

The below universes “17UN1” through “17UN8” are designed specifically for the targeting the projected turnout of the November 7, 2017 Municipal and School board elections. 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 the most relevant and recent elections and registration dates. “Reg. after...” or “Registered since” is defined as a voter with a registration date after the 15 day close of registration for a given election date. “PAV” is for Permanent Absentee Voter or Permanent Vote By Mail voter. \*All of the below likely voter universes exclude any voters we have identified as deceased or moved from their current residential address.

## NOVEMBER 2017 (17UN) LIKELY VOTER UNIVERSES

- 17UN1:** [(Voted at least 2 of 11/11, 11/13 or 11/15), Or (Registered since 11/13 and Voted 11/15)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.
- 17UN2:** [(Voted 11/15), Or (Voted at least 2 of 11/09, 11/11 or 11/13)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.
- 17UN3:** [(Voted 11/15), Or (Voted at least 2 of 11/09, 11/11, 11/13 or 6/16), Or (PAV that registered since 11/15 and voted 2 of 6/16 and 11/16)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.
- 17UN4:** [(Voted at least 1 of 11/09, 11/11, 11/13 or 11/15), Or (Registered since 11/13 and voted all 3 of 11/14, 6/16 and 11/16), Or (PAV that registered since 11/15 and voted 2 of 6/16 and 11/16)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.
- 17UN5:** [(Voted at least 1 of 11/09, 11/11, 11/13 or 11/15), Or (Registered since 11/13 and voted 2 of 6/16 and 11/16)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.
- 17UN6:** [(Voted at least 1 of 11/09, 11/11, 11/13 or 11/15), Or (Registered since 11/13 and voted 2 of 6/16 and 11/16), Or (Any PAV that voted 2 of 6/16 and 11/16)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.
- 17UN7:** [(Voted at least 1 of 11/09, 11/11, 11/13 or 11/15), Or (Voted 2 of 6/16 and 11/16)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.
- 17UN8:** [(Voted at least 1 of 11/09, 11/11, 11/13 or 11/15), Or (Voted 2 of 6/16 and 11/16), Or (Registered since 6/16 and voted 11/16), Or (Registered since 11/16)] & to qualify for universe all voters had to have vote in any election in 2016, or have a registration date since 11/15.

If you would like to receive additional universes or counts, please contact us with your needs.

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