

Introduction to the poll unit

03/25/2025 10:07 am EDT

CivicScience's poll units (formerly called widgets) provide an entertaining experience for website visitors while allowing for maximum user data collection and, in turn, the most relevant insights once the code is integrated into the media partner's site. Data collected from poll units will drive reports through our InsightStore portal and be available for the media partner 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](#)
 - [Customizing a poll unit](#)
 - [Poll unit carousel integration](#)
 - [Integrating more than one poll unit](#)
- [Poll unit demonstrations](#)
- [Poll unit admin tool](#)
 - [Responses as shown in the poll unit admin tool](#)
- [Respondent menu](#)
- [Pinning a news/pop culture question to your poll](#)
- [Identifying respondents](#)
- [Developer information for the poll unit](#) (**Note:** these articles require a login. Please email support@civicscience.com, including the names and email addresses of the developers who need access.)
- [IDSync](#)
- [AdEngage](#)

You may also download [this summary](#)  regarding the poll unit and its basic integration.
