

The below universes “15MM1” through “15MM7” are designed specifically for the targeting the projected turnout of the March 2015 elections, including the cities of Bell, 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. These universes can also be used in any other cities or jurisdictions with similar election history and an election scheduled for March 3, 2015, such as the Los Angeles, Redondo Beach or any of the cities listed under our 15MU universe options. *All of the below universes also exclude any voters we have identified as deceased or moved.

MARCH 2015 (15MM) LOCAL ELECTION LIKELY VOTER UNIVERSES

- 15MM1:** [(Voted at least 2 of 3/09, 3/11, 3/13 or 6/14), or (Registered since 3/11 & voted 3/13), or (Registered since 3/13 & voted 2 of 6/14 & 11/14)] & to qualify for universe all voters had to voted in any election in 2014 or Re-registered since 11/14.
- 15MM2:** [(Voted at least 1 of 3/09, 3/11 or 3/13), or (Registered since 3/13 & voted 2 of 6/14 & 11/14)] & to qualify for universe all voters had to voted in any election in 2014 or Re-registered Since 11/14.
- 15MM3:** [(Voted at least 1 of 3/09, 3/11 or 3/13), or (Registered since 3/11 & voted 2 of 6/14 & 11/14), 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 since 11/14.
- 15MM4:** [(Voted at least 1 of 3/07, 3/09, 3/11 or 3/13), or (Registered since 3/11 & voted 2 of 6/14 & 11/14), 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 since 11/14, OR (voted 2 of 3/11 & 11/12).
- 15MM5:** [(Voted at least 1 of 3/07, 3/09, 3/11 or 3/13), or (Registered since 3/11 & voted 2 of 6/14 & 11/14), or (Voted 2 of 6/14 & 11/14), or (Registered since 6/14 & voted 11/14), or (Voted all 3 of 6/12, 11/12 & 11/14)] & to qualify for universe all voters had to voted in 11/12, any election in 2013 or 2014, or Re-registered since 11/14.
- 15MM6:** [(Voted at least 1 of 3/07, 3/09, 3/11, 3/13 or 6/14), or (Registered since 3/13 & voted 11/14), or (PAV & voted 11/14), or (Voted all 3 of 6/12, 11/12 & 11/14), or (Registered since 11/14)] & to qualify for universe all voters had to voted in 11/12, any election in 2013 or 2014, or Registered since 11/14.
- 15MM7:** [(Voted at least 1 of 3/07, 3/09, 3/11, 3/13 or 6/14), or (Registered since 3/11 & voted 11/14), or (PAV & voted at least 1 of 11/12 or 11/14), or (PAV & Registered since 3/13), or (Voted all 3 of 6/12, 11/12 & 11/14), or (Registered since 11/14)] & to qualify for universe all voters had to voted in 11/12, any election in 2013 or 2014, or Registered since 11/14.

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.