Creating & Sharing Scorecards

11/13/2023 2:32 pm EST

Creating a Scorecard

Scorecards are flexible, tabular reports that can bring together multiple questions, segmented in any way you choose. In a Scorecard table, the columns are Segments (or other groups you may choose by filtering and weighting) and the rows are responses to specific questions (or other "Scores" derived from question responses).

To create a new scorecard from scratch, first navigate to the Reports section and click the "New Report" button on the top right. On the next page, select the "Scorecard" option.

eports					
Amazon Indicators	07/11/2017	MultiTimeview	View	New Report	
				Search	
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				Filter Report Updated On or After	
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				Report Type	
				All Types	

Naming the Scorecard

The first step in creating a Scorecard is giving it a name. There are 2 things to keep in mind here:

- Naming the Scorecard has no mechanical connection to configuring that Scorecard. It's just a name.
- It's quite possible this Scorecard will be useful to your colleagues/partners, so make sure the name is as clear and descriptive as possible.

Adding columns

Adding a column is all about configuring a group of people you want to look at. To get started, click the "Add a Column" button.

Dashboards Questions Sey	gments Feeds Targets Reports		CivicScience Publisher Demo Settings Help Logo
Create a New Score	ecard		
Scorecards are reports that allow you to score. Columns provide the ability to filt			to absorb a lot of information. Each line on the table will contain a given
Name			
Media Habits - Our Audience vs	s. Total US		
+ Add a Column + Add a Form	ula Column		
+ Add Rows			
Scorecard Preview			
View a preview of the layout below. Sco	res will be computed once the scored	and is saved.	
Media Habits - Our A	Audience vs. Total US		
			< >

When adding a column, there are numerous options to choose from:

- Network "My account", groups of other sites, or the total CivicScience network
- Segment groups of people we have already defined in the Segments section of the InsightStore
- Target specific poll placements within our sites
- Date when was the specific question answered
- Weighting whether you want to re-weight the data to force the sample into conforming with a pre-determined age-gender proportion scheme

After adding a column, you can choose to - but you don't have to - give the column a friendly name label.

UC Dashboards Questions Segments Feeds Targets Reports	ChricScience Publisher Demo Settings Help L
Create a New Scorecard Scorecards are reports that allow you to analyze multiple scores in a table format, thus providing for a quick way to absorb a lot score. Columns provide the ability to filter the score by Segment or date, or even weighing it. Name	of information. Each line on the table will contain a given
Media Habits - Our Audience vs. Total US	
Our Audience All respondents in my account unweighted.	Edt ×
+ Add a Column Add a Formula Column	
+ Add Rows	
Scorecard Preview View a preview of the layout below. Scores will be computed once the scorecard is saved.	
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Media Habits - Our Audience vs. Total US	

Adding rows

After you've added the columns (filtered and weighted, if applicable) you're interested in, you'll want

to move on to adding some rows. Scorecard rows are defined by Scores. The InsightStore automatically creates Scores for each question and you can create your own Scores, too. To learn more about Scores, click here.

Name				
Media Habits - Our Audien	ce vs. Total US			
Columns				
Our Audience	=	All respondents in my account unweighted.	Edi	×
Total US	=	All respondents in segment United States responding in the last year in network CivicScience Network weighted according to U.S. Census Spures for gender and age, 13 and older.	Edi	×
+ Add a Column + Add a	Formula Column			
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How often do you go to the mov Available Scores: 5: Once a month or more	d with Media Cons	Sort by Most Responses First Search Search Search Fitter Questions		

To find Scores, you can use the search and filter capabilities which should be familiar to you from the Questions page. Once you've selected the Scores you'd like to add, click the "Add Selected" button. Once again, if we choose to, we can give a friend-name label to the rows we have added.

Saving the Scorecard

Once you have everything configured the way you intended, click the "Save" button.

corecard Preview ew a preview of the layout below. Score	is will be computed once the scorecard is saved.		
Media Habits - Our A	udience vs. Total US		
	Our Audience	Total US	< >
Frequent movie- going		1.1	
Daily local news watcher			
omments (Optional)			
Scorecard description			

Sharing the Scorecard

To get to the sharing configurator, click on the "Sharing" link.

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ame			
Media Habits - Our Audience v	Total US		
olumns			
Our Audience	All respondents in my account unweighted.	Edt	×
Total US	All respondents in segment United States responding in the last year in network Ch weighted according to U.S. Census figures for gender and age, 13 and older.	ricScience Network Edit	×
+ Add a Column + Add a Form	a Column		
ows			
Frequent movie-going	\equiv $$$ How often do you go to the movies? > % Once a month or more		×
Daily local news watcher	How often do you watch local television news where you live? > % Every day		×

By default, the Scorecards that you create are kept private and are only accessible to you. However, any Scorecard that you create can be shared with other members of your account, either with "Read Only" access or "Edit" access. (Please note that if you used Segment filters to define any of the columns, you'll want to make sure that those Segments are also shared as necessary.)

Using the sharing table, select the access levels that you wish to grant to other members of your account.

This video covers creating, sharing, and adding to scorecards.

Your browser does not support HTML5 video.

Chat with us for support if you still have questions!

tecently Added Questions	+ %	Notifications		< CivicSo	ence
Trivia: What is the Penneyluania state bird?	Details	You have no recent notif	cations.	A	
Do you own a wearable filmess tracker?	Details			Apen	
Have you been for a hike in the woods this year?	Octain	Please indicat	e your gender	Typically replies	in a few hours
Do you like to drink water?	Defails	Al respondents in my acco		(Januar) (Speed)	
Do you like the color red?	Details	Male	517,102 384,935		
What do you use to separate an introductory word or phrase?	Details	Ver Details			
Which of these means 'to provoke'?	Details	Margin +- 1% 902,008 re	ponaes from 0503/2008 to 1 142		
What is "" called?	Details	To what broad	age group de ve		
Which of these is an abbreviation that mean "for example"?	Details	All respondents in my acco			
If two sentences can stand alone but you'd like to combine them into one without a conjunction word, you can use	Details	Under 18 18 - 24	48,235 69,923		
tow All		25 - 29	47,655	We run o	n Intercom
		30 - 34	45,567		
ccount: Herald Bugle	+ %	35-44	106,432	Send a message	
	-	55 - 64	222.968	205	
	_	65 or older	207.415	200	