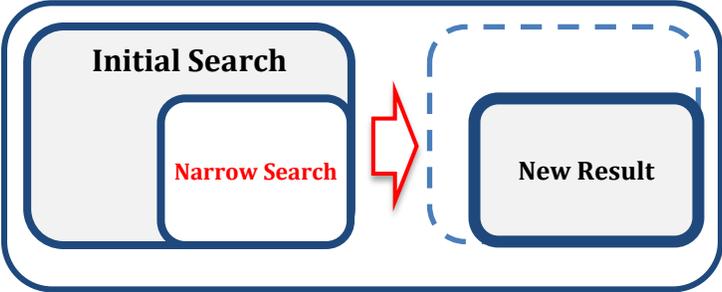



**Narrow People**

**What is it?**

Once you've created a list you may want to refine your search by adding or removing people with certain traits or tags. The Narrow People function allows you to further refine your existing search results. Only people with the characteristics you specify will be returned by the search. Narrowing produces the same results as if you'd entered the characteristics of the narrowing search into your initial search.


**When to use it?**

Use Narrow People in one of several situations, including:

- Your initial search captured too many records for your intended purpose.
- You want to contact only a subset of an existing search – for example, just people tagged with a certain Activist Code or Survey Question response, or just people who live in a certain geographical area.
- You want to divide an existing search into several smaller searches – for example, by geographic area, by constituency type, or by age – so that different people can conduct specialized outreach to different parts of the initial search list.


**How to use it?**

Using this function is simple. Load your existing search or list then click the Narrow People icon at the top of the page. Define your search according to the people you want to keep on your list, and press 'Search.' You can then save the resulting list or refine it further by narrowing using other criteria.


**Expert Tips:**

- Narrowing a list to only people with confirmed phone numbers is essential when using any of the Phone Services tools such as Virtual Phone Bank or Predictive Dialer.
- Think carefully about the difference between Remove and Narrow. For example, if you want to call only women, removing men will leave everyone who has not been tagged as a man which may leave some men on the list because their sex is not designated in the database. Narrowing to women assures only women are on the list, but may remove some women whose sex also isn't in the database. Which function you use depends on which records you are satisfied with remaining in your list.