



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.

Published 9.24.18

DEMOGRAPHICS

AGE 18 TO 29 i360_AGE_18_TO_29	Individuals ages 18 and 29.
AGE 30 TO 44 i360_AGE_30_TO_44	Individuals ages 30 and 44.
AGE 45 TO 54 i360_AGE_45_TO_54	Individuals ages 45 and 54.
AGE 55 TO 64 i360_AGE_55_TO_64	Individuals ages 55 and 64.
AGE 65 AND ABOVE i360_AGE_65_PLUS	Individuals ages 65+.
CATHOLIC i360_CATHOLIC	Individuals who are likely Catholic based on self-reporting and consumer modeling.
FEMALE i360_FEMALE	Individuals who are female.
HISPANIC i360_HISPANIC	Individuals who are likely Hispanic in heritage based on self-reporting and consumer modeling.
JEWISH i360_JEWISH	Individuals who are likely Jewish based on self-reporting and consumer modeling.
MALE i360_MALE	Individuals who are male.
SPANISH SPEAKING i360_SPANISH_SPEAKING	Individuals who are likely to speak Spanish based on self-reporting and consumer modeling.
VETERAN IN HH 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.

INVESTORS i360_INVESTOR	Individuals that invest in stocks, bonds or funds.
POLITICAL DONOR i360_POLITICAL_DONOR	Individuals who have contributed to political causes or have expressed interest in contributing.
 HOME, CHILDREN & MARITAL STATUS	
HOME OWNER i360_HOME_OWNER	Individuals who own the home in which they reside.
LIKELY MARRIED i360_LIKELY_MARRIED	Individuals who are likely married.
LIKELY SINGLE i360_LIKELY_SINGLE	Individuals who are likely single.
VOTERS WITH CHILDREN i360_HAS_CHILDREN	Individuals who live in households with at least 1 child under the age of 18.
 INTERESTS	
GAMBLER i360_GAMBLER	Individuals interested in gambling.
SPORTS i360_SPORTS	Individuals interested in sports (baseball, basketball, tennis, football, hockey, etc.).

ISSUE CLUSTER MODEL

TOP ISSUE—EDUCATION 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 ⁹ .
TOP ISSUE—ENERGY 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 ⁹ .

Issue Cluster Model, cont'd.

<p>TOP ISSUE-GUNS 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 Model⁹.</p>
<p>TOP ISSUE-HEALTHCARE 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 Model⁹.</p>
<p>TOP ISSUE-IMMIGRATION 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 Model⁹.</p>
<p>TOP ISSUE-NATIONAL DEFENSE 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 Model⁹.</p>
<p>TOP ISSUE-SOCIAL 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 Model⁹.</p>
<p>TOP ISSUE-TAXES & DEBT i360_TOP_ISSUE_TAXES_&_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 Model⁹.</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.



EDUCATION

ANTI-SCHOOL CHOICE VOTERS
i360_OPPOSE_SCHOOL_CHOICE

Voters considered likely to oppose the passage of School Choice laws according to the i360 National School Choice Model⁹.

Issue Segments, cont'd.

<p>PRO SCHOOL CHOICE VOTERS i360_PRO_SCHOOL_CHOICE</p>	<p>Voters considered likely to support the passage of School Choice laws according to the i360 National School Choice Model¹⁹.</p>
<p>COMMON CORE AGAINST i360_COMMON_CORE_AGAINST</p>	<p>Individuals who have a high likelihood of opposing Common Core based on the i360 National Common Core Model¹⁵. This segment consists of individuals who score low on the i360 National Common Core Model¹⁵.</p>
<p>COMMON CORE FOR i360_COMMON_CORE_FOR</p>	<p>Individuals who have a high likelihood of supporting Common Core based on the i360 National Common Core Model¹⁵. This segment consists of individuals who score high on the i360 National Common Core Model¹⁵.</p>
<p> CRIMINAL JUSTICE</p>	
<p>CRIMINAL JUSTICE AGAINST i360_CRIMINAL_JUSTICE_AGAINST</p>	<p>Individuals who have a high likelihood of opposing major reforms to the criminal justice system based on the i360 National Criminal Justice Model¹⁴. This segment consists of individuals who score low on the i360 National Criminal Justice Model¹⁴.</p>
<p>CRIMINAL JUSTICE FOR i360_CRIMINAL_JUSTICE_FOR</p>	<p>Individuals who have a high likelihood of supporting major reforms to the criminal justice system based on the i360 Criminal Justice Model¹⁴. This segment consists of individuals who score high on the i360 National Criminal Justice Model¹⁴.</p>
<p> ECONOMIC ISSUES</p>	
<p>FISCAL CONSERVATIVE-SPENDING & DEBT i360_FISCAL_CONSERVATIVE_SPEND</p>	<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 Model⁴.</p>
<p>FISCAL LIBERAL-SPENDING & DEBT i360_FISCAL_LIBERAL_SPEND</p>	<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 Model⁴.</p>
<p>FISCAL CONSERVATIVE-TAX i360_FISCAL_CONSERVATIVE_TAX</p>	<p>Individuals who have a high likelihood of supporting the 2017 tax reform bill. This segment consists of individuals who score high on the i360 National Tax Model³.</p>
<p>FISCAL LIBERAL-TAX i360_FISCAL_LIBERAL_TAX</p>	<p>Individuals who have a high likelihood of opposing the 2017 tax reform bill. This segment consists of individuals who score low on the i360 National Tax Model³.</p>

Issue Segments, cont'd.

**ENERGY****PRO GREEN ENERGY**
i360_PRO_GREEN_ENERGY

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 Model¹². This segment consists of individuals who score low on the i360 National Energy Model¹².

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 Model¹². This segment consists of individuals who score high on the i360 National Energy Model¹².

**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 Model¹³. This segment consists of individuals who score low on the i360 National Foreign Intervention Model¹³.

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 Model¹³. This segment consists of individuals who score high on the i360 National Foreign Intervention Model¹³.

**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 Model¹¹. This segment consists of individuals who score high on the i360 National Gun Control Model¹¹.

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 Model¹¹. This segment consists of individuals who score low on the i360 National Gun Control Model¹¹.

Issue Segments, cont'd.

 IMMIGRATION	
PRO DACA VOTERS i360_PRO_DACA	Voters considered likely to support the DACA policy according to the i360 National DACA Model ²¹ .
ANTI-DACA VOTERS i360_OPPOSE_DACA	Voters considered likely to oppose the DACA policy according to the i360 National DACA Model ²¹ .
PRO BORDER WALL VOTERS i360_PRO_BORDER_WALL	Voters considered likely to support the government's prioritization of building a border wall between the United States and Mexico according to the i360 National Border Wall Model ²² .
ANTI-BORDER WALL VOTERS i360_OPPOSE_BORDER_WALL	Voters considered likely to oppose the government's prioritization of building a border wall between the United States and Mexico according to the i360 National Border Wall Model ²² .
 JOBS & COMPENSATION	
ANTI-RIGHT TO WORK VOTERS i360_OPPOSE_RIGHT_TO_WORK	Voters considered likely to oppose the passage of Right to Work laws according to the i360 National Right to Work Model ¹⁸ .
PRO RIGHT TO WORK VOTERS i360_PRO_RIGHT_TO_WORK	Voters considered likely to support the passage of Right to Work laws according to the i360 National Right to Work Model ¹⁸ .
LOWER MINIMUM WAGE i360_LOWER_MINIMUM_WAGE	Individuals who have a high likelihood of opposing a minimum wage increase by government based on the i360 National Minimum Wage Model ¹⁰ . This segment consists of individuals who score high on the i360 National Minimum Wage Model ¹⁰ .
RAISE MINIMUM WAGE i360_RAISE_MINIMUM_WAGE	Individuals who have a high likelihood of supporting a minimum wage increase by government based on the i360 National Minimum Wage Model ¹⁰ . This segment consists of individuals who score low on the i360 National Minimum Wage Model ¹⁰ .
 OBAMACARE	
OPPOSE OBAMACARE i360_OPPOSE_OBAMACARE	Individuals who likely oppose Obamacare or the Affordable Care Act based on the i360 National Healthcare Model ⁷ . This segment consists of individuals who score high on the i360 National Healthcare Model ⁷ .

Issue Segments, cont'd.

PRO OBAMACARE i360_PRO_OBAMACARE	Individuals who likely are in favor and support Obamacare or the Affordable Care Act based on the i360 National Healthcare Model ⁷ . This segment consists of individuals who score low on the i360 National Healthcare Model ⁷ .
SWING OBAMACARE i360_SWING_OBAMACARE	Individuals who are likely undecided or persuadable on issues related to Obamacare or the Affordable Care Act based on the i360 National Healthcare Model ⁷ . This segment consists of individuals who score in the mid or "swing" range on the i360 National Healthcare Model ⁷ .
 SOCIAL ISSUES	
PRO CHOICE i360_PRO_CHOICE	Individuals who have a high-likelihood of being pro-choice based on the i360 National Life Model ⁵ . This segment consists of voters and consumers who score low on the i360 National Life Model ⁵ .
PRO LIFE i360_PRO_LIFE	Individuals who have a high-likelihood of being pro-life based on the i360 National Life Model ⁵ . This segment consists of voters and consumers who score high on the i360 National Life Model ⁵ .
PRO MARRIAGE SAME-SEX i360_PRO_MARRIAGE_SAMESEX	Individuals who have a high-likelihood of supporting same sex marriage based on the i360 National Marriage Model ⁶ . This segment consists of voters and consumers who score low on the i360 National Marriage Model ⁶ .
PRO TRADITIONAL MARRIAGE i360_PRO_MARRIAGE_TRADITIONAL	Individuals who have a high-likelihood of supporting traditional marriage based on the i360 National Marriage Model ⁶ . This segment consists of voters and consumers who score high on the i360 National Marriage Model ⁶ .
 TRADE	
ANTI-FREE TRADE VOTERS i360_OPPOSE_FREE_TRADE	Voters considered likely to believe Free Trade Agreements have been bad for the United States according to the i360 National Free Trade Model ²⁰ .
PRO FREE TRADE VOTERS i360_PRO_FREE_TRADE	Voters considered likely to believe Free Trade Agreements have been good for the United States according to the i360 National Free Trade Model ²⁰ .

MEDIA USAGE AND HABITS

HEAVY SOCIAL MEDIA USERS i360_HEAVY_SOCIAL_MEDIA_USER	<p>Individuals likely to use social media daily based on the i360 National Social Media Model²⁴. This segment consists of individuals who score high on the i360 National Social Media Model²⁴.</p>
NON SOCIAL MEDIA USERS i360_NON_SOCIAL_MEDIA_USER	<p>Individuals identified as not likely to use social media based on the i360 National Social Media Model²⁴. This segment consists of individuals who score low on the i360 National Social Media Model²⁴.</p>
HEAVY TV USERS i360_HEAVY_TV_USER	<p>Individuals likely to watch television daily based on the i360 TV Model²⁷. This segment consists of individuals who score high on the i360 National TV Model²⁷.</p>
LOW TV USERS i360_LOW_TV_USER	<p>Individuals not likely to watch television according to the i360 National TV Model²⁷. This segment consists of individuals who score low on the i360 National TV Model²⁷.</p>
HIGH USAGE STREAMERS i360_HEAVY_USAGE_STREAMERS	<p>Individuals likely to choose streaming over traditional television and stream daily based on the i360 National Traditional vs. Streaming Model²⁶ and i360 National Streaming Model²⁵. This segment consists of individuals who score high on both the i360 National Traditional vs. Streaming Model²⁶ and the i360 National Streaming Model²⁵.</p>
LIKELY STREAMING USERS i360_LIKELY_STREAMERS	<p>Individuals likely to choose streaming over traditional television based on the i360 Traditional vs. Streaming Model²⁶. This segment consists of individuals who score high on the i360 National Traditional vs. Streaming Model²⁶.</p>
NON-STREAMERS i360_NON_STREAMING_USER	<p>Individuals not likely to stream video content based on the i360 National Streaming Model²⁵. This segment consists of individuals who score low on the i360 National Streaming Model²⁵.</p>
STREAM ONLY, NO TV i360_STREAMING_ONLY_NO_TV	<p>Individuals likely to stream video content daily based on the i360 National Streaming Model²⁵ and not likely watch traditional television based on the i360 Traditional vs. Streaming Model²⁶ and i360 National TV Model²⁷. This segment consists of individuals who score high on the i360 National Streaming Model²⁵, high on the i360 National Traditional vs. Streaming Model²⁶ and low on the i360 National TV Model²⁷.</p>

Media Usage and Habits, cont'd.

STREAMING USERS i360_REGULAR_STREAMING_USER	<p>Individuals identified as likely to stream video content based on the i360 Streaming Model²⁵. This segment consists of individuals who score in the mid to high range on the i360 National Streaming Model²⁵.</p>
HEAVY STREAMING USERS i360_HEAVY_STREAMING_USER	<p>Individuals identified as likely to stream media daily based on the i360 National Streaming Model²⁵. This segment consists of individuals who score high on the i360 National Streaming Model²⁵.</p>
NEWSPAPER READERS i360_NEWSPAPER_READER	<p>Individuals identified as likely to read the newspaper based on the i360 Print Model²³. This segment consists of individuals who score high on the i360 National Print Model²³.</p>
NON-NEWSPAPER READERS i360_NON_NEWSPAPER_READER	<p>Individuals identified as not likely to read the newspaper based on the i360 National Print Model²³. This segment consists of individuals who score low on the i360 National Print Model²³.</p>

PARTISANSHIP

ANTI-TRUMP VOTERS i360_LOW_TRUMP_APPROVAL	<p>Voters considered likely to disapprove of Trump's leadership of the country and execution of his role as President according to the i360 National Trump Approval Model¹⁷.</p>
PRO TRUMP VOTERS i360_HIGH_TRUMP_APPROVAL	<p>Voters considered likely to approve of Trump's leadership of the country and execution of his role as President according to the i360 National Trump Approval Model¹⁷.</p>
DEMOCRAT VOTERS i360_DEMOCRAT_VOTERS	<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 Model¹. This segment consists of individuals who score low on the i360 National Partisan Model¹.</p>
INDEPENDENT VOTERS i360_INDEPENDENT_VOTERS	<p>Individuals who are considered Independent-leaning or "Swing" voters based on state registration, historical ID work and the i360 National Partisan Model¹. This segment consists of individuals who score in the mid or "swing" range on the i360 National Partisan Model¹.</p>

Partisanship, cont'd.

REPUBLICAN VOTERS i360_REPUBLICAN_VOTERS	<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 Model¹. This segment consists of individuals who score in low on the i360 National Partisan Model¹.</p>
SWING DEM VOTERS i360_SWING_DEM_VOTERS	<p>Individuals who are likely to be Swing Democratic voters based on the i360 National Partisan Model¹. 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 Model¹.</p>
SWING GOP VOTERS i360_SWING_GOP_VOTERS	<p>Individuals who are likely to be Swing Republican voters based on the i360 National Partisan Model¹. 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 Model¹.</p>

PERSUADABILITY

NON-PERSUADABLE i360_NON_PERSUADABLE	<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 Model⁸. Segment valuable for exclusion purposes. This segment consists of individuals who score either low or high on the i360 National Undecided Model⁸.</p>
UNDECIDED DEM i360_UNDECIDED_DEM	<p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model⁸, 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 Model⁸.</p>

Persuadability, cont'd.

<p>UNDECIDED GOP i360_UNDECIDED_GOP</p>	<p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model⁹, 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 Model⁹.</p>
<p>UNDECIDED MIDDLE i360_UNDCIDED_MIDDLE</p>	<p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model⁹. 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 Model⁹.</p>

PRIMARY VOTERS

<p>DEMOCRAT PRIMARY VOTERS i360_DEMOCRAT_PRIMARY_VOTERS</p>	<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 Model¹.</p>
<p>GOP PRIMARY VOTER i360_GOP_PRIMARY_VOTERS</p>	<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 Model¹.</p>
<p>PRIMARY VOTERS i360_PRIMARY_VOTERS</p>	<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

<p>2016 FIRST TIME VOTERS i360_FIRST_TIME_VOTERS_2016</p>	<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.

2018 LIKELY GENERAL VOTERS i360_LIKELY_GENERAL_VOTERS	<p>Voters considered likely to turn out and vote in the 2018 election based on previous vote history as well as the i360 National Propensity Model².</p>
EARLY / ABSENTEE VOTERS i360_EARLY_ABSENTEE_VOTERS	<p>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.</p>
HIGH ENTHUSIASM VOTERS i360_HIGH_ENTHUSIASM	<p>Voters considered likely to express a high level of enthusiasm about voting in the 2018 election according to the i360 National Enthusiasm Model⁶.</p>
LOW ENTHUSIASM VOTERS i360_LOW_ENTHUSIASM	<p>Voters considered likely to express a low level of enthusiasm about voting in the 2018 election according to the i360 National Enthusiasm Model⁶.</p>
HIGH PROPENSITY VOTERS i360_HIGH_PROPENSITY_VOTERS	<p>Voters who have a high-likelihood of voting in 2018. This segment consists of voters who score high on the i360 National Voter Propensity Model².</p>
MID PROPENSITY VOTERS i360_MID_PROPENSITY_VOTERS	<p>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 Model².</p>
LOW PROPENSITY VOTERS i360_LOW_PROPENSITY_VOTERS	<p>Voters who have a low-likelihood of voting in 2018. This segment consists of voters who score low on the i360 National Voter Propensity Model².</p>
PRESIDENTIAL YEAR ONLY VOTERS i360_PRESIDENTIAL_YEAR_ONLY_VOTERS	<p>Voters who only turn out in Presidential Year elections based on previous vote history as well as the i360 National Propensity Model².</p>

REGISTRATION STATUS

NEWLY REGISTERED VOTERS i360_NEWLY_REGISTERED	<p>Individuals who are newly registered voters in the state in which they live (in the last 2 years).</p>
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Registration Status, cont'd.

<p>REGISTERED VOTERS i360_REGISTERED_VOTERS</p>	<p>Individuals who are registered to vote in the state in which they reside. Collected nationwide and at the state and municipal levels.</p>
<p>UNREGISTERED CONSERVATIVE PROSPECTS i360_UNREGISTERED_CONSERVATIVE</p>	<p>Individuals who are US consumers, 18 years of age or older, NOT registered to vote and are ranked high on the i360 National Partisan Model¹ and therefore are likely to vote as Conservatives if registered.</p>
<p>UNREGISTERED/VOTER PROSPECTS i360_UNREGISTERED</p>	<p>Individuals who are US consumers, 18 years of age or older and NOT registered to vote.</p>

VOTER INCOME

<p>HIGH INCOME / WEALTH 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>LOW INCOME / WEALTH 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>MID INCOME WEALTH 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

i360 NATIONAL MODELS



i360 NATIONAL PARTISAN MODEL¹

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.



i360 NATIONAL PROPENSITY MODEL²

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.



i360 NATIONAL TAX MODEL³

The Tax Model generates a score that measures an individual's relative likelihood to support or oppose the 2017 tax reform bill. This score is a numerical value between 0 and 1, with values near 1 indicating strong predisposition to support the bill and values closer to 0 indicating strong predisposition to opposing the bill. The Tax Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.



i360 NATIONAL SPENDING MODEL⁴

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.



i360 NATIONAL LIFE MODEL⁵

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 MODEL⁶**

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 MODEL⁷**

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 MODEL⁸**

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 MODEL⁹**

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 MODEL¹⁰**

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 MODEL¹¹**

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 MODEL¹²**

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 MODEL¹³**

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 CRIMINAL JUSTICE MODEL¹⁴**

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 MODEL¹⁵**

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 ENTHUSIASM MODEL¹⁶**

The Enthusiasm Model generates a score that measures the level of enthusiasm an individual is likely to express about voting in the 2018 election. This score is a numerical value between 0 and 1, with values near 1 indicating a high level of enthusiasm and values closer to 0 indicating a lower level of enthusiasm in regards to voting in the 2018 election. The Enthusiasm Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

**i360 NATIONAL TRUMP APPROVAL MODEL¹⁷**

The Trump Approval Model generates a score that measures an individual's relative likelihood to approve or disapprove of Trump's leadership of the country and execution of his role as President.

i360 National Models, cont'd.

This score is a numerical value between 0 and 1, with values near 1 indicating a high likelihood to approve of the President and values closer to 0 indicating a high likelihood to disapprove of the President. The Trump Approval Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

**i360 NATIONAL RIGHT TO WORK MODEL¹⁸**

The Right to Work Model generates a score that measures an individual's relative likelihood to support or oppose the passage of Right to Work laws. This score is a numerical value between 0 and 1, with values near 1 indicating a high likelihood to support Right to Work legislation and values closer to 0 indicating a high likelihood to oppose Right to Work legislation. The Right to Work Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

**i360 NATIONAL SCHOOL CHOICE MODEL¹⁹**

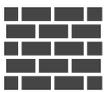
The School Choice Model generates a score that measures an individual's relative likelihood to support or oppose the passage of School Choice laws. This score is a numerical value between 0 and 1, with values near 1 indicating a high likelihood to support School Choice legislation and values closer to 0 indicating a high likelihood to oppose School Choice legislation. The School Choice Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

**i360 NATIONAL FREE TRADE MODEL²⁰**

The Free Trade Model generates a score that measures an individual's relative likelihood to believe Free Trade Agreements have been good or bad for the United States as a whole. This score is a numerical value between 0 and 1, with values near 1 indicating a high likelihood to oppose Free Trade Agreements and values closer to 0 indicating a high likelihood to support Free Trade Agreement. The Free Trade Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

**i360 NATIONAL DACA MODEL²¹**

The DACA Model generates a score that measures an individual's relative likelihood to support or oppose the DACA policy. This score is a numerical value between 0 and 1, with values near 1 indicating a high likelihood to oppose the DACA policy and values closer to 0 indicating a high likelihood to support the DACA policy. The DACA Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

**i360 NATIONAL BORDER WALL MODEL²²**

The Border Wall Model generates a score that measures an individual's relative likelihood to support or oppose the government's prioritization of building of a border wall between the United States and Mexico. This score is a numerical value between 0 and 1, with values near 1 indicating a high likelihood to support the prioritization of building of a border wall and values closer to 0 indicating a high likelihood to oppose the prioritization of building of a border wall. The Border Wall Model score ranks individuals by calculated strength

i360 National Models, cont'd.

of association; it does NOT indicate a probability.

**i360 NATIONAL PRINT MODEL²³**

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 MODEL²⁴**

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 MODEL²⁵**

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 MODEL²⁶**

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 MODEL²⁷**

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.