

Introduction to segments

01/31/2024 1:49 pm EST

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 those respondents in whom you are interested.

You can navigate to the segments page from the main navigation bar at the left of the InsightStore. On this page, you will see the complete list of segments shared with the current user. The segment list can be filtered by the search bar at the top and sorted by the dropdown box on the right.

Segments + Create

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.](#)

 Q

Showing 1 to 23 of 23 results Sort by: Newest first ▾

NAME	DATE
BIPOC Women 18 - 34	February 25, 2023
ESI Personal Finance (Non-Custom)	June 24, 2022
ESI New Home (Non-Custom)	June 24, 2022
ESI Major Purchases (Non-Custom)	June 24, 2022

While browsing the list of available segments, you can easily view the definition for any segment by clicking on the name of the segment. Clicking on Settings > Sharing will take you to a page where you can change its sharing permissions. By default, when you create a new segment, it is only viewable and editable by you.

BIPOC Women 18 - 34

Created by [redacted] on February 25, 2023

799,739

Segment Size

Results [Settings](#)

Definition

Sharing

DEFINITION

Segment Name* :

BIPOC Women 18 - 34

Constraints:

All available respondents

163,052,487

Applied Constraints:

And

Please indicate your gender > Female

All responses

37,835,619

[Edit](#) [×](#)

And

To what broad age group do you belong? > 18 - 24, 25 - 29, 30 - 34

All responses

6,940,638

[Edit](#) [×](#)

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

All responses

799,739

[Edit](#) [×](#)

[+ Add another constraint](#)

Delete

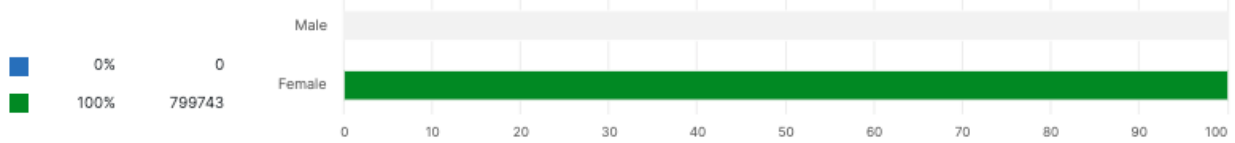
Reset

Update

Clone

To get a quick overview of the demographic profile of a segment, including breakdowns by gender, age, race, and household income, click Results and then Profile.

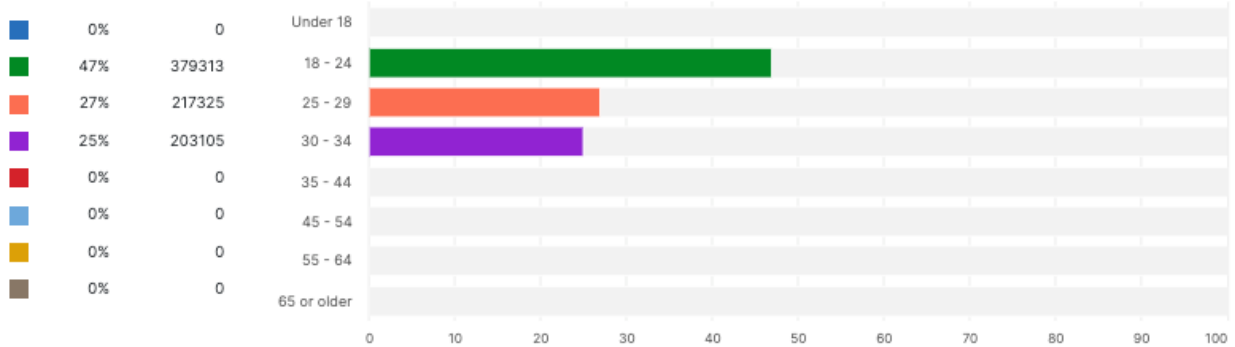
GENDER



Margin +/- 0% Percentages may not sum to 100 due to rounding.
799,743 responses through February 25, 2023



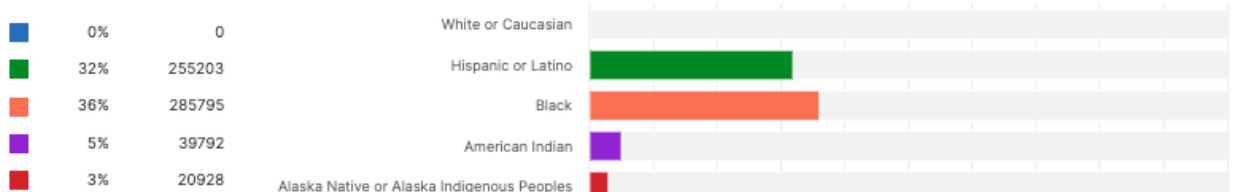
AGE



Margin +/- 0.11% Percentages may not sum to 100 due to rounding.
799,743 responses through February 25, 2023



RACE



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%
		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 results for the segment comparison. Make sure you've made any weighting changes before having the system do 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 by default with all the results expanded.

If you wish to collapse a section, click on the black expanding caret on the right side.

 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	6 hours or more	9%	7%
Primary Way of Watching TV	On Demand	10%	7%
		38%	43% Online streaming
	Other	16%	12%