

# U.S. Voter Registration Web-Based Count and Order System



## Web-Based Count & Order System

### The Media One U.S. Voter Registration Web-Based Count and Order System

Once approved and registered, you can pull data anytime, anywhere right from your computer.— because successful Political Marketing requires you to be ready to move when the situation demands action!



Media<sup>1</sup>™

## Web-Based Count & Order System

### What makes Media One's Web-Based Count & Order System so Unique?

Unlike most other online data services, Media One does everything in-house at our own location, using our own staff, at our own facility.

You will never have to question whether the data is up-to-date.

And, you'll never have to wait for your data hygiene or append to be done by a 3<sup>rd</sup> Party.



## Web-Based Count & Order System

### Media One's Unique Data Hygiene Schedule

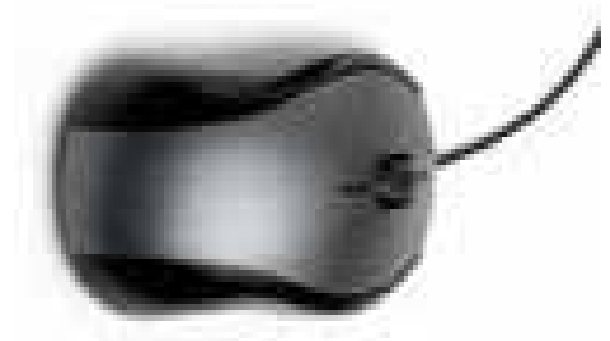
- NCOA every 30 days
- Email updated every month
- Phones and cellphone updated 6x/day



## Web-Based Count & Order System

### Set Criteria with the Click of a Mouse

Just a click of your mouse lets you set criteria and search the most accurate and up-to-date Voter Data available to Political Candidates PACs, and Special Interest Groups engaged in an election or political venture.

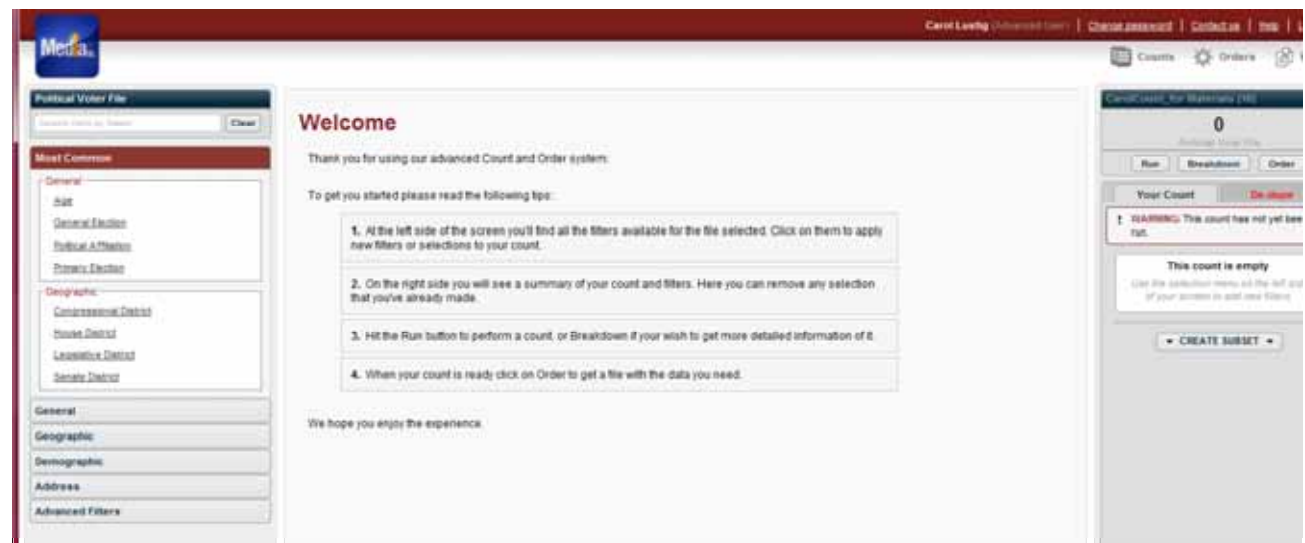


# Web-Based Count & Order System

## The Media One U.S. Voter Registration Web-Based Count and Order System

Media One provides you with quick and convenient 24/7 web-based access to the nationwide U.S. Registered Voter file.

159 Million Postal Records  
23 Million Email Addresses  
Landline and cellphone data  
available



# Web-Based Count & Order System

## Data Segments

Female Voters	5.5 Million
Male Voters	15 Million
Senior Voters	27.8 Million
Hispanic Voters	9.8 Million
African American Voters	22.9 Million
Republican Voters	39.5 Million
Democratic Voters	55.9 Million
Independent Voters	55.3 Million
Other Party Voters	9.1 Million



# Web-Based Count & Order System

General



The screenshot shows the Med1a web-based count and order system interface. At the top left is the Med1a logo. Below it is a section titled "Political Voter File" with a search field labeled "Search field by Name" and a "Clear" button. Underneath is a "Most Common" section with a "General" sub-section. The "General" section lists several categories: [Age](#), [DPV Confirmation](#), [Email Address](#), [Gender](#), [General Election](#), [Political Affiliation](#), [Primary Election](#), and [Registration Date](#).



### Age

You can select ages from a pick menu, enter values, give a range, upload a spreadsheet or use a previous file.

Age > Find and Select

Filters:  Filter Clear

Select all 83 items 0 items selected Clear all selected

<input type="checkbox"/> 18	<input type="checkbox"/> 29	<input type="checkbox"/> 40	<input type="checkbox"/> 51	<input type="checkbox"/> 62	<input type="checkbox"/> 73	<input type="checkbox"/> 84	<input type="checkbox"/> 95
<input type="checkbox"/> 19	<input type="checkbox"/> 30	<input type="checkbox"/> 41	<input type="checkbox"/> 52	<input type="checkbox"/> 63	<input type="checkbox"/> 74	<input type="checkbox"/> 85	<input type="checkbox"/> 96
<input type="checkbox"/> 20	<input type="checkbox"/> 31	<input type="checkbox"/> 42	<input type="checkbox"/> 53	<input type="checkbox"/> 64	<input type="checkbox"/> 75	<input type="checkbox"/> 86	<input type="checkbox"/> 97
<input type="checkbox"/> 21	<input type="checkbox"/> 32	<input type="checkbox"/> 43	<input type="checkbox"/> 54	<input type="checkbox"/> 65	<input type="checkbox"/> 76	<input type="checkbox"/> 87	<input type="checkbox"/> 98
<input type="checkbox"/> 22	<input type="checkbox"/> 33	<input type="checkbox"/> 44	<input type="checkbox"/> 55	<input type="checkbox"/> 66	<input type="checkbox"/> 77	<input type="checkbox"/> 88	<input type="checkbox"/> 99
<input type="checkbox"/> 23	<input type="checkbox"/> 34	<input type="checkbox"/> 45	<input type="checkbox"/> 56	<input type="checkbox"/> 67	<input type="checkbox"/> 78	<input type="checkbox"/> 89	<input type="checkbox"/> 100
<input type="checkbox"/> 24	<input type="checkbox"/> 35	<input type="checkbox"/> 46	<input type="checkbox"/> 57	<input type="checkbox"/> 68	<input type="checkbox"/> 79	<input type="checkbox"/> 90	
<input type="checkbox"/> 25	<input type="checkbox"/> 36	<input type="checkbox"/> 47	<input type="checkbox"/> 58	<input type="checkbox"/> 69	<input type="checkbox"/> 80	<input type="checkbox"/> 91	
					<input type="checkbox"/> 81	<input type="checkbox"/> 92	
					<input type="checkbox"/> 82	<input type="checkbox"/> 93	
					<input type="checkbox"/> 83	<input type="checkbox"/> 94	

Treat as Selection Submit

Age > Enter Values

Exact Match

Treat as Selection

Comma  Semicolon  Spaces  Newline

TIP: Select delimiters from below each textbox to split the text and submit a list of values.

Range Filter

FROM  TO

TIP: The range should start from the smallest number up to the maximum desired.

Submit

## DPV – Delivery point validation

Y - Address DPV confirmed for both primary and (if present) secondary numbers

D - Address DPV confirmed for the primary number only, and secondary number information was missing

S - Address DPV confirmed for the primary number only, and secondary number information was present but unconfirmed.

N - Both Primary and (if present) Secondary number information failed to DPV Confirm.



### Email Address

You can select to show records with matching postal and email addresses.



Gender

You can build lists by Male, Female  
or Unknown



### Voter Behavior/Party Affiliation:

- Voted in General Election
- Voted in Primary Election
- Party Affiliation- Democrat, Republican, Independent, Decline to state

Data available-1996-2010

The screenshot shows a web application window titled "Political Voter File". At the top, there is a search bar labeled "Search field by Name" with a "Clear" button. Below the search bar, the interface is divided into three sections, each with a scrollable list of years (1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010) and a checkbox for each year:

- General Election:** A list of years from 1996 to 2010 with checkboxes.
- Political Affiliation:** A list of four options: "DEM - Democrat", "REP - Republican", "IND - Independent", and "DTS - Decline to State", each with a checkbox.
- Primary Election:** A list of years from 1996 to 2010 with checkboxes.

A vertical scrollbar is visible on the right side of the form, indicating that the content is scrollable.

### Registration Data:

You can select registration data from a pick menu, enter values, give a range, upload a spreadsheet or use a previous file.

The screenshot displays a web interface for selecting registration data. It features two main panels: 'Registration Date > Enter Values' on the left and 'Registration Date > Date Selection' on the right. The 'Enter Values' panel includes an 'Exact Match' section with a dropdown menu set to 'Treat as Selection' and a large text input area. Below this are four checked checkboxes for delimiters: Comma, Semicolon, Spaces, and Newline. A 'Starting With' section is also present with a similar dropdown and text input area, plus the same four checked checkboxes. The 'Date Selection' panel has a red header bar that reads 'Select a date range to match in your count'. It contains two columns: 'FROM' and 'TO', each with a text input field and a 'Date Format: YYYYMMDD' label. At the bottom right of this panel are 'Clear' and 'Submit' buttons. A 'Submit' button is also located at the bottom center of the page. A tip at the bottom left states: 'TIP: Select delimiters from below each textbox to split the text and submit a list of values.'

### Geo:



- Congressional District
- House District
- Legislative District
- Judicial District
- Senate District
- Zip9
- State

Many states are redistricting. There will be a new field added to the system for 2012 proposed districts.

### Congressional District > Find and Select

Filters | State  |   |

Select [this page](#) | [all 781 items](#) 0 items selected  [this page](#) | [all selected](#)

<input type="checkbox"/> CD22, AL	<input type="checkbox"/> CDBE2, AL	<input type="checkbox"/> CDBH2, AL	<input type="checkbox"/> CDCA02, AL	<input type="checkbox"/> CDF6, AL
<input type="checkbox"/> CD23, AL	<input type="checkbox"/> CDBE3, AL	<input type="checkbox"/> CDBH3, AL	<input type="checkbox"/> CDCA03, AL	<input type="checkbox"/> CDGD1, AL
<input type="checkbox"/> CD24, AL	<input type="checkbox"/> CDBE41, AL	<input type="checkbox"/> CDBH4, AL	<input type="checkbox"/> CDCA04, AL	<input type="checkbox"/> CDGD2, AL
<input type="checkbox"/> CD25, AL	<input type="checkbox"/> CDBE42, AL	<input type="checkbox"/> CDBH5, AL	<input type="checkbox"/> CDCA05, AL	<input type="checkbox"/> CDGD3, AL
<input type="checkbox"/> CD3, AL	<input type="checkbox"/> CDBE5, AL	<input type="checkbox"/> CDBH6, AL	<input type="checkbox"/> CDCL1, AL	<input type="checkbox"/> CDGD4, AL
<input type="checkbox"/> CDAD1, AL	<input type="checkbox"/> CDBE61, AL	<input type="checkbox"/> CDBH7, AL	<input type="checkbox"/> CDCL2, AL	<input type="checkbox"/> CDGD5, AL
<input type="checkbox"/> CDAD2, AL	<input type="checkbox"/> CDBE62, AL	<input type="checkbox"/> CDBH8, AL	<input type="checkbox"/> CDFF1, AL	<input type="checkbox"/> CDGV1, AL
<input type="checkbox"/> CDAD3, AL	<input type="checkbox"/> CDBE63, AL	<input type="checkbox"/> CDBH9, AL	<input type="checkbox"/> CDFF2, AL	<input type="checkbox"/> CDGV2, AL
<input type="checkbox"/> CDAD4, AL	<input type="checkbox"/> CDBE71, AL	<input type="checkbox"/> CDBR1, AL	<input type="checkbox"/> CDFF3, AL	<input type="checkbox"/> CDGV3, AL
<input type="checkbox"/> CDAD5, AL	<input type="checkbox"/> CDBE72, AL	<input type="checkbox"/> CDBR2, AL	<input type="checkbox"/> CDFF4, AL	<input type="checkbox"/> CDGV4, AL
<input type="checkbox"/> CDBE1, AL	<input type="checkbox"/> CDBH1, AL	<input type="checkbox"/> CDCA01, AL	<input type="checkbox"/> CDFF5, AL	<input type="checkbox"/> CDGV5, AL

Page #2 781 items

◀ 1 2 3 4 5 6 7 8 ... 15 ▶

### Demographic Data:

- Donor
- Estimated Income
- Ethnicity
- Gun Owner
- Homeowner
- Presence of Children

### Political Voter File

   
  
**Most Common**  
**General**  
**Geographic**  
**Demographic**  
[Donor](#)  
[Estimated Income](#)  
[Ethnicity](#)  
[Gun Owner](#)  
[Homeowner](#)  
[Presence of Children](#)  
**Address**  
**Advanced Filters**

### Income:

You can select income data from a pick menu, enter values, give a range, upload a spreadsheet or use a previous file.

The screenshot displays two main sections of the web-based count and order system interface:

- Political Voter File:** This section includes a search field labeled "Search field by Name" with a "Clear" button. Below the search field, there is a "Yes" checkbox. Underneath, the "Estimated Income" section is visible, containing a list of income ranges with corresponding checkboxes. The options are: "Enter Values", "Upload File", "Use Previous File", "Not Defined", "From \$25,001 to \$35,000", "From \$35,001 to \$45,000", "From \$45,001 to \$55,000", "From \$55,001 to \$75,000", "From \$75,001 to \$100,000", "From \$100,001 to \$125,000", "From \$125,001 to \$150,000", "From \$150,001 to \$175,000", "From \$175,001 to \$200,000", "From \$200,001 to \$300,000", "From \$300,001 to \$400,000", "From \$400,001 to \$500,000", "From \$500,001 to \$600,000", and "More than \$600,000".
- Estimated Income > Enter Values:** This section features a "Range Filter" box with "FROM" and "TO" input fields. Below the input fields, a tip is provided: "TIP: The range should start from the smallest number up to the maximum desired."

### Ethnicity:

You can select ethnicity data from a pick menu, enter values, give a range, upload a spreadsheet or use a previous file.

The screenshot displays the 'Ethnicity > Find and Select' interface. On the left is a sidebar with navigation options: 'Political Voter File', 'Most Common', 'General', 'Geographic', 'Demographic' (highlighted), 'Donor', 'Estimated Income', 'Ethnicity' (with sub-options: 'Find and Select', 'Enter Values', 'Upload File', 'Use Previous File'), 'Gun Owner', 'Homeowner', 'Presence of Children', 'Address', and 'Advanced Filters'. The main area shows a search bar with the text 'Enter text here to filter this lookup', a 'Filter' button, and a 'Clear' button. Below this is a list of 24 ethnicity categories, each with a checkbox and a label: Arab Northern Africa (AF\_N), Arab (ARAB), Asia East (AS\_E), East and Southeast Asia (AS\_ESE), South Asia (AS\_5), Asia Southeast (AS\_SE), Southwest Asia (non-Arab) (AS\_SW), Arab Southwest Asia (AS\_SWA), Ausbris-Germny- Switzerland (ATDECH), Belgium-Netherlands (BE\_NL), Brazil-Portugal (BR\_PT), Hispanic Central America (CAM\_H), Dutch Caribbean (CAR\_D), English Caribbean (CAR\_E), French Caribbean (CAR\_F), Hispanic Caribbean (CAR\_H), Caribbean (CARIB), China-Taiwan (CI\_TW), and Cyprus-Greece (CY\_GR). The interface indicates '0 items selected' and '34 items' are available. At the bottom right, there is a 'Treat as Selection' dropdown menu and a 'Submit' button.

### Run Your Count

After you make your targeting selections you can see immediately the total number of records available.

You can choose to order the count, add or delete criteria, or further break it down for a subset.

For your reference, the count is also emailed to you.

The count is saved so you can view, clone or edit it at a later date.

10,110,203  
Political Voter File

Run Breakdown Order

Your Count De-dupe

1. GENERAL

a. Age  
IN (21, 22, 23, 24, 25, and 25 more) X

2. DEMOGRAPHIC

a. Homeowner  
Home Owner X  
Renter X

b. Presence of Children  
X - With Children X

CREATE SUBSET

Subject: COUNT: 10 CarolCount\_for Materials Result

**MediaOneLLC**

Hi Carol Lustig,

Below you will find your count result and filters summary.

**Total Amount** 10,110,203 records  
**De-dupe Fields** none

**Order Filters**

- GENERAL
  - Age
    - IN (21, 22, 23, 24, 25, and 25 more)
- DEMOGRAPHIC
  - Homeowner
    - Home Owner
    - Renter
  - Presence of Children
    - X - With Children

Please let us know if you have any questions or concerns.  
Thank you.

## Suppression & Merge/Purge

You can easily and securely upload your own file. Then you can use the same one on all mailings or upload different files for each project.

You can also choose to include or suppress previous orders.



### Append

Imagine being able to append your own file with just the click of a mouse!

Now appending your data is as easy as uploading your file.



# Web-Based Count & Order System



*Fresh Data. Direct From the Source.*