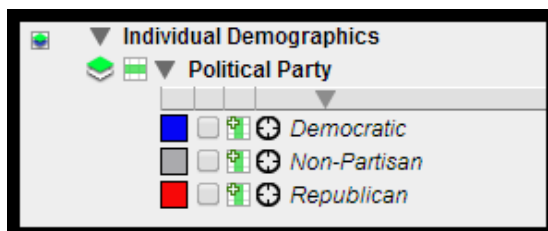


# Popular Universe Creation Filters

The following is a list of filters frequently used to create universes made by our users, including their political party, voting history, and estimated income.

## Voter Political Party

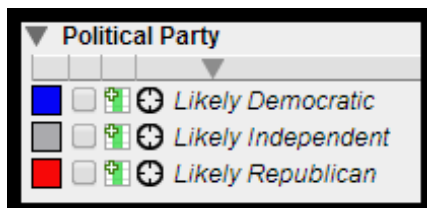
We make it easy to build a walking list consisting of only the political parties you want to canvass. In the Side Panel under Data Sources expand Individual Demographics and then Political Party.



Depending on your region you may have only the Democratic, Non-Partisan, and Republican parties, or you may have many more such as Green, Liberal, Conservative, and Registered Independent.

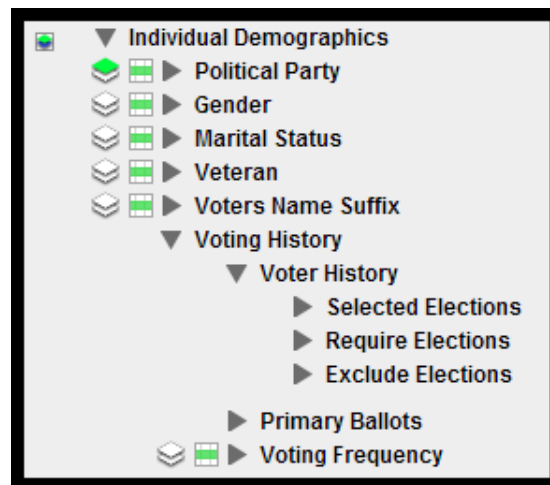


States without set parties will instead have Likely Democratic, Likely Independent, and Likely Republican as their political party filters. The party modeling is based on polling from the 2012 presidential election, commercial data, census data, self-reported data, and other public and private data-sources. States that will contain such modeling include Alabama, Minnesota, Missouri, Montana, North Dakota, Texas, Vermont, Washington, Wisconsin, and Wyoming.

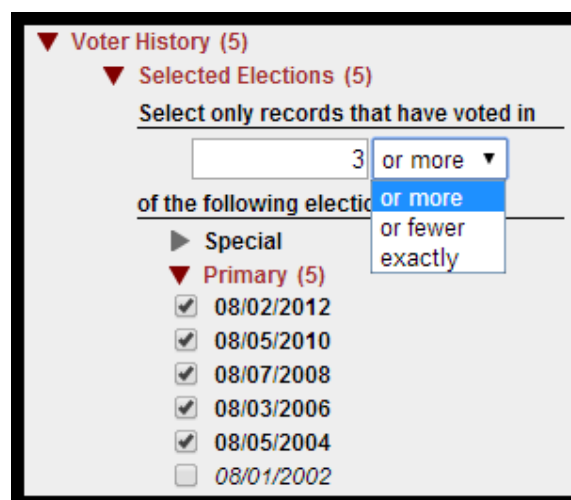


## Voting History

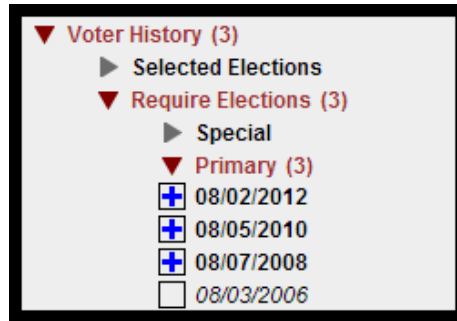
1. In the Side Panel under Data Sources expand Individual Demographics and then Voting History. In this tree we have access to what elections they voted in (under Voter History), what ballots they received (under Primary Ballots), and how many times they voted in the past 8 elections.



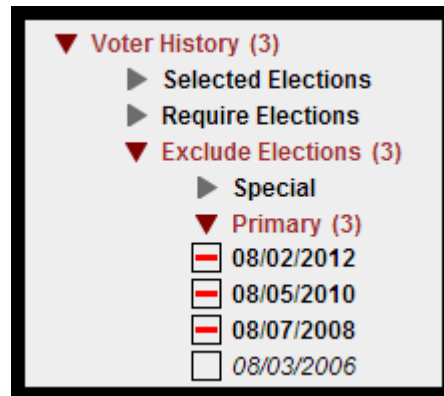
2. In Voter History we have the Selected Elections, Require Elections, and Exclude Elections trees.
  - a. **Selected Elections:** With Selected Elections you can choose only voters who have voted in an amount or more/or fewer/exactly of a list of elections you define.
    - **Or More:** With “Or More” selected you will be selecting voters who have voted in a number (i.e. 3) or more of a list of elections, (i.e. 2012, 2010, 2008, 2006, and 2004 primaries). In this example you will have selected all voters who have voted in at least 3 or more of those primary elections.
    - **Or Fewer:** With “Or Fewer” selected you will be selecting voters who have voted in a number (i.e. 5) or less of a list of elections, (i.e. general elections between 2012 and 1996). In this example you will have selected all voters who have voted in at most 5 or less of those general elections.
    - **Exactly:** With Exactly selected you will be selecting voters who have voted in a number (i.e. 2) of a list of elections, (i.e. local or municipal elections in 2009). In this example you will select all voters who voted in exactly 2 of the local elections in 2009.



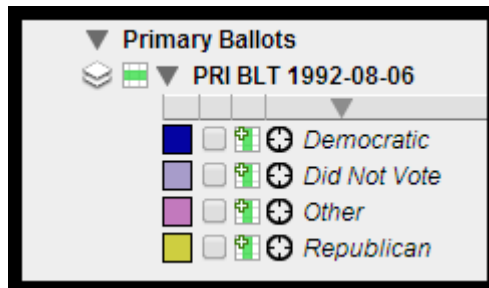
- b. **Require Elections:** With Require Elections we can select voters who have voted in ALL of the elections selected by the user. If we were to select primary elections in 2008, 2010 and 2012, we would only be selecting voters who have voted in every one of those elections.



- c. **Exclude Elections:** With Exclude Elections we can filter out voters who have voted in the selected elections. For example if you selected the 2002 primary then any voter who voted in the 2002 primary would be filtered out.



3. Under Primary Ballots we can see what ballot the voter received for which election. This doesn't necessarily mean they voted for that election though.

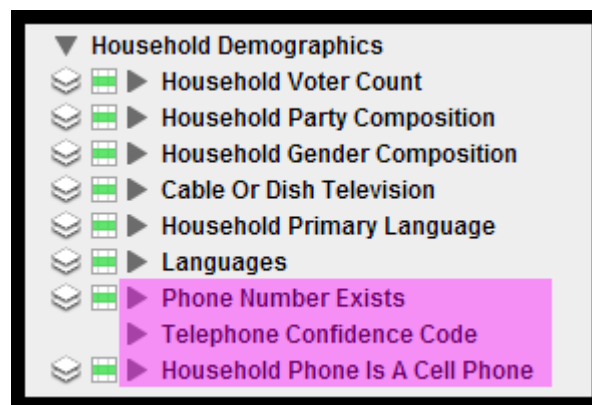


4. Under Voting Frequency we can see how many times in the past 8 elections, a voter has voted. If you selected 4 through 8 you would be selecting every voter who has voted at least 4 times in the last 8 elections.

▼ Voting Frequency					
			0	472,881	16.0%
			1	423,592	14.3%
			2	387,602	13.1%
			3	359,653	12.1%
			4	350,451	11.8%
			5	279,410	9.4%
			6	250,308	8.5%
			7	232,620	7.9%
			8	204,339	6.9%

## Voter Has a Phone

In the side panel under Data Sources expand Household Demographics; there will be three data sources of interest: Phone Number Exists, Telephone Confidence Code, and Household Phone Is A Cell Phone.



1. **Phone Number Exists:** Indicates whether we have a phone number in the system for that individual phone number.
2. **Telephone Confidence Code:** This ranks how confident we are that the phone number is correct. 1 being the most confident that the phone number is accurate and 5 being the least confident.
3. **Household Phone Is A Cell Phone:** This indicates whether or not the phone in question is a cell phone.



## Voter Income

You can find the Estimated Income of a voter under Data Sources by expanding Lifestyle & Issue Data, and then Income.



▼ Lifestyle & Issue Data





















































► Issues

▼ Income

  ► Estimated Net Worth

► Estimated Median Income

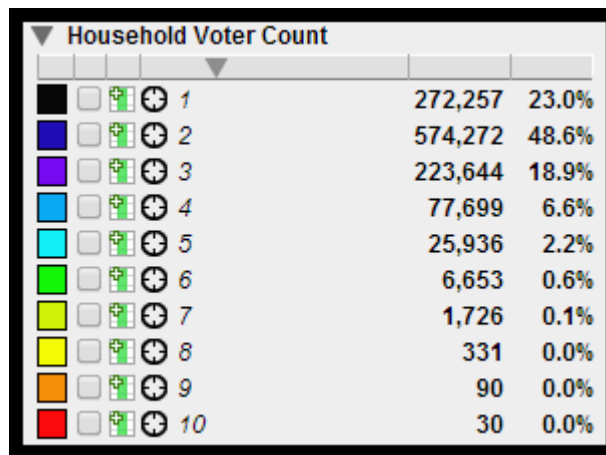
  ▼ Estimated Income

				\$1,000-\$14,999	134,722	4.6%
				\$15,000-\$24,999	149,759	5.1%
				\$25,000-\$34,999	148,339	5.0%
				\$35,000-\$49,999	247,677	8.4%
				\$50,000-\$74,999	459,042	15.5%
				\$75,000-\$99,999	301,558	10.2%
				\$100,000-\$124,999	176,382	6.0%
				\$125,000-\$149,999	68,142	2.3%
				\$150,000-\$174,999	47,839	1.6%
				\$175,000-\$199,999	50,779	1.7%
				\$200,000-\$249,999	39,085	1.3%
				\$250,000 And Up	53,757	1.8%
				Unknown	1,083,775	36.6%

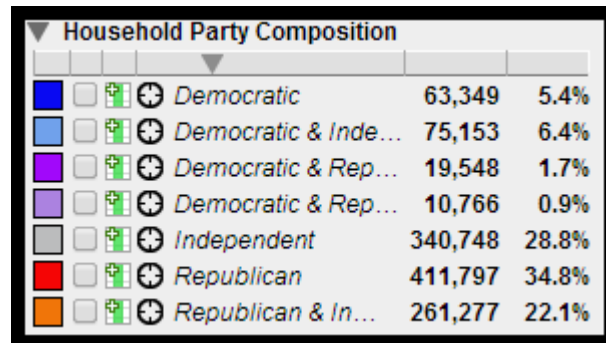
## Household Demographics

In the side panel under Data Sources expand Household Demographics. Here we have interesting information regarding the households of voters: number of voters in the household, the party composition, and the gender composition.

1. **Household Voter Count:** Here we can see the number of voters per household, count 1 through 10.



2. **Household Party Composition:** Here we will have seven different filters that will tell us the party composition of the household. Democrat, Independent, Republican, Democrat and Independent, Democrat and Republican, Republican and Independent, and the seventh is all three.



3. **Household Gender Composition:** Here there is four filters for the gender composition of a household, Cannot Determine, Female Only, Male Only, and Mixed.

Household Gender Composition					
			Cannot Determine	19,569	1.7%
			Female Only Ho...	203,700	17.2%
			Male Only House...	142,817	12.1%
			Mixed Gender Ho...	816,552	69.0%

## Precincts/Districts

Skilled managers will cut up their turf and assign those to their canvassers as walking lists, and there are two main ways managers can cut up turf: with polygons or by precincts and districts.

1. In the side panel expand Area Selections, then County, expand your county and then expand Precinct/Voting District.

County					
			BEAVER	3,317	0.3%
			County Commissioner District		
			Precinct/Voting District		
			BEAVER 1	745	0.1%
			BEAVER 2	614	0.1%
			BEAVER 3	455	0.0%
			BEAVER 4	185	0.0%
			GREENVILLE	121	0.0%
			MILFORD 1	104	0.0%
			MILFORD 2	511	0.0%
			MILFORD 3	129	0.0%
			MINERSVILLE	453	0.0%

2. Here you can see all the districts available to you as filters, and selecting one will select all the voters in that area.
3. You can then optionally combine this with other filters and/or polygons to further narrow down an area for canvassing that is as specific as you want it to be.