

# POLITICAL MODELS



Reach the voters that will decide the election with CSM's political audience models built from advanced micro-targeting scores. These audiences were built to persuade swing voters and drive turnout via digital and CTV advertising.



## Party Affiliation

- Republican
- Democratic
- Persuasion



## Turnout Propensity

- Likely 2026 Voters
- High Propensity
- Mid Propensity
- Low Propensity



## Expected Vote Method

- Election Day
- Early In-Person
- Mail



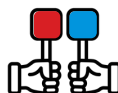
## Primary Audiences

- GOP Primary - Trump Conservatives
- GOP Primary - Traditional Conservatives
- GOP Primary Voters (1/4+)
- GOP Primary Voters (2/4+)
- GOP Primary Voters (3/4+)
- GOP Primary Voters (4/4)
- Democratic Primary Voters (1/4+)
- Democratic Primary Voters (2/4+)
- Democratic Primary Voters (3/4+)
- Democratic Primary Voters (4/4)



## 2024 Presidential Choice

- 2024 Trump Voter
- 2024 Harris Voter



## Ideology

- Trump Approval (Y/N)
- Trump Conservative
- Traditional Conservative
- Moderate
- Liberal
- Fiscal Conservative
- Social Conservative
- Globalist
- Globalist Republican
- Isolationist
- Pro-choice Trump Voter
- Anti-Gun Trump Voter
- Dissatisfied Trump Voter



## Media Consumption

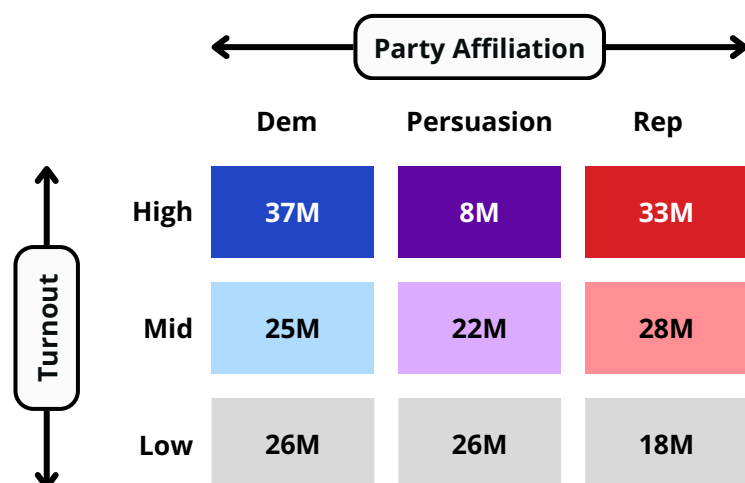
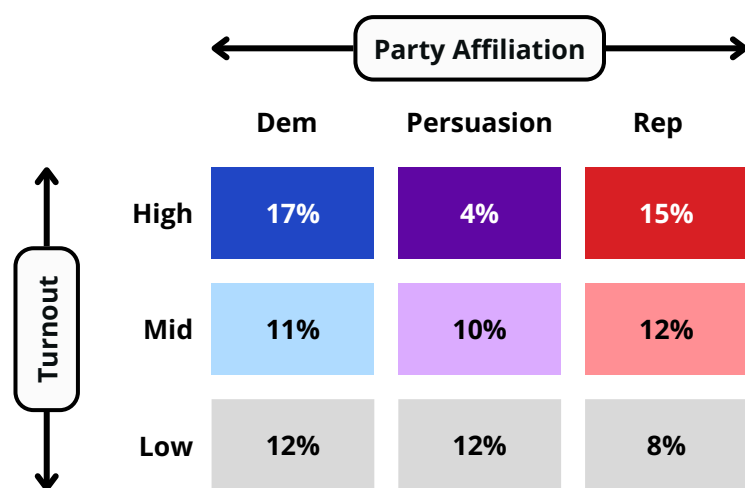
- Follows Current Events (Y/N)
- Low Info Persuadables
- CTV Persuadables

# VOTE GOAL SEGMENTS

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



Target Group	Definition
Republican Base	Rep + High TO
Democratic Base	Dem + High TO
Persuadable Likely Voters	Persuasion + High & Mid TO
High Turnout Persuadables	Persuasion + High TO
Mid Turnout Persuadables	Persuasion + Mid TO
Republican GOTV	Rep + Mid TO
Democratic GOTV	Dem + Mid TO
Unlikely Voters	Low TO
Persuadable - ABEV	Persuasion + High & Mid TO + Likely Absentee or Early In-Person
Persuadable - E-Day	Persuasion + High & Mid TO + Likely E-Day
Republican GOTV - ABEV	Rep + Mid TO + Likely Absentee or Early In-Person
Republican GOTV - Election Day	Rep + Mid TO + Likely E-Day
Democratic GOTV - ABEV	Dem + Mid TO + Likely Absentee or Early In-Person
Democratic GOTV - Election Day	Dem + Mid TO + Likely E-Day



# ISSUE SUPPORT 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 POSITION

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



## Gov. Affairs

- Charity/Foundation
- Cultural Organization
- Government Relations
- Higher Education
- Laboratory/Research
- Lobbyist
- Religious Organization
- Special Interest Group
- Think Tank
- Trade Association



## Media

- Foreign Press
- Magazines
- Media Organizations
- News Services
- Newsletters
- Newspapers
- Online Services
- Publishing Companies
- Radio Stations/Shows
- Syndicated Columns
- Television Networks



## Economic

- Billionaires
- Corporation
- Financial Executives
- Healthcare Company Executives
- Hospital Executives
- Labor Union
- Public Utilities



## Federal Gov

- Congress Committee Staff
- Congress Leadership Staff
- Congressional Legislator
- Congressional Staff
- White House Leadership
- White House Staff



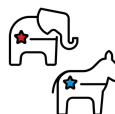
## State Gov

- Governor
- State Committee Staff
- State Executive Office
- State Leader or Officer Staff
- State Legislative Officer
- State Legislator
- State Legislator Staff



## Local Gov

- County Administration
- County Judicial
- County Legislative
- Municipal Administration
- Municipal Judicial
- Municipal Legislative



## Political

- Party Officials
- Super Donors
- Congress Campaign
- Fundraisers
- National Party Officials
- PAC Executives

# 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.



**CROSS SCREEN**  
MEDIA



**BATTLEGROUND**  
— DATA —

- Aerospace / Space
- Agriculture / Food
- Animal / Animal Rights
- Arts / Humanities
- Business / Commerce
- Campaigns / Elections
- Choice / Abortion
- Communications
- Crime / Law Enforcement
- Education / Schools
- Emergency / Disaster
- Energy / Utilities
- Entertainment / Media
- Environment
- Family / Children
- Federal Government
- Foreign / International
- Regulatory
- Gov Affairs / Legislation
- Guns
- Health / Medicine
- Homeland Sec / Terrorism
- Housing

- Human Rights / Civil Rights
- Immigration
- Jobs / Labor
- Judiciary / Law / Courts
- LGBTQ Issues
- Lobbying / Politics
- Local Government
- Military / Defense
- Minority / Ethnic
- Political Contributions
- Religion
- Science / Technology
- Seniors / Aging
- Sports / Recreation
- State Government
- Tax / Finance
- Telecomms / Internet
- Trade / Imports / Exports
- Transportation / Infrastructure
- Travel / Tourism
- Veterans Affairs
- Welfare / Social Issues
- Women's Issues

# CALIFORNIA ISSUE MODELS



Leverage data-driven issue modeling, specific to California, to reach the right voters and advocates with tailored messaging.



**CROSS SCREEN**  
MEDIA



**BATTLEGROUND**  
DATA



## Activism

- Make a Difference
- Likely Contact Legislator



## Ballot Propositions (CA)

- Clinic Funding Transparency
- Crime & Public Safety
- Insurance Market Reform
- Middle-Class Homeownership
- Penalize Redistricting
- Property Taxes
- Recall
- Redistricting Prop
- Repeal LA Min. Wage
- Repeal SD Min. Wage
- Restrict Insurance Denials
- Voter ID
- Voting Threshold



## Education

- Public School Satisfaction
- Educational Resource Concern
- Education Reforms - All
- Expand Charter Schools
- Improve Academic Fundamentals
- Improve Parent Involvement
- School Vouchers



## Environment

- Expand Energy Production
- Energy Cost vs Environment



## Government Regulation

- Abortion Restrictions
- Causes of Crime
- Sports Betting Legalization



## Housing & Affordability

- Build More Houses vs Environment
- Change in Financial Well-being
- Cost of Housing Impact
- Homelessness Priority
- Minimum Wage
- Rent Control



## Immigration

- Gov Service Access to Undocumented
- Path to Citizenship
- Proof of Citizenship
- Healthcare for Undocumented



## Public Officials & Government

- CA - Right or Wrong Direction
- USA - Right or Wrong Direction
- Confidence in State Government
- Donald Trump Approval
- Gov. Works for You or Special Interest?



## Tech & AI Regulations

- AI Concern - Bias/Discrimination
- AI Concern - Energy
- AI Concern - Misinformation
- AI Concern - Privacy
- AI Concern - Workforce Displacement