



MCRC

GOP Data Center

User Handbook

V3 - November 30, 2021

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Quick Notes about the GOP Data Center:

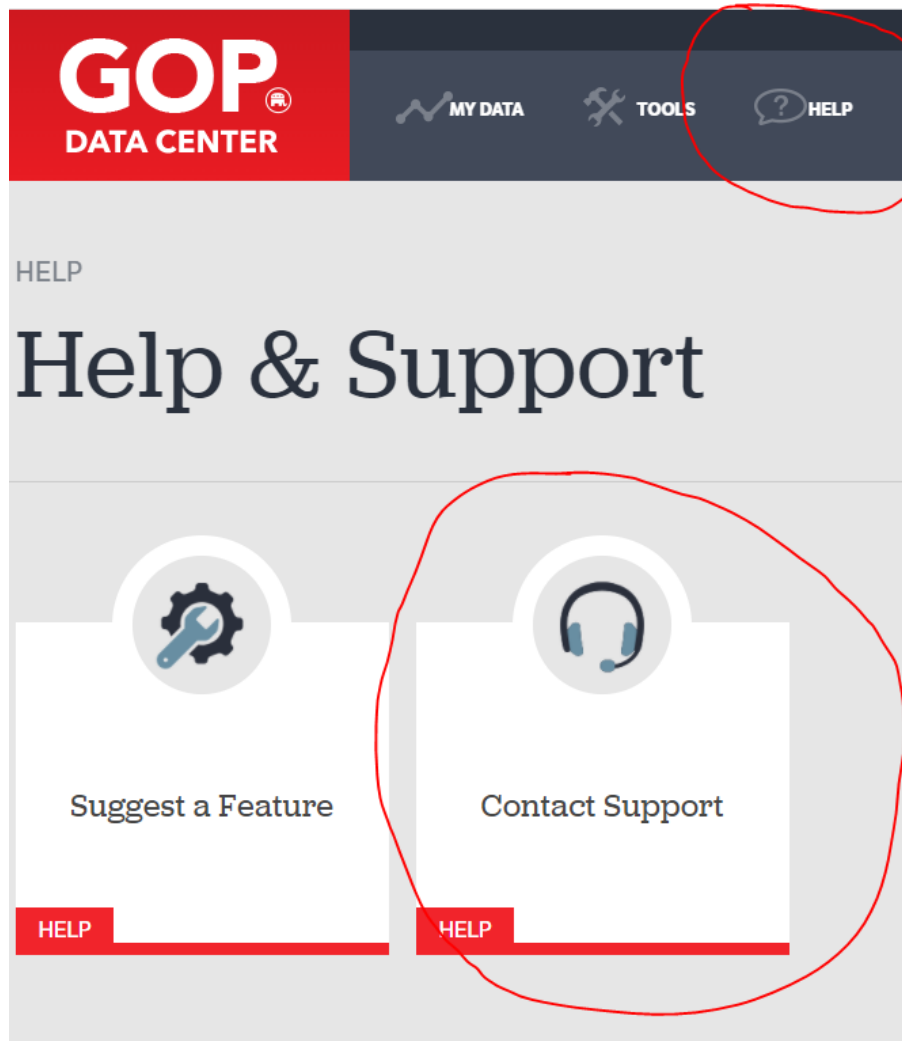
1. Requests for access to GOP Data Center are processed by the Republican National Committee (RNC) through the AZGOP. Completely fill out both pages of the GOP DATA CENTER ACCESS AGREEMENT form.
 - Applicants sign on Page 1.
 - Page 2, be sure to note AREA OF ACCESS REQUEST: (Precinct, District, etc). If you are an appointed or elected PC, the default AREA OF ACCESS will be your Precinct.
 - If your request for access is beyond your Precinct, PAGE 2, “NAME OF AUTHORIZING INDIVIDUAL (CANDIDATE OR CHAIR)” must be completed, signed, and dated.
 - Default levels of approval must be obtained:
 - LD – LD-Chair or LD Candidate
 - County - MCRC Chair or County-wide Candidate
 - State- State Chair (AZGOP), or State-wide Candidate.
2. GOP Data Center is an amazing resource for Voter data, including some “Big Data” features that shape assumptions based on factors beyond those in public data. The data is updated from changes in the official voter rolls, for those who move, change address, die and other events. This is especially important as Arizona is a transient state; people are coming and going all the time. Keep in mind, given this “enrichment” step, GOP Data Center data lags the monthly updates to public voter rolls by a month or two.

3. Your pop-up blocker should be turned off for certain functions of the GOP Data Center to work correctly.

Help and Support:

GOP Data Center Technical Support is provided by the RNC's Data team. Email: support@gopdatacenter.com

if you're not logged in to GOP Data Center, choose the HELP, Contact Support buttons:



How to Find a Voter:

NOTE: You should not use this tool for fun. It's not to look for yourself or your friends; it's to provide information in your position as PC to locate possible volunteers, understand voters and help you contact and engage with them.

1. Navigate to <https://gopdatacenter.com>
2. Login & Confirm you agree with the Data Use Agreement
3. Click the "Tools" tab at the top of the page
4. Click "Find Voter"
5. Fill out the appropriate information to find the voter
6. Press <return> or the SEARCH button at the bottom of the screen
7. Click the magnifying glass icon to see the profile of your voter
8. Congrats! You have found a voter

Hints

1. *Sometimes, being too specific with your search may result in your search coming up with zero records. For example, if the voter's first name is "John", and you spell it out completely, but it is not found, trying using only the letter "J" for the first name or exclude all together for your search, could be his name is Jon, or Juan 😊 Same for address fields, provide enough, but not too much for your search fields.*
2. *If it's the first time you've logged into GOP Data Center, and it appears none of your searches bring back results; it could be that RNC did not set your permissions correctly. Try blanking out all search fields (Push "Clear" at the bottom of the screen next to the SEARCH button. Then enter only a single letter in the first name, and push SEARCH. This should prove you have access to a data set.*
3. *Don't be shy to use the HELP button!*

Building Lists

“Advanced Counts”:

1. Navigate to <https://gopdatacenter.com>
2. Login & Confirm you agree with the Data Use Agreement.
3. Click the “Tools” tab at the top of the page.
4. Select the “Advanced Counts” button (not the “Basic Counts” button).
5. On this screen, you will build out the list based on the parameters set forth by the person requesting the list. The tabs on the left side of the web page are the filter conditions you can use to meet the parameters. When you choose a parameter, you will click and drag it over to the “Add Group” area in the center of the page. When you add a second parameter, you will drag it to the area which says, “Drag Criteria Here.”
 - If selecting by Geography, click the “Precinct” tab then click “By LD.” A pop-up will show up where you will select which CD, LD, Zip Code, etc. that you want to filter by
 - If breaking down by Precinct, click the “Precinct” tab then click “By LD.” A pop-up will show up. Select the appropriate LD first, then which precinct(s) you need

How to Build a List-“Advanced Counts” (cont.)

- To sort by any Voter, select “Voter Info.” In this area you can break down by Party (only use Official Party) or any other field you might require. Select the appropriate filters when the pop-up shows up
 - To sort by Voter Frequency, select “Voter Frequency” then drag over which election you need to sort by (General, Primary, etc.). In the pop-up, you will see $\frac{1}{4}$, $\frac{2}{4}$, $\frac{3}{4}$, $\frac{4}{4}$. Those are indicators of how many of the last four elections the voters in the assigned area have voted in
6. These parameters should be the only filters you need.
 7. Once you have built a list to meet your specified parameters, click “Export File” on the bottom of the page.
 8. On the next page, you can double check the criteria with which you built the list. In the “List Style & Fields” section you can select which kind of list you want. “Walk list, should work for most needs, but if necessary, you can break it down even more if you select “User Defined List.” In the next section “Household Format,” you will select how the list will be formatted. If it is a mailing list, select “Households – Only Member Matching Count.” Otherwise, for any other request, select “Individual Members.” Under “Listing sorting order” and Household Name Format” you can organize your list the way you’d like even further. Finally, in the “File Name” section, name your file. Selecting .csv as the file type downloads the file the fastest. Then click “Export Data Now.”

How to Build a List-“Advanced Counts” (cont.)

9. On the next page, you will need to wait for the file to process. Keep refreshing the page until your file name turns blue (remember, larger lists take longer to process). Once the name is blue your file will download in a .zip folder.
10. Once the folder is downloaded, extract the file to a destination on your computer.
11. Congrats! You have created a voter list.
12. If you format the file (e.g., as a table) you can create drop down boxes in each column that allows you to review information based on criteria you want. Remember to save your file as an .xlsx file. Any changes and or edits made on a .csv file will not be saved the next time you access that file. But it is good to keep as a master.

Hints

1. *We’ve chosen to discuss “Advanced Counts” in this brief handbook. Experiment with Basic Counts as well; very similar, but not as graphically rich (actually quicker!)*
2. *You might want to try “Select by Map”. This is a very interesting approach which allows you to use street data from OpenMaps. The interface is very similar to “Walklists” in Campaign Sidekick, but its initial screen is zoomed WAY out. It’s not until you zoom in to area where your permissions allow can you begin to see voters. Quantities of greater than 1,000 voters cannot be selected. Once you are viewing an area of less than 1,000 voters, you can select and create your list, similar to above.*

Watch for an upcoming editions of this guide on “Basic Counts” and “Search by Map”

Search by Map

1. Navigate to <https://gopdatacenter.com>
2. Login & Confirm you agree with the Data Use Agreement
3. Under Tools, select Basic Counts Icon
4. Precinct Criteria
5. By LD, then precinct in drop down box
6. Click OK
7. Grey lower box, select voter criteria
8. Official Party-any other selections you wish
9. Click Preview Count and write it down for reference
10. Click Select by Map
11. Scroll to area, watch for purple lines to appear as you approach precinct, and then keep minimizing until red dots appear. Red dots are NOT indicative of actual voters, they are used for mapping locators. Just make sure you have red dots.
12. Click on little pencil icon in upper right corner of screen. Hold down curcer and draw a red line around area for map. Release mouse and notice voter count in upper right corner. If there are more than

Hints

GOP Data Center offers a Geographic Search capability, but it is not as capable as found in Campaign Sidekick. There are several unique issues that come up with GOP Data Center's Geo-coding practices. Your "Search by Map" searches may result in lists that are incomplete (leaving out some voters). Here are some reasons why:

New Communities:

Exceptionally new communities may not have been Geo-Coded by GOP Data Center. This is done on an irregular schedule.

Shared Addresses / Cluster Mailboxes: Communities with cluster mailboxes, or the same street address with Unit #'s may eliminate/overlap voters entries. GOP Data Center Geocodes into the centroid of the zip code they are registered to. To confirm this, pull a basic or advanced counth & check the Lat & Long of everyone in the list, if they all have the same coordinates to their registration address, there may be "missing voters" pulled via Geogrophy.

It is highly recommended for Geographic list pulls, use Campaign Sidekick.

- 125-click eraser which is the 3rd button in right corner, and draw smaller map.
13. Once you have desired results, click Save button (icon in the middle of upper right screen).
 14. Notice your count again. Write it down.
 15. X out of screen in upper right corner.
 16. Save Query
 17. Look for box below to name it-I always use a date in my names i.e. Pinnacle Peak 6.22.21 or I name by PC I'm creating it for i.e.Joyner 6.22.21. You will create your own system.
 18. Hit OK
 19. Create list in upper right corner and again notice count
 20. Scroll down and again sort. I select Household list-all members, and then Precinct by street order.
 21. Create list Now-(red button below)
 22. Download, and then click the little save icon at the top of the document. First run through should be in PDF, but if you have PC's who are Excel wizards, save it in the cv method so they can import into Excel.
 23. When you save your PDF, rename again where you're storing your walking lists. Again, always date your download. Be aware that data changes monthly.
 24. Now that you're trained, call one of your peer PC's in your Precinct, immediately offer to create a list from map. This will ensure that you have all these steps engrained!
 25. Go forth and engage!

Glossary

The following Glossary is supplied via the HELP button in GOP Data Center.
Online online at <https://www3.gopdatacenter.com/rnc/Help/Support.aspx>

A

Absentee Ballot Status-General

This status is populated for the current or most recent primary election and does not represent a historical look at who has voted absentee in the past. The fields in this status (Ballot Request, Ballot Return and Early Vote) can be updated by uploading a file that includes all voters who have successfully completed either of the three steps. (NOTE: No voter can be marked more than one of these fields. If they are marked in one they will be removed from the others.) This field is usually cleared out soon after the general election of the current election cycle.

Absentee Ballot Status-Primary

This status is populated for the current or most recent primary election and does not represent a historical look at who has voted absentee in the past. The fields in this status (Ballot Request, Ballot Return and Early Vote) can be updated by uploading a file that includes all voters who have successfully completed either of the three steps. (NOTE: No voter can be marked more than one of these fields. If they are marked in one they will be removed from the others.) This field is usually cleared out soon after the general election of the current election cycle.

Advanced Count

A tool that allows a user to create a list of voters while having the ability to include and exclude specific voters.

B

Basic Count

A tool that allows a user to create a list using predefined formulas and selecting specific criteria built into any voter file.

C

Calculated Party

This party ID is based on a formula that takes into consideration many data points to establish the most likely designation for a voter. Every voter in GOP Data Center has a calculated party. The calculated party is only updated when the database is updated, it cannot be updated by any user.

Census Block

This census block aligns with the voter's assignment from the U.S. Census bureau. It designates what area the voter lives in and how they are view during the census.

Client ID

This ID number is unique to each voter throughout GOP Data Center. Unlike any of the other ID numbers this number is only assigned to one voter and will never be assigned to multiple voters. When you upload a file, if you match the client ID successfully the upload will be able to match with only this field. If you upload using other fields then more than one field must be used in order to successfully match a voter.

D

Deceased

Any user can mark a voter as deceased but the voter will remain searchable in the voter database until the state voter file is updated to include this information.

Designated Market Area

This data field is also known as Media Market and divides voters into groups based on where their news is located. It can be used to find voters that can be reached by buying airtime on television. It is also abbreviated as DMA in some areas.

DMA

This is the abbreviation for Designated Media Area which divides voters into groups based on where their news is located. It can be used to find voters that can be reached by buying airtime on television. It is sometimes referred to as Media Market.

G

General Voter Scores

This score counts how many times, out of the last 4 general elections (the 'elections considered' link lists the four elections counted) a voter has voted. The general voter score is abbreviated as 'GS' on any export.

H

Has Moved

If selected this voter will be tagged as moved but will remain in the database until the state voter file is updated to reflect this change.

Head of Household

The head of the household is given to a voter in that household. Normally it is given to the oldest, or the first voter alphabetically.

J

Jurisdictional Voter ID

In some states voters are assigned different IDs by their local jurisdictions. These numbers do not match the state voter ID.

M

Member of Household

These voters live with another voter who is considered the head of the household.

Microtargeting

These are fields created and updated by the RNC. They include voters who have been ID'ed or targeted for a specific criteria or characteristic. These fields are constantly updated and changed.

Modeled Ethnicity

This ethnicity field is developed using a formula that takes into account many data points to predict what ethnicity category the voter falls into. No user can update this field.

My Account

Here any user can find their user information including their username. You can go to this page and update your password or any other piece of information in your user profile except your username.

My Voters

This section is used to look up individual voters and if you have the ability you can edit a voters profile once you look them up. Not all information can be edited but most can be updated on a regular basis.

N

Newly Registered

This label includes any voter who registered since January 1, 2017 and does not have any recorded vote history at the time of the calculation

O

Observed Ethnicity

This field allows voters to update information for voters that they have had contact with. This information can be updated by the user.

Observed Party

This party ID is provided by a user and can be edited based on information gained while contacting the voter. It is the only party ID that can be updated for a voter.

Official Party

This party ID is populated only when the state allows voters to register by party. If the state allows this practice then all party options allowed by the state will be populated.

Organization

.An organization is an organization feature that can be used to hide your information from other users. After you create an organization (ex: John Smith for Congress) you can assign tags and users to that

organization. When those users then go to create a basic or advanced count they will be the only ones allowed to see those tags. They will also be the one that assign that tag to voters.

Overall Voter Frequency

This score counts how many times, out of the last 4 elections (the 'elections considered' link lists the four elections counted) a voter has voted. The overall voter score is abbreviated as Overall Frequency on any export.

P

Precinct

This is the precinct that the voter lives in. These precincts are either named or numbered by the local jurisdiction.

Primary Address

This is the address at the voter used on their voter registration. The primary address can only be updated by an update to the voter information in the state voter file.

Primary Voter Scores

This score counts how many times, out of the last 4 primary elections (the 'elections considered' link lists the four elections counted) a voter has voted. The primary voter score is abbreviated as 'PS' on any export.

R

Registration Status

Although the vast majority of voters will be marked as 'registered' some states do provide other status' including 'not registered'.

S

Secondary Address

This address can be any other address that this voter is known to be associated with. Sometimes this address is the new address of the voter who is known to have moved, before the state voter file has updated their official address with the new one. Other times this address is used to show the physical address for someone who used a P.O. Box to register. It can also show the address where a student who is away at school receives their mail. This field varies and can be used to show many different types of addresses.

Select by Map

This feature allows you to see the voters that are included in the criteria that you have selected below on a map. From this map you can further narrow your search by drawing a box around the geographic area that you want your voters to come from. THIS FEATURE IS OPTIMIZED TO ONLY WORK ON COUNTS OF LESS THAN 1,000 VOTERS.

Single Member Household

Households marked with this information include only one person at that address.

State Reported Ethnicity

Some states allow their voters to report their ethnicity in the official state voter file. If that is the case this field will be populated. If the ethnicity is not reported in the state voter file this field will not be populated for any voter. No user can update this field.

State Voter ID

This ID number is assigned to a voter by the Secretary of State or other state agency.

T

Tag

This is a characteristic that you can create and then assign to a voter. Tags can then be used to create a list of voter that share that characteristic (ex: Hunter, Volunteer, 2016 Supporter).

Tag Attribute

This is another layer of organization built into GOP Data Center. With tag attributes you can link tags that are part of different tag groups. For example, you may want to give the tags 2012 supporter and 2014 support a tag attribute as 'Supporter'. You can use attributes to create basic or advanced counts, just like you can use a tag.

Tag Group

This level of organization allows you to group similar or like tags together to better organize their order. You may want to create the tag group "2014 Contacts" and include the tags "2014 Door Contact" and "2014 Phone Contact" in this specific tag group.

Telephone Reliability Code

This code points out how likely it is that the phone number associated with this voter is still an active phone number (9 being the most likely, 0 being the least likely). The telephone reliability code is abbreviated as 'TRC' on any export.

TRC

The abbreviation for Telephone Reliability Code. This code points out how likely it is that the phone number associated with this voter is still an active phone number (9 being the most likely, 0 being the least likely).

Turf

A custom geographic area, based off census blocks, that a 2016 field organizer, volunteer or RLI Fellow is responsible for organizing.

U

Upload

An upload is any excel file that a user can upload to update voter records. These updates can include phone numbers, addresses, e-mails and more.

V

Vote History

This section of basic or advanced counts allows you to select what specific elections you want to be considered when you are creating a list.

Voter Frequency-General

This 1-4 score usually takes into account the last four general elections (the "elections considered" link lists the four elections counted) and represents how many of those elections the voter has voted in. The voter score is abbreviated as "General Frequency" on any export.

Voter Frequency-Primary

This 1-4 score usually takes into account the last four primary elections (the 'elections considered' link lists the four elections counted) and represents how many of those elections the voter has voted in. The voter score is abbreviated as 'Primary Frequency' on any export.

Voter Key

This ID number is assigned by the RNC when they are processing the voter from the state file.

Voter Profile

This profile, found when searching for a voter using 'My Voters', contains all the information that GOP Data Center has on a voter including their Vote History, their basic information, the geographic location, as well as all tags that they are assigned.

W

With E-Mails

Voters with this field have e-mails uploaded to their voter profile. As a rule there are not many e-mails uploaded into GOP Data Center yet although there are more and more being added each day.

Appendix/Resources

GOP Data Center Videos

(Supplied courtesy of Eric Morgan, Current Chairman LD22)

GOP Data Center – Republicans Only

<https://rumble.com/vq1bj2-gop-data-center-all-republicans.html>

GOP Data Center – High-Propensity Republicans

<https://rumble.com/vq1bm4-gop-data-center-high-propensity-republicans.html>

GOP Data Center – Selecting by Map

<https://rumble.com/vq1bo2-gop-data-center-selecting-by-map.html>

Document Version/Change Logs

May 17, 2021 – Original version (derived from LD25 source document)

November 15, 2021 – V2

- Change MCRC Logo
- Table of Contents Added
- Updated Formatting
- Addition of Search by Map (contributed by Michal Joyner)
- Appendix/Resources added
 - Videos (contributed by Eric Morgan) posted in Appendix/Resources

November 18, 2021 – V2a

- Updates to access request and approval process

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