i360°

DATA DICTIONARY

COMCAST

Comcast Spotlight and i360 apply their extensive data to predictive modeling and big data analytics to enable their customers to target even more specific audiences with confidence. Equipped with this insight, they can help clients make informed, data-based decisions and bring precision to their online and TV targeting strategies.

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].
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.

To learn more about data and partnerships, contact us at

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

i360 NATIONAL MODELS

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.