

Creating a segment

06/16/2025 11:16 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.

Segments

+ Create

Enter search term

Showing 1 to 25 of 116 results

Sort by: Name

NAME	DATE
City - Not Fair	October 2, 2019
0 Joint Bank Accounts	March 4, 2020

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

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:

+ 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	Select
Age	Select
Race	Select
Income	Select
Urbanicity	Select
Geography > Country	Select
Geography > State	Select
Geography > Metro	Select
Geography > ZIP Code	Select

[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



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Atlanta residents 45+

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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+

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Constraints:

All available respondents119,470,828

Applied Constraints:

And ▾

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

[Edit](#) ✕

61,874,398

And ▾

Metro > Atlanta, GA
All responses

[Edit](#) ✕

1,100,024

+ 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



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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
All responses

[Edit](#) [X](#)

61,874,398

And

Metro > Atlanta, GA
All responses

[Edit](#) [X](#)

1,100,024

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

The screenshot shows the 'Create New Segment' interface. The 'Segment Name' is 'Georgia Residents Age 55+'. The 'Constraints' section shows 'All available respondents' with a count of 119,470,828. The 'Applied Constraints' section shows two constraints combined with the 'And' operator: 'Age > 55 - 64, 65 or older' (61,773,493 responses) and 'State > Georgia' (1,100,024 responses). A '+ Add another constraint' button is visible below the applied constraints. At the bottom, there are 'Cancel' and 'Submit' buttons.

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:

And

To what broad age group do you belong? > 55 - 64, 65 or older

Edit

×

45,130,495

All responses

And any

USState > Georgia

Edit

×

1,138,396

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 * :

Georgia Residents Age 55+

Constraints:

All available respondents

119,470,786

Applied Constraints:

And

To what broad age group do you belong? > 55 - 64, 65 or older

Edit

×

45,130,495

All responses

And not

USState > Georgia

Edit

×

40,890,080

All responses

+ Add another constraint

Delete

Reset

Update