

Political audiences



As we approach the 2024 election season, the advertising landscape is poised for tremendous growth, with political ad spending projected to surpass \$10 billion*. This campaign season, effective audience targeting is crucial, as it holds the potential to sway voters, shape public opinion, and ultimately determine election outcomes.

240 politically relevant Experian audiences are available for activation on-the-shelf of most major platforms. Here are some of our political audiences that can help political campaigns and organizations connect with their desired audiences in a meaningful and impactful way this election season.



Political affiliations

Politics > Political Affiliation > Democrat

This segment contains consumers who are likely to be in the Democratic political party.

Politics > Political Affiliation > Republican

This segment contains consumers who are likely to be in the Republican political party.

Politics > Political Affiliation > Independent/Other

This segment contains consumers who are likely to be in the Independent or other political parties.

Politics > Political Affiliation > Unregistered

This segment contains consumers who are likely to not be registered for a political party.



Political personas

Politics > Political Personas > Political Unregistered Conservative Leaning

Consumers who have strong opinions that sway more conservative but are unregistered. They are well-informed and are aware of important political issues. They are engaged in their communities and strive for a better environment.

Politics > Political Personas > Moderate Democrats

Consumers who are "somewhat liberal." They appear to have liberal attitudes toward issues.

Politics > Political Personas > Moderate Republicans

Consumers who are "somewhat conservative." They appear to have conservative attitudes toward issues.

Footnote

*Bloomberg. [Political ad spending set to reach record \\$10.2 billion in 2024 campaign cycle](#). September 2023.





Local and national ballot initiative support

Consumer behaviors are often great predictors of down-ballot initiatives. For example, military families may show favor toward initiatives supporting veterans, households with children present may show more interest in school funding, and those interested in the environment will favor green initiatives. Experian offers an array of consumer behavior and interests audiences to help you fine-tune your targeting and messaging strategies.

Lifestyle and Interests (Affinity) > Occupation > Military – Active

This segment contains consumers who are likely to be active in the military.

Demographics > Presence of Children > Ages: 0-18

This segment contains consumers that are likely to have children between the ages 0 to 18 years old living in the household.

GreenAware > Behavioral Greens

This segment contains consumers who are likely to think and act green. They have negative attitudes toward products that pollute and incorporate green practices on a regular basis.



Charitable causes

Lifestyle and Interests (Affinity) > Charitable Causes > Contributes to Political Charities

This segment contains consumers who are likely to donate to political charities.

Consumer Financial Insights > Discretionary Spend - Donations > \$1,000-\$1,999

This segment predicts a consumer's annual discretionary spend for donations.

Have a campaign in mind and would like to layer in vertical data?

We have syndicated audiences that span across multiple verticals and categories including:



Need a custom audience? We can help you build and activate an Experian audience on the platform of your choice.

[Connect with our audience team →](#)

