

# Methodology

CIVIC  
SCIENCE



01



02

## MICROSOFT NEWS POLL

4 RESULTS

When you are happy with a new product, how likely are you to tell family / friends about it?

Very likely 56%

Somewhat likely 38%

Not at all likely 6%

Based on 535,798 responses. Snapshot of real-time results.



### CIVICSCIENCE SAYS:

People who read political websites and blogs are more likely to answer **Very likely**.

BACK

MORE!

Millions of real people answer CivicScience polls every day inside premium publisher websites to be heard, make a difference, and learn about themselves

- › 4+ Million new responses daily
- › >120 Million permissioned, unpaid respondents
- › Thousands of new AI-generated questions daily
- › Over 10 years of historical trends

Publishers deploy CS polls for free to drive engagement, glean insights for advertisers, and build future-proof 1P data assets

- › Hundreds of diverse, representative publishers
- › 1st Party Javascript code on page
- › Tools & Reports for Ad Sales, Editorial Planning
- › 1P Data Enrichment via CDP/DMP
- › New direct advertising revenue via PMP



For a detailed overview of our methodology and 3rd-party assesement, click [here](#).

# Detailed Data Collection Overview

- **CivicScience manages a network of web-based polling applications distributed across hundreds of third-party websites, social media assets, mobile applications, and a proprietary web portal** to engage consumers in attitudinal research.
- **CivicScience polls deliver five questions** (engagement, value, and profile) to respondents during each session.
- **Daily, CivicScience distributes a library of poll questions across that day's respondent base** to achieve an approximately equal number of answers to each question every day.
  - This library includes questions about current events, pop culture, local and national brands, products, media properties and personalities, technology usage, social and policy issues, political topics, lifestyle, and personality traits. Custom questions on behalf of CivicScience customers, delivered to the general population or a targeted subset, are also included in the daily library.
- **Respondents receive no monetary incentive** and can only view the results after completing the poll.
  - The polls are 100% voluntary, and respondents are kept anonymous, even to CS. They enjoy voicing their opinions and seeing aggregate results presented back to them.
- **Respondents are identified in the CS database by a unique, anonymous digital alias**, which enables CS to:
  - Identify unique CivicScience / respondents over multiple visits and across multiple sites
  - Append responses from multiple polls to build a longitudinal profile of each respondent
  - Ensure that no respondent answers the same question more than once (unless deliberately re-asked)
  - Target questions to a specific respondent based on profile-type or prior answers
  - Identify the geographic location of each respondent.



# External Methodology Assessments

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

- Our methodology and data quality have been extensively tested and validated by leading experts in academia, industry, and economics.

To read our official methodology white paper, along with additional independent academic and industry assessments, a list of our scientific advisors, and select news citations, please [click here](#).