

# American Political Donors Database



Total Universe: 9,699,605  
Base Rate: \$95.00/M

visit us online at [amerilist.com](http://amerilist.com)

## Description Summary

Politics can be a sticky topic if you bring it up at the dinner table. However, if you are a marketer who is looking to target the political donors, then the American Politics Donors Database is a must test for your next fundraising or political campaign. This proprietary database is sourced from Federal and State filings and contains political donors to both major parties and independent candidates. Reach some of the most sophisticated political consumers.

- There are 4,381,580 Republican Donors.
- There are 4,165,417 Democrat Donors.
- There are 1,152,608 Independent Donors

This Database uniquely includes:

- Frequency - # of times a person has donated
- Monetary - Total amount of money donated
- Recency - How recent the donation was made
- Multiple Donors
- 2012 & 2013 Contributors

## How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Federal and state records, Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider the Facts

- 7.8 Million Individuals willingly support and donate to special-interest and political causes.
- 40% of all political donors are female; 60% are male
- 800,000 high-income individuals donated a minimum of \$5,000 to candidates of the Republican Party.
- The average political donor owns their own home

## Recommended Usage

The American Politics Donors Database is an excellent source for fund-raising appeals, investments, financial products and services, insurance, subscriptions and much more.

**Sample Mail Piece Required**

## Popular Selections (for additional selections please inquire)

Age	\$5.00/M	Presence of Children	\$5.00/M	Length of Residency	\$5.00/M
HH Income	\$5.00/M	Gender	\$5.00/M	Telephone	\$10.00/M
Marital Status	\$5.00/M	Ethnicity	\$5.00/M		

## List ID

ALD801

## Market Type

B2C, U.S. Consumer

## List Channels

Postal & Telemarketing

## Source

Self-reported, mail order buyer data, transactional data

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5000

Price: \$475

## Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charge: Flexible

## Exchanges

Available

## Reuse

Available 50%

## Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

## Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

For additional information or list counts, contact your representative or list manager at 1.800.457.2899