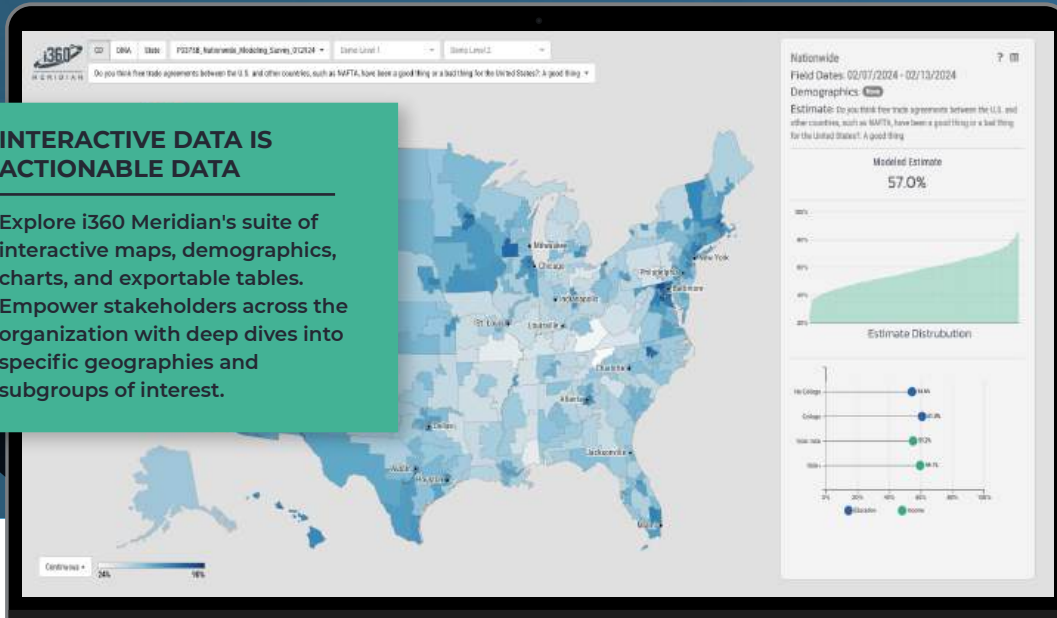




i360 MERIDIAN

INTERACTIVE DATA IS ACTIONABLE DATA

Explore i360 Meridian's suite of interactive maps, demographics, charts, and exportable tables. Empower stakeholders across the organization with deep dives into specific geographies and subgroups of interest.



DERIVE BIG INSIGHTS FROM SMALL GEOGRAPHIES

**Accurate survey data
for anyone, anywhere**

i360 Meridian combines large sample survey collection, cutting-edge data science, and our industry-leading database of over 270 million American adults to estimate public opinion and consumer trends at small geographic levels, across any demographic group of interest.

**Cost-effective and
timely insights**

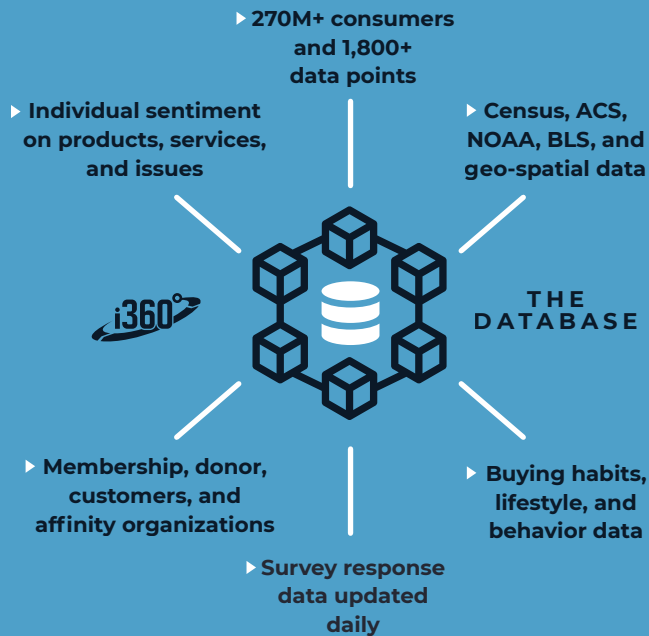
Conducting accurate survey research across hundreds of geographic areas is either methodologically impossible, prohibitively expensive, or exceedingly slow (or all three!). i360 Meridian combines a large sample survey of the full population of interest (i.e., US adults, registered voters in a particular state) with database-backed ensemble modeling to generate highly accurate survey estimates that are budget-friendly and timeline-feasible.

**Actionable
demographic analysis**

i360 Meridian not only empowers insights across media markets, counties, congressional districts, and other small geographies, but allows clients to also filter survey estimates across a wide range of demographic variables. Results can be sliced and diced by basic demographics (age, gender, household income, etc.), vote behaviors (political partisanship, election turnout), or client-specific custom segments and universes.

THE i360 DIFFERENCE

i360 Meridian is directly tied to our industry-leading database of all 270+ million adults – allowing for advanced analysis that matches and combines responses with i360's data.



Field Dates: 02/07/2024 - 02/13/2024 Demographics: Education: College degree or higher

Free Trade

Do you think free trade agreements between the U.S. and other countries, such as NAFTA, have been a good thing or a bad thing for the United States?: A good thing

Support: 62.6%

School Choice

Generally speaking, do you support or oppose school choice in your state?: Support

Support: 64.9%

Close



CLIENT USE CASES



Survey multiple caucus member districts on overlapping issues in a cost-effective way. Expand targeting with modeled audiences.



Measure issue alignment across all congressional or state legislative districts to empower public and government affairs.



Estimate brand health and penetration in media markets to guide linear ad buys and measure the impact of OOH advertising.

About i360

i360 is the leading provider of data and technology for organizations that promote free enterprise and individual liberty. For more than 15 years, we've helped customers activate deep insights into nearly every American consumer, including the voters who matter most to your cause. From polling and targeting services to analytics platforms and field apps, our suite of tools delivers smarter, more effective campaigns.



Discover more and schedule a consultation.

Visit: i-360.com/survey-research
Email: surveys@i-360.com

