

The below universes “15GL1” through “15GL7” are designed specifically for the targeting the projected turnout of the April 2015 election in the Glendale 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 indentify voters that are the most likely to vote. *The below universes also exclude any voters we have identified as deceased or moved.

GLENDALE 2015 (15GL) APRIL ELECTION LIKELY VOTER UNIVERSES

- 15GL1:** (Voted 2 of 4/11 & 4/13), or (Registered since 4/11 & voted 4/13), or (PAV & Registered since 4/13 & voted 2 of 6/14 & 11/14).
- 15GL2:** [(Voted at least 2 of 4/09, 4/11 or 4/13), or (Registered since 4/11 & voted 4/13), or (PAV & Registered since 4/13 & voted 2 of 6/14 & 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15GL3:** [(Voted at least 2 of 4/09, 4/11 or 4/13), or (Voted at least 2 of 4/13, 6/14 or 11/14, with 1 being 4/13), or (Registered since 4/11 & voted 4/13), or (Registered since 4/13 & voted 2 of 6/14 & 11/14), or (PAV & Registered since 4/13 & voted at least 1 of 6/14 or 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15GL4:** [(Voted at least 1 of 4/07, 4/09, 4/11 or 4/13), or (Registered since 4/13 & voted 2 of 6/14 & 11/14), or (PAV & Registered since 4/13 & voted at least 1 of 6/14 or 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15GL5:** [(Voted at least 1 of 4/07, 4/09, 4/11 or 4/13), or (Registered since 4/13 & voted 2 of 6/14 & 11/14), or (PAV & voted 2 of 6/14 & 11/14), or (PAV & Registered since 4/11 & voted at least 1 of 6/14 or 11/14), or (Registered since 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Registered since 11/14.
- 15GL6:** [(Voted at least 1 of 4/07, 4/09, 4/11 or 4/13), or (Voted 2 of 6/14 & 11/14), or (PAV & Registered since 4/11 & voted at least 1 of 6/14 or 11/14), or (PAV & Voted at least 3 of 6/12, 11/12, 6/14 or 11/14), or (Registered since 11/14)] & to qualify for universe all voters had to voted in 11/12 or any election in 2013 or 2014, or Registered since 11/14.
- 15GL7:** [(Voted at least 1 of 4/07, 4/09, 4/11 or 4/13), or (Voted 2 of 6/14 & 11/14), or (PAV & Registered since 4/11 & voted at least 1 of 6/14 or 11/14), or (Voted at least 3 of 6/12, 11/12, 6/14 or 11/14), or (Registered since 11/14), or (PAV & Registered since 4/13)] & to qualify for universe all voters had to voted in 11/12 or any election in 2013 or 2014, Registered since 11/14, or PAV & Registered since 4/13.

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.