

The below universes “19UN1” through “19UN8” are designed specifically for the targeting the projected turnout of the November 5, 2019 Municipal and School board elections that have previously had regularly scheduled November odd year (UDEL) 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 2019 UDEL (19UN) LIKELY VOTER UNIVERSES

- 19UN1:** [(Voted at least 2 of 11/13, 11/15, 3/17 or 11/17), Or (Registered since 11/15 and voted 3/17 or 11/17)] & to qualify for universe all voters had to have voted in the election on 11/18, any election in 2019, or have a registration date since 11/18.
- 19UN2:** [(Voted at least 2 of 11/11, 11/13, 11/15, 3/17 or 11/17), Or (Registered since 11/13 and voted 3/17 or 11/17), Or (Registered since 3/17 and Voted 2 of 6/18 & 11/18)] & to qualify for universe all voters had to have voted in the election on 11/18, any election in 2019, or have a registration date since 11/18.
- 19UN3:** [(Voted at least 1 of 11/13, 11/15, 3/17 or 11/17), Or (Registered since 3/17 and voted 2 of 6/18 & 11/18)] & to qualify for universe all voters had to have voted in the election on 11/18, any election in 2019, or have a registration date since 11/18.
- 19UN4:** [(Voted at least 1 of 11/13, 11/15, 3/17 or 11/17), Or (Registered since 3/17 and voted 2 of 6/18 & 11/18), Or (Voted all 4 of 6/16, 11/16, 6/18 and 11/18)] & to qualify for universe all voters had to have voted in 11/16 or 11/18, or any election in 2017 or 2019, or have a registration date since 11/18.
- 19UN5:** [(Voted at least 1 of 11/13, 11/15, 3/17 or 11/17), Or (Registered since 11/15 and voted 2 of 6/18 & 11/18), Or (Voted at least 3 of 11/14, 11/16, 6/18 or 11/18)] & to qualify for universe all voters had to have voted in 11/16 or 11/18, or any election in 2017 or 2019, or have a registration date since 11/18.
- 19UN6:** [(Voted at least 1 of 11/13, 11/15, 3/17 or 11/17), Or (Registered since 11/15 and voted 2 of 6/18 & 11/18), Or (Voted at least 3 of 11/14, 6/16, 11/16, 6/18 or 11/18)] & to qualify for universe all voters had to have voted in 11/16 or 11/18, or any election in 2017 or 2019, or have a registration date since 11/18.
- 19UN7:** [(Voted at least 1 of 11/13, 11/15, 3/17 or 11/17), Or (Registered since 11/15 and voted 2 of 6/18 & 11/18), Or (Voted at least 3 of 11/14, 6/16, 11/16, 6/18 or 11/18), Or (Registered since 11/17 and voted 11/18), Or (Registered since 11/18)] & to qualify for universe all voters had to have in 11/16 or 11/18, or any election in 2017 or 2019, or have a registration date since 11/18.
- 19UN8:** (Voted at least 1 of 11/06, 6/18 or 11/18 or any election in 2017 or 2019, Or (Registered since 11/17).

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