

ISSUE MODELS

Leverage data-driven issue modeling to reach the right voters and advocates with tailored messaging. Our regularly updated segments help campaigns and organizations shape opinions, grow support, and prompt action.



Activism

- Make a Difference
- Likely Volunteer
- Likely Contact Legislator



Donor

- Donor by Text
- Donor by Phone
- Donor by Email
- Donor



Economy

- Trump Tax Cuts/Jobs Act
- Tax Policy Importance
- Tax Increase for Infrastructure
- Rent Control
- Raise Minimum Wage
- Incentives for Business Recruitment



Education

- Tax Increase for Education
- School Choice
- Abolish Department of Education



Environment

- Energy Source Support
- Energy Policy Priority
- Climate Change Threat



Foreign Policy/Immigration

- Tariffs as Leverage
- Immigration Policy
- Foreign Assistance



Government Regulation

- Trans Policy - Women's Sports
- Trans Policy - Bathrooms
- Recreational Marijuana
- Medical Marijuana
- Gaming Expansion
- DEI in Federal Gov
- 2nd Amendment



Healthcare

- Vaccine Skeptic
- MAHA Support
- Drug Price Intervention
- Chronic Illness Health Crisis
- Abortion Restriction Support
- Abortion Importance
- Abortion Access Threat



Tech

- Crypto Regulation
- Crypto Own/Interested in Owning
- Big Tech Regulation
- AI Restrictions

INFLUENCERS

BY VERTICAL/PROFILE

Utilize our nationwide influencer segments and narrow in on the exact decision makers you need by what they do and where they work.



Vertical	Profile
Academia	Higher Education
Celebrity	Celebrity Activist/Donor
Donors	50-State Super Donors
Energy	Public Utilities
Financial	Billionaires
Financial	Financial Executives
Gov Affairs	Charitable/Service Org/Foundation
Gov Affairs	Corporation
Gov Affairs	Cultural Organization
Gov Affairs	Economic Development Group
Gov Affairs	Labor Union
Gov Affairs	Laboratory/Research Institution
Gov Affairs	Lobbyist
Gov Affairs	PAC
Gov Affairs	Religious Organization
Gov Affairs	Special Interest Group/Coalition
Gov Affairs	Think Tank
Gov Affairs	Trade Association/Professional Society
Gov Relations	Government Relations
Government	Congressional Committee Staff
Government	Congressional Leader or Officer Staff
Government	Congressional Legislative Candidate
Government	Congressional Legislative Officer
Government	Congressional Legislator
Government	Congressional Legislator Staff
Government	Federal Executive
Government	Federal Executive Candidate
Government	State Committee Staff
Government	State Executive
Government	State Executive Candidate
Government	State Leader or Officer Staff
Government	State Legislative Candidate
Government	State Legislative Officer
Government	State Legislator
Government	State Legislator Staff
Government	White House Staff

Vertical	Profile
Healthcare	Healthcare Company Executives
Healthcare	Hospital Executives
Judicial	Federal Courts
Judicial	State Courts
Legal	Lawyers
Lobbyists	Fed Lobbyist
Lobbyists	State Lobbyist
Local Officials	County Administration
Local Officials	County Judicial
Local Officials	County Legislative
Local Officials	Municipal Administration
Local Officials	Municipal Judicial
Local Officials	Municipal Legislative
Media	Daily Newspapers
Media	Foreign Press
Media	Magazines
Media	Media Organizations
Media	News Services
Media	Newsletters
Media	Online Services
Media	Publishing Companies
Media	Radio Stations/Shows
Media	Syndicated Columns
Media	Television Networks
Media	Television Shows
Media	Weekly Newspapers
National Party	National Party Officials
Poli. Campaigns	Congress Campaign Fundraisers
Poli. Campaigns	PAC Executives
Public Relations	PR and Advertising
State Party	50-State Party Officials

INFLUENCERS

BY SPECIALTY ISSUE AREA

Utilize our nationwide influencer segments and narrow in on the exact decision makers you need by their area of influence.



Aerospace / Space	Foreign / International	Pol. Campaign Contributors
Agriculture / Food	Regulatory	Religion
Animal / Animal Rights	Gov Affairs / Legislation	Science / Technology
Arts / Humanities	Guns	Seniors / Aging
Business / Commerce	Health / Medicine	Sports / Recreation
Campaigns / Elections	Homeland Sec / Terrorism	State Government
Choice / Abortion	Housing	Tax / Finance
Communications	Human Rights / Civil Rights	Telecomms / Internet
Crime / Law Enforcement	Immigration	Trade / Imports / Exports
Education / Schools	Jobs / Labor	Transport / Infrastructure
Emergency / Disaster	Judiciary / Law / Courts	Travel / Tourism
Energy / Utilities	LGBTQ Issues	Veterans Affairs
Entertainment / Media	Lobbying / Politics	Welfare / Social Issues
Environment / Nat Resources	Local Government	Women's Issues
Family / Children	Military / Defense	
Federal Government	Minority / Ethnic	