



**CivicScience data is not only predictive, more importantly, it's actionable.**

**-Mark Cuban**

Kit  
Press

## WHO WE ARE

CivicScience is an opinion analytics platform.

## MISSION

CivicScience provides a foundational source of truth to drive positive impact for humanity, brands, and media.

## METHODOLOGY

CivicScience conducts large, Census-representative surveys of U.S. teens and adults through polling applications embedded in the content of a vast, demographically and geographically diverse network of partner websites. Respondents answer voluntarily and receive no rewards or compensation, mitigating the psychographic biases that plague prevailing survey panel methods. Sophisticated rules and randomization of question delivery eliminate selection bias and respondent fatigue. All respondent interactions meet or exceed current data privacy standards, ensuring complete anonymity and security of respondents. CivicScience then uses the InsightStore™ to analyze those opinions, discover market and cultural trends before they grow, and accurately predict future consumer behaviors and market outcomes. Learn more about our methodology [here](#).

## COMPANY INFO

**Industry:** Market Intelligence

**Service:** Opinion Analytics Platform

**Headquarters:** Pittsburgh, PA

**Founded:** 2007

## STAY IN THE LOOP



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# MEDIA MENTIONS

- ✓ CivicScience data is free to use with proper citation, including correct naming (CivicScience, not Civic Science).
- ✓ Logos are free to use — [download here](#).
- ✓ Need up-to-date insights for your piece? [We can help too](#).

Check out our media mentions [here](#).

AS SEEN IN

**Bloomberg**

BUSINESS INSIDER

*MarketWatch*

 **FiveThirtyEight**

THE WALL STREET JOURNAL.

**AXIOS**

## MEET OUR CEO & FOUNDER: JOHN DICK

John Dick is the Founder and CEO of CivicScience, a market intelligence platform serving the largest brands and media companies in the world. He's the host of the podcast, The Dumbest Guy in the Room and author of What We're Seeing, the weekly newsletter read by a who's-who of business and tech leaders. John is a contributor to AdAge and Forbes and has appeared on Good Morning America, Yahoo! Finance, and NewsNation, and as a speaker at numerous business and media conferences.

