The below universes "14P1" through "14P7" are designed specifically for targeting voters that are likely to participate in the upcoming 2014 Primary. 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 indentify voters that are the most likely to vote. The below universes also exclude any voters we have identified as deceased or moved. *Universes "14P3" and "14P4" are most likely to represent what the projected average turnout will be in June 2014.

JUNE 2014 PRIMARY ELECTION (14P) LIKELY VOTER UNIVERSES

14P1 - (Voted at least 3 of 6-06, 6-10, 6-12 or 11-12, with 2 being 6-12 & 11-12), or (Registered after 6-10 & voted both 6-12 & 11-12).

14P2 - (Voted at least 3 of 6-06, 6-10, 6-12 or 11-12, with 1 being 11-12), or (Registered after 6-10 & voted both 6-12 & 11-12).

14P3 - (Voted at least 2 of 6-06, 6-10 or 11-12, with 1 being 11-12), or (PAV & registered after 6-10 & voted both 6-12 & 11-12).

14P4 - (Voted at least 2 of 6-06, 6-10, 6-12 or 11-12, with 1 being 11-12).

14P4A - (Voted at least 2 of 6-06, 6-10, 6-12 or 11-12, with 1 being 11-12), or (PAV & registered after 6-12 & voted 11-12).

14P5 - (Voted at least 2 of 6-06, 5-09, 6-10, 11-10, 6-12 or 11-12, with 1 being 11-12).

14P6 - (Voted at least 2 of 6-06, 5-09, 6-10, 11-10, 6-12 or 11-12, with 1 being 11-12), or (PAV & registered after 6-12 & voted 11-12).

14P7 - (Voted at least 2 of 6-06, 2-08, 6-08, 11-08, 5-09, 6-10, 11-10, 6-12 or 11-12, with 1 being 11-12), or (Registered after 6-12 & voted 11-12), or (Registered after 11-12).

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.