

# Summary and Detail Demographics

When you order the Summary Demographics or both the Summary and Detail demographics packages, you will be sent clearly marked tab dividers and a cover sheet for use in a standard “view” binder. These items will be mailed the next mailing day after your order is placed.

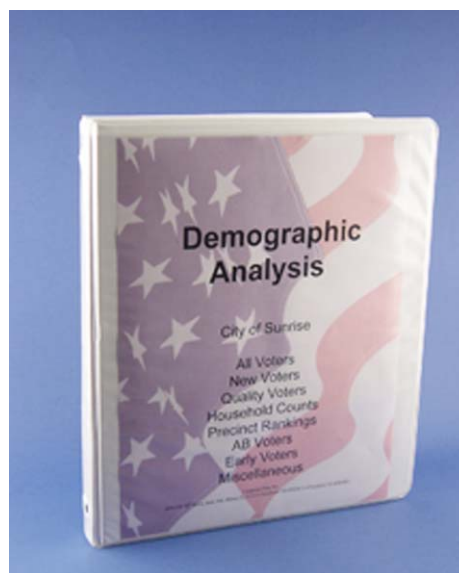
We strongly urge you to print out your demographics and assemble a hard cover binder using the tabs and cover sheet. It will be easier to show your demographics to others in the campaign, and it will certainly be lighter to carry around with you than a laptop.

The same tabs are used for both packages. Obviously, you can insert the demographic pages in any sequence you desire, but experience has taught us that the sequence on the following page is probably the most effective for information retrieval.

If you do not receive these items in a timely fashion, please call us to resend to the best address.



Pre-printed tab dividers



Cover sheet for view binder

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All Voters.....	Rank 1
Quality Greater Than Or Equal To 3 by Count.....	Rank 2
Quality Greater Than or Equal to 3 by Percentage .....	Rank 2p
Republicans by Count .....	Rank 3
Republicans by Percentage .....	Rank 3p
Democrats by Count .....	Rank 4
Democrats by Percentage.....	Rank 4p
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Age Greater or Equal to 60 by Count .....	Rank 10
Age Greater or Equal to 60 by Percentage.....	Rank 10p
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Apartment Voters by Percentage .....	Rank 11p

## Household Counts – Summary Reports

Three Page Report Based On Various Criteria ..... HomeSum

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