

POLITICAL DATA INC.

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NOVEMBER 2010 GENERAL ELECTION LIKELY VOTER UNIVERSE OPTIONS

These universes are designed specifically for targeting voters that are likely to participate in the November 2010 statewide general election. Beginning with the smallest option "1110A", these universes initially focus on the previous November gubernatorial elections along with the most recent elections, then incrementally increase in size to the largest universe "1110L2", which captures any voter with recent activity.

- 1110A** - Voted 11-06 & Voted in any of 11-08, 5-09, or 6-10.
- 1110B** - Voted in any of 11-08, 5-09, 6-10 & Voted in at least 3 of 11-06, 2-08, 6-08, 11-08, 5-09, 6-10.
- 1110C** - Voted in any of 11-08, 5-09, 6-10 & (Voted in at least 3 of 11-06, 2-08, 6-08, 11-08, 5-09, 6-10 or (Registered after 2-08 and Voted in any of 6-08, 5-09, 6-10)) or (Registered after 11-08 and Voted in either 5-09 or 6-10).
- 1110C1** - Voted in any of 11-08, 5-09, 6-10 & (Voted in at least 3 of 11-06, 2-08, 6-08, 11-08, 5-09, 6-10 or (Registered after 2-08 and Voted in any of 6-08, 5-09, 6-10)) or (Registered after 11-08 and Voted in either 5-09 or 6-10) or Registered after 6-10.
- 1110C2** - Voted in any of 11-08, 5-09, 6-10 & (Voted in at least 3 of 11-06, 2-08, 6-08, 11-08, 5-09, 6-10 or (Registered after 2-08 and Voted in any of 6-08, 5-09, 6-10)) or (Registered after 11-08 and Voted in either 5-09 or 6-10), or Registered after 11-08.
- 1110D** - Voted in any of 11-08, 5-09, 6-10 & (Voted in at least 3 of 11-02, 10-03, 11-05, 6-06, 11-06, 2-08, 6-08, 11-08, 5-09, 6-10 or Voted in at least 2 of 11-08, 5-09, 6-10)
- 1110E** - (Voted in any of 11-08, 5-09, 6-10 & Voted in at least 2 of 11-06, 2-08, 6-08, 11-08, 5-09, 6-10)
- 1110E1** - (Voted in any of 11-08, 5-09, 6-10 & Voted in at least 2 of 11-06, 2-08, 6-08, 11-08, 5-09, 6-10) or (Registered after 11-08 and Voted in either 5-09 or 6-10).
- 1110F** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and Voted in any of 11-06, 2-08, 6-08).
- 1110F1** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and Voted in any of 11-06, 2-08, 6-08), or Registered after 6-10.
- 1110F2** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and Voted in any of 11-06, 2-08, 6-08), or Registered after 11-08.
- 1110G** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05)).
- 1110G1** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05)), or Registered after 6-10.
- 1110G2** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05)), or Registered after 11-08.
- 1110H** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05, or (Voted 11-08 and (Permanent Absentee Voter and Registered after 2-08)))
- 1110H1** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05)), or (Voted 11-08 and (Permanent Absentee Voter and Registered after 2-08)), or Registered after 6-10.
- 1110H2** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05)), or (Voted 11-08 and (Permanent Absentee Voter and Registered after 2-08)), or Registered after 11-08.

- 1110I** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and Voted in any of 11-98, 11-02, 10-03, 11-06, 2-08, 6-08).
- 1110I1** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-98, 11-02, 10-03, 11-06, 2-08, 6-08 or Permanent Absentee Voter)).
- 1110I2** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-98, 11-02, 10-03, 11-06, 2-08, 6-08 or Permanent Absentee Voter, or Registered after 2-08))
- 1110I3** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-98, 11-02, 10-03, 11-06, 2-08, 6-08 or Permanent Absentee Voter, or Registered after 2-08)), or Registered after 6-10.
- 1110I4** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-98, 11-02, 10-03, 11-06, 2-08, 6-08 or Permanent Absentee Voter, or Registered after 2-08)) or Registered after 11-08.
- 1110J** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05, or Registered after 6-08))
- 1110J1** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05, or Registered after 6-08)), or Registered after 6-10.
- 1110J2** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05, or Registered after 6-08)), or Registered after 11-08.
- 1110K** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05, or Registered after 2-08))
- 1110K1** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05, or Registered after 2-08)), or Registered after 6-10.
- 1110K2** - Voted in any of 5-09 or 6-10, or (Voted 11-08 and (Voted in any of 11-06, 2-08, 6-08 or Voted in at least 2 of 11-02, 10-03, 11-05, or Registered after 2-08)), or Registered after 11-08.
- 1110L** - Voted in any of 11-08, 5-09, 6-10.
- 1110L1** - Voted in any of 11-08, 5-09, 6-10, or (Registered after 11-08 and Permanent Absentee Voter).
- 1110L2** - Voted in any of 11-08, 5-09, 6-10, or Registered after 11-08.
- *1110M** - Voted in any of 11-08, 5-09, 6-10 & (Voted in at least 3 of 11-02, 10-03, 11-05, 11-06, 2-08, 6-08, 11-08, 5-09, 6-10 or (Registered after 11-08 and Voted in either 5-09 or 6-10)).
- *1110M1** - Voted in any of 11-08, 5-09, 6-10 & (Voted in at least 3 of 11-02, 10-03, 11-05, 11-06, 2-08, 6-08, 11-08, 5-09, 6-10 or (Registered after 2-08 and Voted in at least 2 of 6-08, 11-08, 5-09, 6-10)) or (Registered after 11-08 and Voted in either 5-09 or 6-10).
- *1110N** - Voted in any of 11-08, 5-09, 6-10 & (Voted in at least 4 of 11-02, 10-03, 11-05, 11-06, 2-08, 6-08, 11-08, 5-09, 6-10, or (Registered after 11-06 and Voted in at least 3 of 2-08, 6-08, 11-08, 5-09, 6-10)), or (Registered after 2-08 and Voted in at least 2 of 6-08, 11-08, 5-09, 6-10) or (Registered after 11-08 and Voted in either 5-09 or 6-10).

NOTE: * Universes “1110M”, “1110M1” and “1110N”, we added at a later date. The counts they produce would place them somewhere between the counts produced by universes “1110C” and “1110D”.

If you would like to receive additional universes, please contact us with your specific requirements.

Please confirm current count before using for production purposes.

All orders must be made in writing (FAX or EMAIL preferred).