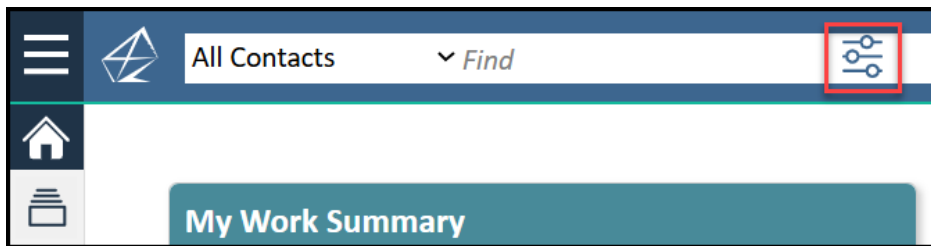# Using the IQ Audience Builder
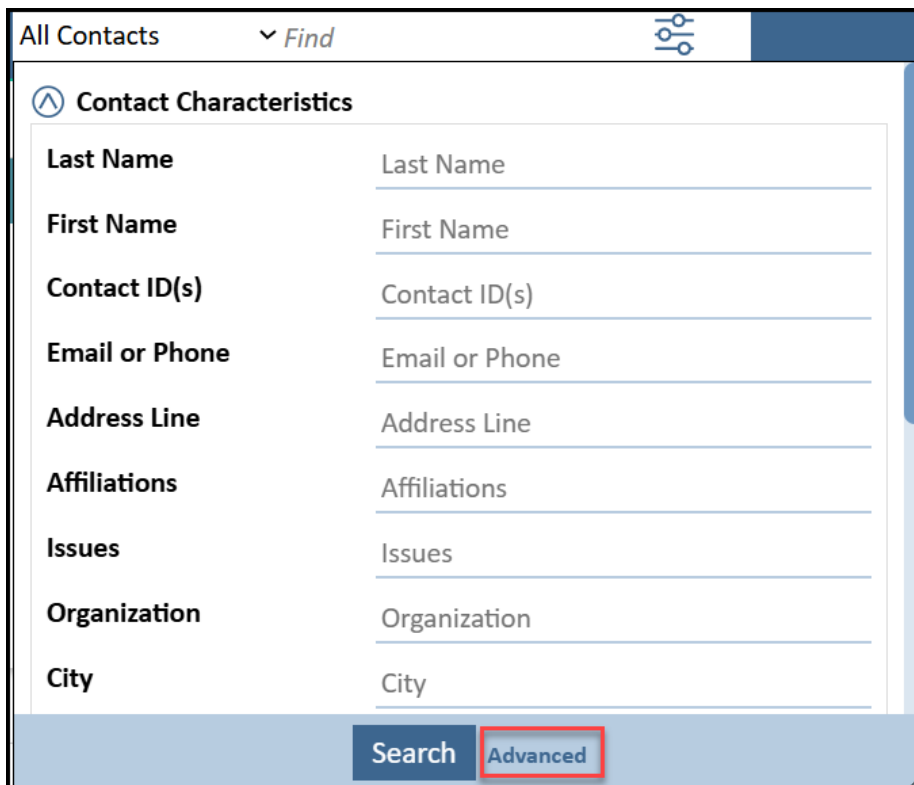
Market: House, Senate

Description: These instructions teach users how to use the IQ Audience Builder to generate a list of contact records.
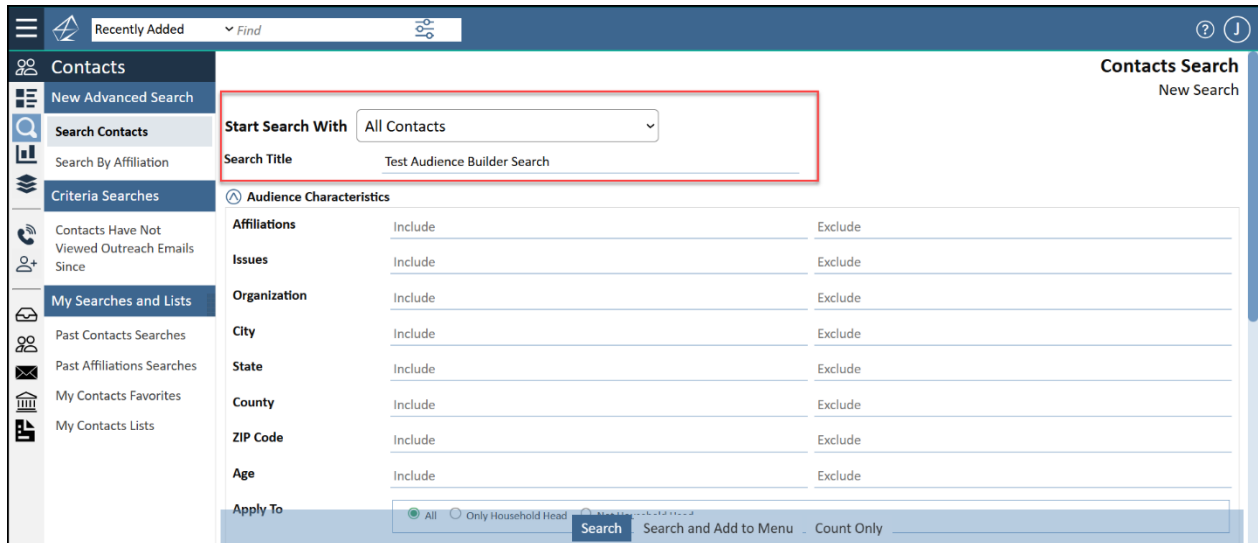
1. In the Contacts search bar, select the button.

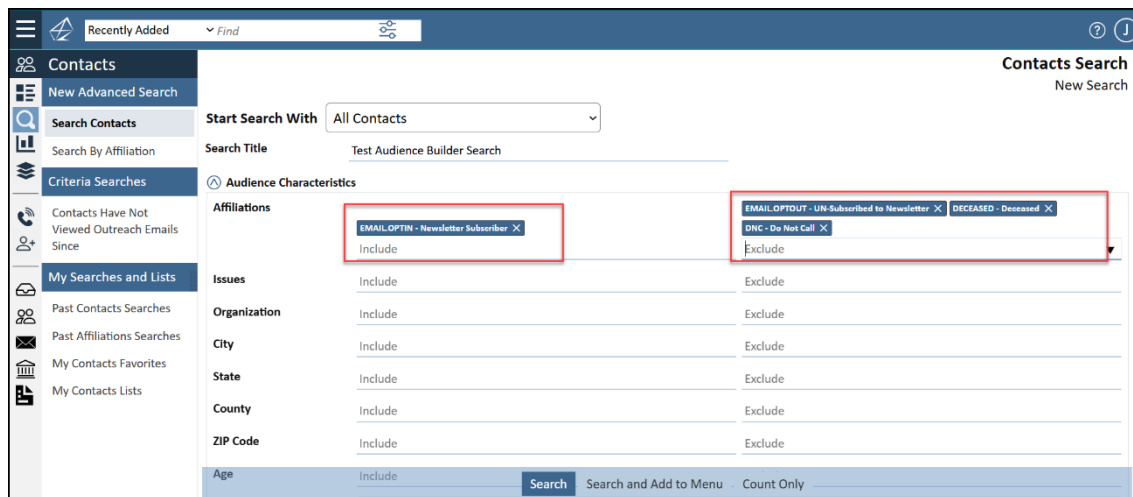2. The Contact Characteristics window is displayed. Select the **Advanced** button.

3. The **Audience Builder** feature is displayed. Select the appropriate "Start Search With" option from the dropdown, then title you're search next to "Search Title" so it's easier to find when you save it later. You may click the ⊙ to expand any of the categories.

4. Enter the attributes to **Include** at the left column and **Exclude** at the right column.

More - Geography

Apply To	⦿ All Addresses ○ Primary Addresses ○ Preferred Only
Address Type	⦿ Either ○ Home Only ○ Business Only
Congressional District	VA11

Note: A Best Practice under **Audience Characteristics** is to exclude contacts who are Members of Congress, deceased, or prefer not to be contacted. Under **Geography,** enter the congressional district in the **Include** column to avoid sending outreach to contacts outside of the appropriate district.

5. Expand the **Search Options** category.

Search Options

Combine Entries With	⦿ And ○ Or
Case Sensitive	○ Yes ⦿ No
Wildcard Character	*
Delimiter Character	,

a. **Combine Entries With**:
- **And:** This option will use **all** search criteria defined in previous sections.
- **Or:** This option will use **any** search criteria defined in previous sections.

b. **Wildcard Character:**
- Defaults to an asterisk (*)
- Used to perform a partial match.

6. Click **Count Only** to determine the number of contact records based on the criteria.

7. Click one of the following options:

a. **Search**: Allows you to view the list of contact records based on the criteria.
b. **Search and Add to Menu:** Allows you to search and view the list of contact records, as well as add this search to your Contacts menu so you can search it again in the future.
c. **Count Only:** Allows you to just see a count of how many contacts this search would find.

Search   Search and Add to Menu   Count Only

> **Note:** After you have conducted your search, you can click on the search icon, go to **Past Contact Searches** to find and share these previous searches with other users in your office. Just click to **edit** the search and choose to **Share with Other Users**.