

DATA FOR DONKEYS

VOTER DATA

DICTIONARY








We've sought out and secured all the data you need to target the most relevant voters for your campaign – and summarized them here for you.

DATA OVERVIEW



TargetSmart is the nation's leading provider of voter data and targeting solutions for progressive campaigns. Our data content provided the foundation for the much-heralded 2012 Obama data operation.

Since 2012, we have performed over 600 statewide voter file updates, acquiring the voter registration lists directly from State & County officials. Our models are built using tens of millions of self-reported survey responses, collected across the country by campaigns at every level, and have been validated and battle tested in hundreds of political campaigns.

AVAILABLE SEGMENTS	DESCRIPTION
 PARTY AFFILIATION	
Party Affiliation	Voter File: Democrat, Republican, Unaffiliated
 VOTER SEGMENTS	
Primary Voter Flag > Primary Voter/Not a Primary Voter	Voter File: Indicates whether a voter voted in a primary election since 2008
Turnout Likelihood > Likely, Unlikely, Infrequent Voter	Voter File + Proprietary Models
Democrat > Likely, Unlikely, or Infrequent Voter	Voter File + Proprietary Models
Republican > Likely, Unlikely, or Infrequent Voter	Voter File + Proprietary Models
Unaffiliated > Likely, Unlikely, or Infrequent Voter	Voter File + Proprietary Models
State/Congressional District	Voter File + Geo-overlay: All 435 districts plus DC (AK001 through WY001)
 POLITICAL DONORS	
Democrat or Republican High-dollar donor	State Contributor Files: Single contribution over \$100 at least once past 10 years
Democrat or Republican Low-dollar donor	State Contributor Files: No single contribution over \$100 in past 10 years
 ISSUE SUPPORT	
Environmentalist > Likely / Highly likely issue supporter	Voter File + Proprietary Models: top decile of model
Gun Control > Likely / Highly likely issue supporter	Voter File + Proprietary Models: top decile of model
Gun Owner > Likely / Highly likely Gun Owner	Voter File + Proprietary Models: top decile of model
Pro-Choice > Likely / Highly likely issue supporter	Voter File + Proprietary Models: top decile of model
 ETHNICITY	
African American HH	TargetSmart model indicating African-American household
Hispanic HH	TargetSmart model indicating Hispanic household

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DATA OVERVIEW



L2 arms your campaign with the nation's most accurate and robust voter file. L2's nationwide voter file contains over 166 million regularly updated voter records.

Starting with fresh county-level voter data gathered from all fifty states & DC, we perform standardization, cleaning and enhancing processes that have made us the gold standard for the industry. All records in the national voter file are passed through dozens of processing steps, involving both human and automated control checks throughout. This meticulous and unparalleled data collection and distribution gives your campaign the power to run more efficiently, waste less money and, most importantly, win your race.

AVAILABLE SEGMENTS	DESCRIPTION
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VOTER BEHAVIOR & CHARACTERISTICS

Voters: Party Affiliation	Official registered party, including: Republican, Democratic, Green, Tea Party, Social Democrat, Libertarian, Non-Partisan/ Declined to State/ Unknown, and 40 other identified parties
Absentee Voter Types	Military, Long Term, In State, Out of State, Permanent Out of Country, Mail Precinct, Special, Temporary, Permanent U.S., Federal
Voters: Gender	"M", "F" or blank.
Voters: Age	Age values: 18-100; Calculated at time of file creation
2016 Presidential Caucus Attendees	Modeled: Likely Democratic Attendees, Likely Republican Attendees, Unknown
Vote Frequency: Overall Last 4	The total number of even year general and primary elections in which the voter has cast a ballot over the last four even years (0-8)
Vote Frequency: Generals Last 4	The total number of even year general elections in which the voter has cast a ballot over the last four even years (0-4)
Vote Frequency: Primaries Last 4	The total number of even year primary elections in which the voter has cast a ballot over the last four even years (0-4)
Voting: General & Primary	General Only/Primary Only/Both, by year 2008-2015
Voting: Special/Municipal/Runoff	Yes, Voted in Special/Municipal/Runoff/Other election, by year 2008-2015
Military Status	Military, Veteran, Non-military
Marital Status	Married, Non-Traditional
Residence: Families Household Count	Number in Household: 1-10
Residence: Household Gender	Female Only Household, Male Only Household, Mixed Gender Household, Cannot Determine
Residence: Household Party Affiliation	Party affiliation makeup of HH based on those sharing the same residence address. Includes: All Republican, All Democrat, Rep & Independent, Dem & Rep, Dem & Ind, Dem & Rep & Ind.



FEC DONORS

Number Of Donations	Total number of federal donations made over the last four election cycles (1-100)
Total Donations Amount Range	Set range categories (\$100 and less, \$101-\$250, \$251-\$500, \$501-\$1000, \$1001 and up)
Average Donation Amount Range	Set range categories (\$100 and less, \$101-\$250, \$251-\$500, \$501-\$1000, \$1001 and up)



L2 VoterMapping Users: In addition to the listed segments, you can push custom segments to Centro for ad targeting without purchasing data. After creating a universe in VoterMapping, export L2's unique "LAL" IDs to match. Standard data usage CPM will apply. Contact your L2 representative for more information.

DATA FOR DONKEYS



HAYSTAQ DNA MODELED ISSUE SEGMENTS

Affordable Care Act	Repeal/Support
Affordable Housing Policy	Support
Climate Change	Believer/Non-Believer
Death Penalty	Support/Oppose
Energy Favor	Fossil Fuel/Renewable
Environment	Less Regulation/More Protection
Fiscal Views	Conservative/Liberal
Fracking	Support/Oppose
Gay Marriage	Strong Oppose/Strong Support
Gun Control	Support/Oppose
Int'l Humanitarian Intervention	Support/Oppose International Humanitarian Intervention
Marijuana Legalization	Support/Oppose
Military Intervention Abroad	Support/Oppose
Minimum Wage Increase	Support/Oppose
Government Bailout of Industries	Oppose
Immigration Pathway to Citizenship	Support/Oppose
Use of Force by Police	Too Excessive/Not Excessive
Social Views	Very Conservative/Conservative/Liberal/Very Liberal
Abortion	Pro-Choice/Pro-Life
Homeland Security	Protect Civil Liberties/Defend Against Terrorism
Ride Sharing	More Encouragement/More Regulation
School Choice	Support/Oppose
Unions	Support/Oppose
Social Security System Rebuild	Wants to Restructure Completely and Possibly Privatize/Supports Social Security As Is
View of Tea-Party	Favorable/Unfavorable
Strong Partisan	Strong Republican/Strong Democrat
Church Attend Frequently	Yes
Ballot Drop-off	Yes
Frequent Ticket Splitter	Yes
Social Media	Frequent User/User/Non-User



GEOGRAPHY & VOTING DISTRICTS

Congressional District	Current Congressional District
State Legislative District	Current State House District
State Senate District	Current State Senate District
Judicial Districts	Judicial District, Judicial Circuit Court District, Judicial Appellate District, Supreme Court District
Public Utility District	176 Identified Public Utility Districts
Port District	110 Identified Port Districts
Transit District, Rapid Transit District	64 Transit Districts & 3 Rapid Transit Districts
Designated Market Area (DMA)	224 Designated Market Areas (TV Markets)

ETHNICITY & LANGUAGE

Ethnic Groups	5 Groups of Ethnic Categories, Including: Likely African-American, Hispanic and Portuguese, East and South Asian, European, Other
Ethnic Description	86 individual ethnic categories covering about 90% of voters, with the remaining voters classified as "unknown"
Languages Description	64 Individual Languages, Based on modeled and self-reported data

COMMERCIAL DATA

Presence Of Children	Probability of presence of children. Possible values are: Known Data, Modeled Likely to have a child, Modeled Not as Likely to have a child, Not Likely to have a child
Estimated Income	12 Range categories from <\$14,999 to >\$250,000
Net Worth	8 Set Dollar Ranges from <\$4,999 to >\$500,000
Business Owner	Yes
Investor	Yes
Education	Based on modeled and self-reported data. Values indicate Likely or Extremely Likely to have: HS Diploma, Some College, Bach Degree, Grad Degree, Less than HS Diploma, Unknown
Likely Union	Modeled based on known occupations that are highly unionized
Occupation Industry	Civil Servant, Mgmt, Manufacturing, Maintenance Svc, Creative Arts, Skilled Trades, Education, Military, Engineering, Military, Financial Svc, Food Svc, Computer Pro, Sales/Mrktng, Legal, Scientific, Clerical
Occupation	268 Self-reported occupations, most being state licensed occupations (Limited to 12% to 15% of voters)
Gun Owner	Based on gun registrations and subscriptions to gun/hunting magazines; Yes or null
Gun Owner Concealed Permit	Yes or null
Veteran	Yes or null
Religious Contributor In Home	Single digit number of contributions to religious organizations/causes by members of household (0-9)
Political Contributor In Home	Single digit number of contributions made to political causes by members of this household (0-9)
Donates to Environment Cause	Yes (In HH)
Donates To Charity In Home	Yes
Donates to Causes, by Type	Conservative, Liberal, Local Community, Animal Welfare, Arts & Culture, Wildlife Preservation, Veterans, or Childrens Causes
Interest: Spectator Sports on TV	Interest in HH: Yes
Interest: Spectator Sports in HH	Interest in HH: Auto Racing, Football, Baseball, Basketball, Hockey, Soccer
Interest in Sports in HH, by Sport	Interest in HH: Tennis, Golf, Snow Skiing, Motorcycling, Nascar, Hunting, Fishing, Camping, Shooting
Religious Magazine In Home	Integer 0 to 9 for number of purchases from this type of publication
Health Fitness Magazine In HH	Integer 0 to 9 for number of purchases from this type of publication
Home Owner Or Renter	Likely Homeowner / Likely Renter
Dwelling Type	Single Family Dwelling Unit / Multi-Family Dwelling
Property Type	Agricultural, Apartment, Commercial Condo, Condo, Duplex, Mobil Home, Residential, Unknown
HH Composition	1 Female; 1 Female + Chldn; 1 Male; 1 Male & 1 Female; 1 Male & 1 Female + Chldn; 1 Male + Chldn; 2 or more Females; 2 or more Females + Chldn; 2 or more Males; 2 or more Males + Chldn; Unknown
MosaicZ4	Experian lifestyle indicator. See MosaicZ4 guide for segment descriptions.

Sourced from 5 billion unique users and devices worldwide as well as 200+ online data providers, eXelate, a Nielsen Company improves speed to outcome with real-time data feeds featuring 1 million data syncs per minute and custom modeling that scales.

Interest segments are based on qualified targeting events captured from online consumer interactions that indicate a proclivity or interest in certain topics, including memberships in a specific interest cluster or enthusiast group.

AVAILABLE SEGMENTS	DESCRIPTION
EXELATE DEMOGRAPHICS	
Likely Voter	Readership of political content in national news sites, involvement with social & political causes.
Political Views: Leans Left/Right; Independent	Found at Branded content sites and digital divisions of leading offline data companies.
Political Party Affiliation	Registered Voters – Democrat, or Republican.
GEOGRAPHY	
U.S. Congressional Districts	Registered Voters within each of the 435 congressional districts in the US, Puerto Rico, and US Armed Forces in Europe and the Pacific
Registered Voters by State	Covers each of the 50 states, plus DC, Puerto Rico, US Virgin Islands, Micronesia, Northern Mariana Islands, and US Armed Forces in Europe and the Pacific
INTEREST	
Political Junkies	Readership of political content in national news sites, involvement with social & political causes. Found at Branded content sites and digital divisions of leading offline data companies.




The Datalogix DLX pre-built online audiences leverage the power of purchase-based data, rich demographics and deep financial insights to give you the confidence you're reaching your target audience.

AVAILABLE SEGMENTS	DESCRIPTION
DLX DEMOGRAPHICS	
Political Donor - Conservative	DLX Demo segments are created by analyzing multiple best-in-industry offline sources and double-verifying across them to guarantee the highest accuracy; based on U.S. Census, warranty cards, registration information, the Department of Motor Vehicles, public record information, survey data, and other offline sources - not inferred online behaviors.
Political Donor - Liberal	
Political Party Affiliation	
Occupation: Politician/Legislator/Diplomat	
DLX POLITICS	
Voters	DLX Politics data is based on public registration data for all non-restricted states.
Democrat, Republican, Independent	Registered voters by party affiliation.
Conservative Causes	Financial donors to Conservative causes
Progressive Causes	Financial donors to Democratic causes
U.S. Congressional Districts	Congressional districts cover each of the 435 districts across the country, based on public registration data for all non-restricted states.
U.S. Senate Districts	Covers each of the 50 states, based on public registration data for all non-restricted states.

Nielsen’s political segments are comprised of high-quality and reliable data that can be easily activated. Segmentation powered by representative online and offline survey data and online browsing behaviors.

Complement TV ad campaigns by extending reach and frequency online and hyper-target niche audiences to drive your campaign goals.

AVAILABLE SEGMENTS	DESCRIPTION
NIELSEN: POLITALLY ENGAGED TV VIEWERS	
Light News TV Viewer	Democrat, Republican, or Independent Light News TV Viewers
Light Primetime Viewer	Democrat, Republican, or Independent Light Primetime TV Viewers
Light TV Viewer	Democrat, Republican, or Independent Light TV Viewers
Heavy News TV Viewer	Democrat, Republican, or Independent Heavy News TV Viewers
Heavy Primetime Viewer	Democrat, Republican, or Independent Heavy Primetime TV Viewers
Heavy TV Viewer	Democrat, Republican, or Independent Heavy TV Viewers
NIELSEN: HARRIS SWING STATE PANEL	
Candidates: Somewhat/Very Favorable	Candidates: Bush, Carson, Clinton, Cruz, Huckabee, Rubio, Sanders, Trump Users resembling those who showed Favorable or Unfavorable Sentiment toward individual candidates. Segment will only deliver impressions in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Candidates: Somewhat/Very Unfavorable	Users resembling those who showed Favorable or Unfavorable Sentiment toward individual candidates. Segment will only deliver impressions in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Climate Change is Solved Science	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Fund Panned Parenthood	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Government is Too Big	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Government Should Cut Waste	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Government Should Increase Taxes	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Increase Taxes on the Rich	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Oppose Right to Work Laws	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Separate Church & State	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Support Common Core	Users resembling those who agree or disagree. Segment will only deliver in: AZ, CO, FL, GA, IA, MI, MN, MO, MT, NV, NH, NC, OH, PA, SC, VA, WI
Issues: Immigration Policy	Users resembling those whose stance is: Access for undocumented immigrants, Build a wall to stop immigration, Keep doors open for immigrants, Limit immigration access; in 17 Swing States.
Issues: Top Election Priority	Users resembling those whose top election priority is: Economic Inequality, Gov’t Spending, National Security. Segment will only deliver in 17 Swing States.
NIELSEN: PARTY AFFILIATION - MRI	
Democrat, Republican, Independent, Other	Political party affiliation, if any, Derived from MRI survey data.

AVAILABLE SEGMENTS	DESCRIPTION
 NIELSEN: SCARBOROUGH	
Frequency Votes for President: National	Always/Sometimes/Never votes in Presidential elections. Uses Scarborough local survey data.
Frequency Votes for President: Blue State	Always/Sometimes/Never votes in Presidential elections. Located in a Blue State (CA,CT,DE,DC,HI,IL,ME,MD,MA,MI,MN,NJ,NM,NY,OR,RI,VT,WA).
Frequency Votes for President: Red State	Always/Sometimes/Never votes in Presidential elections. Located in a Red State (AL,AK,AZ,AR,GA,ID,IN,KS,KY,LA,MS,MO,MT,NE,ND,OK,SC,SD,TN,TX,UT,WV,WY).
Frequency Votes for President: Swing State	Always/Sometimes/Never votes in Presidential elections. Located in a Swing State (CO,FL,IA,NV,NH,NC,OH,PA,VA,WI). Uses Scarborough local survey data.
Freq. Votes for President: Democrat	Identifies with Democratic Party; Always/Sometimes/Never votes in Presidential elections. Uses Scarborough local survey data.
Freq. Votes for President: Democrat - Blue State	Identifies with Democratic Party; Always/Sometimes/Never votes in Presidential elections. Located in a Blue State (CA,CT,DE,DC,HI,IL,ME,MD,MA,MI,MN,NJ,NM,NY,OR,RI,VT,WA).
Freq. Votes for President: Democrat - Red State	Identifies with Democratic Party; Always/Sometimes/Never votes in Pres elections. Located in a Red State (AL,AK,AZ,AR,GA,ID,IN,KS,KY,LA,MS,MO,MT,NE,ND,OK,SC,SD,TN,TX,UT,WV,WY).
Freq. Votes for President: Democrat-Swing State	Identifies with Democratic Party; Always/Sometimes/Never votes in Presidential elections. Located in a Swing State (CO,FL,IA,NV,NH,NC,OH,PA,VA,WI). Scarborough local survey data.
Freq. Votes: Independent Leaning Democrat	Identifies as Independent, but feel closer to the Democratic Party; Always/Sometimes/Never votes in Presidential elections. Uses Scarborough local survey data.
Freq. Votes: Ind. Leaning Democrat- Blue State	Identifies as Independent, but feel closer to the Democratic Party; Always/Sometimes/Never votes in Presidential elections. Located in a Blue State. Scarborough local survey data.
Freq. Votes: Ind. Leaning Democrat- Red State	Identifies as Independent, but feel closer to the Democratic Party; Always/Sometimes/Never votes in Pres elections. Located in a Red State. Scarborough local survey data.
Freq. Votes: Ind. Leaning Democrat- Swing State	Identifies as Independent, but feel closer to the Democratic Party; Always/Sometimes/Never votes in Presidential elections. Located in a Swing State. Scarborough local survey data.
Freq. Votes for President: Independent	Identifies as Independent; Always/Sometimes/Never votes in Presidential elections. Uses Scarborough local survey data.
Freq. Votes: Independent - Blue State	Identifies as Independent; Always/Sometimes/Never votes in Presidential elections. Located in a Blue State (CA,CT,DE,DC,HI,IL,ME,MD,MA,MI,MN,NJ,NM,NY,OR,RI,VT,WA).
Freq. Votes: Independent - Red State	Identifies as Independent; Always/Sometimes/Never votes in Pres elections. Located in a Red State (AL,AK,AZ,AR,GA,ID,IN,KS,KY,LA,MS,MO,MT,NE,ND,OK,SC,SD,TN,TX,UT,WV,WY).
Freq. Votes: Independent - Swing State	Identifies as Independent; Always/Sometimes/Never votes in Presidential elections. Located in a Swing State (CO,FL,IA,NV,NH,NC,OH,PA,VA,WI). Scarborough local survey data.
Freq. Votes: Independent Leaning Republican	Identifies as Independent, but feel closer to the Republican Party; Always/Sometimes/Never votes in Presidential elections. Uses Scarborough local survey data.
Freq. Votes: Ind. Leaning Republican-Blue State	Identifies as Independent, but feel closer to the Republican Party; Always/Sometimes/Never votes in Presidential elections. Located in a Blue State. Scarborough local survey data.
Freq. Votes: Ind. Leaning Republican- Red State	Identifies as Independent, but feel closer to the Republican Party; Always/Sometimes/Never votes in Pres elections. Located in a Red State. Scarborough local survey data.
Freq. Votes: Ind. Leaning Republican-Swing State	Identifies as Independent, but feel closer to the Republican Party; Always/Sometimes/Never votes in Presidential elections. Located in a Swing State. Scarborough local survey data.
Freq. Votes for President: Republican	Identifies with Republican Party; Always/Sometimes/Never votes in Presidential elections. Uses Scarborough local survey data.
Freq. Votes for President: Republican - Blue State	Identifies with Republican Party; Always/Sometimes/Never votes in Presidential elections. Located in a Blue State (CA,CT,DE,DC,HI,IL,ME,MD,MA,MI,MN,NJ,NM,NY,OR,RI,VT,WA).
Freq. Votes for President: Republican - Red State	Identifies with Republican Party; Always/Sometimes/Never votes in Pres elections. Located in a Red State (AL,AK,AZ,AR,GA,ID,IN,KS,KY,LA,MS,MO,MT,NE,ND,OK,SC,SD,TN,TX,UT,WV,WY).
Freq. Votes for President: Republican - Swing State	Identifies with Republican Party; Always/Sometimes/Never votes in Presidential elections. Located in a Swing State (CO,FL,IA,NV,NH,NC,OH,PA,VA,WI). Scarborough local survey data.
Political Donor	Nielsen Lifestyle - Charitable Donations - Contributed to Political (Scarborough)
Eco-friendly	Nielsen Lifestyle - Eco-friendly - Environmental political support (Scarborough)

Political Precision provides comprehensive and current voter data. It's powered by Aristotle, enhanced by ALC, and has fueled successful U.S. Presidential campaigns for decades.

AVAILABLE SEGMENTS	DESCRIPTION
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POLITICAL AFFILIATION BY PARTY	
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Democrat, Republican, Independent	Likely Democrat, Republican, Independent voters.
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VOTERS BY DEMOGRAPHIC SELECTS	
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Affluent Voters	Likely voters with an income of \$150M+.
Millennial Voters	Likely voters who are known as Generation Y and are between the ages of 18 and 35.
Boomer Voters	Likely voters who were born in the post WWII baby boom and are between the ages of 50 and 70.
Senior Voters	Likely voters who are 65 years of age or older.
Hispanic / LatAm Voters	Likely voters of Hispanic or Latin American ethnicity.
African American Voters	Likely voters of African American ethnicity.
Female Voters	Likely voters whose gender is female.
Male Voters	Likely voters whose gender is male.

SOCIAL PROFILES	
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Socially Conservative	Individuals whose social issues stance leans conservative - and are supporters of such issues as Pro Life, 2nd Amendment, Death Penalty, etc.
Socially Moderate	Individuals whose social issues stance does not strongly lean liberal or conservative.
Socially Liberal	Individuals whose social issues stance leans liberal - and are supporters of such issues as Pro Choice, Marriage Equality, Affirmative Action, Gun Control, etc.
Active Military	Individuals who are active military. OR An individual with a military address.
Veterans	Individuals who are veterans.
Military Supporters	Individuals who are military supporters. They are active military, veterans or have a family member who is active military or a veteran.
2nd Amendment Supporters	Individuals who have a hunting license and/or an interest in hunting or shooting, as well as military history interest. OR An individual who has donated to an organization that is pro 2nd Amendment.
Animal Rights Supporters	Individuals who have donated to an animal rights group or environmental/wildlife group. OR An individual identified as a pet owner or has an interest in pets.
Education Supporters	Individuals who have donated to an education-focused political organization or who work in the education field.
Environmentalists	Individuals with an interest in outdoor activities or natural foods or have an occupation in the conservation/environmental field. Some of these individuals have donated to an environmental cause.
Gun Control Supporters	Individuals who have donated to a Democrat or liberal political organization that supports gun control initiatives. Excludes individuals who support the 2nd Amendment or are Socially Conservative.
Affordable Care Act	Individuals who have donated to committees or campaigns that support or oppose the ACA.
LGBT Donors/Supporters	Individuals who have donated to a pro-LGBT group. OR Individuals who are supporters of LGBT - who politically lean liberal and are active voters.
Marriage Equality Support	Individuals who have donated to organizations, campaigns and committees that support the traditional form of marriage between a man and woman.
Marriage Equality Oppose	Individuals who have donated to organizations, campaigns and committees that support the traditional form of marriage between a man and woman.
Pro Life / Pro Choice	Individuals who have donated to Pro Life / Pro Choice Organizations, as well as Pro Life / Pro Choice Candidates, for Federal and State Office.
Tax Reform Supporters	Individuals who have an interest in tax issues or banking investments. Includes anyone who has contributed to organizations focused on tax reform/interests or who has an occupation in banking, upper level management, or accounting industry.