

# POLITICAL DATA INC.

(818) 954-8445 • Fax (818) 954-9141 • (800) 638-4649

## JUNE 2012 PRIMARY LIKELY VOTER UNIVERSE OPTIONS

The below universes "0612A1 through 0612G1" are designed specifically for targeting voters that are likely to participate in the upcoming Primary. Beginning with the smallest, or highest propensity universe of voters, each universe incrementally builds on the next 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 elections and registration dates to identify voters that are the most likely to vote, as well as verifying that they are still active. \*Universes 0612C1 through 0612E2 are most likely to represent what the projected average turnout will be this June.

- 0612\_A1** - (Voted in all 4 of 11/08, 5/09, 6/10 & 11/10), or (Registered after 11/08 & Voted all 3 of 5/09, 6/10 & 11/10), or (Registered after 5/09 & Voted in both of 6/10 & 11/10).
- 0612\_A2** - "0612\_A1", or (Registered after 6/10 & Voted 11-10).
- 0612\_B1** - (Voted in at least 3 of 11/08, 5/09, 6/10 or 11/10, with at least 1 being 11-10), or (Registered after 11/08 & Voted in at least 2 of 5/09, 6/10 or 11/10, with at least 1 being 11-10).
- 0612\_B2** - "0612\_B1", or (Any PAV that Registered after 6/10 & Voted 11/10).
- 0612\_C1** - (Voted 6/10), or (Voted both 6/08 & 11/10), or (Voted in at least 3 of 6/06, 2/08, 5/09 or 11/10, with at least 1 being 11-10), or (Registered after 11/08 & Voted in at least 2 of 5/09, 6/10 or 11/10, with at least 1 being 11-10).
- 0612\_C2** - "0612\_C1", or (Any PAV that Registered after 6/10 & Voted 11/10).
- 0612\_D1** - (Voted 6/10), or (Voted in at least 2 of 6/06, 6/08, 5/09 or 11/10, with at least 1 being 11/10), or (Registered after 6/10 & Voted 11/10).
- 0612\_D2** - "0612\_D1", or (Any PAV that Voted in both 2/08 & 11/10).
- 0612\_D3** - "0612\_D2", or (Any PAV that Voted 11/10).
- 0612\_E1** - (Voted 6/10), or (Voted in at least 2 of 6/06, 2/08, 6/08, 5/09 or 11/10, with at least 1 being 11/10), or (Registered after 6/10 & Voted 11/10).
- 0612\_E2** - "0612\_E1", or (Any PAV that Voted 11/10).
- 0612\_F1** - (Voted 6/10), or (Voted in at least 2 of 3/04, 6/06, 2/08, 6/08, 5/09 or 11/10 & also voted at least 1 of 11/08, 5/09 or 11-10), or (Registered after 2/08 & Voted 11/10), or (Any PAV that Voted 11/10 or Registered after 11/10).
- 0612\_G1** - (Voted at least 1 of 6/10 or 11/10), or (Voted in at least 2 of 3/04, 6/06, 2/08, 6/08, 11/08, or 5/09, with at least 1 being 11/08 or 5/09), or (Registered after 11/10).

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