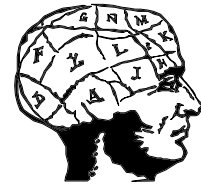


# The First Place for Voter File Information

# The National Political DataBase



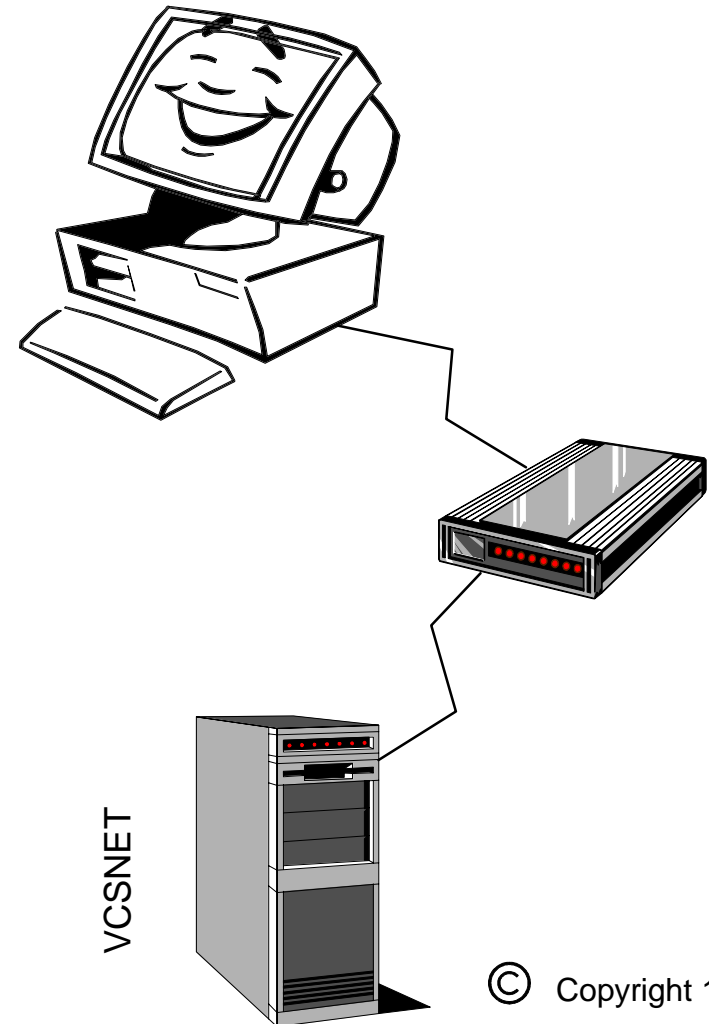
by VCS

# Counts at your Fingertips

The VCS count system starts with the National Political DataBase, the internal VCS system of statistics and information. This information covers every voter in the VCS National Voter File, and can be found 24 hours a day, seven days a week on the VCS Web Site, [The First Place for Voter Files](#). Some of the information can be accessed free of charge on the public area of the Web Site, but only VCS Representatives can access the **VCSNET** portion for the complete power of the National Political DataBase. Included are over 300 different demographic breakdowns of voters for every precinct and district, both voter and household counts. **This writeup covers the VCSNET portion of web access to the National Political DataBase.**

You can connect to the VCS Web Site and **VCSNET** via the World Wide Web from your own personal computer and have all this information available, at your fingertips, 24 hours a day, seven days a week. You can print it, download it or just view it whenever the need arises. No need to wait days or even hours for a critical count to get a go-ahead on a mailing and start ordering the printing! You can get it immediately from the VCS National Political DataBase.

VCS has more than 20 years experience providing people who work in campaigns with the kind of counts that they need. The National Political DataBase is the fourth generation of VCS Statistics Systems, developed with the knowledge gained in these experiences. It is designed especially for political campaign people, who are interested in the practical application of the numbers and want them quick and simple. This is not a system designed just for computer experts, although the experts love it.



# Look Up the File Status

The VCS National Voter File is the largest independently maintained single format voter file in the country. It consists of approximately 100 million voters, from coast to coast. But voter files, like eagles, don't flock, you have to put them together piece by piece. VCS has been doing that for 25 years. We work with hundreds of State, County and City governments across the country to get the best data and to produce the most effective voter files.

Voter files must be pieced together, sometimes as fine as city by city, so the age and data availability may not be the same for all areas of the file. When you are interested in information and counts you want to know about a specific area. You need to know the details about the specific VCS file there. We make it as easy as possible for you to do just that.

You may need more specific information on the age of the files and the data available in your area of interest. A good place to start is with the **File Status: All Counties**. This will give you information on when each county file was acquired as well as information on what data is available on a county by county (or city by city) basis. Many vendors are hesitant to be forthcoming about the exact details of their voter files. Don't settle for less, insist on the facts!

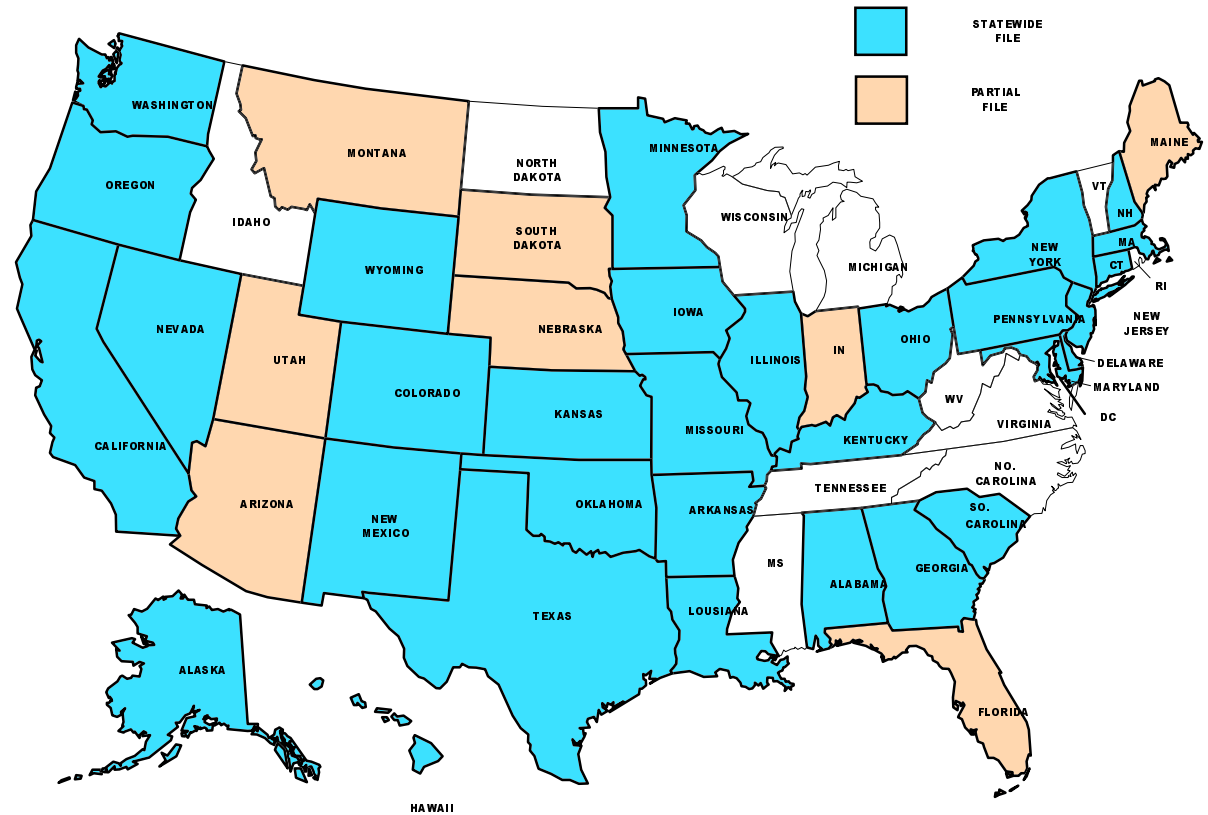
The key to voter file data is Counts! **The National Political DataBase** gives lots of different counts in lots of different formats. There are several report formats to choose from, and tailoring available within the formats. All of this helps make VCS and the VCS Web Site **The First Place for Voter Files**.



# Pick a State, Any State

Start by selecting the State where your area is located. VCS's nationwide file extends from Coast to Coast, and contains voter files for most states. If we don't have the area you need, give us a call, we'll be glad to consider adding it.

Just click on the colored area of any state or on the name of the state. You're off to find a wealth of information, and find out why the VCS Web Site is [The First Place for Voter Files](#).



# The First Place for State Voter File Information

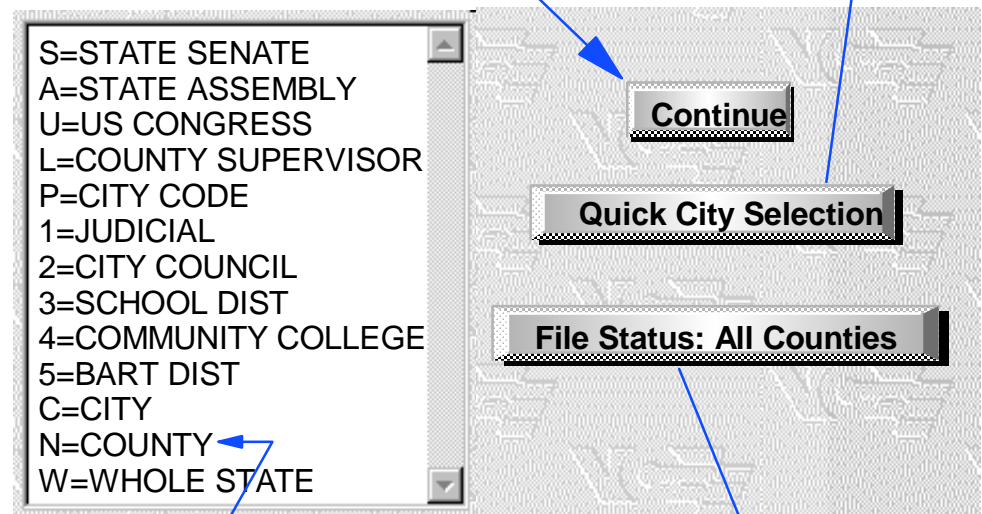
After you pick a state you will see a table of jurisdictional codings available, along with some other buttons that provide additional data. You can choose the **File Status: All Counties** button to check on the detailed File Status in the State county by county, or the **Quick City Selection** to see a list of all cities, statewide, regardless of county.

If you are ready to prepare a report you need to choose the jurisdiction and district that covers your area. VCS can provide up to ten different jurisdictional codings for every state, in addition to City, County, and statewide reports. The jurisdictions listed at the right are those available in California.

First, choose a jurisdiction by clicking on any entry in the table (it will highlight). Then press **Continue** to proceed to the next page and specify the specific district within this jurisdiction. While common jurisdictions, such as US Congress, are coded statewide, others, like County Supervisor, are coded within County. Some, like City Council, are coded within city. If you pick a jurisdiction type that requires you to specify county and/or city you will be asked to do so in an additional screen before you select the district.

When you've selected a jurisdiction click **Continue** to proceed to the next page to select the district

Click here to check all cities, statewide



Click on **N=COUNTY** to check specific information on each county

Click on this button to check the File Status in this State, county by county



# Check the Exact Data Available In Your Area

In most areas of the United States the process of voter registration is a county function. This means we must go to each county to get a new voter file, then convert it into our standard format for all voter files. In many states it is now possible to get a single statewide file in one format, but that doesn't always mean that the same data is available in every county.

Rarely are two counties the same in exactly how they keep voter files, or even in the specific data that they collect for each voter. Some may have birth and registration dates, while others will not. Some may collect phones, who voted in past elections, county of birth, etc. Some have nothing more than name and address available on their files.

When you are ready to use a voter file in a specific area it is important to know what is available and when the file was obtained. This information is available quickly and in detail from the **Additional file information** pages. Select **N=County** and then click the **Additional file information** button. Before you begin to generate Demographic Reports or order product it is helpful to understand what data is available in your area.

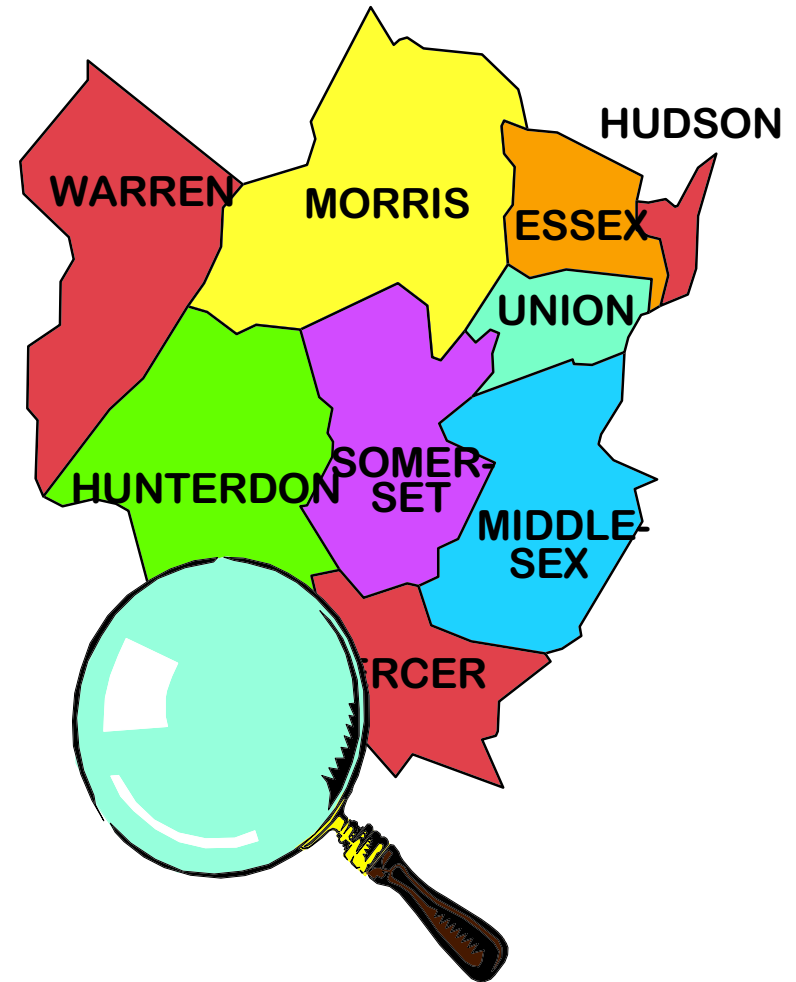


# View Specific Information on Each County

For more detailed information about the file in any specific county select **N=County** and then click the **Additional file information** button.

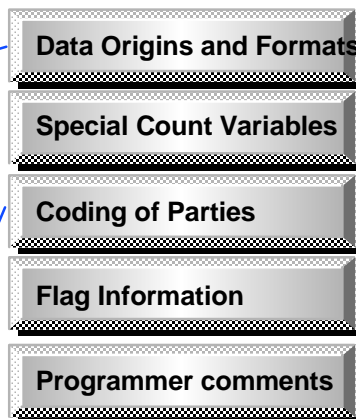
These five items will give you some facts that may be very important when it comes time to specify orders and use product and count reports. The next page shows some examples of these displays.

- 1. Data Origins and Formats.** Some overall counts and date of the data.
- 2. Special Count Variables.** Overall county counts for all Demographic variables that are defined in a non-standard manner in the county.
- 3. Coding of Parties.** In the VCS system Democrats are always coded D and Republicans R, but there can be a variety of other parties. This shows the codes and counts for all parties represented in the county.
- 4. Programmer comments.** The programmer who does the conversion of the voter file can enter any special comments that might be applicable.
- 5. Flag Information.** An alphabetic description for each of the 21 flags that are defined in the county. After selecting a specific flag you can also get a list of all the values that occur in that flag in the county.



# Using the Menu for Additional file information

```
62097 FILE WRITTEN 18:25
62097 DATE CONVERTED
62097 DATE OF DATA
86247 TOTAL VOTERS
86235 BIRTH DATES
83937 CARRIER ROUTED
29408 ETHNIC CODED
76995 GENDER CODED
62385 VOTER PHONES
86021 VOTER REG DATES
```



.Var#.	.Count.	...Description...
100	198	JAPANESE
101	6335	IRISH
102	3889	HISPANIC
103	2885	ITALIAN
104	724	CHINESE
105	4928	JEWISH
158	1727	DEM HHs HISPANIC
161	1987	DEM HHs JEWISH
288	13667	D VTD 92 OR 94P
289	10936	HH D VTD 92 OR 94P
290	29239	VTD 92 & 94G
291	20801	HH VTD 92 & 94G
303	3711	HH VT ABS 94 PRIM
306	2528	D VT ABS 94 PRIM
307	2066	HH D VT ABS 94 P
308	63733	VTD 94G OR REG AF
309	48276	HH VT 94G OR REG AF
318	1288	INCOME \$ 0-30K
320	2216	INCOME \$30-50K
326	15543	FEM AGE 35 - 54
327	15508	HH FEM AG 35 - 54
330	7043	FEM AGE 65 & OVER
331	7021	HH FEM AG 65 & OVER
332	1760	FEM HISP
333	1686	HH FEM HISP
342	378	FEMALE ASIAN
343	359	HH FEMALE ASIAN
344	3992	GREENS
345	3903	HH GREENS

Next  
Page

Party.	.Count.	...Description...
	3	PARTY =
AI	2031	PARTY = AI
D	40976	PARTY = D
GR	3992	PARTY = GR
HU	2	PARTY = HU
LI	663	PARTY = LI
NA	4	PARTY = NA
NL	112	PARTY = NL
NP	10990	PARTY = NP
PF	638	PARTY = PF
R	26387	PARTY = R
RM	449	PARTY = RM

PRIMARY VOTER DEFINITION (FLAG 16):  
 WHEN PRIMARY HISTORY IS AVAILABLE, PRIMARY VOTER IS ANYONE WHO VOTED IN EITHER 92P OR 94P OR 93G OR VOTED IN BOTH 92G AND 94G.  
 WHEN BOTH GENERALS ARE NOT AVIALABLE, PRIMARY VOTER IS ANYONE WHO VOTED IN EITHER 92G OR 94G.  
 WHEN NO HISTORY IS AVAILABLE, PRIMARY VOTER IS ANYONE AGE 55+ OR REGISTERED BEFORE 1985.  
 WHEN NO HISTORY, BIRTHDATE OR REGISTRATION DATA IS AVAILABLE, PRIMARY VOTER IS ANYONE WITH A VERIFIED PHONE (FLAG 21).

# Using the Flag Information Page

Flag	Description
1	1991 VOTE HISTORY
2	1992 VOTE HISTORY
3	1993 VOTE HISTORY
4	1994 VOTE HISTORY
5	1995 VOTE HISTORY
6	1996 VOTE HISTORY
7	1987 VOTE HISTORY
8	1988 VOTE HISTORY
9	1989 VOTE HISTORY
10	1990 VOTE HISTORY
11	TOTAL ABSENTEES
12	COUNT OF THOSE WHO VOTED ABSENTEE IN 92
13	COUNT OF THOSE WHO VOTED ABSENTEE 93 OR 95
14	COUNT OF THOSE WHO VOTED ABSENTEE IN 94
15	COUNT OF THOSE WHO VOTED ABSENTEE IN 96
16	PRIMARY VOTER
17	COUNT OF THOSE WHO VOTED IN THE 1994 GENERAL
18	MEDIAN FAMILY INCOME FLAG
19	COUNT OF NUMBER OF ELECTIONS VOTED
20	RANGE OF ASSESSED VALUE OF HOME
21	PHONE MATCH FLAG

In the VCS files most information on individuals is stored in 21 individual "flags" that are available for every voter. There are some general definitions for most of the flags, but usage can be different for every file converted if lots of voter specific information is available in a local area.

If you are interested in voting in past elections, absentee ballot usage, home ownership, median income, etc., the place to look is in the detailed flag usage for your area. Use the **Flag Information** Page to get this specific detail.

FLAG	4	1994 VOTE HISTORY
..Count..	.Value.	...Description...
12770	FLAG 04=1	VOTED PRIMARY
216867	FLAG 04=2	VOTED GENERAL
203718	FLAG 04=3	VOTED PRIMARY AND GENERAL
	04=4	VOTED SPECIAL
	04=5	VOTED PRIMARY AND SPECIAL
	04=6	VOTED GENERAL AND SPECIAL
	04=7	VOTED PRIMARY, GENERAL AND SPECIAL

Find Values

You can even get the detail of what values occur in the county for each flag, with a count of how many voters have that specific value. This is quick and important information for planning general targeting approaches. Highlight a specific flag and click the **Find Values** button.

FLAG	21	PHONE MATCH FLAG
..Count..	.Value.	...Description...
79903	FLAG 21=B	ADDED FROM 1994 PHONE FILE
8909	FLAG 21=C	ADDED FROM 1992 PHONE FILE
12951	FLAG 21=D	ADDED FROM 1990 PHONE FILE
16104	FLAG 21=F	UPDATED FROM 1994 PHONE FILE
775	FLAG 21=N	UPDATED FROM 1992 PHONE FILE
484	FLAG 21=P	UPDATED FROM 1990 PHONE FILE
43278	FLAG 21=T	ADDED/UPDATED FROM OLDER PHONE FILE
129936	FLAG 21=V	COUNTY SUPPLIED PHONE, VERIFIED BY PHONE MATCH

# So What's the Count on It?

The important thing about the VCS **National Political DataBase** is that it gives you the counts you need! Quickly, easily and accurately, with no fuss or bother! And you don't have to leave your desk to get them.

The Reports by Jurisdiction portion of the **National Political DataBase** allows you to produce six very different reports that will organize the DataBase information in a form to meet your needs. These reports are the **Summary Report, Voter Counts, Household Counts, Counts by Party, Precinct Synopsis, and User Defined Report.**

The following pages give some examples of the reports and explain the kind of situations where you might find them useful. The number of different alternatives for variables and report options seems endless, they can be tailored and adapted to look the way you need them for your reference or to incorporate into your presentations.

All the reports can be viewed on the screen while you are connected to **VCSNET** portion of the VCS Web Site, printed from the web site with your browser, or generated as download files so that you or others can download them to your own computer for later viewing or printing. You can also import the downloaded reports into Word Processors or Spreadsheets, to allow further formatting or calculations and analysis. A special formatting option is available on downloading for easy importing.

**Get the counts you need, when you need them!**

Let **VCSNET**

**CHANGE THIS**



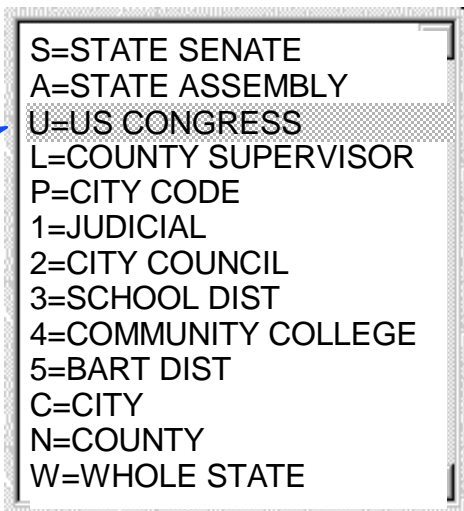
into this



*The VCS count for households in the 3rd Congressional that have both a male and a female, and at least one Democrat who voted in last year's Primary Election is 28,543. If you add General Election voters the count goes up to 50,745.*

## First, Select a Jurisdiction

**Highlight a Jurisdiction**  
**Click Continue**



S=STATE SENATE  
A=STATE ASSEMBLY  
U=US CONGRESS  
L=COUNTY SUPERVISOR  
P=CITY CODE  
1=JUDICIAL  
2=CITY COUNCIL  
3=SCHOOL DIST  
4=COMMUNITY COLLEGE  
5=BART DIST  
C=CITY  
N=COUNTY  
W=WHOLE STATE

**Continue**

Click on U=US CONGRESS and it will highlight. You have now selected the US Congress jurisdiction coding for your report.


After you select the jurisdiction and click **Continue** you will proceed to the page to select the district within that jurisdiction.

# Pick Your District

**Then, Select a District Within that Jurisdiction**

**Pick Your District**  
**Click Continue**

Click on 05 and it will highlight. You have now selected US Congress District 05 for your report.



01 (Frank Riggs )  
02 (Wally Herger )  
03 (Vic Fazio )  
04 (John Doolittle )  
05 (Robert Matsui )  
06 (Lynn Woolsey )  
07 (George Miller )  
08 (Nancy Pelosi )  
09 (Ronald Dellums )  
10 (Ellen Tauscher )  
11 (Richard Pombo )  
12 (Tom Lantos )  
13 (Fortney Pete Stark )  
14 (Anna Eshoo )

**Continue**

After you've selected a district click **Continue** to proceed to the next page to specify the report

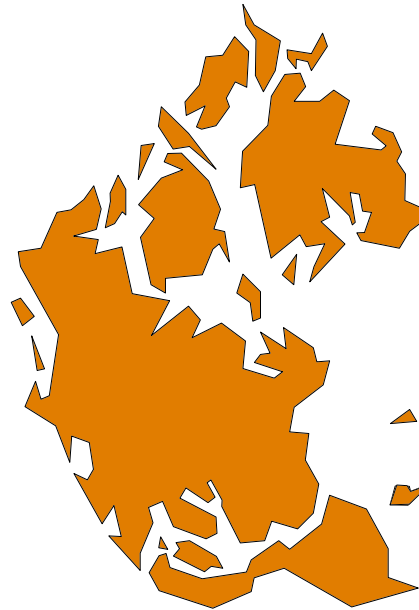
# Get a Quick Snapshot

You can get a quick snapshot of the district you are interested in by clicking on the **Summary Report** button:

**Summary Report**

This report will give a compact summary of the district as a whole, both voter and household figures. You get counts by political affiliation, age, phones, flags, ethnic, registration date and gender.

The data in eight different individual voter flags will be included in the report. The specific eight of the twenty-one available are set as a standard for the State. Check the **Flag Information** button within the **Additional file information** page to see what data is in each flag for individual counties within the district.



# S.1 THE ONE PAGE SUMMARY REPORT

Count of number of voters with values other than space in the 8 selected voter flags.

Number of voters by Party Affiliation, together with count of voters with phones, under 25, and 65 or older. Also the number of precincts in the district.

VOTER CONTACT SERVICES

State = NJ      LEGISLATURE(S) = 17      Date: Jun 27, 1997

Summary Voter File Statistics

VOTER COUNTS:

			Flag		
Reps	9,276	9.6%	2. 92	VOTE HIST	14,069 14.5%
Dems	26,899	27.8%	3. 93	VOTE HIST	9,111 9.4%
Inds	60,554	62.6%	4. 94	VOTE HIST	9,318 9.6%
Total	96,729	100.0%	5. 95	VOTE HIST	6,684 6.9%
Phones	54,849	56.7%	14.	ANY PRI	7,385 7.6%
Age < 25	12,680	13.1%	15. 93	OR 95G	9,818 10.2%
Age => 65	2,384	2.5%	16. 93 &	95G	2,337 2.4%
Precincts	150		17. 93	NT 95G	3,376 3.5%

Counts of total households by different combinations of political parties in the household.

HOUSEHOLD COUNTS:

At least 1:		Combinations:	
Reps	7,038	Rep/Dem	25,816
Dems	19,696	Rep/Ind	54,017
Inds	48,898	Dem/Ind	63,975
Total	68,465	Voters/Hhold	1.41

Household counts for various demographic groups, with breakdown by political party in the household.

EXTENDED STATISTICS: (by Household)

	Rep.	Dem.	Ind.	Total
OVER 55	327	901	3,232	4,395
Hhs REG > 96	10	68	977	1,054
Hhs ASIANS	94	195	1,352	1,540
Hhs IRISH	542	1,357	3,226	4,578
Hhs SPANISH	313	931	4,317	5,237
Hhs ITALIAN	751	1,546	4,040	5,628
Hhs E. EUROPE	634	1,159	2,740	4,057
Hhs JEWISH	538	1,704	3,281	4,954
CARRIER ROUTE	6,916	19,267	41,517	60,562
MALE	4,012	9,718	22,129	34,374
FEMALE	4,146	12,623	24,481	39,767
PHONES	5,129	12,939	21,549	34,237
92 VOTE HIST	1,710	5,364	3,767	9,838
93 VOTE HIST	1,311	3,981	1,875	6,695
94 VOTE HIST	1,483	3,957	1,880	6,785
95 VOTE HIST	1,211	2,861	1,265	4,981
ANY PRI	1,494	4,252	24	5,675
93 OR 95G	1,434	3,851	2,599	7,270
93 & 95G	551	799	516	1,696
93 NT 95G	319	1,274	1,408	2,872

Counts for households where at least one voter in the household has a value other than space in the 8 selected voter flags.

# Or a Complete Summary

You can get a complete summary of all the available variables in the district by using the three reports **Voter Counts, Household Counts and Counts by Party**.

The VCS **National Political DataBase** consists of 347 total variables for every precinct and district in the VCS National Voter File. Of these, 281 are standard variables, that are the same in every precinct, nationwide. The remaining 66 are defined differently in every state, to fit the unique conditions in that state at that time. A total of 144 are counts of voters and 203 are counts of households.

You can get an overall total for each of these variables in the district you are interested in with these three reports.. They are much larger reports than the **Summary Report**, it would take 9 screens to view all of them on-line. The **Voter Counts** report contains all 144 counts of individual voters, the **Household Counts** contains 101 counts of households, and the **Counts by Party** gives a total of 136 household counts in a yxz matrix. Of these, 34 are repeated from the **Household Counts** report.

You might find it useful to print or download these three reports for future reference, since this is the list of 347 variables that are available various combinations in the **User Defined Report**.



# S.2 VOTER COUNTS

Attribute	Voter count	Attribute	Voter count
1. REP VOTERS	133360	73. DEM VOTED 95 PRI	0
2. DEM VOTERS	154297	74. DEM VOTED 96 PRI	22952
3. IND VOTERS	21560	75. DEM VOTED 87 PRI	0
4. TOTAL VOTERS	309217	76. DEM VOTED 88 PRI	30827
5. TOTAL PHONES	203737	77. DEM VOTED 89 PRI	0
6. AVERAGE AGE	50	78. DEM VOTED 90 PRI	47020
7. VOTERS/ BUILDINGS	19	79. FEMALES	163010
8. 91 VOTE HIST	63222	80. MRS TITLE	8
9. 92 VOTE HIST	248597	81. MISS TITLE	0
10. 93 VOTE HIST	23262	82. REP WOMEN	66548
11. 94 VOTE HIST	111958	83. DEM WOMEN	86746
12. 95 VOTE HIST	3801	84. REP PHONES	87579
13. 96 VOTE HIST	71063	85. DEM PHONES	103767
14. 87 VOTE HIST	51893	86. AGE < 25	15327
15. 88 VOTE HIST	139077	87. AGE 25-34	53027
16. 89 VOTE HIST	16053	88. AGE 35-44	68996
17. 90 VOTE HIST	146095	89. AGE 45-54	57377
18. GENS VTD	269056	90. AGE 55-64	39749
19. PRIS VTD	154354	91. AGE => 65	74611
20. BIRTHPLC	309217	92. AGE NOT CODED	130
21. VTD 91/93	79453	93. REG DATE 1993-94	28296
22. REG 11/92	29061	94. REG DATE 1991-92	79929
23. BORN CUBA	760	95. REG DATE 1989-90	24577
24. BORN WEST	290318	96. REG DATE 1981-88	89493
25. BLACK	96789	97. REG DATE 1971-80	51232
26. RACE CODE	294469	98. REG DATE PRE 1971	35670
27. MED FAM INCOM	147378	99. REG DATE OTHER	20
28. ORG OF PHONES	175434	100. JAPANESE	304
29. VOTED 91 PRIMARY	0	101. IRISH	25657
30. VOTED 92 PRIMARY	101345	102. HISPANIC	8128
31. VOTED 93 PRIMARY	0	103. ITALIAN	10787
32. VOTED 94 PRIMARY	51953	104. CHINESE	2930
33. VOTED 95 PRIMARY	0	105. JEWISH	17071
34. VOTED 96 PRIMARY	37151	106. VOTERS/ HOUSEHLDs	142
35. VOTED 87 PRIMARY	0	107. 1 FAM BUILDINGS	218350
36. VOTED 88 PRIMARY	51260	108. 2 FAM BUILDINGS	49539
37. VOTED 89 PRIMARY	0	109. 3-6 FAM BUILDINGS	15366
38. VOTED 90 PRIMARY	72412	110. 7-14 FAM BUILDINGS	3918
39. VOTED 91 GENERAL	0	111. > 14 FAM BUILDINGS	22044
40. VOTED 92 GENERAL	242567	282. R VTD 90 & 92P	16929
41. VOTED 93 GENERAL	0	284. D VTD 90 & 92P	34008
42. VOTED 94 GENERAL	109583	286. I VTD 90 & 92P	406
43. VOTED 95 GENERAL	0	288. B VTD 90 & 92P	0
44. VOTED 96 GENERAL	67134	290. F VTD 90 & 92P	26426
45. VOTED 87 GENERAL	0	292. P VTD 90 & 92P	39943
46. VOTED 88 GENERAL	134927	294. R VTD 90 & 92G	45725
47. VOTED 89 GENERAL	0	296. D VTD 90 & 92G	66404
48. VOTED 90 GENERAL	126702	298. I VTD 90 & 92G	4547
49. VOTED 91 SPECIAL	63222	300. B VTD 90 & 92G	0
50. VOTED 92 SPECIAL	90825	302. F VTD 90 & 92G	62201
51. VOTED 93 SPECIAL	23262	304. P VTD 90 & 92G	85308
52. VOTED 94 SPECIAL	1	306. R VTD 91 & 93	2231
53. VOTED 95 SPECIAL	3801	308. D VTD 91 & 93	4606
54. VOTED 96 SPECIAL	17096	310. I VTD 91 & 93	194
55. VOTED 87 SPECIAL	51893	312. B VTD 91 & 93	0
56. VOTED 88 SPECIAL	75005	314. F VTD 91 & 93	3712
57. VOTED 89 SPECIAL	16053	316. P VTD 91 & 93	5534
58. VOTED 90 SPECIAL	38084	318. R VTD 92G OR R92+	118810
59. REP VOTED 91 PRI	0	320. D VTD 92G OR R92+	134336
60. REP VOTED 92 PRI	39198	322. I VTD 92G OR R92+	18256
61. REP VOTED 93 PRI	0	324. B VTD 92G OR R92+	0
62. REP VOTED 94 PRI	24984	326. F VTD 92G OR R92+	143651
63. REP VOTED 95 PRI	0	328. P VTD 92G OR R92+	182437
64. REP VOTED 96 PRI	13591	330. R 92NOT90 OR R90+	79139
65. REP VOTED 87 PRI	0	332. D 92NOT90 OR R90+	74886
66. REP VOTED 88 PRI	19513	334. I 92NOT90 OR R90+	15643
67. REP VOTED 89 PRI	0	336. B 92NOT90 OR R90+	0
68. REP VOTED 90 PRI	24316	338. F 92NOT90 OR R90+	88753
69. DEM VOTED 91 PRI	0	340. P 92NOT90 OR R90+	104563
70. DEM VOTED 92 PRI	60165	342. HISP 90 OR 92P	2330
71. DEM VOTED 93 PRI	0	344. HISP 90 OR 92G	6160
72. DEM VOTED 94 PRI	26003	346. HISP 91 OR 93	1466

When you are counting votes, you are counting individual voters. They cast ballots, and all of them count the same. Most demographic descriptions really apply to voters. They are Republican or Democrat, male or female, young or old, rich or poor, voted last year or didn't. And VCS has lots of counts of individual voters to help plan how to craft a majority.

These are the 144 different counts of voters for every precinct and district in the **National Political DataBase**.

These counts are available only at a district summary level in the **Voter Counts** report. By utilizing the **User Defined Report** it is possible to get any of these counts for every precinct in the district, or for other jurisdictions summarized within the district.

# S.3 HOUSEHOLD COUNTS

People live in households, and most campaign activities are directed towards households. Mail is delivered to households, phones ring in households, canvassers walk to the doors of households. Planning these specific campaign activities requires lots of counts of different kinds of households. And VCS has lots of counts of households to help plan your campaign activities effectively.

These are 101 different counts of households that are available for every precinct and district in the **National Political DataBase**. There are an additional 102 counts of households that are available in the **Counts by Party** report, along with 34 of these counts.

These counts are available only at a district summary level in the **Household Counts** report. By utilizing the **User Defined Report** it is possible to get any of these counts for every precinct in the district, or for other jurisdictions summarized within the district.

Attribute	Household count	Attribute	Household count
112. TOTAL HHS	219630	265. DEM HHS VOTED 91P	0
113. REP HHS	101059	266. DEM HHS VOTED 92P	47157
114. DEM HHS	119464	267. DEM HHS VOTED 93P	0
115. IND HHS	18869	268. DEM HHS VOTED 94P	20504
116. R-D HHS	206009	269. DEM HHS VOTED 95P	0
117. R-I HHS	116916	270. DEM HHS VOTED 96P	19101
118. D-I HHS	135784	271. DEM HHS VOTED 87P	0
221. HHS OVER 55	84524	272. DEM HHS VOTED 88P	24491
222. HHS REG < 80	53841	273. DEM HHS VOTED 89P	0
223. HHS REG > 92	23742	274. DEM HHS VOTED 90P	36920
224. HHS JAPANESE	210	275. HHS > 1 MALE	6478
225. HHS IRISH	18217	276. HHS > 1 FEMALE	6766
226. HHS HISPANIC	5880	277. UNDEFINED VALUE	19813
227. HHS ITALIAN	7577	278. UNDEFINED VALUE	22178
228. HHS CHINESE	2110	279. UNDEFINED VALUE	637
229. HHS JEWISH	11892	280. HHS 1MIW AGE 20-50	28878
230. HHS CAR RT	192060	281. UNDEFINED	0
231. HHS MALE	134917	283. R HH VTD 90 & 92P	13463
232. HHS FEMALE	155752	285. D HH VTD 90 & 92P	27011
233. HHS PHONE	136436	287. I HH VTD 90 & 92P	377
234. HHS 91 VOTE HIST	46448	289. B HH VTD 90 & 92P	0
235. HHS 92 VOTE HIST	175557	291. F HH VTD 90 & 92P	26116
236. HHS 93 VOTE HIST	17103	293. P HH VTD 90 & 92P	29999
237. HHS 94 VOTE HIST	77878	295. R HH VTD 90 & 92G	35160
238. HHS 95 VOTE HIST	3286	297. D HH VTD 90 & 92G	51193
239. HHS 96 VOTE HIST	53705	299. I HH VTD 90 & 92G	3928
240. HHS 87 VOTE HIST	38775	301. B HH VTD 90 & 92G	0
241. HHS 88 VOTE HIST	99603	303. F HH VTD 90 & 92G	60802
242. HHS 89 VOTE HIST	11978	305. P HH VTD 90 & 92G	59485
243. HHS 90 VOTE HIST	105298	307. R HH VTD 91 & 93	1772
244. HHS GENS VTD	189640	309. D HH VTD 91 & 93	3622
245. HHS PRIS VTD	111715	311. I HH VTD 91 & 93	171
246. HHS BIRTHPLC	219630	313. B HH VTD 91 & 93	0
247. HHS VTD 91/93	58206	315. F HH VTD 91 & 93	3657
248. HHS REG 11/92	24347	317. P HH VTD 91 & 93	4078
249. HHS BORN CUBA	635	319. R HH 92G OR R92+	89915
250. HHS BORN WEST	206770	321. D HH 92G OR R92+	103998
251. HHS BLACK	63818	323. I HH 92G OR R92+	15918
252. HHS RACE CODE	207763	325. B HH 92G OR R92+	0
253. HHS MED FAM INCOM	95858	327. F HH 92G OR R92+	137756
254. HHS ORG OF PHONES	114618	329. P HH 92G OR R92+	123073
255. REP HHS VOTED 91P	0	331. R HH 92N 90/R92+	63884
256. REP HHS VOTED 92P	30573	333. D HH 92N 90/R92+	63474
257. REP HHS VOTED 93P	0	335. I HH 92N 90/R92+	13970
258. REP HHS VOTED 94P	19174	337. B HH 92N 90/R92+	0
259. REP HHS VOTED 95P	0	339. F HH 92N 90/R92+	86183
260. REP HHS VOTED 96P	11199	341. P HH 92N 90/R92+	78109
261. REP HHS VOTED 87P	0	343. HISP HH 90 OR 92P	1747
262. REP HHS VOTED 88P	15405	345. HISP HH 90 OR 92G	4417
263. REP HHS VOTED 89P	0	347. HISP HH 91 OR 93	1086
264. REP HHS VOTED 90P	19177		

# S.4 COUNTS BY PARTY

VCS Counts Inquiry 6/27/97, STATE = FL, US CONGRESS(U) = 04

The Counts by Party report contains 134 different counts of households that are available for every precinct and district in the **National Political DataBase**. This report contains 34 counts that are also available in the **Household Counts** report, along with an additional 102 counts of households that are not available there.

This report presents household counts for 34 different Demographic Groups shown in four columns -- Republican, Democrat, Independent and Total. The 34 counts in the Total column are the ones that are duplicated on the **Household Counts** report.

Attribute	Republican	Democrat	Independent	Total
119. HHS OVER 55	33605	50878	4416	84524
120. HHS REG < 80	15596	39575	1349	53841
121. HHS REG > 92	12553	9034	3068	23742
122. HHS JAPANESE	103	107	27	210
123. HHS IRISH	8441	9874	1697	18217
124. HHS HISPANIC	2832	2909	668	5880
125. HHS ITALIAN	3703	3762	837	7577
126. HHS CHINESE	987	1100	202	2110
127. HHS JEWISH	5338	6616	1047	11892
128. HHS CAR RT	88560	105256	16324	192060
129. HHS MALE	62833	63102	11426	134917
130. HHS FEMALE	64465	83895	9590	155752
131. HHS PHONE	63615	76905	10547	136436
132. HHS 91 VOTE HIST	12216	35589	902	46448
133. HHS 92 VOTE HIST	80025	98023	12975	175557
134. HHS 93 VOTE HIST	7114	10163	1005	17103
135. HHS 94 VOTE HIST	37558	42605	4985	77878
136. HHS 95 VOTE HIST	1376	1920	93	3286
137. HHS 96 VOTE HIST	22303	32566	2284	53705
138. HHS 87 VOTE HIST	14102	25935	1079	38775
139. HHS 88 VOTE HIST	41469	60868	4947	99603
140. HHS 89 VOTE HIST	4739	7466	443	11978
141. HHS 90 VOTE HIST	44186	63901	4720	105298
142. HHS GENS VTD	87554	104595	14561	189640
143. HHS PRIS VTD	47869	67866	3475	111715
144. HHS BIRTHPLC	101059	119464	18869	219630
145. HHS VTD 91/93	17545	42104	1735	58206
146. HHS REG 11/92	12816	9325	3149	24347
147. HHS BORN CUBA	405	215	42	635
148. HHS BORN WEST	94714	113237	17446	206770
149. HHS BLACK	26690	39574	4833	63818
150. HHS RACE CODE	100152	108901	18097	207763
151. HHS MED FAM INCOM	45843	53544	7674	95858
152. HHS ORG OF PHONES	55012	63918	9116	114618

# S.5 PRECINCT SYNOPSIS

The **Precinct Synopsis** is quick report to give some basic facts about the district.

A district can span a number of counties, which may have been acquired at different times. The first two lines show the oldest and newest data that is included in the district. Often the two dates are the same, indicating that all the data was acquired at the same time, possibly that the entire district is in a single county. The total count of voters and households is also given, as well as the number of precincts.

Next the first and last ten precincts in the district are listed. This helps check quickly if the entire district is in one county, and also shows the general structuring of precinct numbering in the area.

VCS Counts Inquiry STATE = NY, US CONGRESS(U) = 24

Oldest data 03/07/97  
Newest data 03/07/97  
Voter count 294903  
Hhold count 201988  
528 precincts

First 10 precincts

Last 10 precincts

10 01 00001	46 31 00003
10 01 00002	46 32 00001
10 02 00001	46 32 00002
10 02 00002	46 33 00001
10 02 00003	46 33 00002
10 03 00001	46 33 00003
10 03 00002	46 33 00004
10 03 00003	46 33 00005
10 04 00001	46 33 00006
10 04 00002	46 33 00007

# Or Have it Your Way

To get the maximum data and flexibility from the **National Political DataBase**, choose the **User Defined Report**.

You can choose various options and variables for this report so that you can **Have it Your Way!** Not only can you select the state, jurisdiction and district of interest, you can also dictate exactly which variables will appear on the report and how they will be subtotaled within the district. This flexibility allows you to tailor the right report for a variety of different requirements.

Users are finding different ways to define these reports and use them everyday. These reports are especially easy to import into a Spreadsheet application, for sorting or combining with other data. They can also be imported into most Word Processors so that they can be incorporated in reports, campaign plans, strategy briefings, etc.

The following pages show a few examples of real **User Defined Reports** that various users have found useful in their campaign situations. Every political campaign is different, and this report will easily adapt to meet your changing needs for prompt and accurate data.



# S.6 THE USER DEFINED REPORT

New Jersey  
Legislative 6

## 8 Variables, Summary on City within District

The **User Defined Report** allows you to pick the variables you want and display the counts by any number of political jurisdictions. In the example below, the campaign wanted to look at New Jersey Legislative District 6. Their polling showed that older voters, Hispanics, and women were key groups. By looking at these counts by town they were able to organize their mailings and walks. By adding voter history they could also look at turnout differences among the towns.

Jurisdiction and District that the report covers.

Eight voter count variables have been selected to compare key target groups. town by town.

VCS STATS 6/28/97, for NJ, selected on LEGISLATURE(S) = 06

COUNTY / CITY	TOTAL VOTERS	TOTAL PHONES	FEMALES	REP VOTERS	DEM VOTERS	VOTED 91 GENERAL	SPANISH	AGE => 65
04 01 AUDOBON	5626	3746	2999	1000	1619	2366	119	1291
04 02 AUDOBON PARK	745	423	433	51	521	311	17	212
04 05 BERLIN BORO	3455	2150	1759	750	759	1352	87	682
04 06 BERLIN TOWNSHI	2459	855	1241	242	861	922	80	440
04 09 CHERRY HILL	43582	29245	21935	7500	13218	20352	1172	9835
04 11 CLEMENTOWN	2429	1331	1308	394	640	911	40	504
04 12 COLLINGSWOOD	8395	5160	4483	1513	2324	3284	239	1823
04 13 GIBBSBORO	1504	941	749	259	636	886	33	227
04 16 HADDON TOWNSHI	9902	6293	5204	2095	2859	4637	183	2872
04 17 HADDONFIELD	8270	5789	4249	2246	1780	3636	120	1766
04 18 HADDON HEIGHTS	5094	3480	2701	1172	1303	2596	80	1339
04 24 MERCHANTVILLE	2135	1388	1132	498	509	865	59	443
04 26 OAKLYN	2545	1591	1331	385	902	1256	46	631
04 28 PINE HILL	4744	2461	2511	543	1359	1825	114	732
04 29 PINE VALLEY	15	0	7	13	2	11	0	7
04 33 TAVISTOCK	11	8	6	6	1	8	0	1
04 34 VOORHEES	14609	8430	7181	1928	3212	4973	443	1894
04 CAMDEN	115520*	73291*	59229*	20595*	32505*	50191*	2832*	24699*
Report Total	115520	73291	59229	20595	32505	50191	2832	24699

City was entered for Level of Detail, so Counts are by City

# S.7 THE USER DEFINED REPORT

California  
Senate 1

## 9 Variable, Summary on County within District

This **User Defined Report** is designed to give an indication of which specific Counties are in the district, and the relative number of voters in each County. In many states the detailed data available on a voter by voter basis will vary from county to county. This is especially true in a varied state like California, with very large and very small counties. This particular report is designed to indicate which key data is available in each county. This allows a specific Voter Contact program to be designed for each county, and indicates where additional data might be gathered for the campaign.

County was entered for Level of Detail, so Counts are by County

Total Voters and Phones by County, showing relative size.

Jurisdiction and District that the report covers.

Indication of availability of past voting history in each County.

Indication of availability of registration and birth dates in each County.

Indication of consistent voters in each County.

VCS STATS 6/28/97, for CA, selected on ST SENATE(S) = 01										
COUNTY	TOTAL VOTERS	TOTAL PHONES	93 VOTE HIST	94 VOTE HIST	96 VOTE HIST	VOTED 96 PRIMARY	AGE NOT CODED	REG DATE OTHER	VTD 92 & 94G	
02 ALPINE	805	122	0	0	0	0	359	805	0	
03 AMADOR	18227	14958	8509	13600	11601	11601	115	2975	11236	
04 BUTTE	112648	87609	39709	59176	42613	42613	249	0	46301	
05 CALAVERAS	22277	4027	0	0	0	0	22277	22277	0	
09 EL DORADO	82081	65514	29852	51143	45413	45413	643	0	35528	
18 LASSEN	13195	10901	5540	6000	5181	5181	174	2	0	
25 MODOC	5930	1380	0	0	0	0	20	2	0	
26 MONO	5898	1015	0	0	0	0	357	22	0	
29 NEVADA	55998	45290	20041	35600	31985	31985	23	0	27504	
31 PLACER	123398	98752	42296	73144	55165	55165	1	0	54090	
32 PLUMAS	12596	10669	5588	8689	7447	7447	0	0	7152	
46 SIERRA	2243	1739	923	1593	1321	1321	102	7	1246	
58 YUBA	24737	10377	0	0	0	0	153	0	0	
Report Total	480033	352353	152458	248945	200726	200726	24473	26090	183057	

# S.8 THE USER DEFINED REPORT

New York  
Congress 2

## 10 Variable, Summary on Assembly within District

Voter counts are important, but many campaign programs -- especially planning and executing mail activities -- require Household counts. This **User Defined Report** is designed to give the Household counts for key mail targets in the district. Household counts are also useful for planning phone bank activities. This report demonstrates another nice feature in the **User Defined Report**,

the ability to summarize on a different jurisdiction Congressional District, but the summary lines are prepared for State Assembly Districts within the Congressional District. Many times a campaign is organized by Assembly District, and these kind of reports provide very accurate information for the planning of each of the sub-campaigns.

Assembly was selected for Level of Detail, so Counts are by Assembly District.

Basic Household counts overall and by party breakdown

Jurisdiction and District that the report covers.

Counts of Households for a variety of key target groups

VCS STATS 6/08/95, for NY, selected on US CONGRESS(U) = 02

ST HOUSE	TOTAL HHs	DEM HHs	D-I HHs	TOTAL HHs ITALIAN	DEM HHs OVER 55	TOTAL HHs OVER 55	HHS AGE 20-50	DEM HHs W PHONE	HH FEMALE HISPANIC	DEM HHs JEWISH
003	8160	2601	5422	1955	687	2101	1961	1953	363	308
005	30101	11131	20197	4351	4058	11150	5052	8004	2525	753
006	3091	1248	2246	648	617	1426	595	988	69	263
007	16025	5586	10578	3320	2230	6017	3084	3989	977	480
008	35312	10428	21601	6508	3849	13801	6667	7505	1226	876
009	8974	3976	6838	1452	1538	3597	1599	3061	227	929
010	23445	8831	15957	5043	3505	9752	4186	6467	802	1136
011	32937	14912	23428	5663	5284	12555	5004	10662	1074	837
Report Total	158045	58713	106267	28940	21768	60399	28148	42629	7263	5582

# S.9 THE USER DEFINED REPORT

Ohio  
Hardin County

## 10 Variable, Full Precinct Detail

In many campaign situations it is important to take spreadsheet programs you can simply open the .rpt detailed planning and execution to the individual file. The data drops right into Spreadsheet columns. precinct level. Just make the regular variable You can perform arithmetic on different columns, selections for a **User Defined Report** and then adding, subtracting, etc., or add additional data, such choose to have the counts presented individually for as past election returns. You can sort the precincts on every precinct in the district. These reports are any single column, and build your own precinct especially useful when they are downloaded and targeting system. Campaign analysis at the precinct then imported into a Spreadsheet program for further level isn't always necessary, but when it is, this report processing. With current versions of most is really a big help for fast, accurate results.

A breakdown of voters by party is selected in the first four columns

Jurisdiction and District that the report covers.

Voter history totals for past elections allow turnout to be calculated in each precinct

Age and ethnic totals can be added in the other columns

Full Precinct Detail was selected so Counts are by Precinct.

VCS STATS 6/08/95, for OH, selected on County(N) = 33

PRECINCT	REP VOTERS	DEM VOTERS	IND VOTERS	TOTAL VOTERS	VOTED 92 PRIMARY	VOTED 94 PRIMARY	VOTED 91 GENERAL	VOTED 92 GENERAL	AGE => 65	JEWISH
33 01 JHX 1-A	87	90	335	512	101	108	160	233	95	29
33 01 JHY 1-B	169	131	329	629	190	188	274	368	139	41
33 01 JHZ 1-C	159	114	230	503	176	157	232	300	201	30
33 01 JIA 2-A	126	79	178	383	136	131	174	213	92	19
33 01 JIB 2-B	353	189	392	934	383	382	499	584	285	59
33 01 JIC 2-C	189	125	170	484	211	202	252	332	143	32
33 01 JID 3-A	124	63	211	398	125	115	156	222	89	29
33 01 JIE 3-B	162	118	349	629	180	144	216	342	118	34
33 01 JIF 3-C	151	100	199	450	164	154	210	273	92	37
33 01 JIG 4-A	107	90	273	470	123	128	172	261	105	28
33 01 JIH 4-B	148	145	413	706	150	169	251	353	131	43
33 01 KENTON CITY	1775*	1244*	3079*	6098*	1939*	1878*	2596*	3481*	1490*	381*

# Print, View or Download

You can **Print** the report directly from your browser after **Viewing**. Click **File**, then **Print**. If you print **Portrait** you can print up to five columns on a **User Defined Report**. By clicking **Properties** after **Print** you may be able to switch your printer to **Landscape**, and get up to eight columns. For more than eight columns you will need to **Download** the report.

You can **View** any report immediately on your browser. Scroll up or down, right or left, and see the entire report. The maximum number of lines for any browser display is 960, so if you specify a **User Defined Report** of more than 960 lines it will stop at that point. In that case it will be necessary to **Download** to see the entire report.

You can also **Download** the report directly from your browser. For a **User Defined Report** you need to click on the

**Write Report for Download**

button. rather than the **Prepare the Report for Viewing** button.

For other reports you can click directly on the **Download** icon on the bottom.

The screenshot shows a web browser window with the title 'Voter Contact Services - Voter File Statistics - Netscape'. The address bar shows the URL 'http://bbi.scorenet.com/cgi-bin/vnrgpr/bvview3.cgi/cgi-bin?action=SurveyReport'. The main content area displays a table of 'EXTENDED STATISTICS: (by Household)'. The table has five columns: 'Category', 'Rep.', 'Dem.', 'Ind.', and 'Total'. The categories listed include 'OVER 55', 'REG > 94', 'JAPANESE', 'JHSH', 'HISPANIC', 'ITALIAN', 'CHINESE', 'JEWISH', 'CARRIER HOPE', 'MALE', 'FEMALE', 'PHONES', and 'VOTE HIST' for years 91 through 98. At the bottom of the report area, there is a button labeled 'Download report (co0595.rpt)'. Below the button is a link 'Return to USA map display'. The browser's status bar at the bottom shows 'Document Done'.

	Rep.	Dem.	Ind.	Total
OVER 55	1,103	3,751	894	5,748
REG > 94	1,902	5,642	4,203	11,747
JAPANESE	17	39	25	73
JHSH	343	1,027	506	1,674
HISPANIC	230	969	580	1,593
ITALIAN	71	162	120	316
CHINESE	61	122	94	257
JEWISH	257	706	406	1,239
CARRIER HOPE	4,411	14,405	7,973	23,830
MALE	2,721	7,159	4,223	13,635
FEMALE	2,476	10,095	4,087	16,236
PHONES	3,676	12,204	3,922	19,374
91 VOTE HIST	1,595	5,973	1,443	8,394
92 VOTE HIST	2,412	8,771	3,166	13,150
93 VOTE HIST	961	1,167	233	1,865
94 VOTE HIST	2,057	6,510	2,043	9,814
95 VOTE HIST	2,017	7,820	2,315	11,169
96 VOTE HIST	2,071	9,023	3,757	14,962
97 VOTE HIST	0	0	0	0
98 VOTE HIST	1,470	5,623	1,393	8,033

When you Download a report it will be generated as a .rpt file. Generally your browser will consider this a text file and will open your default text viewer (Notepad) and display the file. To actually accomplish the Download you need to click File and then Save As.

The file will have a name of the form CO0595.rpt, which will vary with each report. This file may be downloaded immediately but will also be left in the Web Site Download directory, and can be downloaded for at least 24 hours by anyone who knows its name as a regular web download.

# How Come my Columns Are Falling Off the Edges?

Sometimes **User Defined Reports** can have a lot of columns, as many as 10 or 15 can be quite useful. When you are viewing these reports on the VCS web site you can use your browser to view a report wider than the screen, but when you download a report it isn't so simple. If you try a simple print of a **User Defined Report** with more than 5 columns, the extra columns sort of fall off the side of the page. Where have they gone and how can you get them back?? You've entered the world of Portrait and Landscape printing, and of fonts and points (not football related).

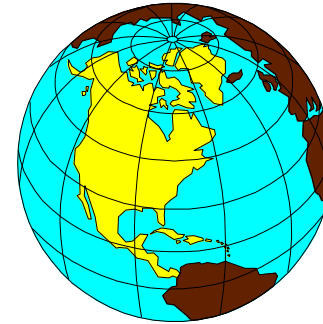
VCS provides several different software programs to help you keep wide reports under control. You can download these programs from the web site by clicking the **Download** button on the **VCSNET** Welcome Page and choosing **PRINTUTL.ZIP**. You will need to pkunzip this file to get at the three programs themselves. The programs are:

**JESPRINT.EXE** - If you're using Windows this program makes it quick and easy to print text files. You can choose any printer, pick portrait or landscape orientation and choose any font. You need to install it under Windows before using.

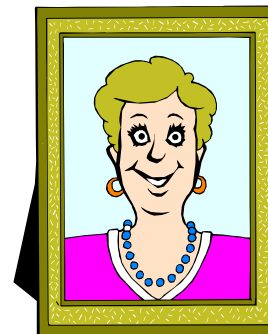
**T.COM** - If you want to view files on your screen after downloading them this program lets you scroll beyond 80 characters wide and scroll up and down over the full length of the file. Just type T <filename> and you can scroll through a file with the arrow keys, as wide as you want.

**MFPRINT.EXE** - This program facilitates printing wider reports in Landscape on HP or Epson printers. Just run it in DOS or in a DOS Window.

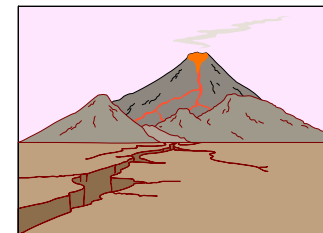
All of these are useful under different circumstances. The most effective way to deal with a wide **User Defined Report**, however, is to import it into a Spreadsheet program.



Round



Portrait



Landscape

Flat



Interesting

# Spreadsheets Were Made for This

Spreadsheets were invented nearly 20 years ago to deal with tables of numbers that were too large to fit on a single screen. A typical **User Defined Report** is exactly the kind of table of numbers that Spreadsheets were made for. You can dramatically expand the value of your **User Defined Report** by importing it into a Spreadsheet.

Once you have the data in the spreadsheet you can perform a wide variety of operations on the data. You can insert new columns and create arithmetic combinations of original columns. You can sort all the precincts on any column and produce your own targeting reports. You can type in outside data like names of Precinct Captains, past election returns, etc.; calculate percentages from other columns; and rank precincts based on percent of critical voter groups. And with most spreadsheet programs, you can handle the landscape printing problem with ease.

For most efficient Spreadsheet importing, after you pick your variables choose:

For a download you may want  Worksheet format

This will eliminate all total lines and also insert underline characters in two word titles, both of which make spreadsheet imports cleaner. Exactly how to do the import will vary with different spreadsheet programs, but most provide for easy importing of text files with columns of numbers.

PRECINCT	REP	DEM	IND	TOTAL	DEM PH %	AGE GR65	REP WOMEN	HISP-ANIC	92_GEN BUSH	92_GEN PEROT	VTD 88 GNRL
30 20901	305	398	421	1124	85.4	187	162	73	232	251	581
30 20903	223	191	225	639	84.3	97	115	28	264	242	318
30 20423	266	394	411	1071	82.2	130	153	98	210	226	465
30 20707	332	165	265	762	90.3	72	161	35	399	225	361
30 20902	349	379	495	1223	84.7	151	180	103	223	224	550
30 20904	317	311	325	953	89.1	260	182	62	257	211	554
30 20404	261	296	359	916	77.0	106	139	47	158	207	369
30 20905	226	363	399	988	84.0	196	122	61	184	195	463
30 20704	337	351	357	1045	90.3	194	186	38	279	193	562
30 20708	287	129	254	670	91.5	44	136	21	340	182	333
30 20422	264	396	320	980	82.3	245	147	69	187	179	507
30 20702	317	300	338	955	88.7	237	182	56	210	178	482
30 20408	304	360	344	1008	86.1	339	166	74	246	171	567
30 20703	341	308	314	963	89.3	212	192	60	255	162	508

Report is selected with level of detail at precinct

Dem Phone % calculated from other columns

VCS added vote for Bush and Perot as variables

Precincts are sorted on Perot vote in 1992

# Make Sure - - Your Campaign Is the One With the Most Votes

Take the steps from the start to make sure that your campaign is the one with the most votes at the end. Start with a good campaign plan; it is essential to a good campaign; and the basis of a good campaign plan is counting where the votes will come from to produce a winning effort. Every good campaign plan has to also be about money and costs, and you can't work out how much mailings and other activities are going to cost without accurate counts.

VCS has been helping campaigns count voters to produce winning plans for over 20 years. Start today by adding the VCS **National Political Data Base** to your team! It will be there 24 hours a day, seven days a week on the **VCSNET** portion of the VCS Web Site. It arrives on the job with a briefcase full of over 300 different demographic breakdowns of voters for every precinct and your district as a whole, both voter and household counts, and is up to speed working for you from the first day. It has all the data for a winning campaign plan, just waiting to be tapped.

When the going gets tough, the **National Political Data Base** can bring in some of its associates to help. One of the VCS Voter Profiles may be just right for your more complex planning. From the basic Demographic Profile to the sophisticated Cross Count Profile and Precinct Target and Rank Systems, reports are thorough and accurate, prepared on short notice and delivered by fax, modem, or printed page. And when its time for lists and labels, VCS will be there with the broadest array of products and the fastest, most reliable service.

Make sure this experience is working for you, and make sure you get enough votes to win!

