

The universes below are specifically designed for targeting voters likely to participate in the upcoming March 3, 2020 Primary election. They reference the most relevant election vote history, registration dates, and other data to predict degrees of turnout behavior. The universes expand incrementally. The smaller numbered universes are the extremely high turnout voters, and each successive universe adds on some additional likely voters. **By the time you get to universe “20P9” you’re looking at a good overall universe for the November 2020 General**, but the smaller universes could be best for more expensive voter contact. All of the below likely voter universes exclude any voters we have identified as deceased or moved from their current residential address.

MARCH 2020 PRIMARY ELECTION (20P) LIKELY VOTER UNIVERSES

- 20P1:** [(Voted at least 2 of 6/14, 6/16 or 6/18)] & to qualify for universe voter had to have voted 11/18 or any election since, or has a registration date since 11/18.
- 20P2:** [(Voted at least 2 of 6/14, 6/16 or 6/18), Or (Registered since 6/16 & voted in both 6/18 and 11/18)] & to qualify for universe voter had to have voted 11/18 or any election since, or has a registration date since 11/18.
- 20P3:** [(Voted at least 1 of 6/16 or 6/18)] & to qualify for universe voter had to have voted 11/18 or any election since, or has a registration date since 11/18.
- 20P4:** [(Voted at least 1 of 6/14, 6/16 or 6/18)] & to qualify for universe voter had to have voted 11/18 or any election since, or has a registration date since 11/18.
- 20P5:** [(Voted at least 1 of 6/14, 6/16 or 6/18), Or (Registered since 6/18 & voted 11/18)] & to qualify for universe voter had to have voted 11/18 or any election since, or has a registration date since 11/18.
- 20P6:** [(Voted at least 1 of 6/14, 6/16 or 6/18), Or (Registered since 6/16 & voted 11/18)] & to qualify for universe voter had to have voted 11/18 or any election since, or has a registration date since 11/18.
- 20P7:** [(Voted at least 1 of 6/14, 6/16 or 6/18), Or (Registered since 6/18 & voted 11/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 20P8:** [(Voted at least 1 of 6/14, 6/16, 6/18 or 11/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.
- 20P9:** [(Voted at least 1 of 6/14, 6/16, 11/16, 6/18 or 11/18)] & to qualify for universe voter had to have voted 11/16 or any election since, or has a registration date since 11/16.

- “Registered since” is defined as a voter with a registration date after the 15 day close of registration for a given election date.