The universes below are specifically designed for targeting voters likely to participate in the upcoming November 3, 2020 General election. They reference the most relevant election vote history, registration dates, and other data to predict degrees of turnout behavior. Universes 20G1 trough 20G5E expand incrementally as each successive universe adds on some additional likely voters.

- 20G1, 20G2 and 20G3 are the extremely high propensity voters *(Good for expensive mailers)*. 20G1 could be used to plan for the 2022 Primary or a special/off-cycle election.
- 20G4 and 20G4A could be used to plan for the 2022 General *(Good for mail/walk/phone/email/digital)*
- 20G5 thru 20G5D good overall high propensity universes for the November 2020 General *(Good for all types of voter outreach mail/walk/phone/email/digital)*.
- The 20GWrap and 20GGOTV universes include only the mid to lower propensity voters (*Good for GOTV programs) because they are limited to* voters who are newer, younger, or have less consistent vote history.

NOVEMBER 2020 GENERAL ELECTION (20G) LIKELY VOTER UNIVERSES

20G1: Voted 3/20 and (Voted in at least 1 other election including 6/18, 11/18 or local or special elections in 2019 or 2020, or registered since 11/18).

20G2: Voted 3/20, or (Voted 11/18 and in at least 1 other election including 6/18 or local or special elections in 2019 or 2020).

20G3: Voted 3/20, or (Voted 11/18 and in at least 1 other election including 11/16, 6/18 or local or special elections in 2019 or 2020).

20G4: (Voted at least 1 of 11/18 or 3/20), or [Voted 11/16 and (voted in at least 1 other election including 6/18 or local or special elections in 2019 or 2020, re-registered since 11/18)].

20G4A: Any 20G4 voter, plus any voter that registered since 3/20 using an Active registration method.

20G5: Voted in at least 1 of 11/16, 6/18, 11/18 or 3/20, or local or special elections in 2019 or 2020).

20G5A: Any 20G5 voter, plus any voter that registered since 3/20 using an Active registration method.

20G5B: Any 20G5 voter, plus any voter that registered since 11/18 using an Active registration method.

20G5C: Any 20G5 voter, plus any voter that registered since 11/18 using an Active registration method, or any voter that Registered since 3/20.

20G5D: Any 20G5 voter, plus any voter that registered since 11/18.

20G5E: Any 20G5 voter, plus any voter that registered since 11/16.

*20GWRAP: Only mid and low propensity houses with voters from 20G5E, EXCLUDING ANY HOUSES with at least 1 high propensity voter in 20G3.

*20GGOTV: Only mid and low propensity voters from 20G5E, EXCLUDING ANY high propensity voter in 20G3.

.
- All of the above likely voter universes exclude any voters we have identified as deceased or moved from their current residential address
- **"Registered since"** is defined as a voter with a registration date after the 15 day close of registration for a given election date.
- **"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.

For other helpful information visit http://politicaldata.com/