

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



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



Head of Household by Party Affiliation, Ideology, Political Contributions
Healthcare and Drug Policy
High Dollar Donors - Democrat
High Dollar Donors - Republican
High Dollar Federal Donors - Democrat
High Dollar Federal Donors - Republican
High Dollar State Donors - Democrat
High Dollar State Donors - Republican
High Propensity Voters
High Value Voter Targets
Hindu Voters
Hispanic/Latin American Voters
Hispanic Swing Voters
Hispanic Voters by Party
Honest and Open Government
Household by Party Affiliation, Ideology, Political Contributions
Human Rights
Human Rights and Liberties
Immigration Policy and Border Issues
Independent Donor
Independent General Election Voters
Independent High Propensity Voters
Independent Low Propensity Voters
Independent Mid Propensity Voters
Independent Party
Independent Primary Voters
Independent Social Conservative
Independent Voters
Independent Voters - Loyalists
Independent Voters Highly Likely
Independent Voters Likely
Independent Voters Unlikely
Independent/Other
Inferred Democrat
Inferred Independent/Other
Inferred Non-Registered
Inferred Republican
Informed But Unregistered
International Politics, Economics and Communication
Interest in a Congressional race
Interest in a Senate race
Islamic Voters
Issues & Causes: Against the Muslim Ban

Issues & Causes: Against Voter Fraud
Issues & Causes: Opioid Crisis
Issues & Causes: Pharma
Jewish Voters
Known Democrat
Known Independent/Other
Known Republican
Labor Donor
Latino Democratic Voters
Latino Voters
Law, Government and Politics
Lean Democrat
Lean Republican
Leans left
Leans right
Left Leaning Independents
Left Leaning Republicans
Left Out Democrats
Legalizing Marijuana
LGBT Donors and Supporters
Liberal Affinity TV News
Liberal Causes Donors
Liberal Executives
Liberal Household Donor
Liberal-leaning Media Outlets
Liberal-leaning Media Personalities
Liberal Party
Liberal Professional
Liberal Repeat Donor
Libertarian Party
Libertarians
Lifestyle - Conservative Political
Lifestyle - Liberal Political
Lifestyle - Voter Indicator
Likely Primary Voters, by State
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
Likely Voters Highly Likely
Likely Voters Likely
Likely Voters Unlikely

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



Political Opinion Polling
Political Organizations
Political Organizations Industry Decision Makers
Political Persona
Political Polls and Surveys
Political Science and Economics
Political Science, Law & Criminal Justice
Political Talk Shows
Political Viewing on TV
Political views
Political Views - Democrat
Political Views - Republican
Political: Affluent Conservatives
Political: Affluent Liberals
Political: Affluent Politically Active
Political_DemocraticTerms
Political_RepublicanTerms
PoliticalDonors_Conservative
PoliticalDonors_Liberal
Politically Conservative
Politically Liberal
Politics
Politics - Political Views - Independent
Politics - Political Views - Leans left
Politics - Political Views - Leans right
Politics - U.S. Congressional Districts
Politics - U.S. Senate Districts
Politics & Elections
Politics & Society
Politics and Public Affairs
Politics and Social Issues
Politics Enthusiasts
Politics Fans
Politics General
Politics Product Buyer
Politics/Public Affairs
President
Presidential
Presidential Caucus Attendee(s), by Party
Presidential Caucus Voters, by Party
Presidential Election Voters Only
Presidential General Election Voters - Democrat
Presidential General Election Voters - Republican
Presidential Primary Election Voters - Democrat
Presidential Primary Election Voters - Republican
PRESIDENTIAL YEAR ONLY VOTERS

Presidential Year Only, General Voters (US)
Primary Election Voters
Primary Voters
Pro Business Donor
Pro Choice
Pro Choice Donor
Pro Choice Supporters
Pro Environmental Donor
Pro Foreign Intervention
Pro GLBT Donor
Pro Life
Pro Life Protection
Pro Life Supporters
Pro Obamacare Voters
Professional Democrat
Progressive Donor
Progressive Income Tax
Progressive Thinkers
ProGun Donor
Propensity - Politically Conservative
Propensity - Politically Liberal
Protestant Voters
Public Administration
Public Broadcasting
Public Policy
Pundits & Commentary
Reducing Crime
Reducing crime and maintaining law and order
Reducing Illegal Immigration
Reducing Taxes
Reducing unemployment
Registered Constitution Party (Restricted to Political Use)
Registered Democrat
Registered Democrat (Restricted to Political Use)
Registered Independent
Registered Independent (Restricted to Political Use)
Registered Libertarian (Restricted to Political Use)
Registered Republican
Registered Republican (Restricted to Political Use)
Registered to Vote
Registered Voters, by location
Religious, Grantmaking, Civic, Professional, and Similar Organizations
Reluctant_Republicans
Rep Hard and Weak Voters



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

Undecided / Undeclared Voters
 Undecided on Obamacare Voters
 Uninvolved Conservatives
 Unlikely Voter Targets
 UNREGISTERED CONSERVATIVE
 Unregistered Conservative Prospects
 Unregistered Conservative Prospective Voters
 Unregistered Liberal Prospective Voters
 Unregistered Prospective Voters
 US Presidential Primary Debates
 Very Conservative Political Outlook
 Very Conservative/Hard Republican
 Very Liberal Political Outlook
 Very Liberal/Hard Democrat
 Veteran Donors Independent Voters
 Veterans Donors Democrat Voters
 Veterans Donors Republican Voters
 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
 Voters-All
 Votes in Primary Election
 Voting Activity
 Voting Behavior
 Voting Block: Race
 Voting Block: Registration Unaffiliated
 Voting Block: Registration Unidentified
 Voting Block: Voter Registration Status Active
 Voting Block: Voter REGistration Status Inactive
 Voting Propensity
 War and Conflicts
 Watches Political TV-Conservative
 Watches Political TV-Liberal
 Watches Political TV-Liberal Comedy
 Women Swing Voters
 Working Class Voters
 World Affairs
 World News
 Written or Called any Politician at the State, Local, or
 National Level
 Young Republican