

Introduction to segments

10/18/2024 1:31 pm 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 respondents you are interested in.

The segments page can be accessed from the main navigation bar at 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 > Female

43,154,4

15

Edit X

All responses

And



To what broad age group do you belong? >

18 - 24, 25 - 29, 30 - 34

7,920,83

1

Edit X

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 X

All responses

+ Add another constraint

Delete

Reset

Update

Sharing



Clicking on Settings > Sharing will take you to 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 and 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 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.

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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%