

Political Personas

**U.S. Political Personas
10 segments**

**Registered
8 segments
75%**

**Unregistered
2 segments
25%**

Democrats

Super Democrats
Left Out Democrats
Conservative Democrats

Republicans

Mild Republicans
Uninvolved Conservatives
Ultra Conservatives

Independent

On The Fence Liberals
Green Traditionalists

Unregistered

Unconnected & Unregistered
Informed But Unregistered

Source: Simmons NCS, Spring 2007

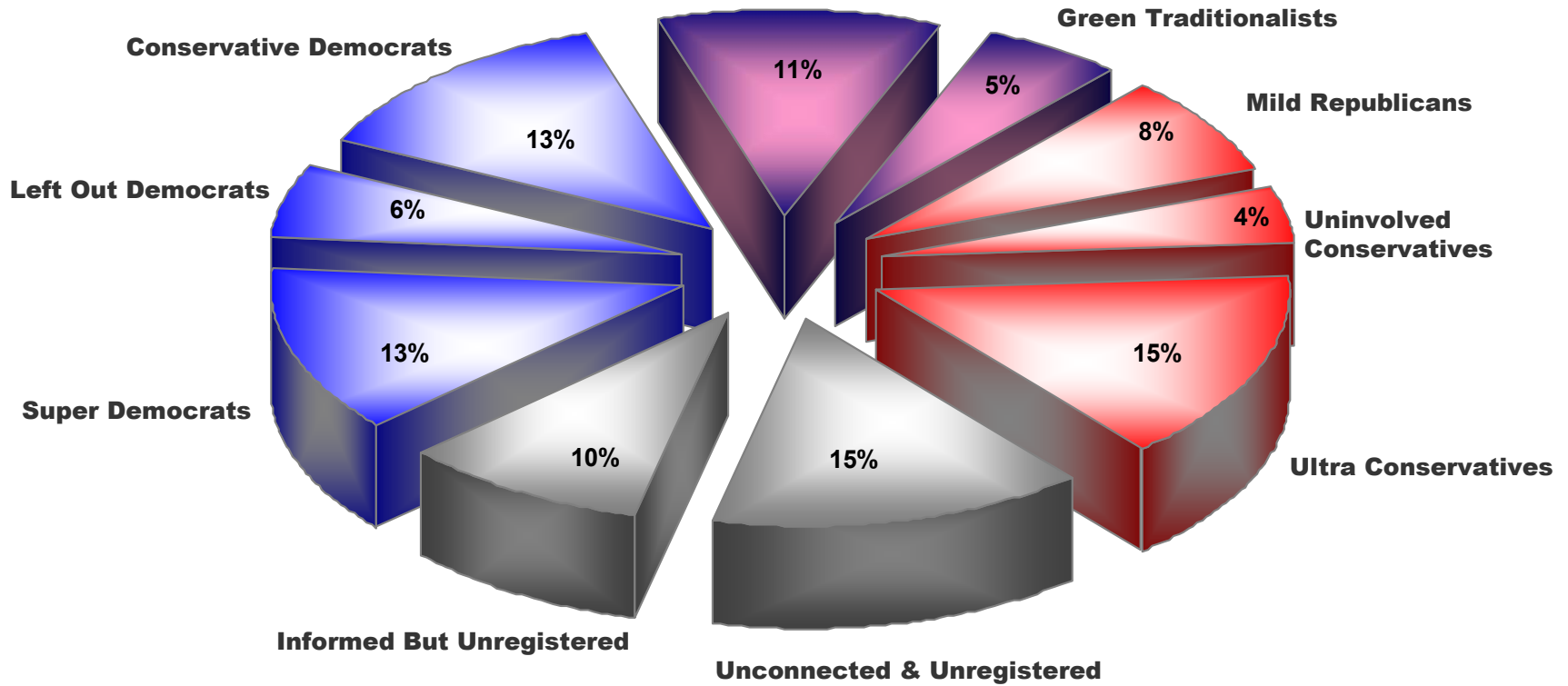


Political Personas

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Political Personas

On The Fence Liberals



Source: Simmons NCS, Spring 2007





Political Personas

Democrats



Super Democrats

Demographics:

Equally male or female
 Caucasian/African American – 80% / 15%
 Educated
 Married or divorced
 Employed
 Avg. Age: 47
 Avg. HHI: \$86K
 Children in HH: 35%

Political Outlook:

17% of Registered Voters
 41% of Registered Democrats

Political Characteristic: “very liberal”

Very strong liberal opinions on a variety of topics including the environment, healthcare, immigration, education and the economy. Social issues show a very liberal skew including right to life and legalizing drugs. Very involved in their communities.

Highest Media Involvement:

TV and Internet

Left-Out Democrats

Demographics:

Equally male or female
 Caucasian/African American – 66% / 23%
 Some college
 Married or Never Married/Divorced/Separated/Widowed
 Employed or Retired
 Avg. Age: 47
 Avg. HHI: \$65K
 Children in HH:40%

Political Outlook:

8% of Registered Voters
 19% of Registered Democrats

Political Characteristic: Consider themselves to be “middle-of-the-Road” or somewhat/very liberal. Not engaged or opinionated on the majority of political and social issues. Have jaded or apathetic views to things like education, economy, the environment and healthcare.

Highest Media Involvement:

Magazines

Conservative Democrats

Demographics:

Likely female
 Caucasian/African American – 64% / 28%
 Some college
 Married or Divorced/Widowed
 Likely Retired
 Avg. Age: 54
 Avg. HHI: \$58K
 Children in HH:32%

Political Outlook:

17% of Registered Voters
 40% of Registered Democrats

Political Characteristic: More likely “somewhat conservative” or “very conservative”.

Very well informed adults who have their own strong opinions on key issues that do not conform to traditional thinking by Democrats. More likely to be “pro-life”. Religion plays an important role in their lives. Liberal views on issues like the environment, immigration, and volunteerism.

Highest Media Involvement:

TV



Source: Simmons NCS, Spring 2007

Political Personas

Independents



On the Fence Liberals

Demographics:

Equally male or female
Mainly Caucasians
Educated
Married or Single
Employed
Avg. Age: 43
Avg. HHI: \$87K
Children in HH:38%

Political Outlook:

15% of Registered Voters
69% of Registered Independents

Political Characteristic: “middle-of-the-road” and “any liberal (somewhat to very)”. This segment does not have particularly strong feelings on any key political issues, but they do have a slight skew to more liberal thinking. This rings true for issues like pro-life and religion. Other issues show a more on-the-fence attitude that is not strong either way – this would include the economy, healthcare, education and immigration.

Highest Media Involvement:

Internet

Green Traditionalists

Demographics:

Equally male or female
Mainly Caucasians
Some college
Married or Widowed
Likely Retired or Homemaker
Avg. Age: 50
Avg. HHI: \$70K
Children in HH:34%

Political Outlook:

7% of Registered Voters
31% of Registered Independents

Political Characteristic: “middle-of-the-road”.

This segment tends to skew more traditional or conservative on some key political and social issues such as pro-life, social security, healthcare and religion. The environment is a key issue for this group as they actively participate in recycling programs and are concerned about pollution.

Highest Media Involvement:

Radio



Source: Simmons NCS, Spring 2007

Political Personas

Republicans



Mild Republicans

Demographics:

Slightly more male
Mainly Caucasians
Educated
Married
Employed
Avg. Age: 47
Avg. HHI: \$106K
Children in HH:36%

Political Outlook:

10% of Registered Voters
28% of Registered Republicans

Political Characteristic: Consider themselves to be "middle-of-the-road" or "somewhat conservative". On-the-fence" on key issues like health care, the environment and religion. More conservative views on social security, immigration, employment and education. More liberal with their attitude toward pro-life, legalizing drugs and pornography.

Highest Media Involvement:

Radio, TV, and Internet

Uninvolved Conservatives

Demographics:

Slightly more male
Mainly Caucasians
Some college
Married or Single
Employed
Avg. Age: 44
Avg. HHI: \$82K
Children in HH:39%

Political Outlook:

6% of Registered Voters
17% of Registered Republicans

Political Characteristic: "somewhat" or "very conservative". Adults not particularly engaged in their communities or key political topics such as the environment, education or health care. Appear to have conservative attitudes towards immigration issues. Their financial attitudes lean towards conservative as well.

Highest Media Involvement:

Magazines

Ultra Conservatives

Demographics:

Equally male or female
Mainly Caucasians
Educated
Married
Employed or Retired
Avg. Age: 51
Avg. HHI: \$82K
Children in HH:35%

Political Outlook:

20% of Registered Voters
55% of Registered Republicans

Political Characteristic: "very conservative". Well-informed, community-minded individuals with very strong opinions and views that reflect their conservatism. On all key election issues they skew traditional and conservative - employment, the environment, immigration and healthcare. Very conservative attitudes regarding social issues such as pro-life, religion, legalizing drugs and pornography.

Highest Media Involvement:

Radio

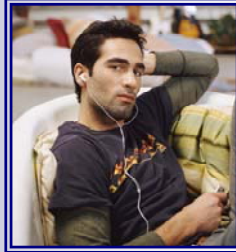
Source: Simmons NCS, Spring 2007



Political Personas

Unregistered

Liberal



Conservative



Unconnected & Unregistered

Demographics:

Slightly more male
Diverse, with Hispanics skew
Some college
Married or Single
Employed or Students
Avg. Age: 38
Avg. HHI: \$70K
Children in HH:52%

Political outlook:

64% of Unregistered Voters

Political Characteristic: No definable political slant. Young, hard working group striving for a better standard of living. Skew more Hispanic than other segments - Communication in Spanish is important. Somewhat disconnected politically and civically. No strong feelings about environmental, health care or social security issues. More liberal views on pro-life, legalizing marijuana and pornography.

Highest Media Involvement:

Magazines

Informed But Unregistered

Demographics:

Equally male or female
Diverse, with Hispanics skew
Some college
Married or Single
Employed or Students or Homemaker
Avg. Age: 42
Avg. HHI: \$55K
Children in HH:55%

Political Outlook:

36% of Unregistered Voters

Political Characteristic: No definable political slant. Very strong opinions that sway more conservative. Well-informed and aware of important political issues. Engaged in their communities and strive for better environment. Key political issues important to this group include education, health care, social security, immigration and the economy. More conservative with regard to pro-life, legalizing drugs and religion.

Highest Media Involvement:

All forms of media

Source: Simmons NCS, Spring 2007



Political PersonasSM

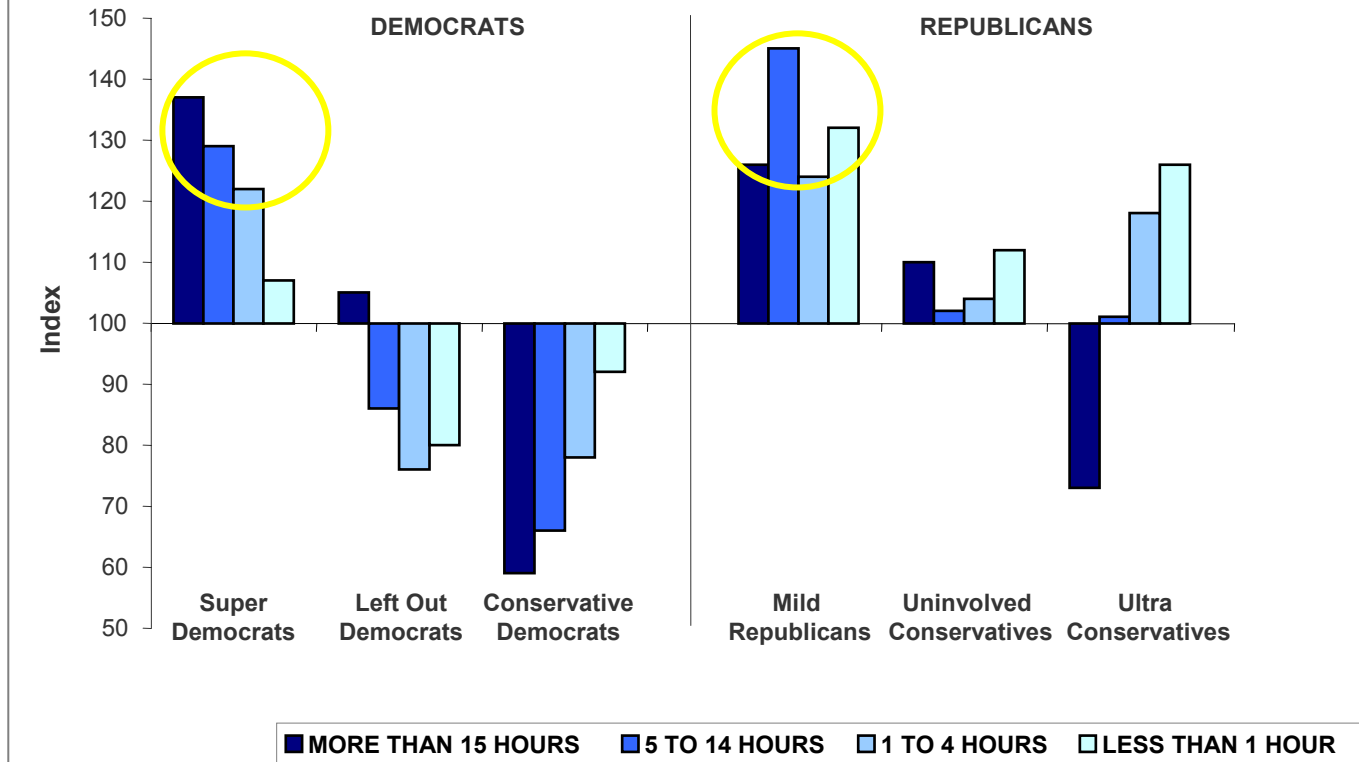
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Time Spent Online

Q: How much time did you spend on the Internet for something other than email in the last 7 days at home?

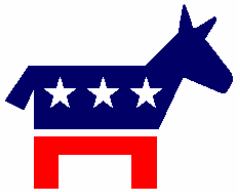


Source: Simmons NCS, Spring 2007



Political Personas

Favorite Web Sites



Super Democrats

NYTIMES
WASHINGTONPOST
MSNBC
BARNESANDNOBLE
AMAZON

Left Out Democrats

SPORTINGNEWS
NBA
COLUMBIAHOUSE
SONY
NASCAR

Conservative Democrats

AMERICANGREETINGS
NBA
DISNEY
CBS
ABC



Mild Republicans

MARKETWATCH
NASCAR
EXPEDIA
TRAVELOCITY
BESTBUY

Uninvolved Conservatives

ALTAVISTA
NBC
NHL
FOX
NASCAR

Ultra Conservatives

FOX
MARKETWATCH
WEATHER
JUNO/NETZERO
USATODAY

Source: Simmons NCS, Spring 2007; Based on Index



Political Personas

What They Watch

Super Democrats



Left Out Democrats



Conservative Democrats



Mild Republicans



Uninvolved Conservatives



Ultra Conservatives



Source: Simmons NCS, Spring 2007; Based on Index



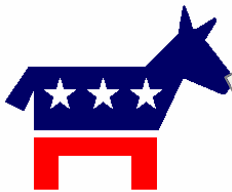
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What They Read

Super Democrats



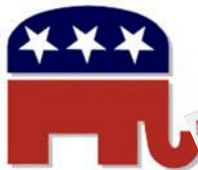
Left Out Democrats



Conservative Democrats



Mild Republicans



Uninvolved Conservatives



Ultra Conservatives



Source: Simmons NCS, Spring 2007; Based on Index

