

The below universes “15PS1” through “15PS7” are designed specifically for the targeting the projected turnout of the March 10, 2015 Pasadena City and Unified School District elections. 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. *The below universes also exclude any voters we have identified as deceased or moved.

PASADENA MARCH 2015 (15PS) ELECTION LIKELY VOTER UNIVERSES

- 15PS1:** [(Voted at least 2 of 3/07, 4/07, 3/09, 3/11 or 4/11), or (PAV & Registered since 3/11 & 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.
- 15PS2:** [(Voted at least 1 of 3/11 or 4/11), or (Voted at least 2 of 3/05, 4/05, 3/07, 4/07 or 3/09), or (PAV & Registered since 3/11 & voted at least 2 of 3/13, 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.
- 15PS3:** [(Voted at least 1 of 3/05, 4/05, 3/07, 4/07, 3/09, 3/11 or 4/11), or (Registered since 3/11 & voted at least 2 of 3/13, 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.
- 15PS4:** [(Voted at least 1 of 3/05, 4/05, 3/07, 4/07, 3/09, 3/11 or 4/11), or (Registered since 3/11 & voted at least 2 of 3/13, 6/14 & 11/14), or (Voted all 4 of 6/12, 11/12, 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.
- 15PS5:** [(Voted at least 1 of 3/05, 4/05, 3/07, 4/07, 3/09, 4/09, 3/11, 4/11, 3/13 or 11/13), or (Registered since 3/11 & voted 2 of 6/14 & 11/14), or (PAV & voted 2 of 6/14 & 11/14), or (Voted all 4 of 6/12, 11/12, 6/14 & 11/14), or (Registered since 6/14 & voted 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15PS6:** [(Voted at least 1 of 3/05, 4/05, 3/07, 4/07, 3/09, 4/09, 11/09, 3/11, 4/11, 3/13 or 11/13), or (Registered since 3/11 & voted 2 of 6/14 & 11/14), or (PAV & voted 2 of 6/14 & 11/14), or (Voted at least 3 of 6/12, 11/12, 6/14 & 11/14), or (Registered since 6/14 & voted 11/14)] & to qualify for universe all voters had to voted in any election in 2013 or 2014, or Re-registered since 11/14.
- 15PS7:** [(Voted at least 1 of 3/05, 4/05, 3/07, 4/07, 3/09, 4/09, 11/09, 3/11, 4/11, 3/13 or 11/13), or (Registered since 3/11 & voted 2 of 6/14 & 11/14), or (PAV & voted 2 of 6/14 & 11/14), or (Voted at least 3 of 6/12, 11/12, 6/14 & 11/14), or (Registered since 6/14 & voted 11/14), or (PAV & voted 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.

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.