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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.

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# DEMOGRAPHICS

|  |   |
|--|---|
| <b>AGE 18 TO 29</b><br>i360_AGE_18_TO_29   | Individuals ages 18 and 29.   |
| <b>AGE 30 TO 44</b><br>i360_AGE_30_TO_44   | Individuals ages 30 and 44.   |
| <b>AGE 45 TO 54</b><br>i360_AGE_45_TO_54   | Individuals ages 45 and 54.   |
| <b>AGE 55 TO 64</b><br>i360_AGE_55_TO_64   | Individuals ages 55 and 64.   |
| <b>AGE 65 AND ABOVE</b><br>i360_AGE_65_PLUS  | Individuals ages 65+.   |
| <b>CATHOLIC</b><br>i360_CATHOLIC   | Individuals who are likely Catholic based on self-reporting and consumer modeling.  |
| <b>FEMALE</b><br>i360_FEMALE   | Individuals who are female.   |
| <b>HISPANIC</b><br>i360_HISPANIC   | Individuals who are likely Hispanic in heritage based on self-reporting and consumer modeling.  |
| <b>JEWISH</b><br>i360_JEWISH   | Individuals who are likely Jewish based on self-reporting and consumer modeling.  |
| <b>MALE</b><br>i360_MALE   | Individuals who are male.   |
| <b>SPANISH SPEAKING</b><br>i360_SPANISH_SPEAKING   | Individuals who are likely to speak Spanish based on self-reporting and consumer modeling.  |
| <b>VETERAN IN HH</b><br>i360_VETERAN_IN_HH   | Individuals who live in households with a military veteran.<br>Information is gathered based on survey response data, purchase information and publicly available tax exemption data. |
|  <b>GIVING AND INVESTMENT</b> |   |
| <b>CHARITY DONOR</b><br>i360_CHARITY_DONOR   | Individuals that have donated to charitable causes.   |

## Demographics, cont'd.

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

## ISSUE CLUSTER MODEL

|  |   |
|--|---|
| <b>TOP ISSUE—EDUCATION</b><br>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 <sup>9</sup> .                   |
| <b>TOP ISSUE—ENERGY</b><br>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 <sup>9</sup> . |

## Issue Cluster Model, cont'd.

|  |  |
|--|--|
| <b>TOP ISSUE—GUNS</b><br>i360_TOP_ISSUE_GUNS                         | 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 Model <sup>9</sup> .      |
| <b>TOP ISSUE—HEALTHCARE</b><br>i360_TOP_ISSUE_HEALTHCARE             | 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 Model <sup>9</sup> .       |
| <b>TOP ISSUE—IMMIGRATION</b><br>i360_TOP_ISSUE_IMMIGRATION           | 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 Model <sup>9</sup> .      |
| <b>TOP ISSUE—NATIONAL DEFENSE</b><br>i360_TOP_ISSUE_NATIONAL_DEFENSE | 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 Model <sup>9</sup> . |
| <b>TOP ISSUE—SOCIAL</b><br>i360_TOP_ISSUE_SOCIAL                     | 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 Model <sup>9</sup> .   |
| <b>TOP ISSUE—TAXES &amp; DEBT</b><br>i360_TOP_ISSUE_TAXES_&_DEBT     | 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 Model <sup>9</sup> .  |

## 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 Model<sup>19</sup>.




## Issue Segments, cont'd.

|   |  |
|---|--|
| <b>PRO SCHOOL CHOICE VOTERS</b><br>i360_PRO_SCHOOL_CHOICE   | Voters considered likely to support the passage of School Choice laws according to the i360 National School Choice Model <sup>19</sup> .   |
| <div style="display: flex; align-items: center;"> <span style="font-weight: bold; color: #0070C0;">CRIMINAL JUSTICE</span> </div> |  |
| <b>CRIMINAL JUSTICE AGAINST</b><br>i360_CRIMINAL_JUSTICE_AGAINST  | Individuals who have a high likelihood of opposing major reforms to the criminal justice system based on the i360 National Criminal Justice Model <sup>14</sup> . This segment consists of individuals who score low on the i360 National Criminal Justice Model <sup>14</sup> . |
| <b>CRIMINAL JUSTICE FOR</b><br>i360_CRIMINAL_JUSTICE_FOR  | Individuals who have a high likelihood of supporting major reforms to the criminal justice system based on the i360 Criminal Justice Model <sup>14</sup> . This segment consists of individuals who score high on the i360 National Criminal Justice Model <sup>14</sup> .       |
| <div style="display: flex; align-items: center;"> <span style="font-weight: bold; color: #0070C0;">ECONOMIC ISSUES</span> </div>  |  |
| <b>FISCAL CONSERVATIVE—<br/>SPENDING &amp; DEBT</b><br>i360_FISCAL_CONSERVATIVE_SPEND   | 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 Model <sup>4</sup> .   |
| <b>FISCAL LIBERAL—<br/>SPENDING &amp; DEBT</b><br>i360_FISCAL_LIBERAL_SPEND   | 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 Model <sup>4</sup> .   |
| <b>FISCAL CONSERVATIVE—TAX</b><br>i360_FISCAL_CONSERVATIVE_TAX  | 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 Model <sup>3</sup> .   |
| <b>FISCAL LIBERAL—TAX</b><br>i360_FISCAL_LIBERAL_TAX  | 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 Model <sup>3</sup> .  |



## Issue Segments, cont'd.

|  <b>ENERGY</b>               |  |
|---|--|
| <b>PRO GREEN ENERGY</b><br>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 Model <sup>12</sup> . This segment consists of individuals who score low on the i360 National Energy Model <sup>12</sup> .  |
| <b>PRO TRADITIONAL ENERGY</b><br>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 Model <sup>12</sup> . This segment consists of individuals who score high on the i360 National Energy Model <sup>12</sup> . |
|  <b>FOREIGN INTERVENTION</b> |  |
| <b>AGAINST FOREIGN INTERVENTION</b><br>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 Model <sup>13</sup> . This segment consists of individuals who score low on the i360 National Foreign Intervention Model <sup>13</sup> .          |
| <b>PRO FOREIGN INTERVENTION</b><br>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 Model <sup>13</sup> . This segment consists of individuals who score high on the i360 National Foreign Intervention Model <sup>13</sup> .       |
|  <b>GUN CONTROL</b>        |  |
| <b>GUN CONTROL AGAINST</b><br>i360_GUN_CONTROL_AGAINST  | Individuals who have a high likelihood of opposing stricter gun control laws based on the i360 National Gun Control Model <sup>11</sup> . This segment consists of individuals who score high on the i360 National Gun Control Model <sup>11</sup> .   |
| <b>GUN CONTROL FOR</b><br>i360_GUN_CONTROL_FOR  | Individuals who have a high likelihood of supporting stricter gun control laws based on the i360 National Gun Control Model <sup>11</sup> . This segment consists of individuals who score low on the i360 National Gun Control Model <sup>11</sup> .  |

Issue Segments, cont'd.

|  <b>IMMIGRATION</b>              |   |
|---|---|
| <b>PRO DACA VOTERS</b><br>i360_PRO_DACA   | Voters considered likely to support the DACA policy according to the i360 National DACA Model <sup>21</sup> .   |
| <b>ANTI-DACA VOTERS</b><br>i360_OPPOSE_DACA   | Voters considered likely to oppose the DACA policy according to the i360 National DACA Model <sup>21</sup> .  |
| <b>PRO BORDER WALL VOTERS</b><br>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 <sup>22</sup> .   |
| <b>ANTI-BORDER WALL VOTERS</b><br>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 <sup>22</sup> .  |
|  <b>JOBS &amp; COMPENSATION</b> |   |
| <b>ANTI-RIGHT TO WORK VOTERS</b><br>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 <sup>18</sup> .   |
| <b>PRO RIGHT TO WORK VOTERS</b><br>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 <sup>18</sup> .  |
| <b>LOWER MINIMUM WAGE</b><br>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 <sup>10</sup> . This segment consists of individuals who score high on the i360 National Minimum Wage Model <sup>10</sup> .  |
| <b>RAISE MINIMUM WAGE</b><br>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 <sup>10</sup> . This segment consists of individuals who score low on the i360 National Minimum Wage Model <sup>10</sup> . |
|  <b>OBAMACARE</b>              |   |
| <b>OPPOSE OBAMACARE</b><br>i360_OPPOSE_OBAMACARE  | Individuals who likely oppose Obamacare or the Affordable Care Act based on the i360 National Healthcare Model <sup>7</sup> . This segment consists of individuals who score high on the i360 National Healthcare Model <sup>7</sup> .                              |

Issue Segments, cont'd.

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



## MEDIA USAGE AND HABITS

**HEAVY SOCIAL MEDIA USERS**  
i360\_HEAVY\_SOCIAL\_MEDIA\_USER

Individuals likely to use social media daily based on the i360 National Social Media Model<sup>24</sup>. This segment consists of individuals who score high on the i360 National Social Media Model<sup>24</sup>.

**NON SOCIAL MEDIA USERS**  
i360\_NON\_SOCIAL\_MEDIA\_USER

Individuals identified as not likely to use social media based on the i360 National Social Media Model<sup>24</sup>. This segment consists of individuals who score low on the i360 National Social Media Model<sup>24</sup>.

**HEAVY TV USERS**  
i360\_HEAVY\_TV\_USER

Individuals likely to watch television daily based on the i360 TV Model<sup>27</sup>. This segment consists of individuals who score high on the i360 National TV Model<sup>27</sup>.

**LOW TV USERS**  
i360\_LOW\_TV\_USER

Individuals not likely to watch television according to the i360 National TV Model<sup>27</sup>. This segment consists of individuals who score low on the i360 National TV Model<sup>27</sup>.

**HIGH USAGE STREAMERS**  
i360\_HEAVY\_USAGE\_STREAMERS

Individuals likely to choose streaming over traditional television and stream daily based on the i360 National Traditional vs. Streaming Model<sup>26</sup> and i360 National Streaming Model<sup>25</sup>. This segment consists of individuals who score high on both the i360 National Traditional vs. Streaming Model<sup>26</sup> and the i360 National Streaming Model<sup>25</sup>.

**LIKELY STREAMING USERS**  
i360\_LIKELY\_STREAMERS

Individuals likely to choose streaming over traditional television based on the i360 Traditional vs. Streaming Model<sup>26</sup>. This segment consists of individuals who score high on the i360 National Traditional vs. Streaming Model<sup>26</sup>.

**NON-STREAMERS**  
i360\_NON\_STREAMING\_USER

Individuals not likely to stream video content based on the i360 National Streaming Model<sup>25</sup>. This segment consists of individuals who score low on the i360 National Streaming Model<sup>25</sup>.

**STREAM ONLY, NO TV**  
i360\_STREAMING\_ONLY\_NO\_TV

Individuals likely to stream video content daily based on the i360 National Streaming Model<sup>25</sup> and not likely watch traditional television based on the i360 Traditional vs. Streaming Model<sup>26</sup> and i360 National TV Model<sup>27</sup>. This segment consists of individuals who score high on the i360 National Streaming Model<sup>25</sup>, high on the i360 National Traditional vs. Streaming Model<sup>26</sup> and low on the i360 National TV Model<sup>27</sup>.

Media Usage and Habits, cont'd.

|   |  |
|---|--|
| <p><b>STREAMING USERS</b><br/>i360_REGULAR_STREAMING_USER</p>     | <p>Individuals identified as likely to stream video content based on the i360 Streaming Model <sup>25</sup>. This segment consists of individuals who score in the mid to high range on the i360 National Streaming Model <sup>25</sup>.</p> |
| <p><b>HEAVY STREAMING USERS</b><br/>i360_HEAVY_STREAMING_USER</p> | <p>Individuals identified as likely to stream media daily based on the i360 National Streaming Model <sup>25</sup>. This segment consists of individuals who score high on the i360 National Streaming Model <sup>25</sup>.</p>              |
| <p><b>NEWSPAPER READERS</b><br/>i360_NEWSPAPER_READER</p>         | <p>Individuals identified as likely to read the newspaper based on the i360 Print Model <sup>23</sup>. This segment consists of individuals who score high on the i360 National Print Model <sup>23</sup>.</p>                               |
| <p><b>NON-NEWSPAPER READERS</b><br/>i360_NON_NEWSPAPER_READER</p> | <p>Individuals identified as not likely to read the newspaper based on the i360 National Print Model <sup>23</sup>. This segment consists of individuals who score low on the i360 National Print Model <sup>23</sup>.</p>                   |

## PARTISANSHIP

|  |   |
|--|---|
| <p><b>ANTI-TRUMP VOTERS</b><br/>i360_LOW_TRUMP_APPROVAL</p>  | <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 Model<sup>17</sup>.</p>   |
| <p><b>PRO TRUMP VOTERS</b><br/>i360_HIGH_TRUMP_APPROVAL</p>  | <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 Model<sup>17</sup>.</p>  |
| <p><b>DEMOCRAT VOTERS</b><br/>i360_DEMOCRAT_VOTERS</p>       | <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 Model<sup>1</sup>. This segment consists of individuals who score low on the i360 National Partisan Model<sup>1</sup>.</p>     |
| <p><b>INDEPENDENT VOTERS</b><br/>i360_INDEPENDENT_VOTERS</p> | <p>Individuals who are considered Independent-leaning or “Swing” voters based on state registration, historical ID work and the i360 National Partisan Model <sup>1</sup>. This segment consists of individuals who score in the mid or “swing” range on the i360 National Partisan Model <sup>1</sup>.</p> |

## Partisanship, cont'd.

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|--|--|
| <b>REPUBLICAN VOTERS</b><br>i360_REPUBLICAN_VOTERS | Individuals who are considered Republican or Conservative based on state party registration, partisan primary ballot voting, historical ID work and the i360 National Partisan Model <sup>1</sup> . This segment consists of individuals who score in low on the i360 National Partisan Model <sup>1</sup> .   |
| <b>SWING DEM VOTERS</b><br>i360_SWING_DEM_VOTERS   | Individuals who are likely to be Swing Democratic voters based on the i360 National Partisan Model <sup>1</sup> . 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 Model <sup>1</sup> .       |
| <b>SWING GOP VOTERS</b><br>i360_SWING_GOP_VOTERS   | Individuals who are likely to be Swing Republican voters based on the i360 National Partisan Model <sup>1</sup> . 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 Model <sup>1</sup> . |

## PERSUADABILITY

|  |   |
|--|---|
| <b>NON-PERSUADABLE</b><br>i360_NON_PERSUADABLE | Individuals who are likely to be decided or committed voters to either Republican or Democratic candidates and issues based on the i360 National Undecided Model <sup>8</sup> . Segment valuable for exclusion purposes. This segment consists of individuals who score either low or high on the i360 National Undecided Model <sup>8</sup> .  |
| <b>UNDECIDED DEM</b><br>i360_UNDECIDED_DEM     | Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model <sup>8</sup> , 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 Model <sup>8</sup> . |

## Persuadability, cont'd.

|  |   |
|--|---|
| <b>UNDECIDED GOP</b><br><b>i360_UNDECIDED_GOP</b>      | <p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model<sup>8</sup>, 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 Model<sup>8</sup>.</p> |
| <b>UNDECIDED MIDDLE</b><br><b>i360_UNDCIDED_MIDDLE</b> | <p>Individuals who are likely to be Undecided voters, based on the i360 National Undecided Model<sup>8</sup>. 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 Model<sup>8</sup>.</p>  |

## PRIMARY VOTERS

|   |  |
|---|--|
| <b>DEMOCRAT PRIMARY VOTERS</b><br><b>i360_DEMOCRAT_PRIMARY_VOTERS</b> | <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 Model<sup>1</sup>.</p>      |
| <b>GOP PRIMARY VOTER</b><br><b>i360_GOP_PRIMARY_VOTERS</b>            | <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 Model<sup>1</sup>.</p> |
| <b>PRIMARY VOTERS</b><br><b>i360_PRIMARY_VOTERS</b>                   | <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

|   |   |
|---|---|
| <b>2018 FIRST TIME VOTERS</b><br><b>i360_FIRST_TIME_VOTERS_2018</b> | <p>Voters who voted for the first time in the 2018 Election, with no prior vote history available. Voters are likely to have been newly registered.</p> |
|---|---|

## Propensity to Vote, cont'd.

|  |  |
|--|--|
| <b>2020 LIKELY GENERAL VOTERS</b><br>i360_LIKELY_GENERAL_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 <sup>2</sup> .   |
| <b>EARLY / ABSENTEE VOTERS</b><br>i360_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. |
| <b>HIGH ENTHUSIASM VOTERS</b><br>i360_HIGH_ENTHUSIASM                      | Voters considered likely to express a high level of enthusiasm about voting in the 2020 election according to the i360 National Enthusiasm Model <sup>16</sup> .   |
| <b>LOW ENTHUSIASM VOTERS</b><br>i360_LOW_ENTHUSIASM                        | Voters considered likely to express a low level of enthusiasm about voting in the 2020 election according to the i360 National Enthusiasm Model <sup>16</sup> .  |
| <b>HIGH PROPENSITY VOTERS</b><br>i360_HIGH_PROPENSITY_VOTERS               | Voters who have a high-likelihood of voting in 2020. This segment consists of voters who score high on the i360 National Voter Propensity Model <sup>2</sup> .   |
| <b>MID PROPENSITY VOTERS</b><br>i360_MID_PROPENSITY_VOTERS                 | Voters who have a medium-likelihood of voting in 2020. This segment consists of voters who fall in the middle ranges of the i360 National Voter Propensity Model <sup>2</sup> .  |
| <b>LOW PROPENSITY VOTERS</b><br>i360_LOW_PROPENSITY_VOTERS                 | Voters who have a low-likelihood of voting in 2020. This segment consists of voters who score low on the i360 National Voter Propensity Model <sup>2</sup> .   |
| <b>PRESIDENTIAL YEAR ONLY VOTERS</b><br>i360_PRESIDENTIAL_YEAR_ONLY_VOTERS | Voters who only turn out in Presidential Year elections based on previous vote history as well as the i360 National Propensity Model <sup>2</sup> .  |

## REGISTRATION STATUS

**NEWLY REGISTERED VOTERS**  
i360\_NEWLY\_REGISTERED

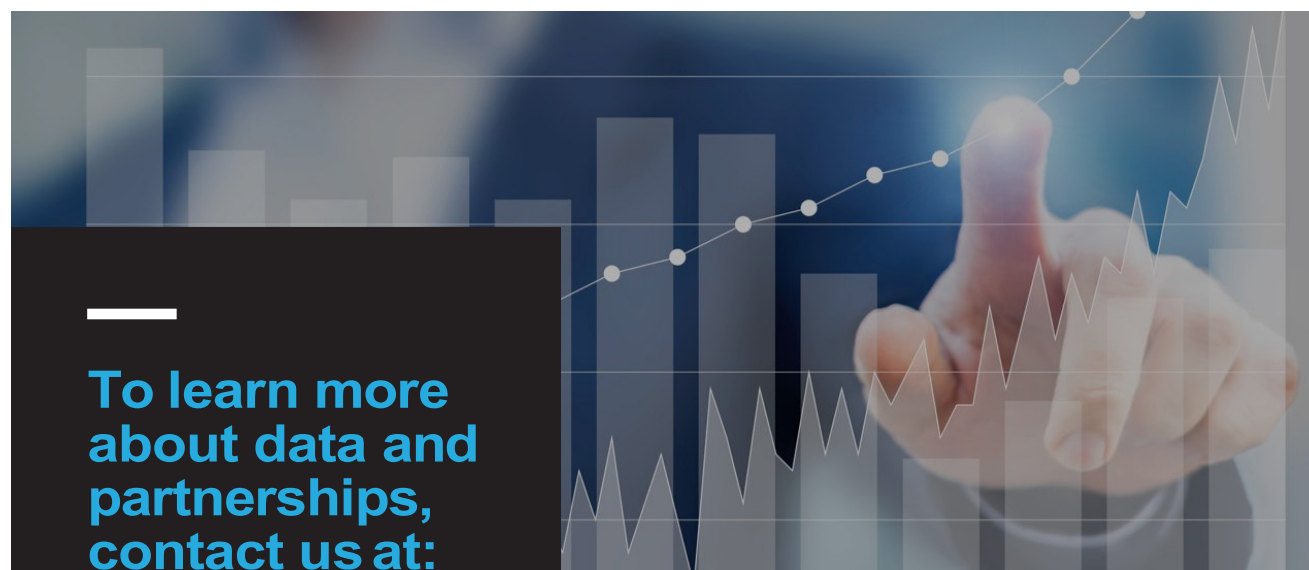
Individuals who are newly registered voters in the state in which they live (in the last 2 years).

Registration Status, cont'd.

|  |  |
|--|--|
| <p><b>REGISTERED VOTERS</b><br/>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><b>UNREGISTERED CONSERVATIVE PROSPECTS</b><br/>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 Model<sup>1</sup> and therefore are likely to vote as Conservatives if registered.</p> |
| <p><b>UNREGISTERED/VOTER PROSPECTS</b><br/>i360_UNREGISTERED</p>                     | <p>Individuals who are US consumers, 18 years of age or older and NOT registered to vote.</p>  |

## VOTER INCOME

|   |  |
|---|--|
| <p><b>HIGH INCOME / WEALTH</b><br/>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><b>LOW INCOME / WEALTH</b><br/>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><b>MID INCOME WEALTH</b><br/>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> |



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## i360 NATIONAL MODELS



### i360 NATIONAL PARTISAN MODEL <sup>1</sup>

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.

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### i360 NATIONAL PROPENSITY MODEL <sup>2</sup>

The Propensity Model generates a score that measures the strength of an individual's relative likelihood to turn out and vote in the 2020 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.

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### i360 NATIONAL TAX MODEL <sup>3</sup>

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.

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### i360 NATIONAL SPENDING MODEL <sup>4</sup>

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.

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### i360 NATIONAL LIFE MODEL <sup>5</sup>

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 <sup>6</sup>**

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 MODEL <sup>7</sup>**

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 <sup>8</sup>**

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 2020 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 MODEL <sup>9</sup>**

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 MODEL <sup>10</sup>**

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 MODEL <sup>11</sup>**

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 MODEL <sup>12</sup>**

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 MODEL <sup>13</sup>**

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 MODEL <sup>14</sup>**

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 ENTHUSIASM MODEL <sup>16</sup>**

The Enthusiasm Model generates a score that measures the level of enthusiasm an individual is likely to express about voting in the 2020 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 2020 election. The Enthusiasm Model score ranks individuals by calculated strength of association; it does NOT indicate a probability.

**i360 NATIONAL TRUMP APPROVAL MODEL <sup>17</sup>**

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.

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 MODEL <sup>18</sup>**

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 MODEL <sup>19</sup>**

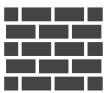
The School Choice Model generates a score that measures an individual's relative likelihood to support or oppose the passage of School Choice laws. This score is a numerical value between 0 and 1, with values near 1 indicating a high likelihood to support School Choice legislation and values closer to 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 MODEL <sup>20</sup>**

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 MODEL <sup>21</sup>**

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 MODEL <sup>22</sup>**

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 of association; it does NOT indicate a probability.

**i360 NATIONAL PRINT MODEL** <sup>23</sup>

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 MODEL** <sup>24</sup>

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 MODEL** <sup>25</sup>

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 MODEL** <sup>26</sup>

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 MODEL** <sup>27</sup>

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.