

causeway solutions

POLITICAL AUDIENCE GUIDE

WHY CHOOSE CAUSEWAY SOLUTIONS?

Attract your target audiences and motivate them to take action. Causeway Solutions harnesses years of experience in data management and campaign strategy to create target audiences for your digital marketing campaigns. We partner with leaders in online and offline marketing to offer highly targeted activation strategies across mediums. Access hundreds of off-the-shelf audiences in the leading data marketplaces or contact us for distribution to your preferred platform or publisher.

With shrinking budgets and expanding expectations, Advanced Audiences give you:



Audiences beyond demographics including observed and predictive behaviors, attitudes, values



Smarter segmentation targetable with individual level data



Value-driven data distributed to your offline or online platforms and publishers



Access to the most up-to-date, highest quality data that prioritizes accuracy

ABOUT US

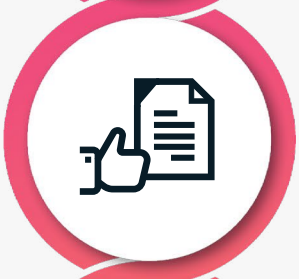
Causeway Solutions is a leading provider of innovative data services and actionable analytics. We empower our clients to make smart, timely, data driven decisions through real-time insights into risks and opportunities.

OUR PROCESS



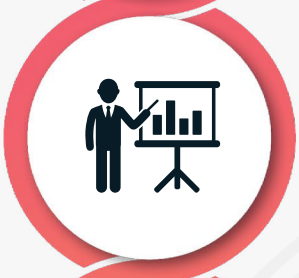
STEP 1: DATA DEVELOPMENT

Identify project goals. Design script to create variables needed for modeling.



STEP 2: DATA COLLECTION

Field quota-controlled surveys and conduct surveys.
More than 7,000 adults nationally: mixed demographics and geographies. Spread across 4 regions of country.



STEP 3: COMBINE DATA

Combine survey responses with robust inventory of consumer data.

240 million consumers and 210 million voters.



STEP 4: CREATE MODELS

Push data through proprietary machine learning algorithms.
Score **everyone** on the file on **every model** created.
Unique, relevant models developed for each project.



STEP 5: TARGETED UNIVERSES

Apply advanced analytics to the predictive model scores to create highly customized universes of target consumers.

Combine models, integrate geographies and other consumer attributes to construct actionable audience optimized for targeting.



STEP 6: APPLICATION

Prescriptive modeling drives highly targeted, highly accurate marketing campaigns across platforms and mediums.

Access hundreds of on-demand audiences in online data marketplaces or contact us for custom solutions.

OUR AUDIENCES
ON DEMAND



DEMOGRAPHIC AND LIFESTYLE DATA



DONOR DATA



ISSUES AND LEGISLATION



VOTER BEHAVIOR AND IDEOLOGY DATA



MEDIA CONSUMPTION DATA

WHAT'S NEXT

ONLINE AUDIENCE ACTIVATION

Access the hundreds of off-the-shelf audiences in the Causeway Solutions storefront in leading data marketplaces or contact us for distribution to your preferred platform or publisher.

OFFLINE AUDIENCE ACTIVATION

We offer subscriptions to our consumer, voter, and proprietary modeling data as well as individual list purchases. Contact us for more information.

CUSTOM SOLUTIONS

Interested in custom modeling or custom universe creation? Contact us to review your organization's goals and marketing needs.

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APPROVAL: TRUMP

Trump Agenda Supporter	Voters who are likely to support Donald Trump's policy agenda
Trump Approve	Individuals who approve of Donald Trump's performance as President
Trump Disapprove	Individuals who disapprove of Donald Trump's performance as President

CONSUMER: BEHAVIOR

Consumer Willing to Subscribe	Individuals who are likely to subscribe to products, services, or memberships
EV Driver	Individuals who drive an EV or Hybrid Vehicle
Crypto Owner	Individuals who own or invest in digital currencies such as Bitcoin, Ethereum, and other cryptocurrencies
Give PII	Individuals who are likely to provide their email address or phone number in exchange for discounts, free shipping, or other promotional offers
Eco-conscious Consumer	Individuals who prioritize environmentally friendly products and practices, such as avoiding single-use plastics and supporting sustainable alternatives

ENGAGEMENT: POLITICAL

Engager	Voters who actively participate in the political process by staying informed on issues, engaging in civic discussions, or taking actions such as signing petitions or contacting elected officials
Donor - Political	Individuals who donate to political campaigns and organizations
Engager - Contact Elected Official	Individuals who have contacted an elected official to express their opinions
Engager - Politically Aware	Individuals who closely follow current political events and news
Engager - Petition Signer	Individuals who actively sign petitions to support causes or advocate for policy changes
Engager - Community Volunteer	Individuals who have volunteered in their community to support local initiatives or causes

ISSUES: GUN CONTROL

Assault Weapon Ban Oppose	Individuals who oppose banning of assault weapons
Assault Weapon Ban Support	Individuals who support banning of assault weapons

ISSUES: REGULATION

Big Tech Regulation Oppose	Individuals who believe regulations on big tech companies should remain unchanged

Big Tech Regulation Support	Individuals who believe regulations on big tech companies should be strengthened
Data Center Regulation Oppose	Individuals modeled as likely to oppose regulation of data centers
Data Center Regulation Support	Individuals modeled as likely to support regulation of data centers. They are pro-tech-regulation and clean-energy minded

ISSUES: CRYPTO

Central Bank Digital Currency Oppose	Individuals who oppose the creation of a central bank digital currency
Central Bank Digital Currency Support	Individuals who support the creation of a central bank digital currency

ISSUES: ENERGY

Energy Affordability Not Worried	Individuals who are not concerned that the affordability of energy will impact their livelihood
Energy Affordability Worried	Individuals who are concerned that the affordability of energy will impact their livelihood
Energy Independence Major Support	Individuals who support policies and initiatives that prioritize U.S. energy independence by reducing reliance on foreign energy sources

ISSUES: GAMBLING

Lottery Favorable	Individuals who have a favorable view of state lotteries
Lottery Persuadable	Individuals who are open to changing their opinion on state lotteries
Lottery Unfavorable	Individuals who have an unfavorable view of state lotteries
Sports Betting Favorable	Individuals who have a favorable view of sports gambling companies
Sports Betting Persuadable	Individuals who are open to changing their opinion on sports gambling companies
Sports Betting Unfavorable	Individuals who have an unfavorable view of sports gambling companies

ISSUES: POLITICAL

MAGA Hardliner Likely Voter	Likely voters with strong alignment to the MAGA movement and highly consistent conservative political views. Designed for base mobilization, issue advocacy, fundraising, and turnout campaigns targeting highly engaged Republican voters
Non-MAGA Republican Likely Voters	Republican likely voters with center-right or traditional conservative preferences and lower MAGA alignment

Swing	Voters who are not aligned with either political party and make their decisions based on current issues and events

ISSUES: ISRAEL

Sympathize Israel	Individuals who sympathize with Israel in the Israel-Palestine conflict
Sympathize Neither Israel or Palestine	Individuals who sympathize with neither side in the Israel-Palestine conflict
Sympathize Palestine	Individuals who sympathize with Palestine in the Israel-Palestine conflict

ISSUES: TARRIFS

Tariffs Canada Oppose	Individuals who oppose the U.S. imposing tariffs on imported goods from Canada
Tariffs Canada Support	Individuals who support the U.S. imposing tariffs on imported goods from Canada
Tariffs China Oppose	Individuals who oppose the U.S. imposing tariffs on imported goods from China
Tariffs China Support	Individuals who support the U.S. imposing tariffs on imported goods from China
Tariffs EU Oppose	Individuals who oppose the U.S. imposing tariffs on imported goods from the EU
Tariffs EU Support	Individuals who support the U.S. imposing tariffs on imported goods from the EU
Tariffs Mexico Oppose	Individuals who oppose the U.S. imposing tariffs on imported goods from Mexico
Tariffs Mexico Support	Individuals who support the U.S. imposing tariffs on imported goods from Mexico
Tariffs Oppose	Individuals who oppose the US imposing tariffs on imported goods
Tariffs Support	Individuals who support the US imposing tariffs on imported goods

MEDIA CONSUMPTION: CONTENT VIEWING

Broadcast TV	Individuals who watch television content through broadcast networks
Viewer Cable TV	Individuals who watch television content through a cable subscription
Viewer Live TV	Individuals who watch television content through live broadcasts
Viewer Live TV Exclusive	Individuals who can only be reached through live television broadcasts
Viewer Live TV Not Reachable	Individuals who cannot be reached through live television broadcasts

Viewer Streaming	Individuals who watch television content through streaming platforms
Viewer Live TV and Streaming	Individuals who watch both streaming content and live television
Viewer Streaming Exclusive	Individuals who can only be reached through streaming platforms
Viewer Streaming Not Reachable	Individuals who cannot be reached through streaming platforms

MEDIA CONSUMPTION: SOCIAL MEDIA

Facebook User	Individuals who frequently use Facebook
Instagram User	Individuals who frequently use Instagram
LinkedIn User	Individuals who frequently use LinkedIn
Pinterest User	Individuals who frequently use Pinterest
Reddit User	Individuals who frequently use Reddit
Snapchat User	Individuals who frequently use Snapchat
Tik Tok User	Individuals who frequently use TikTok
X User	Individuals who frequently use X
YouTube User	Individuals who frequently use YouTube

MEDIA CONSUMPTION: STREAMING

Amazon Prime Video	Individuals who subscribe to the Amazon Prime Video streaming service
Apple TV Plus	Individuals who subscribe to the Apple TV+ streaming service
Disney Plus	Individuals who subscribe to the Disney+ streaming service
Hulu	Individuals who subscribe to the Hulu streaming service
Max	Individuals who subscribe to the Max streaming service
Netflix	Individuals who subscribe to the Netflix streaming service
Paramount Plus	Individuals who subscribe to the Paramount+ streaming service
Peacock	Individuals who subscribe to the Peacock streaming service
Disney Plus with Ads	Individuals who subscribe to the Disney+ streaming service on an ad-supported plan
Hulu with Ads	Individuals who subscribe to the Hulu streaming service on an ad-supported plan

Max with Ads	Individuals who subscribe to the Max streaming service on an ad-supported plan
Netflix with Ads	Individuals who subscribe to the Netflix streaming service on an ad-supported plan
Paramount Plus with Ads	Individuals who subscribe to the Paramount+ streaming service on an ad-supported plan
Peacock with Ads	Individuals who subscribe to the Peacock streaming service on an ad-supported plan