# CivicScience

# METHODOLOGY OVERVIEW

**CIVIC SCIENCE**

# METHODOLOGY

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: <u>Assessing the Research Methodology, Validity, and Representativeness of CivicScience Survey Data.</u>

# ACADEMIC, INDUSTRY, AND PEER-REVIEWED PAPERS

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

1. Joel Rubinson, President, Rubinson Partners, Inc.: Assessing the Validity of CivicScience Data
2. Research Paper by Lamar Pierce (Washington University) , Todd Rogers (Harvard Kennedy School), and Jason A. Snyder (UCLA): The Intense Hedonic Consequences of Partisan Identity
3. Research paper by M. Joseph Sirgy, Dong-Jin Lee, Grace B. Yu, Eda Gurel-Atay, John Tidwell, Ahmet Ekici: Self-expressiveness in shopping
4. 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
5. ESI White Paper: HPS-CivicScience Economic Sentiment Index: Consumer Confidence and the Economy
6. Harvard Magazine: Can CEO Activism Spark Sustainability Transitions? Evidence from a Field Experiment
7. Harvard Magazine: The Emotions of Election Day
8. Cornell Published Research Paper: Categorical Data Fusion Using Auxiliary Information

# SELECT NEWS CITATIONS AND CONTRIBUTIONS

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

1. New York Post: We now spend more time on Netflix than we do bonding with our kids
2. Yahoo! Finance (video): Restaurant industry faces pressures across the board
3. Wall Street Journal: Hey Kids, Enjoy This Candy Made With Yummy Quinoa
4. MSN: A Special Focus on Poverty in November
5. Axios: More people are into fashion, but fewer inspired by legacy outlets
6. Bloomberg: The Politics of Pot: How the Elections Will Play Into Weed Laws
7. CNBC: HQ Trivia has Walt Disney-themed trivia game tonight — here's what you need to know
8. Adweek: Victoria's Secret Fashion Show Is a Marketing Juggernaut With Waning Relevance
9. FOX News: President Trump Gives Twitter a Boost, Analyst Says
10. Washington Post: On airplanes, personal space is a vanishing commodity
11. Forbes: CEO John Dick Founds CivicScience To Disrupt Consumer Survey Market
12. Good Morning America (video): Are Non-Parents Happier Than Parents?
13. Forbes: This Year's Holiday Advertising Is Missing Something Important
14. USA Today: Remarrying Your Spouse

# CONFERENCE SELECTIONS AND PUBLISHED WORKS

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

1. The American Association for Public Opinion Research
2. The Council of American Survey Research Organizations
3. The Advertising Research Foundation
4. IDEA
5. Advertising Week

# 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:

1. Dr. Alessandro Acquisti, Associate Professor of Information Technology and Public Policy, Heinz College, Carnegie Mellon University
2. Dr. Ronnie Chatterji, Associate Professor, The Fuqua School of Business, Duke University
3. Dr. J. Lamar Pierce, Associate Professor of Strategy, Olin Business School, Washington University in St. Louis
4. Dr. Jeff Schneider, Research Professor, The Robotics Institute, School of Computer Science, Carnegie Mellon University
5. Dr. Jason Snyder, Assistant Professor – Policy Group, UCLA Andersen School of Management
6. Dr. George Loewenstein, Herbert A. Simon Professor of Economics and Psychology, Social and Decision Sciences Department, Carnegie Mellon University
7. Dr. Astro Teller, Director, GoogleX
8. John Anzalone, CEO of ALR Research and Pollster for Obama 2008/2012 and Clinton 2016
9. 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:

1. Mark Cuban, The Cuban Companies
2. Tod Johnson, Chairman, The NPD Group
3. David Yin, VP Consumer Insights Ancestry
4. Praveen Menon, SVP Fox Networks Group
5. Justin DeGraaf, Head Of Research and Insights Google

# 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:

1. Kevin McClatchy, Chairman, the McClatchy Company
2. David Broughton, Research Director, Sports Business Journal
3. Roberto Ruiz, EVP of Research, Univision
4. David Shribman, Executive Editor, Pittsburgh Post-Gazette
5. Rich Greenfield, Media Analyst and CNBC Contributor, BTIG Research
6. Robert Wendt, Chairman, ABC Television Research Advisory Board

## ABOUT CIVICSCIENCE

CivicScience is a next-generation polling and consumer research company based in Pittsburgh. Our enterprise software portal, the InsightStoreTM, 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 civicscience.com.

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