



The below universes are designed for the targeting likely voters projected to turnout for the elections described below. Each set of universes start with a small higher propensity universe of voters and expand incrementally building on the previous criteria as each successive universe adds on some additional likely voters. We use the most recent and comparable election vote history as well as registration date, registration type, voting method and other voter data to predict degrees of turnout behavior.

2024 PRIMARY & PRELIMINARY GENERAL ELECTION (24P) LIKELY VOTER UNIVERSES

The universes below are specifically designed for targeting voters likely to participate in the upcoming 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 24P1 thru 24P6 include higher propensity voters, focusing more on Primary elections with a limited number of high propensity midterm voters included, that would be ideal for down ballot races and planning for the 2024 Primary (Good for expensive mailers).

Universes 24P7 thru 24P8 include high to mid propensity voters focusing on both Primary and midterm General elections that are ideal for the 2024 Primary or General, or for planning for the 2026 General (Good for mail/walk/phone/email/digital).

Universes 24P8A thru 24P9C are good overall high to lower propensity universes for the November 2024 General, or any broadly targeted outreach (Good for all types of voter outreach mail/walk/phone/email/digital)).

- 24P1:** [(Voted 6/22), Or (Voted at least 4 of 6/18, 3/20, 9/21 or 11/22)] & to qualify for universe voter had to have voted in 11/22 or any 2023 election or Re-Registered since 11/22.
- 24P2:** [(Voted 6/22), Or (Voted at least 3 of 6/18, 3/20, 9/21 or 11/22)] & to qualify for universe voter had to have voted in 11/22 or any 2023 election or Re-Registered since 11/22.
- 24P3:** [(Voted 6/22), Or (Voted at least 3 of 6/18, 3/20, 9/21 or 11/22), Or (Registered since 6/18 & voted 3/20), Or (Registered since 3/20 & voted in both 9/21 & 11/22)] & to qualify for universe voter had to have voted in 11/22 or any 2023 election or Re-Registered since 6/22.
- 24P4:** [(Voted at least 1 of 6/16, 6/18, 3/20 or 6/22), Or (Registered since 3/20 & voted in both 9/21 & 11/22)] & to qualify for universe voter had to have voted in any in 2022 or 2023 election or Re-Registered since 6/22.
- 24P4A:** [Any 24P4 voter, plus any (DemPlus or RepPlus) that registered since 3/20 and voted 11/22].
- 24P4B:** [Any 24P4 voter, plus any voter that registered since 3/20 and voted 11/22].
- 24P5:** [(Voted at least 1 of 6/16, 6/18, 3/20 or 6/22), Or (Registered since 3/20 & voted 11/22)] & to qualify for universe voter had to have voted in 9/21, any 2022 or 2023 election or Re-Registered since 6/22.
- 24P6:** [(Voted at least 1 of 6/16, 6/18, 3/20 or 6/22), Or (Registered since 3/20 & voted 11/22)] & to qualify for universe voter had to have voted in 11/20, 9/21, any 2022 or 2023 election or Registered since 11/20.
- 24P7:** [(Voted at least 1 of 6/16, 6/18, 3/20, 6/22 or 11/22), Or (Registered since 3/20 & voted in both 11/20 & 9/21), Or (Registered since 11/20 & voted 9/21)] & to qualify for universe voter had to have voted in any 2022 or 2023 election, Registered since 11/20, or qualify for 24P6.
- 24P8:** [(Voted at least 1 of 6/16, 6/18, 11/18, 3/20, 9/21, 6/22 or 11/22)] & to qualify for universe voter had to have voted in any 11/20, 9/21, 2022 or 2023 election, or Registered since 11/20.
- 24P8A:** [Any 24P8 voter, plus any voter that Registered since 3/20 & voted 11/20].
- 22P9:** [(Voted at least 1 of 11/20, 9/21, 6/22, 11/22 or any other 2022 or 2023 election), Or (Any voter that Registered since 11/22), plus (Any voter that voted at least 1 of 6/16, 6/18, 11/18, 3/20 & Re-Registered since 11/20)].
- 24P9A:** [Any 24P9 voter, plus any voter that Registered since 6/22].
- 24P9B:** [Any 24P9 voter, plus any voter that Registered since 9/21].
- 24P9C:** [Any 24P9 voter, plus 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.

2022 GENERAL ELECTION (22G) LIKELY VOTER UNIVERSES

The universes below are specifically designed for targeting voters likely to participate in the upcoming 2022 General election and can also be used to plan for 2024 elections. They reference the most relevant election vote history, registration dates, and other data to predict degrees of turnout behavior. Universes 22G1 through 22G9B expand incrementally.

Universes 22G1 thru 22G5 include higher propensity voters, focusing more on Primary elections with a limited number of high propensity midterm voters included, that would be ideal for down ballot races and planning for the 2024 Primary (Good for expensive mailers).

Universes 22G6 thru 22G7C include high to mid propensity voters focusing on both Primary and midterm General elections that are ideal for the 2022 General (Good for mail/walk/phone/email/digital).

Universes 22G8 thru 22G9B are good overall high to lower propensity universes for the November 2022 or 2024 General, or any broadly targeted outreach (Good for all types of voter outreach mail/walk/phone/email/digital)).

Universes 22GGOTV and 22GWrap include only the lower to mid propensity voters (Good for GOTV programs because they are limited to voters who are newer, younger, or less likely to vote in this election).

22G1: [(Voted at least 3 of 11/18, 3/20, 9/21 or 6/22), Or (Registered since 6/16 & voted all 3 of 11/20, 9/21 and 6/22), Or (Registered since 11/20 & voted both 9/21 and 6/22)] & to qualify for universe voter had to have voted 6/22.

22G1E: [Any 22G1 voter, plus any Equity Base universe voter in 22G2].

22G2: [(Voted at least 3 of 11/14, 11/18, 3/20, 9/21 or 6/22), Or (Voted at least 2 of 11/14, 11/18, 9/21 or 6/22, with being 6/22), Or (Registered since 3/20 & voted 6/22)] & to qualify for universe voter had to have voted 9/21 or 6/22.

22G2E: [Any 22G2 voter, plus any Equity Base universe voter in 22G3].

22G3: [(Voted at least 3 of 11/14, 11/18, 3/20, 9/21 or 6/22), Or (Voted at least 2 of 11/14, 11/18, 9/21 or 6/22, with being 6/22), Or (Registered since 3/20 & voted 6/22), Or (Registered since 11/20 & voted 9/21)] & to qualify for universe voter had to have voted 9/21 or 6/22.

22G3E: [Any 22G3 voter, plus any Equity Base universe voter in 22G4].

22G4: [(Voted 6/22), Or (Voted at least 2 of 11/14, 11/18, 3/20 or 9/21, with 1 being 9/21), Or (Registered since 11/20 & voted 9/21)] & to qualify for universe voter had to have voted 9/21 or 6/22.

22G4E: [Any 22G4 voter, plus any Equity Base universe voter in 22G5].

22G5: [(Voted 6/22), Or (Voted at least 2 of 11/14, 11/18, 3/20, 11/20 or 9/21, with 1 being 9/21), Or (Registered since 11/18 & voted 9/21)] & to qualify for universe voter had to have voted 9/21 or 6/22.

22G5E: [Any 22G5 voter, plus any Equity Base universe voter in 22G6].

22G6: [(Voted 6/22), Or (Voted at least 2 of 11/14, 11/18, 3/20, 11/20 or 9/21, with 1 being 9/21), Or (Registered since 11/18 & voted 9/21), Or (Registered since 11/16 & voted in both 11/18 & 11/20)] & to qualify for universe voter had to have voted 11/20, 9/21 or 6/22.

22G6E: [Any 22G6 voter, plus any Equity Base universe voter in 22G7].



- 22G7:** [(Voted at least 1 of 9/21 or 6/22), Or (Voted at least 2 of 11/14, 11/18 or 11/20)] & to qualify for universe voter had to have voted 11/20, 9/21, 6/22 or any election in 2021, or re-registered since 9/21.
- 22G7A:** [Any 22G7 voter, plus any voter that Registered since 6/22].
- 22G7B:** [Any 22G7A voter, plus any voter that Registered since 9/21 using an Active registration method].
- 22G7C:** [Any 22G7 voter, plus any voter that Registered since 9/21].
- 22G8:** [(Voted at least 1 of 9/21 or 6/22), Or (Voted at least 2 of 11/14, 11/18, 3/20 or 11/20), Or (Registered since 3/20 & voted 11/20)] & to qualify for universe voter had to have voted 11/20, 9/21, 6/22 or any election in 2021, or re-registered since 9/21.
- 22G8A:** [Any 22G8 voter, plus any voter that Registered since 6/22].
- 22G9:** [(Voted at least 1 of 11/20, 9/21, 6/22, plus any voter that Registered since 6/22)].
- 22P9A:** [(Voted at least 1 of 11/20, 9/21, 6/22, plus any voter that Registered since 9/21)].
- 22P9B:** [(Voted at least 1 of 11/20, 9/21, 6/22, plus any voter that Registered since 11/20)].
- 22GGOTV:** Only mid and low propensity voters from 22G9B, EXCLUDING ANY high propensity voter in 22G4.
- 22GWrap:** Only mid and low propensity houses with voters from 22G9B, EXCLUDING ANY HOUSE with at least 1 high propensity voter in 22G4.
- 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.
 - **“Equity Base universe voters”** include minority voters, renters and younger voters who are typically more transient, susceptible disenfranchisement or likely to fall off and re-register between elections.

2022 PRIMARY & PRELIMINARY GENERAL ELECTION (22P) LIKELY VOTER UNIVERSES

The universes below are specifically designed for targeting voters likely to participate in the upcoming 2022 Primary election and can also be used to plan for the 2022 General election.

Universes 22P1 thru 22P7 are the higher propensity voters, *focusing almost exclusively on Primary elections and should be used to plan for the 2022 Primary election (Good for expensive mailers).*

Universes 22P8 thru 22P9 include high to mid propensity voters focusing on both Primary and midterm General elections that could be used to plan for the either the 2022 Primary or the 2022 General (*Good for mail/walk/phone/email/digital*).

Universes 22P9A thru 22P10A 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*).

Universes 22PGOTV and 22Wrap include only the mid to lower propensity voters (*Good for GOTV programs*) because they are limited to voters who are newer, younger, or less likely to vote in a Primary election.

- 22P1:** [(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 9/21 or any election in 2021, or re-registered since 9/21.
- 22P2:** [(Voted both 6/18 and 3/20), Or (Registered since 6/18 & voted both 11/18 and 3/20) , Or (Registered since 6/18 & voted both 3/20 and 11/20)] & to qualify for universe voter had to have also voted 9/21 or any election in 2021, or re-registered since 9/21.
- 22P3:** [(Voted 6/14), Or (Voted both 6/18 and 3/20), Or (Registered since 6/16 & voted 6/18) , Or (Registered since 6/18 & voted 3/20)] & to qualify for universe voter had to have also voted 9/21 or any election in 2021, or re-registered since 9/21.



- 22P4:** [(Voted at least 1 of 6/14 or 6/18), Or (Voted both 11/18 and 3/20) (Registered since 6/18 & voted 3/20)] & to qualify for universe voter had to have also voted 9/21 or any election in 2021, or re-registered since 9/21.
- 22P5:** [(Voted at least 1 of 6/14, 6/18 or 3/20) & to qualify for universe voter had to have also voted 9/21 or any election in 2021, or re-registered since 9/21, OR [(Voted at least 2 of 6/14, 6/18 or 11/20, with 1 being 11/20)].
- 22P6:** [(Voted at least 1 of 6/14, 6/18 or 3/20)] & to qualify for universe voter had to have also voted 11/20, 9/21 or any election in 2021, or re-registered since 9/21.
- 22P6A:** [Any 22P6 voter, plus any (DemPlus or RepPlus) that registered since 3/20 and voted in both 11/20 and 9/21].
- 22P7:** [(Voted at least 1 of 6/14, 6/18 or 3/20), Or (Registered since 3/20 & voted in 11/20 and 9/21), Or (Registered since 11/20 & voted 9/21)] & to qualify for universe voter had to have also voted 11/20, 9/21 or any election in 2021, or re-registered since 9/21.
- 22P8:** [(Voted at least 1 of 6/14, 11/14, 6/18, 11/18 or 3/20), Or (Registered since 3/20 & voted in 11/20 and 9/21), Or (Registered since 11/20 & voted 9/21)] & to qualify for universe voter had to have also voted 11/20, 9/21 or any election in 2021, or re-registered since 9/21.
- 22P8A:** [(Voted at least 1 of 6/14, 11/14, 6/18, 11/18 or 3/20), Or (Registered since 11/18 & voted 9/21)] & to qualify for universe voter had to have also voted 11/20, 9/21 or any election in 2021, or re-registered since 9/21.
- 22P8B:** [Any 22P8A voter, plus any voter that Registered since 9/21 using an Active registration method].
- 22P8C:** [Any 22P8A voter, plus any voter that Registered since 9/21].
- 22P9:** [(Voted at least 1 of 6/14, 11/14, 6/18, 11/18, 3/20 or 9/21)] & to qualify for universe voter had to have also voted 11/20, 9/21 or any election in 2021, or re-registered since 9/21.
- 22P9A:** [Any 22P9 voter, plus any voter that Registered since 9/21 using an Active registration method].
- 22P9B:** [Any 22P9 voter, plus any voter that Registered since 9/21].
- 22P9C:** [Any 22P9 voter, plus any voter that (Registered since 9/21), Or (Registered since 11/18 & voted 11/20)].
- 22P10:** [(Voted 11/20, 9/21 or any election in 2021), Or (Any voter that registered since 9/21)].
- 22P10A:** [(Voted 11/20, 9/21 or any election in 2021), Or (Any voter that registered since 11/20)].
- 22PGOTV:** Only mid and low propensity voters from 22P10A, EXCLUDING ANY high propensity voter in 22P4.
- 22PWrap:** Only mid and low propensity houses with voters from 22P10A, EXCLUDING ANY HOUSE with at least 1 high propensity voter in 22P4.

- 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.

2021 STATEWIDE SPECIAL (21S) LIKELY VOTER UNIVERSES

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.

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 the either the 2021 statewide Special Recall or the 2022 General election (*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*).

- 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:** [(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), 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:** [(Voted at least 1 of 6/14, 6/18 or 3/20), 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:** [(Voted at least 1 of 6/14, 11/14, 6/16, 6/18, 11/18 or 3/20), Or (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:** [(Voted at least 1 of 6/14, 11/14, 6/16, 6/18, 11/18 or 3/20), 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:** [(Voted at least 1 of 6/14, 11/14, 6/16, 6/18, 11/18 or 3/20), Or (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:** [(Voted at least 1 of 6/14, 11/14, 6/16, 6/18, 11/18 or 3/20), Or (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: [(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), 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.

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.

REGISTRATION UNIVERSES

CONSIDERING BOTH REGISTRATION DATES & ELECTION VOTE HISTORY

“RA22P” NEW REG AFTER 6/22: voters with a Registration date after/greater than May 23, 2022 (The close of registration for the June 7, 2022 Primary election), excludes any voter with previous election vote history on file.

“RA21S” NEW REG AFTER 9/21: voters with a Registration date after/greater than August 30, 2021 (The close of registration for the September 14, 2021 Special Recall election), excludes any voter that voted 9/21 or has in any previous election vote history on file.

“RA20G” NEW REG AFTER 11/20: voters with a Registration date after/greater than October 19, 2020 (The close of registration for the November 3, 2020 General election), excludes any voter that voted 11/20 or has in any previous election vote history on file.

“RA20P” NEW REG AFTER 3/20: voters with a Registration date after/greater than February 17, 2020 (The close of registration for the March 3, 2020 Primary election), excludes any voter with previous election vote history on file.

“RA18G” NEW REG AFTER 11/18: voters with a Registration date after/greater than October 22, 2018 (The close of registration for the November 6, 2018 General election), excludes any voter that voted 11/18 or has in any previous election vote history on file.

“RA18P” NEW REG AFTER 6/18: voters with a Registration date after/greater than May 21, 2018 (The close of registration for the June 5, 2018 Primary election), excludes any voter with previous election vote history on file.

“RA16G” NEW REG AFTER 11/16: voters with a Registration date after/greater than October 24, 2016 (The close of registration for the November 8, 2016 General election), excludes any voter with previous election vote history on file.

“RA16P” NEW REG AFTER 6/16: voters with a Registration date after/greater than May 23, 2016 (The close of registration for the June 7, 2016 Primary election), excludes any voter with previous election vote history on file.

“RA14G” NEW REG AFTER 11/14: voters with a Registration date after/greater than October 20, 2014 (The close of registration for the November 4, 2014 General election), excludes any voter with previous election vote history on file.

“RA14P” NEW REG AFTER 6/14: voters with a Registration date after/greater than May 19, 2014 (The close of registration for the June 2014 Primary election), excludes any voter with previous election vote history on file.

“RA12G” NEW REG AFTER 11/12: voters with a Registration date after/greater than October 22, 2012 (The close of registration for the November 2012 General election), excludes any voter with previous election vote history on file.

“RA12P” NEW REG AFTER 6/12: voters with a Registration date after/greater than May 21, 2012 (The close of registration for the June 2012 Primary election), excludes any voter with previous election vote history on file.

“RB22P” REG BEFORE 6/22: voters with a Registration date before/less than May 24, 2022 (The close of registration for the June 7, 2022 Primary election), OR any voter with previous election vote history on file.

“RB21S” REG BEFORE 9/21: voters with a Registration date before/less than August 31, 2021 (The close of registration for the September 14, 2021 Special Recall election), OR any voter that voted 9/21 or has any previous election vote history on file.

“RB20G” REG BEFORE 11/20: voters with a Registration date before/less than October 19, 2020 (The close of registration for the November 3, 2020 General election), OR any voter that voted 11/20 or has any previous election vote history on file.

“RB20P” REG BEFORE 3/20: voters with a Registration date before/less than February 18, 2020 (The close of registration for the March 3, 2020 Primary election), OR any voter with previous election vote history on file.



“RB18G” REG BEFORE 11/18: voters with a Registration date before/less than October 23, 2018 (The close of registration for the November 6, 2018 General election), OR any voter that voted 11/18 or has any previous election vote history on file.

“RB18P” REG BEFORE 6/18: voters with a Registration date before/less than May 22, 2018 (The close of registration for the June 5, 2018 Primary election), OR any voter with previous election vote history on file.

“RB16G” REG BEFORE 11/16: voters with a Registration date before/less than October 25, 2016 (The close of registration for the November 8, 2016 General election), OR any voter with previous election vote history on file.

“RB16P” REG BEFORE 6/16: voters with a Registration date before/less than May 24, 2016 (The close of registration for the November 4, 2014 General election), OR any voter with previous election vote history on file.

“RB14G” REG BEFORE 11/14: voters with a Registration date before/less than October 21, 2014 (The close of registration for the November 4, 2014 General election), OR any voter with previous election vote history on file.

“RB14P” REG BEFORE 6/14: voters with a Registration date before/less than May 20, 2014 (The close of registration for the June 2014 Primary election), OR any voter with previous election vote history on file.

“RB12G” REG BEFORE 11/12: voters with a Registration date before/less than October 23, 2012 (The close of registration for the November 2012 General election), OR any voter with previous election vote history on file.

“RB12P” REG BEFORE 6/12: voters with a Registration date before/less than May 22, 2012 (The close of registration for the June 2012 Primary election), OR any voter with previous election vote history on file.

REGISTRATION METHODS

“ACTIVE REGISTRATION METHOD” (PROACTIVE_REG): Last registration method that were pro-active. 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.

PASSIVE REGISTRATION METHOD (REACTIVE_REG): Combination of last registration methods that were Passive or in reaction to a registration effort or system.

“REG_DMV”: Voter last registered to vote at the Department of Motor Vehicles.

“REG_ONLINE”: Voter last registered to vote Online via the SOS website.

“REG_DRIVE”: Voter last registered to vote via a registration drive.

“REG_EMAILFAX”: Voter last registered to vote via Email or Fax, commonly used by military and overseas voters.

“REG_MAIL”: Voter last registered to vote by Mail.

“REG_NCOA”: Voter last registered to vote after moving in response to National Change of Address USPS message.

“REG_OFFICE”: Voter last registered to vote in Person/In Office of Registrar of Voters.

“REG_POLLS”: Voter last registered to vote at polling place, typically via a provisional ballot.

“REG_SSA”: Voter last registered to vote at through other Social Service Agencies (via National Voting Rights Act).

“REG_OTHER”: Voter last registered to via an unknown or older registration method with no available data.