

# Introduction to the poll unit

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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.

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- [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](mailto: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.

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