

Cross-Tabulated Voter Analysis

The following pages contain a detailed cross-tabulated analysis of the party, age, gender and voting history characteristics of the voters. There are four reports one each for all registered voters, Democrats, Republicans and Independents. For the purposes of this analysis, Independents include registered independents, unaffiliated voters and all those registered with minor parties. All four reports are identical in form and analyze each party.

Each report is three pages in length, includes fifteen separate paragraphs and is run for a specific district, county or state. Each paragraph isolates one sub-set of voters and analyzes it by several different variables. The title of the report that can be found at the top and bottom of each page and details the district and party of the analysis.

The first paragraph, entitled “All Registered <party affiliation>” analyzes all voters in the selection, providing counts for the total number of individuals (T) and the total number of households (HH) under the “Voter-Count” heading.

Under the “Gender-Count” heading the total number of males (M) and females (F) is analyzed.

Information under the “Age” heading is used in conjunction with the specific counts and percentages appearing under the “All”, “Men”, and “Wmn” headings. This section allows you to determine how many individuals are between the ages of 25 and 34 and the percentage of the voter population represented in the age grouping by gender.

The column appearing on the far right hand side with the heading “Time-Voted” analyzes the voting history of the universe of voters in that particular paragraph. The particular voting dates analyzed are listed at the top right hand side of the report title. This section, analyzes how many voters, in the paragraph, voted in none of the stated elections (0/4), one of the last four elections (1/4), two of the last four (2/4), three of the



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last four (3/4), or all four of the listed elections (4/4). To the right of the totals and percentages is a cumulative total count titled “Cum-Tot” showing how many of that paragraph’s voters voted in 1 or more, 2 or more, 3 or more or all four of the stated elections.

Each of the other fifteen paragraphs isolates a sub-set of voters selected on the report and runs the same analysis on that sub-set. For example, the second paragraph “New Registrants (since mm/dd/yy)” takes the newly registered voters and shows their age and gender breakdowns. Because these voters are newly registered, they may not have voted in any of the selected elections. Voting history and registration dates are reported in varying degrees of completeness by the counties. Some reports may contain blank paragraphs or have three election dates analyzed rather than four. Some districts may contain a mixture of counties not all of which report voting history. Where sufficient that history exists to make it useful, voting history has been analyzed in the report even though every county in the district is not represented by that analysis.

Additional voter analyzes are available upon request. These reports include: “Voting History”, “Party”, and “Voter Turnout Analyses”. We also have all reports available for Congressional, House/Legislative and Senate Districts as well as County and State level reports.

The “Voting History Analysis” details voting history and voter counts by precinct for a selected area.

Our “Party Analysis” report is a precinct level report that details individual and household counts by party identification. It also provides a count of available phone numbers by precinct.

The “Voter Turnout Analysis” offers precinct level analyzes of voter turnout by party affiliation and vote date.



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