



The below universes “13LA1” through “13LA6A” are designed specifically for the targeting the projected turnout of the March 2013 Los Angeles City and School board elections. 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.

## LA CITY/USD MARCH 2013 (13LA) PRIMARY ELECTION LIKELY VOTER UNIVERSES

- 13LA1:** [(Voted 3-11 or 5-11) or (Voted at least 2 of 3-05, 5-05, 3-07, 5-07, 3-09 or 5-09) or (Reg.After 3-09 & voted 5-09)] & also voted 11-12.
- 13LA2:** [(Voted at least 1 of 3-05, 5-05, 3-07, 5-07, 3-09, 3-11 or 5-11) or (Reg.After 3-09 & voted 5-09)] & also voted 11-12.
- 13LA2A:** [(Voted at least 1 of 3-05, 5-05, 3-07, 5-07, 3-09, 3-11 or 5-11) or (Reg.After 3-09 & Voted 5-09 or 6-12) or (Reg.After 6-10 & voted 6-12)] & also voted 11-12.
- 13LA3:** (Voted at least 1 of 3-05, 5-05, 3-07, 5-07, 3-09, 5-09, 3-11 or 5-11 & also voted 6-12 or 11-12), Or (Reg.After 3-09 & voted 6-12), Or (Voted all 3 of 11-10, 6-12 & 11-12).
- 13LA3A:** (Voted at least 1 of 3-05, 5-05, 3-07, 5-07, 3-09, 5-09, 3-11 or 5-11 & also voted 6-12 or 11-12), or (Reg.After 3-09 & voted 6-12), Or (Voted all 3 of 11-10, 6-12 & 11-12), Or (PAV & Reg.After 6-12 & voted 11-12), or (PAV & Reg.After 11-12).
- 13LA4:** [(Voted 2 of 4-01 & 6-01) or (Voted at least 1 of 3-05, 5-05, 3-07, 5-07, 3-09, 5-09, 3-11 or 5-11)] & also voted 6-12 or 11-12), Or (Reg.After 3-09 & voted 6-12), Or (Voted all 3 of 11-10, 6-12 & 11-12).
- 13LA5:** (Voted at least 1 of 4-01, 6-01, 3-03, 5-03, 3-05, 5-05, 3-07, 5-07, 3-09, 5-09, 3-11 or 5-11)] & also voted 6-12 or 11-12), Or (Reg.After 3-09 & voted 6-12), Or (Voted all 3 of 11-10, 6-12 & 11-12).
- 13LA6:** (Voted 3-11 or 5-11), Or (Voted at least 1 of 4-01, 6-01, 3-03, 5-03, 3-05, 5-05, 3-07, 5-07, 3-09, 5-09) & also voted 6-12 or 11-12), Or (Reg.After 3-09 & voted 6-12), Or (Voted at least 3 of 6-10, 11-10, 6-12 & 11-12), Or (PAV & Reg.After 6-12 & voted 11-12).
- 13LA6A:** (Voted 3-11 or 5-11), Or (Voted at least 1 of 4-01, 6-01, 3-03, 5-03, 3-05, 5-05, 3-07, 5-07, 3-09, 5-09) & also voted 6-12 or 11-12), Or (Reg.After 3-09 & voted 6-12), Or (Voted at least 3 of 6-10, 11-10, 6-12 & 11-12), Or (PAV & Reg.After 5-09 & voted 11-12), Or (Reg.After 6-12 & voted 11-12), Or (Reg.After 11-12).

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**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.