

CA Models

Audience Profiling

Cambridge Analytica offers a range of enhanced audience segments drawn from our national database of over 220 million Americans. These segments can be used individually or together to power highly targeted cross-channel audience engagement.

1. Data

Registration Status

Registered Voters

REGISTERED VOTER

People who are registered to vote in the state they live in, based on nationwide data collected at state and municipal levels.

REGISTERED REPUBLICAN

People who are registered with the Republican Party, based on nationwide state and municipal voter history records.

REGISTERED DEMOCRAT

People who are registered with the Democratic Party, based on nationwide state and municipal voter history records.

REGISTERED INDEPENDENT

People who are not registered with a party, based on nationwide state and municipal voter history records.

Newly Registered Voters

NEWLY REGISTERED

People who have registered to vote in the state that they live in within the last 2 years.

Unregistered / Voter Prospects

UNREGISTERED

People who are 18 years old and above but are not registered to vote.

Voting History

Primary Voters

PRIMARY VOTERS

People who have voted in one or more recent primary elections, based on nationwide state and municipal voter history records.



Republican Primary Voters

GOP PRIMARY VOTERS

People who are considered Republican / Conservative voters, are registered to vote and have voted in one or more recent primary elections, based on state party registration, partisan primary ballot voting, historical ID work and the CA National Partisan Model.

Democratic Primary Voters

DEM PRIMARY VOTERS

People who are considered Democrat / Liberal voters, are registered to vote and have voted in one or more recent primary elections, based on state party registration, partisan primary ballot voting, historical ID work and the CA National Partisan Model.

2012 First Time Voters

FIRST TIME VOTERS 2012

People who voted for the first time in the 2012 General Election, who are likely to have been newly registered at that point (no previous history available).

2014 First Time Voters

FIRST TIME VOTERS 2014

People who voted for the first time in the 2014 General Election, who are likely to have been newly registered at that point (no previous history available).

Likely 2015 Voters

LIKELY 2015 VOTERS

People who have a high likelihood of voting in the 2015 off-year elections within the relevant states, based on scoring from the CA National Turnout Model for the 2015 elections.

Likely 2016 Voters

LIKELY 2016 VOTERS

People who have a high likelihood of voting in the 2016 General Election, based on scoring from the CA National Turnout Model with adapted voting probability curves determined by aggregate state voter history.

Likely Midterm Voters

MIDTERM VOTERS

People who have a high likelihood of voting in the midterm elections, based on previous vote history and the CA National Turnout Model.

Early / Absentee Voters

EARLY ABSENTEE VOTERS

People who have previously voted via absentee mail or early in person and are likely to do so again in upcoming elections, based on nationwide state and municipal voter history records and nationwide permanent absentee voting lists.



Presidential Year Only, General Voters

PRESIDENTIAL YEAR ONLY VOTERS

People who vote in general elections but are unlikely to vote in mid-term elections, based on previous voting history and the CA National Turnout Model.

Demographics

Age

AGE 18 TO 29

People who are between 18 and 29 years old.

AGE 30 TO 44

People who are between 30 and 44 years old.

AGE 45 TO 54

People who are between 45 and 54 years old.

AGE 55 TO 64

People who are between 55 and 64 years old.

AGE 65 PLUS

People who are 65 years old and over.

Gender

GENDER FEMALE

People who are female.

GENDER MALE

People who are male.

Ethnicity

HISPANIC

People who have Hispanic heritage, identified either by direct reporting or based on modeled data.

AFRICAN-AMERICAN

People who have African-American heritage, identified either by direct reporting or based on modeled data.

CAUCASIAN / EUROPEAN

People who have Caucasian / European heritage, identified either by direct reporting or based on modeled data.

EAST AND SOUTH ASIAN

People who have East and South Asian heritage, identified either by direct reporting or based on modeled data.



Veteran

VETERAN

People who live in households with a military veteran, based on survey response data, purchase information and publicly available tax exemption data.

Income

HIGH INCOME / WEALTH

People with a yearly household income of over \$150,000 or a net wealth of over \$400,000.

MID INCOME / WEALTH

People with a yearly household income between \$60,000 and \$150,000 or a net wealth of between \$60,000 and \$400,000.

LOW INCOME / WEALTH

People with a yearly household income less than \$60,000 or a net wealth of less than \$60,000.

Domestic

HOME OWNER

People who own the home they live in.

HAS CHILDREN

People who live with at least 1 child under 18 years old.

LIKELY MARRIED

People who are likely to be married.

LIKELY SINGLE

People who are likely to be single.

SINGLE PARENT

People who have children but do not live with a partner.



2. Models

Partisanship

REPUBLICAN VOTERS

People who are likely Republican / Conservative voters, based on the CA National Partisanship Model.

DEMOCRAT VOTERS

People who are likely Democratic / Liberal voters, based on the CA National Partisanship Model.

SWING REPUBLICAN VOTERS

People who are likely to lean toward Republican / Conservative candidates, based on the CA National Partisan Model.

SWING DEMOCRAT VOTERS

People who are likely to lean toward Democratic / Liberal candidates, based on the CA National Partisan Model.

Turnout Probability

HIGH TURNOUT VOTERS

People who have a high likelihood of voting in 2016, based on the CA National Turnout Model.

MID TURNOUT VOTERS

People who have a medium likelihood of voting in 2016, based on the CA National Turnout Model.

LOW TURNOUT VOTERS

People who have a low likelihood of voting in 2016, based on the CA National Turnout Model.

Ideology

MODERATE CONSERVATIVE

People who are likely moderate conservatives, based on the CA Political National Ideology Model.

VERY CONSERVATIVE

People who are likely very conservative, based on the CA Political National Ideology Model.

ESTABLISHMENT CONSERVATIVE

People who are likely establishment conservatives, based on the CA Political National Ideology Model.

LIBERAL

People who are likely liberal leaning, based on the CA Political National Ideology Model.

LIBERTARIAN

People who are likely libertarian leaning, based on the CA Political National Ideology Model.

TEA PARTY

People who likely support the Tea Party, based on the CA Political National Ideology Model.



Issues

FISCALLY RESPONSIBLE

People who are likely to oppose government spending based on the CA National Size of Government Model.

PRO LIFE

People who have a high likelihood of being pro-life, based on the CA National Pro-Life Model.

PRO ENVIRONMENT

People who have a high likelihood of prioritizing the environment, based on the CA Environment Importance Model.

PRO GUN RIGHTS

People who have a high likelihood of prioritizing gun rights as an important issue, and support gun owners' rights to bear arms to be expanded, based on the CA National Gun Rights Model.

PRO NATIONAL SECURITY

People who have a high likelihood of prioritizing national security as an important issue, based on the CA National Security Importance Model.

ANTI OBAMACARE

People who are likely to oppose the Affordable Care Act, based on the CA National Healthcare Model.

ANTI IMMIGRATION

People who are likely to oppose immigration, based on the CA National Immigration Model.

JOBS AND THE ECONOMY

People who have a high likelihood of prioritizing jobs and the economy, based on the CA Political Taxation Model.