



L2 Voter File Available Fields

For nearly 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

LALVOTERID (L2 Unique ID)
Registration Status (Active vs. Inactive)
First Name
Middle Name
Last Name
Name Suffix
Birthdate
Official Reg Date
Calculated Reg Date
Age
Ethnic Description
Broad Ethnic Groupings
State Voter ID
County Voter ID
Party Identification
Gender
Military Status (Active)
Marital Status
Veteran

Gun Owner
Concealed Weapons Permit
Occupation Industry
Occupation
Business Owner
Median Education Years
Absentee Types
Net Worth
Absentee
Likely Religion
Hispanic Country of Origin

VOTER HISTORY

Complex Elections Returns
Primary Ballot Returns
Early Voting
General Elections
Primary Elections
Local Elections
Special Elections
Vote Frequency

BOUNDARIES

NEW Congressional Districts
OLD Congressional Districts
NEW State Senate Districts
OLD State Senate Districts
NEW State House Districts
OLD State House Districts
Counties
FIPS
Precinct/Voting Districts
Cities
City Council Districts
Commissioner District
Hamlet/Community Areas
Towns
Unified School Districts
Public Utility Districts
School Districts
Judicial Districts
Cable Zones (NCC)
Nielsen DMA Zones

HOUSEHOLD INFO

Latitude/Longitude
Household Voter Count
Household Parties
Household Gender
Presence Of Children Code
Household Voter Composition
Walking List Sequence
Mailing Family ID
Dwelling Unit Size
Household With Children
Spanish Speaking
ZipPlus4
Mailing Household Voter Count
Mailing Household Parties
Mailing Household Gender
Residence Addresses
Residence Addresses City
Residence Addresses State
Residence Families Family ID
Residence Address Line
Residence Extra Address Line
Residence House Number
Residence Prefix Direction
Residence Street Name
Residence Suffix Direction

CONSUMER

Upscale Buyer
Upscale Male Buyer
Upscale Female Buyer
Likely Union Member
Estimated Home Value
Home Office
Horse Owner
Cat Owner
Dog Owner
Other Pet Owner
Neighborhood Lifestyle

Income
Education
Investor
Home Purchase Date
Computer Owner
ISPSA
Home Purchase Price
Land Value
Home Owner/Renter
Property Type
Dwelling Type

CONTACT INFORMATION

Landline Telephone Number
Telephone Cell Flag
Telephone Confidence Code
Emails (appended separately)
Mailing Address
Mailing Extra Address
Mailing City
Mailing State
Mailing Zip Code
Mailing ZipPlus4

HOBBIES & INTERESTS

Interest in Military History
Interest in Religion
Interest in Science Space
Interest in Education Online
Interest in Electronic Gaming
Interest in Theater
Interest in the Arts
Interest in Musical Instruments
Interest in Home Repair
Interest in Auto Work
Interest in Sewing Knitting
Interest in Woodworking
Interest in Tennis
Interest in Golf

Interest in Photography
Interest in Aviation
Interest in House Plants
Interest in Crafts
Interest in Gardening
Interest in Photography Video
Interest in Smoking
Interest in Home Furnishings
Interest in Home Improvement
Interest in Food Wines
Interest in Cooking General
Interest in Cooking Gourmet
Interest in Foods Natural
Interest in Board Games
Interest in Gaming Casino
Interest in Lottery
Interest in Travel Domestic
Interest in Travel International
Interest in Travel Cruise
Interest in Exercise Health
Interest in Running/Jogging
Interest in Exercise Walking
Interest in Exercise Aerobic
Interest in Auto Racing
Interest in Spectator Sports
Interest in Football
Interest in Baseball
Interest in Basketball
Interest in Hockey
Interest in Soccer
Interest in Snow Skiing
Interest in Motorcycling
Interest in NASCAR
Interest in Boating/Sailing
Interest in Scuba Diving
Interest in Sports Leisure
Interest in Hunting
Interest in Fishing
Interest in Shooting

HOUSEHOLD INFO

Interest in Automotive
Buyer of Antiques
Buyer of Art
General Collector
Stamps Collector
Coins Collector
Arts Collector
Antiques Collector
Avid Collector
Sports Collector
Military Collector
Interest in Current
Affairs/Politics
General Reading
Religious Reading
Fiction Science Reading
Magazines Reading
Books Audio Reading
Book Buyer
Family Magazine
Female Oriented Magazine
Religious Magazine
Gardening Magazine
Culinary Interest Magazine
Health Fitness Magazine
Do It Yourself Magazine
Financial Magazine

DONOR INFORMATION

FEC Donors
FEC Total Donations Amount
FEC Total Donations Range
FEC Last Donation Date
FEC Donors Avg Donation
FEC Avg Donation Range
FEC Donors Primary Recipient
Religious Contributor

DONOR INFO CONT'D

Political Contributor
Donates Environment Causes
Donates To Charity
Donates to Animal Welfare
Donates to Arts and Culture
Donates to Children's Causes
Donates to Healthcare
Donates to International Aid
Donates to Wildlife Orgs
Donates to Conservatives
Donates to Liberals
Donates to Local Community
Donates to Veterans Causes
