

Political Personas Segmentation



MRI-Simmons delivers the mindset of the American voter with Political Personas, a powerful consumer segmentation that provides in-depth insight and analysis across the voting spectrum, with the ability to profile your target across any geographic area.

Political Personas provides a vivid understanding of key voter segments, demographics, responsiveness to various media platforms, and their attitudes and opinions on key political issues and social trends.

The Political Personas consist of 10 distinct groups:

Republicans	Unregistered	Democrats
Ultra Conservatives	Informed But Unregistered	Super Democrats
Uninvolved Conservatives	Unconnected & Unregistered	Left Out Democrats
Mild Republicans		Conservative Democrats
Green Traditionalists		On The Fence Liberals

To learn more, contact us at +1 866 256 4468 or info@simmonsresearch.com