

# America's Future - Political Party Affiliation

MID: 890321-000

----- SRDS UPDATED/CONFIRMED -----  
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----  
 Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	11,563,478	\$70.00
Democrat	5,610,547	+5.00
Republican	2,341,252	+5.00
Independent	148,638	+5.00

Net name arrangement (minimum 25,000), 85%.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Age	\$7.00	M	extra	
Ethnicity	\$15.00	M	extra	
Gender	\$10.00	M	extra	
Geo Select	\$5.00	M	extra	
Home Owner	\$15.00	M	extra	
Income Select	\$7.00	M	extra	
Lifestyle Select	\$15.00	M	extra	
Marital Status	\$10.00	M	extra	
Presence Of Children	\$10.00	M	extra	
Key Coding	\$2.00	M	extra	

----- PERSONNEL -----

**List Owner**

Datamatrix Lists  
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List Manager		732-940-1500	732-940-1501	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>

----- SUMMARY DESCRIPTION -----

Voters by political party.

----- DATACARD DESCRIPTION -----

THIS LIST IS COMPRISED OF REGISTERED VOTERS IN THE UNITED STATES BY POLITICAL PARTY. THESE CITIZENS UNDERSTAND THE IMPORTANCE OF THEIR RIGHT TO VOTE AND TAKE FULL ADVANTAGE OF THIS CIVIL LIBERTY. POLITICAL AFFILIATION IS AN EXCELLENT WAY TO DETERMINE AN INDIVIDUAL'S LIFESTYLE AND BELIEF INCLINATIONS, AS CERTAIN STRONGLY HELD PRINCIPLES OFTEN RUN DOWN PARTY LINES. THIS CREATES A PERFECT OPPORTUNITY FOR ANY OFFER TARGETED TOWARDS A GROUP WITH A SPECIFIC SET OF STANDARDS. AN IDEAL LIST FOR CAMPAIGN AND CAUSE-RELATED FUNDRAISING AS WELL AS ANY OFFER RELATING TO THE LOCAL OR NATIONAL COMMUNITY.

**SRDS Classification**

USA Consumer 592 Political & Social Topics

----- LIST SOURCE -----

Source	Note
Direct Response	Voter Registration

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
Pressure Sensitive Labels	\$15.00	M	extra	
Diskette	\$50.00		fee	
E-mail	\$50.00		fee	
CD ROM	\$50.00		fee	
FTP	\$50.00		fee	
Cartridge	\$50.00		fee	

----- RESTRICTIONS -----

Net name is allowed. Exchange is not allowed. Reuse is allowed. Telemarketing is not allowed.