



Political Segments

- Xandr Audience Segment - Political Affiliation - Inferred Democrat
- Xandr Audience Segment - Political Affiliation - Inferred Independent/Other
- Xandr Audience Segment - Political Affiliation - Inferred Non -Registered
- Xandr Audience Segment - Political Affiliation - Inferred Republican
- Xandr Audience Segment - Political Affiliation - Known Democrat
- Xandr Audience Segment - Political Affiliation - Known Independent/Other
- Xandr Audience Segment - Political Affiliation - Known Republican
- Xandr Audience Segment - Political Affiliation#2 - Inferred Democrat
- Xandr Audience Segment - Political Affiliation#2 - Inferred Independent/Other
- Xandr Audience Segment - Political Affiliation#2 - Inferred Non -Registered
- Xandr Audience Segment - Political Affiliation#2 - Inferred Republican
- Xandr Audience Segment - Political Affiliation#2 - Known Democrat
- Xandr Audience Segment - Political Affiliation#2 - Known Independent/Other
- Xandr Audience Segment - Political Affiliation#2 - Known Republican
- Xandr Audience Segment - Politics Interest - Yes
- Xandr Audience Segment - Contributes To Political Charities
- Xandr Audience Segment - Interest In Conservative Political Social CaUSes/Concerns
- Xandr Audience Segment - Interest In Liberal Political Social CaUSes/Concerns
- Xandr Audience Segment - Interest In Other Social CaUSes/Concerns
- Xandr Audience Segment - Political Contributor (Mail Order Responders)
- Xandr Audience Segment - Political Viewing On Tv - Conservative
- Xandr Audience Segment - Political Viewing On Tv - Liberal
- Xandr Audience Segment - Political Viewing On Tv - Liberal Comedy
- Xandr Audience Segment - DTV Genre - Politics
- Xandr Audience Segment - Government
- Xandr Audience Segment - Government And Politics
- Xandr Audience Segment - Government And Politics - Other
- Xandr Audience Segment - Political Affiliation - Conservative
- Xandr Audience Segment - Political Affiliation - Liberal
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Contrib Dem Code 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Contrib GOP Code 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Evav Voter Flag 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart G2016 Voter 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart General Turnout Code 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Issue Campaign Finance 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Issue Minimum Wage 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Issue Path To Citizen 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Issue Progressive Tax Flag 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Local Turnout Code 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart P2016 Voter 2018
- D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Party Code 2018



D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Pp2016 Voter 2018
D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Race Afam Flag 2018
D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Race Hispanic Flag 2018
D2 Advertising Only - Targetsmart - HH Demo Addrlvl Tsmart Registered Flag 2018
D2 Advertising Only - Targetsmart - HH Demo Congressional District 2018
D2 Advertising Only - Targetsmart - HH Demo Environment HH 2018
D2 Advertising Only - Targetsmart - HH Demo Gun Control HH 2018
D2 Advertising Only - Targetsmart - HH Demo Likely Primary Voter HH 2018
D2 Advertising Only - Targetsmart - HH Demo Prochoice HH 2018
D2 Advertising Only - Targetsmart - HH Demo State 2018
D2 Advertising Only - i360 - HH Demo 2020 Likely Voters 2019
D2 Advertising Only - i360 - HH Demo Absentee And Early Voters 2019
D2 Advertising Only - i360 - HH Demo Against Free Trade Voters 2019
D2 Advertising Only - i360 - HH Demo All Registered Voters 2019
D2 Advertising Only - i360 - HH Demo Congressional District 2019
D2 Advertising Only - i360 - HH Demo Democratic Primary Voters 2019
D2 Advertising Only - i360 - HH Demo Democratic Voters 2019
D2 Advertising Only - i360 - HH Demo Fiscally Conservative Voters 2019
D2 Advertising Only - i360 - HH Demo Gender 2019
D2 Advertising Only - i360 - HH Demo Heavy Tv Dem Likely 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Heavy Tv Dem 2019
D2 Advertising Only - i360 - HH Demo Heavy Tv GOP Likely 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Heavy Tv Swing Likely 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Heavy Tv Swing 2019
D2 Advertising Only - i360 - HH Demo Heavy Tv GOP 2019
D2 Advertising Only - i360 - HH Demo Heavy Tv USer 2019
D2 Advertising Only - i360 - HH Demo High Propensity Voters 2019
D2 Advertising Only - i360 - HH Demo Hispanic Voters 2019
D2 Advertising Only - i360 - HH Demo Likely Voting Democrats 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Likely Voting Fiscal Conservatives 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Likely Voting Republicans 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Likely Voting Social Conservatives 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Likely Voting Swing Voters 2018 Screen 2019
D2 Advertising Only - i360 - HH Demo Low Propensity Voters 2019
D2 Advertising Only - i360 - HH Demo Mid Propensity Voters 2019
D2 Advertising Only - i360 - HH Demo Persuadable Healthcare 2019
D2 Advertising Only - i360 - HH Demo Presidential Year Only General Voters 2019
D2 Advertising Only - i360 - HH Demo Primary Voters 2019
D2 Advertising Only - i360 - HH Demo Pro 2Nd Amendment Voters 2019
D2 Advertising Only - i360 - HH Demo Pro Border Security Voters 2019
D2 Advertising Only - i360 - HH Demo Pro Energy Voters 2019
D2 Advertising Only - i360 - HH Demo Pro Environment Voters 2019
D2 Advertising Only - i360 - HH Demo Pro Free Trade Voters 2019
D2 Advertising Only - i360 - HH Demo Pro Gun Control Voters 2019
D2 Advertising Only - i360 - HH Demo Pro Immigration Voters 2019



- D2 Advertising Only - i360 - HH Demo Pro Trump Voters 2019
- D2 Advertising Only - i360 - HH Demo Prochoice Voters 2019
- D2 Advertising Only - i360 - HH Demo Prolife Voters 2019
- D2 Advertising Only - i360 - HH Demo Republican Primary Voters 2019
- D2 Advertising Only - i360 - HH Demo Republican Voters 2019
- D2 Advertising Only - i360 - HH Demo Social Conservative Voters 2019
- D2 Advertising Only - i360 - HH Demo State 2019
- D2 Advertising Only - i360 - HH Demo Swing Trump Voters 2019
- D2 Advertising Only - i360 - HH Demo Swing Voters 2019