



# L2 DATA DICTIONARY

## **INDIVIDUAL DATA**

LALVOTERID (L2 Unique ID)  
Registration Status (Active vs. Inactive)  
First Name  
Middle Name  
Last Name  
Name Suffix  
Birthdate  
Official Reg Date  
Calculated Reg Date  
Age  
Ethnic Description  
Broad Ethnic Groupings  
State Voter ID  
County Voter ID  
Party Identification  
Gender  
Military Status (Active)  
Marital Status  
Veteran  
Gun Owner  
Concealed Weapons Permit  
Occupation Industry  
Occupation  
Business Owner  
Median Education Years  
Absentee Types

Net Worth  
Absentee Types  
Religions Description  
Hispanic Country Origin

## **VOTER HISTORY**

Complex Elections Returns  
Primary Ballot Returns  
Early Voting Generals/Primaries  
Vote Frequency

## **BOUNDARIES**

2011 NEW Congressional District  
2001 OLD Congressional District  
2011 NEW State Senate District  
2001 OLD State Senate District  
2011 NEW State House District County  
2001 OLD State House District  
FIPS  
Precinct/Voting District  
City  
City Council Commissioner District  
Hamlet/Community Area  
Town District  
Unified School District  
Public Utility District  
School District School Subdistrict  
Judicial Superior Court District



# L2 DATA DICTIONARY

## **BOUNDARIES CONT'D**

Cable Zones (NCC)  
Nielsen DMA long  
Nielsen DMA short  
Census Tract  
Census Block  
Census Block Group

## **HOUSEHOLD INFORMATION**

Latitude/Longitude  
Household Voter Count  
Household Parties  
Household Gender  
Presence Of Children Code  
Household Voter Composition  
Walking List Sequence  
Mailing Families Family ID  
Upscale Buyer In Home  
Upscale Male Buyer In Home  
Upscale Female Buyer In Home  
Dwelling Unit Size  
Likely Union Member in HH  
Estimated Home Value  
Home Office  
Horse Owner  
Cat Owner  
Dog Owner

Other Pet Owner  
Neighborhood Lifestyle Segments  
Percentage Household With Children  
Percentage Household Spanish Speaking  
Estimated Income Amount  
Estimated Income Education  
Investor  
Home Purchase Date  
Computer Owner In Home  
ISPSA  
Home Purchase Price Land Value  
Home Owner/Renter  
Property Type  
Dwelling Type  
Mailing Household Voter Count  
Mailing Household Parties  
Mailing Household Gender  
Residence Addresses ZipPlus4  
Residence Addresses City  
Residence Addresses State  
Residence Families Family ID  
Residence Address Line  
Residence Extra Address Line  
Residence House Number  
Residence Prefix Direction  
Residence Street Name  
Residence Suffix Direction



# L2 DATA DICTIONARY

## HOUSEHOLD CONT'D

### OUTREACH

Telephones Full Phone  
Telephone Cell Flag  
Telephone Confidence Code  
Emails (appended separately)  
Mailing Address Line  
Mailing Extra Address Line  
Mailing City  
Mailing State  
Mailing Zip Code  
Mailing Addresses ZipPlus4  
Zip Code

## HOBBIES & INTERESTS

Interest in History Military  
Interest in Religious Inspirational  
Interest in Science Space  
Interest in Education Online  
Interest in Electronic Gaming  
Interest in Theater Performing Arts  
Interest in the Arts  
Interest in Musical Instruments  
Interest in Home Repair  
Interest in Auto Work  
Interest in Sewing Knitting  
Interest in Woodworking  
Interest in Photography  
Interest in Aviation  
Interest in House Plants  
Interest in Crafts  
Interest in Gardening  
Interest in Photography Video  
Interest in Smoking  
Interest in Home Furnishings  
Interest in Home Improvement  
Interest in Food Wines  
Interest in Cooking General  
Interest in Cooking Gourmet  
Interest in Foods Natural  
Interest in Board Games Puzzles



# L2 DATA DICTIONARY

## HOBBIES & INTERESTS CONT'D

Interest in Gaming Casino  
Interest in Sweepstakes Contests  
Interest in Travel Domestic  
Interest in Travel International  
Interest in Travel Cruise  
Interest in Exercise Health  
Interest in Exercise Running/Jogging  
Interest in Exercise Walking  
Interest in Exercise Aerobic  
Interest in Auto Racing  
Interest in Spectator Sports on TV  
Interest in Spectator Sports Football  
Interest in Spectator Sports Baseball  
Interest in Spectator Sports Basketball  
Interest in Spectator Sports Hockey  
Interest in Spectator Sports Soccer  
Interest in Tennis  
Interest in Golf  
Interest in Snow Skiing  
Interest in Motorcycling  
Interest in NASCAR  
Interest in Boating Sailing  
Interest in Scuba Diving  
Interest in Sports Leisure  
Interest in Hunting  
Interest in Fishing

Interest in Shooting  
Interest in Automotive Parts  
Buyer of Antiques  
Buyer of Art  
General Collector  
Stamps Collector  
Coins Collector  
Arts Collector  
Antiques Collector  
Avid Collector  
Sports Collector  
Military Collector  
Interest in Current Affairs/Politics  
General Reading  
Religious Reading  
Fiction Science Reading  
Magazines Reading  
Books Audio Reading  
Book Buyer In Home  
Family Magazine In Home  
Female Oriented Magazine In Home  
Religious Magazine In Home  
Gardening Magazine In Home  
Culinary Interest Magazine In Home  
Health Fitness Magazine In Home  
Do It Yourself Magazine In Home  
Financial Magazine In Home



# L2 DATA DICTIONARY

## DONORS

FEC Donors

FEC Total Donations Amount

FEC Total Donations Amt Range

FEC Donors Last Donation Date

FEC Donors Avg Donation

FEC Donors Avg Donation Range

FEC Donors Primary Recipient Of  
Contributions

Religious Contributor

Political Contributor

Donates Environment Cause

Donates To Charity

Donates to Animal Welfare

Donates to Arts and Culture

Donates to Children's Causes

Donates to Healthcare

Donates to International Aid Causes

Donates to Wildlife Preservation

Donates to Conservative Causes

Donates to Liberal Causes

Donates to Local Community State

Income Decile

Donates to Veterans Causes

Donates to Wildlife Preservation