

The universes below are specifically designed for targeting voters likely to participate in the upcoming 2021 statewide Special Recall election or 2022 Primary election and can also be used to plan for the 2022 General election. They reference the most relevant election vote history, registration dates, and other data to predict degrees of turnout behavior. Universes 21S1 through 21S9B expand incrementally as each successive universe adds on some additional likely voters.

- Universes 21S1 thru 21S7 are the extremely high propensity voters, *focusing almost exclusively on Primary elections and* should be used to plan for the 2022 Primary election (*Good for expensive mailers*).
- Universes 21S8 thru 21S8D include high to mid propensity voters focusing on both Primary and midterm General elections that could be used to plan for either the 2021 statewide Special Recall or the 2022 General (*Good for mail/walk/phone/email/digital*).
- Universes 21S9 thru 21S9B are good overall high to lower propensity universes for the November 2022 General or any broadly targeted outreach (*Good for all types of voter outreach mail/walk/phone/email/digital*).

2021 STATEWIDE SPECIAL OR 2022 PRIMARY/GENERAL ELECTIONS (21S) LIKELY VOTER UNIVERSES

- 21S1:** [(Voted all 4 of 6/14, 6/16, 6/18 and 3/20), Or (Registered since 6/16 & voted both 6/18 and 3/20), Or (Registered since 6/18 & voted both 11/18 and 3/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S2:** [(Voted both 6/18 and 3/20), Or (Registered since 6/18 & voted both 11/18 and 3/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S3:** [(Voted both 6/18 and 3/20), Or (Voted all 3 of 6/16, 11/18 and 3/20), Or (Registered since 6/18 & voted both 11/18 and 3/20), Or (Registered since 11/18 & voted 3/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S4:** [(Voted at least 2 of 6/14, 6/18, 11/18 or 3/20, with at least 1 being 3/20), Or (Registered since 11/18 & voted 3/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S4A:** [Any 21S4 voters, plus any (DemPlus or RepPlus) that voted 6/18] & to qualify for universe voter had to have voted also 11/20 or any election in 2021, or re-registered since 11/20.
- 21S5:** [(Voted at least 1 of 6/14 or 6/18), Or (Voted both 11/18 and 3/20), Or (Registered since 11/18 & voted 3/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S6:** [(Voted at least 1 of 6/14, 6/18 or 3/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S6A:** [Any 21S6A voter, plus any (DemPlus or RepPlus) that registered since 3/20 and voted 11/20] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S7:** [(Voted at least 1 of 6/14, 6/18 or 3/20), Or (Registered since 6/18 & voted 11/18)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S8:** [(Voted at least 1 of 6/14, 11/14, 6/16, 6/18, 11/18 or 3/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S8A:** [Any 21S8 voter, plus any voter that (Registered since 3/20 using an Active registration method & voted 11/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.



- 21S8B:** [Any 21S8 voter, plus any (DemPlus or RepPlus) that registered since 3/20 & voted 11/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or re-registered since 11/20.
- 21S8C:** [Any 21S8 voter, plus any voter that (Registered since 3/20 & voted 11/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or has a registration date since 11/20.
- 21S8D:** [Any 21S8 voter, plus any voter that (Registered since 3/20 & voted 11/20), Or (any voter that registered since 11/20 using an Active registration method)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or has a registration date since 11/20.
- 21S9:** [(Voted at least 1 of 6/14, 11/14, 6/16, 6/18, 11/18 or 3/20), Or (Registered since 11/18 & voted 11/20)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or has a registration date since 11/20.
- 21S9A:** [Any 21S9 voter, plus any voter that (Registered since 11/20 using an Active registration method)] & to qualify for universe voter had to have also voted 11/20 or any election in 2021, or has a registration date since 11/20.
- 21S9B:** [(Voted 11/20 or any election in 2021), Or (Any voter that registered since 11/20)].
- 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.