

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.
- 20P2A:** Any 20P2 voter, plus any (DemPlus or RepPlus) that 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.
- 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.
- 20P4A:** Any 20P4 voter, plus any (DemPlus or RepPlus) that Registered since 6/18 & voted 11/18, Or Any Primary Qualified DTS that Requested a 3/20 presidential primary partisan ballot.
- 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.
- 20P5A:** Any 20P5 voter, plus any (DemPlus or RepPlus) that Registered since 6/16 & voted 11/18, Or Any Primary Qualified DTS that Requested a 3/20 presidential primary partisan ballot.
- 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.
- 20P6A:** Any 20P6 voter, plus any Primary Qualified DTS that Requested a 3/20 presidential primary partisan ballot.
- 20P6B:** Any 20P6 voter, plus any Primary Qualified DTS that Requested a 3/20 presidential primary partisan ballot, Or Any (DemPlus or RepPlus) that registered since 11/18 using an Active registration method.
- 20P6C:** Any 20P6 voter, plus PQDTS that Requested a partisan ballot, Or Any voter that registered since 11/18 using an Active registration method.
- 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.
- 20P7A:** Any 20P7 voter, plus any (DemPlus or RepPlus) that voted 11/18.
- 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.
- 20P8A:** Any 20P8 voter, plus any (DemPlus or RepPlus) that registered since 11/18 using an Active registration method.

- 20P8B:** Any 20P8 voter, plus any voter that registered since 11/18 using an Active registration method.
- 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.
- 20P9A:** Any 20P9 voter, plus any voter that registered since 11/18 using an Active registration method
- 20P9B:** Any 20P9 voter, plus any voter that registered since 11/18.
- 20P9C:** Any 20P9 voter, plus any voter that registered since 11/18, Or any voter that registered since 6/18 using an Active registration method.
- 20P9D:** Any 20P9 voter, plus any voter that registered since 6/18.

- **“Registered since”** is defined as a voter with a registration date after the 15 day close of registration for a given election date.
- **“Primary Qualified DTS (PQDTS)”** includes party types of Decline to State/No Party Preference, Misc., Natural Law and Reform, which are not qualified political parties. All of these PQDTS voters are technically DTS or NPP and are eligible or qualified to select a Democratic or other Party ballot in an upcoming presidential Primary. PQDTS voters that request a partisan presidential ballot in the 3/20 (March 3, 2020) Primary will automatically be added to those universes with that criteria.
- **“Active Registration Method”** includes voters who last method of registration was pro-active. These voters actually went out of their way, either online, or going to find a paper form and mailed it in. By showing that they are taking active steps to register they are signaling that it matters to them and we have seen higher turnout from these voters.