

Segment Name

ACXM Charities and Causes > Community Involvement - Causes Supported Financially > Political > Conservative Causes
ACXM Charities and Causes > Community Involvement - Causes Supported Financially > Political > Liberal Causes
ACXM Interest > Current Affairs / Politics
ACXM Politics > Political Party > Unknown Party
ACXM Politics > Written or Called any Politician at the State, Local, or National Level
ACXM Charities and Causes > Community Involvement - Causes Supported Financially > Political > Conservative Causes
ACXM Politics > Political Party > Democrat
ACXM Charities and Causes > Community Involvement - Causes Supported Financially > Political > Liberal Causes
ACXM Interest > Current Affairs / Politics
ACXM Politics > Political Party > Independent
ACXM Politics > Written or Called any Politician at the State, Local, or National Level
ACXM Politics > Political Party > Republican
ACXM Politics > Political Party > Unknown Party
Political News Consumers
Registered Democrat
Registered Republican
ALC Political Precision - Voters by Congressional District - North Carolina - 1st Congressional District
ALC Political Precision - Voters by Congressional District - North Carolina - 2nd Congressional District
ALC Political Precision - Voters by Congressional District - North Carolina - 4th Congressional District
ALC Political Precision - Voters by Demographic Selects - Affluent Voters
ALC Political Precision - Voters by Demographic Selects - African American Voters
ALC Political Precision - Voters by Demographic Selects - Caucasian Voters
ALC Political Precision - Voters by Demographic Selects - Hispanic/Latin American Voters
ALC Political Precision - Voters by Demographic Selects - Senior Voters
ALC Political Precision - Voters by Demographic Selects - Voters with Children
ALC Political Precision - Voters by Demographic Selects - Voters with Grandchildren
ALC Political Precision - Voters by Voting History - Early and Absentee Voters
ALC Political Precision - Voters by Voting History - Frequent General Election Voters - Democrat
ALC Political Precision - Voters by Voting History - Frequent General Election Voters - Republican
ALC Political Precision - Voters by Voting History - Newly Registered Voters
ALC Wealth Window - Lifestyle/Interest - Politically Conservative TV Watchers
Across Audience Profiles - Politics and Social Issues
Alliant - Buyers With Social Interest - Politics - Bernie Sanders Voter Propensity
Alliant - Buyers With Social Interest - Politics - Conservative Republican Propensity
Alliant - Buyers With Social Interest - Politics - Donald Trump Voter Propensity
Alliant - Buyers With Social Interest - Politics - Hillary Clinton Voter Propensity
Alliant - Buyers With Social Interest - Politics - Liberal Democrat Propensity
Alliant - Buyers With Social Interest - Politics - Middle of the Road Democrat Propensity
Alliant - Buyers With Social Interest - Politics - Middle of the Road Republican Propensity
Alliant - Composite Segment - Focus on Politics Online
Consumer Targets - Interests - Politics and Society
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Political
IXI - Political - Affluent Conservatives
IXI - Political - Affluent Politically Active
Nielsen Lifestyle - Eco-friendly - Environmental political support (Scarborough)
V12 - Lifestyle - Voter Indicator
V12 - Politics - Registered Voters - Democrat

eXelate B2BX - Functional Area - Government
eXelate Demographic - Politics - Likely Voter
eXelate Demographic - Politics - Political Views - Independent
eXelate Demographic - Politics - Political Views - Leans left
eXelate Demographic - Politics - Political Views - Leans right
eXelate Demographic - Politics - Registered Voters - Democrat
eXelate Demographic - Politics - Registered Voters - Republican
eXelate Demographic - Politics - U.S. Congressional Districts
eXelate Interest - General Interest - Political Junkies
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 11 - Democrats
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Health
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Political
ALC Political Precision - Political Affiliation by Party - Democrat
Across Audience Profiles - Politics and Social Issues
eXelate Demographic - Politics - Registered Voters - State Congressional District - Idaho - 2 - Republicans
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 11
ALC Political Precision - Voters by Voting History - Newly Registered Voters
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 14 - Democrats
Alliant - Buyers With Social Interest - Politics - Hillary Clinton Voter Propensity
ALC Political Precision - Social Profiles by Type - Socially Liberal
V12 - Politics - Registered Voters - Democrat
Alliant - Buyers With Social Interest - Politics - Conservative Republican Propensity
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 18 - Republicans
Alliant - Buyers With Social Interest - Politics - Middle of the Road Republican Propensity
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 15 - Democrats
ALC Political Precision - Persuadables - Noncomformist - Republican leaning towards Democrat
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 11 - Republicans
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 12
Nielsen Political - Political Personas - Mild Republicans (Experian)
eXelate Demographic - Politics - Political Views - Leans left
Alliant - Propensity - Politically Liberal
ALC Wealth Window - Political Affiliation - Democrat
ALC Political Precision - Social Profiles by Type - Active Military
ALC Political Precision - Voters by Demographic Selects - Hispanic/Latin American Voters
ALC Wealth Window - Political Affiliation - Republican
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 17 - Republicans
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - International
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 15
eXelate Interest - General Interest - Political Junkies
ALC Political Precision - Voters by Demographic Selects - Voters with Children
Alliant - Propensity - Politically Conservative
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 10 - Republicans
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 16 - Republicans
ALC Political Precision - Voters by Congressional District - North Carolina - 2nd Congressional District
ALC Political Precision - Voters by Congressional District - North Carolina - 1st Congressional District
IXI - Political - Affluent Politically Active
Alliant - Buyers With Social Interest - Politics - Donald Trump Voter Propensity
ALC Wealth Window - Lifestyle/Interest - Politically Conservative TV Watchers

ALC Political Precision - Voters by Voting History - Frequent General Election Voters - Democrat
ALC Political Precision - Voters by Voting History - Early and Absentee Voters
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Art/Culture/Humanities
Nielsen Lifestyle - Affiliated with Republican Political Party (MRI)
ALC Political Precision - Voters by Demographic Selects - Caucasian Voters
eXelate Demographic - Politics - Registered Voters - Republican
ALC Political Precision - Voters by Voting History - Frequent General Election Voters - Republican
ALC Political Precision - Social Profiles by Type - Veterans
Alliant - Composite Segment - Focus on Politics Online
eXelate Demographic - Politics - Political Views - Leans right
V12 - Lifestyle - Voter Indicator
eXelate Demographic - Politics - Political Views - Independent
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Animals
Consumer Targets - Interests - Politics and Society
ALC Political Precision - Voters by Demographic Selects - Senior Voters
ALC Political Precision - Voters by Congressional District - North Carolina - 4th Congressional District
eXelate Demographic - Politics - U.S. Congressional Districts
Alliant - Buyers With Social Interest - Politics - Liberal Democrat Propensity
Alliant - Buyers With Social Interest - Politics - Middle of the Road Democrat Propensity
Infogroup Media Solutions - B2C - Political Xchg - Politics - Voter Segment - Boomer - Liberal Voters
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Veterans
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Children
ALC Political Precision - Voters by Demographic Selects - African American Voters
ALC Political Precision - Social Profiles by Type - Military Supporters
Alliant - Buyers With Social Interest - Politics - Bernie Sanders Voter Propensity
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 14 - Republicans
eXelate Demographic - Politics - Registered Voters - State Congressional District - Idaho - 1 - Republicans
ALC Political Precision - Voters by Demographic Selects - Voters with Grandchildren
ALC Political Precision - Social Profiles by Type - Lesbian-Gay-Bisexual-Transgender (LGBT) Donors/Supporters
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits - Religious
IXI - Political - Affluent Conservatives
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 15 - Republicans
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 13 - Republicans
ALC Political Precision - Social Profiles by Type - Marriage Equality Supporters
eXelate Demographic - Politics - Registered Voters - State Congressional District - Pennsylvania - 12 - Republicans
Consumer Targets - Interests - Politics and Society - Charities and Non-Profits
eXelate Demographic - Politics - Registered Voters - Democrat
ALC Political Precision - Political Affiliation by Party - Republican
eXelate Demographic - Politics - Likely Voter
ALC Political Precision - Voters by Demographic Selects - Affluent Voters
Stirista > Voter > State Congressional District > CA-53
Stirista > Voter > State Congressional District > MI-13
Stirista > Voter > State Congressional District > CA-19
Stirista > Voter > State Congressional District > GA-11
Stirista > Voter > Age > Age 26-30
Stirista > Voter > State Congressional District > TX-12
Stirista > Voter > Ethnicity > English/Welsh

Stirista > Voter > Ethnicity > Turkish
Stirista > Voter > State Congressional District > NY-22
Stirista > Voter > State Congressional District > NY-23
Stirista > Voter > Age > Age 65+
Stirista > Consumer > Donations > Middle Income Political Donor
Stirista > Voter > Ethnicity > Laotian
Stirista > Voter > State Congressional District > IL-10
Stirista > Voter > State Congressional District > CA-32
Stirista > Voter > State Congressional District > GA-12
Stirista > Voter > State Congressional District > OH-16
Stirista > Voter > Ethnicity > Pakistani
Stirista > Voter > Age > Age 18-25
Stirista > Voter > State Congressional District > FL-14
Stirista > Voter > State Congressional District > FL-16
Stirista > Voter > VoteFrequency > 8
Stirista > Voter > State Congressional District > IL-12
Stirista > Voter > State Congressional District > CA-40
Stirista > Voter > State Congressional District > NY-10
Stirista > Voter > Ethnicity > Serbian
Stirista > Voter > State Congressional District > OH-13
Stirista > Consumer > Donations > Political Donor
Stirista > Voter > State Congressional District > CA-31
Stirista > Voter > Ethnicity > Likely Af-Am (Modeled)
Stirista > Voter > Ethnicity > Norwegian
Stirista > Voter > Ethnicity > Irish
Stirista > Voter > VoteFrequency > 3
Stirista > Consumer > Donations > Political - Conservative Charitable Donation
Stirista > Voter > Ethnicity > Swedish
Stirista > Voter > State Congressional District > CA-48
Stirista > Consumer > Donations > High Income Political Donor
Stirista > Voter > State Congressional District > TX-34
Stirista > Voter > African-American Voters
Stirista > Voter > State Congressional District > NY-27
Stirista > Voter > Ethnicity > Dutch (Netherlands)
Stirista > Voter > State Congressional District > NY-24
Stirista > Voter > VoteFrequency > 2
Stirista > Voter > State Congressional District > FL-18
Stirista > Consumer > Donations > Political - Liberal Charitable Donation
Stirista > Voter > State Congressional District > FL-24
Stirista > Voter > Party > Non-Partisan
Stirista > Voter > Ethnicity > French
Stirista > Voter > Gun Owner
Stirista > Voter > Ethnicity > German
Stirista > Voter > State Congressional District > NC-10
Stirista > Voter > State Congressional District > NY-15
Stirista > Voter > State Congressional District > CA-46
Stirista > Voter > State Congressional District > VA-10
Stirista > Voter > Ethnicity > Filipino

Stirista > Voter > Age > Age 41-50
Stirista > Voter > Party > Republican
Stirista > Voter > Age > Age 31-40
Stirista > Voter > VoteFrequency > 4
Stirista > Voter > VoteFrequency > 6
Stirista > Voter > Ethnicity > Korean
Stirista > Voter > VoteFrequency > 1
Stirista > Voter > State Congressional District > NC-12
Stirista > Voter > VoteFrequency > 5
Stirista > Voter > Ethnicity > Hispanic
Stirista > Voter > State Congressional District > FL-27
Stirista > Voter > Ethnicity > Slovakian
Stirista > Voter > Ethnicity > African or Af-Am Self Reported
Stirista > Voter > Ethnicity > Italian
Stirista > Voter > Party > Green
Stirista > Voter > Ethnicity > Scots
Stirista > Voter > Ethnicity > Native American (self reported)
Stirista > Voter > VoteFrequency > 7
Stirista > Intent > B2C > Political > Politician
Stirista > Voter > VoteFrequency > 0
Stirista > Voter > Age > Age 51-64
Stirista > Voter > Ethnicity > Vietnamese
Stirista > Voter > Party > Democratic
L_Int_Hobbies&Activities_Politics&SocialIssues_Politics
L_Int_Hobbies&Activities_Politics&SocialIssues_Religion
L_Dem_Politics_DonateToLiberalCauses_
L_Dem_Politics_LikelyToEngageInPolitics_Liberal
L_Dem_Politics_LikelyToEngageInPolitics_Conservative
L_Int_Hobbies&Activities_Politics&SocialIssues_Veterans
L_Dem_Politics_UsPolitics_Moderate
L_Beh_CharitableDonations_Charity_Political
L_Dem_Politics_UsPolitics_VeryConservative
L_Int_Hobbies&Activities_Politics&SocialIssues_Military
L_Dem_Politics_UsPolitics_VeryLiberal
L_Int_Hobbies&Activities_Politics&SocialIssues_Charity&Causes
L_Int_Hobbies&Activities_Politics&SocialIssues_Volunteering
L_Dem_Politics_UsPolitics_Conservative
L_Int_Hobbies&Activities_Politics&SocialIssues_Politics&SocialIssues(All)
L_Dem_Politics_UsPolitics_Liberal
L_Dem_Politics_DonateToConservativeCauses_
L_Int_Hobbies&Activities_Politics&SocialIssues_Environmentalism
ACXM Politics (US)
Advocacy
Affluent Early Boomer Republicans
Affluent GenX Republicans
Affluent Late Boomer Republicans
Affluent Millennial Republicans
Affluent Republican Seniors

Affluent Voters
Conservative
Conservative - Very Conservative
Conservative Republican Propensity
Conservative Voters
Current Affairs & Politics
Current Affairs & Politics
DLX Politics
Democrat
Democrat
Democrat
Early & Absentee Voters
Federal Agencies
Government
Issues
Jobs
Just a Jump to the Left
Keeping Things Right
Left-Handed Smoke-Shifters
Military
Military Air Force
Military Army
Military General
Military Marines
Military Navy
Millennials
News
News & Current Events
News and Current Events
News and Politics
Nonprofit Organizations
Political Lifestyle
Political Science Majors
Politician/Legislator/Diplomat
Politics
Premium - Republican Party Affiliation
Republican Party Affiliation
Socially Conscious Millennials
U.S. Political
US Political
Democrat
Conservative Democrats
News and Politics
Active Voter
Opportunity Seeking Democrat
Early & Absentee Voters
Political Lifestyle
Eligible Voters

News & Politics
Government & Politics
Female Democratic Supporter
Democrat
Professional Democrat
Current Affairs / Politics
Affluent Voters
Democrat
Affluent Late Boomer Republicans
Premium - Republican Party Affiliation
DLX Politics
All Voters
News And Politics
Republican Party Affiliation
Politics
Affluent Republican Seniors
Traditional Republican
Democrat
Current Affairs/Politics
Democrat
Current Affairs & Politics
Democrat
Current Affairs & Politics
ACXM Politics (US)
Conservative Republican Propensity
Affluent GenX Republicans
Opportunity-Seeking Democrat
Conservative Voters
Democrat
Current Affairs & Politics
Democrats
Political Science Majors
U.S. Political
Law, Government & Politics
US Political
Affluent Early Boomer Republicans
Local Government and Politics
Affluent Millennial Republicans