

# Creating a segment

02/21/2024 1:30 pm EST

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.

## Segments

+ Create  
  

Showing 1 to 25 of 116 results Sort by: Name

NAME	DATE
<a href="#">City - Not Fair</a>	October 2, 2019
<a href="#">0 Joint Bank Accounts</a>	March 4, 2020

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

### Create New Segment

×  

**Segment Name \***

  
When naming a segment, you should be as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.  

**Constraints:**

 119,470,828  

**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



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 condition to the constraint, so that you can be sure you are getting the exact segment you are after.

### Frequently used constraints

Gender	<a href="#">Select</a>
Age	<a href="#">Select</a>
Race	<a href="#">Select</a>
Income	<a href="#">Select</a>
Urbanicity	<a href="#">Select</a>
<b>Geography</b> > Country	<a href="#">Select</a>
<b>Geography</b> > State	<a href="#">Select</a>
<b>Geography</b> > Metro	<a href="#">Select</a>
<b>Geography</b> > ZIP Code	<a href="#">Select</a>

[Cancel](#)

I've chosen to limit my segment by age first. I selected the age ranges in which I am interested and clicked *Add Constraint*.

## Create New Segment



### Add a constraint

#### 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 as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.

### Constraints:

All available respondents

119,470,828

### Applied Constraints:

And

Age > 45 - 54, 55 - 64, 65 or

older

[Edit](#)

All responses

61,874,398

[+ Add another constraint](#)

Cancel

Submit

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
- Biloxi, MS
- Binghamton, NY
- Birmingham, AL
- Bluefield, WV
- Boise, ID

[Return to Search](#)

[Add Constraint](#)

Here's how things look now:

### Create New Segment ×

**Segment Name \***

Atlanta residents 45+

When naming a segment, you should be as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.

**Constraints:**

All available respondents 119,470,828

**Applied Constraints:**

And **Age > 45 - 54, 55 - 64, 65 or older** [Edit](#) × 61,874,398  
All responses

And **Metro > Atlanta, GA** [Edit](#) × 1,100,024  
All responses

[+ Add another constraint](#)

[Cancel](#) [Submit](#)

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 should be as specific as possible. This is a name that you will use throughout the system, and if shared, a name that others will see in their segment list.

Constraints:

All available respondents

119,470,828

Applied Constraints:

And

Age > 45 - 54, 55 - 64, 65 or older

Edit X

61,874,398

All responses

And

Metro > Atlanta, GA

Edit X

1,100,024

All responses

+ Add another constraint

Cancel

Submit

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.

## 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 the example here, respondents will only be included in our segment if they are 55 or older *and* residents of Georgia.

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 \* :

Constraints:

All available respondents 119,470,786

Applied Constraints:

And To what broad age group do you belong? > 55 - 64, 65 or older 45,130,495  
All responses

And any USState > Georgia 1,188,396  
All responses

+ 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.

DEFINITION

Segment Name \* :

Constraints:

All available respondents 119,470,786

Applied Constraints:

And To what broad age group do you belong? > 55 - 64, 65 or older 45,130,495  
All responses

And not USState > Georgia 40,890,060  
All responses

+ Add another constraint

Delete Reset Update