

The below universes “15MU1” through “15MU7” are designed specifically for the targeting the projected turnout of the March 2015 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 2015 (15MU) LOCAL ELECTION LIKELY VOTER UNIVERSES

- 15MU1:** [(Voted at least 2 of 3/11, 3/13 or 11/13), or (Registered since 3/11 & voted 3/13), or (Registered since 3/13 & voted 2 of 11/13 & 6/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15MU2:** [(Voted at least 2 of 3/09, 3/11, 3/13 or 11/13), or (Registered since 3/11 & voted 3/13), or (Registered since 3/13 & voted at least 1 of 11/13 & 6/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15MU3:** [(Voted at least 2 of 3/09, 3/11, 3/13, 11/13, or 6/14), or (Registered since 3/11 & voted at least 1 of 3/13 or 11/13), or (Registered since 3/13 & voted 6/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15MU4:** [(Voted at least 1 of 3/09, 3/11, or 3/13), or (Voted 2 of 11/13 & 6/14), or (Registered since 3/11 & voted at least 1 of 11/13 or 6/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15MU5:** [(Voted at least 1 of 3/07, 3/09, 3/11, 11/11, 3/13, or 11/13), or (Voted 2 of 6/14 & 11/14), or (Registered since 3/11 & 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.
- 15MU6:** [(Voted at least 1 of 3/07, 3/09, 3/11, 11/11, 3/13, 11/13, or 6/14), or (Registered since 3/11 & voted 11/14), or (PAV & voted 11/14), or (Registered since 3/13 & PAV)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Registered since 3/13.
- 15MU7:** [(Voted at least 1 of 3/07, 3/09, 3/11, 11/11, 3/13, 11/13, or 6/14), or (Registered since 3/11 & voted 11/14), or (PAV & voted at least 1 of 11/12 or 11/14), or (Registered since 3/13 & PAV), or (Registered since 6/14)] & to qualify for universe all voters had to voted in 11/12 or any election in 2013 or 2014, or Registered since 3/13.

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.