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# Introduction to AudienceLens

04/01/2026 2:13 pm EDT

AudienceLens does just one thing and does it very well: audience analysis. It's an interactive tool that goes beyond aggregate data. It's designed for simplicity and ease of use. Within minutes, you will be able to dive deeply into the data to uncover actionable insights across a diverse range of interests and intents.

The screenshot displays the AudienceLens interface. At the top, there are three filter sections: 'Audience' with a dropdown set to 'CivicScience Network', 'Baseline' with a dropdown set to 'US Adults', and 'Date Range' with a dropdown set to 'Last 30 Days'. Below these filters is a horizontal navigation bar with tabs for 'Demographics', 'Location', 'Brand Favorability', 'Interest', 'Purchase Intent', and 'Consumption'. A status bar below the navigation bar shows the text: 'All respondents in CivicScience Network compared against weighted baseline US Adults from Jun 18, 2024 to Jul 17, 2024'. To the right of this text are two buttons: 'Index' and 'Composition'.

In AudienceLens, you have the ability to:

- Use pre-defined and indexed audience groups
- Perform audience comparisons
- Create audiences
- Follow audience groups & trends
- Push insights to follow preferences

All of the above are presented in a fast, intuitive, mobile-friendly user interface surfacing real-time data.

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# What is an index?

04/01/2026 2:12 pm EDT

An index is a statistical measure used to compare the concentration of a characteristic within a target audience to a reference population. It can help us understand the relative signification of a trait, behavior, or attribute within the target audience compared to a benchmark population.

To calculate an index, we divide the proportion of the target audience with the characteristic by the proportion of the reference population with the same characteristic, then multiply by 100 to get a percentage.

$$\text{Index} = \left( \frac{\text{Proportion of Target Audience}}{\text{Proportion of Ref. Population}} \right) \times 100$$

The baseline for AudienceLens is always the general population with an index of 100.

An index value greater than 100 suggests that the characteristic is more prevalent in the target audience than in the reference population.

An index value of less than 100 tells us that the characteristic is less prevalent in the target audience than in the reference population.

If we see an index value of 100, the prevalence of the characteristic is the same in both the target audience and the reference population.

Indexes are commonly used in audience analysis to identify key demographics, behaviors, preferences, or other attributes that differentiate a target audience from the general population. Marketers may then tailor their messaging, products, and services to better meet their audiences' needs and interests.

*If you see "NA" for an index value, that means the chosen combination is outside our valid scoring threshold.*

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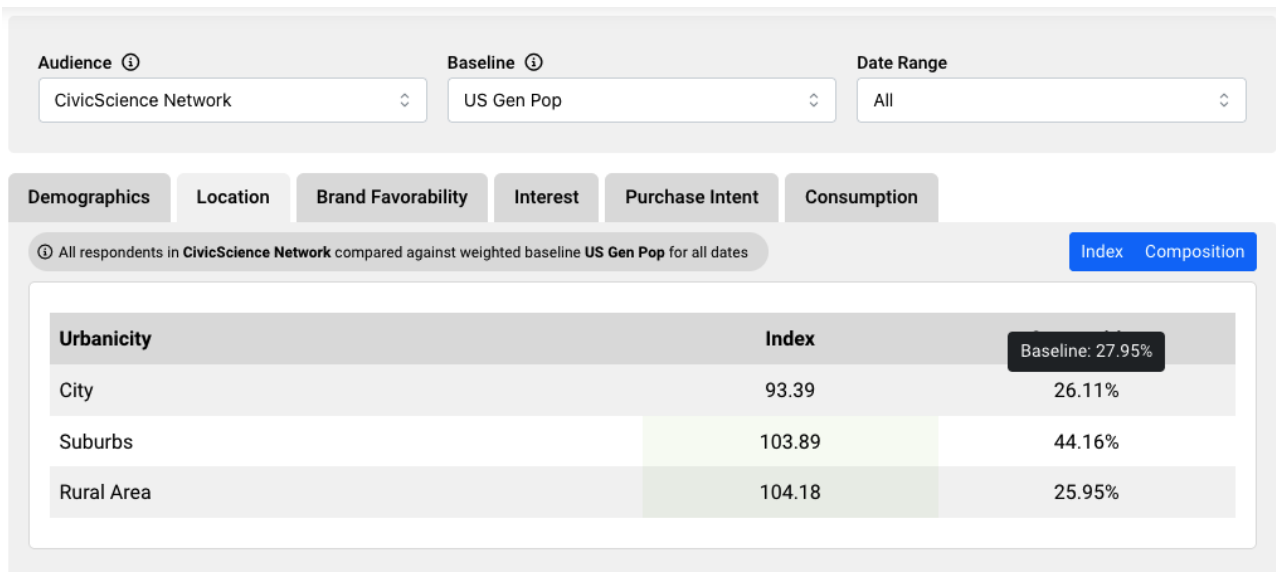
# Reading the composition figure

04/01/2026 2:12 pm EDT

When you look at any AudienceLens tab, you'll see the *Composition* column beside the *Index* column. So, what does composition represent?

The composition is the percentage of the selected audience (not the baseline) for that attribute. In the image below, city dwellers represent 26.11% of the chosen audience.

If you hover over the composition figure, you will see the baseline figure, too. In this image, the baseline for city dwellers is 27.95%.



# Attributes

04/01/2026 2:12 pm EDT

There are six attributes available in AudienceLens.

**Demographics:** CivicScience obtains demographic information from consumers' direct answers to questions.

**Location:** Urbanicity is established through answers to questions. Geography is extrapolated from a respondent's IP address.

**Brand favorability:** Respondents' attitudes toward various brands are established by asking specific questions.

**Interest:** Our [interest attributes](#) article explores the factors that determine those.

**Purchase intent:** The factors that determine purchase intent are explored in our [purchase intent](#) article.

**Consumption:** Here, we target respondents' interactions with specific categories. This enhances our understanding of consumer behaviors and preferences.

---

# Interest attributes

04/01/2026 2:13 pm EDT

The interest attributes are as follows:

Interest	Attributes
Automotive	<ul style="list-style-type: none"><li>• Frequently attends car shows</li><li>• Identifies car purchase influencers</li><li>• Currently owns or leases a car</li><li>• Expresses behaviors around car repairs</li></ul>
Economy	<ul style="list-style-type: none"><li>• Frequent followers of financial and economic news</li></ul>
Food & Drink	<ul style="list-style-type: none"><li>• Follows trends and current events for food and cooking</li><li>• Seeks out new foods and trends</li><li>• Expresses the importance of food in daily life</li><li>• Consumes alcohol, coffee, or other beverages frequently</li></ul>
News & Politics	<ul style="list-style-type: none"><li>• Reads political blogs or news frequently</li><li>• Follows local or state political news</li><li>• Reads political news more than they once did</li></ul>
Elections	<ul style="list-style-type: none"><li>• Expresses voting preferences for House of Representative, Senate or Presidential candidates and primaries</li></ul>
Political Issues	<ul style="list-style-type: none"><li>• Follows politics closely</li><li>• Are intrigued by the American political climate</li><li>• Expresses social, economic, and political issues of most importance as related to the 2024 election cycle</li></ul>
Personal Finance	<ul style="list-style-type: none"><li>• Follows business/finance news</li><li>• Manages money well.</li></ul>
Real Estate	<ul style="list-style-type: none"><li>• Follows trends in home design and improvement</li><li>• Intends to purchase a home in the next year</li></ul>
Sports	<ul style="list-style-type: none"><li>• High level of interest in sports</li><li>• Share sports news on social media</li><li>• Watches sports on television frequently</li></ul>

Television	<ul style="list-style-type: none"><li>• Watches more than 1 hour of television per day</li><li>• Expresses the high importance of television in their lives</li></ul>
Travel	<ul style="list-style-type: none"><li>• Expresses that travel is a passion</li><li>• Frequently travels to other countries</li><li>• Considers travel experience level as average or expert</li></ul>

---

# Purchase intent attributes

04/01/2026 2:13 pm EDT

The purchase intent attributes are as follows:

Category	Attributes
Entertainment	<ul style="list-style-type: none"><li>• Pays to watch entertainment content via website subscriptions</li><li>• Frequently goes to movies, sporting events, live music, or comedy events</li></ul>
Automotive	<ul style="list-style-type: none"><li>• Likely to buy or lease a car in the next 90 days</li></ul>
Finance or Insurance	<ul style="list-style-type: none"><li>• Likely to purchase a home in the next year</li><li>• Likely to switch insurance companies, get a personal loan, or switch banks in the next 6 months</li></ul>
Home and Garden	<ul style="list-style-type: none"><li>• Follows trends in home design and improvements</li><li>• Planning to make eco-friendly improvements to residence</li><li>• Planning to purchase furniture in the next 6 months</li></ul>
Travel	<ul style="list-style-type: none"><li>• Planning some kind of travel in the next month (camping, cruise, airplane, car trip, outdoor activities)</li></ul>

---

# Getting started in the InsightStore

04/13/2026 8:58 am EDT

So, you've just begun to explore the InsightStore! We know it can seem overwhelming. Let's talk about where you might want to start.

The [landing page](#) is our "front door," so to speak. It gives you an easy way to access the various parts of the InsightStore. Let's start there with a video that explores it.

Your browser does not support HTML5 video.

The most fundamental unit of knowledge in the InsightStore is the [question](#), so let's look for one. Here's a step-by-step explanatory video.

Your browser does not support HTML5 video.

Once you've discovered an intriguing question, you can explore how respondents answered it by clicking on the question's text to access its [details page](#). There's a wealth of information there, so we've created another video that thoroughly explores the details page.

Your browser does not support HTML5 video.

The next thing you might want to try is creating a [dashboard](#) to share the insights you found regarding that question. There are three ways to create a new dashboard, but we will start with the simplest option. We have, you guessed it, a video to demonstrate how!

Your browser does not support HTML5 video.

Finally, [crosstabs](#) and reports provide an additional way to view data. Take a look at this video on creating a new crosstab. There are also several types of [reports](#) you can utilize.

Your browser does not support HTML5 video.

We've just begun to scratch the surface of the InsightStore in this article, but you can find an unparalleled wealth of information there. [Please reach out](#) if you need any assistance.

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# Webinar videos

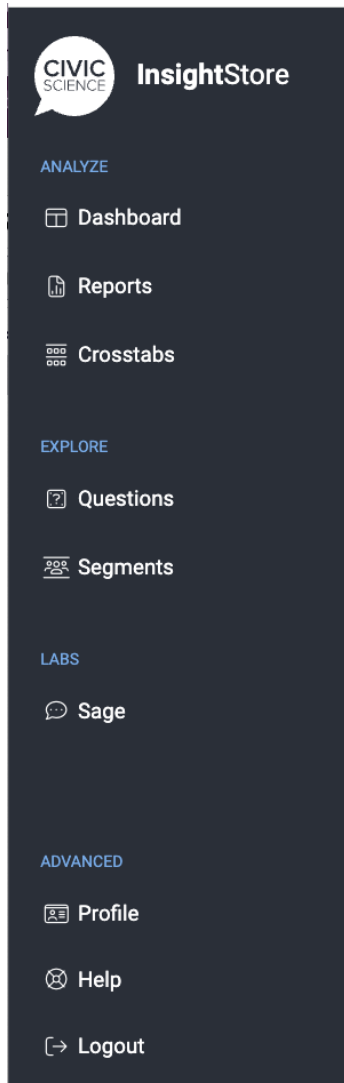
05/20/2026 8:27 am EDT

In 2024, we hosted a series of brown-bag webinars on various topics.

- October 16, 2024: [Segment enhancements](#)
  - July 31, 2024: [Strategic storytelling with data](#). Here are the [slides](#).
  - March 15, 2024: [Dashboards](#)
-

# Moving from InsightStore 1 to InightStore 2 for data clients

01/12/2026 10:58 am EST



Welcome to InsightStore 2!

You don't need to do anything other than update your bookmarks. The address for IS2 is <https://insightstore.civicscience.com>. All your reports and dashboards are still here. IS2 makes it easier to access them, with more transparent navigation and better filters. We have also added some nice new features.

You'll be on the [IS2 landing page](#) when you log in. The new "Pick up where you left off" tool bookmarks the dashboards, reports, and other items you worked with most recently. Otherwise, the landing page collects resources such as syndicated and industry dashboards and our most recent news and insights articles. There are links to JD's podcast and his weekly "What we're seeing" emails.

You'll quickly notice that instead of having the menus at the top of the screen, there are links to primary areas of the InsightStore in the [left navigation pane](#).

Once you enter each area, you'll find expanded filtering possibilities. For example, you can filter dashboards by date, apply a segment, or apply a weighting scheme.

We added [crosstabs](#) in IS2. They are a powerful tool for exploring data.

You can [filter the list of questions](#) by type, permissions, favorites, timing, format, dates, responses, tags, or taxonomy. We've added many filters to the [question details page](#) and expanded the search filters on the [question compare page](#).

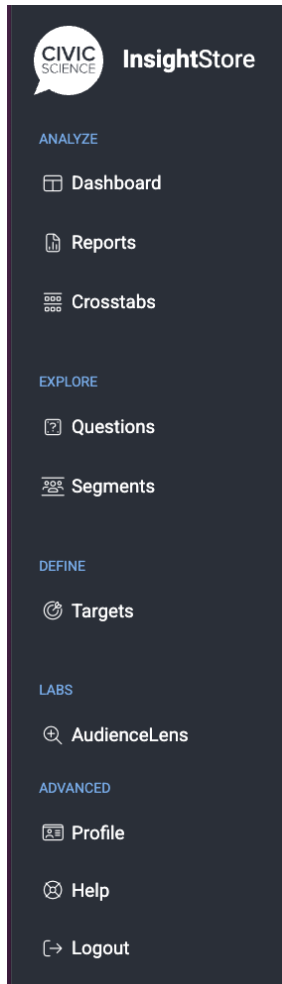
We've added [IAB taxonomy](#) for questions. Also, timeview capability is enabled for every question.

The [segment](#) search has also been improved significantly. And you can favorite segments!

[Here's a quick rundown of the changes.](#) □

# Moving from InsightStore 1 to InsightStore 2 for media partners

01/12/2026 4:02 pm EST



Welcome to InsightStore 2!

You don't need to do anything other than update your bookmarks. The address for IS2 is <https://insightstore.civicscience.com>. All your reports and dashboards remain available. IS2 makes them easier to access, with more precise navigation and improved filters. We have also added some nice new features.

You'll be on the [IS2 landing page](#) when you log in. The new "Pick up where you left off" tool bookmarks the dashboards, reports, and other items you worked with most recently. Otherwise, the landing page collects resources such as syndicated and industry dashboards, as well as our most recent news and insights articles. There are links to JD's podcast and his weekly "What we're seeing" emails.

You'll quickly notice that instead of having the menus at the top of the screen, the left navigation pane contains links to the primary areas.

Once you enter each area, you'll find expanded filtering options. For example, you can [filter dashboards](#) by date, apply a segment, apply a weighting scheme, or use target and network filters. New target and network filters are also available in some dashlets.

We've added target and network filters to [multiscore](#) and [multitimeview](#) reports.

We added [crosstabs](#) in IS2. They are a powerful tool for exploring data.

You can [filter the list of questions](#) by type, permissions, favorites, timing, format, dates, responses, tags, or taxonomy. We've added many filters to the [question details](#) page and expanded the search filters on the [question compare](#) page.

We've added the [IAB taxonomy](#) for questions. Also, timeview capability is enabled for every question.

The [segment](#) search has also been improved significantly. And you can favorite segments!

You will also find a link to [AudienceLens](#), our consumer insights tool, in the [navigation pane](#).

Here's a quick rundown of the changes. □

# InsightStore 2 landing page

11/05/2025 6:52 am EST

When you log in to the [InsightStore](#), you will be on the landing page. It provides an easy way to access various areas of the InsightStore.

Welcome, [User Name]

Pick up where you left off...

## Explore Questions



Custom



Favorites



New



All

Your first name and the name of your organization are displayed in the upper right corner of the landing page.

## Pick up where you left off

Under *Welcome*, you can use the dropdown menu to return to projects you've recently worked on. Your list will be uniquely yours.

Welcome, Your Name

✓ Pick up where you left off...

Question List

Scorecard: New US Reopening (Age+) (01/29/2022 Updated)

Segment List

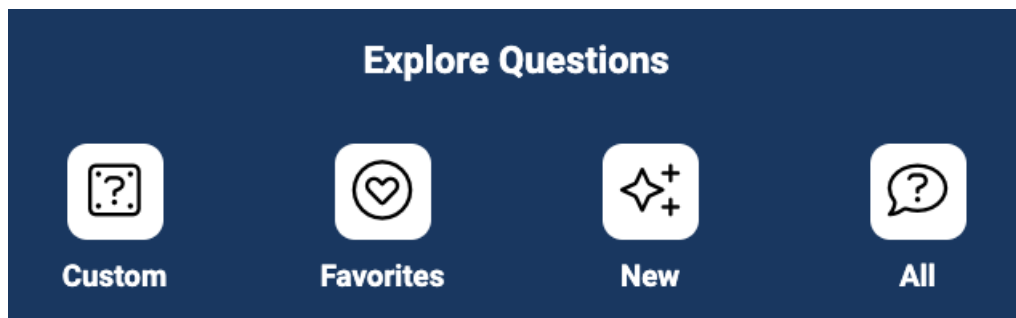
Report List

Scorecard: Media Trends- Q3 2022

Question: How far along are you in your holiday shopping? : TimeView

## Explore questions

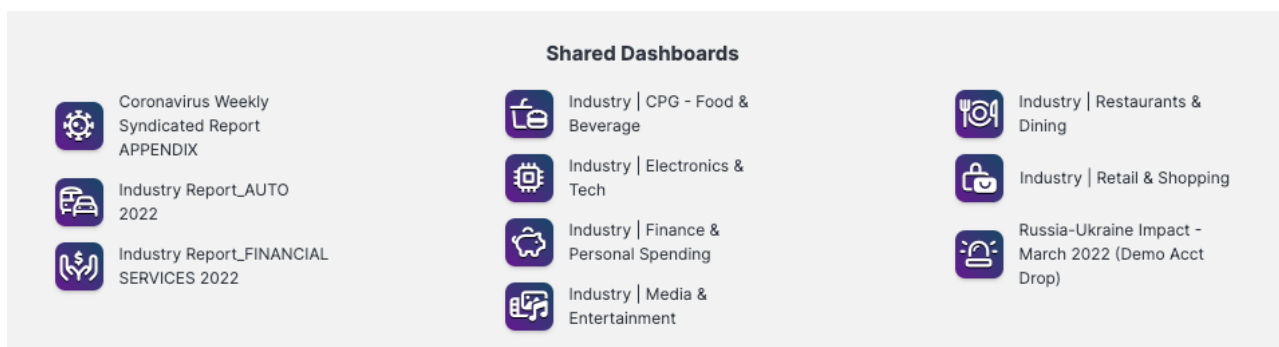
Below the *Pick up where you left off...* section, you'll see *Explore Questions*, which has four buttons used to access our question library.



- *Custom* takes you to a list of the custom questions launched by your account
- *Favorites* brings up the list of those questions you've marked as favorites
- *New* shows you a list of the latest value and profile questions added to the InsightStore that have more than 1000 responses
- *All* goes to the complete list of value and profile questions

## Shared dashboards

Below the *Explore Questions* section, there is a *Shared Dashboards* area. The icons here allow you to navigate quickly to some of the most referenced syndicated and industry dashboards CivicScience has constructed for use by all clients and media partners. This list is subject to change. Click on the icon next to the dashboard name to open that dashboard.



## News and insights

Here, you'll find links to the most recent reports from the CivicScience *News and Insights* page and a link to the page on which they are archived.



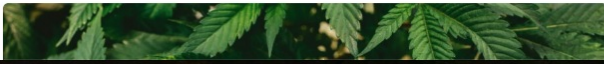
[Breaking News](#) [General](#) [Politics](#) [Retail](#)

**3 Things To Know: The Impact of Non-Compete Agreements, Rare Bipartisan Support for Biden, and Key Loyalty Program Expectations**



[General](#) [Healthcare & Lifestyle](#)

**When It Comes to Emotional Well-Being, Moms Finish Last**



## Communications from John Dick

Finally, we have the archive of the most recent weekly newsletters from our CEO, John Dick, who shares the latest insights generated from our data every Saturday morning. Click on the title to open a new tab with its text. If you wish to go to the full archive, use the open link icon to the right of *What We're Seeing*.

Underneath the email links, you will find John's podcast, *The Dumbest Guy in the Room*, on Spotify.

### What We're Seeing [↗](#)

Weekly newsletter of latest insights gleaned from our exclusive data

February 25, 2023

[We've Become Incessantly Impatient](#)

January 21, 2023

[Investing In Friendships](#)

February 18, 2023

[This Is Where We Are](#)

January 14, 2023

[Creatures Of Our Tribes](#)

February 11, 2023

[Greetings From West Palm Beach](#)

January 9, 2023

[So Much For Easing Into 2023](#)

February 4, 2023

[Resonating With Gen Z In Ads](#)

December 31, 2022

[What We're Reading, Watching, And Listening To](#)

January 28, 2023

[Big Things Are Coming](#)

December 24, 2022

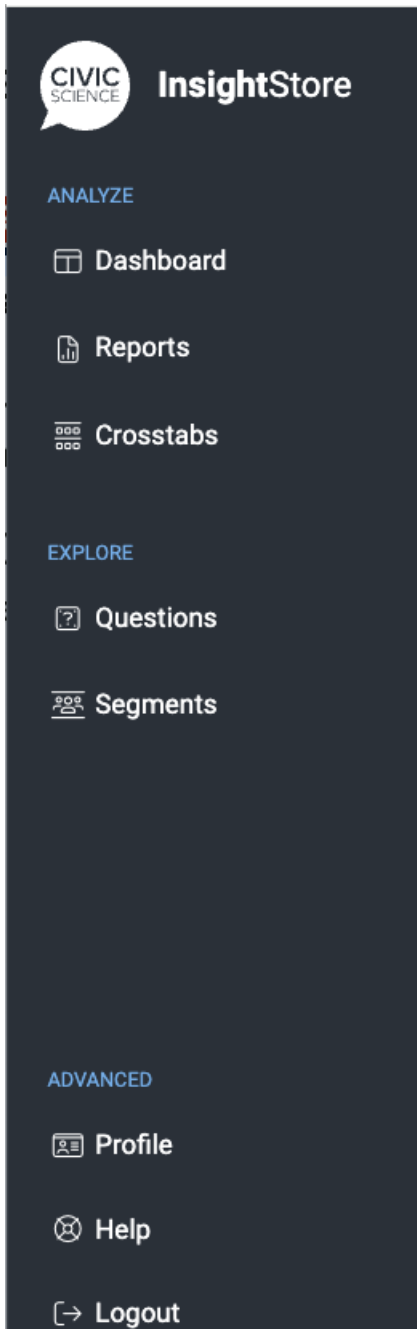
[I Love Christmas](#)

### Want more?

[Listen to \*The Dumbest Guy in the Room\*](#); The Podcast Where Data Meets Life

# Navigation pane

01/12/2026 4:12 pm EST



Our navigation pane is on the left side of every page. The logo and the *InsightStore* title are links to the landing page.

The small expanding caret to the right of the *InsightStore* title collapses the navigation pane to a narrow view that only displays group names and icons. If you hover over an icon, you'll see its label.

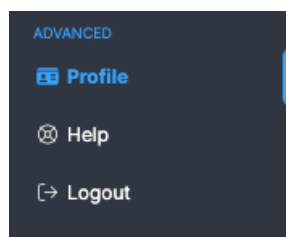
To expand the navigation pane again, use the expanding caret to the right of the CivicScience logo.

The second section of the navigation pane, titled *Analyze*, has links to the [Dashboard](#), [Reports](#), and [Crosstabs](#) areas.

Under *Explore* are links to the [Questions](#) and [Segments](#) sections of the InsightStore.

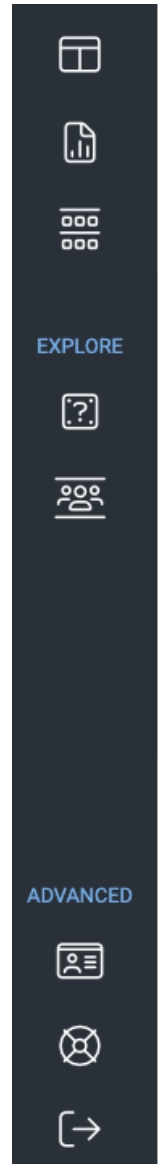
*Advanced* (way down toward the bottom) gives us [Profile](#), [Help](#), and [Logout](#) links. Use [Profile](#) to view or access [Account Management](#) functions. [Help](#) links to this knowledge base and a link for [contacting our support personnel](#). [Logout](#) will sign you out of your account.

After you leave the landing page, you will find that the navigation bar highlights your current section in blue. Here, I'm in the *Profile* section.



extra links.

If you're a media partner, your navigation bar will include a few



# Video: IS2 landing page

05/07/2024 1:39 pm EDT

This video explores the InsightStore 2 landing page.

Your browser does not support HTML5 video.

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# Video: IS2 landing page for media partners

01/31/2024 1:18 pm EST

This video explores the InsightStore 2 landing page for media partners.

Your browser does not support HTML5 video.

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# Introduction to account and user management

11/05/2025 6:55 am EST

The InsightStore's features make managing your account (aka organization) and its users easy.

- [Accounts/Organizations](#)
    - [Basic account/organization information](#)
    - [Users](#)
      - [Adding new users](#)
      - [New user registration process](#)
      - [User permissions](#)
      - [Reinviting a user](#)
      - [Removing a user](#)
      - [Your user account](#)
        - [Updating your user information](#)
        - [Password reset requests](#)
        - [Notifications](#)
        - [Upgrade account](#)
    - [User groups](#)
      - [Creating user groups](#)
      - [Editing user groups](#)
      - [Deleting a user group](#)
    - [Default account/organization settings](#)
    - [Switching accounts](#)
-

# Accounts/organizations

11/05/2025 6:57 am EST

Your organization will be set up as an account by your account manager. If your organization has subsidiaries, they will be set up as child accounts. For instance, if Major Media owned multiple television stations or publications, it would be set up as the primary account. A child account would be created for every property.

If you have access to multiple accounts, you may need to [switch between them](#).

---

# Basic account/organization information

11/05/2025 6:59 am EST

The *Basic Information* tab shows the name of your account or organization in our system. If your organization's name changes, it can be updated here by any account member with admin permissions. *However, if a name change is needed, it is best to contact your account manager.*

## Profile

Logged in as [redacted] for organization [redacted]

Your Account    **Your Organization**

- Basic Information**
- Users
- User Groups
- Default Settings

### BASIC INFORMATION

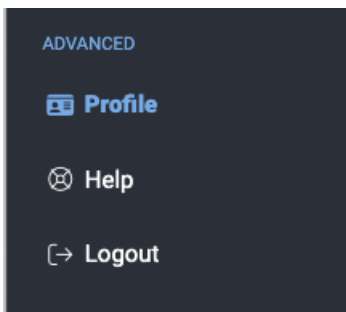
Organization Name \* :

# Users

01/25/2026 5:34 pm EST

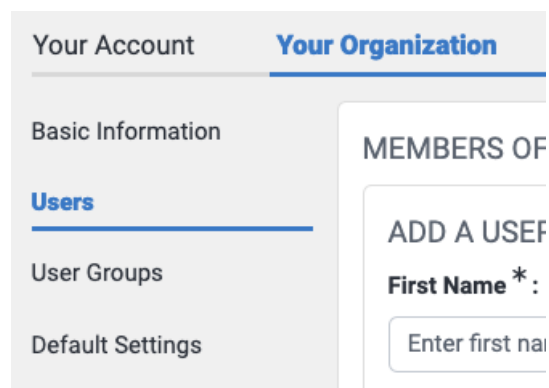
The members of your account/organization are referred to as users.

All current users in your account appear on the *Users* page.



To get to it, click *Profile* in the lower left navigation bar.

On the *Profile* page, select *Your Organization*, then *Users*.



From this page, you can [invite new users](#), [edit existing users' permissions](#), [remove users](#), and [reinvite users](#).

# Adding new users

01/25/2026 5:37 pm EST

To add a new user, go to the Users page. To get to it, click on *Profile* in the lower left navigation bar. On the *Profile* page, select *Your Organization*, then *Users*.

You'll see this form.

## MEMBERS OF THIS ACCOUNT

**ADD A USER**

**First Name \***:  **Last Name \***:

**Email \***:

**Administrator** users can manage organization settings, write new questions, and invite others to join the organization.

**Researcher** users can explore results, but they cannot make changes. Researchers may be granted write access to certain items shared individually.

**User has contract signing privileges**

<input type="text"/>	Administrator	×
<input type="text"/>	Researcher	×
<input type="text"/>	Administrator	×
<input type="text"/>	Administrator	×
<input type="text"/>	Administrator	×

## User Types

There are two user types: *Administrator* and *Researcher*. Each user is associated with one user type. The user type is selected when a new user is invited and can be changed later by an administrator.

Administrators can perform all system tasks, including managing account settings, writing new questions (if your account permits that), and inviting others to join the account.

Researchers cannot create or deploy questions, manage account settings, or invite others to join the account. They can, however, create dashboards, segments, and reports and share them with others.

## Contract Signing Privileges

If the organization is a media partner and our database does not yet reflect a signed contract, the *User has contract signing privileges* field (marked in yellow in the image below) needs to be checked for a user who can sign contracts for your organization.

- Administrator** users can manage organization settings, write new questions, and invite others to join the organization.
- Researcher** users can explore results, but they cannot make changes. Researchers may be granted write access to certain items shared individually.
- User has contract signing privileges**

## Inviting a New User

To invite a new user, provide their first name, last name, and email address in the *Add a User* form. Select their user type, then click *Save*.

The new user will receive an invitation via email. They **must follow the instructions in that email** to be added to your account.

---

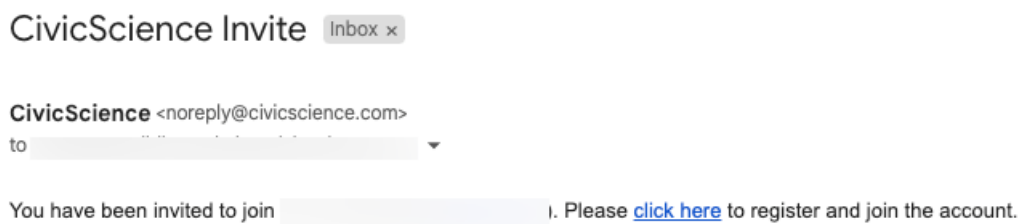
# New user registration process

01/25/2026 10:43 am EST

After being invited to the InsightStore, new users will receive two emails. To gain access, the invited user must follow the instructions in the email. Both messages will be sent from [noreply@civicscience.com](mailto:noreply@civicscience.com).

## First email

The first email sent to the new user will be similar to this:



What if there's no link in the invitation message?

## Registration screen

After clicking on the *click here* link in the first email, the user will be taken to this screen:

The registration screen features the CivicScience logo at the top left. It contains four input fields: "First Name", "Last Name", and "Password" (with a toggle icon for visibility), and a "Preferred Language:" dropdown menu currently set to "English". A blue "Register" button is positioned below the language selection.

They will enter their first name, last name, and password, then click the *Register* button.

After clicking the *Register* button, they will see the message *Account registered, please check your email for a confirmation email*.

✓ Account registered, please check your email for a confirmation email.

## Second email

The second email will look like this:


**CivicScience** <noreply@civicscience.com>  
to [redacted]

Thank you for signing up for the InsightStore. Your registration is nearly complete

Please [click here](#) to activate your account.

## Login screen

After using the *click here* link in the second email, the user will be taken to this login screen:



Email or Username

Password

**Login**

Don't have an account? [Create one now.](#)  
Forgot password? [Reset](#)

[Help & FAQ](#)  
[Contact Us](#)

InsightStore © 2023, CivicScience

To access the InsightStore, the user enters their username (email address) and password<sup>1</sup> and clicks the *Login* button.

## Terms of Service

Most new users see the [Terms of Service agreement](#) after logging in. After agreeing, the user will not see that screen again.

## Contract

Contract signers will see the contract first. After they agree to that, they will see the Terms of Service.

---

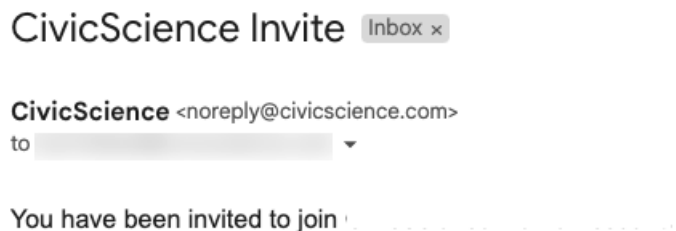
1. The password must [meet these requirements](#).



# Invitations without a link

01/25/2026 10:32 am EST

There are two situations where a new user will receive an invitation without a link. It will look like this:



## The user has access to another organization's account

If a user whose email address is already associated with an InsightStore user account is invited to a new organization, the permissions for the new organization's account are added to that user's account. The user accesses it by [switching accounts](#).

There is no link in the emailed invitation, as no registration is required.

## A media partner doesn't have a signed contract

If the organization is a media partner, our database may not yet reflect a signed contract. If a user without contract-signing privileges is added to the account, [a different flow will be used for that user](#).

---

# Organizations without a signed contract

09/08/2025 11:23 am EDT

If a user without contract-signing privileges is added to a media partner organization that does not yet have a signed contract, the new user will receive an email containing the following text:

You have been invited to join (organization name) on InsightStore. However, we noticed that there is currently no signed contract for your organization, which is preventing access to the account. To proceed, please reach out to your account manager to finalize the contract. Once completed, you'll be able to log in and access the account.

Contract required: Next steps to access your InsightStore account 📧 Inbox x



◆ Summarize this email



**CivicScience** <noreply@civicscience.com>  
to [redacted]

9:23 AM (9 minutes ago) ☆ ↶ ⋮

You have been invited to join [redacted] on InsightStore. However, we noticed that there is currently no signed contract for your organization, which is preventing access to the account.

To proceed, please reach out to your account manager to finalize the contract. Once completed, you'll be able to log in and access the account.

After the contract is finalized, the new user must be manually [reinvited](#) to join the InsightStore.

# Reinviting a user

09/08/2025 11:24 am EDT

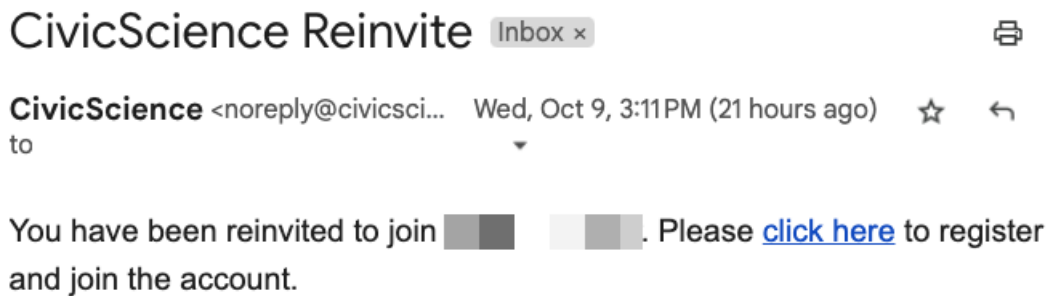
If a user didn't respond to their invitation or cannot find their invitation email, you can reinvite them. Users who haven't responded to their invitations are marked with an hourglass to the left of their names. A *Reinvite* link is also to the right of each name.

To send a new invitation message, click the *Reinvite* link to the right of the user's name. In the image below, it has been marked in yellow.



The user will receive a new invitation email and [must follow its instructions](#) to gain access to the InsightStore.

The re-invitation email will look like this and be sent from [noreply@civicscience.com](mailto:noreply@civicscience.com).



The rest of the user's registration process will proceed as explained [here](#).

---

# User permissions

10/07/2025 1:24 pm EDT

In the InsightStore user list, to the right of a user's name is a field showing their current user type, either *Administrator* or *Researcher*.

Administrators can perform all system tasks, including managing account settings, creating new questions (if permitted by your account), and inviting others to join the account.

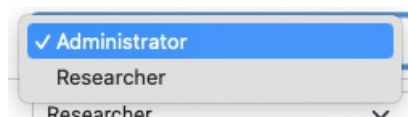
Researchers cannot create or deploy questions, manage account settings, or invite others to join the account. They can, however, create dashboards, segments, and reports and share them with others.



		Administrator	⌵	✕
		Researcher	⌵	✕
	Reinvite	Administrator	⌵	✕
	Reinvite	Administrator	⌵	✕
		Administrator	⌵	✕
	Reinvite	Administrator	⌵	✕
		Researcher	⌵	✕
	Reinvite	Researcher	⌵	✕
		Administrator	⌵	✕

## Changing users' permissions

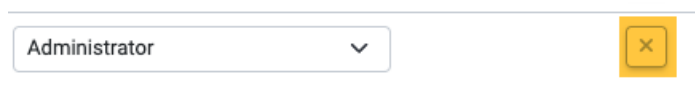
To change a user's permissions, click the downward caret to the right of the user type. Then, select the new user type, and the permissions will be updated.



# Removing a user

01/25/2026 5:38 pm EST

To remove a user, click on the X to the right of the user type. The X is marked in yellow in the image below.



The person who has been removed will receive an email from noreply@civicscience.com like this one.

## CivicScience Account Removal Inbox x

**CivicScience** <noreply@civicscience.com>

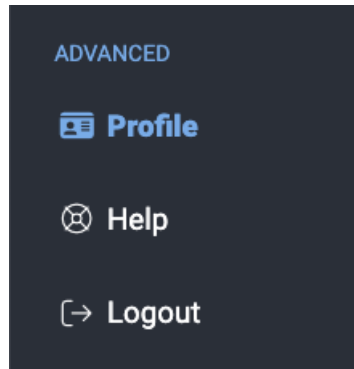
to me ▾

You have been Removed from █████ █████ :

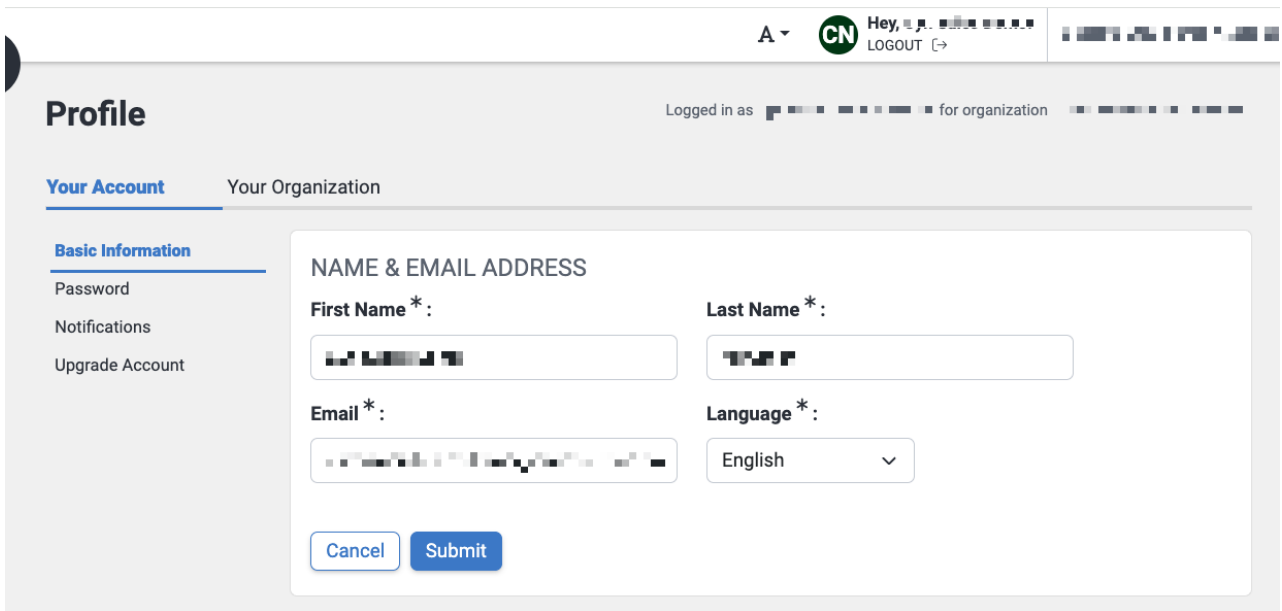
# Your user account

03/21/2025 12:07 pm EDT

You can view your user account information by going to the *Advanced* section of the left navigation bar and clicking *Profile*.



You will see your first name, last name, email address, and language.

A screenshot of a user profile page. At the top right, there is a user profile section with a "CN" icon, the name "Hey, [redacted]", and a "LOGOUT [→]" link. Below this, the page title "Profile" is shown, followed by "Logged in as [redacted] for organization [redacted]". The main content area has two tabs: "Your Account" (selected) and "Your Organization". Under "Your Account", there is a "Basic Information" section with a list of links: "Password", "Notifications", and "Upgrade Account". The "NAME & EMAIL ADDRESS" section contains four input fields: "First Name \*:" with a text input containing "[redacted]", "Last Name \*:" with a text input containing "[redacted]", "Email \*:" with a text input containing "[redacted]", and "Language \*:" with a dropdown menu showing "English". At the bottom of this section are "Cancel" and "Submit" buttons.

# Updating your user information

03/21/2025 2:54 pm EDT

Each field on the *Basic Information* screen is required. To change your first name, last name, or email address, please enter the new information here and hit *Save*.

## Profile

Logged in as \_\_\_\_\_ for organization \_\_\_\_\_

**Your Account**    Your Organization

---

**Basic Information**

Password

Notifications

### NAME & EMAIL ADDRESS

**First Name \*:**  **Last Name \*:**

**Email \*:**  **Language \*:**  ▾

Be very careful if you change your email address.

---

# Changing your password

03/24/2026 4:02 pm EDT

If you can get into the InsightStore and you want to change your password, go to your *Profile* and click the *Password* link to the left of your user information.

## Profile

Logged in as \_\_\_\_\_ for organization \_\_\_\_\_

**Your Account**    Your Organization

---

**Basic Information**

Password

Notifications

### NAME & EMAIL ADDRESS

**First Name \*:**  **Last Name \*:**

**Email \*:**  **Language \*:**  ▼

Please enter your current password, followed by your new password.<sup>1</sup> Then, confirm your new password by re-entering it. Hit *Update* when you are finished.

---

## PASSWORD

**Current Password \***

**New Password \***

Forgot password? [How to reset.](#)

---

If you don't know your current password or can't log in, follow the reset process for [forgotten passwords](#).

If that doesn't work, don't hesitate to [get in touch with us](#) and we'll help you.

---

1. Your new password [must meet these requirements](#).

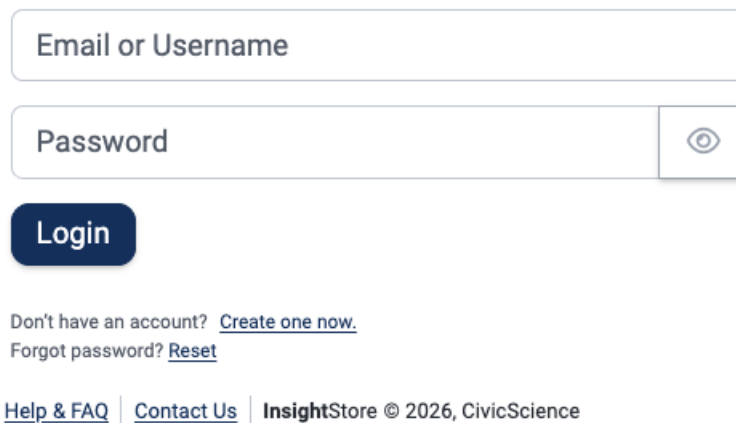
---

# Forgotten password reset requests

03/26/2026 10:16 am EDT

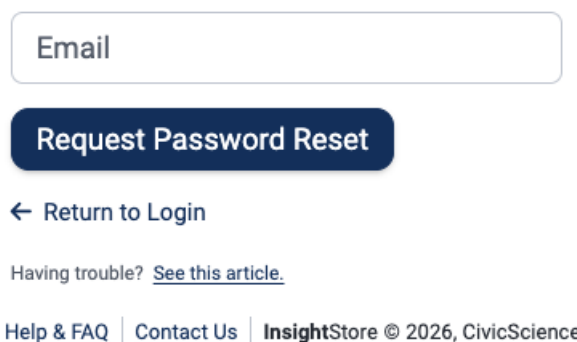
If you misplace or forget your InsightStore password, there's no need to worry. You can reset it easily if you have access to the associated email account.<sup>1</sup>

First, go to the [InsightStore login page](#).



The screenshot shows the InsightStore login interface. It features two input fields: 'Email or Username' and 'Password'. The 'Password' field has a toggle icon for visibility. Below the fields is a dark blue 'Login' button. Underneath the button, there are two links: 'Don't have an account? [Create one now.](#)' and 'Forgot password? [Reset](#)'. At the bottom, there are links for 'Help & FAQ' and 'Contact Us', followed by the copyright notice 'InsightStore © 2026, CivicScience'.

Click on the *Forgot password? Reset* link. You will be taken to the [password reset request page](#). Enter your email address in the *Email* field, then use the *Request Password Reset* button.



The screenshot shows the password reset request page. It has a single input field labeled 'Email'. Below the field is a dark blue button labeled 'Request Password Reset'. Underneath the button is a link with a left arrow: '← [Return to Login](#)'. Below that is another link: 'Having trouble? [See this article.](#)'. At the bottom, there are links for 'Help & FAQ' and 'Contact Us', followed by the copyright notice 'InsightStore © 2026, CivicScience'.

You will see this message:

✓ Your password has been reset. We have sent you an email with a temporary password, and will walk you through setting up a new password. Please check your email now for additional instructions.

You will then receive an email from [noreply@civicscience.com](mailto:noreply@civicscience.com).

## Reset your InsightStore password Inbox x

**CivicScience** <noreply@civicscience.com> 

to [redacted]

Hi [redacted],

Your password reset request has been received. Your temporary password is

[redacted]

Please click [here](#) to reset your InsightStore password.

If you have any questions, email [support@civicscience.com](mailto:support@civicscience.com)

Thanks,

The CivicScience Team

Click on the *here* link to reset your password. You'll see this form on the next page. Enter your email address, the temporary password from the email you received, and your new password<sup>2</sup> (twice). Then, use the *Reset Password* button.



[Help & FAQ](#)

[Contact Us](#)

You'll see this message:

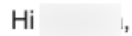
✓ Your password has been changed successfully.

You may now [log in](#) using your new password.

You will also receive a final email from [noreply@civicscience.com](mailto:noreply@civicscience.com).

## InsightStore Password Reset Inbox x

**CivicScience** <noreply@civicscience.com>   ☆  
to 

Hi ,

Your InsightStore password has successfully been reset!

Didn't make this change? Click [here](#) to reset your InsightStore password. Please contact us **immediately** by emailing [support@civicscience.com](mailto:support@civicscience.com) to ensure your account is secure.

Thanks,

The CivicScience Team

- 
1. If you don't have access to the email address associated with your account, please [contact support](#).
  2. Your new password must [meet these requirements](#).
-

# Notifications

10/08/2024 2:39 pm EDT

To change the notifications you receive from the InsightStore, click on *Notifications* to the left of the *Basic Information* or *Password* screens.

The system defaults to sending immediate notifications when you're added to a user group. The same is true when a multiscore report, dashboard, scorecard, segment, or file is shared with you or when a question's response quota is met. You can change those and other notifications to be sent *Hourly, Daily, Weekly, or Never*.

You will need to hit *Save* before any changes take effect.

## Profile

Logged in as ( ) for organization : ( )

**Your Account**    Your Organization

Basic Information

Password

**Notifications**

### NOTIFICATIONS

Change how often you receive email notifications for different types of InsightStore™ events. Your notifications will also appear immediately in the Notifications dashlet.

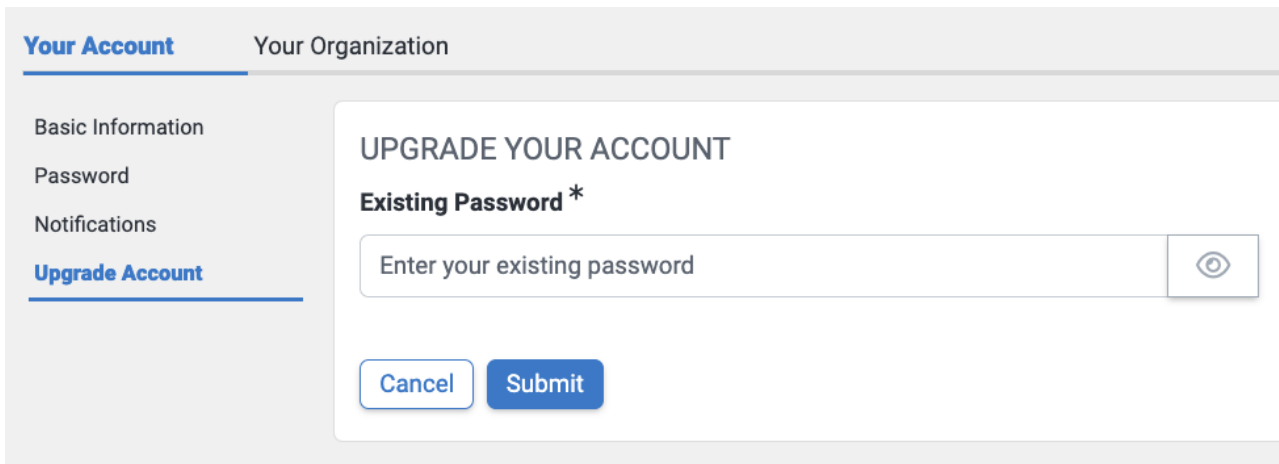
Notification	Immediately	Hourly	Daily	Weekly	Never
<b>All Notifications</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am added to a user group	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MultiScore is shared with me	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dashboard is Shared	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E Question is created	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
P Question is created	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
V Question is created	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Question is deployed to a feed / target	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

# Upgrade account

05/21/2025 9:36 am EDT

We are moving to a new, unified authentication system for the InsightStore and our other products. As part of this effort, we have tightened the [password requirements](#) for your account. For now, these requirements only affect new accounts (those created after 30 November 2024) or those that change their passwords. You may also manually opt in.

When viewing your user profile, you will see a new option on the left: *Upgrade account*.



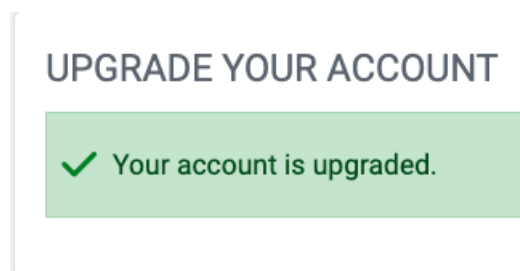
The screenshot shows a user profile page with two tabs: "Your Account" (selected) and "Your Organization". Under "Your Account", there is a sidebar menu with options: "Basic Information", "Password", "Notifications", and "Upgrade Account" (highlighted with a blue underline). The main content area is titled "UPGRADE YOUR ACCOUNT" and contains a form with the following elements:

- A label "Existing Password \*"
- A text input field with the placeholder text "Enter your existing password" and a toggle icon (an eye) to the right.
- Two buttons at the bottom: "Cancel" (white with a blue border) and "Submit" (solid blue).

To upgrade your account to the new standards, enter your password and click *Submit*.

One of three things will happen.


If your password is correct, you will typically see *Your account is upgraded*.





The screenshot shows a success message box titled "UPGRADE YOUR ACCOUNT". Inside the box, there is a green checkmark icon followed by the text "Your account is upgraded."

If you see *The provided password is incorrect* it's because you've entered the wrong password. Please try again or [reset your password](#).

UPGRADE YOUR ACCOUNT


 The provided password is incorrect.

Existing Password \*

.....  


If you have already upgraded your account, you'll see *Your account is upgraded* again.

UPGRADE YOUR ACCOUNT



 Your account is upgraded.

Finally, if your current password does not meet the new requirements, you will see *Failed to migrate the user*.

UPGRADE YOUR ACCOUNT

 Failed to migrate the user.

Existing Password \*

.....  

In that case, you will need to [change your password](#) to one that meets the [new requirements](#) before upgrading your account.

The account change will not be significant to users right now, but it is part of a critical upgrade to come.

# Password requirements

03/24/2026 3:49 pm EDT

Your InsightStore password must meet the following requirements:

1. It must have at least eight (8) characters
2. It must use three (3) of the following four (4) types of characters
  - a. Uppercase letters
  - b. Lowercase letters
  - c. Numbers
  - d. At least one of these special characters: !@#\$\$%^&\*

Please [contact support](#) if you experience any issues setting or resetting your password.

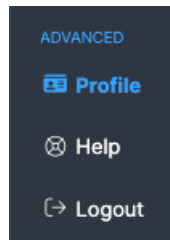
---

# User groups

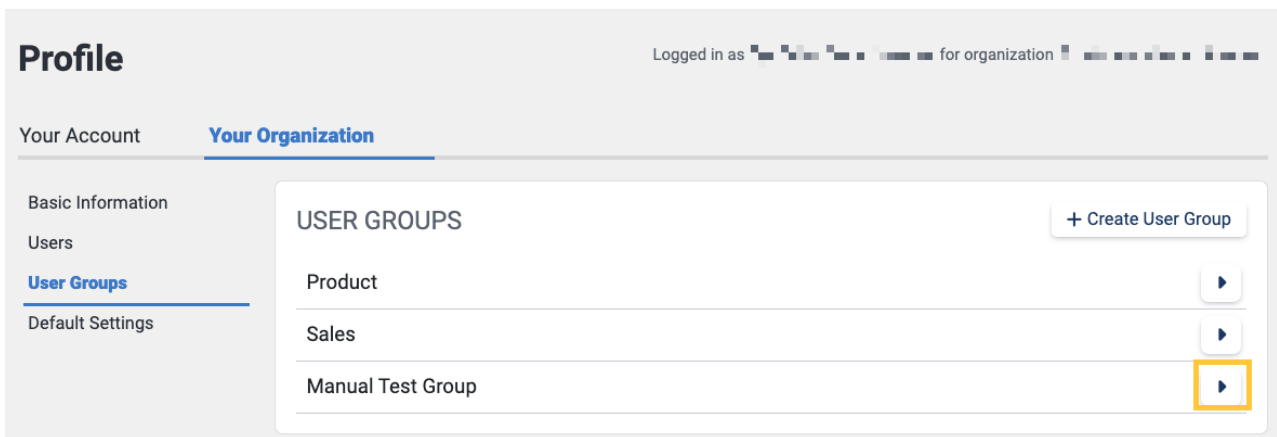
03/21/2025 3:07 pm EDT

User groups are used in the InsightStore to simplify sharing dashboards, reports, and crosstabs. Your account/organization can have many user groups. Each user can belong to multiple user groups.

To view your account/organization's user groups, go to the *Advanced* section of the left navigation bar and click on *Profile*.



Then, click *Your Organization* followed by *User Groups*. Your account/organization's user groups will be listed.



This account has three user groups.

To view the members of a user group, click on the blue expanding caret across from the group's name. The last group's caret is highlighted in yellow above.

The user group page shows every user in the account/organization and its other user groups. Each user and user group is classified as *Not a Member*, *Member*, or *Admin*.

## User Group

Cancel

Delete Group

Update User Group

User Group Name:

Manual Test Group

Name	Not a Member	Member	Admin
Everyone	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finance	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operations	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Human Resources	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information Technology	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compliance	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Assurance	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Development	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Executive Management	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

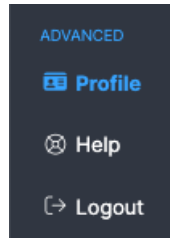
Name	Not a Member	Member	Admin
Product Development	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Customer Service	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Finance	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Operations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Human Resources	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Information Technology	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compliance	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

- [Creating a user group](#)
- [Editing a user group](#)
- [Deleting a user group](#)

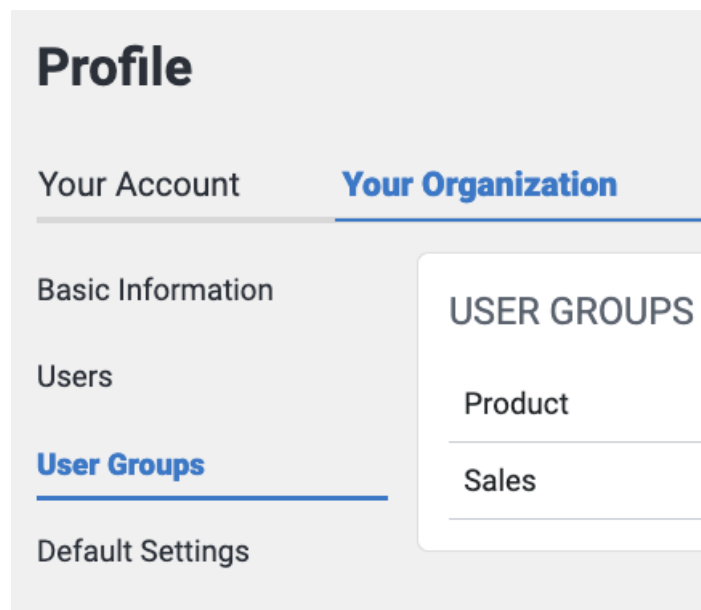
# Create a user group

03/21/2025 2:55 pm EDT

To create a user group, click *Profile* in the *Advanced* section of the left navigation bar.



Then, click *Your Organization*. Next, click *User Groups*. Finally, click *Create User Group*.



Provide a *User Group Name*, then select the members and a role for each member. User group admins can add and remove members from the group.

You may include other user groups in the group. All members of those groups will have the role given to the group.

You will automatically be added to the group as an admin.

## NEW USER GROUP

Cancel

Create User Group

User Group Name:

Enter Group Name

Name	Not a Member	Member	Admin
Everyone	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
CivicScientists - [REDACTED]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[REDACTED]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[REDACTED]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

When you've selected all the members and their roles, click *Create User Group*.

## New User Group

Cancel

Create User Group

User Group Name:

Enter Group Name

Your new group won't be listed on the next screen yet, but when you click *User Groups* again in the *Your Organization* tab, you will see the new group listed.

# Editing user groups

03/21/2025 3:05 pm EDT

To edit a user group, go to *Profile* in the lower section of the left navigation bar. Click on *Your Organization*, then on *User Groups*.

To add and remove members from a group, click on the blue expanding caret to the right of the group name.

## USER GROUPS

[+ Create User Group](#)

CivicScientists - T-Mobile



On the next page, you may select new roles for group members and add new members to the group. You must use the *Update User Group* button before changes are in effect.

## USER GROUP

[Cancel](#)

[Delete Group](#)

[Update User Group](#)

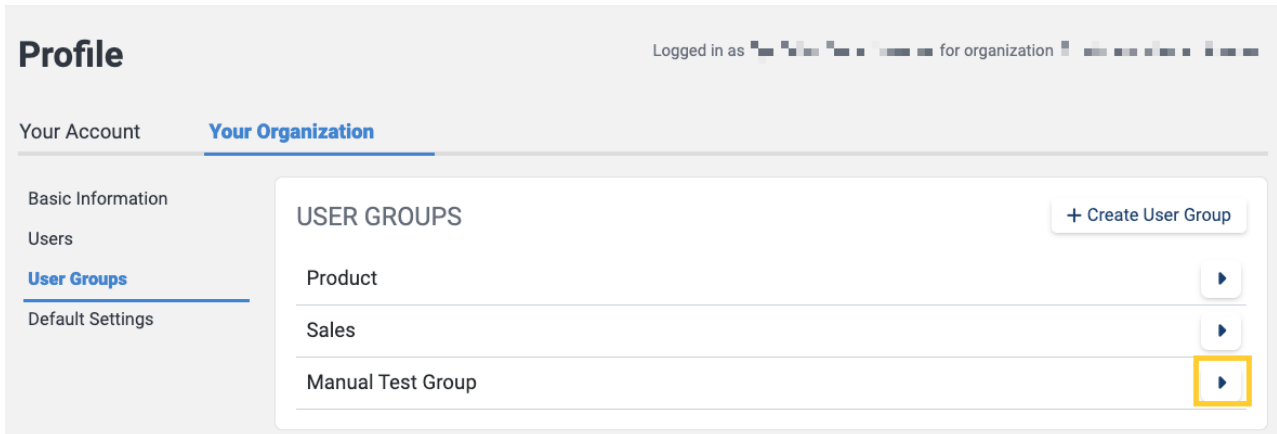
User Group Name:

Name	Not a Member	Member	Admin
Everyone	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

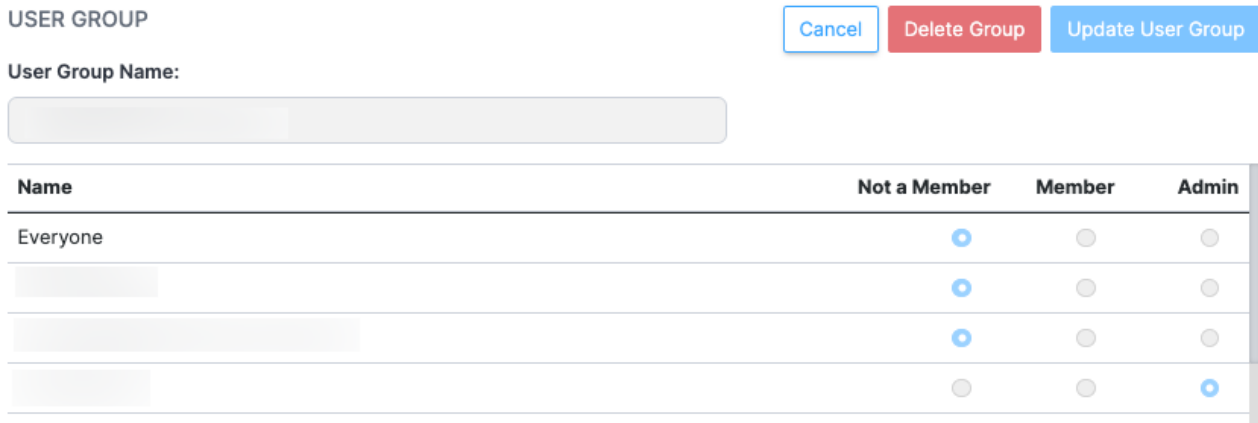
# Deleting a user group

03/21/2025 3:04 pm EDT

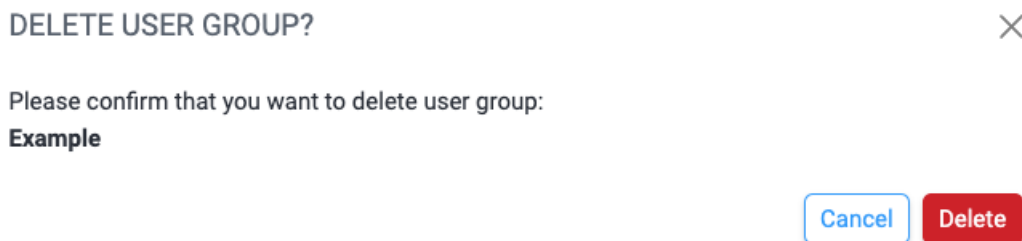
To delete a user group, click *Profile* in the *Advanced* section of the left navigation bar. Next, click *Your Organization* followed by *User Groups*. You will see a list of your account/organization's user groups. To delete a group, click on the expanding caret to the right of the user group's name. In the image below, the last group's caret is outlined in yellow.



To remove the user group, click *Delete Group*.



You will see this modal.



If you click *Delete* on the modal, the group will be deleted. It cannot be recovered, and any assets shared through the group will no longer be accessible to the former group members.



# For Internal Use Only

## Default organization settings

01/26/2026 2:03 pm EST

### Your Default Weighting Scheme setting

Your organization's Default Weighting Scheme can be changed on the Default Settings page. We recommend contacting your account manager before you change your default weighting scheme. They can help you choose the right option for your needs.

The Default Weighting Scheme will be applied when an account member doesn't specify a weighting scheme.

**Profile** Logged in as \_\_\_\_\_ for organization \_\_\_\_\_

Your Account **Your Organization**

Basic Information

Users

User Groups

**Default Settings**

DEFAULT SETTINGS

Default Weighting Scheme

Autoweight - U.S. Adults

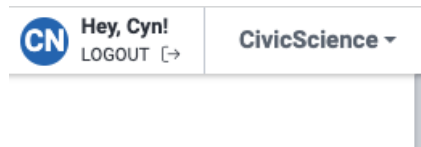
Cancel Save

# Switching accounts

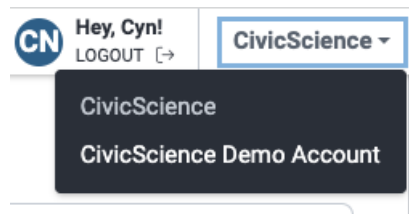
11/05/2025 7:00 am EST

A few clients have access to more than one account in the InsightStore. Switching between those accounts does not require logging out and back in.

Go to the upper right corner of your InsightStore 2 screen. A downward-pointing expanding caret will appear next to your organization name, as below.



Click on that caret. You'll see a list of organization names. Select the account you want to work in.



You will be switched to the selected organization and have access to its assets.

---

# Introduction to crosstabs

03/11/2025 2:34 pm EDT

Crosstabs are tables that summarize and analyze data by examining the relationships between two or more variables. They display the frequency of responses to a set of questions broken down into mutually exclusive categories. You could, for instance, compare how women and men answered those questions to find where their answers differ and where they are similar. Crosstabs are an excellent tool for identifying patterns and trends. An unweighted crosstab is a [contingency table](#).

The [Chi-square test of independence](#) (also called the Chi-squared test) is a standard measure of association between two categorical variables. It determines whether there is a significant relationship between the variables. If the two categorical variables are independent of one another, knowing the value of one provides no information about the value of the other variable. If one depends on the other, it can be worthwhile to examine their relationship. The crosstab does a Chi-square test for you.

Let's take a moment to consider categorical variables. Categorical variables can be described as those which cannot be ordered. For instance, genders don't fall into any natural order. You can order them as male, female, and non-binary or non-binary, female, male and so on. It doesn't matter what order you choose.

The same is true of political alignments. Democrat, Independent, and Republican are alphabetical, but those could be ordered in several other ways.

Ages, though, fall into numerical order, as do income ranges. They aren't categorical variables.

Given a random sample of two categorical variables, you can use the chi-square test to determine whether those variables are independent or dependent. Our [null hypothesis](#) is that they are not related or are independent of each other.

**Note:** Expected values of at least 5% must be present for each combination of our two categorical variables, or our test results will not be reliable.

- [Create a crosstab](#)
    - [Video: Create a crosstab](#)
  - [View a crosstab](#)
  - [Edit a crosstab](#)
  - [Clone a crosstab](#)
  - [Export data from a crosstab](#)
  - [Share a crosstab](#)
  - [Delete a crosstab](#)
  - [The math behind a crosstab](#)
-

# Crosstabs for media partners

02/06/2025 2:16 pm EST

The function of crosstabs is the same for media partners and all other users, with one exception.

Media partners have access to a network filter for all variables in a column. The filter can use any network available to the account.

EDIT COMPONENT



## Question Options

Please indicate your gender

Question label (optional)

Male

Answer choice label (optional)

Female

Answer choice label (optional)

## Answer Grouping

Select Answer Grouping



## Filter Settings

### Network

My Account



### Segment

Select Segment



### Filter by Date

All



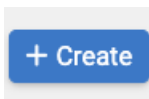
Cancel

Submit

# Create a crosstab

05/12/2025 2:25 pm EDT

To create a crosstab report, click on *Crosstabs* in the left nav bar. On the *Crosstabs* page, click the blue *Create* button in the upper right corner.



Give your crosstab a name, and then click the blue *Create* button.

## Create Crosstab

### DEFINITION

Crosstab (cross-tabulation) reports are tables that summarize and analyze data by examining the relationships between two or more columns and rows. [Learn more about Crosstabs](#)

**Crosstab Name \***

Cancel

Create

You'll be taken to the *Columns/Rows* tab.



Search for the questions, segments, or multiscore reports you wish to use as variables. You will need at least one question or segment as a column variable and at least one question or a multiscore report as a row variable. (Segments may only be added to columns, while multiscore reports may only be added to rows.)

Questions use the same filters you saw on the central [questions](#) page. Search results will be sorted with most responses first. All [radio and checkbox questions](#) accessible to the user are available for use in crosstabs.

[Questions](#) [Segments](#) [MultiScores](#)

**FILTER** [Reset](#)

**Search Text** <sup>?</sup> **Type** <sup>?</sup>

[Questions](#) [Answers](#) [Tags](#) [News / Pop Culture](#) [Value](#) [Profile](#)

**Permissions** <sup>?</sup> **Favorites** <sup>?</sup>

[Custom](#) [Syndicated](#) [Favorites](#)

**Timing** <sup>?</sup> **Format** <sup>?</sup>

[Tracking](#) [Cyclical](#) [Archived](#) [Radio](#) [Checkbox](#)

**Collection Date** <sup>?</sup> **Min. Responses** <sup>?</sup>

**Tags** <sup>?</sup>

Segments have the same search fields offered on the main [segments](#) page.

[Questions](#) [Segments](#) [MultiScores](#)

**FILTER** [Reset](#)

**Visibility** <sup>?</sup> **Favorites** <sup>?</sup>

[All](#) [Syndicated](#) [Custom](#) [Shared](#) [Favorites](#)

Multiscore reports can be found using a range of dates.

[Questions](#) | [Segments](#) | [MultiScores](#)

**FILTER**

**Updated After**

**Updated Before**

Please note that the chi-square test cannot be performed if the expected frequency for any table cell is less than one or if more than 20% of the cells have an expected frequency of less than 5%. You must select questions and segments that contain a suitable number of responses/respondents.

Add as many variables as needed. Drag and drop the variables to the column and row sections. If a variable's results must be filtered by date, add it as a column.

Settings | **Columns/Rows** | Results | Exports | Sharing

[Questions](#) | [Segments](#) | [MultiScores](#)

**FILTER**

To what broad age group do you belong?

Please indicate your gender

Which of the following best describes your race?

What type of area do you live in?

What is your expected annual household income before taxes?

What best describes your current residential status?

[CB 264] What is your race? (Select all that apply) ANSWER: Other

[CB 264] What is your race? (Select all that apply)

Showing 1 to 25 of 10,050 results

**Edit**

**Columns**

Please indicate your gender  
 All responses weighted according to Account Default > Autoweight - U.S. Adults

**Rows**

Broadly speaking, what's your favorite color?  
 All responses

If you choose the overview question for a checkbox group, all the checkbox group's answers will be added to your variables. Here, I selected *What type of pet(s) do you currently have? Select all that apply*. When I dragged it over to my Rows area, all nine of the checkbox group's answers were placed in Rows.

**Tags**

What type of **pet(s)** do you currently have? Select all that apply.

[CB 4578] What type of **pet(s)** do you currently have? Select all that apply. - ANSWER: Don't have a **pet**

[CB 4578] What type of **pet(s)** do you currently have? Select all that apply. - ANSWER: Cat

**Rows**

Dog

Cat

Fish

Bird

If you add a question with yes/no answer options, the system defaults to selecting only the 'yes' answer.

EDIT COMPONENT ×

Question Options

**Are you very likely to shop on Saturday of Thanksgiving Weekend?**

Question label (optional)

**Yes**

Answer choice label (optional)

**No**

Answer choice label (optional)

The first icon, which looks like a pencil poised over a piece of paper, allows you to edit each row and column variable.

⌵ What is your favorite color? ✎ 📄 ×

You can provide custom labels for the question text and each answer choice. These labels are optional. You may choose which answer choices you want to include or select an [Answer Grouping](#) (if an answer grouping exists for that question). This is also where you would apply a [Segment](#) filter.

## Question Options

 Please indicate your gender Male Female

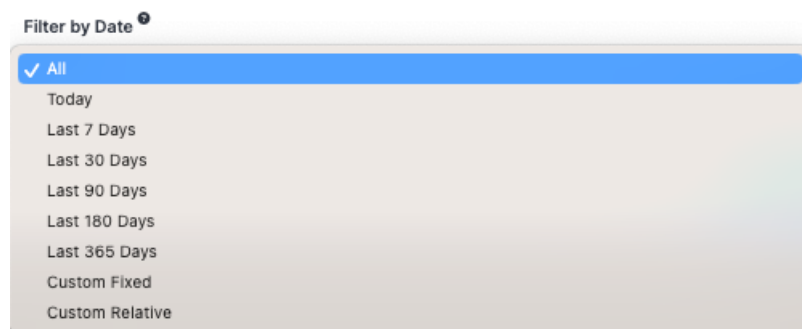
## Answer Grouping

## Filter Settings

## Segment

## Filter by Date

When editing the column variables, you may also *Filter By Date*.



Use the blue *Submit* button to apply any changes.

If you edit a segment you've added, you can add a custom label and filter it by date (if it's in the columns area). Media partners can also add a network filter.

## EDIT COMPONENT



### Segment Options

#### BIPOC Women 18 - 34

BIPOC Women 18 - 34

### Filters

#### Filter by Date

All

Cancel

Submit

To clone a row or column, use the second icon, which looks like two pieces of paper. To remove a variable, click on the small X on the right side of the variable row.



To move a variable, click on the vertical grip icon on the left side of the variable row and drag it to a new position. When you hover over the icon, your mouse pointer will change to a hand.

The checkbox field to the left of the *Columns* or *Rows* title allows you to select all variables. You can then delete or clone the chosen variables.

## Edit

Update

Columns

Delete

Clone

Edit

Please indicate your gender

BIPOC Women 18 - 34

When the variables are arranged to your satisfaction, use the blue *Update* button in the upper right corner of the page.

Update

After hitting *Update*, you'll see this message.

Settings

**Columns/Rows**

Results

Exports

Sharing

Crosstab updated successfully.



Go to the *Results* tab to see your report. Use the checkboxes at the upper left to enable or disable the row percentages, column percentages, and percentages from expected.

Settings Columns/Rows **Results** Exports Sharing

Row %  Col %  % from Expected  Row Total  Column Total  Count

Please indicate your gender			
All respondents weighted according to Autoweight - U.S. Adults			
Favorite Color	Male	Female	Row Total
<b>Red</b> All respondents			
Row %	1,178	1,211	2,389
Column %	49%	51%	
Column %	11%	11%	11%
<b>Orange</b>	(+14%) 441	(-13%) 355	797
Row %	55%	45%	
Column %	4%	3%	4%
<b>Yellow</b>	(-31%) 248	(+29%) 491	739
Row %	34%	66%	
Column %	2%	4%	3%
<b>Green</b>	1,459	1,641	3,100
Row %	47%	53%	
Column %	14%	14%	14%
<b>Blue</b>	(+19%) 4,410	(-18%) 3,192	7,601
Row %	58%	42%	
Column %	41%	28%	34%
<b>Purple</b>	(-49%) 625	(+47%) 1,912	2,537
Row %	25%	75%	
Column %	6%	17%	11%
<b>Black</b>	(-7%) 872	(+6%) 1,050	1,922
Row %	45%	55%	
Column %	8%	9%	9%
<b>White</b>	(-32%) 141	(+30%) 283	424
Row %	33%	67%	
Column %	1%	3%	2%
<b>Brown</b>	121	138	259
Row %	47%	53%	
Column %	1%	1%	1%
<b>I don't have a favorite color</b>	(+12%) 1,258	(-11%) 1,055	2,313
Row %	54%	46%	
Column %	12%	9%	10%
<b>Column Total</b>	10,754	11,328	22,082
Row %	49%	51%	

22,082 Responses. Significance:  $\chi^2_{(df=9)}=1017.652, p<0.001, \text{High Strength of Association (T}=0.124)$

In the bottom left corner of the crosstab, you'll see the total number of responses, the statistical significance of the association between the variables, the p-value, the strength of association, and the T coefficient. If you want more details on the meaning of those items, please see [this article](#).

22,082 Responses. Significance:  $\chi^2_{(df=9)}=1017.652, p<0.001, \text{High Strength of Association (T}=0.124)$

We also have a [step-by-step video](#) showing the crosstab creation process.

# Video: Create a crosstab

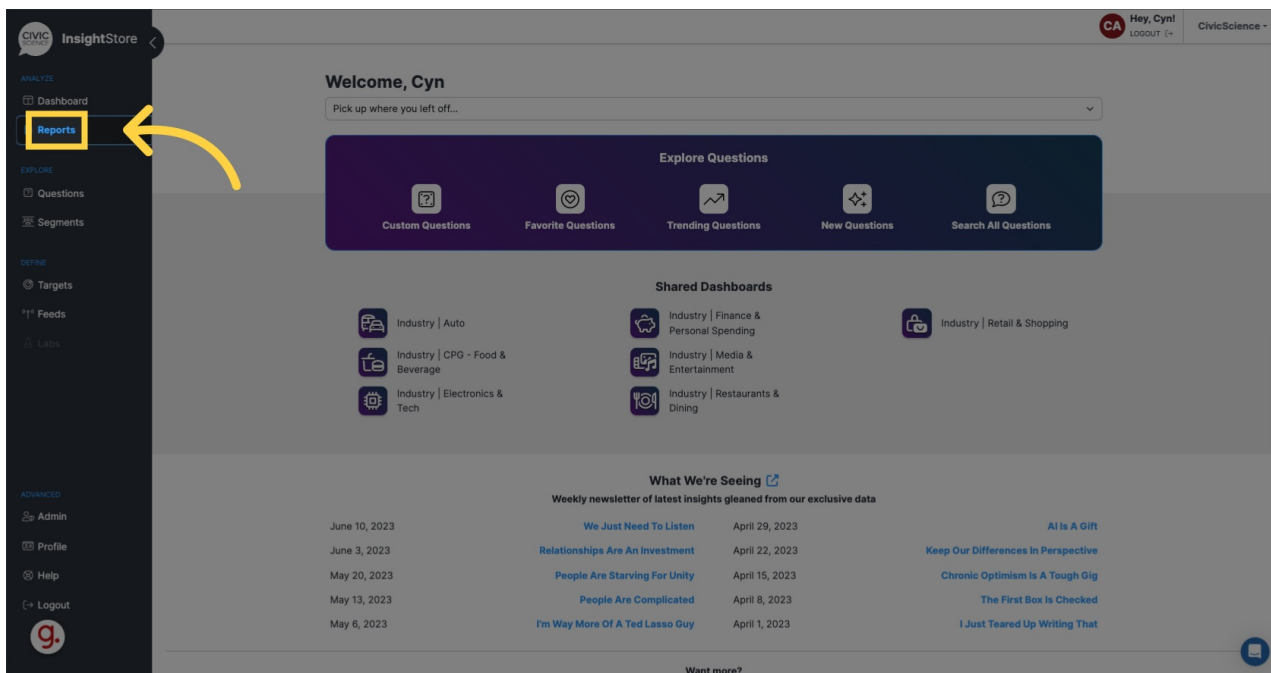
12/03/2024 2:13 pm EST

Here's how we create a crosstab in the CivicScience InsightStore.

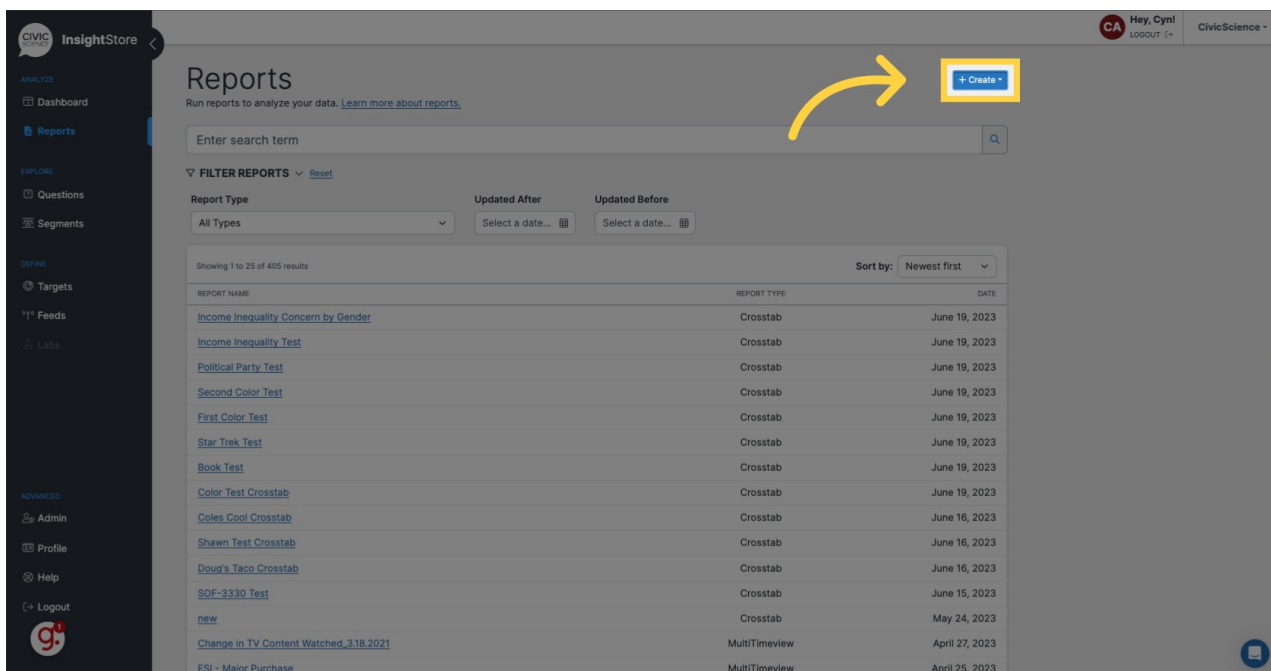
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com).

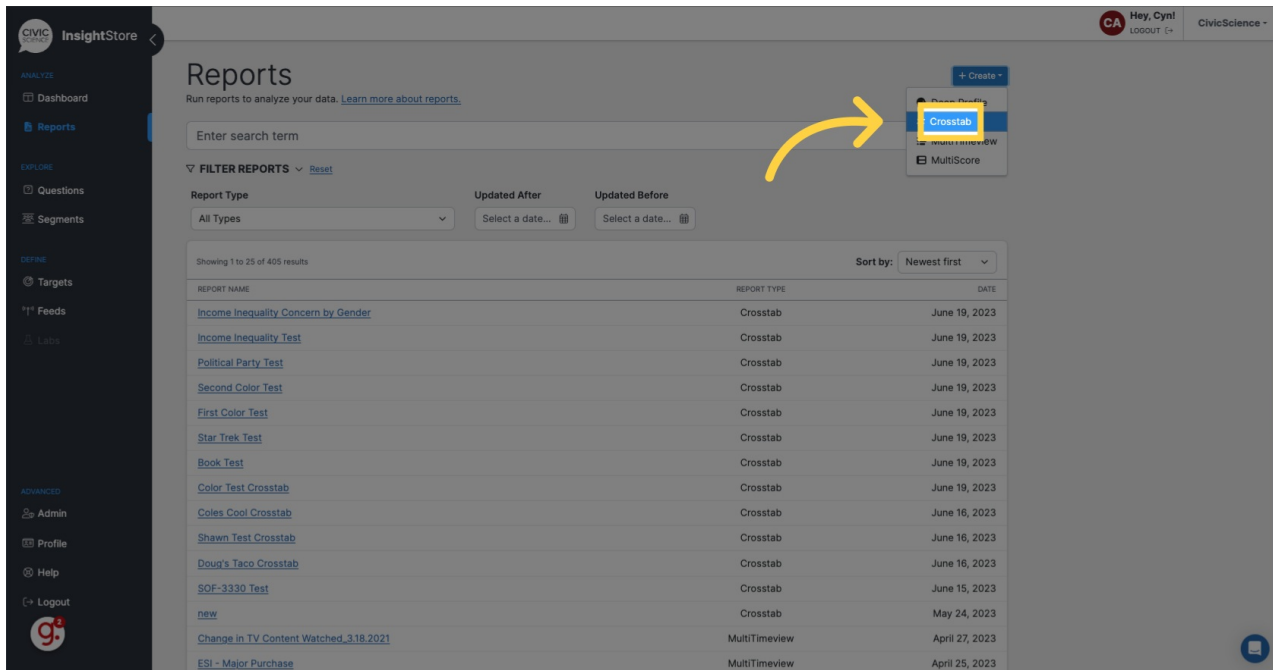
2. From the landing page, click *Reports*.



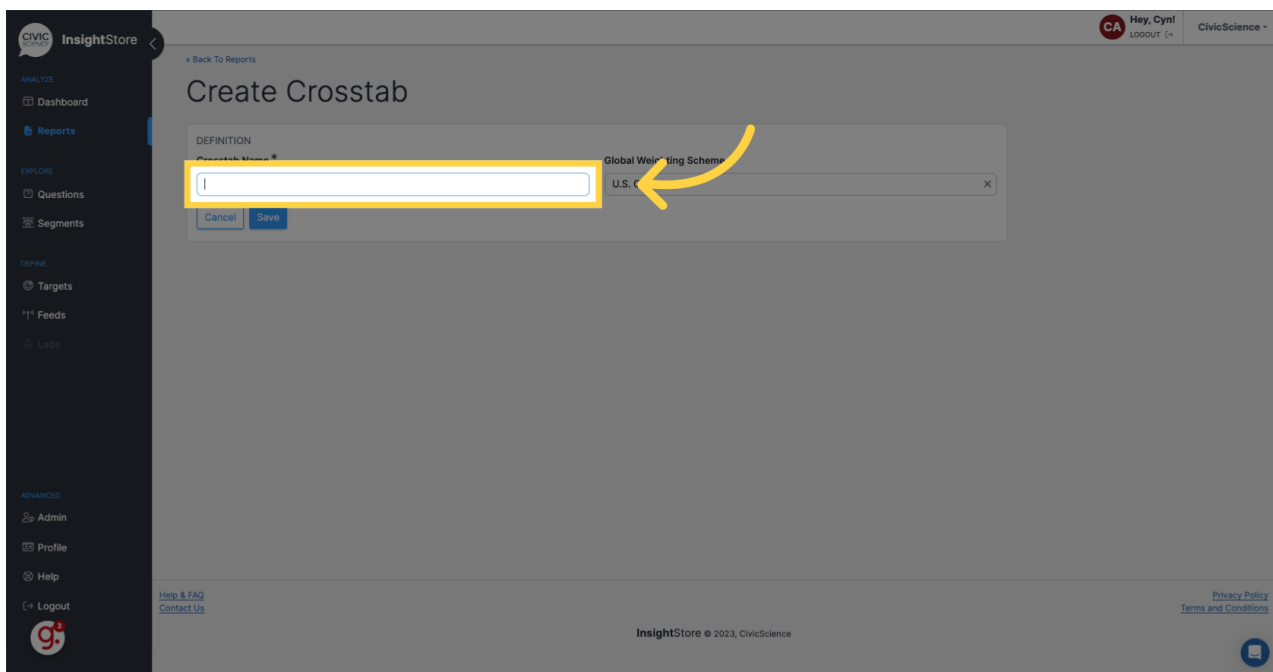
3. Click *Create* in the upper right corner of the *Reports* page.



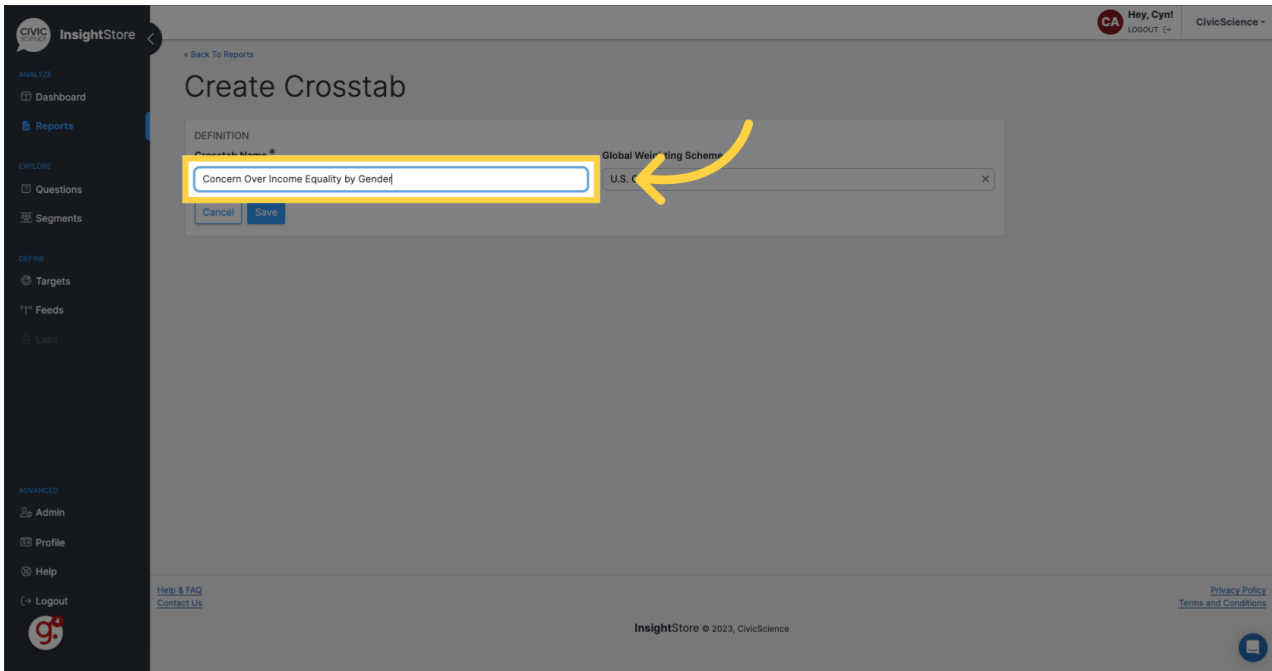
#### 4. Choose *Crosstab* from the dropdown menu.



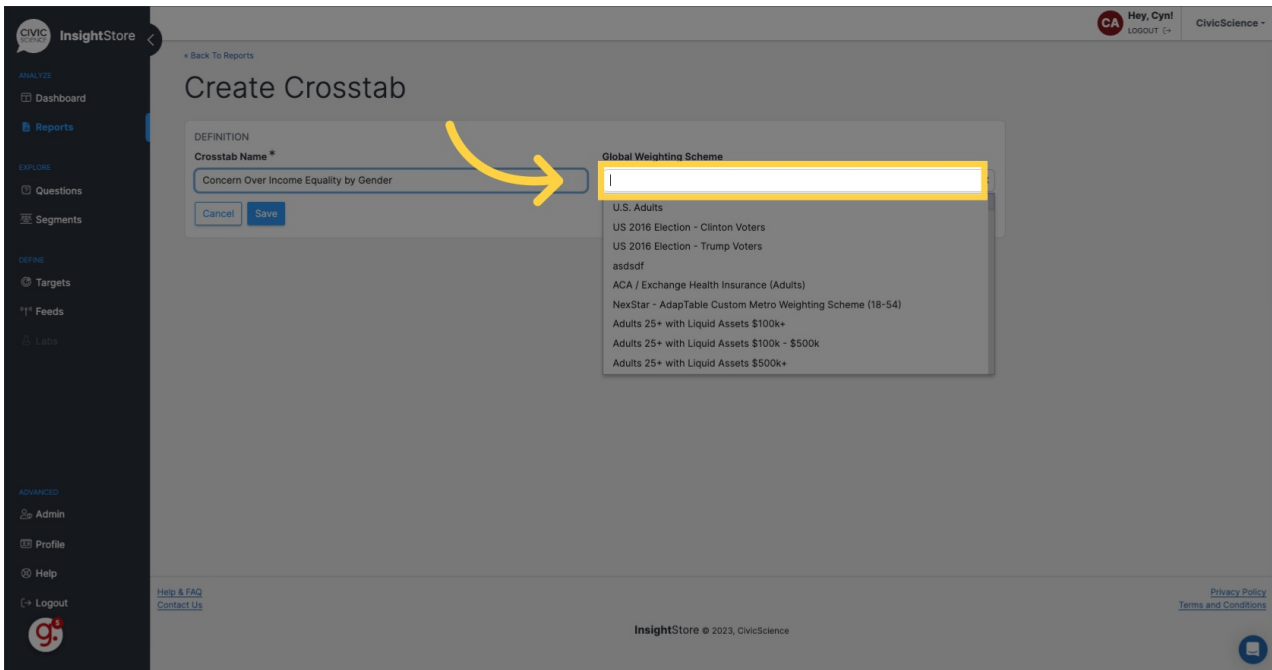
#### 5. Navigate to the *Crosstab Name* field.



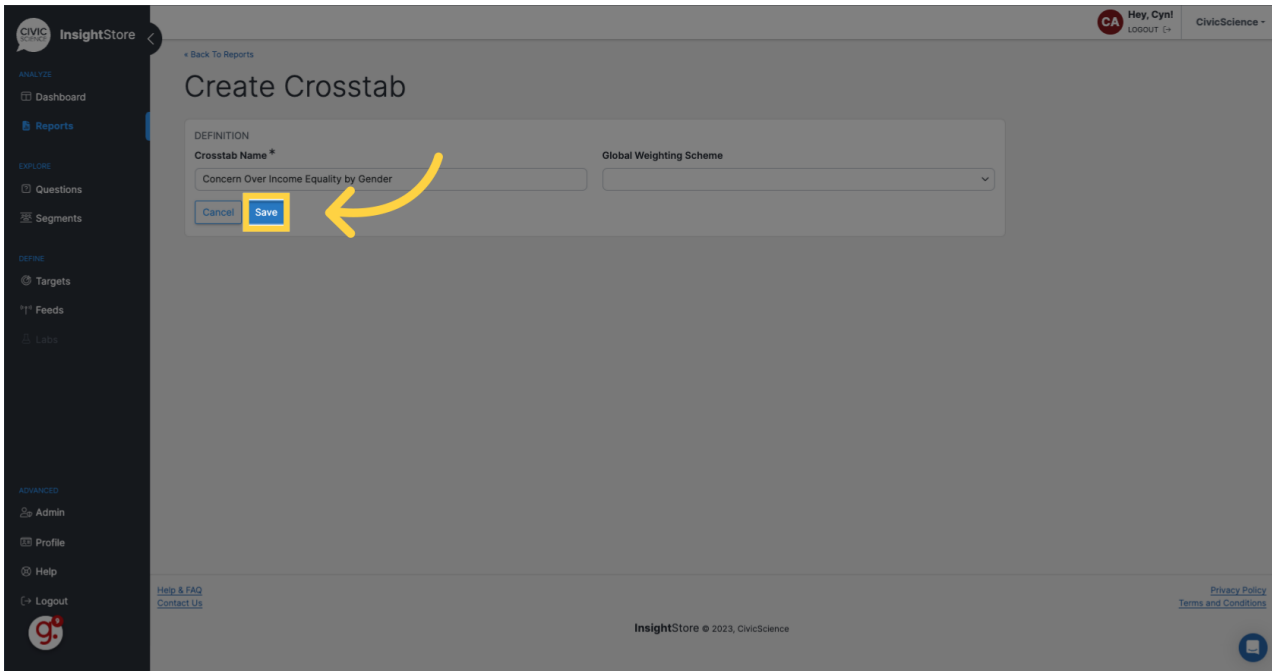
#### 6. Give your report a descriptive title.



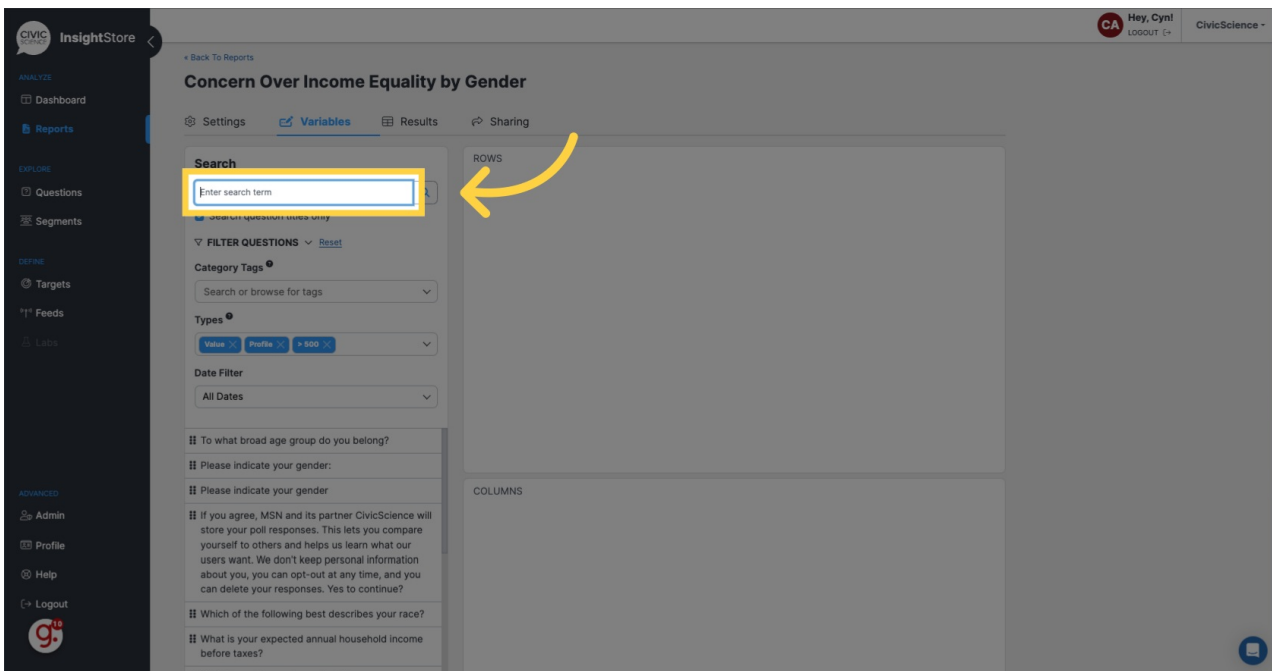
7. In the *Global Weighting Scheme* field, choose a weighting scheme. The default is *U.S. Census*.



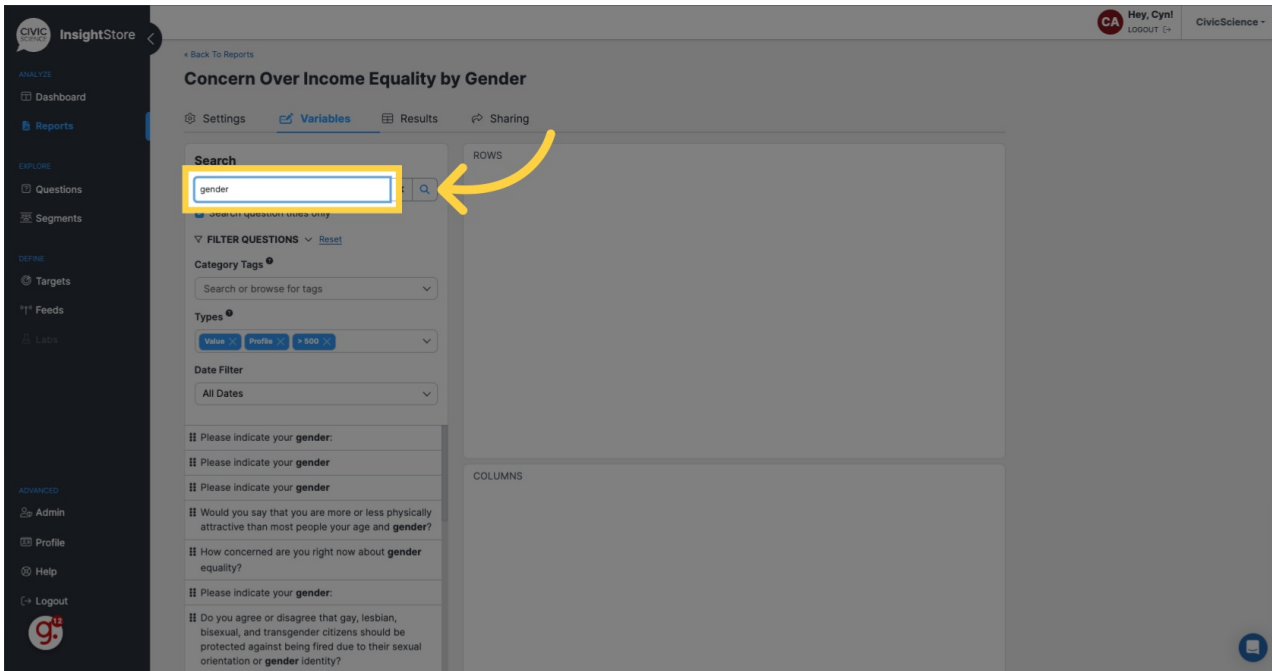
8. Click *Save*. You will be taken to the *Variables* tab.



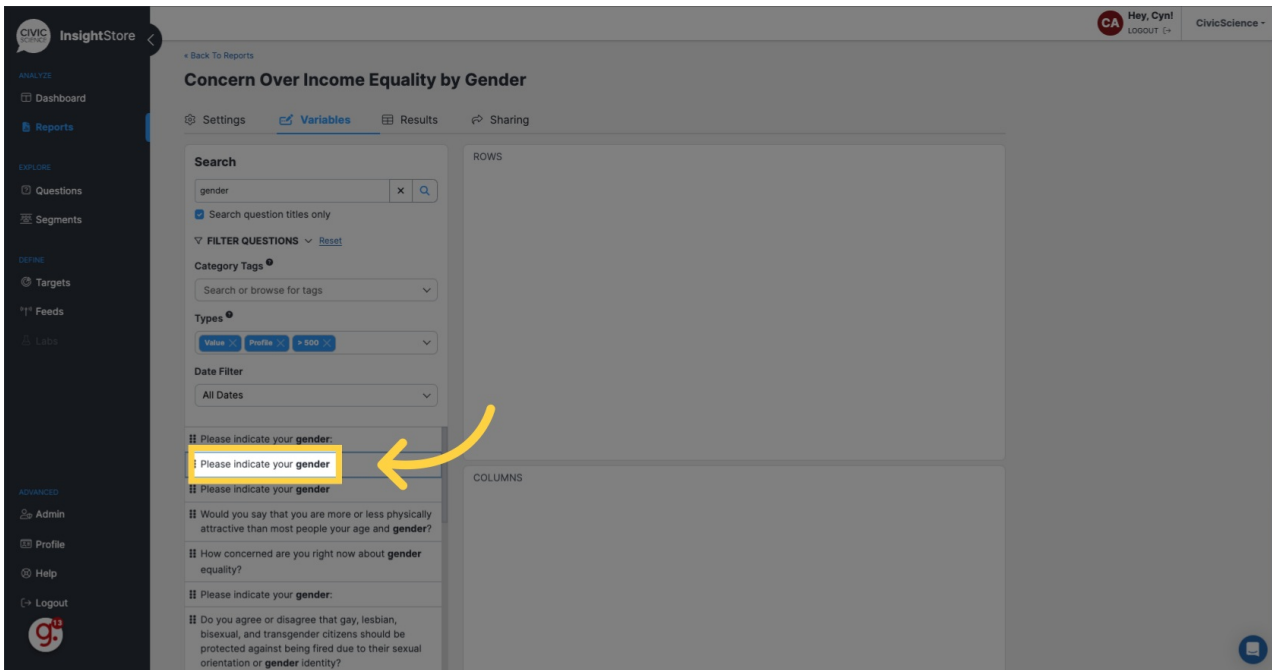
9. Go to the *Enter search term* field.



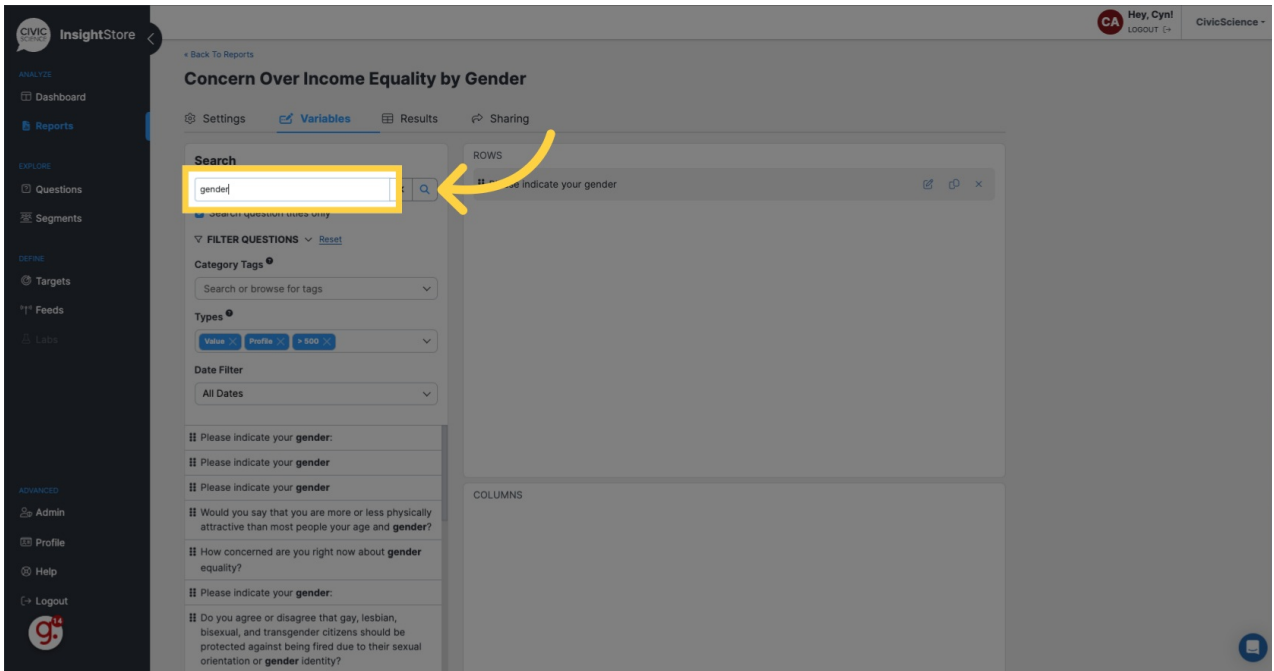
10. Enter a question ID or search criteria for your first variable.



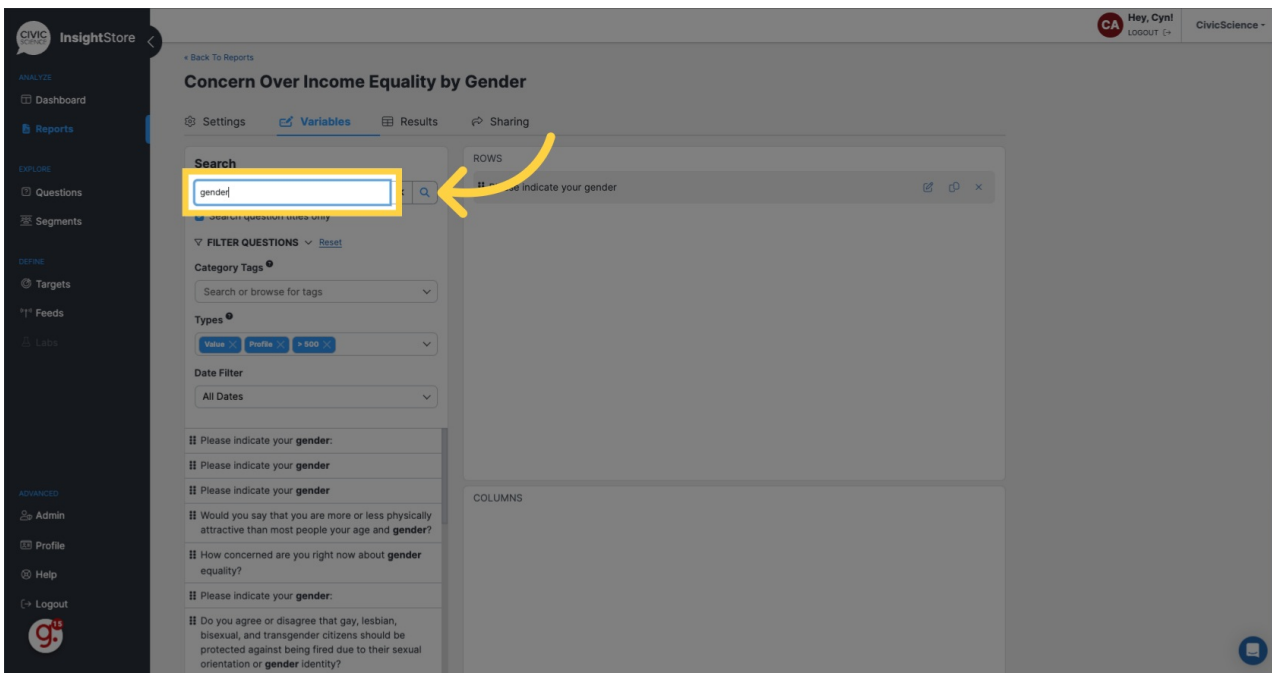
11. Select the desired question from the results list and drag it to the row or column section.



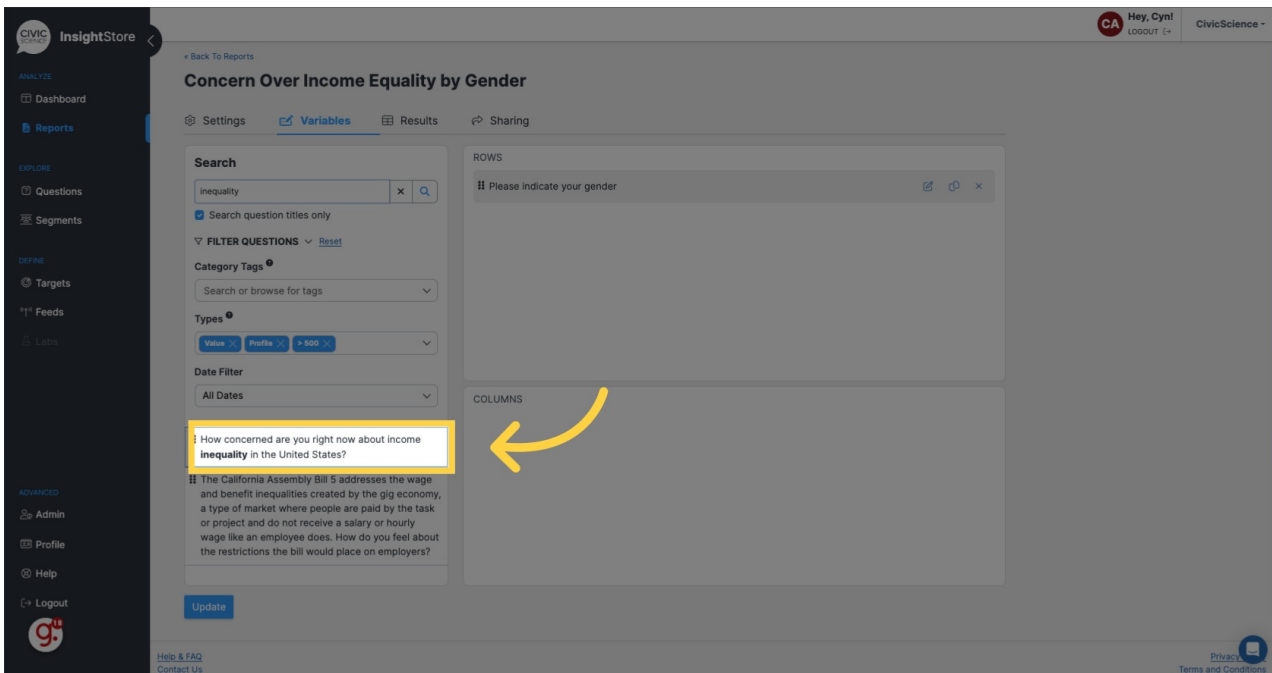
12. Return to the search field.



13. Fill in your second variable's question ID or search term(s).

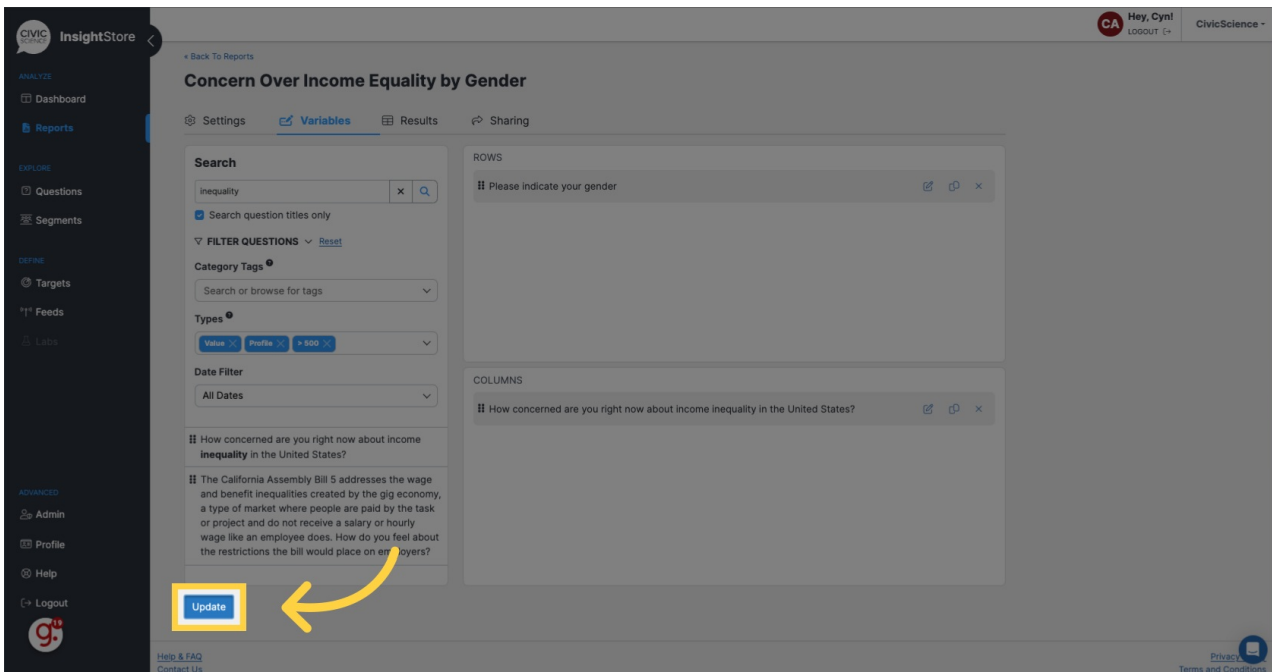


14. Select the desired question from the results list and drag it to the row or column section.

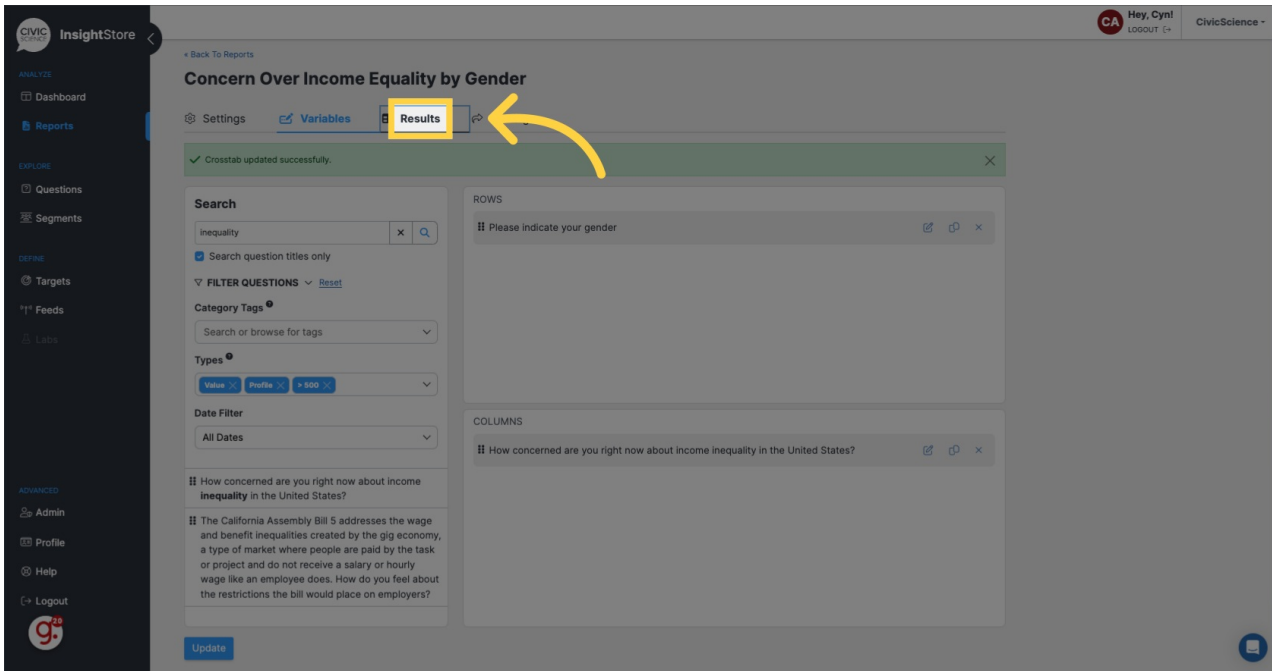


15. Repeat steps 13 and 14 as needed.

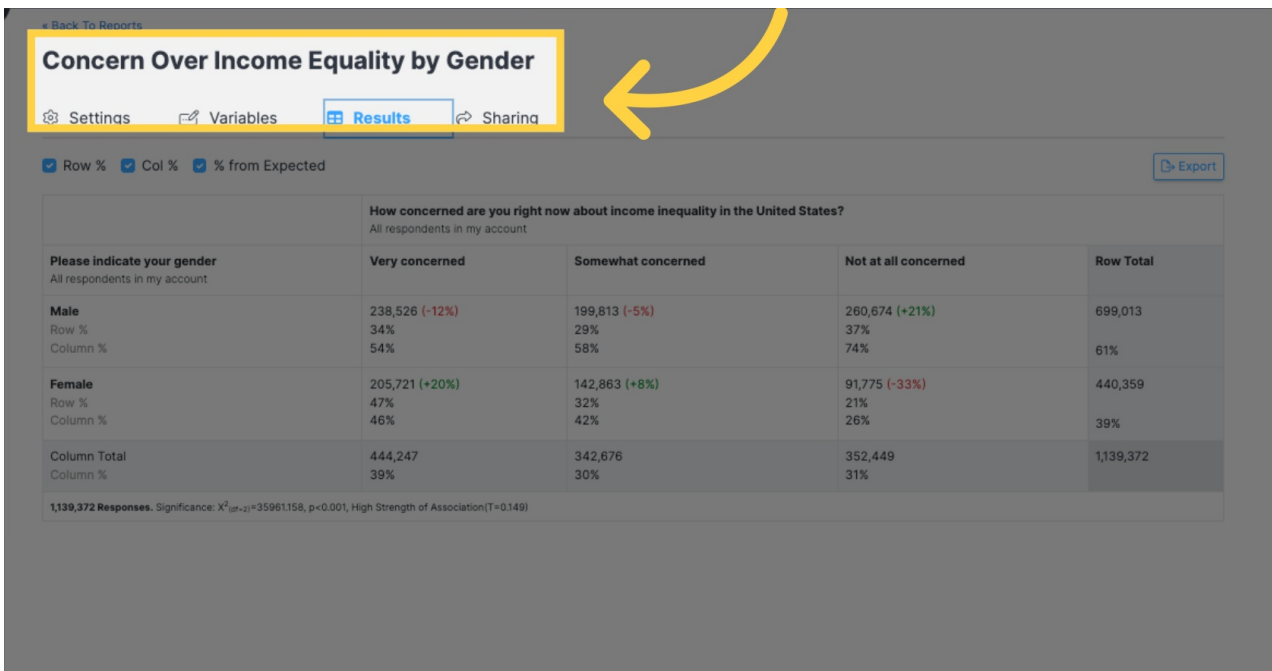
16. Click *Update* to save your variables.



17. Click the *Results* tab.



## 18. View your crosstab report.



Now you can [edit](#), [share](#), or [export](#) your new crosstab report.

# View a crosstab


02/06/2025 2:14 pm EST

You've created your first crosstab! Now, let's view it. We will use a very simple crosstab as an example.

Across the top are a series of checkboxes for these elements:

- row percentage
- column percentage
- percentage from expected
- row total
- column total
- count


Removing the check for any of the listed elements will remove the display of that item. You might want to do so to simplify the appearance of the crosstab. For instance, here's one with every box checked:

Row %
  Col %
  % from Expected
  Row Total
  Column Total
  Count
 

What is your favorite color?								
All respondents in my account weighted according to U.S. Adults								
Please indicate your gender All respondents in my account	Yellow	Green	Blue	Red	Orange	Black	Purple	Row Total
<b>Male</b>	(-29%) 62	292	(+18%) 981	367	101	168	(-58%) 107	2,079
Row %	3%	14%	47%	18%	5%	8%	5%	
Column %	34%	48%	57%	50%	57%	50%	20%	49%
<b>Female</b>	(+28%) 119	315	(-17%) 736	361	77	169	(+55%) 423	2,199
Row %	5%	14%	33%	16%	4%	8%	19%	
Column %	66%	52%	43%	50%	43%	50%	80%	51%
<b>Column Total</b>	181	607	1,716	728	179	337	530	4,278
Row %	4%	14%	40%	17%	4%	8%	12%	

4,278 Responses. Significance:  $X^2_{(df=6)}=242.111$ ,  $p<0.001$ , High Strength of Association ( $T=0.152$ )

Here's the same crosstab with some of the elements removed:

Row %
  Col %
  % from Expected
  Row Total
  Column Total
  Count
 

What is your favorite color?							
All respondents in my account weighted according to U.S. Adults							
Please indicate your gender All respondents in my account	Yellow	Green	Blue	Red	Orange	Black	Purple
<b>Male</b>	(-29%) 62	292	(+18%) 981	367	101	168	(-58%) 107
<b>Female</b>	(+28%) 119	315	(-17%) 736	361	77	169	(+55%) 423

4,278 Responses. Significance:  $X^2_{(df=6)}=242.111$ ,  $p<0.001$ , High Strength of Association ( $T=0.152$ )

Some items in the crosstab deserve special attention.

Row %
  Col %
  % from Expected
  Row Total
  Column Total
  Count



What is your favorite color?								
All respondents in my account weighted according to U.S. Adults								
Please indicate your gender	Yellow	Green	Blue	Red	Orange	Black	Purple	Row Total
All respondents in my account								
<b>Male</b>	1 (-29%) 62	292	2 (+18%) 981	367	101	168	3 (-58%) 107	2,079
Row %	3%	14%	47%	18%	5%	8%	5%	
Column %	34%	48%	57%	50%	57%	50%	20%	49%
<b>Female</b>	2 (+28%) 119	315	1 (-17%) 736	361	77	169	4 (+55%) 423	2,199
Row %	5%	14%	33%	16%	4%	8%	19%	
Column %	66%	52%	43%	50%	43%	50%	80%	51%
<b>Column Total</b>	181	607	1,716	728	179	337	530	4,278
Row %	4%	14%	40%	17%	4%	8%	12%	

4,278 Responses. Significance:  $X^2_{(df=6)}=242.111$ ,  $p<0.001$ , High Strength of Association ( $T=0.152$ )

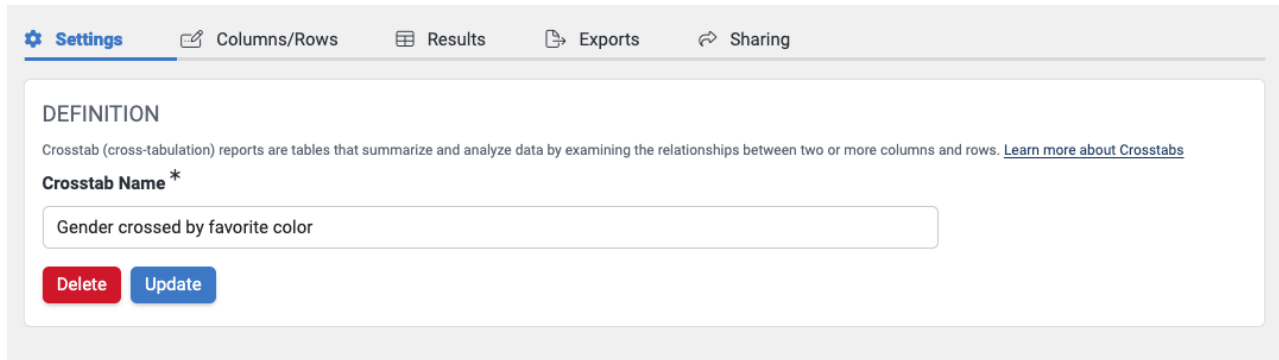
1. The *percentage from expected* shows how far this number is from the value we would expect to see if our variables are independent of each other. It is shown if it is significant. We see above that 29% fewer males chose yellow as their favorite number than we expected.
2. The *p-value* represents the probability that there is no relationship between how respondents have answered each question. The lower the p-value, the more confident we can be that such a relationship exists. The p-value in this crosstab is 0.001, so we can be reasonably confident that a relationship exists.
3. The *T coefficient* is Tschuprow's T, a measure of the strength of the relationship between the variables in the crosstab. The higher the T coefficient, the stronger the association.

[This article](#) goes into more detail about each of these items.

# Edit a crosstab

05/12/2025 2:32 pm EDT

To edit a crosstab, start with the *Settings* tab to change the *Crosstab Name*. Click *Update* when you're finished.



**Settings** Columns/Rows Results Exports Sharing

**DEFINITION**

Crosstab (cross-tabulation) reports are tables that summarize and analyze data by examining the relationships between two or more columns and rows. [Learn more about Crosstabs](#)

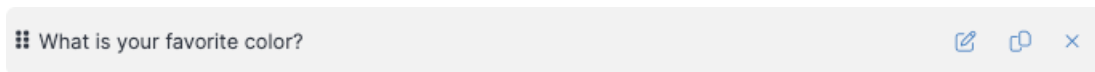
**Crosstab Name \***

Gender crossed by favorite color

Delete Update

To change the variables, go to the *Columns/Rows* tab.

Each row and column variable can be edited using the first icon to the right of the variable. The icon looks like a pencil poised over a piece of paper.



What is your favorite color? [edit] [copy] [close]

All the component options that are available when [creating a crosstab](#) are usable when editing it. Questions may be reworded for a shorter label. Answer options may be relabeled, selected, or deselected. [Answer groupings](#) may be chosen if they already exist for the question. Segments may be applied, and (for column components) date filters may also be used.

EDIT COMPONENT
✕

### Question Options

**What is your favorite color?**

Question label (optional)

**Yellow**

Answer choice label (optional)

**Green**

Answer choice label (optional)

**Blue**

Answer choice label (optional)

**Red**

Answer choice label (optional)

**Orange**

Answer choice label (optional)

**Black**

Answer choice label (optional)

**Purple**

Answer choice label (optional)

### Answer Grouping

No answer groupings available

### Filter Settings

**Segment**

Select Segment ▼

**Filter by Date** <sup>?</sup>


All ▼

Cancel
Submit

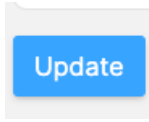
Use the blue *Submit* button to apply any changes.

To clone a row or column, use the second icon to the right of the variable name. The icon looks like two pieces of paper. To remove a variable, click on the small X on the right side of the variable row.



 To move a variable, click on the vertical grip icon on the left side of the variable row, then drag the variable to a new position. When you hover over the icon, your mouse pointer will change to a hand.

When the variables are arranged to your satisfaction, use the blue *Update* button in the upper right corner of the page.



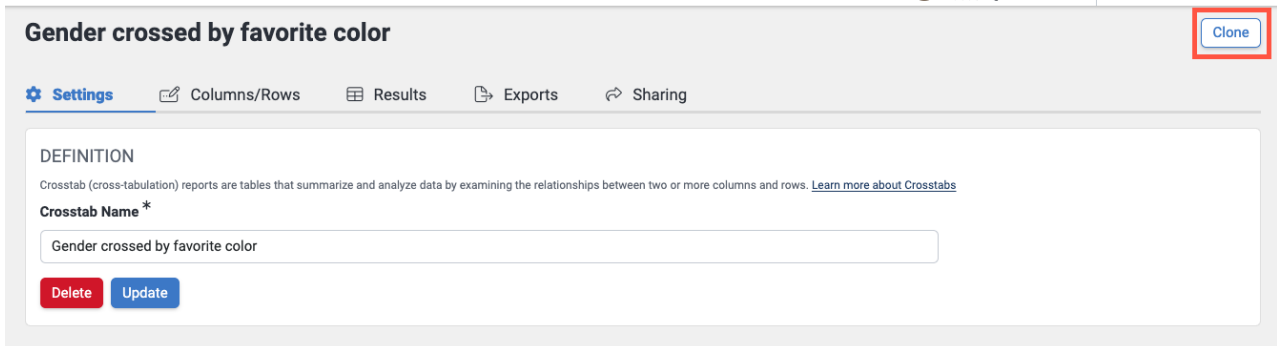
Go to the *Results* tab to see your updated crosstab.

---

# Clone a crosstab

05/12/2025 2:34 pm EDT

To clone a crosstab, click on the *Clone* button. It is outlined in orange below.



**Gender crossed by favorite color** Clone

[Settings](#) [Columns/Rows](#) [Results](#) [Exports](#) [Sharing](#)

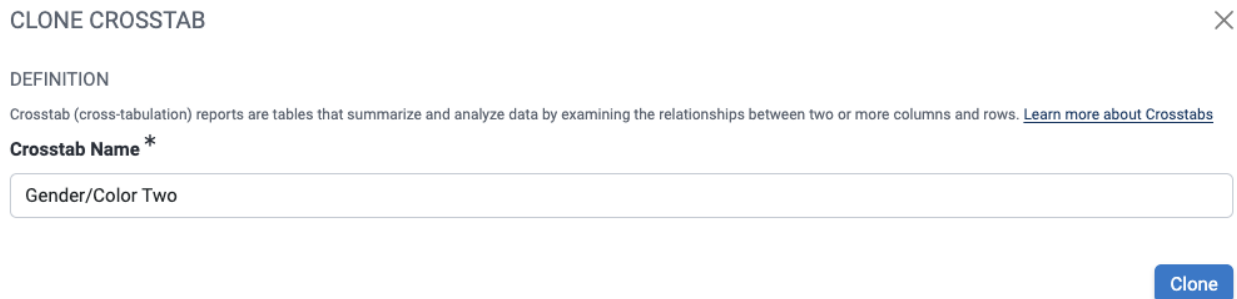
**DEFINITION**  
Crosstab (cross-tabulation) reports are tables that summarize and analyze data by examining the relationships between two or more columns and rows. [Learn more about Crosstabs](#)

**Crosstab Name \***

Gender crossed by favorite color

Delete Update

Give your new crosstab a unique name in the *CLONE CROSSTAB* modal and click *Clone*.



**CLONE CROSSTAB** ×

**DEFINITION**  
Crosstab (cross-tabulation) reports are tables that summarize and analyze data by examining the relationships between two or more columns and rows. [Learn more about Crosstabs](#)

**Crosstab Name \***

Gender/Color Two

Clone

You will be taken to the *Columns/Rows* tab of the new crosstab.

---

# Export data from a crosstab

03/14/2025 2:54 pm EDT

To export the data from a crosstab, go to the *Exports* tab.

The screenshot shows a software interface for a crosstab titled "Gender/Color". At the top right is a "Clone" button. Below the title is a navigation bar with tabs for "Settings", "Columns/Rows", "Results", "Exports" (which is active), and "Sharing". The main content area is titled "EXPORTS" and contains two buttons: "Preview Export" and "Export". Below this, a message states: "Exported crosstabs are listed below. You can export another one now." A table lists the exports:

NAME	STATUS	CREATED AT	
Gender/Color Export Test	Ready to download	March 11, 2025	<a href="#">Download</a>

You will see a list of any prior exports with their status, creation date, and download link.

Use the *Preview Export* button to see how your export will look. The preview does not contain any figures.

The screenshot shows a modal window titled "PREVIEW CROSSTAB EXPORT" with a close button (X) in the top right. The crosstab content is:

	What is your favorite color?					
Please indicate your gender	Red	Green	Yellow	Blue	Orange	Purple
Male	--	--	--	--	--	--
Female	--	--	--	--	--	--

At the bottom right of the modal is a "Close Preview" button.

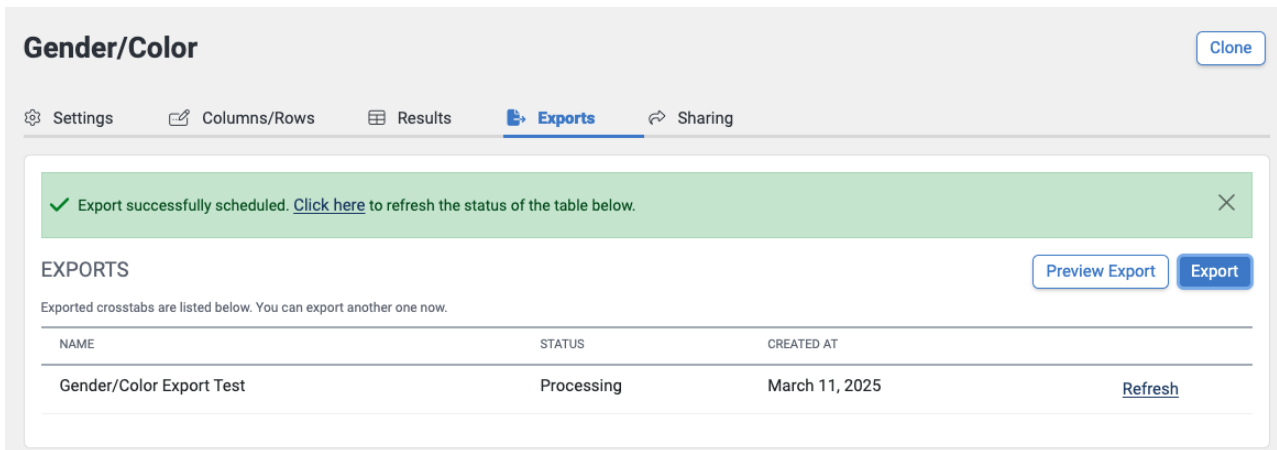
Use *Close Preview* to exit the modal and return to the *Exports* tab. If you're happy with the preview, click the *Export* button.

The *EXPORT CROSSTAB* modal will open. Enter a name for the export, select the options you want, and then click *Submit*.

The screenshot shows a modal window titled "EXPORT CROSSTAB" with a close button (X) in the top right. It contains the following elements:

- Export Name \***: A text input field with the placeholder text "Enter a name for the export".
- Include the following options**: A list of six options, each with a checked checkbox:
  - Row Percentages
  - Column Percentages
  - Percent from Expected
  - Row Total Column
  - Column Total Row
  - Count
- At the bottom right are two buttons: "Cancel" and "Submit".

The system will begin creating your file. You will see a green success message.



**Gender/Color** Clone

Settings Columns/Rows Results **Exports** Sharing

✓ Export successfully scheduled. [Click here](#) to refresh the status of the table below. ✕

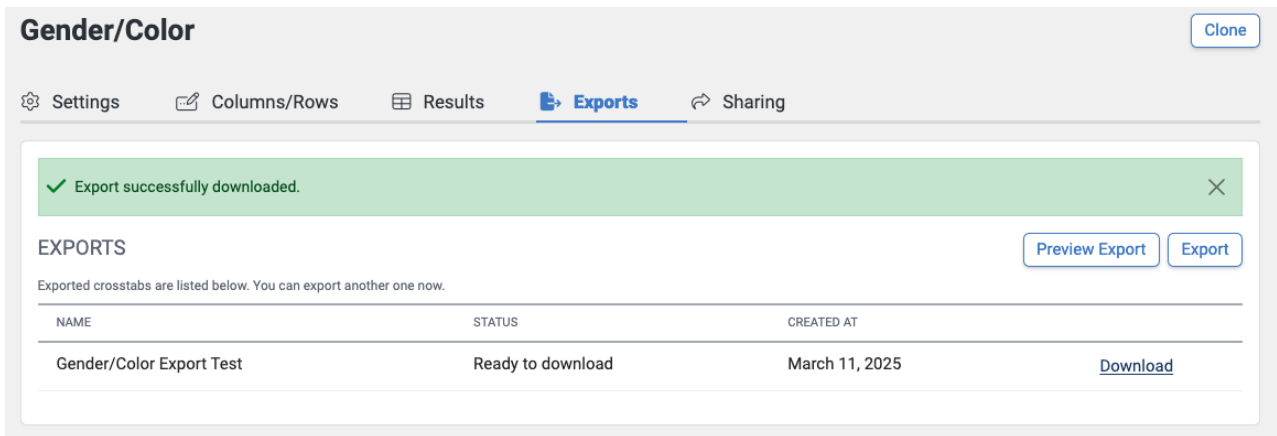
EXPORTS Preview Export Export

Exported crosstabs are listed below. You can export another one now.

NAME	STATUS	CREATED AT	
Gender/Color Export Test	Processing	March 11, 2025	<a href="#">Refresh</a>

Your export will be listed. It will probably have a status of *Processing* as mine does above.

Use the link in the success message to refresh the page. When the export has been completed, the status will change to *Ready to Download*. Click the *Download* link.



**Gender/Color** Clone

Settings Columns/Rows Results **Exports** Sharing

✓ Export successfully downloaded. ✕

EXPORTS Preview Export Export

Exported crosstabs are listed below. You can export another one now.

NAME	STATUS	CREATED AT	
Gender/Color Export Test	Ready to download	March 11, 2025	<a href="#">Download</a>

The file will be named *export\_name time date.xlsx*. I gave my export the name *Gender/Color Export Test*. The file name is *Gender\_Color Export Test 13\_52\_48 11-03-2025.xlsx*. (The time is in [coordinated universal time, or UTC](#).)

The exported file will contain several tabs.

The first tab, *Settings*, shows basic information about the crosstab, including:

- **CivicScience**
- **InsightStore Cross Tabulation**
- **Crosstab:** your crosstab's name
- **Date Report Generated:** time and date the crosstab was generated
- **User:** username of the user who generated the crosstab
- **Link:** the URL for the crosstab
- **Comparisons**
- (blank space)
- **Rows**
- **Question ID (QID):** text of your first-row question
- **Filter Segment:** any segment you used

- **Answer Grouping:** any answer grouping you used
- (blank space)
- **Columns**
- **Question ID (QID):** text of your first column question
- **Filter Segment:** any segment you used
- **Filter Network:** any network you designated
- **Filter Weighting Scheme:** the weighting scheme you chose
- **Date Range:** the date range you selected
- **Answer Grouping:** any answer grouping you applied
- (blank space)
- **Statistics**
- **(Text of row question)(Row) x (Text of column question) (Col)**
- Number of responses
- Significance:
- questions in the columns, with filter segment and date range
- number of responses
- significance ( $X^2$  with df)=(significance figure)
- p-value
- strength of association (T-coefficient)

	A
1	<b>Civicscience</b>
2	<b>InsightStore Cross Tabulation</b>
3	<b>Crosstab: Gender/Color</b>
4	<b>Date Report Generated: 16:48:41, March 11, 2025</b>
5	<b>User: carmisteada@civicscience.com</b>
6	<b>Link: https://insightstore.civicscience.com/crosstabs/152</b>
7	
8	<b>Comparisons</b>
9	<b>Rows</b>
10	<b>Question ID 484: Please indicate your gender</b>
11	<b>Filter Segment: None</b>
12	<b>Answer Grouping: None</b>
13	
14	<b>Columns</b>
15	<b>Question ID 9547: What is your favorite color?</b>
16	<b>Filter Segment: None</b>
17	<b>Filter Network: CivicScience Network</b>
18	<b>Filter Weighting Scheme: Account Default &gt; Unweighted</b>
19	<b>Date Range: All Time</b>
20	<b>Answer Grouping: None</b>
21	
22	<b>Statistics</b>
23	<b>Please indicate your gender (Row) x What is your favorite color? (Col)</b>
24	31960 Responses
25	Significance: X2(df=5)=1619.888
26	p<0.001
27	High Strength of Association(T=0.151)
28	

The second spreadsheet tab, *All Results*, shows the same information found on the *Results* tab.

	A	B	C	D	E	F	G	H
1		<b>What is your favorite color?</b>						
2	<b>Please indicate your gender</b>	<b>Red</b>	<b>Green</b>	<b>Yellow</b>	<b>Blue</b>	<b>Orange</b>	<b>Purple</b>	<b>Row Total</b>
3	<b>Male</b>	3946 (4%)	2946 (-6%)	643 (-28%)	9518 (15%)	979	1683 (-36%)	<b>19715</b>
4	Row %	20%	15%	3%	48%	5%	9%	--
5	Col %	64%	58%	44%	71%	64%	39%	<b>62%</b>
6	<b>Female</b>	2212 (-6%)	2136 (10%)	809 (45%)	3932 (-24%)	548	2608 (59%)	<b>12245</b>
7	Row %	18%	17%	7%	32%	4%	21%	--
8	Col %	36%	42%	56%	29%	36%	61%	<b>38%</b>
9	<b>Column Total</b>	<b>6158</b>	<b>5082</b>	<b>1452</b>	<b>13450</b>	<b>1527</b>	<b>4291</b>	<b>31960</b>
10								

The third spreadsheet tab, *Responses*, shows the number of responses for each category.

	A	B	C	D	E	F	G	H
1		<b>What is your favorite color?</b>						
2	<b>Please indicate your gender</b>	<b>Red</b>	<b>Green</b>	<b>Yellow</b>	<b>Blue</b>	<b>Orange</b>	<b>Purple</b>	<b>Row Total</b>
3	<b>Male</b>	3946	2946	643	9518	979	1683	<b>19715</b>
4	<b>Female</b>	2212	2136	809	3932	548	2608	<b>12245</b>
5	<b>Column Total</b>	<b>6158</b>	<b>5082</b>	<b>1452</b>	<b>13450</b>	<b>1527</b>	<b>4291</b>	<b>31960</b>
6								

The fourth spreadsheet tab, *Row %*, shows the row percentage values and their totals.

	A	B	C	D	E	F	G	
1		<b>What is your favorite color?</b>						
2	<b>Please indicate your gender</b>	<b>Red</b>	<b>Green</b>	<b>Yellow</b>	<b>Blue</b>	<b>Orange</b>	<b>Purple</b>	
3	<b>Male</b>	20%	15%	3%	48%	5%	9%	
4	<b>Female</b>	18%	17%	7%	32%	4%	21%	
5								

The fifth spreadsheet tab, *Column %*, shows the column percentage values and their totals.

	A	B	C	D	E	F	G	H
1		<b>What is your favorite color?</b>						
2	<b>Please indicate your gender</b>	<b>Red</b>	<b>Green</b>	<b>Yellow</b>	<b>Blue</b>	<b>Orange</b>	<b>Purple</b>	<b>Row Total</b>
3	<b>Male</b>	64%	58%	44%	71%	64%	39%	<b>62%</b>
4	<b>Female</b>	36%	42%	56%	29%	36%	61%	<b>38%</b>
5	<b>Column Total</b>	<b>19%</b>	<b>16%</b>	<b>5%</b>	<b>42%</b>	<b>5%</b>	<b>13%</b>	<b>--</b>
6								

The sixth spreadsheet tab, *% From Expected*, shows the differences between the expected and actual results.

	A	B	C	D	E	F	G	
1		<b>What is your favorite color?</b>						
2	<b>Please indicate your gender</b>	<b>Red</b>	<b>Green</b>	<b>Yellow</b>	<b>Blue</b>	<b>Orange</b>	<b>Purple</b>	
3	<b>Male</b>	4%	-6%	-28%	15%	0%	-36%	
4	<b>Female</b>	-6%	10%	45%	-24%	0%	59%	
5								

# Share a crosstab

02/06/2025 2:13 pm EST

By default, only you can see crosstabs that you create. If you wish to allow others to view your crosstab, click on the *Sharing* tab.

Find the name of the user(s) in your organization to whom you wish to grant permission to view the crosstab. *Read Only* access will permit the user to view the crosstab. *Edit* access will permit the user to view, edit, and even delete the crosstab. At the bottom of the list of users is a checkbox that controls whether those gaining access to the crosstab are notified. If you want to grant everyone in your organization access, choose *Everyone*.

## SHARING SETTINGS

Crosstabs can be shared with other users of your account. Users with Read Only access can view, but not edit, a crosstab. Users with Edit access can view the crosstab, share the crosstab with others, and make changes to the crosstab.

NAME	NO ACCESS	READ ONLY	EDIT
Everyone	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Product	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[blurred]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[blurred]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[blurred]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[blurred]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[blurred]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Notify users gaining access to this crosstab

Once you've made all the desired changes, use the blue *Save* button at the bottom left of the page.

Users who have read-only access cannot see the *Settings* or *Sharing* sections of the crosstab.

# Delete a crosstab

02/06/2025 2:13 pm EST

To delete a crosstab, open it and go to the *Settings* tab.

Click on the red *Delete* button.



The crosstab will be deleted for all users. Deleted items cannot be recovered.

---

# The math behind a crosstab

03/24/2026 3:42 pm EDT

The **Chi-square test of independence** (also called the Chi-squared test) is a standard measure of association between two categorical variables. It determines whether there is a significant relationship between the variables. If the two categorical variables are independent of one another, knowing the value of one provides no information about the value of the other variable. If one depends on the other, it can be worthwhile to examine their relationship.

The crosstab does the Chi-square test for you, but it can be helpful to understand how the system derives the values in question.

We will use gender as our first categorical value and favorite colors as our second.

	What is your favorite color?							
Gender	Yellow	Green	Blue	Red	Orange	Black	Purple	Row Total
Female	137	320	754	369	74	159	449	2262
Male	59	343	1188	454	120	155	112	2431
Column Total	196	663	1942	823	194	314	561	4693

Now, we compute the variable counts expected if the variables were independent. The row and column totals are used to calculate the expected counts for each Gender/Color combination. So, we multiply the row total by the column total, then divide that by the grand total.

For the *Male/Orange* combination, that's  $2431 * 194$ , which is 471614, divided by 4693. Our expected value (rounded to the nearest whole number) is 100. I've put the expected value for each cell in parentheses and used red text to differentiate it.

	What is your favorite color?							
Gender	Yellow	Green	Blue	Red	Orange	Black	Purple	Row Total
Female	137 (94)	320 (320)	754 (936)	369 (397)	74 (94)	159 (151)	449 (270)	2262
Male	59 (102)	343 (343)	1188 (1006)	454 (426)	120 (100)	155 (163)	112 (291)	2431
Column Total	196	663	1942	823	194	314	561	4693

Now, we will calculate the difference between the actual and expected values for every combination, square that difference, and divide the result by the expected value for that cell. Adding all of those values gives us the test statistic. Using our *Male/Orange* cell as an example, the actual value is 120. The expected value is 100. The difference is 20, and squaring 20 gives us 400. Dividing 400 by 100 gives us 4. I've placed that in curly brackets and used green text to differentiate it.

	What is your favorite color?							
Gender	Yellow	Green	Blue	Red	Orange	Black	Purple	Row Total
Female	137 (94){19.67}	320 (320){0}	754 (936){35.39}	369 (397){1.97}	74 (94){4.26}	159 (151){0.42}	449 (270){118.67}	2262
Male	59 (102){18.13}	343 (343){0}	1188 (1006){32.93}	454 (426){1.84}	120 (100){4}	155 (163){0.39}	112 (291){110.11}	2431
Column Total	196	663	1942	823	194	314	561	4693

To get our test statistic, we add all the values in green to get 347.78. That's our  $X^2$  statistic.

Next, we need to calculate our **degrees of freedom (df)**, which depend on the number of rows and columns. The formula is  $df = (r - 1) * (c - 1)$ . We have two rows and seven columns, so  $df = 6$ .

We need our **significance level**,  $\alpha$ . CivicScience uses a significance level of 0.05 for all crosstabs.

Now, we use a **published Chi-square distribution table (PDF)** to look up the Chi-square value for 6 degrees of freedom and a 0.05 significance level. The Chi-square value is 12.592.

Next, we compare the value of our test statistic (347.78) to the Chi-square value of 12.592. Because  $347.78 > 12.592$ , we reject the hypothesis that gender and favorite colors are independent. We can conclude that the variables have a relationship, though we can't say what kind.

The same variables are shown in a crosstab. The percentage of difference from the expected value is shown in parentheses if it is significant. The text is red for values that are lower than expected and green for those that are higher.

The variables show a high strength of association, as stated in the summary line at the bottom.

What is your favorite color? All respondents in my account								
Please indicate your gender All respondents in my account	Yellow	Green	Blue	Red	Orange	Black	Purple	Row Total
<b>Male</b>	59 (-42%)	343	1,188 (+18%)	454	120	155	112 (-61%)	2,431 52%
<b>Female</b>	137 (+45%)	320	754 (-19%)	369	74 (-21%)	159	449 (+66%)	2,262 48%
Column Total Column %	196	663	1,942	823	194	314	561	4,693

4,693 Responses. Significance:  $X^2_{(df=6)}=345.369$ ,  $p<0.001$ , High Strength of Association( $T=0.173$ )

In the summary line, you'll see the number of responses, the significance expressed by the  $X^2$  value, the df (degrees of freedom) value, the p-value, and Tschuprow's T strength of association measure.

$X^2$  is the Chi-square statistic. This one differs slightly from what we calculated above due to rounding differences.

We also calculated our degrees of freedom (df) above.

The p-value corresponds to the Chi-square statistic and represents the probability of no relationship between our categorical variables. The lower the p-value, the more confident we can be that such a relationship exists. Results shown to be statistically significant have been adjusted according to the Benjamini-Hochberg false discovery rate procedure.

The T coefficient is Tschuprow's (sometimes spelled *Chuprov's*) T. Tschuprow's T measures the strength of the relationship between the variables. Its value ranges from 0 to 1. The higher the value for Tschuprow's T, the stronger the relationship between the variables.

# Introduction to Dashboards

04/02/2025 10:43 am EDT

A dashboard is a collection of user-configured [dashlets](#), which are pieces of information or data.

Users may create, configure, and share as many dashboards as they like. They may be organized by topic, project, or any other characteristic.

You may also use dashboards:

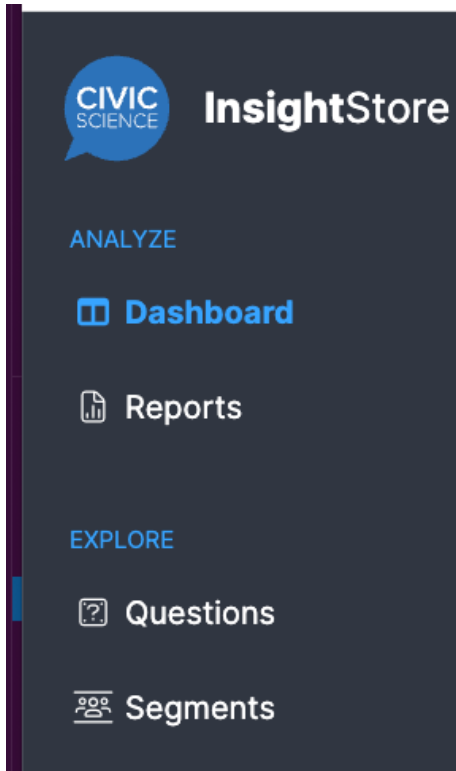
- as a workspace (private or collaborative) in which to gather and experiment with various data visualizations
- to look at a side-by-side comparison of different segmentations of the same questions and data sets
- to organize ideas into a compelling story
- to share ideas and deliverables

## Learn More About Dashboards

- [Navigating to a Dashboard](#)
  - [Creating or Cloning a Dashboard](#)
  - [Batch Filtering & Weighting of Dashboards](#)
  - [Dashboard Settings](#)
  - [Emailing a Dashboard](#)
  - [Sharing a Dashboard](#)
  - [Deleting a Dashboard](#)
  - [Dashlets](#)
-

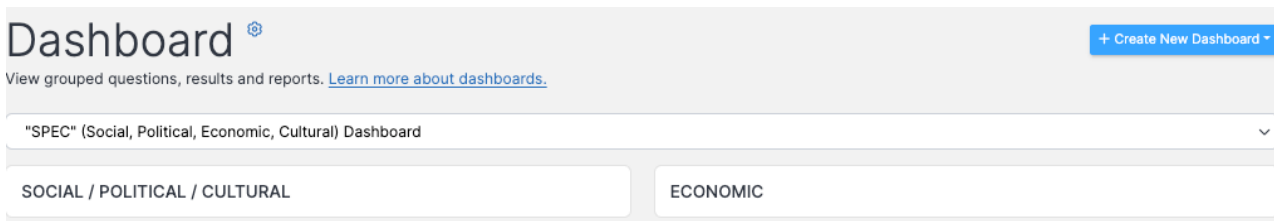
# Navigating to a Dashboard

04/02/2025 10:43 am EDT



Click on *Dashboard* in the left-hand menu to get to the *Dashboard* page.

All dashboards your account has access to are listed in the dropdown menu that's at the upper left side of any dashboard screen:



You will see the dashboards listed in alphabetical order when you click on the dropdown menu. Select any of them to view that dashboard.

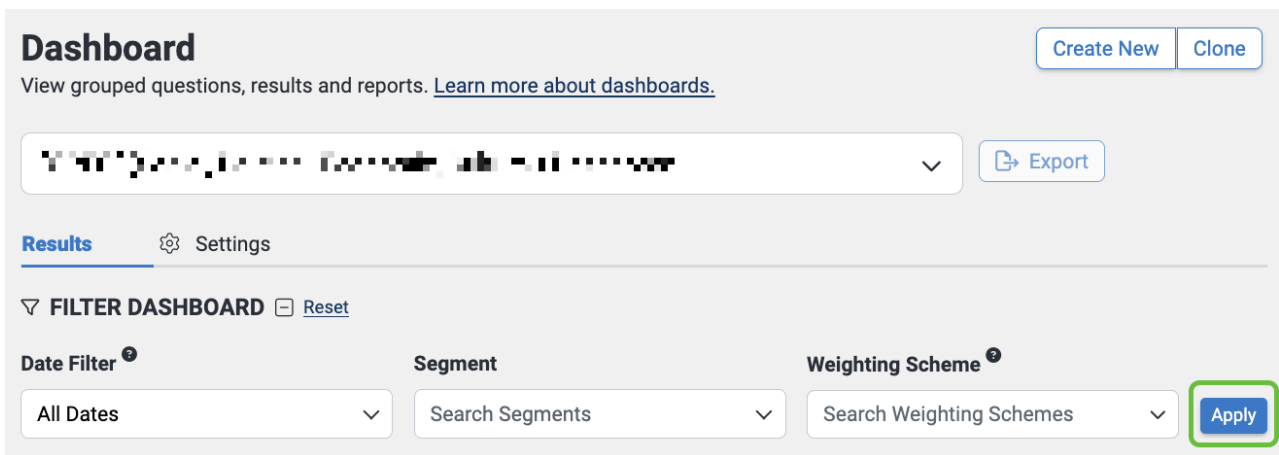
You may also click into the dropdown menu and enter a term from a dashboard's title in order to find the dashboard.

# Batch filtering & weighting of dashboards

08/27/2025 9:19 am EDT

Just below the names of dashboards, you'll see the *Filter Dashboard* settings. They allow you to apply global filters and weighting schemes to all dashlets of a dashboard at once.

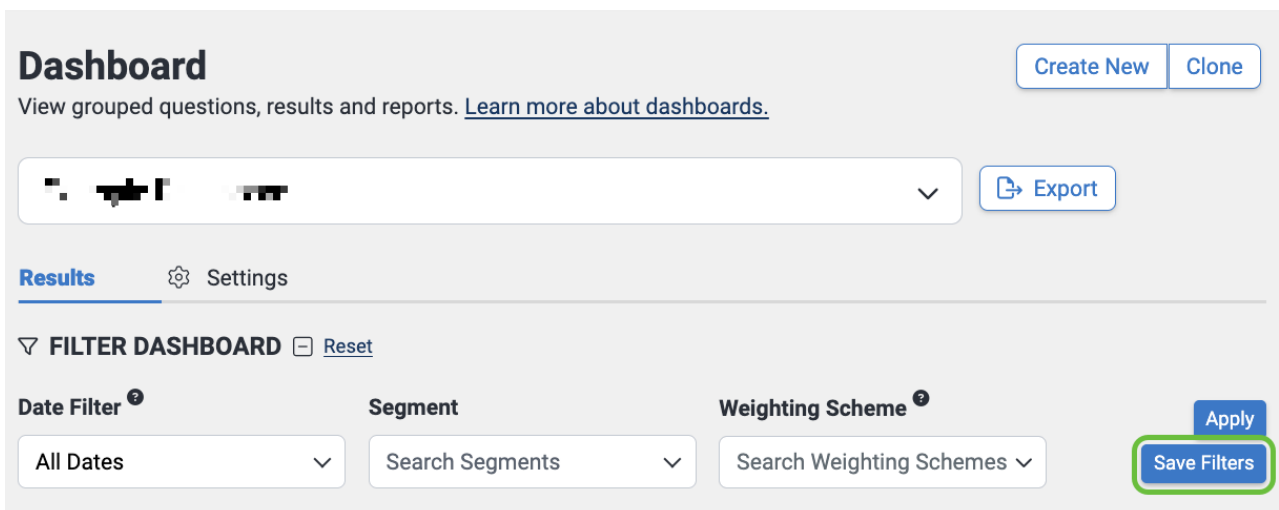
To temporarily apply your changes to all the dashlets, use the *Apply* button (outlined in green below). The changes will revert to their original settings when the page is reloaded.



The screenshot shows a dashboard interface. At the top, there's a 'Dashboard' header with 'Create New' and 'Clone' buttons. Below it, a text area says 'View grouped questions, results and reports. [Learn more about dashboards.](#)'. A search bar with a dropdown arrow and an 'Export' button is visible. Underneath, there are tabs for 'Results' and 'Settings'. A section titled 'FILTER DASHBOARD' includes a 'Reset' link. Three filter dropdowns are present: 'Date Filter' (set to 'All Dates'), 'Segment' (set to 'Search Segments'), and 'Weighting Scheme' (set to 'Search Weighting Schemes'). A blue 'Apply' button is highlighted with a green border.

There are times when you may wish to permanently alter the segment, weighting scheme, or date filters for an entire dashboard. If you only see an *Apply* button, as shown above, you do not have edit permissions for that dashboard, so you can only make temporary changes to it.

If you have edit permissions on a dashboard, you will see a second button, *Save Filters* (outlined in green below).



This screenshot is similar to the one above, showing the same dashboard filter settings. However, in addition to the 'Apply' button, there is a blue 'Save Filters' button located below it, which is also highlighted with a green border.

Using the *Save Filters* button will make the changes permanent for all dashlets.

## Dashlet Support for Global Filters

Different types of dashlets support different combinations of global filters.

- Comment dashlets do not support any global filters.
- Insights dashlets support the segment, weighting, and date global filters.
- MultiTimeview dashlets support the global date filters.
- Question Compare dashlets support the segment, weighting, and date global filters.
- Question Compare List dashlets support the weighting global filters.
- Question List dashlets do not support any global filters.
- Question Results dashlets support the segment, weighting, and date global filters.
- Scorecard dashlets do not support any global filters.
- Score Results dashlets support the segment, weighting, and date global filters.
- Timeview Results dashlets support the segment, weighting, and date global filters.

Global Filter Support			
Dashlet Type	Segment	Weighting	Date
Comment			
Insights	X	X	X
MultiTimeview Results			X
Question Compare	X	X	X
Question Compare List		X	
Question List			
Question Results	X	X	X
Score Results	X	X	X
Scorecard			
Timeview Results	X	X	X

# Dashboard filters for media partners

11/06/2024 2:16 pm EST

Media partners will find that they have a few extra batch filters available on dashboards for which they have editing permissions.

**Note:** These are temporary filters that will be applied to all the dashlets on your dashboard. If you wish to permanently change the filtering or weighting of a dashlet, please use the options in the *Settings* of that dashlet.

To clear out the filters, use the blue *Reset* link to the right of the *Filter Dashboard* title.

The screenshot shows a dashboard interface with the following elements:

- Dashboard Title:** "Dashboard" with a "+ Create New Dashboard" button on the right.
- Dashboard Name:** "Example Dashboard" with a dropdown arrow and a "Settings" button.
- Filter Dashboard Section:** A section titled "FILTER DASHBOARD" with a "Reset" link.
- Filters:**
  - Date Filter:** A dropdown menu currently set to "All Dates".
  - Segment:** A search box labeled "Search Segments" with a dropdown arrow.
  - Target:** A search box labeled "Search Targets" with a dropdown arrow.
  - Weighting Scheme:** A search box labeled "Search Weighting Schemes" with a dropdown arrow.
  - Network:** A dropdown menu currently set to "Not Applied".
- Apply Button:** A blue "Apply" button located at the bottom right of the filter section.

The first new field is the *Target* filter. This dropdown menu lists all of the targets in your account, so the list will be unique to each account. Select a target and use the *Apply* button; all the dashlets on your dashboard will be filtered to results from that target. The *Target* filter will override the dashlet-specific target settings.

The second new field is the *Network* filter. This dropdown menu lists all the networks your account belongs to. To limit responses to those on the targets of your account, select *My Account*. Select *CivicScience Network* to see the responses on all CivicScience targets. To see the responses on all CivicScience sites without your targets, choose *Benchmark Network*. The other options will be unique to your account. The *Network* filter will override the dashlet-specific network settings.

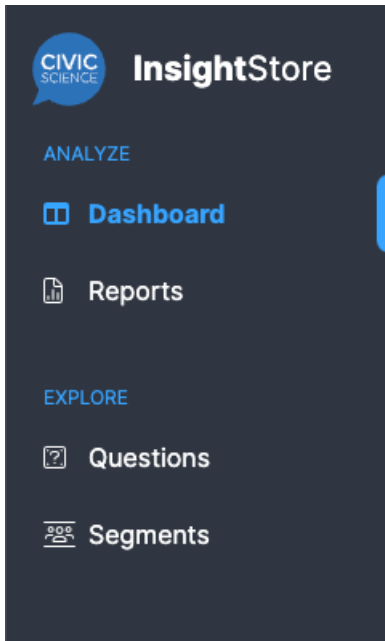
Please hit *Apply* to see the results of your chosen filters.

# Creating or cloning a Dashboard

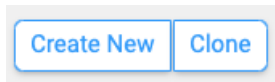
04/02/2025 10:43 am EDT

There are three ways to create a new dashboard.

## Create a Blank Dashboard



To create a blank dashboard, select *Dashboard* from the left navigation bar.



Click the button in the upper right corner labeled *Create New*.

Next is this modal:

A screenshot of a modal window titled 'CREATE NEW DASHBOARD'. It has a close button (X) in the top right corner. Below the title is a text input field labeled 'Dashboard Name \*'. At the bottom right, there are two buttons: 'Cancel' and 'Submit'.

Give the dashboard a descriptive name and click *Submit*. (It can be renamed easily later.) After saving the name, the *Basic Information* for the dashboard will be displayed.

## BASIC INFORMATION

### Dashboard Name

### Dashboard Default <sup>?</sup>

 Make this my default dashboard

The dashboard name can be changed on the *Basic Info* tab under *Settings*. The *Sharing* and *Email* tabs are discussed elsewhere.

Any changes you make will take effect after hitting *Submit*. Clicking on *Results* will take you to the main dashboard screen.

The screenshot shows a 'Dashboard' settings modal. At the top, there's a title 'Dashboard' and a subtitle 'View grouped questions, results and reports. [Learn more about dashboards.](#)'. On the right, there are 'Create New' and 'Clone' buttons. Below this is a color selection bar with a dropdown arrow and an 'Export' button. A navigation bar at the bottom has 'Results' (selected) and 'Settings' (with a gear icon). Below the navigation bar is a 'FILTER DASHBOARD' section with a plus icon. At the bottom of the modal is a large dashed box containing an 'Add New Dashlet' button.

## Create a Dashboard from a Link

The second way to create a dashboard involves finding any of the *+ Add to Dashboard* links scattered throughout the InsightStore. I've selected one at the bottom left corner of a question.

[+ Add to Dashboard](#)

Clicking that link results in this modal:

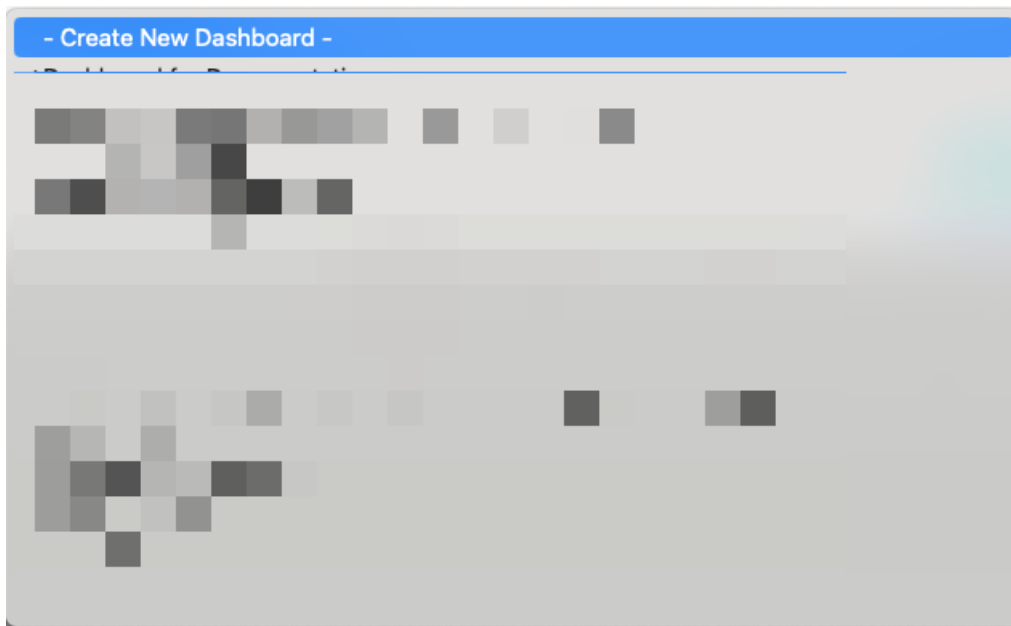
TO WHICH DASHBOARD WOULD YOU LIKE TO ADD THIS DASHLET? ✕

This dashlet can be added to any dashboards that you can edit. Added dashlets will automatically appear in the bottom left column of the dashboard to which they are added, and can be rearranged through drag and drop.

Select a dashboard

Submit

Clicking on the dropdown list, the first option is - *Create New Dashboard* - .



Selecting that option adds a new field to the modal where I can enter a name for the new dashboard.

TO WHICH DASHBOARD WOULD YOU LIKE TO ADD THIS DASHLET? ✕

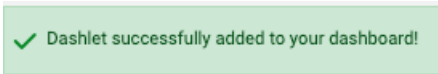
This dashlet can be added to any dashboards that you can edit. Added dashlets will automatically appear in the bottom left column of the dashboard to which they are added, and can be rearranged through drag and drop.

Select a dashboard

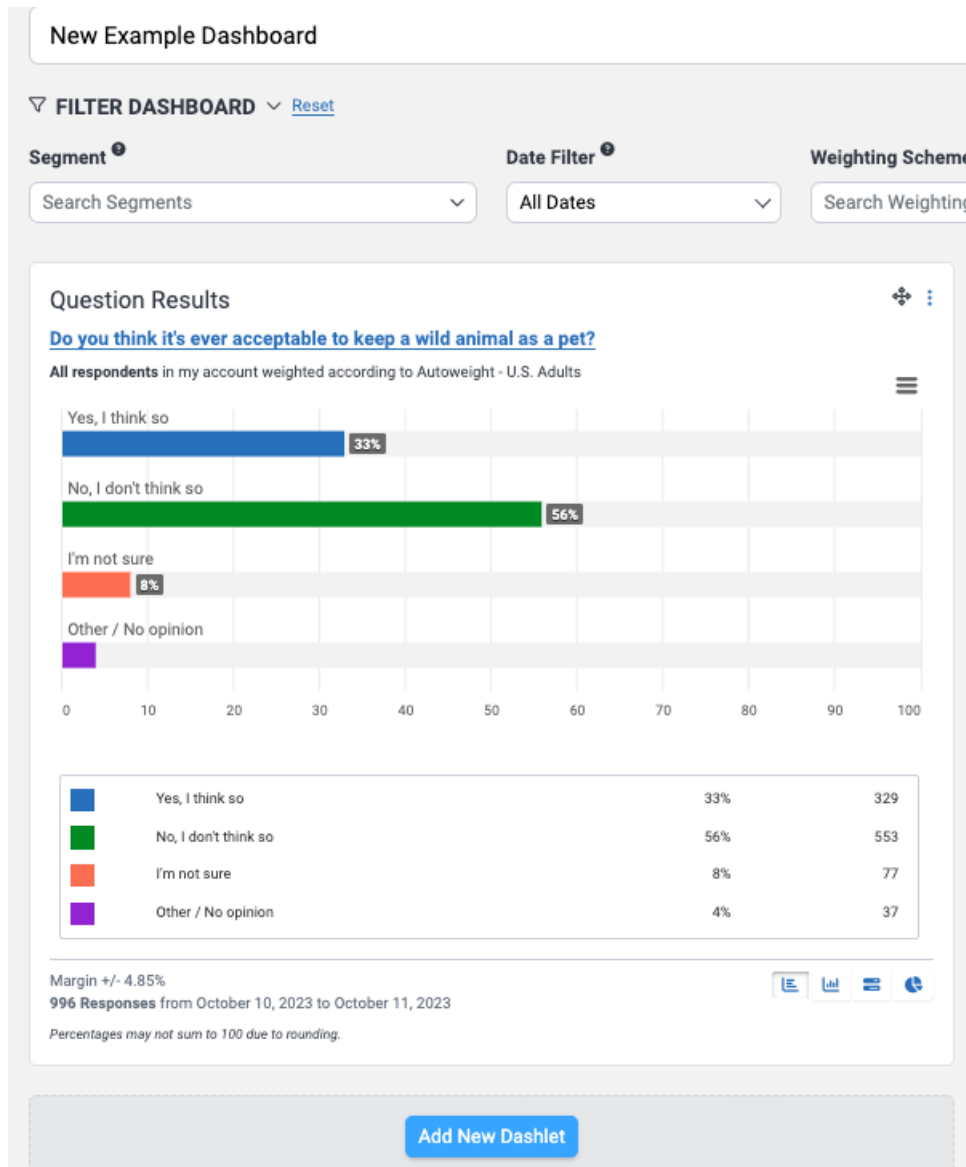
Dashboard Name \*

Submit

After entering the new name, I click *Submit* to create the new dashboard. A green area appears above the question data with the message *Dashlet successfully added to your dashboard!*



When I click on the list of dashboards at the top of the dashboard page again, I see my new dashboard listed. It contains a question results dashlet for the question I chose.



## Cloning a Dashboard

The third way to create a new dashboard is by cloning an existing one. Cloning allows you to make a complete copy of a dashboard and then make changes that won't affect the original.

Select a dashboard from the list and click the *Clone* button in the upper right corner to clone a dashboard.



## Video on Dashboard Creation

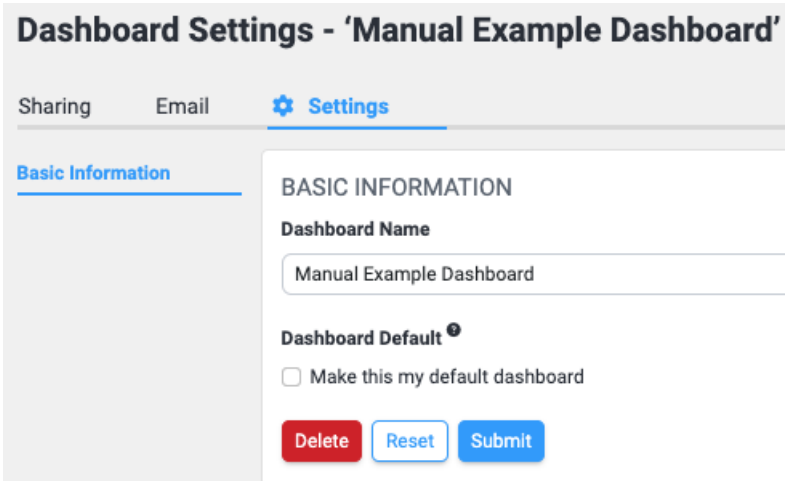
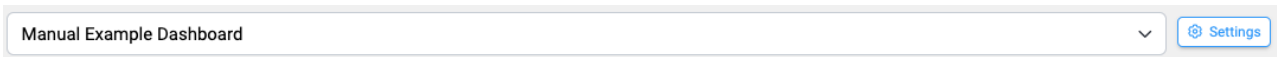
Here's a video on creating a dashboard and adding dashlets.  
Your browser does not support the video tag.

---

# Dashboard settings

01/31/2024 1:26 pm EST

If you have edit access to a dashboard, you will notice a button labeled *Settings* to the right of the dashboard's title field.



Clicking on the *Settings* button will take you to the *Dashboard Settings* page. There, you can edit the *Dashboard Name* or delete the dashboard. If you delete it, there is no undo. It will be deleted for all users.

The [Sharing](#) and [Email](#) tabs are covered elsewhere.

---

# Emailing a Dashboard

04/02/2025 10:43 am EDT

Dashboards can be emailed to anyone in your account with access to the dashboard. Emails can be sent immediately or on a schedule. You can easily share results and analysis this way.

Click on the *Email* tab under *Dashboard Settings*.

Using the *Email* table, select the cadence on which the email should be sent. The options are:

- *Immediately*
- *Daily*
- *Weekdays*
- *Weekly*
- *Monthly*

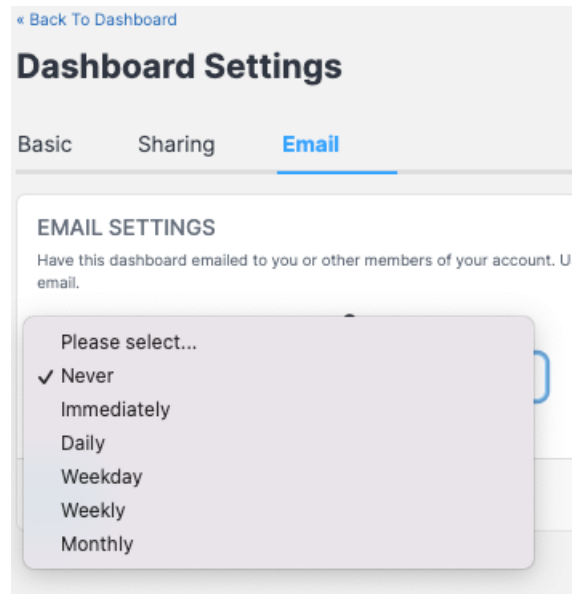
If you select *Weekly*, you are prompted to select the day of the week on which it should be sent. If you select *Monthly*, you are prompted to select the day of the month on which it is sent.

Next, select to whom the email should be sent. The system limits your options to users who have access to the dashboard. If you want to send an email to someone that you don't see on the list, [share the dashboard](#) with them first.

Once you have selected the frequency and the recipients, click *Save*, and the dashboard will be emailed as scheduled.

Dashboard emails are rendered with the access rights of the recipient. Therefore, different recipients may see the dashboard emails (and the dashboards themselves) differently, depending on the dashlets to which they have access.

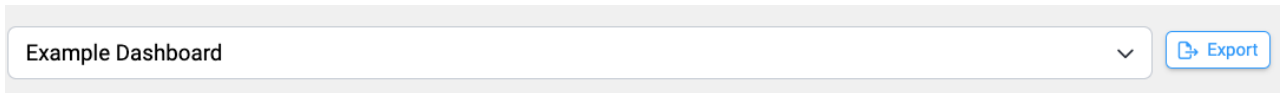
Dashboard emails are always sent at approximately 7 AM EST.



# Exporting a Dashboard

04/02/2025 10:44 am EDT

It is very simple to export your dashboard to a PowerPoint file. Simply click the *Export* button to the right of the dashboard's title.



A PowerPoint file will be generated and downloaded.

Before you hit that button, though, if you've used any insights dashlets, make sure their calculations are up-to-date.

Also, please be aware that comments are not exported.

---

# Sharing a Dashboard

04/02/2025 10:44 am EDT

Dashboards that you create are private by default and are only accessible to you. However, any dashboard you create can be shared with other members of your account. Sharing can be done on an edit or read-only basis.

Click on the *Settings* button to the right of the dashboard title field, then choose the *Sharing* tab.

Using the *Dashboard Sharing* table, select the access levels you wish to grant to other account members.

*Read Only* access allows users to view the dashboard and dashboard email but does not allow them to change the dashboard.

*Edit* access gives users full control over the dashboard, including the ability to change, delete, and share the dashboard with other account members.

*Everyone* means all the members of your organization.

Once you have configured the access levels, hit the submit button at the bottom of the page to save your changes.

Basic **Sharing** Email

### Dashboard Sharing

Dashboards can be shared with other users of your account. Users with *Read Only* access can view, but not edit, a dashboard. Users with *Edit* access can view the dashboard, share the dashboard with others, and make changes to the dashboard.

Name	Edit	No Access	Read Only
<b>Everyone</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

# Deleting a Dashboard

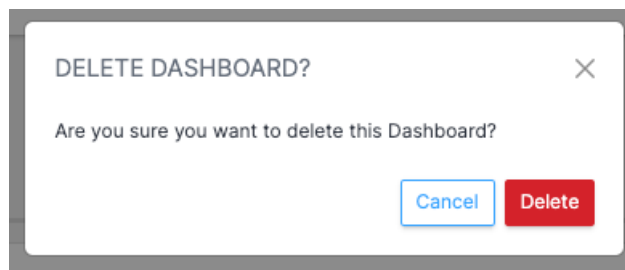
04/02/2025 10:44 am EDT

If a dashboard is deleted, it is deleted for all users and cannot be recovered. Please ensure no one is using the dashboard before you delete it.

To delete a dashboard, click on the *Settings* button to the right of the dashboard's name.



On the *Basic Settings* tab, click the *Delete* button. You see this modal.



If you click the *Delete* button, the dashboard is gone forever.

---

# Introduction to dashlets

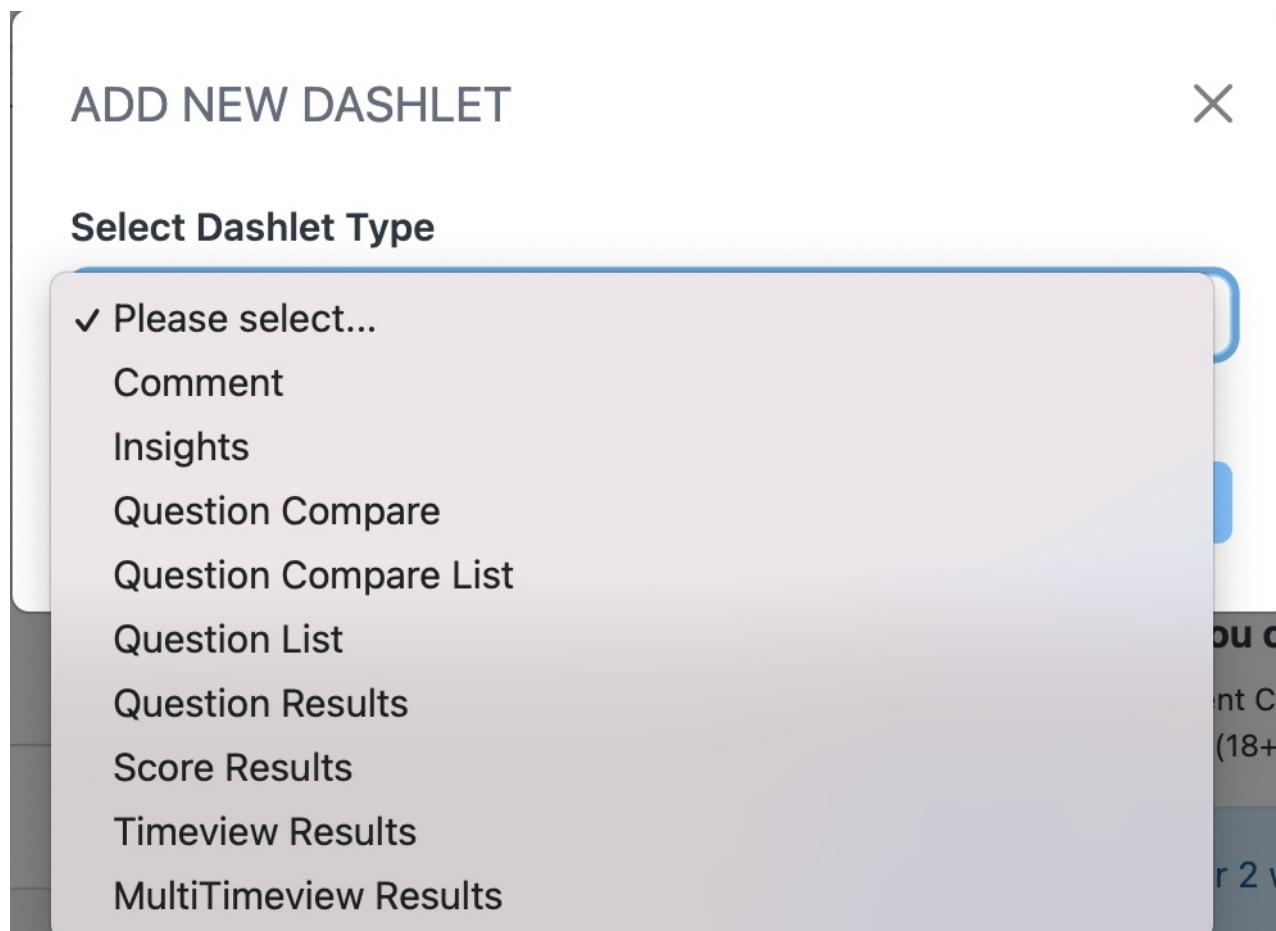
08/26/2025 1:29 pm EDT

Dashlets are pieces of information or data. They are used to create a dashboard.

Add New Dashlet

To add a dashlet to your dashboard, click the *Add New Dashlet* button. It can be found at the bottom of your dashboard.

You'll see this modal:



Click on the *Select Dashlet Type* dropdown menu. You will see several options:

- *Comment* - used to leave a comment on the dashboard
- *Insights* - displays a list of five, ten, fifteen, or twenty insights for a chosen question with the strength of association for each insight
- *Question compare* - shows the results from comparing two questions
- *Question compare list* - displays a list of five, ten, fifteen, or twenty questions compared to the chosen question and shows the strength of correlation for each question
- *Question list* - shows a list of five, ten, fifteen, or twenty value or profile questions that meet the selected search criteria
- *Question results* - shows the results of any question
- *Score results* - displays the results of a score for any value or profile question
- *Timeview results* - shows the results of any question as a timeview display

- *Multitimeview results* – shows the results of a MultiTimeview report

We've provided detailed instructions on adding or editing each type of dashlet. The articles include videos and transcripts, accompanied by step-by-step images.

- [Video: adding a comment dashlet](#)
- [Video: adding an insights dashlet](#)
- [Video: adding a multitimeview results dashlet](#)
- [Video: adding a question compare dashlet](#)
- [Video: adding a question compare list dashlet](#)
- [Video: adding a question list dashlet](#)
- [Video: adding a question results dashlet](#)
- [Video: adding a score results dashlet](#)
- [Video: adding a timeview results dashlet](#)

There is one final type of dashlet, the scorecard dashlet. This dashlet adds an entire scorecard report to a dashboard. You can find a link to add such a dashlet at the bottom of every scorecard report. The scorecard dashlet cannot be edited after it is added to a dashboard, but it can be repositioned. It is not affected by global filters.



Dashlets always show the total response count, but sometimes there aren't enough responses to calculate the significance and strength of association.

---

# Video: adding a comment dashlet

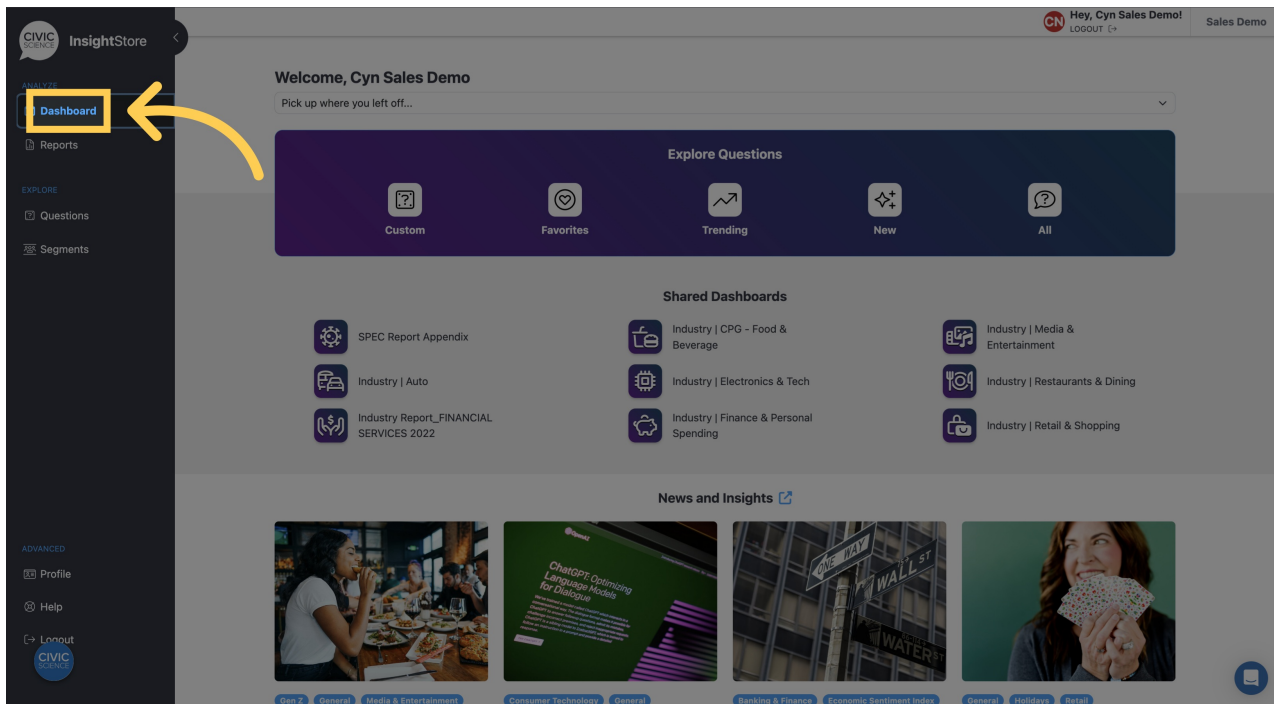
01/31/2024 1:28 pm EST

This guide will walk you through the steps to add a comment dashlet to a dashboard.

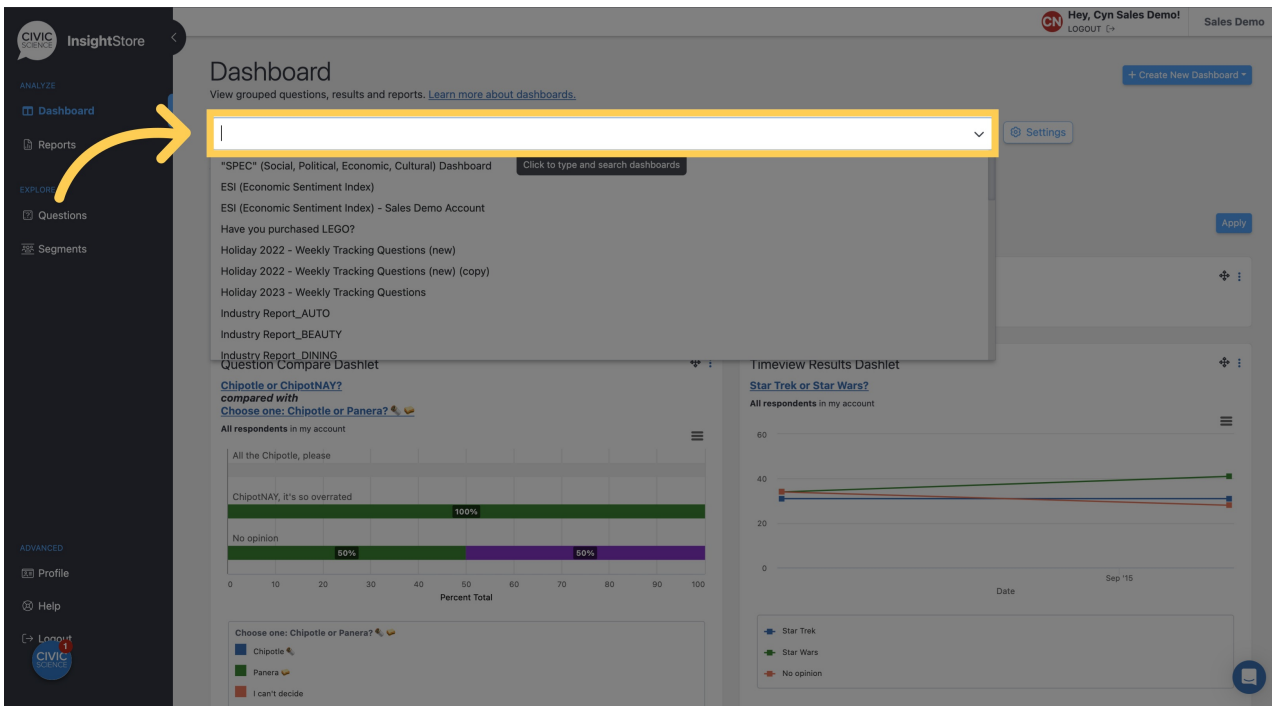
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com)

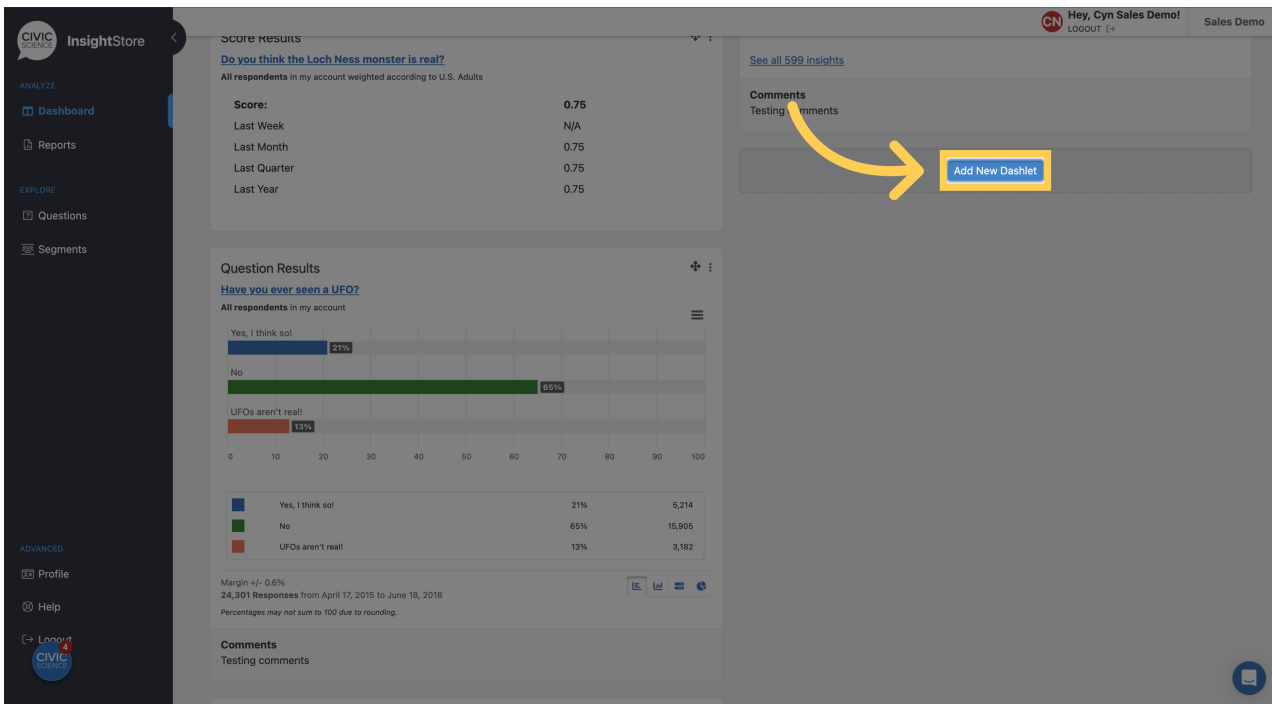
2. From the landing page, click *Dashboard* in the left navigation pane.



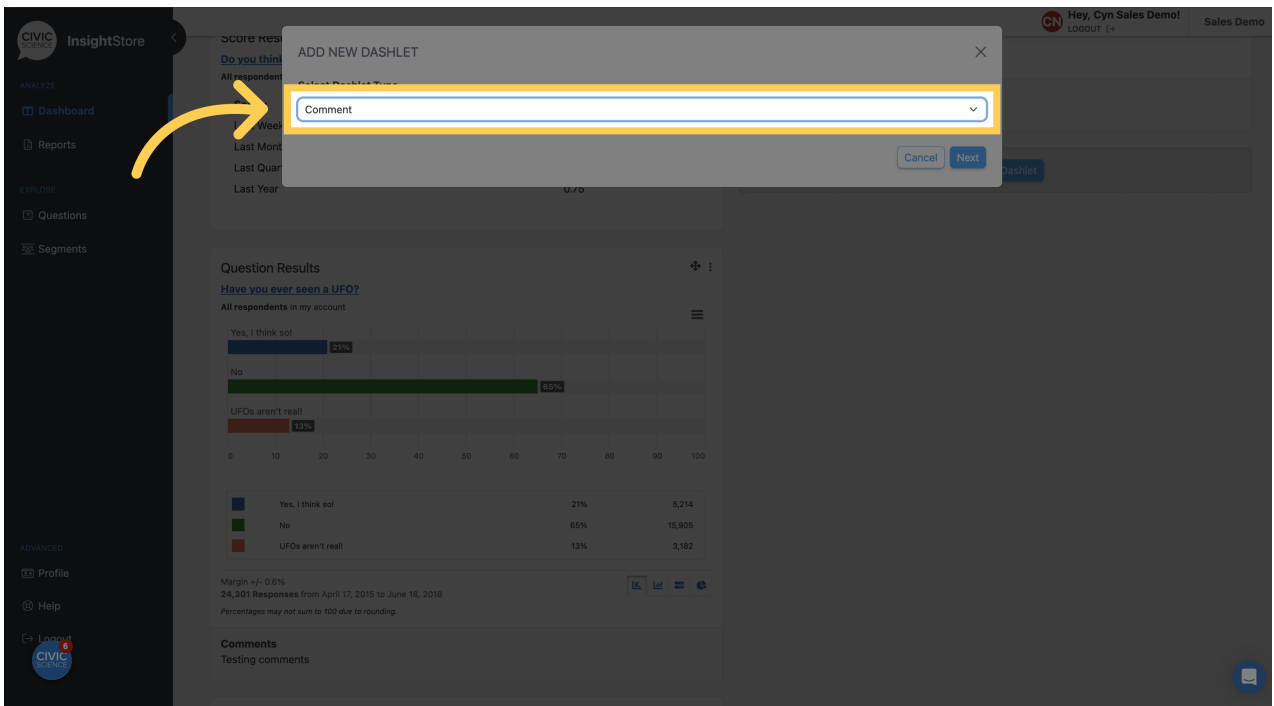
3. Choose your dashboard from the dropdown menu.



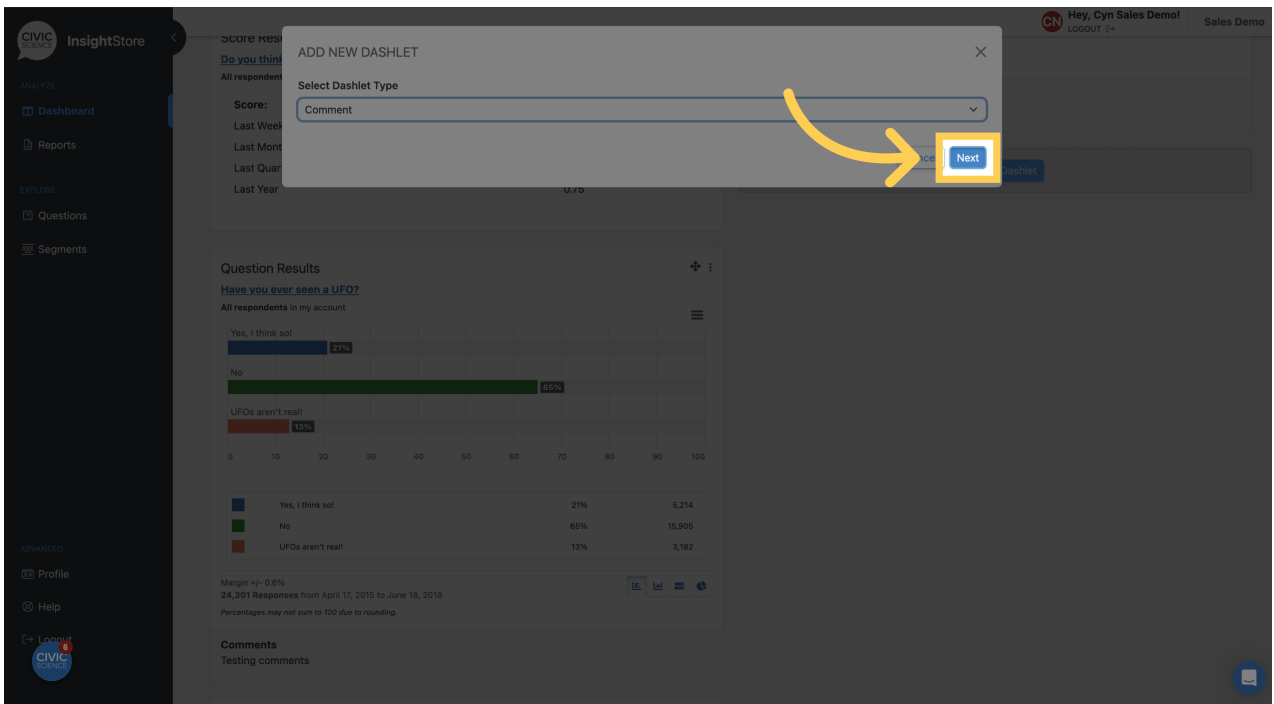
4. Go to the bottom of the dashboard and click **Add New Dashlet**.



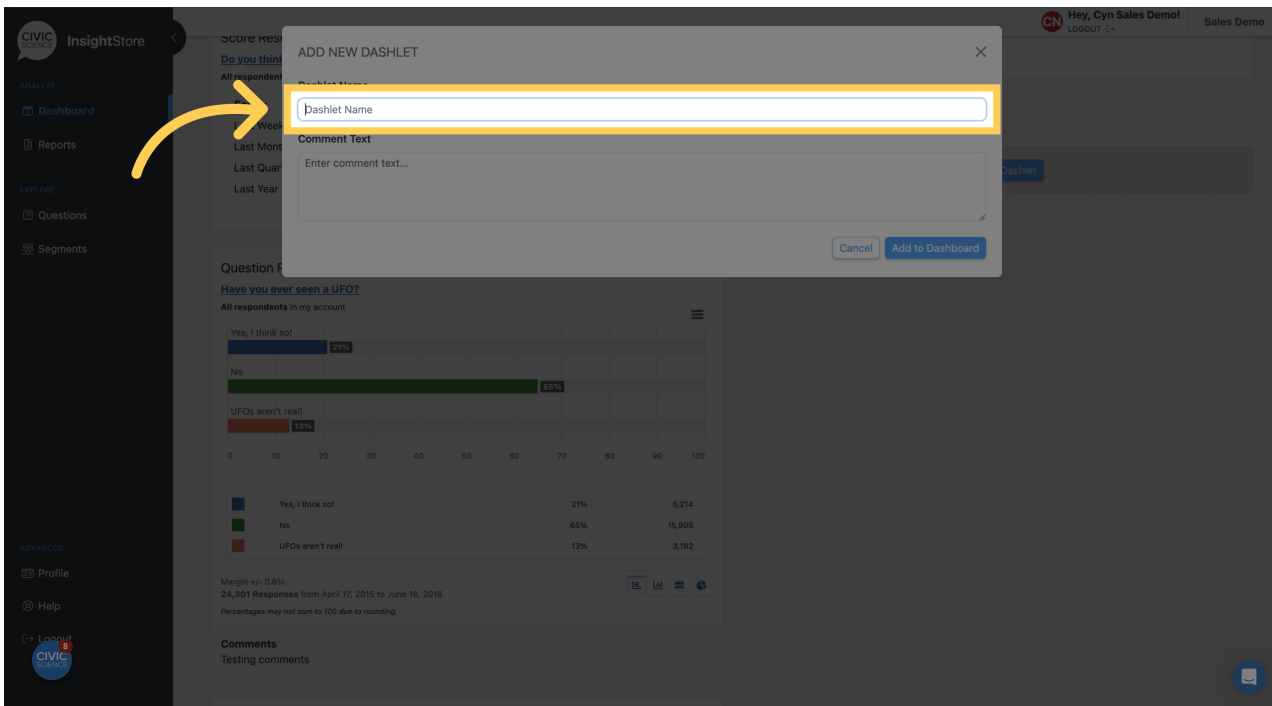
5. Select **Comment** from the dropdown menu.



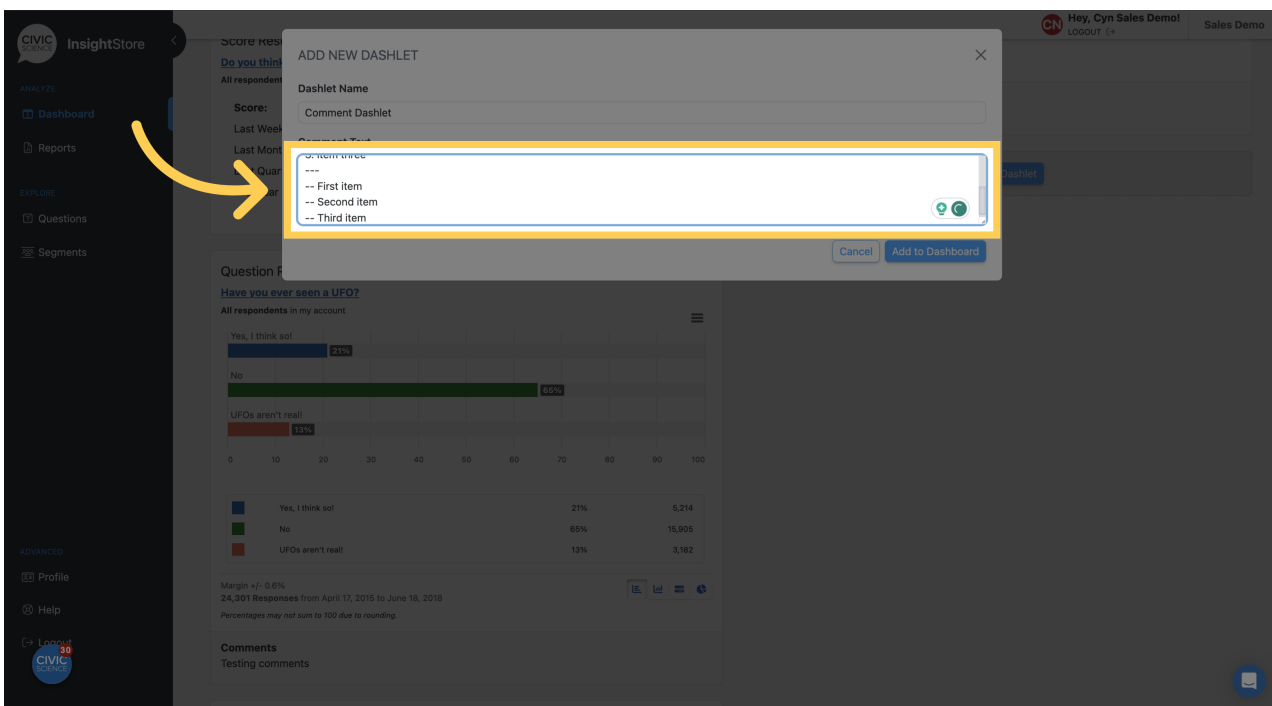
6. Click *Next* to continue.



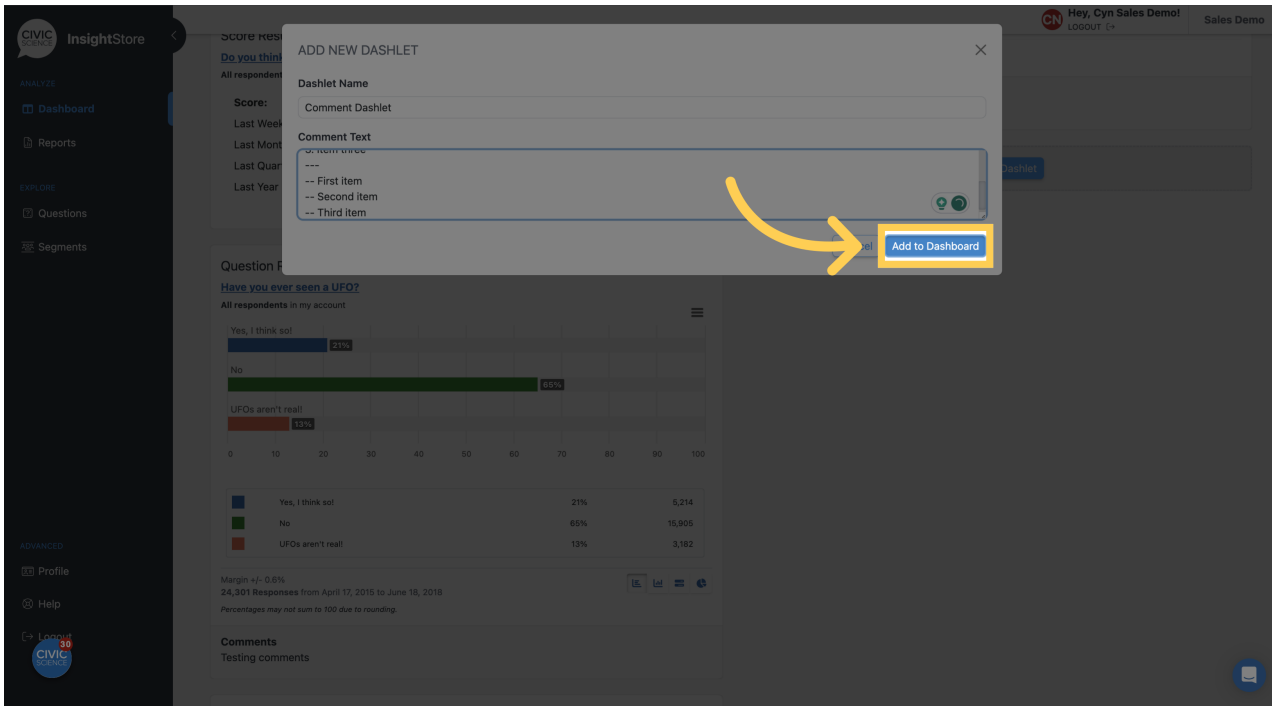
7. Give your dashlet a descriptive name.



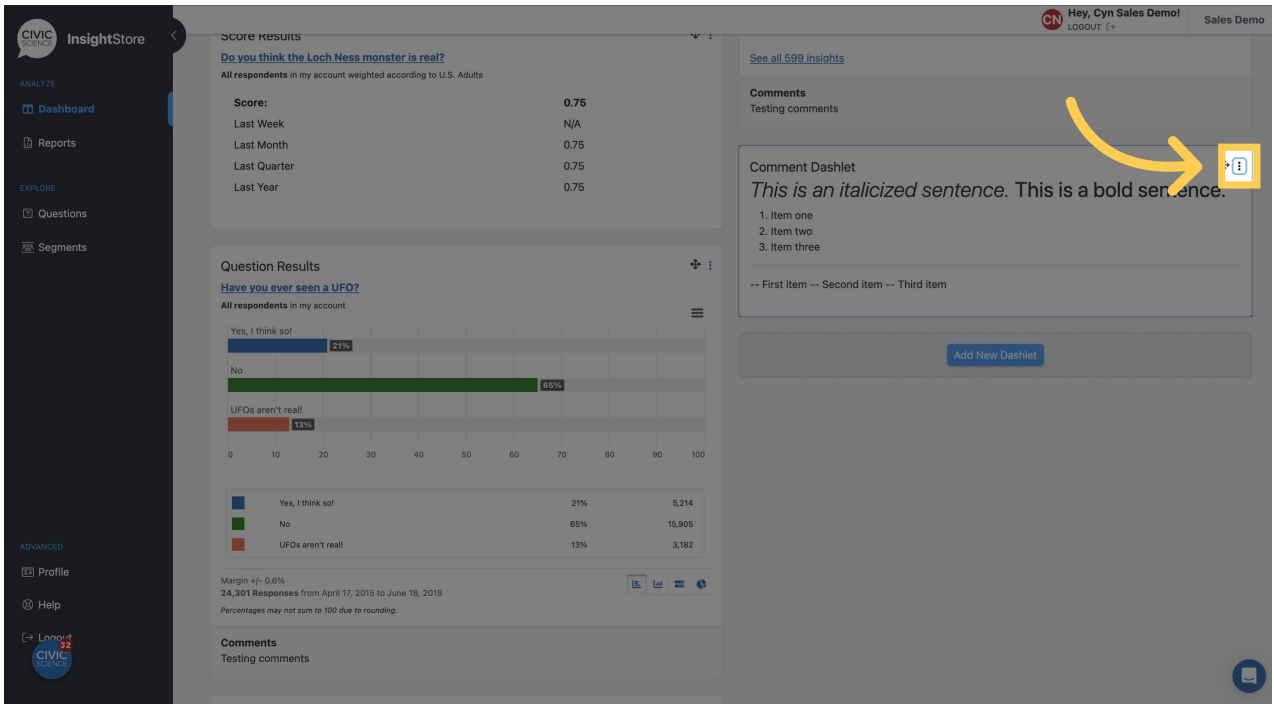
8. Enter the comment text. You may use basic markdown for formatting.



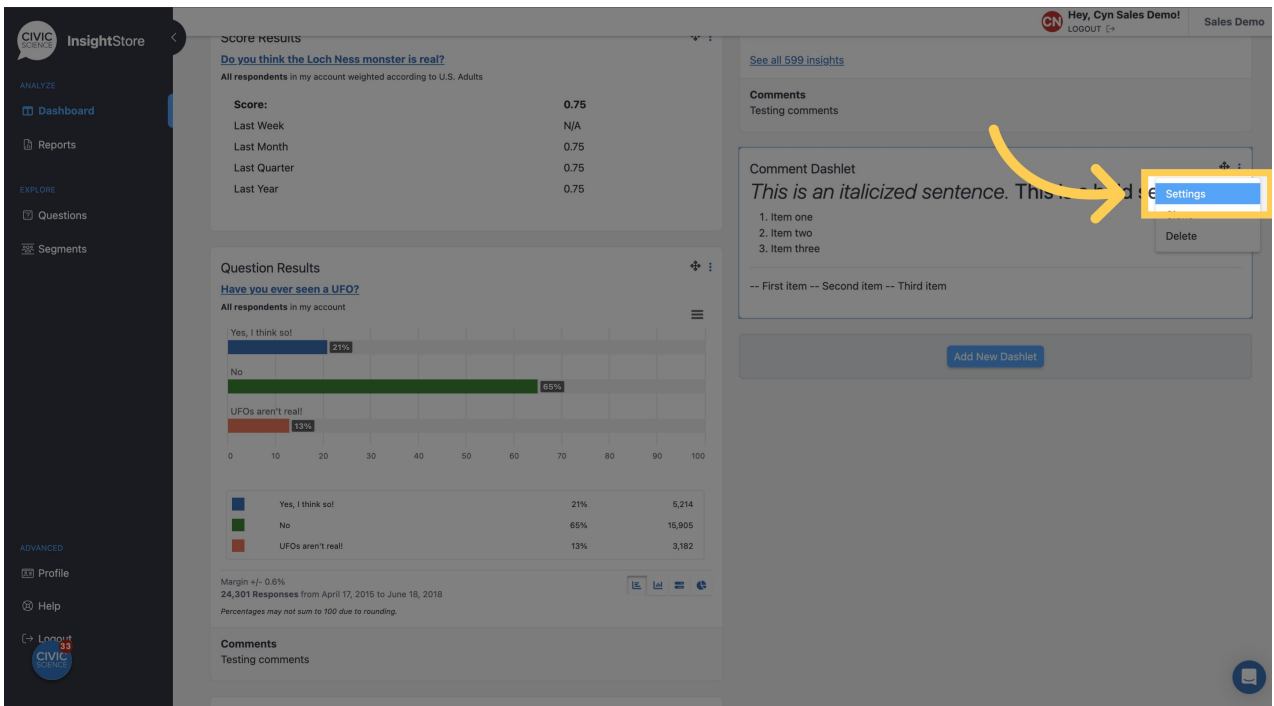
9. Click *Add to Dashboard* and view your new dashlet.



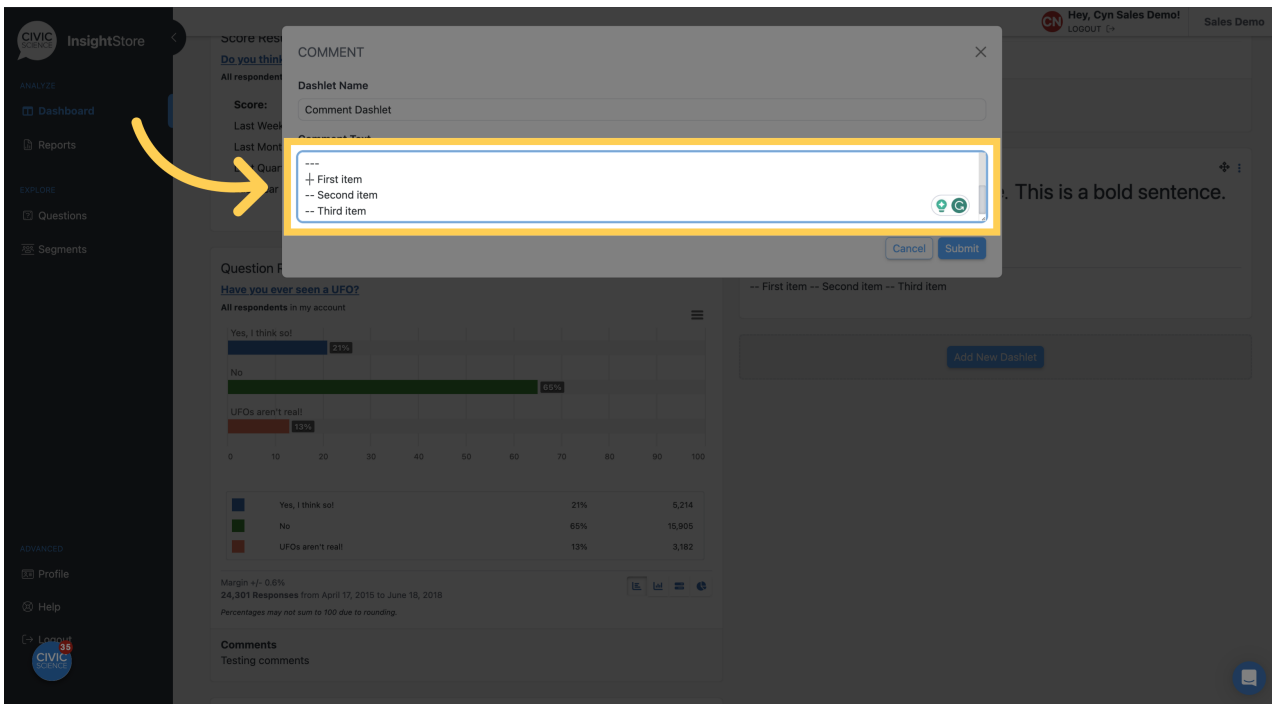
10. Click the kebab menu to edit the dashlet.



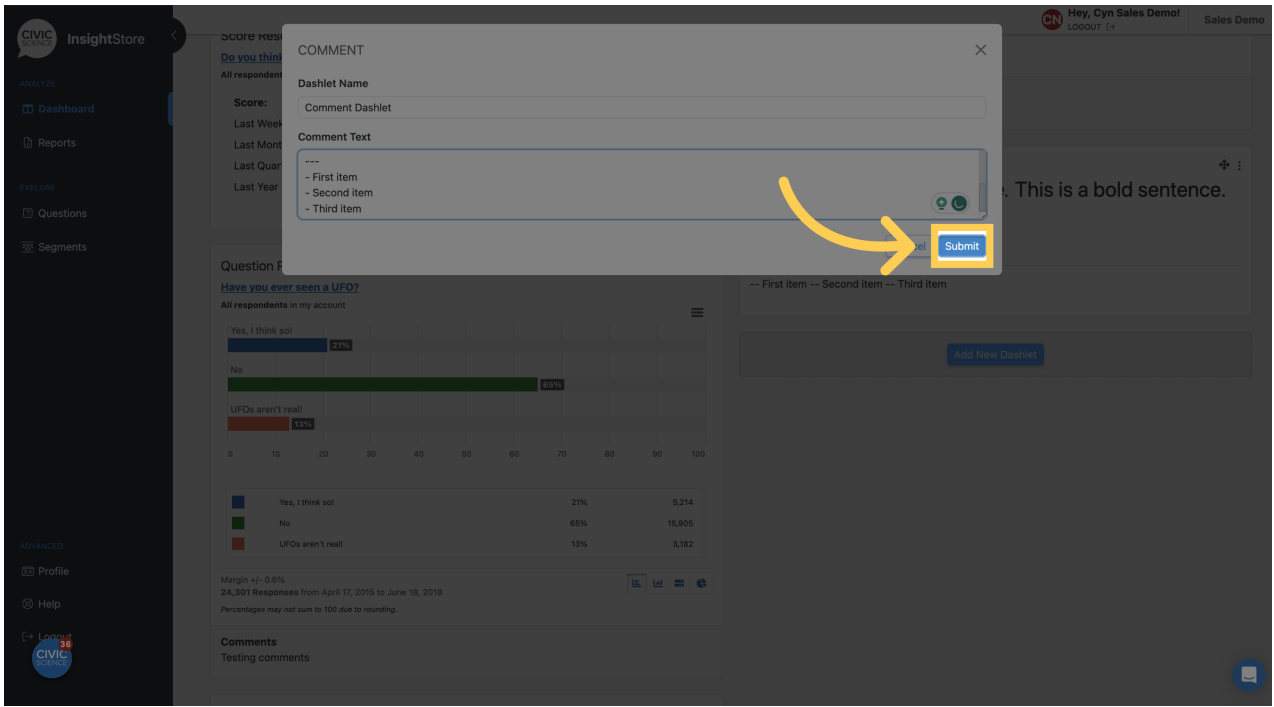
11. Click Settings.



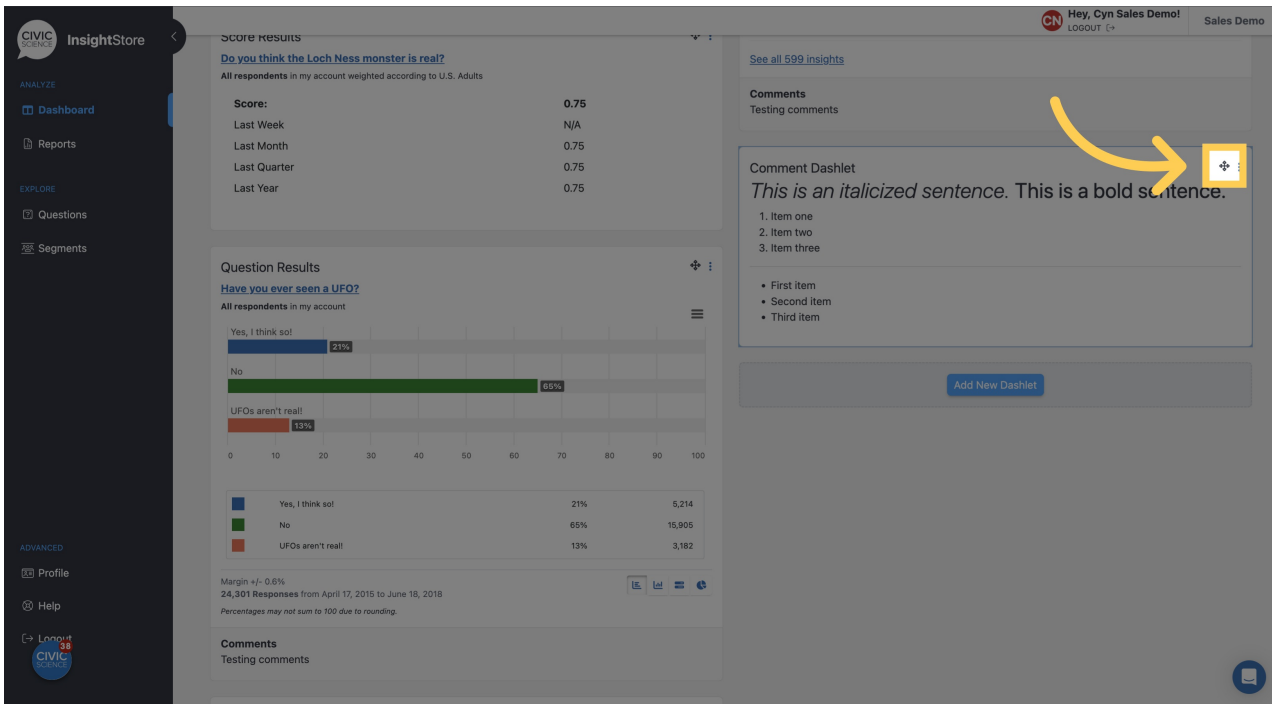
## 12. Make any desired changes.



## 13. Click *Submit* to save the changes, then view your revised dashlet.



14. To move the dashlet, click on the move cursor symbol. Drag the dashlet to its new location.



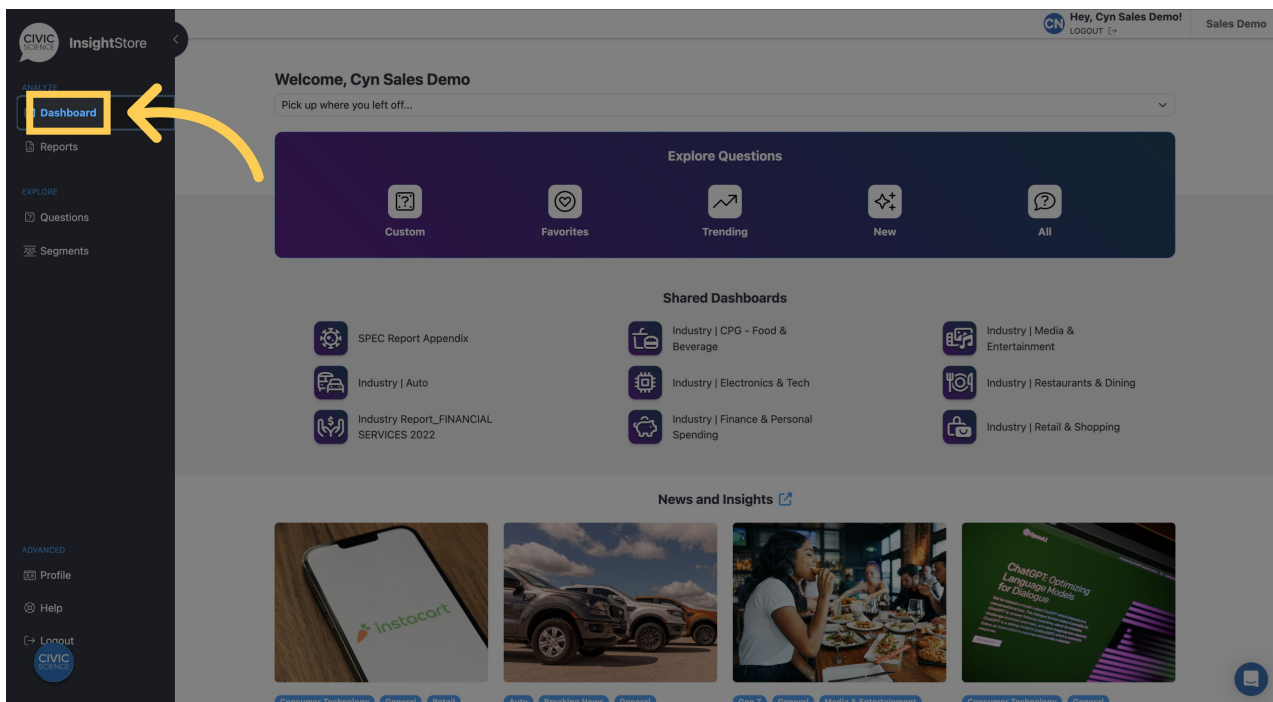
# Video: adding an insights dashlet

01/02/2025 1:53 pm EST

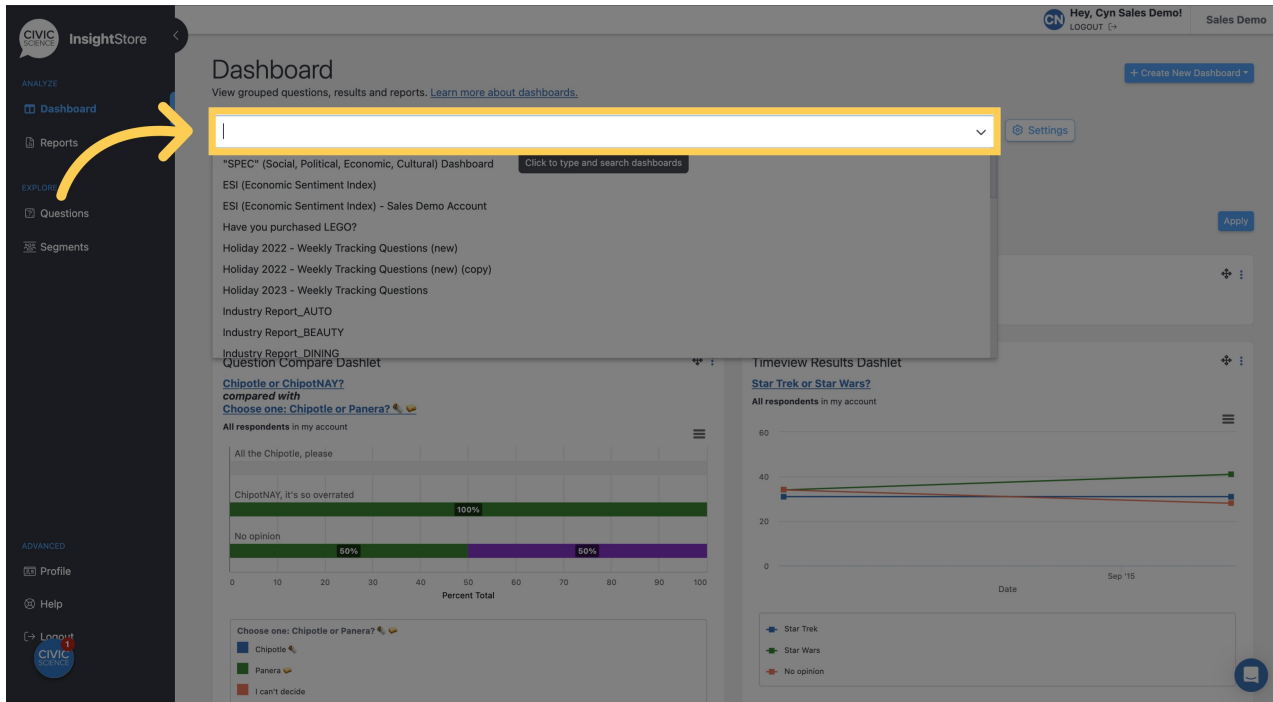
This guide will teach you how to add, move, and edit an insights dashlet to a dashboard.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com).

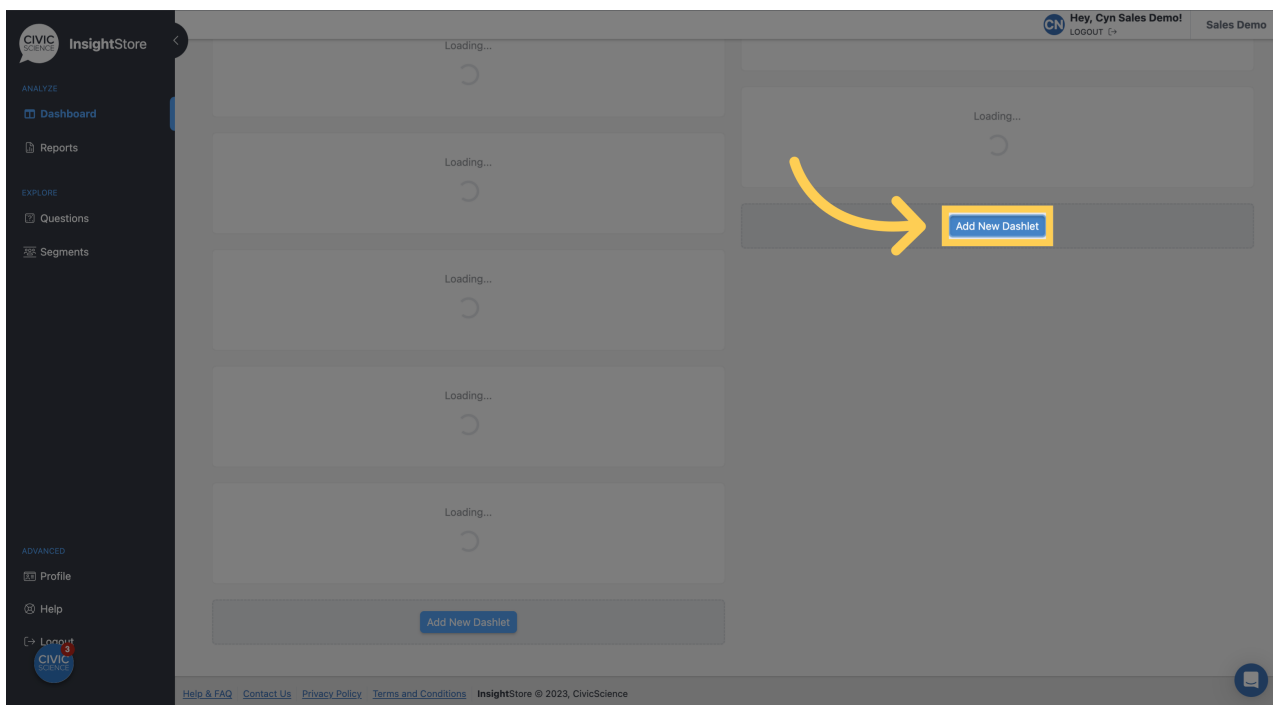
2. From the landing page, click *Dashboard* in the left navigation pane.



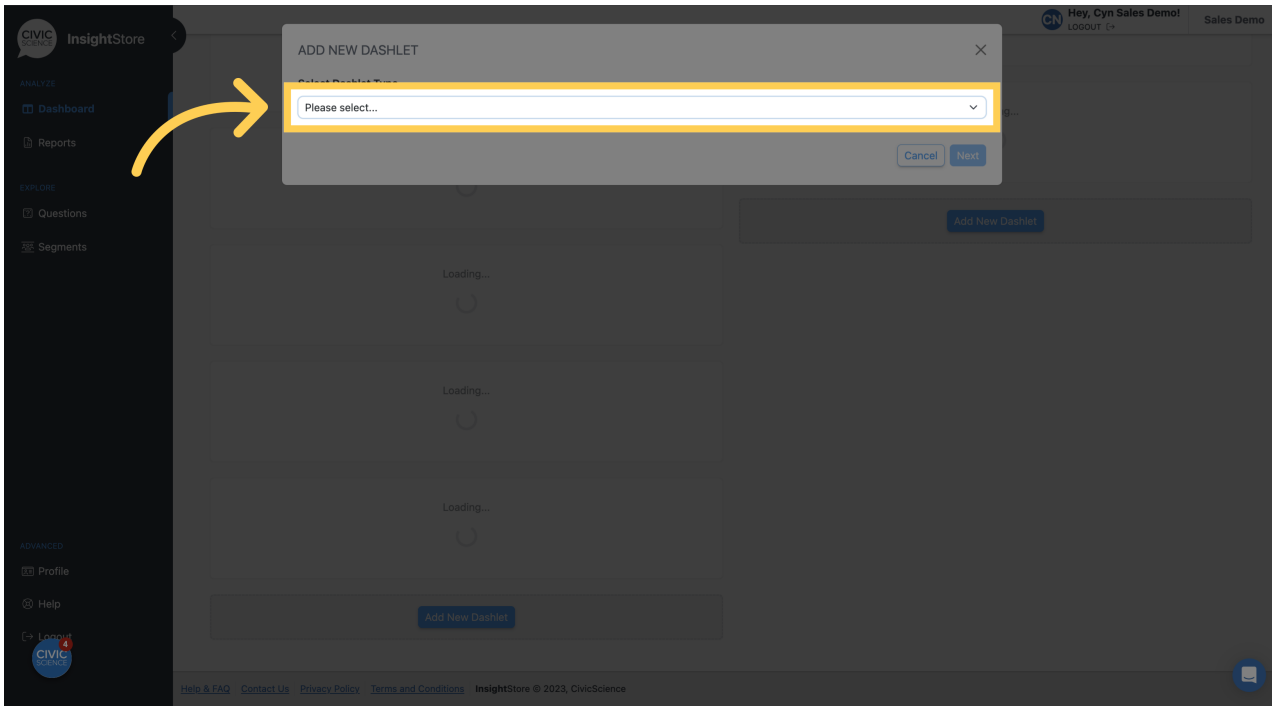
### 3. Select your dashboard from the dropdown menu.



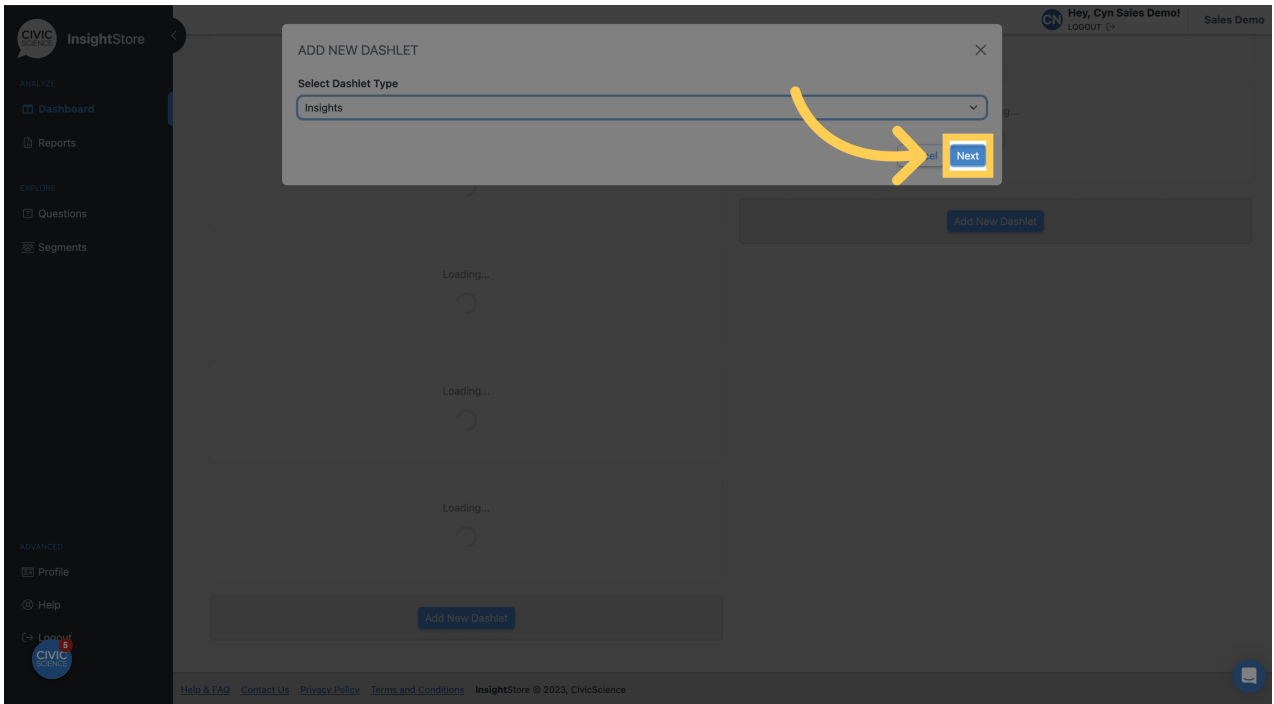
### 4. Navigate to the bottom of the dashboard and click *Add New Dashlet*.



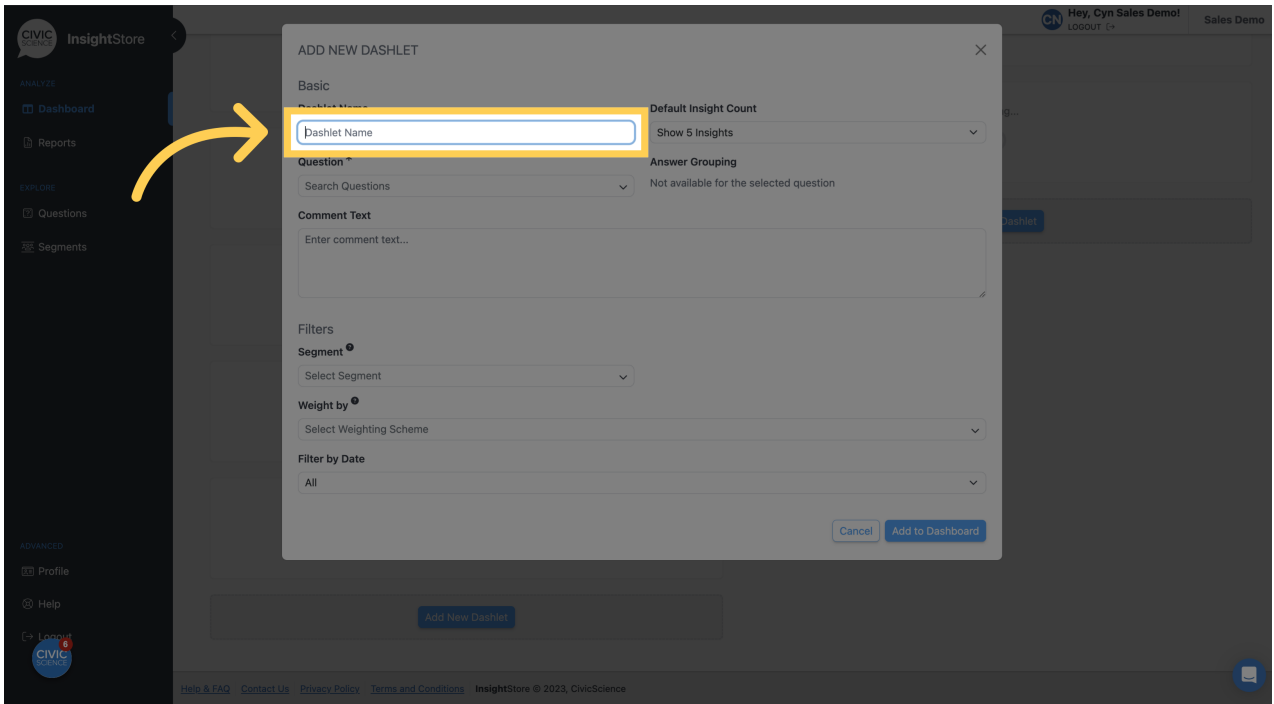
### 5. Choose *Insights* from the dropdown list.



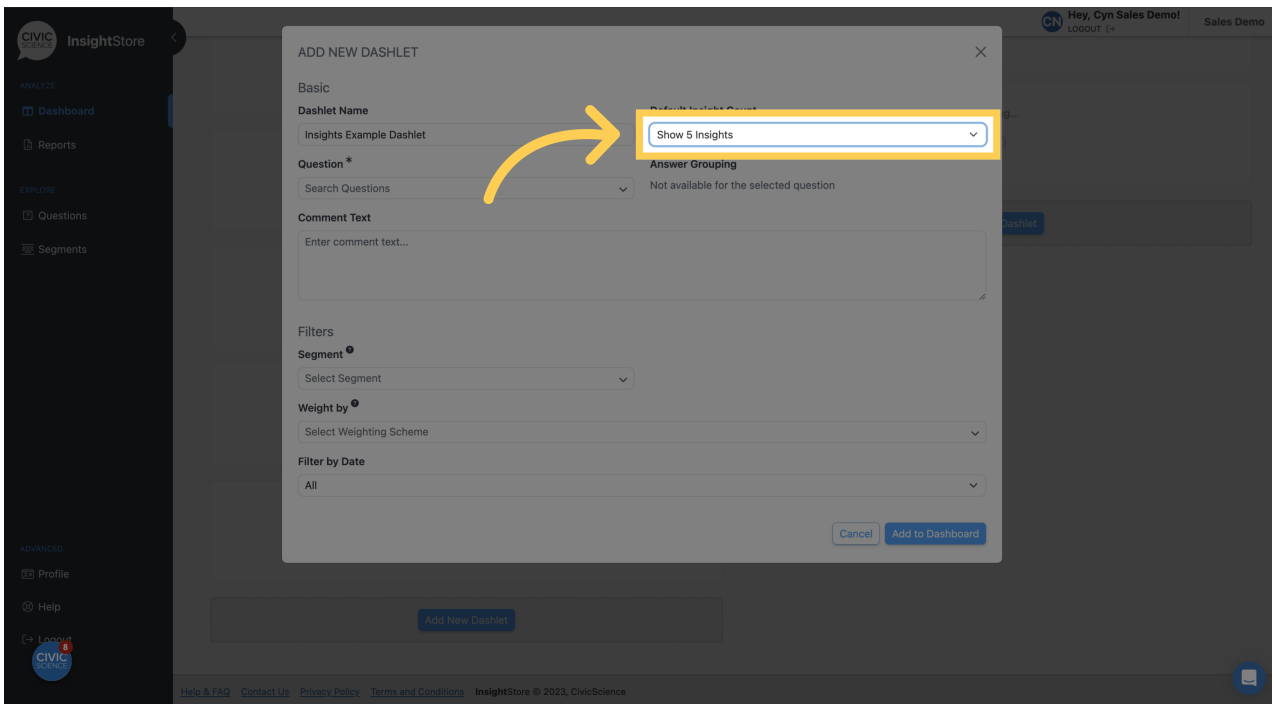
## 6. Click Next.



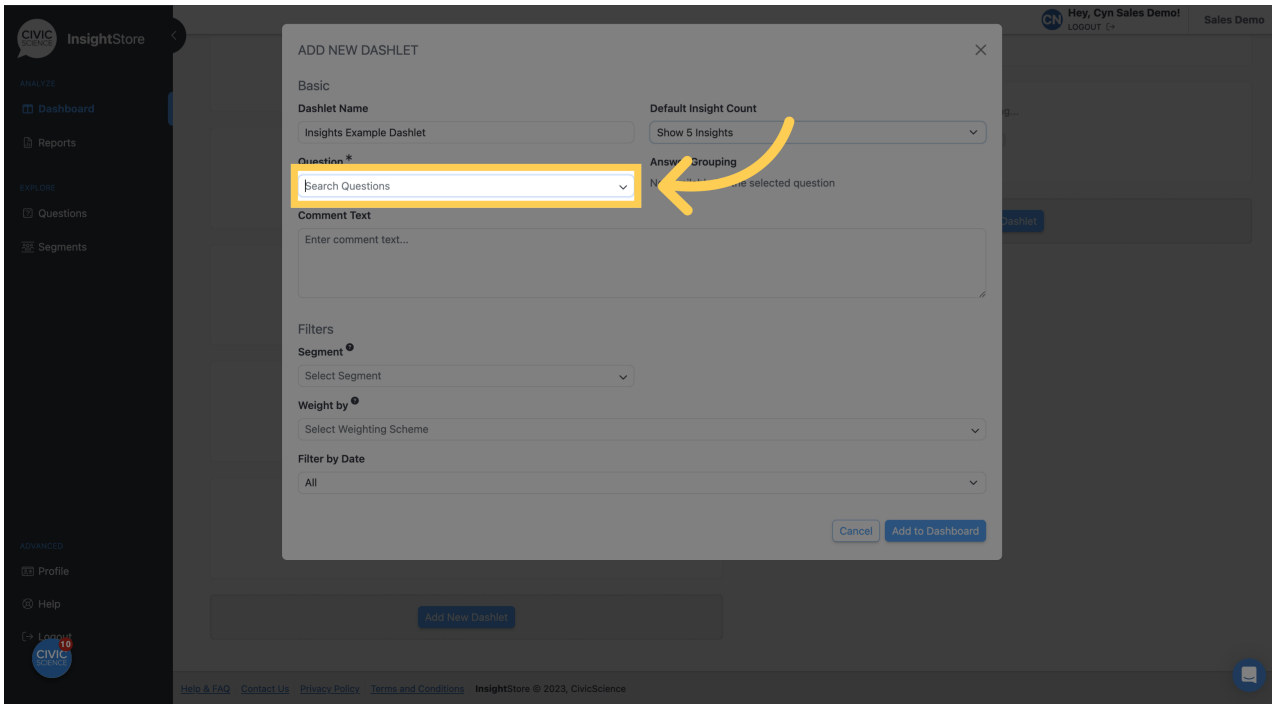
## 7. Give your dashlet a descriptive name.



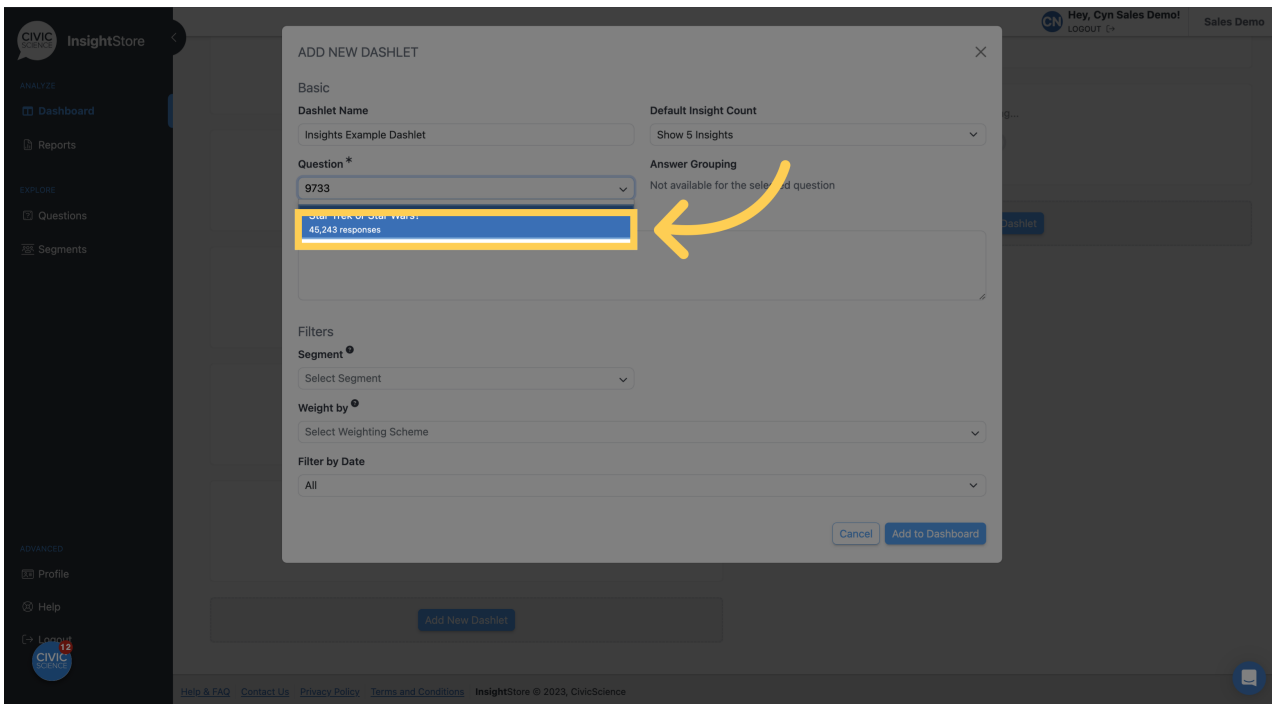
8. Select the number of insights to display.



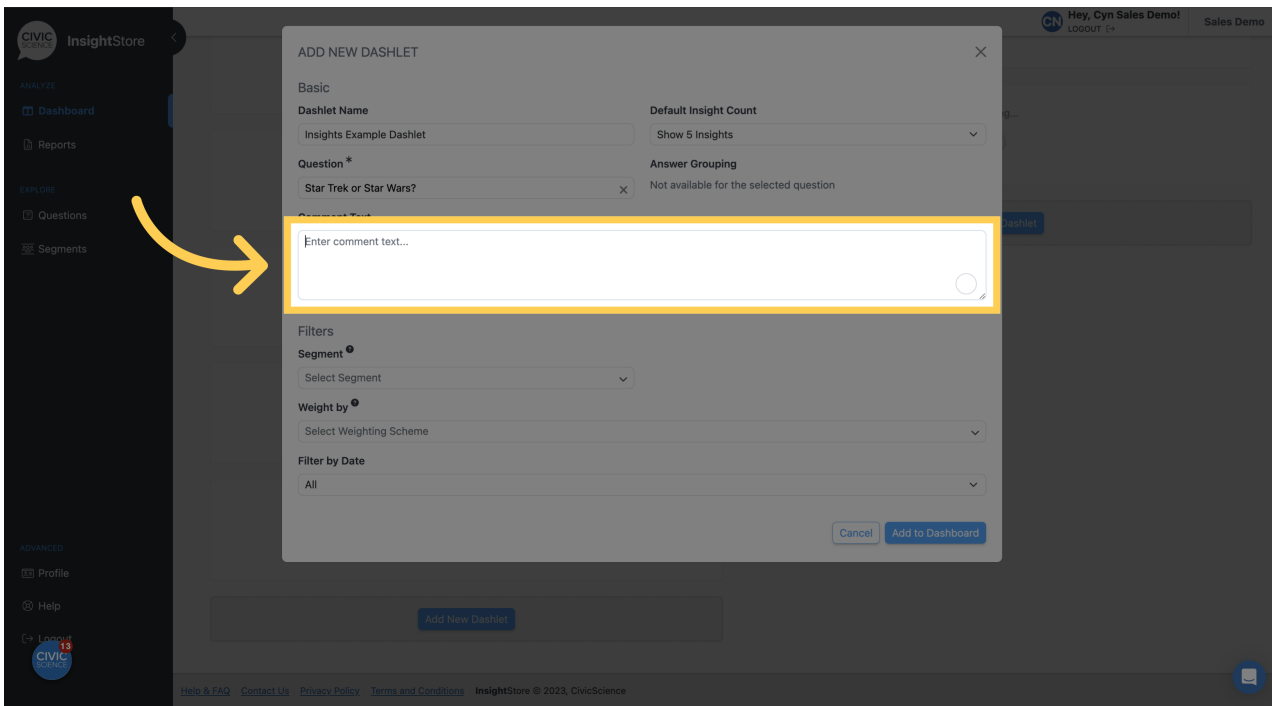
9. Enter a question ID or search criteria.



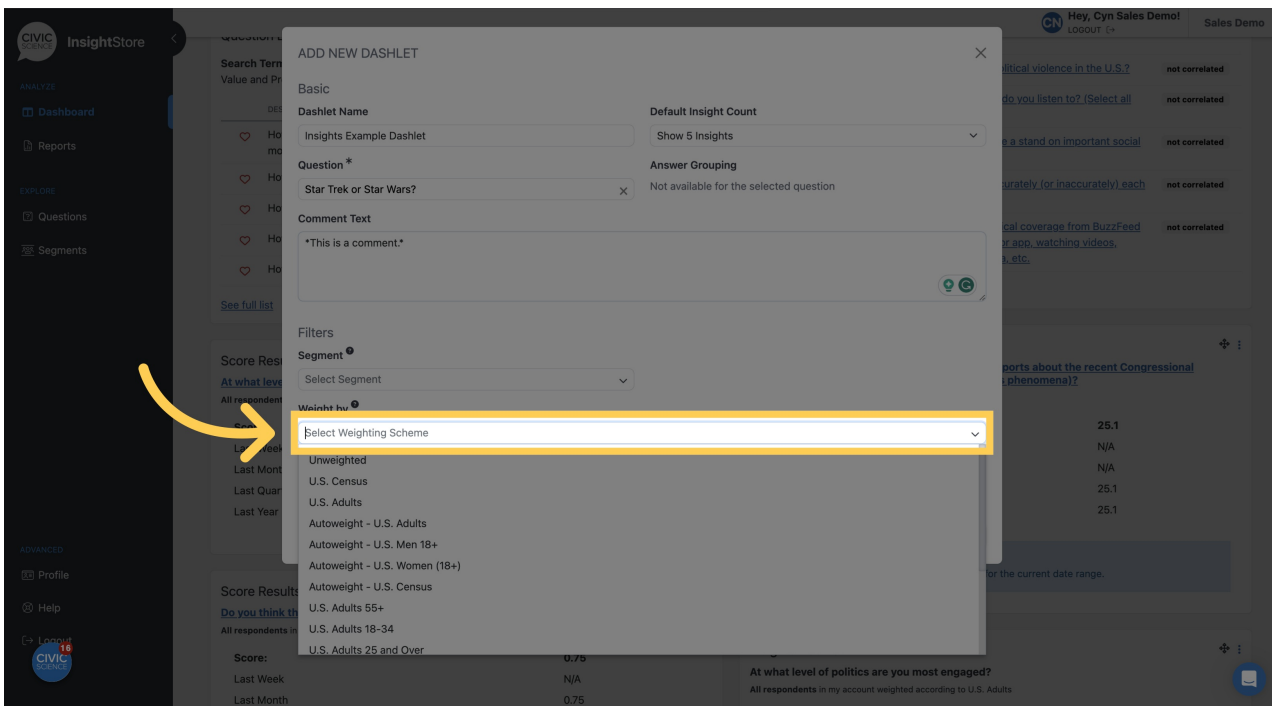
10. Choose your question from the search results list.



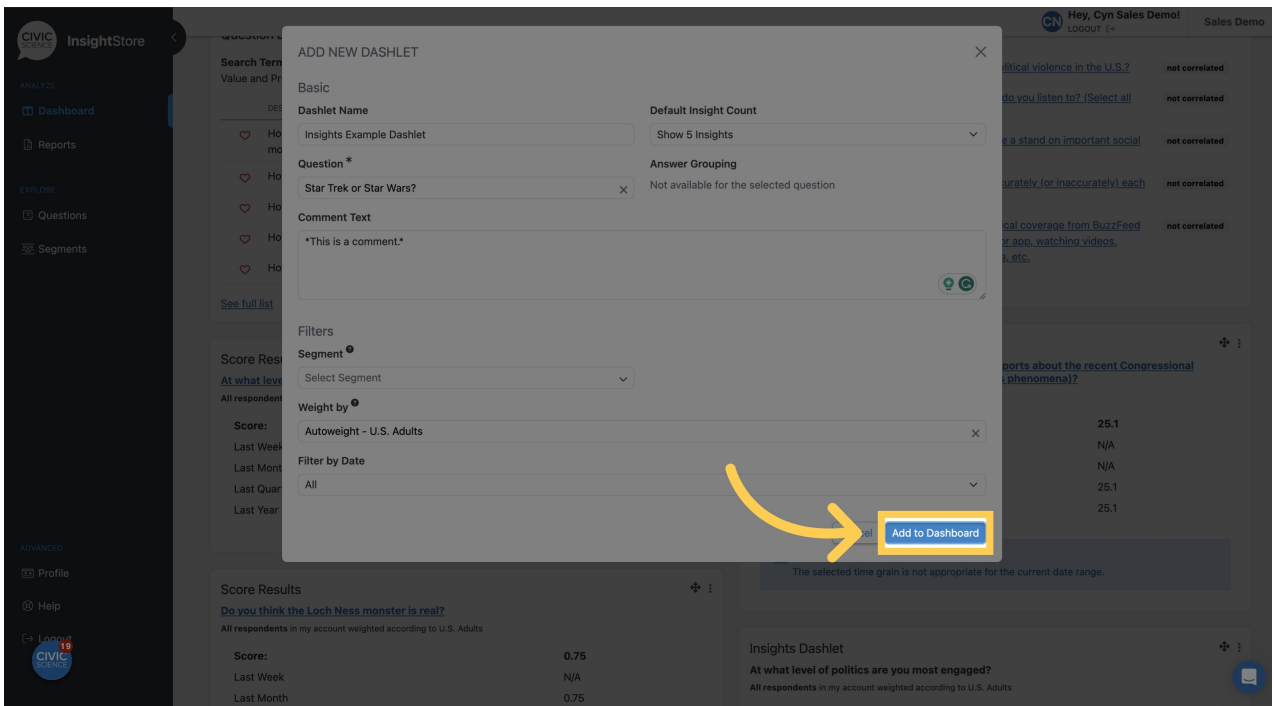
11. Enter any comment text. You may format it with basic markdown.



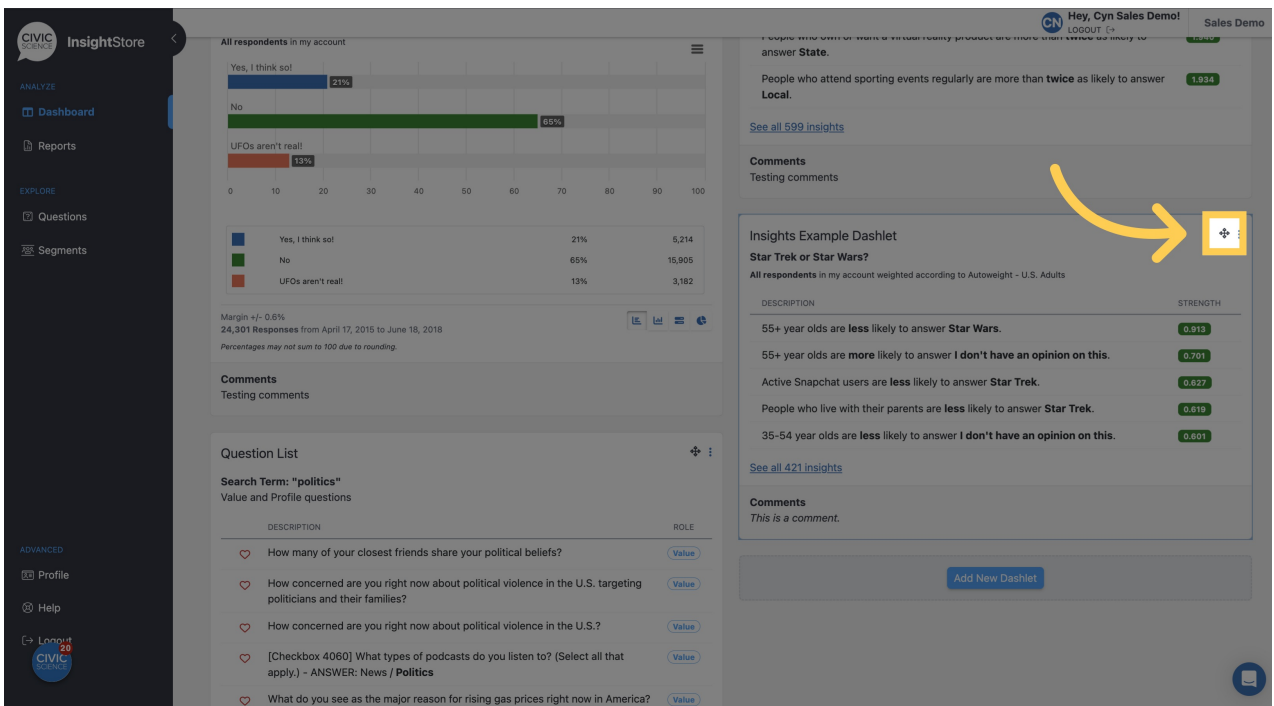
12. Select a weighting scheme. If you do not apply one, the data will be unweighted.



13. Click *Add to Dashboard* and see your new dashlet.



14. To move the dashlet, click on the move cursor symbol and drag the dashlet to its desired position.



15. To edit the dashlet, click the kebab menu.

The screenshot shows the InsightStore interface. On the left is a navigation menu with sections: ANALYZE (Dashboard, Reports), EXPLORE (Questions, Segments), and ADVANCED (Profile, Help, Logout). The main content area is divided into three sections:
 

- All respondents in my account:** A horizontal bar chart showing survey results for 'Yes, I think so!' (21%), 'No' (65%), and 'UFOs aren't real!' (13%). Below the chart is a table with columns for response type, percentage, and count.
- Comments:** A section for 'Testing comments'.
- Question List:** A table of questions with a search term 'politics' and a 'Value' column.

 On the right side, there are two 'Insights Dashlet' panels. The top one is titled 'Star Trek or Star Wars?' and lists insights with their strength scores. A yellow arrow points to a settings icon (a square with a plus sign) in the top right corner of this dashlet.

DESCRIPTION	STRENGTH
55+ year olds are <b>less</b> likely to answer <b>Star Wars</b> .	0.913
55+ year olds are <b>more</b> likely to answer <b>I don't have an opinion on this</b> .	0.701
Active Snapchat users are <b>less</b> likely to answer <b>Star Trek</b> .	0.827
People who live with their parents are <b>less</b> likely to answer <b>Star Trek</b> .	0.619
35-54 year olds are <b>less</b> likely to answer <b>I don't have an opinion on this</b> .	0.601

## 16. Click Settings.

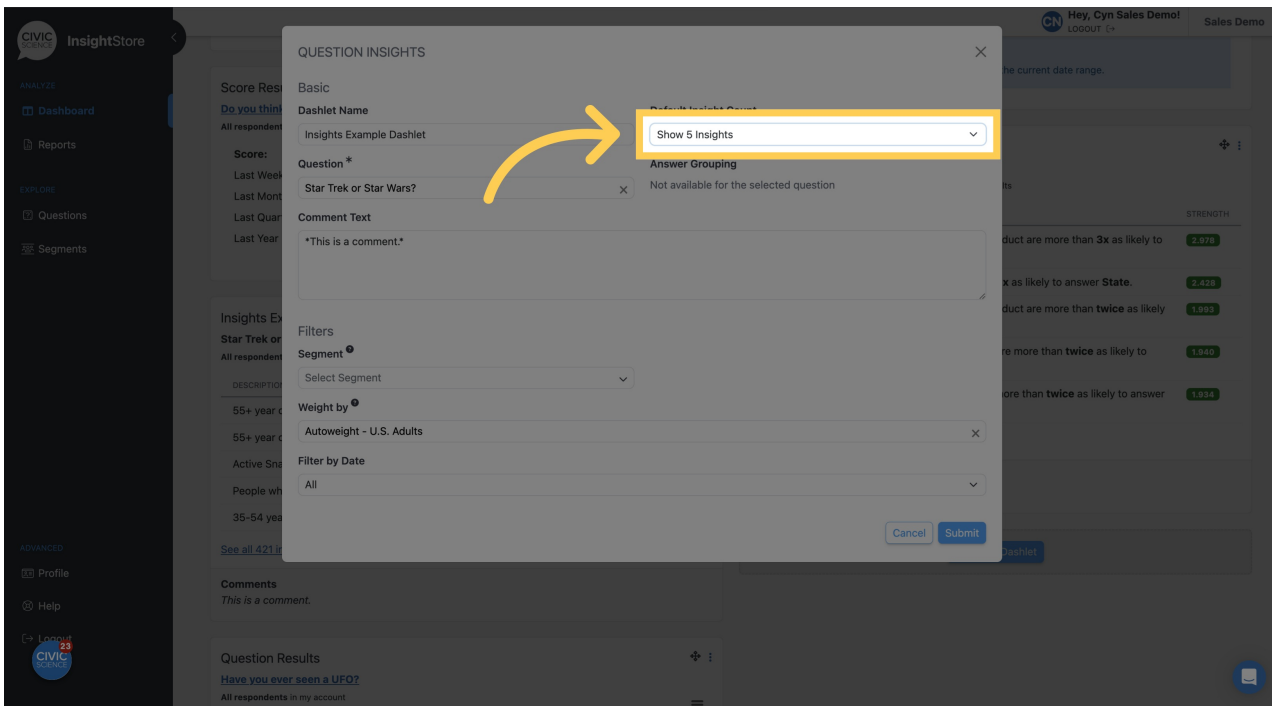
This screenshot shows a different view of the InsightStore interface. The left navigation menu is the same. The main content area includes:
 

- Score Results:** A section for the question 'Do you think the Loch Ness monster is real?' showing a score of 0.75 and a table of scores over time (Last Week: N/A, Last Month: 0.75, Last Quarter: 0.75, Last Year: 0.75).
- Insights Dashlet:** A section titled 'Star Trek or Star Wars?' with a list of insights and strength scores. A yellow arrow points to a 'Settings' button in the top right corner of this dashlet.
- Comments:** A section for 'Testing comments'.
- Question Results:** A section for the question 'Have you ever seen a UFO?'.

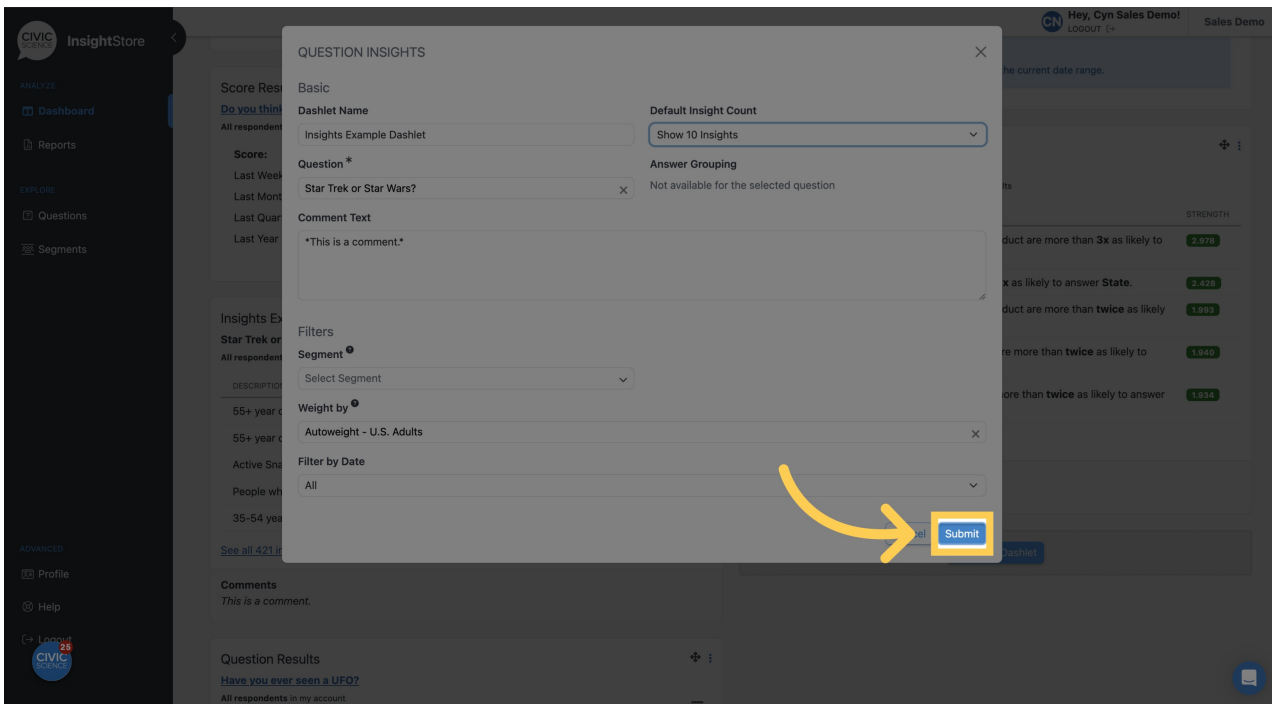
 The right side of the interface shows a 'No Timeview Results' warning and another 'Insights Dashlet' titled 'At what level of politics are you most engaged?' with a list of insights and strength scores.

DESCRIPTION	STRENGTH
People who own or want an augmented reality product are more than <b>3x</b> as likely to answer <b>State</b> .	2.978
Regular upscale restaurant diners are more than <b>3x</b> as likely to answer <b>State</b> .	2.428
People who own or want an augmented reality product are more than <b>twice</b> as likely to answer <b>Local</b> .	1.993
People who own or want a virtual reality product are more than <b>twice</b> as likely to answer <b>State</b> .	1.940
People who attend sporting events regularly are more than <b>twice</b> as likely to answer <b>Local</b> .	1.934

## 17. Make your changes.



18. Click **Submit** to save your changes.



# Video: adding a question compare dashlet

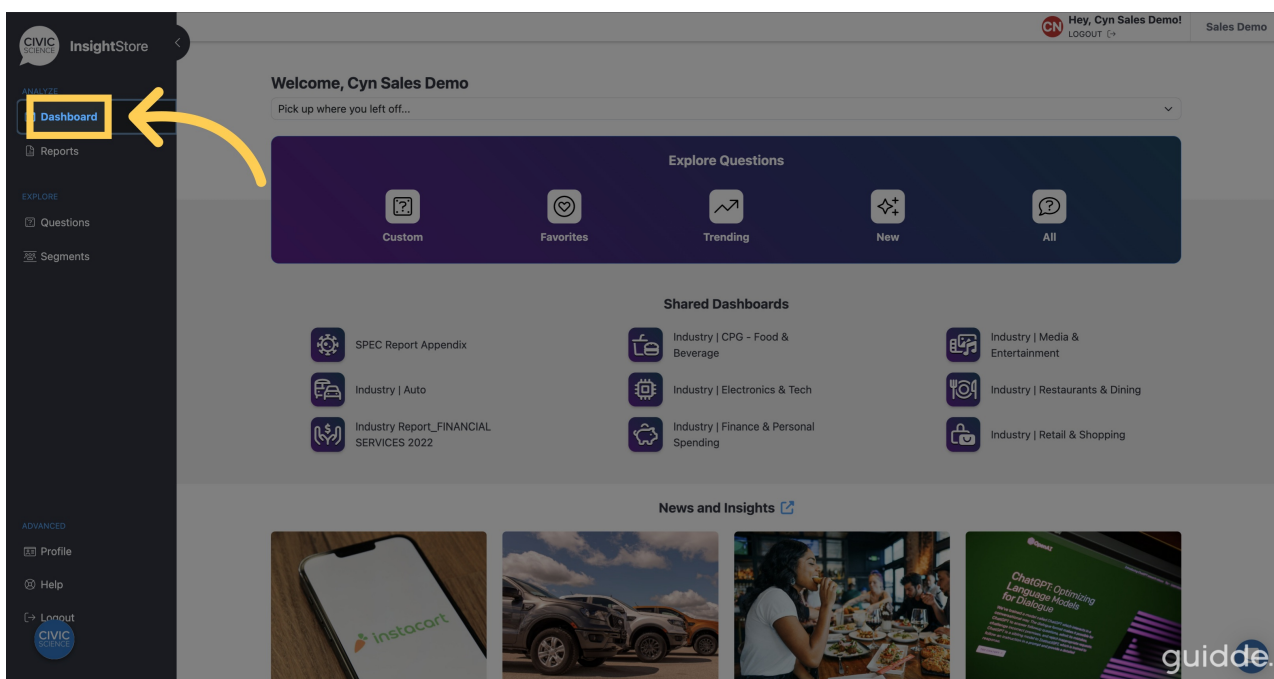
01/31/2024 1:29 pm EST

This guide will walk you through the steps to add a question compare dashlet to a dashboard.

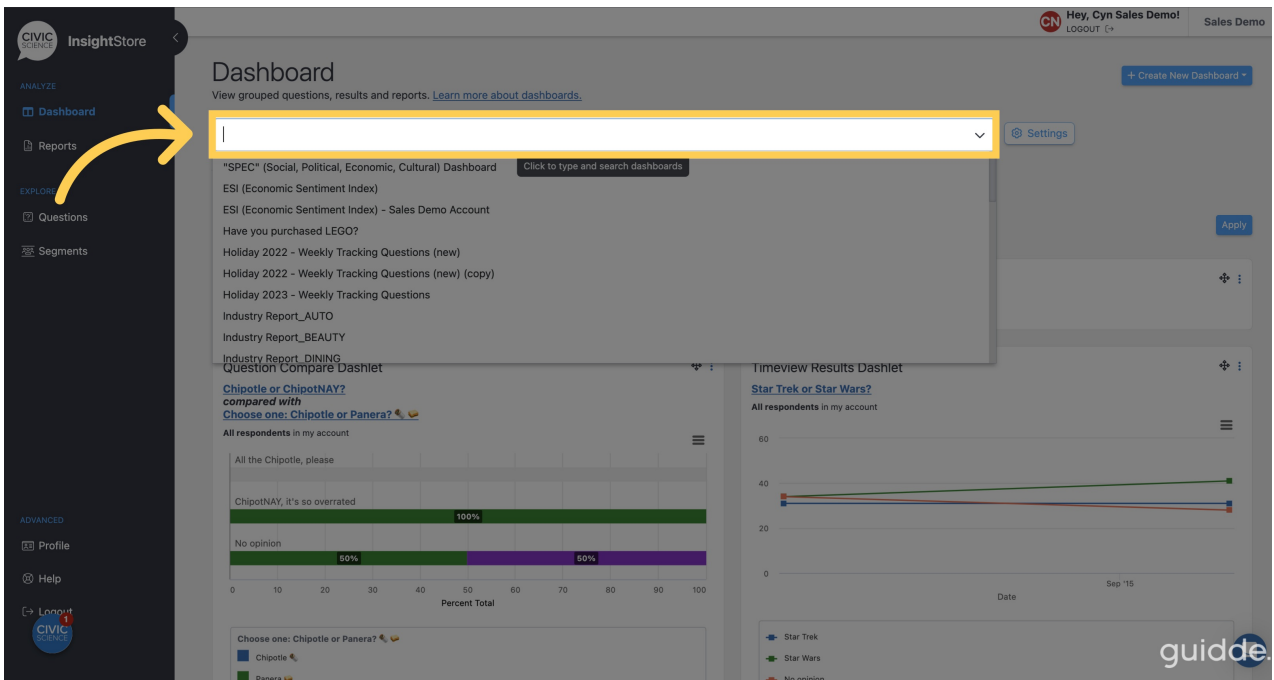
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com)

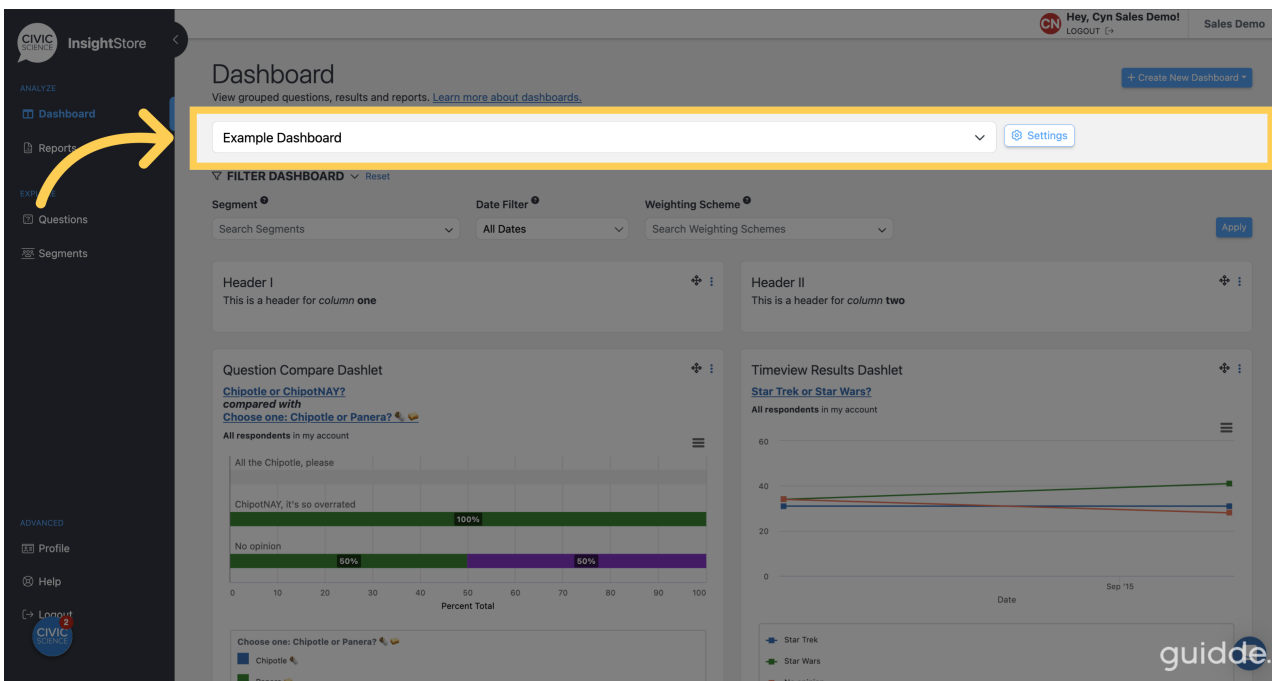
2. From the landing page, click *Dashboard*.



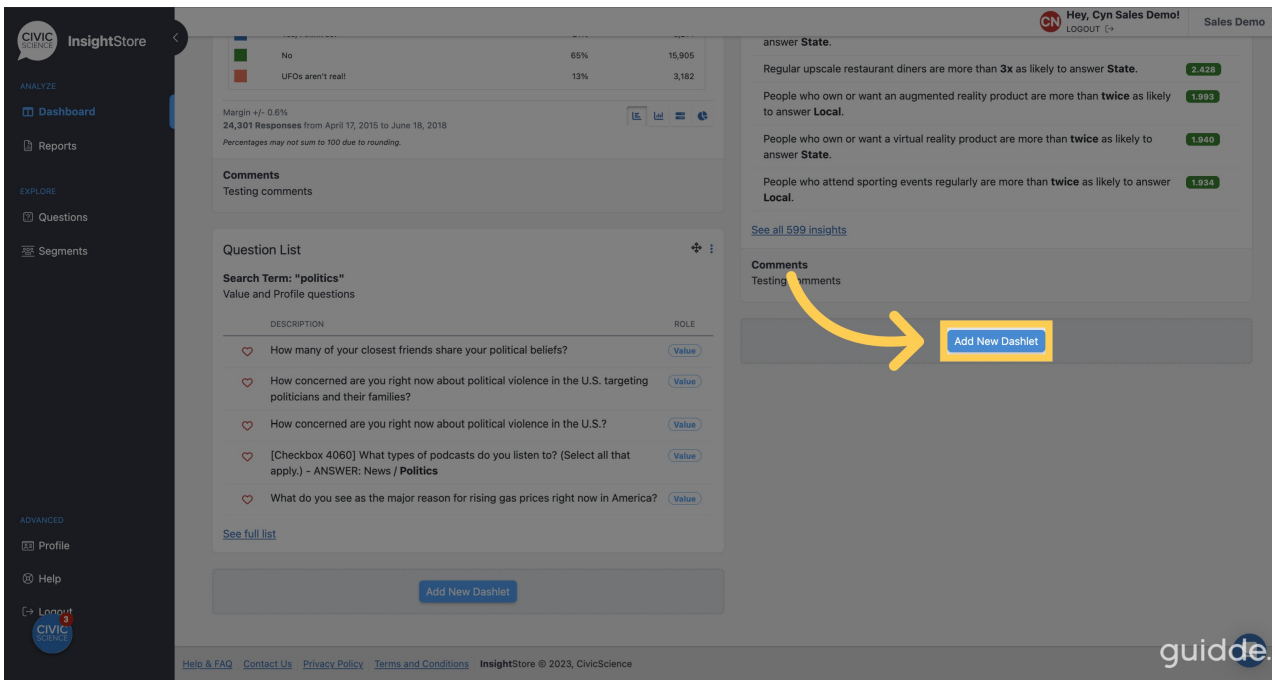
3. Go to the *Dashboard* dropdown menu.



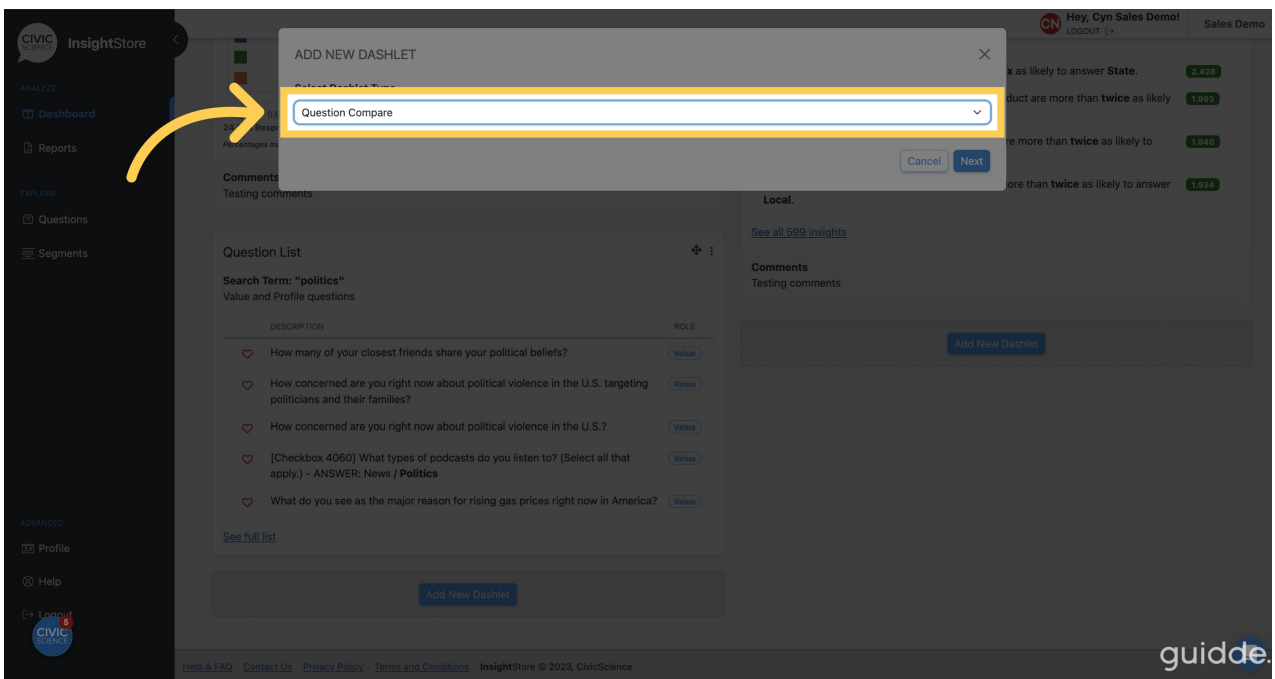
#### 4. Select your dashboard from the list.



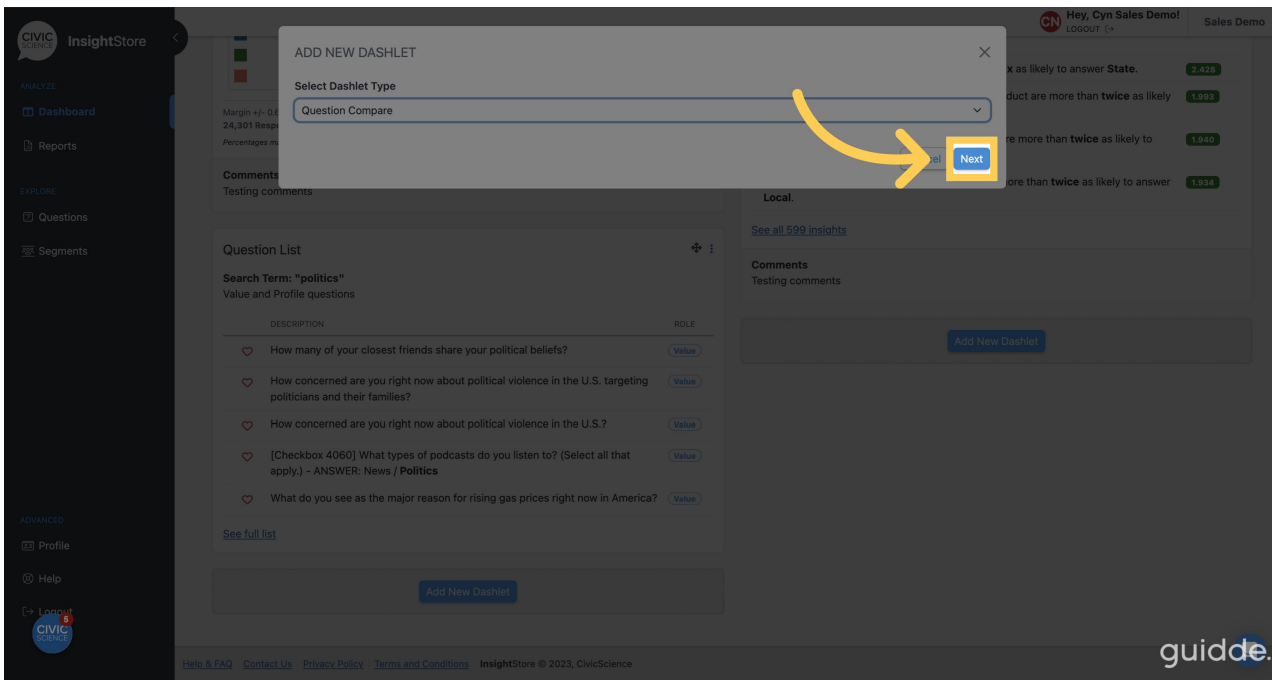
#### 5. Go to the bottom of the dashboard and click *Add New Dashlet*.



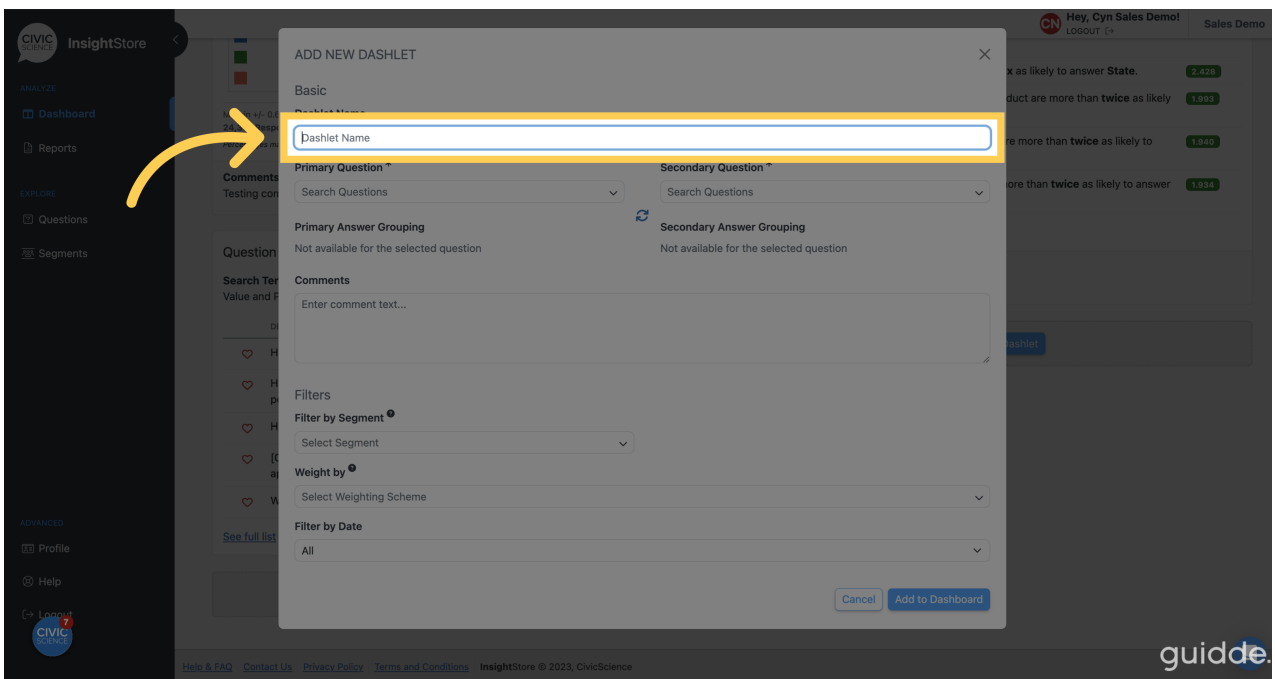
## 6. Select Question Compare from the dropdown list.



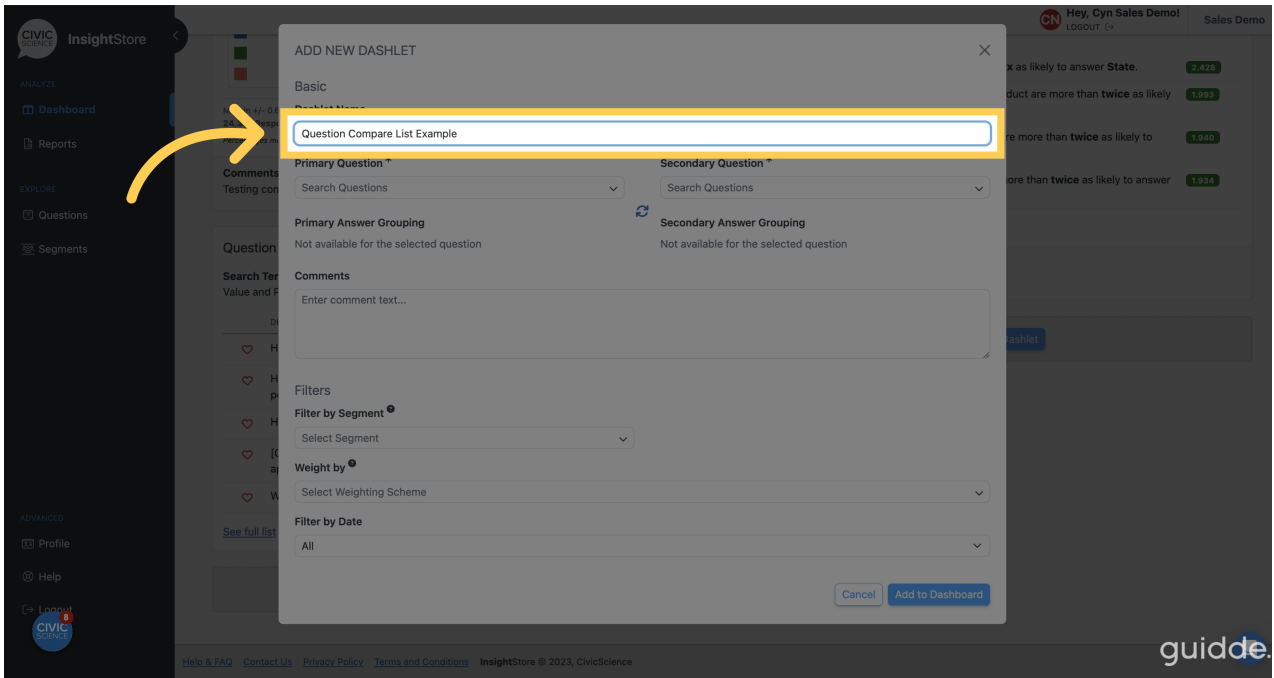
## 7. Click Next to continue.



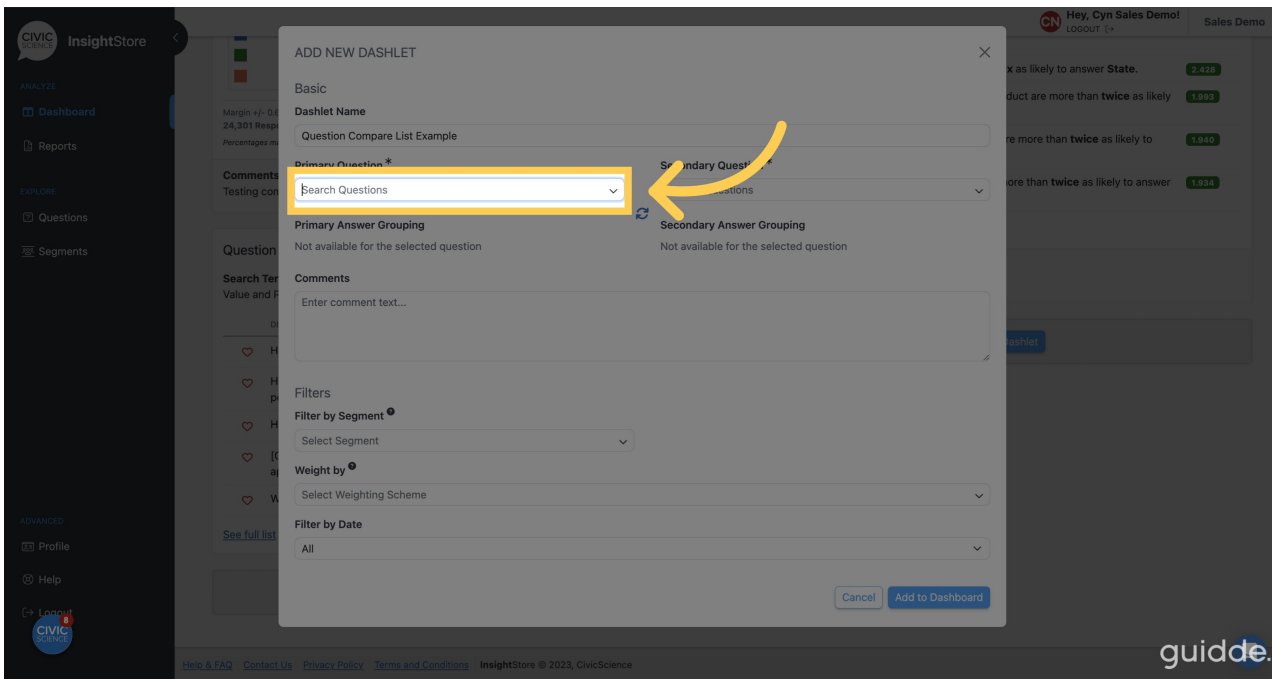
## 8. Go to the *Dashlet Name* field.



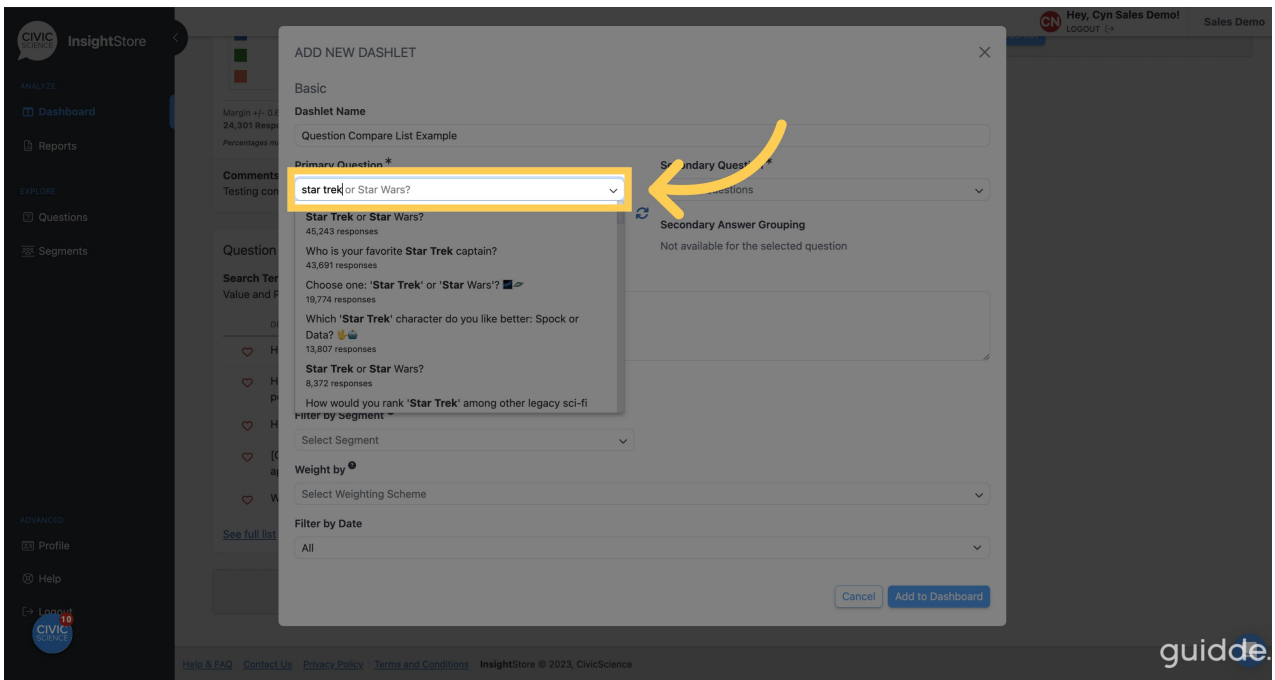
## 9. Enter a descriptive name for your dashlet.



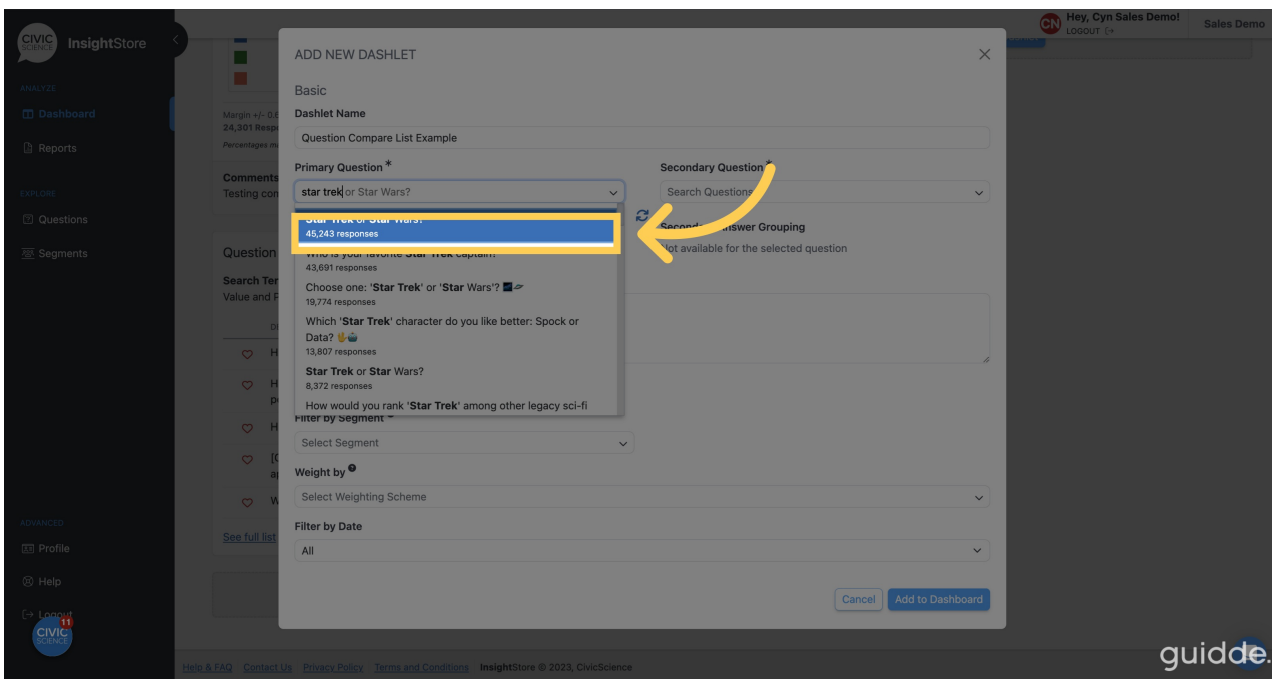
10. Go to the *Primary Question* search field.



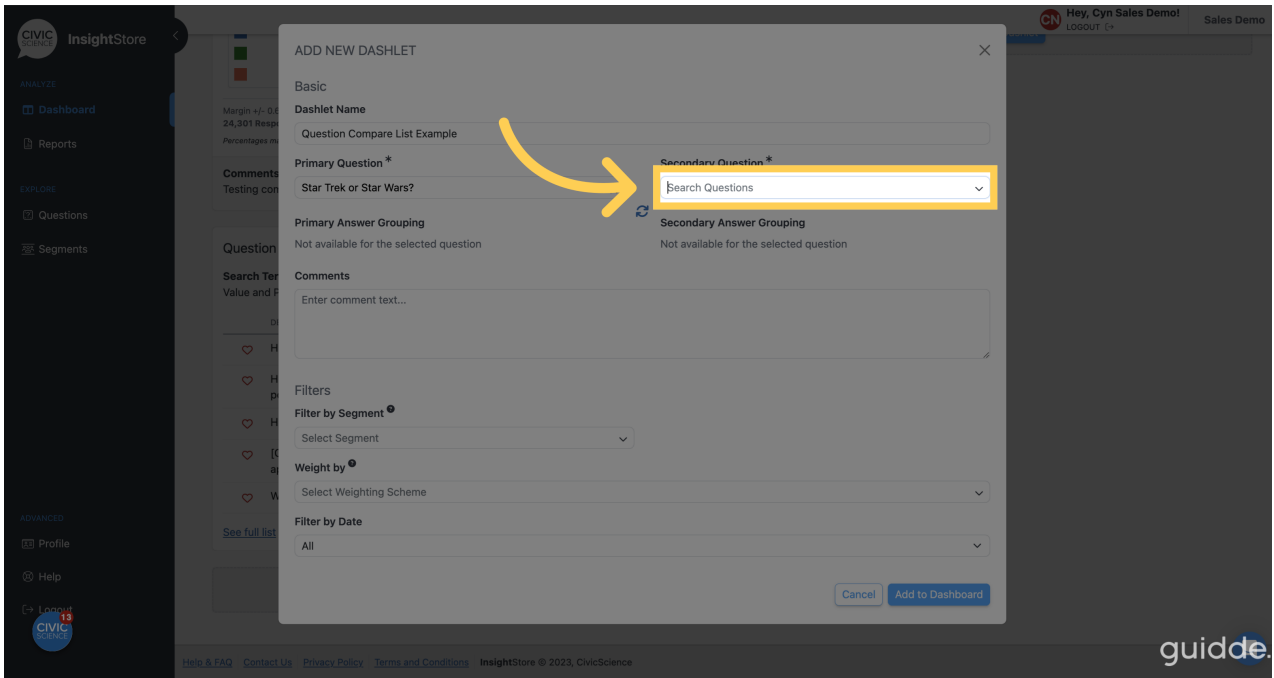
11. Enter an ID or search criteria for the first question.



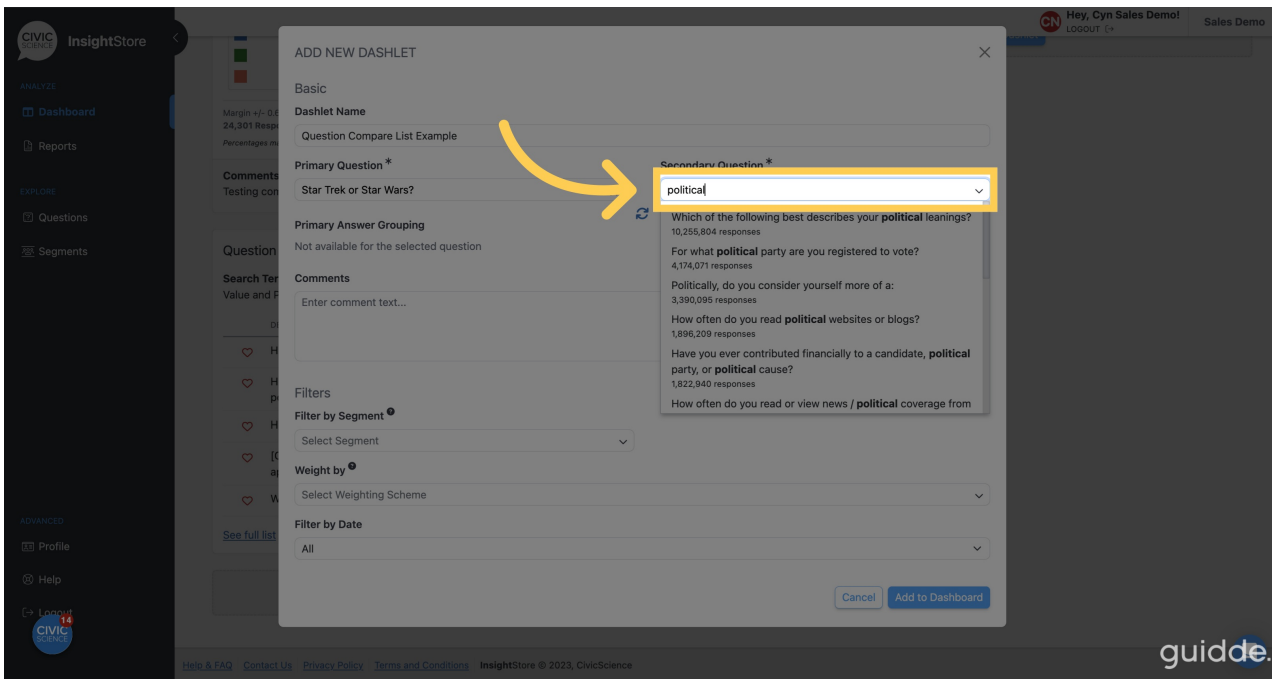
12. Choose your question from the results list.



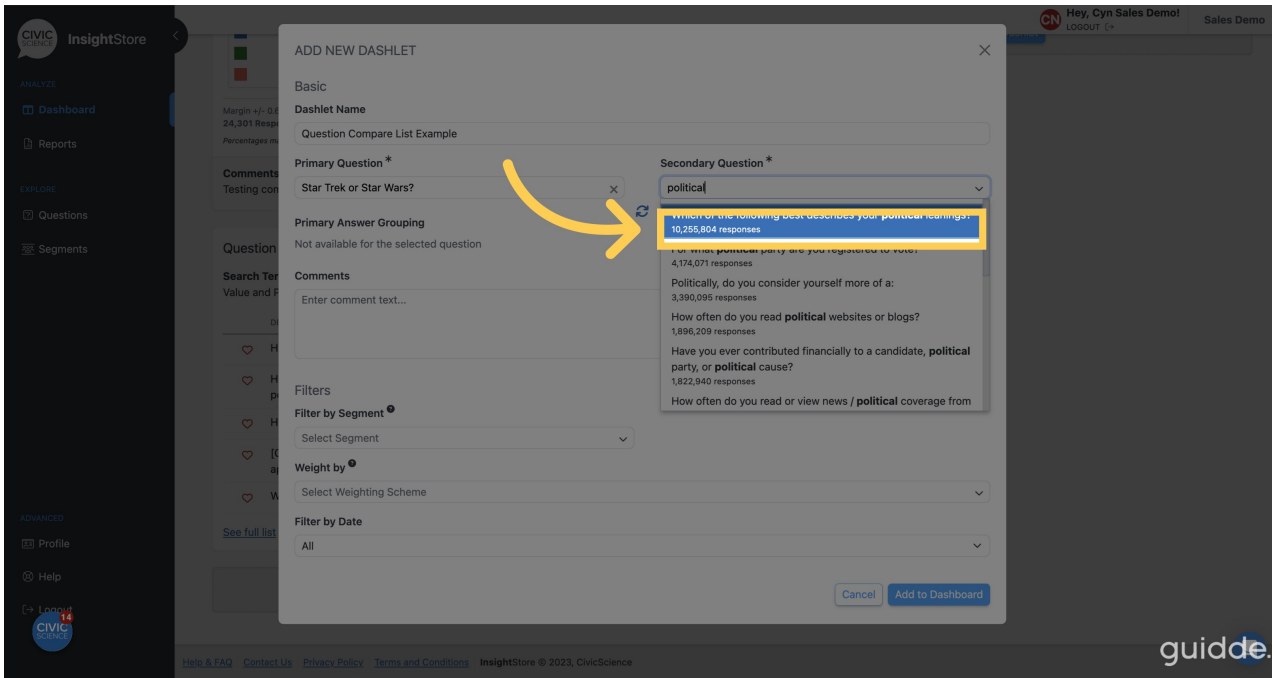
13. Go to the *Secondary Question* search field.



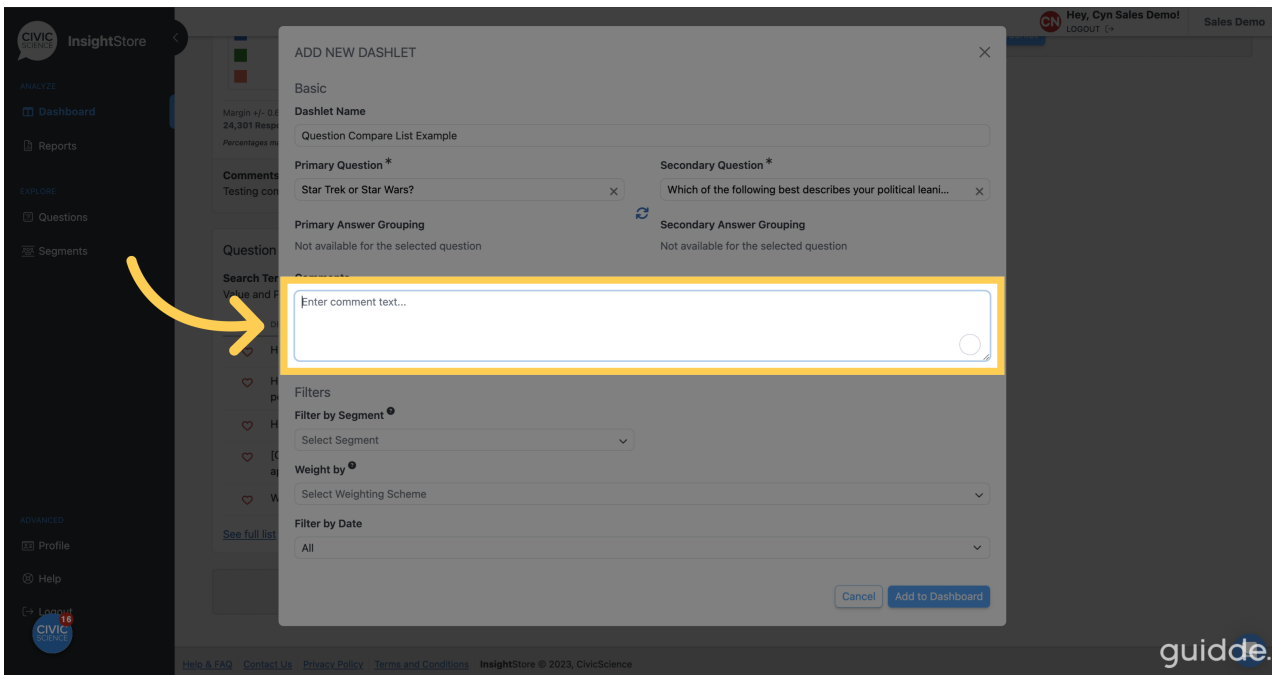
14. Enter the ID or search criteria for your second question.



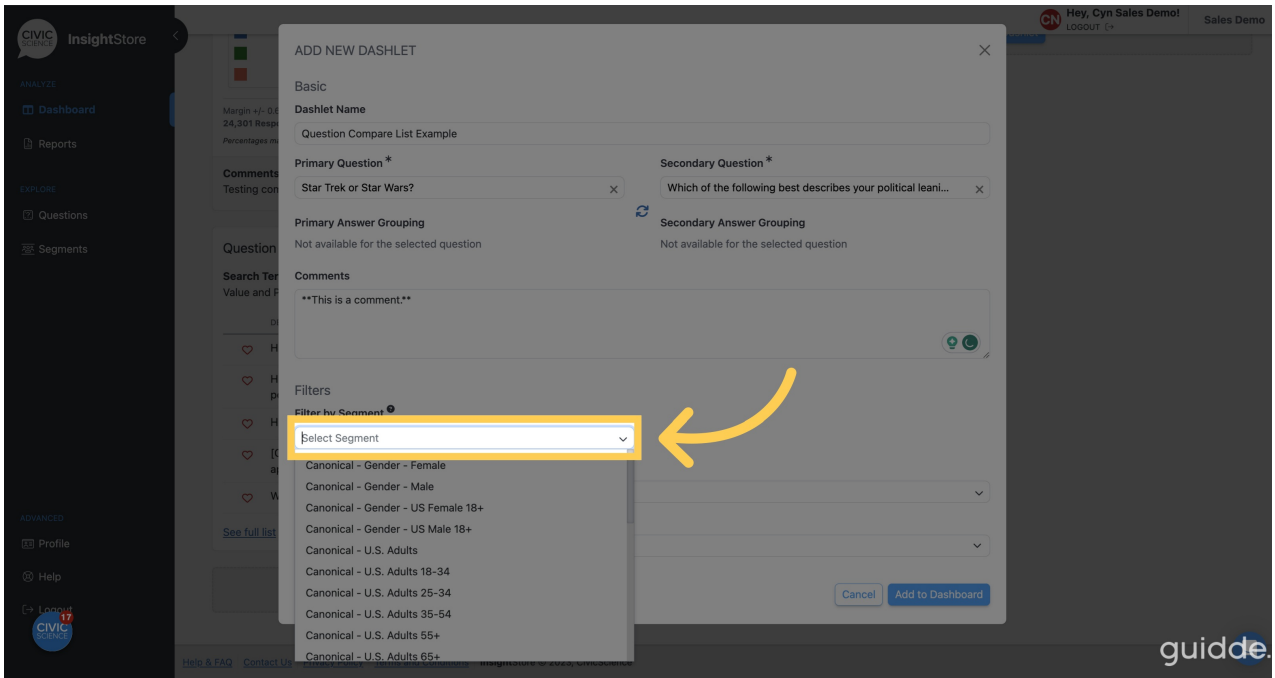
15. Select your question from the results list.



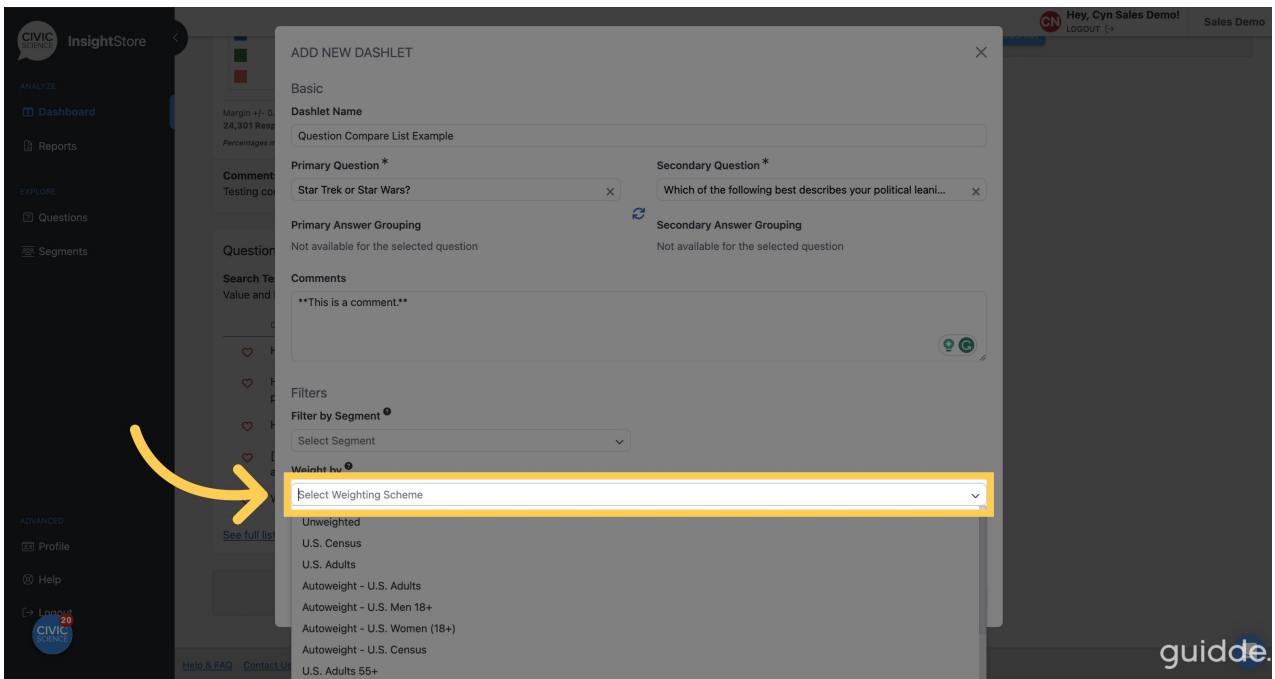
16. Enter any desired comments in the *Comment* field. You may use basic markdown to format them.



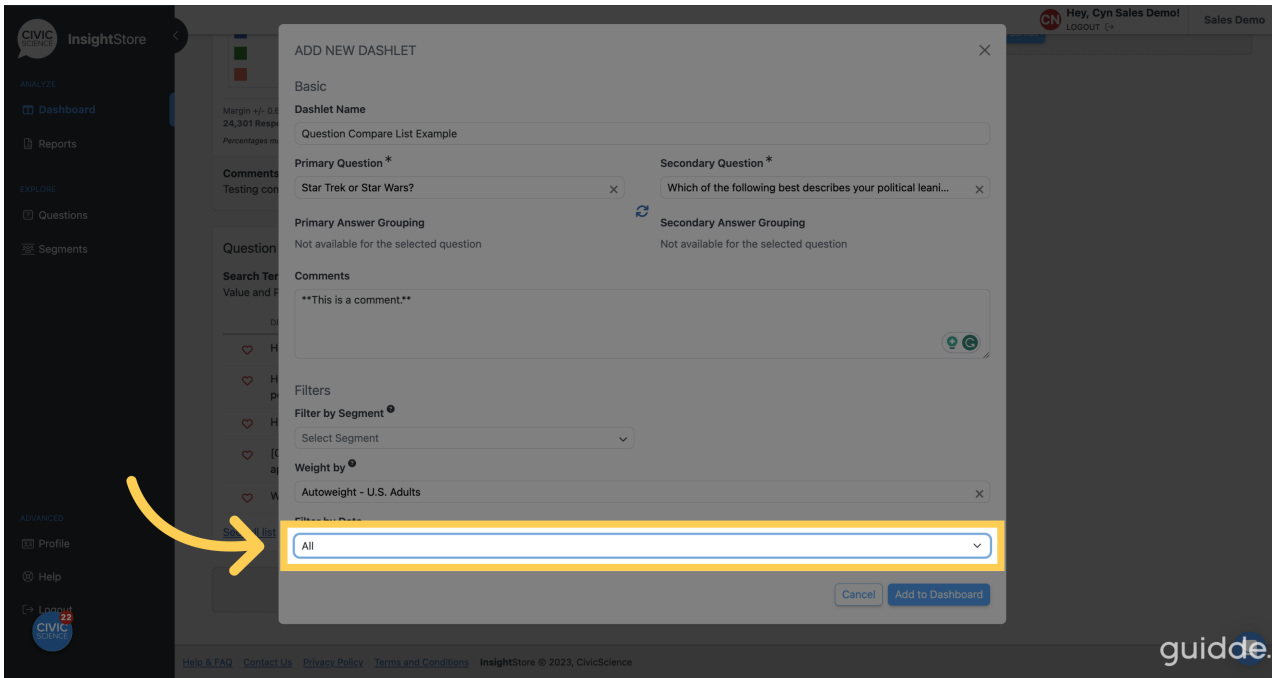
17. Choose a segment if desired.



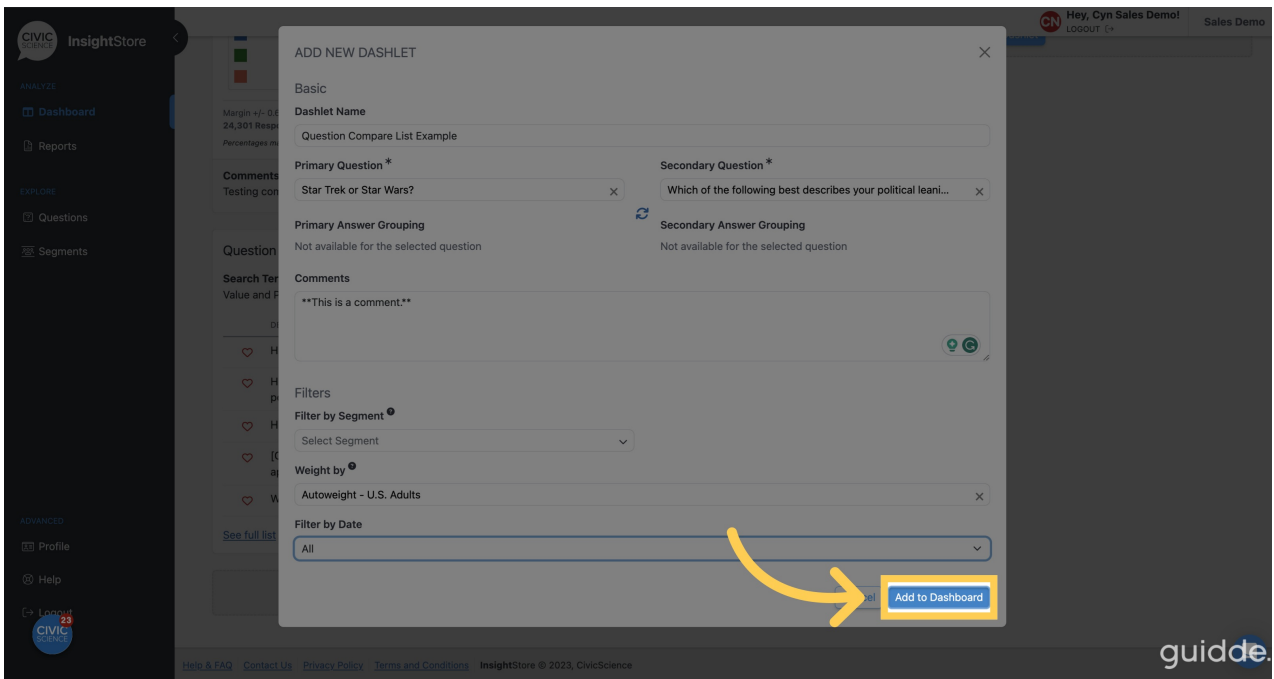
## 18. Apply a weighting scheme.



## 19. Choose a date filter if needed.



20. Click *Add to Dashboard* and view your new dashlet.



21. To relocate the dashlet, click the move cursor symbol and drag the dashlet to its desired position.

InsightStore

Hey, Cyn Sales Demo! LOGOUT

Sales Demo

Comments  
Testing comments

Question Compare List Example  
Star Trek or Star Wars?  
compared with  
Which of the following best describes your political leanings?

All respondents in my account weighted according to Autoweight - U.S. Adults

Response	Star Trek	Star Wars	Neither is superior in my opinion; both great in their own ways	Not a fan	I don't have an opinion on this
Star Trek	43%	31%	28%		
Star Wars	40%	39%	21%		
Neither is superior in my opinion; both great in their own ways	37%	35%	27%		
Not a fan	41%	34%	24%		
I don't have an opinion on this	46%	31%	23%		

Percent Total

Which of the following best describes your political leanings?  
 Conservative  
 Moderate  
 Liberal

7,863 Responses. Significance:  $X^2_{(df=8)}=43.132, p=0.000$ , Low Strength of Association( $T=0.044$ )

Comments  
This is a comment.

guide

22. To edit the dashlet, click the kebab menu.

InsightStore

Hey, Cyn Sales Demo! LOGOUT

Sales Demo

Comments  
This is a comment.

Question List Example Dashlet  
Search Term: "television"  
Value and Profile questions

DESCRIPTION	ROLE
How much do your friends and other contacts on social media influence the movies and television shows you watch?	Value
How much would you say you watch reality TV in an average week?	Value
How much would you say you watch sitcoms on TV in an average week?	Value
How much would you say you watch documentaries on TV in an average week?	Value
How much would you say you watch dramas on TV in an average week?	Value

See full list

Question Results  
Have you ever seen a UFO?  
All respondents in my account

Yes, I think so!	21%
No	65%

Question Compare List Example  
Star Trek or Star Wars?  
compared with  
Which of the following best describes your political leanings?

All respondents in my account weighted according to Autoweight - U.S. Adults

Response	Star Trek	Star Wars	No opinion
Star Trek	43%	31%	28%
Star Wars	40%	39%	21%
Neither is superior in my opinion; both great in their own ways	37%	35%	27%
Not a fan	41%	34%	24%
I don't have an opinion on this	46%	31%	23%

Percent Total

6,832 Responses from June 19, 2015 to October 9, 2015  
Percentages may not sum to 100 due to rounding.

Comments  
This is a sample comment.

guide

23. Select Settings from the dropdown menu.

The screenshot shows the CIVIC SCIENCE InsightStore interface. On the left is a navigation menu with sections: ANALYZE (Dashboard, Reports), EXPLORE (Questions, Segments), and ADVANCED (Profile, Help). The main content area is divided into several sections:
 

- Top Section:** A header with a score of 0.512 and a donut chart showing 40% (Count: 2,743) for Star Wars, 28% for Star Trek, and 31% for No opinion.
- Comments:** A section with a sample comment: "This is a comment."
- Question List Example Dashlet:** A list of questions related to television watching habits, each with a "Value" button.
- Question Results:** A bar chart showing results for "Have you ever seen a UFO?" with 21% for "Yes, I think so" and 65% for "No".
- Question Compare List Example:** A section titled "Star Trek or Star Wars? compared with Which of the following best describes your political leanings?". It features a horizontal stacked bar chart comparing responses for Star Trek (43%), Star Wars (40%), and Neither (37%) across three political leaning categories: "Neither is superior in my opinion; both great in their own ways", "Not a fan", and "I don't have an opinion on this". A "Settings" button is highlighted with a yellow box and a yellow arrow points to it.

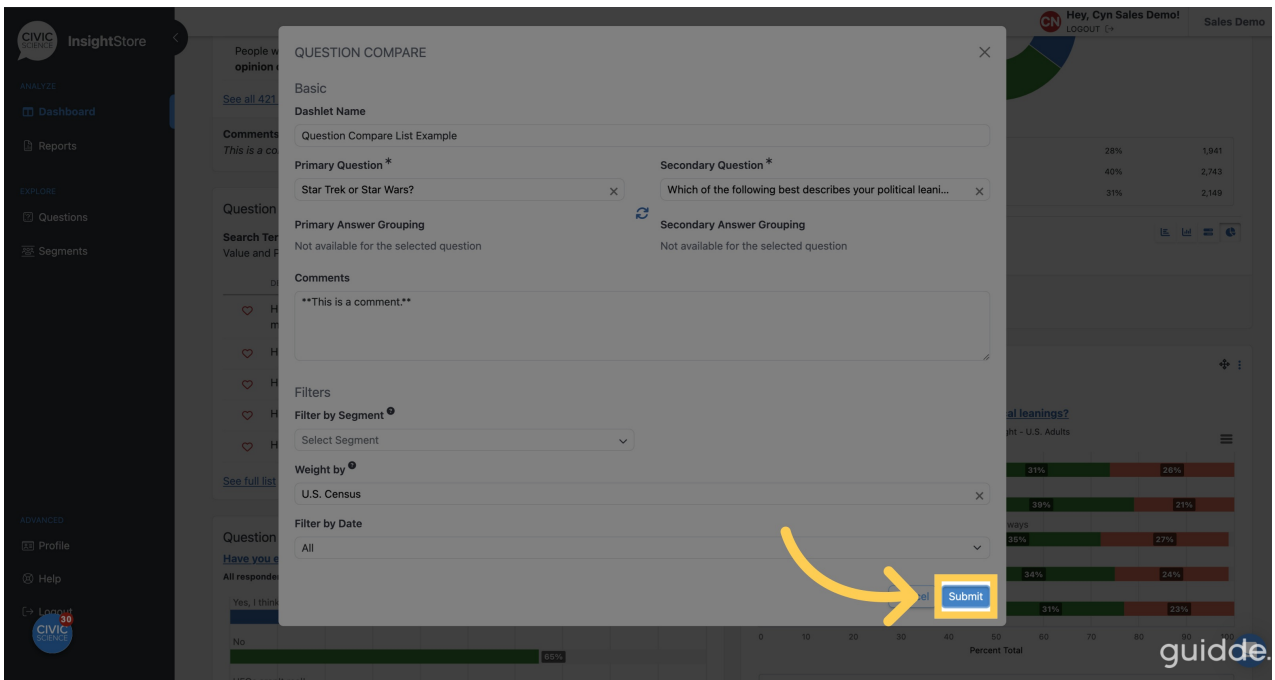
## 24. Make any desired changes.

The screenshot shows the same CIVIC SCIENCE InsightStore interface, but with a "QUESTION COMPARE" settings dialog box open over the top right section. The dialog box contains the following fields:
 

- Basic:** Dashlet Name: "Question Compare List Example".
- Primary Question\*:** "Star Trek or Star Wars?".
- Secondary Question\*:** "Which of the following best describes your political leanings?".
- Primary Answer Grouping:** "Not available for the selected question".
- Secondary Answer Grouping:** "Not available for the selected question".
- Comments:** A text area containing the text "\*\*This is a comment\*\*", which is highlighted with a yellow box and a yellow arrow points to it.
- Filters:** Filter by Segment (dropdown), Weight by (Autoweight - U.S. Adults), Filter by Date (All).

 At the bottom of the dialog are "Cancel" and "Submit" buttons.

## 25. Click *Submit* to save your changes and view the updated dashlet.



In this guide, you learned how to add, move, and edit a question compare dashlet.

# Video: Adding a question compare list dashlet

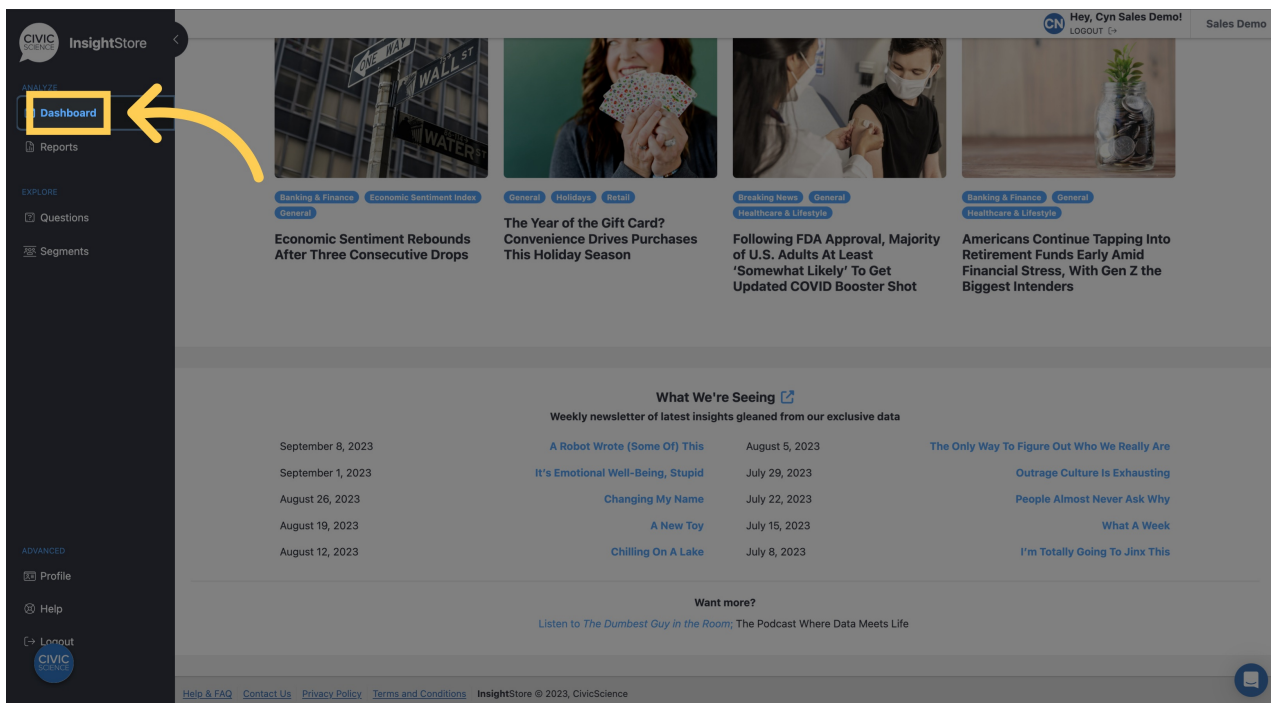
01/31/2024 1:29 pm EST

In this guide, you will learn to add a question compare list dashlet to a dashboard. Follow the steps below to customize your dashboard and gain valuable insights.

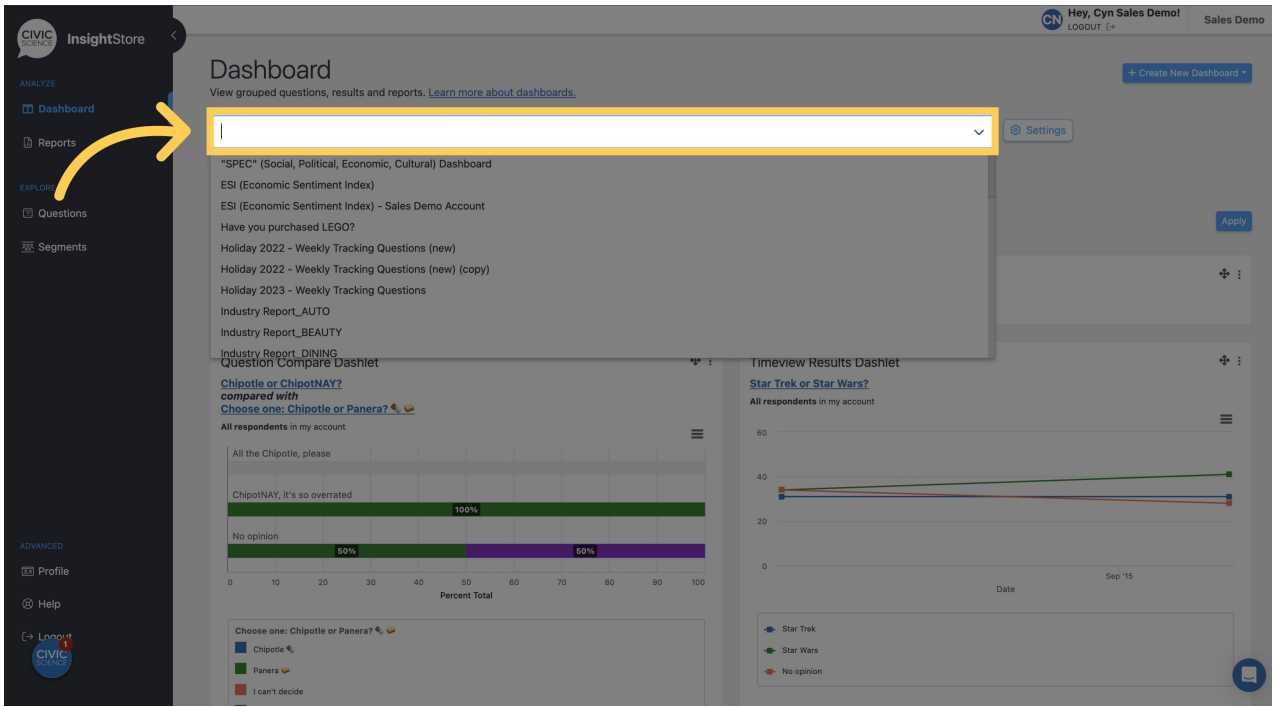
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com).

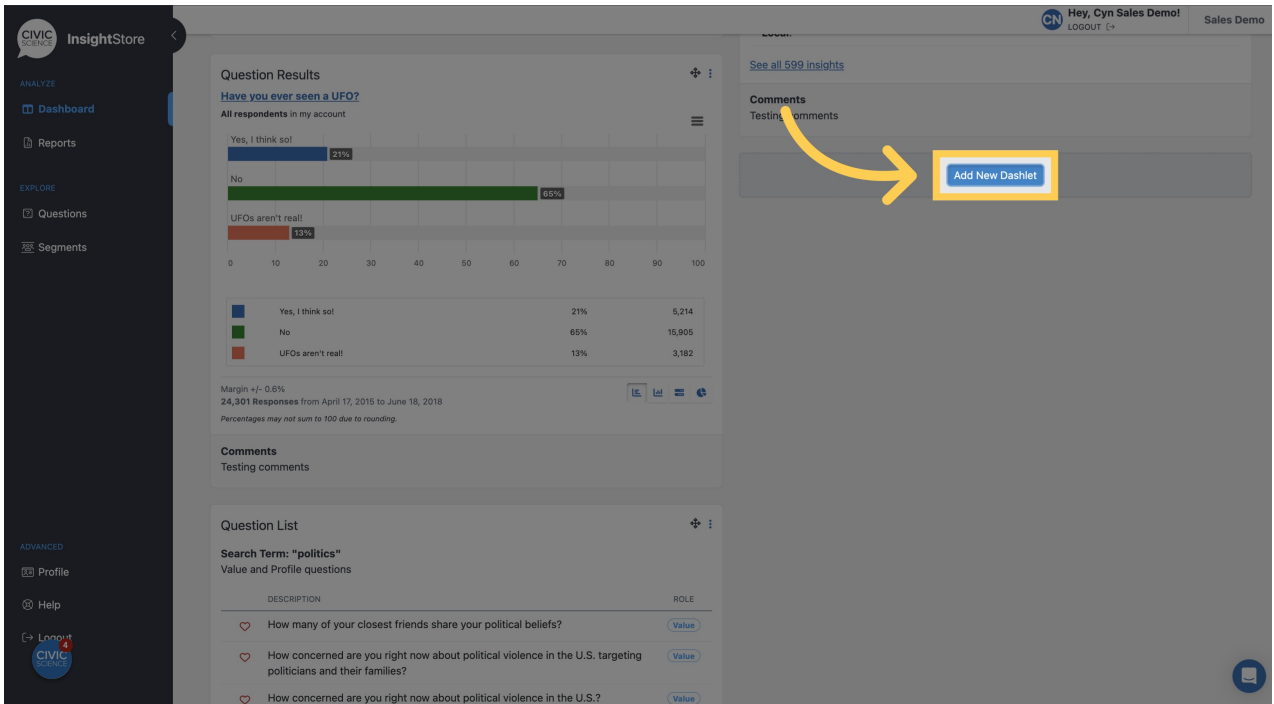
2. From the landing page, click *Dashboard* in the left navigation pane.



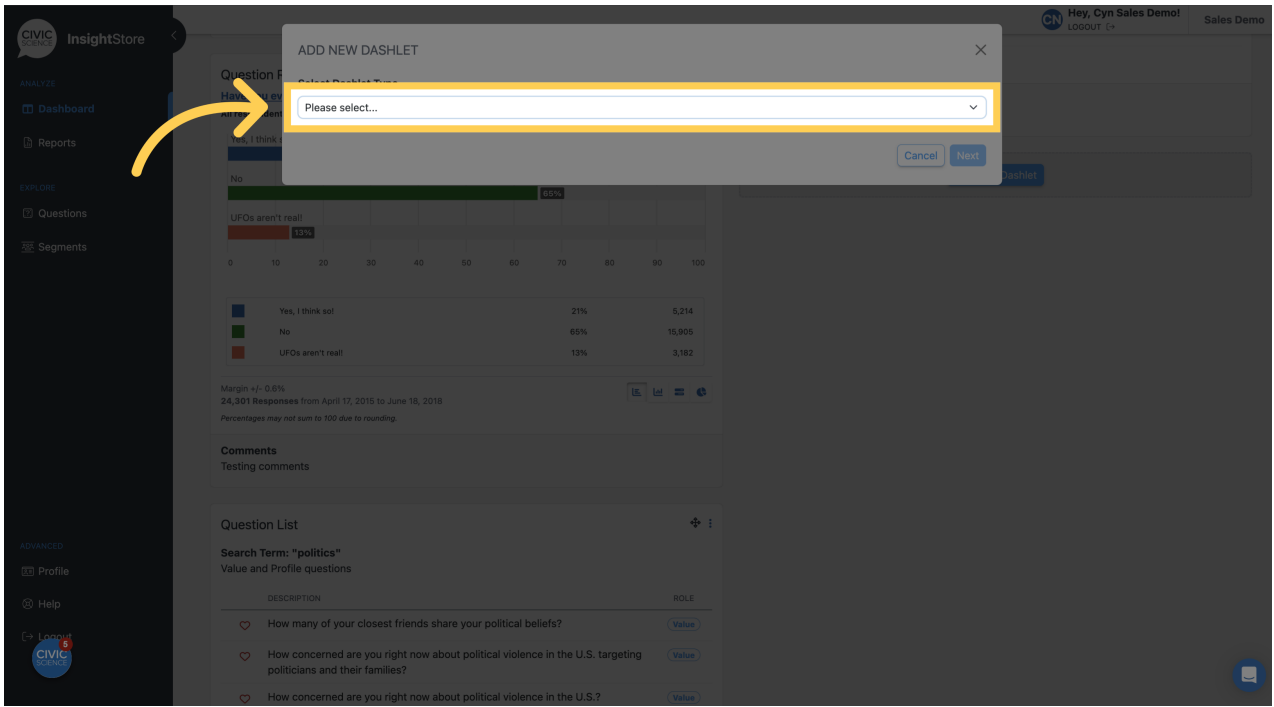
3. Select your dashboard from the dropdown list.



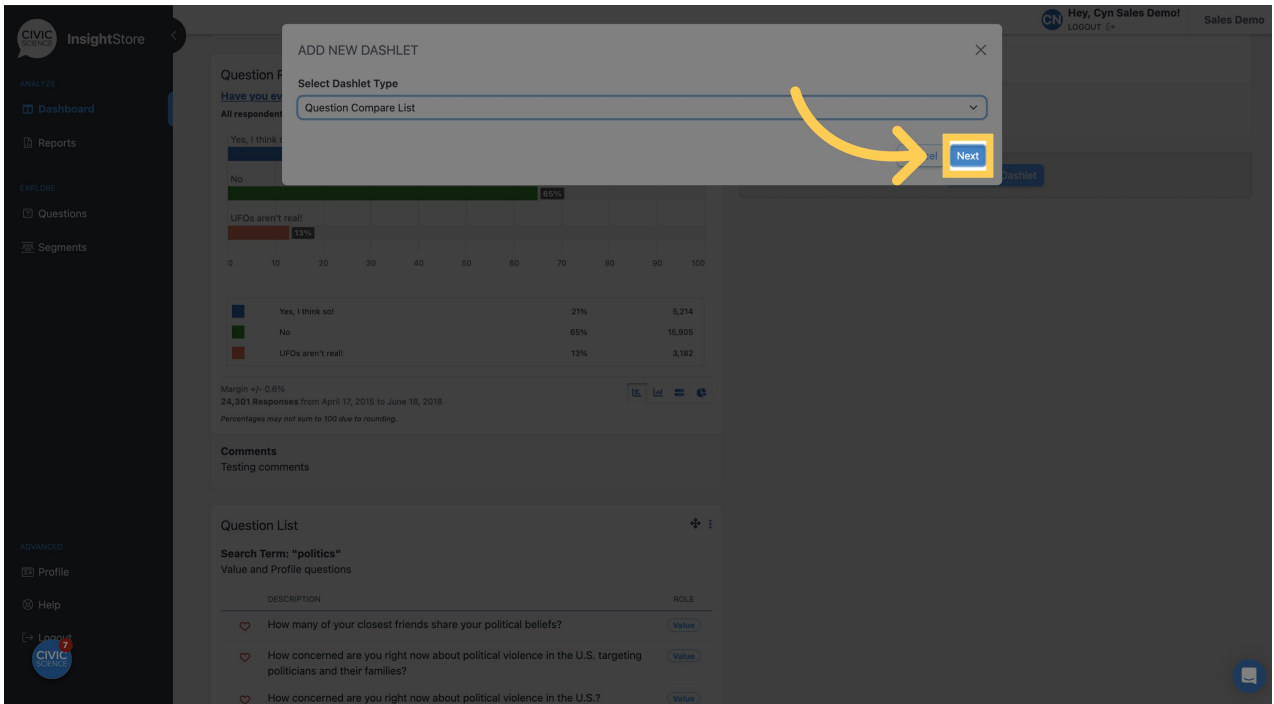
4. Go to the bottom of the dashboard and click **Add New Dashlet**.



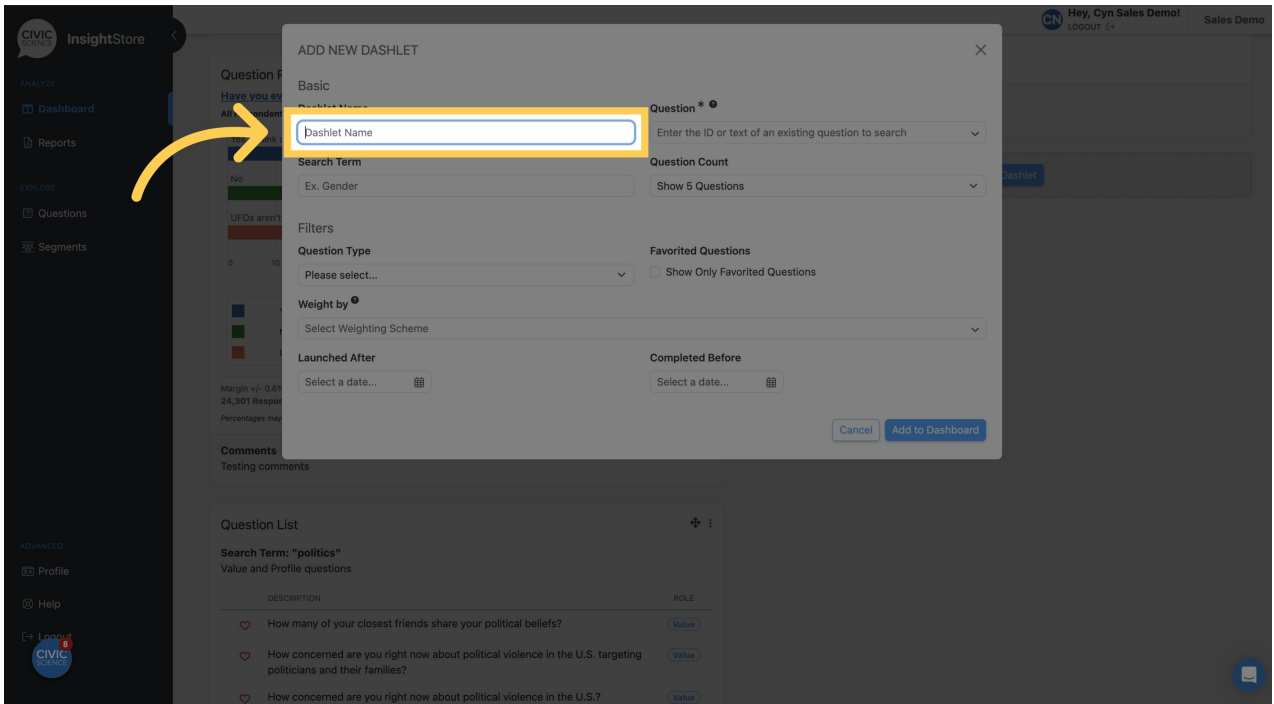
5. Select **Question Compare List** from the dropdown menu.



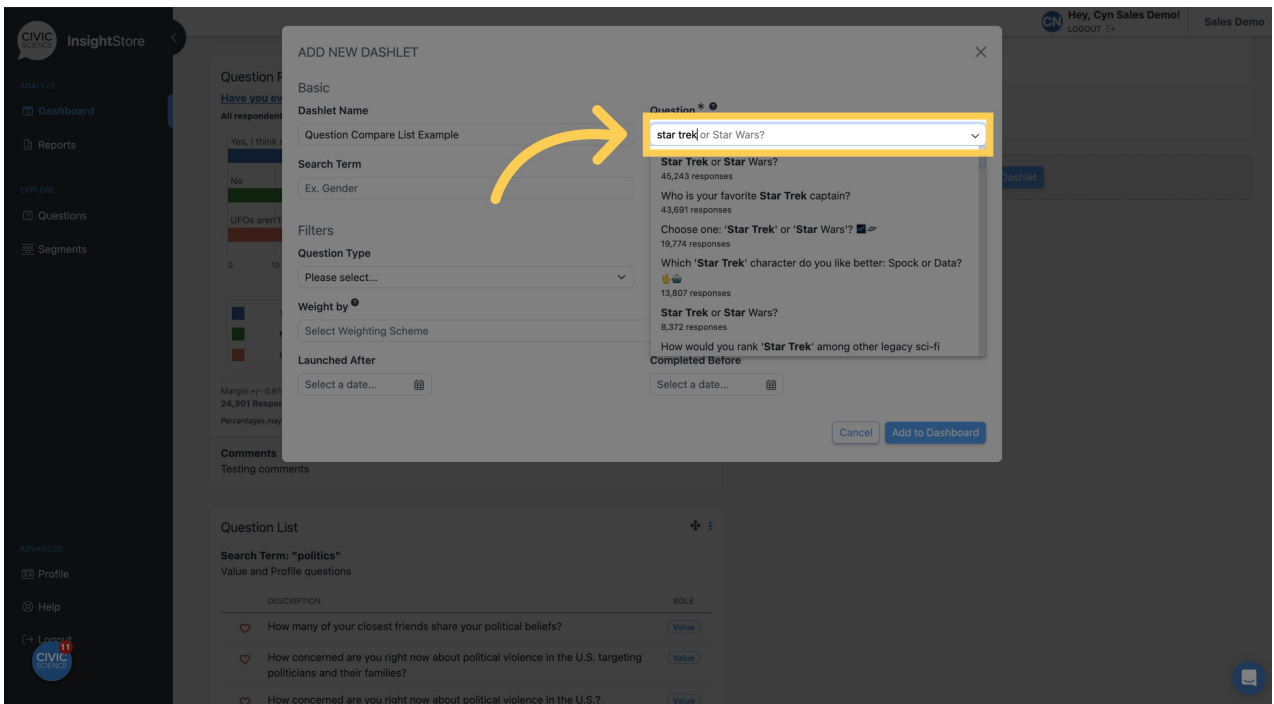
## 6. Click Next.



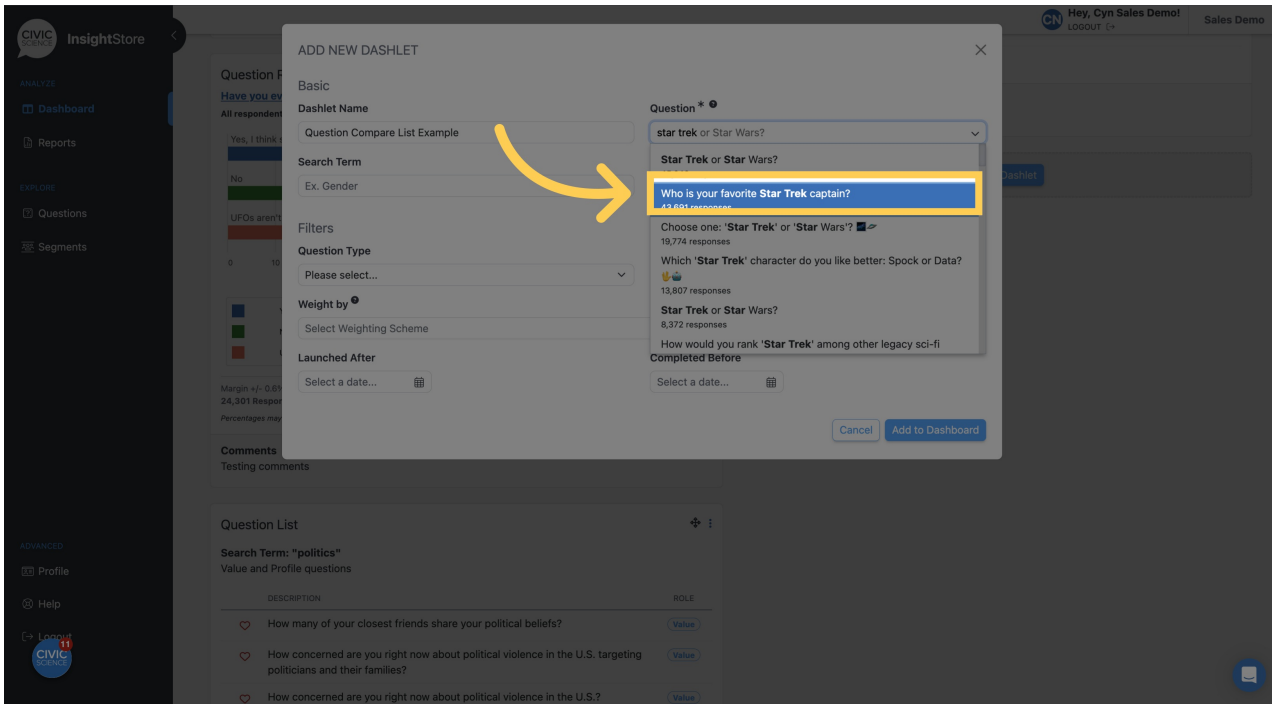
## 7. Give your new dashlet a descriptive name.



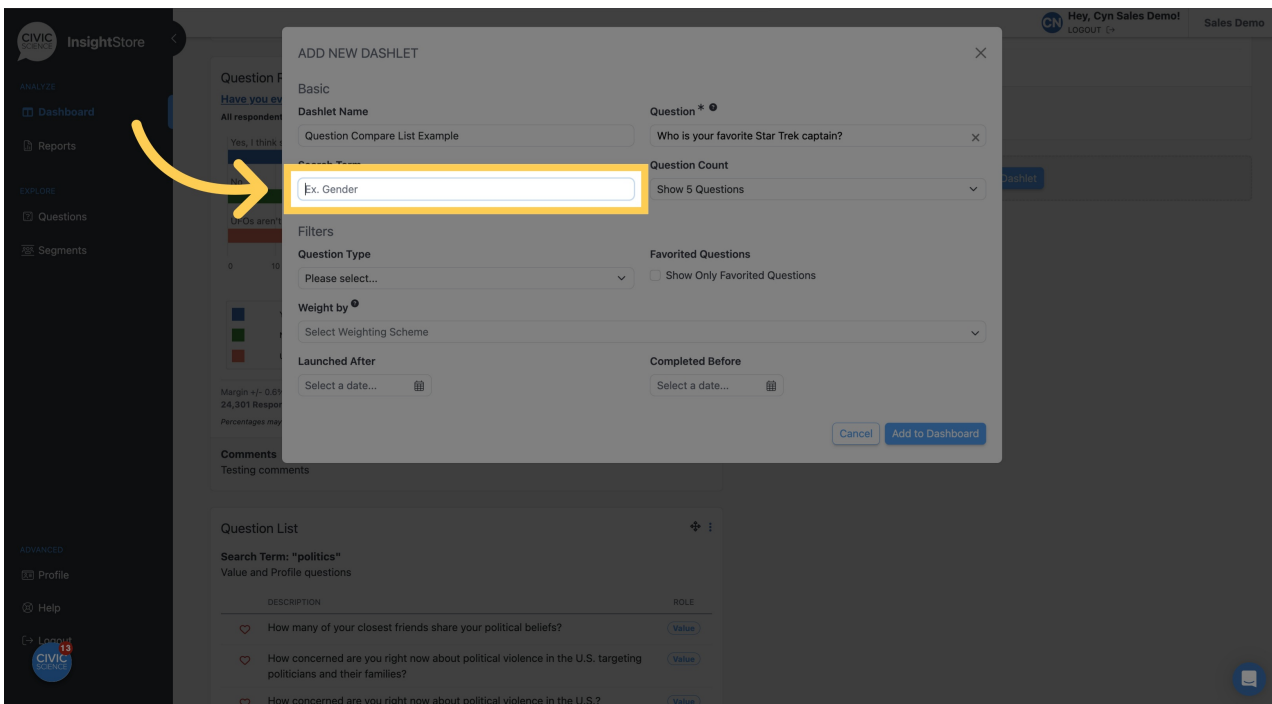
## 8. Enter a question ID or search criteria.



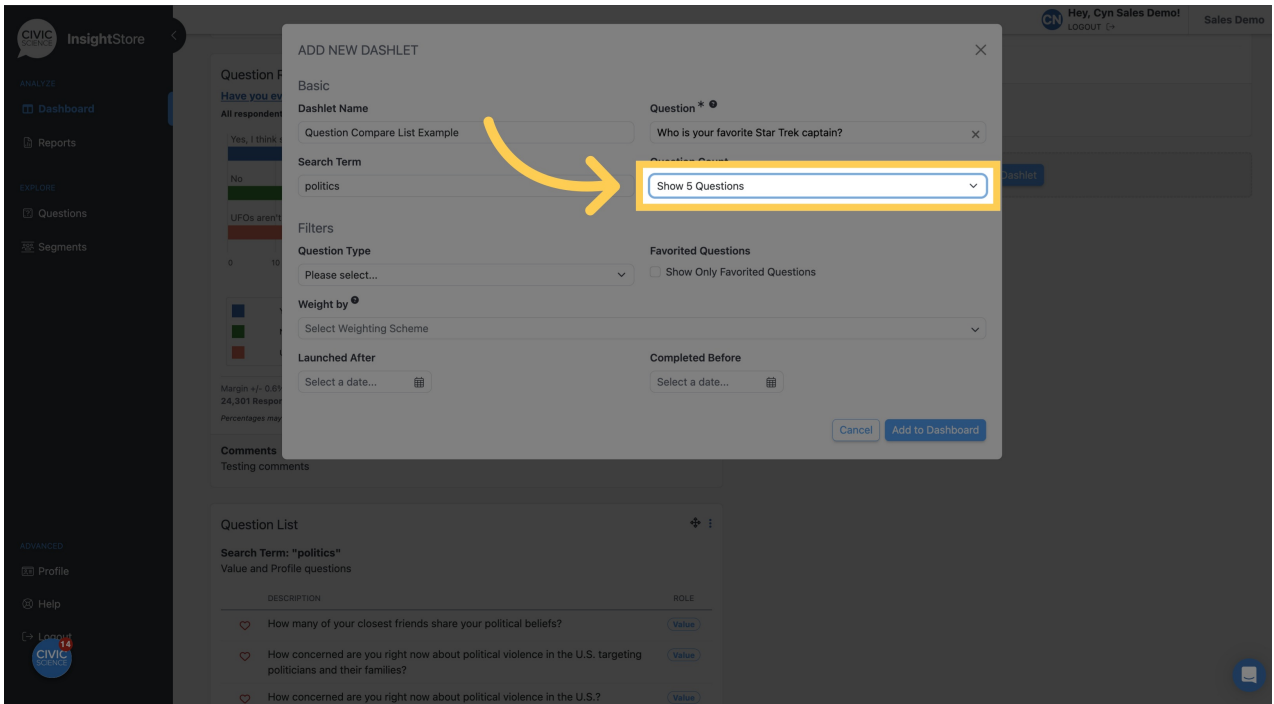
## 9. Select your desired question from the results list.



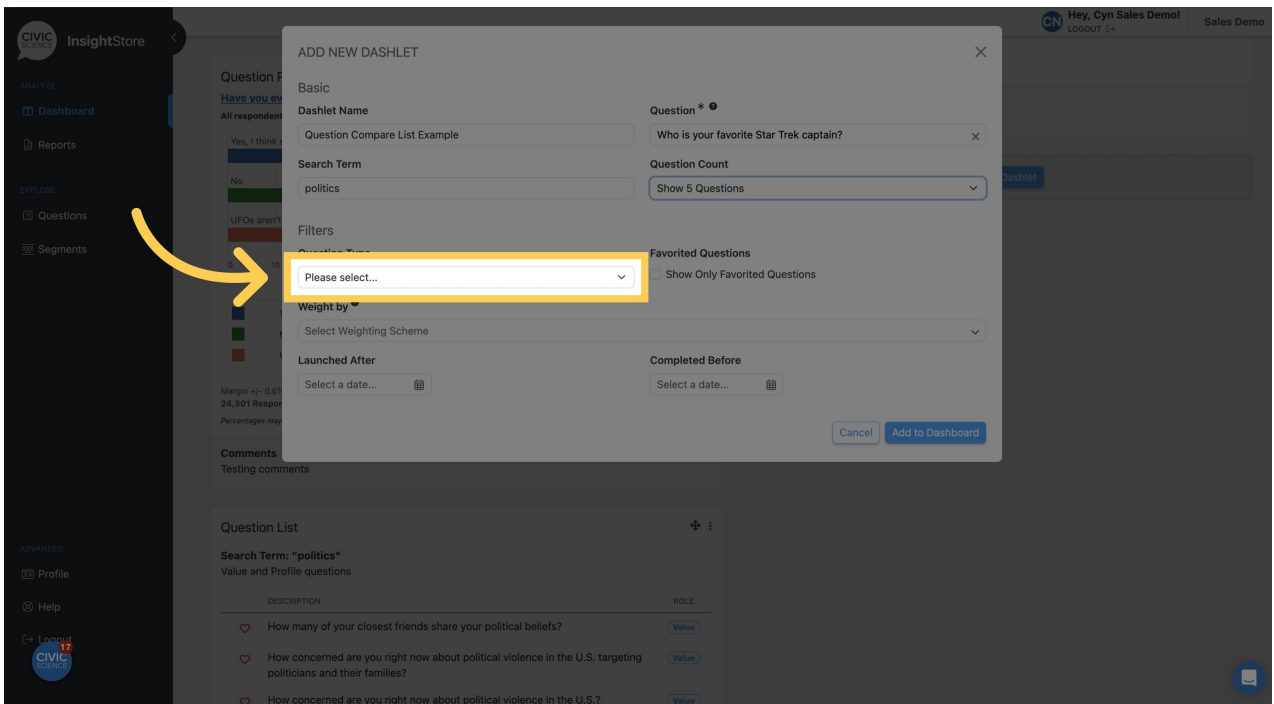
10. Enter the search criteria for questions to compare to the first question.



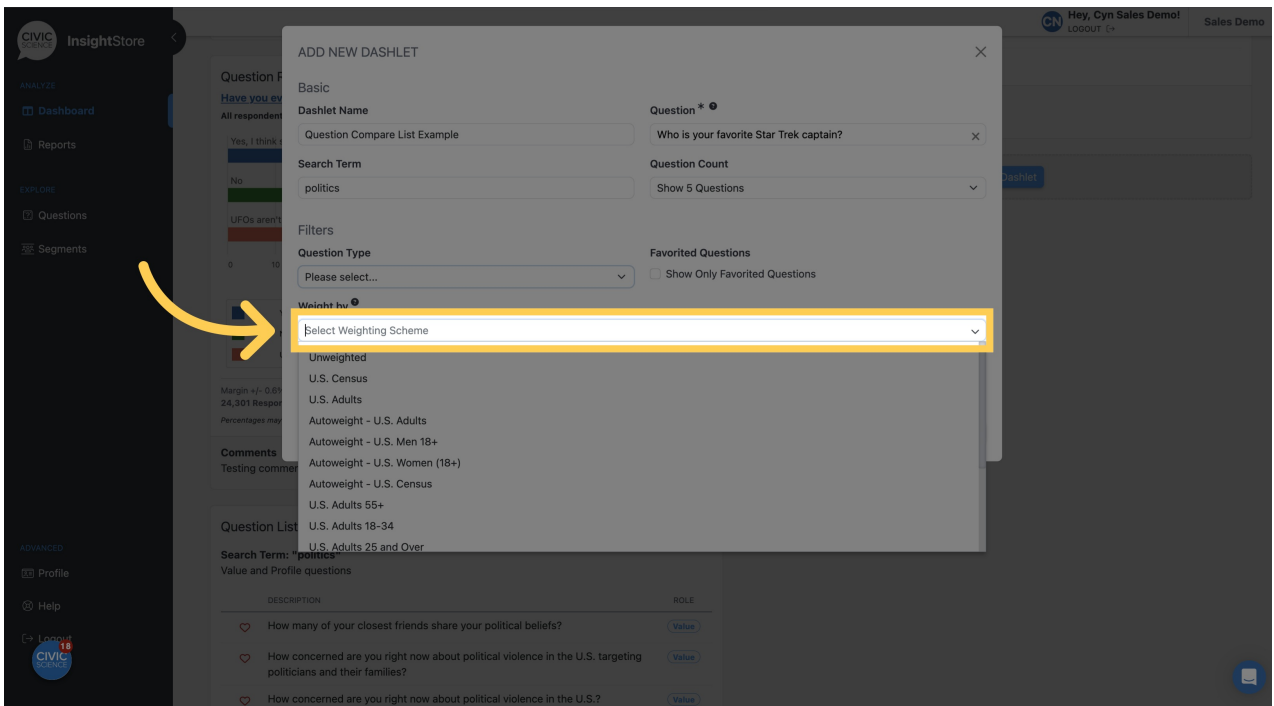
11. Choose the number of questions to show in the compare list - five, ten, fifteen, or twenty.



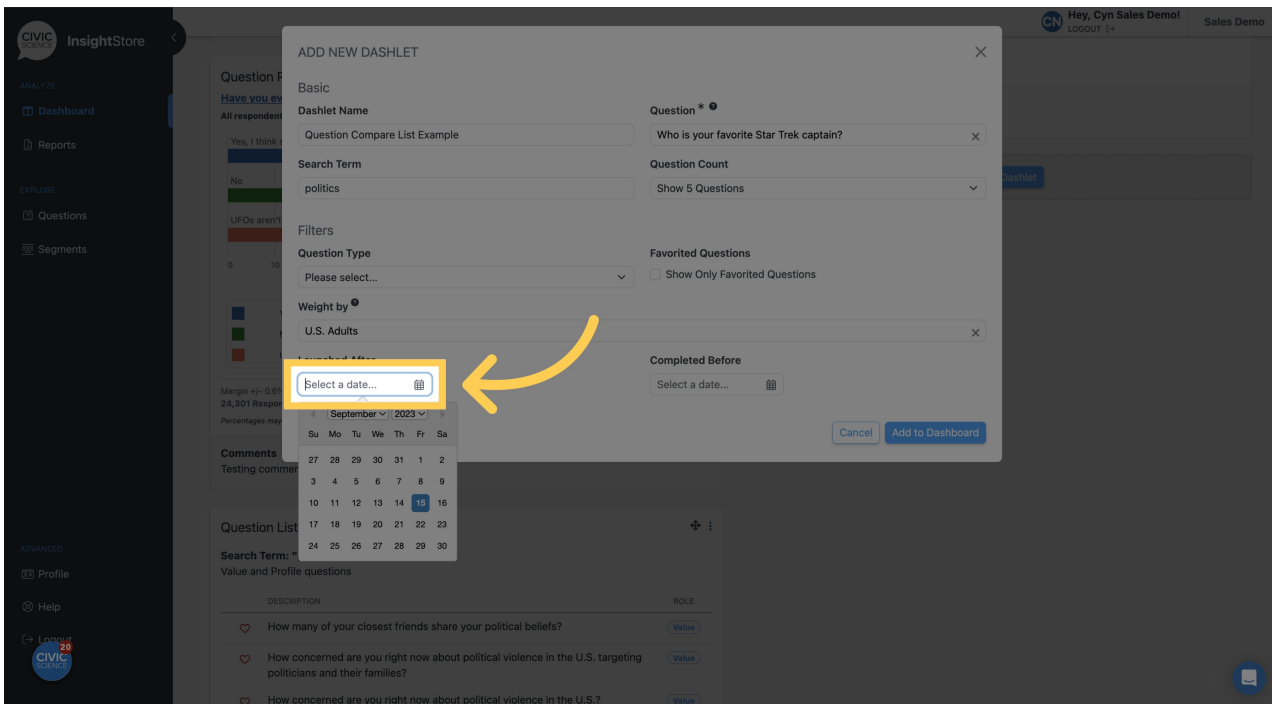
12. If needed, select a question type filter.



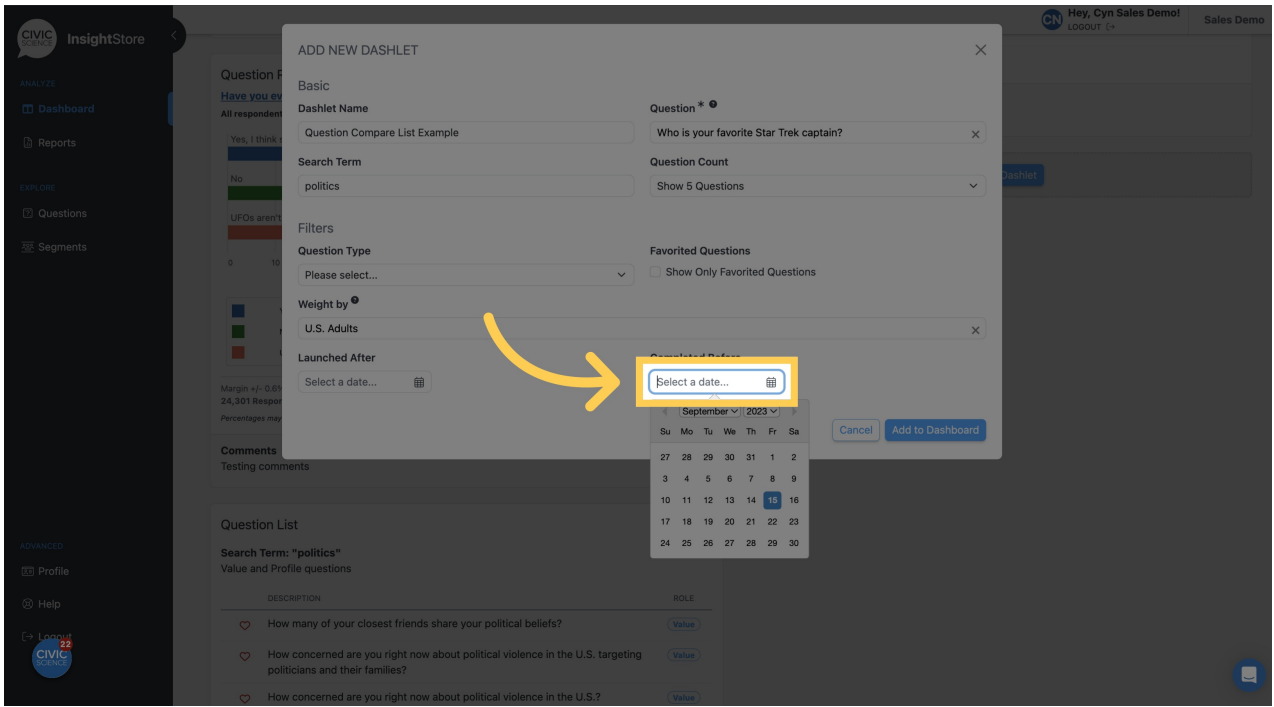
13. Choose a weighting scheme.



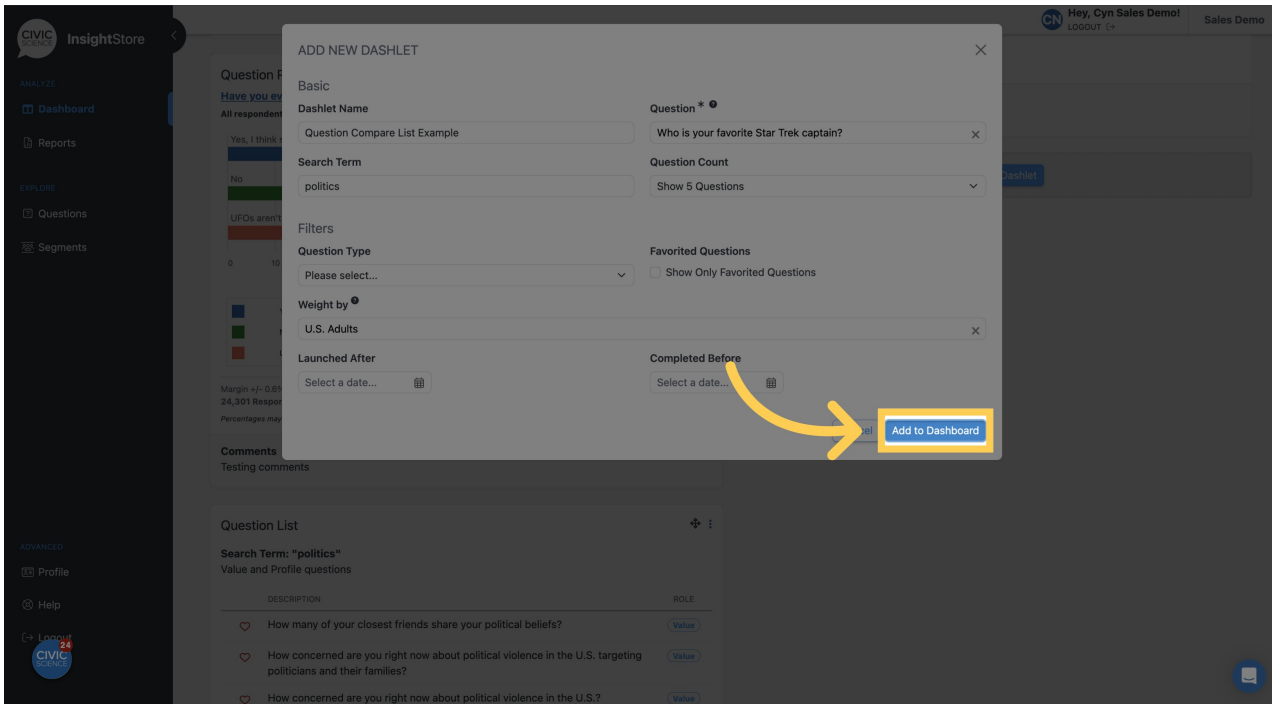
#### 14. Select a *Launched After* date if desired.



#### 15. Choose a *Completed Before* date if needed.



16. Click **Add to Dashboard** and view your new dashlet.



17. Click this symbol and drag your dashlet to its desired position.

**Question Results**  
**Have you ever seen a UFO?**  
 All respondents in my account

Response	Percentage	Count
Yes, I think so!	21%	5,214
No	65%	15,905
UFOs aren't real!	13%	3,182

Margin +/-: 0.6%  
 24,301 Responses from April 17, 2015 to June 18, 2018  
 Percentages may not sum to 100 due to rounding.

**Comments**  
 Testing comments

**Question Compare List Example**  
 Who is your favorite Star Trek captain?  
 Weighted by U.S. Adults

QUESTION	STRENGTH
Which of the following best describes your political leanings?	0.097
For what political party are you registered to vote?	0.064
How many of your closest friends share your political beliefs?	not correlated
How concerned are you right now about political violence in the U.S. targeting politicians and their families?	not correlated

**Question List**  
 Search Term: "politics"  
 Value and Profile questions

DESCRIPTION	ROLE
How many of your closest friends share your political beliefs?	Value
How concerned are you right now about political violence in the U.S. targeting politicians and their families?	Value
How concerned are you right now about political violence in the U.S.?	Value

18. To edit the dashlet, click the kebab menu.

**Question List**  
 Search Term: "television"  
 Value and Profile questions

DESCRIPTION	ROLE
How much do your friends and other contacts on social media influence the movies and television shows you watch?	Value
How much would you say you watch reality TV in an average week?	Value
How much would you say you watch sitcoms on TV in an average week?	Value
How much would you say you watch documentaries on TV in an average week?	Value
How much would you say you watch dramas on TV in an average week?	Value

**Score Results**  
**At what level of politics are you most engaged?**  
 All respondents in my account weighted according to U.S. Adults

Score:	8.79
Last Week	9.91
Last Month	9.89
Last Quarter	9.75
Last Year	10.24

**Score Results**  
**Do you think the Loch Ness monster is real?**  
 All respondents in my account weighted according to U.S. Adults

Score:	0.75
Last Week	N/A
Last Month	0.75

**Question Compare List Example**  
 Who is your favorite Star Trek captain?  
 Weighted by U.S. Adults

QUESTION	STRENGTH
Which of the following best describes your political leanings?	0.097
For what political party are you registered to vote?	0.064
How many of your closest friends share your political beliefs?	not correlated
How concerned are you right now about political violence in the U.S. targeting politicians and their families?	not correlated

**Score Results**  
**How closely have you been following news and reports about the recent Congressional hearings on UFOs / UAPs (unidentified anomalous phenomena)?**  
 All respondents in my account

Score:	25.1
Last Week	N/A
Last Month	N/A
Last Quarter	25.1
Last Year	25.1

No Timeview Results

19. Select Settings.

The screenshot shows the InsightStore interface with a search term of "television". It displays a list of questions, score results for various time periods, and a 'Question Compare List Example' section. A yellow arrow points to a 'Settings' button in the top right corner of the 'Question Compare List Example' section.

## 20. Make any needed changes.

The screenshot shows the InsightStore interface with a 'QUESTION COMPARE LIST' modal open. The modal contains fields for 'Dashlet Name', 'Question', 'Search Term', 'Filters', 'Weight by', 'Launched After', and 'Completed Before'. A yellow arrow points to a dropdown menu in the 'Question' field, which is currently set to 'Show 5 Questions'.

## 21. Click *Submit* to save your changes.

**CIVIC InsightStore** Hey, Cyn Sales Demo! **LOGOUT** Sales Demo

**QUESTION COMPARE LIST** [X]

Basic

**Dashlet Name**  
Question Compare List Example

**Search Term**  
politics

**Filters**  
**Question Type**  
Please select...

**Weight by**  
U.S. Adults

**Launched After**  
Select a date...

**Question \***  
Who is your favorite Star Trek captain?

**Question Count**  
Show 10 Questions

**Favorited Questions**  
 Show Only Favorited Questions

**Completed Before**  
Select a date...

**Submit**

**Score Results**  
At what level...  
All respondents

Score:	
Last Week	9.89
Last Month	9.75
Last Quarter	9.75
Last Year	10.24

**Score Results**  
Do you think the Loch Ness monster is real?  
All respondents in my account weighted according to U.S. Adults

Score:	
Last Week	0.75
Last Month	N/A
Last Quarter	0.75

**Score Results**  
How closely have you been following news and reports about the recent Congressional hearings on UFOs / UAPs (unidentified anomalous phenomena)?  
All respondents in my account

Score:	
Last Week	25.1
Last Month	N/A
Last Quarter	N/A
Last Year	25.1

No Timeview Results

# Video: Adding a question list dashlet

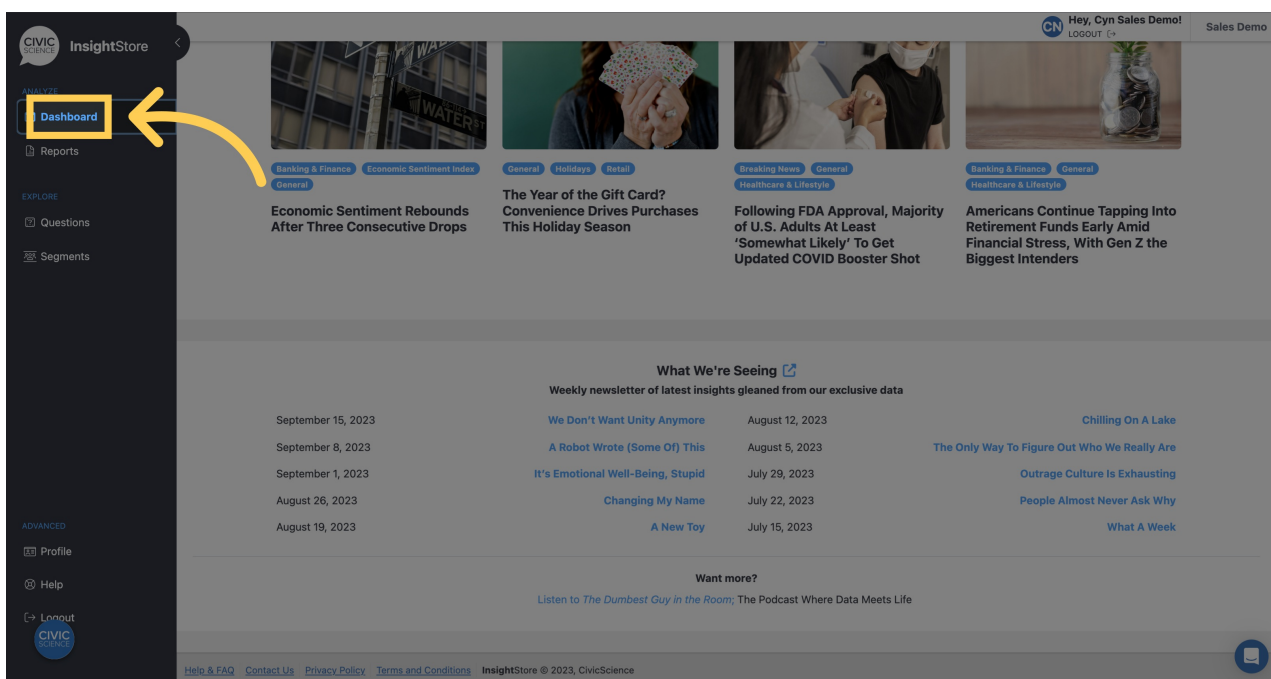
01/31/2024 1:29 pm EST

This guide will walk you through the process of adding a question list dashlet to a dashboard. Follow the instructions below to create a customized and informative dashlet.

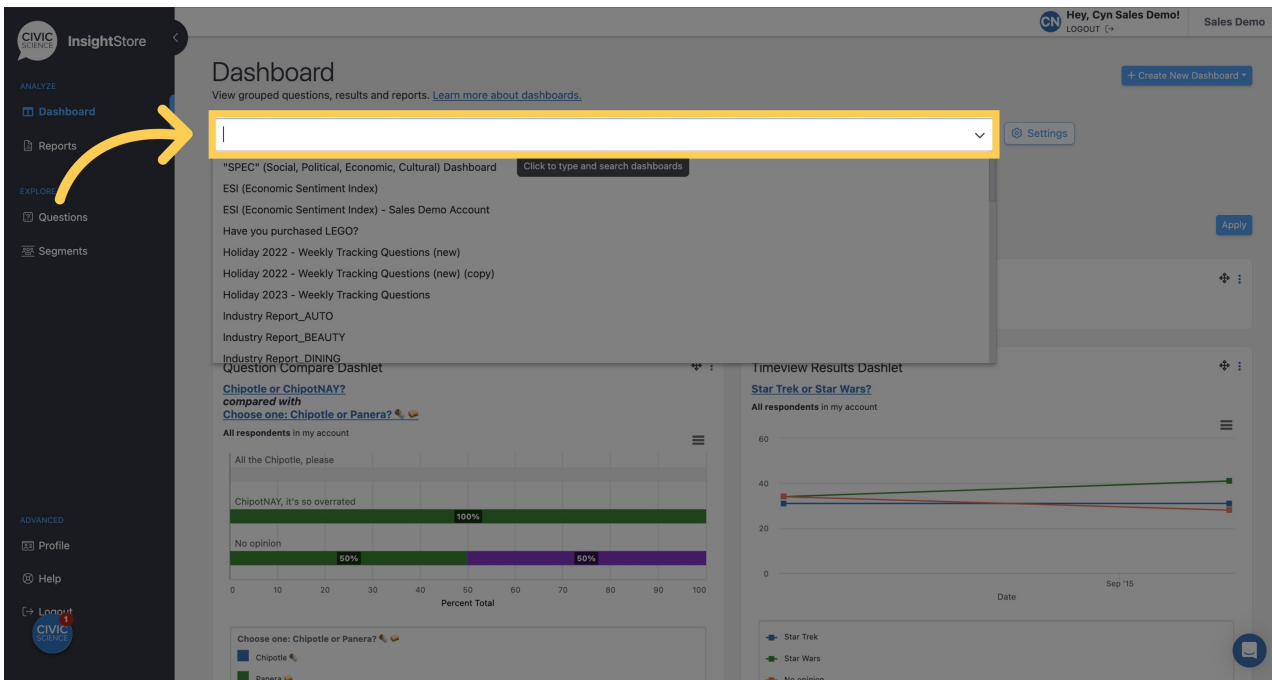
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com).

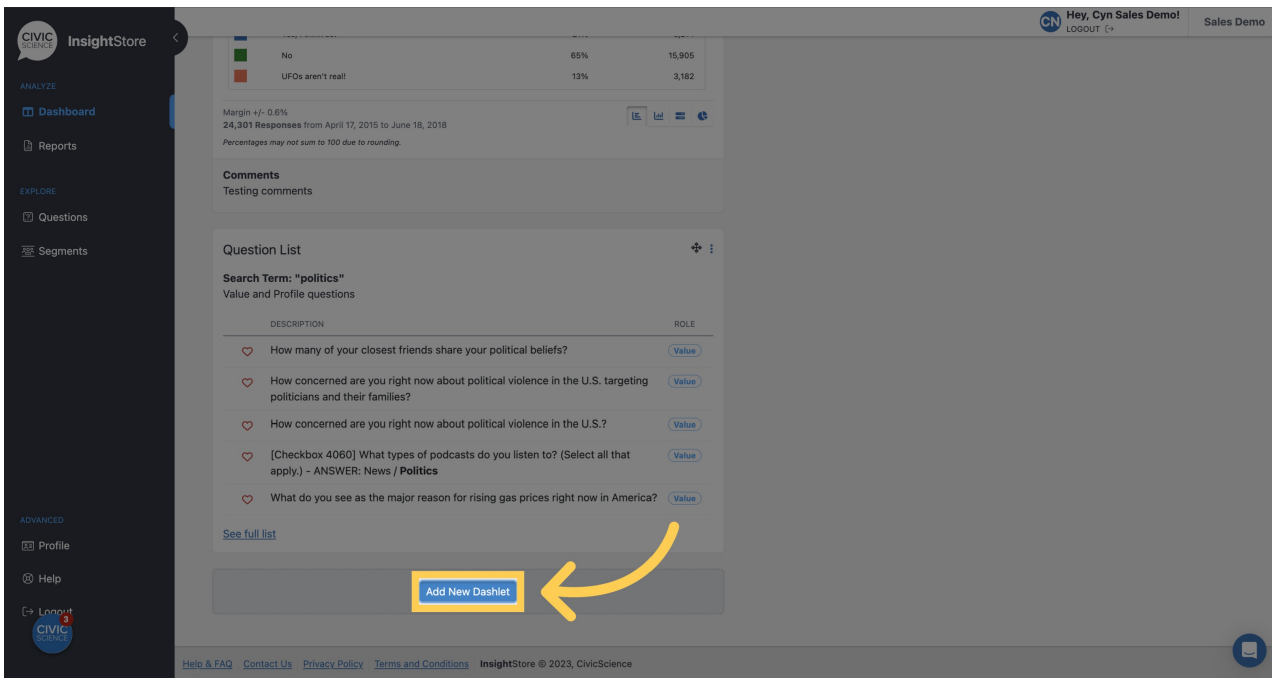
2. From the landing page, click *Dashboard*.



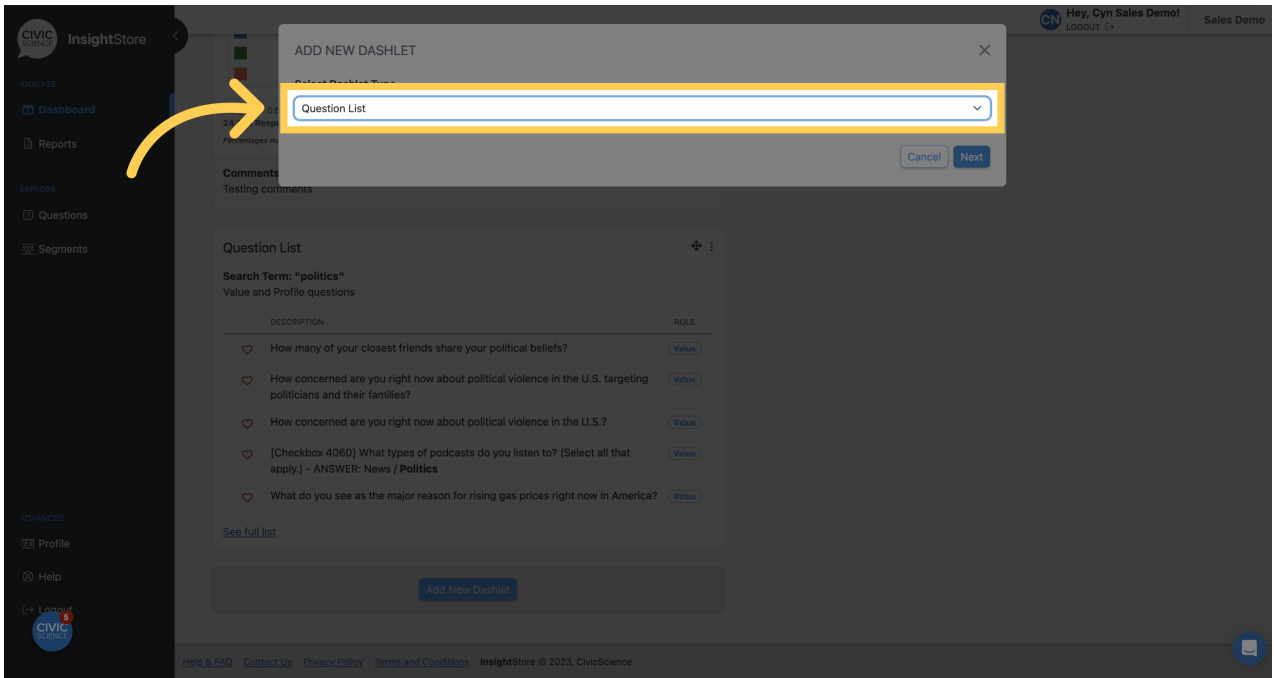
3. Select your dashboard from the dropdown menu.



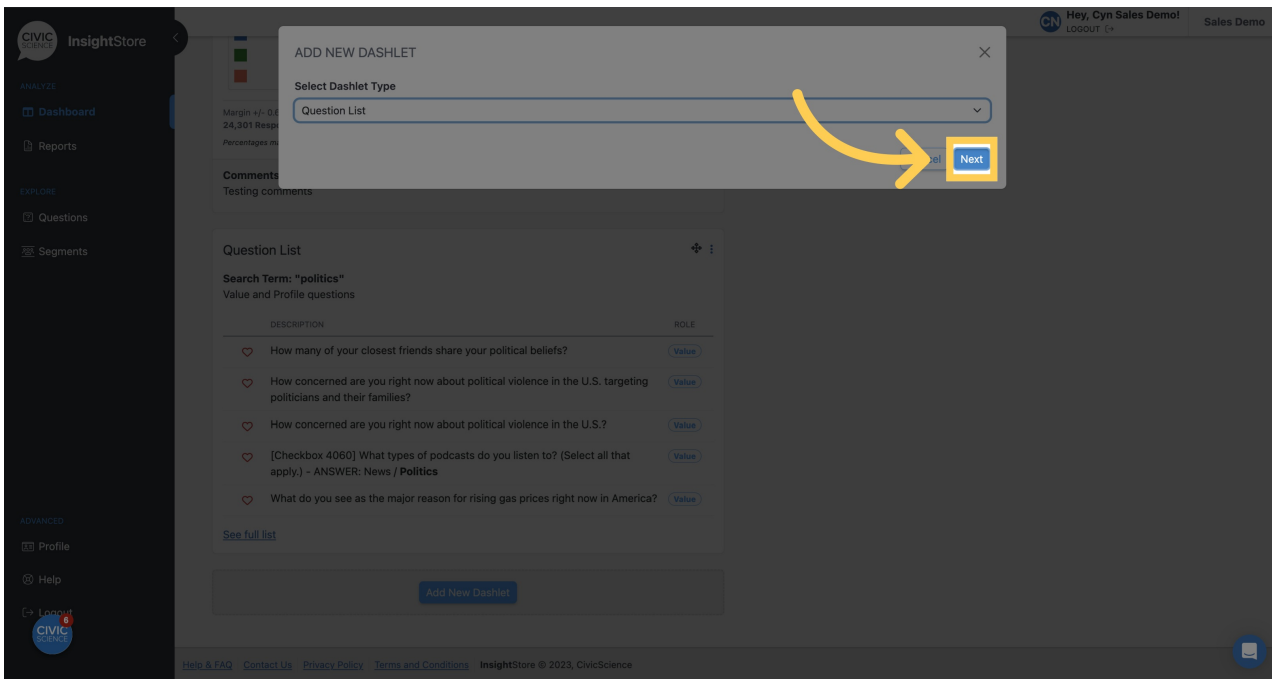
4. Navigate to the bottom of the dashboard and click **Add New Dashlet**.



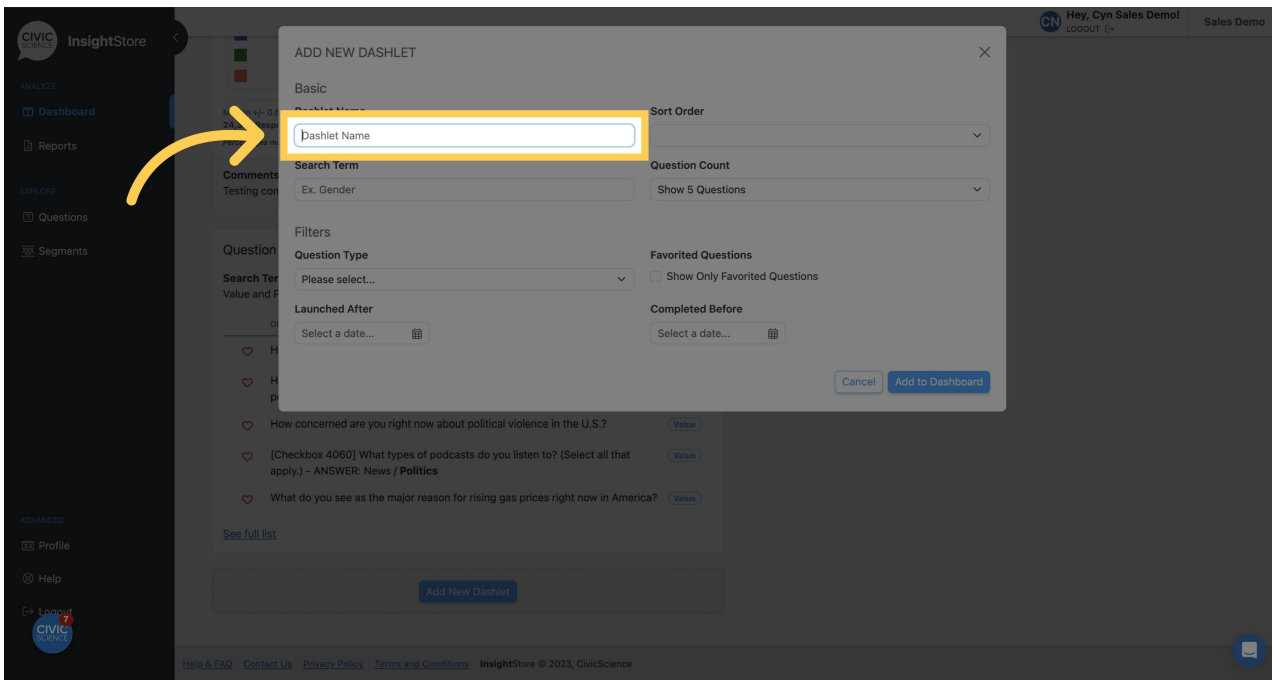
5. Select **Question List** from the dropdown menu.



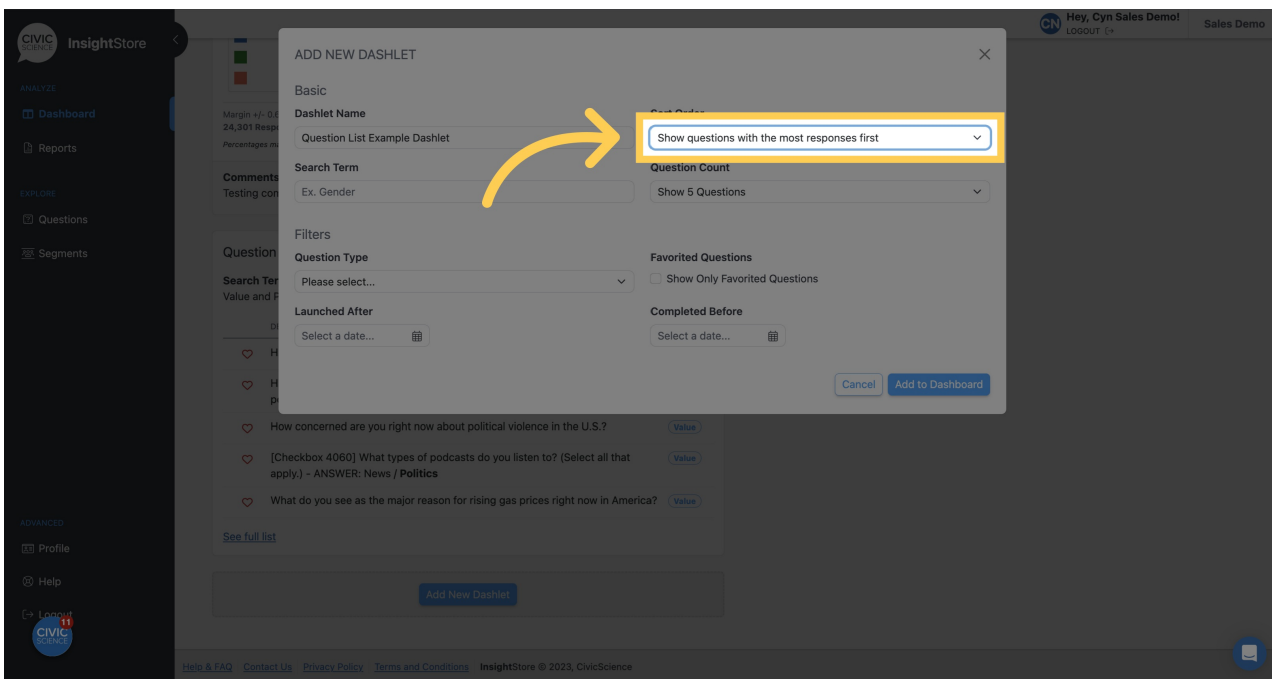
## 6. Click Next.



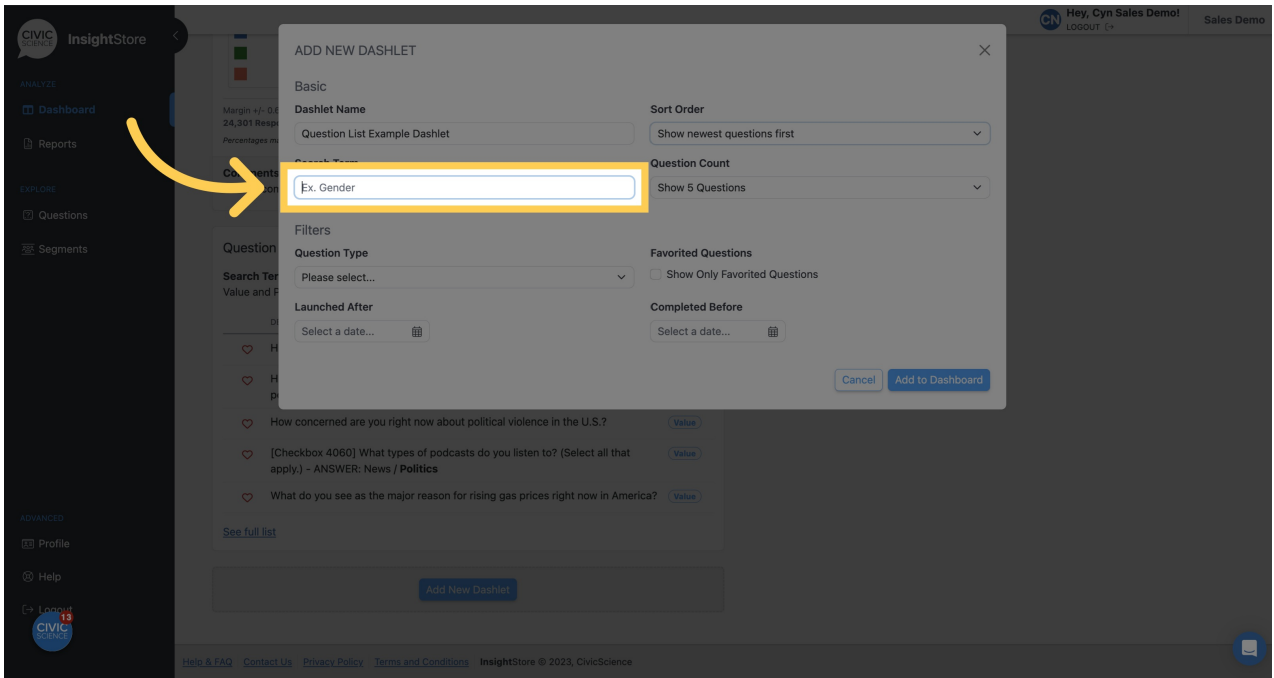
## 7. Give your dashlet a descriptive name.



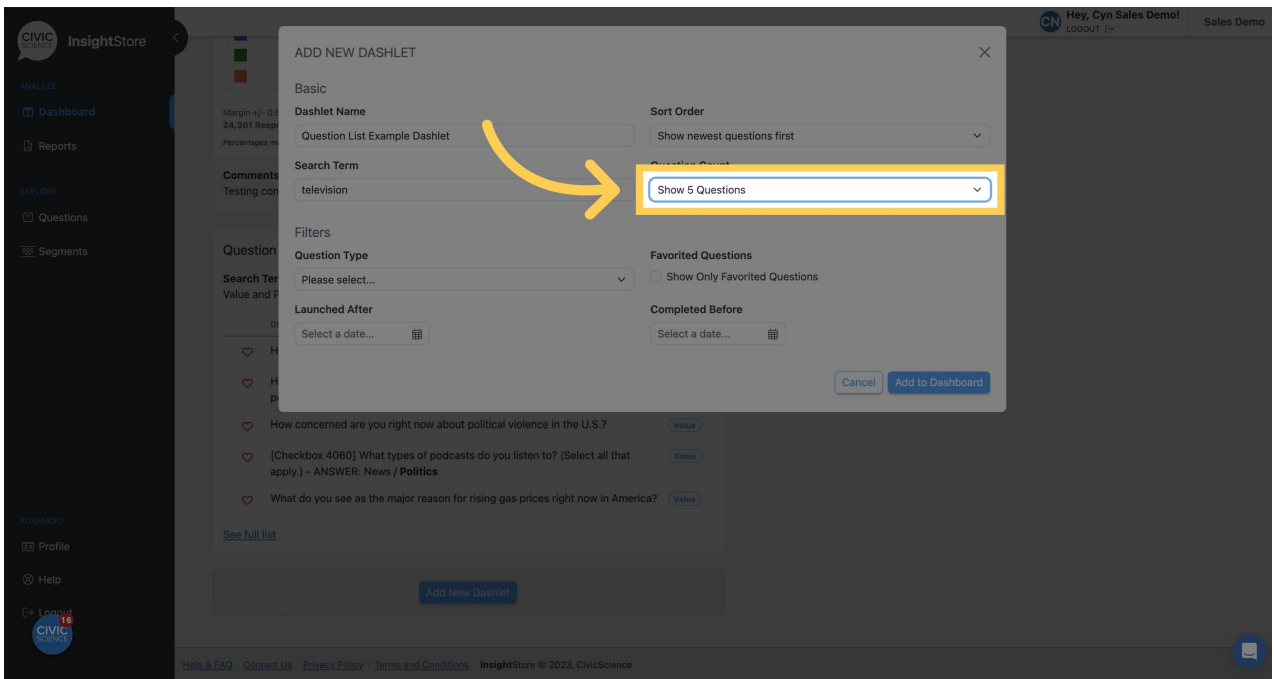
## 8. Choose a sort order for your search results.



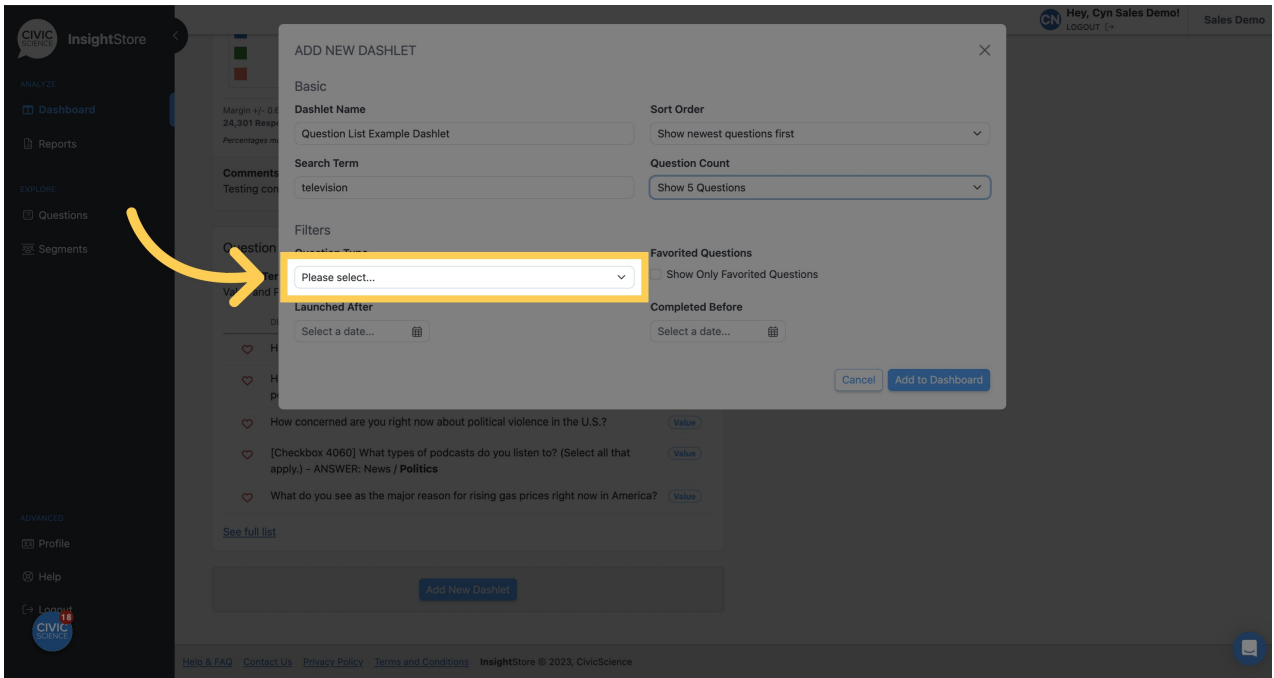
## 9. Enter your search criteria.



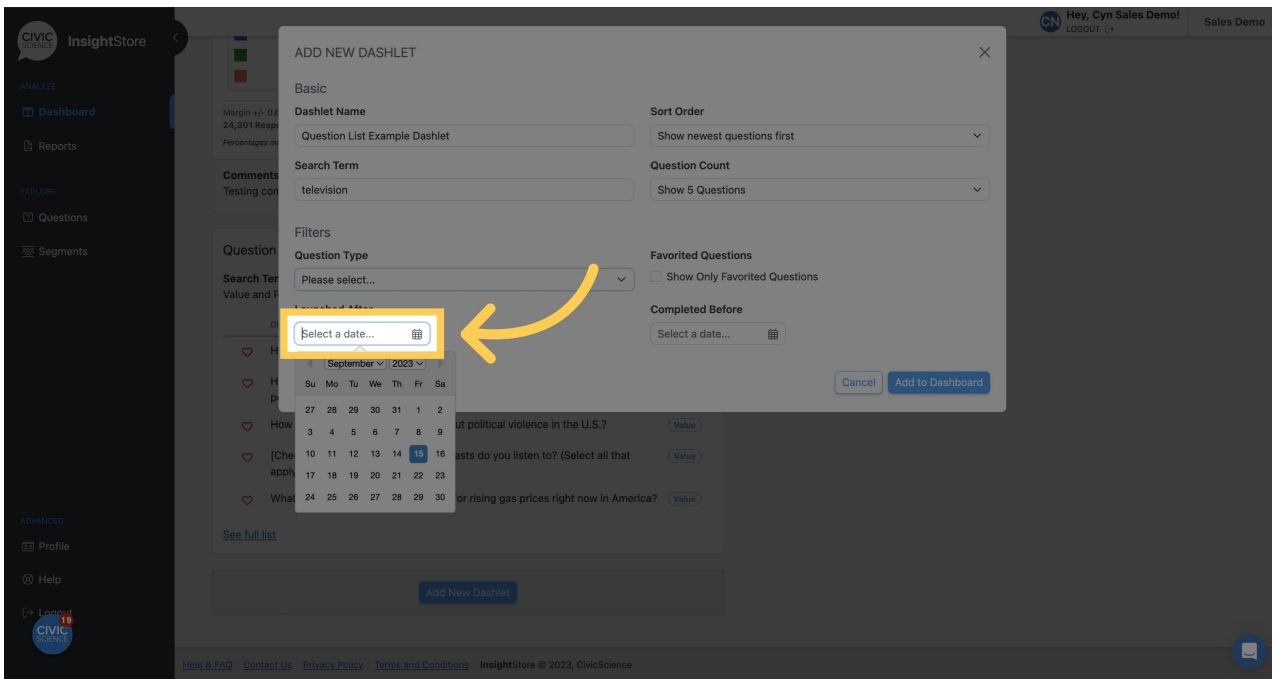
10. Select the number of questions you want to display.



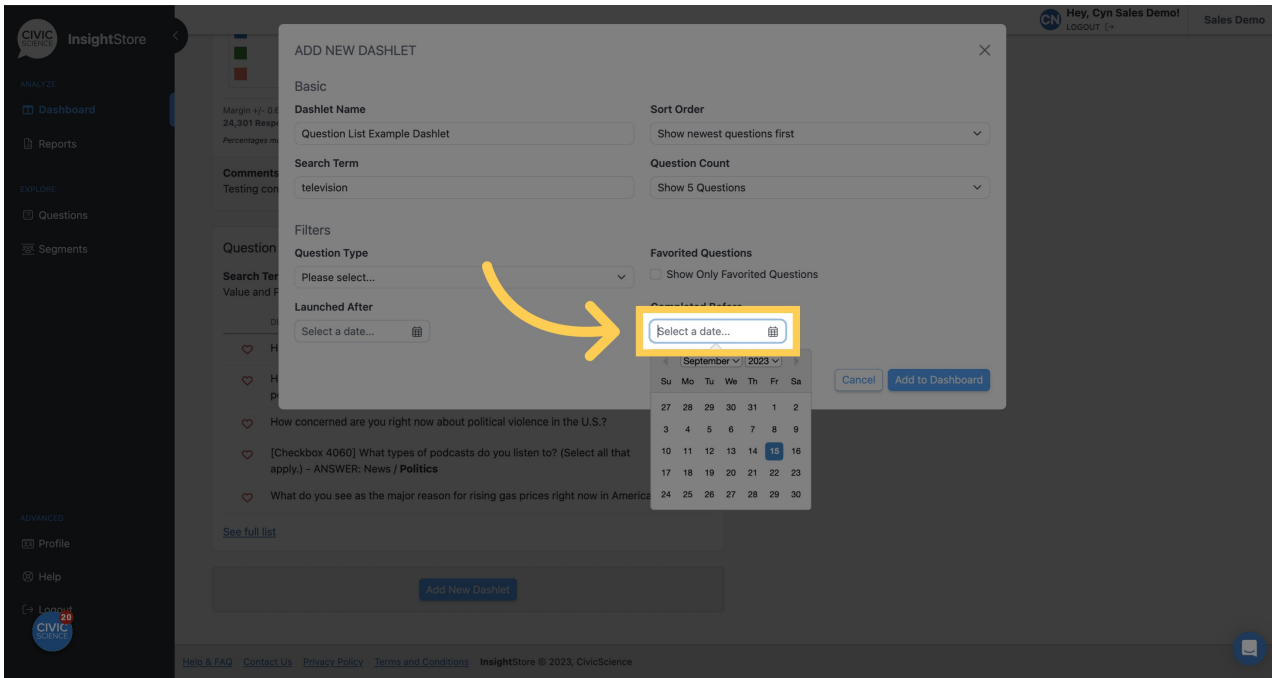
11. Choose a question type filter if desired.



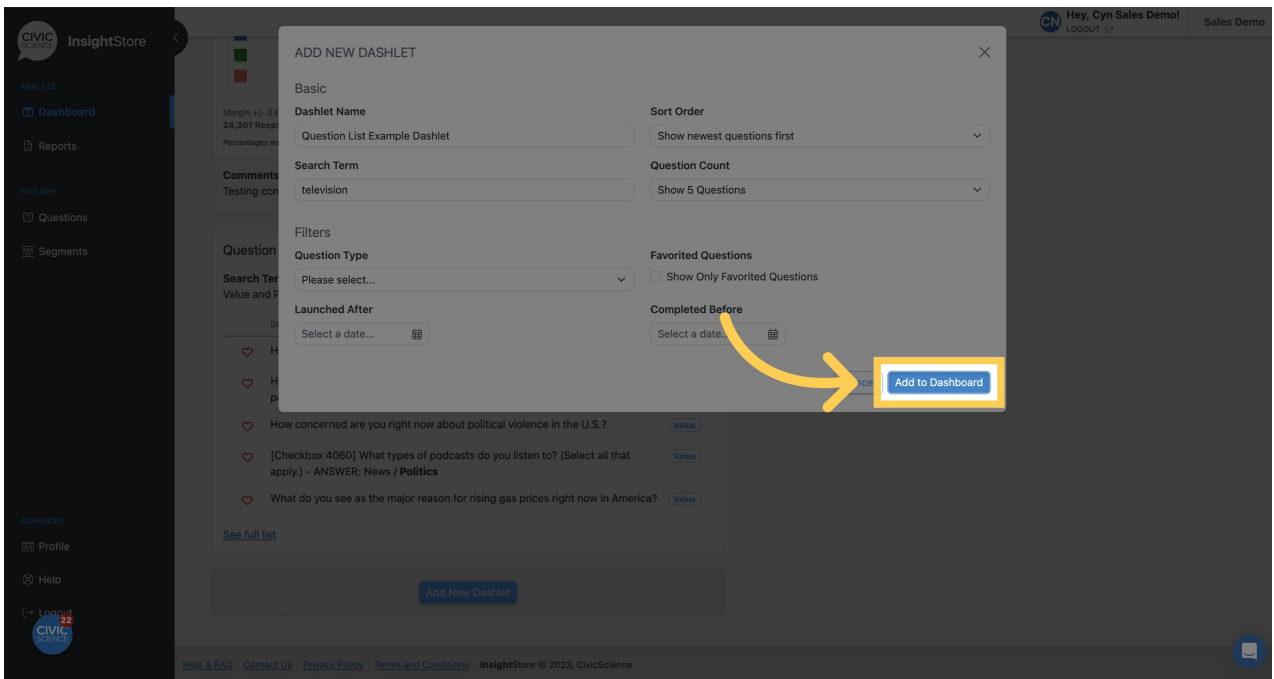
## 12. Choose a *Launched After* date.



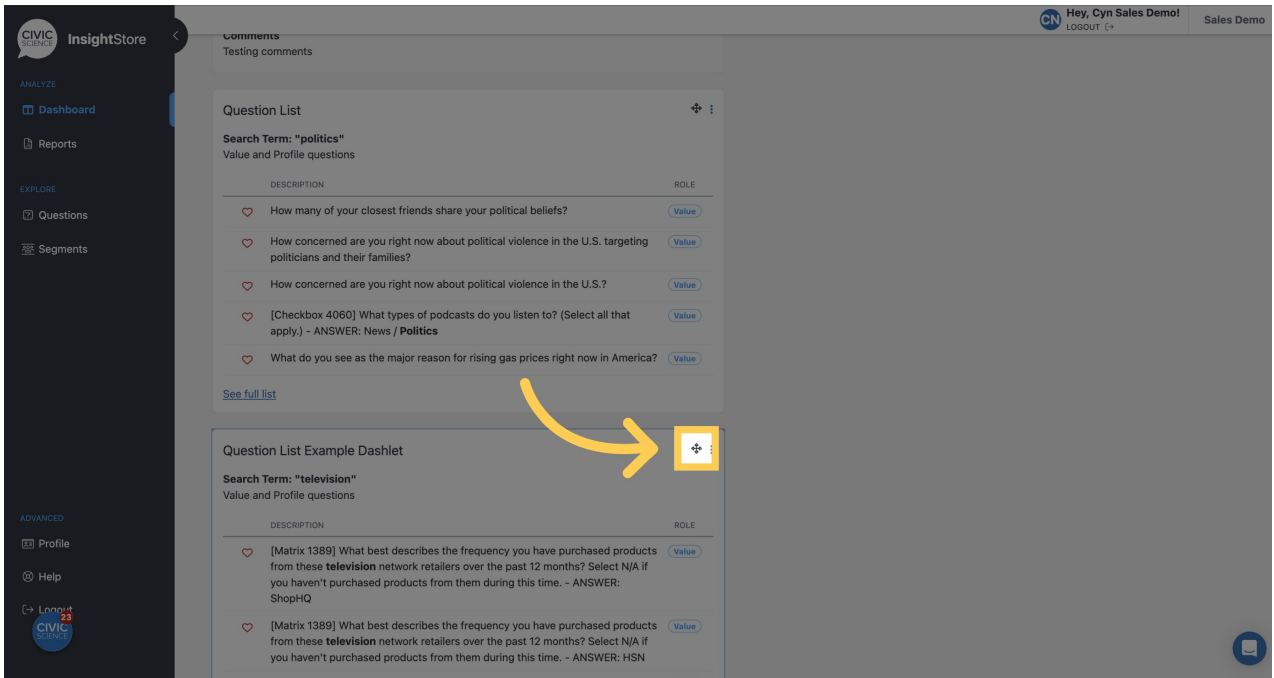
## 13. Select a *Completed Before* date.



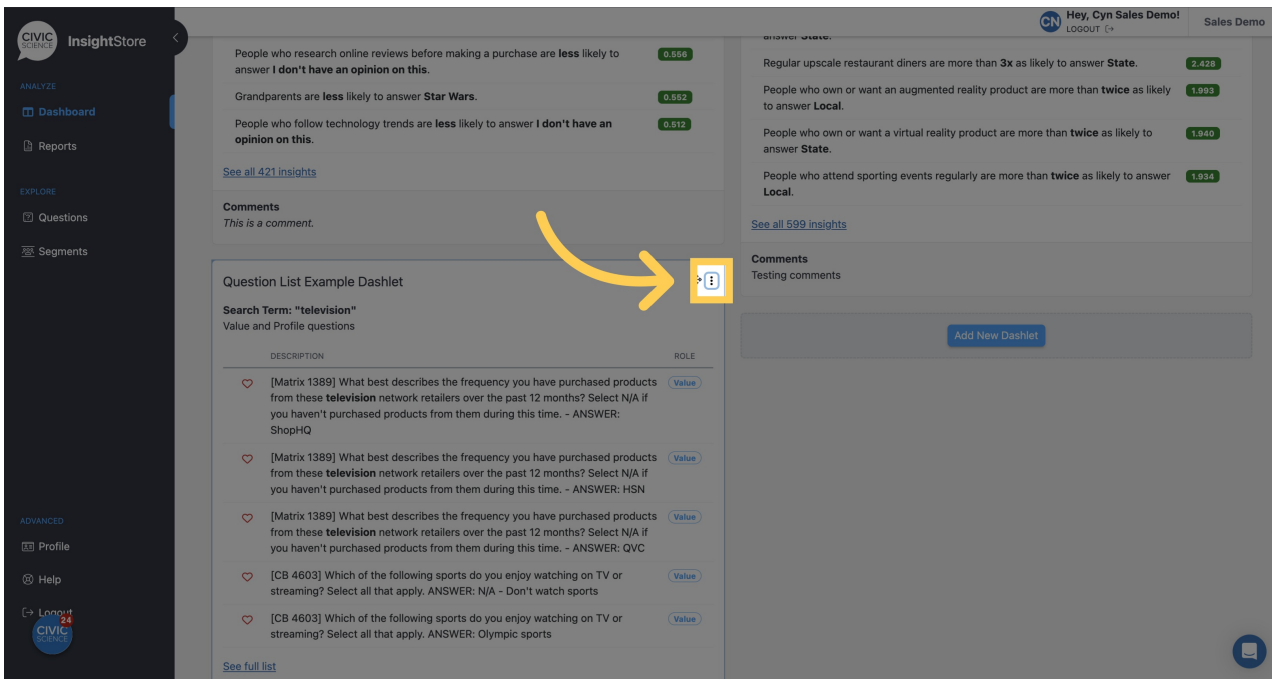
14. Click *Add to Dashboard* and view your new dashlet.



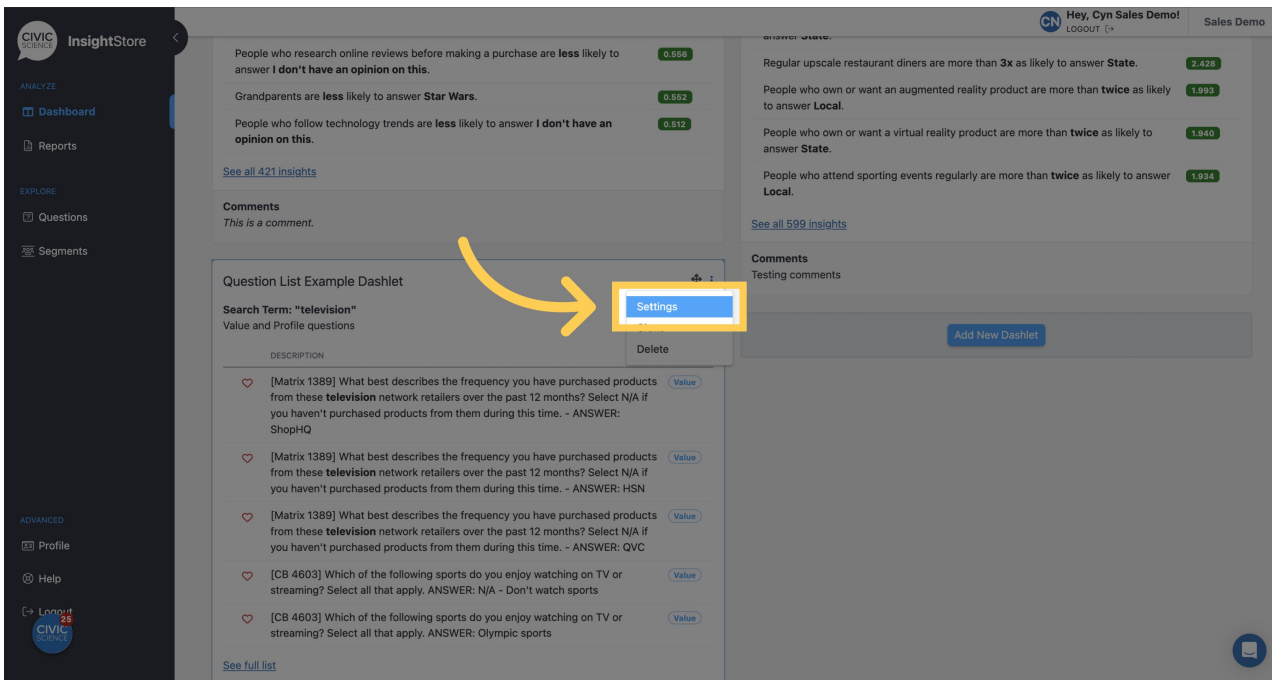
15. To move the dashlet, click the move cursor symbol and drag the dashlet to its new position.



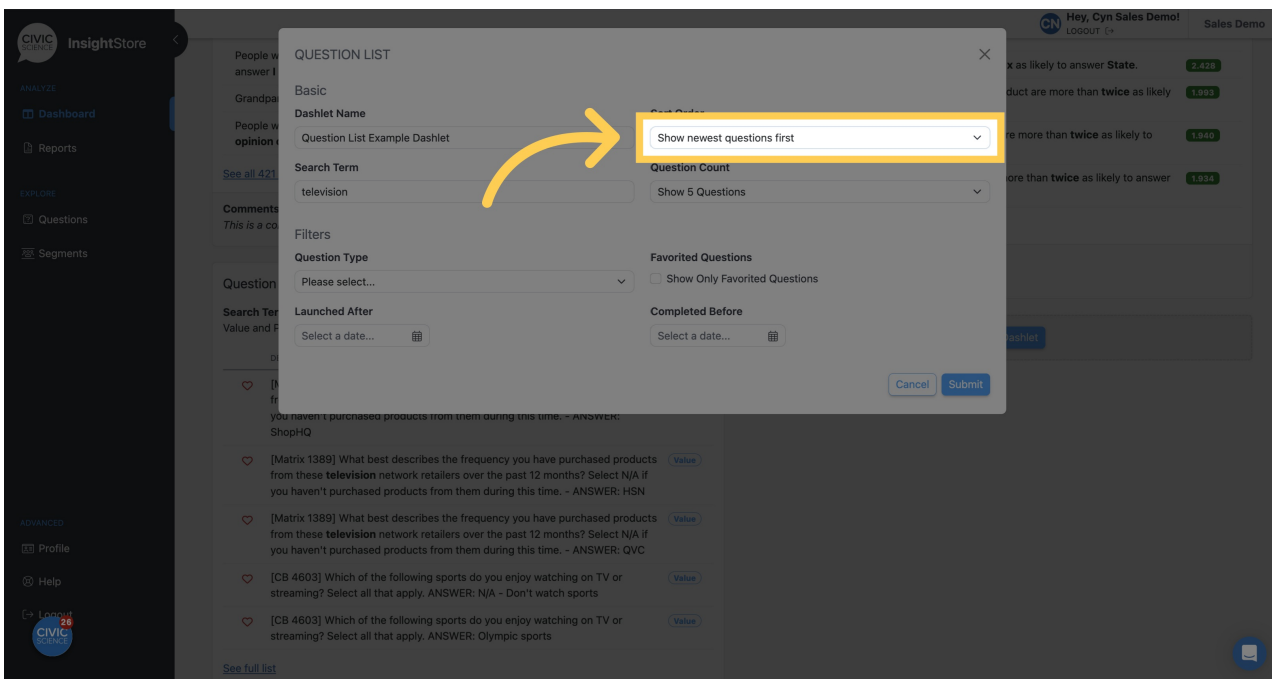
16. To edit the dashlet, click the kebab menu.



17. Click Settings.



## 18. Make any needed changes.



## 19. Click *Submit* to save the changes.

**CIVIC** InsightStore

Hey, Cyn Sales Demo! [LOGOUT](#) Sales Demo

**QUESTION LIST** [X]

**Basic**

**Dashlet Name**  
Question List Example Dashlet

**Sort Order**  
Show questions with the most responses first

**Search Term**  
television

**Question Count**  
Show 5 Questions

**Filters**

**Question Type**  
Please select...

**Favorited Questions**  
 Show Only Favorited Questions

**Launched After**  
Select a date...

**Completed Before**  
Select a date...

**Submit**

People w  
answer I

Grandpa

People w  
opinion

See all 421

Comments  
This is a co

Question

Search Ter  
Value and P

you haven't purchased products from them during this time. - ANSWER: ShopHQ

[Matrix 1389] What best describes the frequency you have purchased products from these television network retailers over the past 12 months? Select N/A if you haven't purchased products from them during this time. - ANSWER: HSN

[Matrix 1389] What best describes the frequency you have purchased products from these television network retailers over the past 12 months? Select N/A if you haven't purchased products from them during this time. - ANSWER: QVC

[CB 4603] Which of the following sports do you enjoy watching on TV or streaming? Select all that apply. ANSWER: N/A - Don't watch sports

[CB 4603] Which of the following sports do you enjoy watching on TV or streaming? Select all that apply. ANSWER: Olympic sports

See full list

ANALYZE

- Dashboard
- Reports

EXPLORE

- Questions
- Segments

ADVANCED

- Profile
- Help

Logout 27 CIVIC

2,428

1,993

1,940

1,524

# Video: adding a question results dashlet

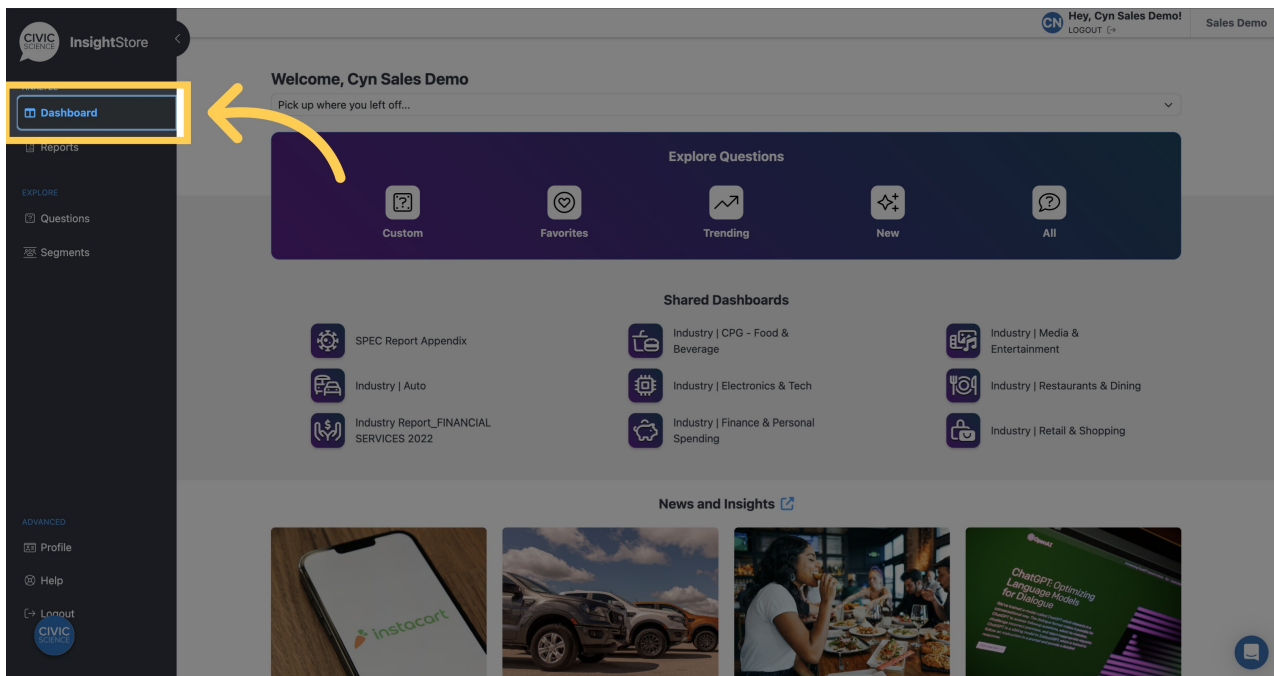
01/31/2024 1:29 pm EST

This guide will teach you how to add a question results dashlet to your dashboard.

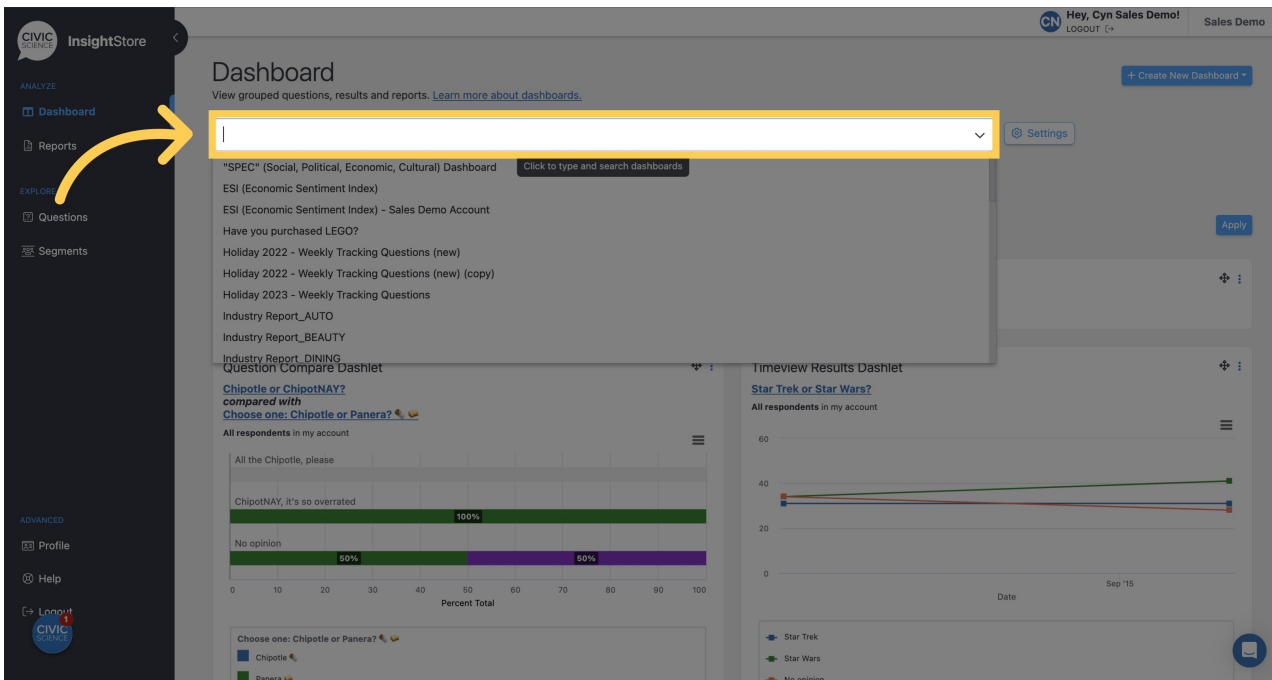
Your browser does not support HTML5 video.

## 1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com)

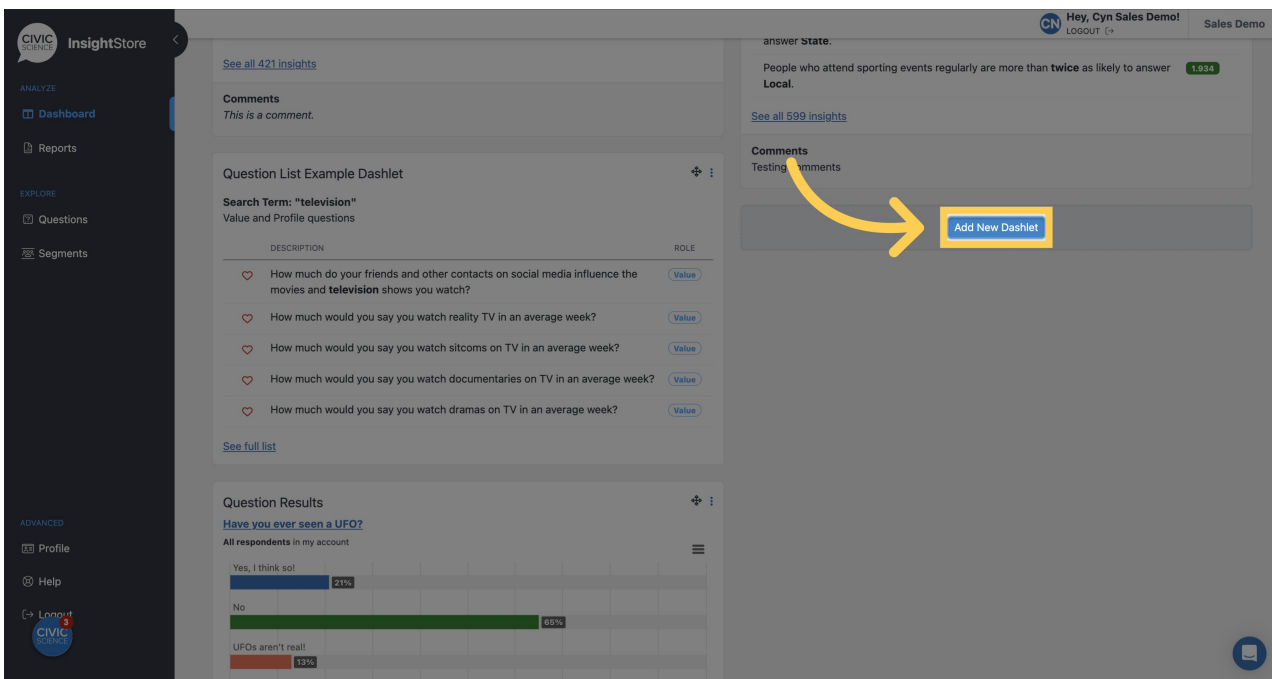
## 2. From the landing page, click on *Dashboard* in the left navigation pane.



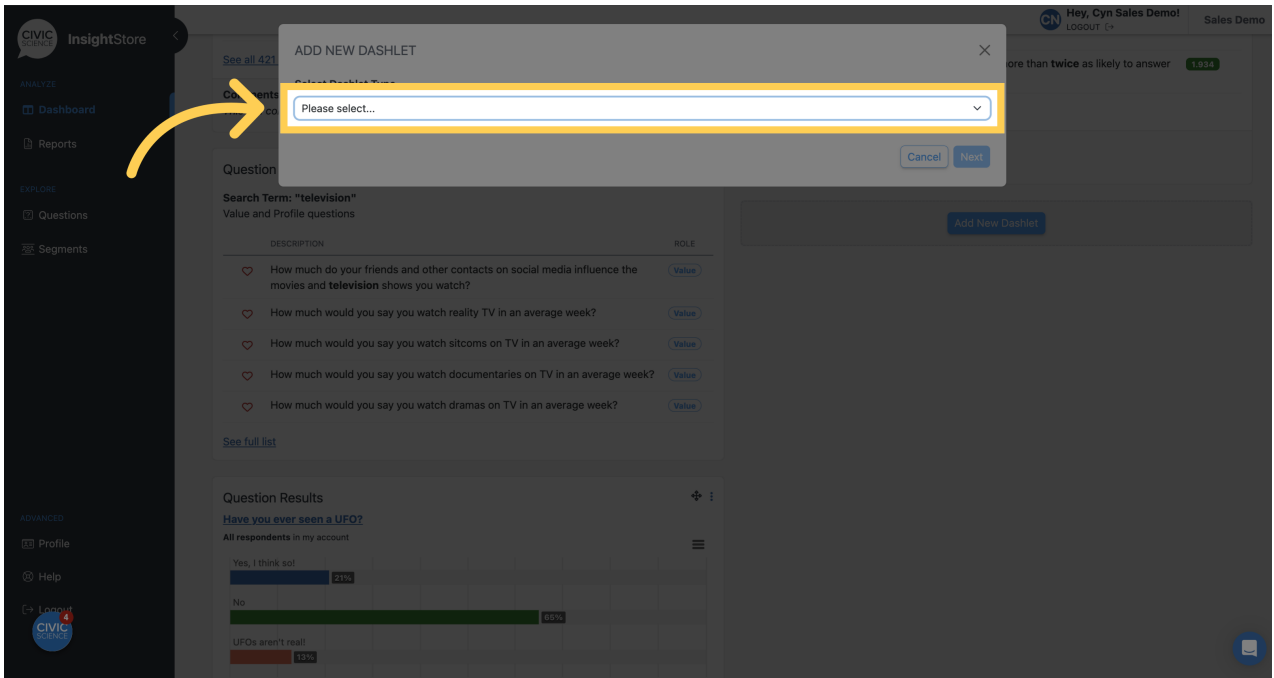
## 3. Choose your dashboard from the dropdown list.



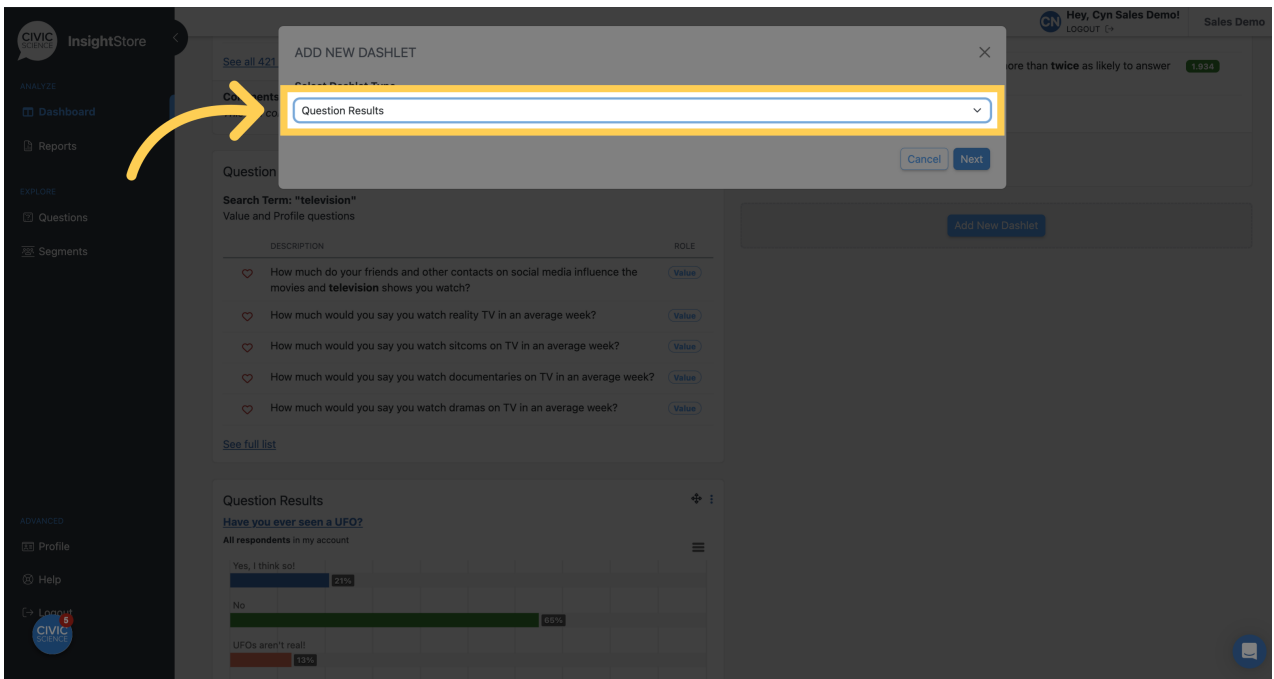
4. Go to the bottom of the dashboard and click **Add New Dashlet**.



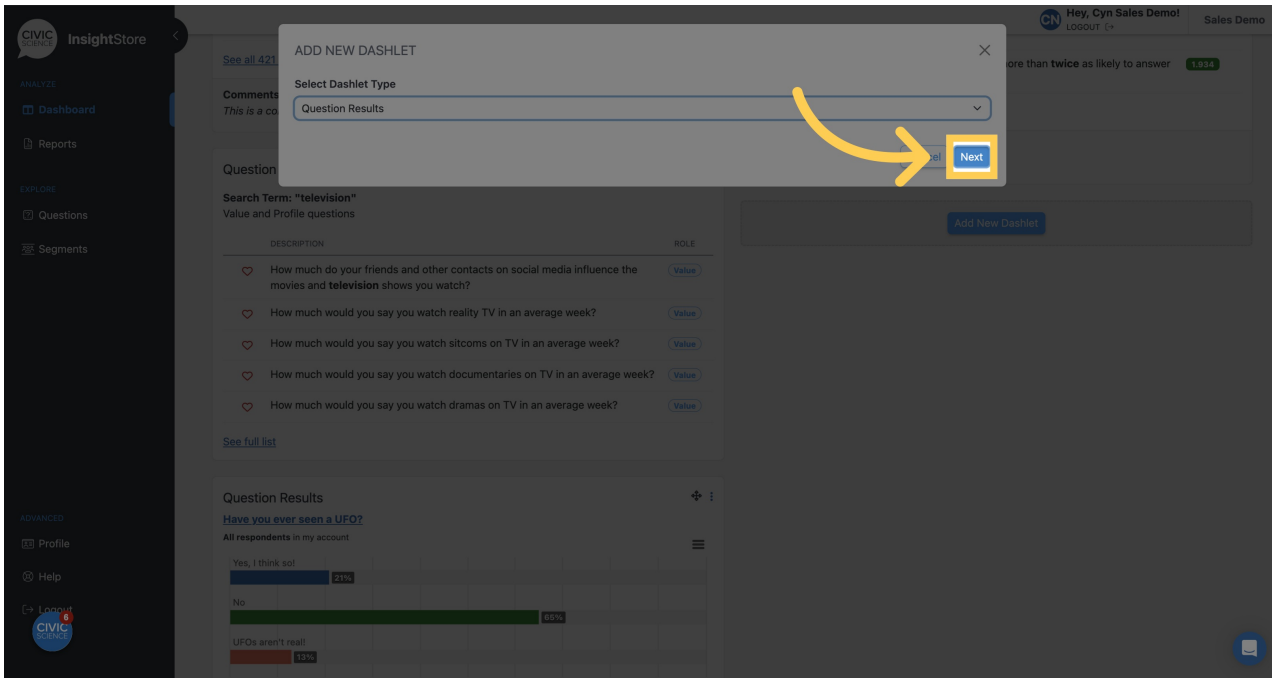
5. Click **Please select...**



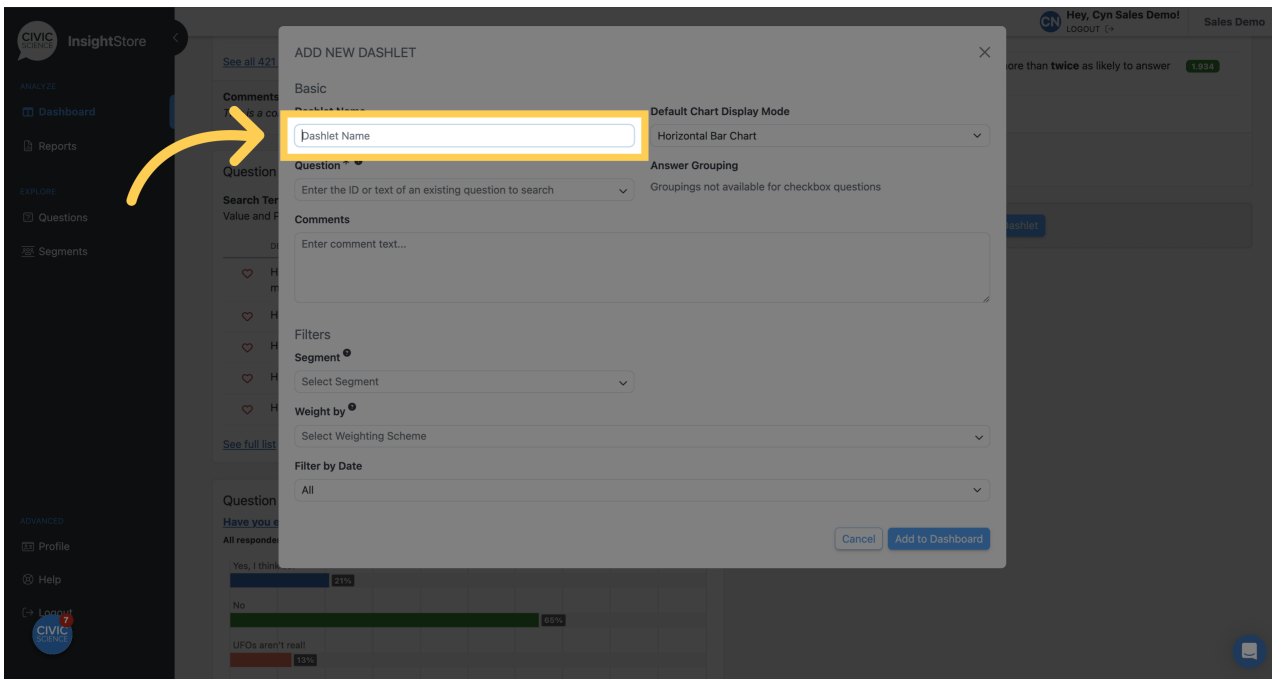
## 6. Choose Question Results from the list.



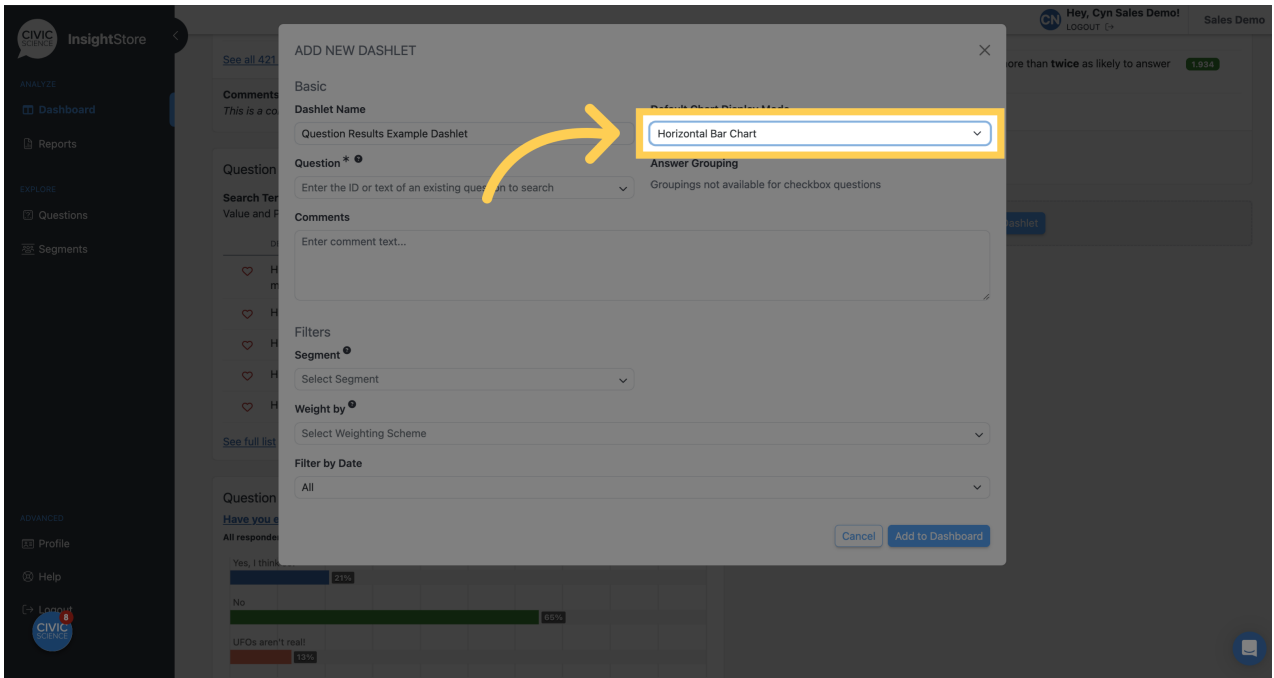
## 7. Click Next.



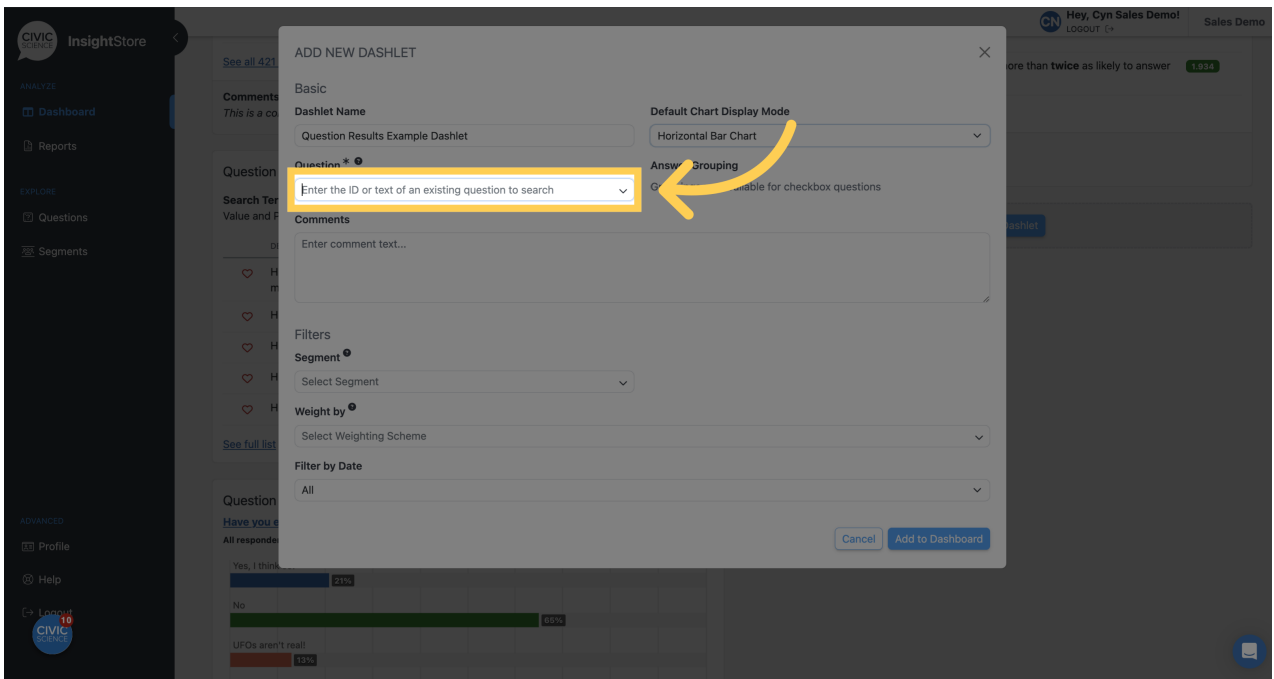
8. Provide a descriptive name for the new dashlet.



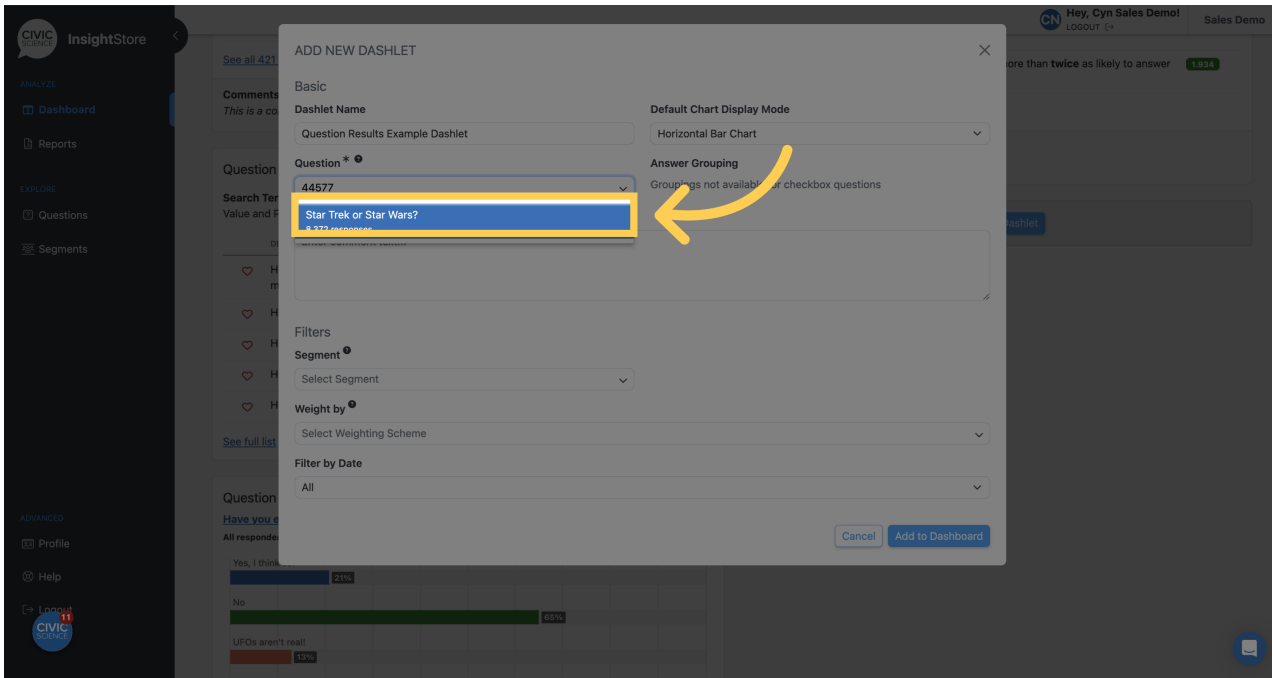
9. Choose the chart type to display.



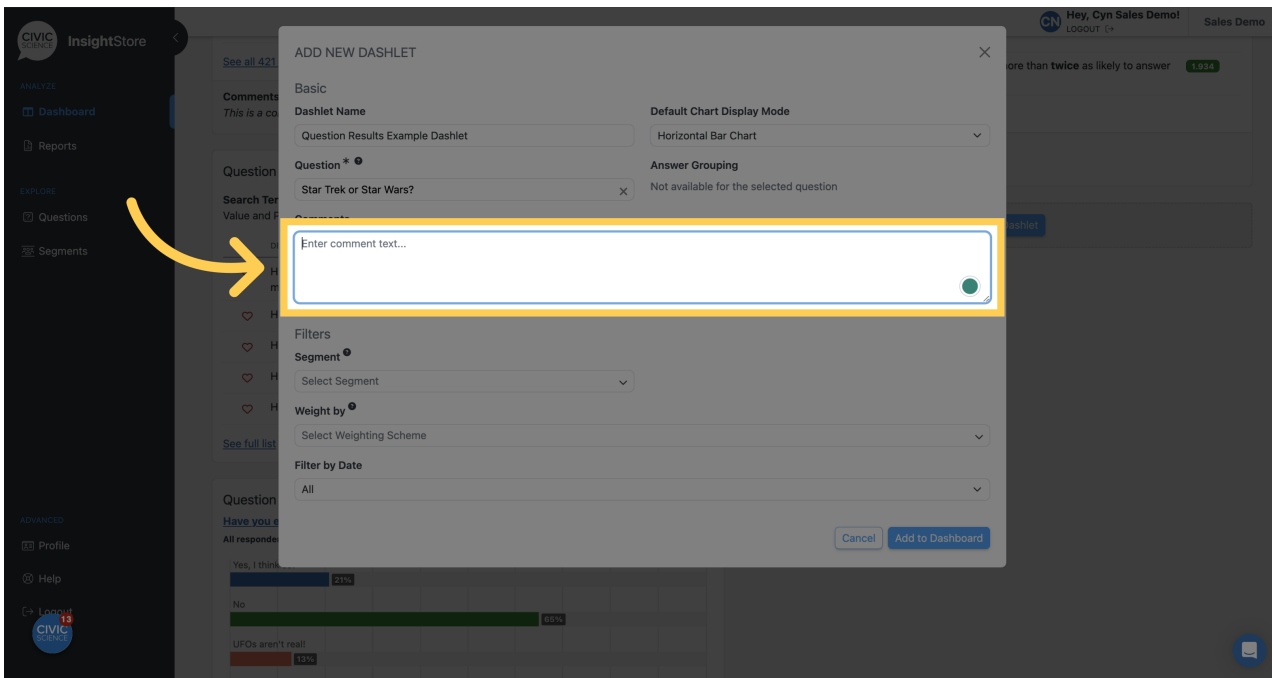
10. Enter a question ID or search criteria.



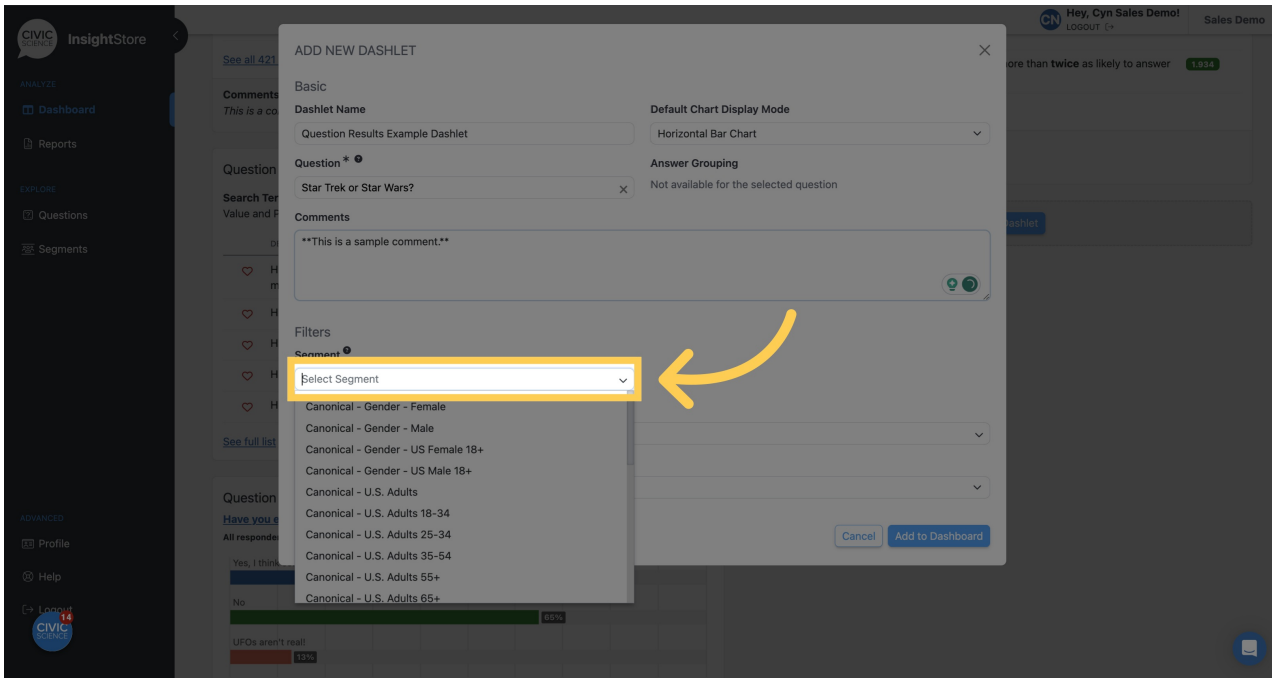
11. Select your question from the results list.



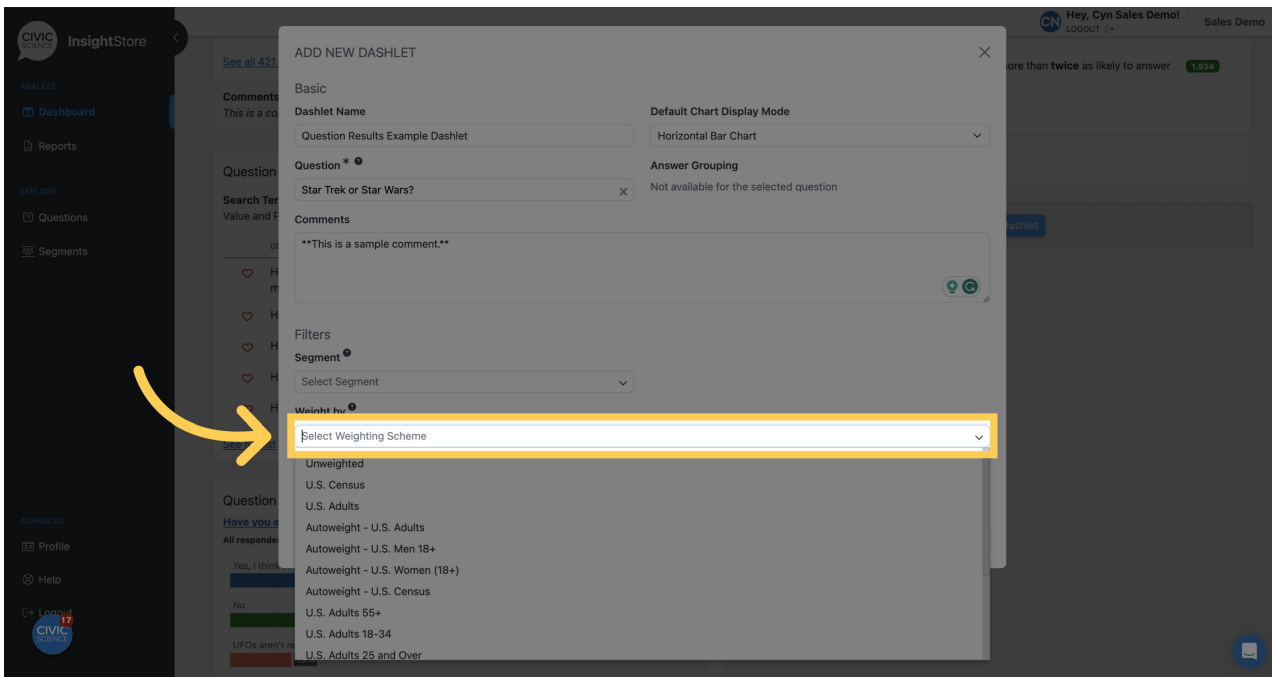
12. Enter any comment text. You may format it with basic markdown.



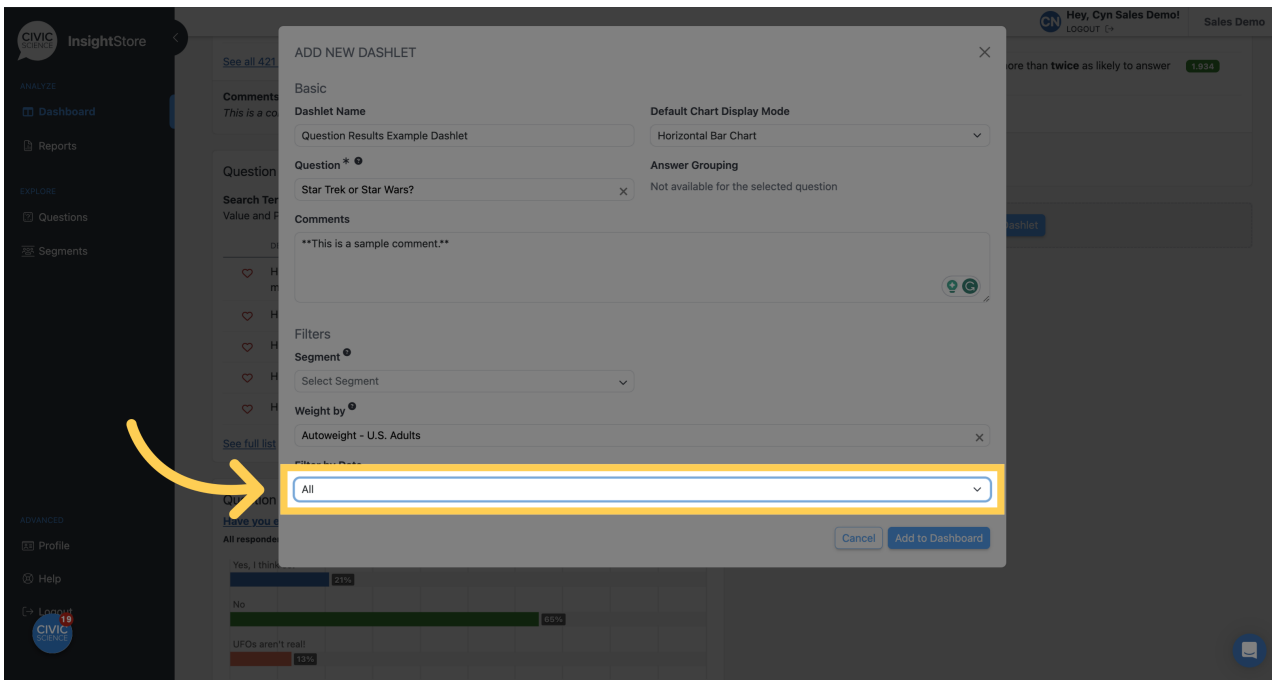
13. Select a segment if desired.



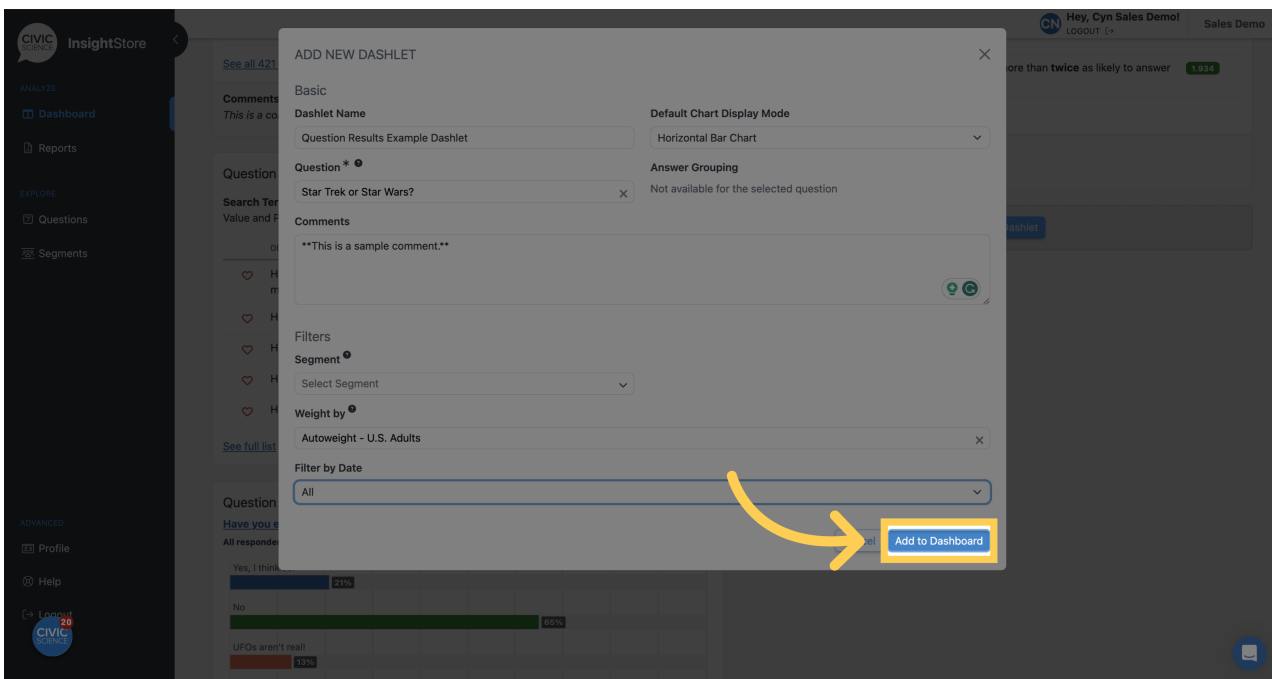
14. Choose a weighting scheme for the dashlet.



15. Apply a date filter.



16. Click *Add to Dashboard* and view your new dashlet.



17. Click this symbol and drag the dashlet to its desired position.

InsightStore

ANALYZE

- Dashboard
- Reports

EXPLORE

- Questions
- Segments

ADVANCED

- Profile
- Help

Hey, Cyn Sales Demo! LOGOUT

Sales Demo

See all 421 insights

Comments

This is a comment.

Question List Example Dashlet

Search Term: "television"

Value and Profile questions

DESCRIPTION	ROLE
How much do your friends and other contacts on social media influence the movies and television shows you watch?	Value
How much would you say you watch reality TV in an average week?	Value
How much would you say you watch sitcoms on TV in an average week?	Value
How much would you say you watch documentaries on TV in an average week?	Value
How much would you say you watch dramas on TV in an average week?	Value

See full list

Question Results

Have you ever seen a UFO?

All respondents in my account

Yes, I think so!	21%
No	65%
UFOs aren't real!	13%

Star Trek or Star Wars?

All respondents in my account weighted according to Autoweight - U.S. Adults

Star Trek	28%	1,941
Star Wars	40%	2,743
No opinion	31%	2,149

Margin +/- 1.36%

6,832 Responses from June 19, 2015 to October 9, 2015

Percentages may not sum to 100 due to rounding.

Comments

This is a sample comment.

18. To edit the dashlet, click the kebab menu.

InsightStore

ANALYZE

- Dashboard
- Reports

EXPLORE

- Questions
- Segments

ADVANCED

- Profile
- Help

Hey, Cyn Sales Demo! LOGOUT

Sales Demo

Last Quarter 0.75

Last Year 0.75

Insights Example Dashlet

Star Trek or Star Wars?

All respondents in my account weighted according to Autoweight - U.S. Adults

DESCRIPTION	STRENGTH
55+ year olds are less likely to answer Star Wars.	0.913
55+ year olds are more likely to answer I don't have an opinion on this.	0.701
Active Snapchat users are less likely to answer Star Trek.	0.627
People who live with their parents are less likely to answer Star Trek.	0.619
35-54 year olds are less likely to answer I don't have an opinion on this.	0.601
NFL fans are more likely to answer Star Wars.	0.585
Netflix users are more likely to answer Star Wars.	0.557
People who research online reviews before making a purchase are less likely to answer I don't have an opinion on this.	0.556
Grandparents are less likely to answer Star Wars.	0.552
People who follow technology trends are less likely to answer I don't have an opinion on this.	0.512

See all 421 insights

Comments

This is a comment.

Question List Example Dashlet

Search Term: "television"

Star Trek or Star Wars?

All respondents in my account weighted according to Autoweight - U.S. Adults

Star Trek	28%	1,941
Star Wars	40%	2,743
No opinion	31%	2,149

Margin +/- 1.36%

6,832 Responses from June 19, 2015 to October 9, 2015

Percentages may not sum to 100 due to rounding.

Comments

No Timeview Results

The selected time grain is not appropriate for the current date range.

19. Click Settings from the list.

The screenshot shows the CIVIC SCIENCE InsightStore interface. On the left is a navigation menu with sections: ANALYZE (Dashboard, Reports), EXPLORE (Questions, Segments), and ADVANCED (Profile, Help, Logout). The main content area is divided into three sections: 'Last Quarter' and 'Last Year' with scores of 0.75; 'Insights Example Dashlet' for 'Star Trek or Star Wars?' listing various demographic insights with strength scores; and 'Question Results Example Dashlet' showing a horizontal bar chart for 'Star Trek or Star Wars?' with a 'Settings' button highlighted in a yellow box. A 'No Timeview Results' warning is also visible.

Time Period	Score
Last Quarter	0.75
Last Year	0.75

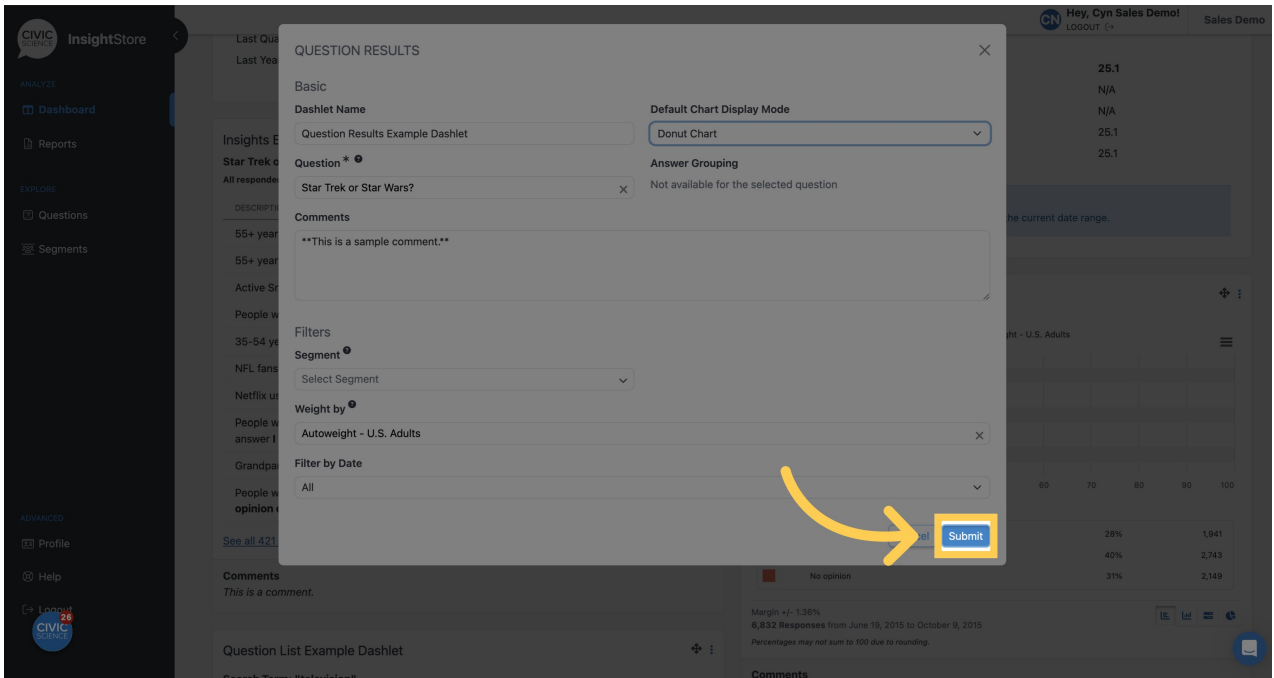
Insight Description	Strength
55+ year olds are <b>less</b> likely to answer <b>Star Wars</b> .	0.913
55+ year olds are <b>more</b> likely to answer <b>I don't have an opinion on this</b> .	0.701
Active Snapchat users are <b>less</b> likely to answer <b>Star Trek</b> .	0.627
People who live with their parents are <b>less</b> likely to answer <b>Star Trek</b> .	0.619
35-54 year olds are <b>less</b> likely to answer <b>I don't have an opinion on this</b> .	0.601
NFL fans are <b>more</b> likely to answer <b>Star Wars</b> .	0.585
Netflix users are <b>more</b> likely to answer <b>Star Wars</b> .	0.557
People who research online reviews before making a purchase are <b>less</b> likely to answer <b>I don't have an opinion on this</b> .	0.556
Grandparents are <b>less</b> likely to answer <b>Star Wars</b> .	0.552
People who follow technology trends are <b>less</b> likely to answer <b>I don't have an opinion on this</b> .	0.512

Question	Percentage	Count
Star Trek	28%	1,941
Star Wars	40%	2,743
No opinion	31%	2,149

## 20. Make any desired changes.

The screenshot shows the 'QUESTION RESULTS' settings dialog box. A yellow arrow points to the 'Horizontal Bar Chart' option in the chart type dropdown menu. The dialog includes fields for 'Dashlet Name', 'Question', 'Comments', 'Filters' (Segment, Weight by, Filter by Date), and 'Answer Grouping'. 'Cancel' and 'Submit' buttons are at the bottom right.

## 21. Click *Submit* to save the changes.



This guide covered adding, moving, and editing a question results dashlet on your dashboard.

# Video: adding a score results dashlet

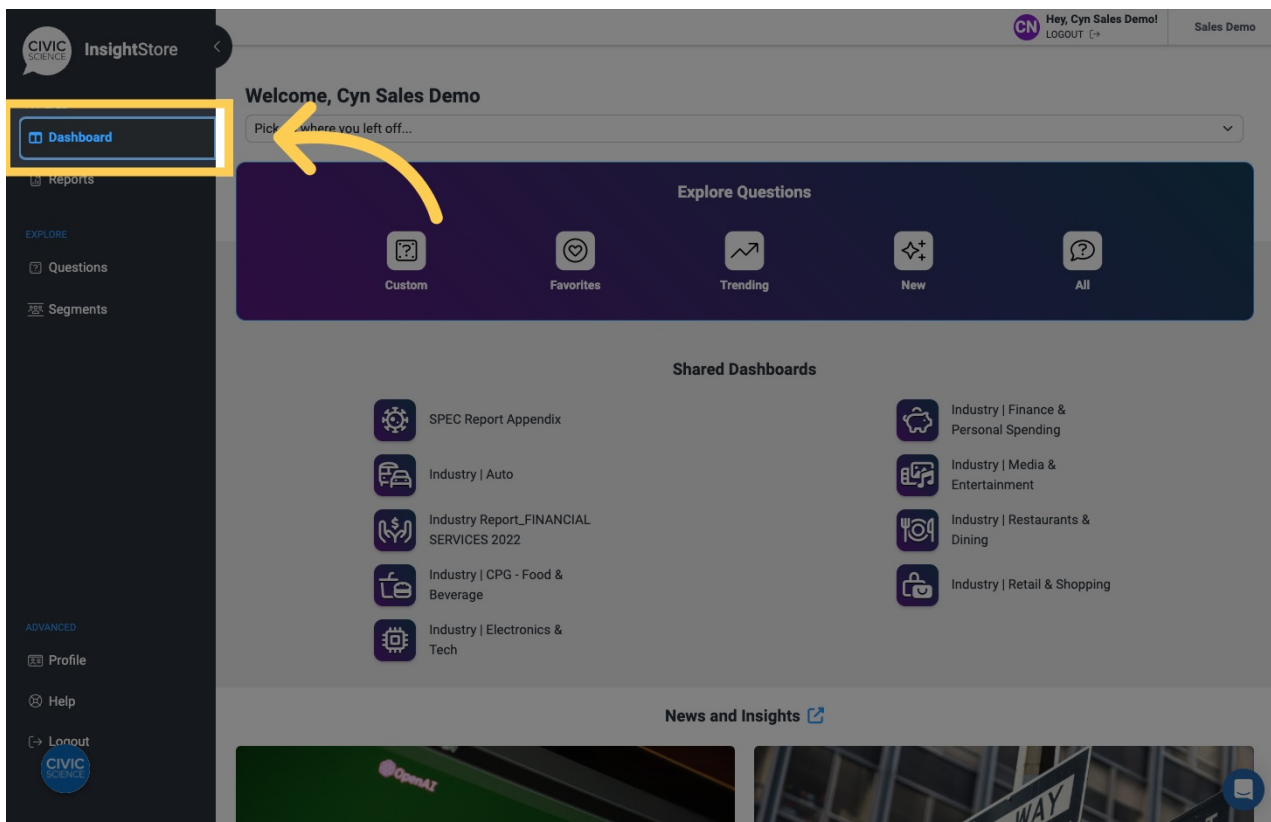
03/10/2026 9:26 am EDT

This guide will teach you how to add a score results dashlet to a dashboard. To do so, you will need to create a score first.

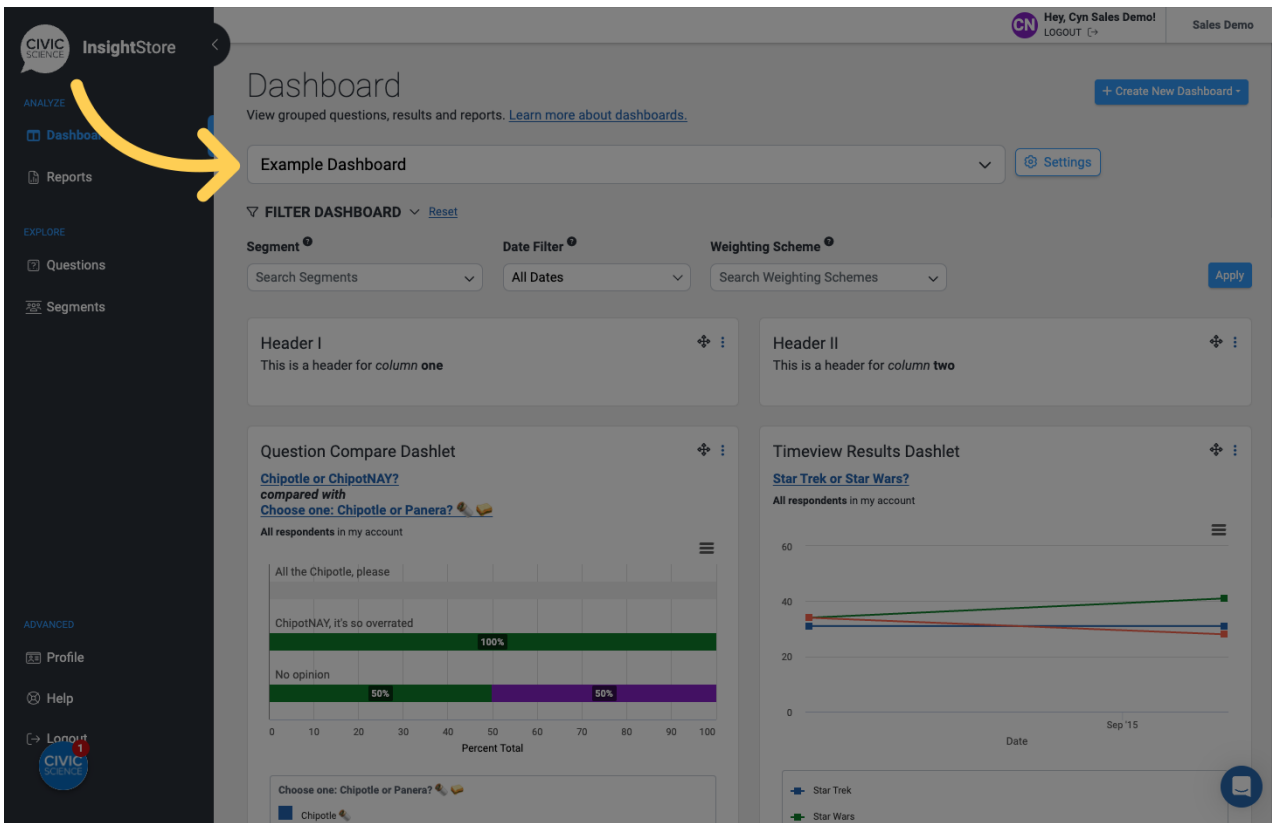
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com).

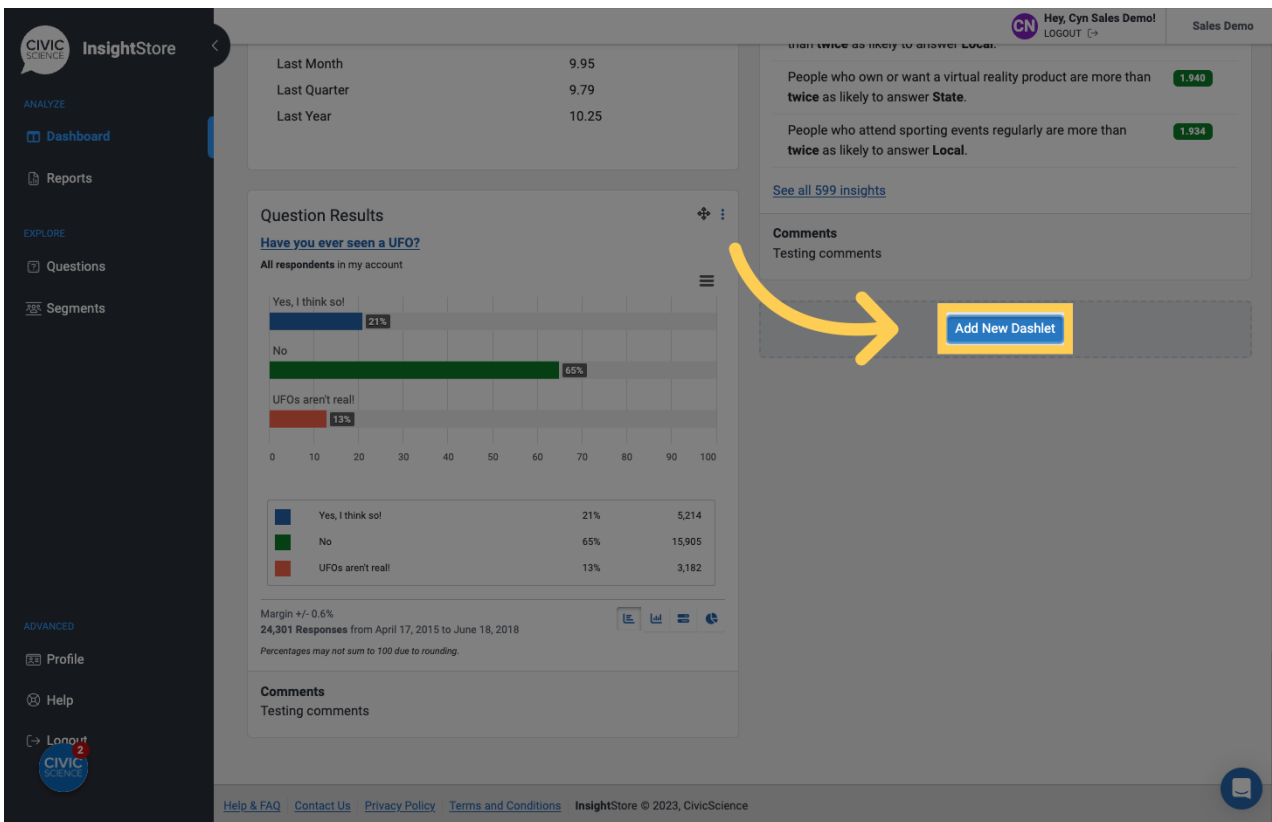
2. From the landing page, click *Dashboard* in the left navigation pane.



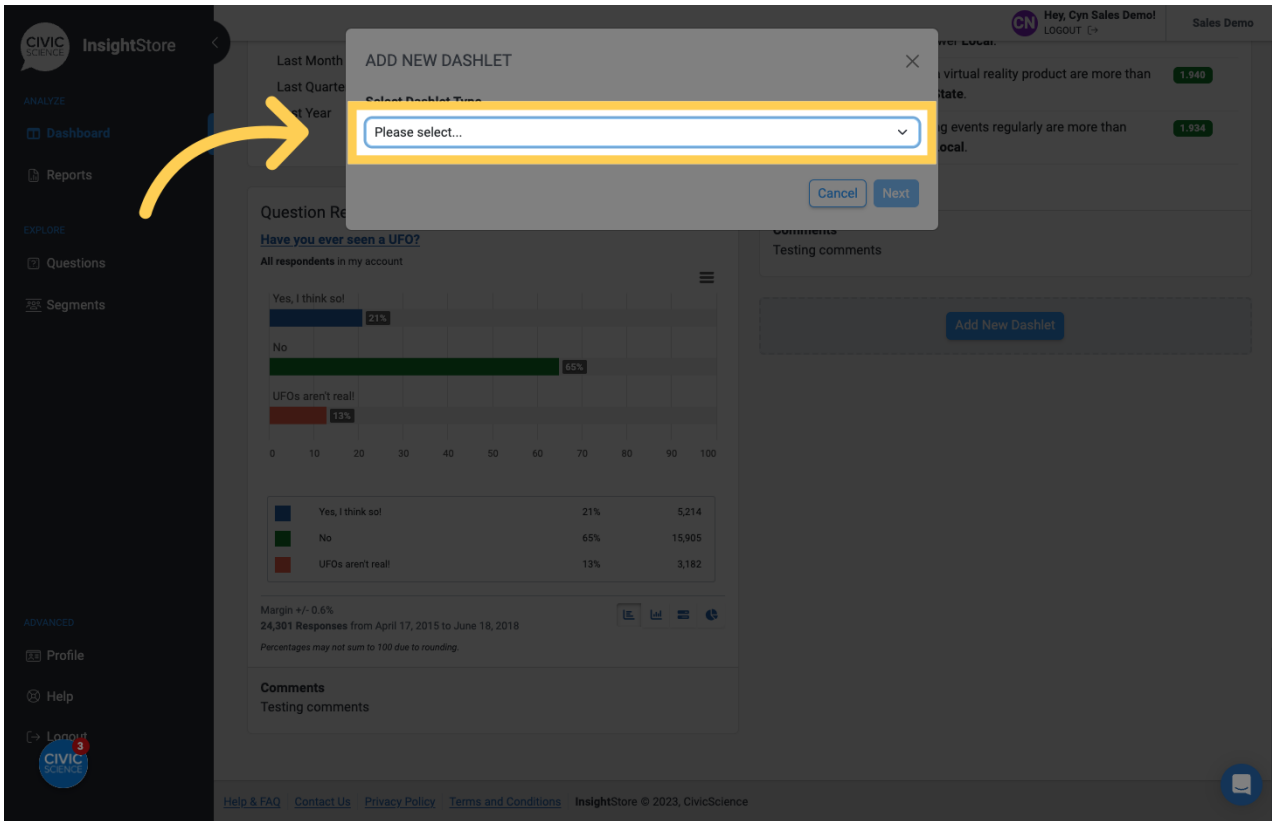
3. Select your dashboard from the dropdown menu.



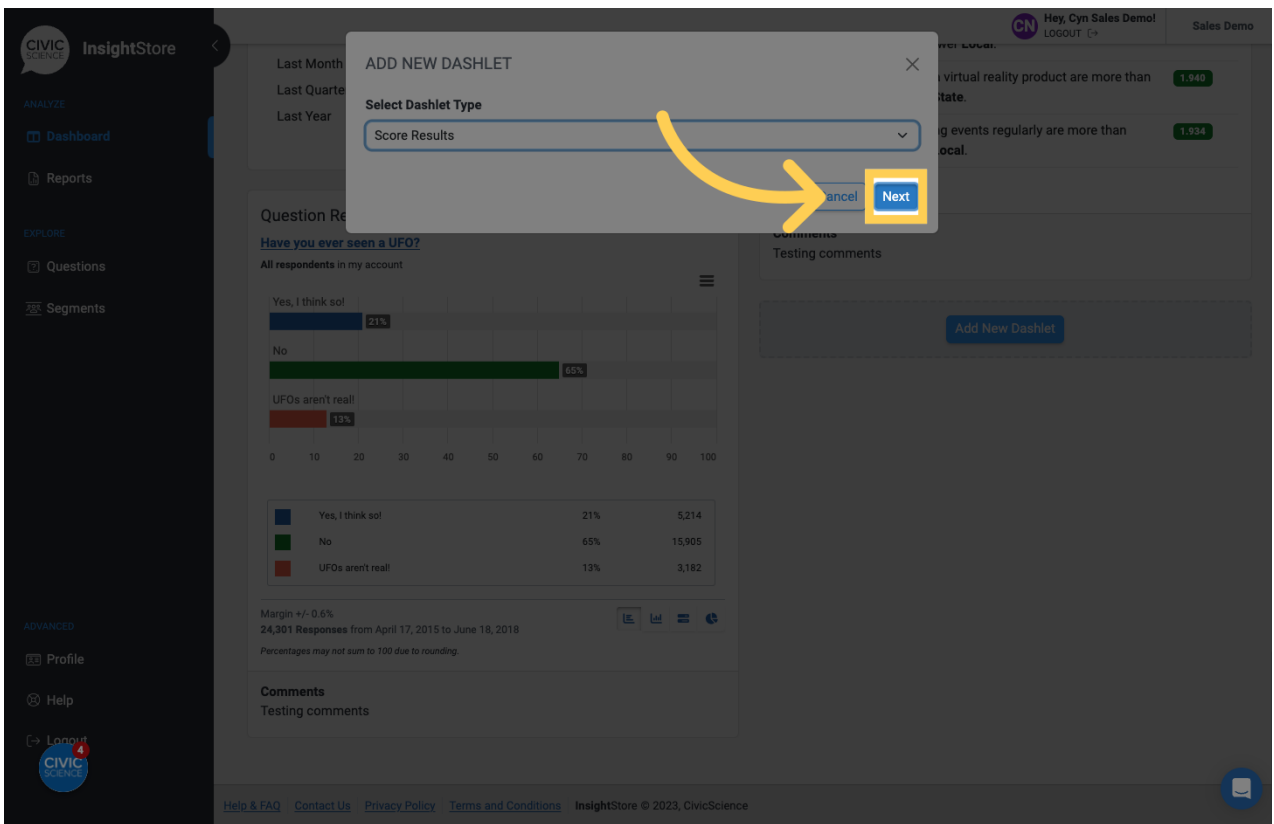
4. Go to the bottom of the dashboard and click **Add New Dashlet**.



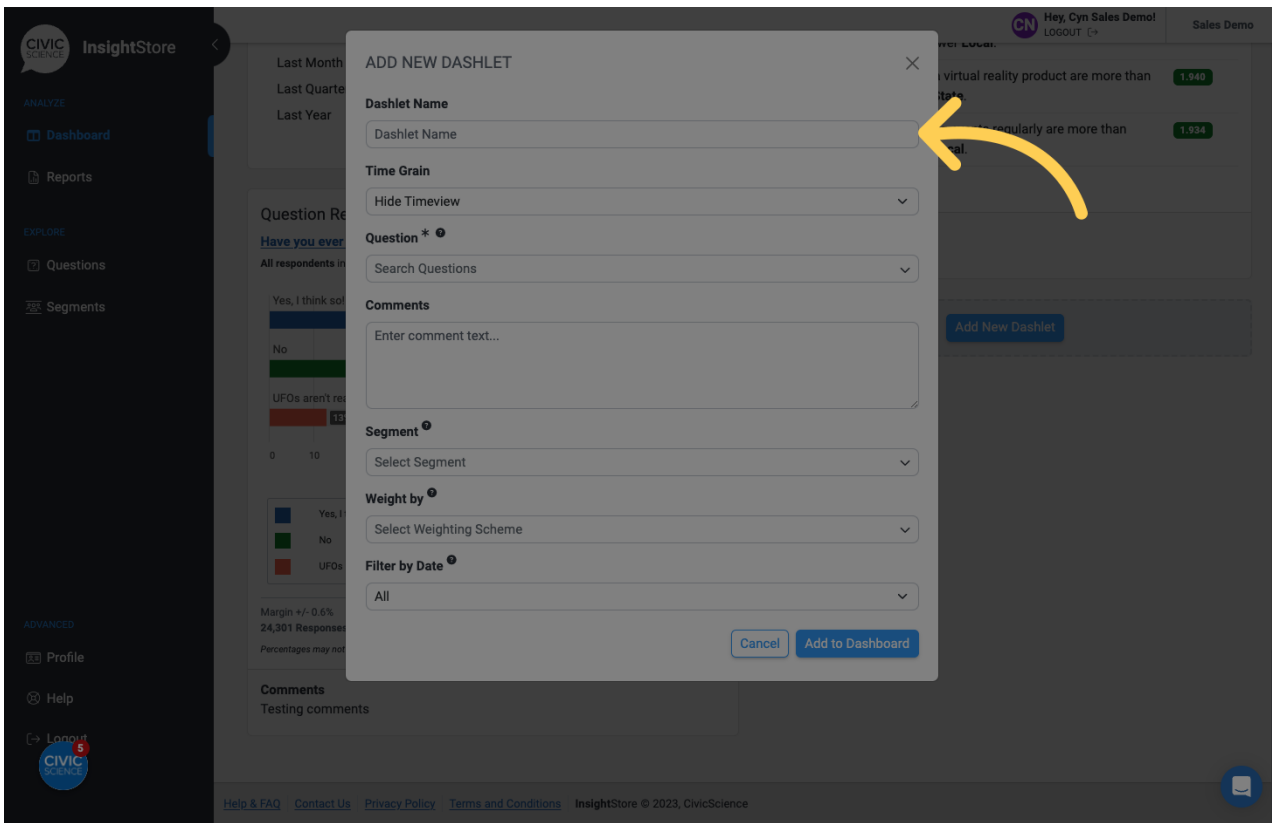
5. Click **Score Results** from the dropdown list.



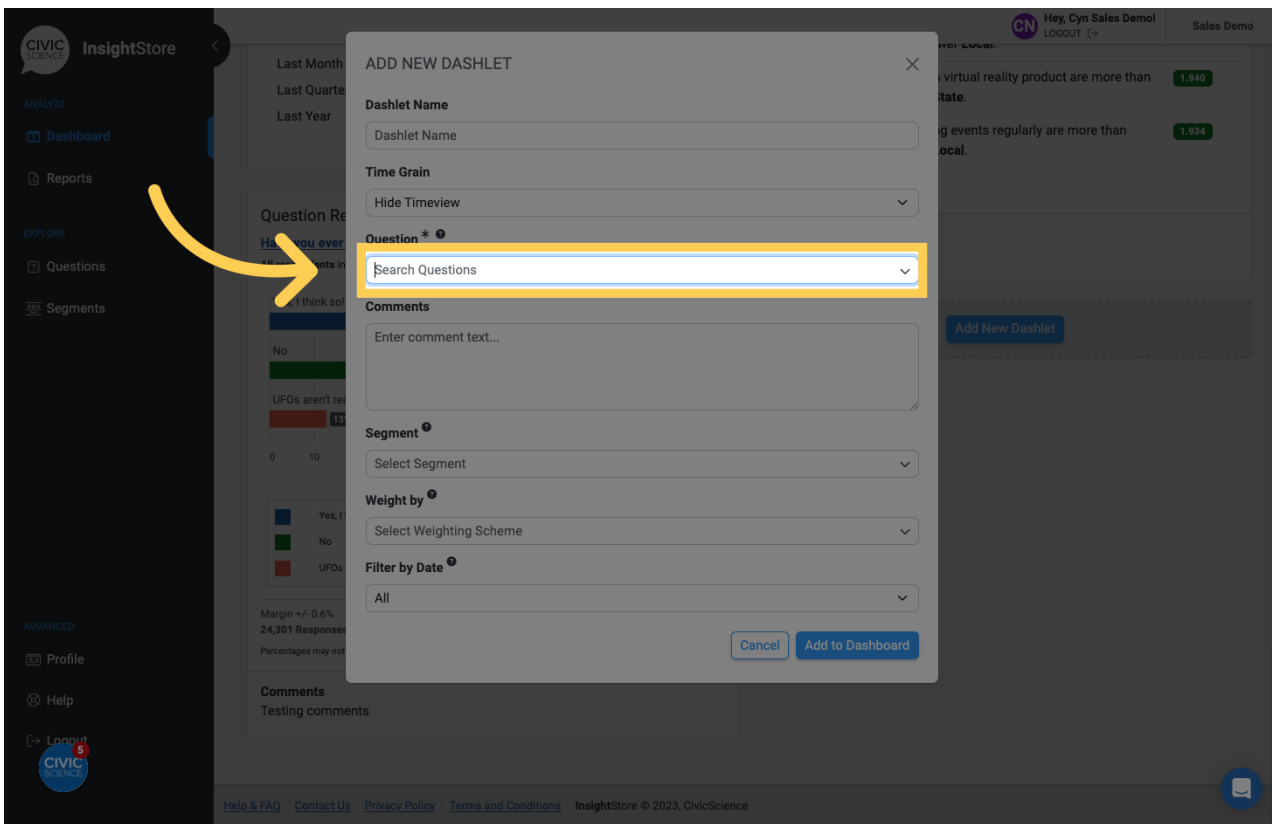
## 6. Click Next.



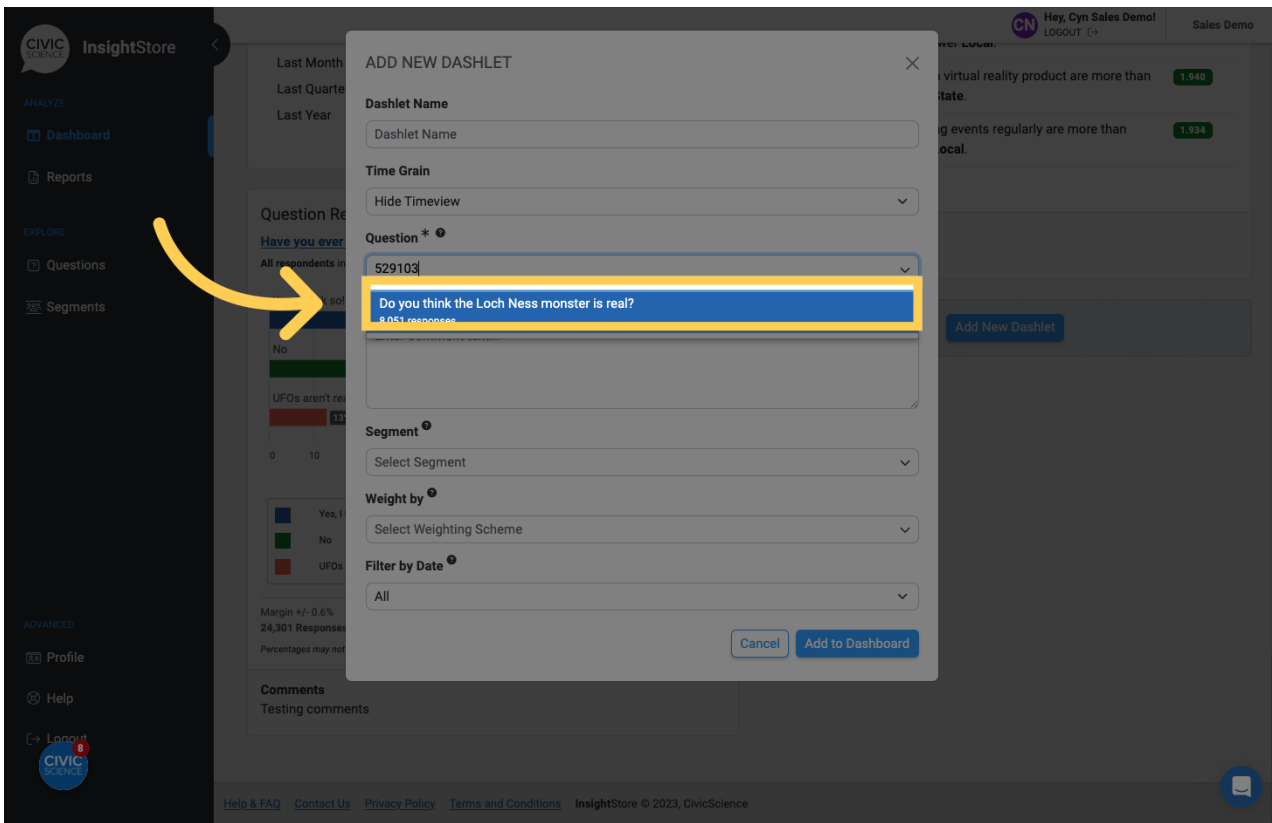
## 7. Give your dashlet a descriptive name.



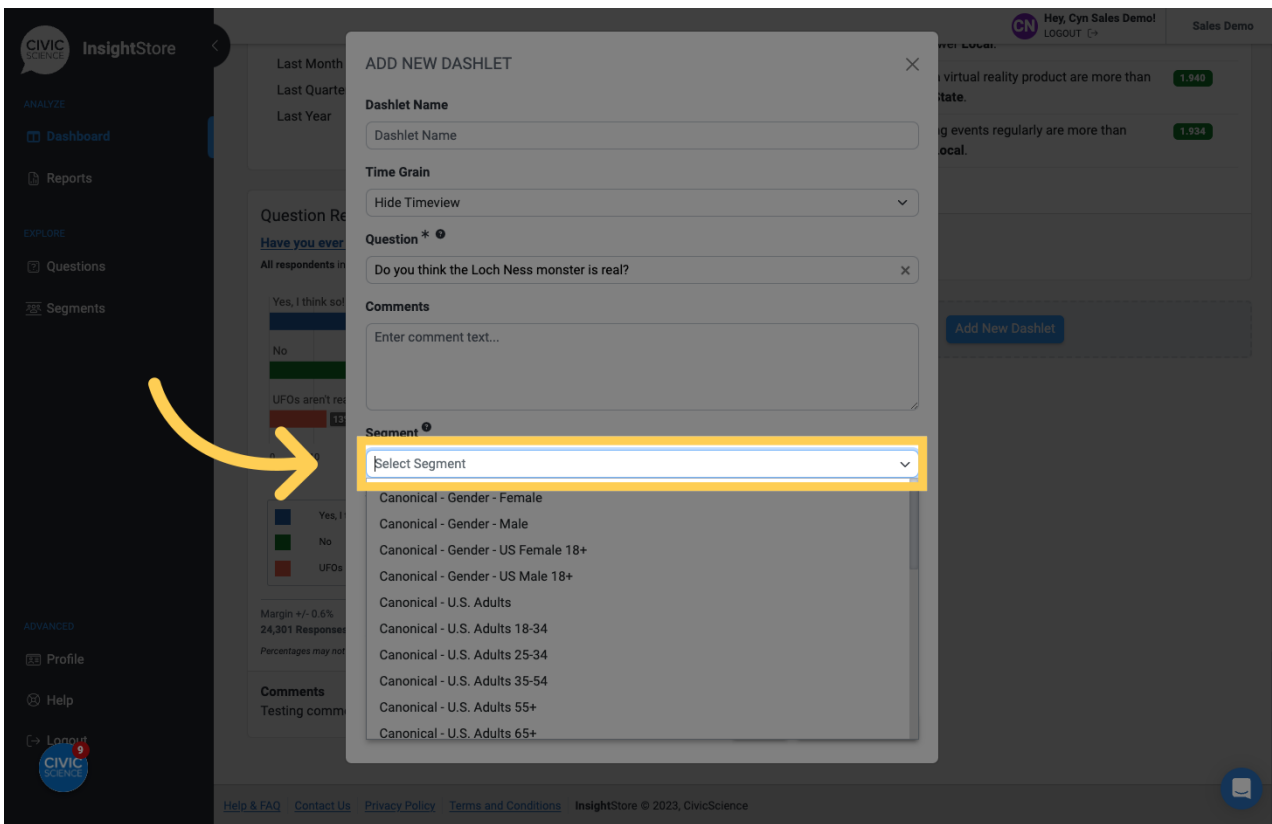
## 8. Enter a question ID or search criteria.



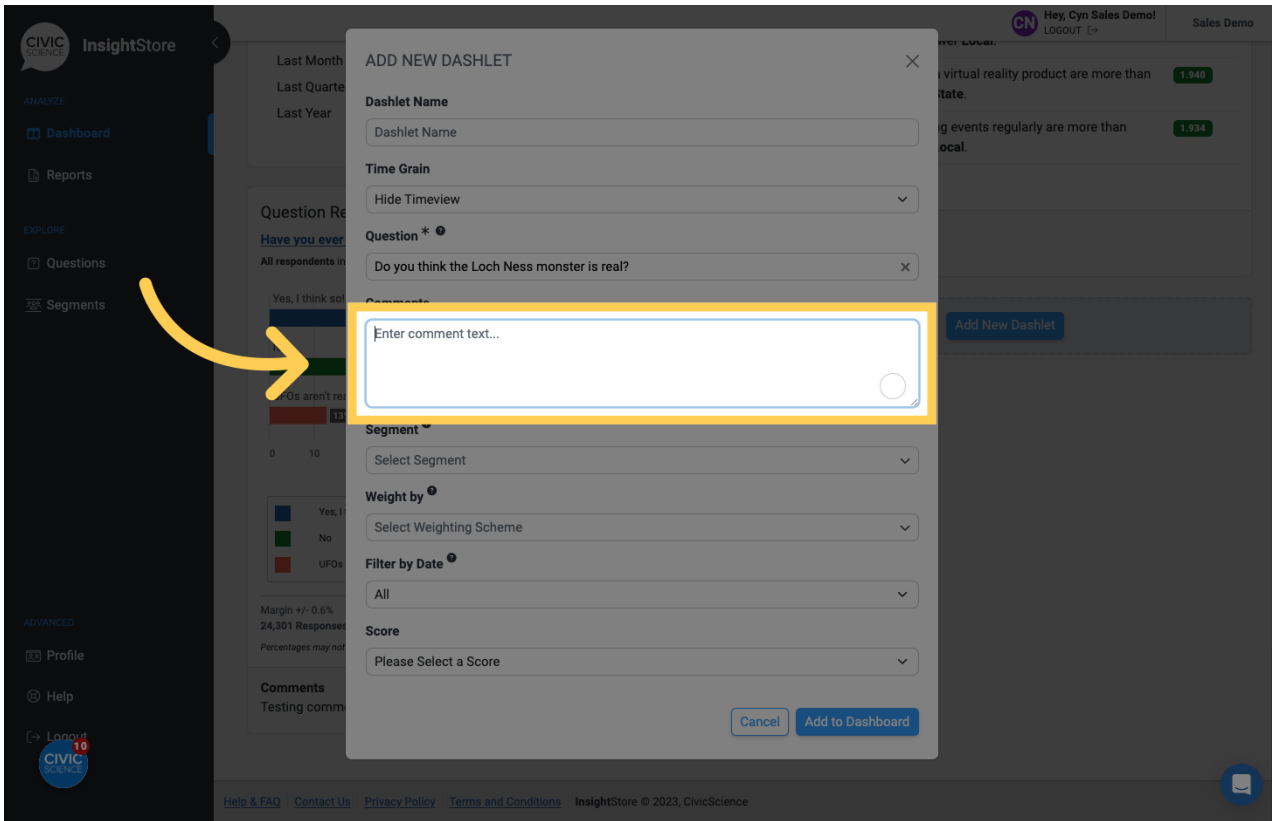
## 9. Select your question from the results list.



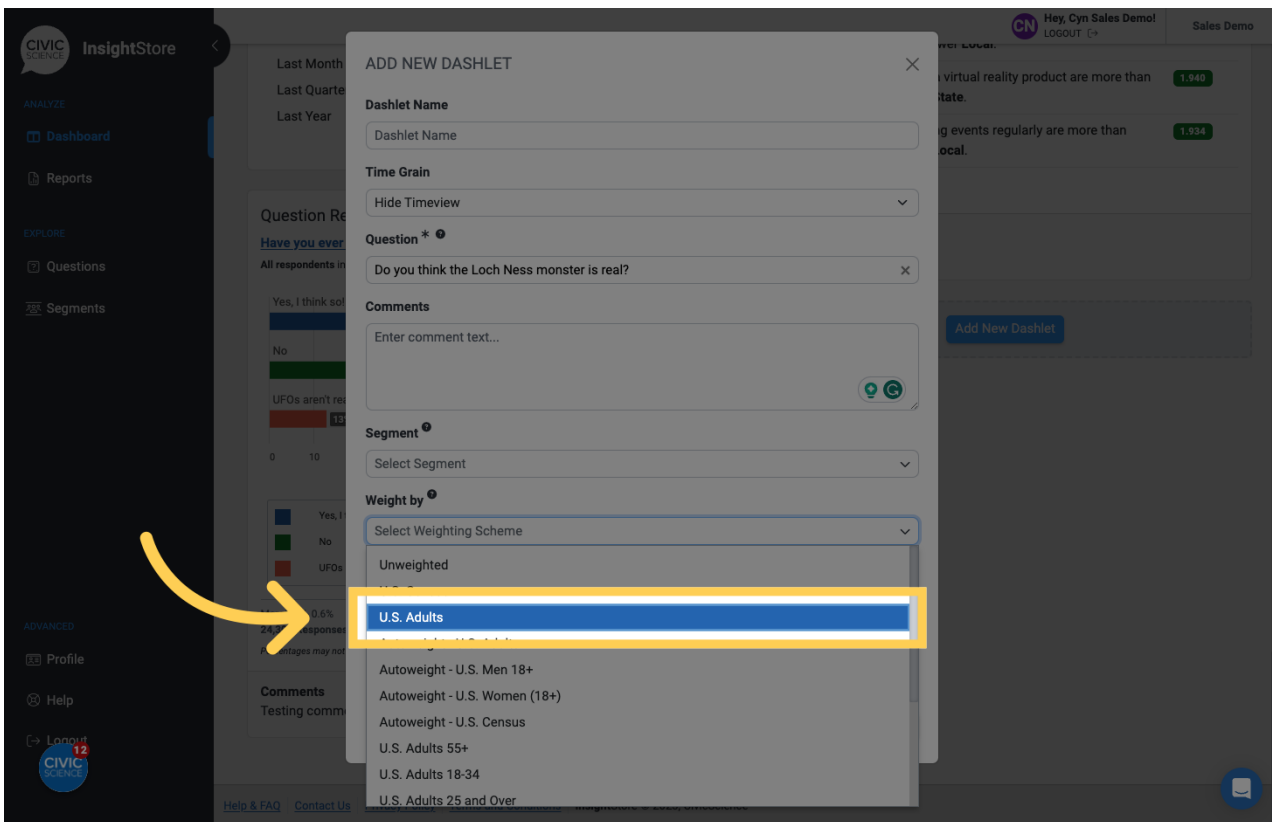
## 10. Choose a segment if desired.



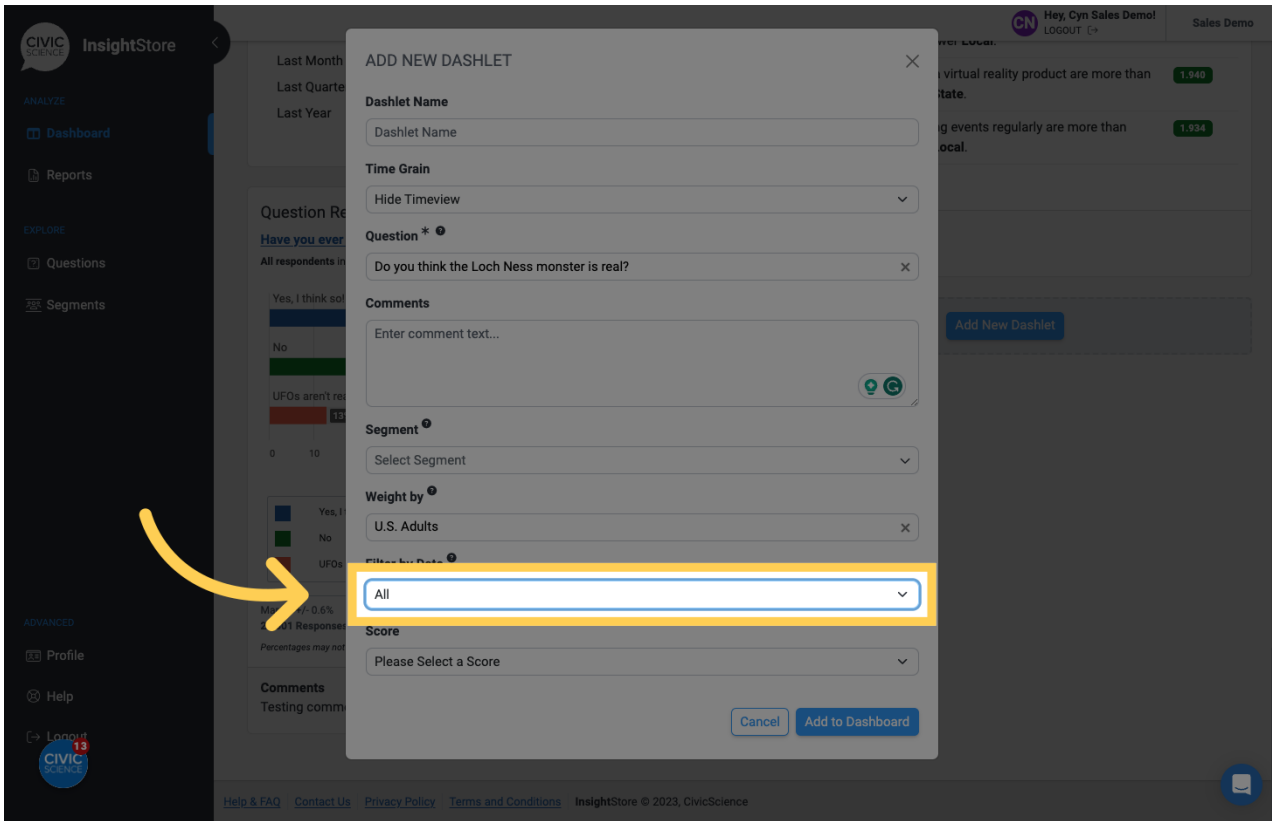
## 11. Add a comment if needed. You may use basic markdown for formatting.



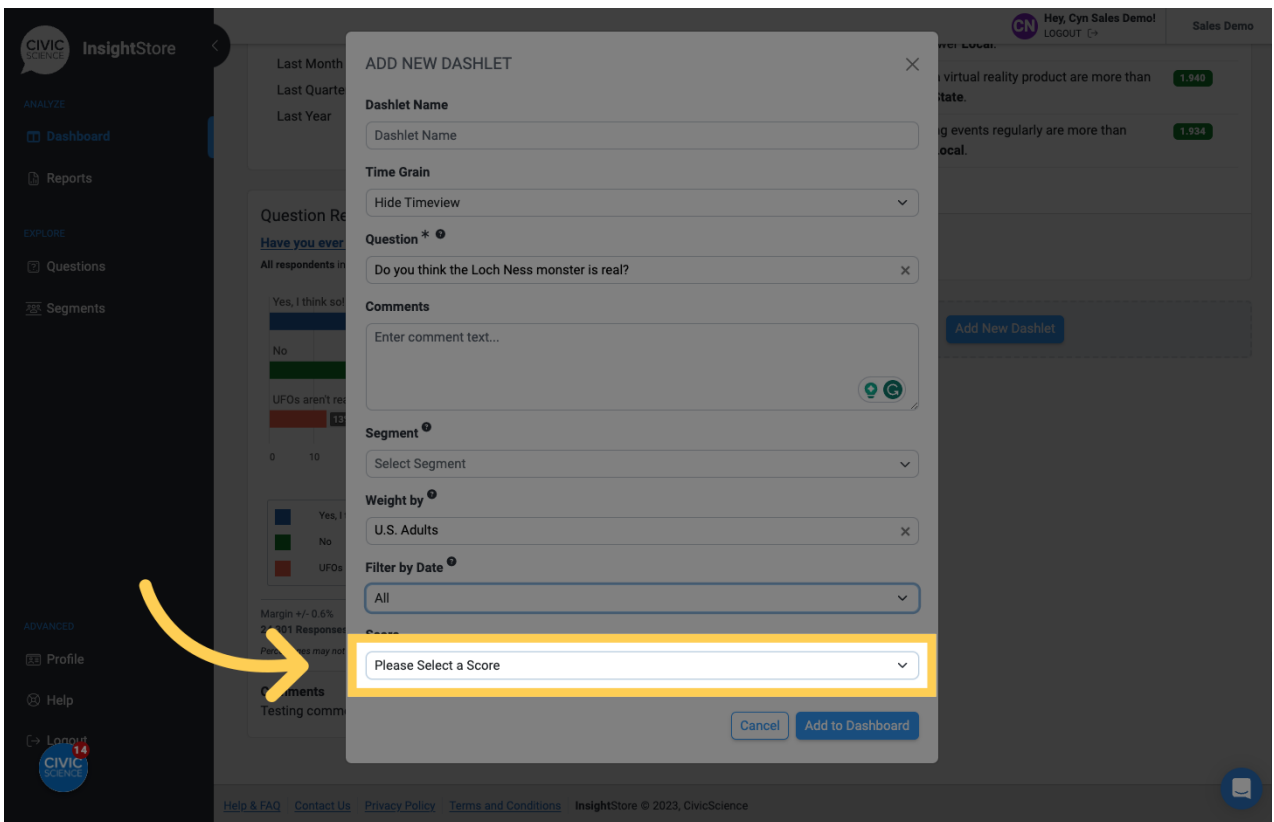
## 12. Apply a weighting scheme unless you prefer unweighted data.



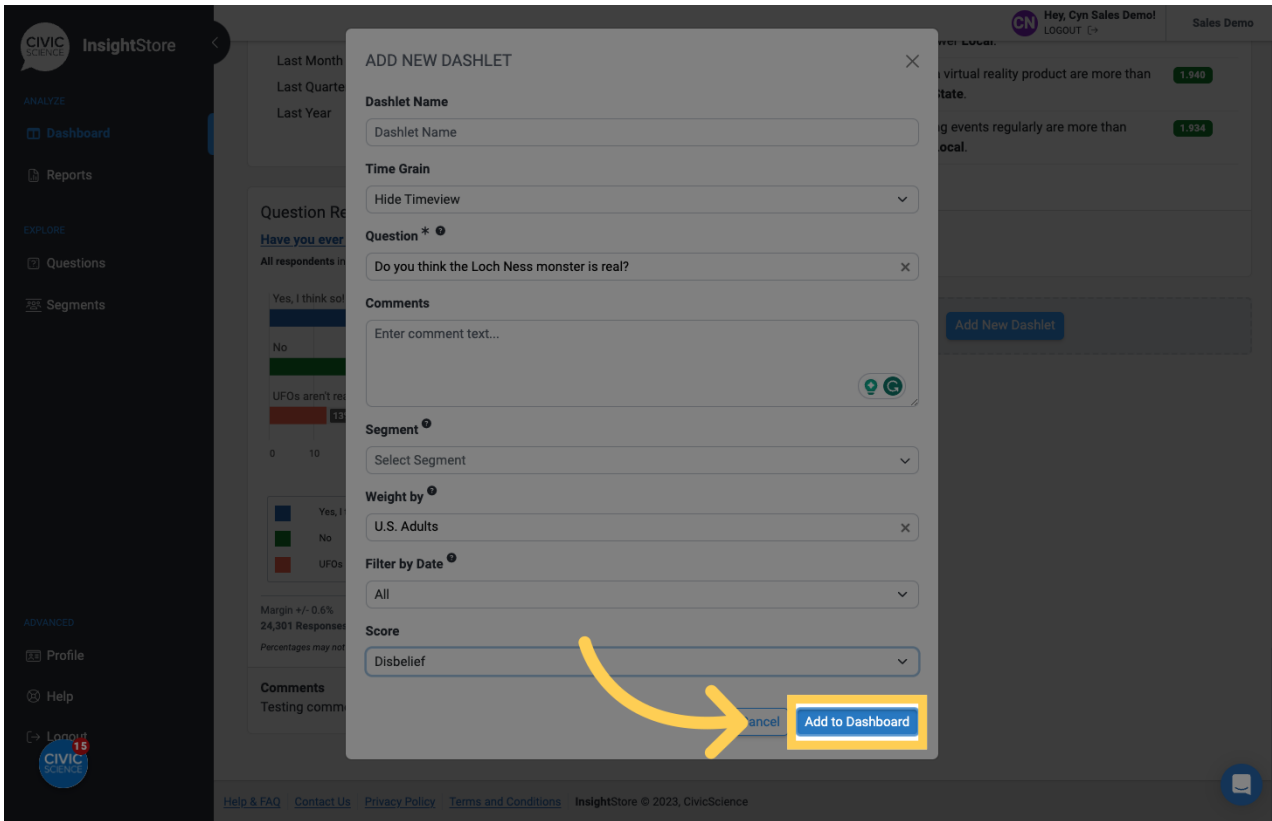
## 13. Apply a date filter.



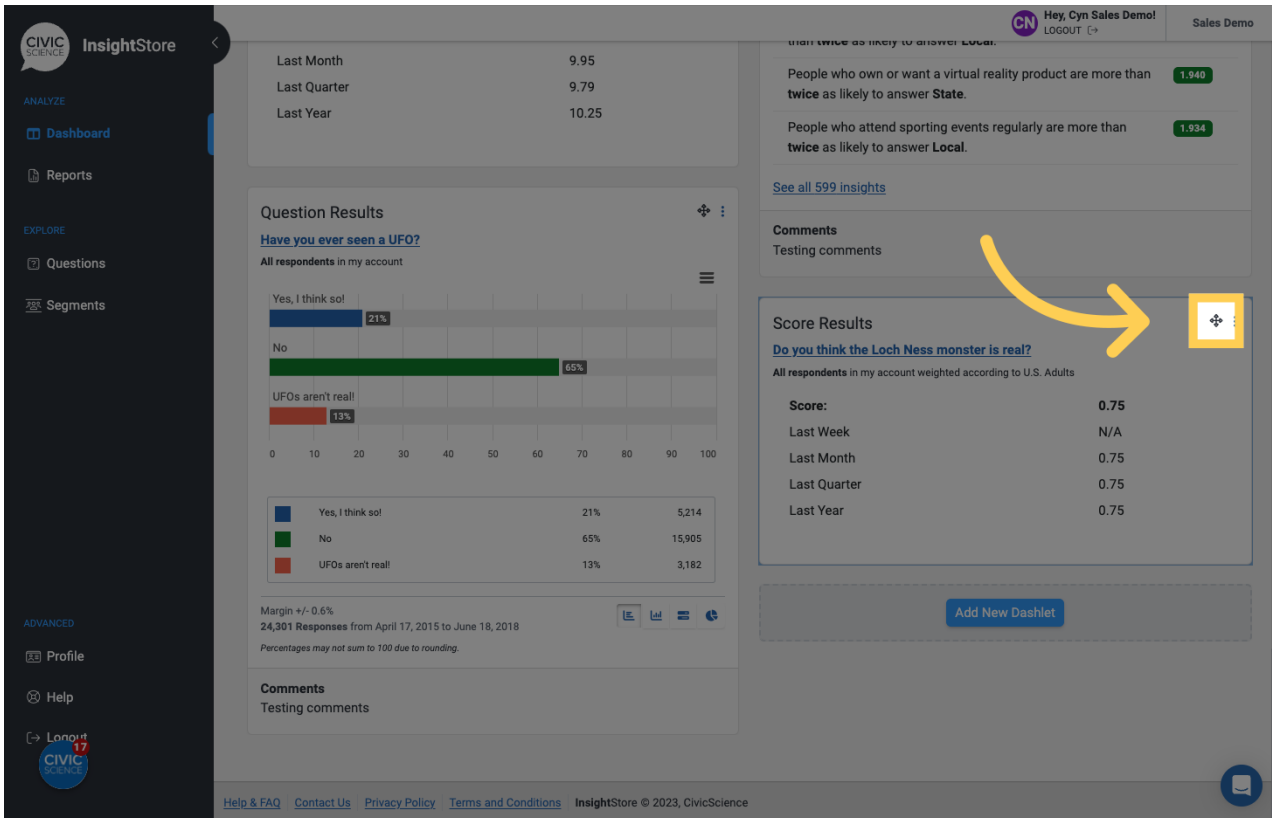
14. Select the score whose results you wish to show.



15. Click *Add to Dashboard* and view your new dashlet.



16. To move the new dashlet, click the move cursor symbol and drag the dashlet to its new position.



17. Click the kebab menu to edit the dashlet.

Hey, Cyn Sales Demo! LOGOUT

Score Results

Do you think the Loch Ness monster is real?

All respondents in my account weighted according to U.S. Adults

Score:	0.75
Last Week:	N/A
Last Month:	0.75
Last Quarter:	0.75
Last Year:	0.75

Question Results

Have you ever seen a UFO?

All respondents in my account

Yes, I think so!	21%
No	65%
UFOs aren't real!	13%

twice as likely to answer State.

People who attend sporting events regularly are more than twice as likely to answer Local. 1,934

See all 599 insights

Comments

Testing comments

Add New Dashlet

Longport 19 CIVIC SCIENCE

## 18. Click Settings.

Hey, Cyn Sales Demo! LOGOUT

Score Results

Do you think the Loch Ness monster is real?

All respondents in my account weighted according to U.S. Adults

Score:	0.75	Delete
Last Week:	N/A	
Last Month:	0.75	
Last Quarter:	0.75	
Last Year:	0.75	

Question Results

Have you ever seen a UFO?

All respondents in my account

Yes, I think so!	21%
No	65%
UFOs aren't real!	13%

twice as likely to answer State.

People who attend sporting events regularly are more than twice as likely to answer Local. 1,934

See all 599 insights

Comments

Testing comments

Add New Dashlet

Longport 20 CIVIC SCIENCE

## 19. Click Submit to save any changes.

**CIVIC SCIENCE InsightStore**

Hey, Cyn Sales Demo! LOGOUT

Score Results

Do you think the Loch Ness monster is real?

Score: 13

UFOs aren't real!

65% 15,905

13% 3,182

Score RESULTS

Dashlet Name

Time Grain

Question \*

Comments

Segment

Weight by

Filter by Date

Score

Submit

Response	Percentage	Count
Yes, I think so	65%	15,905
No	13%	3,182
UFOs aren't real!	13%	3,182

# Video: adding a timeview results dashlet

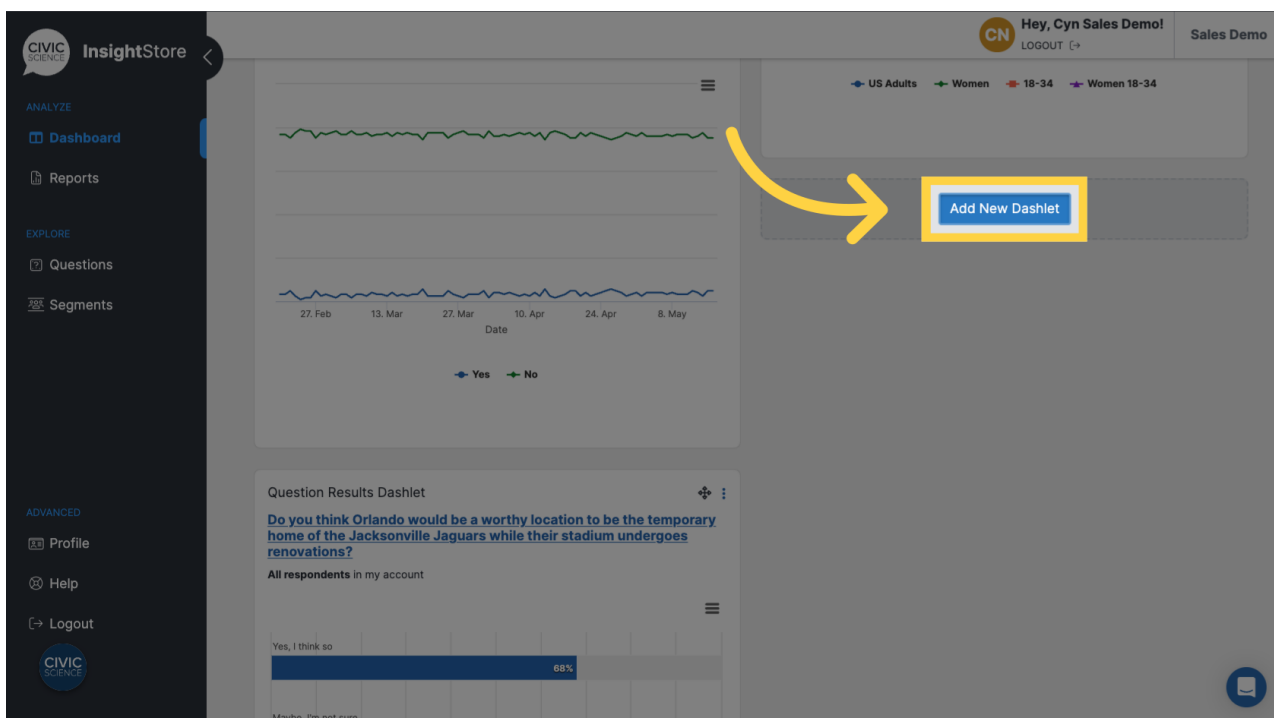
01/31/2024 1:30 pm EST

This video will show you how to add a timeview results dashlet to a dashboard.

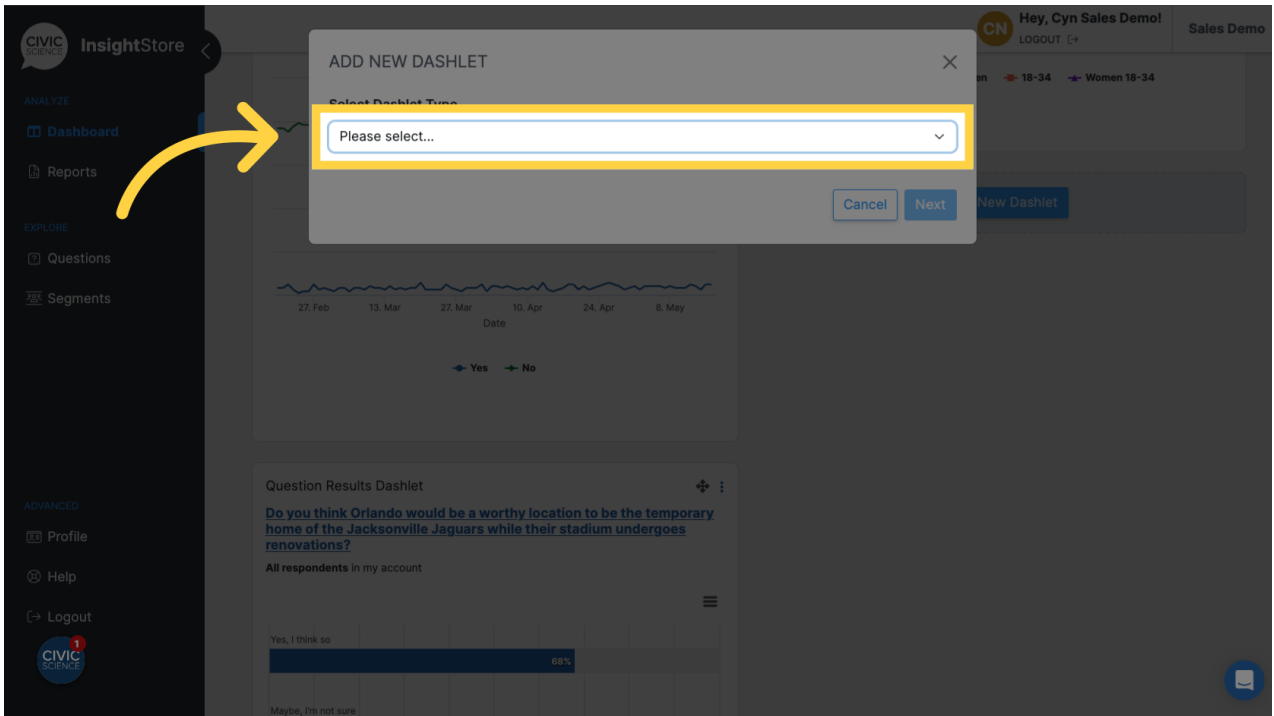
Your browser does not support HTML5 video.

**1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com) and navigate to your dashboard.**

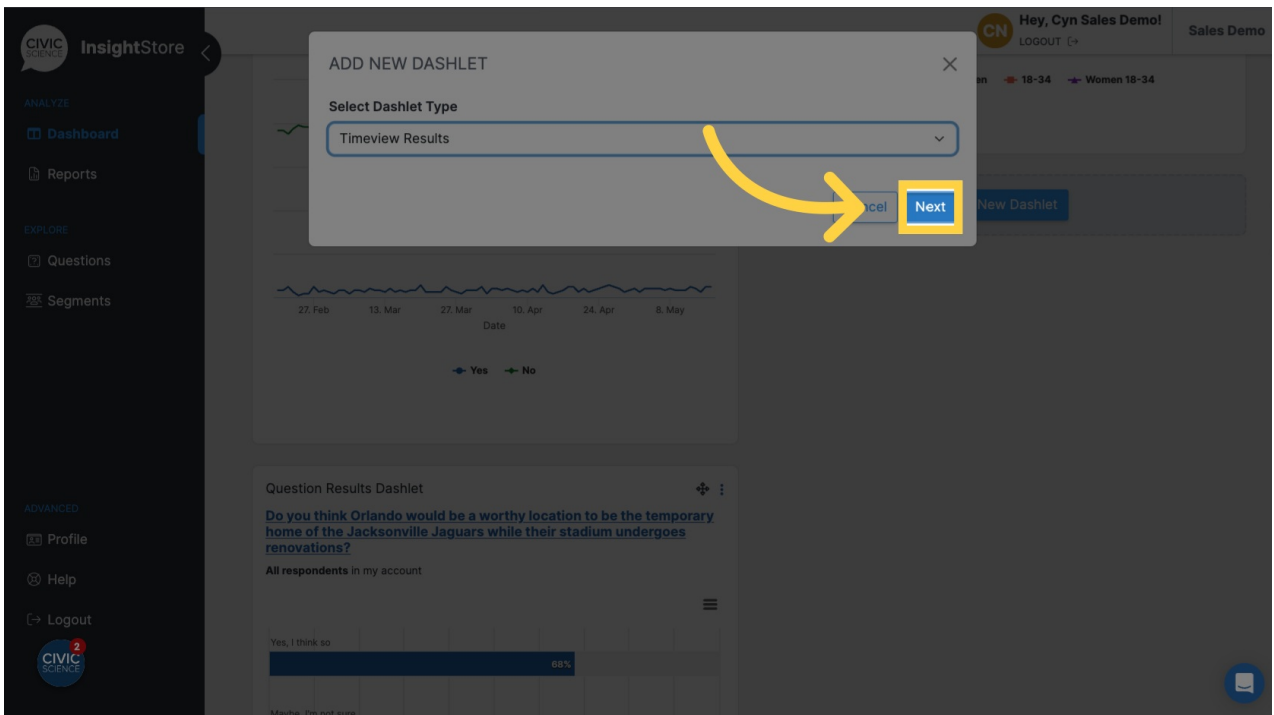
**2. Click *Add New Dashlet*.**



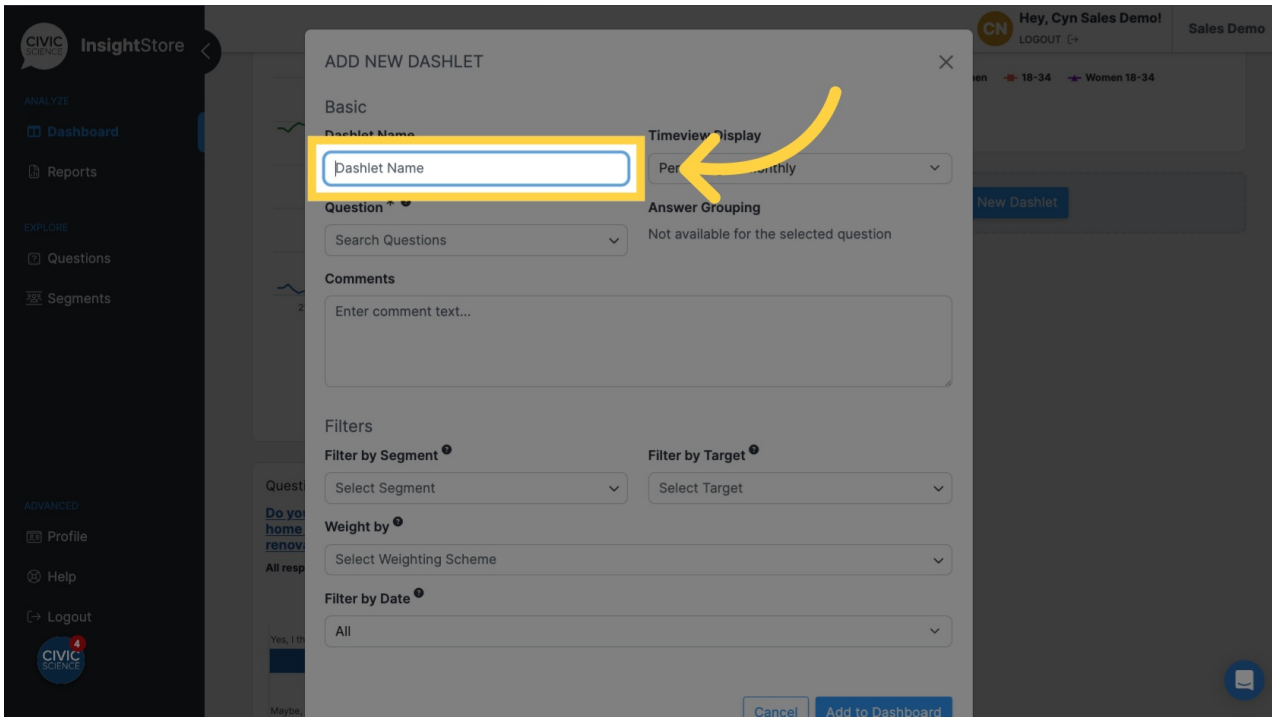
**3. Select *Timeview Results* from the dropdown menu.**



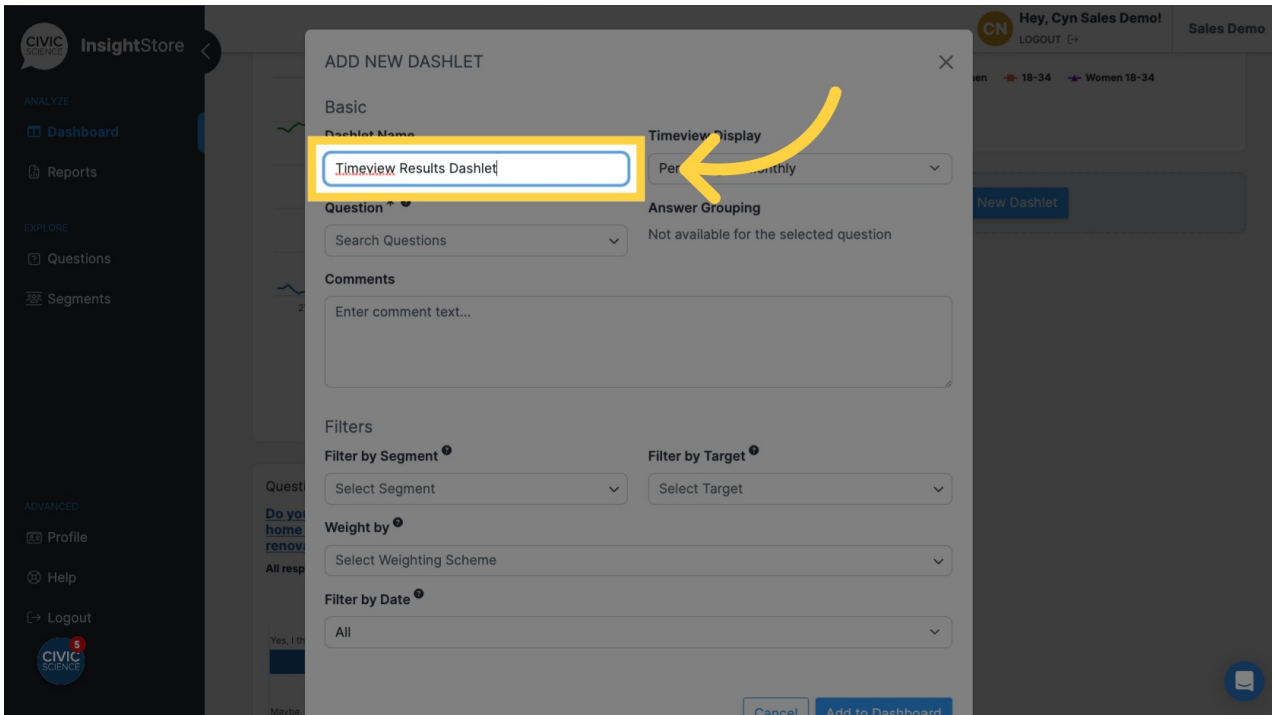
#### 4. Click Next.



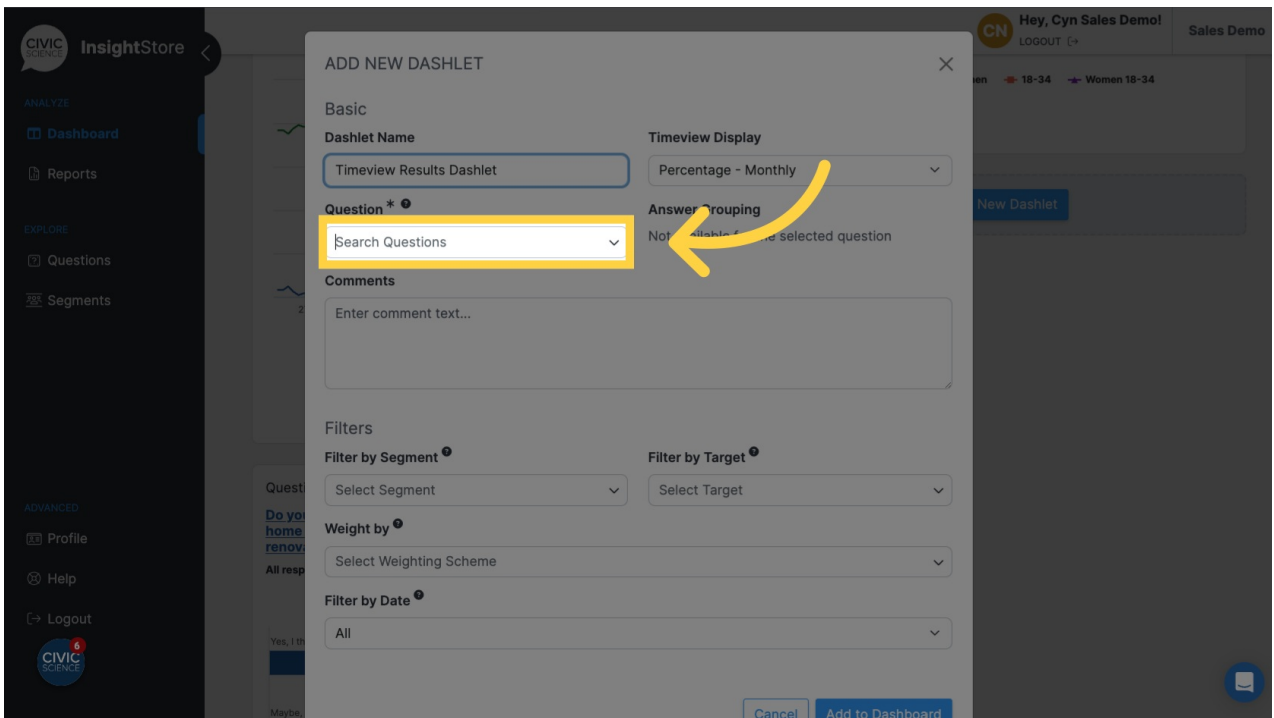
#### 5. Click Dashlet Name.



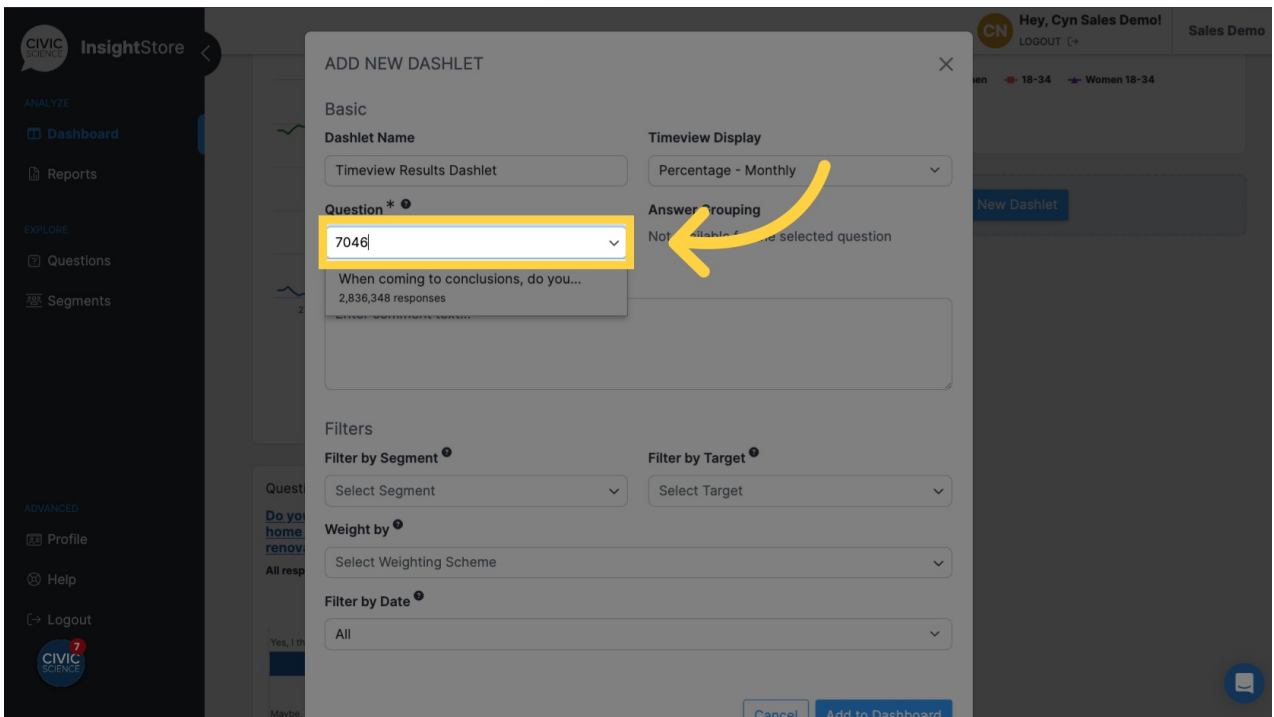
## 6. Give your dashlet a name.



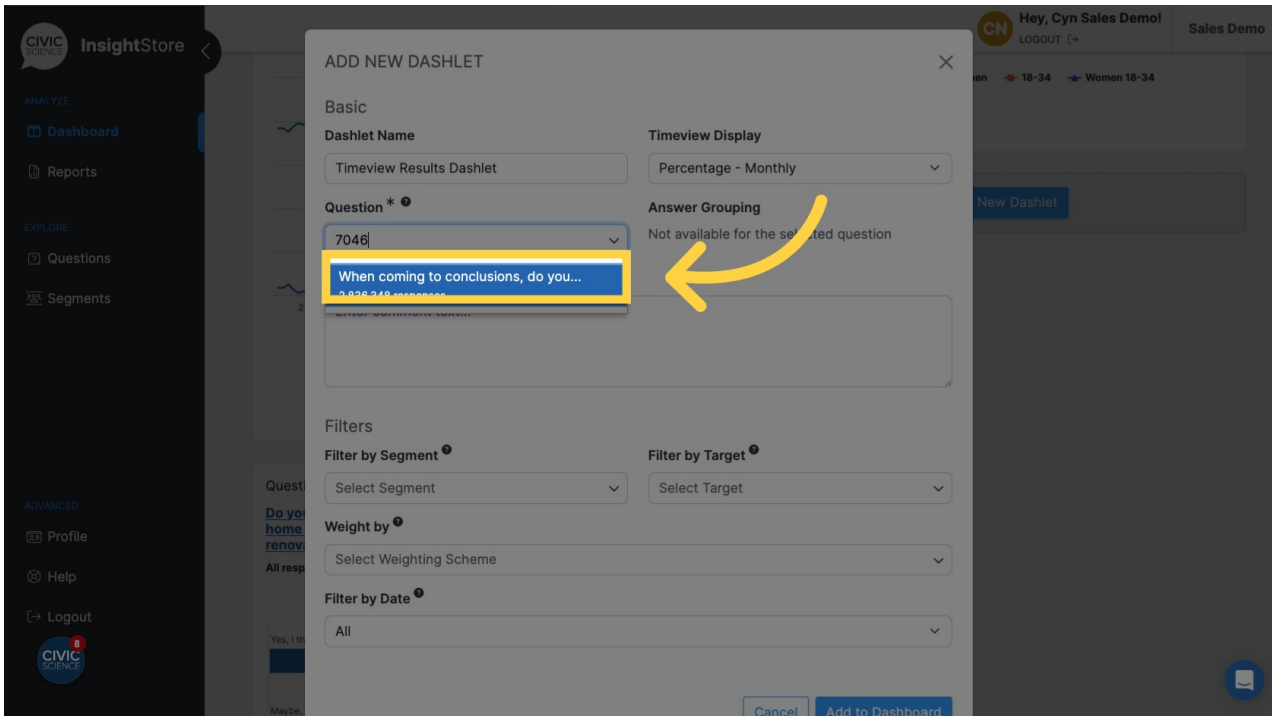
## 7. Click Search Questions.



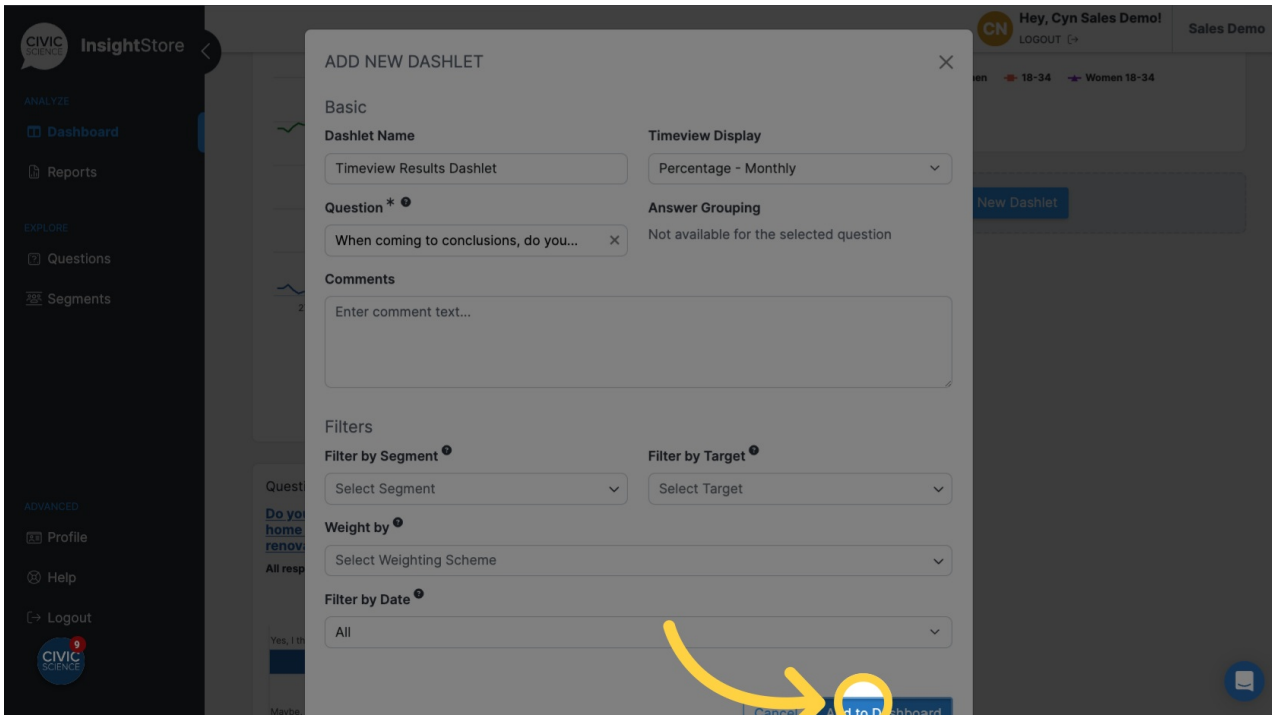
8. Enter the question ID or search terms.



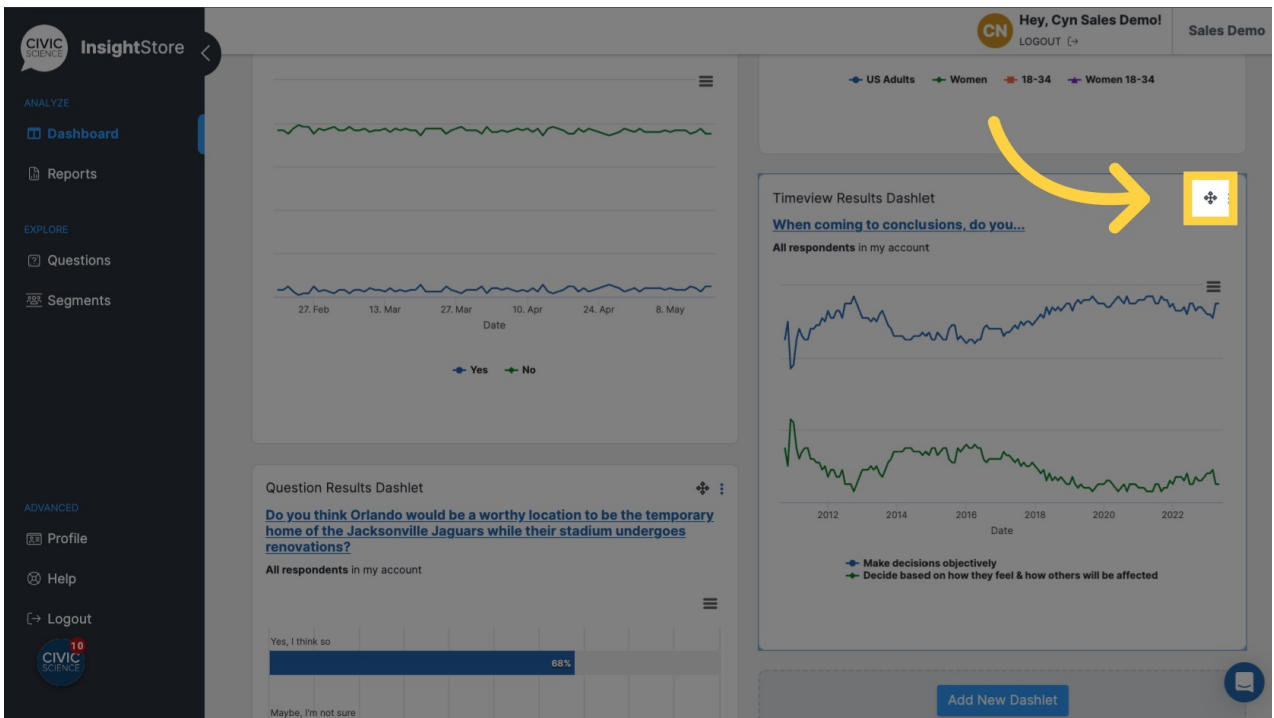
9. Select your question from the results list.



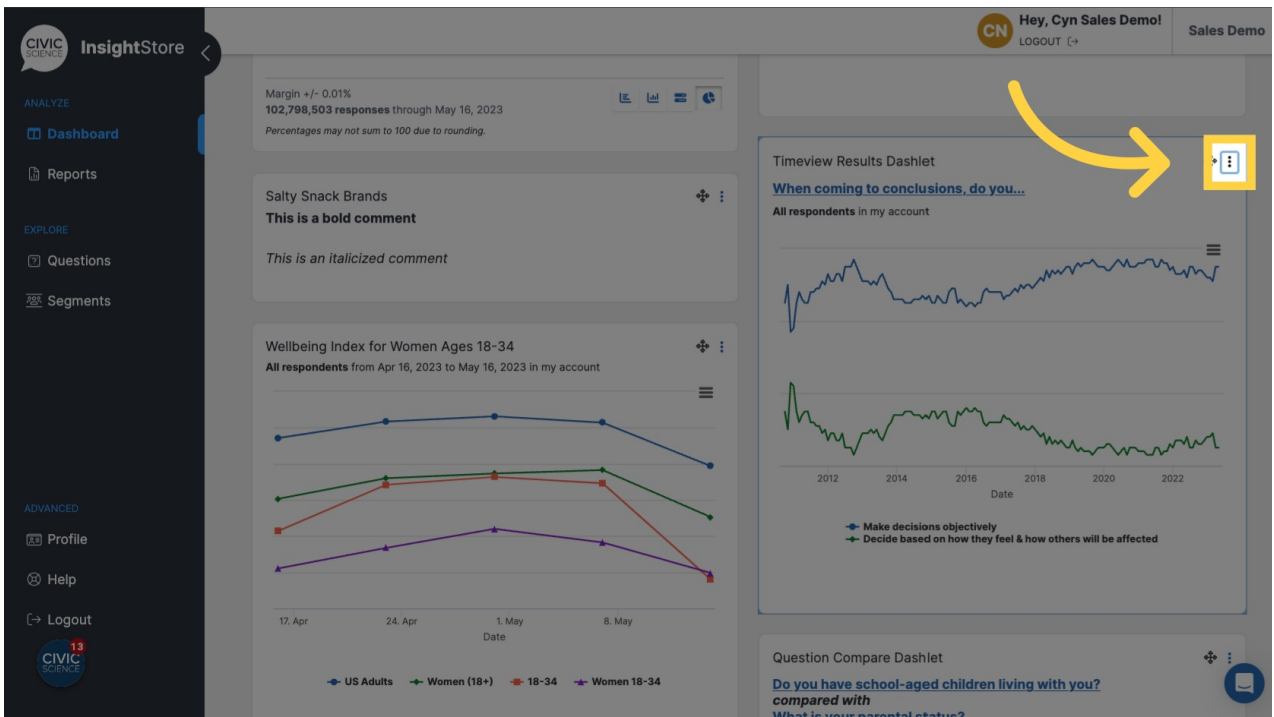
10. Click *Add to Dashboard*.



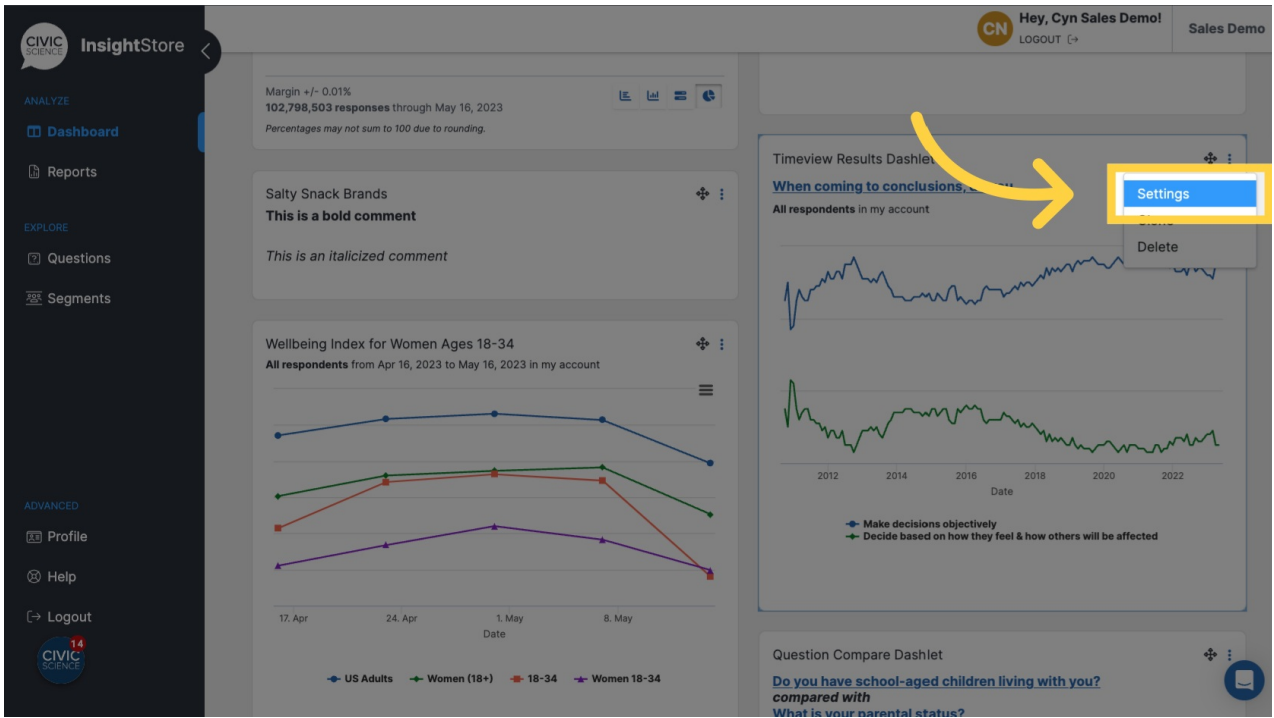
11. Click on the move cursor symbol and drag the dashlet to its desired position.



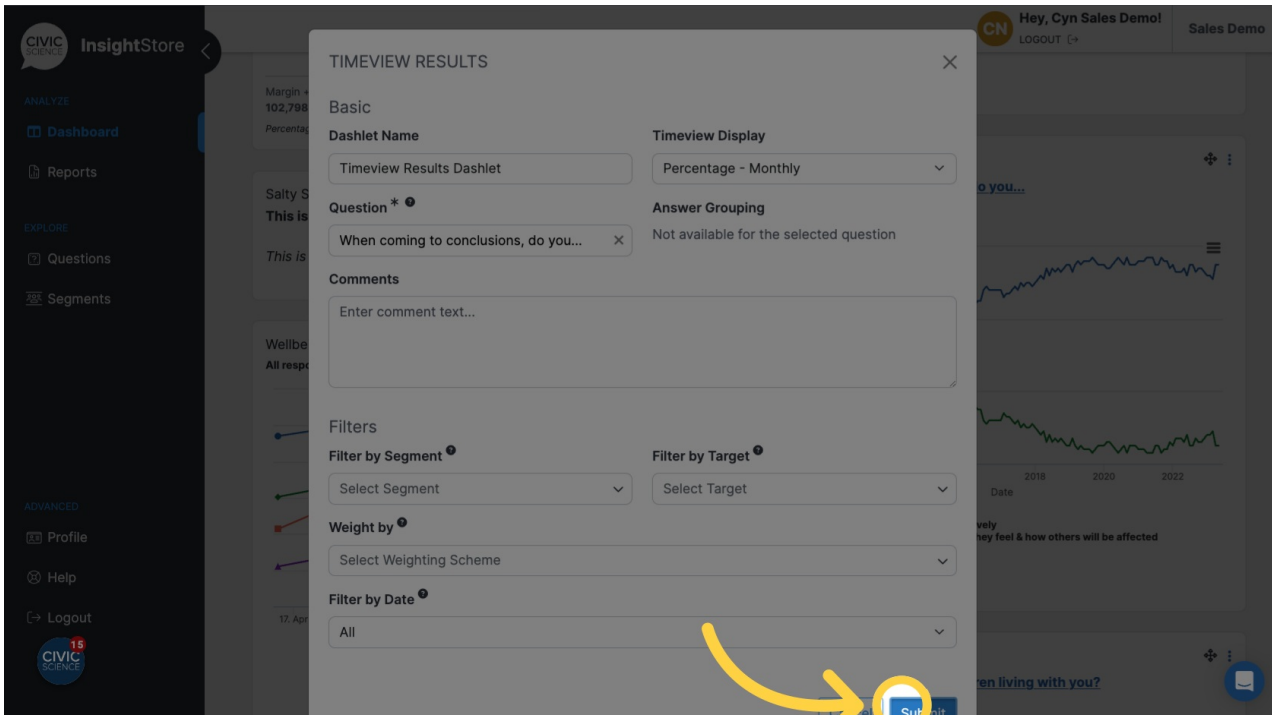
12. Click on the kebab menu to edit the dashlet.



13. Click Settings, then make any needed changes.



## 14. Click *Submit* to save your changes.



# Video: adding a multitimeview results dashlet

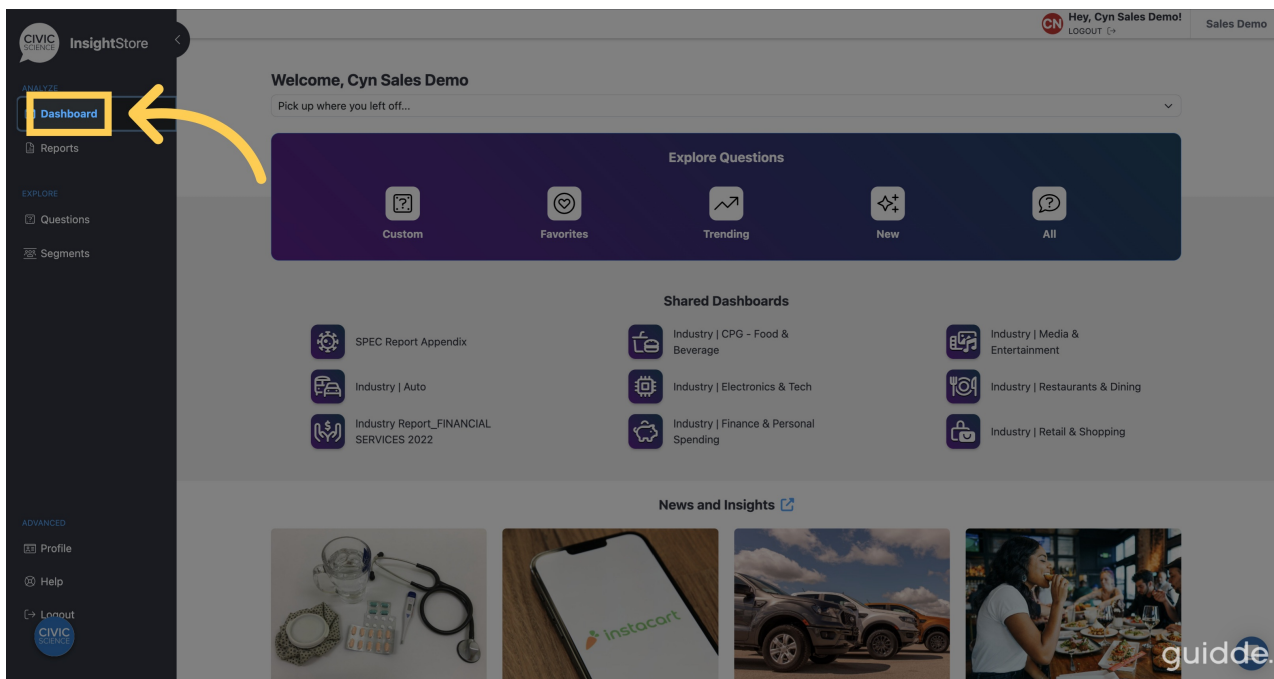
01/31/2024 1:35 pm EST

To add a multi-timeview results dashlet, you must first create a [multitimeview report](#). Once you have done so, you can add a dashlet to a dashboard by using the *Add New Dashlet* modal from the dashboard or by [adding the dashlet to a dashboard from the link at the bottom of the report](#). We'll cover the first method in this video.

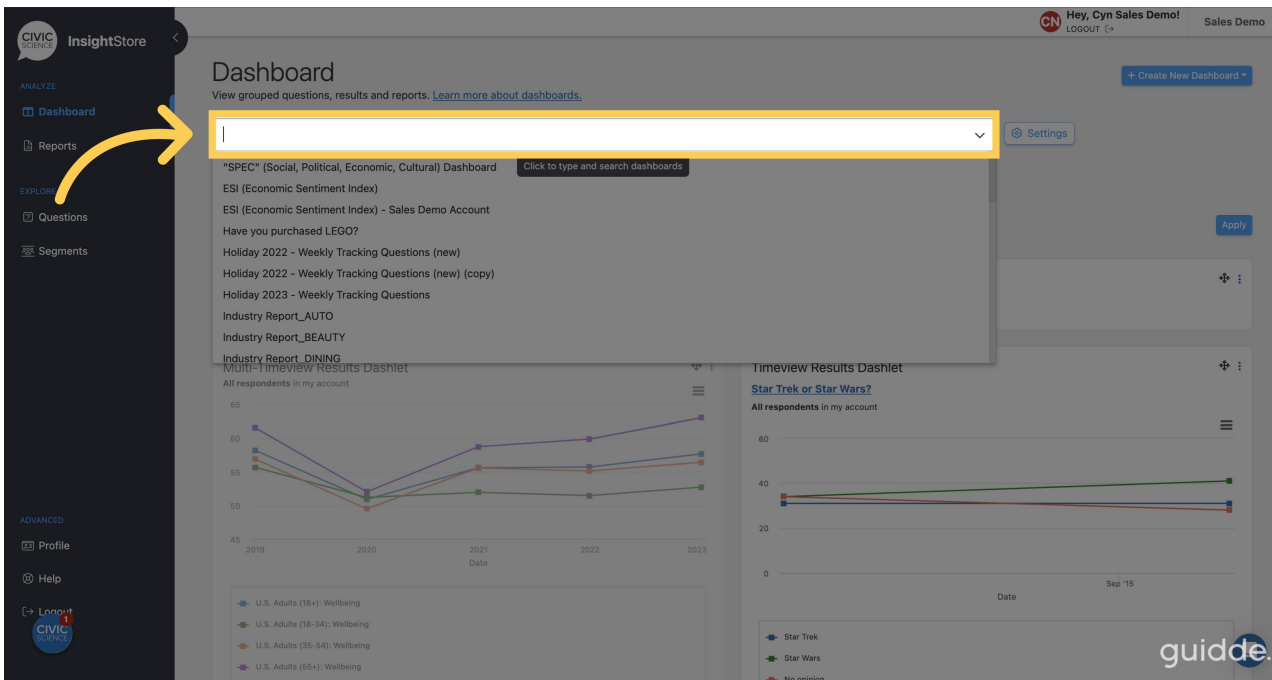
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com).

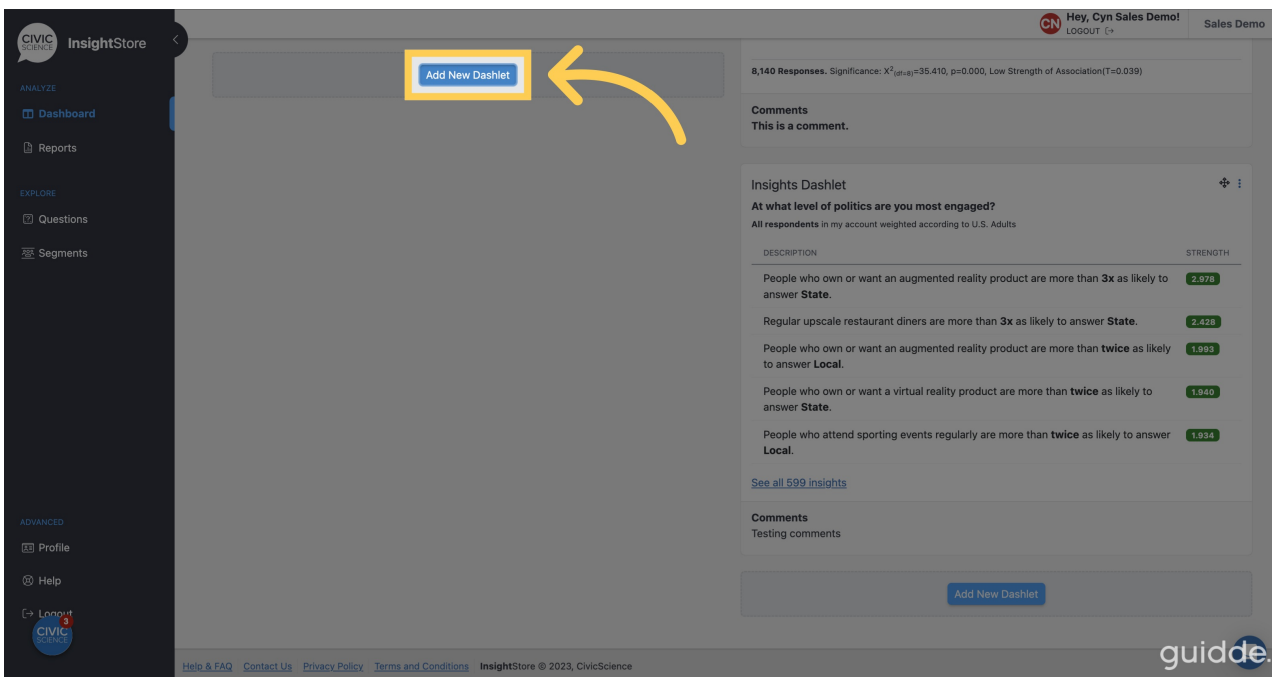
2. From the landing page, click *Dashboard* in the left navigation pane.



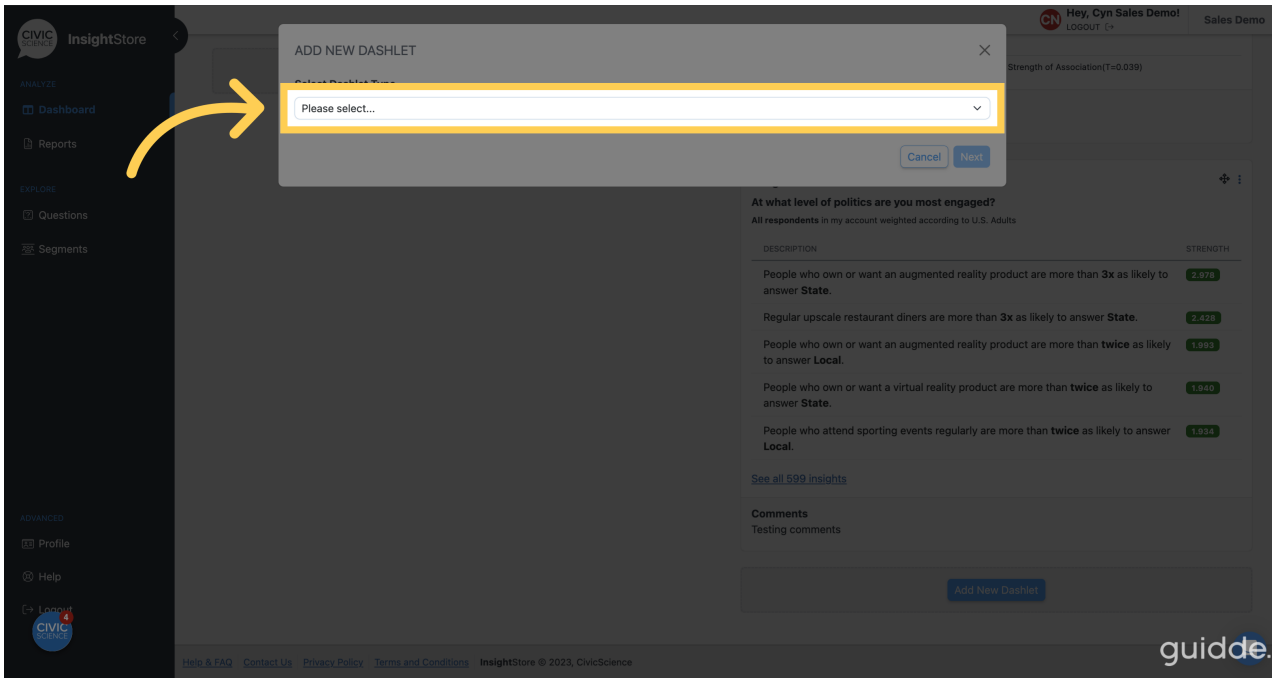
3. Select your dashboard from the *Dashboard* dropdown list.



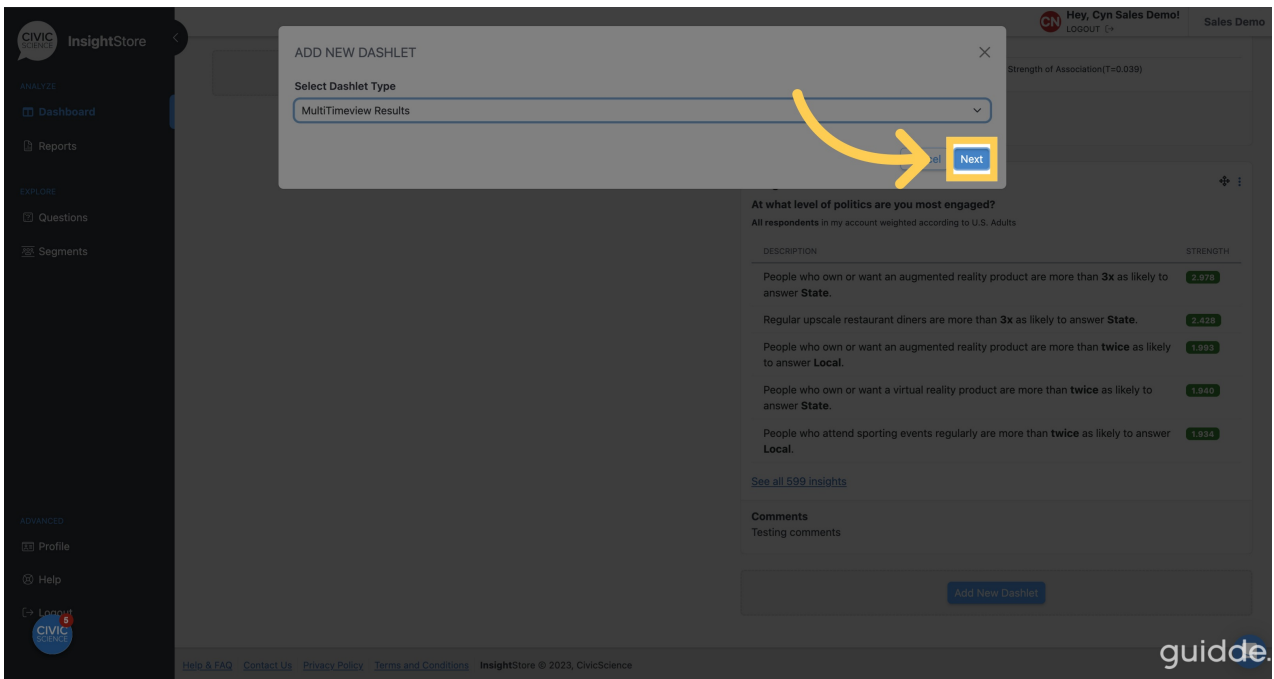
4. Navigate to the bottom of the dashboard and click **Add New Dashlet**.



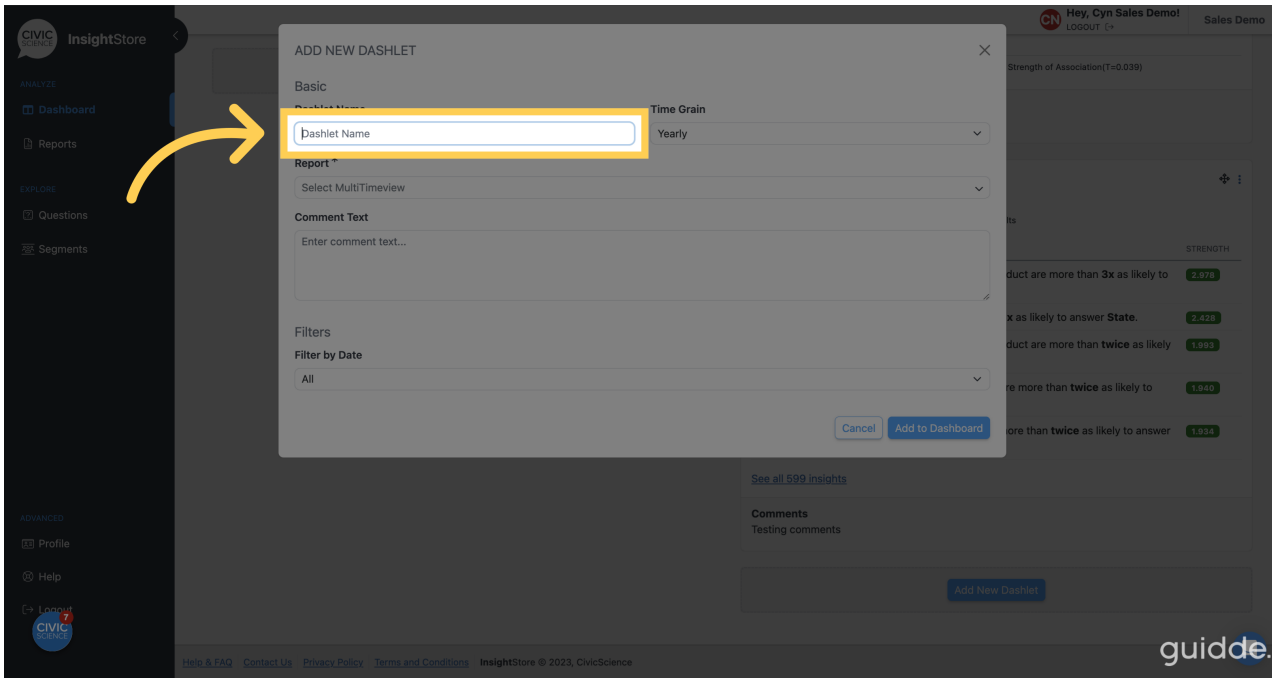
5. Choose **Multi-Timeview Results** from the dropdown menu.



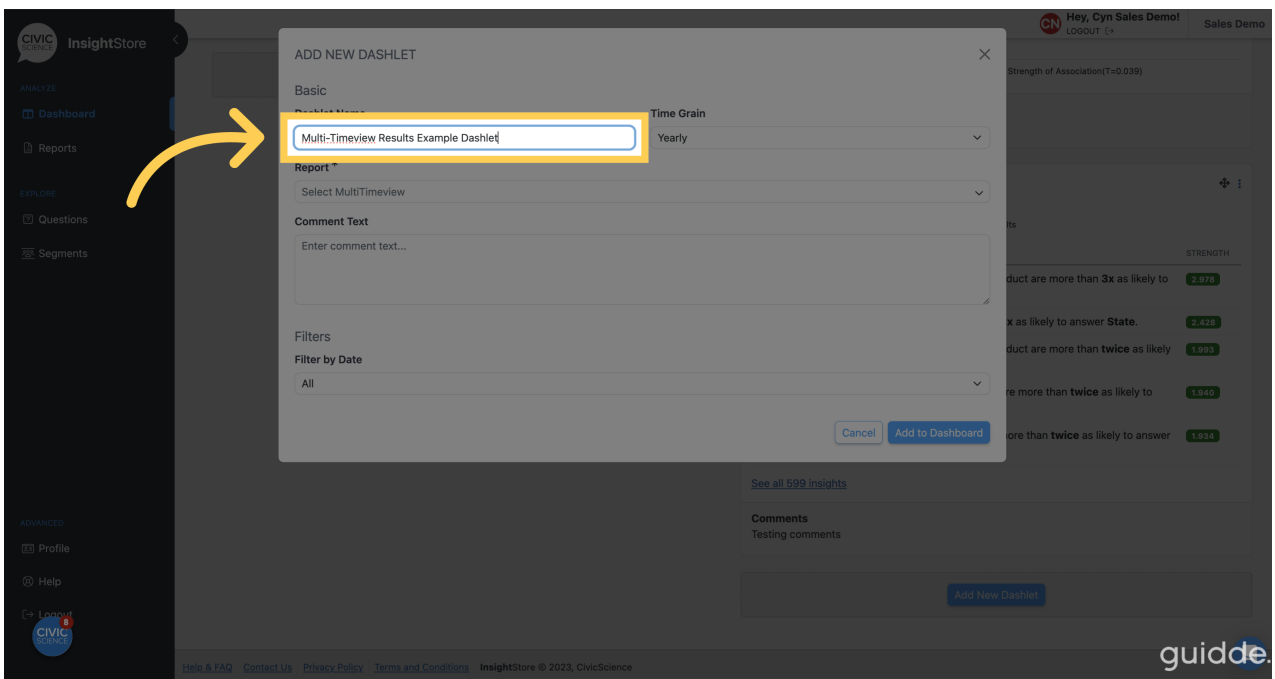
## 6. Click **Next** to proceed.



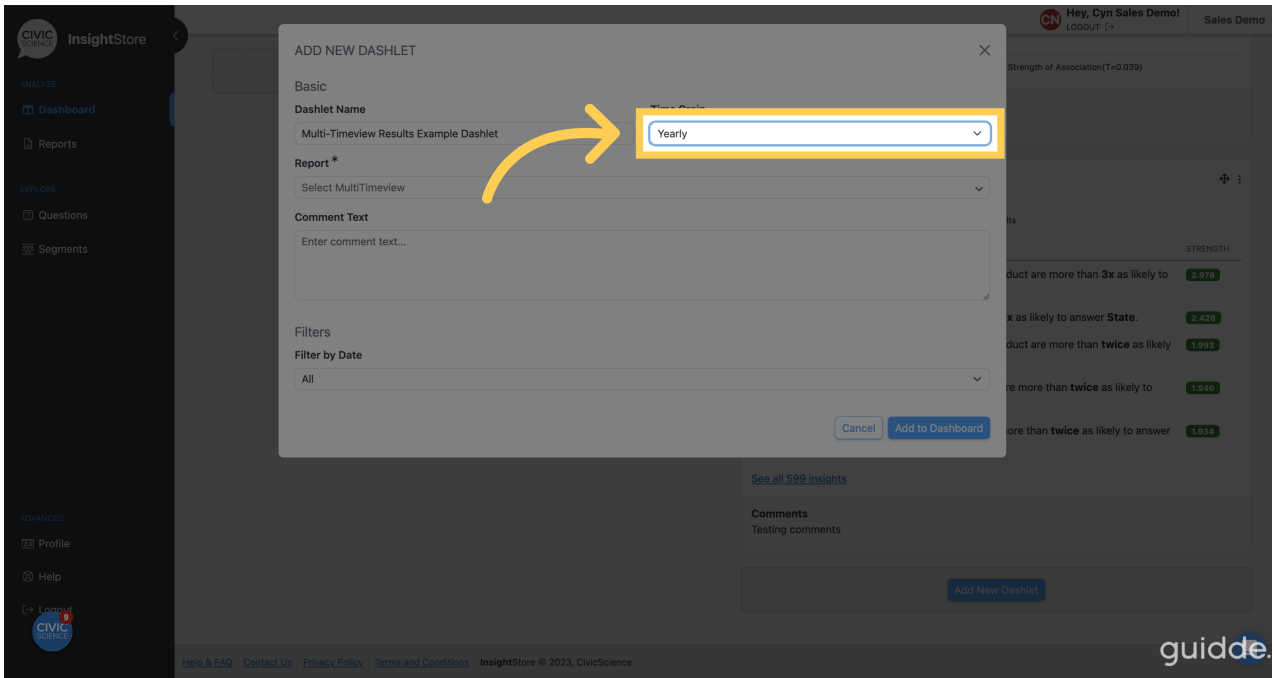
## 7. Go to the **Dashlet Name** field.



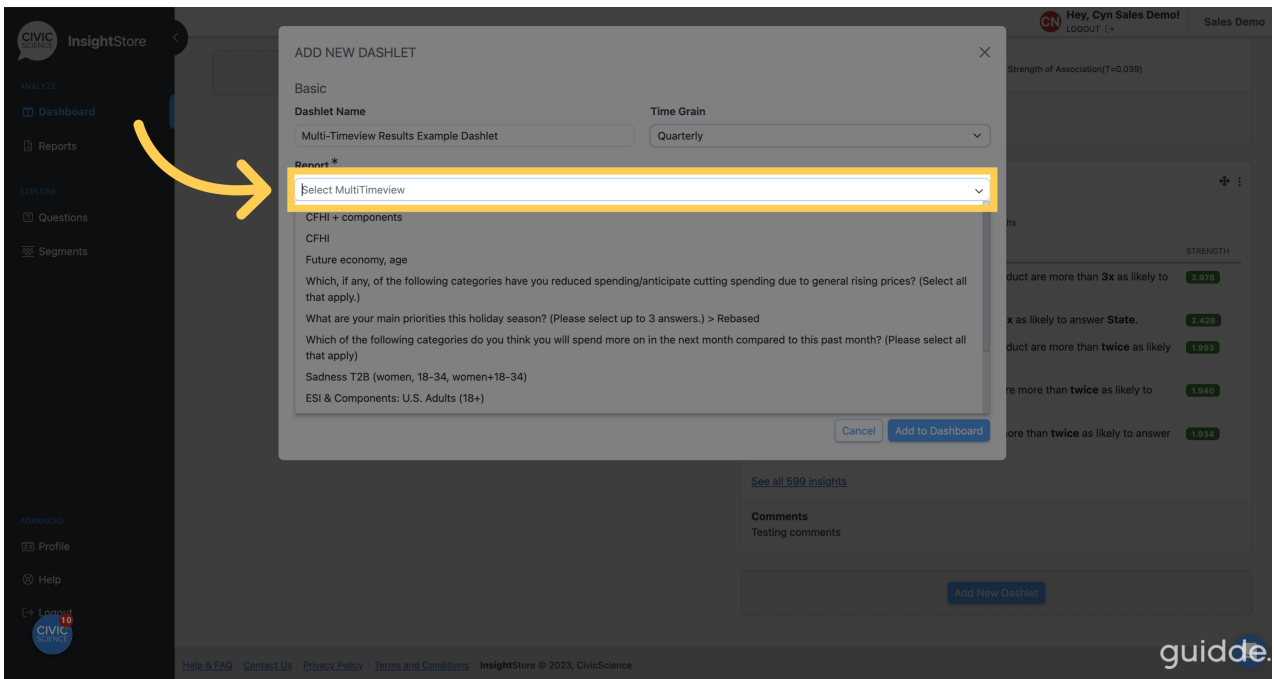
8. Enter a descriptive name for your new dashlet.



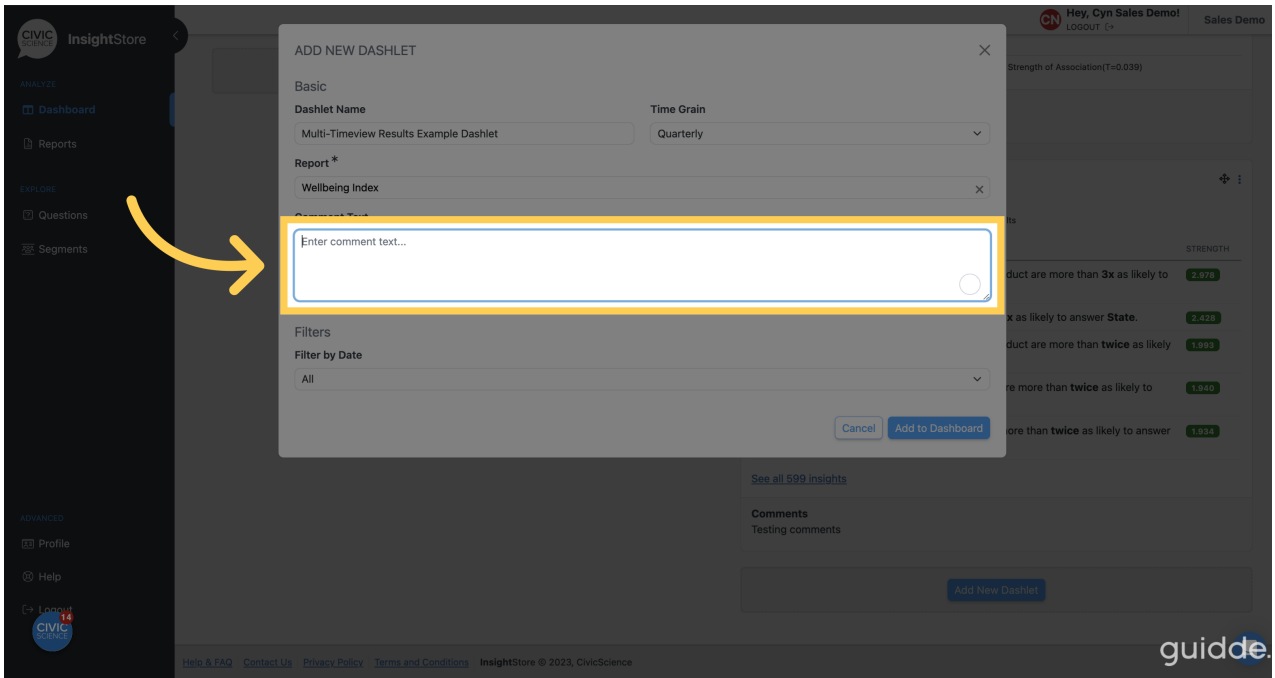
9. Choose a time grain.



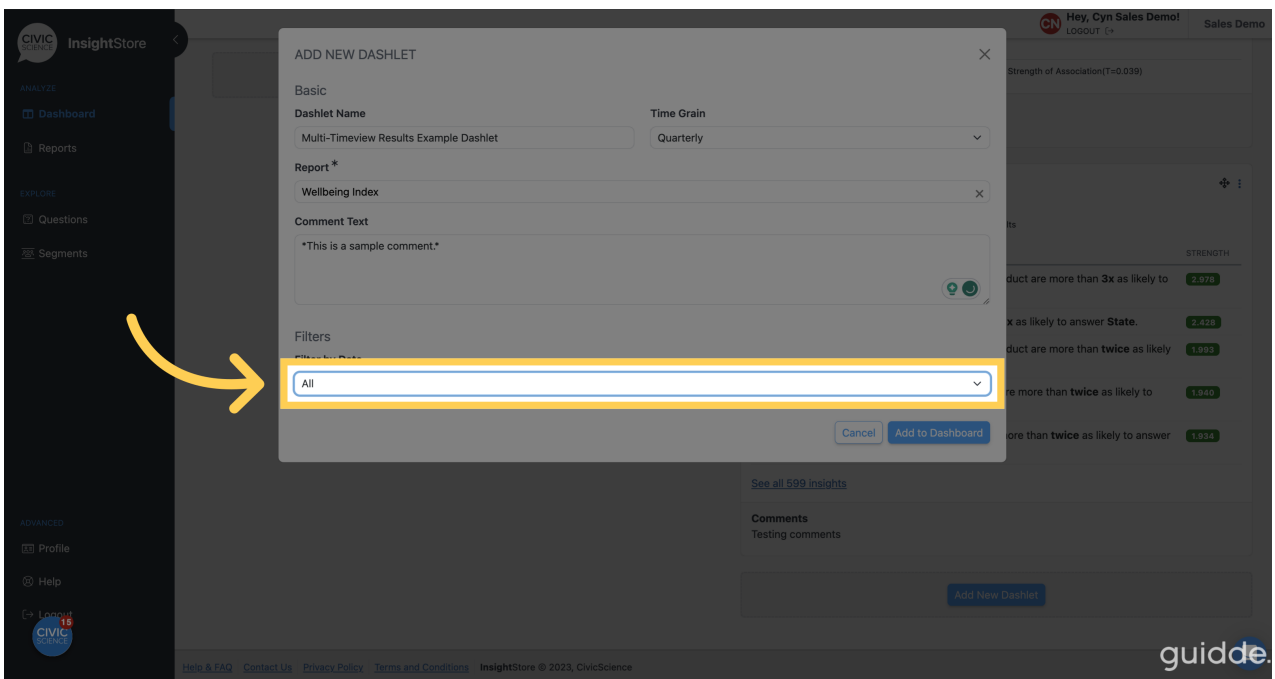
## 10. Choose a multi-timeview report to display.



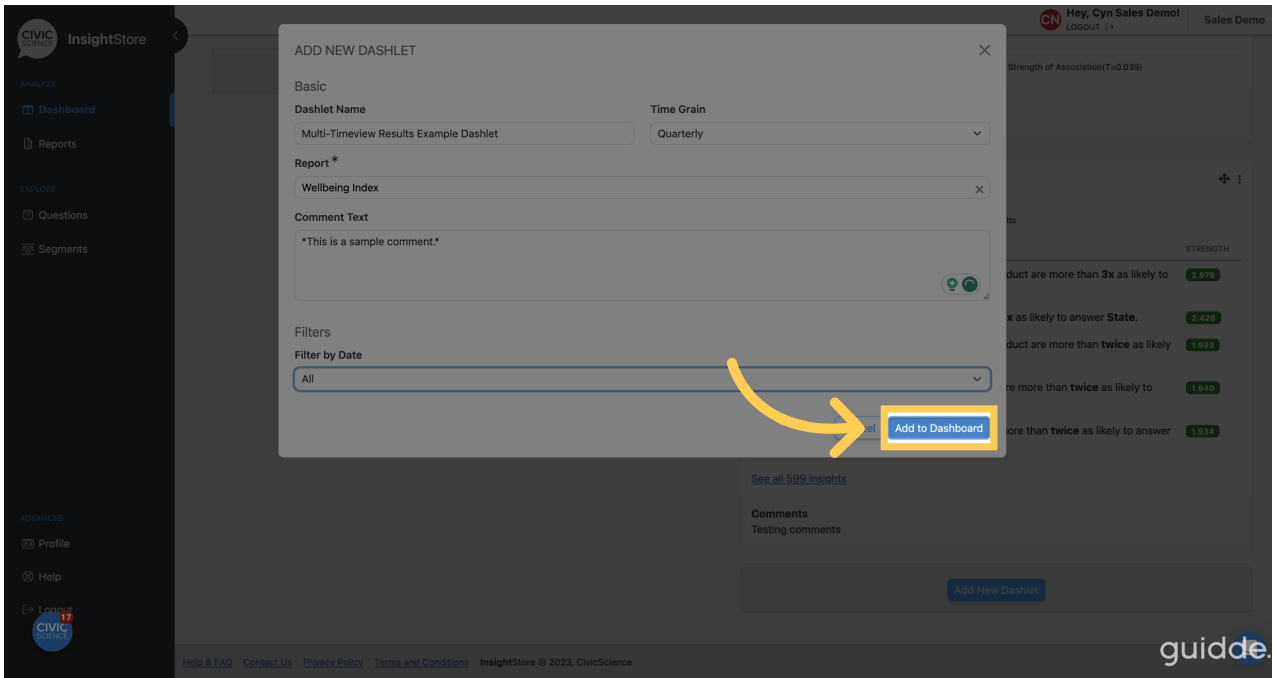
## 11. Enter comment text if needed. You may use basic markdown for formatting.



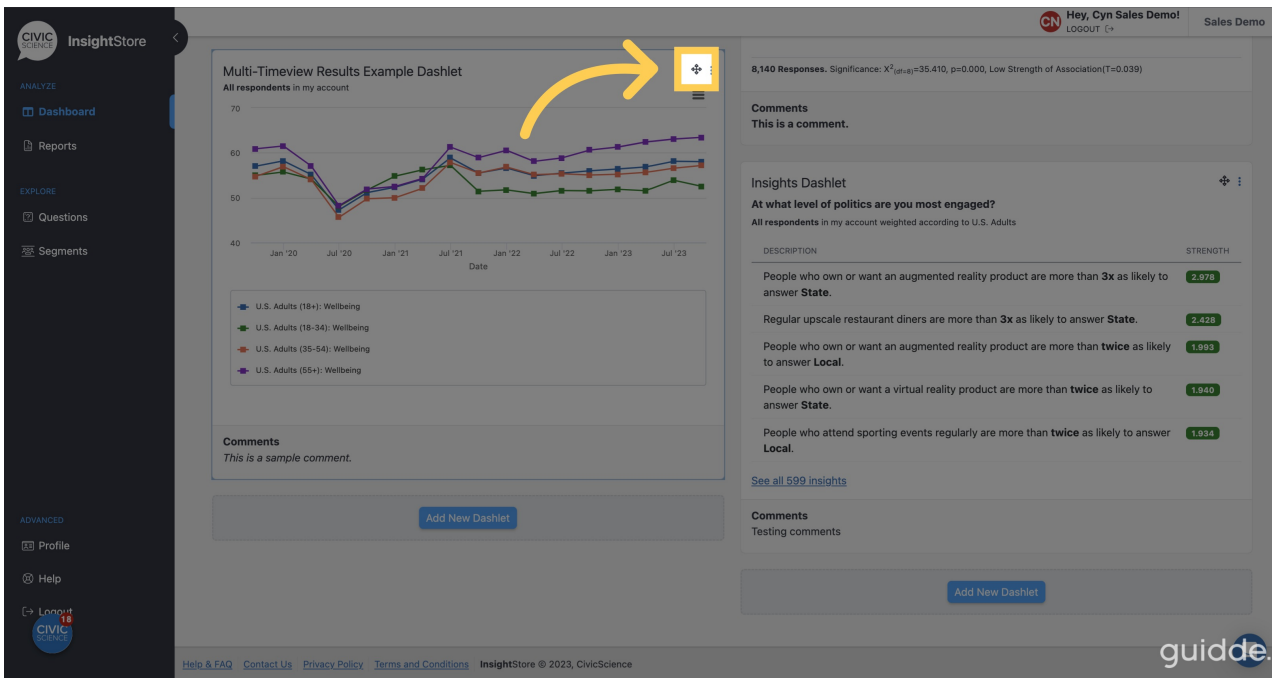
## 12. Apply a date filter if needed.



## 13. Click *Add to Dashboard* and view your new dashlet.



14. To relocate the dashlet, click the move cursor symbol and drag the dashlet to its new location.



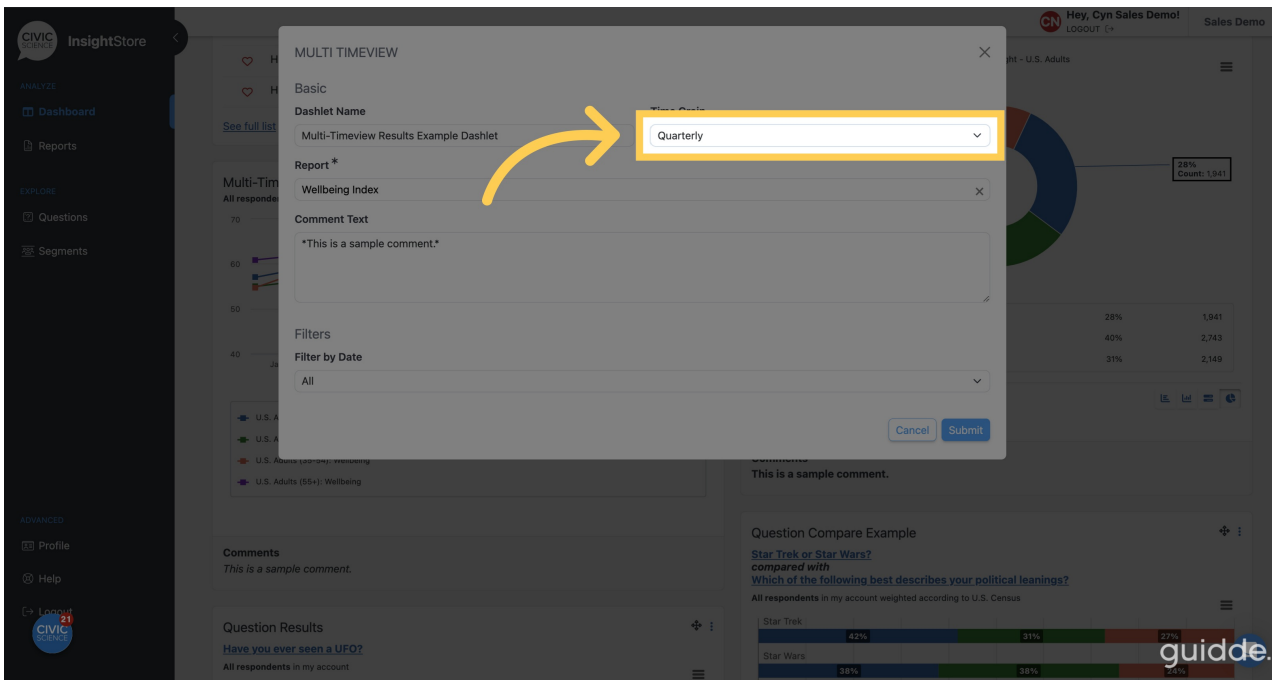
15. To edit the dashlet, click the kebab menu.

The screenshot shows the InsightStore interface. On the left is a navigation menu with sections: ANALYZE (Dashboard, Reports), EXPLORE (Questions, Segments), and ADVANCED (Profile, Help). The main content area features a 'Multi-Timeview Results Example Dashlet' with a line chart showing 'Wellbeing' scores for four age groups from Jan '20 to Jul '23. A yellow arrow points to a settings icon (a square with an 'i') in the top right corner of the dashlet. To the right, there's a 'Star Trek or Star Wars?' donut chart and a 'Question Compare Example' section.

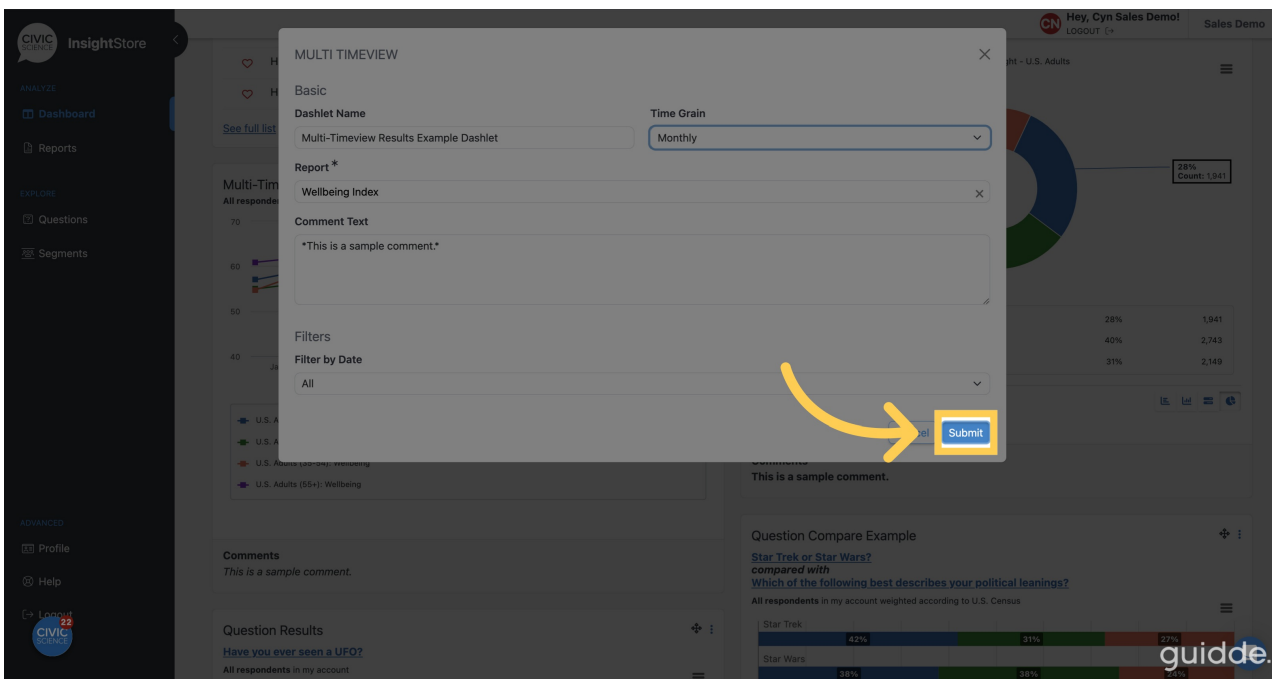
## 16. Select Settings from the dropdown list.

This screenshot is identical to the previous one, but the settings icon has been clicked, and a dropdown menu is now visible. The menu contains two options: 'Settings' (highlighted with a blue box) and 'Delete'. A yellow arrow points from the settings icon to the 'Settings' option.

## 17. Make any needed changes.



18. Click **Submit** to save the changes and view your dashlet.

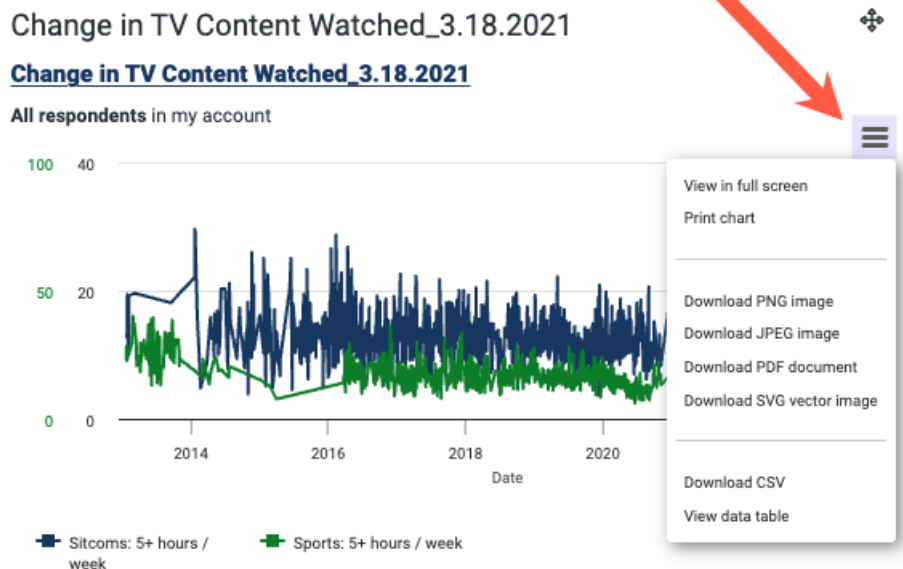


You learned how to add, move, and edit a multi-timeview results dashlet to a dashboard in this guide.

# Exporting information from a dashlet

11/19/2024 1:21 pm EST

To export the information from a dashlet, look for the hamburger menu (three horizontal lines) in the middle of the right side of the dashlet (see orange arrow below).



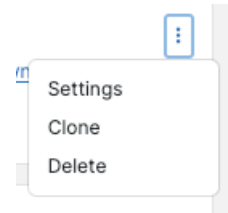
The smaller menu will be displayed when you click on the hamburger menu. It gives you the following choices:

- View in full screen
- Print chart
- Download PNG image
- Download JPEG image
- Download PDF document
- Download SVG vector image
- Download CSV
- View data table

# Modifying a dashlet

01/31/2024 1:31 pm EST

To modify an existing Dashlet on your Dashboard, click the kebab menu.



## Settings

On the Settings screen, you can change the name and any of the selections for the dashlet.

## Clone

The Clone menu item lets you make a new copy of the dashlet, which can be edited without affecting the original dashlet.

## Delete

Delete will remove the dashlet altogether. There is no undo, and if you remove a dashlet on a shared dashboard, it is removed for all users.

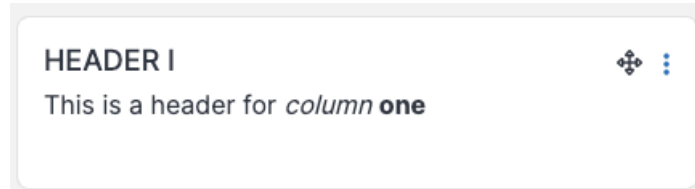
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# Moving a dashlet

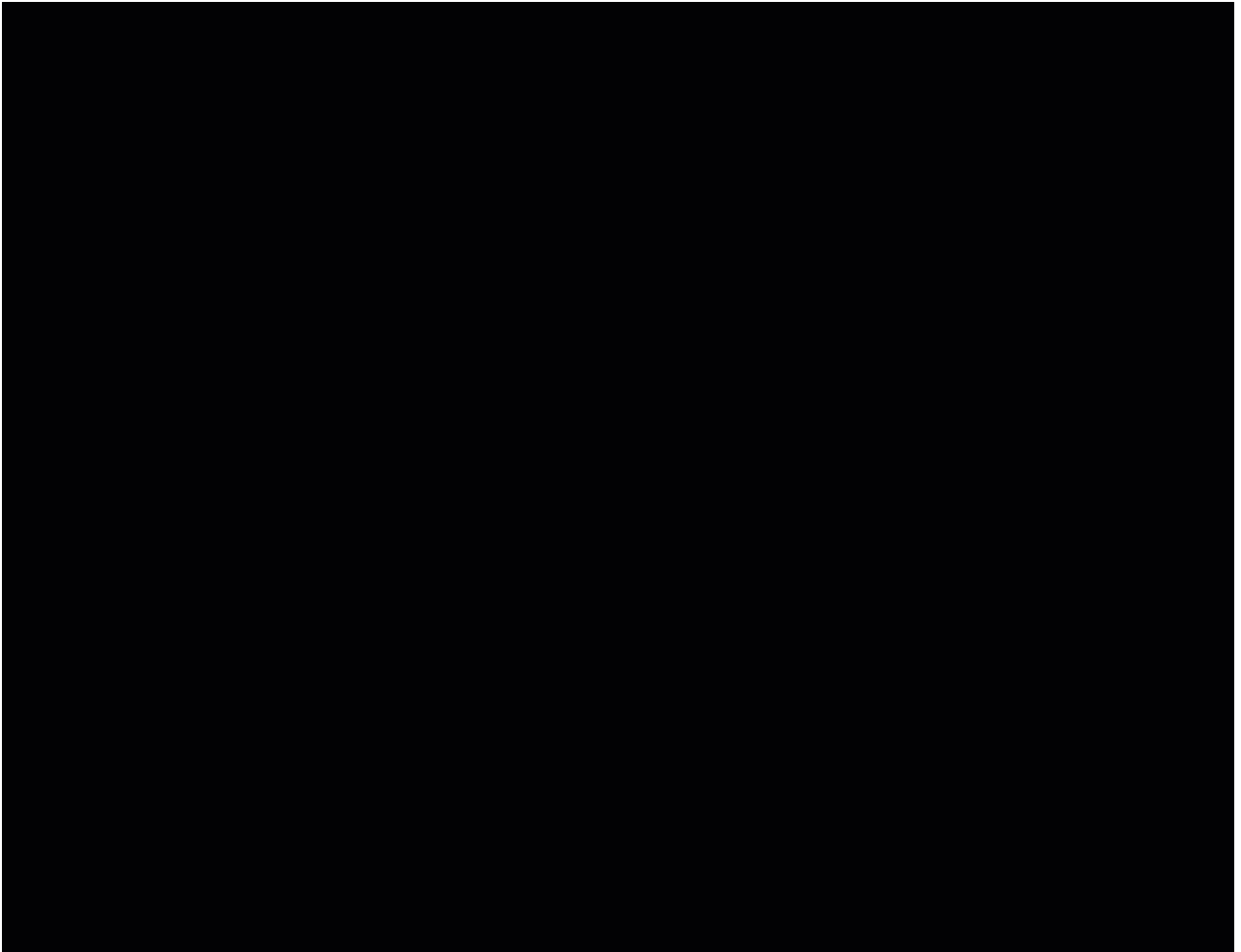
01/31/2024 1:31 pm EST

Dashlets can be moved to any position on your dashboard.

To move a dashlet, hover over the move cursor symbol (it's next to the kebab menu in the upper right corner of each dashlet) until your cursor changes to a hand symbol.

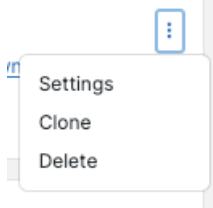


Here's a gif showing the dashlet's movement.



# Removing a dashlet

01/31/2024 1:31 pm EST



To remove an existing dashlet on your dashboard, click the kebab menu in the upper right corner and select Delete.

That will remove the dashlet altogether. There is no undo, and if you remove a dashlet on a shared dashboard, it is removed for all users.

---

# Dashlet fields for media partners

01/31/2024 1:32 pm EST

Media partners will find that most features of dashlets are exactly as shown in the video and step-by-step instructions for each dashlet type. The only difference is that dashlets used by media partners have two extra filter fields.

The *Target* field will allow you to filter the dashlet to only show responses from a particular target.

The *Network* field will allow you to filter the dashlet to show responses from any of the networks your account belongs to. It can also show responses from all the sites in your account (*My Network*), all the sites on which our polls are installed (*CivicScience Network*), or all the CivicScience sites without your sites (*Benchmark Network*).

These filters will be in effect until you change them.

---

# Dashboards webinar

03/21/2024 11:12 am EDT

We hosted a brown bag webinar about dashboards on March 15, 2024. We discussed why you'd want to use a dashboard, how to design one, and how to create one.

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Here is the [slide deck](#) .

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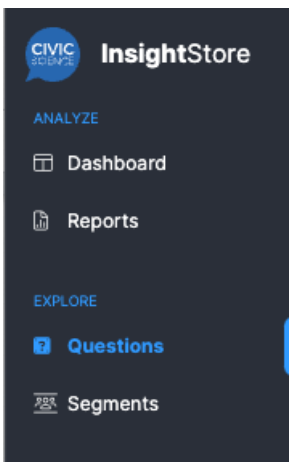
# Introduction to questions

08/25/2025 12:52 pm EDT

The library of questions in CivicScience's InsightStore is the foundation of all the data we collect and analyze. We use questions to gather information from voluntary respondents. We ask questions through a network of websites (owned by our media partners) and on CivicScience's [user site](#). Anonymous responses are continuously collected and stored in CivicScience's database. The answers are available for aggregate reporting and analysis through CivicScience's InsightStore platform. The CivicScience question library contains about 50,000 questions on thousands of topics.

Questions are asked through instances of our poll unit. Each instance has configurable questions, generally presented in groups of three or four website visitors called respondents. Once the series is answered, the results are presented to the respondents so they can see how their answers compare to those of other respondents.

Questions fall into [three classifications](#) and [two sharing permission types](#). There are also multiple question formats.



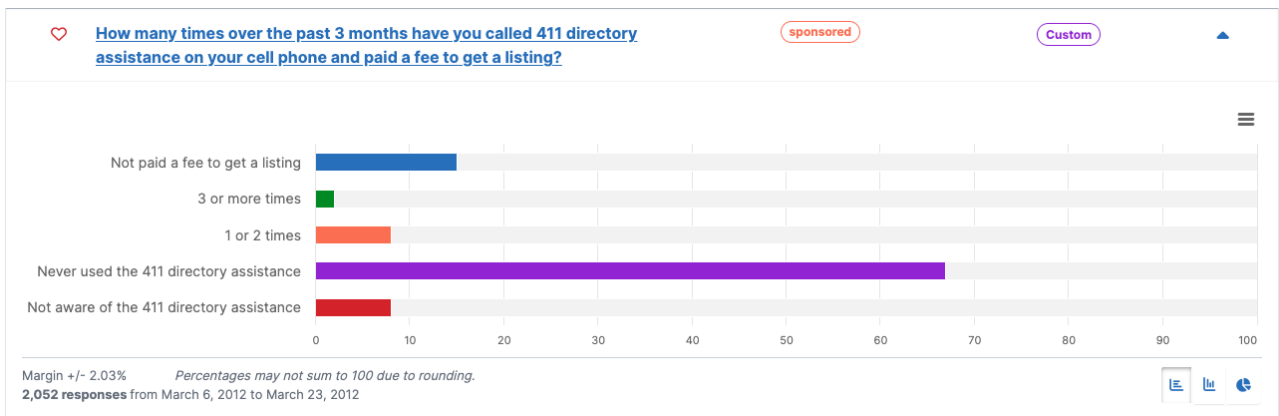
To access the questions list, click *Questions* in the left navigation bar.

You can search for questions, filter or sort the list of questions in many ways, mark questions as favorites, or access an individual question's details page by clicking on the question's text.

To see the results of most<sup>1</sup> questions, select the blue expanding caret to the right of the question you are interested in.



The question will expand to display its results. The question results contain the text of the question as asked and each of the question's responses, along with the response counts and a chart showing the share of each response.



Results are displayed as a horizontal bar chart by default, but you can use the buttons at the lower right to switch to a vertical bar chart or a donut pie chart. The margin of error, number of responses, and date range during which those responses were gathered are shown in the lower left. If you wish to print or export the results, click on the hamburger menu to the right, above the chart. You can download the chart in PNG, JPEG, PDF, or SVG formats or download the data as a CSV file. You can also view the data table.

CATEGORY	BACKGROUND TRACK BAR	RESPONSES
Not paid a fee to get a listing	100	
Not paid a fee to get a listing		15
3 or more times	100	
3 or more times		2
1 or 2 times	100	
1 or 2 times		8
Never used the 411 directory assistance	100	
Never used the 411 directory assistance		67
Not aware of the 411 directory assistance	100	
Not aware of the 411 directory assistance		8

Question Results

To view more information about a question, click on its text in the question list to go to the [question details page](#).

<sup>1</sup>Matrix questions' results aren't displayed in this manner.

# Searching for questions

10/10/2025 11:37 am EDT

You can use the text box on the questions page to search for keywords in questions. To search, enter one or more search terms in the search box and hit return/enter or click the magnifying glass at the right.

## Questions

Search, sort, and filter through our extensive library of questions. Learn more about [questions](#) and [question search](#).

+ Create🔍

The main search field searches keywords in question titles, responses, and tags. It explores a wide range of questions in all categories. We suggest you start with the [tags filter](#), then narrow your results using the main search box if needed.

In the search bar, you can use Boolean logic with the following symbols:

- Add a plus sign (+) meaning *AND* to help narrow the search to a list of questions with all the terms mentioned: **bank + store**.
- Use a pipe symbol (|) meaning *OR* to expand the search to include any question with either term used: **bank | store**.
- An asterisk (\*) acts as a wildcard, so **pric\*** would give you results that include price, prices, and pricing.
- Use quotation marks to designate two or more words as a phrase, such as "**client question**". Be aware that if you use quotation marks to indicate a phrase, questions containing the individual words won't be returned.
- A minus sign (-) excludes a term, so if you only wanted items that mention *bank* without mentioning *store*, you would search for **bank -store**.
- Parentheses group things together, so if you wanted to search for items that mention *credit* and *union* or *bank*, you would search on **(credit + union) | bank**.

If you want to find one term in proximity to another, put both terms within quotation marks followed by a tilde (~) and the maximum number of words you want between them. To see *music* within ten words of *stream*, enter "**music stream**" ~10. (There cannot be a space between the second quotation mark and the tilde.)

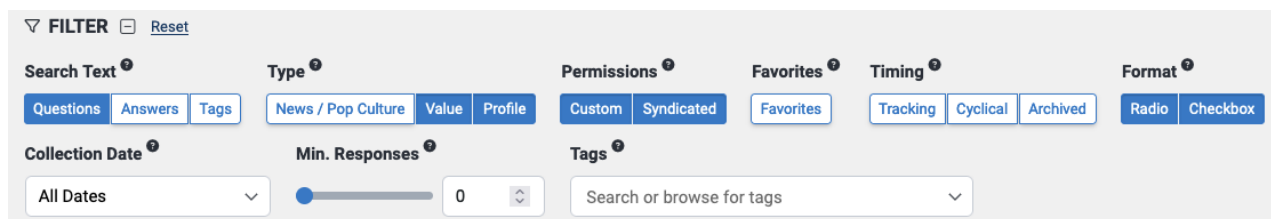
If you know the exact text of the question, use quotation marks around that text for the best search results.

Once a search is performed, the question list will automatically change to be ordered by relevance. Questions containing the search term in the question text are more relevant than those containing the search term in one of the question responses. When more than one search term is used, questions containing a higher number of search terms are more relevant than those containing fewer search terms.

## Question filters

The question filters are below the text search box. You can narrow down the list of questions using the question's features (e.g., tags, the type of question, when it was launched, when it was

completed, etc.). These filters can be used with text box searches for more complex queries.



When you've selected a filter item, it turns blue to help you track your current criteria.

You can choose to search for text in any combination of *Questions*, *Answers*, and *Tags*.

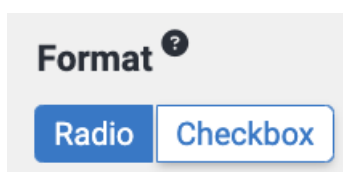
Questions may be filtered by:

- *Type*
- *Permissions*
- *Favorites*
- *Timing*
- *Format* (see below)
- *Collection Date* (see below)
- *Minimum Responses* (see below)
- *Tags* (see below)

To search for a research question, select the *Value* and *Profile* classifications. If you only want to see questions from your organization, select *Custom* under *Sharing Permissions*, too.

## Format

The *Format* filter allows you to specify whether you want the search to return radio questions, checkbox questions, or both.



There are two caveats to using this filter.

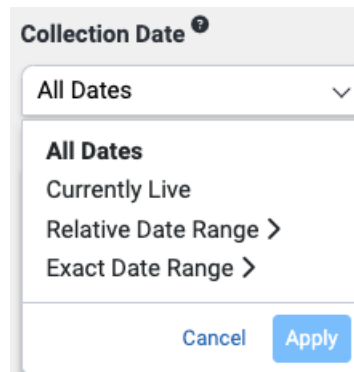
First, the answer options for checkbox questions are considered radio questions. Choose only the checkbox option to see only the checkbox (parent) question in the search results.

Second, currently, searches return only radio and checkbox questions. Matrix questions are not returned, but their answer options are returned as radio questions.

You can learn more about the various [question formats here](#).

## Collection date

The *Collection Date* filter permits you to search for questions that are *Currently Live* (collecting responses) or that were collecting responses during a *Relative* or *Exact Date Range*.

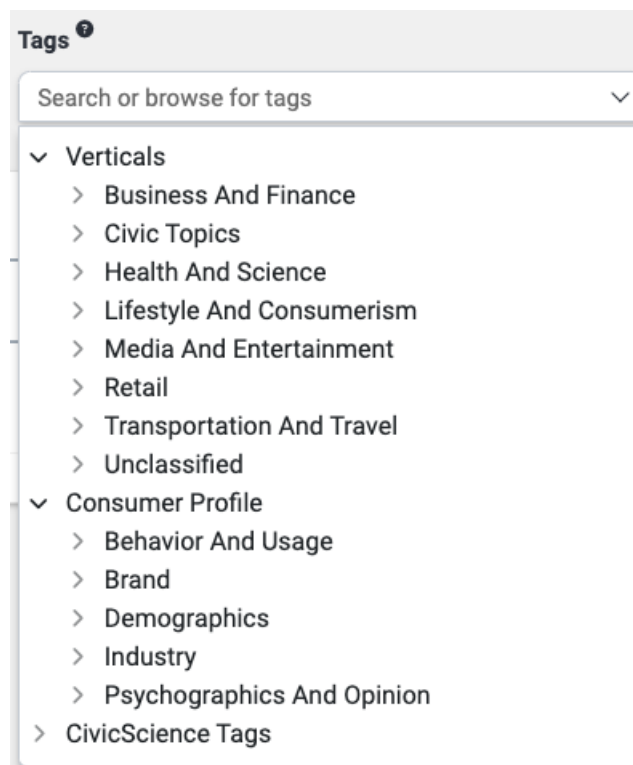


## Minimum responses

Setting the *Minimum responses* filter limits results to questions with at least the selected number of responses. If used with a date filter, it will show only those questions with at least the selected number of responses within the given date range.

## Tags

[Taxonomy](#) is shown first, followed by the CivicScience [tags](#). Selecting multiple taxonomy or tag filters doesn't narrow your search. The system assumes you mean, for instance, *tag1 OR tag2* when you choose more than one tag, so the search is expanded.





# Video: searching for questions

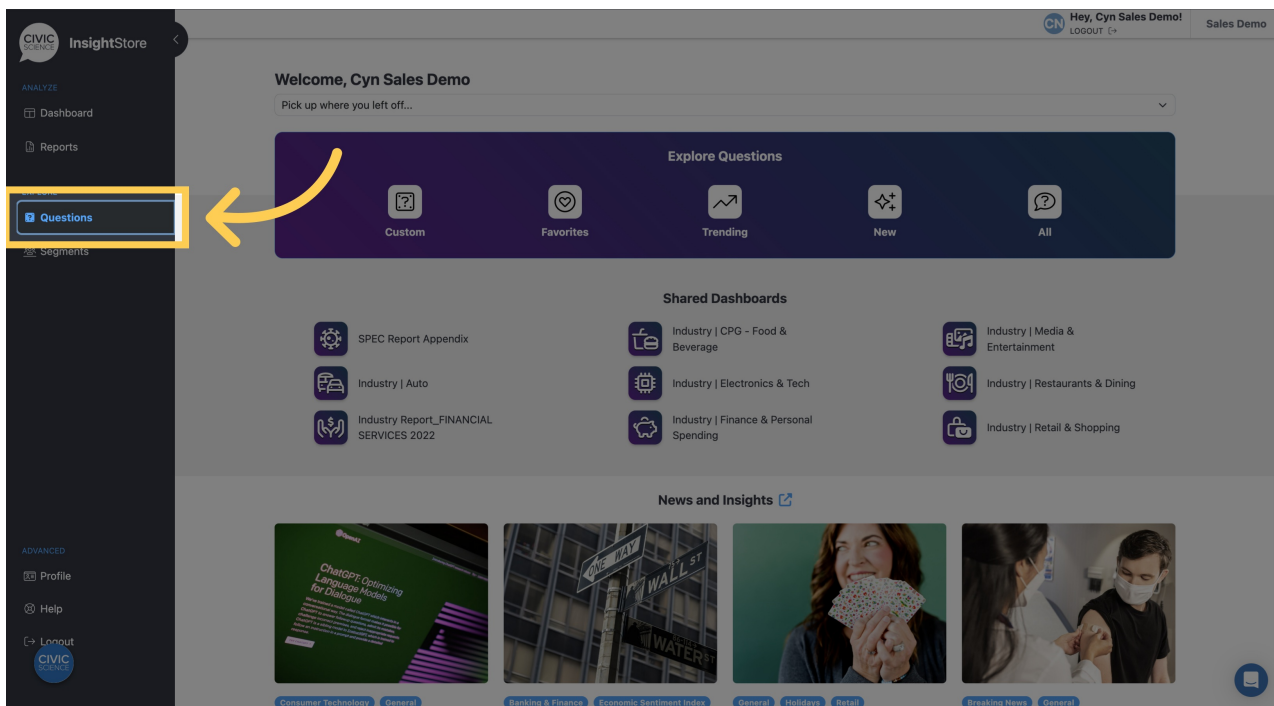
01/31/2024 1:21 pm EST

This guide will walk you through the process of searching for questions in the Civicscience InsightStore. You will learn how to navigate the application, enter search terms, apply filters, and add a list of questions to your dashboard.

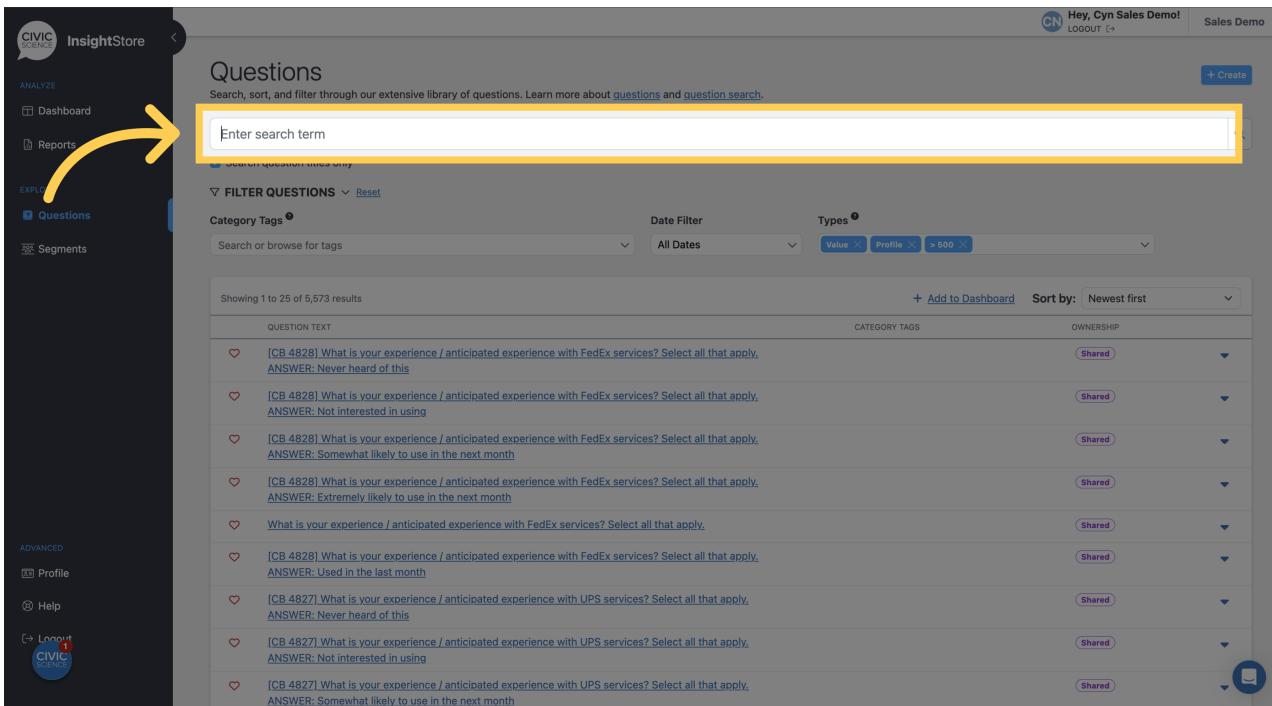
Your browser does not support HTML5 video.

[Go to insightstore.civicscience.com](https://insightstore.civicscience.com)

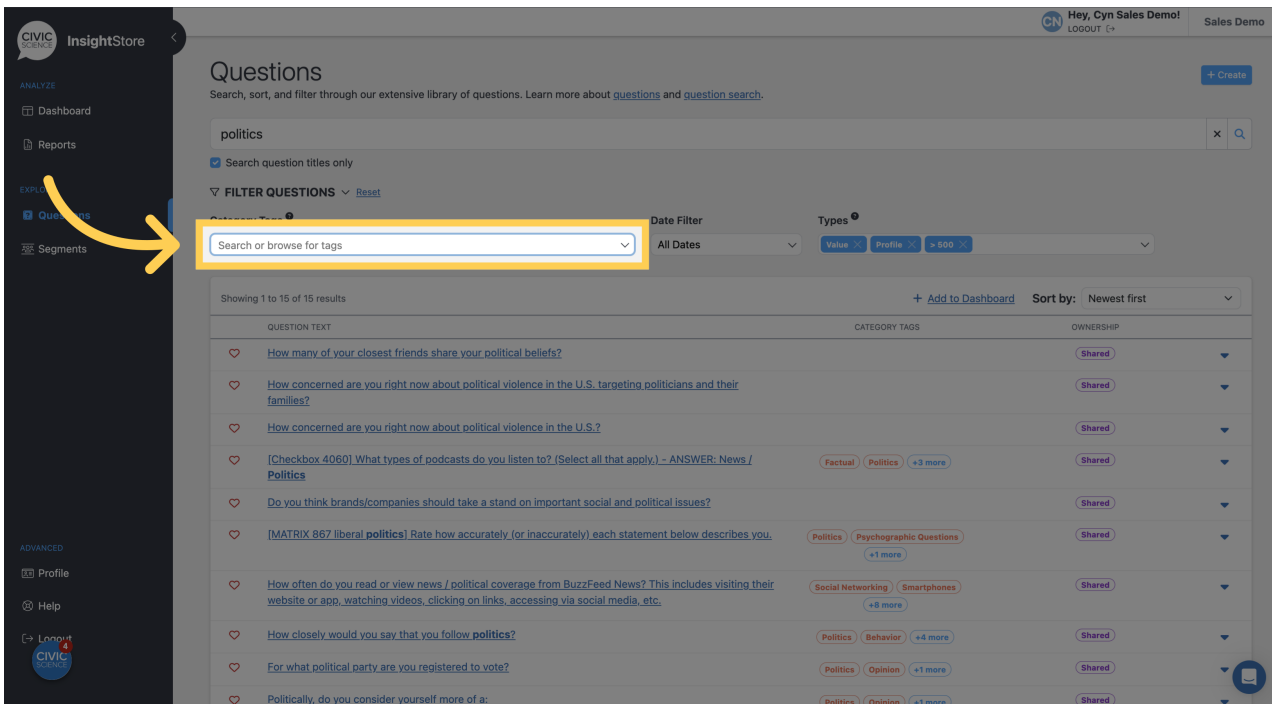
1. From the landing page, click *Questions* in the left navigation pane.



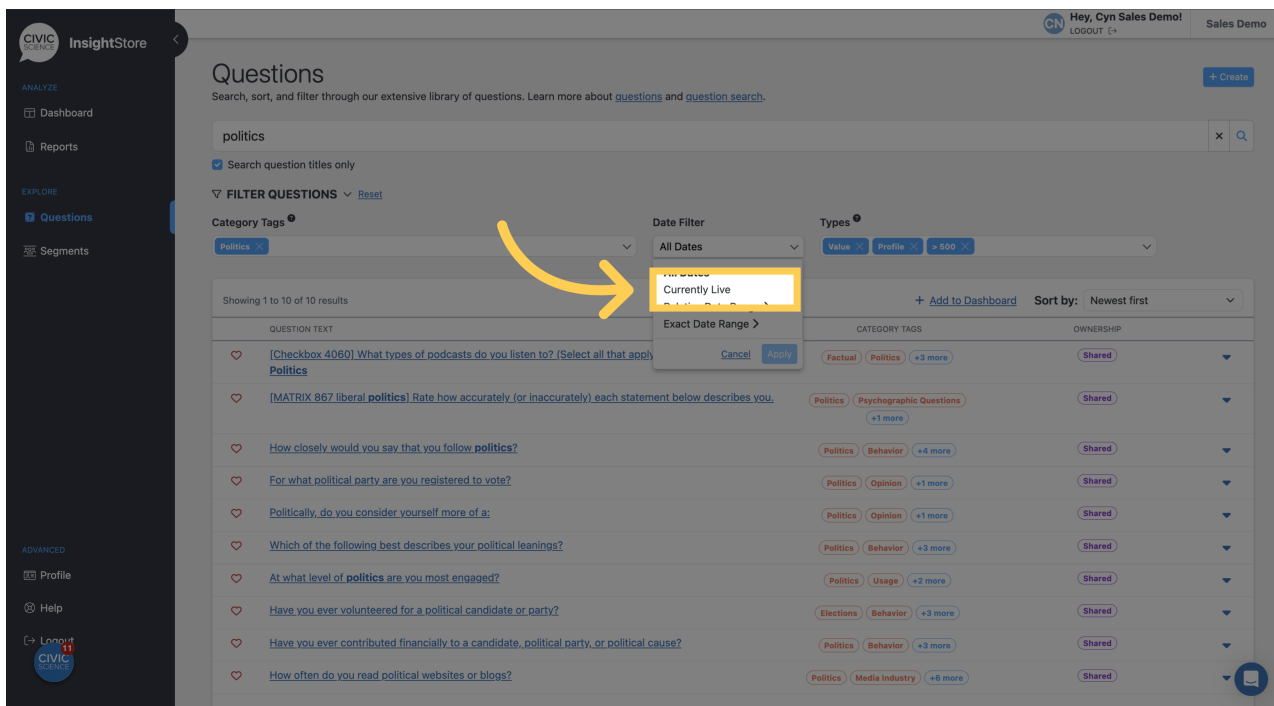
2. Enter a question ID or search criteria.



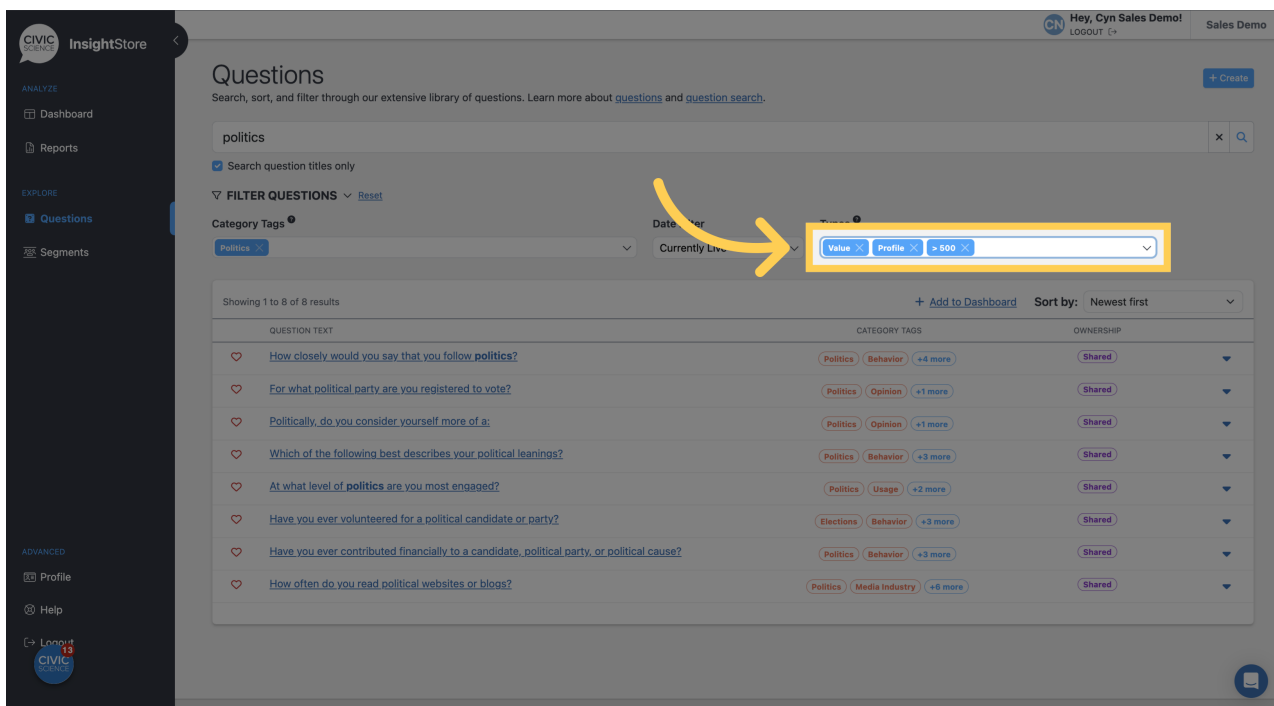
3. Go to the *Category Tags* field and select any desired tags from the dropdown menu. Choosing more than one tag broadens your search, as a Boolean "OR" is assumed.



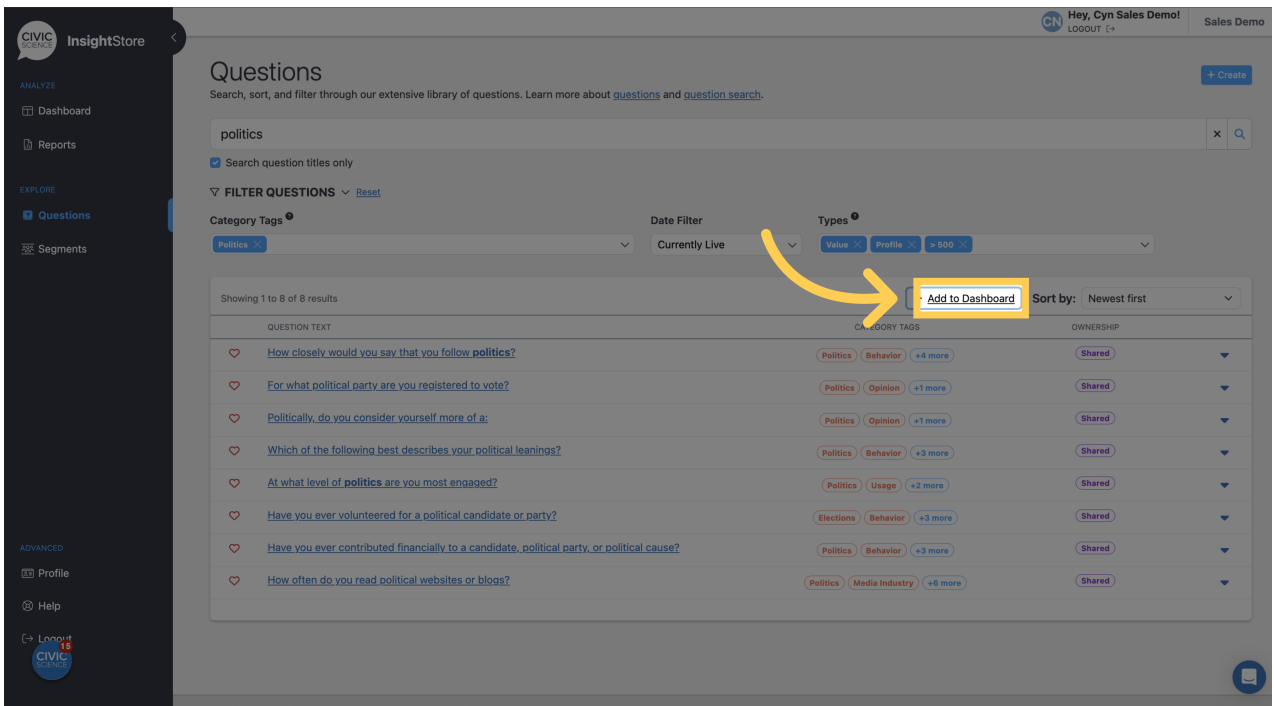
4. Go to the *Date Filter* field and select any date filters or the *Currently Live* option



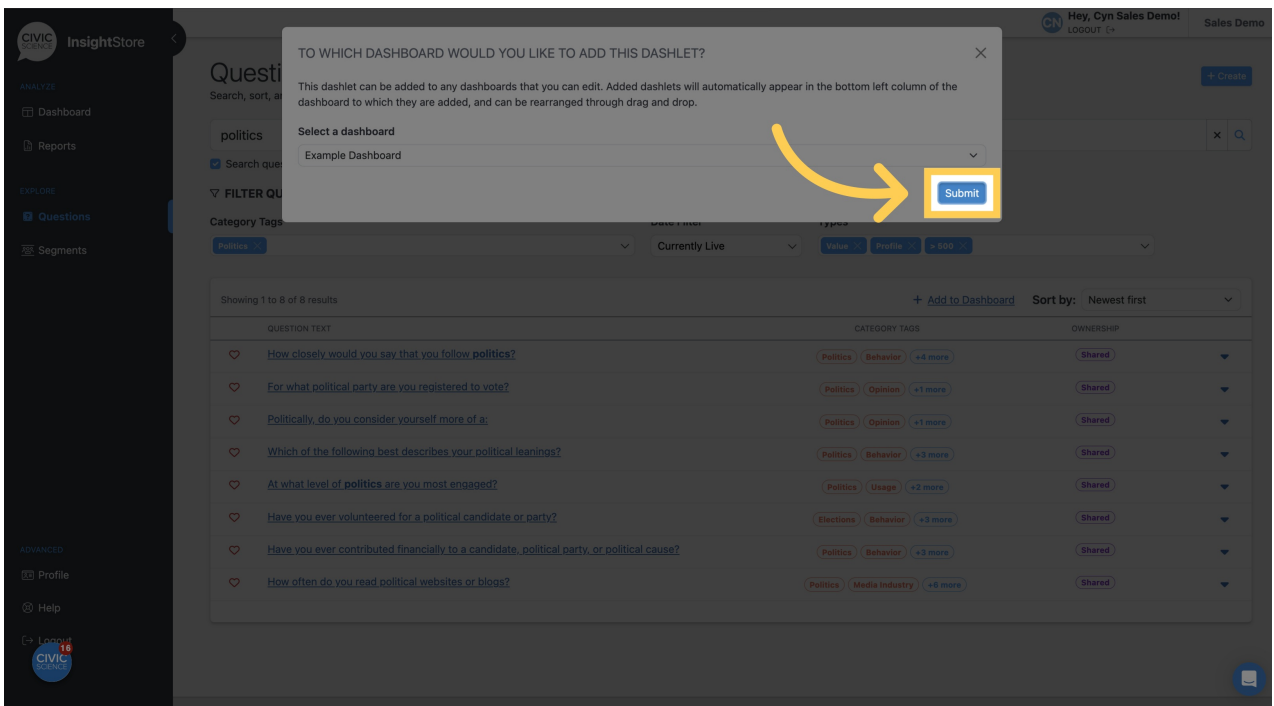
5. Go to the **Types** field and select any desired filters. It defaults to value and profile questions with more than 500 responses.



6. If you want to add the resulting list of questions to a dashboard, click **Add to Dashboard**.



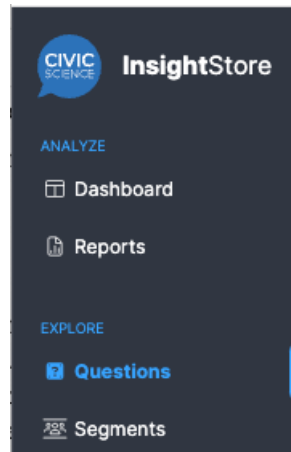
7. Select the desired dashboard from the dropdown menu and click *Submit*.



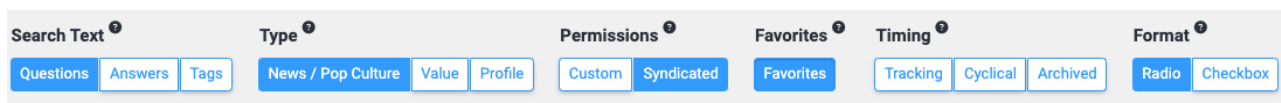
# Searching for research questions

01/31/2024 1:21 pm EST

To search for research questions, first, go to the questions page by using the *Questions* link in the left navigation bar.



Expand the filters and go to the *Types* filters, selecting the *Value* and *Profile* classifications. If you only want to see research questions from your organization, select *Custom* under *Sharing Permissions*, too.



Before filtering the list, there were 149,276 results in the question list. After filtering them as shown above, there were 2,399 results. (Those numbers will be different in your account, of course.)

---

# Filtering the questions list

09/16/2024 9:15 am EDT

The question search page provides several ways to filter the list of questions to make it easier to find the desired question among the thousands in the CivicScience question library. When a filter is applied, the question list changes to show only the questions that match that filter.

Most filters are cumulative, so when more than one filter is selected, all the selected filters are applied. If the filtering results in no questions being shown, the question list will display a warning message.

The screenshot shows a filter interface with the following sections:

- FILTER** (with a dropdown arrow) and a **Reset** link.
- Search Text**: Buttons for **Questions**, **Answers**, and **Tags**.
- Type**: Buttons for **News / Pop Culture**, **Value**, and **Profile**.
- Permissions**: Buttons for **Custom** and **Syndicated**.
- Favorites**: Button for **Favorites**.
- Timing**: Buttons for **Tracking**, **Cyclical**, and **Archived**.
- Format**: Buttons for **Radio** and **Checkbox**.
- Collection Date**: A dropdown menu currently showing **All Dates**.
- Min. Responses**: A slider and an input field showing **0**.
- Tags**: A search input field with the text **Search or browse for ta** and a dropdown arrow.

*Search Text* allows you to select which information you want to search: *Questions*, *Answers*, or *Tags*. The *Type* filter allows users to choose *News/Pop Culture*, *Value*, or *Profile* questions. The *Permissions* filter enables users to select *Custom* or *Syndicated* questions. Choosing *Favorites* will limit the results to questions you've marked as *favorites*. *Timing* refers to syndicated questions that are *Tracking* (always collecting responses), *Cyclical* (seasonal), or *Archived* (no longer collecting responses). The *Format* filter allows the selection of *radio* or *checkbox* questions. The *Min. Responses* filter allows the user to restrict results to questions with more than the specified number of responses.

Under the *Collection Date* filter, there are several choices. *All Dates* is the default, which means there are no restrictions on the dates of the questions you see. *Currently Live* will show questions that are collecting responses now.

The screenshot shows the **Collection Date** dropdown menu with the following options:

- All Dates** (selected)
- All Dates**
- Currently Live**
- Relative Date Range >**
- Exact Date Range >**

At the bottom of the menu are **Cancel** and **Apply** buttons.

*Relative Date Range* provides two fields. Choose a period length of any number of *Days*, *Weeks*, *Months*, *Quarters*, or *Years*. Then, give a relative starting date using *Days*, *Weeks*, *Months*, *Quarters*, or *Years*.

The screenshot shows a dialog box with two columns: 'Date Filter' and 'Types'. Under 'Date Filter', there is a dropdown menu currently set to 'All Dates'. Below it, a list of options is shown: 'All Dates', 'Currently Live', 'Relative Date Range >' (which is bolded), and 'Exact Date Range >'. Under 'Types', there is a dropdown menu set to 'All Types'. To the right of the 'Date Filter' column, there are two sections: 'Period length' with an input field and a 'Days' dropdown, and 'Starting on a relative date' with another input field and a 'Days' dropdown. At the bottom right, there are 'Cancel' and 'Apply' buttons.

*Exact Date Range* asks the user to select precise *Start* and *End* dates.

This screenshot shows the same dialog box as above, but with 'Exact Date Range >' selected and bolded in the 'Date Filter' list. The 'Types' dropdown remains 'All Types'. The 'Period length' and 'Starting on a relative date' sections are no longer visible. Instead, there are two sections: 'Start' with a 'Select a date...' input field and a calendar icon, and 'End' with another 'Select a date...' input field and a calendar icon. The 'Cancel' and 'Apply' buttons are still present at the bottom right.

Please note that date ranges refer to the dates on which the questions were launched, not the dates on which responses were collected. In most cases, questions will have responses on the same day they are launched, but depending on prioritization or other factors, sometimes questions don't have responses immediately.

## Tags Filter

The tags filter allows users to select any taxonomy category or tag applied to the questions in the list or any tag that includes the search term entered in the search tags field. If you choose multiple items, the system assumes a Boolean OR and returns results containing either tag, broadening the search. Please see the [taxonomy](#) article for further details on our categories.

## Tags <sup>?</sup>

Search or browse for tags

- ✓ Verticals
  - > Business And Finance
  - > Civic Topics
  - > Health And Science
  - > Lifestyle And Consumerism
  - > Media And Entertainment
  - > Retail
  - > Transportation And Travel
  - > Unclassified
- ✓ Consumer Profile
  - > Behavior And Usage
  - > Brand
  - > Demographics
  - > Industry
  - > Psychographics And Opinion
- > CivicScience Tags

# Sorting the question list

01/31/2024 1:18 pm EST

The question list can be sorted into nine different orders:

- *Question Text (a-z)*
- *Question Text (z-a)*
- *Most recently updated first*
- *Least recently updated first*
- *Newest first*
- *Oldest first*
- *Most responses*
- *Least responses*
- *Relevance*

The default sort order is *Newest first*.

Please select...

- Question Text (a-z)
- Question Text (z-a)
- Most recently updated first
- Least recently updated first
- ✓ Newest first
- Oldest first
- Most responses
- Least responses
- Relevance

# Question IDs

09/23/2025 3:11 pm EDT



The following information is valid only for radio questions.

Making a note of a radio question's ID (QID) will make it easier to search for that question again in the InsightStore.

When you are viewing a radio question's details page in the InsightStore, the easiest way to locate the QID is in the page's URL. The QID is the only number in the URL.

In this example, the QID is 83303. It is outlined in orange.

<https://insightstore.civicscience.com/questions/83303/results/time-view>

In this URL, the QID would be 374603.

<https://insightstore.civicscience.com/questions/374603/results/profile>

When you have a radio question's QID, you can use it to search for the question. You can also jump directly to that question by altering the QID in another question's URL to the QID of the question you want to see, as I've done below.

<https://insightstore.civicscience.com/questions/83303/results/profile>

---

# Question formats

05/08/2026 8:49 am EDT

The CivicScience platform supports five question formats, one of which has two subtypes.

- Radio
    - Select
    - Emoji
  - Checkbox
  - Matrix
  - Star
  - Text
-

# Radio questions

10/07/2025 1:26 pm EDT

## Questions

Most questions are in the radio format, also called single-select. They have radio buttons, and only one answer may be selected.

**How much do you like Lexus cars?** ⋮

Never heard of them

I love them

I like them

I don't really have a strong opinion

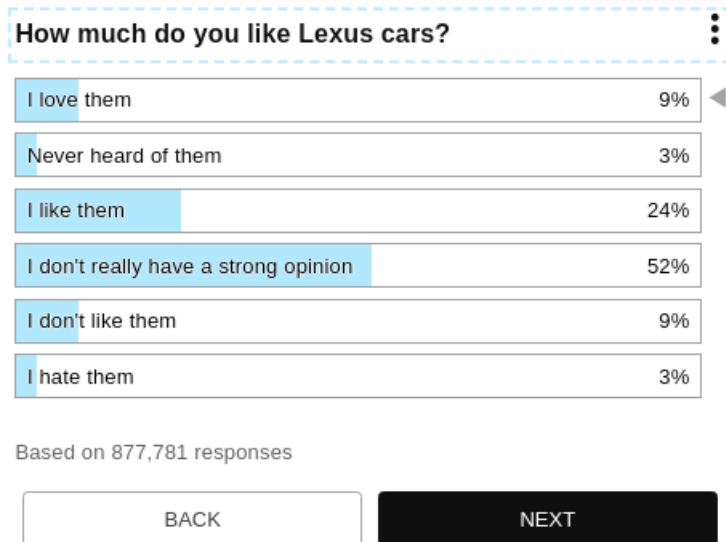
I don't like them

I hate them

NEXT

## Responses

Responses are shown like this:



## Select

Select questions are a subtype of the radio format. They display the question using the browser's built-in dropdown menu. Responses are shown as above.

How much do you like Nike clothing?

Please select your answer

## Emoji

This subtype question only supports single-character emojis in its option text field, and those emojis are shown without text in a large size, as shown in the example below. Responses are as shown above.

Do you like emoji?



Good examples of emoji question usage are thumbs up/thumbs down or a combination of emoji faces, such as smiley, indifferent, and frown.

## Creation

If you are an [administrator](#) for one of our media partners, you can create most types of [radio](#) questions.

Please contact your account manager if you want to create an emoji question.

---

# Checkbox questions

10/10/2025 8:53 am EDT

## Questions

Checkbox questions are managed as groups of answer options. Each answer option is considered a radio question. Respondents may choose as many options as they like.

### Four Quick Questions

**Due to coronavirus (COVID-19) which of the following are you avoiding visiting? (Please select all that apply.)**

- Membership stores (e.g., Costco)
- Government offices (like the Dept. of Licensing)
- Going to a friend's house
- Wireless or other tech stores
- Restaurants
- Grocery stores
- None of the above

NEXT

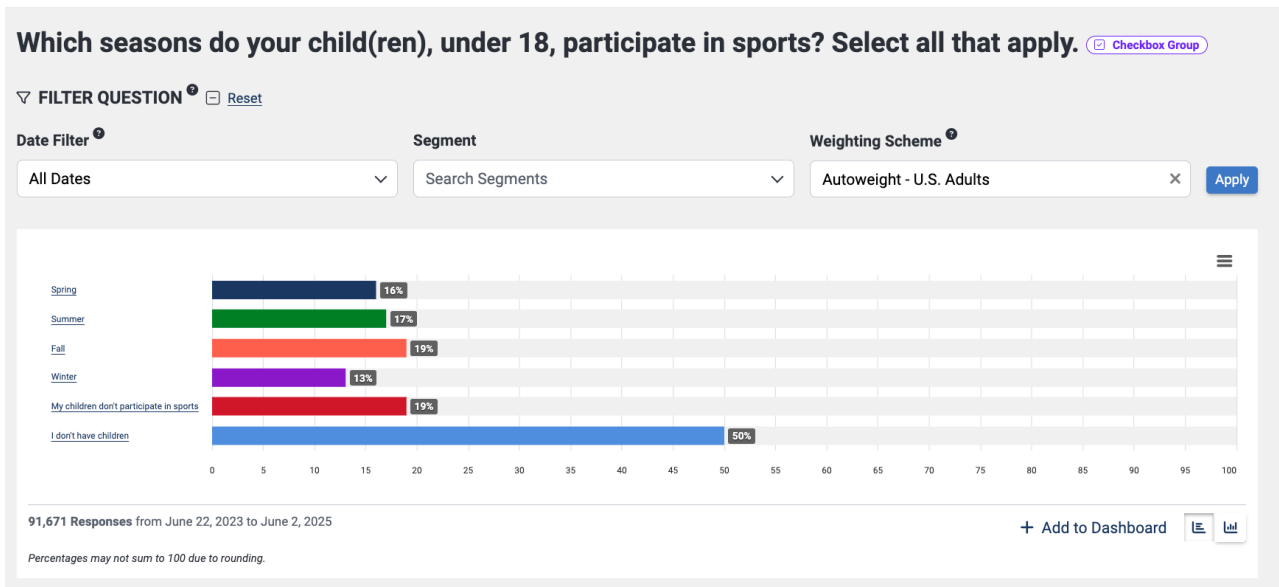
## Responses

Responses are shown like this:



## Question details

Here's the question details page for a checkbox question. When viewing the details, click on an individual answer to learn more about that option.



## Checkbox item page

Here's part of the page for the "Spring" answer option. If you click on the purple *Checkbox Item* label, it will take you back to the question details page for the checkbox group.



## Creation

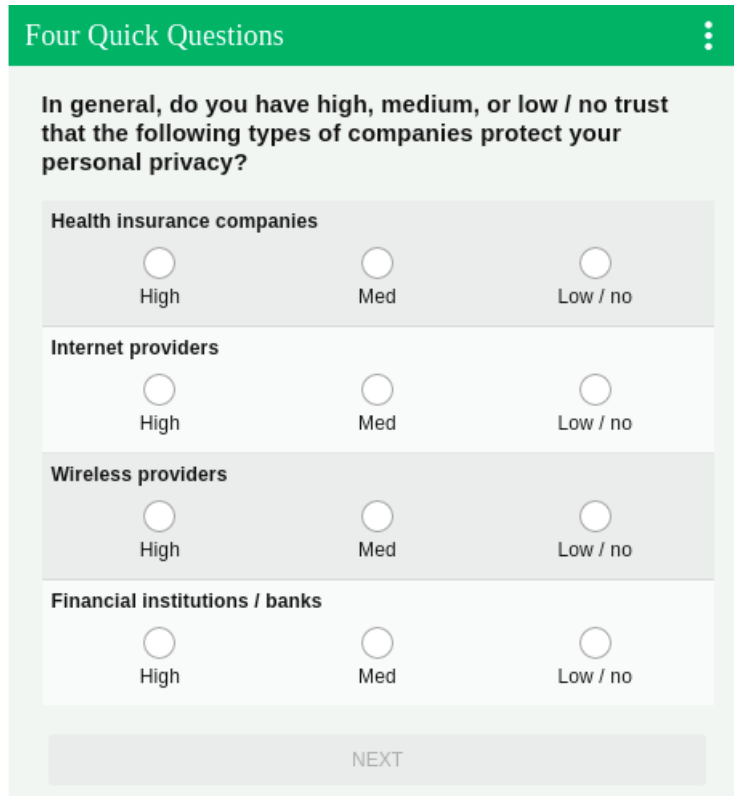
Please contact your account manager to request that checkbox questions be created.

# Matrix questions

04/16/2026 11:04 am EDT

## Questions

The matrix format presents multiple questions, each allowing a single answer.



**Four Quick Questions**

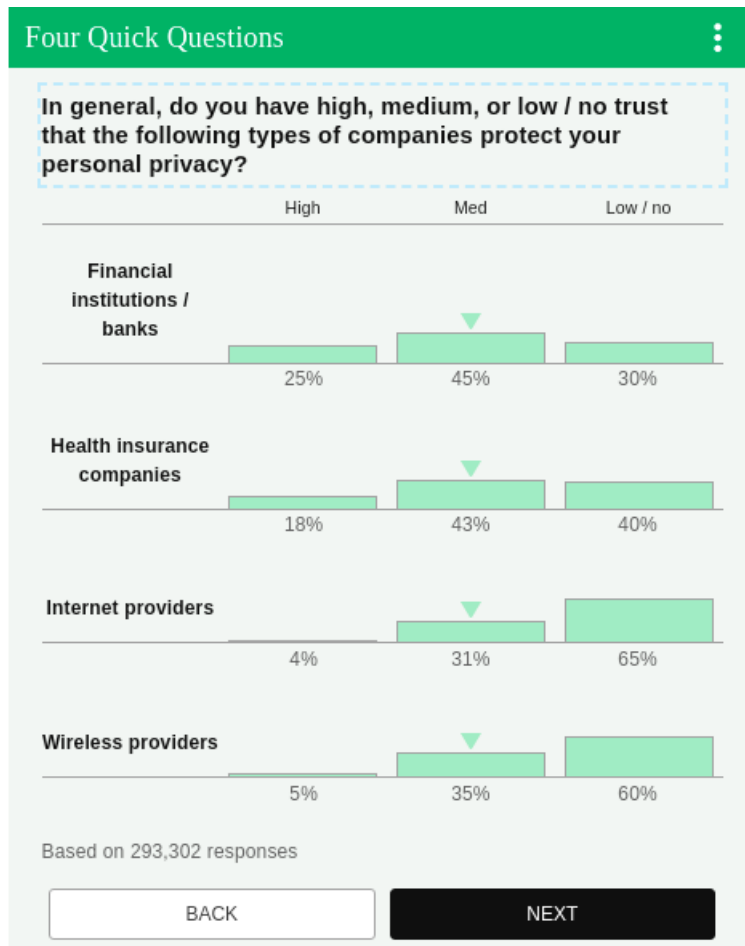
**In general, do you have high, medium, or low / no trust that the following types of companies protect your personal privacy?**

<b>Health insurance companies</b>	<input type="radio"/> High	<input type="radio"/> Med	<input type="radio"/> Low / no
<b>Internet providers</b>	<input type="radio"/> High	<input type="radio"/> Med	<input type="radio"/> Low / no
<b>Wireless providers</b>	<input type="radio"/> High	<input type="radio"/> Med	<input type="radio"/> Low / no
<b>Financial institutions / banks</b>	<input type="radio"/> High	<input type="radio"/> Med	<input type="radio"/> Low / no

NEXT

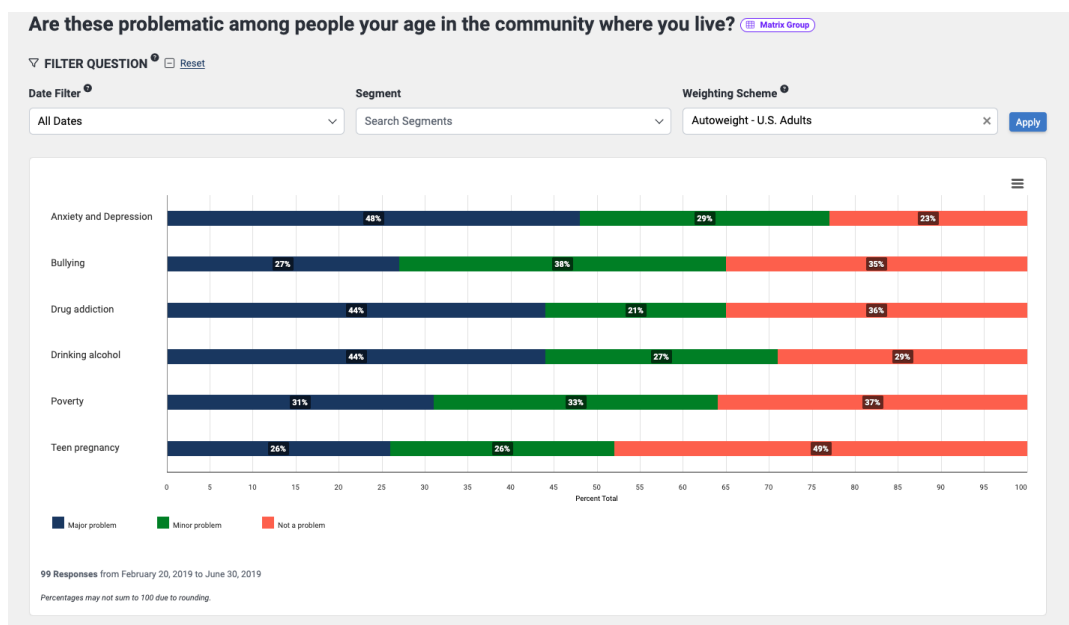
## Responses

Matrix question responses are displayed like this:



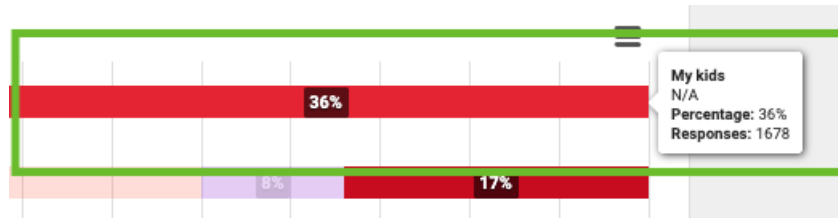
## Question details

The question details page for a matrix question shows the question as asked, followed by the date and segment filters as well as the weighting scheme selection field. The answer options are shown below, with responses displayed in a horizontal bar chart.

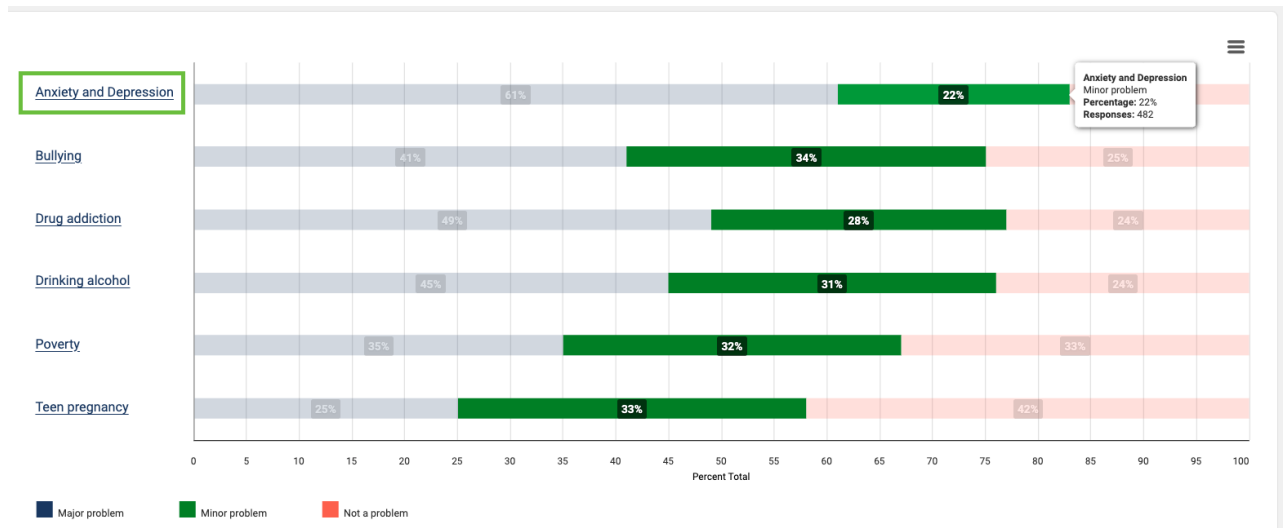


If you hover over a section of the chart, you will see the percentage of respondents who chose that

answer and the number of respondents.



Also, note that you can view the individual matrix row items by clicking the row title (the first one in this matrix group is outlined in green below). The link will take you to the matrix item's page.



## Matrix item page

The answer options for matrix questions are considered radio questions. You may see a radio question with the matrix item tag, indicating that it is an answer option for a matrix question.

To view the matrix group, click the purple Matrix Item tag label at the end of the header. We've added a blue arrow pointing to it in the image below.

# [MATRIX 252] Are these problematic among people your age in the community where you live? ROW: Anxiety and Depression

Clone

Matrix Item

FILTER QUESTION  Reset

Date Filter

All Dates

Segment

Search Segments

Target

Search Targets

Weighting Scheme

Search Weighting Schemes

Network

My Account

Apply

Display Options:

Ungrouped Results



61%

22%

17%

1,342

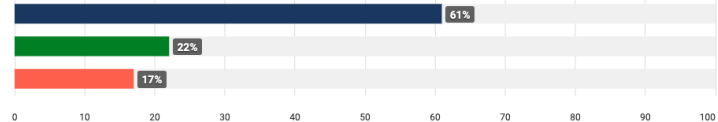
482

367

Major problem

Minor problem

Not a problem



0

10

20

30

40

50

60

70

80

90

100

Margin +/- 2.04%

2,191 Responses from February 20, 2019 to June 30, 2019

Percentages may not sum to 100 due to rounding.

+ Add to Dashboard



## Creation

Please contact your account manager to have matrix questions created.



Matrix questions are not displayed to respondents until they have answered 32 other questions.

# Star questions

03/26/2026 11:05 am EDT

Star questions are composite questions used to measure sentiment regarding a brand or other entity. Star questions appear to respondents as a single question containing several component questions. Each component question shares a common set of answer choices.

**How would you rate the following clothing retailers?** ⋮

**Old Navy**

Love Like Neutral Dislike Never heard of

**Hot Topic**

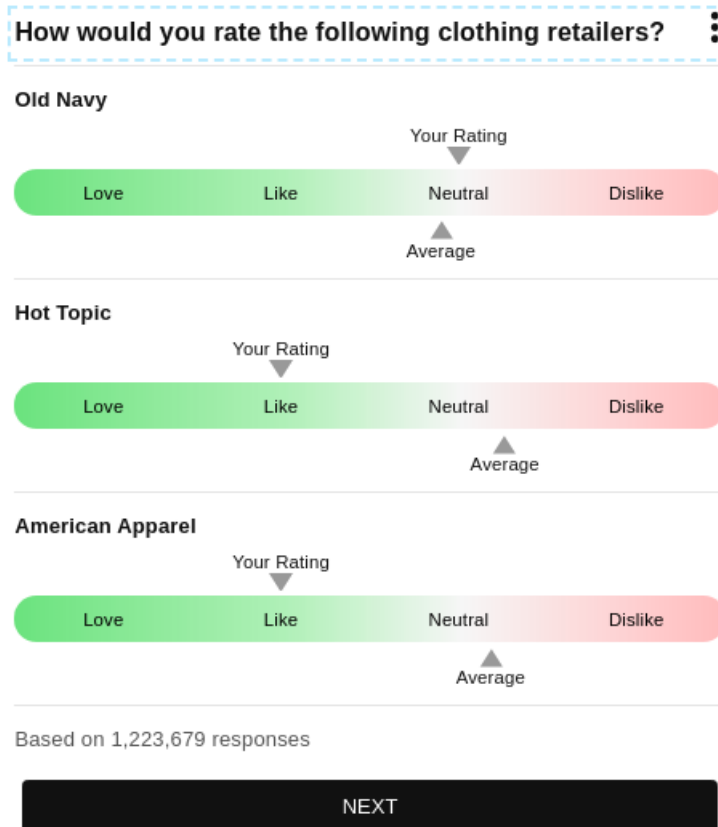
Love Like Neutral Dislike Never heard of

**American Apparel**

Love Like Neutral Dislike Never heard of

NEXT

The responses are displayed thus:



One of the key strengths of the star question format is that the respondent is only shown three answer options (component questions) at any one time. However, the star question can have many,

many component questions. Also, you can add new component questions to a star question over time. That is not true of any other composite question.



While there is no limit to the number of component questions that you can create for a star question, the system will show each component question less frequently as you add more component questions.

Star questions are not shown in the question search at this time, although their component questions are listed in search results.

There is no way to view the overall results of a star question as a group in the InsightStore at the moment. It is possible to pull the results from the database.



If you have sysadmin privileges, you can create a star question in account 11. If you want to experiment, please do it in the Dev/QA environment.

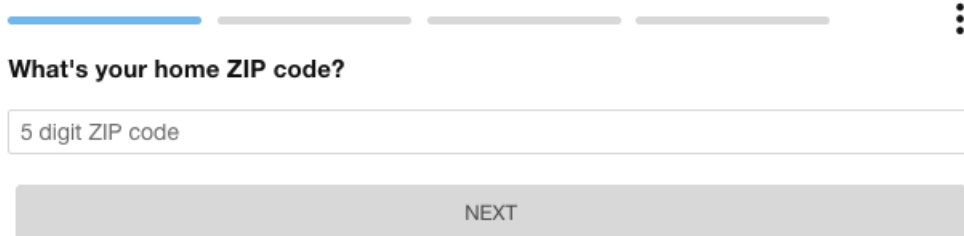
---

# Text questions

10/06/2025 12:16 pm EDT

This format provides a single text box with a validated entry.

We only have one text question. It asks for the respondent's zip code.



The image shows a survey question interface. At the top, there is a progress bar with four segments; the first segment is highlighted in blue. To the right of the progress bar is a vertical ellipsis menu icon. Below the progress bar is the question text: "What's your home ZIP code?". Underneath the question is a text input field containing the placeholder text "5 digit ZIP code". At the bottom of the form is a grey button labeled "NEXT".

# Composite and component questions

03/10/2026 9:07 am EDT

## Composite questions

Composite questions are those made up of more than one radio question. The following are all composite questions:

- [Checkbox questions](#)
- [Matrix questions](#)
- [Star questions](#)

## Component questions

Component questions are the individual [radio questions](#) that make up composite questions.

The checkbox question, "Which of the following forms of advertising most influence your purchases?" is a component question. If you search the InsightStore for "advertising" and your search filters include checkbox questions, you will find it in the results list.

Its answer options, such as "tv" and "Internet," are component questions. If you search for "advertising" and limit your results to radio questions, these, along with the checkbox question's other answers, will appear in the results list. That's because all component questions are radio questions.

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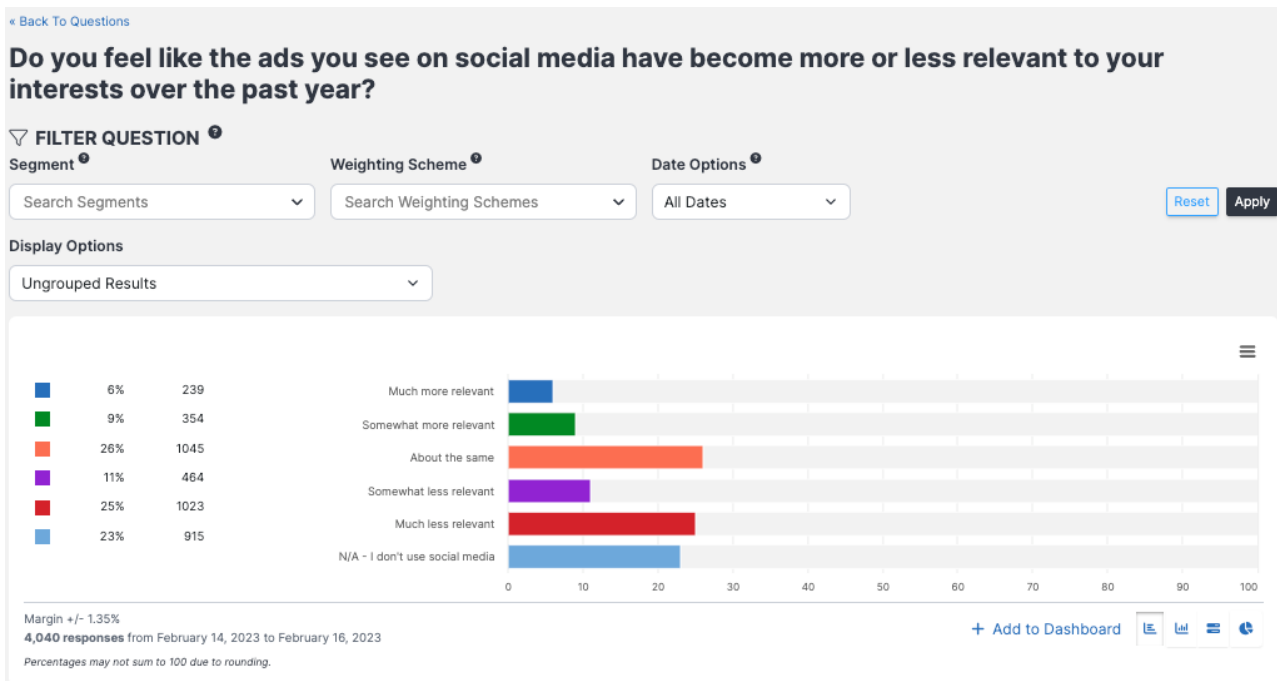
# Question details page

04/27/2026 8:57 am EDT

The questions list shows a lot of information about each question, but even more is available on the question details page.

The top section of the question details page shows the question results. The question results contain:

- The text of the question as asked
- Each of the possible answers
- The response counts
- A chart showing the share of each response.



Results are displayed as a horizontal bar chart by default, but you can use the buttons at the lower right to switch to a vertical bar or donut pie chart. The margin of error, number of responses, and date range during which those responses were gathered are shown in the lower left. If you wish to print or export the results, click the hamburger menu above the chart to the right. You can download the chart in PNG, JPEG, PDF, or SVG formats or download the data as a CSV or XLS file. You can also view the data table.

	Background Track Bar	Responses
Much more relevant	100	
Much more relevant		6
Somewhat more relevant	100	
Somewhat more relevant		9
About the same	100	
About the same		26
Somewhat less relevant	100	
Somewhat less relevant		11
Much less relevant	100	
Much less relevant		25
N/A - I don't use social media	100	
N/A - I don't use social media		23

Question Results in Percent

About midway down the page, you'll see headers labeled *Results* and *Settings*.

**Results**

---

**Profile**

---

TimeView

Compare

Insights

Segments

Geography

There are two or three sub-tabs on the question results page under results, depending on the question: [TimeView](#), [Compare](#), [Insights](#), [Segments](#), and [Geography](#).

Under Settings, we see [Basic Information](#), [Answer Groupings](#), and [Scores](#).

Results  Settings

---

**Basic Information**

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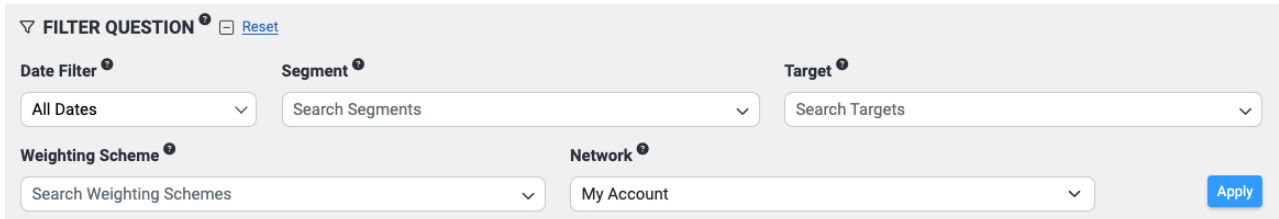
Answer Groupings

Scores

# Question details for media partners

01/31/2024 1:22 pm EST

If you're one of our media partners, most of what you see on the question details page is covered in [our other articles](#). You also see two special fields, though.



The screenshot shows a 'FILTER QUESTION' interface with a 'Reset' button. It contains several filter fields: 'Date Filter' (set to 'All Dates'), 'Segment' (with a search box 'Search Segments'), 'Target' (with a search box 'Search Targets'), 'Weighting Scheme' (with a search box 'Search Weighting Schemes'), and 'Network' (set to 'My Account'). An 'Apply' button is located at the bottom right of the filter section.

The first is the *Target* field. It lists all of your organization's targets, so you can filter responses to the question from each site.

The second is the *Network* field. Its listings will include every network in which you participate. The three menu items that are common to all media partners are:

- *My Account*, which shows the responses from all the sites (targets) in your organization/account
- *CivicScience Network*, which will display responses from all the sites on which the question has been asked
- *Benchmark Network* lists the responses from all CivicScience sites without your targets

# Video: Exploring the question details page

10/14/2024 12:12 pm EDT

This video explores the question details page in depth.

Your browser does not support HTML5 video.

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# Filtering and weighting question results

10/14/2024 12:12 pm EDT

On the question details page, you will see the *Filter Question* dropdowns.

◀ Back To Questions

**Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?**

▼ FILTER QUESTION ⓘ

Segment ⓘ      Weighting Scheme ⓘ      Date Options ⓘ

Search Segments      Search Weighting Schemes      All Dates

Reset      Apply

Display Options

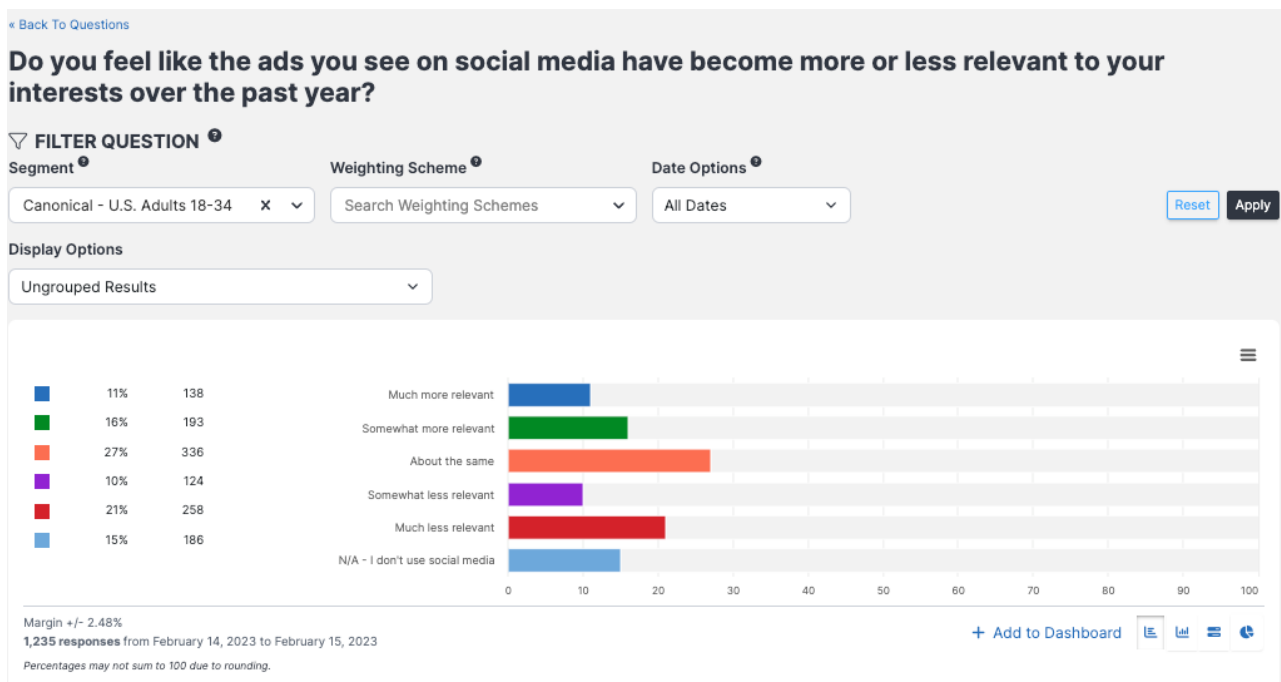
Ungrouped Results

Select the desired item from the dropdown to apply a filter, then click the *Apply* button on the right. The response counts, margin of error, and bar chart will all be updated. Any information in the sub-tabs will also reflect the filters and weighting scheme selected. To remove a filter, click the X to the right of the filter's name, then click the *Apply* button.

Segment ⓘ

Canonical - Gender - Male      x      ▼

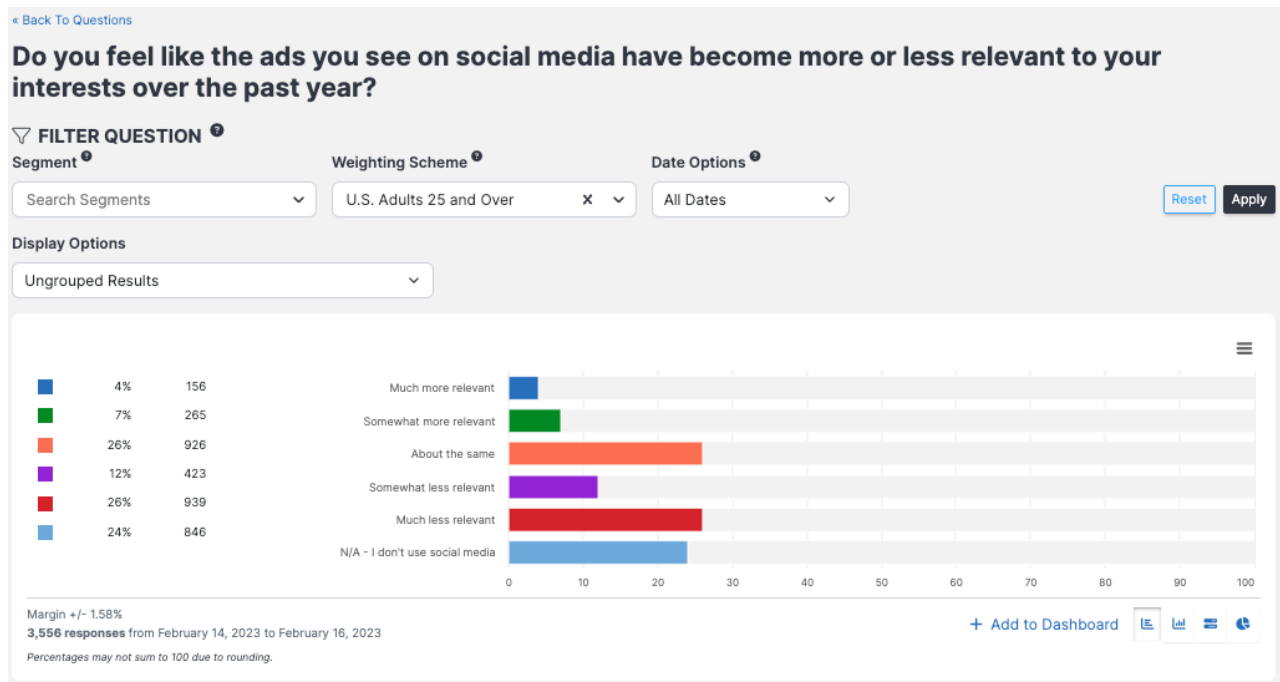
The first dropdown will apply a [segment](#) to the question. Filtering by segment lets you focus on the responses that fit your research needs. Here, I used the *Canonical - U.S. Adults 18-34* segment, which reduced the responses to the question from 4,040 to 1,235.



Weighting your data adjusts the results so that the underlying demographic composition of the respondents reflects that of a predefined weighting scheme.

Weighting schemes are defined to include the most-used census selections. If you want to add another weighting scheme to your account, please get in touch with your account manager.

Here, I've applied the *U.S. Adults 25 and Over* weighting scheme, which reduced the responses from 4,040 to 3,556.



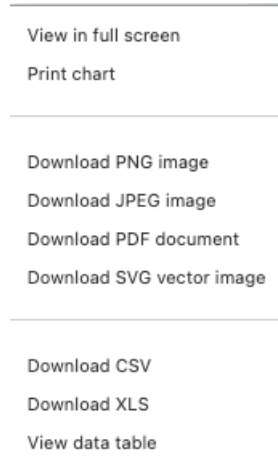
Filters are cumulative, so only responses that match all selected criteria will be included when multiple filters are selected.

CivicScience data is presented unfiltered and unweighted by default. We strongly recommend [weighting](#) all CivicScience data, particularly when using [syndicated](#) questions.

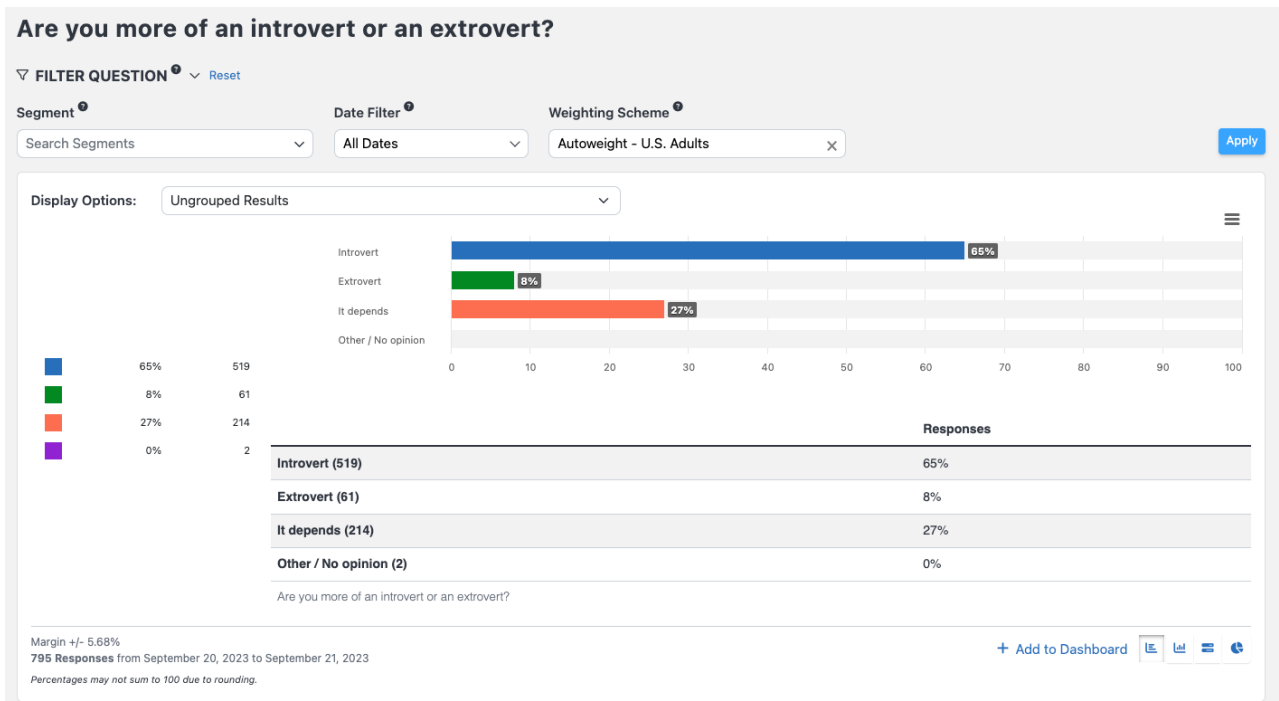
# Print, download, or export question details

01/31/2024 1:22 pm EST

To download or export a question's details, click on the hamburger menu at the upper right corner of the graph. The symbol looks like a stack of three lines. It will expand to show this menu.



From here, you can print the chart or download the chart as a PNG, JPEG, or SVG image or as a PDF document. You can also view the data table that shows the exact number of responses to each answer or download that data as a CSV or XLS file.



# Question profile

01/31/2024 1:23 pm EST

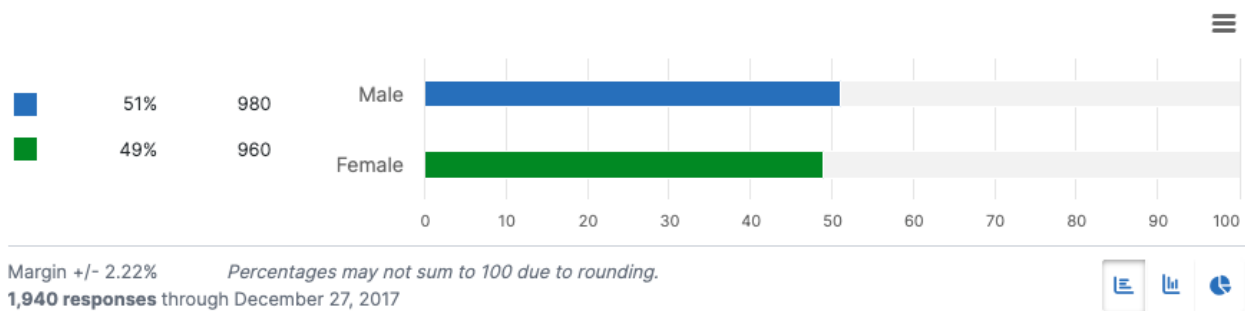
The Profile section shows the question's answers broken down into several categories:

- Gender
- Age
- Race
- Income
- Education
- Urbanicity
- Parental Status

To reach the profile, find the question you're interested in and click on its text to reach the question page. Go down the page to the Results heading and click on Profile.

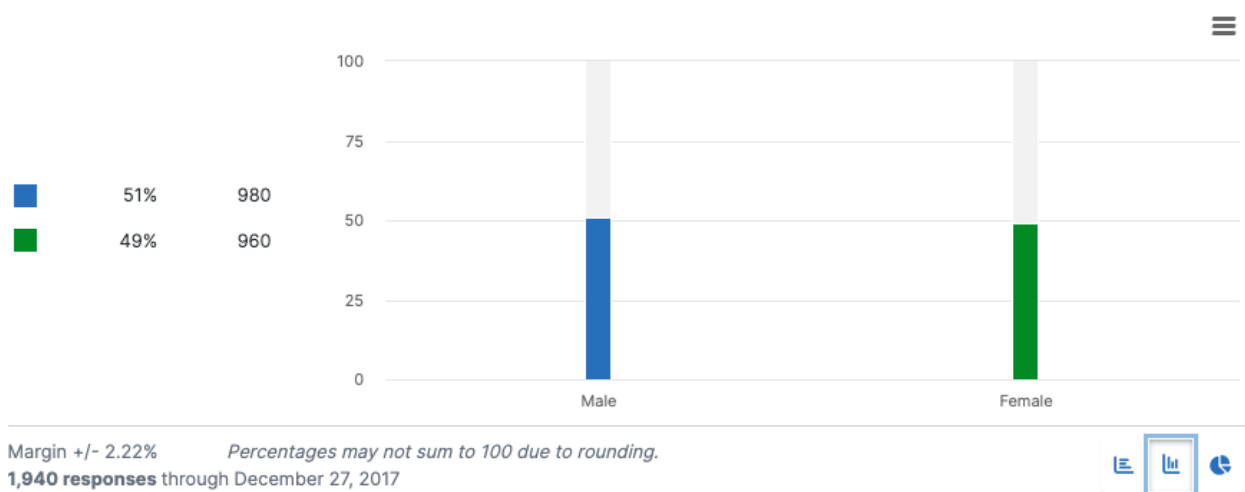
Under each demographic section, you will see a horizontal bar graph.

## GENDER



If you prefer other chart styles, you may use the three buttons at the lower right on each demographic section to switch the view to a vertical bar graph:

## GENDER



Or a pie chart:

# GENDER



- 51% 980 Male
- 49% 960 Female



Margin +/- 2.22% Percentages may not sum to 100 due to rounding.  
1,940 responses through December 27, 2017



The hamburger menu at the upper right may be used to access each chart's download/export options or switch to the data table view.

- View in full screen
- Print chart

---

- Download PNG image
- Download JPEG image
- Download PDF document
- Download SVG vector image

---

- Download CSV
- Download XLS
- View data table

# Timeview results

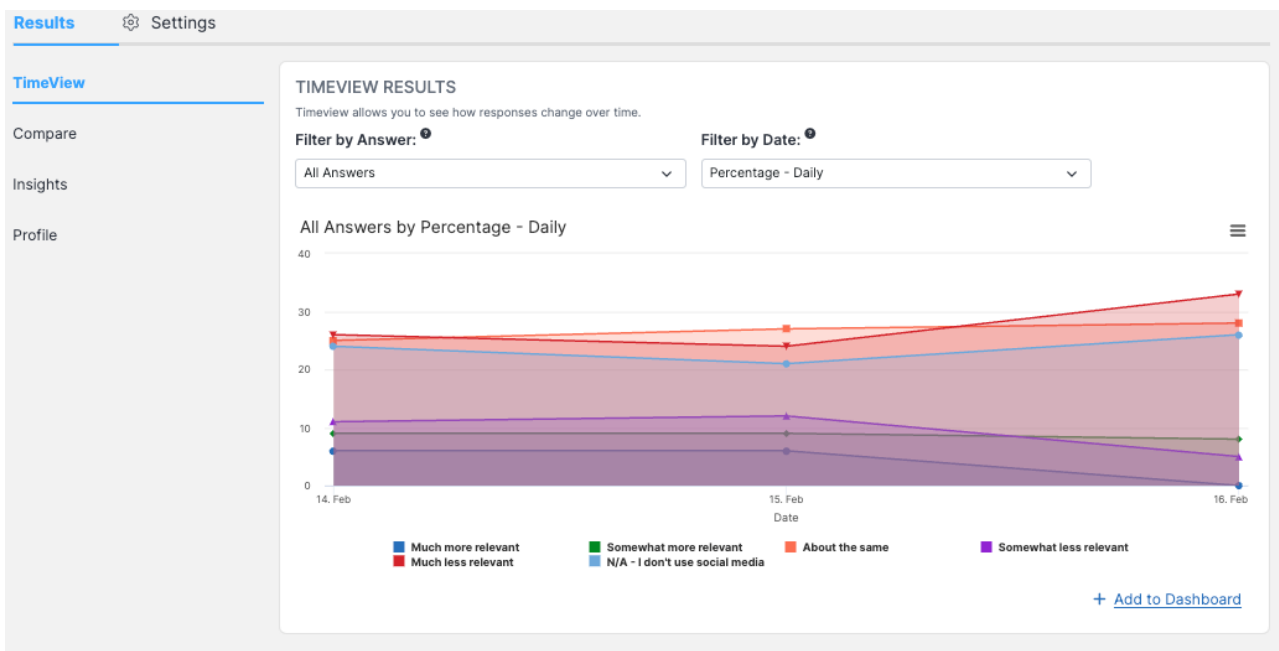
11/06/2024 1:55 pm EST

On the question page, the first option under *Results* is usually *Timeview Results*. It defaults to *All Answers* and *Count - Yearly*, which won't always have results.

The screenshot shows the 'Results' tab with 'Settings' next to it. On the left sidebar, 'TimeView' is selected. The main content area is titled 'TIMEVIEW RESULTS' and includes the text 'Timeview allows you to see how responses change over time.' Below this, there are two dropdown menus: 'Filter by Answer:' set to 'All Answers' and 'Filter by Date:' set to 'Count - Yearly (cannot be applied) (cannot be applied) (c)'. A blue banner with a warning icon and the text 'No Timeview Results' is displayed, with a sub-message: 'The selected time grain is not appropriate for the current date range.'

**Note:** If you do not see Timeview Results for a question, please contact your account manager about having them enabled.

For most questions, the *Count - Weekly*, *Count - Daily*, *Percentage - Weekly*, and *Percentage Daily* filters will have results (depending on how long the question was or has been live).



You can also *Filter by Answer*, selecting *All Answers* or any of that question's answer options. This particular question has six answer options.

Filter by Answer: ⓘ

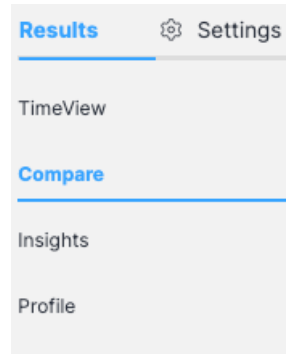
The screenshot shows a dropdown menu for 'Filter by Answer:'. The menu is open, showing six options: 'All Answers' (selected with a checkmark), 'Much more relevant', 'Somewhat more relevant', 'About the same', 'Somewhat less relevant', and 'Much less relevant'. Below these are two more options: 'N/A - I don't use social media'.

# Question compare

03/10/2026 9:24 am EDT

You can use question compare to see how the respondents to a question also answered any other question in our system. A chi-squared test is performed on each table to determine statistical significance, and cells with highlighted green or red percentage values indicate where the InsightStore has identified statistically meaningful differences.

















To access question compare, go to the question page. Under the results graph, you'll see *Results* and *Settings*. Click on *Results*, then *Compare*.



On the question compare screen, you can sort the list of questions by *Strength of Association*, *Newest First*, or *Most Responses First*. You may also search for questions with or without applying any filters. You can access the same filters as those used on the main list of questions.

To see how the respondents answered a question, click on the expanding caret to the right of the word *Action* column.

Showing 1 to 25 of 44 results Sort by: Strength of Association ▾

QUESTION TEXT	STRENGTH	ACTION
 <a href="#">How often do you share celebrity gossip / news via social media?</a>	T=0.285	 ▾
 <a href="#">[Matrix 1150] On average, how much time do you spend with social media (desktop or mobile) each day?</a>	T=0.28	 ▾
 <a href="#">How much does social media influence the clothing and accessories you buy?</a>	T=0.278	 ▾
 <a href="#">Do you limit your kids' screen time?</a>	T=0.263	 ▾
 <a href="#">How much does social media influence the personal electronics products you buy?</a>	T=0.26	 ▾
 <a href="#">On an average day, how much time do you spend in total on social media sites and apps?</a>	T=0.254	 ▾
 <a href="#">How often do you use the social media site/app Facebook?</a>	T=0.252	 ▾
 <a href="#">How often do you share entertainment news via social media?</a>	T=0.25	 ▾

## Display modes

You may display the comparison as a *Compare Table* or a *Stacked Bar Chart*.

**Note:** Switching from one Display Mode to another can take several seconds. Please be patient.

## Understanding the compare table display mode

Here's an example of a *Compare Table*:

**THIS QUESTION IS BEING COMPARED WITH:HOW OFTEN DO YOU SHARE CELEBRITY GOSSIP / NEWS VIA SOCIAL MEDIA?**

[Change question](#)

**Display Mode**

Compare Table

How often do you share celebrity gossip / news via social media?						
Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?	Every day	Frequently	Occasionally	Rarely	Never	Row Total
<b>Much more relevant</b>	1	4	8	10	27	50
Row %	2%	8%	16%	20%	54%	
Column %	5%	14%	6%	3%	2%	2%
<b>Somewhat more relevant</b>	2	7	11	30	49	99
Row %	2%	7%	11%	30%	49%	
Column %	9%	25%	8%	8%	3%	5%
<b>About the same</b>	8	4	37	118	326	493
Row %	2%	1%	8%	24%	66%	
Column %	36%	14%	28%	30%	22%	24%
<b>Somewhat less relevant</b>	4	3	21	67	161	256
Row %	2%	1%	8%	26%	63%	
Column %	18%	11%	16%	17%	11%	13%
<b>Much less relevant</b>	5	6	29	110	383	533
Row %	1%	1%	5%	21%	72%	
Column %	23%	21%	22%	28%	26%	26%
<b>N/A - I don't use social media</b>	2	4	25	54	507	592
Row %	0%	1%	4%	9%	86%	
Column %	9%	14%	19%	14%	35%	29%
<b>Column Total</b>	22	28	131	389	1453	2023
Column %	1%	1%	6%	19%	72%	

Row %  Col %  % from Expected



The compare table display mode shows a table that contains the first question answer options listed in rows and the second question answer options in columns.

Each row and column will have the total number of respondents, as well as the percentage share of those respondents. Each cell in the table will include the share of respondents in that row and that column. If the number of respondents is substantially different than expected in that cell or the questions are not correlated, the system will include green or red indicators of those differences.

Below the table, use checkboxes to control which information to show in the table. There are checkboxes for the *Row %*, *Column %*, and *% from Expected*.

## Flip axes

If you want to exchange the values on the x and y axes, use the button at the lower left corner of the compare table.

Row %  Col %  % from Expected



I used the flip axes button, and now I see this *Compare Table*:

**THIS QUESTION IS BEING COMPARED WITH: DO YOU FEEL LIKE THE ADS YOU SEE ON SOCIAL MEDIA HAVE BECOME MORE OR LESS RELEVANT TO YOUR INTERESTS OVER THE PAST YEAR?**

[Change question](#)

**Display Mode**

Compare Table

Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?							
How often do you share celebrity gossip / news via social media?	Much more relevant	Somewhat more relevant	About the same	Somewhat less relevant	Much less relevant	N/A - I don't use social media	Row Total
<b>Every day</b>	1	2	8	4	5	2	22
Row %	5%	9%	36%	18%	23%	9%	
Column %	2%	2%	2%	2%	1%	0%	1%
<b>Frequently</b>	4	7	4	3	6	4	28
Row %	14%	25%	14%	11%	21%	14%	
Column %	8%	7%	1%	1%	1%	1%	1%
<b>Occasionally</b>	8	11	37	21	29	25	131
Row %	6%	8%	28%	16%	22%	19%	
Column %	16%	11%	8%	8%	5%	4%	6%
<b>Rarely</b>	10	30	118	67	110	54	389
Row %	3%	8%	30%	17%	28%	14%	
Column %	20%	30%	24%	26%	21%	9%	19%
<b>Never</b>	27	49	326	161	383	507	1453
Row %	2%	3%	22%	11%	26%	35%	
Column %	54%	49%	66%	63%	72%	86%	72%
<b>Column Total</b>	50	99	493	256	533	592	2023
Column %	2%	5%	24%	13%	26%	29%	

Row %  Col %  % from Expected

## Understanding the stacked bar chart display mode

The *Stacked Bar Chart Display Mode* shows a diagram that contains a stacked chart for each of the answers to the first question, with each stacked chart containing the answers to the second question. There's a color key below the graph for the second question's answers.

**THIS QUESTION IS BEING COMPARED WITH: HOW OFTEN DO YOU USE THE SOCIAL MEDIA SITE/APP X (FORMERLY KNOWN AS TWITTER)?**

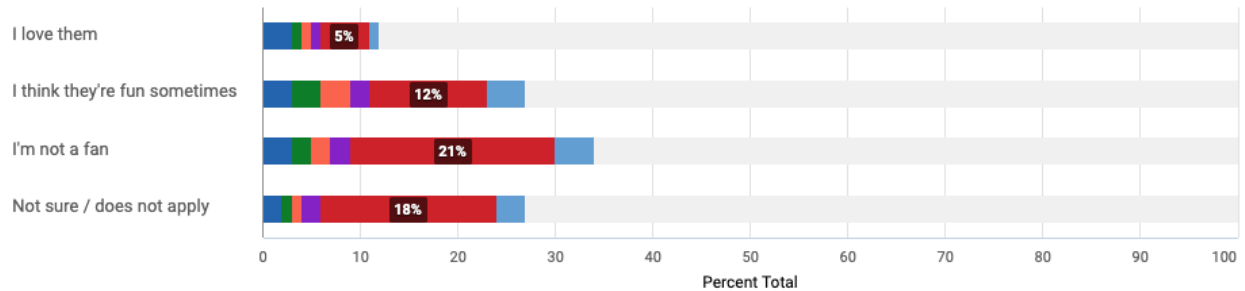
[Change question](#)

Display Mode

Stacked Bar Chart (% overall)

Secondary Grouping

Ungrouped Results



How often do you use the social media site/app X (formerly known as Twitter)?

- Daily
- Weekly
- Monthly
- Several times a year
- I've never used it
- I used to use it but don't anymore

3,123 Responses. Significance:  $X^2_{(df=15)}=270.990, p<0.001$ , High Strength of Association( $T=0.150$ )

[Add to Dashboard](#)

## Understanding the strength of association calculation

The InsightStore contains many questions. To aid with finding out which pairs of questions have a strong association, the system is constantly crawling the question library and measuring the strength of association between pairs of questions. The strength of association is measured in terms of Tschuprow's T coefficient (see statistical definition below).

Once the T is calculated, it will be shown in the search list of questions to provide a visual indication of questions that are likely to be of interest to researchers.

Since having a high strength of association provides a very significant cue for zooming in on interesting questions to compare against, the system provides a sort by unweighted strength of association option. That is the default search option.

The discovery of the strength of association takes into consideration the weighting scheme. Depending on your account configurations, the system will crawl for the strength of associations for various sets of weighting schemes.

Notice that sometimes, the system does not show a T coefficient. That happens when the system has not yet calculated the T between that pair of questions or when there are not enough answers in one

of the questions in the pair to allow for a calculation. Because of that, you should be aware that sometimes there are questions that may have a higher T coefficient than the ones that have been calculated.

CivicScience advises the following characterizations of various levels of the T statistic:

- $T < 0.05$ : Low strength of association
- $0.05 \leq T < 0.10$ : Medium strength of association
- $0.10 \leq T < 0.20$ : High strength of association

## Answer groupings

Question compare works well with [answer groupings](#). For the first question, you can pick an answer grouping on the top results pane. For the second question, if it contains answer groupings, the system will show a dropdown where you can select the answer grouping to show.

Once you make answer grouping selections, the system will update the whole comparison table immediately, including the chi-squared test and significance.

Using answer groupings in combination with question compare is very powerful. For instance, if a question has many possible answer options, the correlations may be challenging to see. Say a question has “I like it” and “I love it” answer options. The comparison table may not show that they are statistically significant when examined independently. But if you group them in an answer group, they may be statistically significant.

## Scores

Question compare also works well with [scores](#). You can only select a score for the first question, though. You do so by choosing a score on the display options of the top results pane. You can select answer groupings for the second question, though, if it has any answer groupings configured.

Once you select a score, the system will update the whole comparison table immediately. There will be only one line in the table showing the score for each possible answer option (or answer grouping) of the second question.

## Statistical terms used in question compare

- Chi-square: The chi-squared value results from Pearson’s chi-squared test of independence, which evaluates whether a relationship exists between how the respondents answered each question.
- P-value: The p-value corresponds to the chi-squared value and represents the probability of no relationship between how respondents have answered each question. The lower the p-value, the more confident we can be that such a relationship exists. Results shown to be statistically significant have been adjusted according to the Benjamini-Hochberg false discovery rate procedure.
- Tschuprow’s T: Tschuprow’s (sometimes spelled *Chuprov’s*) T is a measure of the strength of the relationship between how the respondents answered each question. Its value ranges from 0 to 1 -- the higher the value for Tschuprow’s T, the stronger the relationship between how the respondents answered each question.

## See also

- [Filtering and weighting question results](#)
  - [Answer groupings](#)
  - [Scores](#)
-

# Question insights

01/03/2025 10:28 am EST

Question insights are differences in traits, attitudes, and behaviors associated with the answers to your question. Insights are ranked by strength, a measure that combines the effect size and confidence level of the association.

Question insights are a quick way to discover how different respondents answered a question. When insights are calculated, the InsightStore automatically looks for statistically meaningful differences in how pre-selected segments of respondents answered the question and presents these differences to the user. Automatically calculating and summarizing this for the user makes finding relevant information about the question much easier and quicker.

Insights calculation considers the question filters, answer groupings, and weighting schemes applied when the insights are calculated.

Calculating insights is a computationally intensive task, so it is performed asynchronously.

## Insights the InsightStore discovers

The InsightStore compares respondents to each question with respondents to other questions for a set of traits, attitudes, and behaviors.

It is essential to note that even though the system seeks many insights, it will only report on those discovered when the comparison yields a significant difference. If a question has few responses or if the respondents for each option don't respond differently to the traits, fewer (or no) insights will be discovered.

For instance, consider the question, *What is your favorite color?* The answers are *Blue*, *Red*, and *Yellow*. The system will look for how people who responded blue differ from those who responded not blue (i.e., red or yellow). It will also do the same for people who responded red (against those who responded blue or yellow) or yellow (against those who responded blue or red).

The traits are divided into basic and topical. The basic characteristics the system compares against are age, gender, income, education, urbanicity, parental status, U.S. geographic region, and period. The topical traits are brands, current events, demographics & profile, entertainment, food & beverage, health & wellness, lifestyle, media consumption, personal finance, politics & ideology, shopping habits & behavior, and technology usage.

One example of an insight would be to verify if the respondents who answered blue are different from those who answered yellow or red according to gender (one of the traits). So, if those who answered blue are 50% women and those who answered yellow and red are 25% women, the system would indicate that women are twice as likely to respond blue.

The system will also look for insights in the reverse direction, i.e., how the traits differ concerning the answers to the selected question.


## Calculating question insights

Question Insights are available in the question results submenu. To reach them, click on the text of

any question, then go to *Results > Insights*.

The insights page will always show the results of the most recent computation of Insights with the selected filters and weighting scheme.

If insights with the currently selected filters and weighting scheme have not been computed within two weeks, the system will display the message below to indicate as much.

 Recent results have not been computed. [Click here](#) to compute them now.

Clicking on that link will trigger the background process that computes the question’s Insights. The background process can take seconds or minutes, depending on the question selected and the number of respondents. Once the computation is finished, you will receive an email notifying you of such with a link to view the results. When the email is received, you may click on the link.

Hello ( [redacted] ),

Your insights have been generated, and are ready for you to view.

You can view the insights [here](#).

Thanks,

The CivicScience Team

## Understanding the insights

Insights are shown in a list. The list contains all the insights that were discovered.

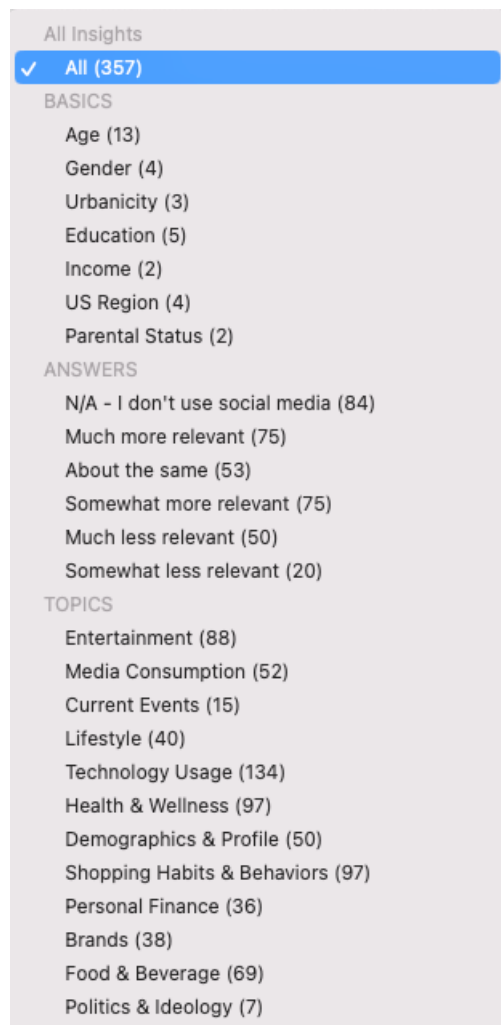
For ease of navigation, there are a display modes dropdown and a filter options dropdown just above the list.

The display modes supported are *Insight List: Differences in Answer Likelihood*, *Insight List: Differences in Trait Likelihood*, *Narrative: Brief Summary*, and *Narrative: Full Report*.

### Display Modes

- ✓ Insight List: Differences in Answer Likelihood
- Insight List: Differences in Trait Likelihood
- Narrative: Brief Summary
- Narrative: Full Report

The *Filter Options* are divided into four sections: *All Insights*, *Basics*, *Answers*, and *Topics*. Basics include *Gender*, *Age*, *Income*, *Education*, *Urbanicity*, *Parental Status*, and *Geography*.



Answers are the various answer options for the question. Each answer option in the selected question (with the selected filters and weighting scheme) is tested to see if there are any statistically significant differences between how respondents of that answer option responded to the question when compared to respondents that picked any of the other answer options. For the question, “Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?” one of the discovered insights is that people who choose clothing based on social media influence are more than four times as likely to answer “Somewhat more relevant.”

(3,056) People who choose clothing based on social media influence are more than **4x** as likely to answer **Somewhat more relevant**. ^



Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?	People who choose clothing based on social media influence	Others
Much more relevant	7.2% (+/- 1.42%)	2.6% (+/- 0.36%)
Somewhat more relevant	19.5% (+/- 2.17%)	3.5% (+/- 0.42%)
About the same	36.6% (+/- 2.64%)	22.8% (+/- 0.95%)
Somewhat less relevant	13.2% (+/- 1.86%)	12.0% (+/- 0.74%)
Much less relevant	17.1% (+/- 2.06%)	27.8% (+/- 1.01%)
N/A - I don't use social media	6.3% (+/- 1.33%)	31.4% (+/- 1.05%)

Topics are the subjects into which the questions with statistically significant correlations fall. They will vary for each question.

Here's a (partial) example of a list of insights:

## INSIGHTS

Insights are differences in traits, attitudes, and behaviors associated with the answers to your question. Insights are ranked by [strength](#), a measure which combines both effect size and confidence level of the association.

Display Modes:

Filter Options: <sup>?</sup>

Insight List: Differences in Answer Likelihood

All (357)

(4.463) Active Facebook users are less than **1/5** as likely to answer **N/A - I don't use social media.**

(3.760) Active Snapchat users are more than **4x** as likely to answer **Much more relevant.**

(3.597) Heavy social media users are less than **1/4** as likely to answer **N/A - I don't use social media.**

(3.056) People who choose clothing based on social media influence are more than **4x** as likely to answer **Somewhat more relevant.**

(2.608) People who choose products based on social media influence are more than **3x** as likely to answer **Somewhat more relevant.**

(2.426) Active Instagram users are more than **3x** as likely to answer **Much more relevant.**

(2.308) Regular upscale restaurant diners are more than **3x** as likely to answer **Much more relevant.**

(2.276) People who choose clothing based on social media influence are less than **1/3** as likely to answer **N/A - I don't use social media.**

(2.257) People who choose TV shows and movies based on social media influence are more than **3x** as likely to answer **Somewhat more relevant.**

(2.224) Active Twitter users are less than **1/3** as likely to answer **N/A - I don't use social media.**

The number in parentheses to the left of the insight is the ratio of the left group proportion to the right group proportion.

## Understanding the insights results in narrative mode

When the brief summary or full report is selected, the system will use [natural language generation \(NLG\)](#) to produce an English-language text describing the results and insights discovered. The text is hyperlinked to each of the insights, so you can explore each in more detail if you so choose.

These reports are compelling but very simple, as the analyses are performed for you. You can add the generated summary text to a dashboard, or you can copy and paste the sections that are relevant to you into any text editor.

The brief summary includes a description of the question results and some basic insights with the highest strengths.

The full report will include all insights discovered, which can become long when many insights are present.

Here's an example of a brief summary:

## NARRATIVE: BRIEF SUMMARY

# Do You Feel Like The Ads You See On Social Media Have Become More Or Less Relevant To Your Interests Over The Past Year?

February 24, 2023

The question, "Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?" was answered by 4,040 people from February 14, 2023 to February 16, 2023. Results are unweighted, and they are analyzed per answer choice. **About the same** is the most popular answer choice with 26% of the responses. The least popular answer choice with 6% of the responses is **Much more relevant**. The margin of error is 2%.

**About the same** is the most popular answer choice, receiving 26% of the responses to the question, "Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?" [Active Facebook users](#) and [heavy social media users](#) are **more** likely to answer **About the same**. Respondents answering **About the same** are **more** likely to [choose clothing based on social media influence](#) and to [choose music based on social media influence](#).

**Much more relevant** is the least popular answer choice with 6% of the responses. [Active Snapchat users](#) are more than **4x** as likely to answer **Much more relevant**. In addition, [regular upscale restaurant diners](#) are more than **3x** as likely to answer **Much more relevant**. Respondents who answer **Much more relevant** are less than **half** as likely to [be 55+ years old](#), whereas [18-34 year olds](#) are more than **twice** as likely to answer **Much more relevant**.

The answer choice **Somewhat more relevant** received 9% of the responses. Those who [choose clothing based on social media influence](#) are more than **4x** as likely to answer **Somewhat more relevant**, and people who [choose products based on social media influence](#) are also more than **3x** as likely to answer **Somewhat more relevant**. Those who [choose TV shows and movies based on social media influence](#) are also more than **3x** as likely to answer **Somewhat more relevant**, and people who [choose food items based on social media influence](#) are also more than **twice** as likely to answer **Somewhat more relevant**.

The answer choice **Somewhat less relevant** received 11% of the responses. [Active Facebook users](#) and people who [buy locally grown food](#) are **more** likely to answer **Somewhat less relevant**. [Health charity donors](#) and [heavy social media users](#) are also **more** likely to answer **Somewhat less relevant**.

The answer choice **Much less relevant** received 25% of the responses. Those answering **Much less relevant** are **less** likely to [closely follow the NBA](#) or to [choose personal electronics based on social media influence](#). Respondents who [live with their parents](#) and respondents who are [concerned about environmental issues](#) are **less** likely to answer **Much less relevant**.

The answer choice **N/A - I don't use social media** received 23% of the responses. Those answering **N/A - I don't use social media** are less than **1/3** as likely to [choose clothing based on social media influence](#) or to [actively use Twitter](#). [Heavy social media users](#) are less than **1/4** as likely to answer **N/A - I don't use social media**, and [active Facebook users](#) are also less than **1/5** as likely to answer **N/A - I don't use social media**.

## Insight details

You will see an insight's details if you click on the expanding caret to the right.

(2.608) People who choose products based on social media influence are more than **3x** as likely to answer **Somewhat more relevant.**



Do you feel like the ads you see on social media have become more or less relevant to your interests over the past year?	People who choose products based on social media influence	Others
Much more relevant	7.1% (+/- 1.07%)	2.3% (+/- 0.36%)
Somewhat more relevant	14.6% (+/- 1.47%)	2.9% (+/- 0.36%)

# Basic question information

10/15/2024 2:53 pm EDT

Some information for each question can only be seen on the *Basic Information* screen. To access it, find the question you are interested in and click on its text to go to the question results page. Scroll down and click on the *Settings* heading. The *Basic Information* will be displayed.

**BASIC INFORMATION**

<b>Created By:</b> [Redacted]	<b>Created On:</b> June 28, 2023	<b>Account:</b> [Redacted]
<b>Role Type:</b> Value	<b>Question Type:</b> Radio	<b>Question Sub Type:</b> None
<b>Weighting Scheme:</b> None	<b>Deployment Status:</b> Currently Live	<b>Re-askable Status:</b> None

**Other Settings:**  
This question is shared with your networks.

**Sharing:**  
This link shows you the question in the context of the user site.

[Redacted Sharing URL]

**Question Tags**

Question Tags can be used to organize your questions. Tagging a question will make it easier for you to find questions throughout the system. Tags can also be used to define question lists on Dashboards. Tags can be seen by all of the members of your account.

[+ Add tag](#)

[Delete](#) [Clone](#)

Here, you will see:

- who created the question
- when it was created
- the account to which it belongs
- the role type for the question
- the question type
- any question sub-type
- any weighting scheme applied to it
- its deployment status
- whether it is re-askable
- any other settings.

Moving down the page, you will see any question tags and the sharing URL.

# Introduction to scores

03/24/2026 3:33 pm EDT

Scores provide an alternative view of question results. They define a single metric that aggregates its underlying components into a single number, making it easier to digest and compare with other scores. Instead of having to look at all of the answers, a score is a number that quickly conveys a lot of information.

A score is sometimes called a sentiment, a derivative metric, or an index.

Mathematical formulas define scores. The formulas may use the counts of each answer option and the total number of answers as variables. Essential mathematical functions are also available: addition, subtraction, multiplication, division, exponentiation, and prioritization (by grouping them with parentheses).

## Example

Consider the question: "How much do you like to eat at Chipotle?" This question has five answer options:

- I love it
- I like it
- I have no strong opinion
- I don't like it
- I've never heard of it

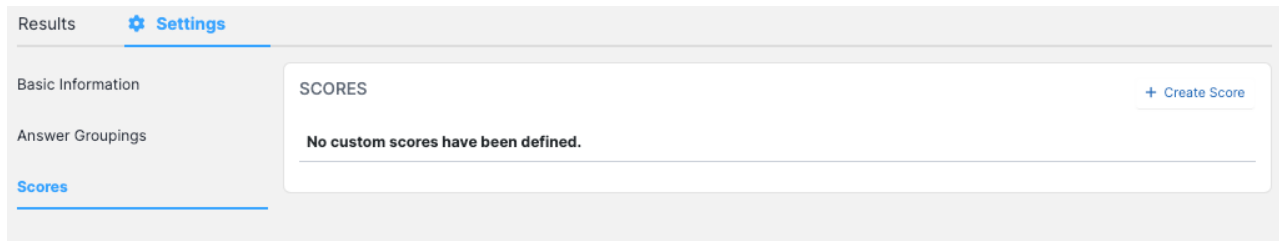
If your research aims to track brand favorability, you may consider a score that adds the first two answer options, multiplies that sum by 100, and divides the result by the total number of answers. In this way, you will have a favorability index that quickly conveys, in a single number, the share of respondents who are favorable to the subject of your research.

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# Creating a score

05/08/2026 8:59 am EDT

## Creating a score



To create a score for a question, click on the question's text from the question list to go to the question page. Go down the page and click on *Settings*, then *Scores*, then click on *+ Create Score*.

Here's the *Add Score* screen.

### ADD SCORE



Scores are computed using a formula you provide which combines response counts per answer option with numbers and basic arithmetic operations. Edit the formula below by typing in the text box or using the provided menus and buttons. You can click the Validate button to check the formula syntax before submitting your changes.

**Score Name \***:

After the school year has already begun (Rebased)

Share this score with everyone who can see the question.

a4 - After the school year

$$\{a4\}/(\{total\}-\{a6\}) * 100$$

The formula is valid.

## Name

The first thing a new score needs is a name. This name will appear in the *Display Options* menu and be visible to everyone who can see the score. We suggest you use this name as a concise description of your research goals for this score.

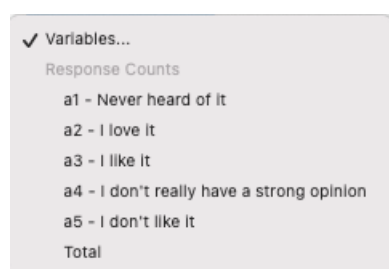
Example: *Favorability Index*.

## Sharing a score

If you want others to be able to view the score, tick the box to the left of *Share this score with everyone who can see the question*. They will not be able to edit the score.

## Formula definition

Defining the formula requires some knowledge of math. You will enter a formula in the formula editing field, and the result of the formula will be the value of the score. There are dropdowns to help you enter your variables and functions, but you can also enter the formula directly in the formula editing field.



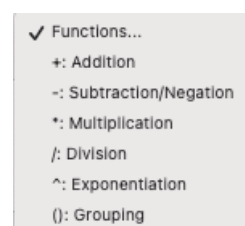
The *Variables* dropdown contains the variables representing the response counts that can be used in the formula definition. In the [Chipotle example](#),  $\{a1\}$  represents the response count for the first answer option, i.e., the number of respondents that have selected the *Never heard of it* answer option;  $\{a2\}$  represents the response count for the second answer option, and so on. The  $\{total\}$  variable is also provided, as a short-cut to the total number of respondents that have answered that question.

Once you make a selection in the *Variables* dropdown, the corresponding variable is inserted in the formula editing field at the cursor position.

The *Functions* dropdown contains the operations that can be used with the variables:

- + (plus) for addition
- - (minus) for subtraction or negation
- \* (asterisk) for multiplication
- / (forward slash) for division
- ^ (caret) for exponentiation
- () (parentheses) for grouping

When you make a selection in the *Functions* dropdown, the corresponding operator is inserted in the formula editing field at the cursor position. You may also type in an operator.



Enter your formula, then click *Validate*. If the formula is valid, click *Add Score*. The next screen is *Score Settings*.

## SCORE SETTINGS

Scores are computed using a formula you provide which combines response counts per answer option with numbers and basic arithmetic operations. Edit the formula below by typing in the text box or using the provided menus and buttons. You can click the Validate button to check the formula syntax before submitting your changes.

Score Name \*:

Favorability Index ✓

Variables... ▾

Functions... ▾

Validate

$100 * \{a2\} + \{a3\} / \{total\}$  ✓

The formula is valid.

Delete

Update

**Note:** Every time you edit the formula, it must be validated again.

## Advanced formulas

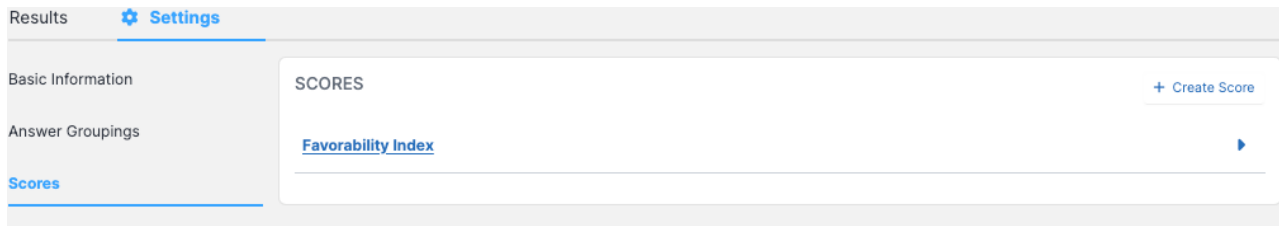
If you need more options, please see [Advanced formulas](#).

---

# Modifying or deleting a score

03/06/2026 11:01 am EST

User-defined scores can be modified or deleted. To do so, select the question you want to alter a score for, then navigate to *Settings > Scores*. All user-defined scores for that question will be listed. Click on the score you want to modify or delete.



The screenshot shows a web interface with a sidebar on the left and a main content area. The sidebar has a 'Results' tab and a 'Settings' tab with a gear icon. Under 'Settings', there are three sub-sections: 'Basic Information', 'Answer Groupings', and 'Scores', which is currently selected and highlighted with a blue underline. The main content area is titled 'SCORES' and contains a single entry, 'Favorability Index', which is a blue link with a right-pointing arrow. In the top right corner of the main content area, there is a '+ Create Score' button.

To modify the score, [edit the formula](#), validate it, and click the *Update* button.

To delete the score, click the *Delete* button at the bottom of the page.

---

# Advanced formulas

03/09/2026 11:00 am EDT

[Scores](#) and [multiscore reports](#) use formulas to define their values. The formula editor is the same in both cases and is quite powerful. Many advanced formula features are available.

## Constants

The following constants are supported in formulas:

- NA: allows formulas to generate a value of not applicable explicitly. This example demonstrates a score that yields NA for a response total less than 50:  $if(\{total\} < 50, NA, \{a1\})$
- TRUE
- FALSE
- PI
- E

## Comparison and logical operators

Several operators are available for comparison and logical testing.

Comparison operators are:

- < less than
- > greater than
- <= less than or equal to
- >= greater than or equal to
- = equals
- <> not equals

Those symbols follow Excel conventions, but == and != may also be used. The equals and not-equals operators have lower precedence than the others. If any operand evaluates to NA, the comparison evaluates to NA. Otherwise, the expression evaluates to 1.0 if the comparison is true and 0.0 if the comparison is false.

The logical operators are:

- ! - logical NOT. Has the same precedence as unary minus negation.
- && - logical AND. Has the second-lowest precedence.
- || - logical OR. Has the lowest precedence of all.

An operand is considered logically false if it evaluates to 0.0 or NA. Otherwise, the operand is considered to be true.

Because comparison operators may return 1.0, 0.0, or NA, and because both 0.0 and NA are treated as false, there may be ambiguity about which false value was tested. Thus, an *isna(a)* function is provided, which returns true if and only if the expression *a* evaluates to NA. See [Advanced Functions](#) below.

## Advanced functions

Several advanced functions can be used, although they are not available in the *Functions* dropdown.

In general, functions have a case-insensitive name, used like this: *function(arg, arg, ...)* for zero or more arguments. These functions are:

- *if(c, a, b)*: The *if()* function evaluates the expression *c*. If *c* is true (neither NA nor 0), then the function evaluates and returns *a*. Otherwise, *b* is returned.
  - *ifna(a, b)*: The *ifna()* function evaluates expression *a*. If *a* is anything other than NA, it is returned as-is. Otherwise, if *a* is NA, then *b* is returned instead.
  - *not(c)*: Returns true if the expression *c* evaluates to false or false otherwise.
  - *isna(a)*: Returns true if and only if the expression *a* evaluates to NA.
  - *and(c1, c2, c3, ...)*: Returns true only if each and all of the expressions *c1, c2, c3, ...* evaluate as true. Otherwise, it returns false.
  - *or(c1, c2, c3, ...)*: Returns true if any of the expressions *c1, c2, c3, ...* evaluate as true. Otherwise, it returns false.
  - *abs(a)*: evaluates to *a* if  $a \geq 0$ , or  $-1 * a$  if  $a < 0$
  - *avg(a1, a2, ...)*: evaluates as the average of the expressions
  - *ceil(a)*: evaluates as the smallest following integer to *a*
  - *floor(a)*: evaluates as the largest preceding integer to *a*
  - *ln(a)*: evaluates as the natural logarithm of *a*
  - *log(a, [b=10])*: evaluates to the logarithm of *a* on *d*. If *b* is omitted, *base 10* is assumed.
  - *max(a1, a2, ...)*: evaluates to the largest of *a1, a2, ...*
  - *min(a1, a2, ...)*: evaluates to the smallest of *a1, a2, ...*
  - *round(a)*: evaluates to the closest integer to *a*
  - *sqrt(a)*: evaluates to the square root of *a*
  - *random()*: generates a random number between 0 (inclusive) and 1 (exclusive)
-

# Answer groupings

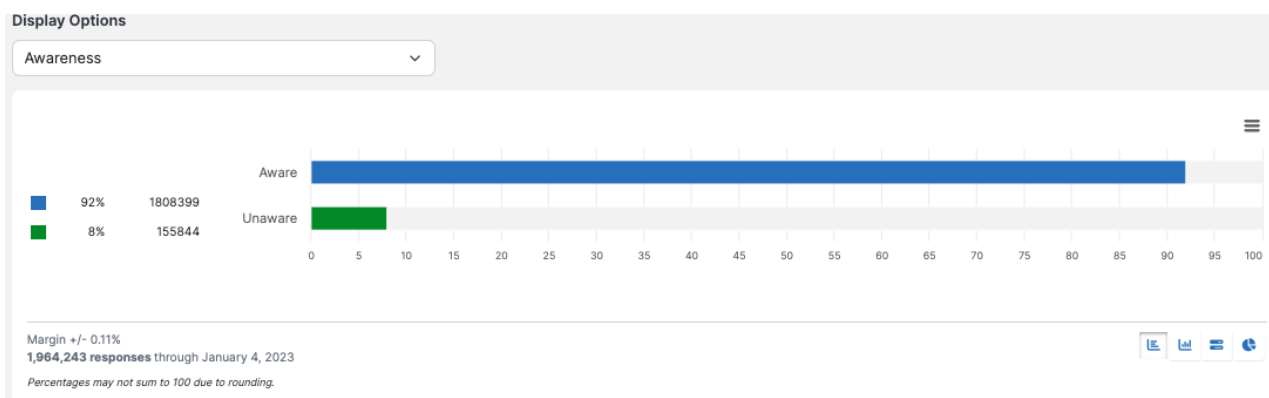
10/14/2024 12:11 pm EDT

Answer groupings provide you with an alternative view of question results. You can combine answer options and apply unique labels that mirror your research objectives.

For example, consider the question, “How much do you like to eat at Chipotle?” This question has five default answer options:

- I love it
- I like it
- I have no strong opinion
- I don’t like it
- I’ve never heard of it

If your research aims to track brand awareness, you might consider combining the first four answer options into one answer, as they show brand awareness.



## Building a grouping

To build a new answer grouping, navigate to *Settings > Answer Groupings*. Click *+ Create Answer Grouping* to start building a new grouping.

### ANSWER GROUPINGS

[+ Create Answer Grouping](#)

Answer groupings allow you to combine answer options and view them in simpler ways.

[Popularity](#)

## Name

The first thing a new grouping needs is a name. This name will appear in the *Display Options* menu and be seen by all other account members. We suggest you make this name a concise description of your research goals for this grouping. We chose *Brand Favorability* for our grouping.

## ADD ANSWER GROUPING



Grouping Name\*:

Brand Favorability

Share this grouping with everyone who can see the question.

### Labels in This Grouping

This is a list of the labels currently included in this grouping scheme. You can modify these labels by editing the text or selecting multiple labels to combine into a new one. You can also exclude any of these labels from the dataset by clicking x. Excluded labels are saved, and you can retrieve them at any time.

<input checked="" type="checkbox"/>	I love it	↑	↓	×
<input checked="" type="checkbox"/>	I like it	↑	↓	×
<input type="checkbox"/>	I don't like it	↑	↓	×

Combine Labels

### Excluded Answer Choices

You have chosen to exclude the following answer choices from this grouping scheme. You can add any answer choice back to the grouping scheme as a label by clicking Undo exclude.

I don't really have a strong opinion

Undo Exclusion

Never heard of it

Undo Exclusion

Add Answer Grouping

## Exclude answers

If you wish to exclude any answer choices, use the small X to the far right of the answer. As you can see above, we've excluded *I don't really have a strong opinion* and *Never heard of it*.

## Combine answers

Next, select any answers you want to combine. It makes sense for us to group *I love it* and *I like it* together for Brand Favorability, so we select those and choose *Combine Labels*. The system gives us a new dialog, asking us to *Name this label*. Enter a name and click *Add*.

**You've chosen to combine 2 answer choices:**  
I like it, I love it

Name this label \* :

## Reorder answer choices

After creating the label, you may want to reorder the answers. Use the up and down arrows to the right of the answers.

Favorable

Not Favorable

## View what's included

To see what is included in a renamed and/or combined item, click on the downward caret next to the up and down arrows. As you can see here, *I love it* and *I like it* are included in *Favorable*.

Favorable

I love it, I like it

## Rename answer choices

You may also wish to rename one or more answer choices. As you can see above, we changed *I don't like it* to *Not Favorable*.

## Add answer grouping

When the grouping is set up to your satisfaction, click *Add Answer Grouping*.

The group will now be listed under the *Answer Groupings* tab.

### ANSWER GROUPINGS

[+ Create Answer Grouping](#)

Answer groupings allow you to combine answer options and view them in simpler ways.

[Popularity](#)

[Brand Favorability](#)

## Update or delete the grouping

If you wish to change the settings for the grouping, click on its name or use the small blue caret to the right of the grouping's name. Make any desired changes and click *Update*. If the grouping is no longer helpful, click *Delete* to remove it altogether.

#### ANSWER GROUPING SETTINGS

Grouping Name\* :

Brand Favorability

Share this grouping with everyone who can see the question.

#### Labels in This Grouping

This is a list of the labels currently included in this grouping scheme. You can modify these labels by editing the text or selecting multiple labels to combine into a new one. You can also exclude any of these labels from the dataset by clicking x. Excluded labels are saved, and you can retrieve them at any time.

<input type="checkbox"/>	<input type="text" value="Favorable"/>	▼	▲	▼	✕
<input type="checkbox"/>	<input type="text" value="Not Favorable"/>	▼	▲	▼	✕

#### Excluded Answer Choices

You have chosen to exclude the following answer choices from this grouping scheme. You can add any answer choice back to the grouping scheme as a label by clicking Undo exclude.

Never heard of it

↺ Undo Exclusion

I don't really have a strong opinion

↺ Undo Exclusion

Delete

Update

## View the new grouping

To view your new grouping, go to the display options near the top of the question details page. You may have to reload the page before the new grouping appears in the menu.

# Introduction to question assets

08/12/2025 12:39 pm EDT

Have you ever needed to link to a question? Have you sweated trying to get a good image of the question, or spent way too much time figuring out exactly how to link to a particular question? Those days are over with the introduction of question assets.

There are four types of assets.

- A minimal image of the question text in PNG or SVG format
- A full image of the question and its answers in PNG or SVG format
- A QR code that links to the question on the account's poll portal
- HTML code that links to the question on the account's poll portal

If assets exist for a question, they are listed at *Question > Settings > Assets*.

ASSETS						<a href="#">+ Create</a>
Assets are files that can be created for a question. They allow questions to be shared and asked in different formats, such as images or qr codes.						
NAME	FORMAT	DISPLAY	CREATED AT			
Checkbox Group 2707 QR Code	PNG	QR	July 28, 2025 at 1:46 PM EDT	<a href="#">Copy</a>	<a href="#">Download</a>	<a href="#">Delete</a>
Checkbox Group 2707 Full Image	PNG	Full Image	July 28, 2025 at 1:41 PM EDT	<a href="#">Copy</a>	<a href="#">Download</a>	<a href="#">Delete</a>
Checkbox Group 2707 Image	PNG	Image	July 28, 2025 at 1:34 PM EDT	<a href="#">Copy</a>	<a href="#">Download</a>	<a href="#">Delete</a>

The *Assets* tab displays all assets for a given question in a list view.

The *Copy* button copies HTML to the clipboard. The HTML will show the asset linked to the destination URL.

The *Download* button downloads the asset file.

*Delete* removes the asset.

- [Creating question assets](#)
- [Using question assets](#)



Access to question assets is limited to media partners and internal users.

# Creating question assets

04/09/2026 2:44 pm EDT

To create an asset, pick an engagement question in radio or checkbox format that is currently live. Navigate to the question's *Settings* > *Assets* tab. Click *Create* to view the creation modal.

ADD ASSET



A minimal image, full image, or QR code may be created for a question. File types include PNG and SVG. QR code links default to your organization usersite URL.

**Name \***

Question (QID) Asset

**File Format \***

Please select...

**Display \***

Please select...

**Title <sup>?</sup>**

Enter optional title text

**Destination URL \***

https://domain/path

Create



The asset name defaults to `Question {question_id} Asset`, but it's a good idea to replace that with a more descriptive name.

Select either PNG or SVG as the file format.

- PNGs are commonly used in many contexts, and that format is the most reliable choice for syndication.
- SVGs are better for embedding in a website. Many email clients don't support them, so SVG is a poor choice for syndicated content.

Select the desired *Display*.

- Image with question text only
- Image with question text and answer choices
- Image with a QR code for this question on the organization's polling hub

**Display \***

✓ Please select...

Image with question text only

Image with question text and answer choices

Image with a QR code for this question

The *Title* defaults to the organization's *Default Asset Title*.<sup>1</sup> It is not required. If a title is entered, it will be displayed above the question text in the images with question text only and images with question text and answer choices.

The *Destination URL* is required. If the account has an *Organization Usersite URL* set,<sup>2</sup> that will be the default value for the destination URL. If you wish to use a different site, enter the preferred URL in the Destination URL field.

Here is an asset I created that shows only the question text.

**How concerned are you, if at all, about the current state of the US economy?**

I created another asset that shows the question and its answer choices.

**How concerned are you, if at all, about the current state of the US economy?**

- Very concerned
- Somewhat concerned
- Not concerned at all
- Other / No opinion

NEXT

Finally, I created a QR code.



If I scan that QR code with my phone's camera, it takes me to the question on our polling hub.

# What do you think?



**How concerned are you, if at all, about the current state of the US economy?**

Very concerned

Somewhat concerned

Not concerned at all

Other / No opinion

\* By clicking "NEXT" I submit my answers and consent to the use of cookies for research and advertising purposes; I have read and agree to the [CivicScience Privacy Policy and Terms of Service](#)

NEXT \*

---

1. The *Default Asset Title* is set in Organization > Properties > Default Asset Title

2. This is set in Organization > Properties > Organization Usersite URL

---

# Using question assets

09/22/2025 2:27 pm EDT

To use a question's assets, navigate to the question's *Settings* > *Assets* tab.

ASSETS + Create

Assets are files that can be created for a question. They allow questions to be shared and asked in different formats, such as images or qr codes.

NAME	FORMAT	DISPLAY	CREATED AT			
Question 1007536 QR Code	PNG	QR	July 29, 2025 at 10:44 AM EDT	<a href="#">Copy</a>	<a href="#">Download</a>	<a href="#">Delete</a>
Question 1007536 Question Only	PNG	Image	July 29, 2025 at 10:41 AM EDT	<a href="#">Copy</a>	<a href="#">Download</a>	<a href="#">Delete</a>
Question 1007536 Full Image	PNG	Full Image	July 29, 2025 at 10:40 AM EDT	<a href="#">Copy</a>	<a href="#">Download</a>	<a href="#">Delete</a>

To use a QR code or image, click its *Download* link. An image will be downloaded to your device.

If you want to link to the asset, click its *Copy* link. The HTML code will be copied to your clipboard.

Here is the HTML code for the QR code from QID 1007536's assets.

```
<a href="https://hub.civicscience.com/polls?civicscience-widget-question=1007536"></a>
```

Next, you will paste the HTML into the desired destination.

# Question classifications

08/12/2025 2:21 pm EDT

Questions fall into three classifications. Only two classifications, value and profile questions, are used for research.

## Engagement questions

The first question presented to a respondent is usually an engagement question. These questions are typically about an exciting or controversial current topic and are designed to grab the respondent's attention.

Engagement questions are generally syndicated.

How often would you say you and your partner go out on dates?

- Once a week or more
- Once every few weeks
- Once every few months
- A few times per year
- Never or almost never
- Does not apply / Other

NEXT

## Value questions

How concerned are you right now about drug addiction?

- Very concerned
- Somewhat concerned
- A little concerned
- Not concerned at all

NEXT

The second question presented is usually a value question. Value questions are about consumer brands, celebrities and other people, or current events and topics.

Value Questions might be syndicated or custom.

## Profile questions

The third question is typically a profile question. Profile questions help classify respondents regarding gender, age, and other demographic factors.

Profile questions are usually [syndicated](#).

**Which of the following languages do you typically speak at home?**



- Only Spanish
- Mostly Spanish, but some English
- Spanish and English equally
- Mostly English, but some Spanish
- Only English

SEE RESULTS

# Question permissions

03/18/2026 11:06 am EDT

Questions fall into two permission groups: syndicated and custom.

## Syndicated questions

Syndicated questions are owned by CivicScience and launched in the [engagement, value, or profile slots](#). They are available to all accounts in the InsightStore.

There are three types of syndicated questions.

- *Tracking* questions are always live or "on," collecting a large sample continuously.
- *Seasonal* questions are asked at specific times, such as during tax season or near certain holidays.
- *Archived* questions are those that no longer collect responses.

Syndicated questions span a broad range of topics, question formats, and purposes. Data shaping (such as weighting) is performed post-collection.

## Custom questions

Custom questions are typically launched at a client's request for a specific research objective or tracking project. These questions are owned by that client by default and are accessible only in that client's account. Custom questions can be identified by who is listed under the *Account* heading in the *Settings* link for the question. Custom questions are usually launched in the [value slot](#), though media partners may create custom [engagement](#) questions for their properties. With a few exceptions, they are not always live. Responses are deducted from the client's available response budget.

---

# Favorite questions

01/31/2024 1:20 pm EST

Clicking on the heart to the left of a question will mark that question as a favorite.

---

  [Do you think the risks of submersing a vessel to view the Titanic wreckage are worth it?](#)   8,014 

---

To remove a question from the favorites, click on its heart again.

Questions marked as favorites can be easily found later by applying the *Favorites* filter.

Search Text <sup>?</sup>	Type <sup>?</sup>	Permissions <sup>?</sup>	Favorites <sup>?</sup>	Timing <sup>?</sup>	Format <sup>?</sup>
<input checked="" type="button" value="Questions"/> <input type="button" value="Answers"/> <input type="button" value="Tags"/>	<input checked="" type="button" value="News / Pop Culture"/> <input type="button" value="Value"/> <input type="button" value="Profile"/>	<input type="button" value="Custom"/> <input type="button" value="Syndicated"/>	<input checked="" type="button" value="Favorites"/>	<input type="button" value="Tracking"/> <input type="button" value="Cyclical"/> <input type="button" value="Archived"/>	<input checked="" type="button" value="Radio"/> <input type="button" value="Checkbox"/>

Marking a question as a favorite can be especially useful for hard-to-find questions or any questions you use frequently.

Favorites are a per-user setting. Marking a question as a favorite will not affect other users.

---

# Taxonomy

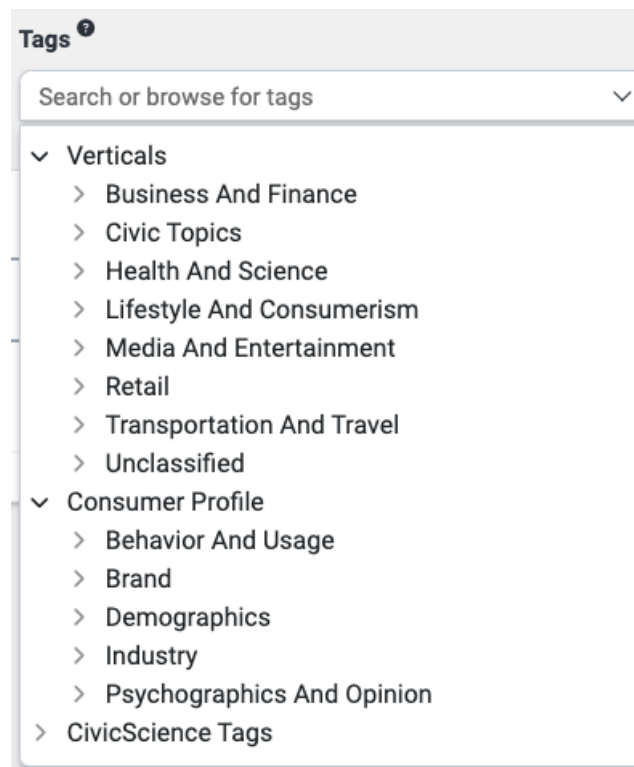
04/08/2026 10:44 am EDT

CivicScience has attached IAB ([Interactive Advertising Bureau](#)) content labels to shared questions. Labels can be used to locate topics. For example, if a shared question is worded, "Did you watch the nightly news last night?" you will not find that question by searching for questions about *TV*. Using the taxonomy filters and selecting the *Television* label (under *Media > Entertainment*) will surface that question.

**NOTE:** Boolean operators cannot be used in the tag filter field. The use of the Boolean AND when searching with tags is slated for an upcoming enhancement. Selecting multiple tags will expand your search (the Boolean OR operator is assumed).

**IAB content taxonomy is used without alteration for vertical tagging.** Vertical tags cover broad industry topics, including education, media, sports, and medicine. Seven large verticals contain over 700 individual tags, arranged in a parent/child hierarchy.

Media and Entertainment	Lifestyle and Consumerism	Health and Science	Business and Finance	Transportation and Travel	Civic Topics
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A question may appear under more than one label. "Did you watch the Super Bowl this year?" has two concepts: sports and television. Also, two keywords have sometimes been applied for ideas that the IAB has not defined. An excellent example of this is online shopping. While there is no IAB-defined tag for that concept, combining the terms *shopping* and *Internet* will surface online shopping questions. Another example is streaming, which can be found by combining *television* and *Internet*. In general, when looking for any topic in the digital world, the code for the Internet is paired with it to indicate that specific concept.

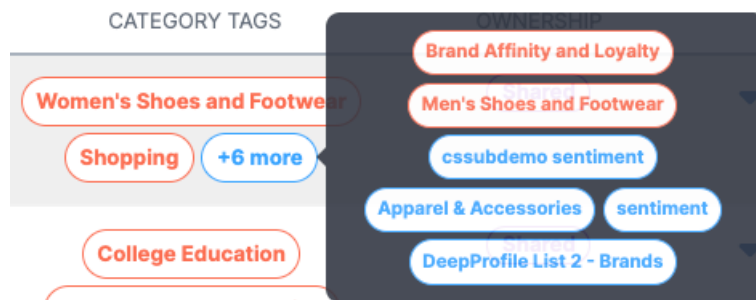
**CivicScience has introduced the concept of horizontal labels** to define people-related topics:

opinions, feelings, psychographics, demographics, behaviors, usage, ownership, and brand preferences. You can search for just ownership questions ( *Consumer Profile > Behavior And Usage > Ownership*) and locate the questions we ask about the goods and services consumers own. In phase two, choosing those combined with the vertical topics will yield different sets of questions, for instance, around political opinion or behavior.

*Politics + behavior* will find questions around voting, campaign donations, etc.

*Politics + opinion* will find questions about how consumers feel about issues, candidates, and related topics.

If you are looking for the older CivicScience tags, they are listed at the bottom of the labels and tags list. When viewing a list of questions, the IAB taxonomy labels are displayed in orange, and the CivicScience tags are displayed in blue.

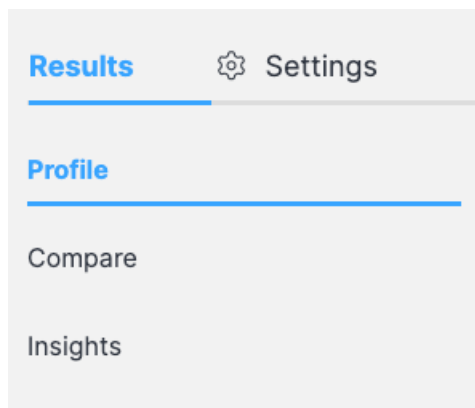


# Tags

04/01/2025 3:35 pm EDT

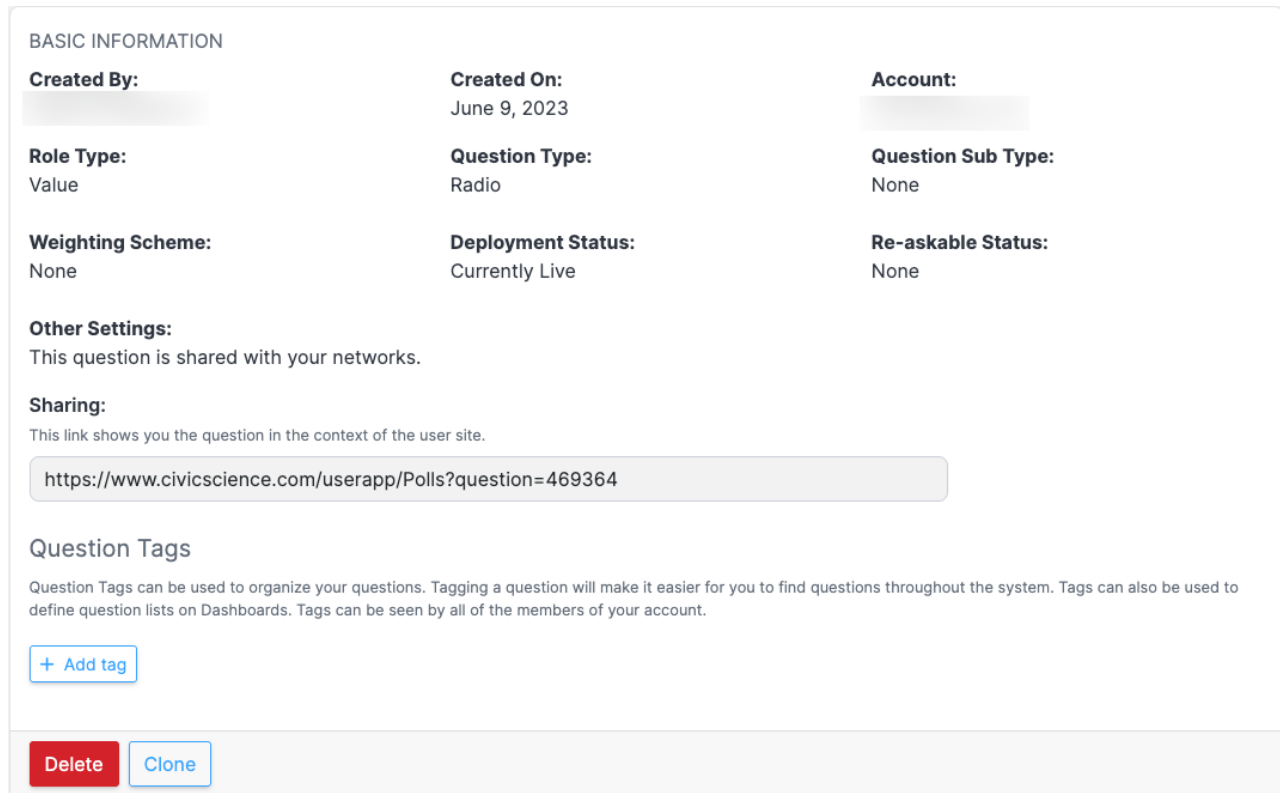
Question tags can be used to organize your questions in the InsightStore. Tagging a question will make it easier for you to find related questions throughout the system. Tags can also be used to define question lists on dashboards. Tags can be seen by all members of your account.

To tag a question, click on its text in the question list to go to the question page.



Once you're on the question page, click on *Settings*.

Now you're in the *Basic Information* section.



Click on the *Add tag* button. You'll see this dialog:

## Add a tag



Question Tags can be used to organize your questions. Tagging a question will make it easier for you to find questions throughout the system. Tags can also be used to define question lists on Dashboards. Tags can be seen by all of the members of your account.

Cancel

**Note:** You can only add a tag that has already been created in the system. To see the available tags, click on the expanding caret in the tags filter on the question list page. If you need to use a tag that is not yet available, please contact your account manager.

Enter the desired tag, then hit enter/return or click on the magnifying glass symbol.

I've entered *Apparel* and gotten this list in response:

### ADD A TAG

Question Tags can be used to organize your questions. Tagging a question will make it easier for you to find questions throughout the system. Tags can also be used to define question lists on Dashboards. Tags can be seen by all of the members of your account.

Apparel & Accessories [Add](#)

Cancel

I chose *Apparel & Accessories* and clicked the *Add* link to the right of that phrase. The system responded with the message *Tag added successfully*.

✓ Tag added successfully.



As you can see, the new tag is now in the *Question Tags* area. All users in your account will see the new tag.

### Question Tags

Question Tags can be used to organize your questions. Tagging a question will make it easier for you to find questions throughout the system. Tags can also be used to define question lists on Dashboards. Tags can be seen by all of the members of your account.

Apparel & Accessories

+ Add tag

Delete

Clone



# Question timing

01/31/2024 1:20 pm EST

You might have noticed the question timing filters and wondered about the terms tracking, cyclical, and archived.

Tracking questions are those that are always collecting responses, such as those on demographics.

Cyclical questions are those that are published seasonally. For instance, questions about income tax preparation might be run in the early months of the year, while questions about school supply shopping might get more responses in the last summer and early fall, and holiday-related questions would be run near the relevant dates.

Archived questions are those that are no longer collecting responses.

---

# Backstop questions

10/30/2025 2:27 pm EDT

You may have noticed certain questions appear more frequently than others and wondered why. They are probably backstop questions.

The poll unit loads engagement questions first, followed by one or two value questions and then a profile question. If a question is [pinned to the page](#), it is loaded first. If no pinned question is present, an engagement question from a feed is served first.

If a respondent answers questions repeatedly on the page, they may reach the end of the available engagement questions. In that case, a backstop question will be asked. (Backstop questions are engagement questions; they're lower priority than others.) If no backstop questions are available, a value question will be served.

Backstop questions can be re-asked at varying intervals from 0 to 30 days.

Examples of backstop questions include:

- How are you feeling today?
  - Do you subscribe to a print newspaper?
  - Would you say you've seen something you deem to be 'fake news' / 'fake media' this week?
-

# Question creation guidelines

03/09/2026 5:20 pm EDT

All questions should:

- Be neutral and balanced, showing no bias.
- Be sensitive to current events.
- Use language recognizable to humans, not robots or professional survey-takers.
- Have mutually exclusive answer choices - each answer option must be completely different from the other options (i.e., there's no overlap in the answers).
- Have exhaustive answer choices - every question should have an answer for every respondent.
- Include an opt-out. That's an answer for those who have no opinion or no experience with the issue at hand, or simply do not wish to answer this particular question.

Approach articles around trauma with extreme caution (mass shootings, sexual assault allegations, etc.). Better yet, avoid them altogether.


Please consider attending the [CivicScience Engagement Question Writing Training](#) that we offer regularly.

## DO

Include both viewpoints in the question text itself and use straightforward answer options and opt-outs:

**Do you believe President Trump is or is not sufficiently responding to the coronavirus pandemic as it progresses and cases spike in several states?**


- Is
- Neutral
- Is not
- Other
- No opinion



**If there was a second shutdown in your area as a result of the coronavirus crisis, to what extent would you support or oppose it?**

- Strongly support
- Somewhat support
- Neutral
- Somewhat oppose
- Strongly oppose
- Other / No opinion

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# DON'T

Insert your own opinion into question or answer text

**Do you think President Trump is insufficient in his coronavirus response?**

Yes, he's doing a terrible job

No, he's doing a fantastic job


**Would you be upset if there was a second lockdown?**

Yes

Only a little

I'm not sure

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**Engagement questions** are meant to **engage** your audience by serving relevant polls based on your site designation/current events. They are intended to entice your readers to answer the poll and engage with the content on your site. They serve as a boundary between the site/article content and the following questions in the poll, which are research and demographic-based to meet various business objectives.

**Value questions** are used for research purposes. Please contact your account manager for guidance in creating value questions.

**Profile questions** collect demographic information. They are also used for research. Please see your account manager if you need any profile questions created.

Media partners can create engagement and value questions to run solely on their own sites.

---

# Creating a radio question

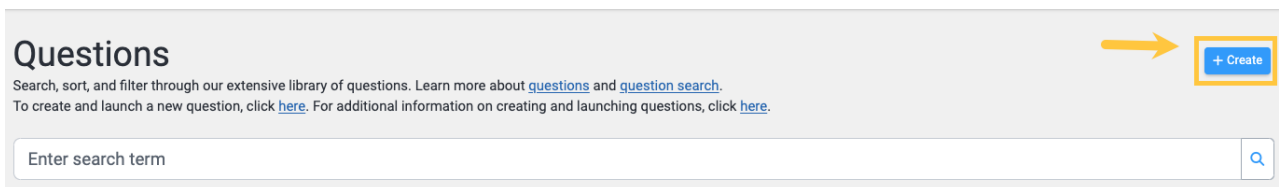
03/16/2026 10:54 am EDT

Media partners can create and deploy (launch) radio (single-select) questions for their sites. (If any other type of question is needed, please see your account manager.)

Before creating a new question, please refer to the [question creation guidelines](#). After that, there are a couple of other things to consider.

- Identify what type of question you are asking. You can create two question classifications.
  - [Engagement questions](#) (including quiz questions) are meant to entice respondents to interact with the poll. In some parts of the product, they are referred to as engagement questions.
  - [Value questions](#) are used for research purposes.
  - We also have [profile questions](#), but those are created by CivicScience personnel.
- Make sure the question doesn't already exist. [Search the question list](#) to see if it does. Your account manager may redeploy existing questions.

To create a new question, head to the list of questions and click the *+Create* button.



You'll see this screen.

## CREATE NEW QUESTION



### Question Text \* :

Question Text



### Answer Options:



New Answer Option



New Answer Option



+ Add another answer option

### Question Settings:

- Randomize the option order for this question.
- Hide results for this question.
- Mark this question as mobile friendly.

### Language:

English



### Subtype:

None



### Weighting Scheme

Weighting Scheme



### What type of question is this? \*

- Engagement questions capture the attention of your audience and encourage participation.
- Quiz questions engage your audience by challenging visitors to pick the correct answer. The correct answer is revealed in the results.
- Value questions gather meaningful information from your audience.
- Profile questions build a demographic profile of your audience.

### When should this question be re-asked to someone who has already answered it? \* :

- Never
- Immediately
- After a specific number of days

### Trending Topic:

Identify this question with a given topic

Cancel


Create

We'll go over each of these options.

## Question text and answer options

**Question Text** \* :

Question Text



**Answer Options:**

⋮

↑↓×

⋮

↑↓×

+ Add another answer option

Provide the *Question Text*, then the *Answer Options*. It's best to have seven or fewer answer options, but the top limit is eight. The minimum number of answer options is three.

Consider the number of characters used. The character limit for questions is 133, and the limit for answers is 33.

## Question settings

### Question Settings:

- Randomize the option order for this question.
- Hide results for this question.
- Mark this question as mobile friendly. <sup>?</sup>

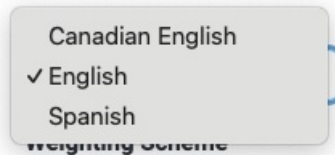
Randomize the answer options whenever possible.

If you do not want respondents to see the results of this question, select *Hide results for this question*. Use this option sparingly.

If you select *Mark this question as mobile friendly*, extra validation will be done to ensure that:

1. There are four or fewer answer choices
2. The text of the question is less than 100 characters
3. Each answer option has less than 25 characters

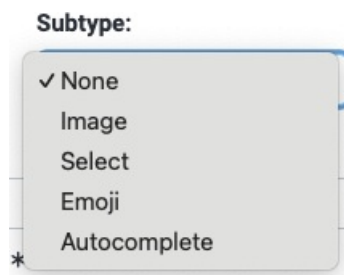
## Question language



Choose the *Language*. The default is *English*. Please select the applicable language.

Note: Please contact your account manager if you need a Spanish question deployed.

## Question subtype



Select a *Subtype*. The default is *None*. The *Image* subtype has been deprecated. The other three subtypes are [documented here](#).

## Question weighting scheme

**Weighting Scheme**



When you choose a *Weighting Scheme* for the question, that weighting scheme will be used to display the question results to the respondent so that the results do not appear skewed.

## Question classification (type)

**What type of question is this? \***

- Engagement questions capture the attention of your audience and encourage participation.
- Quiz questions engage your audience by challenging visitors to pick the correct answer. The correct answer is revealed in the results.
- Value questions gather meaningful information from your audience.
- Profile questions build a demographic profile of your audience.

Question classifications are [explained here](#).

## Question re-asking time

When should this question be re-asked to someone who has already answered it? \* :

- Never
- Immediately
- After a specific number of days

Some questions, like the age question, should never be re-asked. Answers to other questions may change over time, so you may permit those questions to be re-asked.

## Trending topic

**Trending Topic:**

Identify this question with a given topic

The *Trending Topic* has been deprecated.

## Finish the question creation

After selecting all the relevant options for your question, please use the blue *Create* button at the bottom right corner of the screen to create the question.

Create

## Deploying the question

Questions must be deployed (launched) after they are created. [See this article for instructions.](#)

You may create and launch engagement questions solely in your account using the [poll unit admin tool](#).

---

# Editing a radio question

06/24/2025 3:14 pm EDT

Before a question collects any responses, it can be edited. To do so, go to *Question > Settings > Edit*.

If I wanted to edit question xxxxxx, I would go to <https://insightstore.civicscience.com/questions/xxxxxx/settings/edit> (replace xxxxxx with the QID).

The screenshot displays the 'EDIT QUESTION' interface in the Civicscience application. On the left is a dark sidebar with navigation icons for 'ANALYZE', 'EXPLORE', 'DEFINE', 'LABS', and 'ADVANCED'. The main content area is titled 'EDIT QUESTION' and includes the following sections:

- Question Text \***: A text input field containing placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim". A character count shows "0 / 133 chars".
- Answer Options:**: A list of two answer options:
  - "I understand" (12 / 33 chars) with an "Opt-Out Answer" checkbox and up/down arrows.
  - "I do not understand" (19 / 33 chars) with an "Opt-Out Answer" checkbox and up/down arrows.A button "+ Add another answer option" is located below the list.
- Question Settings:** Three checkboxes:
  - Randomize the option order for this question.
  - Hide results for this question.
  - Mark this question as mobile friendly.
- Language:** A dropdown menu set to "English".
- Subtype:** A dropdown menu set to "None".
- Weighting Scheme:** A dropdown menu with "Search Weighting Schemes" as the selected option.
- What type of question is this? \***: Four radio button options:
  - Engagement questions capture the attention of your audience and encourage participation.
  - Quiz questions engage your audience by challenging visitors to pick the correct answer. The correct answer is revealed in the results.
  - Value questions gather meaningful information from your audience.
  - Profile questions build a demographic profile of your audience.
- When should this question be re-asked to someone who has already answered it? \***: Three radio button options:
  - Never
  - Immediately
  - After a specific number of days
- Trending Topic:** A text input field with the placeholder "Identify this question with a given topic".

At the bottom of the form are two buttons: a red "Delete" button and a blue "Update" button.

As shown above, the question and answer text can be edited. Answers can be added or removed. You

can change many question options, including the [classification](#).

After making the desired changes, click *Update*.

---

# Cloning a radio question

10/14/2024 1:38 pm EDT

Radio questions may be duplicated using the *Clone* button at the upper right of the question's page. It's marked in green here.

**Which of the following United States Presidents has done the best job protecting the environment?** Clone

▼ FILTER QUESTION <sup>Ⓞ</sup> ⊕

Display Options: Ungrouped Results ▼

After pressing *Clone* you will see a modal showing all the original question's answer options and settings. The *Question Text* field will show the text of the original question followed by (*clone*). Make any desired changes and then move down to the *Answer Options*.

CLONE QUESTION ×

**Question Text \***:

Which of the following United States Presidents has done the best job protecting the environment? (clone) 105 / 133 chars

Reword the answer options as needed. Use the drag handles or up/down arrows (outlined in green below) to rearrange the options. To remove an option, use the X to the right of each row (outlined in red below). To add another option, use the + *Add another answer option* button at the bottom right of the answer options section (outlined in blue below).

**Answer Options:**

⋮  15 / 33 chars ↑ ↓ ×

⋮  13 / 33 chars ↑ ↓ ×

⋮  12 / 33 chars ↑ ↓ ×

⋮  12 / 33 chars ↑ ↓ ×

⋮  12 / 33 chars ↑ ↓ ×

+ Add another answer option

Change the *Question Settings* as needed to suit your new question.

**Question Settings:**

- Randomize the option order for this question.
- Hide results for this question.
- Mark this question as mobile friendly. <sup>?</sup>

**Language:**

English ▾

**Subtype:**

None ▾

**Weighting Scheme**

Weighting Scheme ▾

Choose a question type for the new question.

**What type of question is this? \***

- Engagement questions capture the attention of your audience and encourage participation.
- Quiz questions engage your audience by challenging visitors to pick the correct answer. The correct answer is revealed in the results.
- Value questions gather meaningful information from your audience.
- Profile questions build a demographic profile of your audience.

**When should this question be re-asked to someone who has already answered it? \* :**

- Never
- Immediately
- After a specific number of days

**Trending Topic:**

Identify this question with a given topic

**Explanation Title:**

Ex. In the news:

Finally, hit *Submit* to create the new question.

---

# Deploying a radio question

03/24/2026 4:00 pm EDT



We implemented new requirements for engagement question quotas and durations as of June 2, 2025.

To deploy (or launch) a radio (single-select) question in IS2:

1. Go to the question's *Settings*.
2. Choose *Deploy*. You'll see this screen.

## DEPLOY QUESTION TO FEEDS

In order for a question to appear live on your site, the question must first be deployed using this form. You can add multiple deployments per question by using this page multiple times. If you want to change or delete an existing deployment - to stop asking a question, for instance - please visit the [Feed Maintenance](#) page.

### Would you like to ask this question to everyone?:

Ask Everyone

### Ask Specific Deployment Schemes

Search Deployment Schemes

### Ask Specific Segments

Search Segments

To which feeds would you like to add this question?: [select all](#)

3. Choose who will be asked the question.
  - a. If you want the question seen by all respondents, use the *Ask Everyone* switch. That will disable the next two options.
  - b. If you want to use a specific deployment scheme, select it from the *Ask Specific Deployment Scheme* dropdown list.
  - c. If you prefer to specify [segment\(s\)](#), put them in *Ask Specific Segments*. You can select multiple segments.  
*Please note: When you deploy to segment(s), please contact your account manager immediately so they can ensure the question collects responses properly.*
4. Select one or more [feeds](#) from the list under *To which feeds would you like to add this question*.
5. Set the *Date Constraints*.

## Date Constraints

When would you like to start asking this question?

- Immediately
- On a specific date

When is the last day you would like to ask this question?

- Never
- On a specific date

7/23/2024

- The first setting, *When would you like to start asking this question?* has two options: *immediately* (which is the default) and *On a specific date*.

## Date Constraints

When would you like to start asking t

- Immediately
- On a specific date

Start Date? \*

Select a date...

<		July	>		2024	>	
Su	Mo	Tu	We	Th	Fr	Sa	
30	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31	1	2	3	

- The second setting, *When is the last day you would like to ask this question?* also has two options. The first option is *Never*. The default value is *On a specific date* with a date that's one week out from today. You may, of course, change the date specified.

When is the last day you would like to ask this question?

- Never
- On a specific date

Quo

Would

- 
- 
- 
- 
- 
- Yes, limit responses to monthly quota.

<		Jul	>		2024	>	
Su	Mo	Tu	We	Th	Fr	Sa	
30	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31	1	2	3	

6. Select the appropriate *Quota* value. In most cases, you will specify a quota value. The options are as follows.

### Quota

Would you like to limit the number of responses that are collected for this sample?

- No.
- Yes, limit responses to custom quota.

# of responses

- Yes, limit responses to daily quota.
- Yes, limit responses to weekly quota.
- Yes, limit responses to monthly quota.

- a. *No.*
- b. *Yes, limit responses to customer quota.*
- c. *Yes, limit responses to daily quota.*
- d. *Yes, limit responses to weekly quota.*
- e. *Yes, limit responses to monthly quota.*

7. Enter a deployment *Comment*. It's a good idea to state your quota and other settings here.

8. Click *Submit* to deploy the question.

---

# Approve or Reject a Question

01/15/2025 2:08 pm EST

After you've deployed a question, if it isn't collecting, check to see if it has been approved for a particular target.

Go to the question's Settings > Deployments screen.

If the question has been approved or rejected for a particular target, you will see the name of the target followed by the words *Question approved for this target* or *Question rejected for this target*. You can change the approval/rejection status using the blue *Edit* button.

If the question needs to be approved or rejected, the name of the target will be followed by buttons reading *Reject* (in red) or *Approve* (in blue).

## DEPLOYMENTS

This question can be reviewed for the following targets.

This question has been configured to show up on the targets in the list below. Approving a question for a target in the list makes it visible to users of that target. Rejecting a question for a target in the list stops the question from being delivered. Unreviewed questions may or may not show up on a target, depending on which question sources the target has been configured to automatically trust.

[REDACTED]	Question rejected for this target	Edit
[REDACTED]	Reject Approve	
[REDACTED]	Question approved for this target	Edit

This question is being deployed to the following locations:

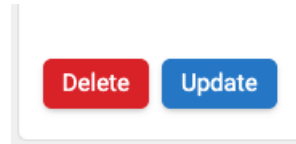
Segment	Recur Type	Quota <sup>?</sup>	Date Range <sup>?</sup>	Target / Question Feed	Priority	
Everyone		-	10/7/2024 - 11/7/2024	[REDACTED]	☆	Delete
Everyone		-	10/7/2024 - 1/19/2038	[REDACTED]	★	Delete
Everyone		50000	10/24/2024 - 1/19/2038	[REDACTED]	☆	Delete

# Deleting a question

04/03/2026 9:45 am EDT

Before a question receives any responses, an [administrator](#) can delete it. To do so, go to *Question > Settings > Edit*.

If I wanted to delete question xxxxxx, I would go to <https://insightstore.civicscience.com/questions/xxxxxx/settings/edit> (replace xxxxxx with the QID).



Scroll down the page and click *Delete*.

If a question is deleted, it cannot be recovered.

---

# Engagement question quotas and durations

03/18/2026 11:08 am EDT

When deploying engagement questions, the user must

- Specify a one-time quota of 1000 or fewer responses<sup>1</sup>

or

- Specify an end date that is no more than 8 days after the start date.

When creating one-time deployments of value questions, users must

- Specify a maximum quota of 3000

and

- Specify an end date no more than 1 month after the start date.

When creating recurring deployments of value questions, users must

- Specify a maximum end date no more than 1 year from the start date

and

- Specify a maximum quota that works out to no more than 100 per day (100 max for daily recurring deployments, 700 max for weekly recurring deployments, and 3000 max for monthly recurring deployments).

If these durations and quotas do not suit your needs, please contact your account manager.

---

1. Daily, weekly, and monthly quotas are no longer available for engagement questions.

---

# Introduction to Reports

04/02/2025 10:42 am EDT

To read, edit, or create a report, click on *Reports* in the left navigation pane.

You'll see the reports screen.

The screenshot shows the 'Reports' interface. At the top, there's a search bar with the placeholder 'Enter search term' and a search icon. Below the search bar is a 'FILTER REPORTS' section with a 'Reset' link. The filters include 'Report Type' (set to 'All Types'), 'Updated After' (set to 'Select a date...'), and 'Updated Before' (set to 'Select a date...'). Below the filters, it says 'Showing 1 to 14 of 14 results' and 'Sort by: Newest first'. The main content is a table with three columns: 'REPORT NAME', 'REPORT TYPE', and 'DATE'. The table lists several reports, including 'Wellbeing Index (women, 18-34, women 18-34)', 'Wellbeing Index', 'Sadness T2B (women, 18-34, women+18-34)', 'Future economy, age', 'CFHI', 'CFHI + components', and 'CFHI - Debt, Income, Savings, Investing, and Credit Outlook'.

REPORT NAME	REPORT TYPE	DATE
<a href="#">Wellbeing Index (women, 18-34, women 18-34)</a>	MultiTimeview	March 21, 2023
<a href="#">Wellbeing Index</a>	MultiTimeview	March 21, 2023
<a href="#">Sadness T2B (women, 18-34, women+18-34)</a>	MultiTimeview	March 21, 2023
<a href="#">Future economy, age</a>	MultiTimeview	March 17, 2023
<a href="#">CFHI</a>	MultiTimeview	July 20, 2022
<a href="#">CFHI + components</a>	MultiTimeview	July 14, 2022
<a href="#">CFHI - Debt, Income, Savings, Investing, and Credit Outlook</a>	MultiScore	July 14, 2022

To find a report, enter your terms in the search field. Only the names of reports are indexed, so you won't be able to search for a term found only in the responses to questions included in a report. Searches with single-word criteria will discover precisely what you put in. Searching for **age** will find reports with **Age** or **Ages** in the title and reports whose names include **manage, engagement, or outage**. If you use more than one search term or phrase, the system will search for them in the order you enter them. So, searching for **wellbeing index** would find two of the reports shown in the image above, but searching for **index wellbeing** would not find them.

You may also use the filters to narrow your search results. Filters include *Report Type, Updated After, and Updated Before*. You may also sort by *Newest first, Oldest first, or Name*.

## Types of Reports

There are several types of reports included in InsightStore 2:

**Deep Profile reports** help to gain deeper insights into a segment or group's behavior.

**MultiScore reports** create scores across more than one question, rebase responses from checkbox

questions, or create a row in a scorecard.

[MultiTimeview reports](#) view time trends across multiple questions or various demographics.

[Scorecard reports](#) combine data from multiple questions. You can segment them in any way you choose.



Note: Crosstabs were previously included in the Reports area. They have been moved to a separate menu item in the left navigation bar.

---

# Introduction to Deep Profile reports

04/01/2025 4:21 pm EDT

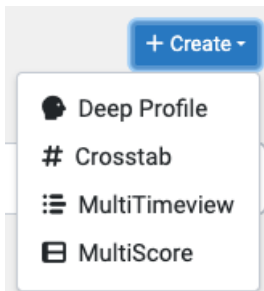
A Deep Profile report is a comprehensive comparative tool that uses a common weighting scheme to gain deeper insights into the behavior of a segment or group or to see how a segment compares to a benchmark.

Most Deep Profile reports are created by CivicScience personnel, but media partners can also create them.

- [Creating a Deep Profile report](#)
  - [Editing a Deep Profile report](#)
  - [Cloning a Deep Profile report](#)
  - [Sharing a Deep Profile report](#)
  - [Deleting a Deep Profile report](#)
-

# Creating a Deep Profile report

04/01/2025 4:23 pm EDT



To create a new Deep Profile report, use the *Reports* link in the left navigation pane, then click on the blue *Create* button. Select *Deep Profile* from the dropdown menu.

On the next page, give your report a descriptive name. Choose a *Baseline Label* and select a *Network*. Decide whether you're going to *Filter by Segment* and/or *Filter by Target*. Select a *Weighting Scheme*. Then, you can choose to add up to five groups. Keep in mind that the recommended sample size of a segment is at least 1,000.

## DEFINITION

### DeepProfile Name

### Baseline Label

### Network <sup>?</sup>

### Filter by Segment

### Filter by Target

### Weighting Scheme

### Groups

Add at least one and up to five groups to compare in this DeepProfile. Optionally provide your own custom labels for the groups.

On the *Group Creation* card, each group needs a unique *Label*. Select the *Network*, then *Filter by Segment*, and (if desired), *Filter by Target*. Click *Add Group*.

## GROUP CREATION ✕

Select the settings for the group to include in your DeepProfile.

**Label**

**Network** ⓘ

**Filter by Segment**

**Filter by Target**

[Add Group](#)

After setting up your groups, you can edit a group if necessary by using the blue *Edit* link. If you want to delete a group, click the X at the end of the line.

When everything is set up as desired, click *Compute*.

### Groups

Add at least one and up to five groups to compare in this DeepProfile. Optionally provide your own custom labels for the groups.

Testing 1: All respondents in segment Canonical - Gender - Female in My Account [Edit](#)✕

[+ Add Group](#)

[Delete](#) [Reset](#) [Clone](#) [Compute](#) [Update](#)

You'll see this message:

✓ Successfully initiated deep profile computation. You should receive an email when complete.

When you receive the email, it will come from [noreply@civicscience.com](mailto:noreply@civicscience.com) and the subject line will be *CivicScience - Your DeepProfile Is Ready - (title) - (date)(time)*. It will look like this.

---

Hello,

Your DeepProfile report for Manual Example is ready to view.

[Download your report.](#)

Thanks,

The CivicScience Team

The InsightStore™ by CivicScience is the leading platform for intelligent polling and deep  
CivicScience.com for more information, and follow us on Twitter [@CivicScience](#).

Questions? Contact us by emailing [contact@civicscience.com](mailto:contact@civicscience.com).

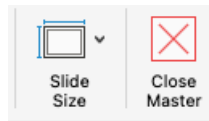
Follow the *Download your report* link and click the *Download* link. You'll get a PowerPoint file containing the data you requested.

---

#### DEEP PROFILE RESULTS DOWNLOAD

Time Computed	Status	Link
November 6, 2023	Ready to download	<a href="#">Download</a>

If your PowerPoint file opens showing a template instead of the expected slides, there's a button at the right end of the ribbon labeled "Close Master." Use it, and you will see the proper slides.



# Editing a Deep Profile report

04/01/2025 4:26 pm EDT

To edit a Deep Profile report, open it and go to *Settings > Definition*. Change the fields as needed, then click the blue *Update* button at the bottom of the screen.

## DEFINITION

### DeepProfile Name

### Baseline Label

### Network <sup>?</sup>

### Filter by Segment

### Filter by Target

### Weighting Scheme

### Groups

Add at least one and up to five groups to compare in this DeepProfile. Optionally provide your own custom labels for the groups.

Pittsburgh: All respondents in segment DMA - Pittsburgh in My Account

[Edit](#) ×

Atlanta: All respondents in segment DMA Atlanta in My Account

[Edit](#) ×

[+ Add Group](#)

[Delete](#)

[Reset](#)

[Clone](#)

[Compute](#)

[Update](#)

After you hit *Update*, you'll see this notification.

✓ Deep Profile updated successfully.

×

You will need to compute the report to reflect your changes. After using the *Compute* button, you'll get another notification.

✓ Successfully initiated deep profile computation. You should receive an email when complete.

×



# Cloning a Deep Profile report

04/01/2025 4:27 pm EDT

To clone a Deep Profile report, open the report and go to *Settings > Definition*. Scroll to the bottom and select the *Clone* button.



On the next screen, you can rename the report and make any other desired changes.

## DEFINITION

### DeepProfile Name

Manual Example (clone)

### Baseline Label

Label

### Network <sup>?</sup>

CivicScience

### Filter by Segment

Canonical - U.S. Adults 18-34

### Filter by Target

No Target Filter Set. Search...

### Weighting Scheme

Autoweight - U.S. Adults

### Groups

Add at least one and up to five groups to compare in this DeepProfile. Optionally provide your own custom labels for the groups.

Pittsburgh: All respondents in segment DMA - Pittsburgh in My Account

[Edit](#) ✕

Atlanta: All respondents in segment DMA Atlanta in My Account

[Edit](#) ✕

[+ Add Group](#)

[Cancel](#)

[Clone](#)

After you've made any changes, use the *Clone* button. You will be taken to the *Settings > Definition* tab of the new report.

# Sharing a Deep Profile report

04/01/2025 4:28 pm EDT

If you want others in your account to have access to a Deep Profile report, you will need to share it.

Open the report and go to the *Settings > Sharing* tab. To give access to all account members, select *Everyone*. *Read Only* access allows users to view and download the results of the report, but not to edit or share it. *Edit* access allows them to edit, share, and delete the report.

## DEEP PROFILE SHARING

DeepProfiles can be shared with other users of your account. Users with Read Only access can download DeepProfile PDF reports, but they cannot edit the DeepProfile. Users with Edit access can view the DeepProfile, share it with others, change settings, and trigger PDF reports to be computed.

NAME	NO ACCESS	READ ONLY	EDIT
Everyone	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Team	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demo Group	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mary Acklin	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
amy@9dnorth.com	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
aparna+hb@civicscience.com	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
aparna+intercom2@civicscience.com	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annette Brady	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Notify users gaining access to this Deep Profile

### Shared Accounts

Deep Profile not shared with any other accounts.

Submit

If you want to notify users that they've gained access to the report, select the checkbox below the list of users and groups.

After making changes, use the *Submit* button. You'll see this notification.

✓ Success updating Deep Profile sharing.



# Deleting a Deep Profile report

04/01/2025 4:28 pm EDT

To delete a Deep Profile report, open it and go to the *Settings > Definition* tab. Scroll to the buttons at the bottom. Use the red *Delete* button.



You'll see this modal.

DELETE DEEP PROFILE?



Are you sure you want to delete this Deep Profile?



If you use the red *Delete* button here, the report will be deleted for all users. It cannot be retrieved.

You will be taken back to the list of all reports after the Deep Profile report is deleted.

---

# Introduction to MultiScore reports

04/01/2025 4:12 pm EDT

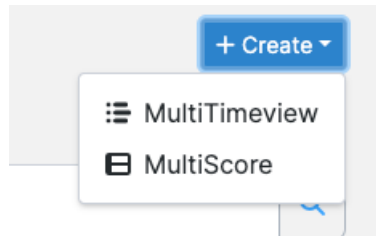
MultiScore reports are versatile objects. They can be used to create scores across more than one question. Another common use is rebasing responses from checkbox questions (i.e., to exclude an opt-out question).

- [Creating a MultiScore report](#)
  - [Cloning a MultiScore report](#)
  - [Editing a MultiScore report](#)
  - [Filtering or weighting a MultiScore report](#)
  - [Sharing a MultiScore report](#)
  - [Deleting a MultiScore report](#)
-

# Creating a MultiScore report

04/01/2025 4:13 pm EDT

To create a MultiScore report, go to the *Reports* page and use the blue *Create* button. Select *MultiScore* from the dropdown menu.



Next, you will see this form. Give your report a descriptive name, then click *Add Score*.

## Create MultiScore

DEFINITION

**MultiScore Name \***

**Component Scores**

**Formula**

**Description**

Next, you'll see the same search interface found on the questions search page, but with an added field labeled *Show Only*: where you can select the items you want to see.

Show Only: <sup>?</sup>

- ✓ Please select...
- All
- Percentages
- Counts
- Brand Scores
- Custom Question Scores

Choose at least two items and hit the *Add Question Scores* button. You'll be taken back to the *Create MultiScore* screen.

Component Scores

StronglyAgree	How strongly do you agree or disagree that colleges and universities should take <strong>race</strong> into account when making admissions decisions? > Count: Strongly agree	↑ ↓ ×
SomewhatAgree	How strongly do you agree or disagree that colleges and universities should take <strong>race</strong> into account when making admissions decisions? > Count: Somewhat agree	↑ ↓ ×
SomewhatDisagree	How strongly do you agree or disagree that colleges and universities should take <strong>race</strong> into account when making admissions decisions? > Count: Somewhat disagree	↑ ↓ ×
StronglyDisagree	How strongly do you agree or disagree that colleges and universities should take <strong>race</strong> into account when making admissions decisions? > Count: Strongly disagree	↑ ↓ ×
Neutral/ItDepends	How strongly do you agree or disagree that colleges and universities should take <strong>race</strong> into account when making admissions decisions? > Count: Neutral / It depends	↑ ↓ ×
TRC	How strongly do you agree or disagree that colleges and universities should take <strong>race</strong> into account when making admissions decisions? > Total Response Count	↑ ↓ ×

Here you can provide alternate label names for each item and reorder the items. You may also add more scores by using the *Add Score* button again.

Next, create your formula and validate it. You must validate the formula before moving forward.

Formula

TRC      Functions...      Validate

$$\frac{((\text{StronglyAgree})+(\text{SomewhatAgree})) - ((\text{SomewhatDisagree}) + (\text{StronglyDisagree}))}{(\text{TRC})}$$

The formula is valid.

Description

Description

Cancel    Reset    Submit

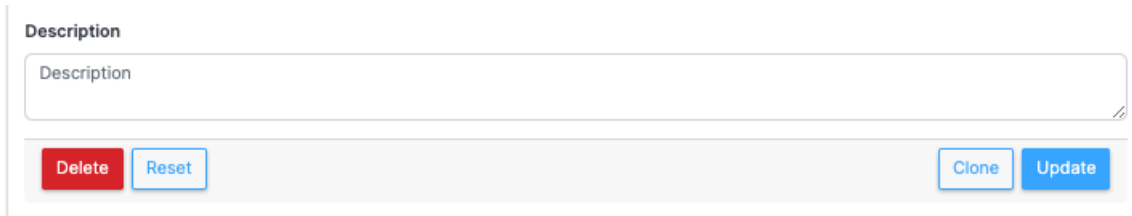
Provide a description for your MultiScore report in the *Description* field, then hit *Submit* to save your report. You'll be taken to the *Results* page, where you may apply a segment if you wish to do so.

---

# Cloning a MultiScore report

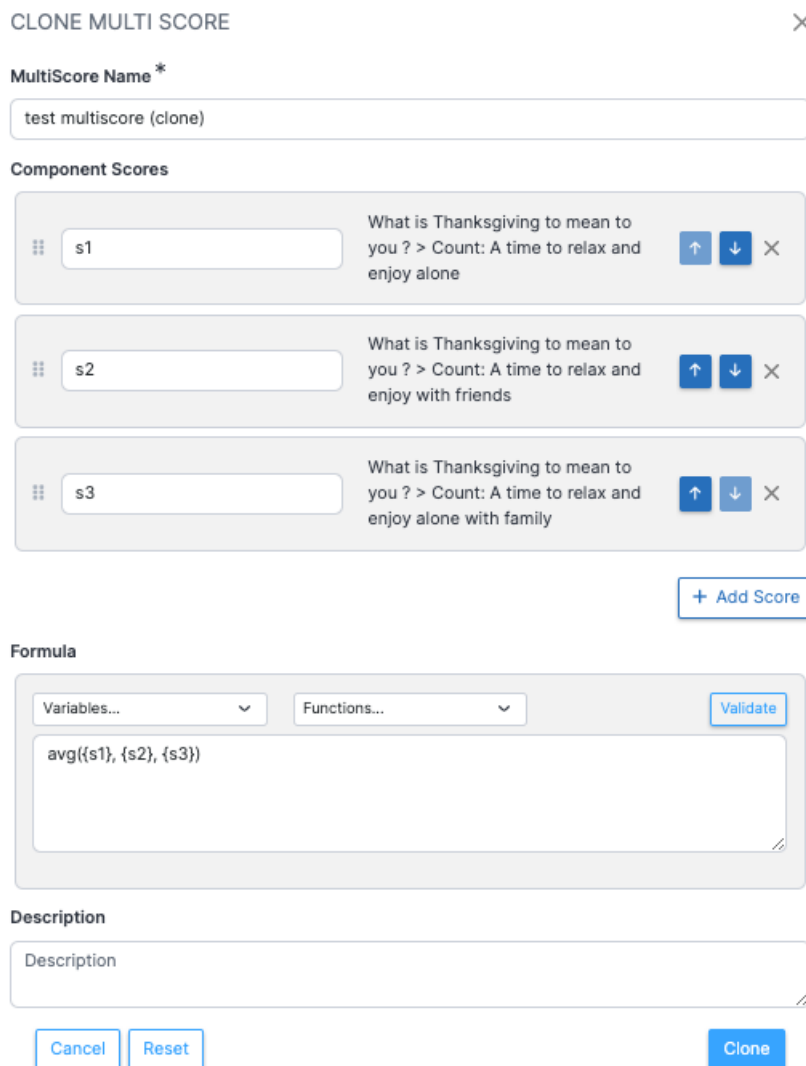
04/01/2025 4:14 pm EDT

To clone a MultiScore report, go to the *Settings* tab, then all the way to the bottom of the page. Click *Clone*. (If you do not see that button, you do not have edit permissions for the report in question.)



This screenshot shows a modal window for editing a MultiScore report. At the top, there is a section labeled "Description" with a text input field containing the word "Description". Below the input field, there are four buttons: a red "Delete" button, a blue "Reset" button, a blue "Clone" button, and a blue "Update" button.

You will see this modal:



This screenshot shows the "CLONE MULTI SCORE" modal window. At the top right is a close button (X). The modal contains several sections:

- MultiScore Name \***: A text input field containing "test multiscore (clone)".
- Component Scores**: A list of three component scores, each with a three-dot menu icon on the left, a text input field, a description, and up/down arrows with a close button (X) on the right.
  - Score 1: Input "s1", description "What is Thanksgiving to mean to you ? > Count: A time to relax and enjoy alone".
  - Score 2: Input "s2", description "What is Thanksgiving to mean to you ? > Count: A time to relax and enjoy with friends".
  - Score 3: Input "s3", description "What is Thanksgiving to mean to you ? > Count: A time to relax and enjoy alone with family".
- + Add Score**: A button to add a new component score.
- Formula**: A section with two dropdown menus labeled "Variables..." and "Functions...", a "Validate" button, and a text input field containing the formula "avg({s1}, {s2}, {s3})".
- Description**: A text input field containing the word "Description".
- At the bottom, there are three buttons: "Cancel", "Reset", and "Clone".

On it, you may change any of the defining *Settings* for the MultiScore report, then click the blue *Clone* button in the lower right corner.



# Editing a MultiScore report

04/01/2025 4:15 pm EDT

To edit a MultiScore report, go to its *Settings* tab to change any report component. If you make any changes to the scores or formula, you will need to validate the formula again. Click *Update* when you're finished.

DEFINITION

MultiScore Name \*

Considering Race in College Admissions

Component Scores

- StronglyAgree

How strongly do you agree or disagree that colleges and universities should take race into account when making admissions decisions? > Count: Strongly agree
- SomewhatAgree

How strongly do you agree or disagree that colleges and universities should take race into account when making admissions decisions? > Count: Somewhat agree
- SomewhatDisagree

How strongly do you agree or disagree that colleges and universities should take race into account when making admissions decisions? > Count: Somewhat disagree
- StronglyDisagree

How strongly do you agree or disagree that colleges and universities should take race into account when making admissions decisions? > Count: Strongly disagree
- Neutral/ItDepends

How strongly do you agree or disagree that colleges and universities should take race into account when making admissions decisions? > Count: Neutral / It depends
- TRC

How strongly do you agree or disagree that colleges and universities should take race into account when making admissions decisions? > Total Response Count

+ Add Score

Formula

Variables... Functions... Validate

$$\frac{({StronglyAgree})+({SomewhatAgree}) - ({SomewhatDisagree}) + ({StronglyDisagree})}{(TRC)}$$

Description

Description

- Delete
- Reset
- Clone
- Update

# Filtering or weighting a MultiScore report

04/01/2025 4:15 pm EDT

To filter or weight a MultiScore report, use the dropdown menus at the top of the multiscore report page. You may filter by segment or date and apply any appropriate weighting scheme.

[Back To Reports](#)

## CFHI - Debt, Income, Savings, Investing, and Credit Outlook

**FILTER MULTISCORE**

Segment <sup>ⓘ</sup>      Weighting Scheme <sup>ⓘ</sup>      Date <sup>ⓘ</sup>

Search Segments      Search Weighting Schemes      All Dates      [Reset](#) [Apply](#)

---

**Score: 60.209**

Last Week: 60.428  
Last Month: 60.886  
Last Quarter: 61.206  
Last Year: 59.333

65  
60  
55  
50

Mar '22      May '22      Jul '22      Sep '22      Nov '22      Jan '23

Date

---

[Results](#)      [Settings](#)

---

**Segments**

SEGMENTS

Search Segments

[Submit](#)

# Sharing a MultiScore report

04/01/2025 4:16 pm EDT

If you wish to allow others to view your MultiScore report, click on *Settings*, then *Sharing*.

## MULTI SCORE SHARING

MultiScores can be shared with other users of your account. Users with Read Only access can view, but not edit, a MultiScore. Users with Edit access can view the MultiScore, share the MultiScore with others, and make changes to the MultiScore.

NAME	NO ACCESS	READ ONLY	EDIT
Everyone	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
[REDACTED]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[REDACTED]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[REDACTED]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
[REDACTED]	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

There are three levels of permissions. The default is *No Access*, meaning they cannot see the report. *Read Only* access will allow them to view, but not edit, the report. *Edit* will allow them to view, make changes to, and delete the report. If you want to grant access to everyone in your organization, select *Everyone*.

Changes will not take effect until you click *Save* at the bottom of the page. At that time, you may choose whether you want to notify users who are gaining access to the report.

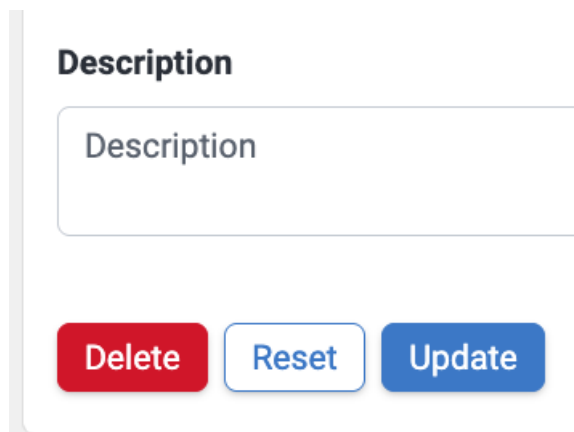
Please note that you will not see the *Settings* or *Sharing* options if you do not have edit permissions for a report.

---

# Deleting a MultiScore report

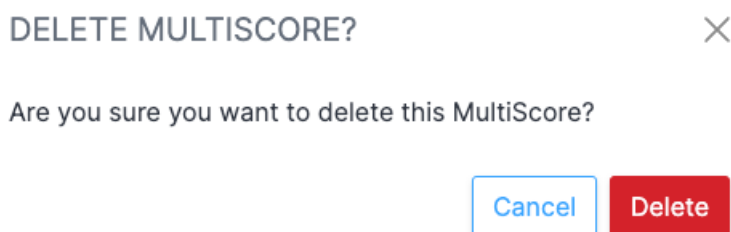
04/01/2025 4:19 pm EDT

To delete a MultiScore report, go to the *Settings* tab and scroll to the bottom of the page. The red *Delete* button is in the lower-left corner of the page.



The screenshot shows a settings form for a MultiScore report. At the top, the word "Description" is written in bold. Below it is a text input field containing the word "Description". At the bottom of the form, there are three buttons: a red button labeled "Delete", a white button with a blue border labeled "Reset", and a blue button labeled "Update".

If you click *Delete* you will see this modal:



The screenshot shows a confirmation modal titled "DELETE MULTISCORE?". In the top right corner, there is a close button represented by an "X" icon. The main text of the modal asks, "Are you sure you want to delete this MultiScore?". At the bottom right, there are two buttons: a white button with a blue border labeled "Cancel" and a red button labeled "Delete".

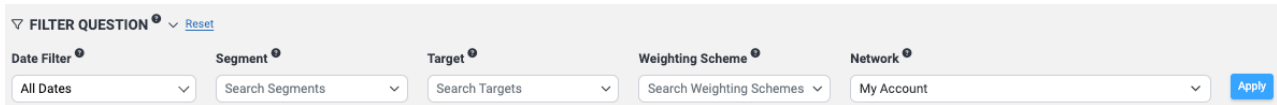
Use the delete function with extreme caution. Deleted reports cannot be recovered, and deleting a report removes it for everyone, not just you.

---

# Media partner filters for MultiScore reports

04/01/2025 4:20 pm EDT

Media partners have two additional filter fields at the top of each MultiScore report.



The screenshot shows a filter bar for a MultiScore report. It features a dropdown menu for 'FILTER QUESTION' with a 'Reset' link to its right. Below this are five filter fields: 'Date Filter' (set to 'All Dates'), 'Segment' (set to 'Search Segments'), 'Target' (set to 'Search Targets'), 'Weighting Scheme' (set to 'Search Weighting Schemes'), and 'Network' (set to 'My Account'). An 'Apply' button is located on the far right of the filter bar.

The first additional field, *Target*, allows you to filter the report's results by each of your targets.

The second additional field, *Network*, defaults to *My Account*, which shows only the results from your network of sites. If you wish to see the results for all CivicScience sites, set *Network* to *CivicScience Network*. To see the results from all CivicScience sites excluding your own, choose *Benchmark Network*.

Please hit *Apply* to see the results of your chosen filters. Use the blue *Reset* link to the right of the *FILTER QUESTION* title to remove all selections.

---

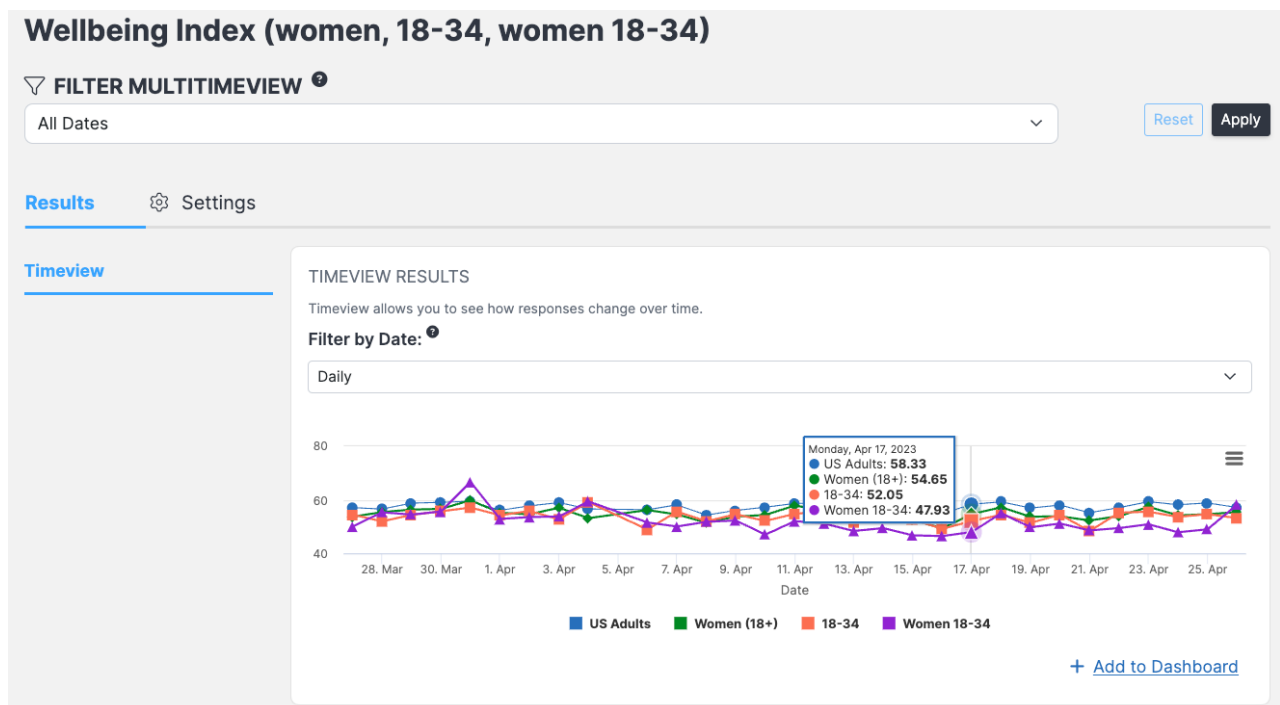
# Introduction to MultiTimeview reports

04/01/2025 4:34 pm EDT

MultiTimeview reports are used to view time trends across multiple questions (e.g., checkbox questions or two completely different questions) or various demographics (e.g., two different age groups).

- [Creating a MultiTimeview report](#)
- [Cloning a multiyimeview report](#)
- [Adding a MultiTimeview report to a dashboard](#)
- [Editing a MultiTimeview report](#)
- [Filtering a MultiTimeview report](#)
- [Sharing a MultiTimeview report](#)
- [Deleting a MultiTimeview report](#)

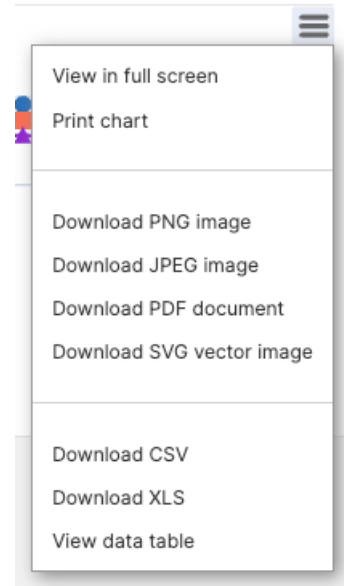
**Note:** The *Filter MultiTimeview* field at the top of each MultiTimeview report is a temporary filter for changing the time constraints with which the report is displayed on this screen. To permanently change the report, you need to go to *Settings > Definition*.



You can hover over any point in a MultiTimeview graph and see more details isolated in a pop-out visualization.

Clicking on the hamburger menu at the upper right corner of the MultiTimeview report will give you access to more options, including:

- View in full screen
- Print chart
- Download PNG image
- Download PDF document
- Download SVG vector image
- Download CSV
- Download XLS
- View data table



# Creating a MultiTimeview report

03/10/2026 9:11 am EDT

To create a MultiTimeview report, click on the blue *Create* button and select *MultiTimeview*.

## Reports

Run reports to analyze your data. [Learn more about reports.](#)

+ Create

## MultiTimeview name

The *MultiTimeview Name* is required. Provide a name that will be meaningful to all members of your organization's account.

## Create MultiTimeview

DEFINITION

**MultiTimeview Name \***

**Filter by Date** ⓘ

**Axis Scales**

Autoscale the primary y-axis

**Timeview Components**

**Comments (Optional)**

## Filter by date

If you do not select a date filter, the default is *All* dates. You may choose from five relative date settings and two custom settings.

### Filter by Date <sup>?</sup>

- ✓ All
- Last 7 Days
- Last 30 Days
- Last 90 Days
- Last 180 Days
- Last 365 Days
- Custom Fixed
- Custom Relative

## Axis scales

### Axis Scales

Autoscale the primary y-axis

Check the *Autoscale the primary y-axis* box if you don't need the graph to extend to 100. Doing so can eliminate excess blank space on your graph. This setting can be changed later if you aren't happy with the graph's scale.

## Timeview components

At least one *Timeview Component* is required. You may select multiple [MultiScore reports](#) and/or [question scores](#), too.

### Timeview Components

+ Add MultiScore

+ Add Question Score

## Comments

*Comments* are optional, but we suggest that you use them to describe the purpose of your report. The comments aren't shown on the report itself but may be viewed in its settings.

### Comments (Optional)

MultiTimeview Description

## Cancel, reset, or submit

If you change your mind about creating the report, use the *Cancel* button. If you want to clear the *Create MultiTimeview* form and start fresh, use the *Reset* button. Then, use the blue *Submit* button to create your report.

Cancel

Reset

Submit

## Results

To see your report, go to the *Results* tab.

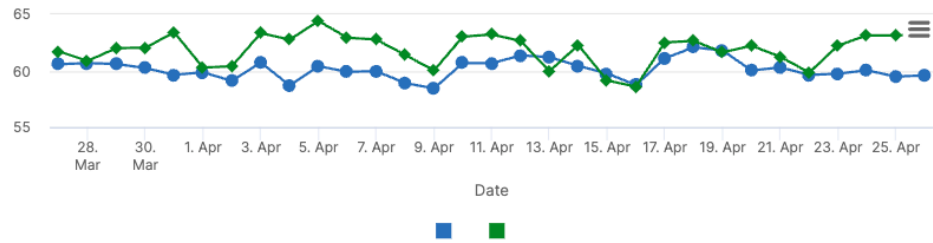
## Timeview

## TIMEVIEW RESULTS

Timeview allows you to see how responses change over time.

Filter by Date: <sup>?</sup>

Daily



+ [Add to Dashboard](#)

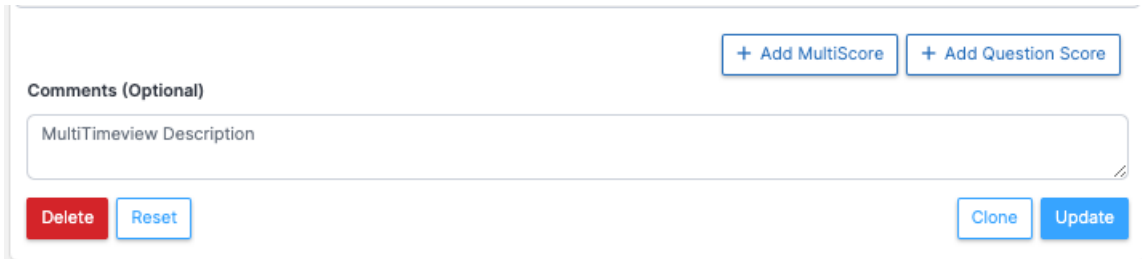
## Add to dashboard

Use the *Add to Dashboard* link in the lower right corner to add the report to a [dashboard](#).

# Cloning a MultiTimeview report

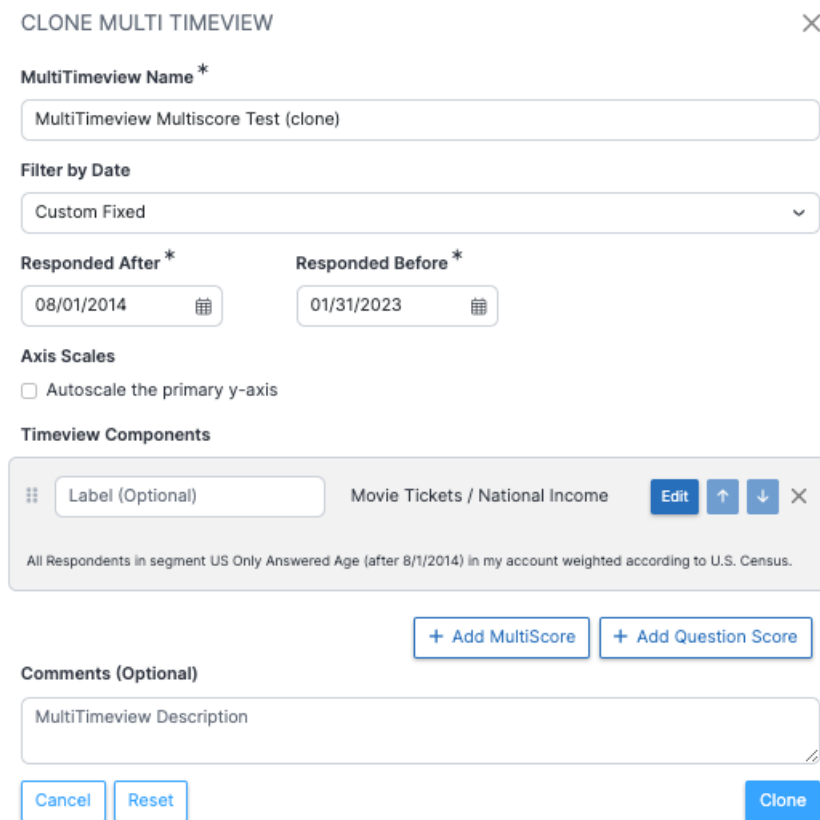
04/01/2025 4:41 pm EDT

To clone a MultiTimeview report, choose the *Settings* tab and scroll all the way to the bottom to use the *Clone* button. If you do not see that button, you do not have edit permissions for the report in question.



This screenshot shows the settings for a MultiTimeview report. At the top right, there are two buttons: "+ Add MultiScore" and "+ Add Question Score". Below these is a section titled "Comments (Optional)" with a text input field containing "MultiTimeview Description". At the bottom left of this section are "Delete" and "Reset" buttons. At the bottom right are "Clone" and "Update" buttons.

After clicking the *Clone* button, you'll see this screen:



This screenshot shows the "CLONE MULTI TIMEVIEW" dialog box. It has a close button (X) in the top right corner. The "MultiTimeview Name\*" field contains "MultiTimeview Multiscore Test (clone)". The "Filter by Date" dropdown is set to "Custom Fixed". The "Responded After\*" field is "08/01/2014" and the "Responded Before\*" field is "01/31/2023". Under "Axis Scales", the "Autoscale the primary y-axis" checkbox is unchecked. The "Timeview Components" section shows a component named "Label (Optional)" with a description "Movie Tickets / National Income" and buttons for "Edit", up/down arrows, and a close button (X). Below this is a descriptive text: "All Respondents in segment US Only Answered Age (after 8/1/2014) in my account weighted according to U.S. Census." At the bottom right of the dialog are "+ Add MultiScore" and "+ Add Question Score" buttons. The "Comments (Optional)" section has a text input field with "MultiTimeview Description". At the bottom left are "Cancel" and "Reset" buttons, and at the bottom right is a "Clone" button.

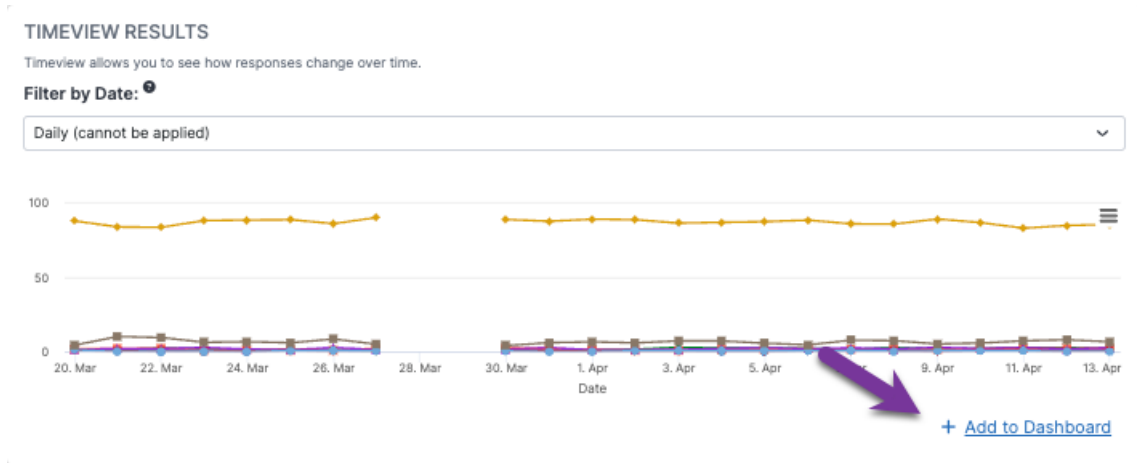
Make any desired changes, then click *Clone*.

---

# Adding a MultiTimeview report to a dashboard

04/01/2025 4:42 pm EDT

On the lower right corner of the *Timeview Results* tab, there's a link labeled *Add to Dashboard* (purple arrow).



Clicking on that link will bring up this modal:

TO WHICH DASHBOARD WOULD YOU LIKE TO ADD THIS DASHLET? ×

This dashlet can be added to any dashboards that you can edit. Added dashlets will automatically appear in the bottom left column of the dashboard to which they are added, and can be rearranged through drag and drop.

Select a dashboard

05.08.2020- Autopay ▼

[Submit](#)

Select the desired dashboard from the dropdown list, then click *Submit*. You may also create a new dashboard and add the report to it.

After you hit *Submit*, you will see a green notification bar informing you that the MultiTimeview dashlet has been added to the dashboard.

## TIMEVIEW RESULTS

Timeview allows you to see how responses change over time.

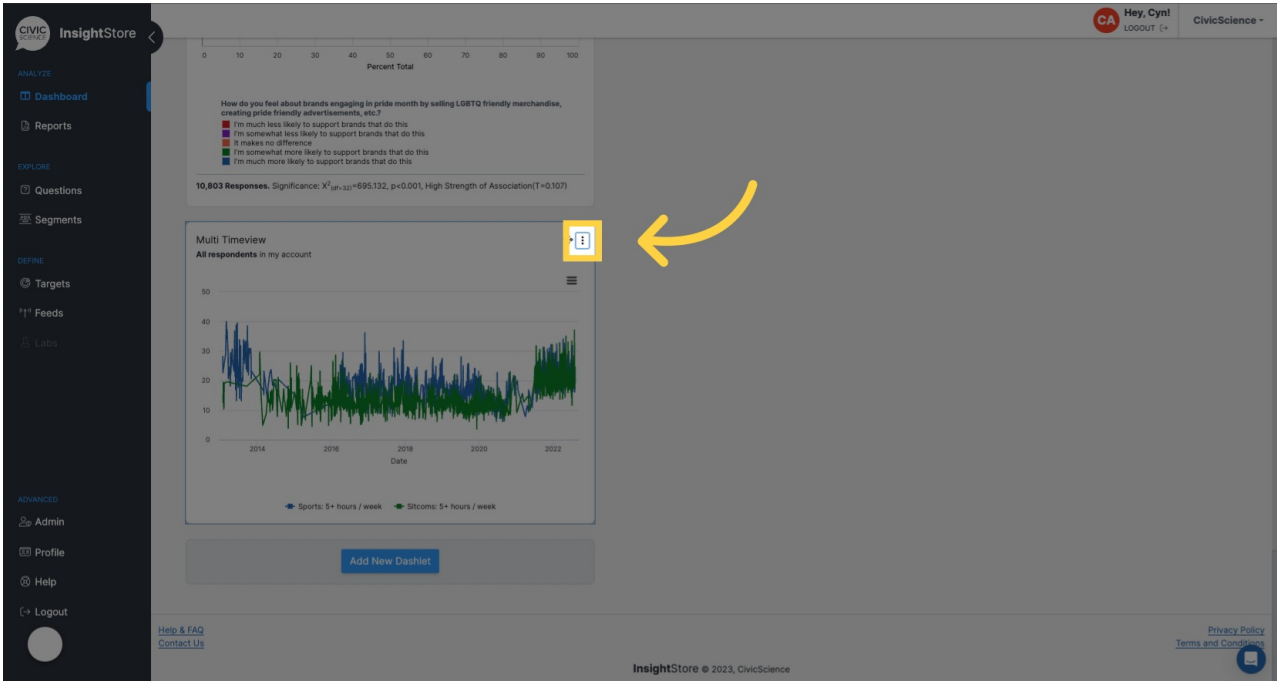
✓ Dashlet successfully added to your dashboard! ×

Once the multi-timeview dashlet is added to a dashboard, you will need to reapply the dates and time grains using the edit options for the dashlet. Here's a video that shows you how to do that.

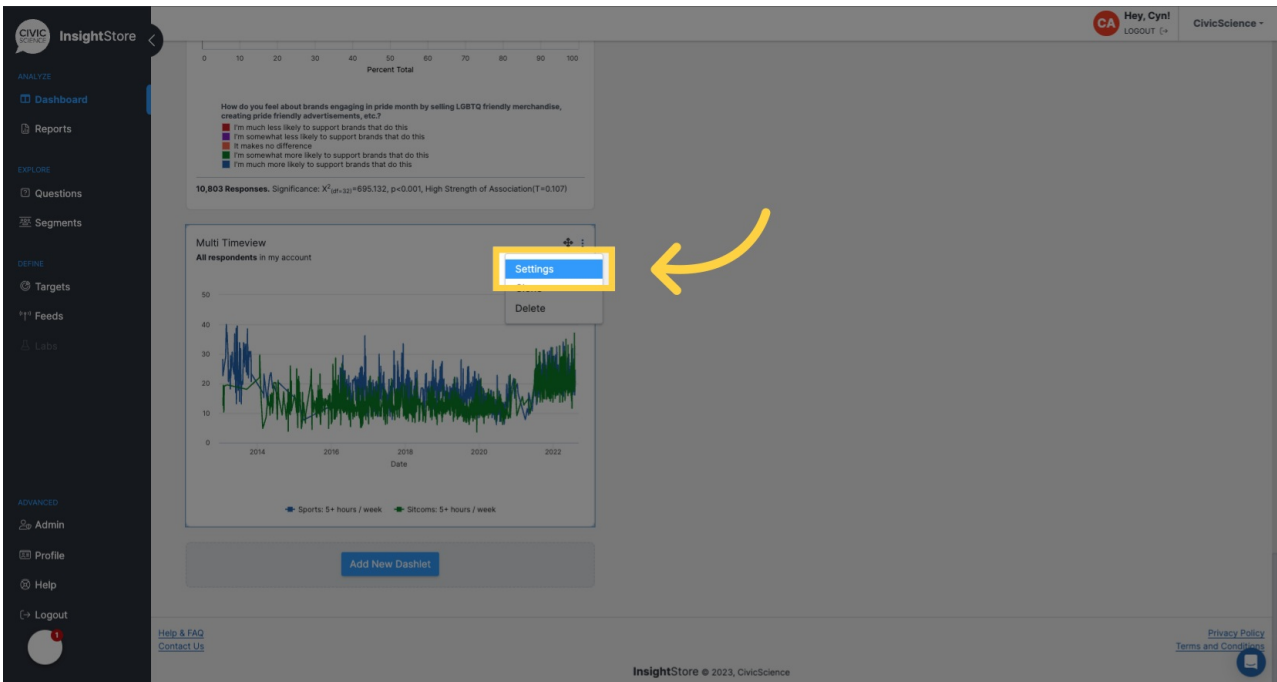
Your browser does not support HTML5 video.

1. Go to [insightstore.civicscience.com](https://insightstore.civicscience.com).

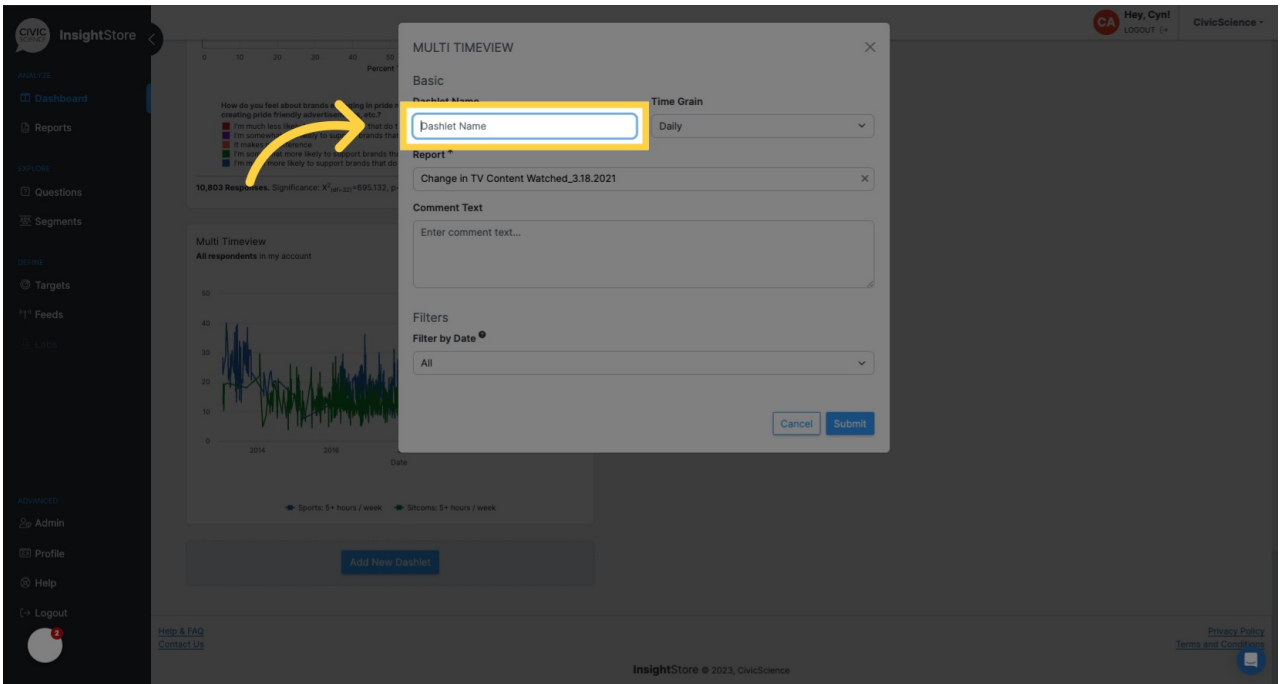
2. Click the kebab menu.



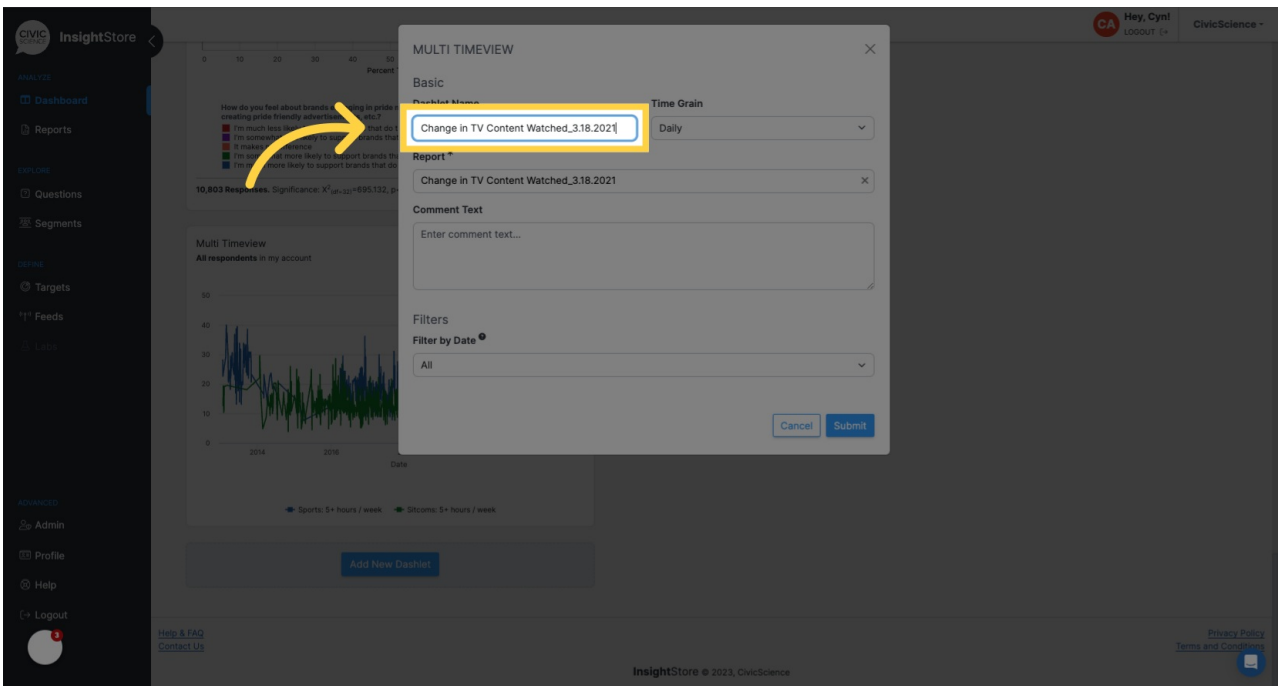
3. Click *Settings*.



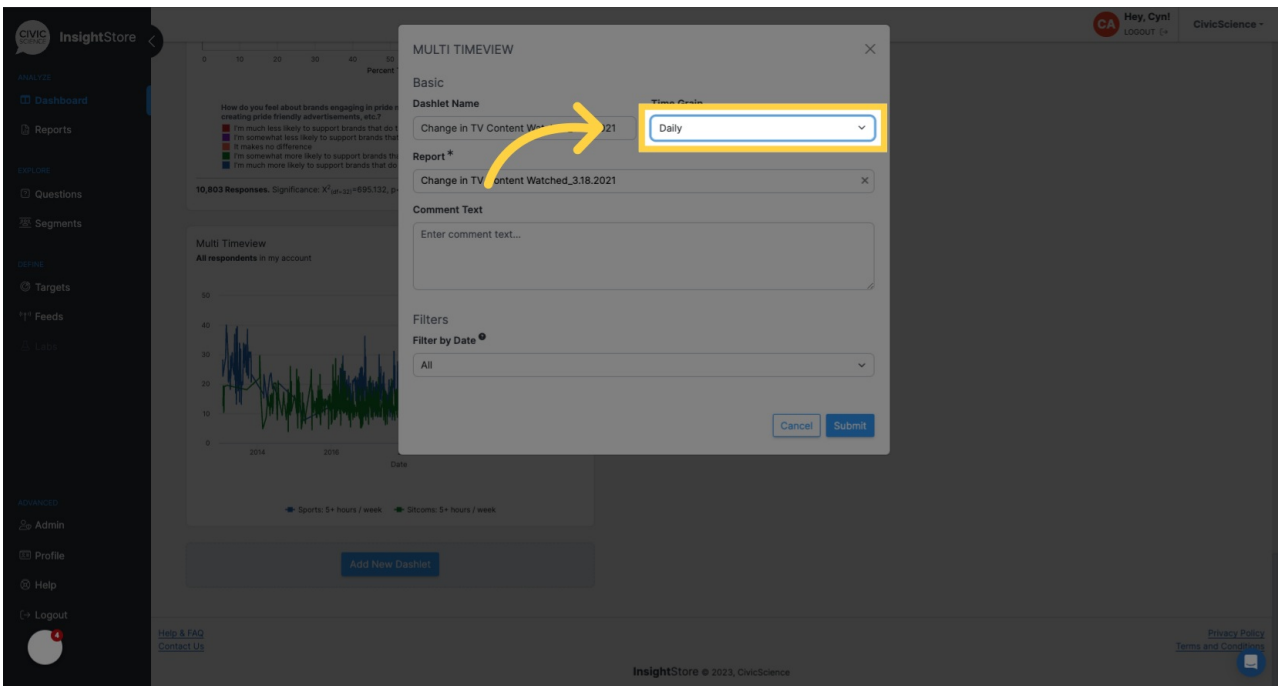
4. Click *Dashlet Name*.



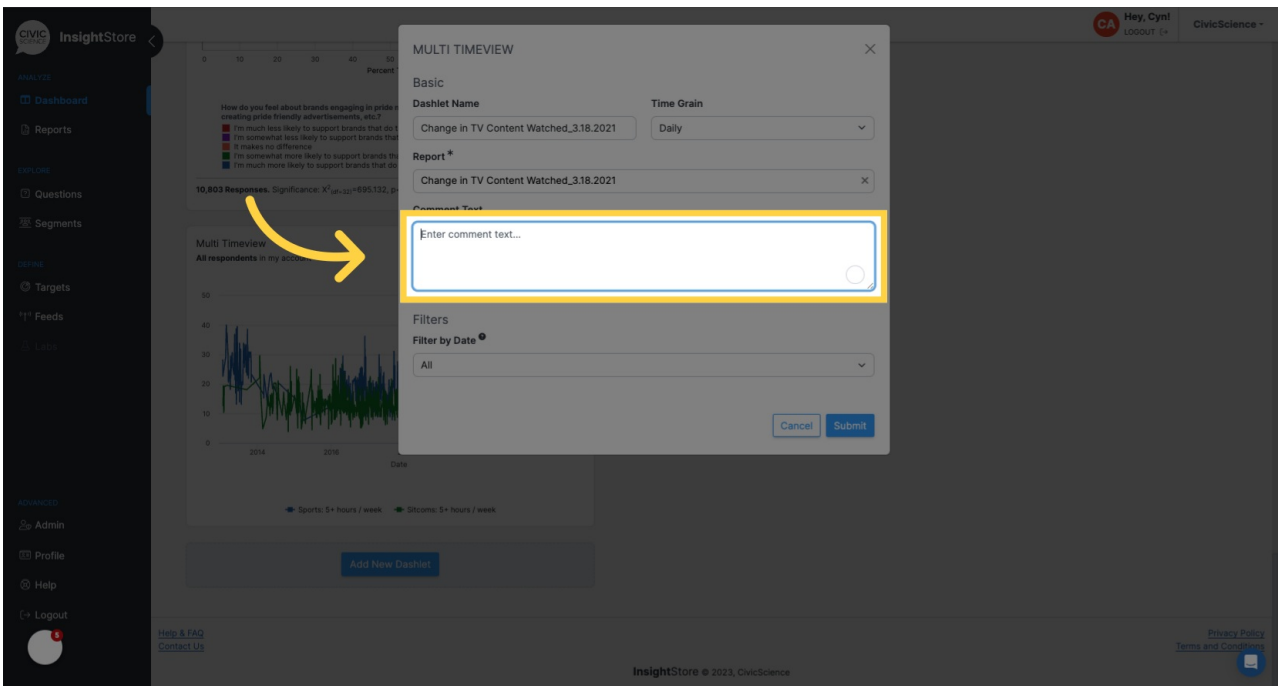
## 5. Change the title if needed.



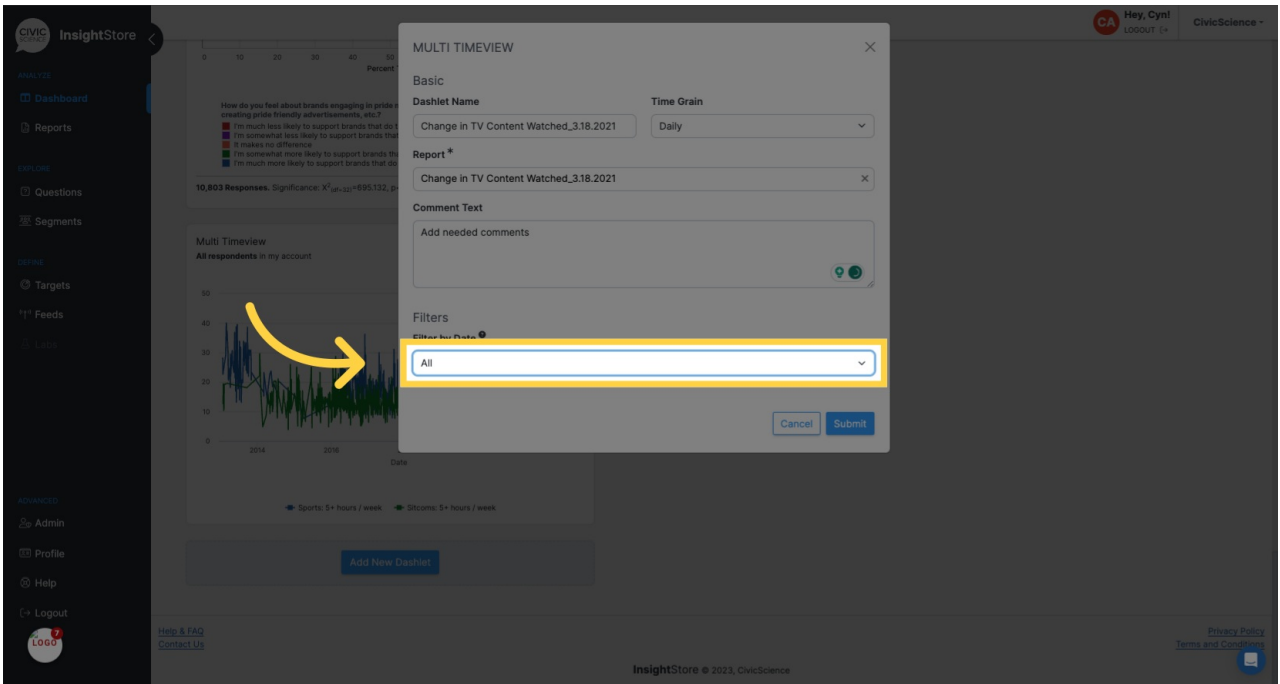
## 6. Change the *Time Grain* if needed.



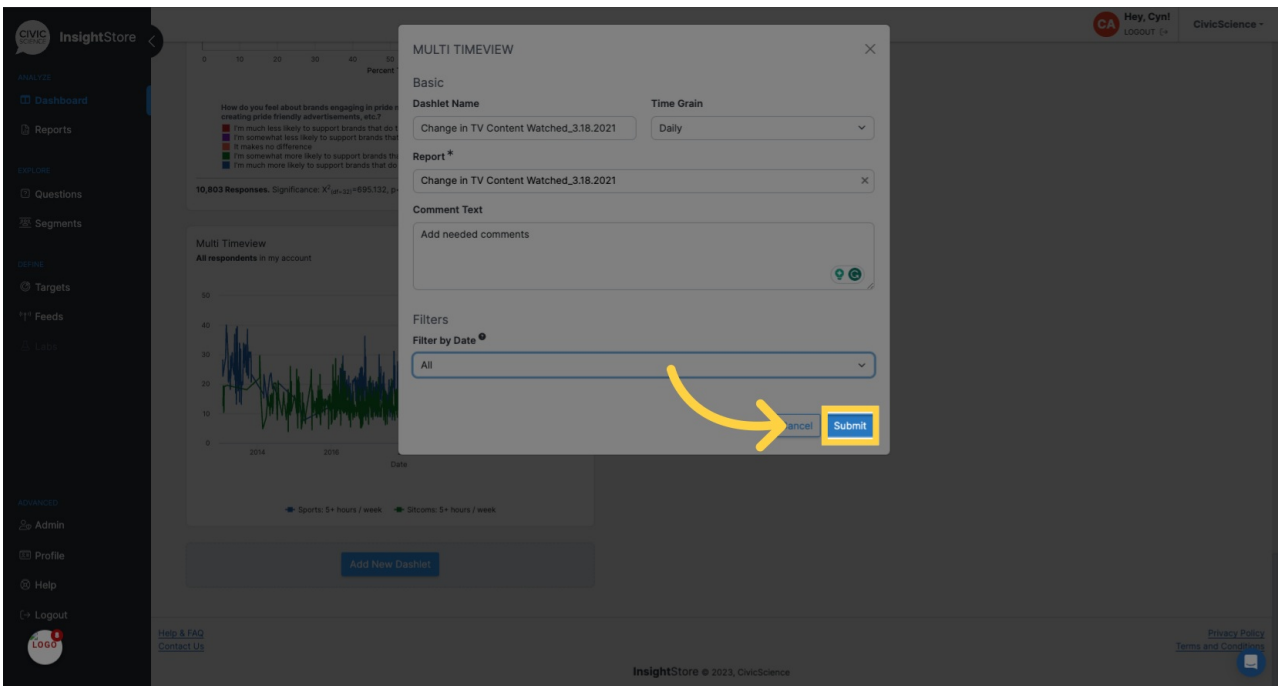
## 7. Enter any desired comments.



## 8. Change the Date Filter if needed.



## 9. Click Submit.



# Editing a MultiTimeview report

02/27/2026 1:44 pm EST

To edit a MultiTimeview report, select the *Settings* tab to change any report component. Click *Update* when you're finished.

**DEFINITION**

**MultiTimeview Name \***

**Filter by Date**

**Responded After \*** **Responded Before \***

**Axis Scales**

Autoscale the primary y-axis

**Timeview Components**

Movie Tickets / National Income Edit ↑ ↓ ×

All Respondents in segment US Only Answered Age (after 8/1/2014) in my account weighted according to U.S. Census.

+ Add MultiScore + Add Question Score

**Comments (Optional)**

Delete Reset Clone Update

## Timeview Components

The six dots to the left of each *Timeview Component's* label can be used to reposition the component. The up and down arrows to the right of the *Edit* may also be used for repositioning them.

## Timeview Components

☰  CFHI - Debt, Income, Savings, Investing, and Credit Outlook Edit ↑ ↓ ×  

All Respondents in my account unweighted.

☰  Wellbeing Index Edit ↑ ↓ ×  

All Respondents in my account unweighted.

+ Add MultiScore

+ Add Question Score

## Comments (Optional)

\_\_\_\_\_

Delete

Reset

Clone

Update

## Edit Component


Use the *Edit* button to filter a component or apply a weighting scheme. You can also choose put this particular score on its own *Separate Axis*, which is useful when including a *Total Response Count* with a score. If *Separate Axis* is selected, you can also *Autoscale* the separate axis to eliminate excess blank space on your graph.

## EDIT COMPONENT



Separate Axis  Autoscale Axis

### Select a Network

My Account 


### Filter by Segment

Select Segment 

### Filter by Target

Select Target 

### Weight by

Select Weighting Scheme 

### Filter by Date

All 

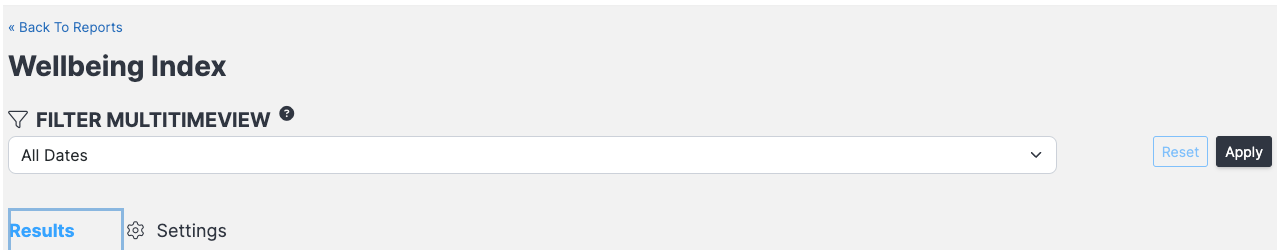
Cancel

Submit

# Filtering a MultiTimeview report

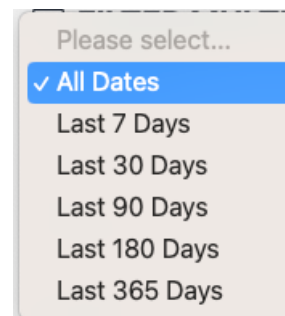
04/01/2025 4:44 pm EDT

To filter a MultiTimeview report, open the report to its *Results* tab. Click on the *FILTER MULTITIMEVIEW* dropdown.



The screenshot shows the top section of a report titled "Wellbeing Index". At the top left, there is a link "« Back To Reports". Below the title, there is a dropdown menu labeled "FILTER MULTITIMEVIEW" with a small information icon. The dropdown is currently set to "All Dates". To the right of the dropdown are two buttons: "Reset" and "Apply". Below the dropdown, there are two tabs: "Results" (which is active and highlighted in blue) and "Settings" (with a gear icon).

Select one of the options and hit *Apply*.



The screenshot shows the dropdown menu options for the "FILTER MULTITIMEVIEW" dropdown. The options are: "Please select...", "✓ All Dates" (which is selected and highlighted in blue), "Last 7 Days", "Last 30 Days", "Last 90 Days", "Last 180 Days", and "Last 365 Days".

# Sharing a MultiTimeview report

04/01/2025 4:45 pm EDT

By default, only you can see the reports you create. If you want them to be viewable by other members of your organization, go to *Settings > Sharing* and select the members with whom you wish to share it and the access you want them to have. Those with *Read Only* access will be able to view but not alter the report. Members with *Edit* access can change any aspect of the report, change its sharing settings, and delete the report. If you want to grant access to everyone in your organization, select *Everyone*.

## MULTI TIMEVIEW SHARING

MultiTimeviews can be shared with other users of your account. Users with Read Only access can view, but not edit, a MultiTimeview. Users with Edit access can view the MultiTimeview, share the MultiTimeview with others, and make changes to the MultiTimeview.

NAME	NO ACCESS	READ ONLY	EDIT
Everyone	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Changes will not take effect until you hit the *Save* button at the bottom of the page. At that time, you may choose whether you want to notify users gaining access to the report.

Please note that you will not see the *Settings* or *Sharing* options if you do not have edit permissions for a report.

**Notify users gaining access to this MultiTimeview**

Save

Cancel

# Deleting a MultiTimeview report

04/01/2025 4:45 pm EDT

To delete a MultiTimeview report, go to the *Settings* tab and scroll all the way to the bottom of the page. There's a red *Delete* button on the lower left corner of the page.

The screenshot shows the settings page for a MultiTimeview report. It includes sections for 'DEFINITION', 'Filter by Date', 'Responded After', 'Responded Before', 'Axis Scales', and 'Timeview Components'. The 'MultiTimeview Name' is 'MultiTimeview Multiscore Test'. The 'Filter by Date' is set to 'Custom Fixed'. The 'Responded After' date is '08/01/2014' and the 'Responded Before' date is '01/31/2023'. The 'Axis Scales' section has an unchecked checkbox for 'Autoscale the primary y-axis'. The 'Timeview Components' section shows a component named 'Movie Tickets / National Income' with a description: 'All Respondents in segment US Only Answered Age (after 8/1/2014) in my account weighted according to U.S. Census.' There are buttons for '+ Add MultiScore' and '+ Add Question Score'. At the bottom, there are buttons for 'Delete', 'Reset', 'Clone', and 'Update'.

If you click *Delete* you will see this modal:

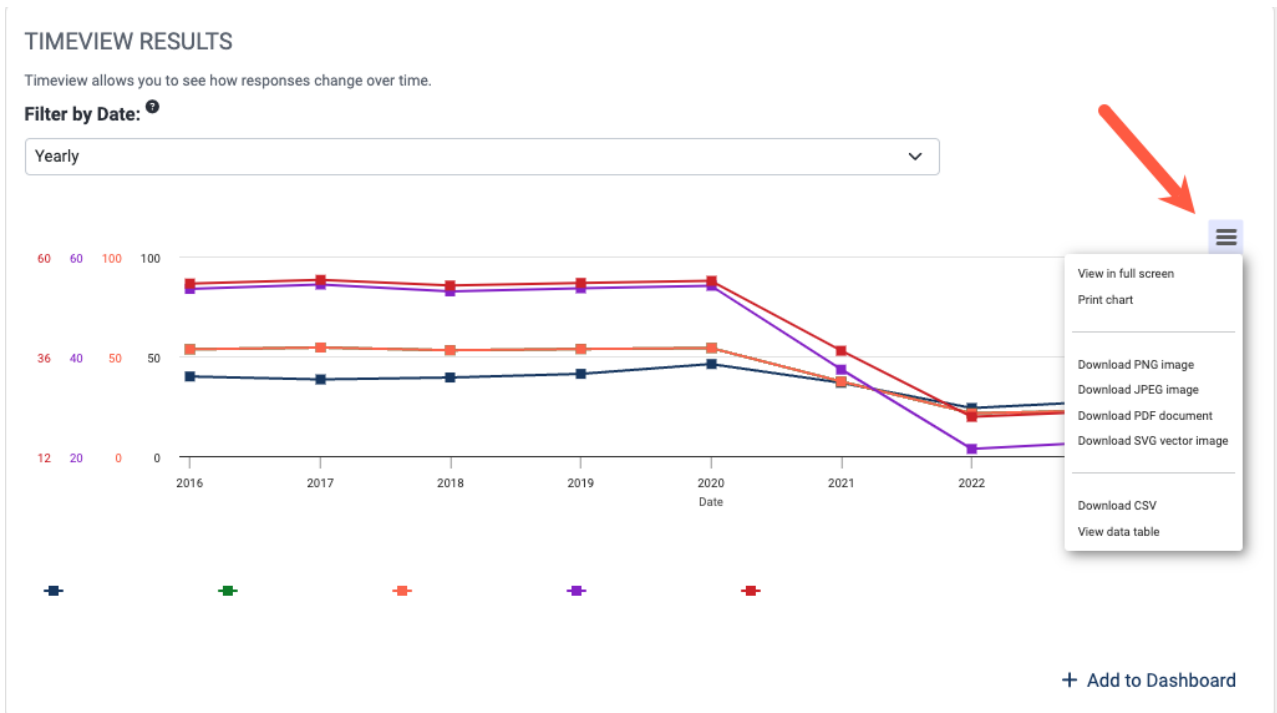
Use the *Delete* function with extreme caution. Deleted reports cannot be recovered, and deleting removes them for everyone, not just you.

The modal is titled 'DELETE MULTITIMEVIEW?' and contains the question 'Are you sure you want to delete this MultiTimeview?'. At the bottom, there are two buttons: 'Cancel' and 'Delete'.

# Exporting a MultiTimeview report

04/01/2025 4:46 pm EDT

To export data from a MultiTimeview report, go to the *Results* tab. Use the *Filter by Date* field to get the data you need, then click on the hamburger menu on the right side of the graph (see the red arrow below).



Choose *View data table* from that menu, then scroll down to see the data table.

Date	ESI	New Job	US Economy	New Home	Major Purchase	Personal Finances
2011-07-06 00:00:00			46.15			
2011-07-19 00:00:00			25			
2011-11-08 00:00:00						55.19
2011-11-09 00:00:00			54.93			51.9
2011-11-13 00:00:00						50.97
2011-11-15 00:00:00				56.63		
2011-11-16 00:00:00		40.25				53.74
2011-11-18 00:00:00		48.28				
2011-11-21 00:00:00		35.24			43.6	
2011-11-22 00:00:00			36.7		45.79	
2011-11-23 00:00:00				66.85	57.3	

If that's good, return to the hamburger menu and select *Download CSV* to get the file.

# Media partner filters for MultiTimeview reports

04/01/2025 4:49 pm EDT

When creating or editing a MultiTimeview report, you will have a list of components after adding scores or MultiScore reports to your report.

## Timeview Components

☰  CB 4061 - TRC - REBASED Edit ↑ ↓ ✖

All Respondents in my account weighted according to Account Default.

☰  CB 4061 - Other - REBASED Edit ↑ ↓ ✖

All Respondents in my account weighted according to Account Default.

Use the *Edit* button next to any of your components. This modal will appear.

### EDIT COMPONENT ✖

Separate Axis  Autoscale Axis

**Network** ⓘ

▼

**Filter by Segment**

✖

**Filter by Target**

▼

**Weight by**

✖

**Filter by Date**

▼

Cancel Submit

As you can see, you can filter by *Network* or *Target* for each component.



# Introduction to scorecard reports

03/10/2026 9:18 am EDT

Scorecard reports are flexible, tabular reports that combine data from multiple questions and can be segmented in any way you choose.

Go to the *Reports* item in the left navigation bar to access or create a scorecard. If there are many reports in your account, you may find it convenient to select *Scorecards Only* in the *Report Type* filter.

When you open a scorecard report, please give the system a moment to load the data. It will then show you something like the image below.

SCORECARD

Scorecard Table

	AMERIND/ALASKAN	ASIAN	BLACK	CAUCASIAN	HAWAIIAN/PACIFIC ISL.	HISPANIC	OTHER
<a href="#">\$0 - \$29,999</a>	1,257	807	3,076	19,971	496	2,068	1,946
<a href="#">\$30,000 - \$49,999</a>	837	514	2,366	19,260	262	1,605	963
<a href="#">\$50,000 - \$74,999</a>	914	634	2,527	23,471	306	1,733	1,090
<a href="#">\$75,000 - \$99,999</a>	717	577	1,935	21,540	262	1,368	1,044
<a href="#">\$100,000 - \$149,999</a>	839	698	1,973	25,674	295	1,442	1,151
<a href="#">\$150,000 - \$199,999</a>	482	419	1,205	14,383	207	912	832
<a href="#">\$200,000 - \$299,999</a>	287	298	639	8,482	140	466	508
<a href="#">\$300,000 - \$399,999</a>	115	138	243	2,954	64	193	223
<a href="#">\$400,000 or more</a>	361	339	515	4,809	308	388	836
<a href="#">Total Response Count</a>	5,809	4,424	14,479	140,544	2,340	10,175	8,593

+ Add to Dashboard

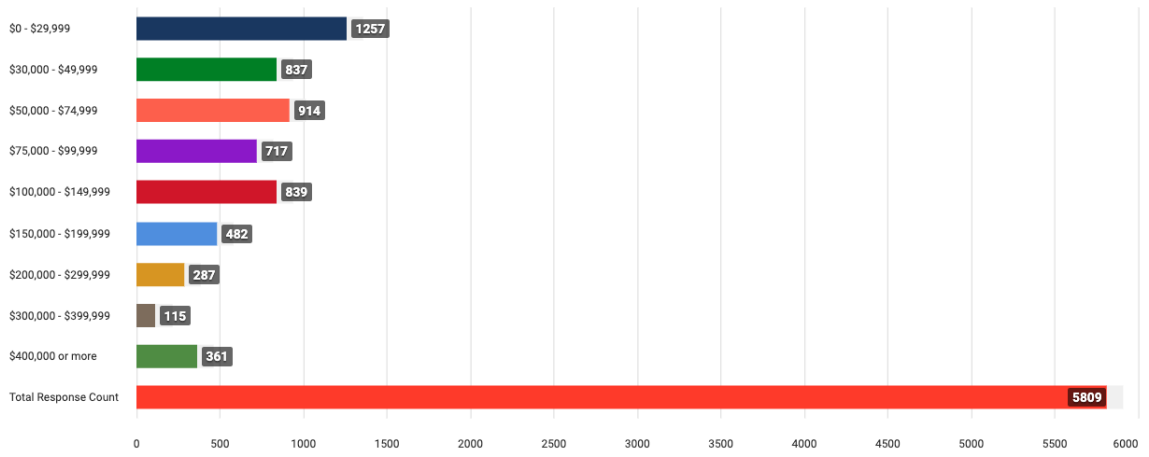
Each column of a scorecard report is a [segment](#). Each row is a [score](#) from a [question](#).

After the scorecard report's data has been loaded, you can choose to view the scorecard report in one of three ways: as a *Scorecard Table* (see example above), as a *Bar Chart: Group by Column*:

SCORECARD

Bar Chart: Group By Column

Amerind/Alaskan

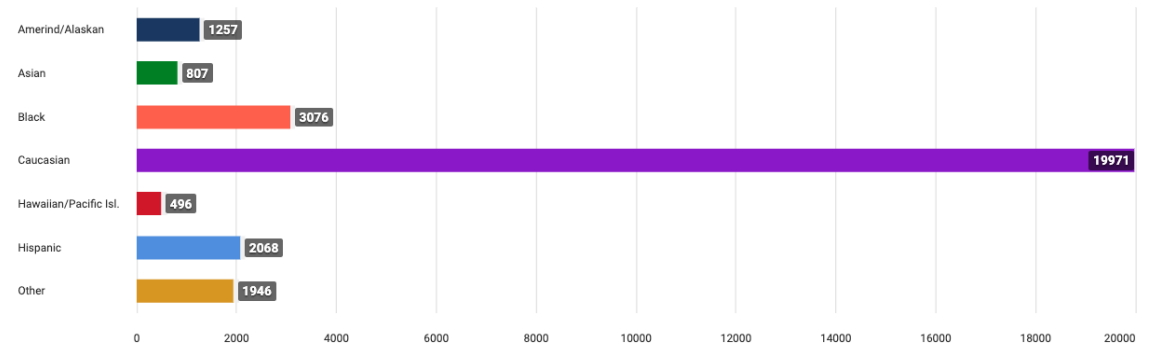


Or as a Bar Chart: Group by Row.

SCORECARD

Bar Chart: Group By Row

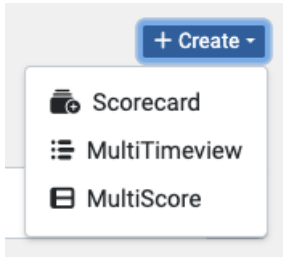
\$0 - \$29,999



# Creating Scorecard reports in IS2

04/02/2025 7:02 am EDT

## Creating a scorecard report



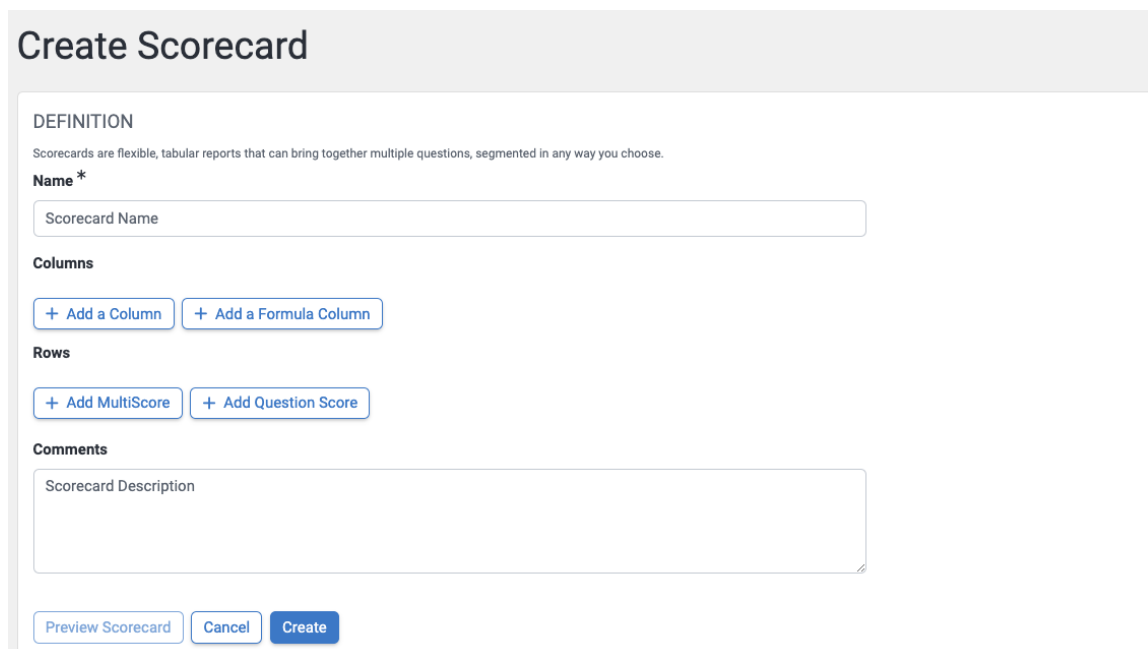
Scorecards are flexible, tabular reports that combine multiple questions, segmented as you choose. In a scorecard table, the columns are segments (or other groups you choose). The rows are responses to specific questions (or other scores derived from question responses).

To create a new scorecard from scratch, navigate to the *Reports* section in the left navigation pane. Click the +Create button in the upper right corner and select Scorecard.

## Give it a name

Your first task is to give the scorecard a name. Keep three things in mind.

1. The scorecard's name is not connected to its function. It's just a name.
2. You might share the scorecard with your colleagues, so make sure its name is clear and descriptive.
3. There's also a comment field where you can describe the scorecard at length, should that be necessary.

A screenshot of the 'Create Scorecard' form. The form has a title 'Create Scorecard' at the top. Below the title is a section titled 'DEFINITION' with a subtitle 'Scorecards are flexible, tabular reports that can bring together multiple questions, segmented in any way you choose.' The form contains several fields and buttons: a 'Name \*' field with a placeholder 'Scorecard Name'; a 'Columns' section with two buttons: '+ Add a Column' and '+ Add a Formula Column'; a 'Rows' section with two buttons: '+ Add MultiScore' and '+ Add Question Score'; a 'Comments' section with a large text area and a placeholder 'Scorecard Description'; and a bottom row with three buttons: 'Preview Scorecard', 'Cancel', and 'Create'.

After you've given the scorecard a name:

- [Add columns](#)
- [Add rows](#)
- [Finish the scorecard's creation](#)
- [View the scorecard's results](#)

Optionally, you can

- [Add the scorecard to a dashboard](#)
  - [Share the scorecard with your associates](#)
  - [Export the scorecard's data](#)
  - [Make a copy of the scorecard](#)
-

# Add columns to a Scorecard report

04/02/2025 7:03 am EDT

What groups of people do you want to see in your columns? Start by adding segments to represent each of those groups. Filter and weight them appropriately.

SCORECARD COLUMN ✕

Don't show this column in the table

**Filter by Segment** <sup>?</sup>

Search Segments ▼

**Weight by**

Select Weighting Scheme ▼

**Filter by Date**

All ▼

Cancel Submit



Note: Media partners will see two additional fields, the network and target filters.

## Formula columns

You can also add formula columns. These work like the formulas elsewhere in the InsightStore.

If you don't want the formula column to appear in the table, select *Don't show this column in the table*.

You must validate your formula using the *Validate* button before saving it using the *Submit* button.

## SCORECARD COLUMN







Don't show this column in the table

Variables... ▼      Functions... ▼      [Validate](#)

[Cancel](#)   [Submit](#)

Labels may be added to each column (we suggest you do so). Columns can also be edited or removed altogether. They may also be moved to new positions.

### Columns

 Black	All respondents in segment Race - Black in my account	<a href="#">Edit</a> <a href="#">↑</a> <a href="#">↓</a> <a href="#">×</a>
 Caucasian	All respondents in segment Race - Caucasian in my account	<a href="#">Edit</a> <a href="#">↑</a> <a href="#">↓</a> <a href="#">×</a>
 Hispanic	All respondents in segment Race - Hispanic in my account	<a href="#">Edit</a> <a href="#">↑</a> <a href="#">↓</a> <a href="#">×</a>
 Label (Optional)	$((c1) + (c2) + (c3))/3$	<a href="#">Edit</a> <a href="#">↑</a> <a href="#">↓</a> <a href="#">×</a>

# Add rows to a scorecard report

03/10/2026 9:16 am EDT

Scorecard rows are most commonly [scores](#) for questions in the InsightStore.

The same filters found on the [question search](#) are repeated here.

ADD ROWS ×

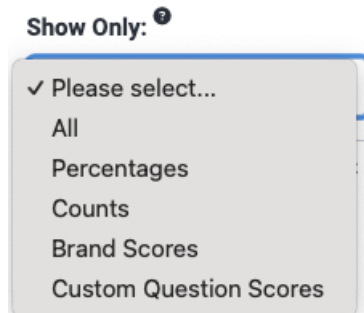
NOTE: Selections will clear if any of the search filters are modified

🔍

▼ FILTER 🗑️ Reset

<b>Search Text</b> ⓘ <span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">Questions</span> <span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">Answers</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">Tags</span>	<b>Type</b> ⓘ <span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">News / Pop Culture</span> <span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">Value</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">Profile</span>	<b>Permissions</b> ⓘ <span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">Custom</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">Syndicated</span>	<b>Favorites</b> ⓘ <span style="border: 1px solid #ccc; padding: 2px 5px;">Favorites</span>	<b>Timing</b> ⓘ <span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">Tracking</span> <span style="border: 1px solid #ccc; padding: 2px 5px; margin-right: 5px;">Cyclical</span> <span style="border: 1px solid #ccc; padding: 2px 5px;">Archived</span>
<b>Collection Date</b> ⓘ <span style="border: 1px solid #ccc; padding: 2px 5px; display: inline-block; width: 100%;">All Dates</span> ▼	<b>Min. Responses</b> ⓘ <div style="display: flex; align-items: center;"><div style="flex-grow: 1; border: 1px solid #ccc; border-radius: 5px; position: relative;"><div style="position: absolute; top: -5px; left: 50%; transform: translate(-50%, -50%);">●</div></div><input style="width: 40px; margin-left: 5px;" type="text" value="0"/></div>	<b>Tags</b> ⓘ <span style="border: 1px solid #ccc; padding: 2px 5px; display: inline-block; width: 100%;">Search or browse for tags</span> ▼		

There is also an extra filter for the search results. You can display all results, only percentages, only counts, only brand scores, or only custom question scores.



The filter in the image below shows only *Counts*. All counts for the total annual household income question have been selected for inclusion.

Show Only: <sup>?</sup>

Counts

What is your total annual household income before taxes, including all members of your household and all sources of income?

- Count: \$0 - \$29,999
- Count: \$100,000 - \$149,999
- Count: \$150,000 - \$199,999
- Count: \$200,000 - \$299,999
- Count: \$30,000 - \$49,999
- Count: \$300,000 - \$399,999
- Count: \$400,000 or more
- Count: \$50,000 - \$74,999
- Count: \$75,000 - \$99,999
- Total Response Count

What is your expected annual household income before taxes?

- Count: \$100,001-\$125,000
- Count: \$125,001-\$150,000
- Count: \$25,001-\$35,000
- Count: \$35,001-\$50,000
- Count: \$50,001-\$75,000
- Count: \$75,001-\$100,000
- Count: More than \$150,000 (with added text to test out chart overlapping)
- Count: Under \$25,000

Cancel

Reset

Add Question Scores

After the desired scores have been selected, click *Add Question Scores*.

### Add a MultiScore report

MultiScore reports may also be added as rows.

## ADD ROWS



NOTE: Selections will clear if any of the search filters are modified

**FILTER** [Reset](#)

**Updated After**

Select a date...



**Updated Before**

Select a date...



- CB 4061 - Following holiday traditions - REBASED
- CB 4061 - Staying safe and healthy - REBASED
- CB 4061 - Seeing friends / family - REBASED
- CB 4061 - Giving meaningful gifts - REBASED
- CFHI - Debt, Income, Savings, Investing, and Credit Outlook
- Interpersonal Trust Index
- Institutional Trust Index
- ESI (Custom)
- Wellbeing Index
- ESI

[Cancel](#) [Reset](#) [Add Scores](#)

You may add a label for each row. It's wise to do so.



Rows may be moved to a new position by clicking on the vertical grip icon and dragging them. The arrows at the right end of the row may also be used to reposition the row.

To remove the row from the Scorecard, click the red X at the right end of the row.

Rows

⋮	<input type="text" value="0 - 29,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$0 - \$29,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="30,000 - 49,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$30,000 - \$49,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="50,000 - 74,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$50,000 - \$74,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="75,000 - 99,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$75,000 - \$99,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="100,000 - 149,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$100,000 - \$149,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="150,000 - 199,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$150,000 - \$199,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="200,000 - 299,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$200,000 - \$299,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="300,000 - 399,999"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$300,000 - \$399,999	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="400,000 or more"/>	What is your total annual household income before taxes, including all members of your household and all sources of income? > Count: \$400,000 or more	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>
⋮	<input type="text" value="ESI (using counts)"/>	ESI (using counts)	<input type="button" value="↑"/> <input type="button" value="↓"/> <input type="button" value="✕"/>

+ Add MultiScore

+ Add Question Score

# Finish the Scorecard report

04/02/2025 7:06 am EDT

At the bottom of the page, add a description of the Scorecard in the *Comments* field. You may wish to explain why you made specific selections.

## Comments

Scorecard Description 

Delete

Preview Scorecard

Reset

Update

Below the comments box are four buttons. You may use them to:

- delete the Scorecard
  - preview the Scorecard
  - reset the Scorecard (remove all your selections)
  - update the Scorecard to save your choices
-

# View the Scorecard report's results

04/02/2025 7:07 am EDT

To see your finished Scorecard, click the *Results* tab. I've chosen to display this one as a Scorecard table, but it could also be displayed as a bar chart grouped by column or row.

SCORECARD							
Scorecard Table <span>▼</span>							
	AMERIND/ALASKAN	ASIAN	BLACK	CAUCASIAN	HAWAIIAN/PACIFIC ISL.	HISPANIC	OTHER
<a href="#">\$0 - \$29,999</a>	1,257	807	3,076	19,971	496	2,068	1,946
<a href="#">\$30,000 - \$49,999</a>	837	514	2,366	19,260	262	1,605	963
<a href="#">\$50,000 - \$74,999</a>	914	634	2,527	23,471	306	1,733	1,090
<a href="#">\$75,000 - \$99,999</a>	717	577	1,935	21,540	262	1,368	1,044
<a href="#">\$100,000 - \$149,999</a>	839	698	1,973	25,674	295	1,442	1,151
<a href="#">\$150,000 - \$199,999</a>	482	419	1,205	14,383	207	912	832
<a href="#">\$200,000 - \$299,999</a>	287	298	639	8,482	140	466	508
<a href="#">\$300,000 - \$399,999</a>	115	138	243	2,954	64	193	223
<a href="#">\$400,000 or more</a>	361	339	515	4,809	308	388	836
<b>Total Response Count</b>	5,809	4,424	14,479	140,544	2,340	10,175	8,593


[+ Add to Dashboard](#)

# Add a Scorecard report to a dashboard

04/02/2025 7:29 am EDT

To add a Scorecard report to a dashboard, use the link in the lower right corner of the Scorecard's results tab.

<a href="#">Which news source do you trust most to deliver unbiased news? &gt; % Regional and local newspapers</a>	4	4	5	5.2	4.4
<a href="#">Which news source do you trust most to deliver unbiased news? &gt; % Local TV news</a>	10.7	11.2	13.1	13.2	18.2
<a href="#">Which news source do you trust most to deliver unbiased news? &gt; % Posts on social media</a>	2	2.1	3.9	3.7	6.8
<a href="#">Which news source do you trust most to deliver unbiased news? &gt; % I don't trust any, they all seem biased</a>	36.2	36.4	41.9	40.9	39.2
<a href="#">Which news source do you trust most to deliver unbiased news? &gt; Total Responses</a>	14,680	10,133	55,144	45,122	4,688

 [+ Add to Dashboard](#)

Select the desired dashboard from the dropdown list, then hit *Submit*. If you want to create a new dashboard, choose *- Create New Dashboard -* at the top of the list. Provide a name for the new dashboard and click *Submit*.

TO WHICH DASHBOARD WOULD YOU LIKE TO ADD THIS DASHLET? ×


This dashlet can be added to any dashboards that you can edit. Added dashlets will automatically appear in the bottom left column of the dashboard to which they are added, and can be rearranged through drag and drop.

Select a dashboard

Dashboard Name \*

[Submit](#)

After adding the dashlet to a dashboard, you will see this message above the Scorecard.

 **Dashlet successfully added to your dashboard!**

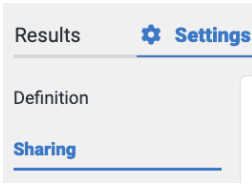
The Scorecard dashlet will look something like the image below.

**2024 Outlook Webinar Assist**

	2020 - PRE ELECTION	2020 - POST ELECTION	2022 - PRE ELECTION	2022 - POST ELECTION	PAST 90 DAYS
<u>How closely would you say that you follow politics? &gt; % Very closely</u>	51.5	51	32	32.6	32.5
<u>How closely would you say that you follow politics? &gt; % Somewhat closely</u>	40.9	40.3	47.8	48.2	45.6
<u>How closely would you say that you follow politics? &gt; % Not at all closely</u>	7.6	8.7	20.2	19.2	21.9
<u>How closely would you say that you follow politics? &gt; Total Responses</u>	39,221	20,968	33,179	30,399	19,975

# Share a Scorecard report

04/02/2025 7:31 am EDT



You're the only user who can view or edit your Scorecard report by default. To change that, you must grant access to the Scorecard, either by group or to individuals. To do so, go to the *Sharing* item under the *Settings* tab.

The first line of the *Sharing Settings* is labeled *Everyone*. If you want all account members to be able to view the scorecard, select *READ ONLY* on this line. Selecting *EDIT* will allow a user or group of users to change settings, share it with others, or delete it.

After that, any [user groups](#) in your account will be listed. If you provide access to any of these, every user in that group will have access. Individual users are listed after the groups.

If you want to notify users who gain access to the Scorecard, tick the box labeled *Notify users who gain access to this scorecard*.

SHARING SETTINGS

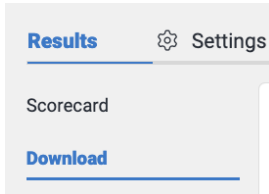
Scorecards can be shared with other users of your account. Users with Read Only access can view, but not edit, a scorecard. Users with Edit access can view the scorecard, share the scorecard with others, and make changes to the scorecard.

NAME	NO ACCESS	READ ONLY	EDIT
Everyone	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Product	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Notify users gaining access to this score\_table

# Export data from a Scorecard report

04/02/2025 7:32 am EDT



To export data from a Scorecard report, go to the *Download* item under the *Results* tab.

If the data has not been computed recently, use the *Compute* button in the upper left corner. You will receive an email notification after the computation is finished.

## DOWNLOAD

[Compute](#)

Computed reports are listed below. You can compute another one now.

COMPUTE TIME	STATUS	DOWNLOAD
February 6, 2025	Ready to download	<a href="#">Excel</a> <a href="#">CSV</a>
February 5, 2025	Ready to download	<a href="#">Excel</a> <a href="#">CSV</a>
February 4, 2025	Ready to download	<a href="#">Excel</a> <a href="#">CSV</a>

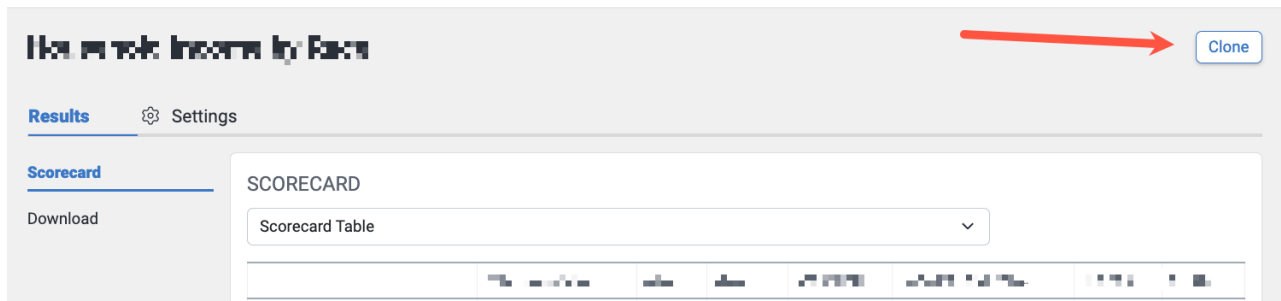
After the calculations are finished, the *Download* tab displays a list of reports that can be downloaded. This scorecard includes three calculated reports. Each can be downloaded (exported) in Excel or CSV format.

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# Copy a Scorecard report

04/02/2025 7:33 am EDT

To make a copy of a Scorecard report, use the *Clone* button in the upper right corner of the main Scorecard page.



# Introduction to segments

04/22/2026 9:46 am EDT

A segment is a group of CivicScience survey respondents (i.e., a segment of the larger U.S. population) compiled based on responses to poll questions. You can analyze data for specific groups of respondents using segments, such as *U.S. Women*, *U.S. Fathers Aged 45+*, *Pittsburgh Adults*, or *Heavy Users of Social Media*. In effect, a segment acts like a filter, showing you data for only the respondents you are interested in.

The segments page can be accessed from the main navigation bar on the left of the InsightStore. This page shows the complete list of segments available to the current user.

## Definition

While browsing the list of available segments, you can easily view the definition for any segment by clicking on its name and then going to the *Settings* tab.

## Definition

Sharing

## DEFINITION

Segment Name \* :

BIPOC Women 18 - 34

## Constraints:

All available respondents

195,669,029

## Applied

## Constraints:

And



Please indicate your gender &gt; Female

43,154,4

15

[Edit](#)

All responses

And



To what broad age group do you belong? &gt;

18 - 24, 25 - 29, 30 - 34

7,920,83

1

[Edit](#)

All responses

And



Which of the following best describes your race? > Hispanic or Latino, Black, American Indian, Alaska Native or Alaska Indigenous Peoples, Asian or Pacific Islander, Other

889,191

[Edit](#)

All responses

[+ Add another constraint](#)

Delete

Reset

Update

## Sharing



Click Settings > Sharing to open a page where you can change a segment's sharing permissions. By default, when you create a new segment, only you can view and edit it. To share a segment with everyone in your account, choose *Everyone*.

Definition

Sharing

## SHARING SETTINGS

Segments can be shared with other individuals in your account. Read Only access allows a user to use a segment for data filtering, question targeting, and segment comparisons. Edit access allows a user full control over the segment, including the sharing settings and definition.

NAME	NO ACCESS	READ ONLY	EDIT
Everyone	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Profile

Click Results, then Profile, for a quick overview of a segment's demographic profile, including breakdowns by gender, age, race, and household income.

## Compare

If you click *Compare*, you can compare the responses for any two segments regarding the answers to a predefined list of several dozen critical questions organized by category. Statistically significant differences will be highlighted.

## Segment Compare Export Weighting

Segment Compare takes any two segments you've created and compares their responses to a pre-defined list of several dozen key questions, organized by category. Statistically significant differences are then highlighted.

For each question in the Segment Compare list, difference of proportions tests are calculated for all answer choices. Results are then screened using the Benjamini-Hochberg false detection rate procedure. Lastly, the remaining statistically significant results are filtered to exceed a preset log odds ratio to ensure a minimum level of statistical meaningfulness.

[+ Compare Another Question](#)

These results were computed on 02/25/2023 15:55:55. Click [here](#) to recompute them now.

Demographics	BIPOC Women 18 - 34	Canonical - U.S. Adults 18-34 ▼	
Gender		0%	50% Male
		Female 100%	50%
Age Group	18 - 24	47%	32%
		27%	31% 25 - 29
		25%	37% 30 - 34
Income Level	Low Income	60%	51%
		23%	28% Middle Income
		16%	21% High Income
Education Level	High school or less	30%	25%
	Some college, no degree	28%	26%
		27%	33% Bachelor's or associate degree
Race		0%	55% White or Caucasian
		Hispanic or Latino	22% 14%

If you wish to see the weighting used for the segment or need to change the weighting, click on the *Weighting* button in the upper right corner of the *Segment Compare* screen.

**WEIGHT THESE RESULTS** ✕

**What does Weighting do?**

Weighting your data adjusts the displayed results so that the underlying demographic composition of the respondents reflects that of a predefined scheme.

**Weighted by**


Unweighted ▼

Submit
Cancel

You may need to wait for the system to compute the segment comparison results. Make sure you've applied any weighting changes before the system runs the calculations. You will receive an email notification when the results have been computed. When you receive the notification email, follow the link or refresh the original page to see your results.

The page will load with all results expanded by default.

If you wish to collapse a section, click the black expanding caret on the right.

 These results were computed on 02/25/2023 15:55:55. Click [here](#) to recompute them now.

**Demographics** ▶

**Shopping Habits & Behaviors** ▶

**Technology Usage** ▶

**Media Consumption** **BIPOC Women 18 - 34** Canonical - U.S. Adults 18-34 ▼

Movie Attendance	No significant differences were found with respect to Movie Attendance.		
Hours of TV watched per day	<b>6 hours or more</b>	<b>9%</b>	7%
Primary Way of Watching TV	<b>On Demand</b>	<b>10%</b>	7%
		38%	<b>43% Online streaming</b>
	<b>Other</b>	<b>16%</b>	12%

# Segment permissions

10/22/2024 12:09 pm EDT

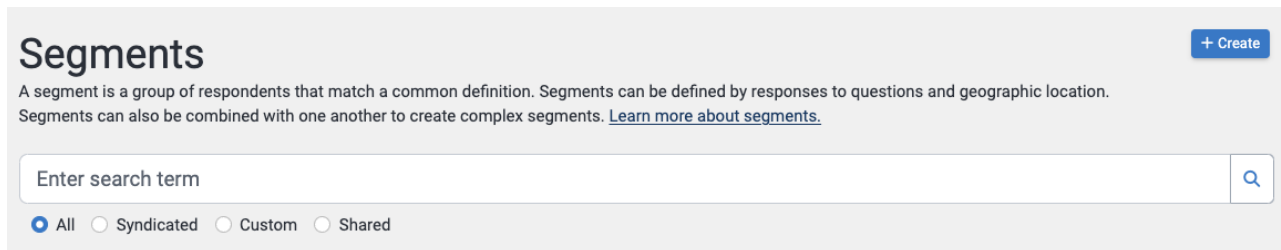
Segment permissions determine who can use those segments. They fall into three groups.

*Syndicated* segments belong to CivicScience. They are available for use by all accounts in the InsightStore.

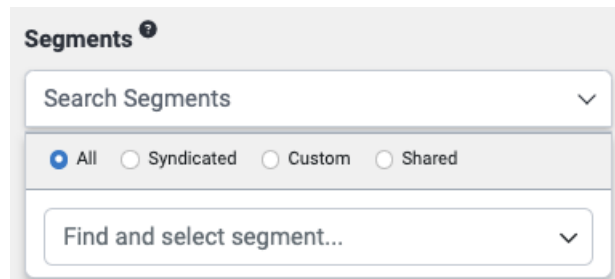
*Shared* segments belong to CivicScience. They are shared with specific accounts in the InsightStore and may be used by any of those accounts.

*Custom* segments are specific to the account in which they are created.

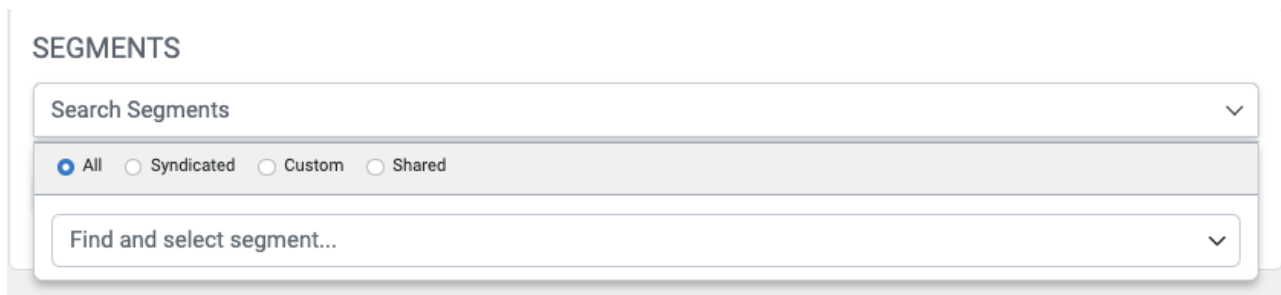
Effective September 11, 2024, wherever you find segments, you will also find filters that allow you to select a segment category to search in. Whether you're applying a segment to a dashboard, using a segment as a column in a crosstab report, applying a segment to a question's results, or searching in the segments section itself, you will see the same filters.



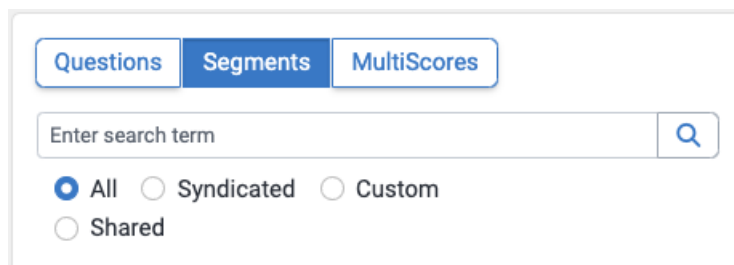
The screenshot shows the top of the 'Segments' page. It features a title 'Segments' on the left and a '+ Create' button on the right. Below the title is a descriptive paragraph: 'A segment is a group of respondents that match a common definition. Segments can be defined by responses to questions and geographic location. Segments can also be combined with one another to create complex segments. [Learn more about segments.](#)' Underneath this is a search bar with the placeholder text 'Enter search term' and a magnifying glass icon. Below the search bar are four radio buttons: 'All' (selected), 'Syndicated', 'Custom', and 'Shared'.



This screenshot shows a 'Segments' filter widget. It has a title 'Segments' with a help icon. Below the title is a search bar with the placeholder text 'Search Segments' and a dropdown arrow. Underneath the search bar are four radio buttons: 'All' (selected), 'Syndicated', 'Custom', and 'Shared'. Below the radio buttons is another search bar with the placeholder text 'Find and select segment...' and a dropdown arrow.



This screenshot shows a 'SEGMENTS' filter widget. It has a title 'SEGMENTS'. Below the title is a search bar with the placeholder text 'Search Segments' and a dropdown arrow. Underneath the search bar are four radio buttons: 'All' (selected), 'Syndicated', 'Custom', and 'Shared'. Below the radio buttons is another search bar with the placeholder text 'Find and select segment...' and a dropdown arrow.



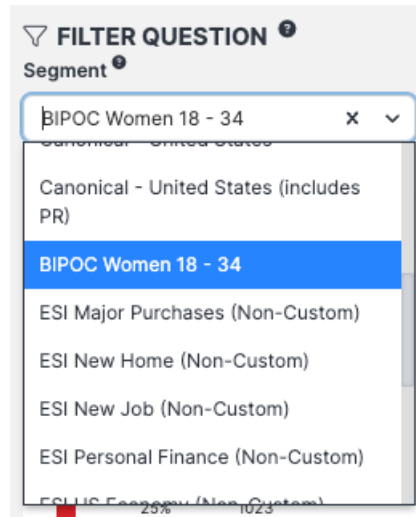
This screenshot shows a filter widget with three tabs: 'Questions', 'Segments' (selected), and 'MultiScores'. Below the tabs is a search bar with the placeholder text 'Enter search term' and a magnifying glass icon. Underneath the search bar are four radio buttons: 'All' (selected), 'Syndicated', 'Custom', and 'Shared'.



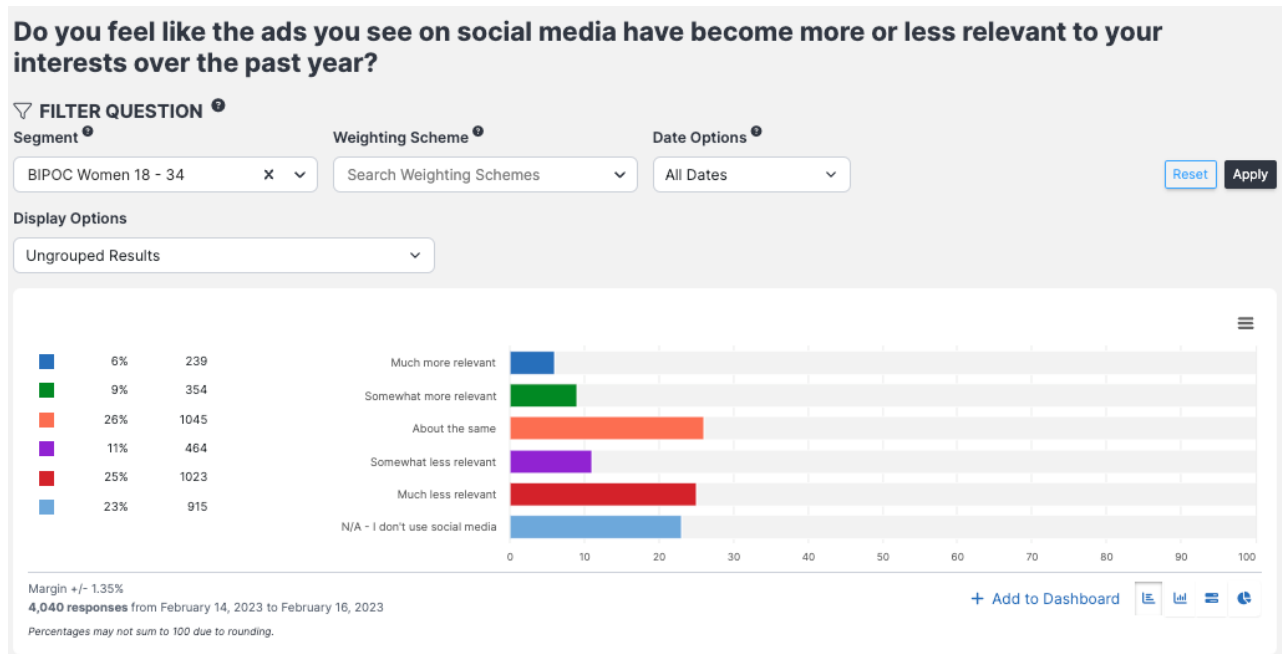
# Using segments

09/13/2024 9:29 am EDT

To use segments, find the question you are interested in and click on its text to reach the question page. Click on the *Filter Question* heading, then on *Segments*. You will see the *Segments* dropdown to the right. Click on it and scroll through the list of segments.



Here I've selected the *BIPOC Women 18 - 34* segment. The default display is a horizontal bar chart, but you may use the three buttons at the lower right corner to select a vertical bar chart or pie chart if you prefer.



The hamburger menu at the upper right corner may be used to export or download the displayed data or to view the data table.

	Background Track Bar	Responses
Much more relevant	100	
Much more relevant		6
Somewhat more relevant	100	
Somewhat more relevant		9
About the same	100	
About the same		26
Somewhat less relevant	100	
Somewhat less relevant		11
Much less relevant	100	
Much less relevant		25
N/A - I don't use social media	100	
N/A - I don't use social media		23

Question Results in Percent

## Segment Selection Best Practices

The segment list is vast, with many types of segments, but they typically fall into three categories. Custom segments are created for your reports, identifying population groups based on respondents' answers to specific value questions. Demographic segments are made using census data and profile questions. Deployment segments are created to launch questions to specific groups but are not used to filter questions or in report settings.

# Searching for segments

04/22/2026 9:40 am EDT

The search bar at the top of the Segments page (number one below) and the permissions list (number two below) can filter the segments list. Use the dropdown box on the right (number three below) to sort the list.

The screenshot shows the 'Segments' page interface. At the top, there is a search bar labeled '1 Enter search term' with a magnifying glass icon. Below the search bar is a filter section labeled '2' with radio buttons for 'All' (selected), 'Syndicated', 'Custom', and 'Shared'. To the right of the filter section is a dropdown menu labeled '3' with 'Newest first' selected. Below these elements is a table with columns 'TYPE', 'NAME', and 'DATE'. The table shows two rows of segment results, both marked as 'Shared'.

TYPE	NAME	DATE
Shared	<a href="#">Booking.com Segments: Frequent travelers, book hotels online via accommodation site, no brand preference</a>	October 3, 2024
Shared	<a href="#">Booking.com Segments: Frequent travelers, book hotels, never heard of Booking.com</a>	October 3, 2024

Segments, like questions, can be searched by keywords [with or without Boolean operators](#) and sorted by *Name*, *Newest first*, *Oldest first*, and *Relevance*. If you search for two terms, such as **car brand**, the system assumes you want an *OR* search. If you want both terms included in the results, you must use either the word *AND* (**car AND brand**) or the *AND* symbol (**car + brand**).

Only the segment names are indexed, so you will not see any search results based on responses. If I search for **paid**, I won't find this segment, even though one of the possible responses contains the word *paid*.

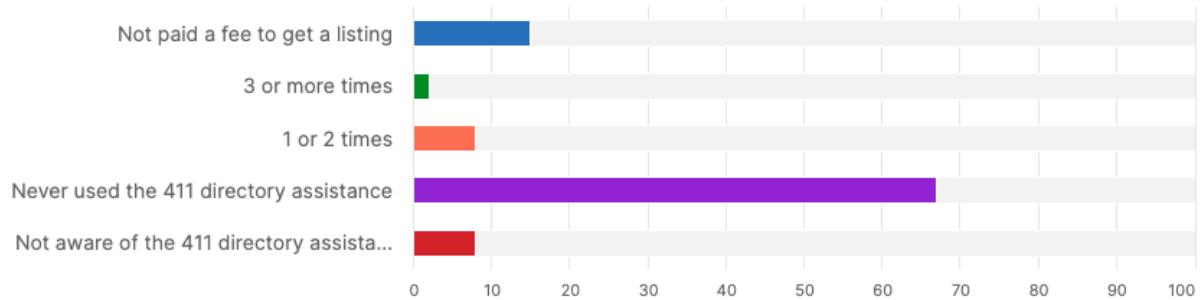
## SEGMENTS

Active Shoppers - Q2 2016



Submit

### ACTIVE SHOPPERS - Q2 2016



Margin +/- 2.03% Percentages may not sum to 100 due to rounding.  
2,052 responses from March 6, 2012 to March 23, 2012



If you include a special character in your search terms (anything other than a letter or a number), you must surround the search term(s) in quotation marks. For instance, if you are searching for segments names containing 18+, you must search for "18+".

# Creating a segment

08/18/2025 9:13 am EDT

Before creating a new segment, it is best to [search the segment list](#) to see if the segment you need already exists. Doing so helps limit the number of duplicates in the system.

To create a segment, go to the segments page and click on the bright blue *Create* button in the upper right corner.

The screenshot shows the 'Segments' page. At the top left is the title 'Segments' and at the top right is a '+ Create' button. Below the title is a search bar with the placeholder text 'Enter search term' and a magnifying glass icon. Underneath the search bar, it says 'Showing 1 to 25 of 116 results'. To the right of this is a 'Sort by:' dropdown menu currently set to 'Name'. Below these elements is a table with two columns: 'NAME' and 'DATE'. The table contains two rows of data:

NAME	DATE
<a href="#">City - Not Fair</a>	October 2, 2019
<a href="#">0 Joint Bank Accounts</a>	March 4, 2020

Provide a descriptive name for your segment, then add constraints (answers to poll questions).

The screenshot shows the 'Create New Segment' modal. It has a title 'Create New Segment' and a close button 'X'. The form contains the following fields and elements:

- Segment Name \***: A text input field containing 'Atlanta residents 45+'. Below it is a note: 'When naming a segment, you should be as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.'
- Constraints:**: A text input field containing 'All available respondents'. To the right of this field is the number '119,470,828'.
- Applied Constraints:**: A section with a '+ Add constraint' button.
- At the bottom right, there are two buttons: 'Cancel' and 'Submit'.

Choose the type of constraint you wish to add. You can search for the constraint you want by text string or question ID or select gender, age, race, income, or urbanicity. Some of the most common geography constraints are conveniently linked. Geography is determined by IP addresses.

## Create New Segment



### Add a constraint



Adding additional attributes to the definition will further constrain the segment. The overall segment size will be updated automatically with every constraint that you add. Many attributes will also allow you to add a date condition to the constraint, so that you can be sure you are getting the exact segment you are after.

### Frequently used constraints

Gender	<a href="#">Select</a>
Age	<a href="#">Select</a>
Race	<a href="#">Select</a>
Income	<a href="#">Select</a>
Urbanicity	<a href="#">Select</a>
<b>Geography</b> > Country	<a href="#">Select</a>
<b>Geography</b> > State	<a href="#">Select</a>
<b>Geography</b> > Metro	<a href="#">Select</a>
<b>Geography</b> > ZIP Code	<a href="#">Select</a>

Cancel

I've chosen to limit my segment by age first. I selected the age ranges that interest me and clicked *Add Constraint*.

## Create New Segment



### Add a constraint

#### Age

- Under 18
- 18 - 24
- 25 - 29
- 30 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 or older

#### Which answers do you want?

- All answers
- Answers Given After a Specific Date
- Answers Given Before a Specific Date
- Answers Given During a Specific Date Range

Return to Search

Add Constraint

I want to limit my segment further, so I select *Add another constraint*.

## Create New Segment



### Segment Name \* :

Atlanta residents 45+

When naming a segment, you should be as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.

### Constraints:

All available respondents

119,470,828

### Applied Constraints:

And

Age > 45 - 54, 55 - 64, 65 or

older

[Edit](#)

All responses

61,874,398

[+ Add another constraint](#)

Cancel

Submit

I chose *Geography > Metro* and then selected *Atlanta, GA*, from the list of metro areas and clicked *Add Constraint*.

## Create New Segment



### Add a constraint

#### Metro

- Abilene, TX
- Albany, Ga
- Albany, NY
- Albuquerque-Santa Fe, NM
- Alexandria, LA
- Alpena, MI
- Amarillo, TX
- Anchorage, AK
- Atlanta, GA
- Augusta, Ga
- Austin, TX
- Bakersfield, CA
- Baltimore, MD
- Bangor, ME
- Baton Rouge, LA
- Beaumont, TX
- Bend, OR
- Billings, MT
- Biloxi, MS
- Binghamton, NY
- Birmingham, AL
- Bluefield, WV
- Boise, ID

[Return to Search](#)

[Add Constraint](#)

Here's how things look now:

### Create New Segment ×

**Segment Name \***

Atlanta residents 45+

When naming a segment, you should be as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.

**Constraints:**

All available respondents 119,470,828

**Applied Constraints:**

And **Age > 45 - 54, 55 - 64, 65 or older** [Edit](#) × 61,874,398  
All responses

And **Metro > Atlanta, GA** [Edit](#) × 1,100,024  
All responses

[+ Add another constraint](#)

[Cancel](#) [Submit](#)

It all looks good, so I hit *Submit* to create the segment.

The system takes me to the *Segment Settings* page. I can add another constraint from this screen, change my selected constraints, or give the segment a new name.

## Create New Segment



Segment Name \*:

Atlanta residents 45+

When naming a segment, you should be as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.

Constraints:

All available respondents

119,470,828

Applied Constraints:

And

Age > 45 - 54, 55 - 64, 65 or older

Edit X

All responses

61,874,398

And

Metro > Atlanta, GA

Edit X

All responses

1,100,024

+ Add another constraint

Cancel

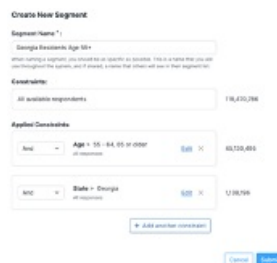
Submit

One thing to keep in mind when creating segments is that you need enough responses to be representative. The minimum you use will depend on your account, but please stay aware. The segment I defined above has 1,100,024 responses, so it is acceptable.

## Operators

When building segments, there are three types of operators for combining constraints.

The *And* operator combines constraints so that respondents must meet all criteria to be included in the segment. In this example, respondents will only be included in our segment if they are 55 or older *and* residents of Georgia.



The *And Any* operator works like an *OR* statement in Boolean search. Respondents will be included in a segment when applying an *And Any* operator if they meet any of the defined criteria. In this example, respondents will be included in our segment if they are 55 or older *and* live in Georgia.

DEFINITION

Segment Name \* :

Constraints:

All available respondents 119,470,786

Applied Constraints:

And To what broad age group do you belong? > 55 - 64, 65 or older 45,130,495  
All responses

And any USState > Georgia 1,188,396  
All responses

+ Add another constraint to this block

+ Add another constraint

Delete Reset Update

The operators above help identify respondents to include in a segment. The *And Not* operator identifies respondents to exclude. When applying the *And Not* operator, respondents meeting the selected criteria will be excluded from the segment. The segment below will be composed of all respondents who are 55 or older *and not* residents of Georgia.

DEFINITION

Segment Name \* :

Constraints:

All available respondents 119,470,786

Applied Constraints:

And To what broad age group do you belong? > 55 - 64, 65 or older 45,130,495  
All responses

And not USState > Georgia 40,890,060  
All responses

+ Add another constraint

Delete Reset Update

# Comparing segments

01/31/2024 1:50 pm EST

To compare segments, click on the name of the segment, then on *Results*.

## ESI Personal Finance (Non-Custom)

Created by June 24, 2022 173,804,148  
Segment Size

[Results](#) [Settings](#)

[Compare](#)

Profile

### Segment Compare

Segment Compare takes any two segments you've created and compares their responses to a pre-defined list of several dozen key questions, organized by category. Statistically significant differences are then highlighted.

For each question in the Segment Compare list, difference of proportions tests are calculated for all answer choices. Results are then screened using the Benjamini-Hochberg false detection rate procedure. Lastly, the remaining statistically significant results are filtered to exceed a preset log odds ratio to ensure a minimum level of statistical meaningfulness.

Choose another segment and click *Add to Comparison*. You may add multiple segments.

## Segment Compare

Segment Compare takes any two segments you've created and compares their responses to a pre-defined list of several dozen key questions, organized by category. Statistically significant differences are then highlighted.

For each question in the Segment Compare list, difference of proportions tests are calculated for all answer choices. Results are then screened using the Benjamini-Hochberg false detection rate procedure. Lastly, the remaining statistically significant results are filtered to exceed a preset log odds ratio to ensure a minimum level of statistical meaningfulness.

Selected Segments: US HHI \$150K+

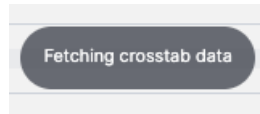
Sort by: **Newest first**

SEGMENT NAME	RESPONSE INFO
US HHI \$150K+	May 22, 2023 <a href="#">- Remove from Comparison</a>
Thrivent Financial Segment	April 26, 2023 <a href="#">+ Add to Comparison</a>
BIPOC Women 18 - 34	February 25, 2023 <a href="#">+ Add to Comparison</a>
ESI New Home (Non-Custom)	June 24, 2022 <a href="#">+ Add to Comparison</a>
ESI Major Purchases (Non-Custom)	June 24, 2022 <a href="#">+ Add to Comparison</a>
ESI US Economy (Non-Custom)	June 24, 2022 <a href="#">+ Add to Comparison</a>
ESI New Job (Non-Custom)	June 24, 2022 <a href="#">+ Add to Comparison</a>

 Run Comparison!

When you've added all the desired segments, click on the *Run Comparison* button on the lower right side of the page.

Give the system a moment (maybe more than one if you've added multiple segments). You'll see this briefly.



You will soon see your results. Note the *Save as Crosstab* button, which allows you to save your results.

### Segment Compare

Segment Compare takes any two segments you've created and compares their responses to a pre-defined list of several dozen key questions, organized by category. Statistically significant differences are then highlighted.

For each question in the Segment Compare list, difference of proportions tests are calculated for all answer choices. Results are then screened using the Benjamini-Hochberg false detection rate procedure. Lastly, the remaining statistically significant results are filtered to exceed a preset log odds ratio to ensure a minimum level of statistical meaningfulness.

[← Add More Segments](#)

[Save as Crosstab](#)

Row %  Col %  % from Expected

	<b>ESI Personal Finance (Non-Custom)</b> All respondents in segment ESI Personal Finance (Non-Custom) in my account weighted according to census	<b>US HHI \$150K+</b> All respondents in segment US HHI \$150K+ in my account weighted according to census
<b>Please indicate your gender</b> All respondents in my account weighted according to census	<b>Row Total</b>	<b>Row Total</b>
<b>Male</b> Row % Column %	310,599 49%	0 0%
<b>Female</b> Row % Column %	323,276 51%	0 0%
<b>Column Total</b> Row %	633,875	0
<b>633,875 Responses.</b> Significance: $X^2_{(df=1)}=633875.000$ , $p<0.001$ , Very High Strength of Association (T=1.000)		Significance cannot be reliably calculated due to low expected frequencies in cells.
<b>To what broad age group do you belong?</b>	<b>Row Total</b>	<b>Row Total</b>

# Why would you create a segment?

08/18/2025 9:14 am EDT

It's one thing to know how to create a [segment](#). You may have wondered why you would do that, though.

Segments allow us to focus on better understanding how a certain group of people makes decisions. What are their behaviors or preferences? How do they compare to a second group in those matters?

The InsightStore's segment feature enables us to define an age range, household income, location, and more, allowing us to zero in on the segment of interest. We can then use that segment to examine how these consumers responded to specific questions. For instance, we can determine which wireless carrier is most popular among them or where they prefer to bank. We can compare the segment to the general population to identify where they differ, or define multiple segments and compare groups of consumers to one another. Segmenting allows us to better understand consumers' preferences and needs.

Let's go through the process together. To gain a deeper understanding of adult dog owners, we would create a segment for individuals aged 18 and older who own dogs.

## DEFINITION

**Segment Name \*** :

Dog Owners 18+

### Constraints:

All available respondents

2,281,689

### Applied Constraints:

And



**To what broad age group do you belong?** > 18 - 24, 25 - 29, 30 - 34, 35 - 44, 45 - 54, 55 - 64, 65 or older

All responses

1,773,529

[Edit](#)



And



**Do you currently own a cat or a dog?** > I own one or more dogs

All responses

38,690

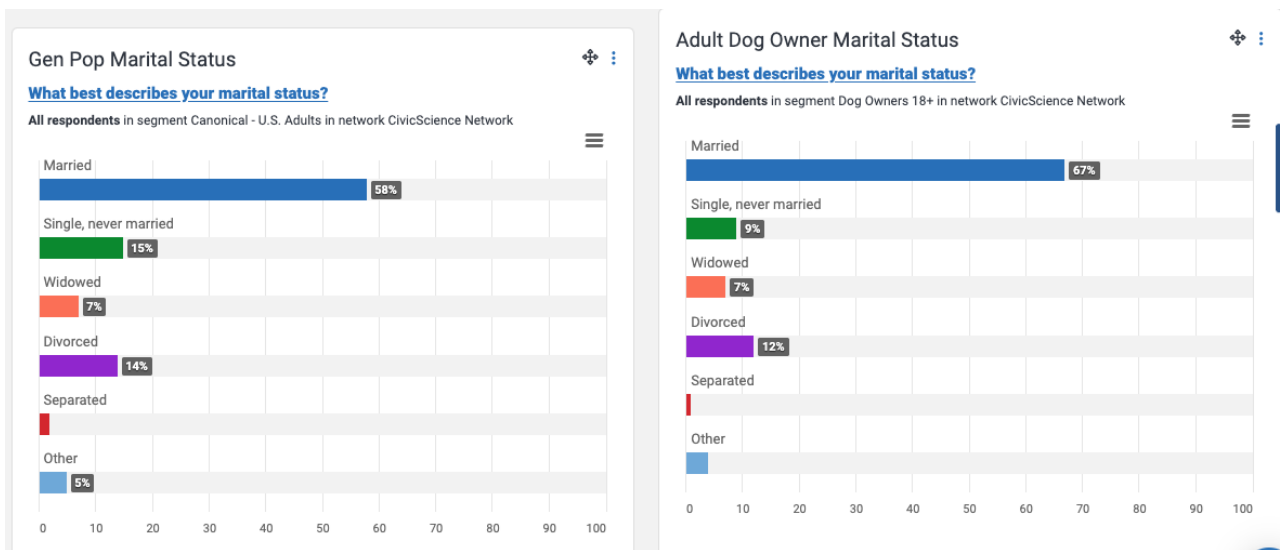
[Edit](#)



Let's use the [segment compare](#) function to see how this group differs from the general population. There are multiple areas covered in the comparison, but I want to focus on the demographic where our group differs the most: age. Our group skews older.

To what broad age group do you belong?	Dog Owners 18+	Canonical - U.S. Adults
<b>Under 18</b> All respondents in my account		
Under 18	0	0
Row %	0%	0%
Column %	0%	0%
<b>18 - 24</b>	1,238	76,497
Row %	100%	100%
Column %	3%	5%
<b>25 - 29</b>	943	69,129
Row %	100%	100%
Column %	2%	4%
<b>30 - 34</b>	1,229	81,574
Row %	100%	100%
Column %	3%	5%
<b>35 - 44</b>	3,398	185,250
Row %	100%	100%
Column %	9%	12%
<b>45 - 54</b>	7,444	304,655
Row %	100%	100%
Column %	19%	20%
<b>55 - 64</b>	11,770	417,047
Row %	100%	100%
Column %	31%	27%
<b>65 or older</b>	12,297	422,829
Row %	100%	100%
Column %	32%	27%

We could also use a [dashboard](#) to compare the new segment to the general population. The adult dog owners seem more likely to be married.

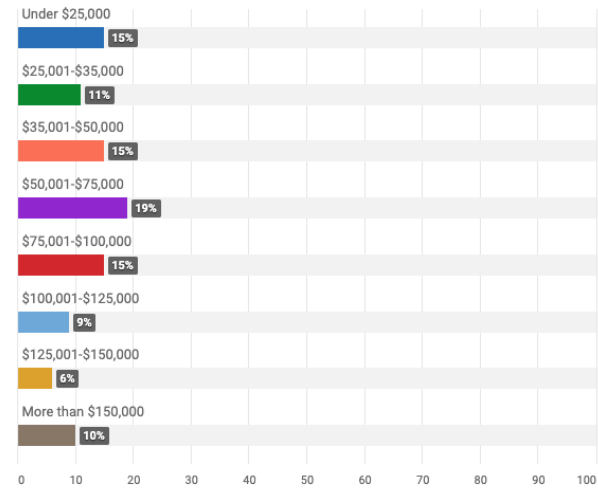


We could also compare dog owners and cat owners. That's interesting - there are more cat owners with household incomes under \$25,000 and fewer with incomes more than \$150,000.

### Incomes of Adult Cat Owners

[What is your expected annual household income before taxes?](#)

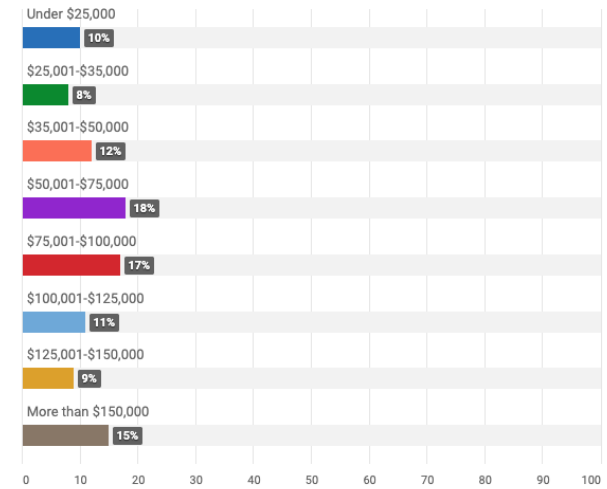
All respondents in segment Cat people 18+ in network CivicScience Network



### Incomes of Adult Dog Owners

[What is your expected annual household income before taxes?](#)

All respondents in segment Dog Owners 18+ in network CivicScience Network



Let's switch over to a behavioral difference and use a [crosstab report](#) to see our figures. It seems that our cat owners are less likely than dog owners or the general population to go to multiple auto dealers to comparison shop for a new vehicle.

	Canonical - U.S. Adults All respondents in segment Canonical - U.S. Adults in my account	Dog Owners 18+ All respondents in segment Dog Owners 18+ in my account	Cat people 18+ All respondents in segment Cat people 18+ in my account
<b>When shopping for a car do you go to multiple dealers to compare price?</b> All respondents in my account			
	<b>Canonical - U.S. Adults</b>	<b>Dog Owners 18+</b>	<b>Cat people 18+</b>
<b>Yes, I always do</b>	714,020	42,304	26,212
Row %	100%	100%	100%
Column %	40%	38%	34%
<b>Yes, I sometimes do</b>	622,028	42,191	28,662
Row %	100%	100%	100%
Column %	35%	38%	37%
<b>No, I never do</b>	344,089	22,694	16,802
Row %	100%	100%	100%
Column %	19%	20%	22%
<b>I have never been shopping for a car</b>	121,756	5,156	5,785
Row %	100%	100%	100%
Column %	7%	5%	7%
<b>Column Total</b>	1,801,893	112,345	77,461
Row %	100%	100%	100%

We can look at psychographic data, too. It appears that cat owners are more likely to say they're very concerned about climate change and the environment than either dog owners or the general population.

	<b>Canonical - U.S. Adults</b> All respondents in segment Canonical - U.S. Adults in my account	<b>Dog Owners 18+</b> All respondents in segment Dog Owners 18+ in my account	<b>Cat people 18+</b> All respondents in segment Cat people 18+ in my account
<b>How concerned are you right now about climate change and the environment?</b> All respondents in my account	<b>Canonical - U.S. Adults</b>	<b>Dog Owners 18+</b>	<b>Cat people 18+</b>
<b>Very concerned</b>	794,244	47,356	41,997
Row %	100%	100%	100%
Column %	38%	36%	48%
<b>Somewhat concerned</b>	459,872	27,193	17,846
Row %	100%	100%	100%
Column %	22%	21%	20%
<b>A little concerned</b>	311,234	19,408	10,307
Row %	100%	100%	100%
Column %	15%	15%	12%
<b>Not concerned at all</b>	524,610	35,900	17,448
Row %	100%	100%	100%
Column %	25%	28%	20%
<b>Column Total</b>	2,089,960	129,857	87,598
Row %	100%	100%	100%

By making different comparisons using segments, we can learn a great deal about our consumers and their preferences. It's like piecing together a puzzle, and with each comparison, the picture becomes clearer and more fascinating. Let's keep exploring and see what other discoveries await us!

# Segments webinar

04/09/2026 2:26 pm EDT

On February 15, 2024, we had a lunch-and-learn webinar on segments.

Your browser does not support HTML5 video.

Here is the [slide deck](#) .

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# Introduction to weighting

01/29/2025 10:39 am EST

Weighting is a statistical technique that involves mathematically manipulating data after the fact (i.e., after data collection) to bring the demographics of the survey sample more in line with those of a given population (e.g., the U.S. General Population).

*Users are strongly encouraged to weight CivicScience data, especially that from syndicated questions. The only exception is when a media partner is examining their own data. That should not be weighted.*

Weighting helps ensure that a given sample of respondents (i.e., a [segment](#)) is representative of the broader population to which you are trying to generalize results. Weighting is essential because if a segment is not representative of the target population, findings might not be generalizable beyond the specific sample of respondents from which the results were obtained.

Weighting works by assigning each respondent in the sample a value (called a weight) based on whether they belong to a demographic group that has been identified as being either over- or under-represented in the sample. You can think of the survey weight as translating to the number of people in the larger population that each respondent in the sample represents. Respondents from under-represented groups are assigned weights greater than one, whereas respondents from over-represented groups are assigned weights less than one.

## Types

Within the InsightStore, there are three different types of weighting schemes.

### Simple and discrete weighting schemes

Simple and discrete weighting schemes weight data by gender and age and are based on predefined age “buckets” and data from either the U.S. Census Bureau or a client.

### Complex weighting schemes

Complex weighting schemes weight data by demographic variables other than age and gender, such as political affiliation or race.

### Autoweighting schemes

Also known as *adaptive weighting schemes*, Atoweighting schemes work like simple and discrete weighting schemes but are more flexible. Unlike the types of weighting described above, in the case of autoweighting, target proportions are derived at runtime based on analyses of the relevant age-gender ratios within a well-formed sample of the relevant segment. In other words, autoweighting simulates a representative sample of the broader population by using existing data to automatically calculate appropriate weights on the fly.

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# Choosing and applying weighting schemes

01/29/2025 10:37 am EST

## Choosing an appropriate weighting scheme

CivicScience offers many custom weighting schemes. Therefore, a common question is how to choose a weighting scheme appropriate for your research needs. To select a weighting scheme that suits your research needs, consider the following questions:

- **What is the target population (i.e., the population to which you want to generalize your findings)?**
  - Examples: U.S. adults 18+, U.S. women 35+, Pennsylvania adults, Target shoppers, etc.
- **What is the geographic area of the target population?**
  - Examples: national, regional, state, city/metro, etc.
- **What is the age range of the target population?**
  - Examples: all adults (i.e. 18+), 25+, 25-44, 65+, etc.
- **What is the gender composition of the target population?**
  - Examples: men & women, only women, only men

## Applying a weighting scheme

Weighting schemes can be applied on any question page. To apply a weighting scheme, click the *Search Weighting Schemes* dropdown menu. Select the item you wish to use from the list. In this example, we've selected the weighting scheme for all U.S. adults, which will weight the results of this question by gender and age data for the entire U.S. population.



## Troubleshooting

Occasionally, you may notice that data from a question does not populate after applying a weighting scheme. That is usually due to insufficient responses from respondents in one or more critical demographics by which the data were weighted. For example, the segment might not include enough women between the ages of 18 and 24 or men between the ages of 35 and 44. There must be at least ten responses in each of a weighting scheme's age/gender categories for the scheme to work with the question.

# Where are weighting schemes used?

01/08/2025 10:54 am EST

Where are weighting schemes used?

- Question details page
  - Some dashboards
  - Some dashlets:
    - Insights
    - Question compare
    - Question compare list
    - Question results
    - Score results
    - Timeview results
  - Strength of association calculations
  - Crosstabs
  - Some reports:
    - Deep profiles
    - Multiscores
-

# IS2 for media partners

01/12/2026 4:14 pm EST

Users from media partner accounts are able to do anything other users can do in the InsightStore, but they also have access to a few other functions. We've collected links to the articles about those functions here for your convenience.

- [Getting started as a CivicScience media partner](#)
  - [Questions](#)
    - [Question details for media partners](#)
    - [Question assets](#)
    - [Question management](#)
  - [Dashboards](#)
    - [Dashboard filters for media partners](#)
    - [Dashlet fields for media partners](#)
  - [Reports](#)
    - [Deep Profile reports](#)
    - [Media partner filters for MultiScore reports](#)
    - [Media partner filters for MultiTimeview reports](#)
  - [Crosstabs](#)
    - [Crosstabs for media partners](#)
  - [Targets](#)
    - [Meta-targets](#)
    - [Response visualization](#)
    - [Target settings](#)
-

# Media partner data export schema

08/11/2025 1:30 pm EDT

*Updated 1 August 2025*

The export is a multi-part, tab-delimited, compressed file set that is prefixed with `observations`. A sentinel file, `_SUCCESS`, should be found before ingestion by the media partner, as it indicates that the entire set is complete.

The full export and the daily incremental file contain the following.

- `EXT_ID` : This is the external ID or the media partner ID that we are receiving through IDSync. If no external ID is present, `nosync` will be present.
- `HASHED_CS_ID` : The CivicScience User ID or alias, which is hashed and unique to each publisher account.
- `TARGET_ID` : The widget identifier, which can be mapped to the target lookup table.
- `QUESTION_ID` : Each question in our dataset has a unique identifier. This ID can be mapped to the Question Text in the key file. Note that in rare circumstances, `Q_TEXT` can be changed. Any mapping should be to the `QUESTION_ID` and not the text.
- `ANSWER_ID` : Each answer in our dataset has a unique identifier. This ID can be mapped to the Answer ID in the key file. Same as above, the answer text can change, albeit rarely, so the `ANSWER_ID` should be used for mapping. Additionally, a value of `0` for `ANSWER_ID` indicates that the respondent has rescinded the answer. Thus, for a given alias, questions should be windowed for time, and the most recent should be selected to have the most recent attribute.
- `ISO_REGION` : State abbreviation or `unk` if unresolved.
- `METRO_ID` : Metro region ID or `unk` if unresolved.
- `EPOCH_TS` : Unix timestamp indicating seconds since 1970-01-01.

In addition, there are three mapping files to help translate question, answer, and target IDs.

## Question

- `ID` : The question identifier. This file will contain all eligible questions within the account's permission.
- `TEXT` : The question text.

## Answer

- `ID` : The answer identifier. Answers should be associated with Question IDs. A zero value indicates that a user has rescinded the answer.
- `TEXT` : The answer text. `0` indicates that the answer was rescinded.

## Target

- `ID` : The poll unit (target) identifier. A zero value indicates that the target on which the question was answered is from an account outside of the media partner's network. Media partners have access to all questions and answers from respondents who have answered at least one question on targets within their account, regardless of the source of that response.
- `TEXT` : The name of the poll unit (target). `0` or `other` indicates that the observation is

generated from a process to derive data, e.g. browser.

---

# Getting started as a CivicScience media partner

02/26/2025 1:22 pm EST

Your account manager will work with you to gather the information CivicScience needs to set up your organization in the InsightStore. After we have that information, we will create an [account](#) and child accounts (if applicable), then [networks](#), [targets](#), [metatargets](#), and [users](#). You'll then be given the [poll unit code](#) needed to start polling your readers.

This video explains the relationships between these concepts.

Your browser does not support HTML5 video.

---

# Networks

05/20/2025 4:24 pm EDT

Networks represent all the different ways an organization may want to aggregate data. Large media companies typically put all of their properties into a single network for reporting purposes, then create smaller geographic or topical networks for content sharing.

You can view your networks using any of the network filter fields that are used on various pages, such as this one on the [question details page](#).

**Would you participate in a show like 'The Masked Singer' if given the opportunity?**

▼ FILTER QUESTION ⓘ □ [Reset](#)

Date Filter ⓘ      Segment ⓘ      Target ⓘ

All Dates ▼      Search Segments ▼      Search Targets ▼

Weighting Scheme ⓘ      Network ⓘ

Search Weighting Schemes ▼      My Account ▼      [Apply](#)

You can also use a [network filter on dashboards](#) and in the settings for most dashlets.

Example Dashboard ▼      [Export](#)

[Results](#)      ⚙️ [Settings](#)

▼ FILTER DASHBOARD ⓘ □ [Reset](#)

Date Filter ⓘ      Segment ⓘ      Target ⓘ

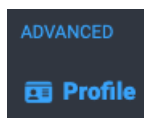
All Dates ▼      Search Segments ▼      Search Targets ▼

Weighting Scheme ⓘ      Network ⓘ

Search Weighting Schemes ▼      Not Applied ▼

Finally, you can use network filters while [creating or viewing most reports](#).

To see your networks, click on the profile icon in the left navigation bar to go to [your Profile page](#).



From the profile page, click on the [Organization tab](#), then select [Networks](#) from the list on the left.

## Your Account

### Basic Information

Networks

Users

User Groups

Default Settings

You'll see a list of the networks you're a member of. The publisher I'm looking at is a member of six networks, and the organizer (owner) of two of them.

[Join Network](#)

### NETWORKS

[+ Create Network](#)

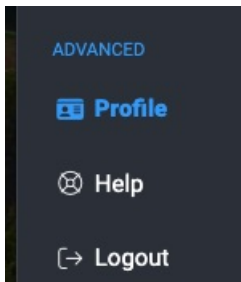
<input type="text"/>	Organizer	<a href="#">▶</a>
<input type="text"/>	Organizer	<a href="#">▶</a>
<input type="text"/>		<a href="#">Leave</a>
<input type="text"/>		<a href="#">Leave</a>
<input type="text"/>		<a href="#">Leave</a>
<input type="text"/>		<a href="#">Leave</a>

This page is also where you would go to [join](#) or [leave](#) a network or [create](#) a new one.

---

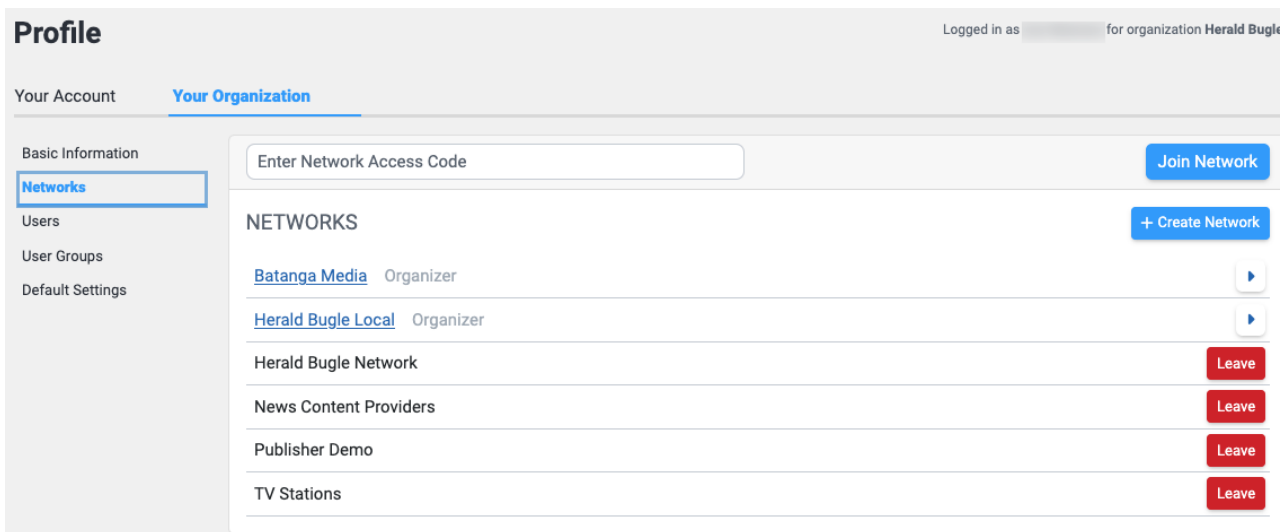
# Joining or leaving a network

01/31/2024 2:00 pm EST



Click on *Profile* in the lower part of the left navigation pane, then click on *Your Organization*, then *Networks*.

On the *Networks* tab, enter the *Network Access Code* in the field above the list of networks. Next, click the *Join Network* button.

A screenshot of a web application interface. At the top left is the word 'Profile'. On the right, it says 'Logged in as [redacted] for organization Herald Bugle'. Below this are two tabs: 'Your Account' and 'Your Organization', with the latter being active. On the left side, there is a vertical menu with 'Basic Information', 'Networks' (highlighted), 'Users', 'User Groups', and 'Default Settings'. The main content area has a text input field labeled 'Enter Network Access Code' and a blue 'Join Network' button. Below this is a section titled 'NETWORKS' with a '+ Create Network' button. A list of networks follows: 'Batanga Media' (Organizer) with a right arrow; 'Herald Bugle Local' (Organizer) with a right arrow; 'Herald Bugle Network' with a red 'Leave' button; 'News Content Providers' with a red 'Leave' button; 'Publisher Demo' with a red 'Leave' button; and 'TV Stations' with a red 'Leave' button.

Should you ever need to leave a network, use the red *Leave* button to the right of that network's name.

# Creating a Network

11/17/2023 2:42 pm EST

Creating a network is easy, but it isn't something that you will do very often. These steps will walk you through the entire process:

- Click on *Profile* in the left navigation pane.
- Click on *Organization*
- Select the *Networks* tab
- Click the blue + button

## CREATE NEW NETWORK

Network Name

Cancel

Create Network

Give your network a name. All network members will see this name, so try to make it short but descriptive. After you have named your network, click *Create Network*.

You will see your new network near the top of the list of networks now, with the word *Organizer* next to its name.

## NETWORKS



[Batanga Media](#) Organizer



[Herald Bugle Local](#) Organizer



Once you have created a network, the next step is to bring other accounts into your network. To do that, you need to distribute your unique access code to the administrators of those accounts.

To get the access code, click on the expanding caret that's on the far right of your network's name. On the next page, you will see the name of your network and the *Network Access Code*. Copy the code and give it to the administrators of the accounts that will join the network.

You can edit the network's name here if necessary, as well. If you do so, use the blue *Save* button to make your changes permanent.

## NETWORK

### Network Name

### Network Access Code

# Targets

11/20/2023 7:50 am EST

Targets are the code behind the [poll unit](#) that is placed on a media partner's website. They are used to configure how the poll unit looks and what questions will be asked in it. Having separate targets for different website sections, such as News, Sports, and Weather, is common. We also set up separate targets for the various places the code might be displayed on your site, for instance, a right rail target and an in-article target.

Targets allow you to see how questions were answered on different site sections, e.g., the News vs. the Sports sections. Were the age distributions different? What about gender distribution?

To manage your targets, click on *Targets* in the left navigation pane, then select the desired target from the list on the right. You may also search for them by name.

## Targets

A target is a unique set of questions and settings that renders as a poll when embedded on a website. [Learn more about targets.](#)



Showing 1 to 25 of 54 results

Sort by: Name

NAME

DATE

[Awesome Riding](#)

April 12, 2022

[Cascabel Quarantine Test](#)

July 24, 2023

[CivicScience - In-article](#)

April 21, 2022

[CivicScience - In-article 2](#)

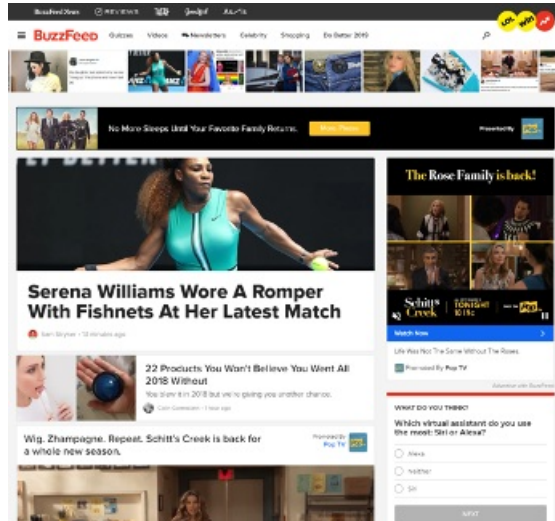
April 9, 2019

# Meta-targets

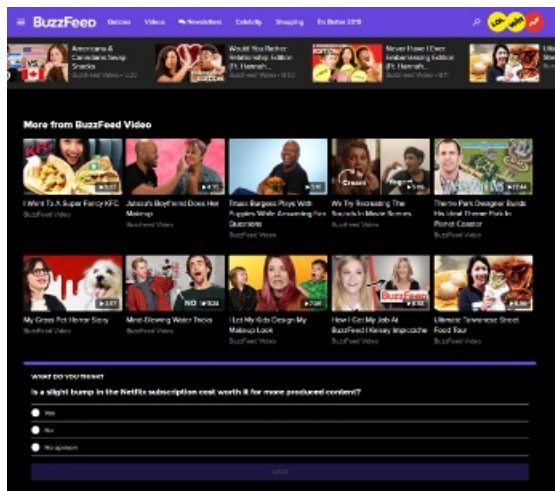
10/12/2024 5:39 pm EDT

You can implement a single block of code across multiple web pages using meta-targets. The code block changes targets dynamically based on the URL on which the block of code is located.

For example, the same code that looks like this on BuzzFeed's main page:



Looks like this on their videos page:



Your editorial team can [pin](#) specific questions to articles as desired. If no question is pinned, the poll will be populated with [engagement questions](#) from the content-related engagement question feeds assigned at setup.

## What Happens If the URL Isn't Recognized by the Meta-target?

If the URL is known to CivicScience, a meta-target will resolve as shown above. If the URL is unknown (e.g., a URL is changed or a new one is created), we will have a *fallback* target that still allows the poll unit to populate with questions. It will also permit your editorial staff to pin questions.

## Configuring Targets and Meta-targets

To use meta-targets, you will first need targets for the meta-targets to reference. CivicScience will create targets for your properties and match them stylistically (font and color) and content-wise to the individual sites.

You will then receive one block of code from us that you will integrate into your sites rather than a different block of code for every target.

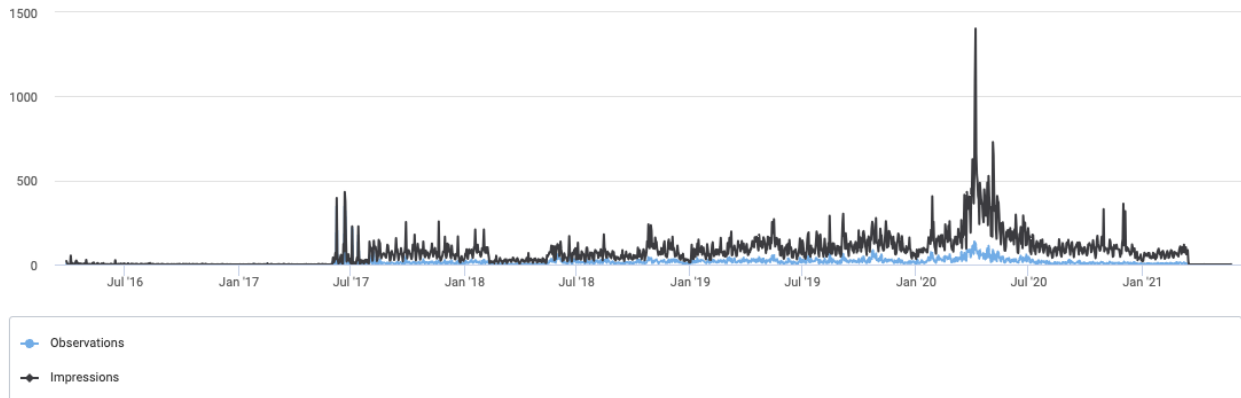
---

# Response visualization

05/18/2026 9:50 am EDT

Each target's page will show a visualization of the target's responses at the top of the page.

3/27/2016 - 5/23/2021 > Daily Responses



The key to the graph is at the bottom left. The bright blue line represents observations (poll responses). The black line represents impressions or the number of times the poll unit was loaded.

In the upper right corner of that visualization is a hamburger menu. Using it, you can choose to:

- View the visualization on your full screen
- Print the chart
- Download an image in PNG format
- Download an image in JPEG format
- Download a PDF of the visualization
- Download an image in SVG format
- Download the data table in CSV format
- View the data table

# General target settings information

11/07/2024 1:46 pm EST

Target settings determine:

- The order in which question types are shown on your poll units
  - The text in your poll units
  - The appearance of your poll units
  - The links shown in the respondent menu
  - The size and positioning of the poll units on a website
  - The rendering of the poll units
-

# Target basic information

02/27/2026 2:15 pm EST

On the bottom portion of each target page, you will find the *Settings* tab. We're in its *Basic Information* section here. It has the *Target Name* field, the *Question Role Template*, the *Type* of target, and the target's intended *Language*.

- The target name is what you see in lists of targets and on reports. You can change it without affecting the target on its website.
- The question role template shows the order in which [different types of questions](#) are asked on the target. This particular target is set to ask an engagement question, followed by a value question, and then two profile questions. It will then provide the results of the engagement and value questions to the respondent, after which future question groups will consist of an engagement question followed by two value questions and one profile question. Please don't change this setting without consulting your account manager.
- The *Type* field will almost always be set to *CivicScience for Websites*. That's the standard poll unit setting. A *CivicScience User Site* is a polling hub. [Here's an example](#). You won't ever see the *CivicScience Polling API* setting on your targets.
- The language setting is usually *English*, but can be *Spanish*.

**Settings**

**Basic Information**

Integration

Customization

Theme

Notifications

**BASIC INFORMATION**

**Target Name \***:  
CivicScience - In-article

**Question Role Template \***:  
EVPP;EVVP

**Type \***:

- CivicScience for Websites
- CivicScience User Site
- CivicScience Polling API

**Language \***:  
English

Delete Update

Note: Targets configured as polling hubs cannot be cloned.

# Target integration settings

02/01/2024 8:54 am EST

The *Integration* tab under the target's settings has four sections.

The *Integration Code* is the code you will insert into your website's HTML. See [poll unit integration](#) for further details.

You may use the *Widget Bookmarklet* to demo the poll unit.

The *Widget React Integration Component/Module* may be useful to your developers if they need to place the poll unit inside another React component.

The *Widget Detection Bookmarklet* can be used to see if the poll unit's code has been installed on a particular site.

## Basic Information

### Integration

## Customization

## Theme

## Notifications

## WIDGET INTEGRATION

### Integration Code

Copy the entire integration code snippet below, and paste it into your web page HTML where you would like the widget to appear.

```
<div id="7edbcfb3-de2e-e924-49b0-fd18f53d6e95"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

### Widget Bookmarklet

The bookmarklet here can be used for demonstrations to place this widget on a web page at a place of your choosing.

Add this link to your browser bookmarks. While visiting another web page, select the bookmark, and then select the place on the page where you would like the widget to appear. In some browsers, you may be able to drag the bookmarklet link directly to another browser tab to activate the bookmarklet on that web page.

The resulting widget placement is only visible in your browser window for that page view. Other visitors to the page will not see the widget.

```
javascript:(function(){
const isBaseUrl = 'https://www.civicscience.com';
const targetId = 2988;
document.getElementsByTagName('head')[0].appendChild(document.createElement('script')).src=isBaseUrl
+ '/widget/WidgetBookmarklet/js?targetid=' + targetId());
```

### Widget React Integration Component/Module

The React module here can be used for integration inside another React Component.

[Widget React Component](#)

### Widget Detection Bookmarklet

The bookmarklet can be used to search a webpage for the use of our widget.

In your browser create a new bookmark. Copy and paste this chunk of code into the URL section of this new bookmark. While visiting another web page, select the bookmark, and it will run a search for the use of our widget. An alert will pop up indicating whether it was found or not. Following the alert, you will be navigated to the widget with a dashed blue border.

If the widget is held within an iframe, it will not be found due to the [Same-origin policy](#).

```
javascript:(function(){
const scripts = document.getElementsByTagName("script");
const divs = document.getElementsByTagName("div");
let foundScript = false;
let foundDiv = false;
for (let i = 0; i < scripts.length; i++) {
const regexPattern = /.?civicscience(dev)?.com/;
if (regexPattern.test(scripts[i].src)) {
foundScript = scripts[i];
break;
}
}
for (let i = 0; i < divs.length; i++) {
if (divs[i].hasAttribute("data-civicscience-widget")) {
foundDiv = divs[i];
break;
}
}
if (foundDiv !== false) {
foundDiv.style.border = "dodgerblue dashed 5px";
foundDiv.scrollIntoView();
}
const scriptMsg =
foundScript !== false
? "The script to our integration code has been found. "
: "The script to our integration code is not present. ";
const divMsg =
foundDiv !== false
? "The widget has been found and outlined in a dashed blue border. You will be navigated to the widget following this message."
: "The widget has not been found.";
window.alert(scriptMsg + divMsg);
})();
```

# Target customization

07/14/2025 9:29 am EDT

The *Customization* tab under each target's settings has many fields. Changes here can wreak havoc upon your poll unit, so it's best not to change them lightly.

## Basic customizations

### In-article polling

*In Article Polling* has four options.

- *None* means that [pinning of questions](#) through the poll unit admin tool is disabled.
- *Allowed* permits the pinning of questions but does not require it. When a question is not pinned, a typical sequence of questions will be displayed.
- *Required* has been deprecated. Please do not use it.
- *Target* would make this target a [meta-target](#) and disable the pinning of questions to it.

### Custom text and URLs

The following six fields are relatively self-explanatory.

- The *NEXT* button establishes the label for the next question button in the poll unit for the two types of questions that don't auto-advance ([checkbox and matrix](#)). It is also used to progress through the poll results.
- The *SEE RESULTS* button label appears beneath a question that doesn't auto-advance.
- The *THANK YOU* text isn't seen very often, but if a respondent answers all the available questions, the "thank you" text will be displayed along with a request that they return on another day.
- The *User Site Link* is the URL of the site users will go to if they choose to continue answering questions after seeing the first group of poll results. It defaults to the [CivicScience poll site](#), but media partners may also set up a [polling hub](#) and use its address here.
- The *Privacy Policy Link* is an optional link to present your privacy policy. (The CivicScience privacy policy is always available to respondents.) It would appear in the [respondent menu](#). If you put anything in this field, you must also fill in the *Partner Name* field in the *Advanced* section.
- The *Learn More Link* can link to a page where you explain the polls. It would also be shown in the respondent menu. If you put anything in this field, you must also fill in the *Partner Name* field in the *Advanced* section.

**NEXT Button:**

**SEE RESULTS Button:**

**THANK YOU Text:**

**User Site Link:**

**Privacy Policy Link:**

**Learn More Link:**

## Size and position

The next three settings affect the poll unit's sizing and positioning. They should only be used by

someone familiar with CSS.

Each of these settings is controlled with a slider switch. Their required fields are only displayed when the settings are enabled.

## Fixed sizing

When *Fixed Sizing* is enabled, the poll unit is limited to the specified width and height. The sizes may be stated in px (pixels), % (relative to the parent element), or vw/vh (relative to viewport width/height).

Note: Normally, the poll unit changes its width and height to accommodate questions of different lengths and numbers of answer options. Using a fixed width size is inadvisable. The visitor will see a horizontal scroll bar when a question is too long for the fixed width and a vertical scroll bar when there are too many answer options for the fixed height. Either is a poor experience for the user, and there will sometimes be horizontal and vertical scroll bars.

### Sizing

Fixed Sizing

### Positioning

Positionable

### Delay <sup>?</sup>

Delayed  
Render

Width: \*

0

Unit: \*

Plea: ▾

Height: \*

0

Unit: \*

Plea: ▾

## Positioning

If *Positioning* is set to the on position, the poll unit can be moved to another spot on a web page using the [poll unit administration tool](#).

The *Position* CSS field allows you to customize the *csw-positionable* style.

The *Position Sibling NOT selector* identifies CSS selectors that the poll unit should not render next to.

## Widget Sizing and Positioning

### Sizing

Fixed Sizing

### Positioning

Positionable

### Delay <sup>?</sup>

Delayed  
Render

### Position CSS: <sup>?</sup>

example: `.csw-positionable { padding:.`

### Position Sibling NOT selector: <sup>?</sup>

example: `img|.not-here-style-class`

## Delayed render

When *Delayed Render* is enabled, the poll unit will not load until the viewer is within the specified number of pixels of its position.

## Widget Sizing and Positioning

### Sizing

Fixed Sizing

### Positioning

Positionable

### Delay <sup>?</sup>

Delayed Render

### Delayed Rendering Offset

(pixels): \*

0

## Advanced settings

The final set of fields is labeled *Advanced*.

- The *Hostname Override* has been deprecated and will be removed.
- The *Radio/Select Minimum* is the number of answer options that should be shown before the poll unit is switched from a radio display to a dropdown list. Leaving it blank allows the poll unit to display polls with any number of answers normally. If set to zero (0), the poll unit will always display as a dropdown list.
- The *Minimum Height (pixels)* can be set to any integer but should not be set without consultation with CivicScience.
- *Partner Name* can be left blank or set to your organization's name. If the *Privacy Policy Link* or *Learn More Link* fields above are used, the *Partner Name* must be filled in.
- *Askable Chooser Fallback Roles* should be kept to *On*. If it is turned off, respondents may run out

of questions to answer.

Advanced

Hostname Override:

www.domain-name.com ✓

Radio/Select Minimum: <sup>ⓘ</sup>

5 ✓

Minimum Height (pixels)

0 ✓

Partner Name:

Herald Bugle ✓

Askable Chooser Fallback Roles <sup>ⓘ</sup>

Askable Fallback Roles

Reset

Update Target

Changes made to any field on this page are not applied until the *Update Target* button is used.

---

# Target theme settings

03/16/2026 9:45 am EDT

The target *Settings > Theme* tab contains fields designed for styling a target's poll unit. These fields should only be used by those familiar with CSS.

## Selected Theme:

✓ Published  
Draft

The *Selected Theme* field has options of *Published* (the current theme of the poll unit) and *Draft*. *Draft* allows you to save settings while you work on a new theme

Submit Draft

Publish

Discard Draft

and publish them once you're done. When the draft option is used, the buttons at the bottom of the page change to *Submit Draft* (the save option), *Publish* (used to replace the currently published theme settings), and *Discard Draft*.

Changes saved to the draft theme can be previewed by appending a `civicscience-widget-draft=1` URL parameter on the publisher's article URL.

The remaining settings allow the user to style the poll unit. The *Title CSS Properties*, *Container CSS Properties*, and *CSS Overrides* each require a valid list of newline-separated CSS declarations. The *CSS Overrides* field is particularly powerful, as entries here override all the other styling for the poll unit.

## Font Size:

example: 13px

## Font Family:

example: Roboto+Condensed:500,700|Montserrat:400,600

## Title Text:

What Do You Think?

## Title CSS Properties:

text-transform: uppercase;  
border-bottom: 1px solid #333;

## Container CSS Properties:

example: font-weight: 500;

## CSS Overrides:

example: .csw-html .csw { margin: 1rem 0; }

## Accent Color:

#cecece

## Primary Button Color:

example: #9c27b0

## Dark Mode Support:

Dark Mode

# Target notifications

02/01/2024 8:54 am EST

The target *Settings > Notifications* page provides a way to get email notifications whenever a new question is published to the target in question.

The *All Notifications* option turns on notifications for every user in the account that owns the target. Otherwise, only those users with *Notify* status next to their names will receive a notification.

---

# Introduction to feeds

10/12/2024 5:35 pm EDT

A feed is a publication or group of publications to which questions are published. They usually represent topics like finance, parenting, science, and weather. Sometimes, they represent a geographic grouping, such as Pittsburgh or Texas.

The evergreen feed is for very general questions that are appropriate on any site.

The research feeds are for value questions.

There are public and private feeds. There is a private feed for every [target](#).

---

# Introduction to the Poll Unit

12/02/2025 10:25 am EST

CivicScience's Poll Units (formerly called widgets) provide an engaging experience for website visitors while enabling maximum user data collection and, in turn, the most relevant insights once the code is integrated into your site. Data collected from Poll Units will drive reports through our InsightStore portal and be available for you to download from our cloud service.

A Poll Unit is a snippet of code downloaded from the InsightStore and placed in your website's HTML. Poll Units will appear on your web page wherever the code snippet is placed.

- [Poll Unit types](#)
  - [Poll Unit integration](#)
    - [Using Poll Units in WordPress](#)
      - [WordPress IQPoll plugin](#)
    - [Using Poll Units with Google Tag Manager](#)
    - [Integration in a nested iframe](#)
    - [Customizing a Poll Unit](#)
    - [Poll Unit polling hub integration](#)
    - [Integrating more than one Poll Unit](#)
  - [Poll Unit demonstrations](#)
  - [Poll Unit admin tool](#)
    - [Responses as shown in the Poll Unit admin tool](#)
    - [Pinning an engagement question to your poll](#)
  - [Respondent menu](#)
  - [Feedback menu](#)
  - [Identifying respondents](#)
  - [IDSync](#)
  - [AdEngage](#)
  - [Developer information for the Poll Unit](#)
-

# Poll Unit types

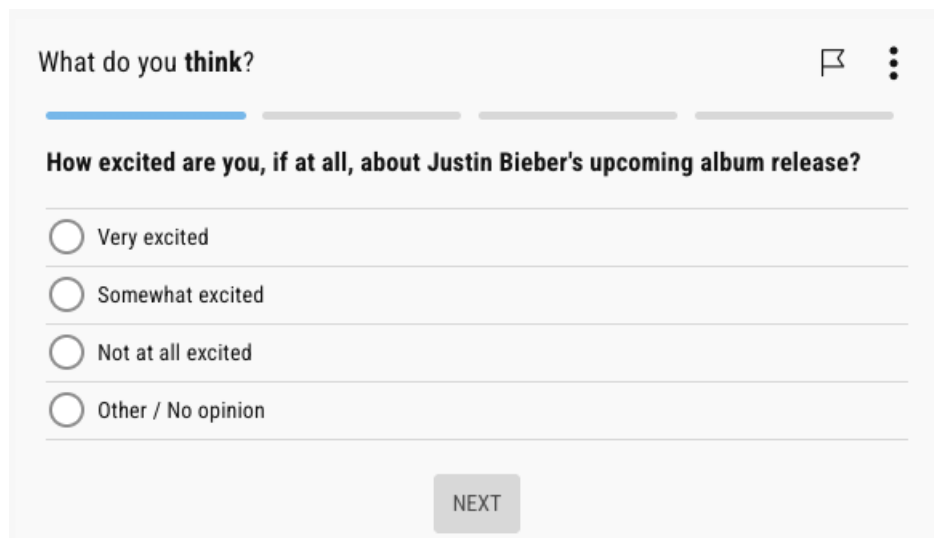
12/08/2025 9:11 am EST

Poll Units may be used in two different ways.

The first instance has two subtypes.

## In-article

First, it may be placed in an article with a width of 500px or more. It will look something like this:



The screenshot shows a poll unit within an article. At the top, it asks "What do you think?" with a flag icon and a menu icon to the right. Below this is a progress bar with four segments, the first of which is highlighted in blue. The main question is "How excited are you, if at all, about Justin Bieber's upcoming album release?". There are four radio button options: "Very excited", "Somewhat excited", "Not at all excited", and "Other / No opinion". At the bottom center, there is a "NEXT" button.

[Here](#) is an example.

## Sidebar

The second subtype is a right-rail or sidebar placement. Sidebar widgets look something like this:

What do you **think?**

**To what extent do you agree or disagree with the idea that the Democratic Party is "out of touch" with voters?**

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Other / No opinion

NEXT

An example may be seen [here](#). You may read about the standard implementation [here](#).

## Polling hubs

The second type of deployment is a polling hub (formerly known as a carousel). The questions are shown with a preview of the following question to the right, and a reminder of the last question answered to the left. The dots above the question text indicate the polling session's status as the user progresses through the experience.

What do you **think**? ⋮

about food  

---

---

---

---

---

---

---

---

4 QUESTIONS

**When shopping for household products (garbage bags, paper towels, cleaning products, etc.), what is more important to you: brand or price?**

Brand, by a lot

Brand, by a little

Both are equally important to me

Price, by a little

Price, by a lot

BACKNEXT

To what bro  
 13 - 17  
 18 - 24  
 25 - 29  
 30 - 34  
 35 - 44  
 45 - 54  
 55 - 64  
 65 - 74  
 75 or ol

A polling hub example is shown [here](#). Information about the integration may be found [here](#).

This implementation is typically used on a page where the focus is on the polling experience. Polling hubs are a great way to increase time spent on your site and, therefore, ad revenue.

---

# Basic Poll Unit integration

12/02/2025 9:55 am EST

The Poll Unit code snippet consists of a `<script>` and a `<div>` tag that will display the Poll Unit.

The Poll Unit integration will typically be handled by the media partner's content management team, with assistance from the CivicScience Account Management team. In some cases, the media partner's development team must first review the code and proposed integration for approval and proper integration. The CivicScience development team is available to discuss the code and proposed integration before setup and to review any deployments.

There are several ways to integrate Poll Units into your site. The first, covered here, assumes that you have access to the site's code. The [second uses Google Tag Manager](#). The [third, fourth, and fifth methods](#) are for sites that use WordPress as their content management system (CMS). In any case, the first few steps will always be the same.

## Initial setup

An initial setup synchronizes CivicScience and media partner IDs. The CivicScience development team will handle the initial setup for most media partners.

The CivicScience development team will build a script to synchronize the media partner and CivicScience's unique user IDs (UUID). If the media partner desires bidirectional synchronization, this step might require discussions with the media partner development team.

## Placement and styling

The Poll Unit will appear on the web page wherever the code snippet is placed. The best practice is to embed it directly into an article's content. Generally, Poll Units placed higher on the page tend to gather more responses.

A Poll Unit will expand to fit the container it is placed in. The media partner can add margins and padding to the container or to outer elements wrapping the container (elements under the media partner's control) to adjust the spacing between the Poll Unit and other parts of their page. A Poll Unit will automatically fill the width of its container. Thus, the media partner can apply their own stylesheet rules to the container or to the elements wrapping it to ensure that the Poll Unit has the appropriate width. As questions of varying lengths appear in the Poll Unit, the instance's default size grows and shrinks vertically, sometimes shifting the content below it.



*It is important not to wrap a Poll Unit in an element with a fixed height. Doing so is likely to either waste space if the container is too tall or hide the answer choices if it is too short. Either scenario will impact engagement rates and the ability to collect responses.*

Please note that a Poll Unit will not achieve full functionality if it is deployed inside an `<iframe>`. If the site architecture requires deployment within an `<iframe>`, additional steps may be necessary for integrating the Poll Unit. It's best to have the integration process reviewed by both CivicScience and the media partner's developer team if an `<iframe>` installation is required.

## Basic integration

The basic Poll Unit integration code can be found in the InsightStore on your target's *Target > Settings > Integration* page, or a media partner's CivicScience account manager can provide it. The integration code is an HTML snippet. An example follows.

```
<div id="civsci-id-123456789" data-civicscience-Widget="000"></div>  
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

The "000" value for the `data-civicscience-Widget` attribute in the example will be replaced with the media partner's target identifier, which can be either a number or a Unique User Identifier (UUID).

Once downloaded from the InsightStore, the media partner inserts the snippet into their page's HTML, positioning the Poll Unit wherever they prefer.

## Poll Unit demonstrations

Examples of Poll Units in action may be viewed [here](#).

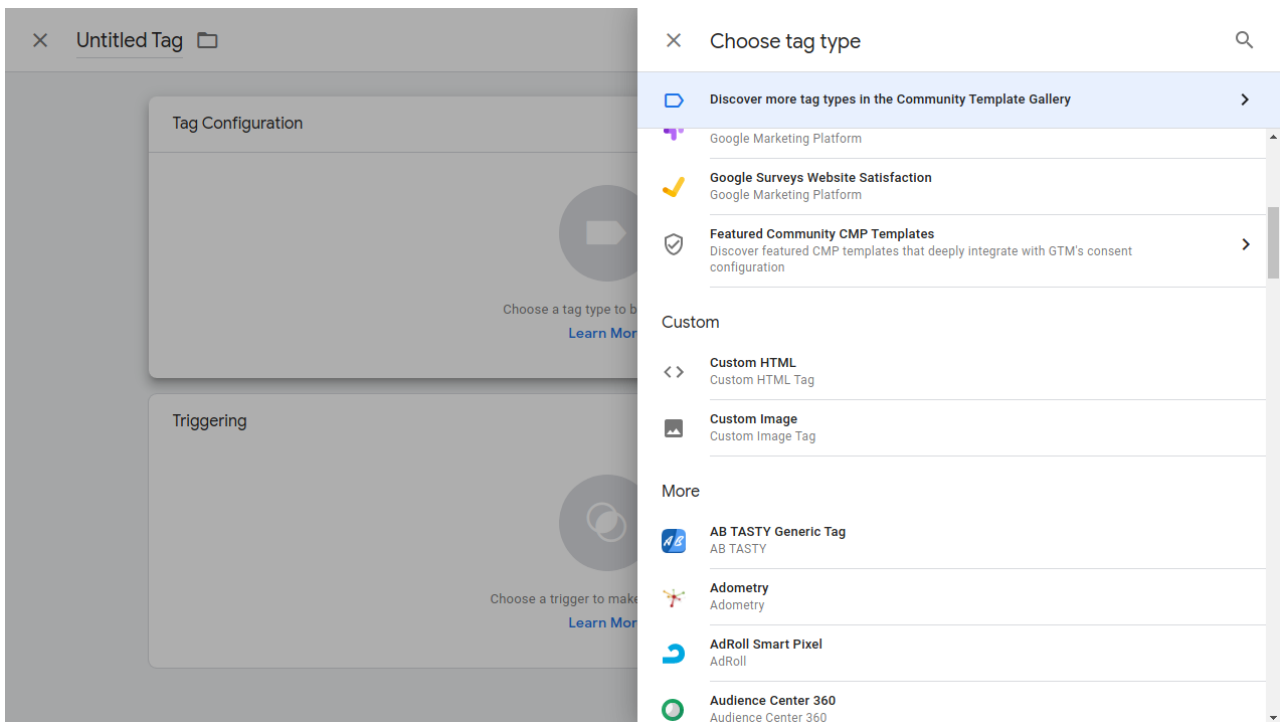
---

# Using Poll Units with Google Tag Manager

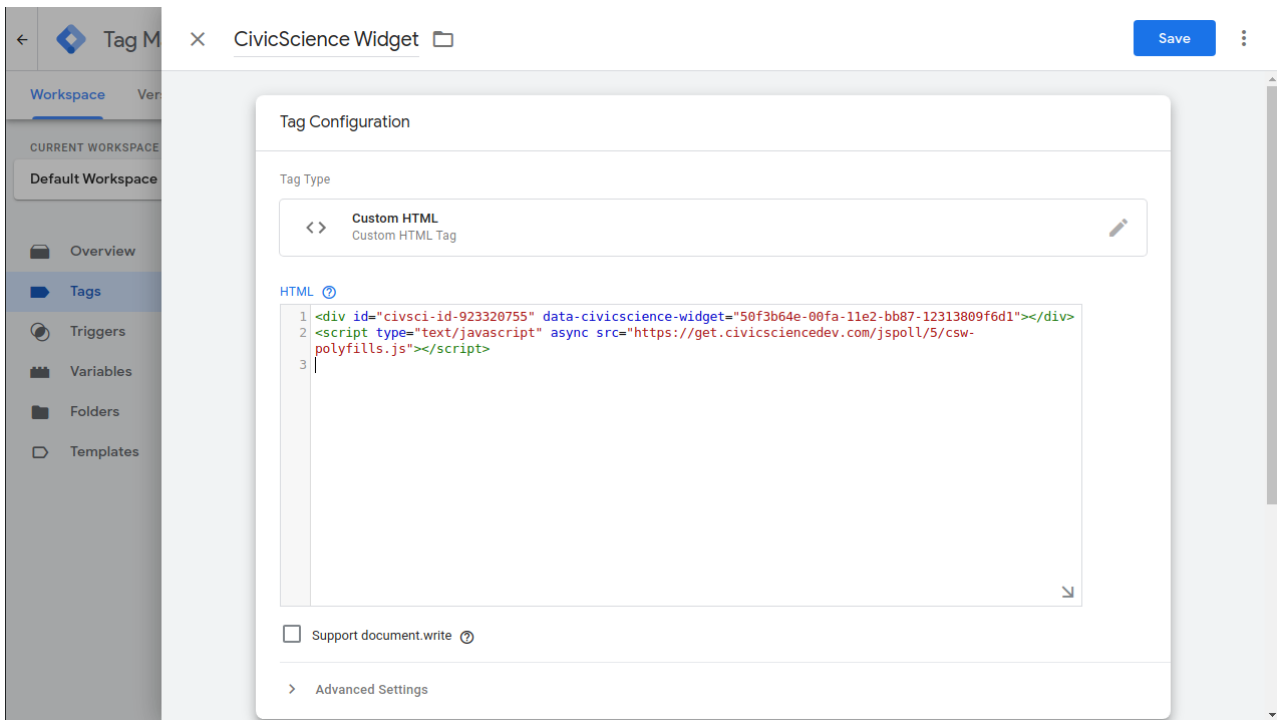
12/02/2025 9:57 am EST

It is possible to use Google Tag Manager (GTM) to inject a custom HTML tag based on a trigger.

First, create a custom HTML tag:



Next, insert the Poll Unit integration code as copied from the InsightStore or provided by your account manager.



Example integration code:

```
<div id="civsci-id-923320755" data-civicscience-widget="50f3b64e-00fa-11e2-bb87-12313809f6d1"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

By default, GTM will place all custom HTML tags at the end of the `body` element of the page. *This is not the ideal location for a Poll Unit instance.* The actual implementation of where and how a Poll Unit should be placed varies according to the media partner's design and system implementation. The easiest route is to:

1. Place the integration `div` (a `div` like the one above) somewhere in the site's web pages via a CMS or another tool.
2. Create a custom tag utilizing only the script portion of the integration code so that the Poll Unit will be rendered at the location of the integration `div`.

Finally, configure the trigger in GTM. For example, a Poll Unit could be rendered on all pages by default.

## Notes

- Some browsers and/or adblockers are known to block items originating from GTM
  - Firefox and Safari have been observed to prevent the display of Poll Units via GTM
- Google Tag Manager and Google Ad Manager are different products, and these instructions will not work in GAM. If you need to use GAM, please contact your account manager regarding [AdEngage](#).

# Integration in a nested iframe

12/02/2025 10:45 am EST

If the Poll Unit must be presented in a nested `iframe`, you need to use an alternative integration technique.<sup>1</sup> This technique can also be used for standard placements.

First, include the `script` on the page to instantiate the poll.

```
<script type="text/javascript">
window.onload = function () {
  window.civicscience.widget({
    target: "0",
    container: "#civsci-id-1233904299",
    articleUrl: "https://heraldbugle.com/",
    userId: "myUserId",
    referrerUrl: "https://url-to-referrer",
    forceDarkMode: false
  });
}
</script>
```

Replace the `container`, `articleURL`, `userId`, and `referrerUrl` values with your values.

The `script` must include the `target` attribute. Its `container` attribute must match the Poll Unit's `div id` (see below).

Then, create a `div` with a unique `id` attribute. You must replace the value `civsci-id-123456789` with your unique `id`. Place the `div` on the page wherever you want the Poll Unit to appear.

```
<div id="outerwrapper">
  <div id="cspoll">
    <div id="cspoll-content">
      <div id="civsci-id-123456789"></div>
      <script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
    </div>
  </div>
</div>
```

Optional script parameters:

- `userId`: a unique identifier for your user within your platform, such as a unique media partner user ID.
- `articleUrl`: the current page URL. This is useful for scenarios such as a nested `iframe`, so that you can pass the current `URL` to CivicScience:

```
articleUrl: window.location.href
```

- `referrerUrl`: useful for scenarios such as a nested `iframe`, so that you can pass a known `referrer URL` to CivicScience:

```
referrerUrl: document.referrer
```

- `forceDarkMode`: forces the Poll Unit to use dark mode. The default value is false.

---

1. Sometimes called the factory technique.

---

# Using Poll Units in WordPress

12/02/2025 10:01 am EST

Many sites use [WordPress](#) as their content management system (CMS). Integrating Poll Units into a WordPress site is straightforward.



## HTML block

The first way to integrate the Poll Unit code is to add it using an HTML block. Copy and paste the integration code ( `<script>` and `<div>` ) into a custom HTML block and place it as desired. This feature will work with the Gutenberg editor for posts and pages, as well as in the WordPress admin widget section.

## Manually

The integration code can also be manually inserted into a post or page using the Classic editor's text tab. However, when using this implementation method, the WordPress admin function may strip out any code if an attempt is made to edit the content. The editor may need to reinsert the code if/when the page/post is edited in the future.

## Insertion into theme files

The integration code may be added directly to the site's theme by inserting it into the theme's PHP files. If this method is chosen, creating a child theme rather than updating the original theme files is best, so theme updates won't overwrite the integration code.

## WordPress plugin

Finally, we are beta testing a [WordPress plugin for the Poll Unit](#). If you want to try it, please speak with your account manager.

---

# Poll Unit polling hub integration

12/02/2025 10:11 am EST

After the respondent completes the initial questions in the polling session, they can respond to additional polling questions. By default, we redirect visitors to a page that includes the CivicScience polling hub (formerly the carousel) script. By default, the user is taken to [a page on the CivicScience site](#) to visit the polling hub. However, in some instances, you may wish to host the polling hub script and display it on your site.

To create a polling hub site, add the parameter `data-civicscience-theme="carousel-dark"` to the `div` tag. Here's a sample.

```
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
<div id="civsci-id-123456789" data-civicscience-Widget="000" data-civicscience-theme="carousel-dark"></div>
```

Download the integration code from the InsightStore, then replace the `"000"` value for the `data-civicscience-portal` attribute in the example with your polling hub target identifier. Replace `"123456789"` with your identifier for the `div`.

Place the snippet in the HTML of your page wherever you'd like the polling hub to appear.

---

# Integrating more than one poll unit

01/31/2024 1:09 pm EST

You can include more than one poll unit on a page by placing multiple copies of the integration code in the HTML code for your page. Make sure that you use different ID attributes for the `<div>` element in each placement of the integration code.

When more than one poll unit is included on a page, each instance is unaware of the others and, importantly, the questions being asked in the other instances during that page visit. Thus, it is possible for a respondent interacting with multiple instances of the poll unit on the page during a single page visit to be asked the same question more than once.

---

# AdEngage

07/11/2025 11:50 am EDT

CivicScience offers the ability to integrate an ad unit that will be served alongside the poll unit. Various configurations and layouts accommodate a media partner's ad size and location preferences. AdEngage integrations require collaboration between CivicScience and the media partner's ad-tech team, as well as access to and configuration of Google Ad Manager.

AdEngage is currently in a closed beta, and details are subject to change. Please contact your account manager for the latest information and availability.

---

# Poll unit demonstrations

10/04/2024 12:32 pm EDT

We have demonstrated [multiple configurations of the poll unit here](#).

---

# Customizing a poll unit

04/02/2025 1:12 pm EDT

## Forward compatibility

We are continually improving our poll units and developing new features and capabilities. We may change the poll unit's HTML structure at any time and without notice. The customization settings described below are designed to be compatible with future versions of the poll unit. Any custom CSS or JavaScript code that targets or relies upon the poll unit's internal HTML structure, including DOM classes, may not be compatible with future versions of the poll unit.

Detailed user research has been conducted to create a polling experience that will delight respondents and encourage them to answer questions. Thus, some aspects of the poll unit can't be adjusted. This section discusses some parts of the poll unit that are customizable for your website.



**Note:** Some settings inside the InsightStore affect the poll unit's **position and appearance**.

## Position and dimensions

The poll unit will appear on your web page wherever the integration code, particularly the container `<div>` element, is placed. With custom CSS, margins and padding can be added to the container or outer elements wrapping the container (elements under your control) to adjust the spacing between the poll unit and other parts of your page.

The poll unit will automatically fill 100% of the width of its container. Thus, you can apply your own stylesheet rules to the container or elements wrapping the container to ensure that the poll unit has the appropriate width.

As questions of varying lengths are asked in the poll unit, its default size will grow and shrink vertically, sometimes shifting the content below it. It is important not to wrap the poll unit in an element with a fixed height. Doing so is likely to either waste space if the container is too tall or hide the answer choices if it is too short. Either scenario will impact engagement rates and your ability to collect responses.

## Font

Font size and family can be used to closely match the poll unit to your website's look. This can be done on the *Target > Settings > Theme* page in the InsightStore. You may use any font found in [Google Fonts](#).

The poll unit looks best when displayed in a sans-serif font. Even if your website predominantly uses serif fonts, we recommend using a sans-serif font, such as the browser's default font, for the poll unit.

The layout of the controls and sections of the poll unit are relative to the font size. Therefore, the layout will naturally become chunkier or more compact to match the size of the text.

## Colors

The poll unit can be configured to use a custom color for the results bar charts that appear at the end of a Respondent's visit. A light tint of a color associated with your brand or website is usually a good choice. This can be done on the *Target > Settings > Theme* page in the InsightStore.

We also provide the option to use the same custom color tints for the answer choice buttons instead of the default blue color. Sometimes, we will use colors other than the custom color for results. For example, quiz question results will be green for correct answers and red for incorrect answers.

## Title

The poll unit's title offers an excellent opportunity to match your website's style. The title text and some other CSS properties are customizable, including borders, padding, and font characteristics. A serif font can be appropriate here if that is the website's style. Title field customizations are made on the *Target > Settings > Theme* tab in the InsightStore.

## Privacy policy

By default, the poll unit does not show a privacy policy, as studies suggest that respondents tend not to consider privacy concerns unless prompted to do so. Hence, a privacy policy link can discourage participation even if the policy is intended to reinforce responsible treatment of the respondent's data.

However, we can configure the poll unit to show the CivicScience privacy link or a partner-specific privacy policy link. The partner-specific link can be enabled by filling in the *Privacy Policy URL* field on the *Target > Settings > Customization* tab in the InsightStore.

## Responsive layout

The poll unit automatically fills 100% of its container's width and its layout is designed to scale well given an appropriate font size. The poll unit will usually fit well in a responsive website without special customization.

## Dark mode support

The poll unit supports dark mode. Its styling can follow the user's operating system's dark mode preference. Enable this in the *Target > Settings > Theme* page in the InsightStore.

---

# Poll unit detection bookmarklet

07/14/2025 2:46 pm EDT

The poll unit detection bookmarklet can be used to search a webpage for the presence of the poll unit.

Drag and drop the link below into your browser's bookmarks tab or bar.

## Poll Unit Detector



Note: Please disable any ad blockers you use, then reload the page before attempting to detect a poll unit.

Select the bookmark while visiting a web page that should display the poll unit. It will run a search for the poll unit code.

An alert will pop up indicating whether the poll unit was found. If it is found, you will be navigated to the poll unit instance following the alert. A blue dashed border will surround it (see image below).

Due to the same-origin policy, the poll unit will not be found if it is within an iframe.

**WHAT DO YOU THINK?** ⋮

Can you read musical notation / sheet music?

Yes, very well

Yes, somewhat well

No, I can't read it at all

Does not apply / Other

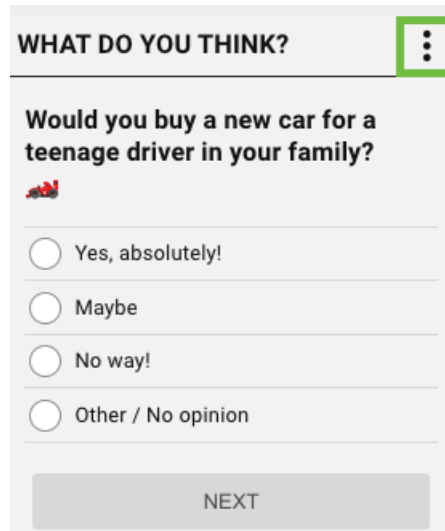
\* By clicking "NEXT" you agree to the following: We use cookies to collect your survey answers. If you would like to continue with this survey, please read and agree to the [CivicScience Privacy Policy and Terms of Service](#)

**NEXT \***

# Respondent menu


04/01/2026 2:26 pm EDT

You might have noticed the three dots in the upper-right corner of the poll unit (see the green square).



WHAT DO YOU THINK? ⋮

Would you buy a new car for a teenage driver in your family?



Yes, absolutely!

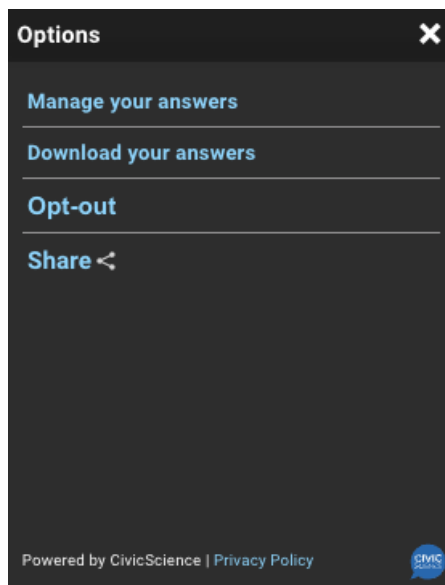
Maybe

No way!

Other / No opinion

NEXT

It opens the respondent menu.




Options ✕

[Manage your answers](#)

[Download your answers](#)

[Opt-out](#)

[Share <](#)

Powered by CivicScience | [Privacy Policy](#) 

This respondent menu allows respondents to remove any of their answers from our database, download all their answers, opt out of our database entirely, or share the poll. They can also read the [CivicScience privacy policy](#). This is where your privacy policy link and/or learn more link are displayed if you add them.

If the respondent chooses *Manage your answers*, they're taken to [this page](#). It allows them to opt out of the database and provides an interface for viewing, deleting, or downloading their answers.

# Your History



## Poll Answers

### Response History Opt-Out

Protecting the privacy of our users is important to us.

CivicScience collects the answers you provide when taking polls and attaches them to your response history. We use this information to ask you relevant questions, to make your entire poll response history available to you, and to show you how you compare to people like you. This also ensures that your answers are counted in our market research.

If you prefer that we do not save your poll response history you may opt out by clicking the link below. Please note this page is only able to display your poll history for this browser on this computer. If you use more than one computer, browser, or browser profile, you will need to delete your poll history and/or opt-out of cookies on each computer, browser, and browser profile you use.

[Click here to opt out.](#)

For all other privacy requests and information regarding Your Rights and Choices Under State Privacy Laws please see our [Privacy Policy](#).

### YOUR POLL ANSWERS

Have you ever made up an emergency to get out of a date? SOS

[Delete answer](#)

YOU SAID: ██████████

Choosing *Download your answers* provides the respondent with a file containing each question, the selected answer, and the date and time at which they answered the question.


# Feedback menu

07/22/2025 10:42 am EDT

The feedback menu in the poll unit allows respondents to express their opinions on our poll questions.

If a respondent wishes to leave feedback for a question, they use the flag icon (outlined in green below).

**TAKE A POLL!** ———

— — — — —  ⋮

**How health-conscious would you say you are about your diet?**

---

Very health-conscious

---

Somewhat health-conscious

---

Not at all health-conscious

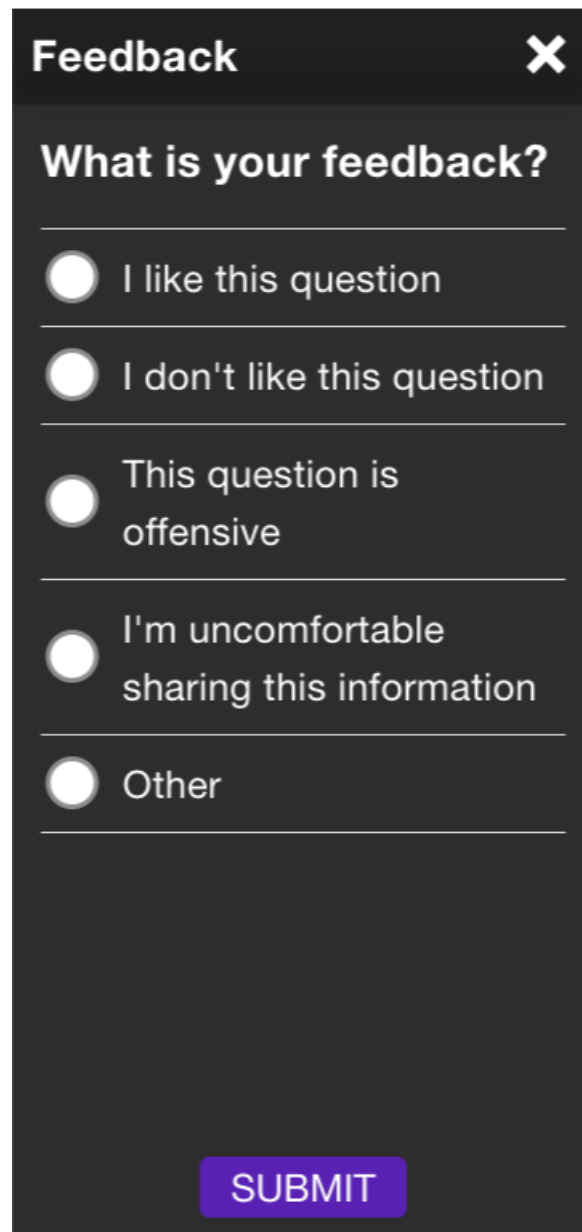
---

Other / No opinion

---

**NEXT**

The feedback menu is shown next. It asks the respondent, "What is your feedback?"

A screenshot of a mobile feedback form. The form has a dark background with white text. At the top, it says "Feedback" with a close button (X) on the right. Below that, the question "What is your feedback?" is displayed. There are five radio button options, each on a new line with a horizontal separator line below it: "I like this question", "I don't like this question", "This question is offensive", "I'm uncomfortable sharing this information", and "Other". At the bottom of the form is a purple button with the word "SUBMIT" in white capital letters.

**Feedback** ✕

**What is your feedback?**

I like this question

I don't like this question

This question is offensive

I'm uncomfortable sharing this information

Other

**SUBMIT**

The answer choices are:

- I like this question
- I don't like this question
- This question is offensive
- I'm uncomfortable sharing this information
- Other

If a respondent provides feedback on a question, the feedback is reported to our media partner team.

If the respondent chooses "This question is offensive," the question is automatically unpinned.

---

# Poll unit admin tool

06/20/2025 11:04 am EDT


After the poll unit is installed on your site, you may manage the instance through the poll unit administration tool. To do so, you must be logged into an account that has permission to modify the target in the [InsightStore](#).

The poll unit administration controls are displayed at the lower right corner of the poll.

Which of these foods do you consider to be the **\*most\* emblematic of Pittsburgh?** ⋮

- Something else
- Eat'n Park smiley cookies
- Other / No opinion
- Haluski (noodle dish)
- Pierogis
- Salads with fries on top
- Isaly's chipped ham
- Primanti Bros. sandwiches

NEXT



The triangle in the lower right corner controls the [positioning of the poll unit](#). It also has functions that permit you to [test the poll unit's question and answer option display](#).

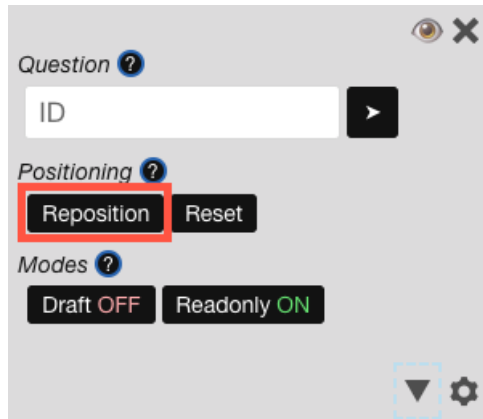
The gear icon permits you to [pin questions](#).

---

# Positioning the poll unit

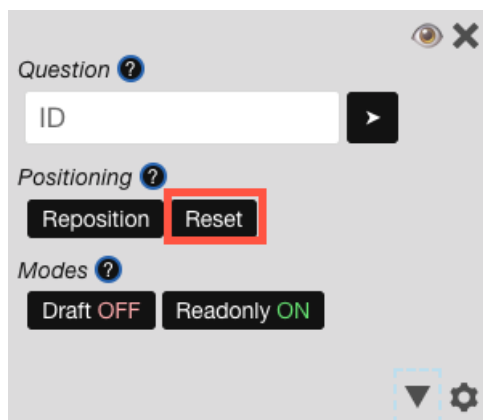
02/17/2025 10:58 am EST

The positioning controls allow you to move the poll unit around the page. Click the *Reposition* button (outlined in orange below).



The poll unit will disappear, and you will be shown the page without it. Click where you would like it to appear. The page will reload with the poll unit in its new position.

Clicking *Reset* will return the poll unit to its original position. The image below shows the *Reset* button outlined in orange.



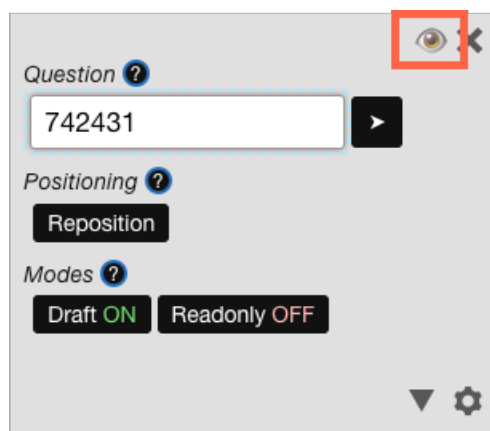
# Testing the poll unit's appearance

02/17/2025 10:58 am EST

The poll unit admin panel controls have several functions that allow you to test the poll unit's appearance.

## Remove controls

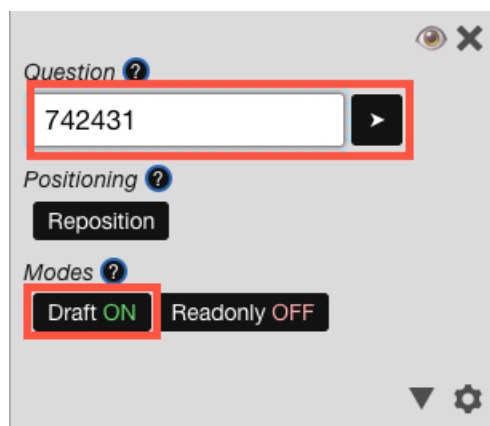
If you want to see how the poll unit appears to a respondent, click on the brown eye next to the X in the upper right corner of the control panel. The eye is outlined in orange in the image below.



The controls will disappear until you reload the page.

## Draft mode

If you wish to see how a question looks on the page, click the *Draft* button. The page will reload, and the button will now read *Draft ON*. Enter a [question ID](#) in the *Question* field and click the > button. The *Question* field, > button, and *Draft* button are outlined in orange below.

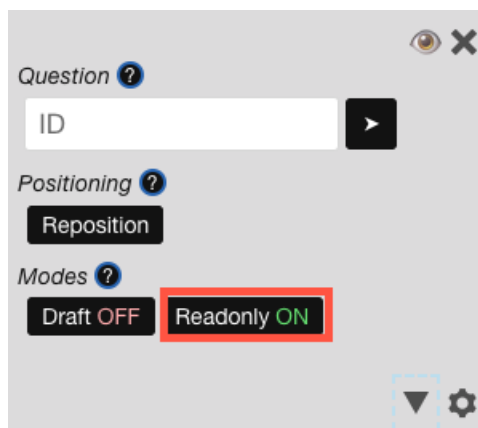


The page will reload to show you how that question will look in the poll unit on this page. There will be no changes to the page unless you click the *Draft* button again to show *Draft OFF* and re-enter the

question ID in the *Question* field, clicking > once more.

## Readonly mode

To test the appearance of the poll unit's answers without recording those answers, click the *Readonly* button.



The page will reload, and the button will now say *Readonly On*. You may now submit answers to the poll questions to test the poll unit. The answers will not be recorded so that they won't skew the survey results.



Be sure you take the poll unit out of *Readonly* mode after testing.

# Responses shown in the poll unit admin tool

02/26/2025 2:18 pm EST

If you are logged in to the InsightStore, you can view responses for the question currently displayed on your site in the poll unit admin tool. Click on the gear in the lower right corner of the poll, then go to the *Current Question* tab. After answering a set of questions, response totals are also displayed to the respondent.

□

First, the response figures shown here are not real-time. There is some caching that occurs.

The responses shown in the poll unit admin tool come only from your audience. If you want to see the responses for all sites showing this question, view the question in IS2 and use the *Network* filter to select the CivicScience Network. (The *View in the InsightStore* link in the poll unit admin tool goes to IS1, which doesn't have a network filter.)

---

# Current question

02/14/2025 12:09 pm EST

The Current Question tab displays the responses (if there are any) to the current question from this target. If a current question is pinned to this instance of the poll unit, the tool asks if the user wishes to stop asking it in this instance.

**✖ Stop asking the question in this widget?**

**DO YOU PREFER CASUAL OR UPSCALE DINING WHEN EATING OUT?**

100%	1	Casual	100%
0%	0	Upscale	
0%	0	It depends on the occasion	
0%	0	Other / No opinion	

1 responses

[View in the InsightStore™](#)

Created by: [User] for CivicScience

© 2025 CivicScience ®

The *View in the InsightStore™* link near the bottom will take you to the question's details page. Filters for the current target and your account will be applied automatically. As you can see, the responses should match those shown in the pull unit admin tool. If you want to see all responses, clear those filters.

**Do you prefer casual or upscale dining when eating out?** Clone

**FILTER QUESTION** Reset

**Date Filter** All Dates **Segment** Search Segments **Target** Search Targets

**Weighting Scheme** Search Weighting Schemes **Network** My Account Apply

**Display Options:** Ungrouped Results

100%	1	Casual	100%
0%	0	Upscale	
0%	0	It depends on the occasion	
0%	0	Other / No opinion	

1 Responses from January 30, 2025 to January 30, 2025 + Add to Dashboard

Percentages may not sum to 100 due to rounding.



# Ask a question

02/14/2025 11:51 am EST

The *Ask a Question* tab has three sub-tabs:

- [Create a New Question](#)
  - [Use an Existing Question](#)
  - [Use a Recommended Question](#)
-


# Create a new question

08/12/2025 2:17 pm EDT

The *Create a New Question* sub-tab permits you to create and deploy a new engagement [question](#).



Please do not use the *Select Question Sub-Type* field. It is being deprecated.

 Cyn's Sites   Current Question   **Ask a Question**   Pinned Questions   InsightStore™ →   [Logout](#)

**Create a New Question**   Use an Existing Question   Use a Recommended Question

**Select Question Type**   **Select Question Sub-Type**

RADIO   NONE

**Question Text**

**Answer Options**

1  
2  
3  
4  
5  
6

**Weighting Scheme**   +

Search Weighting Schemes

**Question Usage Type**

Page-Level Engagement  
Featured only on this web page, a contextual question is a great way to encourage participation

General Engagement  
Interesting questions capture the attention of your audience wherever this widget appears

**Submit**

© 2025 CivicScience ®

1. Write the text of your question. The character limit for questions is 133.

2. Write out the answer options for your question.
  - a. You must have at least three answer options.
  - b. You may have up to eight answer options, but seven or fewer is better.
  - c. Remember to provide an [opt-out answer](#).
  - d. The character limit for answer options is 33.
3. Select a [weighting scheme](#).
4. Decide on the *Question Usage Type*.
  - a. Select *Page-Level Engagement* to pin the question to the page.
  - b. Select *General Engagement* to deploy a question to your [feeds](#). You will be shown a list of feeds to which the question can be deployed and asked for the number of days you wish to ask the question.

### Question Usage Type

Page-Level Engagement

Featured only on this web page, a contextual question is a great way to encourage participation

General Engagement

Interesting questions capture the attention of your audience wherever this widget appears

### Ask this question for how many days?

*Tip: Questions typically lose engagement potential after being asked for a week*

### Where would you like to ask this question?





### CivicScience Feeds?

- |   |   |
|---|---|
| <input type="checkbox"/> Engagement-A&E-Celebrities               | <input type="checkbox"/> Engagement-Lifestyle-Rural Media       |
| <input type="checkbox"/> Engagement-A&E-Entertainment and Gossip  | <input type="checkbox"/> Engagement-Lifestyle-Shopping          |
| <input type="checkbox"/> Engagement-A&E-Men's Fashion/Lifestyle   | <input type="checkbox"/> Engagement-Lifestyle-Tech/Sci/Gaming   |
| <input type="checkbox"/> Engagement-A&E-Movies                    | <input type="checkbox"/> Engagement-Lifestyle-Travel            |
| <input type="checkbox"/> Engagement-A&E-Music                     | <input type="checkbox"/> Engagement-Lifestyle-Weather           |
| <input type="checkbox"/> Engagement-A&E-Television                | <input type="checkbox"/> Engagement-Local News                  |
| <input type="checkbox"/> Engagement-A&E-Women's Fashion/Lifestyle | <input type="checkbox"/> Engagement-Local News (2A)             |
| <input type="checkbox"/> Engagement-BF                            | <input type="checkbox"/> Engagement-News-National               |
| <input type="checkbox"/> Engagement-Embedded User Sites           | <input type="checkbox"/> Engagement-News-National (No Politics) |
| <input type="checkbox"/> Engagement-Evergreen                     | <input type="checkbox"/> Engagement-News-Political              |
| <input type="checkbox"/> Engagement-Lifestyle-Autos and RVs       | <input type="checkbox"/> Engagement-Pittsburgh Sites            |
| <input type="checkbox"/> Engagement-Lifestyle-Education           | <input type="checkbox"/> Engagement-Spanish Translation Queue   |
| <input type="checkbox"/> Engagement-Lifestyle-Environment         | <input type="checkbox"/> Engagement-Sports-College              |
| <input type="checkbox"/> Engagement-Lifestyle-Finance             | <input type="checkbox"/> Engagement-Sports-Fighting             |
| <input type="checkbox"/> Engagement-Lifestyle-Food                | <input type="checkbox"/> Engagement-Sports-General              |
| <input type="checkbox"/> Engagement-Lifestyle-Health              | <input type="checkbox"/> Engagement-Sports-MLB                  |
| <input type="checkbox"/> Engagement-Lifestyle-Home & Garden       | <input type="checkbox"/> Engagement-Sports-NBA                  |
| <input type="checkbox"/> Engagement-Lifestyle-Internet Humor      | <input type="checkbox"/> Engagement-Sports-NFL                  |
| <input type="checkbox"/> Engagement-Lifestyle-Millennial          | <input type="checkbox"/> Engagement-Sports-NHL                  |
| <input type="checkbox"/> Engagement-Lifestyle-Parenting           | <input type="checkbox"/> Engagement-Sports-Outdoors             |
| <input type="checkbox"/> Engagement-Lifestyle-Religion            | <input type="checkbox"/> Engagement-Sports-Soccer               |

Submit

5. Use the *Submit* button to create the question.

# Use an existing question

08/12/2025 2:32 pm EDT

The *Use an Existing Question* sub-tab permits you to pin an existing question to your site. You can find an engagement question using a [question ID](#) or by searching for the text of the question.

I wanted to ask a question with the words dog and/or cat, so I entered "dog cat" and hit Enter.

**Find a Question**

---

587312 - Which of these is NOT an animal?

184438 - If you had to choose one, which would you personally rather be: a cat or a dog? 🐱🐶

151008 - Cats or dogs?

114871 - What do you think is the true animal of internet content?

80164 - Would you rather have a dog with a cat's personality or a cat with a dog's personality?

76126 - Cats or Dogs?

72493 - Are you a dog person or a cat person?

51674 - Which makes the better pet: cats or dogs?

40867 - Cats or dogs?

40866 - Cats or dogs?

I selected the second item, question ID 184438. The question was displayed in the widget admin so I could see its answer options and make sure they suit my purpose.

Create a New Question   **Use an Existing Question**   Use a Recommended Question

**Find a Question**

---

**Question Text**

---

**Answer Options**

---

---

---

**Question Usage Type**

Page-Level Engagement  
Featured only on this web page, a contextual question is a great way to encourage participation

General Engagement  
Interesting questions capture the attention of your audience wherever this widget appears

Select *Page-Level Engagement* to pin the question to this page or *General Engagement* to use it on any page that shows this [target](#), then hit *Submit*.


---

# Use a recommended question

08/12/2025 2:32 pm EDT

If you want the InsightStore to recommend existing engagement questions to use on your site, select the *Use a Recommended Question* sub-tab.

Select any listed question, choose a [weighting scheme](#), and select either *Page-Level Engagement* or *General Engagement*. Click *Submit* to pin the question.

 Cyn's Sites   Current Question   Ask a Question   Pinned Questions   InsightStore™ →   [Logout](#)

Create a New Question   Use an Existing Question   **Use a Recommended Question**

### Recommended Questions

- How often do you check trending search terms on social media / the Internet for major updates about current events? 🌐
- How often do you feel pressure to say the right thing at the right time?
- Do you consider wildfires to be one of the most important environmental issues in the US right now?
- How old do you feel right now?
- If you could start over your life right now, would you do it?
- How burned out are you feeling right now?
- Have you personally ever searched the Dark Web?
- How organized is your fridge right now?
- How often are you ordering takeout right now? 🍷
- What's the weather like outside where you are right now?

### Weighting Scheme

### Question Usage Type

Page-Level Engagement  
Featured only on this web page, a contextual question is a great way to encourage participation

General Engagement  
Interesting questions capture the attention of your audience wherever this widget appears

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# Pinned questions

10/30/2025 2:28 pm EDT

[Pinning a question](#) ensures that it is the first engagement question seen by any respondent who visits a particular target.

This tab shows you which (if any) questions are pinned to this page. If a question is pinned, its text is shown with a link to its page in the InsightStore. The date it was pinned is also displayed.

You can end collection using the *Stop* button.

Question	Started
<a href="#">How often do you check trending search terms on social media / the Internet for major updates about current events? 🌐</a>	2/14/2025 <a href="#">Stop</a>
<a href="#">If you could start over your life right now, would you do it?</a>	2/14/2025 <a href="#">Stop</a>

© 2025 CivicScience ®

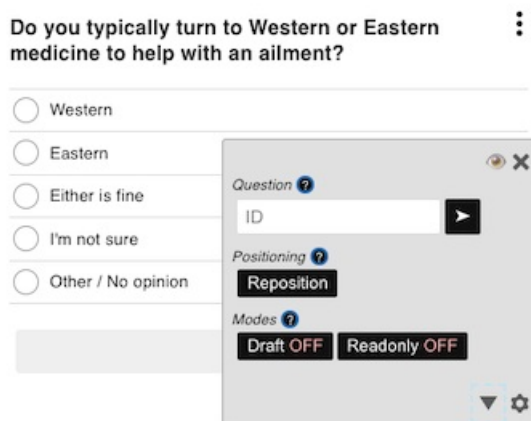
# Pinning an engagement question to your poll

11/10/2025 3:23 pm EST

To pin a question means to ensure that it is the first engagement question seen by any respondent who visits a particular target. Pinning questions to a site or article's theme improves response rates.

You can link to a specific engagement question using the [poll unit admin tool](#).

1. Sign in to the InsightStore. The login page is at <https://insightstore.civicscience.com/login>.
2. Search the InsightStore's question list for the question you want to ask and navigate to its details page. An example URL is <https://insightstore.civicscience.com/questions/573903/results/profile>.
3. Extract the [question ID](#) from the URL, i.e., 573903.
4. Go to the page on your site where the poll unit resides and scroll to its location.
5. Click the gear icon in the lower right corner of the poll unit to reveal the editable menu:



6. Click on *Ask a Question* and then *Use an Existing Question*.

The screenshot shows a web interface for managing questions. At the top, there are navigation tabs: 'Cyn's Sites', 'Current Question', 'Ask a Question', 'Pinned Questions', and 'InsightStore™ →'. A 'Logout' link is in the top right. Below the navigation, there are two buttons: 'Create a New Question' and 'Use an Existing Question'. The 'Use an Existing Question' button is active. Underneath, there is a 'Find a Question' section with a text input field containing the placeholder text 'Enter the ID or text of an existing question to search'. Below the input field, there is a 'Question Usage Type' section with two radio button options: 'Page-Level Engagement' (with a sub-note: 'Featured only on this web page, a contextual question is a great way to encourage participation') and 'General Engagement' (with a sub-note: 'Interesting questions capture the attention of your audience wherever this widget appears'). A blue 'Submit' button is located below the radio buttons. At the bottom left of the form, there is a copyright notice: '© 2025 CivicScience ®'.

7. In the *Find a Question* text box, enter the question ID from step 1. Select *Page-Level Engagement* or *General Engagement* and click *Submit*.
8. Refresh the page where the poll unit resides, and you should see the pinned question.



To pin a checkbox or matrix question, use the radio question for its first answer option in step 7.



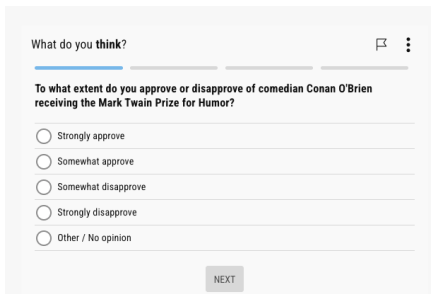
**Please Note:**

- Only **engagement questions** can be pinned, as pinning value or profile questions could skew their results
- The question must be visible to the current **target**
- A respondent who has already answered the pinned question or who is not in the **segment** to which the question was deployed will not see the pinned question

# Overview

03/31/2025 2:16 pm EDT

The poll unit is a snippet of code downloaded from the InsightStore and placed in your website's HTML. The best placement is embedded directly into article content; however, other popular placements include below an article, in section pages, or the right (or left) side column of the page. In general, poll units placed closer to the top of the page tend to gather more responses.

A screenshot of a poll unit interface. At the top, it says "What do you think?" followed by a share icon and a menu icon. Below that is a question: "To what extent do you approve or disapprove of comedian Conan O'Brien receiving the Mark Twain Prize for Humor?". There are five radio button options: "Strongly approve", "Somewhat approve", "Somewhat disapprove", "Strongly disapprove", and "Other / No opinion". At the bottom right of the poll area is a "NEXT" button.

The poll unit will appear on your website wherever the code snippet is placed. It will expand to fit the container's space. You can add margins and padding to the container. Alternatively, you can add margins and padding to the outer elements surrounding the poll unit's container (elements under your control) to adjust the spacing between the poll unit and other parts of your page.

The poll unit will automatically adjust to fill the width of its container. Therefore, you can apply your own stylesheet rules to the container or elements surrounding it to ensure that the poll unit maintains the appropriate width. As questions of varying lengths are posed within the poll unit, it will expand and contract vertically, occasionally shifting the content below. It is crucial not to enclose the poll unit in an element with a fixed height; doing so may result in wasted space if the container is too tall, or the bottom part of the poll unit being hidden if the container is too short.

---

# Integration

07/26/2025 9:14 am EDT



**Note:** Whenever you see `"civsci-id-123456789"`, it must be replaced with your `div` identifier. Also, wherever we use a `"000"` value for a `data-civicscience-widget` attribute, that must be replaced with your poll unit target identifier, either a number or a UUID.

## Basic

The basic poll unit integration code can be found in the InsightStore on the *Target > Settings > Integration* page for the `target` associated with your website. You must be a Civic Science Media Partner to access the poll unit integration code. The integration code is an HTML snippet that looks something like this:

```
<div id="civsci-id-123456789" data-civicscience-widget="000"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

The code is placed in the HTML of your page wherever you'd like the poll unit to appear.

This basic integration method is used for most publisher sites. If the poll unit is being deployed in an `iframe`, the `data-civicscience-article-url` value must be used.

```
<div id="civsci-id-123456789" data-civicscience-widget="000" data-civicscience-article-url="https://url-to-article"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

Replace `url-to-article` with the specific URL for the page in which the poll unit is deployed.



**Note:** `data-civicscience-article-url` should only be used when the poll unit integration code is being loaded from inside an `<iframe>`. If the poll unit is loaded inside an `<iframe>`, `data-civicscience-article-url` is required to identify the exact URL of the web page that is the parent of the containing `<iframe>`. If the poll unit is placed inside an `<iframe>` without having a unique `data-civicscience-article-url` set, certain features like sharing, pinning questions, and using recommended questions will not work.

If the article URL must be dynamically generated, place this script in the `head` of the page.

```
<script>
civicscience.widget({
  target: "000",
  container: "#civsci-id-123456789",
  articleUrl: window.location.href,
});
</script>
```

Remember, your target's identifier must replace the `"000"` above. The container value must be replaced with your `div` identifier.



# Advanced integration

07/14/2025 9:10 am EDT

## Advanced

The basic integration code is suitable for most websites. This section describes a more advanced integration method.

### Container Element and Placement

**The best placement for the poll unit is embedded in an article's content.** Other popular placements include below an article, on section pages, or on the page's right (or left) side column. Instances of the poll unit placed closer to the top of the page tend to gather more responses.

Many HTML elements are acceptable to use for the poll unit container, but generally, it makes the most sense to use a `<div>` element.

The element must have an `id` attribute with a value distinct from any other `id` attributes on the page. The `data-civicscience-widget` attribute is the target identifier, as explained above.

Here is an example of a poll unit container element:

```
<div id="civsci-id-123456789" data-civicscience-widget="000"></div>
```

The container must be free of content. Any items within the container will be replaced when the poll unit is loaded.

## JavaScript Library

Include the poll unit JavaScript library on the page by including this element:

```
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

## HTML

You can place the script element in the `<head>` section of your HTML code or at the end just before the `</body>` closing tag.

You only need to include the script once on the page, even if your page includes multiple instances of the poll unit.

We also ship a lighter version of the library without polyfills, but be warned: without them, the poll unit may not work in older browsers such as Internet Explorer 11.

```
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw.js"></script>
```

---

# Poll unit JavaScript function

03/25/2025 10:01 am EDT

The poll unit JavaScript function is called to load the instance into the container. The function accepts one argument: an object providing the poll unit settings.

Here is a basic example:

```
civicscience.widget({
  target: "000",
  container: "#civsci-id-123456789"
});
```

Here is a more complex example with `articleUrl`, recommended for the poll unit integration code placed inside an `<iframe>`:

```
civicscience.widget({
  target: "000",
  container: "#civsci-id-123456789",
  articleUrl: "https://url-to-article",
  forceDarkMode: false
});
```

The `articleUrl` is optional. `articleUrl` should only be used when the poll unit integration code is being loaded from inside an `<iframe>`. If the poll unit is loaded inside a wrapping `<iframe>`, `articleUrl` should identify the exact URL of the web page that is parent to the containing `<iframe>`. If the poll unit is placed inside an `<iframe>` without a unique `articleUrl` set, certain features like sharing, pinning questions, and [poll unit positioning through the admin tool](#) will not work.

The `forceDarkMode` is optional. `forceDarkMode` should only be used when the web page containing the poll unit forces a dark mode on the user, regardless of the user's Operating System Dark Mode settings. It is recommended that Dark Mode be enabled for the poll unit in the InsightStore *Target > Settings > Theme* page instead of using the `forceDarkMode` poll unit function parameter.

Both the `target` and `container` settings are required.

---

# WordPress IQPoll plugin

07/14/2025 9:03 am EDT

The IQPoll WordPress plugin, currently in beta, is a module publishers can add to their site(s), enabling them to install the IQPoll widget without technical knowledge or code access.

Once installed and activated, the plugin enables the media partner to place the IQPoll anywhere on a WordPress website using a shortcode. You can insert the shortcode [IQPoll] in any editable region of the website.

- [IQPoll plugin installation](#)
  - [Troubleshooting IQPoll-Wordfence conflicts](#)
- [IQPoll plugin removal](#)



Note: The plugin may only be used for one instance of the poll unit. If the site requires multiple instances (such as one poll in-article and another in the sidebar), please use one of the other methods of placing the poll unit into your WordPress site .

---

# IQPoll plugin installation

07/14/2025 9:22 am EDT

## Before installation

It is highly recommended that you back up your site before adding this (or any other) plugin. Although conflicts with other plugins and themes are rare, they can occur, and a backup is the fastest way to return the site to its previous state.

If the site becomes inoperative after installation for any reason, it can be restored to its original state by deleting the plugin directly using FTP or through your web host's online control panel (like cPanel).



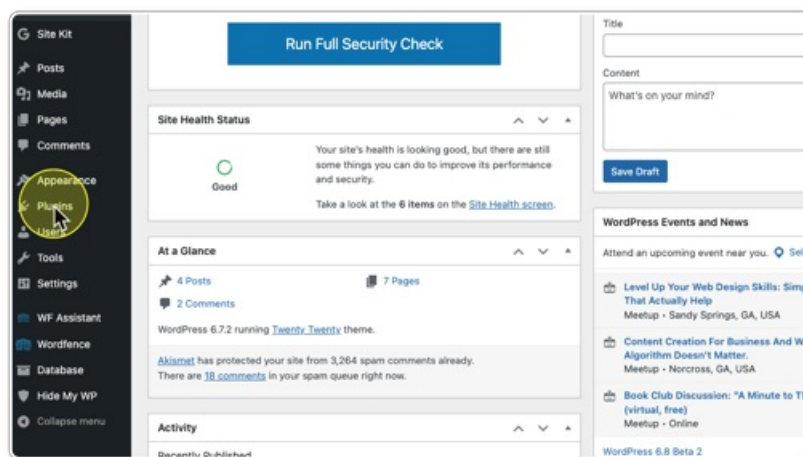
Some users have experienced an issue with the security plugin WordFence when activating the IQPoll plugin. We've provided [troubleshooting instructions](#).

## Acquiring the plugin

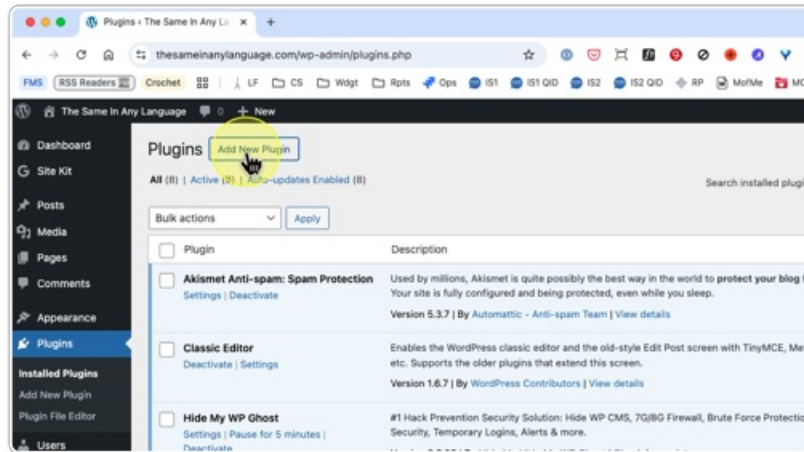
Request the plugin file from your account manager.

## Steps for installation

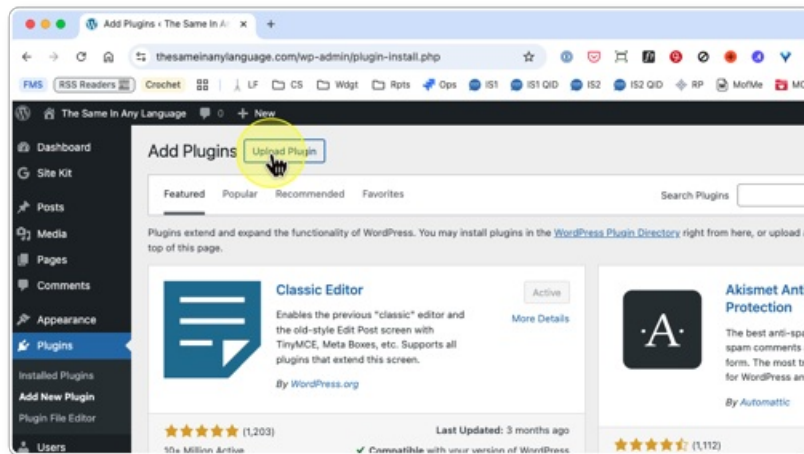
1. Log in to an admin account for your WordPress site.
2. Select *Plugins* from the admin menu.



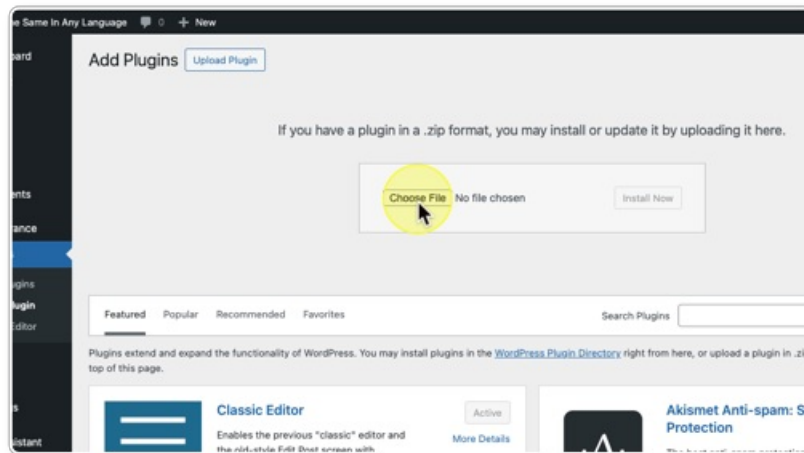
3. Select the *Add New* button at the top of the *Plugins* page.



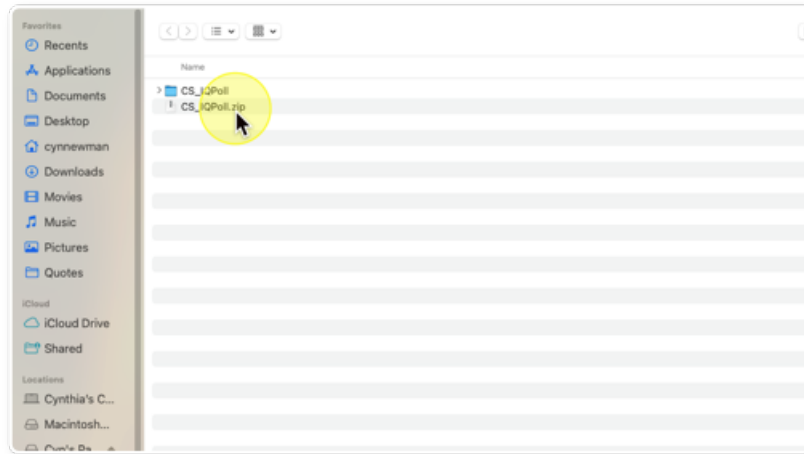
4. Select *Upload Plugin* from the *Add Plugins* page.



5. Select *Choose File* from the *Add Plugins* page.



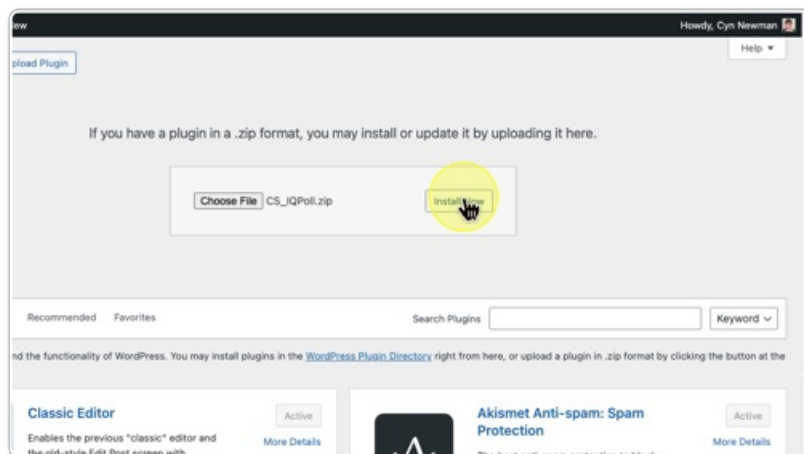
6. Select the *CS\_IQPoll.zip* file from the selection pop-up screen.



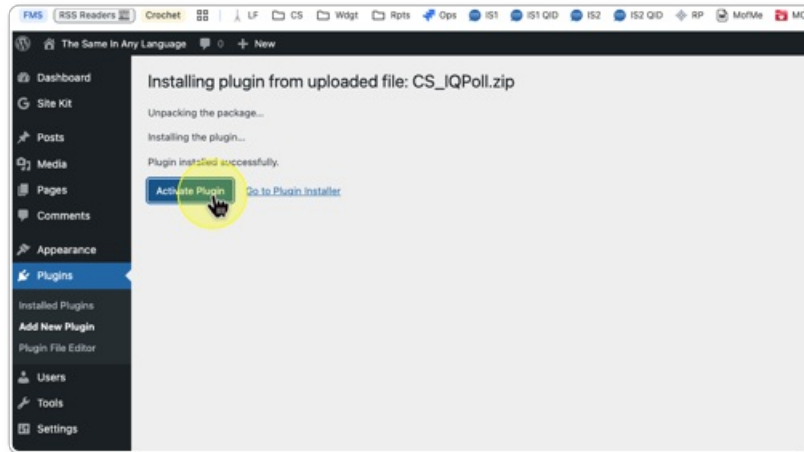
7. Select *Open* from the selection pop-up screen.



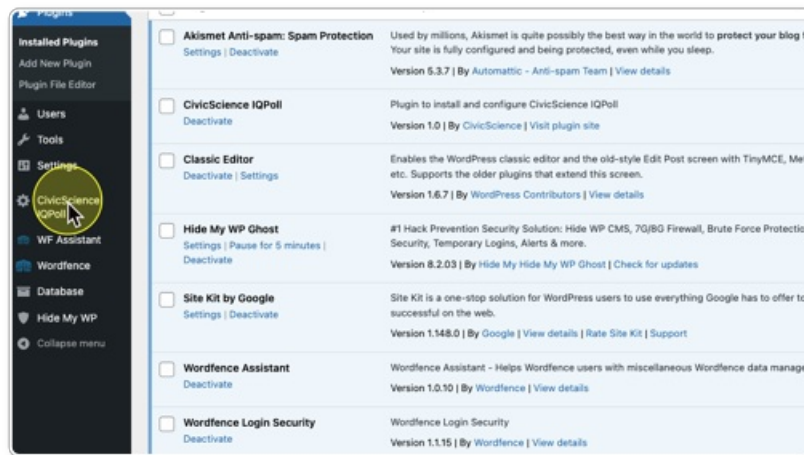
8. Select *Install Now* from the *Add Plugins* page.



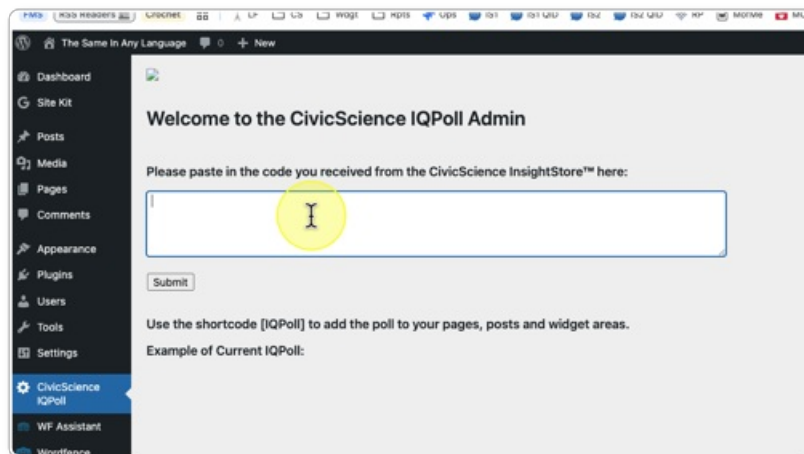
9. Select *Activate Plugin* from the *Installation* screen.



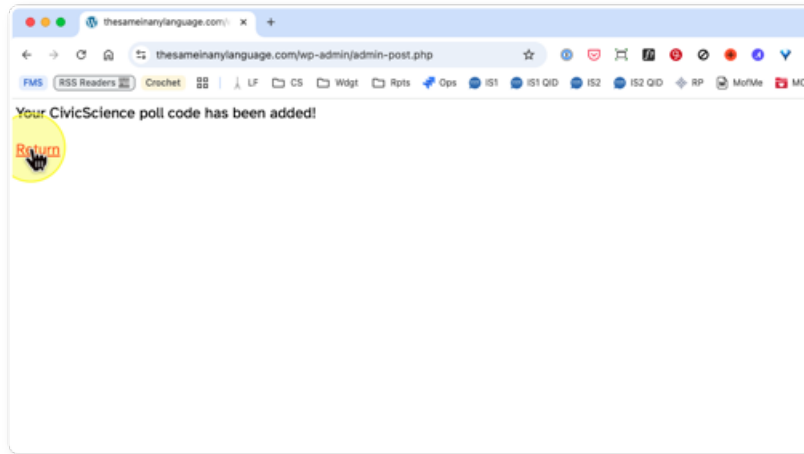
10. Select *CivicScience IQPoll* from the *Admin* menu.



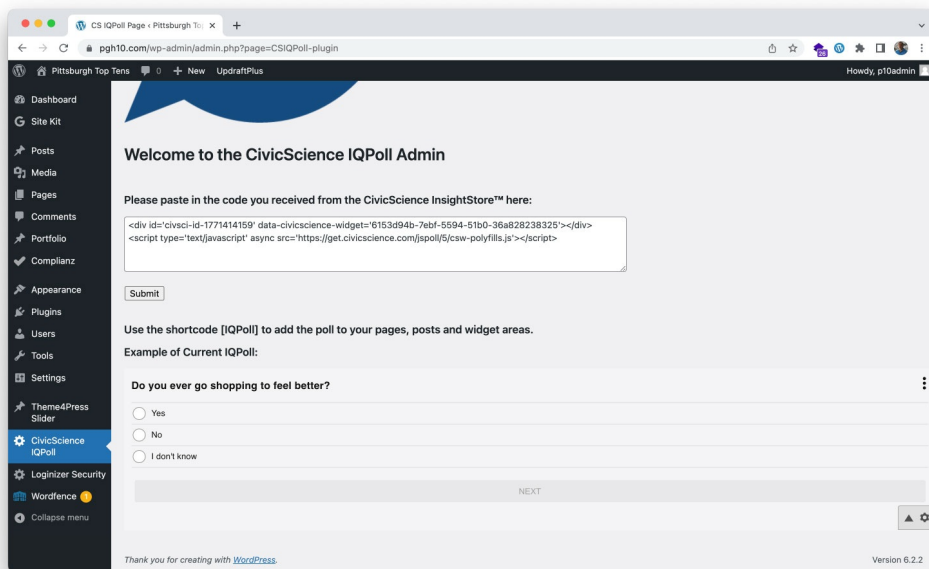
11. Paste in the code you received from CivicScience in the selection box and click Submit.



12. You should receive the message *Your CivicScience poll code has been added!* Click *Return*.



13. Scroll down to see an example of the current IQPoll.



14. Paste the shortcode [IQPoll] wherever you want the poll to appear on the site. It will work in posts, pages, and widget areas.

# Troubleshooting IQPoll-WordFence conflicts

07/14/2025 9:15 am EDT

A few users have faced an issue with a security plugin called WordFence when they activate the IQPoll plugin. They get this screen:

A potentially unsafe operation has been detected in your request to this site

Your access to this service has been limited. (HTTP response code 403)

If you think you have been blocked in error, contact the owner of this site for assistance.

If you are an administrator and you are certain this is a false positive, you can automatically allowlist this request and repeat the same action.

*I am certain this is a false positive.*

[Allowlist This Action](#)

## Block Technical Data

Block Reason: **A potentially unsafe operation has been detected in your request to this site**

Time: **Thu, 20 Jul 2023 13:00:37 GMT**



### About Wordfence

Wordfence is a security plugin installed on over 4 million WordPress sites. The owner of this site is using Wordfence to manage access to their site.

You can also read the documentation to learn about Wordfence's blocking tools, or visit [wordfence.com](https://www.wordfence.com) to learn more about Wordfence.

Click here to learn more: [Documentation](#)

Generated by Wordfence at Thu, 20 Jul 2023 13:00:37 GMT.

Your computer's time: Thu, 20 Jul 2023 13:00:37 GMT.

Select the checkbox next to the words *I am certain this is a false positive*. Then, use the button labeled *Allowlist This Action*.

*I am certain this is a false positive.*

[Allowlist This Action](#)

You'll see this message:

**All set! You can refresh the page to try this action again.**

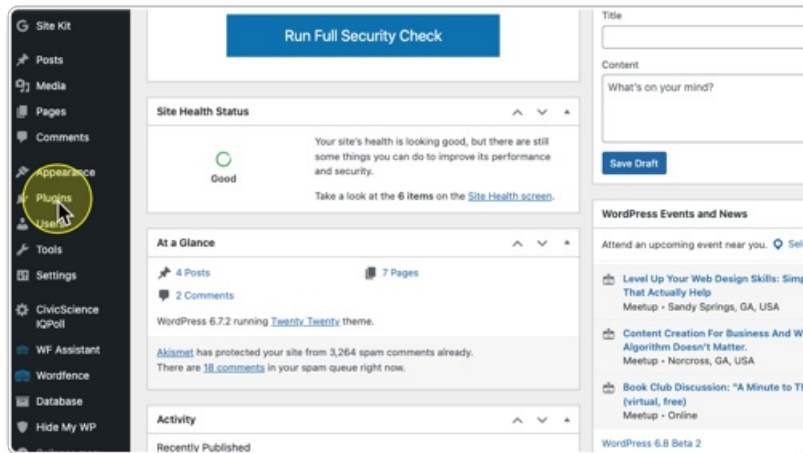
Refresh the page. The plugin will be activated.



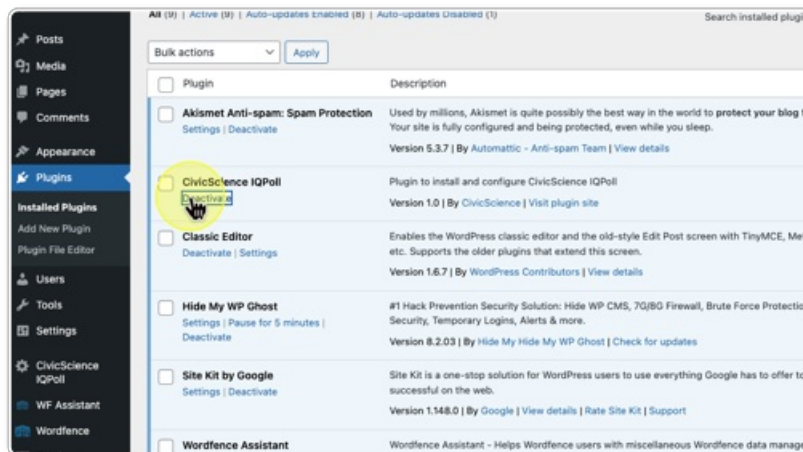
# IQPoll plugin removal

07/14/2025 9:16 am EDT

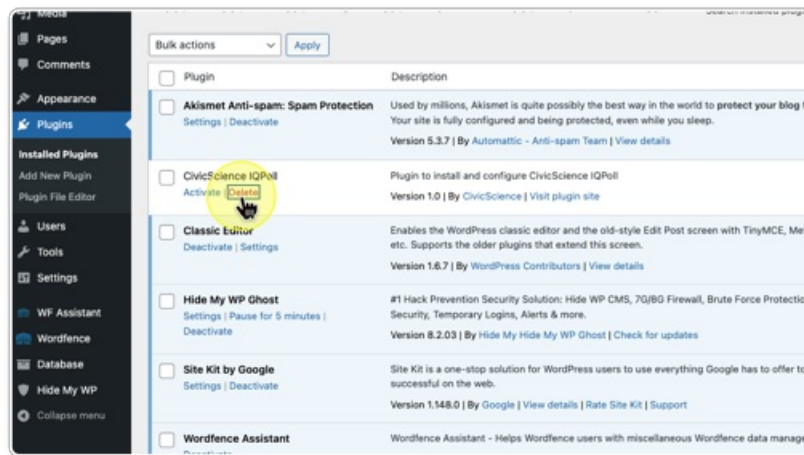
1. Log into the admin account for your WordPress site.
2. Select *Plugins* from the admin menu.



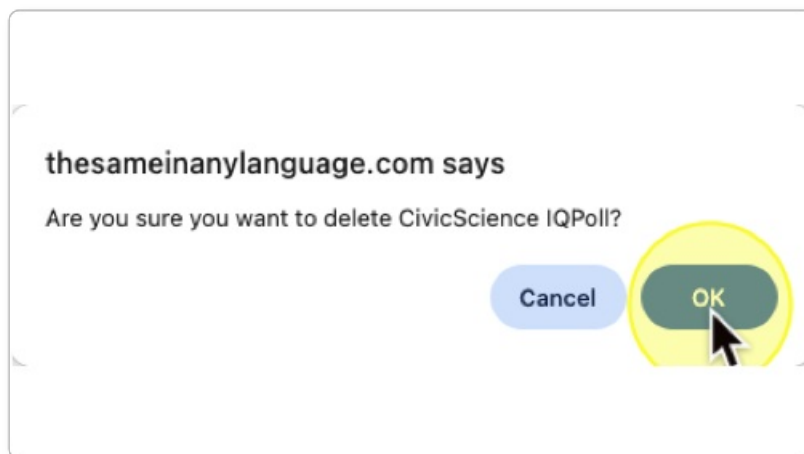
3. Click on *Deactivate* in the *CivicScience IQPoll Plugin* entry.
- 4.



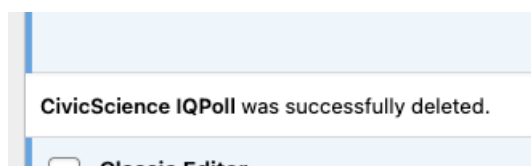
5. Click on *Delete* in the *CivicScience IQPoll Plugin* entry.



6. You will see a popup message with the words *Are you sure you want to delete CivicScience IQPoll?* Click *OK*.



7. You will get a message saying that the CivicScience IQPoll Plugin was successfully deleted.



# Poll unit customization

07/14/2025 9:12 am EDT

Detailed user research has been conducted to create a poll unit experience that will delight respondents and encourage them to answer questions. Thus, some aspects of the poll unit cannot be adjusted. This section discusses some parts of the poll unit that we *can* customize for your website.

## Position and dimensions

As stated earlier, the poll unit will appear on your web page wherever the integration code, particularly the container `<div>` element, is placed. With custom CSS, margins and padding can be added to the container or to outer elements wrapping the container (elements under your control) to adjust the spacing between the poll unit and other parts of your page.

The poll unit will automatically fill 100% of the width of its container. Thus, you can apply your own stylesheet rules to the container or elements wrapping the poll unit container to ensure that it has the appropriate width.

As questions of different lengths are asked in the poll unit, it will grow and shrink vertically, sometimes shifting the content below it. It is important not to wrap the poll unit in an element such as an `<iframe>` with a fixed height. Doing so is likely to either waste space due to the container being too tall or hide part of the poll unit due to it being too short.

## Font

The poll unit can be configured with font size and font family to closely match the look of your website. This can be done in the *Target > Settings > Theme* page in the InsightStore.

The poll unit looks best when it is displayed in a sans-serif font. Even if your website uses predominantly serif fonts, CivicScience recommends using a sans-serif font for the poll unit. The browser's default sans-serif font usually works well.

The layout of the sections and controls of the poll unit are relative to the font size. Therefore, the layout will naturally become chunkier or more compact to match the size of the text.

## Colors

The poll unit can be configured to use a custom color for the results bar charts that appear at the end of a Respondent's visit. A light tint of a color associated with your brand or website is usually a good choice. This can be set in the *Target > Settings > Theme* page in the InsightStore.

CivicScience also provides the option to use tints of the same custom color for the answer choice buttons instead of the default blue color.

In some cases, CivicScience will use colors other than the custom color for results. An example is quiz question results, which feature green colors for correct and red colors for incorrect answers.

## Title

The poll unit title is an excellent opportunity to make the poll unit look like part of your website. CivicScience can customize the title text and many other CSS properties of the title, including borders, padding, and font characteristics. If you use a serif font on your site, a serif font is appropriate here. Customization can be done in the *Title* field on the *Target > Settings > Theme* tab in the InsightStore.

## Privacy policy

The poll unit always shows the CivicScience privacy policy in the drawer menu. However, in the InsightStore at *Target > Settings > Customization*, it is possible to configure the poll unit to also show a partner-specific privacy policy link.

## Responsive layout

Because the poll unit automatically fills 100% of its container's width and its layout is designed to scale well (given an appropriate font size), it will usually fit nicely on a responsive website without any special customization.

For more complicated responsive websites, we can incorporate `@media` query breakpoints in some aspects of the customization.

## Fixed layout

Configuring the poll unit as a fixed-size container is possible, but it degrades user experience, so we do not recommend it. The vertical overflow will scroll in the fixed-size container. If you need the poll unit placed in a fixed-size container, contact your CivicScience account manager.

## Dark mode support

The poll unit supports dark mode. There are two ways to enable dark mode.

- *(Recommended)* Dark mode for the poll unit styling can be configured to follow the user's operating system dark mode preference. This can be done with the *Dark Mode Allowed* checkbox on the *Target > Settings > Theme* page in the InsightStore.
- *(Not recommended, but supported)* Adding the following data attribute to the poll unit integration code will enable dark mode programmatically, ignoring the user's operating system preference. The integration code would look like the following:

```
<div id="civsci-id-123456789" data-civicscience-widget="000" data-civicscience-force-dark-mode="true"></div>
<script type="text/javascript" async src="https://get.civicscience.com/jspoll/5/csw-polyfills.js"></script>
```

The same will be accomplished by using the poll unit function integration property `forceDarkMode` (Boolean):

```
civicscience.widget({
  target: "000",
  container: "#civsci-id-123456789",
  forceDarkMode: true
});
```

A note regarding dark mode: If your poll unit instance has custom CSS styling, it may need to be

updated to handle dark mode. Here is an example of what that CSS might look like.

```
/*Example custom css styling that works only in dark mode*/  
html.csw-html .csw.csw-dark-mode a {  
  color: dodgerblue;  
}
```

---

# Forward compatibility warning

10/02/2024 5:03 pm EDT

We are always improving the poll unit and developing new features and capabilities. To quickly make those features available, we may change the poll unit's HTML structure at any time and without notice.

The customization settings described in this article are designed to be compatible with future changes we make to the poll unit. By limiting the degrees of customization, we preserve our ability to develop great new features and protect you from unexpected compatibility issues.

Be careful not to write any CSS or JavaScript code that targets or relies upon the poll unit's internal HTML structure, including DOM classes. We cannot guarantee that future iterations of the poll unit will be compatible with that code.

---

# Identifying respondents

07/14/2025 9:06 am EDT

We use several methods for identifying and remembering respondents and combining each respondent's answers from multiple poll unit visits into one profile.

## Cookies

Our most common identification mechanism is a cookie placed by the poll unit. After the respondent consents, they are assigned a long, random sequence of characters as their unique identifier. That identifier is then stored in a cookie. The cookie is associated with the civicscience.com domain. This cookie is considered first-party when accessing resources on civicscience.com and third-party when accessing a media partner's domain.

An increasing number of modern browsers disable third-party cookies by default or prohibit them entirely, and privacy-conscious users often install software that disables tracking with third-party cookies. For this reason, we provide another identification mechanism.

## HTML5 local storage

We use HTML5 local storage to store a backup identifier for the respondent in case the cookie identifier is unavailable. The local storage identifier differs for each website, even for the same person. In other words, the same person will be treated as a different respondent on two different websites. However, for visitors who frequently visit the media partner's website, the local storage identifier is an effective fallback option that bypasses cookie restrictions.

---

# Performance

10/02/2024 5:04 pm EDT

## Asynchronous JavaScript

The `async` attribute on the poll unit integration code `<script>` element instructs the browser to load the poll unit JavaScript library asynchronously without pausing the rendering of the page while the script is downloaded. JSONP requests during the poll unit life-cycle are also asynchronous.

## Caching

To facilitate rapid deployment of bug fixes and new features without requiring our partners to adjust the poll unit integration code, requests for the poll unit JavaScript require a trip to our server. However, our server is configured to respond with 304 Not Modified when possible, saving the bandwidth that would otherwise have been required to download the entire library.

---

# A/B testing

10/02/2024 5:04 pm EDT

To improve the poll unit, we will occasionally conduct A/B tests for various characteristics. Whether an individual is in the A or B groups for the test depends on his or her respondent cookie identifier. Thus, the same user with the same computer and browser will generally have a consistent experience. However, the experience may differ for two respondents or even the same respondent using a different computer or browser.

```
<script>
civicscience.widget({
  target: "b9d02847-13db-3844-d535-ef628b31b6e3",
  container: "#civsci-id-246474974",
  articleUrl: window.location.href,
});
</script>
```

---

# Poll unit JavaScript events

07/14/2025 9:14 am EDT

(Updated 05/26/2022)

The poll unit triggers custom events during its lifecycle. Your code may listen to these events and perform custom actions when the events occur. Example actions include logging to an analytics platform, modifying the page's content, starting a video, etc.

## Custom events

The poll unit uses the JavaScript `CustomEvent` feature to dispatch its events. For most events, some additional information is included in the `detail` property of the event object. The poll unit events bubble up through the ancestors of the poll unit container element. Thus, it is possible and often convenient to listen for events at the topmost level of the document.

To avoid naming conflicts with custom events from your code and other libraries or plugins, the poll unit event types begin with the `civicscience:` prefix.

## Using vanilla JavaScript

Here is an example of listening for a poll unit event using vanilla JavaScript.

```
document.addEventListener("civicscience:questionAnswered", function (event) {  
  // handle the event  
  console.log("the user answered question %s", event.detail.id);  
});
```

## Question events

The question events can be used to monitor a user answering poll questions in the poll unit.

```
civicscience:beforeFetchingQuestions
```

This event is triggered before the poll unit **requests a batch of questions from the server** to ask the user.

There are no detail properties associated with this event.

```
civicscience:beforeAskingQuestions
```

This event is triggered when the batch of questions to ask has been received from the server, just before the first question will be asked.

This event has one detail property:

- `ids` - an array of question identifiers in the order that they will be asked

```
civicscience:questionAsked
```

This event is triggered each time a question appears in the poll unit to be asked to the user.

This event has three detail properties:

- **id** - the identifier for the question being asked
- **index** - the 0-based index of the asked question in the poll
- **length** - the total number of questions in the poll

```
civicscience:questionAnswered
```

This event is triggered when the user submits an answer to a question.

This event has three detail properties:

- **id** - the identifier for the question that was just answered
- **index** - the 0-based index of the answered question in the poll
- **length** - the total number of questions in the poll

```
civicscience:afterAskingQuestions
```

This event is triggered immediately after the user has answered the last question in the poll and before the results are shown.

This event has one detail property:

- **ids** - an array of question identifiers just answered in the poll, in the order they were answered

## Results events

The results events are helpful in monitoring how a user navigates among a series of results pages or "slides" in the poll unit at the end of a poll.

```
civicscience:beforeShowingResults
```

This event is triggered just before the first results slide appears in the poll unit.

This event has one detail property:

- **length** - the total number of results slides

```
civicscience:resultDeparted
```

This event is triggered when the user clicks the back or next button to leave one results slide for another. It is *not* triggered when the user navigates beyond the last results slide to begin a new poll. Instead, this event is triggered:

```
civicscience:afterShowingResults
```

The `civicscience:resultDeparted` event has three detail properties:

- **from** - the 0-based index of the original results slide
- **to** - the 0-based index of the destination results slide
- **length** - the total number of results slides

```
civicscience:resultArrived
```

This event is triggered when the user arrives at one results slide from another by clicking a back or next button. It is *not* triggered when the first slide initially appears, in which case this event is triggered instead:

```
civicscience:beforeShowingResults
```

The `civicscience:resultArrived` event has three detail properties:

- `from` - the 0-based index of the original results slide
- `to` - the 0-based index of the destination results slide
- `length` - the total number of results slides

## Why are there two results navigation event types?

At a glance, supporting both the `civicscience:resultDeparted` and `civicscience:resultArrived` events may seem redundant. For many poll unit configurations, they will indeed be triggered nearly simultaneously.

However, for some instances of poll units with animation effects, there is a delay between the user clicking a navigation button on the original results slide and the appearance of the destination results slide. Providing two separate event types allows you to choose whether your event listener should react to results navigation before or after this delay.

```
civicscience:afterShowingResults
```

This event is triggered when the user navigates beyond the last results slide to begin a new poll in the same poll unit visit. Poll unit instances that link to a [carousel site](#) on the last slide do not have this capability, so those instances will never trigger this event.

This event has one detail property:

- `length` - the total number of results slides

## Frame events

The frame events can be used to monitor changes in the poll unit iframe.

```
civicscience:frameResize
```

This event is triggered when the content of the poll unit has caused the instance to increase/decrease in size to fit its content.

This event has one detail property:

- `height` - the height to which the frame is attempting to change

## Event summary

The table below summarizes the events triggered by the poll unit.

event	details	notes
-------	---------	-------

<code>civicscience:beforeFetchingQuestions</code>	<code>none</code>	before the initial server request for getting questions to ask
<code>civicscience:beforeAskingQuestions</code>	<code>ids</code>	after the server responds with questions to ask
<code>civicscience:questionAsked</code>	<code>id</code> , <code>index</code> , <code>length</code>	when a question appears in the poll unit to be asked
<code>civicscience:questionAnswered</code>	<code>id</code> , <code>index</code> , <code>length</code>	when the user answers a question
<code>civicscience:afterAskingQuestions</code>	<code>ids</code>	immediately after the last question has been answered
<code>civicscience:beforeShowingResults</code>	<code>length</code>	immediately before the first result slide is shown
<code>civicscience:resultDeparted</code>	<code>from</code> , <code>to</code> , <code>length</code>	when the user leaves one results slide for another
<code>civicscience:resultArrived</code>	<code>from</code> , <code>to</code> , <code>length</code>	when the user arrives at one results slide from another
<code>civicscience:afterShowingResults</code>	<code>length</code>	when the user navigates past the last results slide to begin a new poll in the poll unit
<code>civicscience:frameResize</code>	<code>height</code>	when the content of the poll unit has caused the instance to increase/decrease in size to fit its content

# Third-party libraries used by the poll unit

10/02/2024 5:05 pm EDT

The poll unit uses these third-party libraries:

- classlist
  - element-matches-polyfill
  - es6-object-assign
  - fetch-jsonp
  - intersection-observer
  - micro-i18n
  - nodelist-foreach-polyfill
  - normalize.csspolyfill-array-includes
  - preact
  - promise-polyfill
  - prop-types
  - react
  - react-dom
  - simmerjs
  - unistore
  - webfontloader
  - whatwg-fetch
-

# IDSync for publishing partners

10/27/2025 1:29 pm EDT

CivicScience has developed a flexible framework for synchronizing digital identifiers between CivicScience and its partners whenever necessary or desired. Either method may be used for integration.

## Pixel method

In the first method, CivicScience provides a pixel to the partner. **IdSync V3 (Partner Sync)** does not automatically create cookies. It contains a partner parameter that allows CivicScience to control third-party alias storage.

A piece of code following the generalized pattern below is added to partner web pages:

```

```

Or, when first-party integration is employed:

```

```

## JavaScript method

For the second method, CivicScience provides the partner with two short JavaScript snippets and a short code used to identify the partner. The partner adds the code to their web pages.

1. Add the following script tag inside the HTML `head` or just above the closing `body` tag.

```
<script>
const civSciAlias = "userId"; //partner's identifier for the visitor from CMS or other source
const civSciPartnerId = "partnerShortIdentifier"; //IDSync Partner ID supplied by CivicScience
</script>
```

2. Add the following script tag immediately below the `script` block in step 1.

```
<script src="https://get.civicscience.com/idsyncjs/idsync.js" async></script>
```

## Values

For both methods, the `userId` is a unique identifier for the visitor that the partner provides (e.g., a content management system identifier or a data management platform ID). It can be hashed or otherwise obscured; it is only necessary that it be unique per visitor.

The `partnerShortIdentifier` is generated by CivicScience and supplied to the partner.



