



MISSION

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

EXTERNAL METHODOLOGY

ASSESSMENT

CivicScience is a next-generation polling and market intelligence company. Through a proprietary, scientifically-valid, online survey methodology, we are fundamentally changing the way brands, media outlets, and investors gather and implement consumer research. Our methodology and data quality have been extensively tested and validated by leading experts in academia, industry, and economics. For a detailed overview of our methodology, please review our official whitepaper: [Assessing the Research Methodology, Validity, and Representativeness of CivicScience Survey Data.](#)

ABOUT

CivicScience is a next-generation polling and consumer research company based in Pittsburgh. Our enterprise software portal, the InsightStore™, combines a proprietary survey methodology with advanced data mining technology to produce deep, reliable, and real-time consumer insights. Our stable of marquee clients ranges from Fortune 100 companies to emerging businesses in retail, CPG, media, food service, electronics, telecommunications, energy, healthcare, and financial services. For more information, please [visit our website.](#)

Methodology

ACADEMIC, INDUSTRY, AND PEER-REVIEWED PAPERS

External validation and independent research using our data have appeared in numerous academic, industry, and/or peer-reviewed publications, including:

- Joel Rubinson, President, Rubinson Partners, Inc.: [Assessing the Validity of CivicScience Data](#)
- Research Paper by Lamar Pierce (Washington University), Todd Rogers (Harvard Kennedy School), and Jason A. Snyder (UCLA): [The Intense Hedonic Consequences of Partisan Identity](#)
- Research paper by M. Joseph Sirgy, Dong-Jin Lee, Grace B. Yu, Eda Gurel-Atay, John Tidwell, Ahmet Ekici: [Self-expressiveness in shopping](#)
- Research Paper by David Rothschild (Microsoft Research), Deepak Pathak (UC Berkeley), Miroslav Dudík (Microsoft Research): [A Comparison Of Forecasting Methods: Fundamentals, Polling, Prediction Markets, And Experts](#)
- ESI White Paper: [Penta-CivicScience Economic Sentiment Index: Consumer Confidence and the Economy](#)
- Harvard Magazine: [Assessing the Impact of CEO Activism](#)
- Harvard Magazine: [The Emotions of Election Day](#)
- Cornell Published Research Paper: [Categorical Data Fusion Using Auxiliary Information](#)

CONFERENCE SELECTIONS AND PUBLISHED WORKS

Research and publications from CivicScience have been selected for presentation at leading industry and academic conferences such as:

- The American Association for Public Opinion Research
- The Council of American Survey Research Organizations
- The Advertising Research Foundation
- IDEA
- CES



SELECT NEWS CITATIONS AND CONTRIBUTIONS

The following is a sample of respected outlets and journalists who have used CivicScience data in publication:

- **Bloomberg:** [The Truth Is Recession Feels Like It's Already Here](#)
- **FiveThirtyEight:** [Most Americans Aren't Paying Attention To The Monkeypox Outbreak](#)
- **New York Magazine:** [Republican Opposition to Ukraine Is Reaching Tipping Point](#)
- **Daily Caller:** [Biden Admin Will Spend Over \\$13 Billion To Bring Down Soaring Energy Bills](#)
- **Forbes:** [Survey Finds 21% Of Dry January Participants Use Cannabis Instead Of Alcohol](#)
- **AdAge:** [How Vuori Is Rising In Field Dominated by Nike, Lululemon—Behind The Activewear Brand's Marketing](#)
- **Insider Intelligence:** [How to appeal to Gen Z holiday shoppers, based on data](#)
- **Wall Street Journal:** [Nike and Adidas Are Dipping Toes Into the NFT Market](#)
- **Go Banking Rates:** [These Are the Brands Gen Z Favors Most](#)
- **Fast Company:** [Job satisfaction among millennial and Gen Z workers just hit a new low point](#)

[See the full list here](#)

ACADEMIC AND SCIENTIFIC REFERENCES

The following academic and scientific leaders are available to share their experience and assessment of CivicScience's methodology and data quality for research purposes:

- **Dr. Alessandro Acquisti**, Associate Professor of Information Technology and Public Policy, Heinz College at the Carnegie Mellon University



- **Dr. Ronnie Chatterji**, Associate Professor, The Fuqua School of Business, Duke University
- **Dr. J. Lamar Pierce**, Associate Professor of Strategy, Olin Business School at Washington University in St. Louis
- **Dr. Jeff Schneider**, Research Professor, The Robotics Institute, School of Computer Science, Carnegie Mellon University
- **Dr. Jason Snyder**, Assistant Professor – Policy Group, UCLA Andersen School of Management
- **Dr. George Loewenstein**, Herbert A. Simon Professor of Economics and Psychology in the Social and Decision Sciences Department at Carnegie Mellon University
- **Dr. Astro Teller**, CEO of X
- **John Anzalone**, Founder of Impact Research and Pollster for Biden 2021, Obama 2008/2012, and Clinton 2016
- **Stuart Hoffman**, Chief Economist, PNC Bank

CLIENT AND INDUSTRY REFERENCES

The following CivicScience clients are available to share their experience and assessment of CivicScience's methodology and data quality for applied research purposes:

- **Mark Cuban**, The Cuban Companies
- **Tod Johnson**, Chairman, The NPD Group
- **Brett Ross**, Director of Research, T-Mobile
- **David Yin**, Chief Research Officer, FitBit
- **David Feick**, Chief Research Officer, Sonos
- **Manvir Kalsi** - Senior Manager - Consumer & Market Insights, Samsung
- **Petra Pasquina**- Global Marketing and Sales, Facebook
- **John Walthour** - Vice President, UnitedHealthcare

MEDIA AND JOURNALIST REFERENCES

The following journalists and media executives are available to share their experience and assessment of CivicScience's methodology and data quality for publishing purposes:

- **David Shribman**, Executive Editor, Post-Gazette
 - **Kevin McClatchy**, Chairman, the McClatchy Company
 - **David Broughton**, Research Director, Sports Business Journal
 - **Roberto Ruiz**, EVP of Research, Insights, and Analytics at Univision
 - **Rich Greenfield**, Partner & TMT Analyst at LightShed Partners
 - **Robert Wendt**, Director, Research Strategy and Insights at SmithGeiger and Elevate
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