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By Office of the Commission Secretary at 11:08 am, May 03, 2021

From: [Jeremy Holtzman](#)
To: [Theodore Lutz](#)
Subject: Re: AOR 2021-05 (Tally Up, LLC) -- Request for Supplemental Information
Date: Friday, April 30, 2021 4:40:39 PM

Dear Mr. Lutz,

Below are the answers to your questions.

1. The names of voters come from publicly available voter files that we get from state and regional Departments of Elections.
2. Tally Up aggregates contributions to specific categories of committees, such as Democratic candidates or Republican candidates.
3. The sentence refers to requesting data on two segments with substantially overlapping voters.

Please reach out with any additional questions.

Thanks,
Jeremy Holtzman

On Thu, Apr 29, 2021 at 9:25 PM Theodore Lutz <TLutz@fec.gov> wrote:

Dear Mr. Holtzman:

I am writing about the advisory opinion request that you submitted on behalf of Tally Up, LLC. Additional information has been requested on the proposal described in Tally Up's AOR. Specifically:

1. Where does Tally Up get the names of voters from which it creates voter segments?
2. In calculating the Voter Segment Score, does Tally Up aggregate all contributions made by individuals in the segment (and other similar voters) regardless of recipient or only contributions to specific categories of committees, e.g. Democratic candidate committees or party committees of the Republican Party?
3. On page 2 of the request, the second full paragraph, please clarify what "if any two voter segments have a difference of less than 100 voters, they will receive the same score regardless of when the reports are generated" means. For example, in the sample chart provided with the request, both Segment A and Segment B have the same number of voters (100), yet they have different scores. Does the sentence refer to requesting data on two segments with substantially overlapping voters, e.g. Democrats 25-35 in zip code 12345 and Democrats 25-30 in zip code 12345?

We would appreciate your response by email. Please note that your response may be considered part of Tally Up's request. If so, it will be posted as such on the Commission's website.

Thank you,

Theodore Lutz

Attorney, Policy Division

Federal Election Commission

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Co-Founder

973-224-9965

<https://GetTallyUp.com/>

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