



## Standard Political Segments

The following are examples of political segments available for use on targeted advertising by MiQ clients in the US.

- Political Affiliation (e.g., Conservative, Liberal)
- Political Party (e.g., Democrat, Republican, Independent)
- Political Donors (e.g., Republican Donors, Democrat Donors)
- Frequent Primary Election Voters
- Mid-Term General Election Voters
- Mid-Term Primary Election Voters
- Mail-in Ballot/Early Voter
- Voter Registration
- Presidential General Election Voters
- State Political Districts
- Political Issues (e.g., Civil Rights, Foreign Policy Crime, Immigration, Tax Reform)

*Last revised: October 2022*