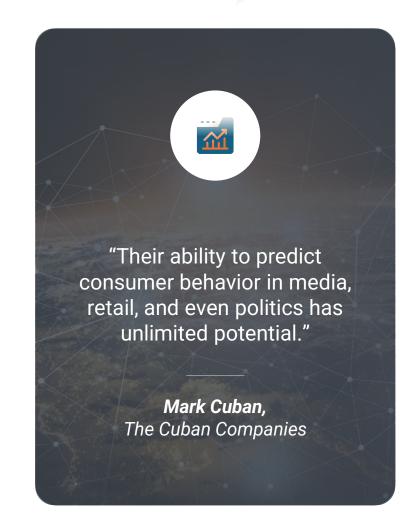# Meet CivicScience

Attitudes change before behaviors do.

That's why we track consumers' needs, wants, hopes, fears, and intentions at unprecedented speed and scale – to **detect** unanticipated trends before they happen, **react** quickly to breaking news, **predict** business and market performance, **pinpoint and conquest** persuadable consumers, and **activate and measure** high-yield marketing strategies.

✓ Over 4 Million U.S survey responses daily

✓ Over 500k searchable and cross-able questions, hundreds added daily

✓ Advanced AI capabilities, tools, & professional services

✓ Proven predictive power and quantifiable marketing ROI

"Their ability to predict consumer behavior in media, retail, and even politics has unlimited potential."

Mark Cuban,
The Cuban Companies

What We Do (and Don't Do)

We study people, not things.

CivicScience modernizes consumer insights operations with real-time capabilities, enterprise connectivity, and streamlining or replacing slow, outdated, and costly legacy services.

What We Do

› Always-On Sentiment Tracking

› Same-Day Data Gathering, Reporting

› Market and KPI Forecasting

› Psychographic Driver Analysis

› Modeled Customer Data Enrichment

› Media Activation and Measurement

CIVIC SCIENCE

What We Replace/Antiquate

› Traditional Brand Trackers

› Panel-Based Survey Solutions

› Old-School Segmentation

› Episodic Industry Reports

› Legacy Forecasting Methods

› Legacy Ad Tech

MORNING CONSULT   YouGov   MRI SIMMONS

What We Don't Do

› Qualitative Research

› POS & Consumption

› Product or Rich Media Research

› Customer Satisfaction

› 1:1 Customer Data Enrichment

› Surveillance-Based Data

qualtrics XM   Circana.   Adobe