



The below universes “12G1” through “12G5D” are designed specifically for targeting voters that are likely to participate in the upcoming 2012 General. Beginning with the smallest, or highest propensity universe of voters, each universe incrementally builds on the next by adding the next most like group of voters to produce a variety of different counts to fit the unique needs and objectives of your campaign. Each option incorporates and combines both the most relevant and recent statewide elections and registration dates to identify voters that are the most likely to vote. The below universes also exclude any voters we have identified as deceased or moved. *Universes “12G4” through “12G5B” are most likely to represent what the projected average turnout will be this November.

NOVEMBER 2012 GENERAL ELECTION LIKELY VOTER UNIVERSES

- 12G1** - (Voted 6/12), or (Voted in both of 11/08 & 11/10).
- 12G2** - (Voted 6/12), or (Voted in at least 2 of 11/04, 11/06, 2/08, 6/08, 11/08, 5/09, 6/10 or 11/10, with at least 1 being 11-10).
- 12G3** - (Voted at least 1 of 11/10 or 6/12), or (Voted in at least 2 of 2/08, 6/08, 11/08, 5/09 or 6/10, with at least 1 being 11-08).
- 12G4** - (Voted at least 1 of 11/10 or 6/12), or (Voted in at least 2 of 11/04, 11/06, 2/08, 6/08, 11/08, 5/09 or 6/10, with at least 1 being 11-08).
- 12G4A** - (Voted at least 1 of 11/10 or 6/12), or (Voted in at least 2 of 11/04, 11/06, 2/08, 6/08, 11/08, 5/09 or 6/10, with at least 1 being 11-08), or (Any PAV that Voted 11/08).
- 12G4B** - (Voted at least 1 of 11/10 or 6/12), or (Voted in at least 2 of 11/04, 11/06, 2/08, 6/08, 11/08, 5/09 or 6/10, with at least 1 being 11-08), or (Any PAV that Voted 11/08), or (Any PAV that Registered after 11/10).
- 12G4C** - (Voted at least 1 of 11/10 or 6/12), or (Voted in at least 2 of 11/04, 11/06, 2/08, 6/08, 11/08, 5/09 or 6/10, with at least 1 being 11-08), or (Any PAV that Voted 11/08), or (Any voter that Registered after 11/10).
- 12G5** - (Voted at least 1 of 11/08, 11/10 or 6/12).
- 12G5A** - (Voted at least 1 of 11/08, 11/10 or 6/12), or (Any PAV that Registered after 11/10).
- 12G5B** - (Voted at least 1 of 11/08, 11/10 or 6/12), or (Any PAV that Registered after 11/08).
- 12G5C** - (Voted at least 1 of 11/08, 11/10 or 6/12), or (Any PAV that Registered after 11/08), or (Any voter that Registered after 11/10).
- 12G5D** - (Voted at least 1 of 11/08, 11/10 or 6/12), or (Any voter that Registered after 11/08).

SUPPLEMENTAL 2012 GENERAL ELECTION UNIVERSES (Provided By Request Only)

- 12GPrefectP** - (Voted both 6/10 & 6/12), or (Registered after 6/10 & voted 6/12).
- 12GPrefectG** - (Voted 6/12), or (Voted all 3 of 11/06, 11/08, 11/10), or (Registered after 11/06 & voted both 11/08 & 11/10).

NOTE: If you would like to receive additional universes or counts, please contact us with your needs. Please confirm current count before using for production purposes.