

variable	segment	target
age	18 to 29	0.131
age	30 to 39	0.14
age	40 to 49	0.151
age	50 to 59	0.171
age	60 to 69	0.194
age	70+	0.214
education	College	0.343
education	No College	0.657
gender	Female	0.535
potus_recall_2020	Democrat Joe Biden	0.452
potus_recall_2020	I did not vote	0.099
potus_recall_2020	Republican Donald Trump	0.436
race	Black or African American	0.086
race	Hispanic or Latino/a	0.025
race	White	0.807
state_by_potus_recall_2020	MI Democrat Joe Biden	0.171
state_by_potus_recall_2020	PA Democrat Joe Biden	0.183
state_by_potus_recall_2020	WI Democrat Joe Biden	0.098
state_by_potus_recall_2020	MI Republican Donald Trump	0.161
state_by_potus_recall_2020	PA Republican Donald Trump	0.179
state_by_potus_recall_2020	WI Republican Donald Trump	0.096
age_by_education	45+ No College	0.447
age_by_education	Under 45 No College	0.211
age_by_gender	45+ Female	0.349
age_by_gender	Under 45 Female	0.186
age_by_race	45+ Black or African American	0.052
age_by_race	45+ Hispanic or Latino/a	0.011
age_by_race	Under 45 Black or African American	0.034
age_by_race	Under 45 Hispanic or Latino/a	0.014
age_by_race	45+ White	0.563
age_by_race	Under 45 White	0.244
race_by_college	No College White	0.528
race_by_college	No College Black or African American	0.061
race_by_college	No College Hispanic or Latino/a	0.019