

The universes below are specifically designed for targeting voters likely to participate in the upcoming November 6, 2018 General 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. All of the below likely voter universes exclude any voters we have identified as deceased or moved from their current residential address.

NOVEMBER 2018 GENERAL ELECTION (18G) LIKELY VOTER UNIVERSES

- 18G1:** [(Voted at least 3 of 11/10, 11/14, 11/16 or 6/18), Or (Registered since 11/14 & voted in both 11/16 and 6/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G1DB:** Any 18G1 voter, plus any Probable Down Ballot or Local election voters in 18G2 .
- 18G2:** [(Voted at least 3 of 11/10, 11/14, 6/16, 11/16 or 6/18), Or (Registered since 11/14 & voted 6/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G2DB:** Any 18G2 voters, plus any Probable Down Ballot or Local election voters in 18G3 .
- 18G3:** [(Voted at least 1 of 11/10, 11/14, or 6/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G3DB:** Any 18G3 voters, plus any Probable Down Ballot or Local election voters in 18G4 .
- 18G4:** [(Voted at least 1 of 11/10, 11/14 or 6/18), Or (Any voter that registered since 11/14 & voted in both 6/16 and 11/16)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G4DB:** Any 18G4 voters, plus any Probable Down Ballot or Local election voters in 18G5 .
- 18G5:** [(Voted at least 1 of 11/10, 11/14 or 6/18), Or (Any voter that registered since 11/14 & voted in 6/16), Or (Any PVBM that registered since 6/16 & voted 11/16 or any election since)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G5A:** [(Voted at least 1 of 11/10, 11/14 or 6/18), Or (Any voter that registered since 11/14 & voted in 6/16), Or (Any PVBM that registered since 6/16 & voted 11/16 or any election since), Or (Any voter that registered since 6/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G6:** [(Voted at least 1 of 11/10, 11/14, 6/16 or 6/18), Or (Any PVBM that registered since 6/16 & voted 11/16 or any election since)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G6A:** [(Voted at least 1 of 11/10, 11/14, 6/16 or 6/18), Or (Any voters that registered since 6/16 & voted 11/16 or any election since), Or (Any voter that registered since 6/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G6B:** [(Voted at least 1 of 11/10, 11/14, 6/16 or 6/18), Or (Any voters that registered since 6/16 & voted 11/16 or any election since), Or (Any voter that registered since 6/18), OR (Any voter with a Pro-Active Registration Method since 11/16)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G7:** [(Voted at least 1 of 11/10, 11/14, 6/16 or 6/18), Or (Any voters that registered since 11/14 & voted 11/16 or any election since)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G7A:** [(Voted at least 1 of 11/10, 11/14, 6/16 or 6/18), Or (Any voters that registered since 6/16 & voted 11/16 or any election since), Or (Any PVBM that voted 11/16 or any election since), Or (Any voter that registered since 6/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.

- 18G7B:** [(Voted at least 1 of 11/10, 11/14, 6/16 or 6/18), Or (Any voters that registered since 6/16 & voted 11/16 or any election since), Or (Any PVBM that voted 11/16 or any election since), Or (Any voter that registered since 11/16)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G8:** [(Voted at least 1 of 11/10, 11/14, 6/16, 11/16 or 6/18), Or (Any PVBM that registered since 6/16 & voted 11/16 or any election since), Or (Any voter that registered since 6/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 18G9:** (Voted 11/16 or any election since), Or (Any voter that registered since 11/16).
- 18GGOTV:** Low & mid-propensity voters that Voted 11/16 or in any election since, or any Reg. since 11/16, EXCLUDING high propensity 18G3 voters.
- 18GWRAP:** Low & mid-propensity voters that Voted 11/16 or in any election since, or any Reg. since 11/16, EXCLUDING ANY HOUSES with a high propensity 18G3 voters.

- “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.
- “Pro-Active Registration Method” means a voter’s last registration methods were pro-active, including but not limited to registering online, registering by mail, registering to vote via Email or Fax (commonly used by military and overseas voters), or registering to vote at polling place (typically via a provisional ballot). Voters who register to vote using these methods are historically higher propensity voters and more likely to vote than those voters that last registered using a Re-active method such as at the DMV, in response to a registration drive, or after moving in response to National Change of Address USPS message.
- PVBM is for Permanent Vote By Mail (VBM) voter or a Permanent Absentee Voter (PAV).
- Probable Down Ballot or Local Election voters are those voters that have a past history of voting in local non-statewide elections or are modeled as most likely to vote down ballot.