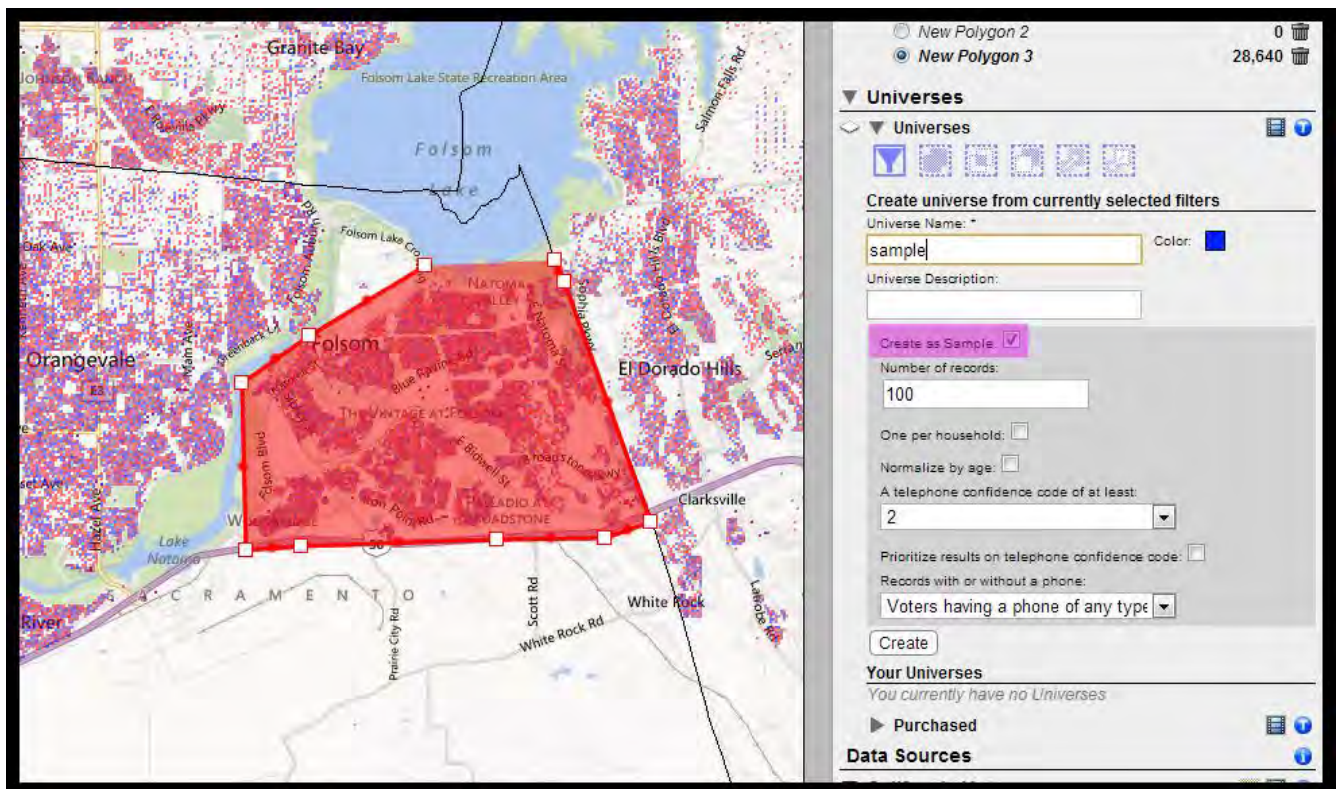


L2 VoterMapping – Sampling

Sampling allows users to create a universe containing a random sample of voters from current filter selections. Users have control over the total number of sample points, whether or not the sample should be age normalized and whether the sample should be limited to only voters with phones or all voters regardless of the presence of a phone number. Other controls allow the limitation of the selection to just one unique record per residence household and the specification of the reliability of the telephone match. The random sampling function produces a mathematically true random sample unaffected by variations in the distribution of phone matches. This is not simple Nth record sampling but a complex geo-normalization process producing accurately distributed sample points which can then be seen over the map.

1. To create a sampling universe, first apply search, polygon, universe, and/or data source filters to select your target region and demographic.
2. Next, click on the **Universes** section within the **Map Controls** section of the sidebar.
3. A menu will appear containing six options for universe creation. Choose the first option, “*Create universe from currently selected filters*”, and then check the “*Create as Sample*” box that appears directly beneath the “Universe Description” window.



4. A section will appear containing the Sample selection options:

Universes

Create universe from currently selected filters

Universe Name: *
sample Color: ■

Universe Description:

Create as Sample:

Number of records:
100

One per household:

Normalize by age:

A telephone confidence code of at least:
2

Prioritize results on telephone confidence code:

Records with or without a phone:
Voters having a phone of any type

Create

- **Number of records:** number of voter records that will be included in the Sample Universe.
- **One voter per household:** only one voter per residence address will be selected for the sample.
- **Normalize by age:** the records selected for the sample will have the same age distribution as the overall universe from which the sample was drawn; e.g. if 30% of the voters in the underlying universe are age 60+ then approximately the same percentage of the sample will consist of voters in that age range.
- **A telephone confidence code of at least:** creates the Sample Universe by selecting records with the specified telephone confidence code or better.

Universes

Create universe from currently selected filters

Universe Name: *
sample Color: ■

Universe Description:

Create as Sample:

Number of records:
100

One per household:

Normalize by age:

A telephone confidence code of at least:
 2
 Disregard
 1 -- highest
 2
 3
 4
 5 -- lowest

Telephone Confidence Codes:

- 1 = Very high probability match
- 2 = High probability match
- 3 = Probable match
- 4 = Likely match
- 5 = Best available match

- **Prioritize results on telephone confidence code:** sets priority for voter selection based on the selected telephone confidence code; e.g. if multiple voters are available in a particular geographical area, all of whom would meet the selection criteria for the sample, prioritization will choose among the records with the highest confidence code telephone matches
- **Records with or without a phone:** selects voters based on the type of phone they have or allows selections without regard to the existence of a phone number.

Universes

Create universe from currently selected filters

Universe Name: *
 Color:

Universe Description:

Create as Sample:

Number of records:

One per household:

Normalize by age:

A telephone confidence code of at least:

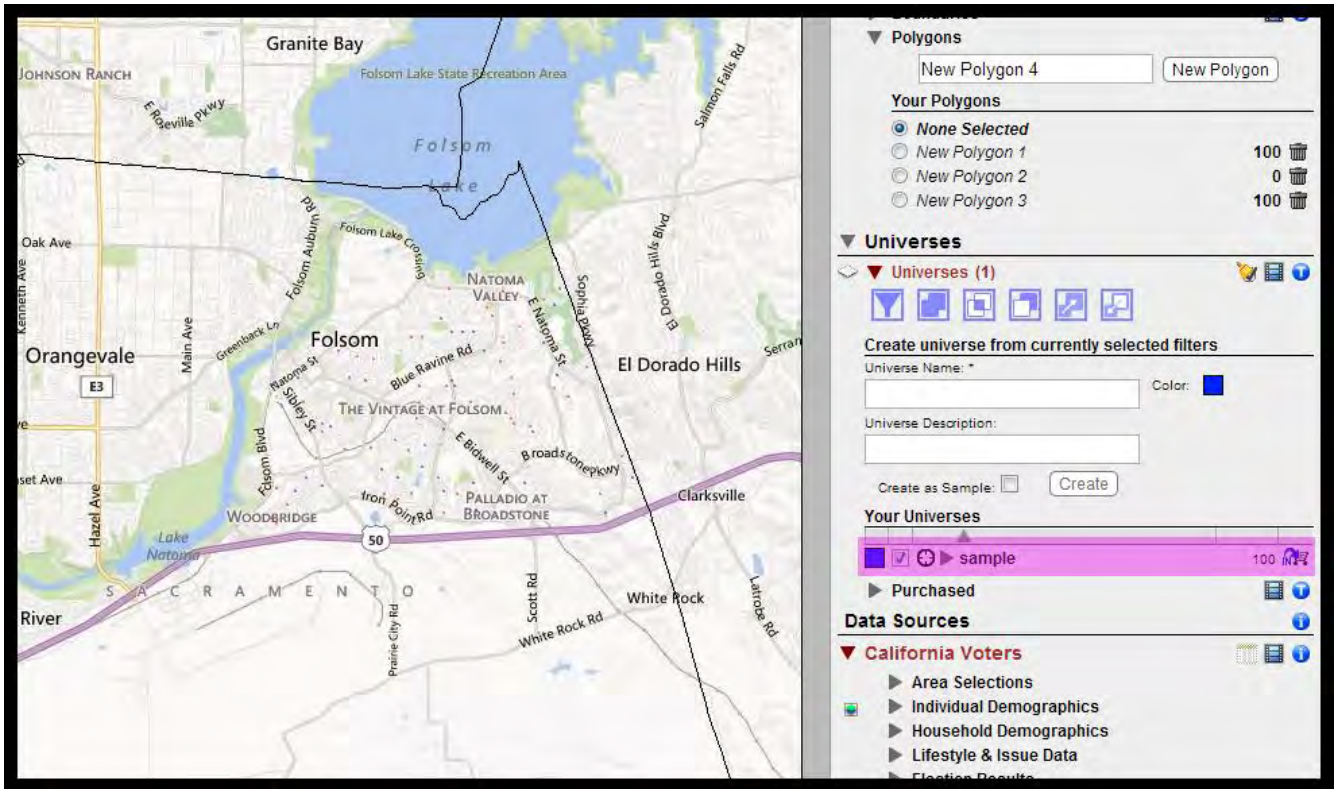
Prioritize results on telephone confidence code:

Records with or without a phone:

All voter, regardless of phone
Voters having a phone of any type
Voters having a land line
Voters having a cell phone
Voters having no phone

- All voters, regardless of phone.
- Voters having a phone of any type.
- Voters having a land line.
- Voters having a cell phone.
- Voters having no phone.

5. Once you have the desired Sample options selected, click “create”. Your new Sample Universe will appear below in the **Your Universes** section.



6. **Using the Sampling Function to Create a Universe of a Specific Number of Voters or Households**

Note that the sampling function can be used not only for generating telephone samples to be sent to a pollster but also for creating universes of a specific number of voters or households. Specify the number of individual records you wish to have selected. If you wish to select just a certain number of households then check the selection box for one record per household. Finally, choose the option to select all voters regardless of phones.