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API's Available from L2

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L2 offers multiple Application Programming Interfaces (APIs) for use in accessing its U.S. National Voter File. Through these APIs, a variety of functionality is available and detailed API documentation will be provided upon request. The three major types of functionality are described below along with pricing.

VoterMapping Data API

The VoterMapping Data API allows users to query a single state voter file or the entire U.S. voter file. The query can be performed on the basis of multiple fields in any combination including name and address. Records can be queried for counting purposes returning an integer representing the total number of voters meeting the filtering criteria. A separate query can then cause those records to be downloaded in two different field sets and either as JSON strings (for small files) or as CSV data (for larger files). One field set includes the full voter record with commercial data. A second "minimal" field set returns only name, address, congressional district, state senate district, state house district, state legislative district, county and precinct. Additional features include the ability to query on the basis of distances from a central point. The query sets the initial latitude/longitude of the center of a circle and the number of meters from that central point to the furthest point requested. All data meeting this area selection (along with all other filtering criteria) can then be returned as a count or a data file.

While the data API typically operates on single record queries, bulk data matching is also possible through a different path. This API path requires that the uploaded private match file contains field names matching the L2 dataset and that it is in CSV format. The API will attempt to match each row in the private file and will return that row with appended L2 voter data where one-to-one matches are found in the L2 voter file. The customer's entire original file is returned with the L2 voter data appended wherever possible. Multiple fields can be used for matching but all available data fields in the private file will be used to narrow matches to a

single match in the L2 voter data. Individual states can be matched or matches can be run against the entire U.S. voter file.

Charges are \$500.00 per month for the licensing fee. This licensing fee includes an unlimited number of “count” queries and up to 25,000 records downloaded in the “minimal” field set format. Additional minimal field set downloads are billed at \$5.00 per thousand with a minimum charge per month of \$10.00 if the 25,000 count is exceeded. Full record downloads are charged at 2.5 cents per record and are not included in the licensing fee. All bulk file matching is in the full record download format and is charged at this higher rate. Because of the support needs, clients are required to sign up initially for at least a 6 month subscription. Those signing up for a 12 month subscription will receive a 10% discount.

VoterMapping Embedded Client API

The embedded client API allows users to embed an instance of the VoterMapping interface in an iFrame within their own application. Full side panel controls are visible and operational. Counts can be taken, universes created and data downloaded just as if the user had navigated directly to www.VoterMapping.com. Additional more complex functionality exists. The embedded client API has the same cost structure as the VoterMapping Data API and simply acts as additional functionality for it.

VoterMapping Customer Management API

The customer management API gives the user the ability to create and manage VoterMapping customer accounts through its own interface. This API is useful if the user plans to embed the VoterMapping functionality into its own interface and manage client relationships. Querying and billing for purchased records still occurs through the L2 VoterMapping customer billing system. This functionality has the same cost structure as the VoterMapping Data API and simply acts as an additional feature set.

API Full Record Standard Fields
LALVOTERID
Voters_StateVoterID
Voters_CountyVoterID
Walking_List_Sequence
Residence_Families_FamilyID
Mailing_Families_FamilyID
VoterTelephones_FullPhone
VoterTelephones_TelConfidenceCode
VoterTelephones_TelCellFlag
Voters_FirstName
Voters_MiddleName
Voters_LastName
Voters Name Suffix
Voters_BirthDate
Voters_OfficialRegDate
Voters_CalculatedRegDate
Voters_Age
Ethnic_Description
Broad Ethnic Groupings
Af-Am Subgroupings
Residence_Addresses_AddressLine
Residence_Addresses_ExtraAddressLine
Residence_Addresses_HouseNumber
Residence_Addresses_PrefixDirection
Residence_Addresses_StreetName
Residence_Addresses_Designator
Residence_Addresses_SuffixDirection
Residence_Addresses_ApartmentNum
Residence_Addresses_ApartmentType
Residence_Addresses_CensusTract
Residence_Addresses_CensusBlockGroup
Residence_Addresses_CensusBlock

Residence_Addresses_ZipPlus4
Residence_Addresses_City
Residence_Addresses_State
Residence_Addresses_Zip
Mailing_Addresses_AddressLine
Mailing_Addresses_ExtraAddressLine
Mailing_Addresses_City
Mailing_Addresses_State
Mailing_Addresses_Zip
CommercialDataLL_Household_Primary_Language
CommercialDataLL_Hispanic_Country_Origin
CommercialDataLL_Cable_or_Dish_Television
Religions_Description
Parties_Description
Voters_Gender
MaritalStatus_Description
Residence_Families_HHCount
Residence_HHParties_Description
Residence_HHGender_Description
Mailing_Families_HHCount
Mailing_HHParties_Description
Mailing_HHGender_Description
AbsenteeTypes_Description
MilitaryStatus_Description
MaritalStatus_Description
2011_NEW_Congressional_District
2011_NEW_State_Senate_District
2011_NEW_State_House_District
County
Voters_FIPS
County_Commissioner_District
City
City_Ward
Township
Precinct
Educational Service District
Vote_Frequency
Primary Ballot fields varying by state

General Election fields varying by state
Presidential Primary Election fields varying by state
Primary election fields varying by state
Local or municipal election fields varying by state
CommercialData_PresenceOfChildrenCode
CommercialData_ISPSA
CommercialData_EstimatedMedianIncome
CommercialData_HomePurchasePrice
CommercialData_MedianHousingValue
CommercialData_LandValue
CommercialDataLL_Home_Owner_Or_Renter
CommercialData_PropertyType
CommercialData_DwellingType
CommercialData_HomePurchaseDate
CommercialData_EstHomeValue
CommercialData_MedianEducationYears
CommercialDataLL_Net_Worth
CommercialDataLL_Investor
CommercialDataLL_Business_Owner
CommercialData_EstimatedIncome
CommercialData_Education
CommercialData_OccupationIndustry
CommercialData_Occupation
CommercialData_ReligiousContributorInHome
CommercialData_PoliticalContributerInHome
CommercialData_DonatesEnvironmentCauseInHome
CommercialData_DonatesToCharityInHome
CommercialDataLL_Donates_to_Animal_Welfare
CommercialDataLL_Donates_to_Arts_and_Culture
CommercialDataLL_Donates_to_Childrens_Causes
CommercialDataLL_Donates_to_Healthcare
CommercialDataLL_Donates_to_International_Aid_Causes
CommercialDataLL_Donates_to_Veterans_Causes
CommercialDataLL_Donates_to_Wildlife_Preservation
CommercialDataLL_Donates_to_Conservative_Causes
CommercialDataLL_Donates_to_Liberal_Causes
CommercialDataLL_Donates_to_Local_Community
CommercialData_StateIncomeDecile

CommercialData_PcntHHWithChildren
CommercialData_PcntHHSpanishSpeaking
CommercialData_MosaicZ4
CommercialDataLL_PetOwner_Horse
CommercialDataLL_PetOwner_Cat
CommercialDataLL_PetOwner_Dog
CommercialDataLL_PetOwner_Other
CommercialDataLL_Home_Office
CommercialData_BookBuyerInHome
CommercialData_FamilyMagazineInHome
CommercialData_FemaleOrientedMagazineInHome
CommercialData_ReligiousMagazineInHome
CommercialData_GardeningMagazineInHome
CommercialData_CulinaryInterestMagazineInHome
CommercialData_HealthFitnessMagazineInHome
CommercialData_DoItYourselferMagazineInHome
CommercialData_FinancialMagazineInHome
CommercialData_ComputerOwnerInHome
CommercialData_HHComposition
Languages_Description
CommercialData_DwellingUnitSize
CommercialData_UpscaleBuyerInHome
CommercialData_UpscaleMaleBuyerInHome
CommercialData_UpscaleFemaleBuyerInHome
CommercialDataLL_Taxes_Raise
CommercialDataLL_Buyer_Antiques_In_Household
CommercialDataLL_Buyer_Art_In_Household
CommercialDataLL_Collector_General_In_Household
CommercialDataLL_Collector_Stamps_In_Household
CommercialDataLL_Collector_Coins_In_Household
CommercialDataLL_Collector_Arts_In_Household
CommercialDataLL_Collector_Antiques_In_Household
CommercialDataLL_Collector_Avid_In_Household
CommercialDataLL_Collector_Sports_In_Household
CommercialDataLL_Collector_Military_In_Household
CommercialDataLL_Reading_General_In_Household
CommercialDataLL_Reading_Religious_In_Household
CommercialDataLL_Reading_Science_Fiction_In_Household

CommercialDataLL_Reading_Magazines_In_Household
CommercialDataLL_Reading_Audio_Books_In_Household
CommercialDataLL_Gun_Owner
CommercialDataLL_Veteran
CommercialDataLL_Affordable_Care_Act
CommercialDataLL_Bush_Iraq_Policy
CommercialDataLL_Church_Attendee
CommercialDataLL_Election_of_Conservative_Judges
CommercialDataLL_Gay_Marriage
CommercialDataLL_Gun_Control
CommercialDataLL_Immigration_Loosen_Restrictions
CommercialDataLL_Lawsuit_Damages_Should_be_Limited
CommercialDataLL_Privatize_Social_Security
CommercialDataLL_School_Choice
CommercialDataLL_Social_Views
CommercialDataLL_Interest_in_History_Military_In_Household
CommercialDataLL_Interest_in_Current_Affairs_Politics_In_Household
CommercialDataLL_Interest_in_Religious_Inspirational_In_Household
CommercialDataLL_Interest_in_Science_Space_In_Household
CommercialDataLL_Interest_in_Education_Online_In_Household
CommercialDataLL_Interest_in_Electronic_Gaming_In_Household
CommercialDataLL_Interest_in_Theater_Performing_Arts_In_Household
CommercialDataLL_Interest_in_the_Arts_In_Household
CommercialDataLL_Interest_in_Musical_Instruments_In_Household
CommercialDataLL_Interest_in_Home_Repair_In_Household
CommercialDataLL_Interest_in_Auto_Work_In_Household
CommercialDataLL_Interest_in_Sewing_Knitting_In_Household
CommercialDataLL_Interest_in_Woodworking_In_Household
CommercialDataLL_Interest_in_Photography_In_Household
CommercialDataLL_Interest_in_Aviation_In_Household
CommercialDataLL_Interest_in_House_Plants_In_Household
CommercialDataLL_Interest_in_Crafts_In_Household
CommercialDataLL_Interest_in_Gardening_In_Household
CommercialDataLL_Interest_in_Photography_Video_In_Household
CommercialDataLL_Interest_in_Smoking_In_Household
CommercialDataLL_Interest_in_Home_Furnishings_In_Household
CommercialDataLL_Interest_in_Home_Improvement_In_Household
CommercialDataLL_Interest_in_Food_Wines_In_Household

CommercialDataLL_Interest_in_Cooking_General_In_Household
CommercialDataLL_Interest_in_Cooking_Gourmet_In_Household
CommercialDataLL_Interest_in_Foods_Natural_In_Household
CommercialDataLL_Interest_in_BoardGames_Puzzles_In_Household
CommercialDataLL_Interest_in_Gaming_Casino_In_Household
CommercialDataLL_Interest_in_Sweepstakes_Contests_In_Household
CommercialDataLL_Interest_in_Travel_Domestic_In_Household
CommercialDataLL_Interest_in_Travel_International_In_Household
CommercialDataLL_Interest_in_Travel_Cruise_In_Household
CommercialDataLL_Interest_in_Exercise_Health_In_Household
CommercialDataLL_Interest_in_Exercise_Running_Jogging_In_Household
CommercialDataLL_Interest_in_Exercise_Walking_In_Household
CommercialDataLL_Interest_in_Exercise_Aerobic_In_Household
CommercialDataLL_Interest_in_SpectatorSports_Auto_Racing_In_Household
CommercialDataLL_Interest_in_SpectatorSports_on_TV_In_Household
CommercialDataLL_Interest_in_SpectatorSports_Football_In_Household
CommercialDataLL_Interest_in_SpectatorSports_Baseball_In_Household
CommercialDataLL_Interest_in_SpectatorSports_Basketball_In_Household
CommercialDataLL_Interest_in_SpectatorSports_Hockey_In_Household
CommercialDataLL_Interest_in_SpectatorSports_Soccer_In_Household
CommercialDataLL_Interest_in_Tennis_In_Household
CommercialDataLL_Interest_in_Golf_In_Household
CommercialDataLL_Interest_in_Snow_Skiing_In_Household
CommercialDataLL_Interest_in_Motorcycling_In_Household
CommercialDataLL_Interest_in_Nascar_In_Household
CommercialDataLL_Interest_in_Boating_Sailing_In_Household
CommercialDataLL_Interest_in_Scuba_Diving_In_Household
CommercialDataLL_Interest_in_Sports_Leisure_In_Household
CommercialDataLL_Interest_in_Hunting_In_Household
CommercialDataLL_Interest_in_Fishing_In_Household
CommercialDataLL_Interest_in_Camping_Hiking_In_Household
CommercialDataLL_Interest_in_Shooting_In_Household
CommercialDataLL_Interest_in_Automotive_Parts_Accessories_In_Household
FECDonors_NumberOfDonations
FECDonors_TotalDonationsAmount
FECDonors_TotalDonationsAmt_Range
FECDonors_LastDonationDate
FECDonors_AvgDonation

FECDonors_AvgDonation_Range
FECDonors_PrimaryRecipientOfContributions
CommercialDataLL_Pro_Life
CommercialDataLL_Pro_Choice