



The below universes “13GL1” through “13GL5B” are designed specifically for the targeting the projected turnout of the April 2013 election in the City of Glendale. Beginning with the smallest, or highest propensity universe of voters, each universe incrementally builds on the next by adding the next most likely group of voters to produce a variety of different counts to fit the unique needs and objectives of your campaign. Each option incorporates and combines both the most relevant and recent elections and registration dates to identify voters that are the most likely to vote. *The below universes also exclude any voters we have identified as deceased or moved.

GLENDALE 2013 (13GL) APRIL ELECTION LIKELY VOTER UNIVERSES

- 13GL1:** Voted all 4 of 4-05, 4-07, 4-09 & 4-11.
- 13GL2:** Voted at least 4 of 4-05, 4-07, 4-09, 4-11 or 11-12.
- 13GL2A:** (Voted at least 4 of 4-05, 4-07, 4-09, 4-11 or 11-12), OR (Registered after 4-05 & Voted all 3 of 4-09, 4-11 & 11-12), OR (Registered after 4-09 & Voted 2 of 4-11 & 11-12).
- 13GL3:** (Voted at least 3 of 4-07, 4-09, 4-11 or 11-12), OR (Registered after 4-07 & Voted at least 2 of 4-09, 4-11 & 11-12).
- 13GL3A:** (Voted at least 3 of 4-07, 4-09, 4-11 or 11-12), OR (Registered after 4-07 & Voted at least 2 of 4-09, 4-11 & 11-12), OR (Registered after 4-09 & (Voted 4-11 or voted 2 of 6-12 & 11-12)).
- 13GL4:** (Voted 4-11), OR (Voted at least 2 of 4-05, 4-07, 4-09 or 11-12, with 1 being 11-12).
- 13GL5:** (Voted 4-11), OR (Voted at least 2 of 9-04, 4-05, 4-07, 4-09 or 11-12, with 1 being 11-12), OR (Registered after 4-09 & Voted 2 of 6-12 & 11-12).
- 13GL5A:** (Voted 4-11), OR (Voted at least 2 of 9-04, 4-05, 4-07, 4-09 or 11-12, with 1 being 11-12), OR (Registered after 4-09 & Voted 2 of 6-12 & 11-12), OR (Voted all 3 of 11-10, 6-12 & 11-12), OR (PAV & Voted 2 of 6-12 & 11-12), OR (PAV & Registered after 6-12 & voted 11-12).
- 13GL5B:** (Voted 4-11), OR (Voted at least 2 of 9-04, 4-05, 4-07, 4-09 or 11-12, with 1 being 11-12), OR (Voted at least 2 of 11-10, 6-12 & 11-12, with 1 being 11-12), OR (Registered after 4-11 & Voted 11-12), OR (Registered after 11-12).

NOTE: If you would like to receive additional universes or counts, please contact us with your needs. Please confirm current count before using for production purposes.