



# Political

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 > 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 be not registered for a political party.

### Politics > Political Affiliation > Republican

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



## Political personas

### Politics > Political Personas > Political Unregistered Conservative Leaning

Consumers who are not likely to have a definable political slant. They have very strong opinions that sway more conservative. 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 "middle-of-the-road" or somewhat/very liberal. They are not engaged or opinionated on most political and social issues. They have jaded or apathetic views of things like education, the economy, the environment, and healthcare.

### Politics > Political Personas > Moderate Republicans

Consumers who are "somewhat" or "very conservative." They appear to have conservative attitudes toward issues. Their financial attitudes lean toward conservative as well.

#### Footnote

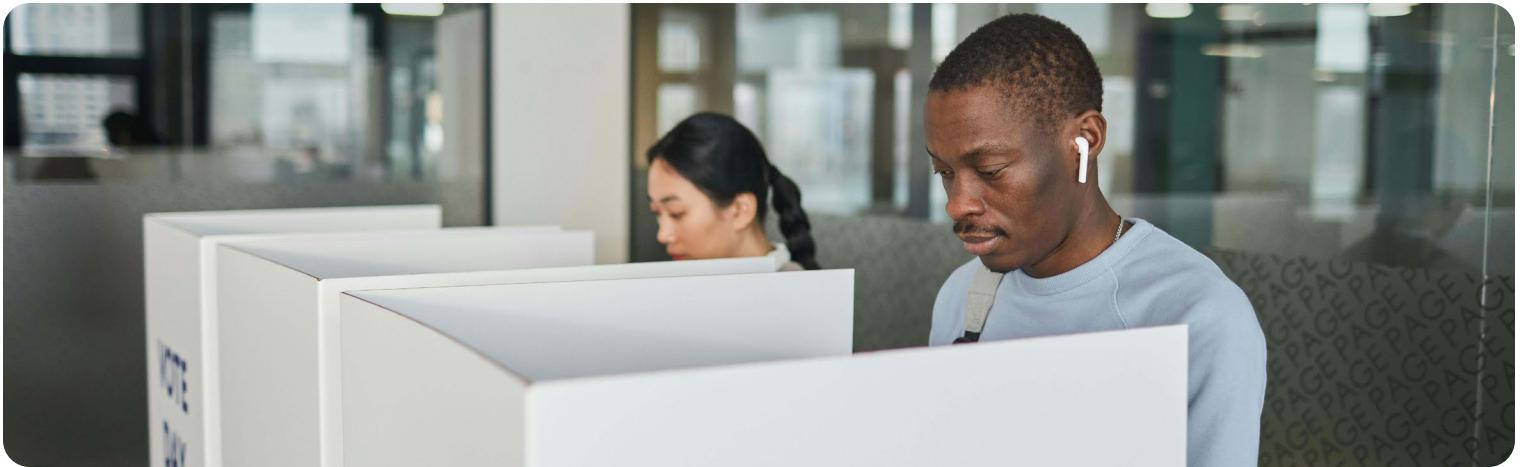
\*Bloomberg. [Political ad spending set to reach record \\$10.2 billion in 2024 campaign cycle](#). September 2023.



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## Counties and districts

New

### Politics > Political Personas > Democrat Counties

Counties where consumers tend to vote Democrat.

### Politics > Political Personas > Republican Counties

Counties where consumers tend to vote Republican.

### Politics > Political Personas > Independent Counties

Counties where consumers tend to vote Independent.

### Politics > Political Personas > Affiliation Switcher Counties

Counties where consumers tend to not vote for just one party.

The winning candidates tend to be from different parties when compared across elections.

### Politics > Political Personas > Battleground Counties

Counties where consumers tend to vote Independent or were an even split between major parties.

### Politics > Political Personas > House Battleground Districts

Highly competitive congressional districts with close election outcomes.



## Ballot initiative support

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

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

### 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.

### Lifestyle and Interests (Affinity) > Moms, Parents, Families > Stay at Home Mothers

This segment includes consumers who are likely working mothers that work inside their home.

### Travel Intent > Activities > Fishing

This segment is based on consumers that have reported their travel preferences, interests, and activities.

Indicates a household's likelihood to enjoy fishing when traveling.





## 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:



Auto



Business



Energy



Finance



Health



Retail



Travel

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 →



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