



Political Masterfile

Select voters by party, demographics, lifestyle interests along with their tendency to donate to various conservative or liberal causes.

Segments

111,856,000	Total Available Voters	\$47.00
52,575,000	Voters – Democrat	
27,081,000	Voters – Republican	
1,395,900	Voters – Independent	
30,804,000	Voters – No Declared Party	
49,590,000	Contributes to Political Causes	+\$7.00

Price per 1000 records is for single use of data. Call for additional usage.
Order Minimum: \$200 plus Output Format Charges (up to 4,255 records)

Description

Different messages resonate with people, depending on their personal circumstances. Young families with children have a very different agenda than most singles or retirees.

Unlike the typical voter registration files publicly available, the Political Masterfile is cleansed and put through change of address processing each month. It's robust set of demographics will allow you to target your specific audience with the message that will resonate with them.

In addition to political campaigns, use this file for fundraising, building support for issues and surveys.

Telephone numbers are available for qualifying political campaigns and surveys. Sample scripts and proof of qualification are required to obtain the phone numbers for people registered on the federal Do-Not-Call list.

Data is compiled through public sources, self reported and other proprietary sources.

File is selectable by zip, state, county, radius or Congressional District.

Additional Selections

Adult Age	\$2.50
Income	\$2.50
Children's Age Ranges	\$2.50
Homeowner/Renter	\$2.50
Net Worth	\$25.00
Special Interests	\$7.00
Single Parent	\$7.50
Three Generations in Household	\$2.00
Working Mothers	\$2.50
Religion	\$10.00
Ethnicity	\$15.00
Contributions to Specific Causes	\$7.00
All Telephone Numbers	\$15.00
Restrictions Apply	

Priced per 1000 records – Select charges apply toward \$200 minimum order

Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

Contact

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