



trendency
RESEARCH

Where Data Drives **Decisions**

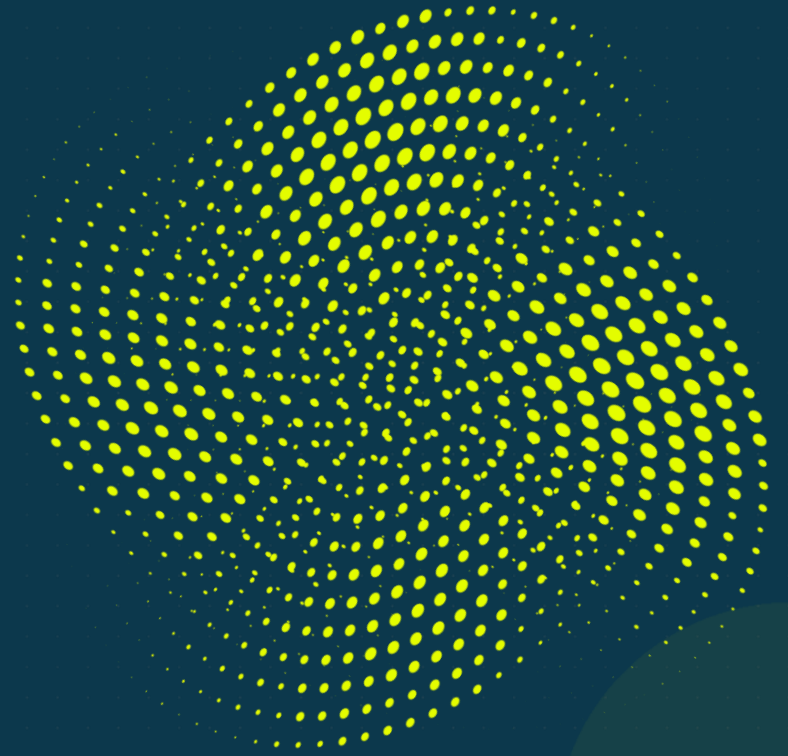
Constituent Insight **Subscription**

Engage. Recognize. Adapt.



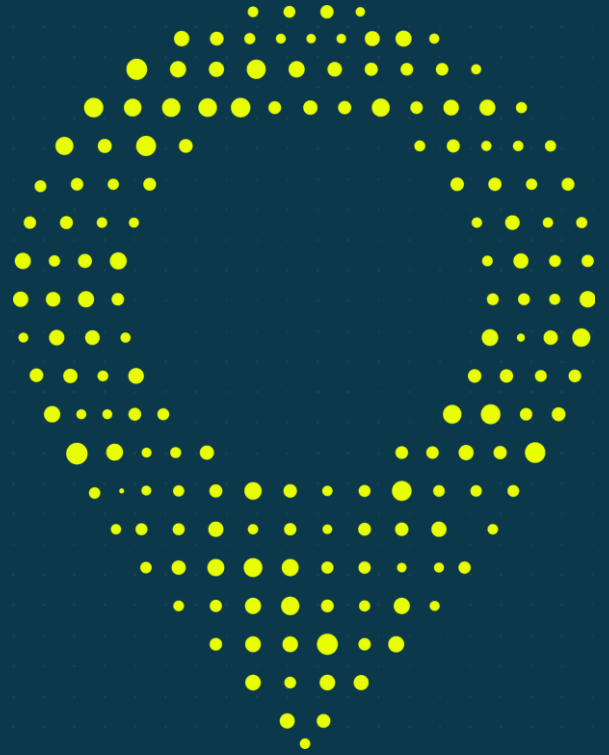
When Every Second Counts

In a world where the landscape is shifting by the hour, understanding the effects of these changes **is a critical piece of success.**



Pioneering Data Insight in **Real-Time**

Unlike other research tools
that just ask questions,
Trendency gives our
clients the ability to **listen**.
Think of it as upgrading
from a paper map to **GPS**.



Trendency helps you **engage** your constituents more effectively, while **uncovering the insights** your office needs.

Trendency places your constituents at the **center of the relationship in an easy-to-use and ongoing dialogue**, allowing them to feel in charge and, in-turn, provide actionable and continuous insights to multiple divisions and departments working within your office.

Senior Staff

Public Relations

Communications and Development

Policy and Legislative Team

Constituent Services

Scheduling and Operations

Our Mission

Trendency goes beyond data, helping you to **drive decisions in real time.**



Live Data Integration: Trendency's platform offers real-time data reporting, unlike traditional models that rely on periodic updates.



Adaptive Methodology: Our methodologies adapt to emerging trends, giving you the most relevant insights always.



Proactive Intelligence: We don't just report on the current state, we provide foresight for the next moves.



Tailored Experience: Customizable dashboards and reports that cater to the specific needs of your business.



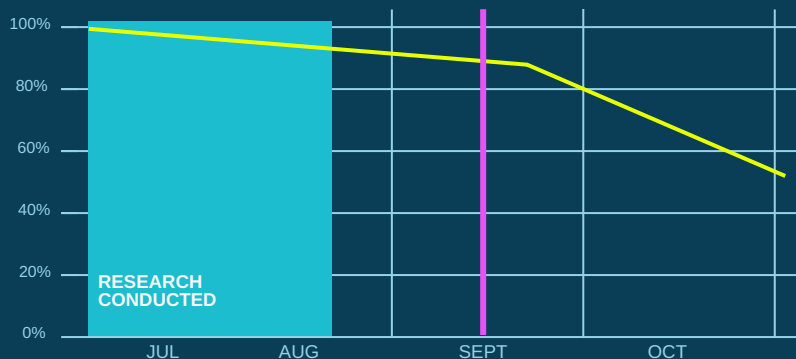
Seamless Actionability: Our insights come with actionable recommendations, making implementation as straightforward as possible.



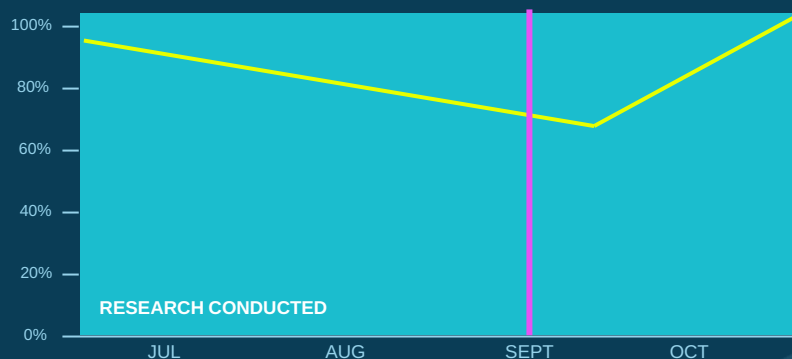
Decisions Based on What Is, Not What Was

Tendency's dynamic system redefines how elected officials perceive and engage with their constituency, effortlessly anticipating shifts while embracing the **dynamic rhythm of the modern world**. In this era of rapid transformation, staying relevant demands constant vigilance, adaptability, and foresight. **Tendency is here to help.**

TRADITIONAL APPROACH



TRENDENCY APPROACH



DECISION POINT

ACCURACY OF INSIGHT

RESEARCH CONDUCTED

trendency **Constituent Insights**

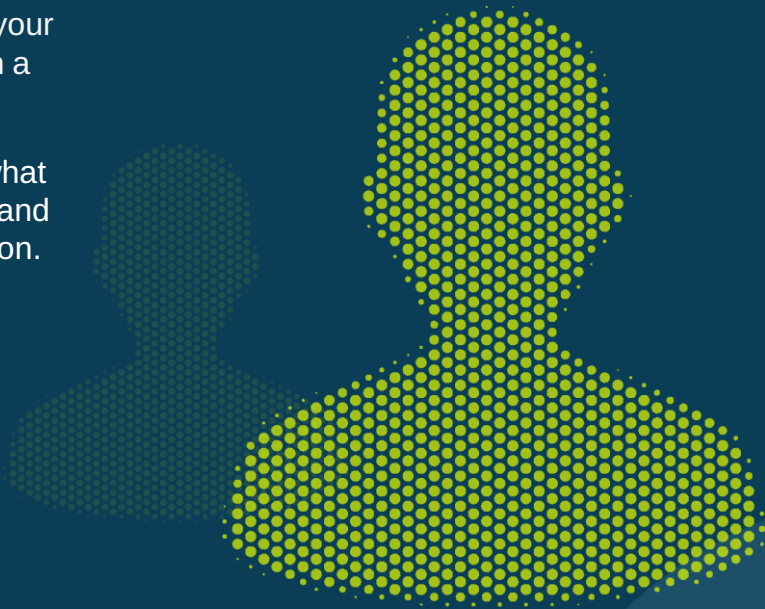
RESEARCH

In a world where a crisis can be one viral moment away, keeping your thumb on the pulse of your constituents can be the difference between a small hiccup and a full-blown disaster.

Our Constituent Insights package ensures that you will always know what your constituents are thinking about your office, how that is changing, and if a crisis arises, whether you are moving the needle in the right direction.

With Trendency's Constituent Insights, you will:

- Always know exactly where you and your office stand.
- Know the moment when it is time to take action.
- Never have to worry about what could be happening.



Subscriptions Built for **Every Office**

	State House & Local Offices	State Senate	US Congress & Large Metro Mayors	US Senate & Statewide Offices
Pre-project consultation	✓	✓	✓	✓
Access to Trendency's proprietary platform	✓	✓	✓	✓
Dedicated POC on Client Success team	✓	✓	✓	✓
Live dashboard updates	Quarterly	Quarterly	Weekly	Daily
Analysis & reporting	Quarterly	Quarterly	Every 6 Weeks	Monthly
Access to pre-determined question set	✓	✓	✓	✓
Access to custom questions			✓	✓
Pricing	<i>Inquire for pricing</i>	<i>Inquire for pricing</i>	<i>Inquire for pricing</i>	<i>Inquire for pricing</i>

Don't
Just Ask...
Listen