

The universes below are specifically designed for targeting voters likely to participate in the upcoming June 5, 2018 Primary election. They reference the most relevant election vote history, registration dates, and vote by mail ballot voting status to predict degrees of turnout behavior.

The universes expand incrementally by adding the next tier of likely voters to the preceding universes. Universes “18P7B” through “18P9” are broad Primary universes that could be used now to plan and target for the November 7, 2018 General election. “Registered since” is defined as a voter with a registration date after the 15 day close of registration for a given election date. “Re-Registered” means voter voted previous to their new registration date. “PAV” is for Permanent Absentee Voter or Permanent Vote By Mail (VBM) voter. *All of the below likely voter universes exclude any voters we have identified as deceased or moved from their current residential address.

JUNE 2018 PRIMARY ELECTION (18P) LIKELY VOTER UNIVERSES

- 18P1:** [(Voted at least 3 of 6/10, 6/12, 6/14, 11/14 or 6/16), Or (Registered since 6/10 & voted in both 6/14 and 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P1A:** [(Voted at least 3 of 6/10, 6/12, 6/14, 11/14 or 6/16), Or (Registered since 6/10 & voted in both 6/14 and 6/16), Or (Any Democrat or Republican that voted in both 6/14 and 6/16, or is a PAV that registered since 11/14 & voted both 6/16 and 11/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P2:** [(Voted at least 3 of 6/10, 6/12, 6/14, 11/14 or 6/16), Or ((Voted at least 2 of 6/14, 11/14 or 6/16, with 1 being 6/16), Or (Any PAV that registered since 11/14 & voted both 6/16 and 11/16))] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P3:** [(Voted at least 2 of 6/10, 6/12, 6/14, 11/14 or 6/16), Or (PAV that registered since 11/14 & voted 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P3A:** [(Voted 6/14), Or (Voted at least 2 of 6/10, 6/12, 11/14 or 6/16), Or (PAV that registered since 11/14 & voted 6/16), Or (Any Democrat or Republican that voted 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P4:** [(Voted 6/10 or 6/14), Or (Voted at least 2 of 6/12, 11/14 or 6/16), Or (Registered since 6/14 & voted 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P5:** [(Voted 6/10 or 6/14), Or (Voted at least 2 of 6/12, 11/14 or 6/16), Or (Registered since 6/10 & voted 6/16), Or (Any PAV that voted 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P6:** [(Voted at least 1 of 6/10, 6/12, 6/14, or 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P6A:** [(Voted at least 1 of 6/10, 6/12, 6/14, or 6/16), Or (Any Democrat or Republican that is a PAV that registered since 6/16 & voted 11/16 or in 2017)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P6B:** [(Voted at least 1 of 6/10, 6/12, 6/14, or 6/16), Or (Any PAV that registered since 6/16 & voted 11/16 or in 2017)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P6C:** [(Voted at least 1 of 6/10, 6/12, 6/14, or 6/16), Or (Any PAV, Democrat or Republican that registered since 6/16 & voted 11/16 or in 2017) , Or (Any Democrat or Republican that is a PAV that registered since 11/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or have a registration date since 11/16.
- 18P7:** [(Voted at least 1 of 6/10, 11/10, 6/12, 6/14, 11/14 or 6/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.

- 18P7A:** [(Voted at least 1 of 6/10, 11/10, 6/12, 6/14, 11/14 or 6/16), Or (Any Democrat or Republican that is a PAV that registered since 6/16 & voted 11/16 or in 2017)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P7B:** [(Voted at least 1 of 6/10, 11/10, 6/12, 6/14, 11/14 or 6/16), Or (Any PAV that registered since 6/16 & voted 11/16 or in 2017)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P7C:** [(Voted at least 1 of 6/10, 11/10, 6/12, 6/14, 11/14 or 6/16), Or (Any PAV, Democrat or Republican that registered since 6/16 & voted 11/16 or in 2017)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P8:** [(Voted at least 1 of 6/10, 11/10, 6/12, 6/14, 11/14 or 6/16), Or (Any voter that registered since 6/16 & voted 11/16 or in 2017)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or Re-registered since 11/16.
- 18P8A:** [(Voted at least 1 of 6/10, 11/10, 6/12, 6/14, 11/14 or 6/16), Or (Any voter that registered since 6/16 & voted 11/16 or in 2017), Or (Any Democrat or Republican that is a PAV that voted 11/16 or in 2017 or registered since 11/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or has a registration date since 11/16.
- 18P9:** [(Voted at least 1 of 6/10, 11/10, 6/12, 6/14, 11/14 or 6/16), Or (Any voter that registered since 6/16 & voted 11/16 or in 2017) , Or (Any PAV that registered since 11/16)] & to qualify for universe voter had to have voted 11/16 or any election in 2017, or has a registration date since 11/16.
- 18PGOTV:** Voted 11/16 or in 2017, or any Reg. since 11/16, EXCLUDING 18P3 VOTERS.
- 18PWRAP:** Voted 11/16 or in 2017, or any Reg. since 11/16, EXCLUDING 18P3 HOUSES.