Basis Technologies | **AnalyticsIQ**

Political Audiences

Break through the noise and drive change with data-driven targeting.

AnalyticsIQ > Political > Likely Political Party Preference > Democrat

This segment contains individuals who are Democrats.

AnalyticsIQ > Political > Likely Political Party Preference > Persuadables / Swing Voters

This segment contains individuals who are predicted to be neither Republican nor Democrat and are moderate swing voters or persuadables.

AnalyticsIQ > Political > Likely Political Party Preference > Republican

This segment contains individuals who are Republicans.

AnalyticsIQ > Political > Political Donors > Likely to Donate at least $50 to Political Cause

This segment contains individuals who are likely to donate $50 or more to a political candidate or cause.

AnalyticsIQ > Political > Social Views > Socially Conservative

This segment contains individuals who are likely to possess a traditional view of polarizing/a variety social topics.

AnalyticsIQ > Political > Social Views > Socially Liberal

This segment contains individuals who are likely to possess an open-minded or progressive view of polarizing/a variety of social topics.

AnalyticsIQ > Political > Social Views > Socially Moderate

This segment contains individuals who are likely to have moderate or varying views of polarizing/a variety of social topics.

AnalyticsIQ > Political > Voting > Likely to Vote

This segment contains individuals who are likely to vote in political elections.

AnalyticsIQ > Political > Voting > Need to be Persuaded to Vote

This segment contains individuals who are not motivated to vote in political elections and need to be persuaded to vote.

AnalyticsIQ > Political > Voting > New, First Time Voters

This segment contains individuals that are likely to be new, first-time voters.

AnalyticsIQ > Political > Voting > New, Recent Intention to Vote

This audience contains individuals who have a new and recent intention to vote after previously having no intention to vote. This recent intention to vote is likely in response to the events of 2020. This audience was created based on research conducted mid-2020 so it reflects current sentiment around voting.

AnalyticsIQ > Political > Voting > Unlikely to Vote

This segment contains individuals who are unlikely to vote in political elections.

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AnalyticsIQ > Political > Voting > Voting By Mail > Extremely Likely to Vote by Mail

This audience contains individuals who are extremely likely to vote by mail. This audience was created based on research conducted mid-2020 so it reflects current sentiment around voting by mail.

AnalyticsIQ > Political > Voting > Voting By Mail > Highly Likely to Vote by Mail

This audience contains individuals who are highly likely to vote by mail. This audience was created based on research conducted mid-2020 so it reflects current sentiment around voting by mail.

AnalyticsIQ > Political > Voting > Voting By Mail > Likely to Vote by Mail

This audience contains individuals who are likely to vote by mail. This audience was created based on research conducted mid-2020 so it reflects current sentiment around voting by mail.

AnalyticsIQ > Charitable Contributors > Political Donors > Conservative Causes

This segment contains individuals who are likely to donate to conservative causes. Keywords: charity, charities, donors, donations, fundraising, fundraisers, nonprofits, philanthropy

AnalyticsIQ > Charitable Contributors > Political Donors > Liberal Causes

This segment contains individuals who are likely to donate to liberal causes. Keywords: charity, charities, donors, donations, fundraising, fundraisers, nonprofits, philanthropy

AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Watch CNN

This segment contains individuals who are likely to be interested in and watch CNN.

AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Watch Fox News

This segment contains individuals who are likely to be interested in and watch Fox News.

AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Watch Local News

This segment contains individuals who are likely to be interested in and watch local news.

AnalyticsIQ > Television (TV) Viewership > Likely Programming and Content Preferences > Likely to Watch MSNBC

This segment contains individuals who are likely to be interested in and watch MSNBC.

AnalyticsIQ > Channel > Podcasts > Conservative Podcast Listeners

This segment contains individuals who are likely to listen to conservative podcasts.

AnalyticsIQ > Channel > Podcasts > Liberal Podcast Listeners

his segment contains individuals who are likely to listen to liberal podcasts.

AnalyticsIQ > Channel > Podcasts > Business Podcast Listeners

This segment contains individuals who are likely to listen to business podcasts in order to stay informed

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AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Decision Makers Interested in Cryptocurrency

This segment contains business decision makers who are likely to be interested in, hold, or use cryptocurrency like Bitcoin, Litecoin, Ethereum, etc.

AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Decision Makers That Value Diversity & Inclusion

This segment contains business decision makers who are likely to be open to, believe in, and value diversity and inclusion.

AnalyticsIQ > B2B > Employee Attributes > Business Decision Makers > Decision Drivers & Behavior Motivations > Decision Makers That Value Sustainability & Eco-Friendly Practices

This segment contains business decision makers who are likely to be very green-conscious individuals that value sustainability and environmentally friendly practices. They make green purchases even when a cheaper alternative may be available and believe in doing their part to address climate change.

AnalyticsIQ > Interest > Current Affairs & Politics

This segment contains individuals that have interest in current affairs/politics

We speak geek!

Are you ready to start using sophisticated data to grow your business? Our flexible approach makes it easy. Whether you are looking to test, build custom models, understand lifetime value, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at **sales@analytics-iq.com.**