

CANDIDATE LIST TOOL OVERVIEW & COMPARISON - MAILING LIST VS. DATA FILE

Use KnowWho's **Candidate List Tool** to build and download a custom mailing list or data file of candidates running for federal and state offices. All lists are created in a Comma Separate Value (CSV) format, and can be downloaded immediately for one-time, unrestricted use.

MAILING LIST: price is \$0.20 per record with a \$50 minimum - see below for list of included fields.

DATA FILE: price is \$0.30 per record with a \$100 minimum - see below for list of included fields.

You can also download sample files for each record type in the List Overview section on the Candidate List Tool -

<https://kw1.knowwho.com/candidate-data/candidate-lists/>

Please note: all records include a complete campaign address. Other data is included as available. Percentages can be viewed by mousing over the statistics box on the tool when building your list. All sales are final once downloaded.

CANDIDATE LIST TOOL COMPARISON

	MAILING LIST	DATA FILE
Unique Person ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Incumbent Y/N	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Status (running/won primary/withdrew)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Election Year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
State Represented	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Level of Government (federal or state)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chamber	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
District	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Race Running (i.e. - presidential / U.S. House / U.S. Senate)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Name Fields (5 fields of data)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Political Party	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaign Address (7 fields of data)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaign Telephone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaign Fax	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaign Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaign Facebook URL		<input checked="" type="checkbox"/>
Campaign Twitter URL		<input checked="" type="checkbox"/>
Campaign YouTube Channel URL		<input checked="" type="checkbox"/>
Campaign Email Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Campaign Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FEC Spending Data (federal only—14 fields of data)		<input checked="" type="checkbox"/>
Profile/Candidate Score (federal only - rank / power / odds - 3 fields of data)		<input checked="" type="checkbox"/>
FEC Link Number		<input checked="" type="checkbox"/>
Date Record was Last Updated	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>