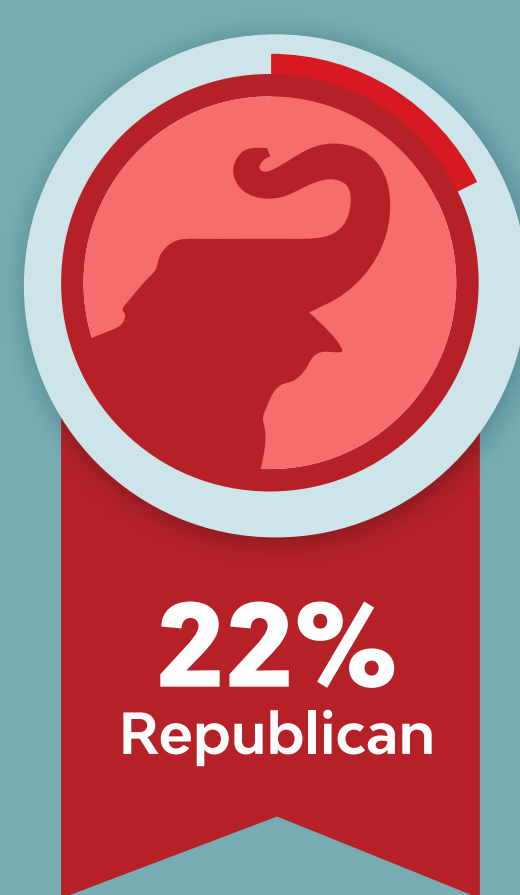
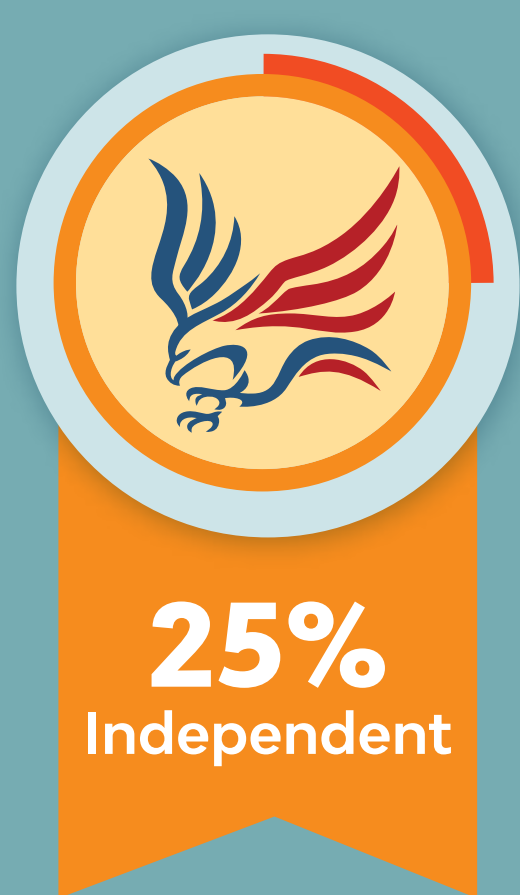
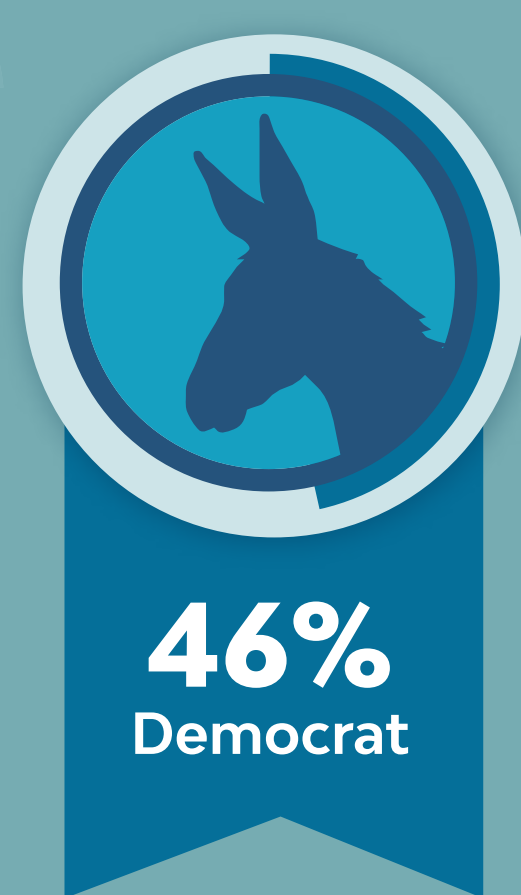




The Voter Landscape is Not Flat.
Discover the Hidden Dimensions That Drive Votes

GREEN TAX SUPPORTER



The green tax supporter believes that the carbon emissions tax and gas guzzling auto tax should be increased. They also believe that the gas tax will encourage the use of fuel-efficient vehicles.

BASIC DEMOGRAPHICS

Married men and women, ages 45-54
with no children under the age of 18

THE WHY BEHIND THEIR VOTE

WHAT THEY VALUE

- Caring for nature
- Maintaining a good public image
- Freedom to determine actions

DECISION DRIVERS

- Expressing individuality
- Romantic love
- Proving competence and skills

TOP CANDIDATE PLATFORM SUPPORT

- Environmental policy
- Education policy
- Social issues (abortion, gay marriage, etc.)

IDEOLOGY

- Very socially and fiscally liberal

MOST-WATCHED NEWS NETWORKS

- NBC
- Local news on the CW and ABC

SOCIAL ISSUE SUPPORT

- Promotes gay and lesbian equality
- Supports pro-choice issues
- Supports promoting civil liberties

MOST CONCERNED WITH

- Reducing climate change
- Developing alternative energy sources
- Promoting gay and lesbian equality

VIEW ON PRESIDENT AND RUSSIA INVESTIGATION

- Opposes President Trump
- Unsure if Russia interfered in the election

CLIMATE CHANGE VIEW

- Believes climate change is caused by human activities

VOTING BEHAVIOR INFLUENCES

- Editorial endorsements
- Print/online newspapers
- Broadcast news/programming

FAVORITE NEWSPAPERS

- New York Times
- USA Today
- Washington Post



Ready to connect with the **Green Tax Supporter**?
Learn more about this voter segment.



[DOWNLOAD THE BRIEF](#)

Resonate is a pioneer in voter intelligence, delivering deep understanding, dynamic insights, cross-channel engagement and analysis in a single, simple-to-use SaaS platform. Resonate has contextually relevant data and deep voter insights featuring more than 13,000 attributes, including the individual values and motivations that describe more than 200 million U.S. voters. Reveal and engage "The Human Element," the deepest understanding of their target audience that extends beyond traditional demographics, psychographics and behavioral data to uncover WHY voters support certain candidates or causes.