

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.

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2020 Presidential Candidates Supporters	Catholic Voters
2nd Amendment Supporters	Caucasian Democratic Voters
2nd Amendment/Guns	Caucasian Independent Voters
Above Average Voter Targets	Caucasian Republican Voters
Absentee Voter Type Description (e.g. Federal, Military, Permanent, Temporary)	Caucasian Voters
Affluent Voters	Cautious Conservatives
Affluent Democrat Seniors	Charitable Donors, by Political Issue / Causes
Affluent Early Boomer Independents	Charitable Donors, by Political Party
Affluent Early Boomer Republicans	Chinese Best Voter Targets
Affluent GenX Independents	Chinese High Value Voter Targets
Affluent GenX Republicans	Chinese Voters - All Above Average Targets
Affluent Independent Seniors	Climate & Environment
Affluent Late Boomer Independents	Climate Change and Global Warming
Affluent Late Boomer Republicans	Community Conservatives
Affluent Millennial Independents	Congressional District
Affluent Millennial Republicans	Conservative Causes
Affluent Republican Seniors	Conservative Causes Donors
Affordable Care Act Opposition	Conservative Democrats
Affordable Care Act Supporters	Conservative Donors
African American Voters	Conservative Executives
Against Foreign Intervention	Conservative Freedom
All Other Registered Voters	Conservative Household Donor
American Politics	Conservative-leaning Media Outlets
Animal Rights Supporters	Conservative-leaning Media Personalities
Anti Choice Donor	Conservative Lifestyle
Any Conservative Political Outlook	Conservative News
Any Group That Tries to Influence Public Policy or Government	Conservative Organization Donor
Any Liberal Political Outlook	Conservative Publications
Asian Democratic Voters	Conservative Retiree
Asian Independent Voters	Conservative Repeat Donor
Asian Republican Voters	Conservative Values
Asian Voters	Conservative Volunteers
Base Voters	Conservative Voters
Best Voter Targets	Conservative_Database
Bible Belt Conservative	Conservatives
Boomer Voters	Content Voters
Buddhist Voters	Core Based Statistical Areas (CBSA)
Business, Professional, Labor, Political, and Similar Organizations	Country Conservative
Campaigns and Elections	Current Affairs & Politics
	Defectors
	DEM High Propensity Voters
	DEM Low Propensity Voters

DEM Mid Propensity Voters	Election Day US Eligible Voters
DEM Political Donor	Election Day US Politics Fans
DEM Primary Voters	Elections
Democrat - Persuadable/Soft	Elections & Campaigns
Democrat - Yellow Dog	Eligible Voters
Democrat and Independent	Environmental Issues
Democrat and Republican	Evangelical Voters
Democrat Charity Donor	Executive & Legislative Bodies
Democrat General Election Voters	Extremely Progressive
Democrat Has Children	Fair Workplace and Employment Regulations
Democrat High Income	Federal Donors
Democrat High Value Donor	Federal Election Commission - Donors
Democrat Home Owner	Female Candidate Donor
Democrat Investor	Female Democratic Supporter
Democrat Likely Married	Female Voters
Democrat Likely Single	First Time Voters, by Year
Democrat Low Income	Fiscal / Tax Policy
Democrat Mid Income	Fiscal Propensity
Democrat Repeat Donor	Fiscally Conservative - Spending & Debt
Democrat Social Conservative	Fiscally Conservative - Tax
Democrat Sports	Fiscally Liberal - Spending & Debt
Democrat Voters	Fiscally Liberal - Tax
Democrat, Republican, and Independent	Foreign Policy
Democratic	Frequent General Election Voters
Democratic & Independent	Frequent General Election Voters - Democrat
Democratic Donor	Frequent General Election Voters - Republican
Democratic Mid-term Primary Voters	General Election Only Voters
Democratic Party	Gen X Voters
Democratic Party Affiliation	Giving For Green Democrat
Democratic Party Associations, by State	GOP High Propensity Voters
Democratic Party Upholders	GOP Low Propensity Voters
Democrat Repeat Donor	GOP Mid Propensity Voters
Democratic Voters Highly Likely	GOP Political Donor
Democratic Voters Likely	GOP Primary Voters
Democratic Voters Unlikely	GOP Voted
Democrat-Only Households	Government
Doesn't Vote	Government & Politics
Drug Laws and Policy	Government (Congress, Federal Agencies, Presidential)
Early / Absentee Voters	Government Industry
Eastern Orthodox Voters	Governors
Economic Conservative	Greek Orthodox Voters
Economic Issues & Policy	Green Party
Economic Liberal	Green Libertarians
Education and Social Policy	Green Traditionalists
Education Supporters	

Gun Control Supporters	Issues & Causes: Against the Muslim Ban
Gun Owners	Issues & Causes: Against Voter Fraud
Head of Household by Party Affiliation, Ideology, Political Contributions	Issues & Causes: Opioid Crisis
Healthcare and Drug Policy	Jewish Voters
High Dollar Donors - Democrat	Known Democrat
High Dollar Donors - Republican	Known Independent/Other
High Dollar Federal Donors - Democrat	Known Republican
High Dollar Federal Donors - Republican	Labor Donor
High Dollar State Donors - Democrat	Latino Democratic Voters
High Dollar State Donors - Republican	Latino Voters
High Propensity Voters	Law, Government and Politics
High Value Voter Targets	Lean Democrat
Hindu Voters	Lean Republican
Hispanic/Latin American Voters	Leans left
Honest and Open Government	Leans right
Household by Party Affiliation, Ideology, Political Contributions	Left Leaning Independents
Human Rights	Left Leaning Republicans
Human Rights and Liberties	Left Out Democrats
Immigration Policy and Border Issues	Legalizing Marijuana
Independent Donor	LGBT Donors and Supporters
Independent General Election Voters	Liberal Affinity TV News
Independent High Propensity Voters	Liberal Causes Donors
Independent Low Propensity Voters	Liberal Executives
Independent Mid Propensity Voters	Liberal Household Donor
Independent Party	Liberal-leaning Media Outlets
Independent Primary Voters	Liberal-leaning Media Personalities
Independent Social Conservative	Liberal Party
Independent Voters	Liberal Professional
Independent Voters - Loyalists	Liberal Repeat Donor
Independent Voters Highly Likely	Libertarian Party
Independent Voters Likely	Libertarians
Independent Voters Unlikely	Lifestyle - Conservative Political
Independent/Other	Lifestyle - Liberal Political
Inferred Democrat	Lifestyle - Voter Indicator
Inferred Independent/Other	Likely Primary Voters, by State
Inferred Non-Registered	Likely Pro Choice
Inferred Republican	Likely Pro Life
Informed But Unregistered	Likely Supportive of Same Sex Marriage
International Politics, Economics and Communication	Likely Supportive of Traditional Marriage
Interest in a Congressional race	Likely Undecided Voters
Interest in a Senate race	Likely Voter
Islamic Voters	Likely Voter Low Turnout
	Likely Voter Target
	Likely Voters Highly Likely
	Likely Voters Likely

Likely Voters Unlikely	On-the-Fence Liberals
Lobbyists / Advocacy	Opinion and Commentary
Local, State & Federal “Get Out the Vote”	Opinion Elites
Campaigns	Opinion Leaders
Lutheran Voters	Opinion Research Responders
Made a Political Contribution	Opportunity Seeking Democrat
Male Voters	Oppose Obamacare Voters
Marketing Research and Public Opinion Polling	Partisanship (US)
Marriage Equality Opposition	Past Candidate Supporters
Marriage Equality Supporters	Past General Election Voter
Media Critics and Watchdogs	Past Likely Voter
Mid Propensity Voters	Past Presidential Primary   Voted Democrat
Middle Class Voters	Past Presidential Primary   Voted Republican
Middle Income Political Donor	Past Primary Election Voter
Middle of the Road Political Outlook	Past Primary Voter
Mid-Term General Election Voters by Party	Police / Fire Donor
Affiliation	Policy & Culture
Mid-Term Primary Election Voters by Party	Policy Management
Affiliation	Policy Studies
Mild Republicans	Political - Democrat
Millennial Latino Voters	Political - Independent
Millennial Voters	Political - Republican
Moderate Voters	Political & Current Events Books
Moderate/Independent	Political & Social Concerns
Moderate_dem_likely_voters	Political Attitudes, Interests & Opinions
Mormon Voters	Political Affiliation
Multi-Candidate Donor	Political Affiliation by Party (e.g. Democrat, Republican, Green, Independent)
Multi-Org Donor	Political Causes
Native American Voters	Political Debate TV Viewers
Newly Registered Voters	Political Documentaries
News - Political - Talk	Political Donor Voting Block: By Interest and Issue
News & Politics	Political Donors / Contributions by Party Affiliation
News & Politics Enthusiast	Political Enthusiasts
News & Politics - Magazine Buyers	Political Event
News and Political Topics	Political Executive
Newshound	Political Humor
No Vote	Political Ideology
Non Persuadable Voters	Political Influentials
Non-College White Male Voters	Political Issue Most Important
Non-Conservative News	Political Issues: Church State Relations
Non-Partisan	Political Issues
Not Registered to Vote	Political Junkies
Obamacare Voter Propensity	Political Lifestyle
Older Conservative	Political Mail
Older Progressive Thinkers	

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 Election Voters
Political Persona	Primary Voters
Political Polls and Surveys	Pro Business Donor
Political Science and Economics	Pro Choice
Political Science, Law & Criminal Justice	Pro Choice Donor
Political Talk Shows	Pro Choice Supporters
Political Viewing on TV	Pro Environmental Donor
Political views	Pro Foreign Intervention
Political Views - Democrat	Pro GLBT Donor
Political Views - Republican	Pro Life
Political: Affluent Conservatives	Pro Life Protection
Political: Affluent Liberals	Pro Life Supporters
Political: Affluent Politically Active	Pro Obamacare Voters
Political_DemocraticTerms	Professional Democrat
Political_RepublicanTerms	Progressive Donor
PoliticalDonors_Conservative	Progressive Income Tax
PoliticalDonors_Liberal	Progressive Thinkers
Politically Conservative	ProGun Donor
Politically Liberal	Propensity - Politically Conservative
Politics	Propensity - Politically Liberal
Politics - Political Views - Independent	Protestant Voters
Politics - Political Views - Leans left	Public Administration
Politics - Political Views - Leans right	Public Broadcasting
Politics - U.S. Congressional Districts	Public Policy
Politics - U.S. Senate Districts	Pundits & Commentary
Politics & Elections	Reducing Crime
Politics & Society	Reducing crime and maintaining law and order
Politics and Public Affairs	Reducing Illegal Immigration
Politics and Social Issues	Reducing Taxes
Politics Enthusiasts	Reducing unemployment
Politics Fans	Registered Constitution Party (Restricted to Political Use)
Politics General	Registered Democrat
Politics Product Buyer	Registered Democrat (Restricted to Political Use)
Politics/Public Affairs	Registered Independent
President	Registered Independent (Restricted to Political Use)
Presidential	Registered Libertarian (Restricted to Political Use)
Presidential Caucus Attendee(s), by Party	Registered Republican
Presidential Caucus Voters, by Party	Registered Republican (Restricted to Political Use)
Presidential Election Voters Only	Registered to Vote
Presidential General Election Voters - Democrat	Registered Voters, by location
Presidential General Election Voters - Republican	

Religious, Grantmaking, Civic, Professional, and Similar Organizations	Social Conservative
Reluctant_Republicans	Social Issues and Advocacy
Rep Hard and Weak Voters	Social Liberal
Republican	Social Positions
Republican - Hardcore	Social Progressives
Republican - Persuadable/Soft	Social_LibertarianDonors
Republican and Independent	Socially Conservative
Republican Causes	Socially Liberal
Republican Charity Donor	Socially Moderate
Republican Donor	Society & Politics
Republican General Election Voters	Sociodemographic
Republican Has Children	Somewhat Conservative Political Outlook
Republican High Income	Somewhat Conservative/Leaning Republican
Republican High-Value Donor	Somewhat Liberal Political Outlook
Republican Home Owner	Somewhat Liberal/Leaning Democrat
Republican Investor	Split Households, by Political Party
Republican Likely Married	State Donors
Republican Likely Single	State Political Districts
Republican Low Income	Steadfast Conservative
Republican Mid Income	Strategies_Republicans
Republican Party	Strong Democrat
Republican Party Affiliation	Strong Republican
Republican Party Associations, by State	Super Democrats
Republican Party Upholders	Super Tuesday Voters
Republican Primary Voters	Supreme Court
Republican Social Conservative	Swing Democratic Voters
Republican Sports	Swing Precinct Voters
Republican Voter	Swing Republican Voters
Republican Voter Highly Likely	Swing State Voter
Republican Voter Likely	Swing Voters
Republican Voter Unlikely	Swing Voters - Off-Year Elections
Republican_RegisteredVoters	Swing Voters - Presidential Elections
Republican-Only Households	Swing Voters Highly Likely
Right Leaning Democrats	Swing Voters Likely
Right Leaning Independents	Swing Voters Unlikely
Senate Candidates, by Election Year and State	Swing Voted
SENATEDISTRICTS_REGISTEREDVOTERS	TargetDistricts_LikelyGenVoter
Senior Voters	Tax Reform Supporters
Shinto Voters	Third Party Voters
Sikh Voters	Ticket Splitter
Single Parent Voters	Traditional Republican
Single Voters	Trial Attorney Donor
Single White Female Voters	True Conservatives
Small Biz Conservatives	Two Party Preferred
	U.S. Congressional Districts

U.S. Political	Voters-All
U.S. Senate Districts	Votes in Primary Election
Ultra Conservatives	Voting Activity
Unconnected & Unregistered	Voting Behavior
Undecided / Undeclared Voters	Voting Block: Race
Undecided on Obamacare Voters	Voting Block: Registration Unaffiliated
Uninvolved Conservatives	Voting Block: Registration Unidentified
Unlikely Voter Targets	Voting Block: Voter Registration Status Active
UNREGISTERED CONSERVATIVE	Voting Block: Voter REgistration Status Inactive
Unregistered Conservative Prospects	Voting Propensity
Unregistered Conservative Prospective Voters	War and Conflicts
Unregistered Liberal Prospective Voters	Watches Political TV-Conservative
Unregistered Prospective Voters	Watches Political TV-Liberal
US Presidential Primary Debates	Watches Political TV-Liberal Comedy
Very Conservative Political Outlook	Women Swing Voters
Very Conservative/Hard Republican	Working Class Voters
Very Liberal Political Outlook	World Affairs
Very Liberal/Hard Democrat	World News
Veteran Donors Independent Voters	Written or Called any Politician at the State, Local, or
Veterans Donors Democrat Voters	National Level
Veterans Donors Republican Voters	Young Republican
Vote History	
Vote_Frequency_Primary	
VotedEarly	
Voter Data	
Voter Ethnicity	
Vote Frequency Primaries Last Four Even Years	
Voter Indicator	
Voter Marital Status	
Voter Propensity	
Voter Registration Status	
Voter Segment	
Voter Values	
VoterFile	
Voter Score   Frequent, Infrequent, Never, Super	
Voter, Unregistered	
Voters by Congressional District	
Voters by Demographic	
Voters by Occupation	
Voters by Voting History	
Voters with Children	
Voters with Employer-Provided Health Insurance	
Voters with Grandchildren	
Voters with Medicare	
Voters50PLUS	