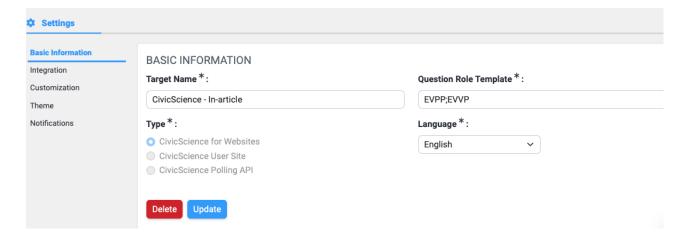
Target basic information

02/01/2024 8:54 am EST

On the bottom portion of each target page, you will find the *Settings* tab. We're in its *Basic Information* section here. It has the *Target Name* field, the *Question Role Template*, the *Type* of target, and the target's intended *Language*.

- The target name is what you see in lists of targets and on reports. You can change it without affecting the target on its website.
- The question role template shows the order in which different types of questions are asked on the target. This particular target is set to ask a news/pop culture question¹ followed by a value question, then two profile questions. It will then provide the results of the news/pop culture and value questions to the respondent, after which future question groups will consist of a news/pop culture question followed by two value questions and one profile question. Please don't change this setting without consulting your account manager.
- The Type field will almost always be set to CivicScience for Websites. That's the standard poll unit setting. A CivicScience User Site is a polling hub. Here's an example. You won't ever see the CivicScience Polling API setting on your targets.
- The language setting is usually *English* but can be set to *Spanish*.



Indicated by the *E*, as they were formerly called engagement questions.