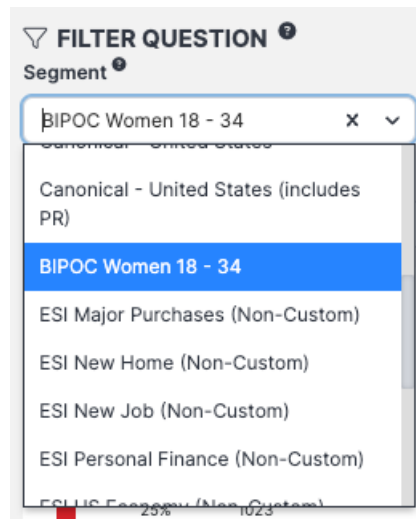# Using segments

01/31/2024 1:49 pm EST

To use segments, find the question you are interested in and click on its text to reach the question page. Click on the *Filter Question* heading, then on *Segments*. You will see the *Segments* dropdown to the right. Click on it and scroll through the list of segments.

Here I've selected the *BIPOC Women 18 - 34 s*egment. The default display is a horizontal bar chart, but you may use the three buttons at the lower right corner to select a vertical bar chart or pie chart if you prefer.

The hamburger menu at the upper right corner may be used to export or download the displayed data or to view the data table.

	Background Track Bar	Responses
Much more relevant	100	
Much more relevant		6
Somewhat more relevant	100	
Somewhat more relevant		9
About the same	100	
About the same		26
Somewhat less relevant	100	
Somewhat less relevant		11
Much less relevant	100	
Much less relevant		25
N/A - I don't use social media	100	
N/A - I don't use social media		23

Question Results in Percent

Segment Selection Best Practices

The segment list is vast, with many different types of segments, but they typically fall into three categories. Custom segments are created for your reports, identifying population groups based on how respondents answered specific value questions. Demographic segments are made using census data and profile questions. Deployment segments are created for launching questions to specific groups but are not used for filtering questions or report settings.