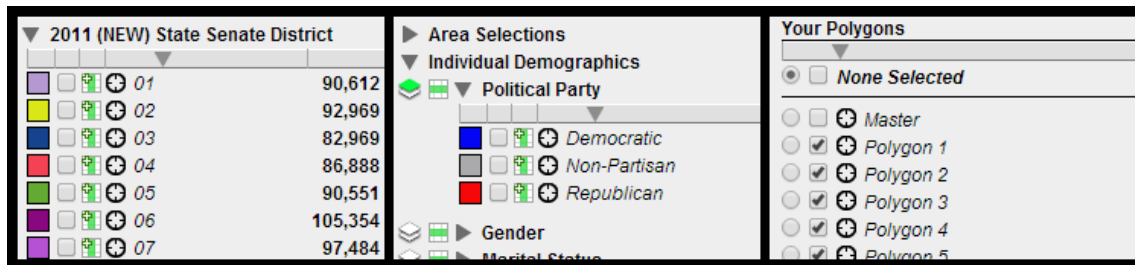# Universe Creation

1. In the side panel under Data Sources you can select various data filters to narrow down to the demographic you want to canvass. You can also use the Polygon tool (under map controls in the side panel) to create a user defined area for your universe. Data Source, Search, Universe, and Polygon filters can be used separately or in conjunction with each other to create new universes.

2. In the side panel under Universes you will see seven different universe creation options:

   a. **Currently Selected Filters:** This creation option will create a universe that will contain all filters you have selected currently. This includes polygons, data sources, and even other universes.

   b. **Combine Two or More:** This creation option will create a new universe by combining multiple universes that already exist. This new universe will contain the records of all universes selected.

   c. **Intersect Two or More:** This creation option will create a new universe by only taking records that are shared by all chosen universes. If all of the selected universes share no data between them, your new universe will have no records.

   d. **Subtracting Two or More:** This creation option will create a universe by subtracting one or more universes from another. This will remove records from the primary universe (indicated by a red number 1), that are contained within any secondary universes (indicated by red numbers greater than 1).

   e. **All Voters in a Household:** This creation option will create a universe by including all records in each household contained within a universe.

   f. **One Voter per Household:** This creation option will create a universe containing one record for each household contained within a universe.

   g. **Create as Random Sample:** Random sample will select a random number of records within your currently selected filters. To create a random sample, name your universe and check the Create as Sample box, and select the sample type as Random Sample. Define the number of records that will be selected for the sample and other optional parameters and click create.

   h. **Create as Cluster Sample:** Using your current filter selections, cluster sample will create a number of clusters each containing X number of records. To create a cluster sample, name your universe, check the Create as Sample box, and select the sample type as Cluster Sample. Define the number of clusters, records per cluster, and other optional parameters and click create.

3. Give your universe a name and an optional description and/or color and click Create.

4. You can now use your universe as a filter just as you would with any Data Source selection, and change the universes name, description, or color. If the universe wasn't created from a polygon or other universes, you will also have the ability to add or set the Data Source filters used to create the universe to your current selections.