i360°

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DATA DICTIONARY

D2

i360 joined forces with D2 Media Sales, a joint venture between DIRECTV and DISH, to provide voter behavior data to aligned campaigns and organizations. i360's voter data has been pre-matched to D2's advertising platform, bringing 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.

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[7].
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[7].
DEMOCRATIC VOTERS	Voters who are considered Democratic or Liberal based on state registration, historical ID work, primary ballot preference and i360 National Partisan Model[7].

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 2018. This determination is made based on scoring from the i360 National Voter Propensity Model[8] and includes those voters who have a score of .7 and above.
MID PROPENSITY VOTERS	Voters who have a medium likelihood of voting in 2018. This determination is made based on scoring from the i360 National Voter Propensity Model[8] and includes those voters who have a score of .3 to .7

Registration & Partisanship, cont'd.

LOW PROPENSITY VOTERS	Voters who have a low likelihood of turning out to vote in 2018. This determination is made based on scoring from the i360 National Voter Propensity Model[8] and includes those voters who have a score of .3 or below.
2018 LIKELY 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[8].
ABSENTEE & EARLY 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[8].
LIKELY VOTING REPUBLICANS (2018 SCREEN)	Subset of the following two segments: 2018 Likely General Voters and Republican Voters.
LIKELY VOTING SWING VOTERS (2018 SCREEN)	Subset of the following two segments: 2018 Likely General Voters and Swing Voters.
LIKELY VOTING DEMOCRATS (2018 SCREEN)	Subset of the following two segments: 2018 Likely General Voters and Democratic Voters.

MEDIA USAGE

TV CONSUMPTION

HEAVY TV USER	Individuals who rank in the top tier for TV Usage based on i360's National TV Model[11].
HEAVY TV—GOP	Subset of the following two segments: Republican Voters and Heavy TV Users.

Media Usage, cont'd.

HEAVY TV–SWING	Subset of the following two segments: Swing Voters and Heavy TV Users.
HEAVY TV–DEM	Subset of the following two segments: Democratic Voters and Heavy TV Users.
HEAVY TV–GOP–LIKELY (2018 SCREEN)	Subset of the following two segments: Likely Voting Republicans and Heavy TV Users.
HEAVY TV–SWING–LIKELY (2018 SCREEN)	Subset of the following two segments: Likely Voting Swing Voters and Heavy TV Users.
HEAVY TV–DEM–LIKELY (2018 SCREEN)	Subset of the following two segments: Likely Voting Democratic Voters and Heavy TV Users.

ISSUE SEGMENTS

$ ECONOMIC ISSUES

FISCALLY CONSERVATIVE VOTERS	Voters who rank in the top tier of the i360 National Tax Model[10] and the i360 National Spending Model[8] and are likely to support Fiscally Conservative Policies.
LIKELY VOTING FISCAL CONSERVATIVES (2018 SCREEN)	Voters who are considered Fiscally Conservative and are likely to vote in the 2018 Election.

ENERGY & ENVIRONMENT

PRO ENERGY VOTERS	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[1].
PRO ENVIRONMENT VOTERS	Individuals who have a high likelihood of agreeing government's number one priority should be protecting the environment as opposed to affordable and reliable energy based on the i360 National Energy Model[1].

HEALTHCARE

PERSUADABLE HEALTHCARE	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.

IMMIGRATION

PRO BORDER SECURITY VOTERS	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[4].
PRO IMMIGRATION VOTERS	Individuals who have a high likelihood of supporting a path to citizenship based on the i360 National Immigration Model[4].

OTHER

HISPANIC VOTERS	Individuals who are Hispanic in heritage, either reported directly or based on modeled data.
PRO 2ND AMENDMENT VOTERS	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.
PRO GUN CONTROL VOTERS	Voters who have a high-likelihood of being pro-gun control; This segment consists of voters and consumers who score low on the i360 National Gun Control Model[2].

SOCIAL ISSUES

LIKELY VOTING SOCIAL CONSERVATIVES (2018 SCREEN)	Subset of the following two segments: 2018 Likely General Voters and Socially Conservative Voters.
PROCHOICE VOTERS	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].
PROLIFE VOTERS	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].

Issue Segments, cont'd.

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.

TAXES

PRO TAX REFORM VOTERS	Voters who have a high-likelihood of being pro-tax reform; This segment consists of voters and consumers who score high on the i360 National Tax Model[10].
UNDECIDED TAX REFORM VOTERS	Voters who have a high-likelihood of being pro-tax reform; This segment consists of voters and consumers who score high on the i360 National Tax Model[10].
AGAINST TAX REFORM VOTERS	Voters who fall in the midrange of the i360 National Tax Model[10] and are likely to be undecided or persuadable on issues related to tax reform.

To learn more about data and partnerships, contact us at

www.i-360.com/ contact-us.

i360 NATIONAL MODELS

i360 NATIONAL ENERGY MODEL[1]

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 NATIONAL GUN CONTROL MODEL[2]

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 HEALTHCARE MODEL[3]

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 IMMIGRATION MODEL[4]

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 LIFE MODEL[5]

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[6]

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 PARTISAN MODEL[7]

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[8]

The Propensity Model generates a score that measures the strength of an individual's relative likelihood to turn out and vote in the 201 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 SPENDING MODEL[9]

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 TAX MODEL[10]

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.

i360 NATIONAL TV MODEL[11]

The TV Usage 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.