



Data Dictionary

D2

i360 joined forces with D2 Media Sales, a joint venture between DIRECTV and DISH, to provide voter and issue data for Republican and conservative campaigns. i360's voter data has been pre-matched to D2's advertising platform, providing addressable TV advertising to nearly 20 million DIRECTV and DISH satellite households. The arrangement enables you to target your TV ads at the household level using the following segments from the i360 database, focusing ads on the voters you need to win.

REGISTRATION & PARTISANSHIP



REGISTRATION STATUS

All Registered Voters	Individuals who are registered to vote in the state in which they reside.
------------------------------	---------------------------------------------------------------------------



PARTISANSHIP

Republican Voters	Voters who are considered Republican or Conservative based on state registration, historical ID work, primary ballot preference and the i360 National Partisan Model ¹ .
Swing Voters	Voters who are considered Independent Leaning or "Swing" based on state registration, historical ID work, primary ballot preference and i360 National Partisan Model ¹ .
Democratic Voters	Individuals who are considered Democratic or Liberal based on state registration, historical ID work, primary ballot preference and i360 National Partisan Model ¹ .



PRIMARY VOTERS

Primary Voters	Individuals who have voted in one or more recent primary election.
Republican Primary Voters	Voters who are considered Republican or Conservative and have voted in at least one or more recent primary election.
Democratic Primary Voters	Voters who are considered Democratic or Liberal and have voted in at least one or more recent primary election.



PROPENSITY TO VOTE

High Propensity Voters	Voters who have a high-likelihood of voting in 2016. This determination is made based on scoring from the i360 National Voter Propensity Model ² and includes those voters who have a score of .7 and above
Mid Propensity Voters	Voters who have a medium likelihood of voting in 2016. This determination is made based on scoring from the i360 National Voter Propensity Model ² and includes those voters who have a score of .3 to .7
Low Propensity Voters	Voters who have a low likelihood of turning out to vote in 2016. This determination is made based on scoring from the i360 National Voter Propensity Model ² and includes those voters who have a score of .3 or below
2016 Likely General Voters	Voters considered likely to turn out and vote in the 2016 election based on previous vote history as well as the i360 National Propensity Model ² .
Early / Absentee Voters	Voters who have previously cast ballots via absentee mail or early in person and therefore 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.

Presidential Year Only, General Voters	Voters who turn out in presidential year elections but are unlikely to turn out and vote in midterm elections based on previous vote history as well as the i360 National Propensity Model ² .
Likely Voting Republicans	Subset of the following two segments: 2016 Likely General Voters and Republican Voters.
Likely Voting Swing Voters	Subset of the following two segments: 2016 Likely General Voters and Swing Voters.
Likely Voting Democrats	Subset of the following two segments: 2016 Likely General Voters and Democratic Voters.

PERSUADABILITY

Likely Undecided Voters Tier 1	Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model ⁸ ; This modeled segment isolates those voters who are not likely to be committed to a specific category of candidate or issue and therefore are a key segment for persuasion.
Likely Undecided Voters Tier 2 (GOP)	Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model ⁸ , but lean more toward Republican or Conservative candidates and issues; This modeled segment isolates those voters who are not likely to be committed to a specific category of candidate or issue and are therefore a key segment for persuasion.
Likely Undecided Voters Tier 3 (Dem)	Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model ⁸ , but lean more toward Democratic candidates and issues; This modeled segment isolates those voters who are not likely to be committed to a specific category of candidate or issue and are therefore a key segment for persuasion.

ISSUE SEGMENTS

ECONOMIC ISSUES

Fiscally Conservative Voters	Voters who rank in the top tier of the i360 National Tax Model ³ and the i360 National Spending / Debt Model ⁴ and are likely to support Fiscally Conservative Policies.
Likely Voting Fiscal Conservatives	Voters who are considered Fiscally Conservative and are likely to vote in the 2016 Election.
Fiscally Liberal	Voters who rank in the bottom tier of the i360 National Tax Model ³ and the i360 National Spending / Debt Model ⁴ and are likely to support Fiscally Liberal Policies.

FOREIGN INTERVENTION

Pro Foreign Intervention	Individuals who are likely to support the US intervening in foreign affairs, even if that means sending US troops overseas based on the i360 National Foreign Intervention Model ⁹
Oppose Foreign Intervention	Individuals who are likely to oppose the US intervening in foreign affairs if that means sending US troops overseas based on the i360 National Foreign Intervention Model ⁹

SOCIAL ISSUES

Social Conservative Voters	Voters who rank in the top tier of the i360 National Life Model ⁵ and the i360 National Marriage Model ⁶ and are likely to support Socially Conservative policies.
Likely Voting Social Conservatives	Subset of the following two segments: 2016 Likely General Voters and Socially Conservative Voters.
Likely Pro-Life	Individuals who have a high-likelihood of being pro-life; This segment consists of voters and consumers who score high on the i360 National Life Model ⁵ .
Likely Pro-Choice	Individuals who have a high-likelihood of being pro-choice; This segment consists of voters and consumers who score low on the i360 National Life Model ⁵ .
Likely Supportive of Traditional Marriage	Individuals who have a high-likelihood of supporting traditional marriage; This segment consists of voters and consumers who score high on the i360 National Marriage Model ⁶ .
Likely Supportive of Same Sex Marriage	Individuals who have a high-likelihood of supporting same sex marriage; This segment consists of voters and consumers who score low on the i360 National Marriage Model ⁶ .

OBAMACARE

Oppose Obamacare Voters	Voters who score high on the i360 National Healthcare Model ⁷ and likely oppose Obamacare or the Affordable Care Act.
Undecided on Obamacare Voters	Voters who fall in the mid-range of the i360 National Healthcare Model ⁷ and are likely to be undecided or persuadable on issues related to Obamacare / ACA.
Support Obamacare	Voters who score low on the i360 National Healthcare Model ⁷ and are likely in favor and support Obamacare or the Affordable Care Act.

IMMIGRATION

Pro Immigration	Individuals who have a high likelihood of supporting a path to citizenship based on the i360 National Immigration Model ¹³
Pro Border Security	Individuals who have a high likelihood of believing that undocumented immigrants should be required to leave the United States based on the i360 National Immigration Model ¹³

MINIMUM WAGE

Against Minimum Wage Increases	Individuals who have a high likelihood of opposing a minimum wage increase by government based on the i360 National Minimum Wage Model ¹¹
---------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------

Pro Energy Voter	Individuals who have a high likelihood of agreeing government's number one priority should be affordable and reliable energy, as opposed to protecting the environment based on the i360 National Energy Model
-------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

COMMON CORE

Against Common Core	Individuals who are likely to oppose Common Core, the national education standards for teaching reading, writing, and math in grades K-12 based on the i360 National Common Core Model ¹⁰
----------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

OTHER

Pro-2nd Amendment	Individuals who support 2nd Amendment rights. Segment is based on survey response data or purchase/subscription information indicating an affinity towards firearms and 2nd Amendment rights.
Hispanic	Individuals who are Hispanic in heritage, either reported directly or based on modeled data.

i360 NATIONAL MODELS

i360 NATIONAL PARTISAN MODEL

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 MODEL

The Propensity Model generates a score that measures the strength of an individual's relative likelihood to turn out and vote in the 2016 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 MODEL

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 association; it does NOT indicate a probability.

i360 NATIONAL SPENDING MODEL

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 association; it does NOT indicate a probability.

i360 NATIONAL LIFE MODEL

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 association; it does NOT indicate a probability.

i360 NATIONAL MARRIAGE MODEL

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 association; it does NOT indicate a probability.

i360 NATIONAL HEALTHCARE MODEL

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

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 2016 general elections. Based on this classification, the model attempts to identify others with similar characteristics and those voters which are most similar are included in the undecided segment. The Undecided Model score ranks individuals by calculated strength in association; it does NOT indicate a probability.

i360 FOREIGN INTERVENTION MODEL

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. The Intervention Model score ranks individuals by calculated strength in association; it does NOT indicate a probability.

i360 COMMON CORE MODEL

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. The Common Core Model score ranks individuals by calculated strength in association; it does NOT indicate a probability.

i360 MINIMUM WAGE MODEL

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. The Minimum Wage Model score ranks individuals by calculated strength in association; it does NOT indicate a probability.

i360 ENERGY MODEL

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. The Energy Model score ranks individuals by calculated strength in association; it does NOT indicate a probability.

i360 IMMIGRATION MODEL

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. The Immigration Model score ranks individuals by calculated strength in association; it does NOT indicate a probability.