

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

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

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

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

Likely Pro Life	News & Politics Enthusiast
Likely Supportive of Same Sex Marriage	News & Politics - Magazine Buyers
Likely Supportive of Traditional Marriage	News and Political Topics
Likely Undecided Voters	Newshound
Likely Voter	No Vote
Likely Voter Low Turnout	Non-Persuadable Voters
Likely Voter Target	Non-College Female Unaffiliated Voters
Likely Voters Highly Likely	Non-College White Male Voters
Likely Voters Likely	Non-Conservative News
Likely Voters Unlikely	Non-Partisan
Lobbyists / Advocacy	Not Registered to Vote
Local, State & Federal "Get Out the Vote" Campaigns	Obamacare Voter Propensity
Local Election: Voter Propensity	Older Conservative
Lutheran Voters	Older Progressive Thinkers
Made a Political Contribution	On-the-Fence Liberals
Male Voters	Opinion and Commentary
Marijuana Supporters	Opinion Elites
Marketing Research and Public Opinion Polling	Opinion Leaders
Marriage Equality Opposition	Opinion Research Responders
Marriage Equality Supporters	Opportunity Seeking Democrat
Media Critics and Watchdogs	Oppose Obamacare Voters
Me Too Supporters	Partisanship (US)
Mid Propensity Voters	Past Candidate Supporters
Middle Class Voters	Past General Election Voter
Middle Income Political Donor	Past Likely Voter
Middle of the Road Political Outlook	Past Presidential Primary Voted Democrat
Mid-Term General Election Voters by Party Affiliation	Past Presidential Primary Voted Republican
Mid-Term Primary Election Voters by Party Affiliation	Past Primary Election Voter
Mild Republicans	Past Primary Voter
Millennial Latino Voters	Police / Fire Donor
Millennial Voters	Policy & Culture
Minimum Wage Supporters	Policy Management
Moderate Voters	Policy Studies
Moderate/Independent	Political - Democrat
Moderate_dem_likely_voters	Political - Independent
Mormon Voters	Political - Republican
Multi-Candidate Donor	Political & Current Events Books
Multi-Org Donor	Political & Social Concerns
Native American Voters	Political Attitudes, Interests & Opinions
Newly Registered Voters	Political Affiliation
News - Political - Talk	Political Affiliation by Party (e.g. Democrat, Republican, Green, Independent)
News & Politics	Political Causes
	Political Debate TV Viewers
	Political Documentaries

Political Donor Voting Block: By Interest and Issue	Politics and Public Affairs
Political Donors / Contributions by Party Affiliation	Politics and Social Issues
Political Enthusiasts	Politics Enthusiasts
Political Event	Politics Fans
Political Executive	Politics General
Political Humor	Politics Product Buyer
Political Ideology	Politics/Public Affairs
Political Influentials	President
Political Issue Most Important	Presidential
Political Issues: Church State Relations	Presidential Caucus Attendee(s), by Party
Political Issues	Presidential Caucus Voters, by Party
Political Junkies	Presidential Election Voters Only
Political Lifestyle	Presidential General Election Voters - Democrat
Political Mail	Presidential General Election Voters - Republican
Political Movies & Documentaries	Presidential Primary Election Voters - Democrat
Political News Consumers	Presidential Primary Election Voters - Republican
Political Opinion Polling	PRESIDENTIAL YEAR ONLY VOTERS
Political Organizations	Presidential Year Only, General Voters (US)
Political Organizations Industry Decision Makers	Primary Election Voters
Political Persona	Primary Voters
Political Polls and Surveys	Pro Business Donor
Political Science and Economics	Pro Choice
Political Science, Law & Criminal Justice	Pro Choice Donor
Political Talk Shows	Pro Choice Supporters
Political Viewing on TV	Pro Environmental Donor
Political views	Pro Foreign Intervention
Political Views - Democrat	Pro GLBT Donor
Political Views - Republican	Pro Life
Political: Affluent Conservatives	Pro Life Protection
Political: Affluent Liberals	Pro Life Supporters
Political: Affluent Politically Active	Pro Obamacare Voters
Political_DemocraticTerms	Professional Democrat
Political_RepublicanTerms	Progressive Donor
PoliticalDonors_Conservative	Progressive Income Tax
PoliticalDonors_Liberal	Progressive Thinkers
Politically Conservative	ProGun Donor
Politically Liberal	Propensity - Politically Conservative
Politics	Propensity - Politically Liberal
Politics - Political Views - Independent	Protestant Voters
Politics - Political Views - Leans left	Public Administration
Politics - Political Views - Leans right	Public Broadcasting
Politics - U.S. Congressional Districts	Public Policy
Politics - U.S. Senate Districts	Pundits & Commentary
Politics & Elections	Reducing Crime
Politics & Society	Reducing crime and maintaining law and order

Reducing Illegal Immigration	Republican Voter Unlikely
Reducing Taxes	Republican_RegisteredVoters
Reducing unemployment	Republican-Only Households
Registered Constitution Party (Restricted to Political Use)	Right Leaning Democrats
Registered Democrat	Right Leaning Independents
Registered Democrat (Restricted to Political Use)	Senate Candidates, by Election Year and State
Registered Independent	SENATEDISTRICTS_REGISTEREDVOTERS
Registered Independent (Restricted to Political Use)	Senior Voters
Registered Libertarian (Restricted to Political Use)	Shinto Voters
Registered Republican	Sikh Voters
Registered Republican (Restricted to Political Use)	Single Parent Voters
Registered to Vote	Single Voters
Registered Voters, by location	Single White Female Voters
Religious, Grantmaking, Civic, Professional, and Similar Organizations	Small Biz Conservatives
Reluctant_Republicans	Social Conservative
Rep Hard and Weak Voters	Social Issues and Advocacy
Republican	Social Liberal
Republican - Hardcore	Social Positions
Republican - Persuadable/Soft	Social Profiles by Type: Social & Political Reform Supporters
Republican and Independent	Social Progressives
Republican Causes	Social_LibertarianDonors
Republican Charity Donor	Socially Conservative
Republican Donor	Socially Liberal
Republican General Election Voters	Socially Moderate
Republican Has Children	Society & Politics
Republican High Income	Sociodemographic
Republican High-Value Donor	Somewhat Conservative Political Outlook
Republican Home Owner	Somewhat Conservative/Leaning Republican
Republican Investor	Somewhat Liberal Political Outlook
Republican Likely Married	Somewhat Liberal/Leaning Democrat
Republican Likely Single	Spanish-Speaking Voters
Republican Low Income	Split Households, by Political Party
Republican Mid Income	State Donors
Republican Party	State Political Districts
Republican Party Affiliation	Steadfast Conservative
Republican Party Associations, by State	Strategies_Republicans
Republican Party Upholders	Strong Democrat
Republican Primary Voters	Strong Republican
Republican Social Conservative	Super Democrats
Republican Sports	Super Tuesday Voters
Republican Voter	Supreme Court
Republican Voter Highly Likely	Swing Democratic Voters
Republican Voter Likely	Swing Precinct Voters
	Swing Republican Voters

Swing State Voter	Voted by VBM Ballot
Swing Voters	Voter Data
Swing Voters - Off-Year Elections	Voter Ethnicity
Swing Voters - Presidential Elections	Vote Frequency Primaries Last Four Even Years
Swing Voters Highly Likely	Voter Indicator
Swing Voters Likely	Voter Marital Status
Swing Voters Unlikely	Voter Propensity
Swing Voted	Voter Registration Status
TargetDistricts_LikelyGenVoter	Voter Segment
Tax Reform Supporters	Voter Values
Third Party Voters	VoterFile
Ticket Splitter	Voter Score Frequent, Infrequent, Never, Super
Traditional Republican	Voter, Unregistered
Trial Attorney Donor	Voters by Congressional District
True Conservatives	Voters by Demographic
Trump Democrats	Voters by Occupation
Two Party Preferred	Voters by Voting History
U.S. Congressional Districts	Voters with Children
U.S. Political	Voters with Employer-Provided Health Insurance
U.S. Senate Districts	Voters with Grandchildren
Ultra Conservatives	Voters with Medicare
Unconnected & Unregistered	Voter Rights
Undecided / Undeclared Voters	Voters50PLUS
Undecided on Obamacare Voters	Voters-All
Universal Health Care Supporters	Votes in Primary Election
Uninvolved Conservatives	Voting Activity
Unlikely Voter Targets	Voting Behavior
UNREGISTERED CONSERVATIVE	Voting Block: Race
Unregistered Conservative Prospects	Voting Block: Registration Unaffiliated
Unregistered Conservative Prospective Voters	Voting Block: Registration Unidentified
Unregistered Liberal Prospective Voters	Voting Block: Voter Registration Status Active
Unregistered Prospective Voters	Voting Block: Voter Registration Status Inactive
US Presidential Primary Debates	Voting Propensity
Very Conservative Political Outlook	Voting Rights
Very Conservative/Hard Republican	War and Conflicts
Very Liberal Political Outlook	Watches Political TV-Conservative
Very Liberal/Hard Democrat	Watches Political TV-Liberal
Veteran Donors Independent Voters	Watches Political TV-Liberal Comedy
Veterans Donors Democrat Voters	Women Swing Voters
Veterans Donors Republican Voters	Working Class Voters
Vote History	World Affairs
Vote_Frequency_Primary	World News
VotedEarly	Written or Called any Politician at the State, Local, or
Voted by Polling Place	National Level
Voted by Mail Ballot Precinct	Young Republican