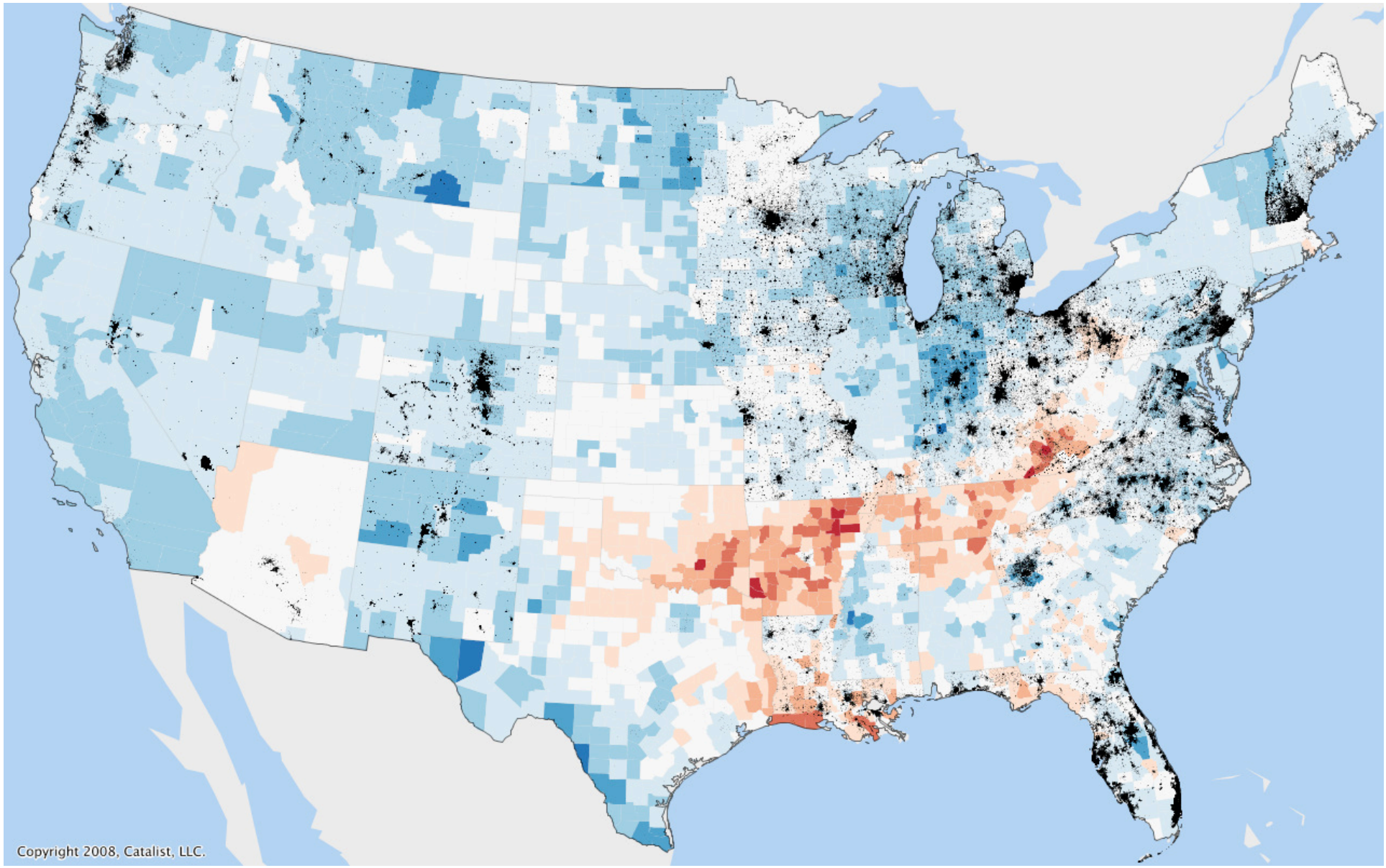
Media Consortium

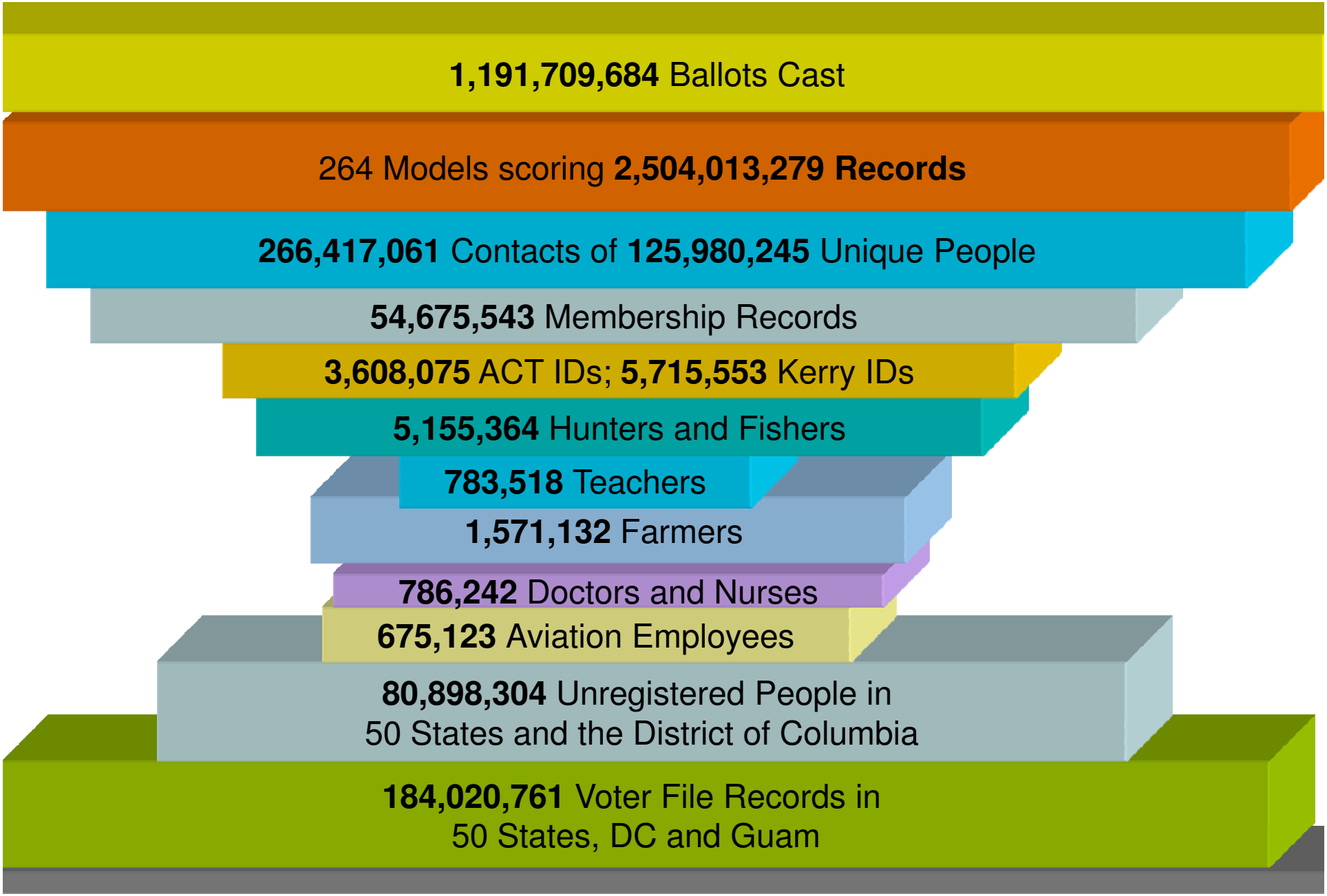
February 2009

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

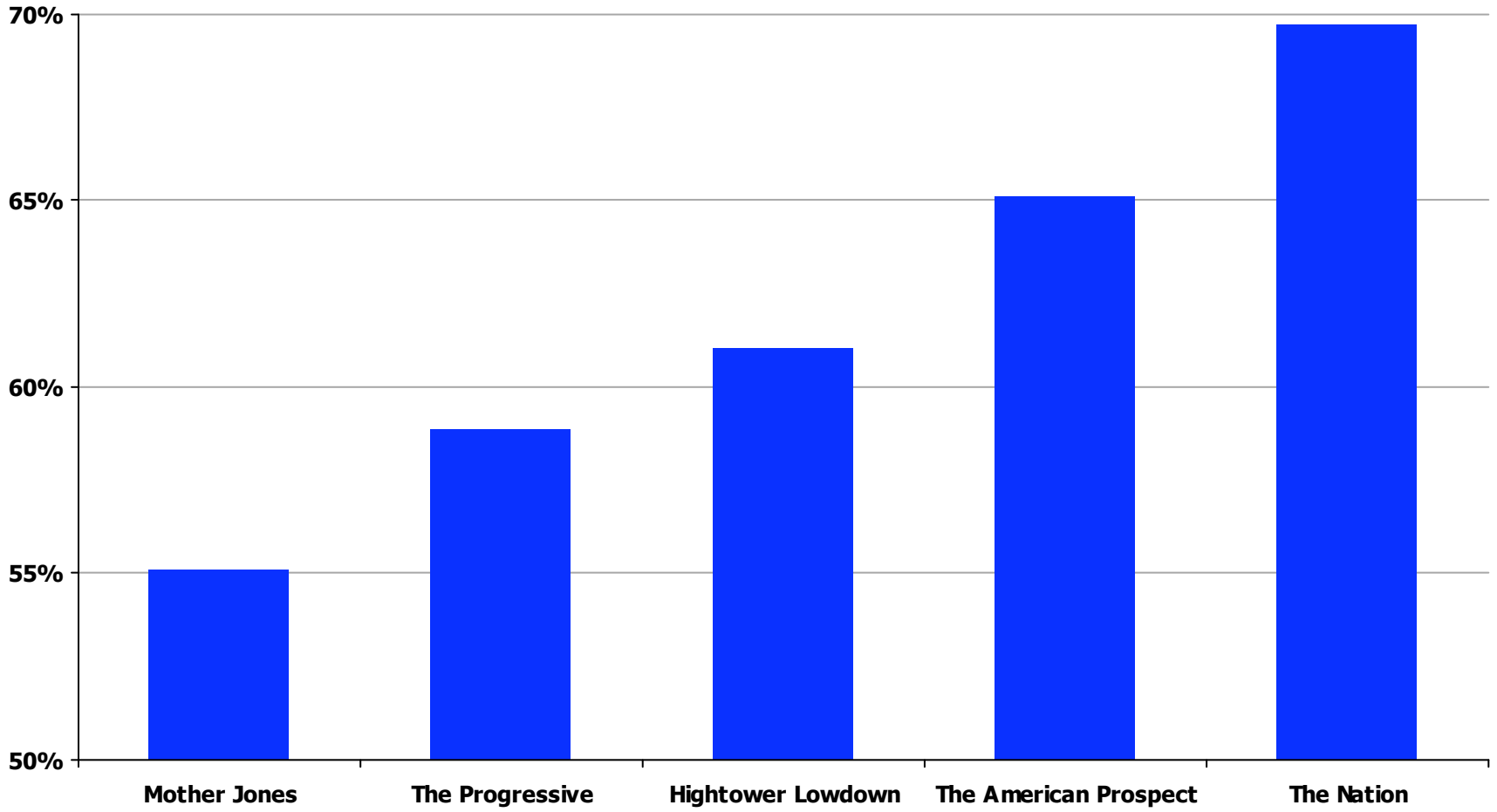
- Data is acquired at state and when necessary the local level to ensure the best file possible
- All addresses (registration and mailing) are CASS corrected, enhanced (DPV, LACS link, elot, etc.) and NCOA'd
- Each address geo-coded, appended with census information
- Over 400 fields of consumer data
- 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

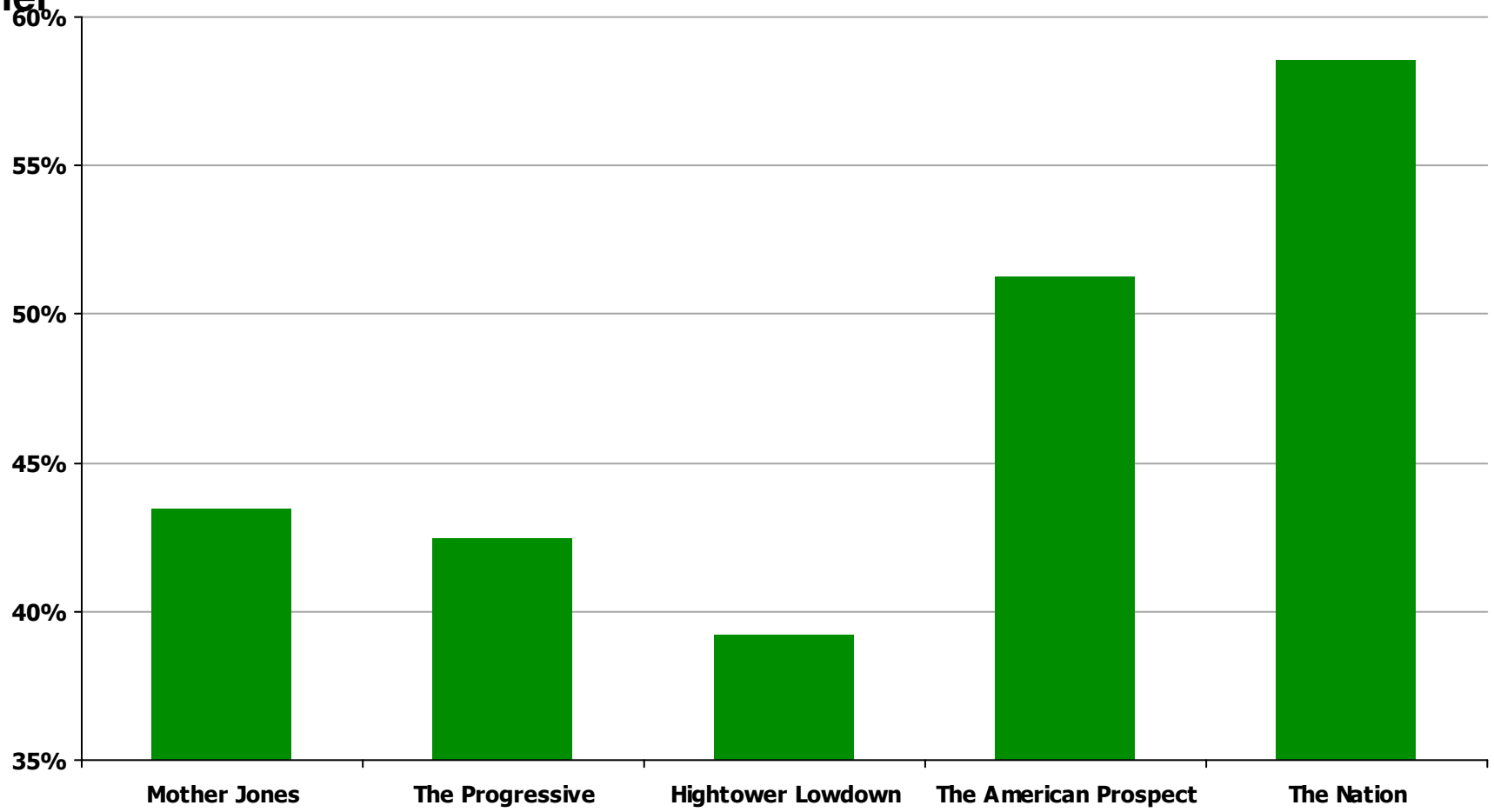
% of each title's subscribers who are registered Democrats



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

Education of subscribers varies across Media Consortium members

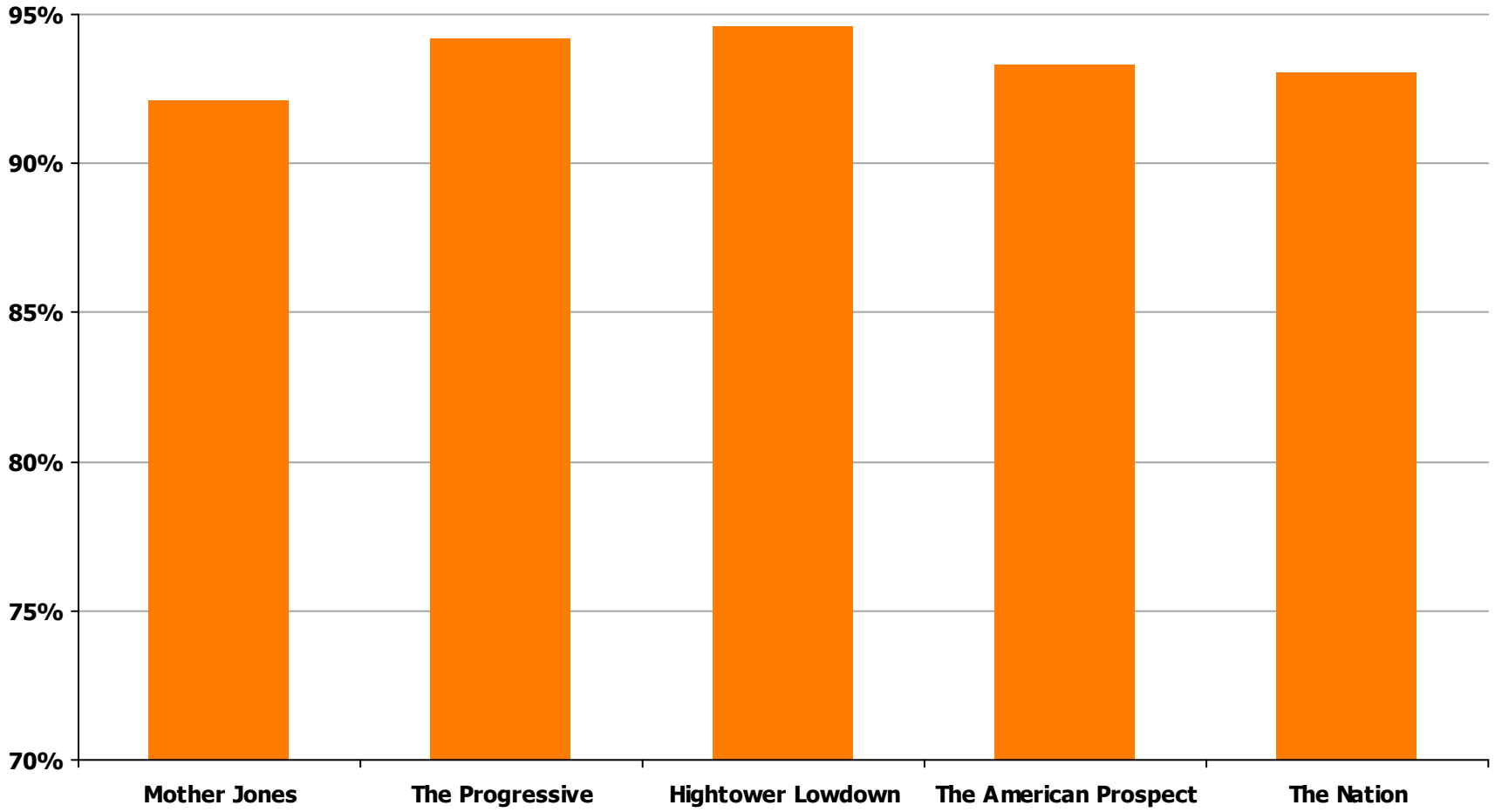
% of each title's subscribers who are predicted to have a Bachelor's degree or higher



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

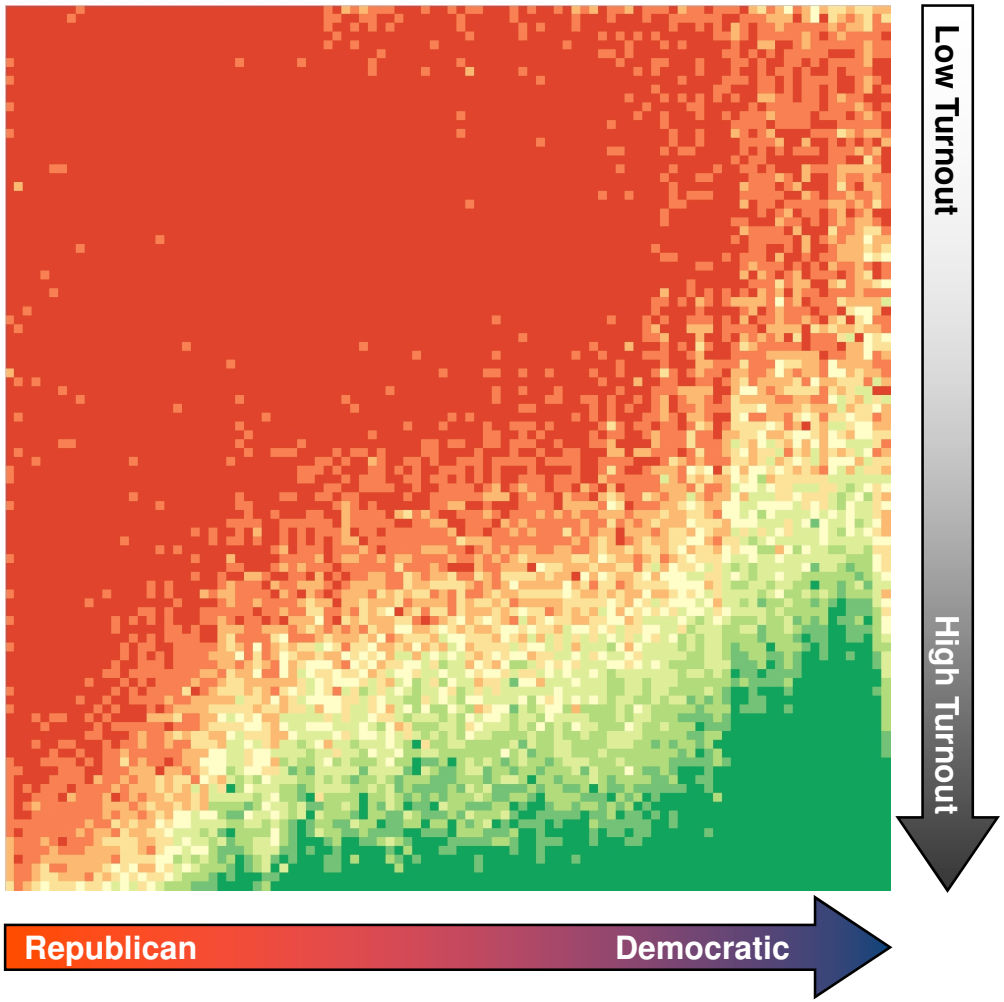


* eligible voters are defined as those believed to have been registered prior to the election.

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

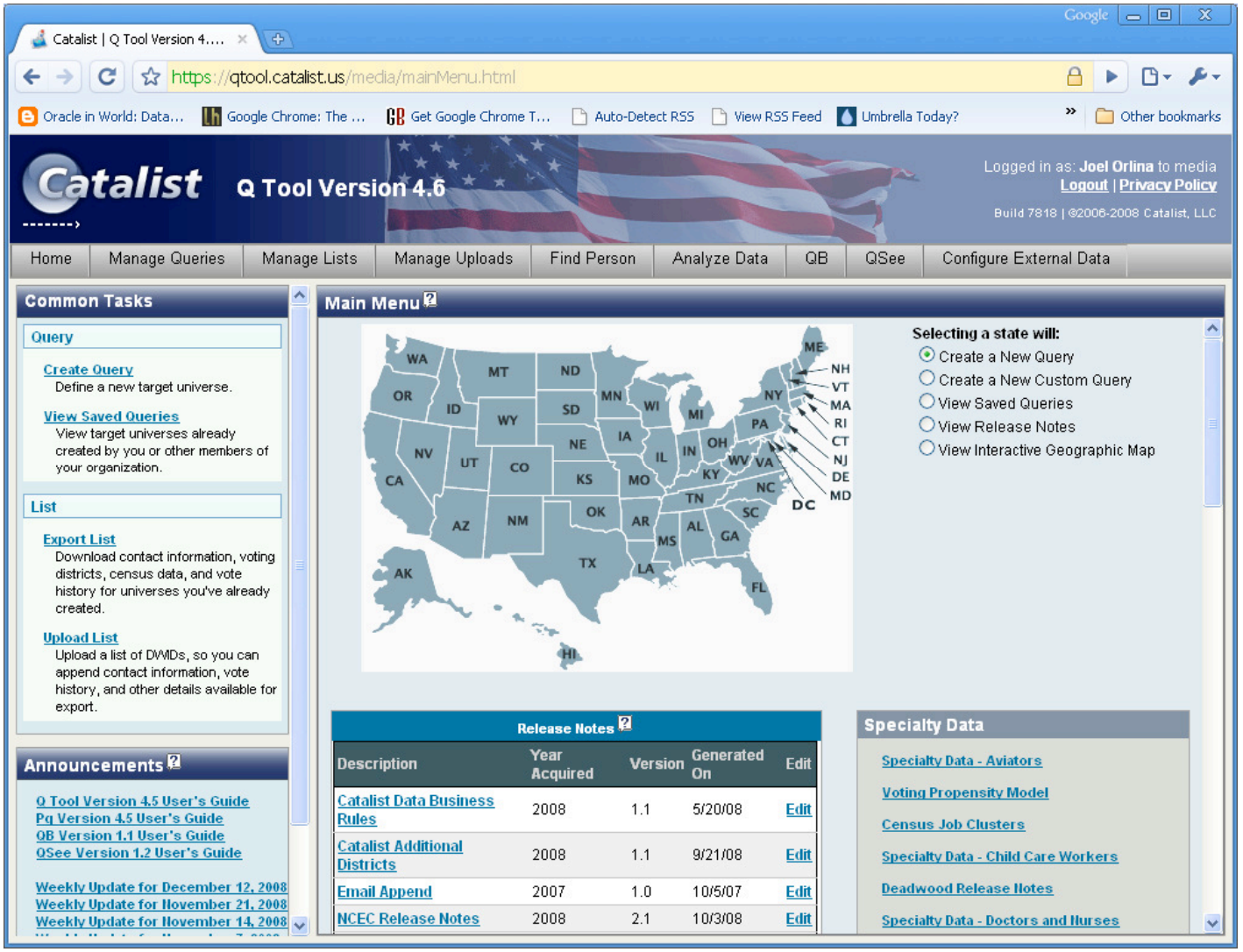


How do you get the data?

- 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....
https://qtool.catalist.us/media/mainMenu.html
Oracle in World: Data...
Google Chrome: The ...
Get Google Chrome T...
Auto-Detect RSS
View RSS Feed
Umbrella Today?
Other bookmarks
Catalist
Q Tool Version 4.6
Logged in as: Joel Orlina to media
Logout | Privacy Policy
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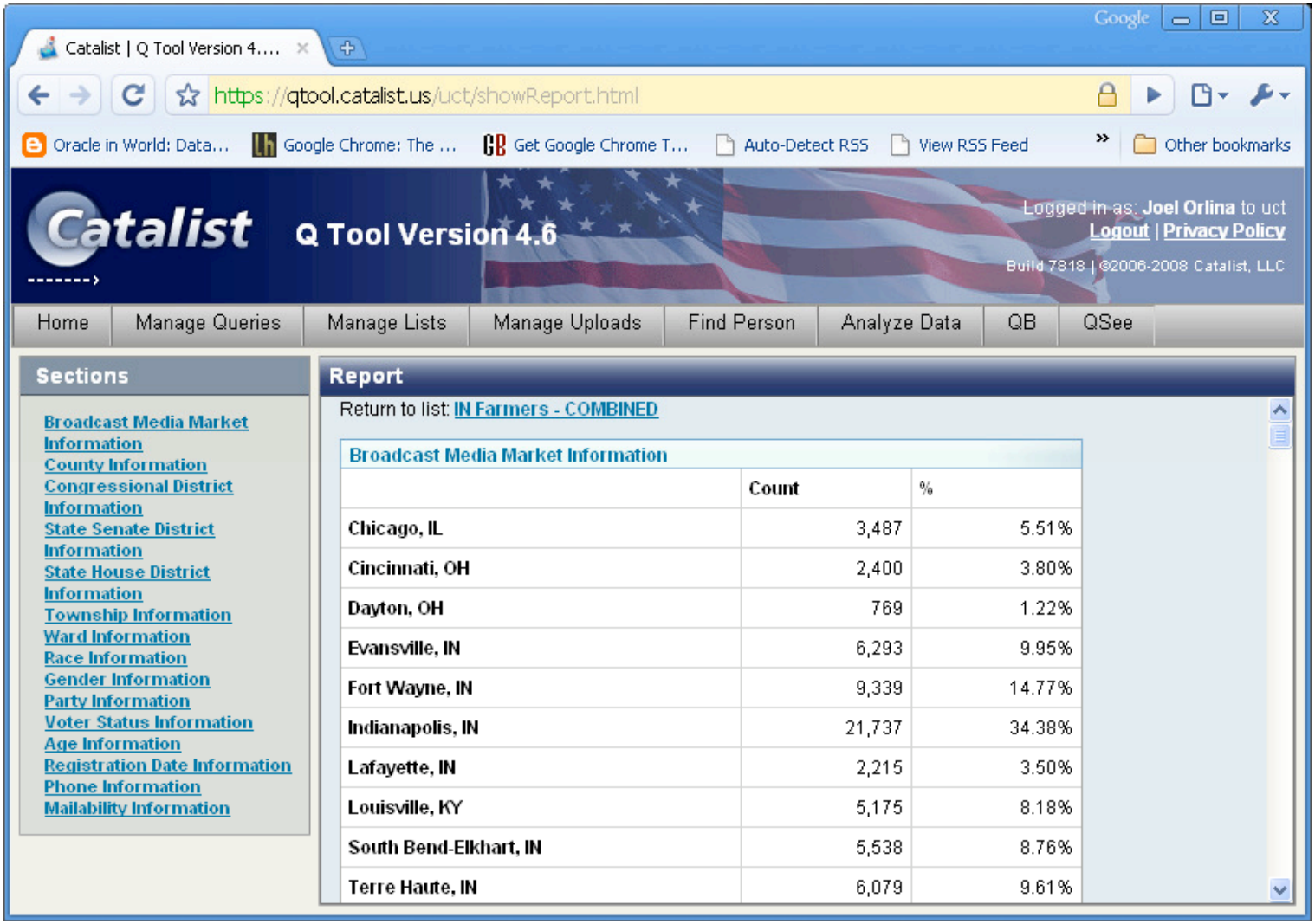
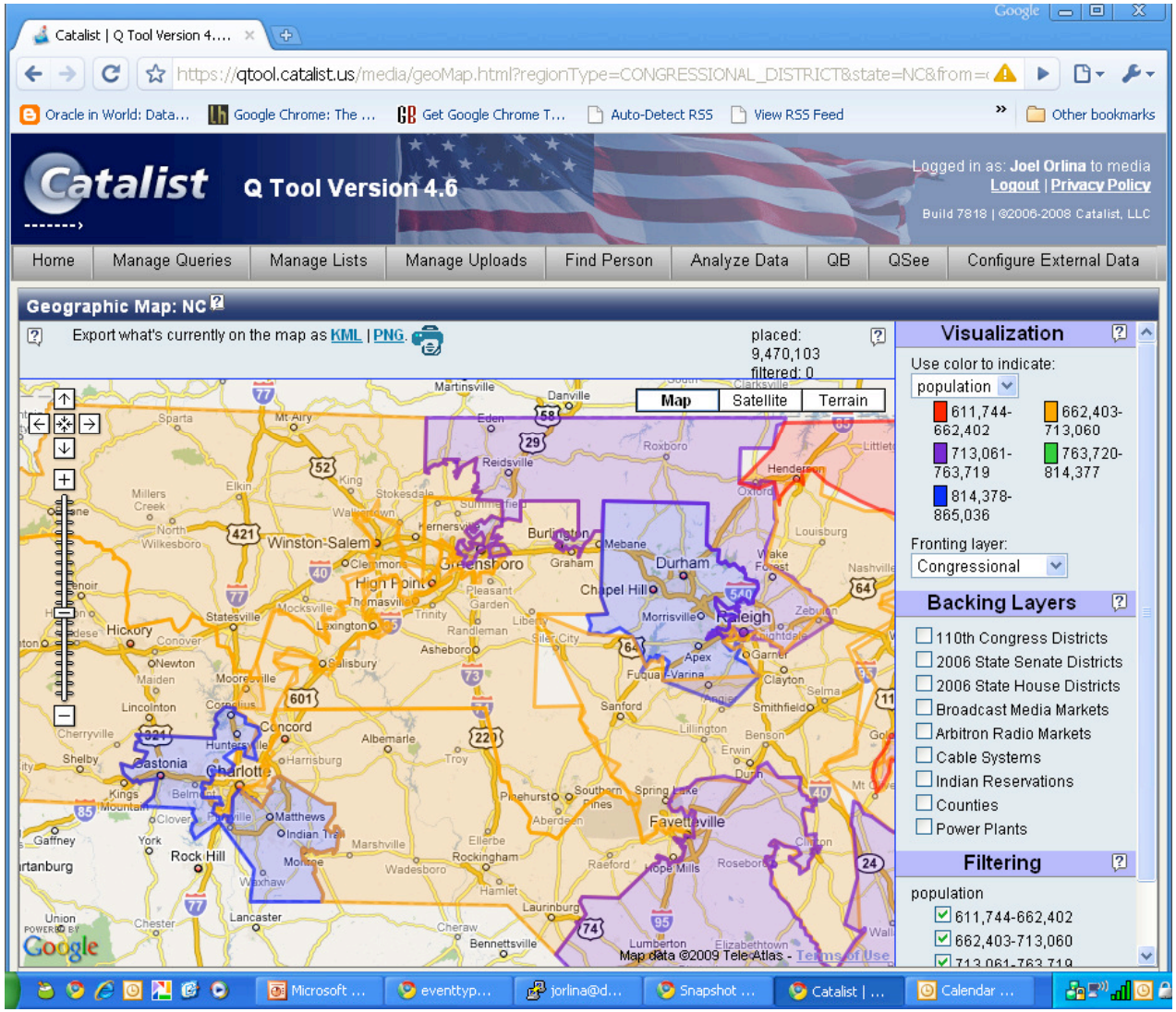
Home
Manage Queries
Manage Lists
Manage Uploads
Find Person
Analyze Data
QB
QSee
Configure External Data
Common Tasks
Query
Create Query
Define a new target universe.
View Saved Queries
View target universes already created by you or other members of your organization.
List
Export List
Download contact information, voting districts, census data, and vote history for universes you've already created.
Upload List
Upload a list of DWIDs, so you can append contact information, vote history, and other details available for export.
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
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
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



QSee


Catalist | Q Tool Version 4....
https://qtool.catalist.us/media/geoMap.html?regionType=CONGRESSIONAL_DISTRICT&state=NC&from=
Oracle in World: Data...
Google Chrome: The ...
Get Google Chrome T...
Auto-Detect RSS
View RSS Feed
Other bookmarks
Catalist
Q Tool Version 4.6
Logged in as: Joel Orlina to media
Logout | Privacy Policy
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Home
Manage Queries
Manage Lists
Manage Uploads
Find Person
Analyze Data
QB
QSee
Configure External Data
Geographic Map: NC
Export what's currently on the map as KML | PNG.
placed: 9,470,103
filtered: 0
Map
Satellite
Terrain
Visualization
Use color to indicate:
population
611,744-662,402
662,403-713,060
713,061-763,719
763,720-814,377
814,378-865,036
Fronting layer:
Congressional
Backing Layers
110th Congress Districts
2006 State Senate Districts
2006 State House Districts
Broadcast Media Markets
Arbitron Radio Markets
Cable Systems
Indian Reservations
Counties
Power Plants
Filtering
population
611,744-662,402
662,403-713,060
Map data ©2009 Tele Atlas - Terms of Use
Google
Microsoft ...
eventtyp...
jorlina@d...
Snapshot ...
Catalist | ...
Calendar ...

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

Personal	Voter File Data					Commercial Data				Census Data		Poll Data	Model Score
databaseID	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