



The below universes “13MU1” through “13MU4A” are designed specifically for the targeting the projected turnout of the March 2013 elections, including the cities of Azusa, Beverly Hills, Calabasas, Cerritos, Claremont, Covina, Hidden Hills, La Canada-Flintridge, La Habra Heights, La Mirada, La Verne, Manhattan Beach, Norwalk, Palos Verdes Estates, Paramount, Rolling Hills, San Dimas, San Gabriel and Temple City. 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. Some of these universes incorporate November odd year elections (also called Uniform District Elections, or UDEs). These lower turnout UDEs are typically from overlapping school district elections, which are an ideal source of high propensity voter history.

*The below universes also exclude any voters we have identified as deceased or moved.

MARCH 2013 (13MU) LOCAL ELECTION LIKELY VOTER UNIVERSES

- 13MU1:** [(Voted at least 2 of 3-05, 3-07, 3-09, 3-11 or 11-11) or (Reg.After 3-11 & voted 11-11)] & Also voted 11-12.
- 13MU1A:** [(Voted at least 2 of 3-05, 3-07, 3-09, 3-11 or 11-11) or (Reg.After 3-09 & voted 3-11 or 11-11) or (Reg.After 3-11 & voted 6-12)] & also voted 11-12.
- 13MU2:** [(Voted at least 1 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-11 & voted 11-11)] & also voted 11-12.
- 13MU2A:** [(Voted at least 1 of 3-05, 3-07, 3-09 or 3-11) or (Reg.After 3-09 & voted 11-11) or (Reg.After 3-11 & voted 6-12)] & also voted 11-12.
- 13MU3:** [(Voted at least 1 of 3-05, 3-07, 3-09, 3-11 or 11-11) or (Reg.After 3-09 & voted 6-12)] & also voted 11-12.
- 13MU3A:** [(Voted at least 1 of 3-05, 3-07, 3-09, 3-11 or 11-11) 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).
- 13MU3B:** [(Voted at least 1 of 3-05, 3-07, 3-09, 3-11 or 11-11) 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).
- 13MU4:** [(Voted at least 1 of 3-05, 3-07, 3-09, 5-09, 11-09, 3-11, 11-11 or 6-12)] & also voted 11-12.
- 13MU4A:** [(Voted at least 1 of 3-05, 3-07, 3-09, 5-09, 11-09, 3-11, 11-11 or 6-12)] & also voted 11-12., Or (Reg.After 6-12 & voted 11-12), Or (Reg.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.