

Taxonomy

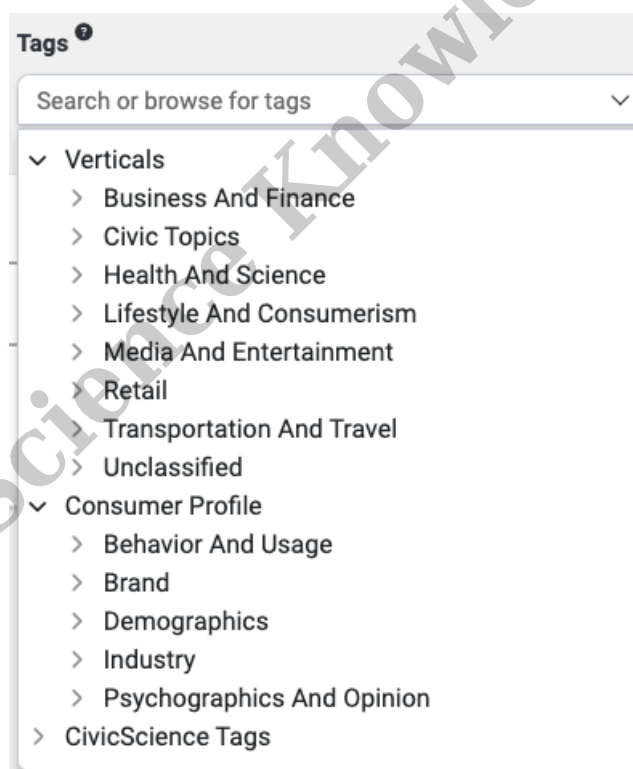
04/08/2026 10:44 am EDT

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
-------------------------	---------------------------	--------------------	----------------------	---------------------------	--------------



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.

