

Below is an overview of standard political interest segments that are available and may be used by Amobee's clients to deliver targeted advertising using Amobee's advertising technology.

2020 Presidential Candidates Supporters	Conservative Executives
2nd Amendment Supporters	Conservative Freedom
2nd Amendment/Guns	Conservative-leaning Media Outlets
Above Average Voter Targets	Conservative-leaning Media Personalities
Absentee Voter Type Description (e.g. Federal, Military, Permanent, Temporary)	Conservative Lifestyle
Affluent Voters	Conservative News
Affordable Care Act Opposition	Conservative Publications
Affordable Care Act Supporters	Conservative Retiree
African American Voters	Conservative Values
Against Foreign Intervention	Conservative Volunteers
All Other Registered Voters	Conservative Voters
American Politics	Conservative_Database
Animal Rights Supporters	Conservatives
Any Conservative Political Outlook	Content Voters
Any Group That Tries to Influence Public Policy or Government	Core Based Statistical Areas (CBSA)
Any Liberal Political Outlook	Country Conservative
Base Voters	Current Affairs & Politics
Best Voter Targets	DEM High Propensity Voters
Bible Belt Conservative	DEM Low Propensity Voters
Boomer Voters	DEM Mid Propensity Voters
Buddhist Voters	DEM Political Donor
Business, Professional, Labor, Political, and Similar Organizations	DEM Primary Voters
Campaigns and Elections	Democrat - Persuadable/Soft
Catholic Voters	Democrat - Yellow Dog
Caucasian Voters	Democrat and Independent
Cautious Conservatives	Democrat and Republican
Charitable Donors, by Political Issue / Causes	Democrat Charity Donor
Charitable Donors, by Political Party	Democrat Has Children
Chinese Best Voter Targets	Democrat High Income
Chinese High Value Voter Targets	Democrat Home Owner
Chinese Voters - All Above Average Targets	Democrat Investor
Climate & Environment	Democrat Likely Married
Climate Change and Global Warming	Democrat Likely Single
Community Conservatives	Democrat Low Income
Congressional District	Democrat Mid Income
Conservative Causes	Democrat Social Conservative
Conservative Causes Donors	Democrat Sports
Conservative Democrats	Democrat Voters
Conservative Donors	Democrat, Republican, and Independent
	Democratic
	Democratic Donor
	Democratic Party

Democratic Party Affiliation	Government
Democratic Party Associations, by State	Government & Politics
Democratic Party Upholders	Government (Congress, Federal Agencies, Presidential)
Democrat-Only Households	Government Industry
Doesn't Vote	Governors
Drug Laws and Policy	Greek Orthodox Voters
Early / Absentee Voters	Green Party
Eastern Orthodox Voters	Green Libertarians
Economic Conservative	Green Traditionalists
Economic Issues & Policy	Gun Control Supporters
Economic Liberal	Gun Owners
Education and Social Policy	Head of Household by Party Affiliation, Ideology, Political Contributions
Education Supporters	High Dollar Donors - Democrat
Election Day US Eligible Voters	High Dollar Donors - Republican
Election Day US Politics Fans	High Dollar Federal Donors - Democrat
Elections	High Dollar Federal Donors - Republican
Elections & Campaigns	High Dollar State Donors - Democrat
Eligible Voters	High Dollar State Donors - Republican
Environmental Issues	High Propensity Voters
Executive & Legislative Bodies	High Value Voter Targets
Extremely Progressive	Hindu Voters
Fair Workplace and Employment Regulations	Hispanic/Latin American Voters
Federal Donors	Honest and Open Government
Federal Election Commission - Donors	Household by Party Affiliation, Ideology, Political Contributions
Female Democratic Supporter	Human Rights
Female Voters	Human Rights and Liberties
First Time Voters, by Year	Immigration Policy and Border Issues
Fiscal / Tax Policy	Independent Donor
Fiscal Propensity	Independent High Propensity Voters
Fiscally Conservative - Spending & Debt	Independent Low Propensity Voters
Fiscally Conservative - Tax	Independent Mid Propensity Voters
Fiscally Liberal - Spending & Debt	Independent Party
Fiscally Liberal - Tax	Independent Social Conservative
Foreign Policy	Independent Voters
Frequent General Election Voters	Independent/Other
Frequent General Election Voters - Democrat	Inferred Democrat
Frequent General Election Voters - Republican	Inferred Independent/Other
Gen X Voters	Inferred Non-Registered
Giving For Green Democrat	Inferred Republican
GOP High Propensity Voters	Informed But Unregistered
GOP Low Propensity Voters	International Politics, Economics and Communication
GOP Mid Propensity Voters	
GOP Political Donor	
GOP Primary Voters	
GOP Voted	



- Islamic Voters
- Jewish Voters
- Known Democrat
- Known Independent/Other
- Known Republican
- Law, Government and Politics
- Lean Democrat
- Lean Republican
- Leans left
- Leans right
- Left Out Democrats
- Legalizing Marijuana
- LGBT Donors and Supporters
- Liberal Affinity TV News
- Liberal Causes Donors
- Liberal Executives
- Liberal-leaning Media Outlets
- Liberal-leaning Media Personalities
- Liberal Party
- Liberal Professional
- Libertarian Party
- Libertarians
- Lifestyle - Conservative Political
- Lifestyle - Liberal Political
- Lifestyle - Voter Indicator
- Likely Pro Choice
- Likely Pro Life
- Likely Supportive of Same Sex Marriage
- Likely Supportive of Traditional Marriage
- Likely Undecided Voters
- Likely Voter
- Likely Voter Low Turnout
- Likely Voter Target
- Lobbyists / Advocacy
- Local, State & Federal "Get Out the Vote" Campaigns
- Lutheran Voters
- Made a Political Contribution
- Male Voters
- Marketing Research and Public Opinion Polling
- Marriage Equality Opposition
- Marriage Equality Supporters
- Media Critics and Watchdogs
- Mid Propensity Voters
- Middle Class Voters
- Middle Income Political Donor
- Middle of the Road Political Outlook
- Mid-Term General Election Voters by Party Affiliation
- Mid-Term Primary Election Voters by Party Affiliation
- Mild Republicans
- Millennial Latino Voters
- Millennial Voters
- Moderate Voters
- Moderate/Independent
- Moderate_dem_likely_voters
- Newly Registered Voters
- News - Political - Talk
- News & Politics
- News & Politics Enthusiast
- News and Political Topics
- Newshound
- No Vote
- Non Persuadable Voters
- Non-College White Male Voters
- Non-Conservative News
- Non-Partisan
- Not Registered to Vote
- Obamacare Voter Propensity
- Older Conservative
- Older Progressive Thinkers
- On-the-Fence Liberals
- Opinion and Commentary
- Opinion Elites
- Opinion Leaders
- Opinion Research Responders
- Opportunity Seeking Democrat
- Oppose Obamacare Voters
- Partisanship (US)
- Past Candidate Supporters
- Past General Election Voter
- Past Likely Voter
- Past Primary Voter
- Policy & Culture
- Policy Management
- Policy Studies
- Political - Democrat
- Political - Independent
- Political - Republican

Political & Current Events Books	Politics - Political Views - Leans left
Political & Social Concerns	Politics - Political Views - Leans right
Political Attitudes, Interests & Opinions	Politics - U.S. Congressional Districts
Political Affiliation	Politics - U.S. Senate Districts
Political Affiliation by Party (e.g. Democrat, Republican, Green, Independent)	Politics & Elections
Political Causes	Politics & Society
Political Debate TV Viewers	Politics and Public Affairs
Political Documentaries	Politics and Social Issues
Political Donors / Contributions by Party Affiliation	Politics Enthusiasts
Political Enthusiasts	Politics Fans
Political Event	Politics General
Political Executive	Politics Product Buyer
Political Humor	Politics/Public Affairs
Political Ideology	President
Political Influentials	Presidential
Political Issue Most Important	Presidential Caucus Attendee(s), by Party
Political Issues	Presidential Election Voters Only
Political Junkies	Presidential General Election Voters - Democrat
Political Lifestyle	Presidential General Election Voters - Republican
Political Movies & Documentaries	Presidential Primary Election Voters - Democrat
Political News Consumers	Presidential Primary Election Voters - Republican
Political Opinion Polling	PRESIDENTIAL YEAR ONLY VOTERS
Political Organizations	Presidential Year Only, General Voters (US)
Political Organizations Industry Decision Makers	Primary Voters
Political Persona	Pro Choice
Political Polls and Surveys	Pro Choice Supporters
Political Science and Economics	Pro Foreign Intervention
Political Science, Law & Criminal Justice	Pro Life
Political Talk Shows	Pro Life Protection
Political Viewing on TV	Pro Life Supporters
Political views	Pro Obamacare Voters
Political Views - Democrat	Professional Democrat
Political Views - Republican	Progressive Thinkers
Political: Affluent Conservatives	Propensity - Politically Conservative
Political: Affluent Liberals	Propensity - Politically Liberal
Political: Affluent Politically Active	Public Administration
Political_DemocraticTerms	Public Broadcasting
Political_RepublicanTerms	Public Policy
PoliticalDonors_Conservative	Pundits & Commentary
PoliticalDonors_Liberal	Reducing Crime
Politically Conservative	Reducing crime and maintaining law and order
Politically Liberal	Reducing Illegal Immigration
Politics	Reducing Taxes
Politics - Political Views - Independent	Reducing unemployment

Registered Constitution Party (Restricted to Political Use)	Small Biz Conservatives
Registered Democrat	Social Conservative
Registered Democrat (Restricted to Political Use)	Social Issues and Advocacy
Registered Independent	Social Liberal
Registered Independent (Restricted to Political Use)	Social Positions
Registered Libertarian (Restricted to Political Use)	Social Progressives
Registered Republican	Social_LibertarianDonors
Registered Republican (Restricted to Political Use)	Socially Conservative
Registered to Vote	Socially Liberal
Registered Voters, by location	Socially Moderate
Religious, Grantmaking, Civic, Professional, and Similar Organizations	Society & Politics
Reluctant_Republicans	Sociodemographic
Rep Hard and Weak Voters	Somewhat Conservative Political Outlook
Republican	Somewhat Conservative/Leaning Republican
Republican - Hardcore	Somewhat Liberal Political Outlook
Republican - Persuadable/Soft	Somewhat Liberal/Leaning Democrat
Republican and Independent	Split Households, by Political Party
Republican Causes	State Donors
Republican Charity Donor	Steadfast Conservative
Republican Donor	Strategies_Republicans
Republican Has Children	Strong Democrat
Republican High Income	Strong Republican
Republican Home Owner	Super Democrats
Republican Investor	Supreme Court
Republican Likely Married	Swing Democratic Voters
Republican Likely Single	Swing Republican Voters
Republican Low Income	Swing State Voter
Republican Mid Income	Swing Voters
Republican Party	Swing Voters - Off-Year Elections
Republican Party Affiliation	Swing Voters - Presidential Elections
Republican Party Associations, by State	Swing Voted
Republican Party Upholders	TargetDistricts_LikelyGenVoter
Republican Social Conservative	Tax Reform Supporters
Republican Sports	Third Party Voters
Republican Voter	Ticket Splitter
Republican_RegisteredVoters	Traditional Republican
Republican-Only Households	True Conservatives
Senate Candidates, by Election Year and State	Two Party Preferred
SENATEDISTRICTS_REGISTEREDVOTERS	U.S. Congressional Districts
Senior Voters	U.S. Political
Single Parent Voters	U.S. Senate Districts
Single Voters	Ultra Conservatives
Single White Female Voters	Unconnected & Unregistered
	Undecided / Undeclared Voters
	Undecided on Obamacare Voters

Uninvolved Conservatives
Unlikely Voter Targets
UNREGISTERED CONSERVATIVE
Unregistered Conservative Prospects
US Presidential Primary Debates
Very Conservative Political Outlook
Very Conservative/Hard Republican
Very Liberal Political Outlook
Very Liberal/Hard Democrat
Vote History
Vote_Frequency_Primary
VotedEarly
Voter Data
Voter Ethnicity
Voter Indicator
Voter Marital Status
Voter Propensity
Voter Registration Status
Voter Segment
Voter Values
VoterFile
Voters by Congressional District
Voters by Demographic
Voters by Occupation
Voters by Voting History
Voters with Children
Voters with Grandchildren
Voters50PLUS
Voters-All
Votes in Primary Election
Voting Activity
Voting Behavior
Voting Propensity
War and Conflicts
Women Swing Voters
Working Class Voters
World Affairs
World News
Written or Called any Politician at the State, Local, or
National Level
Young Republican