

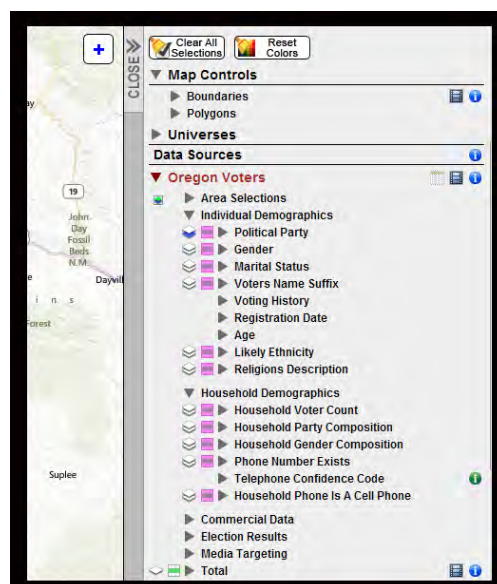
Analyzing Voter Data through Spreadsheets

L2 VoterMapping provides powerful tools for analyzing voter data. Among these is the ability to make a voter selection and then create a customized spreadsheet which can be exported to Excel for additional analysis. The user chooses the format of the spreadsheet—which attribute to use as a row and which attributes to show as columns—and then generates the analysis at extremely high speeds either for all voters or for some specific subset of voters.

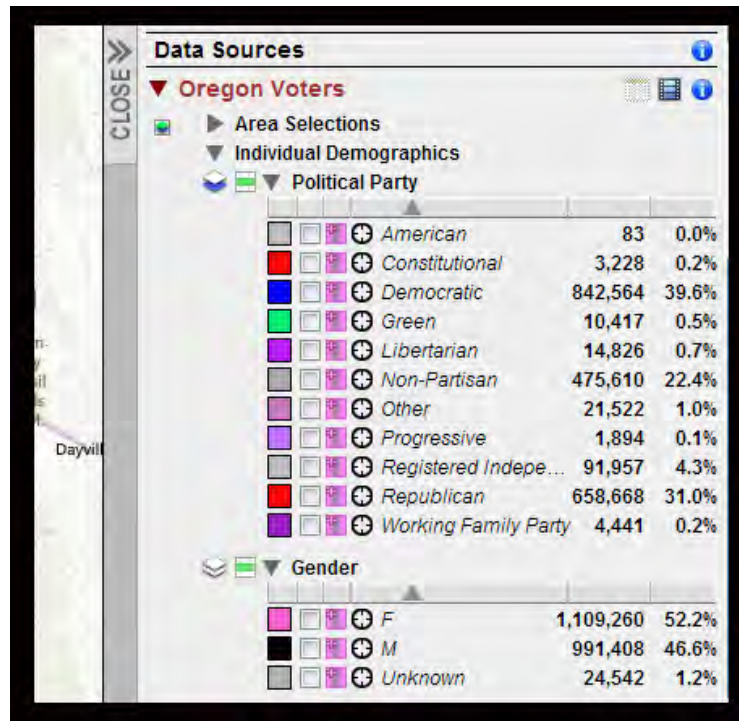
The spreadsheet control is a branch below the Search boxes and expands to reveal the specifics of your spreadsheet format. Selection icons for designating rows and columns appear as small green spreadsheet icons with either a horizontal line to designate an attribute that can be chosen as a row or a vertical line to designate an attribute that can be added as a column:



Start by making a row selection for your spreadsheet. Assign a data field as a row by clicking on the “row” icon, found next to most Data Source filters in the sidebar menu. You can only select entire categories- like Gender or Political Party as rows, and you can only select one such category to create your spreadsheet. When you click on the row icon, it will change to a solid green to show that it has been selected. You cannot “deselect” a row icon. To change to a different selection just click on a different row icon. The first will now change back to its original color while the second becomes solid green. Row icons are highlighted in the following image:



Now choose attributes to assign as columns using the “column” icons. The column icons aren’t next to categories like gender or marital status, but sub-categories like “Male”, “Female” or “Married”. You can select as many columns as you wish, and you can select columns across categories - for example, your spreadsheet may have columns with information about gender AND race.

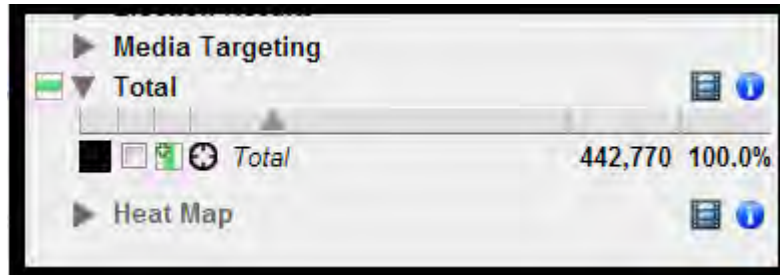


Unlike row icons, column icons can be “de-selected” by clicking on them a second time. A second click will return the icon to its uncolored original state and that attribute will no longer appear as a column on the spreadsheet.

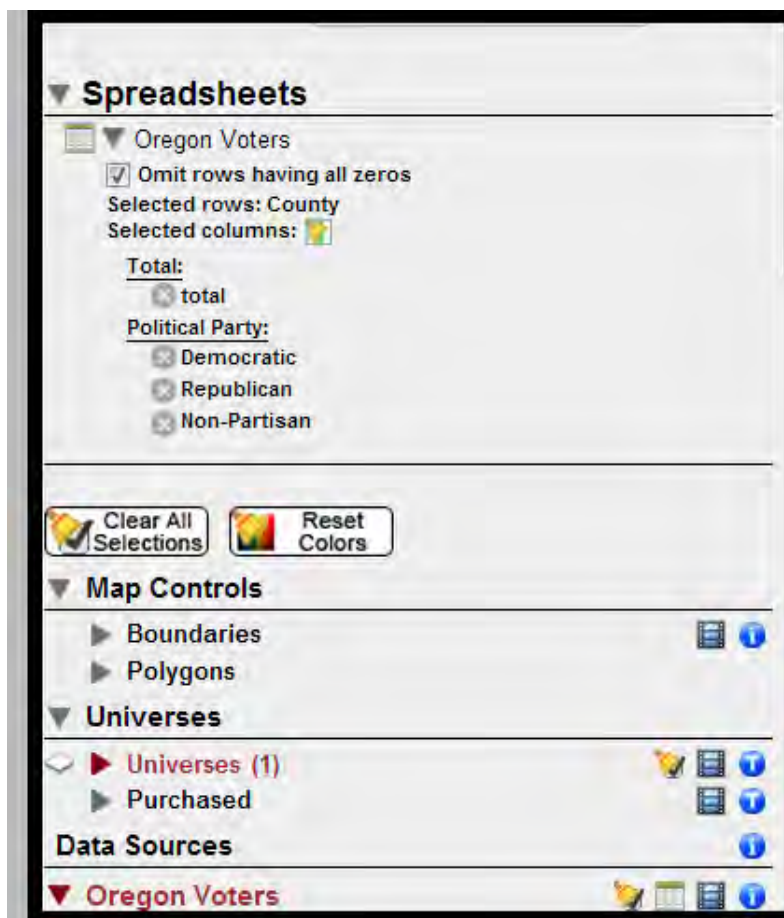
Once you have assigned a row type and a single or multiple columns go to the Spreadsheets section and click on "Spreadsheets" to display the selections you’ve just made.

In the following example you’ll see that we’ve specified that our spreadsheet will show counties as rows and will have the columns “Total”, “Democratic”, “Republican” and “Non-Partisan”. Notice that we may also choose to “omit all rows having all zeros”. This is the default and is useful if the analysis you are doing is of a very small number of voters. Also note that within the Spreadsheet branch, individual columns can be deleted by clicking on the “x” icon next to each. All columns can simultaneously be deleted by clicking on the icon just to the right of “Selected columns”.

[HINT: It's always a good idea to include a column for "Total" in your spreadsheet. Select this column by highlighting the column icon in the Total branch at the bottom of the side panel.



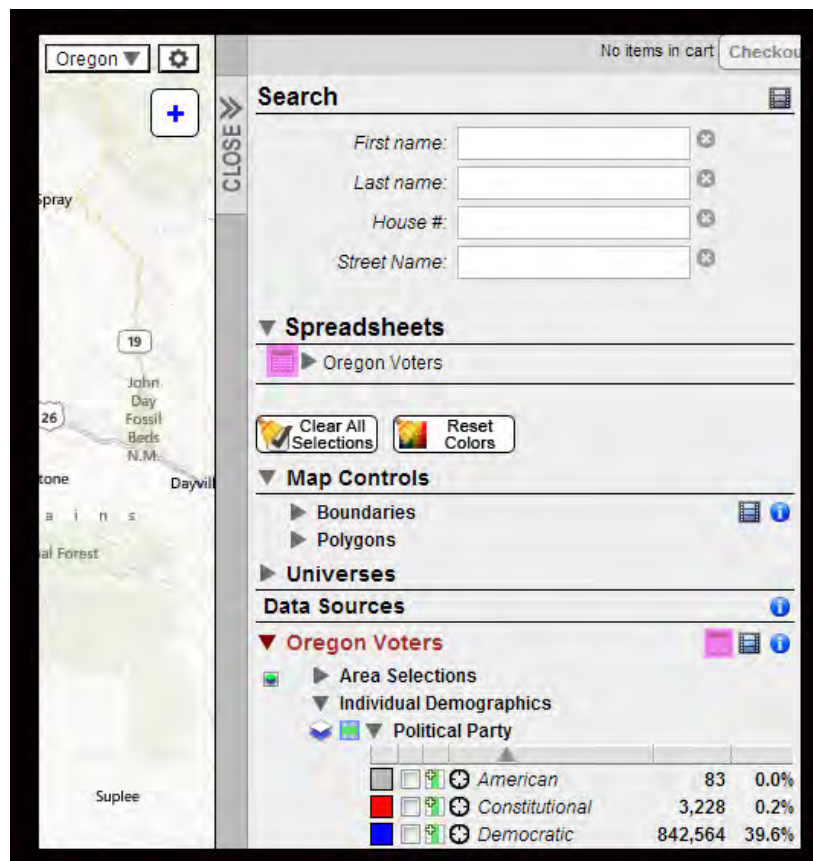
Including a column for total will save you time in later making calculations in your spreadsheet.]



Now that you've designed the format of your spreadsheet, you can apply it to any

particular voter file selection you wish to make by filtering in the selection branches. For example, the spreadsheet we've just designed might be generated for all registered voters or only male voters. It might be generated for all female voters who are likely married and live in a particular congressional district or for all voters between the ages of 33 and 65 who voted in certain elections. In other words, the design of the spreadsheet bears no relationship to the particular group of voters you wish to analyze with it.

After you have created the spreadsheet design and made whatever voter selections you wish to analyze with it, generate the spreadsheet by clicking either on the small spreadsheet icon at the top of the Spreadsheets branch or the similar spreadsheet icon that appears to the right of the Data Sources section in the side panel.



Your spreadsheet window will open immediately and even statewide analyses including millions of records will take only seconds.

Once the spreadsheet is showing cell numbers you will be able to format it, save it or export it to Excel by using the controls at the top of the window.

| | A | B | C | D |
|---|---------------------|------------------|------------|------------|
| 1 | Parties Description | Unknown (Gender) | F (Gender) | M (Gender) |
| 2 | | 0 | 0 | 0 |
| 3 | Unknown | 0 | 0 | 0 |

Once you are finished formatting your spreadsheet you can save or export it using the icon controls.

| | A | B | C | D |
|---|---------------------|------------------|------------|------------|
| 1 | Parties Description | Unknown (Gender) | F (Gender) | M (Gender) |
| 2 | | 0 | 0 | 0 |
| 3 | Unknown | 0 | 0 | 0 |

[HINT: After creating your first spreadsheet go back to the selection branches and change one of your selection criteria. For example change from analyzing all female voters to analyzing all male voters. Now click the spreadsheet icon and watch all the numbers update instantly in the spreadsheet.]