## 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 y interests over the past y		ave become more or less relevant to your	
∀ FILTER QUESTION	Weighting Scheme <sup>©</sup>	Date Options	
Search Segments	Search Weighting Schemes	All Dates	ply
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 <sup>®</sup>		
Canonical - Gender - Male	×	~

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.

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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 QUEST	ION <sup>®</sup>	Weighting Scheme <sup>®</sup>			Date C	ptions <sup>®</sup>							
Canonical - U.S. Adults 18-34 🗙 🗸		Search Weighting Schemes 🗸		All Dates 🗸		~					Reset	Reset App	
play Options													
Ingrouped Results		~											
													=
11%	138	Much more relevant											
16%	193	Somewhat more relevant											
27%	336	About the same											
10%	124	Somewhat less relevant											
21%	258	Much less relevant											
15%	186	N/A - I don't use social media											
			0	10	20	30	40	50	60	70	80	90	10

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.

## « 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 <sup>®</sup> Weighting Scheme <sup>®</sup> Date Options Search Segments U.S. Adults 25 and Over X V All Dates Reset Apply $\sim$ $\sim$ Display Options Ungrouped Results $\sim$ = 4% 156 Much more relevant 7% 265 Somewhat more relevant 26% 926 About the same 12% 423 Somewhat less relevant 26% 939 Much less relevant 846 24% N/A - I don't use social media 0 Margin +/- 1.58% + Add to Dashboard [E] [ai] = 0 3,556 responses from February 14, 2023 to February 16, 2023 Percentages may not sum to 100 due to rounding.

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.