Creating a segment

08/18/2025 9:13 am EDT

Before creating a new segment, it is best to search the segment list to see if the segment you need already exists. Doing so helps limit the number of duplicates in the system.

To create a segment, go to the segments page and click on the bright blue *Create* button in the upper right corner.



Provide a descriptive name for your segment, then add constraints (answers to poll questions).

Create New Segment			\times
Segment Name * :			
Atlanta residents 45+			
When naming a segment, you should be as specific as possible use throughout the system, and if shared, a name that others w	. This is a name that you will ill see in their segment list.		
Constraints:			
All available respondents		119,470,82	8
Applied Constraints:			
	+ Add constraint		
		Cancel	Submit

Choose the type of constraint you wish to add. You can search for the constraint you want by text string or question ID or select gender, age, race, income, or urbanicity. Some of the most common geography constraints are conveniently linked. Geography is determined by IP addresses.

Create New Segment

Add a constraint

	And and a second se
Enter search term	Q
Adding additional attributes to the definition will further constrain the segment. The overall segment size will be updated automatically with every constraint that you add. Many attributes will also allow you to add a date cond to the constraint, so that you can be sure you are getting the exact segment you are after.	tion
Frequently used constraints	
Gender Sel	ect
Age <u>Sel</u>	ect
Race Set	ect
Income Set	ect
Urbanicity Set	ect
Geography > Country	ect
Geography > State	ect
Geography > Metro	ect
Geography > ZIP Code Set	ect
c	ancel

I've chosen to limit my segment by age first. I selected the age ranges that interest me and clicked *Add Constraint.*

Create New Segment		\times
Add a constraint		
A.7.0		
Age		
Under 18		
18 - 24		
25 - 29		
30 - 34		
35 - 44		
✓ 45 - 54		
55 - 64		
🕑 65 or older		
Which answers do you want?		
 All answers 		
Answers Given After a Specific Date		
Answers Given Before a Specific Date		
Answers Given During a Specific Date Range		
	Return to Search	Add Constraint

I want to limit my segment further, so I select *Add another constraint*.

Create New Segment

Segment Name * :		
Atlanta residents 45+		
When naming a segment, you should be use throughout the system, and if share	e as specific as possible. This is a name that you wil ed, a name that others will see in their segment list.	I
Constraints:		
All available respondents		119,470,828
Applied Constraints:		
And ~ Age > 4	5 - 54, 55 - 64, 65 or <u>Edit</u> ×	61,874,398
All respons	es	
	+ Add another constraint	
		Cancel Subm

I chose *Geography > Metro* and then selected *Atlanta*, *GA*, from the list of metro areas and clicked *Add Constraint*.

Create New Segment		×
Add a constraint		
Metro		
 Abilene, TX Albany, Ga Albany, NY Albuquerque-Santa Fe, NM Alexandria, LA Alpena, MI Amarillo, TX Anchorage, AK Atlanta, GA Augusta, Ga Austin, TX Bakersfield, CA Baltimore, MD Bangor, ME Baton Rouge, LA Beaumont, TX Bend, OR Billings, MT Billoxi, MS Binghamton, NY Birmingham, AL 		
 Bluefield, WV Boise, ID 		
	Return to Search	Add Constraint
	Return to Search	Add Constraint

Here's how things look now:

Atlanta residents 4	15+	
hen naming a segment se throughout the syste	, you should be as specific as possible. This is a name tha m, and if shared, a name that others will see in their segm	t you will nent list.
All available respo	ndents	119,470,828
pplied Constraint	5:	
And ~	Age > 45 - 54, 55 - 64, 65 or older <u>Edit</u> All responses	∝ 61,874,398
And ~	Metro > Atlanta, GA All responses	× 1,100,024
	+ Add another const	raint

It all looks good, so I hit *Submit* to create the segment.

The system takes me to the *Segment Settings* page. I can add another constraint from this screen, change my selected constraints, or give the segment a new name.

Create New Segment

Segment Name * :			
Atlanta residents 45+			
When naming a segment, you sh use throughout the system, and	nould be as specific as possible. This if shared, a name that others will se	s is a name that you will be in their segment list.	
constraints:			
All available responden	ts		119,470,828
Applied Constraints:			
And v old All r	e > 45 - 54, 55 - 64, 65 or er esponses	Edit X	61,874,398
And ~ All r	tro > Atlanta, GA esponses	Edit ×	1,100,024
	+ Add ar	nother constraint	
			Cancel Su

One thing to keep in mind when creating segments is that you need enough responses to be representative. The minimum you use will depend on your account, but please stay aware. The segment I defined above has 1,100,024 responses, so it is acceptable.

Operators

When building segments, there are three types of operators for combining constraints.

The *And* operator combines constraints so that respondents must meet all criteria to be included in the segment. In this example, respondents will only be included in our segment if they are 55 or older *and* residents of Georgia.

Dannyla Resident	i Age Mi+		
the sample segme	provident to us sparse as possible. The	A state for you do	
Constraints:			
All available resp	ondents		118,420,286
Appliei Genetate			
And -	Age = 55 - 64, 05 sr closer si masenan	ten ×	45,730,496
And w	Blate > Deceja et represe	68 ×	0.00.96
	+ 444 an	the constraint	

The *And Any* operator works like an *OR* statement in Boolean search. Respondents will be included in a segment when applying an And Any operator if they meet any of the defined criteria. In this example, respondents will be included in our segment if they are 55 or older *and* live in Georgia.

DEFINITION	
Segment Name " : Georgia Residents Age 55+	
Constraints:	
All available respondents	119,470,786
Applied Constraints:	
To what broad age group do you belang? > 55-64, 65 or older Edt X Air responses Air responses Edt X	45,130,495
And any ~ USState > Georgia Edit ×	1,138,196
+ Add another constraint to this block	
+ Add another constraint	
Delete Reset Update	

The operators above help identify respondents to include in a segment. The *And Not* operator identifies respondents to exclude. When applying the *And Not* operator, respondents meeting the selected criteria will be excluded from the segment. The segment below will be composed of all respondents who are 55 or older *and not* residents of Georgia.

Georgia Residents	Age 55+		
onstraints:			
All available respon	ndients		119,470,78
pplied Constraints			
And v	To what broad age group do you belong? > 55 - 64, 65 or older Al responses	Edit ×	45,130,49
And not v	USState > Georgia Al responses	Edit ×	40,890,06
	+ Add a	nother constraint	