Welcome to Sage

CivicScience's consumer insights AI assistant

Getting started

Sage is accessible via web chat or Slack interface.

For webchat, once your account is created by CivicScience, you'll shortly receive an email with your account information (with the subject line Your Sage password). Just follow the instructions in the email to set up your password, and you're ready to go. Please note that you need to set up a password separate from your InsightStore account, as the accounts aren't yet linked (but you can use the same password, if you wish).

The login link is https://sage.civicscience.com/

For Slack, you can chat with Sage in the familiar Slack interface. The access instructions would differ based on how your company's Slack system is configured, and your account manager will provide you with instruction specific to you.

Questions or feedback

Basic Sage instructions are located in our **knowledge base**.

We welcome user input on how to make Sage better – both improvement suggestions and bugs you've found – as well as **reaching out to us to ask questions**. We'd also be happy to provide a demo to your team. Here's how you can get in touch with us:

Email us at **sagesupport@civicscience.com**.

Existing CS customers can contact their dedicated account manager or researcher.

Overview of core Sage functions

Begin a conversation

Ask Sage consumer insights questions in plain English or any other major language. The bot will respond with clarifying questions where needed. Sage is very tolerant of spelling and grammar errors.

As Sage clarifies your question, it will present different options for the scope of your query. A narrower scope will result in a deeper initial response. Conversely, a wider scope will provide a higher-level overview of the data.

AMA, almost

You can ask Sage anything at any prompt – it doesn't need to pertain to the question that Sage is currently attempting to answer. If the question is outside the scope of the bot's knowledge (CS database of 600,000+ questions), Sage will say so and request that you ask a different question. Unlike other GenAI systems, we constrain Sage only to data sourced directly by CivicScience, ensuring the highest levels of veracity.

Talking back, with footnotes

Sage's initial response consists of a summary of findings and 5-10 insights, each with a reference number and hyperlink. The default timeframe is the prior 90 days, but you can ask Sage to analyze over a different timeframe.

The hyperlink points to a specific page in the InsightStore allowing you to explore the data more deeply. Only CS customers will be able to use this option. Sage users without InsightStore access will be stopped at the login screen, but they still will get access to detailed Excel downloads.

Going deeper

Several buttons are at the bottom of each response that let you drill down. You can achieve the same effect by typing commands, but the buttons can accelerate analysis.

Among the buttons are: perform more detailed analysis on the entire question or specific references; find related insights; download an Excel summary, receive help; or request Sage to display a trending insight from the CivicScience library (I'm feeling lucky).

Exploring references

When you choose to explore a reference more deeply, you'll also have the option to see this data filtered through one of many demographic segments, restrict the geography of the query, and/or change the timeframe of the analysis. The detailed reference screen also will present a time-series graph of the data, when applicable.

On a less serious note

Sage also will present a list of "fun facts" related to your question, insights from our database that show connections to interesting consumer behaviors. Sometimes these are amusing, sometimes they uncover correlations to seemingly unrelated topics that may have business value to your investigation.

Me 12:50 PM
What are latest trends on weight loss medications?

Sage 12:51 PM

Summary

Over the past year, trends in consumer interest in prescription-only weight loss medications such as Wegovy, Ozempic, and Mounjaro have been observed through survey results. Interest in these medications is linked to prior use or intentions to use them. Among respondents, 8% of males and 14% of females expressed interest in trying these medications. However, 92% of males and 86% of females are not interested in prescription-only weight loss medications.

Interest varies by age group, with the highest interest in the 45-54 age group at 15%, and the lowest interest among those 65 or older at 7%. The 18-34 age range shows consistent interest at 13% across its subcategories. The 35-44 age group has 11% interest, while the 55-64 age group shows 9% interest. A significant majority in each age group, ranging from 85% to 93%, are not interested in these medications.

Regarding experiences with Ozempic and similar medications, 54% of male and 57% of female respondents have not tried and are not interested in these medications. Additionally, 26% of males and 19% of females are unaware of these medications. Among those who have tried them, 7% of both males and females liked the medications, while 5% of males and 6% of females did not like the experience. A minority of 8% of males and 11% of females plan to try the medications.

Interest and awareness decrease with age. In the 18-24 age group, 12% have tried and liked the medication, 18% tried and disliked it, with 18% planning to try, 18% not interested, and 26% unaware. In the 25-29 bracket, 11% liked it, 12% did not, with 36% not interested, and 27% unaware. The 30-34 age group shows similar figures. Interest drops in the 35-44 range, with 4% liking it and 53% not interested. The 45-54 and 55-64 age groups show decreased interest and a slight increase in awareness. Those 65 or older have the lowest interest at 4% and highest disinterest at 73%, with 18% unaware of the medication.

Details and Insights

The summary provides a detailed breakdown of consumer interest in weight loss medications, including demographic specifics such as age, income, education, and gender. It also compares interest in medications to alternatives like diet/fitness apps and diet/meal programs. However, it does not specify whether the trends are increasing or decreasing over the past year, which is essential to understand the "latest trends."

Over the past year, consumer interest in prescription-only weight loss medications has been relatively low, with the highest interest shown by individuals aged 45-54 at 15%, and those earning between $50,001-$75,000 at 14%. Interest varies by education level, with the highest interest among those with an Associate degree at 13%. Female respondents are more interested than males, with 12% of females showing interest compared to 7% of males. Overall, only 10% of respondents are interested in trying these medications. Additionally, 50.84% of respondents were not interested in medications like Ozempic, and 26.18% had not heard of them. There's a 14% interest in diet or fitness apps for weight loss, with the highest interest in weight loss methods among the under $25,000 income group at 43% and the under 18 age group at 44%. The 18-24 age group is most interested in diet/fitness apps at 26%, while only 15% are interested in diet or meal programs.

- The age group 45-54 years shows the highest interest in prescription-only weight loss medications at 15%, while those 18 and 65 or older show the least interest at 4% and 6% respectively [2].

- Interest in prescription-only weight loss medications is low across all living areas, with cities and suburbs at 9%, rural areas at 11%, and the 'Other' category at 8% [3].

- The lowest income group, under $25,000, shows the highest interest in trying weight loss approaches at 43%, with interest decreasing as income increases [4].

- Only 10% of respondents are interested in trying prescription-only weight loss medications, with 90% not interested [5].

- In September 2023, 50.84% of respondents had not tried and were not interested in Ozempic or similar weight loss medications, and 26.18% had not heard of them [7].

Ten other insights are provided as part of the initial response, but aren't included here for brevity

Fun Facts

- People who think wearable fitness trackers will become more popular are more likely to find off-label use of weight loss drugs like Ozempic acceptable. Conversely, those unsure about the future popularity of fitness trackers tend to have no opinion on the acceptability of using such drugs for weight loss.

What would you like to do next?

[Explore reference in detail ▾] [Tell me more detail] [Show related insights] [Export data] [I'm feeling lucky] [This didn't answer my question]

You can select an action associated with a button or type in follow-up questions or new inquiries at any time.

Every insight has a footnote. Clicking on the hyperlinked number will open up the corresponding InsightStore page (for CivicScience customers only). Choosing that reference number from the ***Explore reference in detail*** dropdown list at the bottom will generate a Sage page with additional insights, as seen here. You can further constrain your investigation by timeframe, segment, and geography (which is access through the segment dropdown).
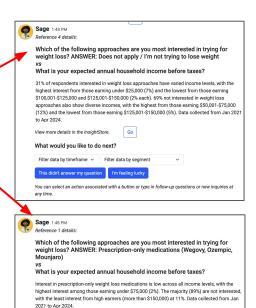
Tell me more detail will generate the next level down analysis for each one of the bulleted insights. Partial example here.

Show related insights will show analysis from polling questions that have a high strength of association with the initial analysis.

Export data will produce a detailed Excel file with a tab for each bulleted insight.

I'm feeling lucky will retrieve a random current polling question on a hot trend selected by CivicScience researchers, if you're looking for something different.

You don't have to use buttons. At any prompt, simply type in a clarification of your original question or a new question, and Sage will respond.

Sage 1:48 PM
Reference 4 details:

Which of the following approaches are you most interested in trying for weight loss? ANSWER: Does not apply / I'm not trying to lose weight
vs
What is your expected annual household income before taxes?

31% of respondents interested in weight loss approaches have varied income levels, with the highest interest from those earning under $25,000 (7%) and the lowest from those earning $100,001-$125,000 and $125,001-$150,000 (2% each). 69% not interested in weight loss approaches also show diverse incomes, with the highest from those earning $50,001-$75,000 (12%) and the lowest from those earning $125,001-$150,000 (5%). Data collected from Jan 2021 to Apr 2024.

View more details in the InsightStore. [Go]

What would you like to do next?

[Filter data by timeframe ▾] [Filter data by segment ▾]

[This didn't answer my question] [I'm feeling lucky]

You can select an action associated with a button or type in follow-up questions or new inquiries at any time.

Sage 1:48 PM
Reference 1 details:

Which of the following approaches are you most interested in trying for weight loss? ANSWER: Prescription-only medications (Wegovy, Ozempic, Mounjaro)
vs
What is your expected annual household income before taxes?

Interest in prescription-only weight loss medications is low across all income levels, with the highest interest among those earning under $75,000 (2%). The majority (89%) are not interested, with the least interest from high earners (more than $150,000) at 11%. Data collected from Jan 2021 to Apr 2024.

View more details in the InsightStore. [Go]

Sage 1:48 PM
Reference 2 details:

Sage 1:46 PM
I'm feeling lucky:

Do you believe that Tina Turner is one of the most under-appreciated musical legends of all time?

Results

- A majority of 76% believe that Tina Turner is one of the most under-appreciated musical legends of all time.

- Only 18% do not think Tina Turner is one of the most under-appreciated musical legends.

- A small percentage of 4% are not sure about their stance on Tina Turner's appreciation in music history.

- An even smaller group, 2%, have either other opinions or no opinion on the matter.

- The total number of respondents for the question is 1,055.

- The survey was conducted over a period of approximately 17 days, from May 26 to June 12.