

L2 VOTER FILE AVAILABLE FIELDS

For over 50 years, L2 has been the gold standard for voter contact and targeting information

Hundreds of fields to help you find your target voters



Individual Data:

First Name
 Middle Name
 Last Name
 LALVOTERID
 (L2 Unique ID)
 Residence Family ID
 Mailing Family ID
 Voters State Voter ID
 Voters County Voter ID
 House Number
 Prefix Direction
 Street Name
 Suffix Direction
 Street Designator
 Apartment Number
 Residence City
 Mailing Address
 Mailing Extra Address
 Mailing City
 Mailing State
 Mailing Zip Code
 Mailing Zip Plus4
 Landline Telephone
 Cell phone
 Email Address (Extra Cost)
 Absentee Types
 Age

Ethnicity

County Ethnic Description
 Individual Ethnic Categories
 Broad Ethnic Groupings
 Hispanic Country Origin

Language

Marital Status

Veteran

Occupation

Business Owner or Owner
 in Household
 Occupation Group
 Occupation of Person
 Union Membership Likely
 Likely Recent Employer
 Likely Recent Employer-
 Executive Level
 Likely Recent Employer-
 Executive Department
 Likely Recent Employer-
 Title at Company

Registration Status (Active vs. Inactive)

Likely Religion



Area Selection:

State
 School Districts
 Unified School District
 College Board District

Judicial Districts

Federal and State Districts

Congressional District
 OLD Congressional Districts
 State Senate District
 OLD State Senate Districts
 State House District
 OLD State House Districts

Counties

FIPS

Precinct/Voting Districts



Miscellaneous Districts:

4H Livestock District
 Airport District
 Board of Education District
 Cemetery District
 Community Council District/Subdistrict
 Community Facilities District/Subdistrict
 Community Service District/Subdistrict
 Conservation District/Subdistrict
 County Water District/Subdistrict
 Emergency Communication 911
 District/Subdistrict
 Fire District
 Fire Protection District/Subdistrict
 Hospital District/Subdistrict
 Irrigation District/Subdistrict

Land Commission
Library District/Subdistrict
Metro Service District/Subdistrict
Metropolitan Water District
Municipal Advisory Council District
Municipal Utility District/Subdistricts
Municipal Water District/Subdistrict
Native American Districts/Subdistricts
Park District/Subdistrict
Public Utility District/Subdistrict
Rapid Transit District/Subdistrict
Resource Conservation District
River Water District
Sanitary District/Subdistrict
Soil and Water District/At large
Storm Water District
Unincorporated District
Water Conservation District/Subdistrict
Water Replacement District/Subdistrict
Weed District



Movers:

Years Living at the Same Address

New to District

Moved Within State to a New Congressional District

Moved Within State to a New County

Moved Within State to a New State House District

Moved Within State to a New State Legislative District

Moved Within State to a New State Senate District

New to State

Voters Moved-From Date

State From Which Voter Moved

Voter Party Affiliation in Previous State

% Performance in Even Year Generals and Primaries Combined in Previous State

% Performance in Even Year Generals in Previous State

% Performance in Even Year Primaries in Previous State

% Performance in Minor Elections in Previous State

Statistical and Market Areas

Designated Market Area (DMA)

Statistical

Combined Statistical Areas (CSA)

Core-Based Statistical Areas (CBSA)

Metropolitan Statistical Area (MSA)

Time Zone

Urban/Suburban/Rural Classification



Household Demographics:

Age by Gender in Household

Count of Persons in Household

Disabled in Household

Generations in Household

Presence of Children

Senior Adult in Household

Young Adult in Household

Hobbies and Interests Found in Household

Arts and Cultures Interests

Arts and Antiques

Food and Wine

Movies

Music

Photography

Stamps

Education and News Interest

Books and Magazines

Miscellaneous

Family Interest

Children Orientation

Clothing Purchases

Gender Specific Merchandise

Financial and Investing Interests

Interest in Invest Active in Household

Interest in Invest Stock Securities in Household

Interest in Investing Finance Grouping in Household

Interest in Investments Foreign in Household

Interest in Investments in Household

Interest in Investments Personal in Household

Interest in Investments Real Estate in Household

Interest in Sweepstakes in Household

Guns

Gun Owner Concealed Permit in Household

Gun Owner in Household

Beauty

Interest in Cosmetic in Household

Interest in Jewelry in Household

Health

Interest in Dieting and Weightloss in Household

Interest in Exercise and Aerobics in Household

Interest in Running and Jogging in Household

Interest in Exercise for Health (General in Household)

Interest in Exercise Very Strong in Household

Interest in Health and Beauty in Household

Interest in Due to Medical Issue in Household

Interest in Smoking in Household

Hobbies and Games Interest

Collecting

Interest in Collecting (General) in Household

Interest in Coins in Household

Interest in Collecting Extremely Strong (General) in Household

Interest in Collecting Military Memorabilia in Household

Interest in Collecting Sports Memorabilia in Household

Interest in Collecting Very Strong in Household

Interest in Collecting Very Strong in Household

Crafts

Interest in Crafts in Household

Interest in Crafts Purchasing in Household

Interest in Sewing Knitting Needlework in Household

Interest in Woodworking in Household

Gaming

Interest in Games Board Puzzles in Household

Interest in Games PC Games in Household

Interest in Games Video in Household

Interest in Gaming (General) in Household

Interest in Casinos and Gambling in Household

Home and Auto Interest

Auto

Extreme Interest in Automobile Work in Household

Interest in Auto Work in Household

Interest in Autoparts and Accessories Buying in Household

Cooking

Interest in Cooking in Household

Interest in Cooking is Very Strong in Household

Gardening and Farming

Interest in Farming Supply Purchases in Household

Interest in Gardening in Household

Interest in House Plants in Household

Home Decorating and Appliances

Interest in High End Appliances Purchaser in Household

Interest in Home Decorating Very Strong in Household

Interest in Home Furnishings Purchases in Household

Interest in Home Improvement (General) in Household

Mail Order

Mail Order Buyer in Household

Mail Solicitation Responder in Household

Online Buyer in Household

Pets

Interest in Cats in Household

Interest in Dogs in Household

Multiple Pets in Household

Outdoor Activities Interest

General Outdoor

Hunting, Camping and Hiking

Water Sports

Sports

Baseball

Basketball

Football

General Sports

Golf

Hockey

Racing

Skiing

Soccer

Tennis

Technology and Science Interest

Interest in Aviation Interest in Household

Interest in Computer Science in Household

Interest in Computers for Business in Household

Interest in Consumer Electronics in Household

Interest in Electronics for Showing Movies in Household

Interest in Science and Space in Household

Travel and Adventure Interest

Interest in Cruise Ship Travel in Household

Interest in Domestic Travel in Household

Interest in General Travel in Household

Interest in International Travel in Household

Interest in Luggage Purchaser in Household

Interest in Travel Grouping in Household

Household English Language Proficiency

Residence Household Gender Description

Residence Household Parties Description

Residence Families Count of Voters in Household

African American Professional in Household



Voting History:

Voter History

Voting Frequency

Early Voting Historical

Voting Performance

Voting Early or Absentee Primary(s)

Voting Early or Absentee General Election(s)



Telephones:

Phone Number Available

Landline Confidence Code

Cell Phone Confidence Code

Do Not Call



Lifestyle and Wealth Data:

Automobile Ownership / Purchase Interest

Motorcycle Make/Model

Property Characteristics

Property Land Square Footage

Property Type

Home Value and Financing

Home Purchase Date/Year

Home Est. Current Retail Market Value

Home Est. Current Value Range

Home Est. Tax Assessed Value
Home Mortgage Amount / Range

House Characteristics

Dwelling Type
Handicap Accessible
Home Square Footage
Homeowner Probability Model
Number of Bedrooms/Rooms
Small Home Office
Home Swimming Pool

Income

CRA Income Classification Code
Credit Rating
Est. Income Amount / Range
Household Net Worth
Household Number Lines Of Credit
Presence Of Gold Plat/Premium/ Upscale Retail CC

Social Position, Lifestyle and Neighborhood

Broader Living
Career Improvement
Career Interest
Christian Families
Country or Urban Club Member
Do-It-Yourselfers-Typical-Choice
Do-It-Yourself Lifestyle-Committed Choice
Focus on Home Living
Focus on Investment Opportunities
Focus on Professional Advancement
Focus on Self-Improvement
Focus on Wealth-Living
High Tech Living
Middle America Common Living
Religious Inspiration
Sporty Living
Upscale Artsy Living
Value Hunting Living
Working Woman

Neighborhood

Area Median Home Value
Census Median Household Income
Median Years of Education in Neighborhood

State Income Decile
Educational Attainment by Area
Social Ranking Index by Area



Contributions:

Donates by Mail
Animal Welfare Donor
Arts and Culture Donor
Donor Charitable Causes
Childrens Causes Donor
Political Conservative Donor
Environmental Causes Donor
Health Institution Donor
International Aid Donor
Political Liberal Donor
Local Community Charity Donor
Local Environmental Causes Donor
Religious Causes Donor
Veterans Causes Donor
FEC Federal Donor Ideology
FEC Average Donation / Range
FEC Last Donation Date
FEC Number of Donations
FEC Primary Recipient of Contributions



Digital Marketing:

Mobile Ad IDs Available
IP Addresses Available



Census Data:

Employment Status
Commuting To Work
Occupation
Industry
Class Of Worker
Income And Benefits- Households

Income and Benefits- Families
Health Insurance Coverage
Below Poverty Level