



Dynamic Results in Real-Time



# The Current Landscape

These days it is becoming more and more challenging for organizations to sift through what is meaningful and what is just noise. Decision-makers have access to more data than they know what to do with, but as is often the case, more does not always equal better. This is especially true when it comes to opinion-based data.

There is a glut of free opinion data available, with sources ranging from credible to laughable. Regardless of where on the credibility scale the data lands, these numbers provide little help and guidance. Traditional research offers a look at what is happening now, but it does not allow us to truly understand the context around those numbers and provide an understanding of what is going to happen down the line. Instead, a single number is often provided (X percent supports Y).

This approach has been the case for decades, but the world has changed by leaps and bounds over the last 20 years, so why does our research, data, and analysis look the same as it did in the 80's and 90's?

# TRENDENCY: A Different Kind of Platform

## TRENDENCY

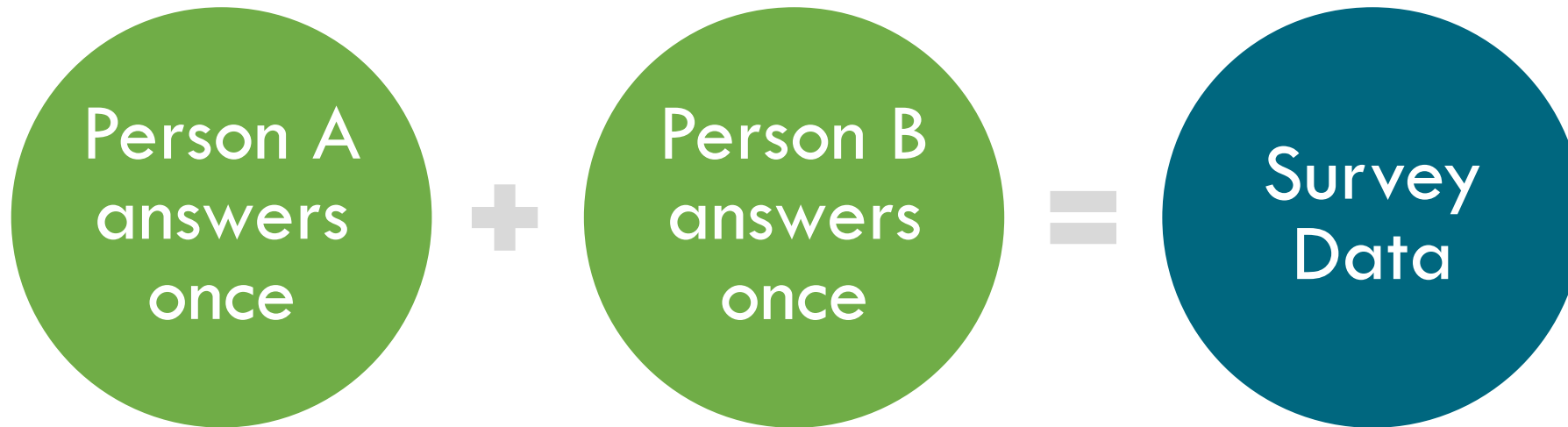
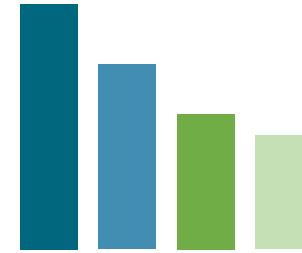
Based on algorithms and predictive analytics developed in stem cell research labs

Modified to track and predict voter/consumer behavior

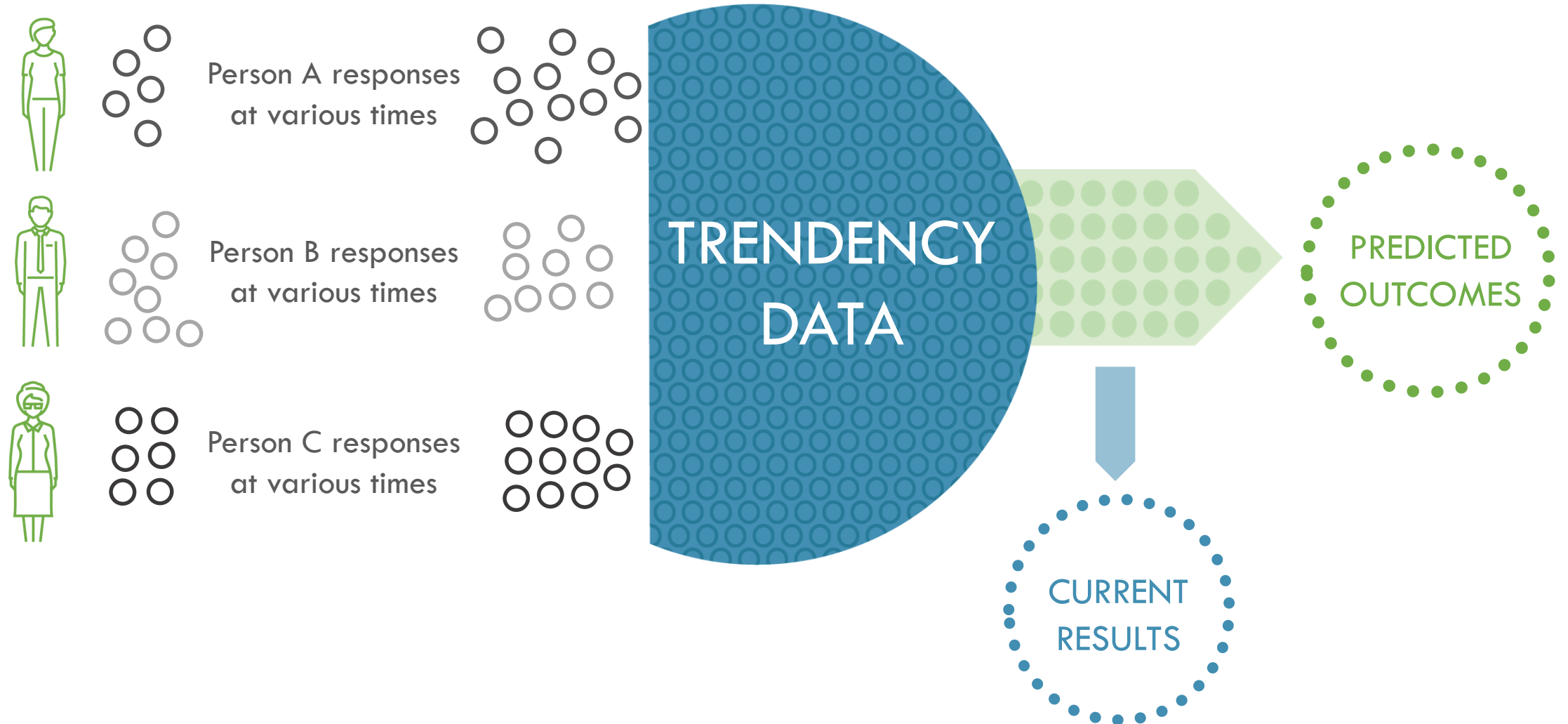
Offers meaningful context around attitudes, behaviors, and future actions

Utilizes dynamic modeling for real-time results

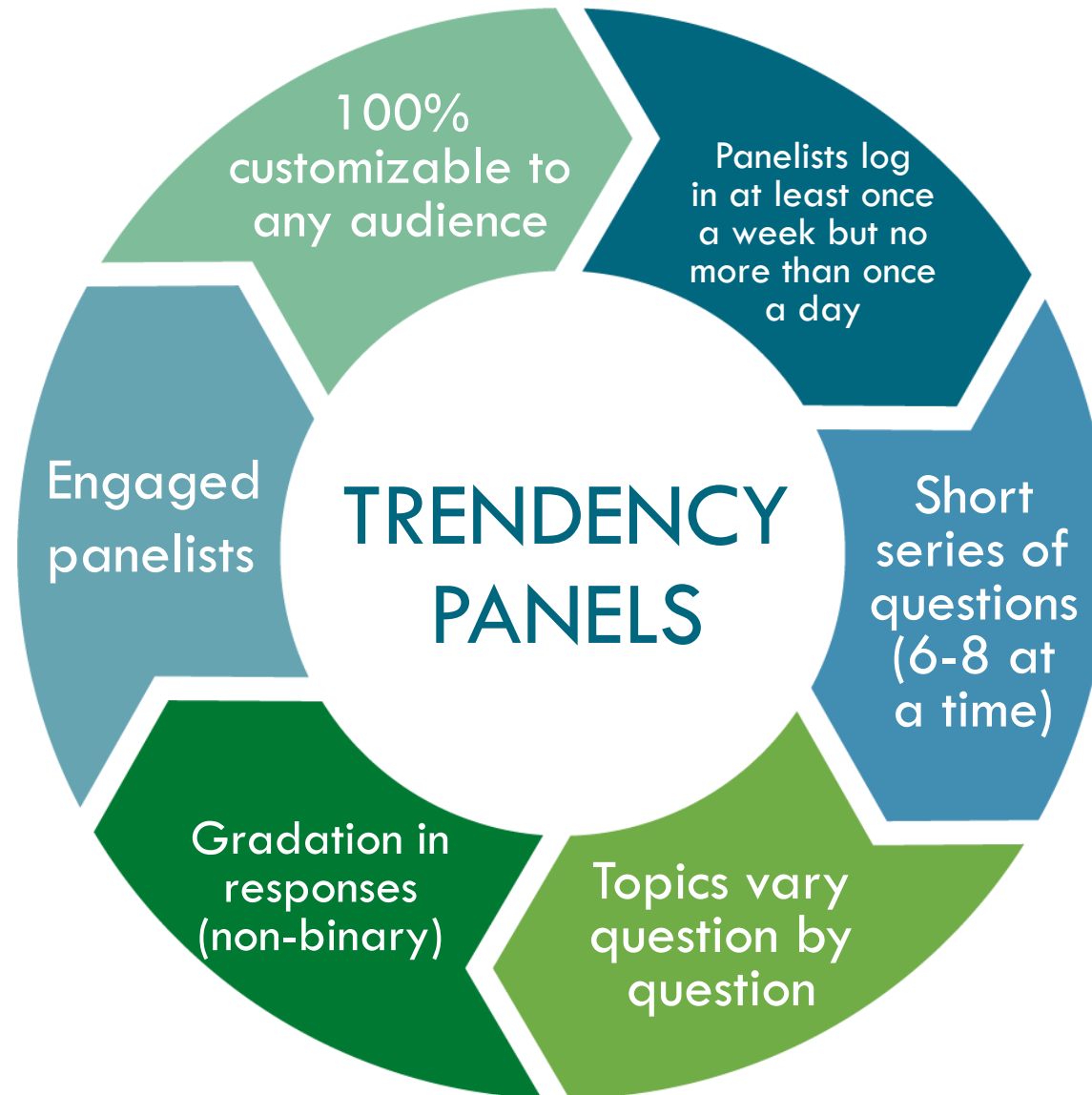
# Traditional Research



# Trendency Data Collection



# The Power of Trendency's Panels

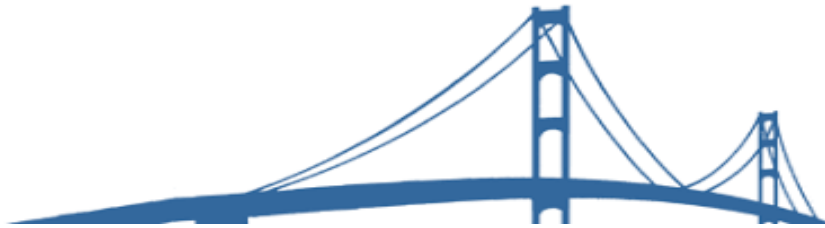




# Trendency And Your Organization



UNDERSTAND WHERE YOUR INTERESTS STAND  
AT ALL TIMES



NEW WAYS TO ENGAGE DONORS,  
MEMBERS, EMPLOYEES, ETC.

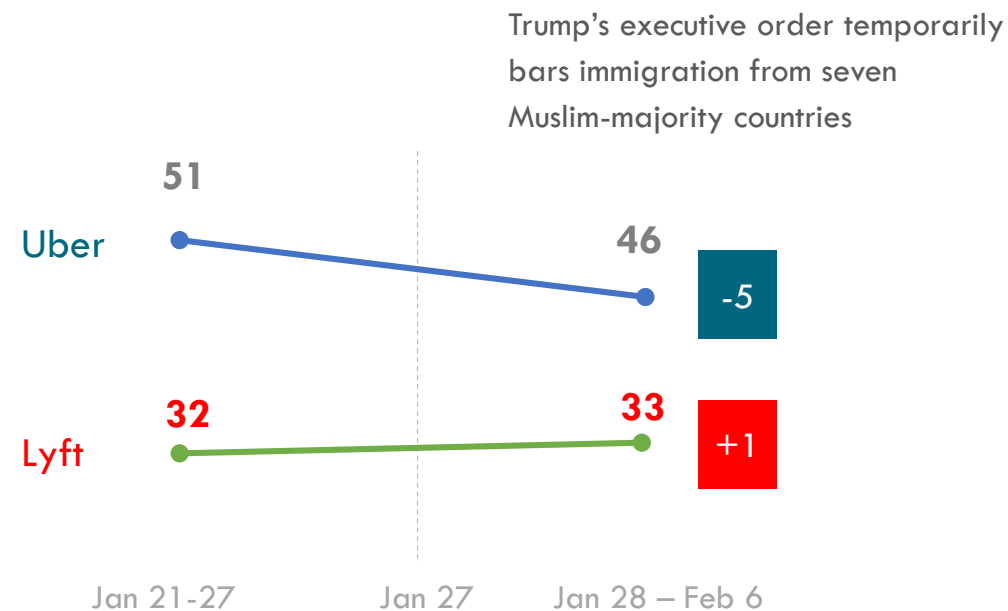


DATA USED AS A COMPETITIVE ADVANTAGE

## Uber's Favorability Drops After Trump's Executive Order on Immigration, but Lyft's See Little Movement

The Current Way  
To Think About (and  
report on) Data

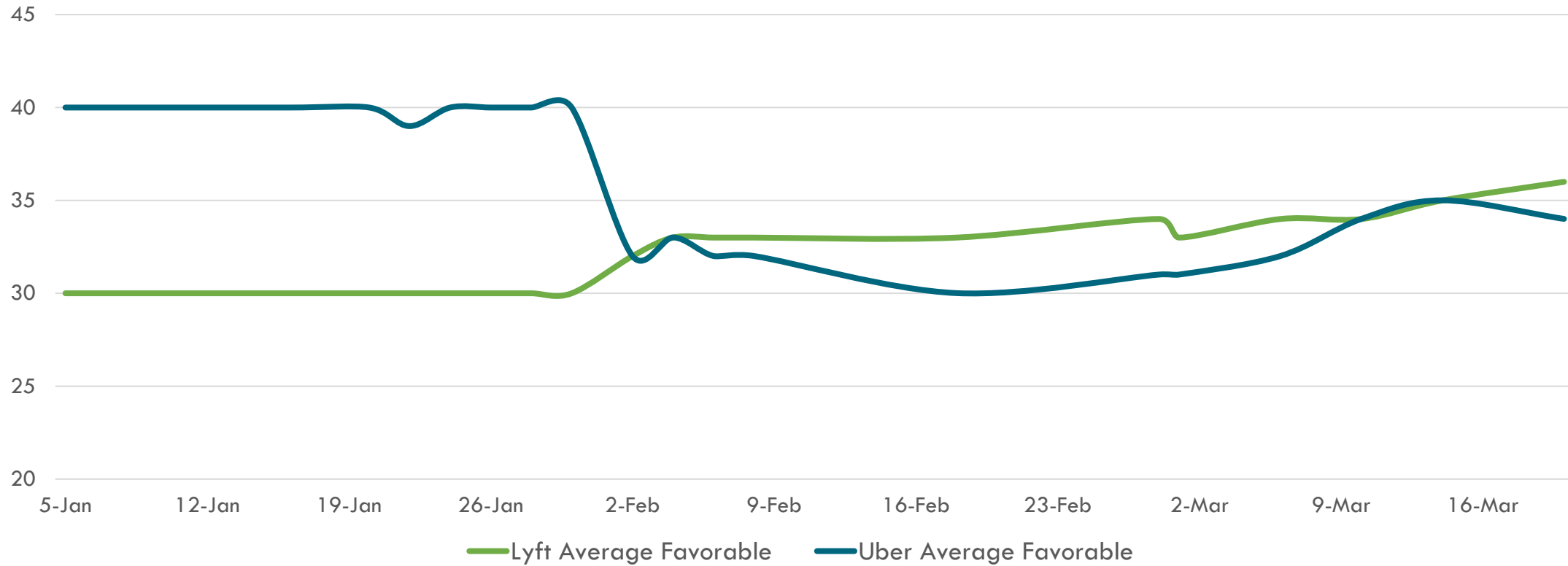
Uber and Lyft favorability ratings (%) among Americans:





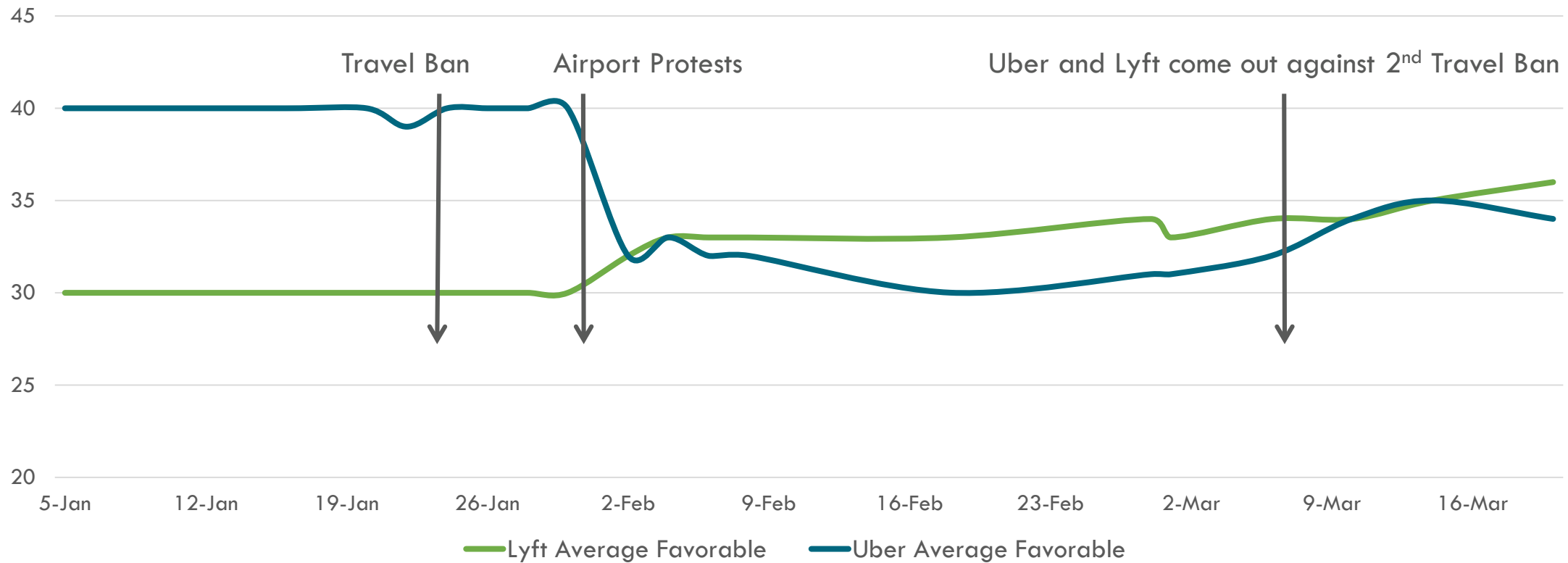
# The Trendency Way

TRENDENCY PANEL: CHANGES IN OPINIONS ON UBER AND LYFT



# Trendency Allows Analysis Even On Unforeseen Events

TRENDENCY PANEL: CHANGES IN OPINIONS ON UBER AND LYFT



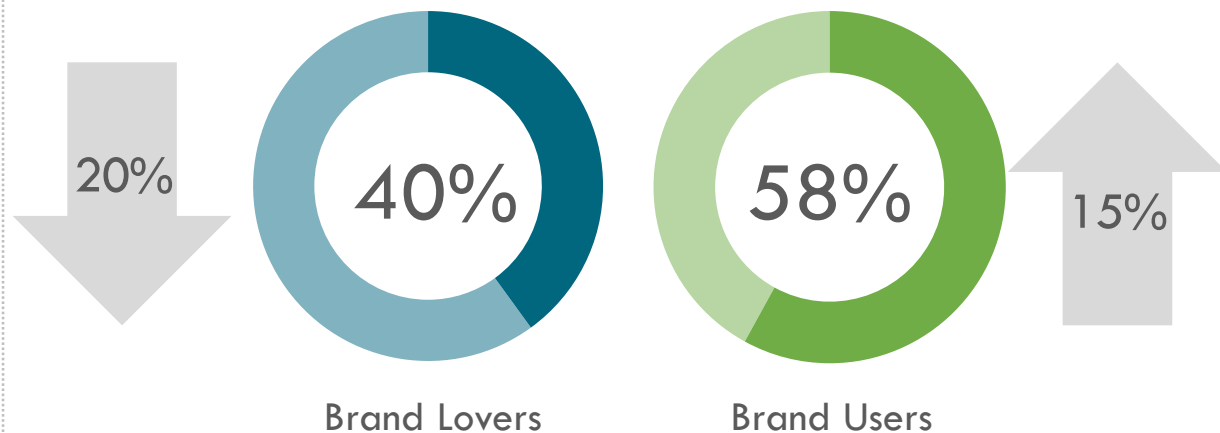
Traditional research provides you static information on a specific data point.

Uber's favorability  
is at  
46%

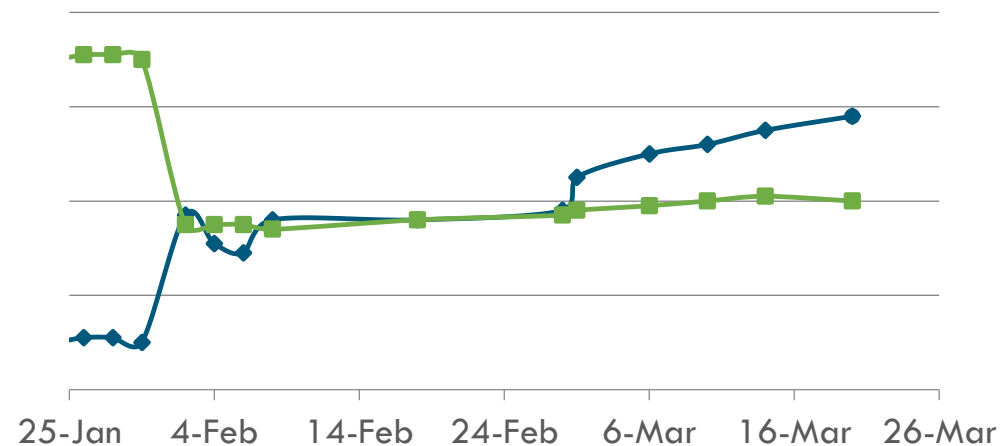
Down  
5 points from  
last month

# Trendency Allows You To Understand Context

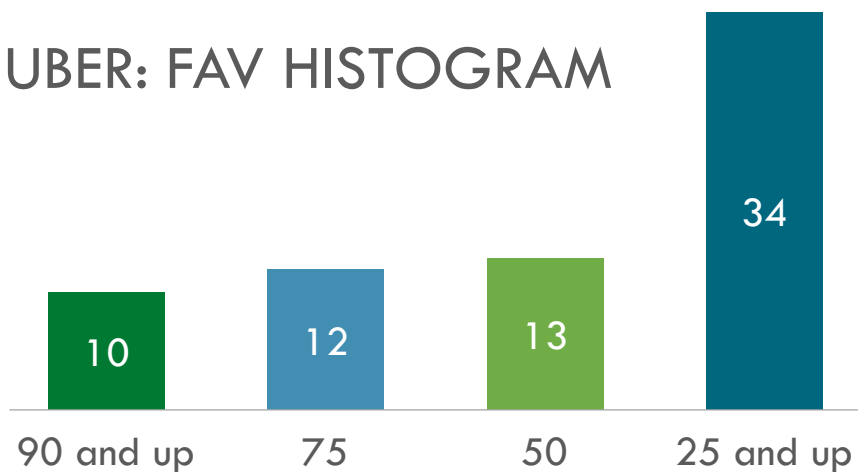
## UBER: BRAND LOVERS vs BRAND USERS



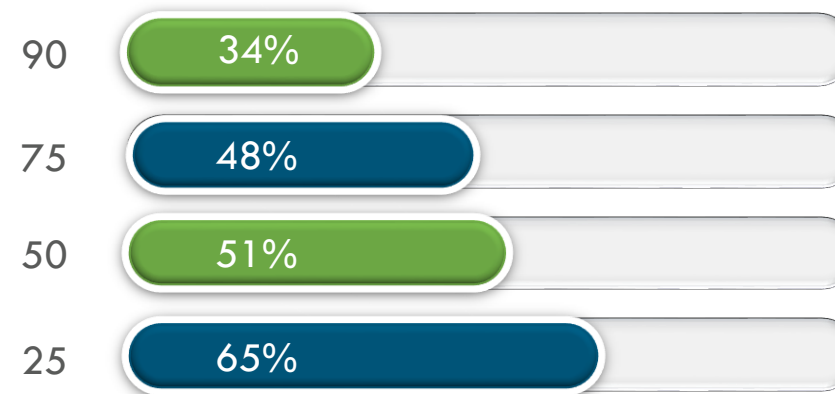
## UBER: BRAND OVER TIME



## UBER: FAV HISTOGRAM



## UBER: FAV THRESHOLDS



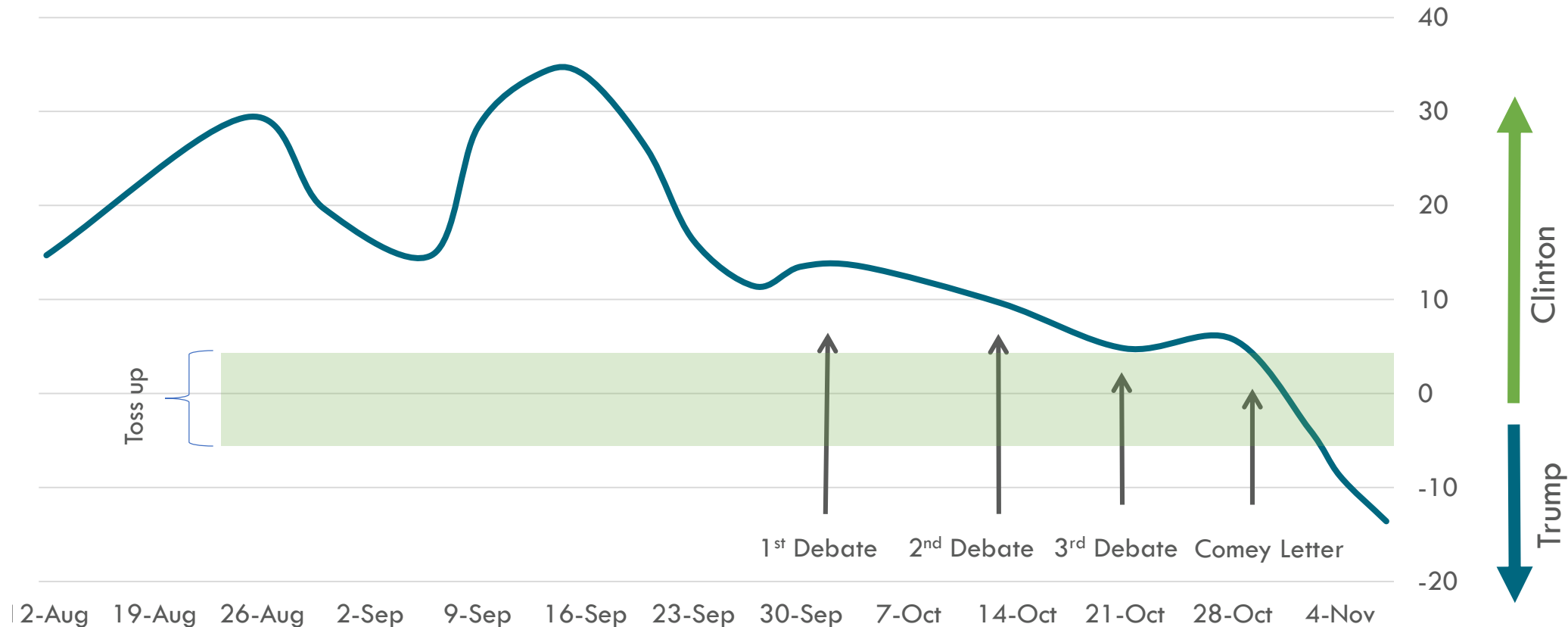
# Trendency is 3-4 Weeks Ahead Of Traditional Polling

2016 Presidential

		Three Months Out	Two Months Out	One Month Out	2 Weeks Out	1 Week Out
WI	RCP/Polling	Clinton +6	Clinton +4	Clinton +6	Clinton +7	Clinton +6
	538	Clinton +11	Clinton +4	Clinton +7	Clinton +7	Clinton +4
	Trendency	Clinton +8	Clinton +4	Clinton +2	EVEN	Trump +1
FL	RCP/Polling	Clinton +1	EVEN	Clinton +2	Clinton +4	Trump +1
	538	Clinton +5	Clinton +2	Clinton +3	Clinton +4	EVEN
	Trendency	Clinton +3	Trump +2	Trump +5	Trump +1	Trump +1
PA	RCP/Polling	Clinton +8	Clinton +6	Clinton +8	Clinton +6	Clinton +5
	538	Clinton +8	Clinton +5	Clinton +7	Clinton +6	Clinton +4
	Trendency	Trump +6	Trump +4	Trump +6	Trump +4	Trump +4

# Just About Everyone But Trendency Missed What Was Happening In Wisconsin

## 2016 Wisconsin: Aggregate Score





Capturing Behavioral Trends Through Innovative Research

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