



The below universes “13MM1” through “13MM4A” are designed specifically for the targeting the projected turnout of the March 2013 elections, including the cities of Bellflower, Carson, Commerce, Cudahy, Gardena, Glendora, Huntington Park, Lakewood, Monterey Park, Rosemead, San Fernando, Signal Hill, South Gate and West Hollywood. Beginning with the smallest, or highest propensity universe of voters, each universe incrementally builds on the next by adding the next most like 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.

## **MARCH 2013 (13MM) LOCAL ELECTION LIKELY VOTER UNIVERSES**

- 13MM1:** [(Voted at least 2 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-09 & voted 3-11)] & Also voted 11-12.
- 13MM1A:** [(Voted at least 2 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-09 & voted 3-11) or (Reg.After 3-11 & voted 6-12)] & also voted 11-12.
- 13MM2:** [(Voted at least 1 of 3-05, 3-07, 3-09 or 3-11)] & also voted 11-12.
- 13MM2A:** [(Voted at least 1 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-11 & voted 6-12)] & also voted 11-12.
- 13MM3:** [(Voted at least 1 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-09 & voted 6-12)] & also voted 11-12,  
Or (Voted all 4 of 6-10, 11-10, 6-12 & 11-12).
- 13MM3A:** [(Voted at least 1 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-09 & voted 6-12)] & also voted 11-12,  
Or (Voted all 3 of 11-10, 6-12 & 11-12).
- 13MM3B:** [(Voted at least 1 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-09 & voted 6-12)] & also voted 11-12,  
Or (Voted all 3 of 11-10, 6-12 & 11-12), Or (PAV & Reg.After 6-12 & voted 11-12).
- 13MM4:** [(Voted at least 1 of 3-05, 3-07, 3-09, 5-09, 3-11 or 6-12)] & also voted 11-12.
- 13MM4A:** [(Voted at least 1 of 3-05, 3-07, 3-09, 5-09, 3-11 or 6-12)] & also voted 11-12, Or (Voted all 3 of 11-10, 6-12 & 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.