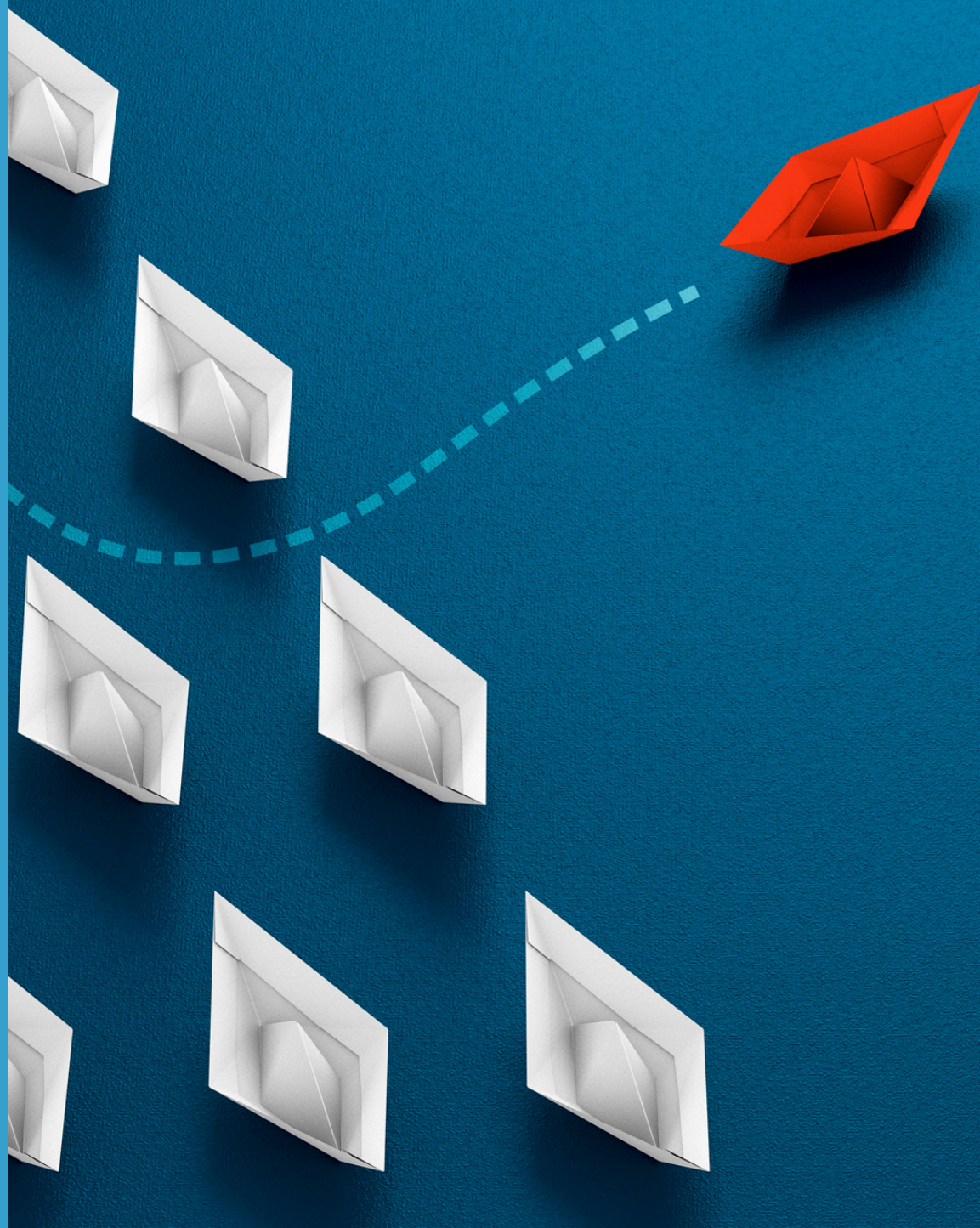


Large-scale municipal polls.

**- International Republican Institute**



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## Division

### Market research



We offer a wide range of solutions to support businesses in making data-driven decisions. Our services include brand image and awareness studies, customer satisfaction surveys, mystery shopping and blind product testing to assess customer experiences and product performance. Our market insights are used by businesses to enhance strategic planning, boost customer loyalty, and achieve sustainable market growth.





## Clients

### Market research



Surveys on brand reputation and customers' satisfaction

**-Lukoil**



Quantitative F2F and CATI surveys among different consumer groups.

**-IPSOS**



Multiple waves of large-scale representative CATI surveys.

**-GFK**



Travellers' and airlines' satisfaction, measured annually since 2011.

**-Fraport Twin Star  
Airport Management**



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## Division

# Custom solutions



Our range of tailored products include industry-specific benchmarking for employee satisfaction, comprehensive ESG evaluations, and customer satisfaction analysis in the hospitality sector. We also provide access to a panel of high-status respondents for high-end brands. Our commitment to delivering tailored insights ensures our clients can make strategic decisions that drive success and growth.





# Our Custom solutions



**JobPulse**



**ESG**



**RateMe!**



**High-end panel**

[Want to know more?](#)





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# Thank You

**Get in touch  
with us!**

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