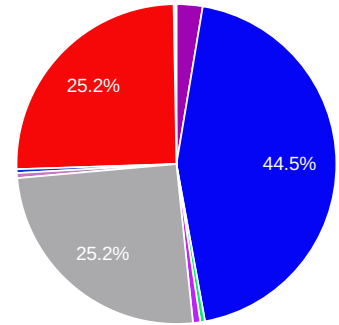


Total

Total	18,199,886	100.00%
-------	------------	---------

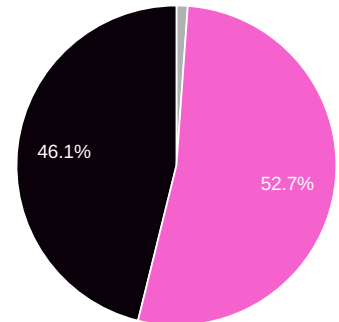
Political Party

Democratic	8,098,381	44.50%
Non-Partisan	4,594,458	25.24%
Republican	4,592,298	25.23%
American Independent	480,511	2.64%
Libertarian	134,121	0.74%
Other	91,931	0.51%
Green	86,007	0.47%
Peace and Freedom	70,436	0.39%
Unknown	35,484	0.19%
Reform	9,723	0.05%
Natural Law	6,536	0.04%



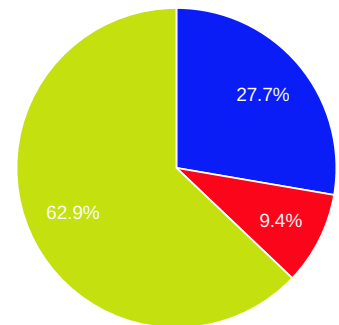
Gender

F	9,597,130	52.73%
M	8,396,354	46.13%
Unknown	206,402	1.13%



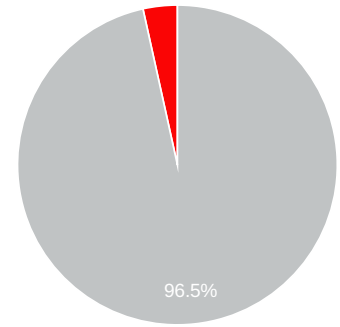
Marital Status

Single or Unknown	11,447,392	62.90%
Married	5,041,727	27.70%
Non-Traditional	1,710,767	9.40%



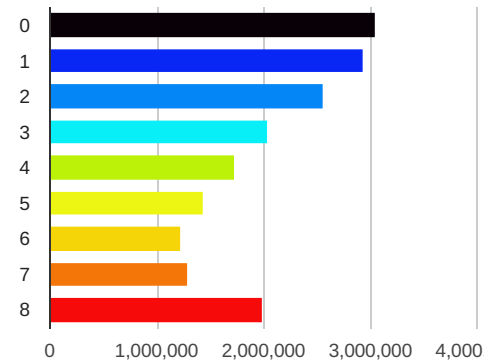
Veteran

Unknown	17,569,312	96.54%
Yes	630,574	3.46%



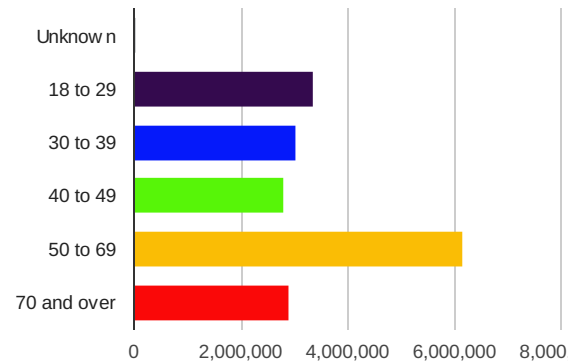
Voting Frequency

0	3,042,060	16.71%
1	2,929,441	16.10%
2	2,553,225	14.03%
3	2,033,519	11.17%
8	1,986,593	10.92%
4	1,717,212	9.44%
5	1,435,084	7.89%
7	1,276,854	7.02%
6	1,225,898	6.74%



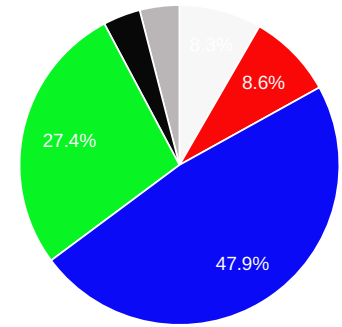
Age Range Based on Birth Year

50 to 69	6,133,978	33.70%
18 to 29	3,336,887	18.33%
30 to 39	3,031,017	16.65%
70 and over	2,897,656	15.92%
40 to 49	2,788,809	15.32%
Unknown	11,539	0.06%



Broad Ethnic Groupings

European	8,712,531	47.87%
Hispanic and Portuguese	4,986,178	27.40%
East and South Asian	1,568,291	8.62%
Unknown	1,516,613	8.33%
Other	729,434	4.01%
Likely African-American	686,839	3.77%



Individual Ethnic Categories

Hispanic	4,928,107	27.08%
English/Welsh	4,419,943	24.29%
Unknown	1,516,613	8.33%
German	936,382	5.14%
Irish	880,283	4.84%
Scots	698,485	3.84%
Likely Af-Am (Modeled)	686,839	3.77%
Chinese	644,750	3.54%
Italian	634,566	3.49%
French	298,623	1.64%
Vietnamese	262,615	1.44%
Indian/Hindu	260,585	1.43%
Arab	243,118	1.34%
Dutch (Netherlands)	204,244	1.12%
Swedish	185,686	1.02%
Korean	165,837	0.91%
Japanese	155,880	0.86%
Armenian	115,950	0.64%
Filipino	104,911	0.58%
Russian (omitting former Soviet States)	104,451	0.57%
Polish	102,860	0.57%
Norwegian	79,750	0.44%
Portuguese	58,071	0.32%
Persian	55,565	0.31%
Greek	51,666	0.28%
Hungarian	45,347	0.25%
Austrian	40,782	0.22%
Czech	34,062	0.19%
Danish	24,098	0.13%

Laotian	22,342	0.12%
Unknown Asian	19,002	0.10%
Serbian	18,717	0.10%
Pakistani	17,903	0.10%
Romanian	14,575	0.08%
Finnish	13,926	0.08%
Thai	13,610	0.07%
Ukrainian	12,647	0.07%
Turkish	12,018	0.07%
Byelorussian	11,813	0.06%
Hawaiian	11,720	0.06%
Slovakian	9,957	0.05%
Khmer	9,627	0.05%
Lithuanian	7,523	0.04%
Belgian	7,349	0.04%
Myanmar (Burmese)	7,314	0.04%
Croatian	6,900	0.04%
Bulgarian	6,726	0.04%
Slovenian	4,367	0.02%
Afghan	3,907	0.02%
Latvian	3,646	0.02%
Estonian	3,556	0.02%
Native American (self reported)	3,531	0.02%
Swiss	2,917	0.02%
Indonesian	2,600	0.01%
Kurdish	1,717	0.01%
Albanian	1,344	0.01%
Sri Lankan	1,313	0.01%
Bangladeshi	935	0.01%
Bosnian Muslim	618	0.00%
Malay	588	0.00%
Luxembourgian	571	0.00%
Mongolian	538	0.00%
Icelandic	523	0.00%
Bhutanese	373	0.00%
Multi-Ethnic	366	0.00%
Georgian	343	0.00%
Western Samoa	339	0.00%
Tibetan	328	0.00%
Tonga	252	0.00%
Chechnian	231	0.00%
Azerb	182	0.00%

Manx	169	0.00%
Australian	146	0.00%
Turkmenistan	115	0.00%
Uzbek	110	0.00%
Kazak	100	0.00%
Macedonian	86	0.00%
Moldavian	71	0.00%
Papua New Guinea	56	0.00%
Nepalese	54	0.00%
Maldivian	43	0.00%
Basque	32	0.00%
Tajik	23	0.00%
Kirghiz	21	0.00%
Maltese	15	0.00%
New Zealand	11	0.00%
Nauruan	5	0.00%
Surinam	3	0.00%
Aleut	2	0.00%
Guyana	1	0.00%

Likely Religion

Unknown	10,726,682	58.94%
Protestant	3,308,533	18.18%
Catholic	2,595,301	14.26%
Jewish	701,941	3.86%
Buddhist	374,399	2.06%
Islamic	106,402	0.58%
Eastern Orthodox	104,106	0.57%
Hindu	90,273	0.50%
Shinto	88,945	0.49%
Christian	66,513	0.37%
Greek Orthodox	22,634	0.12%
Sikh	9,087	0.05%
Lutheran	4,454	0.02%
Mormon	616	0.00%

Congressional District

01	380,722	2.09%
02	400,270	2.20%
03	336,282	1.85%

04	424,466	2.33%
05	369,081	2.03%
06	331,502	1.82%
07	388,104	2.13%
08	305,288	1.68%
09	341,190	1.87%
10	321,968	1.77%
11	390,982	2.15%
12	412,329	2.27%
13	416,349	2.29%
14	363,824	2.00%
15	365,132	2.01%
16	256,999	1.41%
17	301,683	1.66%
18	379,090	2.08%
19	315,351	1.73%
20	323,875	1.78%
21	216,946	1.19%
22	336,824	1.85%
23	332,152	1.83%
24	366,532	2.01%
25	361,176	1.98%
26	355,142	1.95%
27	359,017	1.97%
28	400,114	2.20%
29	299,962	1.65%
30	406,176	2.23%
31	316,353	1.74%
32	306,487	1.68%
33	440,355	2.42%
34	287,248	1.58%
35	264,426	1.45%
36	296,592	1.63%
37	390,769	2.15%
38	344,861	1.89%
39	341,553	1.88%
40	260,390	1.43%
41	278,567	1.53%
42	329,303	1.81%
43	348,197	1.91%
44	319,479	1.76%

45	384,312	2.11%
46	234,238	1.29%
47	349,226	1.92%
48	372,872	2.05%
49	367,857	2.02%
50	354,677	1.95%
51	286,191	1.57%
52	386,272	2.12%
53	380,686	2.09%
Unknown	447	0.00%

State Senate District

01	551,624	3.03%
02	504,522	2.77%
03	493,155	2.71%
04	471,484	2.59%
05	444,700	2.44%
06	468,611	2.57%
07	528,556	2.90%
08	499,203	2.74%
09	536,328	2.95%
10	421,247	2.31%
11	522,000	2.87%
12	328,400	1.80%
13	479,879	2.64%
14	289,989	1.59%
15	431,035	2.37%
16	420,497	2.31%
17	505,931	2.78%
18	442,196	2.43%
19	441,350	2.43%
20	360,522	1.98%
21	435,652	2.39%
22	387,829	2.13%
23	445,741	2.45%
24	388,488	2.13%
25	527,461	2.90%
26	580,005	3.19%
27	528,107	2.90%
28	412,372	2.27%
29	418,324	2.30%

30	473,225	2.60%
31	381,003	2.09%
32	454,059	2.49%
33	389,894	2.14%
34	382,650	2.10%
35	450,406	2.47%
36	500,470	2.75%
37	496,705	2.73%
38	483,739	2.66%
39	513,410	2.82%
40	408,967	2.25%
Unknown	150	0.00%

State House District

01	260,036	1.43%
02	248,844	1.37%
03	224,783	1.24%
04	239,727	1.32%
05	233,096	1.28%
06	289,512	1.59%
07	223,744	1.23%
08	244,947	1.35%
09	233,743	1.28%
10	266,830	1.47%
11	237,240	1.30%
12	225,671	1.24%
13	208,026	1.14%
14	249,570	1.37%
15	279,099	1.53%
16	290,340	1.60%
17	270,314	1.49%
18	255,481	1.40%
19	253,598	1.39%
20	220,878	1.21%
21	171,904	0.94%
22	253,818	1.39%
23	261,050	1.43%
24	226,594	1.25%
25	198,873	1.09%
26	169,796	0.93%
27	184,458	1.01%

28	241,050	1.32%
29	264,490	1.45%
30	189,191	1.04%
31	171,709	0.94%
32	140,583	0.77%
33	198,615	1.09%
34	236,228	1.30%
35	235,509	1.29%
36	211,358	1.16%
37	252,465	1.39%
38	265,714	1.46%
39	215,531	1.18%
40	215,074	1.18%
41	266,125	1.46%
42	218,003	1.20%
43	261,476	1.44%
44	229,095	1.26%
45	253,064	1.39%
46	228,404	1.25%
47	181,972	1.00%
48	206,033	1.13%
49	195,456	1.07%
50	298,306	1.64%
51	210,308	1.16%
52	178,550	0.98%
53	169,791	0.93%
54	274,148	1.51%
55	228,605	1.26%
56	164,834	0.91%
57	222,993	1.23%
58	218,183	1.20%
59	182,665	1.00%
60	190,742	1.05%
61	190,261	1.05%
62	244,420	1.34%
63	193,728	1.06%
64	221,085	1.21%
65	194,947	1.07%
66	267,537	1.47%
67	222,223	1.22%
68	239,003	1.31%

69	141,751	0.78%
70	249,987	1.37%
71	236,382	1.30%
72	221,595	1.22%
73	261,496	1.44%
74	254,928	1.40%
75	229,423	1.26%
76	233,833	1.28%
77	263,040	1.45%
78	255,259	1.40%
79	239,651	1.32%
80	200,645	1.10%
Unknown	450	0.00%

City

ADELANTO CITY	10,271	0.06%
AGOURA HILLS CITY	13,060	0.07%
ALAMEDA CITY	45,597	0.25%
ALBANY CITY	10,649	0.06%
ALHAMBRA CITY	38,593	0.21%
ALISO VIEJO CITY	25,132	0.14%
ALTURAS CITY	1,309	0.01%
AMADOR CITY	128	0.00%
AMERICAN CANYON CITY	10,608	0.06%
ANAHEIM CITY	129,228	0.71%
ANDERSON CITY	4,694	0.03%
ANGELS CITY	2,201	0.01%
ANTIOCH CITY	49,379	0.27%
ARCADIA CITY	27,180	0.15%
ARCATA CITY	9,567	0.05%
ARROYO GRANDE CITY	11,690	0.06%
ARTESIA CITY	7,076	0.04%
ARVIN CITY	4,331	0.02%
ATASCADERO CITY	17,409	0.10%
ATWATER CITY	10,673	0.06%
AUBURN CITY	8,498	0.05%
AVALON CITY	1,701	0.01%
AVENAL CITY	1,882	0.01%
AZUSA CITY	18,813	0.10%
BAKERSFIELD CITY	167,295	0.92%
BALDWIN PARK CITY	28,088	0.15%

BANNING CITY	12,540	0.07%
BARSTOW CITY	8,181	0.04%
BEAUMONT CITY	19,492	0.11%
BELL CITY	12,295	0.07%
BELL GARDENS CITY	13,130	0.07%
BELLFLOWER CITY	32,895	0.18%
BELMONT CITY	15,032	0.08%
BELVEDERE CITY	1,371	0.01%
BENICIA CITY	17,780	0.10%
BERKELEY CITY	75,547	0.42%
BEVERLY HILLS CITY	19,164	0.11%
BIG BEAR LAKE CITY	2,534	0.01%
BIGGS CITY	685	0.00%
BISHOP CITY	1,584	0.01%
BLUE LAKE CITY	781	0.00%
BLYTHE CITY	3,966	0.02%
BRADBURY CITY	523	0.00%
BRAWLEY CITY	9,152	0.05%
BREA CITY	22,580	0.12%
BRENTWOOD CITY	31,183	0.17%
BRISBANE CITY	2,577	0.01%
BUELLTON CITY	2,781	0.02%
BUENA PARK CITY	33,351	0.18%
BURBANK CITY	61,880	0.34%
BURLINGAME CITY	16,530	0.09%
CALABASAS CITY	14,428	0.08%
CALEXICO CITY	16,799	0.09%
CALIFORNIA CITY	5,196	0.03%
CALIMESA CITY	4,419	0.02%
CALIPATRIA CITY	1,105	0.01%
CALISTOGA CITY	2,322	0.01%
CAMARILLO CITY	39,414	0.22%
CAMPBELL CITY	21,307	0.12%
CANYON LAKE CITY	6,237	0.03%
CAPITOLA CITY	5,973	0.03%
CARLSBAD CITY (EST.)	66,825	0.37%
CARMEL-BY-THE-SEA CITY	2,419	0.01%
CARPINTERIA CITY	6,785	0.04%
CARSON CITY	55,135	0.30%
CATHEDRAL CITY	19,920	0.11%
CERES CITY	18,805	0.10%

CERRITOS CITY	30,722	0.17%
CHICO CITY	45,567	0.25%
CHINO CITY	34,366	0.19%
CHINO HILLS CITY	36,500	0.20%
CHOWCHILLA CITY	4,276	0.02%
CHULA VISTA CITY	125,151	0.69%
CITRUS HEIGHTS CITY	42,515	0.23%
CLAREMONT CITY	20,298	0.11%
CLAYTON CITY	7,588	0.04%
CLEARLAKE CITY	5,968	0.03%
CLOVERDALE CITY	4,425	0.02%
CLOVIS CITY	59,892	0.33%
COACHELLA CITY	11,569	0.06%
COALINGA CITY	4,657	0.03%
COLFAX CITY	922	0.01%
COLTON CITY	19,517	0.11%
COLUSA CITY	2,528	0.01%
COMMERCE CITY	6,244	0.03%
COMPTON CITY	42,235	0.23%
CONCORD CITY	61,592	0.34%
CORCORAN CITY	4,124	0.02%
CORNING CITY	2,684	0.01%
CORONA CITY	63,677	0.35%
CORONADO CITY	9,598	0.05%
COSTA MESA CITY	49,320	0.27%
COTATI CITY	4,133	0.02%
COVINA CITY	24,256	0.13%
CRESCENT CITY	1,667	0.01%
CUDAHY CITY	7,452	0.04%
CULVER CITY	25,253	0.14%
CUPERTINO CITY	27,796	0.15%
CYPRESS CITY	24,144	0.13%
DALY CITY	43,246	0.24%
DANA POINT CITY	19,918	0.11%
DAVIS CITY	36,444	0.20%
DEL MAR CITY	2,908	0.02%
DEL REY OAKS CITY	1,082	0.01%
DELANO CITY	12,906	0.07%
DESERT HOT SPRINGS CITY	9,904	0.05%
DIAMOND BAR CITY	27,889	0.15%
DINUBA CITY	6,779	0.04%
DIXON CITY	9,261	0.05%

DORRIS CITY	344	0.00%
DOS PALOS CITY	1,696	0.01%
DOWNEY CITY	54,652	0.30%
DUARTE CITY	11,231	0.06%
DUBLIN CITY	25,903	0.14%
DUNSMUIR CITY	881	0.00%
EAST PALO ALTO CITY	9,452	0.05%
EASTVALE CITY	24,693	0.14%
EL CAJON CITY (EST.)	39,541	0.22%
EL CENTRO CITY	16,539	0.09%
EL CERRITO CITY	15,025	0.08%
EL MONTE CITY	33,959	0.19%
EL PASO DE ROBLES CITY	15,577	0.09%
EL SEGUNDO CITY	10,730	0.06%
ELK GROVE CITY	86,091	0.47%
EMERYVILLE CITY	6,020	0.03%
ENCINITAS CITY	38,260	0.21%
ESCALON CITY	3,813	0.02%
ESCONDIDO CITY	60,747	0.33%
ETNA CITY	393	0.00%
EUREKA CITY	13,397	0.07%
EXETER CITY	4,206	0.02%
FAIRFIELD CITY	50,086	0.28%
FARMERSVILLE CITY	2,805	0.02%
FERNDALE CITY	921	0.01%
FILLMORE CITY	6,347	0.03%
FIREBAUGH CITY	2,494	0.01%
FOLSOM CITY	38,618	0.21%
FONTANA CITY	76,791	0.42%
FORT BRAGG CITY	3,309	0.02%
FORT JONES CITY	367	0.00%
FORTUNA CITY	6,119	0.03%
FOSTER CITY	15,254	0.08%
FOUNTAIN VALLEY CITY	30,457	0.17%
FOWLER CITY	2,955	0.02%
FREMONT CITY	97,953	0.54%
FRESNO CITY	228,465	1.26%
FULLERTON CITY	62,859	0.35%
GALT CITY	11,442	0.06%
GARDEN GROVE CITY	66,901	0.37%
GARDENA CITY	31,450	0.17%

GILROY CITY	22,659	0.12%
GLENDALE CITY	99,694	0.55%
GLENDORA CITY	29,300	0.16%
GOLETA CITY	16,545	0.09%
GONZALES CITY	2,962	0.02%
GRAND TERRACE CITY	6,284	0.03%
GRASS VALLEY CITY	6,810	0.04%
GREENFIELD CITY	4,479	0.02%
GRIDLEY CITY	2,493	0.01%
GROVER BEACH CITY	6,946	0.04%
GUADALUPE CITY	2,295	0.01%
GUSTINE CITY	1,899	0.01%
HALF MOON BAY CITY	7,009	0.04%
HANFORD CITY	22,971	0.13%
HAWAIIAN GARDENS CITY	4,808	0.03%
HAWTHORNE CITY	34,936	0.19%
HAYWARD CITY	64,414	0.35%
HEALDSBURG CITY	6,500	0.04%
HEMET CITY	34,753	0.19%
HERCULES CITY	13,640	0.07%
HERMOSA BEACH CITY	12,197	0.07%
HESPERIA CITY	37,534	0.21%
HIDDEN HILLS CITY	1,258	0.01%
HIGHLAND CITY	24,032	0.13%
HOLLISTER CITY	16,428	0.09%
HOLTVILLE CITY	2,202	0.01%
HUGHSON CITY	3,250	0.02%
HUNTINGTON BEACH CITY	108,711	0.60%
HUNTINGTON PARK CITY	18,683	0.10%
HURON CITY	1,029	0.01%
IMPERIAL BEACH CITY	11,330	0.06%
IMPERIAL CITY	6,780	0.04%
INDIAN WELLS CITY	2,679	0.01%
INDIO CITY	31,862	0.18%
INDUSTRY CITY	116	0.00%
INGLEWOOD CITY	56,702	0.31%
IONE CITY	2,371	0.01%
IRVINE CITY	111,764	0.61%
IRWINDALE CITY	889	0.00%
ISLETON CITY	304	0.00%
JACKSON CITY	2,509	0.01%

JURUPA VALLEY CITY	35,583	0.20%
KERMAN CITY	5,408	0.03%
KING CITY	3,045	0.02%
KINGSBURG CITY	6,090	0.03%
LA CANADA FLINTRIDGE CITY	14,166	0.08%
LA HABRA CITY	24,168	0.13%
LA HABRA HEIGHTS CITY	3,520	0.02%
LA MESA CITY	31,519	0.17%
LA MIRADA CITY	26,045	0.14%
LA PALMA CITY	7,631	0.04%
LA PUENTE CITY	15,340	0.08%
LA QUINTA CITY	18,958	0.10%
LA RAMBLA COMMUNITY CITY	1,020	0.01%
LA VERNE CITY	18,969	0.10%
LAFAYETTE CITY	17,128	0.09%
LAGUNA BEACH CITY	15,429	0.08%
LAGUNA HILLS CITY	16,557	0.09%
LAGUNA NIGUEL CITY	36,712	0.20%
LAGUNA WOODS CITY	13,120	0.07%
LAKE ELSINORE CITY	23,020	0.13%
LAKE FOREST CITY	41,094	0.23%
LAKEPORT CITY	2,463	0.01%
LAKESWOOD CITY	47,196	0.26%
LANCASTER CITY	69,450	0.38%
LARKSPUR CITY	8,250	0.05%
LATHROP CITY	9,572	0.05%
LAWNDALE CITY	12,956	0.07%
LEMON GROVE CITY	13,342	0.07%
LEMOORE CITY	9,802	0.05%
LINCOLN CITY	27,375	0.15%
LINDSAY CITY	2,807	0.02%
LIVE OAK CITY	3,093	0.02%
LIVERMORE CITY	48,976	0.27%
LIVINGSTON CITY	3,990	0.02%
LODI CITY	29,857	0.16%
LOMA LINDA CITY	10,244	0.06%
LOMITA CITY	11,237	0.06%
LOMPOC CITY	15,969	0.09%
LONG BEACH CITY	239,933	1.32%
LOS ALAMITOS CITY	5,669	0.03%
LOS ALTOS CITY	19,221	0.11%
LOS ANGELES CITY	1,881,015	10.34%

LOS BANOS CITY	12,663	0.07%
LOYALTON CITY	433	0.00%
LYNWOOD CITY	24,304	0.13%
MADERA CITY	16,640	0.09%
MALIBU CITY	7,898	0.04%
MANHATTAN BEACH CITY	23,265	0.13%
MANTECA CITY	36,052	0.20%
MARICOPA CITY	398	0.00%
MARINA CITY	9,814	0.05%
MARTINEZ CITY	22,756	0.13%
MARYSVILLE CITY	4,868	0.03%
MAYWOOD CITY	8,696	0.05%
MCFARLAND CITY	3,372	0.02%
MENDOTA CITY	2,476	0.01%
MENIFEE CITY	42,789	0.24%
MENLO PARK CITY	17,849	0.10%
MERCED CITY	29,089	0.16%
MILL VALLEY CITY	9,576	0.05%
MILLBRAE CITY	12,019	0.07%
MILPITAS CITY	27,498	0.15%
MISSION VIEJO CITY	54,880	0.30%
MODESTO CITY	94,555	0.52%
MONROVIA CITY	19,320	0.11%
MONTAGUE CITY	745	0.00%
MONTCLAIR CITY	13,063	0.07%
MONTE SERENO CITY	2,404	0.01%
MONTEBELLO CITY	28,289	0.16%
MONTEREY CITY	13,798	0.08%
MONTEREY PARK CITY	26,831	0.15%
MOORPARK CITY	19,763	0.11%
MORENO VALLEY CITY	77,015	0.42%
MORGAN HILL CITY	21,613	0.12%
MORRO BAY CITY	7,038	0.04%
MOUNTAIN VIEW CITY	33,616	0.18%
MT. SHASTA CITY	2,016	0.01%
MURRIETA CITY	48,045	0.26%
NAPA CITY	40,943	0.22%
NATIONAL CITY	21,911	0.12%
NEEDLES CITY	1,660	0.01%
NEVADA CITY	2,157	0.01%
NEWARK CITY	20,645	0.11%

NEWMAN CITY	3,924	0.02%
NEWPORT BEACH CITY	50,967	0.28%
NORCO CITY	11,529	0.06%
NORWALK CITY	45,658	0.25%
NOVATO CITY	29,629	0.16%
OAKDALE CITY	10,286	0.06%
OAKLAND CITY	226,582	1.24%
OAKLEY CITY	19,250	0.11%
OCEANSIDE CITY (EST.)	83,556	0.46%
OJAI CITY	4,667	0.03%
ONTARIO CITY	60,535	0.33%
ORANGE CITY	63,018	0.35%
ORANGE COVE CITY	2,717	0.01%
ORINDA CITY	13,286	0.07%
ORLAND CITY	3,009	0.02%
OROVILLE CITY	7,160	0.04%
OXNARD CITY	77,863	0.43%
PACIFIC GROVE CITY	9,342	0.05%
PACIFICA CITY	23,504	0.13%
PALM DESERT CITY	24,804	0.14%
PALM SPRINGS CITY	24,050	0.13%
PALMDALE CITY	69,652	0.38%
PALO ALTO CITY	37,117	0.20%
PALOS VERDES ESTATES CITY	9,492	0.05%
PARAMOUNT CITY	20,595	0.11%
PARLIER CITY	4,106	0.02%
PASADENA CITY	76,705	0.42%
PATTERSON CITY	8,319	0.05%
PERRIS CITY	24,058	0.13%
PETALUMA CITY	33,739	0.19%
PICO RIVERA CITY	30,722	0.17%
PIEDMONT CITY	8,231	0.05%
PINOLE CITY	10,626	0.06%
PISMO BEACH CITY	5,600	0.03%
PITTSBURG CITY	30,131	0.17%
PLACENTIA CITY	24,714	0.14%
PLACERVILLE CITY	5,742	0.03%
PLEASANT HILL CITY	20,269	0.11%
PLEASANTON CITY	41,825	0.23%
PLYMOUTH CITY	487	0.00%
POINT ARENA CITY	256	0.00%

POMONA CITY	58,281	0.32%
PORT HUENEME CITY	9,064	0.05%
PORTERVILLE CITY	18,212	0.10%
PORTOLA CITY	892	0.00%
POWAY CITY	27,920	0.15%
RANCHO CORDOVA CITY	33,739	0.19%
RANCHO CUCAMONGA CITY	82,787	0.45%
RANCHO DOMINGUEZ COMMUNITY CITY	1,526	0.01%
RANCHO MIRAGE CITY	9,592	0.05%
RANCHO PALOS VERDES CITY	26,381	0.14%
RANCHO SANTA MARGARITA CITY	25,791	0.14%
RED BLUFF CITY	6,379	0.04%
REDDING CITY	47,420	0.26%
REDLANDS CITY	36,867	0.20%
REDONDO BEACH CITY	42,362	0.23%
REDWOOD CITY	38,826	0.21%
REEDLEY CITY	9,194	0.05%
RIALTO CITY	38,922	0.21%
RICHMOND CITY	48,681	0.27%
RIDGECREST CITY	13,385	0.07%
RIO DELL CITY	1,601	0.01%
RIO VISTA CITY	5,793	0.03%
RIPON CITY	8,377	0.05%
RIVERBANK CITY	9,701	0.05%
RIVERSIDE CITY	127,313	0.70%
ROCKLIN CITY	34,869	0.19%
ROHNERT PARK CITY	20,828	0.11%
ROLLING HILLS CITY	1,377	0.01%
ROLLING HILLS ESTATES CITY	5,408	0.03%
ROSEMEAD CITY	18,672	0.10%
ROSEVILLE CITY	72,455	0.40%
ROUNDHILL CITY	1,277	0.01%
SACRAMENTO CITY	230,401	1.27%
SALINAS CITY	56,048	0.31%
SAN BERNARDINO CITY	84,429	0.46%
SAN BRUNO CITY	21,249	0.12%
SAN BUENAVENTURA CITY	60,890	0.33%
SAN CARLOS CITY	18,521	0.10%
SAN CLEMENTE CITY	36,095	0.20%
SAN DIEGO CITY (EST.)	678,025	3.73%
SAN DIMAS CITY	19,715	0.11%
SAN FERNANDO CITY	10,328	0.06%

SAN FRANCISCO CITY	466,563	2.56%
SAN GABRIEL CITY	15,606	0.09%
SAN JACINTO CITY	16,561	0.09%
SAN JOAQUIN CITY	833	0.00%
SAN JOSE CITY	420,247	2.31%
SAN JUAN BAUTISTA CITY	921	0.01%
SAN JUAN CAPISTRANO CITY	18,146	0.10%
SAN LEANDRO CITY	43,046	0.24%
SAN LUIS OBISPO CITY	26,221	0.14%
SAN MARCOS CITY (EST.)	40,663	0.22%
SAN MARINO CITY	7,972	0.04%
SAN MATEO CITY	50,618	0.28%
SAN PABLO CITY	10,246	0.06%
SAN RAFAEL CITY	29,269	0.16%
SAN RAMON CITY	38,210	0.21%
SAND CITY	187	0.00%
SANGER CITY	10,668	0.06%
SANTA ANA CITY	97,038	0.53%
SANTA BARBARA CITY	46,880	0.26%
SANTA CLARA CITY	46,884	0.26%
SANTA CLARITA CITY	116,664	0.64%
SANTA CRUZ CITY	35,094	0.19%
SANTA FE SPRINGS CITY	9,301	0.05%
SANTA MARIA CITY	30,756	0.17%
SANTA MONICA CITY	62,214	0.34%
SANTA PAULA CITY	11,441	0.06%
SANTA ROSA CITY	86,444	0.47%
SANTEE CITY	30,565	0.17%
SARATOGA CITY	19,172	0.11%
SAUSALITO CITY	5,007	0.03%
SCOTTS VALLEY CITY	7,489	0.04%
SEAL BEACH CITY	16,314	0.09%
SEASIDE CITY	12,198	0.07%
SEBASTOPOL CITY	5,049	0.03%
SELMA CITY	8,914	0.05%
SHAFTER CITY	5,695	0.03%
SHASTA LAKE CITY	4,949	0.03%
SIERRA MADRE CITY	7,607	0.04%
SIGNAL HILL CITY	6,090	0.03%
SIMI VALLEY CITY	67,277	0.37%
SOLANA BEACH CITY	8,142	0.04%

SOLEDAD CITY	5,948	0.03%
SOLVANG CITY	3,339	0.02%
SONOMA CITY	6,774	0.04%
SONORA CITY	2,337	0.01%
SOUTH EL MONTE CITY	7,252	0.04%
SOUTH GATE CITY	39,470	0.22%
SOUTH LAKE TAHOE CITY	9,775	0.05%
SOUTH PASADENA CITY	15,304	0.08%
SOUTH SAN FRANCISCO CITY	30,482	0.17%
ST HELENA CITY	3,230	0.02%
STANTON CITY	13,271	0.07%
STOCKTON CITY	129,713	0.71%
SUISUN CITY	13,565	0.07%
SUNNYVALE CITY	56,341	0.31%
SUSANVILLE CITY	4,277	0.02%
SUTTER CREEK CITY	1,615	0.01%
TAFT CITY	2,851	0.02%
TEHACHAPI CITY	4,177	0.02%
TEHAMA CITY	218	0.00%
TEMECULA CITY	48,331	0.27%
TEMPLE CITY	16,111	0.09%
THOUSAND OAKS CITY	73,372	0.40%
TORRANCE CITY	79,087	0.43%
TRACY CITY	38,740	0.21%
TRINIDAD CITY	250	0.00%
TULARE CITY	22,129	0.12%
TULELAKE CITY	240	0.00%
TURLOCK CITY	30,690	0.17%
TUSTIN CITY	32,048	0.18%
TWENTYNINE PALMS CITY	5,731	0.03%
UKIAH CITY	7,275	0.04%
UNION CITY	34,254	0.19%
UPLAND CITY	37,722	0.21%
VACAVILLE CITY	45,627	0.25%
VALLEJO CITY	57,511	0.32%
VERNON CITY	87	0.00%
VICTORVILLE CITY	44,927	0.25%
VILLA PARK CITY	3,995	0.02%
VISALIA CITY	55,937	0.31%
VISTA CITY (EST.)	40,215	0.22%
WALNUT CITY	16,313	0.09%

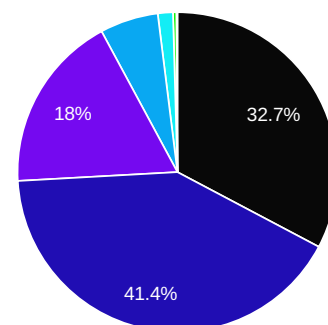
WALNUT CREEK CITY	43,068	0.24%
WASCO CITY	6,173	0.03%
WATERFORD CITY	3,477	0.02%
WATSONVILLE CITY	17,203	0.09%
WEED CITY	1,176	0.01%
WEST COVINA CITY	50,024	0.27%
WEST HOLLYWOOD CITY	24,945	0.14%
WEST SACRAMENTO CITY	23,426	0.13%
WESTLAKE VILLAGE CITY	5,634	0.03%
WESTMINSTER CITY	38,778	0.21%
WESTMORLAND CITY	685	0.00%
WHEATLAND CITY	1,621	0.01%
WHITTIER CITY	45,085	0.25%
WILDOMAR CITY	15,414	0.08%
WILLIAMS CITY	1,452	0.01%
WILLITS CITY	2,321	0.01%
WILLOWS CITY	2,431	0.01%
WINTERS CITY	3,445	0.02%
WOODLAKE CITY	2,029	0.01%
WOODLAND CITY	27,346	0.15%
YORBA LINDA CITY	39,525	0.22%
YREKA CITY	4,036	0.02%
YUBA CITY	28,595	0.16%
YUCAIPA CITY	27,004	0.15%
Unknown	3,340,867	18.36%

Town District

APPLE VALLEY TOWN	35,793	0.20%
ATHERTON TOWN	4,669	0.03%
COLMA TOWN	662	0.00%
CORTE MADERA TOWN	6,094	0.03%
DANVILLE TOWN	28,312	0.16%
FAIRFAX TOWN	5,331	0.03%
HILLSBOROUGH TOWN	7,391	0.04%
LOOMIS TOWN	4,199	0.02%
LOS ALTOS HILLS TOWN	5,592	0.03%
LOS GATOS TOWN	18,445	0.10%
MAMMOTH LAKES TOWN	3,051	0.02%
MORAGA TOWN	10,395	0.06%
PARADISE TOWN	15,489	0.09%
PORTOLA VALLEY TOWN	3,295	0.02%
ROSS TOWN	1,543	0.01%
SAN ANSELMO TOWN	8,455	0.05%
SPADRA TOWN	217	0.00%
TIBURON TOWN	5,848	0.03%
TRUCKEE TOWN	8,773	0.05%
WINDSOR TOWN	14,477	0.08%
WOODSIDE TOWN	3,852	0.02%
YOUNTVILLE TOWN	1,884	0.01%
YUCCA VALLEY TOWN	10,563	0.06%
Unknown	17,995,556	98.88%

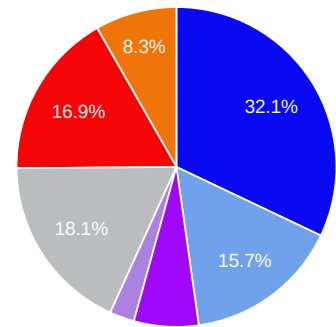
Household Voter Count

■ 1	5,957,873	32.74%
■ 2	7,531,812	41.38%
■ 3	3,277,584	18.01%
■ 4	1,073,164	5.90%
■ 5	278,230	1.53%
■ 6	61,638	0.34%
■ 7	14,336	0.08%
■ 8	3,888	0.02%
■ 9	981	0.01%
■ 10	380	0.00%



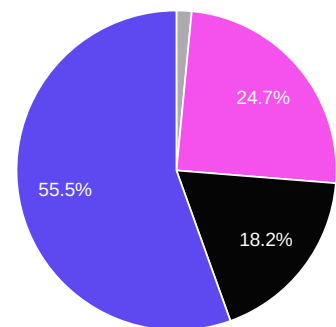
Household Party Composition

Democratic	5,833,990	32.06%
Independent	3,290,302	18.08%
Republican	3,069,770	16.87%
Democratic & Independent	2,858,884	15.71%
Republican & Independent	1,503,649	8.26%
Democratic & Republican	1,187,677	6.53%
Democratic & Republican & Independent	455,614	2.50%



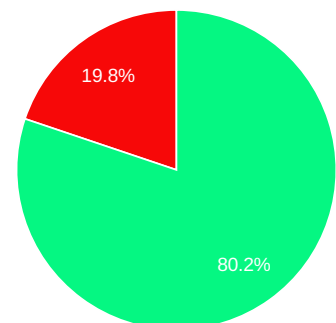
Household Gender Composition

Mixed Gender Household	10,098,302	55.49%
Female Only Household	4,503,370	24.74%
Male Only Household	3,319,515	18.24%
Cannot Determine	278,699	1.53%



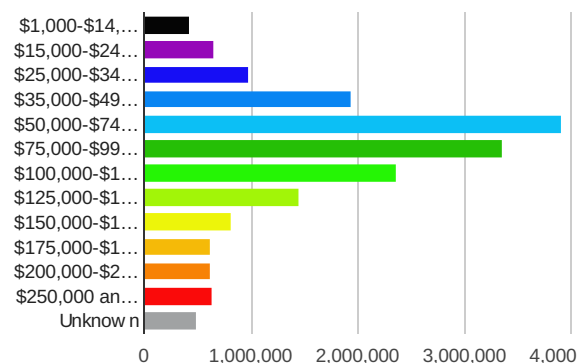
Phone Number Exists

Yes	14,591,537	80.17%
No	3,608,349	19.83%



Estimated Income Range

■ \$1,000-\$14,999	422,513	2.32%
■ \$15,000-\$24,999	647,267	3.56%
■ \$25,000-\$34,999	982,886	5.40%
■ \$35,000-\$49,999	1,927,399	10.59%
■ \$50,000-\$74,999	3,897,099	21.41%
■ \$75,000-\$99,999	3,342,451	18.37%
■ \$100,000-\$124,999	2,353,319	12.93%
■ \$125,000-\$149,999	1,442,303	7.92%
■ \$150,000-\$174,999	819,304	4.50%
■ \$175,000-\$199,999	615,617	3.38%
■ \$200,000-\$249,999	618,594	3.40%
■ \$250,000 and up	635,812	3.49%
■ Unknown	495,322	2.72%



Occupation

Civil Servant-Air Traffic Controller	236	0.00%
Civil Servant-Corrections Officer	371	0.00%
Civil Servant-Firefighter	1,791	0.01%
Civil Servant-General	15,778	0.09%
Civil Servant-Mail Carrier	1,045	0.01%
Civil Servant-Mail Postmaster	35	0.00%
Civil Servant-Policeman/Policewoman	1,633	0.01%
Civil Servant-Politician	22	0.00%
Computer-Data Entry Specialist	1,014	0.01%
Computer-Operator	1,200	0.01%
Computer-Professional	10,388	0.06%
Computer-Programmer	1,638	0.01%
Computer-Systems Analyst	673	0.00%
Creative-Actor	525	0.00%
Creative-Artist	383	0.00%
Creative-Editor	550	0.00%
Creative-Fashion Model	48	0.00%
Creative-Graphic Designer	189	0.00%
Creative-Museum Curator	16	0.00%
Creative-Music Conductor	72	0.00%
Creative-Musician	486	0.00%
Creative-Photographer	597	0.00%
Creative-Writer	478	0.00%
Education-Instructor	1,639	0.01%

Education-Lecturer	102	0.00%
Education-Principal/Dean	630	0.00%
Education-Professor	1,582	0.01%
Education-Student	4,261	0.02%
Education-Superintendent	214	0.00%
Education-Teacher	63,398	0.35%
Education-Trainer	234	0.00%
Engineer-Aeospace	32	0.00%
Engineer-Chemical	61	0.00%
Engineer-Civil	727	0.00%
Engineer-Electrical	2,156	0.01%
Engineer-Field	143	0.00%
Engineer-General	51,781	0.28%
Engineer-Industrial	125	0.00%
Engineer-Mechanical	278	0.00%
Financial-Certified Public Accountant	27,548	0.15%
Financial-Accounting Billing	14,811	0.08%
Financial-Analyst	1,962	0.01%
Financial-Appraiser	3,187	0.02%
Financial-Auditor	1,010	0.01%
Financial-Bank Teller	2,092	0.01%
Financial-Banker	14,329	0.08%
Financial-Bookkeeper	3,285	0.02%
Financial-Broker	263	0.00%
Financial-Claims Adjuster	226	0.00%
Financial-Comptroller	752	0.00%
Financial-Estimator	371	0.00%
Financial-General	11,401	0.06%
Financial-Insurance Agent	18,902	0.10%
Financial-Insurance Claims Examiner	669	0.00%
Financial-Insurance Underwriter	38,861	0.21%
Financial-Loan Officer	439	0.00%
Financial-Loan Preparer	160	0.00%
Financial-Real Estate/General	256,397	1.41%
Financial-Stock Trader	66,565	0.37%
Food Services-Baker	439	0.00%
Food Services-Bartender	626	0.00%
Food Services-Brewer	26	0.00%
Food Services-Butcher	727	0.00%
Food Services-Caterer	90	0.00%
Food Services-Chef	2,373	0.01%

Food Services-Delicatessen Worker	127	0.00%
Food Services-General	928	0.01%
Food Services-Grocer	526	0.00%
Food Services-Hostess/Host	379	0.00%
Food Services-Waiter/Waitress	3,905	0.02%
Legal-Attorney	25,789	0.14%
Legal-Court Reporter	1,537	0.01%
Legal-Judge	42	0.00%
Legal-Paralegal	1,043	0.01%
Legal-Secretary	684	0.00%
Maintenance-Cleaner/Laundrerer	294	0.00%
Maintenance-Custodian	1,367	0.01%
Maintenance-General	2,464	0.01%
Maintenance-Janitor	913	0.01%
Maintenance-Maid/Cleaner/Housekeeper	1,255	0.01%
Maintenance-Repairman	1,203	0.01%
Maintenance-Supervisor	89	0.00%
Management-Account Executive	75,166	0.41%
Management-Administration	4,262	0.02%
Management-Artistic Director	228	0.00%
Management-Assistant	3,522	0.02%
Management-Branch	225	0.00%
Management-CEO/CFO/Chairman of Board	1,617	0.01%
Management-Credit	296	0.00%
Management-Distribution	358	0.00%
Management-Division	96	0.00%
Management-Executive Director	2,272	0.01%
Management-Foreman	4,675	0.03%
Management-General	1,001	0.01%
Management-Manager	53,482	0.29%
Management-Market	6,041	0.03%
Management-Middle	56,455	0.31%
Management-Office	2,064	0.01%
Management-Plant	272	0.00%
Management-President	7,169	0.04%
Management-Production	134	0.00%
Management-Project	385	0.00%
Management-Property	132	0.00%
Management-Regional	136	0.00%
Management-Sales	2,229	0.01%
Management-Store	476	0.00%

Management-Supervisor	6,768	0.04%
Management-Traffic	87	0.00%
Management-Treasurer	25	0.00%
Management-Upper	154,112	0.85%
Management-Vice President	3,160	0.02%
Management-Warehouse	1,984	0.01%
Manufacturing-Assembly Line Worker	2,443	0.01%
Manufacturing-Binder	71	0.00%
Manufacturing-Construction Worker	17,578	0.10%
Manufacturing-Cutter	256	0.00%
Manufacturing-Fabricator	78	0.00%
Manufacturing-Factory Worker	480	0.00%
Manufacturing-Finisher	286	0.00%
Manufacturing-Foundry Worker	2	0.00%
Manufacturing-Grinder	99	0.00%
Manufacturing-Inspector	1,258	0.01%
Manufacturing-Installer	1,308	0.01%
Manufacturing-Ironworker	241	0.00%
Manufacturing-Machinist	2,553	0.01%
Manufacturing-Materials Handler	26	0.00%
Manufacturing-Mill Worker	136	0.00%
Manufacturing-Millwright	82	0.00%
Manufacturing-Mold Maker	206	0.00%
Manufacturing-Packer	1,139	0.01%
Manufacturing-Pipe Fitter	389	0.00%
Manufacturing-Polisher	50	0.00%
Manufacturing-Production	888	0.00%
Manufacturing-Quality Control Inspector	160	0.00%
Manufacturing-Setup Man	72	0.00%
Manufacturing-Sheet Metal Worker	337	0.00%
Manufacturing-Skilled	96,180	0.53%
Manufacturing-Sorter	258	0.00%
Manufacturing-Tester	89	0.00%
Manufacturing-Toolmaker	285	0.00%
Manufacturing-Welder	1,523	0.01%
Medical-Animal Technician	103	0.00%
Medical-Assistant	1,654	0.01%
Medical-Chiropractor	5,002	0.03%
Medical-Counselor	21,505	0.12%
Medical-Dentist/Dental Hygienist	41,688	0.23%
Medical-Dietician	394	0.00%
Medical-Healthcare Worker	46,422	0.26%

Medical-Lab Technician	1,574	0.01%
Medical-Nurse	272,993	1.50%
Medical-Nurses Aide	6,109	0.03%
Medical-Occup/Physical Therapist	15,026	0.08%
Medical-Optometrist/Optician	3,468	0.02%
Medical-Paramedic	154	0.00%
Medical-Pharmacist	38,594	0.21%
Medical-Physician	54,618	0.30%
Medical-Psychologist	16,007	0.09%
Medical-Secretary	1,679	0.01%
Medical-Speech Pathologist/Audiologist	7,122	0.04%
Medical-Technician	774	0.00%
Medical-Therapist	550	0.00%
Medical-Veterinarian	6,389	0.04%
Medical-X-Ray Technician	1,675	0.01%
Military-Unknown	22,400	0.12%
Office Assistant-Clerk	24,131	0.13%
Office Assistant-Customer Service	2,566	0.01%
Office Assistant-File Clerk	330	0.00%
Office Assistant-General	92,969	0.51%
Office Assistant-Receptionist	2,367	0.01%
Office Assistant-Sales Clerk	117,665	0.65%
Office Assistant-Secretary	10,648	0.06%
Office Assistant-Stock Clerk	1,183	0.01%
Office Assistant-Typist	753	0.00%
Other-Homemaker	155,795	0.86%
Other-Laborer	23,712	0.13%
Other-Retired	184,647	1.01%
Other-Self-Employed	45,573	0.25%
Other-Volunteer	5	0.00%
Sales-Advertising	99	0.00%
Sales-Auctioneer	15	0.00%
Sales-Buyer	968	0.01%
Sales-Cashier	3,582	0.02%
Sales-Checker	866	0.00%
Sales-Marketing	588	0.00%
Sales-Merchandiser	349	0.00%
Sales-Purchaser	187	0.00%
Scientific-Chemist	506	0.00%
Scientific-Geologist	339	0.00%
Scientific-Researcher	6,033	0.03%
Services/Creative	373	0.00%

Skilled Trades-Agent	1,729	0.01%
Skilled Trades-Apprentice	177	0.00%
Skilled Trades-Architect/General	10,306	0.06%
Skilled Trades-Architect/Landscape	945	0.01%
Skilled Trades-Athlete/Professional	202	0.00%
Skilled Trades-Auto Bodyman	288	0.00%
Skilled Trades-Auto Mechanic	446	0.00%
Skilled Trades-Barber/Hairstylist/Beautician	132,473	0.73%
Skilled Trades-Boiler Operator	48	0.00%
Skilled Trades-Carpenter	2,887	0.02%
Skilled Trades-Child Care/Day Care	718	0.00%
Skilled Trades-Clergy	6,820	0.04%
Skilled Trades-Coach	102	0.00%
Skilled Trades-Conservationist	8	0.00%
Skilled Trades-Crane Operator	95	0.00%
Skilled Trades-Detective/Investigator	405	0.00%
Skilled Trades-Dock Worker	325	0.00%
Skilled Trades-Draftsman	867	0.00%
Skilled Trades-Driver/Bus	793	0.00%
Skilled Trades-Driver/Dispatcher	690	0.00%
Skilled Trades-Driver/General	6,236	0.03%
Skilled Trades-Driver/Professional	23,943	0.13%
Skilled Trades-Driver/Truck	3,366	0.02%
Skilled Trades-Electrician	3,896	0.02%
Skilled Trades-Expeditor	195	0.00%
Skilled Trades-Farmer	6,475	0.04%
Skilled Trades-Fisherman/Seaman	90	0.00%
Skilled Trades-Flight Attendant	229	0.00%
Skilled Trades-Florist	87	0.00%
Skilled Trades-Forester	288	0.00%
Skilled Trades-Forklift Operator	244	0.00%
Skilled Trades-Furrier	1	0.00%
Skilled Trades-Gardener/Landscaper	1,250	0.01%
Skilled Trades-Glazier	165	0.00%
Skilled Trades-Interior Designer	286	0.00%
Skilled Trades-Jeweler	185	0.00%
Skilled Trades-Journeyman	278	0.00%
Skilled Trades-Librarian	633	0.00%
Skilled Trades-Lineman	546	0.00%
Skilled Trades-Lithographer	4	0.00%
Skilled Trades-Loader	254	0.00%

Skilled Trades-Locksmith	578	0.00%
Skilled Trades-Machine Operator	1,304	0.01%
Skilled Trades-Mason/Bricklayer	527	0.00%
Skilled Trades-Mechanic	10,794	0.06%
Skilled Trades-Meter Reader	203	0.00%
Skilled Trades-Miner	13	0.00%
Skilled Trades-Oil Industry	113	0.00%
Skilled Trades-Operator/General	3,341	0.02%
Skilled Trades-Painter	1,557	0.01%
Skilled Trades-Pilot	5,715	0.03%
Skilled Trades-Plumber	1,342	0.01%
Skilled Trades-Porter	149	0.00%
Skilled Trades-Press Operator	517	0.00%
Skilled Trades-Presser	62	0.00%
Skilled Trades-Printer	671	0.00%
Skilled Trades-Public Relations	84	0.00%
Skilled Trades-Publishing	76	0.00%
Skilled Trades-Reporter	354	0.00%
Skilled Trades-Roofer	407	0.00%
Skilled Trades-Sanitation/Exterminator	1,029	0.01%
Skilled Trades-Seamstress/Tailor	484	0.00%
Skilled Trades-Security Officer	32,520	0.18%
Skilled Trades-Shipper	978	0.01%
Skilled Trades-Social Worker	20,481	0.11%
Skilled Trades-Statistician	66	0.00%
Skilled Trades-Surveyor	1,616	0.01%
Skilled Trades-Technician/General	6,340	0.03%
Skilled Trades-Technician/Utilities	178	0.00%
Skilled Trades-Technician/Water Treatment	13	0.00%
Skilled Trades-Telemarketer	363	0.00%
Skilled Trades-Train Brakeman	56	0.00%
Skilled Trades-Transcriber	183	0.00%
Skilled Trades-Travel Agent	277	0.00%
Skilled Trades-Typesetter	96	0.00%
Skilled Trades-Upholsterer	154	0.00%
Transportation	267	0.00%
Unknown	15,461,965	84.96%

Business Owner

Unknown	18,068,001	99.28%
Yes	131,885	0.72%

Education

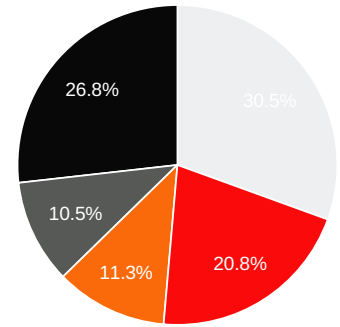
Unknown	8,859,054	48.68%
Bach Degree - Extremely Likely	1,823,305	10.02%
Some College - Likely	1,679,656	9.23%
HS Diploma - Extremely Likely	1,266,601	6.96%
Bach Degree - Likely	1,037,413	5.70%
Grad Degree - Extremely Likely	939,936	5.16%
HS Diploma - Likely	820,582	4.51%
Grad Degree - Likely	707,265	3.89%
Less than HS Diploma - Likely	605,895	3.33%
Some College -Extremely Likely	446,841	2.46%
Vocational Technical Degree - Extremely Likely	12,331	0.07%
Less than HS Diploma - Ex Like	1,007	0.01%

Estimated Home Value Range

\$0K to \$19K	12,736	0.07%
\$20K to \$49K	33,717	0.19%
\$50K to \$99K	244,745	1.34%
\$100K to \$149K	540,549	2.97%
\$150K to \$174K	483,787	2.66%
\$175K to \$199K	493,943	2.71%
\$200K to \$249K	1,014,027	5.57%
\$250K to \$299K	1,293,368	7.11%
\$300K to \$399K	2,693,380	14.80%
\$400K to \$499K	2,797,569	15.37%
\$500K to \$749K	4,208,550	23.12%
\$750K to \$999K	1,885,673	10.36%
\$1000K to 1M and over	1,999,777	10.99%
Unknown	498,065	2.74%

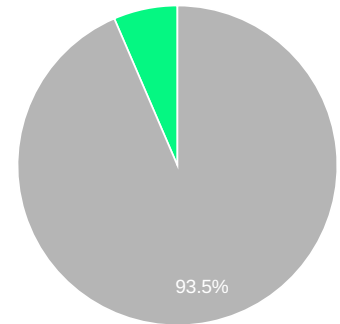
Presence Of Children Code

Unknown	5,558,165	30.54%
Not Likely to have a child	4,874,180	26.78%
Known Data	3,792,705	20.84%
Modeled Likely to have a child	2,059,276	11.31%
Modeled Not as Likely to have a child	1,915,560	10.53%



Gun Owner

Unknown	17,022,745	93.53%
Yes	1,177,141	6.47%



Social Economic Ladder (ISPSA)

0	1,481,829	8.14%
1	1,636,035	8.99%
2	1,672,366	9.19%
3	1,723,508	9.47%
4	1,759,004	9.66%
5	1,829,030	10.05%
6	1,869,254	10.27%
7	1,882,083	10.34%
8	1,850,662	10.17%
9	1,855,322	10.19%
Unknown	640,793	3.52%

