Constituent Pulse

TAKE THE PULSE OF YOUR CONSTITUENCY WITH ACCURATE, AFFORDABLE MEASUREMENT

Truly understand the voice of your entire constituency, not just the ones that call your office or show up in your mentions. Now, all congressional offices can take advantage of our polling and analytics technology to track their constituents' viewpoints on any policy proposals, legislative battles, or sentiment on key issues that matter to them. This can inform your constituent services, communications operations, and legislative development.

Problem

Members of Congress and their staff have been needlessly hamstrung from utilizing modern polling technology to gain valuable feedback from their constituents on an array of pertinent issues. Not only was this critical form of constituent communication not included in the old Franking Rules, but it was also not cost-effective for most congressional budgets – until now.

Impact

Want to know how your constituents feel about a major upcoming vote your office will have to take? Or you want to know which issues matter most to your constituents versus the national averages? Want to understand the impact at home of a potential piece of legislation?

Members of Congress, legislative, and communications staff can now leverage near real-time polling data within their congressional district or statewide boundaries to inform their official operations, measure constituent trends, and identify communications opportunities – and much more.

Fix

Expansions to Member's Representational Allowance (MRA) combined with recent changes to Franking Rules have modernized how you are able to take the 'pulse' of constituents within your state or district. Every Member of Congress can now get high-quality, granular data in a timely and cost-effective method that accurately represents sentiment among ALL your constituents – not just the loudest or most well-funded groups. Not only that, but we deliver all the data (Insights and Analysis Deck, Toplines, and Crosstabs) in an easy-to-understand format that identifies the most compelling insights and trendlines and gives you a clear (and granular) understanding of your constituency.

Your Office Can Leverage

- ✓ Multi-mode Polling
- ✓ Emotive Analysis
- ✓ District/Statewide Policy Tracking
- ✓ Message Testing

Investment

Due to the affordability of our services and the average size and density of most congressional clients we work with, projects can vary in price based on variables like number of questions polled, sample size, and additional project complexity – but get in touch with us and we'll work up a custom quote for your consideration.

The team at Constituent Pulse is comprised of experts from across polling and public affairs space. Many of us are former congressional staff with decades of experience on Capitol Hill and on the campaign trails. Our mission is to bring district/statewide and D.C. staff the most accurate and affordable options to leverage our technology to bolster your constituent communications and track what matters most to them.