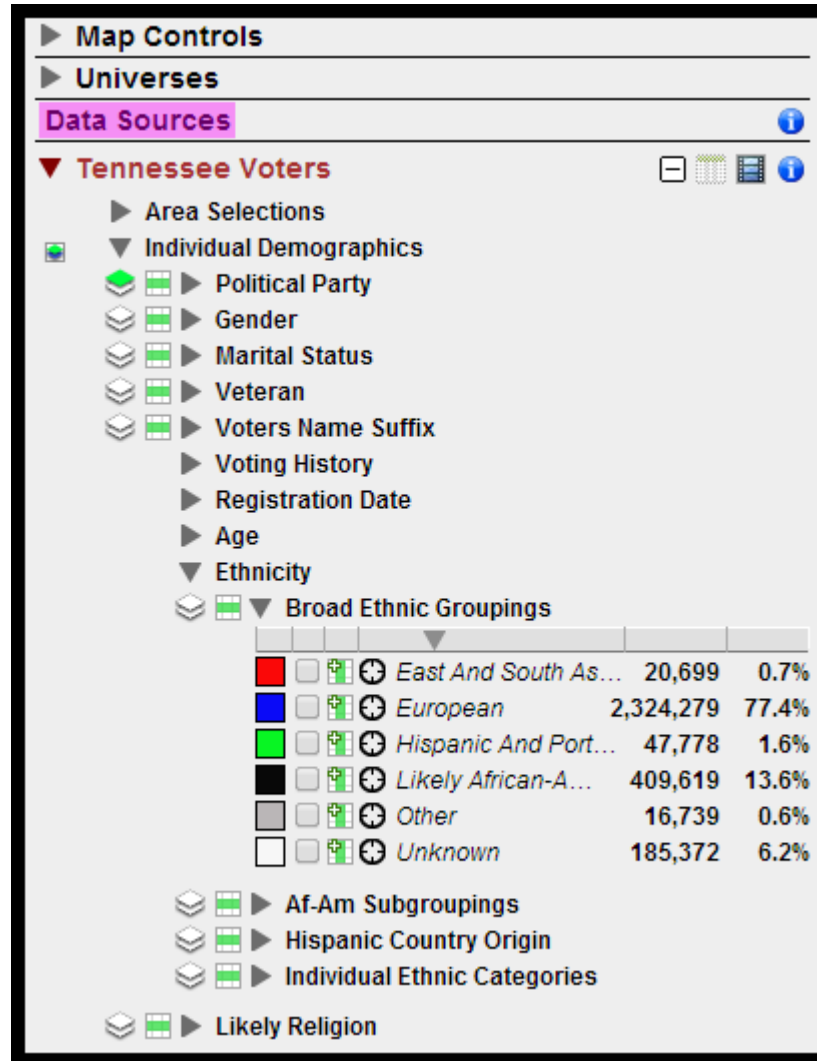


Filtering with Data Source Selections

Selecting attributes within the data sources allows you to filter out records that don't fall under your desired demographic.


1. Go to the Data Sources section within the side panel.
2. Click on the different categories to expand the Data Sources tree and access the different Counties within the Area Selections branch and Demographic Categories such as Ethnicity, Broad Ethnic Groupings.







3. Once you find a desired attribute to filter, click on the check box to select it. The map will update and display only the voters who possess the selected attribute. The Voter and Residences counts at the bottom left portion of the map, and to the right of attributes within the side panel will update to reflect the filters that you have set.


► Map Controls


► Universes


Data Sources 


▼ Tennessee Voters    


► Area Selections


 ▼ Individual Demographics (3)

 ► Political Party

 ► Gender

 ► Marital Status

 ► Veteran


 ► Voters Name Suffix

























► Voting History


► Registration Date


► Age


▼ Ethnicity (3)


 ▼ Broad Ethnic Groupings (3)

				East And South Asian	0	0.0%
				European	2,324,279	83.6%
				Hispanic And Port...	47,778	1.7%
				Likely African-A...	409,619	14.7%
				Other	0	0.0%
				Unknown	0	0.0%

 ► Af-Am Subgroupings

 ► Hispanic Country Origin

 ► Individual Ethnic Categories

 ► Likely Religion

4. Continue selecting voter attributes until you have your target demographic selected.