

The below universes “15LA1” through “15LA7” are designed specifically for targeting voters likely to participate in the upcoming March 3, 2015 Los Angeles City and School board elections. They reference the most relevant election vote history, registration dates, and mail ballot voting status to predict degrees of turnout behavior. The universes expand incrementally by adding the next tier of likely voters to the preceding universes to produce a variety of different counts to fit the unique needs and objectives of your campaign. Please contact a PDI targeting consultant for more information about these universes or to create your own custom universes.

2015 LA CITY/USD/CCD March 2015 (15LA) Primary Election Likely Turnout Universe Options

- 15LA1:** [(Voted at least 3 of 3/11, 5/11, 3/13, 5/13 or 6/14), or (Reg.After 3-13 & voted at least 2 5/13, 6/14 or 11/14), or (PAV & Voted at least 2 of 3/11, 5/11, 3/13 or 5/13)] & to qualify for universe all voters had to voted in any election in 2013 or 2014 or Re-registered after 11/14.
- 15LA2:** [(Voted at least 2 of 3/11, 5/11, 3/13 or 5/13), or (Reg.After 3-13 & voted at least 2 5/13, 6/14 or 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014 or Re-registered after 11/14.
- 15LA3:** [(Voted at least 2 of 3/07, 5/07, 3/09, 5/09, 3/11, 5/11, 3/13 or 5/13), or (Reg.After 3-13 & voted at least 1 5/13 or 6/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered after 11/14.
- 15LA4:** [(Voted at least 1 of 3/07, 5/07, 3/11 or 5/11), or (Reg.After 3/13 & voted at least 1 5/13 or 6/14), or (Voted at least 2 of 3/09, 5/09, 3/13 or 5/13), or (PAV & voted 1 of 3/13 or 5/13), or (PAV & 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 after 11/14.
- 15LA5:** (Voted at least 1 of 3/07, 5/07, 3/09, 3/11, 5/11, 3/13 or 5/13), or (Reg.After 3/11 & voted 6/14), or (PAV & 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 after 11/14.
- 15LA6:** (Voted at least 1 of 3/07, 5/07, 3/09, 3/11, 5/11, 3/13 or 5/13), or (Reg.After 3/11 & voted 6/14), or (Voted 2 of 6/14 & 11/14), or (PAV Reg.After 3/11 & voted 11/14), or (Any PAV Reg. After 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Registered after 11/14.
- 15LA7:** (Voted at least 1 of 3/07, 5/07, 3/09, 3/11, 5/11, 3/13 or 5/13), or (Reg.After 3/11 & voted 6/14), or (Voted 2 of 6/14 & 11/14), or (PAV Reg.After 3/11 & voted 11/14), or (Any PAV Reg. After 11/14)] & to qualify for universe all voters had to voted in 11/12, or any election in 2013 or 2014, or Registered after 11/14.
- 15LA8:** (Voted at least 1 of 3/07, 5/07, 3/09, 3/11, 5/11, 3/13, 5/13 or 6/14), or (Any PAV that voted 11/14), or (Reg.After 3/11 & voted 11/14), or (Any Reg. After 11/14)] & to qualify for universe all voters had to voted in 11/12, or any election in 2013 or 2014, or Registered after 11/14.