

The InsightStore

Easy access to real-time, reliable consumer data and in-depth intelligence.



Through our InsightStore content and exploration portal, CivicScience clients can access custom and syndicated reports and dashboards in real-time, search over a half million available questions, conduct quick research on any topic, and easily share artifacts with anyone in your organization.



Access to the full syndicated data library of over 1,800 always-on questions.



Custom dashboards, reports, and content for the full enterprise.



Access to thousands of syndicated consumer segments.



Tools for light data exploration and insight discovery

Explore consumer responses to thousands of questions

CIVIC SCIENCE InsightStore

ANALYZE

- Dashboard
- Reports

EXPLORE

- Questions**
- Segments

DEFINE

- Targets
- Feeds

ADVANCED

- Admin

Questions

+ Create

Search, sort, and filter through our extensive library of questions. Learn more about [questions](#) and [question search](#). To create and launch a new question, click [here](#). For additional information on creating and launching questions, click [here](#).

▼ FILTER [Reset](#)

Search Text

Questions Answers Tags

Type

News / Pop Culture Value Profile

Permissions

Custom Syndicated

Favorites

Favorites

Timing

Tracking Cyclical Archived

Format

Radio Checkbox

Collection Date

All Dates

Min. Responses

0

Tags

Search or browse for tags

Showing 51 to 75 of 76,240 results

+ Add to Dashboard

Sort by: Newest first

TYPE	QUESTION TEXT	TAGS	PERMISSIONS	FORMAT	COLLECTION DATES	RESPONSES
	[CB 5281] Have you purchased automotive parts or supplies from any of the following stores in the last 3 months? Select all that apply. ANSWER: Batteries Plus Bulbs					1,495
	[CB 5280] Have you purchased automotive parts or supplies from any of the following in the last 3 months? Select all that apply. ANSWER: Wholesale Stores (Costco, Sam's)				5/10/2024 - PRESENT	1,152
	Which category of your personal data are you most concerned about being compromised in a data leak or hack?				5/9/2024 - PRESENT	1,849
	[Checkbox 5270] Have you purchased / do you plan to purchase any of the following as a gift for someone you know who is graduating this year (including yourself)? Select all that apply.					2,547

Drill into consumer responses to specific questions

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- Profile
- Help

How much do you like Volvo cars?

Clone

FILTER QUESTION [Reset](#)

Date Filter

All Dates

Segment

Search Segments

Target

Search Targets

Weighting Scheme

Search Weighting Schemes

Network

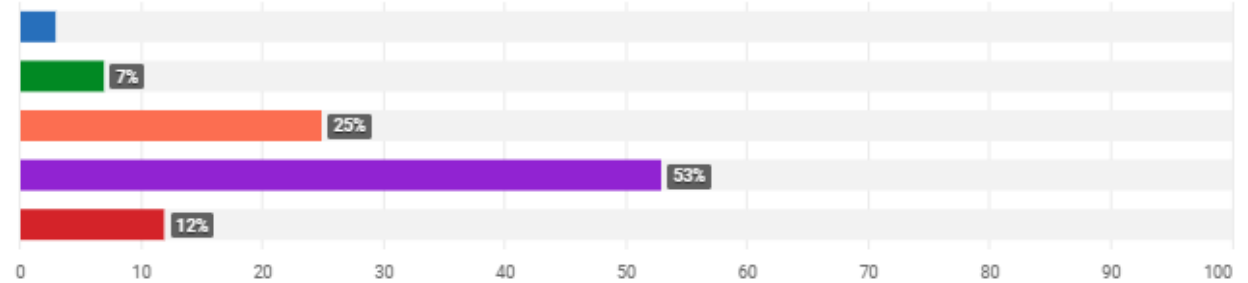
My Account

Apply

Display Options:

Ungrouped Results

3%	98,215	Never heard of them
7%	202,854	I love them
25%	770,374	I like them
53%	1,638,143	I don't really have a strong...
12%	375,046	I don't like them



Margin +/- 0.06%

3,084,632 Responses through May 9, 2024

Percentages may not sum to 100 due to rounding.

+ Add to Dashboard



Utilize dashboards to organize and aggregate consumer insights

CIVIC SCIENCE

Dashboard + Create New Dashboard

View grouped questions, results and reports. [Learn more about dashboards.](#)

Gen Z Work

FILTER DASHBOARD

QUESTION RESULTS

Which one of the following generations (based on your birth year) applies to you?

Generation	Percentage	Count
Generation Alpha (born 2013 or after)	4%	2360
Gen Z (born 1997-2012)	12%	7907
Gen Y / Millennial (born 1981-1996)	20%	12974
Gen X (born 1965-1980)	25%	16149
Boomer (born 1946-1964)	33%	21477
Silent Generation (born 1928-1945)	8%	5005

Margin +/- 0.36%
65,876 responses from March 29, 2022 to February 10, 2023
Percentages may not sum to 100 due to rounding.

QUESTION COMPARE

Which one of the following generations (based on your birth year) applies to you?
compared with
What describes your overall spend compared to last year?

36,570 responses

Generation	I'm not sure	I'm spending the same amount	I'm spending less now	I'm spending more now
Gen Z (born 1997-2012)	2%	4%	3%	2%
Gen Y / Millennial (born 1981-1996)	2%	9%	6%	4%
Gen X (born 1965-1980)	1%	13%	8%	4%
Boomer (born 1946-1964)	1%	18%	13%	4%
Silent Generation (born 1928-1945)	1%	4%	3%	1%

TIMEVIEW RESULTS

How concerned are you right now about inflation in the U.S.?

325,578 responses



Learn More

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