

The universes below are specifically designed for targeting voters likely to participate in the upcoming November 4, 2014 general election. They reference the most relevant election vote history, registration dates, and mail ballot voting status to predict degrees of turnout behavior in November. The universes expand incrementally by adding the next tier of likely voters to the preceding universes. Please contact a PDI targeting consultant for more information about these universes or to create your own custom universes.

### **2014 General Election Likely Turnout Universe Options**

- 14G1 – (Voted 6/14 or Voted in at least 2 of 6/10, 11/10, 6/12) & (Voted 11/12 or Voted in any election in 2013 or 2014 or Re-registered after 6/14)
- 14G2 – (Voted 6/14 or Voted in at least 2 of 11/06, 6/10, 11/10, 6/12) & (Voted 11/12 or Voted in any election in 2013 or 2014 or Re-registered after 6/14)
- 14G2A – “14G2”, OR (Permanent VBM & Voted in either 11/06 or 11/10) & (Voted 11/12 or Voted in any election in 2013 or 2014 or Re-registered after 6/14)
- 14G3 – (Voted 6/14 or Voted in either 11/10 or 6/12 or Voted in 2 of 11/06, 6/10) & (Voted 11/12 or Voted in any election in 2013 or 2014 or Re-registered after 6/14)
- 14G3A – “14G3”, OR [Permanent VBM & Registered after 6/12 & (Voted 11/12 or Voted in any election in 2013 or 2014)]
- 14G3B – “14G3A”, OR [(Voted 11/06 & (Voted in 11/02 or Permanent VBM) & (Voted 11/12 or Voted in any election in 2013 or 2014 or Re-registered after 6/14)] OR [Registered after 6/14]
- 14G4 – [(Voted 6/14 or Voted in at least 1 of 11/06, 11/10 or 6/12 & (Voted 11/12 or Voted in any election in 2013 or 2014 or Re-registered after 6/14)] OR [Permanent VBM & Registered after 6/12 & (Voted 11/12 or Voted in any election in 2013 or 2014)]
- 14G4A – “14G4”, OR [Permanent VBM & Registered after 6/14]
- 14G4B – “14G4A”, OR [Registered after 6/12 & (Voted 11/12 or Voted in any election in 2013 or 2014)]
- 14G5 – [(Voted 6/14 or Voted in at least 1 of 11/02, 11/06, 5/09, 6/10, 11/10, 6/12) & (Voted 11/12 or Voted in any election in 2013 or 2014 or Re-registered after 6/14)] OR [(Permanent VBM or Registered after 6/12) & (Voted 11/12 or Voted in any election in 2013 or 2014)] OR [Registered after 6/14]
- 14G6 - (Voted 11/12 or Voted in any election in 2013 or 2014 or Registered after 6/14)
- 14GGOTV - [“14G6”, OR Permanent VBM & Registered after 11/12], EXCLUDING any 14G3 voters.
- 14GWRAP - [“14G6”, OR Permanent VBM & Registered after 11/12], EXCLUDING any 14G3 houses.