

POLITICAL DATA INC.

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NOVEMBER 2011 ELECTION LIKELY VOTER UNIVERSES

The below universes are designed specifically for the targeting the projected turnout of November 8, 2011 Municipal and School board elections. These universes initially focus on voters that voted in previous November odd year elections. Beginning with the smallest, or highest propensity universe of voters, each universe incrementally builds on the next to produce a variety of different counts to fit the unique needs and objectives of your campaign. You should base your order on the below universe that best fits your campaign's needs after reviewing the current counts produced by each universe. If you would like to receive additional universes, please contact us with your specific requirements.

- 1111A:** (Voted all 3 of 11-07, 11-09 & 11-10), or (Voted all 3 of 11-09, 6-10 & 11-10), or (Registered after 11-07 & voted both 11-09 & 11-10).
- 1111B:** (Voted in at least 2 of 11-07, 11-09 or 6-10 & also voted 11-10), or (Registered after 11-07 & voted both 11-09 & 11-10).
- 1111C:** (Voted in at least 1 of 11-07 or 11-09 & also voted at least 1 of 6-10 or 11-10).
- 1111C1:** (Voted in at least 1 of 11-07 or 11-09 & also voted at least 1 of 6-10 or 11-10), or (Voted all 3 of 5-09, 6-10 & 11-10), or (Registered after 11-09 & voted both 6-10 & 11-10).
- 1111D:** (Voted in at least 1 of 11-03, 11-07 or 11-09 & also voted at least 1 of 6-10 or 11-10), or (Voted all 3 of 5-09, 6-10 & 11-10), or (Registered after 11-09 & voted both 6-10 & 11-10), or (Any PAV that Registered after 6-10 & voted 11-10).
- 1111D1:** (Voted in at least 1 of 11-03, 11-07 or 11-09 & also voted at least 1 of 6-10 or 11-10), or (Voted all 3 of 5-09, 6-10 & 11-10), or (Registered after 11-09 & voted both 6-10 & 11-10), or (Registered after 6-10 & voted 11-10), or (Any PAV that Registered after 11-10).
- 1111E:** (Voted in at least 1 of 11-03, 11-07, 5-09 or 11-09 & also voted at least 1 of 6-10 or 11-10), or (Voted in both of 6-10 & 11-10), or (Registered after 6-10 & voted 11-10), or (Any PAV that Registered after 11-10).
- 1111F:** (Voted in at least 1 of 11-03, 11-05, 11-07, 5-09 or 11-09 & also voted at least 1 of 6-10 or 11-10), or (Voted in both of 6-10 & 11-10), or (Registered after 6-10 & voted 11-10), or (Registered after 11-10).

Please confirm current count before using for production purposes.

All orders must be made in writing, preferably by EMAIL or through our [website order form](#).

NOTES:

PAV = Permanent Absentee Voter

Above "Registered after" dates are based on the actual 15 day close of registration for the listed election.