

# POLITICAL DATA INC.

P.O. BOX 1706 • Burbank, CA 91507 • (818) 954-8445 • Fax (818) 954-9141 • (800) 638-4649  
825 South Victory Boulevard • Burbank CA 91502

## MARCH 2011 LOCAL ELECTION LIKELY VOTER UNIVERSES

The below universes are designed specifically for targeting the projected turnout of the March 2011 elections, including the cities of Bellflower, Calabasas, Carson, Commerce, Cudahy, Gardena, Glendora, Huntington Park, Lakewood, Monterey Park, Rosemead, San Fernando, South Gate and West Hollywood. You should base your order on the below universe that best fits your campaign's needs after reviewing the current counts produced by these universes.

- 0311A:** Voted both of 3-07 & 3-09 & also voted 11-10.
- 0311B:** Voted at least 2 of 3-05, 3-07, 3-09 & also voted at least 1 of 6-10 or 11-10.
- 0311C:** (Voted at least 2 of 3-03, 3-05, 3-07, 3-09, or Registered after 3-07 & voted 3-09) & also voted at least 1 of 6-10 or 11-10.
- 0311D:** Voted at least 1 of 3-07 or 3-09 & also voted at least 1 of 6-10 or 11-10.
- 0311D1:** “0311D”, or (Voted both of 3-03 & 3-05 & also voted at least 1 of 6-10 or 11-10).
- 0311D2:** “0311D1”, or (Voted at least 2 of 3-01, 3-03 & 3-05 & also voted at least 1 of 6-10 or 11-10).
- 0311E:** Voted at least 1 of 3-03, 3-05, 3-07, 3-09 & also voted at least 1 of 6-10 or 11-10.
- 0311E1:** “0311E”, or (Registered after 3-07 & Voted at least 2 of 5-09, 6-10, 11-10), or (Registered after 6-10 & voted 11-10).
- 0311E2:** “0311E1”, or (Registered after 11-10), or (PAV & voted 11-10).
- 0311E3:** “0311E1”, or (Voted all 3 of 5-09, 6-10, 11-10), or (Registered after 11-10).
- 0311E4:** “0311E3”, or (PAV & voted 11-10).

If you would like to review counts of additional universes due to the unique election history of your city or to meet the needs of your campaign, please contact us to discuss all of your options.

All orders must be made in writing, preferably by EMAIL or through our [website order form](http://www.politicaldata.com)).