

The logo features a large, light blue sphere with a white outline and a subtle gradient. The word "Catalist" is written in a bold, italicized, white sans-serif font, with the letter 'C' partially overlapping the sphere.

Catalist



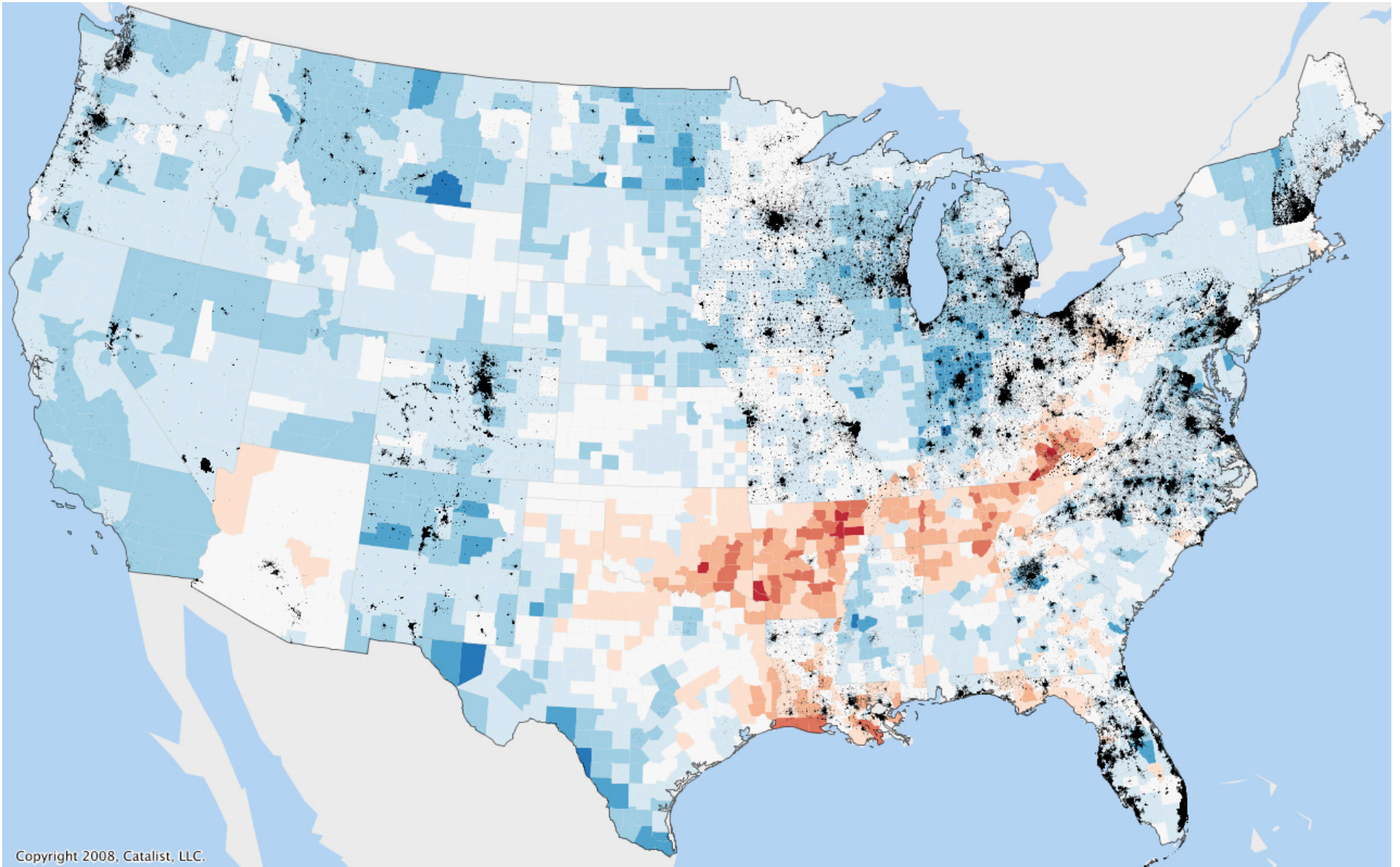
Media Consortium

February 2009

Our mission statement

Build, operate and expand a robust, enhanced national voting-age person database that progressive organizations can use to improve communications, organizing, and fundraising to produce measurable increases in participation and electoral success

The 2008 Progressive Footprint



1,191,709,684 Ballots Cast

264 Models scoring **2,504,013,279** Records

266,417,061 Contacts of **125,980,245** Unique People

54,675,543 Membership Records

3,608,075 ACT IDs; **5,715,553** Kerry IDs

5,155,364 Hunters and Fishers

783,518 Teachers

1,571,132 Farmers

786,242 Doctors and Nurses

675,123 Aviation Employees

80,898,304 Unregistered People in
50 States and the District of Columbia

184,020,761 Voter File Records in
50 States, DC and Guam

Data Acquisition and Enhancement

- Data is acquired at state and when necessary the local level to ensure the best file possible
- All addresses (registration and mailing) are CASS corrected, enhanced (DPV, LACS link, elot, etc.) and NCOA'd
- Each address geo-coded, appended with census information
- Over 400 fields of consumer data
- Additional phone match enhancements
- Ethnic Coding
- Out-of-state movers tracked (Vote history moves with voters)
- Other specialty data appended
- Catalist records refreshed at least 2x year

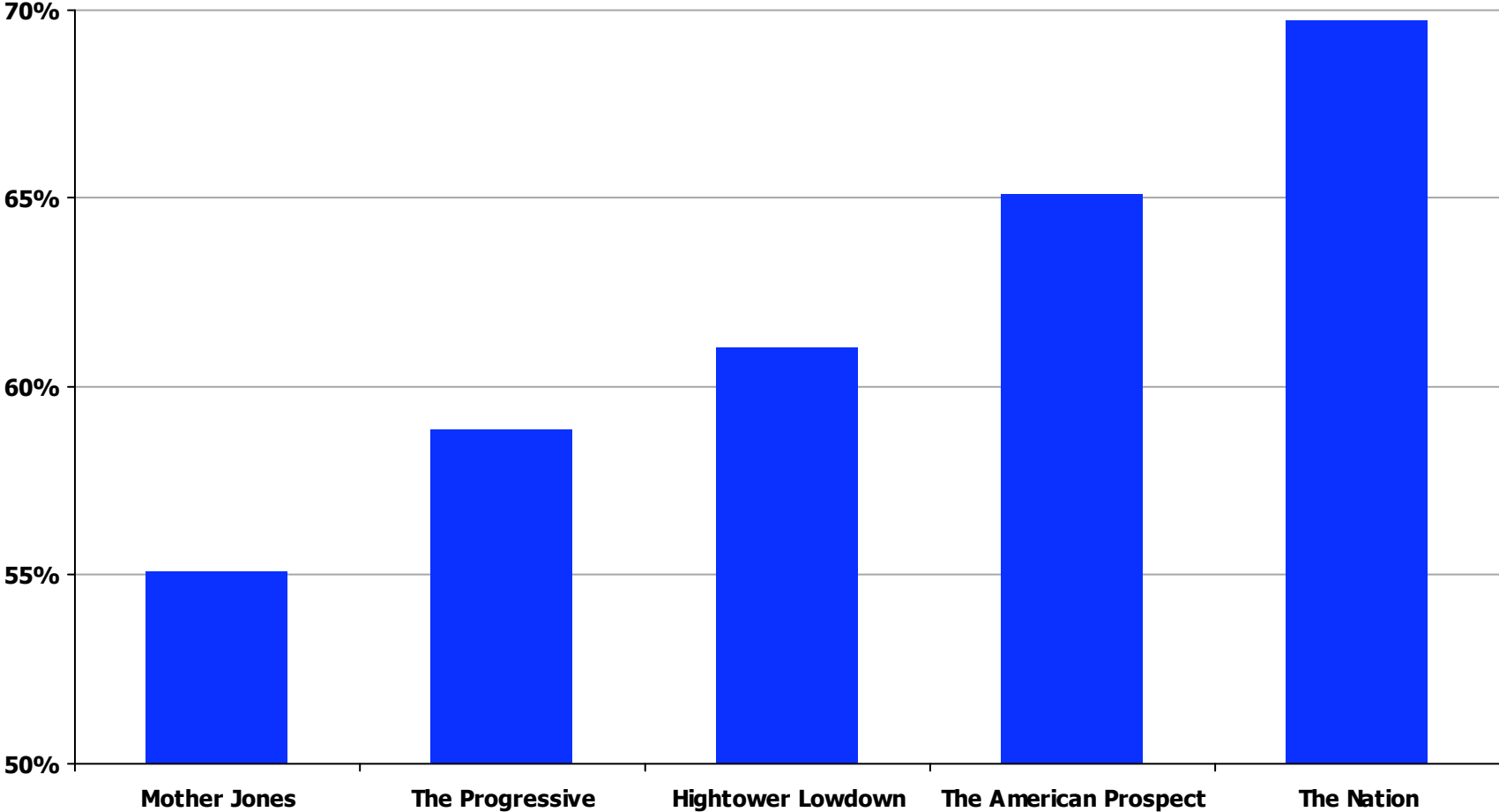
The Matching Process

- State of the art matching
 - Utilizes fuzzy string matching, phonetic algorithms, nicknames, and street variant lookups to enhance matching
- Rapid turnaround
 - Over 500,000 records matched per hour
- Proven performance gains
 - Shown to provide >6% boost in match rate compared to leading vendor matching (First Logic)
 - Benchmarked favorably by Women's Voices, Women Vote; SEIU and the AFL-CIO
- Matched Record Storage
 - *All* addresses, including old ones, are stored and used in matching to further boost the match rates

Party affiliation of subscribers varies across Media Consortium members



% of each title's subscribers who are registered Democrats

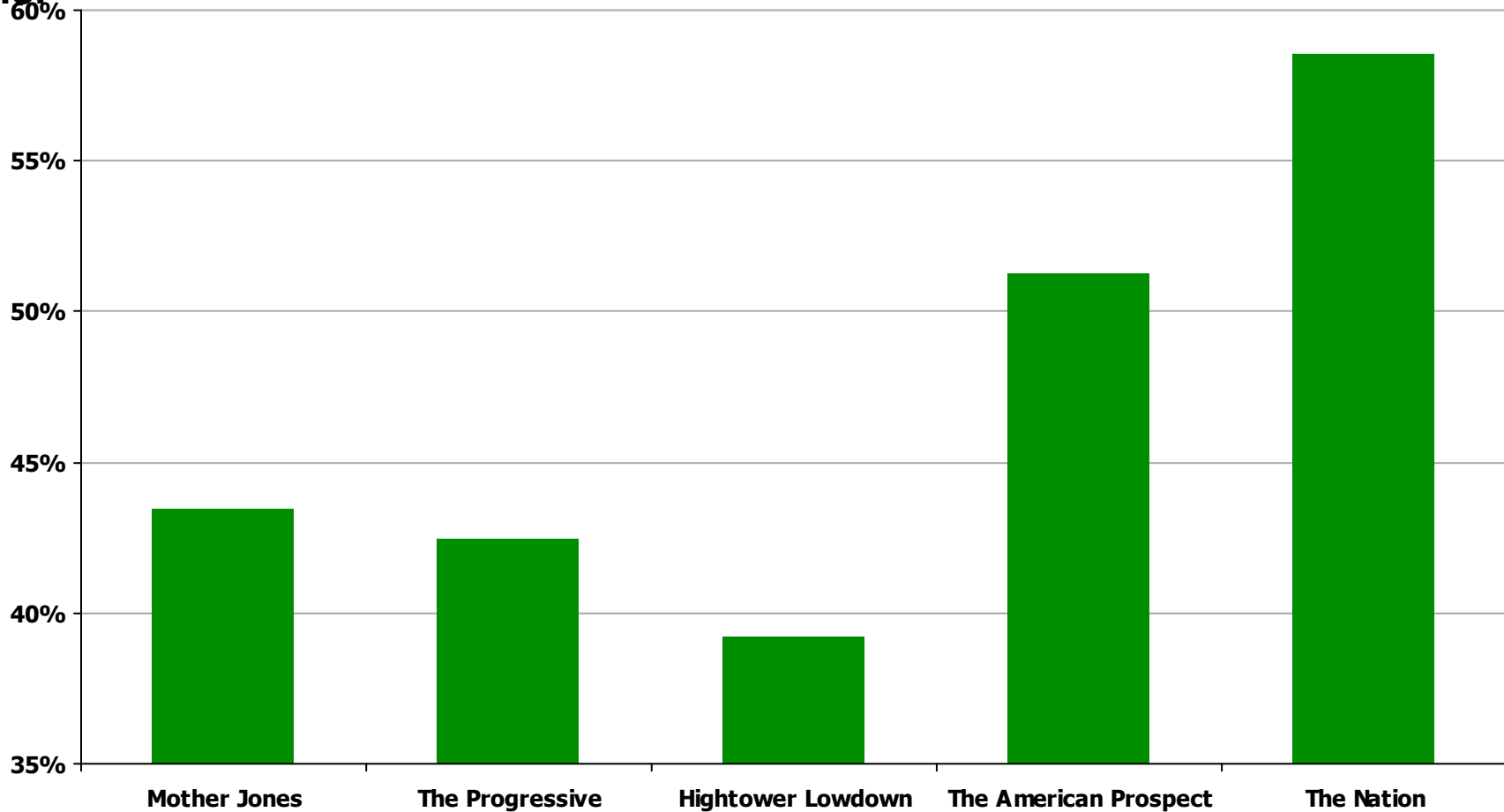


N.B.: 22% of all records in the Catalist database are registered Democrats.

Education of subscribers varies across Media Consortium members



% of each title's subscribers who are predicted to have a Bachelor's degree or higher

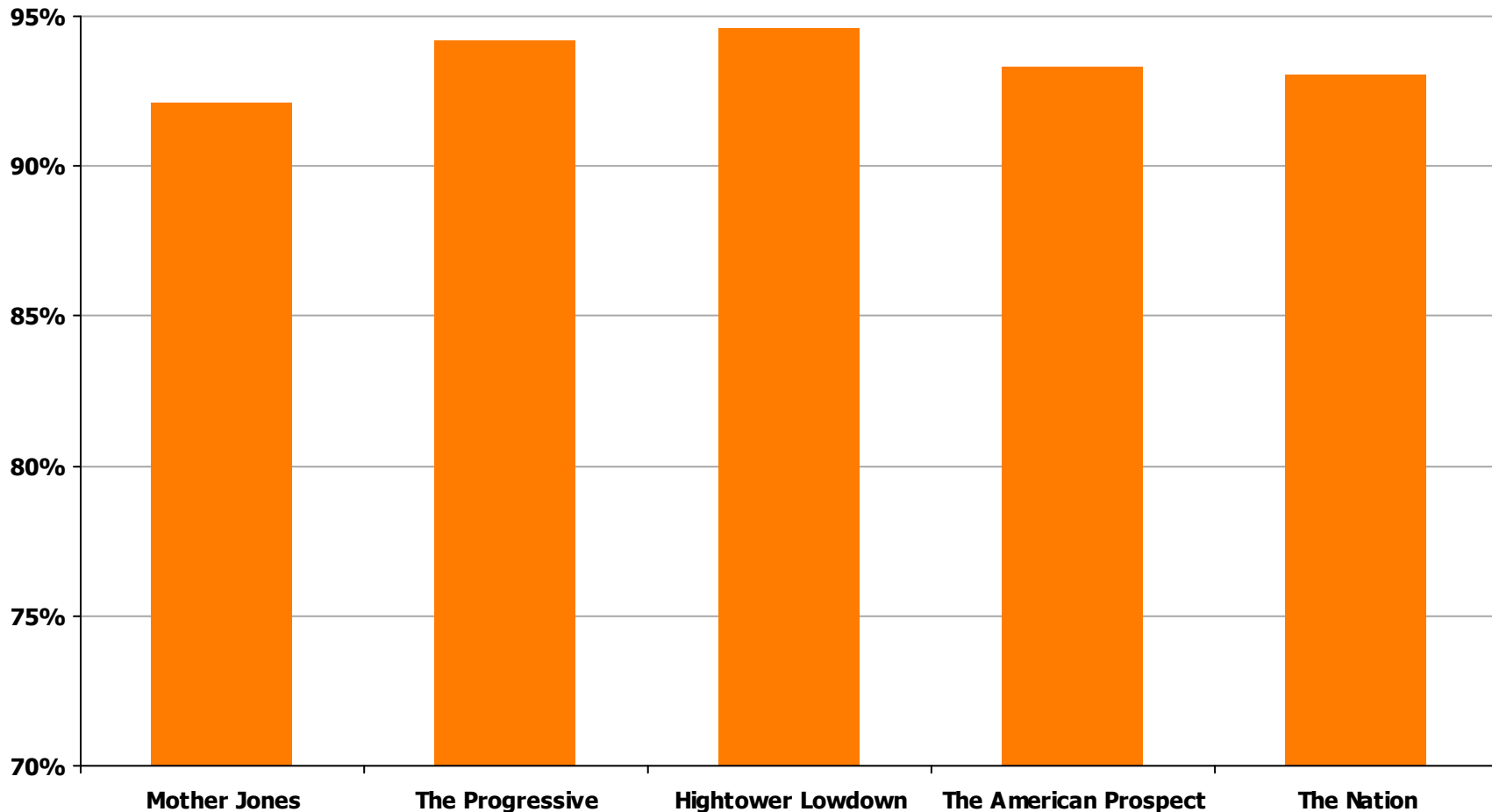


N.B.: 26% of all records in the Catalist database are predicted to have a Bachelor's degree or higher.

Political participation is very high among all subscribers



% of each title's eligible* subscribers who voted in the 2004 general election



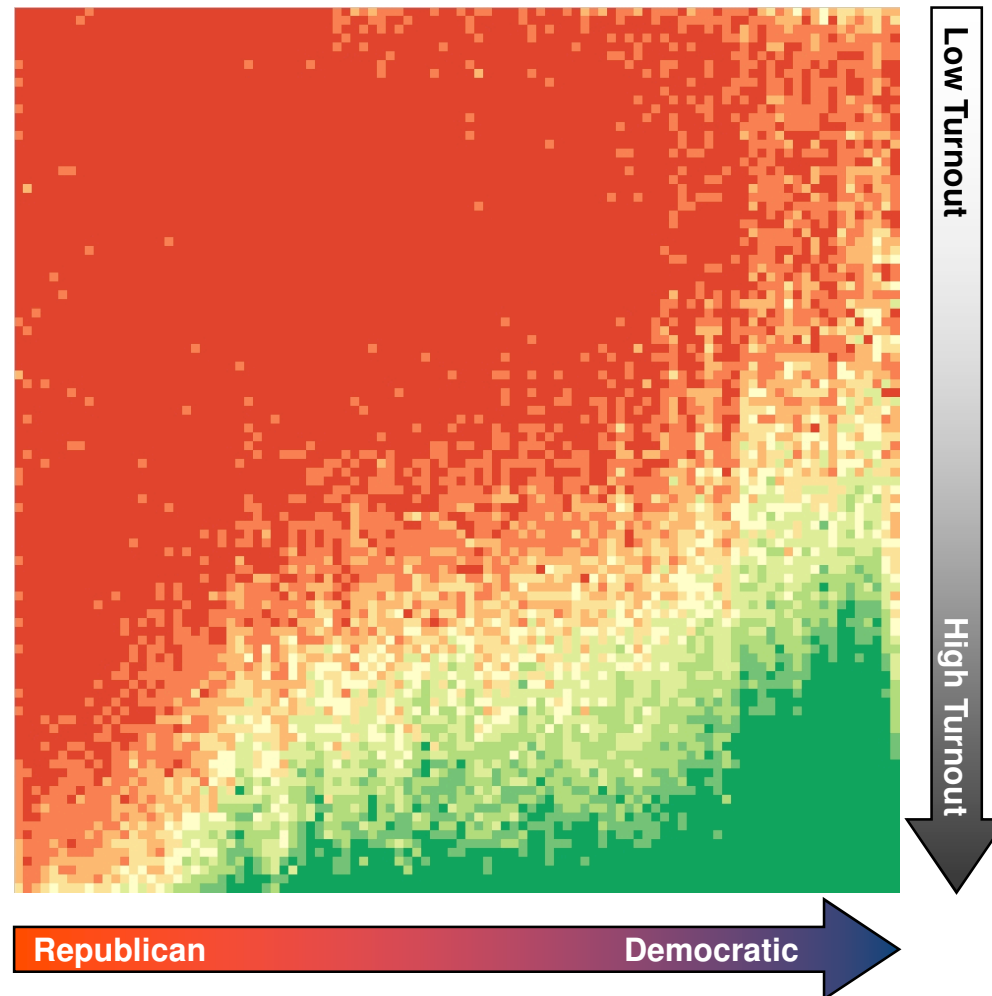
* eligible voters are defined as those believed to have been registered prior to the election.

N.B.: 72% of all eligible voters in the Catalist database voted in the 2004 general.

Subscribers are likely to vote, mostly very Democratic



Visualized on a turnout-by-partisanship heat map, subscribers to Media Consortium publications are concentrated among high-turnout, likely Dems



How do you get the data?

- Primary Data Access Tool
 - Q Tool (Queries, Lists, Exports, Visualization)
- Other Data Access Tools
 - sFTP site (Plus and Premium)
 - Catalist Web Services / API for 3rd Party Application
 - Programmatically access contact information and VH
 - Matching on the fly
 - Append additional information programmatically
 - VAN integration v1.0
 - Reduced data load times
 - Catalist Matching in VAN
 - Steady stream of IDs back to Catalist

Q Tool

Catalist Q Tool Version 4.6

Logged in as: **Joel Orlina** to media
[Logout](#) | [Privacy Policy](#)
 Build 7818 | ©2006-2008 Catalyst, LLC

Home | Manage Queries | Manage Lists | Manage Uploads | Find Person | Analyze Data | QB | QSee | Configure External Data

Common Tasks

Query

[Create Query](#)
Define a new target universe.

[View Saved Queries](#)
View target universes already created by you or other members of your organization.

List

[Export List](#)
Download contact information, voting districts, census data, and vote history for universes you've already created.

[Upload List](#)
Upload a list of DVMs, so you can append contact information, vote history, and other details available for export.

Main Menu

Selecting a state will:

- Create a New Query
- Create a New Custom Query
- View Saved Queries
- View Release Notes
- View Interactive Geographic Map

Announcements

[Q Tool Version 4.5 User's Guide](#)
[Pq Version 4.5 User's Guide](#)
[QB Version 1.1 User's Guide](#)
[QSee Version 1.2 User's Guide](#)

[Weekly Update for December 12, 2008](#)
[Weekly Update for November 21, 2008](#)
[Weekly Update for November 14, 2008](#)

Release Notes

Description	Year Acquired	Version	Generated On	Edit
Catalist Data Business Rules	2008	1.1	5/20/08	Edit
Catalist Additional Districts	2008	1.1	9/21/08	Edit
Email Append	2007	1.0	10/5/07	Edit
NCEC Release Notes	2008	2.1	10/3/08	Edit

Specialty Data

- [Specialty Data - Aviators](#)
- [Voting Propensity Model](#)
- [Census Job Clusters](#)
- [Specialty Data - Child Care Workers](#)
- [Deadwood Release Notes](#)
- [Specialty Data - Doctors and Nurses](#)

Q Tool – Reports

The screenshot shows a web browser window with the URL <https://qtool.catalist.us/uct/showReport.html>. The page header includes the Catalyst logo, 'Q Tool Version 4.6', and user information: 'Logged in as: Joel Orlina to uct' with links for 'Logout' and 'Privacy Policy'. The footer of the header indicates 'Build 7818 | ©2006-2008 Catalyst, LLC'. A navigation menu contains links for Home, Manage Queries, Manage Lists, Manage Uploads, Find Person, Analyze Data, QB, and QSee.

The main content area is divided into two sections. On the left, a 'Sections' sidebar lists various information categories: Broadcast Media Market Information, County Information, Congressional District Information, State Senate District Information, State House District Information, Township Information, Ward Information, Race Information, Gender Information, Party Information, Voter Status Information, Age Information, Registration Date Information, Phone Information, and Mailability Information.

The right section, titled 'Report', shows a link to 'Return to list: [IN Farmers - COMBINED](#)'. Below this is a table titled 'Broadcast Media Market Information' with columns for location, Count, and %.

	Count	%
Chicago, IL	3,487	5.51%
Cincinnati, OH	2,400	3.80%
Dayton, OH	769	1.22%
Evansville, IN	6,293	9.95%
Fort Wayne, IN	9,339	14.77%
Indianapolis, IN	21,737	34.38%
Lafayette, IN	2,215	3.50%
Louisville, KY	5,175	8.18%
South Bend-Elkhart, IN	5,538	8.76%
Terre Haute, IN	6,079	9.61%

QSee

The screenshot displays the QSee web application interface. At the top, the browser address bar shows the URL: https://qtool.catalist.us/media/geoMap.html?regionType=CONGRESSIONAL_DISTRICT&state=NC&from=. The page header includes the Catalyst logo, "Q Tool Version 4.6", and a login status for "Joel Orlina". A navigation menu contains links for Home, Manage Queries, Manage Lists, Manage Uploads, Find Person, Analyze Data, QB, QSee, and Configure External Data.

The main content area is titled "Geographic Map: NC" and features a map of North Carolina with various regions highlighted in different colors. The map is overlaid with population data. A box on the map displays the following statistics:

- placed: 9,470,103
- filtered: 0

Below the map, there are controls for visualization and filtering. The "Visualization" section includes a dropdown menu for "population" and a color-coded legend:

Color	Population Range
Red	611,744-662,402
Orange	662,403-713,060
Purple	713,061-763,719
Green	763,720-814,377
Blue	814,378-865,036

The "Filtering" section shows a dropdown menu for "population" with three checked options:

- 611,744-662,402
- 662,403-713,060
- 713,061-763,719

The "Backing Layers" section includes several checkboxes for different data layers, such as "110th Congress Districts", "2006 State Senate Districts", "2006 State House Districts", "Broadcast Media Markets", "Arbitron Radio Markets", "Cable Systems", "Indian Reservations", "Counties", and "Power Plants".



- Models: Candidate support, Partisanship, Turnout Propensity, and Progressive Donor

Personal databaseID	Voter File Data					Commercial Data				Census Data		Poll Data	Model Score
	Gen 2000	Prim 2002	Gen 2002	Prim 2004	Gen 2004	Internet Use	Income	Multi-Unit Dwelling	# of vehicles	Percent Blue Collar	Percent Black	Progressive Scale	Progressive (1-5)
-----2464	0	0	0	0	0	9	\$84,000	0	5	42.0%	63.3%	1	1.2
-----4925	0	1	1	1	1	7	\$55,000	1	0	55.3%	77.7%	not polled	1.2
-----8580	1	1	0	1	1	4	\$94,000	1	3	28.1%	98.1%	4	3.8
-----5426	1	1	0	1	1	7	\$75,000	0	4	65.1%	13.9%	not polled	0.7
-----6818	1	0	1	0	0	1	\$5,000	0	2	41.4%	17.7%	not polled	0.5
-----9975	0	0	1	0	0	3	\$14,000	1	4	81.2%	63.8%	not polled	0.4
-----2752	0	0	1	0	0	6	\$5,000	0	1	0.3%	47.7%	5	4.9
-----0714	1	0	1	1	1	2	\$54,000	1	5	72.4%	89.7%	not polled	2.6
-----6149	0	0	1	0	1	6	\$17,000	0	1	94.0%	84.5%	not polled	1.3
-----4436	1	0	1	0	1	7	\$85,000	1	4	79.5%	51.7%	not polled	1.8
-----6551	1	0	1	1	1	6	\$100,000	1	1	35.1%	53.9%	5	4.8
-----2197	0	1	0	1	1	1	\$15,000	1	1	94.9%	35.6%	3	2.9
-----1012	1	1	1	1	0	1	\$14,000	1	2	98.4%	80.0%	not polled	2.1
-----6391	0	1	0	0	0	7	\$56,000	1	0	73.8%	72.1%	not polled	0.1
-----7506	1	0	1	0	0	4	\$37,000	1	5	54.4%	65.9%	2	1.9
-----9361	0	1	1	0	1	8	\$89,000	0	3	89.6%	36.1%	not polled	1.9
-----9665	1	1	0	0	0	9	\$34,000	1	0	72.4%	48.7%	5	5.0
-----8418	0	0	0	1	0	8	\$52,000	0	0	16.4%	66.6%	not polled	1.9
-----0410	1	0	1	1	1	5	\$28,000	0	1	23.8%	24.8%	not polled	2.7
-----1520	1	1	0	1	0	9	\$82,000	0	1	52.6%	21.6%	not polled	1.7
-----7808	0	1	0	0	0	9	\$51,000	1	2	71.9%	22.6%	2	2.3
-----1461	1	0	0	1	1	8	\$53,000	1	4	78.1%	97.4%	not polled	1.6
-----4958	1	0	1	0	1	6	\$66,000	1	1	17.8%	74.0%	3	3.1
-----7437	1	1	1	0	0	4	\$30,000	0	2	94.2%	89.5%	not polled	4.0

Synthetic Data- 2008 Model Performance

