

DATA DICTIONARY: POLITICAL & PUBLIC AFFAIRS

2022

POLITICAL + PUBLIC AFFAIRS TARGETING

2022 DATA DICTIONARY

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10	TUNNL	NEW: Comprehensive data-driven audience solutions for issue, brand, corporate reputation, and purpose-driven marketing.
17	L2 POLITICAL*	Winning strategies start with the best data, and L2 is constantly refreshing its voter files. <i>Available for approved advertisers only.</i>
21	TARGETSMART*	The nation's leading provider of voter data and targeting solutions for progressive campaigns. <i>Available for approved progressive advertisers only.</i>
23	I360*	The leader in innovative data solutions for free market candidates and causes. <i>Available for approved conservative advertisers only.</i>
26	FOURSQUARE	The leader in location data; Foursquare proprietary data offers the highest quality data on places & the movement of devices worldwide (formerly Factual)
27	ADSTRA + ARISTOTLE	Political Precision provides comprehensive and current voter data - powered by Aristotle, enhanced by Adstra.
30	ALLIANT	Offers deep segmentation of political and donor audiences by combining social data with one of the largest voter registration databases in the US.
32	CUSTOM DATA ONBOARDING	Solutions for onboarding custom voter data from your preferred source, including additional providers such as Appcart, Data Trust, & Deep Root Analytics.

* Please note: Voter file data is provided to approved advertisers for the use of political and advocacy campaigns only, never for commercial campaigns. In using this data, you assent that the data is to be used only for non-commercial political or other approved purposes and take responsibility for abiding by all restrictions.

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Comscore has partnered with L2 to deliver Predictive Audiences, the industry’s first fully cookie-free programmatic targeting solution to reach valuable political audiences in a privacy-forward manner across screens, including CTV/OTT.

AVAILABLE SEGMENTS	DESCRIPTIONS
BEHAVIOR	
Activism - Yes	This audience segment identifies Individuals Behavior Towards Activism Is Likely - Yes
Ballot Drop Off - Yes	This audience segment identifies Individuals Behavior Towards Ballot Drop Off Is Likely - Yes
Charity Giving Type > Environment Cause	This audience segment identifies Individuals Charity Giving Type Is Likely - Environmental Causes
Charity Giving Type > Religion Cause	This audience segment identifies Individuals Charity Giving Type Is Likely - Religion Causes
Charity Giving Type > Veteran Cause	This audience segment identifies Individuals Charity Giving Type Is Likely - Veteran Causes
Church Attendance > Frequently	This audience segment identifies Individuals Church Attendance Is Likely - Frequently
Church Attendance > Never	This audience segment identifies Individuals Church Attendance Is Likely - Never
Mail Readership - Yes	This audience segment identifies Individuals And Mail Readership Is Likely - Yes
Religion > Important	This audience segment identifies Individuals Opinion Towards Religion Is Likely - Important
Religion > Not Important	This audience segment identifies Individuals Opinion Towards Religion Is Likely - Not Important
Ticket Splitting - Yes	This audience segment identifies Individuals Opinion Towards Ticket Splitting Is Likely - Yes
CANDIDATES AND OFFICIALS	
Biden Approval > Approve	This audience segment identifies Individuals Opinion Towards Biden Is Likely - Approve
Biden Approval > Disapprove	This audience segment identifies Individuals Opinion Towards Biden Is Likely - Disapprove
Female Candidates - Yes	This audience segment identifies Individuals Opinion Towards Female Candidates Is Likely - Yes
Minority Candidates - Yes	This audience segment identifies Individuals Opinion Towards Minority Candidates Is Likely - Yes
Rep Alexandria Ocasio Cortez Aoc > Approve	This segment identifies Individuals Opinion Towards Rep Alexandria Ocasio Cortez (AOC) Is Likely – Approve
Rep Alexandria Ocasio Cortez Aoc > Disapprove	This segment identifies Individuals Opinion Towards Rep Alexandria Ocasio Cortez (AOC) Is Likely – Disapprove
VP Harris Approval > Approve	This audience segment identifies Individuals Opinion Towards VP Harris Is Likely - Approve
VP Harris Approval > Disapprove	This audience segment identifies Individuals Opinion Towards VP Harris Is Likely - Disapprove
CONSUMER FOCUS	
Autonomous Cars > Allow	This audience segment identifies Individuals Opinion Towards Autonomous Cars Is Likely - Allow
Autonomous Cars > Oppose	This audience segment identifies Individuals Opinion Towards Autonomous Cars Is Likely - Oppose
Values Price Vs Environment > Environment	This segment identifies Opinion On Importance of Cost Savings vs. Environmental Causes Is Likely - Environment
Values Price Vs Environment > Cost Savings	This segment identifies Opinion On Importance of Cost Savings vs. Environmental Causes Likely- Long-term Savings
Movie Theater Attend > Avider	This segment identifies Individuals Behavior During COVID regarding Movie Theater Attendance Is Likely - Avider
Movie Theater Attend > Goer	This segment identifies Individuals Behavior During COVID regarding Movie Theater Attendance Is Likely - Goer
Rideshare Use > Non-User	This segment identifies An Individuals Behavior During COVID In Regard to Rideshare Use Is Likely - Non-User
Rideshare Use > User	This segment identifies An Individuals Behavior During COVID In Regard to Rideshare Use Is Likely A User
Tv Viewer > Only Stream	This audience segment identifies An Individuals Behavior During COVID TV Viewership Is Likely - Only Stream
Tv Viewer > Watch Live	This audience segment identifies An Individuals Behavior During COVID TV Viewership Is Likely - Watch Live
COVID-19	
Affect On Routine > Delayed	This segment identifies Individuals That Likely Would Say COVID's Affect On Their Routine Is Likely - Delayed
Affect On Routine > Kept On Track	This segment identifies Individuals That Likely Would Say COVID's Affect On Their Routine Is Likely - Kept On Track
Affect On Routine > None	This segment identifies Individuals That Likely Would Say COVID's Affect On Their Routine Is Likely - None
Affect On Routine > Sped Up	This segment identifies Individuals That Likely Would Say COVID's Affect On Their Routine Is Likely - Sped Up
CDC Believe > Likely to Believe	This segment identifies Individuals That Likely Would Say They Believe CDC About COVID Safety- Likely to Believe
CDC Believe > Unlikely to Believe	This segment identifies Individuals That Likely Would Say They Believe CDC About COVID Safety- Unlikely to Believe

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AVAILABLE SEGMENTS	DESCRIPTIONS
COVID-19 (continued)	
Covid Stimulus > Did Not Help	This audience segment identifies Individuals That Likely Would Say The COVID Stimulus Likely Did Not Help
Covid Stimulus > Helped	This audience segment identifies Individuals That Likely Would Say The COVID Stimulus Likely Helped
General Anti Vax Not Necessarily Support State Requirement	This audience segment identifies Anti-Vaxers And Likely Support State Requirement for COVID Vaccination
General Anti Vax Not Necessarily Up to Family	This segment identifies Individuals Who Likely Believe COVID Vaccination Decision Should Be Up to Family
Get Vaccine Definitely Vs Unlikely > Definitely	This audience segment identifies Individuals Who Plan To Get Vaccinated Is Likely - Definitely
Get Vaccine Definitely Vs Unlikely > No	This audience segment identifies Individuals Who Plan To Get Vaccinated Is Likely - No
Get Vaccine Definitely Vs Unlikely > Unlikely	This audience segment identifies Individuals Who Plan To Get Vaccinated Is Likely - Unlikely
Life Changes > Minimal Impact	This segment identifies Individuals That Likely Would Say COVID's Impact On Their Life Likely Had - Minimal Impact
Life Changes > Some Impact	This segment identifies Individuals That Likely Would Say COVID's Impact On Their Life Likely Had - Some Impact
Life Changes > Upended	This segment identifies Individuals That Likely Would Say COVID's Impact On Their Life Likely Was - Upended
Mask Wearer > Always	This audience segment identifies Individuals That Likely Would Say They Wear A Mask Is Likely - Always
Mask Wearer > If Required	This audience segment identifies Individuals That Likely Would Say They Wear A Mask Is Likely - If Required
Mask Wearer > never	This audience segment identifies Individuals That Likely Would Say They Wear A Mask Is Likely - Never
Post-Covid > Keep Many Pandemic Life Changes	This audience segment identifies Individuals That Likely Would Say Post COVID Behavior Likely Will Keep Many Pandemic Life Changes
Post-Covid > Keep Some Pandemic Life Changes	This audience segment identifies Individuals That Likely Would Say Post COVID Likely Will Keep Some Pandemic Life Changes
Post-Covid > Revert to Pre COVID Life	This audience segment identifies Individuals That Likely Would Say Post COVID Likely Will Revert to Pre COVID-Life
Post Covid Attend Arts - Yes	This segment identifies Individuals That Likely Would Say The Plan to Attend Art Events Post COVID Is Likely - Yes
Post Covid Resume Commute > Increased	This audience segment identifies Individuals That Likely Would Say Their Commute Post COVID Likely Increased
Post Covid Resume Commute > None	This audience segment identifies Individuals That Likely Would Say Their Commute Post COVID Is Likely - None
Post Covid Resume Commute > Unchanged	This segment identifies Individuals That Likely Would Say Their Commute Post COVID Is Likely - Unchanged
Reopen Vs Health > Caution	This audience segment identifies Individuals That Likely Would Say Moving Forward, Businesses should Be Cautious When Reopening Is Likely - Yes
Reopen Vs Health > Reopen	This audience segment identifies Individuals That Likely Would Say Moving Forward, Businesses should Be Cautious When Reopening Is Likely - No
Risky Activity > Fine with Everyone Vaccinated	This audience segment identifies Individuals That Likely Would Say When It Comes To Being Around Others, They Are Likely Fine if Everyone Vaccinated
Risky Activity > Fine With Vaccination	This audience segment identifies Individuals That Likely Would Say When It Comes To Being Around Others, They Are Likely Fine With Vaccination
Risky Activity > Fine Without Vaccination	This audience segment identifies Individuals That Likely Would Say When It Comes To Being Around Others, They Are Likely Fine Without Vaccination
Telemedicine - Support	This audience segment identifies Individuals Opinion Towards Telemedicine Is Likely - Support
Vaccine Concern > Don't Trust Government or Manufacturers	This audience segment identifies Individuals Opinion Towards Vaccines Is Likely - Don't Trust Government or Manufacturers
Vaccine Concern > No Pressing Concern	This audience segment identifies Individuals Opinion Towards Vaccines Is Likely - No Pressing Concern
Vaccine Passport > Oppose	This audience segment identifies Individuals Opinion Towards Vaccine Passports Is Likely - Oppose
Vaccine Passport > Support	This audience segment identifies Individuals Opinion Towards Vaccine Passports Is Likely - Support
Work From Home > Always Worked from Home	This audience segment identifies Individuals Who Work From Home Is Likely - Always Worked from Home
Work From Home > Not Currently Working	This audience segment identifies Individuals Who Work From Home Is Likely - Not Currently Working
Work From Home > Went from Office to Home	This audience segment identifies Individuals Who Work From Home Is Likely - Went from Office to Home
ECONOMY	
Affordable Housing > Oppose	This audience segment identifies Individuals Opinion Towards Affordable Housing Is Likely - Oppose
Affordable Housing > Support	This audience segment identifies Individuals Opinion Towards Affordable Housing Is Likely - Support
Amazon Worker Treatment > Exploitative	This audience segment identifies Individuals Opinion Towards Amazon Worker Treatment Is Likely - Exploitative
Amazon Worker Treatment > Good Jobs	This audience segment identifies Individuals Opinion Towards Amazon Worker Treatment Is Likely - Good Jobs

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AVAILABLE SEGMENTS	DESCRIPTIONS
ECONOMY (continued)	
Attitude Towards Unions > Beneficial	This audience segment identifies Individuals Opinion Towards Unions Likely Beneficial
Attitude Towards Unions > Harmful	This audience segment identifies Individuals Opinion Towards Unions Is Likely - Harmful
Cancel Student Debt > All Debt	This audience segment identifies Individuals Opinion Towards Canceling Student Loan Debt Is Likely - All Debt
Cancel Student Debt > None	This audience segment identifies Individuals Opinion Towards Canceling Student Loan Debt Is Likely - None
Cancel Student Debt > Only For Needy	This segment identifies Individuals Opinion Towards Canceling Student Loan Debt Is Likely - Only For Needy
Capitalism > Flawed	This audience segment identifies Individuals Opinion Towards Capitalism Is Likely - Flawed
Capitalism > Sound	This audience segment identifies Individuals Opinion Towards Capitalism Is Likely - Sound
Economic Anxiety > Not Worried	This audience segment identifies Individuals Economic Anxiety Is Likely - Not Worried
Economic Anxiety > Very Worried	This audience segment identifies Individuals Economic Anxiety Is Likely - Very Worried
Gentrification > Oppose	This audience segment identifies Individuals Opinion Towards Gentrification Is Likely - Oppose
Gentrification > Support	This audience segment identifies Individuals Opinion Towards Gentrification Is Likely - Support
Gig Work Benefits > Keep Contractor	This audience segment identifies Individuals Opinion Towards Gig Work Benefits Is Likely - Keep Contractor
Gig Work Benefits > Make Employees	This audience segment identifies Individuals Opinion Towards Gig Work Benefits Is Likely - Make Employees
Gig Worker - Yes Have Worked	This audience segment identifies Individuals Who Have Experience Being A Gig Worker Is Likely - Yes
Income Inequality > No Issue	This audience segment identifies Individuals Opinion Towards Income Inequality Is Likely - No Issue
Income Inequality > Serious	This audience segment identifies Individuals Opinion Towards Income Inequality Is Likely - Serious
Infrastructure Funding > Enough Spent	This audience segment identifies Individuals Opinion Towards Infrastructure Funding Is Likely - Enough Spent
Infrastructure Funding > Fund more	This audience segment identifies Individuals Opinion Towards Infrastructure Funding Is Likely - Fund More
Jobs Guarantee > Oppose	This audience segment identifies Individuals Opinion Towards Jobs Guarantee Is Likely - Oppose
Jobs Guarantee > Support	This audience segment identifies Individuals Opinion Towards Jobs Guarantee Is Likely - Support
Minimum Wage 15 > Oppose	This audience segment identifies Individuals Opinion Towards Minimum Wage 15 Is Likely - Oppose
Minimum Wage 15 > Support	This audience segment identifies Individuals Opinion Towards Minimum Wage 15 Is Likely - Support
NAFTA > Harmful	This audience segment identifies Individuals Opinion Towards NAFTA Is Likely - Harmful
NAFTA > Not Harmful	This audience segment identifies Individuals Opinion Towards NAFTA Is Likely - Not Harmful
Right To Work Laws > Oppose	This audience segment identifies Individuals Opinion Towards Right To Work Laws Is Likely - Oppose
Right To Work Laws > Support	This audience segment identifies Individuals Opinion Towards Right To Work Laws Is Likely - Support
Tax Cuts > Oppose	This audience segment identifies Individuals Opinion Towards Tax Cuts Is Likely - Oppose
Tax Cuts > Support	This audience segment identifies Individuals Opinion Towards Tax Cuts Is Likely - Support
Tobacco Tax > Oppose	This audience segment identifies Individuals Opinion Towards Tobacco Tax Is Likely - Oppose
Tobacco Tax > Support	This audience segment identifies Individuals Opinion Towards Tobacco Tax Is Likely - Support
Universal Basic Income > Oppose	This audience segment identifies Individuals Opinion Towards Universal Basic Income Is Likely - Oppose
Universal Basic Income > Support	This audience segment identifies Individuals Opinion Towards Universal Basic Income Is Likely - Support
EDUCATION	
Charter Schools > Oppose	This audience segment identifies Individuals Opinion Towards Charter Schools Is Likely - Oppose
Charter Schools > Support	This audience segment identifies Individuals Opinion Towards Charter Schools Is Likely - Support
Common Core > Oppose	This audience segment identifies Individuals Opinion Towards Common Core Is Likely - Oppose
Common Core > Support	This audience segment identifies Individuals Opinion Towards Common Core Is Likely - Support
Free Community College > Oppose	This audience segment identifies Individuals Opinion Towards Free Community College Is Likely - Oppose
Free Community College > Support	This audience segment identifies Individuals Opinion Towards Free Community College Is Likely - Support
School Choice > Oppose	This audience segment identifies Individuals Opinion Towards School Choice Is Likely - Oppose
School Choice > Support	This audience segment identifies Individuals Opinion Towards School Choice Is Likely - Support
School Spending > Less	This audience segment identifies Individuals Opinion Towards School Spending Is Likely - Less
School Spending > More	This audience segment identifies Individuals Opinion Towards School Spending Is Likely - More

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AVAILABLE SEGMENTS	DESCRIPTIONS
ENVIRONMENT	
Climate Change > Believer	This audience segment identifies Individuals Opinion Towards Climate Change Is Likely - Believer
Climate Change > Nonbeliever	This audience segment identifies Individuals Opinion Towards Climate Change Is Likely - Nonbeliever
Environmental Protection > Less Regulation	This segment identifies Individuals Opinion Towards Environmental Protection Is Likely - Less Regulation
Environmental Protection > More Protection	This segment identifies Individuals Opinion Towards Environmental Protection Is Likely - More Protection
Gas Tax > Oppose	This audience segment identifies Individuals Opinion Towards Gas Tax Is Likely - Oppose
Gas Tax > Support	This audience segment identifies Individuals Opinion Towards Gas Tax Is Likely - Support
Green New Deal > Oppose	This audience segment identifies Individuals Opinion Towards Green New Deal Is Likely - Oppose
Green New Deal > Support	This audience segment identifies Individuals Opinion Towards Green New Deal Is Likely - Support
Pipeline Fracking > Oppose	This audience segment identifies Individuals Opinion Towards Pipeline Fracking Is Likely - Oppose
Pipeline Fracking > Support	This audience segment identifies Individuals Opinion Towards Pipeline Fracking Is Likely - Support
HEALTHCARE	
Abortion > Pro Choice	This audience segment identifies Individuals Opinion Towards Abortion Is Likely - Pro Choice
Abortion > Pro Life	This audience segment identifies Individuals Opinion Towards Abortion Is Likely - Pro Life
Affordable Care Act Obamacare > Expand	This audience segment identifies Individuals Opinion Towards Affordable Care Act Obamacare Is Likely - Expand
Affordable Care Act Obamacare > Leave Alone	This segment identifies Individuals Opinion Towards Affordable Care Act Obamacare Is Likely - Leave Alone
Affordable Care Act Obamacare > Oppose	This audience segment identifies Individuals Opinion Towards Affordable Care Act Obamacare Is Likely - Oppose
Medicare For All > Oppose	This audience segment identifies Individuals Opinion Towards Medicare For All Is Likely - Oppose
Medicare For All > Support	This audience segment identifies Individuals Opinion Towards Medicare For All Is Likely - Support
Opioid > Enforce	This audience segment identifies Individuals Opinion Towards Opioid Is Likely - Enforce
Opioid > Treat	This audience segment identifies Individuals Opinion Towards Opioid Is Likely - Treat
IDEOLOGY / PARTISANSHIP	
Ideology Fiscal > Conservative	This audience segment identifies Individuals Opinion Towards Ideology - Fiscal Is Likely - Conservative
Ideology Fiscal > Liberal	This audience segment identifies Individuals Opinion Towards Ideology - Fiscal Is Likely - Liberal
Ideology Fiscal > Moderate	This audience segment identifies Individuals Opinion Towards Ideology - Fiscal Is Likely - Moderate
Ideology Fiscal > Very Conservative	This audience segment identifies Individuals Opinion Towards Ideology - Fiscal Is Likely - Very Conservative
Ideology Fiscal > Very Liberal	This audience segment identifies Individuals Opinion Towards Ideology - Fiscal Is Likely - Very Liberal
Ideology > Conservative	This segment identifies Opinion Towards Ideology Liberal Vs Conservative Vs Moderate Is Likely - Conservative
Ideology > Liberal	This segment identifies Opinion Towards Ideology Liberal Vs Conservative Vs Moderate Is Likely - Liberal
Ideology > Moderate	This segment identifies Opinion Towards Ideology Liberal Vs Conservative Vs Moderate Is Likely - Moderate
Ideology > Very Conservative	This segment identifies Opinion Towards Ideology Liberal Vs Conservative Vs Moderate Likely - Very Conservative
Ideology > Very Liberal	This segment identifies Opinion Towards Ideology - Liberal Vs Conservative Vs Moderate Is Likely - Very Liberal
Ideology Social > Conservative	This audience segment identifies Individuals Opinion Towards Ideology - Social Is Likely - Conservative
Ideology Social > Liberal	This audience segment identifies Individuals Opinion Towards Ideology - Social Is Likely - Liberal
Ideology Social > Moderate	This audience segment identifies Individuals Opinion Towards Ideology - Social Is Likely - Moderate
Ideology Social > Very Conservative	This audience segment identifies Individuals Opinion Towards Ideology - Social Is Likely - Very Conservative
Ideology Social > Very Liberal	This audience segment identifies Individuals Opinion Towards Ideology - Social Is Likely - Very Liberal
Establishment Vs Firebrand > Establishment	This segment identifies Opinion Towards Partisanship - Establishment Vs Firebrand Is Likely - Establishment
Establishment Vs Firebrand > Firebrand	This segment identifies Opinion Towards Partisanship - Establishment Vs Firebrand Is Likely - Firebrand
Partisanship Moderate Third Party > Oppose	This segment identifies Individuals Opinion Towards Partisanship - Establishment Vs Firebrand Is Likely - Oppose
Partisanship Moderate Third Party > Support	This segment identifies Individuals Opinion Towards Partisanship - Establishment Vs Firebrand Is Likely - Support
Partisanship Overall > Democrat	This audience segment identifies Individuals Opinion Towards Partisanship - Overall Is Likely - Democrat
Partisanship Overall > Independent	This audience segment identifies Individuals Opinion Towards Partisanship - Overall Is Likely - Independent
Partisanship Overall > Republican	This audience segment identifies Individuals Opinion Towards Partisanship - Overall Is Likely - Republican

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AVAILABLE SEGMENTS	DESCRIPTIONS
IDEOLOGY / PARTISANSHIP (continued)	
Partisanship Overall > Soft Democrat	This audience segment identifies Individuals Opinion Towards Partisanship - Overall Is Likely - Soft Democrat
Partisanship Overall > Soft Republican	This audience segment identifies Individuals Opinion Towards Partisanship - Overall Is Likely - Soft Republican
Partisanship Overall > Strong Democrat	This audience segment identifies Individuals Opinion Towards Partisanship - Overall Is Likely - Strong Democrat
Partisanship Overall > Strong Republican	This audience segment identifies Individuals Opinion Towards Partisanship - Overall Is Likely - Strong Republican
Partisanship Primary Election Choice Dem	This segment identifies Individuals Opinion Towards Partisanship - Primary Election Choice Dem Is Likely - Yes
Partisanship Primary Election Choice GOP	This segment identifies Individuals Opinion Towards Partisanship - Primary Election Choice GOP Is Likely - Yes
Progressive Vs Moderate > Moderate	This segment identifies Individuals Opinion Towards Partisanship - Progressive Vs Moderate Is Likely - Moderate
Progressive Vs Moderate > Progressive	This segment identifies Individuals Opinion Towards Partisanship - Progressive Vs Moderate Is Likely - Progressive
MEDIA	
Social Media Truth Vs Speech > Ensure Truth	This segment identifies Individuals Opinion Towards Social Media - Truth Vs Speech Is Likely - Ensure Truth
Social Media Truth Vs Speech > Free Speech	This segment identifies Individuals Opinion Towards Social Media - Truth Vs Speech Is Likely - Free Speech
Social Media User > Non User	This audience segment identifies Individuals Opinion Towards Social Media - User Is Likely - Non-User
Social Media User > User	This audience segment identifies Individuals Opinion Towards Social Media - User Is - User
Tv News Source > CNN	This audience segment identifies Individuals Whose Tv News Source Is Likely - CNN
Tv News Source > FOX	This audience segment identifies Individuals Whose Tv News Source Is Likely - FOX
Tv News Source > MSNBC	This audience segment identifies Individuals Whose Tv News Source Is Likely - MSNBC
MILITARY INTERNATIONAL BORDERS	
Defense Spending > Increase	This audience segment identifies Individuals Opinion Towards Defense Spending Is Likely - Increase
Defense Spending > Reduce	This audience segment identifies Individuals Opinion Towards Defense Spending Is Likely - Reduce
Foreign Policy On Saudi Arabia > Not Tribal	This audience segment identifies Individuals Opinion Towards Foreign Policy On Saudi Arabia Is Likely - Not Tribal
Foreign Policy On Saudi Arabia > Tribal Democrats	This segment identifies Individuals Opinion Towards Foreign Policy On Saudi Arabia Is Likely - Tribal Democrats
Foreign Policy On Saudi Arabia > Tribal Republicans	This segment identifies Individuals Opinion Towards Foreign Policy On Saudi Arabia Is Likely - Tribal Republicans
Immigration > Too Many Coming In	This audience segment identifies Individuals Opinion Towards Immigration Is Likely - Too Many Coming In
Immigration > Treated Unfairly by Gov't	This segment identifies Individuals Opinion Towards Immigration Is Likely - Treated Unfairly by Government
Immigration & Customs Enforcement > Oppose	This segment identifies Individuals Opinion Towards Immigration And Customs Enforcement Is Likely - Oppose
Immigration & Customs Enforcement > Support	This segment identifies Individuals Opinion Towards Immigration And Customs Enforcement Is Likely - Support
Mexican Border Wall > Oppose	This audience segment identifies Individuals Opinion Towards Mexican Border Wall Is Likely - Oppose
Mexican Border Wall > Support	This audience segment identifies Individuals Opinion Towards Mexican Border Wall Is Likely - Support
Pathway To Citizenship > Oppose	This audience segment identifies Individuals Opinion Towards Pathway To Citizenship Is Likely - Oppose
Pathway To Citizenship > Support	This audience segment identifies Individuals Opinion Towards Pathway To Citizenship Is Likely - Support
POLITICAL ACTIVISM AND STRIFE	
Antifa > Oppose	This audience segment identifies Individuals Opinion Towards ANTIFA Is Likely - Oppose
Antifa > Support	This audience segment identifies Individuals Opinion Towards ANTIFA Is Likely - Support
Asian Hate Crime Concern > Concerned	This audience segment identifies Individuals Opinion Towards Asian Hate Crime Concern Is Likely - Concerned
Athletes Kneeling > Oppose	This audience segment identifies Individuals Opinion Towards Athletes Kneeling Is Likely - Oppose
Athletes Kneeling > Support	This audience segment identifies Individuals Opinion Towards Athletes Kneeling Is Likely - Support
Black Lives Matter > Oppose	This audience segment identifies Individuals Opinion Towards Black Lives Matter Is Likely - Oppose
Black Lives Matter > Support	This audience segment identifies Individuals Opinion Towards Black Lives Matter Is Likely - Support
Cancel Culture > Negative	This audience segment identifies Individuals Opinion Towards Cancel Culture Is Likely - Negative
Cancel Culture > Positive	This audience segment identifies Individuals Opinion Towards Cancel Culture Is Likely - Positive
Drug Price Limit - Support	This audience segment identifies Individuals Opinion Towards Drug Price Limit Is - Support
January 6th Was Crime - Yes	This audience segment identifies Individuals Opinion Towards January 6th Was Crime Is Likely - Yes

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AVAILABLE SEGMENTS	DESCRIPTIONS
POLITICAL ACTIVISM AND STRIFE (continued)	
Me Too > Issue Exaggerated	This audience segment identifies Individuals Opinion Towards Me Too Is Likely - Issue Exaggerated
Me Too > Support Issue	This audience segment identifies Individuals Opinion Towards Me Too Is Likely - Support Issue
Police Reform > More Money for Other Community Services	This audience segment identifies Individuals Opinion Towards Police Reform Is Likely - More Money for Other Community Services
Police Reform > More Money for Police	This audience segment identifies Individuals Opinion Towards Police Reform Is Likely - More Money for Police
Qanon > Deep State Myth	This audience segment identifies Individuals Opinion Towards QANON Is Likely - Deep State Myth
Qanon > Deep State Real	This audience segment identifies Individuals Opinion Towards QANON Is Likely - Deep State Real
Rightwing Militias - Support	This audience segment identifies Individuals Opinion Towards Rightwing Militias Is Likely - Support
Same Sex Marriage > Oppose	This audience segment identifies Individuals Opinion Towards Same Sex Marriage Is Likely - Oppose
Same Sex Marriage > Support	This audience segment identifies Individuals Opinion Towards Same Sex Marriage Is Likely - Support
Trans Athletes > Not Participate	This audience segment identifies Individuals Opinion Towards Trans Athletes Is Likely - Not Participate
Trans Athletes > Should Participate	This audience segment identifies Individuals Opinion Towards Trans Athletes Is Likely - Should Participate
ROLE OF GOVERNMENT	
Casinos > Oppose	This audience segment identifies Individuals Opinion Towards Casinos Is Likely - Oppose
Casinos > Support	This audience segment identifies Individuals Opinion Towards Casinos Is Likely - Support
Death Penalty > Oppose	This audience segment identifies Individuals Opinion Towards Death Penalty Is Likely - Oppose
Death Penalty > Support	This audience segment identifies Individuals Opinion Towards Death Penalty Is Likely - Support
Gun Control > Support 2A Rights	This audience segment identifies Individuals Opinion Towards Gun Control Is Likely - Support 2A Rights
Gun Control > Support More Control	This audience segment identifies Individuals Opinion Towards Gun Control Is Likely - Support More Control
Marijuana > Oppose	This audience segment identifies Individuals Opinion Towards Marijuana Is Likely - Oppose
Marijuana > Support	This audience segment identifies Individuals Opinion Towards Marijuana Is Likely - Support
Online Gambling > Less Legal	This audience segment identifies Individuals Opinion Towards Online Gambling Is Likely - Less Legal
Online Gambling > More Legal	This audience segment identifies Individuals Opinion Towards Online Gambling Is Likely - More Legal
Public Transit > Less Funding	This audience segment identifies Individuals Opinion Towards Public Transit Is Likely - Less Funding
Public Transit > More Funding	This audience segment identifies Individuals Opinion Towards Public Transit Is Likely - More Funding
Social Security - Support	This audience segment identifies Individuals Opinion Towards Social Security Is Likely - Support
Supreme Court Top Issue > Oppose	This audience segment identifies Individuals Opinion Towards Supreme Court Top Issue Is Likely - Oppose
Supreme Court Top Issue > Support	This audience segment identifies Individuals Opinion Towards Supreme Court Top Issue Is Likely - Support
UFO Study > Distrust Government	This audience segment identifies Individuals Opinion Towards UFO Study Is Likely - Distrust Government
UFO Study > Trust Government	This audience segment identifies Individuals Opinion Towards UFO Study Is Likely - Trust Government
TRUMP SPECIFIC	
Trump 2024 > Oppose	This audience segment identifies Individuals Opinion Towards Trump 2024 Is Likely - Oppose
Trump 2024 > Support	This audience segment identifies Individuals Opinion Towards Trump 2024 Is Likely - Support
Trump Attitude > Oppose Trump	This audience segment identifies Individuals Opinion Towards Trump Attitude Is Likely - Oppose Trump
Trump Attitude > Support Trump And Policies	This segment identifies Individuals Opinion Towards Trump Attitude Is Likely - Support Trump And Policies
Trump Attitude Dem Only - Dem Consider	This segment identifies Individuals Opinion Towards Trump Attitude Dem Only Is Likely - Democrat Consider
Trump Attitude Gop Only > Consider	This audience segment identifies Individuals Opinion Towards Trump Attitude GOP Only Is Likely - Consider
Trump Attitude Gop Only > Oppose	This audience segment identifies Individuals Opinion Towards Trump Attitude GOP Only Is Likely - Oppose
Trump Attitude Gop Only > Support	This audience segment identifies Individuals Opinion Towards Trump Attitude GOP Only Is Likely - Support
Trump Voter Fraud > Fake	This audience segment identifies Individuals Opinion Towards Trump Voter Fraud Is Likely - Fake
Trump Voter Fraud > Real	This audience segment identifies Individuals Opinion Towards Trump Voter Fraud Is Likely - Real
Trump Vs Biden > Biden	This audience segment identifies Individuals Opinion Towards Trump Vs Biden Is Likely - Biden
Trump Vs Biden > Trump	This audience segment identifies Individuals Opinion Towards Trump Vs Biden Is Likely - Trump

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AVAILABLE SEGMENTS	DESCRIPTIONS
VOTING AND COURTS	
DC Statehood > Oppose	This audience segment identifies Individuals Opinion Towards Dc Statehood Is Likely - Oppose
DC Statehood > Support	This audience segment identifies Individuals Opinion Towards Dc Statehood Is Likely - Support
Electoral College > Abolish	This audience segment identifies Individuals Opinion Towards Electoral College Is Likely - Abolish
Electoral College > Keep	This audience segment identifies Individuals Opinion Towards Electoral College Is Likely - Keep
Felon Voting > Oppose	This audience segment identifies Individuals Opinion Towards Felon Voting Is Likely - Oppose
Felon Voting > Support	This audience segment identifies Individuals Opinion Towards Felon Voting Is Likely - Support
Likely G24 Voter	This audience segment identifies Likely General Election 2024 Voter Is Likely - Yes
Likely G24 Voter EV > Likely G24 Voter And Likely EV	This audience segment identifies Likely General Election 2024 Voter Is Likely Yes And Likely Early Voter
Likely G24 Voter EV > Likely G24 Voter And Unlikely EV	This audience segment identifies Likely General Election 2024 Voter Is Likely Yes And Unlikely Early Voter
Likely G24 Voter VBM > Likely G24 Voter And Likely VBM	This audience segment identifies Likely General Election 2024 Voter Is Likely Yes And Likely Vote-By-Mail
Likely G24 Voter VBM > Likely G24 Voter And Unlikely VBM	This audience segment identifies Likely General Election 2024 Voter Is Likely Yes And Unlikely Vote-By-Mail
PR Statehood > Oppose	This audience segment identifies Individuals Opinion Towards PR Statehood Is Likely - Oppose
PR Statehood > Support	This audience segment identifies Individuals Opinion Towards PR Statehood Is Likely - Support
Rank Choice Voting > Oppose	This audience segment identifies Individuals Opinion Towards Rank Choice Voting Is Likely - Oppose
Rank Choice Voting > Support	This audience segment identifies Individuals Opinion Towards Rank Choice Voting Is Likely - Support
Redistricting > Independent Commission	This audience segment identifies Individuals Opinion Towards Redistricting Is Likely - Independent Commission
Redistricting > State Legislation	This audience segment identifies Individuals Opinion Towards Redistricting Is Likely - State Legislation
Unlikely G24 Voter - Yes	This audience segment identifies Unlikely General Election 2024 Voter Is Likely - Yes
Unlikely G24 Voter VMB - yes	This audience segment identifies Unlikely General Election 2024 Voter And Unlikely Vote-By-Mail
Vote Timing > Early	This audience segment identifies Vote Timing Is Likely - Early
Vote Timing > Election Day	This audience segment identifies Vote Timing Is Likely - Election Day
Voter Turnout Models EV > Likely EV	This audience segment identifies Voter Turnout Models EV Is Likely - Likely EV
Voter Turnout Models EV > Unlikely EV	This audience segment identifies Voter Turnout Models EV Is Likely - Unlikely EV
Voter Turnout Models VBM > Likely VBM	This audience segment identifies Voter Turnout Models VBM Is Likely - Likely VIM
Voter Turnout Models VBM > Unlikely VBM	This audience segment identifies Voter Turnout Models VBM Is Likely - Unlikely VIM
Voting Fraud > Fraud Concern	This audience segment identifies Voting Fraud Is Likely - Fraud Concern
Voting Fraud > Oppression Concern	This audience segment identifies Voting Fraud Is Likely - Oppression Concern



Also check out Comscore Predictive TV Audiences including Daypart, Genre, and Network Viewership. Ask your DDI Digital Solutions contact about creating a custom Comscore segment based on viewership or exposure.

POLITICAL + PUBLIC AFFAIRS TARGETING

2022 DATA DICTIONARY



Tunnl provides comprehensive audience solutions for issue, brand, corporate reputation, and purpose-driven marketing. Each Tunnl audience is comprised of people who share views, values, or similar sentiment about a certain topic.

AVAILABLE SEGMENTS	DESCRIPTION
ADVOCACY	
Influentials	high turnout voters, likely to follow the news, and actively engage in their community
Online Activists	spend a lot of time on digital or social media and are likely to sign an online petition or contact their legislator
CLIMATE	
Anti Climate Action	believe the federal government should not be taking steps to reduce emissions that cause climate change
Anti Environment Priority	oppose prioritizing environmental issues over job creation
Anti Green New Deal	oppose socialism sold as a means of saving the environment
Climate Change Persuadables	are receptive to messages both for and against federal action on climate change
Environment Priority Persuadables	are receptive to messages both for and against prioritizing environmental issues over job creation
Environmentalists	want to protect the environment even at the expense of the economy
Pro Climate Action	believe the federal government should be taking steps to reduce emissions that cause climate change
Pro Environment Priority	prioritize environmental issues over job creation
CORPORATE	
Anti Corporate Climate Action	oppose corporations acting to address climate change, including changing business practices to be more sustainable
Anti Corporate Diversity Action	oppose corporations and their CEOs speaking out on issues of diversity, equity, and inclusion in the United States
Corporate Climate Action Persuadables	persuadable on corporations acting to address climate change, including changing business sustainability practices
Corporate Diversity Action Persuadables	receptive to messages both for / against corporations & CEOs speaking out on issues of diversity, equity, & inclusion
Corporate Responsibility	community influencers whose consumption choices are impacted by a company's/CEO's stance on hot-button issues
Pro Corporate Climate Action	support corporations acting to address climate change, including changing business practices to be more sustainable
Pro Corporate Diversity Action	support corporations and their CEOs speaking out on issues of diversity, equity, and inclusion in the United States
COVID-19	
Anti COVID Lockdowns	oppose self-quarantine measures and lockdowns on non-essential businesses
Anti COVID Stimulus	agree that the government has wasted COVID-19 stimulus money on corporate bailouts
Anti Health Passport	oppose the United States enacting a policy requiring people to prove they have been vaccinated against COVID-19
Anti In-Person Schooling	believe we should wait to return to a normal classroom setting until all kids and teachers have been vaccinated
COVID Civil Liberties Concern	primary COVID concern is restrictive stay at home orders & business closures have infringed on personal freedoms
COVID Civil Liberties Persuadables	are receptive to messages both for and against the impacts of COVID restrictions on personal freedoms
COVID Economic Concern	primary COVID concern is that the US economy will enter another great recession or depression
COVID Lockdown Persuadables	are receptive to messages both for and against self-quarantine measures & lockdowns on non-essential businesses
COVID Public Health Concern	primary COVID concern is that the pandemic will cause long term damage to the health of the global population
COVID Vaccinated Individuals	already received the COVID-19 Vaccine
COVID Vaccine for Children Persuadables	are persuadable about having their child receive a COVID-19 vaccine once authorized & available for age group
COVID Vaccine Persuadables	have not yet decided if they will get the vaccine but could be persuaded with the right messaging.
Health Passport Persuadables	are persuadable about the US enacting policy requiring people to prove they have been vaccinated against COVID-19
In-Person Schooling Persuadables	are receptive to messages both for and against schools returning to in-person learning
Pro COVID Lockdowns	support self-quarantine measures and lockdowns on non-essential businesses

POLITICAL + PUBLIC AFFAIRS TARGETING

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AVAILABLE SEGMENTS	DESCRIPTION
COVID-19 (continued)	
Pro COVID Stimulus	disagree that the government has wasted COVID-19 stimulus money on corporate bailouts
Pro Health Passport	support the United States enacting a policy requiring people to prove they have been vaccinated against COVID-19
Pro In-Person Schooling	believe schools should be back to in-person attendance 5 days a week
Will Have Children Take COVID Vaccine	will have their child receive a COVID-19 vaccine once it is authorized and available for their child's age group
Will Not Take COVID Vaccine	do not plan to get a COVID vaccine
Will Take COVID Vaccine	plan to get a COVID vaccine when available to them
Won't Have Children Take COVID Vaccine	will not have their child receive a COVID-19 vaccine once it is authorized and available for their child's age group
DEMOCRACY	
Anti Filibuster	believe the filibuster rule should be eliminated
Filibuster Persuadables	are receptive to both positive and negative messages about the filibuster rule
Pro Expanded Voter Rights	support the federal government passing legislation to expand voter rights, like same-day registration
Pro Filibuster	believe the filibuster rule should not be eliminated
Pro State-Specific Voter Rights	oppose the federal government passing legislation to expand voter rights, like same-day registration
Voter Rights Persuadables	are persuadable about the federal government passing legislation to expand voter rights, like same-day registration
ECONOMIC	
Anti Infrastructure Bills	believe the recent infrastructure bills are just a massive spending program with too many giveaways and not enough checks on spending
Anti Socialism	believe socialism would be bad for the country
Anti Student Loan Debt Cancellation	oppose the federal government canceling student loan debt
Infrastructure Bills Not Enough	believe the recent infrastructure bill is not big enough and does not do enough to help fix underlying social problems like inequality and systematic bias
Pro American Jobs	believe that growing the economy and creating American jobs is a priority
Pro Infrastructure Bills	believe the U.S. needs to update its infrastructure, improve its electric grid, and expand access to broadband
Pro Student Loan Debt Cancellation	support the federal government canceling student loan debt
Student Loan Debt Cancel Persuadables	are receptive to both positive and negative messages about the federal government canceling student loan debt
ENERGY	
All of the Above Energy	favor energy development that includes new drilling for oil and gas as well as more renewable energy
Energy Influentials	are high turnout voters, likely to follow energy-related news, and actively engage in energy-related issues
Renewable Energy Supporters	believe we should invest more heavily in renewable energy such as wind and solar
Traditional Energy Supporters	believe we should invest more supporting the development of our traditional energy resources like oil & natural gas
FOREIGN RELATIONS	
Anti Chinese Trade Policies	believe American reliance on trade with China poses national security, public health, and economic risks
Anti Israel	do not believe that the United States should continue to support Israel
Israel Persuadables	are receptive to messages both for and against the United States' support of Israel
Pro Israel	believe that the United States should continue to support Israel
Trust China	believe that diplomatic relations with China have led to a long-time peaceful partnership and a growing economy
HEALTHCARE	
Anti Drug Costs Regulation	do not want the government to take action to regulate the price of pharmaceutical drugs to keep costs affordable
Anti Lowering the Medicare Age	believe we should leave the Medicare coverage age at 65
Anti Medicaid Expansion	oppose the expansion of Medicaid coverage
Anti Menthol Ban	oppose a ban on menthol-flavored cigarettes and flavored cigars

POLITICAL + PUBLIC AFFAIRS TARGETING

2022 DATA DICTIONARY



AVAILABLE SEGMENTS	DESCRIPTION
HEALTHCARE (continued)	
Anti Pharma	have an unfavorable view of pharmaceutical companies
Anti Pharmacy Opioid Blame	do not believe that pharmacies and retail chains share responsibility for the opioid epidemic
Anti Telehealth Regulations	oppose regulations on telehealth & telemedicine options, believe patients should decide if a good option for them
Anti Walk-In Clinics	oppose expanding access to healthcare with walk-in clinics
Drug Costs Persuadables	are receptive to messages both for and against government action on the cost of prescription drugs
Healthcare Influentials	high turnout voters, likely to follow healthcare-related news, and actively engage in healthcare-related issues
Lower the Medicare Age Persuadables	are receptive to messages both for and against lowering the Medicare coverage age to 60
Medicaid Expansion Persuadables	are receptive to messages both for and against the expansion of Medicaid coverage
Menthol Ban Persuadables	are receptive to messages both for and against a ban on menthol-flavored cigarettes and flavored cigars
Oppose Medicare-For-All	prefer a market-based solution for the US healthcare system over a "medicare-for-all" system
Pharma Persuadables	are receptive to both positive and negative messages about pharmaceutical companies
Pro Drug Costs Regulation	want the government to take action to regulate the price of pharmaceutical drugs and keep the costs affordable
Pro Lowering the Medicare Age	believe we should lower the Medicare coverage age to 60
Pro Medicaid Expansion	agree that Medicaid coverage should be expanded, even if it means raising taxes to do so
Pro Menthol Ban	support a ban on menthol-flavored cigarettes and flavored cigars
Pharmacy Opioid Blame Persuadables	receptive to messages both for & against idea that pharmacies & retail chains share responsibility for opioid epidemic
Pro Pharma	have a favorable view of pharmaceutical companies
Pro Pharmacy Opioid Blame	believe that pharmacies and retail chains share responsibility for the opioid epidemic
Pro Telehealth Regulations	support regulations on telehealth and telemedicine
Pro Walk-In Clinics	support expanding access to healthcare with walk-in clinics
Telehealth Regulations Persuadables	are receptive to messages both for and against regulations on telehealth and telemedicine
Walk-In Clinic Persuadables	are receptive to messages both for and against expanding access to healthcare with walk-in clinics
INDIVIDUAL CHOICE	
Anti School Choice	oppose school choice
Pro School Choice	support school choice
School Choice Persuadables	are receptive to messages both for and against school choice
LAW & ORDER	
BLM Supporters	support the Black Lives Matter movement
Criminal Justice Reform Persuadables	are receptive to messages both for and against criminal justice reform
Defund Police GOTV	are unlikely to vote, but strongly believe that defunding the police is dangerous
Defund Police Persuadables	are receptive to messages both for and against defunding the police
Defund Police Persuasion	are unlikely to vote for Republicans, but strongly agree that defunding the police is dangerous
Pro Criminal Justice Reform	support criminal justice reform
Pro Defund Police	support defunding the police
Pro Immigration	support allowing more immigrants into the U.S. and giving unauthorized immigrants a pathway to legal status
Pro Immigration Enforcement	support strict immigration enforcement laws including deportation and a wall on the Southern border
Pro Police	trust law enforcement officers in their communities
Pro Recreational Marijuana Legalization	support legalizing recreational marijuana for use by adults 18 and older
Recreational Marijuana Persuadables	are receptive to messages both for and against legalizing recreational marijuana for use by adults 18 and older

POLITICAL + PUBLIC AFFAIRS TARGETING

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AVAILABLE SEGMENTS	DESCRIPTION
SOCIAL ISSUES	
2nd Amendment Persuadables	are receptive to messages both for and against gun control/2nd amendment issues
Anti Critical Race Theory	oppose teaching or training of critical race theory in schools or workplaces
Critical Race Theory Persuadables	are receptive to messages both for and against critical race theory
Pro 2nd Amendment	believe it is important to protect the right of Americans to own guns
Pro Critical Race Theory	believe children should be taught Critical Race Theory, Black Lives Matter, and social justice curriculum in school
Pro Gun Control	believe it is important to put more restrictions on gun ownership
Pro Gun Law Reforms	believe we should pass common-sense gun control reforms, such as banning assault weapons and high-capacity magazines and closing loopholes in the background check system
Anti Gun Law Reform	are against passing common-sense gun control reforms, such as banning assault weapons and high-capacity magazines and closing loopholes in the background check system
Gun Law Reform Persuadables	are receptive to both positive and negative messages regarding common-sense gun control reforms, such as banning assault weapons and high-capacity magazines and closing loopholes in the background check system
SUPREME COURT	
Supreme Court Conservative	voters who support a conservative justice being appointed to the Supreme Court
Supreme Court Conservative Issue Persuadable	swing voters who are receptive to messages both for and against a conservative justice being appointed to the Supreme Court
Supreme Court Conservative Persuadable	conservative voters who are receptive to messages both for and against a conservative justice being appointed
Supreme Court Liberal	voters who support a liberal justice being appointed to the Supreme Court
Supreme Court Liberal Issue Persuadable	swing voters who are receptive to messages both for and against a liberal justice being appointed
Supreme Court Liberal Persuadable	liberal voters who are receptive to messages both for and against a liberal justice being appointed
TAXATION	
Anti Child Tax Credit	oppose the federal government sending monthly checks for each child to married or single-parent families
Anti Corporate Tax Raise	do not believe that taxes should be raised on large corporations
Anti Corporate Tax Rate Increase	are opposed to President Biden's plan to raise the corporate tax rate
Anti Energy Tax	oppose higher taxes to invest in our national infrastructure, renewable energy sources, and create more green jobs
Anti Increasing Taxes on the Rich	oppose increasing taxes on corporations and the richest households
Anti State Tax Cap	oppose the updated U.S. tax law limiting state income and property tax deductions from federal taxes
Anti Tobacco Tax Raise	oppose raising taxes on cigarettes, tobacco, all other nicotine products such as chewing tobacco or vaping products
Anti Wealth Tax	oppose increasing taxes on those making over \$400,000 a year
Child Tax Credit Persuadables	persuadable on the federal government sending monthly checks for each child to married or single-parent families
Corporate Tax Raise Persuadables	are receptive to messages both for and against tax raises on large corporations
Corporate Tax Rate Increase Persuadables	are receptive to both positive and negative messages about President Biden's plan to raise the corporate tax rate
Energy Tax Persuadables	persuadable on raising taxes to invest in national infrastructure, renewable energy sources, create more green jobs
Increasing Taxes on Rich Persuadables	are receptive to messages both for and against increasing taxes on corporations and the richest households
Pro Child Tax Credit	support the federal government sending monthly checks for each child to married or single-parent families
Pro Corporate Tax Raise	believe that taxes should be raised on large corporations to make sure they're paying their fair share
Pro Corporate Tax Rate Increase	support President Biden's plan to raise the corporate tax rate
Pro Energy Tax	support higher taxes to invest in our national infrastructure, renewable energy sources, and create more green jobs
Pro Increasing Taxes on the Rich	support increasing taxes on corporations and the richest households
Pro State Tax Cap	support the updated U.S. tax law limiting state income and property tax deductions from federal taxes
Pro Tobacco Tax Raise	support raising taxes on cigarettes, tobacco, & all other nicotine products such as chewing tobacco, vaping products
Pro Wealth Tax	believe we should increase taxes on those making over \$400,000 a year

POLITICAL + PUBLIC AFFAIRS TARGETING

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AVAILABLE SEGMENTS	DESCRIPTION
TAXATION (continued)	
State Tax Cap Persuadables	are persuadable about the updated U.S. tax law limiting state income and property tax deductions from federal taxes
Tobacco Tax Raise Persuadables	persuadable on raising taxes on cigarettes, tobacco, other nicotine products; chewing tobacco or vaping products
Wealth Tax Persuadables	are receptive to messages both for and against increasing taxes on those making over \$400,000 a year
TECHNOLOGY	
Anti Big Tech	have an unfavorable view of technology companies such as Facebook, Google, Amazon and Twitter
Anti Big Tech Regulation	do not believe that the United States needs to do more to regulate big technology companies
Anti Cryptocurrency Regulation	oppose regulations on digital currencies such as Bitcoin
Anti Gig Economy Regulation	oppose more federal action to regulate the gig economy
Anti Legalize Sports Betting	oppose making betting on professional sports legal and oppose allowing the expansion of gaming across the country
Anti Swipe Fees	oppose credit card companies charging businesses a swipe fee
Anti Trust Persuadables	are receptive to messages both for and against anti trust regulations
Big Tech Persuadables	receptive to both positive & negative messages about tech companies such as Facebook, Google, Amazon, Twitter
Big Tech Regulation Persuadables	are receptive to messaging both for and against the United States regulating big technology companies
Cryptocurrency Regulation Persuadables	are receptive to messages both for and against regulations on digital currencies such as Bitcoin
Gig Economy Regulation Persuadables	are receptive to messages both for and against more federal action to regulate the gig economy
Gig Economy Workers	have a portion of their income come from gig economy jobs
Legalize Sports Betting Persuadables	persuadable on making betting on professional sports legal & allowing the expansion of gaming across the country
Oppose Anti Trust Regulations	oppose anti trust regulations
Pro Big Tech	have a favorable view of technology companies such as Facebook, Google, Amazon and Twitter
Pro Big Tech Regulation	believe that the United States needs to do more to regulate big technology companies
Pro Cryptocurrency Regulation	support more regulations on digital currencies such as Bitcoin
Pro Gig Economy Regulation	support more federal action to regulate the gig economy
Pro Legalize Sports Betting	support making betting on professional sports legal and allowing the expansion of gaming across the country
Pro Swipe Fees	support credit card companies charging businesses a swipe fee
Swipe Fee Persuadables	are receptive to messages both for and against credit card companies charging businesses a swipe fee
Support Anti Trust Regulations	support anti trust regulations
VOTERS	
Base Democrats	base Democrats who are very likely to vote in the next election
Base Republicans	base Republican voters who are very likely to vote in the next election
Blue Collar Voters	low income, low education White voters likely to hold a blue-collar job
Democrat GOTV	low and mid-turnout Democratic voters
Democrat/Independent Limit Spending by the Biden Administration	Democrat or Independent Voters who believe Republicans should stand for fiscal responsibility and stand up to President Biden and the Democrats to limit government spending
Democrat/Independent Biden Detractors	Democrat or Independent Voters who have an unfavorable opinion of President Joe Biden
Democrat/Independent Trump Endorsement	Democrat or Independent voters more likely to support a candidate if endorsed by former President Donald Trump
Democratic Primary Voters	consistent Democratic primary voters
Democratic Voters	all voters who are likely to vote for Democrats in upcoming elections
Fiscal Conservatives	consider themselves to be conservative on fiscal and tax issues
Fiscal Liberals	consider themselves to be liberal on fiscal and tax issues

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AVAILABLE SEGMENTS	DESCRIPTION
VOTERS (continued)	
GOP Early and Absentee Voters	Republican voters who are likely to vote early or absentee
GOP GOTV	low and mid-turnout Republican voters
GOP Primary Voters	consistent Republican primary voters
GOP Trump Endorsement Detractors	voters who would be less likely to support a candidate if they were endorsed by former President Donald Trump
GOP Trump Endorsement Supporters	voters who would be more likely to support a candidate if they were endorsed by former President Donald Trump
High Turnout Voters	all voters who are very likely to vote in the upcoming election
Likely Voters	all voters classified as highly likely and moderately likely to vote in the upcoming election
President Biden Detractors	voters who have an unfavorable opinion of President Joe Biden
President Biden Supporters	voters who have a favorable opinion of President Joe Biden
Presidential Ticket Splitters	Biden voters who voted for Republicans down-ballot
Registered Voters	all registered voters
Republican Voters	all voters who are likely to vote for Republicans in upcoming elections
Republican/Independent Biden Supporters	Republican or Independent Voters who have a favorable opinion of President Joe Biden
Senior Swing	voters over age 65 who are likely undecided on the upcoming election & receptive to messages from both parties
Social Conservatives	consider themselves to be conservative on social issues
Social Liberals	consider themselves to be liberal on social issues
Soft Democrats	voters who lean Democratic
Soft Republicans	voters who lean Republican
Swing	voters who are likely undecided on the upcoming election and are receptive to messages from both parties
Swing Women	female voters who are likely undecided on the upcoming election & are receptive to messages from both parties
DEMOGRAPHICS	
Gig Economy Workers	have a portion of their income come from gig economy jobs
Hispanic Persuadables	Hispanic voters who do not consistently fall along party lines and are receptive to messages from both parties
Homeowners	Individuals who own homes
Likely Non-Profit Volunteers	are likely to volunteer at a charitable organization or non-profit
New Parents	individuals with young children
Purchase a New or Used Vehicle	are very likely to purchase a new or used vehicle in the next year
Working Moms	mothers with full-time employment
DONORS	
Likely Charity Donors	are likely to donate to a charity
Likely Democrat Donors	are likely to donate to Democratic candidates/committees
Likely GOP Donors	are likely to donate to Republican candidates/committees
Likely High Dollar Democratic Donors	have given over \$250 in the past 4 years to Democratic candidates/committees
Likely High Dollar GOP Donors	have given over \$250 in the past 4 years to Republican candidates/committees
Likely High Dollar Political Donor	have given over \$250 in the past 4 years
Likely Low Dollar Democratic Donors	have given less than \$250 in the past 4 years to Democratic candidates/committees
Likely Low Dollar GOP Donors	have given less than \$250 in the past 4 years to Republican candidates/committees
Likely Low Dollar Political Donors	have given less than \$250 in the past 4 years
Likely Major Democratic Donors	have given over \$10,000 to Democratic candidates/committees over the past 4 years
Likely Major GOP Donors	have given over \$10,000 to Republican candidates/committees over the past 4 years

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AVAILABLE SEGMENTS	DESCRIPTION
DONORS (continued)	
Likely Major Political Donors	have given over \$10,000 in the past 4 years
Likely Political Donors	are likely to donate to political campaigns/committees
Potential Animal Welfare Donors	are likely to donate to an animal welfare organization
Potential Children's Health Cause Donors	are likely to donate to a childrens health cause
Potential Disaster Relief Donors	are likely to donate to a disaster or relief effort
Potential Education Donors	are likely to donate to an education cause
Potential Environmental Issue Donors	are likely to donate to an environmental issue
Potential Faith Based Cause Donor	are likely to donate to a faith-based cause
Potential Social Welfare Donors	are likely to donate to a social welfare or food security cause
Young Likely GOP Donors	Individuals A18-35 who are likely to donate to Republican campaigns/committees
Young Likely Political Donors	Individuals A18-35 who are likely to donate to political campaigns/committees
MEDIA HABITS	
Amazon Firestick Streamers	use the Amazon Firestick as their primary method for streaming TV
Apple TV Streamers	use Apple TV as their primary method for streaming TV
Chromecast Streamers	use Chromecast as their primary method for streaming TV
Roku Streamers	use Roku as their primary method for streaming TV
Smart TV Streamers	use a Smart TV as their primary method for streaming TV
Antenna Users	individuals who use a digital antenna to receive television broadcasts
Cord Cutters	individuals who only utilize streaming video services or devices, not broadcast or cable TV viewers
Non-Streamers	individuals who do not utilize streaming video services
Frequent Digital Radio Listeners	are highly likely to be frequent digital radio listeners
Frequent Digital Users	are highly likely to be frequent digital users
Frequent Live Broadcast Viewers	are highly likely to be frequent live broadcast viewers
Frequent Live Cable Viewers	are highly likely to be frequent live cable viewers
Frequent Mobile Streamers	are highly likely to be frequent mobile streamers
Frequent Radio Listeners	are highly likely to be frequent radio listeners
Frequent Satellite TV Viewers	are highly likely to be frequent satellite television viewers
Frequent Social Media Users	are highly likely to be frequent social media users
Frequent Terrestrial Radio Listeners	are highly likely to be frequent terrestrial radio listeners
Frequent TV Streamers	are highly likely to be frequent television streamers
Frequent VOD Users	are highly likely to be frequent Video-on-Demand users

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L2 pools the most up-to-date information from public and commercial sources; screened for inaccuracies using complex and proprietary algorithms and the most powerful processing tools available today to ensure your campaigns are based on the best possible data intelligence.

AVAILABLE SEGMENTS	DESCRIPTION
VOTER REGISTRATION	
All NW	All voters nationwide
Democrats NW	Registered Democrats or modeled in those states where party ID isn't done by registration
Republicans NW	Registered Republicans or modeled in those states where party ID isn't done by registration
Parties Description > American Independent	Registered American Independent or modeled in states where party ID isn't done by registration
Parties Description > Conservative	Registered Conservative Party or modeled in states where party ID isn't done by registration
Parties Description > Democratic	Registered Democrats or modeled in those states where party ID isn't done by registration
Parties Description > Independence	Registered Independence Party or modeled in states where party ID isn't done by registration
Parties Description > Libertarian	Registered Libertarian or modeled in those states where party ID isn't done by registration
Parties Description > Non-Partisan	Voters not registered with a party or likely independents where party ID isn't done by registration
Parties Description > Other	Registered with another small party not reflected in other segments
Parties Description > Registered Independent	Registered Independents or modeled in those states where party ID isn't done by registration
Parties Description > Republican	Registered Republicans or modeled in those states where party ID isn't done by registration
Parties Description > Unknown	Registered voters whose party affiliation is unknown
New Registrants Since G18	Voters registered since November 6, 2018
New Registrants Since G20	Voters registered since November 4, 2020
Registered Between Six And Ten Years Ago	Voters registered between 6 and 10 years ago
Registered More Than Ten Years Ago	Voters registered more than 10 years ago
Registered Within Last Five Years	Voters registered within last 5 years
EARLY & ABSENTEE VOTERS	
Voter Absentee Types Description	Absentee voters: Temporary, Permanent US, Permanent Out of Country, Federal, Military
Likely to Vote Early	Likely to vote early (by mail or in-person) based off of L2/HaystaqDNA's national modeling
VOTING HISTORY	
1 out of 4 General	Voted in at least the last 1/4+ even year general elections
2 out of 4 General	Voted in at least the last 2/4+ even year general elections
3 out of 4 General	Voted in at least the last 3/4+ even year general elections
4 out of 4 General	Voted in the last 4/4 even year general elections
1 out of 4 Primary	Voted in at least the last 1/4+ even year primary elections
2 out of 4 Primary	Voted in at least the last 2/4+ even year primary elections
3 out of 4 Primary	Voted in at least the last 3/4+ even year primary elections
4 out of 4 Primary	Voted in the last 4/4 even year primary elections
2020 General	Voted in at least the 2020 General Election
AnyElection 2021	Voted in ANY election (general, primary, municipal, special, etc.) during that year
PresidentialPrimary 2008	Voted in the 2008 Presidential Primary
PresidentialPrimary 2012	Voted in the 2012 Presidential Primary
PresidentialPrimary 2016	Voted in the 2016 Presidential Primary
PresidentialPrimary 2020	Voted in the 2020 Presidential Primary
Primary 2008 / 2010 / 2012 / 2014 / 2016 / 2018 / 2020	Individual segments indicating constituents voted in each year's non-presidential primary

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AVAILABLE SEGMENTS	DESCRIPTION
VOTING HISTORY	
VotingPerformanceEvenYearGeneral 10 Percent Or Better	Voted in 10% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 20 Percent Or Better	Voted in 20% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 30 Percent Or Better	Voted in 30% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 40 Percent Or Better	Voted in 40% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 50 Percent Or Better	Voted in 50% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 60 Percent Or Better	Voted in 60% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 70 Percent Or Better	Voted in 70% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 80 Percent Or Better	Voted in 80% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearGeneral 90 Percent Or Better	Voted in 90% or more of the past 4 Even Year General Elections for which they were eligible
VotingPerformanceEvenYearPrimary 10 Percent Or Better	Voted in 10% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 20 Percent Or Better	Voted in 20% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 30 Percent Or Better	Voted in 30% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 40 Percent Or Better	Voted in 40% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 50 Percent Or Better	Voted in 50% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 60 Percent Or Better	Voted in 60% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 70 Percent Or Better	Voted in 70% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 80 Percent Or Better	Voted in 80% or more of the past 4 Even Year Primary Elections for which they were eligible
VotingPerformanceEvenYearPrimary 90 Percent Or Better	Voted in 90% or more of the past 4 Even Year Primary Elections for which they were eligible
IDEOLOGY & SUPPORT MODELS	
Ideology Conservative	Likely to have a conservative ideology based off of L2/HaystaqDNA's national modeling
Ideology Liberal	Likely to have a liberal ideology based off of L2/HaystaqDNA's national modeling
Ideology Moderate	Likely to have a moderate ideology based off of L2/HaystaqDNA's national modeling
Likely Biden Supporters	Likely Biden Supporter models based off of L2/HaystaqDNA's national modeling
Likely General	Likely Current Year General Election models based off of L2/HaystaqDNA's national modeling
Likely Trump Supporters	Likely Trump Supporter models based off of L2/HaystaqDNA's national modeling
Non-Partisan Moderate	Likely Moderates based on the L2/HaystaqDNA models // L2 flagged as Non-Partisan
Soft Democrat	Likely soft Democrats based on the L2/HaystaqDNA models
Soft Republican	Likely soft Republicans based on the L2/HaystaqDNA models
Strong Democrat	Likely strong Democrats based on L2/HaystaqDNA models/Voter file/L2 Modeled Democrats
Strong Republican	Likely strong Republicans based on L2/HaystaqDNA/Voter file/L2 Modeled Republicans
HAYSTAQ DNA ISSUE MODELS	
Abortion flag > Pro Choice	Likely to support Roe v. Wade based off of L2/HaystaqDNA's national modeling
Abortion flag > Pro Life	Likely to oppose Roe v. Wade based off of L2/HaystaqDNA's national modeling
Activist flag > Yes / No	Likely activist, Yes or No, based off of L2/HaystaqDNA's national modeling
Affordable care act flag > Repeal	Likely to support Repeal of the ACA based on L2/HaystaqDNA's national modeling
Affordable care act flag > Support	Likely to Support the Affordable Care Act based on L2/HaystaqDNA's national modeling
Affordable housing policy flag > Govt Should Intervene	Likely to Support government intervention in affordable housing L2/HaystaqDNA's modeling
Allow transgender bathroom flag > Oppose	Oppose transgender individuals using a bathroom different than that of their birth gender
Allow transgender bathroom flag > Support	Support transgender individuals using a bathroom different than that of their birth gender
Anti union right to work laws flag > Oppose	Likely to oppose Anti-Union Right To Work Laws based on L2/HaystaqDNA's modeling
Anti union right to work laws flag > Support	Likely to support Anti-Union Right To Work Laws based on L2/HaystaqDNA's modeling
Attends church frequently flag > Never	Likely to Never or very Infrequently Attend Church based on L2/HaystaqDNA's modeling
Attends church frequently flag > Often	Likely to Frequently Attend Church based on L2/HaystaqDNA's national modeling
Ballot dropoff flag > Yes Votes Only Top of Ticket	Likely to Only Vote Top of Ticket based on L2/HaystaqDNA's national modeling

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AVAILABLE SEGMENTS	DESCRIPTION
HAYSTAQ DNA ISSUE MODELS	
Black lives matter flag > Oppose / Support	Likely to oppose / support Black Lives Matter based on L2/HaystaqDNA's national modeling
BLM protests flag > Oppose	Likely to oppose Black Lives Matter Protests based off of L2/HaystaqDNA's national modeling
BLM protests flag > Support	Likely to support Black Lives Matter Protests based off of L2/HaystaqDNA's national modeling
Border wall with Mexico flag > Oppose	Likely to oppose a Mexico Border Wall based off of L2/HaystaqDNA's national modeling
Border wall with Mexico flag > Support	Likely to support a Mexico Border Wall based off of L2/HaystaqDNA's national modeling
Casinos flag > Oppose New Casinos	Likely to oppose New Casinos based off of L2/HaystaqDNA's national modeling
Casinos flag > Support New Casinos	Likely to support New Casinos based off of L2/HaystaqDNA's national modeling
Charter schools flag > Oppose	Likely to oppose Charter Schools based off of L2/HaystaqDNA's national modeling
Charter schools flag > Support	Likely to support Charter Schools based off of L2/HaystaqDNA's national modeling
Citizens united supreme court ruling flag > Overturn	Likely to support Overturning the Citizens United Ruling based on L2/HaystaqDNA's modeling
Citizens united supreme court ruling flag > Support	Likely to support the Citizens United Ruling based on L2/HaystaqDNA's national modeling
Civic infrastructure flag > Oppose More Spending	Likely to oppose More Spending on Civic Infrastructure based on L2/HaystaqDNA's modeling
Civic infrastructure flag > Support More Spending	Likely to support More Spending on Civic Infrastructure based on L2/HaystaqDNA's modeling
Civil liberties versus protection from terrorists flag > Oppose	Likely to value Protection from Terrorists over Civil Liberties per L2/HaystaqDNA's modeling
Civil liberties versus protection from terrorists flag > Support	Likely to value Civil Liberties over Protection from Terrorists per L2/HaystaqDNA's modeling
Climate change believer > Believe Caused by Human Behavior	Likely to Believe Climate Change Is Caused By Human Behavior; L2/HaystaqDNA's modeling
Climate change believer > No Evidence for Humans Causing It	Likely to believe No Evidence Humans Caused Climate Change; L2/HaystaqDNA's modeling
Common core national educational curriculum flag > Oppose	Likely to oppose Common Core Education Curriculum based on L2/HaystaqDNA's modeling
Common core national educational curriculum flag > Support	Likely to support Common Core Education Curriculum based on L2/HaystaqDNA's modeling
Consumer top concern in making large purchases flag > Consumer Value Short-term	Likely to Value Short-term Consumer Value most in making large purchases based on L2/HaystaqDNA's national modeling
Consumer top concern in making large purchases flag > Effect on Environment	Likely to Value Effect on Environment most in making large purchases based on L2/HaystaqDNA's national modeling
Consumer top concern in making large purchases flag > Long-Term Cost Savings	Likely to Value Long-term Cost Savings most in making large purchases based on L2/HaystaqDNA's national modeling
Covid china responsible flag > Yes	Likely to believe China is Responsible for COVID-19 Pandemic; L2/HaystaqDNA's modeling
Covid impact on daily life flag > Minimal	Likely to feel COVID-19 had Minimal impact on their daily life; L2/HaystaqDNA's modeling
Covid impact on daily life flag > Significant	Likely to feel COVID-19 had Significant impact on their daily life; L2/HaystaqDNA's modeling
Covid info from social media flag > Distrust	Likely to Distrust COVID-19 information from Social Media per L2/HaystaqDNA's modeling
Covid info from social media flag > Trust	Likely to Trust COVID-19 information from Social Media per L2/HaystaqDNA's modeling
Voting access flag > Easier	Likely to value easier voting access over voter fraud concerns per L2/HaystaqDNA's modeling
Voting access flag > Harder	Likely to value restricting voter access over easy access per L2/HaystaqDNA's modeling
Voting method preferred flag > In-person	Likely to prefer in-person voting per L2/HaystaqDNA's modeling
Voting method preferred flag > Mail	Likely to prefer mail-in voting per L2/HaystaqDNA's modeling
VOTER DEMOGRAPHICS	
Age > 18-24, 25-34, 35-49, 50-64, 65+	Voter File: Age Range based on birth date
Gender > Male or Female	Voter File: Gender
Ethnic Groups	Five Ethnic Categories, including: Likely African-American, Hispanic and Portuguese, East and South Asian, European, Other
Ethnic Description > Afgan to Western Samoa	86 individual ethnic categories covering ~90% of voters, with remaining classified as "unknown"
Languages > Albanian to Zulu	Language spoken: Albanian, Amharic, Arabic, Armenian, Ashanti, Azeri, Basque, Bulgarian, Burmese, Chinese, Czech, Danish, Dutch, Dzongha, English, Estonian, Farsi, Finnish, French, Ga, Georgian, German, Greek, Hebrew, Hindi, Hungarian, Icelandic, Indonesian, Italian, Japanese, Kazakh, Khmer, Korean, Laotian, Latvian, Lithuanian, Macedonian, Mongolian, Nepali, Norwegian, Oromo, Pashto, Polish, Portuguese, Romanian, Russian, Serbo-Croatian, Sinhalese, Slovakian, Slovenian, Somali, Spanish, Swahili, Swedish, Tagalog, Thai, Tibetan, Tongan, Tswana, Turkish, Urdu, Uzbeki, Vietnamese, Zulu

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POLITICAL + PUBLIC AFFAIRS TARGETING

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AVAILABLE SEGMENTS	DESCRIPTION
VOTER DEMOGRAPHICS (continued)	
Gen Z Voters	Voters born after 1996
Millennial Voters	Voters born between 1980 and 1995
Gen X Voters	Voters born between 1965 and 1979
Baby Boomer Voters	Voters born between 1946 and 1964
Silent/Greatest Generation Voters	Voters born between 1928 and 1945
European/Caucasian Voters	Voters that are coded as European/Caucasian using L2's ethnic coding
African American Voters	Voters that are coded as Likely African American using L2's ethnic coding
Hispanic Voters	Voters that are coded as Hispanic using L2's ethnic coding
Non-White Voters	All voters coded as Hispanic, Likely-African American and East or South Asian
DONORS	
FEC Donors Average Donation Range	Set range categories (\$100 and less, \$101-\$250, \$251-\$500, \$501-\$1000, \$1001 and up)
Donates to Animal Welfare > Yes	Commercial data, presence of donor to Animal Welfare causes in HH
Donates to Arts and Culture > Yes	Commercial data, presence of donor to Arts & Culture causes in HH
Donates to Childrens Causes > Yes	Commercial data, presence of donor to Children's causes in HH
Donates to Conservative Causes > Yes	Commercial data, presence of donor to Conservative causes in HH
Donates to Healthcare > Yes	Commercial data, presence of donor to Healthcare causes in HH
Donates to International Aid Causes > Yes	Commercial data, presence of donor to International Aid causes in HH
Donates to Liberal Causes > Yes	Commercial data, presence of donor to Liberal causes in HH
Donates to Local Community > Yes	Commercial data, presence of donor to Local Community causes in HH
Donates to Veterans Causes > Yes	Commercial data, presence of donor to Veteran's causes in HH
Donates to Wildlife Preservation > Yes	Commercial data, presence of donor to Wildlife Preservation/Environmental causes in HH
COMMERCIAL DATA	
Presence Of Children Code	Probability of presence of children. Possible values are: Known Data, Modeled Likely to have a child, Modeled Not as Likely to have a child, Not Likely to have a child
Estimated HH Income	12 Range categories from <\$14,999 to >\$250,000
HH Net Worth	8 Set Dollar Ranges from <\$4,999 to >\$500,000
Business Owner	Commercial data, Owns Business, Yes
Investor	Commercial data, Owns Investments, Yes
Occupation Industry	Civil Servant, Management, Manufacturing, Maintenance Svc, Creative Arts, Skilled Trades, Education, Military, Engineering, Military, Financial Svc, Food Svc, Computer Pro, Sales/Marketing, Legal, Scientific, Clerical
Veteran	Commercial data, Veteran, Yes
Homeowner Or Renter	Likely Homeowner / Likely Renter
Dwelling Type	Single Family Dwelling Unit / Multi-Family Dwelling



L2 DATAMAPPING USERS : Your own DataMapping segments can be pushed directly into our DSP for targeting with no onboarding cost. Ask for DDI Digital Solutions contact for details.

POLITICAL + PUBLIC AFFAIRS TARGETING

2022 DATA DICTIONARY



TargetSmart is the nation's leading provider of voter data and targeting solutions for progressive campaigns. Available for approved progressive advertisers only.

AVAILABLE SEGMENTS	DESCRIPTION
VOTER SEGMENTS	
Registered Voter	Voter File: Registered flag Y
Unregistered Individual	Voter File: Registered flag N
Registered Since g2018 or g2020	Voter File: Registered after Nov 2018 or Nov 2020 General Election
Party Likely Democrat	Voter File + Proprietary Partisanship Models
Party Likely Unaffiliated	Voter File + Proprietary Partisanship Models
Party Likely Republican	Voter File + Proprietary Partisanship Models
Party Strong Democrat	Voter File + Proprietary Partisanship Models
Party Strong Republican	Voter File + Proprietary Partisanship Models
Congressional Districts	Voter File: US House districts (National file of districts by number, add state geo-targeting)
Age > 18-29, 30-39, 40-49, 50-64, 65+	Voter File: Age Range based on birth date
Gender > Male or Female	Voter File: Gender
State > AK to WY	Voter File: All 50 US states + District of Columbia
TURNOUT	
Absentee Voter	Voter File: Permanent Absentee voter
EAV 2022P_Requested	Voter file: Has requested Early / Absentee Ballot for 2022 Primary
EAV 2022P_Voted	Voter file: Has voted; Early / Absentee Ballot for 2022 Primary received
Early Voter	Voter File: Has voted Early or Absentee in past
Early Vote Highly Likely, Likely, Unlikely	Voter File + Proprietary Models: likelihood to vote early in 2022
Vote in First Half of Mail Voting Process Likely	Voter File + Proprietary Models: likelihood to vote in first half of mail-in voting process
Vote in Second Half of Mail Voting Process Likely	Voter File + Proprietary Models: likelihood to vote in second half of mail-in voting process
Likely First Time Voter	Voter File + Proprietary Turnout Models
G2018 Voter	Voter file: 2018 General Election voter
G2020 Voter	Voter file: 2020 General Election voter
P2018 Voter	Voter file: 2018 Primary Election voter
P2020 Voter	Voter file: 2020 Primary Election voter
PP2020 Voter	Voter file: 2020 Presidential Primary Election voter
Primary Turnout Likely, Somewhat Likely, Unlikely	Voter File + Proprietary Models: likelihood to vote in Primary Election
Presidential Primary Likely, Somewhat Likely, Unlikely	Voter File + Proprietary Models: likelihood to vote in Presidential Primary Election
Presidential General Likely, Somewhat Likely, Unlikely	Voter File + Proprietary Models: likelihood to vote in Presidential Primary Election
Local Turnout Likely, Somewhat Likely, Unlikely	Voter File + Proprietary Models: likelihood to vote in a Local Election
OffYear General Likely, Somewhat Likely, Unlikely	Voter File + Proprietary Models: likelihood to vote in OffYear General Election
General Turnout > Likely, Somewhat Likely, Unlikely	Voter File + Proprietary Models: likelihood to vote in General Election

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POLITICAL + PUBLIC AFFAIRS TARGETING

2022 DATA DICTIONARY



AVAILABLE SEGMENTS	DESCRIPTION
IDEOLOGY & SUPPORT	
Ideology Moderate	TargetSmart Ideology model
Ideology Somewhat or Highly Liberal	TargetSmart Ideology model
Ideology Somewhat or Highly Conservative	TargetSmart Ideology model
Biden Support Likely / Highly likely	Voter File + Proprietary Biden Support Model: top deciles of model
Trump Resistance Likely / Highly likely	Voter File + Proprietary Trump Resistance Model: top deciles of model
Trump Support Likely / Highly likely	Voter File + Proprietary Trump Support Model: top deciles of model
Trump Defector Likely / Highly likely	Voter File + Proprietary Trump Defector Model: top deciles of model
ISSUES & ACTIVISM	
Activist > Likely / Highly likely	Voter File + Proprietary Democratic/Progressive Activist Model: top deciles of model
Issue Climate Change > Likely / Highly likely supporter	Voter File + Proprietary Climate Change Priority Model: top deciles of model
Issue Yale Climate Change Alarmed > Likely / Highly likely	Voter File + Yale Climate Change Alarmed Model: top deciles of model
Issue Gun Control > Likely / Highly likely supporter	Voter File + Proprietary Gun Control Model: top deciles of model
Issue Minimum Wage > Likely / Highly likely supporter	Voter File + Proprietary Minimum Wage Increase Model: top deciles of model
Issue Path to Citizenship > Likely / Highly likely supporter	Voter File + Proprietary Path to Citizenship Model: top deciles of model
Issue Pro-Choice > Likely / Highly likely supporter	Voter File + Proprietary Pro-Choice Model: top deciles of model
Issue Progressive Tax > Likely / Highly likely supporter	Voter File + Proprietary Progressive Tax Model: top deciles of model
DEMO MODELS	
Race AfAm	TargetSmart model indicating Likely African-American household
Race Hispanic	TargetSmart model indicating Likely Hispanic household
College Graduate Likely / Highly Likely	TargetSmart model indicating Likely or Highly Likely College Graduate
High School Only Likely / Highly Likely	TargetSmart model indicating Likely or Highly Likely graduate of high school only
Income > Quintiles	TargetSmart Income model: Likelihood to be in one of five income quintiles
Likely Urban / Suburban / Rural	TargetSmart Urbanicity model
Working Class Likely / Highly Likely	TargetSmart model: Likely / Highly Likely to be Working Class
CONTRIBUTORS	
Democratic Contributor Likely / Highly Likely	State Contributor Files + Proprietary Model: Contributor to a Democratic candidate
Republican Contributor Likely / Highly Likely	State Contributor Files + Proprietary Model: Contributor to a Republican candidate



VAN AND VOTEBUILDER USERS : Your own TargetSmart, SmartVAN, or VoteBuilder segments can be pushed directly into our DSP for targeting with no onboarding cost. Provide Ask your DDI Digital Solutions contact for details.

POLITICAL + PUBLIC AFFAIRS TARGETING

2022 DATA DICTIONARY



From its database of over 230 million American voters and consumers, i360 offers advanced online segments, custom-tailored for the pro-business political and advocacy communities. *Available for approved pro-business advertisers only.*

AVAILABLE SEGMENTS	DESCRIPTION
DEMOGRAPHICS	
Age Range	Individuals in Age Ranges: 18-29, 30-44, 45-54, 55-64, 65+
Gender	Individuals who are Female or Male
Hispanics	Individuals who are likely Hispanic in heritage based on self-reporting and modeling
Hispanic Speaking	Individuals who are likely to speak Spanish based on self-reporting and modeling
Jewish	Individuals who are likely Jewish based on self-reporting and consumer modeling
Catholic	Individuals who are likely Catholic based on self-reporting and consumer modeling
Protestant	Individuals who are likely Protestant Christians based on self-reporting and consumer modeling
Military Veterans	Individuals in HHs with a military veteran, based on survey data, purchase info, tax exemption data
High Income & Wealth	Individuals with family income of over \$150,000 a year or net wealth of \$400,000+ in assets
Middle Income & Wealth	Individuals with family income \$60,000-\$150,000 a year or net wealth \$60,000-\$400,000 in assets
Low Income & Wealth	Individuals with family income less than \$60,000 a year or net wealth of <\$60,000 in assets
Charitable Giving	Individuals that have donated to charitable causes
Investors	Individuals that invest in stocks, bonds or funds
Political Donor	Individuals who have contributed to political causes or expressed interest in contributing
Home Owner	Individuals who own the home they reside in
Likely College Graduate	Individuals who are likely graduates of college
Likely Married / Single	Individuals who are likely married or single
Voters with Children	Individuals who live in households with at least 1 child under the age of 18
Gambling & Sweepstakes	Individuals interested in gambling
Sports Interests	Individuals interested in sports (baseball, basketball, tennis, football, hockey, etc.)
REGISTRATION & PARTISANSHIP: STATUS, PROPENSITY	
Registered Voters	Individuals who are registered to vote in the state in which they reside (state & municipal voter files)
Newly Registered Voters	Individuals who have registered to voter in the state in which they live in the last two years
Unregistered/Voter Prospects	Individuals who are US consumers, 18 years of age or older and NOT registered to vote
Unregistered Conservative Prospects	US consumers who are 18+, NOT registered to vote and ranked high on i360 National Partisan Model
Early / Absentee Voters	Voters who have previously cast absentee mail or early ballots as well as permanent absentee voting lists
Low Propensity Voters	Voters who have a low-likelihood of voting based on the i360 National Voter Propensity Model
Mid Propensity Voters	Voters who have a medium-likelihood of voting; middle ranges of i360 National Voter Propensity Model
High Propensity Voters	Voters who have a high-likelihood of voting; who score high on i360 National Voter Propensity Model
Likely General Voters	Voters considered likely to vote in the 2022 election based on previous vote history and i360 Propensity Model
Presidential Year Only Voters	Voters who only turn out in Presidential year general elections based on vote history & i360 National Propensity Model
2016 First Time Voters	Voted for the first time in the 2016 Election, with no prior vote history available. Likely to have been newly registered.
Absentee / Early Voters 2020	Voters who voted early or submitted an absentee ballot in the 2020 General Election
Absentee Request	Individuals who have requested a mail ballot for the General Election

POLITICAL + PUBLIC AFFAIRS TARGETING

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AVAILABLE SEGMENTS	DESCRIPTION
REGISTRATION & PARTISANSHIP: PRIMARY, PARTY, PERSUADABILITY	
Primary Voters	Individuals who have voted in one or more recent primary elections (state & municipal voter history records)
Democrat Primary Voters	Have voted in 1+ recent primary elections and considered Democratic / Liberal voters based on state party registration, partisan primary ballot voting, historical ID work and i360 National Partisan Model
Republican Primary Voters	Have voted in 1+ recent primary elections and considered Republican/Conservative voters based on state party registration, partisan primary ballot voting, historical ID work and i360 National Partisan Model
Democrat Voters	Considered Democratic or Liberal based on state party registration, partisan primary voting, historical ID work & i360 National Partisan Model
Independent Voters	Considered Independent-leaning or “Swing” voters based on state registration, historical ID work & i360 Ntl Partisan Model
Republican Voters	Considered Republican or Conservative based on state party registration, partisan primary ballot voting, historical ID work and i360 National Partisan Model
Swing Democrat Voters	Likely Swing Democratic voters based on i360 National Partisan Model: tend to lean toward Democratic or Liberal issues and ideas, but not consistently, and are therefore a key segment for persuasion
Swing Republican Voters	Likely Swing Republican voters based on i360 National Partisan Model: tend to lean toward Republican or Conservative issues and ideas, but not consistently, and therefore a key segment for persuasion
Undecided Democrat	Likely Undecided voters but lean more toward Democratic candidates and issues. Modeled segment isolates voters likely not committed to a specific category of candidate or issue, therefore a key segment for persuasion who score low to mid range of the i360 National Undecided Model
Undecided Independents	Likely Undecided voters, based on i360 National Undecided Model. Isolates voters likely not committed to a specific category of candidate or issue, therefore a key segment for persuasion; who score in mid range of i360 Undecided Model
Undecided Republicans	Likely Undecided voters, based on i360 National Undecided Model, but lean more toward Republican or Conservative candidates and issues. Isolates voters likely not committed to a specific category of candidate or issue and therefore a key segment for persuasion; who score in mid to high range of i360 Ntl Undecided Model
Non-Persuadable	Likely decided or committed voters to either Republican or Democratic candidates and issues, based on the i360 National Undecided Model; Segment valuable for exclusion purposes
ISSUE SEGMENTS	
Pro-2nd Amendment	Support 2nd Amendment Rights, based on survey response data and/or purchase/subscription information indicating affinity towards firearms and 2nd Amendment Rights
Capitalism > Support /Oppose	Likelihood to prefer to live in a capitalist vs socialist country based on the i360 National Capitalism Model
Criminal Justice Reform > For/Against	High likelihood of supporting or opposing major reforms in criminal justice system; i360 Criminal Justice Model
Fiscal Conservative > Spending&Debt/Tax	High likelihood of being fiscally conservative on issues of spending/debt or taxes; i360 Spending or Tax Model
Fiscal Liberal > Spending&Debt/Tax	High likelihood of being fiscally liberal on issues of spending/debt or taxes; i360 Spending Model or Tax Model
Pro Green Energy	High likelihood of agreeing government’s priority should be protecting the environment as opposed to affordable & reliable energy, based on i360 National Energy Model
Pro Traditional Energy	High likelihood of agreeing government’s priority should be affordable & reliable energy as opposed to protecting the environment, based on i360 National Energy Model
Free Trade > Support/Oppose	Voters who likely support or oppose Free Trade Agreements based on the i360 Free Trade Model
Gun Control > For/Against	High likelihood of supporting or opposing stricter gun control laws based on the i360 National Gun Control Model
Obamacare > Support/Oppose/Undecided	Voters who likely support, oppose, or are undecided on Obamacare, the ACA, per i360 Ntl Healthcare Model
DACA > Support/Oppose	Voters who likely support or oppose the DACA policy based on the i360 DACA Model
Border Wall > Support/Oppose	Voters who likely support or oppose the government’s prioritization of building a US / Mexico border wall, based on i360 Border Wall Model
Minimum Wage Raise > Support/Oppose	Likelihood of supporting or opposing minimum wage increase by government per i360 Ntl Minimum Wage Model

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AVAILABLE SEGMENTS	DESCRIPTION
ISSUE SEGMENTS (Continued)	
Right to Work > Support/Oppose	Voters who likely support or oppose Right to Work legislation based on the i360 National Right to Work Model
School Choice > Support/Oppose	Voters who likely support or oppose the passage of school choice legislation based on i360 School Choice Model
Likely Pro Life	Individuals who have a high likelihood of being pro-life based on the i360 National Life Model
Likely Pro-Choice	Individuals who have a high likelihood of being pro-choice based on the i360 National Life Model
Likely Support Same Sex Marriage	Individuals who have a high likelihood of supporting same sex marriage based on i360 National Marriage Model
Likely Support Traditional Marriage	Individuals who have a high likelihood of supporting traditional marriage based on i360 National Marriage Model
Top Issue - Education	Individuals indicated as likely to state Education is in their top 3 issues in deciding who to support for President
Top Issue - Immigration	Individuals indicated as likely to state Immigration is in top 3 issues in deciding who to support for President
Top Issue - National Defense	Individuals indicated as likely to state National Defense is in top 3 issues in deciding support for President
Top Issue - Taxes & Debt	Individuals indicated as likely to state Taxes and Debt are in top 3 issues in deciding support for President
Top Issues - Energy	Individuals indicated as likely to state Energy/the Environment is in top 3 issues deciding support for President
Top Issues - Guns	Individuals indicated as likely to state Gun Control is in top 3 issues in deciding who to support for President
Top Issues - Healthcare	Individuals indicated as likely to state Healthcare is in top 3 issues in deciding who to support for President
Top Issues - Social Issues	Individuals indicated as likely to state Social issues are in top 3 issues in deciding who to support for President
Ticket Splitter > Low	Voters likely to split across partisan lines on presidential job approval and generic congressional ballot support based on i360 National Ticket Splitter Model
Ticket Splitter > High	Voters unlikely to split across partisan lines on presidential job approval and generic congressional ballot support based on the i360 National Ticket Splitter Model
Trump Approval > High / Low	Likely high or low support of Trump's leadership & execution of role as President per i360 Trump Approval Model
High Enthusiasm Voters	Voters with higher levels of enthusiasm with regard to voting in the 2022 election per the i360 Enthusiasm Model
Low Enthusiasm Voters	Voters with lower levels of enthusiasm with regard to voting in the 2022 election per the i360 Enthusiasm Model
MEDIA USAGE & HABITS	
Heavy Social Media Users	Individuals likely to use social media daily based on the i360 National Social Media Model
Likely Streaming Users	Individuals likely to choose streaming over traditional television based on i360 Traditional vs. Streaming Model
Streaming Users	Individuals identified as likely to stream video content based on the i360 Streaming Model
Heavy Streaming Users	Individuals identified as likely to stream media daily based on the i360 National Streaming Model
Heavy Usage Streamers	Individuals likely to choose streaming over traditional TV and stream daily, based on high score on both the i360 Traditional vs. Streaming Model and i360 Streaming Model
Stream Only, No TV	Individuals likely to stream video content daily and not likely watch traditional television based on the i360 Traditional vs. Streaming Model and i360 National TV Model
Non-Streamers	Individuals not likely to stream video content based on the i360 National Streaming Model
Heavy TV Users	Individuals likely to watch television daily based on the i360 National TV Model
Low TV Users	Individuals not likely to watch television according to the i360 National TV Model
Newspaper > Readers / Non-Readers	Individuals identified as likely/not likely to read the newspaper based on the i360 Print Model



i360 Customers: your own i360 segments can be pushed directly into our DSP for targeting with no onboarding cost. Ask your DDI Digital Solutions contact for details.

POLITICAL + PUBLIC AFFAIRS TARGETING

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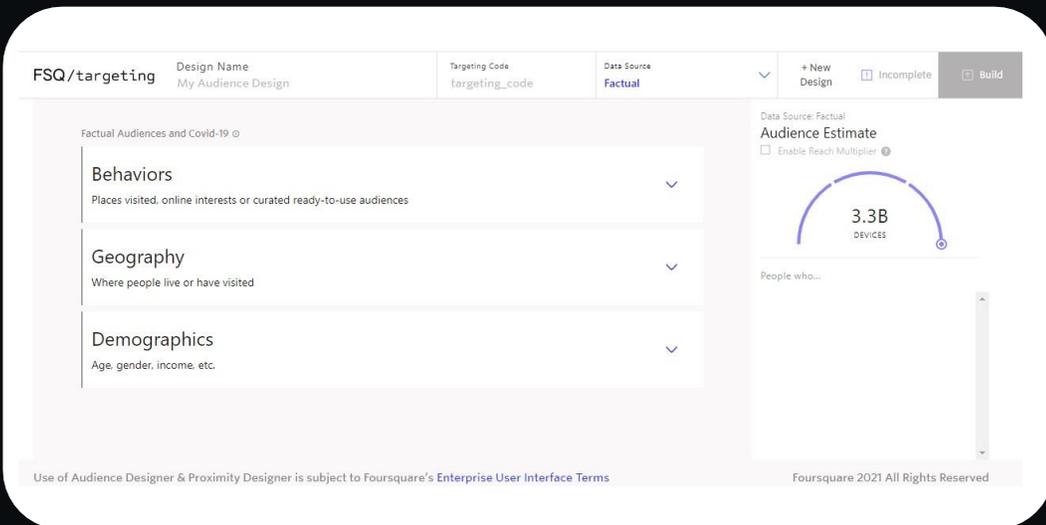
The leader in location data: Foursquare empowers the world's leading marketers with high quality location data to reach target audiences with accuracy and precision. Foursquare's proprietary data assets offer the highest quality location data on places and the movement of devices worldwide.

AVAILABLE SEGMENTS	DESCRIPTION
GEO SEGMENTS	
US Congressional Districts, by State	Residents of each US Congressional District (435), based on location pattern data (i.e., where phones return "home" each night)

Foursquare can onboard voter files and create custom Audiences within 2 days. Devices seen at each individual address (converted to latitude/longitude) are then cleaned through a proprietary "lives in" filter to ensure only devices who live at that location are included (by taking frequency and time spent into account).

Foursquare identifies all devices that live at the voter address, allowing you to reach them at multiple touch points throughout their day. This methodology is particularly valuable in urban and suburban districts where voters are likely to commute to work outside the district and may be underserved by traditional geo-targeting. Foursquare matches an average of 3-5 devices per household, resulting in higher scale and efficient voter reach.

No Spend Minimums, Onboarding Fees, or Restrictive Terms. Foursquare only requires that each file contains only lat/longs (no PII), and a minimum of 10,000 lat/longs for privacy reasons. A free lat/long geocode converter can be found [here](#).



Custom Foursquare Segments can be easily created within Basis! Additionally pre-built segments exist for State Legislative District residents, Government workers, and more. Contact your Basis team for information.

POLITICAL + PUBLIC AFFAIRS TARGETING

2022 DATA DICTIONARY



Adstra Political provides widest political audience reach in the market - powered by Aristotle. Leverage an unprecedented array of individual insights from current voting history to issue affinity – utilizing the most current voter data available, rigorously updated monthly to include the newest registrants by geography, in every district, in every state.

AVAILABLE SEGMENTS	DESCRIPTION
GOVERNMENT	
Elected Officials	Government elected officials
Elected Officials > African American	Elected officials who are African American
Elected Officials > Democrat	Elected officials who are Democrat
Elected Officials > Federal & State	Federal and state government elected officials
Elected Officials > Female / Male	Elected officials who are Female / Male
Elected Officials > LatAm/Hispanic	Elected officials who are Latin American/Hispanic
Elected Officials > Republican	Elected officials who are Republican
Government Employees	Government employees
Government Influencers	Government influencers that influence policy and elected officials
Influential Donors	Top national donors
Leadership & Committee Staff	Leadership staff and committee state staff for elected officials
Legislative Staff	Legislative staff for elected officials
Policymakers	Government policymakers
POLITICAL AFFILIATION	
Conservative - Very	Likely voters who are Very Conservative
Democrat	Likely voters who are Democrats
Democrat - Persuadable/Soft	Likely voters who are a Persuadable or Soft Democrat
Democrat - Yellow Dog	Likely voters who are Yellow Dog Democrat - and will vote the straight Democrat ticket
Democrat-Only Households	Likely voters where all members of the Household are Democrat
Independent	Likely voters who are Independents
Liberal - Very	Likely voters who are Very Liberal
Republican	Likely voters who are Republicans
Republican - Hardcore	Likely voters who are Hardcore Republican
Republican - Persuadable/Soft	Likely voters who are a Persuadable or Soft Republican
Republican-Only Households	Likely voters where all members of the Household are Republican
Split Households	Likely voters where members of the Household include Democrat and Republican
VOTERS BY DEMOGRAPHIC SELECTS	
Voters > All	Likely Voters
Affluent Voters	Likely voters with an income of \$150M+
African American Voters	Likely voters of African American ethnicity
Boomer Voters	Likely voters who were born in the post WWII baby boom and are between the ages of 50 and 70
Catholic Voters	Likely voters who are Catholic
Caucasian Voters	Likely voters of Caucasian ethnicity
Female Voters	Likely voters whose gender is female
Gen X Voters	Likely voters who are known as Generation X and are between the ages of 35 and 50
Hispanic/Latin American Voters	Likely voters of Hispanic or Latin American ethnicity
Islamic Voters	Likely voters who are Islamic
Jewish Voters	Likely voters who are Jewish
Male Voters	Likely voters whose gender is male
Married Voters	Likely voters who are married
Middle Class Voters	Likely voters who are in the middle-income bracket
Millennial Latino Voters	Likely voters who are of Hispanic or Latin American ethnicity and are ages 18-35 (Generation Y)
Millennial Voters	Likely voters who are known as Generation Y and are between the ages of 18 and 35

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AVAILABLE SEGMENTS	DESCRIPTION
VOTERS BY DEMOGRAPHIC SELECTS	
Mormon Voters	Likely voters who are Mormon
Non-College White Male Voters	Likely voters who are non-college white males
Protestant Voters	Likely voters who are Protestant
Senior Voters	Likely voters who are 65 years of age or older
Single Parent Voters	Likely voters who are single parents
Single Voters	Likely voters who are single
Single White Female Voters	Likely voters who are single white females
Voters with Children	Likely voters who have one or more children
Voters with Grandchildren	Likely voters who have one or more grandchildren
Working Class Voters	Likely voters who are in the moderate-income bracket
SOCIAL PROFILES BY TYPE	
2nd Amendment Supporters	Individuals who have a hunting license and/or an interest in hunting or shooting, as well as military history interest or who has donated to an organization that is pro 2nd Amendment
Active Military	Individuals who are active military OR An individual with a military address
Animal Rights Supporters	Individuals who have donated to an animal rights group or environmental/wildlife group
Border Security Supporters	Individuals who are donors to candidates/organizations that support increased border security
Donors > Repub/Dem/Libertarian	Individuals who donate to campaigns or causes: Conservative/Republican, Liberal/Democratic, or Libertarian
Education Supporters	Individuals who have donated to an education-focused political organization or who work in the education field
Environmentalists	Individuals with an interest in outdoor activities, natural foods, or have an occupation in the conservation/environmental field Some of these individuals have donated to an environmental cause
Evangelical Voters	Individuals that are likely to take the Bible seriously according to the teaching of the gospel or the Christian Religion. Includes those who are Protestant, Mormon, and Lutheran who have at least 2 additional flags, ie socially conservatives, pro-life, oppose Gay Marriage, or have purchased Religious Magazines
Gun Control Supporters	Individuals who have donated to a Democrat or liberal political organization that supports gun control initiatives Excludes individuals who support the 2nd Amendment or are Socially Conservative
Immigration Reform Supporters	Donors to candidates/organizations that support immigration reform or who politically lean liberal
LGBT Donors / Supporters	Individuals who have donated to a pro-LGBT group or are supporters of Lesbian/Gay/Bisexual/Transgender causes-who politically lean liberal and are active voters
Marijuana Reform Supporters	Voters likely to support Marijuana Reform or Medical Marijuana Legislation, who have these flags: Green, Libertarian, Liberal Party or Socially Liberal Indicator and Party Code Democrat/Inferred Democrat and Age 18-40 or Bernie Sanders Supporters from FEC or Donors to pro-marijuana reform recipients from FEC or state contributor
Marriage Equality Supporters	Individuals who have supported campaigns, committees and organizations that promote Marriage Equality (i.e. LGBT Groups), as well as individuals that have supported referendums on Marriage Equality
Marriage Equality Opposition	Have donated to organization or campaigns that support a traditional form of marriage between a man and woman
Military Supporters	Individuals who are active military, veterans, or have a family member who is active military or a veteran
Organized Labor Supporters	Individuals who work in the labor field, most of which are unionized, or have contributed to a pro-labor organization
Pro Choice Supporters	Individuals who have donated to Pro Choice Organizations, or Pro-Choice Candidates for Federal or State Office
Pro Life Supporters	Individuals who have donated to Pro Life Organizations, or Pro-Life Candidates for Federal or State Office
Roe v Wade Support / Opposition	Individuals who support keeping Roe v Wade / support overturning Roe v Wade
Socially Conservative	Individuals whose social issues stance leans conservative: support Pro Life, 2nd Amendment, Death Penalty, etc.
Socially Liberal	Whose social issues stance leans liberal: support Pro Choice, Marriage Equality, Affirmative Action, Gun Control, etc.
Socially Moderate	Individuals whose social issues stance does not strongly lean liberal or conservative
Tax Reform Supporters	Individuals who have an interest in tax issues or banking investments, has contributed to organizations focused on tax reform/interests or who has an occupation in banking, upper-level management, or accounting industry
Tea Party Supporters	Individuals who are part of the grassroots group known as the Tea Party
Veterans	Individuals who are veterans

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AVAILABLE SEGMENTS	DESCRIPTION
HIGH DOLLAR DONORS (continued)	
High Dollar Donors	Individuals who are High Dollar Donors
High Dollar Donors > Dem/Rep	High Dollar Donors who are Likely Democrats or Likely Republicans
High Dollar Federal Donors > Dem/Rep	High Dollar Donors to candidates for Federal Office who are Likely Democrats or Likely Republicans
High Dollar State Donors > Dem/Rep	High Dollar Donors to candidates for State Office who are Likely Democrats or Likely Republicans
VOTERS BY OCCUPATION	
Armed Services	Likely voters whose occupation is in the Armed Services
Blue Collar	Likely voters whose occupation is in the Blue-Collar sector
Civil Service	Likely voters whose occupation is in the Civil Service sector
Education	Likely voters whose occupation is in the Education field
First Responders	Likely voters whose occupation is in the Education field
Healthcare	Likely voters whose occupation is in the Healthcare field
Homemaker/Retired	Likely voters who are Homemakers or Retired
Middle Management	Likely voters whose occupation is in Middle Management
White Collar	Likely voters whose occupation is in the White-Collar sector
White Collar Executive	Likely voters whose occupation is an Executive in the White-Collar sector
VOTERS BY VOTING HISTORY	
2022 First-Time Voters	Likely 2022 First-Time voters
Cord Cutters - Democrat	Likely Democrat Cord Cutters
Early & Absentee Voters	Likely voters who are early or absentee voters
Frequent General Election Voters	Likely voters who frequently vote in general elections
Frequent Primary Voters- Democrat	Democrat voters likely to turnout in Presidential General Elections
Frequent Primary Voters- Republican	Republican voters likely to turnout in Presidential General Elections
Mid-Term Election Voters- Democrat	Democrat voters likely to turnout in Mid-Term General Elections
Mid-Term Election Voters- Republican	Republican voters likely to turnout in Mid-Term General Elections
Mid-Term Primary Voters- Democrat	Democrat voters likely to turnout in Mid-Term Primary Elections
Mid-Term Primary Voters- Republican	Republican voters likely to turnout in Mid-Term Primary Elections
Newly Registered Voters	Likely voters who are newly registered
Presidential Election Voters Only	Likely voters who only vote in presidential elections
Presidential Election Voters- Democrat	Democrat voters likely to turnout in Presidential General Elections
Presidential Election Voters- Republican	Republican voters likely to turnout in Presidential General Elections
Presidential Primary Voters- Democrat	Democrat voters likely to turnout in Presidential Primary Elections
Presidential Primary Voters- Republican	Republican voters likely to turnout in Presidential Primary Elections
Swing Voters- Off-Year Elections	Swing voters likely to turnout in off-year Elections
Swing Voters- Presidential Elections	Swing voters likely to turnout in Presidential Elections
Swing Voters- US Senate	Swing voters likely to turnout in Senate Elections
Third Party Voters	Likely voters who vote for third party candidates
Unregistered Conservative Prospective Voters	Likely Unregistered Conservative Prospective voters
Unregistered Liberal Prospective Voters	Likely Unregistered Liberal Prospective voters
Unregistered Prospective Voters	Likely Unregistered Prospective voters

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Alliant offers deep segmentation of political and donor audiences by combining social cause data with partner data from one of the largest voter registration databases in the US. Sourced from voter registration data and enriched with social data (likes, follows, hashtags etc.) and additional 2nd and 3rd party demographic, transactional and behavioral data.

AVAILABLE SEGMENTS	DESCRIPTION
POLITICAL: VOTER REGISTRATION	
Affluent Democrat Seniors	Registered Democrat voters who are affluent Seniors and also active multichannel buyers.
Affluent Early Boomer Democrats	Registered Democrat voters who are affluent early Boomer and also active multichannel buyers.
Affluent Early Boomer Independents	Independent voters who are affluent early Boomer and also active multichannel buyers.
Affluent Early Boomer Republicans	Registered Republican voters who are affluent early Boomer and are active multichannel buyers.
Affluent GenX Democrats	Registered Democrat voters who are affluent GenX and are also active multichannel buyers.
Affluent GenX Independents	Independent voters who are affluent GenX and are also active multichannel buyers.
Affluent GenX Republicans	Registered Republican voters who are affluent GenX and are also active multichannel buyers.
Affluent Independent Seniors	Independent voters who are affluent Seniors and are also active multichannel buyers.
Affluent Late Boomer Democrats	Registered Democrat voters who are affluent late Boomer and are also active multichannel buyers.
Affluent Late Boomer Independents	Independent voters who are affluent late Boomer and are also active multichannel buyers.
Affluent Late Boomer Republicans	Registered Republican voters who are affluent late Boomer and are active multichannel buyers.
Affluent Millennial Democrats	Registered Democrat voters who are affluent Millennials and are also active multichannel buyers.
Affluent Millennial Independents	Independent voters who are affluent Millennials and are also active multichannel buyers.
Affluent Millennial Republicans	Registered Republican voters who are affluent Millennials and are also active multichannel buyers.
Affluent Republican Seniors	Registered Republican voters who are affluent Seniors and are also active multichannel buyers.
Affluent Republican Seniors	Registered Republican voters who are affluent Seniors and are also active multichannel buyers.
POLITICAL: VOTER REGISTRATION	
Democratic Party Affiliation	Active multichannel households who identify with the Democratic Party via voter registration
Republican Party Affiliation	Active multichannel households who identify with the Republican Party via voter registration
Independent Party Affiliation	Independent voters who are also active multichannel buyers.
Politically Conservative - Propensity	Top 10% of households that considers self as very conservative
Politically Liberal - Propensity	Top 10% of households that considers themselves as very liberal.
Conservative Republican Propensity	Active multichannel buyers with conservative republican propensity social interest
Hispanic Democrat	Registered Democrat voters who are Hispanic and are also active multichannel buyers.
Hispanic Independent	Independent voters who are Hispanic and are also active multichannel buyers.
Hispanic Republican	Registered Republican voters who are Hispanic and are also active multichannel buyers.
Left Leaning Independents	Independent voters who are left leaning and are also active multichannel buyers.
Left Leaning Republicans	Registered Republican voters who are left leaning and are also active multichannel buyers.
Liberal Democrat Propensity	Active multichannel buyers with liberal democrat propensity social interest
Middle of the Road Democrat	Active multichannel buyers with middle of the road democrat propensity social interest
Middle of the Road Republican	Active multichannel buyers with middle of the road republican propensity social interest
Right Leaning Democrats	Registered Democrat voters who are right leaning and are also active multichannel buyers.
Right Leaning Independents	Independent voters who are right leaning and are also active multichannel buyers.

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AVAILABLE SEGMENTS	DESCRIPTION
POLITICAL: POLITICAL DONORS	
Environmental Donors: Dem Voters	Environmental Donors that are registered Democrat voters and active multichannel buyers.
Environmental Donors: Indp Voters	Environmental Donors that are registered Independent voters and active multichannel buyers.
Environmental Donors: Rep Voters	Environmental Donors that are registered Republican voters and active multichannel buyers.
Political Donors: Democrat Voters	Political Donors that are registered Democrat voters and active multichannel buyers.
Political Donors: Indp Voters	Political Donors that are Independent voters and active multichannel buyers.
Political Donors: Republican Voters	Political Donors that are registered Republican voters and active multichannel buyers.
POLITICAL: POLITICAL LEADERS	
Alexandria Ocasio-Cortez Voter Propensity	Voters with propensity to vote for Alexandria Ocasio-Cortez based on demo, lifestyle, social & purchase data.
Bernie Sanders Voter Propensity	Voters with propensity to vote for Bernie Sanders based on demo, lifestyle, social & purchase data.
Beto O'Rourke Voter Propensity	Voters with propensity to vote for Beto O'Rourke based on demo, lifestyle, social & purchase data.
Donald Trump Voter Propensity	Voters with Donald Trump voter propensity built from purchase, lifestyle, demo and social data
Elizabeth Warren Voter Propensity	Voters with propensity to vote for Elizabeth Warren based on demo, lifestyle, social & purchase data
Hillary Clinton Voter Propensity	Voters with Hillary Clinton voter propensity built from purchase, lifestyle, demo & social data
Joe Biden Voter Propensity	Voters with propensity to vote for Joe Biden based on demo, lifestyle, social & purchase data.
John Kasich Voter Propensity	Voters with John Kasich voter propensity built from purchase, lifestyle, demo and social data
John Kerry Voter Propensity	Voters with propensity to vote for John Kerry based on demo, lifestyle, social & purchase data.
Kamala Harris Voter Propensity	Voters with propensity to vote for Kamala Harris based on demo, lifestyle, social & purchase data.
Michael Bloomberg Voter Propensity	Voters with propensity to vote for Mike Bloomberg based on demo, lifestyle, social & purchase data.
Ted Cruz Voter Propensity	Voters with Ted Cruz voter propensity built from purchase, lifestyle, demo and social data
Tulsi Gabbard Voter Propensity	Voters with propensity to vote for Tulsi Gabbard based on demo, lifestyle, social & purchase data.

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CUSTOM DATA ONBOARDING

Custom voter lists and models can be easily onboarded via any of our integrated data partners. Additionally, Basis has relationships in place with many firms to easily enable custom audience segments within Basis for all of your campaigns.

To request custom segment onboarding, please contact your DDI Media Sales Account Executive or email toni.sampson@ddimedia.net



If you work with a data provider or modeling firm not listed here, please ask as we will likely be able to facilitate access to your desired data segments!