



## **Standard Political-Related Segments**

This document lists the standard political-related segments that Taboola and our data partners make available to Customers who advertise via Taboola's Services. Please see Taboola's Privacy Policy for more information.

This document is current as of July 10, 2020.

## **Common Topics in Segments**

- General interest in politics
- Interest in political issues
- Involvement in politics or activism
- Likely political donor
- Likely political party affiliation
- Voter registration status

## **Full List of Segments**

- Audiences > Lifestyle > Political Propensity > Political Activist
- Charities and Causes > Community Involvement - Causes Supported Financially > Political - Conservative Causes
- Charities and Causes > Community Involvement - Causes Supported Financially > Political - Liberal Causes
- Demographic > Politics > Interest in National News Sites, Involvement with Social & Political Causes
- Household Made Charitable Contribution to Political Cause in the Last 12 Months
- Interest > Charitable Donors > Progressive Causes
- Interest > Political Charitable Donation
- Interest > Political Conservative Charitable Donation
- Interest > Political Liberal Charitable Donation
- Lifestyle > Intent > Charitable Donor > Republican
- Political & Social Concerns > Immigration
- Political Audiences > Contributions > Made a Charitable Donation - Environment (Restricted to Political Use)
- Political Audiences > Contributions > Made a Charitable Donation - Religious (Restricted to Political Use)
- Political Audiences > Contributions > Made a Charitable Donation - Veteran's Organization (Restricted to Political Use)
- Political Audiences > Contributions > Made a Political Contribution (Restricted to Political Use)
- Politics > Likely Political, Public or Civic Activities > Gave a Speech or Addressed a Public Meeting during Past Year
- Voter Profile > Education Supporters
- Voter Profile > LGBT Donors and Supporters
- Voter Profile > Not Registered to Vote
- Voter Profile > Registered to Vote