



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 Model⁷.

SWING VOTERS

Voters who are considered Independent Leaning or “Swing” based on state registration, historical ID work, primary ballot preference and i360 National Partisan Model⁷.

DEMOCRATIC VOTERS

Voters who are considered Democratic or Liberal based on state registration, historical ID work, primary ballot preference and i360 National Partisan Model⁷.



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 2020. This determination is made based on scoring from the i360 National Voter Propensity Model⁸ and includes those voters who have a score of .7 and above.

MID PROPENSITY VOTERS

Voters who have a medium likelihood of voting in 2020. This determination is made based on scoring from the i360 National Voter Propensity Model⁸ 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 2020. This determination is made based on scoring from the i360 National Voter Propensity Model [®] and includes those voters who have a score of .3 or below.
2020 LIKELY VOTERS	Voters considered likely to turn out and vote in the 2020 election based on previous vote history as well as the i360 National Propensity Model [®] .
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 [®] .
LIKELY VOTING REPUBLICANS (2020 SCREEN)	Subset of the following two segments: 2020 Likely General Voters and Republican Voters.
LIKELY VOTING SWING VOTERS (2020 SCREEN)	Subset of the following two segments: 2020 Likely General Voters and Swing Voters.
LIKELY VOTING DEMOCRATS (2020 SCREEN)	Subset of the following two segments: 2020 Likely General Voters and Democratic Voters.

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**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 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 2020 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.