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DATA DICTIONARY

# ONLINE SEGMENTS

From its database of over 230 million American voters and consumers, i360 offers advanced online segments, custom-tailored for the pro-business political and advocacy communities. The segments offered in this document are available separately or in combination, allowing for the most accurate individual level cookie, site and mobile targeting currently available.

# DEMOGRAPHICS

<b>AGE 18 TO 29</b> i360_AGE_18_TO_29	Individuals ages 18 and 29.
<b>AGE 30 TO 44</b> i360_AGE_30_TO_44	Individuals ages 30 and 44.
<b>AGE 45 TO 54</b> i360_AGE_45_TO_54	Individuals ages 45 and 54.
<b>AGE 55 TO 64</b> i360_AGE_55_TO_64	Individuals ages 55 and 64.
<b>AGE 65 AND ABOVE</b> i360_AGE_65_PLUS	Individuals ages 65+.
<b>CATHOLIC</b> i360_CATHOLIC	Individuals who are likely Catholic based on self-reporting and consumer modeling.
<b>FEMALE</b> i360_FEMALE	Individuals who are female.
<b>HISPANIC</b> i360_HISPANIC	Individuals who are likely Hispanic in heritage based on self-reporting and consumer modeling.
<b>JEWISH</b> i360_JEWISH	Individuals who are likely Jewish based on self-reporting and consumer modeling.
<b>MALE</b> i360_MALE	Individuals who are male.
<b>SPANISH SPEAKING</b> i360_SPANISH_SPEAKING	Individuals who are likely to speak Spanish based on self-reporting and consumer modeling.
<b>VETERAN IN HH</b> i360_VETERAN_IN_HH	Individuals who live in households with a military veteran. Information is gathered based on survey response data, purchase information and publicly available tax exemption data.



## GIVING AND INVESTMENT

**CHARITY DONOR**  
i360\_CHARITY\_DONOR

Individuals that have donated to charitable causes.

## Demographics, cont'd.

<b>INVESTORS</b> i360_INVESTOR	Individuals that invest in stocks, bonds or funds.
<b>POLITICAL DONOR</b> i360_POLITICAL_DONOR	Individuals who have contributed to political causes or have expressed interest in contributing.

**HOME, CHILDREN & MARITAL STATUS**

<b>HOME OWNER</b> i360_HOME_OWNER	Individuals who own the home in which they reside.
<b>LIKELY MARRIED</b> i360_LIKELY_MARRIED	Individuals who are likely married.
<b>LIKELY SINGLE</b> i360_LIKELY_SINGLE	Individuals who are likely single.
<b>VOTERS WITH CHILDREN</b> i360_HAS_CHILDREN	Individuals who live in households with at least 1 child under the age of 18.

**INTERESTS**

<b>GAMBLER</b> i360_GAMBLER	Individuals interested in gambling.
<b>SPORTS</b> i360_SPORTS	Individuals interested in sports (baseball, basketball, tennis, football, hockey, etc.).

**ISSUE CLUSTER MODEL**

<b>TOP ISSUE-EDUCATION</b> i360_TOP_ISSUE_EDUCATION	Individuals likely to state that "Education" is in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model <sup>9</sup> .
<b>TOP ISSUE-ENERGY</b> i360_TOP_ISSUE_ENERGY	Individuals likely to state that "Energy" or the "Environment" is in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model <sup>9</sup> .

Issue Cluster Model, cont'd.

<p><b>TOP ISSUE-GUNS</b> i360_TOP_ISSUE_GUNS</p>	<p>Individuals likely to state that "Gun Control" is in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model<sup>9</sup>.</p>
<p><b>TOP ISSUE-HEALTHCARE</b> i360_TOP_ISSUE_HEALTHCARE</p>	<p>Individuals likely to state that "Healthcare" is in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model<sup>9</sup>.</p>
<p><b>TOP ISSUE-IMMIGRATION</b> i360_TOP_ISSUE_IMMIGRATION</p>	<p>Individuals likely to state that "Immigration" is in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model<sup>9</sup>.</p>
<p><b>TOP ISSUE-NATIONAL DEFENSE</b> i360_TOP_ISSUE_NATIONAL_DEFENSE</p>	<p>Individuals likely to state that "National Defense" is in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model<sup>9</sup>.</p>
<p><b>TOP ISSUE-SOCIAL</b> i360_TOP_ISSUE_SOCIAL</p>	<p>Individuals likely to state that "Social Issues" are in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model<sup>9</sup>.</p>
<p><b>TOP ISSUE-TAXES &amp; DEBT</b> i360_TOP_ISSUE_TAXES_&amp;_DEBT</p>	<p>Individuals likely to state that "Taxes and Debt" are in their top three issues in deciding who to support for President of the United States based on the i360 National Issue Cluster Model<sup>9</sup>.</p>

## ISSUE SEGMENTS



### 2ND AMENDMENT

**PRO 2ND AMENDMENT**  
i360\_PRO\_2ND\_AMENDMENT

Individuals who support 2nd Amendment Rights. This segment is based on survey response data and/or purchase/subscription information indicating an affinity towards firearms and 2nd Amendment Rights.




### COMMON CORE

**COMMON CORE AGAINST**  
i360\_COMMON\_CORE\_AGAINST

Individuals who have a high likelihood of opposing Common Core based on the i360 National Common Core Model<sup>16</sup>. This segment consists of individuals who score low on the i360 National Common Core Model<sup>16</sup>.

## Issue Segments, cont'd.

<b>COMMON CORE FOR</b> <b>i360_COMMON_CORE_FOR</b>	<p>Individuals who have a high likelihood of supporting Common Core based on the i360 National Common Core Model<sup>16</sup>. This segment consists of individuals who score high on the i360 National Common Core Model<sup>16</sup>.</p>
 <b>CRIMINAL JUSTICE</b>	
<b>CRIMINAL JUSTICE AGAINST</b> <b>i360_CRIMINAL_JUSTICE_</b> <b>AGAINST</b>	<p>Individuals who have a high likelihood of opposing major reforms to the criminal justice system based on the i360 National Criminal Justice Model<sup>15</sup>. This segment consists of individuals who score low on the i360 National Criminal Justice Model<sup>15</sup>.</p>
<b>CRIMINAL JUSTICE FOR</b> <b>i360_CRIMINAL_JUSTICE_FOR</b>	<p>Individuals who have a high likelihood of supporting major reforms to the criminal justice system based on the i360 Criminal Justice Model<sup>15</sup>. This segment consists of individuals who score high on the i360 National Criminal Justice Model<sup>15</sup>.</p>
 <b>ECONOMIC ISSUES</b>	
<b>FISCAL CONSERVATIVE–</b> <b>SPENDING &amp; DEBT</b> <b>i360_FISCAL_CONSERVATIVE_</b> <b>SPEND</b>	<p>Individuals who have a high likelihood of being fiscally conservative on the issues of spending and debt. This segment consists of individuals who score high on the i360 National Spending Model<sup>4</sup>.</p>
<b>FISCAL LIBERAL–</b> <b>SPENDING &amp; DEBT</b> <b>i360_FISCAL_LIBERAL_SPEND</b>	<p>Individuals who have a high likelihood of being fiscally liberal on the issues of spending and debt. This segment consists of individuals who score low on the i360 National Spending Model<sup>4</sup>.</p>
<b>FISCAL CONSERVATIVE–TAX</b> <b>i360_FISCAL_CONSERVATIVE_</b> <b>TAX</b>	<p>Individuals who have a high likelihood of being fiscally conservative on the issue of taxes. This segment consists of individuals who score high on the i360 National Tax Model<sup>3</sup>.</p>
<b>FISCAL LIBERAL–TAX</b> <b>i360_FISCAL_LIBERAL_TAX</b>	<p>Individuals who have a high likelihood of being fiscally liberal on the issue of taxes. This segment consists of individuals who score low on the i360 National Tax Model<sup>3</sup>.</p>
 <b>ENERGY</b>	
<b>PRO GREEN ENERGY</b> <b>i360_PRO_GREEN_ENERGY</b>	<p>Individuals who have a high likelihood of agreeing that government's number one priority should be protecting the environment as opposed to affordable and reliable energy based on the i360 National Energy Model<sup>12</sup>. This segment consists of individuals who score low on the i360 National Energy Model<sup>12</sup>.</p>

## Issue Segments, cont'd.

**PRO TRADITIONAL ENERGY**  
i360\_PRO\_TRADITIONAL\_  
ENERGY

Individuals who have a high likelihood of agreeing that government's number one priority should be affordable and reliable energy as opposed to protecting the environment based on the i360 National Energy Model<sup>12</sup>. This segment consists of individuals who score high on the i360 National Energy Model<sup>12</sup>.

**FOREIGN INTERVENTION**

**AGAINST FOREIGN INTERVENTION**  
i360\_AGAINST\_FOREIGN\_  
INTERVENTION

Individuals who have a high likelihood of opposing the US intervening in foreign affairs even if that means sending US troops overseas based on the i360 National Foreign Intervention Model<sup>13</sup>. This segment consists of individuals who score low on the i360 National Foreign Intervention Model<sup>13</sup>.

**PRO FOREIGN INTERVENTION**  
i360\_PRO\_FOREIGN\_  
INTERVENTION

Individuals who have a high likelihood of supporting the US intervening in foreign affairs even if that means sending US troops overseas based on the i360 National Foreign Intervention Model<sup>13</sup>. This segment consists of individuals who score high on the i360 National Foreign Intervention Model<sup>13</sup>.

**GUN CONTROL**

**GUN CONTROL AGAINST**  
i360\_GUN\_CONTROL\_AGAINST

Individuals who have a high likelihood of opposing stricter gun control laws based on the i360 National Gun Control Model<sup>11</sup>. This segment consists of individuals who score high on the i360 National Gun Control Model<sup>11</sup>.

**GUN CONTROL FOR**  
i360\_GUN\_CONTROL\_FOR




Individuals who have a high likelihood of supporting stricter gun control laws based on the i360 National Gun Control Model<sup>11</sup>. This segment consists of individuals who score low on the i360 National Gun Control Model<sup>11</sup>.

**IMMIGRATION**

**AGAINST IMMIGRATION REFORM**  
i360\_IMMIGRATION\_REFORM\_  
AGAINST

Individuals who have a high likelihood of opposing the stance that undocumented immigrants should be required to leave the United States based on the i360 National Immigration Model<sup>14</sup>. This segment consists of individuals who score low on the i360 National Immigration Model<sup>14</sup>.

Issue Segments, cont'd.

<p><b>IMMIGRATION REFORM FOR</b> i360_IMMIGRATION_REFORM_FOR</p>	<p>Individuals who have a high likelihood of supporting the stance that undocumented immigrants should be required to leave the United States based on the i360 National Immigration Model<sup>14</sup>. This segment consists of individuals who score high on the i360 National Immigration Model<sup>14</sup>.</p>
<p> <b>MINIMUM WAGE</b></p>	
<p><b>LOWER MINIMUM WAGE</b> i360_LOWER_MINIMUM_WAGE</p>	<p>Individuals who have a high likelihood of opposing a minimum wage increase by government based on the i360 National Minimum Wage Model<sup>10</sup>. This segment consists of individuals who score high on the i360 National Minimum Wage Model<sup>10</sup>.</p>
<p><b>RAISE MINIMUM WAGE</b> i360_RAISE_MINIMUM_WAGE</p>	<p>Individuals who have a high likelihood of supporting a minimum wage increase by government based on the i360 National Minimum Wage Model<sup>10</sup>. This segment consists of individuals who score low on the i360 National Minimum Wage Model<sup>10</sup>.</p>
<p> <b>OBAMACARE</b></p>	
<p><b>OPPOSE OBAMACARE</b> i360_OPPOSE_OBAMACARE</p>	<p>Individuals who likely oppose Obamacare or the Affordable Care Act based on the i360 National Healthcare Model<sup>7</sup>. This segment consists of individuals who score high on the i360 National Healthcare Model<sup>7</sup>.</p>
<p><b>PRO OBAMACARE</b> i360_PRO_OBAMACARE</p>	<p>Individuals who likely are in favor and support Obamacare or the Affordable Care Act based on the i360 National Healthcare Model<sup>7</sup>. This segment consists of individuals who score low on the i360 National Healthcare Model<sup>7</sup>.</p>
<p><b>SWING OBAMACARE</b> i360_SWING_OBAMACARE</p>	<p>Individuals who are likely undecided or persuadable on issues related to Obamacare or the Affordable Care Act based on the i360 National Healthcare Model<sup>7</sup>. This segment consists of individuals who score in the mid or "swing" range on the i360 National Healthcare Model<sup>7</sup>.</p>
<p> <b>SOCIAL ISSUES</b></p>	
<p><b>PRO CHOICE</b> i360_PRO_CHOICE</p>	<p>Individuals who have a high-likelihood of being pro-choice based on the i360 National Life Model<sup>5</sup>. This segment consists of voters and consumers who score low on the i360 National Life Model<sup>5</sup>.</p>

## Issue Segments, cont'd.

<b>PRO LIFE</b> i360_PRO_LIFE	Individuals who have a high-likelihood of being pro-life based on the i360 National Life Model <sup>5</sup> . This segment consists of voters and consumers who score high on the i360 National Life Model <sup>5</sup> .
<b>PRO MARRIAGE SAME-SEX</b> i360_PRO_MARRIAGE_SAMESEX	Individuals who have a high-likelihood of supporting same sex marriage based on the i360 National Marriage Model <sup>6</sup> . This segment consists of voters and consumers who score low on the i360 National Marriage Model <sup>6</sup> .
<b>PRO TRADITIONAL MARRIAGE</b> i360_PRO_MARRIAGE_TRADITIONAL	Individuals who have a high-likelihood of supporting traditional marriage based on the i360 National Marriage Model <sup>6</sup> . This segment consists of voters and consumers who score high on the i360 National Marriage Model <sup>6</sup> .

## MEDIA USAGE AND HABITS

<b>HEAVY SOCIAL MEDIA USERS</b> i360_HEAVY_SOCIAL_MEDIA_USER	Individuals likely to use social media daily based on the i360 National Social Media Model <sup>18</sup> . This segment consists of individuals who score high on the i360 National Social Media Model <sup>18</sup> .
<b>NON SOCIAL MEDIA USERS</b> i360_NON_SOCIAL_MEDIA_USER	Individuals identified as not likely to use social media based on the i360 National Social Media Model <sup>18</sup> . This segment consists of individuals who score low on the i360 National Social Media Model <sup>18</sup> .
<b>HEAVY TV USERS</b> i360_HEAVY_TV_USER	Individuals likely to watch television daily based on the i360 National TV Model <sup>21</sup> . This segment consists of individuals who score high on the i360 National TV Model <sup>21</sup> .
<b>LOW TV USERS</b> i360_LOW_TV_USER	Individuals not likely to watch television according to the i360 National TV Model <sup>21</sup> . This segment consists of individuals who score low on the i360 National TV Model <sup>21</sup> .
<b>HIGH USAGE STREAMERS</b> i360_HEAVY_USAGE_STREAMERS	Individuals likely to choose streaming over traditional television and stream daily based on the i360 National Traditional vs. Streaming Model <sup>20</sup> and i360 National Streaming Model <sup>19</sup> . This segment consists of individuals who score high on both the i360 National Traditional vs. Streaming Model <sup>20</sup> and the i360 National Streaming Model <sup>19</sup> .



Media Usage and Habits, cont'd.

<p><b>LIKELY STREAMING USERS</b> i360_LIKELY_STEAMERS</p>	<p>Individuals likely to choose streaming over traditional television based on the i360 Traditional vs. Streaming Model<sup>20</sup>. This segment consists of individuals who score high on the i360 National Traditional vs. Streaming Model<sup>20</sup>.</p>
<p><b>NON-STREAMERS</b> i360_NON_STREAMING_USER</p>	<p>Individuals not likely to stream video content based on the i360 National Streaming Model<sup>19</sup>. This segment consists of individuals who score low on the i360 National Streaming Model<sup>19</sup>.</p>
<p><b>STREAM ONLY, NO TV</b> i360_STREAMING_ONLY_NO_TV</p>	<p>Individuals likely to stream video content daily based on the i360 National Streaming Model<sup>19</sup> and not likely watch traditional television based on the i360 Traditional vs. Streaming Model<sup>20</sup> and i360 National TV Model<sup>21</sup>. This segment consists of individuals who score high on the i360 National Streaming Model<sup>19</sup>, high on the i360 National Traditional vs. Streaming Model<sup>20</sup> and low on the i360 National TV Model<sup>21</sup>.</p>
<p><b>STREAMING USERS</b> i360_REGULAR_STREAMING_USER</p>	<p>Individuals identified as likely to stream video content based on the i360 Streaming Model<sup>19</sup>. This segment consists of individuals who score in the mid to high range on the i360 National Streaming Model<sup>19</sup>.</p>
<p><b>HEAVY STREAMING USERS</b> i360_HEAVY_STREAMING_USER</p>	<p>Individuals identified as likely to stream media daily based on the i360 National Streaming Model<sup>19</sup>. This segment consists of individuals who score high on the i360 National Streaming Model<sup>19</sup>.</p>
<p><b>NEWSPAPER READERS</b> i360_NEWSPAPER_READER</p>	<p>Individuals identified as likely to read the newspaper based on the i360 Print Model<sup>17</sup>. This segment consists of individuals who score high on the i360 National Print Model<sup>17</sup>.</p>
<p><b>NON-NEWSPAPER READERS</b> i360_NON_NEWSPAPER_READER</p>	<p>Individuals identified as not likely to read the newspaper based on the i360 National Print Model<sup>17</sup>. This segment consists of individuals who score low on the i360 National Print Model<sup>17</sup>.</p>

# PARTISANSHIP

<p><b>DEMOCRAT VOTERS</b> i360_DEMOCRAT_VOTERS</p>	<p>Individuals who are considered Democratic or Liberal based on state party registration, partisan primary ballot voting, historical ID work and the i360 National Partisan Model<sup>1</sup>. This segment consists of individuals who score low on the i360 National Partisan Model<sup>1</sup>.</p>
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Partisanship, cont'd.

<p><b>INDEPENDENT VOTERS</b> i360_INDEPENDENT_VOTERS</p>	<p>Individuals who are considered Independent-leaning or “Swing” voters based on state registration, historical ID work and the i360 National Partisan Model<sup>1</sup>. This segment consists of individuals who score in the mid or “swing” range on the i360 National Partisan Model<sup>1</sup>.</p>
<p><b>REPUBLICAN VOTERS</b> i360_REPUBLICAN_VOTERS</p>	<p>Individuals who are considered Republican or Conservative based on state party registration, partisan primary ballot voting, historical ID work and the i360 National Partisan Model<sup>1</sup>. This segment consists of individuals who score in low on the i360 National Partisan Model<sup>1</sup>.</p>
<p><b>SWING DEM VOTERS</b> i360_SWING_DEM_VOTERS</p>	<p>Individuals who are likely to be Swing Democratic voters based on the i360 National Partisan Model<sup>1</sup>. These voters tend to lean toward Democratic or Liberal issues and ideas, but not consistently, and are therefore a key segment for persuasion. This segment consists of individuals who score in the low to mid range on the i360 National Partisan Model<sup>1</sup>.</p>
<p><b>SWING GOP VOTERS</b> i360_SWING_GOP_VOTERS</p>	<p>Individuals who are likely to be Swing Republican voters based on the i360 National Partisan Model<sup>1</sup>. These voters tend to lean toward Republican or Conservative issues and ideas, but not consistently, and are therefore a key segment for persuasion. This segment consists of individuals who score in the mid to high range on the i360 National Partisan Model<sup>1</sup>.</p>

# PERSUADABILITY

<p><b>NON-PERSUADABLE</b> i360_NON_PERSUADABLE</p>	<p>Individuals who are likely to be decided or committed voters to either Republican or Democratic candidates and issues based on the i360 National Undecided Model<sup>8</sup>. Segment valuable for exclusion purposes. This segment consists of individuals who score either low or high on the i360 National Undecided Model<sup>8</sup>.</p>
<p><b>UNDECIDED DEM</b> i360_UNDECIDED_DEM</p>	<p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model<sup>8</sup>, but lean more toward Democratic candidates and issues. This modeled segment isolates those voters who are likely to not be committed to a specific category of candidate or issue and are therefore a key segment for persuasion. This segment consists of individuals who score in the low to mid range of the i360 National Undecided Model<sup>8</sup>.</p>

## Persuadability, cont'd.

<b>UNDECIDED GOP</b> <b>i360_UNDECIDED_GOP</b>	<p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model<sup>9</sup>, but lean more toward Republican or Conservative candidates and issues. This modeled segment isolates those voters who are likely to not be committed to a specific category of candidate or issue and are therefore a key segment for persuasion. This segment consists of individuals who score in the mid to high range of the i360 National Undecided Model<sup>9</sup>.</p>
<b>UNDECIDED MIDDLE</b> <b>i360_UNDCIDED_MIDDLE</b>	<p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model<sup>9</sup>. This modeled segment isolates those voters who are likely to not be committed to a specific category of candidate or issue and are therefore a key segment for persuasion. This segment consists of individuals who score in the mid range of the i360 National Undecided Model<sup>9</sup>.</p>

## PRIMARY VOTERS

<b>DEMOCRAT PRIMARY VOTERS</b> <b>i360_DEMOCRAT_PRIMARY_VOTERS</b>	<p>Individuals who are registered to vote and who have voted in one or more recent primary elections and are considered Democratic / Liberal voters based on state party registration, partisan primary ballot voting, historical ID work and the i360 National Partisan Model<sup>1</sup>.</p>
<b>GOP PRIMARY VOTER</b> <b>i360_GOP_PRIMARY_VOTERS</b>	<p>Individuals who are registered to vote and who have voted in one or more recent primary elections and are considered Republican / Conservative voters based on state party registration, partisan primary ballot voting, historical ID work and the i360 National Partisan Model<sup>1</sup>.</p>
<b>PRIMARY VOTERS</b> <b>i360_PRIMARY_VOTERS</b>	<p>Individuals who have voted in one or more recent primary elections based on state and municipal voter history records collected nationwide.</p>

## PROPENSITY TO VOTE

<b>2016 FIRST TIME VOTERS</b> <b>i360_FIRST_TIME_VOTERS_2016</b>	<p>Voters who voted for the first time in the 2016 Election, with no prior vote history available. Voters are likely to have been newly registered.</p>
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## Propensity to Vote, cont'd.

<b>2018 LIKELY GENERAL VOTERS</b> i360_LIKELY_GENERAL_VOTERS	Voters considered likely to turn out and vote in the 2018 election based on previous vote history as well as the i360 National Propensity Model <sup>2</sup> .
<b>EARLY / ABSENTEE VOTERS</b> i360_EARLY_ABSENTEE_VOTERS	Voters who have previously cast ballots via absentee mail or early in person and therefor are likely to do so again in upcoming elections. Data is based on state and municipal voter history records collected nationwide; as well as, permanent absentee voting lists obtained at the state level and collected nationwide.
<b>HIGH PROPENSITY VOTERS</b> i360_HIGH_PROPENSITY_VOTERS	Voters who have a high-likelihood of voting in 2018. This segment consists of voters who score high on the i360 National Voter Propensity Model <sup>2</sup> .
<b>LOW PROPENSITY VOTERS</b> i360_LOW_PROPENSITY_VOTERS	Voters who have a low-likelihood of voting in 2018. This segment consists of voters who score low on the i360 National Voter Propensity Model <sup>2</sup> .
<b>MID PROPENSITY VOTERS</b> i360_MID_PROPENSITY_VOTERS	Voters who have a medium-likelihood of voting in 2018. This segment consists of voters who fall in the middle ranges of the i360 National Voter Propensity Model <sup>2</sup> .
<b>PRESIDENTIAL YEAR ONLY VOTERS</b> i360_PRESIDENTIAL_YEAR_ONLY_VOTERS	Voters who only turn out in Presidential Year elections based on previous vote history as well as the i360 National Propensity Model <sup>2</sup> .

## REGISTRATION STATUS

<b>NEWLY REGISTERED VOTERS</b> i360_NEWLY_REGISTERED	Individuals who are newly registered voters in the state in which they live (in the last 2 years).
<b>REGISTERED VOTERS</b> i360_REGISTERED_VOTERS	Individuals who are registered to vote in the state in which they reside. Collected nationwide and at the state and municipal levels.
<b>UNREGISTERED CONSERVATIVE PROSPECTS</b> i360_UNREGISTERED_CONSERVATIVE	Individuals who are US consumers, 18 years of age or older, NOT registered to vote and are ranked high on the i360 National Partisan Model <sup>1</sup> and therefore are likely to vote as Conservatives if registered.

Registration Status, cont'd.

<p><b>UNREGISTERED/VOTER PROSPECTS</b> i360_UNREGISTERED</p>	<p>Individuals who are US consumers, 18 years of age or older and NOT registered to vote.</p>
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## VOTER INCOME

<p><b>HIGH INCOME / WEALTH</b> i360_HIGH_INCOME</p>	<p>Individuals with a family income of over \$150,000 a year or having a net wealth of over \$400,000 in assets.</p>
<p><b>LOW INCOME / WEALTH</b> i360_LOW_INCOME</p>	<p>Individuals with a family income less than \$60,000 a year or having a net wealth of less than \$60,000 in assets.</p>
<p><b>MID INCOME WEALTH</b> i360_MID_INCOME</p>	<p>Individuals with a family income between \$60,000 and \$150,000 a year or having a net wealth of \$60,000 to \$400,000 in assets.</p>



**To learn more about data and partnerships, contact us at:**

[www.i-360.com/contact-us](http://www.i-360.com/contact-us).

# i360 NATIONAL MODELS



## i360 NATIONAL PARTISAN MODEL<sup>1</sup>

The Partisan Model generates a score that measures the strength of an individual's relative likelihood to ideologically align with one of the two major political parties. This score is a numerical value between 0 and 1, with values near 1 indicating strong association with the Republican Party and values closer to 0 indicating strong association with the Democratic Party. The Partisan Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

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## i360 NATIONAL PROPENSITY MODEL<sup>2</sup>

The Propensity Model generates a score that measures the strength of an individual's relative likelihood to turn out and vote in the 2018 general election. This score is a numerical value between 0 and 1, with values near 1 indicating strong likelihood to turn out and vote and values closer to 0 indicating low likelihood. The Propensity Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

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## i360 NATIONAL TAX MODEL<sup>3</sup>

The Tax Model generates a score that measures an individual's relative likelihood to support tax decreases. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to support across the board tax decreases and values near 0 indicating weak predisposition. The Tax Model score ranks individuals by calculated strength in predisposition; it does NOT indicate a probability.

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## i360 NATIONAL SPENDING MODEL<sup>4</sup>

The Spending Model generates a score that measures an individual's relative likelihood to support cuts in government spending. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to support across the board cuts in government spending and values near 0 indicating weak predisposition. The Spending Model score ranks individuals by calculated strength in predisposition; it does NOT indicate a probability.

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## i360 NATIONAL LIFE MODEL<sup>5</sup>

The Life Model generates a score that measures the strength of an individual's relative likelihood to take a pro-life position. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to take a pro-life position and values near 0 indicating weak predisposition. The Life Model score ranks individuals by calculated strength in predisposition; it does NOT indicate a probability.



### i360 NATIONAL MARRIAGE MODEL<sup>6</sup>

The Marriage Model generates a score that measures the strength of an individual's relative likelihood to support traditional marriage. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to supporting laws that preserve traditional marriage and values near 0 indicating weak predisposition. The Marriage Model score ranks individuals by calculated strength in predisposition; it does NOT indicate a probability.



### i360 NATIONAL HEALTHCARE MODEL<sup>7</sup>

The Healthcare Model generates a score that measures an individual's relative likelihood to oppose the Affordable Care Act passed in 2010 and signed into law by President Obama. This score is a numerical value between 0 and 1, with values near 1 indicating strong opposition to the law and values closer to 0 indicating strong support. The Healthcare Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.



### i360 NATIONAL UNDECIDED MODEL<sup>8</sup>

The Undecided model attempts to categorize undecided voters who might likely be swayed to vote for a conservative or liberal candidate, if persuaded. This scale is based on people self-identifying themselves as "Undecided" when that choice is explicitly offered in a generic ballot poll for the 2018 model attempts to identify others with similar characteristics and those voters which are most similar are included in the undecided segment.



### i360 NATIONAL ISSUE CLUSTER MODEL<sup>9</sup>

The Issue Cluster Model generates a class indicating that an individual is likely to state the given issue is in their top three in deciding who to support for President of the United States. The classes assigned by the Issue Cluster Model are Education, Energy/Environment, Fiscal (Tax and Spending), Guns, Healthcare, Immigration, National Defense and Social (Life and Marriage).



### i360 NATIONAL MINIMUM WAGE MODEL<sup>10</sup>

The Minimum Wage Model generates a score that measures the strength of an individual's relative likelihood to oppose a minimum wage increase by government. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to opposing a minimum wage increase by government and values near 0 indicating strong predisposition to supporting a raise.



### i360 NATIONAL GUN CONTROL MODEL<sup>11</sup>

The Gun Model generates a score that measures the strength of an individual's relative likelihood to opposing stricter gun control laws in the United States. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to opposing stricter gun control laws and values near 0 indicating strong predisposition to supporting stricter gun control laws.

**i360 NATIONAL ENERGY MODEL<sup>12</sup>**

The Energy Model generates a score that measures the strength of an individual's relative likelihood to agreeing government's number one priority should be affordable and reliable energy as opposed to protecting the environment. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to agreeing government's number one priority is affordable energy and values near 0 indicating strong predisposition to agreeing government's number one priority is to protect the environment.

**i360 NATIONAL FOREIGN INTERVENTION MODEL<sup>13</sup>**

The Foreign Intervention Model generates a score that measures the strength of an individual's relative likelihood to support the US intervening in foreign affairs even if that means sending US troops overseas. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to support the US intervening in foreign affairs militarily and values near 0 indicating strong predisposition to opposing any military involvement by the United States.

**i360 NATIONAL IMMIGRATION MODEL<sup>14</sup>**

The Immigration Model generates a score that measures the strength of an individual's relative likelihood to support that undocumented immigrants should be required to leave the United States. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to supporting that undocumented immigrants should be required to leave the United States and values near 0 indicating strong predisposition to supporting that undocumented immigrants should be allowed to stay in the United States and eventually apply for citizenship.

**i360 NATIONAL CRIMINAL JUSTICE MODEL<sup>15</sup>**

The Criminal Justice Model generates a score that measures the strength of an individual's relative likelihood to supporting major reforms in the criminal justice system. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to supporting criminal justice reforms and values near 0 indicating strong predisposition to supporting that no reforms are needed.

**i360 NATIONAL COMMON CORE MODEL<sup>16</sup>**

The Common Core Model generates a score that measures the strength of an individual's relative likelihood to oppose Common Core which refers to the new national education standards for teaching reading, writing and math in grades K through 12. The score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to opposing Common Core and values near 0 indicating strong predisposition to supporting Common Core.



**i360 NATIONAL PRINT MODEL<sup>17</sup>**

The i360 National Print Model generates a score that measures the time an individual is likely to spend consuming traditional print media like newspapers. The score is a numerical value between 0 and 1, with values near 1 indicating a higher likelihood of spending a large amount of time consuming traditional print media and values near 0 indicating a lesser amount of time spent consuming traditional print media.

**i360 NATIONAL SOCIAL MEDIA MODEL<sup>18</sup>**

The i360 National Social Media Model generates a score that measures the time an individual is likely to spend on social media channels. The score is a numerical value between 0 and 1, with values near 1 indicating a higher likelihood of spending a large amount of time on social media channels and values near 0 indicating a lesser amount of time spent on social media channels.

**i360 NATIONAL STREAMING MODEL<sup>19</sup>**

The i360 National Streaming Model generates a score that measures the time an individual is likely to spend streaming media on popular streaming platforms like Hulu and Netflix. The score is a numerical value between 0 and 1, with values near 1 indicating a higher likelihood of spending a large amount of time streaming media on popular streaming platforms and values near 0 indicating a lesser amount of time spent streaming media on popular streaming platforms.

**i360 NATIONAL TRADITIONAL VS. STREAMING MODEL<sup>20</sup>**

The i360 National Streaming Model generates a score that measures the likelihood of an individual to spend more time watching traditional TV than streaming media on popular streaming platforms like Hulu and Netflix and vice versa. The score is a numerical value between 0 and 1, with values near 1 indicating a higher likelihood of spending more time streaming media on popular streaming platforms than watching traditional TV and values near 0 indicating a higher likelihood of spending more time watching traditional TV than streaming media on popular streaming platforms.

**i360 NATIONAL TV MODEL<sup>21</sup>**

The i360 National TV Model generates a score that measures the time an individual is likely to spend watching television. The score is a numerical value between 0 and 1, with values near 1 indicating a higher likelihood of spending a large amount of time watching television and values near 0 indicating a lesser amount of time spent watching television.