

variable	segment	target
age	18 to 29	0.1604
age	30 to 39	0.1604
age	40 to 49	0.1637
age	50 to 59	0.1814
age	60 to 69	0.1789
age	70+	0.1552
education	College	0.2791
education	No College	0.7209
gender	Female	0.5812
potus_recall_2020	Democrat Joe Biden	0.7475
potus_recall_2020	I did not vote	0.121
potus_recall_2020	Republican Donald Trump	0.1235
state	AZ	0.0247
state	GA	0.3959
state	MI	0.152
state	NC	0.2475
state	NV	0.0294
state	PA	0.1237
state	WI	0.0269
education_by_gender	College Male	0.1104
education_by_gender	College Female	0.1687
education_by_gender	No College Male	0.3084
education_by_gender	No College Female	0.4125
age_by_gender	18 to 29 Female	0.0886
age_by_gender	30 to 39 Female	0.0935
age_by_gender	40 to 49 Female	0.0963
age_by_gender	50 to 59 Female	0.104
age_by_gender	60 to 69 Female	0.1032
age_by_gender	70+ Female	0.0956