

PITTSBURGH OPINION EXCHANGE

The **Pittsburgh Opinion Exchange (“POE”)** is a collaboration spearheaded by PittsburghToday, for the purposes of capturing and measuring the opinions, demographics, and behaviors of local residents. The POE will rely on web-based polling ‘widgets’ distributed across the web sites of participating non-profits, online media, and corporations. These widgets will deliver weekly three-question polls designed to ascertain key attitudinal and demographic indicators.



Participating organizations will download one or more widgets from a selection of three, themed categories: *Arts and Lifestyle*, *Economic Growth*, and *Social Issues*. Every organization will then have access to up-to-the-minute results and data for respondents captured through their site. Groups can then also view aggregate statistics for all responses captured by that particular themed widget. Data will be available through a CivicScience.com secure log-in.

Each weekly poll will include two issue-related questions paired with one demographic question. A centralized list of questions will be selected randomly from a glossary developed by PittsburghToday. Participating organizations can also propose new questions online to be added to the glossary and included in polls over time.

When you click on “Add This Widget,” the box on the right will appear, instructing users to copy the code and paste it into their web pages or blogs.

The benefits of this project, both for the individual groups participating and for the broader Pittsburgh community, are extensive. At the highest-level, creating an enhanced, on-going measurement of local indicators will empower business, non-profit, and political leaders with a powerful planning and assessment tool.

```
<div class="iframe">
<iframe name="ifrm"
id="ifrm" scrolling="no"
src="http://www.civicscience.com/widget/view/pg
hlifestyle/" width="160"
height="360"
frameborder="0"
style="overflow-x:
hidden;
overflow-y:hidden;">Sorry, your browser doesn't
```

For the individual organizations that utilize the polling and data management software, the benefits can be both altruistic and pragmatic. These include:

- Ongoing dialogue with members, donors, and other site visitors
- Real-time insight into the attitudes and demographics of members/donors/etc.
- Valuable comparative data, gauging your audience relative to the community
- Tools for 'micro-targeting' messages for members/donors/customers
- Improving e-mail click-through rates, e-mail lists/subscription rates, and site traffic

Best of all, this program is made available free-of-charge, courtesy of PittsburghToday and Civic Science Inc., who, in return, gain access to strictly anonymous data for broader research purposes.

RECOMMENDATIONS

Widget Placement

- The widget should be on the organization's home page and 'above the fold' wherever possible.
- The left or center column on the web page will provide the most visibility.

Promoting Your Poll

- A weekly reminder to your audience, by e-mail alert or as part of an existing newsletter, will significantly increase participation.
- A screenshot image of your weekly poll combined with basic text will prove most effective in driving click-through traffic from your e-mail alert to the poll.
- Newsletter readership and poll response rates are highest when sent on Tuesday mornings.

Civic Science is a web-based software and marketing research company based in Pittsburgh, PA. Civic Science measures dynamic consumer and voter preference in real-time, through a platform of widgets, social media applications, a web portal and analytic software tools. Customers and partners utilize Civic Science to make smarter marketing and communications decisions.

Questions? Please contact info@civicscience.com