

POLITICAL DATA INC.

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Description of Online Counts Reports

<http://www.politicaldata.com/Pages/ReportCount.aspx>

REPORT

The Political Data online counts report provides a numeric profile of voters in any geographic area. Each item, or select, is represented by two counts –Voters and Households. The first column represents the number of voters in the select, the second column represents the number of households (Non-traditional) in the select. Each counts report includes a variety of commonly used demographic variables and data types, each of which are described below. Additional demographic and geographic variables not included on our online counts reports are available. Given the unique nature of every election we do not include likely voter universes in our Online Counts Report. Please [request a custom count](#) or [contact us](#) directly to request additional information such as likely voter universes we've designed for a particular election.

FILTERS

PDI Online counts reports can be filtered by different demographic variables, including party, voters with phones, election vote history, email addresses and absentee status. These demographic filters apply to all counts within the report. The filter used for each report is displayed on the page header. For example, a count report with a Democratic filter will count only Democratic voters (ex. "FILTER: DEMOCRATS").

ROWS

- **TOTAL:** All registered voters in the district or city.
- **PHONE (NON-MOBILE):** voter with land line phone number available on our file.
- **PHONE (NON-MOBILE):** voter with only a wireless phone number available on our file.
- **DEMOCRATS:** registered Democrat.
- **REPUBLICANS:** registered Republican.
- **DECLINE TO STATE:** registered as Decline to State.
- **AMERICAN INDEPENDENT:** registered American Independent.
- **GREEN:** registered Green.
- **PEACE & FREEDOM:** registered Peace & Freedom.
- **LIBERTARIAN:** registered Libertarian.
- **MISC.:** registered with a Non-Qualified Party (could also include entries such as "none", "other" or "independent").
- **ALL OTHER (NOT DEM OR REP):** registered with any party except Democrats and Republicans.
- **INDEPENDENT:** Decline to State, American Independent or Misc./Non-Qualified Party (We include American Independents in this group based on research showing that at least 95% of all American Independents registered with the party on accident, under the assumption they were registering as Decline to State or an "independent").
- **MINOR PARTY LIBERAL:** Peace and Freedom, Green or Natural Law (Natural Law is no longer a qualified party in California).
- **MINOR PARTY CONSERVATIVE:** Libertarian or Reform (Reform is no longer a qualified party in California)
- **PURE DEM:** voters in a house where all voters are registered Democrats.
- **PURE GOP:** voters in a house where all voters are registered Republicans.
- **GENDER UNKNOWN:** voters whose gender cannot be determined.
- **AGE 65+ or AGE UNKNOWN:** voters at least 65 years of age or voters with no age listed. Most voters with no age listed have registrations unchanged since at least September 1976 and are likely to fit this age group.
- **HOMEOWNER:** voters matched to the county assessor file.
- **MOBILE HOME:** voters with addresses we've identified to be within a mobile park.
- **RENTER (PROBABLE):** voters living at an address with a unit number and do not match the county Assessor file.
- **EMAIL (REGISTRAR):** voters with email addresses provided directly to Registrar (with bad syntax corrected and known bad email addresses removed).
- **EMAIL (ENHANCED):** voters with email addresses we have purchased from a commercial vender and matched to registered voters on file.
- **FOREIGN BORN:** voters with place of birth outside of the United States (where country of birth is available).

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- **US BORN:** voters with place of birth in the United States of America (where state of birth is available).
- **AFRICAN-AMERICAN:** voters living in precincts which are determined to be predominantly African-American. This total excludes voters identified with other known ethnic surnames.
- **ASIAN:** voters with surnames from one of our ten Asian surname dictionaries, including Chinese, Japanese, Filipino, Vietnamese, Korean, Southeast Asian, Chinese-Korean, Chinese-Vietnamese, Chinese-Korean-Vietnamese and Asian-Anglo. Asian Anglo consists of names such as "Lee" which are found in many ethnic groups.
- **ETHNIC GROUPS (LATINO, CHINESE, JEWISH, ARMENIAN, Etc.):** voters with surnames associated exclusively with a particular ethnic group.
- **PERMANENT ABSENTEE VOTER (PAV)** – A specific status assigned by the County Registrar authorizing absentee ballots to be sent automatically to a voter bypassing the application process.
- **1+AV:** voters who have used an absentee ballot at least once in last 4-5 years.
- **1+AV OR PAV:** any voter registered as a Permanent Absentee Voter, or who has used an absentee ballot at least once in last 4-5 years.
- **2+AV:** voters who have used an absentee ballot at least twice in the last 4-5 years.
- **2+AV OR PAV:** any voter registered as a Permanent Absentee Voter, or who has used an absentee ballot at least twice in last 4-5 years.
- **3+AV:** voters who have used an absentee ballot at least three times in the last 4-5 years.
- **3+AV OR PAV:** any voter registered as a Permanent Absentee Voter, or who has used an absentee ballot at least three times in last 4-5 years.
- **REG<2/08:** voters with a Registration date before/less than January 22, 2008 (The close of registration for the February 2008 Presidential Primary election).
- **REG 2/08-6/08:** voters with a Registration date between January 22, 2008 and May 19, 2008 (between close of registration for the February 2008 Presidential Primary election and June 2008 Statewide Primary election).
- **REG>11/10:** voters with a Registration date after/greater than October 18, 2010 (The close of registration for the 2010 General election).
- **VOTED 2003 STATEWIDE RECALL:** voters that voted on October 7, 2003.
- **VOTED 2004 PRIMARY:** voters that voted on March 2, 2004.
- **VOTED 2004 GENERAL:** voters that voted on November 2, 2004.
- **VOTED 2005 STATEWIDE SPECIAL:** voters that voted on November 8, 2000.
- **VOTED 2006 PRIMARY:** voters that voted on June 6, 2006.
- **VOTED 2006 GENERAL:** voters that voted on November 7, 2006.
- **VOTED 2008 PRESIDENTIAL PRIMARY:** voters that voted on February 5, 2008.
- **VOTED 2008 PRIMARY:** voters that voted on June 3, 2008.
- **VOTED 2008 GENERAL:** voters that voted on November 4, 2008.
- **VOTED 2009 STATEWIDE SPECIAL:** voters that voted on May 19, 2009.
- **VOTED 2010 PRIMARY:** voters that voted on June 8, 2010.
- **VOTED 2010 GENERAL:** voters that voted on November 10, 2010.

If you have any questions or additional requests, do not hesitate to contact us directly.