//// Fireside Voter Data

Don't Just Rent Your Data, Own It

The world is constantly evolving, and with it there is an ever-expanding universe of data. Having data is not enough; understanding data and leveraging it into meaningful actions is what is important. Quality over quantity.

That is why we have built a service exclusively for our customers that is not only rich in constituent data, but also solves the primary logistical problems of building targeted audiences and scheduling mailings.

Why search, download and import data manually
when it could automatically be ready for you inside Fireside?

When you make an investment in data through Fireside, you are sure to get a return many times over. Our team helps you understand what can seem like an overwhelming breadth and depth of your actionable data. Plus, we automate all of the logistics from your initial import, tagging, and periodic refreshes to your universe. What's left to do? Anything you want. All of this constituent data is at your fingertips to use Fireside's familiar audiences tools.

Fireside Voter Data Packages

Voter File Data

The Voter File includes the following information:

- Full Name
- Full Address
- Home Phone Number
- Gender
- Birthdate
- Ethnic Description

- Voter Registration Date
- State House District
- State Senate District
- Precinct
- Voter Frequency
- Vote History

Super-Charge Your Voter Data

In addition to our robust voter file, Fireside offers two additional opportunities to boost the effectiveness of your office's communications and outreach efforts by pairing sophisticated lifestyle and modeling data with the Essential Voter File. With more detailed data about constituents, your office will be able to widen the reach of your communications as well as micro-target specific messages to groups who will be the most receptive to them.

Enhanced Commercial Lifestyle Data

Looking to target messages to constituents based on specific demographic identifiers? Commercial lifestyle data, paired with Experian's Mosaic Lifestyle Groupings, has all the information you need to elevate your communications plan.

The Enhanced Data Package includes everything in the Voter File plus:

- Income Range
- Occupation
- Education
- Calculation of Likely Marital Status
- Ethnic and Religious Identification
- Charitable Giving in 14 Categories
- Socio Economic Ladder Ranking
- Home Purchase Price and Date
- Likely Current Home Value
- Land Value and Median Housing Value
- Home Owner vs. Renter
- Estimated Net Worth
- Investor Status

- Business Owner
- Home Office
- Likely Presence of Children in Household
- Percentage of Individuals in Area who are Spanish Speaking
- Likely Primary Language
- Magazine Category Subscriptions
- Experian Mosaic Lifestyle Groupings
- Pet Owners of Various Types
- Gun Owners
- Veterans
- Hobbies and Interests Found in the Household

Premium Algorithmic Sentiment Modeling Data

Algorithmic sentiment modeling combines information already known about constituents with data known about everyone, to build statistical models that predict constituent sentiment on important issues and hot topics. Identify specific individuals who are most likely to positively respond to the Member's message through the most cost-effective solution available in the market today. This model was produced in conjunction with HaystaqDNA, the team that pioneered predictive analytics.

The Premium Algorithmic Sentiment Modeling Data includes everything in the Voter File and the Enhanced Commercial Lifestyle Data plus:

- Affordable Housing
- Corporate Bailouts
- Black Lives Matter

- Marijuana Legalization
- Gay Marriage
- Mexican Border Wall

- Casinos
- Pro-Choice / Pro-Life
- Church Attendance
- Pathway to Citizenship
- Citizens United (Campaign Finance)
- Civil Liberties
- Death Penalty
- Ballot Drop Off
- Drug Price Controls
- Voter Fraud
- Climate Change
- Renewable Energy
- Fracking
- Gun Laws
- Environmental Regulation
- Genetically Modified Food
- Humanitarian Intervention
- Hunting and Fishing Amendments
- Fiscal Conservative/Liberal
- Social Conservative/Liberal
- Military Intervention
- Minimum Wage Increase
- Muslim Ban
- Affordable Care Act
- Online Gaming
- Public Transportation
- Redistricting
- Rideshare User
- Rideshare Encourage
- Right to Work
- School Choice
- Common Core
- School Funding
- Supreme Court Confirmation
- Social Media Usage
- Social Media Frequency
- Social Security Income Cap
- Tea Party
- Tobacco Tax
- Transgender Bathrooms

Fireside Voter Data Licensing Authorization

Data licenses will be invoiced electronically to the client. Payment is due upon receipt and made by EFT through the House Finance Office.

Email addresses are not included in any of our Voter Data packages, but can be purchased separately or matched to voter file information for maximum impact.

Please choose your data package below:

Enhanced Data Subscription Cleansed Voter File PLUS commercial lifestyle enhanced voter data:	☐ 1 Update during the 116th Congress ($3,500) ☐ 3 Updates during the 116th Congress ($5,500)
Premium Data Subscription Cleansed Voter File, Enhanced Data Subscription PLUS algorithmic sentiment modeling:	☐ 1 Update during the 116th Congress ($4,000) ☐ 3 Updates during the 116th Congress ($6,500)
Voter File Data Cleansed Voter File refined by our Unique Quality Assurance System:	☐ One-Time Purchase ($2,500)

Client Authorization

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Print Member Name   Member Signature   Date

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Data Integrity

Before importing new data, Fireside must know how your existing data should be treated. When importing new purchased data, I direct Fireside to take the following action:

☐	**UPDATE** our existing constituent contact information with the newly purchased data *(ex: overwriting existing phone numbers or mailing addresses in your Fireside account)*. This applies to the first import and any subsequent updates. **RECOMMENDED**
☐	**PRESERVE** our existing constituent contact information. New data will only be used to fill in empty fields *(ex: missing phone number, mailing address)*. This applies to the first import and any subsequent updates.

Permissible Data Collection

Per Committee on House Administration (CHA) rules, Members may not acquire mailing lists that "contain any campaign or campaign-related political party information." The CHA has interpreted this rule to prohibit having primary election data in Member databases where voting history may be indicative of party affiliation. The only exception to this rule occurs in states with completely open primary elections.

☐	**I certify that the state for which I am purchasing data has an OPEN PRIMARY SYSTEM** and conforms to all CHA and Member Handbook regulations regarding constituent records and political party affiliations in Member databases.
☐	**My state does NOT have an open or fully open primary system** and does not meet the CHA standards for receiving primary election data.

Client Authorization

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Print Member Name   Member Signature   Date

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