

variable	segment	target
age	18 to 29	0.1287
age	30 to 39	0.1383
age	40 to 49	0.1492
age	50 to 59	0.1692
age	60 to 69	0.1949
age	70+	0.2197
education	College	0.3567
education	No College	0.6433
gender	Female	0.5358
potus_recall_2020	Democrat Joe Biden	0.4491
potus_recall_2020	I did not vote	0.119
potus_recall_2020	Republican Donald Trump	0.4099
race	Asian	0.0448
race	Black or African American	0.1085
race	Hispanic or Latino/a	0.083
race	White	0.6937
region	region_1_ne	0.2026
region	region_2_midwest	0.2196
region	region_3_south	0.3573
region	region_4_west	0.2204
race_by_education	White noncollege	0.4375
race_by_education	Hispanic or Latino/a noncollege	0.0596
race_by_education	Black or African American noncollege	0.0746
age_by_education	18 to 29 No College	0.0787
age_by_education	30 to 39 No College	0.079
age_by_education	40 to 49 No College	0.0908
age_by_education	50 to 59 No College	0.1098
age_by_education	60 to 69 No College	0.1354
age_by_gender	45+ Female	0.3536
age_by_gender	Under 45 Female	0.1822
age_by_race	45+ Black or African American	0.0677
age_by_race	Under 45 Black or African American	0.0408
age_by_race	45+ Hispanic or Latino/a	0.0446
age_by_race	Under 45 Hispanic or Latino/a	0.0384
age_by_race	45+ White	0.4957
age_by_race	Under 45 White	0.198