

# Voter Report

DC

Mar 20, 2015

SAMPLE

Moonshadow  
Mobile

☎ 1-877-264-7466    ✉ 44 West Broadway, Suite 400 Eugene, OR 97401

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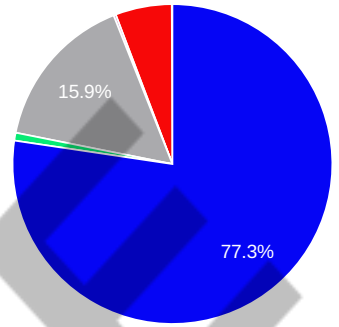
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## Total

Total	380,200	100.00%
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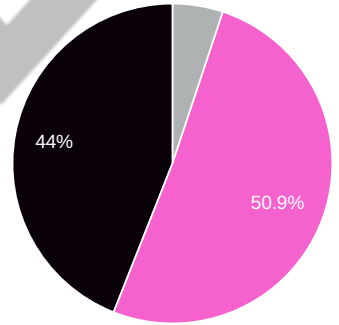
## Political Party

Democratic	294,075	77.35%
Non-Partisan	60,285	15.86%
Republican	21,689	5.70%
Green	3,020	0.79%
Other	866	0.23%
Libertarian	265	0.07%



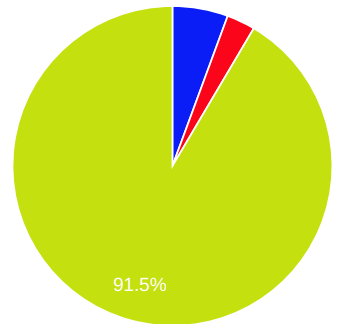
## Gender

F	193,460	50.88%
M	167,307	44.00%
Unknown	19,433	5.11%



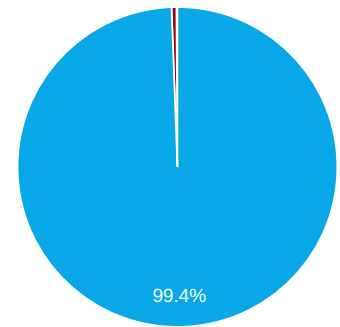
## Marital Status

Single or Unknown	347,892	91.50%
Married	21,360	5.62%
Non-Traditional	10,948	2.88%



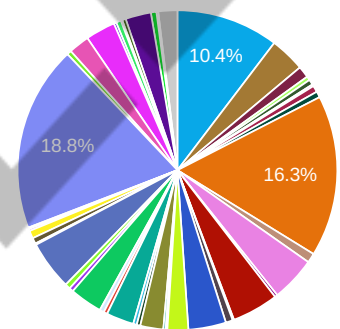
## Hispanic Country Origin

Unknown	377,944	99.41%
Mexico	1,873	0.49%
El Salvador	198	0.05%
Puerto Rico	114	0.03%
Colombia	26	0.01%
Dominican Republic	20	0.01%
Panama	17	0.00%
Brazil	6	0.00%
Argentina	1	0.00%
Peru	1	0.00%



## Individual Ethnic Categories

Likely Af-Am 90-100% Census With English Name	71,366	18.77%
English/Welsh	62,114	16.34%
Unknown	39,364	10.35%
Likely Af-Am 80-89% Census With English Name	18,883	4.97%
Hispanic	17,865	4.70%
German	17,215	4.53%
Irish	14,480	3.81%
African or Af-Am Given	13,455	3.54%
Likely Af-Am 70-79% Census With English Name	12,504	3.29%
Likely Af-Am 90-100% Census With Scots Name	11,446	3.01%
Likely Af-Am 60-69% Census With English Name	10,608	2.79%
Scots	9,825	2.58%
Likely Af-Am 50-59% Census With English Name	8,850	2.33%
Likely Af-Am 90-100% Census With Irish Name	8,007	2.11%
Italian	7,959	2.09%
African or Af-Am Self Reported	4,446	1.17%
French	3,647	0.96%
Likely Af-Am 80-89% Census With Scots Name	2,986	0.79%
Indian/Hindu	2,701	0.71%
Chinese	2,504	0.66%
Dutch (Netherlands)	2,308	0.61%



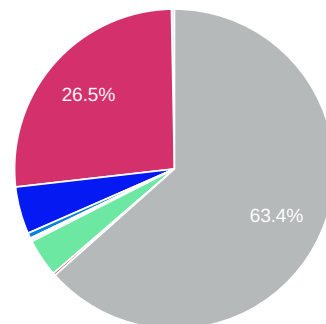
■ Likely Af-Am 80-89% Census With Irish Name	2,248	0.59%
■ Swedish	2,132	0.56%
■ Likely Af-Am 70-79% Census With Scots Name	2,037	0.54%
■ Arab	2,026	0.53%
■ Polish	1,896	0.50%
■ Likely Af-Am 60-69% Census With Scots Name	1,708	0.45%
■ Likely Af-Am 90-100% Census With French Name	1,706	0.45%
■ Likely Af-Am 70-79% Census With Irish Name	1,588	0.42%
■ African or Af-Am Surname	1,516	0.40%
■ Likely Af-Am 60-69% Census With Irish Name	1,399	0.37%
■ Russian (omitting former Soviet States)	1,387	0.36%
■ Likely Af-Am 50-59% Census With Scots Name	1,376	0.36%
■ Likely Af-Am 50-59% Census With Irish Name	1,366	0.36%
■ Greek	1,056	0.28%
■ Norwegian	969	0.25%
■ Korean	897	0.24%
■ Likely Af-Am 90-100% Census With Arab Name	731	0.19%
■ Austrian	721	0.19%
■ Vietnamese	692	0.18%
■ Japanese	641	0.17%
■ Likely Af-Am 90-100% Census With Dutch Name	629	0.17%
■ Portuguese	553	0.15%
■ Likely Af-Am 80-89% Census With French Name	538	0.14%
■ Hungarian	534	0.14%
■ Czech	515	0.14%
■ Persian	478	0.13%
■ Likely Af-Am 60-69% Census With French Name	408	0.11%
■ Likely Af-Am 70-79% Census With French Name	398	0.10%
■ Filipino	375	0.10%
■ Likely Af-Am 50-59% Census With French Name	375	0.10%
■ Turkish	363	0.10%
■ Armenian	350	0.09%
	247	0.06%

█ Likely Af-Am 80-89% Census With Arab Name		
█ Likely Af-Am 80-89% Census With Dutch Name	234	0.06%
█ Likely Af-Am 70-79% Census With Arab Name	216	0.06%
█ Likely Af-Am 60-69% Census With Arab Name	212	0.06%
█ Danish	211	0.06%
█ Serbian	209	0.05%
█ Pakistani	194	0.05%
█ Likely Af-Am 50-59% Census With Arab Name	191	0.05%
█ Ukrainian	190	0.05%
█ Likely Af-Am 60-69% Census With Dutch Name	181	0.05%
█ Finnish	166	0.04%
█ Likely Af-Am 50-59% Census With Dutch Name	161	0.04%
█ Likely Af-Am 70-79% Census With Dutch Name	150	0.04%
█ Slovakian	150	0.04%
█ Romanian	135	0.04%
█ Lithuanian	121	0.03%
█ Belgian	117	0.03%
█ Likely Af-Am 90-100% Census With Pakistani Name	79	0.02%
█ Thai	77	0.02%
█ Swiss	68	0.02%
█ Croatian	68	0.02%
█ Khmer	61	0.02%
█ Bulgarian	56	0.01%
█ Slovenian	52	0.01%
█ Estonian	47	0.01%
█ Myanmar (Burmese)	44	0.01%
█ Latvian	43	0.01%
█ Afghan	34	0.01%
█ Native American (self reported)	32	0.01%
█ Laotian	31	0.01%
█ Byelorussian	30	0.01%
█ Bosnian Muslim	26	0.01%
█ Albanian	25	0.01%
█ Likely Af-Am 60-69% Census With Pakistani Name	23	0.01%
█ Hawaiian	21	0.01%
█ Kurdish	18	0.00%

■ Likely Af-Am 70-79% Census With Pakistani Name	17	0.00%
■ Sri Lankan	17	0.00%
■ Likely Af-Am 50-59% Census With Pakistani Name	16	0.00%
■ Likely Af-Am 80-89% Census With Pakistani Name	14	0.00%
■ Unknown Asian	13	0.00%
■ Mongolian	8	0.00%
■ Georgian	7	0.00%
■ Multi-Ethnic	6	0.00%
■ Bhutanese	5	0.00%
■ Icelandic	5	0.00%
■ Indonesian	5	0.00%
■ Chechnian	4	0.00%
■ Likely Af-Am 90-100% Census With Afghan Name	4	0.00%
■ Bangladeshi	4	0.00%
■ Likely Af-Am 70-79% Census With Afghan Name	3	0.00%
■ Turkmenistan	3	0.00%
■ Tibetan	2	0.00%
■ Luxembourgian	2	0.00%
■ Guyana	1	0.00%
■ Likely Af-Am 50-59% Census With Afghan Name	1	0.00%
■ Kazak	1	0.00%
■ Moldavian	1	0.00%

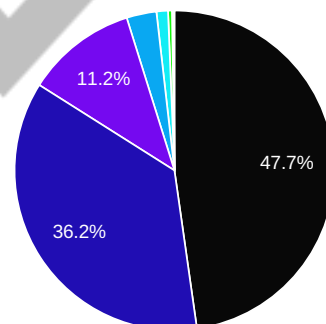
## Likely Religion

Unknown	241,140	63.42%
Protestant	100,789	26.51%
Jewish	18,162	4.78%
Catholic	14,607	3.84%
Islamic	2,064	0.54%
Buddhist	928	0.24%
Eastern Orthodox	760	0.20%
Hindu	623	0.16%
Christian	433	0.11%
Greek Orthodox	348	0.09%
Shinto	270	0.07%
Lutheran	56	0.01%
Sikh	20	0.01%



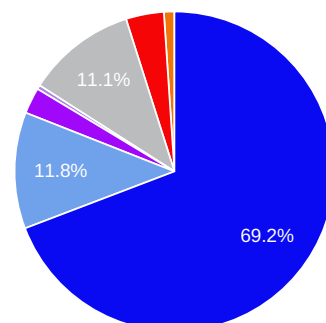
## Household Voter Count

1	181,540	47.75%
2	137,710	36.22%
3	42,591	11.20%
4	11,500	3.02%
5	4,415	1.16%
6	1,500	0.39%
7	602	0.16%
8	232	0.06%
9	90	0.02%
10	20	0.01%



## Household Party Composition

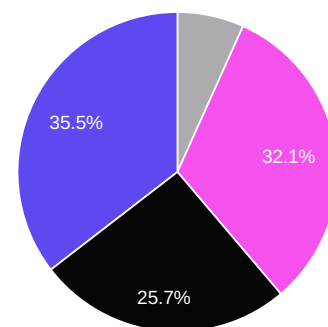
Democratic	263,124	69.21%
Democratic & Independent	44,760	11.77%
Independent	42,070	11.07%
Republican	14,593	3.84%
Democratic & Republican	10,052	2.64%
Republican & Independent	4,029	1.06%
Democratic & Republican & Independent	1,572	0.41%





## Household Gender Composition

■ Mixed Gender Household	134,819	35.46%
■ Female Only Household	121,931	32.07%
■ Male Only Household	97,853	25.74%
■ Cannot Determine	25,597	6.73%



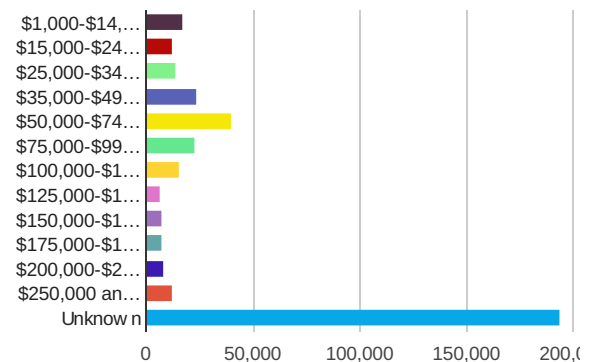
## Languages

Albanian	7	0.00%
Amharic	333	0.09%
Arabic	296	0.08%
Armenian	19	0.00%
Ashanti	3	0.00%
Azeri	1	0.00%
Bulgarian	12	0.00%
Burmese	7	0.00%
Chinese	149	0.04%
Czech	7	0.00%
Danish	14	0.00%
Dutch	19	0.00%
Dzongha	1	0.00%
English	146,939	38.65%
Farsi	113	0.03%
Finnish	9	0.00%
French	80	0.02%
Ga	55	0.01%
Georgian	2	0.00%
German	112	0.03%
Greek	72	0.02%
Hebrew	151	0.04%
Hindi	325	0.09%
Hungarian	37	0.01%
Indonesian	1	0.00%
Italian	202	0.05%
Japanese	74	0.02%
Khmer	1	0.00%
Korean	96	0.03%

Latvian	8	0.00%
Lithuanian	2	0.00%
Norwegian	13	0.00%
Oromo	21	0.01%
Polish	83	0.02%
Portuguese	180	0.05%
Romanian	17	0.00%
Russian	74	0.02%
Serbo-Croatian	19	0.00%
Sinhalese	4	0.00%
Slovakian	1	0.00%
Slovenian	8	0.00%
Spanish	2,951	0.78%
Swahili	2	0.00%
Swedish	34	0.01%
Tagalog	7	0.00%
Thai	15	0.00%
Tibetan	1	0.00%
Tswana	1	0.00%
Turkish	33	0.01%
Unknown	227,359	59.80%
Urdu	13	0.00%
Vietnamese	215	0.06%
Zulu	2	0.00%

## Estimated Income

Unknown	193,823	50.98%
\$50,000-\$74,999	39,859	10.48%
\$35,000-\$49,999	23,262	6.12%
\$75,000-\$99,999	22,431	5.90%
\$1,000-\$14,999	17,115	4.50%
\$100,000-\$124,999	15,452	4.06%
\$25,000-\$34,999	14,185	3.73%
\$15,000-\$24,999	12,142	3.19%
\$250,000 and up	12,111	3.19%
\$200,000-\$249,999	8,479	2.23%
\$150,000-\$174,999	7,266	1.91%
\$175,000-\$199,999	7,203	1.89%
\$125,000-\$149,999	6,872	1.81%



# Occupation

Civil Servant-Air Traffic Controller	4	0.00%
Civil Servant-Corrections Officer	1	0.00%
Civil Servant-Firefighter	11	0.00%
Civil Servant-General	112	0.03%
Civil Servant-Mail Carrier	18	0.00%
Civil Servant-Policeman/Policewoman	13	0.00%
Civil Servant-Politician	1	0.00%
Computer-Data Entry Specialist	5	0.00%
Computer-Operator	13	0.00%
Computer-Professional	142	0.04%
Computer-Programmer	15	0.00%
Computer-Systems Analyst	3	0.00%
Creative-Actor	1	0.00%
Creative-Artist	1	0.00%
Creative-Editor	22	0.01%
Creative-Graphic Designer	1	0.00%
Creative-Museum Curator	1	0.00%
Creative-Music Conductor	1	0.00%
Creative-Musician	3	0.00%
Creative-Photographer	2	0.00%
Creative-Writer	4	0.00%
Education-Instructor	6	0.00%
Education-Lecturer	1	0.00%
Education-Principal/Dean	9	0.00%
Education-Professor	32	0.01%
Education-Student	97	0.03%
Education-Teacher	683	0.18%
Education-Trainer	2	0.00%
Engineer-Civil	2	0.00%
Engineer-Electrical	3	0.00%
Engineer-General	222	0.06%
Financial-Certified Public Accountant	104	0.03%
Financial-Accounting Billing	139	0.04%
Financial-Analyst	36	0.01%
Financial-Appraiser	36	0.01%
Financial-Auditor	8	0.00%
Financial-Bank Teller	13	0.00%
Financial-Banker	507	0.13%
Financial-Bookkeeper	5	0.00%
Financial-Broker	1	0.00%

Financial-Comptroller	2	0.00%
Financial-Estimator	2	0.00%
Financial-General	97	0.03%
Financial-Insurance Agent	122	0.03%
Financial-Insurance Claims Examiner	2	0.00%
Financial-Insurance Underwriter	199	0.05%
Financial-Loan Officer	5	0.00%
Financial-Real Estate/General	1,312	0.35%
Financial-Stock Trader	1,596	0.42%
Food Services-Bartender	4	0.00%
Food Services-Butcher	1	0.00%
Food Services-Caterer	4	0.00%
Food Services-Chef	24	0.01%
Food Services-Delicatessen Worker	1	0.00%
Food Services-General	13	0.00%
Food Services-Grocer	1	0.00%
Food Services-Hostess/Host	1	0.00%
Food Services-Waiter/Waitress	18	0.00%
Legal-Attorney	1,874	0.49%
Legal-Judge	2	0.00%
Legal-Paralegal	32	0.01%
Legal-Secretary	4	0.00%
Maintenance-Cleaner/Laundrer	3	0.00%
Maintenance-Custodian	13	0.00%
Maintenance-General	18	0.00%
Maintenance-Maid/Cleaner/Housekeeper	36	0.01%
Maintenance-Repairman	44	0.01%
Maintenance-Supervisor	1	0.00%
Management-Account Executive	1,555	0.41%
Management-Administration	61	0.02%
Management-Artistic Director	1	0.00%
Management-Assistant	14	0.00%
Management-Branch	1	0.00%
Management-CEO/CFO/Chairman of Board	13	0.00%
Management-Distribution	1	0.00%
Management-Division	1	0.00%
Management-Executive Director	58	0.02%
Management-Foreman	9	0.00%
Management-General	2	0.00%
Management-Manager	462	0.12%
Management-Market	73	0.02%

Management-Middle	744	0.20%
Management-Office	4	0.00%
Management-President	59	0.02%
Management-Project	5	0.00%
Management-Regional	1	0.00%
Management-Sales	1	0.00%
Management-Store	3	0.00%
Management-Supervisor	40	0.01%
Management-Upper	2,200	0.58%
Management-Vice President	24	0.01%
Management-Warehouse	1	0.00%
Manufacturing-Assembly Line Worker	2	0.00%
Manufacturing-Construction Worker	30	0.01%
Manufacturing-Factory Worker	4	0.00%
Manufacturing-Finisher	2	0.00%
Manufacturing-Inspector	3	0.00%
Manufacturing-Installer	1	0.00%
Manufacturing-Materials Handler	1	0.00%
Manufacturing-Pipe Fitter	4	0.00%
Manufacturing-Production	3	0.00%
Manufacturing-Skilled	558	0.15%
Medical-Assistant	1	0.00%
Medical-Chiropractor	25	0.01%
Medical-Counselor	140	0.04%
Medical-Dentist/Dental Hygienist	165	0.04%
Medical-Dietician	16	0.00%
Medical-Healthcare Worker	179	0.05%
Medical-Lab Technician	4	0.00%
Medical-Nurse	2,522	0.66%
Medical-Nurses Aide	183	0.05%
Medical-Occup/Physical Therapist	196	0.05%
Medical-Optometrist/Optician	8	0.00%
Medical-Paramedic	2	0.00%
Medical-Pharmacist	99	0.03%
Medical-Physician	1,019	0.27%
Medical-Psychologist	193	0.05%
Medical-Secretary	3	0.00%
Medical-Speech Pathologist/Audiologist	52	0.01%
Medical-Technician	6	0.00%
Medical-Therapist	16	0.00%
Medical-Veterinarian	33	0.01%
Medical-X-Ray Technician	2	0.00%

Military-Unknown	622	0.16%
Office Assistant-Clerk	245	0.06%
Office Assistant-Customer Service	18	0.00%
Office Assistant-General	1,162	0.31%
Office Assistant-Receptionist	11	0.00%
Office Assistant-Sales Clerk	893	0.23%
Office Assistant-Secretary	107	0.03%
Office Assistant-Stock Clerk	10	0.00%
Office Assistant-Typist	2	0.00%
Other-Homemaker	1,511	0.40%
Other-Laborer	193	0.05%
Other-Retired	2,486	0.65%
Other-Self-Employed	403	0.11%
Other-Volunteer	2	0.00%
Sales-Advertising	1	0.00%
Sales-Buyer	7	0.00%
Sales-Cashier	23	0.01%
Sales-Checker	1	0.00%
Sales-Marketing	4	0.00%
Sales-Merchandiser	1	0.00%
Sales-Purchaser	1	0.00%
Scientific-Chemist	1	0.00%
Scientific-Geologist	1	0.00%
Scientific-Researcher	20	0.01%
Services/Creative	4	0.00%
Skilled Trades-Agent	8	0.00%
Skilled Trades-Apprentice	2	0.00%
Skilled Trades-Architect/General	326	0.09%
Skilled Trades-Architect/Landscape	8	0.00%
Skilled Trades-Athlete/Professional	3	0.00%
Skilled Trades-Auto Mechanic	2	0.00%
Skilled Trades-Barber/Hairstylist/Beautician	690	0.18%
Skilled Trades-Carpenter	4	0.00%
Skilled Trades-Child Care/Day Care	6	0.00%
Skilled Trades-Clergy	152	0.04%
Skilled Trades-Detective/Investigator	11	0.00%
Skilled Trades-Draftsman	3	0.00%
Skilled Trades-Driver/Bus	33	0.01%
Skilled Trades-Driver/Dispatcher	3	0.00%
Skilled Trades-Driver/General	43	0.01%
Skilled Trades-Driver/Professional	96	0.03%

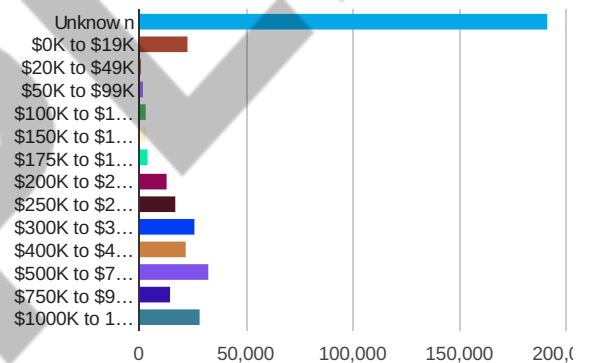
Skilled Trades-Driver/Truck	10	0.00%
Skilled Trades-Electrician	35	0.01%
Skilled Trades-Expeditor	1	0.00%
Skilled Trades-Farmer	55	0.01%
Skilled Trades-Flight Attendant	3	0.00%
Skilled Trades-Forklift Operator	1	0.00%
Skilled Trades-Gardener/Landscaper	8	0.00%
Skilled Trades-Interior Designer	35	0.01%
Skilled Trades-Journeyman	2	0.00%
Skilled Trades-Librarian	15	0.00%
Skilled Trades-Locksmith	1	0.00%
Skilled Trades-Machine Operator	2	0.00%
Skilled Trades-Mason/Bricklayer	2	0.00%
Skilled Trades-Mechanic	21	0.01%
Skilled Trades-Operator/General	7	0.00%
Skilled Trades-Painter	5	0.00%
Skilled Trades-Pilot	42	0.01%
Skilled Trades-Plumber	19	0.00%
Skilled Trades-Porter	4	0.00%
Skilled Trades-Press Operator	2	0.00%
Skilled Trades-Printer	6	0.00%
Skilled Trades-Publishing	2	0.00%
Skilled Trades-Reporter	24	0.01%
Skilled Trades-Roofer	1	0.00%
Skilled Trades-Sanitation/Exterminator	1	0.00%
Skilled Trades-Seamstress/Tailor	1	0.00%
Skilled Trades-Security Officer	27	0.01%
Skilled Trades-Shipper	4	0.00%
Skilled Trades-Social Worker	643	0.17%
Skilled Trades-Statistician	4	0.00%
Skilled Trades-Surveyor	3	0.00%
Skilled Trades-Technician/General	31	0.01%
Skilled Trades-Telemarketer	4	0.00%
Skilled Trades-Transcriber	2	0.00%
Skilled Trades-Travel Agent	2	0.00%
Transportation	2	0.00%
Unknown	351,538	92.46%

## Education

Unknown	225,554	59.33%
Bach Degree - Extremely Likely	23,598	6.21%
Grad Degree - Likely	23,271	6.12%
Grad Degree - Extremely Likely	23,244	6.11%
HS Diploma - Extremely Likely	20,385	5.36%
Bach Degree - Likely	19,393	5.10%
HS Diploma - Likely	16,071	4.23%
Some College - Likely	14,924	3.93%
Less than HS Diploma - Likely	8,521	2.24%
Some College -Extremely Likely	4,981	1.31%
Vocational Technical Degree - Extremely Likely	243	0.06%
Less than HS Diploma - Ex Like	15	0.00%

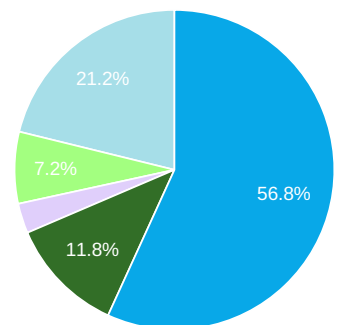
## Estimated Home Value Range

Unknown	190,828	50.19%
\$500K to \$749K	32,239	8.48%
\$1000K to 1M and over	28,427	7.48%
\$300K to \$399K	26,134	6.87%
\$0K to \$19K	23,127	6.08%
\$400K to \$499K	21,982	5.78%
\$250K to \$299K	17,185	4.52%
\$750K to \$999K	15,015	3.95%
\$200K to \$249K	12,988	3.42%
\$175K to \$199K	4,138	1.09%
\$150K to \$174K	3,449	0.91%
\$100K to \$149K	2,970	0.78%
\$50K to \$99K	1,539	0.40%
\$20K to \$49K	179	0.05%



## Presence Of Children Code

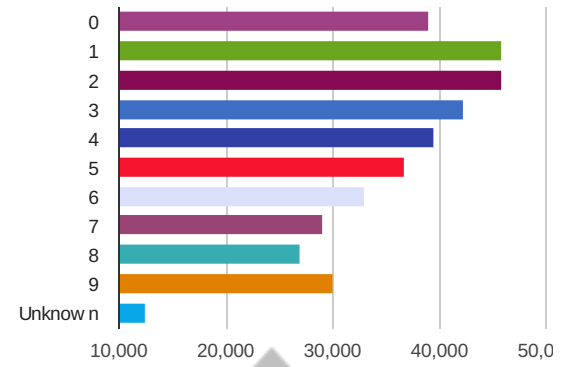
Unknown	216,000	56.81%
Not Likely to have a child	80,461	21.16%
Known Data	44,694	11.76%
Modeled Not as Likely to have a child	27,560	7.25%
Modeled Likely to have a child	11,485	3.02%





## Social Economic Ladder (ISPSA)

0	38,906	10.23%
1	45,853	12.06%
2	45,799	12.05%
3	42,242	11.11%
4	39,354	10.35%
5	36,742	9.66%
6	32,917	8.66%
7	28,968	7.62%
8	26,957	7.09%
9	29,997	7.89%
Unknown	12,465	3.28%



## MosaicZ4

Aging in Place	225	0.06%
Aging of Aquarius	862	0.23%
American Royalty	7,138	1.88%
Asian Achievers	13	0.00%
Babies and Bliss	45	0.01%
Bohemian Groove	490	0.13%
Ciudad Strivers	39	0.01%
Colleges and Cafes	1,661	0.44%
Couples with Clout	2,638	0.69%
Cul de Sac Diversity	10	0.00%
Dare to Dream	753	0.20%
Diapers and Debit Cards	8	0.00%
Digital Dependents	295	0.08%
Families Matter Most	42	0.01%
Family Fun-tastic	121	0.03%
Family Troopers	611	0.16%
Fast Track Couples	78	0.02%
Fragile Families	1,246	0.33%
Full Pockets Empty Nests	17,457	4.59%
Full Steam Ahead	355	0.09%
Generational Soup	55	0.01%
Golf Carts and Gourmets	12	0.00%
Gospel and Grits	160	0.04%
Gotham Blend	1,226	0.32%
Hard Times	10,431	2.74%
Hispanic Harmony	57	0.01%

Hope for Tomorrow	19,445	5.11%
Humble Beginnings	933	0.25%
Jet Set Urbanites	14,860	3.91%
Kids and Cabernet	508	0.13%
Latin Flair	631	0.17%
Meager Metro Means	39,440	10.37%
Metro Fusion	3,736	0.98%
No Place like Home	24	0.01%
Nuevo Horizons	6	0.00%
Picture Perfect Families	285	0.07%
Platinum Prosperity	10,061	2.65%
Progressive Potpourri	410	0.11%
Reaping Rewards	242	0.06%
Rolling the Dice	142	0.04%
Rooted Flower Power	222	0.06%
Senior Discounts	4,635	1.22%
Settled in Suburbia	21	0.01%
Silver Sophisticates	12,689	3.34%
Small Town Shallow Pockets	7	0.00%
Soul Survivors	36,737	9.66%
Soulful Spenders	83,894	22.07%
Sports Utility Families	4	0.00%
Status Seeking Singles	4,226	1.11%
Striving Single Scene	19,621	5.16%
Town Elders	1,844	0.49%
Unknown	12,465	3.28%
Unspoiled Splendor	5	0.00%
Urban Ambition	18,658	4.91%
Urban Edge	48,080	12.65%
Wired for Success	341	0.09%